

# Television Factbook

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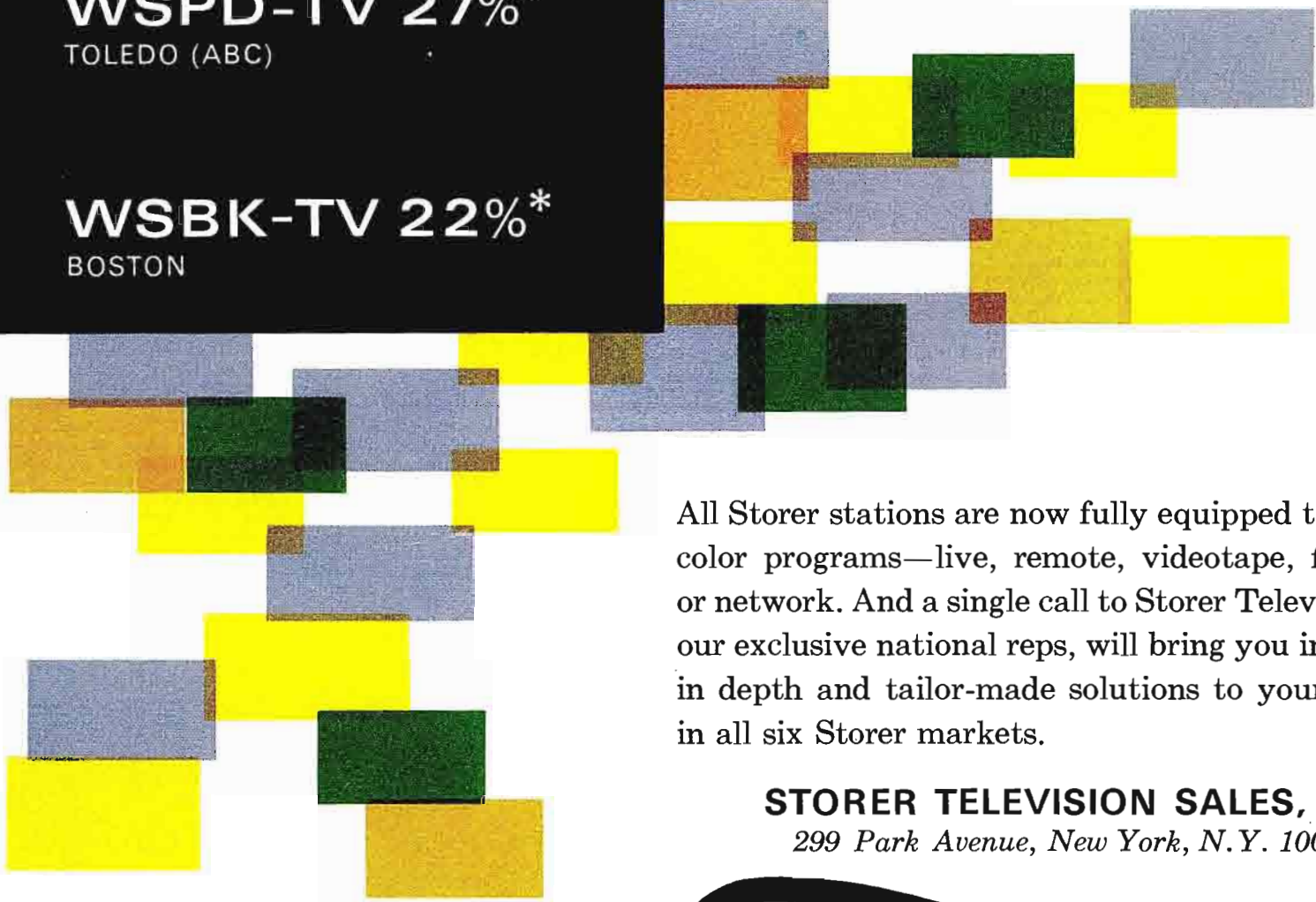
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# STATIONS

This 1968-69 Edition of Television Factbook, Number 38, Comprises Two Volumes

## 'STATIONS' and 'SERVICES'

This STATIONS Volume Includes All U.S., Canadian and International Stations

All Other Material Covered by the Factbook is included in the SERVICES Volume

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and a

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# Television Factbook

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#### EDITORIAL & BUSINESS HEADQUARTERS

2025 Eye St., N.W., Washington, D. C. 20006  
Phone: 202-965-1985, TELEX: 89-2539

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TELEX: 12-6049

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This edition supersedes Television Factbook No. 37 (1967 Edition) and all Addenda thereto. This Factbook also starts a new series of weekly TV Addenda, reporting on new station starts, FCC grants, applications, allocations changes, etc. The Addenda enable subscribers to keep the facilities data current, in the Stations Volume and CATV sections. Subscribers may purchase them separately or in combination with the Factbook. For details, see page 605-b and Service Order Card #2 inside back cover of this volume.

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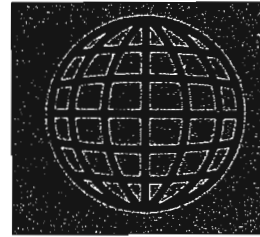
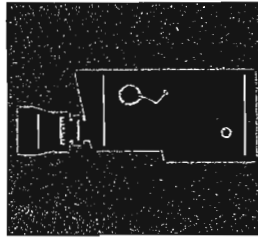
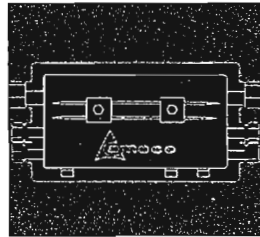
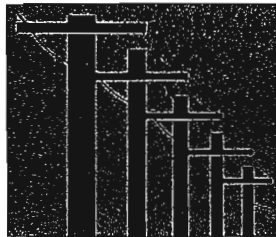
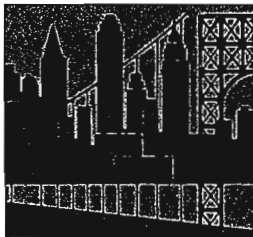
AM-FM ADDENDA  
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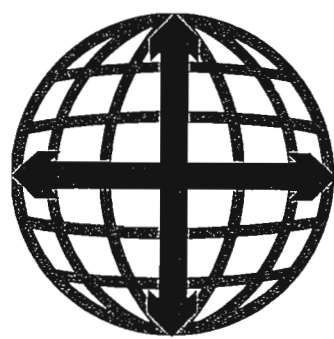
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# Description of Station Directory Section

## The Station Maps

The only official and uniform rough guide to a station's physical coverage is found in the files of the Federal Communications Commission. Each TV station grantee is required to submit to the Commission its coverage contours predicted on the basis of engineering formulas designated by the Commission. The FCC specifies three grades of service as a general indication of the probable quality of reception.

The FCC does not intend or expect the predicted coverage contours, submitted by each station, to reflect whether a signal is received or not received at any specific location. Rather, the Commission regards the contours as a general guide to probable reception. The basic use made by the Commission of the contours is as a tool to determine where to allocate channels to minimize interference among stations.

Though all stations and applicants are required to submit predicted contours to the FCC, stations may also file contours based on actual measurements of transmitted signals. Under FCC rules, such filings are not mandatory, and only a relatively few stations have offered such measurements voluntarily. The Commission has no official and uniform rules for measuring service contours; such submissions are associated with stations' files but are not given official status by the Commission.

The maps are intended to serve as guides. It should be emphasized that the use of maps for legal proceedings, such as those before the FCC, may require precision greater than that reasonably obtainable in maps of the size employed in the *Factbook*.

The three grades of predicted contours required by the FCC are as follows:

**Grade B Service:** The quality of picture expected to be satisfactory to the median observer at least 90% of the time for at least 50% of the receiving locations within the contour, in the absence of interfering co-channel and adjacent-channel signals.

**Grade A Service:** Satisfactory service expected at least 90% of the time for at least 70% of the receiving locations.

**Principal City Service:** Satisfactory service expected at least 90% of the time for at least 90% of the receiving locations.

We obtained the predicted contour maps from the FCC files. We publish two contour lines, "Grade A" and "Grade B."

*(The composite maps and all other contents of this book are copyrighted by Television Digest, Inc., publishers of Television Factbook. The American Map Company, Inc., N.Y. is the copyright owner of the base maps which are reprinted herein under Licenses #14244 and #14244-G. Reproduction in whole or part is prohibited without written permission of the copyright owners.)*

## ARB TV STATION CIRCULATION

The shaded areas on each of the station maps represent the home market ARB metro area plus those counties in which the station receives a net weekly circulation of at least 5% according to ARB circulation estimates based on March 1967 nationwide sweep. Each of these counties is then delineated by 3 circulation categories which include those in which the station's circulation is over 50%, 25% to 50% and 5% to 24%. In a few instances, counties listed do not appear on the maps, since the reduction in scale required to include them would impair the legibility of the maps.

For a few stations, ARB indicates no coverage in one

or two of the three percentage categories—over 50%, 25-50%, 5-24%. In previous Factbooks, absence of coverage in such categories was indicated by the expression "none," in conjunction with the specific percentage category. In this edition, only those percentage categories with coverage are shown; categories in which ARB indicates no coverage are simply omitted.

In order to provide the most current estimates available for each county, Total Households, TV Homes and Percent TV Penetration are provided from ARB's current "United States TV Homes Estimates by State and County." These data are based on ARB projected estimates to January, 1968. "Station Total" figures do not include those counties in which the net weekly circulation is under 5%.

Total Net Weekly and Average Daily Circulation estimates are also provided for all television stations which are reported in ARB television market reports. These estimates are based on ARB's March 1967 Nationwide Sweep.

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## SURVEY METHODS, Described by ARB

ARB uses one-week interviewer-supervised family-viewing diaries to secure information for television audience estimates. Families are contacted initially by telephone to secure their cooperation and elicit basic information as to television set ownership, number of sets owned, presence of color set in the home and in appropriate areas, whether the family can receive uhf stations. Contact is maintained with the sample families through followup calls to encourage proper recording and prompt return of the diaries.

Sampling is controlled by geographic units of no larger than county size, and in some instances for reasons of population distribution, terrain or technical control a county is divided into 2 sampling units. Sample homes are selected by computer from all available telephone directories listing the homes within each sampling unit through a systematic interval selection technique with random selection occurring within each interval.

The ARB family viewing diary measurement technique is used for both market surveys of television viewing and broadscale station circulation information by county.

At least twice each year, in the fall and again in the spring, ARB Nation-wide Sampling Sweeps survey every county to provide viewing information for every television market in the country. ARB's Television Coverage/65 included data gathered from each county in from one to 3 of these sweeps, depending upon the need for an adequate sample accumulation within the county. The entire study, based on more than 200,000 family viewing records, represents the most current and reliable source of basic television circulation available. Further details on the complete study and ARB sampling procedures are available from the American Research Bureau.

## DEFINITIONS OF TERMS & CODES

### ARB Terms:

**Total Homes**—A household or home is comprised of all persons who occupy a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total homes figures shown in the current study are Standard Rate & Data Service estimates projected to January 1968, and rounded to the nearest hundred.



**Television Households**—A television household is a household having one or more television sets. Estimates for each county are based on an updating of ARB TV penetration estimates using historical regional growth curves to January 1968. This penetration percentage is then applied to SRDS total homes projections for estimates of total television households. Mathematical differences may occur due to computer rounding to whole numerals from fractions of a percent.

**TV Penetration**—The percent of total homes having one or more television sets at the time of the survey. TV penetration is derived from the same basic technique as described above, using current regional penetration estimates derived by the Advertising Research Foundation from specially commissioned U.S. Census surveys.

**Net Weekly Circulation**—The estimated number of different television households viewing a particular station at least once per week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

**Average Daily Circulation**—The estimated average number of different television households reached by a particular station on each day of the week, Monday-Sunday, 6:00 AM-2:00 AM, EST.

### EXPLANATION OF FCC SYMBOLS

#### FCC Filing Symbols:

1. **BPCT**: Broadcast Permit Commercial Television.
2. **BMPCT**: Broadcast Modification of Permit Commercial Television.
3. **DOC**: Docket. (Designation applied by FCC to hearing cases.)
4. **GRANTED**: Date of authorization by FCC.

Note: "BPCT" and "BMPCT" designations, accompanied by numbers, are affixed by the FCC to applications for new or changed station facilities to identify each when it is accepted for filing. They therefore constitute file numbers. Each map in the *Factbook* is accompanied with its file number to facilitate reference to the Commission's official files. In each case, the file number used is the one affixed to the application for facilities which were subsequently authorized by the FCC and in use at the time this *Factbook* was published. "Docket" numbers are used in those few cases where the application is in a hearing status and a file number hasn't been assigned. The "granted" date indicates when the FCC approved construction of facilities involved.

After a station is completed according to the terms of its construction permit, it receives a license; this is identified by a number with a "BLCT" (Broadcast License Commercial Television) prefix. When a license is renewed, a number with a "BRCT" (Broadcast Renewal Commercial Television) prefix is employed. Applications for licenses or license renewals do not include requests for changes in facilities, thus do not affect predicted Grade A & B contours. Therefore, they are not employed as references in the *Factbook*.

The Grade A & B contours on the maps are predicted by station engineers according to the formulas designated by the FCC, as previously explained. They are based on facilities in use by stations at the time of *Factbook* publication. Where a station has a construction permit for a change in facilities but has not completed the change, both existing and projected contours are shown—the latter by dotted broken lines.

### BBM SURVEY METHODS

The BBM Bureau of Measurement conducts National Surveys covering all of Canada except the Yukon and Northwest Territories.

A listing of all individuals in a sample of households is first obtained by telephone contact in most urban areas and by mail in other areas. From this universe of indi-

## Station Directory Description

viduals, a random sample of persons is selected and each such person is sent a diary by mail in which he or she is asked to record his or her tuning to radio and television over a week's time period, by quarter hours.

For the purpose of this survey, the whole of Canada is divided into 289 BBM sampling cells, which are whole counties or census divisions or parts or combinations thereof. These sampling cells are then reported, in some cases singly, or in combination, as 202 county or census division areas plus 44 Metropolitan or Greater Urban areas, as defined by the Dominion Bureau of Statistics.

The Survey provides weekly circulation figures in each BBM area. By weekly circulation is meant the number of persons that tuned to the station at least once during the survey week.

For any station, therefore, it is possible to arrange its audience reached weekly according to—

- (a) those BBM areas in which it reached over 50% of the households
- (b) those BBM areas in which it reached 25-50% of the households
- (c) those areas in which it reached 5-24% of the households.

This is the arrangement followed in the *Factbook*. Totals include Metropolitan areas which are also listed separately.

In addition, a figure designated as "BBM Weekly Circulation (All Persons)" is shown. This is the estimated total number of persons that tuned to the station during the survey in all of its coverage areas—i.e. in all the BBM areas into which its signal penetrated, including the areas in which its reach was less than 5%.

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# THE FACTBOOK: An Explanation of Map Symbols and Figures

## THE STATION PAGES

ARB Net Weekly Circulation levels are shown in the tables and in the predicted contour maps, for each county, by the following tone art:



5-24%



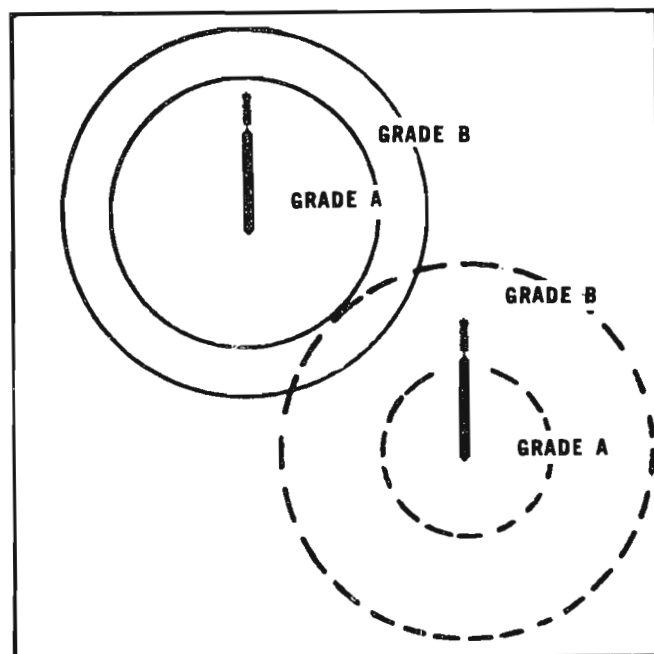
Between  
25-50%



Over 50%

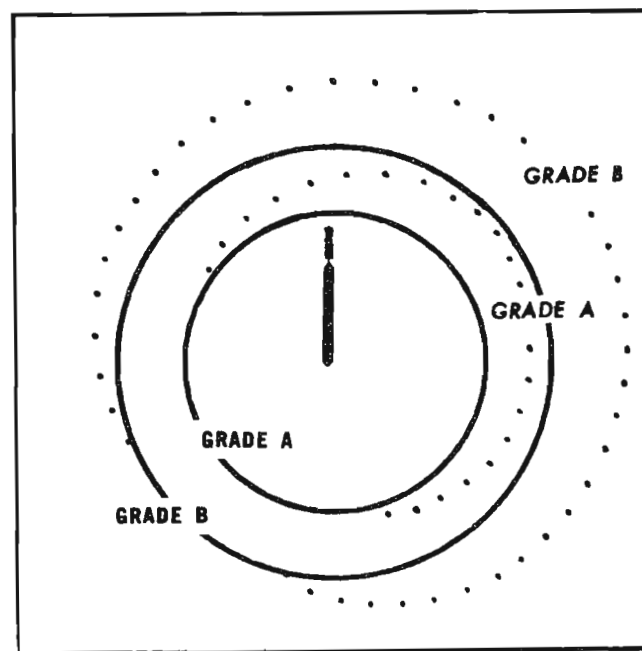
The individual station tables show a complete listing of all counties grouped by ARB Net Weekly Circulation levels, with Total Households, TV Homes, and TV Penetration in each county individually. For definitions of ARB terms see Introduction.

Our "station total" figure does not include counties in which the station's net weekly circulation was less than 5%.



Satellite stations are shown in a dash line pattern in relation to the parent listing. In the satellite listing the parent station is shown in the dash line pattern.

Where a station has a construction permit for a change in facilities and has set a target date, but has not completed construction, both existing and projected contours are shown—the latter by dotted lines.



## THE STATE PAGES

Under the map of each state, three rankings for each market are shown: American Research Bureau's Net Weekly Circulation, Total Homes, Total TV Homes. In each ranking, the figure is that of the station in the market with the highest total in each category.

Technical facilities listings for all educational stations within each state are found on the page following each state map.

The state pages also carry additional cross-reference material, indicating for example, those stations within the state that are identified with two or more cities, or with cities in another state.

Licensed commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of Jan. 1, 1968.



# U. S. Television Station Directory

Data Updated to February 12, 1968

Includes Rate Digests, Personnel,  
Facilities and Other Data

CP Holders Reported Due by  
Spring Are Listed




In the net weekly circulation ranking on the state pages, the figure is that of the station in the market with the highest total. In the ranking of total homes and total TV homes, the rank is based on all counties covered by any or all stations in the market.


## EXPLANATORY NOTES

Rates, personnel and other data supplied by stations. STA means Special Temporary Authorization pending license.

**RATE DIGESTS:** These show only the highest one-time rate charged by the stations. Most of the minute-or-less rates quoted apply to films or slides only. Most rates are also subject to frequency discounts, separate or additional rehearsal charges, talent & production charges, etc. For further details and for contract conditions, specifications etc., consult complete station rate cards, available from the stations on request.

**STATION POWER:** Powers shown are Effective Radiated Powers (ERP).

**NETWORK SYMBOLS** (registered trademarks)     
indicate ABC, CBS and NBC TV network affiliation.

**SYMBOL**  indicates station is a subscriber to the NAB Television Code.

Station owned & operated translator stations are included in the Translator Station Directory in the Services Volume and separately listed in a new directory following that section.

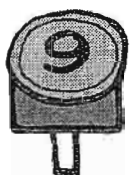
Station studio and mobile equipment, black & white and color, is listed in detail in a new table in the Services Volume.

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<b>WYOMING</b> .....	<b>793-b</b>
<b>GUAM, PUERTO RICO, VIRGIN ISLANDS</b> .....	<b>797-b</b>
<b>U.S. EDUCATIONAL STATIONS</b> .....	<b>801-b</b>
<b>INSTRUCTIONAL TELEVISION</b> .....	<b>837-b</b>
<b>CANADIAN STATIONS</b> .....	<b>841-b</b>
<b>INTERNATIONAL STATION DIRECTORY</b> .....	<b>928-b</b>

WHY PAY FOR  
**8**  
EXTRA CHANNELS

... WHEN  
**KAISER**  
IS  
GIVING THEM  
AWAY?



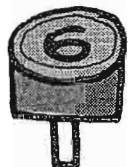
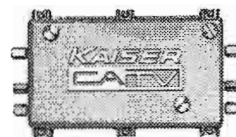
Kaiser's Phoenician Series gives you the standard 12 channels with a free bonus — the capacity for 20 channels. You don't pay for channels you don't need, but when you do need them you add them at no extra cost.



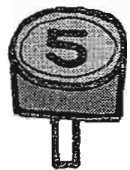
Through Kaiser's superior engineering and design, the Standard Phoenician Series can carry 8 extra channels in the mid band without signal degradation and at the same distribution cost. To you this means that if you should ever need more than 12 channels, you can add them to your Kaiser Phoenician System without the usual layout changes, "factory adjustments" or module additions that can spiral costs upward.



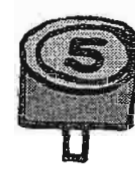
If you're like most system operators, you have no immediate need for those 8 extra channels. However, smart operators are going with Kaiser and getting 20 channel capability right now at the same low cost as a 12 channel system, and they are set to go to the additional channels when the need arises.



Kaiser's Phoenician Series has been proved in the lab and in the field. It is now in operation in many successful systems.



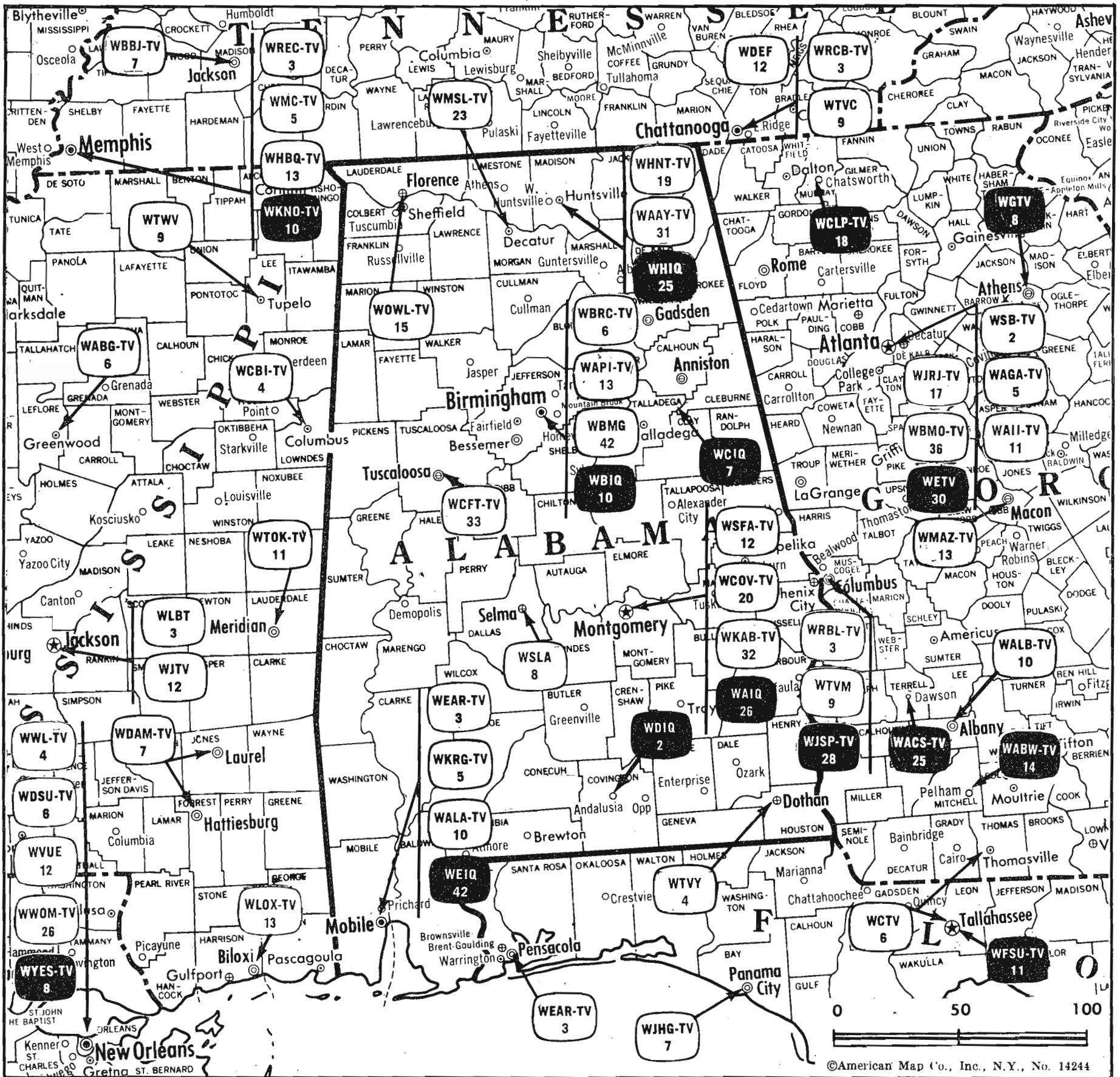
Drop us a line today and we'll send you a tree copy of the actual test results.



**KAISER**  
**CATV**

P.O. Box 9728, Phoenix, Arizona 85020, Phone (602) 944-4411  
*member, world famous team of Kaiser Affiliated Companies*





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Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Birmingham	445,200	40	679,400	52	610,700	57
Mobile-Pensacola	264,800	73	425,700	98	387,600	100
Montgomery	155,400	112	416,500	100	367,300	103
Dothan	124,800	133	372,600	111	331,800	112
Huntsville-Decatur-Florence	106,900	150	226,400	146	202,300	146
Tuscaloosa	10,100	217	54,000	216	45,800	216
Selma	9,700	218	62,700	210	51,700	214

### Alabama Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	7	8	15
Educational Television Stations	3	4	7
			22

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

**WEAR-TV, Mobile**  
(See Pensacola, Fla.)

# Alabama

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WBIQ

#### Birmingham

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham (35205).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-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"

### WDIQ

#### Dozier

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-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"

### WFIQ

#### Florence

Ch. 36

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 760-ft. above av. terrain, 538-ft. above ground, 1476-ft. above sea level.

Latitude 34° 34' 48"  
Longitude 87° 46' 28"

### WHIQ

#### Huntsville

Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

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"

### WEIQ

#### Mobile

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 234-kw visual, 23.4-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"

### WAIQ

#### Montgomery

Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 229-kw visual, 22.9-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"

### WCIQ

#### Mount Cheaha State Park

Ch. 7

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-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"

## WAPI-TV, Birmingham

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	ALABAMA			
	Dallas	15,300	12,800	84
	Elmore	8,200	7,200	87
	Madison	54,900	49,400	90
	Marengo	6,500	5,100	78
	Randolph	5,200	4,500	85
	MISSISSIPPI			
Clay	5,800	4,900	84	

## WBRC-TV, Birmingham

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	ALABAMA			
	Dallas	15,300	12,800	84
	Lauderdale	19,400	16,800	86
	Limestone	11,200	9,700	86
	Marengo	6,500	5,100	78
	MISSISSIPPI			
	Lowndes	14,700	13,200	90
Noxubee	3,800	2,800	74	
Between 5-24 %	ALABAMA			
	Choctaw	4,400	3,400	78
	Elmore	8,200	7,200	87
	Lowndes	3,000	2,200	74
	Madison	54,900	49,400	90
	Randolph	5,200	4,500	85
	GEORGIA			
	Polk	8,000	7,500	93
	MISSISSIPPI			
	Clay	5,800	4,900	84
	Itawamba	4,200	3,600	86
	Kemper	2,600	2,000	79
	Lauderdale	22,400	20,500	91
	Monroe	9,900	8,600	87
Oktibbeha	7,100	5,700	80	
Tishomingo	4,100	3,300	82	
TENNESSEE				
Lawrence	8,200	7,300	89	



# Alabama—Birmingham



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1134-ft. above av. terrain, 832-ft. above ground, 1809-ft. above sea level.

Latitude 33° 29' 25.5"  
Longitude 86° 47' 48"

Transmitter: Atop Red Mt.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WAPI, 50-kw, (5-kw night), 1070 kc (NBC).

FM Affiliate: WAPI-FM, 100-kw, 94.5 mc (No. 233), 980-ft. antenna height.

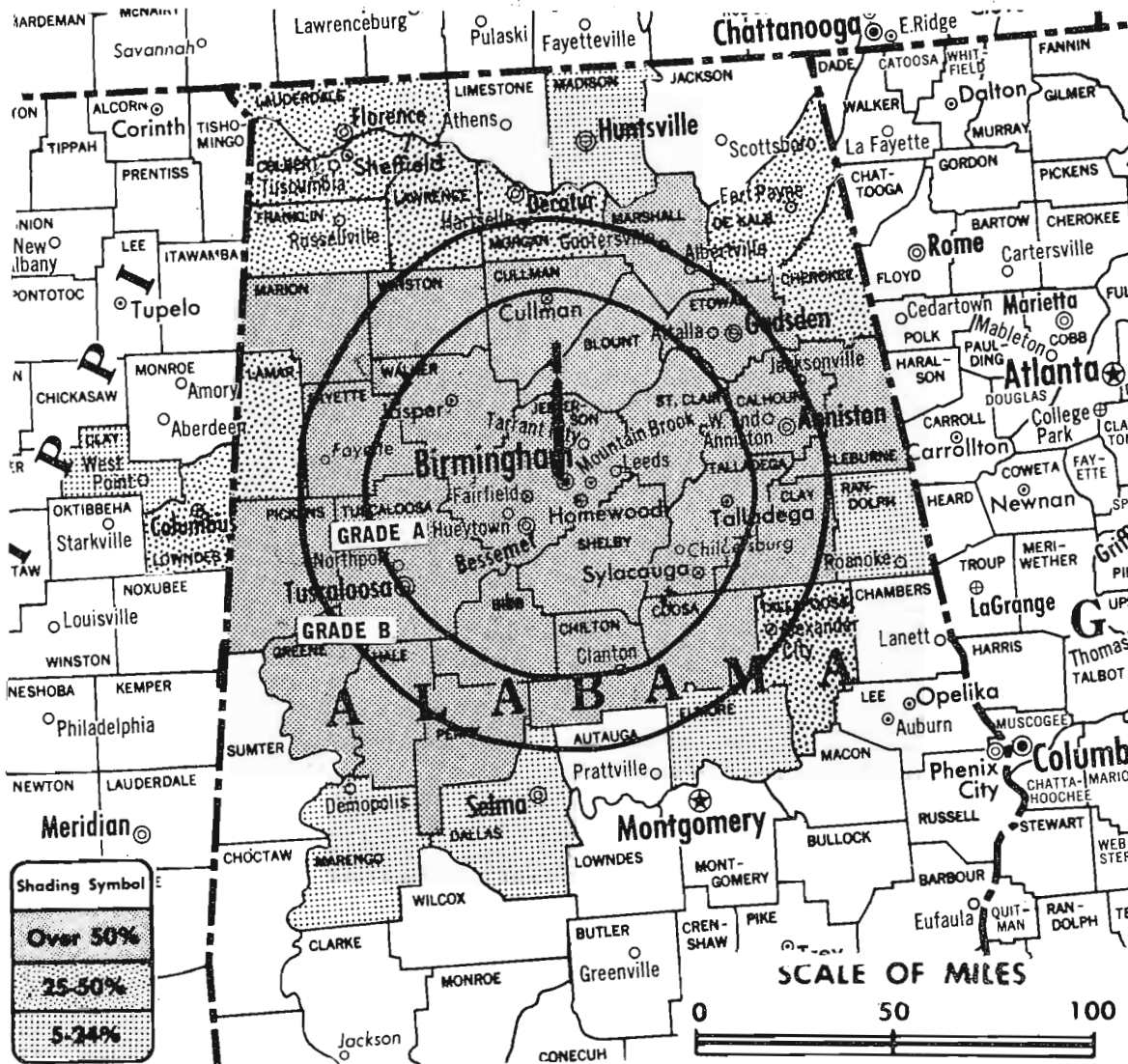
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WAPI-TV Ref: FCC File No. BPCT-847 Granted 1/15/53

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

## WAPI-TV

Network Service: NBC, CBS.

Licensee: Newhouse Broadcasting Corp., Box 1310, Birmingham, Ala. (35201).

Studio: Atop Red Mt.

Telephone: 205-323-6141.

TWX No.: 205-328-0751.

Ownership: Newhouse Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N.Y. Newhouse newspapers include The Birmingham News and The Huntsville (Ala.) Times. For other interests, see WSYR-TV.

Began Operation: May 29, 1949. Sold to The Birmingham News Co. July 1953 (see Television Digest, Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (Vol. 11:49 & 12:4).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Gautney & Jones.

### Personnel:

- DONALD D. WEAR, v.p. & general manager.
- ROBERT L. WILLIAMS, general sales manager.
- PAUL D. GROSS, chief engineer.
- J. B. CHENOWETH, promotion director.
- EVERETT HOLLE, program director.
- NOD NELSON, production manager.
- ROBERT E. SMITH, film editor.

### DIGEST OF RATE CARD NO. 20 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.	\$1250.00	\$750.00	\$460.00	\$375.00	\$450.00*	\$400.00*
	\$200.00*					

\*Class AA—5:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500 (CBS), \$1500 (NBC).

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Bibb	3,100	2,700	86
	Blount	6,600	5,900	90
	Calhoun	29,800	27,500	92
	Chilton	7,200	6,200	87
	Clay	3,100	2,700	88
	Cleburne	2,800	2,400	86
	Coosa	2,700	2,300	86
	Cullman	12,400	11,600	93
	Etowah	30,800	28,700	93
	Fayette	4,000	3,500	87
	Greene	2,800	2,000	70
	Hale	4,700	3,600	76
	Jefferson	199,400	187,400	94
	Marion	5,600	5,000	90
	Marshall	15,000	13,500	91
	Perry	3,800	2,800	75
	Pickens	5,300	4,200	80
	Shelby	9,300	8,500	91
	St Clair	6,800	6,000	89
	Talladega	18,200	16,200	89
Tuscaloosa	31,600	28,200	89	
Walker	14,100	13,000	92	
Winston	3,600	3,300	90	

Between 25-50%	ALABAMA			
	Cherokee	4,200	3,700	89
	Colbert	14,800	13,000	88
	De Kalb	11,600	10,400	90
	Franklin	5,800	5,000	86
	Lamar	3,700	3,200	86
	Lauderdale	19,400	16,800	86
	Lawrence	6,000	5,000	84
	Morgan	19,600	17,600	90
	Tallapoosa	10,200	8,900	88

MISSISSIPPI	Lowndes	14,700	13,200	90
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(Continued on page 10-b)

Station Totals	628,600	567,900	90
Net Weekly Circulation (March 1967)			402,300
Average Daily Circulation (March 1967)			308,300

# Alabama—Birmingham

## WBMG

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 571-kw max. and 475-kw horizontal visual, 114-kw max. and 95-kw horizontal aural. Antenna: 650-ft. above av. terrain, 342-ft. above ground, 1302-ft. above sea level.

Latitude 33° 29' 02"  
Longitude 86° 48' 35"

Requests change to Ch. 21, 498-kw max. and 421-kw horizontal visual, 99.6-kw max. and 84.2-kw horizontal aural, 1106-ft. above av. terrain, 890-ft. above ground, 1805-ft. above sea level, lat. 33° 29' 02", long. 86° 48' 21"; transmitter to 700-ft. NNW of intersection of Valley Ave. & Valley View Dr. BPCT—3663.

TV tape: Recording facilities. Color: Network, live, film & slide. News Wire Service: AP.

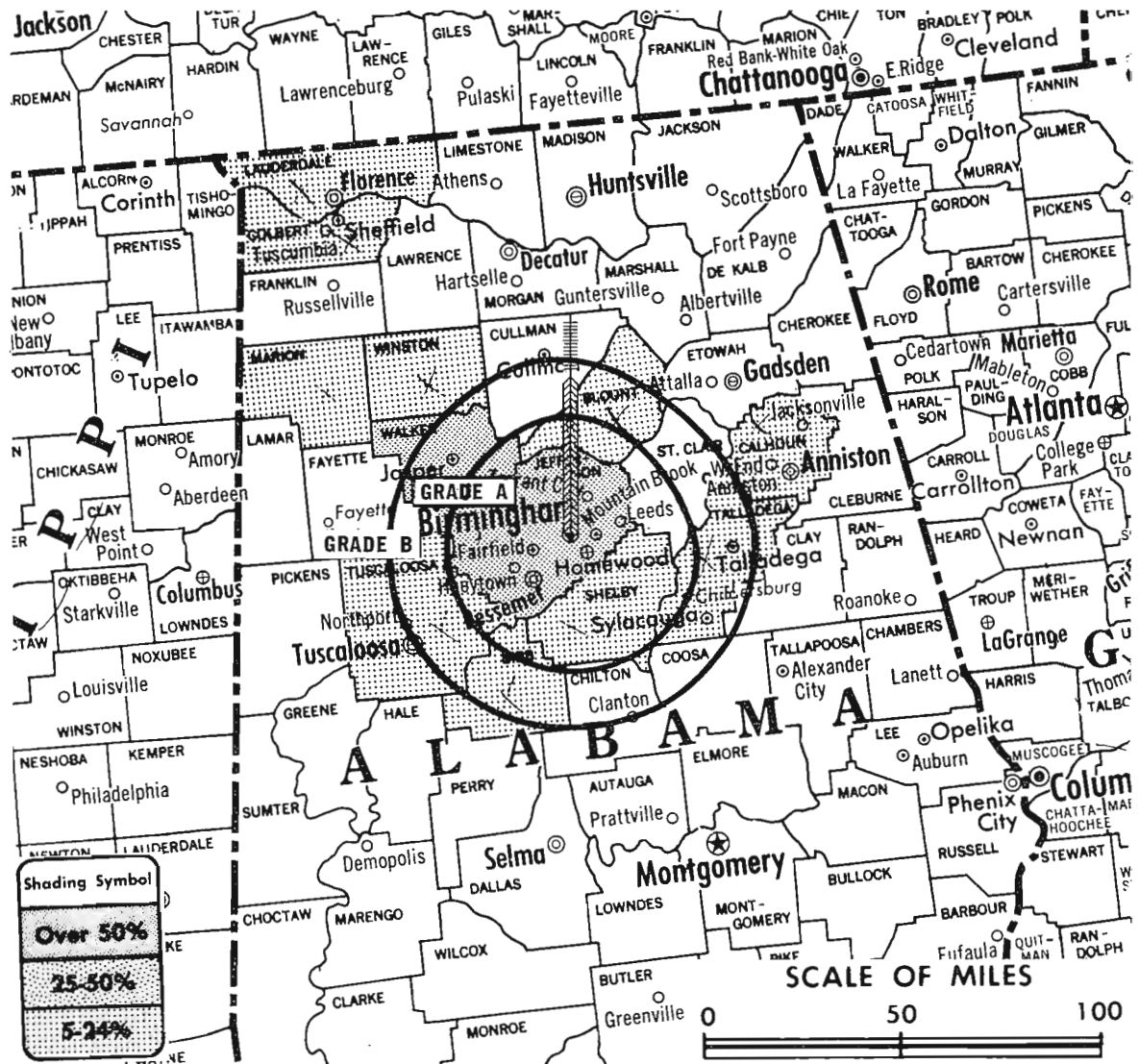
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967 ARB study.



## WBMG

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

Licensee: Birmingham Television Corp., Box 6146, Birmingham, Ala. (35209).

Studio & Transmitter: 1817 11th Place, S. Birmingham.

Telephone: 205-252-9821.

Ownership: Winston-Salem Bcstg. Co. Inc., 33.3% (owns radios WTOB, Winston-Salem, N.C. & WSGN, Birmingham); William P. Dubois, pres., 26.7%; Northwest Growth Fund Inc., 17.5%; Enterprise Funds Inc., 12.5%; Exchange Corp., 10%.

Began Operation: Oct. 17, 1965.

Represented (sales) by The Hollingbery Co.; James S. Ayres (South).

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLIAM P. DUBOIS, president.  
HUGH M. SMITH, executive vice president & general manager.  
JIM REID, operations director.  
JAMES T. SLEEMAN, chief engineer.  
BILL BOLEN, news director.  
ANN BROWN, traffic director.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$65.00	\$50.00
					\$50.00	\$35.00

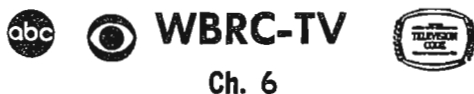
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Jefferson	199,400	187,400	94
	Walker	14,100	13,000	92
<b>5-24% Between</b>	ALABAMA			
	Bibb	3,100	2,700	86
	Blount	6,600	5,900	90
	Calhoun	29,800	27,500	92
	Colbert	14,800	13,000	88
	Lauderdale	19,400	16,800	86
	Marion	5,600	5,000	90
	Shelby	9,300	8,500	91
	Talladega	18,200	16,200	89
	Tuscaloosa	31,600	28,200	89
Winston	3,600	3,300	90	
<b>Station Totals</b>		<b>355,500</b>	<b>327,500</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>105,100</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>54,300</b>	

Station Studio & Mobile Equipment

Listed in Detail in Services Volume



# Alabama—Birmingham



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1120-ft. above av. terrain, 795-ft. above ground, 1802-ft. above sea level.

Latitude 33° 29' 19"  
Longitude 86° 47' 58"

Transmitter: Atop Red Mt.

Studio: Atop Red Mt.

Telephone: 205-322-4701.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP. Facsimile Service: AP. News Film Service: ABC.

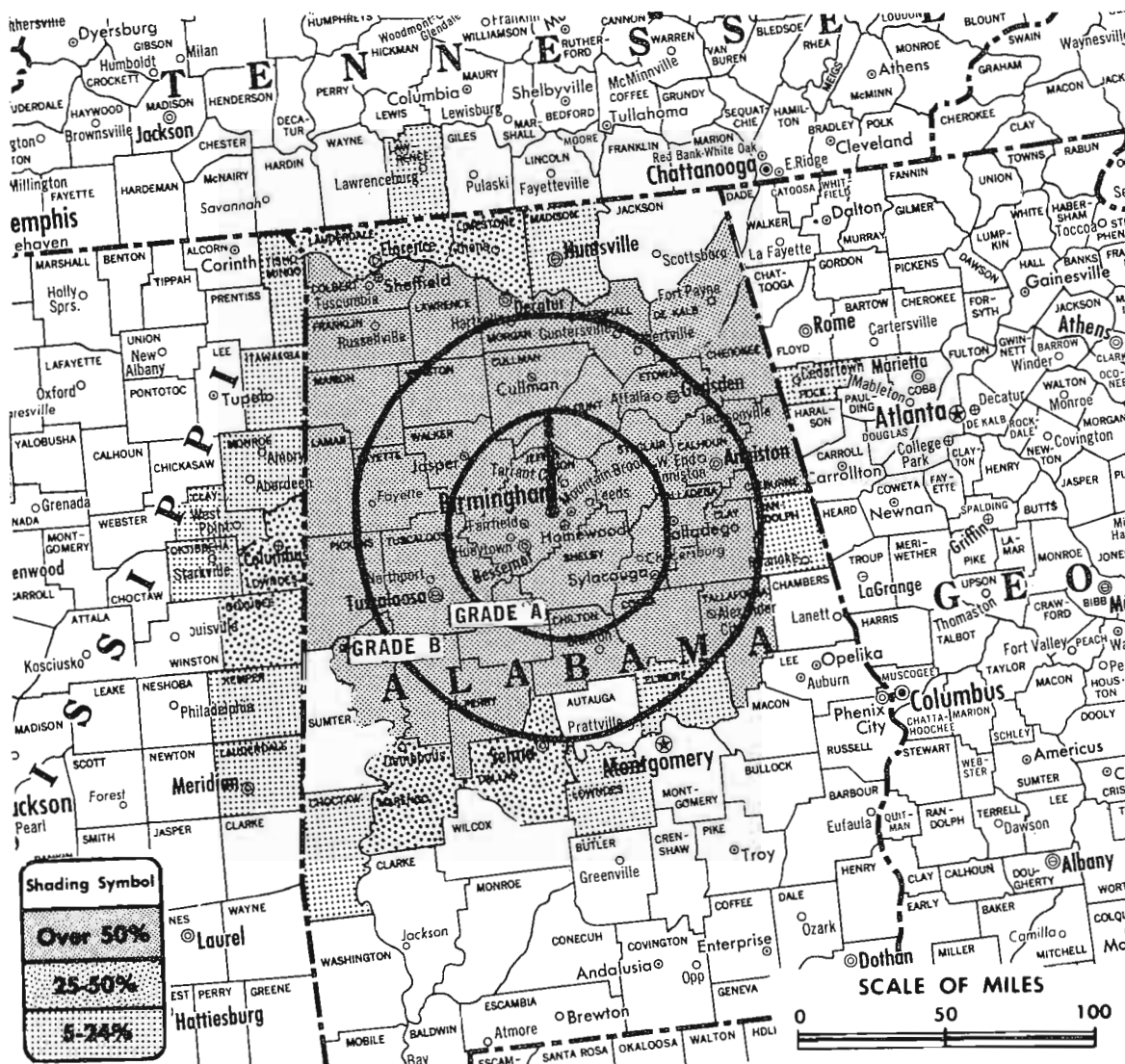
TWX No.: 205-328-3371.

AM Affiliate: WBRC, 5-kw, 960 kc.

FM Affiliate: WBRC-FM, 13-kw, 106.9 mc (No. 295), 795-ft.

Represented (legal) by Koteen & Burt.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBRC-TV Ref: FCC File No. BPCT-2449 Granted 2/13/59

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

## WBRC-TV

Network Service: ABC, CBS.

Licensee: Taft Broadcasting Co., P.O. Box 389, (35201).

Ownership: See WKRC-TV, Cincinnati.

Began Operation: July 1, 1949. Sale to present owners by Storer Bcstg. Co. approved May 8, 1957 (Television Digest, Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

Represented (sales) by The Katz Agency Inc.

Personnel:

- LAWRENCE H. ROGERS II, president.
- ROBERT T. SCHLINKERT, v.p. & general manager.
- RICHARD S. STEPHEN, general sales manager.
- KEITH E BARZE, program director & film buyer.
- BOB HERRON, sales service & merchandising manager.
- HARRY L. LAWSON, chief engineer.
- JOHN H. JOHNSON, promotion manager.

DIGEST OF RATE CARD NO. A19 & P18—(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$1450.00	\$725.00	\$400.00			Graded rates apply*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1800 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### ALABAMA

Bibb	3,100	2,700	86
Blount	6,600	5,900	90
Calhoun	29,800	27,500	92
Cherokee	4,200	3,700	89
Chilton	7,200	6,200	87
Clay	3,100	2,700	88
Cleburne	2,800	2,400	86
Colbert	14,800	13,000	88
Coosa	2,700	2,300	86
Cullman	12,400	11,600	93
De Kalb	11,600	10,400	90
Etowah	30,800	28,700	93
Fayette	4,000	3,500	87
Franklin	5,800	5,000	86
Greene	2,800	2,000	70
Hale	4,700	3,600	76
Jefferson	199,400	187,400	94
Lamar	3,700	3,200	86
Lawrence	6,000	5,000	84
Marion	5,600	5,000	90
Marshall	15,000	13,500	91
Morgan	19,600	17,600	90
Perry	3,800	2,800	75
Pickens	5,300	4,200	80
Shelby	9,300	8,500	91
St Clair	6,800	6,000	89
Talladega	18,200	16,200	89
Tallapoosa	10,200	8,900	88
Tuscaloosa	31,600	28,200	89
Walker	14,100	13,000	92
Winston	3,600	3,300	90

Over 50%

(Continued on page 10-b)

Station Totals	717,500	644,500	90
Net Weekly Circulation (March 1967)			445,200
Average Daily Circulation (March 1967)			357,900

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# Alabama—Decatur



## WMSL-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 189.2-kw maximum and 117-kw horizontal visual, 37.1-kw maximum and 23.4-kw horizontal aural. Antenna: 1° electrical beam tilt, 350-ft. above av. terrain, 383-ft. above ground, 973-ft. above sea level.

Latitude 34° 36' 44.5"  
Longitude 86° 59' 08"

Requests change to Ch. 48 (674-680 mc), station location to Huntsville, Ala. 1960-kw max. & 754-kw horizontal visual, 390-kw max. & 150-kw horizontal aural, 1085-ft. above av. terrain, 565-ft. above ground, 1865-ft. above sea level, lat. 34° 41' 59", long. 86° 31' 26"; transmitter to 4-mi. SE of Huntsville on Hwy. #431. BPCT—4038.

Transmitter: Mutual Savings Life Bldg.

Color: Network only. News Wire: AP.

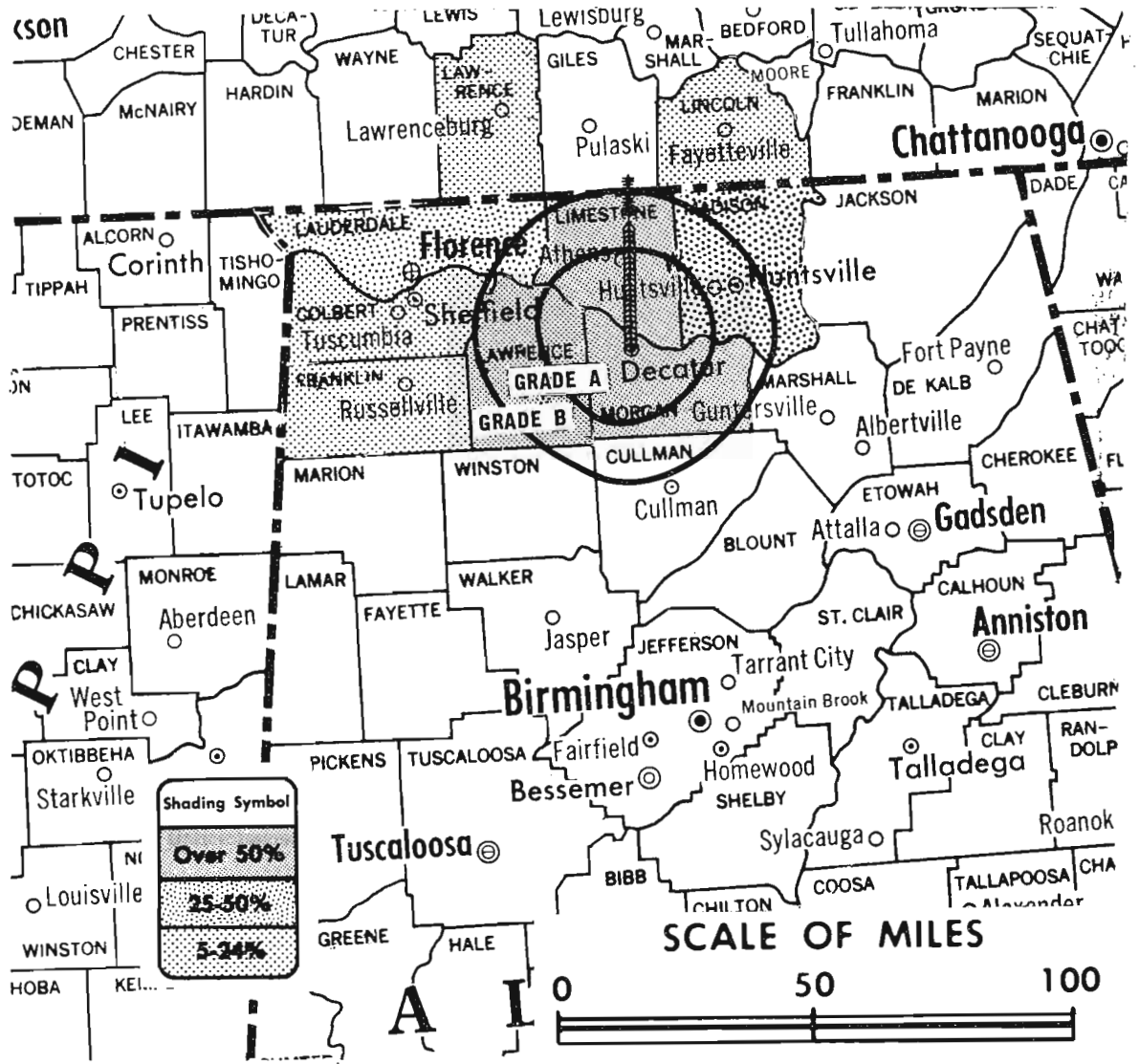
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WMSL-TV Ref: FCC File No. BPCT-2347 Granted 7/6/54

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

## WMSL-TV

Licensee: Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg., Decatur, Ala. (35601).

Studio: Mutual Savings Life Bldg.

Telephone: 205-353-0361.

Ownership: Frank Whisenant, pres., 54.5%; Alice A. Whisenant, treas., 5%; following directors: Benny Carl Digesu, 10%; James E. King, 5%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Robert Gleason, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

AM Affiliate: WMSL, 1-kw (D), 250-kw (N), 1400 kc (MBS).

Began Operation: July 4, 1954.

Represented (sales) by Gill-Perna Inc.; Dave Carpenter (South).

Represented (legal) by Henry J. Daly.

Represented (engineering) by John H. Mullaney.

### Personnel:

FRANK WHISENANT, president, general manager & film buyer.  
ALICE A. WHISENANT, program director.  
KENNETH CASEY, chief engineer.

### DIGEST OF RATE CARD NO. 1—(March 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.	\$200.00	\$120.00	\$80.00	\$65.00	\$50.00	\$40.00
NETWORK BASE HOURLY RATE:	\$125 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Lawrence	6,000	5,000	84
	Limestone	11,200	9,700	86
	Morgan	19,600	17,600	90
Between 25-50%	ALABAMA			
	Lauderdale	19,400	16,800	86
	Madison	54,900	49,400	90
Between 5-24%	ALABAMA			
	Colbert	14,800	13,000	88
	Franklin	5,800	5,000	86
	TENNESSEE			
	Lawrence	8,200	7,300	89
	Lincoln	6,700	5,900	88
Station Totals		146,600	129,700	88
Net Weekly Circulation (March 1967)				54,400
Average Daily Circulation (March 1967)				32,600

## BLACKBURN & COMPANY, INC.

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Chicago: 333 N. Michigan Avenue (312) 346-6460  
Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151



# Alabama—Dothan



**WTVY**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1225-ft. above av. terrain, 1209-ft. above ground, 1549-ft. above sea level.

Latitude 31° 12' 04"

Longitude 85° 18' 42"

TV tape: Recording facilities.

Transmitter: Columbia Highway.

Color: Network, live, film & slide.

News Wire & Facsimile Service: AP.

Studio: Columbia Hwy.

Telephone: 205-792-3195.

TWX No.: 205-620-2447.

Represented (local) by Miller & Schroeder.

Represented (engineering) by John Creutz.

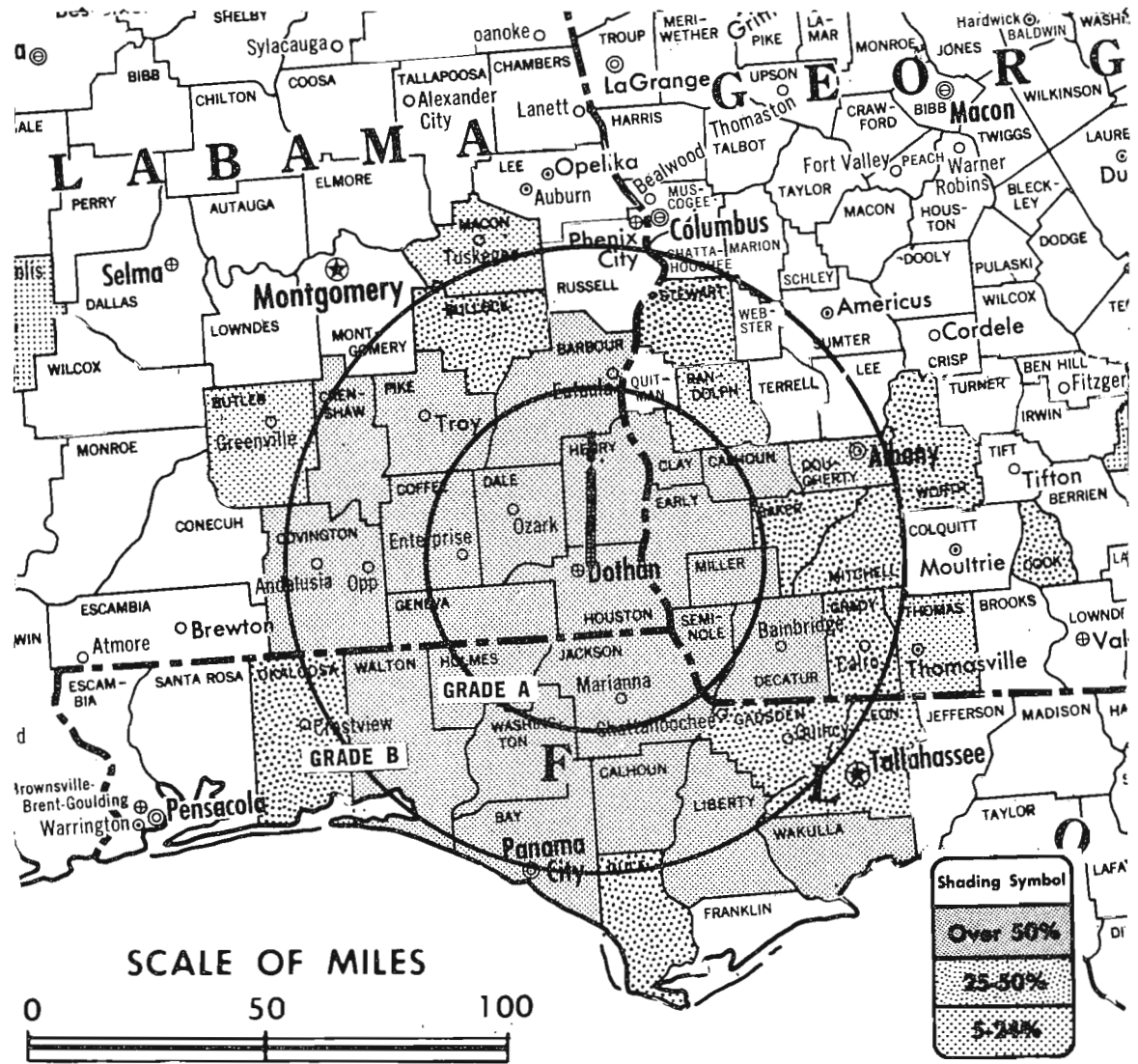
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WTVY Ref: FCC File No. BPCT-2785 Granted 9/11/60

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

## WTVY

Network Service: CBS, ABC.

Licensee: WTVY Inc., Box 1089, Dothan, Ala. (36301).

Ownership: Charles Woods, chairman, 51.75%; F. E. Busby, pres. & gen. mgr., 6.28%; Jane Thrower, v.p., 10.47%; several other stockholders, none with over 5% each. WTVY Inc. also is uhf applicant for Durham, N.C. and holds CP for Ch. 41, Macon, Ga.

Began Operation: Feb. 12, 1955.

Represented (sales) by Meeker Co. Inc. (National); Busby, Finch & Woods Inc. (Southeast & Southwest).

Personnel:

- F. E. BUSBY, president, general manager.
- ARTHUR E. MALONE, administrative asst. to president.
- EMERY McCULLOCH, national sales manager.
- ART CREAMER, local sales manager.
- CARL BLACKMON, program director.
- ELLIS ANDERSON, chief engineer.
- BOB PETERMANN, news & sports director.
- REBECCA LADENHAM, promotion manager.

### DIGEST OF RATE CARD NO. 7 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6-9:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$123.00	\$88.00	\$75.00

NETWORK BASE HOURLY RATE: \$375 (CBS), \$375 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Barbour	6,000	4,900	81
	Coffee	8,800	7,700	88
	Covington	9,700	8,400	87
	Crenshaw	3,300	2,800	85
	Dale	10,200	9,200	90
	Geneva	6,000	5,200	87
	Henry	3,500	3,000	86
	Houston	16,000	14,700	92
	Pike	6,300	5,200	83

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	FLORIDA			
	Bay	22,000	20,700	94
	Calhoun	1,800	1,500	83
	Holmes	2,700	2,200	81
	Jackson	9,700	8,200	85
	Liberty	900	700	86
	Wakulla	1,400	1,300	91
	Walton	4,600	4,000	87
	Washington	3,000	2,600	87
	GEORGIA			
	Calhoun	1,800	1,400	77
	Clay	900	800	84
	Decatur	7,500	6,700	90
Early	2,900	2,400	86	
Miller	1,500	1,300	85	
Seminole	1,600	1,400	89	
<b>Between 25-50%</b>	ALABAMA			
	Bullock	2,600	2,000	78
	FLORIDA			
	Gadsden	9,600	8,300	86
	Gulf	2,800	2,500	88
	Leon	22,600	20,700	92
	Okaloosa	21,100	20,000	95
	GEORGIA			
	Baker	700	500	82
	Cook	3,300	2,900	88
Grady	4,700	4,200	91	
Mitchell	4,800	4,200	87	
Stewart	1,500	1,200	80	
Worth	3,900	3,500	89	
<b>Between 5-24%</b>	ALABAMA			
	Butler	5,800	4,800	84
	Macon	5,700	4,700	82
	Marengo	6,500	5,100	78
	Sumter	4,500	3,500	78
	GEORGIA			
	Coffee	5,800	5,000	87
Dougherty	26,500	24,400	92	
Randolph	2,600	2,200	84	
Thomas	10,400	9,400	91	
<b>Station Totals</b>		277,500	245,400	88
<b>Net Weekly Circulation (March 1967)</b>				124,800
<b>Average Daily Circulation (March 1967)</b>				80,200

# Alabama—Florence

**WOWL-TV**  
Ch. 15

**Technical Facilities:** Channel No. 15 (476-482 mc). Authorized power: 20.9-kw visual, 11.7-kw aural. Antenna: 400-ft. above average terrain, 358-ft. above ground, 732-ft. above sea level.

Latitude 34° 49' 07"  
Longitude 87° 41' 45"

Requests change to 230-kw visual, 29.2-kw aural. BPCT—4072.

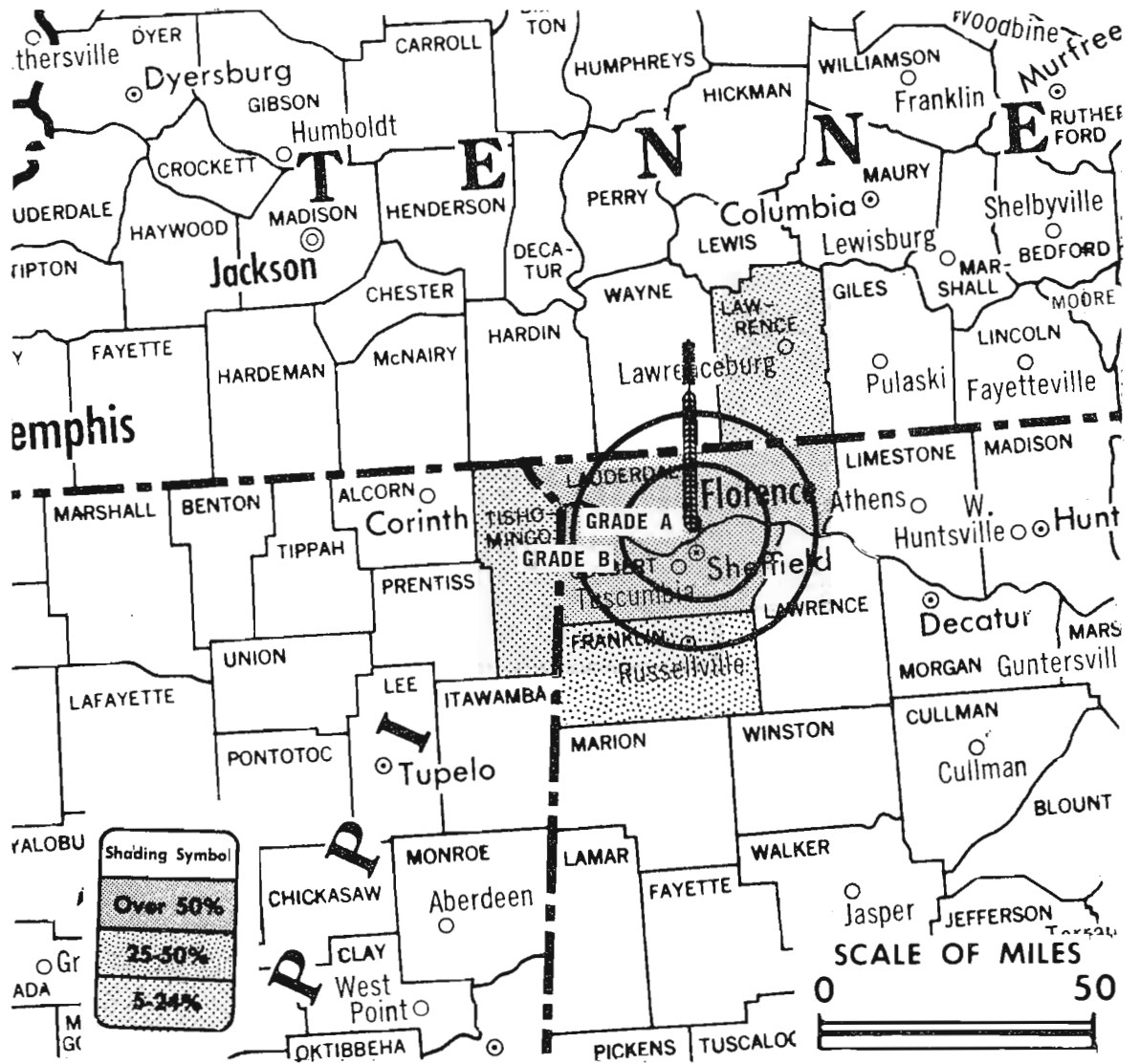
**Transmitter:** 840 Cypress Mill Rd.

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

**News Wire Service:** AP.

**AM Affiliate:** WOWL, 1-kw (D), .25-kw (N), 1240 kc (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOWL-TV Ref: FCC File No. DOC.—12052 Granted 9/6/57 ©American Map Co., Inc., N.Y., No. 14244

## WOWL-TV

**Licensee:** TV Muscle Shoals Inc., 840 Cypress Mill Rd., Box 2220, Florence, Ala. (35630).

**Studio:** 840 Cypress Mill Rd.

**Telephone:** 205-764-7711.

**Ownership:** Richard B. Biddle, pres.-treas., 28.572%; O. B. Miley, secy., 28.572%; Radio Muscle Shoals Inc. (WOWL), 28.572%; Dora M. Thompson, 4.8%; Les Thompson, 4.742%; Jack Thompson, 4.742%. Richard Biddle owns control of WOWL.

**Began Operation:** Oct. 28, 1957.

**Represented (sales) by:** Weed Television (Southeast); Southern Television System.

**Personnel:**

RICHARD B. BIDDLE, president & general manager.  
BILL MAPES, vice president.  
JACK WORLEY, v.p., station manager & film buyer.  
LARRY ROHLING, dir. of engineering, TV & radio.  
LINFORD RICKARD, production manager.  
VIC MASON, program director.  
HOLLY GRIFFIN, traffic manager.  
RUTH BIDDLE, women's director.  
LINDA REED, promotion & merchandising manager.  
CHUCK EDDINS, film director.

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

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—5:59-10 p.m., Mon.-Sat.; 1:59-10 p.m., Sun. & holidays.				
\$250.00	\$150.00	\$60.00	\$50.00	\$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Colbert	14,800	13,000	88
	Lauderdale	19,400	16,800	86
<b>Between 25-50%</b>	ALABAMA			
	Franklin	5,800	5,000	86
<b>Between 5-24%</b>	MISSISSIPPI			
	Tishomingo	4,100	3,300	82
	TENNESSEE			
	Lawrence	8,200	7,300	89
Station Totals		52,300	45,400	87
Net Weekly Circulation (March 1967)				26,200
Average Daily Circulation (March 1967)				20,300

For Index to Contents,  
see Services Volume.



# Alabama—Huntsville

abc **WBAA-TV**

Ch. 31

**Technical Facilities:** Channel No. 31 (572-578 mc). Authorized power: 1240-kw visual, 124-kw aural. Antenna: 1372-ft. above av. terrain, 455-ft. above ground, 2053-ft. above sea level.

Latitude 34° 44' 16"

Longitude 86° 32' 02"

Transmitter: 1000 Monte Sano Blvd.

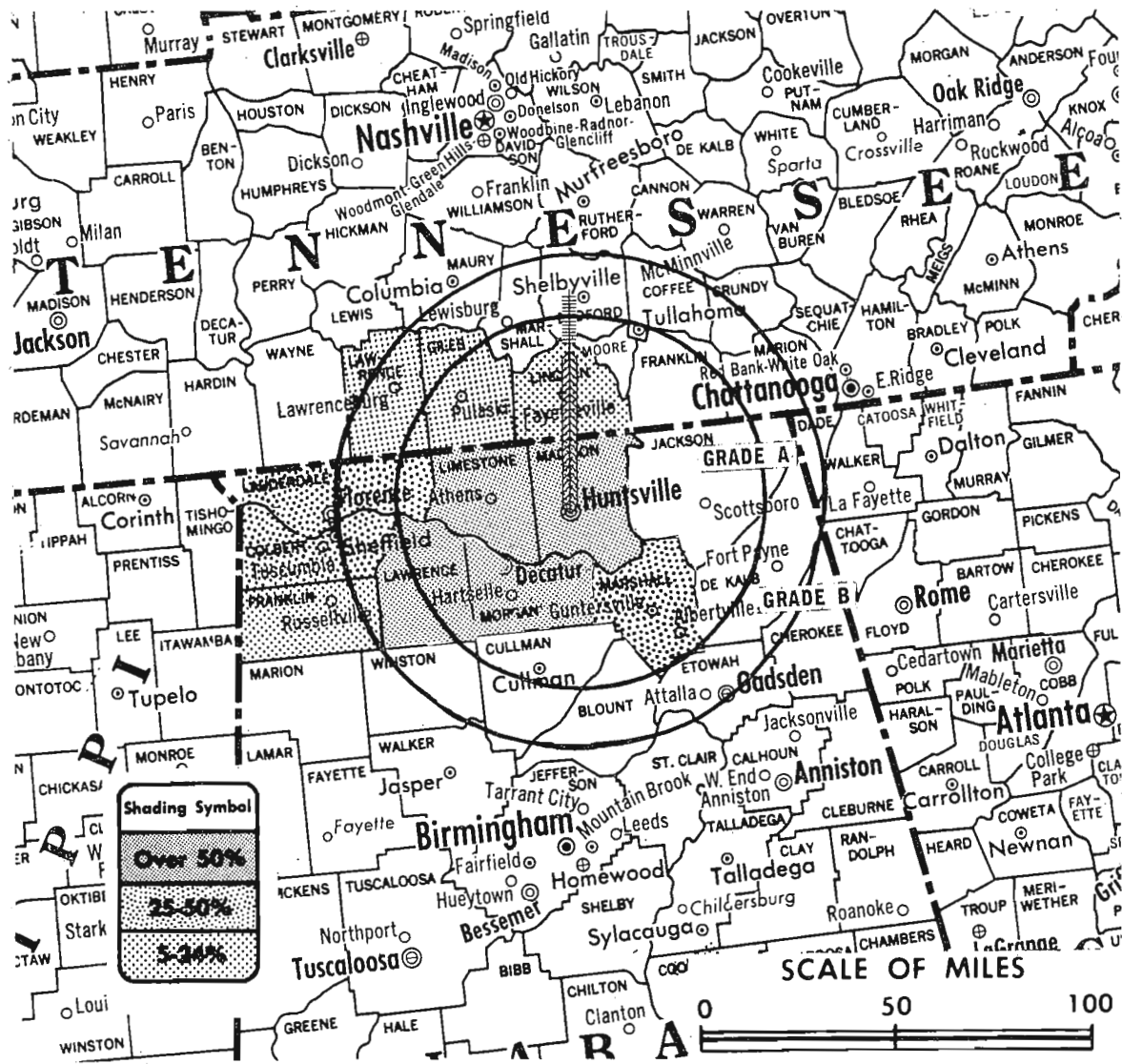
Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: WAAY, 5-kw (.5-kw night), 1550 kc.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



WAAY-TV Ref: FCC File No. BPCT-2817 Granted 11/10/60

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## WAAY-TV

Licensee: Rocket City Television Inc.

Studio: 1000 Monte Sano Blvd., Huntsville, Ala. (35801).

Telephone: 205-539-1783.

**Ownership:** Smith Bcstg. Inc., owner of radio WAAY, Huntsville. Owners of Smith Bcstg. are M. Davidson Smith III, pres., 98%; K. H. Jones, v.p., 1%; Elizabeth Jones Smith, secy.-treas., 1%. Smith also owns 51% and wife Elizabeth Jones Smith owns 25% of radio WNUE, Fort Walton Beach, Fla.

**Began Operation:** Aug. 1, 1959. Sale to present owner by P. T. Gunn, James R. Cleary and associates approved Nov. 13, 1963 by FCC (Television Digest, Vol. 3:30).

Represented (engineering) by Claude M. Gray.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Bell, Moring & Richardson, Huntsville.

**Personnel:**

- M. D. SMITH III, president.
- MAURY FARRELL, general manager & sales manager.
- M. D. SMITH IV, operations manager & film director.
- ROBERT A. GAY, chief engineer.

**DIGEST OF RATE CARD NO. 8N—(Aug. 1, 1967)**

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$375.00	\$240.00	\$200.00	\$120.00	\$70.00	\$60.00	\$40.00
NETWORK BASE HOURLY RATE: \$325.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Lawrence	6,000	5,000	84
	Limestone	11,200	9,700	86
	Madison	54,900	49,400	90
	Morgan	19,600	17,600	90
<b>Between 25-50%</b>	ALABAMA			
	Colbert	14,800	13,000	88
	Lauderdale	19,400	16,800	86
	Marshall	15,000	13,500	91
<b>Between 5-24%</b>	ALABAMA			
	Franklin	5,800	5,000	86
	TENNESSEE			
	Giles	5,900	5,100	86
	Lawrence	8,200	7,300	89
	Lincoln	6,700	5,900	88
Station Totals		167,500	148,300	89
Net Weekly Circulation (March 1967)				85,000
Average Daily Circulation (March 1967)				51,200

For Color Set Penetration by Markets  
 See Services Volume

# Alabama—Huntsville



**WHNT-TV**

Ch. 19

**Technical Facilities:** Channel No. 19 (500-506 mc). Authorized power: 600-kw maximum & 398-kw horizontal visual, 100-kw maximum & 79.4-kw horizontal aural. Antenna: 1056-ft. above av. terrain, 254-ft. above ground, 1854.5-ft. above sea level.

Latitude 34° 44' 16"  
Longitude 86° 31' 57"

**Transmitter:** 960 Monte Sano Blvd.

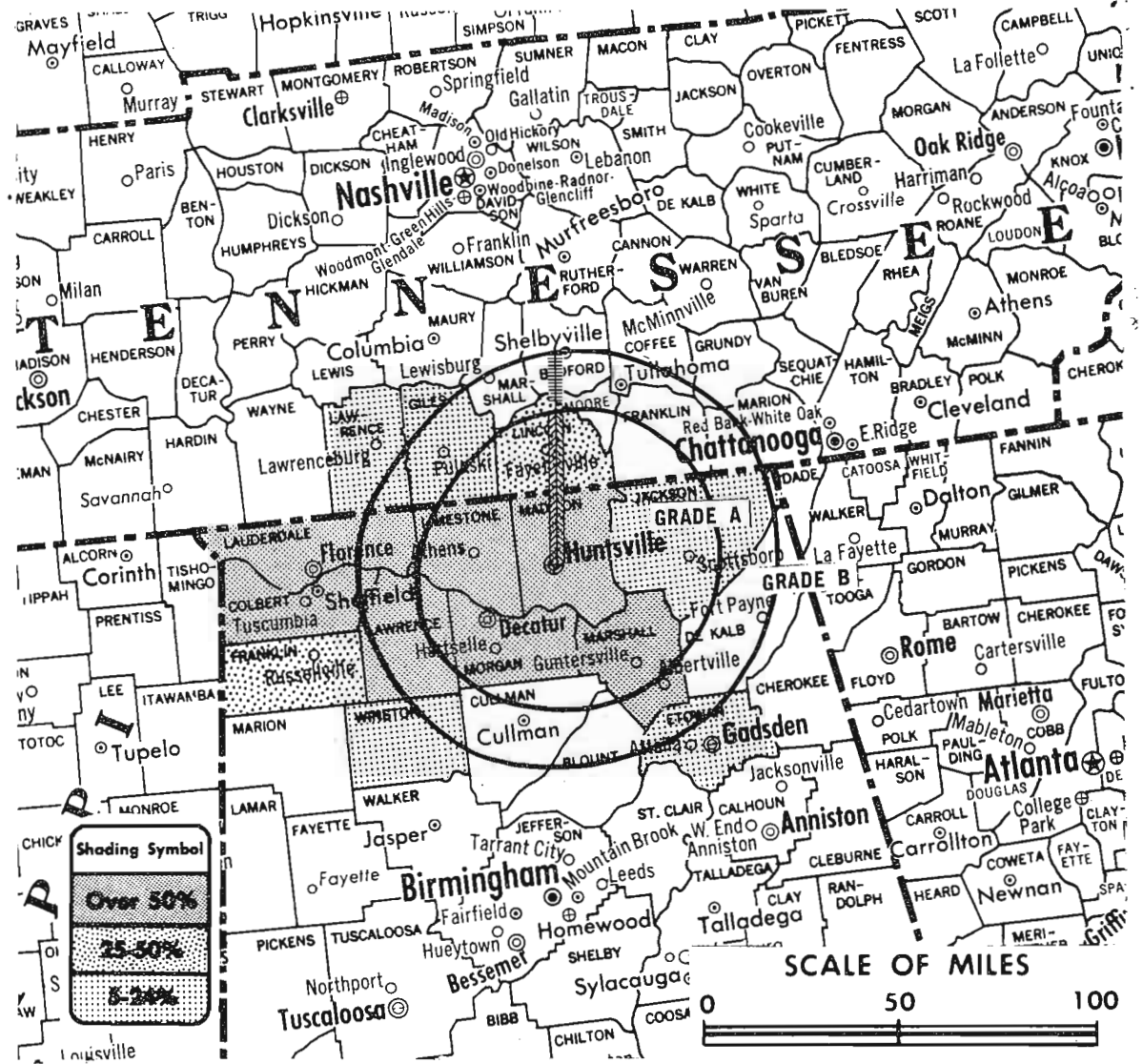
**TV Tape:** Recording facilities.

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

**News Wire Service:** AP.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WHNT-TV Ref: FCC File No. BPCT-3051 Granted 1/17/63

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## WHNT-TV

**Licensee:** North Alabama Broadcasters Inc., 960 Monte Sano Blvd., P.O. Box 19, Huntsville, Ala. (35801).

**Studio:** 960 Monte Sano Blvd. Telephone: 205-539-5743.

**Ownership:** Charles F. Grisham, pres., 25%; Tine W. Davis, v.p., 25%; Aaron Aronov, treas., 25%; B. D. Godbold, secy., 25%.

**Began Operation:** Nov. 28, 1963.

**Represented (sales) by:** Avery-Knodel.

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

**Represented (engineering) by:** Gautney & Jones.

**Personnel:**

CHARLES F. GRISHAM, president & general manager.  
THOMAS M. PERCER, v.p. & general sales manager.  
RALPH A. STANLEY, sales manager.  
JIM FRANCIS, operations manager.  
VICTOR BANKOWSKI, chief engineer.

### DIGEST OF RATE CARD NO. 5 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—6-10 p.m., daily.	\$425.00	\$255.00	\$170.00	\$128.00	\$70.00	\$56.00	\$35.00
<b>NETWORK BASE HOURLY RATE: \$300.</b>							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Colbert	14,800	13,000	88
	Lauderdale	19,400	16,800	86
	Lawrence	6,000	5,000	84
	Limestone	11,200	9,700	86
	Madison	54,900	49,400	90
	Marshall	15,000	13,500	91
Morgan	19,600	17,600	90	
<b>Between 25-50%</b>	ALABAMA			
	Franklin	5,800	5,000	86
	TENNESSEE			
Lincoln	6,700	5,900	88	
<b>Between 5-24%</b>	ALABAMA			
	Etowah	30,800	28,700	93
	Jackson	9,700	8,600	88
	Winston	3,600	3,300	90
	TENNESSEE			
Giles	5,900	5,100	86	
Lawrence	8,200	7,300	89	
<b>Station Totals</b>		<b>211,600</b>	<b>188,900</b>	<b>89</b>
Net Weekly Circulation (March 1967)				106,900
Average Daily Circulation (March 1967)				81,800



# Alabama—Mobile



**WALA-TV**



Ch. 10

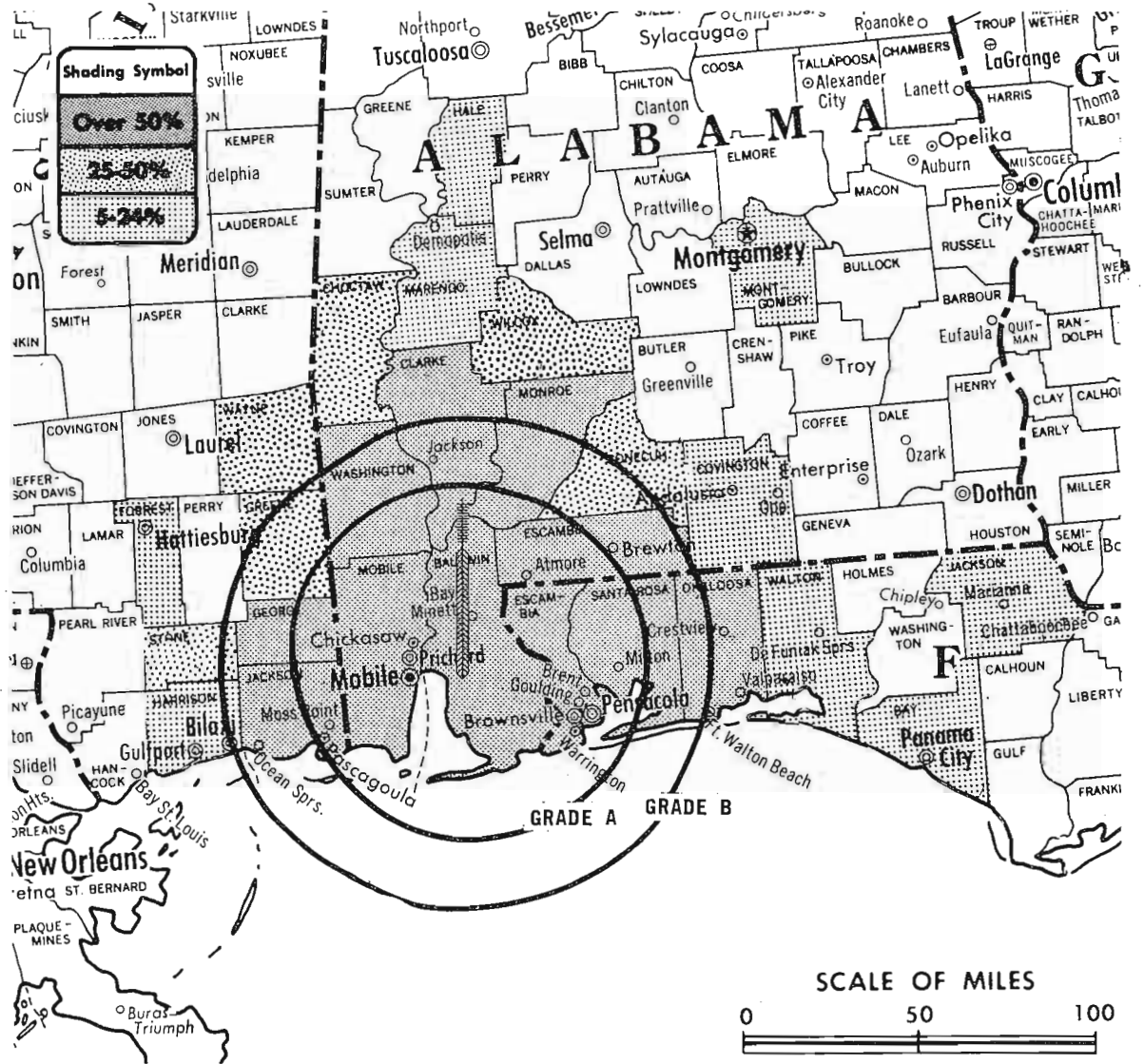
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

Latitude 30° 41' 17"  
Longitude 87° 47' 54"

Transmitter: 16-mi. East of Mobile.  
Color: Network, live, film, slide & tape.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WALA-TV Ref: FCC File No. BMPCT-2391 Granted 8/23/64  
Authorized: FCC File No. BPCT-2733 Granted 7/7/60

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## WALA-TV

Licensee: Roywood Corp., 210 Government St., Mobile, Ala. (36602).

Studio: 210 Government St.

Telephone: 205-433-3754. TWX No.: 510-941-2642.

Ownership: Royal Street Corp. (WDSU-TV, New Orleans), 51.02%; Philip M. Stern, 22.04%; Edgar B. Stern Jr., 12.24%; Audrey S. Hess, 5.71%; Richard W. Greenebaum, 0.82%; Continental Communications Corp., 8.16%.

Began Operation: Jan. 14, 1953. Sale to present owner by W. O. Pape approved Nov. 25, 1964 by FCC (Television Digest, Vol. 4:32, 48). Simultaneously approved was sale of radio WALA to WUNI Inc.

Represented (sales) by Blair Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

### Personnel:

H. RAY McGUIRE, exec. v.p. & general manager.  
JOHN E. DIXON, national sales manager.  
CLAUDE R. EVANS, program director.  
GRADY JACKSON, chief engineer.

### DIGEST OF RATE CARD NO. 14 (June 15, 1967)

Hour 30 Min. 15 Min. 5 Min. 50 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$700.00 \$360.00 \$230.00 \$190.00 \$190.00 \$100.00 \$80.00  
NETWORK BASE HOURLY RATE: \$600.

For Station-Owned & Operated Translators

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ALABAMA</b>			
	Baldwin	15,300	14,100	92
	Clarke	6,800	5,500	81
	Escambia	9,600	8,200	86
	Mobile	103,100	96,500	94
	Monroe	5,300	4,200	78
	Washington	3,700	3,000	83
	<b>FLORIDA</b>			
	Escambia	55,900	53,200	95
	Okaloosa	21,100	20,000	95
Santa Rosa	9,200	8,700	95	
<b>Between 25-50%</b>	<b>MISSISSIPPI</b>			
	George	3,300	3,000	92
	Jackson	20,000	18,400	92
	<b>ALABAMA</b>			
	Choctaw	4,400	3,400	78
Conecuh	3,900	3,100	80	
Wilcox	3,600	2,700	73	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Greene	2,300	1,900	79
	Stone	2,300	2,000	87
	Wayne	4,500	3,700	82
	<b>ALABAMA</b>			
	Covington	9,700	8,400	87
	Hale	4,700	3,600	76
	Marengo	6,500	5,100	78
	Montgomery	53,800	48,900	91
	<b>FLORIDA</b>			
Bay	22,000	20,700	94	
Jackson	9,700	8,200	85	
Walton	4,600	4,000	87	
<b>MISSISSIPPI</b>	Forrest	17,700	16,100	91
	Harrison	37,300	34,600	93
	<b>Station Totals</b>	<b>440,300</b>	<b>401,200</b>	<b>91</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>233,500</b>
<b>Average Daily Circulation (March 1967)</b>				<b>159,400</b>

# Alabama—Mobile



**WKRG-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level.

Latitude 30° 40' 55.2"

Longitude 87° 49' 40.8"

Transmitter: U. S. Hwy. 31, 5.1-mi. E of junction with U.S. Hwy. 90.

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

News Wire Service: AP.

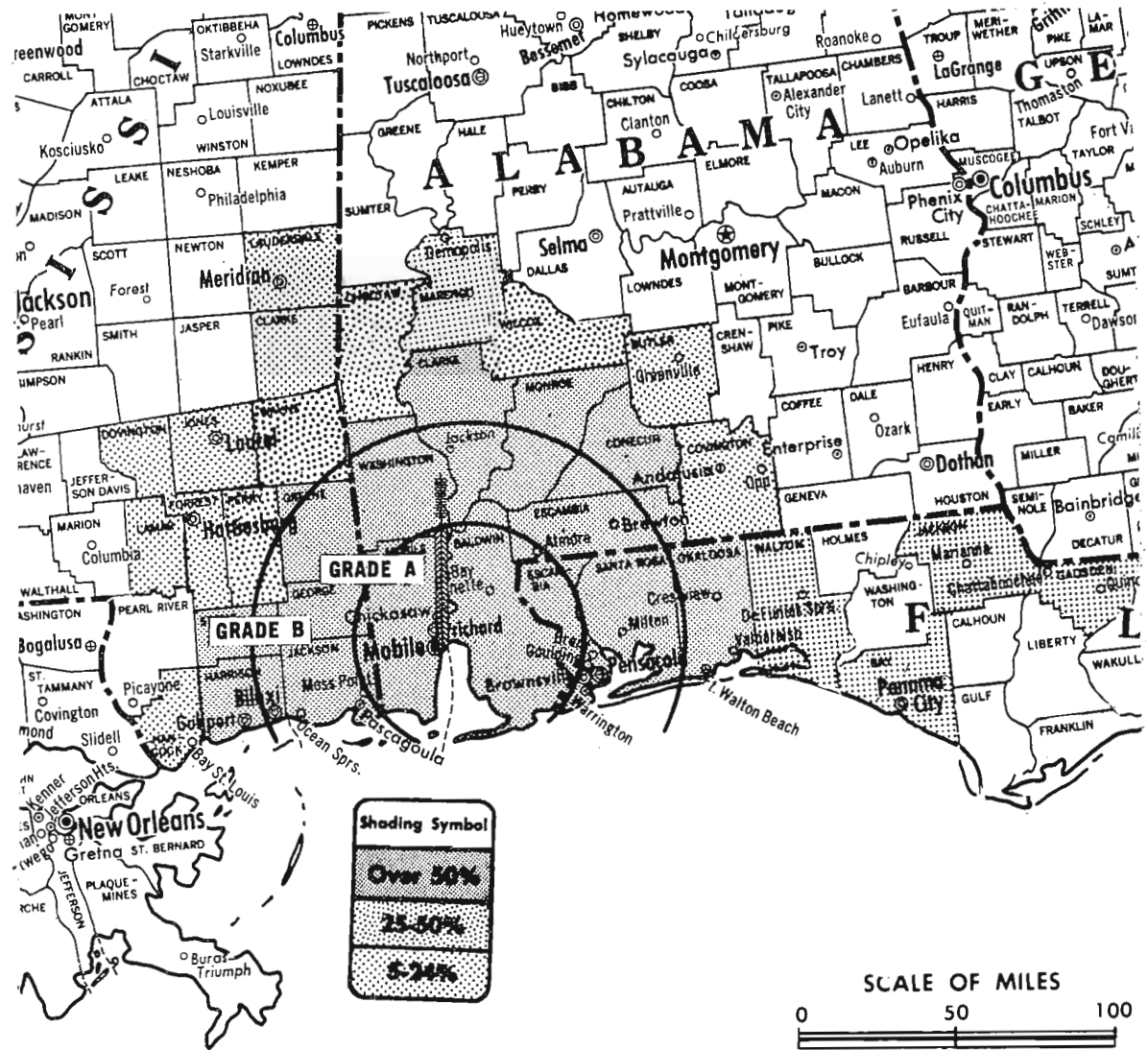
Facsimile Service: AP.

Studio: 162 St. Louis St.

AM Affiliate: WKRG, 1-kw (500-watts night), 710 kc (CBS).

FM Affiliate: WKRG-FM, 100-kw, 99.9 mc (No. 260), 800-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKRG-TV Ref: FCC File No. BMPCT-4642 Granted 6/17/57

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## WKRG-TV

Licensee: WKRG-TV Inc., Box 2367, Mobile Ala. (36601).

Telephone: 205-432-5501. TWX No.: 510-941-4263.

Ownership: Giddens Television Inc. Kenneth R. Giddens, pres., 100%.

Began Operation: Aug. 29, 1955. Sale of 50% to Giddens by Mobile Register and Press approved Sept. 28, 1966 by FCC (Television Digest, Vol. 6:40). Sale to co-equal owners Giddens Television Inc. & Mobile Register & Press by group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 by FCC (Television Digest, Vol. 13:46; 14:8).

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

KENNETH R. GIDDENS, president.  
C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.  
WES DIAMOND, production manager.  
THELMA RENAUD, traffic manager.  
CARL G. HAUG, operations manager.  
DONALD B. PATTON, chief engineer.

### DIGEST OF RATE CARD NO. 10 (June 11, 1967)

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

Class AA—6:29-9:31 p.m., daily.

\$700.00 \$420.00 \$280.00 \$210.00 \$165.00 \$150.00 \$85.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Baldwin	15,300	14,100	92
	Clarke	6,800	5,500	81
	Conecuh	3,900	3,100	80
	Escambia	9,600	8,200	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	ALABAMA—(Continued)			
	Mobile	103,100	96,500	94
	Monroe	5,300	4,200	78
	Washington	3,700	3,000	83
	FLORIDA			
	Escambia	55,900	53,200	95
	Okaloosa	21,100	20,000	95
	Santa Rosa	9,200	8,700	95
	MISSISSIPPI			
	George	3,300	3,000	92
Greene	2,300	1,900	79	
Harrison	37,300	34,600	93	
Jackson	20,000	18,400	92	
Stone	2,300	2,000	87	
<b>Between 25-50%</b>	ALABAMA			
	Choctaw	4,400	3,400	78
	Wilcox	3,600	2,700	73
MISSISSIPPI				
Perry	2,400	2,000	84	
Wayne	4,500	3,700	82	
<b>Between 5-24%</b>	ALABAMA			
	Butler	5,800	4,800	84
	Covington	9,700	8,400	87
	Marengo	6,500	5,100	78
	FLORIDA			
	Bay	22,000	20,700	94
	Gadsden	9,600	8,300	86
	Jackson	9,700	8,200	85
	Walton	4,600	4,000	87
	MISSISSIPPI			
	Clarke	4,200	3,600	85
Covington	3,300	2,800	83	
Forrest	17,700	16,100	91	
Hancock	4,700	4,100	88	
Jones	18,000	16,500	92	
Lamar	4,100	3,600	87	
Lauderdale	22,400	20,500	91	
Station Totals		456,300	414,900	91
Net Weekly Circulation (March 1967)				264,800
Average Daily Circulation (March 1967)				203,900



# Alabama—Montgomery



**WCOV-TV**

Ch. 20

**Technical Facilities:** Channel No. 20 (506-512 mc). Authorized power: 257-kw visual, 100-kw aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

Latitude 32° 20' 06"  
Longitude 86° 17' 16"

**Transmitter:** Adrian Lane.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WCOV, 10-kw (1-kw night), 1170 kc (CBS).

**ARB Data:** Figures for this station do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS

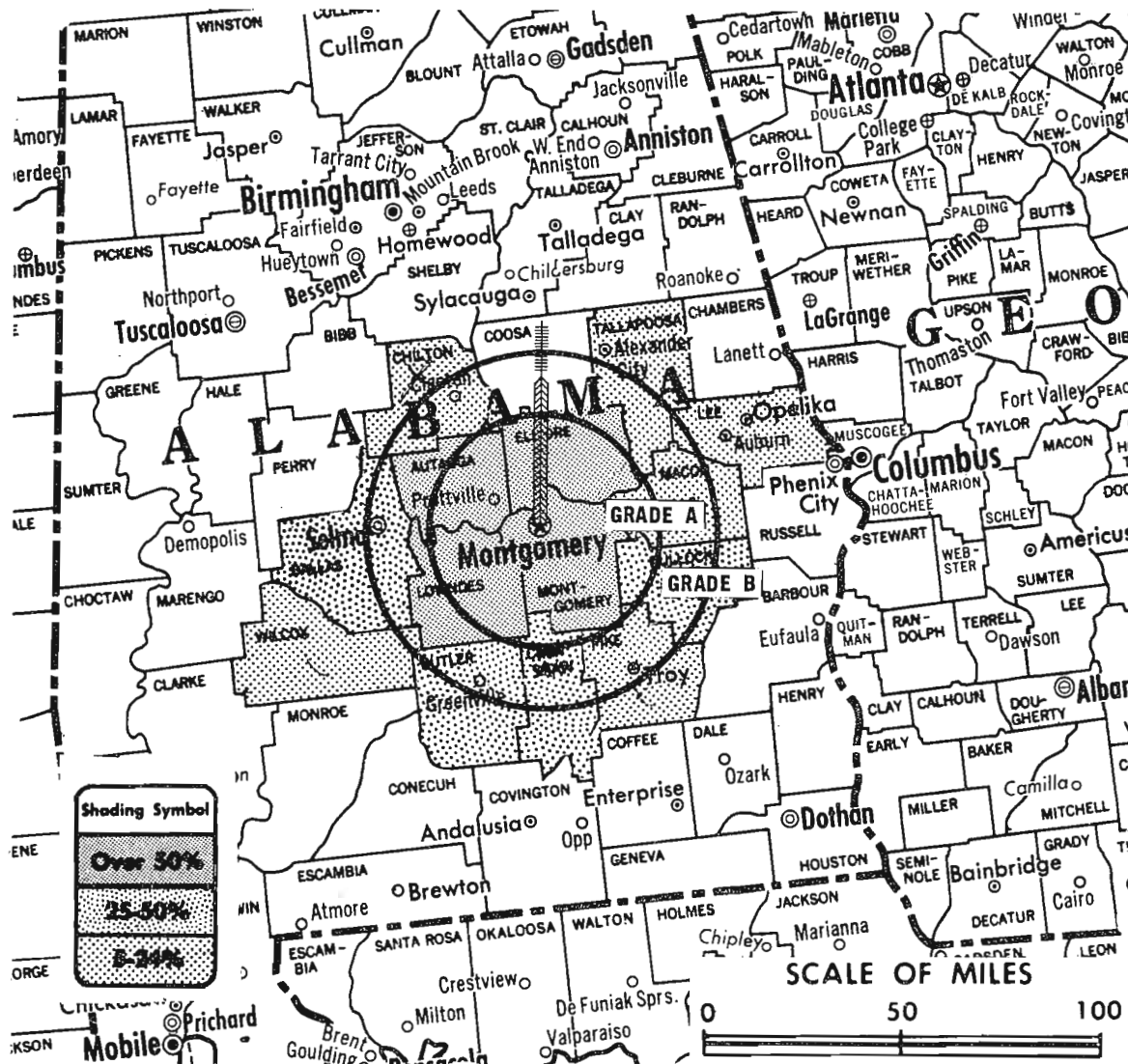
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCOV-TV Ref: FCC File No. BPCT-3322 Granted 11/27/64

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## WCOV-TV

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. (36111).

Studio: Adrian Lane.

Telephone: 205-265-3561. TWX No.: 205-272-4232.

Ownership: See WLEX-TV, Lexington, Ky.

Began Operation: April 17, 1953. Sale to present owner by Oscar P. Covington and associates approved Oct. 2, 1964 by FCC (Television Digest, Vol. 4:28, 32, 41).

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest).

Represented (engineering) by Jules Cohen.

Personnel:

FRANK RAGSDALE, exec. vice president & general manager.

KARL RICHARDS, station manager.

CHARLES ROUNTREE, program director.

ED WHATLEY, production manager.

PHIL WITT, chief engineer.

DIGEST OF RATE CARD NO. 10—(Sept. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—6:39-9:59 p.m., daily.	\$300.00	\$180.00	\$108.00	\$86.00	\$69.00	\$65.00 \$32.00

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Autauga	5,400	4,600	85
	Elmore	8,200	7,200	87
	Lowndes	3,000	2,200	74
	Montgomery	53,800	48,900	91
<b>Between 25-50%</b>	ALABAMA			
	Bullock	2,600	2,000	78
	Butler	5,800	4,800	84
	Crenshaw	3,300	2,800	85
	Dallas	15,300	12,800	84
<b>Between 5-24%</b>	ALABAMA			
	Chilton	7,200	6,200	87
	Lee	14,000	12,300	88
	Macon	5,700	4,700	82
	Pike	6,300	5,200	83
	Tallapoosa	10,200	8,900	88
	Wilcox	3,600	2,700	73
Station Totals		144,400	125,300	87
Net Weekly Circulation (March 1967)				67,300
Average Daily Circulation (March 1967)				48,200

# Alabama—Montgomery



**WKAB-TV**

Ch. 32

Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 180.9-kw horizontal visual, 26.9-kw horizontal aural. Antenna: 485-ft. above av. terrain, 419-ft. above ground, 706-ft. above sea level.

Latitude 32° 22' 04"  
Longitude 86° 15' 43"

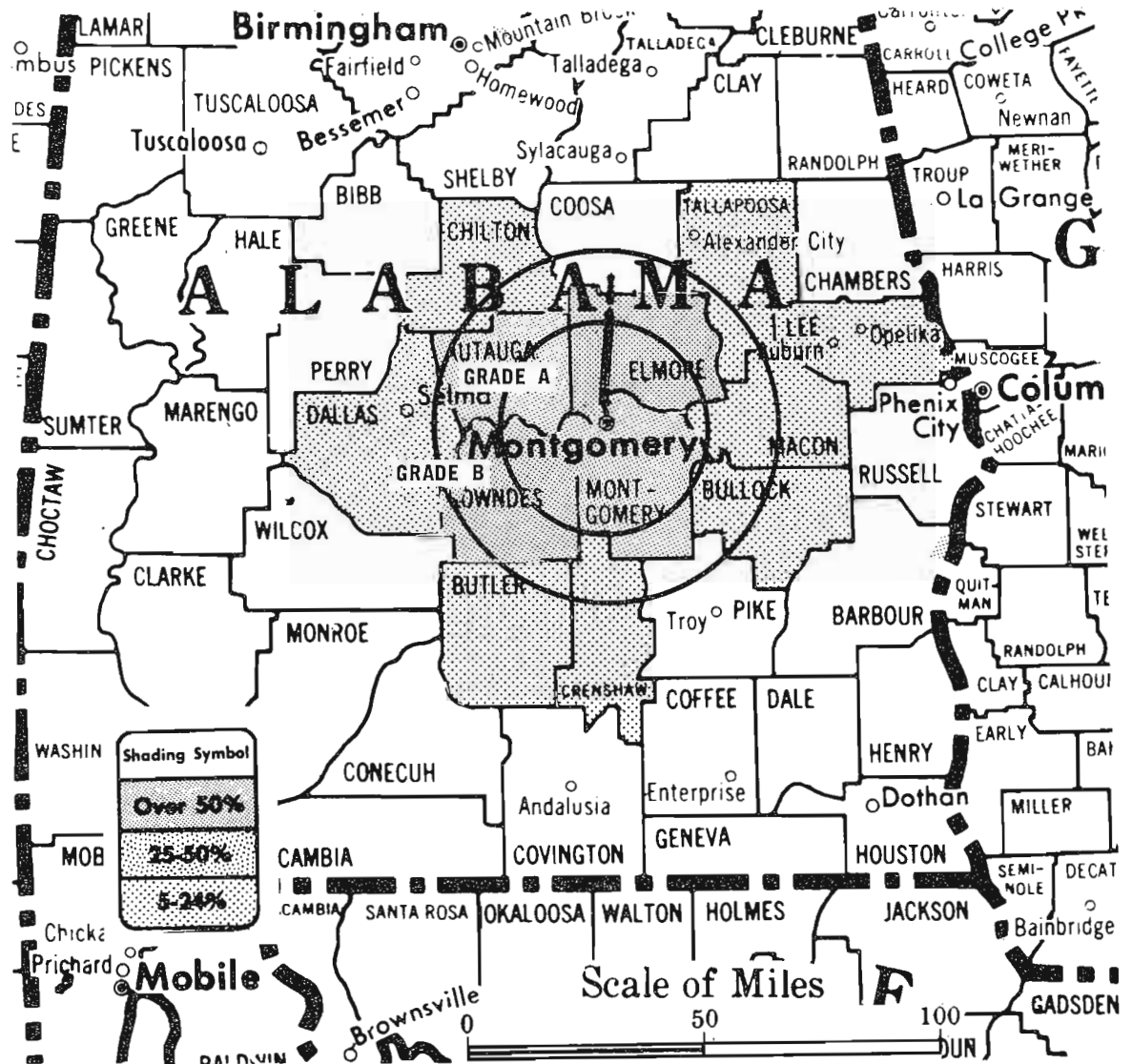
Requests change to 1133-kw max. & 824-kw horizontal visual, 115-kw max. & 83.2-kw horizontal aural, 826-ft. above av. terrain, 759-ft. above ground, 1046-ft. above sea level. BPCT—4096.

Transmitter: 3251 Harrison Rd.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKAB-TV Ref: FCC File No. BMPCT—5675 Granted 12/19/61

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## WKAB-TV

Licensee: Montgomery Independent Telecasters Inc., P.O. Box 3236, Montgomery, Ala. (36109).

Studio: 3251 Harrison Rd.

Telephone: 205-272-5331.

Ownership: Cy N. Bahakel owns WCCB-TV, Charlotte, N.C. & 100% of Montgomery Independent Telecasters. For other interests see WCCB-TV.

Began Operation: March 24, 1962. Left air Feb. 15, 1963. Sale to present owner by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC (Addenda 34-H). Resumed operation March 12, 1964.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- CY N. BAHAKEL, president.
- DON NEIL, general manager.
- DON KASSNER, v.p., engineering.
- DENVER R. PAYTON, chief engineer.
- DENIS N. STORK, production manager.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$200.00	\$120.00	\$80.00	\$50.00	\$45.00	\$35.00	\$25.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Autauga	5,400	4,600	85
	Elmore	8,200	7,200	87
	Lowndes	3,000	2,200	74
	Montgomery	53,800	48,900	91
<b>Between 5-24%</b>	ALABAMA			
	Bullock	2,600	2,000	78
	Butler	5,800	4,800	84
	Chilton	7,200	6,200	87
	Crenshaw	3,300	2,800	85
	Dallas	15,300	12,800	84
	Lee	14,000	12,300	88
	Macon	5,700	4,700	82
Tallapoosa	10,200	8,900	88	
<b>Station Totals</b>		134,500	117,400	87
Net Weekly Circulation (March 1967)				57,300
Average Daily Circulation (March 1967)				31,600

For UHF Penetration by Market

See Services Volume

# Alabama—Montgomery



**WSFA-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level.

Latitude 32° 01' 15"  
Longitude 86° 20' 56"

Requests 63.2-kw aural, 2000-ft. above av. terrain, 1948-ft. above ground, 2464-ft. above sea level, lat. 31° 58' 32", long. 86° 09' 46"; transmitter to Collier Rd., SE of Grady, Ala. BPCT—3643.

**Transmitter:** Mt. Carmel, 21 mi. S. of city.

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

**News Wire Service:** AP.

**Facsimile Service:** AP.

**Studio:** Delano & Perry Sts.

Total Households: © SRDS

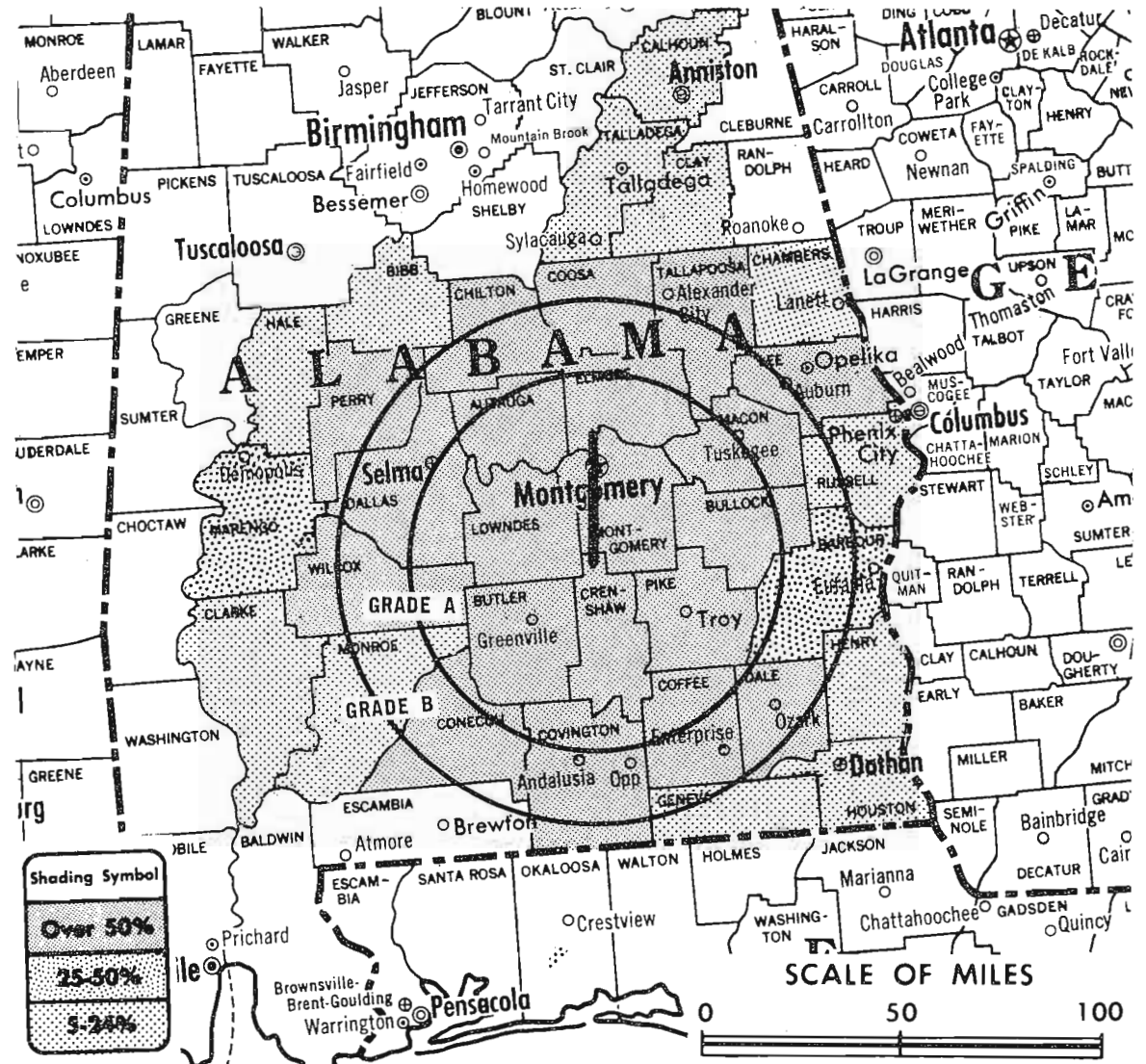
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WSFA-TV Ref: FCC File No. BPCT—670 Granted 3/25/54

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## WSFA-TV

**Licensee:** Cosmos Broadcasting Corp., Box 2566, Montgomery, Ala. (36105).

**Telephone:** 205-265-1251. TWX No.: 205-272-4194.

**Ownership:** See WIS-TV, Columbia, S.C.

**Began Operation:** Dec. 25, 1954. Sale to present owner by WKY Television System Inc. approved Sept. 2, 1959 by FCC (Television Digest, Vol. 15:30, 36). Previous sale to WKY-TV System by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of *Montgomery Advertiser and Journal*—approved by FCC Feb. 16, 1955 (Vol. 10:38 & 11:8).

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

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

**Personnel:**

- BOB VILLAR, general manager.
- DIXON LOVVORN, dir. of programs & public relations.
- BEN CANADA, general sales manager.
- RICHARD PAYNE, chief engineer.
- EDWARD H. SEXAUER, operations manager.
- CHARLES CATON, news director.
- HAROLD EZELL, production supervisor.
- RAY BUTTS, editorial director.
- ED GUILFORD, business manager.

**DIGEST OF RATE CARD NO. 9—(June 19, 1966)**

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-8 p.m., Mon.-Fri.; 6-9:59 p.m., Sat.; 6:30-9:30 p.m., Sun.	\$700.00	\$420.00	\$280.00	\$206.00	\$200.00	\$150.00 \$75.00
<b>NETWORK BASE HOURLY RATE:</b>	<b>\$625.</b>					

For Index to Contents see Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ALABAMA</b>				
		Autauga	5,400	4,600	85
		Bullock	2,600	2,000	78
		Butler	5,800	4,800	84
		Chilton	7,200	6,200	87
		Coffee	8,800	7,700	88
		Conecuh	3,900	3,100	80
		Coosa	2,700	2,300	86
		Covington	9,700	8,400	87
		Crenshaw	3,300	2,800	85
		Dale	10,200	9,200	90
		Dallas	15,300	12,800	84
		Elmore	8,200	7,200	87
		Lee	14,000	12,300	88
		Lowndes	3,000	2,200	74
	Macon	5,700	4,700	82	
	Montgomery	53,800	48,900	91	
	Perry	3,800	2,800	75	
	Pike	6,300	5,200	83	
	Tallapoosa	10,200	8,900	88	
	Wilcox	3,600	2,700	73	
<b>Between 25-50%</b>	<b>ALABAMA</b>				
		Barbour	6,000	4,900	81
	Marengo	6,500	5,100	78	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
		Bibb	3,100	2,700	86
		Calhoun	29,800	27,500	92
		Chambers	10,600	9,300	88
		Clarke	6,800	5,500	81
		Clay	3,100	2,700	88
		Geneva	6,000	5,200	87
		Hale	4,700	3,600	76
		Henry	3,500	3,000	86
		Houston	16,000	14,700	92
	Monroe	5,300	4,200	78	
	Russell	13,400	11,700	87	
	Talladega	18,200	16,200	89	
<b>Station Totals</b>			<b>316,500</b>	<b>275,100</b>	<b>87</b>
<b>Net Weekly Circulation (March 1967)</b>					<b>155,400</b>
<b>Average Daily Circulation (March 1967)</b>					<b>128,000</b>



# Alabama—Selma



**WSLA**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 2.51-kw visual, 1.26-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 32° 24' 00"  
Longitude 87° 05' 10"

Requests change to 316-kw visual, 31.6-kw aural, 2000-ft. above av. terrain, 1844-ft. above ground, 2444-ft. above sea level, lat. 33° 04' 00", long. 87° 08' 39"; transmitter to 3-mi. SW of W. Blocton, Ala.

Transmitter: Land Line Rd., 3-mi. W of Selma.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

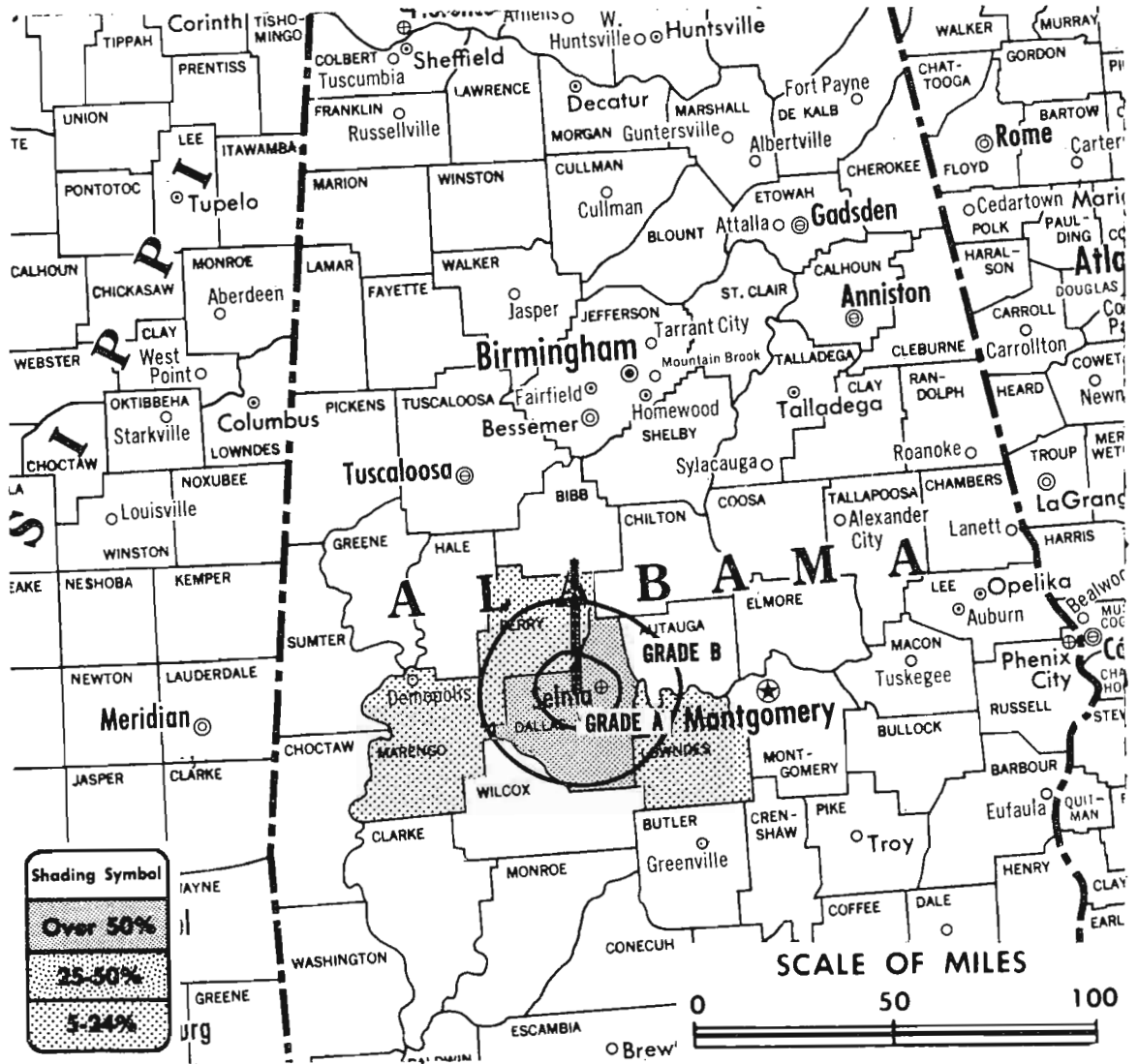
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WSLA Ref: FCC File No. BPCT-1814 Granted 2/24/54

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

## WSLA

Grantee: Selma Television Inc., Box 1016, Selma, Ala. (36702).

Studio: Land Line Rd., 3-mi. W of Selma.

Telephone: 205-872-0455.

Ownership: William J. Brennan, pres., 45%; William E. Bennis Jr., treas., 45%; Barbara Bennis, 5%; Frances U. Brennan, 5%. Mr. & Mrs. (Barbara) Bennis also own 25% of radio WVOK, Birmingham and 45% of radio WBAM, Montgomery, Ala. Mr. Brennan also owns 90% of radio WAPE, Jacksonville, Fla. Bennis and Brennan each own 50% of Vulcan Tower Co.

Began Operation: March 17, 1960.

Represented (sales) by Stone Representatives Inc.

Represented (legal) by Mullin & Connor.

Personnel:

- WILLIAM J. BRENNAN, president.
- CYRIL G. BRENNAN, general manager.
- BILL WILLS, commercial manager.
- BILLY MORGAN, program & news director, production manager.
- BILL SKY, promotion manager.
- STAN SMITH, chief engineer.

## DIGEST OF RATE CARD NO. 2

(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:29-10 p.m., daily.	\$190.00	\$125.00	.....	.....	\$40.00	\$25.00	\$15.00

NETWORK BASE HOURLY RATE: bonus to network.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA Dallas	15,300	12,800	84
<b>Between 5-24%</b>	ALABAMA Lowndes	3,000	2,200	74
	Marengo	6,500	5,100	78
	Perry	3,800	2,800	75
<b>Station Totals</b>		<b>28,600</b>	<b>22,900</b>	<b>80</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>9,700</b>
<b>Average Daily Circulation (March 1967)</b>				<b>4,500</b>

# Alabama—Tuscaloosa

**WCFT-TV**

Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 17.26-kw visual, 9.31-kw aural. Antenna: 556-ft. above av. terrain, 433-ft. above ground, 845-ft. above sea level.

Latitude 33° 10' 25"

Longitude 87° 29' 01"

Requests 207-kw visual, 41.5-kw aural. BPCT—4055.

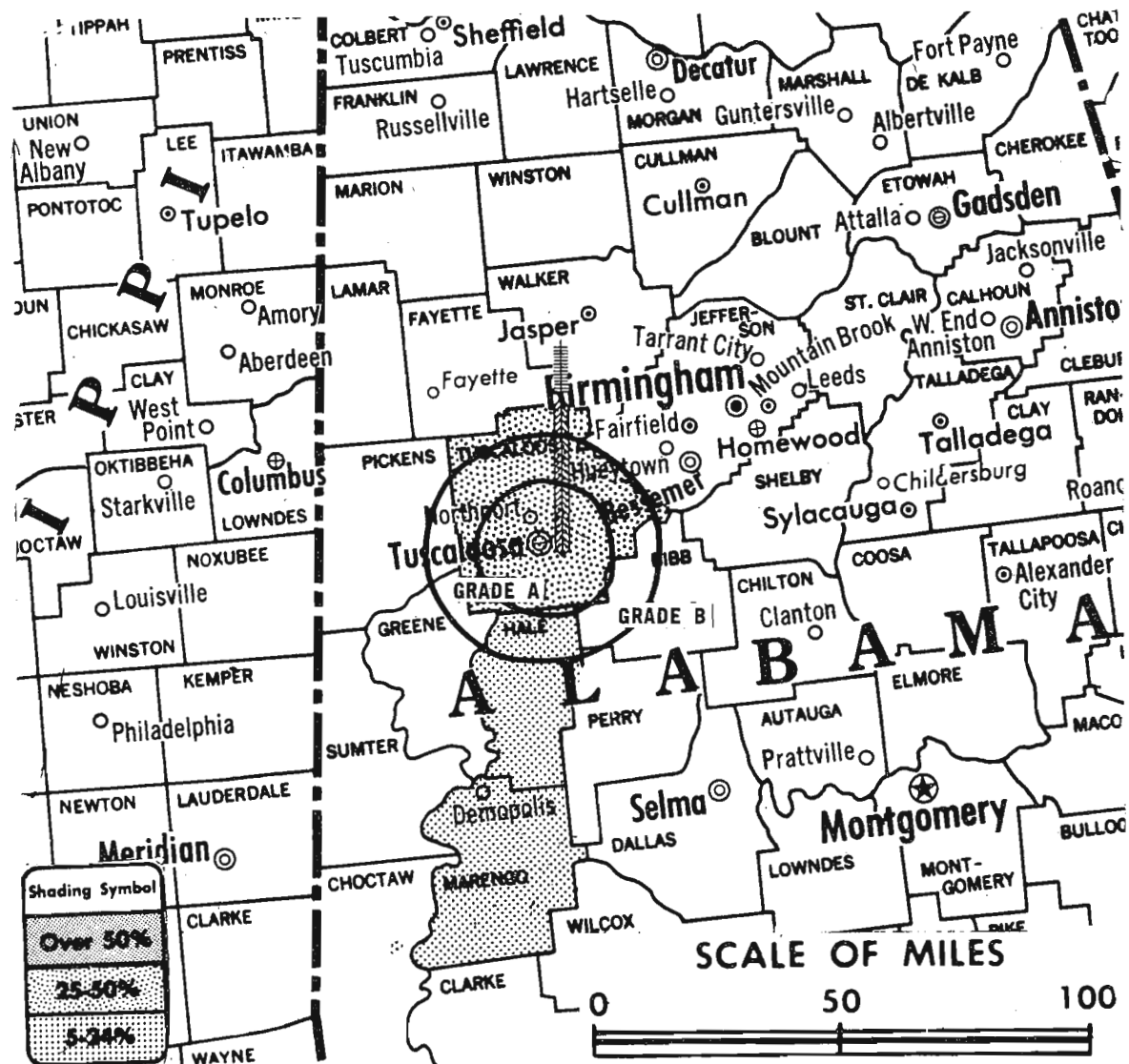
Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1967 ARB study.



WCFT-TV Ref: FCC File No. BPCT—3309 Granted 4/28/65

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

## WCFT-TV

Network Service: NBC; CBS on per program basis.

Licensee: Chapman TV of Tuscaloosa Inc.

Studio: 41st Ave. at 35th St.

Telephone: 205-553-1333.

Ownership: S. A. Rosenbaum, 43.75%; W. S. Smylie, 18.75%; Marvin Reuben, 8.33%; Jerry P. Keith, 4.17%; Margaret G. Smylie, 16.67%; W. S. Smylie III, 8.33%. S. A. Rosenbaum & associates also own WDAM-TV, Hattiesburg-Laurel and Rosenbaum has interest in WTOK-TV, Meridian and CATV systems in Union City, Savannah & Milan, Tenn.

Began Operation: Oct. 29, 1965. Transfer of stock to present owners approved by FCC Aug. 23, 1967.

Represented (sales) by Adam Young—VTM Inc. (national); David Carpenter Co. (regional).

### Personnel:

CHARLES WILLIAMSON, general manager.  
 STAN SIEGAL, sales manager.  
 CLARENCE VOGEL, operations manager & chief engineer.

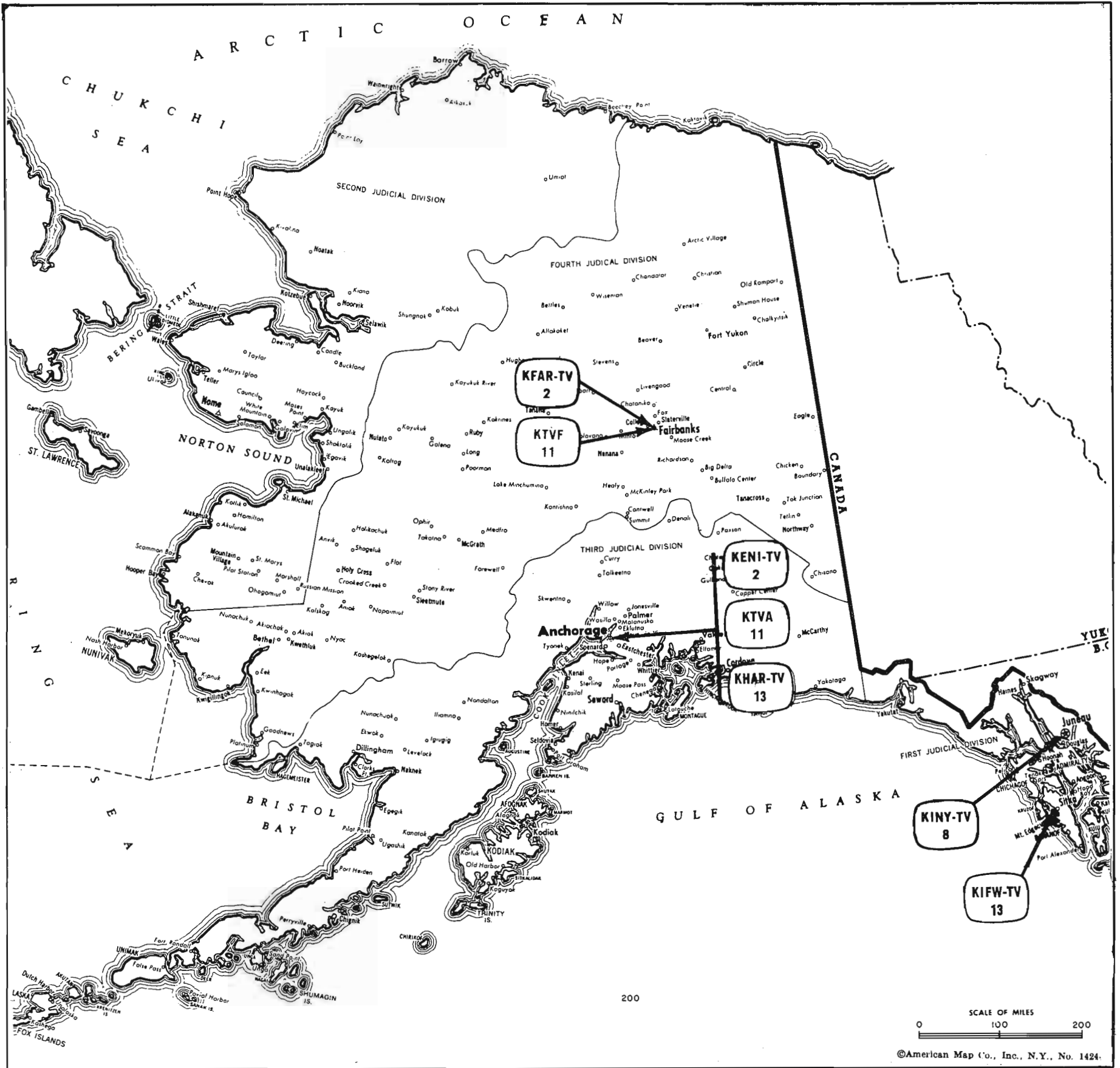
## DIGEST OF RATE CARD NO. 1

(Nov. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$150.00	\$105.00	\$73.00	.....	\$36.00	\$18.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	ALABAMA Tuscaloosa	31,600	28,200	89
Between 5-24%	ALABAMA Hale Marengo	4,700 6,500	3,600 5,100	76 78
Station Totals		42,800	36,900	86
Net Weekly Circulation (March 1967)				10,100
Average Daily Circulation (March 1967)				3,800

# Alaska



## Alaska Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
0	0	0
		7

American Research Bureau Does Not Have Net Weekly Circulation Data for Alaska



# Alaska—Anchorage

**abc** **NB KENI-TV**  
Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc.) Authorized power: 26.9-kw visual, .676-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level.

Latitude 61° 13' 08"  
Longitude 149° 53' 58"

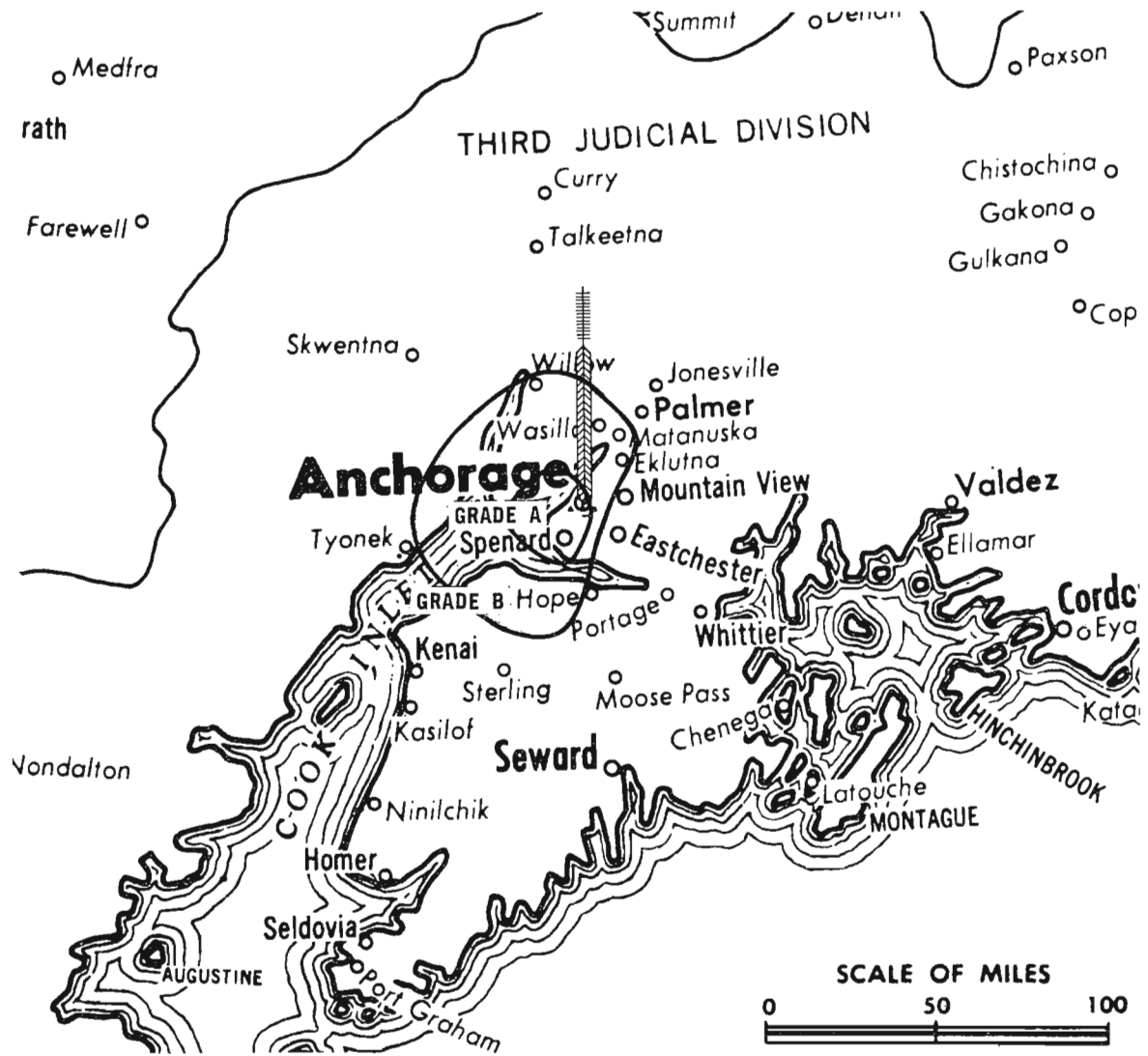
**Transmitter:** Fourth Avenue Theatre Bldg.

**News Wire Service:** AP.

**News Film Service:** NBC.

**Color:** Film, slide & tape.

**AM Affiliate:** KENI, 5-kw, 550 kc (ABC, NBC, MBS).



KENI-TV Ref: FCC File No. BPCT-3604 Granted 9/21/65

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

## KENI-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99501).

**Studio:** Fourth Avenue Theatre Bldg.

**Telephone:** 907-272-7461.

**Ownership:** Alvin O. Bramstedt, 25% (with wife); R. D. Jensen, (with wife) 11.6%; James C. Fletcher Jr., 11.2%; Edward Christiansen (with wife), 6.67%; Merriman Holtz Jr., 6%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks and radio stations KENI, Anchorage; KFAR, Fairbanks; KTKN, Ketchikan. Also owns 1/3 of CATV in Ketchikan and controlling interest in KINY-TV and KINY, Juneau, Alaska.

**Began Operation:** Oct. 16, 1953. Sale by Lathrop Co., Richard R. Rollins et al. approved March 16, 1960 by FCC (Television Digest, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47 & 11:1).

**Represented (sales)** by Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

For Color Set Penetration by Market  
See Services Volume

## Personnel:

ALVIN O. BRAMSTEDT, president & general manager.  
CHARLES GRAY, v.p., technical director.  
WILLIAM STEWART, sales manager.  
ELIZABETH BALKUS, program director.  
D. M. COMSTOCK, news director.

## DIGEST OF RATE CARD NO. 5

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:00-10:30 p.m., daily.	\$300.00	\$185.00	\$130.00	\$100.00	\$72.00	\$52.00 \$36.00

Combination rate (KENI-TV, KFAR-TV, Fairbanks & KINY-TV, Juneau): Class AA—7-10 p.m., daily. Min. \$130, 20 Sec. \$90, 10 Sec. \$66.

Also combination for KENI-TV & KFAR-TV: Class AA—7-10 p.m., daily. Min. \$110, 20 Sec. \$76, 10 Sec. \$54.

**NETWORK BASE HOURLY RATE:** \$150 (ABC & NBC). \$250 in combination with KFAR-TV (ABC & NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available for Alaska

# Alaska—Anchorage

## KHAR-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 30-kw visual, 6.17-kw aural. Antenna: 90-ft. above av. terrain, 347-ft. above ground, 447-ft. above sea level.

Latitude 61° 11' 07"  
Longitude 149° 52' 10"

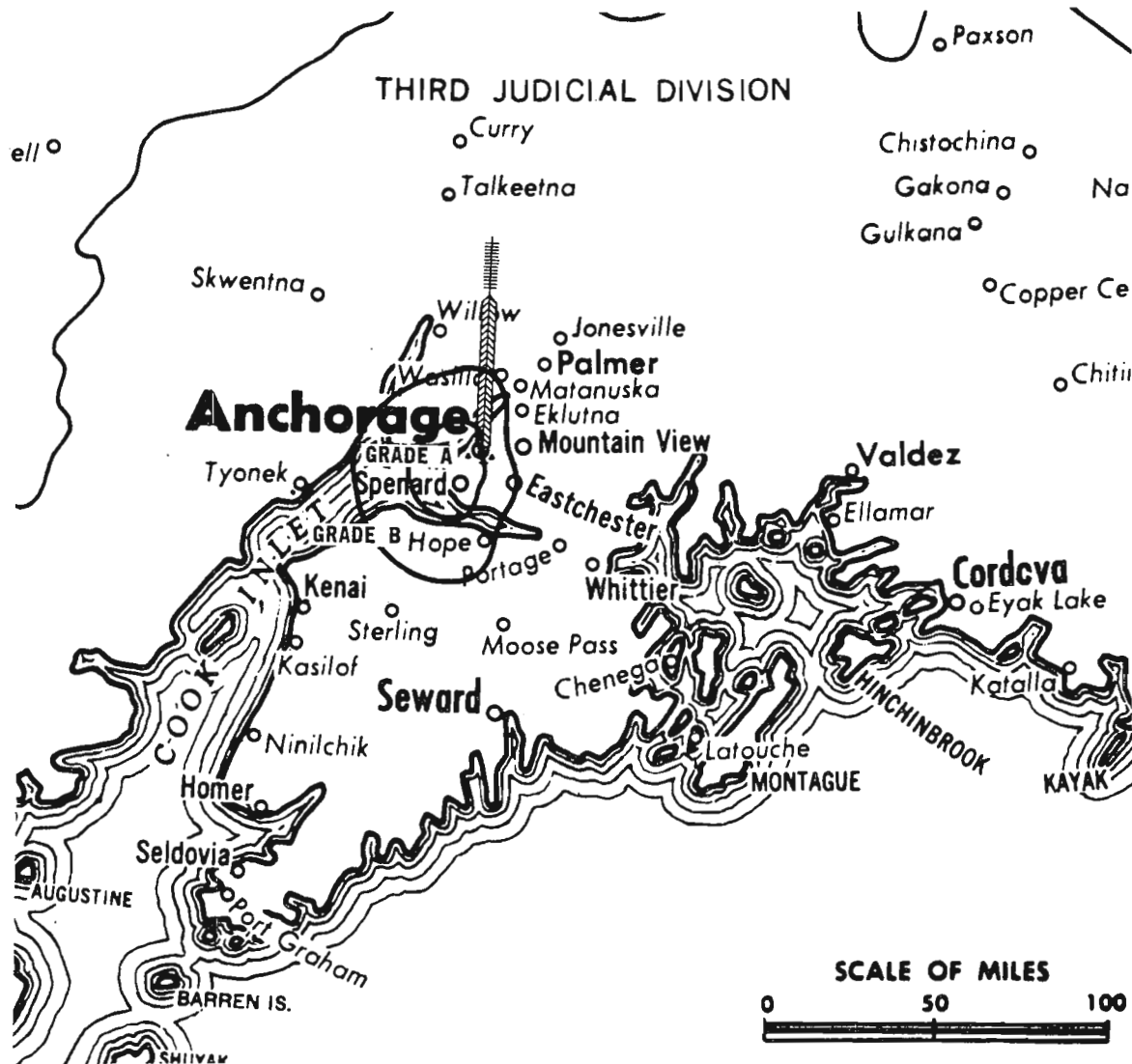
Transmitter: SW of Seward Hwy. & E. 39th St.

Color: Film, slide & tape.

News Wire Service: AP.

AM Affiliate: KHAR, 5-kw 590 kc.

FM Affiliate: KHAR-FM, 2.8-kw, 103.9 mc (No. 280), 54-ft. antenna height.



KHAR-TV Ref: FCC File No. BPCT-3536 Granted 11/19/65

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## KHAR-TV

Grantee: Sourdough Broadcasters Inc., Pouch 7-016, Anchorage (99501).

Studio: SW of Seward Hwy. & E. 39th St.

Ownership: Willis R. Harpel estate, 82%; Patricia E. Harpel, 3%; Sourdough Bcstrs. Inc. (wholly owned by Harpel estate), 15%.

Began Operation: Oct. 31, 1967.

Represented (sales) by Bernard Howard TV; Simpson & Assoc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by J. B. Hatfield.

Personnel:

GEORGE HUFF, sales.

RICHARD ZOOK, engineering.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.	
Class AA—5:30-10 p.m., daily.	\$210.00	\$130.00	\$84.00	\$63.00	\$65.00	\$52.00	\$32.50

## STUDIO EQUIPMENT MANUFACTURERS

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Alaska—Anchorage



**KTVA**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.3-kw visual, 5.35-kw aural. Antenna: 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level.

Latitude 61° 11' 20"  
Longitude 149° 54' 39"

Transmitter: 1007 W. 32nd Ave.

Color: Network, film & slide.

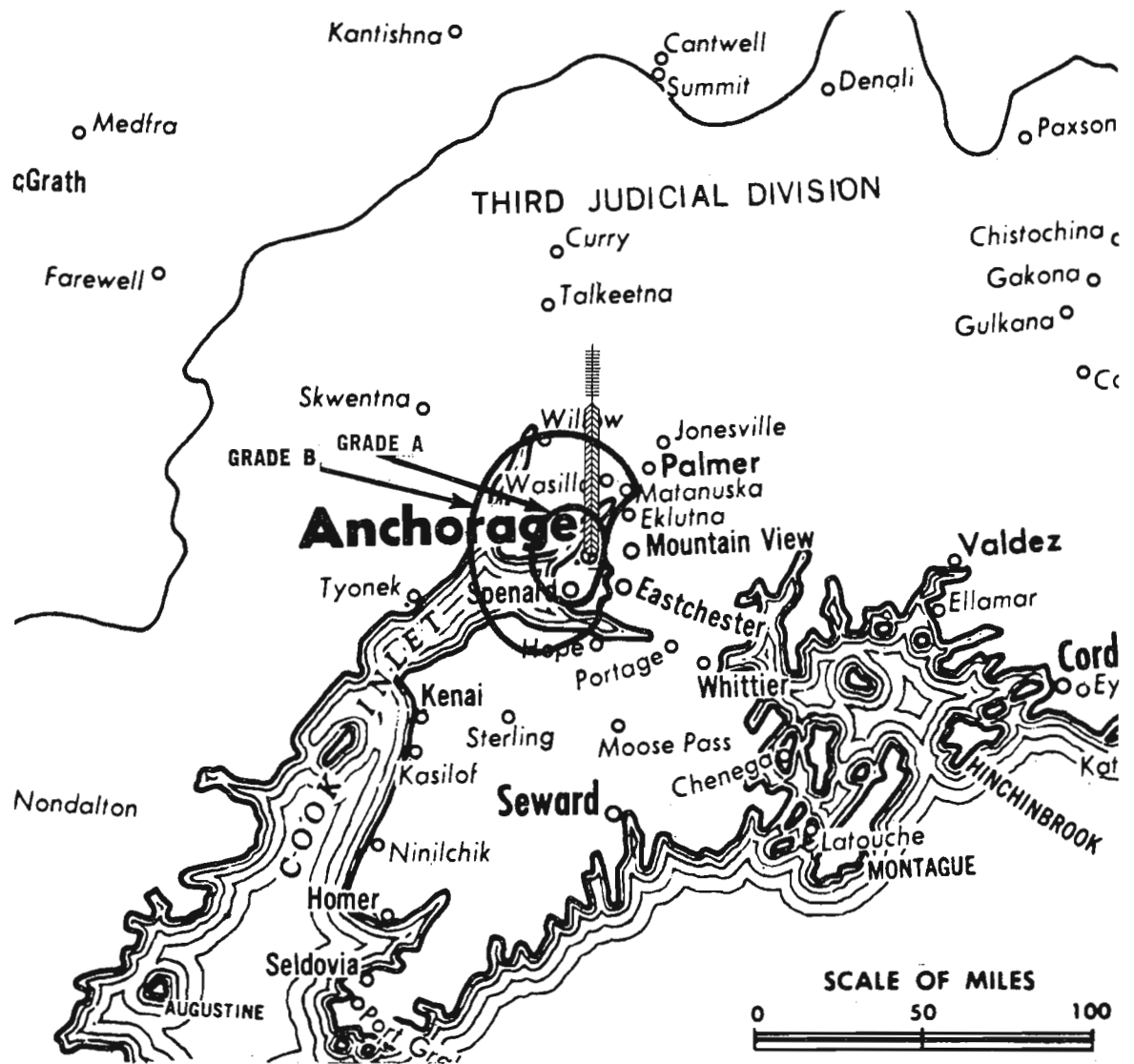
News Wire Service: AP.

News Film Service: CBS.

Studio: 1007 W. 32nd Ave.

Telephone: 907-272-3456.

FM Affiliate: KNIK-FM, 3.0-kw, 105.5 mc (No. 288), 205-ft. antenna height.



KTVA Ref: FCC File No. BPCT-3547 Granted 7/20/65

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

## KTVA

Licensee: Northern Television Inc., Box 2200, Anchorage, Alaska (99501).

Ownership: A. G. Hiebert, pres., 16.3%; John Contento Jr., secy., 2.82%; B. J. Gottstein, treas., 2.465%; M. B. Kirkpatrick, 5.641%; Mrs. Wells E. Ervin, 4.93%; K. Olin Rude, v.p.; over 25 other stockholders, none owns as much as 3%. Northern TV also operates KTVF, Fairbanks. Also owns vhf translators K03BE, Clear; K03AB, Delta Junction; K07GA, Kasilof-Kenai-Soldatna; K07EU, Nenana; K04CO, Suntrana-Usibelli; K04CP, Sutton; K04DO, Talkeetna; K13GQ, Wildwood. Same group also owns radios KBYR, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Adam Young-VTM Inc., Alaska Radio TV Sales.

Represented (legal) by Booth & Lovett.

### Personnel:

A. G. HIEBERT, president.  
LEONARD J. HANSEN, general manager.  
FRANKLIN BUTTE, technical director.  
BILL KELLEY, news director.  
SHARON L. ARMSTRONG, program coordinator.  
MAXINE LISTON, film editor.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—4-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$22.50
	\$15.00						

Subject to frequency discounts. 10% off if same or equal schedule is bought with KTVF, Fairbanks.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$250.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# Alaska—Fairbanks

**abc NBC KFAR-TV**  
Ch. 2

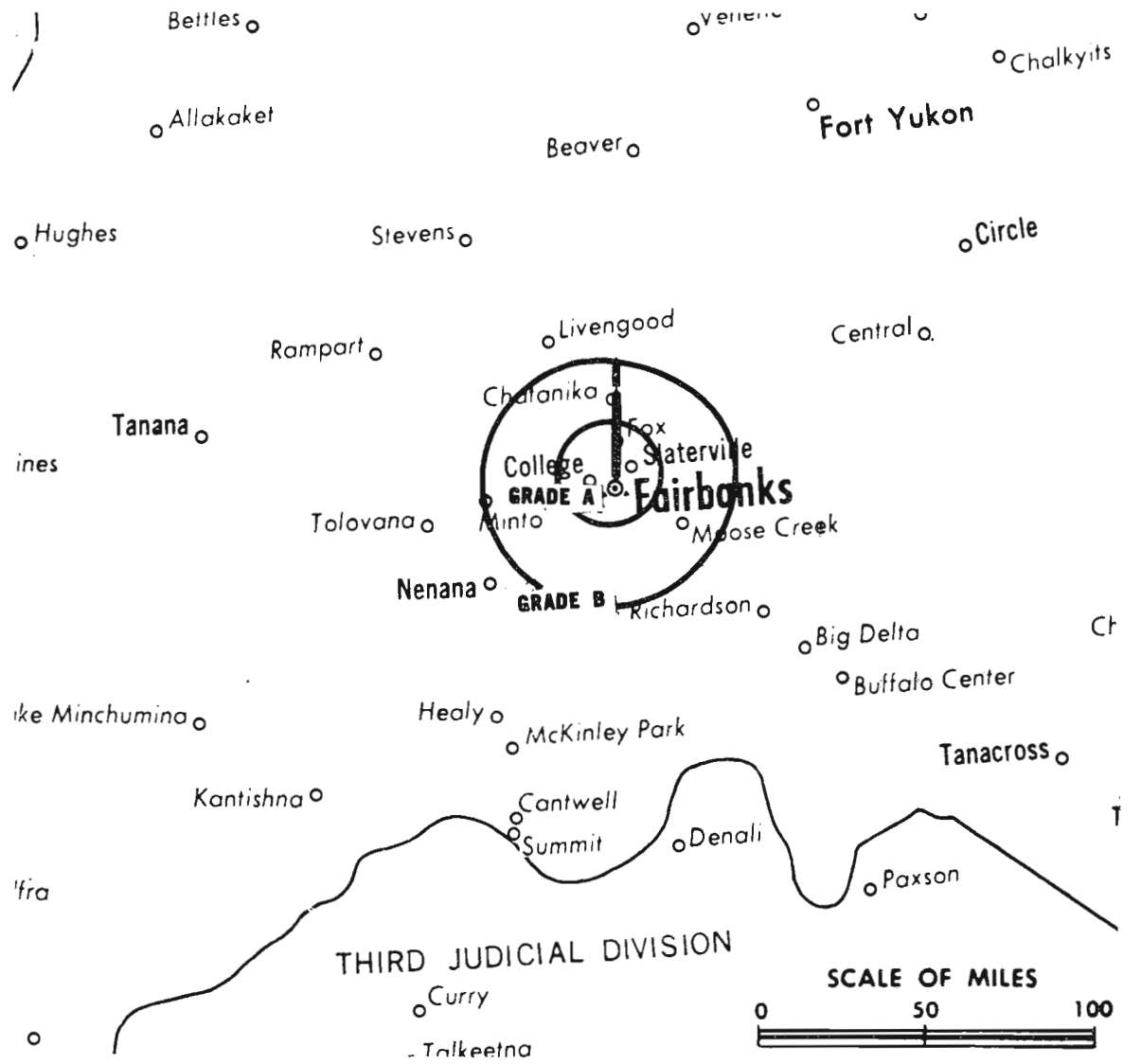
**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 5.37-kw visual, .676-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

Latitude 64° 50' 42"  
Longitude 147° 42' 42"

**Transmitter:** 516 Second Ave.

**AM Affiliate:** KFAR, 10-kw, 660 kc (ABC, NBC).

**News Wire Service:** AP.



KFAR-TV Ref: FCC File No. BMPCT-2710 Granted 1/14/55

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## KFAR-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc., P.O. Box 910, Fairbanks, Alaska (99701).

**Studio:** 516 Second Ave.

**Telephone:** 907-452-2125.

**Ownership:** See KENI-TV, Anchorage.

**Began Operation:** March 1, 1955.

**Represented (sales) by:** Del Day Inc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

**Personnel:**

A. O. BRAMSTEDT, general manager.  
DON ANDON, station manager.  
BILL WALLEY, program director.  
ELIZABETH BERG, film buyer.  
KEN PHILLIPS, chief engineer.

## DIGEST OF RATE CARD NO. 5 (Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$82.00	\$58.00	\$48.00	\$32.00	\$24.00

**Combination Rate:** See KENI-TV, Anchorage.

**NETWORK BASE HOURLY RATE:** \$250 (ABC & NBC, in combination with KENI-TV), \$150 (ABC & NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

# Alaska—Fairbanks



**KTVF**

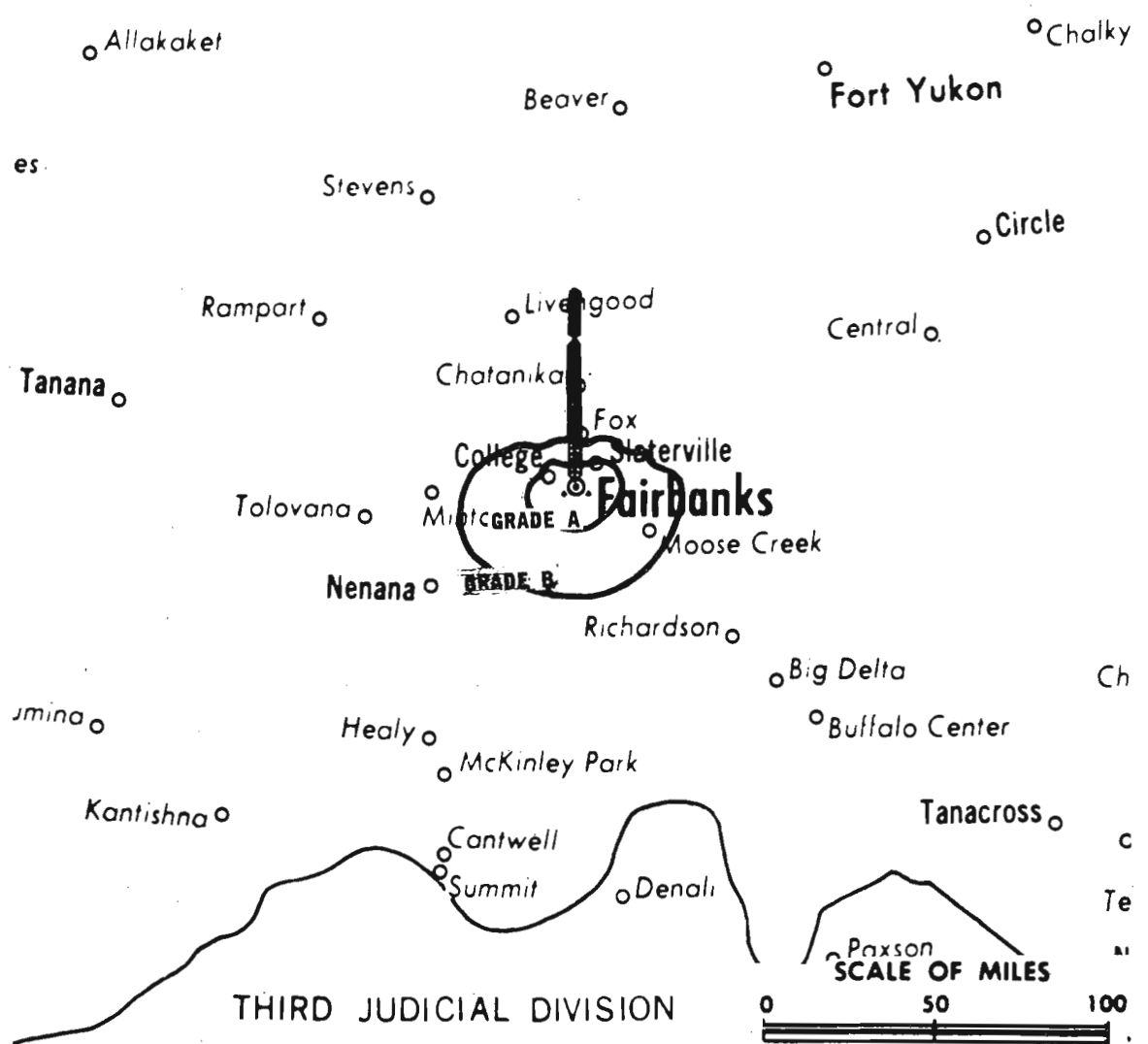
Ch. 11

**Technical Facilities:** Channel No. 11  
(198-204 mc). Authorized power:  
27.5-kw visual, 5.5-kw aural.  
Antenna: minus 51-ft. above av.  
terrain, 165-ft. above ground,  
604-ft. above sea level.

Latitude 64° 50' 35.7"  
Longitude 147° 42' 47.6"

Transmitter: 3rd & Lacey Sts., Fair-  
banks.

News Wire Service: AP.



KTVF Ref: FCC File No. BPCT-4060 Granted 12/4/67

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

## KTVF

Grantee (STA): Northern Television Inc., Box 590, Fairbanks, Alaska (99701).

Studio: 3rd & Lacey Sts., Fairbanks.

Telephones: 907-452-3636, 2468.

Ownership: Same as KTVA, Anchorage.

Began Operation: Feb. 3, 1955. Left air Aug. 14, 1967. Resumed operation Dec. 9, 1967.

Represented (sales) by Adam Young-VTM Inc., Alaska Radio TV Sales.

Represented (legal) by Booth & Lovett.

### Personnel:

A. G. HIEBERT, president.

LEONARD J. HANSEN, general manager.

JOHN GRIFFIN, commercial & station manager.

RUDY OTTESON, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Oct. 1, 1957)

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

Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.

\$135.00 \$81.00 \$54.00 \$45.00 \$33.75 \$27.00 \$20.25 \$13.50

Combination Rate: See KTVA, Anchorage.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$250.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Alaska—Juneau

**abc NBC KINY-TV**

**Ch. 8**

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: .239-kw visual, .0475-kw aural. Antenna: minus 1160-ft. above av. terrain, 69-ft. above ground, 109-ft. above sea level.

Latitude 58° 17' 21.8"

Longitude 134° 23' 38.3"

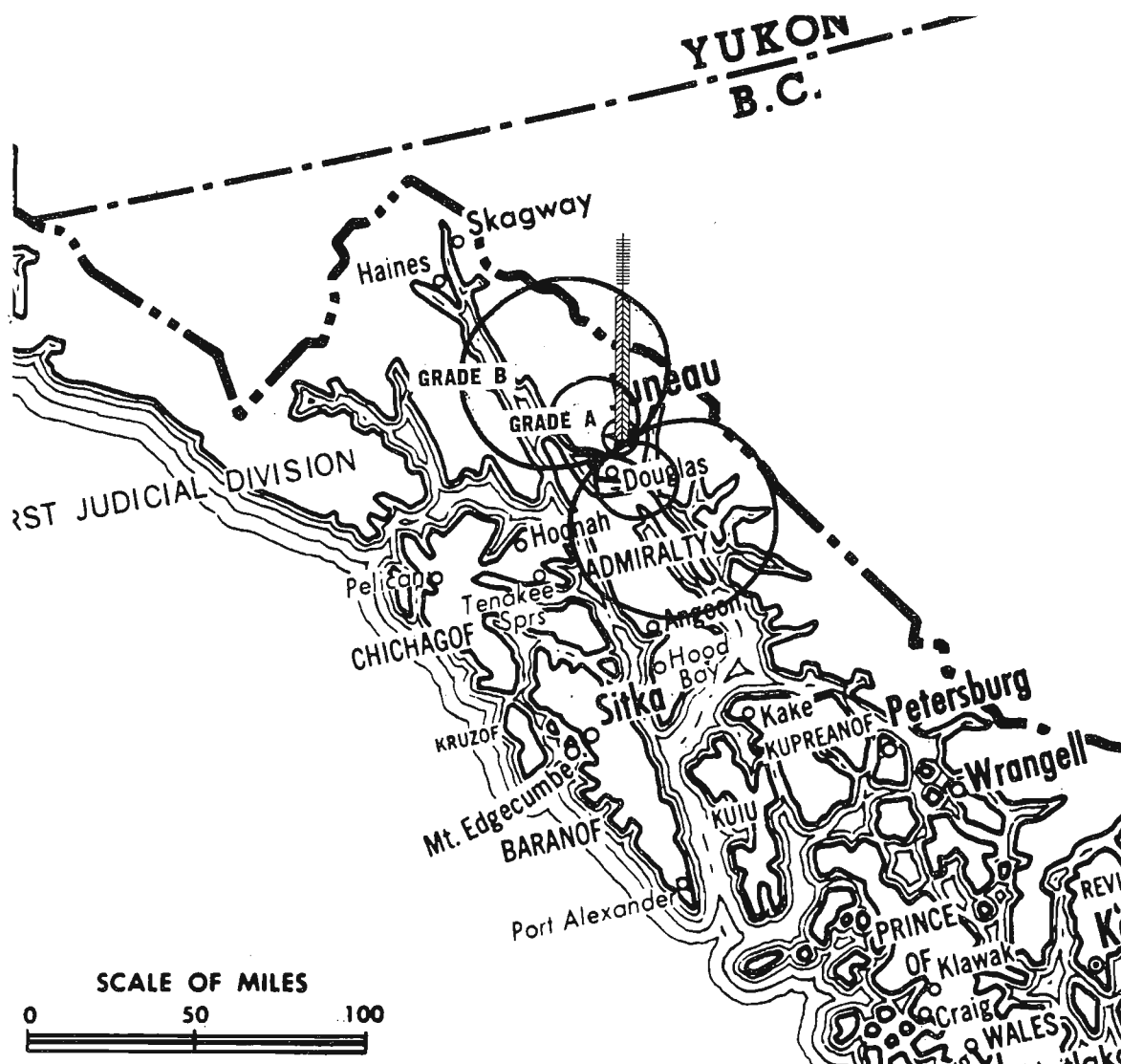
**Transmitter:** A. J. Rock Dump, Juneau.

**News Wire Service:** AP.

**Facsimile Service:** AP.

**News Film Service:** CBS.

**AM Affiliate:** KINY, 5-kw, 800 kc (CBS).



KINY-TV Ref: FCC File No. BPCT-3819 Granted 11/16/66

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## KINY-TV

**Network Service:** ABC, NBC, CBS (EMP).

**Licensee:** Juneau Broadcasters Inc., 231 S. Franklin St., Juneau, Alaska (99801).

**Studio:** 231 S. Franklin St., Juneau.

**Telephone:** 907-586-1800.

**Ownership:** Midnight Sun Bcstrs. Inc., 49.10%; Roger A. Thayer, 16.73%; Richard L. Peter, 13.69%; Elton E. Engstrom Jr., 10.69%; Ketchikan Alaska Television, 9.77%; 2 other stockholders with holdings totaling 0.48%.

**Began Operation:** Feb. 19, 1956. Sale to present owners by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18).

**Represented (sales) by** James C. Fletcher Jr., New York; Del Day Inc., Pacific Coast.

### Personnel:

RICHARD L. PETER, news director.  
JACK QUISENBERRY, general manager.  
GEORGE SHAGINAW, chief engineer.

## DIGEST OF RATE CARD NO. 3A (April 6, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6-10:30 p.m., daily.						
\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$20.00	\$16.00

NETWORK BASE HOURLY RATE: \$50 (ABC, CBS).

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska



# Alaska—Sitka



## KIFW-TV

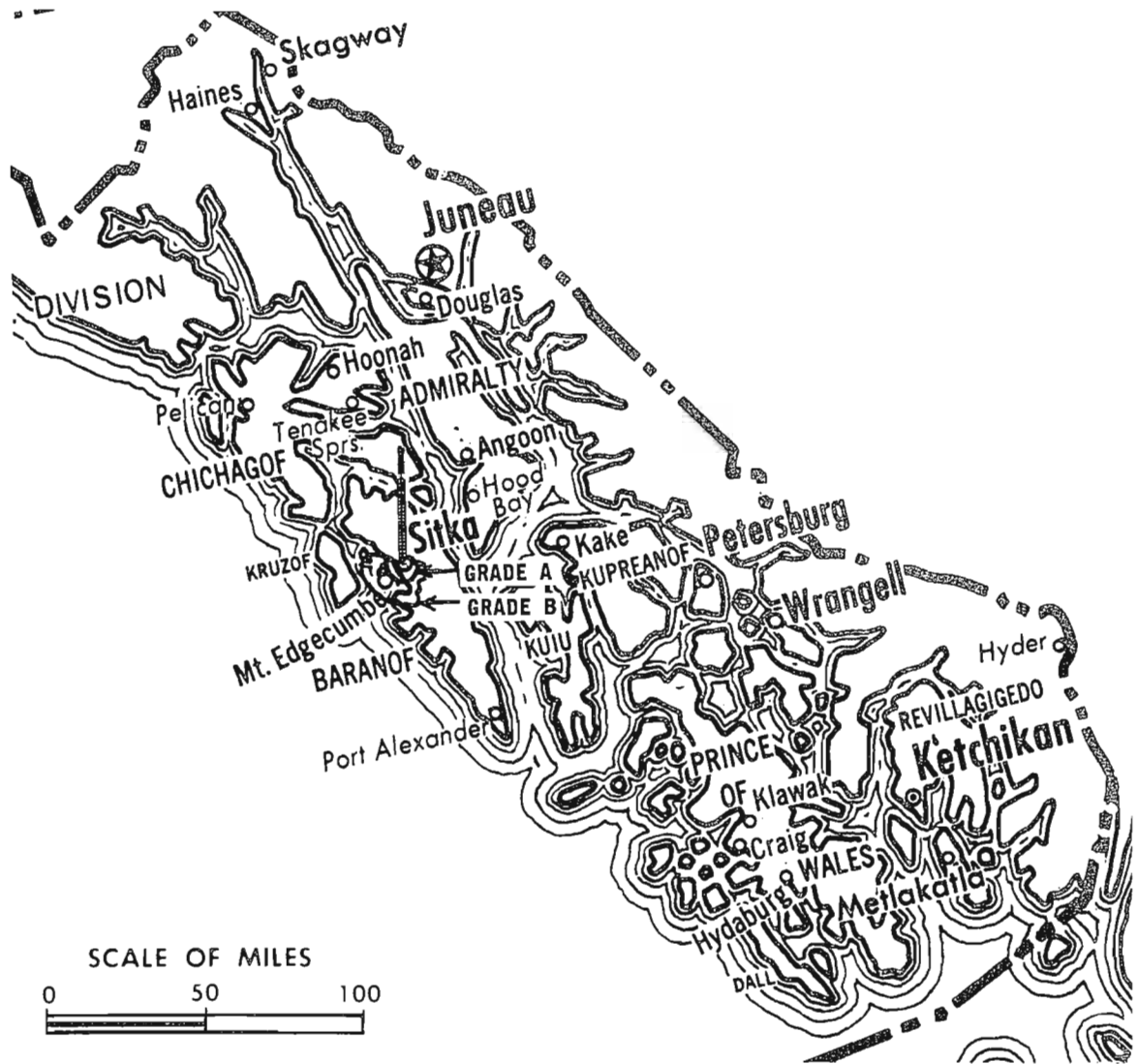
Ch. 13

Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
.199-kw visual, .03-kw aural. An-  
tenna: 150-ft. above av. terrain,  
157-ft. above ground, 185-ft.  
above sea level.

Latitude 57° 03' 26.5"  
Longitude 135° 20' 02"

Transmitter: 611 Lake St.

AM Affiliate: KIFW, .25-kw, 1230  
kc.



KIFW-TV Ref: FCC File No. BMPCT—6342 Granted 9/16/66

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## KIFW-TV

Licensee: Sitka Broadcasting Co., Box 299 (99835).

Studio: 611 Lake St.

Telephone: 747-3422.

Ownership: Roy Paschal, pres., 69.44%; 13 others, none with  
more than 4%.

Began Operation: Sept. 25, 1966.

Represented (sales) by Adam Young-VTM Inc.; Alaska Radio-TV  
Sales.

Represented (legal) by Booth & Lovett.

### Personnel:

ROY PASCHAL, president, general manager & film buyer.  
BOB REED, station manager & program director.  
PAUL MULLENIX, vice president.

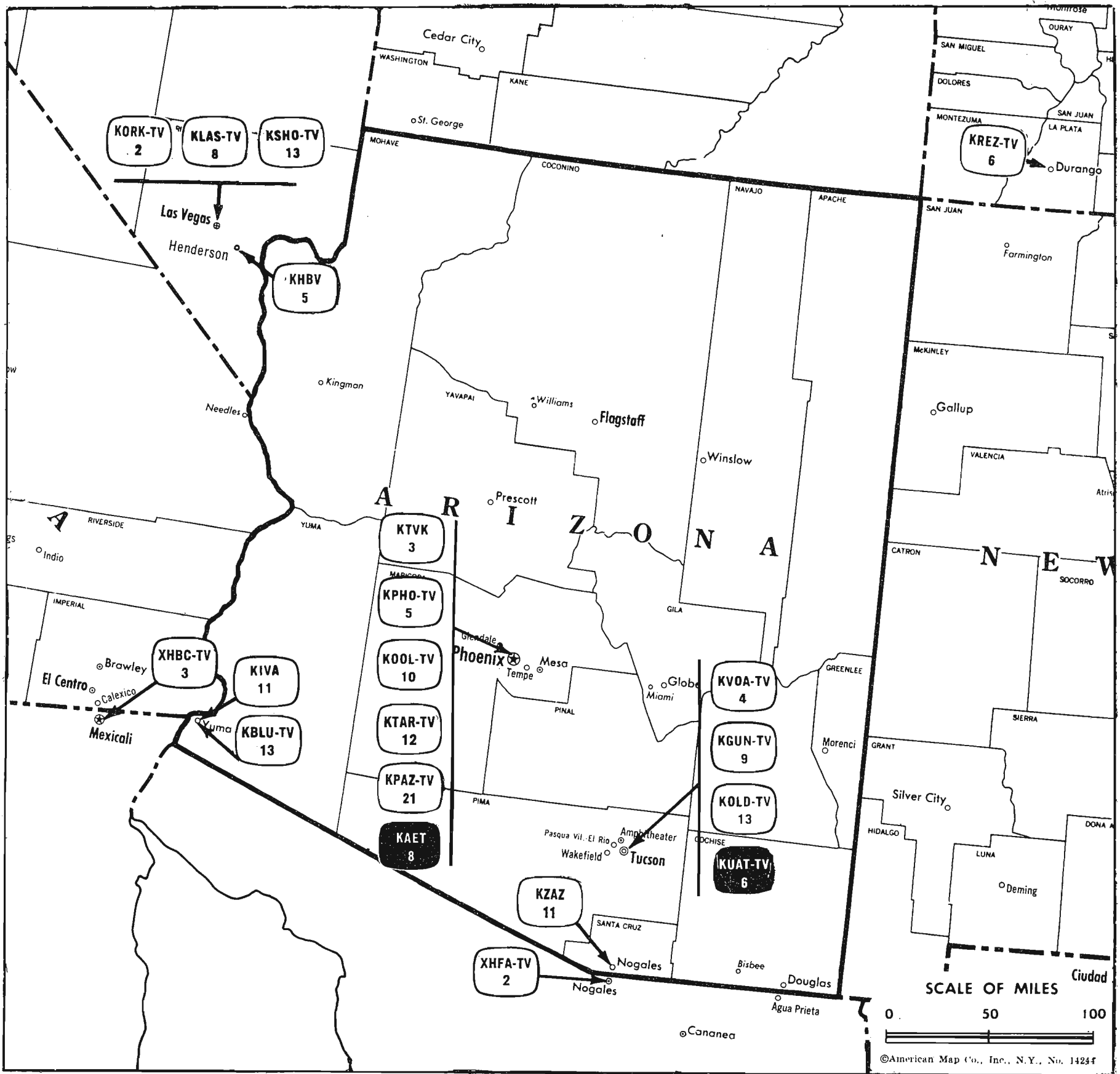
## DIGEST OF RATE CARD NO. 2

(May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$80.00	\$48.00	\$32.00	\$24.00	\$16.00	\$13.00

ARB Data comparable with that used for other  
States not available for Alaska.

# Arizona



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Phoenix	300,300	61	496,200	79	456,700	80
Tucson	129,400	130	449,400	93	415,000	92
Yuma-El Centro	25,500	206	44,700	217	39,900	217

## Arizona Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	10	1	11
Educational Television Stations	2	0	2
			13

For State's CATV Systems,  
see Services Volume

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KAET**  
**Phoenix**  
Ch. 8

Non-Commercial Educational Station

Grantee: Arizona Board of Regents, Arizona State U., Tempe, Ariz. (85281).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 117-kw visual, 16.2-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"

**KUAT**  
**Tucson**  
Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, Modern Language Bldg., Tucson, Ariz. (85721).

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .186-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"

Holds CP for change to 35.5-kw visual, 3.55-kw aural, 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level, lat. 32° 24' 55", long. 110° 42' 54"; move transmitter to Mt. Bigelow NE of Tucson. BPET-209.

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KTAR-TV**  
Mesa

(See Phoenix, Ariz.)

**KZAZ**  
Nogales

(See Tucson, Ariz.)



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See page 605-b for details



# Arizona—Phoenix



**KOOL-TV**



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 03' 42"

**Transmitter:** South Mountain.

**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**News Film Service:** CBS.

**AM Affiliate:** KOOL, 5-kw, 960 kc (CBS).

**FM Affiliate:** KOOL-FM, 100-kw, 94.5 mc (No. 233), 1620-ft. antenna height.

Total Households: © SRDS

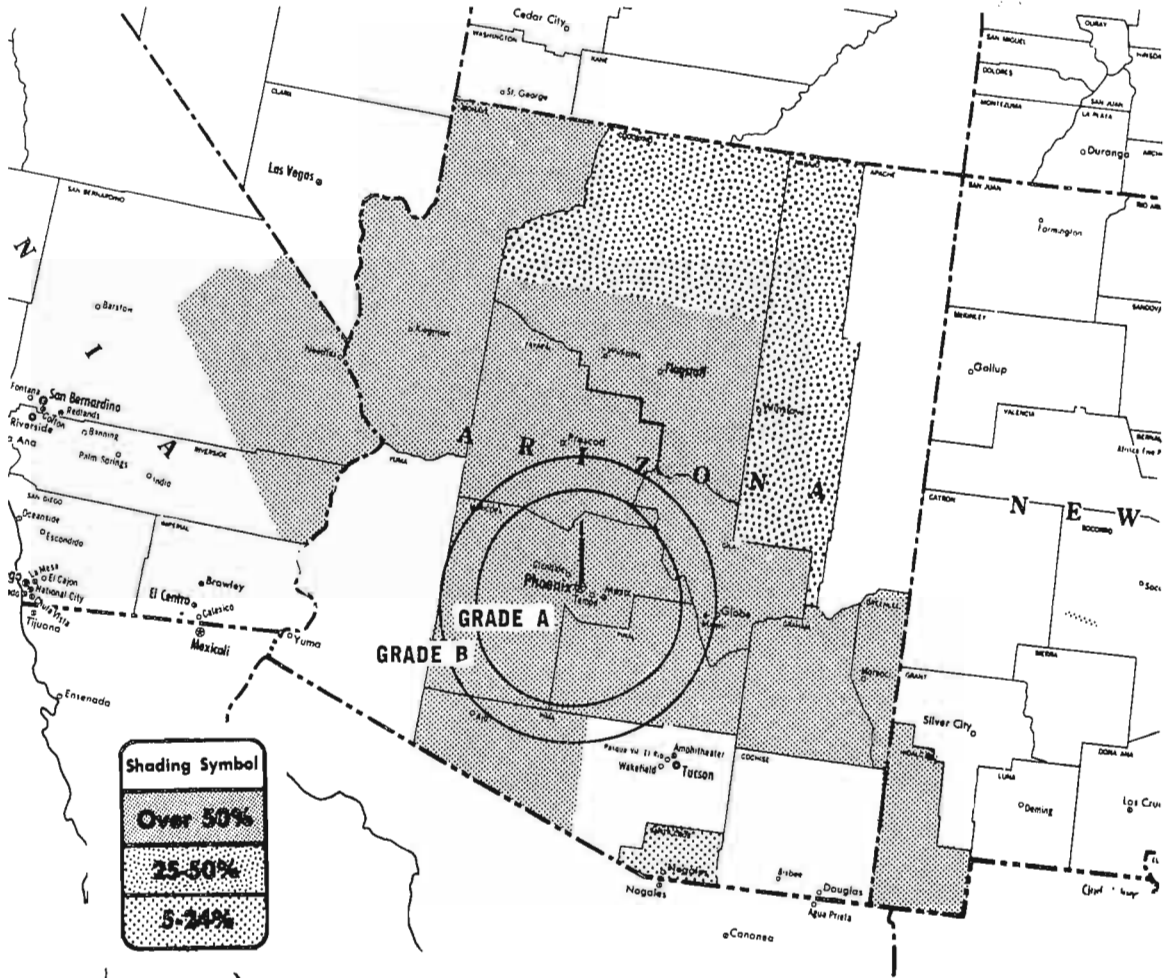
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KOOL-TV Ref: FCC File No. BMPCT-1372 Granted 9/4/53

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

## KOOL-TV

Licensee: KOOL Radio-Television Inc., 511 W. Adams St., Phoenix, Ariz. (85003).

Studio: 511 W. Adams St.

Telephone: 602-271-2345.

TWX No.: 910-951-1343.

Ownership: Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 20.19%; Frank Beer, 4.96%; Tom & Ann Kerney, 19.47%. Mr. Autry also owns 51% of KTLA(TV), Los Angeles and radio KMPC, Los Angeles, KEX, Portland; KVI, Seattle; 48% of KOLD-TV & KOLD, Tucson, and 50% of KSFO, San Francisco. Mr. Chauncey owns 25.6% of KOLD-TV & KOLD.

Began Operation: Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (Television Digest, Vol. 10:12, 19).

Represented (sales) by The Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

THOMAS CHAUNCEY, president.  
HOMER LANE, v.p. & general manager.  
LES LINDVIG, v.p. & station manager.  
ROBERT MARTIN, v.p. & dir. of programming, promotion & operations, film buyer.  
JACK MURPHY, v.p. & dir. of news and special events.  
ROBERT DAVIES, program director.  
MARGARET INJASOULIAN, promotion manager.  
ALBIN R. HILLSTROM, director of engineering.

DIGEST OF RATE CARD NO. 11—(Sept. 1, 1967)

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.  
\$950.00 \$575.00 \$350.00 \$250.00 \$200.00 \$160.00 \$100.00  
NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>ARIZONA</b>				
		Coconino	14,100	11,100	78
		Gila	8,200	7,100	87
		Graham	4,700	4,000	84
		Greenlee	3,100	2,800	90
		Maricopa	265,000	249,400	94
		Mohave	3,300	2,800	86
		Pima West	4,400	4,200	94
		Pinal	18,000	16,200	90
		Yavapai	10,800	9,100	84
	<b>CALIFORNIA</b>				
		Riverside East	5,800	5,400	93
		San Bernardino East	2,700	2,500	94
<b>NEW MEXICO</b>					
	Hidalgo	1,300	1,100	82	
Between 25-50%	<b>ARIZONA</b>				
		Navajo	10,700	7,900	74
	Santa Cruz	3,900	3,400	85	
<b>Station Totals</b>		<b>356,000</b>	<b>327,000</b>	<b>92</b>	
Net Weekly Circulation (March 1967)			300,300		
Average Daily Circulation (March 1967)			227,500		

For Index to Contents,  
see Services Volume

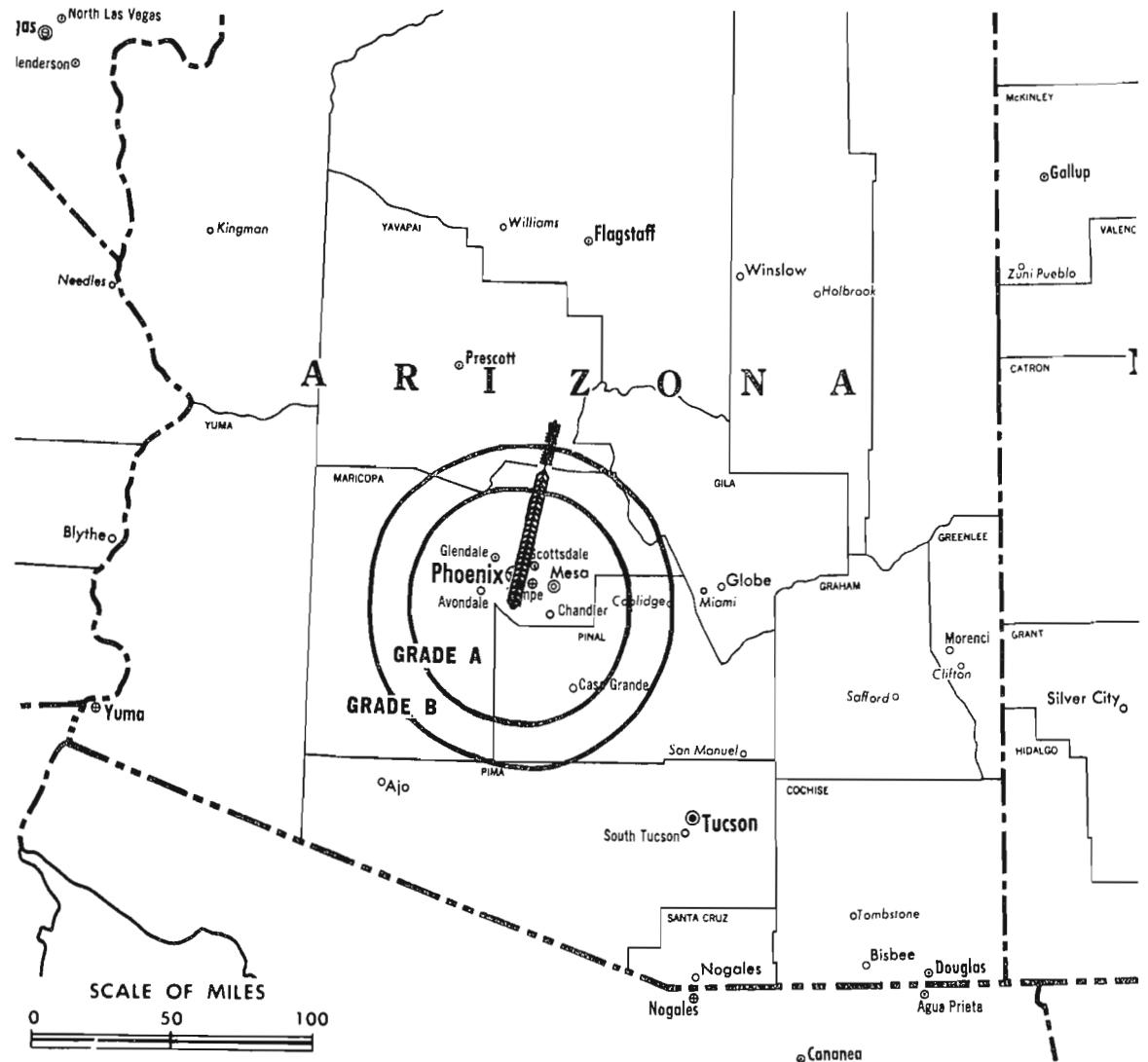
# Arizona—Phoenix

## KPAZ-TV

Ch. 21

**Technical Facilities:** Channel No. 21 (512-518 mc). Authorized power: 646-kw max. & 251-kw horizontal visual, 120-kw max. & 50-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 178-ft. above ground, 2799-ft. above sea level. Latitude 33° 20' 02.5" Longitude 112° 03' 42.0"

**Transmitter:** South Mtn. Park.  
**TV tape:** Recording facilities.  
**Color:** Film, slide & tape.



KPAZ-TV Ref: FCC File No. BPCT-3515 Granted 7/28/65

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## KPAZ-TV

**Network Service:** None, independent sports, news & Spanish language outlet.

**Grantee:** Spanish Language Television of Arizona Inc., 3845 E. Thomas Rd., Phoenix (85018).

**Studio:** 3847 E. Thomas Rd., Phoenix (85018).

**Telephone:** 602-273-1477.

**Ownership:** Donald B. Thomson, pres., 1.3%; George W. Soderquist, 1st v.p.-secy., 10.3%; Arnold R. Sabel, 2nd v.p., 7.4%; Elmer S. Green, treas., 4.5%; e pluribus unum enterprises Inc. (Thomson, sole owner), 17.5%; T. Richard Gregory, 8.9%; Harvey M. Ross, 8.7%; Lehman Brothers, 6%; Burnham & Co., 5.5%; Josephal & Co., 2.9%; Herb Lindner, 1.8%; Sterling Grace & Co., 1.5%; Jesup & Lamont, 1.3%; Robinson-Humphrey Co., 1.2%.

**Began Operation:** Sept. 16, 1967.

**Represented (sales)** by Spanish International Network Sales.

**Represented (legal)** by McKenna & Wilkinson.

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

### Personnel:

DON THOMSON, president.  
MR. SHIRLEY CLUM, general manager.  
LOU SILVERSTEIN, sales manager.  
SKIP MORETTI, chief engineer.  
RALPH HUNT, operations manager.

### DIGEST OF RATE CARD NO. 2 (Sept. 16, 1967)

Hour	30 Min.	15 Min.	Min.	10 Sec.
Sports: 8:30-10:30 p.m., daily.				
\$250.00	\$135.00	\$110.00	\$45.00	\$22.50
Spanish Language: 6-8:30 p.m., daily.				
\$150.00	\$100.00	\$80.00	\$30.00	\$15.00

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

# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 08' 40"

**Transmitter:** Atop South Mountain, 8.5-mi. S of Phoenix.

**TV tape:** Recording facilities.

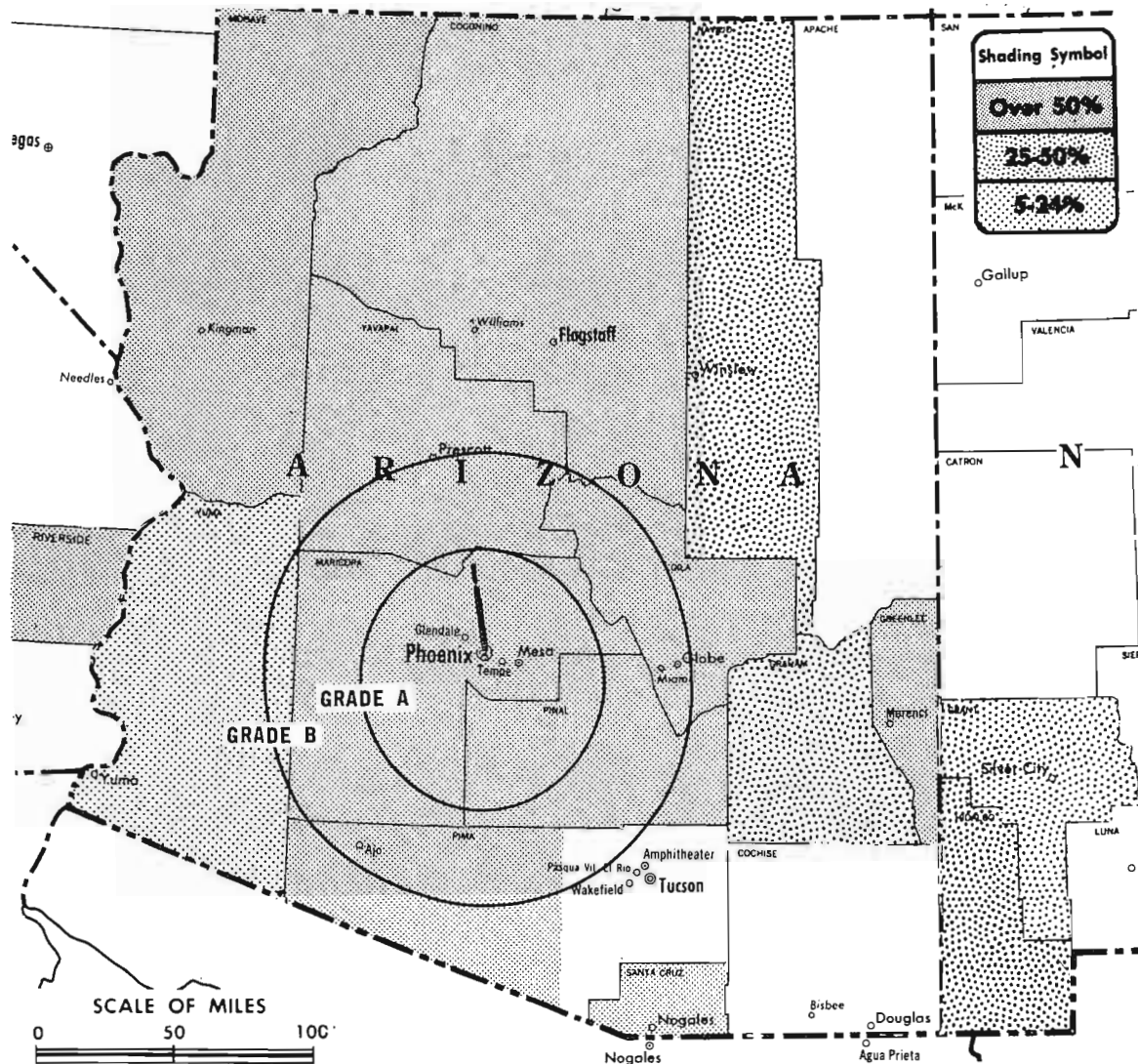
**Color:** Network, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KPHO, 5-kw, 910 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KPHO-TV Ref: FCC File No. BPCT-2580 Granted 1/9/59

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

## KPHO-TV

**Network Service:** None, independent.

**Licensee:** Meredith Broadcasting Co., 631 N. First Ave., Phoenix, Ariz. (85004).

**Studio:** 631 N. First Ave.

**Telephone:** 602-258-4511. **TWX No.:** 910-951-1519.

**Ownership:** Meredith Publishing Co., Des Moines, Iowa, through Meredith Broadcasting Co. For Meredith Publishing Co. executives see Publishing Firms with TV Station Ownership. Broadcasting officers: Fred Bohlen, chairman of the board; Frank B. Fogarty, pres.; E. T. Meredith, Richard B. Rawls, E. K. Hartenbower, Paul Adanti, Howard Stalnaker, v.p.'s; Gerald Thornton, secy.; H. Y. Engeldinger, comptroller. Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; WOW-TV, WOW & WOW-FM, Omaha, Neb.

**Began Operation:** Dec. 4, 1949. Sold to present owner in June, 1952 (Television Digest, Vol. 8:18 & 26).

**Represented (sales) by** The Katz Agency Inc.

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

### Personnel:

RICHARD B. RAWLS, v.p. & general manager.  
GENE SPRY, station manager & film buyer.  
LARRY BURROUGHS, program director.  
KARL E. KENNEDY, promotion supervisor.  
BLU WRIGHT, sales manager.  
MIKE O'ROURKE, operations manager.  
CLIFF HOEHNS, news editor.  
GLENN THOMPSON, director of engineering.

### DIGEST OF RATE CARD NO. A20 & P17 (Aug. 1, 1967)

Hour	30 Min.	10 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.					
\$600.00	\$360.00	\$180.00	\$150.00	\$98.00	\$59.00

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ARIZONA</b>				
		Coconino	14,100	11,100	78
		Gila	8,200	7,100	87
		Greenlee	3,100	2,800	90
		Maricopa	265,000	249,400	94
		Mohave	3,300	2,800	86
		Pima West	4,400	4,200	94
		Pinal	18,000	16,200	90
		Santa Cruz	3,900	3,400	85
		Yavapai	10,800	9,100	84
<b>Between 25-50%</b>	<b>CALIFORNIA</b>				
		Riverside East	5,800	5,400	93
	<b>ARIZONA</b>				
		Graham	4,700	4,000	84
<b>Between 5-24%</b>	<b>NEW MEXICO</b>				
		Navajo	10,700	7,900	74
		Grant	5,700	4,800	85
	Hidalgo	1,300	1,100	82	
<b>Station Totals</b>		<b>ARIZONA</b>			
		Yuma	17,200	15,600	91
	<b>Station Totals</b>		376,200	344,900	92
	<b>Net Weekly Circulation (March 1967)</b>				277,500
<b>Average Daily Circulation (March 1967)</b>					144,200

For Color Set Penetration,  
see Services Volume



# Arizona—Phoenix



**KTVK**



Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level.

Latitude 33° 20' 01"  
Longitude 112° 03' 45"

Transmitter: South Mt., 7-mi. S of Phoenix.

TV tape: Recording facilities.

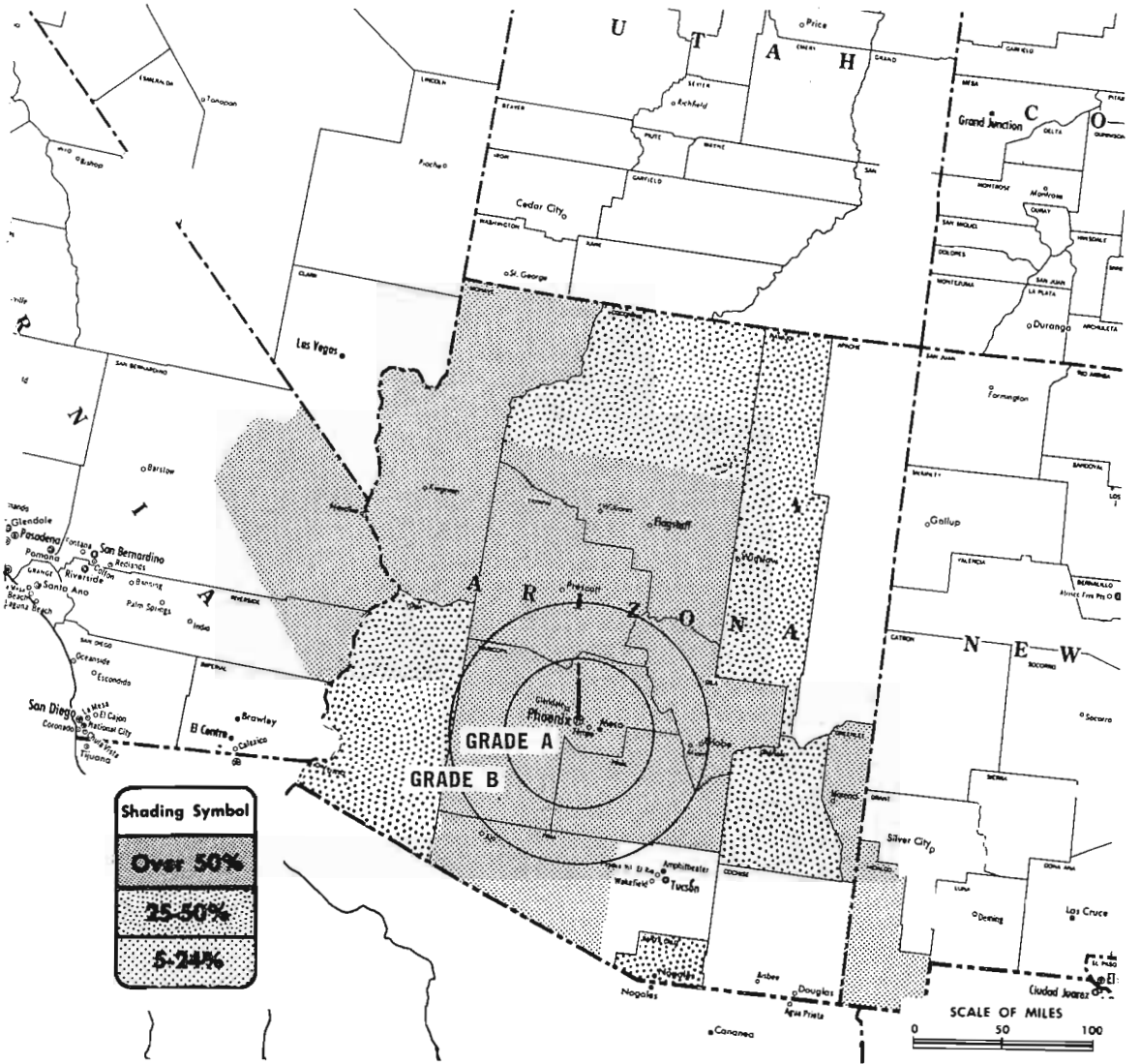
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVK Ref: FCC File No. BPCT-1636 Granted 6/10/54

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

## KTVK

Licensee: Arizona Television Co., 3435 N. 16th St., Phoenix, Ariz. (85016).

Studio: 3435 N. 16th St.

Telephone: 602-266-5691. TWX No.: 602-255-0544.

Ownership: Ernest W. McFarland, pres., 40.92%; Leon M. Nowell, v.p., 19.67%; Ralph Watkins, v.p.-treas., 19.67%; Henry Larson, secy., 4.92%; Delbert Lewis, 12.36%; Roland Bibolet, 1.97%; Edward Cooper, .2%; Bassett Wright, .23%.

Began Operation: Feb. 28, 1955.

Represented (sales) by Blair TV.

Represented (engineering) by Lohnes & Culver.

### Personnel:

BURTON B. LaDOW, general manager.  
THOMAS G. HABIB, program director.  
EARL MEHAFFEY, chief engineer.

### DIGEST OF RATE CARD NO. 7—(June 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$600.00	\$300.00	\$200.00	\$160.00	\$210.00	\$200.00 \$105.00
NETWORK BASE HOURLY RATE: \$600.						

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>ARIZONA</b>				
		Coconino	14,100	11,100	78
		Gila	8,200	7,100	87
		Greenlee	3,100	2,800	90
		Maricopa	265,000	249,400	94
		Mohave	3,300	2,800	86
		Pima West	4,400	4,200	94
		Pinal	18,000	16,200	90
		Yavapai	10,800	9,100	84
	<b>CALIFORNIA</b>				
		Riverside East	5,800	5,400	93
		San Bernardino East	2,700	2,500	94
	<b>NEW MEXICO</b>				
	Hidalgo	1,300	1,100	82	
Between 25-50%	<b>ARIZONA</b>				
		Graham	4,700	4,000	84
		Navajo	10,700	7,900	74
	Yuma	17,200	15,600	91	
Between 5-25%	<b>ARIZONA</b>				
	Santa Cruz	3,900	3,400	85	
Station Totals		373,200	342,600	92	
Net Weekly Circulation (March 1967)				296,500	
Average Daily Circulation (March 1967)				187,600	

# Arizona—Phoenix-Mesa



**KTAR-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

Latitude 33° 19' 59.5"  
Longitude 112° 03' 47.5"

**Transmitter:** South Mountain Park, 7-mi. S of Phoenix.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP.

**News Film Service:** NBC.

**Facsimile Service:** AP.

**AM Affiliate:** KTAR, 5-kw, 620 kc (NBC). **FM Affiliate:** KTAR-FM, 114.8-kw, 98.7 mc (No. 254), 1677-ft. antenna height.

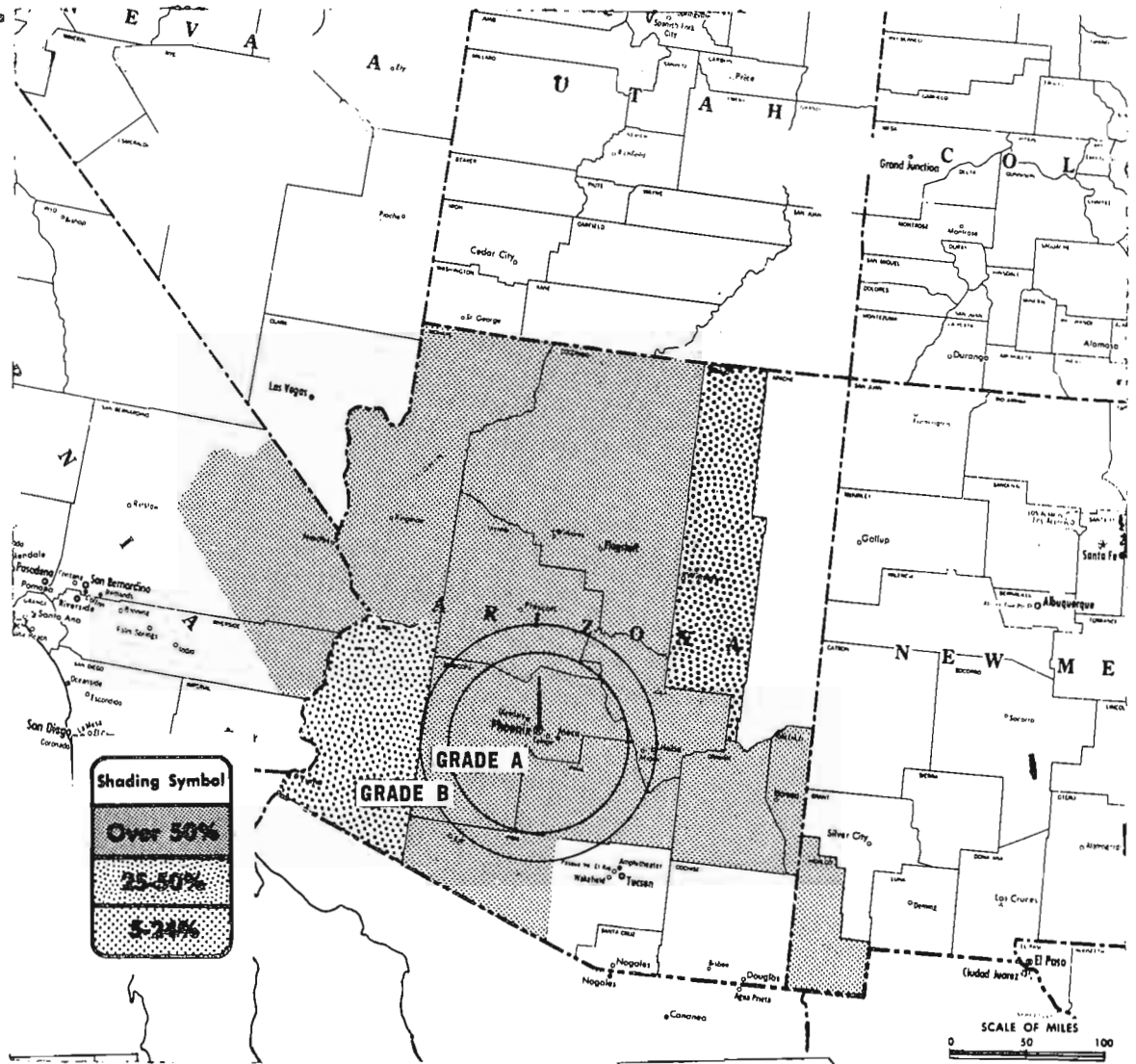
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KTAR-TV Ref: FCC File No. BPCT-2721 Granted 3/18/60

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

## KTAR-TV

**Licensee:** KTAR Bcstg. Co., 1101 N. Central Ave., Phoenix, Ariz. (85004).

**Studio:** 1101 N. Central Ave., P.O. Box 711.

**Telephone:** 602-254-4161.

**TWX No.:** 602-255-0465.

**Ownership:** John J. Louis, estate and members of his family, 79.62%; Richard O. Lewis, chmn., 19.20%; J. H. Haughwout, 1.18%. KTAR owns KYUM, Yuma and KYCA, Prescott. Note: Merger with Eller Telecasting (KBLU-TV, Yuma) to form Combined Communications Corp. pends.

**Began Operation:** April 23, 1953. Sale to present owners by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** Robb, Porter, Kistler & Parkinson.

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

**Personnel:**

RICHARD O. LEWIS, chairman of board.  
RAY C. SMUCKER, president & general manager.  
GEORGE GUYAN, sales manager.  
GENE McLAIN, director of public affairs.  
BOB RUSSELL, production manager.  
ROBERT ALLINGHAM, program director & film buyer.  
RAY COX, promotion manager.  
CLIFF STEVENS, chief engineer.

### DIGEST OF RATE CARD NO. 8A (Nov. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.  
\$825.00 \$500.00 \$415.00 \$250.00 \$200.00 \$180.00 \$100.00  
NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>ARIZONA</b>				
		Coconino	14,100	11,100	78
		Gila	8,200	7,100	87
		Graham	4,700	4,000	84
		Greenlee	3,100	2,800	90
		Maricopa	265,000	249,400	94
		Mohave	3,300	2,800	86
		Pima West	4,400	4,200	94
		Pinal	18,000	16,200	90
		Yavapai	10,800	9,100	84
		<b>CALIFORNIA</b>			
		Riverside East	5,800	5,400	93
		San Bernardino East	2,700	2,500	94
	<b>NEW MEXICO</b>				
	Hidalgo	1,300	1,100	82	
Between 25-50%	<b>ARIZONA</b>				
		Navajo	10,700	7,900	74
	Yuma	17,200	15,600	91	
<b>Station Totals</b>		<b>369,300</b>	<b>339,200</b>	<b>92</b>	
<b>Net Weekly Circulation (March 1967)</b>			<b>297,100</b>		
<b>Average Daily Circulation (March 1967)</b>			<b>204,700</b>		

For Arizona Translator Stations,  
see Services Volume

# Arizona—Tucson



**KGUN-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 63.1-kw visual, 12.5-kw aural. Antenna: 3660-ft. above av. terrain, 237-ft. above ground, 8737-ft. above sea level.

Latitude 32° 24' 25"

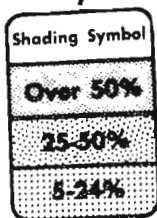
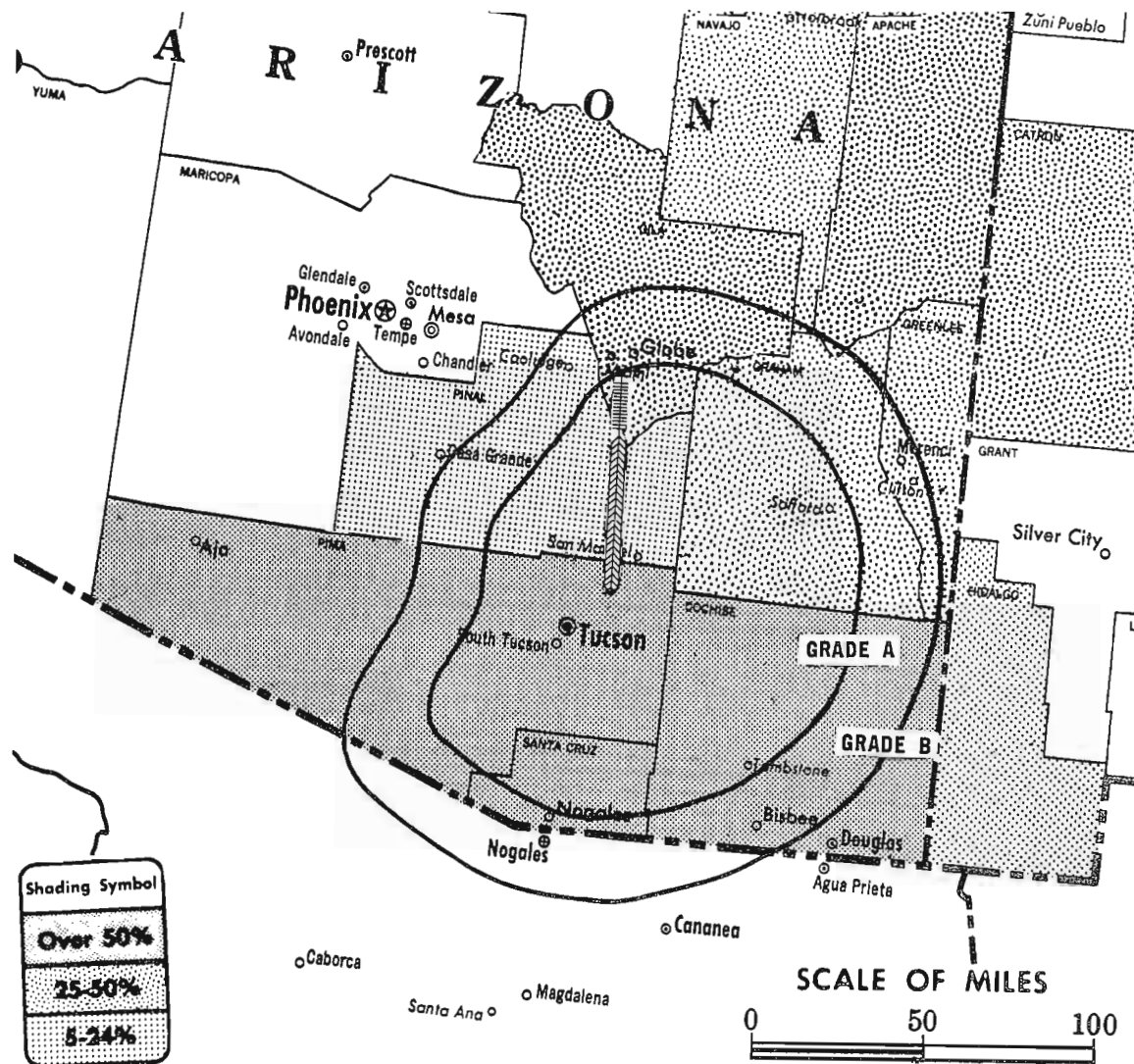
Longitude 110° 42' 59.4"

Transmitter: Mt. Bigelow.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KGUN-TV Ref: FCC File No. BMPCT-3204 Granted 9/7/55

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

## KGUN-TV

Licensee: Gilmore Broadcasting Corp. of Ariz., Box 5147, Tucson, Ariz. (85703).

Studio: 2175 N. Sixth Ave.

Telephone: 602-792-9933. TWX No.: 602-792-2758.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: May 5, 1956. Sale to present owner by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, Ind. was approved July 15, 1964 by FCC (Television Digest, Vol. 4:26, 29). Sale to Hilberg group by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 by FCC (Vol. 12:51).

Represented (sales) by Avery-Knodel.

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

Personnel:

JAMES S. GILMORE JR., president.  
HAMILTON SHEA, executive vice president.  
FRED L. VANCE, vice president & general manager.  
GEORGE WALLACE, sales manager.  
PAUL J. FALVEY, controller.  
JACK JACOBSON, program director.  
ROBERT CLEVELAND, chief engineer.

DIGEST OF RATE CARD NO. 10  
(June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$87.50	\$80.00	\$70.00 \$40.00
NETWORK BASE HOURLY RATE: \$325.00.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARIZONA			
	Cochise	18,900	16,800	89
	Pima East	98,400	92,500	94
	Pima West	4,400	4,200	94
	Santa Cruz	3,900	3,400	85
<b>Between 25-50%</b>	ARIZONA			
	Apache	7,100	4,800	68
	Gila	8,200	7,100	87
	Graham	4,700	4,000	84
	Greenlee	3,100	2,800	90
	Navajo	10,700	7,900	74
<b>Between 5-24%</b>	NEW MEXICO			
	Catron	500	400	70
<b>Between 5-24%</b>	ARIZONA			
	Pinal	18,000	16,200	90
<b>Between 5-24%</b>	NEW MEXICO			
	Hidalgo	1,300	1,100	82
Station Totals		179,200	161,200	90
Net Weekly Circulation (March 1967)				124,100
Average Daily Circulation (March 1967)				77,600

For Color Set Penetration by Market  
see Services Volume



# Arizona—Tucson



**KVOA-TV**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 35-kw visual (maximum power allowed), 6.92-kw aural. Antenna: 3680-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56"  
Longitude 110° 42' 48.5"

**Transmitter:** Mt. Bigelow, 18-mi. NE of Tucson.

**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.

**News Film Service:** NBC.

**Facsimile Service:** UPI.

Total Households: © SRDS

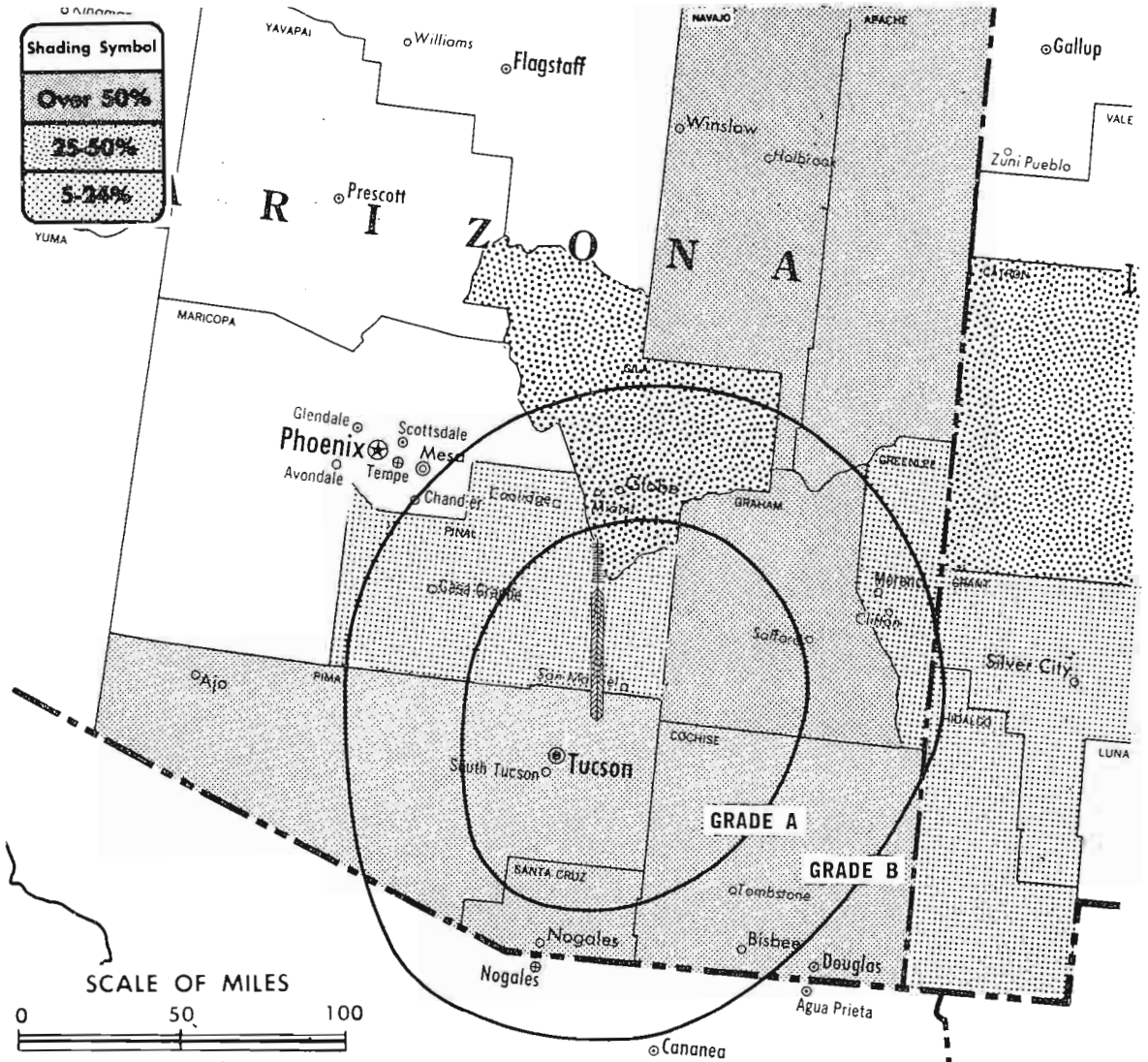
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KVOA-TV Ref: FCC File No. BPCT-2685 Granted 12/2/59

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

## KVOA-TV

**Licensee:** Telestation KVOA-TV, Box 5188, Tucson, Ariz. (85703).

**Studio:** 209 W. Elm St., Tucson, Ariz. (85705).

**Telephone:** 602-623-2555.

**TWX No.:** 602-792-2659.

**Ownership:** WGAL Television Inc. For other interests see WGAL-TV, Lancaster, Pa.

**Began Operation:** Sept. 27, 1953. Sale to present owner by Alvarado Television Co. Inc. approved by FCC Jan. 23, 1963 (BRCT-122). Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959, by FCC (Television Digest, Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles & associates approved Feb. 6, 1957 (Vols. 12:51, 13:6).

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

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

**Represented (engineering) by** James C. McNary.

### Personnel:

CLAIR R. McCOLLOUGH, president.

GORDON E. HAMILTON, station and sales manager, film buyer.

ROBERT BOLLINGER, operations manager.

DAVID SONDEREGGER, news director.

RAYMOND H. HOLSCLAW, chief engineer.

### DIGEST OF RATE CARD NO. 9A

(Oct. 1, 1967)

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

Class AA—7:01-10:01 p.m., daily.

\$400.00 \$250.00 \$160.00 \$100.00 \$72.00 \$69.00 \$45.00

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARIZONA			
	Apache	7,100	4,800	68
	Cochise	18,900	16,800	89
	Graham	4,700	4,000	84
	Navajo	10,700	7,900	74
	Pima East	98,400	92,500	94
	Pima West	4,400	4,200	94
Santa Cruz	3,900	3,400	85	
<b>Between 25-50%</b>	ARIZONA			
	Gila	8,200	7,100	87
	NEW MEXICO			
Catron	500	400	70	
<b>Between 5-24%</b>	ARIZONA			
	Greenlee	3,100	2,800	90
	Pinal	18,000	16,200	90
	NEW MEXICO			
Grant	5,700	4,800	85	
Hidalgo	1,300	1,100	82	
<b>Station Totals</b>		184,900	166,000	90
<b>Net Weekly Circulation (March 1967)</b>				129,400
<b>Average Daily Circulation (March 1967)</b>				90,300

For Station-Owned Translators,  
See Services Volume



**diversified**



**14<sup>th</sup> fastest  
growing market  
in U.S.**



**solid**



**TUCSON, ARIZONA**

**KVOA-TV | 4**  
NBC



**STEINMAN STATION**

Clair McCollough, Pres.  
G. E. "Doc" Hamilton, Sta. Mgr.

For 12 years the #1 rated† leader in its going, growing market, KVOA-TV delivers the audience, stimulates your sales. Effective buying income \$1,161,018,000.\*\* Total retail sales \$777,537,000.\*\* Pick the leader. It pays.

\*Chamber of Commerce/Development Authority, Tucson's Economy/Valley National Bank  
†American Research Bureau Tucson Television Surveys 1956-1967  
\*\*SALES MANAGEMENT Survey of Buying Power 6/10/67

Representatives: The MEEKER Company, Inc. New York Chicago Los Angeles San Francisco  
BUSBY, FINCH & WOODS, INC. Atlanta • BOB HIX CO. Denver • MARIO MESSINA CO. Dallas

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.  
KVOA-TV Tucson, Ariz. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M.

# Arizona—Tucson



**KOLD-TV**



Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 15.6-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

Latitude 32° 24' 56.5"  
Longitude 110° 42' 48.5"

**Transmitter:** Mt. Bigelow, 18-mi. NE of Tucson.

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

**News Wire Service:** UPI.

**News Film Service:** CBS.

Total Households: © SRDS

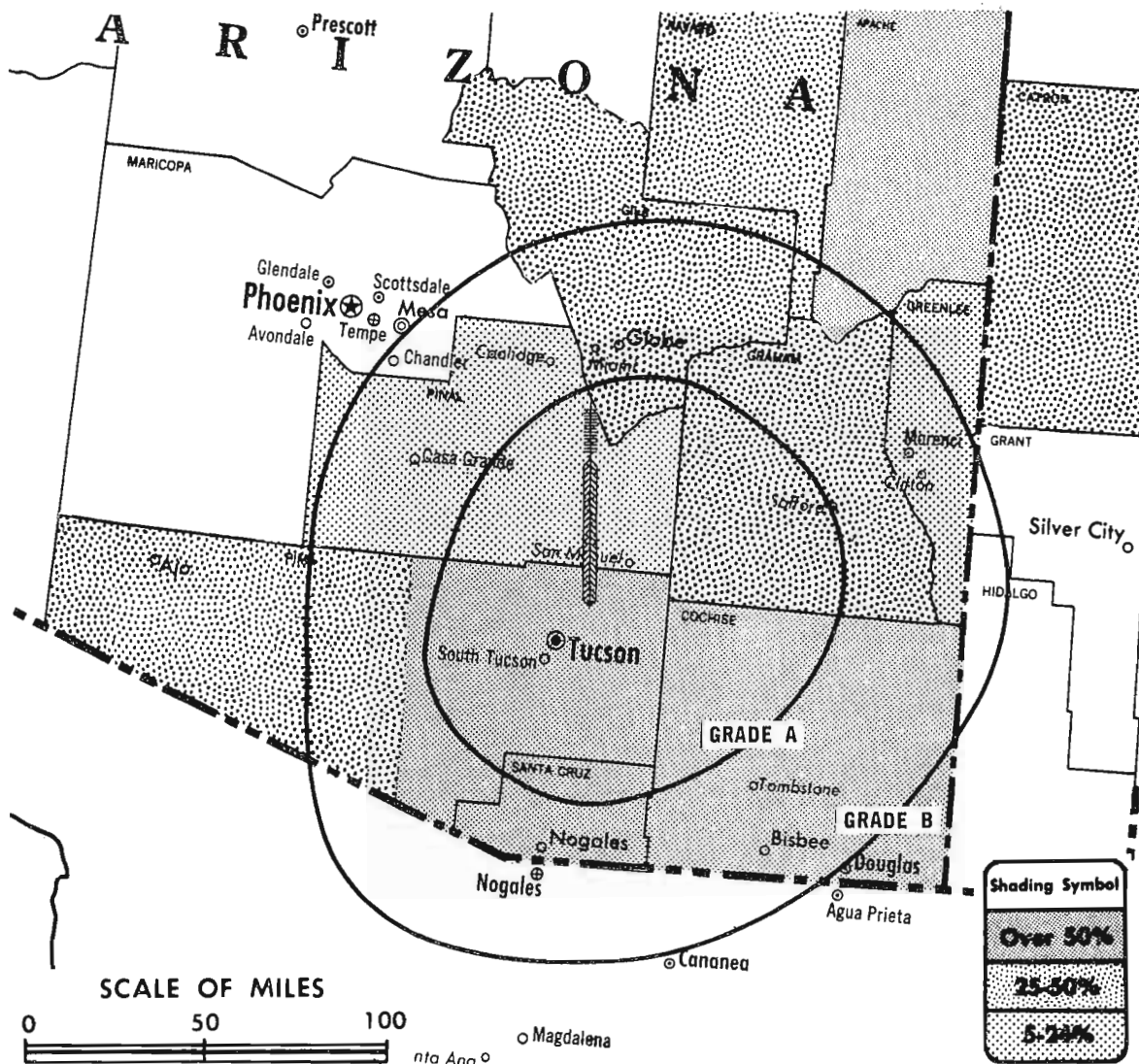
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KOLD-TV Ref: FCC File No. BMPCT-5607 Granted 6/9/61

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

## KOLD-TV

**Licensee:** Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz. (85705).

**Studio:** 115 W. Drachman.

**Telephone:** 602-624-2511. TWX No.: 910-952-1122.

**AM Affiliate:** KOLD, .25-kw, 1450 kc (CBS).

**Ownership:** Gene Autry, chairman, 48%; Tom Chauncey, pres.-treas., 25.66%; E. S. Mittendorf, v.p. & secy., 2%; Anne Long Kerney, 20%; Frank Beer, 4.34%. Interlocking ownership with KOOL-TV, Phoenix. Mr. Autry is also chief stockholder in KTLA (TV), Los Angeles and radios KMPC, Los Angeles; KVI, Seattle, and KEX, Portland. He owns 50% of KSFO, San Francisco.

**Began Operation:** Jan. 13, 1953.

**Represented (sales)** by The Hollingbery Co.

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

**Represented (engineering)** by David L. Steel Sr.

### Personnel:

TOM CHAUNCEY, president.  
BOB MARTIN, assistant to the president.  
PAUL PLUNKETT, v.p. & general manager.  
CHARLES OLSON, station manager.  
JESSIE SCHWARZ, v.p. & comptroller.  
DAVE REABEN, operations manager.  
HOWARD SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 10—(May 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$375.00 \$225.00 \$150.00 \$100.00 \$80.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARIZONA			
	Apache	7,100	4,800	68
	Cochise	18,900	16,800	89
	Navajo	10,700	7,900	74
	Pima East	98,400	92,500	94
	Santa Cruz	3,900	3,400	85
<b>Between 25-50%</b>	ARIZONA			
	Gila	8,200	7,100	87
	Graham	4,700	4,000	84
	Pima West	4,400	4,200	94
<b>Between 5-24%</b>	NEW MEXICO			
	Catron	500	400	70
<b>Between 5-24%</b>	ARIZONA			
	Greenlee	3,100	2,800	90
	Pinal	18,000	16,200	90
<b>Station Totals</b>		177,900	160,100	90
<b>Net Weekly Circulation (March 1967)</b>				121,100
<b>Average Daily Circulation (March 1967)</b>				85,700

For Other TV Station Group Owners,  
see Services Volume



# Arizona—Nogales

**KZAZ**

Ch. 11

(Also serves Tucson)

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 150-kw visual, 15-kw aural. Antenna: 1570-ft. above av. terrain, 120-ft. above ground, 5980-ft. above sea level.

Latitude 31° 42' 18"

Longitude 110° 55' 26"

Transmitter: Mt. Hopkins, 25.8-mi. NE of Nogales Post Office.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: UPI.

Total Households: © SRDS

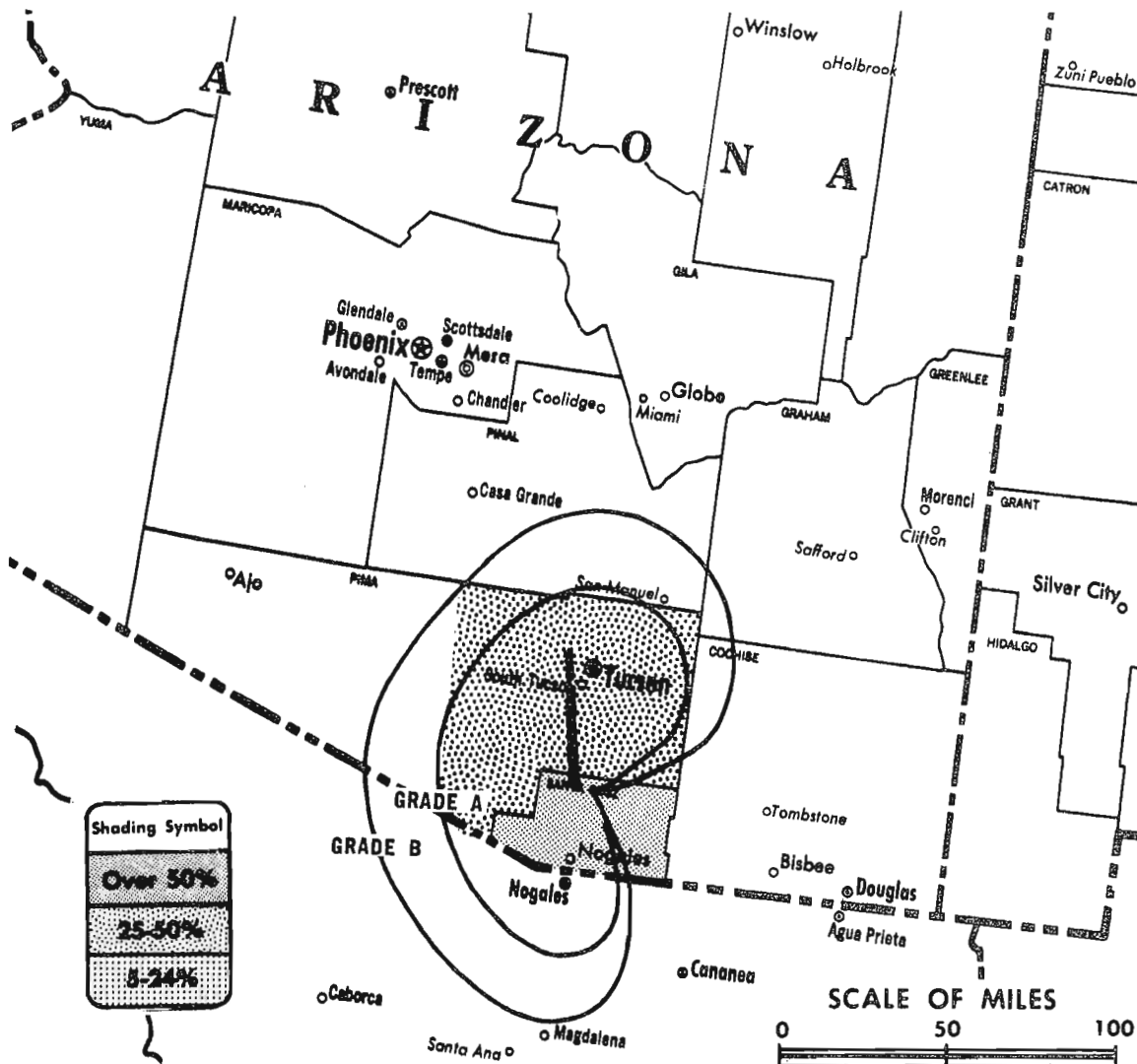
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967

ARB study.



KZAZ Ref: FCC File No. BPCT-3533 Granted 4/13/66

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

## KZAZ

Licensee: I. B. C., a limited partnership, 2445 N. Tucson Blvd., Tucson, Ariz. (85716).

Studios: 134 Grand Ave., Nogales, Ariz. (85621); 2445 N. Tucson Blvd., Tucson (85716).

Telephones: 602-287-4511 (Nogales); 602-795-0311 (Tucson).

Ownership: International Bcstg. Co., 3%; Danny Thomas, 52.5%; Ziffren & Ziffren #2, 17.5%; Mrs. Carlotta C. Kirkeby, 11%; Monty Hall, 5.625%; Stefan and Shirley Mildred Hatos, 5.625%; Harry Ernest, 3.750%; Walter Stiles, 1%.

Began operation: Feb. 1, 1967.

Represented (sales) by National Television Sales; Adam Young-VTM Inc. (San Francisco & Los Angeles).

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Walter J. Stiles.

Personnel:

WALTER J. STILES, project manager.  
A. H. (CHRIS) CHRISTENSEN, general manager.  
FRANK IDASPE, sales manager.  
JOE ARVIZU, program director.  
LARRY BURGOYNE, film director.  
BOB FOSTER, business manager.  
ED OSBORNE, chief engineer.

### DIGEST OF RATE CARD NO. 2A

(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AAA—6-10 p.m., daily.					
\$200.00	\$120.00	\$80.00	\$50.00	\$48.00	\$24.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA Santa Cruz	3,900	3,400	85
Between 25-50%	ARIZONA Pima East	98,400	92,500	94
Station Totals		102,300	95,900	94
Net Weekly Circulation (March 1967)				43,800
Average Daily Circulation (March 1967)				16,000

# Arizona—Yuma



## KBLU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 126-kw visual, 19-kw aural. Antenna: 1420-ft. above av. terrain, 200-ft. above ground, 2364-ft. above sea level.

Latitude 33° 03' 18"  
Longitude 114° 49' 37"

Transmitter: Black Mt., 17.5-mi. N of Ogilby, Cal.

AM Affiliate: KBLU, 500-D, 1320 kc.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

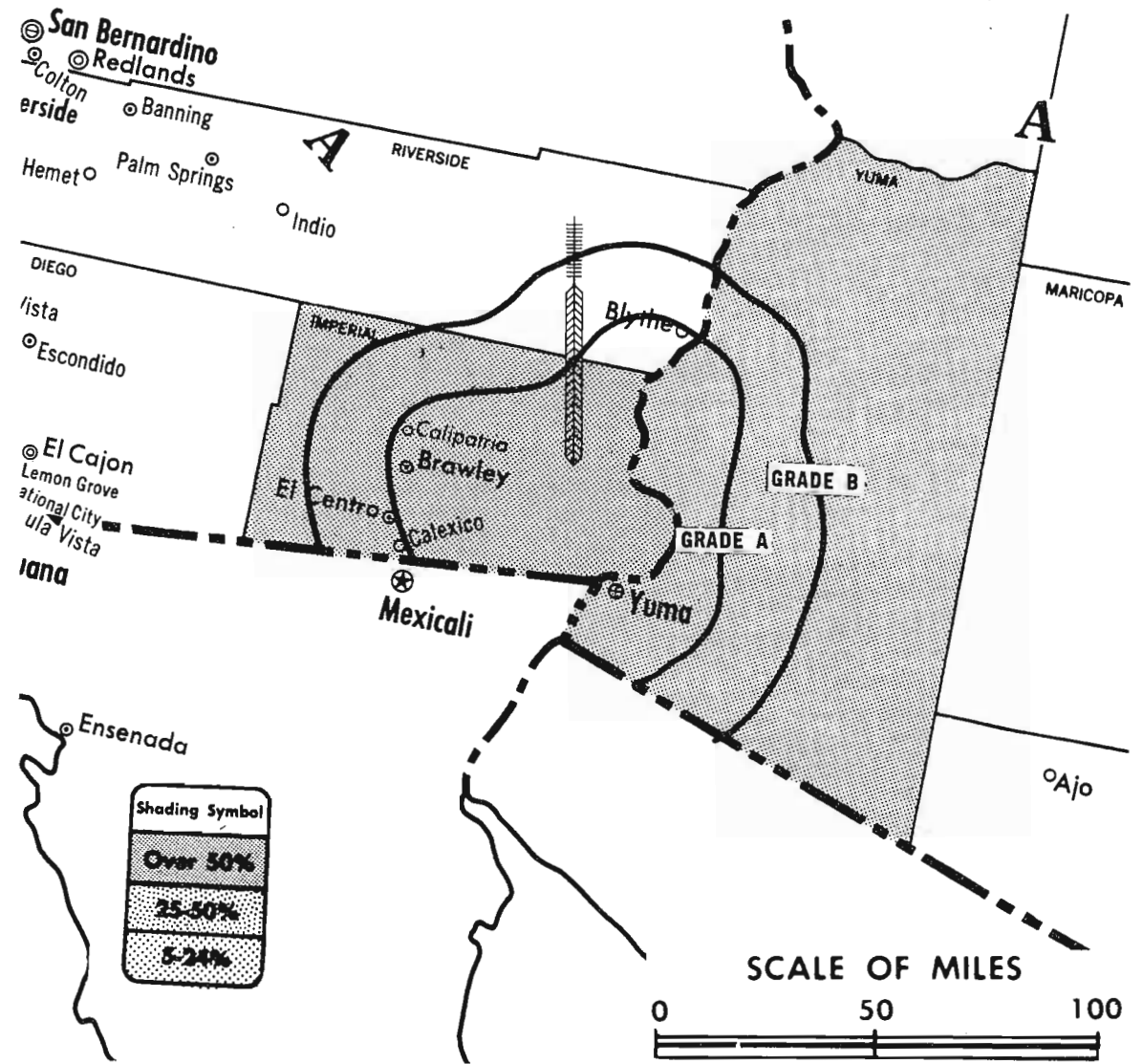
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KBLU-TV Ref: FCC File No. BPCT-3834 Granted 12/7/66

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

## KBLU-TV

Licensee: Eller Telecasting Co. of Arizona, 1322 4th Ave., Yuma, Ariz. (85364).

Studio: 1322 Fourth Ave.

Telephone: 602-782-3881.

Ownership: Karl Eller, chairman, 21 1/3%; Robert W. Crites, pres., 10%; Paul E. Morgan, v.p., 10%; Harry T. Goss, secy.; W. Alfred Hayes Sr., 21 1/3%; James E. Rarick, 21 1/3%; George W. Caspari, 8%; Joseph J. Hail, 8%. Morgan has 25% of stock in TV applicant for Palm Springs, Cal. Note: Merger with KTAR Bcstg. to form Combined Communications Corp. pends.

Began Operation: Dec. 3, 1963. Sale to present owner by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967 by FCC.

Represented (sales) by Avery Knodel Inc.

Represented (legal) by Lorie M. Molnar.

Represented (engineering) by Edward Benham.

Personnel:

ROBERT W. CRITES, president & general manager.  
AL LOBECK, sales manager.

## DIGEST OF RATE CARD NO. 3

(March 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.	\$260.00	\$157.00	\$105.00	\$87.00	\$66.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA Yuma	17,200	15,600	91
	CALIFORNIA Imperial	21,700	18,900	87
Station Totals		38,900	34,500	89
Net Weekly Circulation (March 1967)				25,500
Average Daily Circulation (March 1967)				16,900

# Arizona—Yuma



**KIVA**

Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 32.14-kw aural. Antenna: 440-ft. above av. terrain, 527-ft. above ground, 757-ft. above sea level.

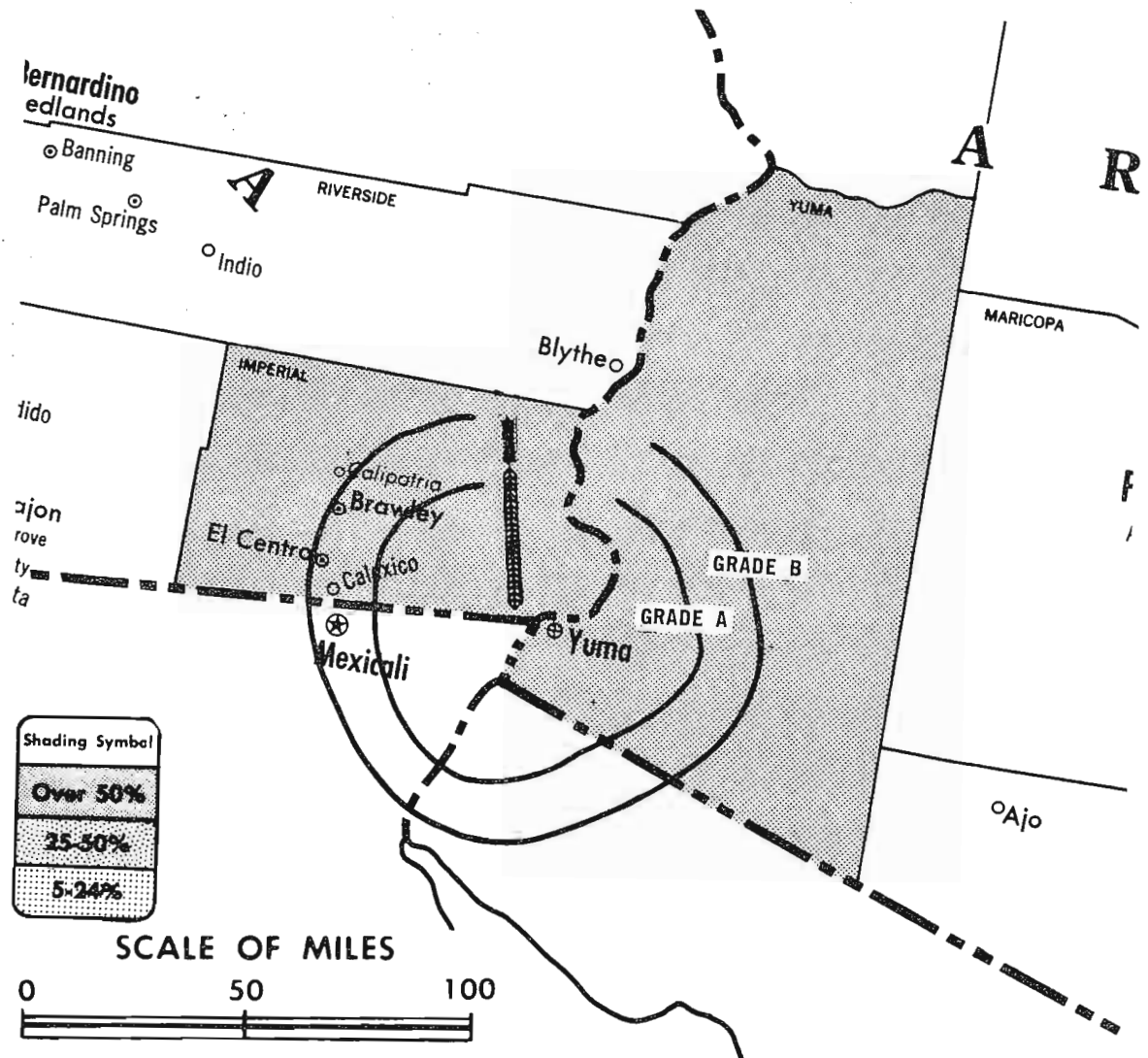
Latitude 32° 44' 42"  
Longitude 114° 44' 19"

Transmitter: 8-mi. W of Yuma on U.S. 80.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KIVA Ref: FCC File No. BPCT-2456 Granted 7/17/58

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

## KIVA

Network Service: NBC, ABC.

Licensee: Bruce Merrill, P.O. Box 1671, Yuma, Ariz. (85364).

Studio: Third Ave. & 13th St. (85364).

Telephone: 602-782-4711. TWX No.: 910-953-1641.

Ownership: Bruce Merrill, 100%. He also owns American Cable TV Inc.

Began Operation: Oct. 8, 1953. Sale to present owner by Electro Investors (Floyd Odum group) approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:38; 17:6). Transfer to Electro Investors from Harry C. Butcher, who held 100%, approved June 10, 1959 by FCC (Vol. 15:24). Sale to Butcher by Donald Ellsworth founding group approved July 25, 1957 (Vol. 13:28, 30).

Represented (sales) by The Hollingbery Co.

Represented (legal) by Arnold & Porter.

### Personnel:

BRUCE MERRILL, owner.  
LEAVENWORTH WHEELER, gen. mgr. & film buyer.  
CARL LANGEWISCH, sales manager.  
ROBERT HARDY, operations manager.  
STEPHEN POPP JR., chief engineer.

## DIGEST OF RATE CARD NO. 5A

(July 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$50.00	\$35.00	\$25.00

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARIZONA			
	Yuma	17,200	15,600	91
	CALIFORNIA			
	Imperial	21,700	18,900	87
Station Totals		38,900	34,500	89
Net Weekly Circulation (March 1967)				22,900
Average Daily Circulation (March 1967)				16,600





Arkansas Station Status as of Jan. 1, 1968

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

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

<b>KNOE-TV</b> El Dorado (See Monroe, La.)	<b>KTAL</b> Texarkana (See Shreveport, La.)
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### State Educational Technical Facilities

(Complete Data in Educational Directory)

**KETS**  
**Little Rock**

Ch. 2  
 Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2269-ft. above ground, 1997-ft. above sea level.

Latitude	34°	28'	23"
Longitude	92°	12'	10"

**KATV, Little Rock**  
 (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50 %</b>	ARKANSAS				
		Boone	6,400	5,500	86
		Chicot	5,600	4,400	78
		Lee	5,700	4,500	80
		Logan	4,600	4,000	87
		Montgomery	1,600	1,300	84
		Phillips	13,800	11,200	82
		Pike	2,200	1,900	86
		Polk	4,100	3,400	83
		Searcy	2,200	1,700	81
	Union	18,000	16,100	90	
<b>Between 5-24 %</b>	MISSISSIPPI				
		Bolivar	13,200	9,700	73
	ARKANSAS				
		Baxter	3,500	2,900	84
		Columbia	8,700	7,400	86
		Franklin	3,300	2,800	86
		Hempstead	5,900	5,100	86
		Izard	1,700	1,300	75
		Newton	1,300	900	73
		Sebastian	26,500	24,600	93
	St Francis	9,200	7,700	84	
LOUISIANA					
	Morehouse	9,500	8,400	88	
MISSISSIPPI					
	Coahoma	12,600	9,800	78	
	Tallahatchie	5,300	4,000	74	
	Washington	23,500	19,200	82	
OKLAHOMA					
	Pushmataha	2,400	1,900	81	

## Arkansas

### KTVE, El Dorado

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	ARKANSAS				
		Clark	6,700	5,900	88
		Lincoln	3,400	2,900	83
		Nevada	3,000	2,500	83
	LOUISIANA				
		La Salle	3,900	3,400	86
		Madison	4,100	3,300	81
		Winn	4,500	3,800	84
	MISSISSIPPI				
		Grenada	5,400	4,400	81
	Issaquena	500	400	74	
	Sharkey	2,400	1,900	78	
	Sunflower	9,800	7,200	74	
	Warren	14,100	12,200	86	
	Yazoo	8,200	6,800	83	

### KARK-TV, Little Rock

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50 %</b>	ARKANSAS—(Continued)				
		Van Buren	2,200	1,900	87
		White	10,500	9,400	90
		Woodruff	3,400	2,900	84
	Yell	3,900	3,400	87	
<b>Between 25-50 %</b>	ARKANSAS				
		Baxter	3,500	2,900	84
		Boone	6,400	5,500	86
		Fulton	1,700	1,200	72
		Newton	1,300	900	73
		Ouachita	10,700	9,200	86
		Scott	1,900	1,500	84
		Sebastian	26,500	24,600	93
<b>Between 5-24 %</b>	ARKANSAS				
		Ashley	7,700	6,600	86
		Carroll	4,300	3,700	87
		Chicot	5,600	4,400	78
		Crawford	7,700	6,600	86
		Hempstead	5,900	5,100	86
		Lawrence	4,900	4,200	85
		Madison	2,500	1,900	75
		Marion	1,500	1,300	87
		St Francis	9,200	7,700	84
	Union	18,000	16,100	90	
LOUISIANA					
	Morehouse	9,500	8,400	88	
MISSISSIPPI					
	Bolivar	13,200	9,700	73	
OKLAHOMA					
	Sequoyah	5,200	4,400	86	

### KTHV, Little Rock

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50 %</b>	ARKANSAS				
		Baxter	3,500	2,900	84
		Bradley	4,500	3,900	86
		Calhoun	1,900	1,600	86
		Crawford	7,700	6,600	86
		Izard	1,700	1,300	75
		Montgomery	1,600	1,300	84
		Nevada	3,000	2,500	83
		Ouachita	10,700	9,200	86
		Pike	2,200	1,900	86
<b>Between 5-24 %</b>	MISSOURI				
		Oregon	2,700	2,000	73
	ARKANSAS				
		Boone	6,400	5,500	86
		Chicot	5,600	4,400	78
		Hempstead	5,900	5,100	86
		Scott	1,900	1,500	84
		Sevier	3,300	3,000	89
	MISSISSIPPI				
		Bolivar	13,200	9,700	73
OKLAHOMA					
	Sequoyah	5,200	4,400	86	

# Arkansas—El Dorado-Monroe, La.



**KTVE**  
Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41"  
Longitude 92° 13' 40.6"

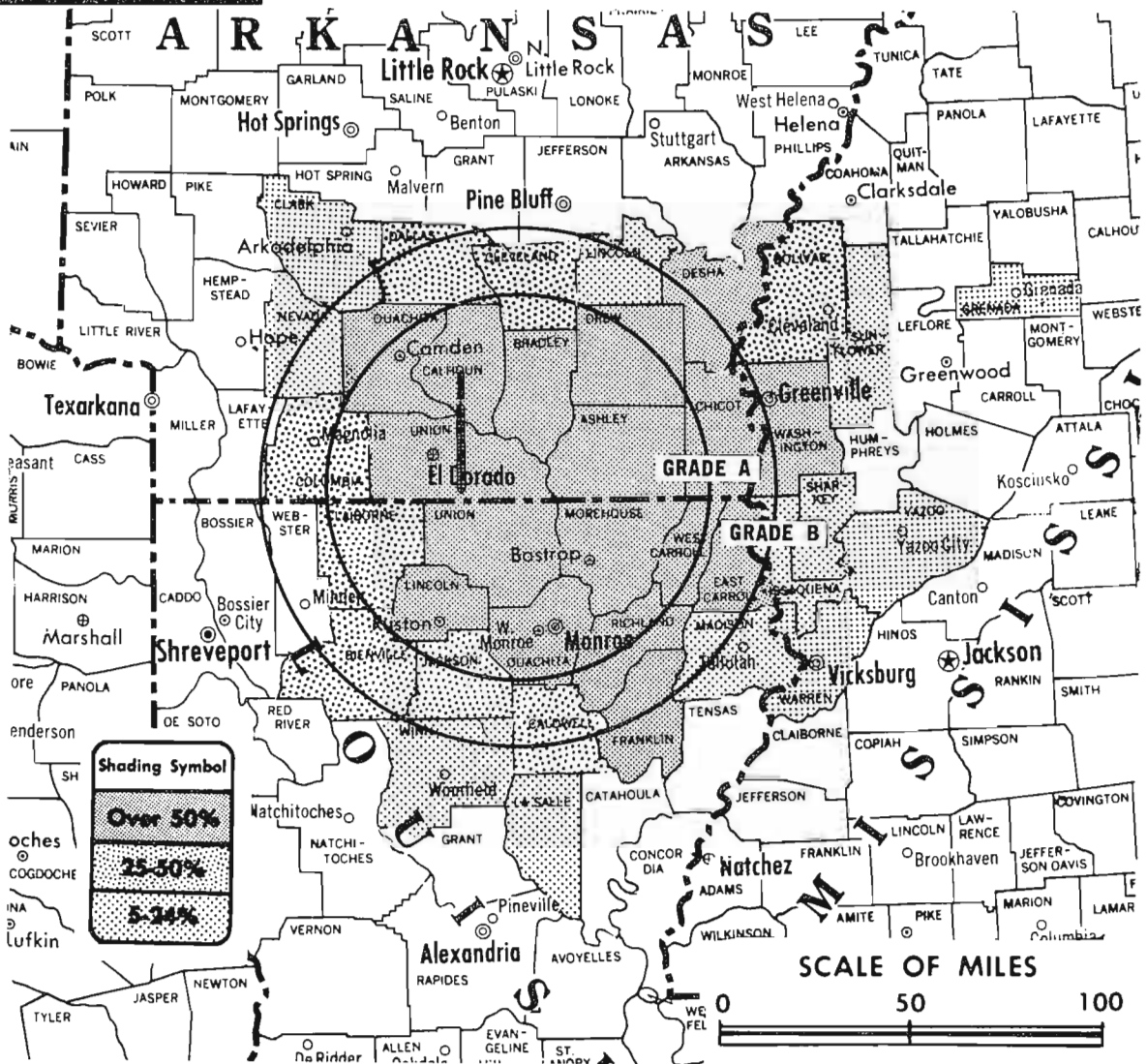
**Transmitter:** .5-mi. S of Bolding, on Mo. Pacific RR spur.

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

**News Wire Service:** AP.

**Facsimile Service:** AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVE Ref: FCC File No. BMPCT-4620 Granted 1/22/58

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## KTVE

Network Service: ABC, NBC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. (71731).

Offices & Studios: 400 W. Main, El Dorado, Ark. (71731); 206 Catalpa, Monroe, La. (71203).

Telephones: 501-862-3488, El Dorado; 318-323-7716, Monroe.

TWX No.: 510-977-5364.

Ownership: Gray Communications Systems Inc. For other interests, see WALB-TV, Albany, Ga.

**Began Operation:** Dec. 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by Wm. Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & Wm. M. Bigley approved July 6 by FCC (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 by FCC (Vol. 16:34).

Represented (sales) by The Hollingbery Co.

### Personnel:

JAMES T. HITE III, exec. vice president & general manager.  
AL HEBERT, general sales manager.  
JOHN LONG, chief engineer.  
KENNY ADAMS, operations manager.

### DIGEST OF RATE CARD NO. 6—(July 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29 to 9:59 p.m., daily.	\$450.00	\$270.00	\$180.00	\$140.00	\$125.00	\$100.00
NETWORK BASE HOURLY RATE:	\$550 (ABC), \$550 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ARKANSAS</b>			
	Ashley	7,700	6,600	86
	Bradley	4,500	3,900	86
	Calhoun	1,900	1,600	86
	Chicot	5,600	4,400	78
	Desha	5,800	4,900	85
	Drew	4,400	3,600	82
	Ouachita	10,700	9,200	86
	Union	18,000	16,100	90
	<b>LOUISIANA</b>			
East Carroll	3,200	2,600	80	
Franklin	6,000	5,300	87	
Lincoln	7,600	7,100	93	
Morehouse	9,500	8,400	88	
Ouachita	34,500	32,100	93	
Richland	5,500	4,800	87	
Union	4,600	4,100	91	
West Carroll	3,100	2,700	86	
<b>MISSISSIPPI</b>				
Washington	23,500	19,200	82	
<b>Between 25-50%</b>	<b>ARKANSAS</b>			
	Cleveland	1,700	1,400	82
	Columbia	8,700	7,400	86
	Dallas	3,200	2,700	87
	<b>LOUISIANA</b>			
	Bienville	4,100	3,500	86
	Caldwell	2,100	1,800	85
	Claiborne	4,800	4,000	85
	Jackson	4,600	4,100	89
	<b>MISSISSIPPI</b>			
Bolivar	13,200	9,700	73	
(Continued on page 49-b)				
<b>Station Totals</b>		264,500	225,900	85
<b>Net Weekly Circulation (March 1967)</b>				131,400
<b>Average Daily Circulation (March 1967)</b>				89,400

# Arkansas—Fort Smith



**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 1260-ft. above av. terrain, 1209-ft. above ground, 1986-ft. above sea level.

Latitude 35° 30' 43"  
Longitude 94° 21' 38"

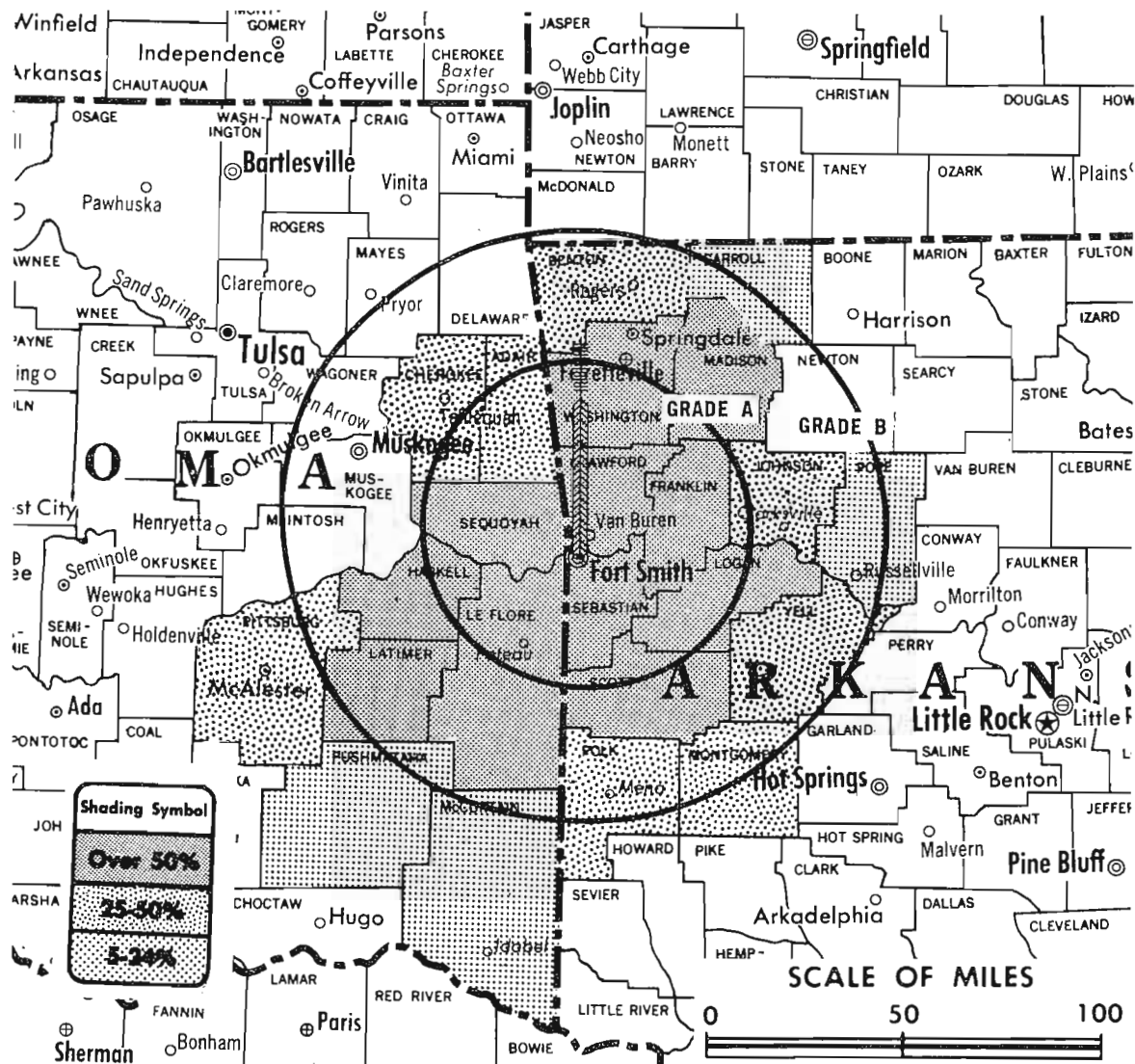
**AM Affiliate:** KFSa, 1-kw (.5-kw night), 950 kc (ABC).

**Transmitter:** 9.5-mi. NNE of Fort Smith.

**TV tape:** Recording facilities.

**Color:** Network only.

**News Wire Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KFSa-TV Ref: FCC File No. BPCT-2980 Granted 1/22/65

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## KFSa-TV

**Network Service:** CBS, NBC; also ABC.

**Licensee:** American Television Co. Inc., 101 N. 4th St., Fort Smith, Ark. (72901).

**Offices & Studios:** P.O. Box 369, 101 N. 4th St., Ft. Smith.

**Telephone:** 501-783-3131. TWX No.: 910-723-7672.

**Ownership:** Donald W. Reynolds, 100%. For other Reynolds interests see KORK-TV, Las Vegas, Nev.

**Began Operation:** Dec. 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (Television Digest, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hernreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2).

**Represented (sales)** by The Meeker Co.

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

**Personnel:**

JOHN WHITT, v.p., gen. mgr., sales mgr. & film buyer.  
PAT PORTA, program director.  
WILLARD MATTEN, chief engineer.

### DIGEST OF RATE CARD NO. 6 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—5:30-10 p.m., daily.						
\$350.00	\$210.00	\$150.00	\$97.50	\$85.00	\$85.00	\$42.50
<b>NETWORK BASE HOURLY RATE:</b> \$350 (CBS), \$350 (NBC), \$350 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ARKANSAS</b>			
	Crawford	7,700	6,600	86
	Franklin	3,300	2,800	86
	Logan	4,600	4,000	87
	Madison	2,500	1,900	75
	Scott	1,900	1,500	84
	Sebastian	26,500	24,600	93
	Washington	22,200	19,100	86
	<b>OKLAHOMA</b>			
	Haskell	1,900	1,700	88
Latimer	1,900	1,500	80	
Le Flore	8,500	7,400	87	
Sequoyah	5,200	4,400	86	
<b>Between 25-50%</b>	<b>ARKANSAS</b>			
	Benton	13,900	12,100	87
	Johnson	3,700	3,100	84
	Montgomery	1,600	1,300	84
	Polk	4,100	3,400	83
Yell	3,900	3,400	87	
<b>OKLAHOMA</b>				
Adair	3,700	3,000	81	
Cherokee	5,200	4,600	88	
Pittsburg	10,100	9,000	90	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Carroll	4,300	3,700	87
	Pope	7,200	6,400	89
<b>OKLAHOMA</b>				
Mc Curtain	7,000	5,900	84	
Pushmataha	2,400	1,900	81	
<b>Station Totals</b>		153,300	133,300	87
<b>Net Weekly Circulation (March 1967)</b>				83,500
<b>Average Daily Circulation (March 1967)</b>				61,800

# Arkansas—Jonesboro



## KAIT-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc. Authorized power: 57.5-kw visual, 10-kw aural. Antenna: 420-ft. above av. terrain, 342-ft. above ground, 762-ft. above sea level.

Latitude 35° 54' 23"

Longitude 90° 41' 37"

Requests change to 143-kw visual, 28-kw aural. BPCT-4047.

Transmitter: 4.8-mi. N of center of Jonesboro.

Color: Network, film & slide.

News Wire Service: AP.

TV tape: Recording facilities.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

KAIT-TV Ref: FCC File No. BMPCT-5811 Granted 2/1/63

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## KAIT-TV

Network Service: ABC.

Licensee: George T. Hernreich, 601 Garrison Ave., Fort Smith, Ark. (72901).

Studio: P.O. Box 790, Jonesboro, Ark. (72402).

Telephone: 501-932-4288.

Ownership: George T. Hernreich, 100%; he also owns radios KFPW, Fort Smith, Ark. and KZNG, Hot Springs, Ark.

Began Operation: July 15, 1963.

Represented (sales) by Gill-Perna; Gene Gray (Kan. & Mo.); Mario Messina Co. (Dallas).

Represented (legal) by Arthur Stambler.

Personnel:

- GEORGE T. HERNREICH, general manager & film buyer.
- JOHNNIE MURRY (Miss), comptroller.
- BILL McCAUGHAN, operations mgr., news & program dir.
- LEROY STOLLARD, production supervisor.
- L. C. MORRIS, chief engineer.

### DIGEST OF RATE CARD NO. 3

(Jan. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—6:29-10 p.m., daily.  
 \$225.00 \$150.00 \$110.00 \$75.00 \$57.50 \$40.00 \$35.00 \$28.75

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Clay	6,400	5,600	87
	Craighead	15,600	14,500	93
	Fulton	1,700	1,200	72
	Greene	8,100	7,300	90
	Independence	6,600	5,700	87
	Jackson	7,100	6,200	87
	Lawrence	4,900	4,200	85
	Randolph	3,600	3,000	83
	Sharp	1,600	1,200	74
Between 25-50%	MISSOURI			
	Ripley	2,300	1,700	75
	ARKANSAS			
Poinsett	7,800	7,100	90	
Between 5-24%	MISSOURI			
	Carter	1,100	800	72
	Oregon	2,700	2,000	73
	ARKANSAS			
Mississippi	18,900	16,900	89	
Station Totals	MISSOURI			
	Dunklin	10,600	9,400	89
	Howell	6,700	5,300	80
	Pemiscot	9,100	8,000	87
Station Totals		114,800	100,100	87
Net Weekly Circulation (March 1967)				47,600
Average Daily Circulation (March 1967)				27,800



# Arkansas—Little Rock



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

**Transmitter:** Shinall Mt. **Studio:** 1001 Spring St.

**Telephone:** 501-376-2481.

**TWX No.:** 910-722-7417.

**TV tape:** Recording facilities.

**Color:** Network, film & slide.

**News Wire Service:** AP, UPI. **Facsimile Service:** AP. **News Film Service:** NBC.

**AM Affiliate:** KARK, 5-kw, 920 kc (NBC). **FM Affiliate:** KARK-FM, 22.5-kw, 103.7 mc (No. 279), 790-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KARK-TV Ref: FCC File No. BMPCT-1331 Granted 10/22/53

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

## KARK-TV

**Licensee:** Mullins Broadcasting Co., 1001 Spring St., Little Rock, Ark. (72203).

**Ownership:** Mullins Bcstg. Co., 100%; see KBTB, Denver, Colo.

**Began Operation:** April 15, 1954. Sale to present owner by T. K. Barton family approved Jan. 19, 1966 by FCC (Television Digest, 5:32, 6:4).

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

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

**Represented (sales)** by Blair TV.

### Personnel:

JOHN C. MULLINS, president (KBTB, Denver).  
ALVIN G. FLANAGAN, executive vice president (KBTB, Denver).  
ROBERT L. BROWN, vice president & general manager.  
JAMES F. EVERETT, business manager.  
MICHAEL F. MULLINS, general sales manager.  
JAMES E. TULEY, program director.  
CHAMP SMITH, chief engineer.  
CARL V. TIBBETS, promotion director.  
TED G. BIGGS, director of news & public affairs.  
BOB BUICE, farm director.

### DIGEST OF RATE CARD NO. 10—(June 15, 1967)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$675.00	\$400.00	\$280.00	\$200.00	\$150.00

**NETWORK BASE HOURLY RATE:** \$650.

For Arkansas CATV Systems

see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ARKANSAS</b>				
	Arkansas	8,100	7,300	91
	Bradley	4,500	3,900	86
	Calhoun	1,900	1,600	86
	Clark	6,700	5,900	88
	Cleburne	2,600	2,300	87
	Cleveland	1,700	1,400	82
	Conway	4,700	4,100	88
	Dallas	3,200	2,700	87
	Desha	5,800	4,900	85
	Drew	4,400	3,600	82
	Faulkner	8,000	7,200	89
	Franklin	3,300	2,800	86
	Garland	19,800	17,600	89
	Grant	2,700	2,400	89
	Hot Spring	7,700	6,800	89
	Independence	6,600	5,700	87
	Izard	1,700	1,300	75
	Jackson	7,100	6,200	87
	Jefferson	27,800	24,900	90
	Johnson	3,700	3,100	84
	Lincoln	3,400	2,900	83
	Logan	4,600	4,000	87
	Lonoke	7,500	6,900	92
	Monroe	5,200	4,100	80
	Montgomery	1,600	1,300	84
	Nevada	3,000	2,500	83
	Perry	1,300	1,100	91
	Pike	2,200	1,900	86
	Polk	4,100	3,400	83
	Pope	7,200	6,400	89
	Prairie	2,900	2,500	86
	Pulaski	92,900	86,900	94
	Saline	9,800	9,200	94
	Searcy	2,200	1,700	81
	Sharp	1,600	1,200	74
	Stone	1,800	1,400	81

Over 50%

(Continued on page 49-b)

Station Totals	450,500	396,600	88
Net Weekly Circulation (March 1967)			271,800
Average Daily Circulation (March 1967)			194,300

# Arkansas—Little Rock



**KATV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude 34° 28' 22.6"  
Longitude 92° 12' 10.5"

**Transmitter:** U.S. Hwy. 65, 2-mi. N of Redfield, Ark.

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

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

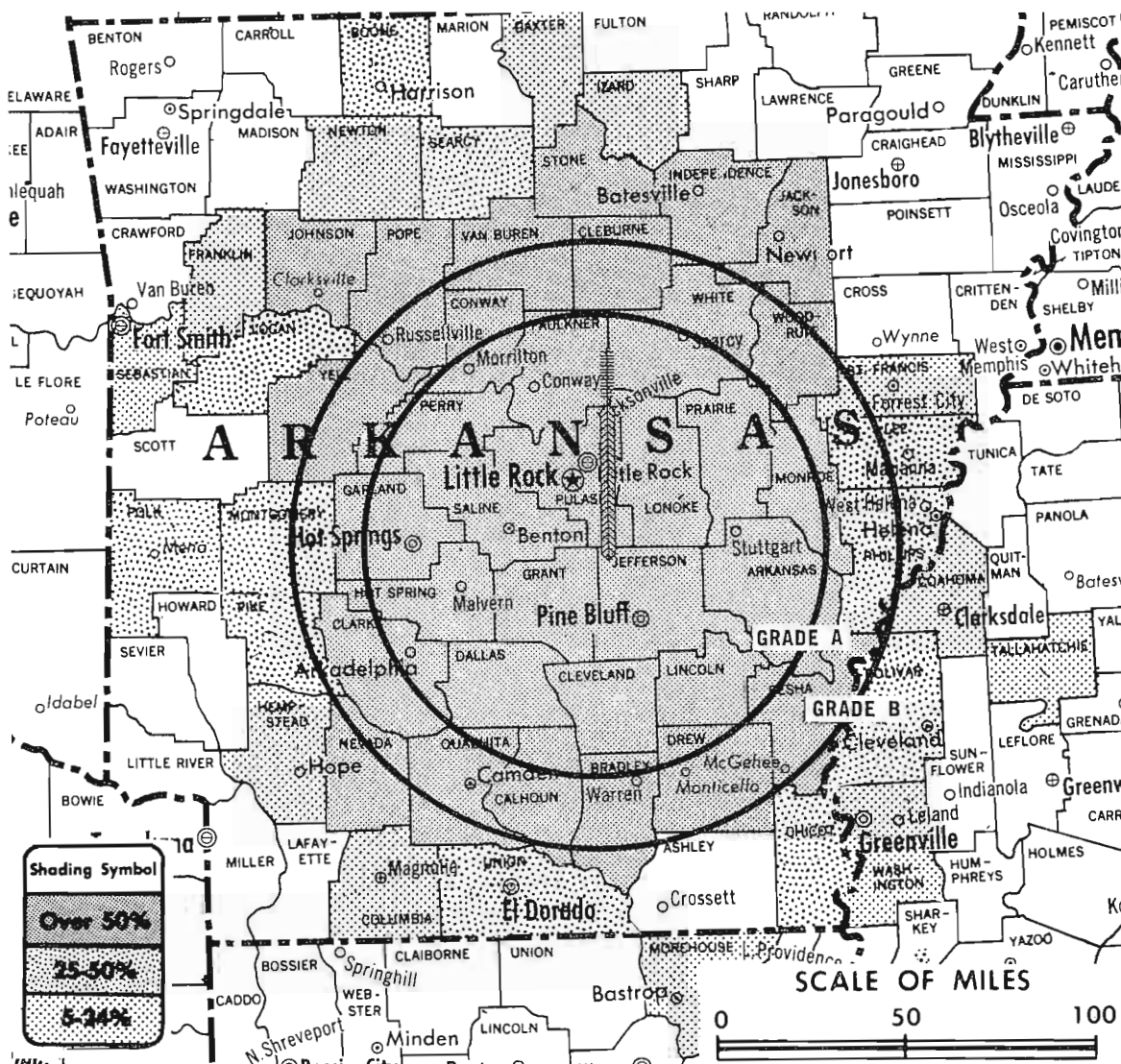
**News Film Service:** ABC.

**Facsimile Service:** AP.

**Studios:** Union Life Bldg., 3rd and Center Sts., Little Rock; Jefferson Sq., Pine Bluff.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KATV Ref: FCC File No. BMPCT-6071 Granted 6/9/65

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

## KATV

**Licensee:** Griffin-Leake TV Inc., 310 West 3rd St., Little Rock, Ark. (72201).

**Telephone:** 501-374-1691. TWX No.: 501-721-8372.

**Ownership:** John T. Griffin, chairman, 55.81%; James C. Leake, pres., 16.01%; Marjorie Leake, v.p., 28.09%; Robert Doubleday, v.p. & gen. mgr., Bryan Mathes, v.p., secy.-treas. Same interests also own KWTW, Oklahoma City, KTUL-TV, Tulsa and control CP for WSTE (Ch. 13), Fajardo, P.R.

**Began Operation:** Dec. 18, 1953. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Further reorganization resulted in present ownership.

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

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

**Personnel:**

- ROBERT DOUBLEDAY, v.p. & general manager.
- TOM GOODGAME, commercial mgr.
- JACK BOMAR, program manager.
- ROBERT SNIDER, engineering manager.
- A. R. GARRETT, chief engineer.
- VIRGINIA ROBINSON, promotion manager.

### DIGEST OF RATE CARD NO. 12 (July 15, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$700.00	\$450.00	\$300.00	\$125.00	\$125.00
NETWORK BASE HOURLY RATE: \$500.					

For Color Penetration by Market  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ARKANSAS</b>				
	Arkansas	8,100	7,300	91
	Bradley	4,500	3,900	86
	Calhoun	1,900	1,600	86
	Clark	6,700	5,900	88
	Cleburne	2,600	2,300	87
	Cleveland	1,700	1,400	82
	Conway	4,700	4,100	88
	Dallas	3,200	2,700	87
	Desha	5,800	4,900	85
	Drew	4,400	3,600	82
	Faulkner	8,000	7,200	89
	Garland	19,800	17,600	89
	Grant	2,700	2,400	89
	Hot Spring	7,700	6,800	89
	Independence	6,600	5,700	87
	Jackson	7,100	6,200	87
<b>Over 50%</b>	Jefferson	27,800	24,900	90
	Johnson	3,700	3,100	84
	Lincoln	3,400	2,900	83
	Lonoke	7,500	6,900	92
	Monroe	5,200	4,100	80
	Nevada	3,000	2,500	83
	Ouachita	10,700	9,200	86
	Perry	1,300	1,100	91
	Pope	7,200	6,400	89
	Prairie	2,900	2,500	86
	Pulaski	92,900	86,900	94
	Saline	9,800	9,200	94
	Stone	1,800	1,400	81
	Van Buren	2,200	1,900	87
	White	10,500	9,400	90
	Woodruff	3,400	2,900	84
	Yell	3,900	3,400	87

(Continued on page 49-b)

Station Totals	483,500	422,000	87
Net Weekly Circulation (March 1967)			268,000
Average Daily Circulation (March 1967)			175,900

# Arkansas—Little Rock



**KTHV**

Ch. 11



**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1760-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level.

Latitude 34° 47' 55"

Longitude 92° 29' 58"

**Transmitter:** Shinall Mt.

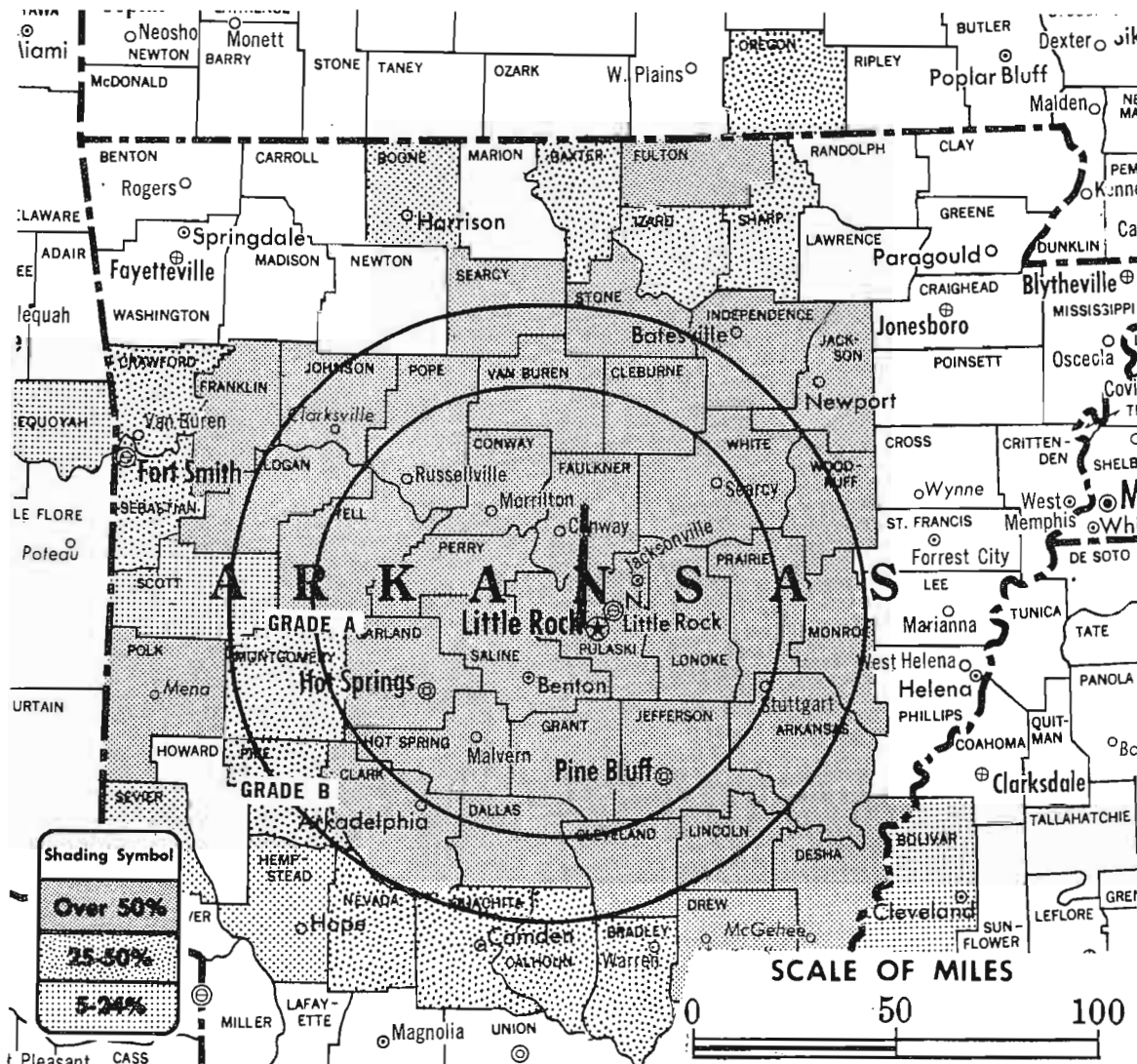
**TV tape:** Recording facilities.

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

**News Wire Service:** AP.

**News Film Service:** CBS.

**Facsimile Service:** UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

KTHV Ref: FCC File No. BPCT-1057 Granted 11/4/54

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## KTHV

Licensee: Arkansas Television Co., Box 269, Little Rock, Ark. (72203).

Studio: 8th & Izard Sts. Telephone: 501-374-3764.

Ownership: Radio Bcstg. Inc., 42%; Arkansas Democrat, 32%; C. E. Lowry, 16%; K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; Clyde E. Lowry, pres.; C. S. Berry, v.p. & secy. Ownership interlocks with radio KWKH, Shreveport, La.

Began Operation: Nov. 27, 1955.

Represented (sales) by H-R Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

B. G. ROBERTSON, v.p. & general manager.  
 MACK WALKER, sales manager.  
 JOHN POUNDERS, operations manager.  
 CURTIS THRELKELD, film director.  
 CECIL SUITT, chief engineer.

### DIGEST OF RATE CARD NO. 6-5 (June 15, 1967)

Hour	30 Min.	15 min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$700.00	\$420.00	\$240.00	Graded Rates apply*		

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$700.

For ARB & Nielsen County-by-County Data  
 See Services Volume

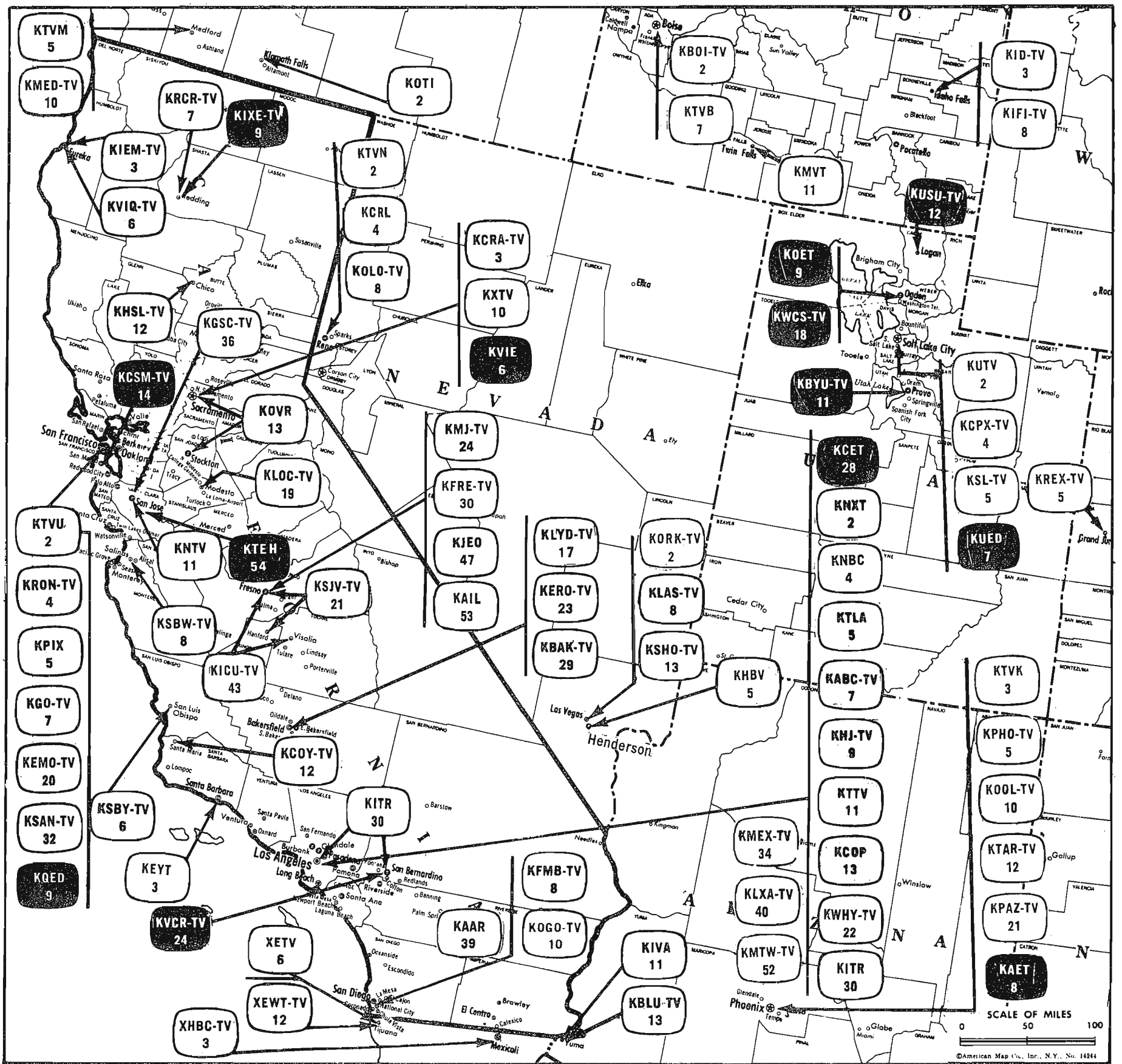
Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Arkansas	8,100	7,300	91
	Clark	6,700	5,900	88
	Cleburne	2,600	2,300	87
	Cleveland	1,700	1,400	82
	Conway	4,700	4,100	88
	Dallas	3,200	2,700	87
	Desha	5,800	4,900	85
	Drew	4,400	3,600	82
	Faulkner	8,000	7,200	89
	Franklin	3,300	2,800	86
	Fulton	1,700	1,200	72
	Garland	19,800	17,600	89
	Grant	2,700	2,400	89
	Hot Spring	7,700	6,800	89
	Independence	6,600	5,700	87
	Jackson	7,100	6,200	87
<b>Over 50%</b>	Jefferson	27,800	24,900	90
	Johnson	3,700	3,100	84
	Lincoln	3,400	2,900	83
	Logan	4,600	4,000	87
	Lonoke	7,500	6,900	92
	Monroe	5,200	4,100	80
	Perry	1,300	1,100	91
	Polk	4,100	3,400	83
	Pope	7,200	6,400	89
	Prairie	2,900	2,500	86
	Pulaski	92,900	86,900	94
	Saline	9,800	9,200	94
	Searcy	2,200	1,700	81
	Stone	1,800	1,400	81
	Van Buren	2,200	1,900	87
	White	10,500	9,400	90
	Woodruff	3,400	2,900	84
	Yell	3,900	3,400	87

(Continued on page 49-b)

Station Totals	397,600	350,800	88
Net Weekly Circulation (March 1967)			265,200
Average Daily Circulation (March 1967)			195,500



# California



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Los Angeles	3,098,100	2	3,833,300	2	3,638,000	2
San Francisco	1,340,600	7	1,952,000	7	1,820,700	8
Sacramento-Stockton	584,200	25	1,626,000	15	1,510,400	17
San Diego	364,900	50	1,002,900	28	946,200	31
Salinas-Monterey	302,200	60	1,921,000	8	1,792,800	12
Fresno	214,500	90	395,500	105	336,500	111
Chico-Redding	118,400	136	432,000	96	402,900	95
Santa Barbara	111,700	142	634,100	60	599,100	58
Bakersfield	109,000	146	543,200	69	506,900	69
Eureka	48,300	191	65,800	207	59,200	208
El Centro-Yuma	25,500	206	44,700	217	39,900	217
Modesto	12,100	215	174,400	168	160,800	165



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KCET**  
**Los Angeles**

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St., Hollywood, Cal. (90028).

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 1200-kw max. and 45.7 horizontal visual, 240-kw max. and 9.12 horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6022-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 47"

**KIXE-TV**  
**Redding**

Ch. 9

Non-Commercial Educational Station

Licensee: Northern California Educational Television Association Inc., 1304 East St., Box 9.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 31.19-kw visual, 5.89-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude 40° 36' 08"  
Longitude 122° 39' 00"

**KVIE**  
**Sacramento**

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 89.1-kw visual, 17.8-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"

**KVCR-TV**  
**San Bernardino**

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernando Valley Joint Union Jr. College Dist., 701 S. Mt. Vernon Ave.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.75-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 120-ft. above ground, 1178-ft. above sea level.

Latitude 35° 05' 20"  
Longitude 117° 18' 44"

**KEBS-TV**  
**San Diego**

Ch. 15

Non-Commercial Educational Station

Grantee: San Diego State College (92115).

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 1000-kw max. and 417-kw horizontal visual, 200-kw max. and 81.3-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2693-ft. above sea level.

Latitude 32° 41' 48"  
Longitude 116° 56' 10"

**KQED**

**San Francisco**

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.2-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"

**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).

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 22.9-kw visual, 4.68-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"

**KCSM-TV**

**San Mateo**

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, 1700 West Hillsdale Blvd.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 13.8-kw visual, 2.75-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 698-ft. above sea level.

Latitude 37° 32' 12"  
Longitude 122° 20' 02"

**California Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	25	17	42
<input checked="" type="checkbox"/> Educational Television Stations	3	5	8
			50



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# California—Bakersfield



**KERO-TV**

Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 1760-kw max. and 323-kw horizontal visual, 64.6-kw max. and 14.4-kw horizontal aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

Latitude 35° 27' 14"  
Longitude 118° 35' 37"

Note: This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23.

Transmitter: Breckenridge Mt., 22-mi. E of Bakersfield.

Color: Network, live, film & slide.

News Wire Service: UPI.

Total Households: © SRDS

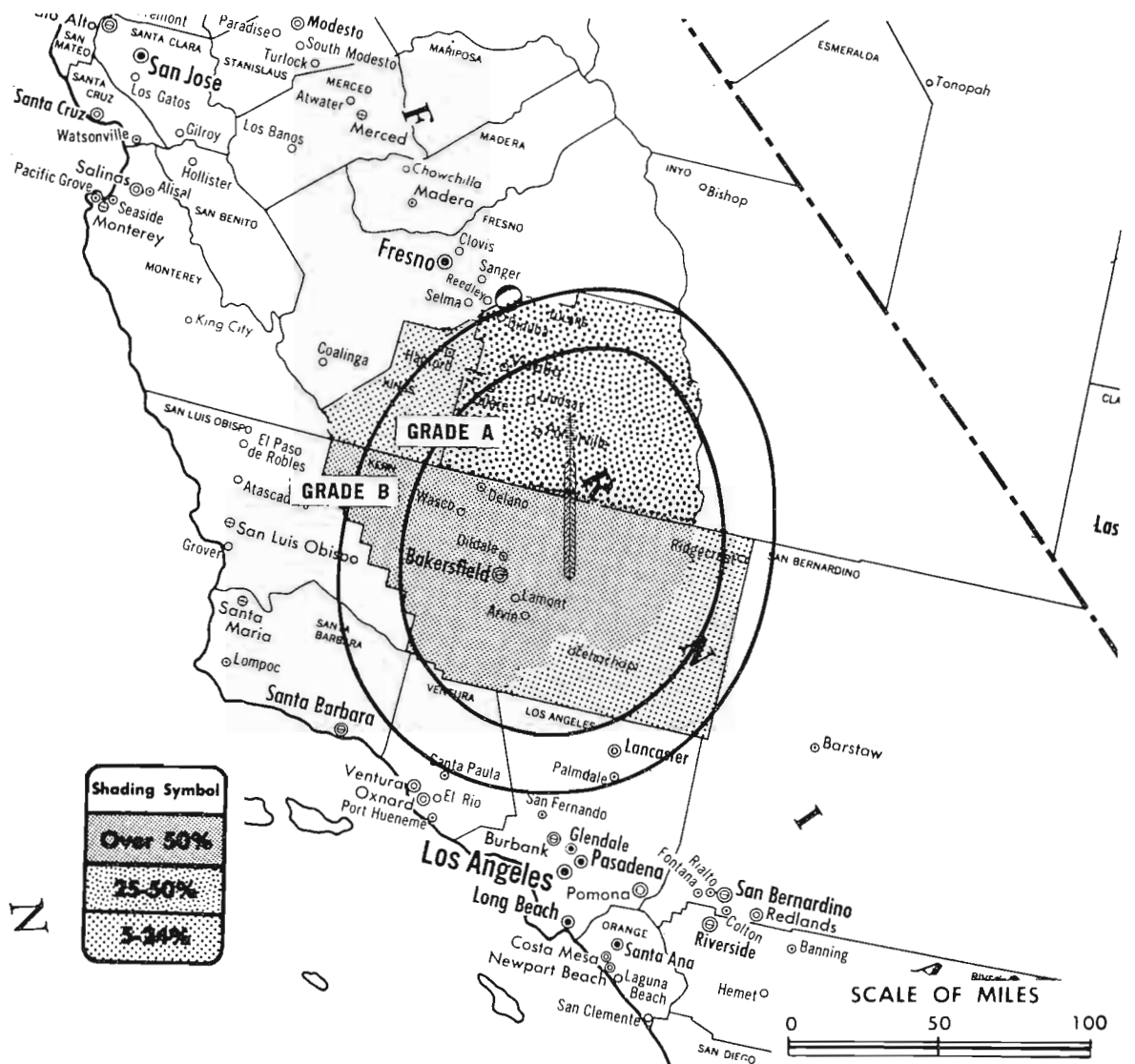
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KERO-TV Ref: FCC File No. BMPCT—3748 Granted 3/16/56

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## KERO-TV

Licensee: Time-Life Broadcast Inc., 321 21st St., Bakersfield.

Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93301).

Telephone: 805-327-1441. TWX No.: 510-843-2113.

Ownership: Time Life Bcst. Inc., 100%. For other interests see Time under Group Ownership.

Began Operation: Sept. 26, 1953. Sale to present owners by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV & KFMB, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

HUGH B. TERRY, president.  
KENNETH R. CROES, vice president & general manager.  
DAVE MAXWELL, national sales manager.  
RODERICK O'HARRA, local sales manager.  
LYLE MURPHY, program director & film buyer.  
BIL RODGERS, promotion director.  
NORMAN E. HALL, engineering director.

DIGEST OF RATE CARD NO. 15  
(March 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.  
\$450.00 \$300.00 \$200.00 \$150.00 \$94.00 \$74.00 \$47.00  
NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA Kern West	87,000	81,400	94
<b>Between 25-50%</b>	CALIFORNIA Tulare	56,600	52,200	92
<b>Between 5-24%</b>	CALIFORNIA Kern East Kings	14,800 22,900	13,800 20,900	94 91
Station Totals		181,300	168,300	93
Net Weekly Circulation (March 1967)			106,100	
Average Daily Circulation (March 1967)			74,900	

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TIME: YESTERDAY • TODAY • TOMORROW



\* There's more to Dominance than a powerful signal (1,760,000 watts from 7600' Mount Breckenridge) and fantastic program acceptance (for information consult your rating service). For example, KERO/TV has served the rich and growing Southern San Joaquin Valley for 14 years. It is considered the Valley's foremost news source—opinion maker. It is the only station with LIVE Local Color. It has experienced management, the largest mobile fleet, the most popular local broadcast personalities, etc. In short, KERO/TV is local television at its best, respected and enjoyed by the vast community it influences. And that makes it AN EFFECTIVE WAY FOR YOU TO ADVERTISE . . .

# KERO-TV 23

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Contact:

Dave Maxwell  
National Sales Manager

Call your  
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# California—Bakersfield



**KBak-TV**

Ch. 29

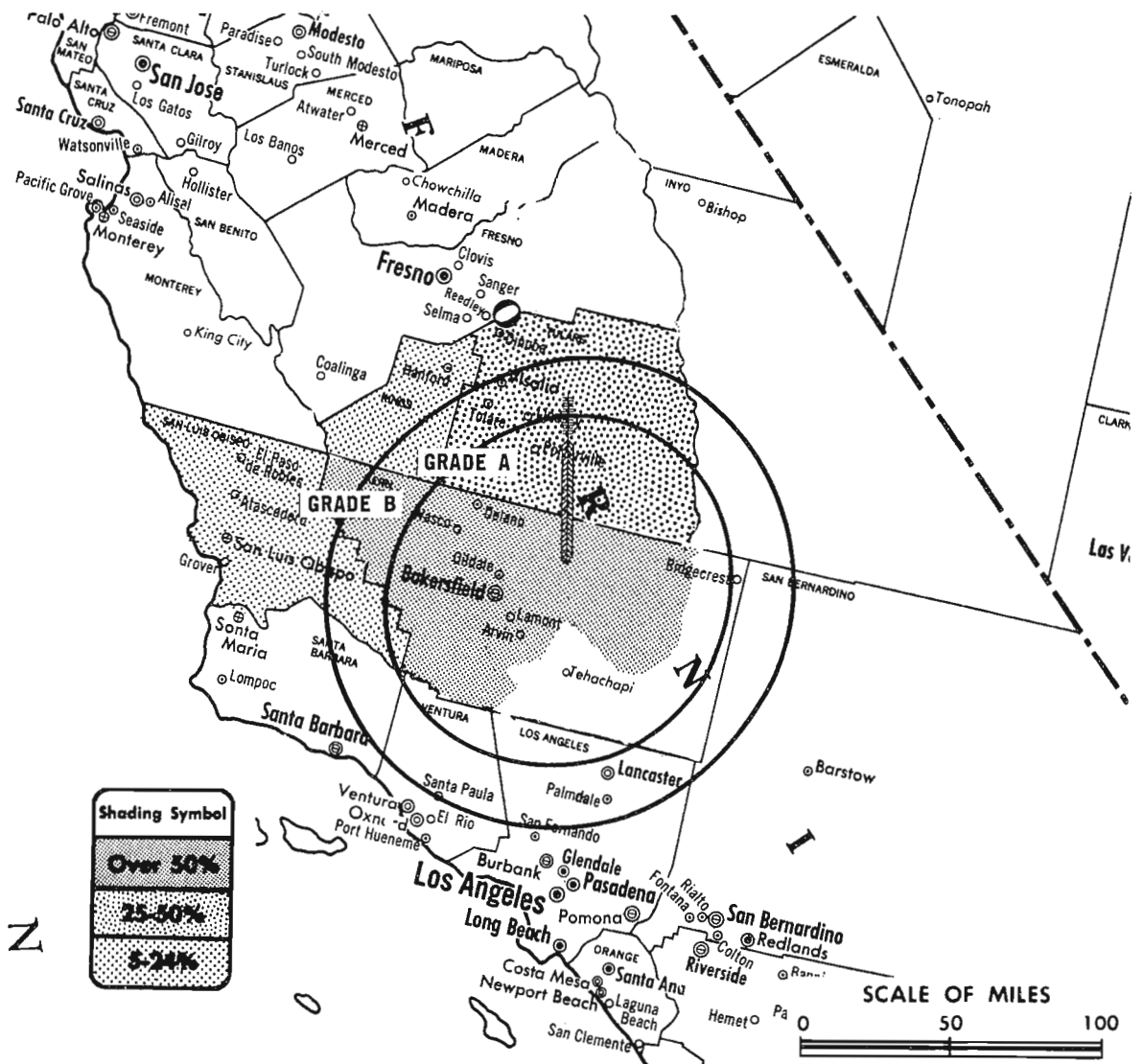
**Technical Facilities:** Channel No. 29 (560-566 mc). Authorized power: 191-kw visual, 38.2-kw aural. Antenna: 3690-ft. above av. terrain, 170-ft. above ground, 7715-ft. above sea level.

Latitude 35° 27' 11"  
Longitude 118° 35' 25"

**Transmitter:** Breckenridge Mt., 24-mi. ENE of Bakersfield.

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

**News Wire Service:** AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KBak-TV Ref: FCC File No. BPCT-2699 Granted 10/20/59

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## KBak-TV

**Licensee:** HarriScope Broadcasting Corp., Box 2929, Bakersfield, Cal. (93303).

**Studio:** 2210 Chester Ave. (93301).

**Telephone:** 805-327-7955.

**TWX No.:** 510-843-2146.

**Ownership:** Burt I. Harris, pres., 15%; Irving B. Harris, 40%; Donald P. Nathanson, 30%. 16 others, none with as much as 5%. HarriScope owns KTWO-TV & KTWO, Casper, Wyo.; KFBB-TV & KFBB, Great Falls, Mont. & KULR-TV, Billings, Mont. Three principals control HarriScope of Chicago Inc. which owns 50% of CP for WSNS-TV, Chicago. For other holdings, see CATV Group Ownership.

**Began Operation:** Aug. 20, 1953. Sale to present owner by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Television Digest, Vols. 3:52, 4:18). Sale to Reeves Broadcasting Corp. by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Vol. 16:36, 42).

**Represented (sales) by** The Meeker Co.

**Represented (legal) by** Marcus Cohn.

**Represented (engineering) by** Hammett & Edison.

### Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
REDD GARDNER, vice president & general manager.  
AL RUCH, chief engineer.  
RAD HARTWELL, general sales manager.  
BETTY BORUCH, office manager.

### DIGEST OF RATE CARD NO. 19—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$375.00	\$250.00	\$175.00	\$125.00	Graded rates apply*	

\*Highest rate: \$99.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA Kern West	87,000	81,400	94
<b>Between 25-50%</b>	CALIFORNIA Tulare	56,600	52,200	92
<b>Between 5-24%</b>	CALIFORNIA Kings	22,900	20,900	91
	San Luis Obispo	33,600	30,900	92
<b>Station Totals</b>		<b>200,100</b>	<b>185,400</b>	<b>93</b>
Net Weekly Circulation (March 1967)				109,000
Average Daily Circulation (March 1967)				63,900

**For UHF Penetration by Markets  
See Services Volume**



# California—Bakersfield



## KLYD-TV

Ch. 17

**Technical Facilities:** Channel No 17 (488-494 mc). Authorized power: 1170-kw max. & 162-kw horizontal visual, 234-kw max. & 32.4-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 270-ft. above ground, 3795-ft. above sea level.  
 Latitude 35° 26' 20"  
 Longitude 118° 44' 23"

**Transmitter:** Mt. Adelaide, 16-mi. E of Bakersfield.

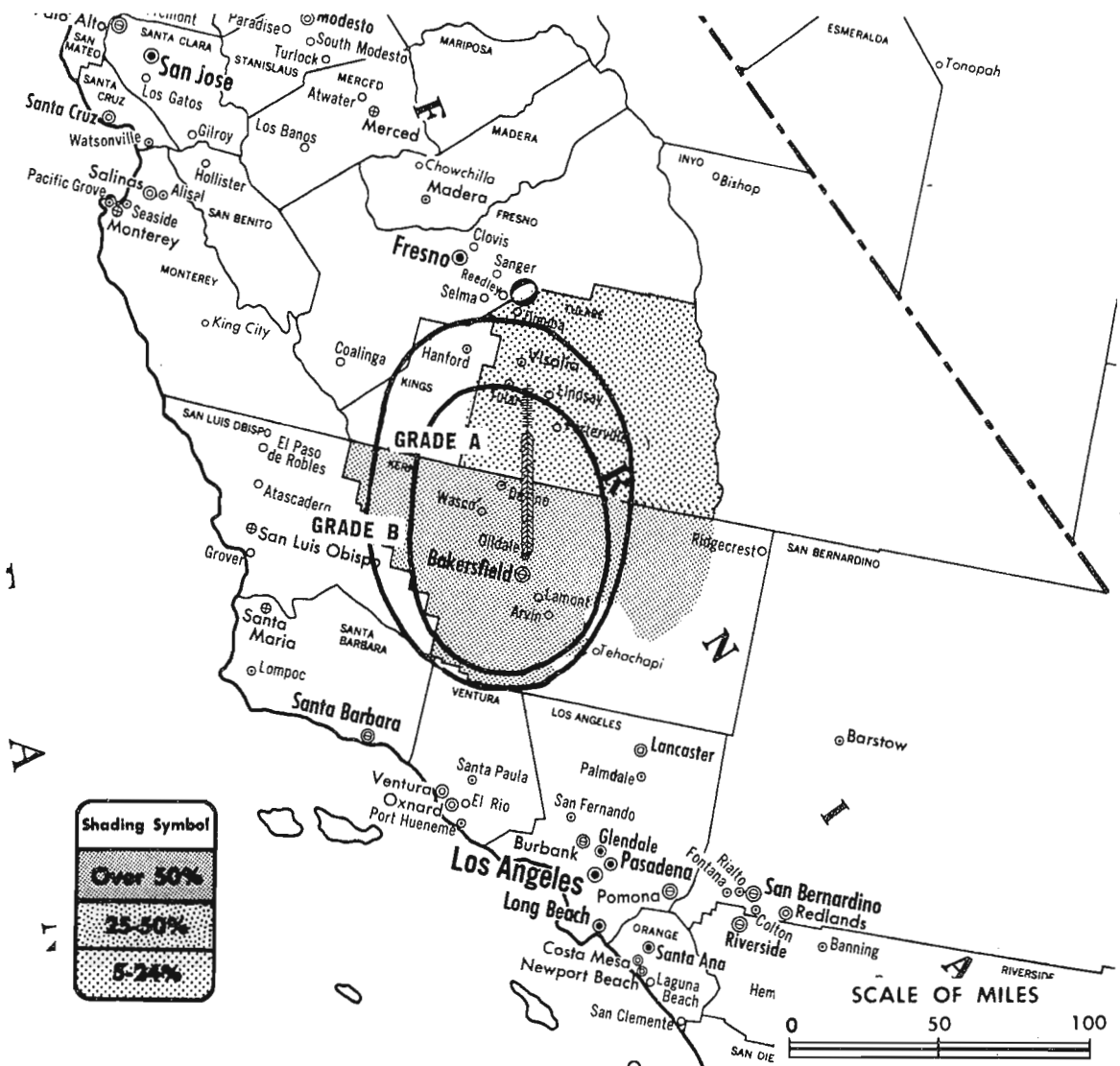
**Color:** Network, film, slide & tape.

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

**Studio:** 29th & Eye Sts.

**AM Affiliate:** KLYD, 1-kw, 1350 kc.

**Total Households:** © SRDS  
 Consumer Market Data as of 1/1/68.  
**TV Homes:** TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



KLYD-TV Ref: FCC File No. BPCT-3975 Granted 8/16/67

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## KLYD-TV

**Licensee:** Kern County Broadcasting Co., 2831 Eye St., Bakersfield, Cal. (93301).

**Telephone:** 805-327-7511. **TWX No.:** 805-831-7052.

**Ownership:** Lincoln Dellar and Mrs. Dellar, co-equal owners. Dellar also has interest in radios KACY, Port Hueneme and KROY, Sacramento, Cal. Sale of KROY pends.

**Began Operation:** Nov. 8, 1959. Transfer to present owners by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (TV Addenda 32-KKKK).

**Represented (sales) by** H-R Television.

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

**Represented (engineering) by** A. E. Towne & Associates.

### Personnel:

- LINCOLN DELLAR, president.
- PAUL BATTISTI, vice president & general manager.
- AL CROCKER, chief engineer.
- L. K. ABBOTT, program director.

### DIGEST OF RATE CARD NO. 4 (July 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. ID  
 Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.  
 \$350.00 \$210.00 \$140.00 \$125.00 \$90.00 Graded rates apply\*

\*Highest rate: \$80.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA Kern West	87,000	81,400	94
Between 25-50%	None between 25-50%			
Between 5-24%	CALIFORNIA Tulare	56,600	52,200	92
<b>Station Totals</b>		<b>143,600</b>	<b>133,600</b>	<b>93</b>
Net Weekly Circulation (March 1967)				76,600
Average Daily Circulation (March 1967)				48,400

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

# California—Chico



**KHSL-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 41.7-kw aural using 1° electrical beam tilt. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

Latitude 39° 57' 30"  
Longitude 121° 42' 48"

Holds CP for 316-kw visual, 38-kw aural. BPCT-4003.

**Transmitter:** Cohasset Road.

**Studio:** 180 E. 4th St.

**AM Affiliate:** KHSL, 5-kw, 1290 kc (CBS).

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

**News Wire Service:** UPI.

**Represented (engineering) by** Kear & Kennedy.

Total Households: © SRDS

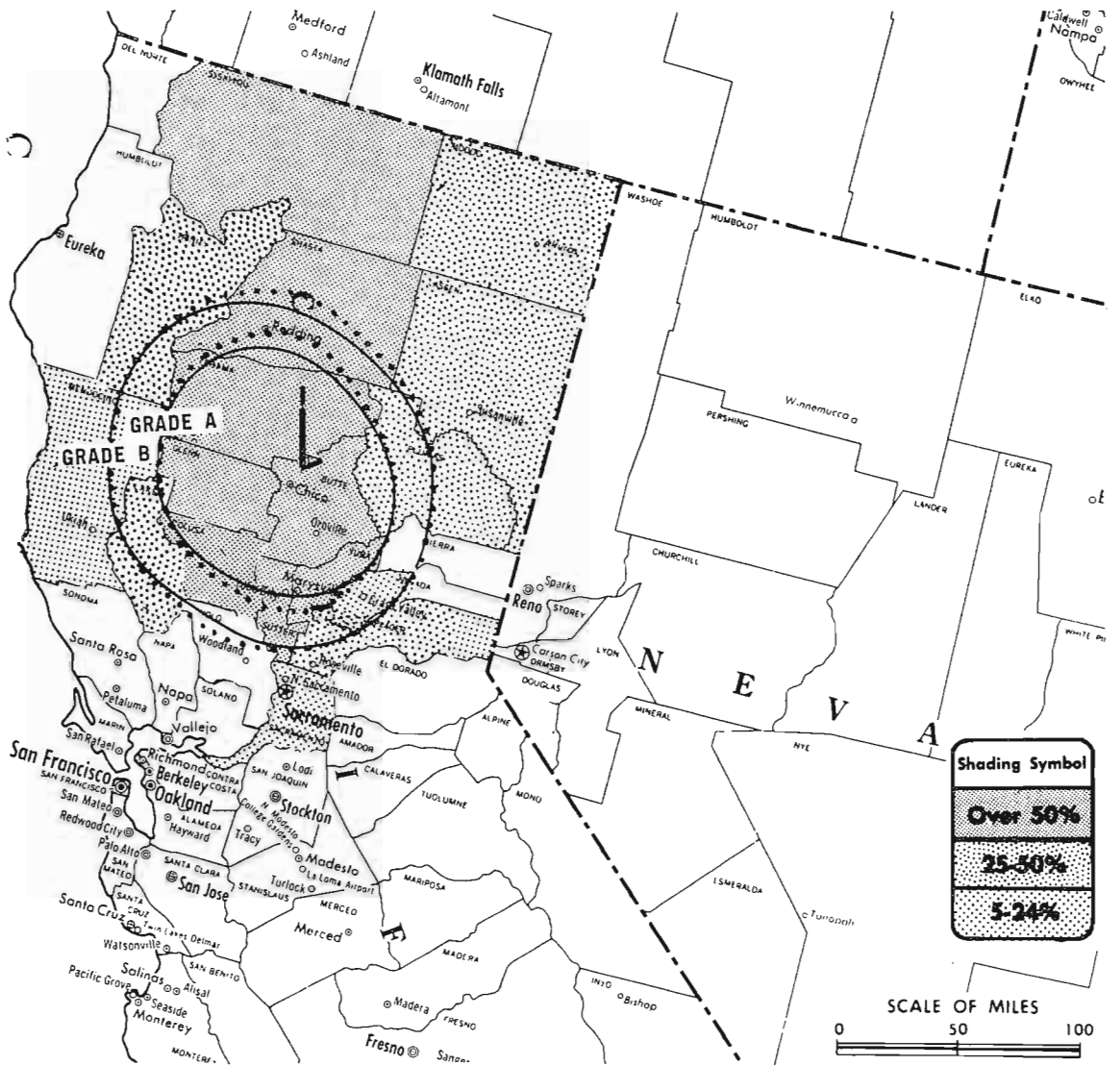
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KHSL-TV Ref: FCC File No. BPCT-2121 Granted 6/29/56

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## KHSL-TV

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95927).

Telephone: 916-342-0141. TWX No.: 916-348-2134.

Ownership: Mrs. Hugh McClung, pres., 95%; Hugh McClung Jr., v.p., 5%; Dorothy Locke, secy.-treas. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

M. F. WOODLING, manager.  
GEORGE ROSS, national sales manager.  
FRED M. STEULPNAGEL, program & production director.  
RUSSEL POPE, technical director.

DIGEST OF RATE CARD NO. 10—(Aug. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$350.00	\$210.00	\$140.00	\$117.00	\$80.00	\$64.00	\$40.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Butte	35,000	32,100	92
	Colusa	4,000	3,700	91
	Glenn	5,700	5,300	93
	Shasta	25,900	24,400	94
	Siskiyou	11,700	10,300	88
	Sutter	12,800	12,100	95
	Tehama	9,500	9,000	95
Yuba	12,600	11,800	94	
<b>Between 25-50%</b>	CALIFORNIA			
	Lassen	3,200	2,800	88
	Modoc	2,600	2,300	87
	Plumas	4,900	4,300	88
Trinity	4,000	3,400	86	
<b>Between 5-24%</b>	CALIFORNIA			
	Lake	6,200	5,400	87
	Mendocino	17,700	15,300	86
	Nevada West	9,800	8,800	90
	Placer West	24,600	22,900	93
Sacramento	198,300	188,500	95	
Station Totals		388,500	362,400	93
Net Weekly Circulation (March 1967)				118,400
Average Daily Circulation (March 1967)				79,200

# California—Redding

**abc NBC KRCR-TV**

Ch. 7

(Also serves Chico, Cal.)

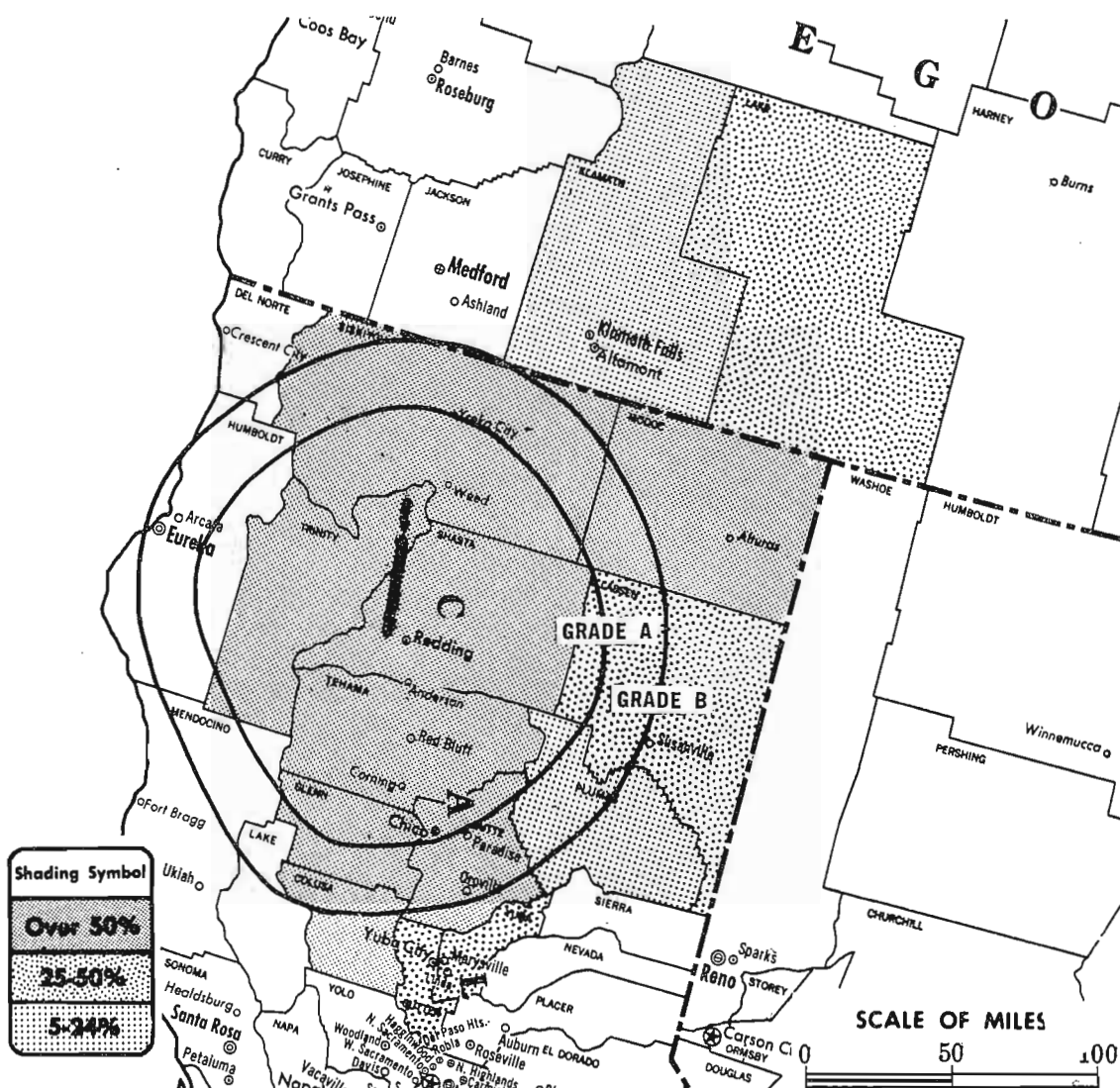
**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 115-kw visual, 22.4-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

Latitude 40° 36' 10"  
Longitude 122° 39' 00"

**Transmitter:** Mt. Shasta-Bally, 13-mi. W of Redding.

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

**News Wire Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KRCR-TV Ref: FCC File No. BMPCT—4100 Granted 8/22/56

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

## KRCR-TV

Network Service: ABC, NBC.

Licensee: Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. (96001).

Studio: Pioneer Dr.

Telephone 916-243-7777. TWX No.: 916-243-6721.

**Ownership:** Southern Oregon Bcstg. (100% owned by Cal.-Ore. Bcstg.), 92.88%; John A. & Thelma M. Spann, 7.12%. For Southern Ore. Bcstg. ownership & other interests, see KTVM, Medford, Ore.

**Began Operation:** Aug. 1, 1956. Acquisition of positive control by Cal.-Ore. Bcstg. approved by FCC Feb. 9, 1968. Previously sale to Sacramento Valley TV Inc. by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963, by FCC (Television Digest, Vol. 3:11, 23).

**Represented (sales)** by Adam Young-VTM Inc., Art Moore & Assoc. (regional).

**Represented (legal)** by Dempsey & Koplovitz.

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

**Personnel:**

WILLIAM B. SMULLIN, vice president.  
RICHARD GREEN, general manager.  
DEL CANTRALL, station manager.  
DOREETA DOMKE, program director.

### DIGEST OF RATE CARD NO. 9 (June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$75.00	\$70.00	\$38.00
NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Butte	35,000	32,100	92
	Colusa	4,000	3,700	91
	Glenn	5,700	5,300	93
	Modoc	2,600	2,300	87
	Shasta	25,900	24,400	94
	Siskiyou	11,700	10,300	88
	Tehama	9,500	9,000	95
Trinity	4,000	3,400	86	
<b>Between 25-50%</b>	CALIFORNIA			
	Lassen	3,200	2,800	88
	Sutter	12,800	12,100	95
Yuba	12,600	11,800	94	
<b>Between 5-24%</b>	OREGON			
Lake	2,300	2,000	87	
<b>Between 5-24%</b>	CALIFORNIA			
	Plumas	4,900	4,300	88
<b>Between 5-24%</b>	OREGON			
Klamath	16,000	15,000	94	
<b>Station Totals</b>		150,200	138,500	92
<b>Net Weekly Circulation (March 1967)</b>				90,000
<b>Average Daily Circulation (March 1967)</b>				66,100

For Color Set Penetration by Market  
see Services Volume

# California—Eureka



**KIEM-TV**

Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

Latitude 40° 43' 52"  
Longitude 123° 57' 06"

**Transmitter:** Redwood Peak, 12-mi. SE of Eureka.

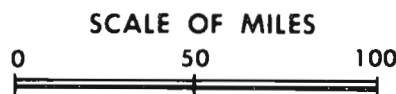
**AM Affiliate:** KRED, 5-kw, 1480 kc (MBS).

**TV tape:** Recording facilities.

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

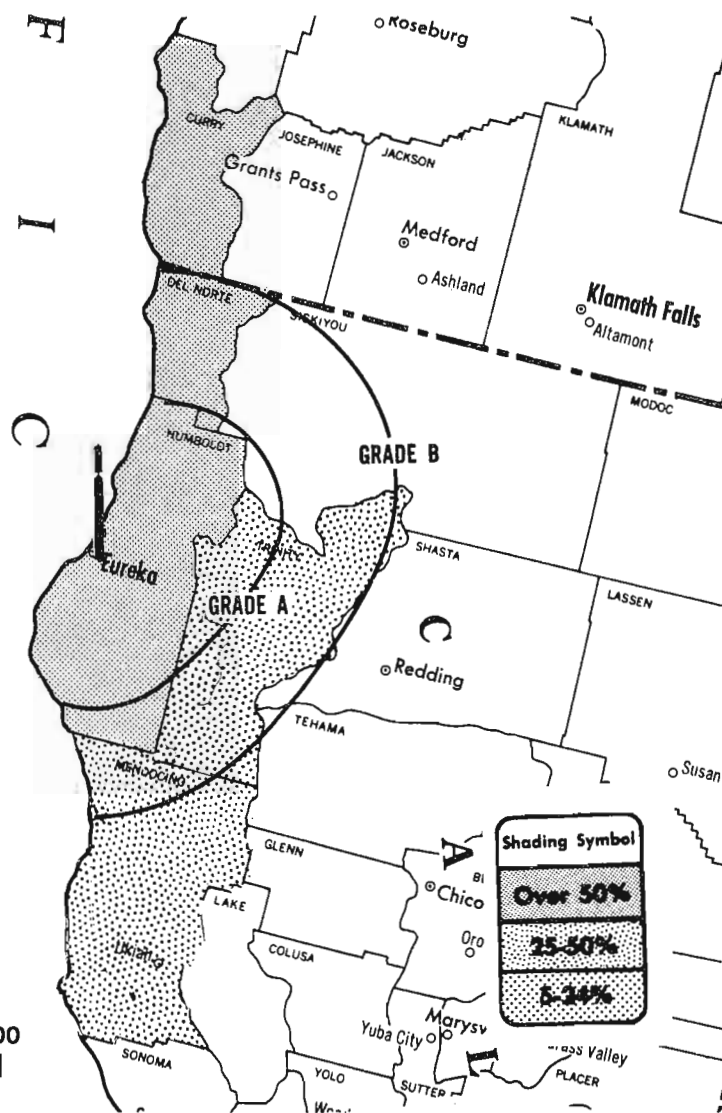
**News Wire Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KIEM-TV Ref: FCC File No. BMPCT-3432 Granted 12/1/55

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## KIEM-TV

**Network Service:** CBS, ABC on per program basis.

**Licensee:** California Oregon Radio Co., Box 1021, Eureka, Cal. (95501).

**Studio:** 6th & D Sts.

**Telephone:** 707-443-3123. TWX No.: 707-577-0627.

**Ownership:** California Oregon Radio Co. Wayne Vickers, pres., 5%; 19 other stockholders, each with 5%.

**Began Operation:** Oct. 25, 1953. Sale by William B. Smullin to present owner approved by FCC Oct. 25, 1961 (BAPCT).

**Represented (sales)** by Adam Young-VTM Inc.

**Represented (legal)** by Dempsey & Koplovitz.

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

**Personnel:**

- PAUL HOFF, v.p. & manager.
- NEWTON L. STEWARD, v.p., public affairs & news.
- DONALD R. KING, chief engineer.
- ROBERT R. MILLER, operations manager.
- ELMER G. HASKIN JR., regional sales manager.
- WILLIAM B. SMULLIN, film buyer.

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

Hour 30 Min. 15 Min. Min. 40 Sec. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$65.00 \$81.25 \$55.00 \$33.00

**NETWORK BASE HOURLY RATE:** \$225. Combination rates available with KTVM-TV, Medford, Ore. & KOTI-TV, Klamath Falls, Ore.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Del Norte	6,200	5,500	88
	Humboldt	37,100	34,300	92
	OREGON			
	Curry	4,800	4,100	86
<b>Between 25-50%</b>	CALIFORNIA			
	Mendocino	17,700	15,300	86
	Trinity	4,000	3,400	86
<b>Between 5-24%</b>	None between 5-24%			
<b>Station Totals</b>		69,800	62,600	90
Net Weekly Circulation (March 1967)				48,300
Average Daily Circulation (March 1967)				41,100

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Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151



# California—Eureka

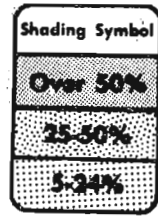
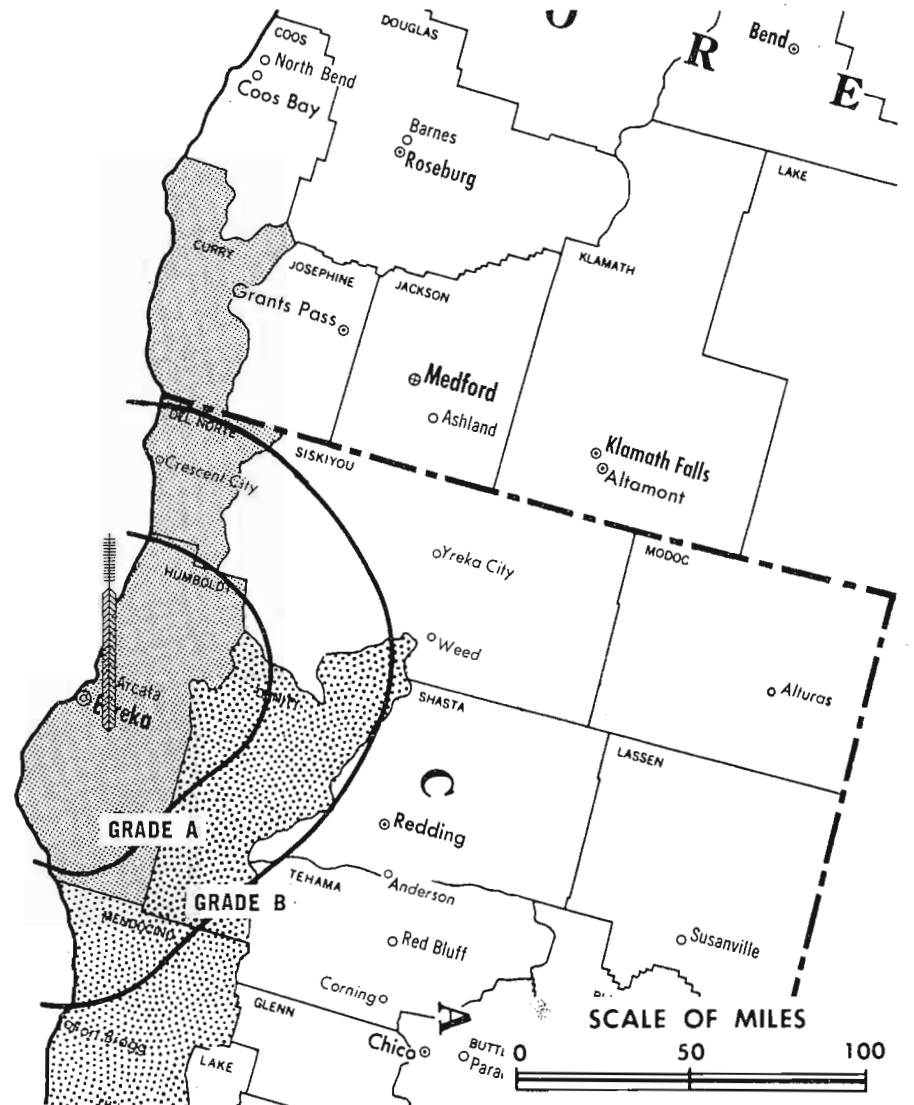
**abc** **NB KVIQ-TV**

Ch. 6

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 18"

Transmitter: 10.8-mi. SE of Eureka.  
Color: Network, film & slide.  
News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KVIQ-TV Ref: FCC File No. BMPCT-4844 Granted 10/9/57  
Authorized: FCC File No. BPCT-2784 Granted 9/30/60

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## KVIQ-TV

Network Service: NBC & ABC.  
Licensee: California Northwest Broadcasting Co., Box 1019.  
Studio: Humboldt Hill Rd.  
Telephone: 707-443-3061.  
TWX No.: 707-577-0636.  
Ownership: Carl & Leah McConnell, 100%. Carl & Leah McConnell also have interest in KJEO (TV), Fresno.  
Began Operation: April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (Television Digest, Vol. 16:22, 24).  
Represented (sales) by The Hollingbery Co.; Charles Burrow (Portland, Seattle).  
Represented (legal) by Wilner, Scheiner & Greeley.  
Represented (engineering) by Hammett & Edison.  
Personnel:  
CARL R. McCONNELL, president  
SAM HOREL, general manager, national sales director & film buyer.  
JOYCE KAVICH, traffic manager.  
AMOS HARGRAVE, chief engineer.

## DIGEST OF RATE CARD NO. 2 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10:31 p.m., daily.						
\$275.00	\$165.00	\$110.00	\$83.00	\$68.00	\$56.00	\$34.00
NETWORK BASE HOURLY RATE: \$225 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Del Norte	6,200	5,500	88
	Humboldt	37,100	34,300	92
<b>Between 25-50%</b>	OREGON			
	Curry	4,800	4,100	86
<b>Between 5-24%</b>	CALIFORNIA			
	Mendocino	17,700	15,300	86
	Trinity	4,000	3,400	86
Station Totals		69,800	62,600	90
Net Weekly Circulation (March 1967)				47,200
Average Daily Circulation (March 1967)				37,800

# California—Fresno



**KFRE-TV**



Ch. 30

**Technical Facilities:** Channel No. 30 (566-572 mc). Authorized power: 1302-kw max. and 288-kw horizontal visual, 251-kw max. and 51.3-kw horizontal aural. Antenna: 2080-ft. above av. terrain, 276-ft. above ground, 4755-ft. above sea level.

Latitude 37° 04' 39"  
Longitude 119° 26' 01"

**Transmitter:** Meadow Lake, Cal.

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

**AM Affiliate:** KFRE, 50-kw, 940 kc (CBS).

**FM Affiliate:** KRFM, 70-kw, 93.7 mc (No. 229), 1880-ft.

**TV tape:** Recording facilities.

**News Wire Service:** UPI.

**News Film Service:** UPI.

**Total Households:** © SRDS

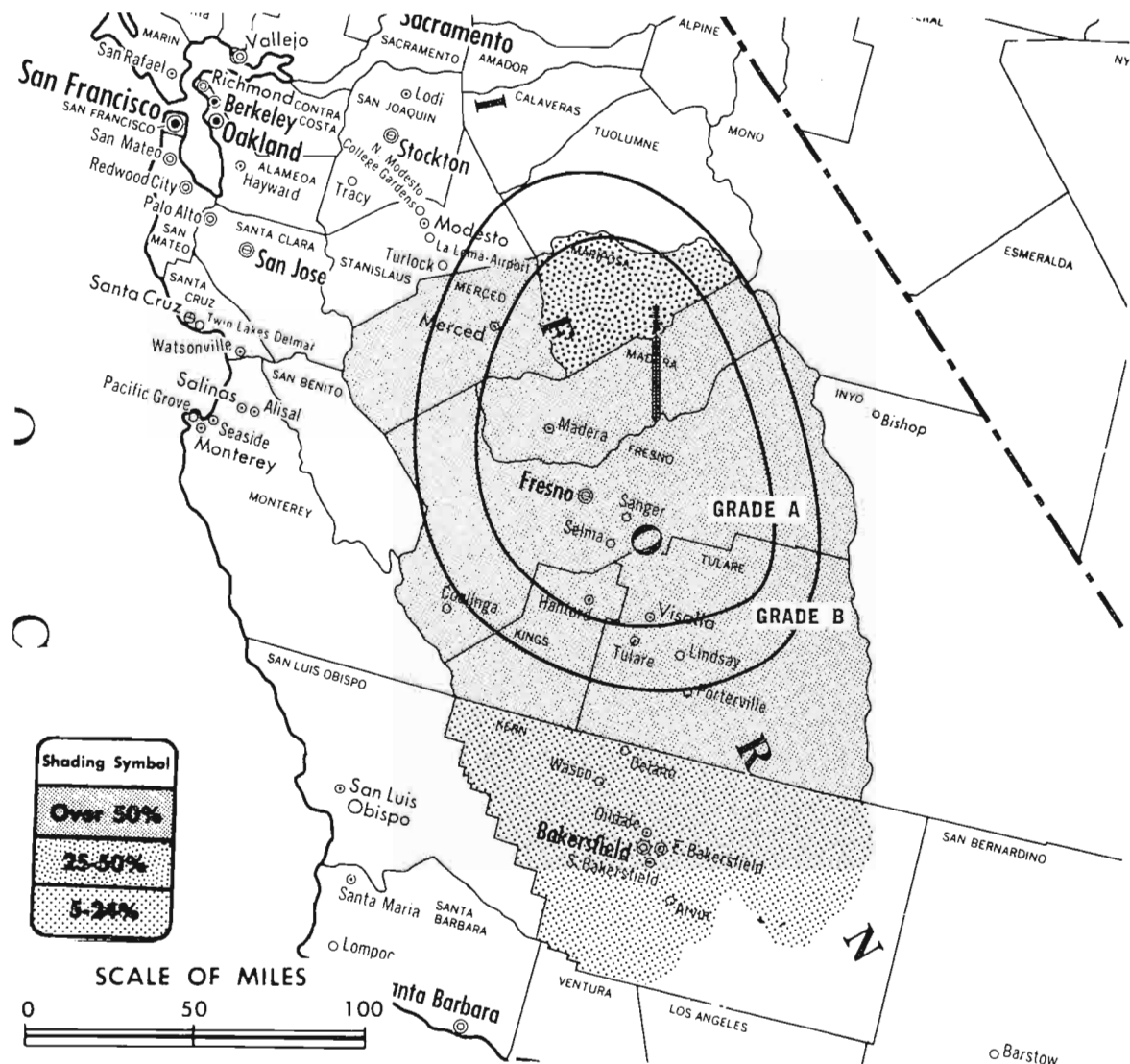
**Consumer Market Data** as of 1/1/68.

**TV Homes:** TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KFRE-TV DOC.—11759 Granted 8/12/60

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## KFRE-TV

**Licensee:** Triangle Publications, Inc. (Radio & TV Div.), 733 L St., Fresno, Cal. (93701).

**Studio:** 733 L St.

**Telephone:** 209-268-6444. **TWX No.:** 209-481-1362.

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

**Began Operation:** May 10, 1956. Sale to present owner by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Television Digest, Vols. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to uhf Ch. 30 (Vol. 17:8).

**Represented (sales) by** Blair-TV.

**Represented (legal) by** Wilner, Scheiner & Greeley.

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

**Personnel:**

JAMES H. BURGESS, general manager.  
ELIO BETTY JR., general sales manager.  
DON SNYDER, local sales manager.  
CHARLES R. CONNOLLY, promotion director.  
STEPHEN WEBER, director of engineering.  
LEE JENSEN, program director.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:59 p.m., Mon.-Sat.; 7-10:59 p.m., Sun.	\$860.00	\$559.00		\$215.00*	\$110.00*

\*Class AAA—8-10:30 p.m., daily.

**NETWORK BASE HOURLY RATE: \$600.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Fresno	125,300	116,600	93
	Kings	22,900	20,900	91
	Madera	13,100	12,100	92
	Merced	32,600	30,300	93
Tulare	56,600	52,200	92	
<b>Between 25-50%</b>	CALIFORNIA			
	Mariposa	2,400	2,100	86
<b>Between 5-24%</b>	CALIFORNIA			
	Kern West	87,000	81,400	94
<b>Station Totals</b>		<b>339,900</b>	<b>315,600</b>	<b>93</b>
Net Weekly Circulation (March 1967)				214,500
Average Daily Circulation (March 1967)				160,600

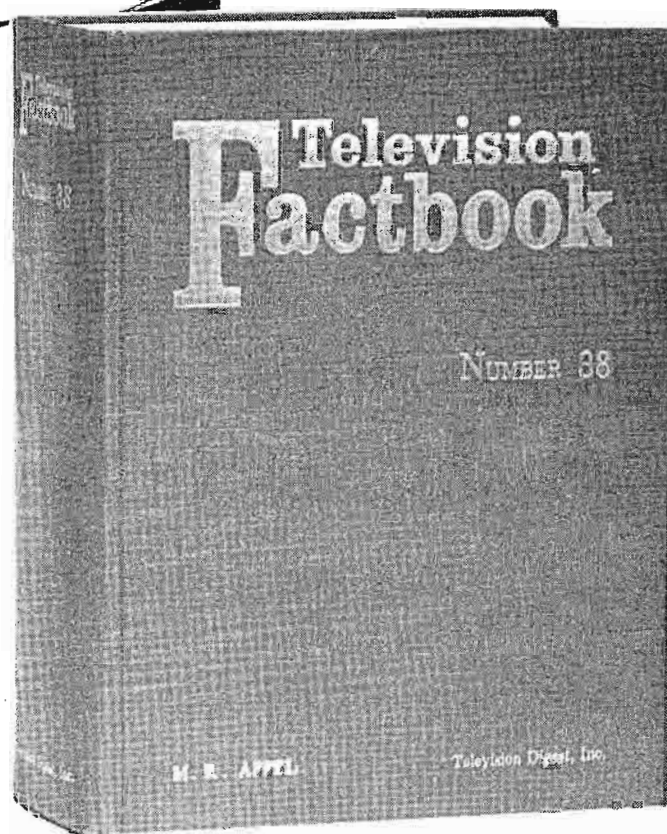


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# California—Fresno

## KAIL

Ch. 53

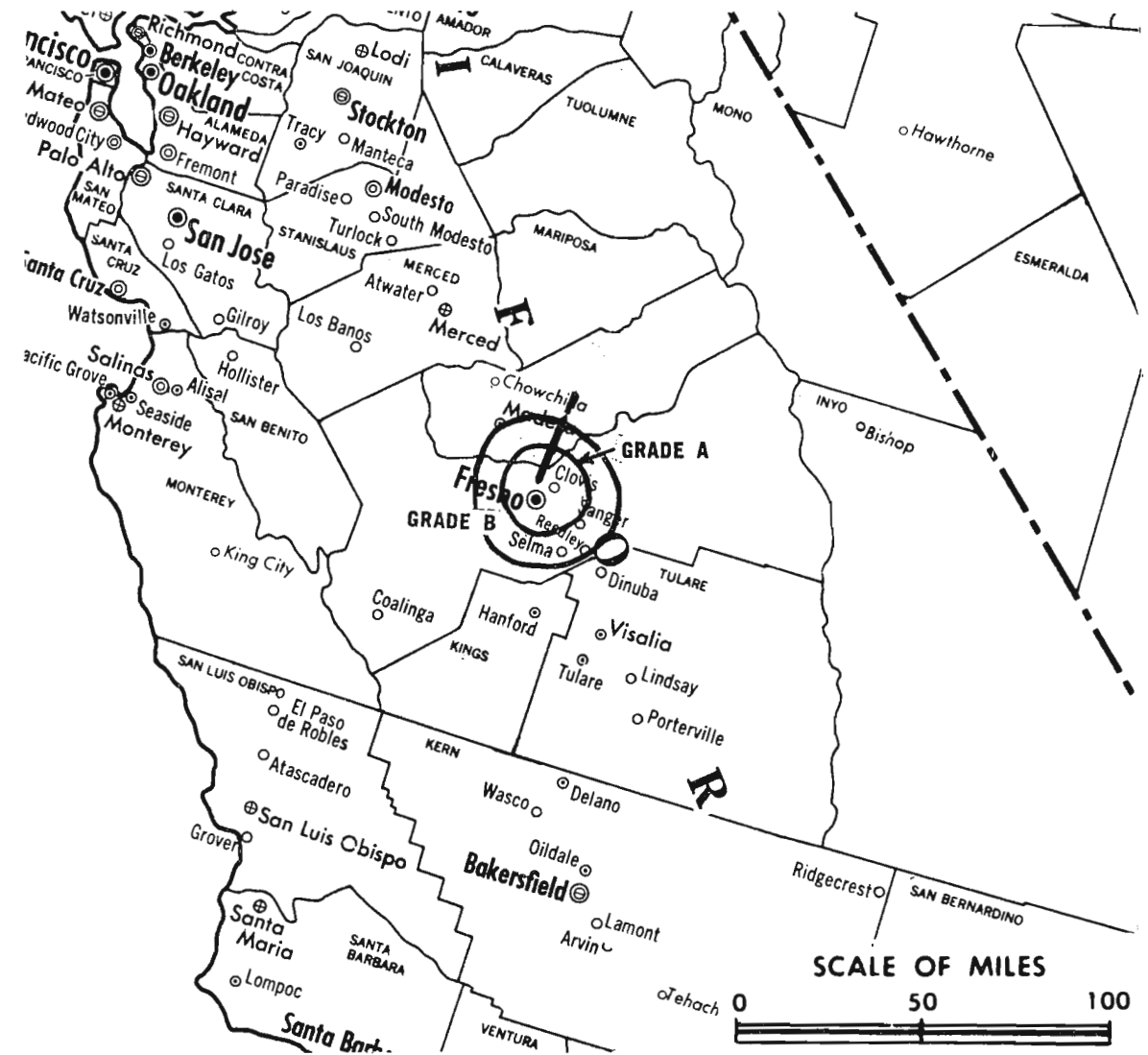
**Technical Facilities:** Channel No. 53 (704-710 mc). Authorized power: 16.1-kw visual, 2.14-kw aural. Antenna: 350-ft. above av. terrain, 395-ft. above ground, 960-ft. above sea level.

Latitude 36° 50' 38"

Longitude 119° 41' 13"

Transmitter: 5255 E. Alluvial, Fresno.

News Wire Service: AP.



KAIL Ref: FCC File No. BMPCT-5578 Granted 7/26/61

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## KAIL

Network Service: None, independent.

Licensee: Tel-America Corp., P.O. Box 5160, Fresno, Cal. (93755).

Studio: 5253 Alluvial Ave.

Telephone: 209-299-2104.

Ownership: Albert John Williams, 100%.

Began Operation: December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (Television Digest, Vol. 6:52).

Represented (legal) by Samuel Miller.

### Personnel:

VICTOR D. SANDERS, general manager.  
CHARLES GRIGGS, program director.  
JOHN LOCKHART, chief engineer.

### DIGEST OF RATE CARD NO. 2 (June 14, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6-10:30 p.m., daily.						
\$200.00	\$120.00	\$85.00	\$65.00	\$40.00	\$35.00	\$22.00

ARB Data Not Available



MALARKEY, TAYLOR & ASSOCIATES

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WASHINGTON, D.C.

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# California—Fresno



**KJEO**



Ch. 47

**Technical Facilities:** Channel No. 47 (668-674 mc). Authorized power: 440-kw maximum visual with directional antenna and tilt, 269-kw maximum horizontal and 200-kw average horizontal visual, 20-kw maximum aural. Antenna: 1790-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level.

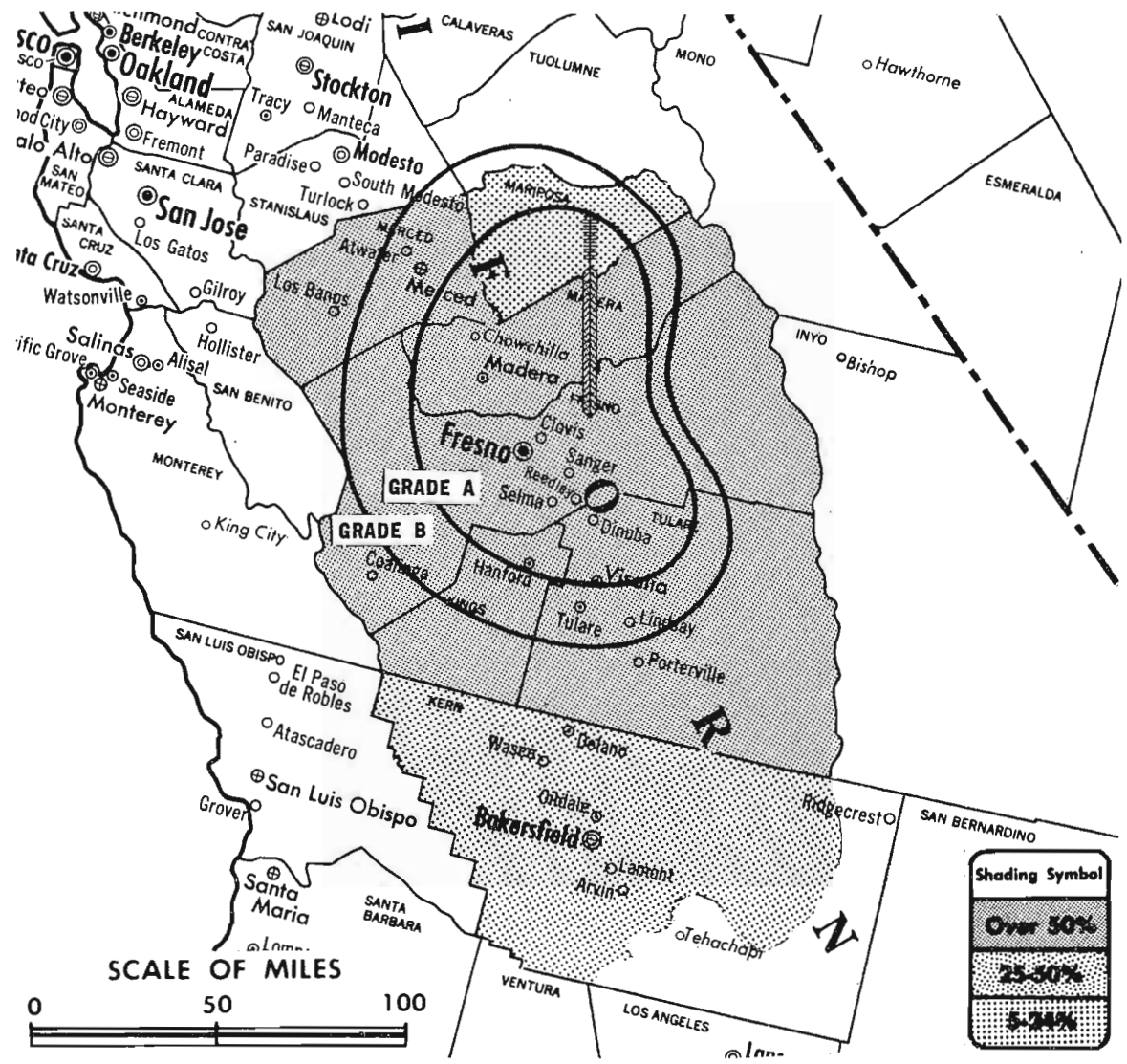
Latitude 37° 04' 13"  
Longitude 119° 25' 31"

Transmitter: Bald Mt.

Color: Network, film & slide.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KJEO Ref: FCC File No. BPCT-2285 Granted 6/25/57

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## KJEO

Grantee: Shasta Telecasting Corp., P.O. Box 1708, Fresno, Cal. (93717).

Studio: Shaw at Cedar.

Telephone: 209-222-2411.

TWX No.: 910-362-3181.

Ownership: George C. Fleharty, pres., 38%; Laurence W. Carr, 14<sup>3</sup>/<sub>8</sub>%; Morris K. Cohen, 10%; Robert L. Hammett, 10%; Carl R. McConnell, 22<sup>5</sup>/<sub>8</sub>%; Russell K. Olsen, 5%. Mr. McConnell, with his wife, owns KVIQ-TV, Eureka, Cal. Sale to Retlaw Enterprises pending.

Began Operation: Sept. 20, 1953.

Represented (sales) by Edward Petry & Co.

Represented (engineering) by Hammett & Edison.

### Personnel:

GEORGE C. FLEHARTY, president.  
RAY GRANT, general manager.  
RUSSELL K. OLSEN, v.p.  
BILL SAWYERS, asst. general manager.  
CHARLES GINGOLD, program director.  
JAY HILL, chief engineer.  
LINDA CHAMBERS, traffic manager.

## DIGEST OF RATE CARD NO. 14 (Dec. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$800.00 \$475.00 \$300.00 Graded rates apply\*

\*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Fresno	125,300	116,600	93
	Kings	22,900	20,900	91
	Madera	13,100	12,100	92
	Merced	32,600	30,300	93
Tulare	56,600	52,200	92	
Between 5-24%	CALIFORNIA			
	Kern West	87,000	81,400	94
	Mariposa	2,400	2,100	86
Station Totals		339,900	315,600	93
Net Weekly Circulation (March 1967)				208,500
Average Daily Circulation (March 1967)				133,600

# California—Fresno



**KMJ-TV**



Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 1600-kw max. and 191-kw horizontal visual, 153-kw max. and 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 53"

Transmitter: Bear Mt.

Studio: 1544 Van Ness.

AM & FM Affiliates: See below.

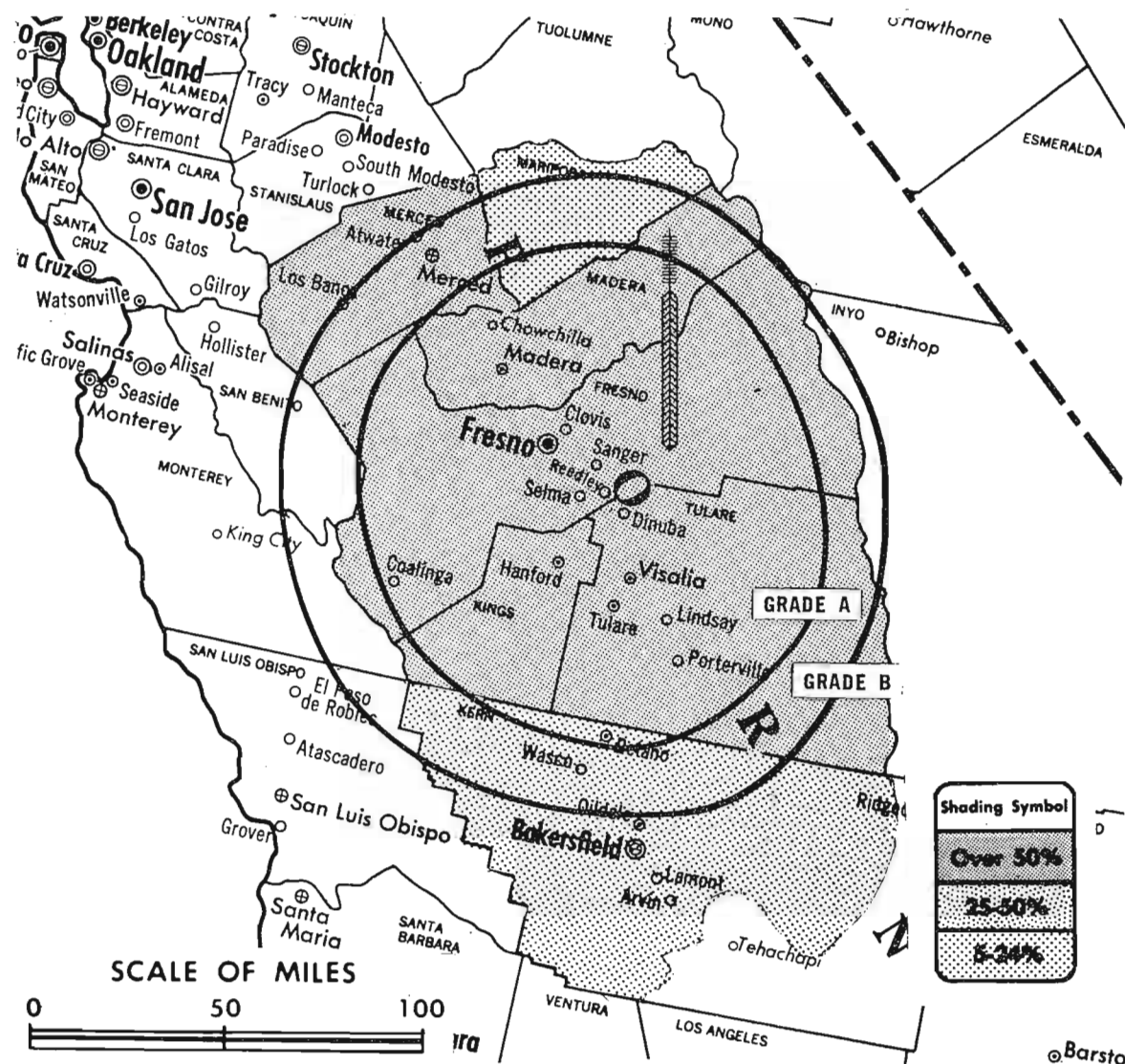
Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KMJ-TV Ref: FCC File No. BMPCT-2211 Granted 9/15/54  
Also CP BPCT-2859 Granted 7/12/61

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## KMJ-TV

Licensee: McClatchy Newspapers, 1544 Van Ness, Fresno, Cal. (93721).

Telephone: 209-268-6666. TWX No.: 910-362-2403.

AM Affiliate: KMJ, 5-kw, 580 kc (NBC). FM Affiliate: KMJ-FM, 7.3-kw, 97.9 mc (No. 250), 630-ft. antenna height.

Ownership: Eleanor McClatchy, pres.; J. Brown Maloney, v.p.; Charles K. McClatchy, secy.-treas.; L. R. Matushak, asst. secy.-treas.; Walter P. Jones & John J. Hamlyn, directors. Also own KFBK & FM, Sacramento; KBEE & FM, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. McClatchy also owns KOVR, Stockton-Sacramento, Cal.

Began Operation: June 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

### Personnel:

JOHN I. EDWARDS, manager & film buyer.  
EDGAR L. DEATHERAGE, sales manager.  
WILLIAM DAVIDSON, production manager.  
ALICE SOUTH, traffic manager.  
WILLIAM TRETTIN, film editor.  
JAMES B. HANCOCK, chief engineer.

## DIGEST OF RATE CARD NO. A24

(July 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.					
\$900.00	\$575.00	\$400.00			

Graded rates apply\*

\*Highest rate: \$320.

NETWORK BASE HOURLY RATE: \$650.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>				
		Fresno	125,300	116,600	93
		Kings	22,900	20,900	91
		Madera	13,100	12,100	92
		Merced	32,600	30,300	93
		Tulare	56,600	52,200	92
<b>Between 5-24%</b>	<b>CALIFORNIA</b>				
		Kern West	87,000	81,400	94
		Mariposa	2,400	2,100	86
<b>Station Totals</b>			<b>339,900</b>	<b>315,600</b>	<b>93</b>
Net Weekly Circulation (March 1967)					<b>214,500</b>
Average Daily Circulation (March 1967)					<b>166,600</b>

# California—Visalia (Fresno)

## KICU-TV

Ch. 43

[Affiliated with KSAN-TV, San Francisco which operates as a satellite]

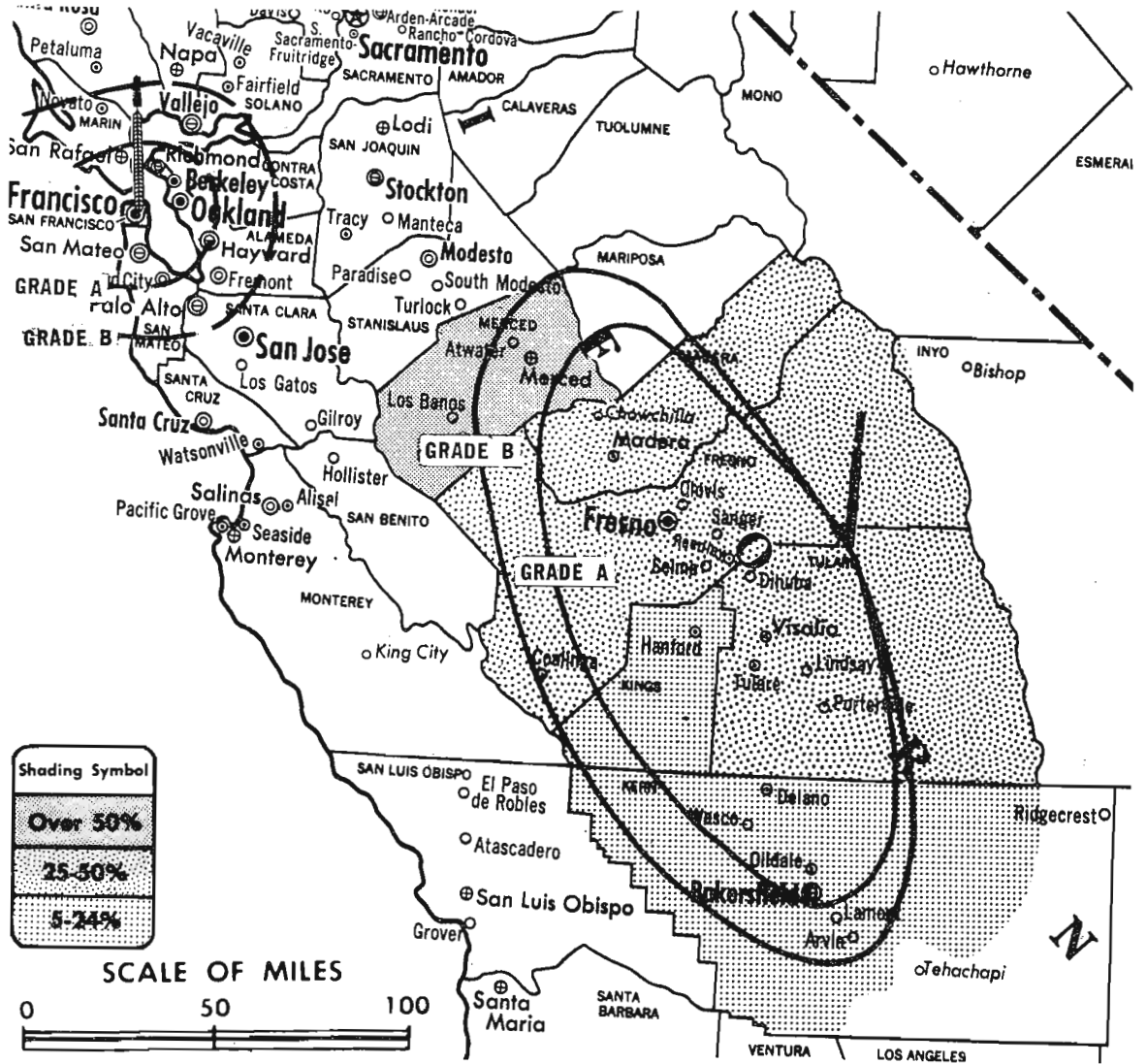
Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 2140-kw max. and 155-kw horizontal visual, 214-kw max. and 15.5-kw horizontal aural. Antenna: 850-ft. above av. terrain, 193-ft. above ground, 5315-ft. above sea level.

Latitude 36° 38' 15"  
Longitude 118° 56' 35"

Transmitter: 3.9-mi. E of Badger.

TV tape: Recording facilities.

Color: Live, film & slide.



Total Households © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KICU-TV Ref: FCC File No. BPCT-6311 Granted 8/17/66

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

## KICU-TV

Network Service: NBC, CBS on per program basis.

Licensee: Sierra Broadcasting Inc., 1141 Market St., Room 305, San Francisco, Cal. (94103).

Studio: 2139 E. Main St., Visalia, Cal. (93277). Business Office: 2803 Divisadero, Fresno, Cal. (93721).

Telephones: 415-621-2300 (San Francisco); 209-732-6436 (Visalia); 209-268-9784 (Fresno).

Ownership: Norwood J. Patterson, 100%. He also owns radios KBIF, Fresno and KTW & FM, Seattle, Wash.

Began Operation: December 23, 1961.

Represented (sales) by Eastman TV Inc.

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

Represented (engineering) by Radio Consulting Engineering Co.

Personnel:

HAL KEENER, general manager.  
BESSIE BAUMGARTNER, traffic.  
BOB BLACQUIERE, production supervisor.  
CHUCK FIELDS, chief engineer.

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

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6-9 p.m., daily.				
\$600.00	\$360.00	\$200.00	\$100.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	CALIFORNIA			
	Fresno	125,300	116,600	93
	Madera	13,100	12,100	92
	Tulare	56,600	52,200	92
<b>Between 5-24%</b>	CALIFORNIA			
	Kern West	87,000	81,400	94
	Kings	22,900	20,900	91
	Merced	32,600	30,300	93
Station Totals		337,500	313,500	93
Net Weekly Circulation (March 1967)				66,600
Average Daily Circulation (March 1967)				17,100

ARB Data: Figures do not include

KSAN-TV, San Francisco

# California—Los Angeles



**KABC-TV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 166-kw visual, 25.7-kw aural. Antenna: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

**Transmitter:** Mt. Wilson.

**Studio:** Prospect & Talmadge Sts., Hollywood (90027).

**TV tape:** Recording facilities.

**AM Affiliate:** KABC, 5-kw, 790 kc (ABC).

**FM Affiliate:** KABC-FM, 4.3-kw, 95.5 mc (No. 238), 40-ft. antenna height.

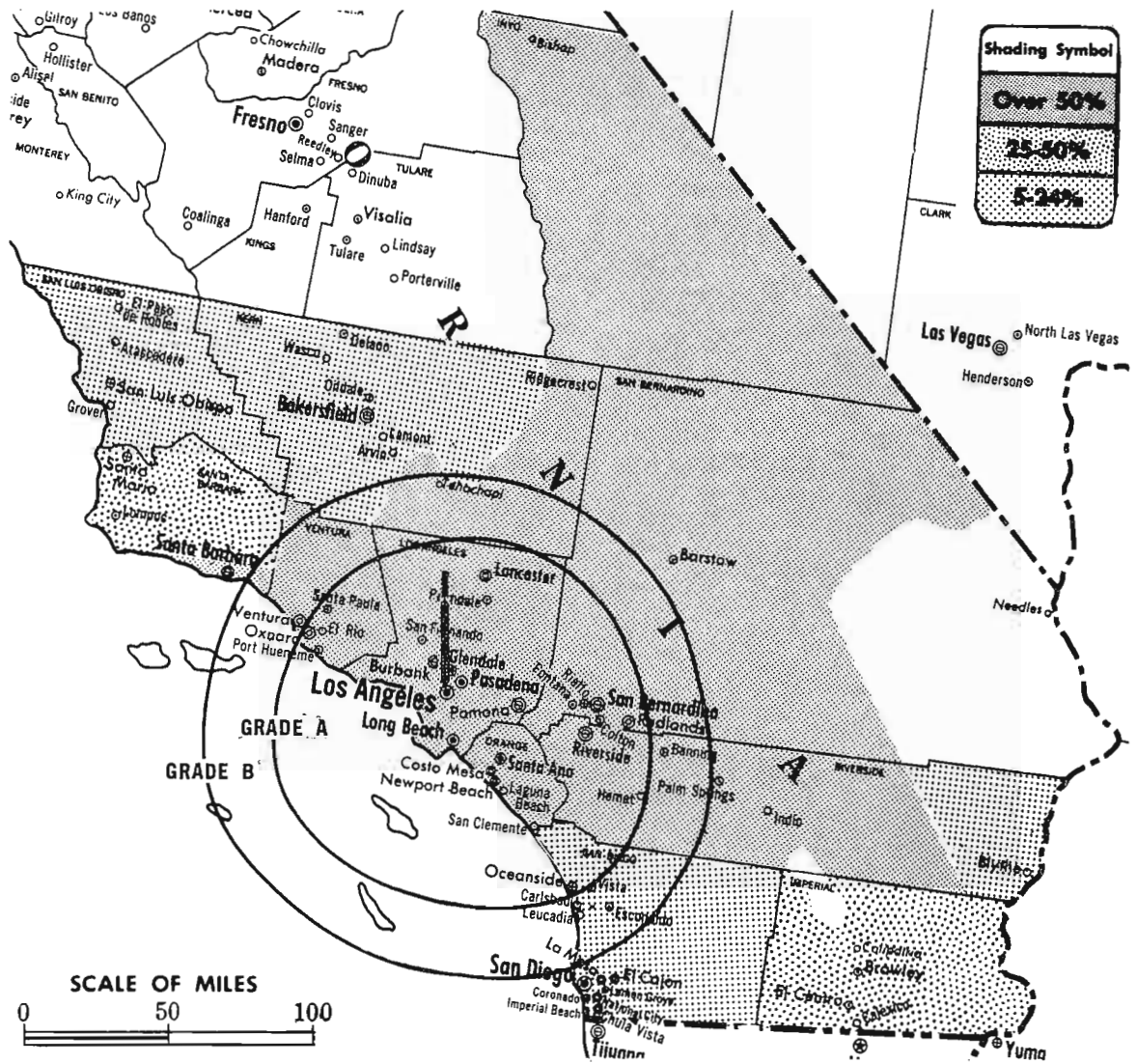
**Color:** Network, live, film, slide & tape.

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

**Facsimile Service:** UPI.

**News Film Service:** ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KABC-TV Ref: FCC File No. BPCT-1424 Granted 4/10/53

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

## KABC-TV

**Licensee:** American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. (10020).

**Telephone:** 213-663-3311. TWX No.: 213-666-1240.

**Ownership:** See WABC-TV, New York.

**Began Operation:** Sept. 16, 1949 as KECA-TV.

**Represented (sales)** by ABC-TV Television Spot Sales Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

- JOHN E. CAMPBELL, vice president.
- RICHARD N. SAVAGE, general sales manager.
- STEVE MILLS, program director.
- BILL McPHIE, film buyer.
- NORMAN H. SLOANE, business manager.
- GEORGE L. PIERCE, sales service manager.
- NORMA OLSEN, director of program operations.
- ROBERT TRACHINGER, executive producer.
- JACK F. BREMBECK, promotion manager.
- THEODORE GRENIER, chief engineer, Western Division, ABC.

**DIGEST OF FALL RATE CARD NO. 66—(Sept. 10, 1967)**

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

Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.

On request ..... \$2000.00 \$1200.00

**NETWORK BASE HOURLY RATE:** \$4400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>				
<b>CALIFORNIA</b>				
	Inyo	4,100	3,300	81
	Kern East	14,800	13,800	94
	Los Angeles	2,410,000	2,289,100	95
	Orange North	314,500	304,200	97
	Orange South	72,300	70,000	97
	Riverside West	134,600	125,200	93
	Santa Barbara			
	South	45,000	41,800	93
	San Bernardino			
	West	203,000	191,100	94
	Ventura	101,500	97,000	96
<b>Between 25-50%</b>				
<b>CALIFORNIA</b>				
	Imperial	21,700	18,900	87
	Santa Barbara North	36,500	33,900	93
<b>Between 5-24%</b>				
<b>CALIFORNIA</b>				
	Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93
	San Diego	388,300	368,300	95
	San Luis Obispo	33,600	30,900	92
Station Totals		3,872,700	3,674,300	95
Net Weekly Circulation (March 1967)			2,947,700	
Average Daily Circulation (March 1967)			1,765,900	



# California—Los Angeles

## KCOP

Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 32.4-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Latitude 34° 13' 42"  
Longitude 118° 04' 02"

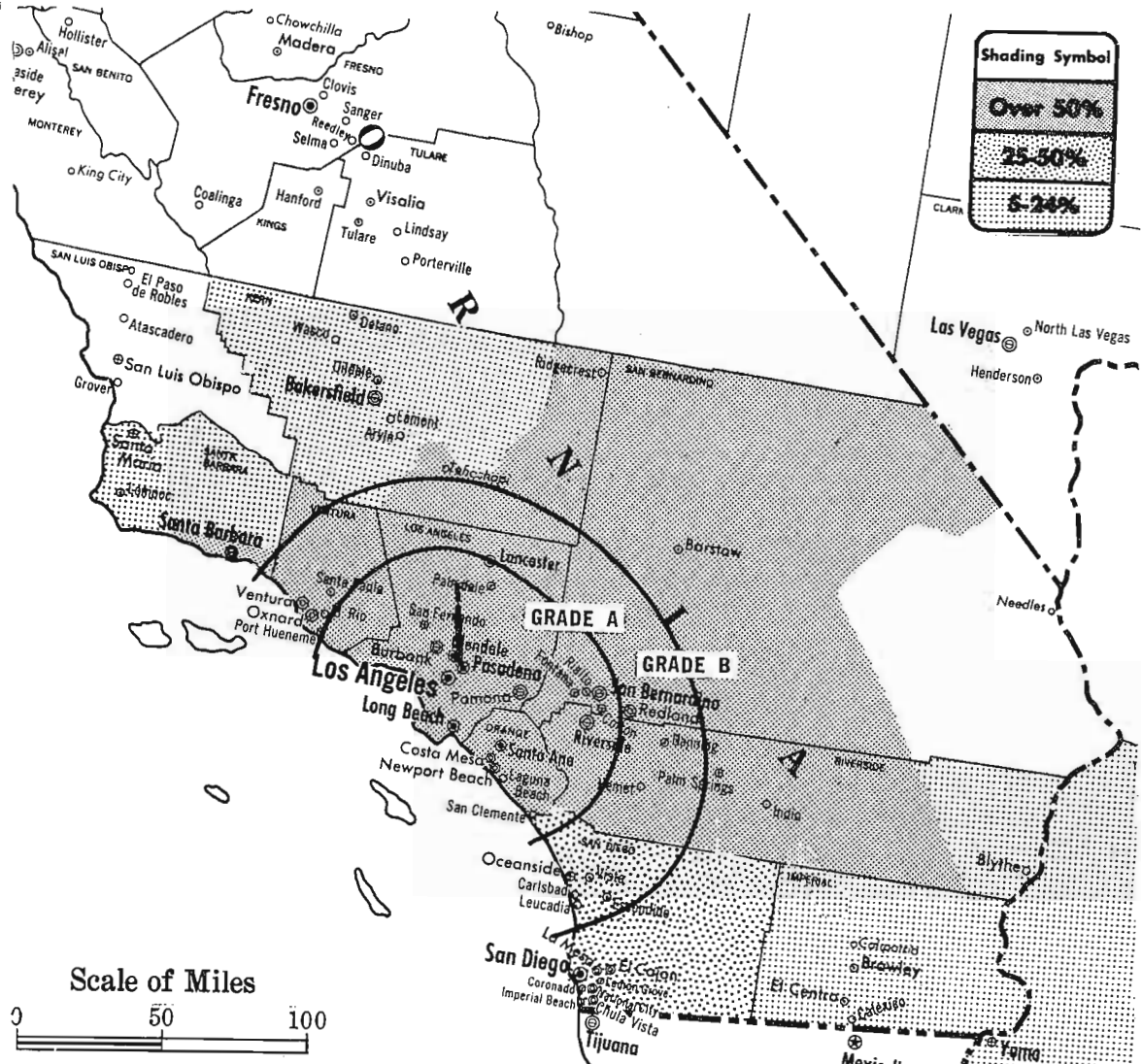
**Transmitter:** Mt. Wilson

**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KCOP Ref: FCC File No. BMPCT-240 Granted 6/23/48

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

## KCOP

**Network Service:** None, independent.

**Licensee:** KCOP Television Inc., 915 N. La Brea, Hollywood, Cal. (90038).

**Studio:** 915 N. La Brea.

**Telephone:** 213-656-6050. TWX No.: 910-321-4197.

**Ownership:** Chris-Craft Industries Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

**Began Operation:** Sept. 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas (25% each) approved Jan. 27, 1960 by FCC (Television Digest, Vols. 15:33, 36, 43, 16:5). Previous sale to Crosby et al by Copley Press approved Dec. 11, 1957 by FCC (Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

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

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

### Personnel:

JOHN HOPKINS, president.  
BILL ANDREWS, general sales manager.  
DAN MILLER, western sales manager.  
GARY WALLER, program director & film buyer.  
JOHN L. GRASSE, director of engineering.  
WANDA CARRIKER, promotion coordinator.  
JULIANNA ROYAL, business manager.

### DIGEST OF RATE CARD NO. 3 (June 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.				
\$3300.00	\$2000.00	\$1020.00	\$612.00	\$612.00

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>CALIFORNIA</b>				
		Kern East	14,800	13,800	94
		Los Angeles	2,410,000	2,289,100	95
		Orange North	314,500	304,200	97
		Orange South	72,300	70,000	97
		Riverside West	134,600	125,200	93
		Santa Barbara South	45,000	41,800	93
		San Bernardino West	203,000	191,100	94
		Ventura	101,500	97,000	96
	<b>Between 25-50%</b>	<b>CALIFORNIA</b>			
		San Diego	388,300	368,300	95
<b>Between 5-24%</b>	<b>ARIZONA</b>				
		Yuma	17,200	15,600	91
	<b>CALIFORNIA</b>				
		Imperial	21,700	18,900	87
		Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93	
	Santa Barbara North	36,500	33,900	93	
<b>Station Totals</b>		3,852,200	3,655,700	95	
<b>Net Weekly Circulation (March 1967)</b>			2,166,500		
<b>Average Daily Circulation (March 1967)</b>			872,300		

For Index to Contents

See Services Volume

# California—Los Angeles

## KHJ-TV

Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 162-kw visual, 22.9-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

**Transmitter:** Mt. Wilson.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP, UPI, City News.

**Facsimile Service:** UPI.

**AM Affiliate:** KHJ, 5-kw, 930 kc.

**FM Affiliate:** KHJ-FM, 58-kw, 101.1 mc (No. 266), 2950-ft. antenna height.

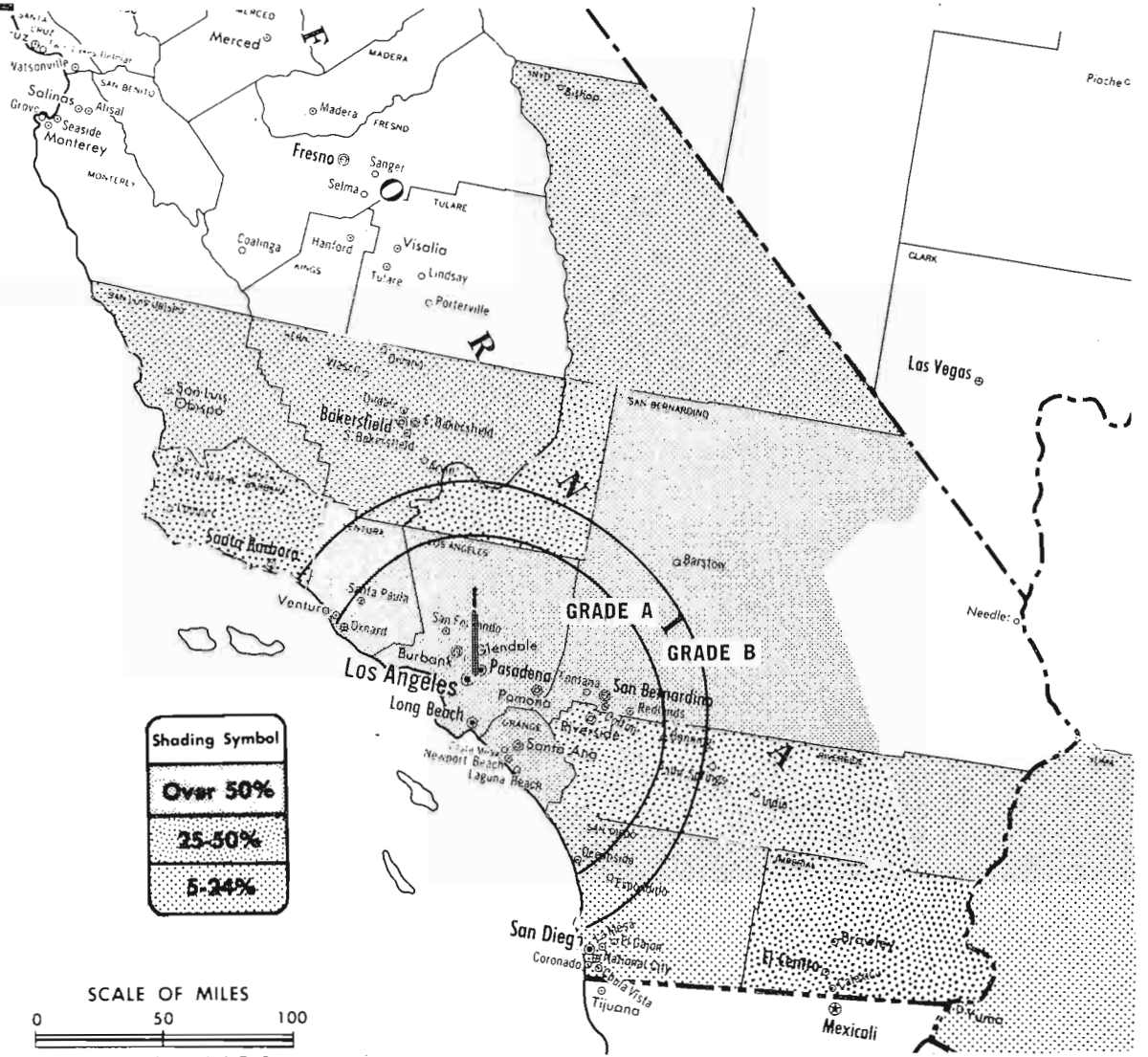
**Total Households:** © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KHJ-TV Ref: FCC File No. BPCT-1853 Granted 5/24/54

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## KHJ-TV

**Network Service:** None, independent.

**Licensee:** RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. (90038).

**Studio:** 5515 Melrose Ave.

**Telephone:** 213-462-2133.

**TWX No.:** 213-468-1033.

**Ownership:** See WOR-TV, New York.

**Began Operation:** Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (Television Digest, Vol. 7:23, 32, 36).

**Represented (sales)** by RKO General National Sales.

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

**Personnel:**

THOMAS F. O'NEIL, president RKO General Inc.

MALCOLM (MAL) C. KLEIN, general manager.

CHUCK DWYER, general sales manager.

WALLY SHERWIN, program director.

PARKER H. JACKSON, advertising, publicity & promotion director.

BRYAN COLE, operations & production facilities mgr.

GEORGE TOKAR, chief engineer.

TERRY ANDERSON, director of film programming.

### DIGEST OF RATE CARD NO. 16

(Sept. 24, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min., 30 or 20 Sec.	10 Sec.	
Class A—5-11 p.m., Mon.-Fri.; 4-11 p.m., Sat.-Sun.	\$3000.00	\$1800.00	\$1200.00	\$800.00	\$550.00	\$165.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Los Angeles	2,410,000	2,289,100	95
	Orange North	314,500	304,200	97
	Orange South	72,300	70,000	97
	San Bernardino West	203,000	191,100	94
	Ventura	101,500	97,000	96
<b>Between 25-50%</b>	CALIFORNIA			
	Imperial	21,700	18,900	87
	Kern East	14,800	13,800	94
	Riverside West	134,600	125,200	93
	Santa Barbara North	36,500	33,900	93
	Santa Barbara South	45,000	41,800	93
<b>Between 5-24%</b>	ARIZONA			
	Yuma	17,200	15,600	91
	CALIFORNIA			
	Inyo	4,100	3,300	81
	Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93
San Diego	388,300	368,300	95	
San Luis Obispo	33,600	30,900	92	
Station Totals		3,889,900	3,689,900	95
Net Weekly Circulation (March 1967)			2,008,300	
Average Daily Circulation (March 1967)			673,200	

For Studio & Mobile Equipment in Detail,

See Services Volume

# California—Los Angeles

## KMEX-TV

Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 810-kw max. and 182-kw horizontal visual, 160-kw max. and 36.3-kw horizontal aural. Antenna: 2930-ft. above av. terrain, 170-ft. above ground, 5876-ft. above sea level.

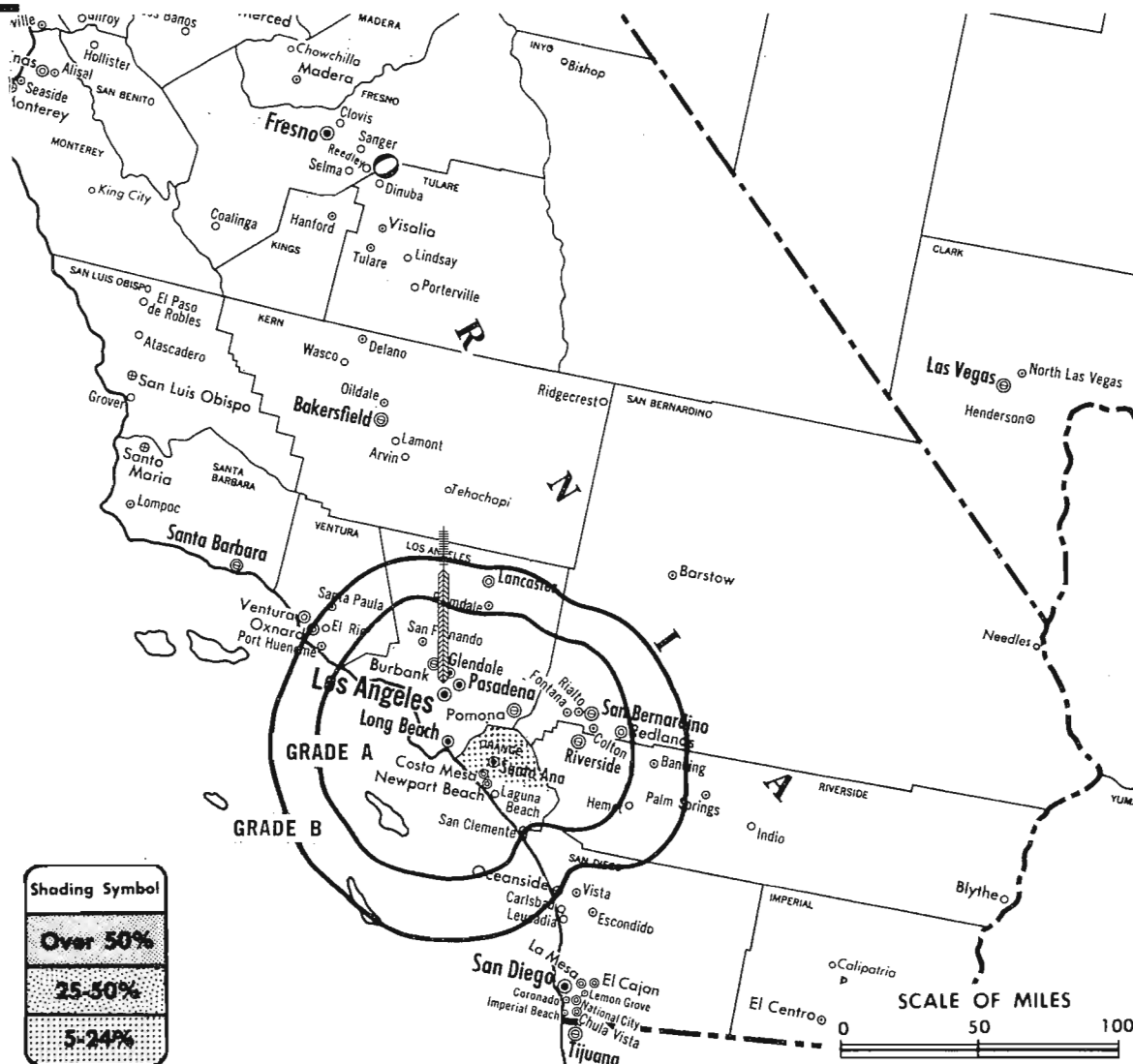
Latitude 34° 13' 35"  
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

KMEX-TV Ref: FCC File No. BMPCT-6192 Granted 2/18/66

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

## KMEX-TV

Network Service: None, independent Spanish language outlet.

Licensee: Spanish International Bcstg. Co., 721 N. Bronson, Los Angeles, Cal. (90038).

Studio: 721 North Bronson Ave., Hollywood, Cal. (90038).

Telephone: 213-466-8131.

Ownership: Fouce Amusement Corp., 35%; Julian M. Kaufman, v.p., 10%; Edward J. Noble, 15%; Emilio Azcarraga, 20%; Rene Anselmo, v.p., 15%; Joseph S. Rank, v.p., 5%. Same interests also operate KWEX-TV, San Antonio, Tex. and Azcarraga, Anselmo, Kaufman & Fouce Amusement Corp. have interest in WXTV, Ch. 41 CP in Paterson, N.J.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRANK L. FOUCE, president.  
RENE ANSELMO, executive vice president.  
JULIAN M. KAUFMAN, vice president.  
JOSEPH S. RANK, vice president & general manager.  
ROBERT PORTER, director of engineering.

DIGEST OF RATE CARD NO. 5  
(Feb. 1, 1967)

Hour	30 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$1000.00	\$600.00	\$200.00	\$150.00	\$100.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA Orange North	314,500	304,200	97
Station Totals		314,500	304,200	97
Net Weekly Circulation (March 1967)			133,400	
Average Daily Circulation (March 1967)			42,900	

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**La Rue Media Brokers Inc.**

**Radio Television CATV**

**Recent Sales**

Radio: Minneapolis-St. Paul \$1,000,000

TV: Honolulu

\$600,000

116 Central Park South  
New York, N.Y.

# California—Los Angeles



**KNBC**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 42.7-kw visual, 7.41-kw aural. Antenna: non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 33"

Longitude 118° 03' 55"

**Transmitter:** Mt. Wilson.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP, UPI, City News.

**News Film Service:** NBC.

**Facsimile Service:** AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

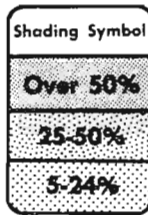
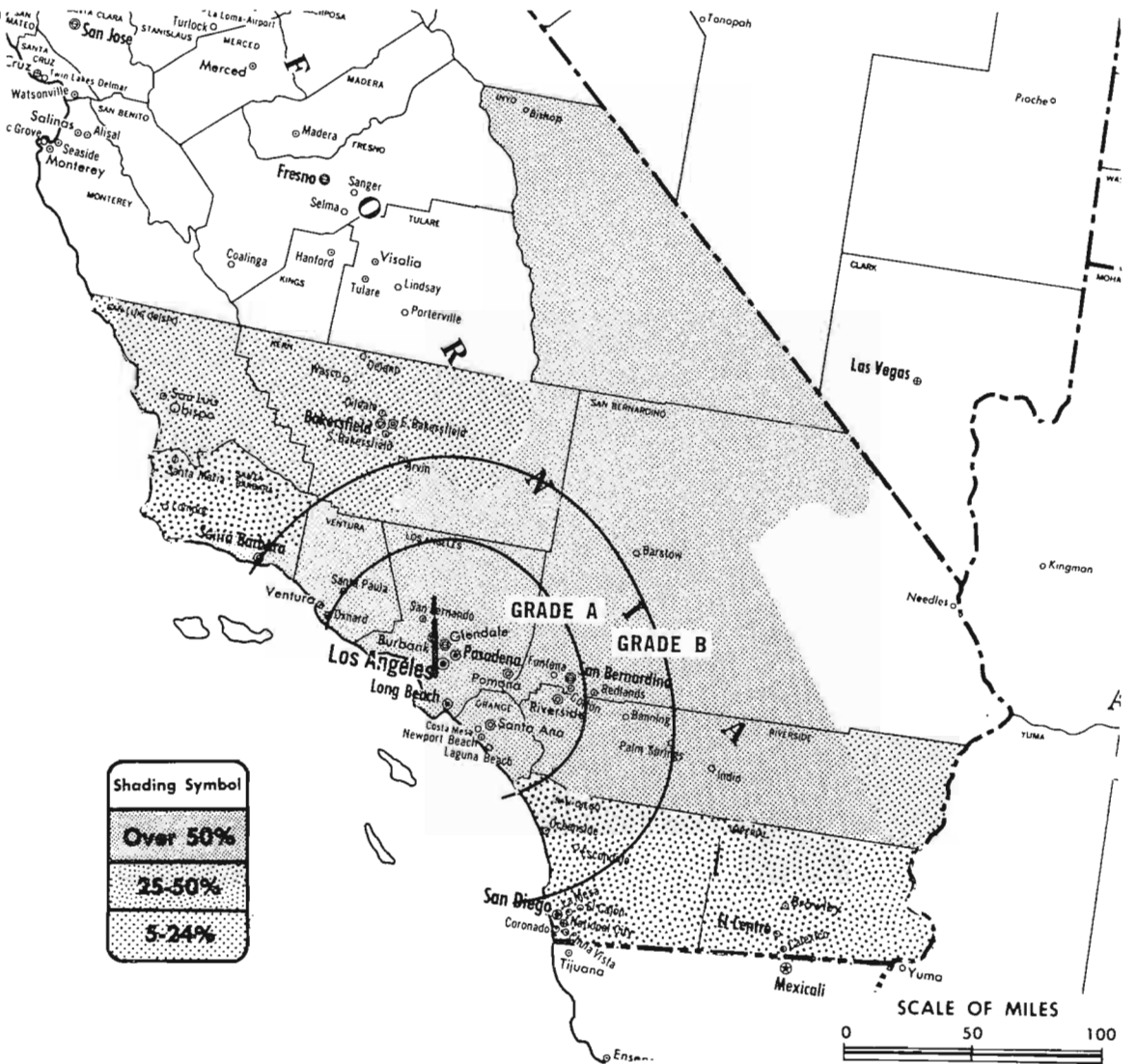
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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

KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

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



## KNBC

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91503).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 213-846-6408.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

ROBERT T. HOWARD, NBC v.p. & general manager.  
 JAMES PARKS, station manager.  
 JOHN WEHRHEIM, manager, business affairs.  
 ROBERT KENNEDY, advertising & promotion manager.  
 JOHN C. KENASTON, program manager.  
 MARTIN S. POLLINS, general sales manager.  
 HOWARD D. STURM, manager, public affairs.  
 THOMAS M. STRASZEWSKI, sales manager.  
 ROBERT HENRY, operations manager.  
 GEORGE BURKE, manager, film procurement.  
 JOHN KNIGHT, manager, technical operations.

DIGEST OF RATE CARD NO. 26—(Sept. 11, 1967)

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

Class A—6-11 p.m., daily.

\$5000.00 \$3000.00 \$2200.00 \$1250.00 \$2300.00\* \$1450.00\*

\*Class AAA—7:29-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$5000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>			
	Inyo	4,100	3,300	81
	Kern East	14,800	13,800	94
	Los Angeles	2,410,000	2,289,100	95
	Orange North	314,500	304,200	97
	Orange South	72,300	70,000	97
	Riverside West	134,600	125,200	93
	Santa Barbara			
	South	45,000	41,800	93
	San Bernardino			
West	203,000	191,100	94	
Ventura	101,500	97,000	96	
<b>Between 25-50%</b>	<b>CALIFORNIA</b>			
	Imperial	21,700	18,900	87
	Santa Barbara			
	North	36,500	33,900	93
San Diego	388,300	368,300	95	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93
San Luis Obispo	33,600	30,900	92	
<b>Station Totals</b>		<b>3,872,700</b>	<b>3,674,300</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>3,079,100</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>1,969,500</b>	



# California—Los Angeles



**KNXT**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"

Longitude 118° 04' 18"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

AM Affiliate: KNX, 50-kw, 1070 kc (CBS).

FM Affiliate: KNX-FM, 67-kw, 93.1 mc (No. 226), 2870-ft. antenna height.

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

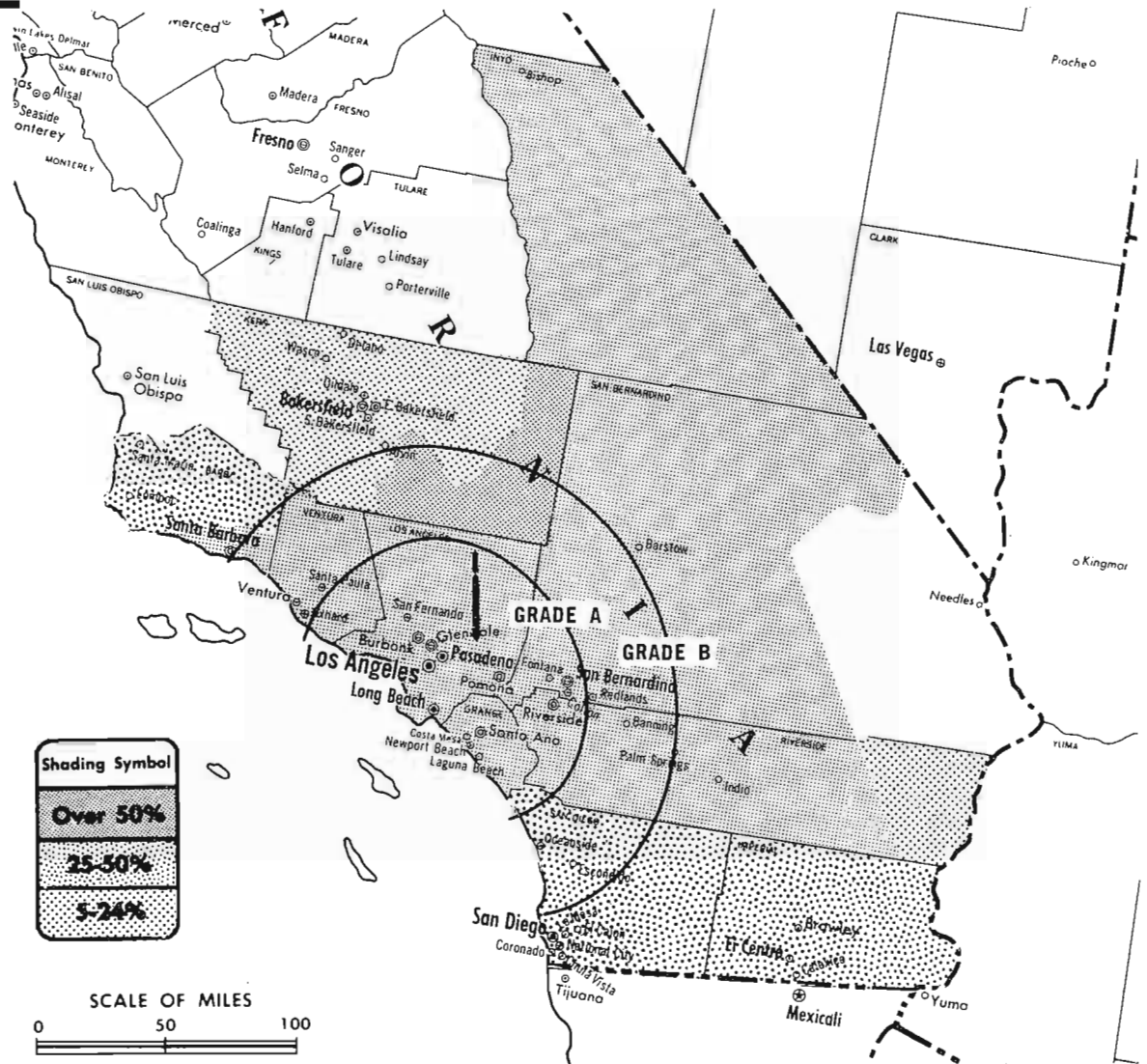
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KNXT Ref: FCC File No. BPCT-2535 Granted 9/12/58

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

## KNXT

Licensee: Columbia Broadcasting System Inc., 6121 Sunset Blvd., Los Angeles (90028).

Studio: 6121 W. Sunset Blvd.

Telephone: 213-469-1212.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Stations National Sales.

Represented (engineering) by CBS Engineering Dept., N.Y.

Personnel:

RAY L. BEINDORF, vice president & general manager.  
 GORDON FRENCH, general sales manager.  
 JOHN McKAY, national sales manager.  
 ALBERTA HACKETT, business manager.  
 ROBERT L. NELSON, dir. of promotion & information services.  
 JOE SANDS, program director.  
 EDWIN W. MILLER, director of technical operation.  
 GRANT HOLCOMB, director of news & special events.  
 RICHARD MARSH, operations & traffic manager.

### DIGEST OF RATE CARD NO. 23 (May 4, 1967)

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

Class AA—5:59-11:16 p.m., daily.

\* \* \* \* \* \$2100 \$1700 \$1600 \$1000

\*On request.

NETWORK BASE HOURLY RATE: \$5200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>			
	Inyo	4,100	3,300	81
	Kern East	14,800	13,800	94
	Los Angeles	2,410,000	2,289,100	95
	Orange North	314,500	304,200	97
	Orange South	72,300	70,000	97
	Riverside West	134,600	125,200	93
	Santa Barbara South	45,000	41,800	93
	San Bernardino West	203,000	191,100	94
	Ventura	101,500	97,000	96
<b>Between 25-50%</b>	<b>CALIFORNIA</b>			
	Imperial	21,700	18,900	87
	Santa Barbara North	36,500	33,900	93
	San Diego	388,300	368,300	95
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93
<b>Station Totals</b>		<b>3,839,100</b>	<b>3,643,400</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>3,098,100</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>2,111,200</b>	

For CATV Systems  
See Services Volume

# California—Los Angeles

## KTLA Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 50.1-kw visual, 10-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5936-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

**Transmitter:** Mt. Wilson.

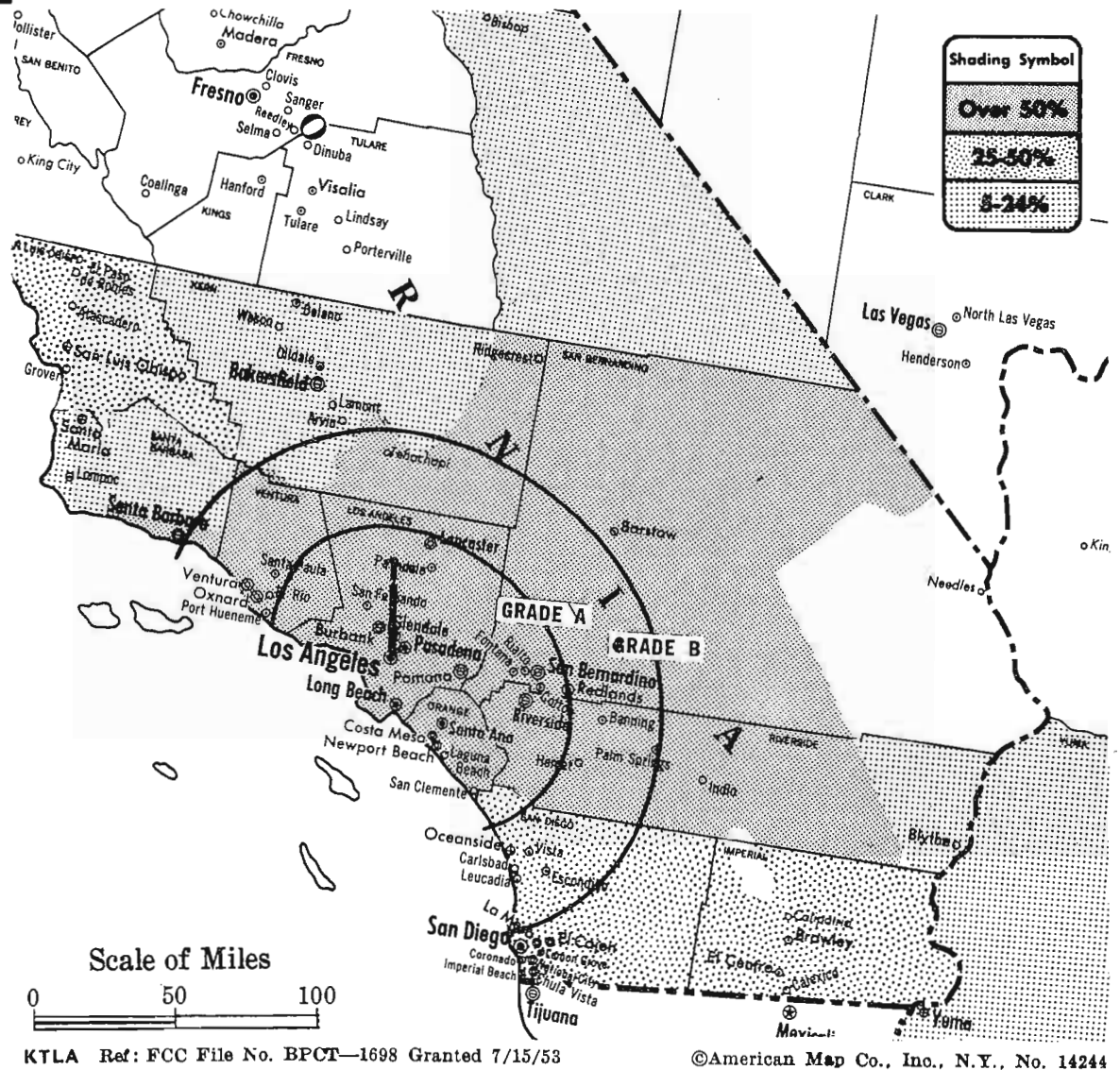
**TV tape:** Recording facilities.

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

**News Wire Service:** UPI, City News.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## KTLA

**Network Service:** None, independent.

**Licensee:** Golden West Broadcasters Inc., 5800 Sunset Blvd., Hollywood (90028).

**Studio:** 5800 Sunset Blvd.

**Telephone:** 213-469-3181. TWX No.: 213-468-1118.

**Ownership:** Golden West Broadcasters, 51.5% (Gene & Ina Mae Autry owners); Gene Autry, chairman; Robert O. Reynolds, pres., 13.83%; Loyd C. Sigmon, exec. v.p., 13.83%; Wesley L. Nutten Jr., secy., 2.5%; William D. Shaw, v.p., 1.33%; Enna Lee Reynolds, 12.67% (wife of R. O. Reynolds); 10 others, none with more than 3%. Golden West is licensee of radios KMPC, Los Angeles; KEX, Portland, Ore., and KVI, Seattle. For other interests, see KOOL-TV, Phoenix, Ariz.

**Began Operation:** Jan. 22, 1947. Sale to present owner by Paramount Television Productions approved May 13, 1964 by FCC (Television Digest, Vols. 3:44, 4:20).

**Represented (sales)** by Peters-Griffin-Woodward.

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

### Personnel:

LOYD C. SIGMON, executive vice president.  
CARLO ANNEKE, general manager.  
DON PATTON, national sales manager.  
DOUG FINLEY, general sales manager.  
JERRY BIRDWELL, sales promotion manager & publicity dir.  
MARY WARREN, manager, operations & traffic.  
LORING d'USSEAU, program director.  
HAL DASBACH, production manager.  
VIC EPSTEIN, business manager.  
HARRY WARNER, resident counsel.  
JOHN SILVA, chief engineer.  
STAN CHAMBERS, news director.

## DIGEST OF RATE CARD NO. 13 (Sept. 25, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-Midnight, daily.						
\$3200.00	\$1900.00			On request		

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>				
		Kern East	14,800	13,800	94
		Los Angeles	2,410,000	2,289,100	95
		Orange North	314,500	304,200	97
		Orange South	72,300	70,000	97
		Riverside West	134,600	125,200	93
		Santa Barbara			
		South	45,000	41,800	93
		San Bernardino West	203,000	191,100	94
		Ventura	101,500	97,000	96
<b>Between 25-50%</b>	<b>CALIFORNIA</b>				
		Imperial	21,700	18,900	87
		San Diego	388,300	368,300	95
	San Luis Obispo	33,600	30,900	92	
<b>Between 5-24%</b>	<b>ARIZONA</b>				
		Yuma	17,200	15,600	91
	<b>CALIFORNIA</b>				
		Inyo	4,100	3,300	81
		Kern West	87,000	81,400	94
		Riverside East	5,800	5,400	93
	Santa Barbara North	36,500	33,900	93	
<b>Station Totals</b>			3,889,900	3,689,900	95
<b>Net Weekly Circulation (March 1967)</b>				2,327,700	
<b>Average Daily Circulation (March 1967)</b>				924,700	

# California—Los Angeles

**KTTV**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 135-kw visual, 20-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"

Longitude 118° 03' 47.1"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: KLAC, 5-kw, 570-kc.

FM Affiliate: KMET, 58-kw, 94.7 mc (No. 234), 2835-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTTV Ref: FCC File No. BPCT-1756 Granted 9/3/53

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

## KTTV

Network Service: None, independent.

Licensee: Metromedia Inc., 5746 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5746 Sunset Blvd.

Telephone: 213-462-7111.

Telex: 674-918.

Ownership: For other interests of Metromedia Inc., see WNEW-TV, New York, N.Y.

Began Operation: Jan. 7, 1949. Sale to present owner by Los Angeles Times and Mirror approved May 28, 1963 by FCC (Television Digest, Vol. 3:3, 22).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

- ALBERT P. KRIVIN, president, Metromedia Television.
- DICK WOOLLEN, v.p. & program director.
- REAVIS G. WINCKLER, v.p. & dir. promotion & public relations.
- CHARLES D. YOUNG, v.p. & general manager.
- MARTIN BERGMAN, v.p. & manager, national sales.
- GERALD SIMMONS, v.p. & general sales manager.
- JACK KENASTON, dir. public relations & promotion.
- JAMES S. GATES, v.p. & program director.
- HAROLD CHRISTIANSEN, v.p. & business manager.
- RICHARD ANDERSON, v.p. & chief engineer.
- VAL CONTE, v.p. & station operations director.
- ALVIN BOWEN, production manager.
- DICK JANIK, manager, local sales.

### DIGEST OF RATE CARD NO. 24

(June 1, 1967)

15 Min.

30 Min.

or less

Min.\*

20 Sec.\*

10 Sec.\*

Class A—4 p.m.-1 a.m., daily.

\$3000.00 \$1800.00 \$1200.00 \$1,200.00 \$1,200.00 \$600.00

\*5 p.m.-1 a.m., Mon.-Fri.; noon-1 a.m., Sat. & Sun.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>			
	Kern East	14,800	13,800	94
	Los Angeles	2,410,000	2,289,100	95
	Orange North	314,500	304,200	97
	Orange South	72,300	70,000	97
	Riverside West	134,600	125,200	93
	Santa Barbara South	45,000	41,800	93
	San Bernardino West	203,000	191,100	94
	Ventura	101,500	97,000	96
<b>Between 25-50%</b>	<b>CALIFORNIA</b>			
	Imperial	21,700	18,900	87
	Santa Barbara North	36,500	33,900	93
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Yuma	17,200	15,600	91
	<b>CALIFORNIA</b>			
	Kern West	87,000	81,400	94
	Riverside East	5,800	5,400	93
San Diego	388,300	368,300	95	
San Luis Obispo	33,600	30,900	92	
<b>Station Totals</b>		<b>3,885,800</b>	<b>3,686,600</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>2,479,300</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>1,274,300</b>	

For Color & UHF Penetration by Markets

See Services Volume

# California—Los Angeles

## KWHY-TV

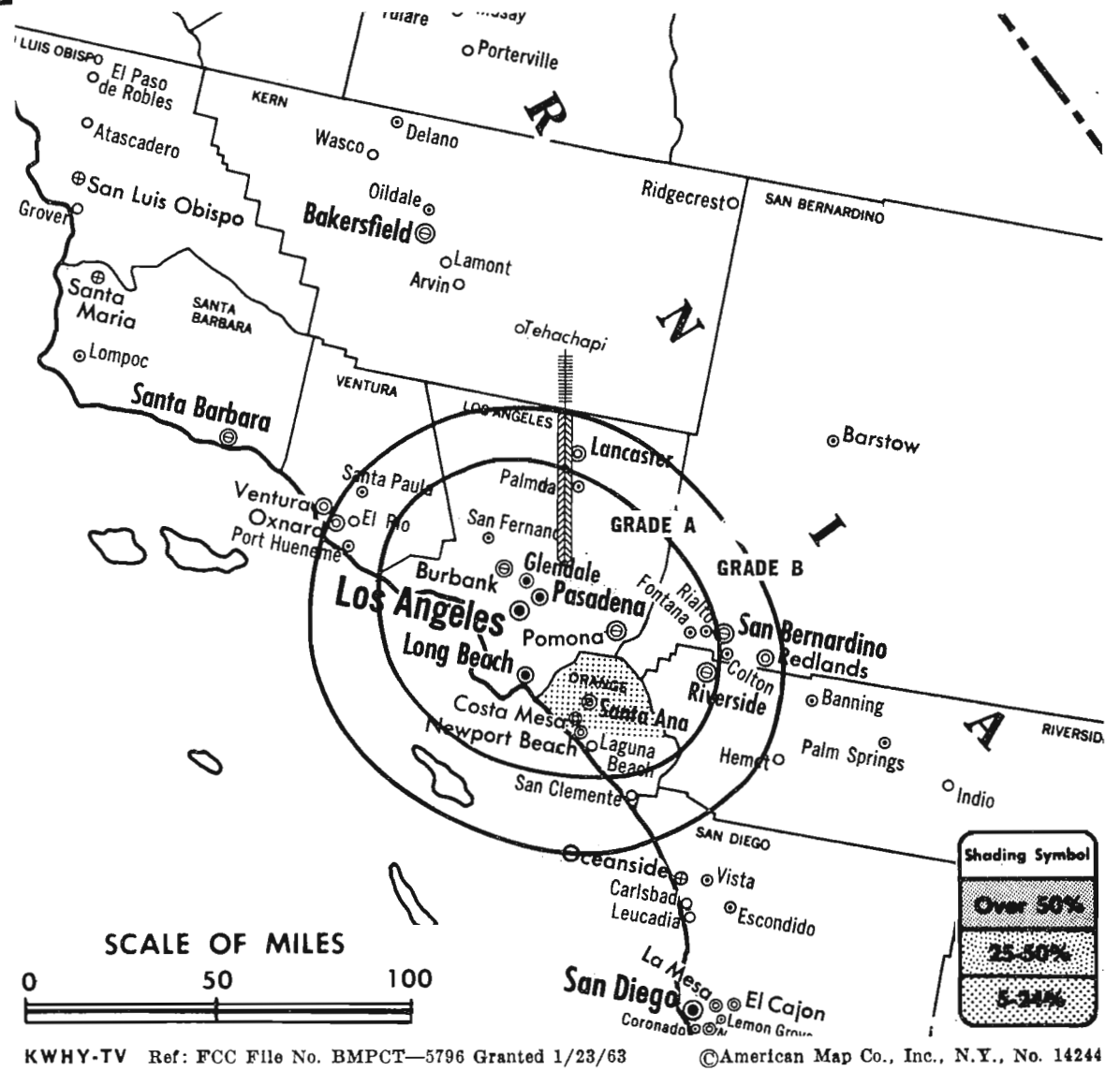
Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 64.6-kw visual, 9.12-kw aural. Antenna: 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

News Wire Service: AP, UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

## KWHY-TV

Network Service: None, independent.

Licensee: Coast TV Broadcasting Corp., 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-466-7757.

Ownership: Thomas S. Bunn, 24.375%; Fredrick D. Custer, 15%; Edna M. Jones, 7.5%; Olive M. Moulton, 3.75%; Hugh R. Murchison Jr., 10%; Harry E. Straub, 4.141%; Straub Family Foundation Inc., 10.908%; Robertson C. Scott, 5%; 17 others, none holding as much as 2%.

Began Operation: March 25, 1963, but left the air March 9, 1964 (Television Digest, Vol. 4:11). Sale to present owner by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20).

Represented (sales) by Coast TV Spot Sales.

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

Represented (engineering) by Jay Tapp.

### Personnel:

WILLIAM H. MORLENCE, station manager.  
J. BART LA RUE, production manager.  
JOHN C. METTE, news director.  
EUGENE A. HARRIS, chief engineer.

### DIGEST OF RATE CARD NO. 3 (June 1, 1967)

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class A—7-11 p.m., daily.				
\$220.00	\$132.00	\$88.00	\$40.00	\$31.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA Orange North	314,500	304,200	97
Station Totals		314,500	304,200	97
Net Weekly Circulation (March 1967)				121,200
Average Daily Circulation (March 1967)				27,700



# California—Corona-Los Angeles

## KBSC-TV

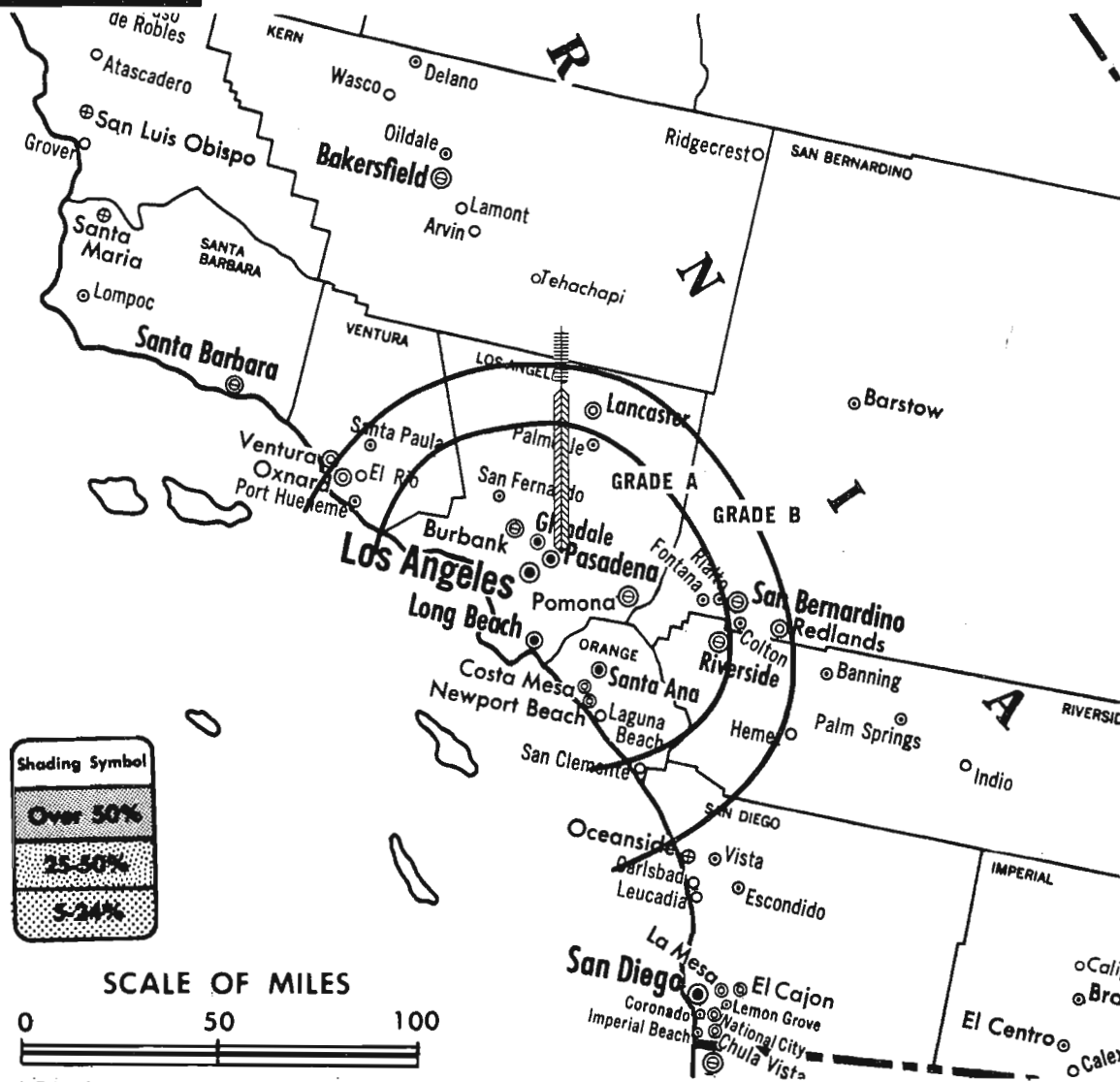
(formerly KMTW-TV)  
Ch. 52



Technical Facilities: Channel No. 52  
(698-704 mc). Authorized power:  
59.2-kw visual, 9.33-kw aural. An-  
tenna: 2790-ft. above av. terrain,  
82-ft. above ground; 5752-ft.  
above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 45"

Transmitter: Mt. Wilson.



KBSC-TV Ref: FCC File No. BMPCT-6108 Granted 8/17/65

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

## KBSC-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside  
Dr., Oakland, Cal. (94604).

Studio: Mt. Wilson.

Telephones: 415-271-2575; 213-440-1154.

Ownership: Subsidiary of Kaiser Industries Corp.; Richard C. Block,  
v.p. & gen. mgr., Kaiser Bcstg. Corp. Kaiser also owns WKBS-  
TV, Burlington-Philadelphia; WKBD-TV, Detroit; WKBG-TV,  
WXRH & FM, Boston (50%); KBHK-TV, San Francisco and  
WKBF-TV, Cleveland (50%).

Began Operation: June 29, 1966.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

### Personnel:

CECIL WEBB, station manager.  
JAMES T. PARENT, chief engineer.

### DIGEST OF RATE CARD NO. 1 (June 29, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—7:30-11 p.m., daily.				
\$500.00	\$350.00	\$200.00	\$150.00	\$68.00

ARB Data Not Available

# California—Fontana (Los Angeles)

## KLXA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 622-kw max. & 260-kw horizontal visual, 123-kw max. & 52-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude 34° 13' 42.5"  
Longitude 118° 04' 01"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



KLXA-TV Ref: FCC File No. BMPCT-6303 Granted 8/1/66 © American Map Co., Inc., N.Y., No. 14244

## KLXA-TV

Network Service: None, independent outlet.

Licensee: International Panorama Latino TV Inc., 816 N. Highland Ave., Hollywood, Cal. (90038).

Studios: 816 North Highland Ave., Hollywood; 16861 Foothill Blvd., Fontana, Cal.

Telephone: Hollywood 7-7111.

Ownership: Angel Lerma Maler, pres., 75%; Alma Clara Maler, v.p., 25%; James A. Gammon, asst. secy.

Began Operation: Jan. 5, 1967.

Represented (legal) by Molnar & Gammon.

Represented (sales) by Vic Piano & Assoc.

### Personnel:

ANGEL LERMA, president & general sales manager.  
ALMA C. MALER, vice president.  
RICHARD C. VOORHEES, chief engineer.  
HUMBERTO ESQUIVEL, director Spanish programming.  
DOROTHEA GORDON, foreign language coordinator.  
MARGERY JACKSON, account manager.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	
Class A—5:30-sign off, Mon.-Fri.; 9 a.m.-sign-off, Sat. & Sun.	\$525.00	\$290.00	\$175.00	\$105.00	\$55.00

ARB Data Not Available

# California—Modesto

## KLOC-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 41.7-kw max. and 24-kw horizontal visual, 3.47-kw max. and 1.17-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 160-ft. above ground, 2840-ft. above sea level.

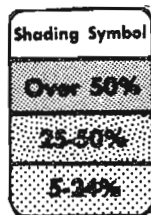
Latitude 37° 28' 48"  
Longitude 121° 21' 02"

Transmitter: Mt. Oso, Patterson, Cal.

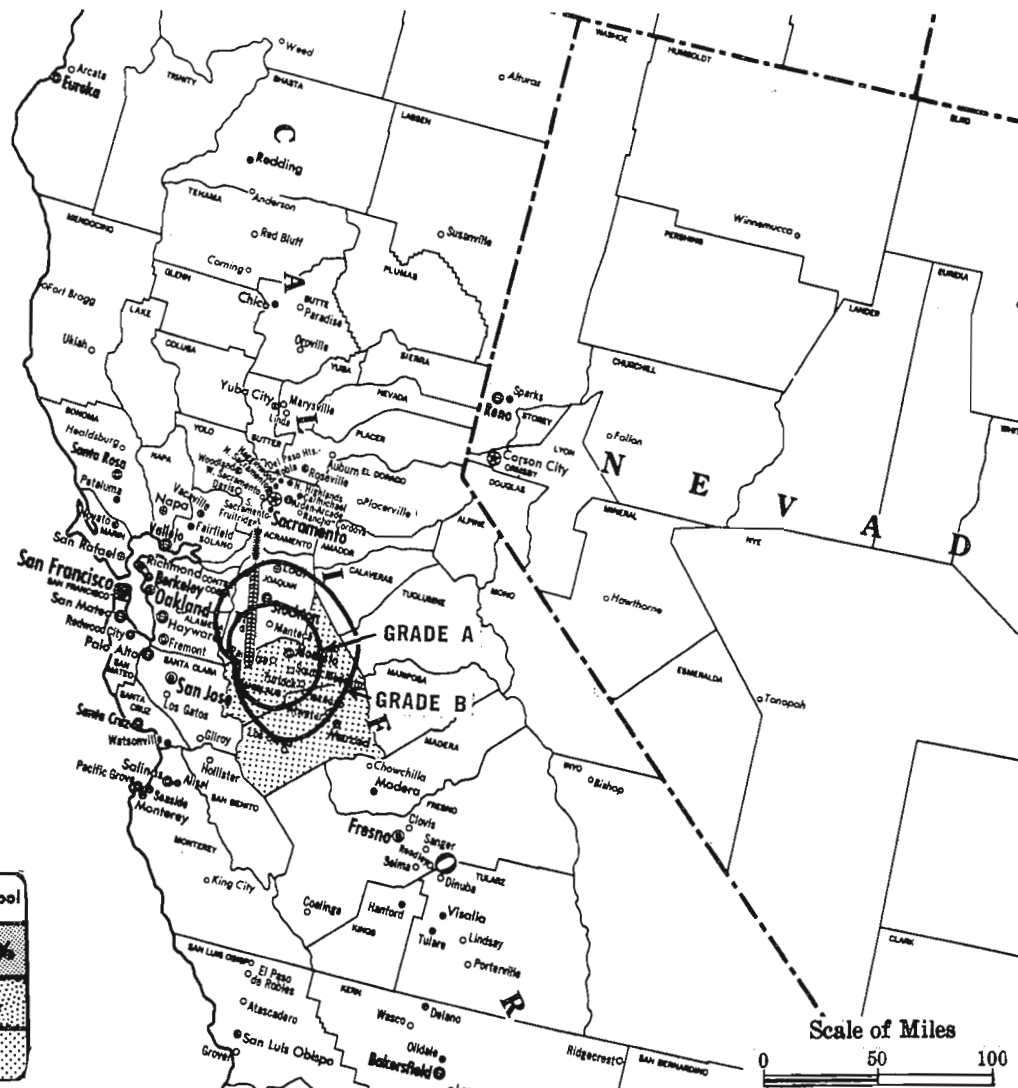
TV tape: Recording facilities.

News Wire Service: AP.

AM Affiliate: KLOC, Ceres, .5-kw, 920 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



KLOC-TV Ref: FCC File No. BMPCT—6126 Granted 4/29/66

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

## KLOC-TV

Network Service: None, independent.

Licensee: KLOC Broadcasting Co., Box 3689, Modesto (95352).

Studio: 2842 Iowa Ave., Modesto.

Telephone: 529-2024.

Ownership: Chester Smith, pres., 51%; Melvin Querio, v.p., 12%; Charles Val Pittman, 10%; Lucian F. Davis, 8%; several others with 5% or less.

Began Operation: Aug. 26, 1966.

Represented (sales) by Howard Television Inc.

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

Personnel:

CHESTER SMITH, president & general manager.  
MELVIN QUERIO, v.p. & operation manager.

## DIGEST OF RATE CARD NO. 1

(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$34.00	\$27.20	\$17.00

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	CALIFORNIA			
	Merced	32,600	30,300	93
	Stanislaus	55,600	50,900	91
Station Totals		88,200	81,200	92
Net Weekly Circulation (March 1967)			121,100	
Average Daily Circulation (March 1967)			2,800	

# California—Sacramento



**KCRA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1491-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"

Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

Studio: 310 10th St.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.

Represented (legal) by Koteen & Burt.

Total Households: © SRDS

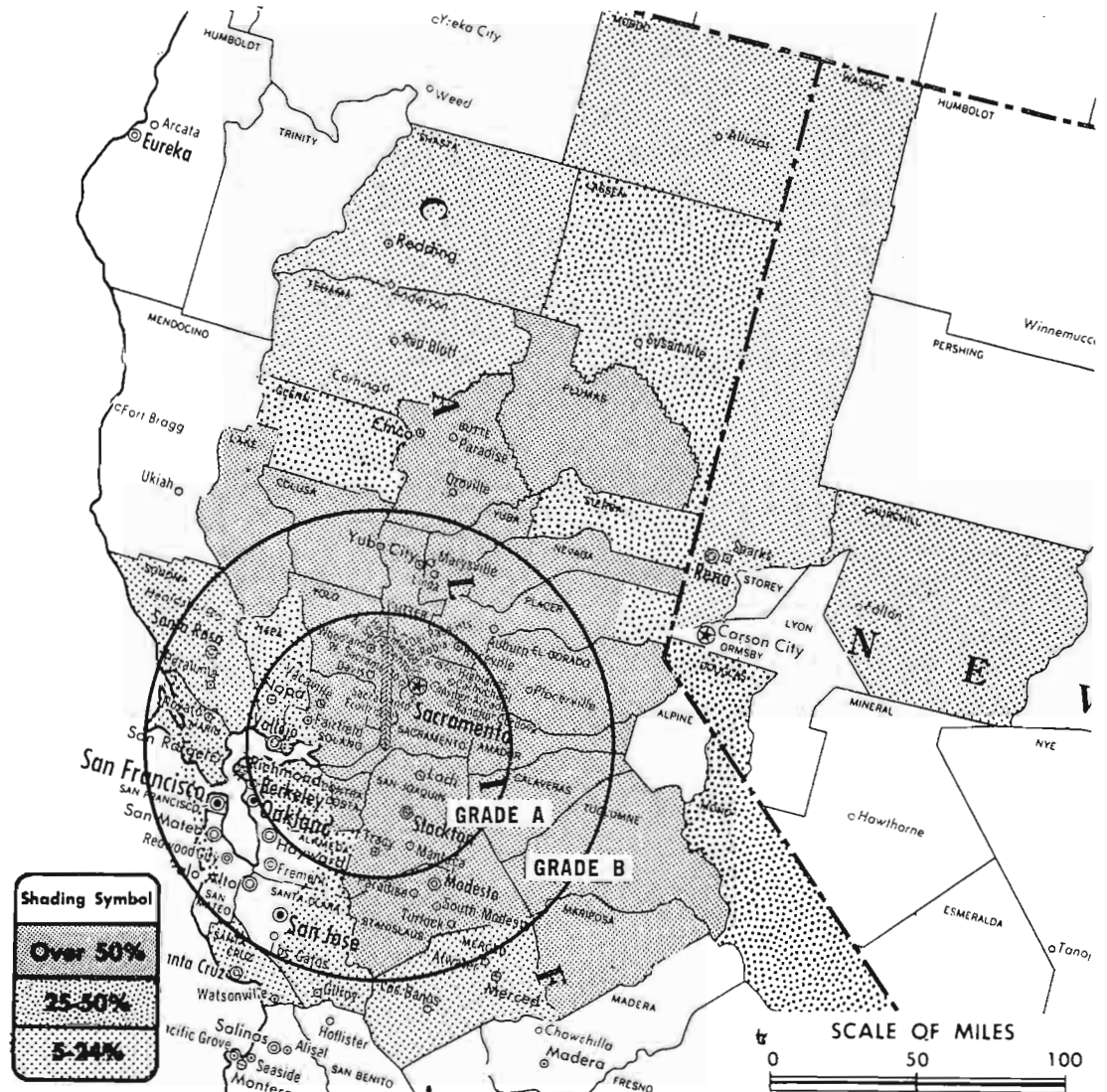
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KCRA-TV Ref: FCC File No. BPCT-669 Granted 4/13/55  
Authorized: FCC File No. BPCT-2600 Granted 7/27/60

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## KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95814).

Telephone: 916-444-7300. TWX No.: 910-367-3557.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kc (NBC).

FM Affiliate: KCRA-FM, 50-kw, 96.1 mc (No. 241), 430-ft.

Ownership: Nina N. Kelly, 33 1/3%; Robert E. Kelly, 33 1/3%; Jon S. Kelly, 33 1/3%.

Began Operation: Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

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

Represented (engineering) by Jansky & Bailey.

Personnel:

ROBERT E. KELLY, partner & film buyer.  
JON S. KELLY, partner & general manager.  
JAMES BIRMINGHAM, co-manager & natl. sales (New York).  
ROGER COOPER, co-manager & natl. sales (Chicago & Los Angeles).  
DON QUIST, national sales (San Francisco).  
JOHN DADIW, retail sales manager.  
BILL KARPSEK, chief engineer.  
TED DOOLEY, program manager & promotion director.  
DAVE HUME, news & public affairs manager.  
BOB GRANT, merchandising director.  
DUANE BOROVIC, sports editor.

### DIGEST OF RATE CARD NO. VI

(Sept. 11, 1966)

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

Class AA—6:30-11:00 p.m., daily.

\$2500.00 \$1380.00 \$510.00 \$500.00 Graded rates apply.\*

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>CALIFORNIA</b>			
	Amador	3,500	3,200	91
	Butte	35,000	32,100	92
	Calaveras	3,600	3,300	91
	Colusa	4,000	3,700	91
	Contra Costa			
	East	81,800	78,400	96
	El Dorado East	4,700	4,400	93
	El Dorado West	12,700	11,800	93
	Lake	6,200	5,400	87
	Mariposa	2,400	2,100	86
	Nevada East	1,100	1,000	89
	Nevada West	9,800	8,800	90
	Placer West	24,600	22,900	93
	Plumas	4,900	4,300	88
	Sacramento	198,300	188,500	95
	San Joaquin	86,200	79,600	92
	Solano East	21,500	20,500	96
	Stanislaus	55,600	50,900	91
	Sutter	12,800	12,100	95
Tuolumne	6,000	5,400	90	
Yolo	25,200	23,500	93	
Yuba	12,600	11,800	94	
NEVADA	Ormsby	3,500	3,300	93
	<b>CALIFORNIA</b>			
Between 25-50%	Alameda East	11,900	11,200	94
	Glenn	5,700	5,300	93
	Lassen	3,200	2,800	88
	Mono	1,000	800	75
	Napa North	3,900	3,600	94
	Placer East	1,500	1,400	93
	Sierra	900	800	87
	Solano West	28,300	27,100	96
NEVADA	Douglas	1,600	1,400	89

(Continued on page 107-b)

Station Totals	1,069,100	1,001,000	94
Net Weekly Circulation (March 1967)			584,200
Average Daily Circulation (March 1967)			400,000



# California—Sacramento



**KXTV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"

Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

Studio: 400 Broadway.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, CBS.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

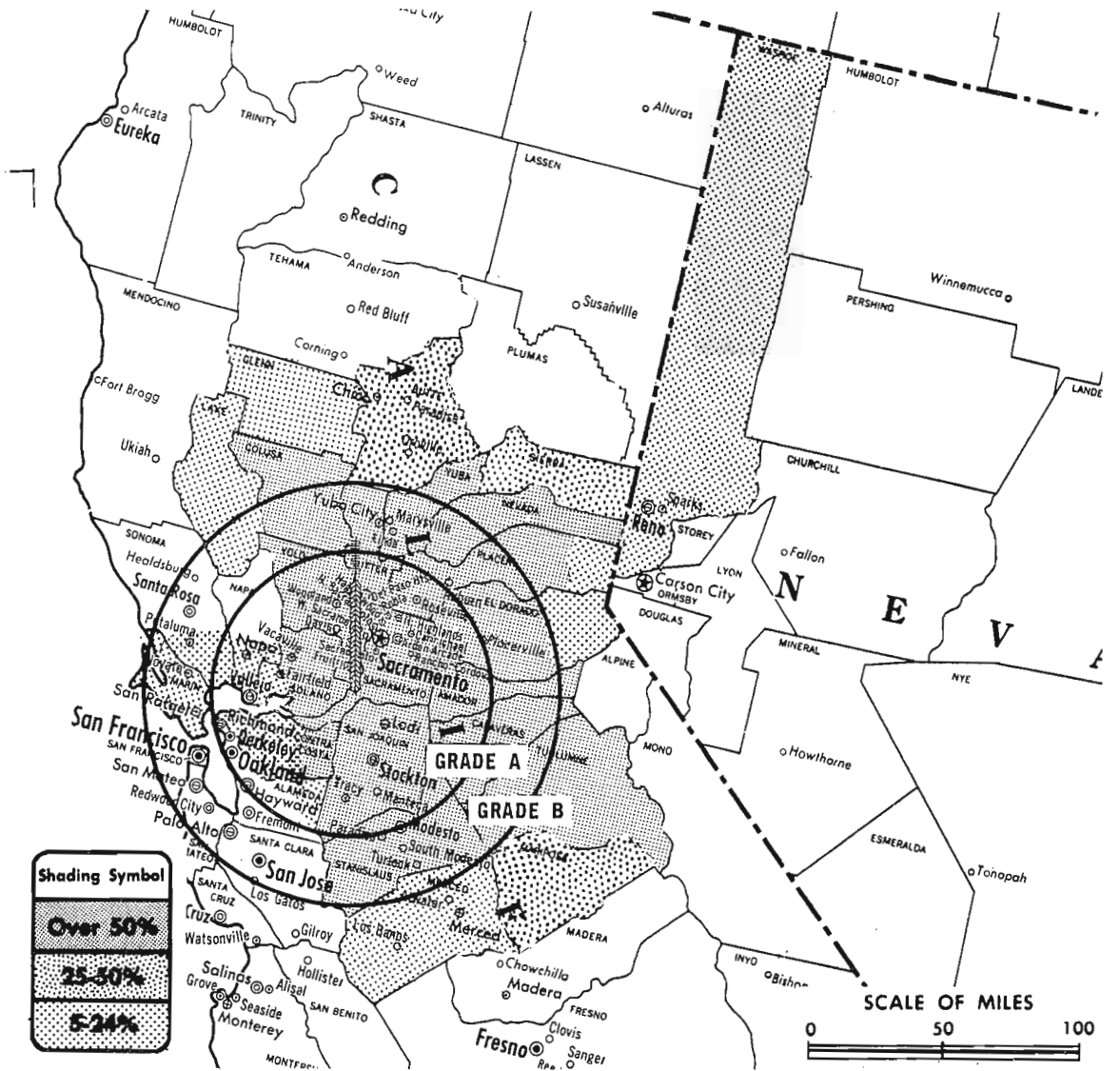
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KXTV Ref: FCC File No. BPCT-2706 Granted 7/27/60

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## KXTV

Licensee: Great Western Broadcasting Corp., 400 Broadway, Sacramento, Cal. (95818).

Telephone: 916-441-4041.

Ownership: Wholly-owned subsidiary of Corinthian Broadcasting Corp. For other interests, see KOTV, Tulsa, Okla.

Began Operation: March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.  
 ROBERT S. WILSON, v.p. & general manager.  
 R. L. COCHRANE, general sales manager.  
 JACK MEDINA, asst. general sales mgr. & local sales mgr.  
 PHIL CORVO, program manager, public affairs dir. & film buyer.  
 FRANKLIN E. RAYMOND, promotion manager.  
 DONALD FERGUSON, chief engineer

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1965)

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

Class AA—7-11 p.m., daily.

\$2000.00 \$1200.00 \$500.00

Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1050.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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 Chicago: 333 N. Michigan Avenue (312) 346-6460  
 Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
 Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>CALIFORNIA</b>			
	Amador	3,500	3,200	91
	Calaveras	3,600	3,300	91
	Colusa	4,000	3,700	91
	Contra Costa East	81,800	78,400	96
	El Dorado West	12,700	11,800	93
	Nevada East	1,100	1,000	89
	Nevada West	9,800	8,800	90
	Placer West	24,600	22,900	93
	Sacramento	198,300	188,500	95
	San Joaquin	86,200	79,600	92
	Solano East	21,500	20,500	96
	Stanislaus	55,600	50,900	91
	Sutter	12,800	12,100	95
Tuolumne	6,000	5,400	90	
Yolo	25,200	23,500	93	
Yuba	12,600	11,800	94	
Between 25-50%	<b>CALIFORNIA</b>			
	Butte	35,000	32,100	92
	Mariposa	2,400	2,100	86
Sierra	900	800	87	
Between 5-24%	<b>CALIFORNIA</b>			
	Alameda East	11,900	11,200	94
	Contra Costa West	77,900	74,700	96
	El Dorado East	4,700	4,400	93
	Glenn	5,700	5,300	93
	Lake	6,200	5,400	87
	Marin	60,900	57,400	94
	Merced	32,600	30,300	93
	Napa South	18,900	17,700	94
	Placer East	1,500	1,400	93
	Solano West	28,300	27,100	96
	Sonoma South	19,300	17,700	92
	<b>NEVADA</b>			
Ormsby	3,500	3,300	93	
Washoe	45,500	42,100	93	
Station Totals		914,500	858,400	94
Net Weekly Circulation (March 1967)				523,600
Average Daily Circulation (March 1967)				354,000

# California—Stockton-Sacramento



**KOVR**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1494-ft. above av. terrain, 1548-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS

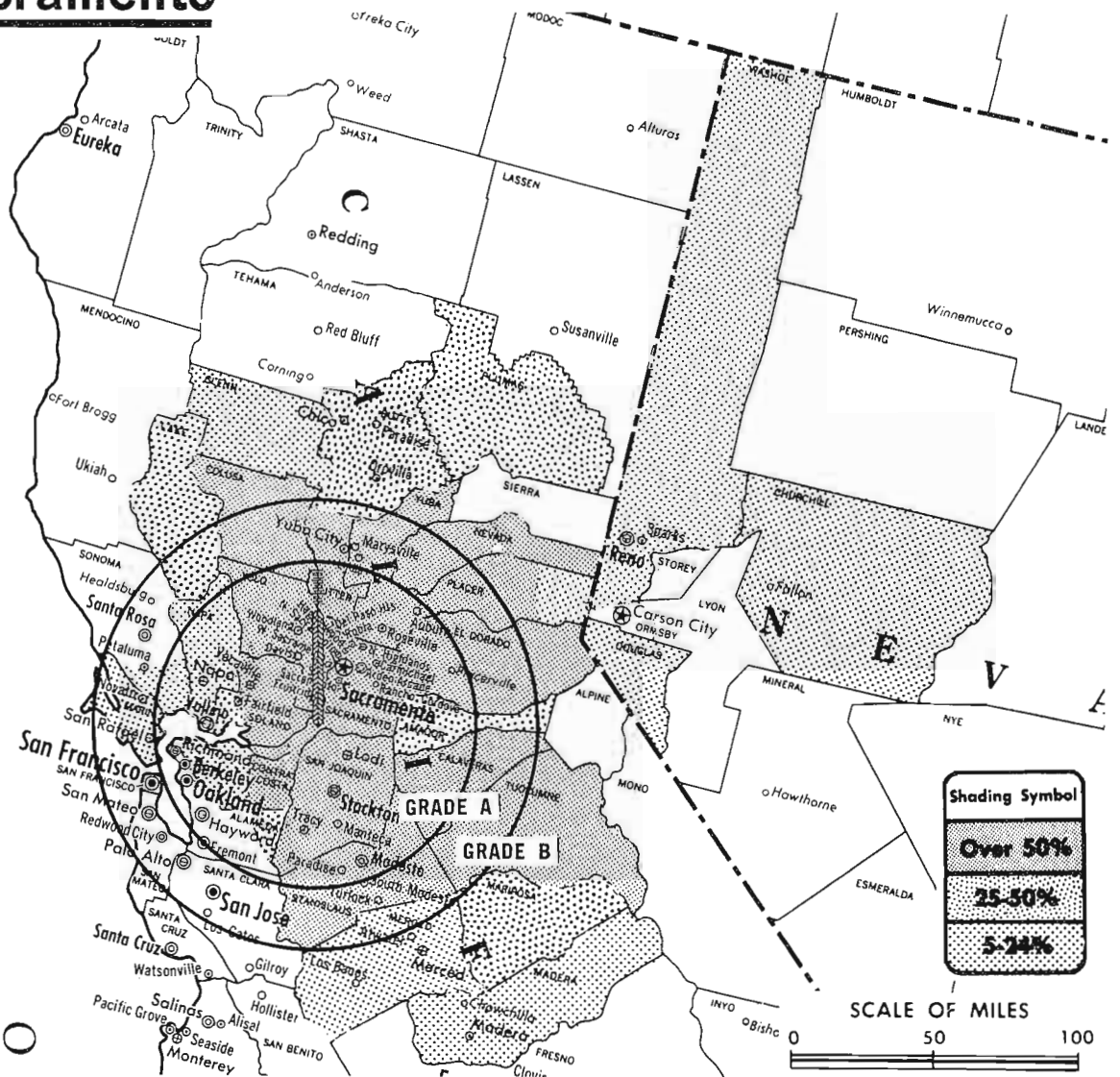
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KOVR Ref: FCC File No. BPCT-2187 Granted 5/29/57  
Authorized: FCC File No. BPCT-2654 Granted 7/27/60

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

## KOVR

Licensee: McClatchy Newspapers, 225 East Miner Ave., Stockton, Cal. (95202).

Studios: 225 E. Miner Ave., Stockton; 1216 Arden Way, Sacramento (95815).

Telephones: 209-466-6981, Stockton; 916-927-1313, Sacramento.

TWX No.: 209-942-1007, Stockton; 916-444-7999, Sacramento.

Ownership: McClatchy Newspapers, 100%. For other interests see KMJ-TV, Fresno, Cal.

Began Operation: Sept. 5, 1954. Sale to present owner by Metropolitan Bcstg. Corp. was approved July 29, 1964 by FCC (Television Digest, Vols. 3:40, 3:41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 by FCC, (Vols. 15:47-48, 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by The Katz Agency Inc.

Personnel:

RAMSEY ELLIOTT, manager.  
WILSON LEFLER, sales manager.  
BEL LANGE, program manager.  
JOSEPH TOMES, production manager.

DIGEST OF RATE CARD NO. A19—(June 4, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., daily.	\$2000.00	\$1200.00	\$600.00	\$400.00	\$375.00	\$225.00
NETWORK BASE HOURLY RATE: \$950.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Calaveras	3,600	3,300	91
	Colusa	4,000	3,700	91
	Contra Costa			
	East	81,800	78,400	96
	El Dorado East	4,700	4,400	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	El Dorado West	12,700	11,800	93
	Nevada East	1,100	1,000	89
	Nevada West	9,800	8,800	90
	Placer West	24,600	22,900	93
	Sacramento	198,300	188,500	95
	San Joaquin	86,200	79,600	92
	Solano East	21,500	20,500	96
	Stanislaus	55,600	50,900	91
	Sutter	12,800	12,100	95
	Tuolumne	6,000	5,400	90
	Yolo	25,200	23,500	93
	Yuba	12,600	11,800	94
<b>Between 25-50%</b>	CALIFORNIA			
	Alameda East	11,900	11,200	94
	Amador	3,500	3,200	91
	Butte	35,000	32,100	92
	Lake	6,200	5,400	87
	Mariposa	2,400	2,100	86
	Plumas	4,900	4,300	88
Solano West	28,300	27,100	96	
<b>Between 5-24%</b>	NEVADA			
	Ormsby	3,500	3,300	93
	CALIFORNIA			
	Contra Costa			
	West	77,900	74,700	96
	Glenn	5,700	5,300	93
	Madera	13,100	12,100	92
	Marin	60,900	57,400	94
	Merced	32,600	30,300	93
	Napa North	3,900	3,600	94
	Napa South	18,900	17,700	94
	Placer East	1,500	1,400	93
Sonoma South	19,300	17,700	92	
<b>NEVADA</b>	Churchill	3,300	3,100	94
	Douglas	1,600	1,400	89
	Washoe	45,500	42,100	93
Station Totals		940,400	882,100	94
Net Weekly Circulation (March 1967)				535,500
Average Daily Circulation (March 1967)				344,900

# California—Salinas-Monterey



Ch. 8

[Also operates satellite  
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8  
(180-186 mc). Authorized power:  
240-kw visual, 44.7-kw aural. An-  
tenna: 2330-ft. above av. terrain,  
251-ft. above ground, 3328-ft.  
above sea level using .5° electri-  
cal beam tilt.

Latitude 36° 45' 20''  
Longitude 121° 30' 00''

Transmitter: Fremont Peak, 10-mi.  
NE of Salinas.

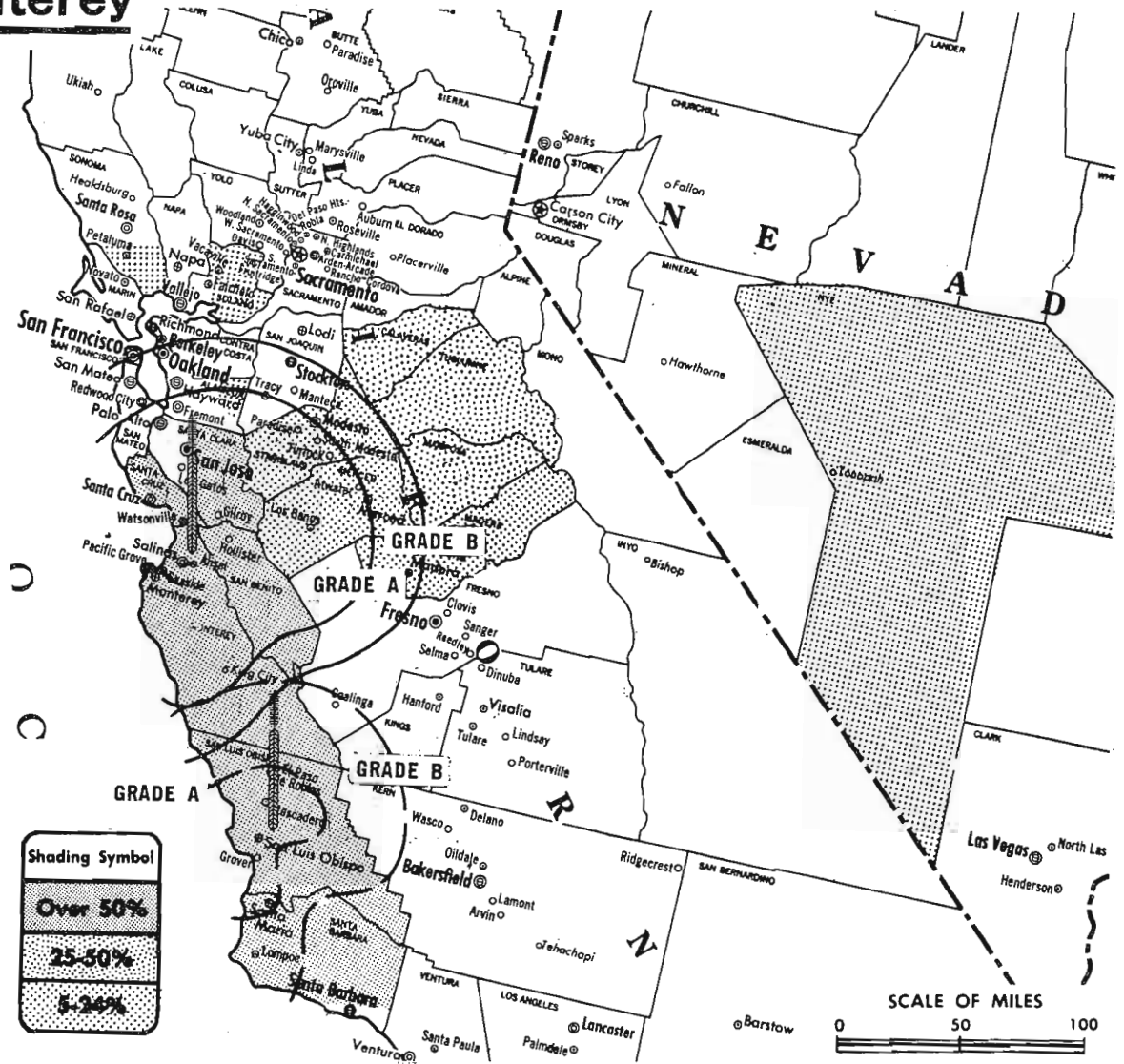
Color: Network, film & slide.

News Wire Service: UPI. Facsimile  
Service: UPI.

AM Affiliate: KSBW, 5-kw, 1380 kc  
(MBS).

FM Affiliate: KSBW-FM, 18.5-kw,  
102.5 mc (No. 273), 2270-ft. an-  
tenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KSBW-TV Ref: FCC File No. BMPCT-3913 Granted 6/13/56  
KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

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## KSBW-TV

Network Service: CBS, NBC.

Licensee: Central California Communications Corp., P.O. Box 1651,  
Salinas, Cal. (93901).

Studio: 238 John St., Salinas, Cal. (93901).

Telephone: 408-422-6422. TWX No.: 910-368-7058.

Ownership: John C. Cohan, pres., 70%; 8 others, none owning more  
than 4%. Also owns semi-satellite KSBY-TV, San Luis Obispo,  
Cal.; radios KSBW & FM, Salinas; KSBY-FM, San Luis Obispo  
& KNGS, Hanford-Fresno, Cal., Central Cal. Communications  
Corp. (formerly Salinas Valley Bcstg.).

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-  
TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it  
bought and merged KMBY-TV (Television Digest, Vol. 10:45 &  
11:6).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.  
ROWENA COHAN, dir., personnel, finance & administration.  
RAY WATERS, general administrator.  
RICHARD C. MEEKER, general sales manager.  
DWIGHT WHEELER, operations manager.  
WES CHANEY, technical administrator.  
EARL CORBLY, chief engineer.

ARB Data for this Station Includes Satellite

KSBY-TV, San Luis Obispo

## DIGEST OF RATE CARD (PEBBLE BEACH MARK II) (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$100.00

Note: This is combined rate for KSBW-TV and KSBY-TV, San  
Luis Obispo.

NETWORK BASE HOURLY RATE: \$750 (CBS), \$800 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>			
	Monterey East	29,200	27,200	93
	Monterey West	34,900	32,400	93
	San Benito	5,700	5,200	91
	San Luis Obispo	33,600	30,900	92
	Santa Barbara			
	North	36,500	33,900	93
<b>Between 25-50%</b>	<b>CALIFORNIA</b>			
	Calaveras	3,600	3,300	91
	Mariposa	2,400	2,100	86
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda East	11,900	11,200	94
	Madera	13,100	12,100	92
	Merced	32,600	30,300	93
	Solano East	21,500	20,500	96
	Sonoma South	19,300	17,700	92
	Stanislaus	55,600	50,900	91
<b>NEVADA</b>	Nye	2,100	1,600	76
	<b>Station Totals</b>	<b>361,300</b>	<b>334,200</b>	<b>92</b>
Net Weekly Circulation (March 1967)				186,300
Average Daily Circulation (March 1967)				126,700

# California—San Diego



**KOGO-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw max. and 124-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"  
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: KOGO, 5-kw, 600 kc (NBC).

FM Affiliate: KOGO-FM, 100-kw, 94.1 mc (No. 231), 640-ft.

Total Households: © SRDS

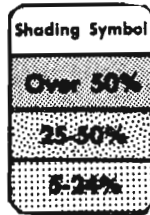
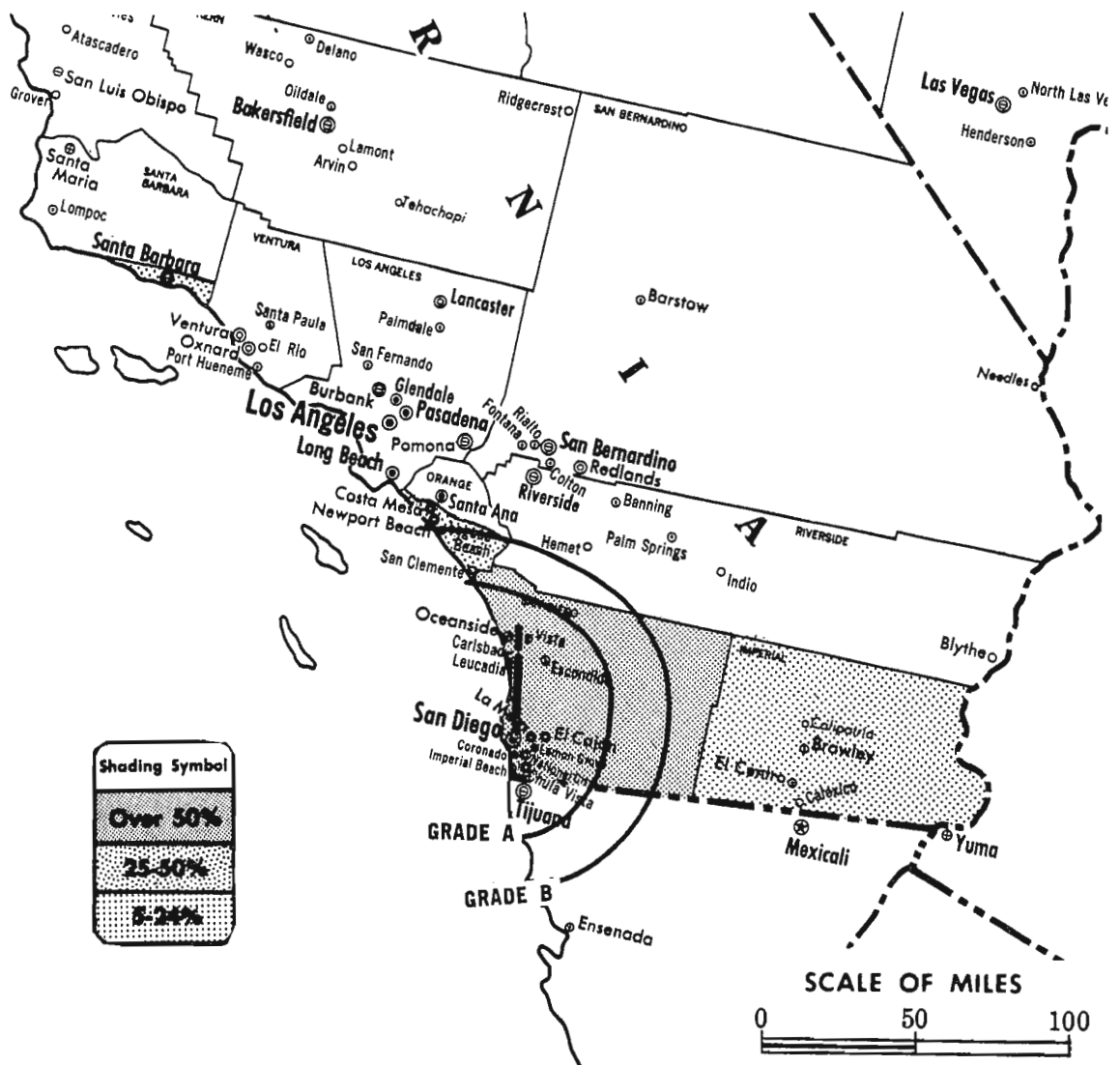
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967

ARB study



KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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

## KOGO-TV

Licensee: Time-Life Broadcast Inc., P.O. Box 628, San Diego (92112).

Studio: 47th St. & Freeway 94.

Telephone: 714-262-2421. TWX No.: 910-335-1247.

Ownership: Time-Life Broadcast Inc., 100%. For other interests, see Time under Group Ownership.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13).

Represented (sales) by The Katz Television West.

Represented (legal) by Pierson, Ball & Dowd.

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

### Personnel:

CLAYTON H. BRACE, v.p. & general manager.  
JAY GRILL, station manager & director of sales.  
LEROY BELLWOOD, director of engineering.  
RAYMOND WATSON, controller.  
BURKE ORMSBY, program director & film buyer.  
KEITH NICHOLSON, advertising & promotion manager.  
BRUCE FLEMING, local sales manager.  
BILL STEVENS, production manager.  
DEAN TURNER, manager of operations & traffic.  
SALLY BANKS, continuity manager.

## DIGEST OF RATE CARDS NO. A12 & P7b

(July 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10:30 p.m., daily.  
\$1200.00 \$700.00 \$320.00 \$310.00 Graded rates apply\*

\*Highest rate: \$440.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	San Diego	388,300	368,300	95
Between 5-24%	CALIFORNIA			
	Imperial	21,700	18,900	87
	Orange South	72,300	70,000	97
	Santa Barbara South	45,000	41,800	93
Station Totals		527,300	499,000	95
Net Weekly Circulation (March 1967)			364,900	
Average Daily Circulation (March 1967)			256,100	

For Group Ownership  
See Services Volume



**TIME  
LIFE  
BROADCAST**

A Major Voice  
in the San Diego Community

**KOGO-TV 10**

Represented nationally by KATZ Television-West  
Affiliated with the National Broadcasting Company

# California—San Diego

## KCST

Ch. 39

(formerly KAAR)

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 2140-kw max. and 363-kw horizontal visual, 427-kw max. and 72.4-kw horizontal aural. Antenna: 1900-ft. above av. terrain, 156-ft. above ground, 2706-ft. above sea level.

Latitude 32° 41' 49"

Longitude 116° 56' 03"

Holds CP for 2140-kw max. & 363-kw horizontal visual, 427-kw max. & 72.4-kw horizontal aural. BPCT-4011.

Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

Color: Film, slide & tape.

News Wire Service: AP.



Circulation © 1967 American Research Bureau.

KCST Ref: FCC File No. BPCT-4011 Granted 9/11/67

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## KCST

Network Service: None, independent.

Grantee: Western Telecasters Inc., 1317 Ft. Worth National Bank Bldg., Fort Worth, Tex.

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: Perry R. Bass, pres.; Mrs. Perry R. Bass, Howard W. Jennings, E. W. Sampson, Phil Griffin & C. W. Walts, v.p.s; M. E. Chappell, secy.-asst. treas.; J. C. Gunter, treas.; Marguerite Wright, asst. secy.; Sid R. Bass, Edward P. Bass, Robert M. Bass Trust & Lee M. Bass Trust, 25% each. Bass Bros. Enterprises has 25% of Bass Bcstg., licensee of KFDA-TV, Amarillo; KFDW-TV, Clovis, N.M. and KFDO-TV, Sayre, Okla. Perry Bass owns 51.58% of Bass Bcstg.

Began Operation: Nov. 14, 1965. Sale to present owners by San Diego Telecasters Inc. (Lawrence Shushan, Paul Corriere, Sample-Brown Enterprises and Town & Country Development) approved by FCC Aug. 31, 1967.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

GENE L. CAGLE, president.  
MEL WHEELER, vice president & general manager.  
EARLE H. RAST JR., sales manager.  
STEVE ARDEN, operations manager.  
T. F. (BUCK) EVANS, chief engineer.  
BOB CHANDLER, sports director.  
BILL FOUCH, news director.

### DIGEST OF RATE CARD NO. 68-1

(Jan. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10:30 p.m., daily.	\$350.00	\$225.00	\$140.00	\$100.00	\$70.00	\$60.00 \$40.00

ARB Data Not Available

## STUDIO EQUIPMENT MANUFACTURERS

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# California—San Diego



**KFMB-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw maximum and 245-kw horizontal visual, 37.5-kw aural. Antenna: directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level. Latitude 32° 50' 17" Longitude 117° 14' 56"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

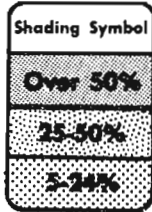
AM Affiliate: KFMB, 5-kw, 760 kc (CBS).

FM Affiliate: KFMB-FM, 18.5-kw, 100.7 mc (No. 264), 630-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KFMB-TV Ref: FCC File No. BMPCT-3015 Granted 5/12/55

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

## KFMB-TV

Licensee: Midwest Television Inc., 5th & Ash St., San Diego, Cal. (92101).

Studio: Fifth and Ash.

Telephone: 714-232-2114. TWX No.: 910-335-1245.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

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

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

AUGUST C. MEYER, president, Midwest Television Inc.  
GEORGE WHITNEY, v.p. & general manager.  
BILL FOX, station manager & film buyer.  
BOB RICHARDS, sales manager.  
GEORGE STANTIS, program director.  
LOUIS REESE, operations manager.  
RALPH HODGES, production manager.  
DICK HERZOG, promotion director.  
CHARLES ABEL, manager of engineering.  
ANTON KUHN, controller.

DIGEST OF RATE CARD NO. 23  
(Sept. 5, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8:00-11:00 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$384.00	\$408.00	\$326.00 \$204.00

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA San Diego	388,300	368,300	95
<b>Between 5-24%</b>	CALIFORNIA Imperial Orange South	21,700 72,300	18,900 70,000	87 97
Station Totals		482,300	457,200	95
Net Weekly Circulation (March 1967)			363,400	
Average Daily Circulation (March 1967)			250,900	



**MALARKEY, TAYLOR & ASSOCIATES**

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# California—Tijuana-San Diego



**XETV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"  
Longitude 117° 01' 08"

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

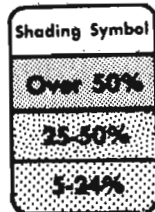
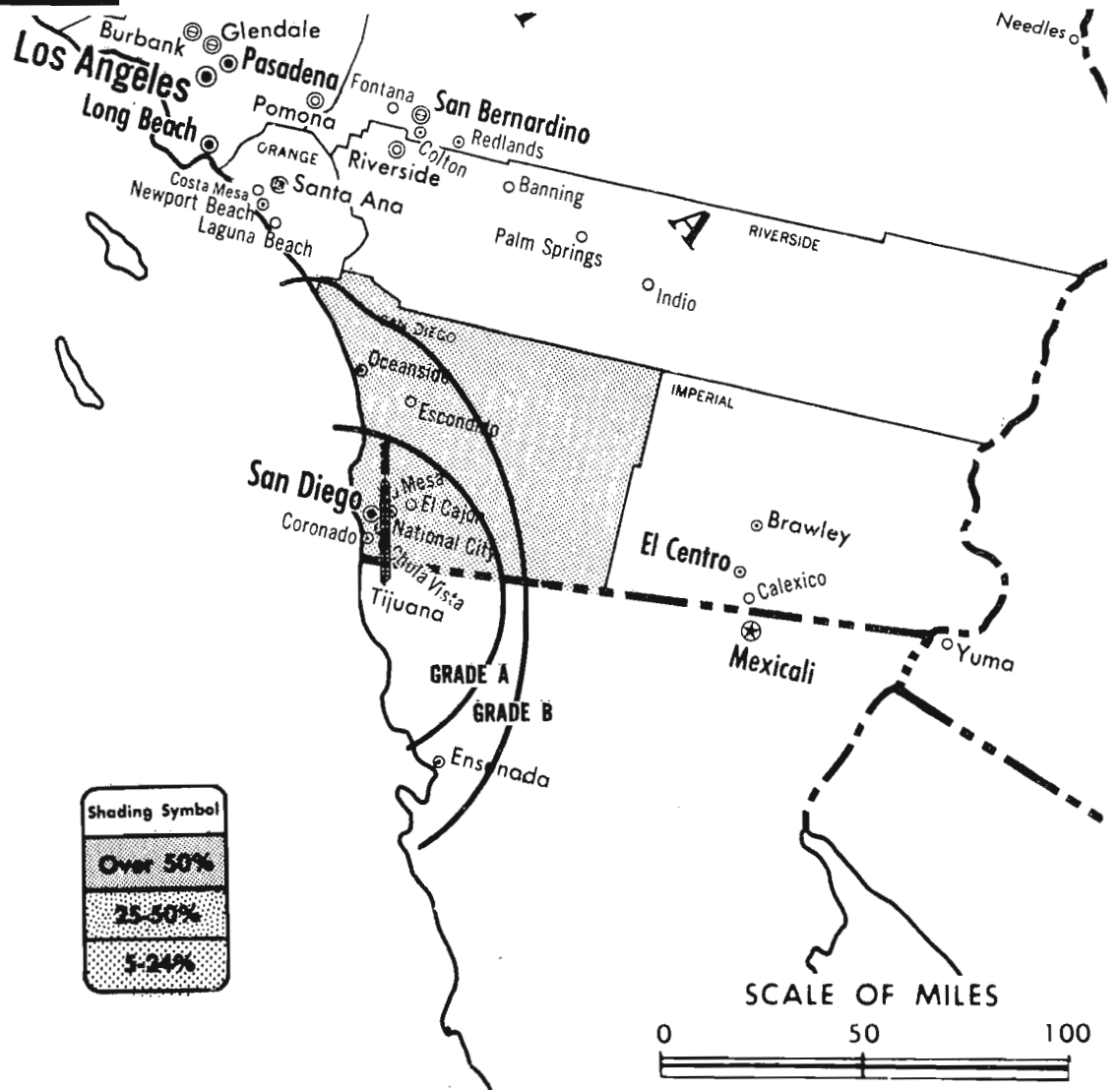
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



Predicted contours supplied by station.

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## XETV

Licensee: Radio-Television, S.A.

Business Address: 7th & Ash Street, San Diego, Cal. (92101).

Telephone: 714-234-8431.

TWX No.: 714-231-0815.

Ownership: Emilio Azcarraga, principal stockholder. For other interests see XEW-TV, Mexico City in the International Station Directory.

Began Operation: Feb. 18, 1953.

Represented (sales) by Blair Television Associates.

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

Personnel:

JULIAN M. KAUFMAN, v.p., general manager & film buyer.  
LOU MEIERS, business manager.  
TED MILLAN, general sales manager & film buyer.  
PHIL FERNANDEZ, chief engineer.  
RUSS TILFORD, program manager & promotion director.

## DIGEST OF RATE CARD NO. 20

(Aug. 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class AA—7:30-11 p.m., daily.					
\$1200.00	\$750.00	\$450.00	\$375.00	\$190.00	\$200.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA San Diego	388,300	368,300	95
Station Totals		388,300	368,300	95
Net Weekly Circulation (March 1967)				329,700
Average Daily Circulation (March 1967)				194,000



# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

[Spanish language outlet]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude 32° 30' 50"  
Longitude 117° 01' 10"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



Predicted contours supplied by station.

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## XEWT-TV

Network Service: None, independent Spanish language outlet.

Licensee: Televisora de Calimex, S.A., P.O. Box 996, San Ysidro, Cal. (92073)

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephones: 5-9201; 5-9202, Tijuana.

Ownership: Televisora de Calimex S.A.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

JOSE MARQUEZ, general manager.  
CARLOS H. LUNA, program promotion manager.  
VICENTE ALBA, sales manager.  
DORA MARTINEZ, business manager.  
MARIO ACOSTA, traffic manager.  
MAX DUENAS, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Oct. 1, 1967)

Hour	30 Min.	Min.	20 or 30 Sec.	10 Sec.
Class AAA—7-10:30 p.m., daily.				
\$250.00	\$125.00	\$48.00*	\$33.00	\$22.00

\*Class AAA—Participating announcement programs, \$75.

ARB Data Not Available

## BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151

# California—San Francisco

## KBHK-TV



Ch. 44

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 1318-kw max. & 933-kw horizontal visual, 263.6-kw max. & 186-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 220-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 07"  
Longitude 122° 26' 01"

Requests change to 1435-kw max. & 1030-kw horizontal visual, 215.25-kw max. & 154.5-kw horizontal aural. BPCT—4079.

Transmitter: San Bruno Mtn.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



KBHK-TV Ref: FCC File No. BMPCT—6628 Granted 11/29/67

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## KBHK-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 420 Taylor St., San Francisco, Cal. (94109).

Telephone: 415-771-5115. TWX No.: 910-372-8440.

Ownership: Kaiser Broadcasting Corp. For other interests, see WKBD-TV, Detroit, Mich.

Began Operation: Jan. 2, 1968.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

L. WILLIAM WHITE, general manager.  
ROBERT J. SOMERVILLE, asst. general manager & general sales manager.  
WILLIAM L. MCGEE, sales manager.  
ALBERT B. STURGES, program manager.  
EUGENE R. HILL, director of engineering.  
BILL DAVIS, promotion manager.  
ROBERT FOUTS, sports director.  
WILLIAM R. FURNELL, production manager.

### DIGEST OF RATE CARD NO. 1

(Jan. 8, 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
\$1000.00	\$700.00	\$450.00	Graded	rates	apply*

\*Highest rate: \$408.

ARB data not available because this station was not in operation when the survey was made.

For Color & UHF Penetration by Markets  
See Services Volume

# California—San Francisco

**KEMO-TV**



Ch. 20

**(Due to Begin Operation in Spring)**

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 4520-kw max. and 1380-kw horizontal visual, 904-kw max. and 276-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 255-ft. above ground, 1485-ft. above sea level.

Latitude 37° 41' 17"  
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.



KEMO-TV Ref: FCC File No. BMPCT-6336 Granted 11/15/66

© American Map Co., Inc., No. 14244

## KEMO-TV

Network Service: None, independent.

Grantee: U.S. Communications Corp.

Studio: 2500 Marin St., San Francisco, Cal. (94124).

Telephone: 415-285-6220.

Ownership: KEMO Television Inc., div. of U.S. Communications Corp., 80%; D. H. Overmyer Communications Co., 20%. For U.S. Communications officers & ownership see WPHL-TV, Philadelphia. For other Overmyer interests, see WDHO-TV, Toledo, O.

Represented (sales) by Edward Petry & Co. Inc.; Bill Creed Associates Inc. (Boston & New England).

Represented (legal) by Pierson, Ball and Dowd.

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

Personnel:

LAWRENCE M. TURET, general manager.  
NORMAN TAYLOR, general sales manager.  
JOSEPH K. MARSHALL, national sales manager.

RICHARD S. KURE, business manager.  
H. LAWRENCE COOPER, dir. programming U.S. Communications.  
ROBERT LEACH, director of engineering, U.S. Communications.  
RICHARD E. PECK, chief engineer.  
CHUCK OLSON, director of operations.  
CHUCK DELY, film director.  
BOBBIE STEIN, traffic manager.  
GERALDINE B. LANGE, public service director.

### DIGEST OF RATE CARD NO. 1 (Feb. 20, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class A—6-11 p.m., daily.	\$500.00	\$350.00	\$225.00	\$200.00	\$175.00	Graded rates apply*

\*Highest rate: \$80.

**ARB Data not available since the station was not in operation when the survey was made.**

# California—San Francisco



**KGO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Holds CP for change to 1670-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

Transmitter: Mt. Sutro.

Studio: 277 Golden Gate Ave.

TV tape: Recording facilities.

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

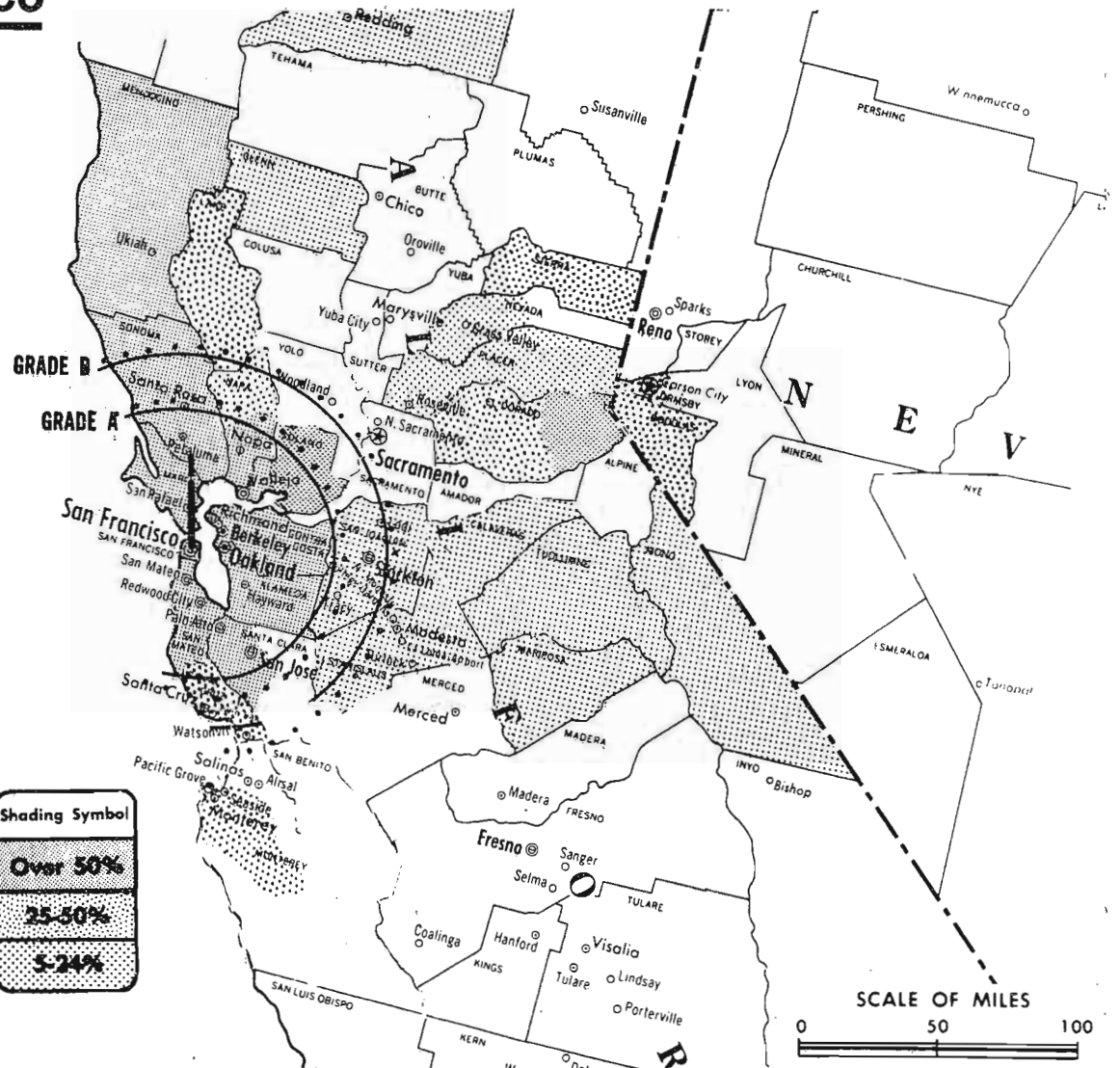
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KGO, 50-kw, 810 kc (ABC).

FM Affiliate: KGO-FM, 23.6-kw, 103.7 mc (No. 279), 1180-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KGO-TV Ref: FCC File No. BPCT-1514 Granted 5/5/63  
CP: BPCT-2401 Granted 2/10/65

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

## KGO-TV

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. (94102).

Telephone: 415-863-0077. TWX No.: 415-393-7317.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

DAVID M. SACKS, v.p. & general manager.  
JAMES R. OSBORN, general sales manager.  
KEN FLOWER, sales manager.  
ROBERT QUINLAN, program director.  
GEORGE FELDMAN, research director.  
JACK SAMPSON, promotion & publicity director.  
ROBERT MITCHELL, film department director.  
HARRY JACOBS, chief engineer.  
CALVIN THOMAS, production manager.  
ROGER GRIMSBY, director of news.

DIGEST OF RATE CARD NO. 67/3—(Aug. 27, 1967)

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

Class AAA—7:29-11 p.m., daily.

\$2500.00 \$1500.00 \$1000.00 \$665.00 Graded rates apply\*

\*Highest rate: \$1300.

NETWORK BASE HOURLY RATE: \$2400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Alameda East	11,900	11,200	94
	Alameda West	349,300	329,300	94
	Contra Costa East	81,800	78,400	96
	Contra Costa West	77,900	74,700	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	El Dorado East	4,700	4,400	93
	Marin	60,900	57,400	94
	Mendocino	17,700	15,300	86
	Napa South	18,900	17,700	94
	San Francisco	307,400	272,700	89
	San Mateo	175,600	169,500	97
	Santa Clara West	265,100	252,200	95
	Solano East	21,500	20,500	96
	Solano West	28,300	27,100	96
	Sonoma North	41,300	38,100	92
	Sonoma South	19,300	17,700	92
	<b>Between 25-50%</b>	CALIFORNIA		
El Dorado West		12,700	11,800	93
Lake		6,200	5,400	87
Monterey West		34,900	32,400	93
Napa North		3,900	3,600	94
Santa Cruz		43,700	40,400	92
Sierra	900	800	87	
<b>NEVADA</b>	Douglas	1,600	1,400	89
	Ormsby	3,500	3,300	93
	<b>Between 5-24%</b>	CALIFORNIA		
Calaveras		3,600	3,300	91
Glenn		5,700	5,300	93
Mariposa		2,400	2,100	86
Nevada West		9,800	8,800	90
Placer East		1,500	1,400	93
Placer West		24,600	22,900	93
San Joaquin		86,200	79,600	92
Shasta		25,900	24,400	94
Stanislaus		55,600	50,900	91
Tuolumne	6,000	5,400	90	
<b>NEVADA</b>	Churchill	3,300	3,100	94
	<b>Station Totals</b>	<b>1,813,600</b>	<b>1,692,500</b>	<b>93</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>1,256,500</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>769,800</b>	



# California—San Francisco



**KPIX**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro Television Center.

Studio: 2655 Van Ness.

Telephone: 415-776-5100.

TWX No.: 415-393-7334.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

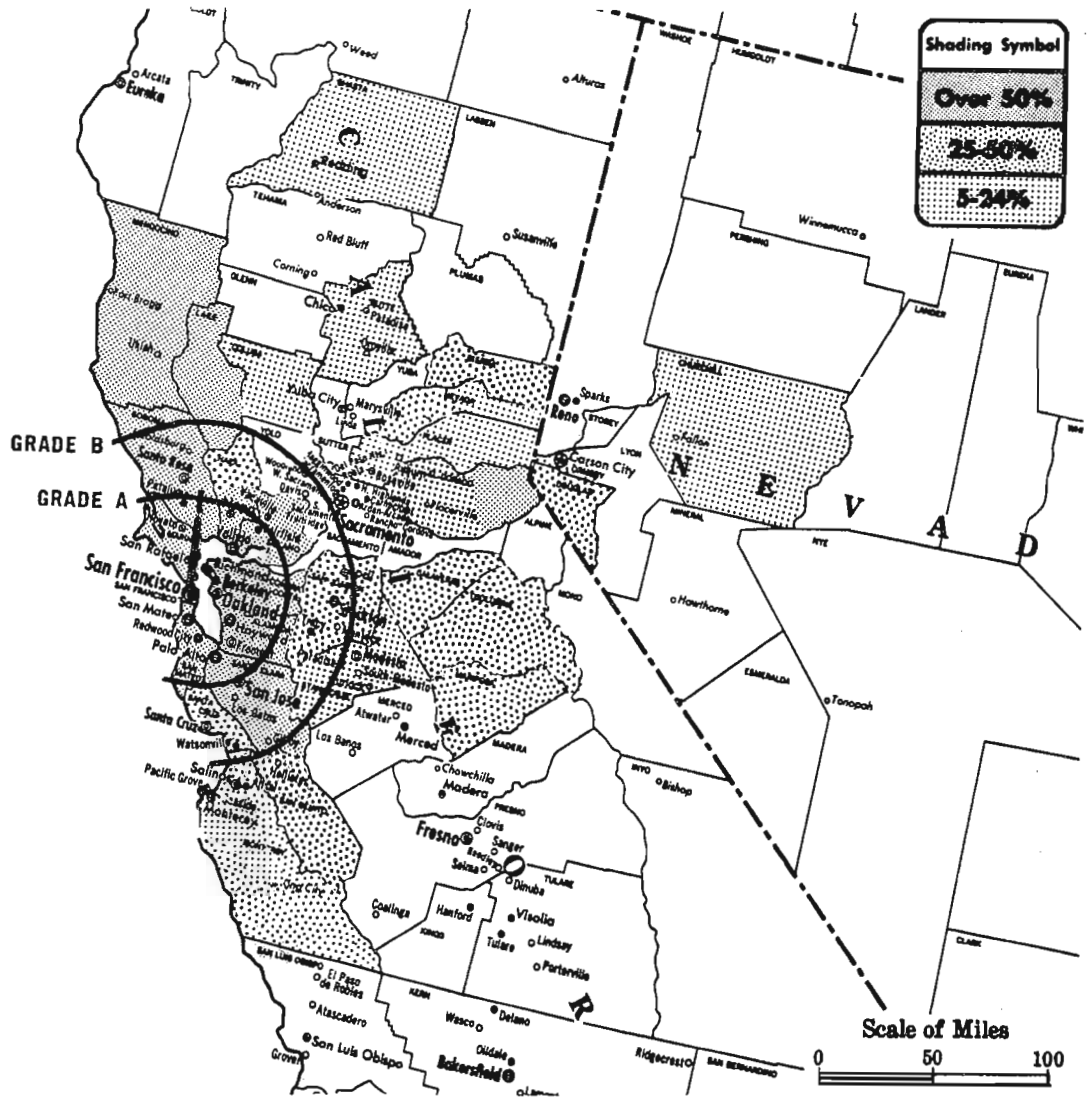
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KPIX Ref: FCC File No. BMPCT-912 Granted 1/2/53

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

## KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco, Cal. (94109).

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry H. Israel, pres., WBC station group; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; Jerome R. Reeves, v.p., creative services; Alexander W. Dannenbaum Jr., sr. v.p., marketing; J. K. Mikita, sr. v.p. finance; James Allen, v.p., television; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore & 7 radio stations.

Began Operation: Dec. 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president & chairman.
- LARRY ISRAEL, president, WBC station group.
- LOUIS S. SIMON, area v.p., West Coast.
- RICHARD H. HARRIS, general manager.
- BERNARD W. SCHNAPP, business manager.
- AUBREY HOLMAN, general sales manager.
- CHESTER E. ZANESKI, sales manager.
- E. ROBERT NASHICK, advertising & sales promotion manager.
- THOMAS PISKURA, program manager & film buyer.
- CARYL COLEMAN, public affairs director.
- DON BRICE, news director.
- RAY HOLTZ, chief engineer.

### DIGEST OF RATE CARD NO. 26—(May 1, 1967)

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

Class A—6-11:30 p.m., daily.

\$2450.00 \$1470.00 \$980.00 ..... \$925.00\* \$475.00\*

\*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$2500.

For Group W Corporate Data  
see listing under Group Ownership.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CALIFORNIA</b>				
		Alameda East	11,900	11,200	94
		Alameda West	349,300	329,300	94
		Contra Costa East	81,800	78,400	96
		Contra Costa West	77,900	74,700	96
		El Dorado East	4,700	4,400	93
		Lake	6,200	5,400	87
		Marin	60,900	57,400	94
		Mendocino	17,700	15,300	86
		Monterey West	34,900	32,400	93
		Napa South	18,900	17,700	94
		San Francisco	307,400	272,700	89
		San Mateo	175,600	169,500	97
		Santa Clara East	9,600	9,100	95
		Santa Clara West	265,100	252,200	95
		Solano East	21,500	20,500	96
		Solano West	28,300	27,100	96
		Sonoma North	41,300	38,100	92
	Sonoma South	19,300	17,700	92	
<b>Between 25-50%</b>	<b>CALIFORNIA</b>				
		Calaveras	3,600	3,300	91
		Mariposa	2,400	2,100	86
		Napa North	3,900	3,600	94
		Nevada West	9,800	8,800	90
		San Benito	5,700	5,200	91
		San Joaquin	86,200	79,600	92
		Santa Cruz	43,700	40,400	92
		Sierra	900	800	87
		Tuolumne	6,000	5,400	90
<b>NEVADA</b>					
	Douglas	1,600	1,400	89	
	Ormsby	3,500	3,300	93	

(Continued on page 107-b)

Station Totals	1,892,500	1,765,500	93
Net Weekly Circulation (March 1967)			1,340,600
Average Daily Circulation (March 1967)			935,100

# California—San Francisco



**KRON-TV**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

Requests change to 1818-ft. above av. terrain, 734-ft. above ground, 2049-ft. above sea level, lat. 37° 41' 15", long. 122° 26' 04".

**Transmitter:** TV Peak, San Bruno Mt.

**TV tape:** Recording facilities.

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

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

**News Film Service:** NBC.

**Facsimile Service:** AP.

**FM Affiliate:** KRON-FM, 13.5-kw, 96.5 mc (No. 243), 1360-ft.

**Total Households:** © SRDS

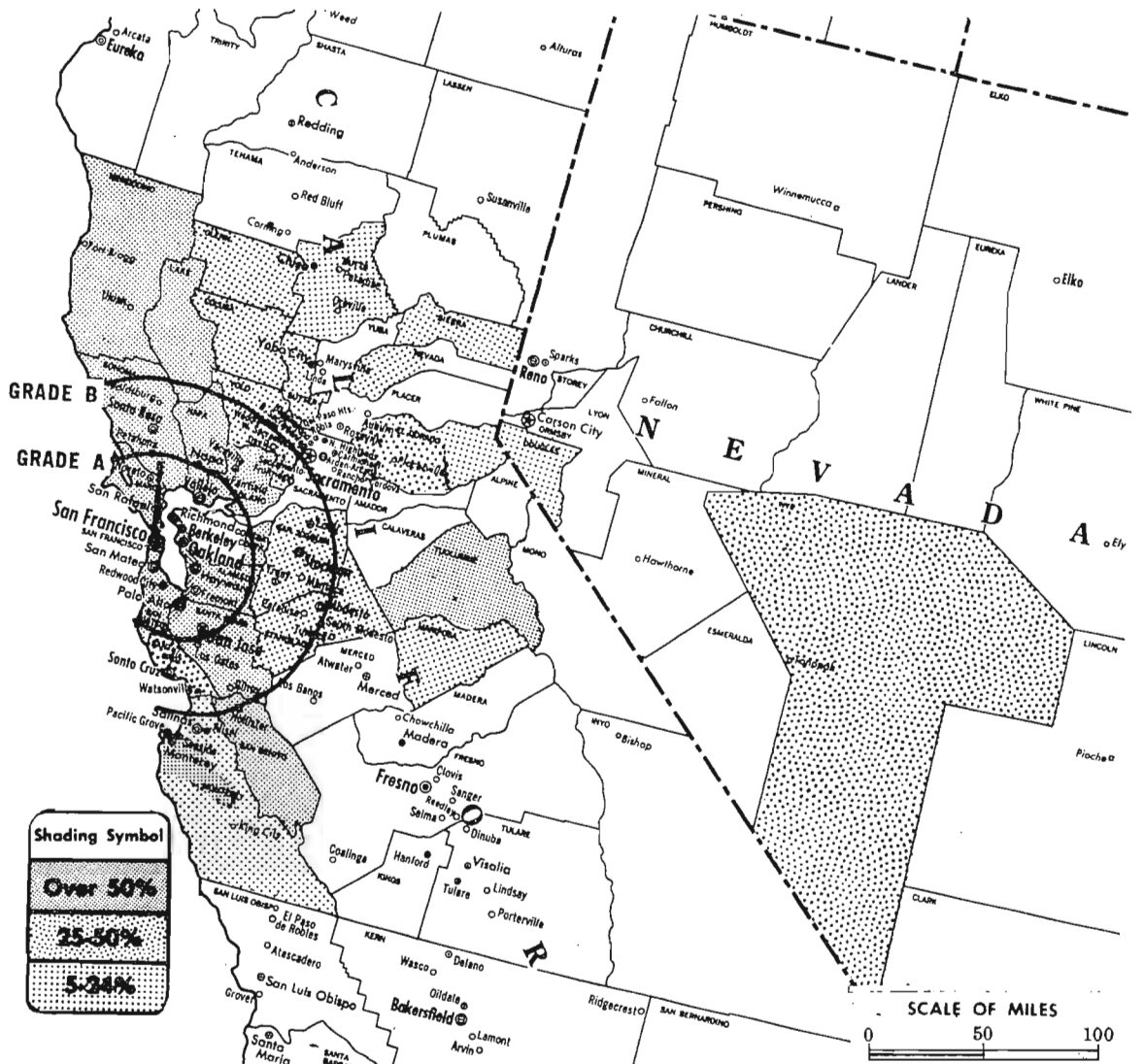
**Consumer Market Data** as of 1/1/68.

**TV Homes:** TV% and Circulation

© 1967 American Research Bureau.

**County coverage** (shaded areas) based on 1965

ARB study.



KRON-TV Ref: FCC File No. BMPCT-859 Granted 1/2/53

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

## KRON-TV

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave. (94109).

**Studio:** 1001 Van Ness Ave. (94109).

**Telephone:** 415-441-4444. TWX No.: 415-393-7632.

**Ownership:** Chronicle Publishing Co., publisher of San Francisco Chronicle, 100%; Charles DeYoung Thieriot, pres.

**Began Operation:** Nov. 15, 1949.

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

**Represented (legal)** by Lester W. Spillane (San Francisco).

**Represented (engineering)** by Hammett & Edison.

**Personnel:**

- HAROLD P. SEE, president.
- ALDO H. CONSTANT, v.p. & general manager.
- E. PACK PHILIPS, station manager.
- C. E. COONEY, general sales manager.
- A. RICHARD ROBERTSON, promotion manager.
- J. L. BERRYHILL, chief engineer.
- RICHARD BEHRENDT, program manager.
- MEL J. KAMPMANN, news director.
- THOMAS MULLAHEY, public affairs director.

### DIGEST OF RATE CARD NO. 24 (July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* ID\*

**Class AAA—7:30-11 p.m., daily.**

\$2800.00 \$1680.00 ..... \$1250.00 \$1100.00 \$550.00

\*Class AAA—7:30-10:59 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$2750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Alameda East	11,900	11,200	94
	Alameda West	349,300	329,300	94
	Contra Costa East	81,800	78,400	96
	Contra Costa West	77,900	74,700	96

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	Lake	6,200	5,400	87	
	Marin	60,900	57,400	94	
	Mendocino	17,700	15,300	86	
	Monterey West	34,900	32,400	93	
	Napa North	3,900	3,600	94	
	Napa South	18,900	17,700	94	
	San Benito	5,700	5,200	91	
	San Francisco	307,400	272,700	89	
	San Mateo	175,600	169,500	97	
	Santa Clara East	9,600	9,100	95	
	Santa Clara West	265,100	252,200	95	
	Solano East	21,500	20,500	96	
	Solano West	28,300	27,100	96	
	Sonoma North	41,300	38,100	92	
	Sonoma South	19,300	17,700	92	
	Tuolumne	6,000	5,400	90	
	<b>Between 25-50%</b>	CALIFORNIA			
		El Dorado West	12,700	11,800	93
Santa Cruz	43,700	40,400	92		
<b>Between 5-24%</b>	NEVADA				
	Nye	2,100	1,600	76	
<b>Between 5-24%</b>	CALIFORNIA				
	Butte	35,000	32,100	92	
	Colusa	4,000	3,700	91	
	El Dorado East	4,700	4,400	93	
	Glenn	5,700	5,300	93	
	Mariposa	2,400	2,100	86	
	Monterey East	29,200	27,200	93	
	Nevada West	9,800	8,800	90	
	San Joaquin	86,200	79,600	92	
	Sierra	900	800	87	
	Stanislaus	55,600	50,900	91	
	Sutter	12,800	12,100	95	
Yolo	25,200	23,500	93		
NEVADA					
Douglas	1,600	1,400	89		
<b>Station Totals</b>		<b>1,874,800</b>	<b>1,748,600</b>	<b>93</b>	
<b>Net Weekly Circulation (March 1967)</b>			<b>1,318,700</b>		
<b>Average Daily Circulation (March 1967)</b>			<b>855,300</b>		

# California—San Francisco

## KSAN-TV

Ch. 32

[Satellite of KICU-TV, Visalia (Fresno), Cal.]

Technical Facilities: Channel No. 32 (578-485 mc). Authorized power: 16.2-kw visual, 9.12-kw aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level.

Latitude 37° 45' 30"  
Longitude 122° 27' 05"

Requests change to 180-kw visual, 36-kw aural. BPCT—4041.

Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.



KSAN-TV Ref: FCC File No. BPCT—1646 Granted 4/29/53

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

## KSAN-TV

Network Service: None, repeats programs of independent KICU-TV, Visalia (Fresno).

Licensee: S. H. Patterson, 1141 Market St.

Studio: 1141 Market St.

Telephone: 621-2300.

Ownership: S. H. Patterson, 100%. Note: Sale to Metromedia pends.

Began Operation: March 9, 1954, but quit air June 21, 1958. Re-summed operation Feb. 16, 1966.

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

Represented (engineering) by Radio Engineering Co.

Personnel:

NORWOOD J. PATTERSON, executive director.

FRED GWYNN, chief engineer.

Rates: KSAN-TV picks up and repeats programs of KICU-TV, Visalia (Fresno) and is included as a bonus to that station.

ARB Data Not Available

# California—Oakland-San Francisco

**KTVU**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1186-ft. above av. terrain, 188-ft. above ground, 1408-ft. above sea level.

Latitude 37° 41' 20"  
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS

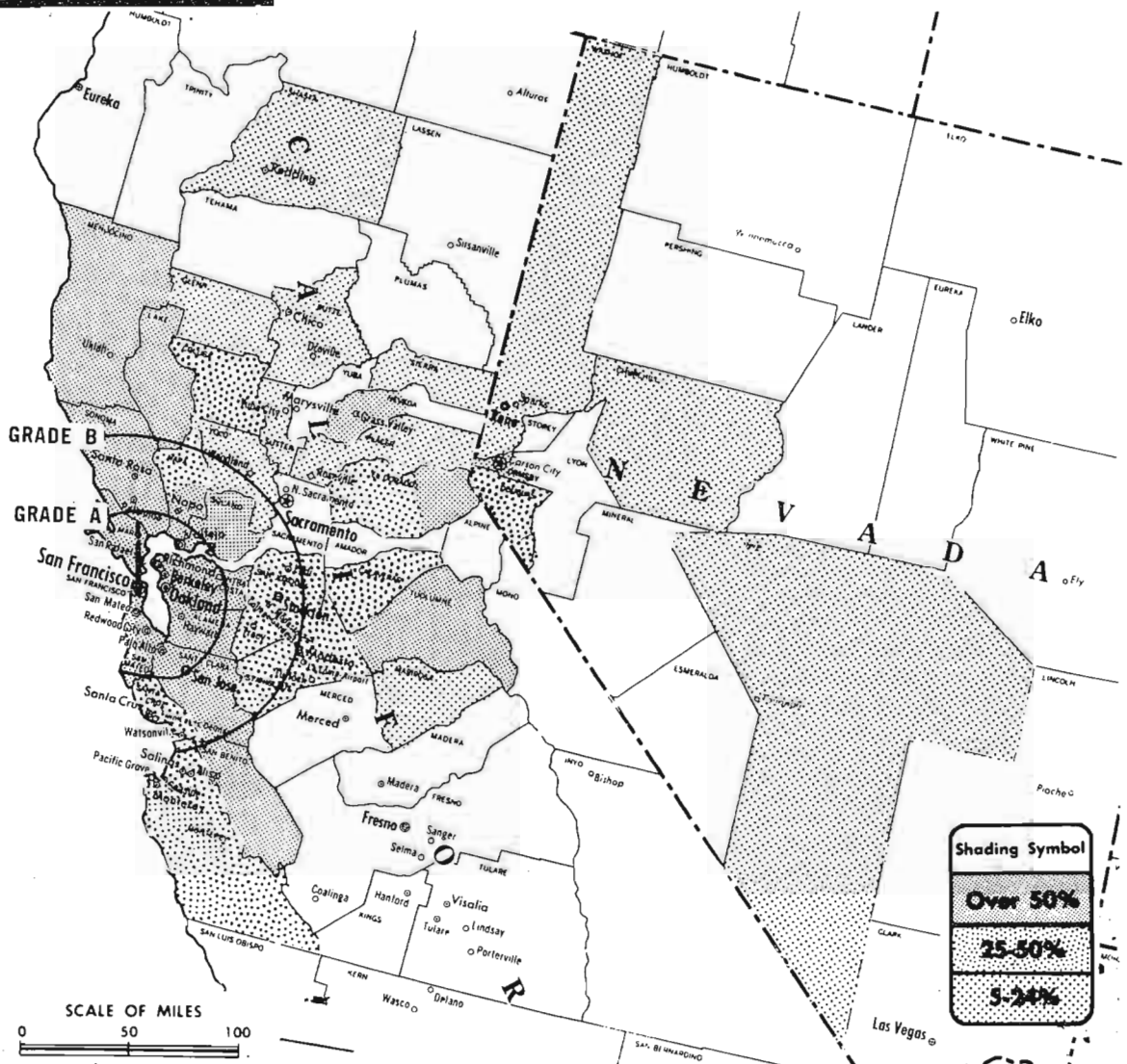
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTVU Ref: FCC File No. BPCT-1842 Granted 9/16/57

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

## KTVU

Network Service: None, independent.

Grantee: San Francisco-Oakland Television, One Jack London Square, Oakland, Cal. (94607).

Studio: Jack London Square, Oakland.

Telephone: 415-834-2000.

TWX No.: 910-366-7030.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp., James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. For other Cox radio-TV interests, see WHIO-TV, Dayton, O.

Began Operation: March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

FRANK G. KING, v.p. & general manager.  
GLENN W. MAEHL, general sales manager.  
ROBERT I. MART, national sales manager.  
THOMAS A. BREEN, program director.  
WILLIAM MUELLER, business manager.  
BRUCE ROBERTSON, promotion manager.  
GEORGE GREAVES, director of public affairs.  
BUDD WIENER, sports director.  
DEACON ANDERSON, news director.  
ROBERT ARNE, chief engineer.

### DIGEST OF RATE CARD NO. 10 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA	—7-10 p.m., Mon.-Sat.;	6-10 p.m., Sun.			
\$2200.00	\$1320.00	\$880.00		Graded rates apply*	

\*Highest rate: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>CALIFORNIA</b>				
	Alameda East	11,900	11,200	94
	Alameda West	349,300	329,300	94
	Contra Costa East	81,800	78,400	96
	Contra Costa West	77,900	74,700	96
	El Dorado East	4,700	4,400	93
	El Dorado West	12,700	11,800	93
	Lake	6,200	5,400	87
	Marin	60,900	57,400	94
	Mendocino	17,700	15,300	86
	Monterey West	34,900	32,400	93
	Napa North	3,900	3,600	94
	Napa South	18,900	17,700	94
	Nevada East	1,100	1,000	89
	San Benito	5,700	5,200	91
	San Francisco	307,400	272,700	89
	San Mateo	175,600	169,500	97
	Santa Clara East	9,600	9,100	95
	Santa Clara West	265,100	252,200	95
	Solano East	21,500	20,500	96
	Solano West	28,300	27,100	96
	Sonoma North	41,300	38,100	92
	Sonoma South	19,300	17,700	92
	Tuolumne	6,000	5,400	90
	<b>NEVADA</b>			
	Ormsby	3,500	3,300	93
	<b>CALIFORNIA</b>			
	Calaveras	3,600	3,300	91
	Colusa	4,000	3,700	91
	Nevada West	9,800	8,800	90
	San Joaquin	86,200	79,600	92
	Santa Cruz	43,700	40,400	92
	Stanislaus	55,600	50,900	91
	<b>NEVADA</b>			
	Douglas	1,600	1,400	89
	(Continued on page 107-b)			
Station Totals		1,983,800	1,850,100	93
Net Weekly Circulation (March 1967)			1,245,300	
Average Daily Circulation (March 1967)			598,400	



# California—San Jose

## KGSC-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 1368-kw max. & 204-kw horizontal visual, 136.8-kw max. & 20.4-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 188-ft. above ground, 2782-ft. above sea level.

Latitude 37° 29' 05"  
Longitude 121° 51' 53"

Requests change to 2735-kw visual, 273.5-kw aural. BPCT—4080.

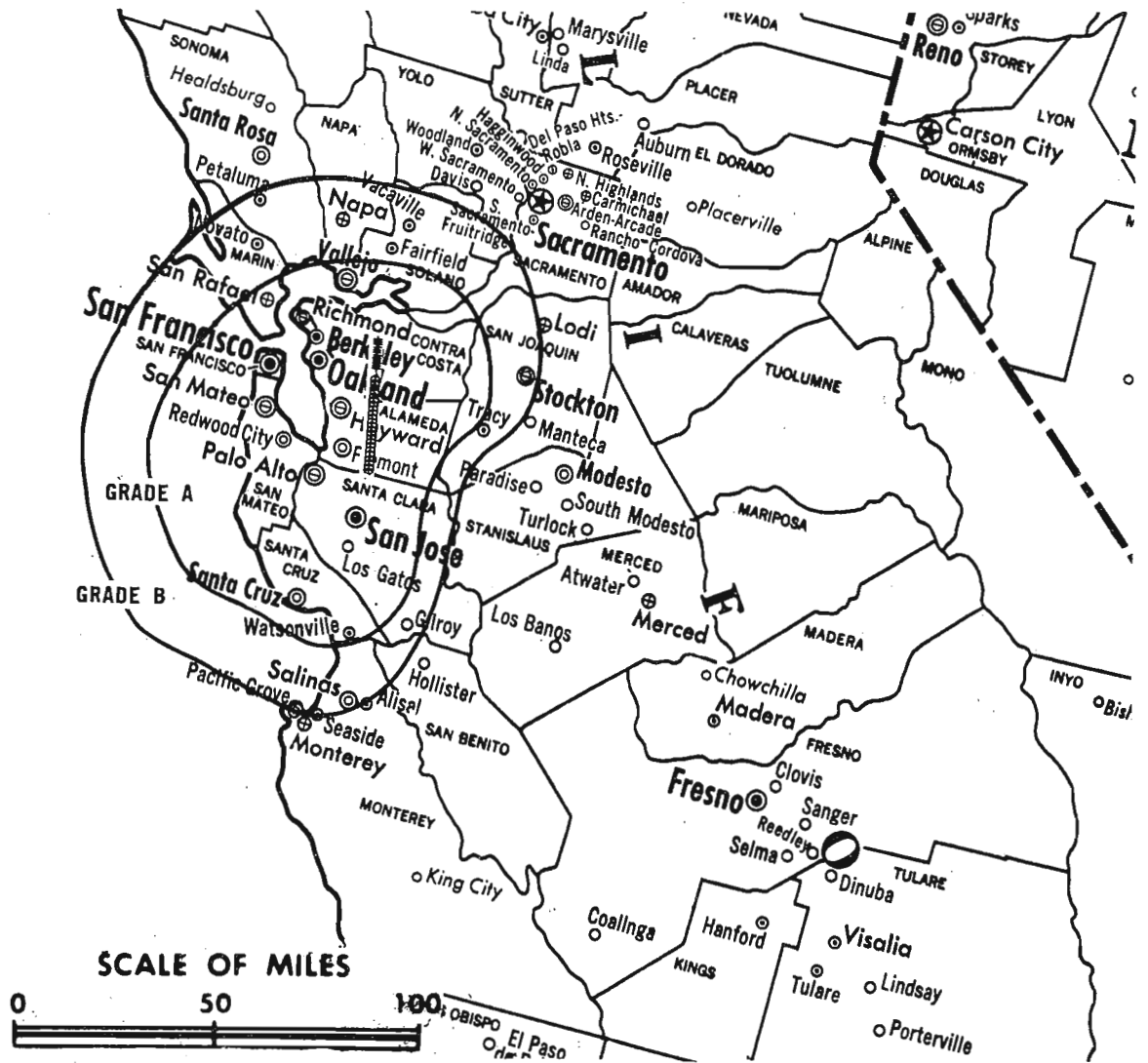
Transmitter: Monument Peak, 4.5-mi. SE of Mission San Jose.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

ARB Data: Not available since the station was not in operation when the survey was made.



KGSC-TV Ref: FCC File No. BPCT—3345 Granted 9/30/64

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

## KGSC-TV

Network Service: None, independent.

Grantee: Continental Urban TV Corp., c/o Vincent B. Welch, 300 Farragut Bldg., 900 17th St. NW, Washington, D.C. (20006).

Studio: 1536 Kerley Dr., San Jose (95112).

Ownership: Urban TV Corp., 100%. Urban TV Corp. officers: Vincent B. Welch, pres., 27.5%; Edward P. Morgan, v.p., 27.5%; Lawrence J. Henderson Jr., 12.5%; Esterly C. Page, asst. secy.-treas., 20%; James L. McIlvaine, 12.5%. Morgan owns 10% of KMIN, Grants, N.M. Ownership interlocks with applications for Ch. 23 St. Paul & Ch. 40 Columbus, O.; CPs for KGSL-TV, St. Louis & WGMF-TV, Miami.

Began Operation: Oct. 3, 1967.

Represented (legal) by Welch & Morgan.

Represented (engineering) by John Creutz.

Represented (sales) by Avery-Knodel.

Personnel:

GENE G. COOK, vice president & general manager.

ARDEN D. MOSER, operations manager.

DON E. ADDINGTON, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Sept. 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—6-10:30 p.m., daily.	\$325.00	\$180.00	\$110.00	\$70.00	\$65.00	\$52.00	\$32.00

# California—San Jose



**KNTV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 26.8-kw visual, 2.95-kw aural. Antenna: directional, 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level. Latitude 37° 06' 40" Longitude 121° 50' 34" Holds CP for 24.08 kw visual, 2.648-kw aural. BPCT-3938.

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

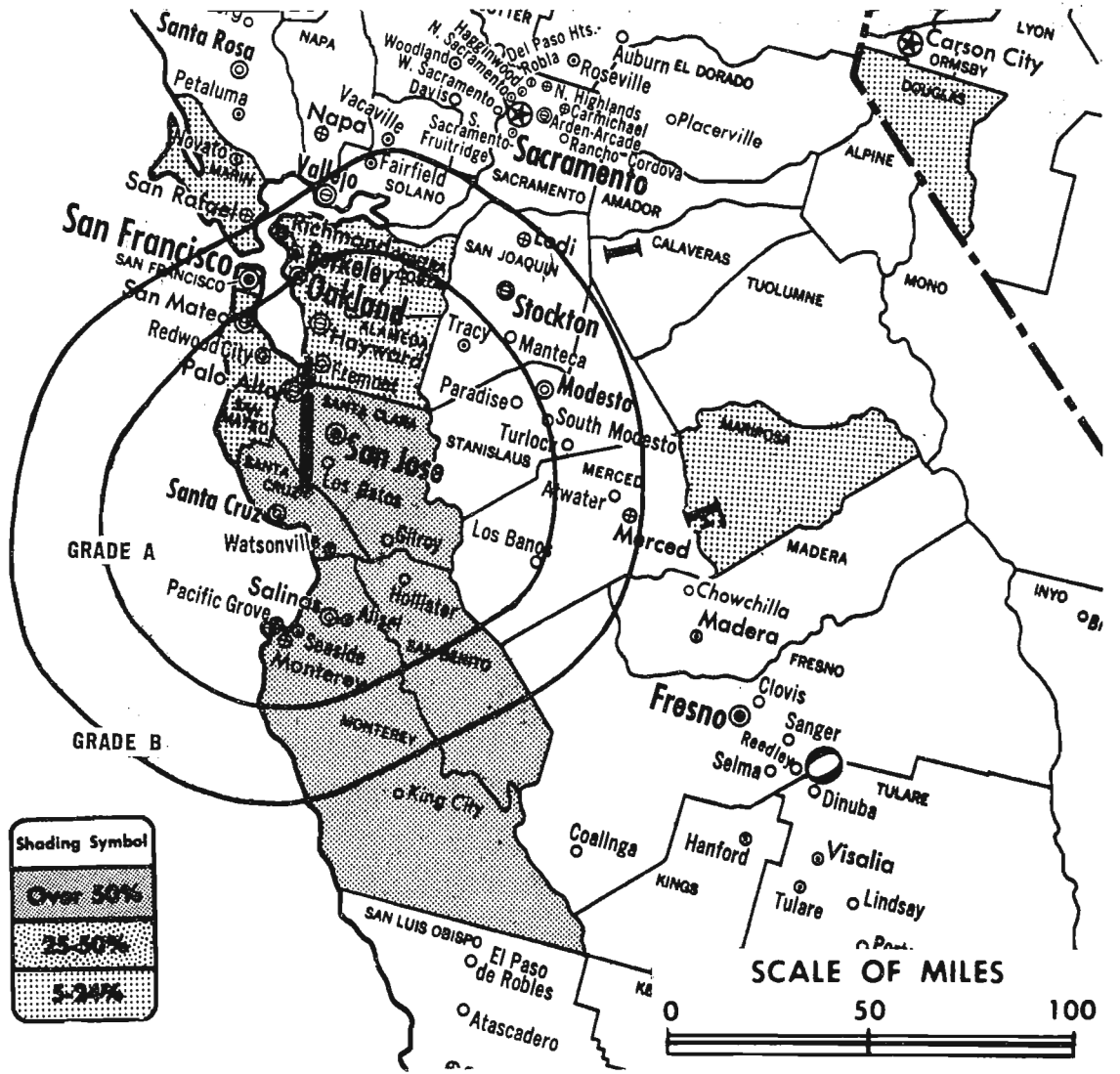
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KNTV Ref: FCC File No. BPCT-3938 Granted 4/18/67

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

## KNTV

Licensee: Standard Radio & Television Co., 645 Park Ave., San Jose, Cal. (95110).

Studio: 645 Park Ave.

Telephone: 408-297-5577.

Ownership: Allen T. Gilliland, 73.18%; in trust for the children of A. T. Gilliland, 26.82%.

Began Operation: Sept. 12, 1955.

Represented (sales) by Blair TV.

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

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

ROBERT HOSFELDT, gen. manager, program dir. & film buyer.

JOHN VERA, national sales manager.

BOB ULRICH, news director.

TONY PERA, local sales manager.

### DIGEST OF RATE CARD NO. 9A

(June 1, 1967)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.				
\$600.00	\$310.00	\$240.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Monterey East	29,200	27,200	93
	Monterey West	34,900	32,400	93
	San Benito	5,700	5,200	91
	Santa Clara East	9,600	9,100	95
	Santa Clara West	265,100	252,200	95
	Santa Cruz	43,700	40,400	92
<b>Between 25-50%</b>	CALIFORNIA			
	Alameda East	11,900	11,200	94
<b>Between 5-24%</b>	CALIFORNIA			
	Alameda West	349,300	329,300	94
	Contra Costa West	77,900	74,700	96
	Marin	60,900	57,400	94
	Mariposa	2,400	2,100	86
	San Mateo	175,600	169,500	97
	NEVADA			
Douglas	1,600	1,400	89	
Station Totals		1,067,800	1,012,100	95
Net Weekly Circulation (March 1967)				302,200
Average Daily Circulation (March 1967)				143,300

Map reflects proposed operation

# California—San Luis Obispo



Ch. 6

[Satellite of KSBW-TV,  
Salinas-Monterey]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 12-kw aural. An-  
tenna: 1571-ft. above av. terrain,  
459-ft. above ground, 2709-ft.  
above sea level.

Latitude 35° 21' 37"  
Longitude 120° 38' 57"

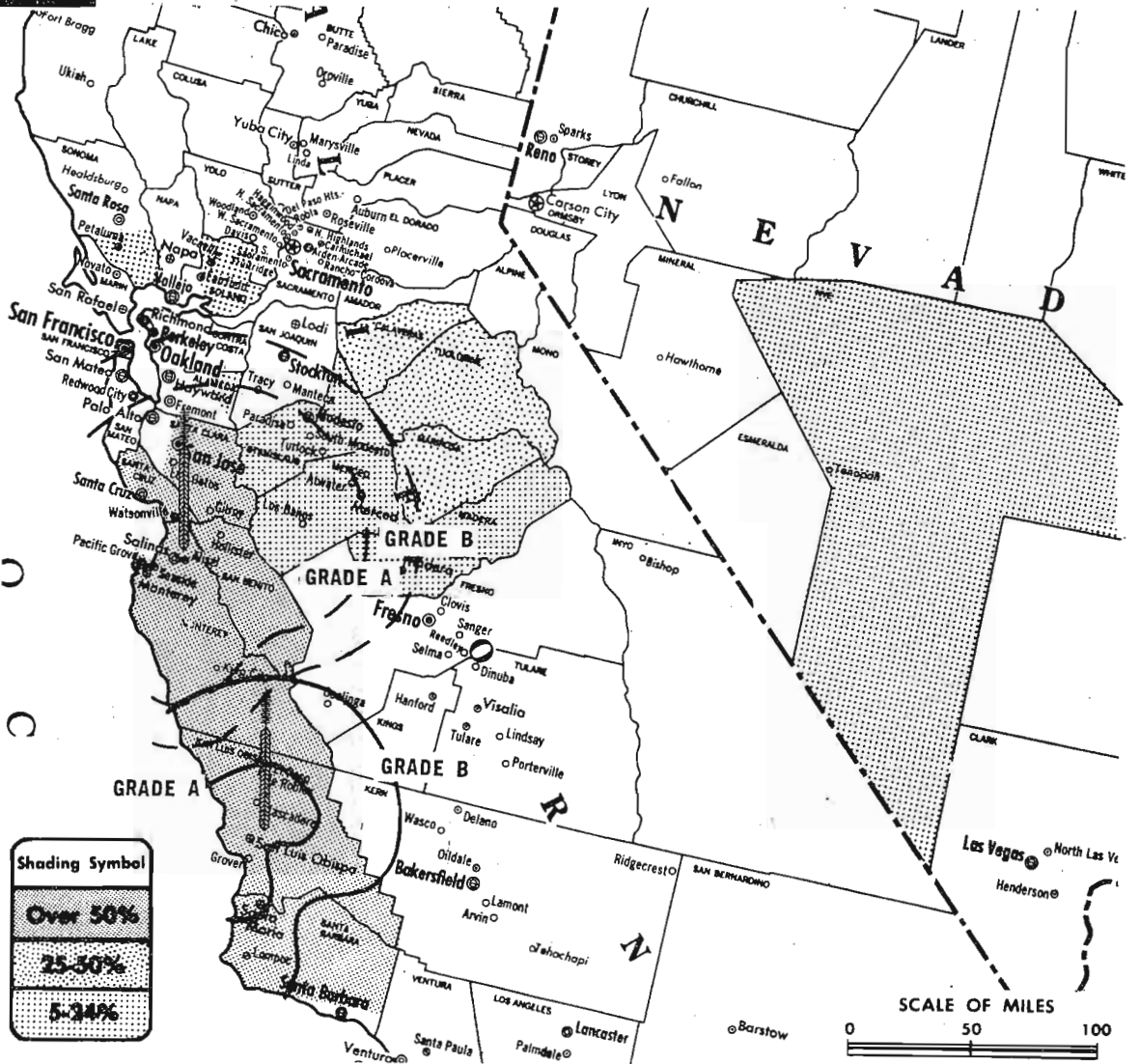
Transmitter: Los Padres Forest, 5.5-  
mi. N of town.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: KSBY-FM, 30-kw, 93.3  
mc (No. 227), 1220-ft. antenna  
height.



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

KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

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

## KSBY-TV

Network Service: CBS, NBC, same as KSBW-TV.

Licensee: Central California Communications Corp., Box 1368, San  
Luis Obispo, Cal. (93402).

Studio: Mt. View & Hill Sts.

Telephone: 805-543-0920. TWX No.: 910-368-7058.

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Central California Com-  
munications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-  
owners John C. Cohan and Jerome Kantro approved July  
18, 1957 by FCC. Cohan and Kantro's purchase of TV and  
radio KVEC from Christina M. Jacobson & Leslie H. Hacker ap-  
proved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.  
RICHARD C. MEEKER, general sales manager.  
ART HAPGOOD, station manager.  
WES CHANEY, technical manager.  
KENNETH REID, chief engineer.

Rates: KSBY-TV is sold in combination with KSBW-TV, Salinas,  
Cal.

ARB Data for this Station Included With  
Report for Parent KSBW-TV, Salinas, Cal.

Above Map Reflects Coverage of both  
Parent and Satellite.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270  
Chicago: 333 N. Michigan Avenue (312) 346-6460  
Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# California—Santa Barbara



## KEYT



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"  
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

Color: Network, live, film & slide.

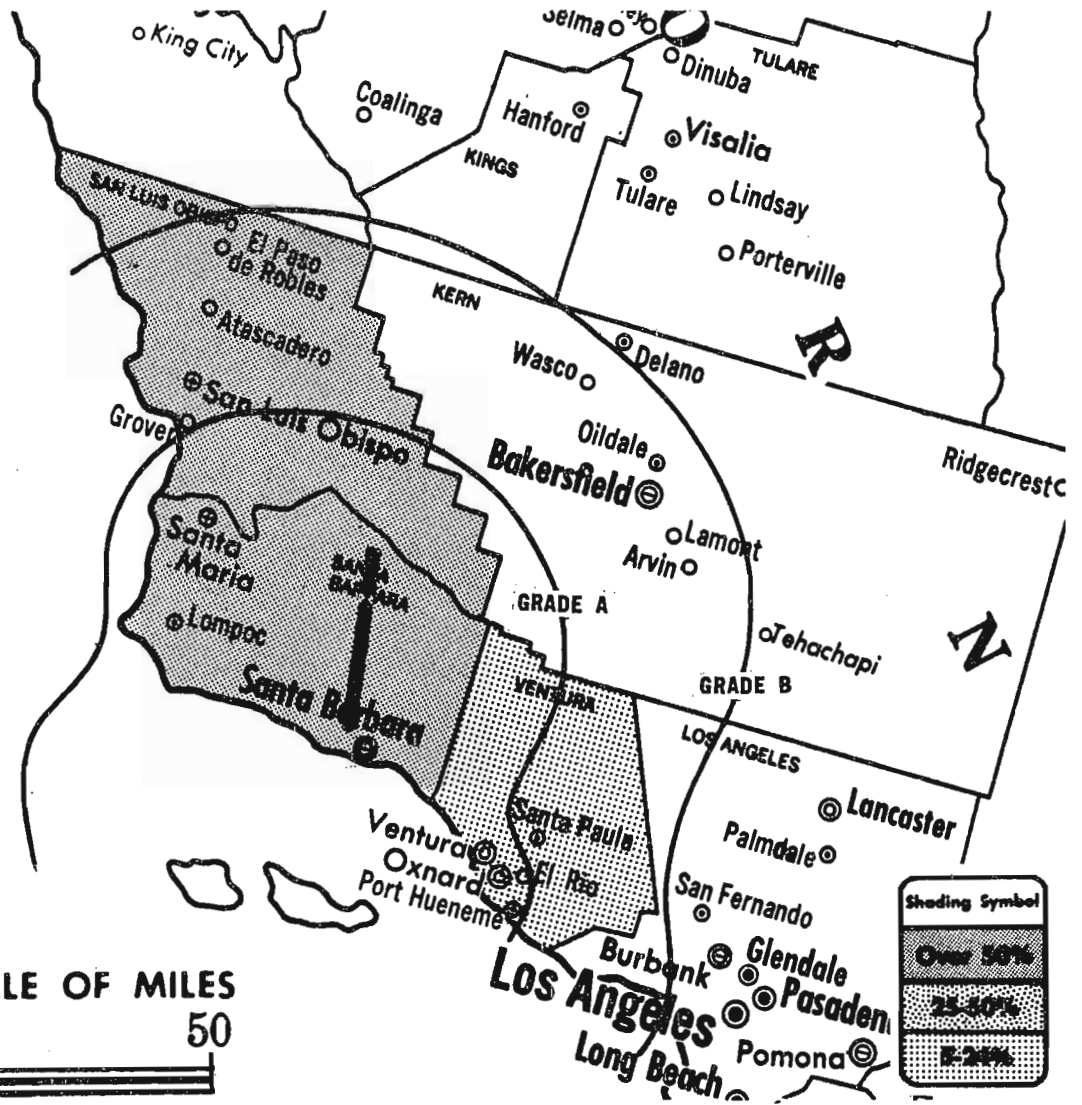
News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 730 Miramonte Dr. (93105).

Represented (engineering) by A. E. Towne Associates Inc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



SCALE OF MILES



KEYT Ref: FCC File No. BPCT-1122 Granted 11/12/52

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

## KEYT

Network Service: ABC.

Licensee: Key Television Inc., P.O. Drawer "X", Santa Barbara, Cal. (93102).

Telephone: 805-965-8533. TWX No.: 805-449-7237.

Ownership: Key Television Inc. William F. Luton, pres., 29.8%; Mrs. W. F. Luton, v.p., 31.61%; Crocker-Anglo, trustee for six Luton children, each with .67%; Leslie H. Norins, .67%; P.N.B. Co., nominee of Richard B. Bell under trust agreement, 32.89%.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vols. 12:52; 13:9, 13).

Represented (sales) by Adam Young-VTM Inc.; Feltis, Dove, Croghan Inc. (Seattle & Portland).

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

Personnel:

WILLIAM F. LUTON, president & treasurer.  
LESLIE H. NORINS, v.p. & general manager.  
HAROLD C. O'DONNELL, program director & film buyer.  
GENE FORSELL, promotion manager.  
RICHARD ALVARI, production manager.  
BILL HUDDY, director of news & public affairs.  
TED FROMING, chief engineer.  
AUDREY LUTZ, traffic manager.

DIGEST OF RATE CARD NO. 10  
(May 1, 1967)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$450.00	\$270.00	\$225.00	\$85.00	\$42.50

NETWORK BASE HOURLY RATE: \$330 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	San Luis Obispo	33,600	30,900	92
	Santa Barbara			
	North	36,500	33,900	93
	South	45,000	41,800	93
Between 5-24%	CALIFORNIA			
Ventura	101,500	97,000	96	
Station Totals		216,600	203,600	94
Net Weekly Circulation (March 1967)			111,700	
Average Daily Circulation (March 1967)			58,200	

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Recent Sales

Radio: California \$220,000  
Radio: Richmond, Virginia \$210,000

116 Central Park South  
New York, N.Y.



# California—Santa Maria



**KCOY-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 64.6-kw visual, 9.77-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"  
Longitude 120° 11' 08"

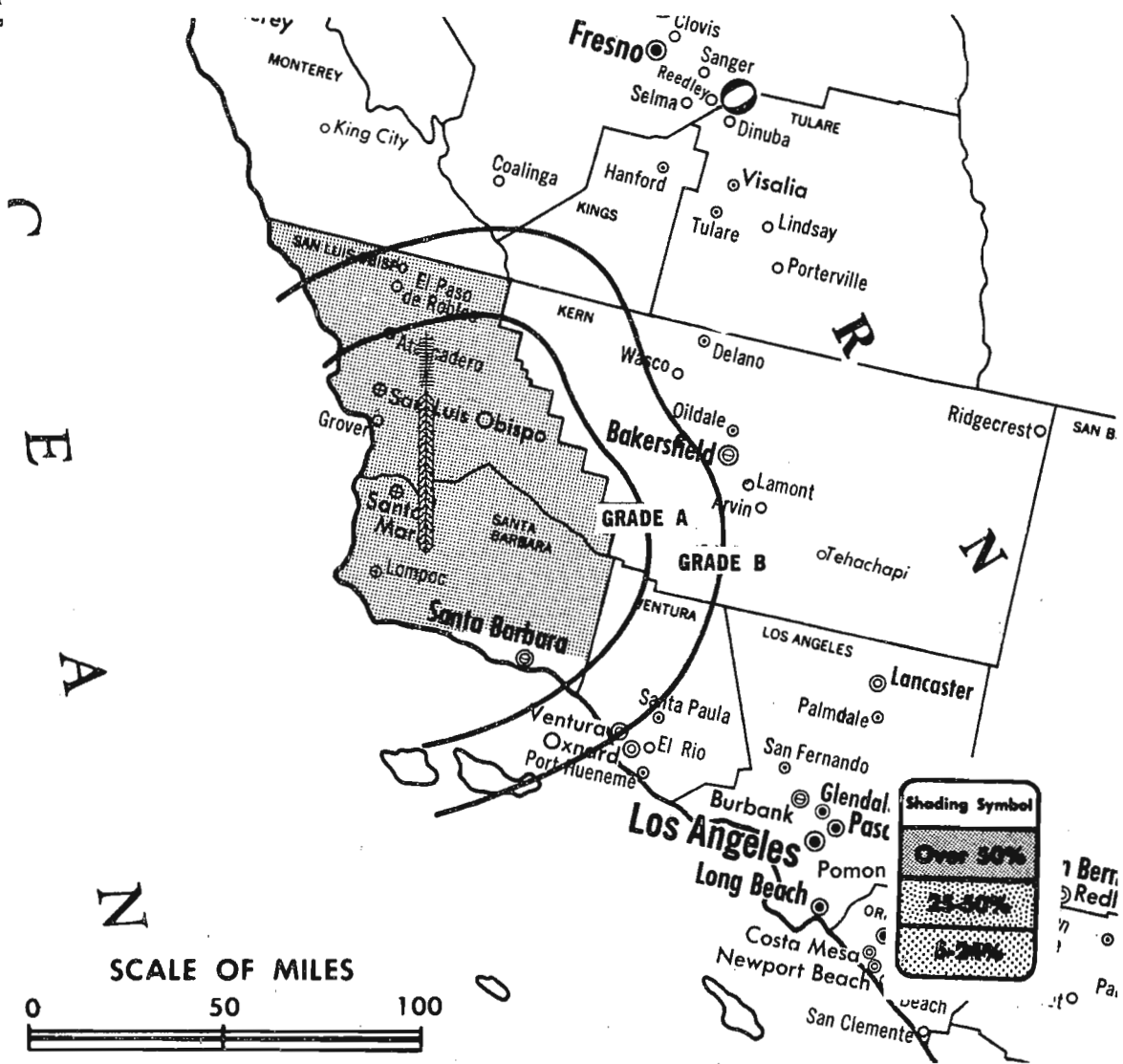
Requests change to 138.5-kw visual, 27.7-kw aural, 3113-ft. above av. terrain, 226-ft. above ground, 4232-ft. above sea level, lat. 34° 31' 31", long. 119° 57' 30"; transmitter to Broadcast Peak, 10-mi. NW of Goleta, Cal. BPCT—3580.

Transmitter: Tepusquet Peak.

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCOY-TV Ref: FCC File No. BPCT-2903 Granted 9/11/63

© American Map Co., N.Y., No. 14244

## KCOY-TV

Network Service: NBC, CBS.

Licensee: Central Coast Television, Box 1299 (93454).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Telephone: 805-922-1943.

TWX No.: 805-455-7283.

Ownership: Helen Pedotti, 64.25%; Mili Acquistapace, 19.22%; Marion A. Smith, 10%; Burns Rick, 6.53%.

Began Operation: March 16, 1964.

Represented (sales) by National Television Sales Inc.

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

Represented (engineering) by A. E. Towne Associates Inc.

Personnel:

BOB WILLIAMS, gen. mgr., film buyer, national sales mgr.  
ROD FUNSTON, chief engineer.  
TOM MORRISSEY, local sales manager.  
DERAY MITCHELL, film director.  
JERRY AMERINE, program director.

## DIGEST OF RATE CARD NO. 1 (Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$113.00	\$94.00	\$46.00 \$23.00

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	San Luis Obispo	33,600	30,900	92
	Santa Barbara North	36,500	33,900	93
Station Totals		70,100	64,800	92
Net Weekly Circulation (March 1967)				45,300
Average Daily Circulation (March 1967)				25,700

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KIVA**  
Brawley  
(See Yuma, Ariz.)

**KIVA**  
Calexico  
(See Yuma, Ariz.)

**KRCR-TV**  
Chico  
(See Redding, Cal.)

**KMTW**  
Corona  
(See Los Angeles, Cal.)

**KIVA**  
El Centro  
(See Yuma, Ariz.)

**KLXA-TV**  
Fontana  
(See Los Angeles, Cal.)

**KSJV-TV**  
Fresno  
(See Hanford, Cal.)

**KICU-TV**  
Fresno  
(See Visalia, Cal.)

**KSBW-TV**  
Monterey  
(See Salinas, Cal.)

**KTVU**  
Oakland  
(See San Francisco, Cal.)

**KNTV**  
Salinas-Monterey  
(See San Jose, Cal.)

**KHSL-TV**  
Redding  
(See Chico, Cal.)

**KITR**  
San Bernardino  
(See Los Angeles, Cal.)

**KSBW-TV**  
San Jose  
(See Salinas-Monterey, Cal.)

**KOVR**  
Stockton  
(See Sacramento, Cal.)

**XHBC-TV**  
**El Centro, Cal. (Mexicali, Mexico)**  
Ch. 3

Licensee: Televisora de Mexicali S.A., P.O. Box F, Calexico, Cal.  
Studio & Transmitter: Mexicali, Mexico.  
Telephone: P.O. 2-28-55.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power:  
15-kw visual, 7.5-kw aural. Antenna: 678-ft. above av. terrain,  
600-ft. above ground, 20-ft. above sea level.

Latitude 32° 37' 21"  
Longitude 115° 34' 54"

TV tape: Recording facilities.  
Color: Live, film & slide.

Ownership: Affiliated with Telesistema Mexicano, S.A. (Emilio Azcarraga Sr.-Romulo O'Farrill interests). For other interests of Telesistema Mexicano, see Foreign Station Directory.

Began Operation: Oct. 6, 1957.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

RAUL SANCHEZ de APARICIO, station manager & film buyer.  
HENRY BEZIES, chief engineer.

DIGEST OF RATE CARD NO. 6—(Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.						
\$344.00	\$172.00	\$116.00	\$87.00	\$72.00	\$54.00	\$36.00

## KCRA-TV, Sacramento

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Contra Costa West	77,900	74,700	96
	Inyo	4,100	3,300	81
	Marin	60,900	57,400	94
	Merced	32,600	30,300	93
	Modoc	2,600	2,300	87
	Napa South	18,900	17,700	94
	Santa Clara East	9,600	9,100	95
	Santa Cruz	43,700	40,400	92
	Shasta	25,900	24,400	94
	Sonoma North	41,300	38,100	92
	Sonoma South	19,300	17,700	92
	Tehama	9,500	9,000	95
	<b>NEVADA</b>			
	Churchill	3,300	3,100	94
	Washoe	45,500	42,100	93

## KPIX, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Butte	35,000	32,100	92
	Colusa	4,000	3,700	91
	El Dorado West	12,700	11,800	93
	Monterey East	29,200	27,200	93
	Nevada East	1,100	1,000	89
	Placer East	1,500	1,400	93
	Placer West	24,600	22,900	93
	Shasta	25,900	24,400	94
	Stanislaus	55,600	50,900	91
	<b>NEVADA</b>			
	Churchill	3,300	3,100	94

## KTVU, Oakland-San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Butte	35,000	32,100	92
	Glenn	5,700	5,300	93
	Mariposa	2,400	2,100	86
	Monterey East	29,200	27,200	93
	Placer East	1,500	1,400	93
	Placer West	24,600	22,900	93
	Shasta	25,900	24,400	94
	Sierra	900	800	87
	Sutter	12,800	12,100	95
	Yolo	25,200	23,500	93
	<b>NEVADA</b>			
	Churchill	3,300	3,100	94
	Nye	2,100	1,600	76
Washoe	45,500	42,100	93	

For ARB & Nielsen

County-by-County Household Data

See Services Volume



**You bought**

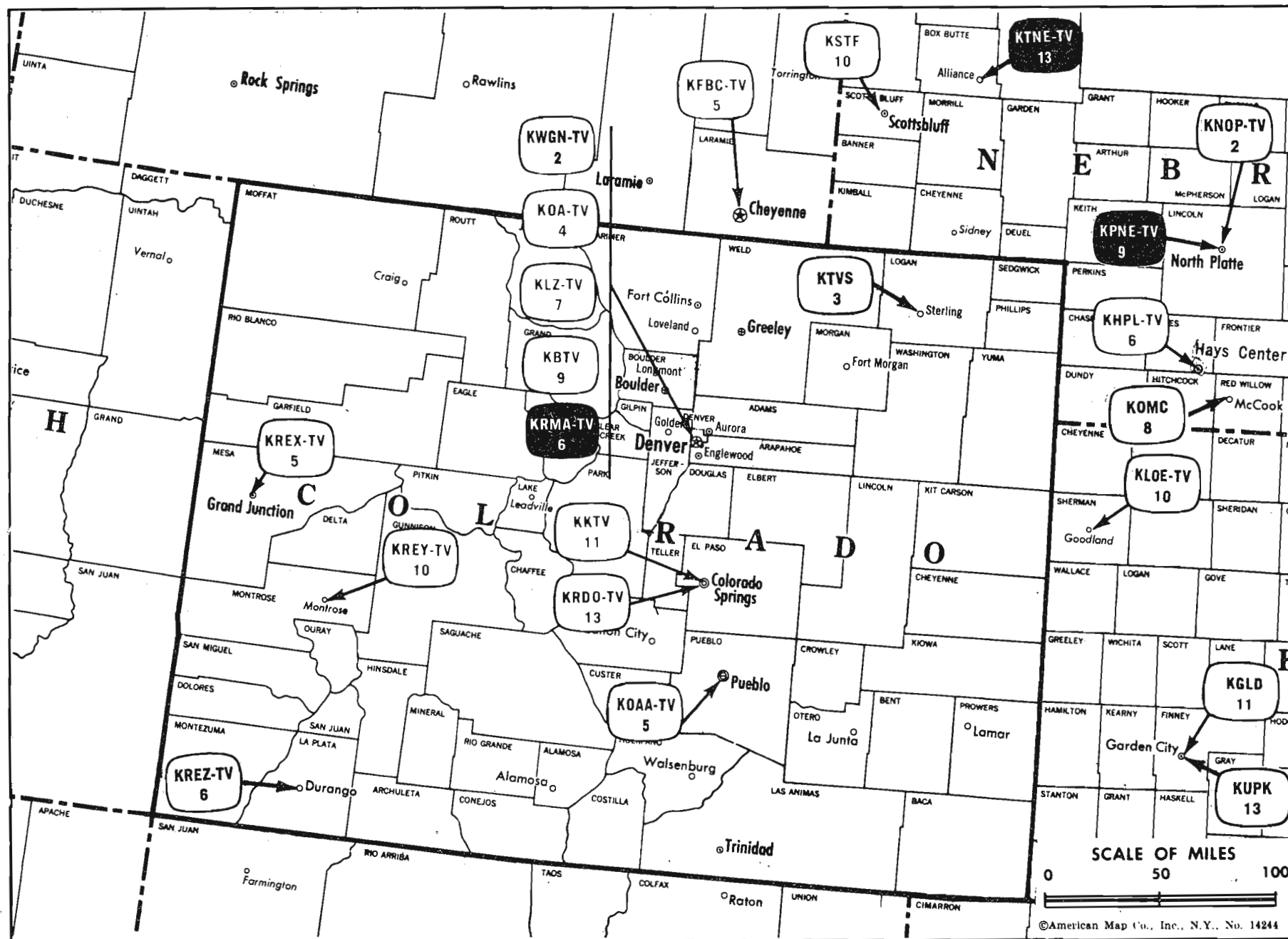
**half the picture—**

**now get the other half!**

**To keep the facilities data  
of this Television Factbook  
current and up-to-date,  
subscribe to our  
Weekly Addenda Service**

See page 605-b for details

# Colorado



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Denver	448,200	39	582,800	63	548,400	63
Colorado Springs-Pueblo	115,600	139	151,300	175	139,300	175
Grand Junction-Montrose	39,300	196	61,900	211	53,900	211

## Colorado Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	1	0	1
			12

State Cross Reference List and Educational Technical Facilities are on page 115-b



# Colorado—Colorado Springs—Pueblo



**KKTU**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 232.6-kw visual, 17-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"  
Longitude 104° 51' 41"  
Requests 229-kw visual, 45.8-kw aural.

Transmitter: Cheyenne Mt.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

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

News Film Service: CBS.

AM Affiliate: KKAM, Pueblo, 5-kw, 1350 kc (ABC).

FM Affiliate: KKFM, Colorado Sprgs., 23-kw, 96.5 mc (No. 243), 2300-ft. antenna height.

Total Households: © SRDS

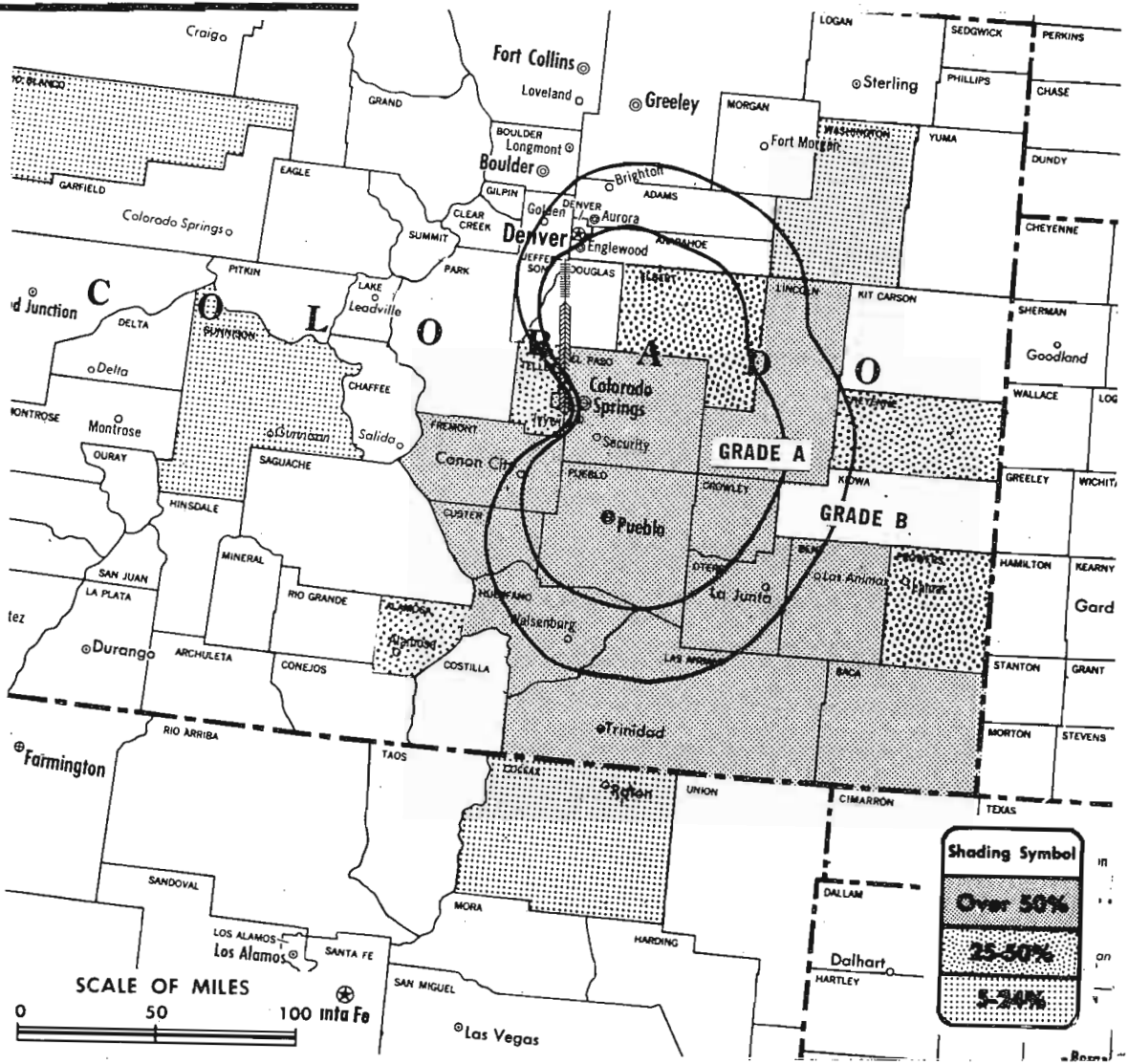
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



## KKTU

Network Service: CBS.

Licensee: Garvey Communications Systems Inc., Box 2110, Colorado Springs, Colo. (80901).

Studio: P.O. Box 2110, 512 S. Tejon, Colorado Springs.

Telephone: 303-634-2844.

Ownership: Willard W. Garvey, pres., 100%. Mr. Garvey owns with members of his family, 4.85% of Stauffer Publications (see WIBW-TV, Topeka, Kan.).

Began Operation: Dec. 7, 1952. Sale to present owner by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Television Digest, Vol. 3:31).

Represented (sales) by Avery-Knodel Inc., Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

RUSH K. EVANS, exec. v.p. & general manager.

HAL KENNEDY, program manager & news director.

GEORGE JEFFREY, sales manager.

GEORGE BEATTIE, production & operations director.

H. COZINE STRANG, chief engineer.

### DIGEST OF RATE CARD NO. 13

(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$80.00*	\$60.00*
					\$40.00*	

\*Class A—6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$350.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO</b>				
		Baca	2,000	1,400	71
		Bent	2,300	2,100	90
		Crowley	1,500	1,400	94
		Custer	600	500	83
		El Paso	57,000	54,500	96
		Fremont	7,000	6,300	89
		Huerfano	1,900	1,600	84
		Las Animas	4,800	3,900	82
		Lincoln	1,600	1,400	90
		Otero	7,100	6,500	91
		Pueblo	38,400	36,600	95
<b>Between 25-50%</b>	<b>COLORADO</b>				
		Alamosa	3,100	2,700	86
		Cheyenne	600	500	83
		Elbert	800	700	89
		Prowers	3,700	3,100	82
	Teller	800	700	93	
<b>Between 5-24%</b>	<b>COLORADO</b>				
		Gunnison	1,500	1,200	81
		Rio Blanco	1,800	1,600	89
		Washington	1,700	1,500	87
	<b>NEW MEXICO</b>				
	Colfax	3,800	3,200	84	
<b>Station Totals</b>			142,000	131,400	93
Net Weekly Circulation (March 1967)					115,600
Average Daily Circulation (March 1967)					89,400

For Station-Owned Translators

See Services Volume

# Colorado—Colorado Springs-Pueblo



**KRDO-TV**



Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 225-kw visual, 11.2-kw aural. Antenna: 2080-ft. above av. terrain, 150-ft. above ground, 9470-ft. above sea level.

Latitude 38° 44' 47"

Longitude 104° 51' 37"

**Transmitter:** Cheyenne Mt.

**AM Affiliate:** KRDO, 1-kw (.25-kw night), 1240 kc, ABC.

**TV tape:** Recording facilities.

**Color:** Network, film & slide.

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

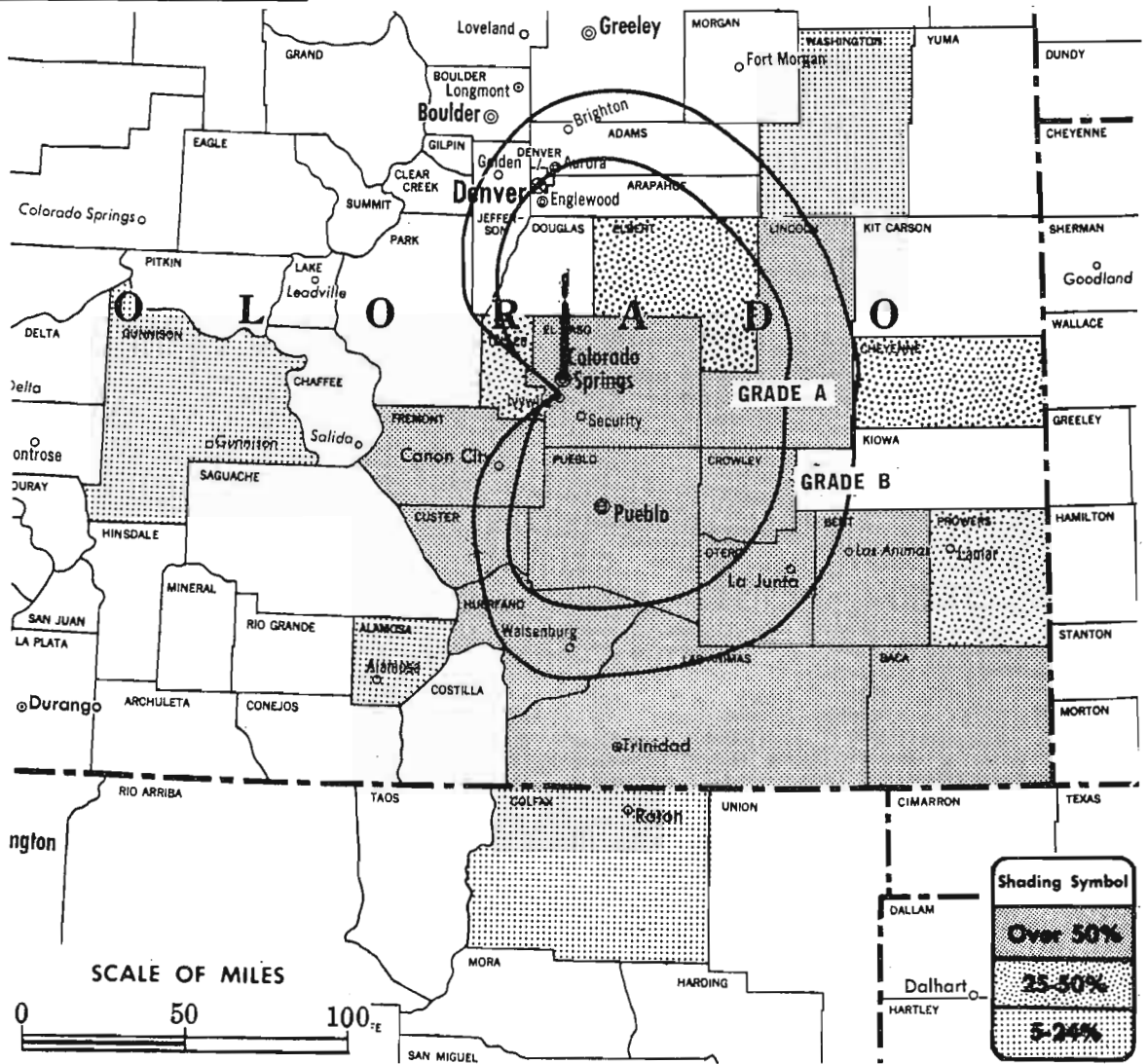
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KRDO-TV Ref: FCC File No. BPCT-2608 Granted 5/6/59

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

## KRDO-TV

**Licensee:** Pikes Peak Broadcasting Co., 399 S. 8th St., P.O. Box 1457, Colorado Springs, Colo. (80901).

**Studio:** 399 S. 8th St. (80905). Telephone: 303-632-1515.

**Ownership:** Harry W. Hoth Jr., 75.65%; estate of Wm. J. Gregory, 21.09%. For changes from original stockholders, see Sales & Transfers.

**Began Operation:** Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

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

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

**Personnel:**

HARRY W. HOTH JR., president.  
 JAY GARDNER, general manager.  
 DICK BROWN, business manager.  
 CHARLES UPTON, chief engineer.  
 VINCE HOSTETLER, station manager.

### DIGEST OF RATE CARD NO. 12—(Sept. 1, 1965)

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

Class A—6-10:00 p.m., daily.

\$300.00 \$180.00 \$120.00 \$100.00 \$100.00\* \$90.00\* \$50.00\*

\*Class AAA—6:30-10:00 p.m.

**NETWORK BASE HOURLY RATE:** \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO</b>			
	Baca	2,000	1,400	71
	Bent	2,300	2,100	90
	Crowley	1,500	1,400	94
	Custer	600	500	83
	El Paso	57,000	54,500	96
	Fremont	7,000	6,300	89
	Huerfano	1,900	1,600	84
	Las Animas	4,800	3,900	82
	Lincoln	1,600	1,400	90
	Otero	7,100	6,500	91
Pueblo	38,400	36,600	95	
<b>Between 25-50%</b>	<b>COLORADO</b>			
	Cheyenne	600	500	83
	Elbert	800	700	89
	Prowers	3,700	3,100	82
Teller	800	700	93	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	3,100	2,700	86
	Gunnison	1,500	1,200	81
	Washington	1,700	1,500	87
<b>NEW MEXICO</b>				
Colfax	3,800	3,200	84	
<b>Station Totals</b>		<b>140,200</b>	<b>129,800</b>	<b>93</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>112,700</b>
<b>Average Daily Circulation (March 1967)</b>				<b>80,200</b>

# Colorado—Denver



**KBTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: AP.

AM Affiliate: KBTR, 5-kw, 710-kc (ABC).

Total Households: © SRDS

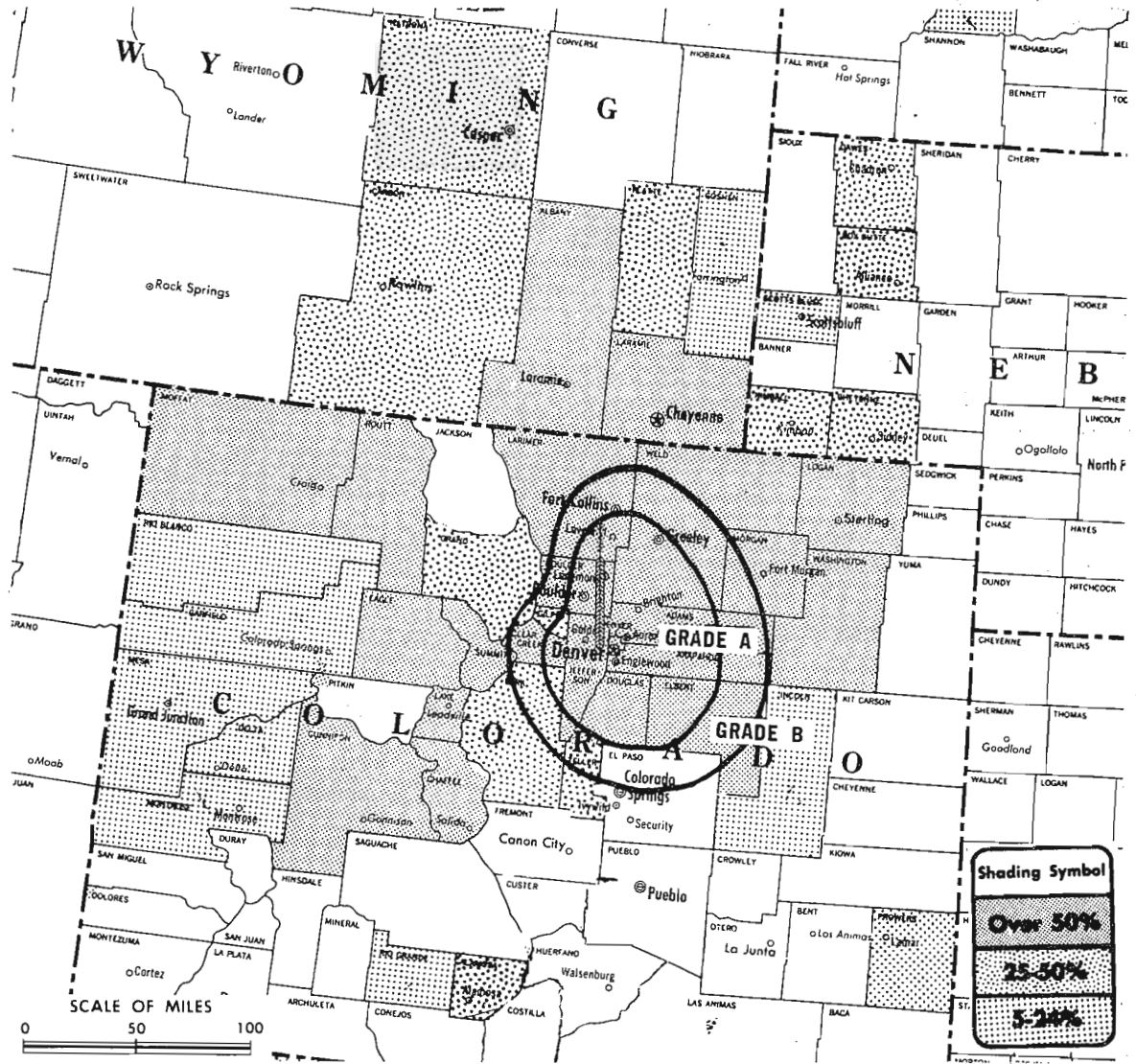
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KBTV Ref: FCC File No. BMPCT—1285 Granted 8/14/53

©American Map Co., Inc., N.Y., No. 14241

## KBTV

Licensee: Mullins Broadcasting Co., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-266-3601. TWX No.: 303-292-3638.

Ownership: John C. Mullins, 100%. Mullins Bcstg. also owns KARK-TV, KARK & FM, Little Rock, Ark., Mullins Outdoor Advertising Co., Denver, and Mullins Neon Co.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33; BALCT-165).

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

- JOHN C. MULLINS, president & owner.
- ALVIN G. FLANAGAN, exec. v.p. & general manager.
- JAMES MOORE, secretary-treasurer.
- LEE HARRIS, program director.
- JOHN VRBA, general sales manager.
- MARY BARR, sales development director.
- BILL DAY, promotion manager.
- TONY CANINO, production manager.

### DIGEST OF RATE CARD NO. 16 (Sept. 15, 1967)

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

Class AA—6:30-9:30 p.m., daily.

\$1050.00 \$600.00 \$400.00 \$350.00 \$350.00\* \$350.00\* \$175.00\*

\*Class A—6:29-9:59 p.m., Mon.-Fri.; 6:29-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$1050.

For Other Sales & Transfers,  
see Services Volume

Net Weekly Circulation	State	Total Households	TV Homes	%
Over 50%	<b>COLORADO</b>			
	Adams	42,800	41,800	98
	Arapahoe	42,100	40,700	97
	Boulder	32,600	30,200	93
	Chaffee	2,800	2,400	87
	Clear Creek	1,200	1,100	91
	Denver	188,200	176,900	94
	Douglas	1,900	1,900	98
	Eagle	1,400	1,100	84
	Elbert	800	700	89
	Gunnison	1,500	1,200	81
	Jefferson	58,100	56,600	97
	Lake	2,300	2,000	87
	Larimer	19,700	18,400	94
	Logan	7,000	6,300	90
	Moffat	2,500	2,000	81
	Morgan	7,100	6,800	95
	Routt	1,300	1,000	79
	Summit	800	700	88
	Washington	1,700	1,500	87
	Weld	23,600	22,300	95
Between 25-50%	<b>WYOMING</b>			
	Albany	7,100	6,200	87
	Laramie	22,400	21,200	95
	<b>COLORADO</b>			
	Alamosa	3,100	2,700	86
Gilpin	300	200	92	
Grand	900	800	82	
Park	400	400	88	
Teller	800	700	93	
	<b>NEBRASKA</b>			
	Box Butte	3,500	3,300	92
	Cheyenne	5,000	4,600	91
	Dawes	2,900	2,500	87
Kimball	3,000	2,900	97	

(Continued on page 115-b)

Station Totals	593,200	556,400	94
Net Weekly Circulation (March 1967)			439,700
Average Daily Circulation (March 1967)			271,000

# Colorado—Denver



**KLZ-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KLZ, 5-kw, 560 kc (CBS).

Represented (engineering) by Jansky & Bailey.

Total Households: © SRDS

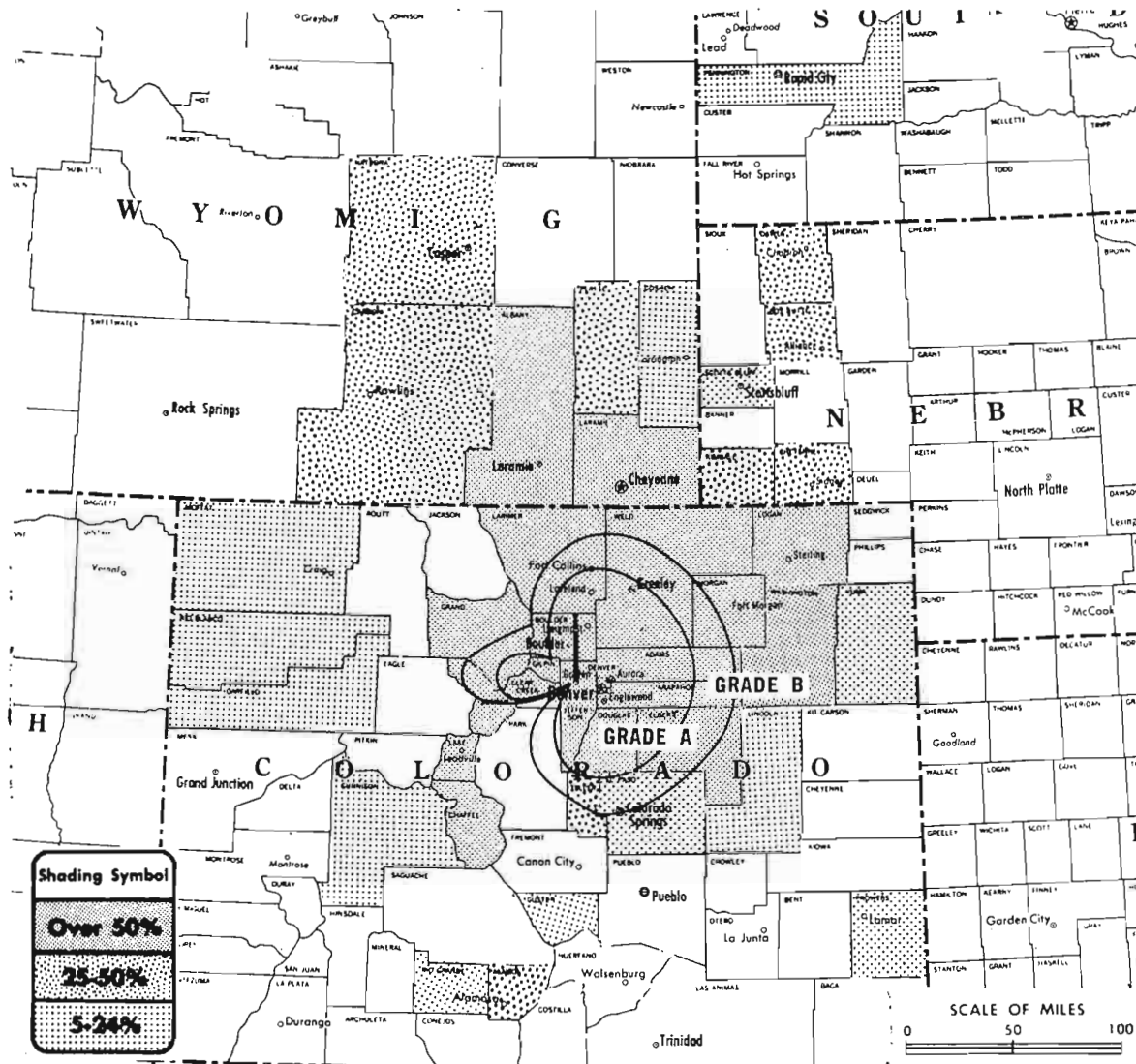
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KLZ-TV Ref: FCC File No. BMPCT-1362 Granted 9/15/53

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

## KLZ-TV

Licensee: Time-Life Broadcast Inc., 131 Speer Blvd., Denver, Colo. (80204).

Studio: 131 Speer Blvd.

Telephone: 303-623-4271. TWX No.: 303-292-0268.

Ownership: TLF Broadcasters Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HUGH B. TERRY, president & general manager.  
PAUL BLUE, asst. to president.  
JACK TIPTON, manager & director of sales.  
BOB HART, local sales manager.  
JACK SHAFER, program manager.  
JOHN CONNORS, promotion & publicity director.  
RUTH WILLHIDE, traffic manager.  
STARR YELLAND, sports & special projects director.  
EUGENE JENKINS, chief engineer.

### DIGEST OF RATE CARD NO. A17a

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$1000.00	\$550.00		\$390.00*	\$280.00*

\*Class AAA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

For Color Set Penetration by Markets  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO</b>			
	Adams	42,800	41,800	98
	Arapahoe	42,100	40,700	97
	Boulder	32,600	30,200	93
	Chaffee	2,800	2,400	87
	Clear Creek	1,200	1,100	91
	Denver	188,200	176,900	94
	Douglas	1,900	1,900	98
	Elbert	800	700	89
	Gilpin	300	200	92
	Grand	900	800	82
	Jefferson	58,100	56,600	97
	Lake	2,300	2,000	87
	Larimer	19,700	18,400	94
	Logan	7,000	6,300	90
	Morgan	7,100	6,800	95
	Summit	800	700	88
	Washington	1,700	1,500	87
	Weld	23,600	22,300	95
	<b>WYOMING</b>	Albany	7,100	6,200
Laramie		22,400	21,200	95
<b>COLORADO</b>	Alamosa	3,100	2,700	86
	Teller	800	700	93
	<b>NEBRASKA</b>			
<b>Between 25-50%</b>	Box Butte	3,500	3,300	92
	Cheyenne	5,000	4,600	91
	Dawes	2,900	2,500	87
	Kimball	3,000	2,900	97
<b>WYOMING</b>	Carbon	4,800	4,200	86
	Natrona	18,800	17,600	94
	Platte	1,900	1,600	85
(Continued on page 115-b)				
Station Totals		562,700	528,900	94
Net Weekly Circulation (March 1967)				435,800
Average Daily Circulation (March 1967)				325,200





## The KLZ-TV news team...Denver's favorite

Of course you recognize many of these TV performers. They're part of the KLZ-TV news team—the largest, most professionally competent group of TV and radio news men in the area. Others are behind the scenes members of this team. As part of Time Inc.—one of the world's largest news gathering forces—KLZ-TV comes by news leadership naturally. But keeps it by maintaining the highest standards of broadcast journalism—liberally sprinkled with TV showmanship and know-how. There are many reasons why KLZ-TV news has been first year after year after year. 40 of them are shown here.

*every night...*  
*5:30 and 10*



Represented nationally  
by the Katz Agency

# Colorado—Denver



**KOA-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

Transmitter: Lookout Mt.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: KOA, 50-kw, 850 kc (NBC). FM Affiliate: KOA-FM, 57-kw, 103.5 mc, 1060-ft.

Represented (engineering) by Kear & Kennedy.

Represented (legal) by McKenna & Wilkinson.

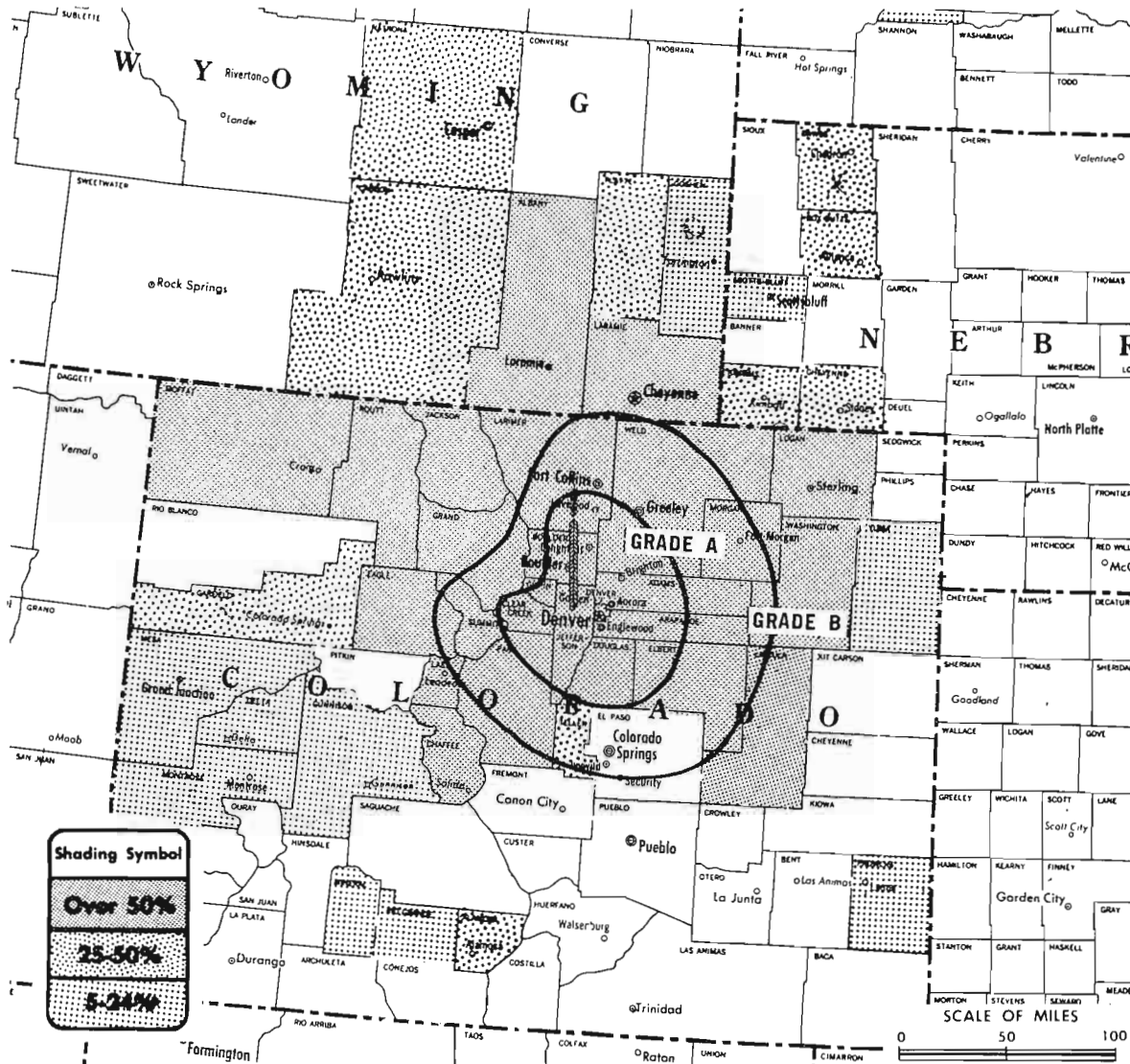
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KOA-TV Ref: FCC File No. BMPCT-3330 Granted 9/1/55

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

## KOA-TV

Licensee: Metropolitan Television Co., 1044 Lincoln St., Denver, Colo. (80217).

Studio: 1044 Lincoln St.

Telephone: 303-244-4141. TWX No.: 303-292-3784.

Ownership: William Grant, pres. & gen. mgr., 4.17%; Thomas P. Campbell, v.p., 8.83%; Royce Nation, asst. secy.-treas.; Richard M. Davis, secy.-treas.; 2.11%; Arnold B. Gurtler, 6.76%; Quigg Newton Jr., 7.13%; Edwin Grant, 4.15%; Walter Simon, 3.39%; Mrs. Laurene W. Berger, 3.38%; Hendrie & Co., 35.17%; Champa & Co., 3.73%; Wazee & Co., 4.49% and others, none with as much as 3%. Metropolitan Television Co. also owns & operates KOAA-TV, Pueblo. Note: Sale to General Electric Bcstg. pends.

Began Operation: Dec. 24, 1953. Present ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

Represented (sales) by Blair TV.

Personnel:

WILLIAM GRANT, pres. & general manager.  
ROYCE NATION, assistant to general manager.  
DICK HARRIS, station manager & director of sales.  
QUINTIN McCREDIE, promotion manager.  
SI PALMER, program director & film buyer.  
GENE LINDER, program coordinator & operations mgr.  
SID DAVIDSON, director of engineering.  
SAM HOUSTON, film director.  
JOHN HENRY, sports director.  
THOMPSON R. WATT, news director.  
CHUCK MULLER, farm director.

### DIGEST OF RATE CARD NO. 16—(June 1, 1966)

30 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.			
\$525.00	\$330.00*	\$330.00*	\$165.00*

\*Class AA—6:30-10 p.m., daily.

Note: Also sold as Colorado Combination with KOAA-TV, Pueblo.

NETWORK BASE HOURLY RATE: \$1025.

114-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### COLORADO

Adams	42,800	41,800	98
Arapahoe	42,100	40,700	97
Boulder	32,600	30,200	93
Chaffee	2,800	2,400	87
Clear Creek	1,200	1,100	91
Denver	188,200	176,900	94
Douglas	1,900	1,900	98
Eagle	1,400	1,100	84
Elbert	800	700	89
Gilpin	300	200	92
Grand	900	800	82
Jackson	300	300	90
Jefferson	58,100	56,600	97
Lake	2,300	2,000	87
Larimer	19,700	18,400	94
Lincoln	1,600	1,400	90
Logan	7,000	6,300	90
Moffat	2,500	2,000	81
Morgan	7,100	6,800	95
Park	400	400	88
Routt	1,300	1,000	79
Summit	800	700	88
Washington	1,700	1,500	87
Weld	23,600	22,300	95

Over 50%

### WYOMING

Albany	7,100	6,200	87
Laramie	22,400	21,200	95

### COLORADO

Alamosa	3,100	2,700	86
Garfield	4,200	3,600	86
Teller	800	700	93

Between 25-50%

### NEBRASKA

Box Butte	3,500	3,300	92
Cheyenne	5,000	4,600	91
Dawes	2,900	2,500	87
Kimball	3,000	2,900	97

(Continued on page 115-b)

Station Totals	594,500	557,500	94
Net Weekly Circulation (March 1967)			448,200
Average Daily Circulation (March 1967)			313,700

## KOA-TV, Denver

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	WYOMING			
	Carbon	4,800	4,200	86
	Natrona	18,800	17,600	94
	Platte	1,900	1,600	85
<b>Between 5-24%</b>	COLORADO			
	Delta	5,100	4,500	88
	Gunnison	1,500	1,200	81
	Mesa	18,600	17,200	93
	Mineral	200	100	74
	Montrose	6,300	5,600	89
	Prowers	3,700	3,100	82
	Rio Grande	2,600	2,200	84
	Yuma	2,600	2,300	88
	NEBRASKA			
	Scotts Bluff	10,600	9,700	92
SOUTH DAKOTA				
Pennington	20,600	19,500	95	
WYOMING				
Goshen	3,800	3,500	93	

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### KOAA-TV

Colorado Springs  
(See Pueblo, Colo.)

### KKTV

Pueblo

(See Colorado Springs, Colo.)

### KKTV & KRDO-TV

Pueblo

(See Colorado Springs, Colo.)

### State Educational Technical Facilities

(Complete Data in Educational Directory)

### 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).

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-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"

## Colorado

### KBTV, Denver

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	WYOMING			
	Carbon	4,800	4,200	86
	Natrona	18,800	17,600	94
	Platte	1,900	1,600	85
<b>Between 5-24%</b>	COLORADO			
	Delta	5,100	4,500	88
	Garfield	4,200	3,600	86
	Lincoln	1,600	1,400	90
	Mesa	18,600	17,200	93
	Montrose	6,300	5,600	89
	Prowers	3,700	3,100	82
	Rio Blanco	1,800	1,600	89
	Rio Grande	2,600	2,200	84
	NEBRASKA			
	Scotts Bluff	10,600	9,700	92
SOUTH DAKOTA				
Pennington	20,600	19,500	95	
WYOMING				
Goshen	3,800	3,500	93	

### KLZ-TV, Denver

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	COLORADO			
	Garfield	4,200	3,600	86
	Gunnison	1,500	1,200	81
	Lincoln	1,600	1,400	90
	Moffat	2,500	2,000	81
	Prowers	3,700	3,100	82
	Rio Blanco	1,800	1,600	89
	Rio Grande	2,600	2,200	84
	Yuma	2,600	2,300	88
	NEBRASKA			
	Scotts Bluff	10,600	9,700	92
SOUTH DAKOTA				
Pennington	20,600	19,500	95	
WYOMING				
Goshen	3,800	3,500	93	



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# Colorado—Denver

**KWGN-TV**



Ch. 2

Network Service: None, independent.  
 Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level.

Latitude 39° 43' 59"  
 Longitude 105° 14' 11"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

Studio: 550 Lincoln St.

Telephone: 303-222-9525.

TWX No.: 303-292-1649.

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

News Wire Service: AP, UPI.

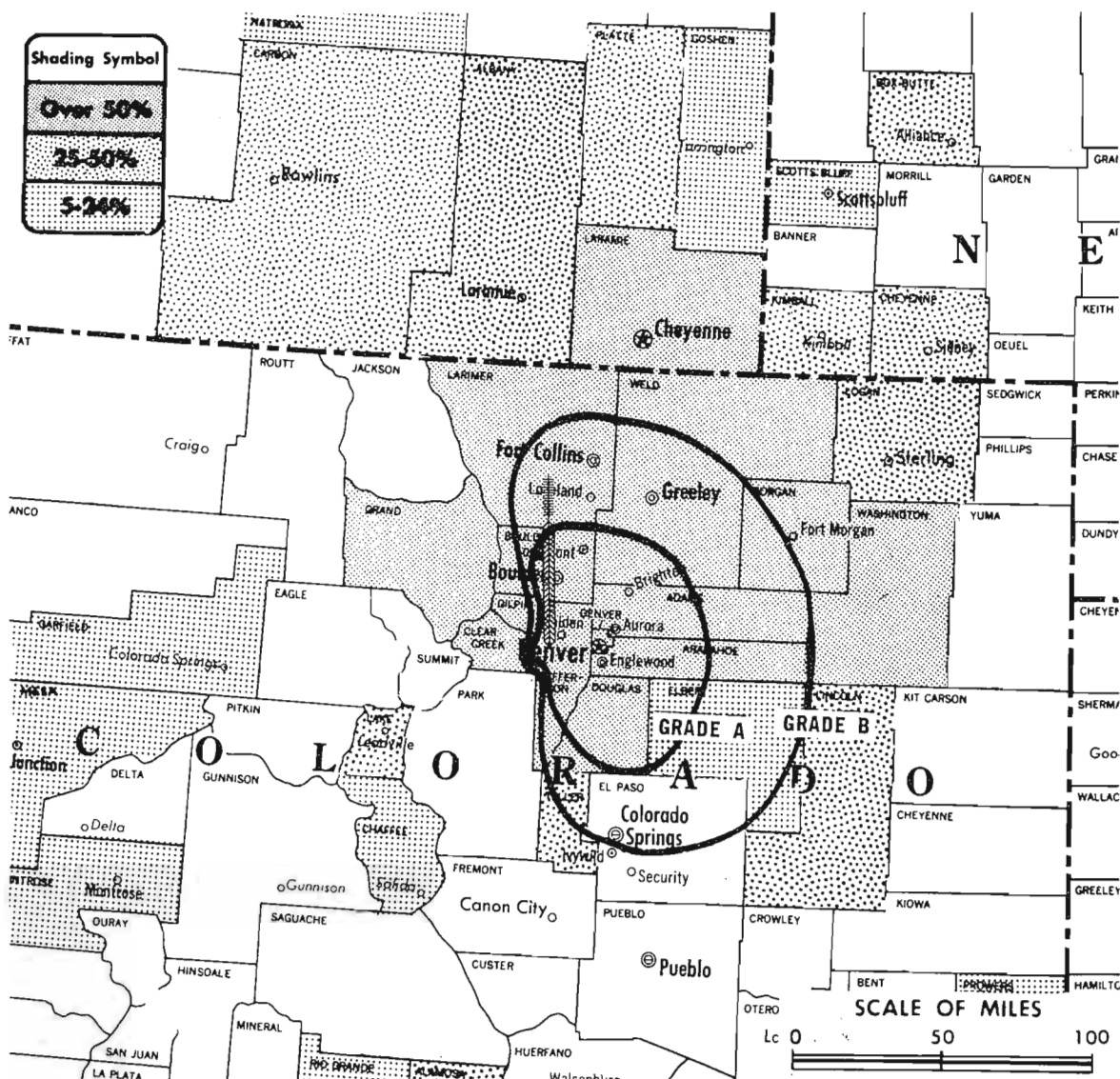
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KWGN-TV Ref: FCC File No. BMPCT-1182 Granted 7/3/53

©American M&D Co., Inc., N.Y., No. 14244

## KWGN-TV

Licensee: WGN of Colorado Inc., 550 Lincoln St., Denver, Colo. (80203).

Ownership: See WGN-TV, Chicago, Ill.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4, 1966 by FCC (Vols. 5:36, 6:10).

Represented (sales) by WGN Continental Sales, Edward Petry & Co.

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

Personnel:

- RICHARD E. JUNGERS, vice president & general manager.
- E. LEROY OLLIGER, program & production manager.
- DON RAYDON, chief engineer.
- DONALD LEE, sales manager.
- JOE COPE, operations manager.

### DIGEST OF RATE CARD NO. 4 (Aug. 21, 1967)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—6-10 p.m., daily.  
 \$1000.00 \$600.00 \$300.00 \$160.00\* \$88.00\* \$80.00\* \$64.00\*

\*Class AA.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>		COLORADO			
		Adams	42,800	41,800	98
		Arapahoe	42,100	40,700	97
		Boulder	32,600	30,200	93
		Clear Creek	1,200	1,100	91
		Denver	188,200	176,900	94
		Douglas	1,900	1,900	98
		Gilpin	300	200	92

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>		COLORADO—(Continued)			
		Grand	900	800	82
		Jefferson	58,100	56,600	97
		Larimer	19,700	18,400	94
		Morgan	7,100	6,800	95
		Washington	1,700	1,500	87
		Weld	23,600	22,300	95
		WYOMING			
		Laramie	22,400	21,200	95
	<b>Between 25-50%</b>		COLORADO		
		Alamosa	3,100	2,700	86
		Lake	2,300	2,000	87
		Lincoln	1,600	1,400	90
		Logan	7,000	6,300	90
		Teller	800	700	93
		NEBRASKA			
		Box Butte	3,500	3,300	92
		Cheyenne	5,000	4,600	91
		Kimball	3,000	2,900	97
<b>Between 5-24%</b>		WYOMING			
		Albany	7,100	6,200	87
		Carbon	4,800	4,200	86
		Platte	1,900	1,600	85
		COLORADO			
		Chaffee	2,800	2,400	87
		Elbert	800	700	89
		Garfield	4,200	3,600	86
		Mesa	18,600	17,200	93
		Montrose	6,300	5,600	89
	Prowers	3,700	3,100	82	
	Rio Grande	2,600	2,200	84	
	NEBRASKA				
	Scotts Bluff	10,600	9,700	92	
	WYOMING				
	Goshen	3,800	3,500	93	
	Natrona	18,800	17,600	94	
	Station Totals	554,900	521,900	94	
	Net Weekly Circulation (March 1967)			362,700	
	Average Daily Circulation (March 1967)			183,100	



# Colorado—Durango



**KREZ-TV**

Ch. 6

[Satellite of KREX-TV, Grand Junction, Colo.]

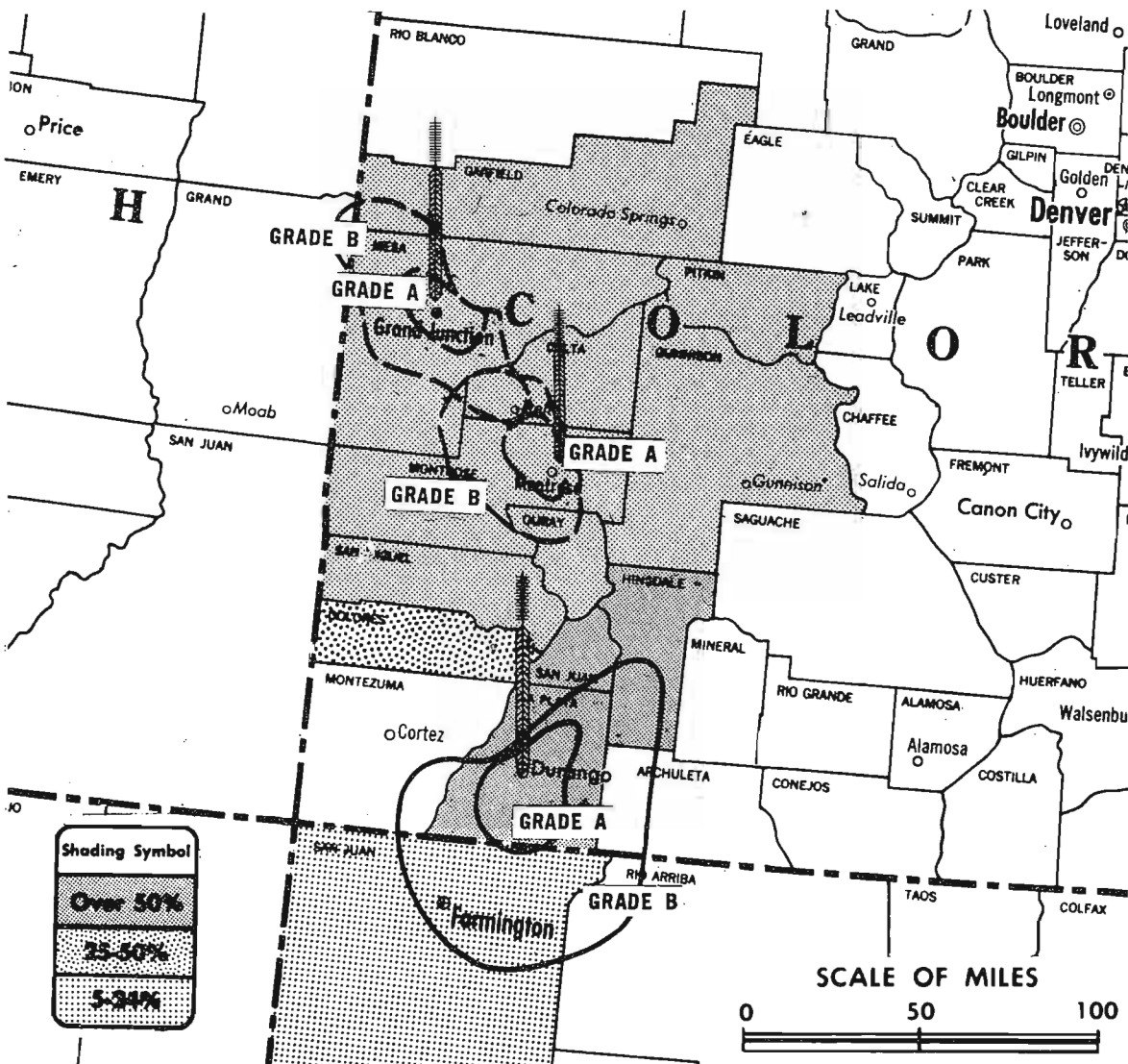
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 3.1-kw visual, .5-kw aural. Antenna: plus 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"

Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

Color: Network only.



County coverage (shaded areas) based on 1967 ARB study.

KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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

## KREZ-TV

Network Service: Same as KREX-TV.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Telephone: 303-247-0820.

Ownership: See KREX-TV, Grand Junction, Colo.

Began Operation: Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter; FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

### Personnel:

- REX G. HOWELL, chairman of the board.
- ROBERT J. McMAHAN, president & general manager.
- CARL Q. ANDERSON, executive vice president, engineering.
- ROY H. ADAMSON, treasurer & asst. secretary.

Rates: KREZ-TV is sold only in combination with KREX-TV, Grand Junction and KREY-TV, Montrose, Colo.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

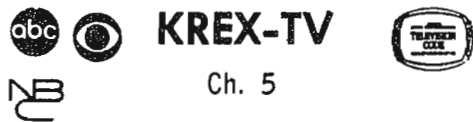
ARB data for this station included with parent KREX-TV, Grand Junction. The above map reflects coverage of both parent & satellites.

## BLACKBURN & COMPANY, INC.

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- Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626
- Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Colorado—Grand Junction



[Also operates satellites KREY-TV, Montrose, Colo. & KREZ-TV, Durango, Colo.]

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

**Transmitter:** Hillcrest Manor.

**Color:** Network & tape.

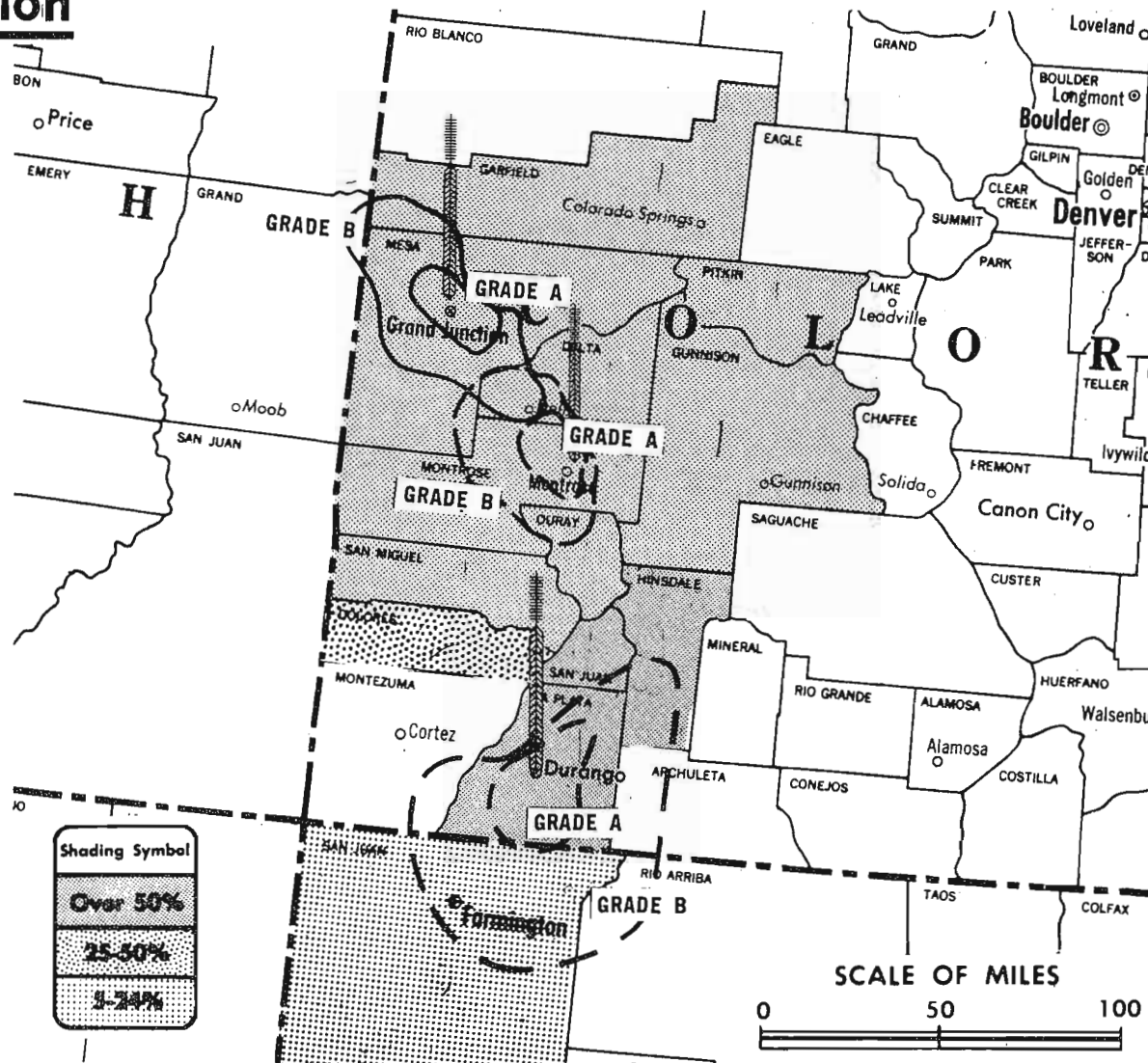
**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KREX, 5-kw (.5-kw night), 920 kc (CBS).

**FM Affiliate:** KREX-FM, 3-kw, 92.3 mc (No. 222), minus 42-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KREX-TV Ref: FCC File No. BMPCT-3797 Granted 4/20/56  
KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60  
KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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## KREX-TV

**Network Service:** ABC, CBS, NBC.

**Licensee:** XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

**Studio:** Hillcrest Manor.

**Telephone:** 303-242-5000. **TWX No.:** 303-242-1209.

**Ownership:** Rex G. Howell, chmn., 9.6%; Robert J. McMahan, pres., 1.5%; Carl Q. Anderson, exec. v.p., 4%; John W. English, v.p., 6.2%; Lawrence H. Kyte, secy.; Roy H. Adamson, treas.-asst. secy., 1.5%; Forestville Realty Corp., 56%; Otilie G. English, 8.3%; approximately 20 others, none with as much as 3%. Forestville Realty ownership: James R. & William J. Williams and Lawrence H. Kyte, 26-2/3% each; J. H. Dornheggen, 20%. XYZ TV also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo. Dornheggen owns WICU, Erie, Pa.

**Began Operation:** May 22, 1954. Sale to present owner by Western Slope Bcstg. approved Sept. 21, 1966 by FCC (Television Digest, Vol. 6:19, 39).

**Represented (sales)** by The Devney Organization Inc.; John L. McGuire & Co.

**Represented (legal)** by Miller & Schroeder.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

REX G. HOWELL, chairman of the board.  
ROBERT J. McMAHAN, president & general manager.  
CARL Q. ANDERSON, executive vice president, engineering.  
JOHN ENGLISH, vice president, legal.  
ROY ADAMSON, treasurer & asst. secretary.

**DIGEST OF RATE CARD NO. 8—(April 15, 1967)**

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., Mon.-Sat.;	5-10 p.m., Sun.					
\$275.00	\$150.00	\$100.00	\$75.00	\$70.00	\$56.00	\$35.00

Note: This is combined rate for KREX-TV, KREY-TV, Montrose and KREZ-TV, Durango.

**NETWORK BASE HOURLY RATE:**\$250 (ABC, CBS & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO</b>			
	Delta	5,100	4,500	88
	Garfield	4,200	3,600	86
	Gunnison	1,500	1,200	81
	Hinsdale	100	100	98
	La Plata	6,700	5,800	87
	Mesa	18,600	17,200	93
	Montrose	6,300	5,600	89
	Ouray	300	200	80
	Pitkin	1,000	700	74
San Juan	300	300	89	
San Miguel	900	700	81	
<b>Between 25-50%</b>	<b>COLORADO</b>			
Delores	600	400	69	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
San Juan	16,700	13,900	83	
<b>Station Totals</b>		<b>62,300</b>	<b>54,200</b>	<b>87</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>39,300</b>
<b>Average Daily Circulation (March 1967)</b>				<b>35,300</b>

ARB Data: Figures include satellites KREY-TV, Montrose, and KREZ-TV, Durango, Colo. Map reflects coverage of parent & both satellites.

# Colorado—Montrose



**KREY-TV**



Ch. 10

[Satellite of KREX-TV,  
Grand Junction]

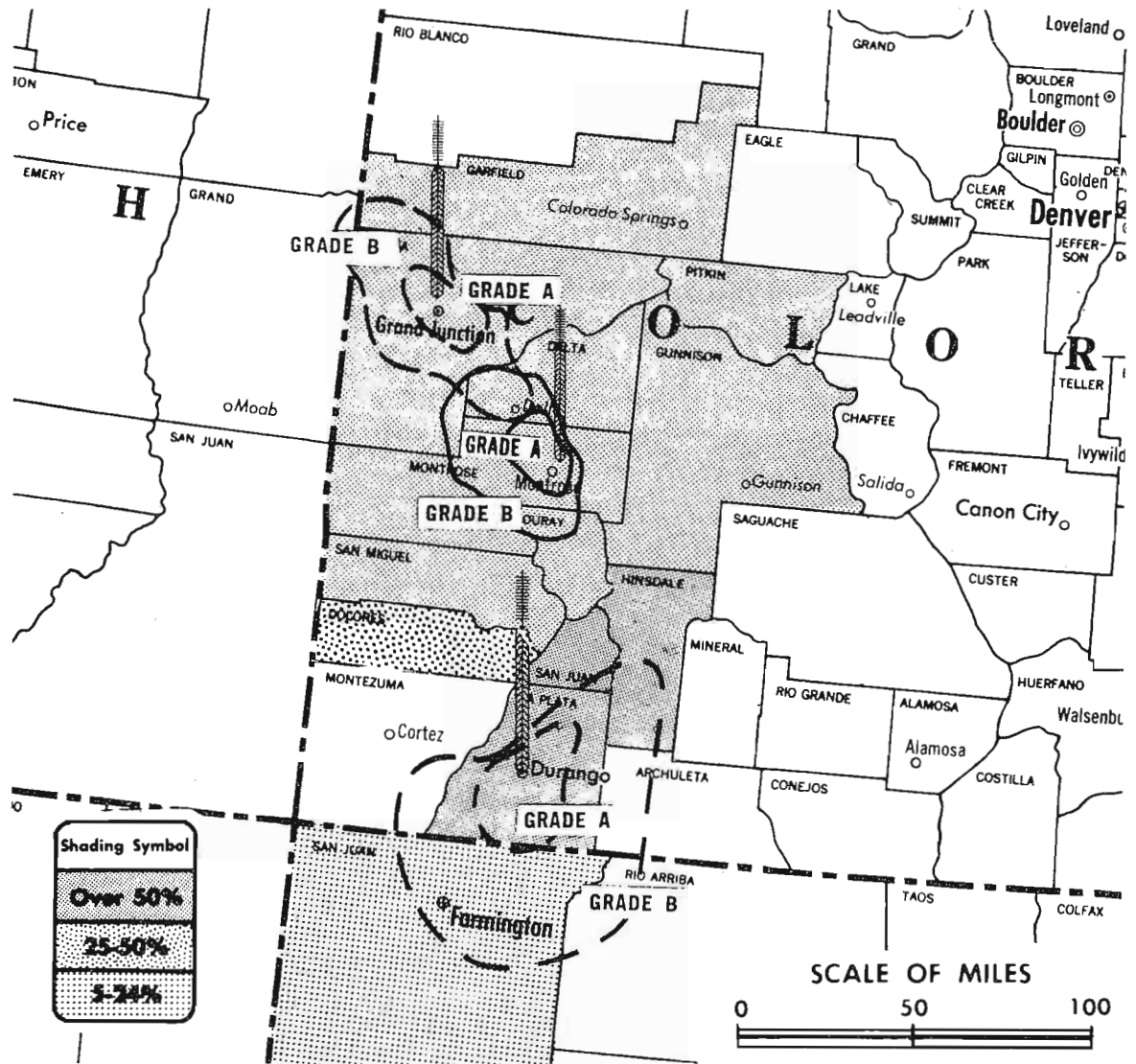
Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
3.09-kw visual, 0.617-kw aural.  
Antenna: 80-ft. above av. terrain,  
112-ft. above ground, 6392-ft.  
above sea level.

Latitude 38° 31' 01.6"  
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

Color: Network only.

News Wire Service: UPI.



County coverage (shaded areas) based on 1967  
ARB study.

KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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## KREY-TV

Network Service: Same as KREX-TV, Grand Junction.

Licensee: XYZ TV Inc., Flat Top Mesa.

Studio: 610 N. 1st St., Montrose, Colo. (81401).

Telephone: 303-249-9601.

Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand  
Junction, Colo.

Began Operation: Aug. 18, 1956.

Represented (sales) by The Devney Organization Inc.; John L.  
McGuire & Co. (Denver).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

REX HOWELL, chairman of the board.  
ROBERT J. McMAHAN, president & general manager.  
CARL Q. ANDERSON, exec. v.p. & station manager.  
ROY H. ADAMSON, treasurer & asst. secretary.  
GORDON CARSON, sales manager.

Rates: Sold in combination with KREX-TV, Grand Junction.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand  
Junction.

ARB Data for this station included with parent  
KREX-TV, Grand Junction. The above map  
reflects coverage of both parent & satellites.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

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Radio Television CATV

Recent Sales

Radio/TV: El Paso, Texas \$2,300,000

TV: Portland, Maine \$4,800,000

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New York, N.Y.

# Colorado—Pueblo



**KOAA-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Studio: Television Center, 2226 Television Lane.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

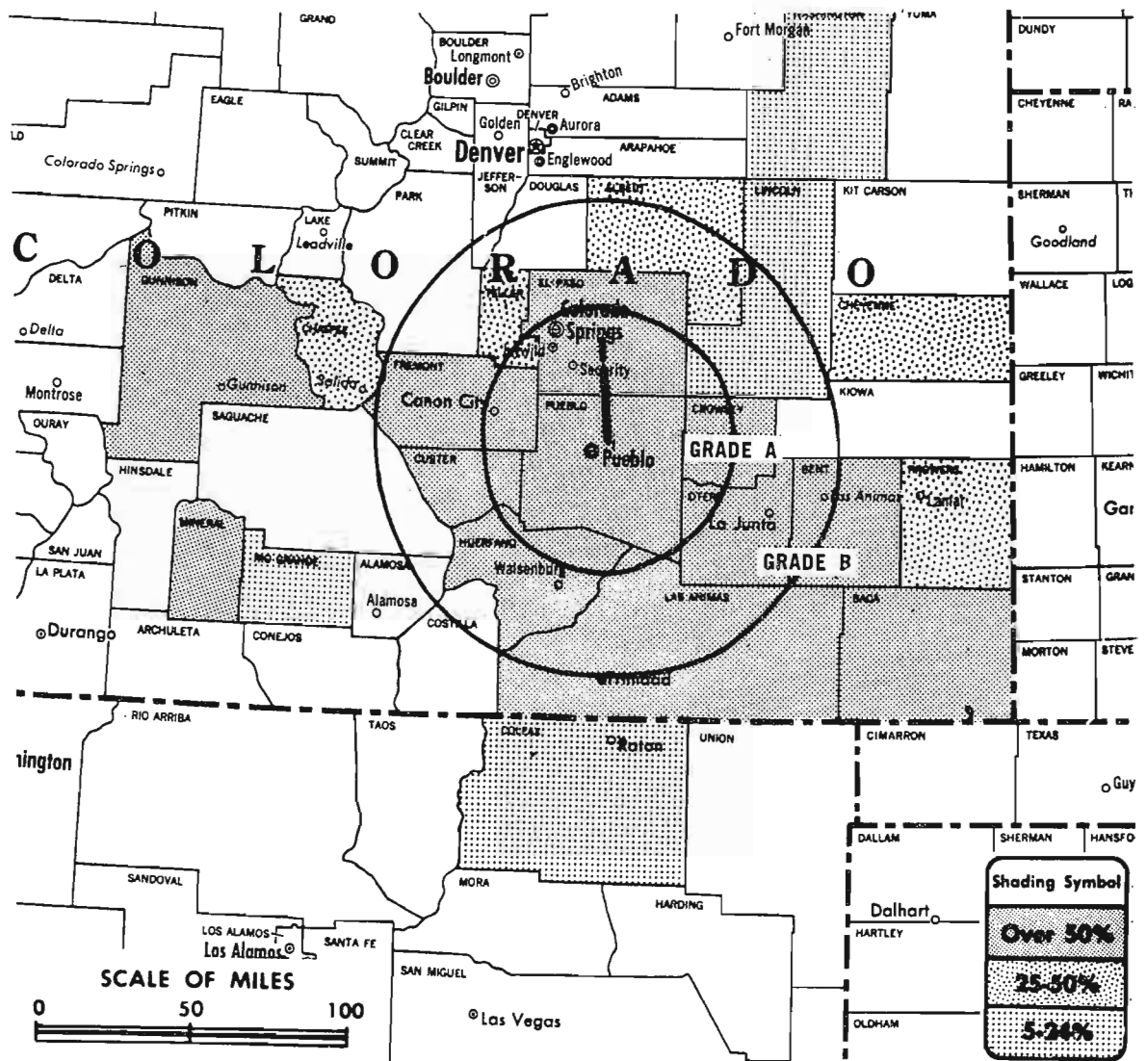
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KOAA-TV Ref: FCC File No. BMPCT-5334 Granted 7/8/59

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## KOAA-TV

Licensee: Metropolitan Television Co., 2226 Television Lane, Pueblo, Colo. (81003).

Telephone: 303-544-5782.

Ownership: Same as KOA-TV, Denver. Note: Sale to Sangre de Cristo Bcstg. Corp. pends.

Began Operation: June 29, 1953, sale to present owner by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 by FCC. (Television Digest, Vols. 17:35, 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to Star Bcstg. Co., approved by FCC, Sept. 29, 1954 (Vol. 10:35, 40).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAMES G. CROLL, station manager.  
EVELYN CALDWELL, promotion director.  
KEN RENFROW, chief engineer.  
JACK SINCLAIR, operations manager.  
GERRY OLDFIELD, traffic manager.  
JACK CRAVENS, film director.

### DIGEST OF RATE CARD NO. 7—(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$300.00	\$150.00	\$130.00	\$70.00*	\$70.00*
Class AA—7-9:30 p.m., Mon.-Fri.; 6-9 p.m., Sun.				\$70.00*	\$35.00*

Class AA—7-9:30 p.m., Mon.-Fri.; 6-9 p.m., Sun.

Note: Also sold as Colorado Combination with KOA-TV, Denver.

NETWORK BASE HOURLY RATE \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>COLORADO</b>			
	Baca	2,000	1,400	71
	Bent	2,300	2,100	90
	Crowley	1,500	1,400	94
	Custer	600	500	83
	El Paso	57,000	54,500	96
	Fremont	7,000	6,300	89
	Gunnison	1,500	1,200	81
	Huerfano	1,900	1,600	84
	Las Animas	4,800	3,900	82
	Mineral	200	100	74
	Otero	7,100	6,500	91
	Pueblo	38,400	36,600	95
Between 25-50%	<b>COLORADO</b>			
	Chaffee	2,800	2,400	87
	Cheyenne	600	500	83
	Elbert	800	700	89
	Prowers	3,700	3,100	82
Teller	800	700	93	
Between 5-24%	<b>COLORADO</b>			
	Lincoln	1,600	1,400	90
	Rio Grande	2,600	2,200	84
	Washington	1,700	1,500	87
	<b>NEW MEXICO</b>			
Colfax	3,800	3,200	84	
Station Totals		142,700	131,800	92
Net Weekly Circulation (March 1967)				107,300
Average Daily Circulation (March 1967)				76,700



# Colorado—Sterling



**KTVS**



Ch. 3

[Satellite of KFBC-TV, Cheyenne, Wyo.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"  
Longitude 103° 01' 50.4"

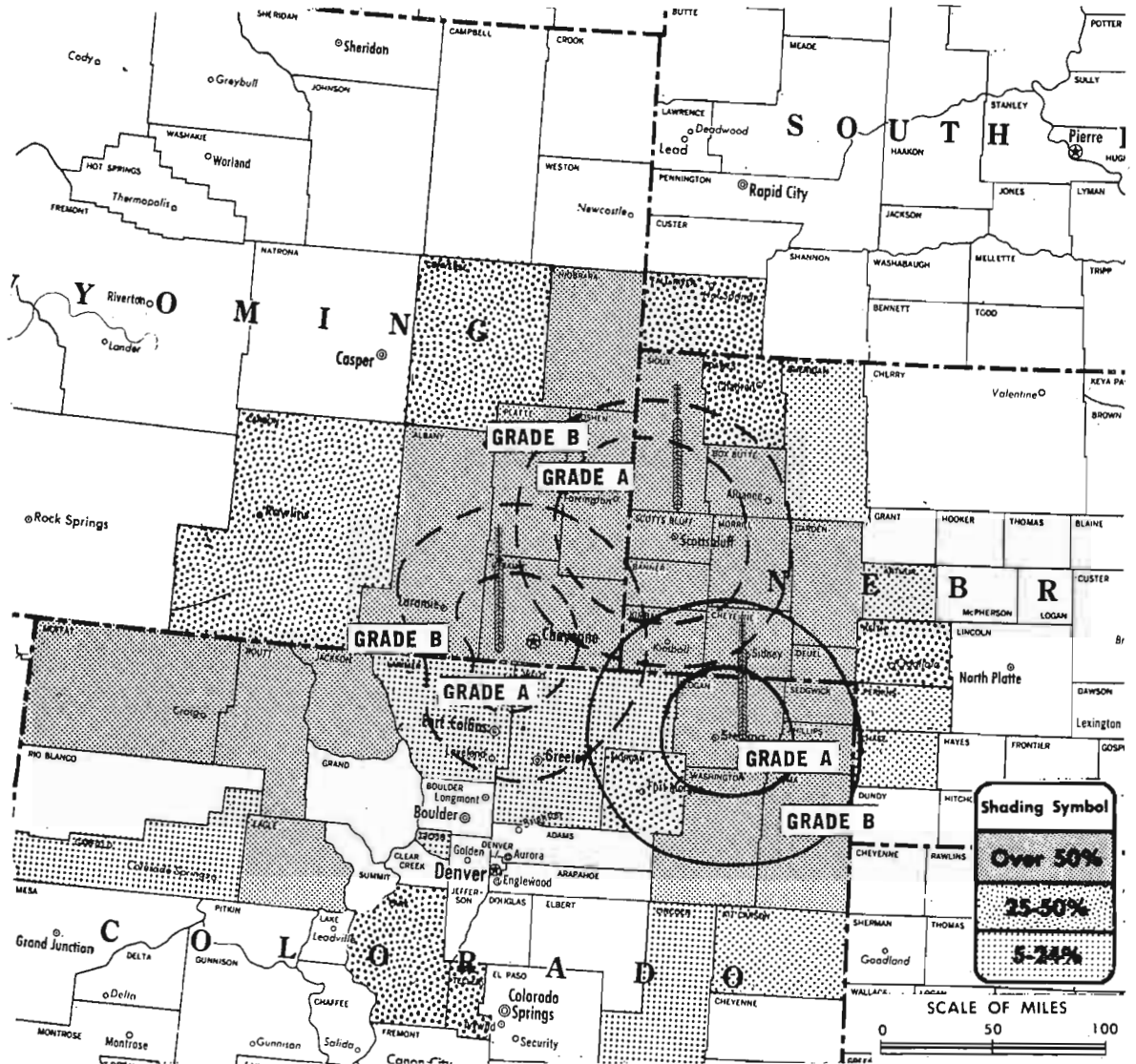
Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



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

KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/63

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## KTVS

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Studio: State Hwy. 61, 9.6-mi. ESE of Sterling.

Ownership: See KFBC-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by The Hollingbery Co.; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Represented (engineering) by Robert C. Pfannenschmid.

Personnel:

CARL OCCHIPINTI, resident manager.  
WILLIAM C. GROVE, executive vice president.  
RAY CULLISON, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on KFBC-TV, KTVS and KFBC-TV's other satellite, KSTF, Scottsbluff, Neb.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne, Wyo.

ARB Data included with Parent KFBC-TV, Cheyenne, Wyo. The above map reflects coverage of both parent & satellite.

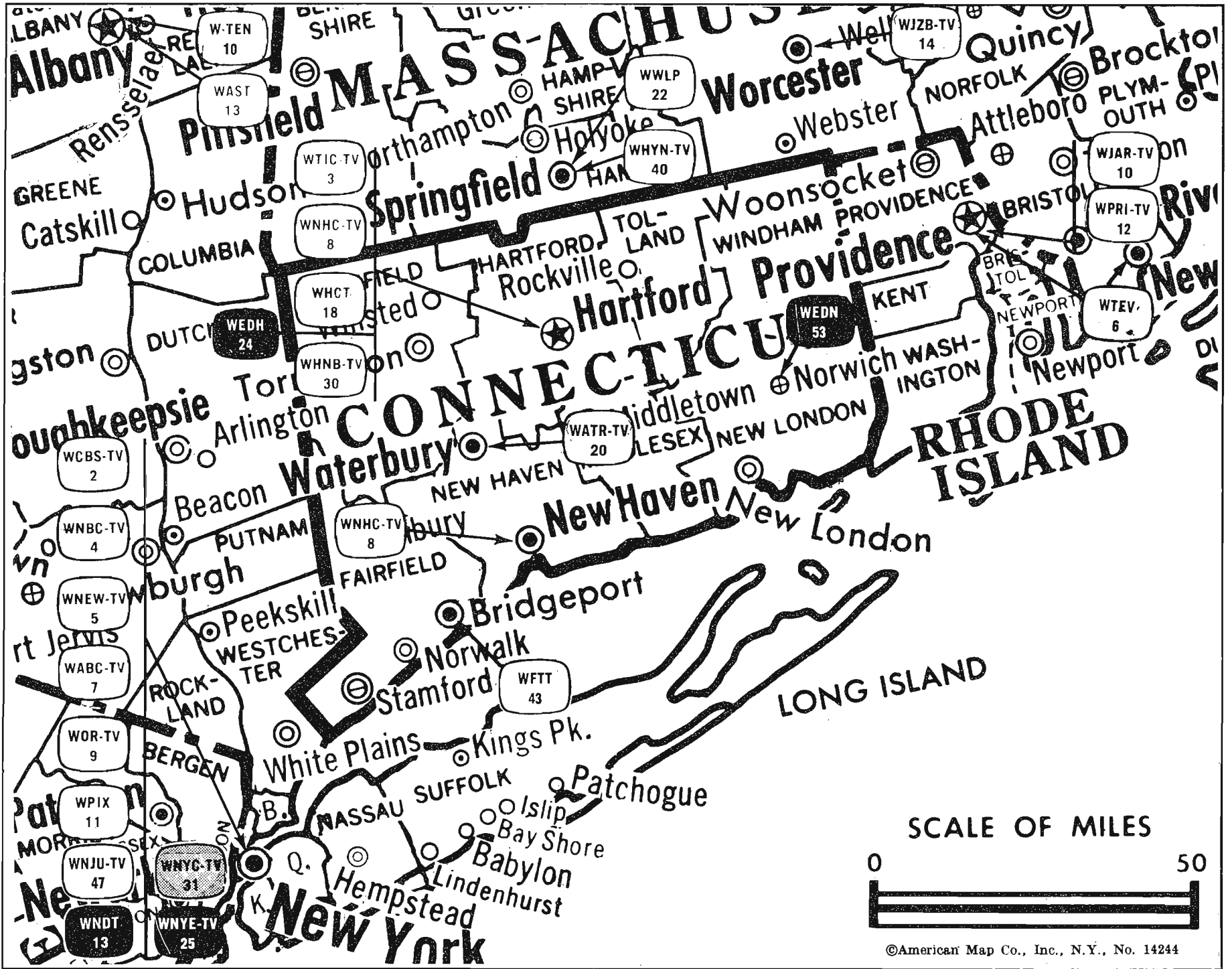


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# Connecticut



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hartford-New Haven	819,100	13	1,842,700	13	1,772,900	13

### Connecticut Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
○ Commercial Television Stations	2	3	5
● Educational Television Stations	0	3	3
			8

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WHNB-TV & WNHC-TV**

**Hartford**

(Also see New Britain & New Haven)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WEDW**  
**Bridgeport**

Ch. 49

Non-Commercial Educational Station

Grantee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, 266 Pearl St., Hartford, Conn. (06103).

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 614-kw max. & 425-kw horizontal visual, 123-kw max. & 85-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude 41° 16' 43"  
Longitude 73° 11' 08"

**WEDH**  
**Hartford**  
Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., Ben A. Hudelson, 266 Pearl St., Hartford, Conn. (06103).

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' 27"  
Longitude 72° 48' 20"

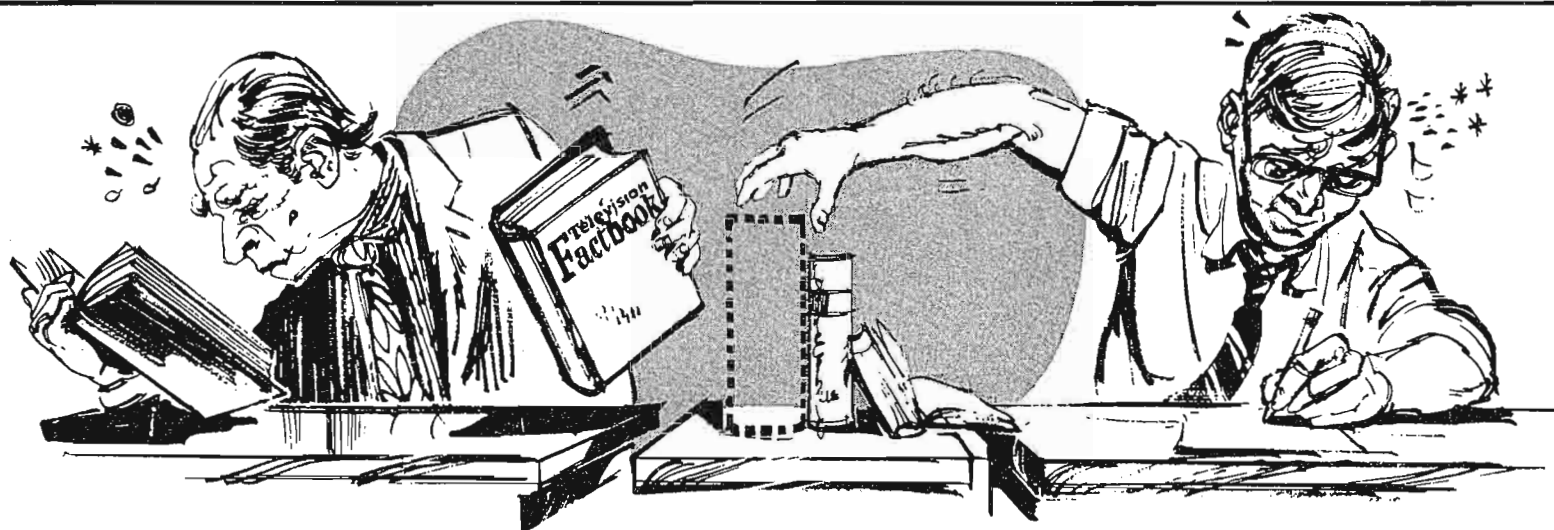
**WEDN**  
**Norwich**  
Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., c/o Ben A. Hudelson Trinity College, Hartford, Conn. (06106).

Technical Facilities: Channel No. 53 (704-710 mc) Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude 41° 31' 11"  
Longitude 72° 10' 04"



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# Connecticut—Bridgeport

**WFTT**

Ch. 43

**(Due to Resume Operation by Spring)**

Technical Facilities: Channel No. 43 (644-650 mc). Authorized power: 309-kw max. and 264-kw horizontal visual, 30.9-kw max. and 26.4-kw horizontal aural. Antenna: 710-ft. above av. terrain, 486-ft. above ground, 1015-ft. above sea level. BMPCT—6468.

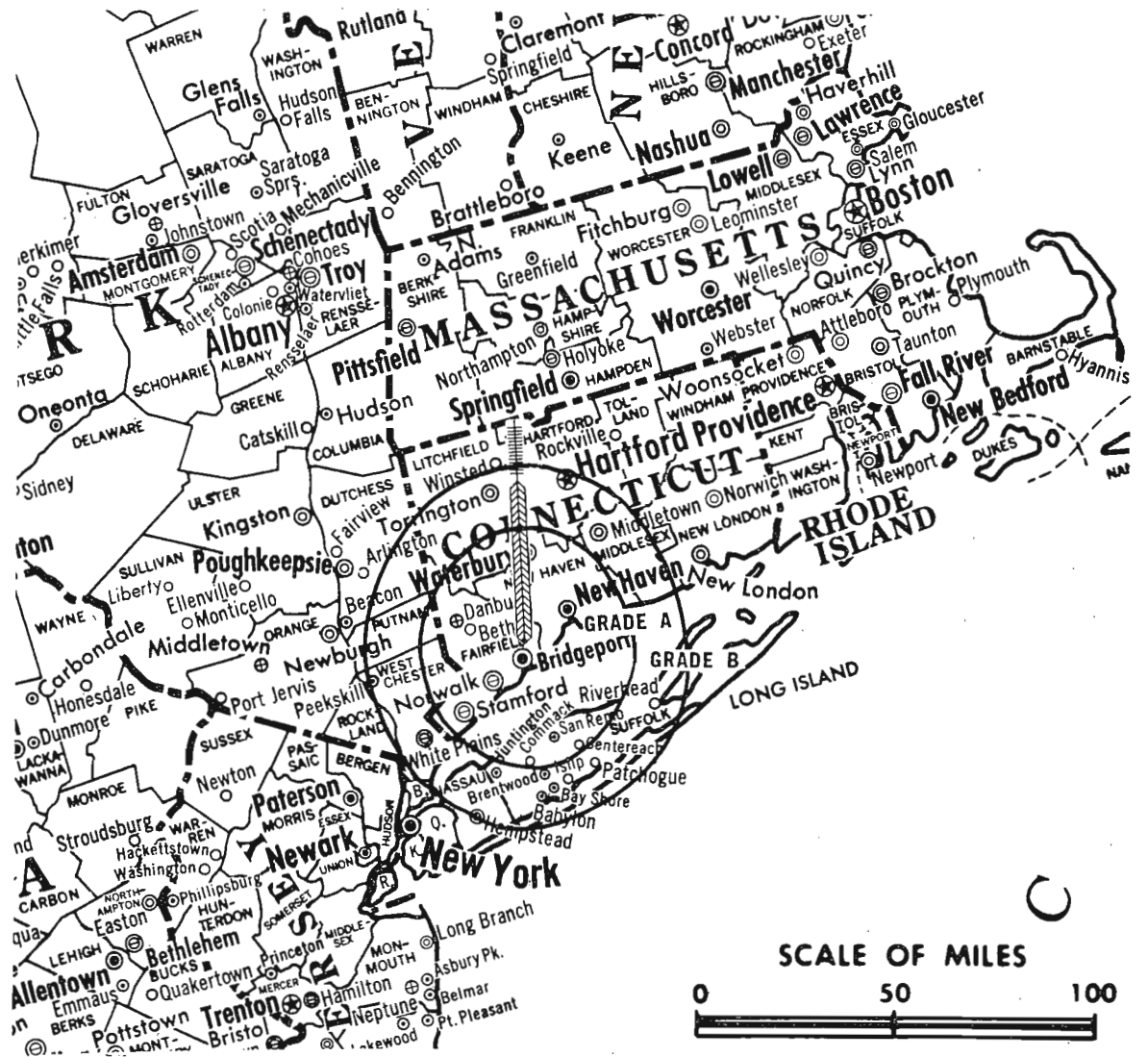
Latitude 41° 16' 46"  
Longitude 73° 11' 09"

Transmitter: Booth Hill Rd., Trumbull, Conn.

Color: Network.

News Wire Service: AP.

FM Affiliate: WJZZ, 25-kw, 99.9 mc (No. 260), 650-ft. antenna height.



WFTT Ref: FCC File No. BMPCT—6468 Granted 6/2/67

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## WFTT

Network Service: None, independent.

Licensee: Newsvision Co., 1016 Broad St., Bridgeport, Conn. (06603).

Studio: 1016 Broad St., Bridgeport, Conn. (06603).

Telephone: 366-4991.

Ownership: Kenneth M. Cooper, gen. partner, 78.8%; limited partners: Edwin B. Laughlin, 9.5%; James K. Patrick Jr. & John H. Staub II, 4.7% each; Arthur R. Bell, 2.3%.

Began Operation: March 29, 1953. Sale to present owners by Philip Merryman-Manning Slater interests approved by FCC Feb. 25, 1959 (Television Digest, Vols. 14:51, 15:0). Station left air Dec. 8, 1960. Due to resume in Spring of 1968.

Represented (legal) by Marcus Cohn.

## Personnel:

KENNETH COOPER, president & general manager.  
ROBERT PIEGER, chief engineer.

## DIGEST OF RATE CARD NO. 1 (Nov. 1, 1966)

Hour	15 Min.	5 Min.	Min.	ID
Class A—6-11:30 p.m., daily.				
\$500.00	\$160.00	\$100.00	\$80.00	\$40.00

ARB Data not available since the station was not in operation when the survey was made.



# Connecticut—Hartford

## WHCT Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw maximum and 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"  
Longitude 72° 48' 08"

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

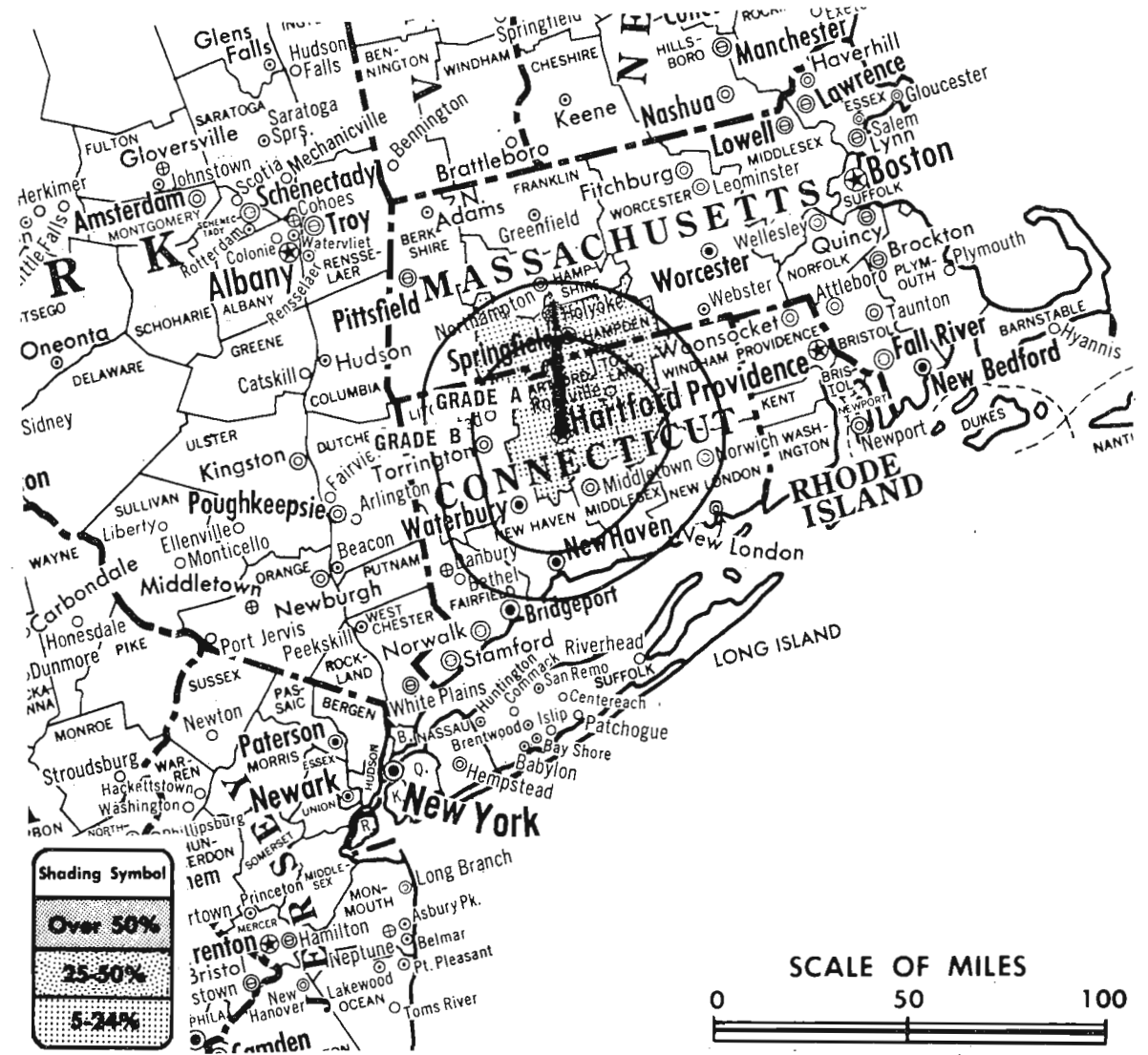
Color: Film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Studio: 555 Asylum St., Hartford.

Telephone: 203-525-2611.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WHCT Ref: FCC File No. BMPCT-1890 Granted 5/5/54

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## WHCT

Network Service: None, independent.

Licensee: Hartford Phonevision Co., 555 Asylum St., (06105).

Ownership: Hartford Phonevision is wholly-owned subsidiary of RKO General Inc.; for other interests, see WOR-TV, New York. Also see RKO General Phonevision Co. under Subscription Television.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vols. 11:28, 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23).

Represented (sales) by RKO General Inc.

Personnel:

KEIGLER E. FLAKE, general manager.  
PHILIP ZOPPI, commercial sales manager.  
LILLIAN HACKMAN, comptroller.  
ANTHONY DAVENPORT, program director.

## DIGEST OF RATE CARD NO. 4

(Aug. 11, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:30-8:30 p.m., Mon.-Fri.; 5-8 p.m., Sat.; 6-8 p.m., Sun.					
\$400.00	\$230.00	\$160.00	\$100.00	\$44.00	\$22.00

\*Note: Station offers no other evening time periods due to operation as a subscription TV station.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CONNECTICUT			
	Hartford	240,500	231,000	96
	Tolland	22,600	21,600	95
	MASSACHUSETTS			
	Hampden	140,100	134,900	96
Station Totals		162,700	156,500	96
Net Weekly Circulation (March 1967)				71,900
Average Daily Circulation (March 1967)				22,400

# Connecticut—Hartford



**WTIC-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

Transmitter: Talcott Mt., Avon, Conn.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

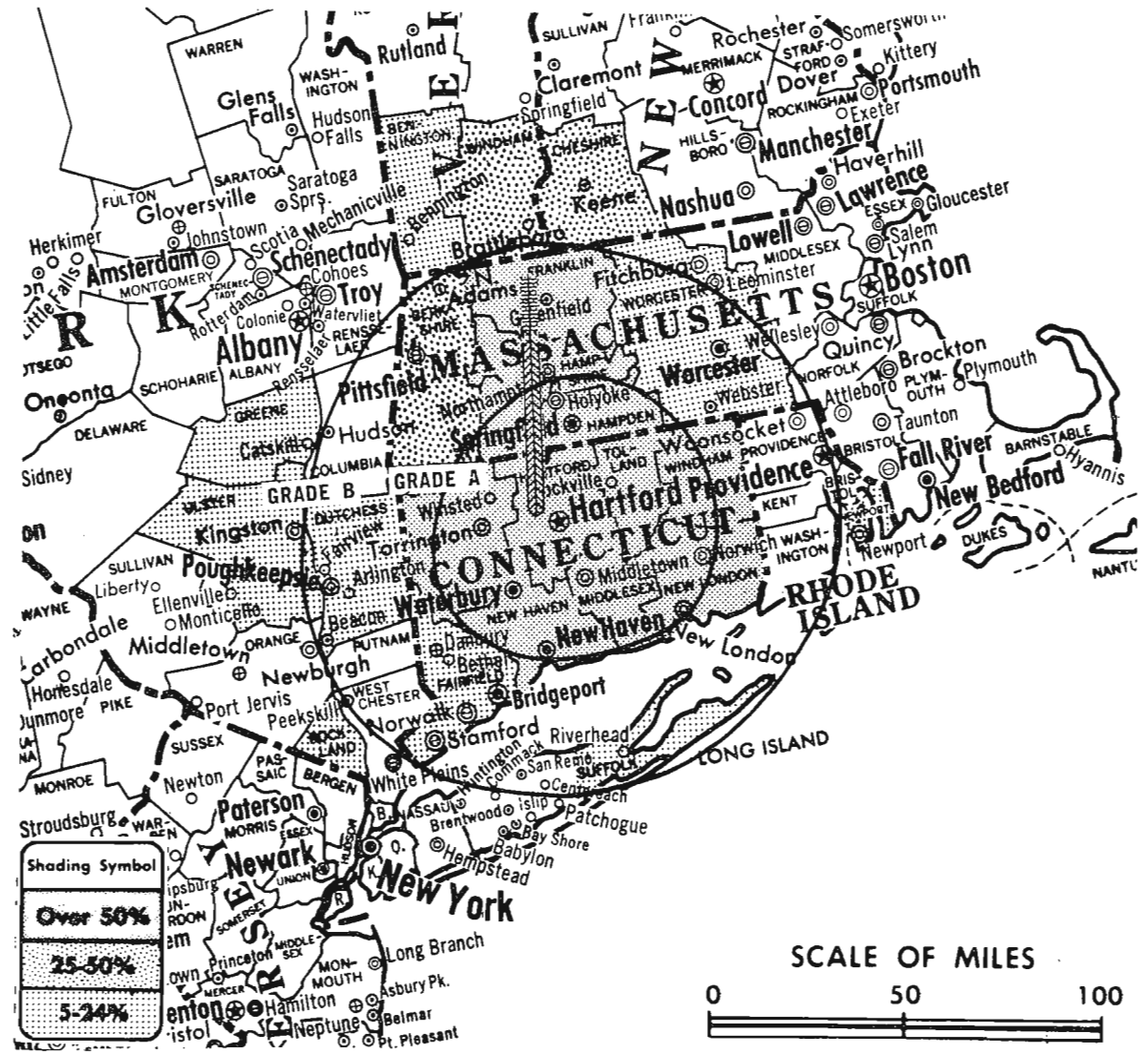
Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: WTIC, 50-kw, 1080 kc (NBC).

FM Affiliate: WTIC-FM, 5.5-kw, 96.5 mc (No. 243), 810-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTIC-TV Ref: FCC File No. BPCT-183 Granted 7/18/56

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## WTIC-TV

Licensee: Broadcast-Plaza Inc., Hartford (06115).  
Studio: Broadcast House, 3 Constitution Plaza.  
Telephone: 203-525-0801. TWX No.: 203-278-0330.  
Ownership: Travelers Insurance Co., 100%.  
Began Operation: Sept. 23, 1957.  
Represented (sales) by Harrington, Righter & Parsons Inc.  
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.  
Represented (engineering) by A. D. Ring & Associates.  
Personnel:

LEONARD J. PATRICELLI, president.  
ROBERT S. TYROL, v.p. & general manager.  
KENDALL SMITH, program manager.  
IRWIN C. COWPER, v.p., sales.  
EUGENE J. MURIATY, promotion manager.  
RICHARD AHLES, information director.  
CHESTER KEFFER, business manager.  
HAROLD A. DORSCHUG, engineering director.  
GEORGE BOWE, special programs director.  
WILLIAM DWYER, assistant program manager.  
E. PAUL ABERT, production manager.  
ERNEST N. OLIVIERI, chief film editor.

### DIGEST OF RATE CARD NO. 12—(June 11, 1967)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11:20 p.m., Mon.-Fri.; 6:30-11:25 p.m., Sat.; 6-11:25 p.m., Sun.	\$2500.00	\$1520.00	\$980.00	\$707.00	Graded rates apply*	

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$2500.

For Index to Contents, See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>CONNECTICUT</b>				
		Hartford	240,500	231,000	96
		Litchfield	41,700	39,900	95
		Middlesex	30,300	29,000	96
		New Haven	228,600	220,800	97
		New London	62,500	59,200	95
		Tolland	22,600	21,600	95
		Windham	23,100	22,000	95
<b>Between 25-50%</b>	<b>MASSACHUSETTS</b>				
		Franklin	17,300	16,000	93
		Hampden	140,100	134,900	96
		Hampshire	29,800	28,200	95
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>				
		Berkshire	44,900	43,000	96
	<b>NEW HAMPSHIRE</b>				
		Cheshire	15,300	14,300	93
<b>VERMONT</b>					
	Windham	9,600	8,500	89	
<b>Station Totals</b>	<b>CONNECTICUT</b>				
		Fairfield	230,100	223,300	97
	<b>MASSACHUSETTS</b>				
		Worcester	178,500	172,300	97
	<b>NEW YORK</b>				
		Dutchess	57,100	54,400	95
		Greene	10,900	10,400	96
		Rockland	53,300	51,400	97
		Suffolk East	68,600	66,900	98
		Ulster	44,000	41,100	93
	<b>RHODE ISLAND</b>				
		Newport	21,400	20,700	97
<b>VERMONT</b>					
	Bennington	8,100	7,600	94	
	Station Totals		1,578,300	1,516,500	96
	Net Weekly Circulation (March 1967)				819,100
	Average Daily Circulation (March 1967)				599,400

# Connecticut—New Britain-Hartford



**WHNB-TV**



Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 1222-kw max. and 790-kw horizontal visual, 122.2-kw max. and 79-kw horizontal aural. Antenna: 930-ft. above av. terrain, 561-ft. above ground, 1288-ft. above sea level.

Latitude 41° 42' 00"  
Longitude 72° 49' 59"

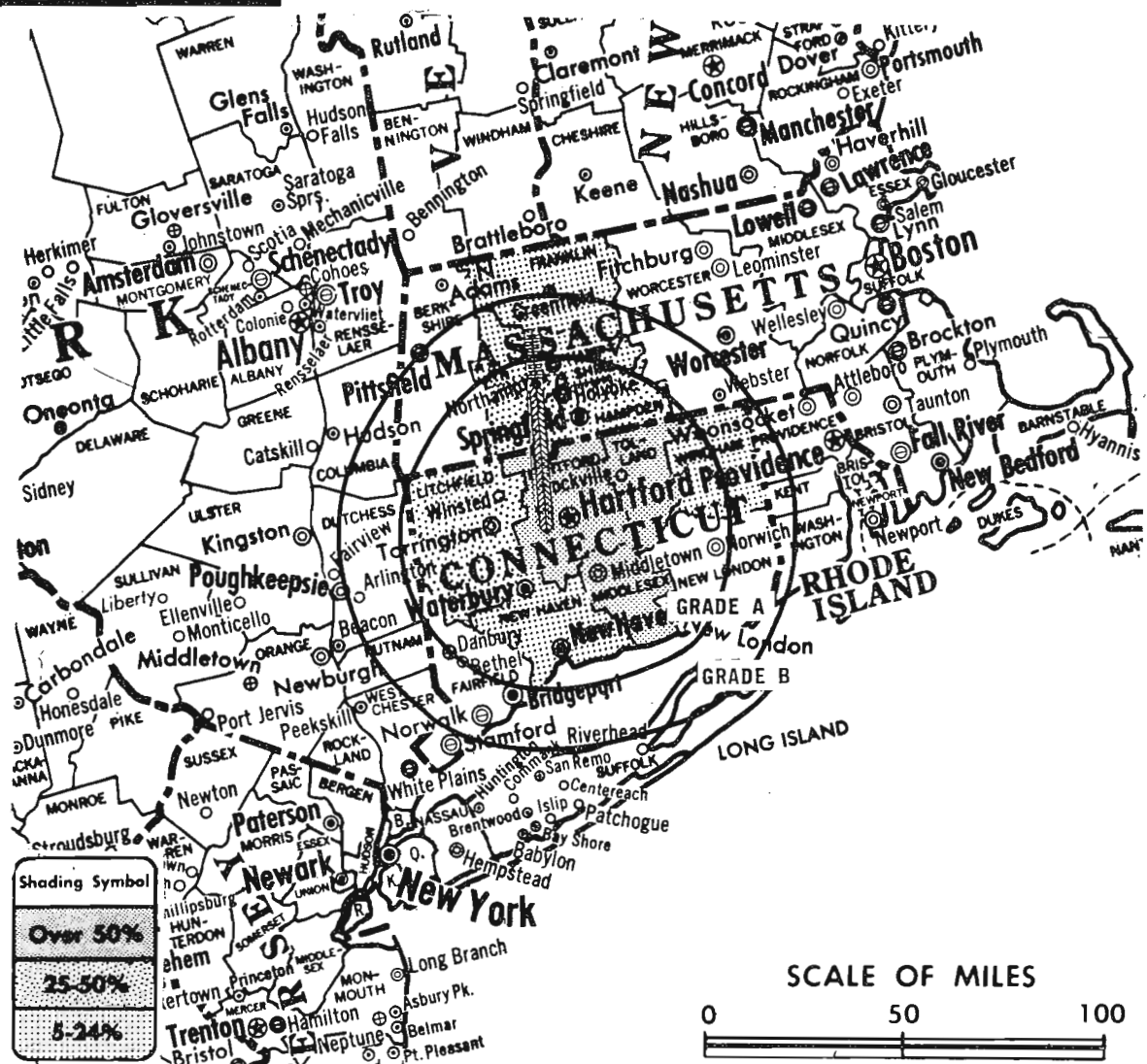
Transmitter: Rattlesnake Mt., U.S. Route 6, Farmington, Conn.

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

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

News Film Service: NBC.

Studio: 1422 New Britain Ave., W. Hartford.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WHNB-TV Ref: FCC File No. BPCT-3817 Granted 9/28/66

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

## WHNB-TV

Licensee: Connecticut TV Inc., 1422 New Britain Ave., W. Hartford, Conn. (06110).

Telephone: 203-521-3030, Hartford; 203-223-3603, New Britain.

Ownership: Plains Television Corp. (operator of WICS, Springfield, WICD, Champaign, Ill.), 100%.

Began Operation: Feb. 11, 1953. Sale to present owner by NBC approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:26, 28, 39). Sale to NBC of TV-radio, operating as WKNB-TV & WKNB, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vols. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by Adam Young-VTM Inc.; Kettell-Carter (New England).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

### Personnel:

HERBERT SCHEFTEL, president.  
ELMER BALABAN, vice president.  
HARRY BALABAN, treasurer.  
ROBERT W. BRAY, v.p. & general manager.  
RAYMOND PETROFSKY, controller & asst. treas.  
JACK FOX, director of sales.  
JOHN PALMER, program manager.  
PHILIP B. HALE, program operations.  
HOWARD WRY, promotion director.  
IRVING WHITE, merchandising coordinator.  
JERRY MORING, news director.

## DIGEST OF RATE CARD NO. 15—(July 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$238.00	\$250.00*	\$125.00*

\*Class AAA—7:29-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Hartford	240,500	231,000	96
	Middlesex	30,300	29,000	96
	Tolland	22,600	21,600	95
Between 25-50%	CONNECTICUT			
	Litchfield	41,700	39,900	95
Between 5-24%	MASSACHUSETTS			
	Hampden	140,100	134,900	96
	CONNECTICUT			
	New Haven	228,600	220,800	97
	Windham	23,100	22,000	95
	MASSACHUSETTS			
	Franklin	17,300	16,000	93
	Hampshire	29,800	28,200	95
Station Totals		774,000	743,400	96
Net Weekly Circulation (March 1967)				346,700
Average Daily Circulation (March 1967)				220,100

# Connecticut—New Haven-Hartford



**WNHC-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 168-kw visual, 33.6-kw aural. Antenna: 1210-ft. above av. terrain, 904-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"  
Longitude 72° 57' 06"

Transmitter: Downes Rd. & Hoadley Rd., Mad Mare Mt., Hamden, Conn.

TV tape: Recording facilities.

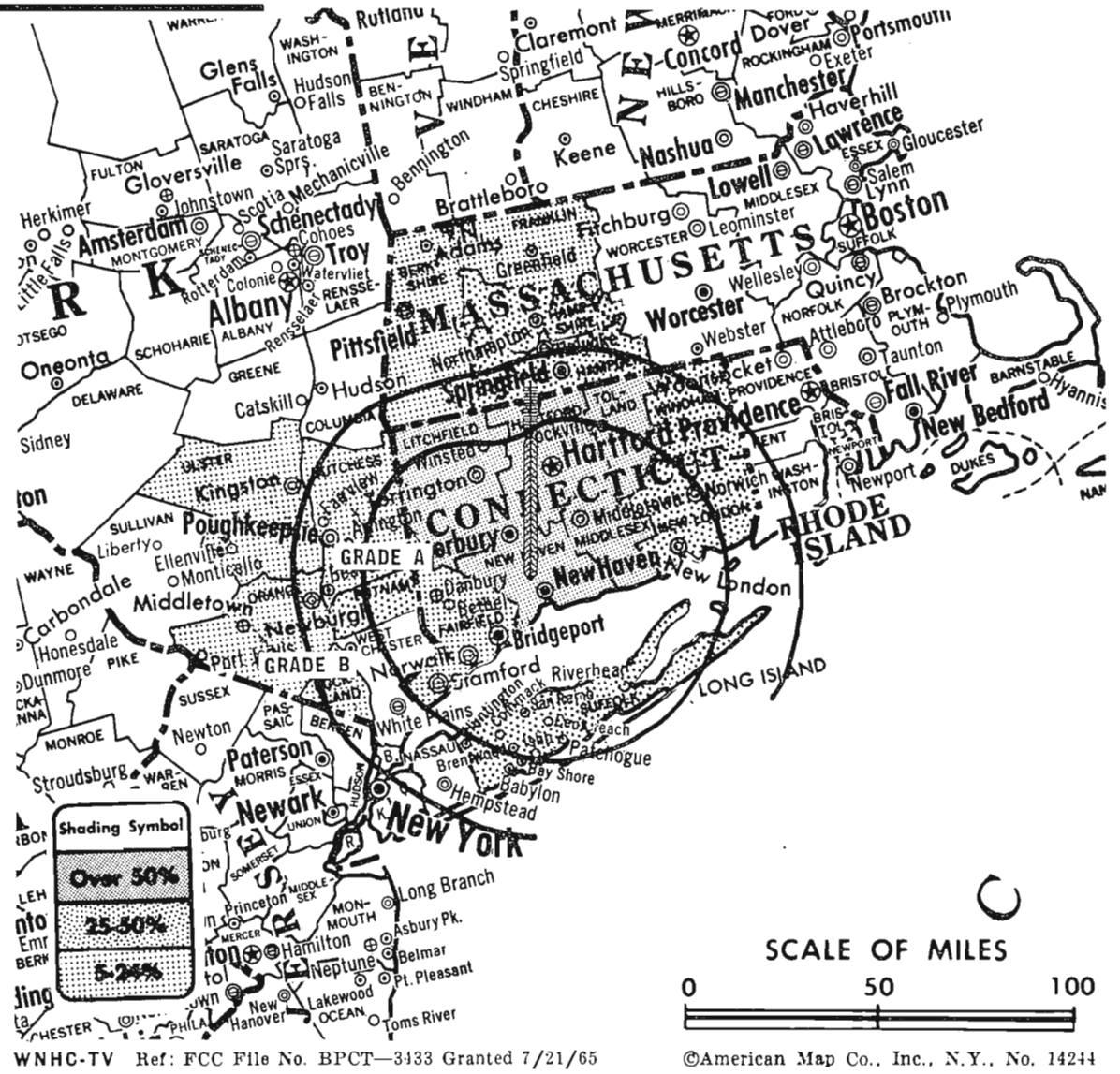
Color: Network, live, film, slide & tape.

AM & FM Affiliates: Listed below.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNHC-TV Ref: FCC File No. BPCT-3433 Granted 7/21/65

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## WNHC-TV

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

General Offices: 135 College St., New Haven, Conn. (06510).

Studio: 135 College St., New Haven.

Telephone: 203-777-3611. TWX No.: 203-772-0459.

AM Affiliate: WNHC, 1-kw, (.25-kw night) 1340 kc (ABC).

FM Affiliate: WNHC-FM, 10-kw, 99.1 mc (No. 256), 950-ft. antenna.

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

Began Operation: June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

- HOWARD W. MASCHMEIER, general manager.
- ROBERT TETER, general sales manager.
- JAMES R. VAN de VELDE, program director.
- WALTER C. LISS, promotion manager.
- CARMINE IANNUCCI, chief engineer.
- WILLIAM ELLISON, director, special events.
- SAM P. MASTRO, business manager.

### DIGEST OF RATE CARD NO. 17—(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.	\$2400.00	\$1440.00			\$600.00	\$300.00
NETWORK BASE HOURLY RATE: \$2250.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CONNECTICUT				
		Hartford	240,500	231,000	96
		Litchfield	41,700	39,900	95
		Middlesex	30,300	29,000	96
		New Haven	228,600	220,800	97
		Tolland	22,600	21,600	95
<b>Between 25-50%</b>	CONNECTICUT				
		New London	62,500	59,200	95
		Windham	23,100	22,000	95
	MASSACHUSETTS				
		Hampden	140,100	134,900	96
	Hampshire	29,800	28,200	95	
<b>Between 5-24%</b>	NEW YORK				
		Putnam	14,100	13,500	96
		Suffolk East	68,600	66,900	98
	CONNECTICUT				
		Fairfield	230,100	223,300	97
MASSACHUSETTS					
	Berkshire	44,900	43,000	96	
	Franklin	17,300	16,000	93	
NEW YORK					
	Dutchess	57,100	54,400	95	
	Orange	66,200	63,200	95	
	Rockland	53,300	51,400	97	
	Suffolk West	193,200	188,500	98	
	Ulster	44,000	41,100	93	
Station Totals			1,608,000	1,547,900	96
Net Weekly Circulation (March 1967)				683,500	
Average Daily Circulation (March 1967)				398,000	



# Connecticut—Waterbury



## WATR-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 253-ft. above ground, 1043-ft. above sea level.

Latitude 41° 31' 02.4"  
Longitude 73° 01' 00.3"

Transmitter: Peach Orchard Rd., 0.2-mi. N. of Clark Hill Rd., near Prospect, Conn.

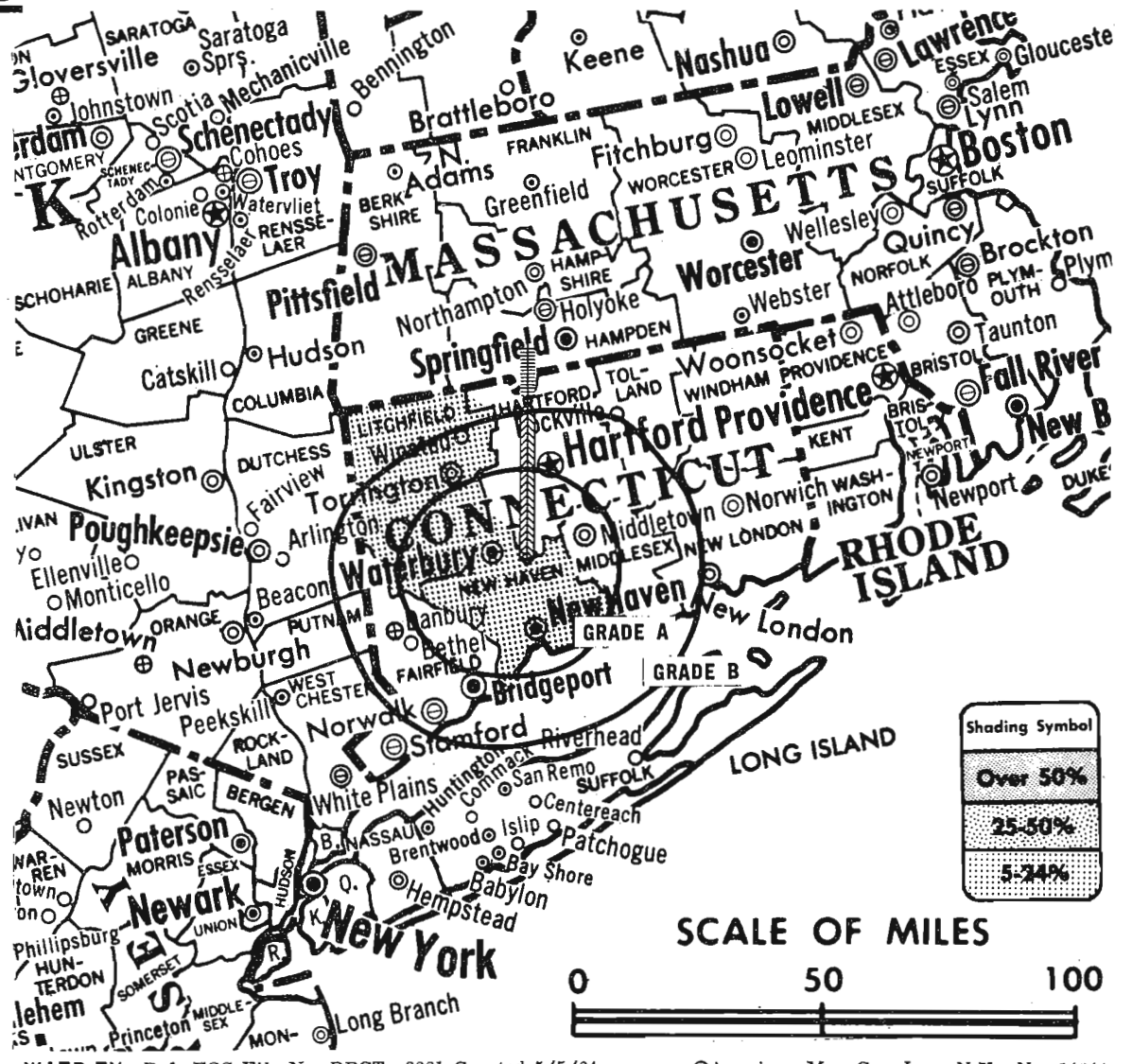
Color: Network only.

News.Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kc (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 mc (No. 223), 750-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WATR-TV Ref: FCC File No. BPCT-3281 Granted 5/5/64

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## WATR-TV

Licensee: WATR Inc., 440 Meadow St., Waterbury, Conn. (06702).

Studio: 440 Meadow St.

Telephone: 203-755-1121.

Ownership: Harold Thomas, pres., 99%; Bernard J. Zucker, secy., .5%; Lillian Thomas, director, .5%; Mr. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Adam Young-VTM Inc.; Kettell-Carter Inc. (New England).

Represented (engineering) by Ralph Winqvist (Bridgeport, Conn.).

Personnel:

HAROLD THOMAS, president.  
SAM ELMAN, exec. v.p. & general manager.  
BERNARD J. ZUCKER, secretary.  
ASTRID CURTIS, program manager & film buyer.

## DIGEST OF RATE CARD NO. 2R—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$50.00	\$26.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CONNECTICUT			
	Litchfield	41,700	39,900	95
	New Haven	228,600	220,800	97
Station Totals		270,300	260,700	96
Net Weekly Circulation (March 1967)				29,100
Average Daily Circulation (March 1967)				9,600

# Delaware



Delaware Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
☐ Commercial Television Stations	0	0	0
● Educational Television Stations	1	0	1
			1

American Research Bureau Does Not Have Net Weekly Circulation Data For Delaware

## State Educational Technical Facilities (Complete Data in Educational Directory)

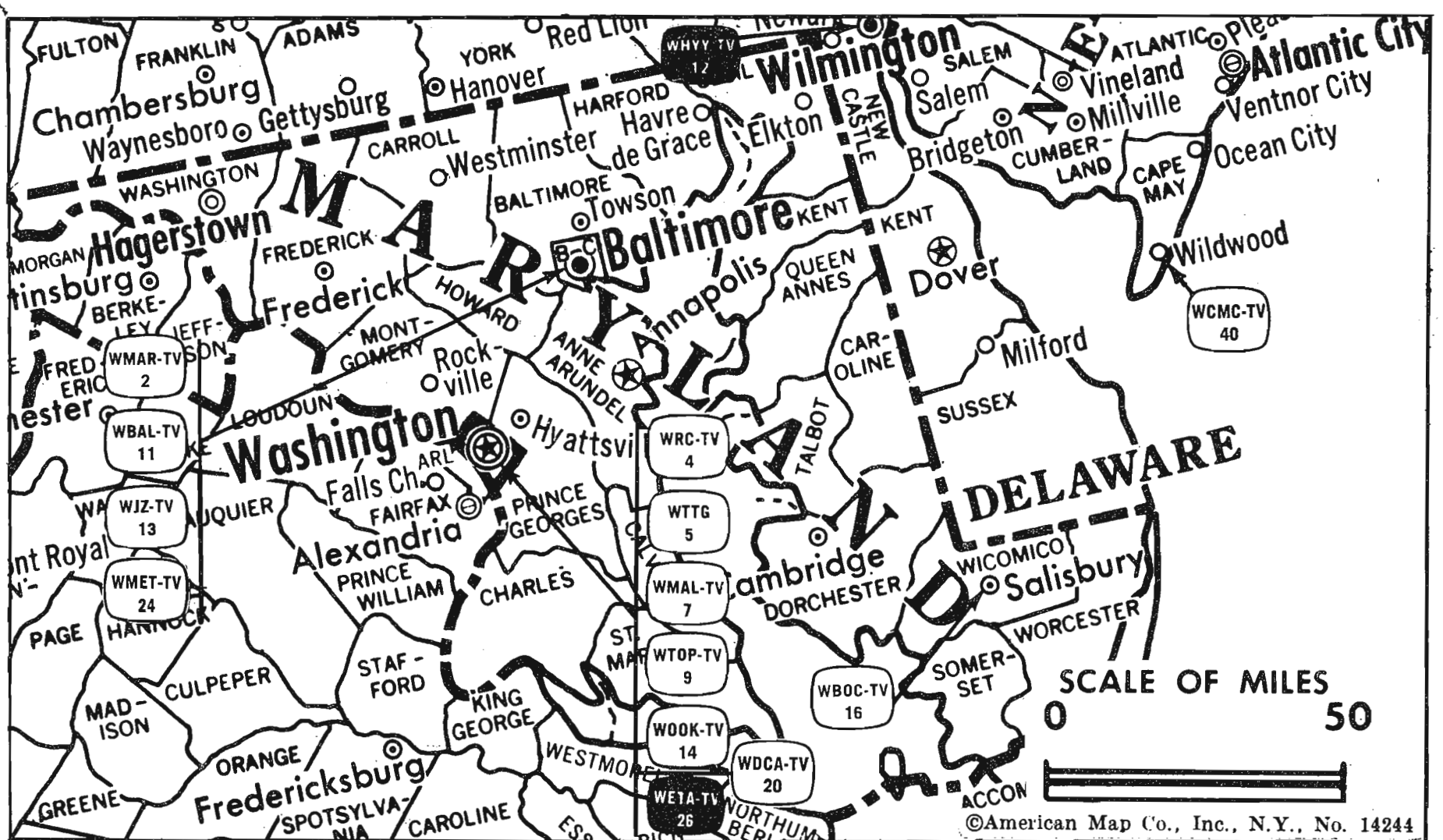
### WHYY-TV Wilmington Ch. 12

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

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"



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Washington, D.C.	1,152,100	9	1,880,000	9	1,800,900	10

District of Columbia Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
4	2	6
0	1	1
		7

D.C. Educational Technical Facilities  
(Complete Data in Educational Directory)

**WETA-TV**  
**Washington**

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 2600 4th St. NW, Washington, D.C. (20001).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1100-kw max. and 794-kw horizontal visual, 110-kw max. and 79.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 817-ft. above ground, 1057-ft. above sea level.

Latitude	38°	57'	49.4"
Longitude	77°	06'	18.2"



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# District of Columbia—Washington

## WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 1120-kw max. and 724-kw horizontal visual, 112-kw max. and 72.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"  
Longitude 77° 06' 18.2"

Transmitter: 5202 River Rd., Washington, D.C. (20016).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WDCA-TV Ref: FCC File No. BPCT-3827 Granted 9/21/66

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

## WDCA-TV

Network Service: None, independent.

Grantee: Channel 20 Inc., 5202 River Rd., Washington, D.C. (20016).

Studio: 5202 River Rd., Washington, D.C. (20016).

Telephone: 301-654-2600. TWX No.: 710-824-9608.

Ownership: Milton Grant, pres., 25.1% (votes 50.2%); Alan Kay, 29.1% (votes 4%); A. Dana Hodgdon, 10%; Edward Mernone, treas., 27.3% (beneficially owned by Dr. S. F. Thomas); Dr. Robert M. Williams, 3.75%; Dr. Emerson A. Williams, 3.1%; others, none with more than 3%.

Began Operation: April 20, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by David L. Steel Sr.

Personnel:

- MILTON GRANT, president & general manager.
- GLENN M. BRILLHART, regional sales manager.
- AL DULLNIG, asst. station manager & program director.
- KENNETH PLETZ, local sales manager.
- JOHN W. PERRY, chief engineer.
- JOHN CATSOURAS, business manager.

### DIGEST OF RATE CARD NO. 3 (July 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—5-11 p.m., daily.					
\$600.00	\$375.00	\$215.00	\$150.00	\$125.00	\$150.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50 %</b>	MARYLAND			
	Montgomery	120,900	118,100	98
	Prince Georges	146,200	143,100	98
<b>Between 5-24 %</b>	VIRGINIA			
	Arlington	101,800	98,400	97
<b>Between 5-24 %</b>	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94
	MARYLAND			
	Allegany	29,100	27,600	95
	Anne Arundel	68,100	66,100	97
	Baltimore	456,400	443,500	97
	Calvert	4,600	4,300	93
	Charles	9,300	8,700	94
	Frederick	23,300	22,400	96
	Howard	15,000	14,500	97
	Queen Annes	5,500	5,200	93
	PENNSYLVANIA			
	Franklin	28,800	26,600	92
	VIRGINIA			
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
	King George	2,100	1,900	93
Loudoun	7,500	7,000	93	
Page	4,800	4,600	96	
Prince William	17,300	16,600	96	
Spotsylvania	8,700	8,100	93	
WEST VIRGINIA				
Hampshire	3,100	2,600	87	
<b>Station Totals</b>		<b>1,456,800</b>	<b>1,402,500</b>	<b>96</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>236,800</b>
<b>Average Daily Circulation (March 1967)</b>				<b>74,800</b>



# District of Columbia—Washington



**WMAL-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Latitude 38° 56' 09.4"  
Longitude 77° 05' 33.4"

Transmitter: American University Campus.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

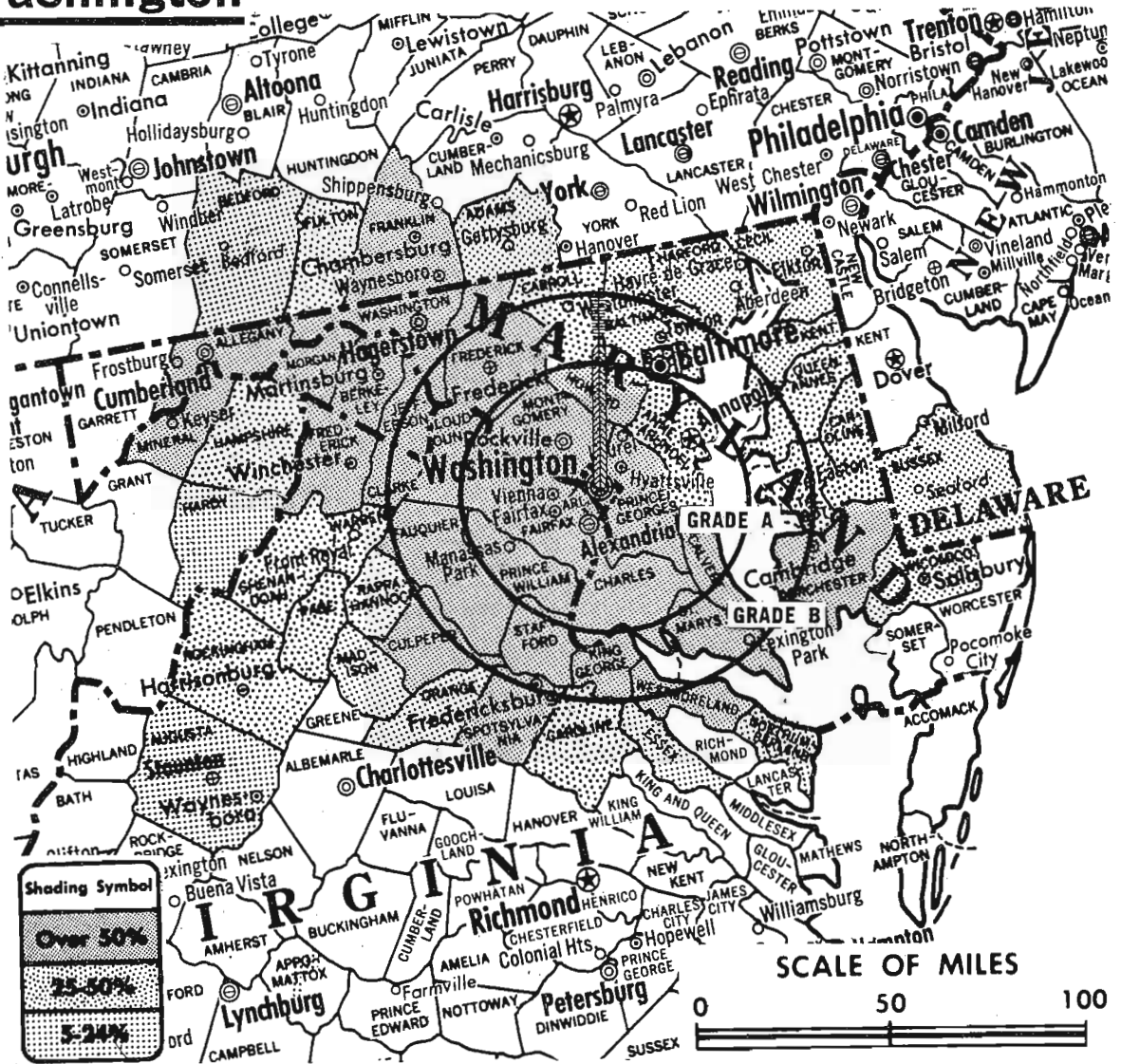
Facsimile Service: UPI.

Studio: 4461 Connecticut Ave., N.W.

AM Affiliate: WMAL, 5-kw, 630 kc (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 mc (No. 297), 400-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMAL-TV Ref: FCC File No. B1PCT-4278 Granted 11/5/56

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

## WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington, D.C. (20008).

Telephone: 202-537-1100. TWX No.: 710-822-9505.

Ownership: Evening Star Newspaper Co., 100%, publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Frederick S. Houwink, v.p.; Willmott Lewis Jr., secy.; John H. Kauffmann, treas. Also owns WLVA-TV, Lynchburg, Va. (WLVA) and WCIV (TV), Charleston, S.C.

Began Operation: Oct. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

- FREDERICK S. HOUWINK, vice president.
- NEAL J. EDWARDS, general manager.
- WILLIAM L. EURE JR., general sales manager.
- JOHN BOWMAN, engineering manager.
- RICHARD C. STRATTON, operations manager.
- THEODORE N. McDOWELL, news & public affairs manager.
- E. H. MEEKS, promotion & publicity manager.
- HERBERT VICTOR, program manager.
- RICHARD S. STAKES, controller & asst. general manager.

DIGEST OF RATE CARD NO. 21—(June 12, 1967)

Hour 30 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AAA—8-10:30 p.m., daily.

\$2100.00 \$1500.00 \$1500.00\* \$1200.00\* \$750.00\* \$450.00\*

\*Class A1.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94
	MARYLAND			
	Allegany	29,100	27,600	95
	Calvert	4,600	4,300	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND—(Continued)			
	Charles	9,300	8,700	94
	Dorchester	9,500	8,700	92
	Frederick	23,300	22,400	96
	Howard	15,000	14,500	97
	Montgomery	120,900	118,100	98
	Prince Georges	146,200	143,100	98
	St Marys	10,700	10,100	95
	Washington	33,200	31,600	95
	PENNSYLVANIA	Franklin	28,800	26,600
Between 25-50%	VIRGINIA			
	Arlington	101,800	98,400	97
	Clarke	2,400	2,200	95
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
	King George	2,100	1,900	93
	Loudoun	7,500	7,000	93
	Prince William	17,300	16,600	96
Spotsylvania	8,700	8,100	93	
Stafford	5,800	5,400	94	
Westmoreland	3,400	2,900	87	
WEST VIRGINIA				
Berkeley	10,700	10,200	95	
Jefferson	5,500	5,100	94	
Mineral	6,400	5,900	92	
Morgan	2,600	2,400	92	
Between 5-24%	MARYLAND			
	Anne Arundel	68,100	66,100	97
	Caroline	6,400	5,900	92
	Carroll	18,400	17,800	97
	Queen Annes	5,500	5,200	93
Talbot	7,300	6,900	95	
PENNSYLVANIA	Fulton	3,100	2,800	89

(Continued on page 139-b)

Station Totals	1,766,800	1,693,200	96
Net Weekly Circulation (March 1967)		1,001,200	
Average Daily Circulation (March 1967)		599,400	

# District of Columbia—Washington

## WFAN-TV

(formerly WOOK-TV)

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 245-kw visual, 49-kw aural. Antenna: 330-ft. above av. terrain, 337-ft. above ground, 551-ft. above sea level.

Latitude 38° 57' 17"  
Longitude 77° 00' 17"

Holds CP for change to 245-kw visual, 66.1-kw aural.

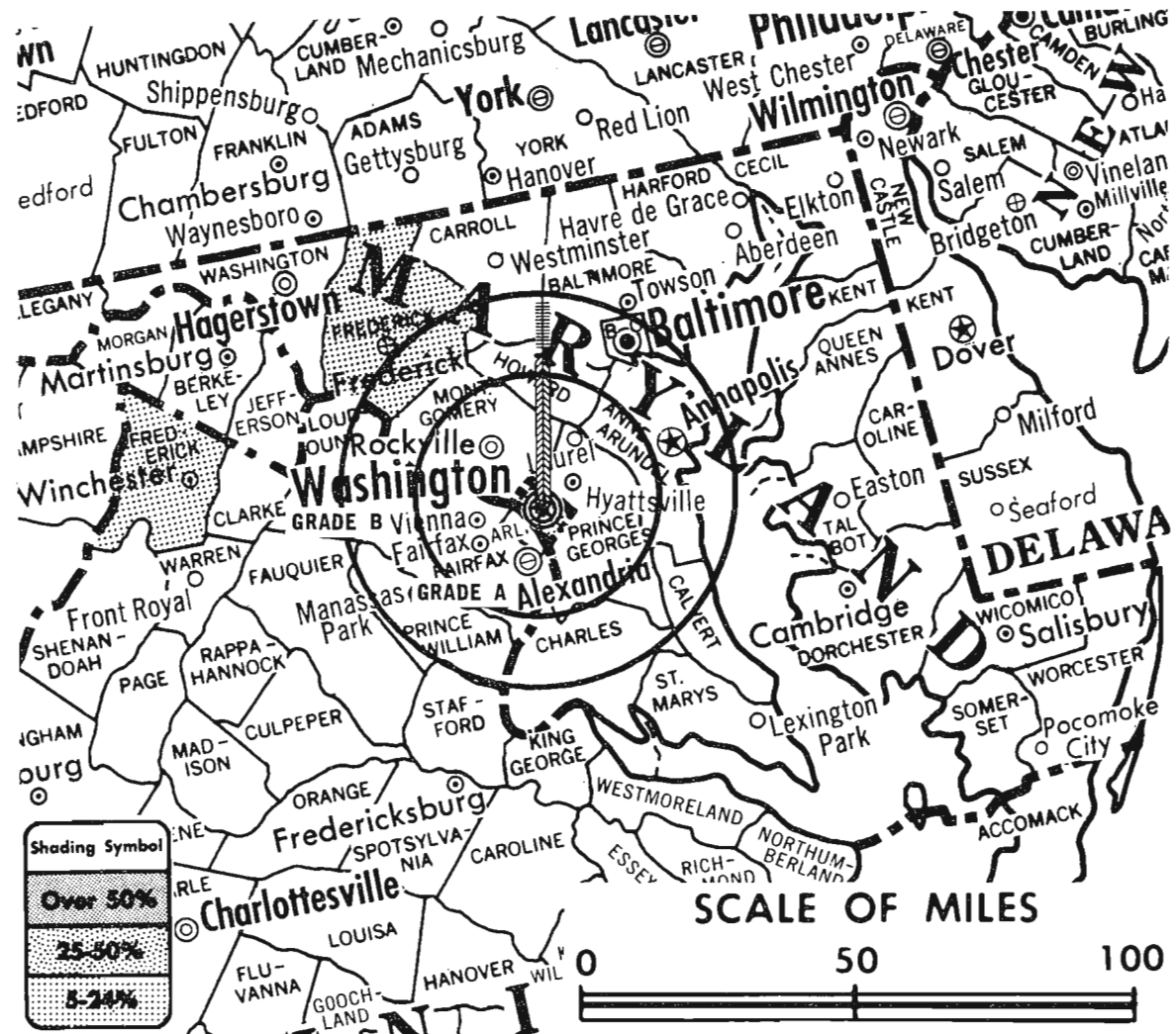
Transmitter: 5321 First Place NE

TV tape: Recording facilities.

AM Affiliate: WOOK, 1-kw (.25-kw night), 1340 kc.

FM Affiliate: WFAN, 16-kw, 100.3 mc (No. 262), 280-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFAN-TV Ref: FCC File No. BPCT-1819 Granted 2/24/54

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

## WFAN-TV

Network Service: None, independent.

Licensee: United TV Co. Inc., 5321 First Place NE (20011).

Studio: 5321 First Place NE. Telephone: 202-882-2500.

Ownership: Richard Eaton, 100%. Mr. Eaton also operates WMUR-TV, Manchester, N.H. and WMET-TV, Baltimore. He operates radios WSID, Baltimore; WINX, Rockville, Md.; WJMO, Cleveland Heights, O.; WBNX, New York, N.Y.; WFAB, Miami-South Miami and owns off-air WJMY (TV), Allen Park (Detroit), Mich. United Bcstg. also owns KIKU-TV, Honolulu; CP for KECC(TV), El Centro, Cal. and controls radio stations KALI, San Gabriel-Los Angeles; KOFY & KVEZ, San Mateo-San Francisco.

Began Operation: March 5, 1963.

Represented (sales) by UBC Sales (Chicago, Boston & Washington); Vic Piano Associates (New York); Busby, Finch & Woods (Atlanta).

Represented (legal) by Marcus Cohn.

Personnel:

RICHARD EATON, president.  
E. CARLTON MYERS JR., general manager.  
JOSEPH G. GATHINGS, program director.

### DIGEST OF RATE CARD NO. 4

(Feb. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—7-11 p.m., daily.					
\$800.00	\$600.00	\$500.00	\$120.00	\$100.00	\$55.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94
	MARYLAND Frederick	23,300	22,400	96
	VIRGINIA Frederick	12,700	11,900	94
Station Totals		306,600	287,900	94
Net weekly Circulation (March 1967)			26,600	
Average Daily Circulation (March 1967)			9,500	

Translator Station Directory  
Is in Services Volume

# District of Columbia—Washington



**WRC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"  
Longitude 77° 04' 53.5"

Transmitter: 4001 Nebraska Ave., N.W.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

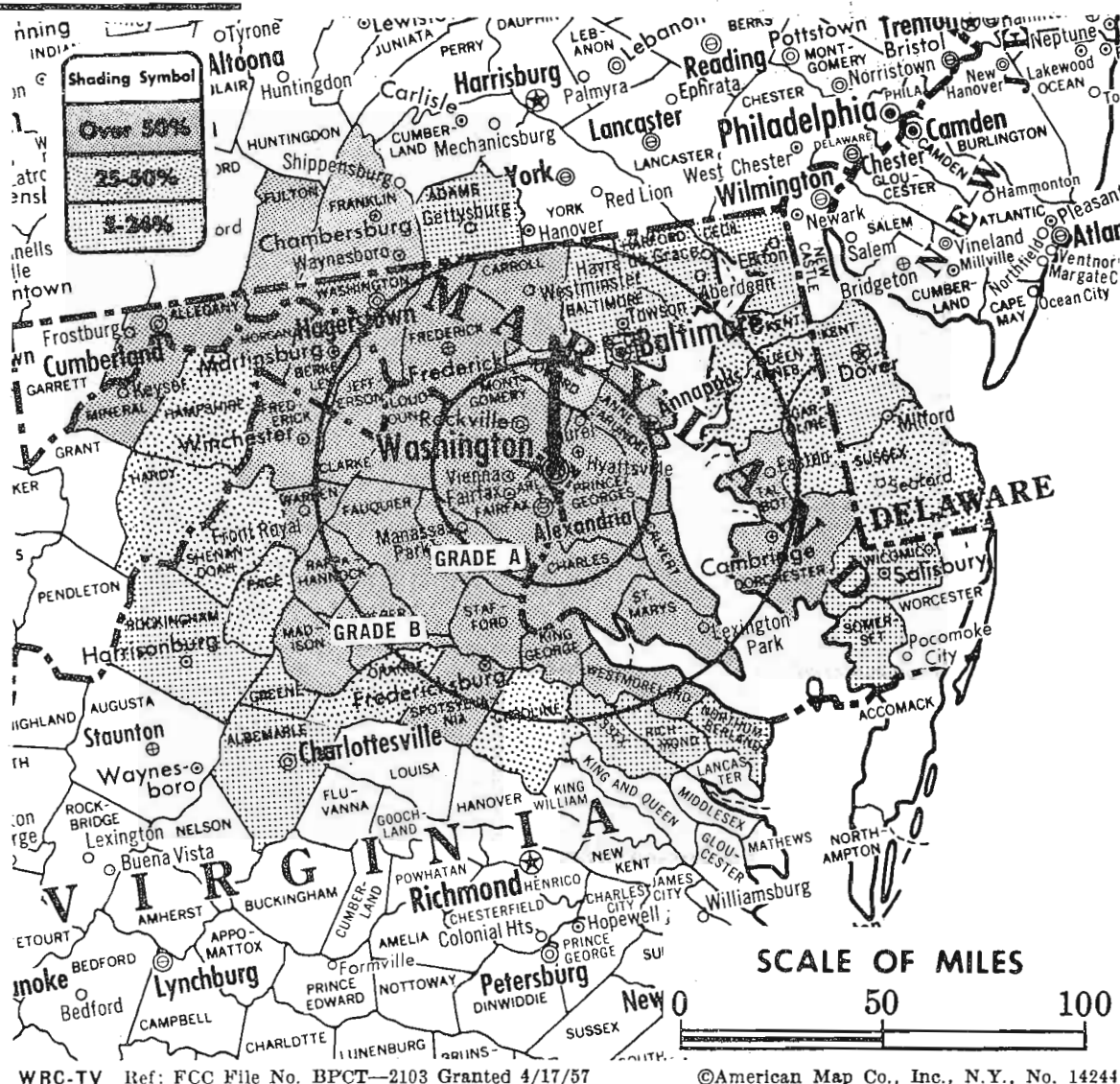
Facsimile Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: WRC, 5-kw. 980 kc (NBC).

FM Affiliate: WRC-FM, 20-kw, 93.9 mc (No. 230), 480-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WRC-TV Ref: FCC File No. BPCT-2103 Granted 4/17/57

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

## WRC-TV

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave., N.W., Washington, D.C. (20016).

Studio: 4001 Nebraska Ave. N.W.

Telephone: 202-362-4000. TWX No.: 202-965-0804.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

### Personnel:

JOSEPH GOODFELLOW, v.p. and general manager.  
NOYES SCOTT, station manager.  
RAYMOND J. TIMOTHY, manager, sales.  
ARTHUR T. FAIRCLOTH, local sales manager.  
SHERMAN HILDRETH, director of operations.  
RICHARD K. A'HEARN, program director & film buyer.  
ROBERT ADAMS, production manager.  
JAMES S. CULP, business manager.  
NED RYAN, manager, advertising, promotion & public relations.  
BURTON BRIDGENS, public service programs manager.

### DIGEST OF RATE CARD NO. 24—(Sept. 11, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class AAA—7:59-11:01 p.m., daily.  
\$2200.00 \$1320.00 \$1100.00 \$880.00 \$440.00 \$700.00 \$375.00  
NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94
	MARYLAND			
	Allegany	29,100	27,600	95
	Anne Arundel	68,100	66,100	97
	Calvert	4,600	4,300	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MARYLAND—(Continued)			
	Carroll	18,400	17,800	97
	Charles	9,300	8,700	94
	Dorchester	9,500	8,700	92
	Frederick	23,300	22,400	96
	Howard	15,000	14,500	97
	Montgomery	120,900	118,100	98
	Prince Georges	146,200	143,100	98
	St Marys	10,700	10,100	95
	Talbot	7,300	6,900	95
	Washington	33,200	31,600	95
	PENNSYLVANIA			
	Franklin	28,800	26,600	92
	Fulton	3,100	2,800	89
	VIRGINIA			
	Arlington	101,800	98,400	97
	Clarke	2,400	2,200	95
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
King George	2,100	1,900	93	
Loudoun	7,500	7,000	93	
Madison	2,200	1,900	86	
Prince William	17,300	16,600	96	
Rappahannock	1,200	1,100	89	
Spotsylvania	8,700	8,100	93	
Stafford	5,800	5,400	94	
Warren	4,400	4,000	90	
Westmoreland	3,400	2,900	87	
WEST VIRGINIA				
Berkeley	10,700	10,200	95	
Jefferson	5,500	5,100	94	
Mineral	6,400	5,900	92	
Morgan	2,600	2,400	92	
<b>Between 25-50%</b>	DELAWARE			
	Sussex	23,900	22,100	92

		(Continued on page 139-b)		
Station Totals		1,782,500	1,707,000	96
Net Weekly Circulation (March 1967)			1,065,400	
Average Daily Circulation (March 1967)			665,200	



# District of Columbia—Washington



**WTOP-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level.

Latitude 38° 57' 00"  
Longitude 77° 04' 45"

Transmitter: Broadcast House.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kc (CBS).

FM Affiliate: WTOP-FM, 20-kw, 96.3 mc (No. 242), 390-ft. antenna.

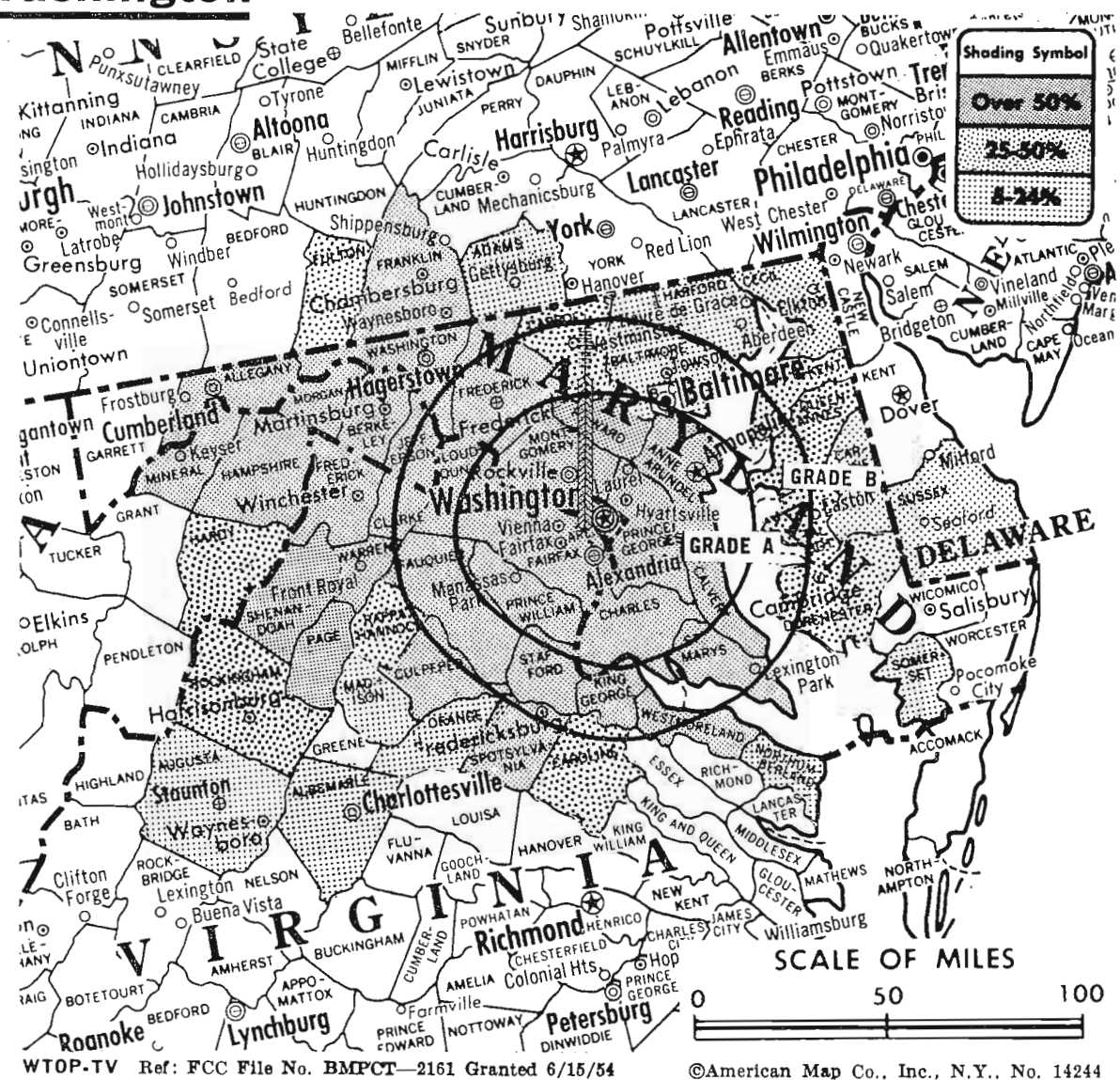
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WTOP-TV Ref: FCC File No. BMPCT-2161 Granted 6/15/54

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

## WTOP-TV

Licensee: Post-Newsweek Stations, Capital Area Inc., Broadcast House, 40th & Brandywine Sts. N.W., Washington, D.C. (20016). Studio: Broadcast House.

Telephone: 202-244-5678. TWX No.: 202-965-0651.

Ownership: Same as Washington Post. Also owns WJXT (TV), Jacksonville, Fla. Frederick S. Beebe, chairman; Laurence Richardson Jr., pres., Post-Newsweek Stations.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42).

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Covington & Burling.

Personnel:

- GEORGE F. HARTFORD, v.p. & general manager.
- ROBERT A. J. BORDLEY, general sales manager.
- ROBERT ADAMS, promotion director.
- GARY ADLER, sales manager.
- JIM SILMAN, program director & film buyer.
- EDWARD F. RYAN, general manager, news.
- TWILA WALKER, sales promotion director.
- WILLIAM J. JONES, chief TV engineer.

### DIGEST OF RATE CARD NO. 20—(June 1, 1967)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.

Class AAA—7-11 p.m., daily.  
\$1800.00 \$1080.00 \$675.00 ..... \$725.00\* \$525.00\* \$300.00\*

\*Class AAA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Allegany	29,100	27,600	95
	Anne Arundel	68,100	66,100	97
	Calvert	4,600	4,300	93
	Charles	9,300	8,700	94
	Frederick	23,300	22,400	96
	Howard	15,000	14,500	97
	Montgomery	120,900	118,100	98
	Prince Georges	146,200	143,100	98
	St Marys	10,700	10,100	95
	Washington	33,200	31,600	95
	PENNSYLVANIA			
	Franklin	28,800	26,600	92
	VIRGINIA			
	Arlington	101,800	98,400	97
	Clarke	2,400	2,200	95
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
	King George	2,100	1,900	93
	Loudoun	7,500	7,000	93
	Page	4,800	4,600	96
	Prince William	17,300	16,600	96
	Shenandoah	7,100	6,600	94
	Spotsylvania	8,700	8,100	93
	Stafford	5,800	5,400	94
	Warren	4,400	4,000	90
	Westmoreland	3,400	2,900	87
	WEST VIRGINIA			
	Berkeley	10,700	10,200	95
	Hampshire	3,100	2,600	87
	Jefferson	5,500	5,100	94
Mineral	6,400	5,900	92	
Morgan	2,600	2,400	92	

(Continued on page 139-b)

Station Totals	1,761,500	1,687,200	96
Net Weekly Circulation (March 1967)		1,015,700	
Average Daily Circulation (March 1967)		645,100	



# District of Columbia—Washington

**WTTG**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"  
Longitude 77° 04' 57"

Transmitter: 5151 Wisconsin Ave. N.W.

Studio: 5151 Wisconsin Ave., N.W. (20016).

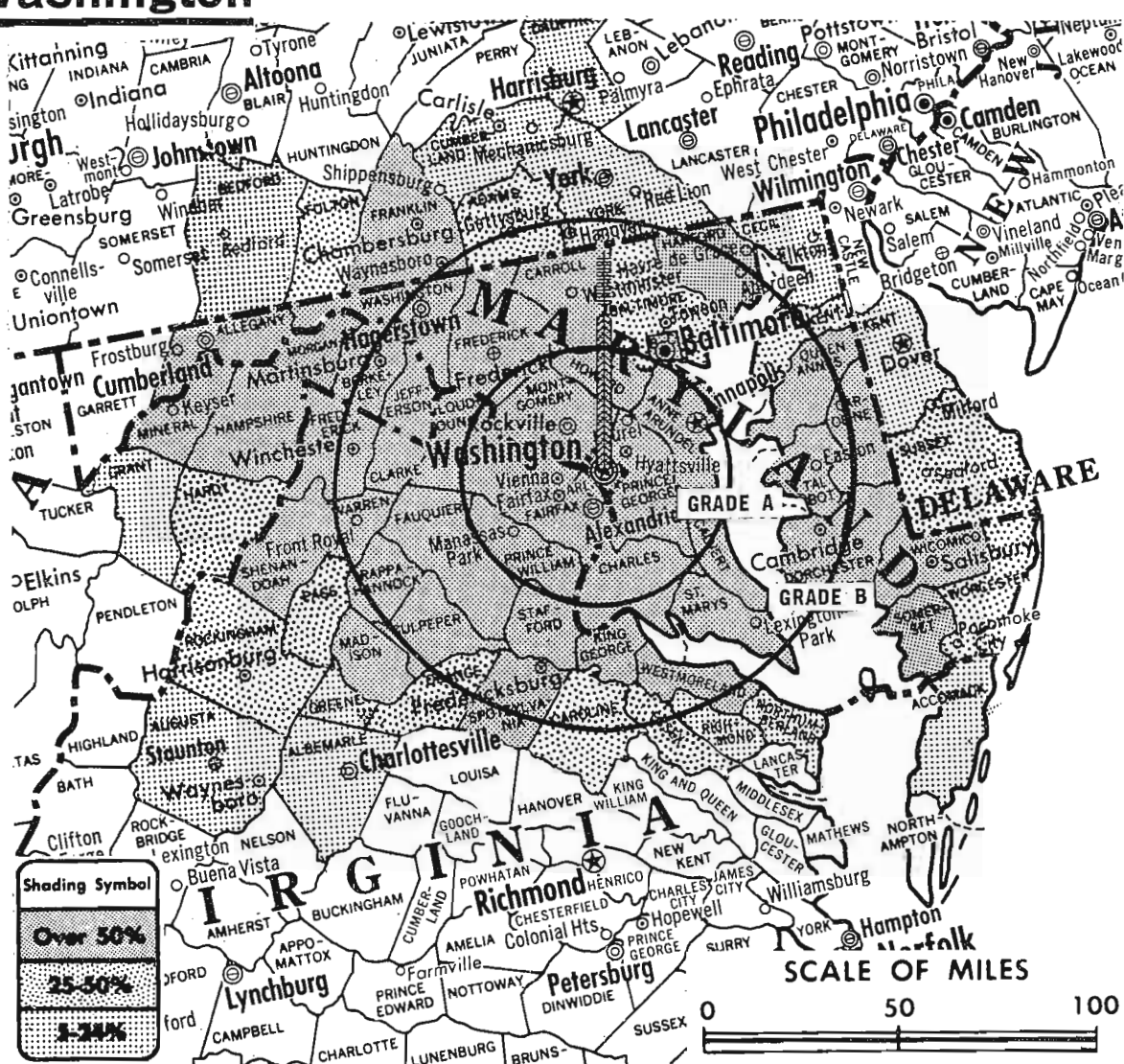
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTTG Ref: FCC File No. BMPCT-5854 Granted 6/25/63

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

## WTTG

Network Service: None, independent.  
Licensee: Metromedia Inc., 5151 Wisconsin Ave., N.W. (20016).  
Telephone: 202-244-5151. TWX No.: 089-612.  
Ownership: See WNEW-TV, New York.  
Began Operation: January 1947.  
Represented (sales) by Metro TV Sales.  
Personnel:  
ROBERT M. BENNETT, v.p. & general manager.  
THOMAS MANEY, v.p. & general sales manager.  
MARY McKENNA, v.p. in charge of research & sales development.  
RICHARD WOOLLEN, v.p. in charge of programming.  
ELLIS SHOOK, program director.  
REX KALINS, business manager.  
RICHARD NORSWORTHY, promotion director.  
ALBERT L. HARMON, chief engineer.

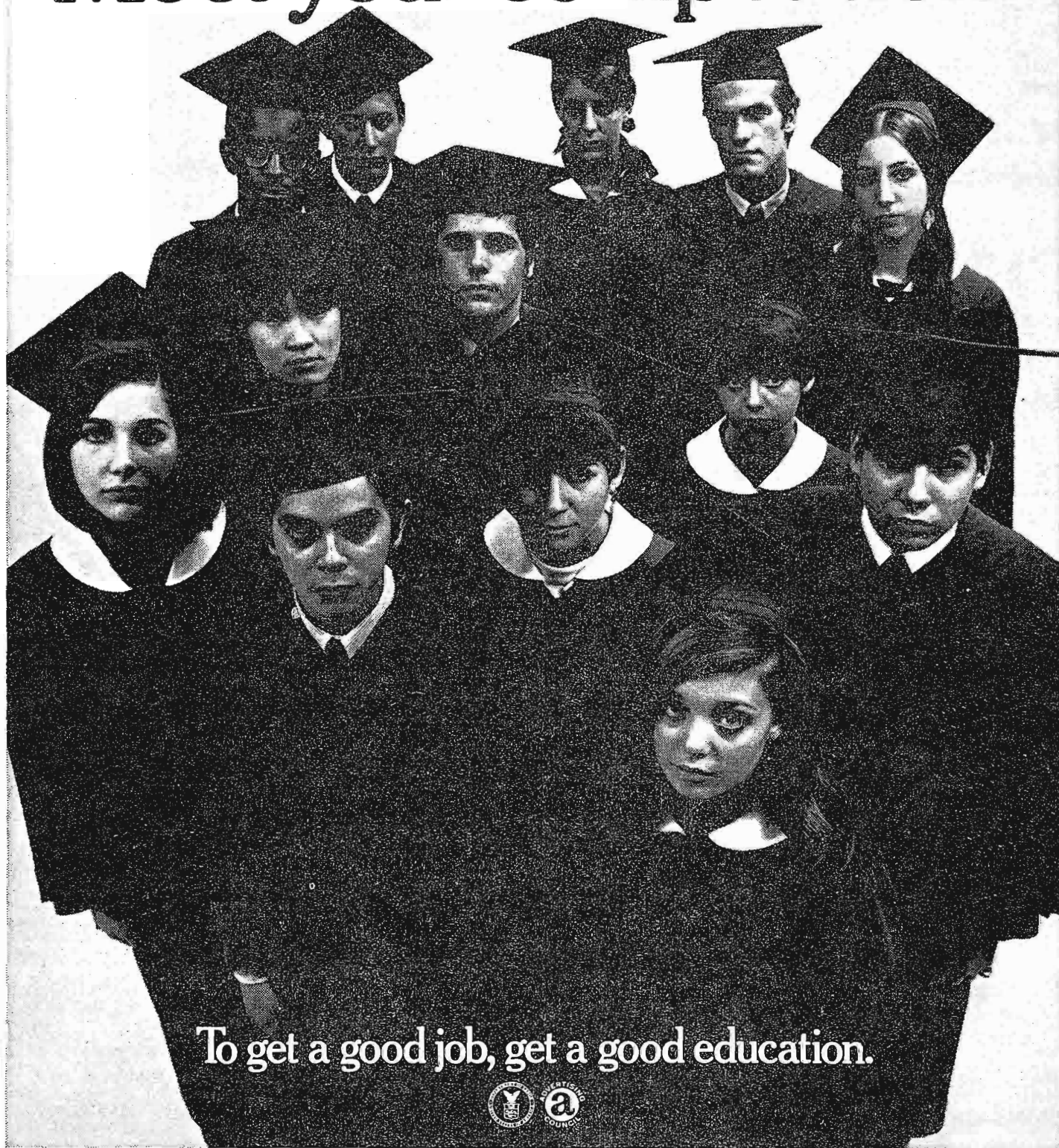
### DIGEST OF RATE CARD NO. T—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—4 p.m.-sign-off, Mon.-Fri.; 2 p.m.-sign off, Sat.; 11:30 a.m.-sign-off, Sun.  
\$2000.00 \$1200.00 \$900.00 \$600.00 \$700.00 \$385.00 \$350.00

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>DISTRICT OF COLUMBIA</b>				
		District Of Columbia	270,600	253,600	94
		<b>MARYLAND</b>			
		Allegany	29,100	27,600	95
		Anne Arundel	68,100	66,100	97
		Calvert	4,600	4,300	93
		Caroline	6,400	5,900	92
		Carroll	18,400	17,800	97
		Charles	9,300	8,700	94
		Dorchester	9,500	8,700	92
		Frederick	23,300	22,400	96
		Harford	25,600	24,700	97

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MARYLAND—(Continued)</b>				
		Howard	15,000	14,500	97
		Montgomery	120,900	118,100	98
		Prince Georges	146,200	143,100	98
		Queen Annes	5,500	5,200	93
		Somerset	5,400	4,900	90
		St Marys	10,700	10,100	95
		Talbot	7,300	6,900	95
		Washington	33,200	31,600	95
		Wicomico	16,900	15,900	94
		<b>PENNSYLVANIA</b>			
		Franklin	28,800	26,600	92
		<b>VIRGINIA</b>			
		Arlington	101,800	98,400	97
		Clarke	2,400	2,200	95
		Culpeper	4,700	4,300	93
		Fairfax	109,000	106,600	98
		Fauquier	7,300	6,800	92
		Frederick	12,700	11,900	94
		King George	2,100	1,900	93
		Loudoun	7,500	7,000	93
		Madison	2,200	1,900	86
		Prince William	17,300	16,600	96
		Rappahannock	1,200	1,100	89
		Shenandoah	7,100	6,600	94
		Spotsylvania	8,700	8,100	93
		Stafford	5,800	5,400	94
		Warren	4,400	4,000	90
		Westmoreland	3,400	2,900	87
		<b>WEST VIRGINIA</b>			
		Berkeley	10,700	10,200	95
		Hampshire	3,100	2,600	87
	Jefferson	5,500	5,100	94	
	Mineral	6,400	5,900	92	
	Morgan	2,600	2,400	92	
Between 25-50%	<b>DELAWARE</b>				
		Sussex	23,900	22,100	92
(Continued on page 139-b)					
Station Totals		2,031,200	1,941,900	96	
Net Weekly Circulation (March 1967)			1,152,100		
Average Daily Circulation (March 1967)			589,000		

# Looking for work? Meet your competition.



To get a good job, get a good education.

## Do you know anyone who should read this poster?

Get free copies (18" x 24") for schools, factories, churches, wherever young people hang out.  
Write: The Advertising Council, Inc., 25 West 45th Street, New York, N. Y. 10036

### WTTG, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	MARYLAND			
	Baltimore	456,400	443,500	97
	Kent	5,100	4,900	95
	Worcester	8,300	7,400	90
	PENNSYLVANIA			
	Adams	16,500	15,600	94
	Fulton	3,100	2,800	89
	VIRGINIA			
	Caroline	3,200	2,900	90
	Essex	1,700	1,500	87
	Orange	3,900	3,400	87
	Page	4,800	4,600	96
	Rockingham	17,300	16,100	93
WEST VIRGINIA				
Hardy	2,200	1,800	80	
Between 5-24 %	DELAWARE			
	Kent	22,700	21,600	95
	MARYLAND			
	Cecil	14,800	14,400	97
	PENNSYLVANIA			
	Bedford	12,300	11,400	93
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
	York	79,200	75,700	96
	VIRGINIA			
	Accomack	9,500	8,300	87
	Albemarle	20,200	17,900	89
	Augusta	23,300	21,700	93
Greene	1,200	900	79	
Northumberland	3,000	2,800	91	
Richmond	1,800	1,600	90	
WEST VIRGINIA				
Grant	2,200	1,800	83	

### WMAL-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	VIRGINIA			
	Caroline	3,200	2,900	90
	Page	4,800	4,600	96
	Rappahannock	1,200	1,100	89
	Rockingham	17,300	16,100	93
	Shenandoah	7,100	6,600	94
	Warren	4,400	4,000	90
WEST VIRGINIA				
Hampshire	3,100	2,600	87	
Between 5-24 %	DELAWARE			
	Sussex	23,900	22,100	92
	MARYLAND			
	Baltimore	456,400	443,500	97
	Cecil	14,800	14,400	97
	Harford	25,600	24,700	97
	Kent	5,100	4,900	95
	Wicomico	16,900	15,900	94
	PENNSYLVANIA			
	Adams	16,500	15,600	94
	Bedford	12,300	11,400	93
	VIRGINIA			
	Augusta	23,300	21,700	93
Essex	1,700	1,500	87	
Madison	2,200	1,900	86	
Northumberland	3,000	2,800	91	
Orange	3,900	3,400	87	
WEST VIRGINIA				
Hardy	2,200	1,800	80	

### WRC-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	MARYLAND			
	Caroline	6,400	5,900	92
	Kent	5,100	4,900	95
	Queen Annes	5,500	5,200	93
	VIRGINIA			
	Caroline	3,200	2,900	90
	Orange	3,900	3,400	87
	Page	4,800	4,600	96
	Shenandoah	7,100	6,600	94
	WEST VIRGINIA			
	Hampshire	3,100	2,600	87
	Hardy	2,200	1,800	80
	Between 5-24 %	DELAWARE		
Kent		22,700	21,600	95
MARYLAND				
Baltimore		456,400	443,500	97
Cecil		14,800	14,400	97
Harford		25,600	24,700	97
Somerset		5,400	4,900	90
Wicomico		16,900	15,900	94
PENNSYLVANIA				
Adams		16,500	15,600	94
VIRGINIA				
Albemarle		20,200	17,900	89
Essex		1,700	1,500	87
Greene	1,200	900	79	
Northumberland	3,000	2,800	91	
Richmond	1,800	1,600	90	
Rockingham	17,300	16,100	93	

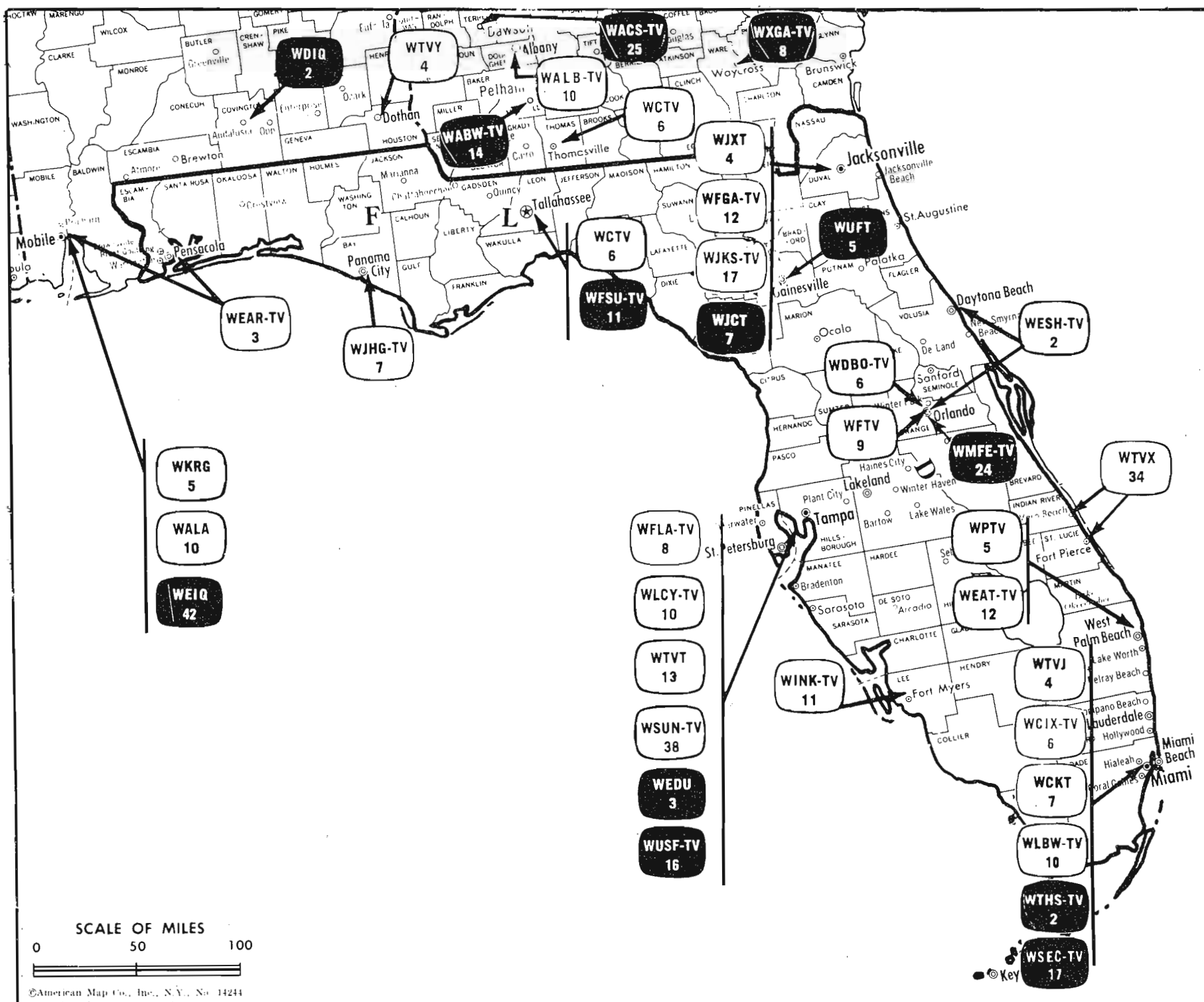
### WTOP-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	MARYLAND			
	Carroll	18,400	17,800	97
	Dorchester	9,500	8,700	92
	Kent	5,100	4,900	95
	Queen Annes	5,500	5,200	93
	Talbot	7,300	6,900	95
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
	VIRGINIA			
	Caroline	3,200	2,900	90
	Rappahannock	1,200	1,100	89
	Rockingham	17,300	16,100	93
	WEST VIRGINIA			
Hardy	2,200	1,800	80	
Between 5-24 %	DELAWARE			
	Sussex	23,900	22,100	92
	MARYLAND			
	Baltimore	456,400	443,500	97
	Caroline	6,400	5,900	92
	Cecil	14,800	14,400	97
	Harford	25,600	24,700	97
	Somerset	5,400	4,900	90
	PENNSYLVANIA			
	Adams	16,500	15,600	94
	VIRGINIA			
	Albemarle	20,200	17,900	89
	Augusta	23,300	21,700	93
Madison	2,200	1,900	86	
Northumberland	3,000	2,800	91	
Orange	3,900	3,400	87	



# Florida



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Miami	626,300	20	734,900	43	693,400	44
Tampa-St. Petersburg	483,500	31	696,200	47	654,200	47
Orlando-Daytona Beach	295,100	65	445,600	94	415,600	91
Pensacola-Mobile	264,800	73	425,700	98	387,600	100
Jacksonville	258,800	75	392,100	106	361,200	106
West Palm Beach	193,400	95	702,200	46	664,100	46
Tallahassee-Thomasville	139,600	123	268,700	133	238,100	134
Panama City	96,400	155	169,100	171	151,900	172
Ft. Myers	35,700	199	127,900	185	118,500	183
Fort Pierce-Vero Beach	11,800	216	105,100	189	98,200	187

**Florida Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
Commercial Television Stations	17	3	20
Educational Television Stations	5	4	9
			29

Additional Data on page 161-b



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**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.

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"

**WJCT**  
**Jacksonville**

Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 38.9-kw visual, 7.76-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"

**WSEC-TV**  
**Miami**

Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami (33132).

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"

**WTHS-TV**  
**Miami**

Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County.

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"

**WMFE-TV**  
**Orlando**

Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., 2908 W. Oak Ridge Rd., Orlando, Fla. (32809).

**Florida**

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'	27.5"

**WSRE**  
**Pensacola**

Ch. 23

Non-Commercial Educational Station

Grantee: Escambia County Board of Public Instruction, 215 W. Garden St., Pensacola, Fla. (32501).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 38-kw visual, 5.87-kw aural. Antenna: 490-ft. above av. terrain, 464-ft. above ground, 544-ft. above sea level.

Latitude	30°	26'	36"
Longitude	87°	14'	26"

**WFSU-TV**  
**Tallahassee**

Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 95.5-kw visual, 19.1-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"

**WEDU**  
**Tampa-St. Petersburg**

Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

**WUSF-TV**  
**Tampa**

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1906-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

For Florida CATV Systems

See Services Volume

# Florida—Fort Myers



**WINK-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 960-ft. above av. terrain, 995-ft. above ground, 1022-ft. above sea level.

Latitude 26° 48' 08"

Longitude 81° 45' 53"

Transmitter: State Rt. 31, 3.8-mi. S of Tuckers Corner, Fla.

AM Affiliate: WINK, 1-kw, 1240 kc (CBS).

FM Affiliate: WINK-FM, 44-kw, 94.9 mc (No. 235), 250-ft.

Color: Network, live, film & slide.

News Wire Service: AP.

Total Households: © SRDS

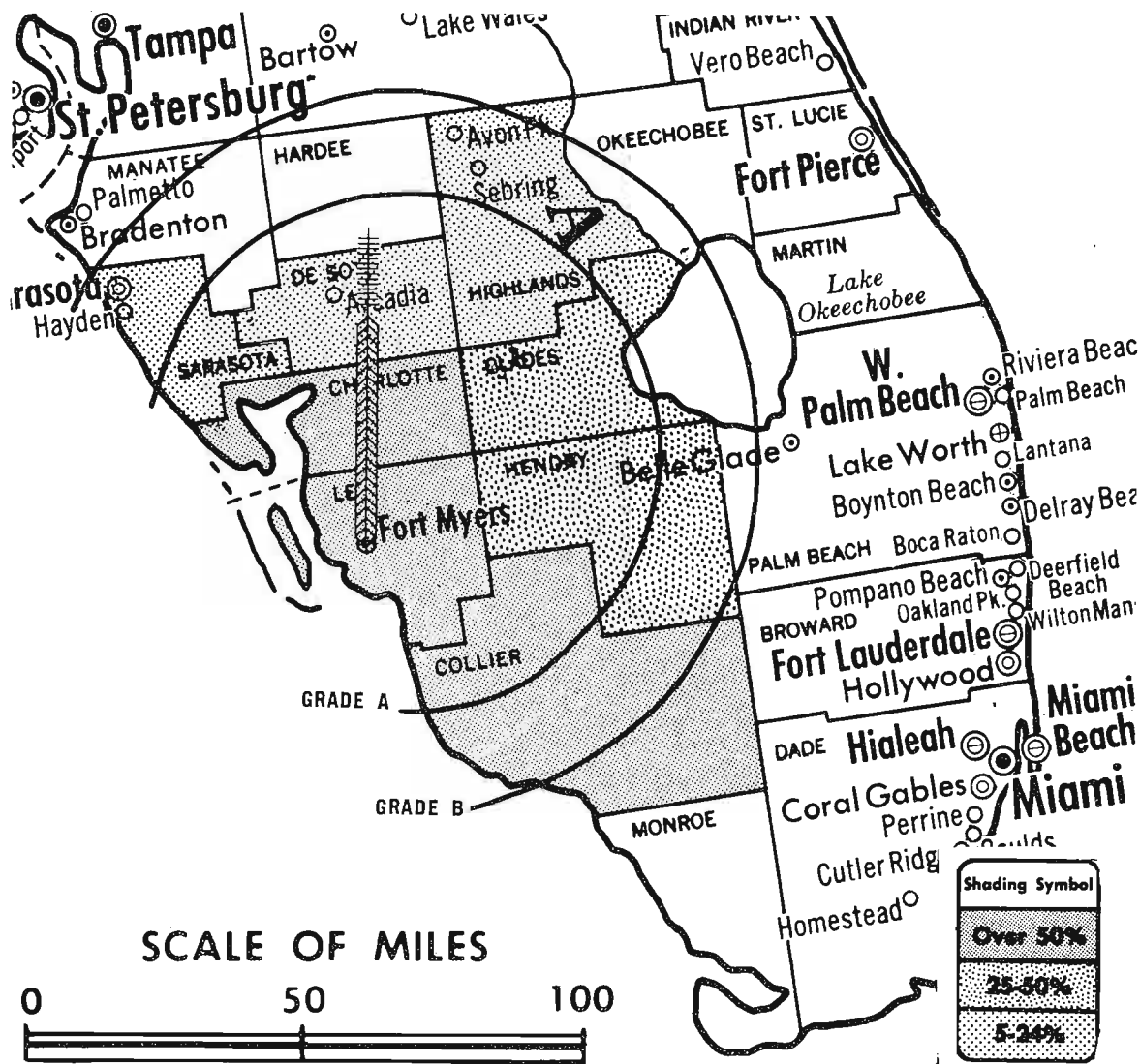
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



SCALE OF MILES



WINK-TV Ref: FCC File No. BPCT-3691 Granted 5/24/66

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

## WINK-TV

Network Service: CBS (EMP).

Licensee: Fort Myers Bcstg. Co., 2824 Palm Beach Blvd., Fort Myers, Fla. (33901).

Studio: 2824 Palm Beach Blvd.

Telephone: 813-334-1131. TWX No.: 813-334-1770.

Ownership: United Garage & Service Corp. (Cleveland), 100%. United G & S owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Meeker Co. Inc.; Advertising Representatives Inc. (Miami).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Russell P. May.

Personnel:

A. J. BAUER, vice president & general manager.

ART BETTS, technical director.

FRANK NODINE, administrative assistant.

VERNON LUNDQUIST, news director.

DICK LANDEFELD, sales manager.

DIGEST OF RATE CARD NO. 4  
(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:59-10:29 p.m., daily.						
\$205.00	\$125.00	\$85.00	\$65.00	\$65.00	\$54.00	\$32.50
NETWORK BASE HOURLY RATE: \$150 (CBS).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Charlotte	7,700	7,000	91
	Collier	8,000	7,000	87
	Lee	23,500	21,800	93
Between 25-50%	FLORIDA			
	Glades	800	700	84
	Hendry	2,700	2,300	85
Between 5-24%	FLORIDA			
	De Soto	3,700	3,300	90
	Highlands	8,200	7,400	91
	Sarasota	37,800	35,600	94
Station Totals		92,400	85,100	92
Net Weekly Circulation (March 1967)				35,700
Average Daily Circulation (March 1967)				24,900

For Studio & Mobile Equipment

See Services Volume

# Florida—Fort Pierce-Vero Beach



**WTVX**

Ch. 34

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 26.48-kw max. and 5.25-kw horizontal visual, 14.29-kw max. and 1.12-kw horizontal aural. Antenna: 487-ft. above av. terrain, 476-ft. above ground, 509-ft. above sea level.

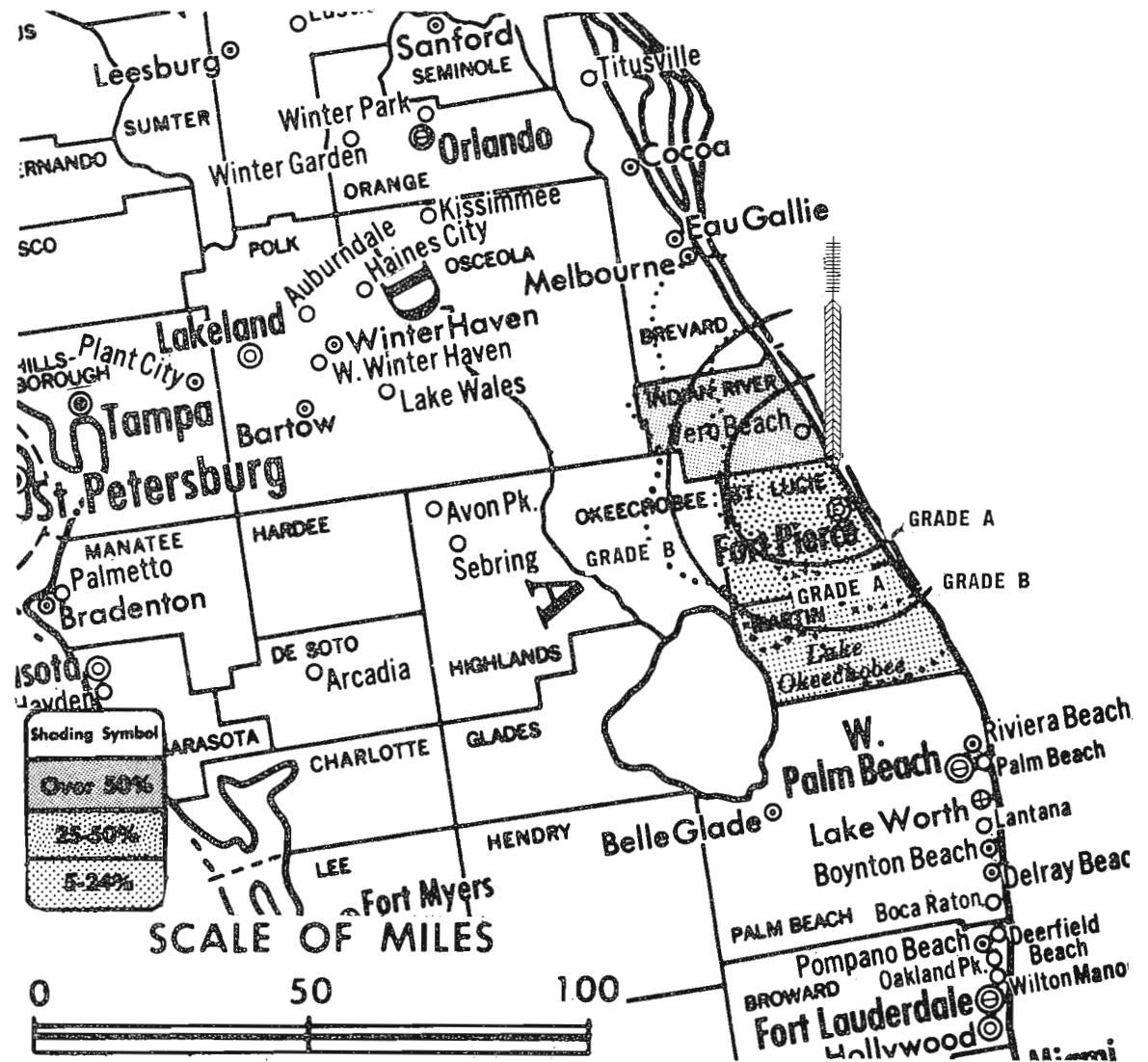
Latitude 27° 32' 46"  
Longitude 80° 22' 08"

Holds CP for change to 317-kw max. & 67.5-kw horizontal visual, 63.4-kw max. & 13.5-kw horizontal aural. BPCT-4013.

Transmitter: North U.S. 1.

Color: Network.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WTVX Ref: FCC File No. BPCT-3567 Granted 7/28/65  
CP: BPCT-4013 Granted 6/5/67

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

## WTVX

Licensee: Indian River Television Inc., Rt. 2, Box 270.

Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.

Telephone: 305-464-5220.

Ownership: William E. Minshall Jr., Ruhl W. & Rupert N. Koble-gard Jr., 59% (as a family group). Officers: W. E. Minshall, pres.-treas.; W. T. Warren, v.p., 9.5%; Ruhl W. Koble-gard, secy.; Mrs. Natalie Frey, asst. treas., 4.3%; Ben L. Bryan Jr., asst. secy., .9%; Donald E. Lord, 4.3%; 11 others, none with as much as 3%. Minshall owns Ch. 20 applicant for Gainesville, Fla.

Began Operation: April 5, 1966.

Represented (sales) by National Television Sales Inc.

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

Personnel:

W. E. MINSHALL, president & general manager.  
DON RAFFEY, production director.  
ERLE HUGHES, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$125.00	\$70.00	\$50.00	\$35.00	\$26.00	\$26.00
NETWORK BASE HOURLY RATE:	\$50.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA Indian River	10,800	9,800	91
<b>Between 25-50%</b>	FLORIDA St Lucie	15,500	14,300	92
<b>Between 5-24%</b>	FLORIDA Martin	7,300	6,800	92
<b>Station Totals</b>		33,600	30,900	92
Net Weekly Circulation (March 1967)			11,800	
Average Daily Circulation (March 1967)			8,600	

For Station-Owned Translators  
  
See Services Volume

# Florida—Jacksonville



**WFGA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"  
Longitude 81° 38' 34"

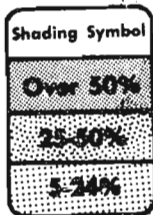
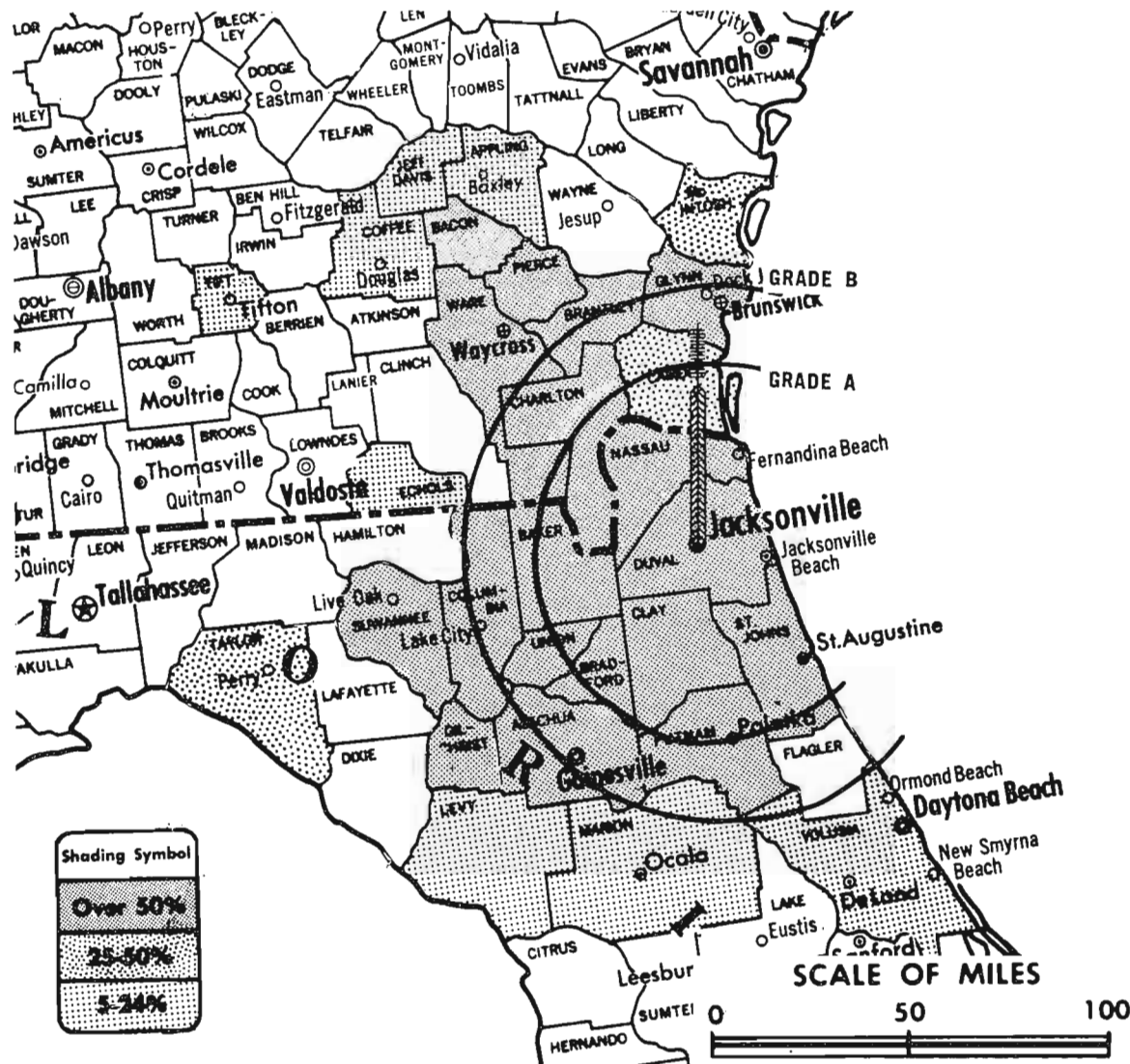
Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WFGA-TV Ref: FCC File No. BPCT-1624 Granted 8/29/56

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## WFGA-TV

Network Service: NBC.

Licensee: Florida-Georgia Television Co. Inc., 1070 E. Adams St., Box 419, Jacksonville, Fla. (32201).

Studio: Television Park, 1070 E. Adams St. (32202).

Telephone: 904-356-3381.

TWX No.: 904-733-3310.

Ownership: Alexander Brest, pres., 24.5%; Harold S. Cohn, 19%; Wometco Enterprises Inc., 45.5%; 6 other stockholders, none owns over 3%. Mr. Cohn controls radio station WRHC, Jacksonville. For other Wometco holdings see WTVJ, Miami.

Began Operation: Sept. 1, 1957.

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

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ALEXANDER BREST, president.  
MITCHELL WOLFSON, v.p. & director.  
JESSE H. CRIFE, exec. vice president, treas. & film buyer.  
RALPH W. NIMMONS, vice president & station manager.  
ROBERT M. REUSCHLE, general sales manager.  
GENE REILLY, national sales manager.  
JOHN CUMMINS, local sales manager.  
HERB GOLD, production manager.  
HAROLD BAKER, v.p. for news & special events.  
HERB MARKS, promotion manager.  
SHERWOOD H. SMITH, v.p. for public service.  
H. L. WINGFIELD, chief engineer.

DIGEST OF RATE CARD NO. 10A  
(Sept. 10, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10 p.m., daily.	\$975.00	\$585.00	\$355.00	\$225.00	\$225.00	\$115.00
NETWORK BASE HOURLY RATE: \$1025 (NBC).						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA				
		Alachua	23,300	20,600	88
		Baker	1,900	1,700	92
		Bradford	3,600	3,300	91
		Clay	6,100	5,700	93
		Columbia	5,900	5,200	89
		Duval	152,200	144,800	95
		Gilchrist	800	700	89
		Nassau	5,100	4,800	93
		Putnam	10,700	9,800	92
		St Johns	9,600	8,900	92
		Suwannee	3,600	3,000	84
		Union	800	700	88
		GEORGIA			
		Bacon	2,200	1,900	87
		Brantley	1,400	1,200	89
		Charlton	1,400	1,300	88
		Glynn	15,500	14,400	93
<b>Between 25-50%</b>	FLORIDA				
		Taylor	4,100	3,500	85
	GEORGIA				
	Camden	3,200	3,000	93	
	Mc Intosh	1,900	1,600	87	
<b>Between 5-24%</b>	FLORIDA				
		Levy	3,100	2,500	82
		Marion	17,300	15,300	88
		Volusia	57,800	54,300	94
	GEORGIA				
		Appling	3,300	2,800	85
		Coffee	5,800	5,000	87
		Echols	200	200	82
	Jeff Davis	2,300	2,000	87	
	Tift	7,200	6,400	89	
Station Totals			364,200	337,100	93
Net Weekly Circulation (March 1967)					220,200
Average Daily Circulation (March 1967)					160,400



# Florida—Jacksonville



## WJKS-TV

Ch. 17

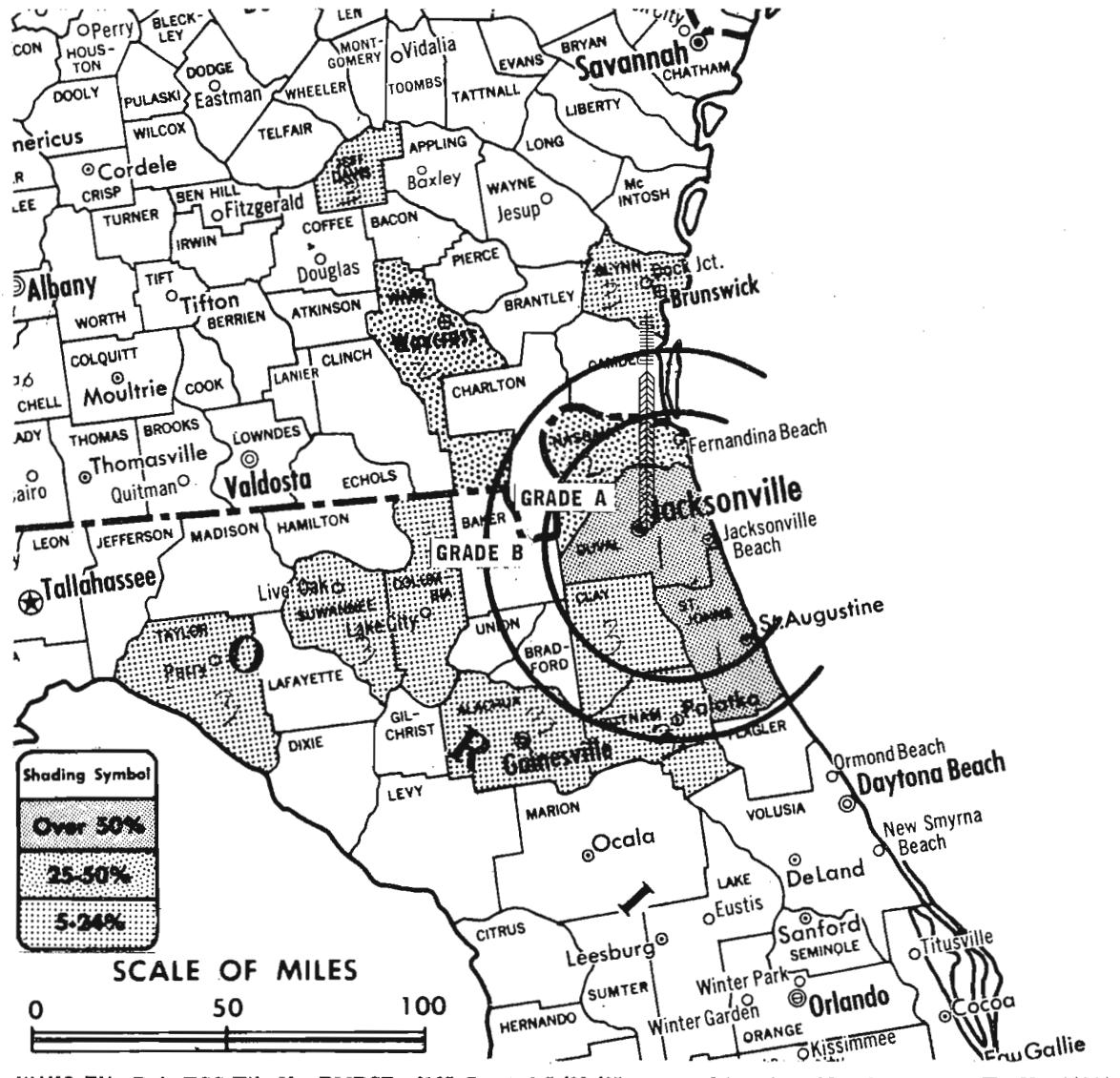
Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1150-kw max. and 1020-kw horizontal visual, 115-kw max. and 102-kw horizontal aural. Antenna: 500-ft. above av. terrain, 518-ft. above ground, 549-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

Transmitter: Hogan Rd. at Newton, Jacksonville.

TV tape: Recording facilities.

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



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WJKS-TV Ref: FCC File No. BMPCT-6127 Granted 7/29/65

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## WJKS-TV

Network Service: ABC.

Licensee: Rust Craft Broadcasting Co., 320 Market St., Steubenville, O.

Studio: 9117 Hogan Rd., Box 17000, Jacksonville (32216).

Telephone: 904-724-9722.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 19, 1966.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Willis C. Becher.

Personnel:

FRED P. SHAWN, vice president & general manager.

JOHN J. KEENAN, sales manager.

THOMAS FRICK, operations manager.

TOM SHEALLY, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$70.00	\$60.00 \$35.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA Duval	152,200	144,800	95
	St Johns	9,600	8,900	92
Between 25-50%	FLORIDA Nassau	5,100	4,800	93
	GEORGIA Ware	11,700	10,600	91
Between 5-24%	FLORIDA Alachua	23,300	20,600	88
	Clay	6,100	5,700	93
	Columbia	5,900	5,200	89
	Putnam	10,700	9,800	92
	Suwannee	3,600	3,000	84
	Taylor	4,100	3,500	85
	GEORGIA Glynn	15,500	14,400	93
Jeff Davis	2,300	2,000	87	
Station Totals		250,100	233,300	93
Net Weekly Circulation (March 1967)				96,500
Average Daily Circulation (March 1967)				46,800

# Florida—Jacksonville



**WJXT**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 931-ft. above av. terrain, 991-ft. above ground, 992.1-ft. above sea level.

Latitude 30° 18' 47"  
Longitude 81° 39' 00"

Transmitter: 1851 Southhampton Rd.

Studio: 1851 Southhampton Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

Telephone: 904-398-0501.

TWX No.: 904-733-3660.

Represented (legal) by Covington & Burling.

Total Households: © SRDS

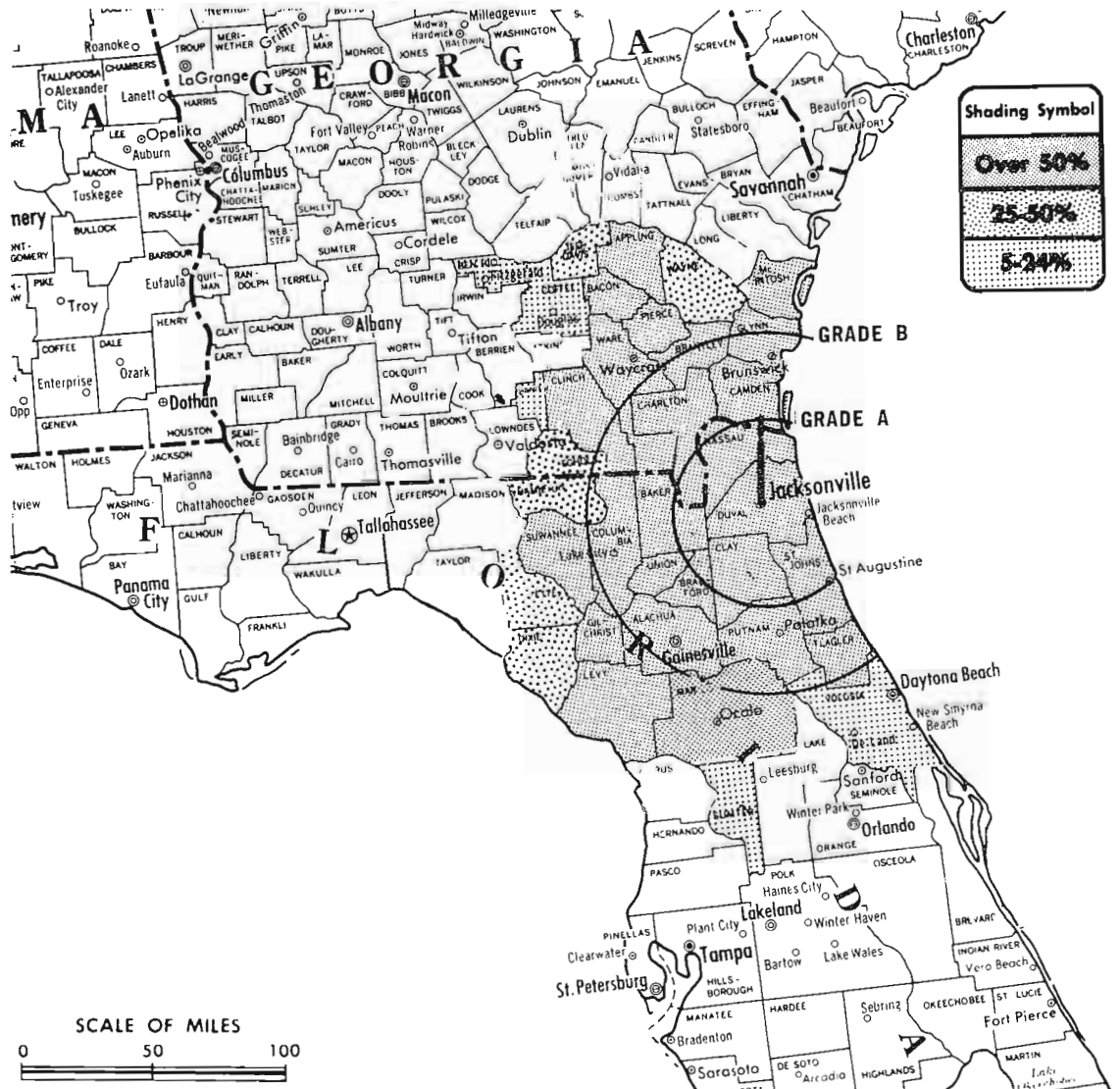
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WJXT Ref: FCC File No. BPCT-2050 Granted 10/27/65

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

## WJXT

Licensee: Post-Newsweek Stations, Florida Inc., 1851 Southhampton Rd., Jacksonville, Fla. (32207).

Ownership: Post-Newsweek Stations Inc. L. E. Richardson, pres.; Glenn Marshall Jr., v.p. For other holdings see WTOP-TV Washington, D.C.

Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- GLENN MARSHALL JR., president & general manager.
- LEONARD MOSBY, assistant manager.
- ROBERT W. SCHELLENBERG, general sales manager.
- NORMAN HAYES, regional sales manager.
- JOHN McQUAIDE, sales service manager.
- ROBERT ATKINS, program manager & film buyer.
- RICHARD D. BRAY, production manager.
- ERNEST VORDERMARK, chief engineer.
- DON PETTINELLI, promotion director.
- WILLIAM A. ROBINSON, research director.
- BILL GROVE, news director.

### DIGEST OF RATE CARD NO. 19 (Feb. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:59-10:59 p.m., daily.	\$950.00	\$570.00	\$380.00	.....	\$325.00	\$235.00	\$125.00

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Alachua	23,300	20,600	88
	Baker	1,900	1,700	92
	Bradford	3,600	3,300	91
	Clay	6,100	5,700	93
	Columbia	5,900	5,200	89
	Duval	152,200	144,800	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>FLORIDA—(Continued)</b>				
	Flagler	1,500	1,400	90
	Gilchrist	800	700	89
	Levy	3,100	2,500	82
	Marion	17,300	15,300	88
	Nassau	5,100	4,800	93
	Putnam	10,700	9,800	92
	St Johns	9,600	8,900	92
	Suwannee	3,600	3,000	84
	Union	800	700	88
<b>Over 50%</b>	<b>GEORGIA</b>			
	Appling	3,300	2,800	85
	Bacon	2,200	1,900	87
	Brantley	1,400	1,200	89
	Camden	3,200	3,000	93
	Charlton	1,400	1,300	88
	Clinch	2,000	1,700	86
	Glynn	15,500	14,400	93
	Mc Intosh	1,900	1,600	87
	Pierce	2,200	1,900	87
	Ware	11,700	10,600	91
<b>Between 25-50%</b>	<b>FLORIDA</b>			
	Dixie	1,200	1,000	79
	Hamilton	1,700	1,400	83
	Lafayette	800	600	81
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Echols	200	200	82
	Jeff Davis	2,300	2,000	87
	Wayne	5,700	5,200	91
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Sumter	3,600	3,200	89
	Volusia	57,800	54,300	94
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Ben Hill	3,800	3,300	85
	Coffee	5,800	5,000	87
	Lanier	1,200	1,000	85
<b>Station Totals</b>		<b>374,400</b>	<b>346,000</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>258,800</b>
<b>Average Daily Circulation (March 1967)</b>				<b>214,500</b>

# Florida—Miami

## WAJA-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 1000-kw max. & 389-kw horizontal visual, 200-kw max. & 77.6-kw horizontal aural. Antenna: 920-ft. above av. terrain, 941-ft. above ground, 951-ft. above sea level.

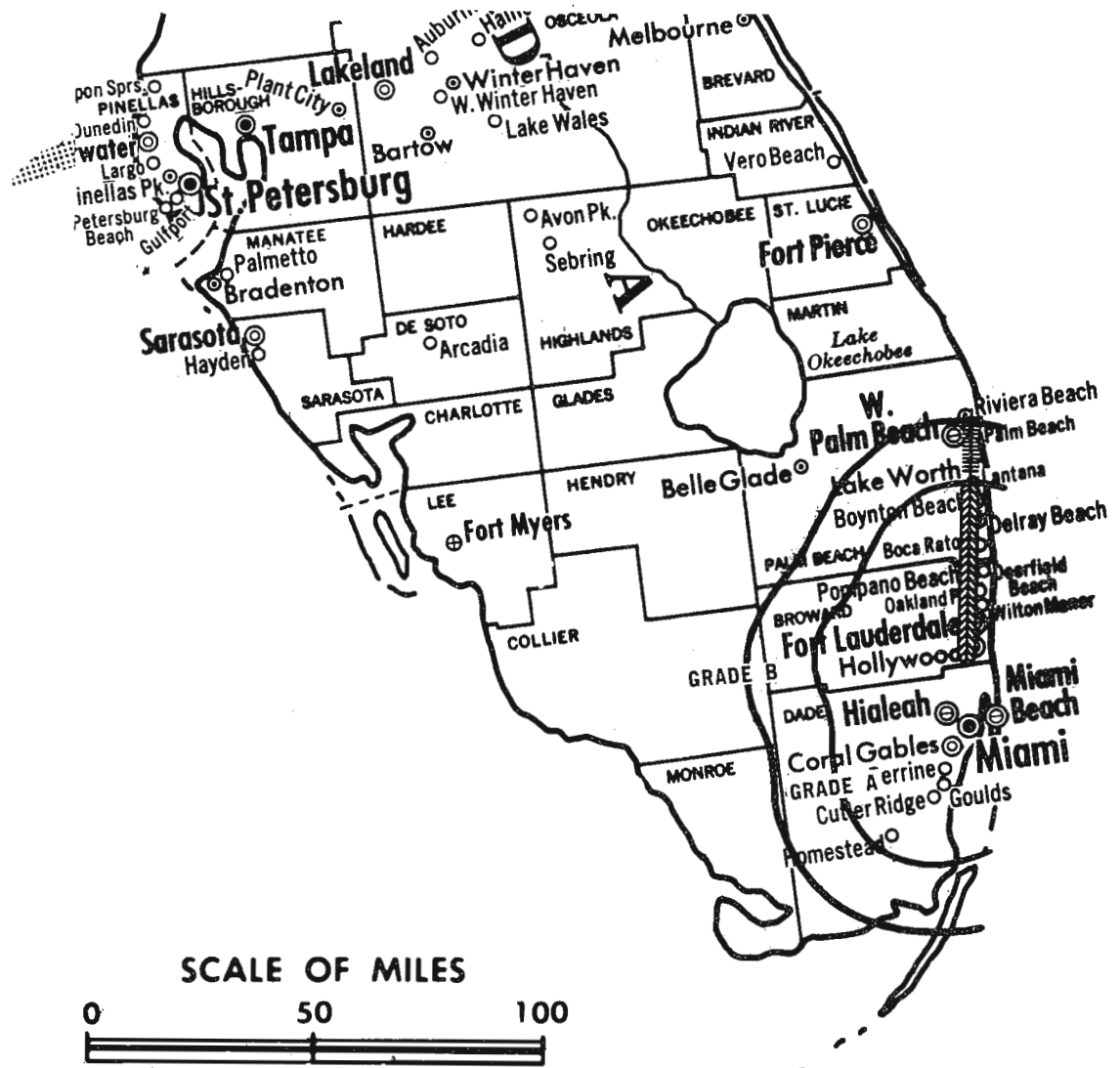
Latitude 25° 57' 27"  
Longitude 80° 12' 43"

Transmitter: Antenna farm, N. Dade County.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

ARB Data: Not available, since station was not in operation when the survey was made.



WAJA-TV Ref: FCC File No. BMPCT-6585 Granted 9/20/67

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

## WAJA-TV

Network Service: None, independent.

Licensee: Coastal Broadcasting System Inc., 695 N.W. 199th St., Miami, Fla. (33169).

Studio: 695 N.W. 199th St. (33169). Telephone: 305-625-1301.

Ownership: Al Lapin Jr., pres., 60%; Abe Finkel, v.p.-secy., 22.5%; Jud Holstein, v.p., treas.-asst. secy., 2.5%; Arthur J. Klein, asst. secy., 2.5%; Al Kallis & Viola Lapin, 5% each; Martin Perlberg, 2.5%. Al Lapin Jr. has 31.58% of KIHV-TV, Santa Barbara, 20% of WDUV-TV, Jacksonville; 50% of KGPA-TV, Phoenix; 47.4% of KCCN, Honolulu; 31.57% of San Bernardino uhf applicant; 55% of Aurora, Ill. & Minneapolis uhf applicants. Finkel has 12.5% of WDUV-TV. Viola Lapin has 20% of KGPA-TV, 36.8% of KCCN, 45% of Minneapolis applicant, interest in Aurora applicant. Perlberg & Klein each has 5% of WDUV-TV. Holstein has 5.2% of KGPA-TV, 2.6% of KCCN, 2.86% of Aurora applicant. Kallis has 5.3% of KCCN.

Began Operation: Dec. 24, 1954, left air April 13, 1957. Sold to present owner by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Welch & Morgan.

Personnel:

JUD HOLSTEIN, vice president & general manager.

TONY GLENN, program & operations manager.

MACEY I. SCHAFFER, sales manager.

L. JIM HALL, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Oct. 23, 1967)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$375.00	\$250.00	\$187.50	\$120.00	\$100.00	\$100.00	\$60.00

Class A—7:30-10:30 p.m., daily.

# Florida—Miami

## WCIX-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 77.6-kw visual, 13.2-kw aural. Antenna: 990-ft. above av. terrain, 1041-ft. above ground, 1049-ft. above sea level.

Latitude 25° 32' 24"  
Longitude 80° 28' 07"

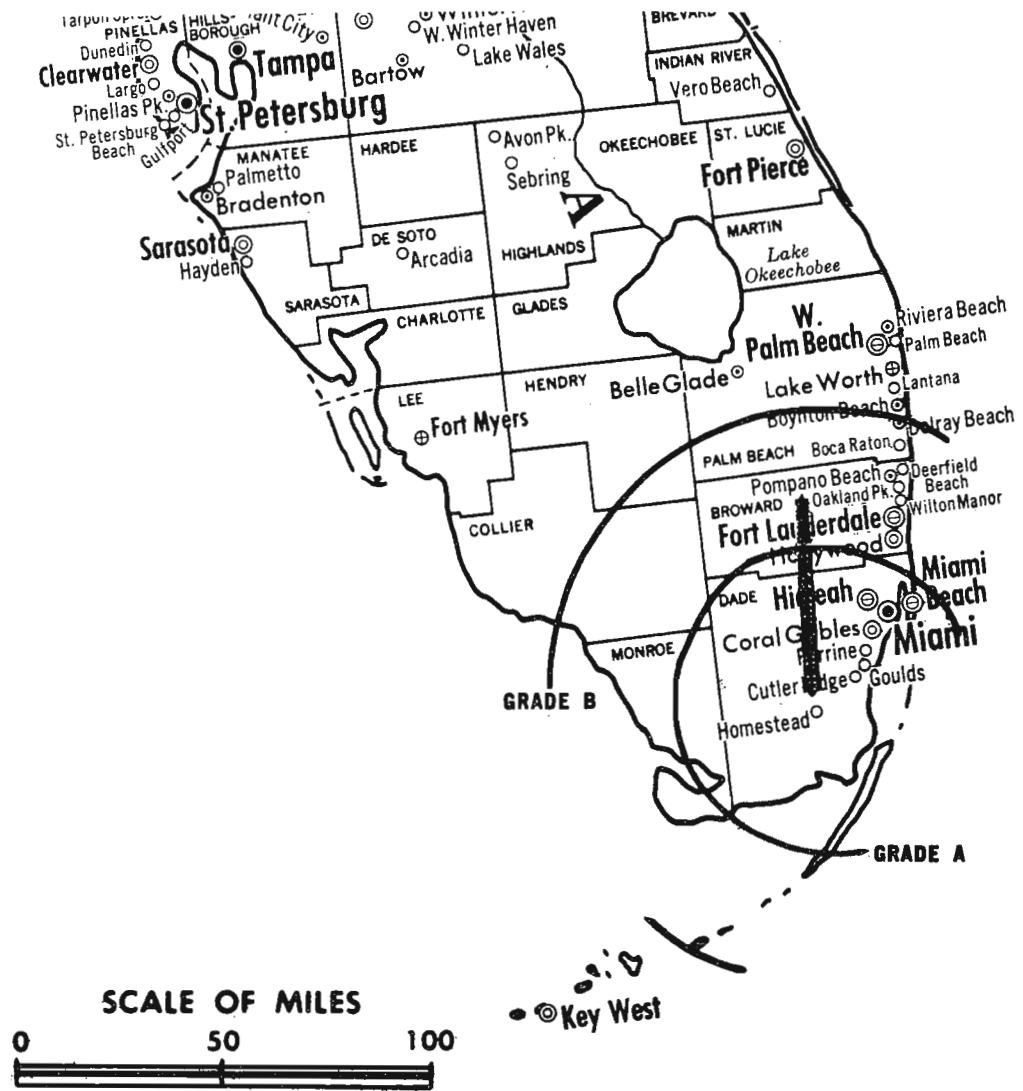
Transmitter: 17107 S.W. 248th St., Princeton, Fla.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Not available since station was not in operation when the survey was made.



WCIX-TV Ref: FCC File No. BPCT-2493 Granted 4/29/64

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

## WCIX-TV

Network Service: None, independent.

Grantee: Coral Television Corp., 1111 Brickell Ave., Miami, Fla. (33131).

Studio: 1111 Brickell Ave., Miami, Fla.

Telephone: 305-377-0811.

Ownership: Francis D. Clyne, 10%; Terence D. Clyne, 10%; Michael Clyne, 10%; Cameron Stewart estate, 6%; E. H. Hill Jr., Leon C. McAskill, Robert A. Peterson, Arthur Adler, 6% each; 15 others, none with more than 5%.

Began Operation: Sept. 18, 1967.

Represented (legal) by Pierson, Ball & Dowd.

Represented (sales) by Metro TV Sales.

### Personnel:

C. TERENCE CLYNE, chairman of the board.  
ROBERT G. HOLBEN, vice president & general manager.  
DONALD J. BADGER, general sales manager.  
LEE PHILLIPS, news director.  
LARRY H. YOUNG JR., chief engineer.  
LOLA CHERSON, promotion manager.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—4-10:30 p.m., Mon.-Fri.; 2-10 p.m., Sat.-Sun.	\$700.00	\$420.00	\$280.00	\$175.00	\$200.00*	\$100.00* \$60.00*

\*Class A—5-10:30 p.m., Mon.-Fri.; 3 10 p.m., Sat.-Sun.



# Florida—Miami



**WCKT**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 158-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level.

Latitude 25° 57' 49"

Longitude 80° 12' 44"

Requests 63.2-kw aural.

Transmitter: Antenna farm, North Dade County, Fla.

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692.

TWX No.: 810-848-6151.

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

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS

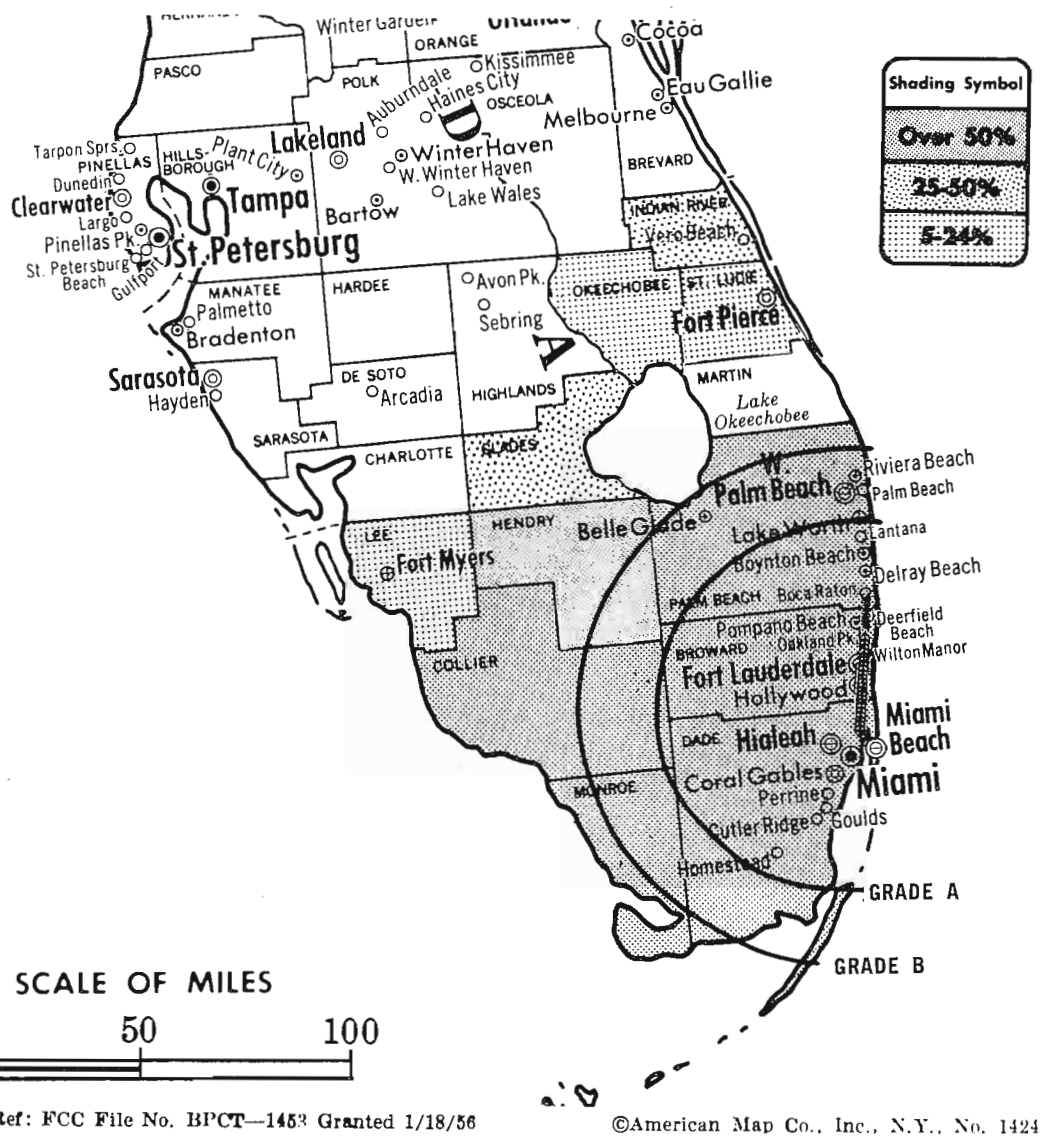
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCKT Ref: FCC File No. BPCT-1453 Granted 1/18/56

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

## WCKT

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).

Ownership: Sunbeam Television Corp., 100%. Sidney D. Ansin, pres. & Sophie Ansin, 23.2% jointly; Edmund N. Ansin, exec. v.p. & treas., 35.8% (including family holdings); Bernard Koteen, 20%; Harold Vinn, 10%; Sarah Milledge, 5%; others, none with more than 2%.

Began Operation: July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

Represented (sales) by Harrington, Righter & Parsons; Bomar Lowrance & Assoc. (Southern).

Represented (legal) by Koteen & Burt.

Represented (engineering) by David L. Steel Sr.

Personnel:

SIDNEY D. ANSIN, president.  
EDMUND N. ANSIN, exec. v.p. & treasurer.  
CHARLES H. PHILIPS, general sales manager.  
ALLEN STERNBERG, operations manager.  
FRANK STRUZZIERI, film manager.  
GENE STRUL, director of news.  
ROBERT H. PAASCH, chief engineer.  
NEIL MURPHY, comptroller.

DIGEST OF RATE CARD NO. 20  
(June 28, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$1600.00	\$960.00	\$640.00	\$240.00			Graded rates apply*

\*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Broward	154,400	148,900	96
	Collier	8,000	7,000	87
	Dade	394,600	374,200	95
	Hendry	2,700	2,300	85
	Monroe	17,400	14,900	86
Between 25-50%	FLORIDA			
	Glades	800	700	84
Between 5-24%	FLORIDA			
	Lee	23,500	21,800	93
	Okeechobee	2,300	2,100	92
	St. Lucie	15,500	14,300	92
Station Totals		727,600	686,600	94
Net Weekly Circulation (March 1967)			596,100	
Average Daily Circulation (March 1967)			423,300	

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151

# Florida—Miami



**WLBW-TV**



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

**Transmitter:** 3/8 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.

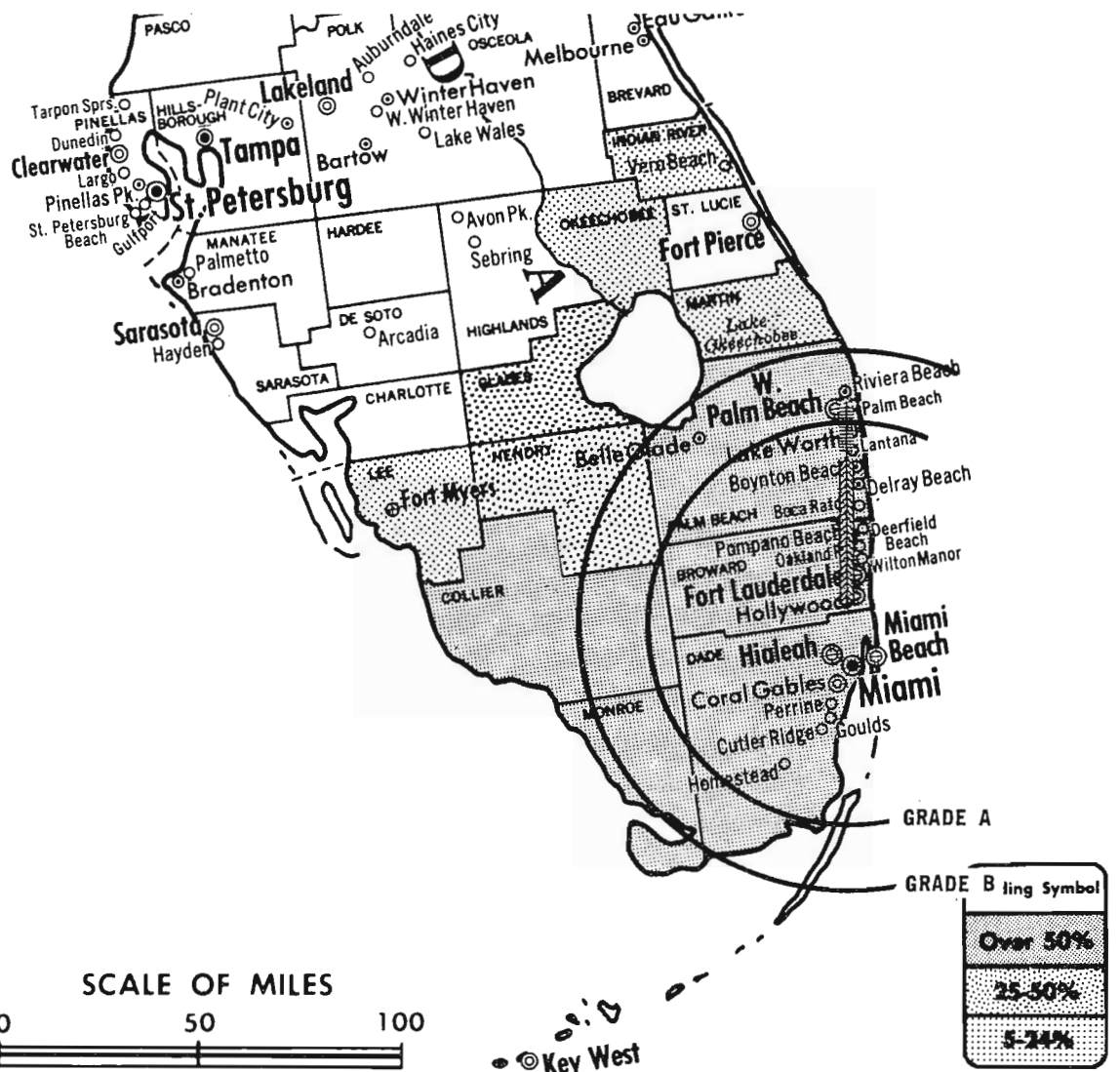
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** ABC.

**Facsimile Service:** AP.

Total Households © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLBW-TV Ref: FCC File No. BMPCT-5781 Granted 9/14/62

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## WLBW-TV

**Licensee:** L. B. Wilson Inc., 3900 Biscayne Blvd., Miami, Fla. (33137).

**Studio:** 3900 Biscayne Blvd.

**Telephone:** 305-377-8131.

**TWX No.:** 810-848-6032.

**Ownership:** C. H. Topmiller, pres., 32.4%; Jeanette Heinze, v.p. & treas., 19.3%; Thomas A. Welstead, v.p. & asst. secy., 19.3%; Wm. M. Ittman, 11.3%; Jolar Inc., 11.3%; Essie Rupp, secy., 6.3%. Mrs. Heinze, Topmiller & Welstead control the corporation through a voting trust agreement under which they are the voting trustees.

**Began Operation:** Nov. 20, 1961.

**Represented (sales) by** Storer Television Sales.

**Represented (legal) by** Robert Marmet.

**Represented (engineering) by** Kear & Kennedy.

### Personnel:

C. H. TOPMILLER, president.  
THOMAS A. WELSTEAD, vice president & general manager.  
CHARLES J. MATHEWS, vice president & general sales manager.  
LIN MASON, vice president, programming.  
WILLIAM LATHAM, vice president, engineering.  
JOHN DOSCHER, national sales manager (N.Y.).  
NORMA McCREARY, national sales coordinator.  
GERARD R. McNULTY, production manager.

## DIGEST OF RATE CARD NO. 10

(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1400.00 \$800.00 \$400.00 ..... Graded rates apply\*

\*Highest rate: \$680.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Broward	154,400	148,900	96
	Collier	8,000	7,000	87
	Dade	394,600	374,200	95
	Monroe	17,400	14,900	86
	Palm Beach	97,600	90,600	93
<b>Between 25-50%</b>	FLORIDA			
	Glades	800	700	84
	Hendry	2,700	2,300	85
<b>Between 5-24%</b>	FLORIDA			
	Indian River	10,800	9,800	91
	Lee	23,500	21,800	93
	Martin	7,300	6,800	92
	Okeechobee	2,300	2,100	92
Station Totals		719,400	679,100	94
Net Weekly Circulation (March 1967)				574,900
Average Daily Circulation (March 1967)				336,200

# Florida—Miami



**WTVJ**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

Transmitter: 5100 Hallandale Beach Blvd.

Studio: 316 N. Miami Ave.

TV tape: Recording facilities.

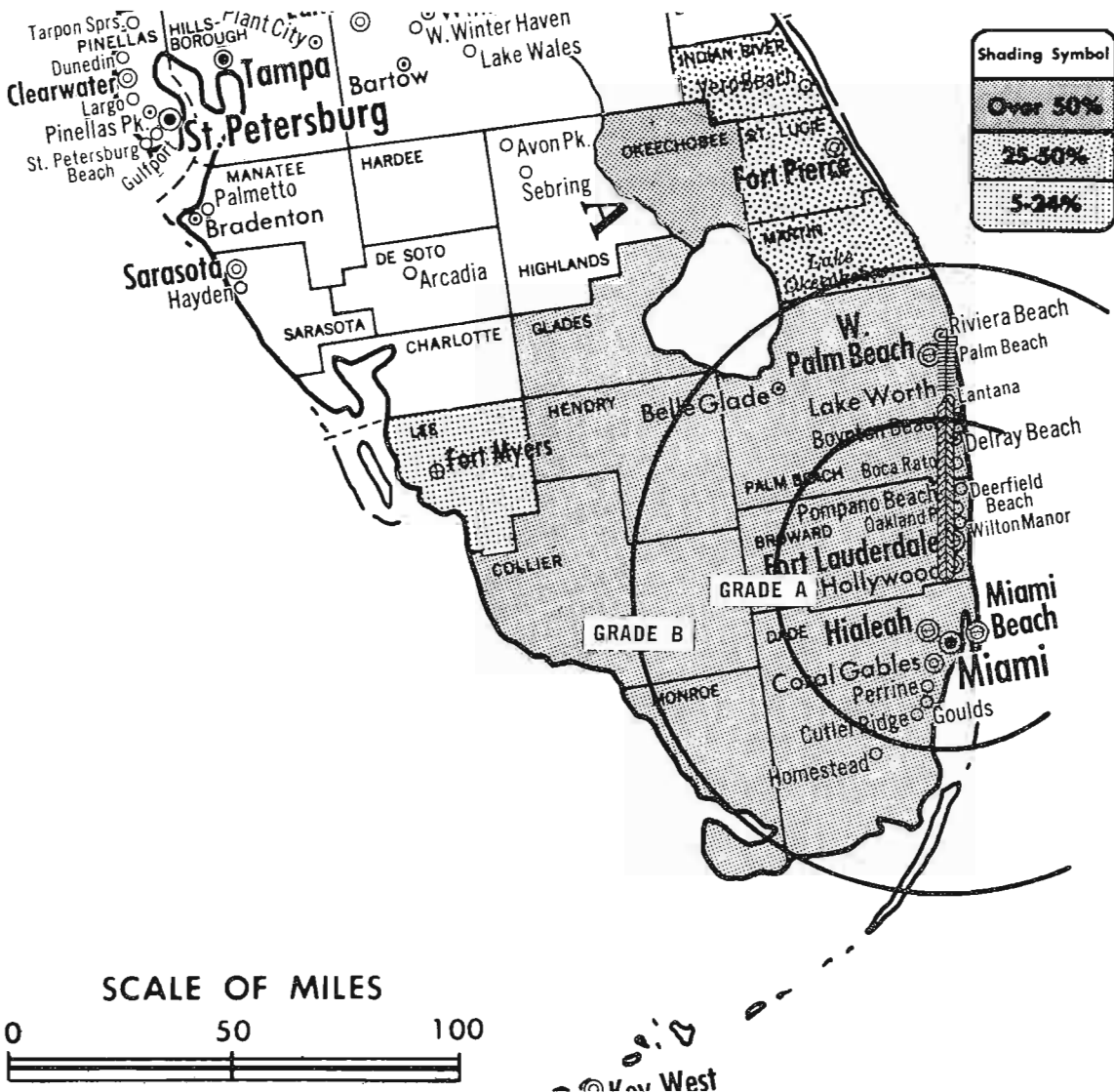
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTVJ Ref: FCC File No. BMPCT-1083 Granted 5/14/63 ©American Map Co., Inc., N.Y., No. 14244

## WTVJ

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. (33128).

Telephone: 305-377-8241. TWX No.: 810-848-6191.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also has 45.5% interest in WFGA-TV, Jacksonville, Fla., and holds 99.3% of WLOS-TV, Asheville, N.C. Wometco Enterprises also owns KVO5-TV, Bellingham, Wash.

Began Operation: March 21, 1949.

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

Represented (legal) by Marcus Cohn.

Represented (engineering) by John Creutz.

### Personnel:

- MITCHELL WOLFSON, president.
- LOUIS WOLFSON II, v.p., broadcast division.
- WILLIAM R. BRAZZIL, v.p. in charge of WTVJ.
- RALPH RENICK, v.p. for WTVJ news.
- FRANK HOWELL, general executive.
- THOMAS J. BURKHART, general sales manager.
- THOMAS FRAIOLI, national sales manager.
- JACK WILEY, local sales manager.
- DONALD J. HICKS, asst. national sales manager.
- DON SHEPHERD, promotion director.
- LEE WALLER, program director.
- JOE KLINE, director of technical operations.
- CLAYTON TURNER, broadcast operations manager.
- ROBERT J. ROSS, film buyer.
- EARL LEWIS, chief transmitter engineer.

## DIGEST OF RATE CARD NO. 25 (Sept. 3, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—7:30-10:30 p.m., daily.					
\$1700.00	\$1020.00	\$665.00	\$525.00	\$425.00	\$210.00

NETWORK BASE HOURLY RATE: \$1600.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>FLORIDA</b>				
		Broward	154,400	148,900	96
		Collier	8,000	7,000	87
		Dade	394,600	374,200	95
		Glades	800	700	84
		Hendry	2,700	2,300	85
		Monroe	17,400	14,900	86
		Okeechobee	2,300	2,100	92
<b>Between 25-50%</b>	<b>FLORIDA</b>				
		Indian River	10,800	9,800	91
		Martin	7,300	6,800	92
	St Lucie	15,500	14,300	92	
<b>Between 5-24%</b>	<b>FLORIDA</b>				
	Lee	23,500	21,800	93	
Station Totals			734,900	693,400	94
Net Weekly Circulation (March 1967)				626,300	
Average Daily Circulation (March 1967)				492,100	

# Florida—Orlando



**WDBO-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 540-ft. above av. terrain, 584-ft. above ground, 687-ft. above sea level.

Latitude 28° 33' 17"  
Longitude 81° 24' 42"

Holds CP for 20-kw aural, 1465-ft. above av. terrain, 1480-ft. above ground, 1545-ft. above sea level, lat. 28° 36' 08", long. 81° 05' 38"; transmitter to 3.5-mi. N of Bithlo. BPCT—3742.

Transmitter: 950 N. Texas Ave.

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

News Wire Service: AP, UPI, CBS.

Studio: 30 S. Ivanhoe Blvd. (32802).

Represented (engineering) by Lohnes & Culver.

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

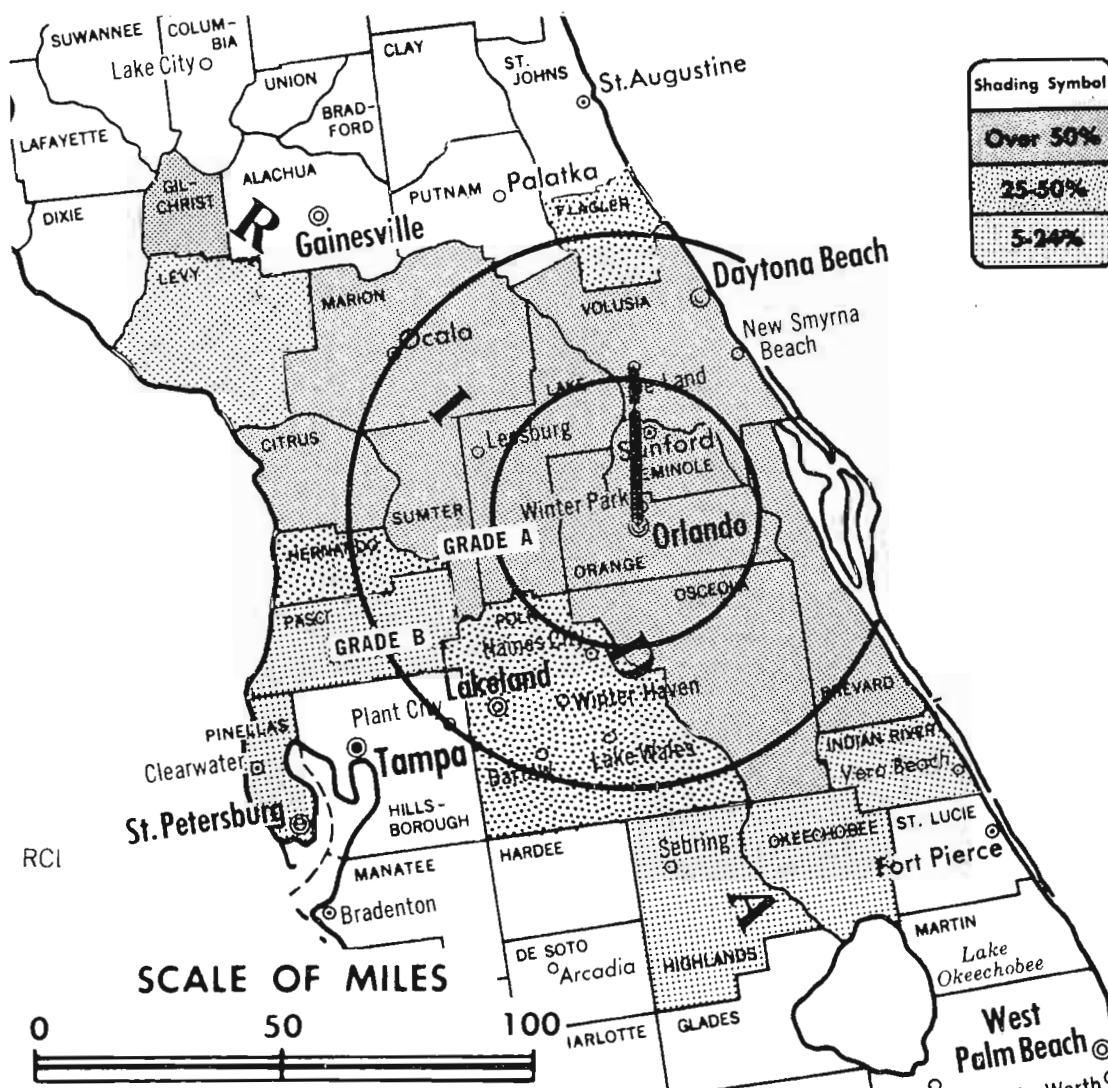
FM Affiliate: WDBO-FM, 25-kw, 92.3 mc (No. 222), 460-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WDBO-TV Ref: FCC File No. BMPCT—1633 Granted 12/31/53

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

## WDBO-TV

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Telephone: 305-241-1491. TWX No.: 810-850-0141.

Ownership: See WJAR-TV, Providence, R.I.

Began Operation: July 1, 1954. Sale to present owner by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Television Digest, Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957 by FCC.

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

Represented (legal) by Amram, Hahn & Sundlun.

### Personnel:

JOSEPH S. (Dody) SINCLAIR, president & general manager.  
ARNOLD F. SCHOEN JR., vice president.  
LEONARD S. DAVEY JR., sales manager.  
EVERETT H. HUGHES, program director & film buyer.  
AGNES CARLSON, sales coordinator.  
BENJAMIN AYCRIGG, news director.  
J. COLIN MURCHISON JR., production director.  
CHARLES S. STROMBERG, chief engineer.

### DIGEST OF RATE CARD NO. II—(June 1, 1967)

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 ..... \$196.00 \$196.00 \$98.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Brevard	61,000	57,600	94
	Citrus	3,800	3,400	89
	Gilchrist	800	700	89
	Lake	22,100	20,700	94
	Marion	17,300	15,300	88
	Orange	104,200	99,000	95
	Osceola	8,200	7,600	92
	Seminole	20,600	19,400	94
	Sumter	3,600	3,200	89
Volusia	57,800	54,300	94	
<b>Between 25-50%</b>	FLORIDA			
	Flagler	1,500	1,400	90
	Hernando	4,300	3,900	91
	Polk	69,000	64,700	94
<b>Between 5-24%</b>	FLORIDA			
	Highlands	8,200	7,400	91
	Indian River	10,800	9,800	91
	Levy	3,100	2,500	82
	Okeechobee	2,300	2,100	92
	Pasco	15,300	14,200	93
Pinellas	180,100	171,100	95	
Station Totals		594,000	558,300	94
Net Weekly Circulation (March 1967)				292,700
Average Daily Circulation (March 1967)				210,500



# Florida—Orlando



**WFTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 610-ft. above av. terrain, 651-ft. above ground, 749-ft. above sea level.

Latitude 28° 32' 10"  
Longitude 81° 27' 00"

Requests change to 1378-ft. above av. terrain, 1479-ft. above ground, 1544-ft. above sea level, lat. 28° 36' 08", long. 81° 05' 38"; transmitter to 3.5-mi. N of Bithlo, near Orlando. BPCT—1801.

Transmitter: Broadcast Park, near Orlovista, Fla.

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

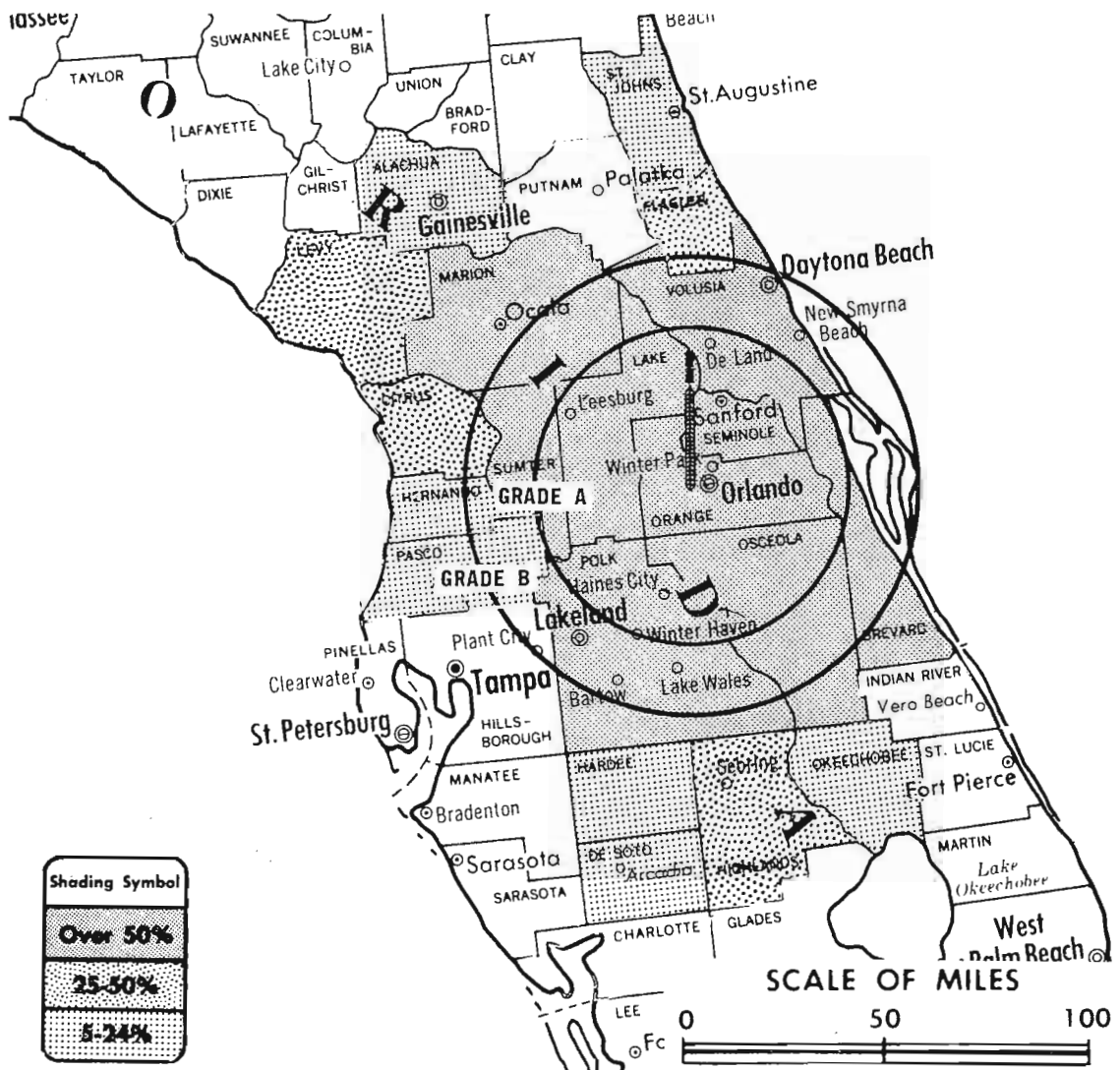
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Studio: 639 West Central (32805).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFTV Ref: FCC File No. BMPCT—4827 Granted 11/20/57

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

## WFTV

Licensee: Mid-Florida TV Corp., Box 5795, Orlando, Fla. (32805).

Telephone: 305-241-6543. TWX No.: 810-850-0179.

Ownership: Joseph L. Brechner, pres., 50.8%; Marion B. Brechner, asst. secy.-treas., 11.8%; Harris H. Thompson, 14.1%; others none with more than 10%. Harris H. Thompson controls radios KEZY & KEZR (FM), Anaheim, Cal.

Began Operation: Feb. 1, 1958.

Represented (sales) by Blair Television Associates.

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

Represented (legal) by Marcus Cohn.

Personnel:

JOSEPH L. BRECHNER, president & general manager.  
WILLIAM T. LATHAM, general sales manager.  
MICHAEL CLARKE, administrative assistant.  
MARION B. BRECHNER, v.p. in charge of promotion & community affairs.  
HARRY RICHARD, program director & film buyer.  
TOM GRUBBS, production manager.  
RAY RUESTER, v.p. in charge of news.  
W. DODD DANIEL, engineer director.  
JAMES HAMMOND, chief engineer.

DIGEST OF RATE CARD NO. 10—(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$800.00	\$500.00			\$200.00	\$175.00	\$87.50

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Brevard	61,000	57,600	94
	Flagler	1,500	1,400	90
	Lake	22,100	20,700	94
	Marion	17,300	15,300	88
	Orange	104,200	99,000	95
	Osceola	8,200	7,600	92
	Polk	69,000	64,700	94
	Seminole	20,600	19,400	94
	Sumter	3,600	3,200	89
	Volusia	57,800	54,300	94
Between 25-50%	FLORIDA			
	Citrus	3,800	3,400	89
	Highlands	8,200	7,400	91
Levy	3,100	2,500	82	
Between 5-24%	FLORIDA			
	Alachua	23,300	20,600	88
	De Soto	3,700	3,300	90
	Hardee	3,900	3,600	93
	Hernando	4,300	3,900	91
	Okeechobee	2,300	2,100	92
	Pasco	15,300	14,200	93
	St Johns	9,600	8,900	92
Station Totals		442,800	413,100	93
Net Weekly Circulation (March 1967)				295,100
Average Daily Circulation (March 1967)				180,400

For Florida Market Rankings, see page 140-b

# Florida—Daytona Beach-Orlando



**WESH-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1036-ft. above sea level.

Latitude 28° 56' 25"

Longitude 81° 18' 33"

Transmitter: Orange City, Fla., midway between Daytona Beach and Orlando.

Color: Network, film, slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

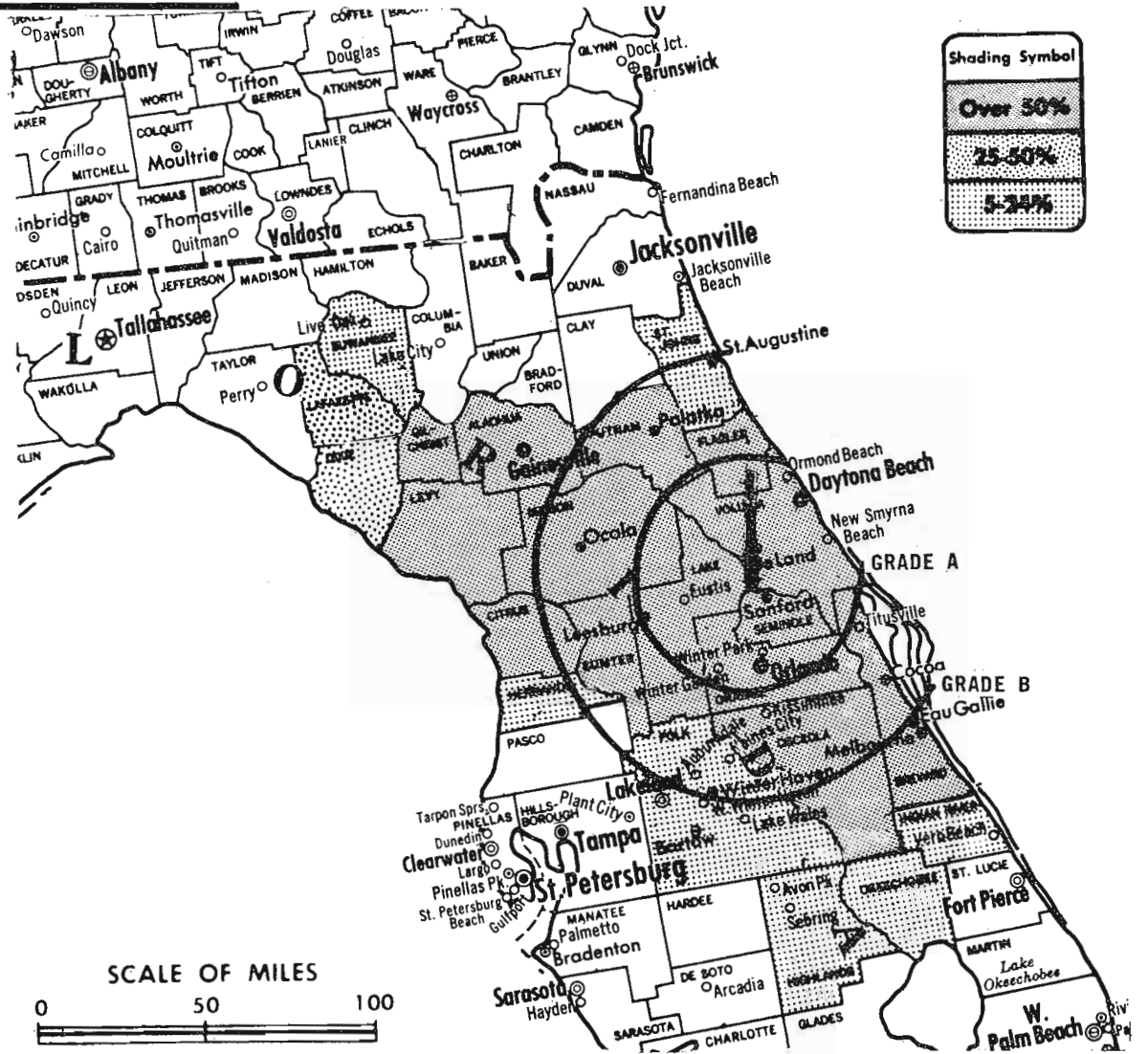
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WESH-TV Ref: FCC File No. BMPCT-4150 Granted 2/6/57

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

## WESH-TV

Licensee: Cowles Florida Broadcasting Inc., Box 7697, Orlando.

Studios: 540 Corporation Ave., Daytona Beach (32015); 1501 Minnesota Ave. (Winter Park), Orlando (32789).

Telephones: 904-253-7616, Daytona Beach; 305-647-5705, Orlando. TWX No.: 810-857-0300, Daytona Beach; 810-853-0255, Winter Park.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: May 29, 1956. Sale to present owner by John H. Perry interests approved April 20, 1966 by FCC (Television Digest, Vol. 5:47).

Represented (sales) by Katz Agency.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Kear and Kennedy.

Personnel:

T. S. GILCHRIST JR., v.p. & general manager.  
WALTER STROUSE, station manager.  
HARRY LE BRUN, general sales manager.  
KENNETH H. BROWN JR., sports director.  
NICK PFEIFAU, director of news.  
PAUL MARLOWE, director of public affairs.  
JULIAN BENNETT, production & promotion manager.  
CHARLES CARTER JR., chief engineer.

DIGEST OF RATE CARD NO. 10—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
\$850.00	\$420.00				\$175.00	\$90.00

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Alachua	23,300	20,600	88
	Brevard	61,000	57,600	94
	Citrus	3,800	3,400	89
	Flagler	1,500	1,400	90
	Gilchrist	800	700	89
	Lake	22,100	20,700	94
	Levy	3,100	2,500	82
	Marion	17,300	15,300	88
	Orange	104,200	99,000	95
	Osceola	8,200	7,600	92
	Putnam	10,700	9,800	92
	Seminole	20,600	19,400	94
	Sumter	3,600	3,200	89
Volusia	57,800	54,300	94	
<b>Between 25-50%</b>	FLORIDA			
	Dixie	1,200	1,000	79
Lafayette	800	600	81	
<b>Between 5-24%</b>	FLORIDA			
	Hernando	4,300	3,900	91
	Highlands	8,200	7,400	91
	Indian River	10,800	9,800	91
	Okeechobee	2,300	2,100	92
	Polk	69,000	64,700	94
	St Johns	9,600	8,900	92
Suwannee	3,600	3,000	84	
Station Totals		447,800	416,900	93
Net Weekly Circulation (March 1967)				285,900
Average Daily Circulation (March 1967)				208,100

# Florida—Palm Beach



**WPTV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1031-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 42"

Requests 1990-ft. above av. terrain, 2028-ft. above ground, 2045-ft. above sea level, lat. 26° 24' 15", long. 80° 13' 10"; transmitter to .95-mi. W of U.S. 441, near Boca Raton, Fla. BPCT—3656.

Transmitter: Near Green Acres City & Lantana Rd.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

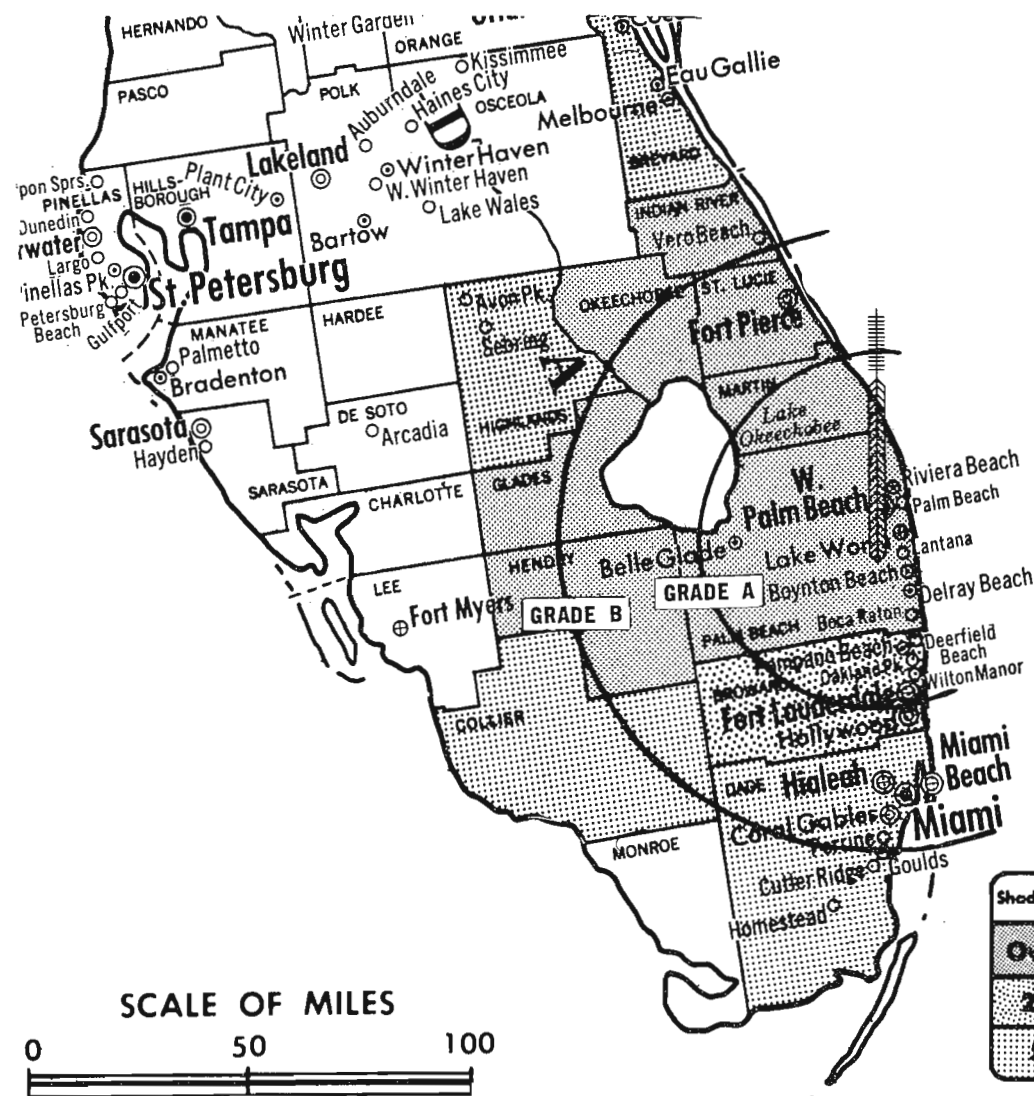
Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WPTV Ref: FCC File No. BMPCT—1862 Granted 3/15/54

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

## WPTV

Licensee: Scripps-Howard Bcstg. Co., 200 Park Ave., N.Y., N.Y. (10017).

Studios: 5 Coconut Row, Palm Beach (33480); Coral Ridge Plaza, Fort Lauderdale (33312).

Telephone: 305-833-2471.

TWX No.: 510-952-6669.

Ownership: Scripps-Howard Bcstg. Co., 100%. See WEWS, Cleveland, Ohio.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vols. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (Vol. 12:37, 40).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Baker, Hostetler & Patterson.

Personnel:

CHESTER E. PIKE JR., v.p., gen. mgr. & gen. sales mgr.  
STAN DOYLE, administrative assistant to v.p., gen. mgr.  
JACK DOSDOURIAN, program director.  
LEN JASCO, production manager.  
LEWIS EVENDEN, chief engineer.

DIGEST OF RATE CARD NO. 6-67  
(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6-11 p.m., daily.

\$700.00 \$450.00 \$300.00 \$200.00 \$160.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$300.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Glades	800	700	84
	Hendry	2,700	2,300	85
	Indian River	10,800	9,800	91
	Martin	7,300	6,800	92
	Okeechobee	2,300	2,100	92
	Palm Beach	97,600	90,600	93
St Lucie	15,500	14,300	92	
Between 25-50%	FLORIDA			
	Broward	154,400	148,900	96
Between 5-24%	FLORIDA			
	Brevard	61,000	57,600	94
	Collier	8,000	7,000	87
	Dade	394,600	374,200	95
Highlands	8,200	7,400	91	
Station Totals		763,200	721,700	95
Net Weekly Circulation (March 1967)			193,400	
Average Daily Circulation (March 1967)			113,600	

For Index to Contents,  
see Services Volume

# Florida—West Palm Beach



**WEAT-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 28"

Transmitter: Intersection U.S. Hwy. 441 & State Rd. 812.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

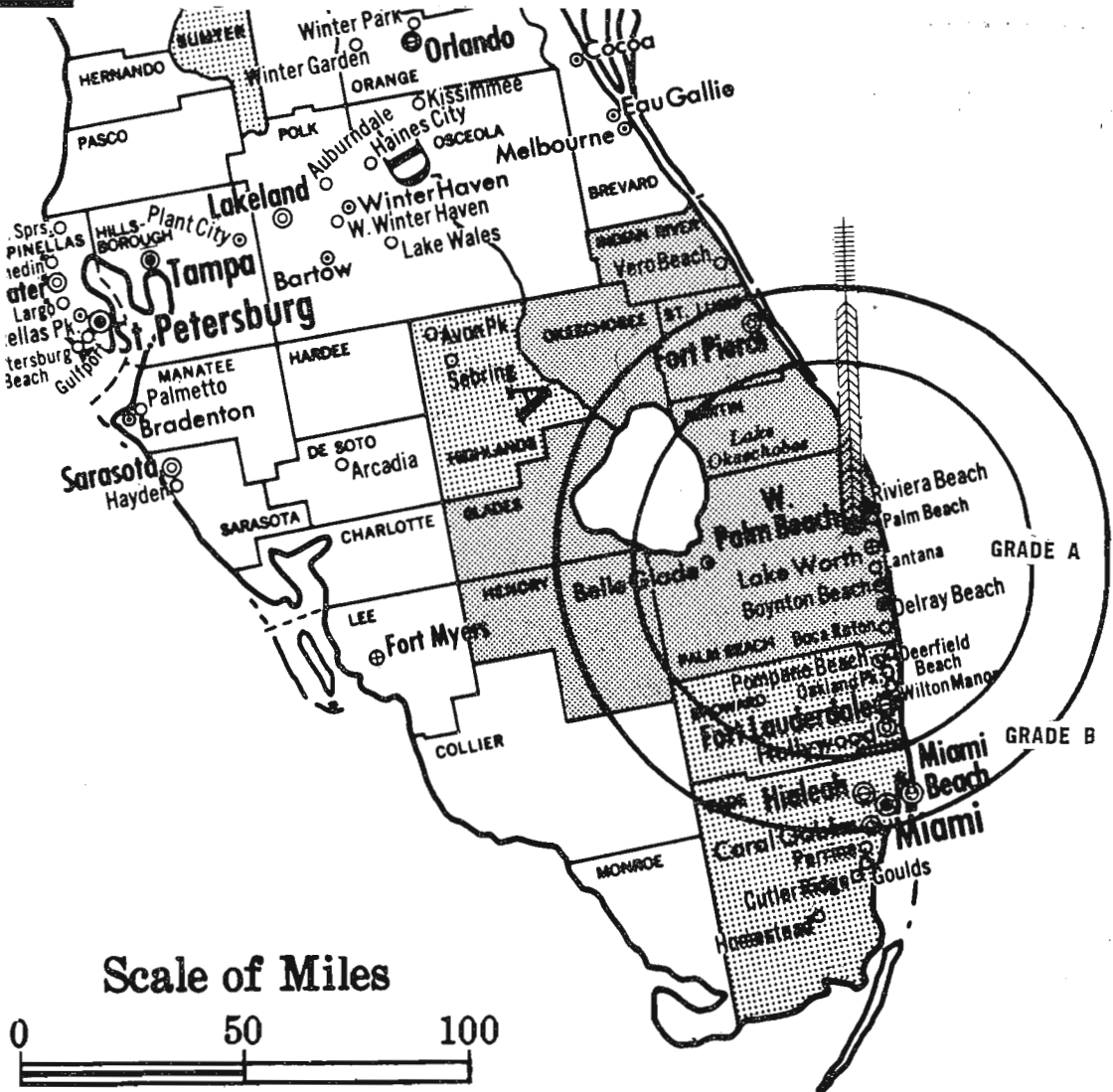
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WEAT, 1-kw, 850 kc (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WEAT-TV Ref: FCC File No. BPCT-2916 Granted 2/21/62

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

## WEAT-TV

Licensee: Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. (33402).

General Offices: Palm Beach Towers, Palm Beach.

Studio: Congress Ave. & Lark Rd., West Palm Beach (33406).

Telephone: 305-833-9668.

Ownership: Gardens Bcstg. Co. Royal American Industries Inc., 100%. Royal American Industries is 2/3 owned by Bankers Life & Casualty Co., also owner of radio KGA, Spokane.

Began Operation: Jan. 1, 1955. Sale to present owners by Rand Broadcasting and associate Bertram Lehtar approved Feb. 25, 1964 by FCC (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lehtar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by Adam Young—VTM Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN D. MacARTHUR, president.  
CHARLES KELLY, exec. vice president & general manager.  
JAMES O'ROURKE, general sales manager.  
WILLIAM J. CODDING, chief engineer.

### DIGEST OF RATE CARD NO. 16 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Glades	800	700	84
	Hendry	2,700	2,300	85
	Indian River	10,800	9,800	91
	Martin	7,300	6,800	92
	Okeechobee	2,300	2,100	92
	Palm Beach	97,600	90,600	93
St Lucie	15,500	14,300	92	
Between 5-24%	FLORIDA			
	Broward	154,400	148,900	96
	Dade	394,600	374,200	95
	Highlands	8,200	7,400	91
Sumter	3,600	3,200	89	
Station Totals		697,800	660,300	95
Net Weekly Circulation (March 1967)				146,600
Average Daily Circulation (March 1967)				61,100

President **Hugh Ben LaRue** Area Code 212 **265-3430**

**La Rue Media Brokers Inc.**

**Radio Television CATV**

#### Recent Sales

Radio: Palm Beach, Florida \$400,000

Radio: Springfield, Mass. \$260,000

116 Central Park South  
New York, N.Y.



# Florida—Pensacola-Mobile, Ala.



## WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"  
Longitude 87° 37' 31"

Transmitter: Rosinton, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

Represented (engineering) by G. Russell Chambers.

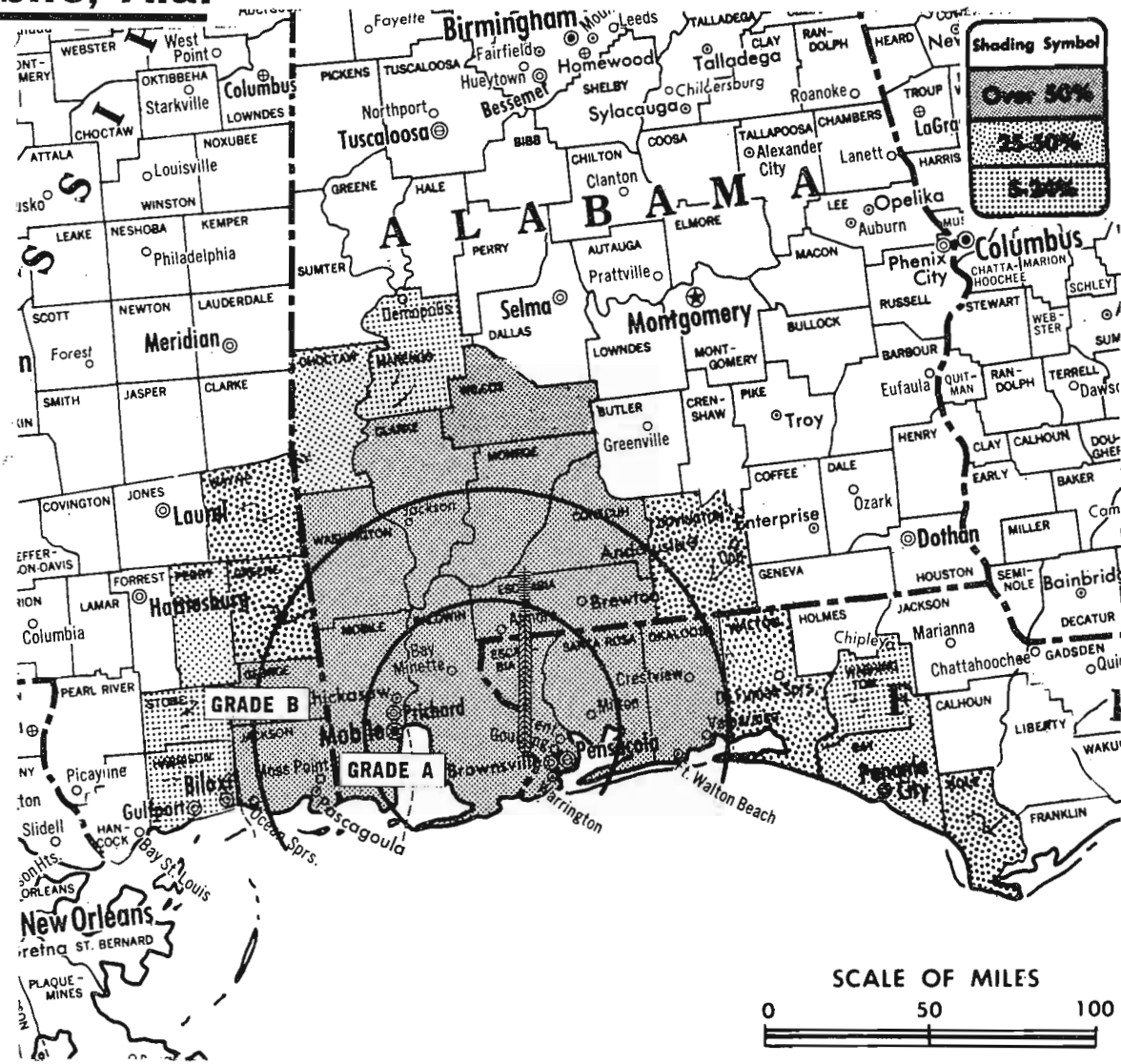
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WEAR-TV Ref: FCC File No. BMPCT-5318 Granted 7/22/59

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## WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla. (32502).

Telephone: 305-455-7311. TWX No.: 305-476-6142.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by The Katz Agency.

Represented (legal) by Marcus Cohn.

Personnel:

O. WAYNE ROLLINS, president.  
R. RANDALL ROLLINS, executive vice president.  
WILLIAM G. RHODES, asst. to executive vice president.  
MILT de REYNA, general manager & film buyer.  
JACK KENNEY, operations manager.  
HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. A-14-a—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$195.00	\$165.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$725.

Station Studio & Mobile Equipment

Listed in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Baldwin	15,300	14,100	92
	Clarke	6,800	5,500	81
	Conecuh	3,900	3,100	80
	Escambia	9,600	8,200	86
	Mobile	103,100	96,500	94
	Monroe	5,300	4,200	78
	Washington	3,700	3,000	83
	Wilcox	3,600	2,700	73
	FLORIDA			
Escambia	55,900	53,200	95	
Okaloosa	21,100	20,000	95	
Santa Rosa	9,200	8,700	95	
MISSISSIPPI				
George	3,300	3,000	92	
Jackson	20,000	18,400	92	
Between 25-50%	ALABAMA			
	Covington	9,700	8,400	87
	FLORIDA			
	Gulf	2,800	2,500	88
	Walton	4,600	4,000	87
MISSISSIPPI				
Greene	2,300	1,900	79	
Wayne	4,500	3,700	82	
Between 5-24%	ALABAMA			
	Choctaw	4,400	3,400	78
	Marengo	6,500	5,100	78
	FLORIDA			
	Bay	22,000	20,700	94
	Washington	3,000	2,600	87
	MISSISSIPPI			
Harrison	37,300	34,600	93	
Perry	2,400	2,000	84	
Stone	2,300	2,000	87	
Station Totals		362,600	331,500	91
Net Weekly Circulation (March 1967)				233,700
Average Daily Circulation (March 1967)				151,600

# Florida—Panama City



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

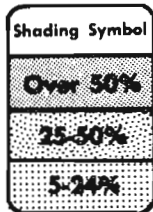
Transmitter: 4 mi. NNE of Youngstown, Fla.

Studio: 107 Harrison Ave., Panama City.

Color: Network, film & slide.

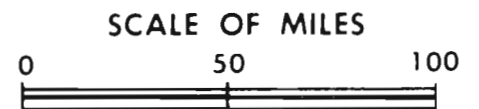
News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study

WJHG-TV Ref: FCC File No. BPCT-3267 Granted 12/31/63



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## WJHG-TV

Network Service: ABC, NBC.

Licensee: Gray Communications Systems Inc., Albany, Georgia.

Telephone: 305-763-7651.

Ownership: See WALB-TV, Albany, Ga.

Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

Represented (sales) by Adam Young—VTM Inc.; James S. Ayers Co. (Atlanta).

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

Personnel:

RAYMOND E. CAROW, v.p., managing director, Gray Television.  
JAMES TIGHE, station manager.  
EARL HUTTO, production manager.  
BILL CARPENTER, chief engineer.

### DIGEST OF RATE CARD NO. 2—(July 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$65.00 \$55.00 \$28.00

NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (NBC).

For Color Set Penetration by Market

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Dale	10,200	9,200	90
	Geneva	6,000	5,200	87
	Houston	16,000	14,700	92
	FLORIDA			
	Bay	22,000	20,700	94
	Calhoun	1,800	1,500	83
	Franklin	2,100	1,800	85
	Gadsden	9,600	8,300	86
	Gulf	2,800	2,500	88
	Holmes	2,700	2,200	81
	Jackson	9,700	8,200	85
	Liberty	900	700	86
Okaloosa	21,100	20,000	95	
Walton	4,600	4,000	87	
Washington	3,000	2,600	87	
Between 25-50%	ALABAMA			
	Coffee	8,800	7,700	88
	Henry	3,500	3,000	86
FLORIDA	Leon	22,600	20,700	92
	Wakulla	1,400	1,300	91
GEORGIA	Seminole	1,600	1,400	89
	Between 5-24%	ALABAMA		
Covington		9,700	8,400	87
Macon		5,700	4,700	82
GEORGIA	Decatur	7,500	6,700	90
	Thomas	10,400	9,400	91
Station Totals		183,700	164,900	90
Net Weekly Circulation (March 1967)				96,400
Average Daily Circulation (March 1967)				62,900

# Florida—Tallahassee-Thomasville, Georgia



**WCTV**

Ch. 6



Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"  
Longitude 84° 12' 36"

Transmitter: Lake Iamonia, Fla.

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

News Wire Service: AP.

Facsimile Service: AP.

Office: 2225 N. Monroe St., Tallahassee, Fla. (32303).

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville, Ga.

Telephone: 904-385-2121, Tallahassee.

TWX No.: 810-931-3773.

Total Households: © SRDS

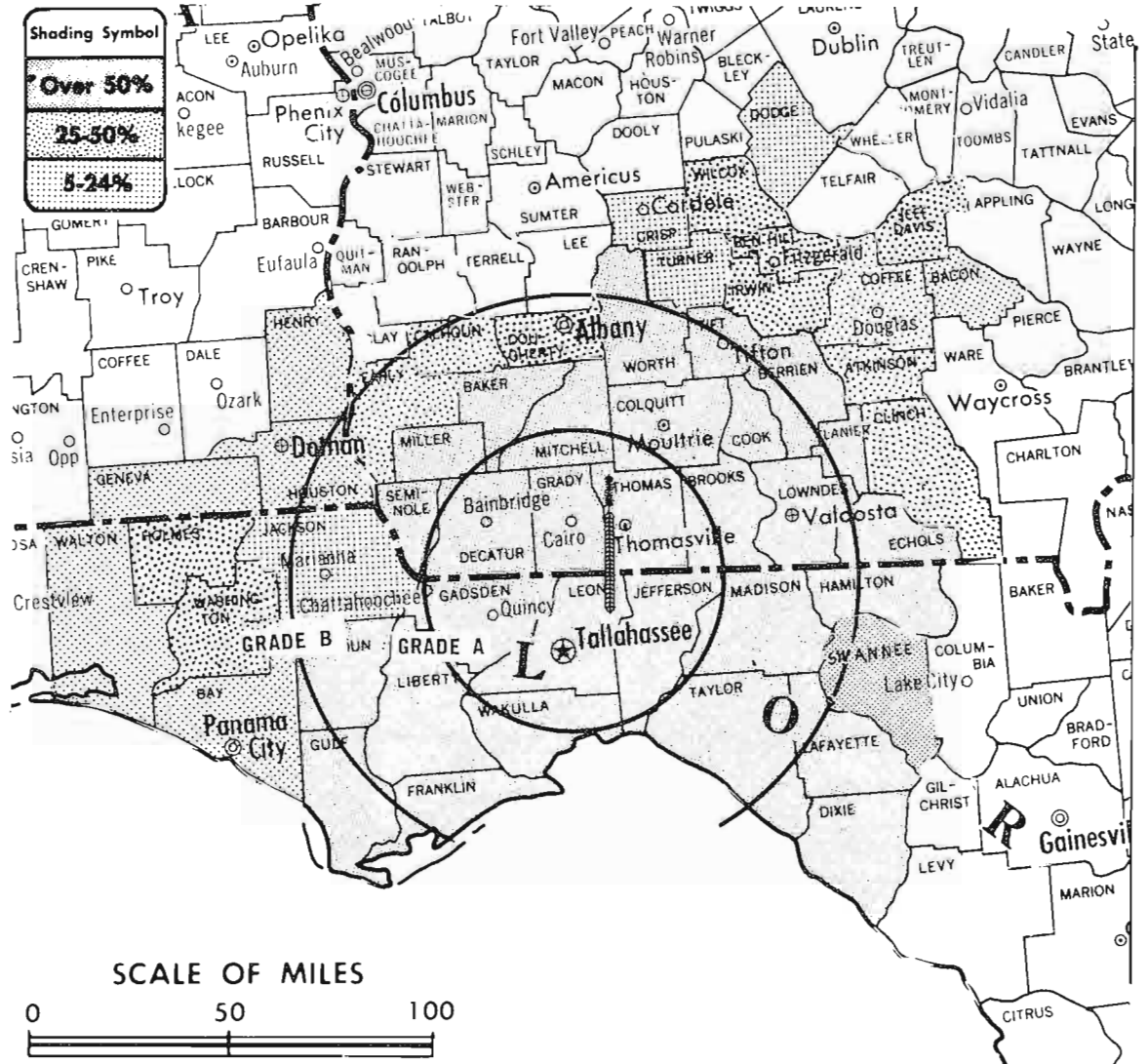
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WCTV Ref: FCC File No. BPCT-2591 Granted 6/5/59

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## WCTV

Licensee: John H. Phipps, Box 3547, Tallahassee, Fla. (32303).

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

JOSEPH E. HOSFORD, general manager.

JERRY L. WILLIAMS, director of operations & film buyer.

W. A. SNOWDEN, director of engineering.

CHARLES CLIFTON, chief engineer.

GEORGE WINSLOW, national sales manager.

### DIGEST OF RATE CARD NO. N11 (June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$500.00	\$300.00			\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Calhoun	1,800	1,500	83
	Dixie	1,200	1,000	79
	Franklin	2,100	1,800	85
	Gadsden	9,600	8,300	86
	Gulf	2,800	2,500	88
	Hamilton	1,700	1,400	83
	Jefferson	2,300	1,900	84
	Lafayette	800	600	81
	Leon	22,600	20,700	92
	Liberty	900	700	86
	Madison	3,500	2,800	80
	Suwannee	3,600	3,000	84
	Taylor	4,100	3,500	85
	Wakulla	1,400	1,300	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	GEORGIA			
	Baker	700	500	82
	Berrien	2,900	2,500	85
	Brooks	3,600	3,200	88
	Colquitt	10,100	9,200	91
	Cook	3,300	2,900	88
	Decatur	7,500	6,700	90
	Echols	200	200	82
	Grady	4,700	4,200	91
	Lanier	1,200	1,000	85
	Lowndes	16,300	14,500	89
	Miller	1,500	1,300	85
	Mitchell	4,800	4,200	87
	Seminole	1,600	1,400	89
	Thomas	10,400	9,400	91
	Tift	7,200	6,400	89
	Worth	3,900	3,500	89
<b>Between 25-50%</b>	FLORIDA			
	Atkinson	1,300	1,000	77
	Calhoun	1,800	1,400	77
	Early	2,900	2,400	86
	Holmes	2,700	2,200	81
	Washington	3,000	2,600	87
<b>Between 5-24%</b>	GEORGIA			
	Ben Hill	3,800	3,300	85
	Clinch	2,000	1,700	86
	Coffee	5,800	5,000	87
	Dougherty	26,500	24,400	92
	Irwin	2,000	1,800	88
	Jeff Davis	2,300	2,000	87
Wilcox	1,700	1,500	88	
<b>Between 5-24%</b>	ALABAMA			
	Geneva	6,000	5,200	87
	Henry	3,500	3,000	86
Houston	16,000	14,700	92	
(Continued on page 161-b)				
Station Totals		269,600	239,200	89
Net Weekly Circulation (March 1967)			139,600	
Average Daily Circulation (March 1967)			104,900	

# Florida—Tampa-St. Petersburg



**WFLA-TV**



Ch. 8

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"  
Longitude 82° 15' 47"

Holds CP for change to 245-kw visual, 24.5-kw aural, 1410-ft. above av. terrain, 1471-ft. above ground, 1546-ft. above sea level. BPCT-3949.

**Transmitter:** 14-mi. SE of Tampa.

**TV tape:** Recording facilities.

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

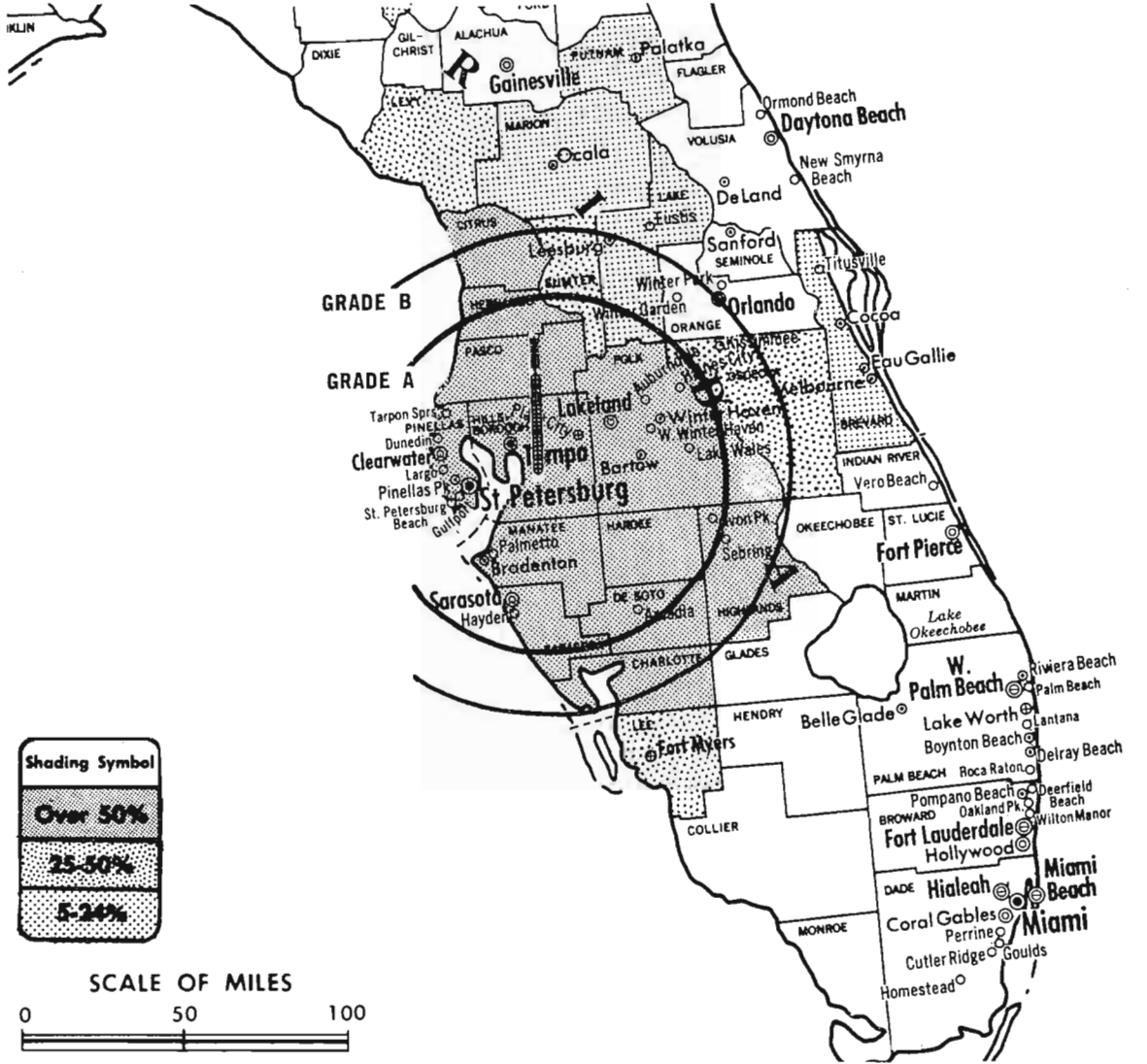
**News Wire Service:** AP.

**Facsimile Service:** AP.

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

**FM Affiliate:** WFLA-FM, 46-kw, 93.3 mc (No. 227), 914-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFLA-TV Ref: FCC File No. BPCT-363 Granted 8/4/54  
CP: BPCT-3949 Granted 7/19/67

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## WFLA-TV

**Licensee:** The Tribune Co., 905 Jackson St., Tampa, Fla. (33602).

**Studio:** 905 Jackson St., P.O. Box 1410.

**Telephone:** 813-229-0131. TWX No.: 813-229-9981.

**Ownership:** Same as Tampa Tribune and Times. Officers: John C. Council, chairman; James H. Couey Jr., pres.; George W. Harvey, v.p. Richmond Newspaper Inc., Richmond (Va.) Times-Dispatch and News-Leader (WRNL & FM) holds 52.2% of Tribune Co.

**Began Operation:** Feb. 14, 1955.

**Represented (sales) by** Blair-TV.

**Represented (legal) by** Robb, Porter, Kistler & Parkinson.

**Represented (engineering) by** David L. Steel Sr.

**Personnel:**

- GEORGE W. HARVEY, v.p. & general manager.
- WILLIAM B. FABER, general sales manager.
- J. E. FARAGHAN, program director & film buyer.
- L. GEORGE GEIGER, production manager.
- DOUG DUPERRAULT, promotion manager.
- BILL HENRY, news director.
- PETER HOLST, film editor.
- JOSEPH H. MITCHELL, chief engineer.

**DIGEST OF RATE CARD NO. 18—(June 1, 1967)**

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—7-11 p.m., daily.	\$1350.00	\$810.00	\$540.00	\$445.00	\$425.00*	\$375.00*	\$190.00*

\*Class AAA—8-10:30 p.m. daily.

**NETWORK BASE HOURLY RATE:** \$1350.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>FLORIDA</b>				
		Charlotte	7,700	7,000	91
		Citrus	3,800	3,400	89
		De Soto	3,700	3,300	90
		Hardee	3,900	3,600	93
		Hernando	4,300	3,900	91
		Highlands	8,200	7,400	91
		Hillsborough	147,600	139,100	94
		Manatee	31,600	29,800	94
		Pasco	15,300	14,200	93
		Pinellas	180,100	171,100	95
		Polk	69,000	64,700	94
	Sarasota	37,800	35,600	94	
<b>Between 25-50%</b>	<b>FLORIDA</b>				
		Lee	23,500	21,800	93
		Levy	3,100	2,500	82
		Osceola	8,200	7,600	92
		Sumter	3,600	3,200	89
<b>Between 5-24%</b>	<b>GEORGIA</b>				
		Pierce	2,200	1,900	87
<b>Between 5-24%</b>	<b>FLORIDA</b>				
		Brevard	61,000	57,600	94
		Lake	22,100	20,700	94
		Marion	17,300	15,300	88
		Putnam	10,700	9,800	92
		Suwannee	3,600	3,000	84
<b>Station Totals</b>			668,300	626,500	94
<b>Net Weekly Circulation (March 1967)</b>				483,500	
<b>Average Daily Circulation (March 1967)</b>				370,600	



# Florida

## WCTV, Tallahassee (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	FLORIDA			
	Bay	22,000	20,700	94
	Jackson	9,700	8,200	85
	Walton	4,600	4,000	87
	GEORGIA			
	Bacon	2,200	1,900	87
	Crisp	5,300	4,600	87
	Dodge	4,300	3,800	88
Turner	1,900	1,700	88	

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WDBO-TV

Daytona Beach  
(See Orlando, Fla.)

#### WFTV

Daytona Beach  
(See Orlando, Fla.)

#### WESH-TV

Daytona Beach  
(See Orlando, Fla.)

#### WALA-TV & WKRQ

Pensacola  
(See Mobile, Ala.)

#### WFLA-TV, WLCY-TV & WTVT

St. Petersburg  
(See Tampa, Fla.)

#### WSUN-TV

Tampa  
(See St. Petersburg)

#### WTVX

Vero Beach  
(See Fort Pierce)

#### WEAT-TV

West Palm Beach  
(See Palm Beach)



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**now get the other half!**

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See page 605-b for details

# Florida—Tampa-St. Petersburg



## WLCY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

Requests 1463-ft. above av. terrain, 1494-ft. above ground, 1545-ft. above sea level, lat. 27° 16' 30", long. 82° 51' 22"; transmitter to Boyette Rd. & Belle Shoals Rd., 5-mi. S of Brandon. BPCT—3700.

Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP. News Film Service: ABC. Facsimile Service: AP.

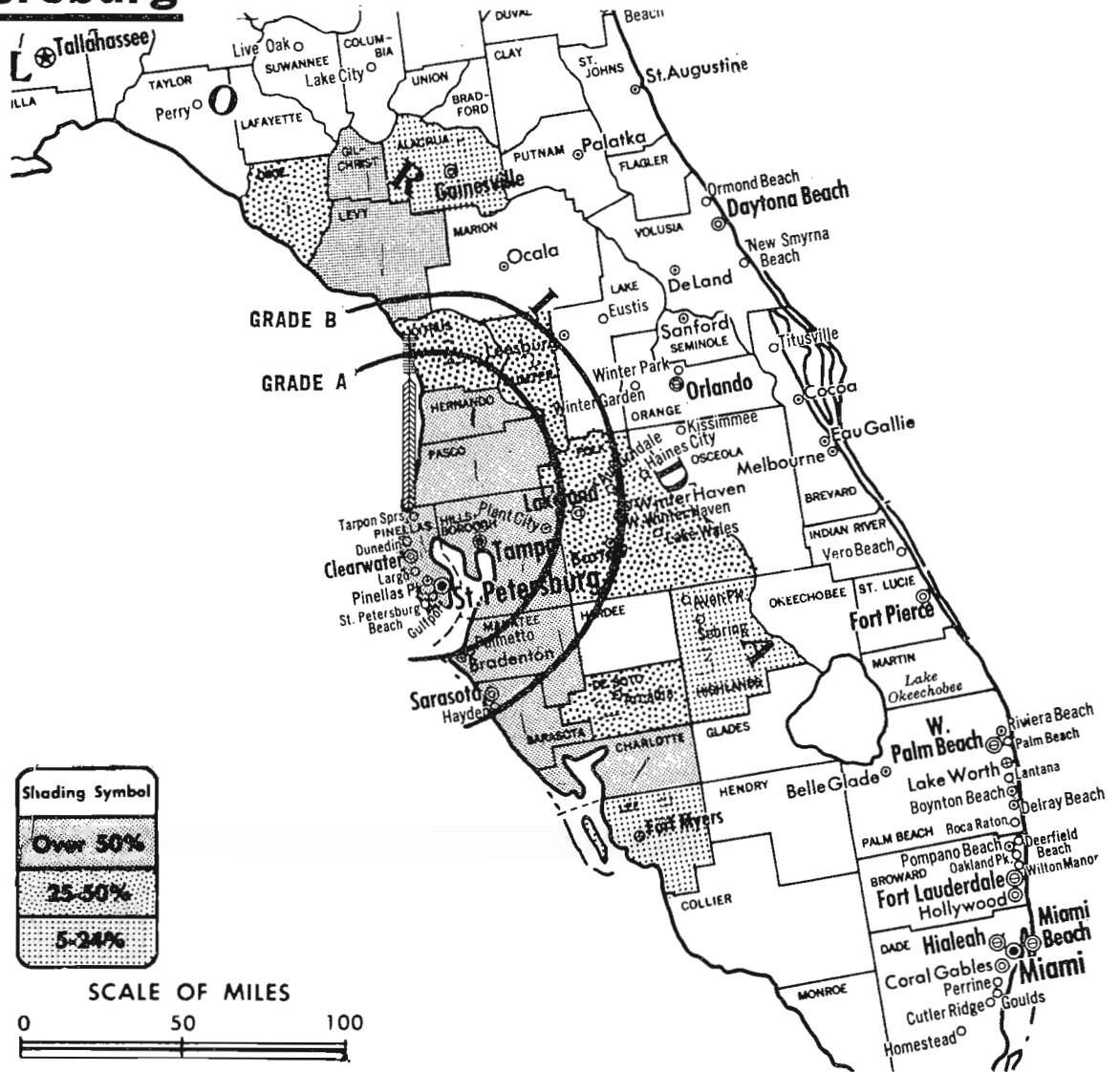
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967 ARB study.



## WLCY-TV

Licensee: WLCY-TV Inc., P.O. Box 14000, St. Petersburg, Fla.

Studio: 2429 Central Ave. S, St. Petersburg (temporary); Gandy Blvd. studios under construction.

Telephones: 813-525-1111, St. Petersburg; 229-7976, Tampa.

Ownership: Sam G. Rahall, pres., 28.0%; N. Joe Rahall, v.p., 24.8%; Farris E. Rahall, treas., 19.5%; 19 others, none with more than 5%. The Rahall brothers also control radios WLCY; WKAP, Allentown, Pa.; WWNR, Beckley, W. Va.; WNAR, Norristown-Philadelphia.

AM Affiliate: WLCY, 5-kw, 1380 kc.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965.

Represented (sales) by H-R Television Inc.

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

Represented (engineering) by John Creutz.

Personnel:

- SAM G. RAHALL, president & general manager.
- JEFF EVANS, station manager.
- TED ROBINSON, national sales manager.
- JACK HARTLEY, local & regional sales manager.
- HARRY WAGNER, program manager.
- ARIE LANDRUM, production & promotion manager.
- AL KOERKEL, film director.
- BRUCE SINGLETON, chief engineer.

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

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-11 p.m., daily.  
\$800.00 \$480.00 \$320.00 \$200.00 \$162.00 \$162.00 \$81.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Charlotte	7,700	7,000	91
	Gilchrist	800	700	89
	Hernando	4,300	3,900	91
	Hillsborough	147,600	139,100	94
	Levy	3,100	2,500	82
	Manatee	31,600	29,800	94
	Pasco	15,300	14,200	93
	Sarasota	180,100	171,100	95
<b>Between 25-50%</b>	FLORIDA			
	Citrus	3,800	3,400	89
	Dixie	1,200	1,000	79
	De Soto	3,700	3,300	90
	Polk	69,000	64,700	94
<b>Between 5-24%</b>	FLORIDA			
	Alachua	23,300	20,600	88
	Highlands	8,200	7,400	91
Lee	23,500	21,800	93	
Station Totals		564,600	529,300	94
Net Weekly Circulation (March 1967)				382,400
Average Daily Circulation (March 1967)				209,400

For Index to Contents see Services Volume

# Florida—Tampa-St. Petersburg



**WTVT**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1416-ft. above av. terrain, 1463-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 09"  
Longitude 82° 14' 26"

Transmitter: 4.4-mi. NNE of Balm, Fla.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

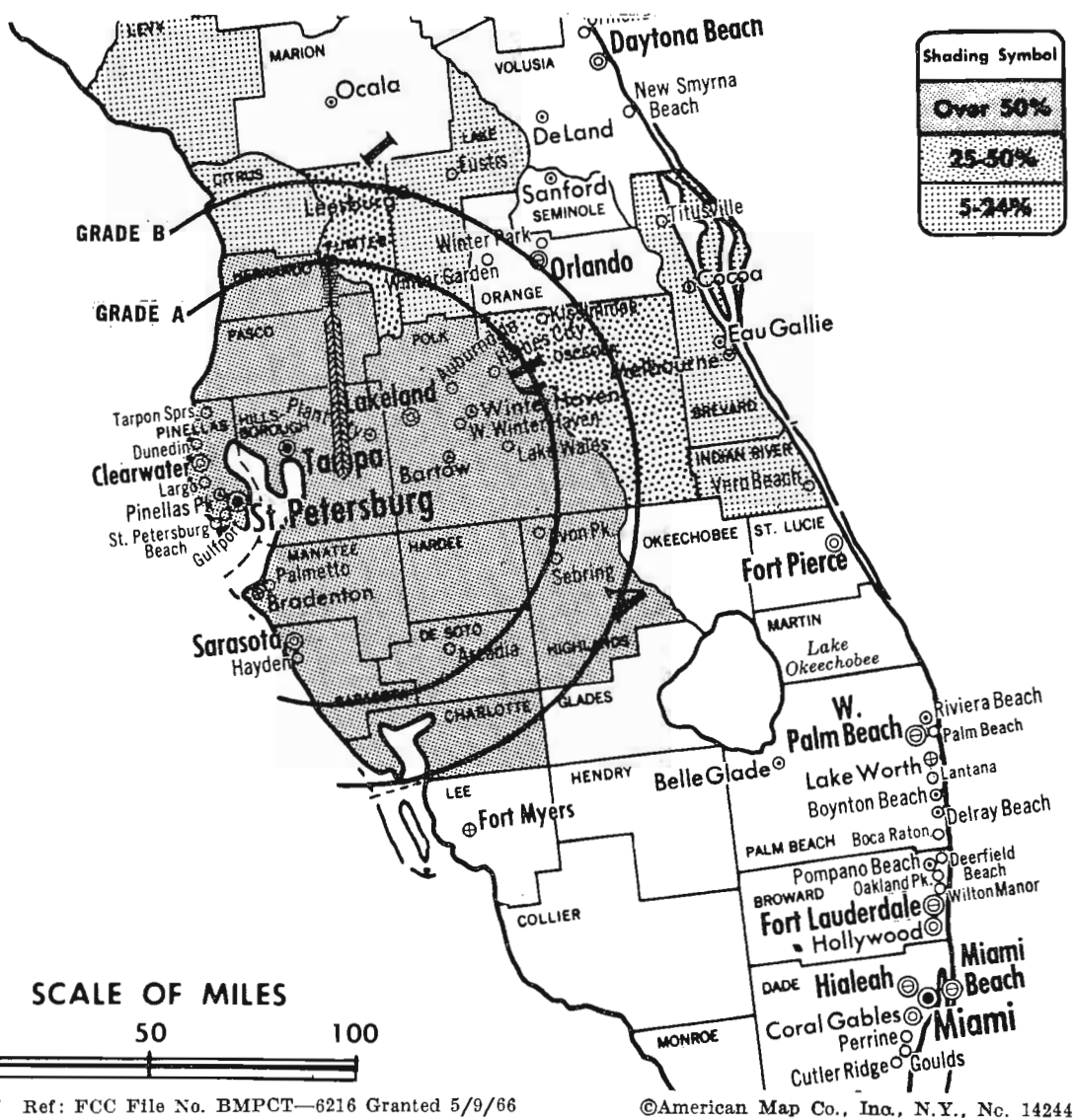
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WTVT Ref: FCC File No. BMPCT-6216 Granted 5/9/66

©American Map Co., Inc., N.Y., Nc. 14244

## WTVT

Licensee: WKY Television System Inc., Box 1198, Tampa (33601).

Studio: 3213 John F. Kennedy Blvd.

Telephone: 813-876-1313. TWX No.: 810-876-0618.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- EUGENE B. DODSON, v.p. & manager.
- ROBERT OLSON, assistant manager.
- ROBERT DOTY, operations manager.
- RAY DANTZLER, news director.
- FRANK RIDOLPHI, business manager.
- ROBERT FOWLER, general sales manager.
- JACK L. HITCHCOCK, local sales manager.
- WALTER RHOADS, promotion manager.
- CHARLES HAMPTON, public service director.
- W. LAWTON METCALFE, chief engineer.
- KEN SMITH, director of production.

DIGEST OF RATE CARD NO. A21 & P 20  
(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-11 p.m., daily.  
\$1200.00 \$720.00 \$480.00 \$380.00 \$350.00 \$210.00 \$105.00  
NETWORK BASE HOURLY RATE: \$1325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA			
	Charlotte	7,700	7,000	91
	De Soto	3,700	3,300	90
	Gilchrist	800	700	89
	Hardee	3,900	3,600	93
	Hernando	4,300	3,900	91
	Highlands	8,200	7,400	91
	Hillsborough	147,600	139,100	94
	Manatee	31,600	29,800	94
	Pasco	15,300	14,200	93
	Pinellas	180,100	171,100	95
	Polk	69,000	64,700	94
Sarasota	37,800	35,600	94	
<b>Between 25-50%</b>	FLORIDA			
	Lafayette	800	600	81
	Osceola	8,200	7,600	92
<b>Between 5-24%</b>	FLORIDA			
	Brevard	61,000	57,600	94
	Citrus	3,800	3,400	89
	Indian River	10,800	9,800	91
	Lake	22,100	20,700	94
Levy	3,100	2,500	82	
<b>Station Totals</b>		<b>623,400</b>	<b>585,800</b>	<b>94</b>
Net Weekly Circulation (March 1967)				<b>468,100</b>
Average Daily Circulation (March 1967)				<b>378,600</b>

For Group Ownership see Services Volume

# Florida—St. Petersburg-Tampa

## WSUN-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 257-kw visual, 39.8-kw aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level.

Latitude 27° 52' 40"  
Longitude 82° 35' 25"

Holds CP for change to 708-kw visual, 70.8-kw aural, 440-ft. above av. terrain, 495-ft. above ground, 495-ft. above sea level. BPCT—3978.

Transmitter: Gandy Bridge.

News Wire Service: AP.

Studio: 210 2nd St. N., St. Petersburg (33701).

Telephone: 813-894-0191.

AM Affiliate: WSUN, 5-kw, 620 kc (ABC).

Total Households: © SRDS

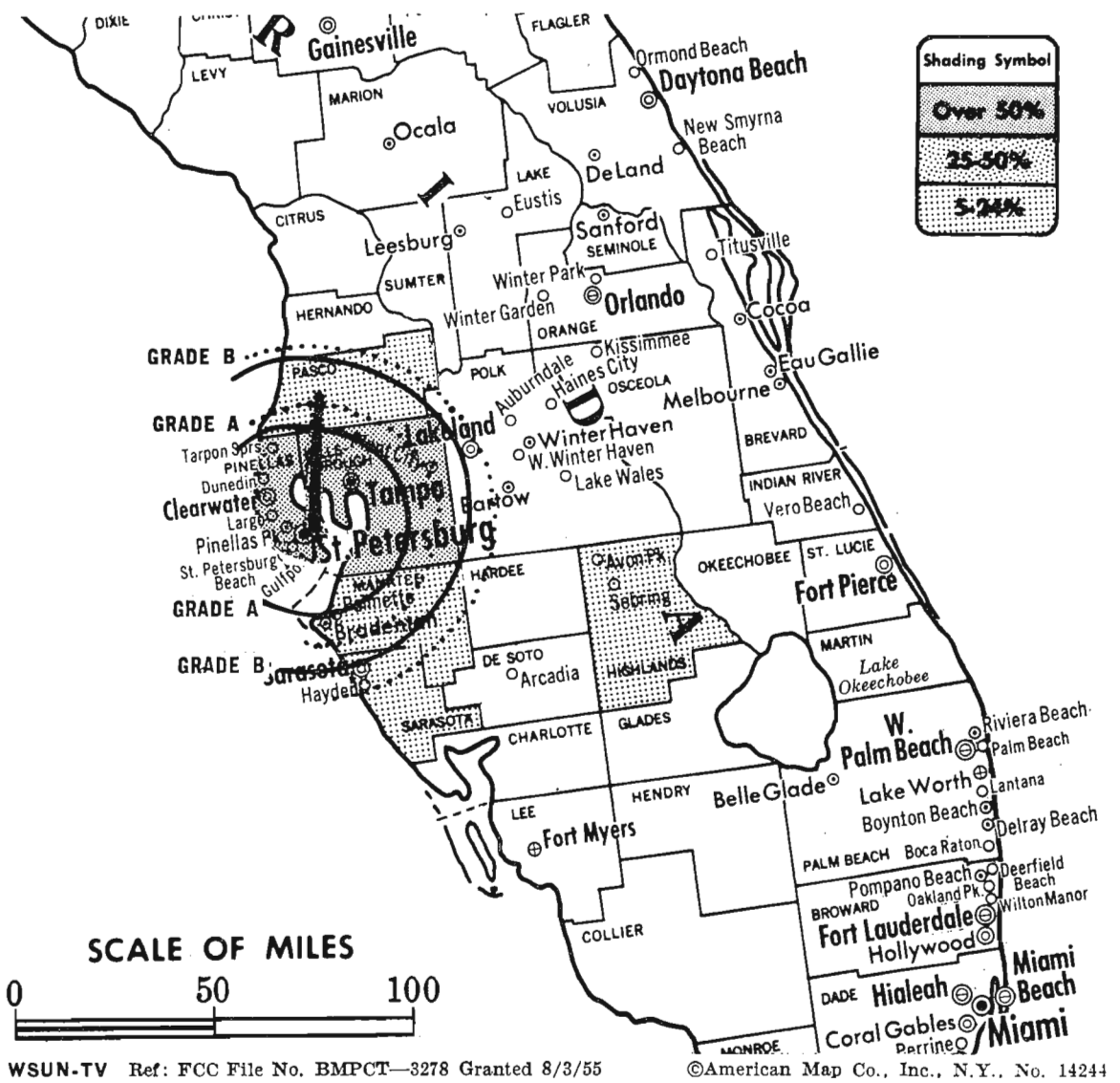
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



## WSUN-TV

Licensee: WSUN Inc., 210 2nd St. N., St. Petersburg (33701).

Ownership: WCAR Inc. (licensee of WCAR & FM, Detroit), 100%. WCAR officers: H. Y. Levinson, pres.-treas., 52.62%; Celia D. Levinson, v.p.-secy., 23.58% (titles are for WSUN Inc., stock represents holdings in WCAR Inc.).

Began Operation: May 15, 1953. Sale to present owner by City of St. Petersburg approved Feb. 23, 1966 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by National Television Sales Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by James C. McNary.

Personnel

STOKES GRESHAM JR., general manager.  
SIIRI MITCHELL, sales service.

### DIGEST OF RATE CARD NO. G-6

(May 1, 1967)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
2:30-11 p.m., daily.						
.....*	.....*	.....*	\$60.00	\$45.00	\$36.00	\$30.00

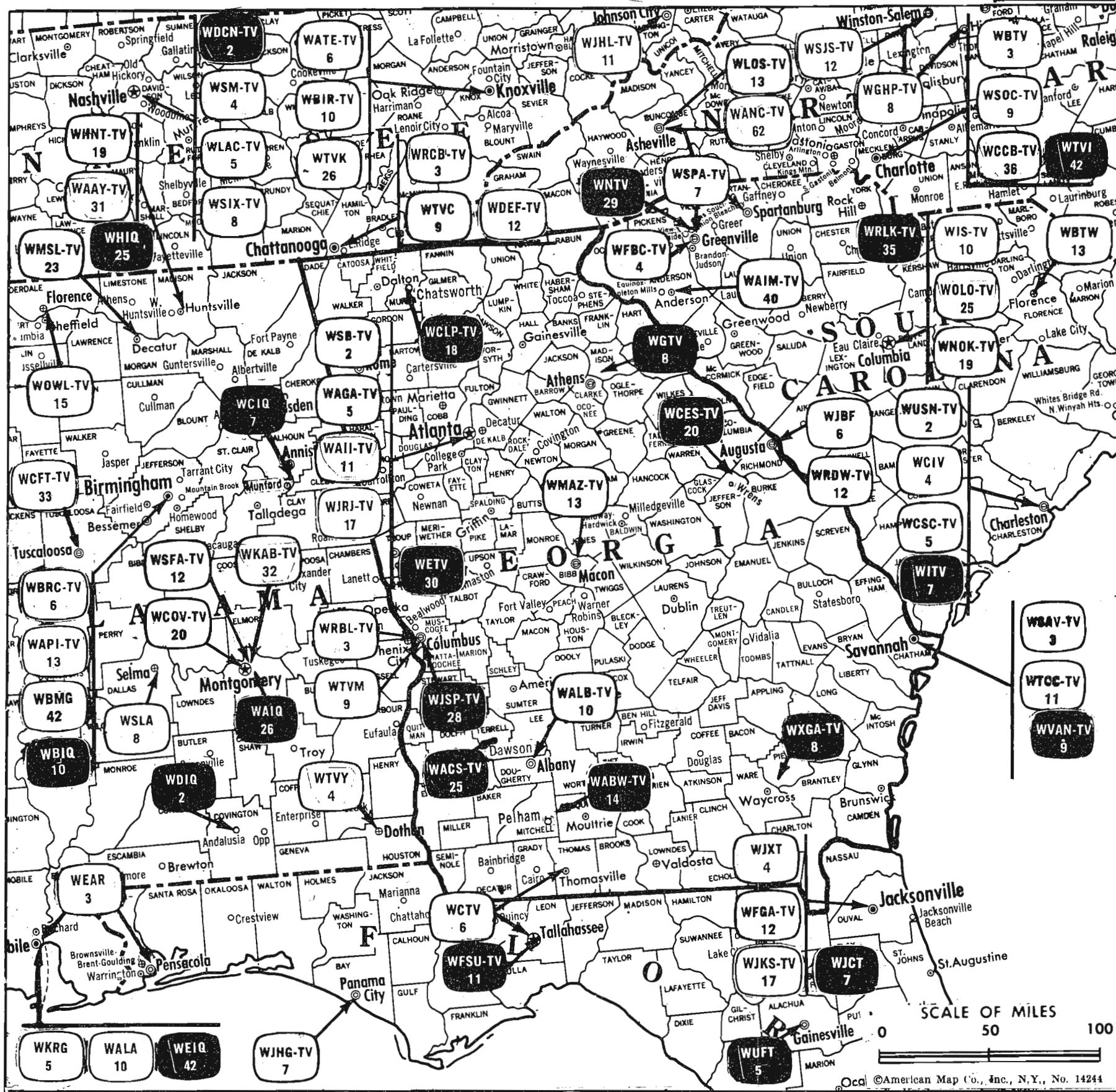
\*Program rates on request.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	FLORIDA Hillsborough	147,600	139,100	94
	Pinellas	180,100	171,100	95
<b>Between 5-24%</b>	FLORIDA Highlands	8,200	7,400	91
	Manatee	31,600	29,800	94
	Pasco	15,300	14,200	93
	Sarasota	37,800	35,600	94
Station Totals		420,600	397,200	94
Net Weekly Circulation (March 1967)			109,300	
Average Daily Circulation (March 1967)			35,400	

For Color & UHF Penetration by Markets

See Services Volume





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Atlanta	637,200	19	909,600	36	848,400	37
Columbus	235,900	81	564,300	65	507,500	67
Augusta	186,100	99	426,300	97	385,500	101
Albany	158,900	108	264,700	135	234,900	136
Thomasville-Tallahassee	139,600	123	268,700	133	238,100	134
Macon	118,300	137	173,500	169	155,300	170
Savannah	113,800	140	178,200	164	161,100	163

Georgia Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	3	7	10
			22

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

**WCTV, Thomasville**  
(See Tallahassee, Fla.)

# Georgia

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WGTV

Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. (30334).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 49.3-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''

### WETV

Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. S.W., Atlanta, Ga. (30303).

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''

### WCLP-TV

Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 44.7-kw visual, 44.7-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06''
Longitude	84°	42'	54''

### WDCO-TV

Cochran

Ch. 15

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 501-kw max. & 363-kw horizontal visual, 50.1-kw max. & 36.3-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 1185-ft. above ground, 1545-ft. above sea level.

Latitude	32°	28'	11''
Longitude	83°	15'	17''

### WJSP-TV

Columbus-Warm Springs

Ch. 28

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

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''

### WACS-TV

Dawson

Ch. 25

Non-Commercial Educational Station

Grantee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude	31°	56'	15''
Longitude	84°	33'	15''

### WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude	31°	08'	05''
Longitude	84°	06'	16''

### WVAN-TV

Savannah

Ch. 9

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 34.7-kw aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude	32°	08'	48''
Longitude	81°	37'	05''

### WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

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''

### WCES-TV

Wrens

Ch. 20

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

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''

# Georgia—Albany



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43.59"

Holds CP for change to 316-kw visual, 63.2-kw aural, 1983-ft. above av. terrain, 1994-ft. above ground, 2344-ft. above sea level, lat. 31° 23' 51", long. 83° 38' 18"; transmitter to 4.4-mi. S of Ty Ty, Ga. BPCT—3722.

Transmitter: 2.5-mi. E of Doerun.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

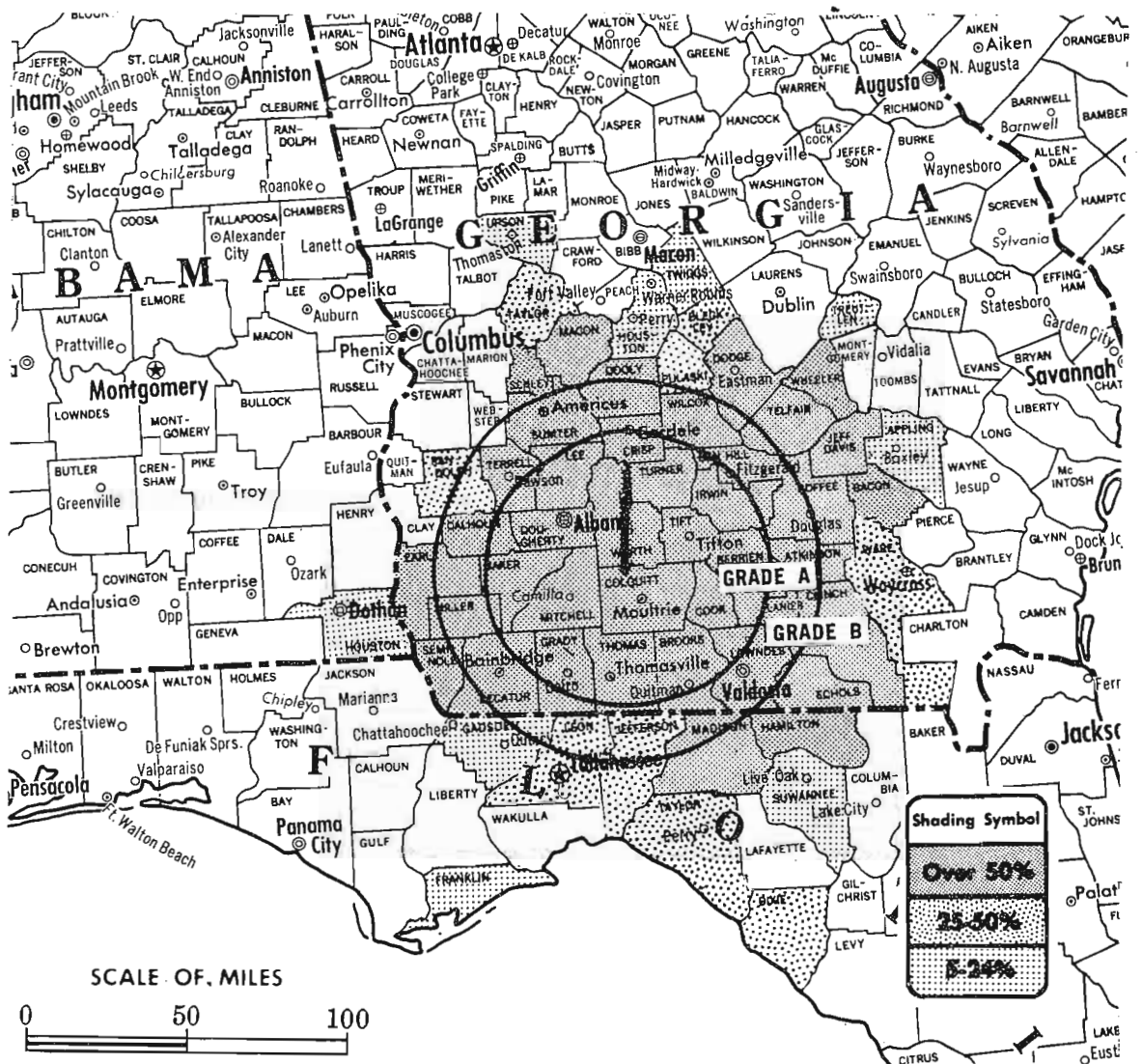
Studio: Stuart Ave. (31701).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WALB-TV Ref: FCC File No. BPCT—2497 Granted 12/17/58

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

## WALB-TV

Network Service: NBC, ABC.

Licensee: Gray Communications Systems Inc., Albany, Ga. (31701).

Ownership: James H. Gray, pres., 42%; Herbert P. Haley, 2%; A. C. & I. C. Gortatowsky, 2.7%; 13 others, none owns as much as 2%. Also publishes Albany Herald and owns WJHG-TV, Panama City, Fla.; KTVE(TV), El Dorado, Ark. & Gray Cablevision Inc., Albany, Ga.

Began Operation: April 7, 1954.

Represented (sales) by Adam Young—VTM Inc.; James S. Ayers Co. Inc. (South).

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

Personnel:

RAYMOND E. CAROW, vice president.  
REBA HILL, traffic manager.  
FRANK ENGELFRIED, sales manager.  
PERLEY E. EPPLEY, dir. of engineering.  
TROY JONES, promotion manager.  
BOB CALLAWAY, production manager.

### DIGEST OF RATE CARD NO. 8—(July 1, 1966)

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

Class AA—7:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$125.00 \$120.00 \$95.00 \$48.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	FLORIDA			
	Hamilton	1,700	1,400	83
	Madison	3,500	2,800	80
	GEORGIA			
	Atkinson	1,300	1,000	77
Bacon	2,200	1,900	87	

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### GEORGIA—(Continued)

Baker	700	500	82
Ben Hill	3,800	3,300	85
Berrien	2,900	2,500	85
Brooks	3,600	3,200	88
Calhoun	1,800	1,400	77
Clinch	2,000	1,700	86
Coffee	5,800	5,000	87
Colquitt	10,100	9,200	91
Cook	3,300	2,900	88
Crisp	5,300	4,600	87
Decatur	7,500	6,700	90
Dodge	4,300	3,800	88
Dooly	2,600	2,300	87
Dougherty	26,500	24,400	92
Early	2,900	2,400	86
Echols	200	200	82
Grady	4,700	4,200	91
Irwin	2,000	1,800	88
Jeff Davis	2,300	2,000	87
Lanier	1,200	1,000	85
Lee	1,400	1,200	87
Lowndes	16,300	14,500	89
Macon	3,300	2,800	85
Miller	1,500	1,300	85
Mitchell	4,800	4,200	87
Schley	700	600	87
Seminole	1,600	1,400	89
Sumter	7,400	6,300	85
Telfair	2,800	2,300	81
Terrell	3,100	2,700	86
Thomas	10,400	9,400	91
Tift	7,200	6,400	89
Turner	1,900	1,700	88
Wheeler	1,000	800	82
Wilcox	1,700	1,500	88
Worth	3,900	3,500	89

Over 50%  
(Continued)

(Continued on page 173-b)

Station Totals	281,300	249,600	89
Net Weekly Circulation (March 1967)			158,900
Average Daily Circulation (March 1967)			115,000



# Georgia—Atlanta



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

Transmitter: 1551 Briarcliff Rd.  
Studio: P.O. Box 4207, 1551 Briarcliff Rd. N.E. (30302).

Telephone: 404-875-5551.

TWX No.: 810-751-8265.

TV tape: Recording facilities.

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

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

Represented (legal) by Warren C. Zwicky.

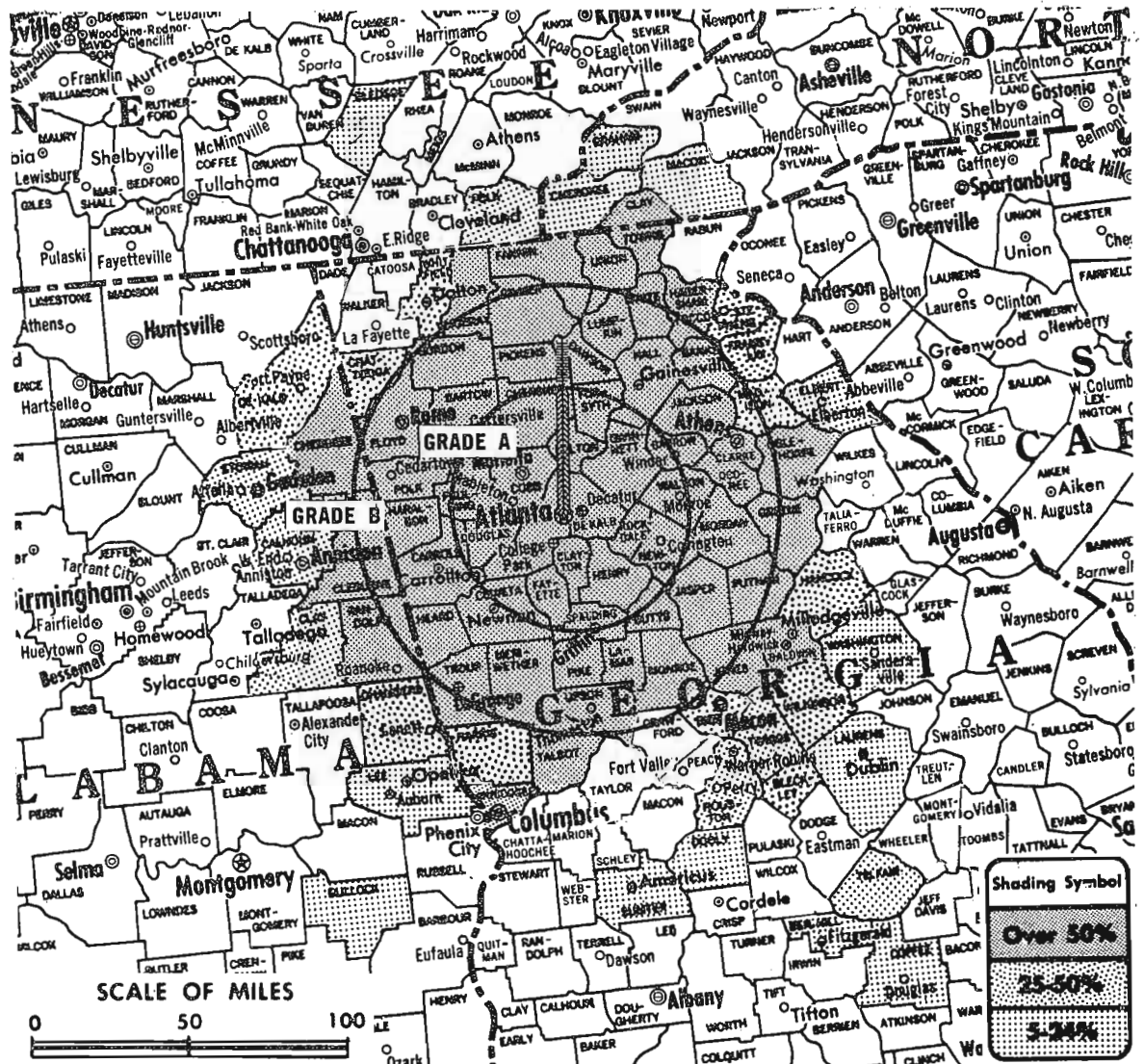
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WAGA-TV Ref: FCC File No. BPCT-1879 Granted 8/10/54

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

## WAGA-TV

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. (30302).

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- H. W. (BUDDY) RAY, general manager.
- PAUL RAYMON, station manager.
- A. GIFFORD EAGER, national sales manager.
- CHUCK LIPTON, local sales manager.
- JAMES FERGUSON, program director.
- DICK EDWARDES, production manager.
- NED JAY, promotion manager
- NEWELL ANDERSON, research & merchandising.
- DALE CLARK, news & public affairs manager.
- PAUL SHIELDS, news director.
- HUGO BONDY, chief engineer

DIGEST OF RATE CARD NO. 26—(July 1, 1967)

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

Class AA—7:30-10:30 p.m., daily.  
\$1800.00 \$1080.00 \$720.00 \$540.00 Graded rates apply\*

\*Highest rate: \$1360.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Cherokee	4,200	3,700	89
	Cleburne	2,800	2,400	86
	Randolph	5,200	4,500	85
	GEORGIA			
Baldwin	6,800	6,000	88	
Banks	1,600	1,400	88	
Barrow	4,900	4,500	93	
Bartow	8,800	8,300	94	
Butts	2,400	2,200	91	

Net Weekly Circulation	State County	Total Households	TV Homes	%
GEORGIA—(Continued)				
	Carroll	11,800	11,100	94
	Cherokee	7,300	6,900	95
	Clarke	14,600	13,400	92
	Clayton	18,800	18,200	97
	Cobb	44,500	43,300	97
	Coweta	9,000	8,200	91
	Dawson	1,000	900	88
	De Kalb	100,000	97,600	98
	Douglas	5,800	5,500	95
	Fannin	3,600	3,200	89
	Fayette	2,300	2,200	93
	Floyd	23,000	21,600	94
	Forsyth	4,000	3,800	95
	Fulton	189,900	181,300	95
	Gilmer	2,400	2,100	88
	Gordon	6,100	5,700	94
	Greene	2,600	2,200	87
	Gwinnett	16,000	15,200	95
	Habersham	5,600	5,100	90
	Hall	17,000	15,900	94
	Haralson	4,500	4,100	92
	Heard	1,100	1,000	90
	Henry	5,200	4,700	91
	Jackson	5,400	5,000	92
	Jasper	1,300	1,100	85
	Jones	2,400	2,100	89
	Lamar	3,000	2,700	91
	Lumpkin	2,100	1,900	93
	Meriwether	5,100	4,500	88
	Monroe	2,900	2,600	90
	Morgan	2,400	2,100	87
	Murray	3,000	2,700	90
	Newton	6,500	6,000	93
	Oconee	1,500	1,400	96

(Continued on page 173-b)

Station Totals	915,800	853,400	93
Net Weekly Circulation (March 1967)			610,900
Average Daily Circulation (March 1967)			442,500



# Georgia—Atlanta



## WQXI-TV



(formerly WAII-TV)  
Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1040-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 24"  
Longitude 84° 19' 55"

Transmitter: 110 Arizona St., N.E.

Studio: 1611 W. Peachtree St., N.E.

Telephone: 404-892-1611.

TWX No.: 810-751-8360.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Haley, Bader & Potts.

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

Total Households: © SRDS

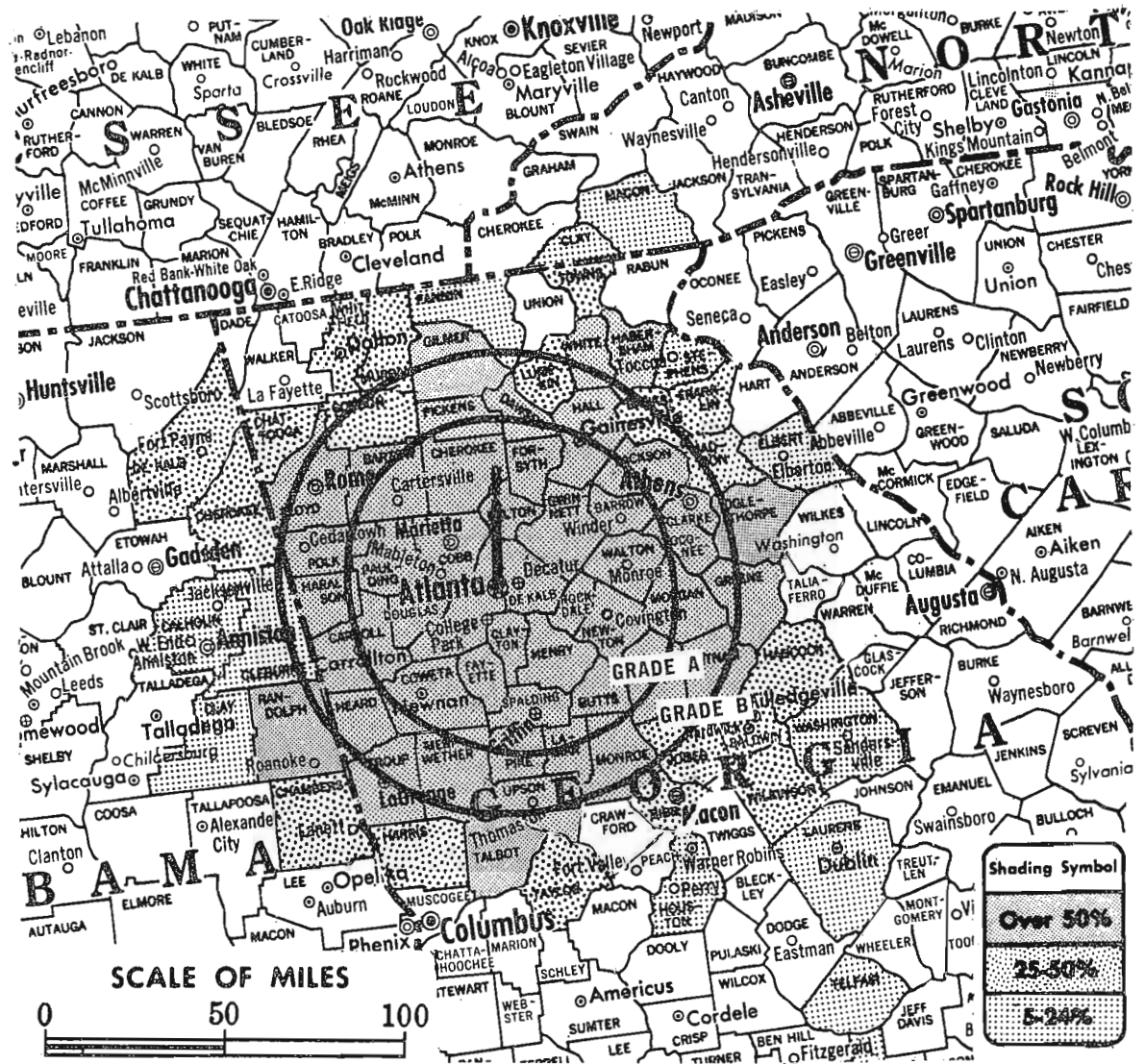
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WQXI-TV Ref: FCC File No. BPCT-2463 Granted 5/27/58

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

## WQXI-TV

Licensee: Pacific & Southern Broadcasting Co. Inc., 1611 W. Peachtree St., N.E., Atlanta, Ga. (30309).

Ownership: Pacific & Southern Bcstg. Co. Inc. For other interests, see KHON-TV, Honolulu.

Began Operation: Sept. 30, 1951 as WLTV. Merger with Pacific & Southern Bcstg. Co. Inc. approved by FCC Nov. 15, 1967 (Television Digest, Vol. 7:47). Previously sale to WIBC Inc. by Crosley Bcstg. approved Sept. 25, 1962 by FCC (Vols. 2:25, 2:37-38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51, 9-5, 7).

Represented (sales) by Blair-TV.

Personnel:

- VIRGIL B. WOLFF, general manager.
- SID PIKE, station manager.
- GEORGE HAGAR, asst. gen. mgr. & sales director.
- E. A. (BUZZ) HASSETT, general sales manager.
- E. BYRON LINDSEY, chief engineer.
- FRANK CASON, program director.
- LUKE GREENE, news, special events & community affairs dir.
- DICK PHIPPS, promotion manager.

DIGEST OF RATE CARD NO. 14—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	ID	
Class AA—7:30-10:59 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$350.00	\$225.00

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Randolph	5,200	4,500	85
	GEORGIA			
	Barrow	4,900	4,500	93
	Bartow	8,800	8,300	94
	Butts	2,400	2,200	91
	Carroll	11,800	11,100	94
	Cherokee	7,300	6,900	95
	Clarke	14,600	13,400	92
	Clayton	18,800	18,200	97
	Cobb	44,500	43,300	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### GEORGIA—(Continued)

Coweta	9,000	8,200	91
Dawson	1,000	900	88
De Kalb	100,000	97,600	98
Douglas	5,800	5,500	95
Fayette	2,300	2,200	93
Floyd	23,000	21,600	94
Forsyth	4,000	3,800	95
Fulton	189,900	181,300	95
Gilmer	2,400	2,100	88
Greene	2,600	2,200	87
Gwinnett	16,000	15,200	95
Habersham	5,600	5,100	90
Hall	17,000	15,900	94
Haralson	4,500	4,100	92
Heard	1,100	1,000	90
Henry	5,200	4,700	91
Jackson	5,400	5,000	92
Jasper	1,300	1,100	85
Lamar	3,000	2,700	91
Meriwether	5,100	4,500	88
Monroe	2,900	2,600	90
Morgan	2,400	2,100	87
Murray	3,000	2,700	90
Newton	6,500	6,000	93
Oconee	1,500	1,400	96
Oglethorpe	1,600	1,400	88
Paulding	4,300	4,000	95
Pickens	2,800	2,500	92
Pike	1,500	1,300	87
Polk	8,000	7,500	93
Putnam	2,000	1,800	89
Rockdale	3,400	3,100	93
Spalding	12,100	11,300	93
Talbot	1,800	1,500	84
Troup	14,000	12,600	90
Upson	6,800	6,300	92
Walton	6,300	5,800	92
White	2,100	1,900	89

(Continued on page 173-b)

Station Totals	856,000	799,700	93
Net Weekly Circulation (March 1967)			555,700
Average Daily Circulation (March 1967)			324,500

# Georgia—Atlanta

## WJRJ-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1070-kw max. & 832-kw horizontal visual, 144-kw max. & 115-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 33° 46' 57"

Longitude 84° 23' 20"

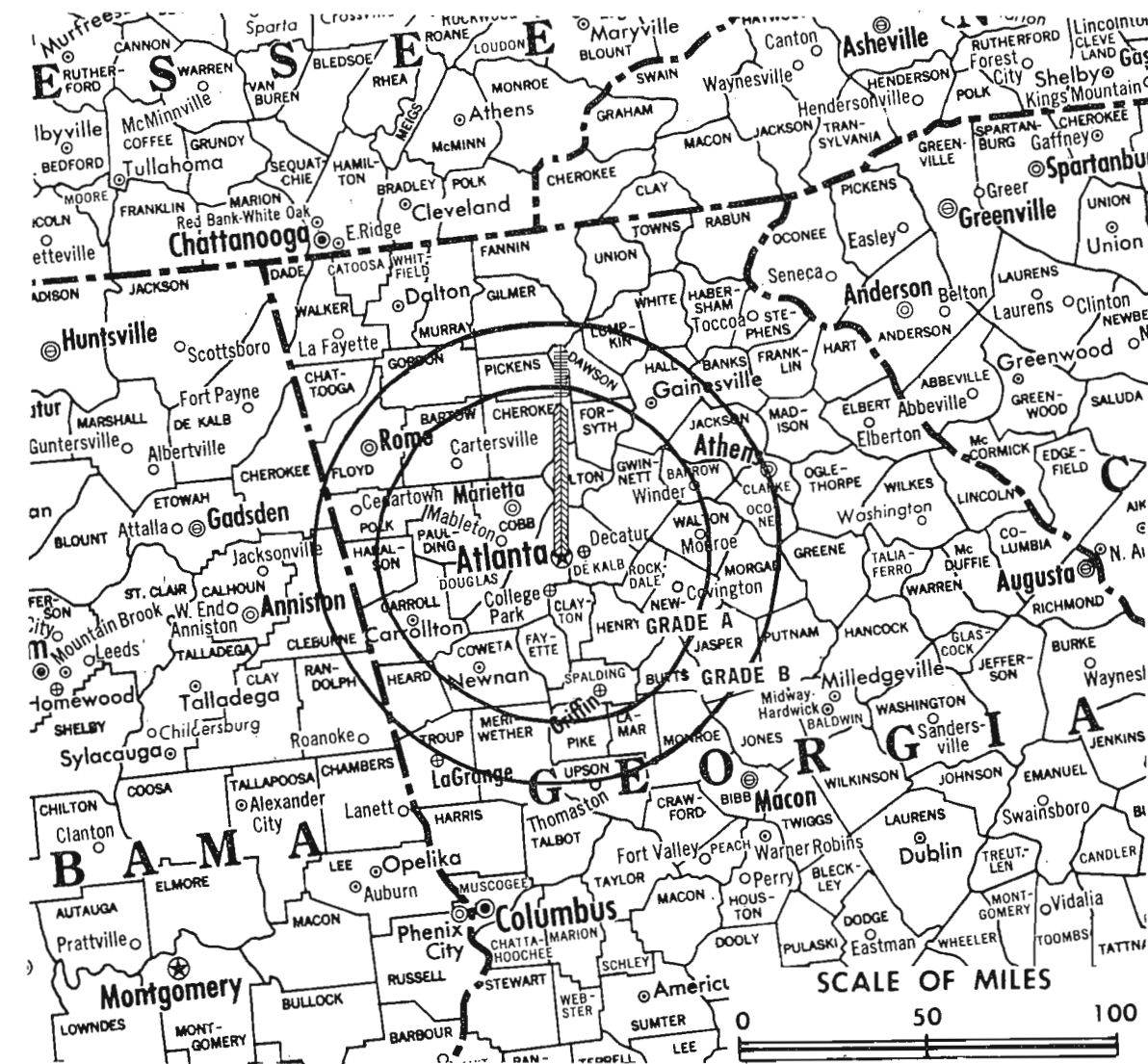
Transmitter: 1018 W. Peachtree St. N.W.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



WJRJ-TV Ref: FCC File No. BPCT-3603 Granted 10/20/65

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

## WJRJ-TV

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

Grantee: Rice Broadcasting Co. Inc., 1018 W. Peachtree St. N.W., Atlanta, Ga.(30309).

Studio: 1018 W. Peachtree St. N.W.

Telephone: 404-873-2242. TWX No.: 810-751-8568.

Ownership: W. Robert McKinsey, pres., 2.3%; Mrs. Vonne Harris Jones, secy.-treas., .74%; Jack M. Rice, 60.1%; 12 others, none holding more than 5%.

Began Operation: Sept. 1, 1967.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Gautney & Jones.

Represented (sales) by Avery-Knodel; Dome-Messervey; Midwest Time Sales.

### Personnel:

W. ROBERT MCKINSEY, president & general manager.  
 LEE POOLE, chief engineer.  
 CHARLES CASH, promotion director.  
 BERNIE WHITAKER, general sales manager.  
 NEIL KUVIN, program director.  
 HENRY TAYLOR, production manager.

### DIGEST OF RATE CARD NO. 1 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$40.00 \$20.00

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



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Georgia—Atlanta



**WSB-TV**



Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1040-ft. above av. terrain, 1076-ft. above ground, 2046-ft. above sea level.

Latitude 33° 45' 51"  
Longitude 84° 21' 42"

**Transmitter:** 766 Willoughby Way, N.E.

**Studio:** 1601 W. Peachtree St. NE (30309).

**TV tape:** Recording facilities.

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

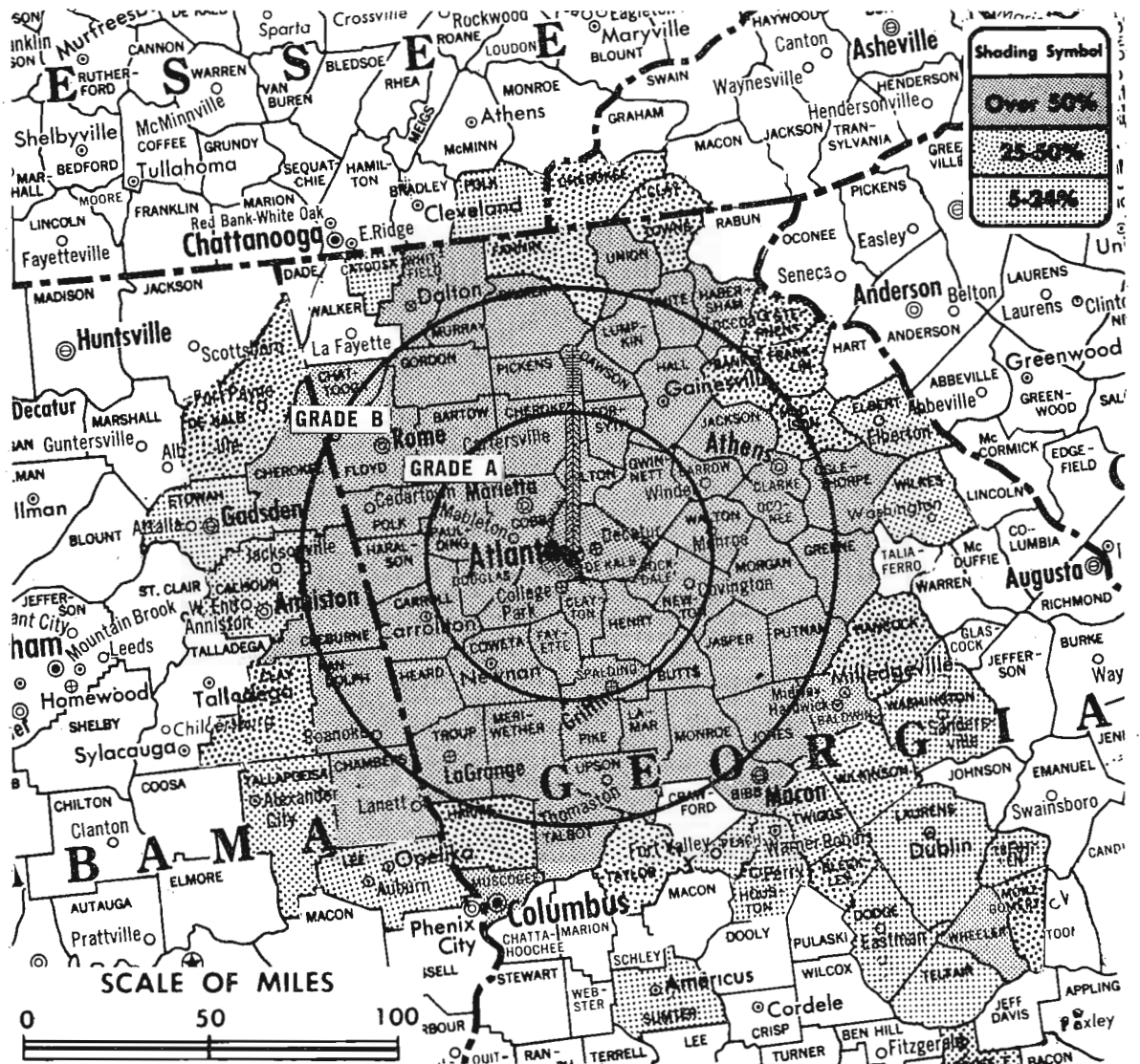
**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WSB, 50-kw, 750 kc (NBC).

**FM Affiliate:** WSB-FM, 100-kw, 98.5 mc (No. 253), 770-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSB-TV Ref: FCC File No. BPCT-2303 Granted 5/6/57

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## WSB-TV

**Licensee:** Cox Broadcasting Corp., 1601 W. Peachtree.

**Telephone:** 404-892-3456. TWX No.: 404-527-2194.

**Ownership:** Cox Broadcasting Inc., 100%. For other interests, see WHIO-TV, Dayton, O.

**Began Operation:** Sept. 29, 1948.

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

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

**Personnel:**

- J. LEONARD REINSCH, president, Cox Broadcasting Corp.
- FRANK GAITHER, v.p., Cox Broadcasting Corp.
- DON ELLIOT HEALD, general manager.
- DALE A. SMITH, general sales manager.
- RUSTY BRUTON, production manager.
- HOLT GEWINNER JR., merchandising director.
- JEAN HENDRIX, program coordinator, film director & buyer.
- HENRY WHITE, chief engineer.
- RICHARD S. GOSS, promotion & publicity director.

**DIGEST OF RATE CARD NO. 22—(Sept. 10, 1967)**

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.  
\$1800.00 \$1250.00 \$1000.00 \$600.00 Graded rates apply\*

\*Highest rate: \$1500.

**NETWORK BASE HOURLY RATE:** \$1650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ALABAMA</b>			
	Chambers	10,600	9,300	88
	Cherokee	4,200	3,700	89
	Cleburne	2,800	2,400	86
	Randolph	5,200	4,500	85
	<b>GEORGIA</b>			
	Baldwin	6,800	6,000	88
	Barrow	4,900	4,500	93
	Bartow	8,800	8,300	94
	Bibb	48,700	45,700	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>				
	<b>GEORGIA—(Continued)</b>			
	Butts	2,400	2,200	91
	Carroll	11,800	11,100	94
	Chattooga	6,000	5,600	93
	Cherokee	7,300	6,900	95
	Clarke	14,600	13,400	92
	Clayton	18,800	18,200	97
	Cobb	44,500	43,300	97
	Coweta	9,000	8,200	91
	Dawson	1,000	900	88
	De Kalb	100,000	97,600	98
	Douglas	5,800	5,500	95
	Fayette	2,300	2,200	93
	Floyd	23,000	21,600	94
	Forsyth	4,000	3,800	95
	Fulton	189,900	181,300	95
	Gilmer	2,400	2,100	88
	Gordon	6,100	5,700	94
	Greene	2,600	2,200	87
	Gwinnett	16,000	15,200	95
	Habersham	5,600	5,100	90
	Hall	17,000	15,900	94
	Haralson	4,500	4,100	92
	Heard	1,100	1,000	90
	Henry	5,200	4,700	91
	Jackson	5,400	5,000	92
	Jasper	1,300	1,100	85
	Jones	2,400	2,100	89
	Lamar	3,000	2,700	91
	Lumpkin	2,100	1,900	93
	Meriwether	5,100	4,500	88
	Monroe	2,900	2,600	90
	Morgan	2,400	2,100	87
	Murray	3,000	2,700	90
	Newton	6,500	6,000	93
	Oconee	1,500	1,400	96
(Continued on page 175-b)				
<b>Station Totals</b>		954,000	887,700	94
<b>Net Weekly Circulation (March 1967)</b>				637,200
<b>Average Daily Circulation (March 1967)</b>				493,100



# Georgia—Augusta



**WJBF**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"  
Longitude 81° 50' 19"

Transmitter: Pine Log Rd., near Beech Island, S.C.

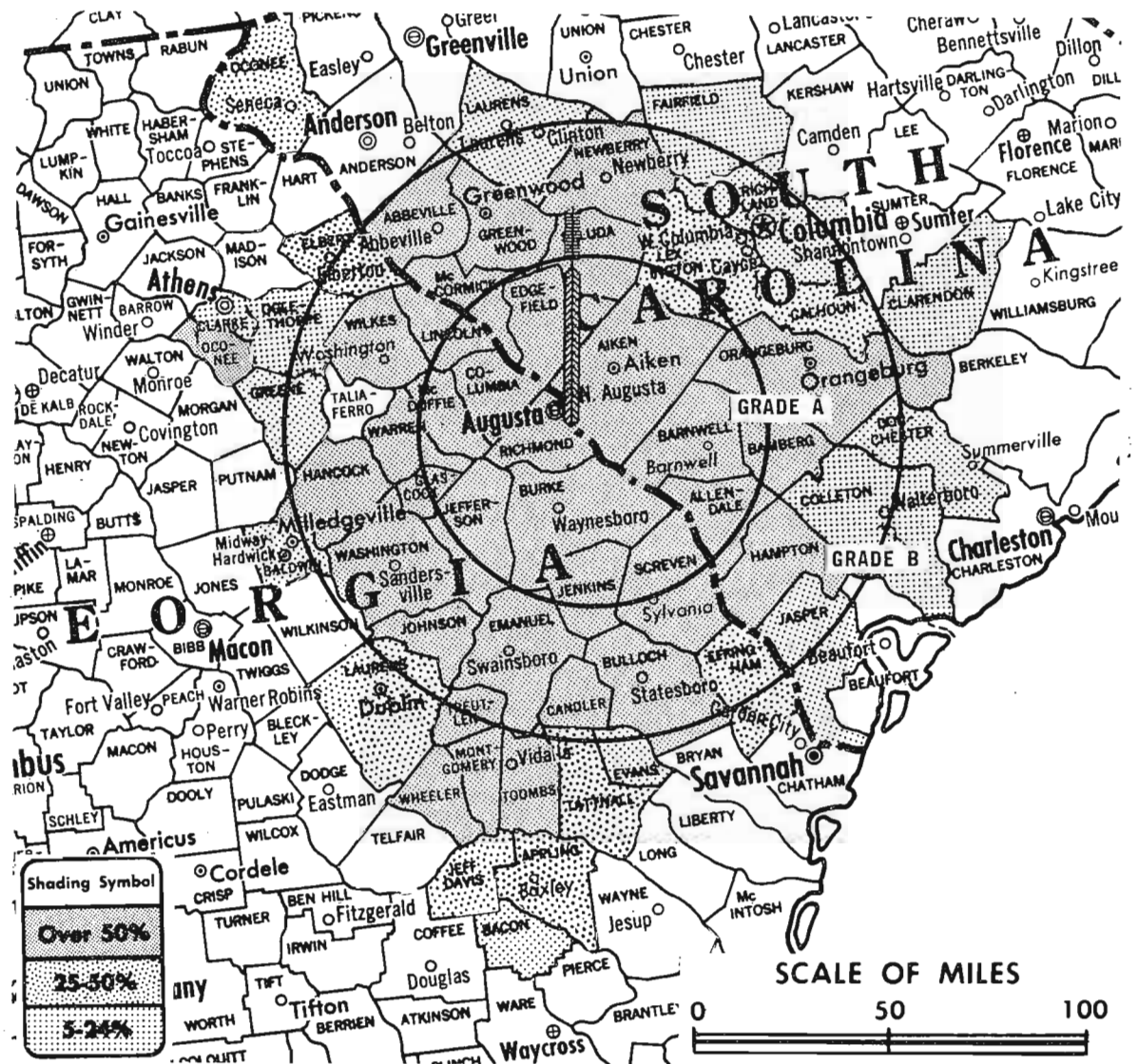
Represented (engineering) by A. D. Ring & Associates.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

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

## WJBF

Network Service: ABC.

Licensee: Fuqua National Inc., Box 1404.

Studio: 10th & Reynolds Sts., Augusta (30901).

Telephone: 404-722-6664. TWX No.: 404-724-7698.

Ownership: J. B. Fuqua, pres., 100%. He controls Fuqua Industries Inc., which owns WTVW (TV), Evansville, Ind., radios KXOA & FM, Sacramento; WROZ, Evansville, Ind.; WTAC, Flint, Mich. and 80.8% of KTHI-TV, Fargo, N.D.

Began Operation: Sept. 22, 1953.

Represented (sales) by The Hollingbery Co.

Personnel:

J. B. FUQUA, president.  
THOMAS J. HENNESSY, executive vice president.  
ASA STALLWORTH, vice president.  
JOHN RADECK, vice president & general manager.  
WALTER CAMPBELL, sales manager.  
DONALD MacDONALD, treasurer.  
CARROLL WARD, public relations director.  
JERRY FRASER, production manager.  
JOHN P. JOPLING, chief engineer.

### DIGEST OF RATE CARD NO. 12 (May 15, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-9:59 p.m., daily.	\$742.00	\$396.00	\$210.00	\$165.00	\$125.00	\$83.00

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA			
	Bulloch	6,800	6,100	91
	Burke	5,200	4,300	84
	Candler	1,500	1,300	87
	Columbia	4,400	4,100	92
	Emanuel	4,700	4,100	87
	Glascocock	500	400	89
	Hancock	2,300	1,800	80
Jefferson	4,300	3,800	87	

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	GEORGIA—(Continued)				
	Jenkins	2,100	1,900	89	
	Johnson	1,900	1,700	90	
	Lincoln	1,300	1,200	89	
	Mc Duffie	4,000	3,600	90	
	Montgomery	1,300	1,000	80	
	Richmond	43,200	40,800	94	
	Scriven	3,300	2,900	86	
	Toombs	4,800	4,000	84	
	Treutlen	1,400	1,200	84	
	Warren	1,500	1,300	85	
	Washington	4,800	3,900	82	
	Wheeler	1,000	800	82	
	Wilkes	3,000	2,500	83	
<b>Between 25-50%</b>	SOUTH CAROLINA				
	Abbeville	5,500	4,900	89	
	Aiken	26,000	24,600	95	
	Allendale	2,800	2,300	83	
	Bamberg	3,700	3,200	86	
	Barnwell	4,700	4,200	88	
	Edgefield	3,700	3,300	90	
	Greenwood	13,700	12,800	93	
	Hampton	4,100	3,500	85	
	Mc Cormick	1,800	1,600	87	
<b>Over 50%</b>	GEORGIA				
	Appling	3,300	2,800	85	
	Effingham	3,000	2,700	90	
	Elbert	5,100	4,700	93	
	Jeff Davis	2,300	2,000	87	
	Laurens	9,300	8,100	87	
	Oconee	1,500	1,400	96	
	Tattnall	3,800	3,400	89	
	<b>Over 50%</b>	SOUTH CAROLINA			
		Calhoun	2,500	2,100	84
Lexington		19,800	18,200	92	
(Continued on page 175-b)					
Station Totals		380,000	342,000	90	
Net Weekly Circulation (March 1967)				186,100	
Average Daily Circulation (March 1967)				133,600	



**WALB-TV, Albany**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	FLORIDA			
	Dixie	1,200	1,000	79
	Jefferson	2,300	1,900	84
	Leon	22,600	20,700	92
	Taylor	4,100	3,500	85
	GEORGIA			
	Bleckley	2,800	2,500	87
	Pulaski	2,300	2,000	86
	Randolph	2,600	2,200	84
	Taylor	2,200	1,900	87
Ware	11,700	10,600	91	
<b>Between 5-24%</b>	ALABAMA			
	Houston	16,000	14,700	92
	FLORIDA			
	Franklin	2,100	1,800	85
	Gadsden	9,600	8,300	86
	Suwannee	3,600	3,000	84
	GEORGIA			
	Appling	3,300	2,800	85
	Houston	13,700	12,900	94
	Treutlen	1,400	1,200	84
Twiggs	1,800	1,500	86	
Upson	6,800	6,300	92	

**WQXI-TV, Atlanta**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	ALABAMA			
	Chambers	10,600	9,300	88
	Cherokee	4,200	3,700	89
	De Kalb	11,600	10,400	90
	GEORGIA			
	Baldwin	6,800	6,000	88
	Banks	1,600	1,400	88
	Bibb	48,700	45,700	94
	Chattooga	6,000	5,600	93
	Franklin	3,900	3,600	93
	Gordon	6,100	5,700	94
	Hancock	2,300	1,800	80
	Harris	2,900	2,600	89
	Jones	2,400	2,100	89
	Lumpkin	2,100	1,900	93
	Madison	2,800	2,500	90
	Taylor	2,200	1,900	87
	Towns	1,300	1,200	91
	Whitfield	14,300	13,500	94
	Wilkinson	2,500	2,200	88
<b>Between 5-24%</b>	ALABAMA			
	Calhoun	29,800	27,500	92
	Clay	3,100	2,700	88
	Cleburne	2,800	2,400	86
	GEORGIA			
	Coffee	5,800	5,000	87
	Decatur	7,500	6,700	90
	Elbert	5,100	4,700	93
	Fannin	3,600	3,200	89
	Houston	13,700	12,900	94
	Laurens	9,300	8,100	87
	Lowndes	16,300	14,500	89
	Stephens	6,100	5,500	91
	Telfair	2,800	2,300	81
	Washington	4,800	3,900	82
	NORTH CAROLINA			
	Clay	1,500	1,300	85
	Macon	4,200	3,500	83
	TENNESSEE			
	Bledsoe	1,800	1,500	84

**WAGA-TV, Atlanta**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50%</b>	GEORGIA—(Continued)				
	Oglethorpe	1,600	1,400	88	
	Paulding	4,300	4,000	95	
	Pickens	2,800	2,500	92	
	Pike	1,500	1,300	87	
	Polk	8,000	7,500	93	
	Putnam	2,000	1,800	89	
	Rockdale	3,400	3,100	93	
	Spalding	12,100	11,300	93	
	Talbot	1,800	1,500	84	
	Towns	1,300	1,200	91	
	Troup	14,000	12,600	90	
	Union	1,500	1,400	90	
	Upson	6,800	6,300	92	
	Walton	6,300	5,800	92	
	White	2,100	1,900	89	
	NORTH CAROLINA				
	Clay	1,500	1,300	85	
	<b>Between 25-50%</b>	ALABAMA			
		Chambers	10,600	9,300	88
De Kalb		11,600	10,400	90	
GEORGIA					
Bibb		48,700	45,700	94	
Bleckley		2,800	2,500	87	
Chattooga		6,000	5,600	93	
Franklin		3,900	3,600	93	
Hancock		2,300	1,800	80	
Harris		2,900	2,600	89	
Madison	2,800	2,500	90		
Stephens	6,100	5,500	91		
Whitfield	14,300	13,500	94		
Wilkinson	2,500	2,200	88		
<b>Between 5-24%</b>	ALABAMA				
	Bullock	2,600	2,000	78	
	Calhoun	29,800	27,500	92	
	Clay	3,100	2,700	88	
	Etowah	30,800	28,700	93	
	GEORGIA				
	Ben Hill	3,800	3,300	85	
	Coffee	5,800	5,000	87	
	Decatur	7,500	6,700	90	
	Dooly	2,600	2,300	87	
	Elbert	5,100	4,700	93	
	Houston	13,700	12,900	94	
	Laurens	9,300	8,100	87	
	Lowndes	16,300	14,500	89	
	Sumter	7,400	6,300	85	
	Telfair	2,800	2,300	81	
	Twiggs	1,800	1,500	86	
	Washington	4,800	3,900	82	
	NORTH CAROLINA				
	Cherokee	4,200	3,600	87	
Graham	1,500	1,300	87		
Macon	4,200	3,500	83		
TENNESSEE					
Bledsoe	1,800	1,500	84		
Polk	3,000	2,700	89		

**BLACKBURN**  
& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

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 Chicago: 333 N. Michigan Avenue (312) 346-6460  
 Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
 Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Georgia—Augusta



## WRDW-TV

Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1590-ft. above av. terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

**Transmitter:** Pine Log Rd., Beech Island, S.C.

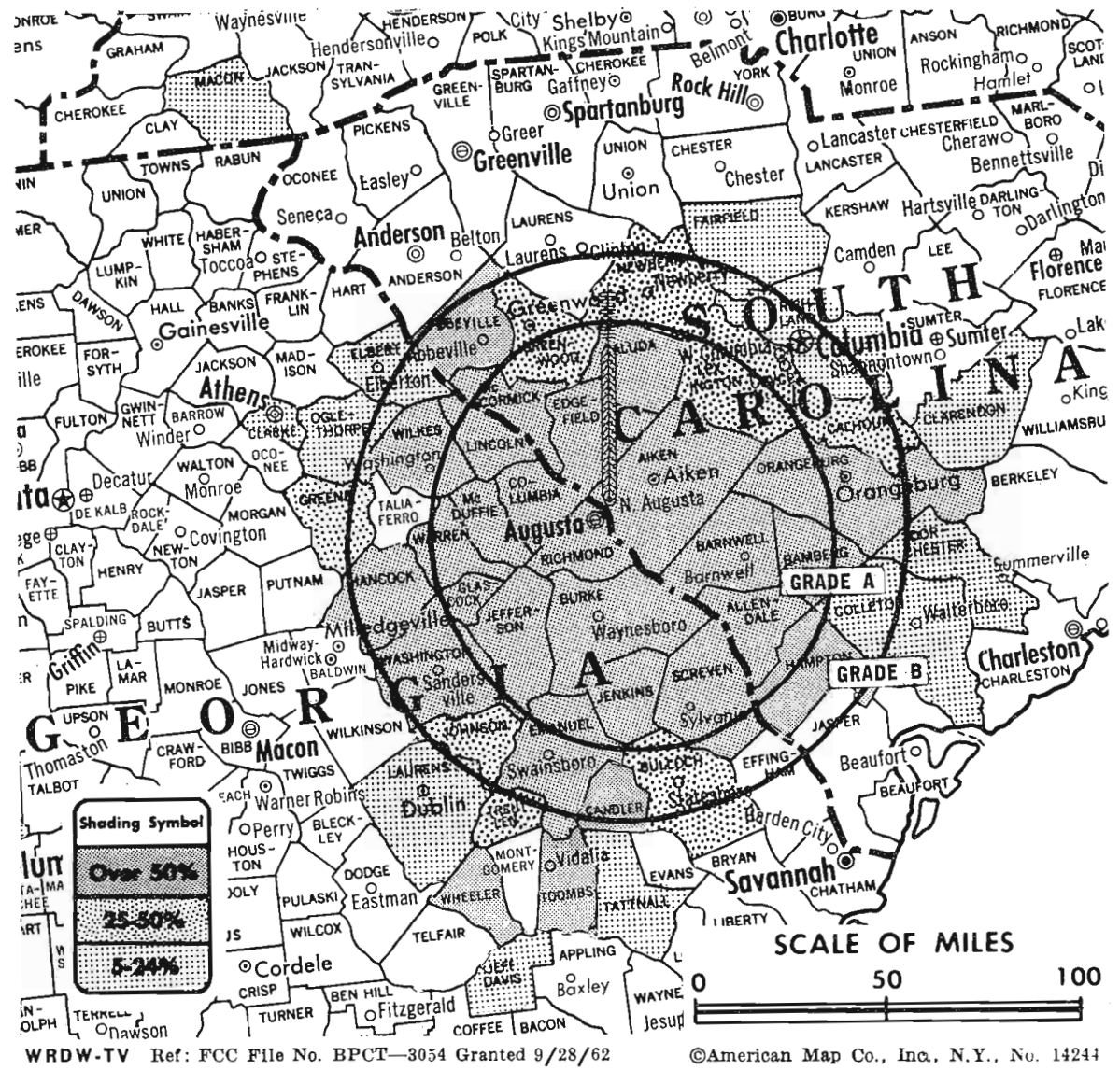
**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WRDW-TV

**Licensee:** Rust Craft Broadcasting Co.

**Studio:** Television Hill, N. Augusta, S.C.

**Telephone:** 404-824-5432.

**Ownership:** Rust Craft Greeting Cards, Inc., 100%. For other interests see WSTV-TV, Steubenville, Ohio.

**Began Operation:** Feb. 14, 1954. Sale to present owners by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Television Digest, Vols. 17:30, 33, 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

**Represented (sales) by:** The Katz Agency.

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

**Personnel:**

- JACK N. BERKMAN, president.
- FRED WEBER, exec. vice president.
- WALTER McCROBA, vice president & general manager.
- JAMES N. ARMISTEAD, sales manager.
- WILBUR HERRINGTON, chief engineer.
- LEE SHERIDAN, operations & production manager.

### DIGEST OF RATE CARD NO. A13

(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:29 p.m., daily.	\$650.00	\$390.00	\$200.00	\$130.00	\$95.00

**NETWORK BASE HOURLY RATE:** \$675.

For Color Set Penetration  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>GEORGIA</b>				
		Burke	5,200	4,300	84
		Candler	1,500	1,300	87
		Columbia	4,400	4,100	92
		Emanuel	4,700	4,100	87
		Glascok	500	400	89
		Hancock	2,300	1,800	80
		Jefferson	4,300	3,800	87
		Jenkins	2,100	1,900	89
		Lincoln	1,300	1,200	89
		Mc Duffie	4,000	3,600	90
		Richmond	43,200	40,800	94
		Screven	3,300	2,900	86
		Toombs	4,800	4,000	84
		Warren	1,500	1,300	85
		Washington	4,800	3,900	82
		Wheeler	1,000	800	82
		Wilkes	3,000	2,500	83
<b>SOUTH CAROLINA</b>		Abbeville	5,500	4,900	89
		Aiken	26,000	24,600	95
		Allendale	2,800	2,300	83
		Bamberg	3,700	3,200	86
		Barnwell	4,700	4,200	88
		Edgefield	3,700	3,300	90
		Hampton	4,100	3,500	85
		Mc Cormick	1,800	1,600	87
<b>Between 25-50%</b>		Orangeburg	16,900	14,500	86
		Saluda	3,400	3,100	90
		<b>GEORGIA</b>			
		Bulloch	6,800	6,100	91
	Greene	2,600	2,200	87	
	Johnson	1,900	1,700	90	
	Treutlen	1,400	1,200	84	

(Continued on next page)

Station Totals	343,600	309,600	90
Net Weekly Circulation (March 1967)			155,800
Average Daily Circulation (March 1967)			107,800

## WRDW-TV, Augusta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50% (Continued)</b>	<b>SOUTH CAROLINA</b>			
	Calhoun	2,500	2,100	84
	Greenwood	13,700	12,800	93
	Lexington	19,800	18,200	92
	Newberry	7,900	7,200	91
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Clarke	14,600	13,400	92
	Elbert	5,100	4,700	93
	Jeff Davis	2,300	2,000	87
	Laurens	9,300	8,100	87
	Oglethorpe	1,600	1,400	88
	Tattnall	3,800	3,400	89
	<b>NORTH CAROLINA</b>			
	Macon	4,200	3,500	83
	<b>SOUTH CAROLINA</b>			
	Clarendon	5,800	4,700	80
	Colleton	7,200	6,100	85
	Dorchester	6,600	6,000	91
	Fairfield	4,700	4,000	86
Richland	57,300	52,900	92	

## WJBF, Augusta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bacon	2,200	1,900	87
	Baldwin	6,800	6,000	88
	Clarke	14,600	13,400	92
	Evans	2,200	2,000	91
	Greene	2,600	2,200	87
	Oglethorpe	1,600	1,400	88
	<b>NORTH CAROLINA</b>			
	Macon	4,200	3,500	83
	<b>SOUTH CAROLINA</b>			
	Clarendon	5,800	4,700	80
	Colleton	7,200	6,100	85
	Dorchester	6,600	6,000	91
	Fairfield	4,700	4,000	86
	Jasper	3,300	2,800	84
	Laurens	12,800	11,800	92
	Richland	57,300	52,900	92

President **Area Code 212**  
 Hugh Ben LaRue **265-3430**

### La Rue Media Brokers Inc.

Radio Television CATV

#### Recent Sales

TV: Portland, Maine \$4,800,000  
 TV: Honolulu \$2,800,000

116 Central Park South  
 New York, N.Y.

## Georgia

## WSB-TV, Atlanta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50% (Continued)</b>	<b>GEORGIA—(Continued)</b>				
	Oglethorpe	1,600	1,400	88	
	Paulding	4,300	4,000	95	
	Pickens	2,800	2,500	92	
	Pike	1,500	1,300	87	
	Polk	8,000	7,500	93	
	Putnam	2,000	1,800	89	
	Rockdale	3,400	3,100	93	
	Spalding	12,100	11,300	93	
	Talbot	1,800	1,500	84	
	Troup	14,000	12,600	90	
	Union	1,500	1,400	90	
	Upson	6,800	6,300	92	
	Walton	6,300	5,800	92	
	Wheeler	1,000	800	82	
	White	2,100	1,900	89	
	Whitfield	14,300	13,500	94	
	<b>Between 25-50%</b>	<b>ALABAMA</b>			
		Clay	3,100	2,700	88
De Kalb		11,600	10,400	90	
<b>GEORGIA</b>					
Banks		1,600	1,400	88	
Bleckley		2,800	2,500	87	
Fannin		3,600	3,200	89	
Franklin		3,900	3,600	93	
Hancock		2,300	1,800	80	
Harris		2,900	2,600	89	
Madison	2,800	2,500	90		
Montgomery	1,300	1,000	80		
Stephens	6,100	5,500	91		
Taylor	2,200	1,900	87		
Towns	1,300	1,200	91		
Wilkinson	2,500	2,200	88		
<b>NORTH CAROLINA</b>					
Cherokee	4,200	3,600	87		
Clay	1,500	1,300	85		
<b>Between 5-24%</b>	<b>ALABAMA</b>				
	Calhoun	29,800	27,500	92	
	Etowah	30,800	28,700	93	
	Lee	14,000	12,300	88	
	Tallapoosa	10,200	8,900	88	
	<b>GEORGIA</b>				
	Catoosa	7,400	7,200	96	
	Coffee	5,800	5,000	87	
	Decatur	7,500	6,700	90	
	Dodge	4,300	3,800	88	
	Elbert	5,100	4,700	93	
	Houston	13,700	12,900	94	
	Laurens	9,300	8,100	87	
	Lowndes	16,300	14,500	89	
	Peach	4,200	3,800	91	
	Sumter	7,400	6,300	85	
	Telfair	2,800	2,300	81	
	Treutlen	1,400	1,200	84	
	Twiggs	1,800	1,500	86	
Washington	4,800	3,900	82		
Wilkes	3,000	2,500	83		
<b>NORTH CAROLINA</b>					
Graham	1,500	1,300	87		
Macon	4,200	3,500	83		
<b>TENNESSEE</b>					
Polk	3,000	2,700	89		

# Georgia—Columbus

**WRBL-TV**  
Ch. 3



Technical Facilities: Channel No. 3 (62-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: LaFayette Rd., 1.2-mi. N. of Cusseta, Ga.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: CBS.

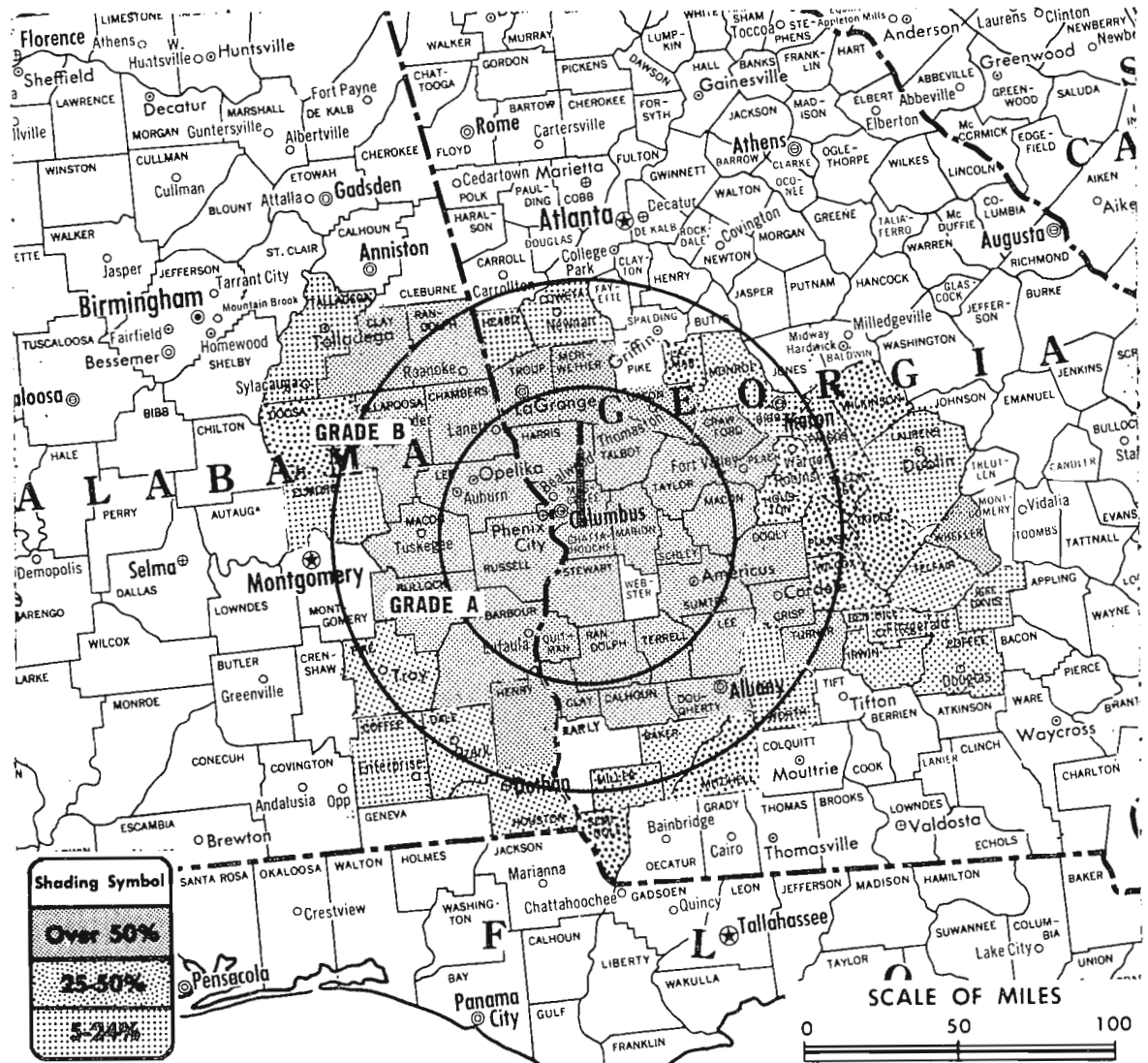
Facsimile Service: UPI.

AM Affiliate: WRBL, 5-kw, 1420 kc (CBS).

FM Affiliate: WRBL-FM, 100-kw, 102.9 mc (No. 275), 1520-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.

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



WRBL-TV Ref: FCC File No. BPCT-2775 Granted 6/9/60

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

## WRBL-TV

Network Service: CBS, NBC.

Licensee: Columbus Bcstg. Co., Inc., Box 270 (31902).

Studio & Offices: 1350 13th Ave. (31901).

Telephone: 404-322-0601. TWX No.: 404-327-6345.

Ownership: R. W. Page Corp., publisher of Columbus Enquirer and Ledger, 51%; estate of J. W. Woodruff, 18.2%; J. W. Woodruff Jr., 30.4%; J. Barnett Woodruff, .4%, WRBL-TV officers: J. W. Woodruff Jr., pres.; M. R. Ashworth Sr., secy.; J. Barnett Woodruff, director; W. E. Page, director. J. W. Woodruff Jr. controls Georgia radio WGPC, Albany and radio WAZA, Bainbridge, Ga. Page Corp. also publishes Bradenton (Fla.) Herald.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

J. W. WOODRUFF JR., president & general manager.  
RIDLEY BELL, station manager & film buyer.  
ROBERT WALTON, general sales & promotion manager.  
DON NAHLEY, local sales manager.  
GEORGE A. GINGELL, director of public affairs & news.  
JOE A. GAMBLE, chief engineer.  
FRANK HARDMAN, TV technical director.  
GEORGE KATSARIDES, director of photography.  
AL ROWE, production director.  
ROZELL FAIR, director of women's programs.  
DICK McMICHAEL, news director.

DIGEST OF RATE CARD NO. 6  
(June 15, 1967)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:01 p.m., daily.				
\$600.00	\$360.00	\$130.00	\$115.00	\$58.00

NETWORK BASE HOURLY RATE: \$700 (CBS), \$700 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>ALABAMA</b>			
	Barbour	6,000	4,900	81
	Bullock	2,600	2,000	78
	Chambers	10,600	9,300	88
	Clay	3,100	2,700	88
	Henry	3,500	3,000	86
	Lee	14,000	12,300	88
	Macon	5,700	4,700	82
	Randolph	5,200	4,500	85
	Russell	13,400	11,700	87
	Tallapoosa	10,200	8,900	88
	<b>GEORGIA</b>			
	Calhoun	1,800	1,400	77
	Chattahoochee	1,500	1,500	96
	Clay	900	800	84
	Crawford	1,300	1,000	81
	Crisp	5,300	4,600	87
	Dooly	2,600	2,300	87
	Dougherty	26,500	24,400	92
	Harris	2,900	2,600	89
	Lee	1,400	1,200	87
Macon	3,300	2,800	85	
Marion	1,100	900	80	
Meriwether	5,100	4,500	88	
Muscogee	53,900	51,000	95	
Peach	4,200	3,800	91	
Quitman	400	400	84	
Randolph	2,600	2,200	84	
Schley	700	600	87	
Stewart	1,500	1,200	80	
Sumter	7,400	6,300	85	
Talbot	1,800	1,500	84	
Taylor	2,200	1,900	87	
Terrell	3,100	2,700	86	
Troup	14,000	12,600	90	
Turner	1,900	1,700	88	
Upson	6,800	6,300	92	
Wheeler	1,000	800	82	

(Continued on page 182-b)

Station Totals	433,500	388,700	90
Net Weekly Circulation (March 1967)			210,700
Average Daily Circulation (March 1967)			145,400





# Georgia—Columbus



Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 284-kw visual, 52.5-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: Lafayette Rd., 1.2-mi. N. of Cusseta.

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

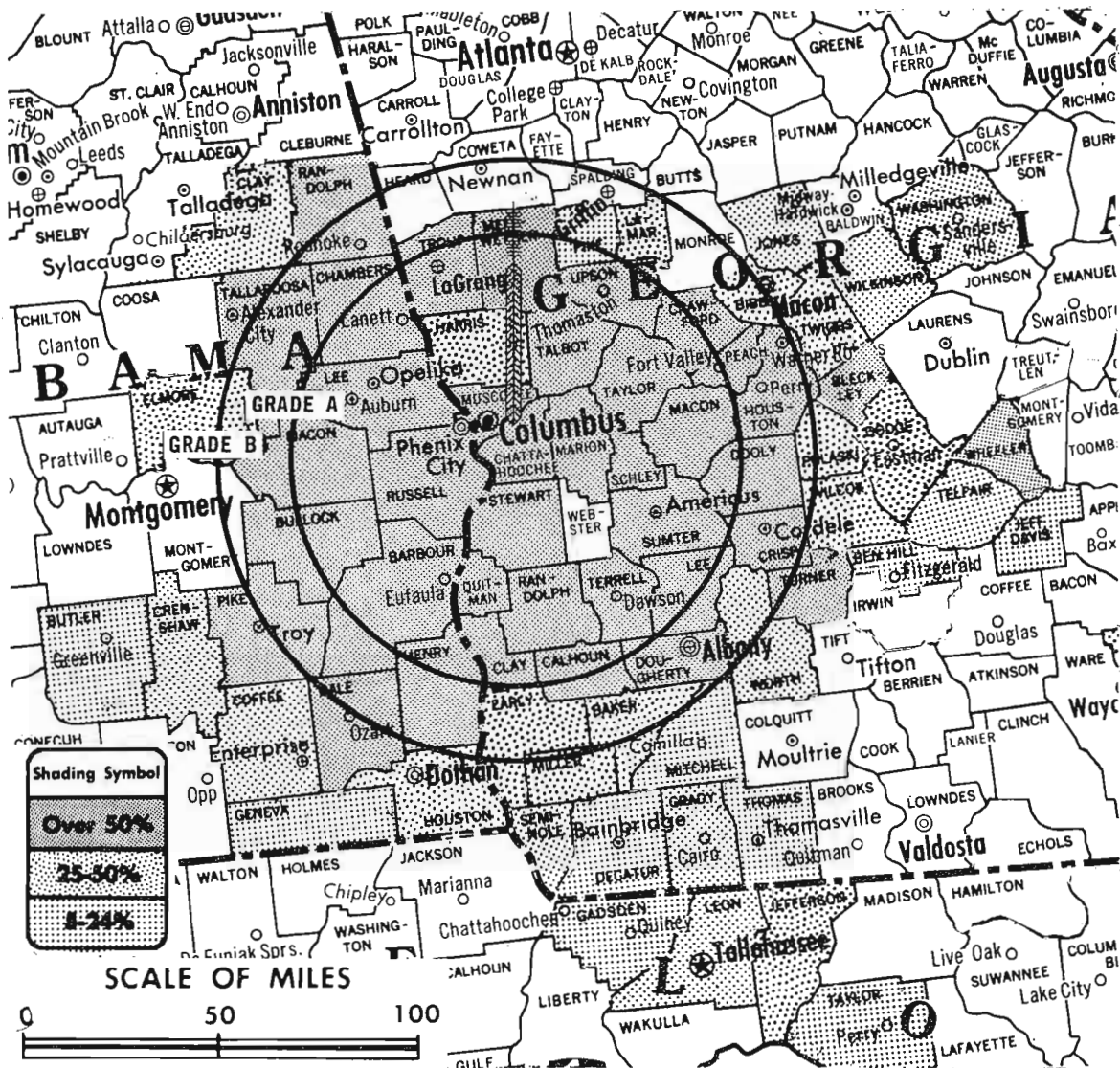
News Wire Service: AP.

Studio: 1307 First Ave. (31901).

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Marcus Cohn.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTVM Ref: FCC File No. BMPCT-5490 Granted 7/11/60

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

## WTVM

Network Service: ABC; also NBC.

Licensee: Martin Theatres of Georgia Inc., Martin Bldg., Columbus, Ga. (31901).

Telephone: 404-322-8828. TWX No.: 404-327-7195.

Ownership: Martin Theatres of Georgia Inc. E. D. Martin, pres., 50%; Roy E. Martin Jr., chmn. of board, 50%. Also owns WTVC, Chattanooga, Tenn.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960.

Represented (sales) by Blair-TV.

Personnel:

JOE WINDSOR, vice president & general manager.  
TED SHORT, station manager.  
LYNN AVERY, sales manager.  
JACK POOLE, operations director.  
CHARLES PARROTT, chief engineer.

DIGEST OF RATE CARD NO. 10—(May 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.

\$600.00 \$360.00 \$215.00 \$150.00 \$125.00 \$125.00 \$62.50

NETWORK BASE HOURLY RATE: \$700 (ABC), \$700 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Barbour	6,000	4,900	81
	Bullock	2,600	2,000	78
	Chambers	10,600	9,300	88
	Dale	10,200	9,200	90
	Henry	3,500	3,000	86
	Lee	14,000	12,300	88
	Macon	5,700	4,700	82
	Pike	6,300	5,200	83
	Randolph	5,200	4,500	85
	Russell	13,400	11,700	87
Tallapoosa	10,200	8,900	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA			
	Bleckley	2,800	2,500	87
	Calhoun	1,800	1,400	77
	Chattahoochee	1,500	1,500	96
	Clay	900	800	84
	Crawford	1,300	1,000	81
	Crisp	5,300	4,600	87
	Dooly	2,600	2,300	87
	Dougherty	26,500	24,400	92
	Houston	13,700	12,900	94
	Lee	1,400	1,200	87
	Macon	3,300	2,800	85
	Marion	1,100	900	80
	Meriwether	5,100	4,500	88
	Muscogee	53,900	51,000	95
	Peach	4,200	3,800	91
	Quitman	400	400	84
	Randolph	2,600	2,200	84
	Schley	700	600	87
	Stewart	1,500	1,200	80
Sumter	7,400	6,300	85	
Talbot	1,800	1,500	84	
Taylor	2,200	1,900	87	
Terrell	3,100	2,700	86	
Troup	14,000	12,600	90	
Turner	1,900	1,700	88	
Upson	6,800	6,300	92	
Wheeler	1,000	800	82	
<b>Between 25-50%</b>	ALABAMA			
	Clay	3,100	2,700	88
	Elmore	8,200	7,200	87
	Houston	16,000	14,700	92
	FLORIDA			
	Dixie	1,200	1,000	79
	Jefferson	2,300	1,900	84

(Continued on page 182-b)

Station Totals	484,600	432,500	89
Net Weekly Circulation (March 1967)			235,900
Average Daily Circulation (March 1967)			145,800

# Georgia—Macon



**WMAZ-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"  
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

Studio: U.S. 129, 7-mi. SE of Macon.

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

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kc (CBS).

FM Affiliate: WMAZ-FM, 65-kw, 99.1 mc (No. 256), 660-ft. antenna height.

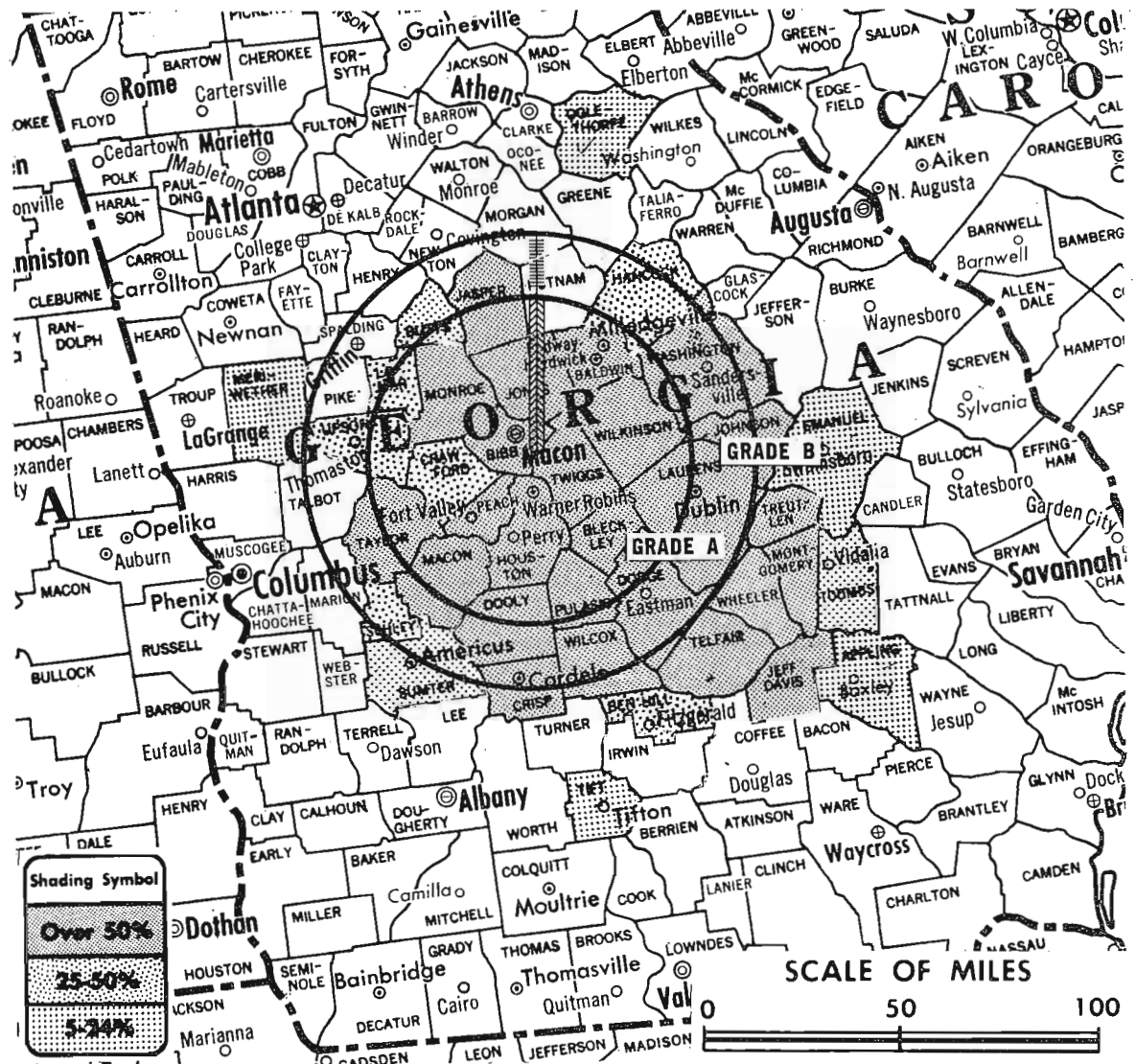
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WMAZ-TV Ref: FCC File No. BPCT-3557 Granted 6/17/65

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## WMAZ-TV

Network Service: CBS, ABC.

Licensee: Multimedia Inc., 505 Rutherford St., Greenville, S.C.

Studio: U.S. 129, 7-mi. SE of Macon.

Telephone: 912-746-7311. TWX No.: 912-788-2713.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Sept. 27, 1953. Transfer to Multimedia Inc. granted by FCC Sept. 22, 1967. Previously sale to Southeastern Bcstg. Corp. by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:2, 11).

Represented (sales) by Avery-Knodel Inc

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- ALBERT SANDERS, general manager.
- ELMO SIMMONS, general sales manager.
- OTIS HUGHES JR., local sales manager.
- BOB SAVAGE, director of operations.
- J. D. LAWHON, chief engineer.
- DICK JOHNSON, director of administration.
- JIMMY LEE, farm director.
- JIM ARNOLD, traffic manager.
- WILLIAM TRIBBLE, news director.

### DIGEST OF RATE CARD NO. 15—(June 1, 1966)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-10:59 p.m., daily.	\$600.00	\$360.00	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$550 (ABC, CBS & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA			
	Baldwin	6,800	6,000	88
	Bibb	48,700	45,700	94
	Bleckley	2,800	2,500	87
	Crisp	5,300	4,600	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	GEORGIA—(Continued)			
	Dodge	4,300	3,800	88
	Dooly	2,600	2,300	87
	Houston	13,700	12,900	94
	Jasper	1,300	1,100	85
	Jeff Davis	2,300	2,000	87
	Johnson	1,900	1,700	90
	Jones	2,400	2,100	89
	Laurens	9,300	8,100	87
	Macon	3,300	2,800	85
	Monroe	2,900	2,600	90
	Montgomery	1,300	1,000	80
	Peach	4,200	3,800	91
	Pulaski	2,300	2,000	86
	Taylor	2,200	1,900	87
	Telfair	2,800	2,300	81
	Treutlen	1,400	1,200	84
	Twiggs	1,800	1,500	86
Washington	4,800	3,900	82	
Wheeler	1,000	800	82	
Wilcox	1,700	1,500	88	
Wilkinson	2,500	2,200	88	
<b>Between 25-50%</b>	GEORGIA			
	Ben Hill	3,800	3,300	85
	Crawford	1,300	1,000	81
	Hancock	2,300	1,800	80
	Lamar	3,000	2,700	91
	Schley	700	600	87
Upson	6,800	6,300	92	
<b>Between 5-24%</b>	GEORGIA			
	Appling	3,300	2,800	85
	Butts	2,400	2,200	91
	Emanuel	4,700	4,100	87
	Meriwether	5,100	4,500	88
	Oglethorpe	1,600	1,400	88
	Sumter	7,400	6,300	85
Tift	7,200	6,400	89	
Toombs	4,800	4,000	84	
Station Totals		188,000	167,700	89
Net Weekly Circulation (March 1967)			118,300	
Average Daily Circulation (March 1967)			95,300	



# Georgia—Savannah

**WSAV-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 477-ft. above av. terrain, 521-ft. above ground, 541-ft. above sea level.

Latitude 32° 02' 48.2"  
Longitude 81° 04' 41.8"

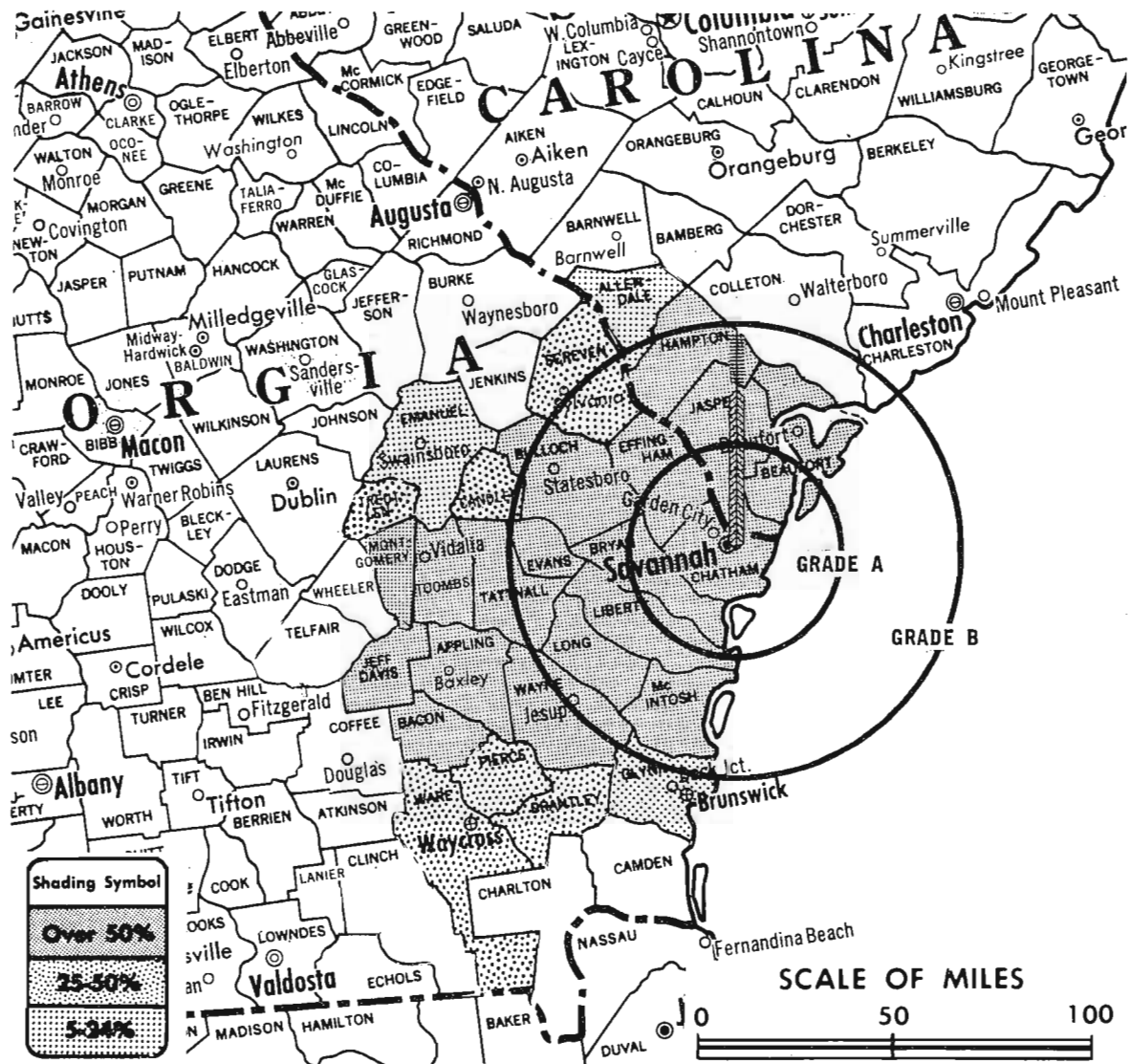
Transmitter: E. Victory Drive.

Color: Network, film, slide & tape.

News Wire Service: AP.

Studio: 1430 E. Victory Dr. (31404).

AM Affiliate: WSAV, 5-kw, 630 kc (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WSAV-TV Ref: FCC File No. BPCT-2477 Granted 7/18/58

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

## WSAV-TV

Network Service: NBC, ABC.

Licensee: WSAV Inc., Broadcasting Center, 1430 E. Victory Drive.

Telephone: 912-236-0303. TWX No.: 912-354-7839.

Ownership: Harben Daniel, pres., 52.78%; Meredith E. Thompson, v.p., secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, .22%.

Began Operation: Feb. 1, 1956.

Represented (sales) by The Hollingbery Co.

Personnel:

HARBEN DANIEL, president & general manager.  
MEREDITH E. THOMPSON, v.p. & operations manager.  
MACK HUMPIDGE, commercial manager.  
JOE M. PETTY, news director.  
CURT AVERY, production manager.  
BYRON STRONG, chief engineer.

DIGEST OF RATE CARD NO. 6  
(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.						
\$500.00	\$255.00	\$170.00	\$105.00	\$100.00	\$80.00	\$50.00

NETWORK BASE HOURLY RATE: \$500 (NBC), \$500 (ABC).

For Color Set Penetration by Markets

see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA			
	Appling	3,300	2,800	85
	Bacon	2,200	1,900	87
	Bryan	1,700	1,500	90
	Bulloch	6,800	6,100	91
	Chatham	62,800	59,000	94
	Effingham	3,000	2,700	90
	Evans	2,200	2,000	91
	Jeff Davis	2,300	2,000	87
	Liberty	4,800	4,300	90
	Long	1,200	1,000	86
	Mc Intosh	1,900	1,600	87
	Montgomery	1,300	1,000	80
	Tattnall	3,800	3,400	89
	Toombs	4,800	4,000	84
	Wayne	5,700	5,200	91
	SOUTH CAROLINA	Beaufort	11,700	10,700
Hampton		4,100	3,500	85
Jasper		3,300	2,800	84
<b>Between 25-50%</b>	GEORGIA			
	Brantley	1,400	1,200	89
	Candler	1,500	1,300	87
	Pierce	2,200	1,900	87
	Screven	3,300	2,900	86
	Treutlen	1,400	1,200	84
Ware	11,700	10,600	91	
<b>Between 5-24%</b>	GEORGIA			
	Emanuel	4,700	4,100	87
	Glynn	15,500	14,400	93
SOUTH CAROLINA				
Allendale	2,800	2,300	83	
Dillon	7,000	6,200	89	
Station Totals		178,400	161,600	91
Net Weekly Circulation (March 1967)				113,800
Average Daily Circulation (March 1967)				88,500



# Georgia—Savannah



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level.

Latitude 32° 04' 07"  
Longitude 81° 05' 35"

Transmitter: 516 Abercorn St.

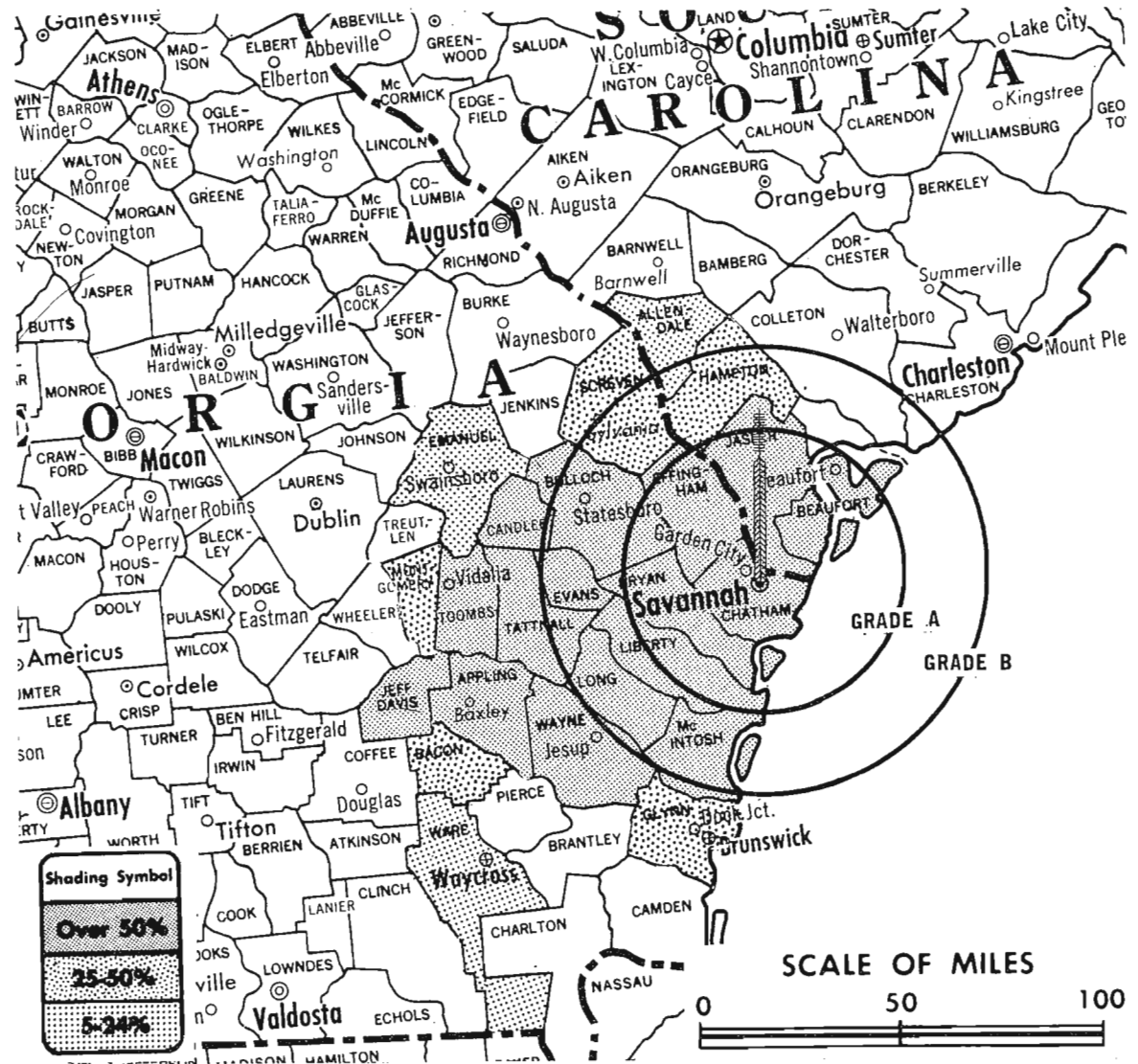
Color: Network, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WTOC, 5-kw, 1290 kc (CBS).

FM Affiliate: WTOC-FM, 97.25-kw, 94.1 mc (No. 231), 372-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTOC-TV Ref: FCC File No. BPCT-2802 Granted 9/27/60

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## WTOC-TV

Network Service: ABC, CBS.

Licensee: Savannah Bcstg. Co. Inc., Box 858, Savannah, Ga. (31402).

Studio: 516 Abercorn St. (31402).

Telephone: 912-232-0127. TWX No.: 810-784-5619.

Ownership: William T. Knight Jr., chairman, 44.3%; Grace Schley Knight, 9.3%; F. Schley Knight, pres., 8.3%; over 80 others.

Began Operation: Feb 14, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Schroeder.

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

Personnel:

- F. SCHLEY KNIGHT, president & general manager.
- BEN B. WILLIAMS, exec. v.p. & commercial manager.
- DWIGHT J. BRUCE, v.p., program manager & film buyer.
- STUART KNIGHT, vice president & treas.
- KYLE E. GOODMAN, chief engineer.

DIGEST OF RATE CARD NO. 10B  
(Dec. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$200.00	\$135.00	\$120.00	\$75.00*	\$60.00* \$38.00*

\*7:39-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$450 (CBS).

Translator Directory is in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>GEORGIA</b>				
		Appling	3,300	2,800	85
		Bryan	1,700	1,500	90
		Bulloch	6,800	6,100	91
		Candler	1,500	1,300	87
		Chatham	62,800	59,000	94
		Effingham	3,000	2,700	90
		Evans	2,200	2,000	91
		Jeff Davis	2,300	2,000	87
		Liberty	4,800	4,300	90
		Long	1,200	1,000	86
		Mc Intosh	1,900	1,600	87
		Tattnall	3,800	3,400	89
		Toombs	4,800	4,000	84
		Wayne	5,700	5,200	91
	<b>SOUTH CAROLINA</b>				
		Beaufort	11,700	10,700	91
		Jasper	3,300	2,800	84
<b>Between 25-50%</b>	<b>GEORGIA</b>				
		Bacon	2,200	1,900	87
		Glynn	15,500	14,400	93
		Montgomery	1,300	1,000	80
	Screven	3,300	2,900	86	
	<b>SOUTH CAROLINA</b>				
	Hampton	4,100	3,500	85	
<b>Between 5-24%</b>	<b>FLORIDA</b>				
		St Johns	9,600	8,900	92
	<b>GEORGIA</b>				
		Emanuel	4,700	4,100	87
		Ware	11,700	10,600	91
<b>SOUTH CAROLINA</b>					
	Allendale	2,800	2,300	83	
Station Totals		176,000	160,000	91	
Net Weekly Circulation (March 1967)				110,200	
Average Daily Circulation (March 1967)				83,200	

# Georgia

## WRBL-TV, Columbus

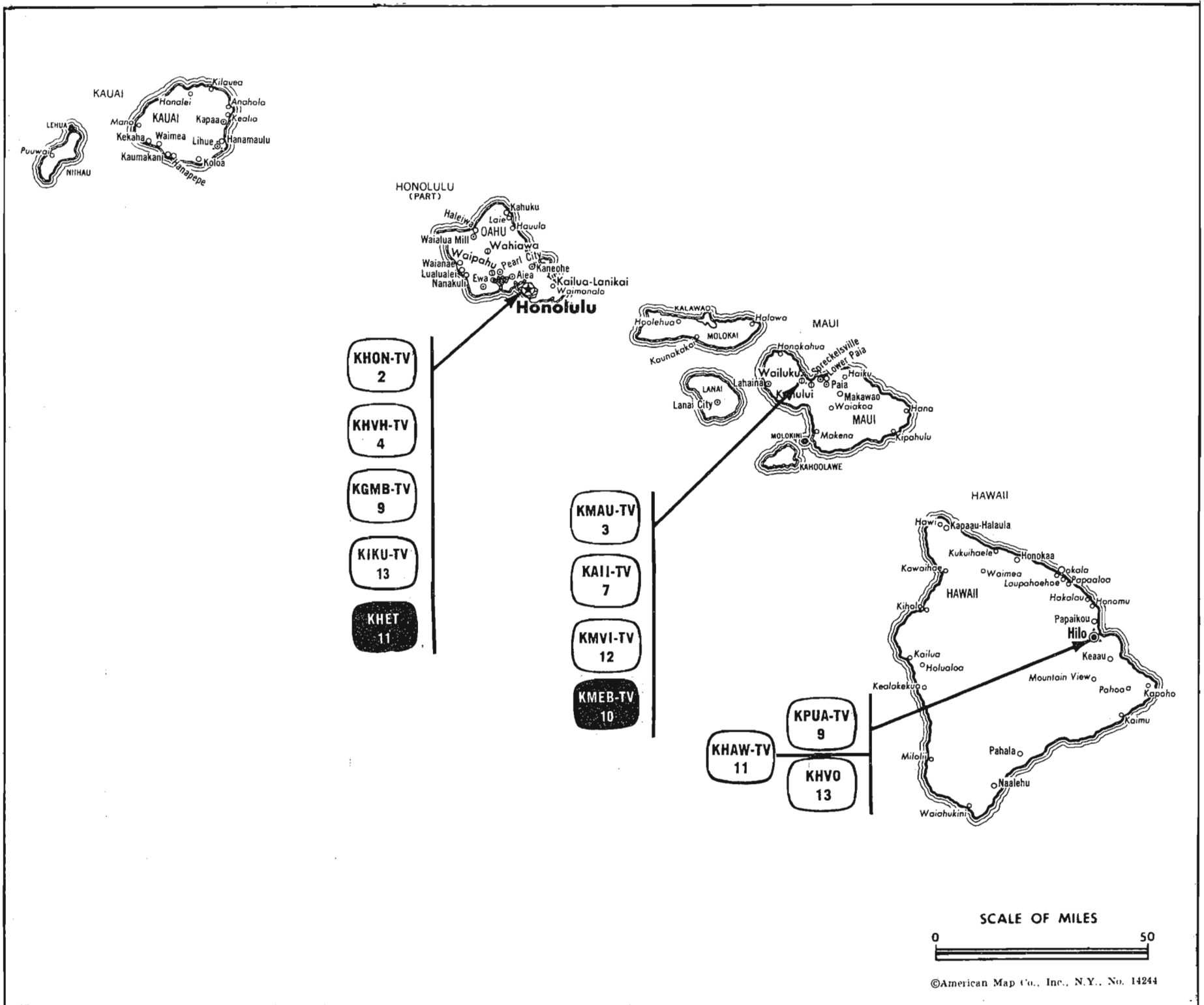
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50 %</b>	<b>ALABAMA</b>			
	Coosa	2,700	2,300	86
	<b>GEORGIA</b>			
	Bleckley	2,800	2,500	87
	Dodge	4,300	3,800	88
	Houston	13,700	12,900	94
	Lamar	3,000	2,700	91
	Mitchell	4,800	4,200	87
	Pulaski	2,300	2,000	86
	Seminole	1,600	1,400	89
	Towns	1,300	1,200	91
	Wilcox	1,700	1,500	88
	Wilkinson	2,500	2,200	88
	<b>Between 5-24 %</b>	<b>ALABAMA</b>		
Coffee		8,800	7,700	88
Dale		10,200	9,200	90
Elmore		8,200	7,200	87
Houston		16,000	14,700	92
Pike		6,300	5,200	83
Talladega		18,200	16,200	89
<b>GEORGIA</b>				
Baker		700	500	82
Ben Hill		3,800	3,300	85
Bibb		48,700	45,700	94
Coffee		5,800	5,000	87
Coweta		9,000	8,200	91
Heard		1,100	1,000	90
Irwin		2,000	1,800	88
Jeff Davis		2,300	2,000	87
Laurens		9,300	8,100	87
Miller		1,500	1,300	85
Monroe	2,900	2,600	90	
Telfair	2,800	2,300	81	
Twiggs	1,800	1,500	86	
Worth	3,900	3,500	89	

# WTVM, Columbus

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Between 25-50 %</b>	<b>GEORGIA</b>				
	Baker	700	500	82	
	Bibb	48,700	45,700	94	
	Dodge	4,300	3,800	88	
	Early	2,900	2,400	86	
	Harris	2,900	2,600	89	
	Lamar	3,000	2,700	91	
	Miller	1,500	1,300	85	
	Pierce	2,200	1,900	87	
	Pulaski	2,300	2,000	86	
	Twiggs	1,800	1,500	86	
	Wilcox	1,700	1,500	88	
	<b>Between 5-24 %</b>	<b>ALABAMA</b>			
		Butler	5,800	4,800	84
Coffee		8,800	7,700	88	
Crenshaw		3,300	2,800	85	
Geneva		6,000	5,200	87	
Marengo		6,500	5,100	78	
Marion		5,600	5,000	90	
<b>FLORIDA</b>					
Gadsden		9,600	8,300	86	
Leon		22,600	20,700	92	
Taylor		4,100	3,500	85	
<b>GEORGIA</b>					
Ben Hill		3,800	3,300	85	
Decatur		7,500	6,700	90	
Grady		4,700	4,200	97	
Jeff Davis		2,300	2,000	87	
Jones		2,400	2,100	89	
Mitchell		4,800	4,200	87	
Pike	1,500	1,300	87		
Seminole	1,600	1,400	89		
Telfair	2,800	2,300	81		
Thomas	10,400	9,400	91		
Washington	4,800	3,900	82		
Wilkinson	2,500	2,200	88		
Worth	3,900	3,500	89		



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Hawaii	152,500	114	180,800	160	161,500	162

**Hawaii Station Status as of Jan. 1, 1968**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
2	0	2
		12

# Hawaii—Hilo



## KHAW-TV

Ch. 11

[Satellite of KHON-TV, Honolulu]

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 2.09-kw visual, .275-kw aural. Antenna: minus 620-ft. above av. terrain, 139-ft. above ground, 147-ft. above sea level.

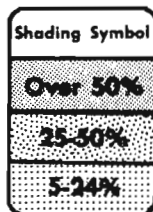
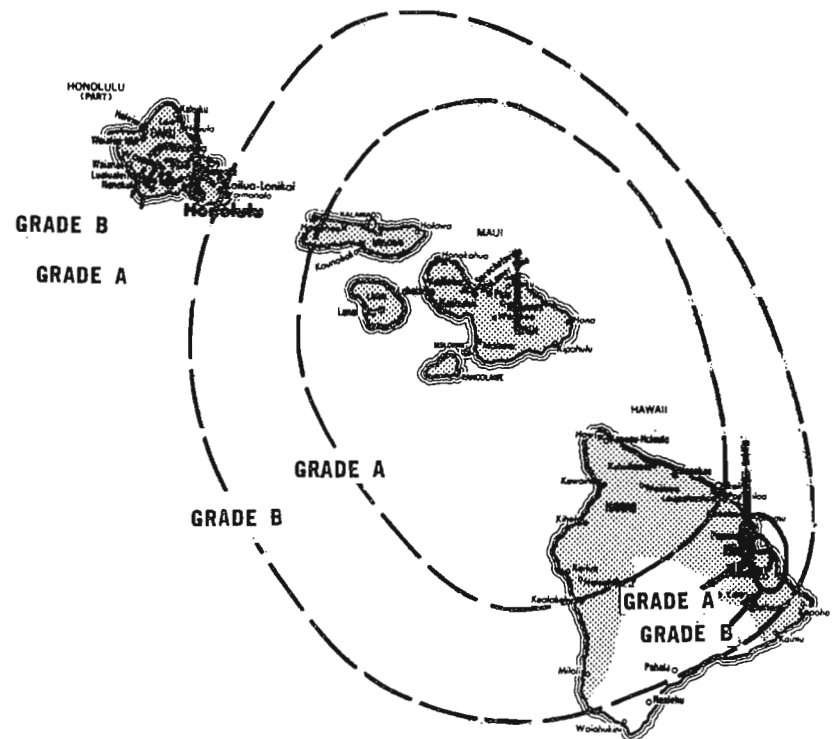
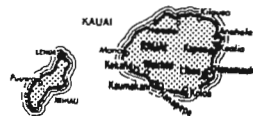
Latitude 19° 43' 56"  
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



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

KHAW-TV Ref: FCC File No. BPCT—3246 Granted 10/17/63

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## KHAW-TV

Licensee: Pacific & Southern Co. Inc., 1170 Auahi St., Honolulu, Hawaii (96814).

Studio: 1170 Auahi St., Honolulu.

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 27, 1961.

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold only in combination with KHON-TV, Honolulu and KAI-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station is included with Parent KHON-TV, Honolulu. The above map reflects coverage for Parent and Satellites KHAW-TV and KAI, Wailuku.



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## State Educational Technical Facilities (Complete Data in Educational Directory)

### KHET

Honolulu

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Maui, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 148-kw visual, 29.5-kw aural. Antenna: minus 82.75-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

### KMEB-TV

Wailuku, Maui

Ch. 10

Non-Commercial Educational Station

(Satellite of KHET, Honolulu, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude 20° 42' 40"  
Longitude 156° 15' 34"

For color Set Penetration by Markets

see Services Volume



# Hawaii—Hilo



**KHVO**



Ch. 13

[Satellite of KHVH-TV, Honolulu]

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: 779-ft. above av. terrain, 130-ft. above ground, 136-ft. above sea level.

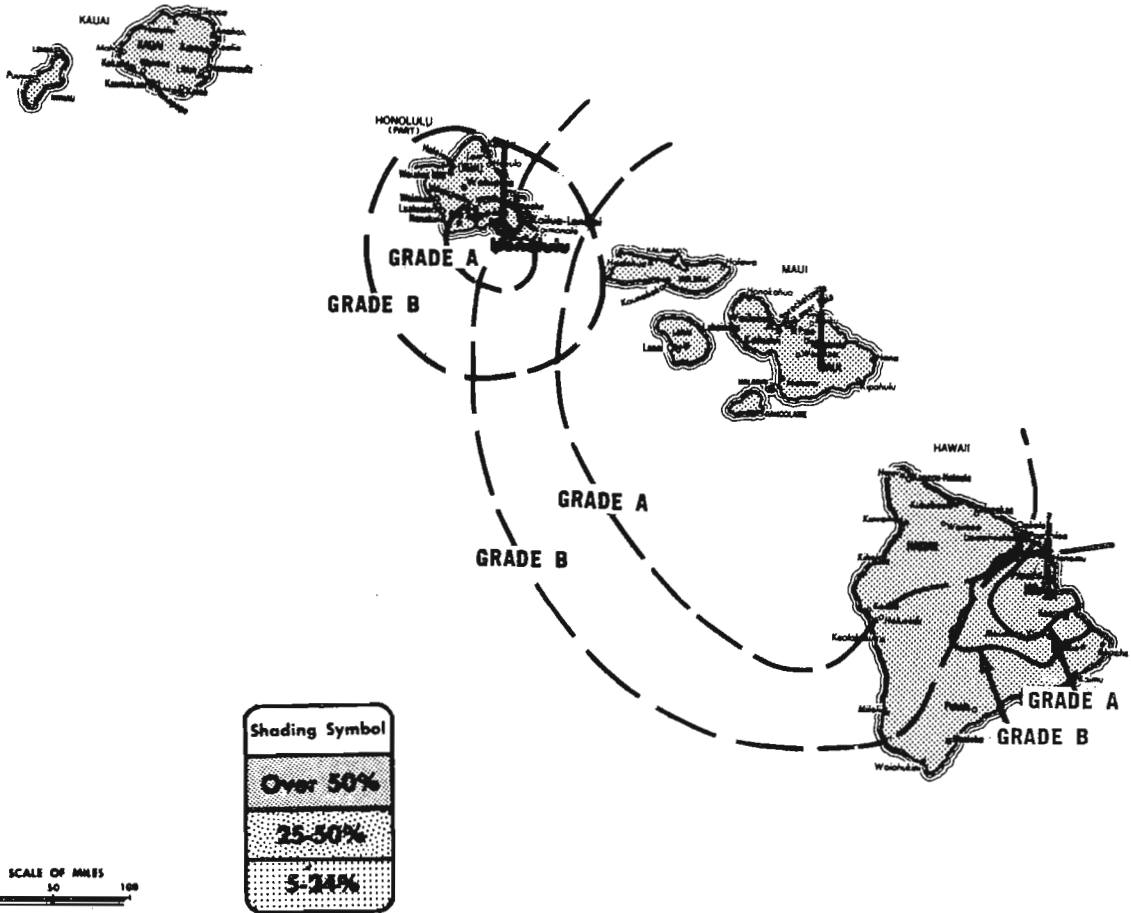
Latitude 19° 43' 57"  
Longitude 155° 04' 04"

**Transmitter:** Naniloa Hotel, Hilo, Hawaii.

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

**News Wire Service:** AP.

**News Film Service:** ABC.



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

**KHVO** Ref: FCC File No. BPCT-3077 Granted 9/6/62

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## KHVO

**Network Service:** ABC, same as KHVH-TV.

**Grantee:** Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

**Studio:** Naniloa Hotel, Hilo, Hawaii.

**Telephone:** 3289, Hilo.

**Ownership:** See KHVH-TV.

**Began Operation:** May 15, 1960.

**Represented (sales) by** The Katz Agency Inc.

### Personnel:

Same as KHVH-TV, Honolulu.

**Rates:** Sold only in combination with KHVH-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KHVH-TV, Honolulu, which has \$600 base hour.

**ARB Data for this Station Included with Parent  
KHVH-TV, Honolulu**

# Hawaii—Hilo



## KPUA-TV

Ch. 9

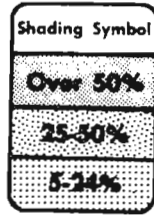
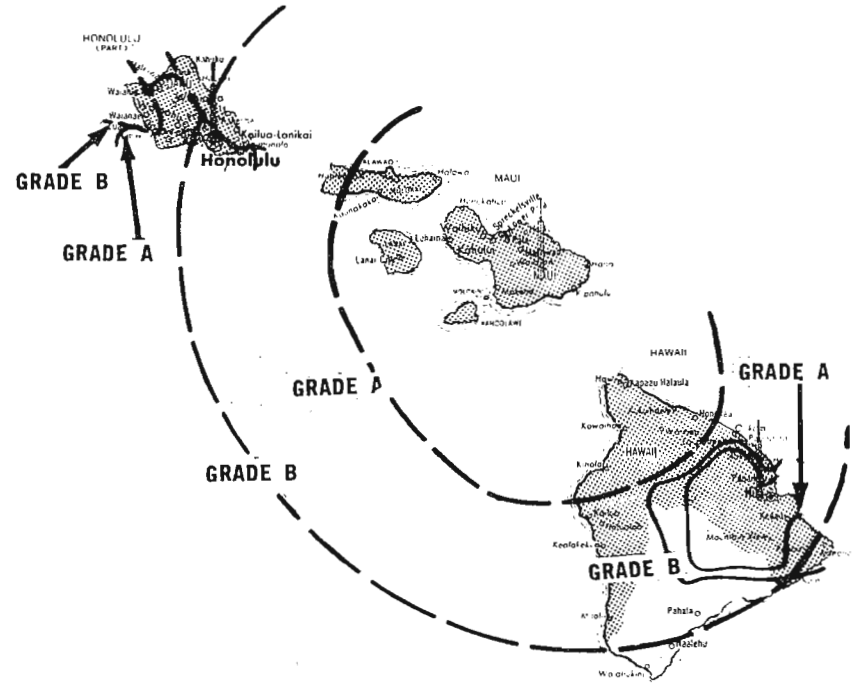
[Satellite of KGMB-TV Honolulu]

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"  
Longitude 155° 08' 13"

Transmitter: Pihonua Rd.

AM Affiliate: KPUA, 1-kw, 970 kc (CBS).



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

KPUA-TV Ref: FCC File No. BMPCT-2985 Granted 4/14/55 ©American Map Co., Inc., N.Y., No. 14244

## KPUA-TV

Network Service: CBS, same as KGMB-TV, Honolulu.

Licensee: Pacific Broadcasting Network.

Telephones: 941-3011, Honolulu; 3326, Hilo.

Studio: 1534 Kapiolani Blvd., Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: May 15, 1955.

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

### Personnel:

CECIL HEFTEL, president.  
GENE ERGER, general manager.  
HAL BOUDREAU, station manager.  
ALVIN CHANG, chief engineer.

Rates: Sold only in combination with KGMB-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

**ARB Data for This Station Included with Report for Parent KGMB-TV, Honolulu.**

# Hawaii—Honolulu



## KGMB-TV

Ch. 9

[Also operates satellite KPUA-TV, Hilo and semi-satellite KMAU-TV, Wailuku, Maui]

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: minus 50-ft. above av. terrain, 433-ft. above ground, 438-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

**Transmitter:** 1534 Kapiolani Blvd.

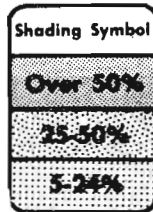
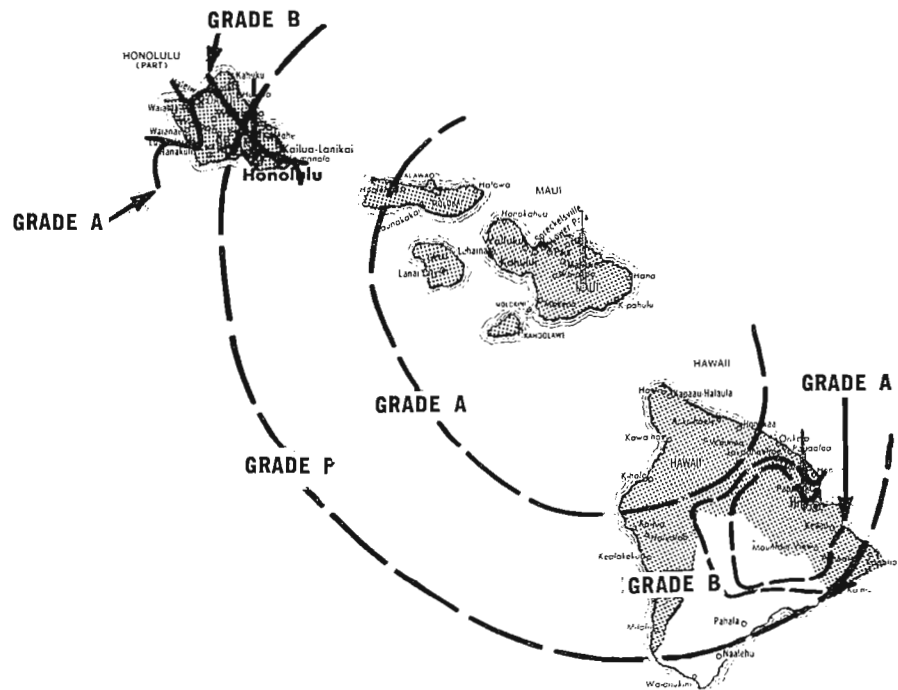
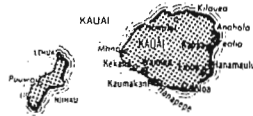
**TV tape:** Recording facilities.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KGMB, 5-kw, 590 kc (CBS).

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



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

**KGMB-TV** Ref: FCC File No. BPCT—3610 Granted 10/19/65  
**KPUA-TV** Ref: FCC File No. BMPCT—2985 Granted 4/14/55  
**KMAU-TV** Ref: FCC File No. BMPCT—2821 Granted 2/25/55

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## KGMB-TV

Licensee: Pacific Broadcasting Co. Inc.

Studio: 1534 Kapiolani Blvd.

Telephone: 941-3011. TWX No.: 743-0020.

**Ownership:** Pacific Broadcasting Co. Inc. Also owns & operates satellite KPUA-TV, Hilo. Also operates satellite KMAU-TV, Wailuku (Ch. 3) and translators K70BW, Lihue, Kauai and K82AM, Waimea, Kauai.

**Began Operation:** Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40-41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 by FCC (Vol. 15:52). Sale to present owners by Honolulu Star-Bulletin approved May 5, 1965 by FCC (Vols. 4:42, 5:19). For other interests, see KUTV, Salt Lake City.

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

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL HEFTEL, president & general manager.  
ALVIN CHANG, chief engineer.  
GENE ERGER, general sales manager.  
PHIL ARNONE, program director.  
ROBERT H. TEMPLE, national sales manager.  
ROBERT W. SEVEY, vice president, news.  
FRANK VALENTI, sports director.  
ROBERT BEADLES, station manager.

DIGEST OF RATE CARD NO. 9A & 9C  
(May 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$800.00 \$504.00 \$336.00 \$252.00 Graded rates apply\*

\*Highest rate: \$260.

Above rates include satellite operation of KPUA-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	HAWAII			
	Hawaii 1	2,200	1,800	81
	Hawaii 2	1,300	1,000	81
	Hawaii 3	8,600	6,900	81
	Hawaii 4	2,500	2,100	81
	Honolulu 1	17,400	16,000	92
	Honolulu 2	4,800	4,400	92
	Honolulu 3	4,800	4,400	92
	Honolulu 4	117,800	108,700	92
	Kauai	8,100	4,700	59
	Maui 1	2,000	1,700	87
	Maui 2	5,600	4,900	87
	Maui 3	3,300	2,900	87
	Maui 4	1,500	1,300	87
Station Totals		179,900	160,800	89
Net Weekly Circulation (March 1967)			1,490	
Average Daily Circulation (March 1967)			100,000	

ARB Data for this Station Includes Satellites  
KPUA-TV, Hilo & KMAU-TV, Wailuku.

## BLACKBURN & COMPANY, INC.

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Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Hawaii—Honolulu

**NB KHON-TV**

Ch. 2

[Also operates satellites KAI-TV, Wailuku & KHAW-TV, Hilo.]

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 60.3-kw visual, 12.6-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level.

Latitude 21° 17' 45"  
Longitude 157° 51' 12"

Transmitter: 1170 Auahi St.

Studio: 1170 Auahi St.

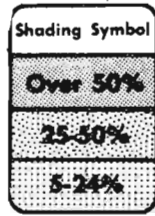
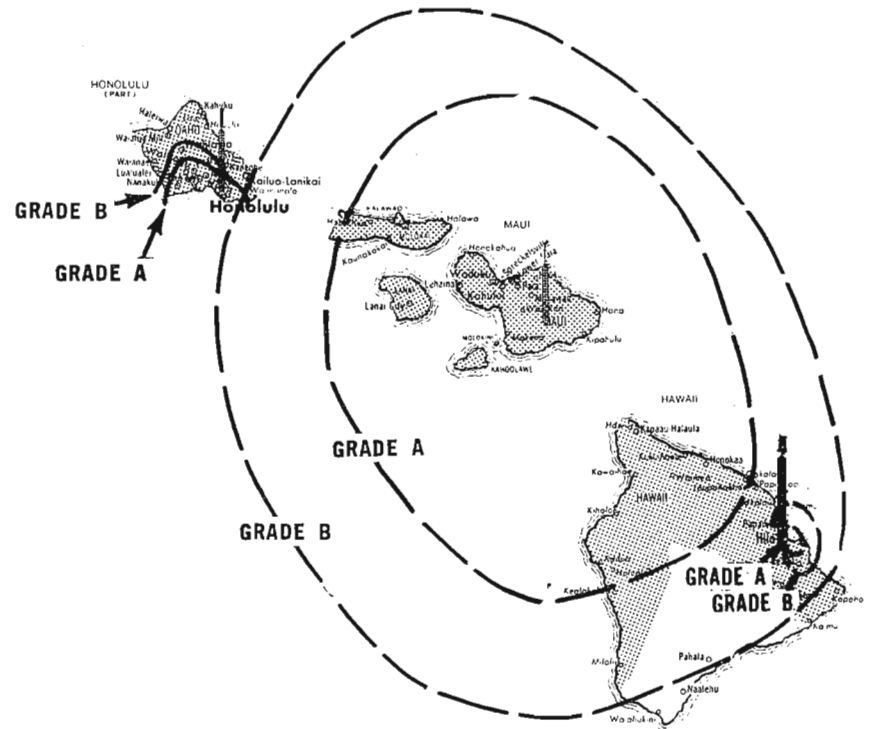
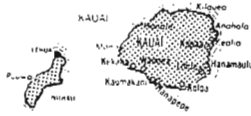
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.



Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.

**KHON-TV** Ref: FCC File No. BMPCT-3296 Granted 8/18/55  
**KAI-TV** Ref: FCC File No. BMPCT-5339 Granted 9/14/59  
**KHAW-TV** Ref: FCC File No. BPCT-2925 Granted 11/8/61

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

## KHON-TV

Licensee: Pacific & Southern Co. Inc., 598 Madison Ave., New York, N.Y. (10022).

Ownership: Wholly owned subsidiary of Pacific & Southern Bcstg. Co. Inc. which is a publicly held corp. Arthur H. McCoy, pres.; De Sales Harrison Jr., chmn.-treas. and Paulette B. Harrison as a management group vote 36.696%; Fox, Wells & Rogers votes 33.147%. Pacific & Southern Co. Inc. is also the licensee of WQXI-TV & WQXI, Atlanta, Ga.; WQXU-FM, Smyrna, Ga.; WSAI & WJBI-FM, Cincinnati and satellites KAI-TV, Wailuku & KHAW-TV, Hilo.

Began Operation: Dec. 15, 1952. Merger with Jupiter Bcstg. of Ga., surviving corp., now known as Pacific & Southern Bcstg. Co. Inc., approved by FCC Nov. 15, 1967 (Television Digest, Vol. 7:47). Assignment to Pacific & Southern Co. Inc. approved Dec. 15, 1967. Previous sale by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 by FCC (Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

Represented (sales) by Blair TV.

Represented (legal) by Haley, Bader & Potts.

Personnel:

ARTHUR H. McCOY, president.  
FRANKLIN C. WHEELER, general sales manager.  
DANIEL KAWAKAMI, station manager.  
KENNETH KWOCK, local sales manager.  
PAT WILKINS, news director.  
ALFRED ONO, chief engineer.  
PAUL YAMAMOTO, traffic supervisor.

DIGEST OF RATE CARD NO. 2-D  
(Sept. 18, 1967)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$750.00	\$450.00	\$315.00	\$180.00	\$180.00	\$180.00
NETWORK BASE HOURLY RATE:	\$400.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>HAWAII</b>			
	Hawaii 1	2,200	1,800	81
	Hawaii 2	1,300	1,000	81
	Hawaii 3	8,600	6,900	81
	Hawaii 4	2,500	2,100	81
	Honolulu 1	17,400	16,000	92
	Honolulu 2	4,800	4,400	92
	Honolulu 3	4,800	4,400	92
	Honolulu 4	117,800	108,700	92
	Kauai	8,100	4,700	59
	Maui 2	5,600	4,900	87
	Maui 3	3,300	2,900	87
	Maui 4	1,500	1,300	87
<b>Between 25-50%</b>	<b>HAWAII</b>			
	Maui 1	2,000	1,700	87
<b>Station Totals</b>		<b>179,900</b>	<b>160,800</b>	<b>89</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>144,100</b>
<b>Average Daily Circulation (March 1967)</b>				<b>87,600</b>

ARB Data for this Station Includes Satellites KAI, Wailuku & KHAW-TV, Hilo.

For Group Ownership of TV Stations  
See Services Volume



# Hawaii—Honolulu



**KHVH-TV**



Ch. 4

[Programs are rebroadcast by separately-owned KMVI-TV, Wailuku; also by KHVH-owned KHVO, Hilo, on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV]

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 26.3-kw visual, 5.25-kw aural. Antenna: minus 130-ft. above av. terrain, 365-ft. above ground, 371-ft. above sea level.

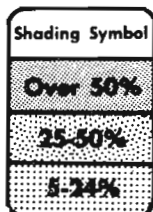
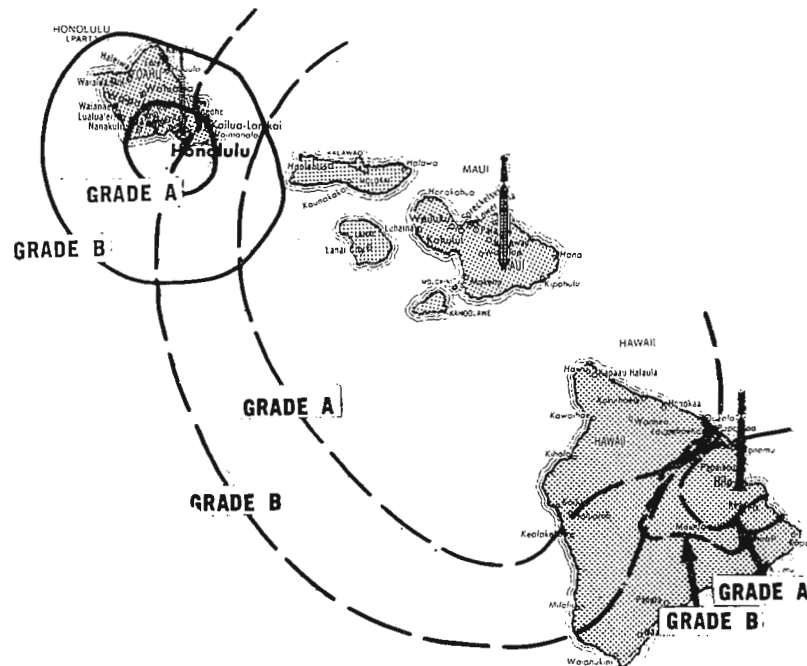
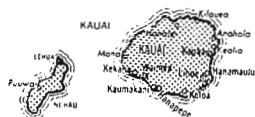
Latitude 21° 17' 44"  
Longitude 157° 51' 06"

**Transmitter:** 1290 Ala Moana.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP, UPI. **News Film Service:** ABC. **Facsimile Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KHVH-TV Ref: FCC File No. BMPCT-1672 Granted 6/22/55

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

## KHVH-TV

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. Telephone: 573-991.

TWX No.: KHVH 723-387.

AM Affiliate: KHVH, 5-kw, 1040 kc.

FM Affiliate: KHVH-FM, 93.9, 100-kw.

**Ownership:** Western Telestations Inc., 100%. It is owned by Lawrence S. Berger, 51%; Mrs. Fred Goodstein, 29%; Marcus Loew, 6%; William H. Brown, 5%; Rolling Hills Inc., 5%; William E. Cleator, 3%; John L. McGuire, 1%.

**Began Operation:** April 16, 1954. Sale to present owner by Kaiser Bcstg. approved Dec. 18, 1964 by FCC (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 by FCC (Television Digest, Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46 & 12:2).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edison.

**Personnel:**

LAWRENCE S. BERGER, president.  
WILLIAM F. MacCRYSTAL, v.p. & general manager.  
DAN HUNTER, chief engineer.  
MUNEO HAMADA, business manager.  
MASON ALTIERY, vice president, news.  
RICHARD FARR, promotion & publicity director.  
ROBERT S. SMITH, program director.

DIGEST OF RATE CARD NO. 13—(May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A	6-10:30 p.m., Sun.-Fri.	6:30-11:15 p.m., Sat.				
	\$1000.00	\$600.00	\$400.00	\$300.00	\$210.00	\$190.00 \$105.00

NETWORK BASE HOURLY RATE: \$600.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	HAWAII			
	Hawaii 1	2,200	1,800	81
	Hawaii 2	1,300	1,000	81
	Hawaii 3	8,600	6,900	81
	Hawaii 4	2,500	2,100	81
	Hawaii 5	900	700	81
	Honolulu 1	17,400	16,000	92
	Honolulu 2	4,800	4,400	92
	Honolulu 3	4,800	4,400	92
	Honolulu 4	117,800	108,700	92
	Kauai	8,100	4,700	59
	Maui 1	2,000	1,700	87
	Maui 2	5,600	4,900	87
	Maui 3	3,300	2,900	87
	Maui 4	1,500	1,300	87
	Station Totals		180,800	161,500
Net Weekly Circulation (March 1967)			152,500	
Average Daily Circulation (March 1967)			110,500	

ARB Data for this Station Includes Satellites  
KMVI-TV, Wailuku & KHVO, Hilo

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South  
New York, N.Y.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# Hawaii—Honolulu

## KIKU-TV

(formerly KTRG-TV)

Ch. 13

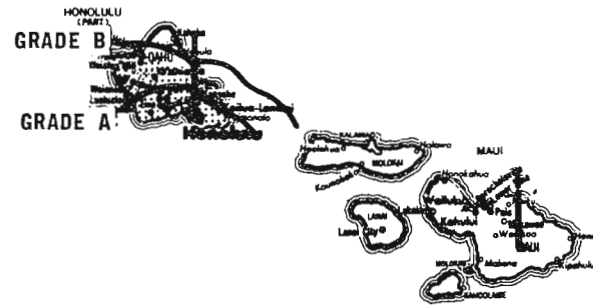
Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 30.7-kw visual, 6.17-kw aural. Antenna: minus 100-ft. above av. terrain, 371-ft. above ground, 381-ft. above sea level.

Latitude 21° 17' 07"

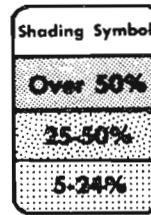
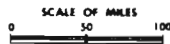
Longitude 157° 50' 24"

Transmitter: 2005 Kalia Rd., Honolulu.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.



KIKU-TV Ref: FCC File No. BPCT-3013 Granted 4/26/62

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## KIKU-TV

Network Service: None, independent.

Licensee: Friendly Broadcasting Co., 2207 Kalakaua Ave., Honolulu (96815).

Ownership: Richard Eaton, 100%. For other interests see WFAN-TV, Washington, D.C.

Began Operation: July 4, 1962. Sale to Friendly Bcstg. by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967.

Represented (legal) by Marcus Cohn.

### Personnel:

RICHARD EATON, president.  
 HOOVER TATEISHI, general manager.

### DIGEST OF RATE CARD NO. 4

(Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.						
\$500.00	\$300.00	\$175.00	\$105.00	\$56.00	\$56.00	\$35.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	HAWAII Honolulu 3	4,800	4,400	92
Between 5-24%	HAWAII Honolulu 4	117,800	108,700	92
Station Totals		122,600	113,100	92
Net Weekly Circulation (March 1967)			19,200	
Average Daily Circulation (March 1967)			4,500	

# Hawaii—Wailuku



**KAI-TV**

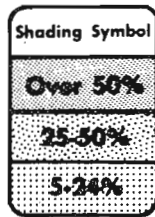
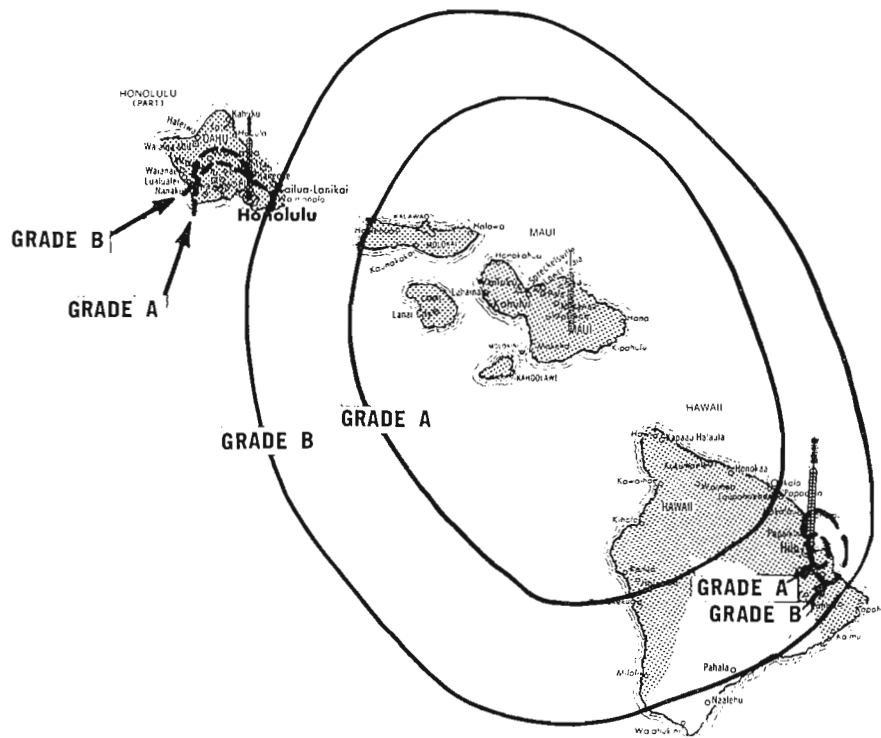
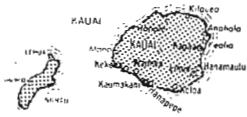
Ch. 7

[Satellite of KHON-TV, Honolulu]

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 26"

**Transmitter:** Mt. Haleakala, Maui.  
**Color:** Network, film, slide & tape.  
**News Wire Service:** UPI.  
**Facsimile Service:** UPI.  
**Studio:** 1170 Auahi St., Honolulu.



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

KAI-TV Ref: FCC File No. BPCT-2906 Granted 10/20/61

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## KAI-TV

**Licensee:** Pacific & Southern Co. Inc., 1170 Auahi St., Honolulu, Hawaii (96814).

**Ownership:** See KHON-TV, Honolulu.

**Began Operation:** Nov. 19, 1958.

**Represented (sales) by:** Blair TV.

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

**Personnel:** See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

**Rates:** Sold only in combination with KHON-TV, Honolulu & KHAW-TV, Hilo and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.

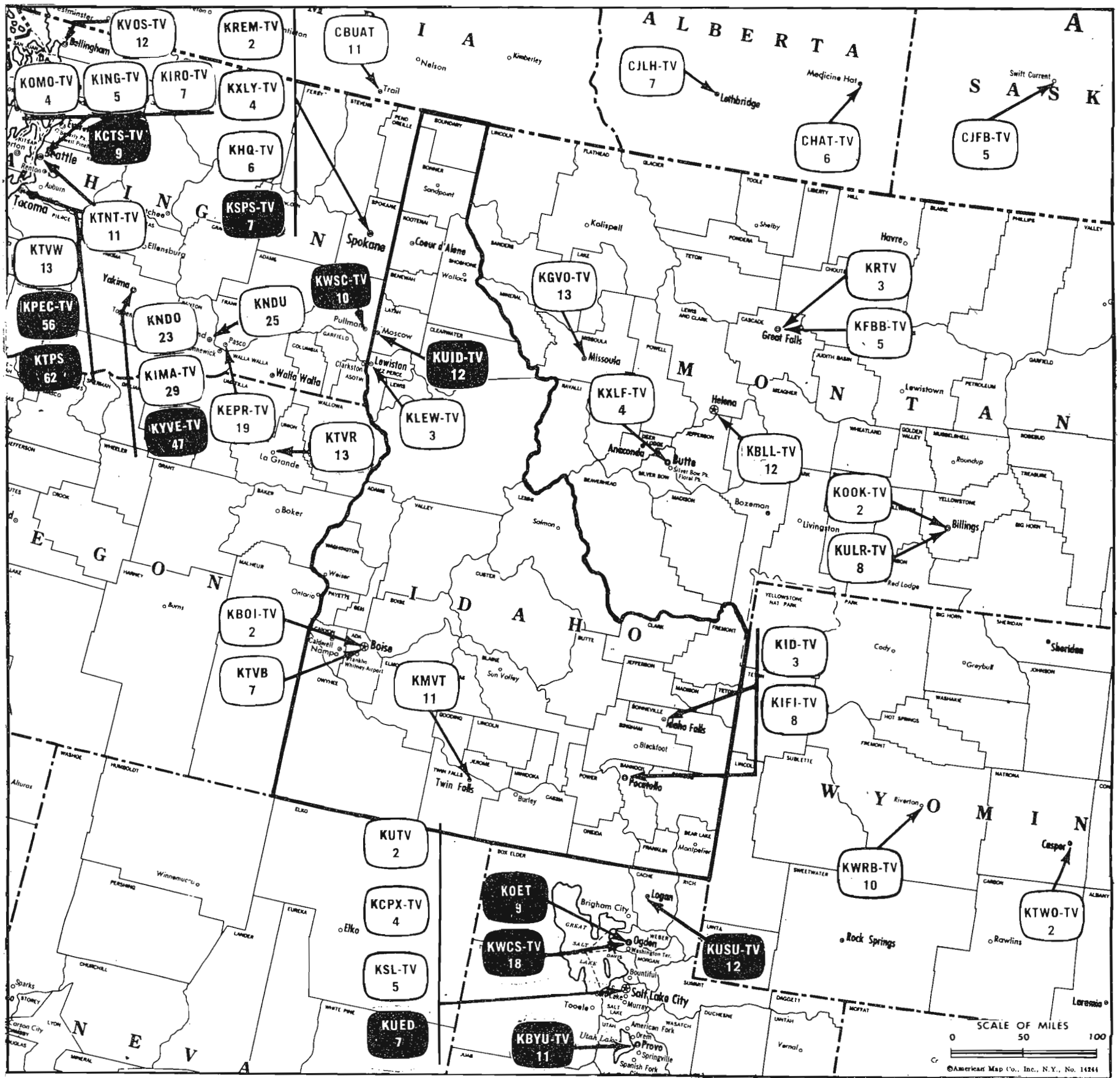
ARB Data for this Station Included with Report for Parent KHON-TV, Honolulu.

## STUDIO EQUIPMENT MANUFACTURERS

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CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

**See page 701-b for details.**



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boise	95,100	156	139,500	178	128,300	178
Idaho Falls-Pocatello	55,700	184	85,300	197	79,300	196
Twin Falls	30,200	202	37,700	219	35,700	219



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

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KBOI-TV & KTVB**  
Nampa  
(See Boise, Ida.)

•

**KID-TV & KIFI-TV**  
Pocatello  
(See Idaho Falls, Ida.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KUID-TV**  
Moscow  
Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 115-kw visual, 11.5-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"

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# Idaho—Boise



**KBOI-TV**



Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 65-kw visual, 6.9-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 12"

Longitude 116° 06' 08"

**Transmitter:** Deer Point Peak, Shafter Butte.

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

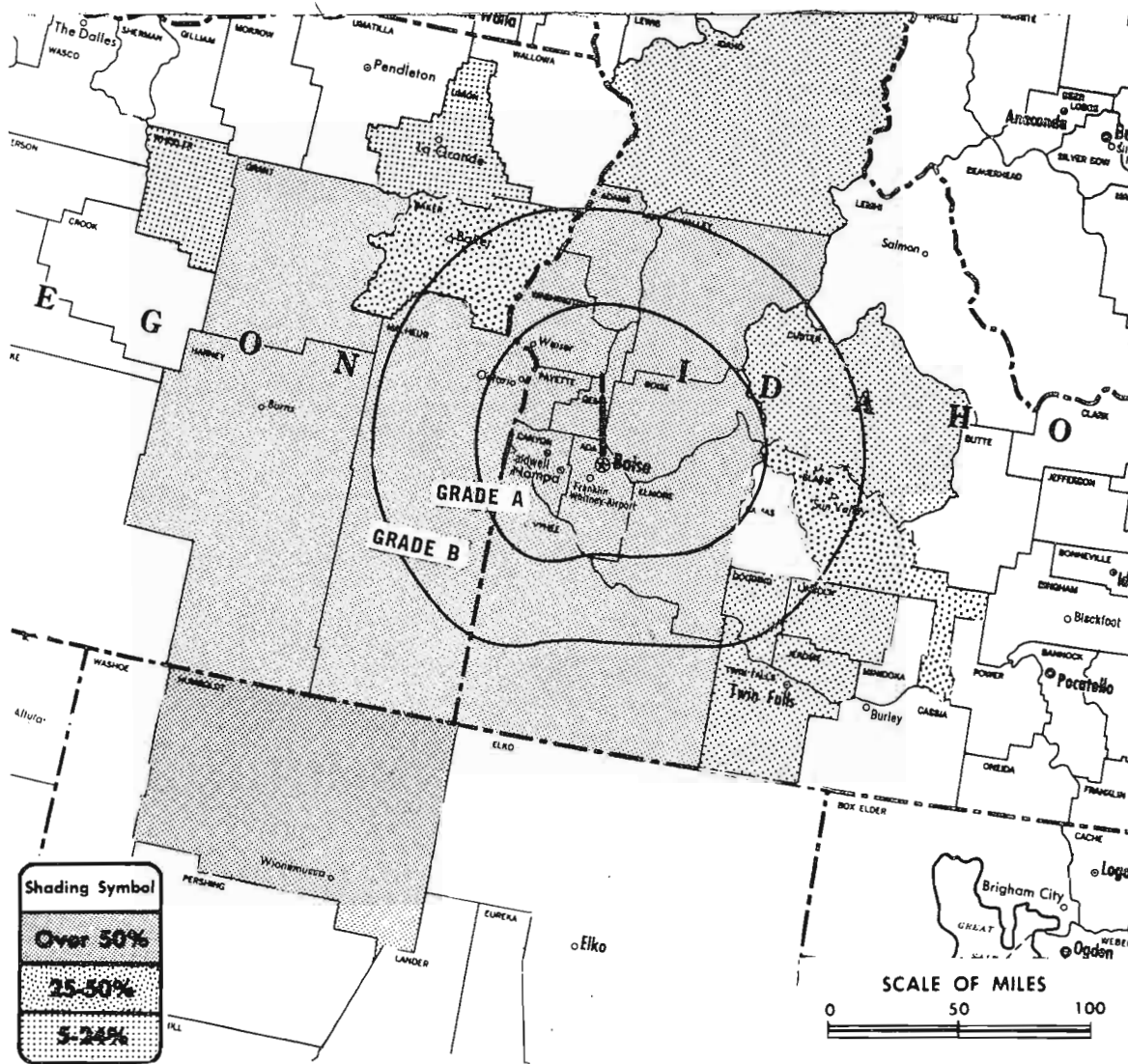
**News Wire Service:** AP, UPI.

**Studio:** 1007 W. Jefferson St., P.O. Box 2600 (83701).

**AM Affiliate:** KBOI, 5-kw, 950 kc (CBS).

**FM Affiliate:** KBOI-FM, 17.5-kw, 97.9 mc.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



KBOI-TV Ref: FCC File No. BPCT-2146 Granted 7/11/56

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

## KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St. (83702).

Telephone: 208-342-9331.

TXW No.: 208-375-4455.

**Ownership:** H. Westerman Whillock, pres., 6.5%; Willis C. Moffat, v.p. & dir., 5.3%; Annabel Woodmore, secy., .7%; Robert W. Howell, treas. & dir., 9.9%; Maxine King, dir., 9.8%; Rudy Andersen, dir. 2.6%; J. A. Albertson, dir., 2.6%; Dr. James Coughlin, dir.; 1.1%; John A. Schoonover, dir., .3%; Paul S. Boyd, dir., .7%; Saul Haas, dir., 4.3%; Arch L. Madsen, dir.; Theresa Whillock, 4.1%; Edwin A. Snow, 5.3%; KSL, Inc. (owners of 64% of KSL-TV, Salt Lake City, Utah and 23% of KID-TV, Idaho Falls, Ida.) 5.3%; 121 others, none over 3%.

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

**Represented (sales)** by The Katz Agency Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

**Represented (legal)** by Wilkinson, Cragun & Barker.

**Personnel:**

WESTERMAN WHILLOCK, president & general manager.  
 JAMES A. JOHNTZ JR., vice president & asst. general manager.  
 DENA HOWELL, program director.  
 BRITT BOWDEN, sales manager.  
 ROBERT HOWELL, film editor.  
 DICK EARDLEY, news editor.  
 MANSON McCLURE, chief engineer.

### DIGEST OF RATE CARD NO. 9

(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$75.00	\$38.00

NETWORK BASE HOURLY RATE: \$375 (CBS, ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>IDAHO</b>				
		Adams	900	800	88
		Ada	33,900	32,100	95
		Boise	500	500	92
		Canyon	18,500	17,200	93
		Elmore	5,800	5,500	95
		Gem	2,800	2,600	93
		Owyhee	1,800	1,700	94
		Payette	4,200	3,900	93
		Valley	1,100	900	87
		Washington	2,600	2,300	90
	<b>NEVADA</b>				
		Humboldt	2,100	1,900	89
<b>Between 25-50%</b>	<b>OREGON</b>				
		Grant	2,200	1,700	76
		Harney	2,100	1,800	85
		Malheur	6,700	6,200	92
<b>Between 5-24%</b>	<b>IDAHO</b>				
		Blaine	1,300	1,200	89
	<b>OREGON</b>				
		Baker	5,900	5,300	90
	<b>IDAHO</b>				
		Custer	800	700	85
		Gooding	2,500	2,300	94
		Idaho	4,500	3,900	86
		Jerome	3,300	3,100	95
		Lincoln	1,000	900	93
	Twin Falls	13,800	13,200	95	
<b>OREGON</b>					
	Union	6,100	5,300	87	
	Wheeler	500	500	89	
<b>Station Totals</b>			124,900	115,500	92
<b>Net Weekly Circulation (March 1967)</b>					83,600
<b>Average Daily Circulation (March 1967)</b>					69,700

# Idaho—Boise



Ch. 7

[Also operates satellite KTVR, La Grande, Ore.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 213-kw visual, 26.9-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

Latitude 43° 45' 08"  
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.

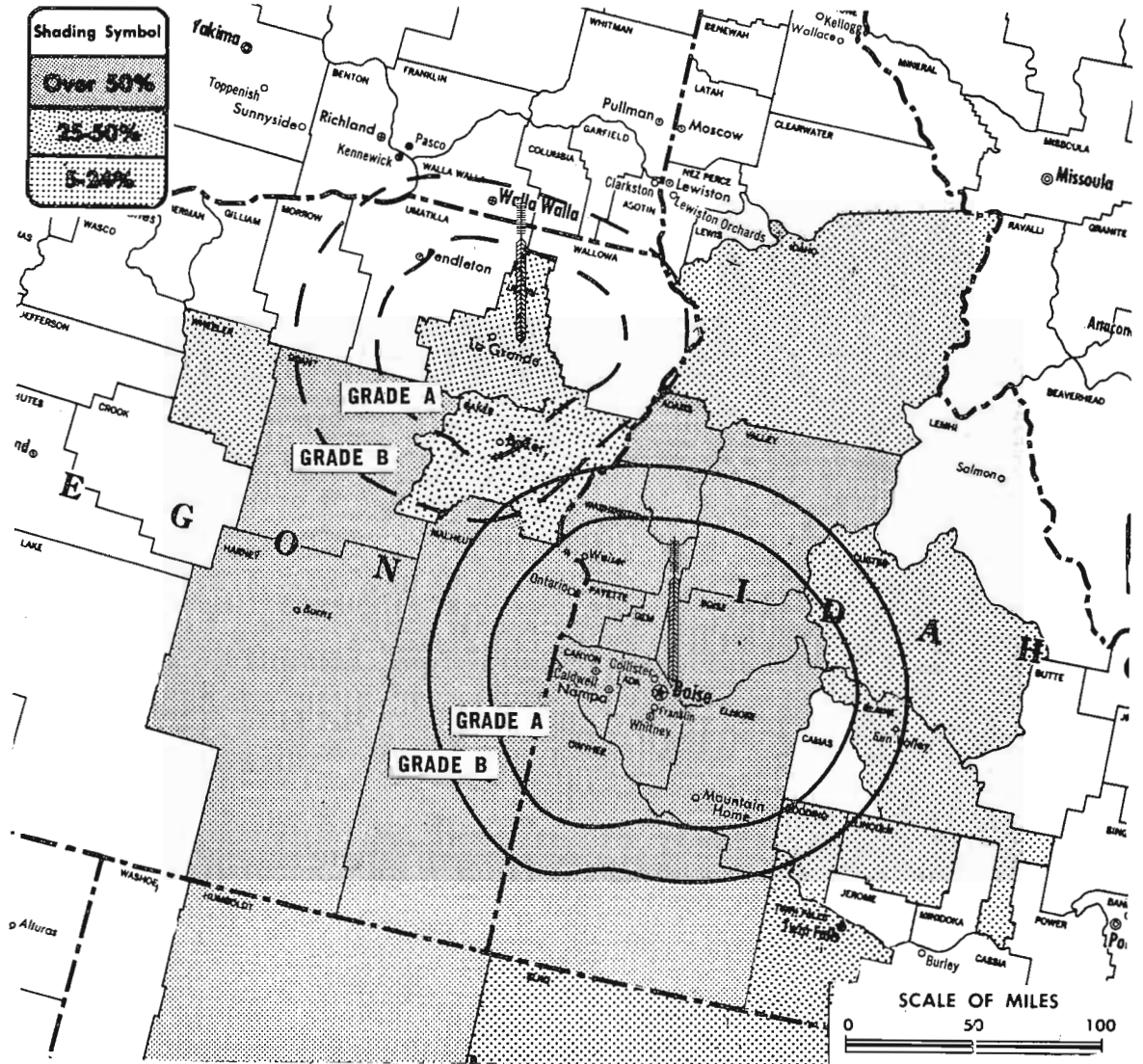
Studio: 700 Crestline Dr.

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

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/56

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

## KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., Box 390, Chamber of Commerce Bldg. 83701.

Telephone: 208-342-4611. TWX No.: 910-970-5779.

Ownership: Georgia M. Davidson, pres., 100%.

Began Operation: July 12, 1953.

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

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

### Personnel:

GEORGIA M. DAVIDSON, president.  
ROBERT E. KRUEGER, exec. v.p. & gen. mgr.  
GEORGE GANZ, sales manager.  
DEL LUNDBOM, program director.  
JOHN LEWIS, national sales manager.  
JOHN WILLIAMSON, promotion director.  
HAROLD W. TOEDTEMEIER, technical director.  
SAL CELESKI, news director.

### DIGEST OF RATE CARD NO. 15—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$375.00	\$225.00	\$150.00	\$110.00	\$100.00	\$75.00 \$38.00

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

ARB Data: Figures for this station include coverage of satellite KTVR, La Grande, Ore.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Adams	900	800	88
	Ada	33,900	32,100	95
	Boise	500	500	92
	Canyon	18,500	17,200	93
	Elmore	5,800	5,500	95
	Gem	2,800	2,600	93
	Owyhee	1,800	1,700	94
	Payette	4,200	3,900	93
	Valley	1,100	900	87
	Washington	2,600	2,300	90
	NEVADA			
	Humboldt	2,100	1,900	89
OREGON				
Grant	2,200	1,700	76	
Harney	2,100	1,800	85	
Malheur	6,700	6,200	92	
Between 25-50%	OREGON			
	Baker	5,900	5,300	90
Between 5-24%	IDAHO			
	Blaine	1,300	1,200	89
	Custer	800	700	85
	Gooding	2,500	2,300	94
	Idaho	4,500	3,900	86
	Lincoln	1,000	900	93
	Twin Falls	13,800	13,200	95
	NEVADA			
	Elko	4,300	3,400	80
	OREGON			
Union	6,100	5,300	87	
Wheeler	500	500	89	
Station Totals		125,900	115,800	92
Net Weekly Circulation (March 1967)				95,100
Average Daily Circulation (March 1967)				71,100

# Idaho—Idaho Falls-Pocatello



**KID-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

Transmitter: Little Butte Mt., 8.5-mi. NE of Atomic City, Ida.

Studio: 1255 E. 17th St.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

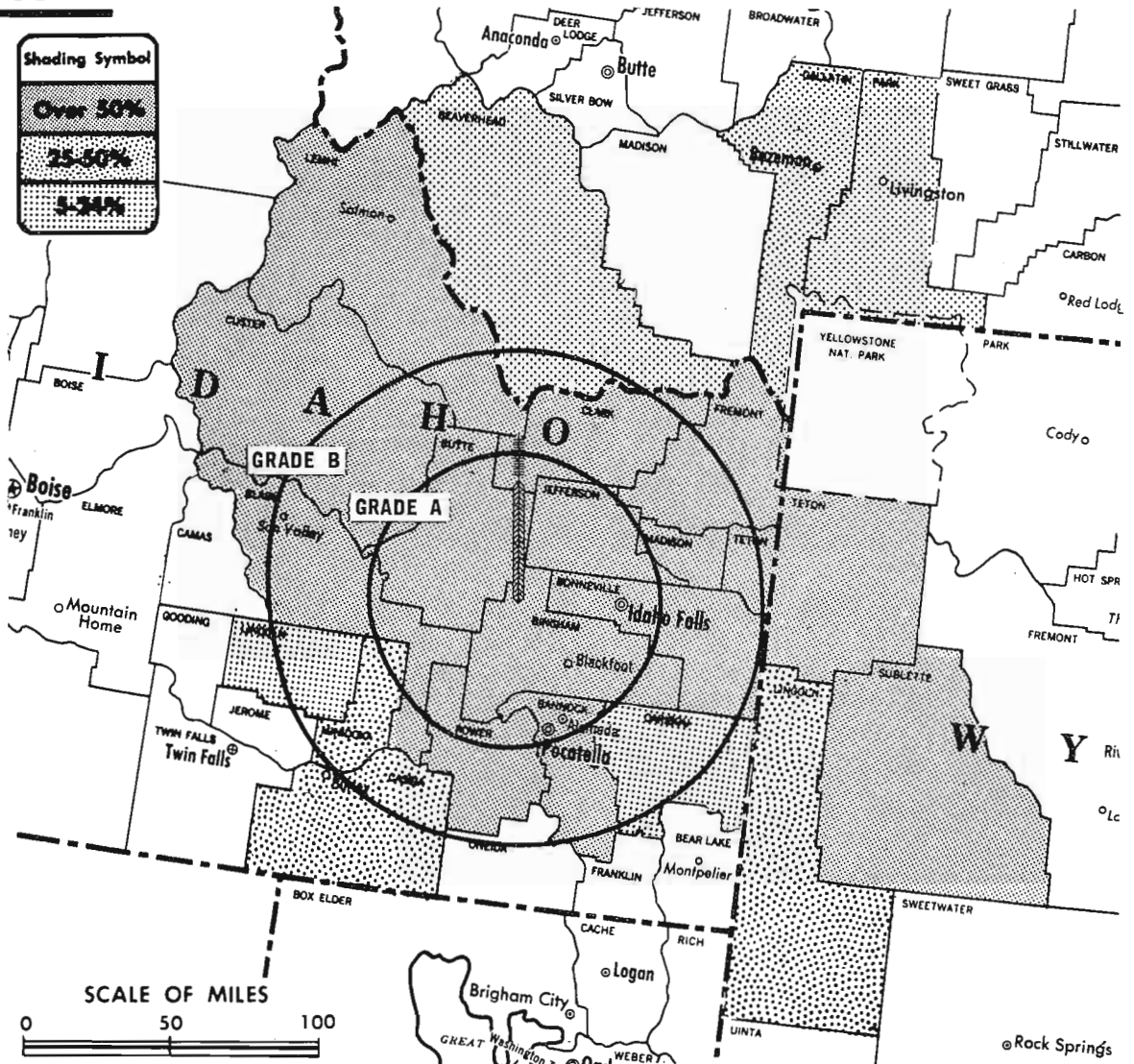
News Film Service: CBS.

Telephone: 208-522-5100.

AM Affiliate: KID, 5-kw (1-kw night), 590 kc (CBS).

Represented (engineering) by Jules Cohen & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KID-TV Ref: FCC File No. BMPCT-1281 Granted 8/21/53

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

## KID-TV

Network Service: ABC, CBS.

Licensee: Idaho Radio Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Ownership: KSL Inc., 23%; Zion Securities Corp., 18.6%; A. W. Schwieder, pres., 7.8%; Mrs. Guy A. Poulsen, 6.5%; 35 others, none owns more than 4.8%. KSL Inc., also owns 6.2% of KBOI-TV, Boise, Ida. and operates KSL-TV, Salt Lake City.

Began Operation: Dec. 20, 1953.

Represented (sales) by Avery-Knodel Inc.; Skyline Advertisers Sales; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

J. ALLEN JENSEN, exec. vice pres. & general manager.  
CLAUDE CAIN, station & sales manager.  
DAVE WAYNE, operations manager.  
CARROLL SECRIST, chief engineer.  
LAMAR CROSBY, news director.  
JUDY YOUNG, promotion manager.

### DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$70.00	\$56.00 \$36.00

Combination Rates (Skyline TV Network): KID-TV, Idaho Falls, Ida.; KMVT, Twin Falls, Ida.; KOOK-TV, Billings, Mont.; KXLF-TV, Butte, Mont.; KRTV, Great Falls, Mont.

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$1218.49	\$731.00	\$487.48	\$365.60	\$287.00	\$229.00 \$144.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Bannock	16,000	14,900	93
	Bingham	8,000	7,700	96
	Bonneville	15,700	15,200	96
	Butte	1,200	1,100	96
	Clark	300	200	89
	Custer	800	700	85
	Fremont	2,300	2,200	95
	Jefferson	3,300	3,200	98
	Lemhi	1,800	1,400	80
	Madison	2,300	2,200	96
	Power	1,200	1,000	89
	Teton	700	700	98
	WYOMING			
	Sublette	1,400	1,100	84
	Teton	1,000	900	88
	Between 25-50%	IDAHO		
Blaine		1,300	1,200	89
Cassia		4,900	4,700	95
Minidoka		4,800	4,500	93
WYOMING				
Lincoln	2,500	2,200	86	
Between 5-24%	IDAHO			
	Caribou	1,600	1,500	91
	Lincoln	1,000	900	93
	MONTANA			
	Beaverhead	2,300	1,900	82
Gallatin	8,500	7,600	89	
Park	4,500	4,000	89	
Station Totals		87,400	81,000	93
Net Weekly Circulation (March 1967)				55,700
Average Daily Circulation (March 1967)				46,700



# Idaho—Idaho Falls-Pocatello



**KIFI-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

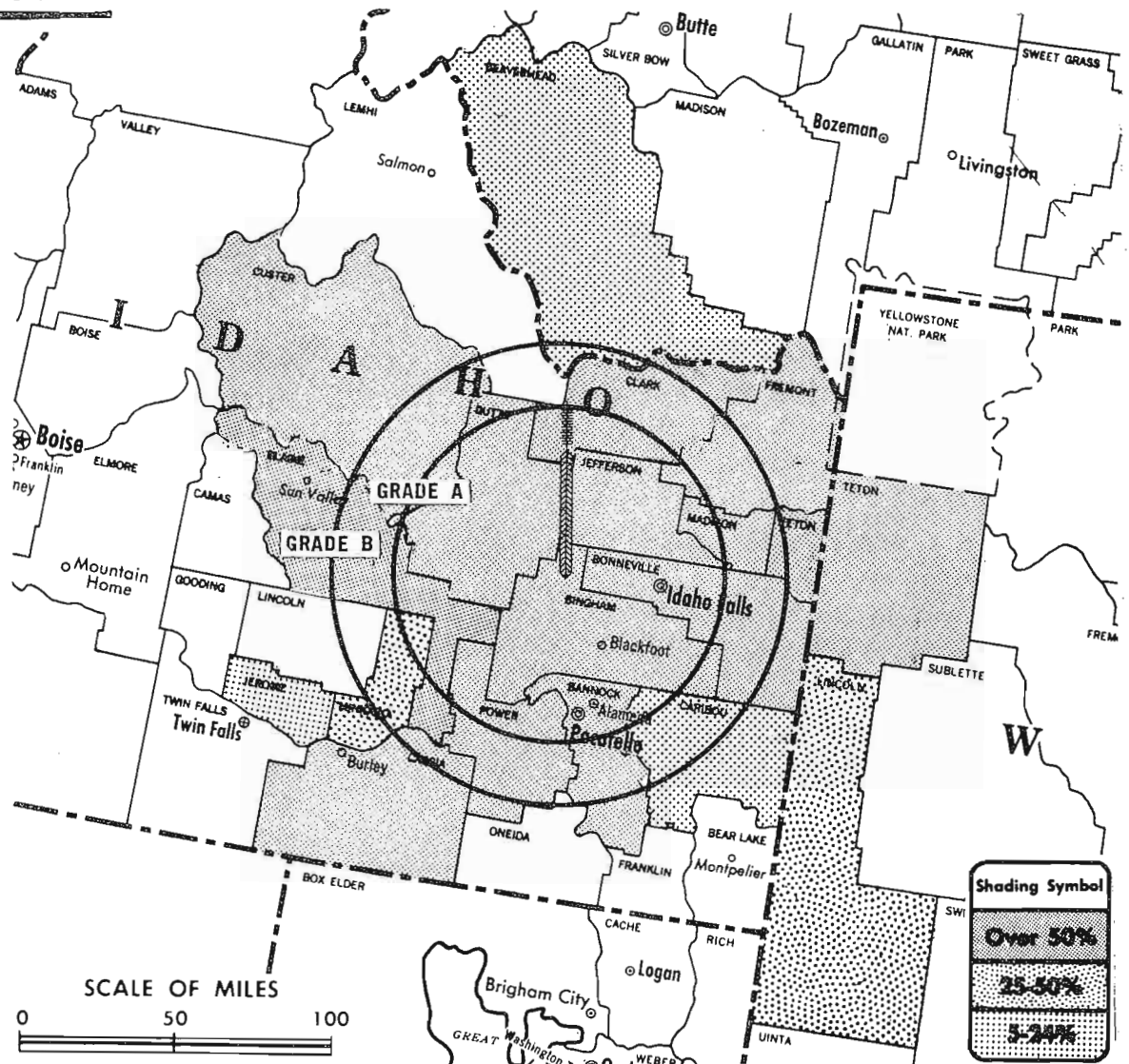
Latitude 43° 30' 02"

Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.

KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

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## KIFI-TV

Network Service: NBC, ABC.

Licensee: The Post Co., Box 2148, Idaho Falls, Ida. (83401).

Studio: North Yellowstone Hwy., Idaho Falls.

Telephone: 208-523-1171. TWX No.: 910-977-5726.

Ownership: J. Robb Brady Trust Co., 91.663%; James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (sales) by The Meeker Co. (National); Feltis, Dove & Croghan (Seattle-Portland); Bob Hix Inc. (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by John H. Mullaney.

Personnel:

J. M. BRADY, general & national sales manager.  
 KEN MARTIN, production manager.  
 H. G. HAEFELE, program director & chief engineer.  
 WESLEY PETTERBORG, office manager.

### DIGEST OF RATE CARD NO. 8A (Feb. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:31-10:01 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$70.00	\$55.00	\$35.00
NETWORK BASE HOURLY RATE:	\$200.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>IDAHO</b>			
	Bannock	16,000	14,900	93
	Bingham	8,000	7,700	96
	Bonneville	15,700	15,200	96
	Butte	1,200	1,100	96
	Cassia	4,900	4,700	95
	Clark	300	200	89
	Custer	800	700	85
	Fremont	2,300	2,200	95
	Jefferson	3,300	3,200	98
	Madison	2,300	2,200	96
	Power	1,200	1,000	89
	Teton	700	700	98
	<b>WYOMING</b>			
	Teton	1,000	900	88
<b>Between 25-50%</b>	<b>IDAHO</b>			
	Blaine	1,300	1,200	89
	Minidoka	4,800	4,500	93
<b>WYOMING</b>				
Lincoln	2,500	2,200	86	
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Caribou	1,600	1,500	91
	Jerome	3,300	3,100	95
<b>MONTANA</b>				
Beaverhead	2,300	1,900	82	
Station Totals		73,500	69,100	94
Net Weekly Circulation (March 1967)				52,300
Average Daily Circulation (March 1967)				39,600

# Idaho—Lewiston

**KLEW-TV**

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

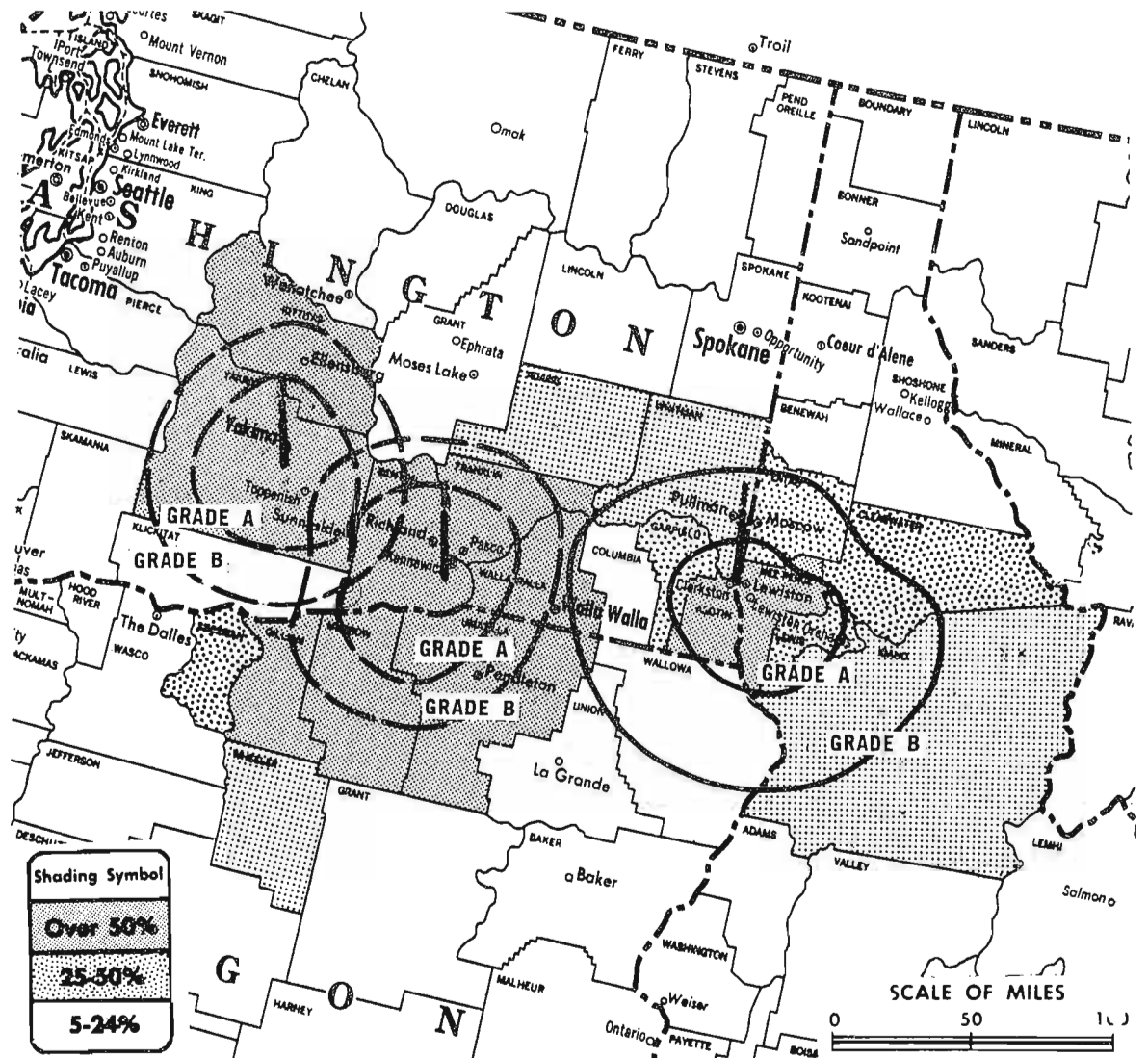
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 13.8-kw visual, 1.38-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

Color: Network, film, slide & tape.

News Wire Service: AP.



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

KLEW-TV Ref: FCC File No. BMPCT-3459 Granted 10/6/55

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## KLEW-TV

Network Service: CBS (EMP), ABC.

Licensee: Cascade Broadcasting Co., Box 702, Yakima, Wash. (98901).

Studio: 1115 Idaho St. (83501).

Telephone: 208-743-5581.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by Adam Young-VTM Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

### Personnel:

DALE HALL, manager.

BERNARD REISDORF, chief engineer.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100 (CBS), \$650, combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco. Bonus to KIMA-TV, Yakima (CBS, ABC).

ARB Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash. The above Map Includes Coverage of Parent & Satellites KLEW-TV & KEPR-TV, Pasco, Wash.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South  
New York, N.Y.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# Idaho—Twin Falls



**KMVT**

Ch. 11



**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

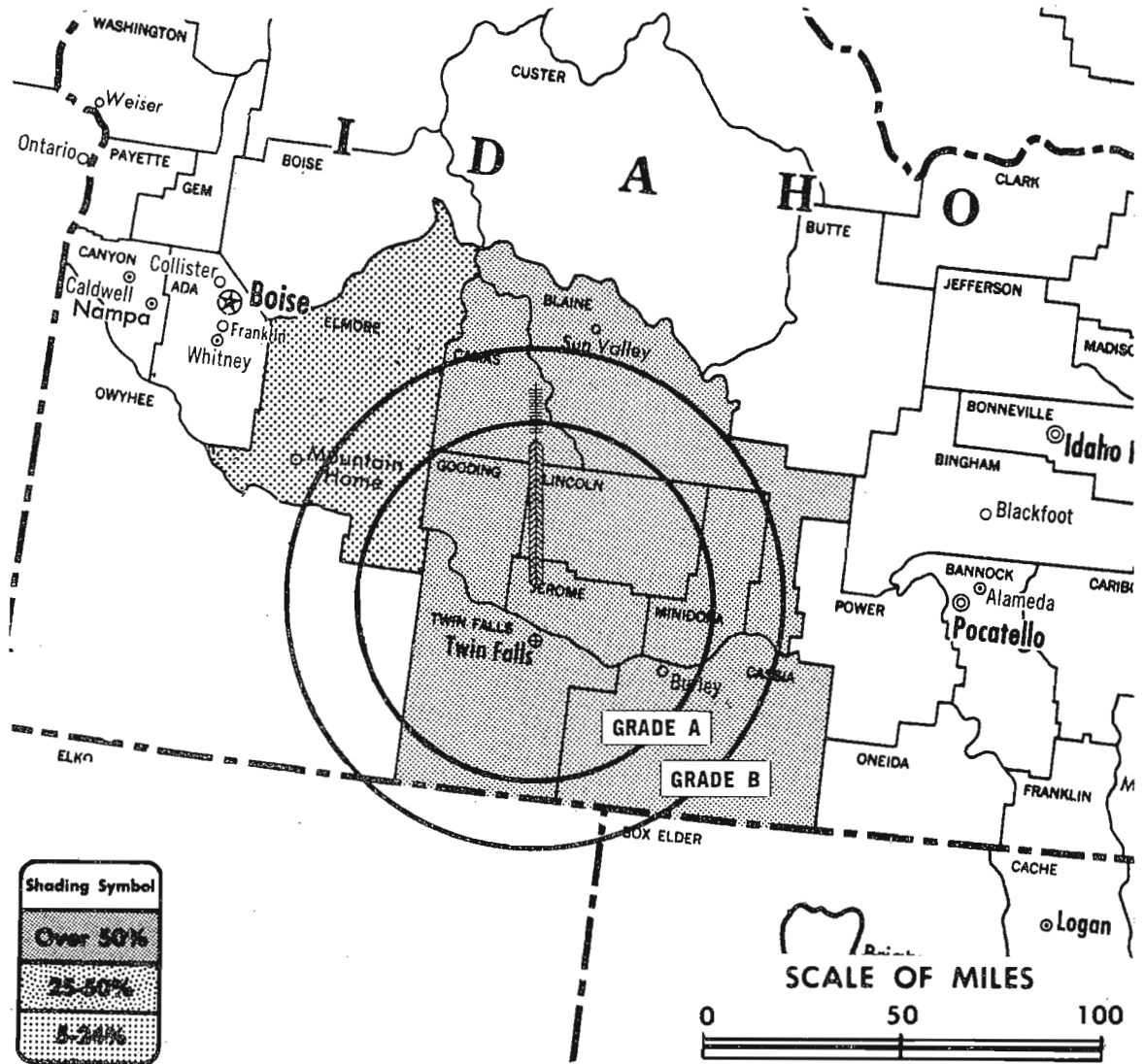
Latitude 42° 43' 48"  
Longitude 114° 24' 52"

**Transmitter:** Flat Top Butte, 11-mi. north of city.

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

**News Wire Service:** AP.

**Facsimile Service:** AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KMVT Ref: FCC File No. BPCT-3062 Granted 7/24/62

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## KMVT

**Network Service:** ABC, CBS; also NBC.

**Licensee:** The KLIX Corp., Box 547 (83301).

**Studio:** Elizabeth Blvd. & Eastland Dr.

**Telephone:** 208-733-1280. TWX No.: 910-977-5716.

**Ownership:** The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of Ogden Standard Examiner. For other interests see KUTV, Salt Lake City. George C. Hatch, pres.

**Began Operation:** May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

**Represented (sales)** by Skyline Advertisers Sales; Avery-Knodel Inc.; Art Moore & Assoc. Inc. (Northwest).

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

### Personnel:

GORDON O. GLASMANN, pres. & general manager.  
GEORGE C. HATCH, vice president.  
BUZZ LANGDON, production manager.  
BRUCE FOX, operations manager.  
SID COHEN, film buyer.  
VAUN J. McARTHUR, director of engineering.

### DIGEST OF RATE CARD NO. 8 (Nov. 16, 1964)

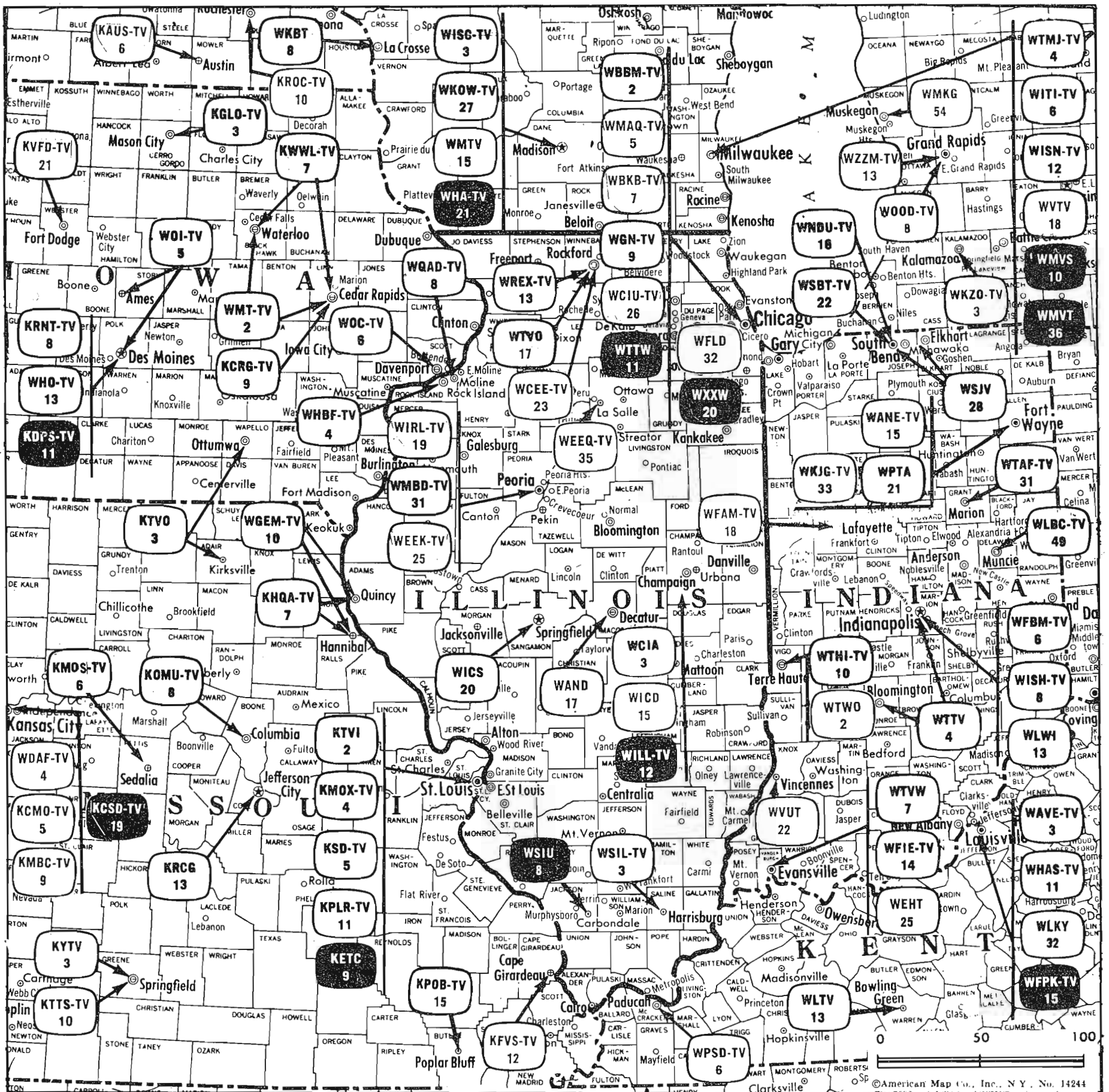
Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:29-10:01 p.m., daily.  
\$223.00 \$133.75 \$89.25 \$74.25 \$67.00 \$56.00 \$45.00 \$28.00

Note: For combination rates, see KID-TV, Idaho Falls, Ida.  
**NETWORK BASE HOURLY RATE:** \$225 (ABC), \$225 (CBS), \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Blaine	1,300	1,200	89
	Camas	300	300	96
	Cassia	4,900	4,700	95
	Gooding	2,500	2,300	94
	Jerome	3,300	3,100	95
	Lincoln	1,000	900	93
	Minidoka	4,800	4,500	93
	Twin Falls	13,800	13,200	95
Between 5-24%	IDAHO			
	Elmore	5,800	5,500	95
Station Totals		37,700	35,700	95
Net Weekly Circulation (March 1967)				30,200
Average Daily Circulation (March 1967)				26,600

For Color Set Penetration  
by Markets  
see Services Volume

# Illinois



For Additional State Data, see next two pages



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Chicago	2,350,900	3	2,700,000	4	2,598,100	4
Moline-Rock Island-Davenport (Quad City)	300,200	62	507,500	74	482,600	74
Champaign-Decatur-Springfield	267,800	72	503,600	77	475,100	75
Harrisburg-Paducah-Cape Girardeau	237,500	80	400,200	104	361,200	106
Rockford	190,800	97	647,800	57	621,300	52
Peoria	189,500	98	349,800	114	331,500	113
Quincy-Hannibal	133,100	129	227,200	144	212,300	144

**Illinois Station Status as of Jan. 1, 1968**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	11	21
3	1	4
		25

**WBBM-TV, Chicago**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	MICHIGAN			
	Cass	11,900	11,400	96
	WISCONSIN			
	Racine	47,000	45,900	98
	Rock	37,300	36,100	97
	Walworth	17,000	16,300	96

**WHBF-TV, Rock Island**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	IOWA			
	Jefferson	4,800	4,500	93
	Lee	13,500	12,800	95
	Linn	48,900	47,100	96
	Marshall	12,000	11,700	97
	WISCONSIN			
	Grant	12,700	11,700	92

**WSIL-TV, Harrisburg**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	MISSOURI			
	Mississippi	5,200	4,700	92
	New Madrid	7,100	6,300	89
<b>Between 5-24 %</b>	ILLINOIS			
	Marion	12,100	11,300	94
	Randolph	8,100	7,700	95
	Washington	4,000	3,700	91
	KENTUCKY			
	Hickman	1,800	1,700	91
	Hopkins	12,500	11,100	89
	Webster	4,800	4,100	87
	MISSOURI			
	Bollinger	2,300	2,000	87
Dunklin	10,600	9,400	89	
Perry	4,300	3,800	90	
Stoddard	8,000	7,300	91	
TENNESSEE				
Henry	7,200	6,200	87	
Weakley	7,200	6,300	88	

**WGN-TV, Chicago**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS			
	Lee	10,800	10,400	96
	Ogle	12,600	12,000	95
	Stephenson	15,300	14,600	95
	INDIANA			
	Benton	3,200	3,000	95
	Cass	13,400	12,700	94
	Fountain	6,000	5,700	95
	Marshall	10,900	10,400	95
	Miami	12,000	11,400	95
	St Joseph	75,600	73,000	97
	Tippecanoe	27,100	25,400	94
	Wabash	10,400	9,700	93
	MICHIGAN			
	Van Buren	15,800	15,300	97

For Color Set Penetration by Markets  
see Services Volume



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WICS**  
Champaign  
(See Springfield, Ill.)

**WAND**  
Champaign  
(See Decatur, Ill.)

**WCIA**  
Decatur  
(See Champaign, Ill.)

**WICS**  
Decatur  
(See Springfield, Ill.)

**WCEE-TV**  
Freeport  
(See Rockford, Ill.)

**KFVS-TV**  
Harrisburg  
(See Cape Girardeau, Mo.)

**WPSD-TV**  
Harrisburg  
(See Paducah, Ky.)

**WHBF-TV**  
Moline  
(See Rock Island, Ill.)

**KHQA-TV**  
Quincy  
(See Hannibal, Mo.)

**WQAD-TV**  
Rock Island  
(See Moline, Ill.)

**WOC-TV**  
Rock Island  
(See Davenport, Ia.)

**WCIA**  
Springfield  
(See Champaign, Ill.)

**WAND**  
Springfield  
(See Decatur, Ill.)

**WCIA & WCHU**  
Urbana  
(See Champaign, Ill.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WSIU-TV**  
Carbondale  
Ch. 8  
Non-Commercial Educational Station  
Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62903).

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"

**WTTW**  
Chicago  
Ch. 11  
Non-Commercial Educational Station  
Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago (60625).

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"

**WXXW**  
Chicago  
Ch. 20  
Non-Commercial Educational Station  
Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

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' 01"  
Longitude 87° 37' 28"

**WILL-TV**  
Urbana-Champaign  
Ch. 12  
Non-Commercial Educational Station  
Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61803).

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.  
Latitude 40° 02' 18"  
Longitude 88° 40' 10"

# Illinois—Champaign

NB

**WICD**

Ch. 15

[Auxiliary outlet of WICS,  
Springfield, Ill.]

Technical Facilities: Channel No. 15  
(476-482 mc). Authorized power:  
1000-kw max. & 647-kw horizon-  
tal visual, 200-kw max. & 129-  
kw horizontal aural. Antenna:  
1300-ft. above av. terrain, 1335-  
ft. above ground, 1995-ft. above  
sea level.

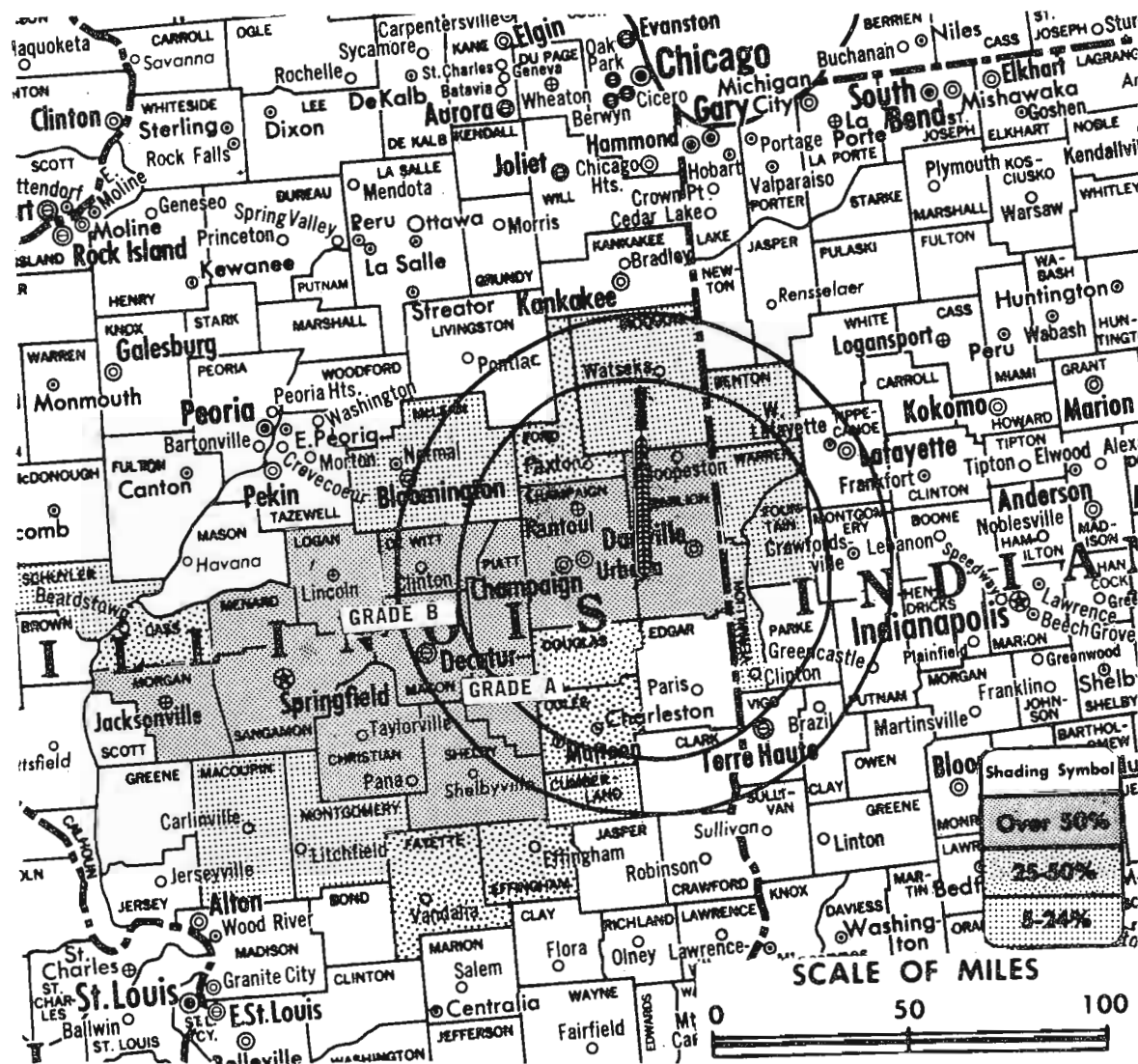
Latitude 40° 04' 10"  
Longitude 87° 54' 45"

Transmitter: 3.75-mi. N, 215° from  
Fithian, Ill.

Color: Network, film & slide.

News Wire Service: UPI.

Represented (engineering) by David  
L. Steel Sr.



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

WICD Ref: FCC File No. BPCT-3504 Granted 6/7/66

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## WICD

**Network Service:** NBC, same as WICS, Springfield, Ill.

**Licensee:** Plains Television Corp. 2680 E. Cook St., Springfield, Ill.  
(62701).

**Studio:** Inman Hotel, Champaign, Ill.

**Ownership:** See WICS, Springfield, Ill.

**Began Operation:** April 23, 1959. Changed to Ch. 15 from Ch. 33  
and increased power July 25, 1967.

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

**Represented (legal)** by McKenna & Wilkinson.

### Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.  
JAMES T. KELLY, station manager.  
DAVID A. BOYER, chief engineer.  
ROBERT B. FARROW, director of national sales.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1960)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$325.00	\$190.00	\$130.00	\$105.00	\$80.00	\$65.00	\$65.00
Combination rate: See WICS, Springfield.							
<b>NETWORK BASE HOURLY RATE:</b>	\$175.						

ARB Data for this station included with parent  
WICS, Springfield, Ill. Figures & map do not  
reflect present coverage since the station changed  
its facilities after the survey was made.

For Color Set Penetration by Markets  
see Services Volume

# Illinois—Champaign



**WCIA**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"  
Longitude 88° 26' 59"

Transmitter: Seymour, Ill.

TV tape: Recording facilities.

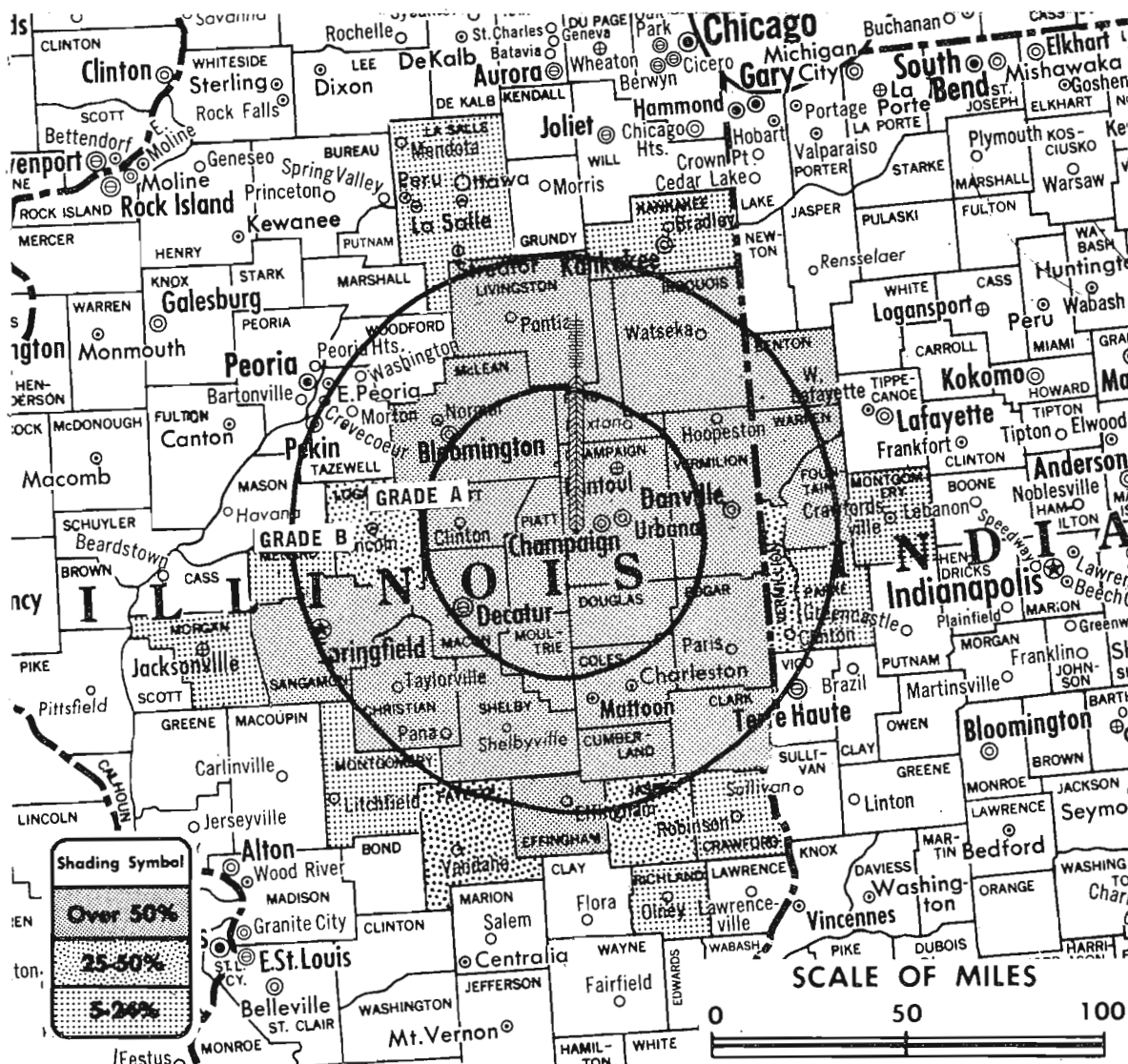
Color: Network, live, slide, film & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCIA Ref: FCC File No. BMPCT-1315 Granted 8/17/53

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## WCIA

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St. (61820).

Telephone: 217-356-8333.

TWX No.: 910-245-3315.

Ownership: August C. Meyer, pres., 24.9%; Clara R. Meyer, v.p., 26.1%; Illinois Bcstg. Co., 20%; Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., a subsidiary of Lindsay-Schaub Newspapers, Decatur, is licensee of WSOY, Decatur, WVLN, Olney, Ill. and WSET-FM, Effingham and is buying radio WIOK, Normal, Ill. Helen Stevick owns 60% and Marajen Chinigo owns 40% of Champaign News-Gazette, licensee of WDWS, Champaign. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB-TV-AM-FM, San Diego.

Began Operation: Nov. 14, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

Personnel:

- AUGUST C. MEYER, president.
- CLARA R. MEYER, vice president.
- GUY MAIN, executive v.p.
- JAMES FIELDING, director of operations, secy. & treas.
- LEN DAVIS, national sales manager.
- JERRY JOHNSON, sales manager.
- JOHN KETTERER, film buyer.
- BOB MYERS, director of engineering & asst. to pres.
- BILL HELMS, production & sales service manager.
- JACK EVERETTE, chief engineer.

DIGEST OF GIM RATE CARD NO. 6  
(June 11, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m. daily.						
\$1300.00	\$780.00					Graded rates apply*
*Highest rate: \$544.						
NETWORK BASE HOURLY RATE: \$1250.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Champaign	40,800	38,600	95
	Christian	11,300	10,700	95
	Coles	14,200	13,400	95
	Cumberland	3,200	2,900	92
	De Witt	5,700	5,400	95
	Douglas	6,400	6,100	95
	Edgar	7,000	6,600	95
	Effingham	7,000	6,300	90
	Ford	5,200	5,000	95
	Iroquois	10,700	10,100	94
	Livingston	12,300	11,400	93
	Macon	41,200	39,400	96
	Mc Lean	28,300	26,600	94
	Moultrie	4,300	3,900	92
	Piatt	4,700	4,600	97
	Sangamon	50,800	47,800	94
Shelby	7,000	6,400	92	
Vermilion	32,000	30,400	95	
INDIANA	Benton	3,200	3,000	95
	Fountain	6,000	5,700	95
	Warren	2,400	2,200	93
<b>Between 25-50%</b>	ILLINOIS			
	Clark	5,100	4,700	93
	Fayette	5,900	5,400	92
	Jasper	3,100	2,900	91
Logan	9,700	9,200	95	
INDIANA	Vermillion	5,100	4,800	96
<b>Between 5-24%</b>	ILLINOIS			
	Crawford	6,700	6,300	95
	Kankakee	26,900	25,700	96
	La Salle	36,800	34,800	95
	Menard	3,000	2,800	93
	Montgomery	9,800	9,200	94
Morgan	10,700	9,900	93	
Richland	5,000	4,600	92	
INDIANA	Montgomery	10,200	9,800	96
	Parke	4,800	4,600	96
Station Totals		446,500	421,200	94
Net Weekly Circulation (March 1967)				267,800
Average Daily Circulation (March 1967)				205,700



# Illinois—Chicago



**WBBM-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 1276-ft. above sea level.

Latitude 41° 52' 58"  
Longitude 87° 37' 55"

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Transmitter: American National Bank Building.

AM Affiliate: WBBM, 50-kw, 780 kc (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 93.6 mc (No. 242), 560-ft. antenna height.

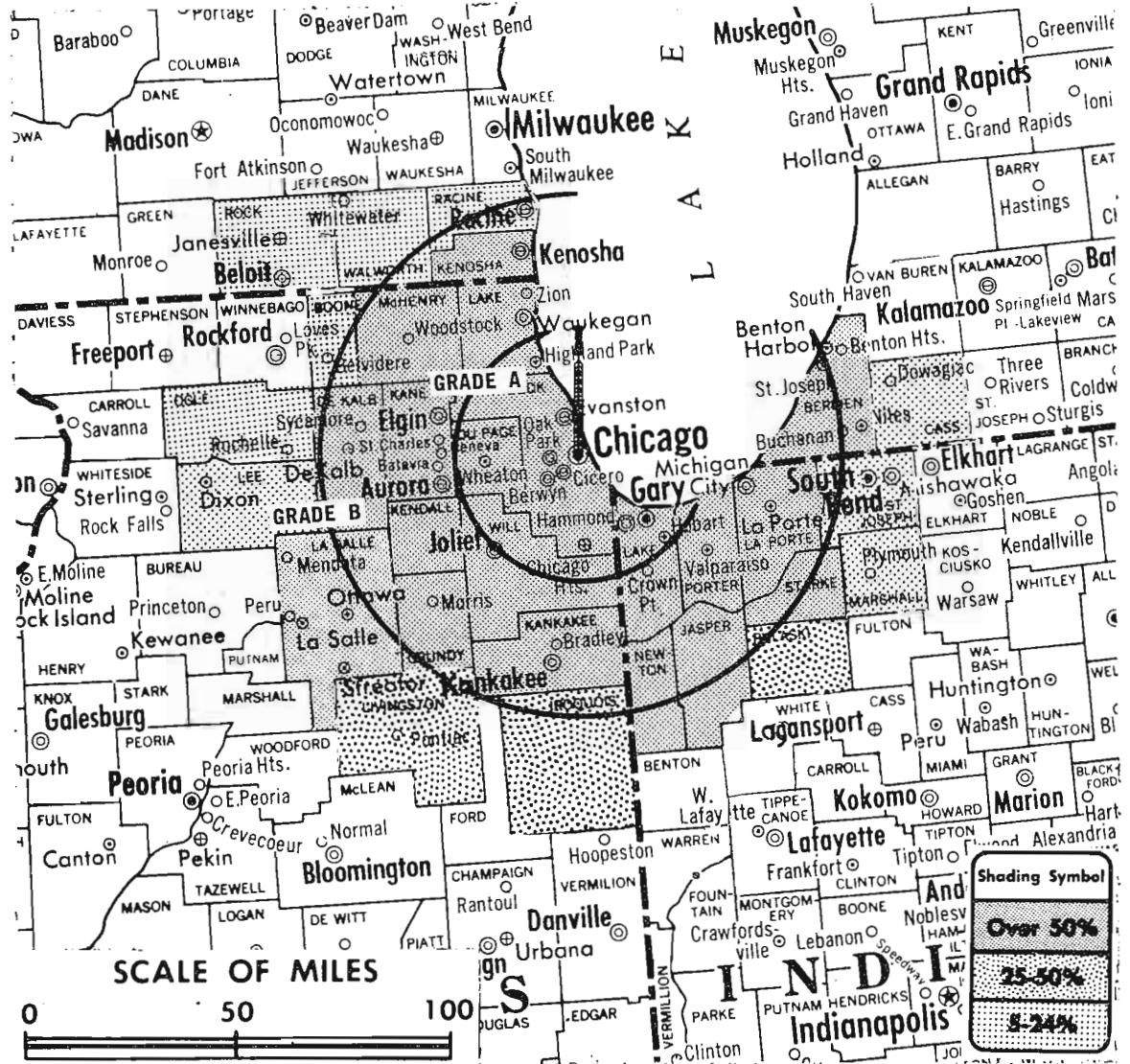
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WBBM-TV Ref.: FCC File No. BPCT-1919 Granted 11/4/54

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## WBBM-TV

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court, Chicago, Ill. (60611).

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX No.: 312-222-0698.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS National Sales.

Personnel:

- EDWARD R. KENEFICK, v.p. and general manager.
- HENRY SCHAEFER, business manager.
- ROBERT N. COCHRAN, general sales manager.
- CHARLES E. HINDS JR., program director & film buyer.
- BRUCE J. BLOOM, dir., advertising, promotion, information.
- ANITA LICATA, sales traffic manager.
- ALICE NECKER, film director.
- ROBERT FERRANTE, news director.
- KENNETH JERNBERG, director of continuity.
- LUTHER A. PIERCE, director of technical operations.
- BOB LINK, assistant program director.
- WAYNE WEBER, director of broadcast services.
- DENNIS MAYOFF, sales research director.

### DIGEST OF RATE CARD NO. 20 (Sept. 11, 1967)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.	
Class AA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.; 5-10:30 p.m., Sun.	\$6000.00	\$3600.00	\$2400.00	\$1900.00*	\$900.00*

\*Class AAA—7:01-10:15 p.m., Mon.-Fri.; 6:30-10:25 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4750.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Cook	1,725,900	1,656,100	96
	Dekalb	16,700	16,000	96
	Dupage	112,500	110,300	98
	Grundy	7,300	7,100	97
	Kane	72,800	70,200	96
	Kankakee	26,900	25,700	96
	Kendall	5,900	5,700	97
	Lake	96,600	94,600	98
	La Salle	36,800	34,800	95
	McHenry	30,000	29,400	98
	Will	66,100	64,100	97
	INDIANA			
	Jasper	5,300	5,000	95
Lake	164,600	159,000	97	
La Porte	30,500	29,600	97	
Newton	3,500	3,300	95	
Porter	21,300	20,600	97	
Starke	5,500	5,200	94	
MICHIGAN				
Berrien	49,200	47,000	95	
WISCONSIN				
Kenosha	34,800	33,800	97	
<b>Between 25-50%</b>	ILLINOIS			
	Iroquois	10,700	10,100	94
	Livingston	12,300	11,400	93
INDIANA				
Pulaski	3,600	3,300	92	
<b>Between 5-24%</b>	ILLINOIS			
	Boone	6,600	6,300	95
	Lee	10,800	10,400	96
Ogle	12,600	12,000	95	
INDIANA				
Marshall	10,900	10,400	95	
St Joseph	75,600	73,000	97	

(Continued on page 203-b)

Station Totals	2,768,500	2,664,100	96
Net Weekly Circulation (March 1967)		2,350,900	
Average Daily Circulation (March 1967)		1,772,000	

# Illinois—Chicago

**WGN-TV**



Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 870-ft. above av. terrain, 914-ft. above ground, 1504-ft. above sea level.

Latitude 41° 53' 05"  
Longitude 87° 37' 23"

**Transmitter:** Prudential Bldg.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP, UPI, City News.

**Facsimile Service:** UPI.

**News Film Service:** UPI.

**AM Affiliate:** WGN, 50-kw, 720 kc.

Total Households: © SRDS

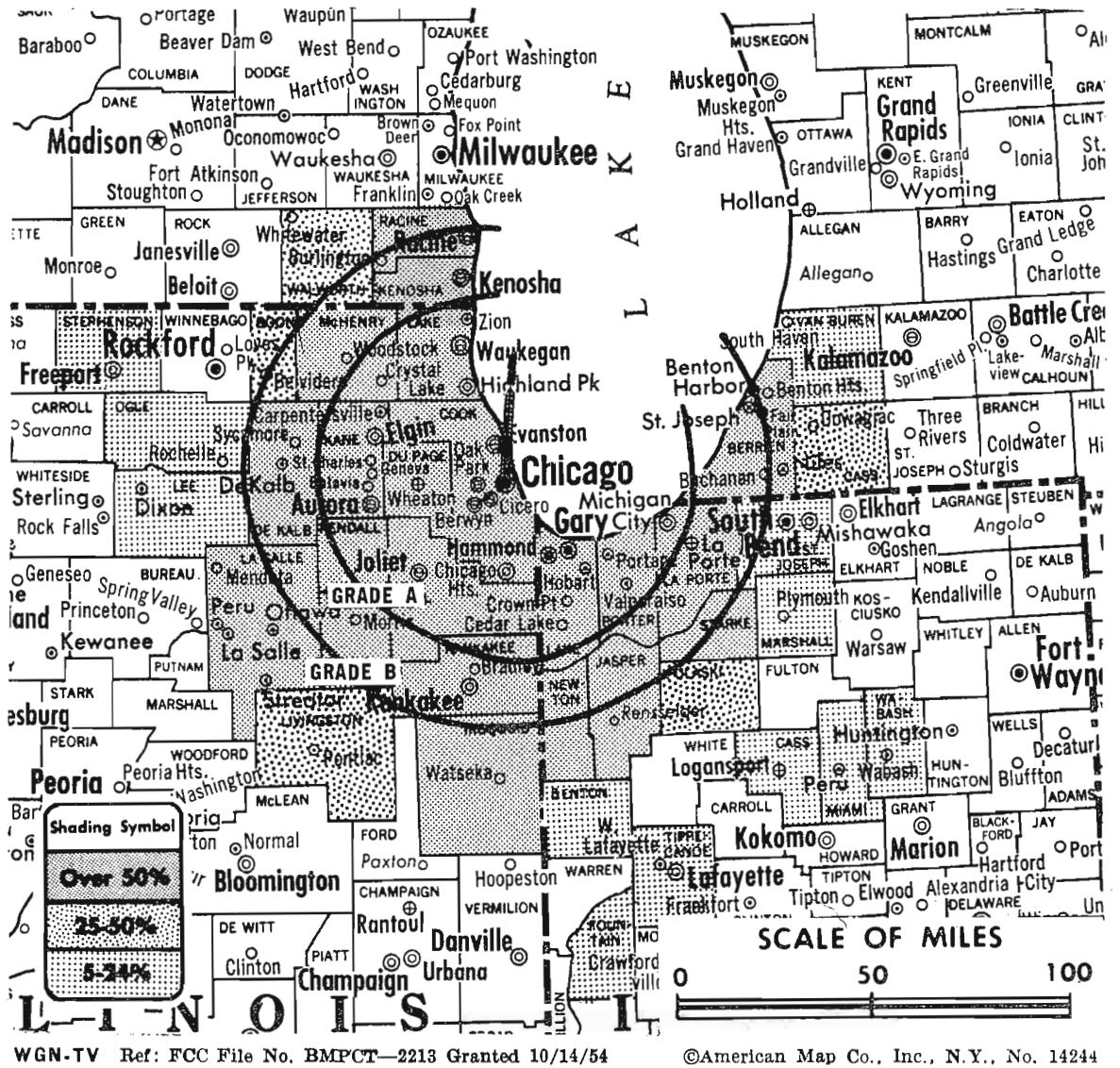
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WGN-TV Ref: FCC File No. BMPCT-2213 Granted 10/14/54

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

## WGN-TV

**Network Service:** None, independent.

**Licensee:** WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

**Studio:** 2501 Bradley Place, Chicago (60618).

**Telephone:** 312-528-2311. TWX No.: 312-222-9280.

**Ownership:** Tribune Co., 100%, publisher of Chicago Tribune & Chicago's American. Interlocking ownership with WPIX (New York News). WGN Continental Bcstg. Co. also owns KDAL-TV (KDAL), Duluth, Minn., KWGN-TV, Denver, Colo. and WGN Continental Productions Co. Tribune Co. also owns Fort Lauderdale News, Pompano Beach Sun-Sentinel, Orlando Morning Sentinel & Afternoon Star. For CATV interests, see WGN-Televents Inc. in Broadcasters in CATV.

**Began Operation:** April 5, 1948.

**Represented (sales) by:** WGN-TV Sales, 500 N. Michigan Ave., Chicago. WGN Continental Sales Co., 220 E. 42nd St., New York; Edward Petry & Co. Inc.; Harry S. Hyett Co. (Minneapolis); Bill Creed Associates (Boston, New England); Andy McDermott Sales Ltd. (Canada).

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

**Personnel:**

- WARD L. QUAAL, president.
- RALPH F. BATT, v.p. & engineering manager.
- B. H. BERENTSON, v.p., corporate affairs.
- JOHN M. McDANIELS, general sales manager.
- JOHN J. (JACK) BRENNAN, national sales manager.
- BRUCE DENNIS, v.p. & news manager.
- DANIEL CALIBRARO, assistant to the president.
- DANIEL T. PECARO, v.p. & general manager.
- JACK JACOBSON, program manager.
- ALEXANDER C. FIELD JR., manager, public affairs.
- JACK BRICKHOUSE, sports manager.
- JAMES G. HANLON, public relations & advertising manager.
- E. BOYD SEGHERS JR., sales promotion & research manager.

DIGEST OF RATE CARD NO. 27—(June 12, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7 p.m.-midnight, daily.

\$3,620 \$2,170 \$1,455 \$905 \$800\* \$600\* \$300\*

\*Class A—9 p.m.-midnight, Mon.-Fri.; 10 p.m.-midnight, Sat.-Sun.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Cook	1,725,900	1,656,100	96
	Dekalb	16,700	16,000	96
	Dupage	112,500	110,300	98
	Grundy	7,300	7,100	97
	Iroquois	10,700	10,100	94
	Kane	72,800	70,200	96
	Kankakee	26,900	25,700	96
	Kendall	5,900	5,700	97
	Lake	96,600	94,600	98
	La Salle	36,800	34,800	95
	McHenry	30,000	29,400	98
	Will	66,100	64,100	97
	INDIANA			
Jasper	5,300	5,000	95	
Lake	164,600	159,000	97	
La Porte	30,500	29,600	97	
Newton	3,500	3,300	95	
Porter	21,300	20,600	97	
Starke	5,500	5,200	94	
MICHIGAN				
Berrien	49,200	47,000	95	
WISCONSIN				
Kenosha	34,800	33,800	97	
Racine	47,000	45,900	98	
<b>Between 25-50%</b>	ILLINOIS			
	Boone	6,600	6,300	95
	Livingston	12,300	11,400	93
	INDIANA			
Pulaski	3,600	3,300	92	
IOWA				
Dubuque	24,800	23,100	93	
MICHIGAN				
Cass	11,900	11,400	96	
WISCONSIN				
Walworth	17,000	16,300	96	

(Continued on page 203-b)

Station Totals	2,859,200	2,748,900	96
Net Weekly Circulation (March 1967)		2,232,400	
Average Daily Circulation (March 1967)		1,278,900	





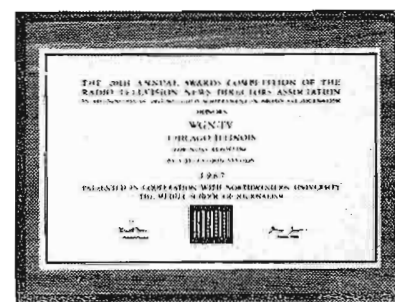
**an award we wish we hadn't won**

Ever seen what a tornado can do to a town? We did. On April 21st, the worst twister in Illinois history ripped through several communities outside Chicago. And we reported it. With movie cameras in color. With helicopters. With reporters wired for sound.

Now, they say our coverage was the best spot television news reporting of the year. Who are *they*? The Radio Television News Directors Association.

Sure, we're glad to have our work commended by our fellow professionals. But we can't forget the tragedy we witnessed. And we wish none of it had ever happened.

But if you report news, like WGN Television does, you're there when it happens and you tell it like it is. Even if it hurts.



**WGN  
IS  
CHICAGO**

*the most respected call letters in broadcasting*

# Illinois—Chicago



**WBKB-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 890-ft. above av. terrain, 969-ft. above ground, 1549-ft. above sea level.

Latitude 41° 53' 16"

Longitude 87° 37' 45"

Transmitter: Marina City.

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

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kc (ABC).

FM Affiliate: WLS-FM, 18.0-kw, 94.7 mc (No. 234), 580-ft. antenna height.

Total Households: © SRDS

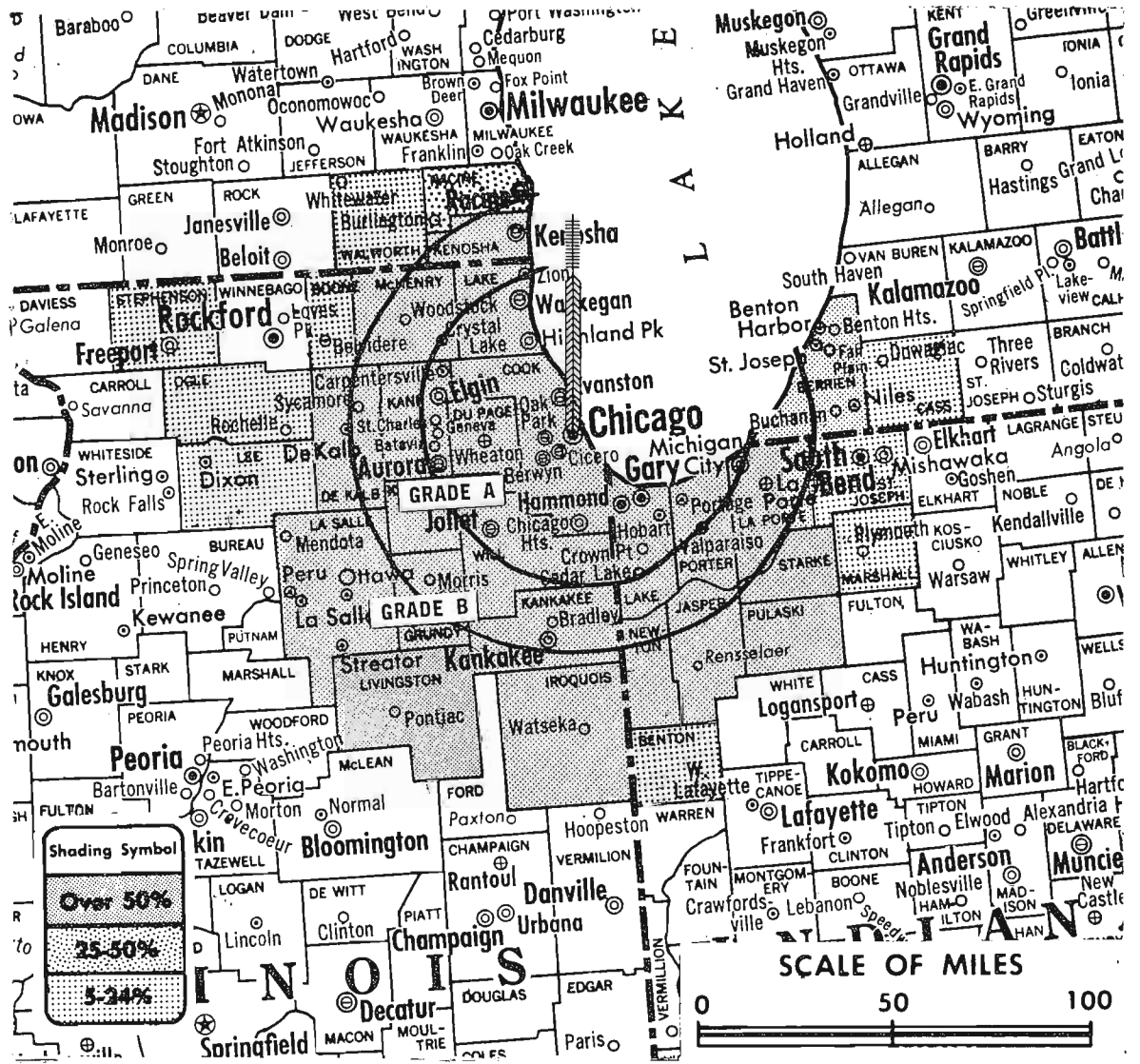
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBKB-TV Ref: FCC File No. BPCT-3033 Granted 9/21/62

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

## WBKB-TV

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. (60601).

Studio: 190 N. State St.

Telephone: 312-263-0800. TWX No.: 312-222-9530.

Ownership: See WABC-TV, New York.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD A. O'LEARY, vice president & general manager.

J. WARREN TOMASSENE, general sales manager.

CLAR W. HEIDER, administrative assistant.

JOHN SEVERINO, sales manager.

DEAN MCCARTHY, director of programming.

RONALD GUNTHER, production manager.

MARSHALL FREEMAN, comptroller.

RICHARD L. GOLDBERG, news director.

CHRISTOPHER DUFFY, advertising & promotion director.

CHARLES BUZZARD, director of engineering.

### DIGEST OF FALL RATE CARD

(Sept. 4, 1967)

Hour	30 Min.	15 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—6:30-10 p.m. daily.				
\$5090.00	\$3060.00	\$2030.00	\$2000.00	\$1200.00

NETWORK BASE HOURLY RATE: \$4200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS Cook	1,725,900	1,656,100	96
	Dekalb	16,700	16,000	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	Dupage	112,500	110,300	98
	Grundy	7,300	7,100	97
	Iroquois	10,700	10,100	94
	Kane	72,800	70,200	96
	Kankakee	26,900	25,700	96
	Kendall	5,900	5,700	97
	Lake	96,600	94,600	98
	La Salle	36,800	34,800	95
	Livingston	12,300	11,400	93
	McHenry	30,000	29,400	98
	Will	66,100	64,100	97
<b>Between 25-50%</b>	INDIANA Jasper	5,300	5,000	95
	Lake	164,600	159,000	97
	La Porte	30,500	29,600	97
	Newton	3,500	3,300	95
	Porter	21,300	20,600	97
	Pulaski	3,600	3,300	92
	Starke	5,500	5,200	94
<b>Between 5-24%</b>	MICHIGAN Berrien	49,200	47,000	95
	WISCONSIN Kenosha	34,800	33,800	97
<b>Between 25-50%</b>	WISCONSIN Racine	47,000	45,900	98
	ILLINOIS Boone	6,600	6,300	95
<b>Between 5-24%</b>	Lee	10,800	10,400	96
	Ogle	12,600	12,000	95
	Stephenson	15,300	14,600	95
	INDIANA Benton	3,200	3,000	95
<b>Between 5-24%</b>	Marshall	10,900	10,400	95
	St Joseph	75,600	73,000	97
<b>Between 5-24%</b>	MICHIGAN Cass	11,900	11,400	96
	WISCONSIN Walworth	17,000	16,300	96
Station Totals		2,749,700	2,645,600	96
Net Weekly Circulation (March 1967)			2,339,800	
Average Daily Circulation (March 1967)			1,558,200	



# Illinois—Chicago

**WFLD-TV**

Ch. 32



Technical Facilities: Channel No. 32 (578-584 mc). Authorized power: 1000-kw max. and 836-kw horizontal visual, 200-kw max. and 166-kw horizontal aural. Antenna: 890-ft. above av. terrain, 925-ft. above ground, 1505-ft. above sea level.

Latitude 41° 53' 16"  
Longitude 87° 37' 45"

Transmitter: Marina City Bldg.

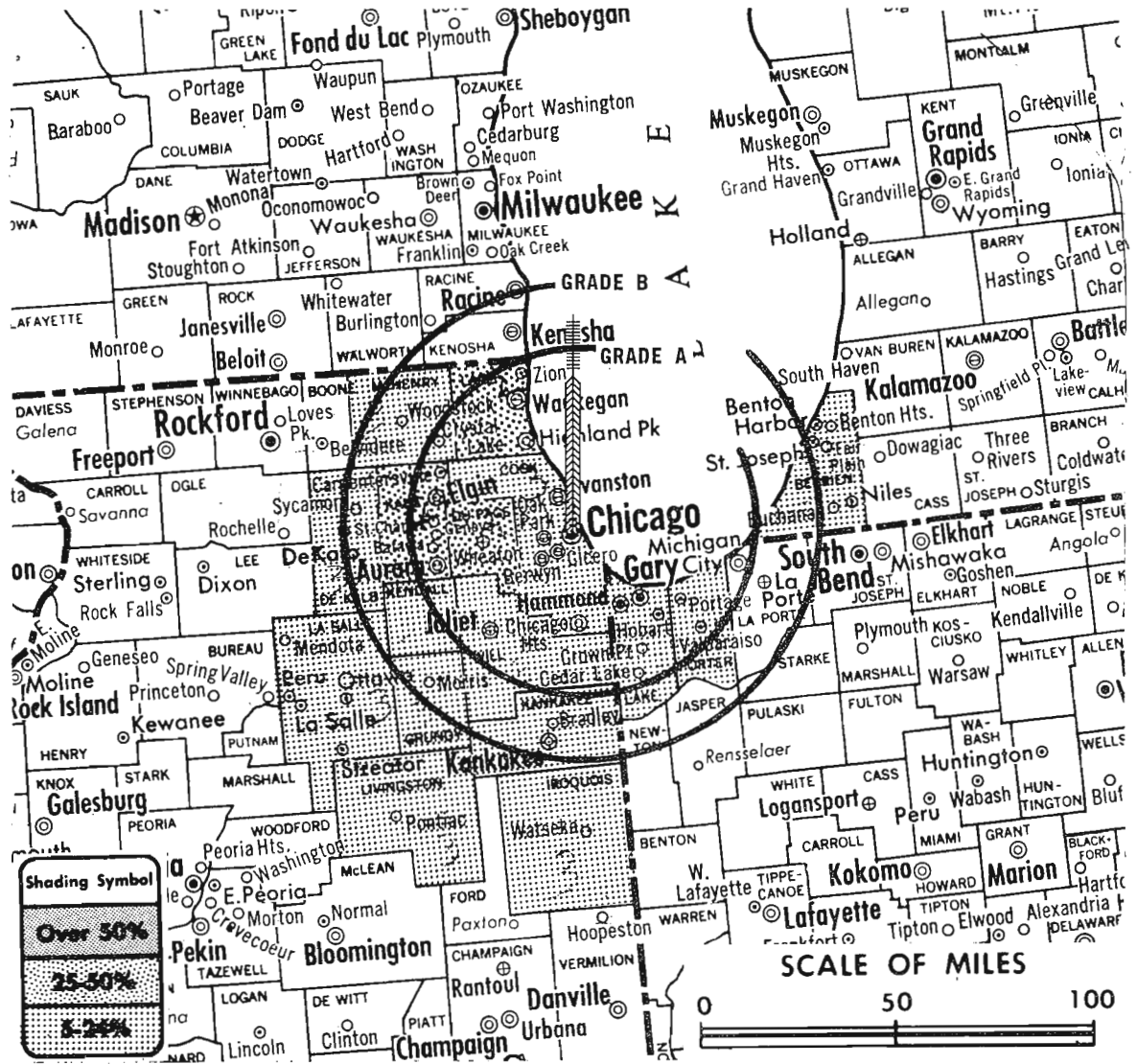
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WFLD-TV Ref: FCC File No. BPC-3069 Granted 5/8/63

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

## WFLD-TV

Network Service: None, independent.

Licensee: TV Chicago, a Joint Venture, 401 N. Wabash Ave.

Studio: Marina City, 300 N. State St. (60610).

Telephone: 312-527-4300.

Ownership: Field Communications Corp., 50%; Irwill Inc. (Dubinsky group, see WTVO, Rockford), 33-11/12%; H & E TV Inc. (Balanban Corp.), 13-11/12%; Shefco Inc., 7.33%; Willand Corp., 7.33%; Froelich & Friedland Inc., 7.33%. Field Communications also holds CP for WCAN-TV, Milwaukee.

Began Operation: Jan. 4, 1966.

Represented (sales) by Metro TV Sales.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- E. H. SHOMO, president & general manager.
- GEORGE DRASE, sales manager.
- CLIFFORD BRAUN, program manager.
- WILLIAM KUSACK, v.p. & chief engineer.
- ARTHUR H. BARNES, director of advertising & sales promotion.
- RICHARD HANCE, director of news.
- RONNY BORN, film manager.

### DIGEST OF RATE CARD NO. 3 (Sept. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6:30-10:30 p.m., daily.  
\$680.00 \$425.00 \$255.00 \$85.00 \$300.00 \$150.00 \$100.00 \$50.00

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Between 5-24%	<b>ILLINOIS</b>				
		Cook	1,725,900	1,656,100	96
		Dekalb	16,700	16,000	96
		Dupage	112,500	110,300	98
		Grundy	7,300	7,100	97
		Iroquois	10,700	10,100	94
		Kane	72,800	70,200	96
		Kankakee	26,900	25,700	96
		Kendall	5,900	5,700	97
		Lake	96,600	94,600	98
		La Salle	36,800	34,800	95
		Livingston	12,300	11,400	93
		McHenry	30,000	29,400	98
		Will	66,100	64,100	97
		<b>INDIANA</b>			
		Lake	164,600	159,000	97
		Porter	21,300	20,600	97
	<b>MICHIGAN</b>				
	Berrien	49,200	47,000	95	
<b>Station Totals</b>		<b>2,455,600</b>	<b>2,362,100</b>	<b>96</b>	
<b>Net Weekly Circulation (March 1967)</b>			<b>354,300</b>		
<b>Average Daily Circulation (March 1967)</b>			<b>94,200</b>		

For UHF Penetration by Markets  
See Services Volume

# Illinois—Chicago

## WCIU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 190.5-kw visual, 38-kw aural. Antenna: 654-ft. above av. terrain, 677-ft. above ground, 1272-ft. above sea level.

Latitude 41° 52' 39"  
Longitude 87° 38' 02"

Holds CP for change to 1000-kw max. & 468-kw horizontal visual, 155-kw max. & 70.8-kw horizontal aural, 650-ft. above av. terrain, 684-ft. above ground, 1279-ft. above sea level. BPCT-3950.

Requests modification of CP for 1162-kw max. & 961-kw horizontal visual, 174-kw max. & 144-kw horizontal aural. BMPCT—6695.

Transmitter: 141 W. Jackson Blvd.

TV Tape: Recording facilities.

News Wire Service: UPI.

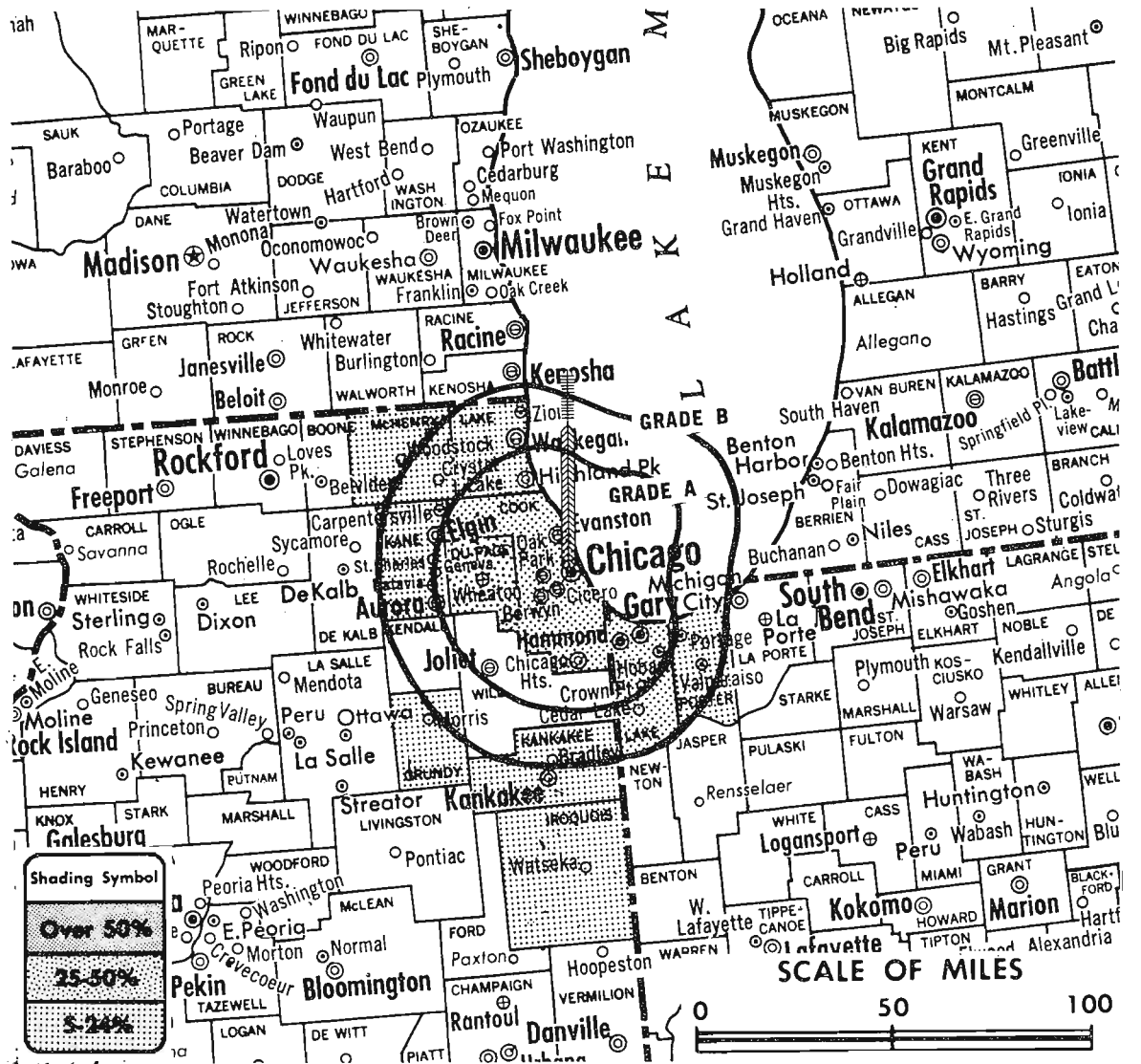
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WCIU-TV Ref: FCC File No. BMPCT—5860 Granted 5/21/63  
CP: BPCT—3950 Granted 8/31/67

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

## WCIU-TV

Network Service: None, independent.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. (60604).

Studio: Board of Trade Bldg., 141 W. Jackson Blvd.

Telephone: 312-663-0260.

Ownership: Howard Shapiro and J. W. O'Connor own approximately 70% jointly; remainder of stock is held by others. O'Connor owns WBOW & FM, Terre Haute and WHUT, Anderson, Ind.

Began Operation: Feb. 6, 1964.

Represented (sales) by Eastman TV Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

J. W. O'CONNOR, president & general manager.  
THOMAS L. DAVIS, vice president & station manager.  
HAL WETTERSTEN, asst. manager & director of sales.  
GLENN STEWART, film director.  
BRUCE BALLARD, program director.

## DIGEST OF RATE CARD NO. 4

(April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—5:59-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$130.00	\$100.00	\$80.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	ILLINOIS			
	Cook	1,725,900	1,656,100	96
	Dupage	112,500	110,300	98
	Grundy	7,300	7,100	97
	Iroquois	10,700	10,100	94
	Kane	72,800	70,200	96
	Kankakee	26,900	25,700	96
	Lake	96,600	94,600	98
	INDIANA			
	Lake	164,600	159,000	97
Station Totals		2,217,300	2,133,100	96
Net Weekly Circulation (March 1967)				257,400
Average Daily Circulation (March 1967)				60,900

# Illinois—Chicago



**WMAQ-TV**



Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.8-kw aural. Antenna: 710-ft. above av. terrain, 747-ft. above ground, 1348-ft. above sea level.

Latitude 41° 52' 57.4"  
Longitude 87° 38' 15"

**Transmitter:** Kemper Insurance Bldg.

**TV tape:** Recording facilities.

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

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

**Facsimile Service:** AP, UPI.

**News Film Service:** NBC.

**AM Affiliate:** WMAQ, 50-kw, 670 kc (NBC).

**FM Affiliate:** WMAQ-FM, 24-kw, 101.1 mc (No. 266), 660-ft. antenna height.

Total Households: © SRDS

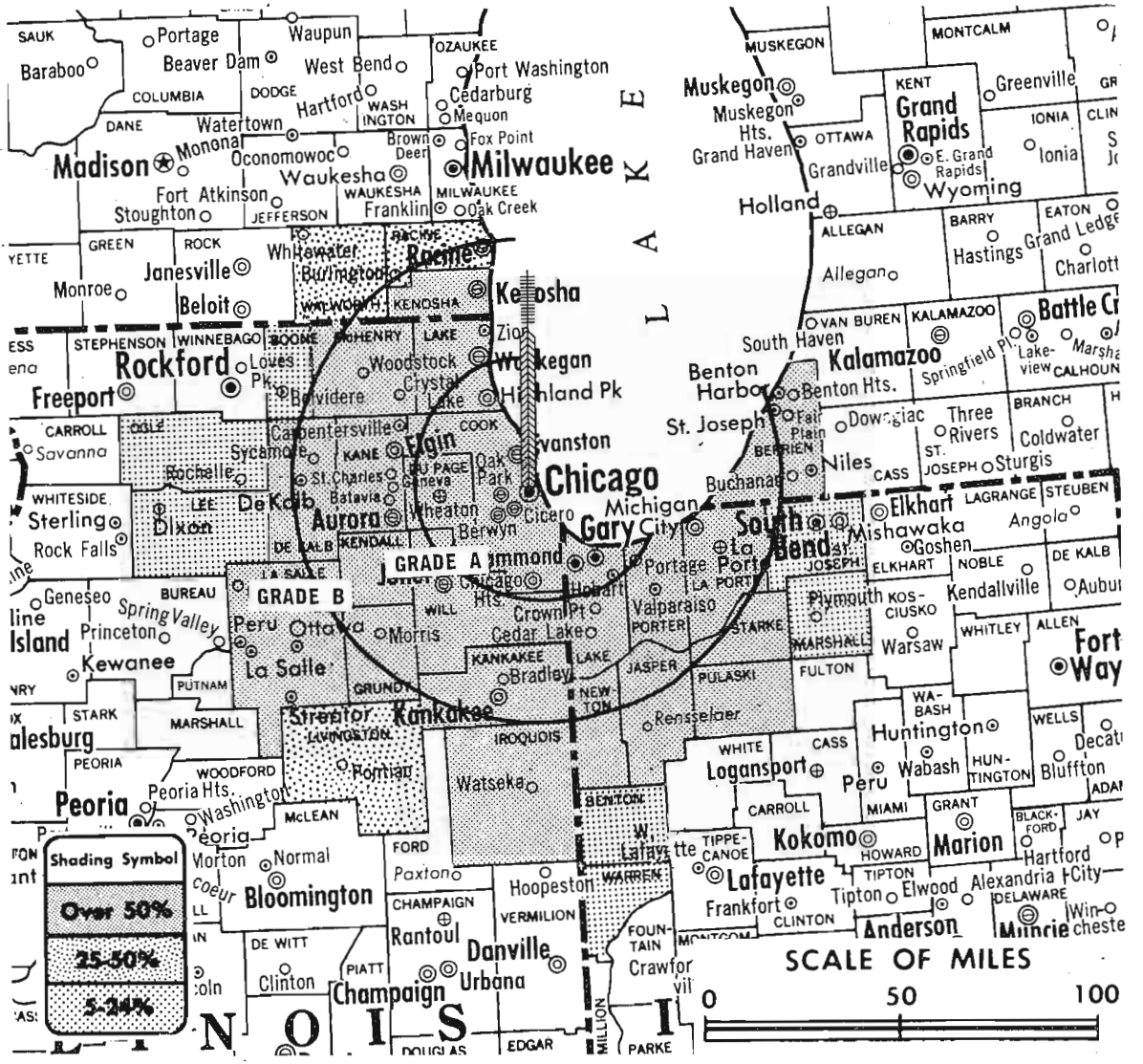
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WMAQ-TV Ref: FCC File No. BPCT-1432 Granted 5/4/53

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

## WMAQ-TV

**Licensee:** National Broadcasting Co. Inc., Merchandise Mart, Chicago (60654).

**Studio:** Merchandise Mart.

**Telephone:** 312-644-8300.

**TWX No.:** 312-222-9441.

**Ownership:** See WNBC-TV, New York.

**Began Operation:** Jan. 7, 1949.

**Represented (sales) by** NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis).

**Personnel:**

- ROBERT LEMON, v.p. & general manager.
- W. C. PRATHER, station manager.
- CHET CAMPBELL, dir., advertising, promotion & merchandising.
- NORMAN R. CISSNA, director of national sales.
- JAMES R. HOEL, local sales manager.
- JAY CHILDS, manager, business affairs.
- DAN ANDERSON, manager, press department.
- HARRY TRIGG, program manager & film buyer.
- JOHN C. BURNS, asst. program manager.
- CURT PIERCE, manager, technical operations.
- RICHARD E. ZIMMER, coordinator, sales development.

DIGEST OF RATE CARD NO. 26  
(Dec. 26, 1966)

Hour	30 Min.	15 Min.	20 Sec.	ID
Class A—6 p.m.-midnight, daily.				
\$5000.00	\$3000.00	\$2000.00	\$2100.00*	\$1150.00*

\*Class AAA—6:29-11:59 p.m., Mon.-Fri.; 6:31-11:59 p.m., Sat.-Sun.

**NETWORK BASE HOURLY RATE:** \$4,600.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>ILLINOIS</b>				
		Cook	1,725,900	1,656,100	96
		Dekalb	16,700	16,000	96
		Dupage	112,500	110,300	98
		Grundy	7,300	7,100	97
		Iroquois	10,700	10,100	94
		Kane	72,800	70,200	96
		Kankakee	26,900	25,700	96
		Kendall	5,900	5,700	97
		Lake	96,600	94,600	98
		La Salle	36,800	34,800	95
		McHenry	30,000	29,400	98
		Will	66,100	64,100	97
		<b>INDIANA</b>			
	Jasper	5,300	5,000	95	
	Lake	164,600	159,000	97	
	La Porte	30,500	29,600	97	
	Newton	3,500	3,300	95	
	Porter	21,300	20,600	97	
	Pulaski	3,600	3,300	92	
	Starke	5,500	5,200	94	
	<b>MICHIGAN</b>				
	Berrien	49,200	47,000	95	
	<b>WISCONSIN</b>				
	Kenosha	34,800	33,800	97	
<b>Between 25-50%</b>	<b>ILLINOIS</b>				
		Livingston	12,300	11,400	93
	<b>WISCONSIN</b>				
	Racine	47,000	45,900	98	
	Walworth	17,000	16,300	96	
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Boone	6,600	6,300	95
		Lee	10,800	10,400	96
		Ogle	12,600	12,000	95
	<b>INDIANA</b>				
		Benton	3,200	3,000	95
	Marshall	10,900	10,400	95	
	St Joseph	75,600	73,000	97	
	Warren	2,400	2,200	93	
<b>Station Totals</b>		2,724,900	2,621,800	96	
<b>Net Weekly Circulation (March 1967)</b>				2,335,100	
<b>Average Daily Circulation (March 1967)</b>				1,745,600	

# Illinois—Decatur



**WAND**

Ch. 17

**Technical Facilities:** Channel No. 17 (488-494 mc). Authorized power: 1977-kw max. and 1380-kw horizontal visual, 197.7-kw max. and 138.5-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 1063-ft. above ground, 1749-ft. above sea level.

Latitude 39° 57' 07"  
Longitude 88° 49' 55"

Transmitter: Near Argenta, Ill.

Studio: South Side Dr.

Telephone: 217-428-4304.

TWX No.: 910-243-0458.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

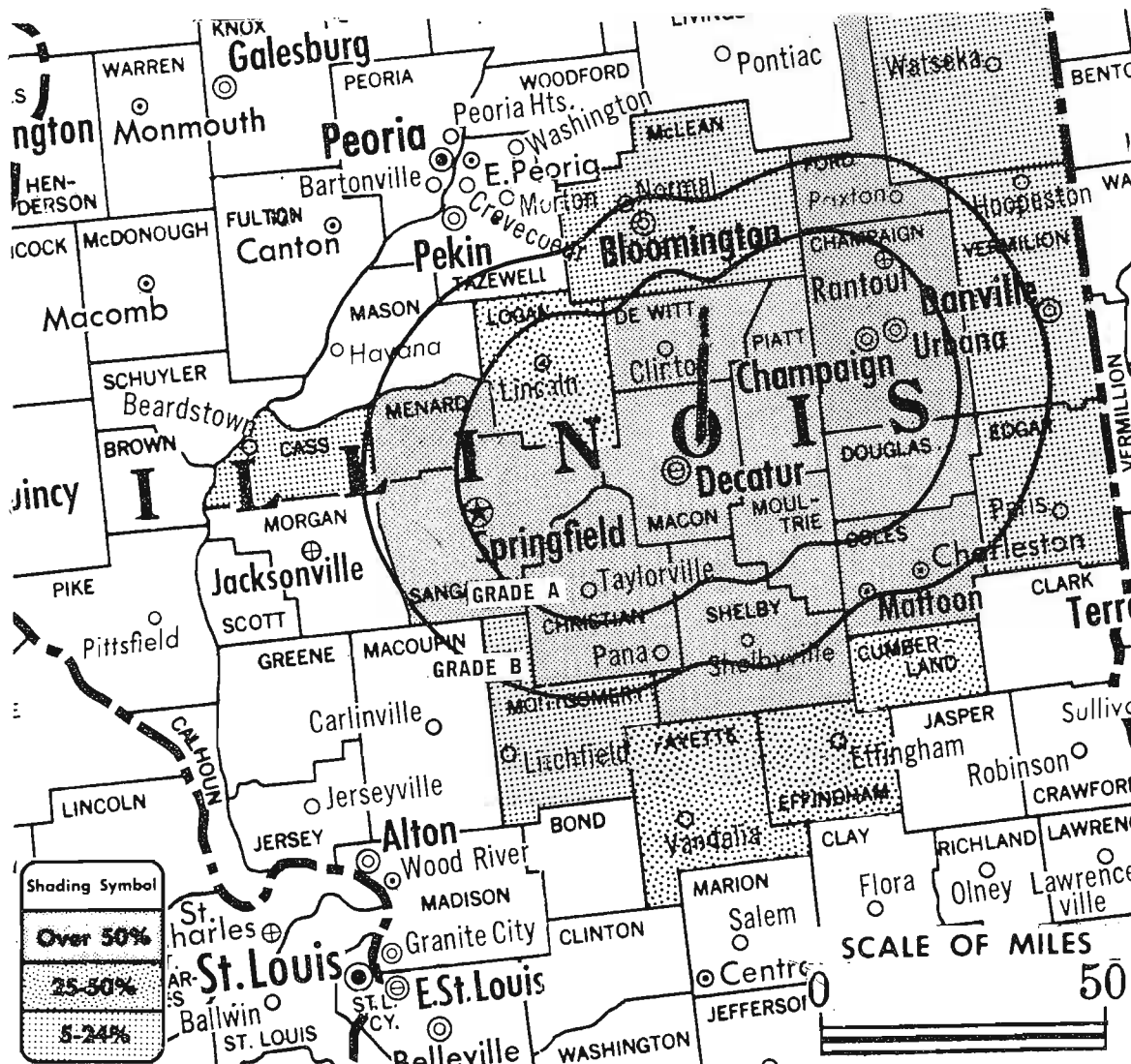
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WAND Ref: FCC File No. BPCT-3718 Granted 6/28/66

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

## WAND

Licensee: WAND Television Inc., Box 631, Decatur, Ill. (62525).

**Ownership:** LIN Bcstg. owns 100% of WAND Television. LIN principals are: Frederic Gregg Jr., chmn.-pres., 6.48%; Clyde W. Clifford, v.p., treas.-asst. secy., 0.253%; Frank Woods, v.p.-secy., 0.007%; Joel M. Thrope, v.p., 0.327%; Marie Gifford, v.p., 0.054%; Larry Edwards, v.p.; Lind Carl Voth, v.p., 0.141%; Russell Withers, v.p., 0.050%; Robert H. Yamin, v.p., 0.117%; Lehman Bros., 7.67%; Broadcast Industries Inc., 5.42%; Joseph I. Simon, 4.08%; Loeb, Rhoades & Co., 3.47%; Hare & Co., 3.28%; Gottesman & Co. Inc., 3.09%; Lill & Co. (for Supervised Investors Growth Fund Inc.), 2.47%; J. C. Bradford & Co., 2.45%; John R. Ozier, 2.28%; Smith, Barney & Co. Inc., 1.93%; William E. Allaun Jr., 1.66%; Corla & Co. (for Enterprise Fund Inc., open-end mutual fund), 1.64%; Edwin L. Cox, 1.45%; Bache & Co. Inc., 1.45%; Hayden Stone Inc., 1.31%; Mason & Co. Inc., 1.14%; C. E. Unterberg, Towbin Co., 1.14%; Win & Co., 1.13%; Central National Corp. (affiliated with Gottesman & Co. Inc.), 1.01%; Harris Upham & Co., 1.01%; more than 50 others, none with as much as 1%. Broadcast Industries also owns 100% of WDTV Weston, W. Va. & Long Island Video, UHF applicant for Patchogue, N.Y. Allaun controls WBCI AM-FM, Williamsburg, Va. LIN Bcstg. also owns radios KAAY, Little Rock; KEEL & FM, Shreveport; WAKY, Louisville; WMAK, Nashville and is buying WBBF & FM, Rochester, N.Y.; WIL & FM, St. Louis. LIN also holds FM CP in Shreveport and owns Gregg Cablevision. Note: LIN is buying WAVY-TV & WAVY, Norfolk, Va. and radios KILT & KOST-FM, Houston.

**Began Operation:** Aug. 16, 1953. Sale to present owner by Metro-media Inc. approved Dec. 22, 1965 by FCC (Television Digest, Vol. 5:41-42, 52). Sale to Metromedia by owner George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Mallyck & Bernton.

**Personnel:**

- JACK KUSSART, general manager.
- DON V. LINDSEY, sales manager.
- WAYNE SEMPLE, chief engineer.
- WILLIAM BRACKETT, operations director.

### DIGEST OF RATE CARD NO. 2—(May 22, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$500.00 \$306.00 \$260.00 \$150.00 \$150.00 \$122.00 \$90.00 \$45.00  
NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>ILLINOIS</b>			
	Champaign	40,800	38,600	95
	Christian	11,300	10,700	95
	Coles	14,200	13,400	95
	De Witt	5,700	5,400	95
	Douglas	6,400	6,100	95
	Macon	41,200	39,400	96
	Menard	3,000	2,800	93
	Moultrie	4,300	3,900	92
	Piatt	4,700	4,600	97
<b>Between 25-50%</b>	Sangamon	50,800	47,800	94
	Shelby	7,000	6,400	92
	<b>ILLINOIS</b>			
	Cumberland	3,200	2,900	92
	Effingham	7,000	6,300	90
<b>Between 5-24%</b>	Fayette	5,900	5,400	92
	Ford	5,200	5,000	95
	Logan	9,700	9,200	95
	<b>ILLINOIS</b>			
	Cass	4,300	4,000	93
	Edgar	7,000	6,600	95
<b>Station Totals</b>	Iroquois	10,700	10,100	94
	Mc Lean	28,300	26,600	94
	Montgomery	9,800	9,200	94
	Vermilion	32,000	30,400	95
	<b>Station Totals</b>		312,500	294,800
<b>Net Weekly Circulation (March 1967)</b>				182,100
<b>Average Daily Circulation (March 1967)</b>				116,400



# Illinois—Harrisburg



## WSIL-TV

Ch. 3

[Also owns satellite KPOB-TV,  
Poplar Bluff, Mo.]

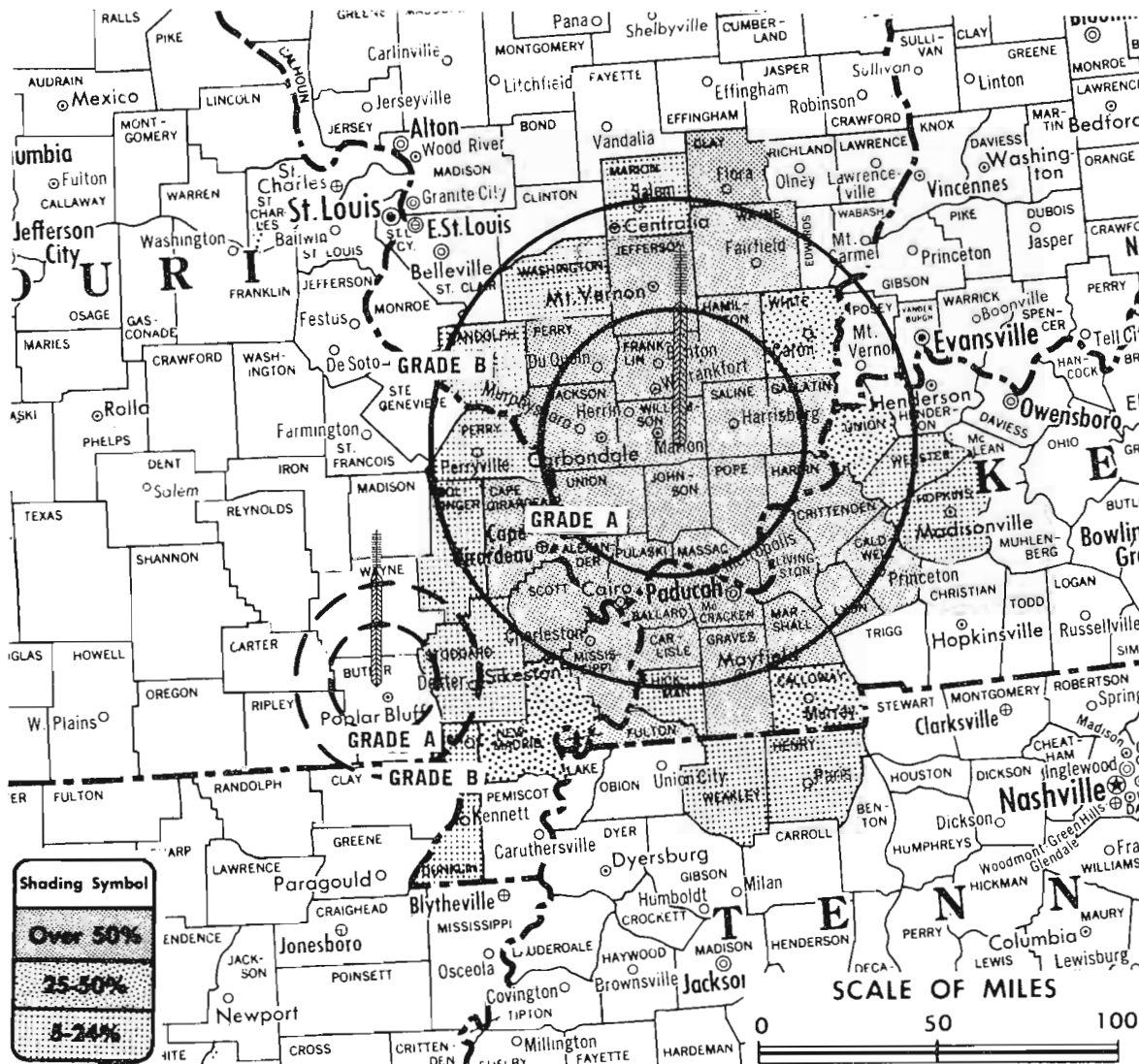
Technical Facilities: Channel No. 3  
(60-66 mc). Authorized power:  
100 kw visual, 20-kw aural. An-  
tenna: 883-ft. above av. terrain,  
854-ft. above ground, 1459-ft.  
above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

Transmitter: 2-mi W of Cereal  
Springs.

Color: Network, live, film & slide.

News Wire Service: UPI.



WSIL-TV Ref: FCC File No. BPCT-2562 Granted 11/12/58 ©American Map Co., Inc., N.Y., No. 14214

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.

## WSIL-TV

Licensee: Turner-Farrar Assn., Television Bldg., 21 W. Poplar St.

Studio: 21 W. Poplar St., Harrisburg, Ill. (62946).

Telephone: 618-253-7922.

Ownership: O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner,  
5%; Harry R. Horning, 5%; O. L. Turner, trustee, 40%. This  
partnership also operates Southern Ill. theatre chain and owns  
satellite KPOB-TV (Ch. 15), Poplar Bluff, Mo.

Began Operation: Dec. 6, 1953 on Ch 22; changed to Ch. 3 in  
March 1959.

Represented (sales) by Jack Masla.

Represented (legal) by McKenna & Wilkinson.

Personnel:

O. L. TURNER, manager & film buyer.  
CHARLES GILLIAM, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Jan. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
					Min. or	
Class A—6:30-9:30 p.m., daily.	\$400.00	\$220.00	\$140.00	\$122.00	\$90.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$350.

ARB Data: Figures do not include Satellite KPOB-TV, Poplar Bluff, Mo. which was off-air when the survey was made.

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Alexander	4,400	3,900	89
	Clay	4,700	4,200	89
	Franklin	12,000	11,100	93
	Gallatin	1,900	1,700	88
	Hamilton	2,900	2,500	86
	Hardin	1,400	1,300	93
	Jackson	13,900	12,800	92
	Jefferson	9,600	8,700	92
	Johnson	1,600	1,400	91
	Massac	4,700	4,300	92
	Pope	800	700	87
	Pulaski	2,700	2,400	89
	Saline	7,400	6,800	92
	Union	4,400	4,200	94
	Wayne	5,500	4,800	88
	Williamson	15,000	14,000	93
	<b>Between 25-50%</b>	KENTUCKY		
Ballard		2,800	2,600	93
Caldwell		4,500	3,800	85
Carlisle		1,700	1,600	94
Crittenden		2,300	2,000	88
Fulton		3,100	2,800	90
Graves		10,000	9,300	93
Livingston		2,300	2,000	90
Lyon		1,300	1,100	87
Marshall		6,200	5,800	94
Mc Cracken	20,800	19,600	94	
<b>Over 50%</b>	MISSOURI			
	Cape Girardeau	14,400	13,400	93
Scott	9,500	8,900	93	
<b>Between 25-50%</b>	ILLINOIS			
	Perry	5,500	5,100	93
	White	5,800	5,100	88
	KENTUCKY			
Calloway	7,200	6,500	91	
Union	4,400	4,000	90	

(Continued on page 203-b)

Station Totals	289,900	264,000	91
Net Weekly Circulation (March 1967)			151,300
Average Daily Circulation (March 1967)			79,800

# Illinois—La Salle



**WEEQ-TV**



Ch. 35

[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 15.1-kw visual, 3-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level.

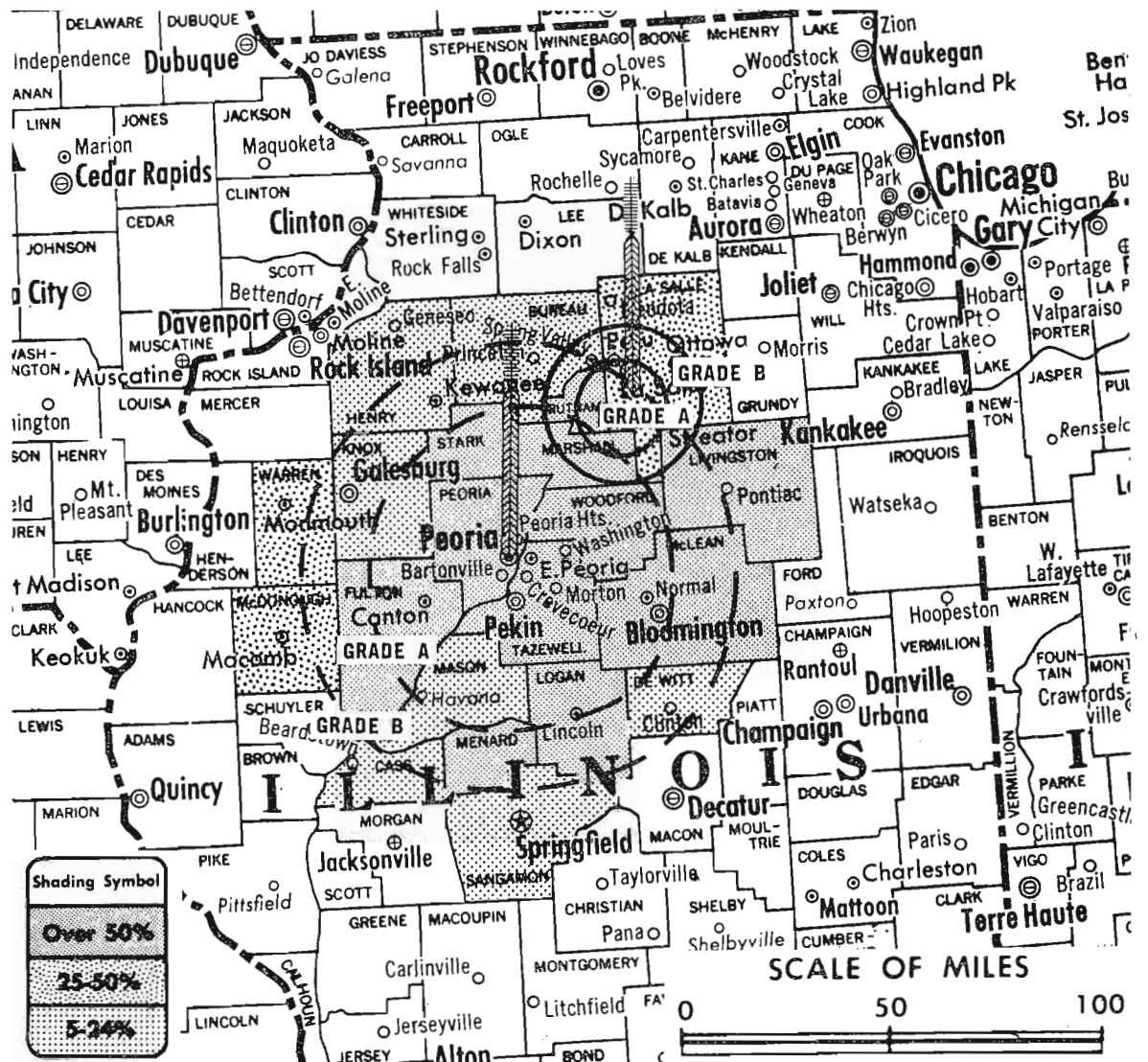
Latitude 41° 14' 02"  
Longitude 89° 02' 25"

Transmitter: 1.7-mi. NE of Tonica, Ill.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



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

WEEQ-TV Ref: FCC File No. BPC-2180 Granted 2/13/57

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

## WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 815-699-3961.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc. (West).

Personnel:

EARL McMULLEN, chief engineer.

Rates: Sold only in combination with WEEK-TV, Peoria.

NETWORK BASE HOURLY RATE: Bonus to WEEK-TV, Peoria.

ARB Data for this Station Included with Parent WEEK-TV, Peoria, Ill. The above map reflects coverage of both Parent and Satellite.

# Illinois—Moline



**WQAD-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 141-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"

Longitude 90° 22' 47"

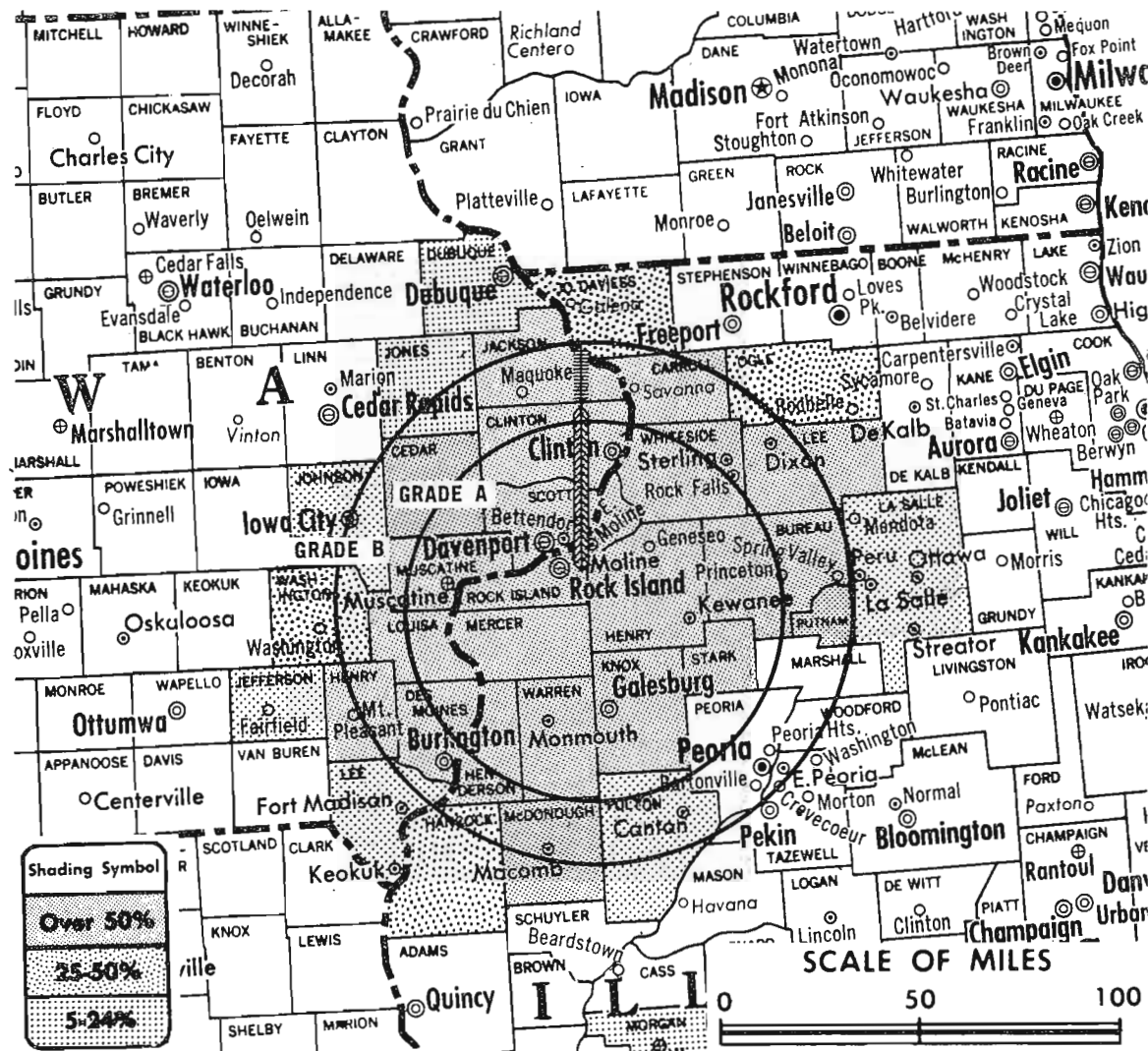
Transmitter: 2.8-mi. S of Orion on U.S. 150.

TV Tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.

WQAD-TV Ref: FCC File No. BPCT-2440 Granted 5/16/62

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

## WQAD-TV

Licensee: Moline Television Corp., 3003 Park 16th St.

Studio: 3003 Park 16th St.

Telephone: 309-764-9694.

Ownership: Francis J. Coyle, chairman, 10.7%; Arthur M. Swift, exec. v.p., 14.2%; Charles G. Agnew, v.p., 4.2%; Victor B. Day, v.p., 8.5%; L. S. Helfrich, v.p., 4.2%; Richard Stengel, v.p., 7.7%; Samuel M. Gilman, secy.-treas., 4.2%; Frank P. Schreiber, 8.5%; Harry McLaughlin, 4.2%; David Parson, 8.5%; Philip Sitrick, 2.1%; Thomas M. Thomas, Paul Versluis, Richard Waxenberg, 4.2% each; George Young, 3.4%; 9 others, none with as much as 2%.

Began Operation: Aug. 1, 1963.

Represented (sales) by The Katz Agency.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

ARTHUR M. SWIFT, executive vice president & general manager.

WILLIAM L. SNYDER, general sales manager.

RAY KRUEGER, chief engineer.

RON KLAYMAN, promotion manager.

LLOYD BOLKCOM, production manager.

KEITH ANDREWS, public affairs director.

DIGEST OF RATE CARD NO. A9  
(June 10, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$900.00	\$540.00	\$360.00	\$320.00	\$250.00	\$250.00	\$125.00

NETWORK BASE HOURLY RATE: \$950.

For Color Set Penetration by Markets  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>ILLINOIS</b>				
		Bureau	11,800	11,200	95
		Carroll	6,100	5,900	96
		Henderson	2,600	2,400	93
		Henry	16,400	15,800	96
		Knox	20,200	19,500	97
		Lee	10,800	10,400	96
		Mc Donough	9,300	8,800	95
		Mercer	5,200	5,000	97
		Putnam	1,500	1,300	91
		Rock Island	49,500	48,200	97
		Stark	2,300	2,200	96
		Warren	6,600	6,300	96
		Whiteside	19,800	18,900	96
	<b>Between 25-50%</b>	<b>IOWA</b>			
		Cedar	5,700	5,400	96
		Clinton	17,900	17,300	97
		Des Moines	14,900	14,100	95
		Henry	5,100	4,600	90
<b>Between 5-24%</b>	<b>IOWA</b>				
		Jackson	6,300	5,800	93
		Louisa	2,700	2,500	94
		Muscatine	11,500	11,000	96
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Hancock	7,400	7,000	96
		Jo Daviess	6,500	6,000	92
		Ogle	12,600	12,000	95
<b>Station Totals</b>	<b>IOWA</b>				
		Washington	5,800	5,300	91
	<b>ILLINOIS</b>				
		Fulton	13,400	12,600	95
		La Salle	36,800	34,800	95
		Morgan	10,700	9,900	93
	<b>IOWA</b>				
		Dubuque	24,800	23,100	93
		Jefferson	4,800	4,500	93
		Johnson	17,100	15,700	92
	Jones	6,000	5,800	96	
	Lee	13,500	12,800	95	
<b>Station Totals</b>		424,300	403,300	95	
<b>Net Weekly Circulation (March 1967)</b>				265,400	
<b>Average Daily Circulation (March 1967)</b>				173,200	

# Illinois—Peoria



**WEEK-TV**



Ch. 25

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 1000-kw max. and 560-kw horizontal visual, 200-kw max. and 112-kw horizontal aural. Antenna: 604.9-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42"  
Longitude 89° 32' 51.2"

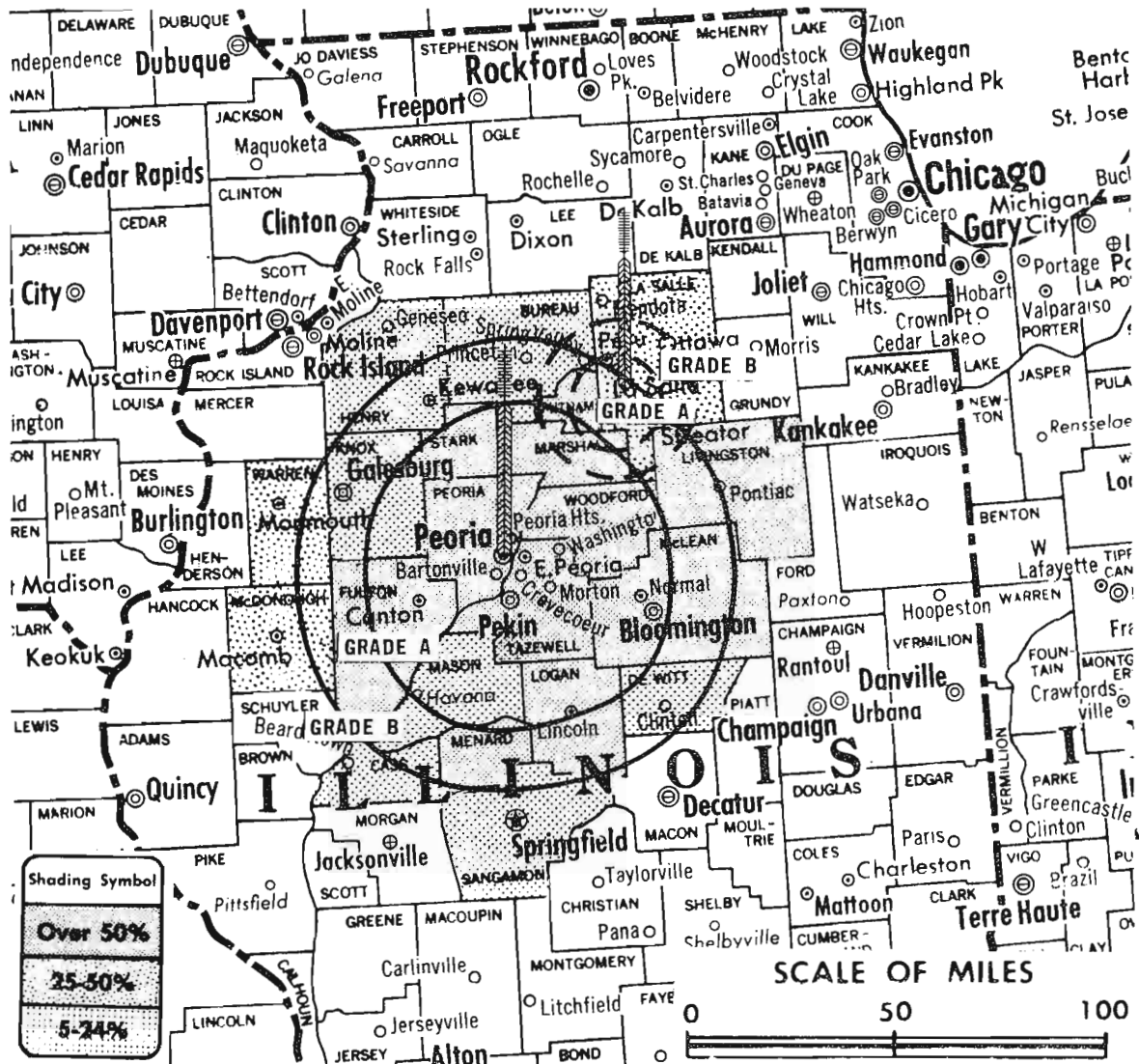
Transmitter: 2907 Springfield Hill Rd.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WEEK-TV CP BPCT-3205 Granted 8/30/63

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

## WEEK-TV

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria.

Studio: 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 309-699-3961.

TWX No.: 309-697-1502.

Ownership: Mid-America is a wholly-owned subsidiary of Kansas City Southern Industries Inc. For other interests, see KRCC, Jefferson City, Mo.

Began Operation: Jan. 29, 1953. Sale, including satellite WEEQ-TV, to present owner by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Television Digest, Vol. 6:29).

Represented (sales) by The Katz Agency Inc. (West)

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- FRED C. MUELLER, general manager.
- PHIL MERGENER, sales manager.
- WAYNE LOVELY, chief engineer.
- RICHARD EVANS, program director & film buyer.
- DALE SCHWARTZ, production director.
- ROGER OTTENBACH, promotion manager.
- CHUCK HARRISON, news director.
- ROBERT KROEPEL, film editor.

DIGEST OF RATE CARD NO. A16  
(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$140.00	\$80.00 \$58.00

\*Class AA—6:30-10:30 p.m., Mon.-Fri.; 6:30-10 p.m. Sat & Sun. Rates include satellite coverage.

NETWORK BASE HOURLY RATE: \$600

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Fulton	13,400	12,600	95
	Livingston	12,300	11,400	93
	Logan	9,700	9,200	95
	Marshall	4,200	3,900	94
	McLean	28,300	26,600	94
	Menard	3,000	2,800	93
	Peoria	61,200	58,500	96
	Putnam	1,500	1,300	91
	Stark	2,300	2,200	96
Tazewell	35,100	33,700	96	
Woodford	7,900	7,400	94	
<b>Between 25-50%</b>	ILLINOIS			
	LaSalle	36,800	34,800	95
	McDonough	9,300	8,800	95
Warren	6,600	6,300	96	
<b>Between 5-24%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	Cass	4,300	4,000	93
	De Witt	5,700	5,400	95
	Henry	16,400	15,800	96
	Knox	20,200	19,500	97
	Mason	4,900	4,700	95
Sangamon	50,800	47,800	94	
Station Totals		345,700	327,900	95
Net Weekly Circulation (March 1967)				187,700
Average Daily Circulation (March 1967)				142,400

ARB Data for this Station Includes Satellite WEEQ-TV, La Salle, Ill.



# Illinois—Peoria



**WIRL-TV**



Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 18.6-kw aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

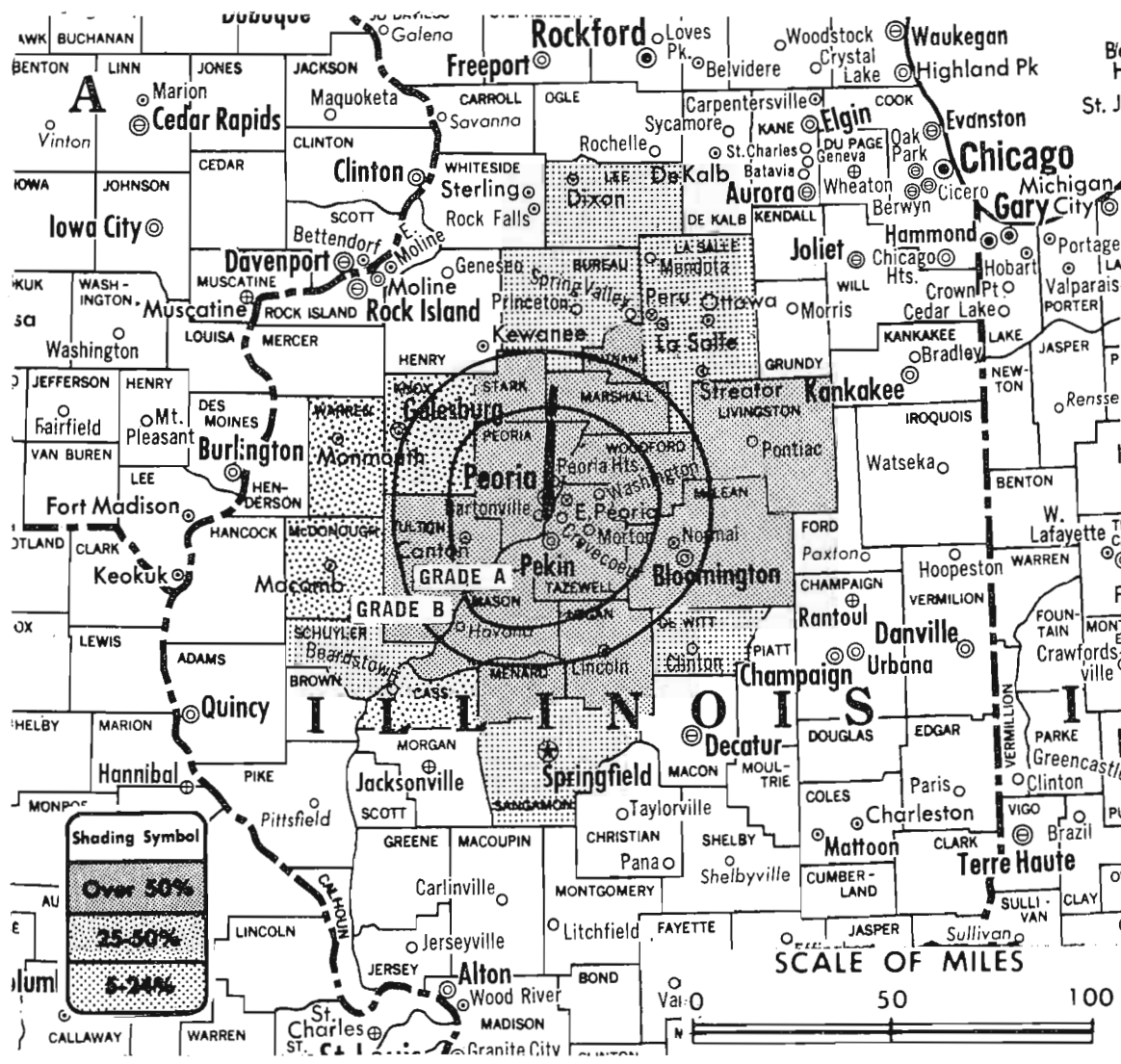
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WIRL, 1-kw, 1290 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WIRL-TV Ref: FCC File No. BMPCT-4076 Granted 7/6/56

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

## WIRL-TV

Licensee: Mid America Media Inc., 606 Main St. (61602).

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Telephone: 309-676-8911.

TWX No.: 309-697-1802.

Ownership: Mid America Media Inc., associated with radios WIRL, Peoria; WKAN, Kankakee; WRRR, Rockford; WQUA, Moline, all Ill.; WIRE, Indianapolis, Ind.; purchase of KIOA, Des Moines, Ia. pends. Also associated with Kankakee, Ill. Daily Journal; Ottawa, Ill. Republican-Times; LaPorte, Ind. Herald-Argus.

Began Operation: Oct. 20, 1953. Sale to Twelve Ninety Radio Corp., (now Mid America Media Inc.) by Metromedia approved July 21, 1965 (Television Digest, Vol. 5:14) by FCC. Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 by FCC (Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

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

Personnel:

BURRELL L. SMALL, president.  
LEN H. SMALL, exec. vice president.  
HOWARD N. FREDERICK, v.p. & general manager.  
ROBERT RICE, sales manager.  
ALEX BONTEMPS, production manager.  
DON CLAUSEN, chief engineer.

DIGEST OF RATE CARD NO. 19  
(June 12, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
*Class AA—6:30-10 p.m., daily.						Highest rate: \$250.
\$600.00	\$360.00	\$240.00	\$150.00			Graded rates apply*

\*Class AA—6:20-10 p.m., daily. Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Fulton	13,400	12,600	95
	Livingston	12,300	11,400	93
	Logan	9,700	9,200	95
	Marshall	4,200	3,900	94
	Mason	4,900	4,700	95
	McLean	28,300	26,600	94
	Menard	3,000	2,800	93
	Peoria	61,200	58,500	96
	Putnam	1,500	1,300	91
	Stark	2,300	2,200	96
	Tazewell	35,100	33,700	96
Woodford	7,900	7,400	94	
<b>Between 25-50%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	Cass	4,300	4,000	93
	Knox	20,200	19,500	97
	Mc Donough	9,300	8,800	95
Warren	6,600	6,300	96	
<b>Between 5-24%</b>	ILLINOIS			
	De Witt	5,700	5,400	95
	Henry	16,400	15,800	96
	La Salle	36,800	34,800	95
	Lee	10,800	10,400	96
	Sangamon	50,800	47,800	94
Schuyler	2,700	2,500	95	
Station Totals		359,200	340,800	95
Net Weekly Circulation (March 1967)				186,100
Average Daily Circulation (March 1967)				125,000

For County-by-County Household Tables

See Services Volume

# Illinois—Peoria



**WMBD-TV**



Ch. 31

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1000-kw max. and 678-kw horizontal visual, 135-kw aural. Antenna: 670-ft. above av. terrain, 609-ft. above ground, 1349-ft. above sea level.

Latitude 40° 38' 6.8"  
Longitude 89° 32' 18.5"

Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WMBD, 5-kw, 1470 kc (CBS).

FM Affiliate: WMBD-FM, 27-kw, 93.3 mc (No. 227), 562-ft.

Total Households: © SRDS

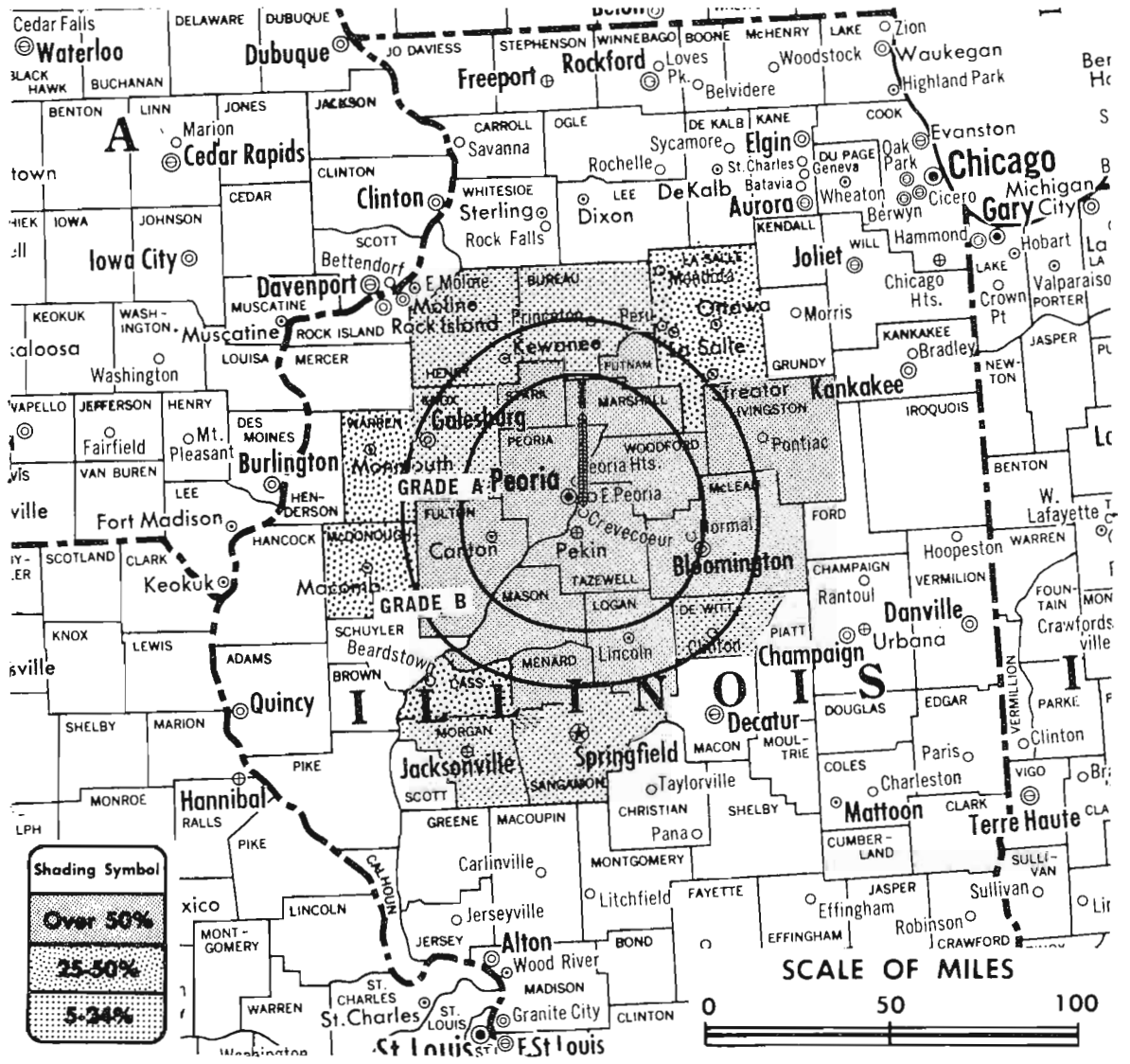
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WMBD-TV Ref: FCC File No. BPCT-2541 Granted 11/10/68

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

## WMBD-TV

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. (61820).

Studio: 212 S.W. Jefferson Ave., Peoria, Ill. (61602).

Telephone: 309-676-0711.

TWX No.: 910-652-3954.

Ownership: Midwest TV Inc.; see WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Covington & Burling.

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

Personnel:

AUGUST C. MEYER, president.

GUY MAIN, executive vice president.

WILLIAM L. BROWN, general manager.

WILLIAM R. MOYLAN, sales manager.

DOUGLAS E. WELLS, operations manager.

NEIL BURK, engineering supervisor.

JOHN KETTERER, film buyer.

DIGEST OF RATE CARD NO. 7—(June 3, 1967)

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

Class AA—7-10 p.m., daily.

\$600.00 \$360.00 ..... Graded rates apply\*

\*Highest rate: \$554.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Fulton	13,400	12,600	95
	Livingston	12,300	11,400	93
	Logan	9,700	9,200	95
	Marshall	4,200	3,900	94
	Mason	4,900	4,700	95
	Mc Lean	28,300	26,600	94
	Menard	3,000	2,800	93
	Peoria	61,200	58,500	96
	Putnam	1,500	1,300	91
<b>Between 25-50%</b>	Stark	2,300	2,200	96
	Tazewell	35,100	33,700	96
	Woodford	7,900	7,400	94
	ILLINOIS			
<b>Between 5-24%</b>	Cass	4,300	4,000	93
	La Salle	36,800	34,800	95
	Mc Donough	9,300	8,800	95
	Warren	6,600	6,300	96
<b>Between 5-24%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	De Witt	5,700	5,400	95
	Henry	16,400	15,800	96
	Knox	20,200	19,500	97
	Morgan	10,700	9,900	93
Sangamon	50,800	47,800	94	
Station Totals		356,400	337,800	95
Net Weekly Circulation (March 1967)				189,500
Average Daily Circulation (March 1967)				135,800

# Illinois—Quincy-Hannibal, Mo.



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

Studio: Hotel Quincy.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: AP.

AM Affiliate: WGEM, 5-kw, 1440 kc

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 mc (No. 286), 640-ft. antenna height.

Total Households: © SRDS

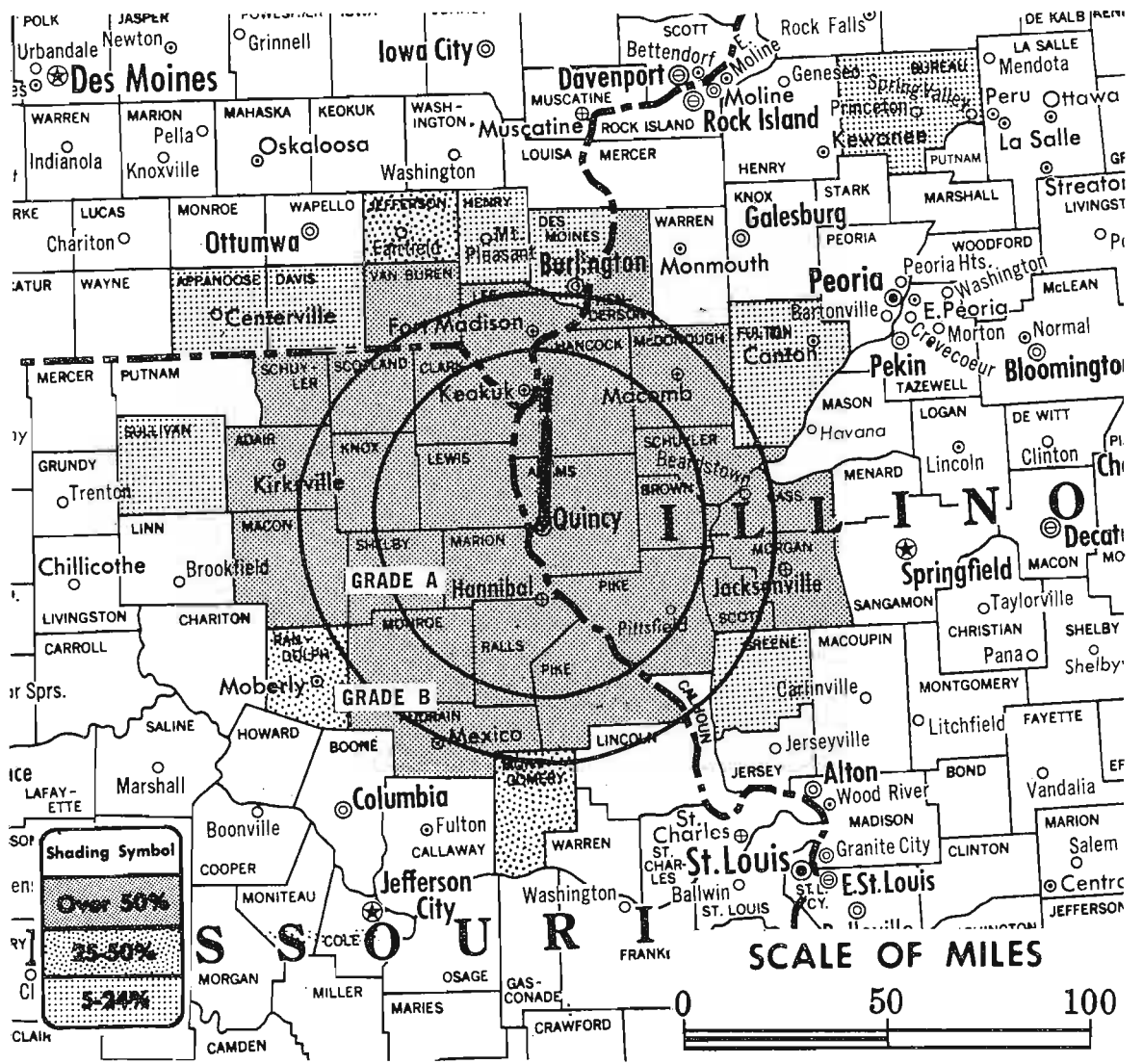
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WGEM-TV Ref: FCC File No. BMPCT-1254 Granted 7/24/53

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

## WGEM-TV

Network Service: NBC, ABC.

Licensee: Quincy Bcstg. Co., Hotel Quincy, Quincy, Ill.

Telephone: 217-222-6840. TWX No.: 910-246-3209.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 88%; Joseph S. Bonansinga, v.p.-treas., 2%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. BONANSINGA, v.p., treasurer, & general manager.

J. BEN STEWART, commercial manager.

FRED COLGAN, program director & film buyer.

BILL WEGMAN, farm director.

JIM MARTENS, chief engineer.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1967)

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

Class A—6:30-10 p.m., daily.

\$600.00 \$350.00 \$250.00 \$150.00 \$110.00 \$85.00 \$55.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Adams	22,700	21,800	96
	Brown	1,900	1,800	93
	Cass	4,300	4,000	93
	Hancock	7,400	7,000	96
	Henderson	2,600	2,400	93
	Mc Donough	9,300	8,800	95
	Morgan	10,700	9,900	93
	Pike	6,300	5,800	94
	Schuyler	2,700	2,500	95
	Scott	1,600	1,500	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	IOWA			
	Lee	13,500	12,800	95
	Van Buren	2,900	2,600	91
	MISSOURI			
	Adair	6,700	6,300	93
	Audrain	8,600	8,100	94
	Clark	2,900	2,600	91
	Knox	2,000	1,800	93
	Lewis	3,700	3,300	91
	Macon	5,200	4,800	92
	Marion	9,800	9,200	94
	Monroe	3,600	3,400	94
	Pike	5,500	5,000	91
Ralls	2,300	2,200	95	
Schuyler	1,500	1,300	87	
Scotland	2,000	1,800	93	
Shelby	3,000	2,700	92	
<b>Between 25-50%</b>	IOWA			
	Jefferson	4,800	4,500	93
	MISSOURI			
Montgomery	3,800	3,500	91	
Randolph	7,500	6,900	93	
<b>Between 5-24%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	Fulton	13,400	12,600	95
	Greene	5,100	4,900	95
	IOWA			
	Appanoose	5,800	5,300	92
	Davis	2,600	2,400	94
	Des Moines	14,900	14,100	95
	Henry	5,100	4,600	90
	MISSOURI			
Sullivan	2,400	2,200	92	
Station Totals		219,900	205,600	93
Net Weekly Circulation (March 1967)			133,100	
Average Daily Circulation (March 1967)			98,400	

# Illinois—Rockford



**WREX-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 649-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"  
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Rds.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

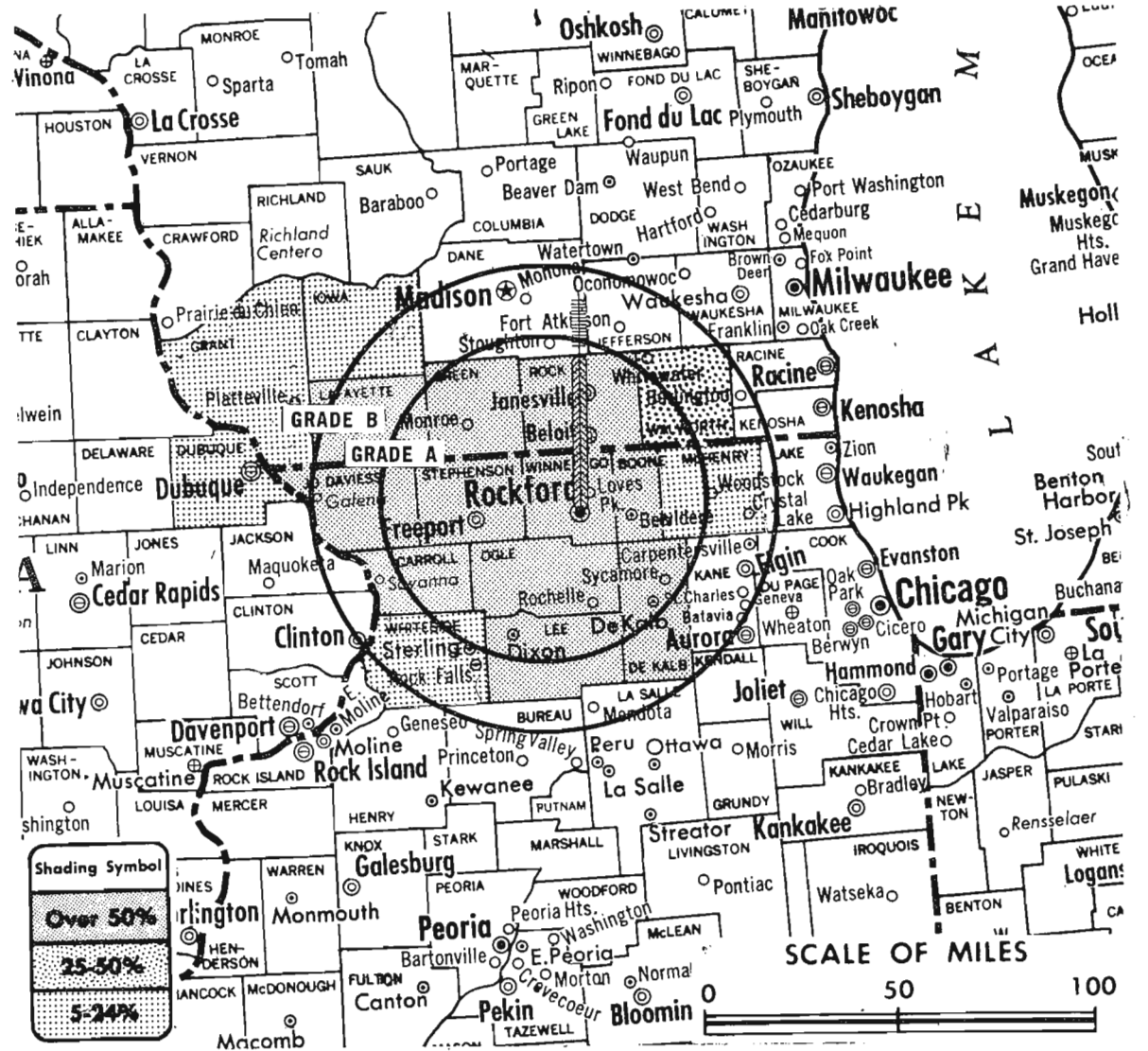
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WREX-TV Ref: FCC File No. BPCT-3263 Granted 1/3/64

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

## WREX-TV

Network Service: ABC.

Licensee: WREX-TV, Inc., W. Auburn & Winnebago Rds., Rockford, Ill. (61103).

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813.

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: WREX-TV Inc. is wholly-owned subsidiary of the Gannett Co. Inc. For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Sept. 18, 1953. Sale to present owner by Greater Rockford Television Inc. approved June 26, 1963 by FCC (BTC-4211 & BAPLCT-55).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- J. MICHAEL BAISCH, v.p., general manager.
- AL BILARDELLO, sales manager.
- JACK MAZZIE, mgr., programming & national sales.
- SHARON TAMMEN, promotion manager.
- BILL WALTER, news director.
- GENE HINES, film manager.

### DIGEST OF RATE CARD NO. 7—(June 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$185.00	Graded rates apply*	

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$725 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Boone	6,600	6,300	95
	Carroll	6,100	5,900	96
	Jo Daviess	6,500	6,000	92
	Lee	10,800	10,400	96
	Ogle	12,600	12,000	95
	Stephenson	15,300	14,600	95
	Winnebago	73,900	71,200	96
WISCONSIN	Green	7,900	7,500	95
	Rock	37,300	36,100	97
	<b>Between 25-50%</b>			
ILLINOIS	Dekalb	16,700	16,000	96
WISCONSIN	Lafayette	4,900	4,600	94
	Walworth	17,000	16,300	96
<b>Between 5-24%</b>	ILLINOIS			
	McHenry	30,000	29,400	98
	Whiteside	19,800	18,900	96
	IOWA			
	Dubuque	24,800	23,100	93
WISCONSIN	Grant	12,700	11,700	92
	Iowa	5,200	4,900	94
	<b>Station Totals</b>	<b>308,100</b>	<b>294,900</b>	<b>96</b>
Net Weekly Circulation (March 1967)			190,800	
Average Daily Circulation (March 1967)			135,500	

For Studio & Mobile Equipment  
See Services Volume



# Illinois—Rockford



**WTVO**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1185-kw maximum and 767-kw horizontal visual, 124-kw maximum and 80.3-kw horizontal aural. Antenna: 674-ft. above av. terrain, 706-ft. above ground, 1497-ft. above sea level.

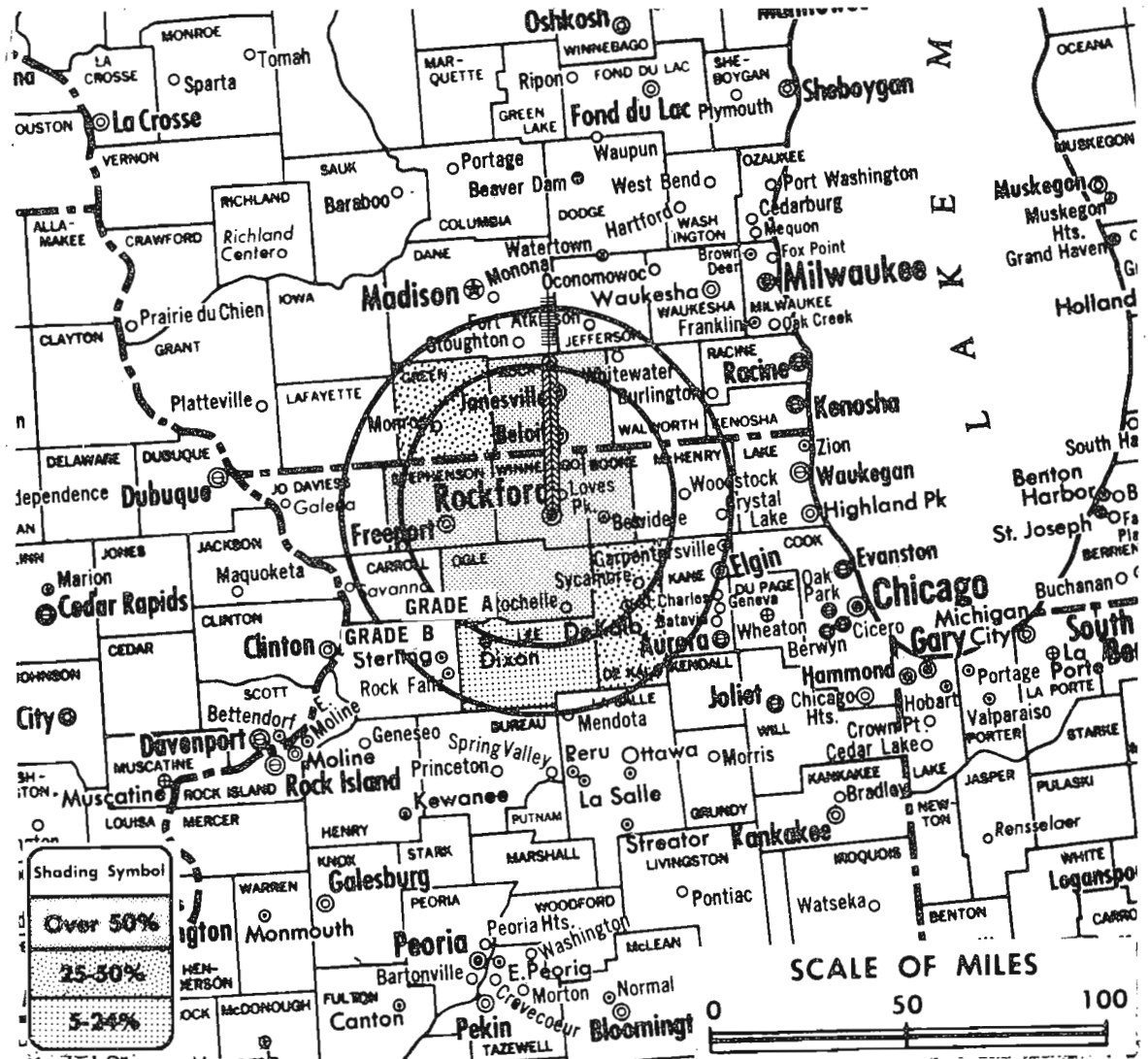
Latitude 42° 17' 14"  
Longitude 89° 10' 16"

Transmitter: Meridian Rd.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WTVO Ref: FCC File No. BMPCT-6269 Granted 1/11/67

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

## WTVO

Licensee: Winnebago Television Corp., Meridian Rd., Box 470.

Studio: Meridian Rd.

Telephone: 815-963-5413.

TWX No.: 815-398-0165.

Ownership: H. & E. Balaban Corp., 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; 5% held in trust, to be acquired by Harold Froelich, (Television Digest, Vol. 15:13). Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

Began Operation: April 29, 1953.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Alfred J. Petzke.

Personnel:

HAROLD FROELICH, general manager.  
GENE DENARI, general sales manager.  
RICHARD McDANIEL, program director.  
AL J. PETZKE, chief engineer.  
HANK TAYLOR, film director.

## DIGEST OF RATE CARD NO. 12

(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$600.00	\$350.00	\$210.00	\$120.00	\$110.00	\$55.00
NETWORK BASE HOURLY RATE: \$450.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	ILLINOIS			
	Boone	6,600	6,300	95
	Ogle	12,600	12,000	95
	Stephenson	15,300	14,600	95
<b>Between 25-50 %</b>	WISCONSIN			
	Rock	37,300	36,100	97
<b>Between 5-24 %</b>	ILLINOIS			
	Dekalb	16,700	16,000	96
	Green	7,900	7,500	95
Station Totals		181,100	174,100	96
Net Weekly Circulation (March 1967)				129,100
Average Daily Circulation (March 1967)				94,400

# Illinois—Freeport-Rockford



**WCEE-TV**

Ch. 23



Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 676-kw max. and 567-kw horizontal visual, 101-kw max. and 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"  
Longitude 89° 10' 15"

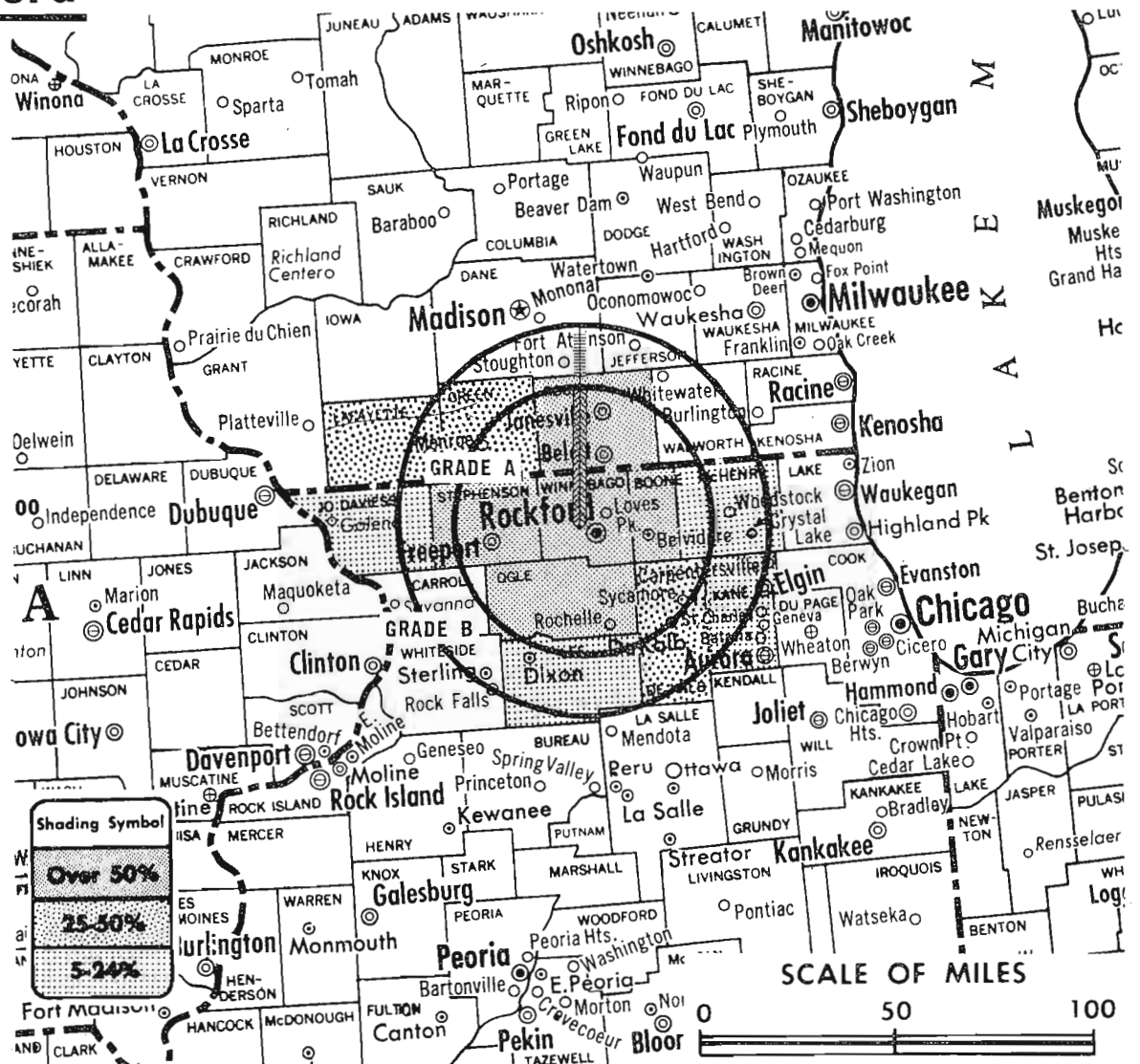
Transmitter: 1.7-mi. W of Rockford.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Circulation © 1967 American Research Bureau.

WCEE-TV Ref: FCC File No. BPCT-3395 Granted 10/12/64

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

## WCEE-TV

Licensee: Rock River TV Corp., 2523 N. Meridian Rd., Rockford (61105).

Studio: 2523 N. Meridian Rd., P.O. Box 957.

Telephone: 815-965-0523.

Ownership: David A. Carlson, pres., 5.32%; Hugh E. Powell, v.p., 5.32%; David S. Paddock, secy., 4.22%; Harley W. Mullins, treas., 5.32%; Edward B. Holt, 4.22%; C. Gordon Smith, 5.32%; John B. Thorsen, 2.11%; over 20 others, none with as much as 3%.

Began Operation: Sept. 12, 1965.

Represented (sales) by The Meeker Co. Inc.; Harry S. Hyett Co. Inc. (Minneapolis); Gene Gray Co. (St. Louis, Kansas City); Busby Finch & Woods Inc. (Atlanta, Dallas).

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

Personnel:

EARL HICKERSON, vice president & general manager.  
JIM THOMAS, operations manager.  
DEAN WARD, sales manager.  
DON DOUGHTY, chief engineer.  
JIM HAGUE, film director.  
CHUCK FABER, managing editor, news.

### DIGEST OF RATE CARD NO. 2B

(July 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.
\$250.00	\$175.00	\$150.00	\$125.00	\$85.00*	\$75.00*	\$75.00*

\*Class AA

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Boone	6,600	6,300	95
	Ogle	12,600	12,000	95
	Stephenson	15,300	14,600	95
<b>Between 25-50%</b>	WISCONSIN			
	Rock	37,300	36,100	97
<b>Between 5-24%</b>	ILLINOIS			
	Dekalb	16,700	16,000	96
	WISCONSIN			
	Green	7,900	7,500	95
	Lafayette	4,900	4,600	94
<b>Between 5-24%</b>	ILLINOIS			
	Jo Daviess	6,500	6,000	92
	Lee	10,800	10,400	96
	McHenry	30,000	29,400	98
<b>Station Totals</b>		222,500	214,100	96
<b>Net Weekly Circulation (March 1967)</b>			134,400	
<b>Average Daily Circulation (March 1967)</b>			95,600	

For Color & UHF Penetration by Markets

See Services Volume

# Illinois—Rock Island



**WHBF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1773-ft. above sea level.

Latitude 41° 19' 40"  
Longitude 90° 22' 47"

Transmitter: U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

TV tape: Recording facilities.

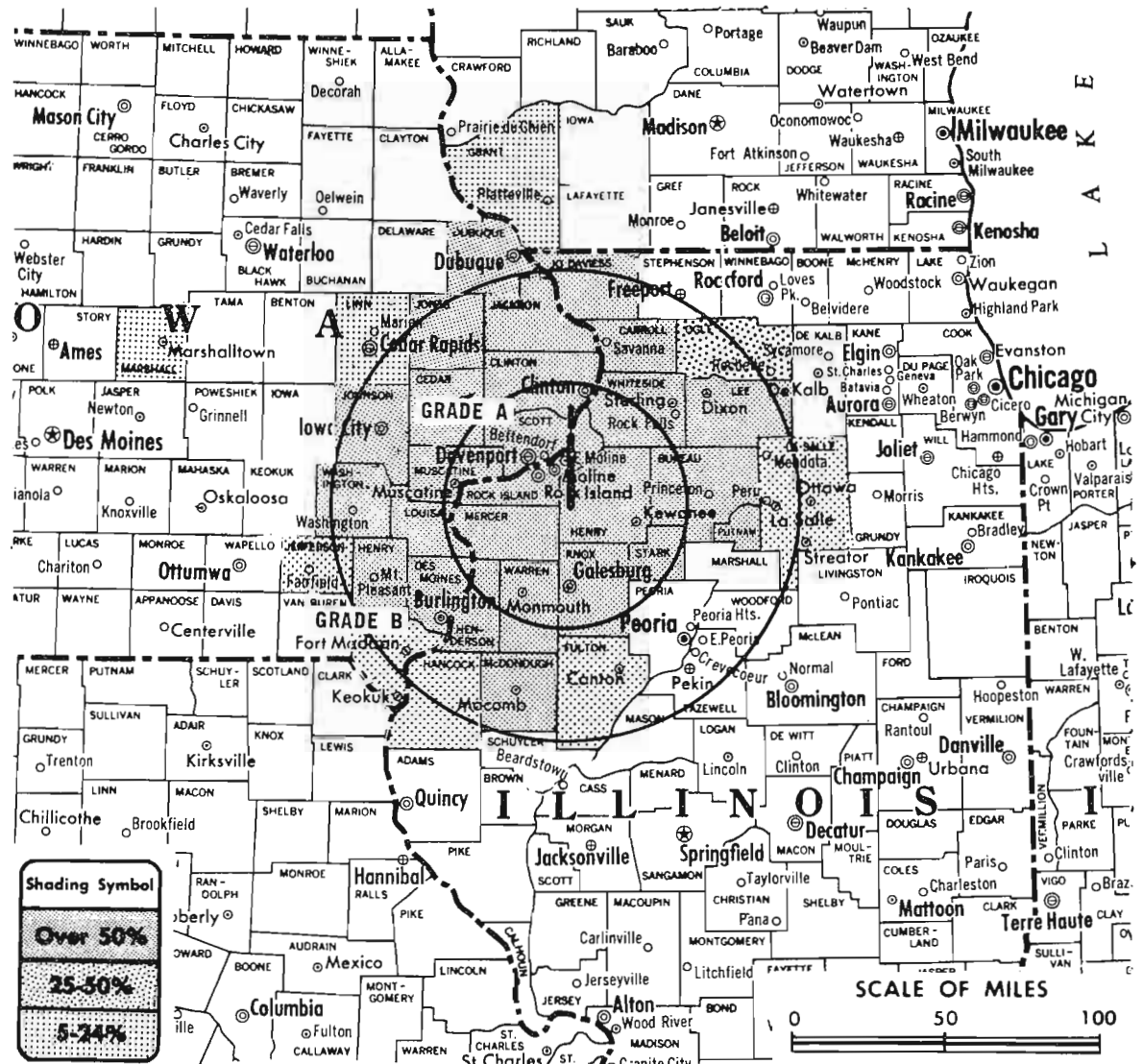
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: UPI.

AM & FM Affiliates: See below.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WHBF-TV Ref: FCC File No. BPCT-2747 Granted 2/12/60

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

## WHBF-TV

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg.

Telephone: 309-786-5441. TWX No.: 309-788-0712.

AM Affiliate: WHBF, 5-kw, 1270 kc (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 mc (No. 255), 900-ft. antenna height.

Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Mildred Ruth Johnson, 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of Rock Island Argus); estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Edward Petry & Co.; Harry S. Hyett (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

BEN H. POTTER, president.  
MAURICE CORKEN, vice president & general manager.  
TED ARNOLD, vice president, sales director.  
GEORGE KOPLow, program mgr. & film buyer.  
DEWEY L. NILSEN, manager, national sales.  
WILLIAM ELLISON, TV news director.  
ROBERT J. SINNETT, vice president, engineering.  
JERRY KEEFE, asst. chief engineer—TV.

### DIGEST OF RATE CARD NO. 1

(Sept. 11, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$1050.00 \$630.00 ..... Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	Carroll	6,100	5,900	96
	Henderson	2,600	2,400	93
	Henry	16,400	15,800	96
	Jo Daviess	6,500	6,000	92
	Knox	20,200	19,500	97
	Lee	10,800	10,400	96
	Mc Donough	9,300	8,800	95
	Mercer	5,200	5,000	97
	Putnam	1,500	1,300	91
	Rock Island	49,500	48,200	97
	Stark	2,300	2,200	96
	Warren	6,600	6,300	96
	Whiteside	19,800	18,900	96
<b>Between 25-50%</b>	IOWA			
	Cedar	5,700	5,400	96
	Clinton	17,900	17,300	97
	Des Moines	14,900	14,100	95
	Dubuque	24,800	23,100	93
	Henry	5,100	4,600	90
	Jackson	6,300	5,800	93
	Johnson	17,100	15,700	92
	Jones	6,000	5,800	96
	Louisa	2,700	2,500	94
<b>Between 5-24%</b>	ILLINOIS			
	Ogle	12,600	12,000	95
	ILLINOIS			
Fulton	13,400	12,600	95	
Hancock	7,400	7,000	96	
La Salle	36,800	34,800	95	

(Continued on page 203-b)

Station Totals	487,200	463,900	95
Net Weekly Circulation (March 1967)			294,800
Average Daily Circulation (March 1967)			221,400

# Illinois—Springfield



**WICS**

Ch. 20

[Also operates WICD, Champaign, Ill.]

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 468-kw max. and 309-kw horizontal visual, 83.3-kw max. and 55-kw horizontal aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1590-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.

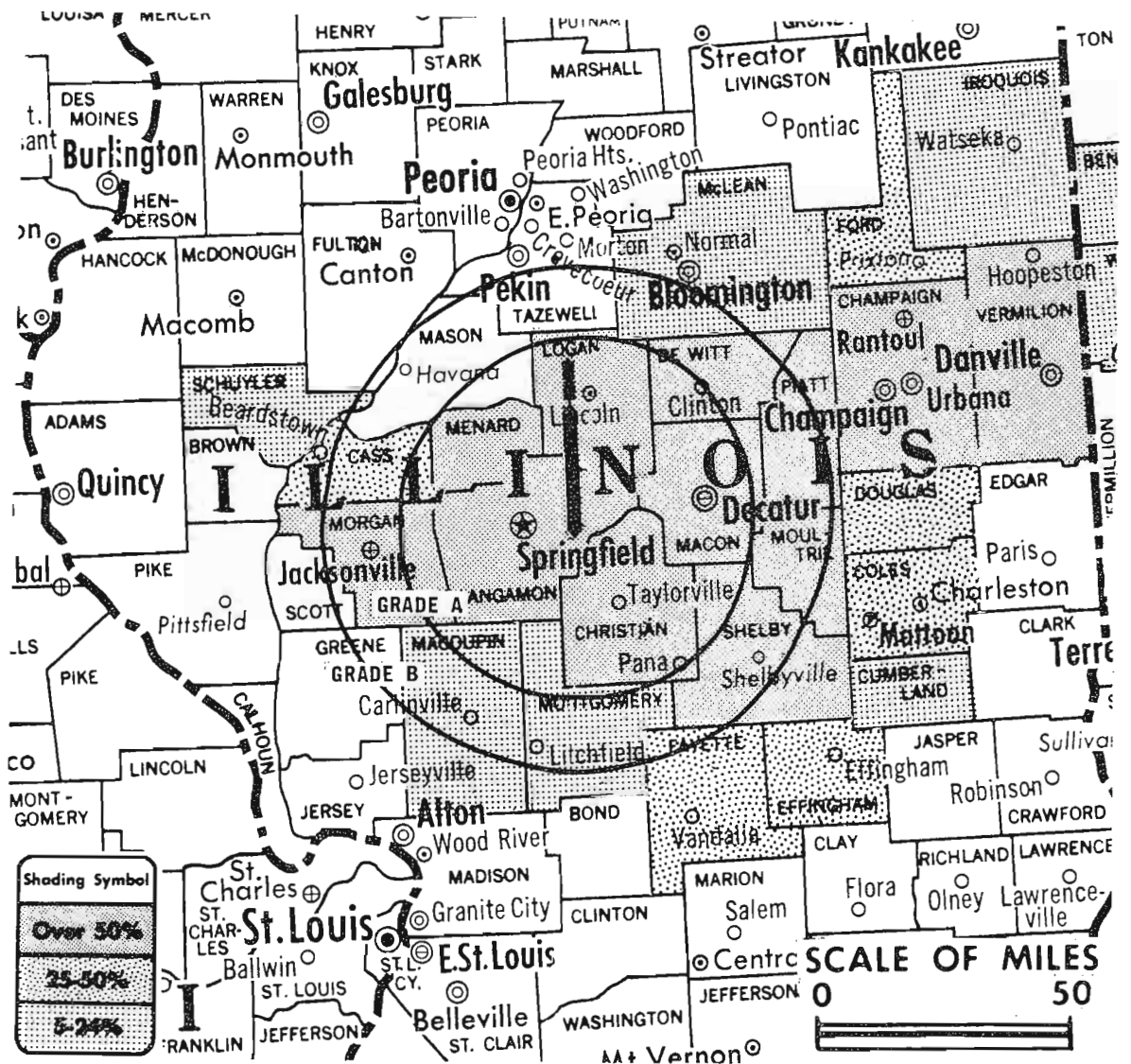
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WICS Ref: FCC File No. BMPCT-5188 Granted 9/25/58

©American Map Co., Inc., N.Y., No. 14241

## WICS

Licensee: Plains Television Corp., 2680 East Cook St.

Studio: 2680 East Cook St.

Telephone: 217-528-0465. TWX No.: 217-546-0349.

Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheftel and Alfred G. Burger estate own 50% each of Transcontinental. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. H & E Balaban controls Ch. 66 applicant for Flint, Mich. Plains Television also owns WICD, Champaign, Ill., and WHNB-TV, New Britain-Hartford, Conn.

Began Operation: Sept. 17, 1953.

Represented (sales) by Katz Television.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

- MILTON D. FRIEDLAND, v.p. & general manager.
- ROBERT B. FARROW, director of national sales.
- JERROLD MERRITT, director of engineering.
- JACK HOSKINS, program manager & film buyer.
- H. K. SPRINGER, controller.

DIGEST OF RATE CARD NO. 8  
(Feb. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	10 Sec.
Class AAA—7-10 p.m. daily.	\$900.00	\$540.00	\$360.00	\$330.00	\$300.00	\$200.00 \$100.00
NETWORK BASE HOURLY RATE: \$400.						

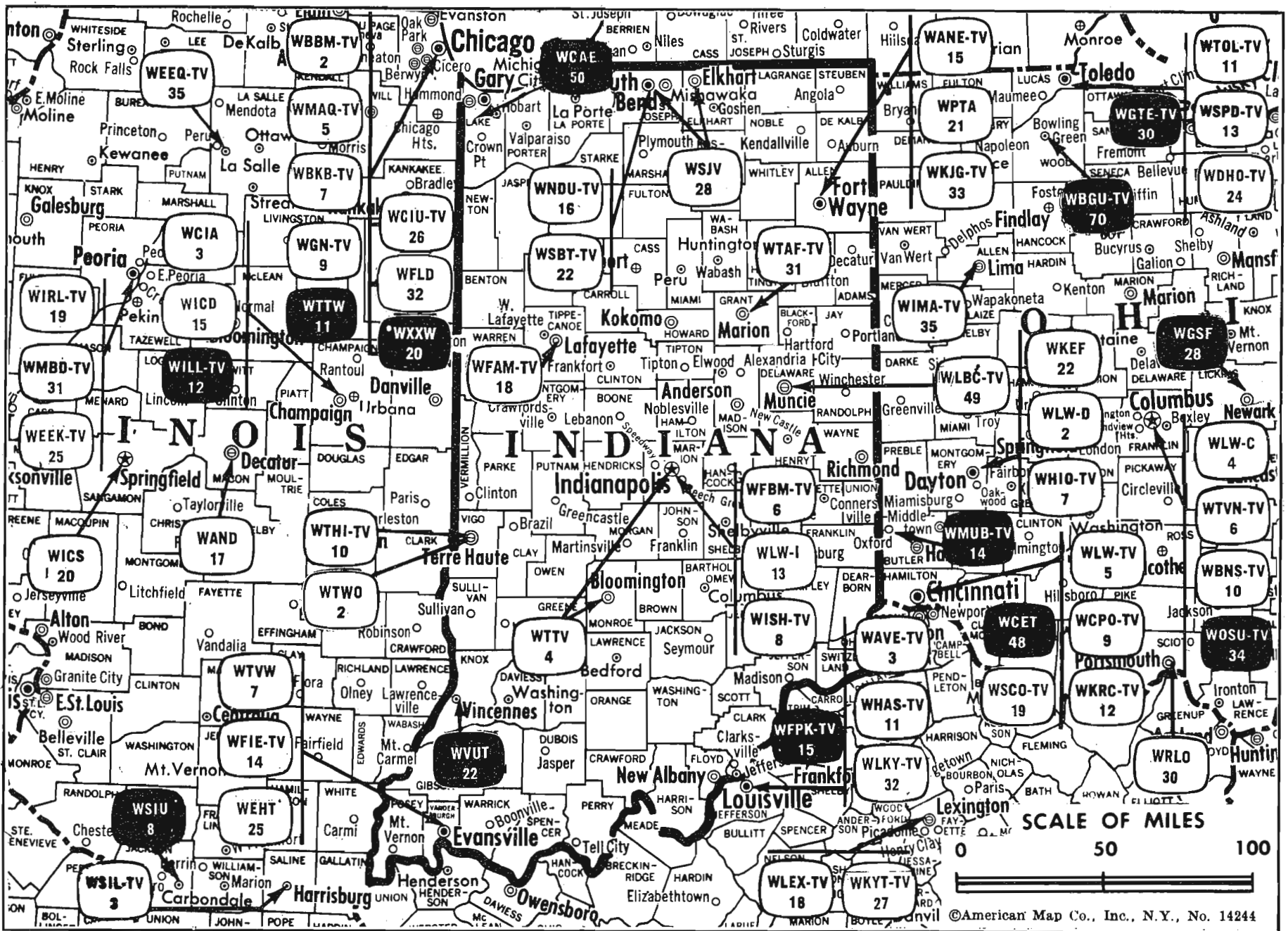
For Other Theatrical Interests with TV Station  
Ownership, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Champaign	40,800	38,600	95
	Christian	11,300	10,700	95
	De Witt	5,700	5,400	95
	Logan	9,700	9,200	95
	Macon	41,200	39,400	96
	Menard	3,000	2,800	93
	Morgan	10,700	9,900	93
	Moultrie	4,300	3,900	92
	Piatt	4,700	4,600	97
	Sangamon	50,800	47,800	94
	Shelby	7,000	6,400	92
	Vermilion	32,000	30,400	95
<b>Between 25-50%</b>	ILLINOIS			
	Cass	4,300	4,000	93
	Coles	14,200	13,400	95
	Douglas	6,400	6,100	95
	Effingham	7,000	6,300	90
	Fayette	5,900	5,400	92
Ford	5,200	5,000	95	
<b>Between 5-24%</b>	ILLINOIS			
	Cumberland	3,200	2,900	92
	Iroquois	10,700	10,100	94
	Macoupin	13,800	13,100	95
	Mc Lean	28,300	26,600	94
	Montgomery	9,800	9,200	94
Schuyler	2,700	2,500	95	
INDIANA				
Benton	3,200	3,000	95	
Warren	2,400	2,200	93	
Station Totals		338,300	318,900	94
Net Weekly Circulation (March 1967)				198,700
Average Daily Circulation (March 1967)				140,200

ARB Data: Figures for this station include satellite WICD, Champaign, Ill. but do not reflect current coverage since WICD changed its facilities after the survey was made.



# Indiana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Indianapolis	663,300	18	904,100	37	863,200	36
Evansville	204,400	92	323,800	121	298,300	121
South Bend-Elkhart	203,300	94	336,400	116	321,600	114
Ft. Wayne	193,000	96	329,900	118	314,600	116
Terre Haute	186,100	99	388,000	107	365,400	104
Lafayette	35,900	198	94,500	193	89,400	191
Muncie	27,400	204	79,600	200	75,900	198
Marion	12,900	213	65,800	207	62,300	206

## Indiana Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	11	18
● Educational Television Stations	0	2	2
			20

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

**WSJV**  
Elkhart (See South Bend, Ind.)

# Indiana

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WCAE

St. John

Ch. 50

Non-Commercial Educational Station

Grantee: Lake Central School Corp., St. John, Ind. (46373).

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1032-ft. above sea level.

Latitude 41° 28' 1"  
Longitude 87° 28' 25"

### WVUT

Vincennes

Ch. 22

Non-Commercial Educational Station

Grantee: Board of Trustees for Vincennes University, 1002 N. First St.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 17.8-kw visual, 1.78-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude 38° 39' 06"  
Longitude 87° 28' 37"

### WISH-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50 %	ILL. Edgar	7,000	6,600	95
	IND. Benton	3,200	3,000	95
	Fountain	6,000	5,700	95
	Greene	8,000	7,500	94
	Lawrence	11,500	10,900	95
	Tippecanoe	27,100	25,400	94
	Vermillion	5,100	4,800	96
	Wabash	10,400	9,700	93
	Warren	2,400	2,200	93
	Wayne	23,700	22,700	96
Between 5-24 %	ILL. Crawford	6,700	6,300	95
	IND. Daviess	8,400	7,700	92
	Franklin	4,500	4,100	92
	Huntington	10,800	10,400	96
	Jefferson	7,200	6,800	94
	Ripley	5,900	5,500	94
	Union	1,700	1,600	93
	Vigo	35,800	34,200	95
	Washington	5,400	4,900	92

### WFBM-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50 %	ILL. Edgar	7,000	6,600	95
	Vermillion	32,000	30,400	95
	IND. Fayette	6,900	6,600	96
	Greene	8,000	7,500	94
	Jackson	10,400	9,900	96
	Lawrence	11,500	10,900	95
	Ripley	5,900	5,500	94
	Union	1,700	1,600	93
	Vigo	35,800	34,200	95
	Wayne	23,700	22,700	96

### WFBM-TV—(Continued) (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24 %	ILLINOIS			
	Clark	5,100	4,700	93
	Crawford	6,700	6,300	95
	Douglas	6,400	6,100	95
	Effingham	7,000	6,300	90
	Jasper	3,100	2,900	91
	INDIANA			
	Daviess	8,400	7,700	92
	Franklin	4,500	4,100	92
	Fulton	5,200	4,900	95
	Knox	14,200	13,400	95
	Martin	2,700	2,500	93
	Orange	5,700	5,300	93
	Pulaski	3,600	3,300	92
	Sullivan	7,100	6,800	95
	Washington	5,400	4,900	92

### WTTV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Between 25-50 %	IND. Carroll	5,300	5,100	96	
	Daviess	8,400	7,700	92	
	Franklin	4,500	4,100	92	
	Grant	23,900	22,700	95	
	Hamilton	14,100	13,700	97	
	Howard	23,800	22,900	96	
	Knox	14,200	13,400	95	
	Miami	12,000	11,400	95	
	Randolph	8,800	8,300	95	
	Ripley	5,900	5,500	94	
	Scott	4,600	4,200	92	
	Sullivan	7,100	6,800	95	
	Union	1,700	1,600	93	
	Vigo	35,800	34,200	95	
	Warren	2,400	2,200	93	
	Wayne	23,700	22,700	96	
	White	6,100	5,800	95	
	Between 5-24 %	ILL. Clark	5,100	4,700	93
		Coles	14,200	13,400	95
		Cumberland	3,200	2,900	92
Iroquois		10,700	10,100	94	
Vermillion		32,000	30,400	95	
IND. Benton		3,200	3,000	95	
Blackford		4,700	4,400	96	
Crawford		2,100	1,900	89	
Dubois		7,500	6,900	92	
Switzerland		1,900	1,700	92	
Wabash		10,400	9,700	93	
Washington		5,400	4,900	92	
KY. Carroll		2,500	2,300	91	
Russell		2,700	2,200	83	
Trimble		1,500	1,300	92	

### WLW-I, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Between 25-50 %	ILL. Edgar	7,000	6,600	95	
	Vermillion	32,000	30,400	95	
	IND. Fayette	6,900	6,600	96	
	Jennings	4,500	4,200	94	
	Lawrence	11,500	10,900	95	
	Vermillion	5,100	4,800	96	
	Vigo	35,800	34,200	95	
	Wabash	10,400	9,700	93	
	Between 5-24 %	ILL. Clark	5,100	4,700	93
		Coles	14,200	13,400	95
Crawford		6,700	6,300	95	
Iroquois		10,700	10,100	94	
IND. Daviess		8,400	7,700	92	
Franklin		4,500	4,100	92	
Fulton		5,200	4,900	95	
Greene		8,000	7,500	94	
Jasper		5,300	5,000	95	
Knox		14,200	13,400	95	
Orange		5,700	5,300	93	
Ripley		5,900	5,500	94	
Sullivan		7,100	6,800	95	
Union		1,700	1,600	93	
Washington		5,400	4,900	92	
Wayne		23,700	22,700	96	

# Indiana—Evansville



**WEHT**

Ch. 25



Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 250-kw max. and 162-kw horizontal visual, 50-kw max. and 32.4-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"  
Longitude 87° 34' 04"

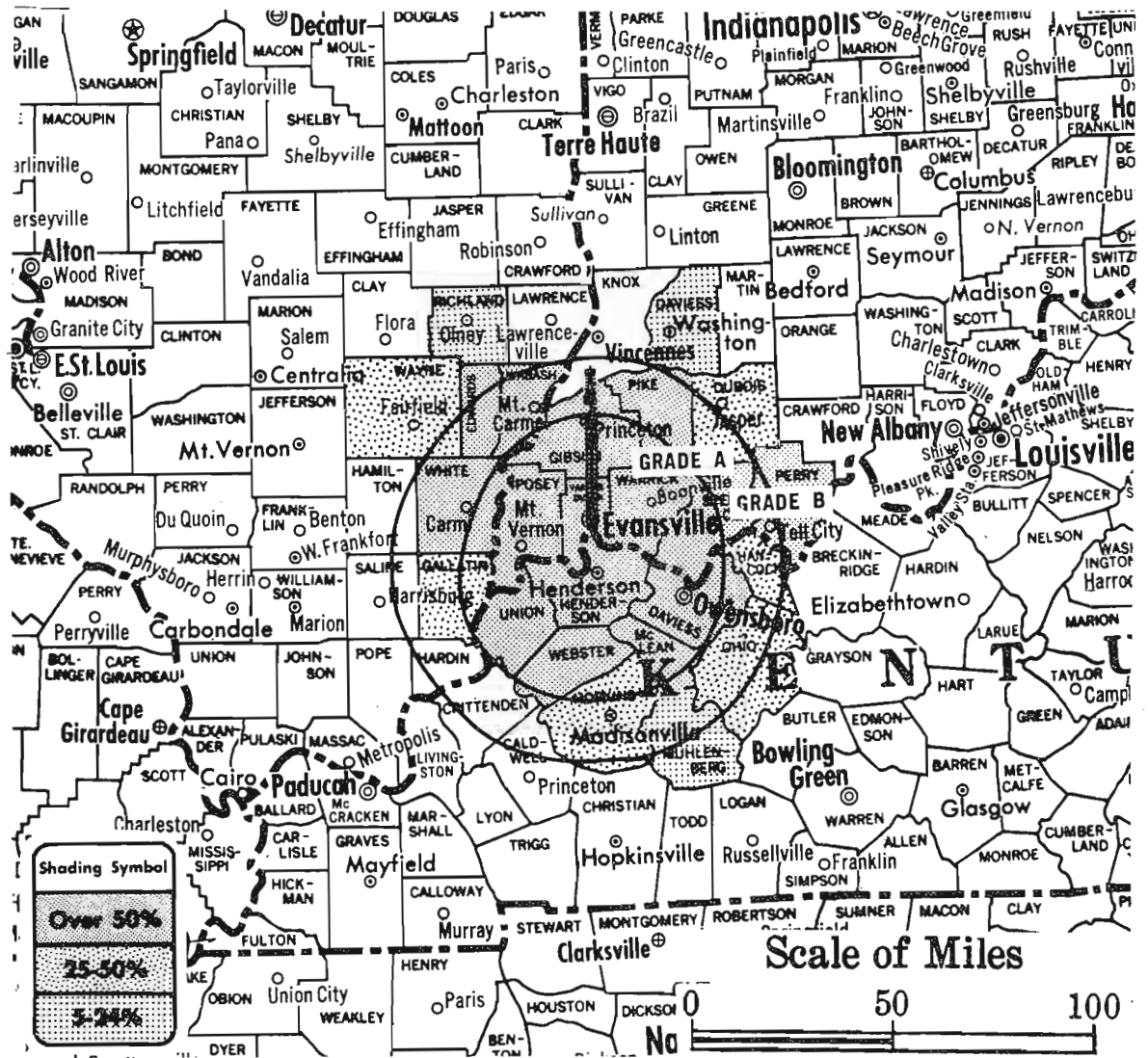
Transmitter: Marywood Dr., Henderson County, Ky.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WEHT Ref: FCC Doc. No. 14.229 Granted 7/15/65

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## WEHT

Licensee: Gilmore Broadcasting Corp. of Ind., Box 395, Evansville (47704).

Studio: Marywood Dr., Henderson County, Ky.

Telephone: 812-424-9215, Evansville.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (Television Digest, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (Vol. 12:35, 43).

Represented (sales) by Avery-Knodel.

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

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

Personnel:

HAMILTON SHEA, executive v.p.  
WILLIAM R. HIGHT, general manager & film buyer.  
JAMES H. MANION, general sales manager.  
ROGER FORSTER, program & production director.  
ELMER CHANCELLOR, chief engineer.

### DIGEST OF RATE CARD NO. 15 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$440.00	\$264.00	\$176.00	\$110.00	\$125.00	\$53.00

NETWORK BASE HOURLY RATE: \$400.

For Color & UHF Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Edwards	2,200	2,000	89
	Wabash	4,300	4,000	92
	White	5,800	5,100	88
	INDIANA			
	Gibson	8,600	8,100	94
	Perry	5,200	4,700	92
	Pike	3,300	3,000	92
	Posey	5,300	4,800	91
	Spencer	4,400	4,100	93
	Vanderburgh	53,100	50,200	95
	Warrick	6,900	6,500	94
	KENTUCKY			
	Daviess	23,900	22,200	93
Henderson	11,100	10,200	92	
Mc Lean	3,100	2,800	91	
Union	4,400	4,000	90	
Webster	4,800	4,100	87	
Between 25-50%	ILLINOIS			
	Gallatin	1,900	1,700	88
	Wayne	5,500	4,800	88
	INDIANA			
	Dubois	7,500	6,900	92
Between 5-24%	KENTUCKY			
	Hancock	1,400	1,200	87
	Hopkins	12,500	11,100	89
	Ohio	4,900	4,400	89
Between 5-24%	ILLINOIS			
	Richland	5,000	4,600	92
	INDIANA			
Daviess	8,400	7,700	92	
KENTUCKY				
Muhlenberg	7,500	6,800	90	
Station Totals		201,000	185,000	92
Net Weekly Circulation (March 1967)				136,100
Average Daily Circulation (March 1967)				100,400

# Indiana—Evansville



**WTVW**

Ch. 7

Technical Facilities Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 988-ft. above ground, 1468-ft. above sea level.

Latitude 38° 01' 31"  
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Wilner, Scheiner & Greeley.

ARB Data: Figures below do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS

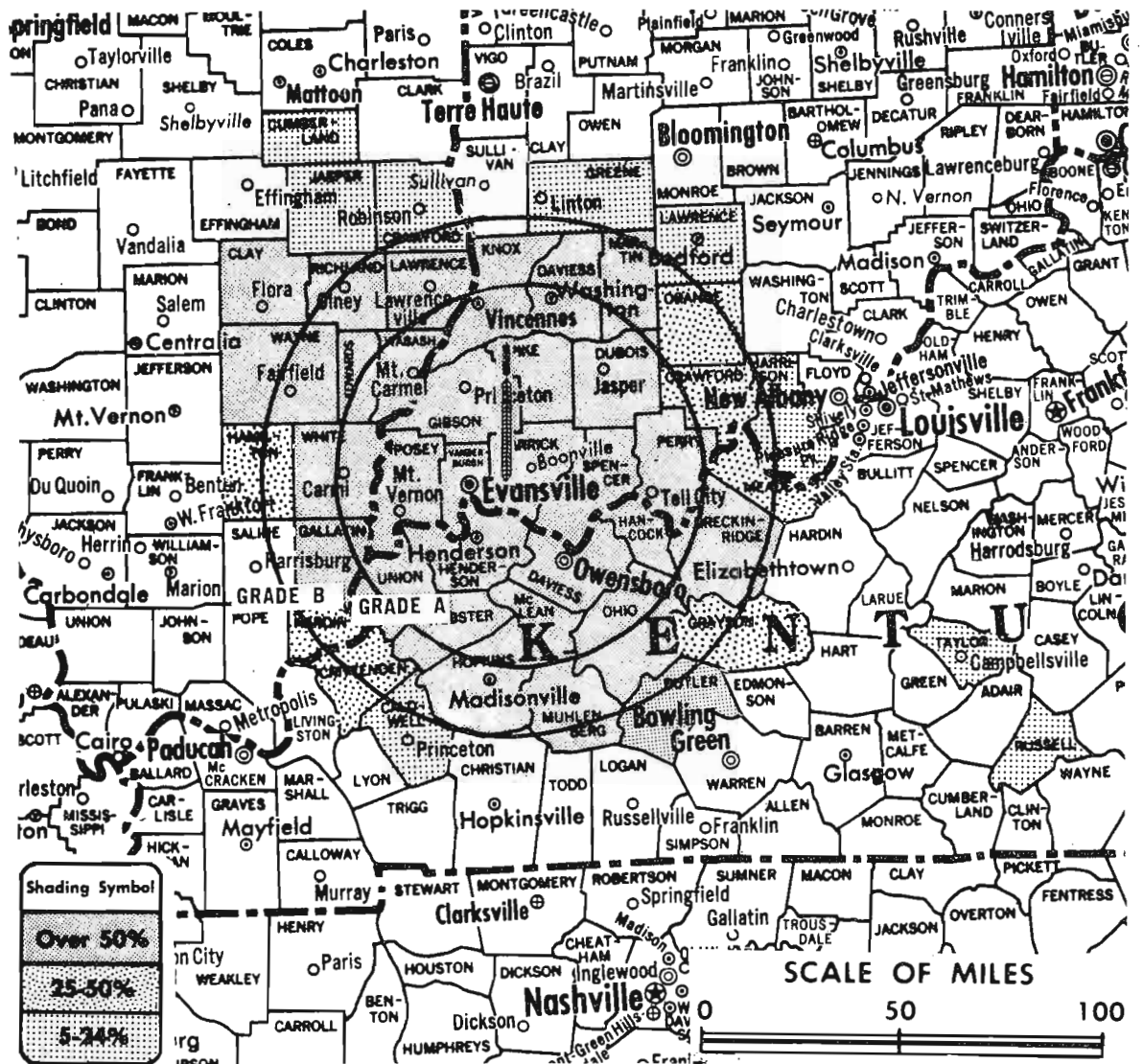
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTVW Ref: FCC File No. BPCT-3991 Granted 6/29/67

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

## WTVW

Licensee: Evansville Television Inc., 405 Carpenter St., Evansville, Ind. (47708).

Studio: 405 Carpenter St.

Telephone: 812-422-1121. TWX No.: 812-425-4161.

Ownership: Evansville TV Inc., 100% owned by Fuqua Communications Inc. For other interests, see WJBF (TV), Augusta, Ga.

Began Operation: Aug. 21, 1956. Sale of control to Fuqua by Polaris Corp. approved by FCC Sept. 26, 1966 (Television Digest, Vols. 5:51, 6:39). Previous sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 by FCC, (Vol. 2:35).

Represented (sales) by Blair Television Associates.

Personnel:

- E. BERRY SMITH, vice president & general manager.
- I. A. SAUCIER JR., general sales manager.
- ALBERT FODERS, operation manager.
- JOHN SCHUTA, chief engineer.
- HAL KATTAU, promotion manager.

### DIGEST OF RATE CARD NO. 10—(Sept. 1, 1967)

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

Class AA—6:30-10 p.m., daily.

\$850.00 \$510.00 ..... \$230.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Clay	4,700	4,200	89
	Edwards	2,200	2,000	89
	Gallatin	1,900	1,700	88
	Lawrence	5,200	4,900	93
	Richland	5,000	4,600	92
	Wabash	4,300	4,000	92
	White	5,800	5,100	88
	INDIANA			
	Daviess	8,400	7,700	92
Dubois	7,500	6,900	92	
Gibson	8,600	8,100	94	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA—(Continued)</b>				
<b>Over 50%</b>	Knox	14,200	13,400	95
	Martin	2,700	2,500	93
	Perry	5,200	4,700	92
	Pike	3,300	3,000	92
	Posey	5,300	4,800	91
	Spencer	4,400	4,100	93
	Vanderburgh	53,100	50,200	95
	Warrick	6,900	6,500	94
	KY. Breckinridge	4,400	3,900	88
	Butler	2,300	2,000	87
	Daviess	23,900	22,200	93
	Hancock	1,400	1,200	87
	Henderson	11,100	10,200	92
	Hopkins	12,500	11,100	89
	Mc Lean	3,100	2,800	91
Muhlenberg	7,500	6,800	90	
Ohio	4,900	4,400	89	
Union	4,400	4,000	90	
Webster	4,800	4,100	87	
<b>Between 25-50%</b>	ILL. Hamilton	2,900	2,500	86
	Hardin	1,400	1,300	93
	Wayne	5,500	4,800	88
	IND. Crawford	2,100	1,900	89
	Orange	5,700	5,300	93
	KY. Crittenden	2,300	2,000	88
<b>Between 5-24%</b>	Grayson	4,600	4,000	85
	Meade	6,900	6,600	95
	ILL. Crawford	6,700	6,300	95
	Cumberland	3,200	2,900	92
	Jasper	3,100	2,900	91
	IND. Greene	8,000	7,500	94
Harrison	5,500	5,100	94	
Lawrence	11,500	10,900	95	
KY. Caldwell	4,500	3,800	85	
Russell	2,700	2,200	83	
Taylor	5,600	4,800	87	
Station Totals		311,200	285,900	92
Net Weekly Circulation (March 1967)			204,400	
Average Daily Circulation (March 1967)			134,700	



# Indiana—Evansville



**WFIE-TV**



Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 200-kw maximum and 178-kw horizontal visual, 40-kw maximum and 35.5-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above ground, 993-ft. above sea level.

Latitude 37° 59' 21"  
Longitude 87° 35' 37"

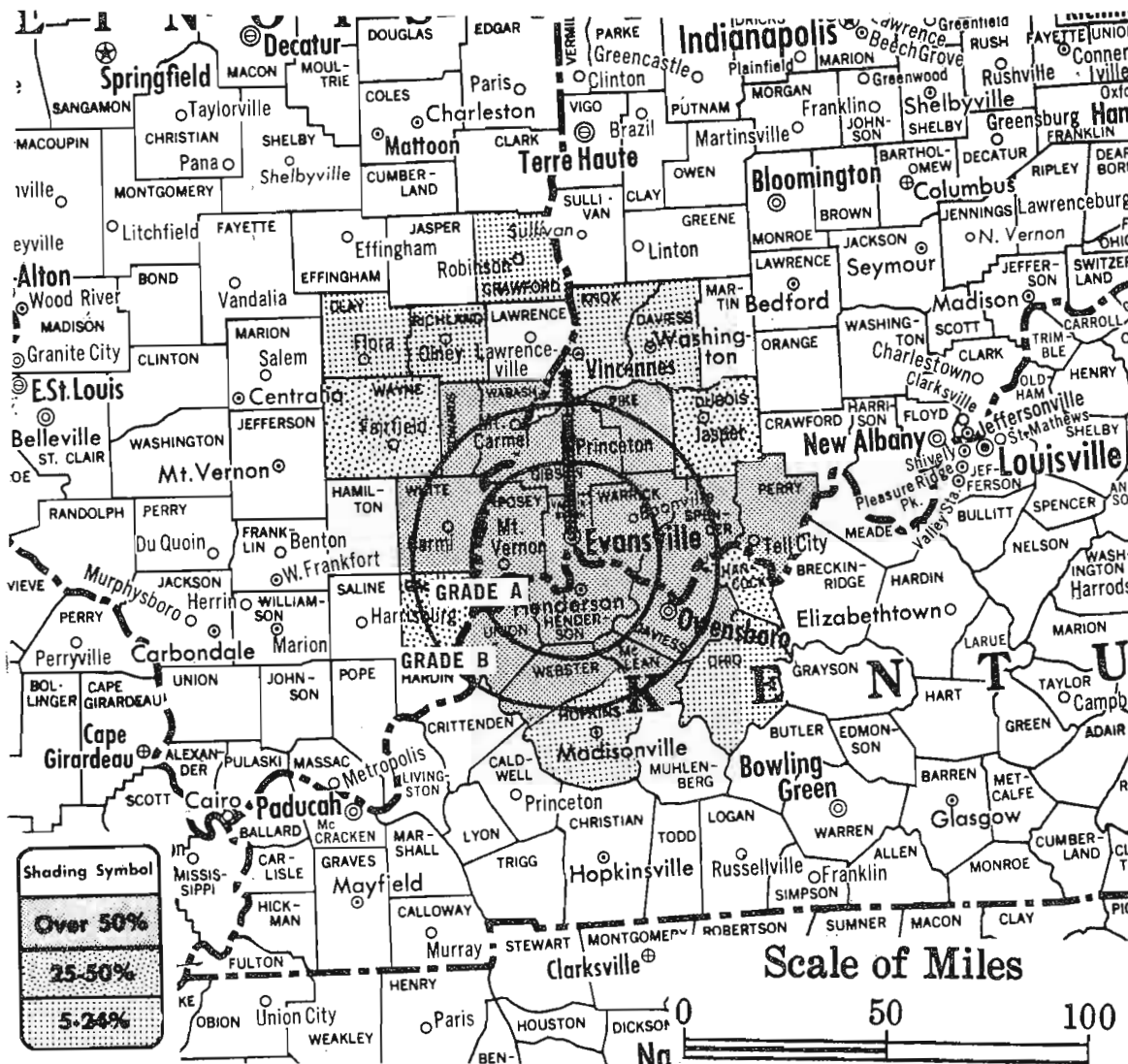
Transmitter: 1115 Mount Auburn Rd.

TV tape: Recording facilities.

Represented (legal) by Covington & Burling.

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

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/67

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

## WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd. (47712).

Studio: 1115 Mount Auburn Rd. Telephone: 812-425-6201.

Ownership: WAVE Inc., 100%. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by The Katz Agency Inc.

Personnel:

RALPH S. JACKSON, president.  
KELLY ATHERTON, v.p. & general manager.  
T. BALLARD MORTON JR., secretary-treasurer.  
JOHN MacGREGOR, general sales manager.  
CHET BEHRMAN, program manager.  
PAUL HARMON, production manager.  
JACK ETZEL, news director.  
MARION B. PAUL, chief engineer.

### DIGEST OF RATE CARD NO. P-24—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$425.00	\$275.00	\$140.00	\$106.00	\$80.00	\$70.00
	\$40.00					

NETWORK BASE HOURLY RATE: \$425.

For Indiana CATV Systems, see Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS	Edwards	2,200	2,000	89
		Wabash	4,300	4,000	92
		White	5,800	5,100	88
	INDIANA	Gibson	8,600	8,100	94
		Perry	5,200	4,700	92
		Pike	3,300	3,000	92
		Posey	5,300	4,800	91
		Spencer	4,400	4,100	93
		Vanderburgh	53,100	50,200	95
		Warrick	6,900	6,500	94
KENTUCKY	Daviess	23,900	22,200	93	
	Henderson	11,100	10,200	92	
	Mc Lean	3,100	2,800	91	
	Union	4,400	4,000	90	
<b>Between 25-50%</b>	ILLINOIS	Gallatin	1,900	1,700	88
		Wayne	5,500	4,800	88
	INDIANA	Dubois	7,500	6,900	92
KENTUCKY	Hancock	1,400	1,200	87	
	<b>Between 5-24%</b>	ILLINOIS	Clay	4,700	4,200
Crawford			6,700	6,300	95
Richland			5,000	4,600	92
INDIANA	Daviess	8,400	7,700	92	
	Knox	14,200	13,400	95	
KENTUCKY	Hopkins	12,500	11,100	89	
	Ohio	4,900	4,400	89	
Station Totals			219,100	202,100	92
Net Weekly Circulation (March 1967)					127,200
Average Daily Circulation (March 1967)					89,100

# Indiana—Fort Wayne



**WANE-TV**



Ch. 15

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 436-kw maximum and 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Transmitter: 2915 West State Blvd.

Studio: 2915 West State Blvd.

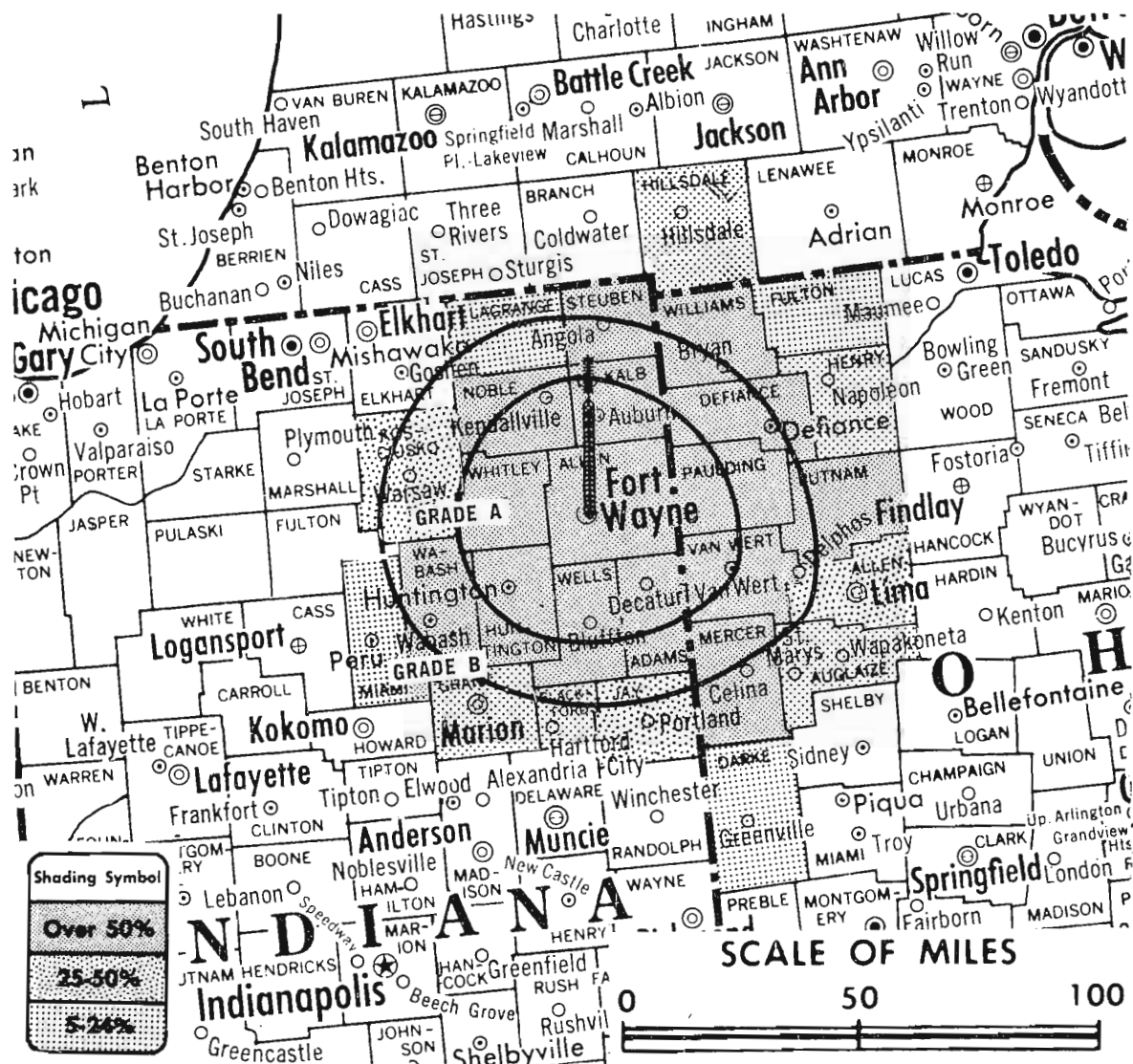
TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WANE-TV Ref: FCC File No. BPCT-2515 Granted 7/30/58

©American Map Co., Inc., N.Y., No. 14241

## WANE-TV

Licensee: Indiana Bcstg. Corp., 2915 West State Blvd., Ft. Wayne, Ind. (46808).

Telephone: 219-742-9411. TWX No.: 810-332-1508.

Ownership: Corinthian Broadcasting Corp., 100%. For other interests, see KOTV, Tulsa, Okla.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by H-R Television.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.  
REID G. CHAPMAN, v.p., general manager & film buyer.  
HOWARD R. BUNNELL, commercial manager.  
HARRY MICHAELS, program director.  
WALTER H. JONES, chief engineer.

DIGEST OF RATE CARD NO. 8—(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$550.00	\$330.00	\$220.00	\$140.00	Graded rates apply*	

\*Highest rate: \$265.

NETWORK BASE HOURLY RATE: \$525.

For Index to Contents

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Adams	7,000	6,600	95
	Allen	81,900	78,800	96
	De Kalb	8,500	8,200	97
	Huntington	10,800	10,400	96
	Noble	8,600	8,100	95
	Steuben	4,800	4,600	96
	Wabash	10,400	9,700	93
	Wells	6,400	6,100	95
	Whitley	6,200	6,000	96
	OHIO			
	Defiance	9,600	9,200	96
	Mercer	9,200	8,800	96
	Paulding	5,300	5,000	96
Between 25-50%	Putnam	7,500	7,200	95
	Van Wert	8,800	8,500	97
	Williams	9,500	9,000	95
Between 5-24%	INDIANA			
	Jay	6,400	6,000	93
Kosciusko	13,500	12,800	95	
OHIO				
Allen	32,900	31,400	95	
Between 5-24%	INDIANA			
	Blackford	4,700	4,400	96
	Grant	23,900	22,700	95
	La Grange	4,800	4,200	88
	Miami	12,000	11,400	95
	MICHIGAN			
	Hillsdale	10,400	9,800	94
	OHIO			
	Auglaize	11,000	10,500	96
	Darke	13,800	13,300	96
Fulton	8,800	8,300	95	
Henry	7,600	7,400	97	
Station Totals		344,300	328,400	95
Net Weekly Circulation (March 1967)				193,000
Average Daily Circulation (March 1967)				143,200

# Indiana—Fort Wayne



**WKJG-TV**



Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 263-kw visual, 49-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"

Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.

TV tape: Recording facilities.

AM Affiliate: WKJG, 5-kw, 1380 kc (NBC).

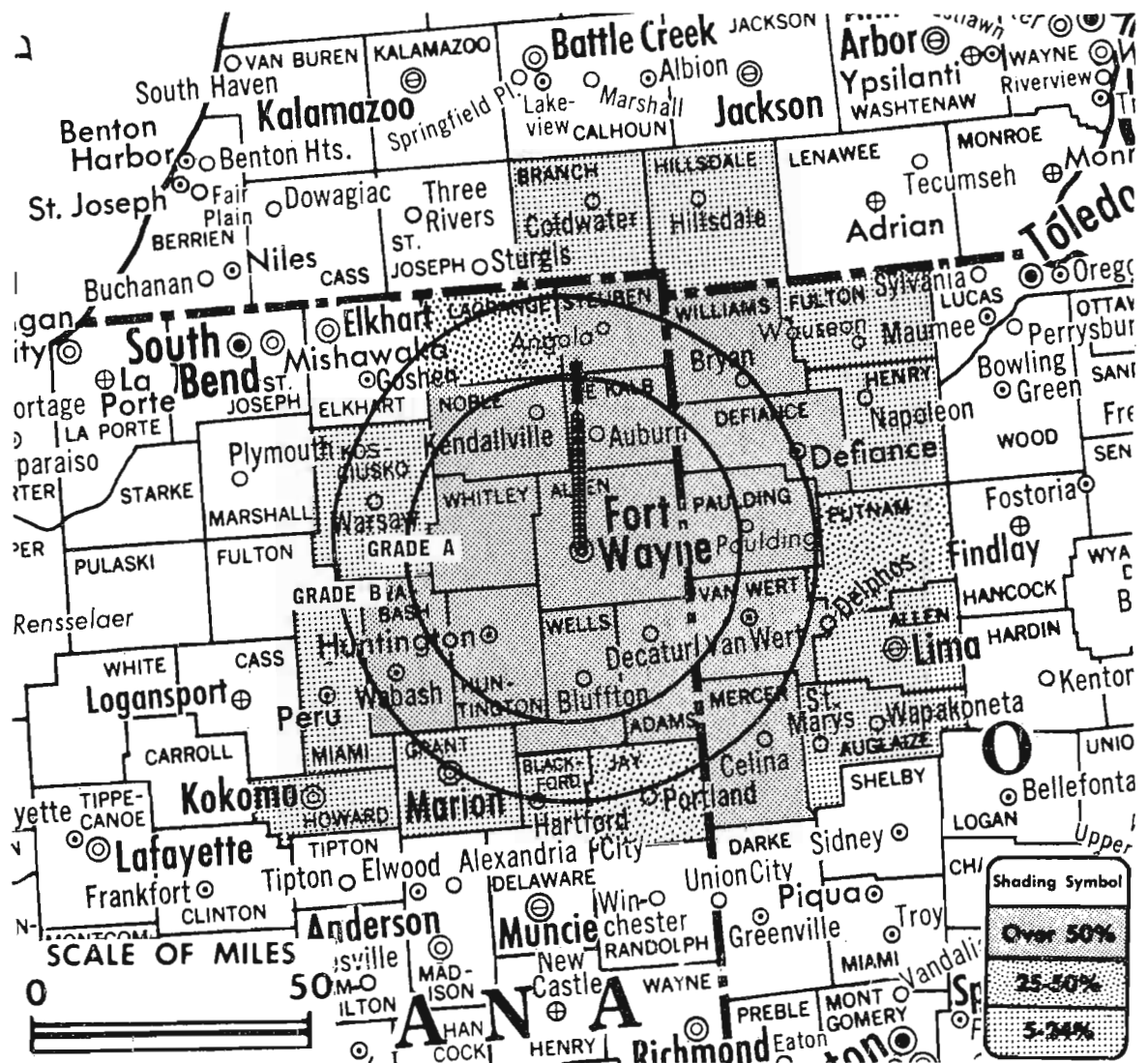
FM Affiliate: WKJG, 48.5-kw, 97.3 mc (No. 247), 511-ft. antenna.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965  
 ARB study.



WKJG-TV Ref: FCC File No. BPCT-518 Granted 5/21/53

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

## WKJG-TV

Licensee: WKJG Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-422-7474. TWX No.: 219-241-2083.

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; John F. Dille Jr., 15%. Truth Publishing publishes Elkhart Truth and is licensee of WSJV (TV) there.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Television Digest, Vol. 13:5, 11).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

JOHN F. DILLE JR., president.  
 HILLIARD GATES, v.p. & general manager.  
 PAUL C. BRINES, v.p.  
 WILLIAM KLINE, commercial manager.  
 CALO O. MAHLOCK, program & promotion mgr. & film buyer.  
 WILLIAM NICHOLS, operations manager.  
 JACK GRAY, news director.  
 WAYNE ROTHGEB, farm director.  
 EUGENE A. CHASE, chief engineer.

### DIGEST OF RATE CARD NO. B3—(Aug. 11, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$140.00	\$100.00

NETWORK BASE HOURLY RATE: \$550.

For Color Set Penetration by Markets  
 See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Adams	7,000	6,600	95
	Allen	81,900	78,800	96
	De Kalb	8,500	8,200	97
	Huntington	10,800	10,400	96
	Noble	8,600	8,100	95
	Steuben	4,800	4,600	96
	Wabash	10,400	9,700	93
	Wells	6,400	6,100	95
	Whitley	6,200	6,000	96
	OHIO			
	Defiance	9,600	9,200	96
	Mercer	9,200	8,800	96
	Paulding	5,300	5,000	96
	Van Wert	8,800	8,500	97
	Williams	9,500	9,000	95
	Between 25-50%	INDIANA		
Jay		6,400	6,000	93
La Grange		4,800	4,200	88
OHIO	Putnam	7,500	7,200	95
	Between 5-24%	INDIANA		
Blackford		4,700	4,400	96
Grant		23,900	22,700	95
Howard		23,800	22,900	96
Kosciusko		13,500	12,800	95
Miami		12,000	11,400	95
MICHIGAN	Branch	10,100	9,700	96
	Hillsdale	10,400	9,800	94
OHIO	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
	Fulton	8,800	8,300	95
	Henry	7,600	7,400	97
Station Totals		364,400	347,700	95
Net Weekly Circulation (March 1967)				184,700
Average Daily Circulation (March 1967)				131,600



# Indiana—Fort Wayne



**WPTA**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 175-kw maximum and 110-kw horizontal visual, 30.8-kw maximum and 22-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 85° 11' 00"

Transmitter: 3333 Butler Rd.

TV tape: Recording facilities.

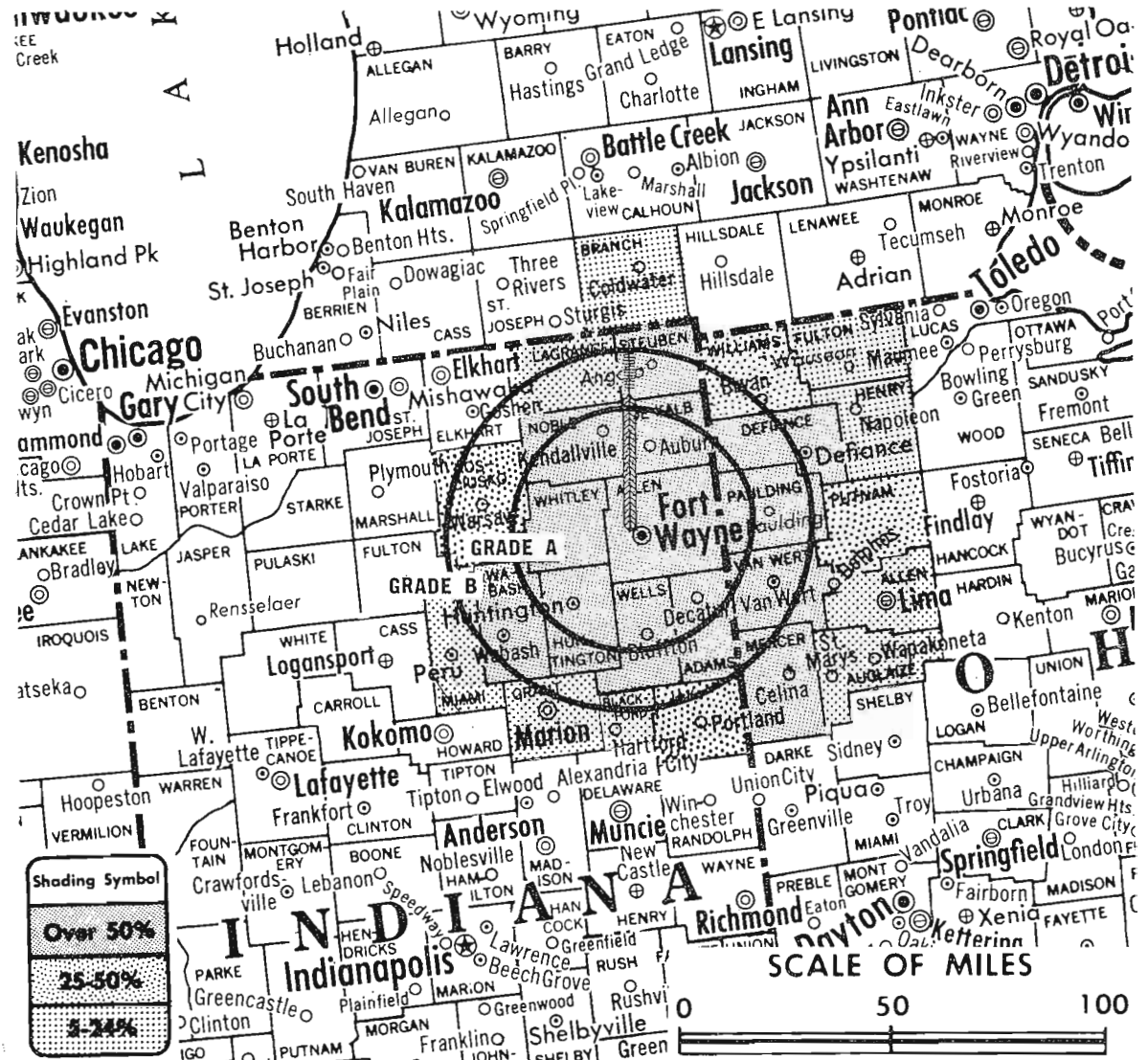
FM Affiliate: WPTH, 44-kw, 95.1 mc (No. 236), 680-ft. antenna.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPTA Ref: FCC File No. BMPCT-4800 Granted 8/27/57

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

## WPTA

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

Studio: 3333 Butler Rd., Fort Wayne, Ind. (46804).

Telephone: 219-483-0584.

TWX No.: 219-241-4394.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Metro TV Sales.

Represented (legal) by Marcus Cohn.

Personnel:

SARKES TARZIAN, president.  
VICTOR H. STERLING, general manager & film buyer.  
GEORGE CASTLE, chief engineer.  
TOM ROGERS, program manager.  
DON STRAUB, promotion director.

### DIGEST OF RATE CARD NO. 11 (June 8, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$525.						

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Adams	7,000	6,600	95
	Allen	81,900	78,800	96
	DeKalb	8,500	8,200	97
	Huntington	10,800	10,400	96
	Noble	8,600	8,100	95
	Steuben	4,800	4,600	96
	Wabash	10,400	9,700	93
	Wells	6,400	6,100	95
	Whitley	6,200	6,000	96
	OHIO			
	Defiance	9,600	9,200	96
	Mercer	9,200	8,800	96
	Paulding	5,300	5,000	96
Van Wert	8,800	8,500	97	
<b>Between 25-50%</b>	INDIANA			
	Jay	6,400	6,000	93
	Kosciusko	13,500	12,800	95
	OHIO			
Putnam	7,500	7,200	95	
Williams	9,500	9,000	95	
<b>Between 5-24%</b>	INDIANA			
	Blackford	4,700	4,400	96
	Grant	23,900	22,700	95
	LaGrange	4,800	4,200	88
	Miami	12,000	11,400	95
	MICHIGAN			
	Branch	10,100	9,700	96
	OHIO			
	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
Fulton	8,800	8,300	95	
Henry	7,600	7,400	97	
Station Totals		330,200	315,000	95
Net Weekly Circulation (March 1967)				182,800
Average Daily Circulation (March 1967)				131,700



# Indiana—Indianapolis



**WISH-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"  
Longitude 86° 00' 21"

Requests change to 47.4-kw aural, 987-ft. above av. terrain, 1002-ft. above ground, 1847-ft. above sea level, lat. 39° 53' 58", long. 86° 13' 28"; transmitter to W. 79th St. & Payne Rd. BPCT—4067.

Transmitter: Rawls Ave. & South Post Rd.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Total Households: © SRDS

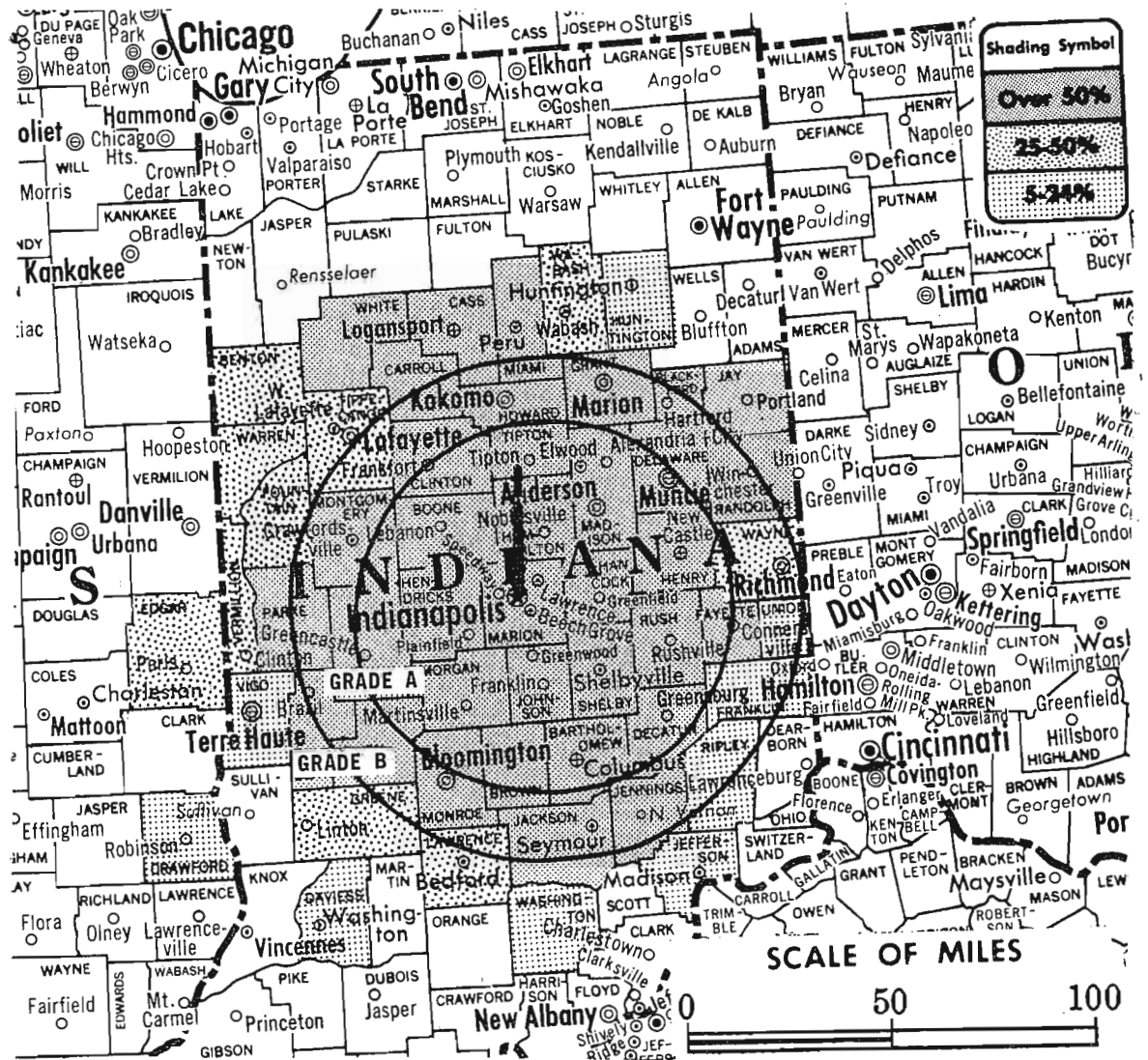
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WISH-TV Ref: FCC File No. BPCT—110 Granted 1/28/54

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## WISH-TV

Licensee: Indiana Broadcasting Corporation, Box 1950, Indianapolis, Ind. (46206).

Studio: 1950 N. Meridian St.

Telephone: 317-924-4381. TWX No.: 317-635-2107.

Ownership: Corinthian Broadcasting Corp., 100%. For other interests, see KOTV, Tulsa, Okla.

Began Operation: July 1, 1954. Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (Television Digest, Vol. 12:34, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

C. WREDE PETERSMEYER, president.  
ROBERT B. McCONNELL, v.p., general manager.  
ALAN S. ENGLANDER, treasurer.  
CHARLES REES, secretary.  
JOSEPH E. LAKE, commercial manager.  
DON J. PLUMRIDGE, advertising & promotion director.  
DAVE SMITH, program manager.  
C. E. WALLACE, chief engineer.

### DIGEST OF RATE CARD NO. 5

(June 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1500.00	\$900.00	\$520.00	\$400.00	Graded rates apply.*

\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1500.

Group Owners are Listed in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>				
INDIANA				
	Bartholomew	16,400	15,700	96
	Blackford	4,700	4,400	96
	Boone	8,800	8,500	97
	Brown	2,000	1,900	96
	Carroll	5,300	5,100	96
	Cass	13,400	12,700	94
	Clay	7,600	7,200	96
	Clinton	10,800	10,400	96
	Decatur	5,900	5,600	95
	Delaware	35,800	34,500	96
	Fayette	6,900	6,600	96
	Grant	23,900	22,700	95
	Hamilton	14,100	13,700	97
	Hancock	10,000	9,700	97
	Hendricks	14,600	14,200	97
	Henry	15,300	14,700	96
	Howard	23,800	22,900	96
	Jackson	10,400	9,900	96
	Jay	6,400	6,000	93
	Jennings	4,500	4,200	94
	Johnson	14,900	14,600	98
	Madison	41,100	39,800	97
	Marion	233,800	225,400	96
	Miami	12,000	11,400	95
	Monroe	20,700	19,200	93
	Montgomery	10,200	9,800	96
	Morgan	11,700	11,200	96
	Owen	3,800	3,600	95
	Parke	4,800	4,600	96
	Putnam	6,800	6,500	96
	Randolph	8,800	8,300	95
	Rush	5,600	5,400	97
	Shelby	11,300	10,900	97
	Tipton	4,700	4,500	97
	White	6,100	5,800	95

(Continued on page 228-b)

Station Totals	827,700	791,600	96
Net Weekly Circulation (March 1967)			627,300
Average Daily Circulation (March 1967)			470,100

# Indiana—Indianapolis



**WFBM-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.

TV tape: Recording facilities.

AM Affiliate: WFBM, 5-kw, 1260 kc.

FM Affiliate: WFBM-FM, 51.9-kw, 94.7 mc (No. 234).

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

News Wire Service: AP, UPI.

News Film Service: Time-Life News Bureau, NBC.

Total Households: © SRDS

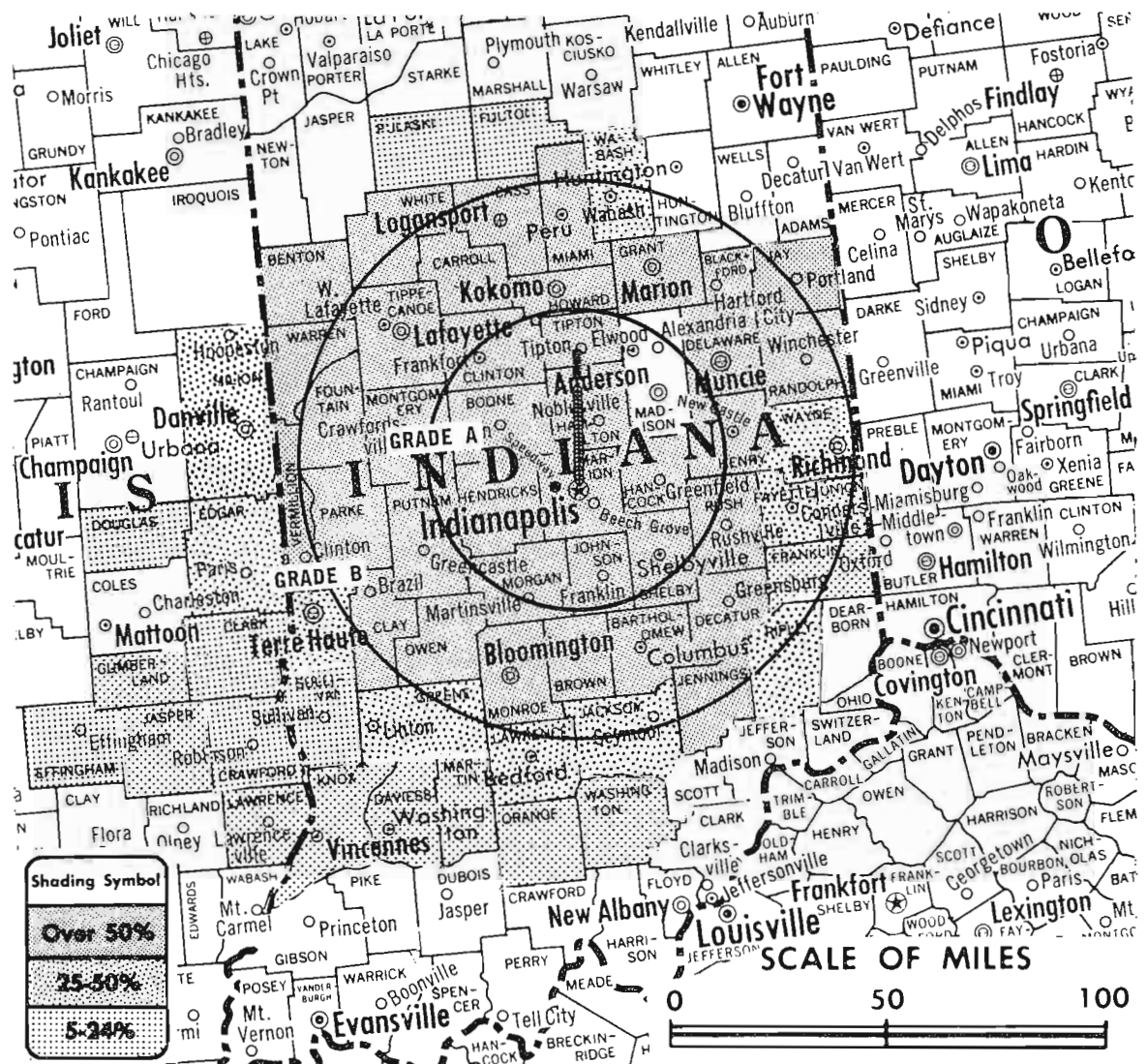
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

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

## WFBM-TV

Licensee: Time-Life Broadcast Inc., 1330 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1330 N. Meridian St.

Telephone: 317-635-9326.

TWX No.: 317-634-5992.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

ELDON CAMPBELL, v.p. & general manager.

DON MENKE, station manager.

HUGH L. KIBBEY, sales manager.

JAMES MATHIS, assistant sales manager.

WARREN WRIGHT, program manager & film buyer.

KEITH C. STRANGE, promotion manager.

DONALD C. CRIPE, business manager.

EARL JOHNSON, program operations manager.

ROBERT FLANDERS, director of engineering.

ROBERT GAMBLE, news & information services manager.

TOM CARNEGIE, sports director.

### DIGEST OF RATE CARD NO. P28

(July 1, 1967)

Hour.	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA	—8-10:30 p.m., daily.					
\$1550.00	\$1150.00	\$825.00	\$415.00	\$565.00	\$375.00	\$190.00

NETWORK BASE HOURLY RATE: \$1625.

236-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Bartholomew	16,400	15,700	96
	Benton	3,200	3,000	95
	Blackford	4,700	4,400	96
	Boone	8,800	8,500	97
	Brown	2,000	1,900	96
	Carroll	5,300	5,100	96
	Cass	13,400	12,700	94
	Clay	7,600	7,200	96
	Clinton	10,800	10,400	96
	Decatur	5,900	5,600	95
	Delaware	35,800	34,500	96
	Fountain	6,000	5,700	95
	Grant	23,900	22,700	95
	Hamilton	14,100	13,700	97
	Hancock	10,000	9,700	97
	Hendricks	14,600	14,200	97
	Henry	15,300	14,700	96
	Howard	23,800	22,900	96
	Jay	6,400	6,000	93
	Jennings	4,500	4,200	94
	Johnson	14,900	14,600	98
	Madison	41,100	39,800	97
	Marion	233,800	225,400	96
	Miami	12,000	11,400	95
	Monroe	20,700	19,200	93
	Montgomery	10,200	9,800	96
	Morgan	11,700	11,200	96
	Owen	3,800	3,600	95
	Parke	4,800	4,600	96
	Putnam	6,800	6,500	96
	Randolph	8,800	8,300	95
	Rush	5,600	5,400	97
	Shelby	11,300	10,900	97
	Tiptecanoe	27,100	25,400	94
	Tipton	4,700	4,500	97
	Vermillion	5,100	4,800	96
	Wabash	10,400	9,700	93
	Warren	2,400	2,200	93
	White	6,100	5,800	95

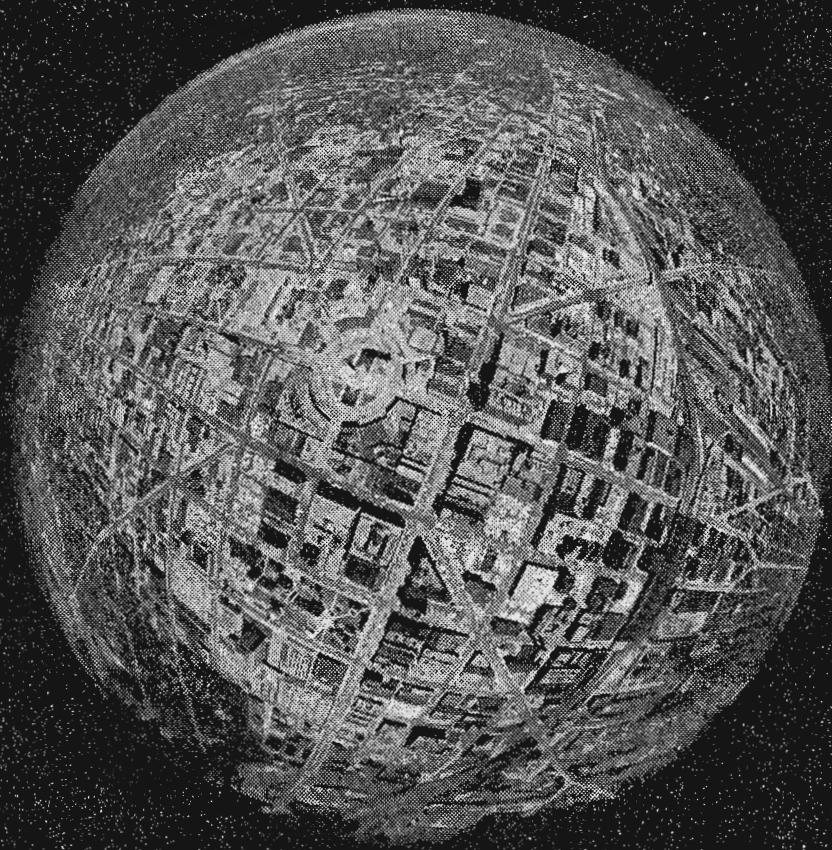
Over 50%

(Continued on page 228-b)

Station Totals	901,800	861,000	95
Net Weekly Circulation (March 1967)			663,300
Average Daily Circulation (March 1967)			470,000

TV Factbook No. 38





**This is Indianapolis...**

## **One of America's "most frequently used" test markets**

And why not? Indianapolis meets every requirement as the *ideal* test market.

It is centrally located. Its economy is singularly diversified and balanced. Its population, ethnically, is closely representative of the nation's.

And, of particular significance to advertisers, it offers an uncommonly broad choice of media, with no infiltration by media from surrounding areas.

Also of particular significance to advertisers, our WFBM Stations cover this market best. In fact,

we cover the entire Mid-Indiana market best, with, among other things, the only basic NBC-TV coverage available here.

All of which leads to a suggestion: If you'd like your share of the three billion dollars spent annually in this rich market . . . put *us* to the test!

**the WFBM**  
**STATIONS**  
INDIANAPOLIS • RADIO • TELEVISION • FM • MUZAK

# Indiana—Indianapolis



**WLW-I**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.  
Studio: 1401 N. Meridian St. (46202)

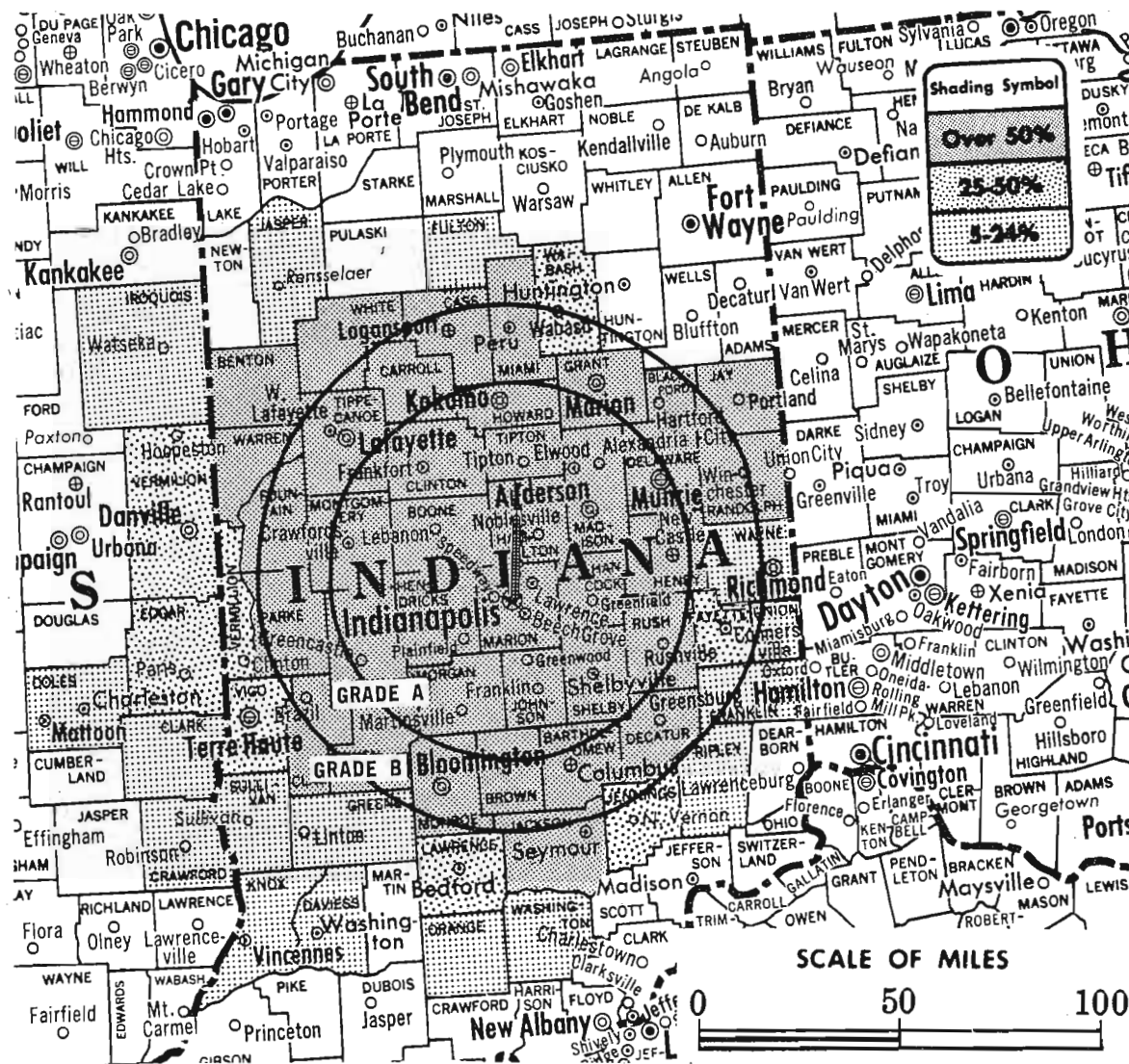
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLW-I Ref: FCC File No. BPCT-1837 Granted 3/6/57

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## WLW-I

Licensee: Avco Broadcasting Corp., 1401 N. Meridian St., Indianapolis, Ind. (46202).

Telephone: 317-639-2311.

Ownership: Avco Corp., 100%. For other interests, see WLW-T, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN M. SLOCUM, vice president & general manager.  
WALTER JACOBS, program director.  
STAN PEDERSON, promotion & publicity director.  
DON McMULLIN, news director.  
FRED CLICK, director, community services.  
NORMAN NIXON, chief engineer.  
ROBERT REYNOLDS, film director.

### DIGEST OF RATE CARD NO. 12 (April 30, 1967)

Hour	30 Min.	40 Sec.	Min. or 30 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
	\$1500.00	\$900.00	\$550.00	\$475.00	\$375.00
					\$200.00

NETWORK BASE HOURLY RATE: \$1400.

For Other Avco Broadcast Interests,  
see Listing Under Group Ownership.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Bartholomew	16,400	15,700	96
	Benton	3,200	3,000	95
	Blackford	4,700	4,400	96
	Boone	8,800	8,500	97
	Brown	2,000	1,900	96
	Carroll	5,300	5,100	96
	Cass	13,400	12,700	94
	Clay	7,600	7,200	96
	Clinton	10,800	10,400	96
	Decatur	5,900	5,600	95
	Delaware	35,800	34,500	96
	Fountain	6,000	5,700	95
	Grant	23,900	22,700	95
	Hamilton	14,100	13,700	97
	Hancock	10,000	9,700	97
	Hendricks	14,600	14,200	97
	Henry	15,300	14,700	96
	Howard	23,800	22,900	96
<b>Over 50%</b>	Jackson	10,400	9,900	96
	Jay	6,400	6,000	93
	Johnson	14,900	14,600	98
	Madison	41,100	39,800	97
	Marion	233,800	225,400	96
	Miami	12,000	11,400	95
	Monroe	20,700	19,200	93
	Montgomery	10,200	9,800	96
	Morgan	11,700	11,200	96
	Owen	3,800	3,600	95
	Parke	4,800	4,600	96
	Putnam	6,800	6,500	96
	Randolph	8,800	8,300	95
	Rush	5,600	5,400	97
	Shelby	11,300	10,900	97
	Tippecanoe	27,100	25,400	94
	Tipton	4,700	4,500	97
	Warren	2,400	2,200	93
	White	6,100	5,800	95

(Continued on page 228-b)

Station Totals	909,200	868,400	96
Net Weekly Circulation (March 1967)			641,100
Average Daily Circulation (March 1967)			423,000



# Indiana—Bloomington-Indianapolis

## WTTV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 47.9-kw visual, 9.33-kw aural. Antenna: 1250-ft. above av. terrain, 1222-ft. above ground, 2097-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

Color: Network, film & slide.

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kc (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 mc (No. 222), 1090-ft. antenna height.

News Wire Service: AP.

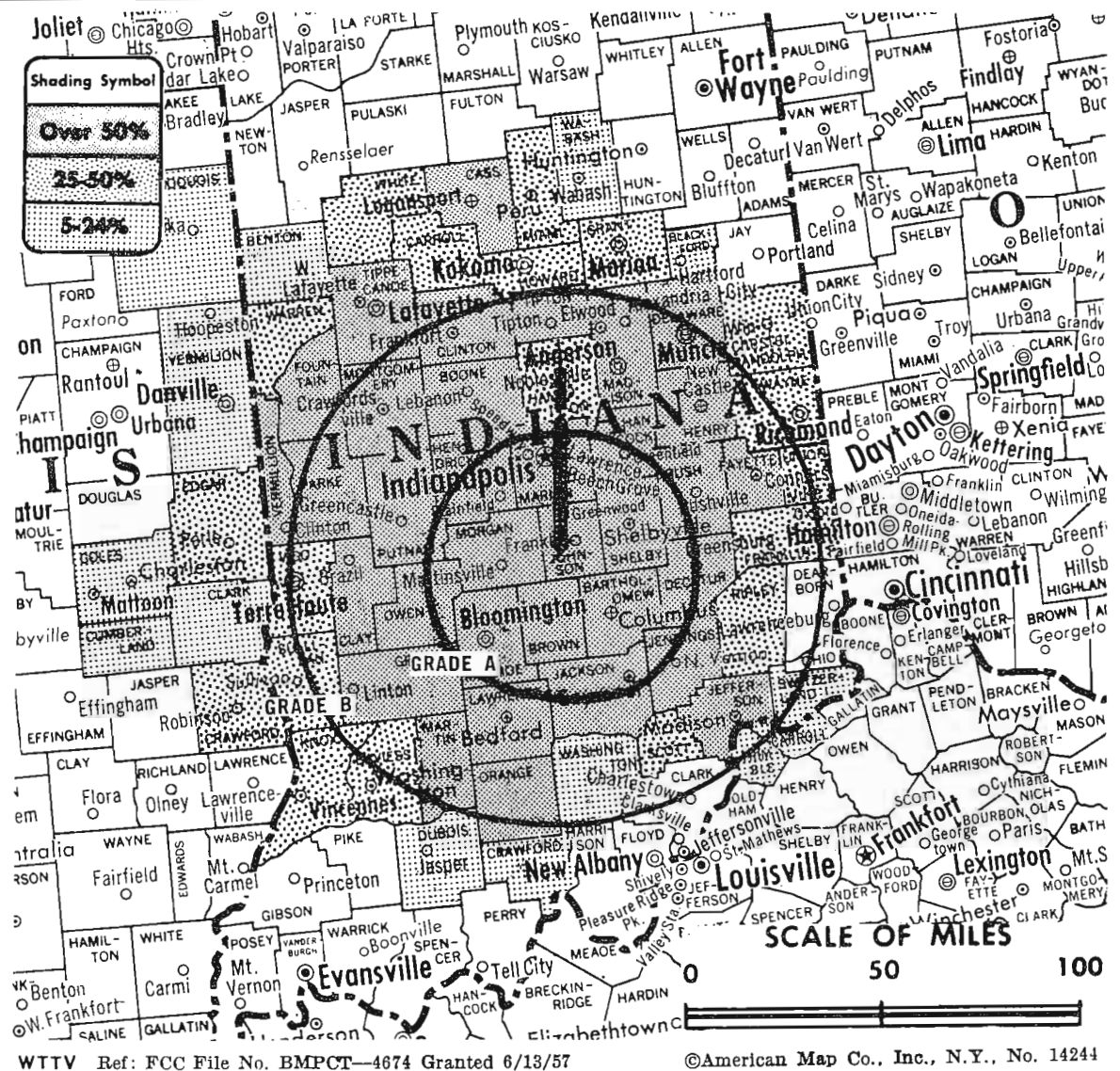
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



## WTTV

Network Service: None, independent.

Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.

Studios: South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, Ind. (46217).

Business Office: 3490 Bluff Rd., Indianapolis.

Telephone: 317-787-2211, Indianapolis. Telex No.: 027-432.

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15.5%; Patricia Tarzian, 15.5%. Firm also manufactures TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21); WFAM-TV, Lafayette, Ind.; WPTH-FM, Ft. Wayne; WATI, Indianapolis. Note: Sale of WFAM-TV, Lafayette, pends.

Began Operation: Nov. 11, 1949.

Represented (sales) by Metro Television Sales.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Kear & Kennedy.

Personnel:

SARKES TARZIAN, president.  
ELMER SNOW, manager.  
HOWARD ZUCKERMAN, program manager.  
CLYDE V. DUTTON, general sales manager.  
BERNARD J. SQUERS, local sales manager.  
DONALD H. MORGAN, chief engineer.

### DIGEST OF RATE CARD NO. 20 (Nov. 1, 1966)

	Min. or	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Hour	30 Min.					
Class A—4:30-11:30 p.m., Mon.-Fri.; 2-11:30 p.m., Sat.-Sun.	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00*	\$87.50*

\*Class A—6:30-11 p.m., Mon.-Fri.; noon-sign off, Sat.; 2-11 p.m., Sun.

Also see Sarkes Tarzian Listings under Manufacturers of Transmitters, Studio and Closed-Circuit Equipment.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>				
INDIANA				
	Bartholomew	16,400	15,700	96
	Boone	8,800	8,500	97
	Brown	2,000	1,900	96
	Cass	13,400	12,700	94
	Clay	7,600	7,200	96
	Clinton	10,800	10,400	96
	Decatur	5,900	5,600	95
	Delaware	35,800	34,500	96
	Fayette	6,900	6,600	96
	Fountain	6,000	5,700	95
	Greene	8,000	7,500	94
	Hancock	10,000	9,700	97
	Hendricks	14,600	14,200	97
	Henry	15,300	14,700	96
	Jackson	10,400	9,900	96
	Jefferson	7,200	6,800	94
	Jennings	4,500	4,200	94
	Johnson	14,900	14,600	98
	Lawrence	11,500	10,900	95
	Madison	41,100	39,800	97
	Marion	233,800	225,400	96
	Martin	2,700	2,500	93
	Monroe	20,700	19,200	93
	Montgomery	10,200	9,800	96
	Morgan	11,700	11,200	96
	Orange	5,700	5,300	93
	Owen	3,800	3,600	95
	Parke	4,800	4,600	96
	Putnam	6,800	6,500	96
	Rush	5,600	5,400	97
	Shelby	11,300	10,900	97
	Tippecanoe	27,100	25,400	94
	Tipton	4,700	4,500	97
	Vermillion	5,100	4,800	96
ILLINOIS				
	Crawford	6,700	6,300	95
	Edgar	7,000	6,600	95

(Continued on page 228-b)

Station Totals	928,200	885,200	95
Net Weekly Circulation (March 1967)			520,400
Average Daily Circulation (March 1967)			270,700

# Indiana—Lafayette



**WLFI-TV**

(formerly WFAM-TV)

Ch. 18



Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 186-kw visual, 26.3-kw aural. Antenna: 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

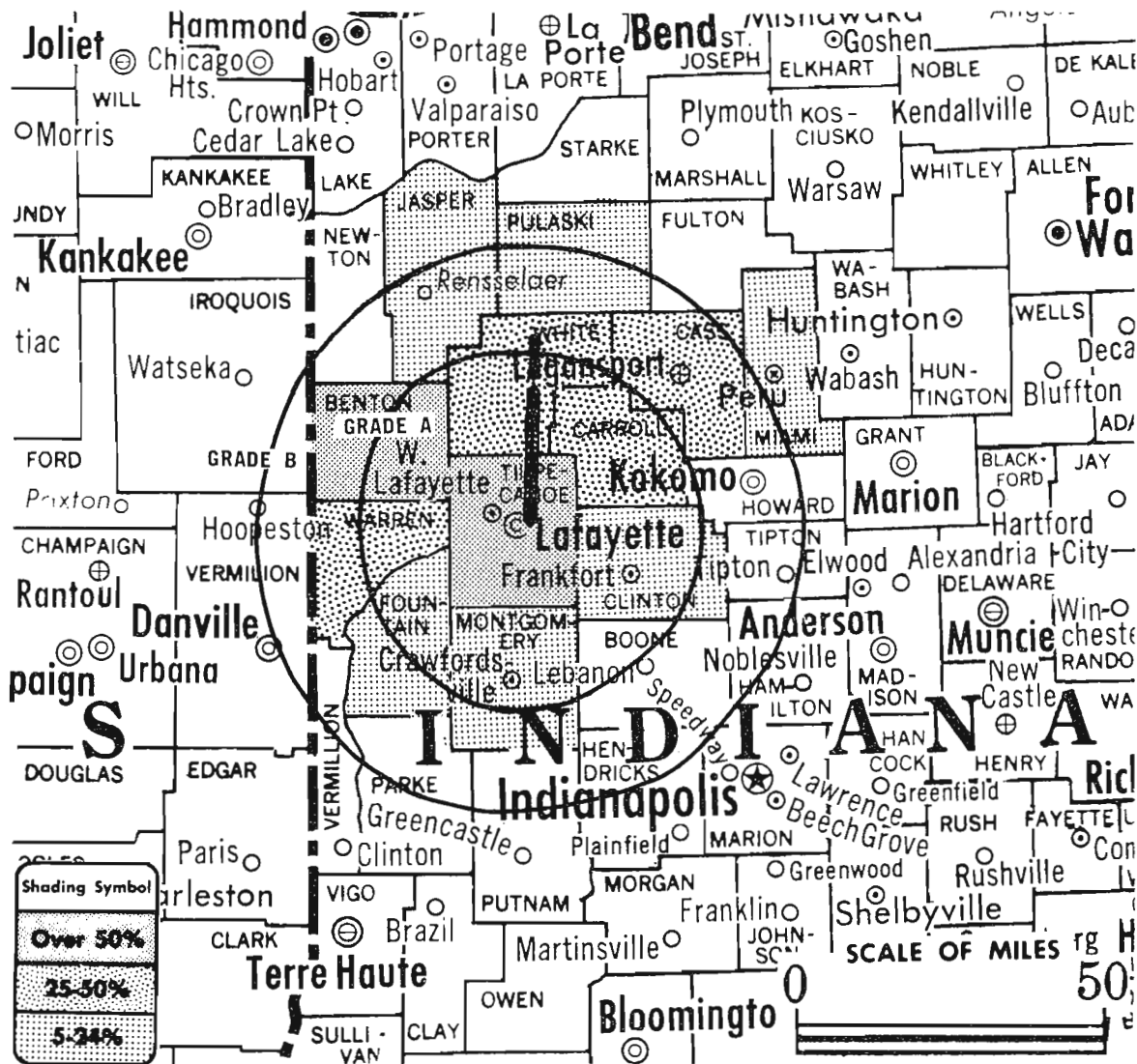
Latitude 40° 24' 07"  
Longitude 86° 50' 59"

Transmitter: McCarty Lane.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WLFI-TV Ref: FCC File No. BPCT-2258 Granted 4/3/57

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

## WLFI-TV

Network Service: CBS (EMP).

Licensee: RJN Broadcasting Inc., 1511 Durango St., Lafayette, Ind.

Studio: McCarty Lane (47905).

Telephone: 317-447-2113.

Ownership: Richard F. Shively, pres., 100%; Christian J. Mertz, v.p.; Eula K. Reid, secy.-treas. Shively has 16.67% of Fer-Rich Bcstg. Inc., which in turn has 92.7% of KNOP-TV & KNOP, North Platte, Neb. Shively also has interest in Telesis Corp. (see CATV Group Ownership).

Began Operation: May 8, 1958 on Ch. 59. Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved by FCC Nov. 3, 1967. Previously sold as Ch. 59, but left the air May 15, 1959 while sale to Sarkes Tarzian was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (Television Digest, Vol. 15:19-20, 25, 46). Transfer of TV and radio WASK to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Vol. 13:4, 8).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD LONG, manager, sales mgr. & film buyer.

DAVISSON SPINDLE, chief engineer.

HARRY BRADWAY, program & sports director.

### DIGEST OF RATE CARD NO. 5—(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.or 20 Sec.	8 Sec.
Class A—7-11 p.m., daily.					
\$150.00	\$100.00	\$75.00	\$50.00	\$25.00	\$12.50

NETWORK BASE HOURLY RATE: \$85.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Benton	3,200	3,000	95
	Tippecanoe	27,100	25,400	94
Between 25-50%	INDIANA			
	Carroll	5,300	5,100	96
	Cass	13,400	12,700	94
	Warren	2,400	2,200	93
Between 5-24%	INDIANA			
	Clinton	10,800	10,400	96
	Fountain	6,000	5,700	95
	Jasper	5,300	5,000	95
	Miami	12,000	11,400	95
	Montgomery	10,200	9,800	96
Pulaski	3,600	3,300	92	
Station Totals		105,400	99,800	95
Net Weekly Circulation (March 1967)				35,900
Average Daily Circulation (March 1967)				18,800

For Color Set Penetration by Markets

See Services Volume

# Indiana—Marion

## WTAF-TV

Ch. 31

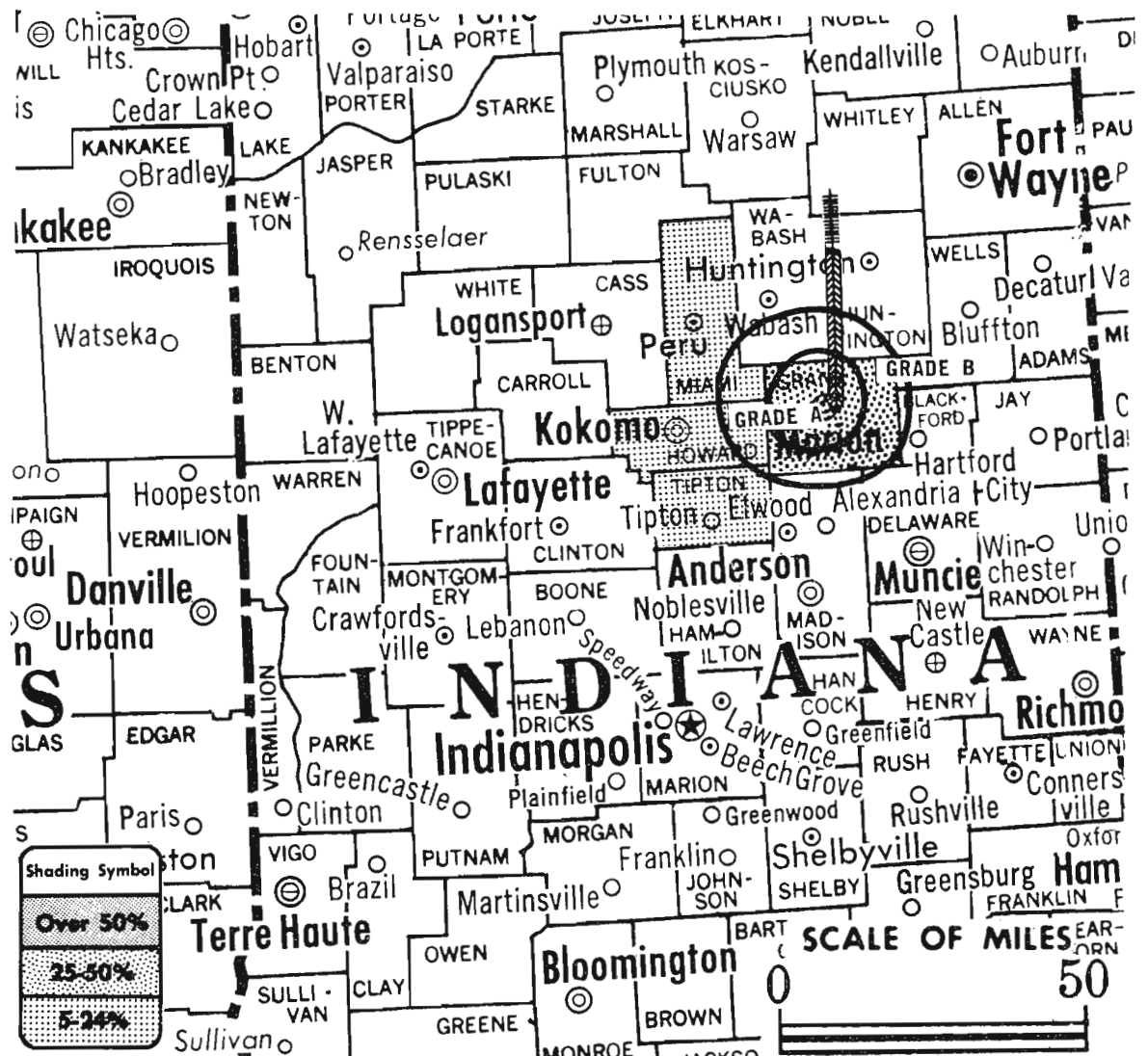
Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 21.9-kw visual, 2.19-kw aural. Antenna: 250-ft. above av. terrain, 233-ft. above ground, 1033-ft. above sea level.

Latitude 40° 33' 26"  
Longitude 85° 39' 52"

Transmitter: 314 S. Boots St.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WTAF-TV Ref: FCC File No. BPCT-2923 Granted 4/3/62

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## WTAF-TV

Network Service: None, independent.

Licensee: Geneco Broadcasting Inc., P.O. Box 631, Marion, Ind. (46953).

Studio: 314 S. Boots St. (46952).

Telephone: 317-664-7117.

Ownership: Northern Indiana Broadcasters Inc., 70%; Eugene C. Thompson, 29.8%. Northern Indiana Bcstrs. is owned by Wm. N. Udell & wife and is the licensee of WIMS, Michigan City, Ind. It also owns all stock of WKAM, Goshen, Ind.

Began Operation: Nov. 3, 1962. Sale of 70% to Northern Indiana Bcstrs. by Eugene C. Thompson approved Dec. 31, 1963 by FCC (Television Digest, Vol. 4:1).

Represented (sales) by Vic Piano Associates.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Ralph J. Bitzer.

Personnel:

WILLIAM N. UDELL, president.

DONALD TILLMAN, program director.

RON MYERS, chief engineer.

## DIGEST OF RATE CARD NO. 1

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., daily.	\$105.00	\$63.00	\$42.00	\$26.25	\$21.00	\$15.75 \$10.50

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	INDIANA Grant	23,900	22,700	95
Between 5-24%	INDIANA Howard	23,800	22,900	96
	INDIANA Miami	12,000	11,400	95
	INDIANA Tipton	4,700	4,500	97
Station Totals		64,400	61,500	95
Net Weekly Circulation (March 1967)				12,900
Average Daily Circulation (March 1967)				3,400

# Indiana—Muncie



Ch. 49

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level.

Latitude 40° 09' 01"  
Longitude 85° 22' 45"

Transmitter: State Rd. No. 35, SE of Muncie.

Studio: State Rd. No. 35, SE of Muncie.

AM Affiliate: WLBC, 1-kw (.25-kw-N), 1340 kc (CBS).

FM Affiliate: WMUN, 7.4-kw, 104.1 mc (No. 281), 240-ft. antenna height.

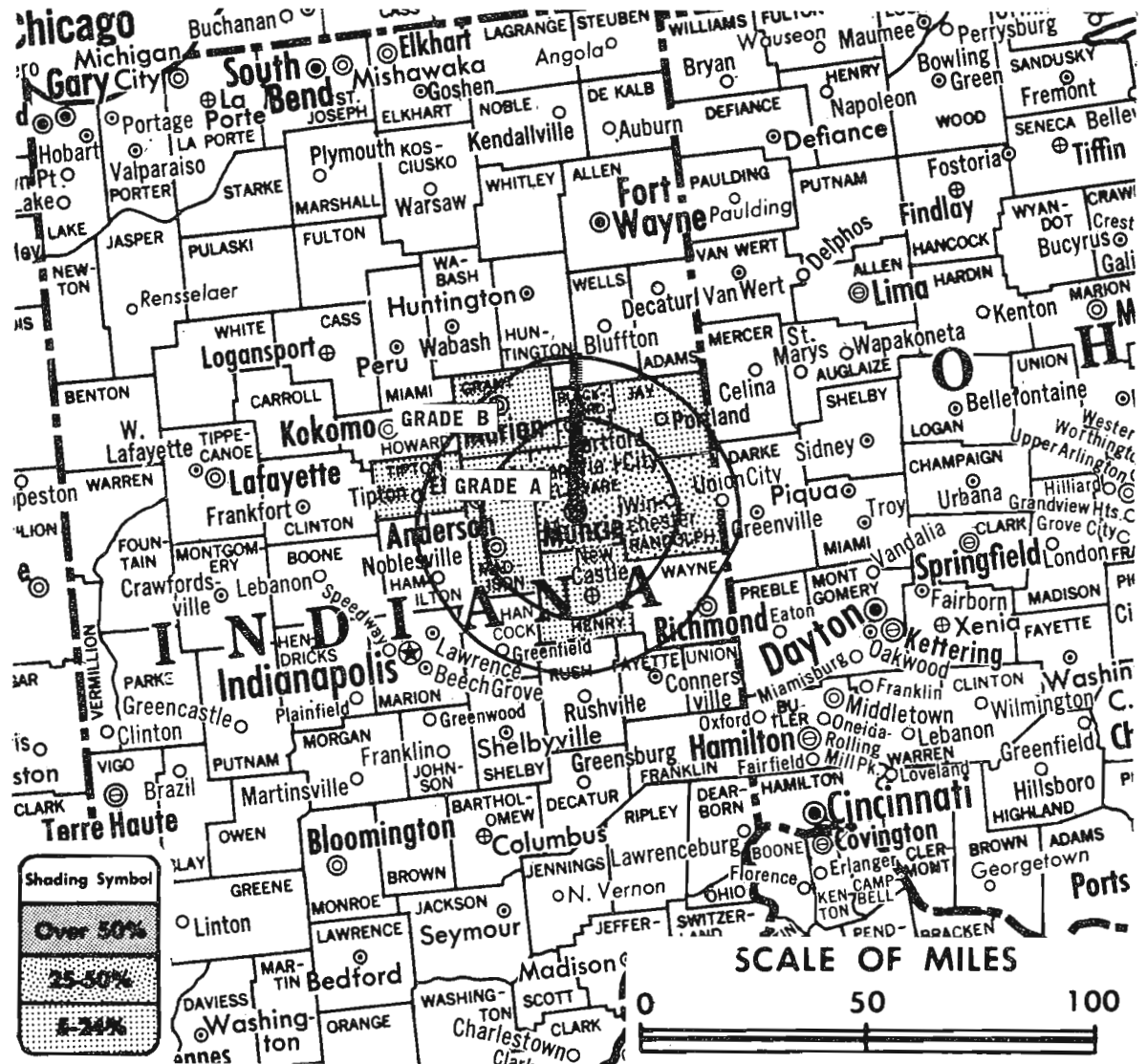
Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLBC-TV Ref: FCC File No. BPCT-3357 Granted 7/14/64

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## WLBC-TV

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

Licensee: Tri-City Radio Corp., Radio Center.

Telephone: 317-288-4403.

Ownership: Donald A. Burton, pres. & treas., 51%; William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by John M. Midlen.

Personnel:

DON BURTON, president, treasurer & general manager.  
W. F. CRAIG, vice president.  
JOHN M. CRAIG, v.p. & director, sales.  
GARNET BURTON, secretary.  
ANN CRAIG, assistant treasurer.  
FLORENCE BOYD, v.p. & executive secretary.  
PATRICK S. FINNEGAN, v.p. & chief engineer.  
JAMES NICKERSON, v.p., director, news & public relations.  
ANDREW RENT, v.p., program director.

## DIGEST OF RATE CARD NO. 6

(March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$25.00
NETWORK BASE HOURLY RATE: \$200 (NBC), \$200 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	INDIANA			
	Blackford	4,700	4,400	96
	Delaware	35,800	34,500	96
	Randolph	8,800	8,300	95
<b>Between 5-24%</b>	INDIANA			
	Grant	23,900	22,700	95
	Henry	15,300	14,700	96
	Jay	6,400	6,000	93
	Madison	41,100	39,800	97
	Tipton	4,700	4,500	97
Station Totals		140,700	134,900	96
Net Weekly Circulation (March 1967)				27,400
Average Daily Circulation (March 1967)				11,800



# Indiana—South Bend



**WNDU-TV**



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 282-kw visual, 46.8-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1/2° electrical beam tilt.

Latitude 41° 36' 26"  
Longitude 86° 12' 48"

Transmitter: Ironwood & Kern Rds.

TV tape: Recording facilities.

AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kc (ABC).

FM Affiliate: WNDU-FM, 20-kw, 92.9 mc (No. 225), 485-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

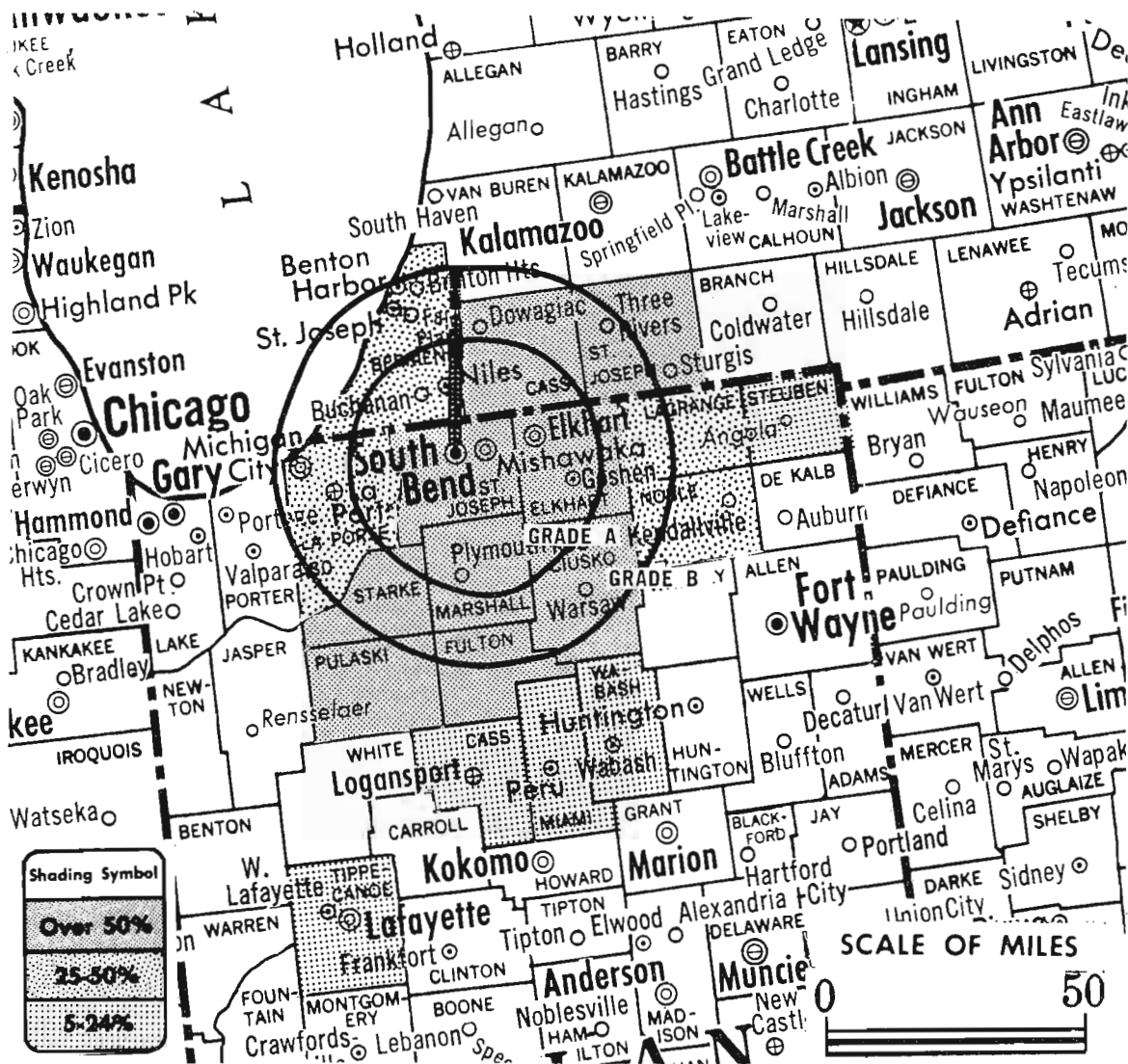
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNDU-TV Ref: FCC File No. BMPCT-4874 Granted 9/25/57

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## WNDU-TV

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind. (46556).

Studio: P.O. Box 16, South Bend, Ind. (46624).

Telephone: 219-233-7111, South Bend.

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (sales) by Adam Young—VTM Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

WM. THOMAS HAMILTON, v.p. & general manager.  
BAZIL O'HAGAN, TV station manager.  
DAVID L. O'SHEA, sales manager.  
WILLIAM A. GARDEN, director sales service.  
PAUL E. WALTON JR., dir. of program operations.  
DAVE WILLIAMS, director of promotion.  
BILL ETHERTON, sports director.  
HARRY KEVORKIAN, director of news & public affairs.  
RAY JACKSON, chief engineer.

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

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$525.00	\$315.00	\$210.00	\$131.00	Graded rates apply*	

\*Highest rate: \$195.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Elkhart	35,200	33,100	94
	Fulton	5,200	4,900	95
	Kosciusko	13,500	12,800	95
	Marshall	10,900	10,400	95
	Pulaski	3,600	3,300	92
	Starke	5,500	5,200	94
St Joseph	75,600	73,000	97	
MICHIGAN	Cass	11,900	11,400	96
	St Joseph	14,100	13,600	97
<b>Between 25-50%</b>	INDIANA			
	La Grange	4,800	4,200	88
	La Porte	30,500	29,600	97
Noble	8,600	8,100	95	
MICHIGAN	Berrien	49,200	47,000	95
	<b>Between 5-24%</b>	INDIANA		
Cass		13,400	12,700	94
Miami		12,000	11,400	95
Steuben		4,800	4,600	96
Tippecanoe		27,100	25,400	94
Wabash	10,400	9,700	93	
MICHIGAN	Van Buren	15,800	15,300	97
	<b>Station Totals</b>	<b>352,100</b>	<b>335,700</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>190,000</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>130,700</b>	

# Indiana—South Bend



**WSBT-TV**



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1074-ft. above av. terrain, 1047.5-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01.0"

Transmitter: 60351 Ironwood Rd.

TV tape: Recording facilities.

AM Affiliate: WSBT, 5-kw, 960 kc (CBS).

FM Affiliate: WSBT-FM, 4.2-kw, 101.5 mc (No. 268), 959-ft. antenna height.

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

News Wire Service: AP.

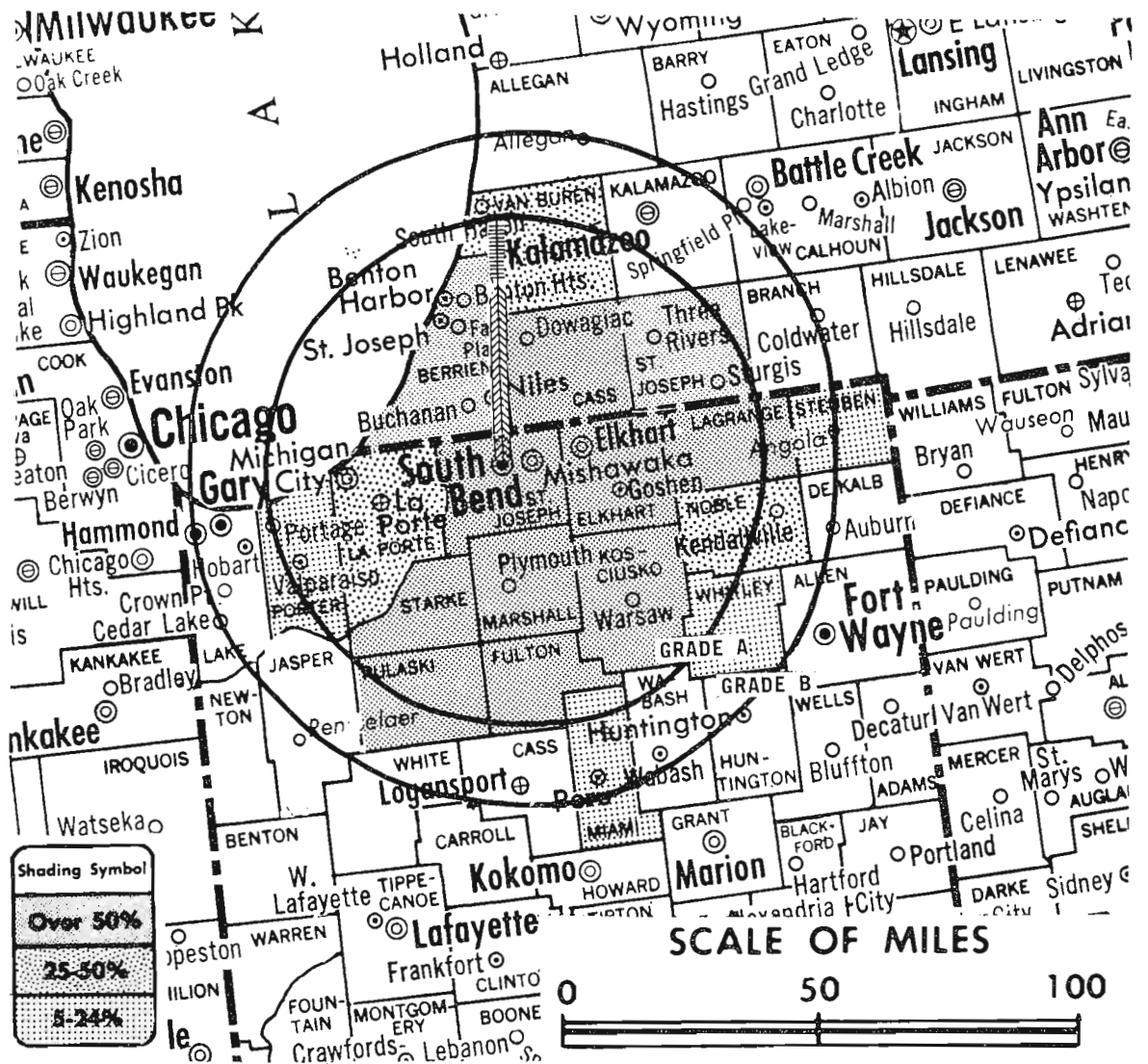
Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WSBT-TV Ref: FCC File No. BPCT-3748 Granted 8/17/66

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

## WSBT-TV

Licensee: South Bend Tribune.

Studio: 300 West Jefferson Blvd. (46601).

Telephone: 219-233-3141.

TWX No.: 219-282-8154.

Ownership: Same as South Bend Tribune. Same owners also publish Hagerstown (Md.) Herald and Mail; Imperial Valley Press, El Centro, Cal.; Brawley (Cal.) News; Indio (Cal.) Daily News; Daily Herald-Telephone, Bloomington, Ind.; Daily Times-Mail, Bedford, Ind.

Began Operation: Dec. 21, 1952.

Represented (engineering) by David Steel Sr.

Represented (legal) by Hogan & Hartson.

Represented (sales) by The Katz Agency Inc.

Personnel:

JACK E. DOUGLAS, general manager.  
NORBERT J. GASSENSMITH, program director.  
WALTER A. SWEITZER, film director & film buyer.  
ROBERT W. BELL, chief engineer.  
JERRY BLECK, national sales manager.  
JAMES D. FREEMAN, local sales manager.  
JUSTIN R. MEACHAM, promotion manager.  
ROLAND KELLY, news director.  
TOM BRUBAKER, production manager.  
JOE PATE, sports director.

DIGEST OF RATE CARD NO. A9 & P9  
(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7-9:30 p.m., daily.  
\$550.00 \$305.00 \$206.00 \$169.00 \$130.00 \$120.00 \$60.00  
NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Elkhart	35,200	33,100	94
	Fulton	5,200	4,900	95
	Kosciusko	13,500	12,800	95
	La Grange	4,800	4,200	88
	Marshall	10,900	10,400	95
	Pulaski	3,600	3,300	92
	Starke	5,500	5,200	94
	St Joseph	75,600	73,000	97
	MICHIGAN			
Berrien	49,200	47,000	95	
Cass	11,900	11,400	96	
St Joseph	14,100	13,600	97	
<b>Between 25-50%</b>	INDIANA			
	La Porte	30,500	29,600	97
	Noble	8,600	8,100	95
MICHIGAN				
Van Buren	15,800	15,300	97	
<b>Between 5-24%</b>	INDIANA			
	Miami	12,000	11,400	95
	Porter	21,300	20,600	97
	Steuben	4,800	4,600	96
Whitley	6,200	6,000	96	
Station Totals		328,700	314,500	96
Net Weekly Circulation (March 1967)				203,300
Average Daily Circulation (March 1967)				158,500

For Index to Contents  
see Services Volume

# Indiana—Elkhart-South Bend



**WSJV**



Ch. 28

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 229-kw max. and 204-kw horizontal visual, 44.5-kw max. and 40.7-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 32"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

AM Affiliate: WTRC, 1-kw, 1340 kc (NBC).

FM Affiliate: WTRC-FM, 14.5-kw, 100.7 mc (No. 264), 550-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

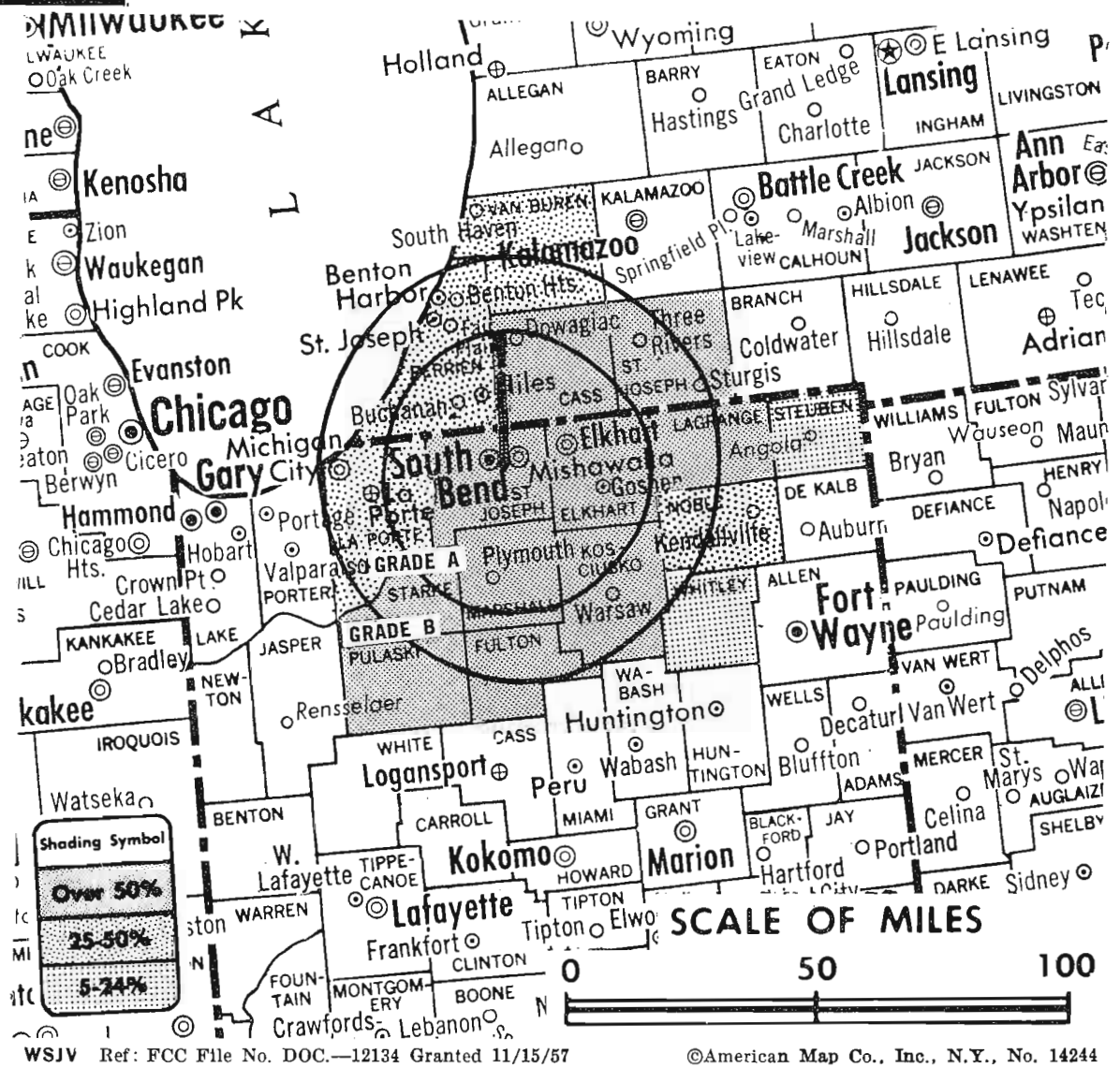
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



## WSJV

Licensee: Truth Publishing Co. Inc., 421 S. 2nd St., Elkhart.

Mailing Address: Box 28, South Bend, Ind. (46624).

Studio: 3600 Oakland Ave., Elkhart.

Telephone: 219-522-1518, Elkhart; 219-232-2828, South Bend.  
TWX No.: 810-294-2242.

Ownership: John F. Dille Jr., pres., 52.94%; Walter R. Beardsley, 47.06%. Truth Publishing Co. also publishes the Elkhart Truth. Truth Publishing owns 60%, Beardsley 25% and Dille 15% of WKJG-TV, Ft. Wayne (WKJG). Mr. Dille has an interest in a CATV system in Lafayette, Ind.

Began Operation: March 15, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN F. DILLE JR., president.

PAUL C. BRINES, executive vice president.

DON E. FULLER, general manager.

KEN OWENS, administrative assistant.

AL WATERS, national sales manager.

JAMES BLACKLAW, program & operations manager.

ARTHUR C. WHITAKER JR., film director.

LOUIS SWIFT, chief engineer.

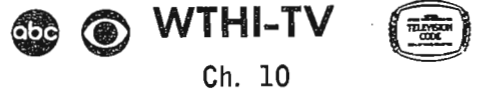
DIGEST OF RATE CARD NO. 15—(June 4, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$120.00	\$120.00
NETWORK BASE HOURLY RATE:	\$475.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Elkhart	35,200	33,100	94
	Fulton	5,200	4,900	95
	Kosciusko	13,500	12,800	95
	La Grange	4,800	4,200	88
	Marshall	10,900	10,400	95
	Pulaski	3,600	3,300	92
	Starke	5,500	5,200	94
	St Joseph	75,600	73,000	97
	MICHIGAN			
Cass	11,900	11,400	96	
St Joseph	14,100	13,600	97	
Between 25-50%	INDIANA			
	La Porte	30,500	29,600	97
	Noble	8,600	8,100	95
MICHIGAN				
Berrien	49,200	47,000	95	
Van Buren	15,800	15,300	97	
Between 5-24%	INDIANA			
	Steuben	4,800	4,600	96
Whitley	6,200	6,000	96	
Station Totals		295,400	282,500	96
Net Weekly Circulation (March 1967)				190,400
Average Daily Circulation (March 1967)				119,700

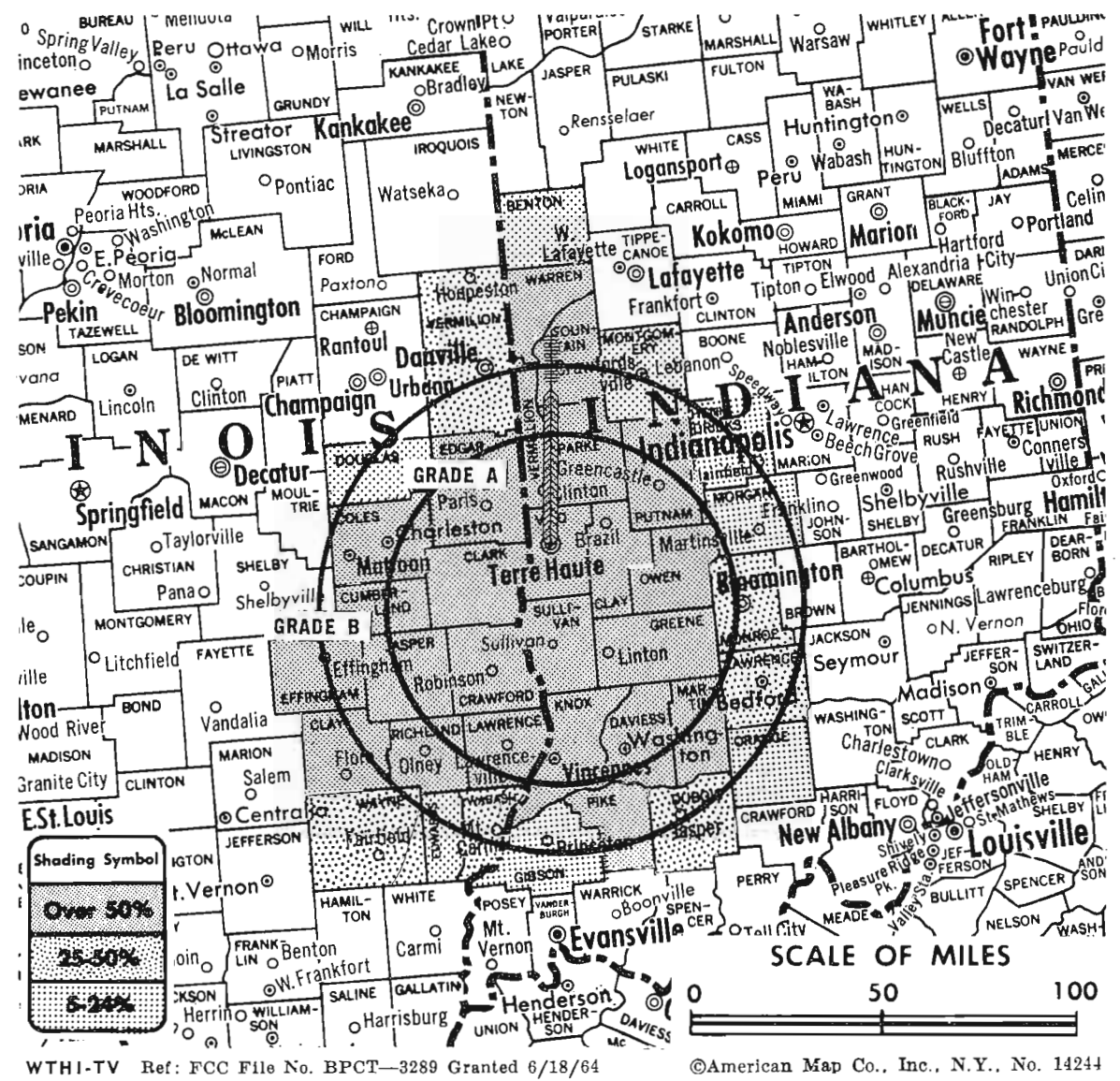
For Color & UHF Penetration by Markets  
See Services Volume

# Indiana—Terre Haute



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.  
 Latitude 39° 14' 36"  
 Longitude 87° 23' 07"  
 Transmitter: E of U.S. 41 & 150, .34-mi. S of Farmersburg, Ind.  
 Studio: 918 Ohio St.  
 AM Affiliate: WTHI, 1-kw, 1480 kc (CBS).  
 FM Affiliate: WTHI-FM, .95-kw, 99.9 mc (No. 260), 420-ft. antenna height.  
 Color: Network, film, slide & tape.  
 News Wire Service: AP.  
 News Film Service: CBS.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



WTHI-TV Ref: FCC File No. BPCT-3289 Granted 6/18/64

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

## WTHI-TV

Network Service: ABC, CBS.  
 Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).  
 Telephone: 232-9481. TWX No.: 812-232-2315.  
 Ownership: Anton Hulman Jr., pres., 80.7%; J. R. Cloutier, treas., 14.1%; Henry P. Smith, 5.2%.  
 Began Operation: July 22, 1954.  
 Represented (sales) by Edward Petry & Co. Inc.  
 Represented (legal) by Haley, Bader & Potts.  
 Represented (engineering) by George C. Davis Consulting Engineers.  
 Personnel:  
 ANTON HULMAN JR., president & general manager.  
 J. R. CLOUTIER, exec. v.p. & treas.  
 BEN FALBER JR., v.p., dir. of operations & film buyer.  
 RUSS ARNOLD, v.p. & chief engineer.  
 R. K. LARR, sales manager.  
 LOU FROEB, promotion & merchandising.

### DIGEST OF RATE CARD NO. II—(Sept. 11, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	Graded rates apply*

\*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$725 (CBS), \$725 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Clark	5,100	4,700	93
	Clay	4,700	4,200	89
	Coles	14,200	13,400	95
	Crawford	6,700	6,300	95
	Cumberland	3,200	2,900	92
	Edgar	7,000	6,600	95

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50% (Continued)</b>	ILLINOIS—(Continued)				
	Effingham	7,000	6,300	90	
	Jasper	3,100	2,900	91	
	Lawrence	5,200	4,900	93	
	Richland	5,000	4,600	92	
<b>Between 25-50%</b>	INDIANA				
	Clay	7,600	7,200	96	
	Daviess	8,400	7,700	92	
	Fountain	6,000	5,700	95	
	Greene	8,000	7,500	94	
	Knox	14,200	13,400	95	
	Martin	2,700	2,500	93	
	Owen	3,800	3,600	95	
	Parke	4,800	4,600	96	
	Pike	3,300	3,000	92	
	Putnam	6,800	6,500	96	
<b>Between 5-24%</b>	Sullivan	7,100	6,800	95	
	Vermillion	5,100	4,800	96	
	Vigo	35,800	34,200	95	
<b>Between 25-50% (Continued)</b>	ILLINOIS				
	Vermilion	32,000	30,400	95	
	Wabash	4,300	4,000	92	
	Wayne	5,500	4,800	88	
	INDIANA				
	Dubois	7,500	6,900	92	
	Lawrence	11,500	10,900	95	
	Monroe	20,700	19,200	93	
	<b>Between 5-24% (Continued)</b>	ILLINOIS			
		Douglas	6,400	6,100	95
		Edwards	2,200	2,000	89
INDIANA					
Benton		3,200	3,000	95	
Gibson		8,600	8,100	94	
<b>Station Totals</b>	Hendricks	14,600	14,200	97	
	Montgomery	10,200	9,800	96	
	Morgan	11,700	11,200	96	
	Orange	5,700	5,300	93	
	Station Totals	321,300	302,400	94	
Net Weekly Circulation (March 1967)			186,100		
Average Daily Circulation (March 1967)			132,100		



# Indiana—Terre Haute



**WTWO**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"  
Longitude 87° 23' 29"

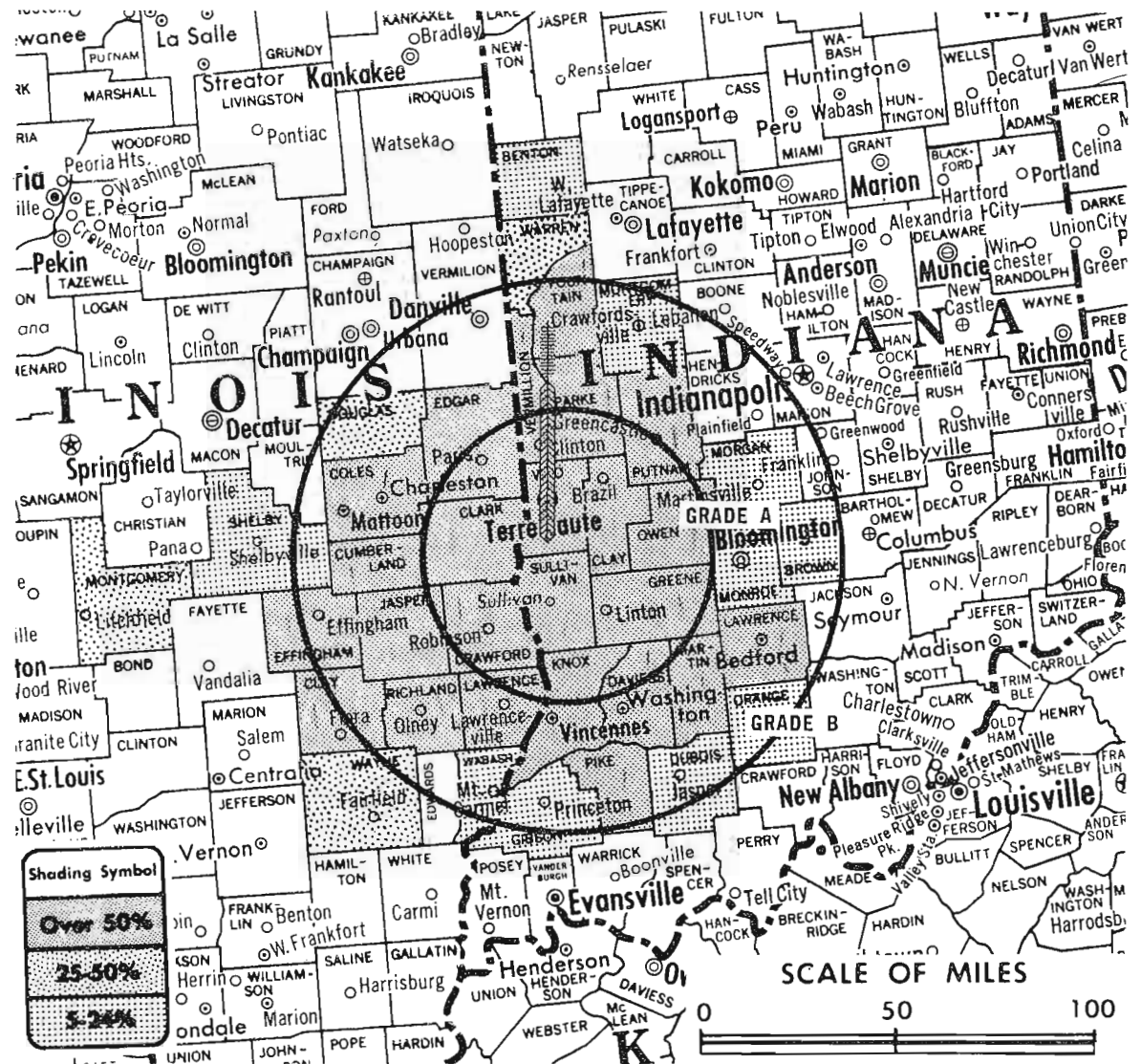
Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Circulation © 1967 American Research Bureau.

WTWO Ref: FCC File No. BMPCT-6077 Granted 4/2/65

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

## WTWO

Network Service: NBC. ABC on per program basis.

Licensee: Illiana Telecasting Corp., P.O. Box 299.

Studio: P.O. Box 299. Telephone: 232-9504.

Ownership: J. R. Livesay, pres., 22.5%; John T. Gelder Jr., exec. v.p., 15.36%; H. Ralph Johnston, secy., .8%; George O. Nichols, treas., 2.1%; George R. Ranes, 11.8%; John A. Templeton, 6.5%; Marshall T. Hubbard, 3.88%; others, none with as much as 5%.

Began Operation: Sept. 1, 1965.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN T. GELDER JR., exec. v.p. & general manager.

ROBERT B. BEALL, sales manager.

WILLIAM EVANS, operations manager.

NILE HUNT, chief engineer.

### DIGEST OF RATE CARD NO. 1—(Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$240.00	Graded rates apply*	

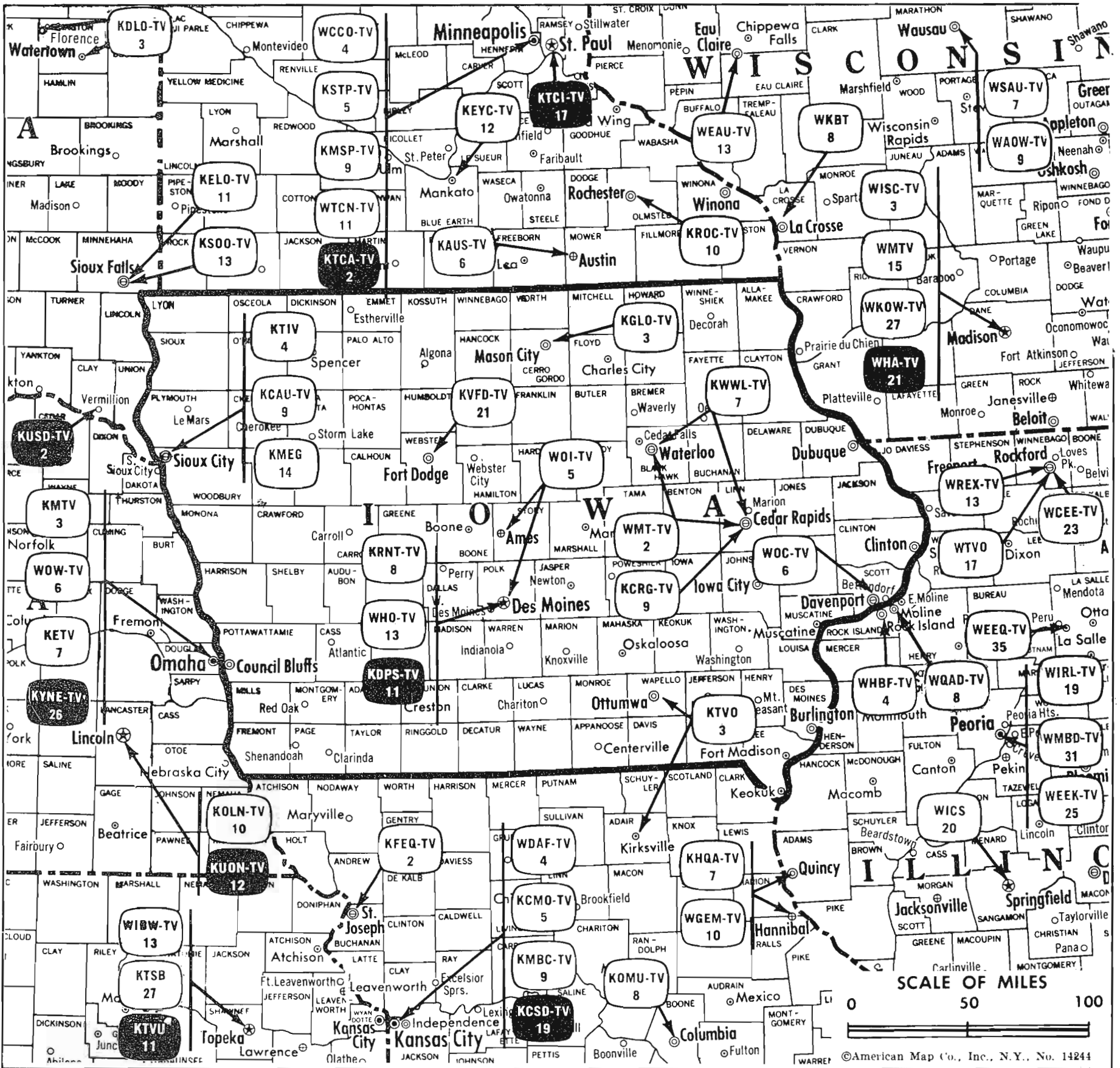
\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$675.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Clark	5,100	4,700	93
	Clay	4,700	4,200	89
	Coles	14,200	13,400	95
	Crawford	6,700	6,300	95
	Cumberland	3,200	2,900	92
	Edgar	7,000	6,600	95
Effingham	7,000	6,300	90	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	ILLINOIS—(Continued)			
	Jasper	3,100	2,900	91
	Lawrence	5,200	4,900	93
	Richland	5,000	4,600	92
	INDIANA			
	Clay	7,600	7,200	96
	Daviess	8,400	7,700	92
	Fountain	6,000	5,700	95
	Greene	8,000	7,500	94
	Knox	14,200	13,400	95
	Lawrence	11,500	10,900	95
	Martin	2,700	2,500	93
	Owen	3,800	3,600	95
	Parke	4,800	4,600	96
	Pike	3,300	3,000	92
	Putnam	6,800	6,500	96
	Sullivan	7,100	6,800	95
Vermillion	5,100	4,800	96	
Vigo	35,800	34,200	95	
<b>Between 25-50%</b>	ILLINOIS			
	Douglas	6,400	6,100	95
	Vermilion	32,000	30,400	95
Wayne	5,500	4,800	88	
INDIANA				
Warren	2,400	2,200	93	
<b>Between 5-24%</b>	ILLINOIS			
	Shelby	7,000	6,400	92
	Wabash	4,300	4,000	92
	INDIANA			
	Benton	3,200	3,000	95
	Brown	2,000	1,900	96
	Dubois	7,500	6,900	92
	Gibson	8,600	8,100	94
	Monroe	20,700	19,200	93
	Montgomery	10,200	9,800	96
Morgan	11,700	11,200	96	
Orange	5,700	5,300	93	
KENTUCKY				
Muhlenberg	7,500	6,800	90	
<b>Station Totals</b>		<b>321,000</b>	<b>301,300</b>	<b>94</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>174,200</b>
<b>Average Daily Circulation (March 1967)</b>				<b>110,600</b>

# Iowa



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Davenport-Rock Island-Moline (Quad City)	300,200	62	507,500	74	482,600	74
Cedar Rapids-Waterloo	260,600	74	571,600	64	542,900	64
Des Moines (incl. Ft. Dodge)	248,300	78	384,100	108	363,900	105
Sioux City	170,800	104	266,500	134	250,300	131
Mason City-Austin-Rochester	164,700	106	415,300	101	391,300	97
Ottumwa	87,000	162	242,800	143	225,900	141

**Iowa Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
Commercial Television Stations	10	2	12
Educational Television Stations	1	0	1
			13

### WMT-TV, Cedar Rapids (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	IOWA			
	Appanoose	5,800	5,300	92
	Floyd	6,200	5,900	94
	Greene	4,100	3,900	96
	Hancock	4,000	3,800	94
	Henry	5,100	4,600	90
	Jasper	11,500	11,100	96
	Muscatine	11,500	11,000	96
	Wapello	14,800	14,000	95
	Winnebago	3,900	3,600	95
	WISCONSIN			
	Lafayette	4,900	4,600	94
	La Crosse	21,800	21,100	97
Vernon	6,700	6,300	94	

### WOC-TV, Davenport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	ILLINOIS			
	Fulton	13,400	12,600	95
	Hancock	7,400	7,000	96
	La Salle	36,800	34,800	95
	Marshall	4,200	3,900	94
	Stephenson	15,300	14,600	95
	IOWA			
	Butler	5,200	4,800	93
	Lee	13,500	12,800	95
	Marshall	12,000	11,700	97
	MISSOURI			
	Schuyler	1,500	1,300	87
	WISCONSIN			
Iowa	5,200	4,900	94	

### KRNT-TV, Des Moines (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	IOWA—(Continued)			
	Hardin	7,900	7,500	95
	Iowa	4,900	4,600	94
	Palo Alto	3,600	3,300	90
	Sac	5,100	4,800	93
	Tama	6,500	6,100	95
	Wapello	14,800	14,000	95
	Winnebago	3,900	3,600	95
	Wright	5,900	5,600	95
	MISSOURI			
	Harrison	3,500	3,200	91
	Schuyler	1,500	1,300	87
	NEBRASKA			
Platte	7,800	7,400	95	

### WOI-TV, Ames-Des Moines (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	IOWA—(Continued)			
	Cass	5,900	5,600	94
	Davis	2,600	2,400	94
	Dickinson	3,800	3,500	92
	Iowa	4,900	4,600	94
	Keokuk	4,900	4,500	92
	Tama	6,500	6,100	95
	Taylor	2,600	2,300	89
	Wapello	14,800	14,000	95
	MISSOURI			
	Mercer	1,700	1,500	88
	WISCONSIN			
	Grant	12,700	11,700	92

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WOI-TV

Ames

(See Des Moines, Ia.)

#### KWWL-TV

Cedar Rapids

(See Waterloo, Ia.)

#### WOW-TV

Council Bluffs

(See Omaha, Neb.)

#### WHBF-TV

Davenport

(See Rock Island, Ill.)

#### WQAD-TV

Davenport

(See Moline, Ill.)

#### KMMT & KROC-TV

Mason City

(See Austin & Rochester, Minn.)

#### KTVO

Ottumwa

(See Kirksville, Mo.)

#### KCRG-TV & WMT-TV

Waterloo

(See Cedar Rapids, Ia.)

State Educational Technical Facilities  
(Complete Data in Educational Directory)

#### KDPS-TV

Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: Des Moines Independent Community School Dist., 1800  
Grand Ave., Des Moines, Ia. (50307).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized  
power: 28.8-kw visual, 5.5-kw aural. Antenna: 320-ft. above av.  
terrain, 407-ft. above ground, 1233-ft. above sea level.

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

# Iowa—Cedar Rapids-Waterloo



**KCRG-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2934-ft. above sea level.

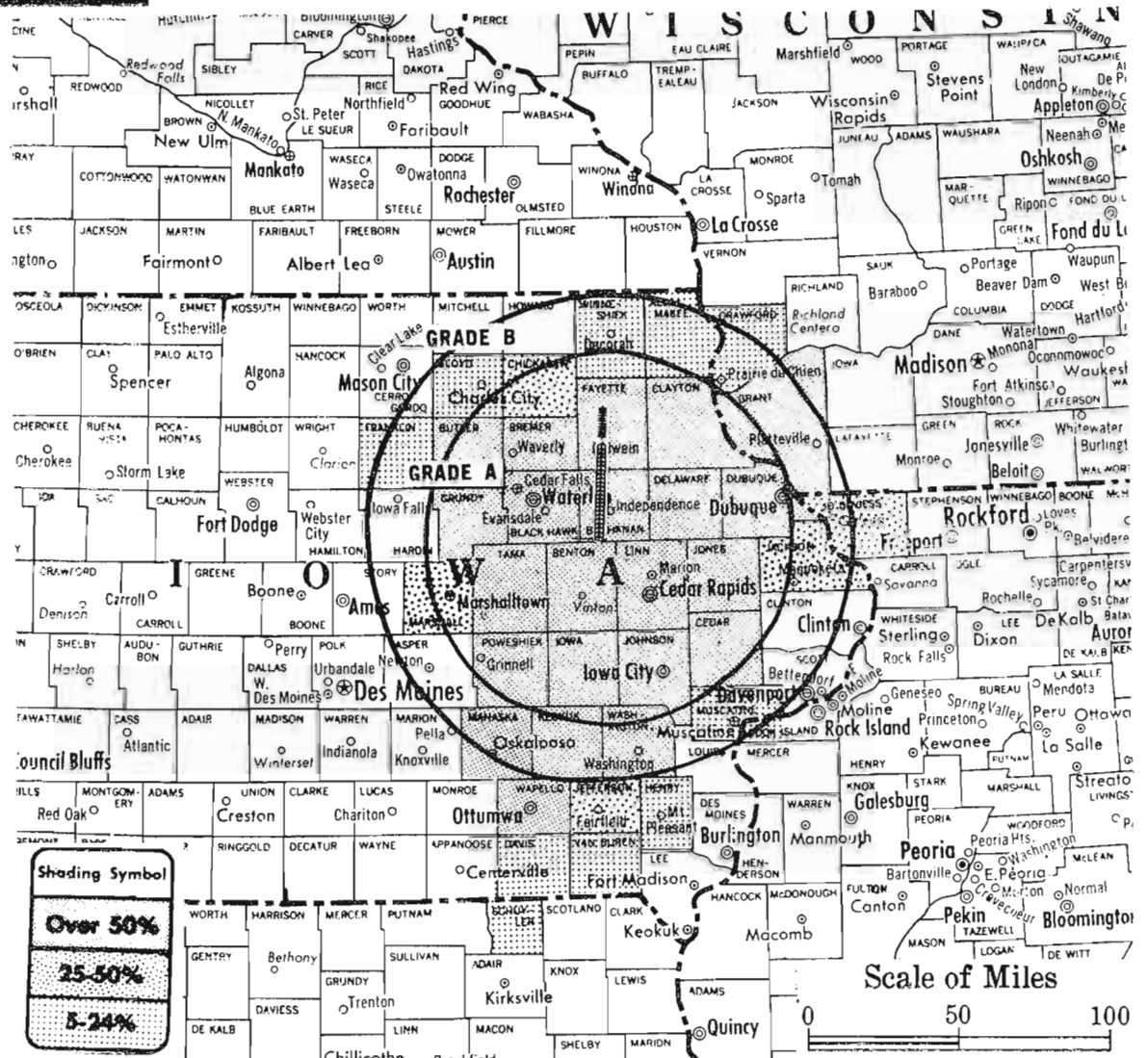
Latitude 42° 18' 59"  
Longitude 91° 51' 31"

Transmitter: 4.5-mi. NW of Walker.  
Color: Network, film, slide & tape.  
News Wire Service: AP.

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

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCRG-TV Ref: FCC File No. BMPCT-6432 Granted 1/11/67 ©American Map Co., Inc., N.Y., No. 14244

## KCRG-TV

Licensee: Cedar Rapids Television Co., First St. at First Ave. S.W., Cedar Rapids, Ia. (52404).

Studio: First St. at First Ave. S.W.

Telephone: 319-364-4194. TWX No.: 910-525-1341.

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

Began Operation: Oct. 15, 1953.

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

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

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOSEPH F. HLADKY JR., president.
- ED LASKO, general manager & film buyer.
- ROLLO FLETCHER, sales manager.
- EDNA A. HERBST, promotion & publicity director.
- RALPH D. WILLEY, operations manager.
- DAVE CARTER, news director.
- ERV SHOEMAKER, creative director.

### DIGEST OF RATE CARD NO. P11—(Sept. 11, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$675.00	\$390.00	\$235.00	\$155.00	\$82.50*

\*Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Benton	7,000	6,700	96
	Black Hawk	39,400	38,000	96
	Bremer	6,600	6,200	94
	Buchanan	5,800	5,500	94
Butler	5,200	4,800	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	IOWA			
	Cedar	5,700	5,400	96
	Clayton	6,800	6,200	91
	Delaware	5,000	4,700	94
	Dubuque	24,800	23,100	93
	Fayette	8,600	8,100	94
	Grundy	4,300	4,100	96
	Iowa	4,900	4,600	94
	Johnson	17,100	15,700	92
	Jones	6,000	5,800	96
	Keokuk	4,900	4,500	92
	Linn	48,900	47,100	96
	Mahaska	7,100	6,600	93
	Poweshiek	5,600	5,300	95
	Tama	6,500	6,100	95
	Wapello	14,800	14,000	95
	Washington	5,800	5,300	91
WISCONSIN	Grant	12,700	11,700	92
<b>Between 25-50%</b>	ILLINOIS			
	Jo Daviess	6,500	6,000	92
	IOWA			
	Chickasaw	4,200	3,900	94
	Jackson	6,300	5,800	93
Jefferson	4,800	4,500	93	
Marshall	12,000	11,700	97	
<b>Between 5-24%</b>	IOWA			
	Allamakee	4,400	4,100	94
	Davis	2,600	2,400	94
	Floyd	6,200	5,900	94
	Franklin	4,400	4,200	96
	Henry	5,100	4,600	90
	Muscatine	11,500	11,000	96
Van Buren	2,900	2,600	91	
Winneshiek	5,700	5,200	92	
MISSOURI	Schuyler	1,500	1,300	87
WISCONSIN	Crawford	3,900	3,700	95
Station Totals		335,500	316,400	94
Net Weekly Circulation (March 1967)				225,000
Average Daily Circulation (March 1967)				139,900



# Iowa—Cedar Rapids-Waterloo



**WMT-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana.

Studio: 600 Old Marion Rd., NE.

Telephone: 319-364-0171.

TWX No.: 910-525-1326.

TV tape: Recording facilities.

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

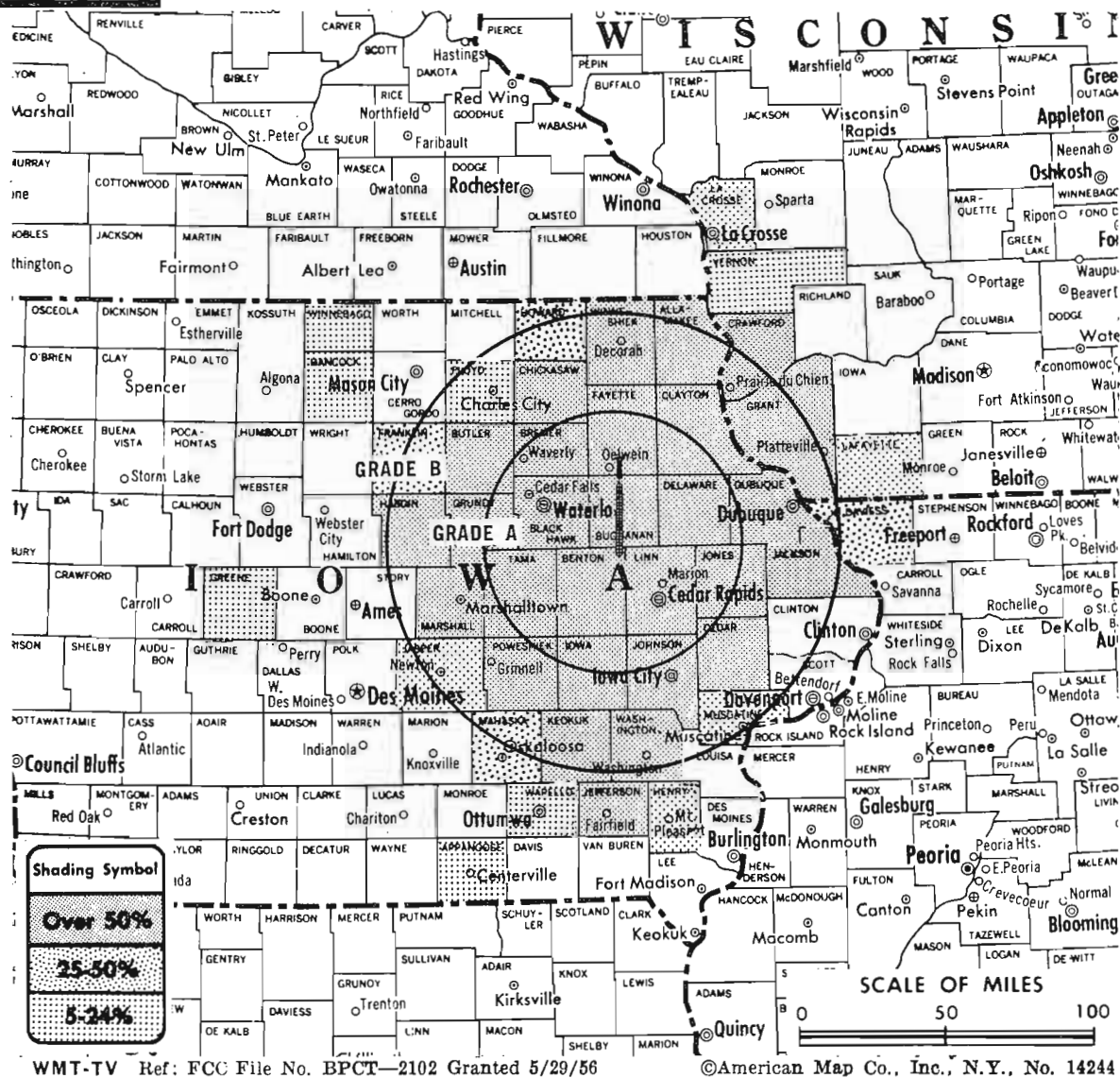
News Wire Service: AP, UPI.

Facsimile Service AP.

AM Affiliate: WMT, 5-kw, 600 kc (CBS). FM Affiliate: WMT-FM, 32-kw, 104.5 mc (No. 283) 540-ft.

Represented (engineering) by David L. Steel Sr.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WMT-TV

Licensee: WMT-TV Inc., Fifth Floor, Paramount Theater Bldg., Cedar Rapids (52406).

Ownership: American Broadcasting Stations Inc., 54%; Wm. B. Quarton, pres., 31%; Lew Van Nostrand, v.p., 5%; Doug Grant, v.p., and others 10%. American Bcstg. Stations, licensee of radios WMT and KWMT, Fort Dodge, Ia., is controlled by voting trust which holds 52.8% of the stock (trustees are Helen Shaffer Mark, Helena Mark Herman & William B. Quarton). WMT-TV Inc. also is part owner of WDIO-TV, Duluth, Minn. For translators, see Services Volume. Note: Sale of WMT-TV, WMT & FM to WAVE Inc. pends.

Began Operation: Sept 30, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

Personnel:

- LEW VAN NOSTRAND, vice president & general manager.
- DOUGLAS B. GRANT, v.p., TV operations & film buyer.
- WILLIAM ALFORD, national sales manager.
- LEO F. COLE, business manager.
- PETER W. DEVEREAUX, promotion manager.
- GRANT PRICE, director news & public affairs.
- BOB NANCE, farm director.
- GEORGE P. HIXENBAUGH, chief engineer.

DIGEST OF RATE CARD NO. A16—(June 1, 1967)

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

Class A—6-10:30 p.m., daily.

\$825.00 \$500.00 ..... Graded rates apply\*

\*Highest rate: \$375.

NETWORK BASE HOURLY RATE: \$925.

For Studio & Mobile Equipment

See Services Volume

Net Weekly Circulation

State County

Total Households

TV Homes %

### IOWA

Allamakee	4,400	4,100	94
Benton	7,000	6,700	96
Black Hawk	39,400	38,000	96
Bremer	6,600	6,200	94
Buchanan	5,800	5,500	94
Butler	5,200	4,800	93
Cedar	5,700	5,400	96
Chickasaw	4,200	3,900	94
Clayton	6,800	6,200	91
Delaware	5,000	4,700	94
Dubuque	24,800	23,100	93
Fayette	8,600	8,100	94
Grundy	4,300	4,100	96
Hardin	7,900	7,500	95
Iowa	4,900	4,600	94
Jackson	6,300	5,800	93
Jefferson	4,800	4,500	93
Johnson	17,100	15,700	92
Jones	6,000	5,800	96
Keokuk	4,900	4,500	92
Linn	48,900	47,100	96
Marshall	12,000	11,700	97
Poweshiek	5,600	5,300	95
Tama	6,500	6,100	95
Washington	5,800	5,300	91
Winneshiek	5,700	5,200	92

### WISCONSIN

Crawford	3,900	3,700	95
Grant	12,700	11,700	92

### ILLINOIS

Jo Daviess	6,500	6,000	92
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Between 25-50%

### IOWA

Franklin	4,400	4,200	96
Howard	4,000	3,600	89
Mahaska	7,100	6,600	93

(Continued on page 249-b)

Station Totals	403,100	380,900	94
Net Weekly Circulation (March 1967)			260,600
Average Daily Circulation (March 1967)			204,800

# Iowa—Davenport



**WOC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 942-ft. above av. terrain, 978-ft. above ground, 1645-ft. above sea level.

Latitude 41° 32' 51"  
Longitude 90° 28' 36"

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

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

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

FM Affiliate: WOC-FM, 43-kw, 103.7 mc (No. 279), 860-ft. antenna height.

Total Households: © SRDS

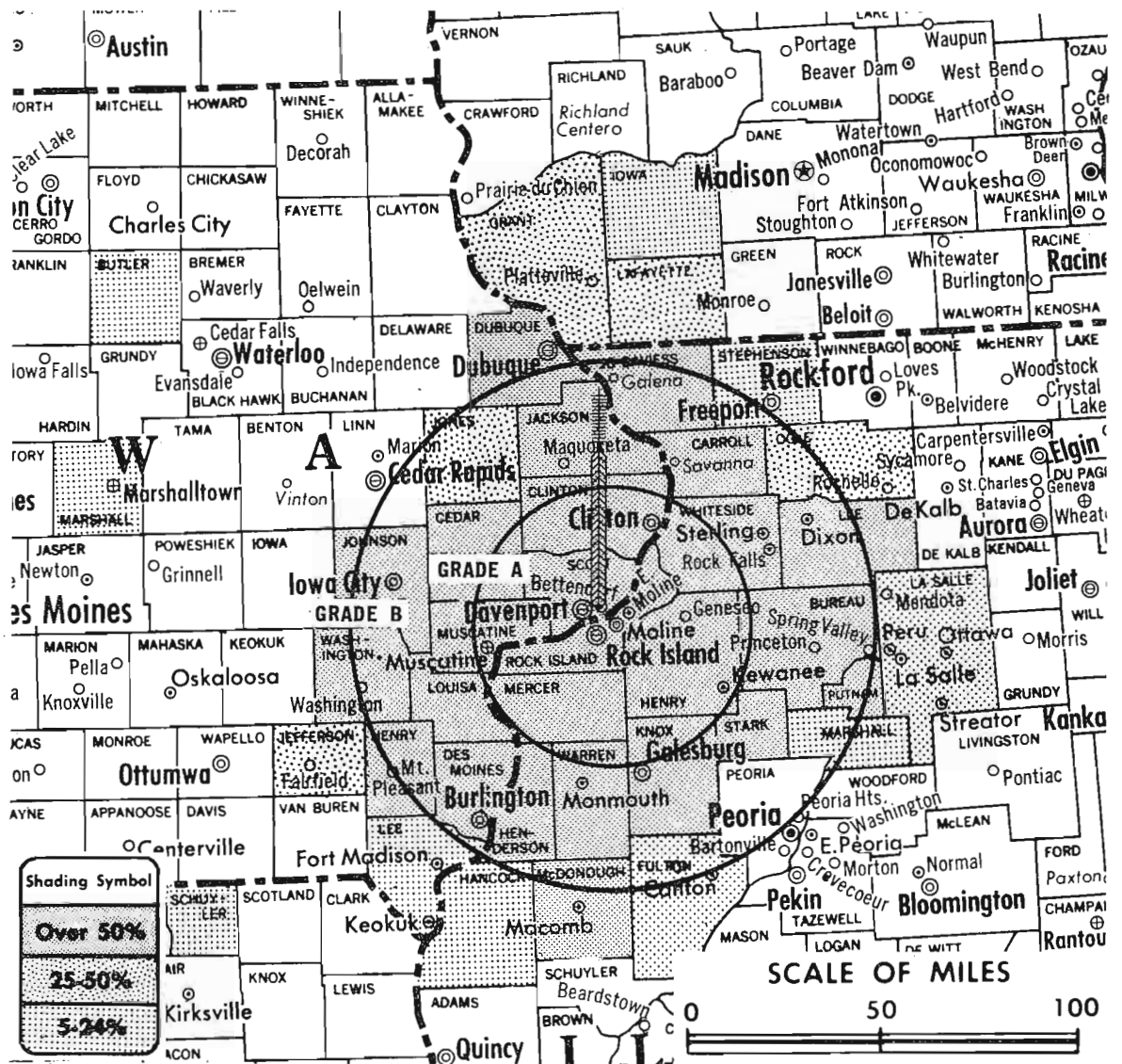
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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

## WOC-TV

Licensee: WOC Broadcasting Co., 805 Brady St., Davenport, Ia. (52808).

Studio: 805 Brady St.

Telephone: 319-324-1661.

TWX No.: 319-322-0085.

Ownership: WOC Bcstg. Co. is wholly-owned subsidiary of Palmer Bcstg. Co., which owns WHO-TV & WHO, Des Moines. For other interests, see WHO-TV.

Began Operation: Oct. 31, 1949.

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

D. D. PALMER, president & treasurer.  
WILLIAM D. WAGNER, v.p. & secretary.  
ROBERT H. KRIEGHOFF, general manager.  
HAROLD R. HEATH, sales manager.  
ED ZACK, program director.  
JACK THOMSEN, news director.  
PAUL ARVIDSON, director of engineering.

### DIGEST OF RATE CARD NO. 16A (Feb. 1, 1967)

Hour	30 Min.	15 Min.	30 Sec. or more	20 Sec.	ID	
Class AA—7-9:30 p.m., daily.	\$1100.00	\$660.00	\$400.00	\$325.00*	\$230.00*	\$115.00*

\*Class AA—6:29-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Bureau	11,800	11,200	95
	Carroll	6,100	5,900	96
	Henderson	2,600	2,400	93
	Henry	16,400	15,800	96
	Jo Daviess	6,500	6,000	92
	Knox	20,200	19,500	97
	Lee	10,800	10,400	96
	Mc Donough	9,300	8,800	95
	Mercer	5,200	5,000	97
	Putnam	1,500	1,300	91
	Rock Island	49,500	48,200	97
	Stark	2,300	2,200	96
	Warren	6,600	6,300	96
	Whiteside	19,800	18,900	96
	IOWA			
	Cedar	5,700	5,400	96
Clinton	17,900	17,300	97	
Des Moines	14,900	14,100	95	
Dubuque	24,800	23,100	93	
Henry	5,100	4,600	90	
Jackson	6,300	5,800	93	
Johnson	17,100	15,700	92	
Louisa	2,700	2,500	94	
Muscatine	11,500	11,000	96	
Scott	38,700	37,200	96	
Washington	5,800	5,300	91	
<b>Between 25-50%</b>	ILLINOIS			
	Ogle	12,600	12,000	95
	IOWA			
	Jefferson	4,800	4,500	93
Jones	6,000	5,800	96	
WISCONSIN				
Grant	12,700	11,700	92	
Lafayette	4,900	4,600	94	

(Continued on page 249-b)

Station Totals	474,600	450,900	95
Net Weekly Circulation (March 1967)			300,200
Average Daily Circulation (March 1967)			228,000

# Iowa—Des Moines



**KRNT-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level.

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

Transmitter: KRNT Center, Ninth & Pleasant Sts.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

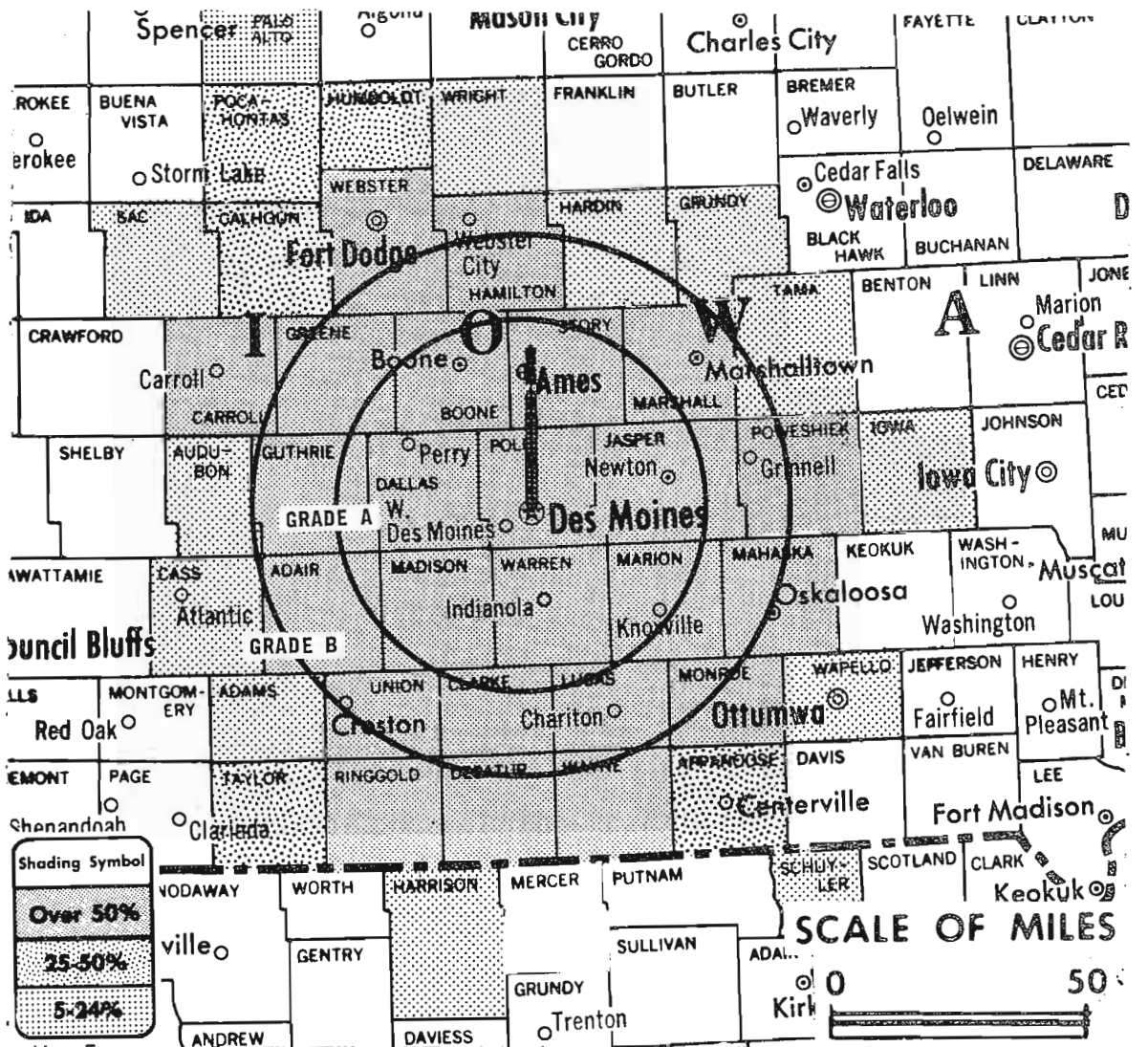
AM Affiliate: KRNT, 5-kw, 1350 kc (CBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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

## KRNT-TV

Licensee: Cowles Communications Inc., 9th & Pleasant Sts.

Studio: KRNT Center, Ninth & Pleasant Sts.

Telephone: 515-243-4141.

Ownership: Cowles Communications, 100%. Cowles Communications also owns 100% of radio affiliate KRNT; WREC-TV, Memphis, Tenn. (WREC) and WESH-TV, Daytona Beach-Orlando, Fla. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 80% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times. Gardner Cowles owns controlling interest in Fort Pierce (Fla.) News-Tribune. Cowles family also controls Look magazine, which in turn, is the majority owner of San Juan (P.R.) Star.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Lohnes & Culver.

Personnel:

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

### DIGEST OF RATE CARD NO. A11

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10:30 p.m., daily.  
\$725.00 \$440.00 \$295.00 \$215.00 Graded rates apply\*

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$825.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Adair	2,900	2,800	96
	Boone	8,200	7,800	96
	Carroll	6,800	6,600	96
	Clarke	2,300	2,100	93
	Dallas	7,900	7,500	95
	Decatur	2,600	2,200	88
	Greene	4,100	3,900	96
	Guthrie	3,800	3,600	94
	Hamilton	6,100	5,800	95
	Jasper	11,500	11,100	96
	Lucas	3,100	2,800	90
	Madison	3,700	3,500	96
	Mahaska	7,100	6,600	93
	Marion	7,700	7,200	94
	Marshall	12,000	11,700	97
	Monroe	2,700	2,500	94
	Polk	93,700	90,100	96
	Poweshiek	5,600	5,300	95
	Ringgold	2,000	1,900	94
Story	15,400	14,600	95	
Union	3,900	3,600	93	
Warren	6,600	6,300	96	
Wayne	2,700	2,500	90	
Webster	15,200	14,400	95	
<b>Between 25-50%</b>	IOWA			
	Appanoose	5,800	5,300	92
	Calhoun	4,800	4,600	94
	Humboldt	3,900	3,600	93
	Pocahontas	3,600	3,400	94
Taylor	2,600	2,300	89	
<b>Between 5-24%</b>	IOWA			
	Adams	2,000	1,800	90
	Audubon	3,000	2,800	96
	Cass	5,900	5,600	94
Grundy	4,300	4,100	96	
(Continued on page 249-b)				
Station Totals		338,900	321,300	95
Net Weekly Circulation (March 1967)				230,800
Average Daily Circulation (March 1967)				184,200



# Iowa—Des Moines



**WHO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level.

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

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

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

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

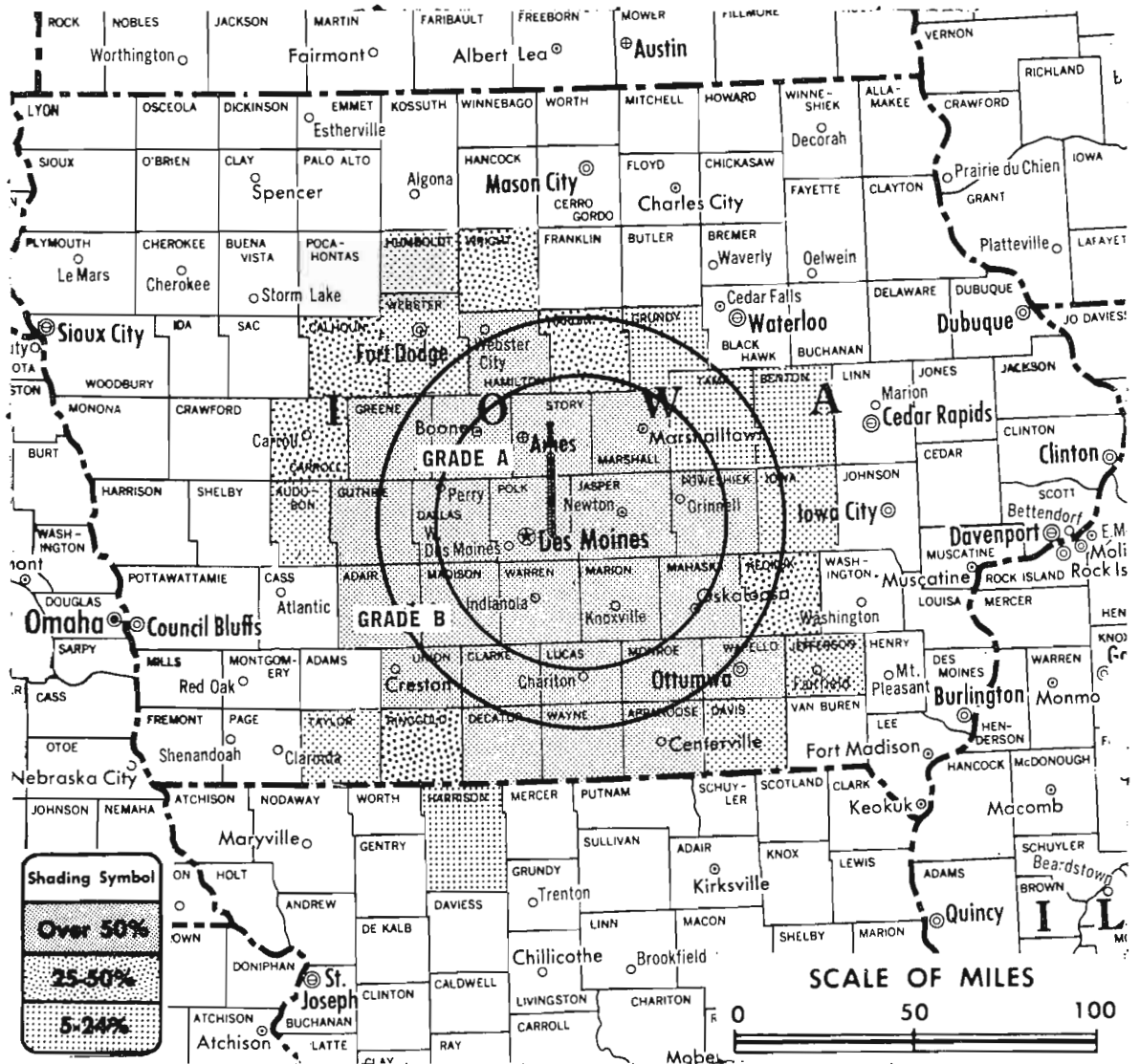
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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## WHO-TV

Licensee: Palmer Bcstg. Co., 1100 Walnut St., Des Moines, Ia. (50308). Studio: 1100 Walnut St.

Telephone: 515-288-6511. TWX No.: 910-520-2549.

Ownership: Dr. D. D. Palmer, pres. & treas., 72.75%; Paul A. Loyet, v.p. & dir. of engineering, 3.12%; Wm. D. Wagner, v.p. & secy., 18.03% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa (WOC-TV, WOC & WOC-FM); CATV systems in Palm Desert, Cal. and Naples, Fla.

Began Operation: April 15, 1954

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

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- DAVID D. PALMER, president & treasurer.
- PAUL A. LOYET, v.p. & dir. of engineering.
- WILLIAM D. WAGNER, v.p. & secretary.
- ROBERT H. HARTER, v.p. & general manager.
- GEORGE C. CARPENTER, sales manager.
- ALVIN H. BARCHESKI, program director.
- WARD E. McCLEARY, promotion manager.
- WAYNE J. BLICK, auditor & assistant secretary.
- ROY W. PRATT, chief engineer.

### DIGEST OF RATE CARD NO. 10B—(June 1, 1967)

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

Class AA—6:30-10 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$250.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Adair	2,900	2,800	96
	Appanoose	5,800	5,300	92
	Boone	8,200	7,800	96
	Clarke	2,300	2,100	93
Dallas	7,900	7,500	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA—(Continued)</b>				
<b>Over 50%</b>	Decatur	2,600	2,200	88
	Greene	4,100	3,900	96
	Guthrie	3,800	3,600	94
	Hamilton	6,100	5,800	95
	Jasper	11,500	11,100	96
	Lucas	3,100	2,800	90
	Madison	3,700	3,500	96
	Mahaska	7,100	6,600	93
	Marion	7,700	7,200	94
	Marshall	12,000	11,700	97
	Monroe	2,700	2,500	94
	Polk	93,700	90,100	96
	Poweshiek	5,600	5,300	95
	Story	15,400	14,600	95
	Union	3,900	3,600	93
	Wapello	14,800	14,000	95
	Warren	6,600	6,300	96
Wayne	2,700	2,500	90	
<b>Between 25-50%</b>	IOWA			
	Calhoun	4,800	4,600	94
	Carroll	6,800	6,600	96
	Hardin	7,900	7,500	95
	Keokuk	4,900	4,500	92
	Ringgold	2,000	1,900	94
Wright	5,900	5,600	95	
<b>Between 5-24%</b>	IOWA			
	Audubon	3,000	2,800	96
	Benton	7,000	6,700	96
	Davis	2,600	2,400	94
	Grundy	4,300	4,100	96
	Humboldt	3,900	3,600	93
	Iowa	4,900	4,600	94
	Jefferson	4,800	4,500	93
	Tama	6,500	6,100	95
	Taylor	2,600	2,300	89
Webster	15,200	14,400	95	
<b>MISSOURI</b>	Harrison	3,500	3,200	91
	Station Totals	324,800	308,200	95
Net Weekly Circulation (March 1967)				226,100
Average Daily Circulation (March 1967)				161,400



# Iowa—Ames-Des Moines



**WOI-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level.

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

Transmitter: 4 miles SW of Ames.

Studio: WOI-TV Bldg.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

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

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

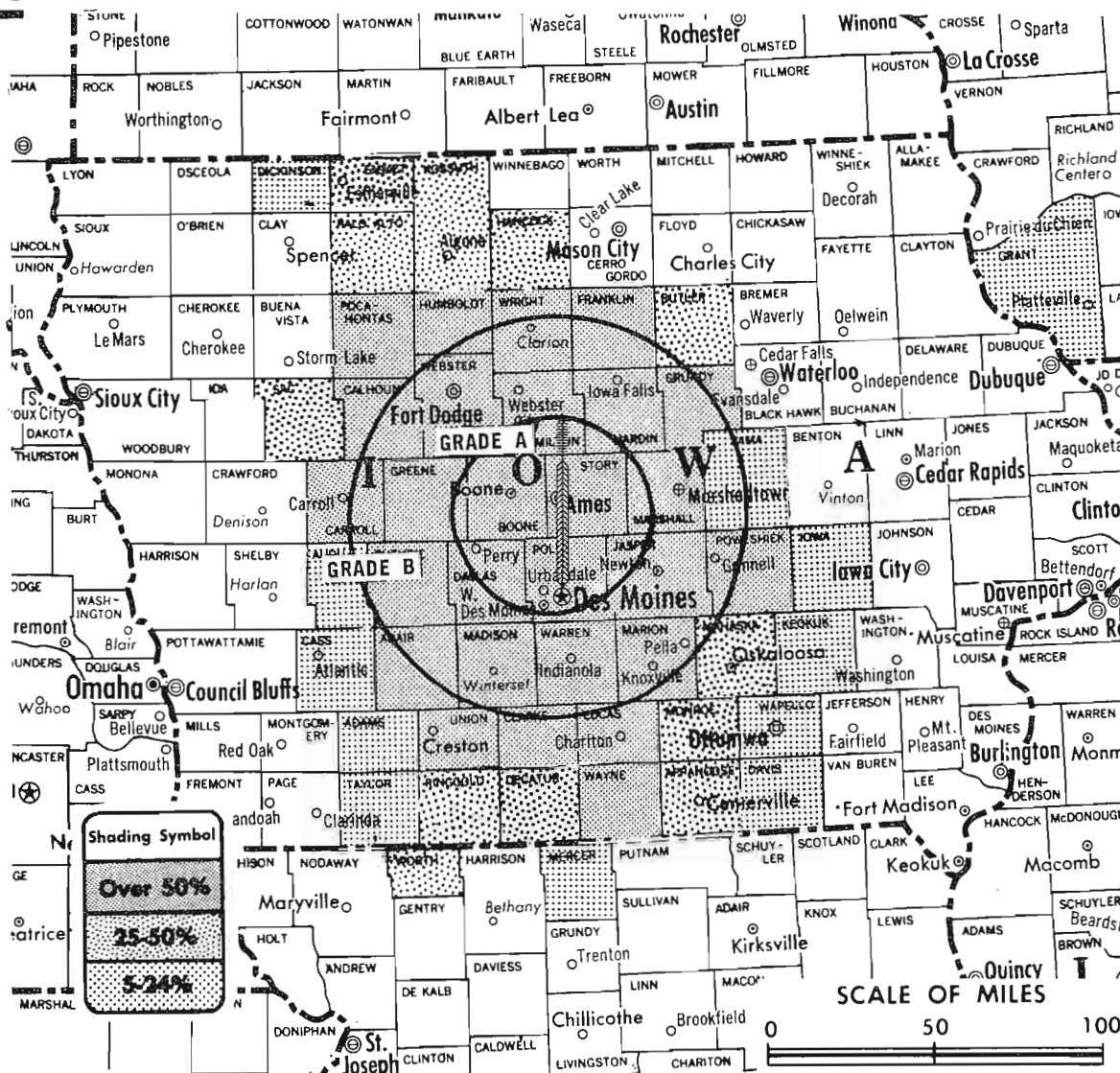
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WOI-TV Ref: FCC File No. BMPCT-1236 Granted 8/5/53

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

## WOI-TV

Licensee: Iowa State University of Science & Technology, Ames, Ia. (50010).

Telephone: 515-294-5555. TWX No.: 910-520-1152.

Began Operation: Feb 21, 1950.

Represented (sales) by H-R Television Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Jansky & Bailey.

Personnel:

- DR. ROBERT PARKS, president of Iowa State University.
- ROBERT C. MULHALL, general manager & film buyer.
- JAMES H. DAVIS, assoc. general manager.
- TED TOSTLEBE, commercial manager.
- JOHN VOIGT, sales service & promotion manager.
- ROBERT DAVY, dir. of program development & production.
- JANIS MARVIN, traffic & merchandising manager.
- DON MIMNAUGH, film director.
- WILLIAM MILLDYKE, news manager.
- KEITH KETCHAM, chief engineer.

### DIGEST OF RATE CARD NO. 13 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. & Sun.  
\$800.00 \$480.00 \$320.00 \$240.00 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Adair	2,900	2,800	96
	Boone	8,200	7,800	96
	Calhoun	4,800	4,600	94
	Carroll	6,800	6,600	96
	Clarke	2,300	2,100	93
	Dallas	7,900	7,500	95
	Franklin	4,400	4,200	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA—(Continued)			
	Greene	4,100	3,900	96
	Grundy	4,300	4,100	96
	Guthrie	3,800	3,600	94
	Hamilton	6,100	5,800	95
	Hardin	7,900	7,500	95
	Humboldt	3,900	3,600	93
	Jasper	11,500	11,100	96
	Lucas	3,100	2,800	90
	Madison	3,700	3,500	96
	Marion	7,700	7,200	94
	Marshall	12,000	11,700	97
	Pocahontas	3,600	3,400	94
	Polk	93,700	90,100	96
	Poweshiek	5,600	5,300	95
	Story	15,400	14,600	95
	Union	3,900	3,600	93
	Warren	6,600	6,300	96
Wayne	2,700	2,500	90	
Webster	15,200	14,400	95	
Wright	5,900	5,600	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	IOWA			
	Appanoose	5,800	5,300	92
	Butler	5,200	4,800	93
	Decatur	2,600	2,200	88
	Emmet	4,300	3,800	88
	Hancock	4,000	3,800	94
	Kossuth	6,900	6,600	96
	Mahaska	7,100	6,600	93
	Monroe	2,700	2,500	94
	Palo Alto	3,600	3,300	90
Ringgold	2,000	1,900	94	
Sac	5,100	4,800	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MISSOURI</b>	Worth	1,100	1,000	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	IOWA			
	Adams	2,000	1,800	90
	Audubon	3,000	2,800	96

(Continued on page 249-b)

Station Totals	373,800	353,600	95
Net Weekly Circulation (March 1967)			248,300
Average Daily Circulation (March 1967)			157,900

# Iowa—Fort Dodge



**KVFD-TV**

Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 330.1-kw, maximum and 170-kw horizontal visual, 19-kw aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level.

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

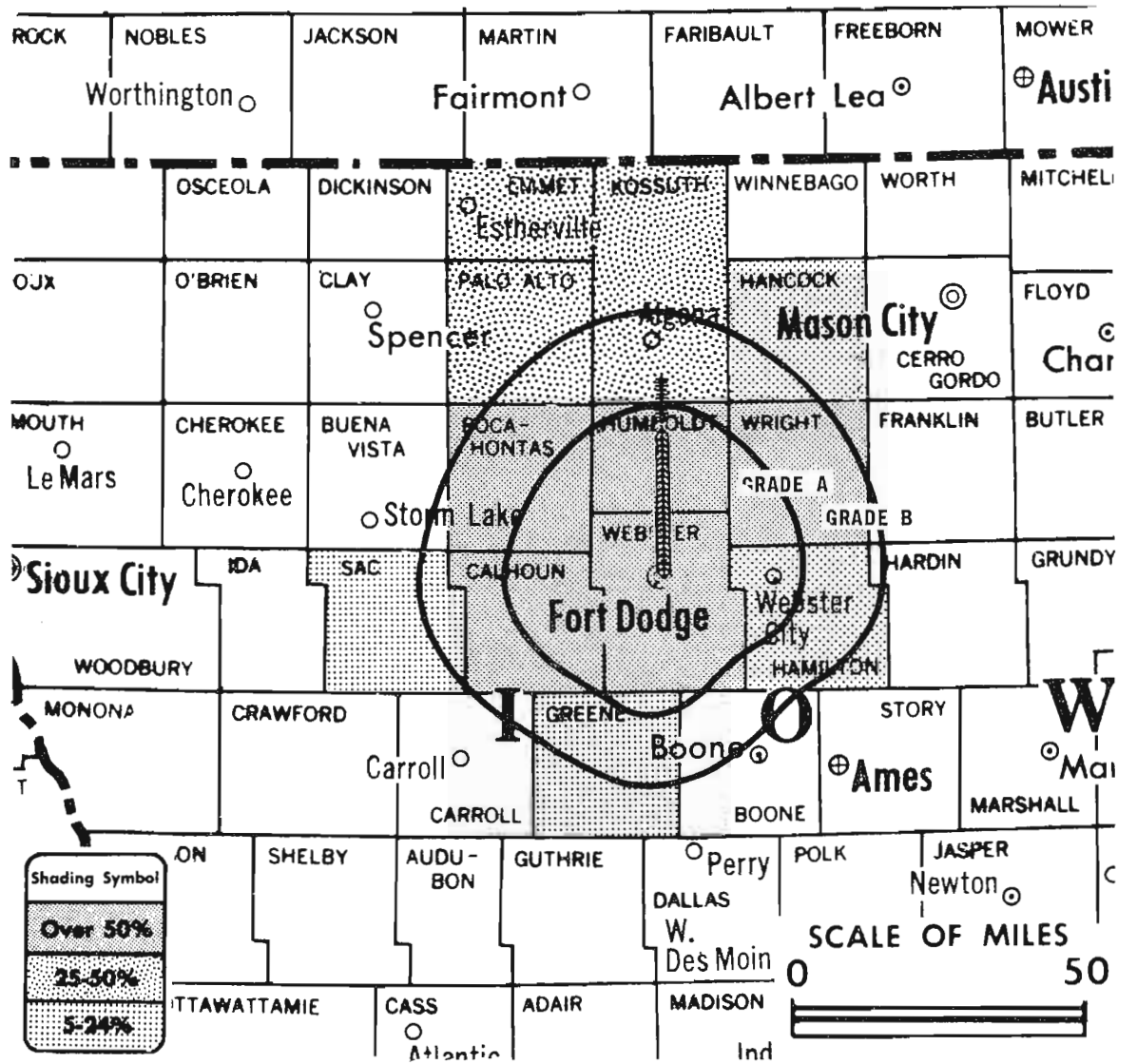
Transmitter: Television Square, Fort Dodge.

Color: Network, film & slide.

News Wire Service: AP.

AM Affiliate: KVFD, 1-kw (.25-kw night), 1400 kc (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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

## KVFD-TV

Licensee: Northwest Television Co., 912 First Ave. S., Fort Dodge, Ia. (50501).

Studio: Television Square, Fort Dodge.

Telephone: 515-573-4121.

Ownership: Edward Breen, pres., 15.0%; George Haire, v.p., 1.4%; Robert Kelley, secy., .41%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 23, 1953.

Represented (sales) by Howard Television.

Personnel:

EDWARD BREEN, president & film buyer.  
EVE RUBENSTEIN, sales manager.  
VINCE FLEMING, program director.  
DAVID SINCLAIR, chief engineer.

### DIGEST OF RATE CARD NO. 5

(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$170.00	\$115.00	\$90.00	\$60.00	\$50.00	\$40.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Calhoun	4,800	4,600	94
	Humboldt	3,900	3,600	93
	Pocahontas	3,600	3,400	94
	Webster	15,200	14,400	95
Wright	5,900	5,600	95	
<b>Between 25-50%</b>	IOWA			
	Emmet	4,300	3,800	88
	Kossuth	6,900	6,600	96
Palo Alto	3,600	3,300	90	
<b>Between 5-24%</b>	IOWA			
	Greene	4,100	3,900	96
	Hamilton	6,100	5,800	95
	Hancock	4,000	3,800	94
Sac	5,100	4,800	93	
Station Totals		67,500	63,600	94
Net Weekly Circulation (March 1967)				32,500
Average Daily Circulation (March 1967)				22,300

For ARB County-by-County Data  
See Services Volume

# Iowa—Mason City



**KGLO-TV**



Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1510-ft. above av. terrain, 1524.5-ft. above ground, 2758.4-ft. above sea level.

Latitude 43° 12' 25"  
Longitude 92° 50' 00"

**Transmitter:** 4-mi. E of St. Ausgar, Ia.

**Studio:** 2nd & Pennsylvania Ave.

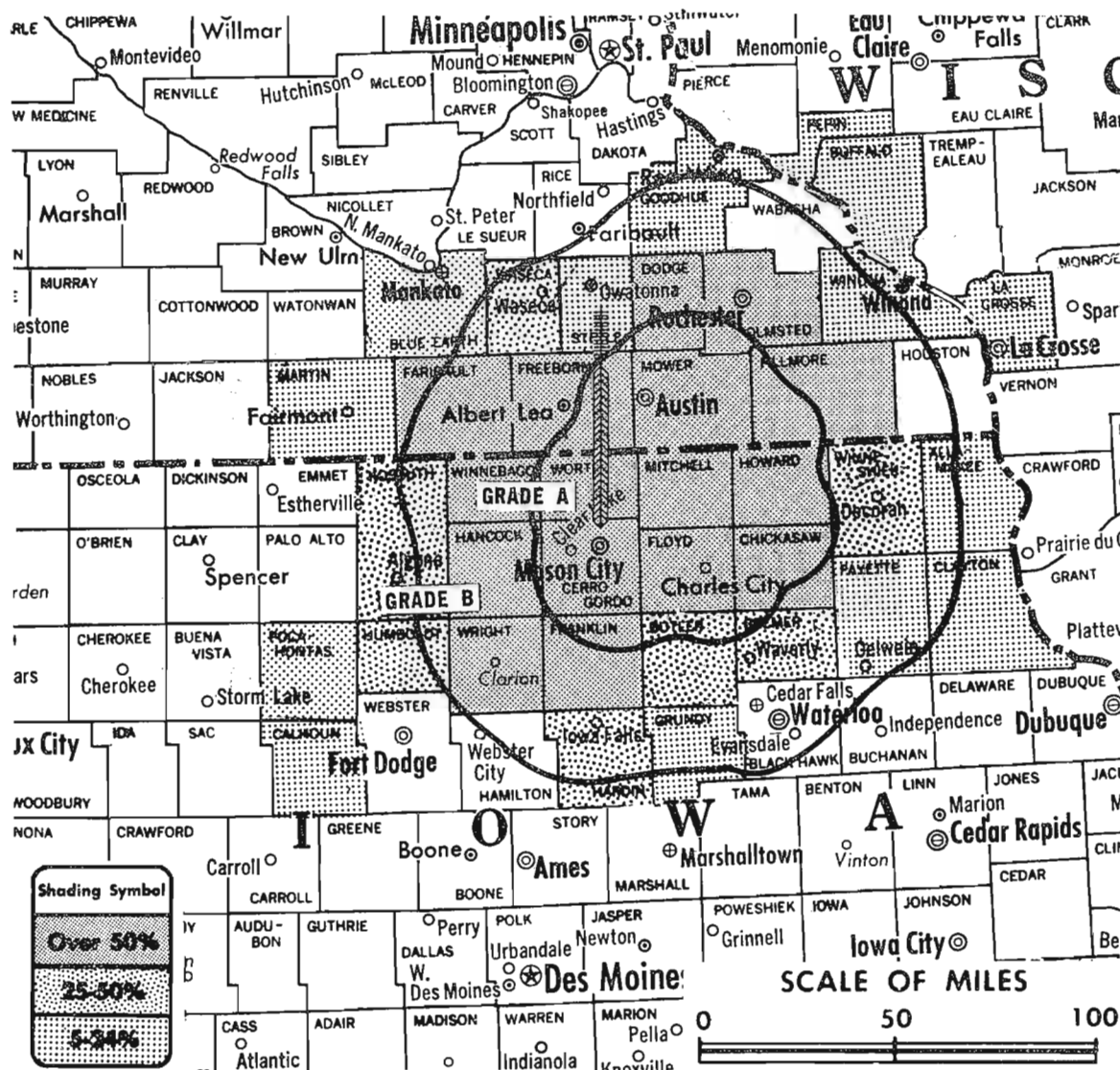
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** CBS.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KGLO-TV Ref: FCC File No. BPCT-3275 Granted 3/10/65

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

## KGLO-TV

Licensee: Lee Enterprises Inc., 2nd & Pennsylvania Ave. (50401).

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

Ownership: Lee Enterprises Inc. See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: May 15, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

WALTER J. ROTHSCHILD, vice president & general manager.  
LLOYD LOERS, station manager.  
ROBERT G. FRUEHE, national sales manager.  
DOUGLAS F. SHERWIN, program manager & film buyer.  
BART CURRAN, production director.  
KEN KEW, news manager.  
DON MEINERT, farm director.  
ROGER SAWYER, chief engineer.

### DIGEST OF RATE CARD NO. 12\*—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	40 Sec.	20 Sec.	10 Sec.
Class 1—6:59-10:01 p.m., daily.	\$605.00	\$363.00	\$242.00	\$182.00	\$138.00	\$83.00

\*Sold nationally in combination with KEYC-TV Mankato, Minn.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Cerro Gordo	16,300	15,500	96
	Chickasaw	4,200	3,900	94
	Floyd	6,200	5,900	94
	Franklin	4,400	4,200	96
	Hancock	4,000	3,800	94
	Howard	4,000	3,600	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
	IOWA—(Continued)			
	Mitchell	4,000	3,800	95
	Winnebago	3,900	3,600	95
	Worth	2,700	2,600	95
	Wright	5,900	5,600	95
<b>Over 50% (Continued)</b>	MINNESOTA			
	Dodge	3,700	3,400	92
	Faribault	6,800	6,300	94
	Fillmore	6,700	6,300	94
	Freeborn	11,500	10,900	95
	Mower	14,600	13,900	96
	Olmsted	21,200	20,200	95
<b>Between 25-50%</b>	IOWA			
	Bremer	6,600	6,200	94
	Butler	5,200	4,800	93
	Hardin	7,900	7,500	95
	Humboldt	3,900	3,600	93
	Kossuth	6,900	6,600	96
	Winneshiek	5,700	5,200	92
	MINNESOTA			
	Waseca	4,900	4,700	94
<b>Between 5-24%</b>	IOWA			
	Allamakee	4,400	4,100	94
	Calhoun	4,800	4,600	94
	Clayton	6,800	6,200	91
	Fayette	8,600	8,100	94
	Grundy	4,300	4,100	96
	Pocahontas	3,600	3,400	94
	MINNESOTA			
	Blue Earth	13,400	12,400	93
	Goodhue	9,900	9,400	94
	Martin	8,300	7,700	93
	Steele	7,900	7,500	95
	Winona	11,700	10,800	92
	WISCONSIN			
	Buffalo	3,800	3,600	94
	La Crosse	21,800	21,100	97
	Pepin	2,000	1,800	93
<b>Station Totals</b>		<b>272,500</b>	<b>256,900</b>	<b>94</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>126,900</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>88,100</b>	

# Iowa—Sioux City



**KCAU-TV**

(formerly KVTM)

Ch. 9



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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.

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

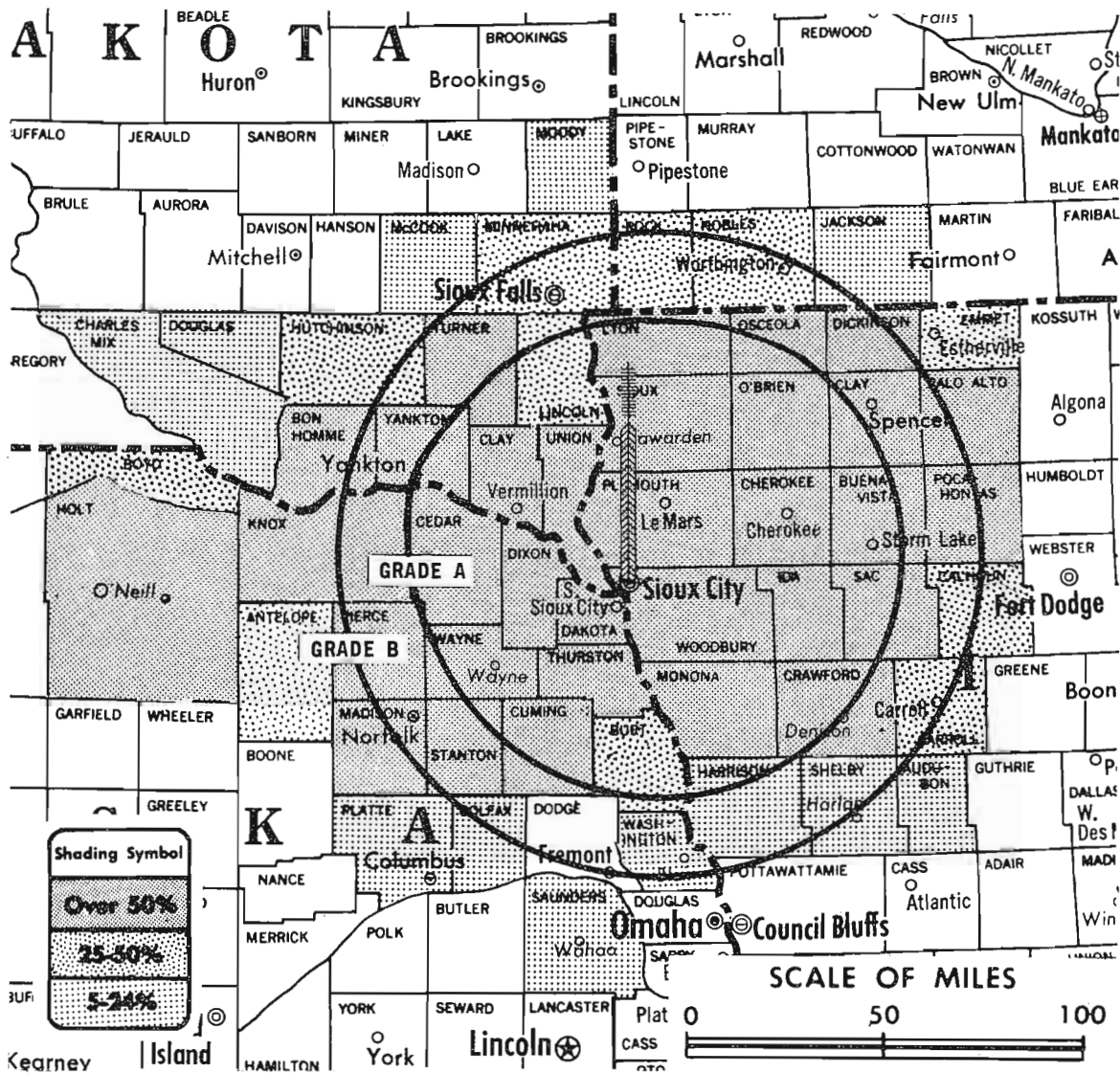
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KCAU-TV Ref: FCC File No. BPCT-3128 Granted 1/19/65

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

## KCAU-TV

Network Service: ABC.

Licensee: Forward of Iowa Inc., 7th & Douglas Sts. (51101).

Studio: TV Theatre, 7th & Douglas Sts.

Telephone: 712-277-2345.

Ownership: Forward Communications Corp., see WSAU-TV, Wausau, Wis.

Began Operation: March 29, 1953. Sale to present owner by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (Television Digest, Vol. 5:30) Sale to People's by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (Vol. 13:41, 44, 49).

Represented (sales) by The Meeker Co.; Harry S. Hyett Co. Inc. (Minneapolis); Busby, Finch & Woods Inc. (South & SW).

Represented (legal) by McKenna & Wilkinson.

Personnel:

- WILLIAM F. TURNER, exec. vice president & general manager.
- CLAIR W. GILES, assistant general manager.
- PAUL J. O'BRYAN JR., local sales manager.
- DAVID L. SLATER, operations manager.
- GIL BENNETT, production director.
- CHARLES HARNESS, news director.
- GLENN LARSEN, technical director.
- CARL MORRIS, film director.
- DEL BENJAMIN, promotion manager.
- PAT FRANCIS, traffic manager.

### DIGEST OF RATE CARD NO. 13

(Oct. 1, 1967)

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

Class AA—7-10 p.m., daily.

\$475.00 \$290.00 \$190.00 \$150.00 \$120.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$900.

For Group Ownership of Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>IOWA</b>			
	Buena Vista	6,400	6,100	95
	Cherokee	5,100	4,800	95
	Clay	5,700	5,200	92
	Crawford	5,800	5,500	95
	Dickinson	3,800	3,500	92
	Ida	2,900	2,700	95
	Lyon	4,000	3,700	93
	Monona	3,600	3,400	94
	Osceola	2,900	2,700	93
	O'Brien	5,600	5,400	96
	Palo Alto	3,600	3,300	90
	Plymouth	6,600	6,300	96
	Pocahontas	3,600	3,400	94
	Sac	5,100	4,800	93
	Sioux	7,200	6,500	90
	Woodbury	34,500	33,100	96
<b>Over 50%</b>	<b>NEBRASKA</b>			
	Cedar	3,700	3,500	95
	Cuming	3,600	3,400	93
	Dakota	4,000	3,900	97
	Dixon	2,100	2,000	96
	Holt	4,100	3,400	83
	Knox	3,800	3,200	86
	Madison	8,200	7,400	91
	Pierce	2,600	2,400	94
	Stanton	1,700	1,500	90
	Thurston	1,600	1,400	92
	Wayne	3,000	2,900	97
	<b>SOUTH DAKOTA</b>			
	Bon Homme	2,800	2,500	89
	Clay	3,100	2,900	94
	Turner	3,500	3,300	94
	Union	3,000	2,900	97
	Yankton	4,900	4,500	93
<b>Between 25-50%</b>	<b>IOWA</b>			
	Calhoun	4,800	4,600	94
	Carroll	6,800	6,600	96
	(Continued on page 262-b)			
<b>Station Totals</b>		<b>280,000</b>	<b>262,200</b>	<b>94</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>169,482</b>
<b>Average Daily Circulation (March 1967)</b>				<b>123,169</b>



# Iowa—Sioux City



**KMEG**

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural, 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.  
 Latitude 42° 30' 53"  
 Longitude 96° 18' 14"

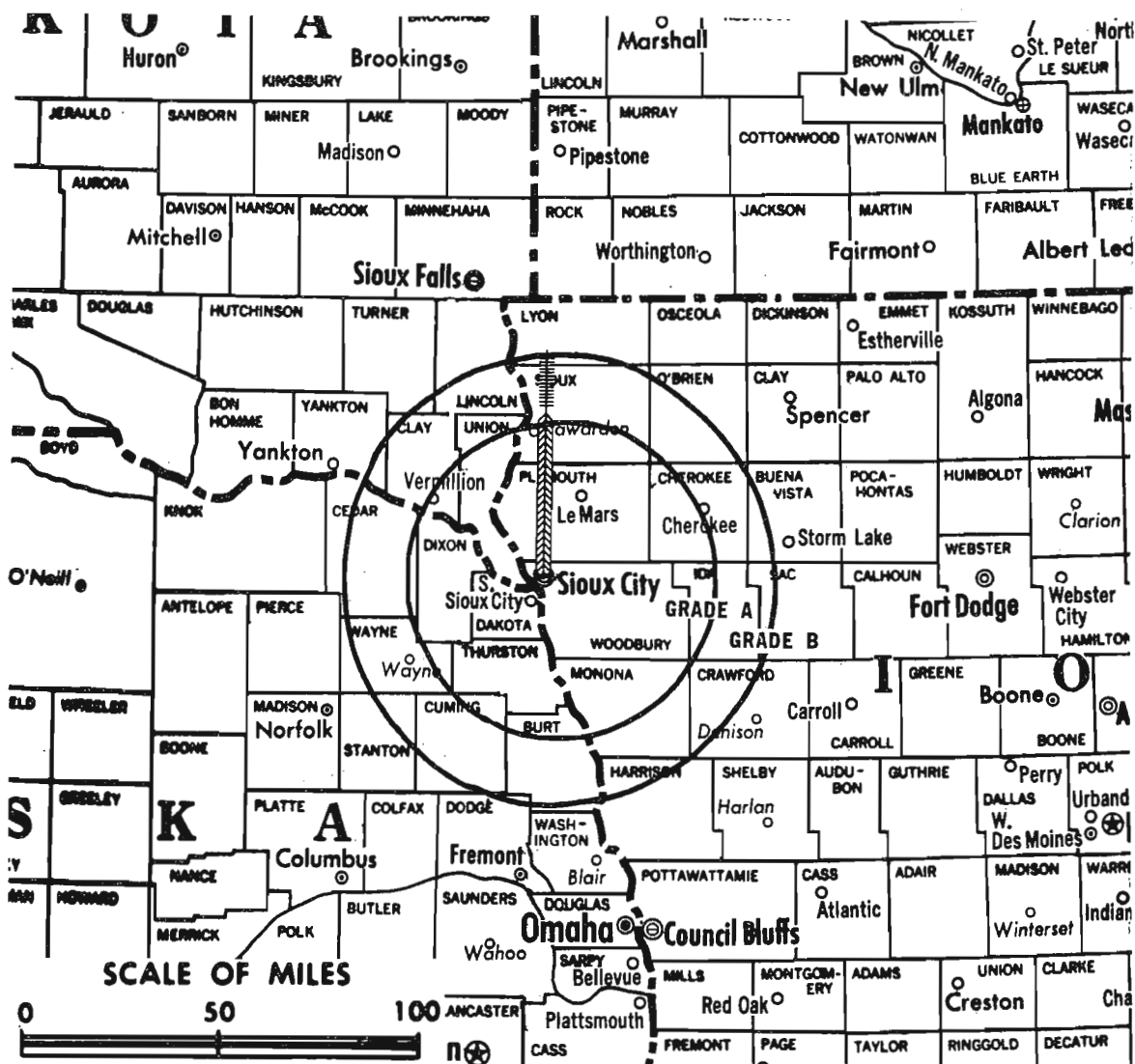
Transmitter: Rural Rt. 2, 1-mi. E of city limits.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

ARB Data: Not available since the station was not in operation when the survey was made.



KMEG Ref: FCC File No. BPCT-3871 Granted 2/13/67

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

## KMEG

Network Service: CBS.

Grantee: Medallion Broadcasters Inc., Box 657, 7th & Floyd Blvd., Sioux City (51102).

Studio: 1301 7th St., Sioux City.

Telephone: 712-277-3554. TWX No.: 910-967-2060.

Ownership: Robert B. Donovan, pres., 3.68%; Edgar F. Pechacek, v.p., 10.32%; Lynn A. Arkin, secy.-treas., 6.45%; Carter W. Dennis, 10.32%; E. R. Monson, 9.69%; William A. Amsler, 7.10%; Joseph R. Rosenfield, Arthur Sanford, 6.45% each; 15 others, none with more than 4%.

Began Operation: Sept. 5, 1967.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Represented (sales) by National Television Sales.

Personnel:

- ROBERT B. DONOVAN, general manager.
- MARK AHMANN, program director.
- TERRY LALLEY, sales manager.
- DAN NELSEN, news director.
- ROBERT G. ENGELHARDT, technical director.

### DIGEST OF RATE CARD NO. 1

(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$190.00	\$110.00	\$75.00	\$55.00	\$55.00*	\$45.00*

\*Class AA—7-9:30 p.m., daily.

# Iowa—Sioux City



**KTIV**



Ch. 4

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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

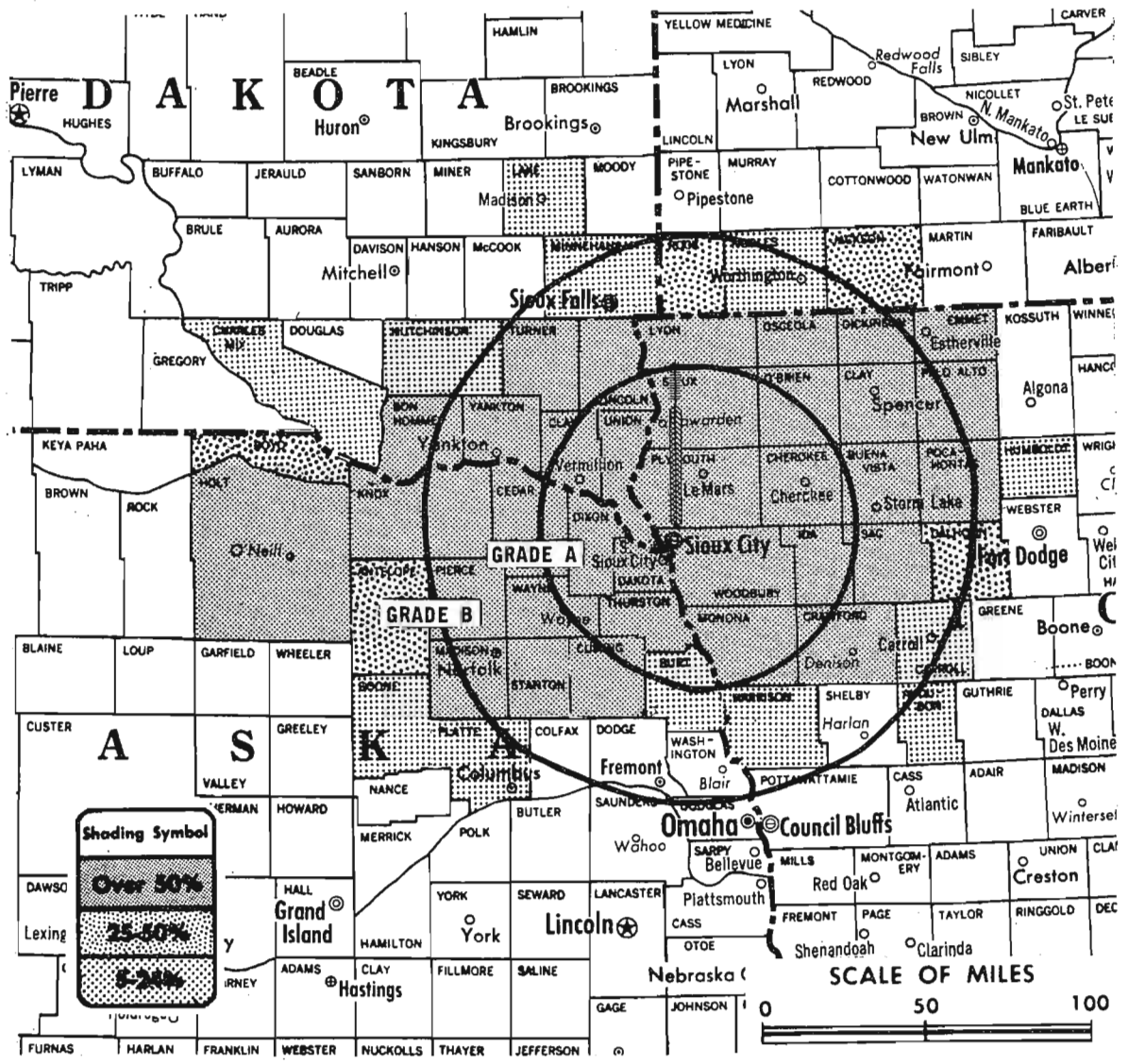
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTIV Ref: FCC File No. BPCT-3127 Granted 1/19/65

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

## KTIV

Network Service: NBC.

Licensee: KTIV Television Co., 10th & Grandview Blvd. (51105).

Studio: 10th & Grandview Blvd.

Telephone: 712-258-0545. TWX No.: 712-991-1850.

Ownership: Perkins Bros. Co. 100% (KSCJ, also affiliated with Journal Tribune Publishing Co.). KTIV officers: Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Bernard Marks, secy.; Elizabeth Sammons, treas. & chmn. of board.

Began Operation: Oct. 9, 1954. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales) by H-R Television Inc.; Wayne-Evans & Associates (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Dow, Lohnes & Albertson.

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

### Personnel:

- DIETRICH DIRKS, president & general manager.
- GENE FLAHERTY, executive v.p. & sales director.
- WILLIAM YENERICH, sales manager.
- DON STONE, program director & film buyer.
- LARRY KELLOGG, promotion director.
- GENE QUILLEASH, production director.
- LARRY KURTZ, continuity director.
- DEAN NAVEN, news director.
- ROGER MANSFIELD, sports director.
- AL SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 12—(Sept. 1, 1967)

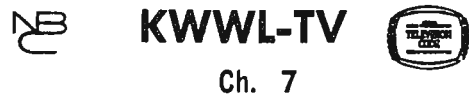
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA	—6:31-9:59 p.m., daily.					
\$550.00	\$330.00	\$210.00				Graded rates apply*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA</b>				
	Buena Vista	6,400	6,100	95
	Cherokee	5,100	4,800	95
	Clay	5,700	5,200	92
	Crawford	5,800	5,500	95
	Dickinson	3,800	3,500	92
	Emmet	4,300	3,800	88
	Ida	2,900	2,700	95
	Lyon	4,000	3,700	93
	Monona	3,600	3,400	94
	Osceola	2,900	2,700	93
	O'Brien	5,600	5,400	96
	Palo Alto	3,600	3,300	90
	Plymouth	6,600	6,300	96
	Pocahontas	3,600	3,400	94
	Sac	5,100	4,800	93
	Sioux	7,200	6,500	90
	Woodbury	34,500	33,100	96
<b>NEBRASKA</b>				
	Cedar	3,700	3,500	95
	Cuming	3,600	3,400	93
	Dakota	4,000	3,900	97
	Dixon	2,100	2,000	96
	Holt	4,100	3,400	83
	Knox	3,800	3,200	86
	Madison	8,200	7,400	91
	Pierce	2,600	2,400	94
	Stanton	1,700	1,500	90
	Thurston	1,600	1,400	92
	Wayne	3,000	2,900	97
<b>SOUTH DAKOTA</b>				
	Bon Homme	2,800	2,500	89
	Clay	3,100	2,900	94
	Lincoln	3,800	3,600	95
	Turner	3,500	3,300	94
	Union	3,000	2,900	97
	Yankton	4,900	4,500	93
(Continued on page 262-b)				
Station Totals		262,600	246,400	94
Net Weekly Circulation (March 1967)				165,341
Average Daily Circulation (March 1967)				125,847

# Iowa—Waterloo-Cedar Rapids



**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2078-ft. above sea level.

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

Holds CP for change to 182-kw visual, 36.4-kw aural, 2010-ft. above av. terrain, 2000-ft. above ground, 2980-ft. above sea level, lat. 42° 24' 04", long. 91° 50' 43"; transmitter to 2-mi. N of Rowley, Ia. BPCT—3606.

Requests modification. BMPCT—6729.

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

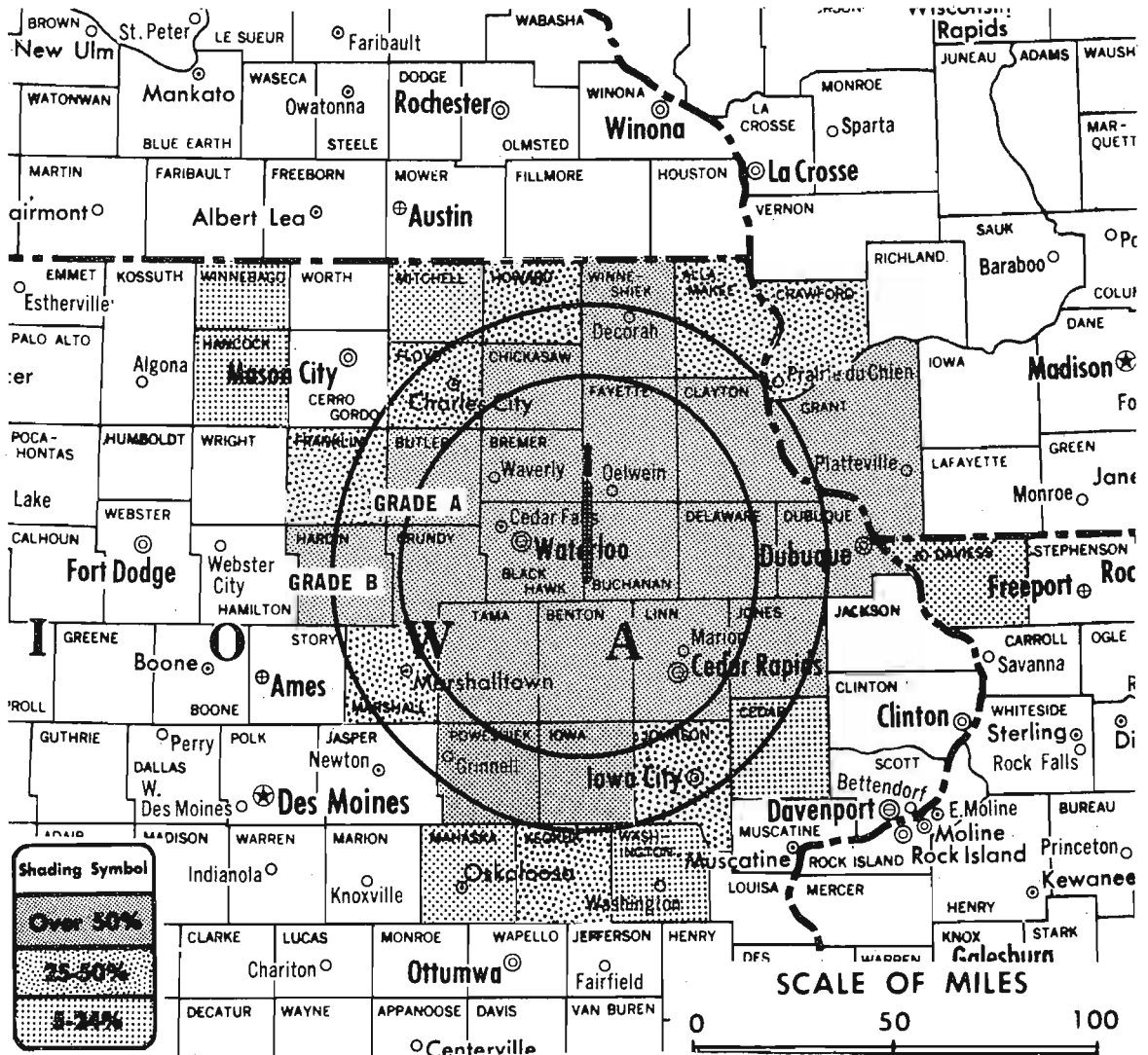
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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## KWHL-TV

**Licensee:** Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

**Studio:** 500 E. 4th St.

**Telephone:** 319-234-4404. TWX No.: 319-235-1716.

**Ownership:** Robert Buckmaster, pres., 11.8%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; the following directors: T. L. Trunnell, 3.8%; Robert J. McCoy, 1.7%; Ralph J. McElroy estate (Robert Buckmaster, executor), 50%; William Bolster estate, 6.8%; Lowell J. Walker, 1.6%; John B. Young, 2.2%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%. There are several other stockholders, each owning 1% or less. Also owns radio KLWW, Cedar Rapids, Ia.; KAUS-TV & KAUS, Austin, Minn. & translator K80AW, Dubuque, Ia.

**Began Operation:** Nov. 25, 1953.

**Represented (sales) by** Avery-Knodel Inc.; Wayne-Evans & Assoc. (Minneapolis).

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

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

**Personnel:**

- ROBERT BUCKMASTER, president.
- THOMAS L. YOUNG, exec. vice president, television.
- BOB JANECEK, sales manager.
- WARREN MEAD, director of public affairs.
- EDWARD M. TINK, director of engineering.
- JAMES BRADLEY, program director & film buyer.

### DIGEST OF RATE CARD NO. 16 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.						
\$550.00	\$350.00	\$150.00	\$125.00			Graded rates apply*

\*Highest rate: \$600.

**Combination Rates—KWHL-TV & KAUS-TV, Austin, Minn.**

**NETWORK BASE HOURLY RATE: \$525.**

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>IOWA</b>			
	Benton	7,000	6,700	96
	Black Hawk	39,400	38,000	96
	Bremer	6,600	6,200	94
	Buchanan	5,800	5,500	94
	Butler	5,200	4,800	93
	Chickasaw	4,200	3,900	94
	Clayton	6,800	6,200	91
	Delaware	5,000	4,700	94
	Dubuque	24,800	23,100	93
	Fayette	8,600	8,100	94
	Grundy	4,300	4,100	96
	Hardin	7,900	7,500	95
	Iowa	4,900	4,600	94
	Jones	6,000	5,800	96
	Linn	48,900	47,100	96
	Poweshiek	5,600	5,300	95
	Tama	6,500	6,100	95
	Winneshiek	5,700	5,200	92
<b>WISCONSIN</b>				
Grant	12,700	11,700	92	
<b>Between 25-50%</b>	<b>IOWA</b>			
	Allamakee	4,400	4,100	94
	Floyd	6,200	5,900	94
	Franklin	4,400	4,200	96
	Howard	4,000	3,600	89
	Johnson	17,100	15,700	92
	Keokuk	4,900	4,500	92
Marshall	12,000	11,700	97	
<b>WISCONSIN</b>				
Crawford	3,900	3,700	95	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Jo Daviess	6,500	6,000	92
	<b>IOWA</b>			
	Cedar	5,700	5,400	96
	Hancock	4,000	3,800	94
	Mahaska	7,100	6,600	93
	Mitchell	4,000	3,800	95
Washington	5,800	5,300	91	
Winnebago	3,900	3,600	95	
<b>Station Totals</b>		<b>309,800</b>	<b>292,500</b>	<b>94</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>200,519</b>
<b>Average Daily Circulation (March 1967)</b>				<b>126,366</b>

**Iowa**

**KCAU-TV, Sioux City**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	IOWA—(Continued)			
	Emmet	4,300	3,800	88
	MINNESOTA			
	Nobles	6,700	6,400	96
	Rock	3,300	3,200	96
	NEBRASKA			
	Antelope	2,700	2,400	88
	Boyd	1,400	1,200	89
	Burt	3,000	2,900	96
	SOUTH DAKOTA			
Hutchinson	3,400	3,100	91	
Lincoln	3,800	3,600	95	
Minnehaha	28,300	27,400	97	
<b>Between 5-24 %</b>	IOWA			
	Audubon	3,000	2,800	96
	Harrison	4,700	4,500	95
	Shelby	4,300	4,200	96
	MINNESOTA			
	Jackson	4,100	3,700	91
	NEBRASKA			
	Colfax	3,200	2,900	91
	Platte	7,800	7,400	95
	Saunders	5,700	5,400	95
	Washington	4,000	3,800	97
	OKLAHOMA			
	Choctaw	4,300	3,300	78
SOUTH DAKOTA				
Charles Mix	2,500	2,100	85	
Douglas	1,200	1,000	88	
Mc Cook	2,300	2,200	96	
Moody	2,300	2,200	94	

**KTIV, Sioux City**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	IOWA—(Continued)			
	Calhoun	4,800	4,600	94
	MINNESOTA			
	Jackson	4,100	3,700	91
	Rock	3,300	3,200	96
NEBRASKA				
Antelope	2,700	2,400	88	
Boyd	1,400	1,200	89	
<b>Between 5-24 %</b>	IOWA			
	Audubon	3,000	2,800	96
	Carroll	6,800	6,600	96
	Harrison	4,700	4,500	95
	Humboldt	3,900	3,600	93
	MINNESOTA			
	Nobles	6,700	6,400	96
	NEBRASKA			
	Boone	2,500	2,300	93
	Burt	3,000	2,900	96
	Platte	7,800	7,400	95
	SOUTH DAKOTA			
	Charles Mix	2,500	2,100	85
Hutchinson	3,400	3,100	91	
Lake	3,500	3,300	95	
Minnehaha	28,300	27,400	97	

For ARB County-by-County Household Data See Services Volume



**You bought**

**half the picture—**

**now get the other half!**

**To keep the facilities data of this Television Factbook**

**current and up-to-date,**

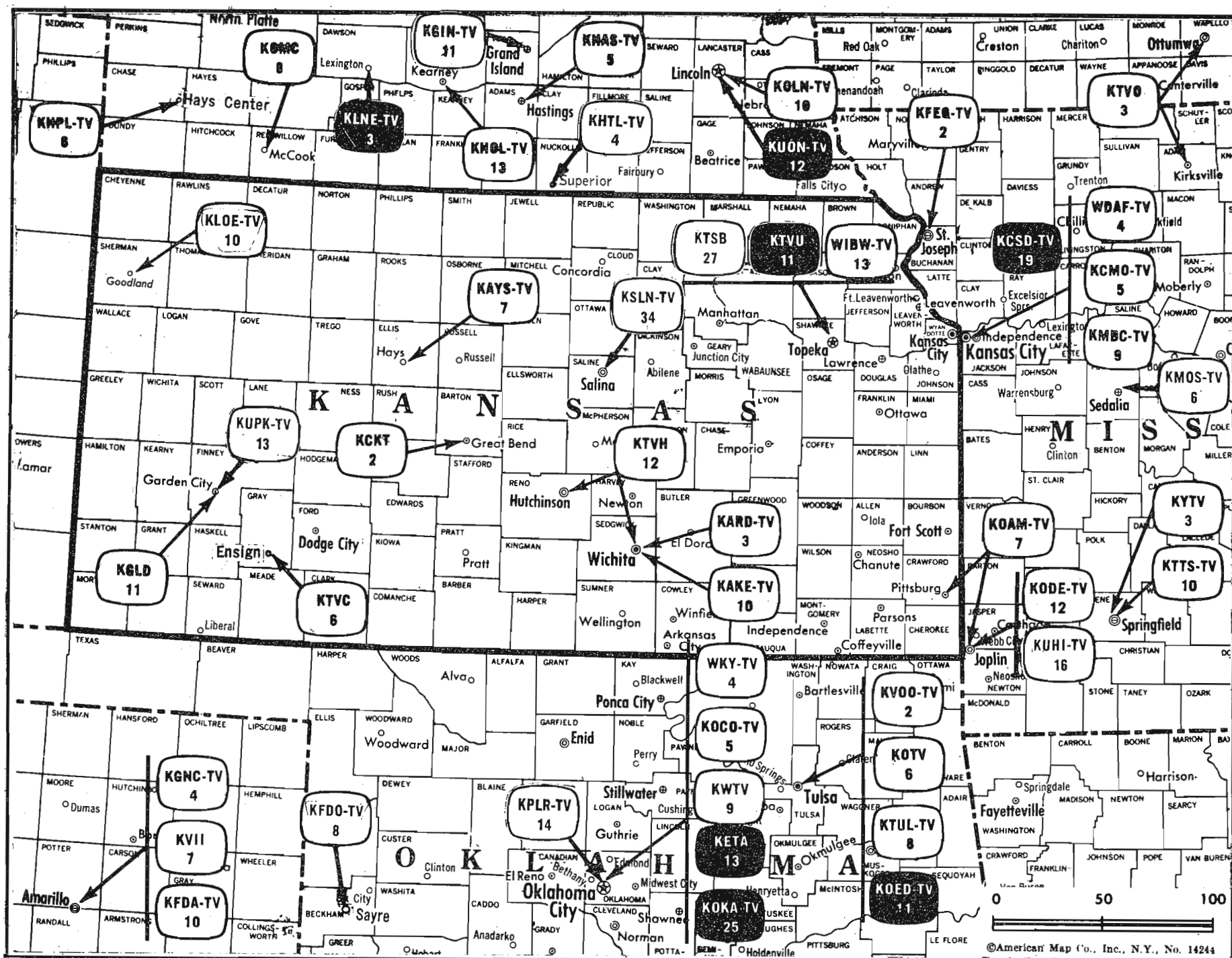
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**Weekly Addenda Service**

See page 605-b for details



# Kansas



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wichita-Hutchinson	321,900	56	419,800	99	390,100	98
Pittsburg-Joplin	147,900	115	226,900	145	204,800	145
Topeka	138,200	125	330,700	117	309,100	117
Hays	39,800	195	76,800	204	70,400	202
Ensign	34,400	200	55,300	215	50,000	215

## Kansas Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	1	0	1
			13

For Educational Facilities and State Cross References see page for KGLD, Garden City, Kan.

# Kansas—Ensign



**KTVC**



Ch. 6

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

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

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

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

Telephone: 316-483-6666.

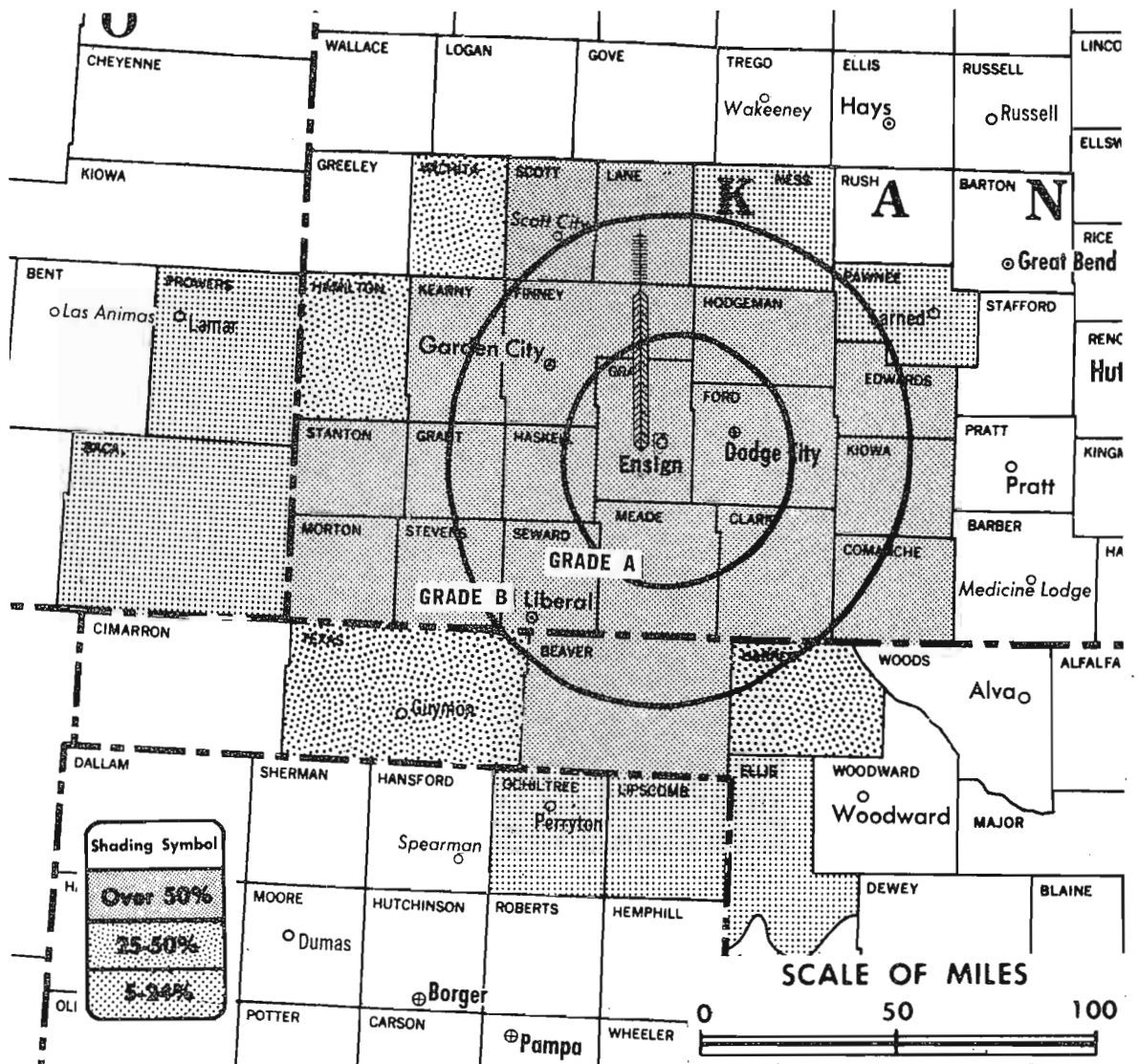
Color: Network only.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Wilner,  
Scheiner & Greeley.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KTVC Ref: FCC File No. BPCT-3474 Granted 1/29/65

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

## KTVC

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

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

Office: 2311 W. Wyatt Earp Blvd., Box 157, Dodge City, Kan.  
(67801).

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

Ownership: Leigh Warner, pres., 30.156%; Wendell Elliott, v.p.,  
5.799%; W. E. Montgomery, secy., .655%; F. C. Walker, treas.,  
.655%; Dodge City Terminal Elevator, 1.008%; Sidney Warner,  
5.042%; Diana Janof, 3.983%; Ray Broce, 2.5%; Dodge City  
Broadcasting Co., Inc. (KGNO), 15.355%; Dodge City Daily  
Globe, 9.5%; John A. Costelow, 1.32%. There are no other  
stockholders owning over 1%.

Began Operation: July 24, 1957.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

WENDELL ELLIOTT, vice president.  
KENNETH KARR, chief engineer.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$130.00	\$75.00	\$46.00	\$45.00	\$37.00	\$32.00
NETWORK BASE HOURLY RATE:	\$135.					

For Station-Owned Translators

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>KANSAS</b>			
	Clark	1,000	900	94
	Comanche	900	800	86
	Edwards	1,300	1,200	93
	Finney	4,900	4,600	94
	Ford	6,600	6,300	94
	Grant	1,500	1,400	92
	Gray	1,100	1,000	92
	Haskell	900	800	93
	Hodgeman	700	600	89
	Kearny	700	600	94
	Kiowa	1,500	1,300	85
	Lane	900	900	93
	Meade	1,500	1,500	98
	Morton	1,100	900	90
	Scott	1,600	1,400	93
	Seward	5,900	5,400	92
	Stanton	300	300	87
Stevens	1,300	1,100	86	
<b>Between 25-50%</b>	<b>OKLAHOMA</b>			
	Beaver	2,200	2,000	91
	<b>KANSAS</b>			
Hamilton	800	700	87	
Wichita	800	700	88	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Harper	1,900	1,700	91
	Texas	4,700	4,300	91
<b>Over 50%</b>	<b>COLORADO</b>			
	Baca	2,000	1,400	71
	Prowers	3,700	3,100	82
	<b>KANSAS</b>			
	Ness	1,300	1,200	92
	Pawnee	2,700	2,500	93
<b>Over 50%</b>	<b>OKLAHOMA</b>			
	Ellis	1,400	1,200	80
<b>Over 50%</b>	<b>TEXAS</b>			
	Lipscomb	800	700	83
Ochiltree	3,400	3,200	93	
<b>Station Totals</b>		<b>59,400</b>	<b>53,700</b>	<b>90</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>34,141</b>
<b>Average Daily Circulation (March 1967)</b>				<b>25,769</b>

# Kansas—Garden City



**KGLD**



Ch. 11

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

Technical Facilities: Channel No. 11  
(198-204 mc). Authorized power:  
200-kw visual, 39.8-kw aural. An-  
tenna: 800-ft. above av. terrain,  
834-ft. above ground, 3711-ft.  
above sea level.

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

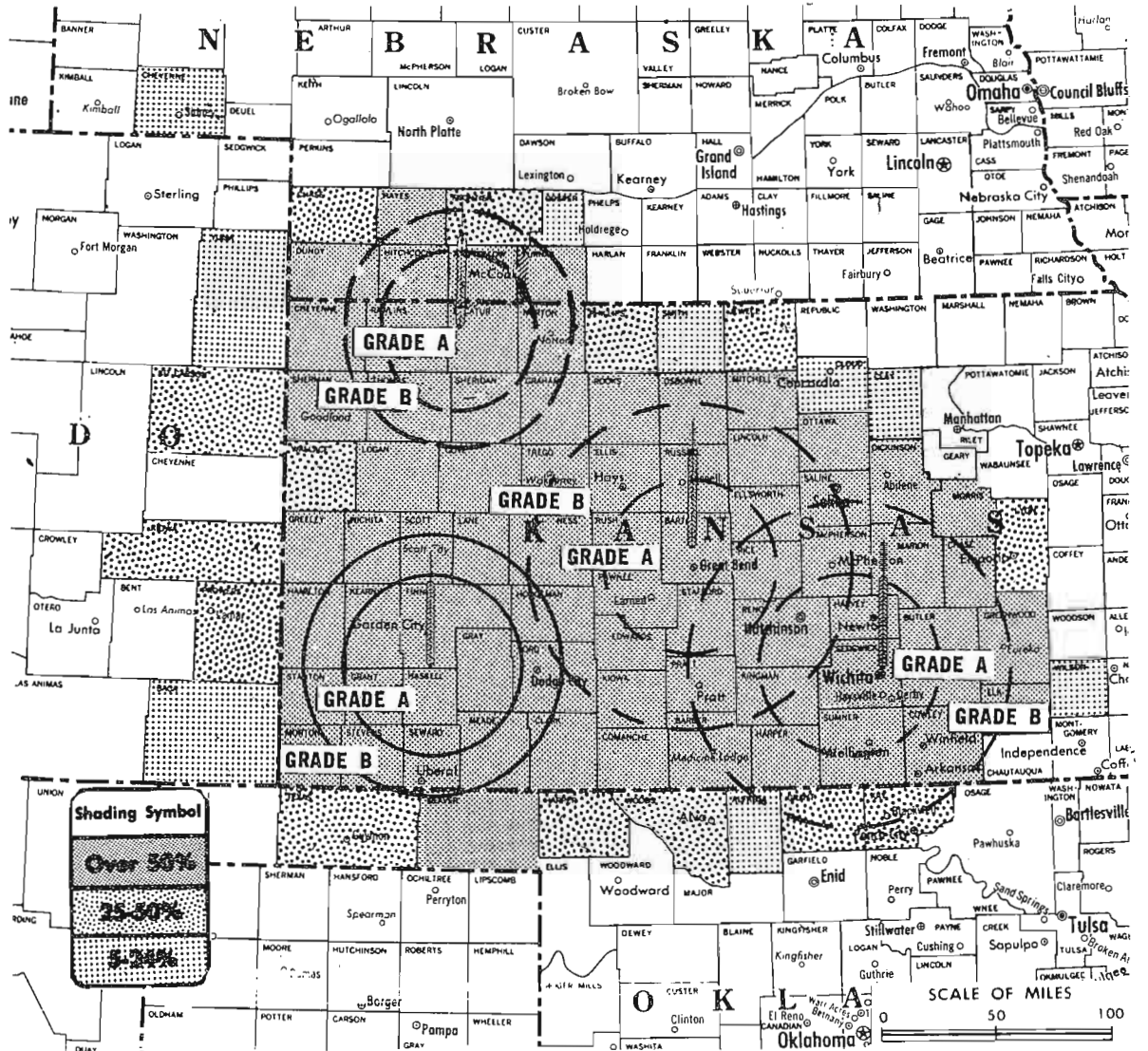
Transmitter: U.S. Hwy. 83, 12.6-mi.  
S of Garden City.

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

Telephone: 316-276-2311.

Color: Network only.

News Wire Service: AP.



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

KGLD Ref: FCC File No. BPCT-3371 Granted 8/20/64

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

## KGLD

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan.  
(67203).

Ownership: See KARD-TV, Wichita, Kan.

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

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

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES BANKS, station manager.  
ART WILSON, news director.

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

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

ARB Data for this Station Included with Parent  
KARD-TV, Wichita, Kan. Above Map Reflects  
Coverage of Parent and Satellites KCKT, Great  
Bend, Kan. & KOMC, McCook, Neb.

For Color Set Penetration by Markets

See Services Volume

## State Educational Technical Facilities (Complete Data in Educational Directory)

**KTWU**

**Topeka**

Ch. 11

Non-Commercial Educational Station

Licensee: Washburn University of Topeka, 17th & College Sts.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized  
power: 316-kw visual, 31.6-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"

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KTVH**

**Hutchinson**

(See Wichita, Kan.)

**KODE-TV**

**Pittsburg**

(See Joplin, Mo.)

# Kansas—Garden City



**KUPK-TV**



Ch. 13

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

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 87.1-kw visual, 17.42-kw aural. Antenna: 870-ft. above av. terrain, 876-ft. above ground, 3716-ft. above sea level.

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

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

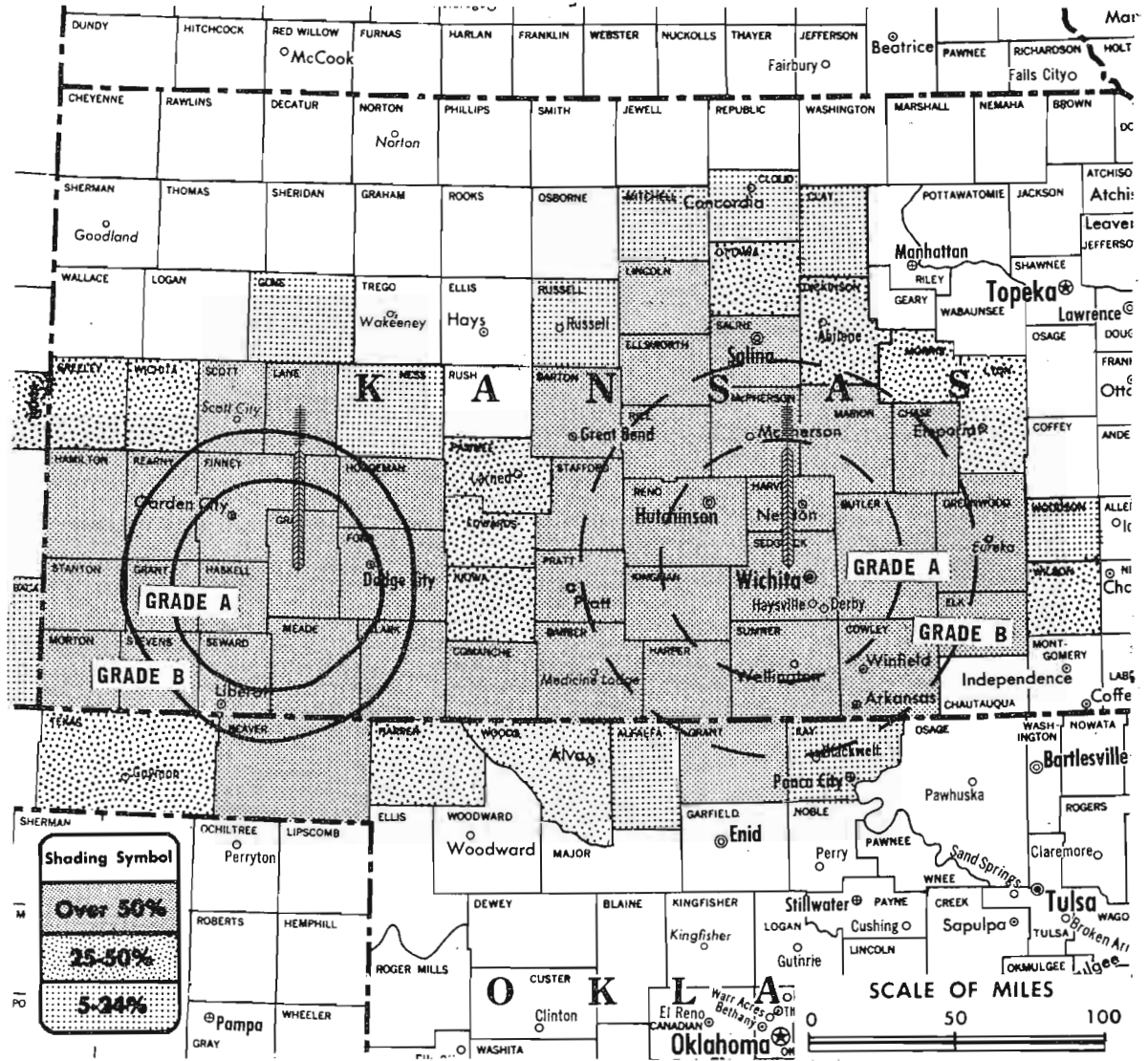
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KUPK, 5-kw, 1050 kc.

FM Affiliate: KUPK-FM, 11-kw, 97.3 mc, 230-ft.



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

KUPK-TV Ref: FCC File No. BPCT-2901 Granted 5/6/64

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## KUPK-TV

Licensee: KAKE-TV & Radio Inc., Box 1010, Wichita, Kan. (67201).

Studio: 8-mi. NW of Copeland, Kan.

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Lohnes & Culver.

Personnel:

MARTIN UMANSKY, vice president & general manager.

BOB SURBER, station manager.

CHARLES SON, news director.

PAUL HINDERLITER, chief engineer.

JOHN STRAUSS, program director.

Rates: Offered as bonus with KAKE-TV, Wichita, Kan.

NETWORK BASE HOURLY RATE: Bonus to KAKE-TV, Wichita.

ARB Data for this Station Included with Parent KAKE-TV, Wichita, Kan. Above Map Reflects Coverage of both Parent & Satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# Kansas—Goodland



Ch. 10

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

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 770-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level.

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

Transmitter: 17th St. & Broadway Ave.

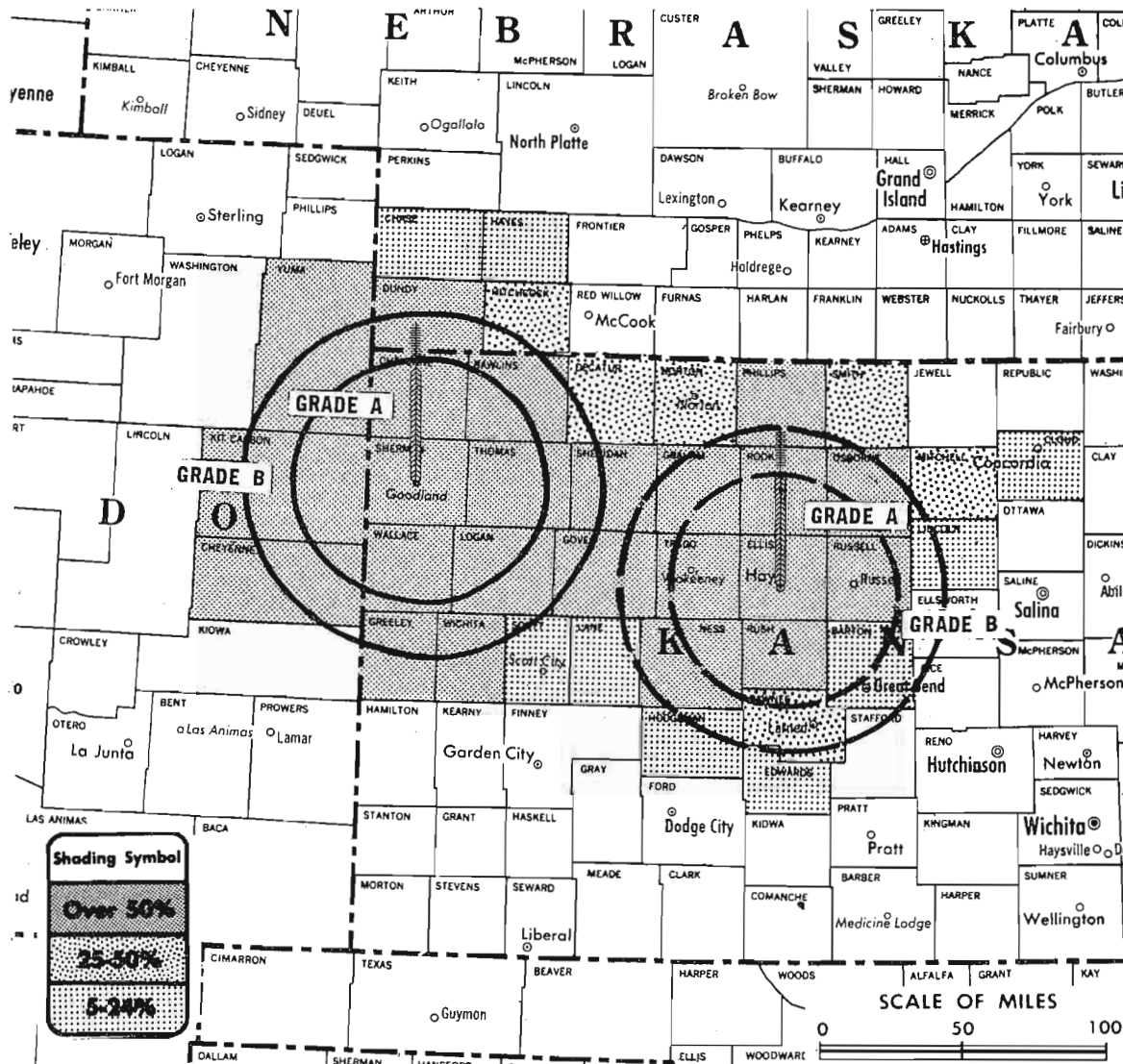
Studio: 17th St. & Broadway Ave.

Telephone: 913-625-2578.

Color: Network only.

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

News Wire Service: AP.



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

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

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## KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 817, Hays, Kan. (67601).

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

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by A. L. Stein.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

KAY MELIA, resident manager.

Rates: Sold only in combination with KAYS-TV, Hays, Kan. and as part of Kansas Bcstg. System which includes KTVH, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV; Hays & WIBW-TV, Topeka.

NETWORK BASE HOURLY RATE: Combination rate with KAYS-TV, Hays, \$225.

ARB Data for this Station Included with Report of Parent KAYS-TV, Hays, Kan. Above Map Reflects Coverage of both Parent & Satellite.

## PROGRAM SOURCE and SERVICES SUPPLIERS

Bring your story directly to the PROGRAM MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.

PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Kansas—Great Bend



**KCKT**



Ch. 2

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

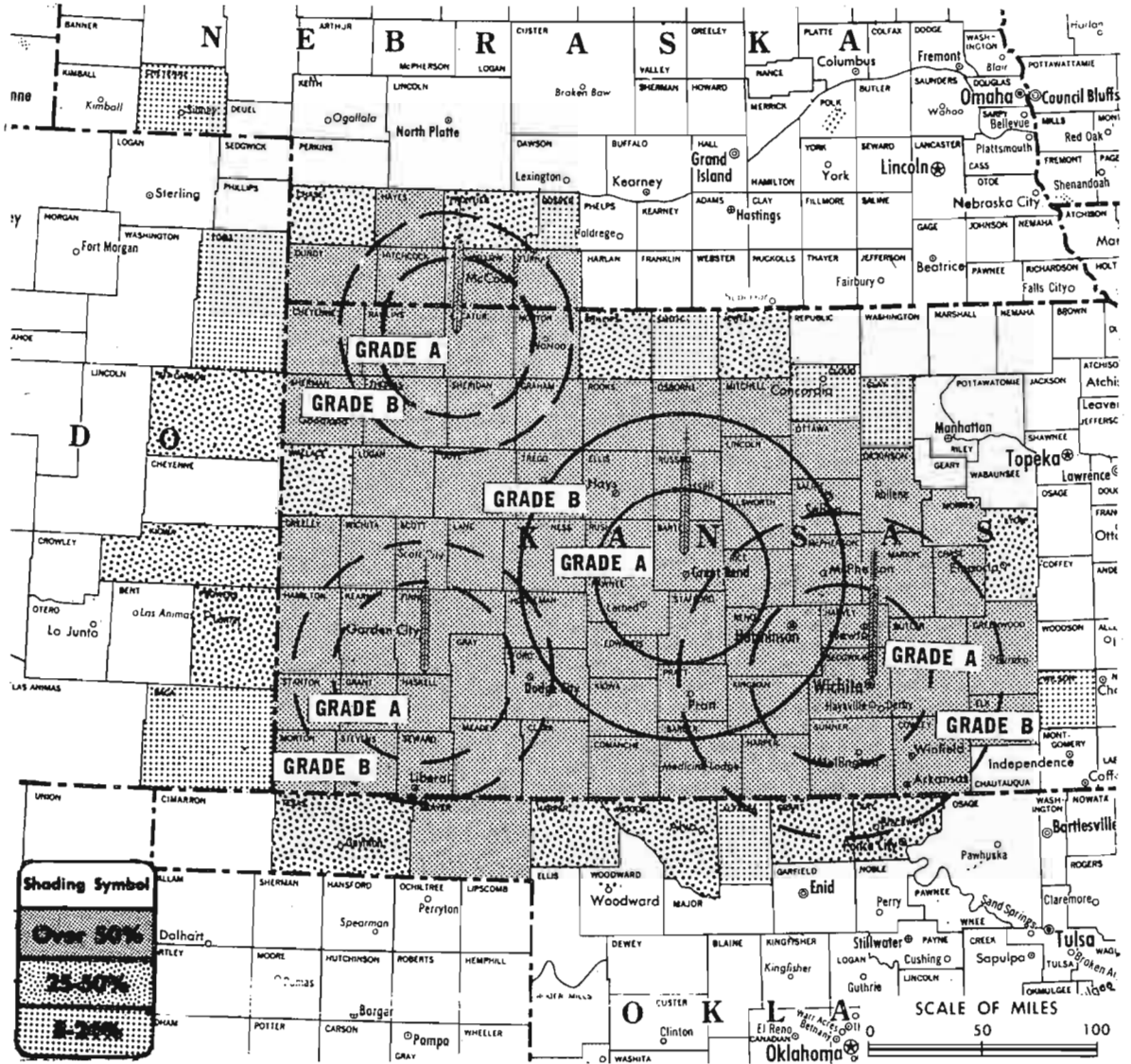
**Technical Facilities:** Channel No. 2  
(54-60 mc). Authorized power:  
100-kw visual, 17.8-kw aural. An-  
tenna: 970-ft. above av. terrain,  
1006-ft. above ground, 2875-ft.  
above sea level.

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

Color: Network only.

News Wire Service: UPI.

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



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

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

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

## KCKT

**Network Service:** NBC, same as KARD-TV.

**Licensee:** Kansas State Network Inc., 833 N. Main, Wichita, Kan.  
(67203).

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

**Telephone:** 316-793-7868.

**Ownership:** See KARD-TV, Wichita, Kan.

**Began Operation:** Nov. 28, 1954. Sale (with satellites KGLD, Gar-  
den City, Kan. and KOMC, McCook, Neb.) to present owners by  
Central Kansas Television Co. Inc. approved by FCC June 13,  
1962 (Television Digest, Vol. 2.25).

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

**Represented (legal)** by Koteen & Burt.

### Personnel:

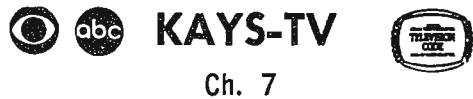
DON SECORD, station manager.  
BOB DUNDAS, news director.

**Rates:** Offered as bonus with KARD-TV, Wichita and its other  
satellites (Kansas State Network) KGLD, Garden City and KOMC,  
McCook, Neb.

**NETWORK BASE HOURLY RATE:** \$350.

**ARB Data for this Station Included with Report of  
Parent KARD-TV, Wichita, Kan. Above Map  
Reflects Coverage of Parent and Satellites KGLD,  
Garden City, Kan. & KOMC, McCook, Neb.**

# Kansas—Hays



Ch. 7  
[Operates satellite KLOE-TV,  
Goodland, Kan.]

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

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

Transmitter: 2300 Hall St.

Studio: 2300 Hall St.

AM Affiliate: KAYS, 1-kw (.25-kw  
night), 1400 kc.

Color: Network only.

News Wire Service: AP.

ARB Data: Figures include coverage  
of satellite KLOE-TV.

Total Households: © SRDS

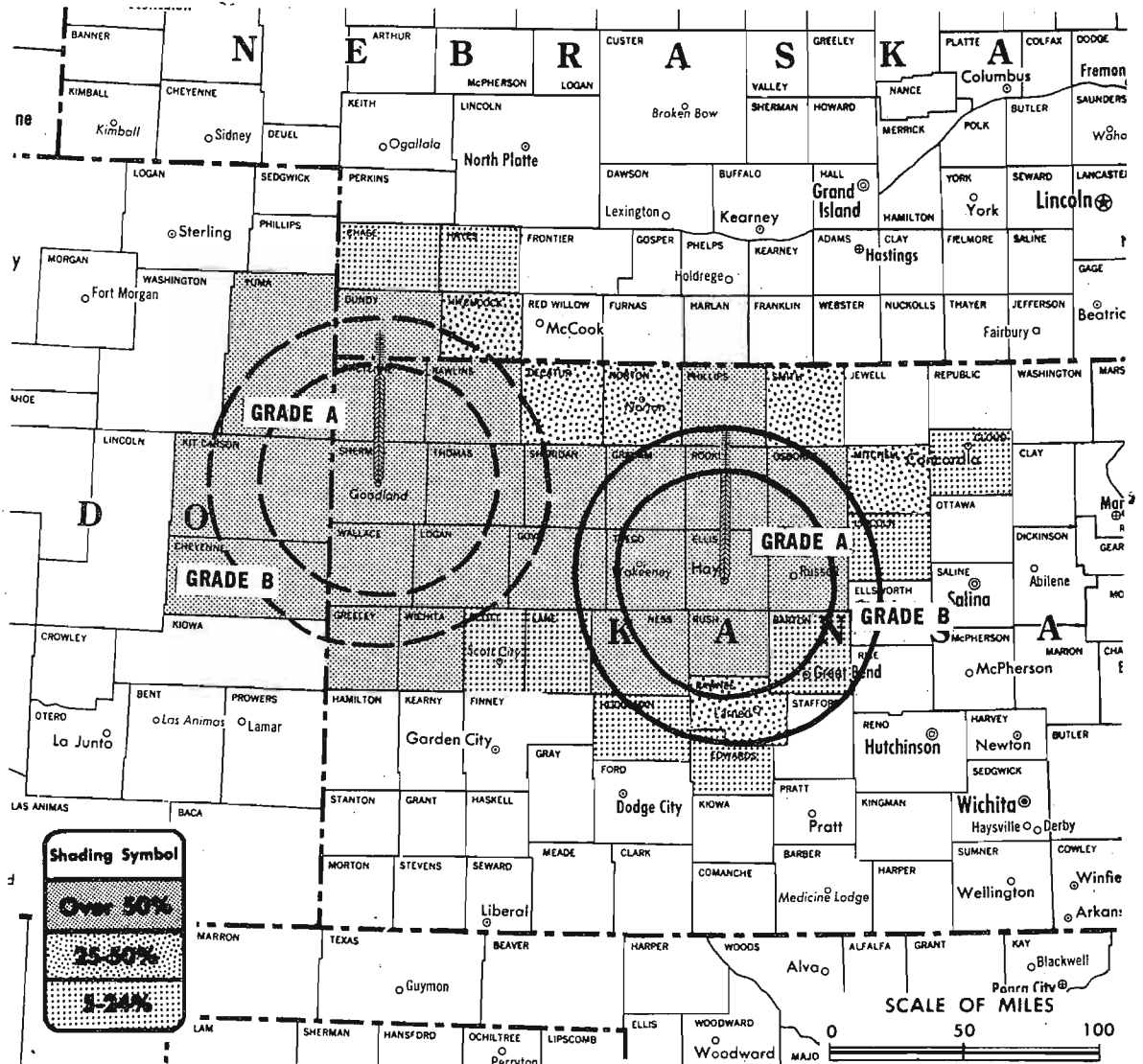
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KAYS-TV Ref: FCC File No. BPCT-4033 Granted 10/16/67  
KLOE-TV Ref: FCC File No. BPCT-3818 Granted 4/20/58

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## KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays. Telephone: 913-625-2578.

Ownership: Ross Beach Jr., 50 $\frac{2}{3}$ %; Robert E. Schmidt, v.p.-gen.  
mgr., 49 $\frac{1}{3}$ %. Also operates satellite KLOE-TV, Goodland, Kan.  
Beach family has 56% interest in radio KLOE, Goodland, Kan.  
which owns radio KCOW, Alliance, Neb.

Began Operation: Sept. 2, 1958.

Represented (sales) by Avery-Knodel Inc. (also on sales on Kansas  
Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC,  
Ensign & KLOE-TV, Goodland & WIBW-TV, Topeka).

Represented (legal) by A. L. Stein.

Personnel:

ROBERT E. SCHMIDT, general manager.  
BERNARD BROWN, station manager.  
KEITH TOWNSDIN, chief engineer.  
HARVEY ZIMMERMAN, production manager.  
MARY DICKEY, office manager.

### DIGEST OF RATE CARD NO. 3—(Sept. 1, 1965)\*

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$65.00	\$60.00	\$36.00	\$27.00

\*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: Combination rate with KLOE-  
TV, Goodland, \$225.

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>Over 50%</b>	COLORADO			
	Cheyenne	600	500	83
	Kiowa	600	500	84
	Kit Carson	1,800	1,500	83
<b>Over 50%</b>	KANSAS			
	Cheyenne	1,100	1,000	92
	Ellis	6,100	5,700	95
	Gove	1,200	1,000	87
	Graham	1,700	1,600	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KAN. Greeley	600	600	91
	Logan	1,200	1,100	88
	Ness	1,300	1,200	92
	Osborne	2,000	1,800	87
	Phillips	2,400	2,100	86
	Rawlins	1,300	1,200	91
	Rooks	3,000	2,800	93
	Rush	1,500	1,400	93
	Russell	3,000	2,700	91
	Sheridan	1,200	1,100	91
	Sherman	1,900	1,700	93
	Thomas	2,300	2,000	88
	Trego	1,400	1,300	89
	Wallace	300	300	89
	NEBRASKA			
Dundy	1,000	900	90	
COLORADO				
Yuma	2,600	2,300	88	
KANSAS				
Decatur	1,600	1,500	92	
Lincoln	1,400	1,200	87	
Mitchell	2,400	2,100	88	
Norton	2,400	2,200	91	
Pawnee	2,700	2,500	93	
Smith	2,200	2,000	91	
Wichita	800	700	88	
NEBRASKA				
Chase	1,100	1,100	94	
Hitchcock	1,200	1,100	95	
COLORADO				
Lincoln	1,600	1,400	90	
KANSAS				
Barton	10,200	9,900	96	
Hodgeman	700	600	89	
Scott	1,600	1,400	93	
NEBRASKA				
Cheyenne	5,000	4,600	91	
Hayes	600	500	92	
Red Willow	4,400	4,100	94	
Station Totals		80,000	73,200	92
Net Weekly Circulation (March 1967)				39,800
Average Daily Circulation (March 1967)				31,500

# Kansas—Pittsburg-Joplin, Mo.



**KOAM-TV**



Ch. 7

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

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

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

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

**TV tape:** Recording facilities.

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

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

**News Wire Service:** UPI.

Total Households: © SRDS

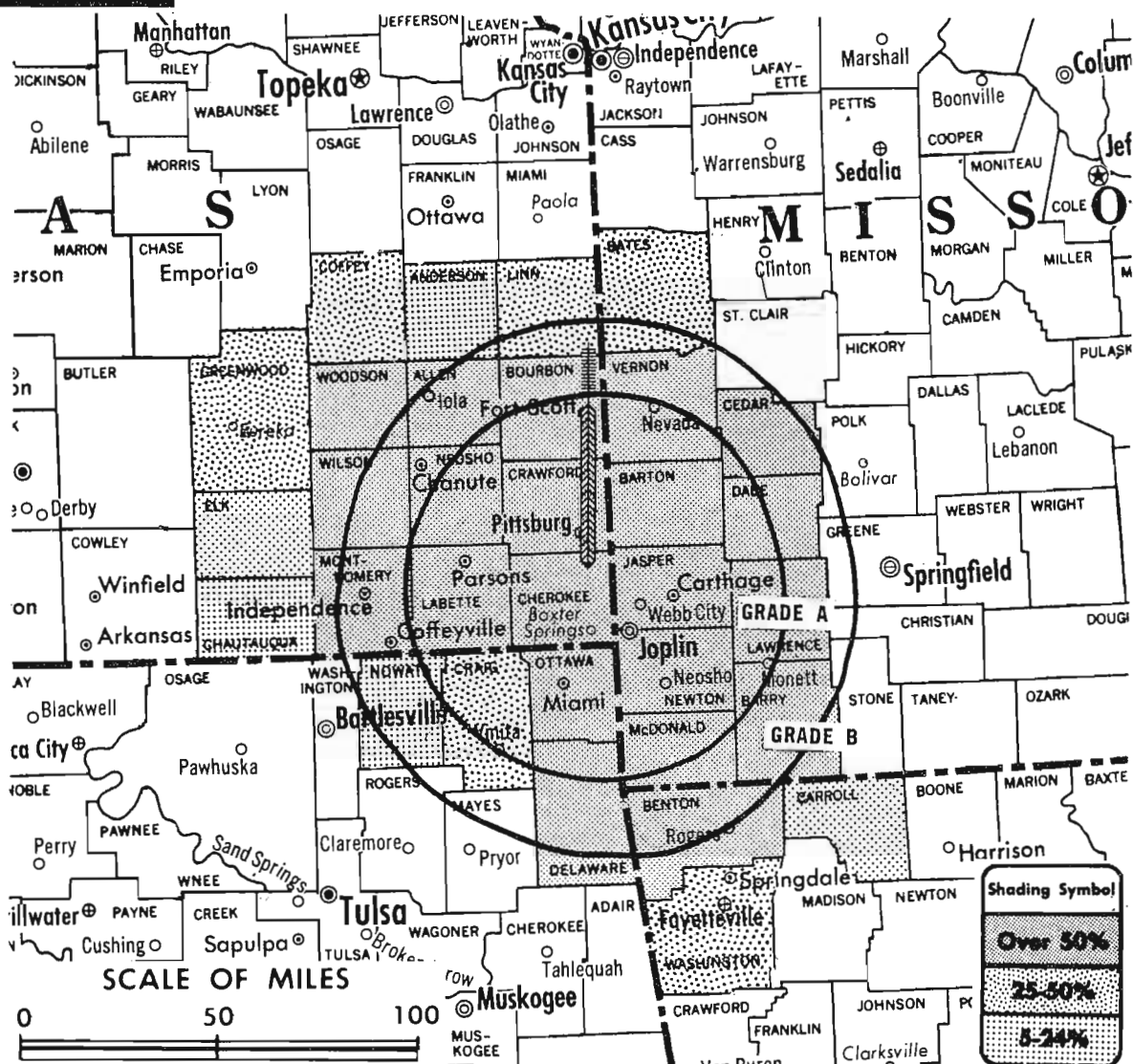
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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## KOAM-TV

**Network Service:** NBC.

**Licensee:** Mid-Continent Telecasting Inc., Box 659, Pittsburg, Kan. (66762).

**Telephone:** 316-231-0400. **TWX No.:** 316-952-8230.

**Ownership:** Pittsburg Bcstg. Co. (KOAM) 66.53%; Joplin Globe Publishing Co., publisher of Joplin (Mo.) Globe and News-Herald, 33.23%. **Officers:** Lester E. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Lester L. Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Mr. Lester E. Cox owns 49% of KWTQ, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Lester E. Cox, 12.5%. Blair, Rogers and Hughes represent Joplin Globe. Lester E. Cox also is part owner of radio KCIJ, Shreveport, La.

**Began Operation:** Dec. 5, 1953.

**Represented (sales) by:** The Katz Agency Inc.

**Represented (legal) by:** George O. Sutton.

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

**Personnel:**

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

LOUIS R. MARTIN, program director.

LEO S. STAFFORD, chief engineer.

DIGEST OF RATE CARD NO. A11

(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., daily.  
\$390.00 \$225.00 \$200.00 \$115.00 \$140.00\* \$115.00\* \$58.00\*

\*Class A—7-9:30 p.m., daily.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Benton	13,900	12,100	87
	KANSAS			
	Allen	5,200	4,600	89
	Bourbon	4,900	4,500	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	Cherokee	7,100	6,700	94
	Crawford	14,500	13,600	94
	Labette	8,200	7,500	92
	Montgomery	16,300	14,800	91
	Neosho	6,000	5,600	93
	Wilson	3,800	3,300	88
	Woodson	1,300	1,100	87
	MISSOURI			
	Barry	5,700	5,100	90
	Barton	3,400	3,100	92
	Cedar	2,800	2,500	89
	Dade	2,100	1,900	92
	Jasper	27,400	25,500	93
	Lawrence	7,600	6,800	90
	Mc Donald	3,300	3,000	91
	Newton	9,900	9,300	94
	Vernon	5,900	5,300	89
OKLAHOMA				
Delaware	4,100	3,400	84	
Ottawa	9,300	8,700	94	
<b>Between 25-50%</b>	ARKANSAS			
	Washington	22,200	19,100	86
	KANSAS			
	Coffey	2,400	2,000	87
	Greenwood	3,200	2,900	91
Linn	2,400	2,200	92	
MISSOURI				
Bates	5,100	4,500	89	
OKLAHOMA				
Craig	4,400	4,000	91	
<b>Between 5-24%</b>	ARKANSAS			
	Carroll	4,300	3,700	87
	KANSAS			
	Anderson	2,400	2,200	92
	Chautauqua	1,600	1,400	93
Elk	1,300	1,200	88	
OKLAHOMA				
Nowata	3,200	3,000	94	
Station Totals		215,200	194,600	90
Net Weekly Circulation (March 1967)				146,816
Average Daily Circulation (March 1967)				117,806



# Kansas—Salina



## KSLN-TV

Ch. 34

(Left Air Nov. 1, 1965)

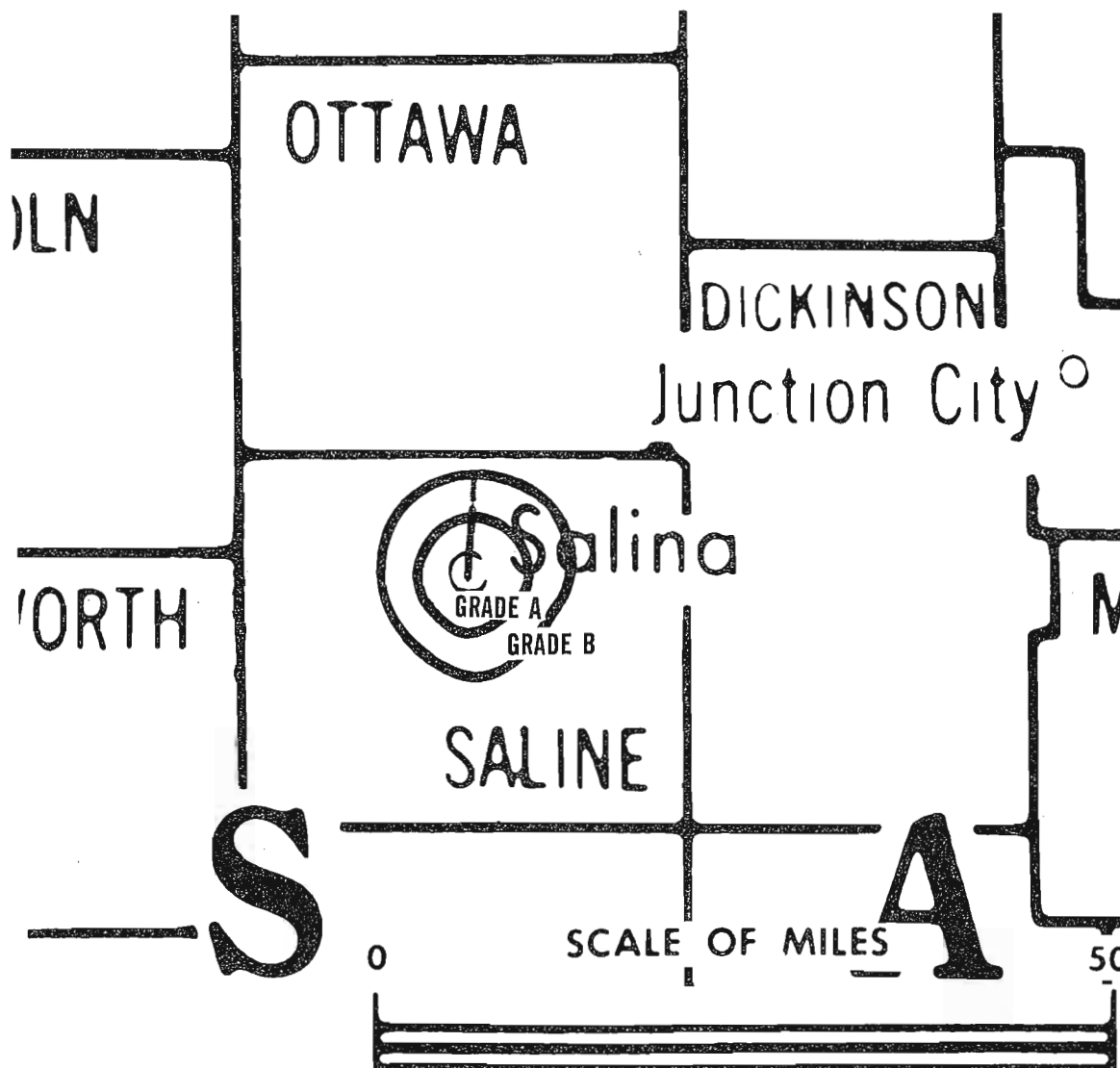
Technical Facilities: Channel No. 34  
(590-596 mc). Authorized power:  
.661-kw visual, .087-kw aural. An-  
tenna: 150-ft. above av. terrain,  
201-ft. above ground, 1432-ft.  
above sea level.

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

Transmitter: 105 W. Iron St.

News Wire Service: UPI.

Facsimile Service: UPI.



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

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## KSLN-TV

Licensee: Mid-America Broadcasting Co. Inc., c/o Robert L. Weary,  
815 N. Washington St., Junction City, Kan. (66441).

Studio: 144 North 7th St., Salina, Kan. (67401).

Telephone: 913-827-4433.

Ownership: James P. Sunderland, 67%; Robert K. Weary, 13%;  
Ralph L. Weir, 20%.

Began Operation: Jan. 2, 1962. Left air April 23, 1963. Sale to  
present owner by Prairie State Bcstg. Co. was approved Feb. 26,  
1964 by FCC (Television Digest, Vol. 4:9). Resumed operation  
Aug. 1, 1964.

Represented (sales) by Vic Piano Associates; Mid-West Time Sales  
(Kansas City, St. Louis).

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

Personnel:

LARRY P. JUSTUS, general manager.

### DIGEST OF RATE CARD NO. 1-A

(Jan. 2, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-10:30 p.m., daily.						
	\$150.00	\$90.00	\$60.00	\$37.50	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: Bonus to network.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Recent Sales

Radio: Tulsa, Oklahoma	\$500,000
CATV: Sebring, Florida	\$600,000

116 Central Park South  
New York, N.Y.

# Kansas—Topeka



**WIBW-TV**



Ch. 13

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

Latitude 39° 00' 18.5"  
Longitude 96° 02' 57.5"

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

Studio: 5600 W. Sixth.

TV tape: Recording facilities.

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

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

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

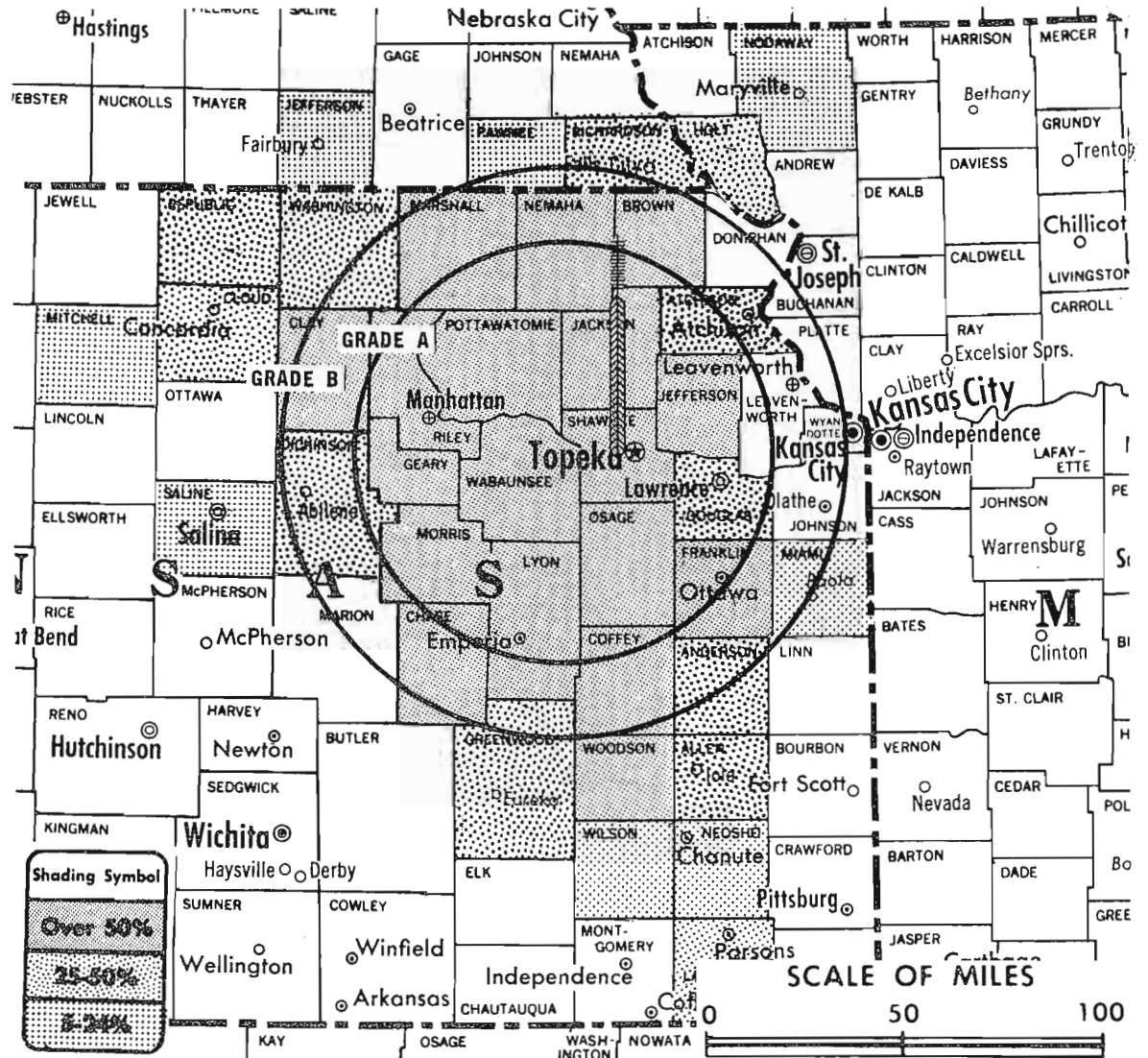
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WIBW-TV Ref: FCC File No. BPCT-2743 Granted 8/1/62

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

## WIBW-TV

Licensee: Stauffer Publications Inc., Box 119 (66601).

Telephone: 913-272-3456. TWX No.: 913-323-6151.

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansan; 12 smaller daily newspapers in Kansas, Oklahoma, Nebraska & Missouri. Stauffer owns KGNC-TV, Amarillo, Tex. (KGNC & FM).

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

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

Personnel:

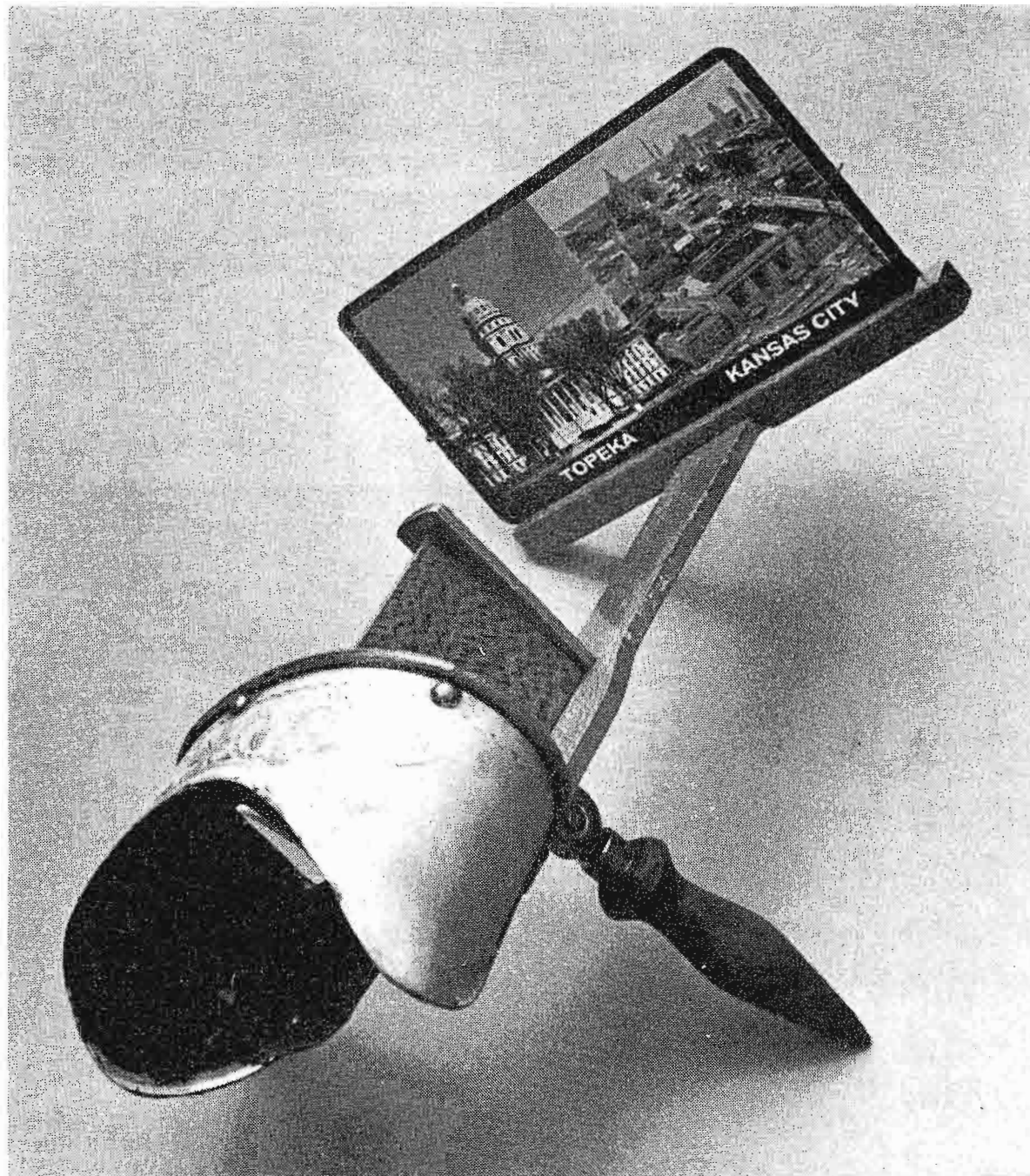
- THAD M. SANDSTROM, v.p. & general manager.
- CHARLES ROSS, station manager.
- RAY C. SENATE, national sales manager.
- PAUL WINDERS, operations manager.
- ELMER GUNDERSON, chief engineer.
- GEORGE LOGAN, farm director.
- FRED WHITE, sports director.
- TOM PARMLEY, news director.

DIGEST OF RATE CARD NO. 12A—(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.	\$550.00	\$330.00	\$220.00	\$140.00	\$130.00	\$112.00 \$56.00
NETWORK BASE HOURLY RATE: \$525.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KANSAS			
	Brown	3,800	3,500	92
	Chase	1,100	900	89
	Clay	3,200	2,700	87
	Coffey	2,400	2,000	87
	Franklin	6,300	5,900	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>				
KANSAS—(Continued)				
	Geary	8,900	8,400	94
	Jackson	2,900	2,700	91
	Jefferson	3,500	3,200	92
	Lyon	8,500	7,700	90
	Marshall	4,500	4,000	90
	Morris	2,000	1,700	89
	Nemaha	3,400	3,100	93
	Osage	4,200	3,900	92
	Pottawatomie	3,400	3,100	92
	Riley	11,800	10,700	91
	Shawnee	49,900	47,500	95
	Wabaunsee	1,900	1,700	89
	Woodson	1,300	1,100	87
<b>Between 25-50%</b>				
KANSAS				
	Allen	5,200	4,600	89
	Anderson	2,400	2,200	92
	Atchison	5,900	5,600	95
	Cloud	4,200	3,700	88
	Dickinson	7,100	6,500	92
	Douglas	14,100	12,900	92
	Greenwood	3,200	2,900	91
	Republic	2,800	2,500	90
	Washington	2,900	2,500	88
MISSOURI				
	Holt	2,000	1,800	87
NEBRASKA				
	Richardson	4,000	3,700	93
<b>Between 5-24%</b>				
KANSAS				
	Labette	8,200	7,500	92
	Miami	6,000	5,700	96
	Mitchell	2,400	2,100	88
	Neosho	6,000	5,600	93
	Saline	17,500	16,400	94
	Wilson	3,800	3,300	88
MISSOURI				
	Nodaway	6,300	5,800	92
NEBRASKA				
	Jefferson	3,500	3,200	93
	Pawnee	1,400	1,200	88
Station Totals		231,900	213,500	92
Net Weekly Circulation (March 1967)			132,779	
Average Daily Circulation (March 1967)			102,335	



## Topeka and Kansas City Merger is Called Off!

Topeka *can't* be covered from Kansas City. Topeka is a separate market located 70 miles to the west—the nerve center of Kansas news, finance, politics, industry and agriculture.

ARB and NSI surveys show that WIBW-TV delivers more sales impressions in Eastern Kansas than all three Kansas City stations combined. WIBW-TV dominates this competitive market area as the *only* commercial VHF station.

Advertisers who buy three or four commercials on WIBW-TV, for the price of only one spot in Kansas

City, are reaching the populous area where two-thirds of the state's people live and work.

WIBW-TV is CBS plus the best of ABC programming. WIBW-TV is community involved and people endorsed. WIBW-TV is marketing oriented to food and drug sundry products through the giant Fleming Company, the nation's largest voluntary independent grocery group, with headquarters in Topeka.

If you try to cover Eastern Kansas without WIBW-TV, you get one thing:

Fuzzy results.



TV - RADIO - FM  
Topeka, Kansas

Broadcast Services of Stauffer Publications  
Represented nationally by Avery-Knodel

# Kansas—Topeka



**KTSB**



Ch. 27

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

Latitude 39° 05' 33.5"  
Longitude 95° 47' 04.1"

Transmitter: U.S. Hwy. 24 & Landon Rd.

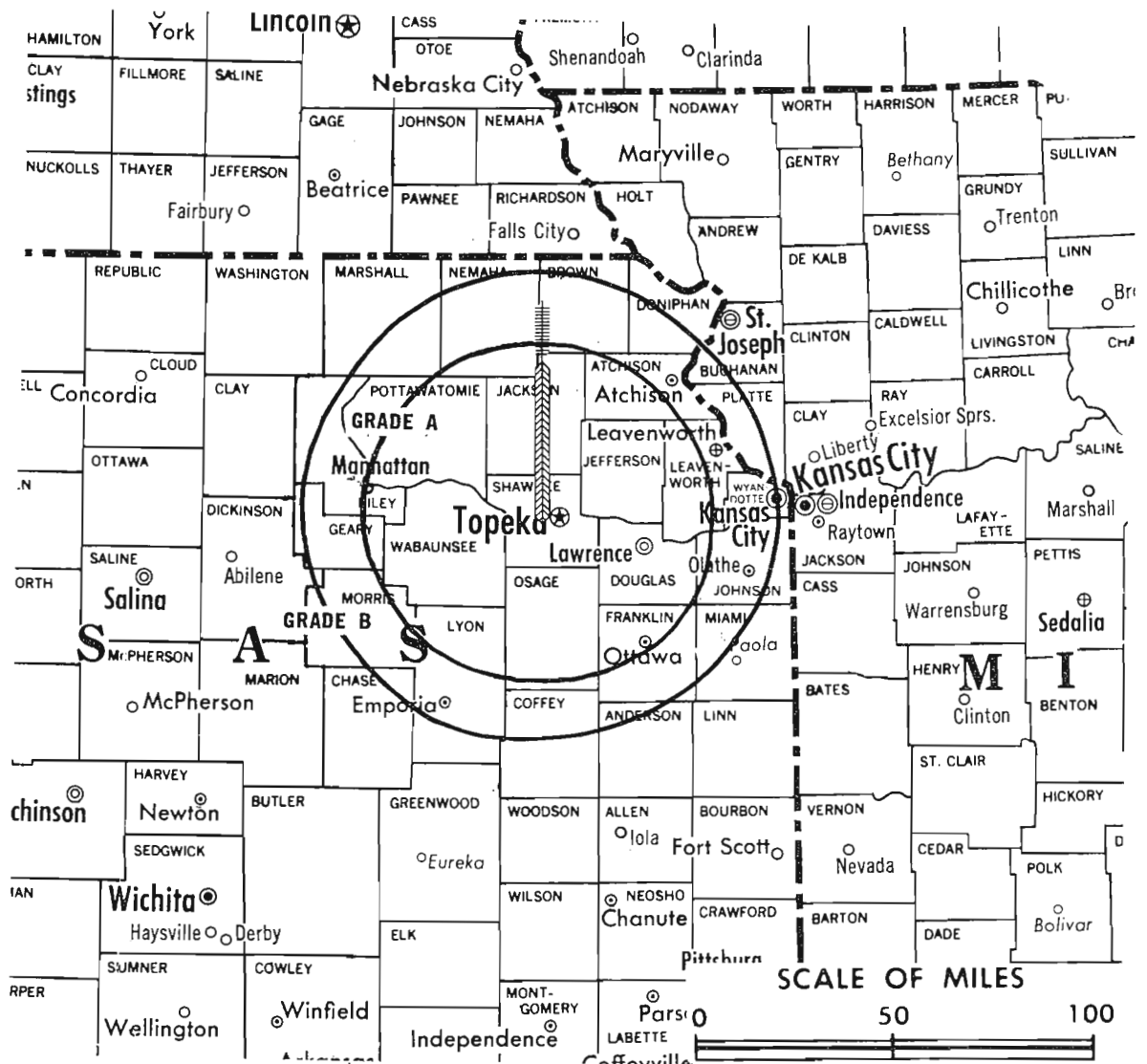
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.



KTSB Ref: FCC File No. BMPCT-6498 Granted 10/12/66

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## KTSB

Network Service: NBC.

Grantee: Studio Broadcasting System Div., Highwood Service Inc.

Studio: U.S. Hwy. 24 & Landon Rd.

Mailing Address: P.O. Box 2700, Topeka, Kan. (66601).

Telephone: 913-582-4000. TWX No.: 910-749-6600.

Ownership: Motorcar Transport Co., 100%, (wholly owned by Ralph C. Wilson Agency). Officers: Ralph C. Wilson Jr., pres.-treas.; Alan B. Bennett, v.p.-gen. mgr.; Richard O. Morrison, exec. v.p.

Began Operation: Dec. 28, 1967.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by McKenna & Wilkinson.

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

Personnel:

ALAN BRUCE BENNETT, vice president & general manager.  
HARRY L. STRADER, director of production & operations.  
WALLACE J. RODAMMER, director of engineering.  
THOMAS J. JOSEPHSEN, director of sales.  
DAVID A. DARY, director of news.  
JACK L. ATKINSON, director of accounting.  
JAMES W. MURRAY, director of promotion.

### DIGEST OF RATE CARD NO. SBS-67-1 (Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$275.00	\$170.00	\$110.00	\$80.00	\$55.00	\$45.00	\$28.00



# Kansas—Wichita



**KAKE-TV**



Ch. 10

[Operates satellite KUPK-TV, Garden City, Kan.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: State Hwy. 96, 9-mi. NW of city.

TV tape: Recording facilities.

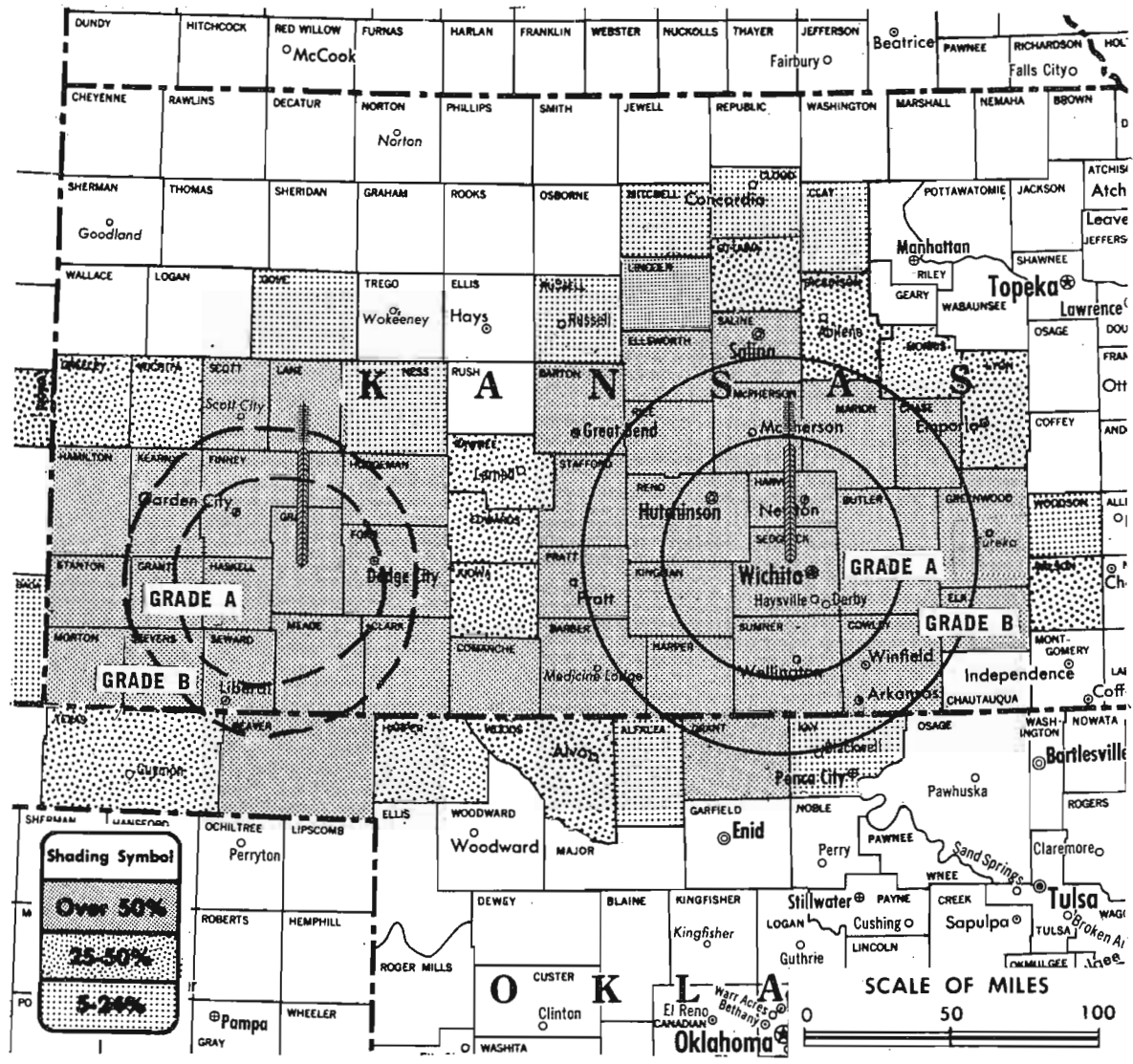
Color: Network, live, film, slide & tape.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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## KAKE-TV

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

Studio: 1500 North West St.

Telephone: 316-943-4221. TWX No.: 316-554-9452.

Ownership: Mark H. Adams, pres., 2.94%; Theodore Gore, exec. v.p., 9.30%; Harold Newby, v.p., 2.01%; Tom Palmer estate, 19.60%; Martin Umansky, v.p., 3.98%; H. E. Zoller, 8.55%; Owen McEwen, treas. & asst. secy., 7.54%; Lloyd Pickrell estate, 2.01%; Charles E. Jones, secy. & asst. treas., 6.28%. Board members: George H. Bruce, 2.01%; S. O. Beren, 2.01%; Sherrill C. Corwin, 15.08%. Non-officers: Rita Rand, 9.30%; Patricia McEwen, 2.01%; H. E. Zoller III, 2.01%; David Zoller, 2.01%; Mark H. Adams II, 1.67%; Wells M. Adams, 1.67%. KAKE-TV & Radio also owns radios KUPK & FM, Garden City, Kan.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Lohnes & Culver.

### Personnel:

MARTIN UMANSKY, v.p. & general manager.  
HAROLD NEWBY, v.p. & chief engineer.  
BRYCE BENEDICT, general sales manager.  
JOHN FROOME, talent supervisor.  
RON WILLIAMS, promotion manager.  
BETTY HANNAH, traffic director.  
PAUL THRELFALL, manager news dept.  
BETTY JO SEARLE, women's director.  
ROBERT FULKERSON, assistant chief engineer.  
ARNOLD WEDEL, office manager.

ARB Data for this Station Includes Satellite

KUPK-TV, Garden City, Kan.

## DIGEST OF RATE CARD NO. A15a

(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$940.00	\$530.00	\$360.00	\$240.00	\$225.00	\$113.00

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>KANSAS</b>				
		Barber	2,900	2,600	90
		Barton	10,200	9,900	96
		Butler	12,900	12,200	94
		Chase	1,100	900	89
		Clark	1,000	900	94
		Comanche	900	800	86
		Cowley	12,200	11,300	92
		Elk	1,300	1,200	88
		Ellsworth	2,400	2,100	90
		Finney	4,900	4,600	94
		Ford	6,600	6,300	94
		Grant	1,500	1,400	92
		Gray	1,100	1,000	92
		Greenwood	3,200	2,900	91
		Hamilton	800	700	87
		Harper	2,800	2,600	93
		Harvey	8,800	8,100	92
	Haskell	900	800	93	
	Hodgeman	700	600	89	
	Kearny	700	600	94	
	Kingman	2,800	2,700	95	
	Lane	900	900	93	
	Lincoln	1,400	1,200	87	
	McPherson	7,600	6,700	89	
	Marion	4,300	3,800	89	
	Meade	1,500	1,500	98	

(Continued on page 278-b)

Station Totals	365,200	339,800	93
Net Weekly Circulation (March 1967)			263,300
Average Daily Circulation (March 1967)			179,800

# Kansas—Wichita



**KARD-TV**



Ch. 3

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

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

Latitude 37° 46' 37"

Longitude 97° 31' 01"

Transmitter: Colwich, Kan.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

FM Affiliate: KARD, 30-kw, 107.3 mc (No. 297), 860-ft.

Total Households: © SRDS

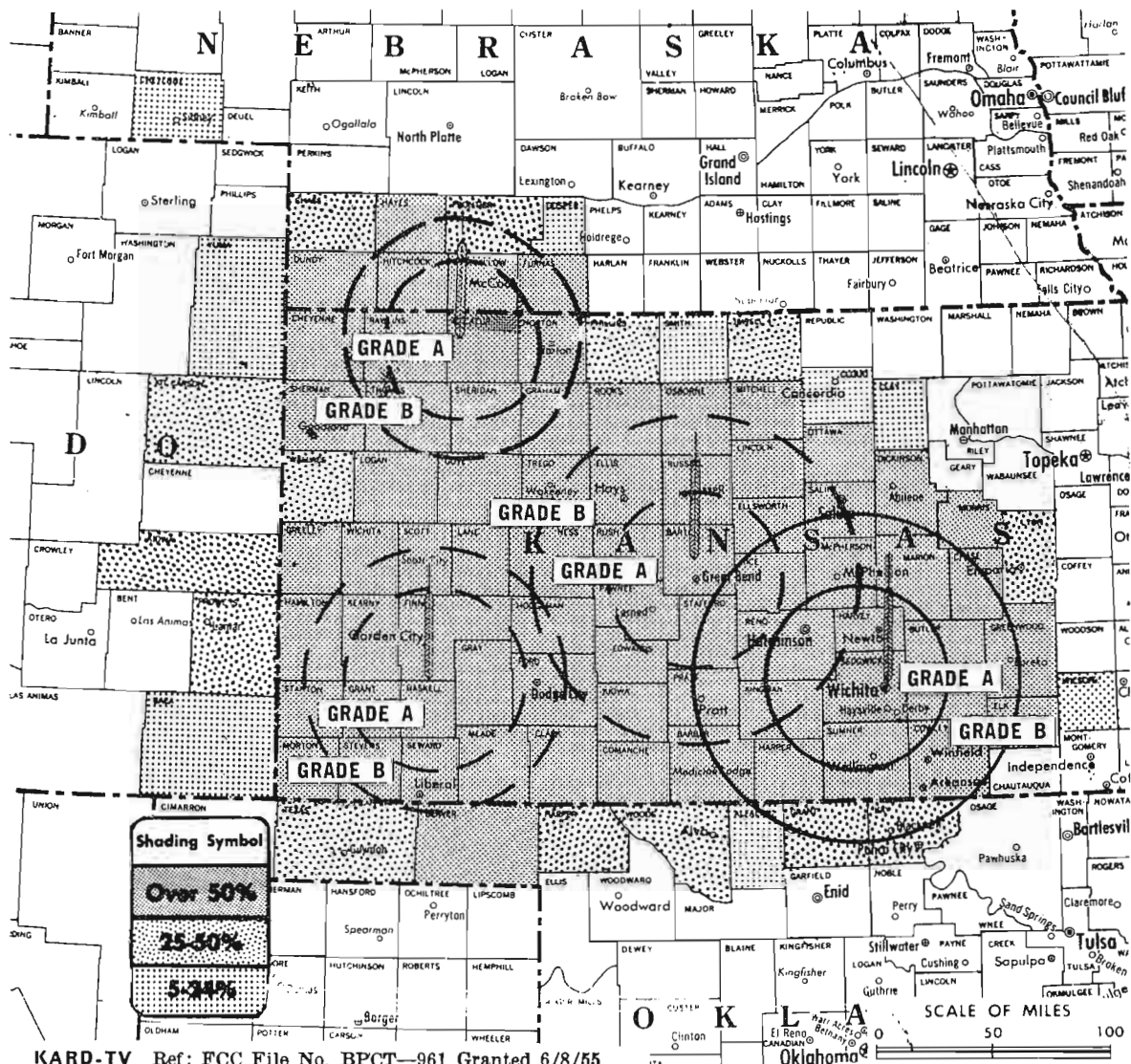
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KARD-TV Ref: FCC File No. BPCT—961 Granted 6/8/55  
 KCKT Ref: FCC File No. BPCT—1838 Granted 3/3/54  
 KGLD Ref: BPCT—3371 Granted 8/20/64  
 KOMC Ref: FCC File No. BMPCT—5393 Granted 10/15/59

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

## KARD-TV

Licensee: Kansas State Network Inc., 833 N. Main St. (67203).

Studio: 833 N. Main St., Wichita (67203).

Telephone: 316-265-5633. TWX No.: 910-741-6976.

Ownership: Estate of George M. Brown, principal stockholder; over 600 other stockholders. Also operates satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. and KOMC, McCook, Neb. (Oberlin, Kan.).

Began Operation: Sept. 1, 1955.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES L. BROWN, chairman of board.  
 DON SBARRA, president.  
 C. E. HENDRICKSON, v.p. & general sales manager.  
 GENE CANFIELD, v.p. & local-regional sales manager.  
 BILL SIKES, v.p. & program director.  
 R. HERRING, engineering director.  
 DONALD B. TENER, v.p., treasurer.  
 DANIEL M. MOYER, v.p., secretary.  
 G. R. (BARRY) STOVER, promotion manager.  
 GREG GAMER, executive news director.

### DIGEST OF RATE CARD NO. II (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$1000.00	\$570.00	\$380.00	\$295.00	Graded rates apply*	

\*Highest rate: \$424.

NETWORK BASE HOURLY RATE: \$800.

ARB Data for this Station Includes Satellites  
 KCKT, Great Bend, Kan., KGLD, Garden City,  
 Kan. & KOMC, McCook, Neb.

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### KANSAS

Barber	2,900	2,600	90
Barton	10,200	9,900	96
Butler	12,900	12,200	94
Chase	1,100	900	89
Cheyenne	1,100	1,000	92
Clark	1,000	900	94
Comanche	900	800	86
Cowley	12,200	11,300	92
Decatur	1,600	1,500	92
Dickinson	7,100	6,500	92
Edwards	1,300	1,200	93
Elk	1,300	1,200	88
Ellis	6,100	5,700	95
Ellsworth	2,400	2,100	90
Finney	4,900	4,600	94
Ford	6,600	6,300	94
Gove	1,200	1,000	87
Graham	1,700	1,600	94
Grant	1,500	1,400	92
Gray	1,100	1,000	92
Greeley	600	600	91
Greenwood	3,200	2,900	91
Hamilton	800	700	87
Harper	2,800	2,600	93
Harvey	8,800	8,100	92
Haskell	900	800	93
Hodgeman	700	600	89
Kearny	700	600	94
Kingman	2,800	2,700	95
Kiowa	1,500	1,300	85
Lane	900	900	93
Lincoln	1,400	1,200	87
Logan	1,200	1,100	88
McPherson	7,600	6,700	89
Marion	4,300	3,800	89
Meade	1,500	1,500	98
Mitchell	2,400	2,100	88

Over 50%

(Continued on page 278-b)

Station Totals	416,300	386,300	93
Net Weekly Circulation (March 1967)			321,900
Average Daily Circulation (March 1967)			242,000

# Kansas—Hutchinson-Wichita



**KTVH**



Ch. 12

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

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

**Transmitter:** 9-mi. E of Hutchinson.

**TV tape:** Recording facilities.

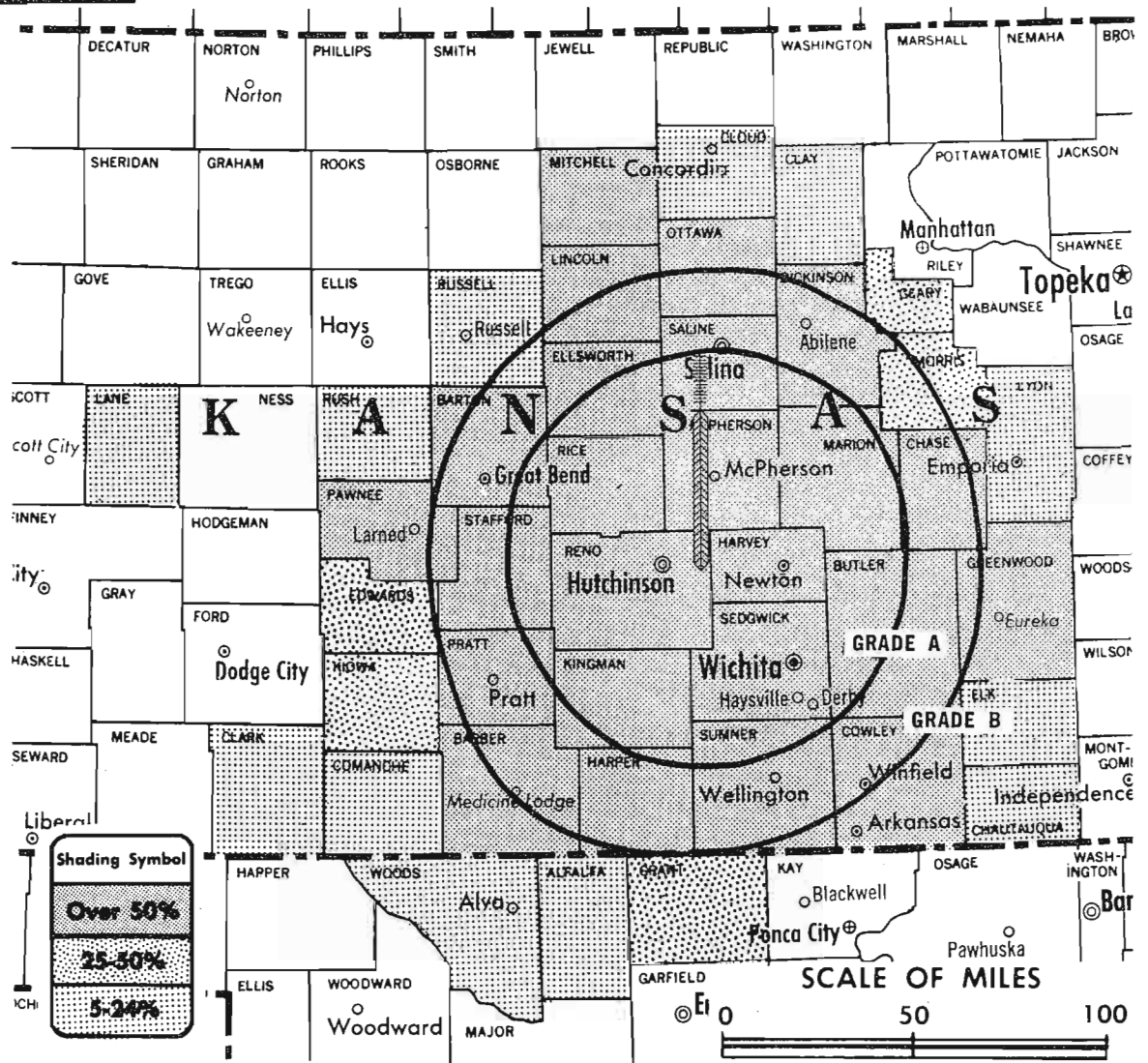
**Color:** Network, live, film, slide & tape.

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

**Facsimile Service:** UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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

## KTVH

**Licensee:** Wichita-Hutchinson Co., 1800 N. Plum St., Hutchinson, Kan. (67501).

**Studios:** 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P.O. Box 12, Wichita (67201).

**Telephones:** Hutchinson, 316-665-5503; Wichita, 316-838-1411. TWX No.: 316-554-9473.

**Ownership:** Minneapolis Star and Tribune, 93.168%; John P. Harris, 2.624%; Bess Wyse Rickard, 2.808%; M. Dale Larsen, 1.000%; Robert D. Snyder, .16%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; M. Dale Larsen, vice-pres. and gen. mgr.; Otto A. Silha, vice-pres.; C. B. McCue, treas.; Howard Mithun, secy. Minneapolis Star and Tribune is controlled by members of Cowles family; for other Cowles interests, see KRNT-TV, Des Moines, Ia. Harris family publishes Hutchinson News and other Kansas newspapers, as well as Burlington (Iowa) Hawk-Eye Gazette (KBUR); owns radios KTOP & FM, Topeka, Kan. and WJOL & FM, Joliet, Ill.; also has an interest in radios KMCD, Fairfield, Ia. and KIUL, Garden City, Kan.; Bess Wyse Rickard controls KWBW, Hutchinson.

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

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** Robert A. Marmet.

**Personnel:**

- M. DALE LARSEN, v.p. & general manager.
- ROBERT D. SNYDER, asst. general manager.
- DONIVAN D. WALDRON, national sales manager.
- JOHN S. MILEHAM, promotion director.
- JULIUS EFFLANDT, program manager.
- DALE HECKEL, chief engineer.
- JACK MUNLEY, sports director.
- WARD D. ANDREWS, news director.

## DIGEST OF RATE CARD NO. 12—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
	\$900.00	\$500.00	\$300.00	\$235.00	Graded rates apply*

\*Highest rate: \$600.

**NETWORK BASE HOURLY RATE: \$750.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KANSAS</b>				
	Barber	2,900	2,600	90
	Barton	10,200	9,900	96
	Butler	12,900	12,200	94
	Chase	1,100	900	89
	Cowley	12,200	11,300	92
	Dickinson	7,100	6,500	92
	Ellsworth	2,400	2,100	90
	Greenwood	3,200	2,900	91
	Harper	2,800	2,600	93
	Harvey	8,800	8,100	92
	Kingman	2,800	2,700	95
	Lincoln	1,400	1,200	87
	Marion	4,300	3,800	89
	McPherson	7,600	6,700	89
	Mitchell	2,400	2,100	88
	Ottawa	2,100	1,900	87
	Pawnee	2,700	2,500	93
	Pratt	3,800	3,600	94
	Reno	21,400	20,400	95
	Rice	4,000	3,800	95
	Saline	17,500	16,400	94
	Sedgwick	116,900	111,800	96
	Stafford	2,100	1,900	92
	Sumner	8,600	8,000	94

**Over 50%**

(Continued on page 278-b)

Station Totals	309,200	289,200	94
Net Weekly Circulation (March 1967)			242,000
Average Daily Circulation (March 1967)			182,700

For Color Set Penetration by Markets

See Services Volume

# Kansas—Wichita

## KARD-TV, Wichita (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50% (Continued)</b>	<b>KANSAS—(Continued)</b>			
	Morris	2,000	1,700	89
	Morton	1,100	900	90
	Ness	1,300	1,200	92
	Norton	2,400	2,200	91
	Osborne	2,000	1,800	87
	Ottawa	2,100	1,900	87
	Pawnee	2,700	2,500	93
	Pratt	3,800	3,600	94
	Rawlins	1,300	1,200	91
	Reno	21,400	20,400	95
	Rice	4,000	3,800	95
	Rooks	3,000	2,800	93
	Rush	1,500	1,400	93
	Russell	3,000	2,700	91
	Saline	17,500	16,400	94
	Scott	1,600	1,400	93
	Sedgwick	116,900	111,800	96
	Seward	5,900	5,400	92
	Sheridan	1,200	1,100	91
	Sherman	1,900	1,700	93
	Stafford	2,100	1,900	92
	Stanton	300	300	87
	Stevens	1,300	1,100	86
	Sumner	8,600	8,000	94
	Thomas	2,300	2,000	88
	Trego	1,400	1,300	89
	Wichita	800	700	88
	<b>NEBRASKA</b>			
	Dundy	1,000	900	90
	Furnas	2,100	1,900	89
	Hayes	600	500	92
	Hitchcock	1,200	1,100	95
	Red Willow	4,400	4,100	94
	<b>OKLAHOMA</b>			
Beaver	2,200	2,000	91	
<b>COLORADO</b>				
Kiowa	600	500	84	
Kit Carson	1,800	1,500	83	
Prowers	3,700	3,100	82	
<b>KANSAS</b>				
Jewell	1,800	1,500	84	
Lyon	8,500	7,700	90	
Phillips	2,400	2,100	86	
Wallace	300	300	89	
<b>NEBRASKA</b>				
Chase	1,100	1,100	94	
Frontier	900	900	94	
<b>OKLAHOMA</b>				
Grant	2,300	2,100	93	
Harper	1,900	1,700	91	
Kay	18,700	17,400	93	
Texas	4,700	4,300	91	
Woods	3,500	3,100	90	
<b>COLORADO</b>				
Baca	2,000	1,400	71	
Yuma	2,600	2,300	88	
<b>KANSAS</b>				
Clay	3,200	2,700	87	
Cloud	4,200	3,700	88	
Smith	2,200	2,000	91	
<b>NEBRASKA</b>				
Cheyenne	5,000	4,600	91	
Gosper	800	700	96	
<b>OKLAHOMA</b>				
Alfalfa	2,400	2,100	89	

For Station-Owned Translators

See Services Volume

# KTVH, Hutchinson-Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	<b>KANSAS</b>			
	Edwards	1,300	1,200	93
	Geary	8,900	8,400	94
	Kiowa	1,500	1,300	85
	Morris	2,000	1,700	89
<b>OKLAHOMA</b>				
Grant	2,300	2,100	93	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Chautauqua	1,600	1,400	93
	Clark	1,000	900	94
	Clay	3,200	2,700	87
	Cloud	4,200	3,700	88
	Comanche	900	800	86
	Elk	1,300	1,200	88
	Lane	900	900	93
	Lyon	8,500	7,700	90
	Rush	1,500	1,400	93
	Russell	3,000	2,700	91
<b>OKLAHOMA</b>				
Alfalfa	2,400	2,100	89	
Woods	3,500	3,100	90	

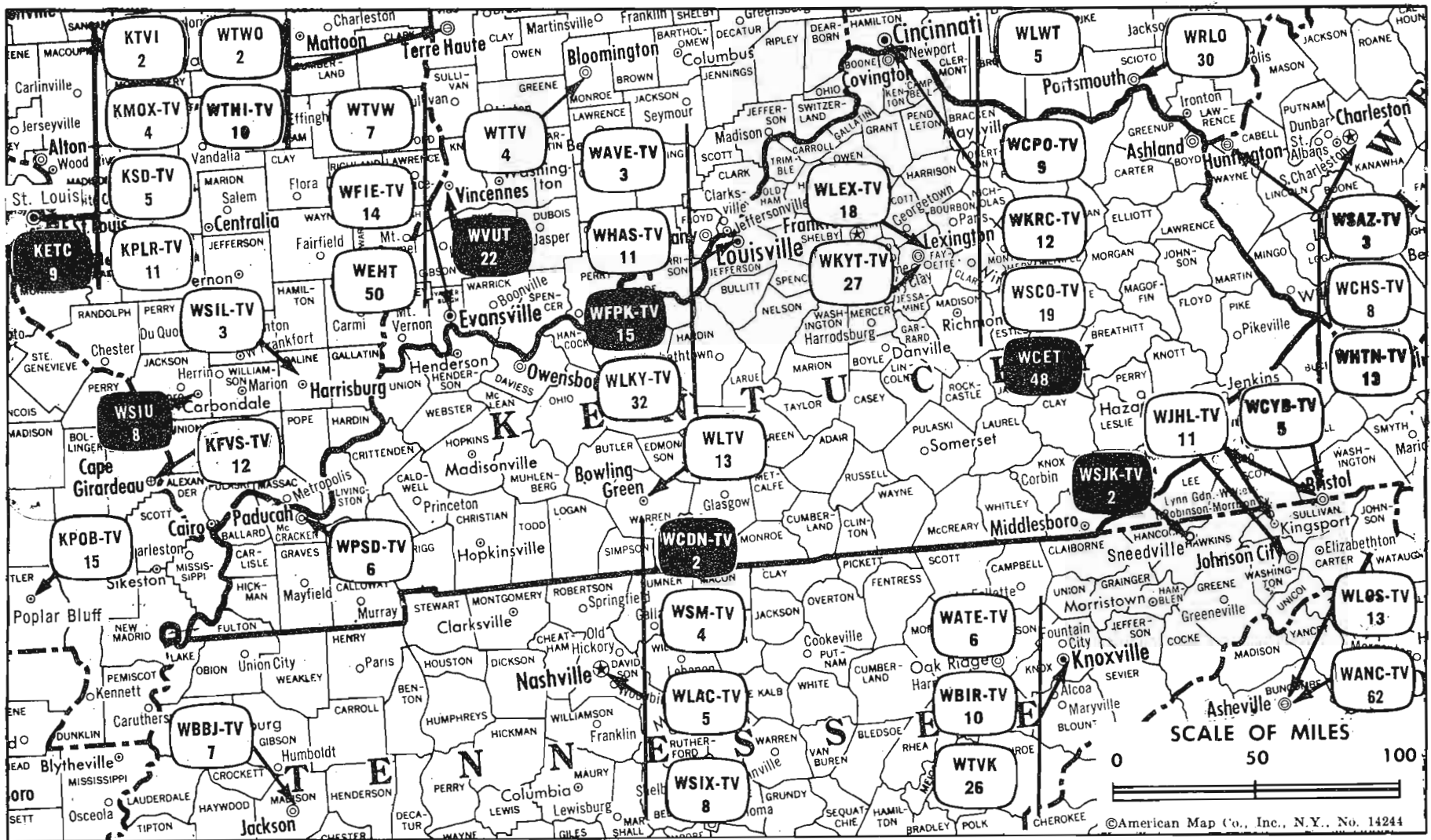
## KAKE-TV, Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50% (Continued)</b>	<b>KANSAS—(Continued)</b>			
	Morton	1,100	900	90
	Pratt	3,800	3,600	94
	Reno	21,400	20,400	95
	Rice	4,000	3,800	95
	Saline	17,500	16,400	94
	Scott	1,600	1,400	93
	Sedgwick	116,900	111,800	96
	Seward	5,900	5,400	92
	Stafford	2,100	1,900	92
	Stanton	300	300	87
	Stevens	1,300	1,100	86
	Sumner	8,600	8,000	94
	<b>OKLAHOMA</b>			
	Beaver	2,200	2,000	91
	Grant	2,300	2,100	93
	<b>COLORADO</b>			
	Kiowa	600	500	84
	<b>KANSAS</b>			
	Dickinson	7,100	6,500	92
Edwards	1,300	1,200	93	
Greeley	600	600	91	
Kiowa	1,500	1,300	85	
Lyon	8,500	7,700	90	
Morris	2,000	1,700	89	
Ottawa	2,100	1,900	87	
Pawnee	2,700	2,500	93	
Wichita	800	700	88	
Wilson	3,800	3,300	88	
<b>OKLAHOMA</b>				
Harper	1,900	1,700	91	
Texas	4,700	4,300	91	
Woods	3,500	3,100	90	
<b>Between 25-50%</b>	<b>COLORADO</b>			
	Baca	2,000	1,400	71
	<b>KANSAS</b>			
	Clay	3,200	2,700	87
	Cloud	4,200	3,700	88
	Gove	1,200	1,000	87
	Mitchell	2,400	2,100	88
	Ness	1,300	1,200	92
	Russell	3,000	2,700	91
	Woodson	1,300	1,100	87
	<b>OKLAHOMA</b>			
	Alfalfa	2,400	2,100	89
	Kay	18,700	17,400	93



# Kentucky



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Louisville	401,900	47	608,800	62	565,200	62
Paducah-Cape Girardeau-Harrisburg	237,500	80	400,200	104	361,200	106
Lexington	121,000	135	249,100	140	214,000	143
Bowling Green	53,100	186	257,800	137	232,900	138

## Kentucky Station Status as of Jan. 1, 1968

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

See CATV Directory  
for Kentucky CATV Systems

# Kentucky

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WFPK-TV Louisville Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newbury Rd., Louisville (40218).

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 13.5-kw visual, 1.74-kw aural. Antenna: 310-ft. above av. terrain, 380-ft. above ground, 835-ft. above sea level.

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

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

### KFVS-TV Paducah

(See Cape Girardeau, Mo.)

### WSIL-TV Paducah

(See Harrisburg, Ill.)

### WPSD-TV, Paducah (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 % (Continued)</b>	TENNESSEE—(Continued)			
	Lake	2,300	2,000	86
	Obion	8,600	7,800	91
	Weakley	7,200	6,300	88
<b>Between 25-50 %</b>	ARKANSAS			
	Greene	8,100	7,300	90
	ILLINOIS			
	White	5,800	5,100	88
	KENTUCKY			
	Webster	4,800	4,100	87
	MISSOURI			
Perry	4,300	3,800	90	
TENNESSEE				
Gibson	13,900	12,400	90	
Stewart	1,900	1,700	90	
<b>Between 5-24 %</b>	ARKANSAS			
	Clay	6,400	5,600	87
	ILLINOIS			
	Perry	5,500	5,100	93
	Randolph	8,100	7,700	95
	MISSOURI			
	Iron	2,000	1,700	86
	Madison	2,700	2,400	88
	Pemiscot	9,100	8,000	87
	Shannon	1,800	1,300	73
TENNESSEE				
Henry	7,200	6,200	87	

### WAVE-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50 %</b>	INDIANA			
	Switzerland	1,900	1,700	92
	KENTUCKY			
	Carroll	2,500	2,300	91
	Jessamine	4,200	3,600	85
	Lincoln	4,400	3,700	84
<b>Between 5-24 %</b>	Owen	2,100	1,900	88
	Russell	2,700	2,200	83
	INDIANA			
	Bartholomew	16,400	15,700	96
	Brown	2,000	1,900	96
	Daviess	8,400	7,700	92
	Knox	14,200	13,400	95
	Pike	3,300	3,000	92
	Spencer	4,400	4,100	93
	KENTUCKY			
	Clark	7,300	6,500	89
	Fayette	47,100	43,700	93
	Gallatin	1,200	1,100	92
	Garrard	2,800	2,400	87
Madison	11,100	9,300	84	
Ohio	4,900	4,400	89	
Rockcastle	3,000	2,200	74	
Wayne	3,700	2,600	72	

### WHAS-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50 %</b>	KENTUCKY			
	Adair	3,800	3,000	79
	Carroll	2,500	2,300	91
	Edmonson	2,000	1,700	82
	Hancock	1,400	1,200	87
	Jessamine	4,200	3,600	85
	Owen	2,100	1,900	88
Russell	2,700	2,200	83	
<b>Between 5-24 %</b>	INDIANA			
	Brown	2,000	1,900	96
	Daviess	8,400	7,700	92
	Pike	3,300	3,000	92
	Ripley	5,900	5,500	94
	Spencer	4,400	4,100	93
	Switzerland	1,900	1,700	92
	KENTUCKY			
	Barren	9,000	8,100	91
	Clark	7,300	6,500	89
	Fayette	47,100	43,700	93
	Gallatin	1,200	1,100	92
	Garrard	2,800	2,400	87
	Lincoln	4,400	3,700	84
	Madison	11,100	9,300	84
	Metcalfe	2,300	2,000	87
	Ohio	4,900	4,400	89

### WLEX-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24 %</b>	KENTUCKY—(Continued)			
	Marion	4,300	3,900	92
	Mason	5,800	5,300	91
	Nelson	6,100	5,700	92
	Perry	6,800	5,300	78
	Robertson	800	700	91
	Shelby	6,000	5,600	93
	Taylor	5,600	4,800	87
	Wayne	3,700	2,600	72
	Whitley	6,300	5,400	86

### WKYT-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24 %</b>	KENTUCKY—(Continued)			
	Mason	5,800	5,300	91
	Owen	2,100	1,900	88
	Shelby	6,000	5,600	93
	Spencer	1,600	1,500	93
	Wayne	3,700	2,600	72

# Kentucky—Bowling Green

**WLTV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 850-ft. above av. terrain, 603-ft. above ground, 1410-ft. above sea level.

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

Transmitter: 12.5-mi. NW of Bowling Green.

Studio: 12-mi. N.W. of Bowling Green, Morgantown Rd.

Sales Office: 1018 Chestnut St.

Telephones: 502-842-9471 (sales); 502-842-0338 (studio).

Color: Network.

News Wire Service: AP.

Facsimile Service: AP.

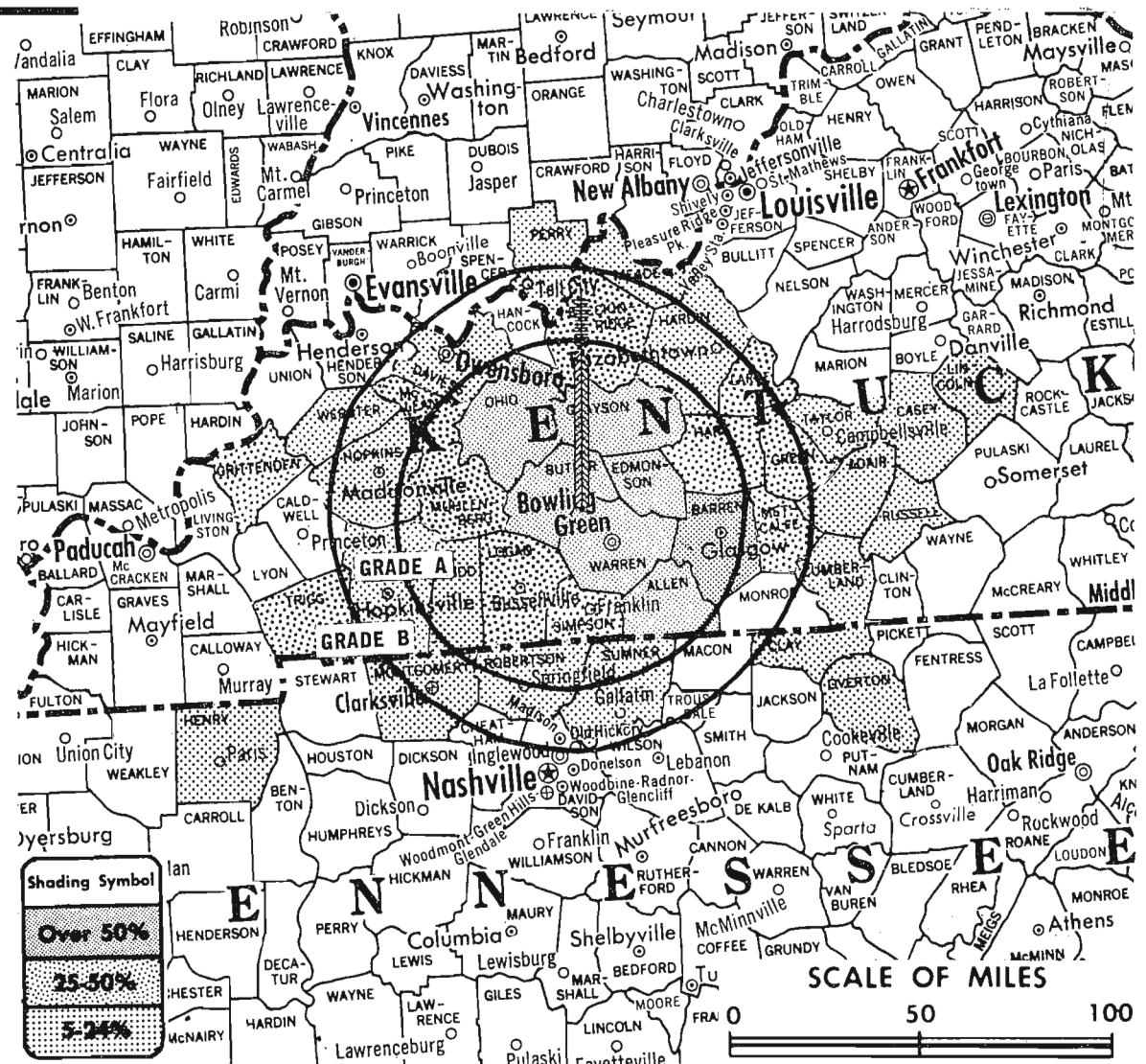
Total Households © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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## WLTV

Network Service: ABC.

Licensee: Argus Bcstg. Co., Box 1198, Bowling Green (42101).

Ownership: George A. Brown Jr., 98%; Mrs. George A. Brown, 1%; J. M. Walters, 1%.

Began Operation: June 3, 1962.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Walter Holey, Atlanta.

Personnel:

JOE M. WALTERS, v.p., general manager & film buyer.

JOE WALTERS, general sales manager.

JERRY GOAD, sports director.

WALLACE McCOY, engineer.

BILL SWETMON, production director.

### DIGEST OF RATE CARD (Local)

(July 19, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$45.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Allen	3,700	3,300	89
	Barren	9,000	8,100	91
	Butler	2,300	2,000	87
	Grayson	4,600	4,000	85
	Ohio	4,900	4,400	89
	Warren	14,900	13,600	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	KENTUCKY—(Continued)			
	Breckinridge	4,400	3,900	88
	Crittenden	2,300	2,000	88
	Edmonson	2,000	1,700	82
	Green	3,600	3,000	86
	Hart	4,300	3,800	90
	Larue	3,500	3,200	91
	Logan	6,400	5,800	91
	Mc Lean	3,100	2,800	91
	Metcalfe	2,300	2,000	87
	Muhlenberg	7,500	6,800	90
	Simpson	3,700	3,400	91
	Trigg	2,700	2,400	91
<b>Between 5-24%</b>	INDIANA			
	Perry	5,200	4,700	92
	KENTUCKY			
	Adair	3,800	3,000	79
	Casey	3,400	2,700	79
	Christian	17,000	15,600	92
	Cumberland	1,800	1,400	80
	Daviess	23,900	22,200	93
	Hardin	16,700	15,700	94
	Hopkins	12,500	11,100	89
Lincoln	4,400	3,700	84	
Meade	6,900	6,600	95	
Russell	2,700	2,200	83	
Taylor	5,600	4,800	87	
Todd	3,000	2,700	90	
Webster	4,800	4,100	87	
TENNESSEE				
Clay	1,600	1,400	83	
Henry	7,200	6,200	87	
Montgomery	17,100	16,100	94	
Overton	3,500	3,000	84	
Robertson	8,600	7,900	93	
Sumner	13,800	12,700	93	
Station Totals		248,700	224,000	90
Net Weekly Circulation (March 1967)				53,100
Average Daily Circulation (March 1967)				19,700

# Kentucky—Lexington



**WKYT-TV**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 215-kw visual, 38.6-kw aural. Antenna: 640-ft. above av. terrain, 556-ft. above ground, 1627-ft. above sea level.

Latitude 38° 02' 07"  
Longitude 84° 27' 04"

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

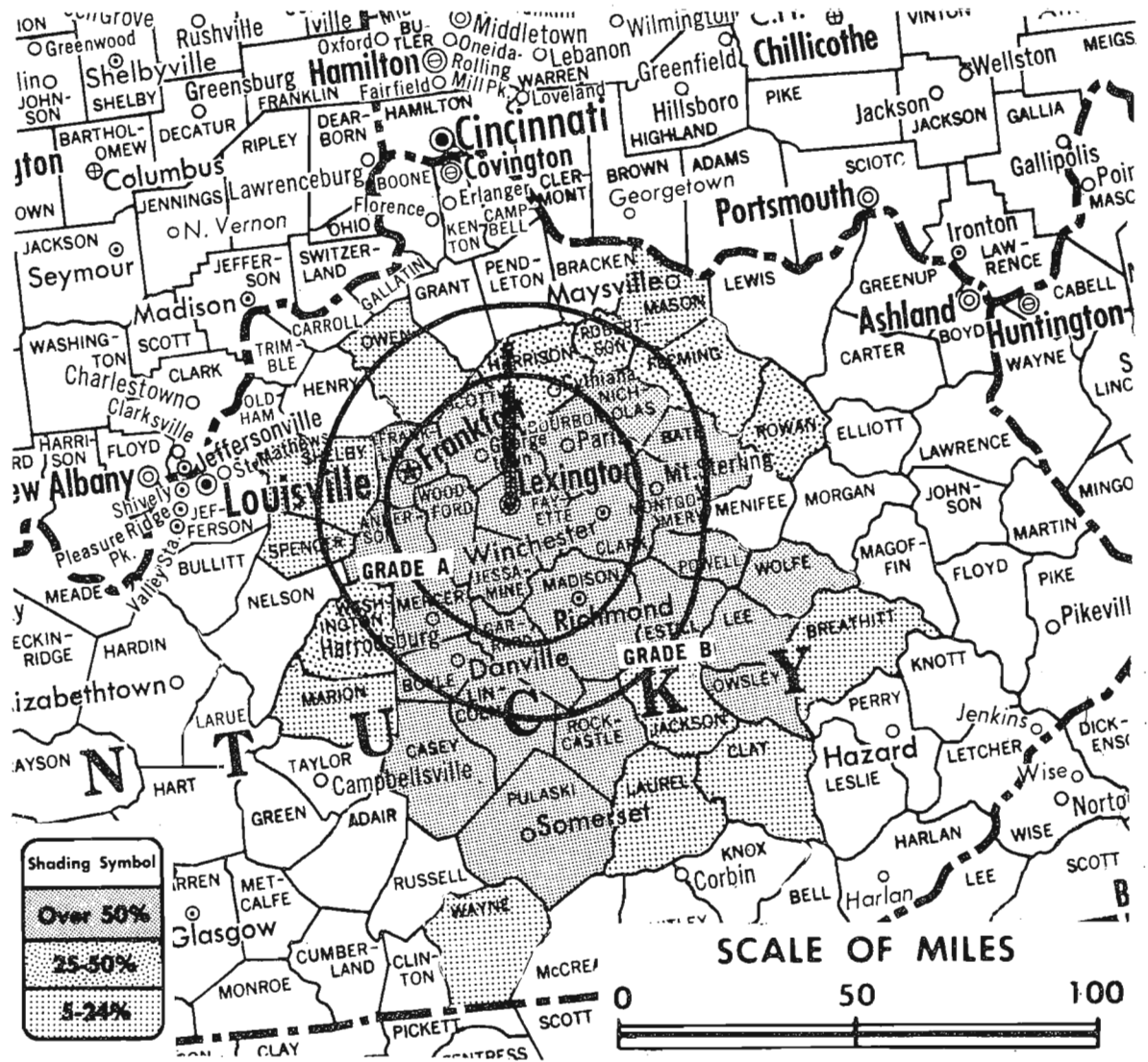
TV tape: Recording facilities.

News Wire Service: AP.

News Film Service: CBS.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



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

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

## WKYT-TV

Network Service: CBS, ABC.

Licensee: Kentucky Central Television Inc., Box 655, Lexington, Ky. (40501).

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

Telephone: 606-254-2727. TWX No.: 606-255-8822.

Ownership: Mid-Central Investment Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc. Garvice D. Kincaid, chmn.; Theodore T. Grizzard, pres.; Walter M. Windsor, exec. v.p.; William E. Burnett Jr., secy.-treas. Kincaid owns 60% of WVLK & FM, Lexington; WHOO & FM, Orlando; WFFG, Marathon, Fla. & WINN, Louisville.

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

Represented (sales) by Adam Young—VTM Inc.

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

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

### Personnel:

- WALTER M. WINDSOR, executive vice president.
- L. C. REDMON, general manager & national sales manager.
- RICHARD S. DECAMP, local & regional sales manager.
- HUDSON CLAY, film director.
- ROBERT J. KLEIN, chief engineer.
- JERRY HELLARD, operations manager.
- J. PAUL WARNECKE, news & public affairs director.

### DIGEST OF RATE CARD NO. 7 (June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00 \$40.00
NETWORK BASE HOURLY RATE:	\$400 (CBS).					

282-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>KENTUCKY</b>			
	Anderson	2,900	2,700	93
	Bourbon	6,000	5,400	91
	Boyle	6,500	5,800	90
	Clark	7,300	6,500	89
	Estill	3,100	2,300	74
	Fayette	47,100	43,700	93
	Franklin	9,900	9,200	93
	Garrard	2,800	2,400	87
	Jessamine	4,200	3,600	85
	Lee	1,700	1,200	70
	Lincoln	4,400	3,700	84
	Madison	11,100	9,300	84
	Mercer	4,900	4,400	89
	Montgomery	4,500	3,700	82
	Nicholas	1,900	1,600	85
	Owsley	1,000	700	64
	Powell	1,800	1,300	72
	Pulaski	9,300	7,300	79
	Rockcastle	3,000	2,200	74
Scott	5,000	4,400	89	
Woodford	4,000	3,500	89	
<b>Between 25-50%</b>	<b>KENTUCKY</b>			
	Bath	2,500	2,000	82
	Casey	3,400	2,700	79
	Fleming	3,400	3,000	87
	Harrison	4,600	4,200	91
	Robertson	800	700	91
	Rowan	3,500	3,000	86
Washington	2,800	2,600	91	
Wolfe	1,400	1,000	74	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breathitt	3,000	2,100	68
	Clay	4,300	3,300	76
	Jackson	2,400	1,600	69
	Laurel	6,900	5,700	83
Marion	4,300	3,900	92	

(Continued on page 280-b)

Station Totals	204,900	177,600	87
Net Weekly Circulation (March 1967)			115,400
Average Daily Circulation (March 1967)			82,800

TV Factbook No. 38



# Kentucky—Lexington

**abc WLEX-TV**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 300-kw maximum and 272-kw horizontal visual, 59.25-kw maximum and 53.7-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level, using 1/2° beam tilt.

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

Transmitter: Russell Cave Pike.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Represented (engineering) by Jules Cohen & Associates.

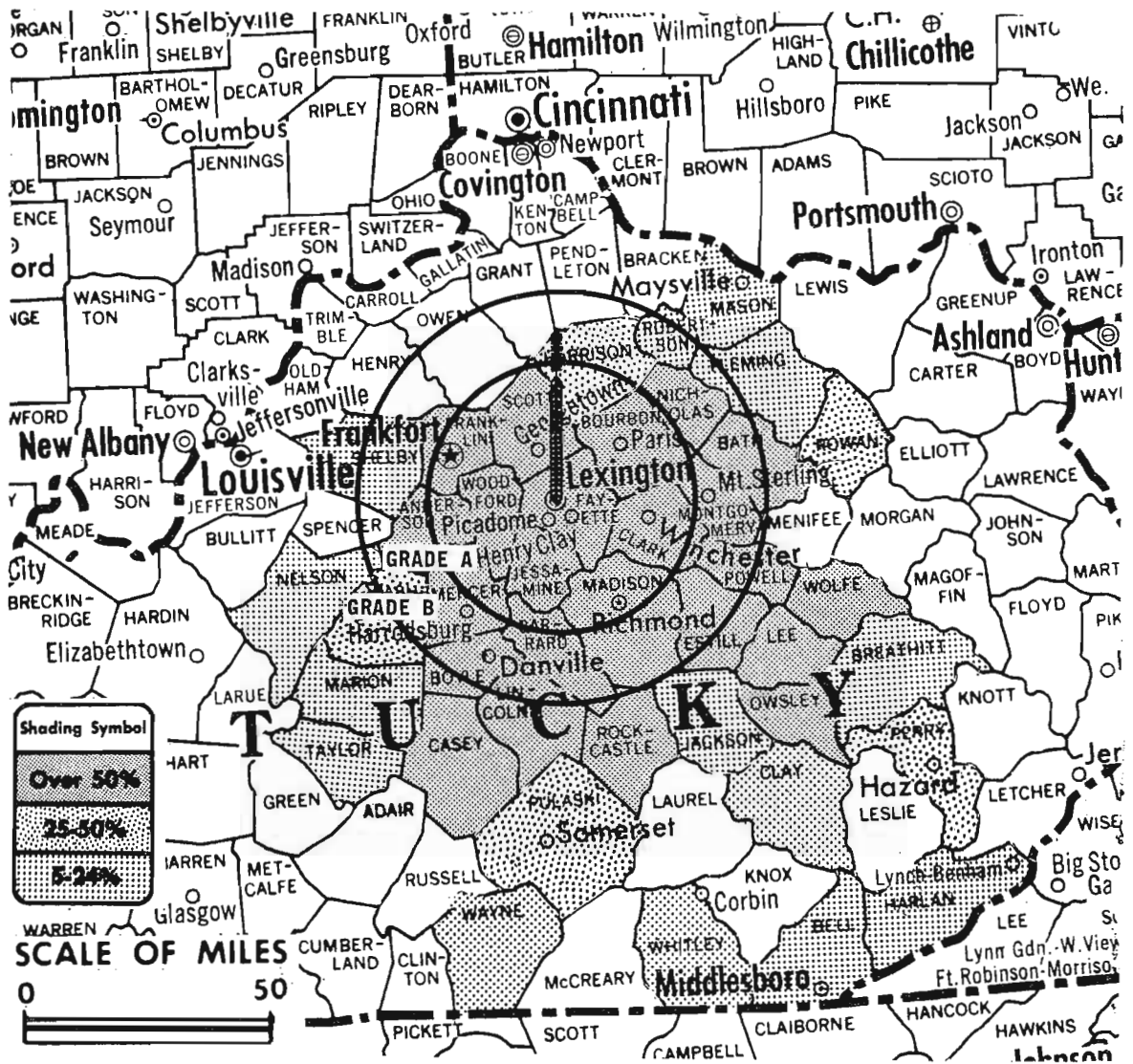
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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

## WLEX-TV

Network Service: ABC, NBC.

Licensee: WLEX-TV Inc., Box 1457 (40501).

Studio: Russell Cave Pike.

Telephone: 606-255-4404.

TWX No.: 510-476-8896.

Ownership: J. D. Gay, chairman-treas., 41.96%; H. Guthrie Bell, pres., 37.43%; Gay-Bell Corp., 9.8%; William B. Gess, 5.62%; T. D. Satterwhite, 3.49%; J. G. Atchison, secy., .03%; 4 other stockholders, none with as much as 2%. WLEX-TV Inc. also owns WCOV-TV & WCOV, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest).

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

Personnel:

HARRY C. BARFIELD, v.p., general manager & film buyer.  
ROBERT D. JONES, operations director & film buyer.  
KENNETH ANDREWS, program director.  
J. W. ROBERTSON, v.p., engineering.  
RON BOYLES, production manager.  
BOB DAVIDSON, local sales manager.  
ED WHITE, national & regional sales manager.  
BILL THOMPSON, director of news & public affairs.

### DIGEST OF RATE CARD NO. 12

(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:29-10:59 p.m., daily.

\$400.00 \$240.00 \$144.00 \$92.00 \$80.00 \$72.00 \$40.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Bath	2,500	2,000	82
	Bourbon	6,000	5,400	91
	Boyle	6,500	5,800	90
	Casey	3,400	2,700	79
	Clark	7,300	6,500	89
	Estill	3,100	2,300	74
	Fayette	47,100	43,700	93
	Franklin	9,900	9,200	93
	Garrard	2,800	2,400	87
	Jessamine	4,200	3,600	85
	Lee	1,700	1,200	70
	Lincoln	4,400	3,700	84
	Madison	11,100	9,300	84
	Mercer	4,900	4,400	89
	Montgomery	4,500	3,700	82
	Nicholas	1,900	1,600	85
	Owsley	1,000	700	64
Powell	1,800	1,300	72	
Rockcastle	3,000	2,200	74	
Scott	5,000	4,400	89	
Woodford	4,000	3,500	89	
<b>Between 25-50%</b>	KENTUCKY			
	Anderson	2,900	2,700	93
	Harrison	4,600	4,200	91
	Pulaski	9,300	7,300	79
	Rowan	3,500	3,000	86
	Washington	2,800	2,600	91
Wolfe	1,400	1,000	74	
<b>Between 5-24%</b>	KENTUCKY			
	Bell	7,200	6,200	86
	Breathitt	3,000	2,100	68
	Clay	4,300	3,300	76
	Fleming	3,400	3,000	87
	Harlan	10,400	8,900	85
Jackson	2,400	1,600	69	
(Continued on page 280-b)				
Station Totals		236,700	204,800	87
Net Weekly Circulation (March 1967)				121,000
Average Daily Circulation (March 1967)				93,300

# Kentucky—Louisville



**WAVE-TV**



Ch. 3

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

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

Transmitter: Bald Knob, New Albany, Ind.

Studios: 725 S. Floyd St., Louisville; State Capitol, Frankfort, Ky.

Telephone: 502-585-2201.

TWX No.: 810-535-3142.

TV tape: Recording facilities.

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

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS

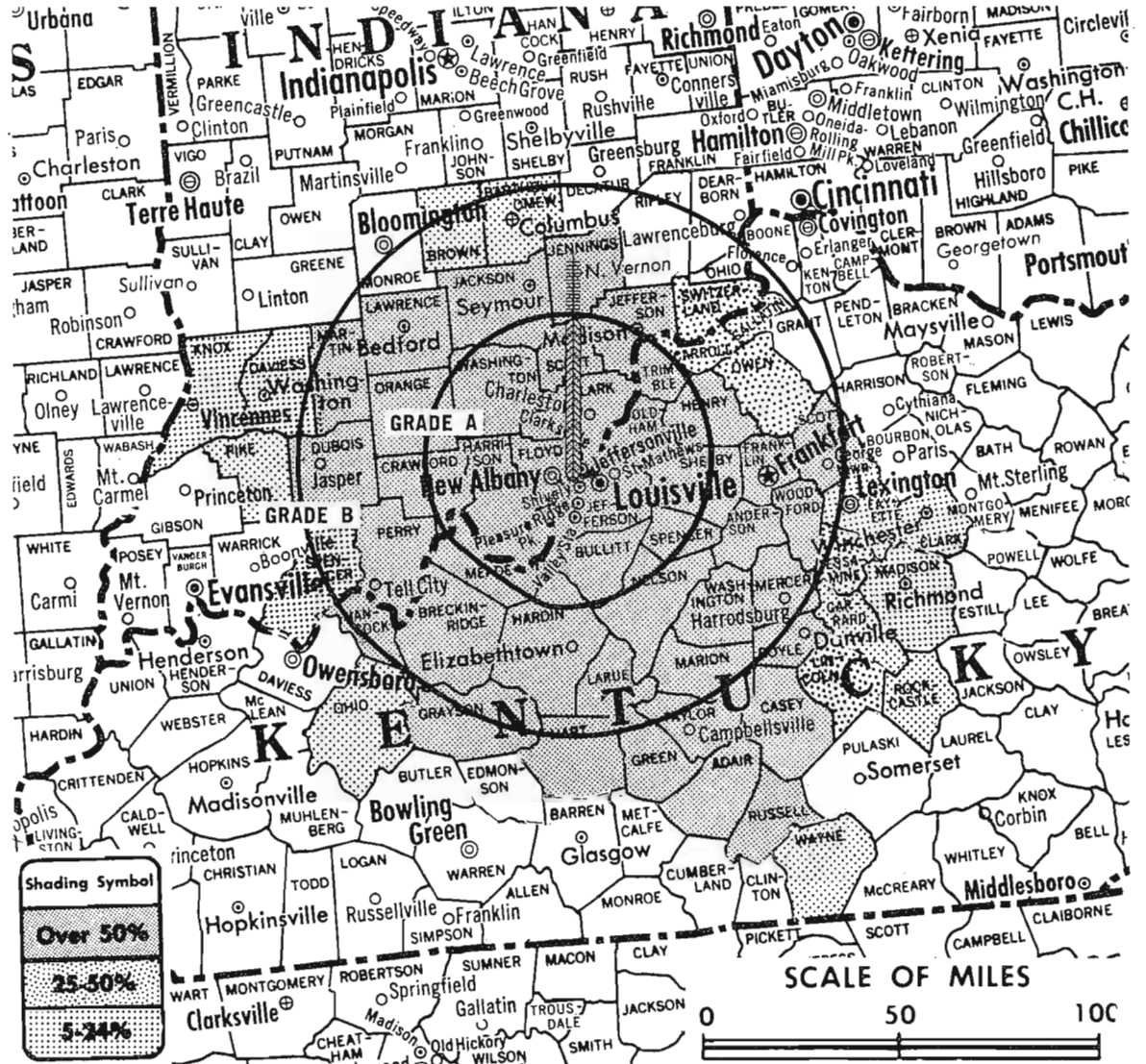
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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

## WAVE-TV

Licensee: W.A.V.E. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Ownership: Jane Morton Norton, 100%. WAVE Inc. also owns WFIE-TV, Evansville, Ind., and WFRV, Green Bay, Wis.

Began Operation: Nov. 24, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- T. BALLARD MORTON JR., president.
- RALPH S. JACKSON, executive vice president & general manager.
- H. LEE BROWNING, vice president & station manager.
- GEORGE D. BROWN, treasurer.
- ARTHUR KING, vice president & secretary.
- HOUSTON D. JONES, national sales manager.
- S. WHEELER RUDD, local sales manager.
- GEORGE PATTERSON, program manager & film buyer.
- WILLIAM GLADDEN, public relations & promotion manager.
- RODNEY FORD, news director.
- PAT O'HARA, production manager.
- WILBUR HUDSON, chief engineer.
- BERNIE HOLTMAN, assistant chief engineer.

### DIGEST OF RATE CARD NO. 22 (June 15, 1967)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-11 p.m., daily.  
\$1450.00 \$870.00 \$580.00 \$390.00 \$350.00\* \$300.00\* \$150.00\*

\*Average.

NETWORK BASE HOURLY RATE: \$1650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Clark	19,700	18,900	96
	Crawford	2,100	1,900	89
	Dubois	7,500	6,900	92
	Floyd	16,400	15,800	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
INDIANA—(Continued)				
	Harrison	5,500	5,100	94
	Jackson	10,400	9,900	96
	Jefferson	7,200	6,800	94
	Jennings	4,500	4,200	94
	Lawrence	11,500	10,900	95
	Martin	2,700	2,500	93
	Orange	5,700	5,300	93
	Perry	5,200	4,700	92
	Scott	4,600	4,200	92
	Washington	5,400	4,900	92
KENTUCKY				
	Adair	3,800	3,000	79
	Anderson	2,900	2,700	93
	Boyle	6,500	5,800	90
	Breckinridge	4,400	3,900	88
	Bullitt	5,300	5,000	94
	Casey	3,400	2,700	79
	Franklin	9,900	9,200	93
	Grayson	4,600	4,000	85
	Green	3,600	3,000	86
	Hancock	1,400	1,200	87
	Hardin	16,700	15,700	94
	Hart	4,300	3,800	90
	Henry	3,600	3,200	90
	Jefferson	200,200	191,900	96
	Larue	3,500	3,200	91
	Marion	4,300	3,900	92
	Meade	6,900	6,600	95
	Mercer	4,900	4,400	89
	Nelson	6,100	5,700	92
	Oldham	3,800	3,600	94
	Scott	5,000	4,400	89
	Shelby	6,000	5,600	93
	Spencer	1,600	1,500	93
	Taylor	5,600	4,800	87
	Trimble	1,500	1,300	92
	Washington	2,800	2,600	91
	Woodford	4,000	3,500	89

(Continued on page 280-b)

Station Totals	582,600	541,600	93
Net Weekly Circulation (March 1967)		401,900	
Average Daily Circulation (March 1967)		308,600	

# THE MEASURE OF LEADERSHIP:

## WAVE-TV NEWS



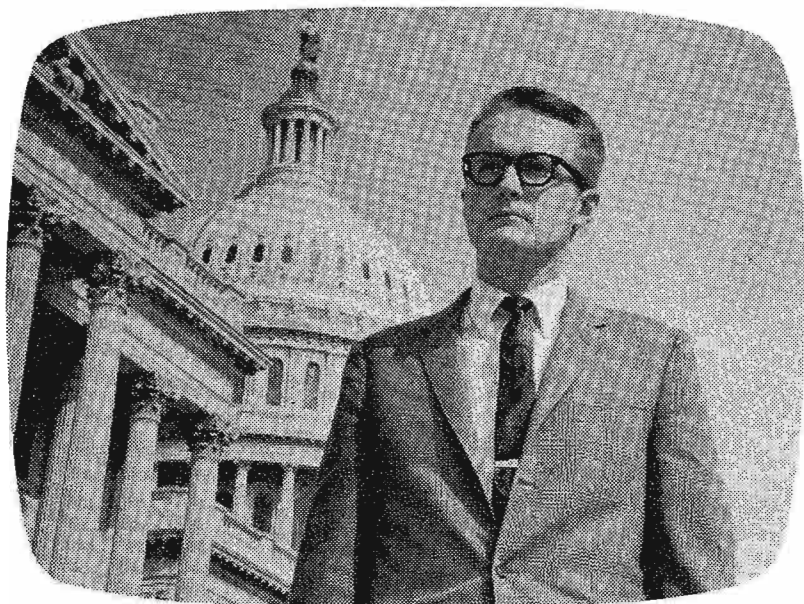
### FRANKFORT

WAVE NEWS Bureau Chief Tom Duncan reports daily from the Kentucky capital.



### INDIANAPOLIS

WAVE's Indiana reporter John Lucy follows all news from Indiana of interest in WAVE-land.



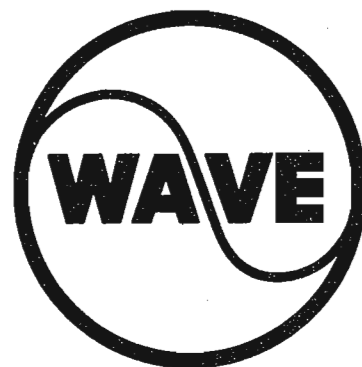
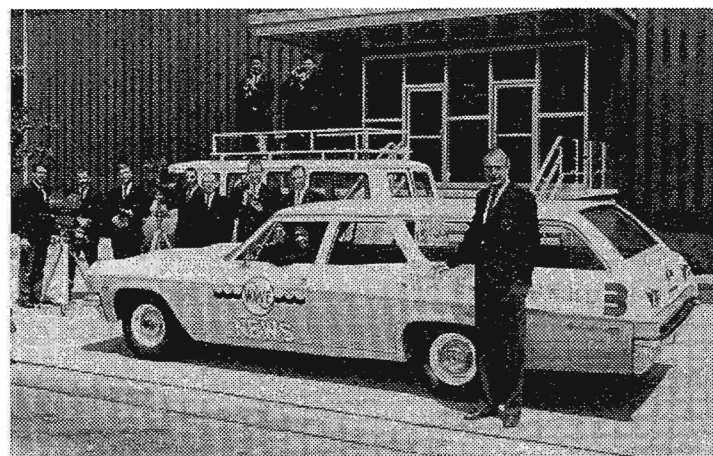
### WASHINGTON

Bureau Chief Dave Henderson reports national news with a Kentucky/So. Indiana focus.

There's not a finer example of electronic journalism in America today than the way WAVE NEWS goes about keeping its Kentucky and Southern Indiana viewers informed.

WAVE NEWS — this area's largest broadcast news organization — means on-the-spot coverage with a colorful local focus. For instance, in Kentucky's capital, Frankfort, WAVE-TV is the first to report news of the Commonwealth that affects its large market area from its studio in the Capitol Building . . . through its own microwave facilities. In addition, WAVE-TV reporters have made three trips to Vietnam to interview Kentucky and Indiana servicemen.

Whether it happens on Pennsylvania Avenue in D.C., Capitol Avenue in Indianapolis, Saigon, or 6th and Jefferson in Louisville, WAVE NEWS gets it firsthand . . . and first . . . in color!



**LOUISVILLE**  
**CHANNEL 3 TV**



# Kentucky—Louisville



**WHAS-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 135-kw visual, 26.3-kw aural. Antenna: 1290-ft. above av. terrain, 969-ft. above ground, 1945-ft. above sea level.

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

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

TV tape: Recording facilities.

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

FM Affiliate: WHAS-FM, 100-kw, 97.5 mc (No. 248), 505-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS

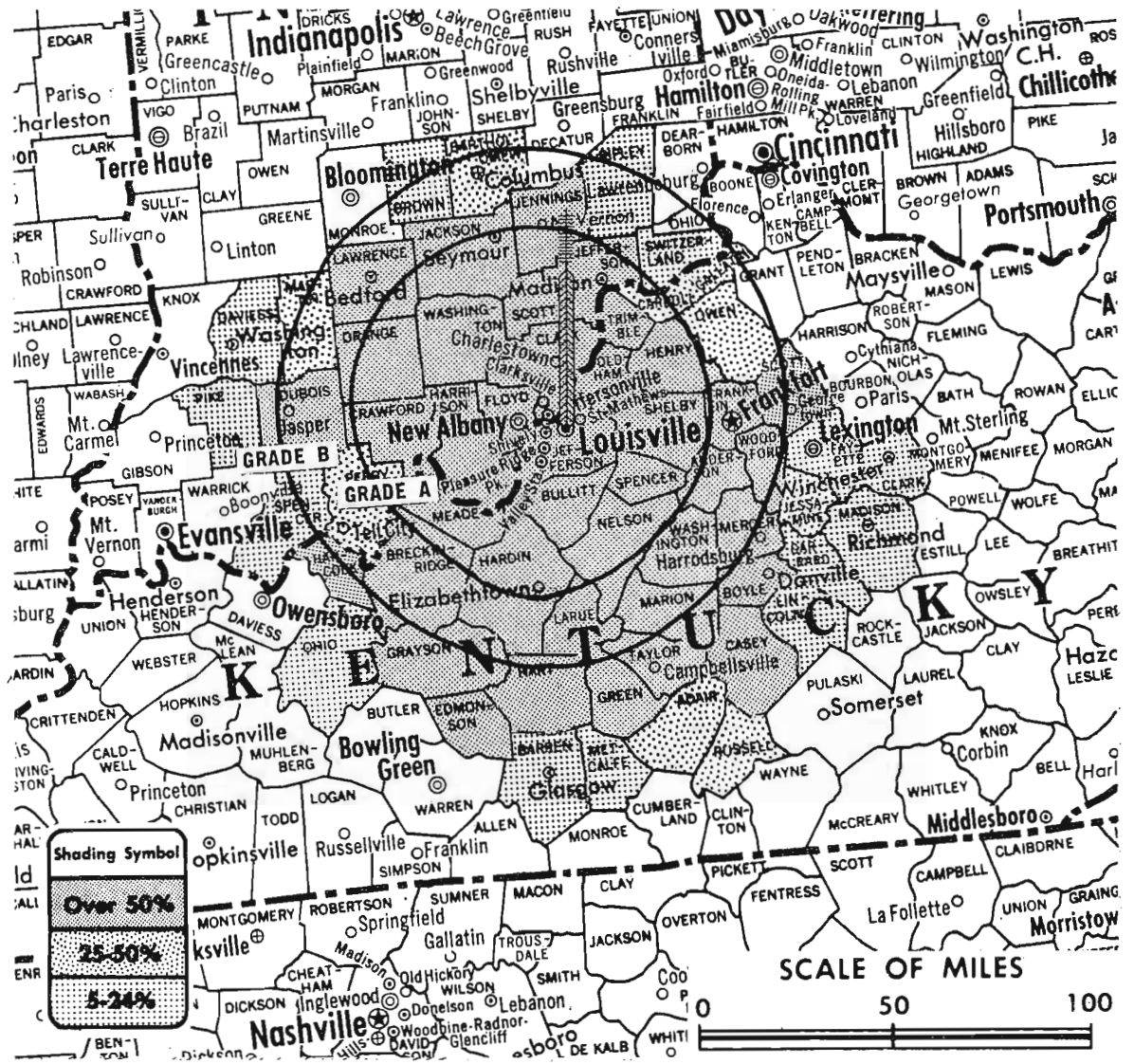
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WHAS-TV Ref: FCC File No. BPCT-3187 Granted 7/1/64

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

## WHAS-TV

Licensee: WHAS Inc., 520 W. Chestnut St., Louisville, Ky. (40202).

Studio: 520 W. Chestnut St.

Telephone: 502-582-4319. TWX No.: 810-535-3326.

Ownership: Same ownership as Louisville Courier-Journal & Times.

Began Operation: March 27, 1950.

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

Represented (legal) by Miller & Schroeder.

Personnel:

- BARRY BINGHAM, chairman.
- VICTOR A. SHOLIS, president.
- LISLE BAKER JR., vice president.
- BARRY BINGHAM JR., vice president.
- GEORGE JOHNSON, sales director.
- WILLIAM F. LOADER, public relations director.
- EDWARD F. HESSEL JR., promotion director.
- SAMUEL H. GIFFORD, program director & film buyer.
- RICHARD SWEENEY, production supervisor.
- JAY CROUSE, news director.
- CHARLES McDANIEL, film director.
- O. W. TOWNER, director of engineering.

### DIGEST OF RATE CARD NO. 16—(July 16, 1967)

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

Class AA—7:30-11 p.m., daily.

\$1300.00 \$780.00 \$520.00 \$325.00 \$360.00\* \$300.00\* \$150.00\*

\*Class AA—7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Clark	19,700	18,900	96
	Crawford	2,100	1,900	89
	Dubois	7,500	6,900	92
	Floyd	16,400	15,800	96
	Harrison	5,500	5,100	94
	Jackson	10,400	9,900	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	INDIANA—(Continued)			
	Jefferson	7,200	6,800	94
	Jennings	4,500	4,200	94
	Lawrence	11,500	10,900	95
	Orange	5,700	5,300	93
	Scott	4,600	4,200	92
	Washington	5,400	4,900	92
	KENTUCKY			
	Anderson	2,900	2,700	93
	Boyle	6,500	5,800	90
	Breckinridge	4,400	3,900	88
	Bullitt	5,300	5,000	94
	Casey	3,400	2,700	79
	Franklin	9,900	9,200	93
	Grayson	4,600	4,000	85
	Green	3,600	3,000	86
	Hardin	16,700	15,700	94
	Hart	4,300	3,800	90
	Henry	3,600	3,200	90
Jefferson	200,200	191,900	96	
Larue	3,500	3,200	91	
Marion	4,300	3,900	92	
Meade	6,900	6,600	95	
Mercer	4,900	4,400	89	
Nelson	6,100	5,700	92	
Oldham	3,800	3,600	94	
Scott	5,000	4,400	89	
Shelby	6,000	5,600	93	
Spencer	1,600	1,500	93	
Taylor	5,600	4,800	87	
Trimble	1,500	1,300	92	
Washington	2,800	2,600	91	
Woodford	4,000	3,500	89	
<b>Between 25-50%</b>	INDIANA			
	Bartholomew	16,400	15,700	96
	Martin	2,700	2,500	93
	Perry	5,200	4,700	92

(Continued on page 280-b)

Station Totals	580,900	540,700	93
Net Weekly Circulation (March 1967)			400,300
Average Daily Circulation (March 1967)			301,600



# Kentucky—Louisville



**WLKY-TV**

Ch. 32

**Technical Facilities:** Channel No. 32 (578-584 mc). Authorized power: 1000-kw max. and 275-kw horizontal visual, 200-kw max. and 54.8-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

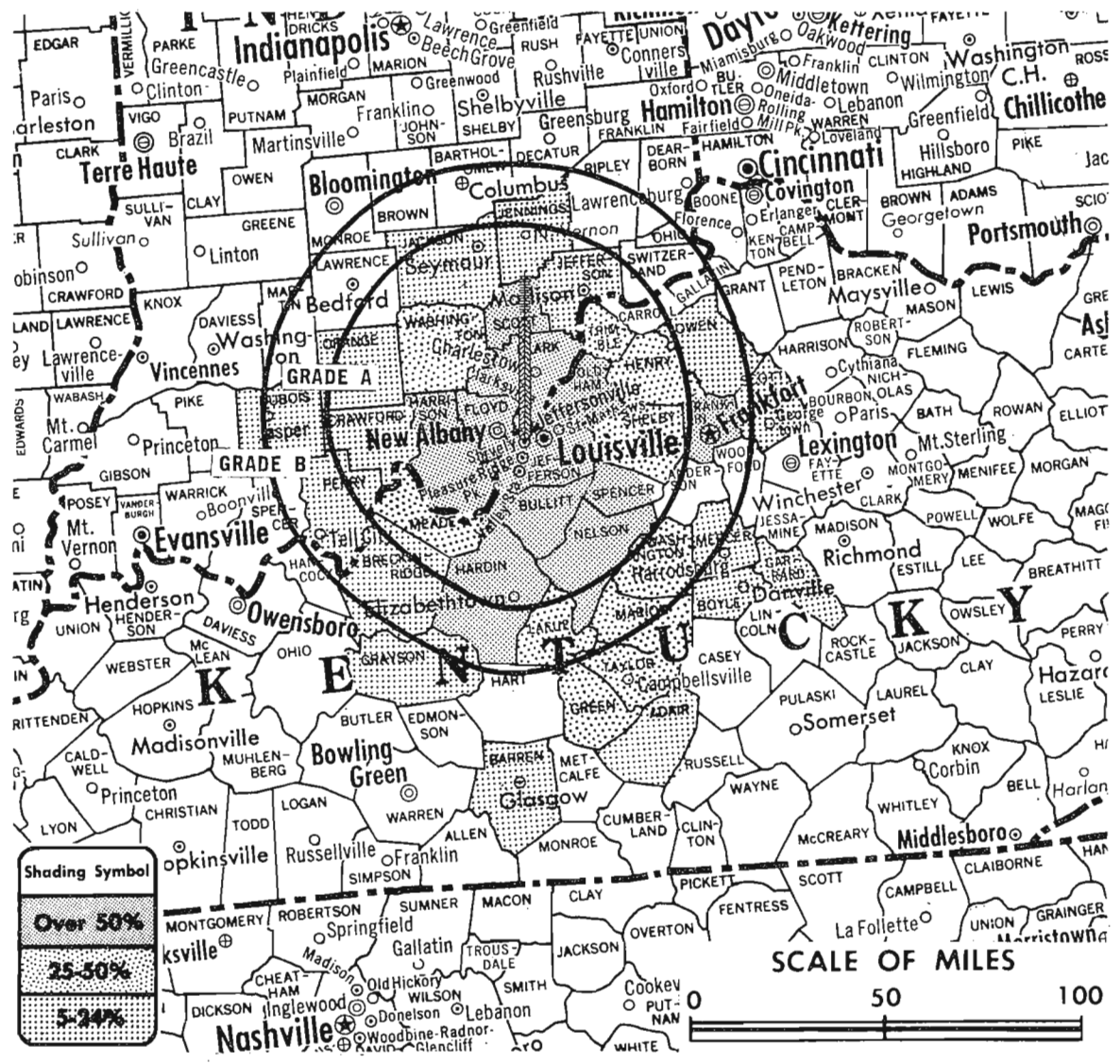
Latitude 38° 22' 10"  
Longitude 85° 50' 02"

**Transmitter:** Floyds Knob, near New Albany, Ind.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WLKY-TV Ref: FCC File No. BPCT-3427 Granted 1/25/65 ©American Map Co., Inc., N.Y., No. 14244

## WLKY-TV

**Licensee:** Kentuckiana TV Inc., 1918 Mellwood Ave., Louisville, Ky. (40206).

**Studio:** 1918 Mellwood Ave. (40206).

**Telephone:** 502-893-3671. **TWX No.:** 502-589-1034.

**Ownership:** Sonderling Bcstg. Corp., 83.4%. Sonderling Bcstg. ownership: Egmont Sonderling, pres., 24.625%; Richard Goodman, 1st v.p., 19.375%; Alan Henry, v.p.; Mason A. Loundy, secy.-treas., 7%; A. Harry Becker, gen. counsel, 1.5%; over 1,300 other stockholders. Sonderling also owns radios WOPA AM-FM, Oak Park, Ill.; WWRL, New York; WDIA & FM, Memphis, Tenn.; KFOX & FM, Long Beach, Cal.; WOL & FM, Washington, D.C. & KDIA, Oakland, Cal.

**Began Operation:** Sept. 16, 1961. Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967. (Television Digest, Vol. 7:51).

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

**Represented (legal)** by Marcus Cohn.

**Represented (engineering)** by Kear & Kennedy.

**Personnel:**

- GEORGE E. EGGER, president.
- ED SHADBURNE, general manager.
- WOODFORD DULANEY, sales manager.
- WILSON HATCHER, promotion manager.
- BOB TAYLOR, operations manager.
- PAUL KELLEY, chief engineer.

**DIGEST OF RATE CARD NO. 12—(June 12, 1967)**

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$750.00 \$400.00 \$300.00 \$200.00 \$230.00 \$185.00 \$115.00  
**NETWORK BASE HOURLY RATE: \$500.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Clark	19,700	18,900	96
	Floyd	16,400	15,800	96
	Harrison	5,500	5,100	94
	Scott	4,600	4,200	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	KENTUCKY			
	Bullitt	5,300	5,000	94
	Franklin	9,900	9,200	93
	Hardin	16,700	15,700	94
	Jefferson	200,200	191,900	96
	Nelson	6,100	5,700	92
<b>Between 25-50%</b>	INDIANA			
	Washington	5,400	4,900	92
	KENTUCKY			
	Green	3,600	3,000	86
	Henry	3,600	3,200	90
	Larue	3,500	3,200	91
	Marion	4,300	3,900	92
	Meade	6,900	6,600	95
<b>Between 5-24%</b>	INDIANA			
	Crawford	2,100	1,900	89
	Dubois	7,500	6,900	92
	Jackson	10,400	9,900	96
	Jefferson	7,200	6,800	94
	Jennings	4,500	4,200	94
	Orange	5,700	5,300	93
	Perry	5,200	4,700	92
	KENTUCKY			
	Adair	3,800	3,000	79
	Barren	9,000	8,100	91
Boyle	6,500	5,800	90	
Breckinridge	4,400	3,900	88	
Garrard	2,800	2,400	87	
Grayson	4,600	4,000	85	
Mercer	4,900	4,400	89	
Owen	2,100	1,900	88	
Scott	5,000	4,400	89	

Station Totals	418,700	393,300	94
Net Weekly Circulation (March 1967)			236,300
Average Daily Circulation (March 1967)			140,400

# Kentucky—Paducah



**WPSD-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

Latitude 37° 11' 31"

Longitude 88° 58' 53"

Requests 13.9-kw aural.

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

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

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS

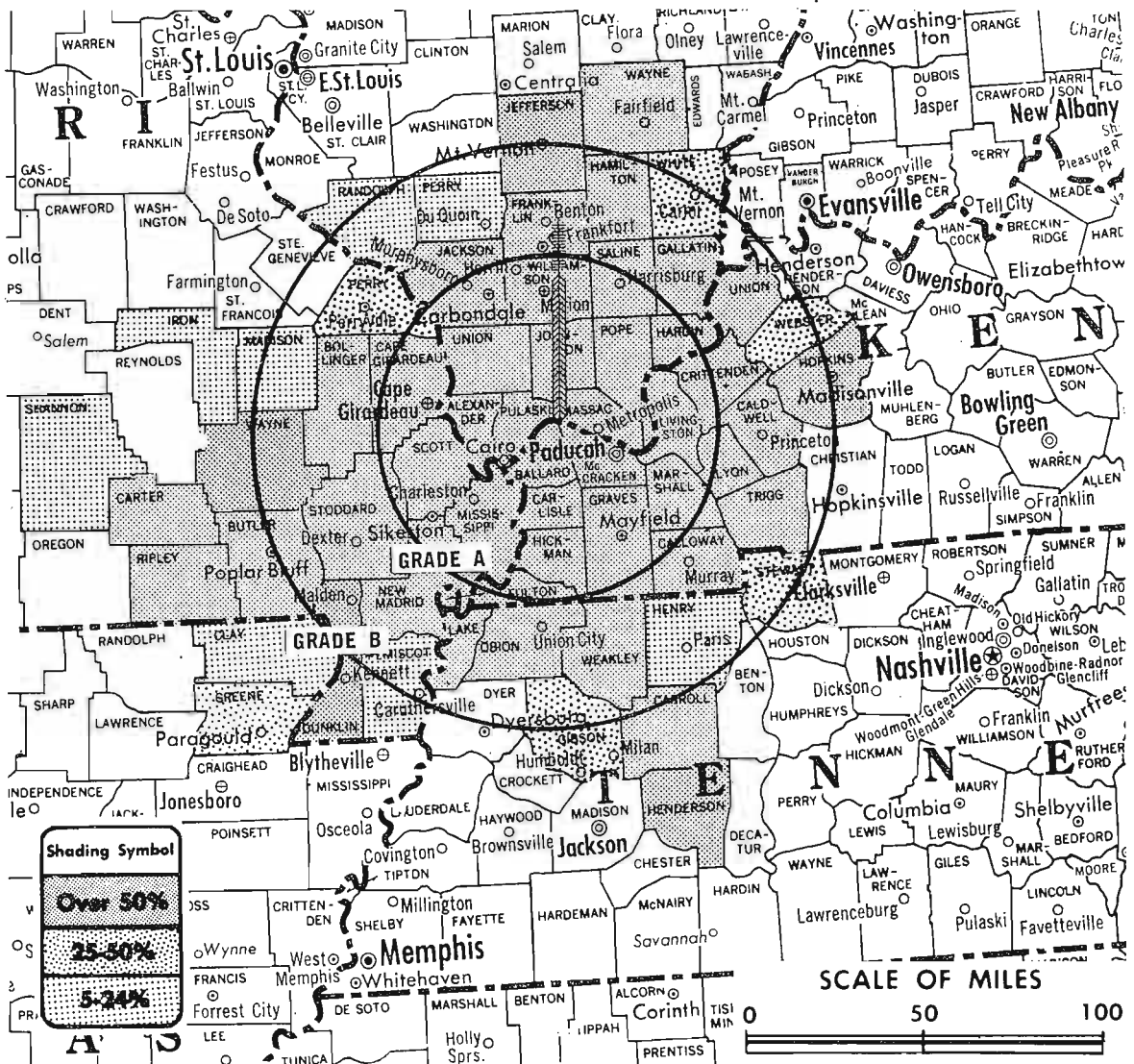
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WPSD-TV Ref: FCC File No. BPCT-2823 Granted 12/8/60

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

## WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, Ky. (42001).

Studio: 100 Television Lane.

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

Ownership: Paducah Newspapers Inc. (Frank R. Paxton, pres.) publishes Paducah Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRED PAXTON, v.p. & managing director.

SAM LIVINGSTON, general manager & film buyer.

CHARLES R. JONES, sales manager.

JAMES E. ENGLISH III, program director.

BOB SWISHER, production manager.

ERNEST J. PELL, technical director.

TOM BUTLER, news director.

JOHN ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 16—(June 11, 1967)

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

Class AA—6:30-9:30 p.m., daily.

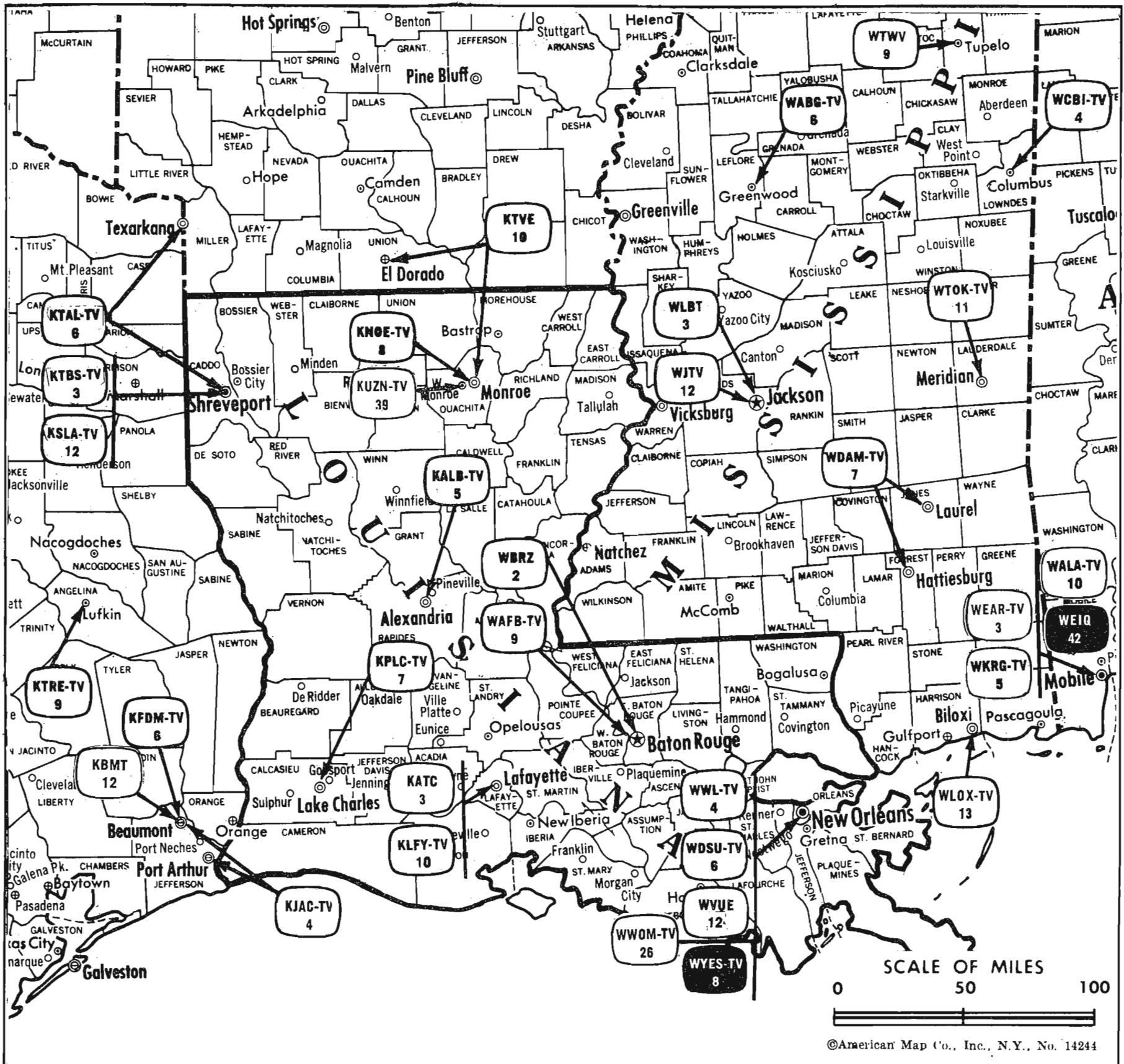
\$600.00 \$360.00 \$230.00 \$175.00 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Alexander	4,400	3,900	89
	Franklin	12,000	11,100	93
	Gallatin	1,900	1,700	88
	Hamilton	2,900	2,500	86
	Hardin	1,400	1,300	93
	Jackson	13,900	12,800	92
Jefferson	9,600	8,700	92	
Johnson	1,600	1,400	91	

Net Weekly Circulation	State County	Total Households	TV Homes	%
	ILLINOIS—(Continued)			
	Massac	4,700	4,300	92
	Pope	800	700	87
	Pulaski	2,700	2,400	89
	Saline	7,400	6,800	92
	Union	4,400	4,200	94
	Wayne	5,500	4,800	88
	Williamson	15,000	14,000	93
	KENTUCKY			
	Ballard	2,800	2,600	93
	Caldwell	4,500	3,800	85
	Calloway	7,200	6,500	91
	Carlisle	1,700	1,600	94
	Crittenden	2,300	2,000	88
	Fulton	3,100	2,800	90
	Graves	10,000	9,300	93
	Hickman	1,800	1,700	91
	Hopkins	12,500	11,100	89
	Livingston	2,300	2,000	90
	Lyon	1,300	1,100	87
<b>Over 50%</b>	Marshall	6,200	5,800	94
	Mc Cracken	20,800	19,600	94
	Trigg	2,700	2,400	91
	Union	4,400	4,000	90
	MISSOURI			
	Bollinger	2,300	2,000	87
	Butler	10,100	8,800	87
	Cape Girardeau	14,400	13,400	93
	Carter	1,100	800	72
	Dunklin	10,600	9,400	89
	Mississippi	5,200	4,700	92
	New Madrid	7,100	6,300	89
	Ripley	2,300	1,700	75
	Scott	9,500	8,900	93
	Stoddard	8,000	7,300	91
	Wayne	2,400	2,000	85
	TENNESSEE			
	Carroll	6,900	6,000	87
	Henderson	4,900	4,300	87
	(Continued on page 280-b)			
	Station Totals	356,300	321,000	90
	Net Weekly Circulation (March 1967)		237,500	
	Average Daily Circulation (March 1967)		175,800	



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New Orleans	437,800	43	667,600	55	614,600	56
Shreveport	287,300	68	460,000	90	408,100	93
Baton Rouge	226,300	84	450,600	92	403,100	94
Monroe-El Dorado	182,200	101	328,900	119	282,200	124
Lafayette	152,800	113	303,700	125	274,800	125
Alexandria	137,400	127	340,800	115	302,000	120
Lake Charles	72,700	169	283,000	128	260,200	128

**Louisiana Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
Commercial Television Stations	13	2	15
Educational Television Stations	1	0	1
			16

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

**State Educational Technical Facilities**  
See page 298-b

**KTVE**  
**Monroe**  
(See El Dorado, Ark.)

# Louisiana

## KALB-TV, Alexandria (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	LOUISIANA—(Continued)			
	Red River	2,200	1,800	81
	St Helena	2,100	1,700	80
	St Martin	7,600	6,900	91
<b>Between 5-24 %</b>	St Mary	15,000	13,900	92
	MISS. Amite	3,400	2,700	80
	Franklin	2,600	2,000	79
	TEX. Newton	2,700	2,200	82
	Polk	3,600	3,000	83
	Shelby	5,800	4,900	85

## WAFB-TV, Baton Rouge (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	LA. Acadia	14,100	12,700	90
	Allen	5,700	4,900	87
	Concordia	6,700	5,500	81
	La Salle	3,900	3,400	86
	Rapides	34,100	31,600	93
	St Charles	6,800	6,400	93
	St Tammany	15,000	13,800	92
	Vermilion	11,900	10,900	92
	Washington	13,500	11,700	87
	MISS. Lincoln	8,000	6,800	85
	TEX. Milam	6,900	6,000	86
	Sabine	1,800	1,400	78

## WBRZ, Baton Rouge (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	LOUISIANA—(Continued)			
	Caldwell	2,100	1,800	85
	Evangeline	8,900	7,300	83
	Grant	3,400	2,900	86
	Jefferson Davis	9,200	8,300	90
	Lafourche	16,500	15,300	93
<b>Between 5-24 %</b>	La Salle	3,900	3,400	86
	Natchitoches	8,900	7,100	79
	Plaquemines	7,100	6,600	93
	Rapides	34,100	31,600	93
	Terrebonne	17,800	16,400	92
	Vermilion	11,900	10,900	92
	Vernon	5,100	4,300	84
	Washington	13,500	11,700	87
	MISS. Pearl River	6,900	6,100	88

## KTAL-TV, Shreveport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	ARK. Ouachita	10,700	9,200	86
	Union	18,000	16,100	90
	LA. Jackson	4,600	4,100	89
	Sabine	4,600	3,600	79
	TEX. Nacogdoches	8,300	7,000	84
	San Augustine	1,800	1,500	80
	ARK. Desha	5,800	4,900	85
	Polk	4,100	3,400	83
	LOUISIANA			
	Ouachita	34,500	32,100	93
	Winn	4,500	3,800	84
<b>Between 5-24 %</b>	OKLAHOMA			
	Pushmataha	2,400	1,900	81
	TEXAS			
	Cherokee	8,900	7,600	85
	Hopkins	5,300	4,700	89
	Lamar	9,700	7,700	79
	Sabine	1,800	1,400	78
	Smith	29,700	27,200	91
	Van Zandt	5,900	5,200	88

## KSLA-TV, Shreveport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	LA. Jackson	4,600	4,100	89
	OKLA. McCurtain	7,000	5,900	84
	TEX. Sabine	1,800	1,400	78
	ARK. Franklin	3,300	2,800	86
	Ouachita	10,700	9,200	86
	Polk	4,100	3,400	83
	Union	18,000	16,100	90
<b>Between 5-24 %</b>	LA. Morehouse	9,500	8,400	88
	Ouachita	34,500	32,100	93
	Richland	5,500	4,800	87
	Winn	4,500	3,800	84
	TEX. Angelina	13,500	12,200	91
	Cherokee	8,900	7,600	85
	Hopkins	5,300	4,700	89
	Smith	29,700	27,200	91
	Wood	5,000	4,400	90

## KTBS-TV, Shreveport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50% (Continued)</b>	TEXAS—(Continued)			
	San Augustine	1,800	1,500	80
	Shelby	5,800	4,900	85
	Titus	5,500	4,800	88
	Upshur	6,000	5,300	89
<b>Between 25-50 %</b>	ARK. Pike	2,200	1,900	86
	Union	18,000	16,100	90
	LA. Winn	4,500	3,800	84
	TEX. Wood	5,000	4,400	90
<b>Between 5-24 %</b>	ARK. Franklin	3,300	2,800	86
	Ouachita	10,700	9,200	86
	Polk	4,100	3,400	83
	LA. Allen	5,700	4,900	87
	Beauregard	5,600	4,700	85
	Ouachita	34,500	32,100	93
	Union	4,600	4,100	91
	OKLA. Pushmataha	2,400	1,900	81
	TEX. Cherokee	8,900	7,600	85
	Hopkins	5,300	4,700	89
	Lamar	9,700	7,700	79
	Smith	29,700	27,200	91

## KNOE-TV, Monroe (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ARK. Calhoun	1,900	1,600	86
	Desha	5,800	4,900	85
	LA. Avoyelles	10,400	9,000	87
	Red River	2,200	1,800	81
	Sabine	4,600	3,600	79
	Vermilion	11,900	10,900	92
	MISS. Amite	3,400	2,700	80
	Bolivar	13,200	9,700	73
	Lauderdale	22,400	20,500	91
	Leake	4,800	4,100	86
	Sharkey	2,400	1,900	78
	Wilkinson	3,300	2,500	74
	Yazoo	8,200	6,800	83

For Louisiana CATV Systems

See Services Volume



# Louisiana—Alexandria

**KALB-TV**



Ch. 5

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

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

Transmitter: Forest Hill, La.

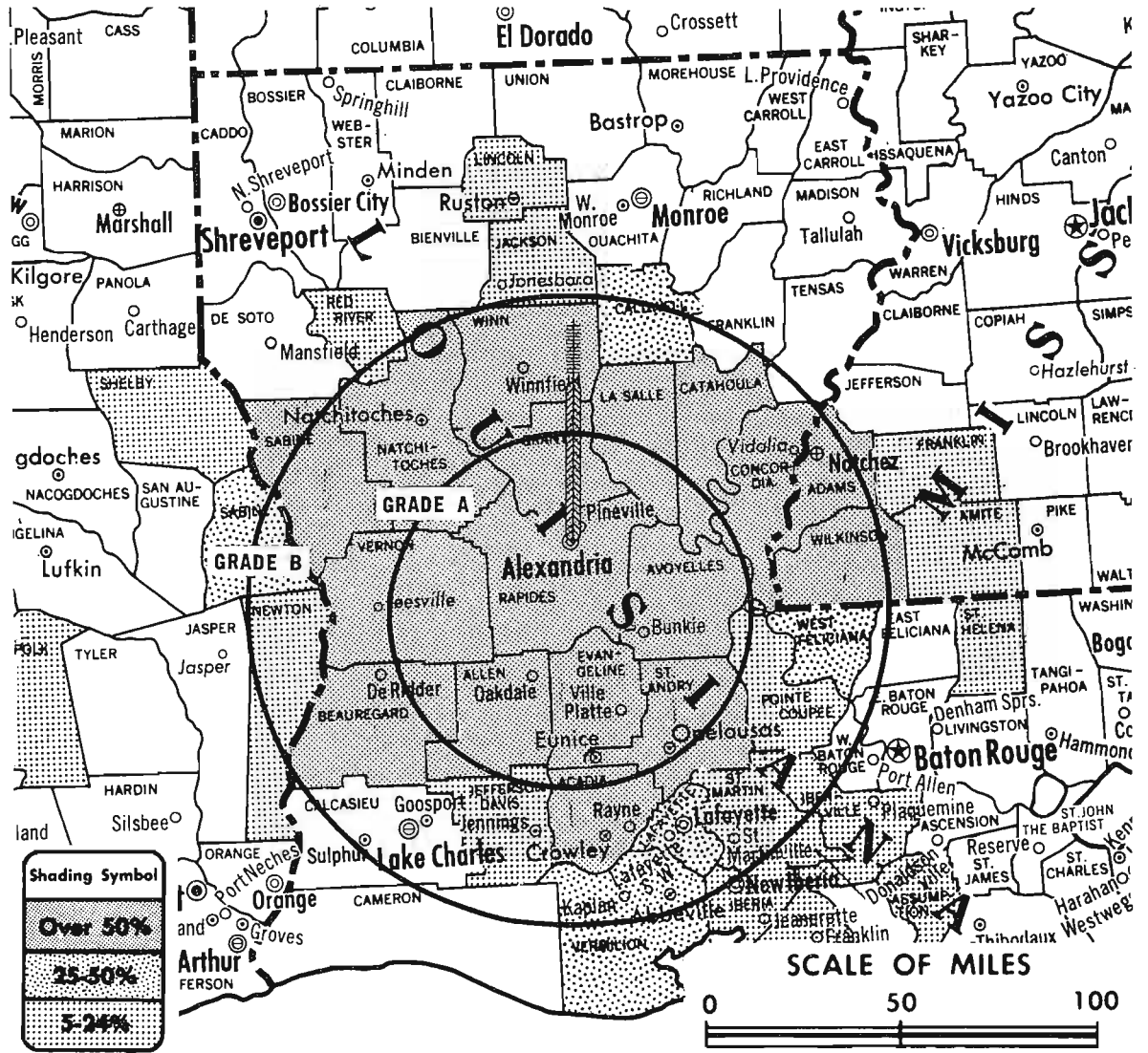
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KALB-TV Ref: FCC File No. BPCT—3449 Granted 1/13/65

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## KALB-TV

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

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, La. (71301).

Studio: 605-11 Washington St.

Telephone: 318-445-2456.

TWX No.: 510-976-5709.

Ownership: T. B. Lanford, 51%; William L. Fox, 24.5%; Jack O. Gross, 24.5%. Lanford also owns 100% of radios KALB & KALB-FM and KRMD & FM, Shreveport, La.; 74% of WYOU, Tampa, Fla. and 13.8% of WJTV, Jackson, Miss.; 23% of WSLI, Jackson, Miss. Gross also is Ch. 51 applicant for San Diego, Cal.

Began Operation: Sept. 29, 1954.

Represented (sales) by Adams Young—VTM Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

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

FM Affiliate: KALB-FM, 8.4-kw, 96.9 mc (No. 245), 390-ft. antenna height.

Personnel:

T. B. LANFORD, president & film buyer.  
ROBERT E. MILLER, general manager.  
BERT CHAUDOIR, sales manager.  
HARRY MOORADIAN, national sales manager.  
ED MARTEN, news director.  
FRANKLIN WHITEHEAD, sales service manager.  
JOE SIMMONS, production director.  
BERNARD TARDY, promotion director.  
WILLIAM T. HOLT, chief engineer.

DIGEST OF RATE CARD NO. 5—(May 15, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.	\$425.00	\$250.00	\$170.00	\$150.00	\$100.00	\$85.00
					\$50.00	

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

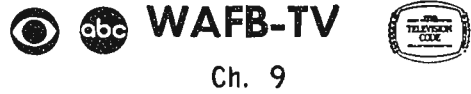
1968 Edition

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>LOUISIANA</b>				
		Acadia	14,100	12,700	90
		Allen	5,700	4,900	87
		Avoyelles	10,400	9,000	87
		Beauregard	5,600	4,700	85
		Catahoula	2,700	2,100	79
		Concordia	6,700	5,500	81
		Evangeline	8,900	7,300	83
		Grant	3,400	2,900	86
		La Salle	3,900	3,400	86
		Natchitoches	8,900	7,100	79
		Rapides	34,100	31,600	93
		Sabine	4,600	3,600	79
		St Landry	23,300	19,900	85
		Vernon	5,100	4,300	84
		Winn	4,500	3,800	84
<b>Between 25-50%</b>	<b>MISSISSIPPI</b>				
		Adams	12,300	10,300	84
		Wilkinson	3,300	2,500	74
	<b>LOUISIANA</b>				
	Caldwell	2,100	1,800	85	
	Lafayette	26,600	24,700	93	
	Vermilion	11,900	10,900	92	
	West Feliciana	2,400	2,000	83	
<b>Between 5-24%</b>	<b>TEXAS</b>				
		Sabine	1,800	1,400	78
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
		Sevier	3,300	3,000	89
	<b>LOUISIANA</b>				
		Assumption	4,600	4,000	86
		Iberia	15,800	14,500	92
		Iberville	8,200	7,200	88
		Jackson	4,600	4,100	89
		Jefferson Davis	9,200	8,300	90
	Lincoln	7,600	7,100	93	
	Pointe Coupee	5,700	4,900	86	

(Continued on page 290-b)

Station Totals	306,300	268,600	88
Net Weekly Circulation (March 1967)			137,400
Average Daily Circulation (March 1967)			89,900

# Louisiana—Baton Rouge



**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted .35°, 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

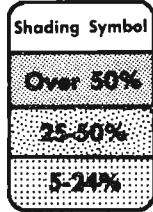
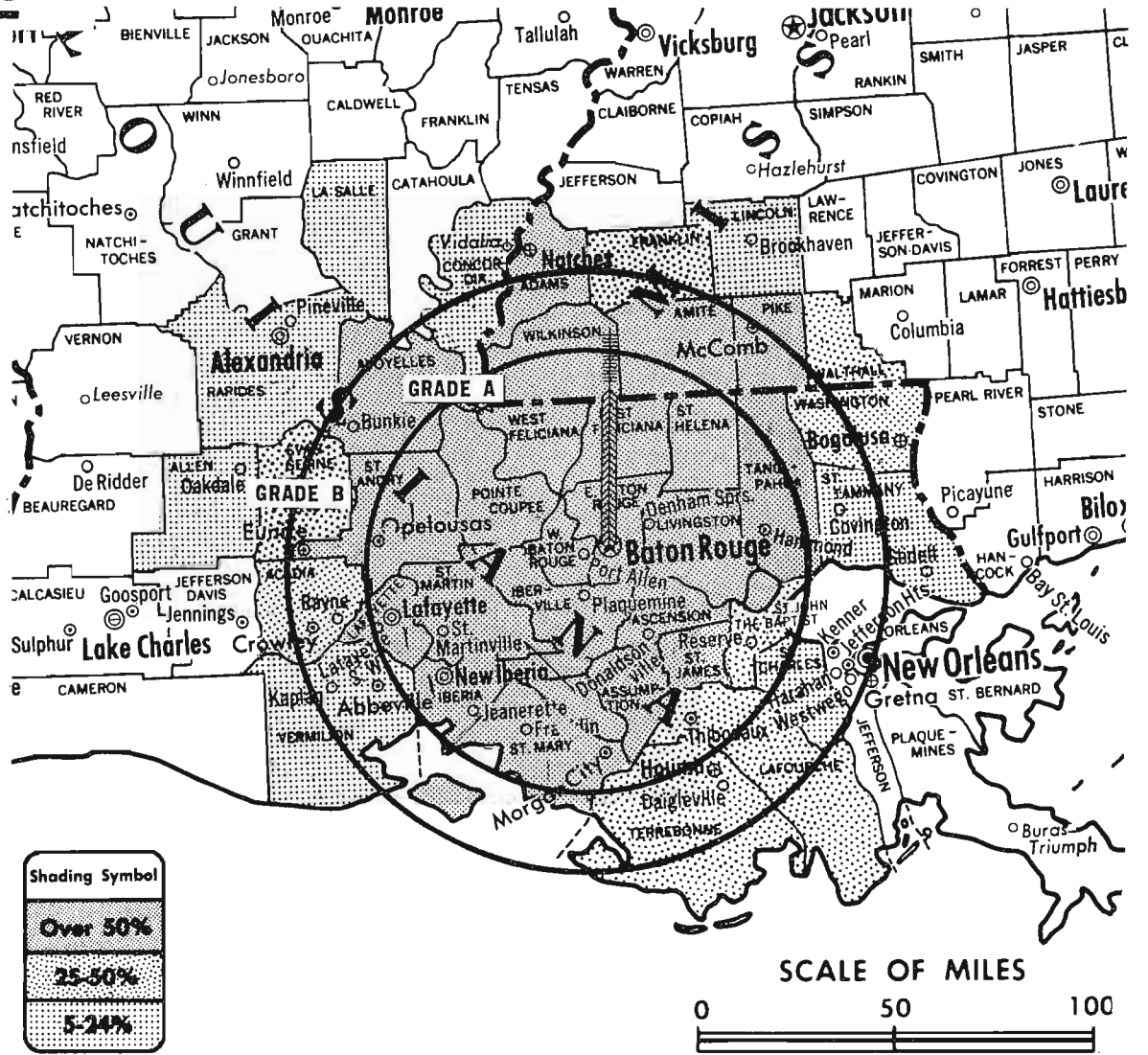
Latitude 30° 21' 58"  
Longitude 91° 12' 47"

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

**TV tape:** Recording facilities.

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

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



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WAFB-TV Ref: FCC File No. BPCT-3437 Granted 1/22/65

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## WAFB-TV

**Network Service:** CBS, ABC.

**Licensee:** Guaranty Bcstg. Corp., 844 Government St., Baton Rouge, La. (70802).

**Studio:** 844 Government St.

**Telephone:** 504-344-8571. **TWX No.:** 504-926-3251.

**Ownership:** Guaranty Broadcasting Corp., 100%. George A. Foster Jr., chmn.; Thomas E. Gibbens, pres.; Harry P. Gamble Jr., v.p. & gen. counsel; Forrest G. Ray, secy.; Clarence H. Willett, treas.; Mervyn Rhys, asst. secy. Gibbens owns 40% of radios WPFA, Pensacola and WMEN, Tallahassee, Fla.

**Began Operation:** April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 with 257-kw visual ERP, but boosted to 316-kw Feb. 4, 1961 (Television Digest, Vol. 17:7). Sale to present owner by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Television Digest, Vol. 4:3).

**Represented (sales)** by The Katz Agency, Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by David L. Steel Sr.

**Personnel:**

TOM E. GIBBENS, president & general manager.  
MERVYN RHYS, commercial manager.  
DONALD K. ALLAN, chief engineer.  
ED LAMY Jr., program director.  
GRACE McELVEEN, promotion & merchandising director.  
CARLTON CREMEENS, news director.

### DIGEST OF RATE CARD NO. 5 (May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$140.00*	\$130.00* \$70.00*

\*Class A—7-9:30 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$675 (CBS), \$675 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>LOUISIANA</b>			
	Ascension	8,100	7,100	87
	Assumption	4,600	4,000	86
	Avoyelles	10,400	9,000	87
	East Baton Rouge	75,200	70,700	94
	East Feliciana	3,700	3,000	81
	Iberia	15,800	14,500	92
	Iberville	8,200	7,200	88
	Lafayette	26,600	24,700	93
	Livingston	8,400	7,400	88
	Pointe Coupee	5,700	4,900	86
	St Helena	2,100	1,700	80
	St James	4,600	4,100	89
	St Landry	23,300	19,900	85
	St Martin	7,600	6,900	91
	St Mary	15,000	13,900	92
	Tangipahoa	17,400	15,200	88
	West Baton Rouge	4,200	3,800	89
	West Feliciana	2,400	2,000	83
	<b>Between 25-50%</b>	<b>MISSISSIPPI</b>		
Adams		12,300	10,300	84
Amite		3,400	2,700	80
Pike		10,900	9,100	84
Wilkinson		3,300	2,500	74
LA. Evangeline		8,900	7,300	83
Lafourche		16,500	15,300	93
St John The Baptist	5,000	4,500	89	
Terrebonne	17,800	16,400	92	
MISS. Franklin	2,600	2,000	79	
Walthall	3,400	2,700	81	

(Continued on page 290-b)

Station Totals	455,800	407,900	89
Net Weekly Circulation (March 1967)			226,300
Average Daily Circulation (March 1967)			152,200

# Louisiana—Baton Rouge



**WBRZ**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level.

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

Transmitter: 1650 Highland Rd.

TV tape: Recording facilities.

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

FM Affiliate: WJBO-FM, 2.5-kw, 102.5 mc (No. 251) 730-ft. antenna height.

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

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

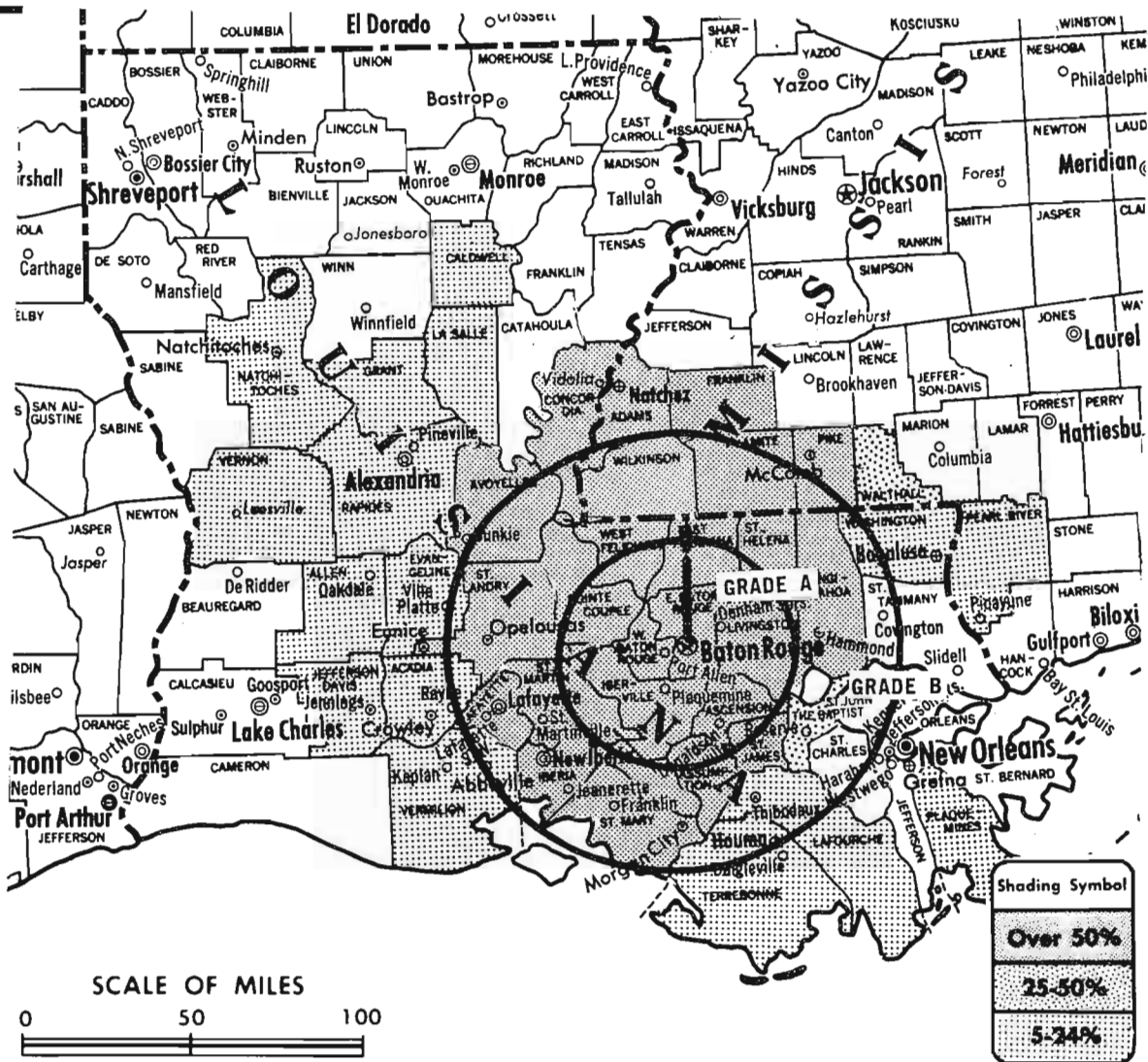
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WBRZ Ref: FCC File No. BMPCT-1999 Granted 5/26/64

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## WBRZ

Network Service: NBC, ABC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-348-1491.

TWX No.: 504-926-3530.

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

Began Operation: April 14, 1955.

Represented (sales) by The Hollingbery Co.

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

Represented (legal) by Marcus Cohn.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.

JULES L. MAYEUX, general sales manager.

ROBERT J. HEADLEE, local & regional sales manager.

JOHN FERGUSON, program director.

JOHN T. CROWE, operations & production mgr.

J. PATRICK WEATHERSBY, chief engineer.

RAYMON H. SPRUELL, promotion manager.

DIGEST OF RATE CARD NO. 15—(May 1, 1966)

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

Class AA—6:31-9:59 p.m., daily.

\$600.00 \$360.00 \$240.00 \$180.00 \$175.00 \$160.00 \$80.00

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

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
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Over 50%	LOUISIANA			
	Ascension	8,100	7,100	87
	Assumption	4,600	4,000	86
	Avoyelles	10,400	9,000	87
	Concordia	6,700	5,500	81
	East Baton Rouge	75,200	70,700	94
	East Feliciana	3,700	3,000	81
	Iberia	15,800	14,500	92
	Iberville	8,200	7,200	88
	Lafayette	26,600	24,700	93
	Livingston	8,400	7,400	88
	Pointe Coupee	5,700	4,900	86
	St Helena	2,100	1,700	80
	St James	4,600	4,100	89
	St Landry	23,300	19,900	85
	St Martin	7,600	6,900	91
	St Mary	15,000	13,900	92
	Tangipahoa	17,400	15,200	88
	West Baton Rouge	4,200	3,800	89
	West Feliciana	2,400	2,000	83
MISSISSIPPI				
Adams	12,300	10,300	84	
Amite	3,400	2,700	80	
Franklin	2,600	2,000	79	
Pike	10,900	9,100	84	
Wilkinson	3,300	2,500	74	

Between 25-50%	LOUISIANA			
	St John The Baptist	5,000	4,500	89
	MISSISSIPPI			
	Walthall	3,400	2,700	81

Between 5-24%	LOUISIANA			
	Acadia	14,100	12,700	90
	Allen	5,700	4,900	87

(Continued on page 290-b)

Station Totals	460,000	410,600	89
Net Weekly Circulation (March 1967)			224,800
Average Daily Circulation (March 1967)			156,800

# Louisiana—Lafayette



**KATC**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1239-ft. above ground, 1244-ft. above sea level.

Latitude 30° 02' 38"

Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.

Studio: 1103 Eraste Landry Rd.

Telephone: 232-6111.

TWX No.: 318-232-5054.

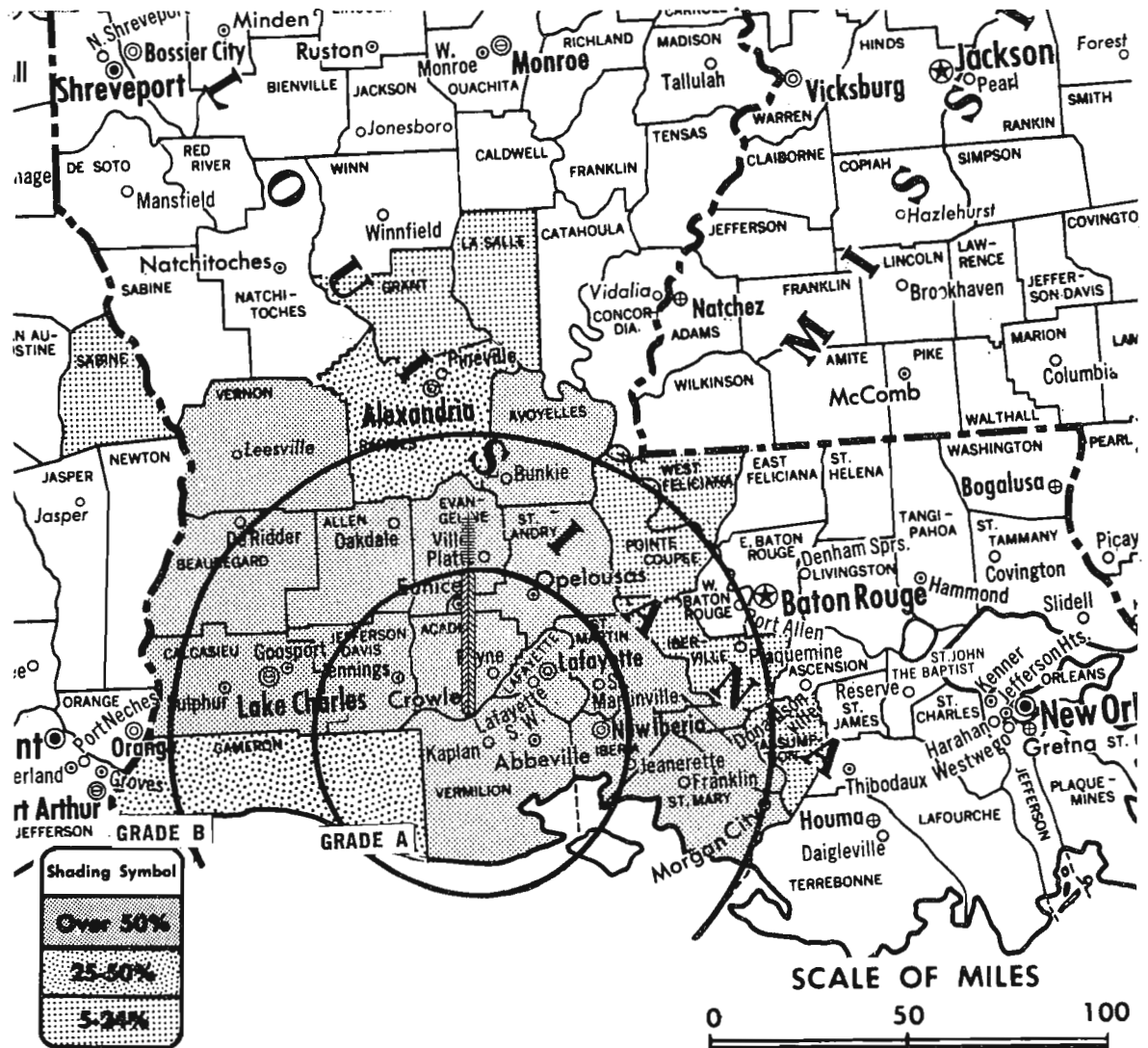
TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
64 ARB study.



KATC Ref: FCC File No. BPCT-3328 Granted 5/14/64

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## KATC

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd.

Telephone: 318-232-6111.

TWX No.: 318-232-5054.

Ownership: Mrs. Frances T. Kurzweg, pres., 14.461%; Barton W. Freeland, v.p., 1.944%; C. Lambert Duhe, v.p., 3.222%; William A. Patton, v.p., 1.969%; D. Roy Domingue, secy.-treas., 2.857%; Ivan Bourque, 2.381%; A. B. Dore Jr., 1.310%; Frank A. Godchaux III, 1.312%; Mrs. Shirley K. Gouaux, 19.847%; Aubrey G. LaHaye, 2.918%; Joseph Elvin LaHaye, 2.918%; J. Lealton Duhe, 3.422%; Milton H. Knox, 2.291%; Washington Life Insurance Co., 10%; 149 others, none owning more than 2%.

Began Operation: September 1, 1962.

Represented (sales) by The Meeker Co.; James S. Ayers Co. Inc. (Southeast); Busby, Finch & Woods (Southwest).

Represented (legal) by Leo Resnick.

Personnel:

MRS. FRANCES T. KURZWEG, president.  
WILLIAM A. PATTON, general manager & film buyer.  
ROY K. RHODES, sales manager.

### DIGEST OF RATE CARD NO. 5 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$80.00
NETWORK BASE HOURLY RATE:	\$375.					

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	LOUISIANA				
		Acadia	14,100	12,700	90
		Allen	5,700	4,900	87
		Avoyelles	10,400	9,000	87
		Beauregard	5,600	4,700	85
		Evangeline	8,900	7,300	83
		Iberia	15,800	14,500	92
		Jefferson Davis	9,200	8,300	90
		Lafayette	26,600	24,700	93
		St Landry	23,300	19,900	85
		St Martin	7,600	6,900	91
		St Mary	15,000	13,900	92
		Vermilion	11,900	10,900	92
	Vernon	5,100	4,300	84	
<b>Between 25-50%</b>	LOUISIANA				
		Calcasieu	48,400	45,400	94
		Rapides	34,100	31,600	93
<b>Between 5-24%</b>	LOUISIANA				
		Assumption	4,600	4,000	86
		Grant	3,400	2,900	86
		Iberville	8,200	7,200	88
		La Salle	3,900	3,400	86
		Pointe Coupee	5,700	4,900	86
		West Feliciana	2,400	2,000	83
TEXAS					
	Sabine	1,800	1,400	78	
<b>Station Totals</b>			273,600	246,500	90
Net Weekly Circulation (March 1967)					150,800
Average Daily Circulation (March 1967)					99,500



# Louisiana—Lafayette



**KLFY-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 301-kw visual, 49-kw aural. Antenna: 1240-ft. above av. terrain, 1269-ft. above ground, 1298-ft. above sea level.

Latitude 30° 19' 18"  
Longitude 92° 22' 41"

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, La.

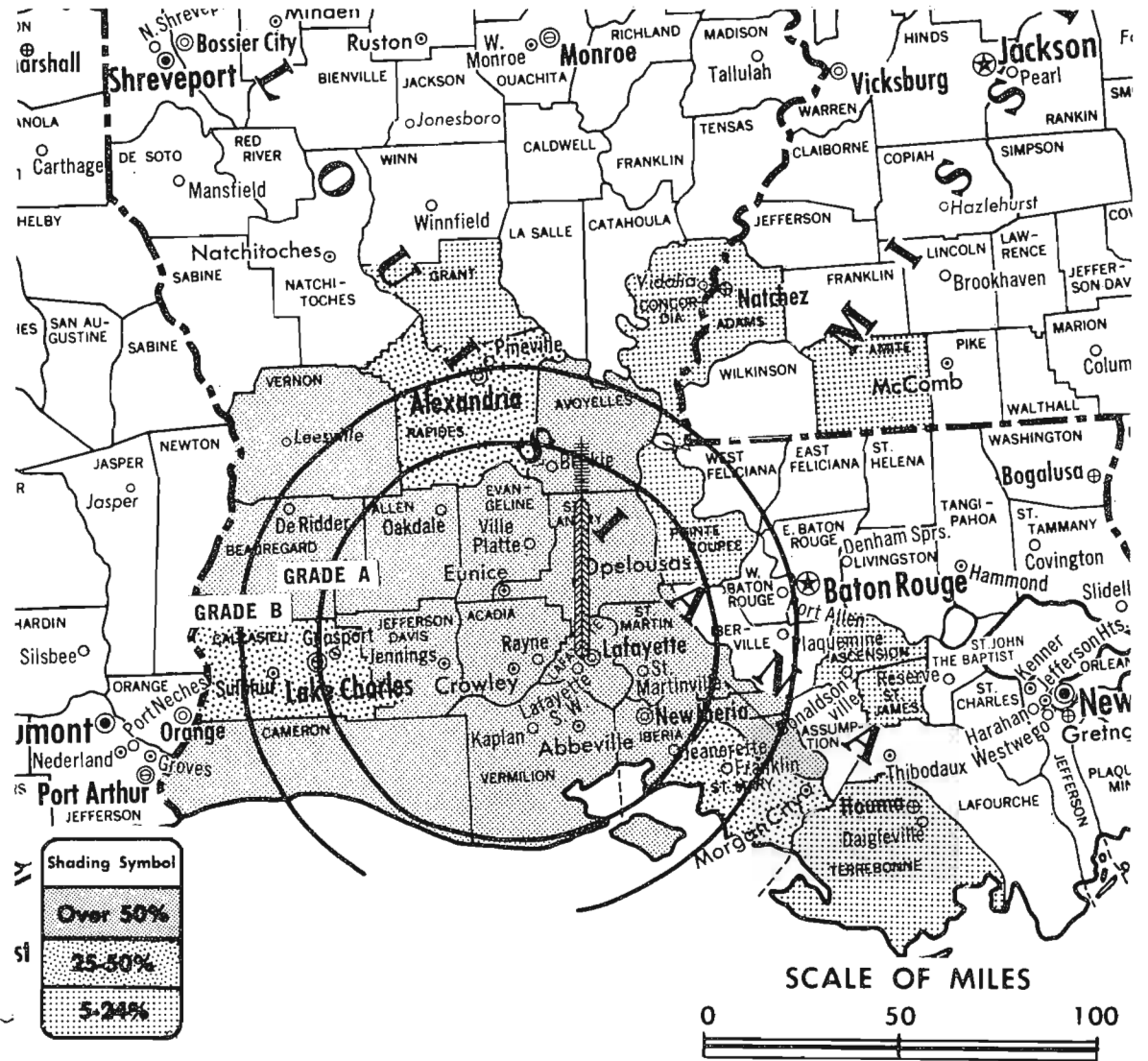
Studio: 2101 Jefferson St.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KLFY-TV Ref: FCC File No. BMPCT-3755 Granted 3/16/56  
Also CP: BPCT-3004 Granted 7/9/62

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## KLFY-TV

Licensee: Texoma Broadcasters Inc., Box 3687, Lafayette, La. (70501).

Telephone: 318-235-9494. TWX No.: 318-232-5036.

Ownership: M. N. Bostick, 29.972%; Texas Bcstg., 23.225%; Hilton E. Howell & Ross M. Sams, 9.972% each; W. W. Callan, 7.824%; Robert E. Levy, 6.915%; Thomas D. Stribling, 6.378%; George & Ellender Chase, 3.594% jointly; W. Woody Callan Jr. & Diana C. Braswell, 1.074% each. For other interests see KTWX-TV, Waco.

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KTWX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vols. 4:48, 5:6).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

THOMAS G. PEARS, general manager.  
JIM ALLEN, assistant manager & film buyer.  
JOHN CARROLL, chief engineer.

### DIGEST OF RATE CARD NO. 10 (July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$450.00 \$270.00 \$180.00 \$135.00 \$105.00\* \$95.00\* \$53.00\*

\*Class AA—6:30-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>LOUISIANA</b>				
		Acadia	14,100	12,700	90
		Allen	5,700	4,900	87
		Avoyelles	10,400	9,000	87
		Beauregard	5,600	4,700	85
		Cameron	1,900	1,700	90
		Evangeline	8,900	7,300	83
		Iberia	15,800	14,500	92
		Jefferson Davis	9,200	8,300	90
		Lafayette	26,600	24,700	93
		St Landry	23,300	19,900	85
		St Martin	7,600	6,900	91
		Vermilion	11,900	10,900	92
	Vernon	5,100	4,300	84	
<b>Between 25-50%</b>	<b>LOUISIANA</b>				
		Calcasieu	48,400	45,400	94
		Rapides	34,100	31,600	93
	St Mary	15,000	13,900	92	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
		Ascension	8,100	7,100	87
		Concordia	6,700	5,500	81
		Grant	3,400	2,900	86
		Pointe Coupee	5,700	4,900	86
		St James	4,600	4,100	89
	Terrebonne	17,800	16,400	92	
	<b>MISSISSIPPI</b>				
	Adams	12,300	10,300	84	
	Amite	3,400	2,700	80	
Station Totals		305,600	274,600	90	
Net Weekly Circulation (March 1967)				152,800	
Average Daily Circulation (March 1967)				108,400	

# Louisiana—Lake Charles



**KPLC-TV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 440-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level.

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

Holds CP for change to 1480-ft. above av. terrain, 1515-ft. above ground, 1544-ft. above sea level, lat. 30° 23' 47", long. 93° 00' 08"; transmitter to SW ¼ of SE ¼ Section 32-T7S-R6W, near Fenton, La. BPCT—4012.

Transmitter: 320 Division St.

TV tape: Recording facilities.

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

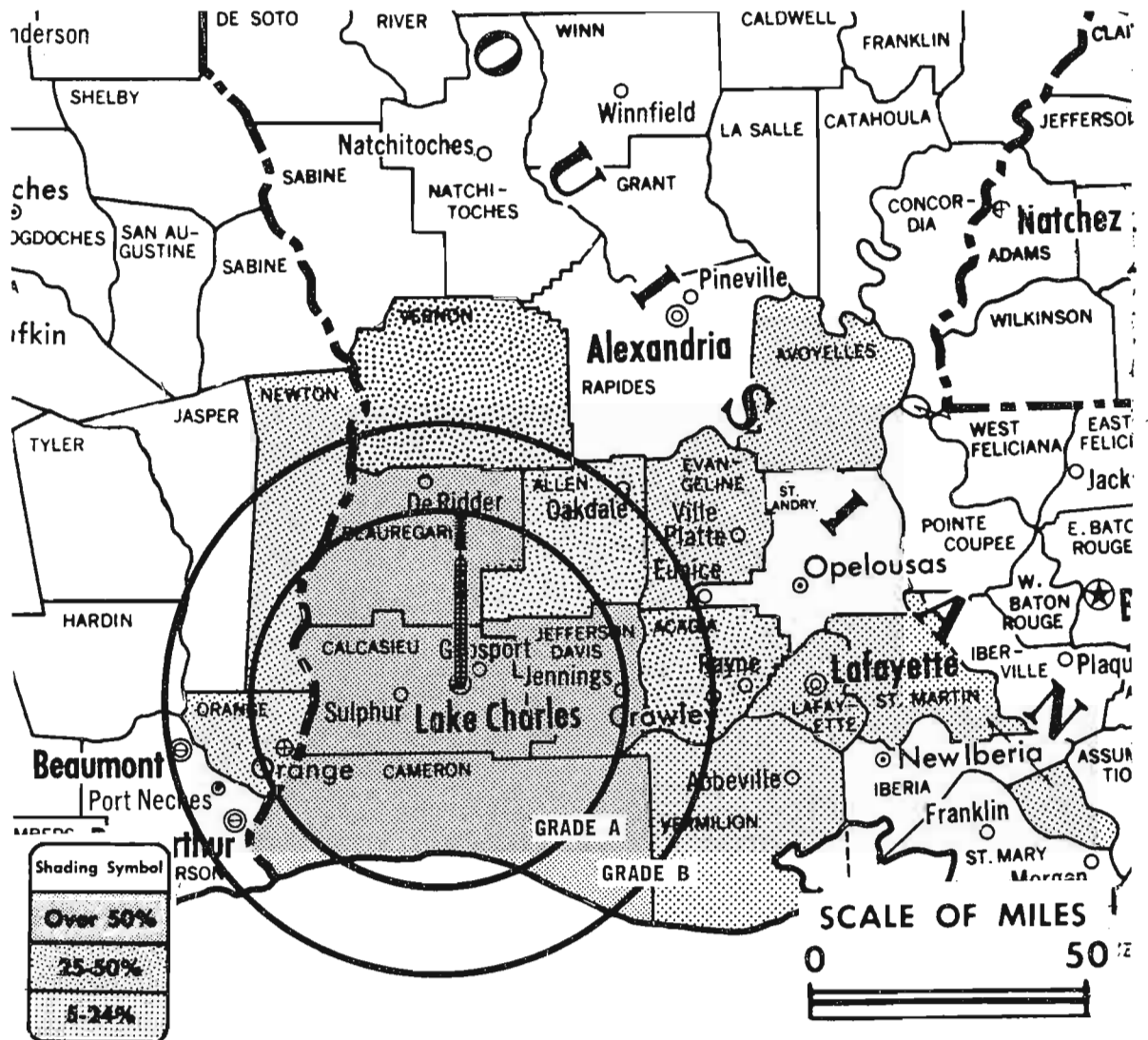
FM Affiliate: KPLC-FM, 31-kw, 99.5 mc (No. 258), 340-ft.

Color: Network, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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

## KPLC-TV

Network Service: NBC.

Licensee: Calcasieu TV & Radio Inc., Box 1488, Lake Charles, La. (70506).

Studio: 320 Division St. (70502).

Telephone: 318-436-3631. TWX No.: 318-477-7545.

Ownership: Harry K. Renfro, pres.; H. M. Stolar, v.p. & secy.-treas., 4.5%; Harry W. Chesley Jr., 18.9%; Ray Eder, .9%; Sidney W. Souers, 4.5%; Preston Estep, 4.5%; Leo A. Fisher, 4.5%; Sidney Salomon Jr., 4.5%; Gordon Scherck, 4.5%; Mary Ann Stein, 25.9%; Ruth L. Stolar, 4.05%; Leif J. Sverdrup, 4.5%; John L. Wilson, 4.5%; Stanley Musial & Biggie's Steak House Inc. (Musial interest), 4.5%; others, none with as much as 3%.  
Note: 5.6% of voting stock remains unsubscribed.

Began Operation: Sept. 29, 1954. Sale to present owners by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by H-R Television.

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

Represented (legal) by Marcus Cohn.

Personnel:

HARRY K. RENFRO, president.  
JEB SWANSON, national sales & promotion mgr.  
RICHARD SCHMIDT, traffic director.  
DON SATTEL, news director.  
ROY LeJEUNE, chief engineer.  
KENT CARTER, operations manager.

### DIGEST OF RATE CARD NO. 7 (March 1, 1965)

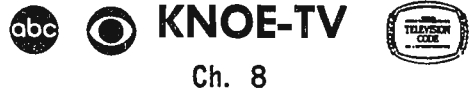
Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00 \$38.00

NETWORK BASE HOURLY RATE: \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	LOUISIANA			
	Beauregard	5,600	4,700	85
	Calcasieu	48,400	45,400	94
	Cameron	1,900	1,700	90
	Jefferson Davis	9,200	8,300	90
<b>Between 25-50%</b>	LOUISIANA			
	Acadia	14,100	12,700	90
	Allen	5,700	4,900	87
	Vernon	5,100	4,300	84
<b>Between 5-24%</b>	LOUISIANA			
	Avoyelles	10,400	9,000	87
	Evangeline	8,900	7,300	83
	Lafayette	26,600	24,700	93
	St Martin	7,600	6,900	91
	Vermilion	11,900	10,900	92
	MISSISSIPPI			
Pearl River	6,900	6,100	88	
TEXAS				
Newton	2,700	2,200	82	
Orange	19,900	18,800	94	
Station Totals		184,900	167,900	91
Net Weekly Circulation (March 1967)				72,700
Average Daily Circulation (March 1967)				51,000

For other sales, see Services Volume

# Louisiana—Monroe-West Monroe



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1890-ft. above av. terrain, 1985-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"  
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, La.

TV tape: Recording facilities.

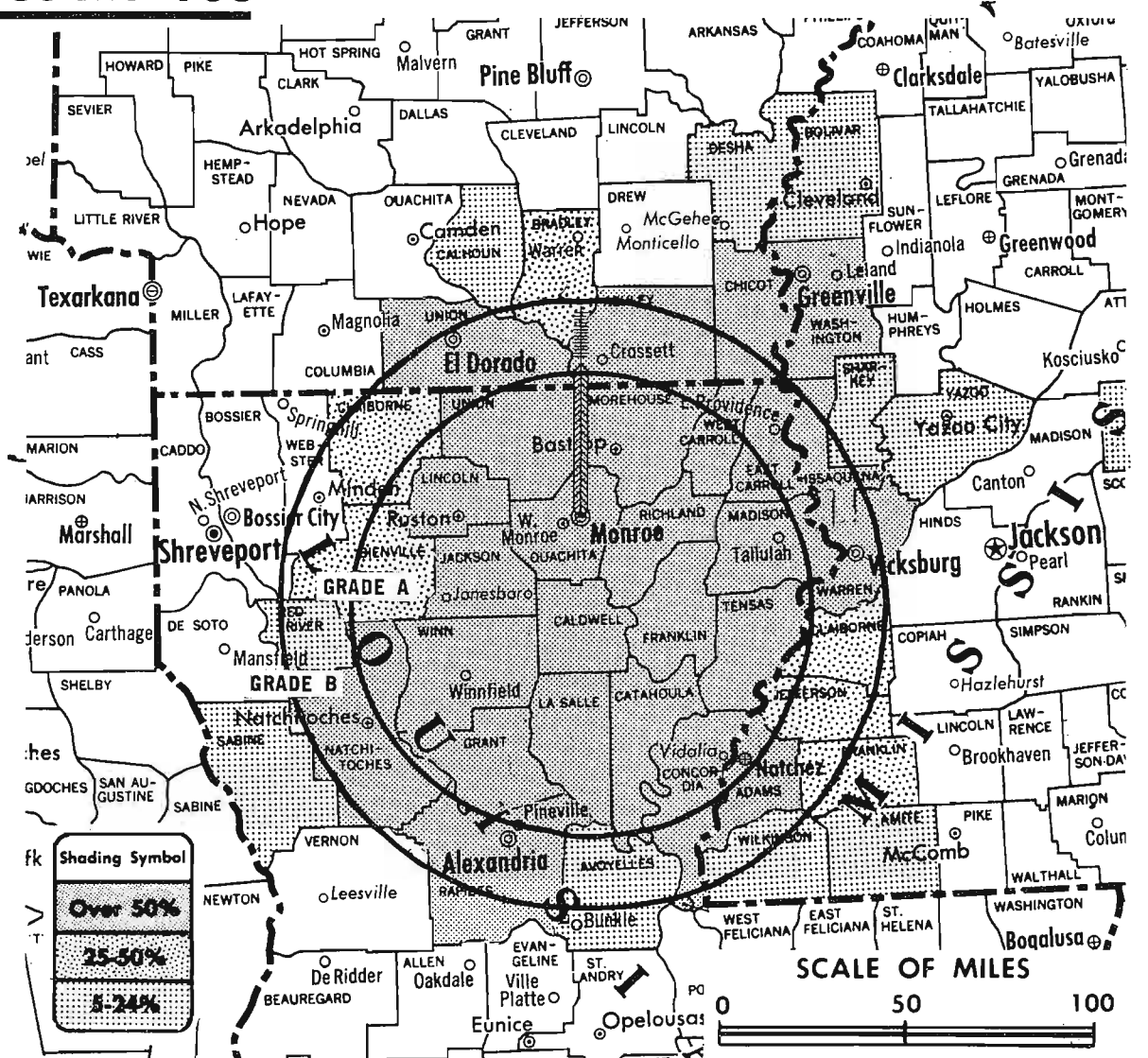
AM Affiliate: KNOE, 5-kw, 540 kc.

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

News Wire Service: AP. Facsimile Service: AP. News Film Service: CBS.

Represented (legal) by Marcus Cohn.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KNOE-TV Ref: FCC File No. BPCT-3313 Granted 10/2/64

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## KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 4067, Monroe.

Studio: Knoe Rd. Telephone: 318-322-8155. TWX No.: 318-387-5313.

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

Began Operation: Sept. 27, 1953.

Represented (sales) by National Television Sales Inc.

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

Personnel:

PAUL H. GOLDMAN, exec. v.p. & general manager.  
HARRY ARTHUR, v.p., programs & film buyer.  
RAY BOYD, v.p. & technical director.  
ALLEN JONES, v.p., sales service, promotion & copy.  
ANSEL SMITH, v.p., operations & production.  
MAC WARD, v.p. & director of news.  
LEON NOLAND JR., chief photographer.

### DIGEST OF RATE CARD NO. 8—(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$195.00		Graded rates apply*

\*Highest rate: \$320.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Ashley	7,700	6,600	86
	Chicot	5,600	4,400	78
	Union	18,000	16,100	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	LOUISIANA			
	Caldwell	2,100	1,800	85
	Catahoula	2,700	2,100	79
	Concordia	6,700	5,500	81
	East Carroll	3,200	2,600	80
	Franklin	6,000	5,300	87
	Grant	3,400	2,900	86
	Jackson	4,600	4,100	89
	La Salle	3,900	3,400	86
	Lincoln	7,600	7,100	93
	Madison	4,100	3,300	81
	Morehouse	9,500	8,400	88
	Natchitoches	8,900	7,100	79
	Ouachita	34,500	32,100	93
	Rapides	34,100	31,600	93
	Richland	5,500	4,800	87
	Tensas	2,700	2,200	79
	Union	4,600	4,100	91
	West Carroll	3,100	2,700	86
	Winn	4,500	3,800	84
<b>Between 25-50%</b>	MISSISSIPPI			
	Adams	12,300	10,300	84
	Warren	14,100	12,200	86
	Washington	23,500	19,200	82
	ARKANSAS			
Bradley	4,500	3,900	86	
<b>Between 25-50% (Continued)</b>	LOUISIANA			
	Bienville	4,100	3,500	86
	Claiborne	4,800	4,000	85
	MISSISSIPPI			
	Claiborne	2,800	2,100	76
Franklin	2,600	2,000	79	
Issaquena	500	400	74	
Jefferson	2,700	1,900	71	
(Continued on page 290-b)				
Station Totals		349,400	301,500	86
Net Weekly Circulation (March 1967)				182,200
Average Daily Circulation (March 1967)				127,700

# Louisiana—West Monroe

## KUZN-TV

Ch. 39

(Left air Jan. 12, 1968)

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 20.9-kw visual, 4.17-kw aural. Antenna: 628-ft. above av. terrain, 663-ft. above ground, 732-ft. above sea level.

Latitude 32° 30' 21"

Longitude 92° 08' 54"

Transmitter: Parkwood Dr. & Hwy. 1-20.

AM Affiliate: KUZN, 1-kw, 1310 kc.

News Wire Service: AP.

Facsimile Service: AP.



KUZN-TV Ref: FCC File No. BPCT-3583 Granted 4/20/66

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## KUZN-TV

Network Service: None, independent.

Licensee: Howard E. Griffith, 302 Marie Dr., W. Monroe, La. (71291).

Studio: Parkwood Dr. & Hwy. 1-20.

Telephone: 318-322-1491.

Ownership: Howard E. Griffith. Griffith also owns KUZN, W. Monroe & KTLD, Tallulah, La.

Began Operation: Aug. 19, 1967. Left air Jan. 12, 1968.

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

Represented (sales) by Gill Perna; Riley Representatives (Southwest).

Represented (engineering) by Howard E. Griffith.

Personnel:

CHARLES MORGAN, manager.

BOB TUCKER, news director.

MIKE SCOTT, sports director.

ARDIN BRADOCK, promotion & copy director.

ARTHUR GRIFFITH, program director.

### DIGEST OF RATE CARD NO. 1

(Aug. 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA						
\$150.00	\$90.00	\$50.00	\$40.00	\$35.00	\$25.00	\$17.00

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WYES-TV

New Orleans

Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

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"

For UHF Penetration by Markets

See Services Volume



# Louisiana—New Orleans



**WDSU-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

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

Transmitter: Tournefort St., Chalmette, La.

Studio: 520 Royal St.

TV tape: Recording facilities.

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

FM Affiliate: WDSU-FM, 100-kw, 93.3 mc (No. 227), 850-ft. antenna height.

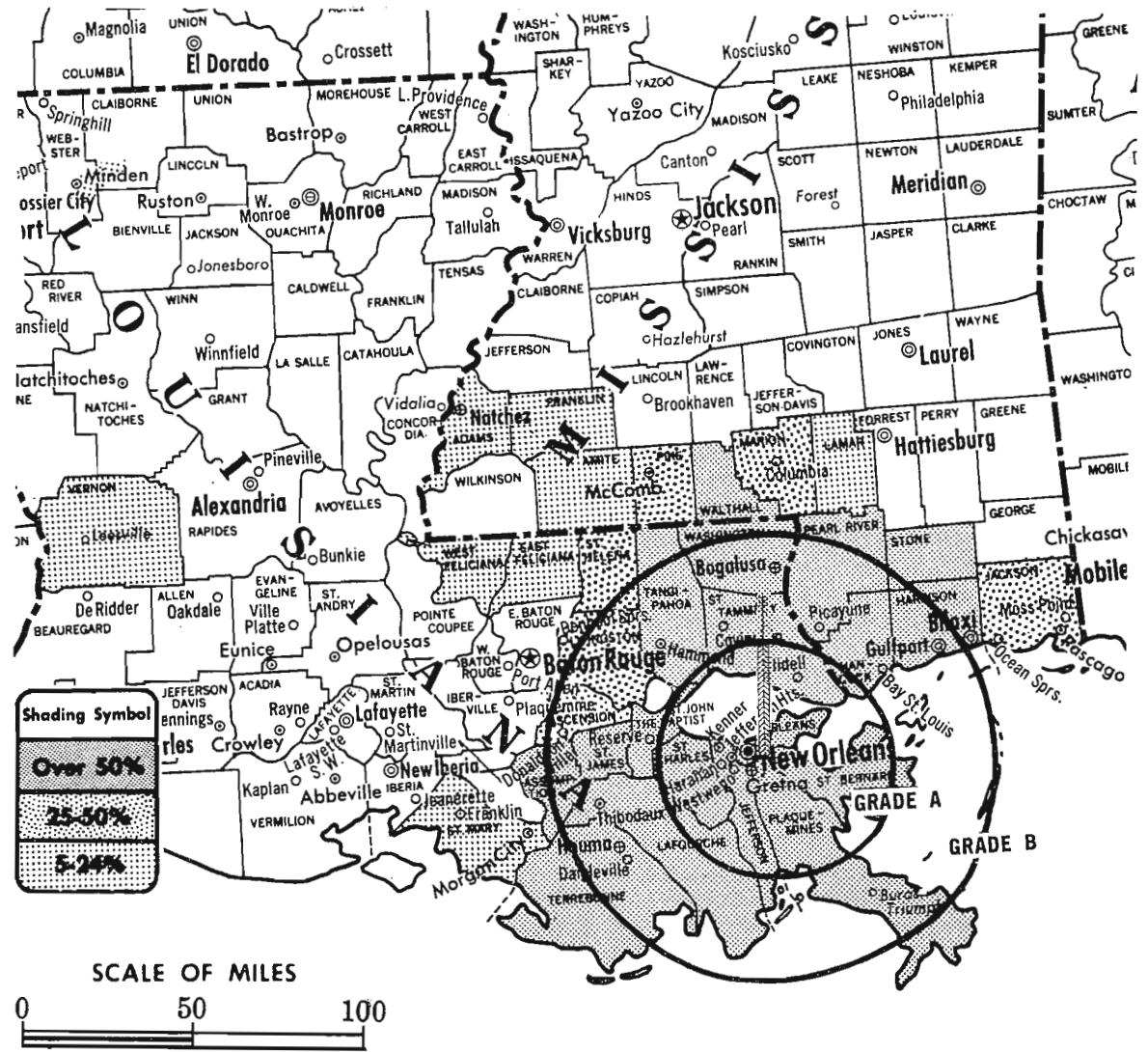
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



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

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## WDSU-TV

Licensee: Royal Street Corp., 520 Royal St., New Orleans, La. (70130).

Telephone: 504-524-4376. TWX No.: 504-822-6166.

Ownership: Royal Street Corp. Officers: Edgar B. Stern Jr., pres., 77.53%; A. Louis Read, exec. v.p., 11.80%; Dwight W. Martin, v.p. & treas., 9.11%; other stockholders with less than 1%. Royal Street Corp. controls Roywood Corp. which owns WALA-TV, Mobile, Ala.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

A. LOUIS READ, president.  
ROBERT S. SCHULTIS, v.p. & general sales manager.  
LINDSEY RIDDLE, v.p. & chief engineer.  
JERRY ROMIG, program director.  
MAURY A. MIDLO, dir. of promotion & merchandising.  
ELDON DURAND, operations.  
ED PLANER, news director.

### DIGEST OF RATE CARD NO. 19 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—7-10 p.m., daily.	\$1500.00	\$900.00	\$650.00	\$550.00	\$430.00	\$215.00
<b>NETWORK BASE HOURLY RATE: \$1400.</b>						

See Group Ownership Section for Other Firms and

Persons Who Own Two or More TV Stations.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>LOUISIANA</b>				
		Assumption	4,600	4,000	86
		Jefferson	74,100	71,200	96
		Lafourche	16,500	15,300	93
		Orleans	208,500	194,500	93
		Plaquemines	7,100	6,600	93
		St Bernard	12,000	11,800	98
		St Charles	6,800	6,400	93
		St James	4,600	4,100	89
		St. John The Baptist	5,000	4,500	89
		St Tammany	15,000	13,800	92
		Tangipahoa	17,400	15,200	88
		Terrebonne	17,800	16,400	92
		Washington	13,500	11,700	87
<b>Between 25-50%</b>	<b>MISSISSIPPI</b>				
		Hancock	4,700	4,100	88
		Harrison	37,300	34,600	93
		Pearl River	6,900	6,100	88
		Stone	2,300	2,000	87
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
		Ascension	8,100	7,100	87
		Livingston	8,400	7,400	88
		St Helena	2,100	1,700	80
	<b>MISSISSIPPI</b>				
		Jackson	20,000	18,400	92
		Marion	6,800	5,700	83
		Pike	10,900	9,100	84
	<b>LOUISIANA</b>				
		East Feliciana	3,700	3,000	81
	St Mary	15,000	13,900	92	
	Vernon	5,100	4,300	84	
	West Feliciana	2,400	2,000	83	
<b>MISSISSIPPI</b>					
	Adams	12,300	10,300	84	
	Amite	3,400	2,700	80	
	Franklin	2,600	2,000	79	
	Lamar	4,100	3,600	87	
<b>Station Totals</b>		<b>562,400</b>	<b>516,200</b>	<b>92</b>	
Net Weekly Circulation (March 1967)				430,600	
Average Daily Circulation (March 1967)				327,500	

# Louisiana—New Orleans



**WVUE**

Ch. 12



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

Latitude 29° 57' 13.5"  
Longitude 89° 56' 58.3"

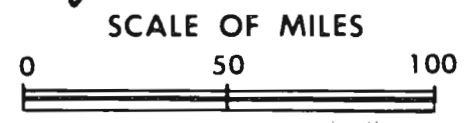
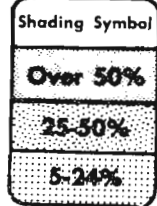
**Transmitter:** Paris Rd., near Chalmette, La.

**Studio:** 1422 Cleveland Ave.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WVUE BPCT—2430; Doc. 12289 Granted 9/5/61

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## WVUE

**Licensee:** Screen Gems Broadcasting of Louisiana Inc., 1418 Cleveland Ave., New Orleans, La. (70112).

**Telephone:** 504-525-9011.

**Ownership:** Screen Gems, 100%. For other interests see KCPX-TV, Salt Lake City.

**Began Operation:** On Dec. 17, 1958, FCC granted permission to operate on Ch. 13, and on Jan. 28, 1959 FCC granted STA for temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vols. 14:51; 15:5). Supreme Bcstg. Co. started operations on Ch. 20 on Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23).

**Represented (sales) by** Metro TV Sales.

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

**Personnel:**

NORMAN LOUVAU, president.  
DOUGLAS J. ELLESON, vice president & general manager.  
ZVI SHOUBIN, program director.  
JACK C. LONG, general sales manager.  
WILLIAM PERRY BROWN JR., promotion manager.  
ALLEN GUNDERSON, chief engineer.  
EDWIN F. MOISE, operations & production manager.

DIGEST OF RATE CARD NO. 10—(June 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$1100.00	\$660.00	\$410.00	\$400.00	\$350.00	Graded rates apply*

\*Highest rate: \$408.

**NETWORK BASE HOURLY RATE:** \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	LOUISIANA				
	Assumption	4,600	4,000	86	
	Jefferson	74,100	71,200	96	
	Lafourche	16,500	15,300	93	
	Orleans	208,500	194,500	93	
	Plaquemines	7,100	6,600	93	
	St Bernard	12,000	11,800	98	
	St Charles	6,800	6,400	93	
	St James	4,600	4,100	89	
	St. John The Baptist	5,000	4,500	89	
	St Tammany	15,000	13,800	92	
	Tangipahoa	17,400	15,200	88	
	Terrebonne	17,800	16,400	92	
	MISSISSIPPI	Hancock	4,700	4,100	88
<b>Between 25-50%</b>	LOUISIANA				
	Washington	13,500	11,700	87	
	MISSISSIPPI	Harrison	37,300	34,600	93
	Pearl River	6,900	6,100	88	
<b>Between 5-24%</b>	LOUISIANA				
	Ascension	8,100	7,100	87	
	Livingston	8,400	7,400	88	
	St Helena	2,100	1,700	80	
	St Mary	15,000	13,900	92	
	Vernon	5,100	4,300	84	
	MISSISSIPPI	Jackson	20,000	18,400	92
<b>Station Totals</b>		510,500	473,100	93	
<b>Net Weekly Circulation (March 1967)</b>				351,900	
<b>Average Daily Circulation (March 1967)</b>				229,300	

# Louisiana—New Orleans



**WWL-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"  
Longitude 90° 02' 23.3"

Transmitter: Cooper Rd. near Gretna, La.

Studio: 1024 N. Rampart St. (70116)

Telephone: 504-529-4444.

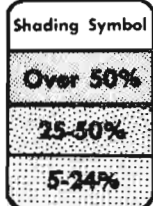
TV tape: Recording facilities.

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

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

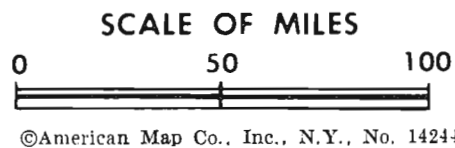
News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WWL-TV Ref: FCC File No. BPCT-3071 Granted 11/1/62



## WWL-TV

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Ownership: Loyola University. Very Rev. Homer Jolley, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert Marmet.

Personnel:

J. MICHAEL EARLY, v.p. broadcasting & general manager.  
RUPERT COPPONEX, program director & film buyer.  
MAURICE GUILLERMAN, general sales manager.  
PHIL JOHNSON, promotion manager.  
MARILYN SUBLETTE, public affairs director.  
BILL REED, news director.  
FRANCIS JACOB JR., chief engineer.  
HUGH R. BURNEY, operations director.

### DIGEST OF RATE CARD NO. A16 (June 1, 1967)

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

Class AA—7-10 p.m., daily.

\$1550.00 \$950.00 \$700.00 \$600.00 \$375.00\* \$350.00\* \$175.00\*

\*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Assumption	4,600	4,000	86
	Jefferson	74,100	71,200	96
	Lafourche	16,500	15,300	93
	Orleans	208,500	194,500	93
	Plaquemines	7,100	6,600	93
	St Bernard	12,000	11,800	98
	St Charles	6,800	6,400	93
	St Helena	2,100	1,700	80
	St James	4,600	4,100	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	LOUISIANA—(Continued)			
	St John The Baptist	5,000	4,500	89
	St Tammany	15,000	13,800	92
	Tangipahoa	17,400	15,200	88
	Terrebonne	17,800	16,400	92
	Washington	13,500	11,700	87
	MISSISSIPPI			
	Hancock	4,700	4,100	88
	Harrison	37,300	34,600	93
	Pearl River	6,900	6,100	88
Between 25-50%	Stone	2,300	2,000	87
	Walthall	3,400	2,700	81
	LOUISIANA			
	Ascension	8,100	7,100	87
	Livingston	8,400	7,400	88
Between 5-24%	St Mary	15,000	13,900	92
	MISSISSIPPI			
	Adams	12,300	10,300	84
	Lamar	4,100	3,600	87
Station Totals	Marion	6,800	5,700	83
	Pike	10,900	9,100	84
	LOUISIANA			
	Allen	5,700	4,900	87
	East Feliciana	3,700	3,000	81
	Grant	3,400	2,900	86
	Iberville	8,200	7,200	88
	Jefferson Davis	9,200	8,300	90
	Vermilion	11,900	10,900	92
	West Feliciana	2,400	2,000	83
MISSISSIPPI				
Amite	3,400	2,700	80	
Franklin	2,600	2,000	79	
Jackson	20,000	18,400	92	
Lincoln	8,000	6,800	85	
Wilkinson	3,300	2,500	74	
Station Totals		607,000	555,400	91
Net Weekly Circulation (March 1967)				437,800
Average Daily Circulation (March 1967)				336,200

# Louisiana—New Orleans

## WWOM-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 468-kw visual, 93.3-kw aural. Antenna: 500-ft. above av. terrain, 498-ft. above ground, 518-ft. above sea level.

Latitude 29° 56' 55"  
Longitude 90° 03' 47"

Transmitter: Trade Mart, foot of Canal St.

AM Affiliate: WWOM, 1-kw, 600 kc.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

ARB Data: Not available since station was not in operation when the survey was made.



WWOM-TV Ref: FCC File No. BPCT-3314 Granted 7/6/65

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## WWOM-TV

Network Service: None, independent.

Grantee: Channel 26 Inc., 614 N. Rampart St.

Studio: International Trade Mart, Canal St.

Telephone: 504-524-7667.

Ownership: David W. Wagenvoord, pres., 40.5%; George S. Venturatos, v.p., 29%; Fred P. Westenberger, secy.-treas., 22.5%; others, 8%.

Began Operation: Oct. 14, 1967.

Represented (sales) by National Television Sales.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by L. J. N. du Treil & Associates.

Personnel:

DAVID W. WAGENVOORD, president & general manager.  
GEORGE S. VENTURATOS, executive vice president.  
ROBERT NELSON, operations manager.  
ROBERT LAWRESON, chief engineer.  
MARK ROBERTS, news director.

### DIGEST OF RATE CARD NO. 1

(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—7:30-11 p.m., daily.	\$250.00	\$180.00	\$100.00	\$80.00	\$75.00	\$40.00

## PROGRAM SOURCE and SERVICES SUPPLIERS

Bring your story directly to the PROGRAM MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.

PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.



# Louisiana—Shreveport



**KSLA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1791-ft. above ground, 2046-ft. above sea level.

Latitude 32° 40' 29"  
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

TV tape: Recording facilities.

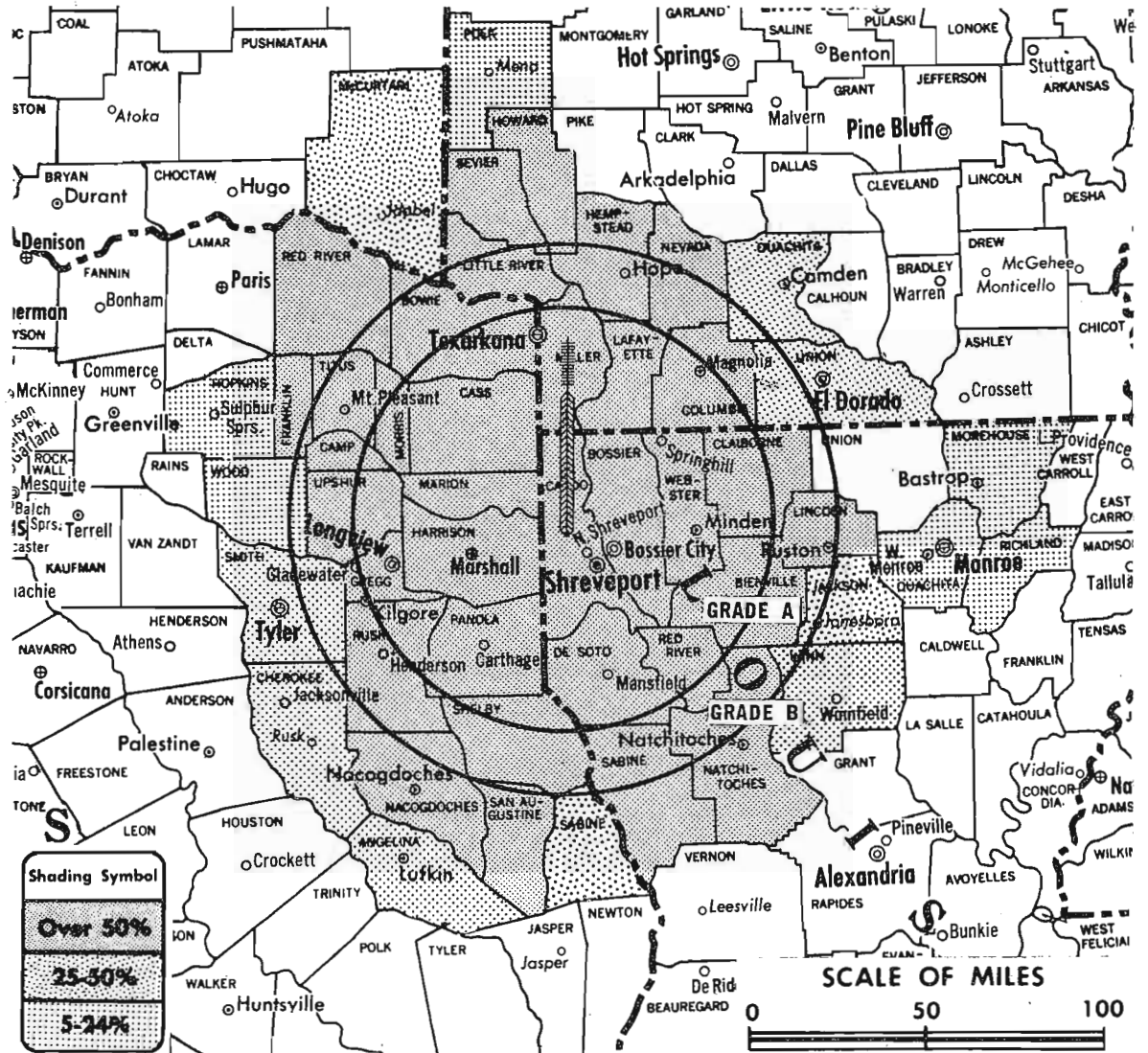
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSLA-TV Ref: FCC File No. BMPCT-5970 Granted 5/5/64

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## KSLA-TV

Licensee: KSLA-TV Inc., Box 92, Shreveport, La. (71102).

Studio: Washington-Youree Hotel.

Telephone: 318-424-8101. TWX No.: 318-746-4072.

Ownership: Journal Publishing Co. Inc. (Shreveport Journal), 55%; Douglas F. Attaway, chairman, .5% (publisher of Shreveport Journal); Winston B. Linam, pres. & mgr., 10%; S. Berton Heard, treas., .10%; James Van Hook, secy., 1%; Mrs. Dolores George LaVigne, 20%; 18 others, none with as much as 3%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to present owners by Mrs. George et al., who retained minority interest, approved May 25, 1960 by FCC (Vol. 16:6, 24).

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WINSTON B. LINAM, general manager & film buyer.  
BEN B. McLAUGHLIN, sales manager.  
JAMES B. HOBBS JR., local sales manager.  
JOHN RENSCHAW, program director.  
ROBERT WEIMAR, promotion director.  
MORRIS BARTON, chief engineer.  
DON OWEN, news director.

### DIGEST OF RATE CARD NO. 17 (July 2, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$800.00	\$480.00	\$320.00	\$196.00	Graded rates apply*	

\*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Columbia	8,700	7,400	86
	Hempstead	5,900	5,100	86
	Howard	3,400	3,000	89
	Lafayette	3,300	2,900	89
	Little River	2,500	2,100	83
	Miller	11,300	10,200	90
	Nevada	3,000	2,500	83
	Sevier	3,300	3,000	89
	<b>LOUISIANA</b>			
	Bienville	4,100	3,500	86
	Bossier	18,300	17,000	93
	Caddo	77,200	71,600	93
	Claiborne	4,800	4,000	85
	De Soto	6,800	5,700	84
	Lincoln	7,600	7,100	93
	Natchitoches	8,900	7,100	79
	Red River	2,200	1,800	81
	Sabine	4,600	3,600	79
	Webster	12,700	11,300	89
	<b>TEXAS</b>			
	Bowie	21,300	19,600	92
	Camp	2,100	1,800	84
	Cass	6,600	6,000	90
	Franklin	1,300	1,100	85
	Gregg	24,200	22,200	92
	Harrison	13,100	11,600	89
	Marion	1,900	1,600	85
	Morris	4,300	3,900	91
	Nacogdoches	8,300	7,000	84
	Panola	4,600	4,000	88
	Red River	3,900	3,100	81
	Rusk	10,500	9,500	90
	San Augustine	1,800	1,500	80
	Shelby	5,800	4,900	85
	Titus	5,500	4,800	88
	Upshur	6,000	5,300	89

(Continued on page 290-b)

Station Totals	475,700	424,900	89
Net Weekly Circulation (March 1967)			277,500
Average Daily Circulation (March 1967)			214,800

# Louisiana—Shreveport-Texarkana, Texas



**KTAL-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"  
Longitude 94° 00' 22"

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

TV tape: Recording facilities.

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

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

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

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

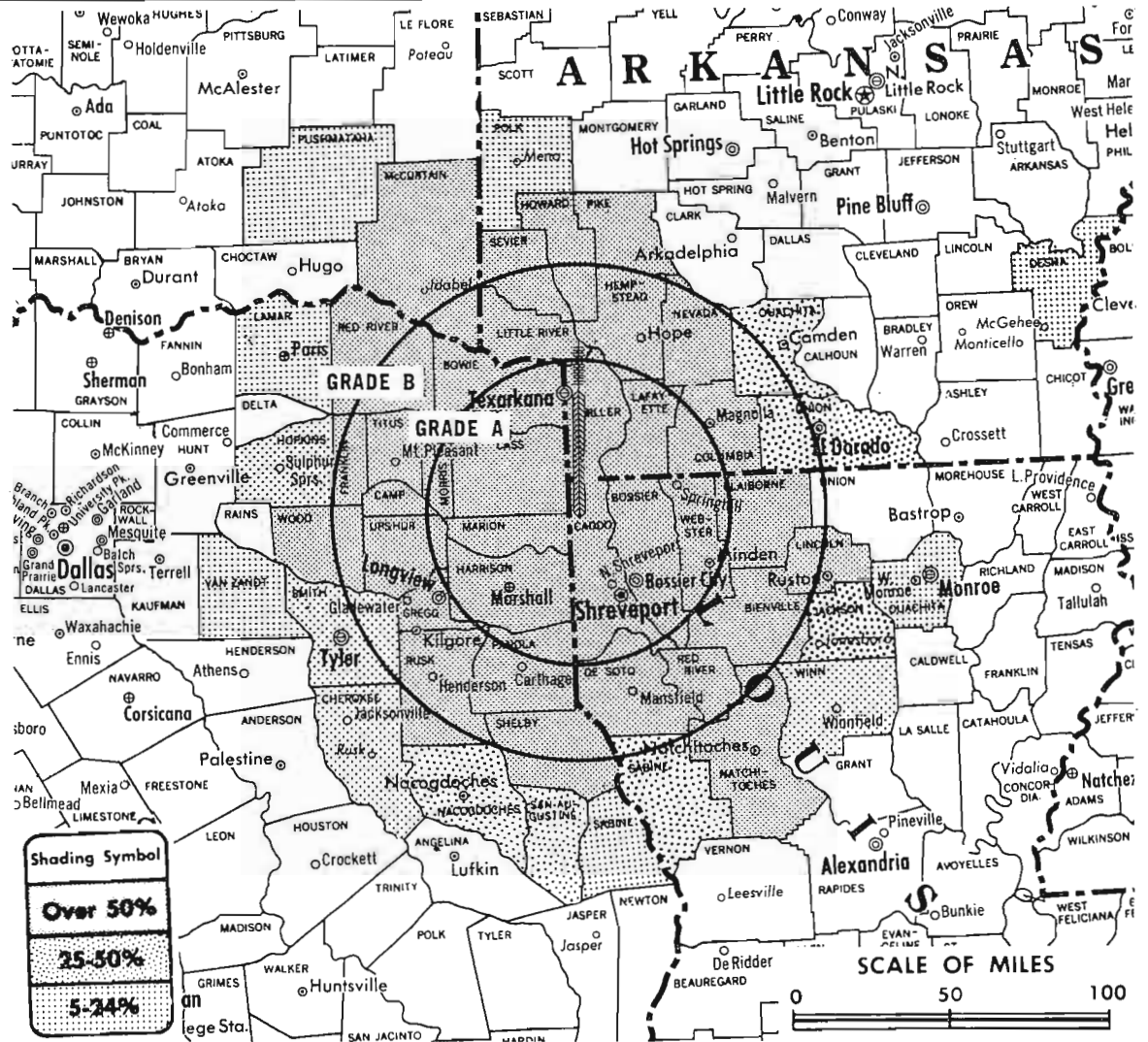
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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## KTAL-TV

Licensee: KCMC Inc., 3150 N. Market St., Shreveport, La. (71107).

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

Telephones: 318-425-2422 (Shreveport); 214-793-1133 (Texarkana).

TWX No.: 510-973-4169 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.64%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); Walter E. Hussman, pres., 18.9%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include Texarkana Gazette and News; Hot Springs (Ark.) New Era-Sentinel Record; El Dorado (Ark.) News-Times; Magnolia (Ark.) Banner-News; plus interest in Hope (Ark.) Star and Jacksonville (Tex.) Progress. Mr. Hussman also owns 45% of CATV system in Camden, Ark.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

WALTER E. HUSSMAN, president.  
H. LEE BRYANT, general manager.  
ALAN B. JOHNSTONE, general sales manager.  
JEAN BYRD, promotion director.  
DAVE McCLELLAND, news & public affairs director.  
RUBIN MASTERS, chief engineer.

### DIGEST OF RATE CARD NO. 9

(June 1, 1967)

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

Class AA—6:30-10 p.m., daily.

\$700.00 \$420.00 \$280.00 \$200.00 \$200.00 \$190.00 \$95.00

NETWORK BASE HOURLY RATE: \$650.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Columbia	8,700	7,400	86
	Hempstead	5,900	5,100	86
	Howard	3,400	3,000	89
	Lafayette	3,300	2,900	89
	Little River	2,500	2,100	83
	Miller	11,300	10,200	90
	Nevada	3,000	2,500	83
	Pike	2,200	1,900	86
	Sevier	3,300	3,000	89
	<b>LOUISIANA</b>			
	Bienville	4,100	3,500	86
	Bossier	18,300	17,000	93
	Caddo	77,200	71,600	93
	Claiborne	4,800	4,000	85
	De Soto	6,800	5,700	84
	Lincoln	7,600	7,100	93
	Natchitoches	8,900	7,100	79
	Red River	2,200	1,800	81
	Webster	12,700	11,300	89
	<b>OKLAHOMA</b>			
	Mc Curtain	7,000	5,900	84
	<b>TEXAS</b>			
	Bowie	21,300	19,600	92
	Camp	2,100	1,800	84
	Cass	6,600	6,000	90
	Franklin	1,300	1,100	85
	Gregg	24,200	22,200	92
	Harrison	13,100	11,600	89
	Marion	1,900	1,600	85
	Morris	4,300	3,900	91
	Panola	4,600	4,000	88
	Red River	3,900	3,100	81
	Rusk	10,500	9,500	90
	Shelby	5,800	4,900	85
	Titus	5,500	4,800	88
	Upshur	6,000	5,300	89
	Wood	5,000	4,400	90

(Continued on page 290-b)

Station Totals	469,900	418,300	89
Net Weekly Circulation (March 1967)			276,500
Average Daily Circulation (March 1967)			183,900

# Louisiana—Shreveport



**KTBS-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1837-ft. above av. terrain, 1800.5-ft. above ground, 2049-ft. above sea level.

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

Transmitter: 1.5-mi. SE of Mooringsport, La.

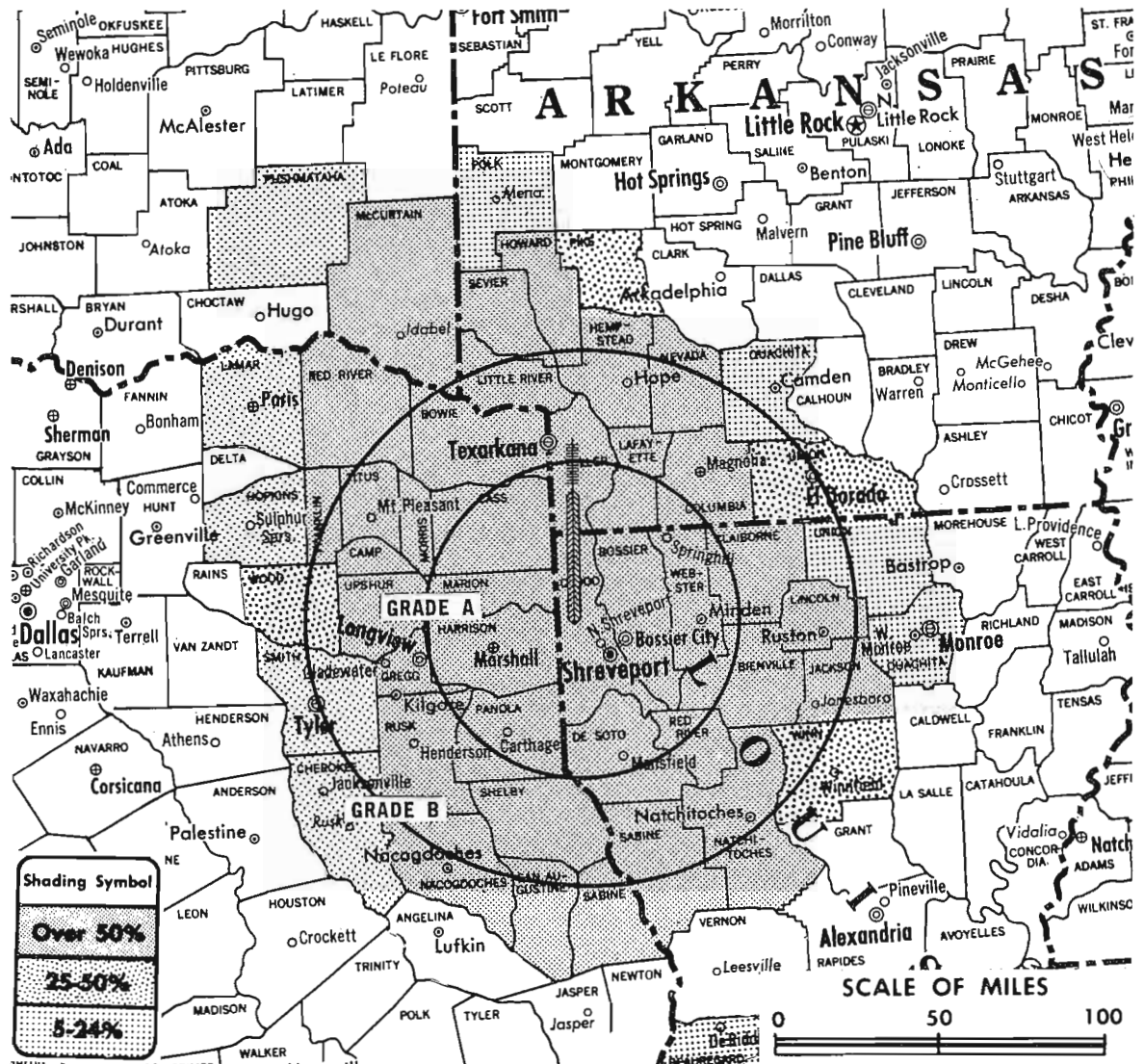
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTBS-TV Ref: FCC File No. BMPCT-5808 Granted 12/18/62

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## KTBS-TV

Licensee: KTBS Inc., 312 East Kings Hwy., Shreveport, La. (71104).

Studio: 312 East Kings Hwy., P.O. Box 4218, Shreveport (71104).

Telephone: 318-868-3644. TWX No.: 318-746-4024.

Ownership: E. Newton Wray, pres., 37½%; George D. Wray Jr., v.p., 20.8⅓%; Charles W. Wray, secy.-treas., 20.8⅓%; Mrs. Evangeline B. Wray, 16⅔%; Mrs. Evelyn Wray Smith, 4.1⅔%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

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

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

Personnel:

E. NEWTON WRAY, president & general manager.  
DEANE R. FLETT, station manager & film buyer.  
JERRY COLVIN, national sales manager.  
ORAL LINK, production manager.  
RON RICE, promotion manager.  
MARVIN L. PERRY JR., film director.  
CLAUDE R. SCOTT, chief engineer.  
LAWRENCE WEST, news director.

DIGEST OF RATE CARD NO. A12  
(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$700.00 \$420.00 \$280.00 \$210.00 \$190.00\* \$170.00\* \$85.00\*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$725 (ABC).

For List of Stations with Color Equipment  
and Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Columbia	8,700	7,400	86
	Hempstead	5,900	5,100	86
	Howard	3,400	3,000	89
	Lafayette	3,300	2,900	89
	Little River	2,500	2,100	83
	Miller	11,300	10,200	90
	Nevada	3,000	2,500	83
	Sevier	3,300	3,000	89
	<b>LOUISIANA</b>			
	Bienville	4,100	3,500	86
	Bossier	18,300	17,000	93
	Caddo	77,200	71,600	93
	Claiborne	4,800	4,000	85
	De Soto	6,800	5,700	84
	Jackson	4,600	4,100	89
	Lincoln	7,600	7,100	93
	Natchitoches	8,900	7,100	79
	Red River	2,200	1,800	81
	Sabine	4,600	3,600	79
	Webster	12,700	11,300	89
	<b>OKLAHOMA</b>			
	Mc Curtain	7,000	5,900	84
	<b>TEXAS</b>			
	Bowie	21,300	19,600	92
	Camp	2,100	1,800	84
	Cass	6,600	6,000	90
	Franklin	1,300	1,100	85
	Gregg	24,200	22,200	92
	Harrison	13,100	11,600	89
	Marion	1,900	1,600	85
	Morris	4,300	3,900	91
	Nacogdoches	8,300	7,000	84
	Panola	4,600	4,000	88
	Red River	3,900	3,100	81
	Rusk	10,500	9,500	90
	Sabine	1,800	1,400	78

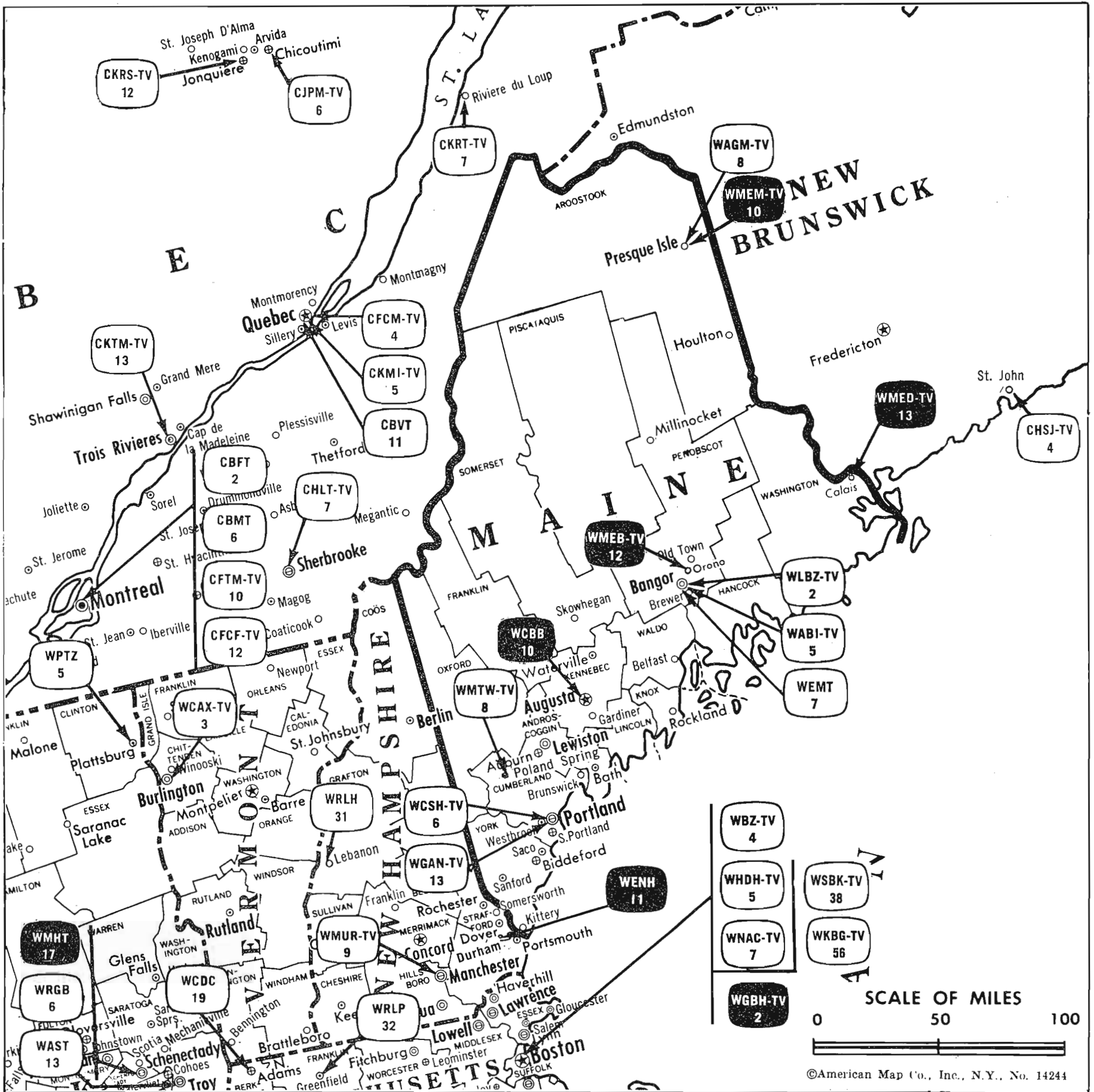
Over 50%

(Continued on page 290-b)

Station Totals	477,400	424,700	89
Net Weekly Circulation (March 1967)			287,300
Average Daily Circulation (March 1967)			190,600



# Maine



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland-Poland Spring	297,800	63	552,800	67	527,300	66
Bangor	107,000	149	179,000	162	169,000	157
Presque Isle	23,900	208	27,800	222	26,000	222

For Additional State Data, see next page



Maine Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	0	7
● Educational Television Stations	4	0	4
			11

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WCBB**  
**Augusta**  
Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

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"

**WMED-TV**  
**Calais**  
Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

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"

**WMEB-TV**  
**Orono**  
Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

Latitude 44° 45' 36"  
Longitude 68° 33' 59"

**WMEM-TV**  
**Presque Isle**  
Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, c/o John Dunlop, Orono, Me. (04473).

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"

For Directory of CATV Systems  
See Services Volume

**Maine**

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

**WMTW-TV**  
**Portland**

(See Poland Spring, Me.)

**WMTW-TV, Poland Spring**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	VERMONT—(Continued)			
	Grand Isle	800	800	98
	Rutland	14,100	13,300	94
	Windham	9,600	8,500	89
<b>Between 5-24%</b>	MAINE			
	Piscataquis	5,900	5,600	95
	Waldo	6,900	6,400	94
	NEW HAMPSHIRE			
	Cheshire	15,300	14,300	93
	Hillsborough	62,000	59,900	97
	NEW YORK			
Washington	15,000	14,400	96	
VERMONT				
Franklin	8,400	8,200	97	
Lamoille	3,100	3,000	96	

**STUDIO EQUIPMENT  
MANUFACTURERS**

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Maine—Bangor



## WABI-TV

Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level.

Latitude 44° 42' 15"  
Longitude 69° 04' 42"

**Transmitter:** Pickard Mt., near Maine Rt. 9.

**Studio:** 35 Hildreth St.

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

**FM Affiliate:** WABI-FM, 5-kw, 97.1 mc (No. 246), 1250-ft. antenna height.

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

**News Wire Service:** UPI.

Total Households: © SRDS

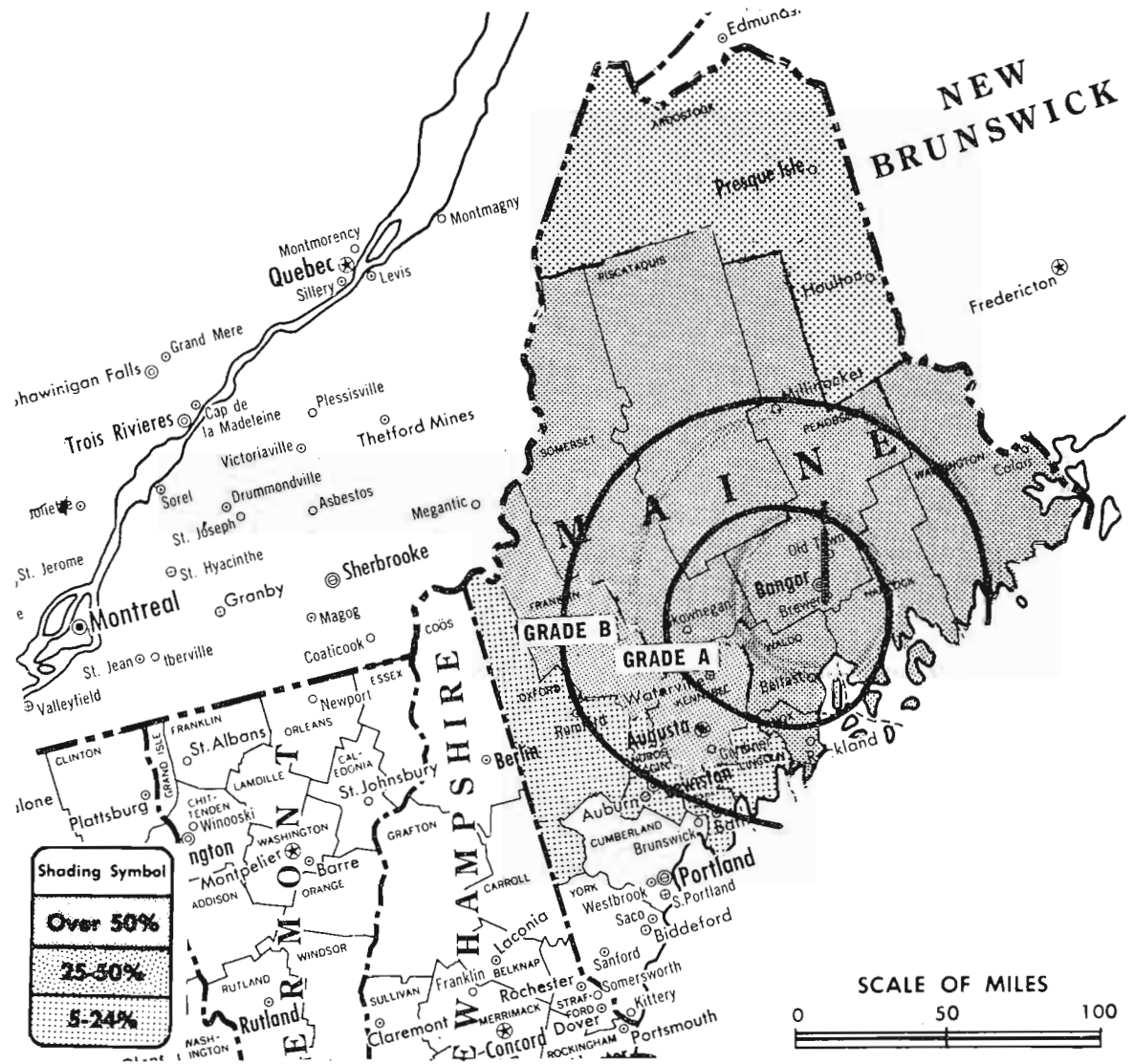
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WABI-TV Ref: FCC File No. BPCT-3508 Granted 7/29/65

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## WABI-TV

**Network Service:** CBS.

**Licensee:** Community Telecasting Service, 35 Hildreth St., Bangor, Me. (04401).

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

**Ownership:** Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), and other members of Hildreth family, 92.783%; other minority stockholders 7.217%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres. & gen. mgr.; James F. White, v.p.; Harland Blanchard, treas.; H. A. Hildreth Jr. operates WAGM-TV, Presque Isle, Me. and radio affiliate WAGM.

**Began Operation:** Jan. 25, 1953.

**Represented (sales) by** The Hollingbery Co.; Kettell-Carter.

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

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

**Personnel:**

- WALTER L. DICKSON, president & general manager.
- RICHARD B. BRONSON, v.p., public relations.
- JOHN F. MacRAE, station manager & film buyer.
- CHARLES M. SIAS JR., general sales manager.
- ROBERT GOLD, national sales manager.
- GEORGE GONYAR, dir. TV operations.
- JOHN RICHARDS, Hildreth Stations chief engineer.
- ROBERT WOODBURY, production director.
- RALPH LIBBY, film director.
- ERNEST PYLE, art director.

### DIGEST OF RATE CARD NO. 9A—(May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$80.00	\$46.00
NETWORK BASE HOURLY RATE: \$400.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>MAINE</b>			
	Franklin	5,800	5,300	92
	Hancock	10,500	10,000	95
	Kennebec	27,000	25,600	95
	Knox	9,200	8,600	93
	Penobscot	38,000	36,300	96
	Piscataquis	5,900	5,600	95
	Somerset	12,000	11,300	95
	Waldo	6,900	6,400	94
Washington	9,800	9,100	93	
Between 5-24%	<b>MAINE</b>			
	Androscoggin	27,900	26,900	96
	Aroostook	27,800	26,000	93
	Lincoln	5,900	5,600	95
	Oxford	13,000	12,400	96
Sagadahoc	7,200	6,800	94	
<b>VERMONT</b>				
Windsor	13,300	12,400	93	
<b>Station Totals</b>		220,200	208,300	95
<b>Net Weekly Circulation (March 1967)</b>				107,000
<b>Average Daily Circulation (March 1967)</b>				82,300

# Maine—Bangor



**WEMT**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 818-ft. above av. terrain, 183-ft. above ground, 1180-ft. above sea level.

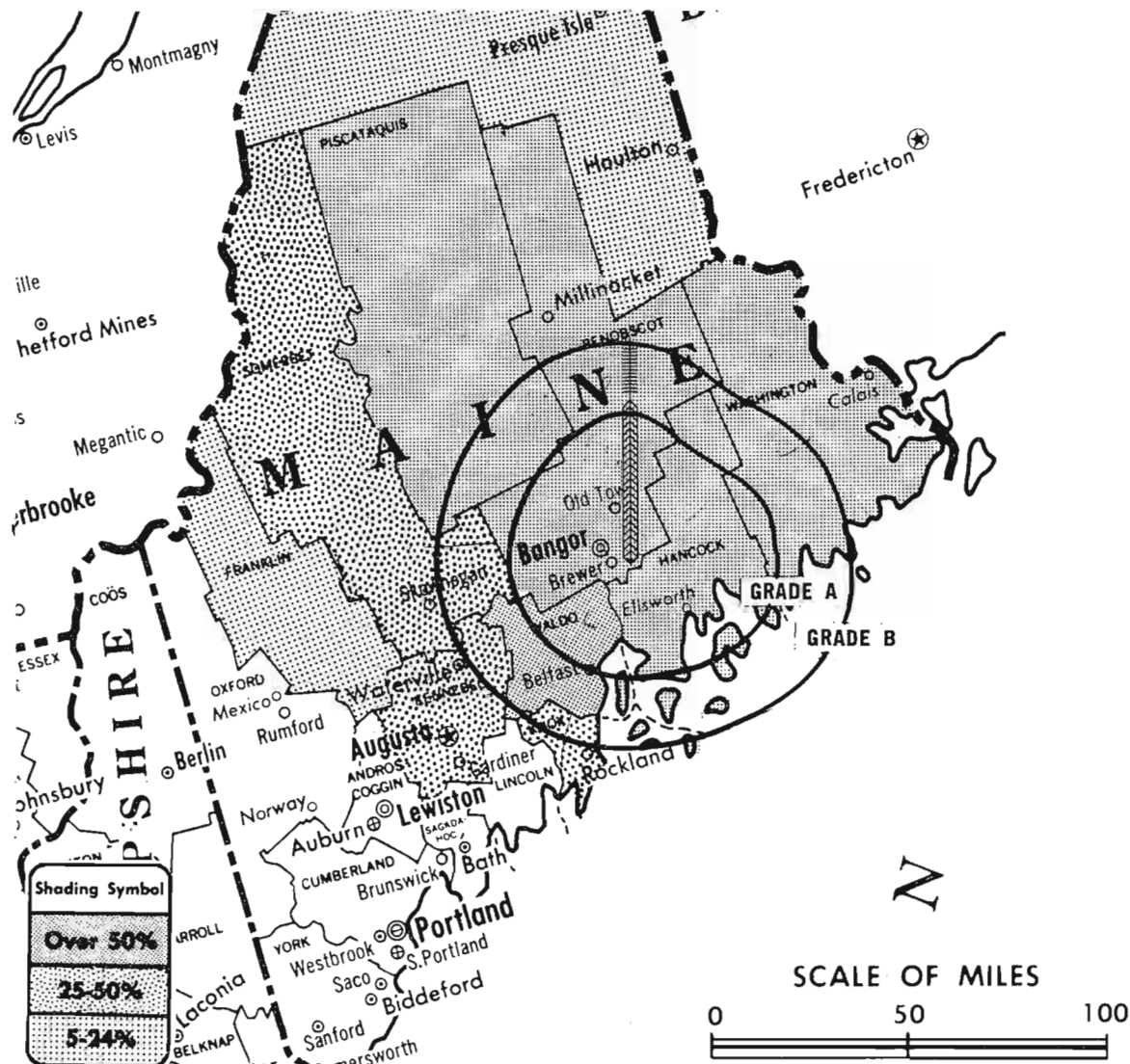
Latitude 44° 45' 35"  
Longitude 68° 34' 01"

Transmitter: Black Cap Mt., Eddington, Me.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.



Circulation © 1967 American Research Bureau.

WEMT Ref: FCC File No. BMPCT-6139 Granted 8/2/65

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## WEMT

Network Service: ABC.

Licensee: Down East TV Inc., 41 Farm Rd., Bangor, Me. (04401).

Studio: 41 Farm Rd., Bangor.

Telephone: 207-945-6457. TWX No.: 710-222-1962.

Ownership: Melvin L. Stone, pres., 25%; William H. Hart, 4%; Donald S. Day, financial v.p., 19%; Herbert S. Hoffman, treas., 12.5%; Edward I. Gross, secy., 2%; Aaron O. Cohen, 12.5%; Martin H. Alpert, 12.5%; Roger A. Saunders, 12.5%; M. L. Stone, with wife, owns radios WGUY, Bangor & WRUM, Rumford, Me. H. S. Hoffman owns WBOS, Boston, Mass.

Began Operation: Oct. 15, 1965.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MELVIN L. STONE, president.  
FRANK LOKEY, executive vice president & general manager.  
WILLIAM H. HART, vice president, sales.  
PHILIP J. GILDART JR., general sales manager.  
EVERETT K. FOSTER, program director.  
DAN FULKERSON, production director.  
PAUL BUNKER, chief engineer.  
MARSHA BOUTILIER, traffic manager.  
CAROL PATTERSON, film director.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1965)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$400.00 \$250.00 \$180.00 \$110.00 \$80.00 \$80.00 \$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MAINE			
	Hancock	10,500	10,000	95
	Penobscot	38,000	36,300	96
	Piscataquis	5,900	5,600	95
	Waldo	6,900	6,400	94
	Washington	9,800	9,100	93
<b>Between 25-50%</b>	MAINE			
	Kennebec	27,000	25,600	95
	Knox	9,200	8,600	93
	Somerset	12,000	11,300	95
<b>Between 5-24%</b>	MAINE			
	Aroostook	27,800	26,000	93
	Franklin	5,800	5,300	92
Station Totals		152,900	144,200	94
Net Weekly Circulation (March 1967)				76,100
Average Daily Circulation (March 1967)				43,600

# Maine—Bangor



**WBZ-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"

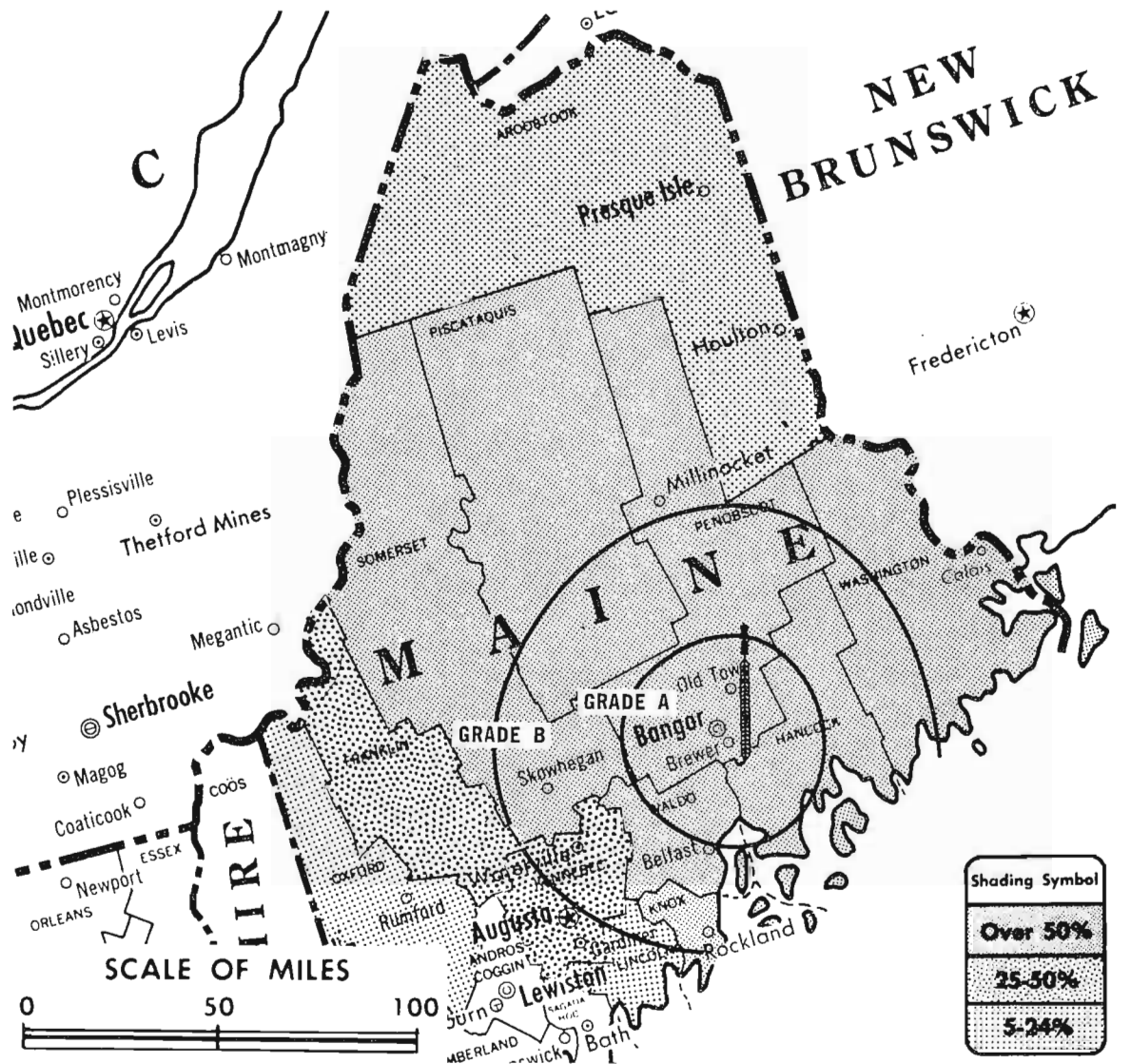
Longitude 68° 40' 17"

Transmitter: Ryders Peak, near Holden, Me.

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

Color: Network, film & slide.

News Wire Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

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

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

## WLBZ-TV

Licensee: WLBZ Television Inc., Box 732, Bangor, Me. (04401).

Studio: Mt. Hope Ave.

Telephone: 207-942-4822.

TWX No.: 207-989-4658.

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

Began Operation: Sept. 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Personnel:

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

### DIGEST OF RATE CARD NO. A11 (June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$425.0	\$255.00	\$180.00	\$106.00	\$60.00	\$30.00

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MAINE</b>			
	Hancock	10,500	10,000	95
	Knox	9,200	8,600	93
	Penobscot	38,000	36,300	96
	Piscataquis	5,900	5,600	95
	Somerset	12,000	11,300	95
	Waldo	6,900	6,400	94
Washington	9,800	9,100	93	
<b>Between 25-50%</b>	<b>MAINE</b>			
	Franklin	5,800	5,300	92
	Kennebec	27,000	25,600	95
<b>Between 5-24%</b>	<b>MAINE</b>			
	Aroostook	27,800	26,000	93
	Lincoln	5,900	5,600	95
	Oxford	13,000	12,400	96
	<b>VERMONT</b>			
	Windsor	13,300	12,400	93
Station Totals		185,100	174,600	94
Net Weekly Circulation (March 1967)				98,100
Average Daily Circulation (March 1967)				72,600

For Index to Contents  
See Services Volume



# Maine—Poland Spring



**WMTW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

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

Transmitter: Mt. Washington, N.H.  
Sales Office: Congress Bldg., Portland, Me. (04101).

Studio: Riccar Inn, Poland Spring.  
Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

TWX No.: Portland 207-781-5539.

FM Affiliate: WMTW-FM, 49-kw, 94.9 mc (No. 235), 3820-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Hogan & Hartson.

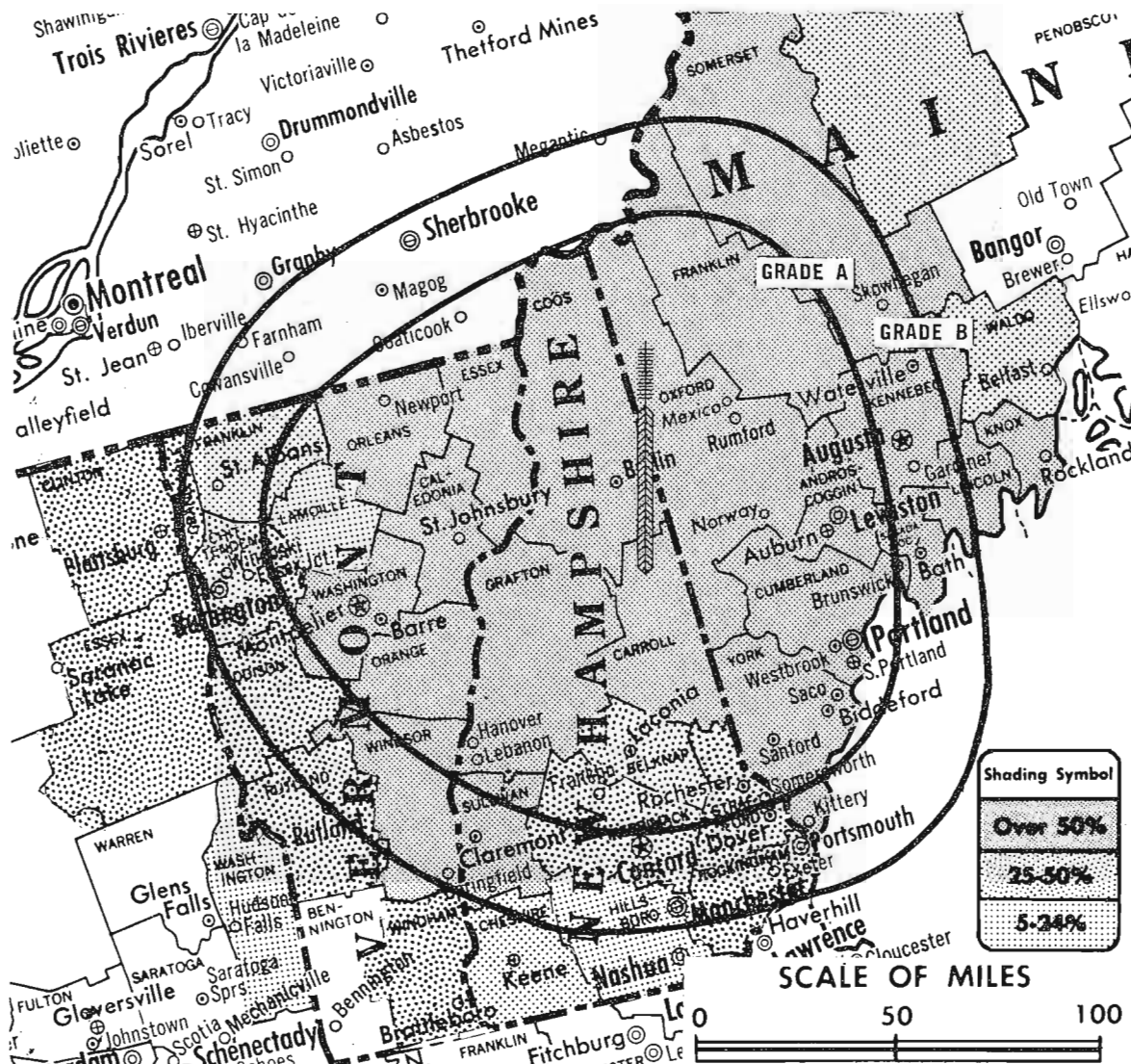
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



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

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

## WMTW-TV

Licensee: Mid New York Bcstg., Poland Spring, Me. (04274).

Ownership: Mid New York Broadcasting Corp. For other interests see WKTU, Utica, N.Y.

Began Operation: Aug. 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vols. 3:40-41, 4:16). Sale to Mid New York Bcstg. approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales) by Harrington, Righter & Parsons Inc.; Andy McDermott (Canada).

### Personnel:

PAUL F. HARRON, president.  
ROBERT L. MAYNARD, general manager & sales manager.  
ROBERT M. JOYCE, station manager & asst. general manager.  
CLINTON S. MASON, regional sales manager.  
BRIAN HIGGINS, operations manager.  
RICHARD GOVE, promotion manager.  
PARKER H. VINCENT, chief engineer.  
JOHN RICKER, assistant chief engineer.  
CLAUS WIESE, production manager.  
PHYLLIS BOUCHLES, traffic manager.

### DIGEST OF RATE CARD NO. 16—(Jan. 8, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.  
\$700.00 \$420.00 \$280.00 \$175.00 \$200.00 \$112.00 \$56.00

NETWORK BASE HOURLY RATE: \$800.

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MAINE</b>				
		Androscoggin	27,900	26,900	96
		Cumberland	58,300	56,100	96
		Franklin	5,800	5,300	92
		Kennebec	27,000	25,600	95
		Knox	9,200	8,600	93
		Lincoln	5,900	5,600	95
		Oxford	13,000	12,400	96
		Sagadahoc	7,200	6,800	94
		Somerset	12,000	11,300	95
		York	31,800	30,800	97
		<b>NEW HAMPSHIRE</b>			
		Carroll	5,500	5,200	95
	Coos	12,000	11,500	96	
	Grafton	15,500	14,300	92	
	<b>VERMONT</b>				
	Caledonia	6,800	6,400	95	
	Essex	1,700	1,600	96	
	Orange	4,500	4,200	93	
	Orleans	5,500	5,300	96	
	Washington	12,700	12,100	95	
	Windsor	13,300	12,400	93	
Between 25-50%	<b>NEW HAMPSHIRE</b>				
		Belknap	9,600	9,300	97
		Merrimack	22,200	21,100	95
		Rockingham	35,600	34,400	97
		Strafford	20,200	19,300	96
		Sullivan	9,500	8,800	92
	<b>NEW YORK</b>				
	Clinton	22,200	21,500	97	
	Essex	10,800	10,300	95	
	<b>VERMONT</b>				
	Addison	5,500	5,100	93	
	Chittenden	22,700	21,800	96	

(Continued on page 307-b)

Station Totals	575,000	548,400	95
Net Weekly Circulation (March 1967)			297,800
Average Daily Circulation (March 1967)			174,600

(Station also received in Canadian Markets)

# Maine—Portland



**WCSH-TV**



Ch. 6

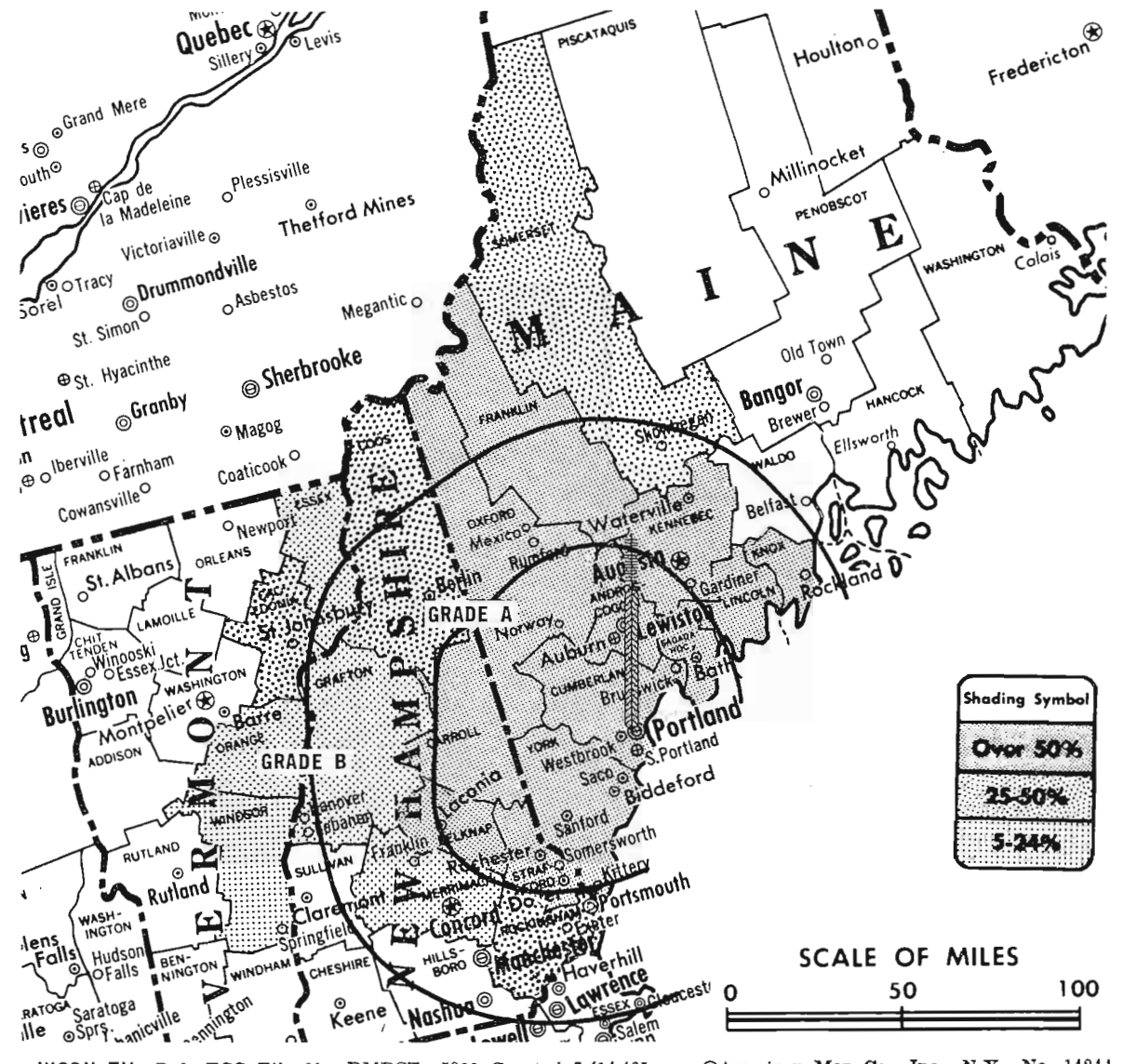
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1288-ft. above ground, 2533-ft. above sea level.

Latitude 43° 51' 33"  
Longitude 70° 42' 43"

Transmitter: Winn Mt., Sebago, Me.  
AM Affiliate: WCSH, 5-kw, 970 kc (NBC).

Color: Network, live, film & slide.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WCSH-TV Ref: FCC File No. BMPCT—5800 Granted 7/14/65

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

## WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St. Portland, Me. (04101).

Studio: Eastland Motor Hotel.

Telephone: 207-772-0181. TWX No.: 207-781-5533.

Ownership: Estate of Henry P. Rines, 100% (Adeline B. Rines, William H. Rines, Mary R. Thompson, trustees). William H. Rines and Mary R. Thompson are the two principal stockholders of WLBZ-AM-TV, Bangor, Maine and WRDO-AM, Augusta, Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen and Associates.

Personnel:

- WILLIAM H. RINES, president.
- JACK S. ATWOOD, exec. v.p. & general manager, TV & radio.
- DON POWERS, station manager.
- ARTHUR LEAVITT, chief engineer.
- BRUCE McGORRILL, sales manager.
- LARRY GERAGHTY, news director.
- LEWIS COLBY, promotion director.
- DAVID SERETTE, production manager.
- ROBERT BLACK, operations supervisor.
- GEORGE BOWLER, film director.
- LINWOOD H. BROFEE, farm director.

### DIGEST OF RATE CARD NO. A16—(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:00-10:30 p.m., daily.					
\$700.00	\$420.00	\$280.00	\$135.00	\$110.00	\$55.00

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

NETWORK BASE HOURLY RATE: \$725.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MAINE</b>				
		Androscoggin	27,900	26,900	96
		Cumberland	58,300	56,100	96
		Franklin	5,800	5,300	92
		Kennebec	27,000	25,600	95
		Knox	9,200	8,600	93
		Lincoln	5,900	5,600	95
		Oxford	13,000	12,400	96
		Sagadahoc	7,200	6,800	94
		York	31,800	30,800	97
		<b>NEW HAMPSHIRE</b>			
	Belknap	9,600	9,300	97	
	Carroll	5,500	5,200	95	
	Strafford	20,200	19,300	96	
<b>Between 25-50%</b>	<b>MAINE</b>				
		Somerset	12,000	11,300	95
	<b>NEW HAMPSHIRE</b>				
		Coos	12,000	11,500	96
	Rockingham	35,600	34,400	97	
<b>VERMONT</b>					
	Caledonia	6,800	6,400	95	
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>				
		Grafton	15,500	14,300	92
		Merrimack	22,200	21,100	95
	<b>VERMONT</b>				
		Essex	1,700	1,600	96
	Orange	4,500	4,200	93	
	Windsor	13,300	12,400	93	
<b>Station Totals</b>			<b>345,000</b>	<b>329,100</b>	<b>95</b>
Net Weekly Circulation (March 1967)				224,100	
Average Daily Circulation (March 1967)				155,200	

# Maine—Portland



**WGAN-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 292-kw visual, 57.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

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

Transmitter: Brown Hill, Raymond, Me.

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

FM Affiliate: WGAN-FM, 100-kw, 102.9 mc (No. 275), 1460-ft.

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

News Wire Service: UPI.

News Film Service: CBS.

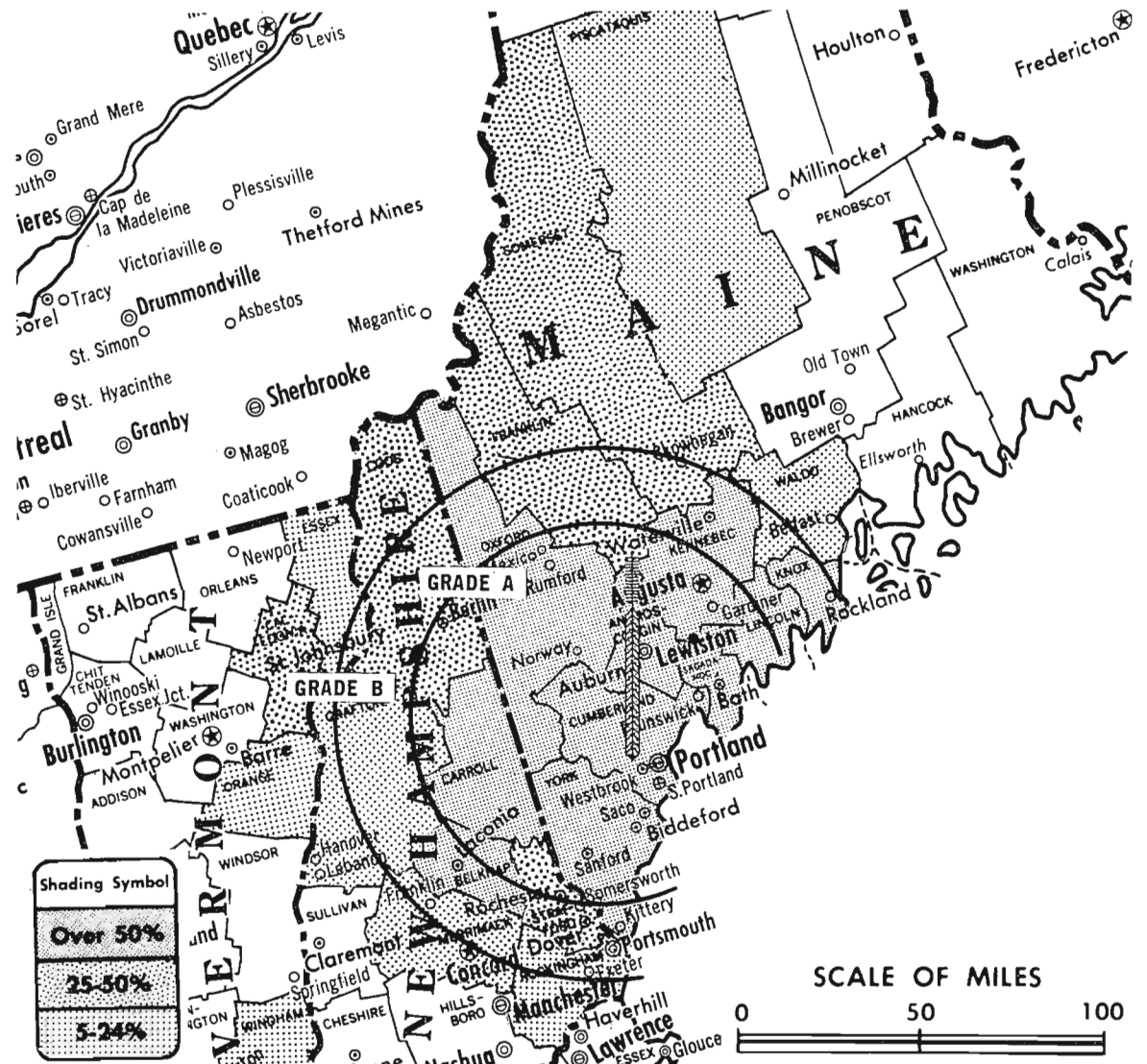
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WGAN-TV Ref: FCC File No. B1MPT-2508 Granted 11/1/54

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

## WGAN-TV

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

Studio: 390 Congress St. (04111).

Telephone: 207-772-4661.

Ownership: Guy Gannett Publishing Co., 99%; Guy P. Gannett estate, .2%; Anne M. Gannett estate, .2%; Jean G. Arnzen, .2%; John H. Gannett, .2%; Creighton E. Gatchell, .2%. Officers: Jean Gannett Arnzen, pres.; Eugene W. Wilkin, v.p.; Donald S. Moeller, v.p.; Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine. Gannett also owns WHYN-TV, WHYN & FM, Springfield-Holyoke, Mass.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT ARNZEN, president.  
DONALD S. MOELLER, v.p. & general manager.  
GEORGE D. LILLY, station manager.  
ROBERT R. SARACEN, national sales manager.  
ROBERT W. JENNINGS, marketing manager.  
WILLIAM G. WADMAN, program manager & film buyer.  
EARL W. FENDERSON, film editor.  
HENRY A. MAGNUSON JR., news director.  
HENRY VAN AMBURGH, chief engineer.

DIGEST OF RATE CARD NO. 10  
(May 15, 1967)

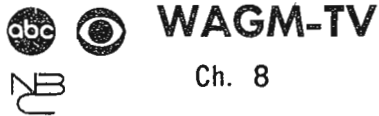
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$810.00	\$480.00			\$125.00*	\$115.00*	\$57.50*

\*Class AA—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	MAINE			
	Androskoggin	27,900	26,900	96
	Cumberland	58,300	56,100	96
	Kennebec	27,000	25,600	95
	Knox	9,200	8,600	93
	Lincoln	5,900	5,600	95
	Oxford	13,000	12,400	96
	Sagadahoc	7,200	6,800	94
	York	31,800	30,800	97
	NEW HAMPSHIRE			
Belknap	9,600	9,300	97	
Carroll	5,500	5,200	95	
Between 25-50%	MAINE			
	Franklin	5,800	5,300	92
	Somerset	12,000	11,300	95
	NEW HAMPSHIRE			
Coos	12,000	11,500	96	
Strafford	20,200	19,300	96	
VERMONT				
Caledonia	6,800	6,400	95	
Between 5-24%	MAINE			
	Piscataquis	5,900	5,600	95
	Waldo	6,900	6,400	94
	NEW HAMPSHIRE			
	Grafton	15,500	14,300	92
	Merrimack	22,200	21,100	95
	Rockingham	35,600	34,400	97
VERMONT				
Essex	1,700	1,600	96	
Orange	4,500	4,200	93	
Windham	9,600	8,500	89	
Station Totals		354,100	337,200	95
Net Weekly Circulation (March 1967)				210,400
Average Daily Circulation (March 1967)				150,500

# Maine—Presque Isle



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 58.9-kw visual, 5.37-kw aural. Antenna: 355-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"  
Longitude 68° 00' 07"

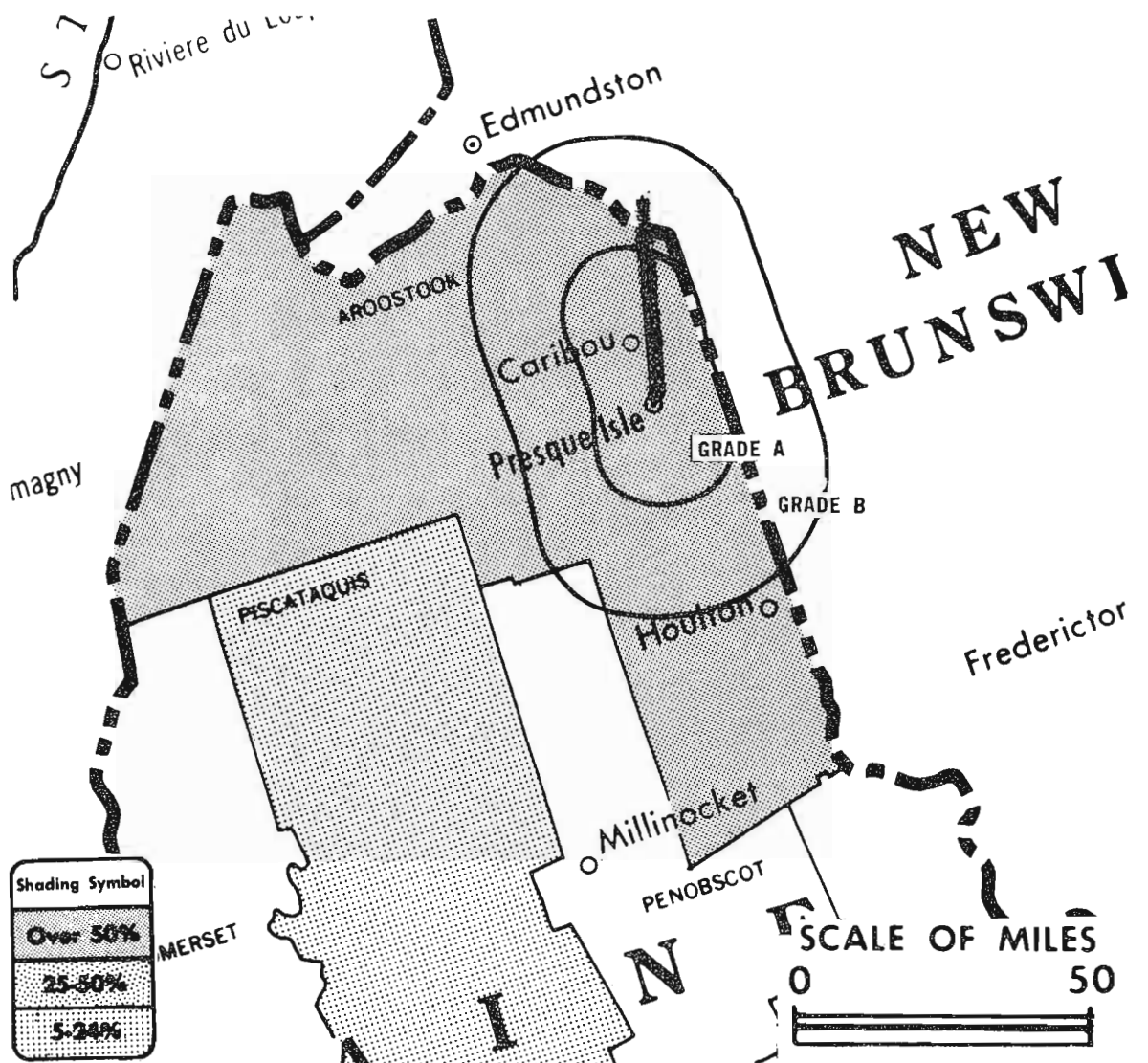
Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

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

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WAGM-TV Ref: FCC File No. BMPCT-4232 Granted 10/8/56

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

## WAGM-TV

Network Service: ABC, CBS; also NBC (per program).  
Licensee: Aroostook Broadcasting Corp., P.O. Box 1149, Presque Isle, Me. (04769).  
Studio: U.S. Hwy. 1 & Parkhurst Road.  
Telephone: 207-764-4461. TWX No.: 207-762-2171.  
Ownership: Community Bcstg. Service, 95.09%; 16 individual stockholders hold other 4.9%. Also operates radio WAGM. Community Bcstg. Service (Horace A. Hildreth, pres.), operates WABI-TV & WABI, Bangor, Me. For other interests see WABI-TV.  
Began Operation: Oct. 13, 1956. Sale of 94.8% to present owner by Harold Glidden approved Sept. 19, 1956 by FCC (Television Digest, Vol. 13:39).  
Represented (sales) by The Hollingbery Co.; Kettell-Carter Inc. (New England); Andy McDermott Sales Ltd. (Canada).  
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.  
Represented (engineering) by George C. Davis Consulting Engineers.  
Personnel:  
HORACE A. HILDRETH, president.  
WALTER DICKSON, executive vice president.  
STANLEY LYONS, vice president & general manager.  
ROBERT GOLD, national sales manager.  
KEITH H. FOWLES, operations manager.  
FRANK KNIGHT, news director.  
NORMAN JOHNSON, chief engineer.  
GORDON DUNN, sales manager.

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

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:29-9:59 p.m., daily.	\$225.00	\$135.00	\$80.00	\$70.00	\$62.50	\$50.00	\$42.00 \$25.00
NETWORK BASE HOURLY RATE:	\$175 (ABC),	\$175 (CBS),	\$175 (NBC).				

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MAINE Aroostook	27,800	26,000	93
Between 5-24%	MAINE Piscataquis	5,900	5,600	95
Station Totals		33,700	31,600	94
Net Weekly Circulation (March 1967)			23,900	
Average Daily Circulation (March 1967)			21,600	

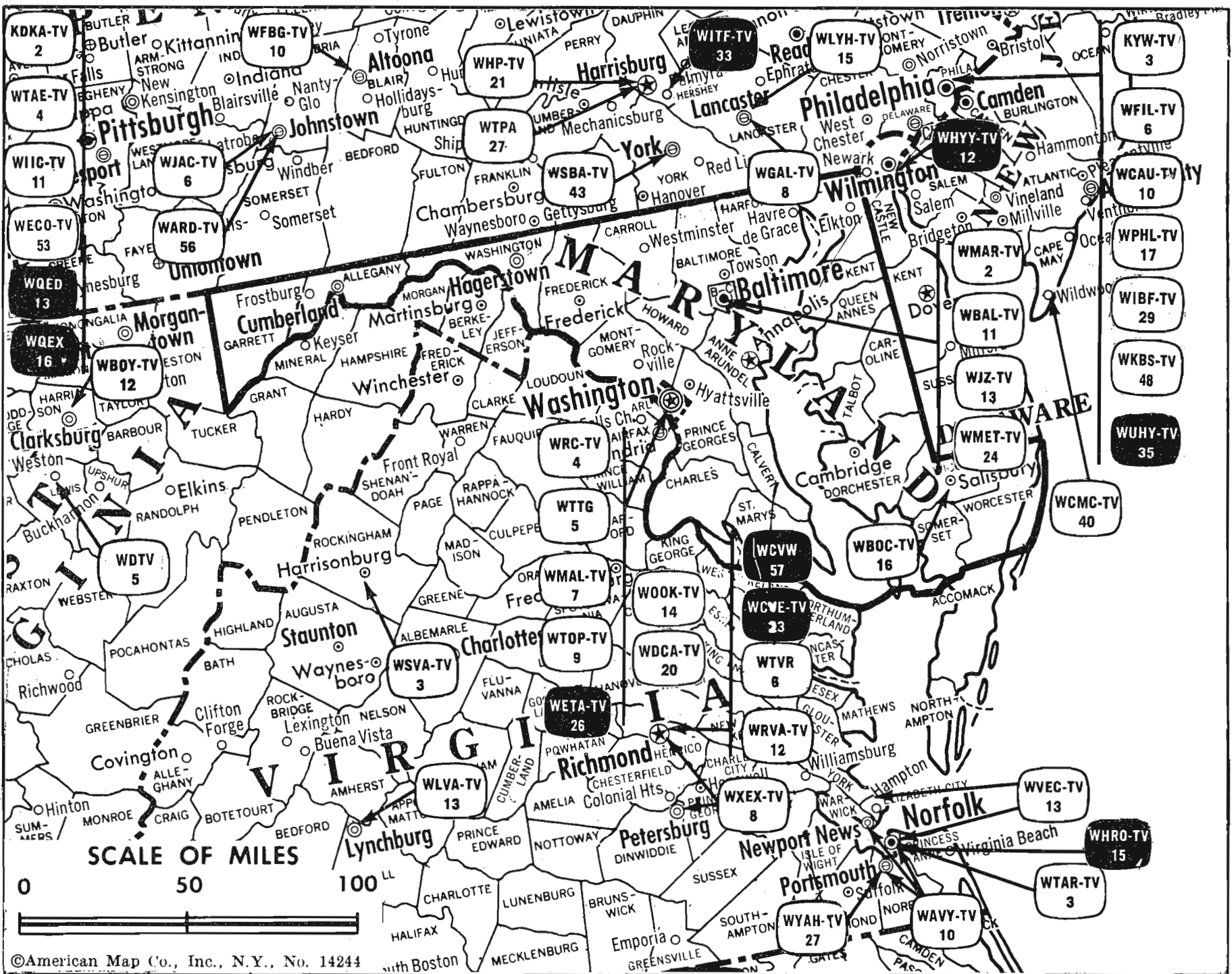
## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151



# Maryland



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Baltimore	859,900	11	2,090,000	5	2,004,500	5
Salisbury	43,200	194	73,500	205	67,300	205

## Maryland Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	3	2	5
Educational Television Stations	0	0	0
			5

See CATV Directory  
for Maryland CATV Systems

# Maryland—Baltimore



**WBAL-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual. 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"  
Longitude 76° 39' 2.8"

Transmitter: 3800 Hooper Avenue.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, NBC.

Facsimile Service: AP.

News Film Service: NBC.

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

FM Affiliate: WBAL-FM, 20-kw, 97.9 mc (No. 250), 960-ft. antenna height.

Total Households: © SRDS

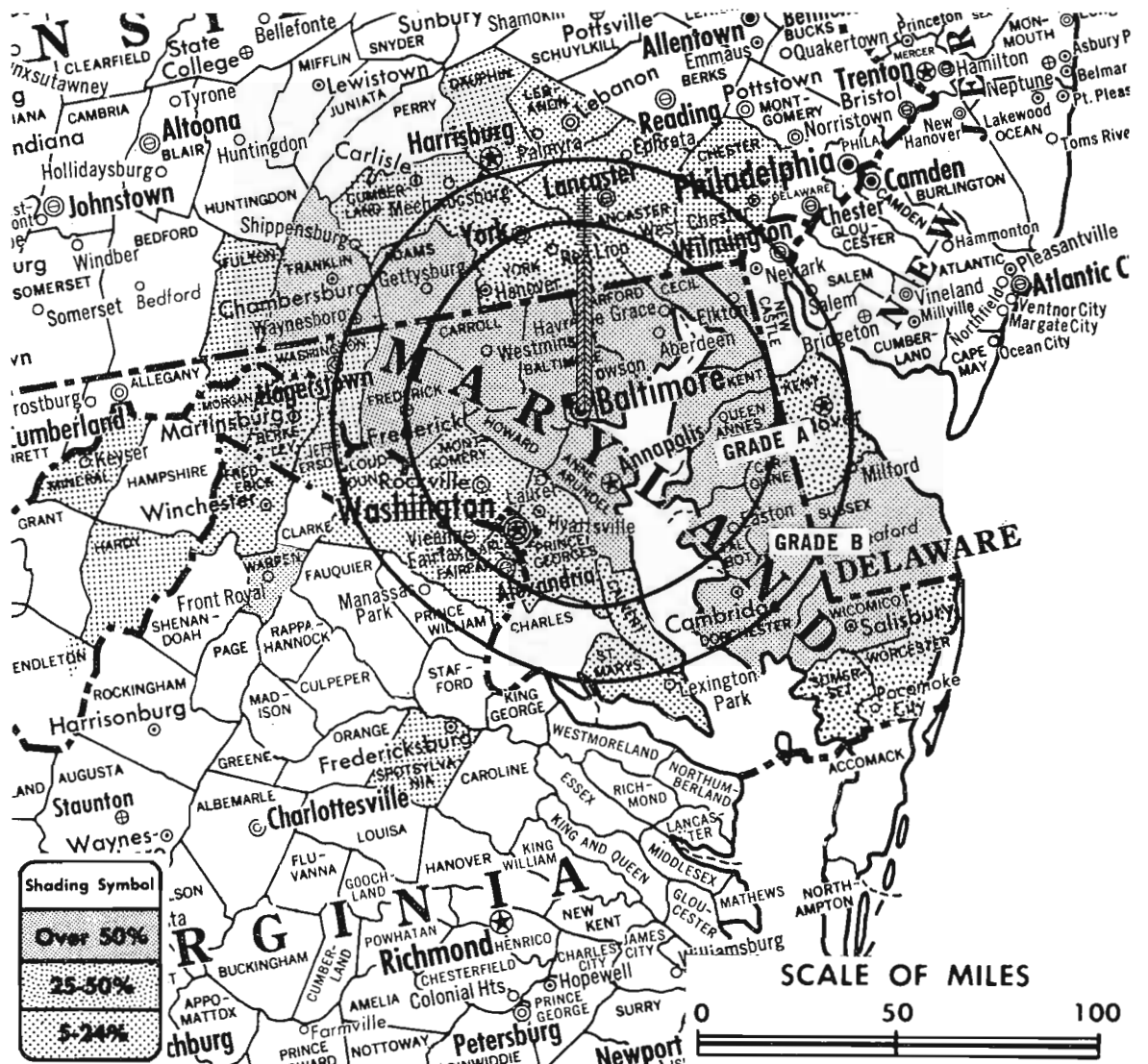
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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

## WBAL-TV

Licensee: Hearst Corp. (Radio & TV Div.), Maryland's Broadcast Center, Baltimore, Md. (21211).

Studio: Maryland's Broadcast Center, Baltimore (21211).

Telephone: 301-467-3000. TWX No.: 301-955-0200.

Ownership: Hearst Corp. (newspapers & magazines, including Baltimore News-American). Same interests operate WISN-TV, Milwaukee and WTAE-TV, Pittsburgh (through affiliation) and radio stations WBAL & FM, Baltimore, WISN & FM, Milwaukee, and WTAE & FM, Pittsburgh. Hearst Corp. also owns radio WAPA, San Juan.

Began Operation: March 11, 1948.

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

Represented (legal) by Dempsey & Koplovitz.

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

Personnel:

- BRENT O. GUNTS, v.p. & general manager.
- WILLIS K. FREIERT, asst. station mgr. & director of sales.
- JOHN FRANKENFIELD, program director.
- DAVID E. MICHELS, national sales manager.
- ANN MAR, sales coordinator.
- ANNE COOPER, sales service manager.
- DON PEACOCK, advertising & promotion director.
- WES POTTER, operations manager.
- J. SYDNEY KING, public service & special events manager.
- ROBERT MATTHEWS, news manager.
- OTTO CLAUS, chief engineer.

DIGEST OF RATE CARD NO. 2—(Sept. 11, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$2000.00	\$1200.00	\$800.00	Graded rates apply*		

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1800.

For Col r Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DELAWARE			
	Sussex	23,900	22,100	92
	MARYLAND			
	Anne Arundel	68,100	66,100	97
	Baltimore	456,400	443,500	97
	Caroline	6,400	5,900	92
	Carroll	18,400	17,800	97
	Cecil	14,800	14,400	97
	Dorchester	9,500	8,700	92
	Frederick	23,300	22,400	96
	Harford	25,600	24,700	97
	Howard	15,000	14,500	97
	Kent	5,100	4,900	95
	Queen Annes	5,500	5,200	93
Talbot	7,300	6,900	95	
Wicomico	16,900	15,900	94	
PENNSYLVANIA				
Adams	16,500	15,600	94	
Franklin	28,800	26,600	92	
VIRGINIA				
Warren	4,400	4,000	90	
Between 25-50%	DELAWARE			
	Kent	22,700	21,600	95
	MARYLAND			
	Calvert	4,600	4,300	93
	Somerset	5,400	4,900	90
Worcester	8,300	7,400	90	
PENNSYLVANIA				
York	79,200	75,700	96	
WEST VIRGINIA				
Berkeley	10,700	10,200	95	
Between 5-24%	DISTRICT OF COLUMBIA			
	District of Columbia	270,600	253,600	94
	MARYLAND			
Montgomery	120,900	118,100	98	
Prince Georges	146,200	143,100	98	
Station Totals		2,021,100	1,936,400	96
Net Weekly Circulation (March 1967)				770,000
Average Daily Circulation (March 1967)				496,900

(Continued on page 321-b)

# Maryland—Baltimore



**WJZ-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"

Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Telephone: 301-664-7600.

TXW No.: 301-955-1178.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, Group W News Bureau.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



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

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

## WJZ-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., Television Hill, Baltimore (21211).

Studio: Television Hill.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Larry H. Israel, exec. v.p., pres., station group; J. E. Baudino, v.p. (Washington); J. W. Steen, counsel (N.Y.); Benjamin Wolfe, v.p., engineering; Richard M. Pack, sr. v.p., programming; Jerome R. Reeves, v.p., creative services; Alexander W. Dannenbaum Jr., sr. v.p., marketing; J. K. Mikita, sr. v.p., finance; James Allen, v.p., television; David N. Lewis, national adv. & sales promotion mgr. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KPIX, San Francisco; KDKA-TV, Pittsburgh & 7 radio stations.

Began Operation: Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18-19, 26).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

HERBERT B. CAHAN, area vice president, Group W.  
 DAVID HENDERSON, general manager.  
 JAMES HODGETT, general sales manager.  
 ROBERT SIMMONS, sales manager.  
 JOSEPH A. SMITH JR., mgr. of research & development.  
 MEL BERNSTEIN, program manager & film buyer.  
 CHARLES BERRY, operations manager.  
 EARL C. DAVIS, advertising & sales promotion manager.  
 ALAN R. MORRIS, public relations manager.  
 THEODORE H. GOLDSMITH, chief engineer.  
 JAMES MELINDER, business manager.

DIGEST OF RATE CARD NO. 26—(June 1, 1967)

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

Class A—7:30-11 p.m., daily.

\$1750.00 \$1050.00 \$700.00 \$525.00...\*\* \$550.00\* \$270.00\*

\*\*On request.

\*Class AA

NETWORK BASE HOURLY RATE: \$1650.

For Group W Corporate Data, see Group Ownership

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%		DELAWARE			
		Sussex	23,900	22,100	92
		MARYLAND			
		Anne Arundel	68,100	66,100	97
		Baltimore	456,400	443,500	97
		Calvert	4,600	4,300	93
		Caroline	6,400	5,900	92
		Carroll	18,400	17,800	97
		Cecil	14,800	14,400	97
		Dorchester	9,500	8,700	92
		Harford	25,600	24,700	97
		Howard	15,000	14,500	97
		Kent	5,100	4,900	95
Queen Annes	5,500	5,200	93		
Talbot	7,300	6,900	95		
Wicomico	16,900	15,900	94		
PENNSYLVANIA		Adams	16,500	15,600	94
		Franklin	28,800	26,600	92
VIRGINIA		Warren	4,400	4,000	90
DELAWARE		Kent	22,700	21,600	95
		MARYLAND			
Between 25-50%		Frederick	23,300	22,400	96
		Somerset	5,400	4,900	90
		Worcester	8,300	7,400	90
PENNSYLVANIA		Lancaster	90,300	83,000	92
		York	79,200	75,700	96
WEST VIRGINIA		Berkeley	10,700	10,200	95
Between 5-24%		DELAWARE			
		New Castle	105,600	103,000	97
DISTRICT OF COLUMBIA		District Of			
		Columbia	270,600	253,600	94

(Continued on page 321-b)

Station Totals	2,199,600	2,107,400	96
Net Weekly Circulation (March 1967)			842,100
Average Daily Circulation (March 1967)			544,900



# Maryland—Baltimore



**WMAR-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.3"  
Longitude 76° 39' 02.8"

Transmitter: Television Hill, 3724 Parkdale Ave.

Studio: Television Park, 6400 York Rd.; P.O. Box 1957 (21203).

Telephone: 301-377-2222.

TWX No.: 301-377-4574.

TV tape: Recording facilities.

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

News Wire Service: AP, CBS.

Facsimile Service: AP.

Represented (legal) by Hogan & Hartson.

Total Households: © SRDS

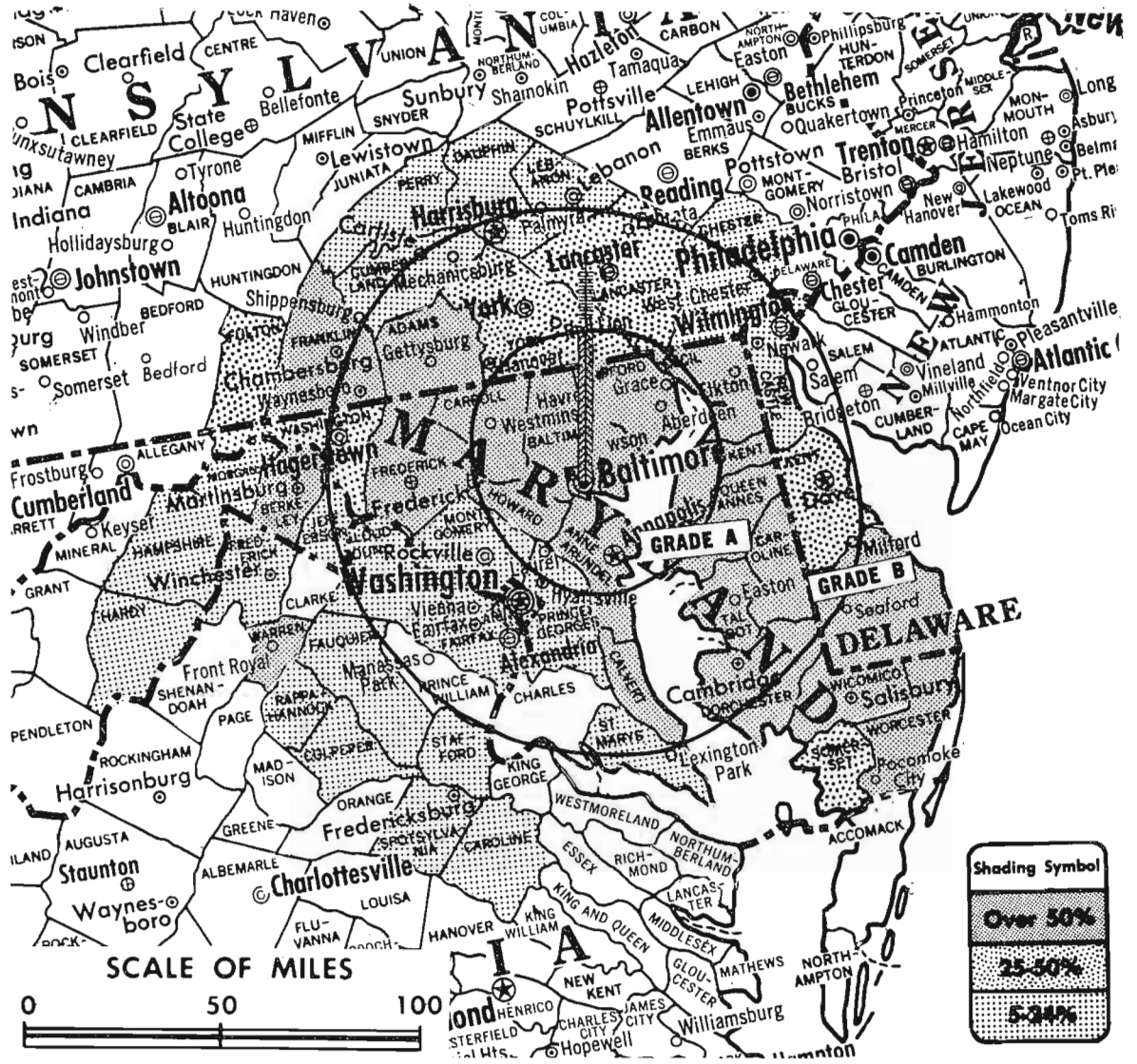
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WMAR-TV Ref: FCC File No. BPCT-3249 Granted 11/1/63

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

## WMAR-TV

Licensee: The A. S. Abell Co., Box 1957, Baltimore, Md. (21203).

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

Began Operation: Oct. 27, 1947.

Represented (sales) by The Katz Agency Inc.

Personnel:

DONALD P. CAMPBELL, general manager.  
ROBERT B. COCHRANE, assistant general manager.  
ERNEST A. LANG, commercial manager.  
A. G. PICHA, promotion & publicity manager.  
C. G. NOPPER, director of engineering.  
EDWIN B. MICK, production manager.  
THOMAS J. SEVERIN, public service director.  
DAVID V. STICKLE, news director.  
RUSSELL A. JONES, chief accountant.

### DIGEST OF RATE CARD NO. 21—(June 1, 1966)

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

Class AA—7:30-11 p.m., daily.

\$1700.00 \$960.00 \$640.00 \$500.00 Graded rates apply\*

\*Highest rate: \$950.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	DELAWARE			
	Sussex	23,900	22,100	92
	MARYLAND			
	Anne Arundel	68,100	66,100	97
	Baltimore	456,400	443,500	97
	Calvert	4,600	4,300	93
	Caroline	6,400	5,900	92
	Carroll	18,400	17,800	97
	Cecil	14,800	14,400	97
	Dorchester	9,500	8,700	92
	Frederick	23,300	22,400	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	Harford	25,600	24,700	97
	Howard	15,000	14,500	97
	Kent	5,100	4,900	95
	Queen Annes	5,500	5,200	93
	Talbot	7,300	6,900	95
	Wicomico	16,900	15,900	94
<b>Between 25-50%</b>	PENNSYLVANIA			
	Adams	16,500	15,600	94
	Franklin	28,800	26,600	92
	VIRGINIA			
	Warren	4,400	4,000	90
	DELAWARE			
Kent	22,700	21,600	95	
<b>Between 5-24%</b>	MARYLAND			
	Somerset	5,400	4,900	90
	Washington	33,200	31,600	95
	Worcester	8,300	7,400	90
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
Lancaster	90,300	83,000	92	
York	79,200	75,700	96	
WEST VIRGINIA				
Berkeley	10,700	10,200	95	
<b>Between 5-24% (Continued)</b>	DELAWARE			
	New Castle	105,600	103,000	97
	DISTRICT OF COLUMBIA			
	District Of Columbia	270,600	253,600	94
	MARYLAND			
	Montgomery	120,900	118,100	98
Prince Georges	146,200	143,100	98	
St Marys	10,700	10,100	95	
PENNSYLVANIA				
Chester	71,500	69,000	97	
Cumberland	41,300	39,500	96	
Dauphin	72,600	69,100	95	
(Continued on page 321-b)				
Station Totals		2,153,400	2,063,900	96
Net Weekly Circulation (March 1967)			859,900	
Average Daily Circulation (March 1967)			584,900	



# Maryland—Baltimore

## WMET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 20.4-kw max. and 17-kw horizontal visual, 4.068-kw max. and 3.39-kw horizontal aural. Antenna: 570-ft. above av. terrain, 502-ft. above ground, 908-ft. above sea level.

Latitude 39° 20' 20"  
Longitude 76° 40' 02"

Transmitter: 4340 Park Heights Ave.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.



WMET-TV Ref: FCC File No. BMPCT-6209 Granted 3/17/66

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

## WMET-TV

Network Service: None, independent.

Licensee: United Broadcasting Co. of Eastern Maryland Inc., 4340 Park Heights Ave., Baltimore, Md. (21215).

Studio: 4340 Park Heights Ave.

Telephone: 301-542-1021.

Ownership: United Bcstg. Co., Suite 101-A, Shoreham Hotel, Washington, D.C. For other interests see WFAN-TV, Washington, D.C.

Began Operation: March 1, 1967.

Represented (sales) by UBC Sales.

Represented (legal) by Marcus Cohn.

### Personnel:

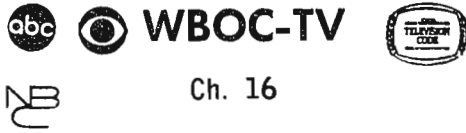
RICHARD EATON, president.  
PIERRE D. EATON, vice president & general manager.  
RALPH W. W. DAVIS, general manager.  
ANTHONY GIORDANO, station manager.  
WARREN SCHROEDER, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—6-10 p.m., Mon.-Fri.	\$480.00	\$330.00	\$235.00	\$120.00	\$90.00	\$67.50

ARB Data not available.

# Maryland—Salisbury



Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 200-kw visual, 40-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

Latitude 38° 24' 15"  
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

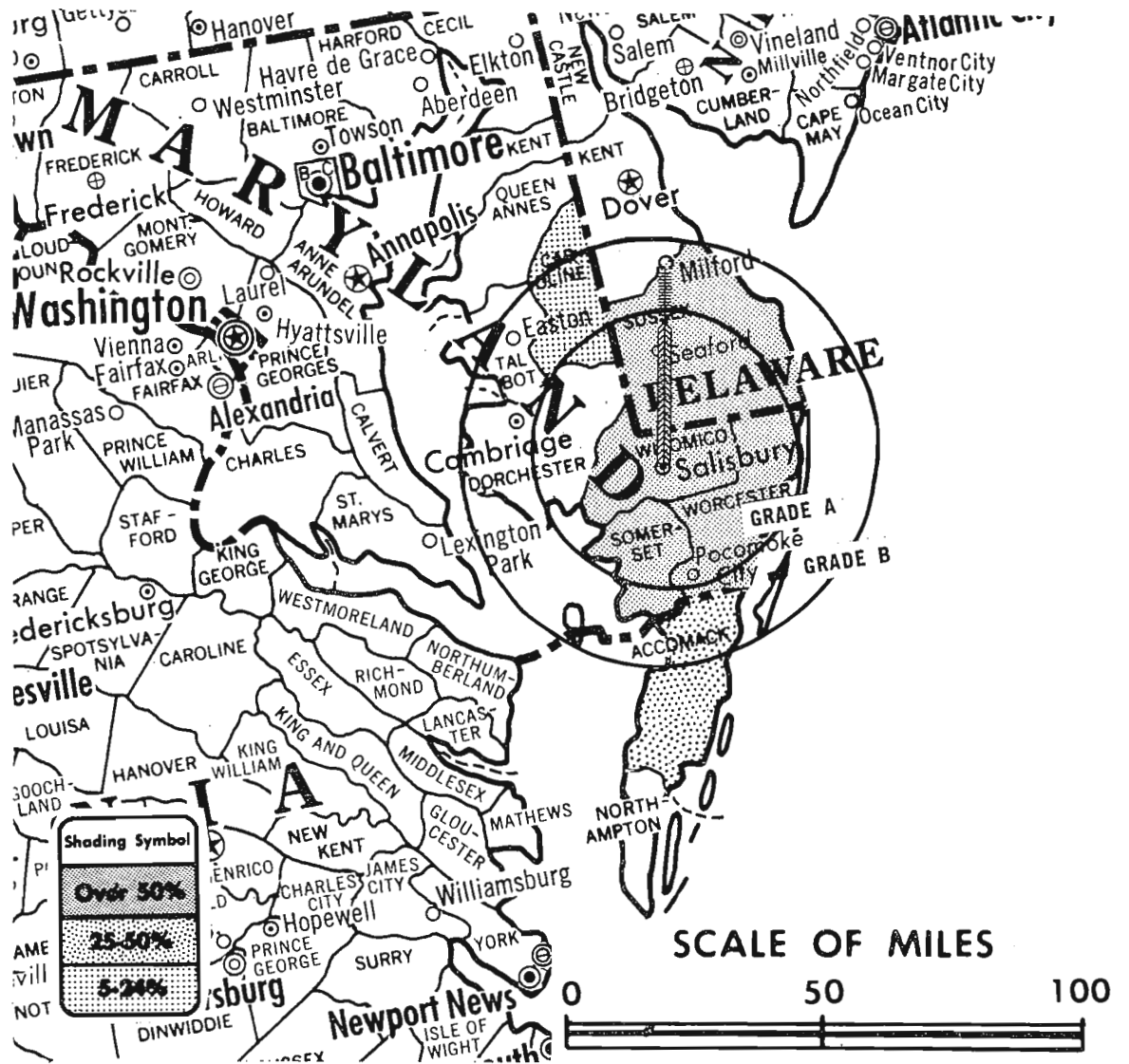
AM Affiliate: WBOC, 5-kw (1-kw night), 960 kc.

FM Affiliate: WBOC-FM, 63-kw, 94.3 mc (No. 232), 590-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBOC-TV Ref: FCC File No. BPCT-3035 Granted 7/12/62

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

## WBOC-TV

Network Service: ABC, CBS, NBC.  
Licensee: WBOC Inc., Radio-TV Park, Salisbury, Md. (21801).  
Studio: Radio-TV Park.  
Telephone: 301-749-6131.  
TWX No.: 301-344-4947.  
Ownership: WBOC Inc. Solely-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.  
Began Operation: July 15, 1954.  
Represented (sales) by Adam Young—VTM Inc.  
Represented (legal) by Hogan & Hartson.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
CHARLES J. TRUITT, v.p. & general manager.  
BOBBY O. BEACH, assistant secretary-treasurer.  
JOHN W. DOWNING JR., program director.  
JACK W. WARD, chief engineer.  
CARROLL LONG, farm director.

For Index to Contents  
See Services Volume

## DIGEST OF RATE CARD NO. 6 (July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID  
Class AA—7:59-10:29 p.m., daily.  
\$300.00 \$200.00 \$150.00 \$120.00 \$90.00 \$64.00 \$52.00 \$33.00  
NETWORK BASE HOURLY RATE: \$225 (ABC), \$225 (CBS), \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	DELAWARE			
	Sussex	23,900	22,100	92
	MARYLAND			
	Somerset	5,400	4,900	90
	Wicomico	16,900	15,900	94
	Worcester	8,300	7,400	90
<b>Between 25-50%</b>	VIRGINIA			
Accomack	9,500	8,300	87	
<b>Between 5-24%</b>	MARYLAND			
Caroline	6,400	5,900	92	
Station Totals		70,400	64,500	92
Net Weekly Circulation (March 1967)				43,200
Average Daily Circulation (March 1967)				33,800

**WBAL-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	MARYLAND—(Continued)			
	St Marys	10,700	10,100	95
	Washington	33,200	31,600	95
	PENNSYLVANIA			
	Chester	71,500	69,000	97
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
	Fulton	3,100	2,800	89
	Lancaster	90,300	83,000	92
	Lebanon	27,500	26,000	95
	VIRGINIA			
	Arlington	101,800	98,400	97
	Fairfax	109,000	106,600	98
	Frederick	12,700	11,900	94
	Loudoun	7,500	7,000	93
	Spotsylvania	8,700	8,100	93
	WEST VIRGINIA			
	Hardy	2,200	1,800	80
	Jefferson	5,500	5,100	94
	Mineral	6,400	5,900	92
	Morgan	2,600	2,400	92

**WJZ-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	MARYLAND			
	Allegany	29,100	27,600	95
	Montgomery	120,900	118,100	98
	Prince Georges	146,200	143,100	98
	St Marys	10,700	10,100	95
	Washington	33,200	31,600	95
	PENNSYLVANIA			
	Chester	71,500	69,000	97
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
	Fulton	3,100	2,800	89
	Lebanon	27,500	26,000	95
	Perry	7,800	7,300	94
	VIRGINIA			
	Arlington	101,800	98,400	97
	Clarke	2,400	2,200	95
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
	King George	2,100	1,900	93
	Loudoun	7,500	7,000	93
	Rockingham	17,300	16,100	93
	Spotsylvania	8,700	8,100	93
	WEST VIRGINIA			
	Grant	2,200	1,800	83
	Hardy	2,200	1,800	80
	Jefferson	5,500	5,100	94
	Mineral	6,400	5,900	92
	Morgan	2,600	2,400	92

**Maryland—Baltimore**

**WMAR-TV**  
(ARB Data Continued)

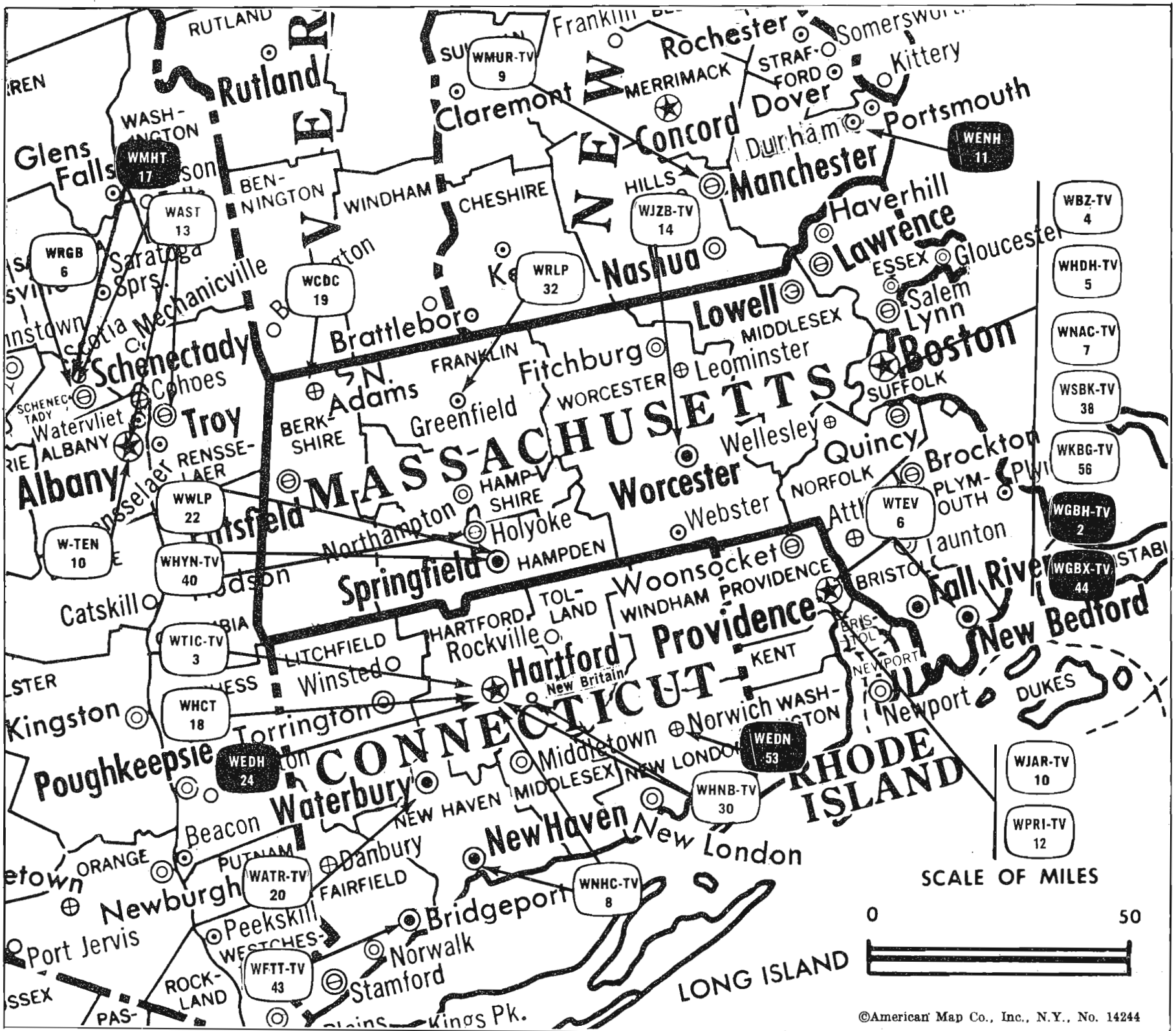
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	PENNSYLVANIA—(Continued)			
	Lebanon	27,500	26,000	95
	Perry	7,800	7,300	94
	VIRGINIA			
	Arlington	101,800	98,400	97
	Caroline	3,200	2,900	90
	Culpeper	4,700	4,300	93
	Fairfax	109,000	106,600	98
	Fauquier	7,300	6,800	92
	Frederick	12,700	11,900	94
	Loudoun	7,500	7,000	93
	Rappahannock	1,200	1,100	89
	Spotsylvania	8,700	8,100	93
	Stafford	5,800	5,400	94
	WEST VIRGINIA			
	Hampshire	3,100	2,600	87
	Hardy	2,200	1,800	80
	Jefferson	5,500	5,100	94
	Morgan	2,600	2,400	92

**BLACKBURN**  
& COMPANY, INC.

*Radio • TV • CATV • Newspaper Brokers*

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 Chicago: 333 N. Michigan Avenue (312) 346-6460  
 Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
 Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Massachusetts



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Boston	1,701,500	5	2,050,600	6	1,975,900	6
Springfield-Holyoke	224,600	85	528,300	71	504,700	70
Worcester			944,800	35	913,800	33

## Massachusetts Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	1	1	2
			12

For Educational Facilities, See Page 333-b

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

**WTEV**  
New Bedford  
(See Providence, R.I.)



# Massachusetts—Adams



**WCDC**



Ch. 19

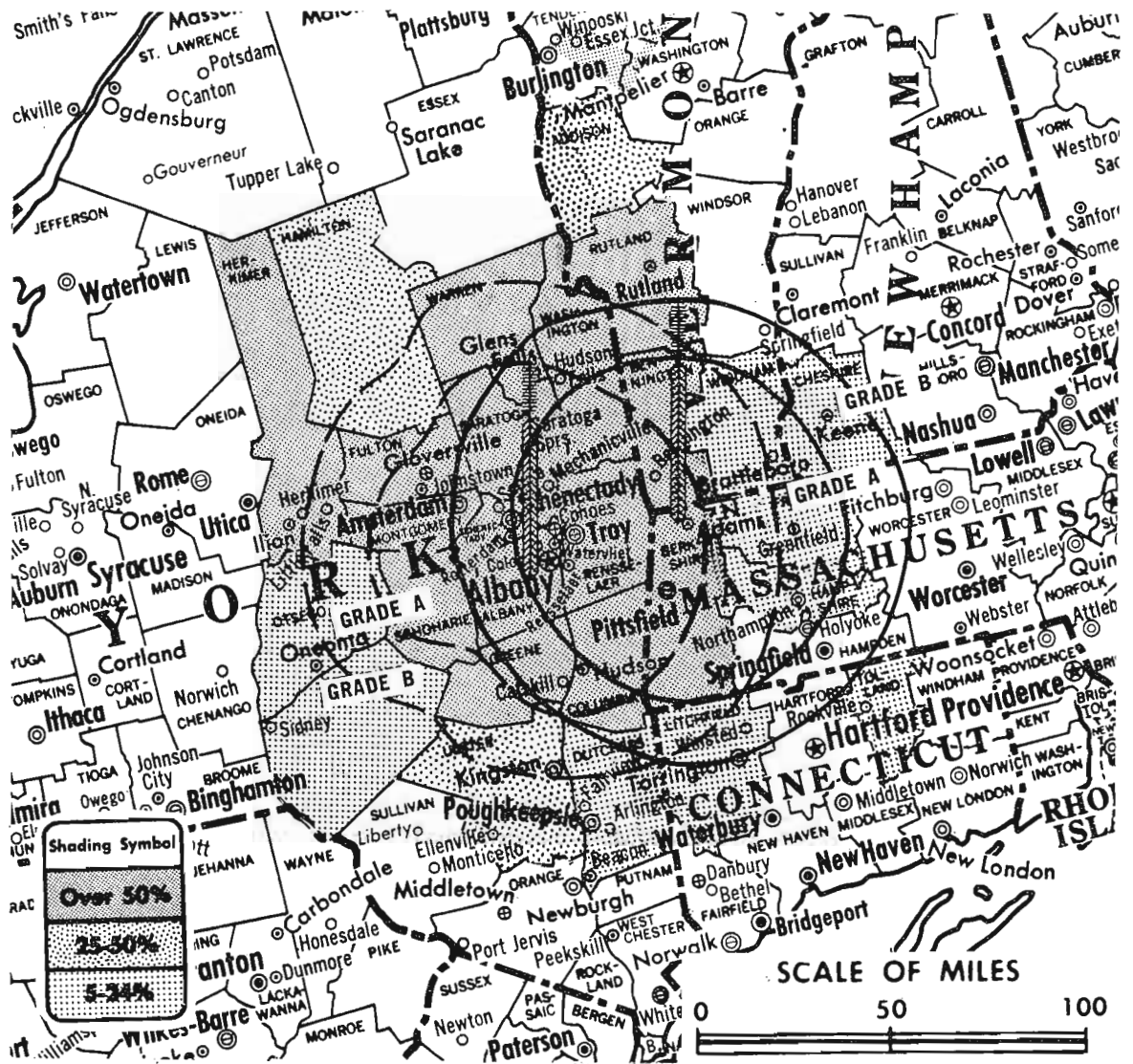
[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 116-kw visual, 22.9-kw aural. Antenna: 2104-ft. above av. terrain, 244-ft. above ground, 3694-ft. above sea level.

Latitude 42° 38' 11"  
Longitude 73° 10' 04"

Transmitter: Atop Mt. Greylock, Adams, Mass.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



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

WCDC - Ref: FCC File No. BMPCT-5087 Granted 9/10/58

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

## WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.  
 Licensee: Capital Cities Broadcasting Corp., Box 10, Albany, N.Y. (12201).  
 Studio: W-TEN, Albany, N.Y.  
 Telephone: Albany, 518-436-4841. TWX No.: 710-441-8203.  
 Ownership: Same as W-TEN.  
 Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8).

Personnel: Same as W-TEN, Albany, N.Y.  
 Rates: Sold only in combination with W-TEN, Albany, N.Y.  
 NETWORK BASE HOURLY RATE: Bonus to W-TEN, Albany, N.Y.

ARB Data For This Station Included With Report Of Parent WTEN, Albany, N.Y.  
 Above Map Shows Coverage For Both Parent & Satellite.

# Massachusetts—Boston



**WBZ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 60.3-kw visual, 10-kw aural. Antenna: 1160-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

TV tape: Recording facilities.

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

FM Affiliate: WBZ-FM, 2.8-kw, 106.7 mc (No. 294), 1040-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: NBC.

Total Households: © SRDS

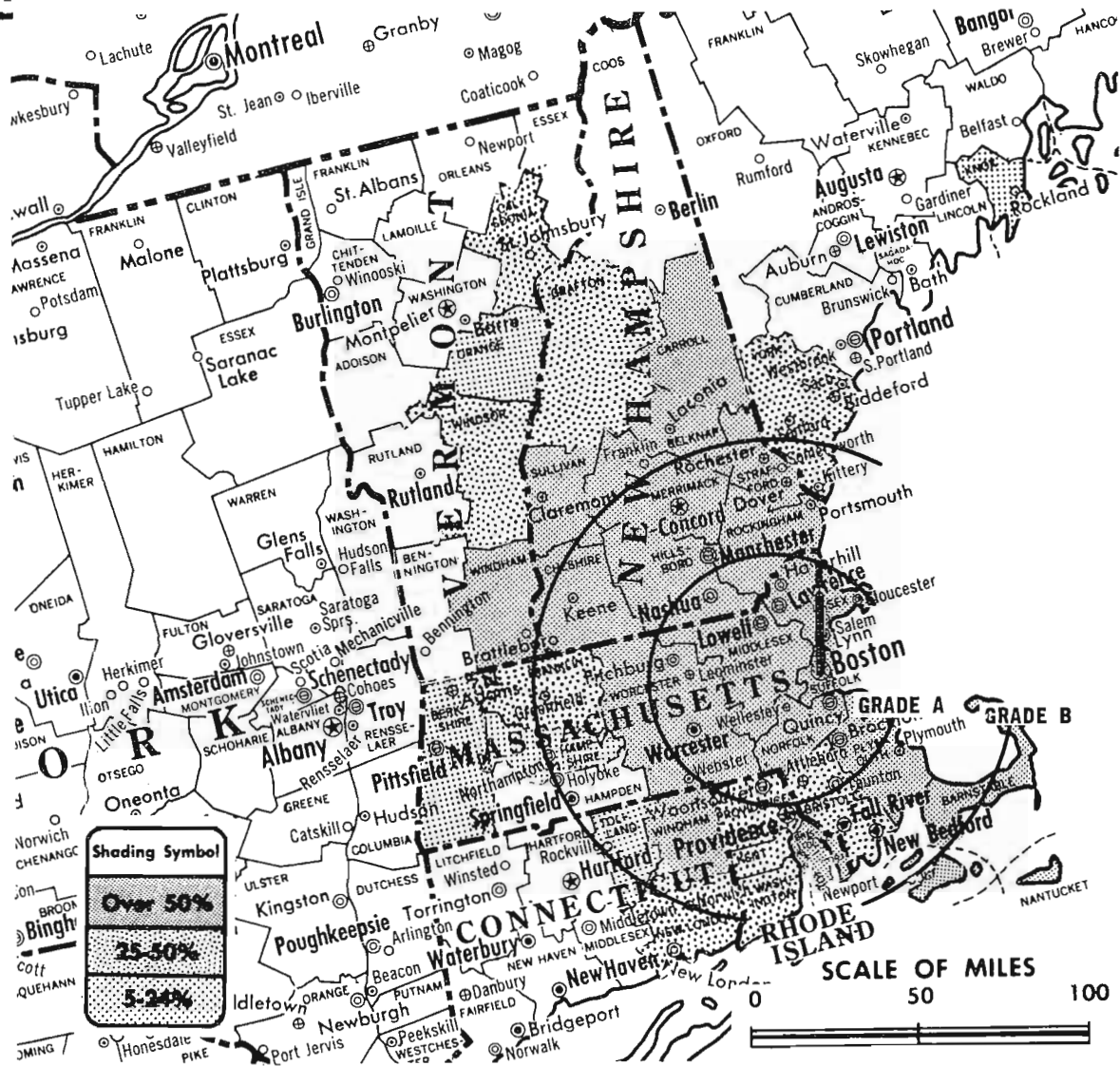
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBZ-TV Ref: FCC File No. BPCT-2072 Granted 2/8/56

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

## WBZ-TV

Licensee: A Group W Station, Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston, Mass. (02134).

Studio: 1170 Soldiers Field Rd.

Telephone: 617-254-5670. TWX No.: 617-788-3534.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres. & chairman; L. H. Israel, exec. v.p.; Joseph Mikita, sr. v.p. For other Westinghouse executives, see listing under Group Ownership. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Philadelphia (KYW); KPIX, San Francisco; WJZ-TV, Baltimore; and radio stations WOWO, Fort Wayne, Ind.; WINS, New York City; WIND, Chicago; KFWB, Los Angeles.

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- DONALD H. MCGANNON, president.
- W. C. SWARTLEY, v.p. (Boston).
- LAMONT L. THOMPSON, general manager.
- JOHN M. ROHRBACH JR., general sales manager.
- ROBERT E. HAGAN, sales manager.
- WILLIAM E. WUERCH, program manager.
- THOMAS J. KNOTT, asst. program manager.
- RONALD LITTLE, executive producer.
- JOSEPH A. RYAN, public relations director.
- JACK AGNEW, advertising and sales promotion manager.
- W. H. HAUSER, director of engineering.
- A. A. PALMER, business manager.
- JOHN K. MULLANEY, manager, research & development.

### DIGEST OF RATE CARD NO. 21 (June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 or 10 Sec.
Class A—6-11:30 p.m., daily.	\$3000.00	\$1800.00	\$1180.00	\$1700.00	\$1300.00 \$650.00

NETWORK BASE HOURLY RATE: \$3250.

For Group Ownership, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CONNECTICUT			
	Windham	23,100	22,000	95
	MASSACHUSETTS			
	Barnstable	26,500	25,300	96
	Bristol	128,200	124,600	97
	Dukes	2,100	1,900	90
	Essex	188,000	182,700	97
	Middlesex	378,300	367,500	97
	Nantucket	1,200	1,100	93
	Norfolk	162,400	158,600	98
	Plymouth	83,400	80,800	97
	Suffolk	256,900	242,100	94
	Worcester	178,500	172,300	97
	NEW HAMPSHIRE			
Belknap	9,600	9,300	97	
Carroll	5,500	5,200	95	
Cheshire	15,300	14,300	93	
Hillsborough	62,000	59,900	97	
Merrimack	22,200	21,100	95	
Rockingham	35,600	34,400	97	
Strafford	20,200	19,300	96	
Sullivan	9,500	8,800	92	
RHODE ISLAND				
Newport	21,400	20,700	97	
VERMONT				
Windham	9,600	8,500	89	
<b>Between 25-50%</b>	CONNECTICUT			
	New London	62,500	59,200	95
	MAINE			
	York	31,800	30,800	97
	MASSACHUSETTS			
	Franklin	17,300	16,000	93
	NEW HAMPSHIRE			
Grafton	15,500	14,300	92	
RHODE ISLAND				
Bristol	12,800	12,500	98	
Kent	39,500	38,600	98	
Providence	180,000	174,500	97	
Washington	23,200	22,300	96	
(Continued on page 333-b)				
Station Totals		2,153,200	2,073,000	96
Net Weekly Circulation (March 1967)				1,651,100
Average Daily Circulation (March 1967)				1,223,600

# Massachusetts—Boston



**WHDH-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 64.6-kw visual, 10.5-kw aural. Antenna: 1142-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 27"  
Longitude 71° 13' 27"

Transmitter: Chestnut St., Newton, Mass.

Studio: 50 Morrissey Boulevard.

TV tape: Recording facilities.

AM Affiliate: WHDH, 50-kw, 850 kc.

FM Affiliate: WHDH-FM, 4.3-kw, 94.5 mc (No. 233) 980-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

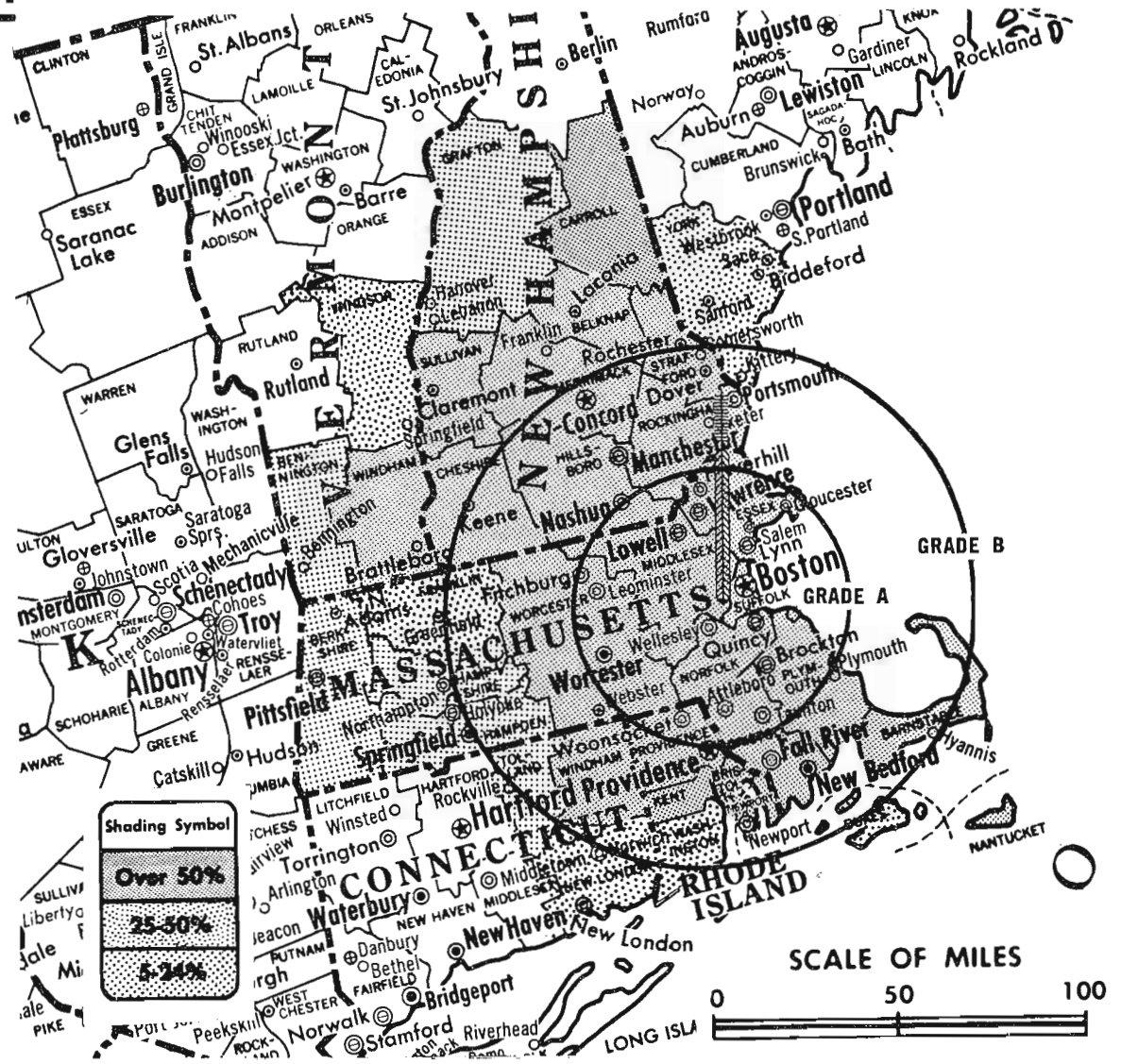
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WHDH-TV Ref: FCC File No. BPC-248 Granted 4/24/57

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## WHDH-TV

Grantee: WHDH Inc., 50 Morrissey Boulevard, Boston, Mass. (02125).

Telephone: 617-288-5000.

TWX No.: 617-288-5115.

Ownership: Subsidiary of Boston Herald-Traveler; George E. Akerson, pres.; Roger P. Talmadge, treas. Note: Operating under STA pending outcome of rehearing on grant of Ch. 5 (Television Digest, Vol. 16:29).

Began Operation: Nov. 26, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

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

Personnel:

GEORGE E. AKERSON, president.  
HAROLD E. CLANCY, executive vice president.  
ROBERT B. CHEYNE, v.p. & dir. of television programming.  
JOHN M. DAY, v.p. & director of news & public affairs.  
RICHARD BUTTERFIELD, general sales manager.  
REG COX, publicity director.  
GEORGE E. ANDERSON, sales manager.  
HARRY WHEELER, v.p., sales administration.  
PHILIP BALDWIN, v.p., engineering.

### DIGEST OF RATE NO. 10 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AAA—8-11 p.m., daily.	\$4000.00	\$2400.00	\$1750.00	\$1400.00	\$1300.00	\$650.00
NETWORK BASE HOURLY RATE: \$3250.						

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CONNECTICUT			
	Windham	23,100	22,000	95
	MASSACHUSETTS			
	Barnstable	26,500	25,300	96
	Bristol	128,200	124,600	97
	Essex	188,000	182,700	97
	Middlesex	378,300	367,500	97
	Nantucket	1,200	1,100	93
	Norfolk	162,400	158,600	98
	Plymouth	83,400	80,800	97
	Suffolk	256,900	242,100	94
	Worcester	178,500	172,300	97
	NEW HAMPSHIRE			
	Belknap	9,600	9,300	97
Cheshire	15,300	14,300	93	
Hillsborough	62,000	59,900	97	
Merrimack	22,200	21,100	95	
Rockingham	35,600	34,400	97	
Strafford	20,200	19,300	96	
Sullivan	9,500	8,800	92	
RHODE ISLAND				
Bristol	12,800	12,500	98	
Kent	39,500	38,600	98	
Newport	21,400	20,700	97	
Providence	180,000	174,500	97	
VERMONT				
Windham	9,600	8,500	89	
Between 25-50%	CONNECTICUT			
	New London	62,500	59,200	95
	MAINE			
	York	31,800	30,800	97
MASSACHUSETTS				
Dukes	2,100	1,900	90	
Franklin	17,300	16,000	93	
NEW HAMPSHIRE				
Carroll	5,500	5,200	95	
(Continued on page 333-b)				
Station Totals		2,280,900	2,196,300	96
Net Weekly Circulation (March 1967)				1,701,500
Average Daily Circulation (March 1967)				1,192,800



# Massachusetts—Boston



## WNAC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"  
Longitude 71° 13' 00"

Transmitter: Tower Road, Newton, Mass.

TV tape: Recording facilities.

AM Affiliate: WRKO, 50-kw, 680 kc.

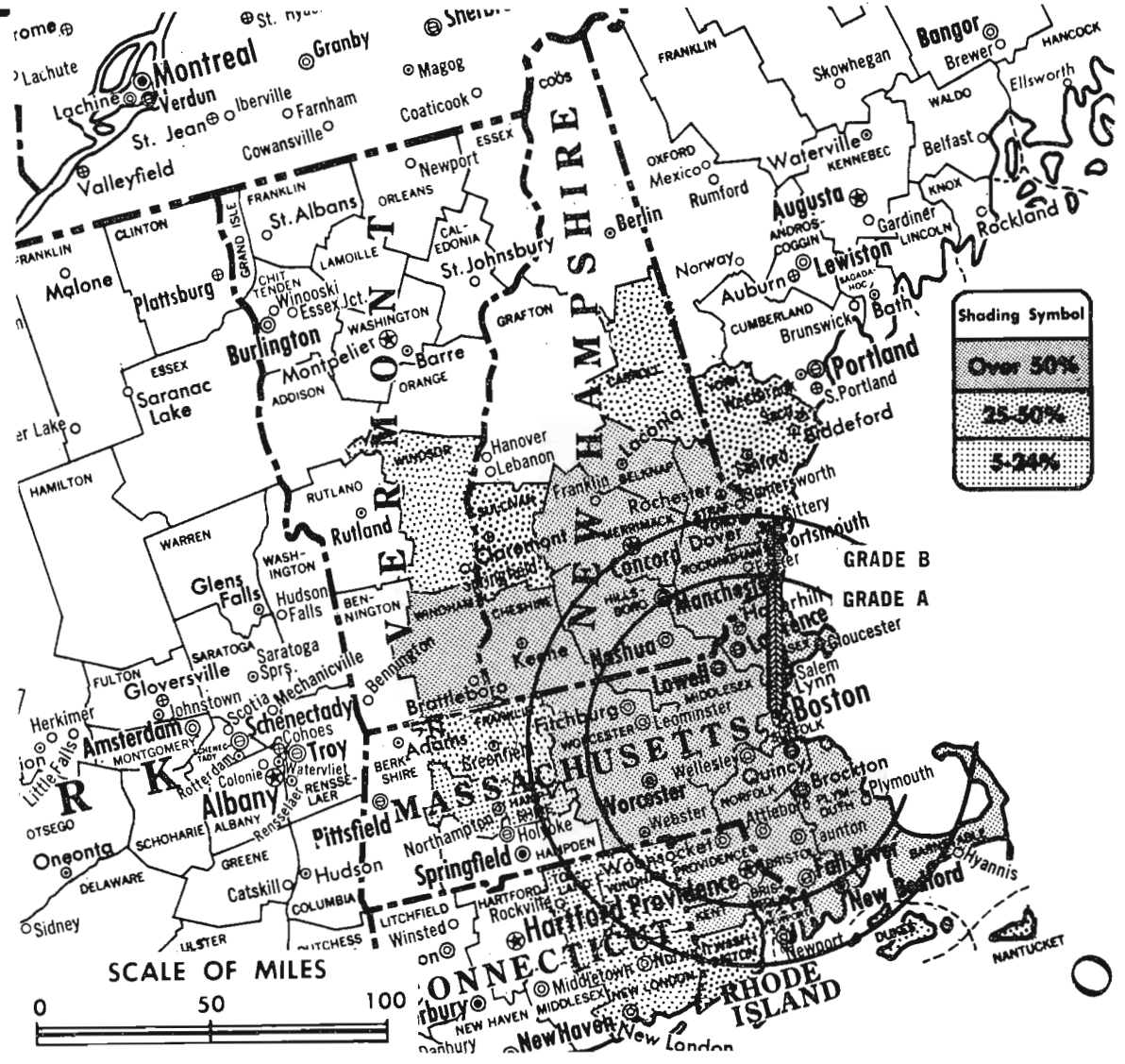
FM Affiliate: WRKO-FM, 11-kw, 98.5 mc (No. 253), 910-ft.

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

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNAC-TV Ref: FCC File No. BPCT-3057 Granted 3/27/63

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## WNAC-TV

Licensee: RKO General Inc. (Yankee Division), 21 Brookline Ave., Boston, Mass. (02215).

Studio: 21 Brookline Ave.

Telephone: 617-266-0800. Telex No.: 617-094-6423.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by RKO General Broadcasting; Bomar Lawrence & Assoc. (Atlanta, Dallas, Toronto).

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

WILLIAM M. McCORMICK, vice president & general manager.  
LAD HLAVATY, director of engineering.  
EUGENE MITCHELL, director of sales.  
GEORGE CYR, program director & film buyer.  
ALVIN KORN, advertising & promotion director.  
RON BUCHANAN, sales manager.  
HARRY OWEN, engineer in charge, television.  
GUY GIAMPAPA, film manager.

### DIGEST OF RATE CARD NO. 18—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—7:30-10:59 p.m., daily.	\$3700.00	\$2400.00	\$1575.00	\$1100.00	Graded rates apply*

\*Highest rate: \$3500.

NETWORK BASE HOURLY RATE: \$3250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MASSACHUSETTS			
	Barnstable	26,500	25,300	96
	Bristol	128,200	124,600	97
	Essex	188,000	182,700	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MASSACHUSETTS—(Continued)			
	Middlesex	378,300	367,500	97
	Norfolk	162,400	158,600	98
	Plymouth	83,400	80,800	97
	Suffolk	256,900	242,100	94
	Worcester	178,500	172,300	97
	NEW HAMPSHIRE			
	Cheshire	15,300	14,300	93
	Hillsborough	62,000	59,900	97
	Merrimack	22,200	21,100	95
	Rockingham	35,600	34,400	97
	Strafford	20,200	19,300	96
	RHODE ISLAND			
	Bristol	12,800	12,500	98
	Kent	39,500	38,600	98
Newport	21,400	20,700	97	
Providence	180,000	174,500	97	
<b>Between 25-50%</b>	CONNECTICUT			
	New London	62,500	59,200	95
	Windham	23,100	22,000	95
	MAINE			
	York	31,800	30,800	97
<b>Between 5-24%</b>	MASSACHUSETTS			
	Dukes	2,100	1,900	90
	Franklin	17,300	16,000	93
	Nantucket	1,200	1,100	93
	NEW HAMPSHIRE			
	Belknap	9,600	9,300	97
	Carroll	5,500	5,200	95
	Sullivan	9,500	8,800	92
	RHODE ISLAND			
	Washington	23,200	22,300	96
VERMONT				
Windham	9,600	8,500	89	
Windsor	13,300	12,400	93	
<b>Between 5-24%</b>	CONNECTICUT			
	Tolland	22,600	21,600	95
<b>Between 5-24%</b>	MASSACHUSETTS			
	Hampshire	29,800	28,200	95
Station Totals		2,072,300	1,996,500	96
Net Weekly Circulation (March 1967)			1,647,500	
Average Daily Circulation (March 1967)			1,105,100	



# Massachusetts—Boston

**WSBK-TV**



Ch. 38

Technical Facilities: Channel No. 38 (614-620 mc). Authorized power: 1000-kw max. and 214-kw horizontal visual, 500-kw max. and 107-kw horizontal aural. Antenna: Directional, 740-ft. above av. terrain, 830-ft. above ground, 840-ft. above sea level.

Latitude 42° 20' 50"  
Longitude 71° 04' 57"

Transmitter: Prudential Tower Bldg., Boston.

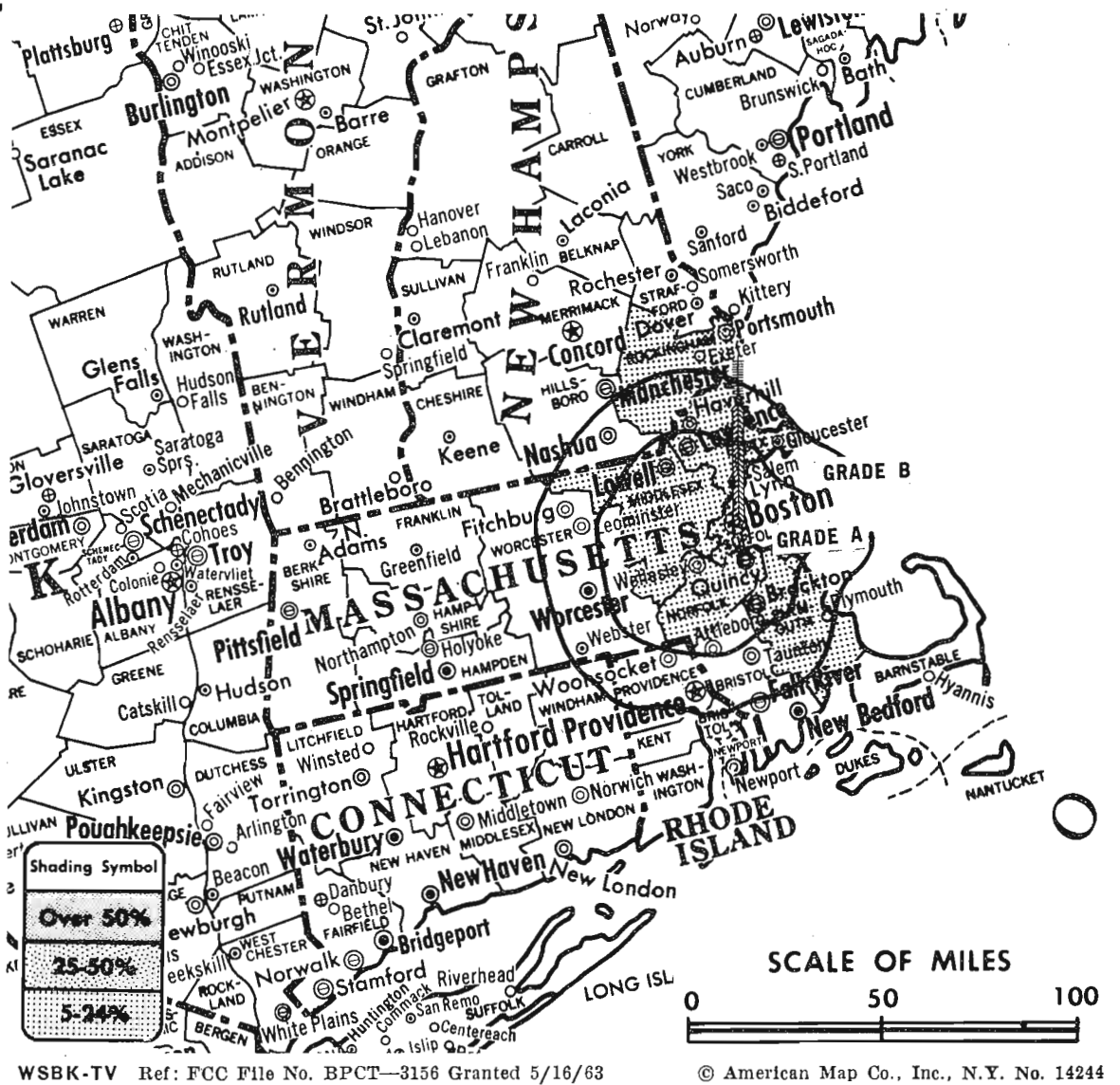
TV tape: Recording facilities.

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

Facsimile Service: UPI.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WSBK-TV Ref: FCC File No. BPCT-3156 Granted 5/16/63

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

## WSBK-TV

Network Service: NBC (secondary affiliation), ABC, CBS.

Licensee: New Boston Television Inc., 25 Granby St., Boston, Mass. (02215).

Studio: 25 Granby St.

Telephone: 617-266-3815.

Ownership: Storer Bcstg., 100%. For other interests, see Group Ownership.

Began Operation: Oct. 12, 1964. Sale of 85% control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31). Storer later exercised option to buy remaining 15% from Austin A. Harrison.

Represented (sales) by Storer Television Sales.

Personnel:

WILLIAM J. FLYNN, general manager.  
RALPH RUST, assistant general manager.  
JOHN F. ANDERSON, sales manager.  
DOUG HENDERSON, chief engineer.  
W. E. HARRIS, production manager.

## DIGEST OF RATE CARD NO. 4

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—6-10 p.m., daily.					
\$500.00	\$320.00	\$250.00	\$125.00	\$125.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	MASSACHUSETTS Suffolk	256,900	242,100	94
	MASSACHUSETTS Essex	188,000	182,700	97
<b>Between 5-24%</b>	Middlesex	378,300	367,500	97
	Norfolk	162,400	158,600	98
	Plymouth	83,400	80,800	97
	NEW HAMPSHIRE Rockingham	35,600	34,400	97
Station Totals		1,104,600	1,066,100	97
Net Weekly Circulation (March 1967)				200,900
Average Daily Circulation (March 1967)				71,300

# Massachusetts—Cambridge-Boston

**WKBG-TV**

Ch. 56



Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 1000-kw max. and 648-kw horizontal visual, 151-kw max. and 97.8-kw horizontal aural. Antenna: 692-ft. above av. terrain, 516-ft. above ground, 849-ft. above sea level.

Latitude 42° 27' 19.5"  
Longitude 71° 10' 48"

Requests change to 1000-kw max. & 647-kw horizontal visual, 193-kw max. & 125-kw horizontal aural, 1186-ft. above av. terrain, 1197-ft. above ground, 1345-ft. above sea level, lat. 42° 18' 12", long. 71° 13' 08", transmitter to .33-mi. E of Highland Ave. & Rt. 128, Needham, Mass.

Transmitter: Zion Hill, Woburn, Mass.

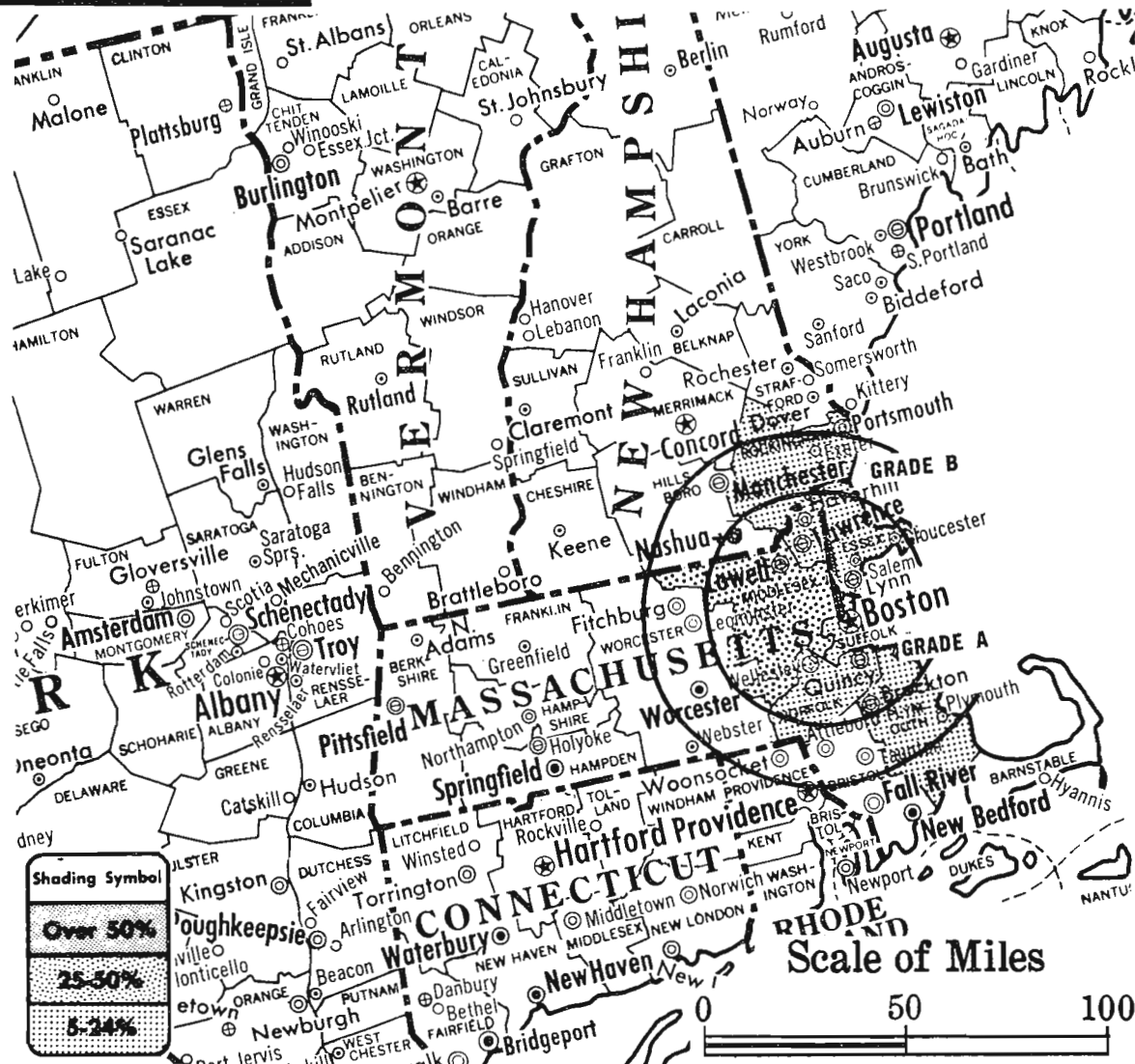
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WKBG-TV Ref: FCC File No. BMPCT-6420 Granted 12/9/66 © American Map Co., Inc., N.Y., No. 14244

## WKBG-TV

Network Service: None, independent.

Licensee: Kaiser-Globe Broadcasting Corp., Box 56, Boston, Mass. (02215).

Studio: 1050 Commonwealth Ave., Boston, Mass. (02215).

Telephone: 617-566-1320.

Ownership: Kaiser-Globe Bcstg. Corp. (Kaiser Broadcasting, 50%; Boston Globe, 50%). Richard C. Block, v.p. & gen. mgr. For other Kaiser interests, see WKBD-TV, Detroit, Mich.

AM Affiliate: WCAS, Cambridge, .250-kw D, 740 kc.

FM Affiliate: WJIB-FM, Boston, 50-kw, 96.9 mc (No. 245), 430-ft. antenna height.

Began Operation: Aug. 31, 1953 as WTAO-TV, but left air March 30, 1956. Sale to present owners by Harvey Radio Labs approved Oct. 20, 1966 by FCC (Television Digest, Vol. 6:26, 43). Sale to Harvey Radio Labs by Middlesex Bcstg. approved Sept. 1, 1959 by FCC. Harvey changed call to WXHR-TV and operated TV experimentally from May 17-Nov. 17, 1962. Station resumed operation Dec. 21, 1966.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

For Color & UHF Penetration by Markets  
See Services Volume

### Personnel:

- JAMES LYNAGH, general manager.
- STEVE FAYER, special assistant to general manager.
- CHARLES M. PICKERING, national sales manager.
- THOMAS P. CANCELLA, local sales manager.
- EDWARD L. DOYLE, program manager.
- THOMAS C. ROSE, accounting manager.
- EDWARD H. HERLIHY, engineering manager.
- ERNEST N. WHITMEYER, production manager.

### DIGEST OF RATE CARD NO. 1 (August 15, 1966)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$408.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	MASSACHUSETTS			
	Middlesex	378,300	367,500	97
Between 5-24%	MASSACHUSETTS			
	Essex	188,000	182,700	97
	Norfolk	162,400	158,600	98
	Plymouth	83,400	80,800	97
	Suffolk	256,900	242,100	94
	NEW HAMPSHIRE			
	Rockingham	35,600	34,400	97
Station Totals		1,104,600	1,066,100	97
Net Weekly Circulation (March 1967)				221,800
Average Daily Circulation (March 1967)				95,900

# Massachusetts—Greenfield

NB

**WRLP**

Ch. 32

[Satellite of WWLP, Springfield, Mass.]

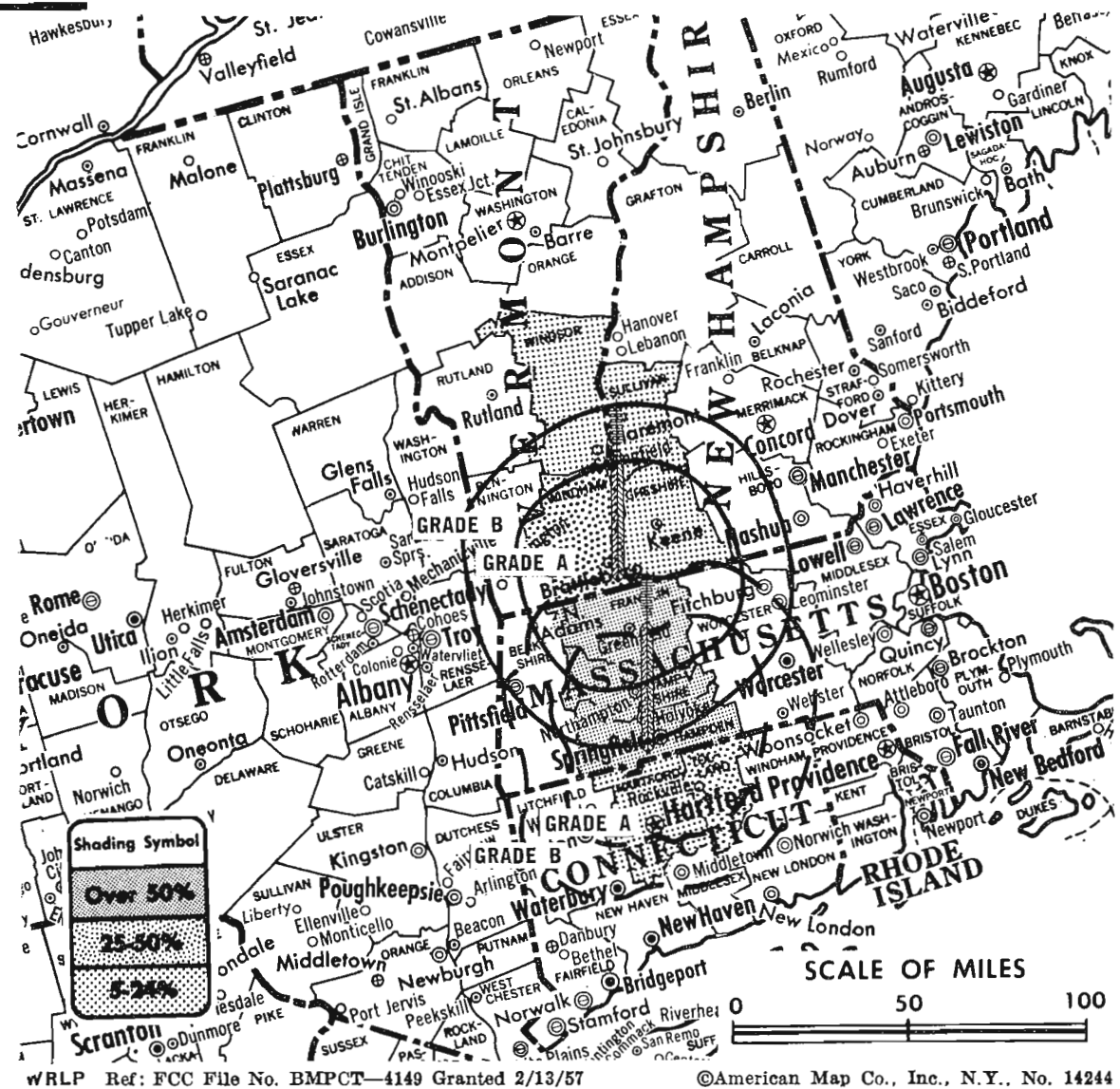
[Also licensed to Keene, N.H. & Brattleboro, Vt.]

**Technical Facilities:** Channel No. 32 (578-584 mc). Authorized power: 562-kw max. and 468-kw horizontal visual, 56.2-kw max. and 46.8-kw horizontal aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level.

Latitude 42° 45' 35"  
Longitude 72° 26' 01"

Transmitter: Bolton Rd., Winchester, N.H.

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



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

WRLP Ref: FCC File No. BMPCT-4149 Granted 2/13/57

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## WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Mailing Address: Box 2210, Springfield, Mass.

Telephone: 413-785-1201

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by The Hollingbery Co.; Kettell-Carter Inc. (Boston).

Represented (legal) by Martin Firestone.

Personnel:

LELAND WHEELER, resident engineer.

Rates: Bonus to WWLP, Springfield, Mass.

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data for this station included with Parent WWLP, Springfield, Mass. Above map shows coverage for both Parent & Satellite.

For Translator Station Directory See Services Volume

# Massachusetts—Springfield-Holyoke

## WHYN-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 224-kw maximum and 186-kw horizontal visual, 36.3-kw aural, with beam tilt. Antenna: 1000-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level.

Latitude 42° 14' 32"  
Longitude 72° 38' 55"

Transmitter: Top of Mt. Tom.

Studio: 1300 Liberty St., Springfield.

AM Affiliate: WHYN, 5-kw, 560 kc

FM Affiliate: WHYN-FM, 8.7-kw, 93.1 mc (No. 226), 1000-ft. antenna height.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS

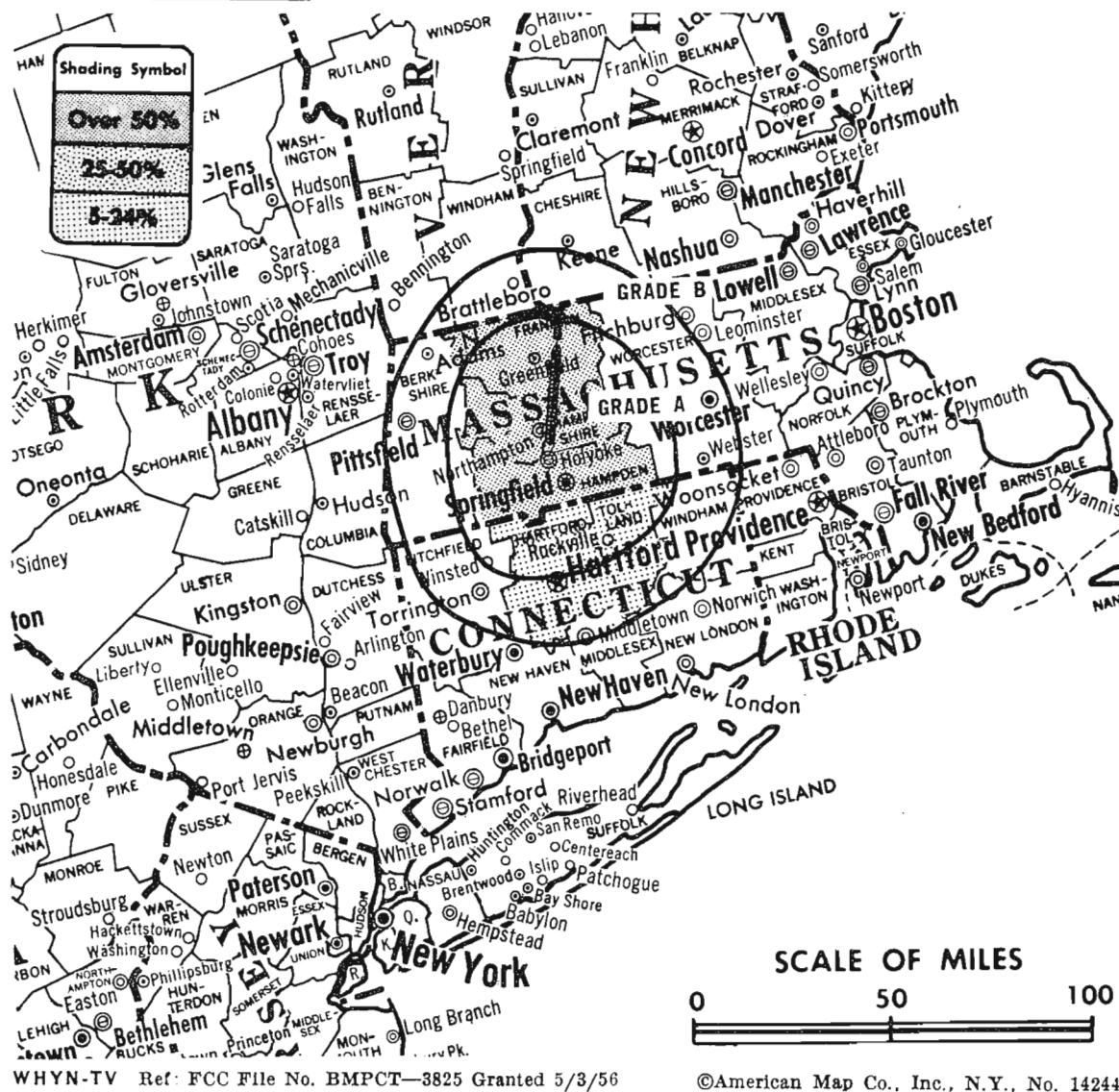
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



## WHYN-TV

Licensee: The WHYN Stations Corp., 1300 Liberty St., Springfield, Mass. (01101).

Telephone: 413-785-1911. TWX No.: 710-350-1369.

Ownership: See WGAN-TV, Portland, Me.

Began Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44, 7). Previously, sale of 50% to Republican TV Inc. approved July 21, 1954. (Television Digest, Vol. 10:10, 30).

Represented (sales) by Adam Young-VTM Inc.; Bill Creed (New England).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

EUGENE W. WILKIN, vice president & general manager.  
JAMES KONTOLEON, station manager.  
SUMNER PEARL, sales manager.  
HOWARD FROST, chief engineer.

## DIGEST OF RATE CARD NO. 10 (March 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	\$360.00	\$240.00	\$180.00	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$500 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MASSACHUSETTS</b>			
	Franklin	17,300	16,000	93
	Hampden	140,100	134,900	96
	Hampshire	29,800	28,200	95
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	240,500	231,000	96
	Tolland	22,600	21,600	95
<b>Station Totals</b>		<b>450,300</b>	<b>431,700</b>	<b>96</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>218,600</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>136,300</b>	



# Massachusetts—Springfield



**WWLP**

Ch. 22

[Also operates affiliated WJZB-TV, Worcester, and satellite WRLP, Greenfield, Mass., latter also licensed to Keene, N.H. and Brattleboro, Vt.]

**Technical Facilities:** Channel No. 22 (518-524 mc). Authorized power: 1000-kw max. and 376-kw horizontal visual, 38-kw horizontal aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level.

Latitude 42° 05' 01"  
Longitude 72° 42' 16"

Holds CP for 933-kw visual, 93.3-kw aural.

**Transmitter:** Provin Mt., Agawam, Mass.

**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

Total Households: © SRDS

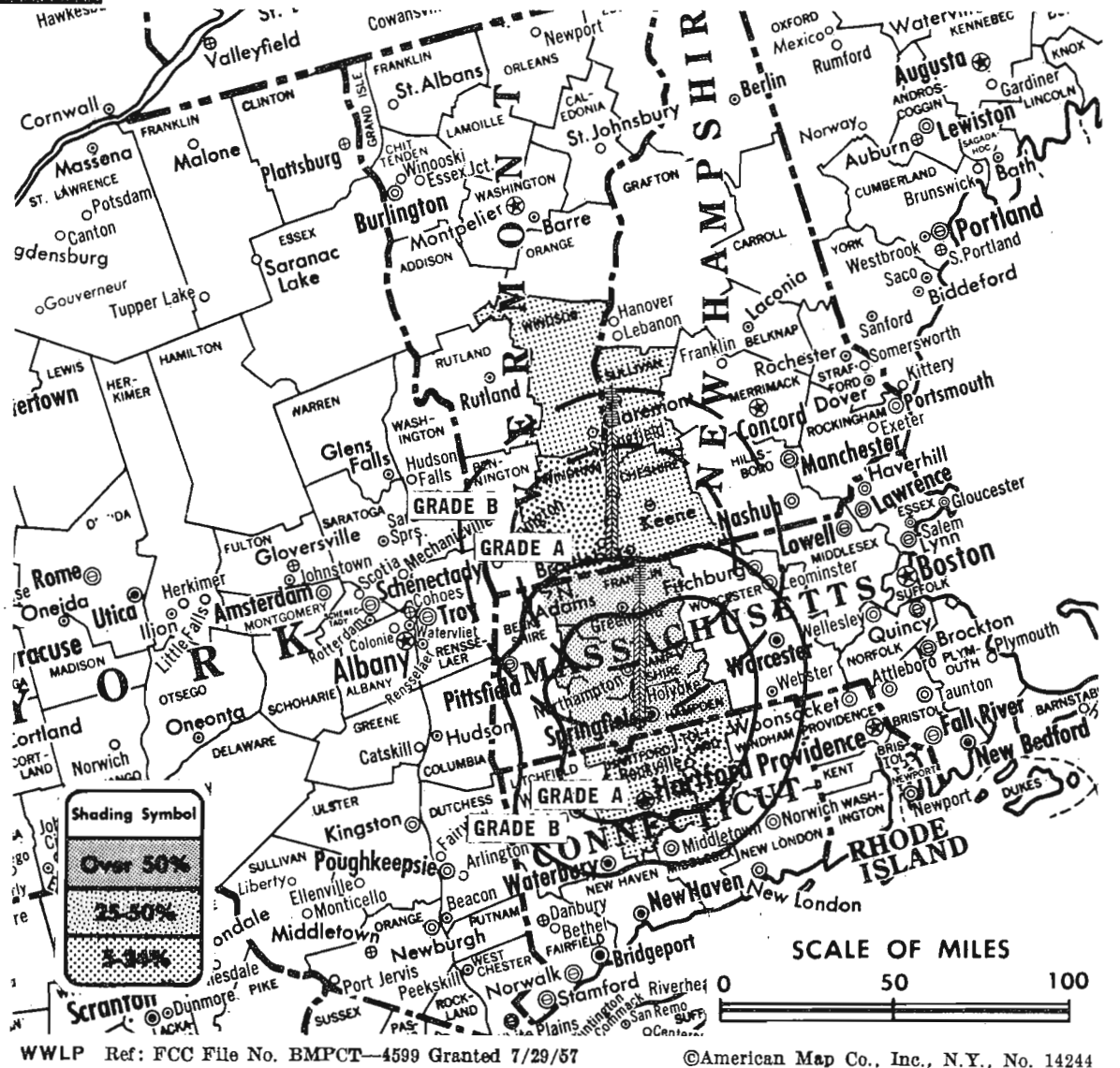
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WWLP Ref: FCC File No. BMPCT-4599 Granted 7/29/67

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## WWLP

**Licensee:** Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

**Studio:** Provin Mt., Agawam, Mass.

**Telephone:** 413-785-1201. TWX No.: 710-350-1421.

**Ownership:** Roger L. Putnam, chairman, 25.09%; William L. Putnam, pres., 4.56%; Joseph J. Deliso, dir., 6.68%; over 100 others, none owning over 2%. Springfield Television also owns WRLP (TV), Keene, N.H. (Ch. 32) also serving Brattleboro, Vt. and Greenfield, Mass.; WKEF (TV), Ch. 22, Dayton, O.; translator W81AA, Lebanon, N.H.; and Capital Communications Corp., which owns off-air WENS (TV), Pittsburgh, Pa. and CP for WJHF (TV), Raleigh, N.C.

**Began Operation:** March 17, 1953.

**Represented (sales) by** The Hollingbery Co.; Kettell-Carter (Boston).

**Represented (legal) by** Martin E. Firestone.

### Personnel:

WILLIAM L. PUTNAM, president & general manager.  
ROLAND L. FILIAULT, treasurer & comptroller.  
JAMES H. FERGUSON JR., executive vice president.  
JOHN FERGIE, v.p., engineering.  
PAUL A. BRISSETTE JR., sales manager, WWLP.  
WALLACE SAWYER, v.p. & program director.  
ROBERT F. DONAHUE, promotion manager.  
FRANCIS KOZLOWSKI, traffic manager.  
DONALD C. SHAW, chief engineer.

### DIGEST OF RATE CARD NO. 17—(May 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.
Class AA—7:30-11 p.m., daily.					
\$900.00	\$540.00	\$360.00	\$300.00	\$260.00	\$175.00
NETWORK BASE HOURLY RATE: \$625.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MASSACHUSETTS</b>			
	Franklin	17,300	16,000	93
	Hampden	140,100	134,900	96
	Hampshire	29,800	28,200	95
<b>Between 25-50%</b>	<b>CONNECTICUT</b>			
	Tolland	22,600	21,600	95
<b>Between 5-24%</b>	<b>VERMONT</b>			
	Windham	9,600	8,500	89
	<b>CONNECTICUT</b>			
	Hartford	240,500	231,000	96
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>			
	Cheshire	15,300	14,300	93
	Sullivan	9,500	8,800	92
	<b>VERMONT</b>			
	Windsor	13,300	12,400	93
<b>Station Totals</b>		<b>498,000</b>	<b>475,700</b>	<b>96</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>224,600</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>154,700</b>	

ARB Data For This Station Includes Satellite  
WRLP, Greenfield, Mass.

# Massachusetts—Worcester



**WJZB-TV**

Ch. 14

[Affiliated with WWLP, Springfield, Mass.]

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 457-kw max. and 398-kw horizontal visual, 45.7-kw max. and 39.8-kw horizontal aural. Antenna: 810-ft. above av. terrain, 254-ft. above ground, 1619-ft. above sea level.

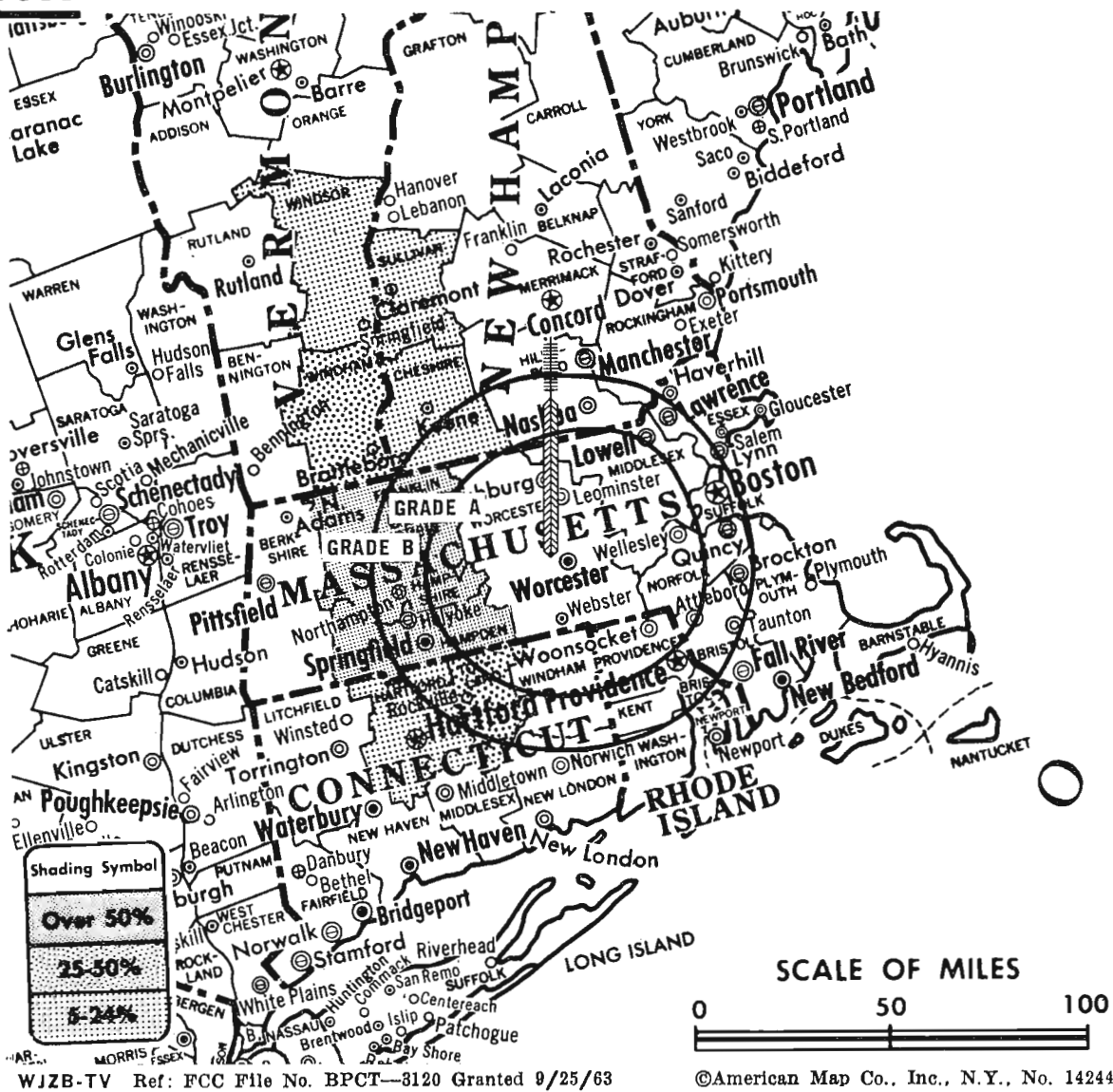
Latitude 42° 18' 13.6"  
Longitude 71° 53' 50.7"

Transmitter: Asnebumskit Hill, Paxton, Mass.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.



## WJZB-TV

Network Service: NBC, same as WWLP.

Grantee: Capital Communications Corp., Box 314, West Side Station, Worcester (01602).

Studio: Asnebumskit Hill, Paxton, Mass.

Telephone: 617-799-4800.

TWX No.: 413-781-3462 (Springfield).

Ownership: See WWLP.

Began Operation: Nov. 16, 1953, but left air Sept. 5, 1955 (Television Digest, Vol. 11:37). Returned to air Dec. 1, 1958 after former owners John Z. Buckley and associates turned over station to WWLP in return for 20% stock (Vol. 14:30, 37, 42).

Represented (sales) by The Hollingbery Co.

Represented (legal) by Martin E. Firestone.

Personnel:

WILLIAM L. PUTNAM, president & general manager.  
JOHN FERGIE, v.p., engineering.  
JAMES H. FERGUSON JR., v.p., sales.  
ROLAND L. FILIAULT, treasurer & comptroller.  
LELAND J. WHEELER, resident engineer.  
WALLACE SAWYER, film buyer (Springfield).

## DIGEST OF RATE CARD NO. 5 (March 31, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$30.00	\$15.00

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data Not Available.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South  
New York, N.Y.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WGBH-TV

**Boston**

Ch. 2

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude    42°    18'    37"

Longitude   71°    14'    14"

### WGBX-TV

**Boston**

Ch. 44

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 238 Main St., Cambridge, Mass. (02142).

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 371-kw max. & 295-kw horizontal visual, 74.1-kw max. & 58.9-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1195-ft. above ground, 1345-ft. above sea level.

Latitude    42°    12'    42"

Longitude   71°    06'    51"

## Massachusetts

### WBZ-TV, Boston

(ARB Data Continued)

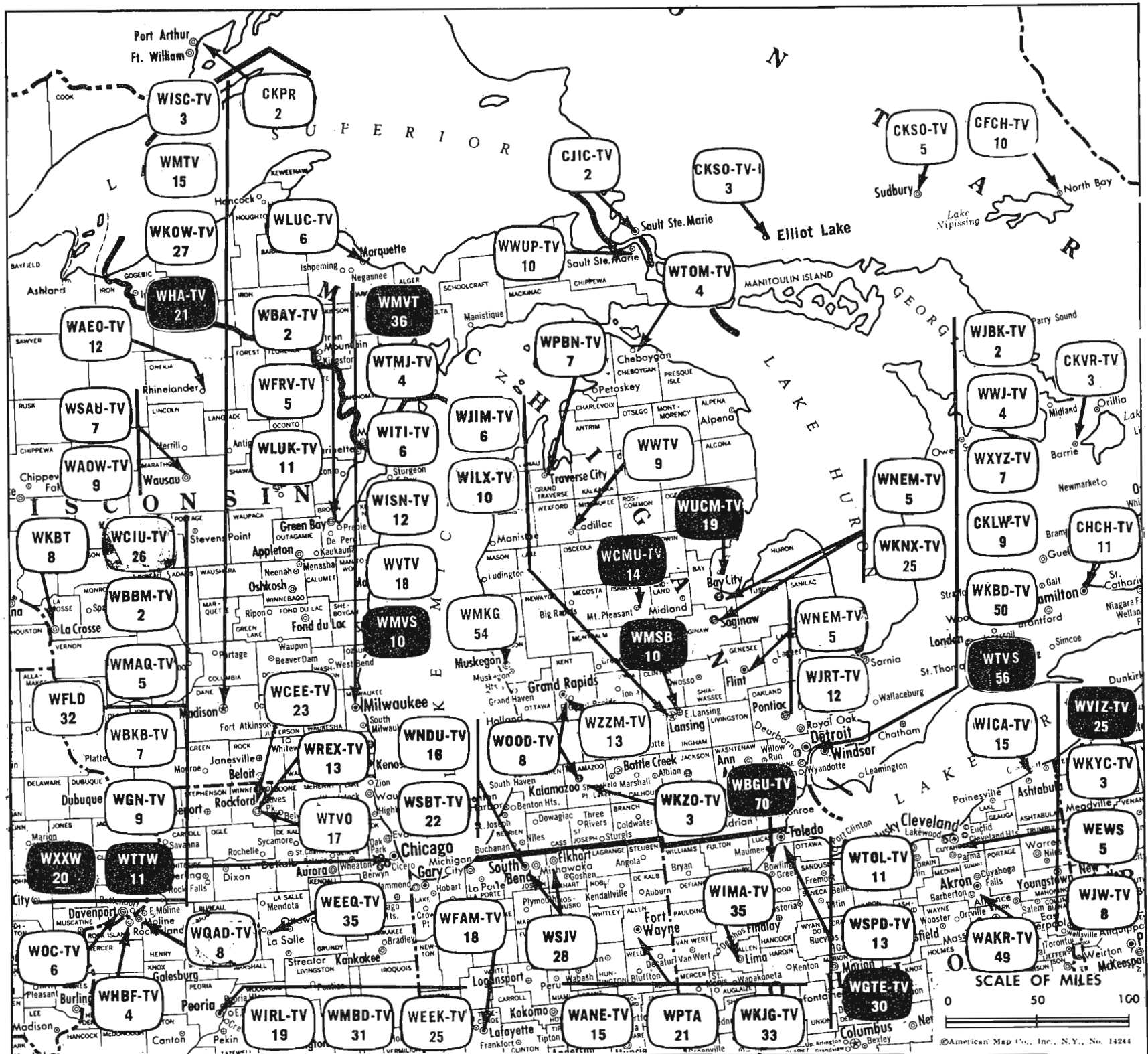
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	VERMONT			
	Caledonia	6,800	6,400	95
	Windsor	13,300	12,400	93
<b>Between 5-24%</b>	CONNECTICUT			
	Tolland	22,600	21,600	95
	MAINE			
	Knox	9,200	8,600	93
	MASSACHUSETTS			
	Berkshire	44,900	43,000	96
	Hampshire	29,800	28,200	95
VERMONT				
Orange	4,500	4,200	93	

### WHDH-TV, Boston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	RHODE ISLAND			
	Washington	23,200	22,300	96
	VERMONT			
Windsor	13,300	12,400	93	
<b>Between 5-24%</b>	CONNECTICUT			
	Tolland	22,600	21,600	95
	MASSACHUSETTS			
	Berkshire	44,900	43,000	96
	Hampden	140,100	134,900	96
	Hampshire	29,800	28,200	95
	NEW HAMPSHIRE			
Grafton	15,500	14,300	92	
VERMONT				
Bennington	8,100	7,600	94	

# Michigan



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Detroit	1,513,900	6	1,876,000	11	1,823,000	7
Grand Rapids-Kalamazoo	458,100	38	767,500	40	737,000	40
Flint-Saginaw-Bay City	402,200	46	834,700	39	809,500	39
Lansing	374,900	49	1,125,000	22	1,089,100	22
Cadillac-Traverse City	141,500	121	465,100	87	445,800	83
Marquette	59,100	180	95,300	192	89,800	190

Michigan Station Status as of Jan. 1, 1968	VHF	UHF	TOTAL
Commercial Television Stations	16	3	19
Educational Television Stations	1	3	4
			23

For Additional State Data,  
see facing page



**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WILX-TV & WMSB**

**Battle Creek**

(See Onondaga & Lansing, Mich.)

**WJRT & WKNX-TV**

**Bay City**

(See Flint & Saginaw, Mich.)

**WPBN-TV**

**Cadillac**

(See Traverse City, Mich.)

**WJMY**

**Detroit**

(See Allen Park, Mich.)

**WJIM-TV**

**Flint**

(See Lansing, Mich.)

**WKNX-TV**

**Flint**

(See Saginaw, Mich.)

**WNEM-TV**

**Flint**

(See Bay City, Mich.)

**WKZO-TV**

**Grand Rapids**

(See Kalamazoo, Mich.)

**WJIM-TV**

**Jackson**

(See Lansing, Mich.)

**WOOD-TV & WZZM**

**Kalamazoo**

(See Grand Rapids, Mich.)

**WILX-TV & WMSB**

**Jackson**

(See Lansing, Mich.)

**WILX-TV**

**Lansing**

(See Onondaga, Mich.)

**WJRT-TV**

**Saginaw**

(See Flint, Mich.)

**WNEM-TV**

**Saginaw**

(See Bay City, Mich.)

**WWTW**

**Traverse City**

(See Cadillac, Mich.)

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**WTVS**

**Detroit**

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 891-kw max. & 575-kw horizontal visual, 178-kw max. & 115-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

Holds CP for change to 617-kw visual, 61.7-kw aural.

**WCMU-TV**

**Mt. Pleasant**

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 520-ft. above av. terrain, 544-ft. above ground, 547-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

**WMSB**

**Onondaga-East Lansing**

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing.

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with commercial outlet WICX-TV. Authorized power: 309-kw visual, 61.7-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"

**WUCM-TV**

**University Center (Bay City)**

Ch. 19

Non-Commercial Educational Station

Licensee: Delta College, University Center (Bay City), Mich. (48710).

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 46.8-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"

# Michigan—Bay City-Saginaw-Flint



**WNEM-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

TV tape: Recording facilities.

FM Affiliate: WNEM-FM, 86-kw, 102.5 mc (No. 273), 800-ft. antenna height.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS

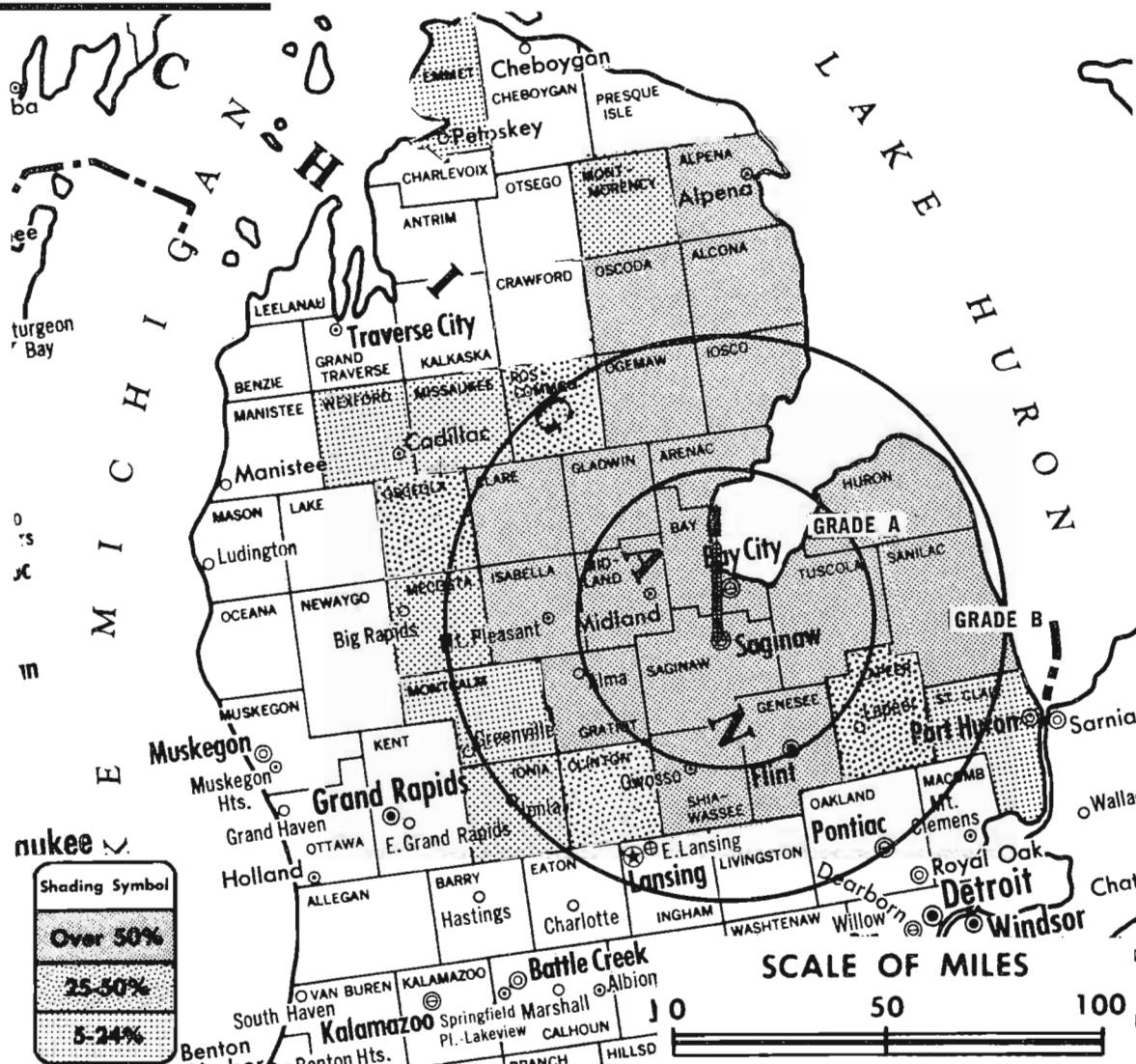
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNEM-TV Ref: FCC File No. BMPCT-3547 Granted 6/6/66

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## WNEM-TV

Licensee: Gerity Broadcasting Co., Gerity Bldg., Adrian, Mich. (49221). Telephone: Colfax 5-7123.

Sales Offices: Bay City, Wenonah Hotel; Twinbrook 3-4504; Saginaw, Bancroft Hotel, Pleasant 5-4471. Flint, Pick-Durant Hotel; Cedar 5-3555.

Studio & Operations Office: 5700 Becker Rd., Saginaw, Mich.

Studios & Offices: Pick-Durant Hotel, Flint.

TWX Nos.: 810-265-1203. (Saginaw), 313-742-8724 (Flint).

Ownership: James Gerity Jr., 100%. Mr. Gerity also operates WABJ, Adrian, Mich. & WNEM-FM, Bay City.

Began Operation: Feb. 16, 1954.

Represented (sales) by Storer Television Sales Inc.; Andy McDermott Sales Ltd. (Canada).

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

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

Personnel:

JAMES GERITY JR., president & general manager.  
JACK BERRY, vice president, sales & station manager.  
LOU FURLIN, vice president, operations.

DIGEST OF RATE CARD NO. 10—(Sept. 11, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Fri. & Sun.; 7-10:30 p.m., Sat.  
\$1100.00 \$660.00 \$440.00 \$308.00 \$230.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$1100.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MICHIGAN</b>				
<b>Over 50%</b>	Alcona	2,000	1,800	91
	Alpena	8,800	7,900	90
	Arenac	3,000	2,800	95
	Bay	33,500	32,500	97
	Clare	3,500	3,300	94
	Genesee	123,300	120,000	97
	Gladwin	3,300	3,100	94
	Gratiot	10,700	10,300	95
	Huron	9,200	8,700	94
	Iosco	5,700	5,500	97
	Isabella	9,400	8,900	95
	Midland	15,800	15,400	98
	Ogemaw	3,000	2,800	95
	Oscoda	1,100	900	87
	Saginaw	58,300	56,600	97
Sanilac	9,300	8,800	95	
Shiawassee	16,200	15,600	97	
Tuscola	12,300	11,800	96	
<b>MICHIGAN</b>				
<b>Between 25-50%</b>	Clinton	11,000	10,700	97
	Lapeer	11,400	11,100	97
	Osceola	3,500	3,300	95
	Roscommon	2,400	2,400	97
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Chippewa	9,200	8,600	94
	Emmet	4,000	3,700	93
	Ionia	11,800	11,500	97
	Mecosta	5,700	5,400	95
	Missaukee	1,700	1,500	91
	Montcalm	11,300	10,900	96
	Montmorency	1,400	1,200	89
	St Clair	32,800	31,700	97
	Wexford	5,100	4,900	96
Station Totals		439,700	423,600	96
Net Weekly Circulation (March 1967)				312,600
Average Daily Circulation (March 1967)				226,400

# IMAGINATION

Never, in the history of advertising has a medium moved so fast and changed so often and dramatically as television. ARB is meeting this challenge of change with imaginative new techniques in television audience measurement.

At ARB, we realize that this rapid pace places greater emphasis on selective buying and the proper allocation of advertising weight, market-by-market. This in turn, requires that audience research develop the right tools to help you accomplish the tasks of determining target audiences and their location. Research information must provide more realistic cost appraisals for reaching these audiences.

This has been ARB's objective in the design of its service for 1967-68.

We have imagined and developed new research tools, new audience estimates methods and new reporting formats that aid media specialists in every phase of their work.

Let ARB put its imagination to work for you.



**AMERICAN RESEARCH BUREAU**  
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

# Michigan—Cadillac-Traverse City



Ch. 9

[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground. 2999-ft. above sea level.

Latitude 44° 08' 12"  
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac, Mich.

FM Affiliate: WWTV-FM, 100-kw, 92.9 mc (No. 225), 900-ft. antenna height.

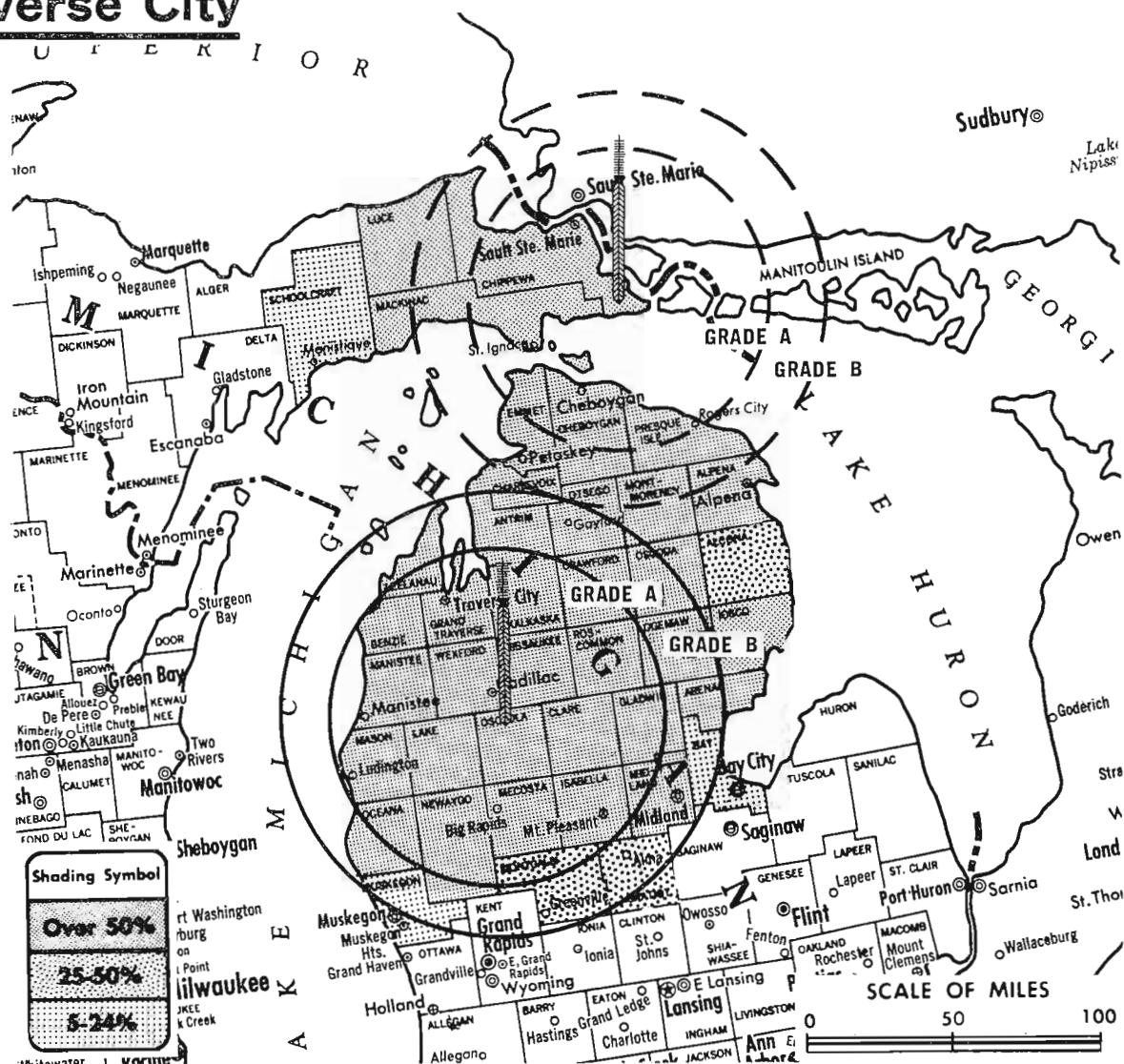
Color: Network, film & slide.

News Wire Service: AP.

Represented (engineering) by Lohnes & Culver.

ARB Data: Includes WWUP-TV.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study



WWTV Ref: FCC Doc. No.—14230 Granted 4/12/62  
WWUP-TV Ref: FCC File No. BPCT—3565 Granted 7/19/65

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## WWTV

Network Service: ABC, CBS.

Licensee: Fetzer Television Inc., P.O. Box 627, Cadillac, Mich. (49601).

Studio: 9-mi. SE of Cadillac, Mich. Telephone: 616-775-3478.

Ownership: Fetzer Broadcasting Co., 100%. John E. Fetzer, pres. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Dec. 11, 1953. Sale to present owner by Sparton Corp. approved July 23, 1958 by FCC (Television Digest, Vol. 14:25, 27).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Avery-Knodel Inc.

Personnel:

GENE ELLERMAN, vice president & general manager.  
RONALD BAKER, chief engineer.  
JOHN WHEAT, program director & film buyer.  
DARYLE HARRIS, promotion manager.  
HOWARD BROWNE, director, news, community & public affairs.

### DIGEST OF RATE CARD NO. 11—(April 17, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	\$575.00	\$345.00	\$220.00	\$174.00	\$100.00*	\$50.00*

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

WWTV is sold only in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$475 (ABC) \$475 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN			
	Alpena	8,800	7,900	90
	Antrim	2,700	2,500	94
	Arenac	3,000	2,800	95
	Benzie	1,900	1,800	93
	Charlevoix	3,600	3,400	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### MICHIGAN—(Continued)

<b>Over 50%</b>	Cheboygan	4,100	3,700	91
	Chippewa	9,200	8,600	94
	Clare	3,500	3,300	94
	Crawford	1,500	1,300	92
	Emmet	4,000	3,700	93
	Gladwin	3,300	3,100	94
	Grand Traverse	10,500	9,900	94
	Iosco	5,700	5,500	97
	Isabella	9,400	8,900	95
	Kalkaska	1,100	1,000	93
	Lake	1,800	1,600	91
	Leelanau	2,800	2,600	94
	Luce	1,500	1,400	91
	Mackinac	3,000	2,800	93
	Manistee	5,700	5,400	95
	Mason	6,700	6,100	91
	Mecosta	5,700	5,400	95
	Midland	15,800	15,400	98
	Missaukee	1,700	1,500	91
	Montmorency	1,400	1,200	89
Newaygo	7,400	7,000	95	
Oceana	4,700	4,300	92	
Osceola	3,500	3,300	95	
Oscoda	1,100	900	87	
Otsego	2,100	2,000	95	
Presque Isle	3,400	3,000	88	
Roscommon	2,400	2,400	97	
Wexford	5,100	4,900	96	

### MICHIGAN

<b>Between 25-50%</b>	Alcona	2,000	1,800	91
	Gratiot	10,700	10,300	95
	Montcalm	11,300	10,900	96
	Ogemaw	3,000	2,800	95

### MICHIGAN

<b>Between 5-24%</b>	Bay	33,500	32,500	97
	Muskegon	47,400	45,700	97
	Schoolcraft	2,300	2,100	91

Station Totals	258,300	244,700	95
Net Weekly Circulation (March 1967)			141,500
Average Daily Circulation (March 1967)			108,000



# Michigan—Cheboygan



Ch. 4

[Affiliated with WPBN-TV,  
Traverse City, Mich.]

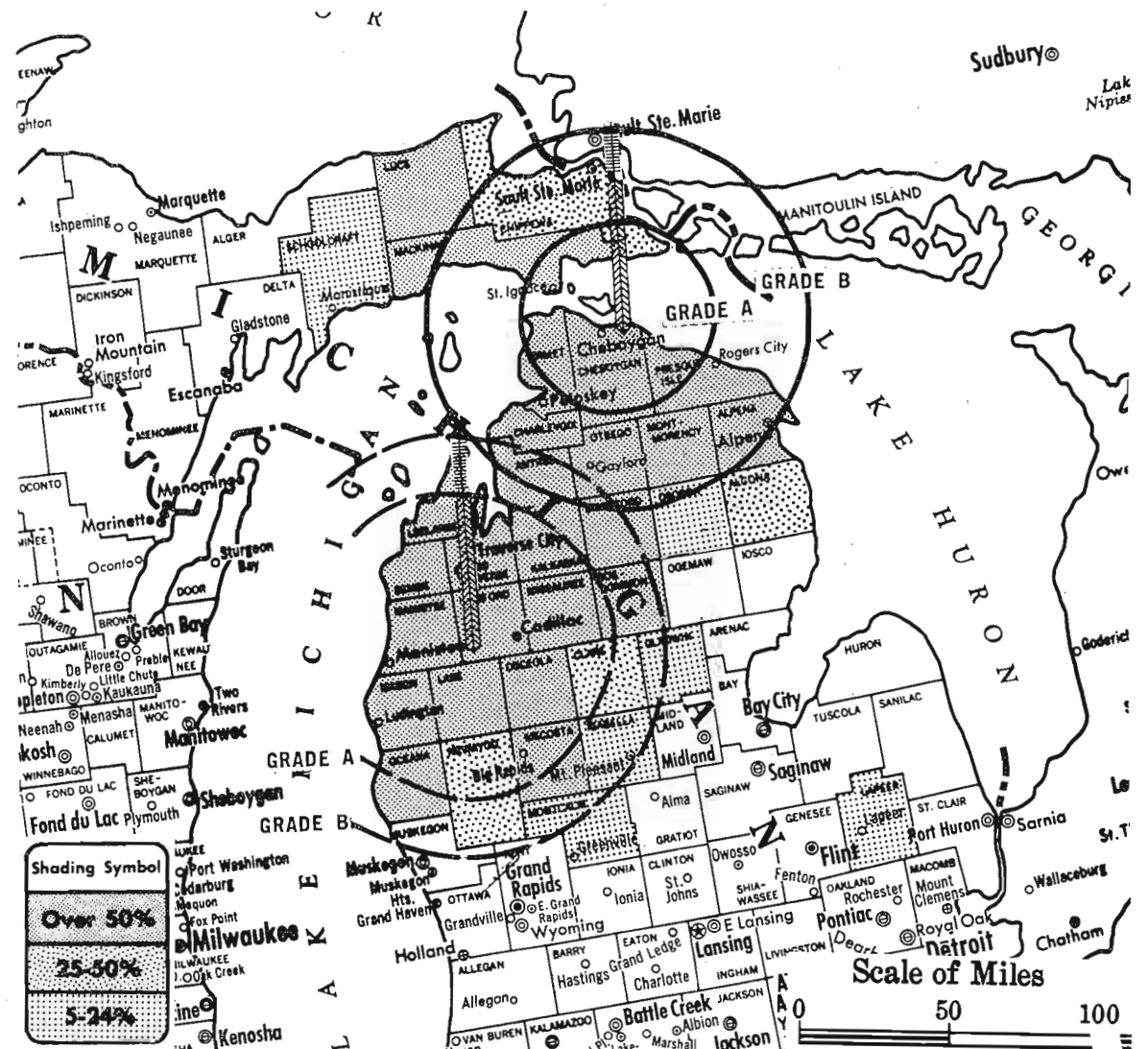
Technical Facilities: Channel No. 4  
(66-72 mc). Authorized power:  
100-kw visual, 20-kw aural. An-  
tenna: 620-ft. above av. terrain,  
590-ft. above ground, 1290-ft.  
above sea level.

Latitude 45° 39' 01"  
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E  
of Cheboygan.

Color: Network only.

News Wire Service: AP.



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

WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

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

## WTOM-TV

Network Service: ABC, NBC.

Licensee: Midwestern Broadcasting Company (Paul Bunyan Tele-  
vision Network), Paul Bunyan Bldg., Traverse City, Michigan  
(49684).

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-627-5683.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

LES BIEDERMAN, president.  
HARRY R. LIPSON, general manager & film buyer.  
ROBERT L. DREHER, sales manager.  
WILLIAM H. KIKER, vice president & chief engineer.  
CLARK WIDEMAN, station manager.  
R. E. DETWILER, commercial manager.

## DIGEST OF RATE CARD NO. 4

(May 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:29-10:31 p.m., daily.	\$350.00	\$260.00	\$137.00	\$103.00	\$80.00	\$64.00	\$32.00

Note: Combination rates with WPBN-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPBN-TV, Traverse  
City, Mich. (ABC & NBC).

ARB Data for this Station included with Report  
of Parent WPBN-TV, Traverse City, Mich. Above  
Map shows coverage for both Parent & Satellite.

# Michigan—Detroit



**WJBK-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

Transmitter: Southfield, Mich.

TV tape: Recording facilities.

AM Affiliate: WJBK, 10-kw (1-kw night), 1500 kc.

FM Affiliate: WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS

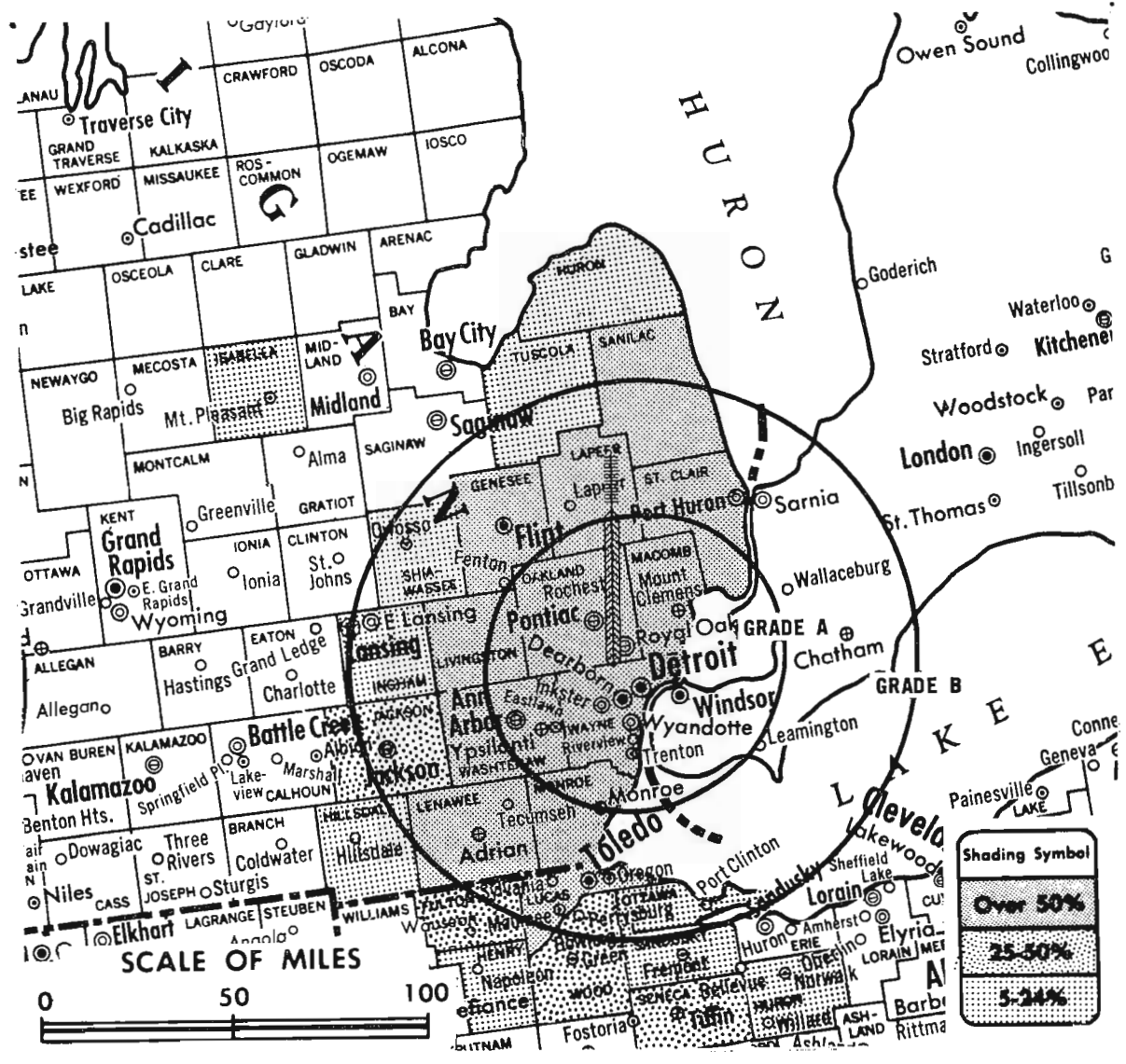
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

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

## WJBK-TV

Licensee: Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd.

Telephone: 313-873-7400. TWX No.: 313-222-5414.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

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

### Personnel:

- LAWRENCE M. CARINO, v.p. & general manager.
- JAY WATSON, station manager.
- HAP EATON, general sales manager.
- GEORGE CRANDALL, local sales manager.
- ROBERT L. RIERSON, program manager.
- TODD A. SPOERI, promotion manager.
- BOB McBRIDE, news & community affairs director.
- MARION STONER, chief engineer.

### DIGEST OF RATE CARD NO. 27

(July 1, 1967)

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

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

\$3500.00 \$2050.00 ..... Graded rates apply\*

\*Highest rate: \$2400.

NETWORK BASE HOURLY RATE: \$3100.

See also listing in Canadian Section

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Genesee	123,300	120,000	97
	Lapeer	11,400	11,100	97
	Lenawee	23,600	22,800	96
	Livingston	12,400	12,100	97
	Macomb	145,300	143,100	99
	Monroe	30,900	30,100	97
	Oakland	226,500	222,700	98
	Sanilac	9,300	8,800	95
	St Clair	32,800	31,700	97
	Washtenaw	53,900	50,700	94
	Wayne	827,100	802,900	97
OHIO	Lucas	146,600	142,500	97
	MICHIGAN			
	Jackson	41,100	39,800	97
	OHIO			
Between 25-50%	Fulton	8,800	8,300	95
	Seneca	17,300	16,700	96
	Wood	21,600	21,000	97
	Between 5-24%	MICHIGAN		
Hillsdale		10,400	9,800	94
Huron		9,200	8,700	94
Ingham		67,500	65,000	96
Isabella		9,400	8,900	95
Shiawassee		16,200	15,600	97
Tuscola		12,300	11,800	96
OHIO				
Hancock	17,700	17,100	97	
Henry	7,600	7,400	97	
Huron	14,300	13,700	96	
Ottawa	11,000	10,700	97	
Sandusky	17,500	17,100	97	
Station Totals		1,916,200	1,861,800	97
Net Weekly Circulation (March 1967)			1,503,000	
Average Daily Circulation (March 1967)			1,082,800	

(Station also received in Canadian markets)

# Michigan—Detroit

**WKBD-TV**



Ch. 50

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 1000-kw max. and 678-kw horizontal visual, 200-kw max. and 135-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"

Longitude 83° 18' 44"

Requests change to 1090-kw max. & 740-kw horizontal visual, 163.5-kw max. & 111-kw horizontal aural. BPCT—4083.

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WKBD-TV Ref: FCC File No. BPCT—3773 Granted 6/23/66

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

## WKBD-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48075).

Mailing Address: Box 359, Southfield, Mich. (48075).

Telephone: 313-444-8500.

Ownership: Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WCAS (AM), Cambridge & WJIB-FM, Boston (50%); KBSC-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%); KFOG (FM) San Francisco.

Began Operation: Jan. 10, 1965.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

RICHARD L. FREEMAN, general manager.

BRUCE C. MAYER, general sales manager.

BARRY H. THURSTON, program manager.

DON CHAPMAN, New York sales manager.

GARY L. ROBBINS, accounting manager.

AL MARTIN, engineering manager.

GEORGE SPERRY, promotion manager.

GARY FLOYD, operations manager.

## DIGEST OF RATE CARD NO. 2C

(Feb. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$326.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	MICHIGAN			
	Macomb	145,300	143,100	99
	Oakland	226,500	222,700	98
	Washtenaw	53,900	50,700	94
	Wayne	827,100	802,900	97
<b>Between 5-24%</b>	MICHIGAN			
	Hillsdale	10,400	9,800	94
	Jackson	41,100	39,800	97
	Lenawee	23,600	22,800	96
	Livingston	12,400	12,100	97
	Monroe	30,900	30,100	97
	St Clair	32,800	31,700	97
	OHIO			
	Hancock	17,700	17,100	97
	Lucas	146,600	142,500	97
	Seneca	17,300	16,700	96
Station Totals		1,585,600	1,542,000	97
Net Weekly Circulation (March 1967)				541,300
Average Daily Circulation (March 1967)				254,800

(Station also received in Canadian markets)

# Michigan—Detroit



**WWJ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

Studio: 622 Lafayette Blvd.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kc (NBC).

FM Affiliate: WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

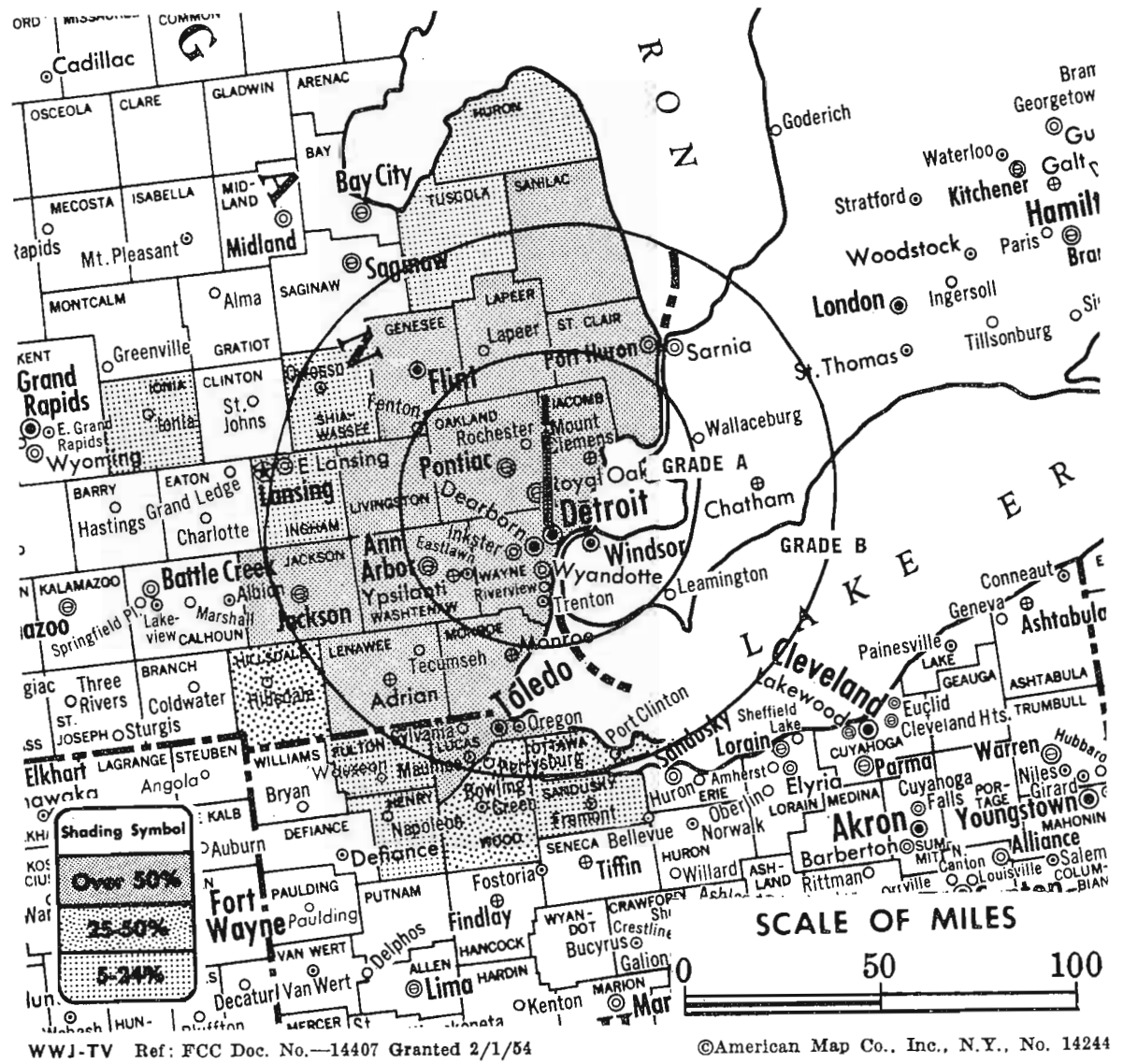
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI, Western Union Sports.

News Film Service: NBC, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Telephone: 313-222-2000. TWX No.: 313-222-5004.

Ownership: Evening News Assn., publisher of The Detroit News; Peter B. Clark, pres.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

JAMES SCHIAVONE, general manager.  
DON DeGROOT, assistant general manager.  
FRANKLIN G. SISSON, station manager.  
RAY W. COLIE, sales manager.  
PETER S. GOOD, national sales manager.  
FRANK STELTENKAMP, sales development manager.  
MELVIN C. WISSMAN, program development manager.  
A. GLENN KYKER, promotion manager.  
IAN K. HARROWER, program & production mgr. & film buyer.  
JAMES F. CLARK, news editor.  
PAUL WILLIAMS, public affairs manager.  
E. J. LOVE, engineering manager.  
ROLAND RENAUD, chief engineer.

DIGEST OF RATE CARD NO. 26A  
(Jan. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8-11 p.m., daily.	\$3600.00	\$2200.00	\$1500.00	\$1400.00	\$1600.00	\$1200.00 \$600.
NETWORK BASE HOURLY RATE: \$3500.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN				
		Genesee	123,300	120,000	97
		Jackson	41,100	39,800	97
		Lapeer	11,400	11,100	97
		Lenawee	23,600	22,800	96
		Livingston	12,400	12,100	97
		Macomb	145,300	143,100	99
		Monroe	30,900	30,100	97
		Oakland	226,500	222,700	98
		Sanilac	9,300	8,800	95
		St Clair	32,800	31,700	97
		Washtenaw	53,900	50,700	94
		Wayne	827,100	802,900	97
<b>Between 25-50%</b>	OHIO				
		Lucas	146,600	142,500	97
	MICHIGAN				
		Hillsdale	10,400	9,800	94
<b>Between 5-24%</b>	OHIO				
		Ottawa	11,000	10,700	97
		Wood	21,600	21,000	97
	MICHIGAN				
		Huron	9,200	8,700	94
	Ingham	67,500	65,000	96	
	Ionia	11,800	11,500	97	
	Shiawassee	16,200	15,600	97	
	Tuscola	12,300	11,800	96	
OHIO					
	Fulton	8,800	8,300	95	
	Henry	7,600	7,400	97	
	Sandusky	17,500	17,100	97	
Station Totals			1,878,100	1,825,200	97
Net Weekly Circulation (March 1967)				1,513,900	
Average Daily Circulation (March 1967)				1,120,000	
(Station also received in Canadian markets)					



# Michigan—Detroit



**WXYZ-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

AM Affiliate: WXYZ, 5-kw, 1270 kc (ABC).

FM Affiliate: WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: ABC, UPI.

Total Households: © SRDS

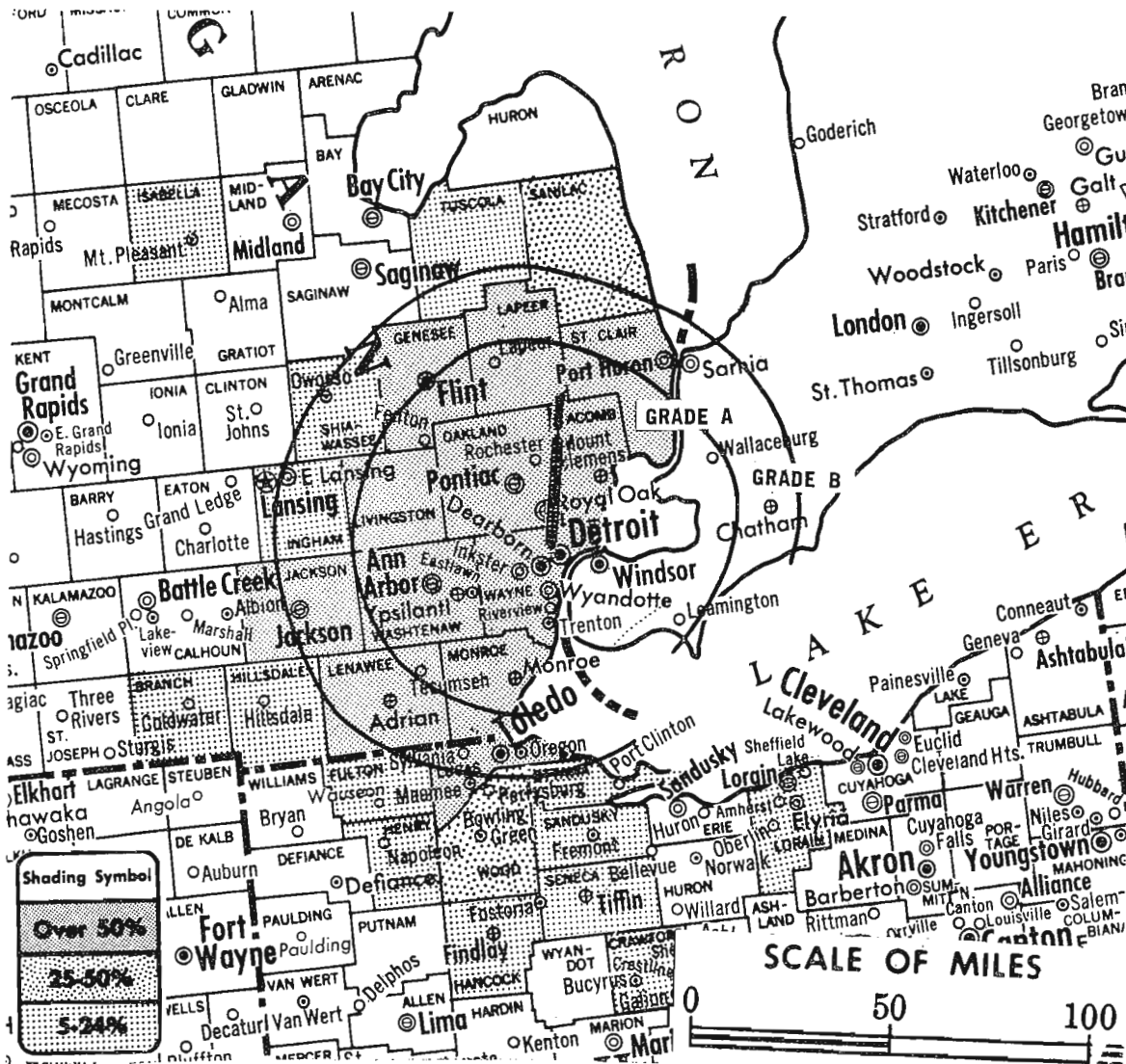
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

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

## WXYZ-TV

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

Studio: Broadcast House, 20777 W. Ten Mile Rd.

Telephone: 313-444-1111. TWX No.: 313-357-4605.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York.

Began Operation: Oct 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN J. McMAHON, vice president & general manager.  
DONALD F. KECK, general sales manager.  
KENNETH MacQUEEN, sales manager.  
JAN COIL, local sales service manager.  
RICHARD N. HUGHES, dir. of advertising & community affairs.  
RALPH DAWSON, commercial tape manager.  
LAWRENCE EINHORN, program manager & film buyer.  
EARL MOORE, business manager.  
CHARLES KOCHER, chief engineer.  
WILLIAM C. FYFFE, news director.  
RON LAUFER, research director.  
JOSEPH VAUGHN, editorial director.

### DIGEST OF RATE CARD

(Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$3400.00	\$2380.00	\$1200.00			Graded rates apply*

\*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$3300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Genesee	123,300	120,000	97
	Jackson	41,100	39,800	97
	Lapeer	11,400	11,100	97
	Lenawee	23,600	22,800	96
	Livingston	12,400	12,100	97
	Macomb	145,300	143,100	99
	Monroe	30,900	30,100	97
	Oakland	226,500	222,700	98
	St Clair	32,800	31,700	97
	Washtenaw	53,900	50,700	94
	Wayne	827,100	802,900	97
	OHIO	Lucas	146,600	142,500
Between 25-50%	MICHIGAN			
	Sanilac	9,300	8,800	95
	OHIO	Wood	21,600	21,000
Between 5-24%	MICHIGAN			
	Branch	10,100	9,700	96
	Hillsdale	10,400	9,800	94
	Ingham	67,500	65,000	96
	Isabella	9,400	8,900	95
	Shiawassee	16,200	15,600	97
	Tuscola	12,300	11,800	96
	OHIO			
	Crawford	15,100	14,500	96
	Fulton	8,800	8,300	95
Hancock	17,700	17,100	97	
Henry	7,600	7,400	97	
Lorain	70,500	68,600	97	
Ottawa	11,000	10,700	97	
Sandusky	17,500	17,100	97	
Seneca	17,300	16,700	96	

Station Totals	1,997,200	1,940,500	97
Net Weekly Circulation (March 1967)			1,472,800
Average Daily Circulation (March 1967)			972,700
(Station also received in Canadian markets)			

# Michigan—Windsor, Ont.

## CKLW-TV

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 65-kw aural. Antenna: directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

TV tape: Recording facilities.

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

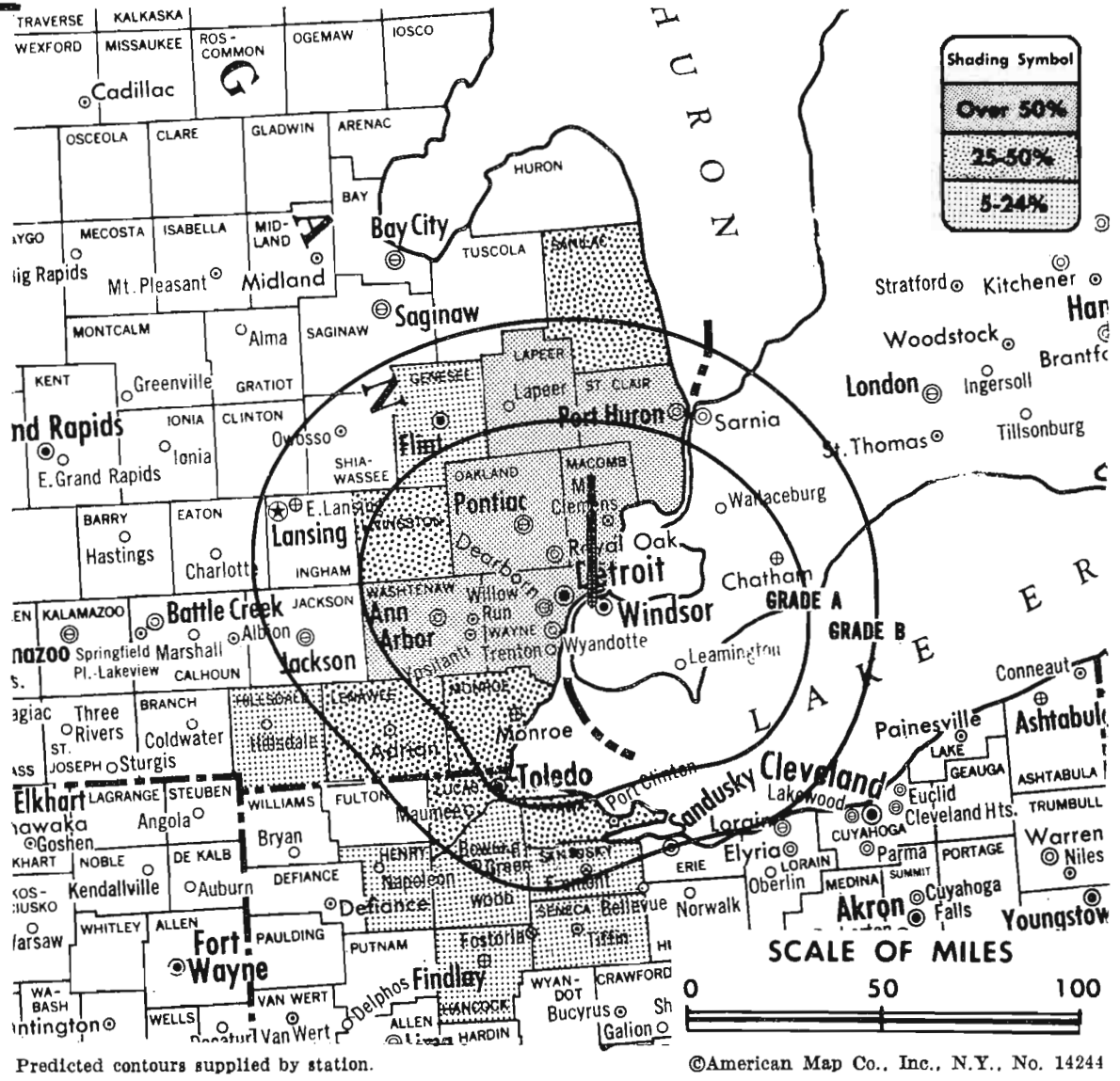
AM Affiliate: CKLW, 50-kw, 800 kc.

FM Affiliate: CKLW-FM, 50-kw, 93.9 mc (No. 230), 600-ft.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## CKLW-TV

Network Service: CBC.

Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Dr. W., Windsor, Ont.

Studio: 825 Riverside Drive W., Windsor.

Detroit & Business Office: 1450 Guardian Bldg., Detroit, Mich. (48226).

Telephones: 313-961-7200, Detroit; 519-254-2831, Windsor.

Telex No.: 023-5398.

Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

Began Operation: Sept 16, 1954.

Represented (sales) by RKO General Inc.

Represented (legal) by Rogers & Rowland, Toronto, Ont.

Personnel:

S. C. RITCHIE, president & general manager.  
GENE ROPER, program & production mgr., TV.  
EDWIN C. METCALFE, v.p., station manager.  
PAUL R. LITT, general sales manager.  
CLARK GRANT, director of advertising & promotion.  
RICHARD G. McCLOSKEY, sales manager.  
JIM VAN KUREN, news editor.  
STEWART CLARK, engineering director.

### DIGEST OF RATE CARD NO. 16—(U.S. RATES) (Sept. 10, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class A—4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 1-11 p.m., Sun.	\$1600.00	\$960.00	\$640.00	\$480.00	\$400.00	\$120.00

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>Over 50 %</b>	MICHIGAN			
	Lapeer	11,400	11,100	97
	Macomb	145,300	143,100	99
	Oakland	226,500	222,700	98
	St. Clair	32,800	31,700	97
	Washtenaw	53,900	50,700	94
Wayne	827,100	802,900	97	
<b>Between 25-50 %</b>	MICHIGAN			
	Lenawee	23,600	22,800	96
	Livingston	12,400	12,100	97
	Monroe	30,900	30,100	97
<b>Between 5-24 %</b>	OHIO			
	Lucas	146,600	142,500	97
	Ottawa	11,000	10,700	97
	MICHIGAN			
	Genesee	123,300	120,000	97
	Hillsdale	10,400	9,800	94
	Jackson	41,100	39,800	97
	OHIO			
Hancock	17,700	17,100	97	
Henry	7,600	7,400	97	
Sandusky	17,500	17,100	97	
Seneca	17,300	16,700	96	
Wood	21,600	21,000	97	
Station Totals		1,778,000	1,729,300	98
Net Weekly Circulation (March 1967)			1,045,500	
Average Daily Circulation (March 1967)			469,900	

(Station also received in Canadian markets)

# Michigan—Flint



**WJRT-TV**



Ch. 12

(Also serves Saginaw & Bay City)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"  
Longitude 84° 03' 35"

Transmitter: Chesaning, Mich.

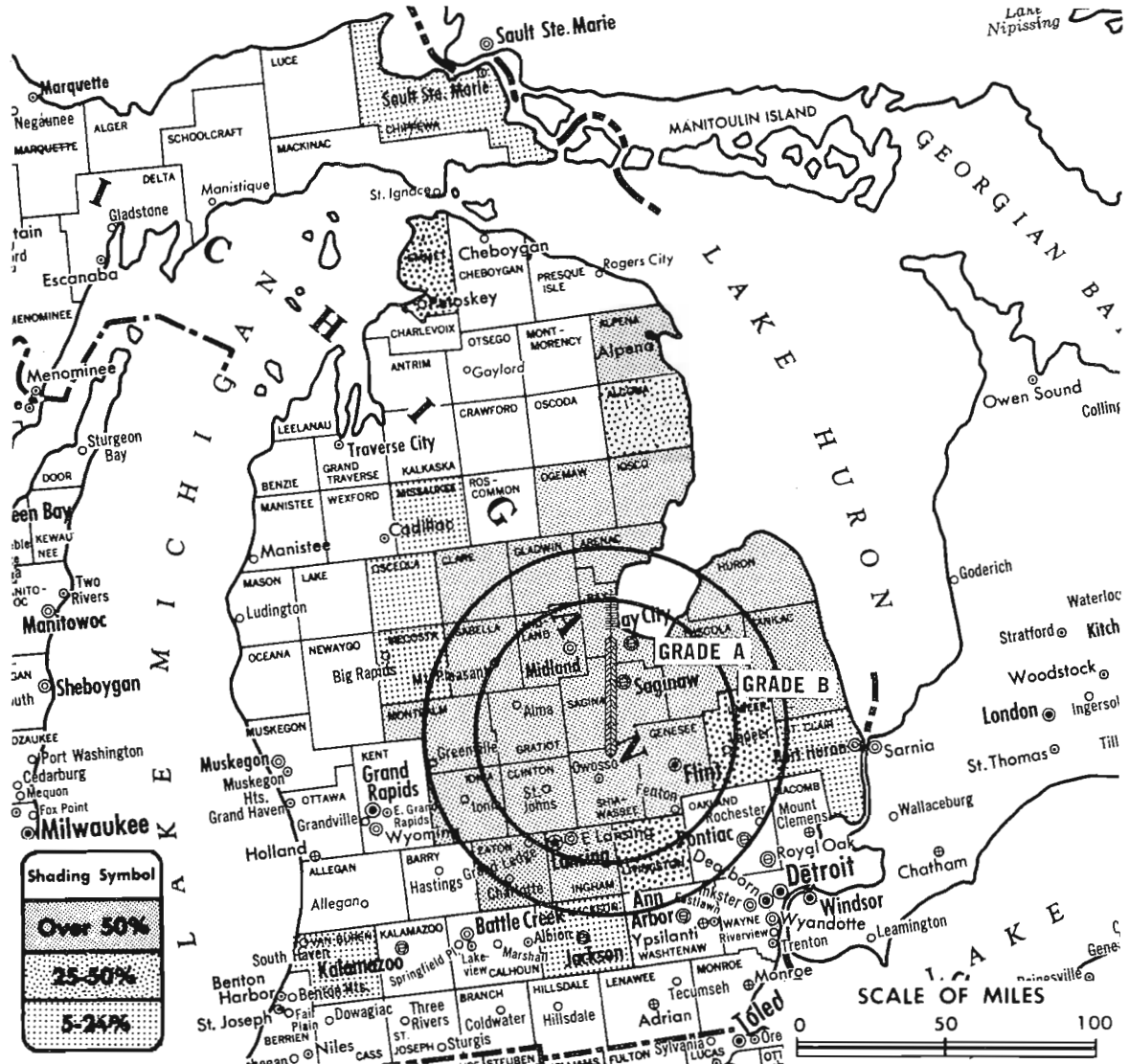
TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WJRT-TV Ref: FCC File No. BMPCT-2889 Granted 4/13/55

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

## WJRT-TV

Licensee: Poole Broadcasting Co., 2302 Lapeer Rd., Flint, Mich. (48503).

Studio: 2302 Lapeer Rd., Flint.

Telephone: 313-239-6611.

Ownership: John B. Poole & family, 82.7%; Albert J. Gillen, 5%; others. Poole interests also own WPRI-TV, Providence.

Began Operation: Oct. 12, 1958. Present owner acquired station as part of arrangement whereby Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Television Digest, Vol. 4:18-19, 31).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

JOHN B. POOLE, president.  
ALBERT J. GILLEN, executive vice president.  
DUANE R. HARM, general manager.  
ROBERT H. BATTERSBY, vice president & treasurer.  
ARTHUR BONE, chief engineer.  
PAUL M. HUGHES, general sales manager.  
SAM SOMORA, program manager.  
JOHN RENO, local sales manager.  
WILLIAM MacKENZIE, commercial production manager.

### DIGEST OF RATE CARD NO. 13

(May 22, 1967)

Hour 30 Min. 15 Min. 5 Min. 1 Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1250.00 \$750.00 \$408.00 \$308.00 \$400.00\* \$350.00\* \$175.00\*

\*Class AAA—7:30-11 p.m., Sun.-Fri.; 7:30-10:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$1250.

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>MICHIGAN</b>				
<b>Over 50%</b>	Alpena	8,800	7,900	90
	Arenac	3,000	2,800	95
	Bay	33,500	32,500	97
	Clare	3,500	3,300	94
	Clinton	11,000	10,700	97
	Eaton	15,500	15,000	97
	Genesee	123,300	120,000	97
	Gladwin	3,300	3,100	94
	Graziot	10,700	10,300	95
	Huron	9,200	8,700	94
	Ingham	67,500	65,000	96
	Ionia	11,800	11,500	97
	Iosco	5,700	5,500	97
	Isabella	9,400	8,900	95
	Midland	15,800	15,400	98
	Montcalm	11,300	10,900	96
Ogemaw	3,000	2,800	95	
Saginaw	58,300	56,600	97	
Sanilac	9,300	8,800	95	
Shiawassee	16,200	15,600	97	
Tuscola	12,300	11,800	96	
<b>MICHIGAN</b>				
<b>Between 25-50%</b>	Alcona	2,000	1,800	91
	Emmet	4,000	3,700	93
	Lapeer	11,400	11,100	97
	Livingston	12,400	12,100	97
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Chippewa	9,200	8,600	94
	Jackson	41,100	39,800	97
	Mecosta	5,700	5,400	95
	Missaukee	1,700	1,500	91
	Osceola	3,500	3,300	95
	St Clair	32,800	31,700	97
Van Buren	15,800	15,300	97	
Station Totals		610,400	587,800	96
Net Weekly Circulation (March 1967)				402,200
Average Daily Circulation (March 1967)				273,100

# Michigan—Grand Rapids



**WOOD-TV**



Ch. 8

(Also serves Kalamazoo, Mich.)

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"  
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S. of Middleville, Mich.

TV tape: Recording facilities.

AM & FM Affiliates: See below.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS

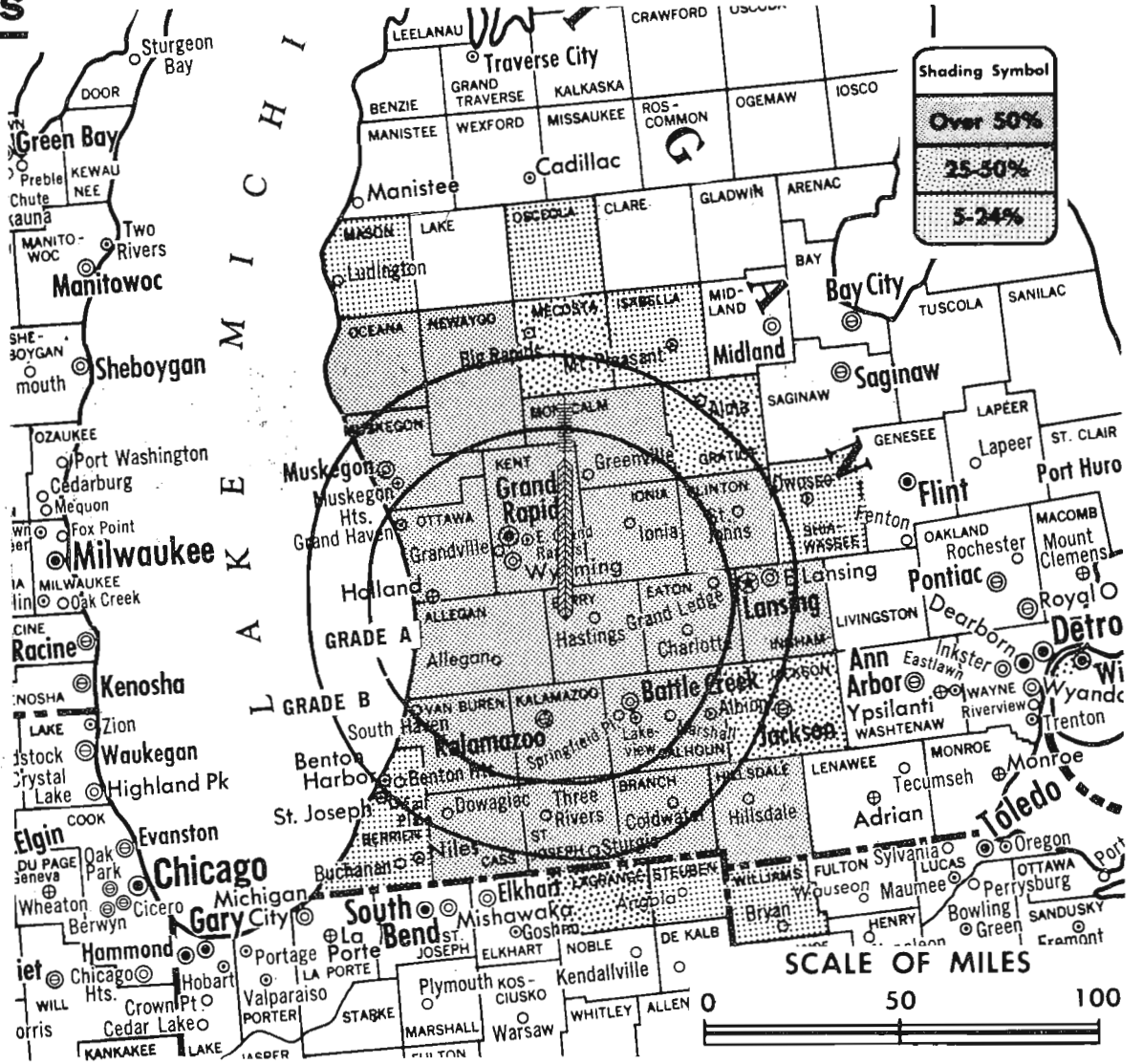
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WOOD-TV Ref: FCC File No. BPCT-917 Granted 7/31/53

©American Map Co., Inc., N.Y. No. 14211

Authorized: FCC File No. BPCT-2673 & BMPCT-5402 Granted 9/22/59 & 4/5/61

## WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids, Mich. (49502).

Studio: 120 College Ave. SE.

Telephone: 616-459-4125, Grand Rapids.

TWX No.: 810-273-6920.

AM Affiliate: WOOD, 5-kw, 1300 kc (NBC). FM Affiliate: WOOD-FM, 264-kw, 105.7 mc (No. 289), 820-ft. antenna height.

Ownership: Time-Life Broadcast Inc., subsidiary of Time Inc. For other interests, see Time Inc., under Group Ownership.

Began Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLARD SCHROEDER, vice president & general manager.

JOHN S. MARKWARD, station & sales manager.

ANDY AMYX, promotion manager.

PETER KIZER, program director.

ROBERT SMITH, asst. program director & film buyer.

MARV CHAUVIN, production director.

RICHARD TILLSTROM, public affairs director.

DAVID HOYLE, continuity director.

CHARLES ROBISON, chief engineer.

LEONARD BRIDGE, business manager.

### DIGEST OF RATE CARD NO. A19

(June 1, 1967)

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

Class AA—7:30-10:30 p.m., daily.

\$1100.00 \$660.00 \$420.00 \$345.00 \$325.00\* \$310.00\* \$160.00\*

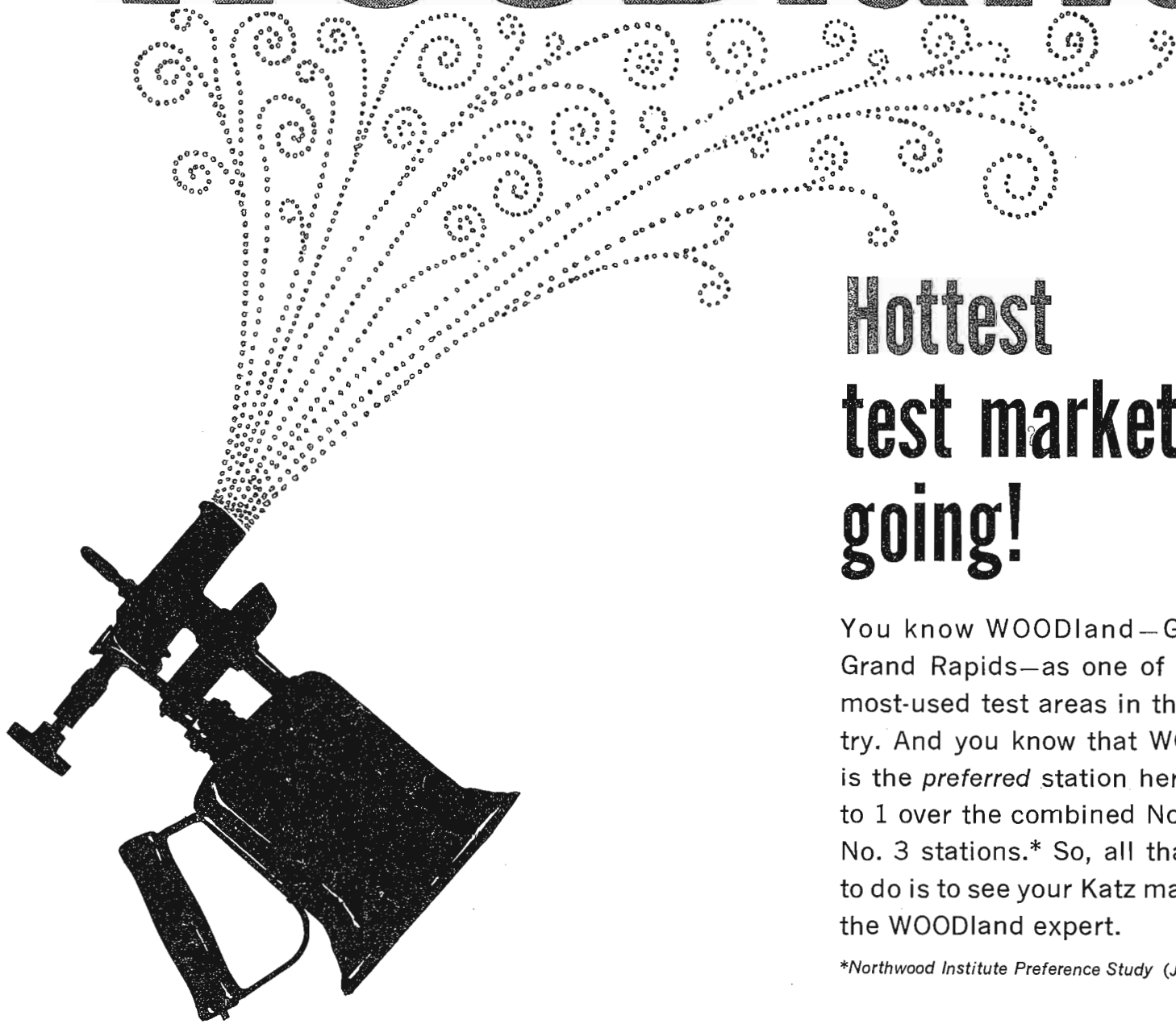
\*Class AA—7:31-10:31 p.m., daily.

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	MICHIGAN			
	Allegan	17,500	16,900	97
	Barry	10,200	9,800	97
	Branch	10,100	9,700	96
	Calhoun	44,800	43,500	97
	Cass	11,900	11,400	96
	Clinton	11,000	10,700	97
	Eaton	15,500	15,000	97
	Hillsdale	10,400	9,800	94
	Ingham	67,500	65,000	96
	Ionia	11,800	11,500	97
	Kalamazoo	54,500	52,600	96
	Kent	116,700	112,000	96
	Montcalm	11,300	10,900	96
	Muskegon	47,400	45,700	97
	Newaygo	7,400	7,000	95
Oceana	4,700	4,300	92	
Ottawa	30,700	29,600	96	
St Joseph	14,100	13,600	97	
Van Buren	15,800	15,300	97	
<b>Between 25-50 %</b>	INDIANA			
	La Grange	4,800	4,200	88
	MICHIGAN			
	Gratiot	10,700	10,300	95
Jackson	41,100	39,800	97	
Mecosta	5,700	5,400	95	
<b>Between 5-24 %</b>	INDIANA			
	Steuben	4,800	4,600	96
	MICHIGAN			
	Berrien	49,200	47,000	95
	Isabella	9,400	8,900	95
Mason	6,700	6,100	91	
Osceola	3,500	3,300	95	
Shiawassee	16,200	15,600	97	
OHIO				
Williams	9,500	9,000	95	
Station Totals		674,900	648,500	96
Net Weekly Circulation (March 1967)				450,500
Average Daily Circulation (March 1967)				321,400



# WOODland



## Hottest test market going!

You know WOODland—Greater Grand Rapids—as one of the ten most-used test areas in the country. And you know that WOOD-TV is the *preferred* station here, by 2 to 1 over the combined No. 2 and No. 3 stations.\* So, all that's left to do is to see your Katz man. He's the WOODland expert.

\*Northwood Institute Preference Study (June 1966)



**WOOD** **AM**  
**FM**  
**TV**

Grand Rapids, Michigan  
*The Showcase Stations of Western Michigan*

National Sales Representatives:  
The Katz Agency, Inc.

# Michigan—Grand Rapids



**WZZM-TV**



Ch. 13

(Also serves Muskegon and Kalamazoo)

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"  
Longitude 85° 54' 44"

Transmitter: 6-mi. SW of Grant, Mich.

FM Affiliate: WZZM-FM, 7.8-kw, 95.7 mc (No. 239), 175-ft. antenna height.

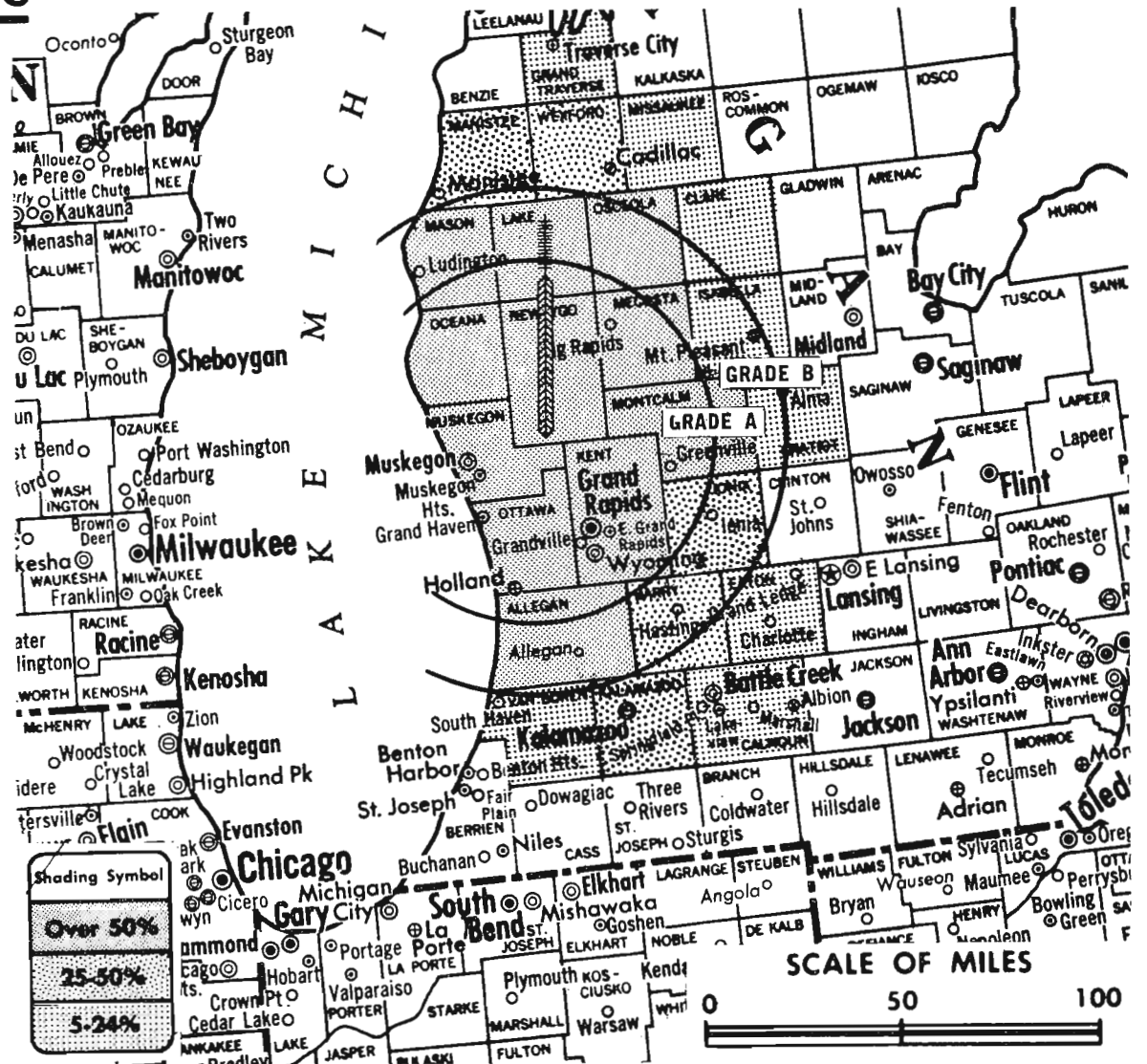
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WZZM-TV Ref: FCC File No. BPCT-I-4 Granted 7/25/62

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

## WZZM-TV

Licensee: West Michigan Telecasters Inc.

Studios: Pantlind Hotel, Grand Rapids (49502). Muskegon (auxiliary).

Telephone: 616-459-3533. TWX No.: 616-949-2260.

Ownership: Lewis V. Chamberlin Jr., pres., 3.7%; Paul A. Johnson, v.p., 3.7%; Richard F. Vander Veen, secy., 3.7%; Robert C. Pew, treas., 3.7%; William C. Dempsey, exec. v.p. & gen. mgr., 11.1%; 20 other stockholders with 3.7% each.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation with present owners Jan. 25, 1965.

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

- WILLIAM C. DEMPSEY, exec. v.p. & general manager.
- GEORGE LYONS, general sales manager.
- BILL CORDER, program manager & film buyer.
- DALE WOLTERS, chief engineer.
- GEORGE STAUDT, promotion & publicity manager.

DIGEST OF RATE CARD NO. 3A  
(Jan. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$360.00	\$300.00	\$220.00 \$110.00
NETWORK BASE HOURLY RATE: \$900.						

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>Over 50 %</b>	MICHIGAN			
	Allegan	17,500	16,900	97
	Kent	116,700	112,000	96
	Lake	1,800	1,600	91
	Mason	6,700	6,100	91
	Mecosta	5,700	5,400	95
	Montcalm	11,300	10,900	96
	Muskegon	47,400	45,700	97
	Newaygo	7,400	7,000	95
	Oceana	4,700	4,300	92
Osceola	3,500	3,300	95	
Ottawa	30,700	29,600	96	
<b>Between 25-50 %</b>	MICHIGAN			
	Barry	10,200	9,800	97
	Ionia	11,800	11,500	97
	Kalamazoo	54,500	52,600	96
	Manistee	5,700	5,400	95
Wexford	5,100	4,900	96	
<b>Between 5-24 %</b>	MICHIGAN			
	Calhoun	44,800	43,500	97
	Clare	3,500	3,300	94
	Eaton	15,500	15,000	97
	Grand Traverse	10,500	9,900	94
	Gratiot	10,700	10,300	95
	Isabella	9,400	8,900	95
	Missaukee	1,700	1,500	91
Van Buren	15,800	15,300	97	
Station Totals		452,600	434,700	96
Net Weekly Circulation (March 1967)				275,900
Average Daily Circulation (March 1967)				168,000

# Michigan—Kalamazoo



**WKZO-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, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"  
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

Studio: 590 W. Maple St.

TV tape: Recording facilities.

AM Affiliate: WKZO, 5-kw, 590 kc (CBS).

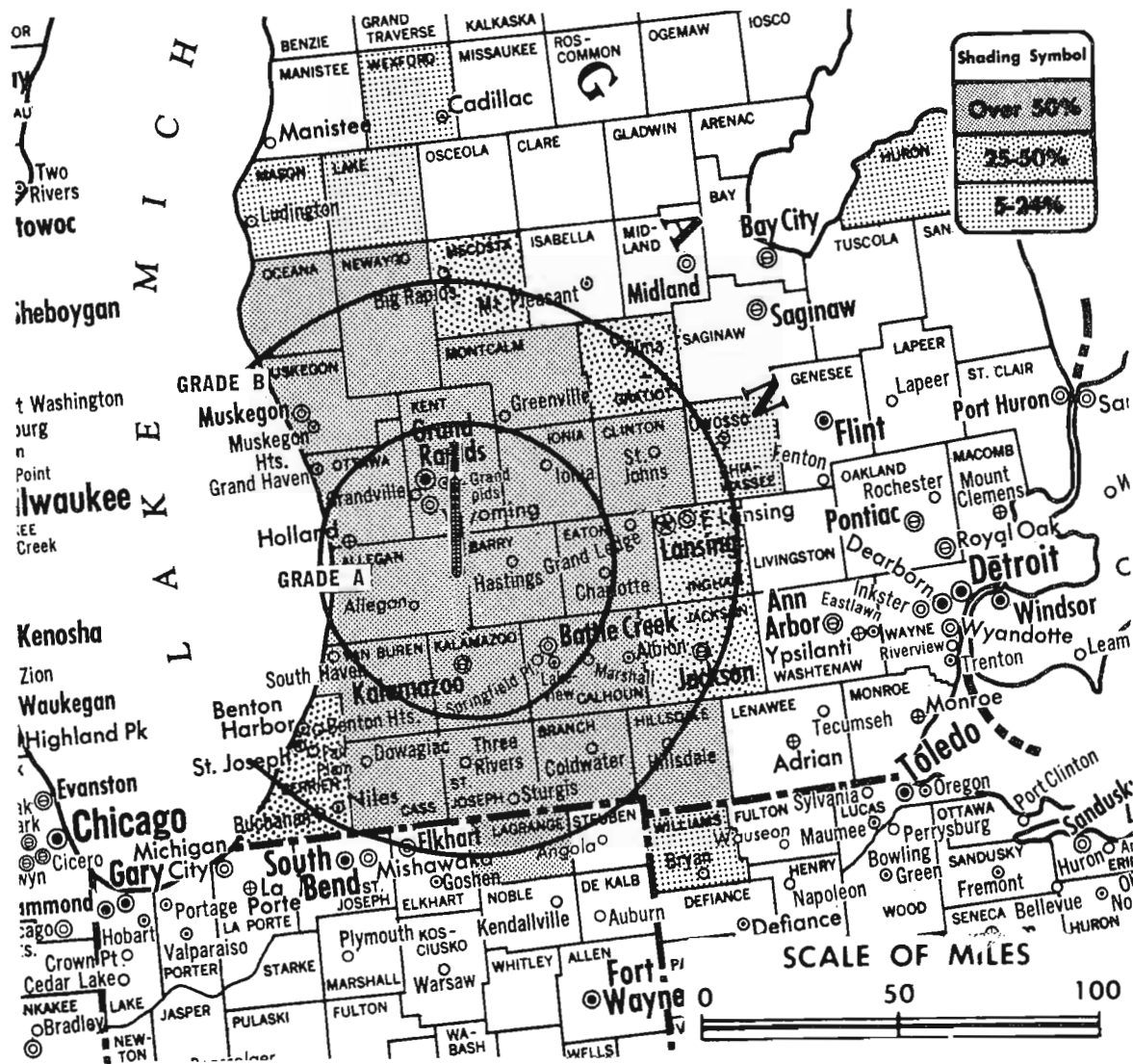
Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKZO-TV Ref: FCC File No. BPCT-2745 Granted 6/29/60

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## WKZO-TV

Licensee: Fetzer Broadcasting Co., 590 W. Maple St. (49001).

Telephone: 616-345-2101.

Ownership: John E. Fetzer, pres., 100%; Carl E. Lee, exec. v.p. Mr. Fetzer also operates KOLN-TV, Lincoln, Neb. and satellite KGIN-TV, Grand Island, Neb.; WWTW, Cadillac, Mich. and satellite WWUP-TV, Sault Ste. Marie, Mich.; radio stations WJEF & WJFM, Grand Rapids, Mich.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- CARL E. LEE, exec. v.p. & general manager.
- DONALD DeSMIT, TV administrative asst. & sales manager.
- GORDON S. ANDERSON, operations director.
- RON TONANDER, promotion director.
- FRED DOUGLAS, news director.
- CARL COLLIN, farm director.
- ARTHUR COVELL, chief engineer.

### DIGEST OF RATE CARD NO. 19 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$1300.00 \$800.00 \$600.00 \$600.00 \$675.00\* \$450.00\* \$225.00\*

\*Class AA—7:31-9:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

For Studio & Mobile Equipment  
of U.S. Television Stations  
See Services Volume

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
Over 50%	INDIANA			
	La Grange	4,800	4,200	88
	MICHIGAN			
	Allegan	17,500	16,900	97
	Barry	10,200	9,800	97
	Branch	10,100	9,700	96
	Calhoun	44,800	43,500	97
	Cass	11,900	11,400	96
	Eaton	15,500	15,000	97
	Ionia	11,800	11,500	97
	Kalamazoo	54,500	52,600	96
	Kent	116,700	112,000	96
	Montcalm	11,300	10,900	96
	Muskegon	47,400	45,700	97
Between 25-50%	Newaygo	7,400	7,000	95
	Oceana	4,700	4,300	92
	Ottawa	30,700	29,600	96
	St Joseph	14,100	13,600	97
	Van Buren	15,800	15,300	97
	MICHIGAN			
	Berrien	49,200	47,000	95
	Clinton	11,000	10,700	97
Between 5-24%	Gratiot	10,700	10,300	95
	Hillsdale	10,400	9,800	94
	Ingham	67,500	65,000	96
	Jackson	41,100	39,800	97
	Mecosta	5,700	5,400	95
	MICHIGAN			
Huron	9,200	8,700	94	
Lake	1,800	1,600	91	
Mason	6,700	6,100	91	
Shiawassee	16,200	15,600	97	
Wexford	5,100	4,900	96	
OHIO				
Williams	9,500	9,000	95	
Station Totals		673,300	646,900	96
Net Weekly Circulation (March 1967)				458,100
Average Daily Circulation (March 1967)				336,100

# Michigan—Lansing (Onondaga)



**WILX-TV**



Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 mc). Shares time with educational WMSB. Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 970-ft. above av. terrain, 983-ft. above ground, 1946-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

TV tape: Recording facilities.

AM Affiliate: WJCO, Jackson, 5-kw, 1510 kc.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS

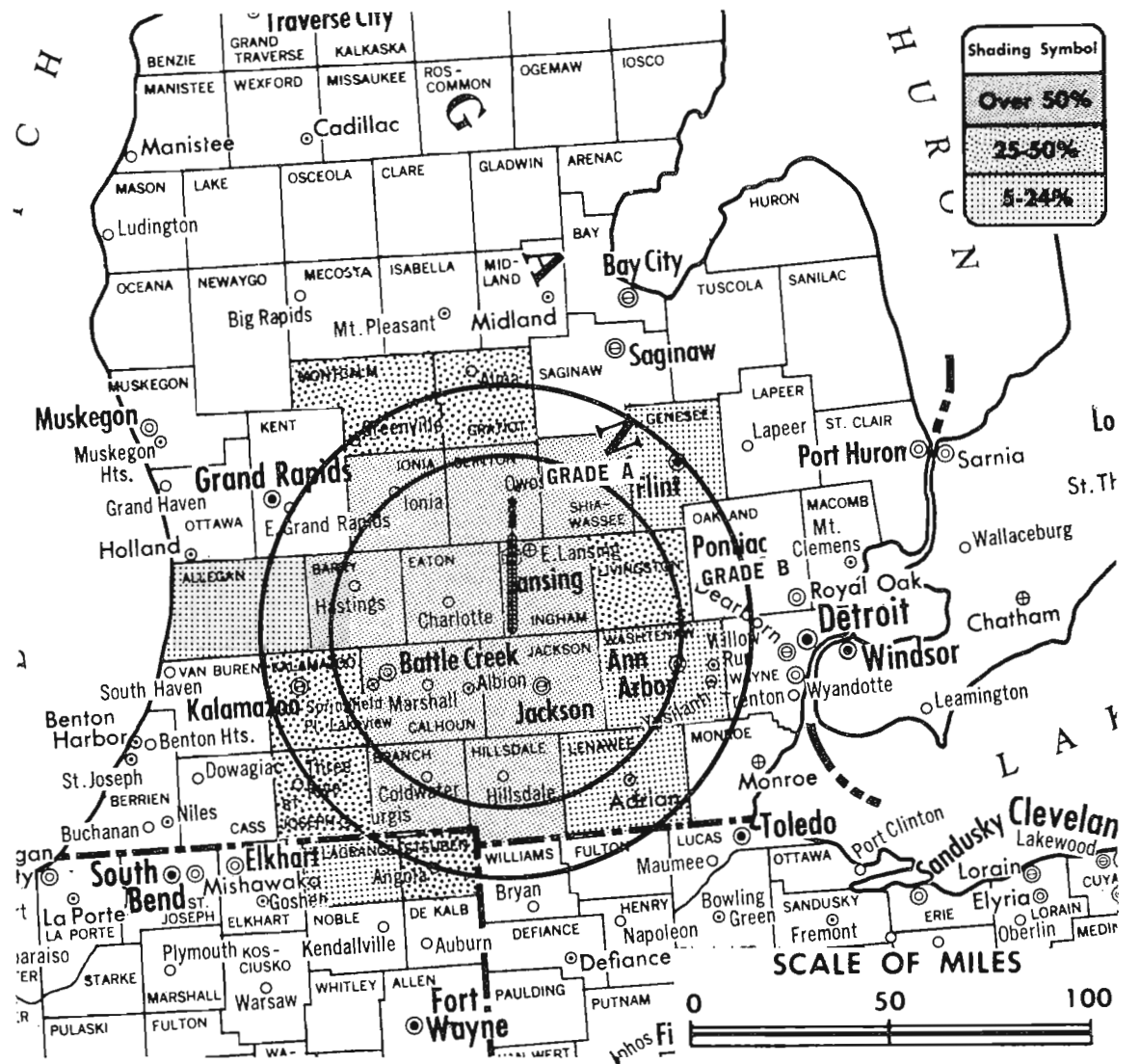
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WILX-TV Ref: FCC File No. BPCT-1870 Granted 9/3/58

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

## WILX-TV

Licensee: Television Corp. of Mich. Inc., Stoddard Bldg., Lansing, Mich. (48933).

Studios: Stoddard Bldg., Lansing; 1510 Springport Road, Jackson, Mich.

Telephones: 517-487-3729, Lansing, Mich.; 517-783-2621, Jackson, Mich.

Ownership: Edward E. Wilson, pres., 60%; Lansing Broadcasting Co. (radio WILS), 40%. Television Corp. of Mich. also owns radio WJCO, Jackson, Mich.

Began Operation: March 15, 1959.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Leo Resnick.

Represented (engineering) by John H. Mullaney & Assoc.

Personnel:

WILLIAM HART, general manager & film buyer.

ROY BROWN, national sales manager.

BILL AFFLECK, production supervisor.

ROBERT PINCUMBE, chief engineer.

### DIGEST OF RATE CARD NO. 10—(June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—7:31-10:31 p.m., Sun.-Fri.; 7:28-10:31 p.m., Sat.	\$880.00	\$530.00	\$350.00	\$220.00	\$165.00	\$82.50
NETWORK BASE HOURLY RATE:	\$700.					

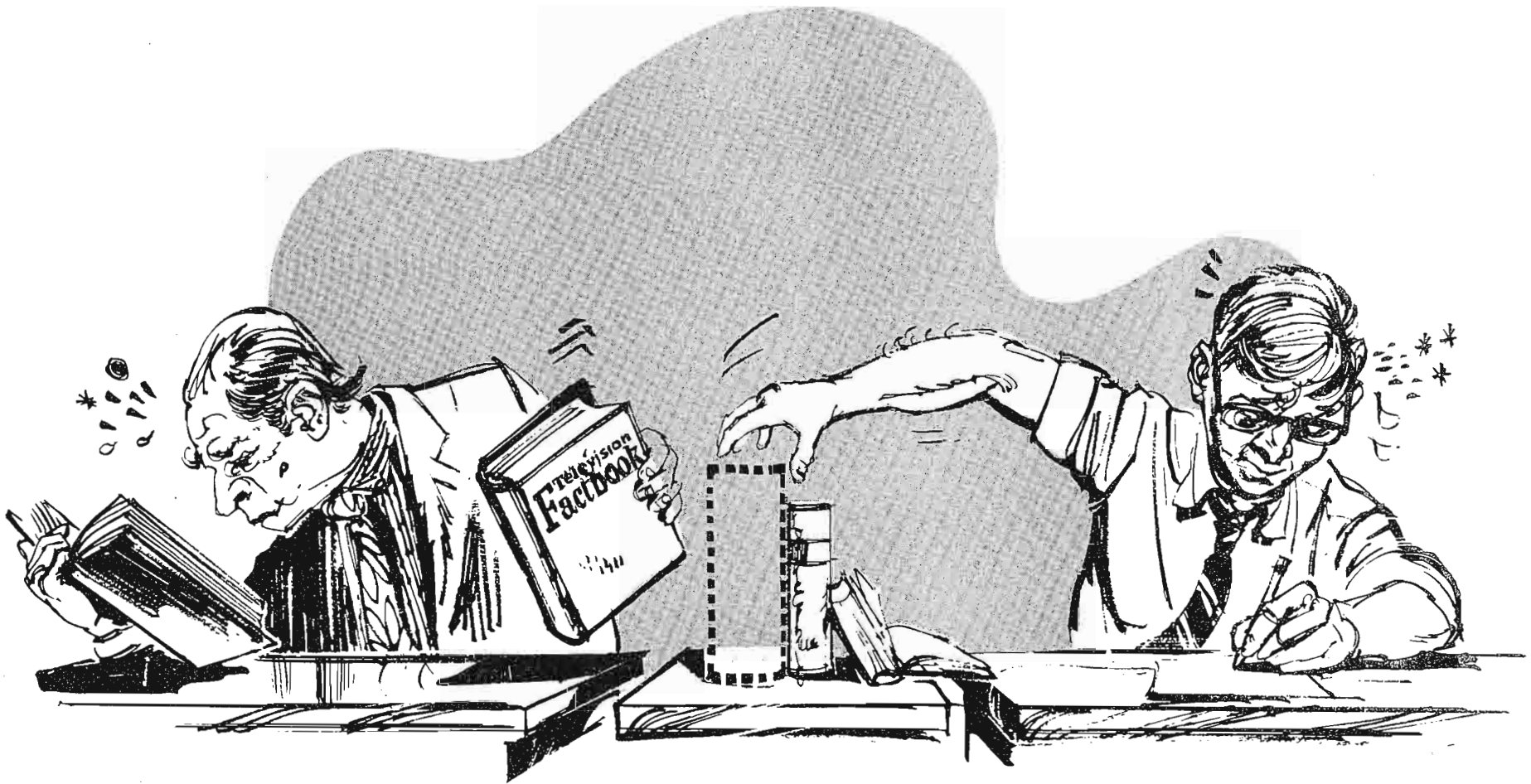
For Studio & Mobile Equipment

of U.S. Stations

See Services Volume

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%	
Over 50%	MICHIGAN				
	Branch	10,100	9,700	96	
	Calhoun	44,800	43,500	97	
	Clinton	11,000	10,700	97	
	Eaton	15,500	15,000	97	
	Hillsdale	10,400	9,800	94	
	Ingham	67,500	65,000	96	
	Jackson	41,100	39,800	97	
	Shiawassee	16,200	15,600	97	
	INDIANA	La Grange	4,800	4,200	88
Between 25-50%	MICHIGAN				
	Barry	10,200	9,800	97	
	Gratiot	10,700	10,300	95	
	Ionia	11,800	11,500	97	
	Kalamazoo	54,500	52,600	96	
	Lenawee	23,600	22,800	96	
	Livingston	12,400	12,100	97	
	Montcalm	11,300	10,900	96	
St. Joseph	14,100	13,600	97		
Between 5-24%	INDIANA	Steuben	4,800	4,600	96
	MICHIGAN				
	Allegan	17,500	16,900	97	
	Genesee	123,300	120,000	97	
	Isabella	9,400	8,900	95	
	Kent	116,700	112,000	96	
	Saginaw	58,300	56,600	97	
	Tuscola	12,300	11,800	96	
	Van Buren	15,800	15,300	97	
	Washtenaw	53,900	50,700	94	
OHIO					
Defiance	9,600	9,200	96		
Williams	9,500	9,000	95		
Station Totals		801,100	771,900	96	
Net Weekly Circulation (March 1967)				270,100	
Average Daily Circulation (March 1967)				153,300	





# "MUSICAL CHAIRS" is fun for kids...

## **MUSICAL FACTBOOKS IS A COSTLY WASTE OF TIME!!**

Every time one of your staff wants to refer to Television Factbook, and finds your *only* copy already in use, he has wasted his time—and you lose money.

Even if the house copy of the Factbook *is* available, each staffer must leave his desk to go to a centrally located volume. And, if he takes your *only* copy to his desk, and leaves it there—you can play another time-wasting game—FACTBOOK, FACTBOOK, WHO HAS TELEVISION FACTBOOK?

All levity aside, this situation would never pass an efficiency expert's examination. We submit that you will save time *and* tempers (and that means money) by simply ordering enough Factbooks to go around.

1-4 Television Factbooks	<b>\$25.00</b> each
5 or more Television Factbooks, ordered at one time .....	<b>\$22.50</b> each

**PLEASE USE HANDY POSTAGE-PAID ORDER CARD #1,  
BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME**

# Michigan—Lansing



**WJIM-TV**



Ch. 6

(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"  
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

TV tape: Recording facilities.

AM Affiliate: WJIM, 1000-kw, 1240 kc (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 mc (No. 248), 440-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS

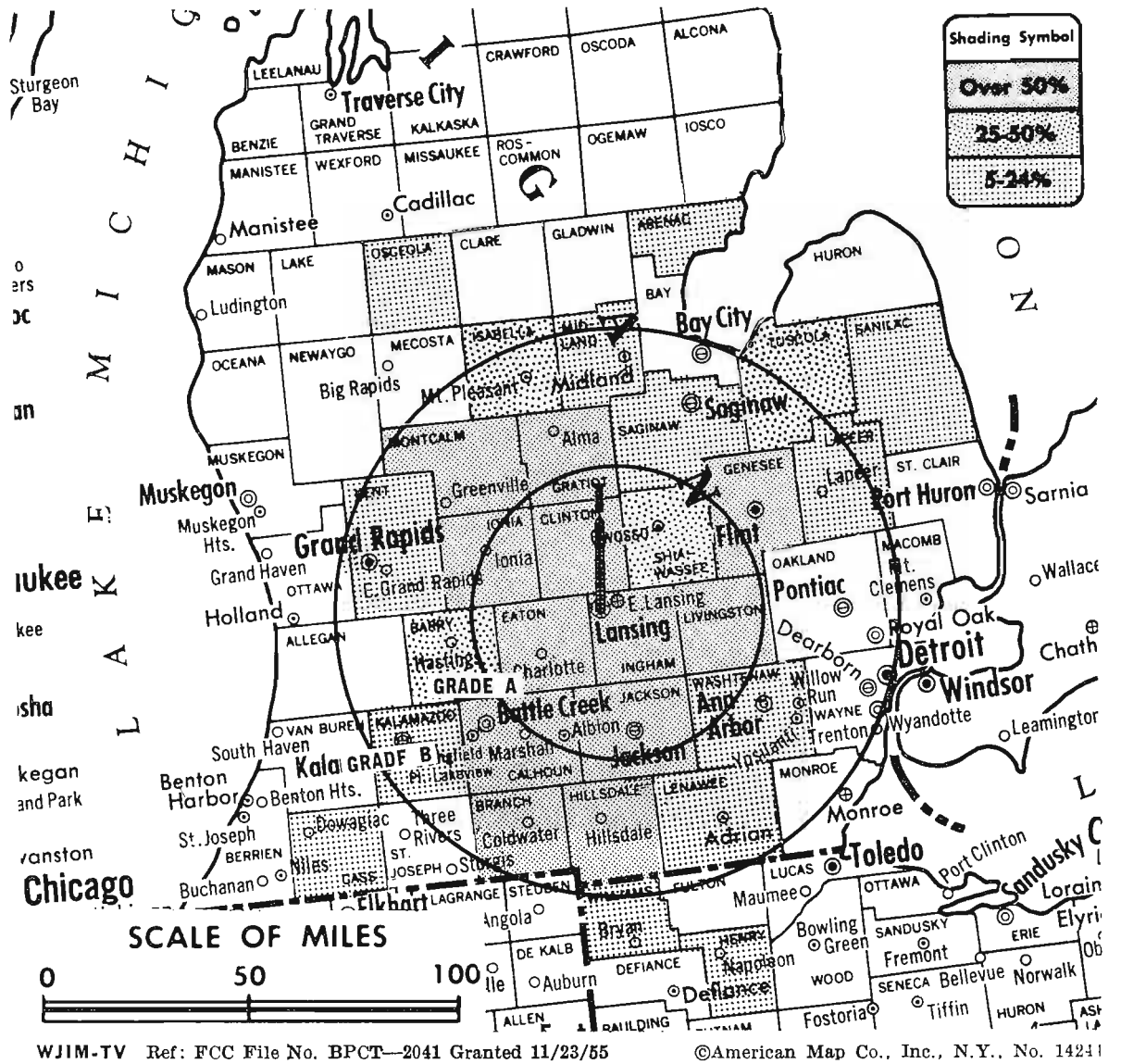
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WJIM-TV Ref: FCC File No. BPCT-2041 Granted 11/23/65

©American Map Co., Inc., N.Y., No. 14241

## WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48912).

Telephone: 517-372-1900. TWX No.: 810-251-0805.

Ownership: Harold F. Gross, pres.-treas., 38.85%; Charlotte Gross, secy., 10%; Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Began Operation: May 1, 1950.

Represented (sales) by Harrington, Righter & Parsons.

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

Personnel:

HAROLD F. GROSS, president.  
PHIL SHERCK, program director.  
CARL ONKEN, chief engineer.

### DIGEST OF RATE CARD NO. 11

(June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:31-10:59 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$230.00 \$115.00
NETWORK BASE HOURLY RATE: \$900.						

For Translator Stations

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	MICHIGAN				
		Branch	10,100	9,700	96
		Calhoun	44,800	43,500	97
		Clinton	11,000	10,700	97
		Eaton	15,500	15,000	97
		Genesee	123,300	120,000	97
		Gratiot	10,700	10,300	95
		Hillsdale	10,400	9,800	94
		Ingham	67,500	65,000	96
		Ionia	11,800	11,500	97
		Jackson	41,100	39,800	97
		Livingston	12,400	12,100	97
		Montcalm	11,300	10,900	96
	Shiawassee	16,200	15,600	97	
<b>Between 25-50 %</b>	MICHIGAN				
		Barry	10,200	9,800	97
		Tuscola	12,300	11,800	96
<b>Between 5-24 %</b>	MICHIGAN				
		Arenac	3,000	2,800	95
		Cass	11,900	11,400	96
		Kalamazoo	54,500	52,600	96
		Kent	116,700	112,000	96
		Lapeer	11,400	11,100	97
		Lenawee	23,600	22,800	96
		Midland	15,800	15,400	98
		Osceola	3,500	3,300	95
		Saginaw	58,300	56,600	97
		Sanilac	9,300	8,800	95
	Washtenaw	53,900	50,700	94	
	OHIO				
		Henry	7,600	7,400	97
	Williams	9,500	9,000	95	
Station Totals			797,000	768,300	96
Net Weekly Circulation (March 1967)					374,900
Average Daily Circulation (March 1967)					240,700

# Michigan—Marquette



**WLUC-TV**

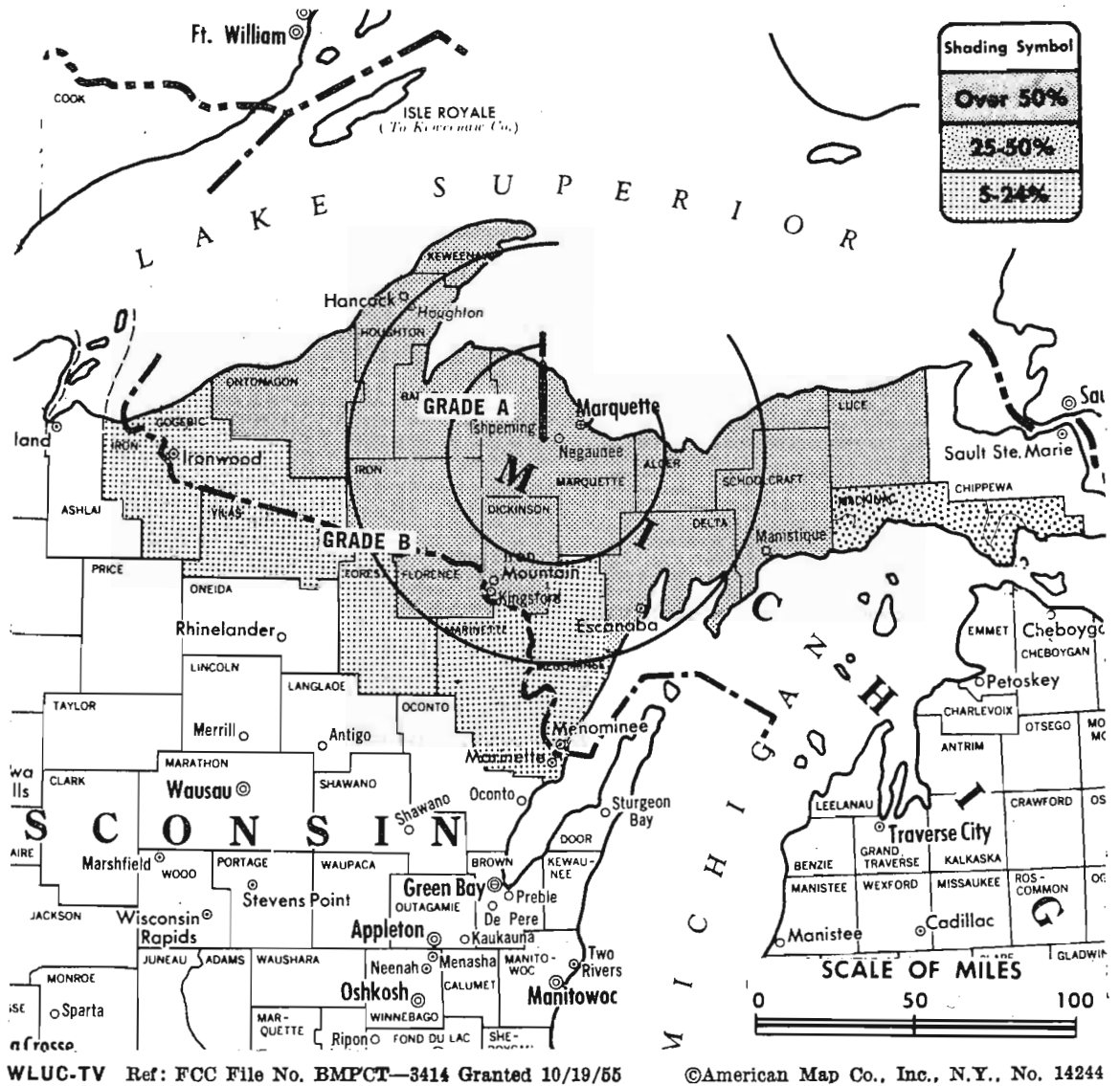
Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level.

Latitude 46° 26' 57"  
Longitude 87° 37' 49"

Transmitter: Cliffs Hill Tower Rd.  
Color: Network, film & slide.  
News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WLUC-TV

Licensee: WLUC Inc., P.O. Box 460, Marquette, Mich. (49855).

Studio: Highway U.S. 41 & County Airport Rd.

Telephone: 906-475-4161. TWX No.: 810-278-4880.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: March 23, 1956. Sale to present owner with WLUC-TV, Green Bay, Wis. by M & M Bcstg. Co. (WLUC-TV, Green Bay, Wis.) approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41, 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 by FCC (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

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

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

### Personnel:

ELROY E. STRAND, general mgr. & national sales manager.  
LOU W. CHAPPELL, operations manager & film buyer.  
JACK LaFOREST, program manager & traffic.  
ELMER EVERSON, local sales manager.  
JOHN TRUITT, chief engineer.  
DON RANTA, film director.  
ELMO REED, dir. of engineering, Post Corp.  
DAVID L. NELSON, v.p. & treas., mgr., Post Corp.

### DIGEST OF RATE CARD NO. 10 (Sept. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7-10:30 p.m., daily.  
\$495.00 \$275.00 \$185.00 \$125.00 \$150.00\* \$100.00\* \$75.00\*

\*Class AA—6:30-11 p.m., Mon.-Fri.; 6:30-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Alger	2,200	2,000	94
	Baraga	1,600	1,500	94
	Delta	9,700	9,100	94
	Dickinson	6,800	6,600	96
	Houghton	9,500	8,600	91
	Iron	4,800	4,500	95
	Keweenaw	600	600	94
	Luce	1,500	1,400	91
	Marquette	16,400	15,800	97
	Ontonagon	3,200	2,800	89
	Schoolcraft	2,300	2,100	91
	WISCONSIN			
Florence	800	700	94	
Between 25-50%	MICHIGAN			
	Mackinac	3,000	2,800	93
Between 5-24%	MICHIGAN			
	Gogebic	6,800	6,400	94
	Menominee	6,500	6,200	96
	WISCONSIN			
	Forest	1,600	1,400	90
	Iron	2,000	1,900	96
Marinette	9,500	9,300	97	
Vilas	2,900	2,700	93	
Station Totals		91,700	86,400	94
Net Weekly Circulation (March 1967)				59,100
Average Daily Circulation (March 1967)				50,600
(Station also received in Canadian markets)				

# Michigan—Muskegon

## WMKG

Ch. 54

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 20.4-kw visual, 4.07-kw aural. Antenna: 210-ft. above av. terrain, 248-ft. above ground, 857-ft. above sea level.

Latitude 43° 14' 08"  
Longitude 86° 15' 09"

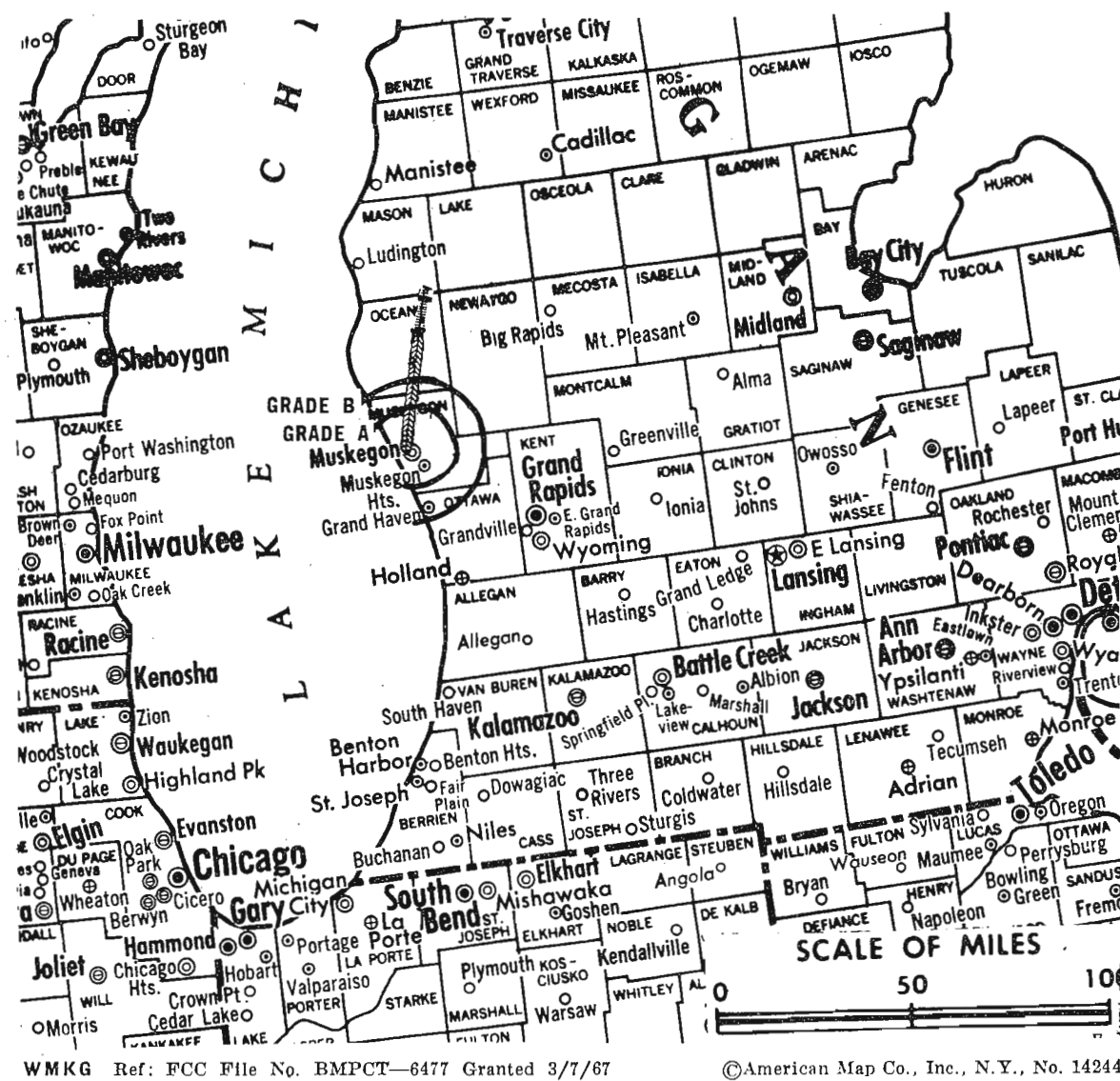
Transmitter: Occidental Hotel, 3rd & Western Ave.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

ARB Data: Not available since station was not in operation when the survey was made.



## WMKG

Network Service: None, independent.

Licensee: Muskegon Telecasting Co. Inc., 387 Western Ave., Muskegon.

Studio: Occidental Hotel.

Telephone: 616-726-4887.

Ownership: Kenneth Yonker, pres., 10%; A. E. Jackson, v.p., 20%; George D. Stribley, secy.-treas., 10%; Edna M. Johnson, 10%; John Halmond, 10%; Richard Hammer, 10%; Theodore Operhal, 10%; Emert R. Lange, 10%; W. B. Rude, 10%.

Began Operation: April 3, 1967.

Represented (legal) by Stribley & Rude, Muskegon.

Personnel:

A. E. JACKSON, v.p. & general manager & film buyer.  
RICHARD CARIS, program director.  
JACK MACIEJEWSKI, chief engineer.

### DIGEST OF RATE CARD NO. 3

(Dec. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—6:30-11 p.m., daily.	\$200.00	\$130.00	\$80.00	\$60.00	\$30.00	\$15.00	\$10.00



# Michigan—Saginaw



**WKNX-TV**



Ch. 25

(Also serves Bay City, Mich.)

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 450-ft. above av. terrain, 476-ft. above ground, 1078-ft. above sea level.

Latitude 43° 23' 32"  
Longitude 83° 55' 32"

Transmitter: Bridgeport Twp.

AM Affiliate: WKNX, 10-kw, 1210 kc.

TV tape: Recording facilities.

Color: Network only.

News Wire Service: AP.

News Film Service: CBS.

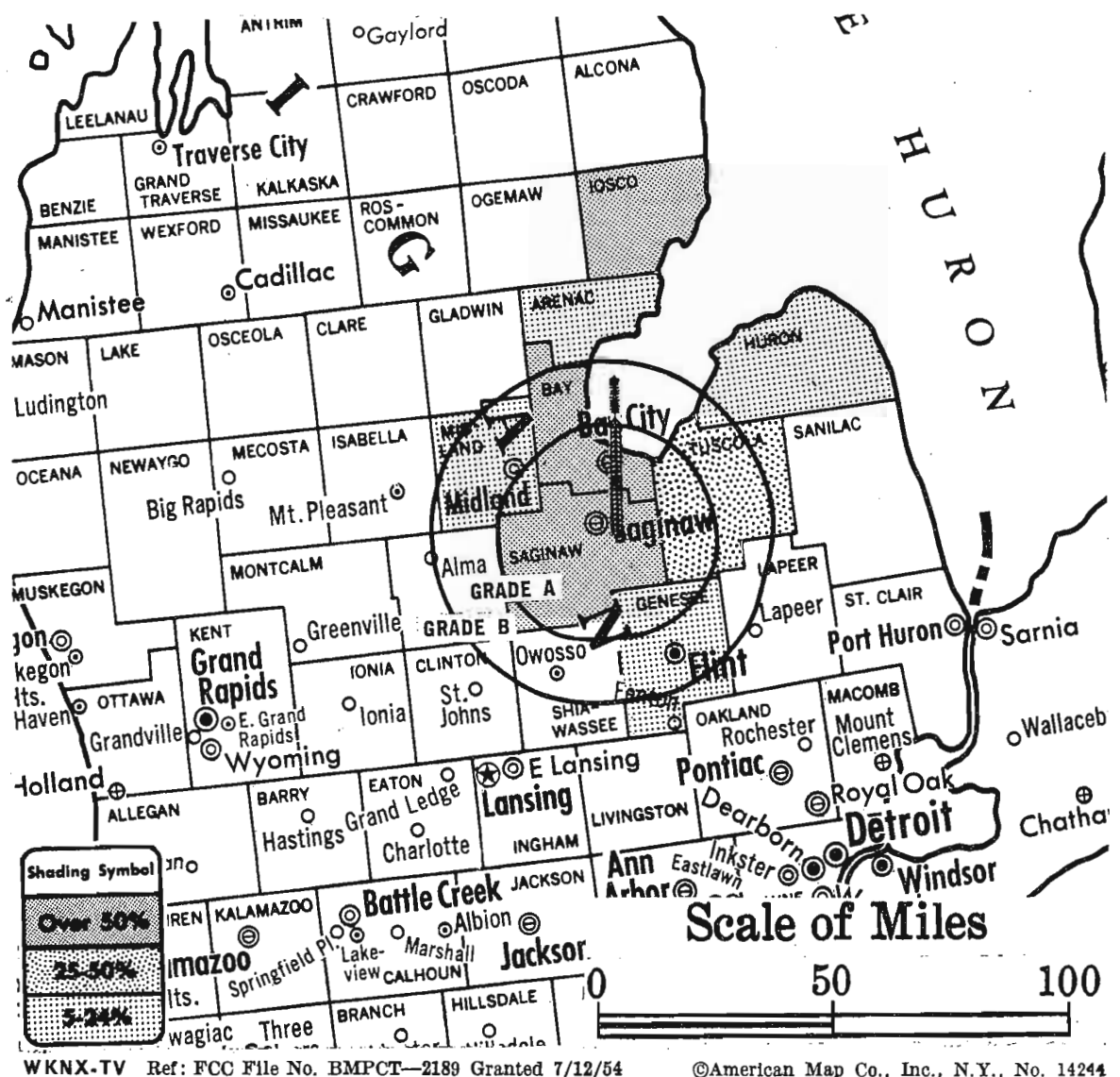
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WKNX-TV Ref: FCC File No. BMPCT-2189 Granted 7/12/54

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## WKNX-TV

Network Service: CBS.

Licensee: Lake Huron Bcstg. Corp., 5200 State St., Saginaw, Mich. (48603).

Studio: Television Center.

Telephone: 517-799-1000.

Ownership: William J. Edwards, pres., 33 1/3%; Alvin M. Bentley (ex-Congressman), v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%. Also holds CP for radio KENR, Houston, Tex.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

WILLIAM J. EDWARDS, president & general manager.

ALVIN M. BENTLEY, vice president.

HOWARD H. WOLFE, station manager.

ROBERT M. CHANDLER, vice president, sales.

ROGER BAERWOLF, program director & film buyer.

DONALD A. BEARDSLEE, director technical operations.

LEE PURVIS, business manager.

RICHARD THOMPSON, news director.

DIGEST OF RATE CARD NO. 5

(June 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:29-11:01 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN			
	Bay	33,500	32,500	97
	Iosco	5,700	5,500	97
	Saginaw	58,300	56,600	97
<b>Between 25-50%</b>	MICHIGAN			
	Midland	15,800	15,400	98
	Tuscola	12,300	11,800	96
<b>Between 5-24%</b>	MICHIGAN			
	Arenac	3,000	2,800	95
	Genesee	123,300	120,000	97
	Huron	9,200	8,700	94
Station Totals		261,100	253,300	97
Net Weekly Circulation (March 1967)				91,400
Average Daily Circulation (March 1967)				66,600

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# Michigan—Sault Ste. Marie



Ch. 10

[Satellite of WWTW, Cadillac, Mich.]

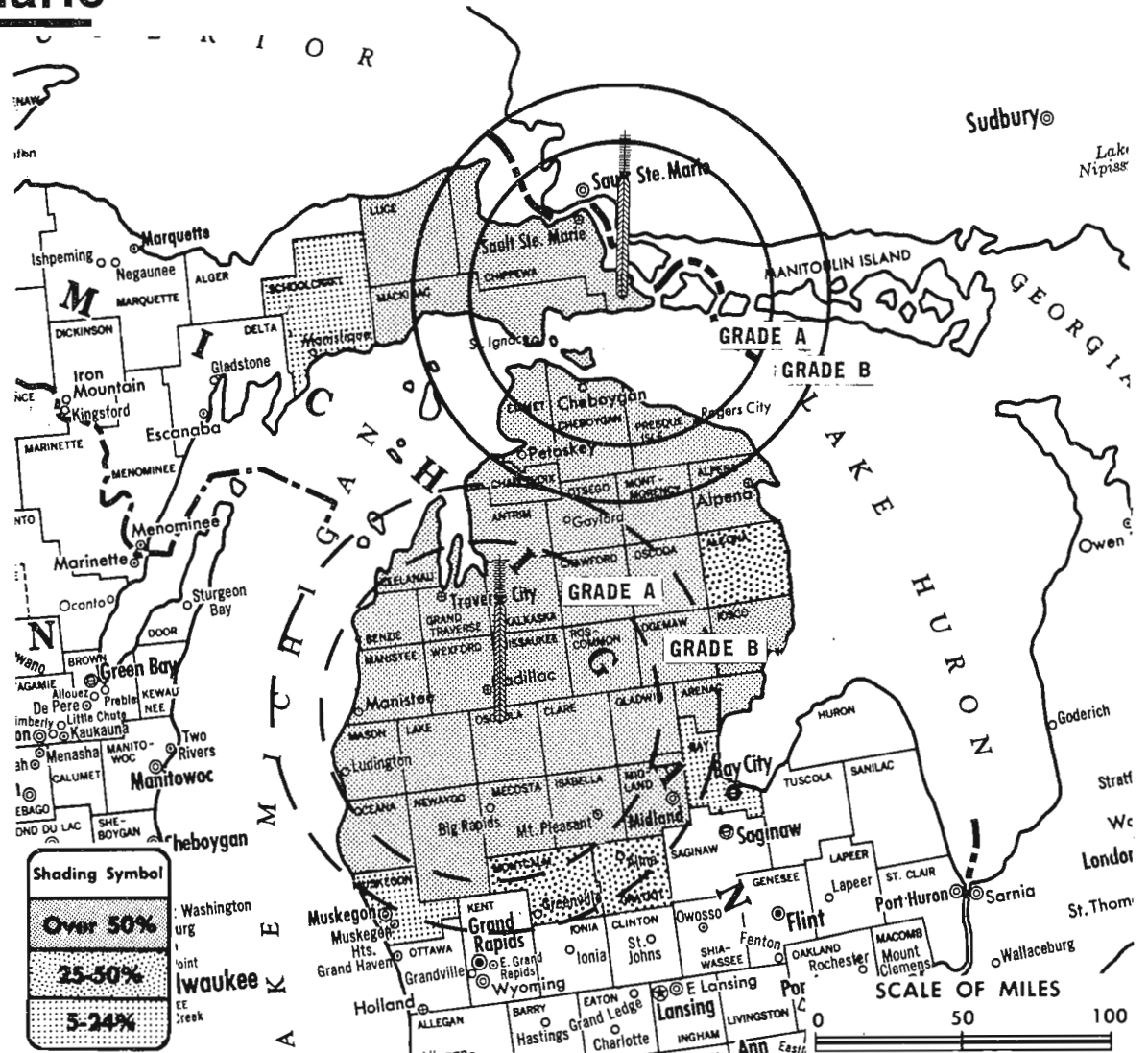
Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

Latitude 46° 03' 49"  
Longitude 84° 06' 08"

Transmitter: Goetzville.

Color: Network, film & slide.

News Wire Service: AP.



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

WWUP-TV Ref: FCC File No. BPCT-3565 Granted 7/19/65

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## WWUP-TV

Network Service: ABC & CBS, same as WWTW.

Licensee: Fetzer TV Inc., P.O. Box 627, Cadillac, Mich. (49601).

Ownership: Same as WWTW, Cadillac, Mich.

Began Operation: June 15, 1962.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

See WWTW, Cadillac.

Rates: Sold as one rate with WWTW, Cadillac.

NETWORK BASE HOURLY RATE: Bonus to WWTW, Cadillac.

ARB Data for this Station included with report of Parent WWTW, Cadillac, Mich. Above map shows coverage for both Parent & Satellite.

(Station also received in Canadian markets)

# Michigan—Traverse City



Ch. 7

(Also Serves Cadillac, Mich.)

[Affiliated with WTOM-TV, Cheboygan, Mich.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"  
Longitude 85° 42' 45"

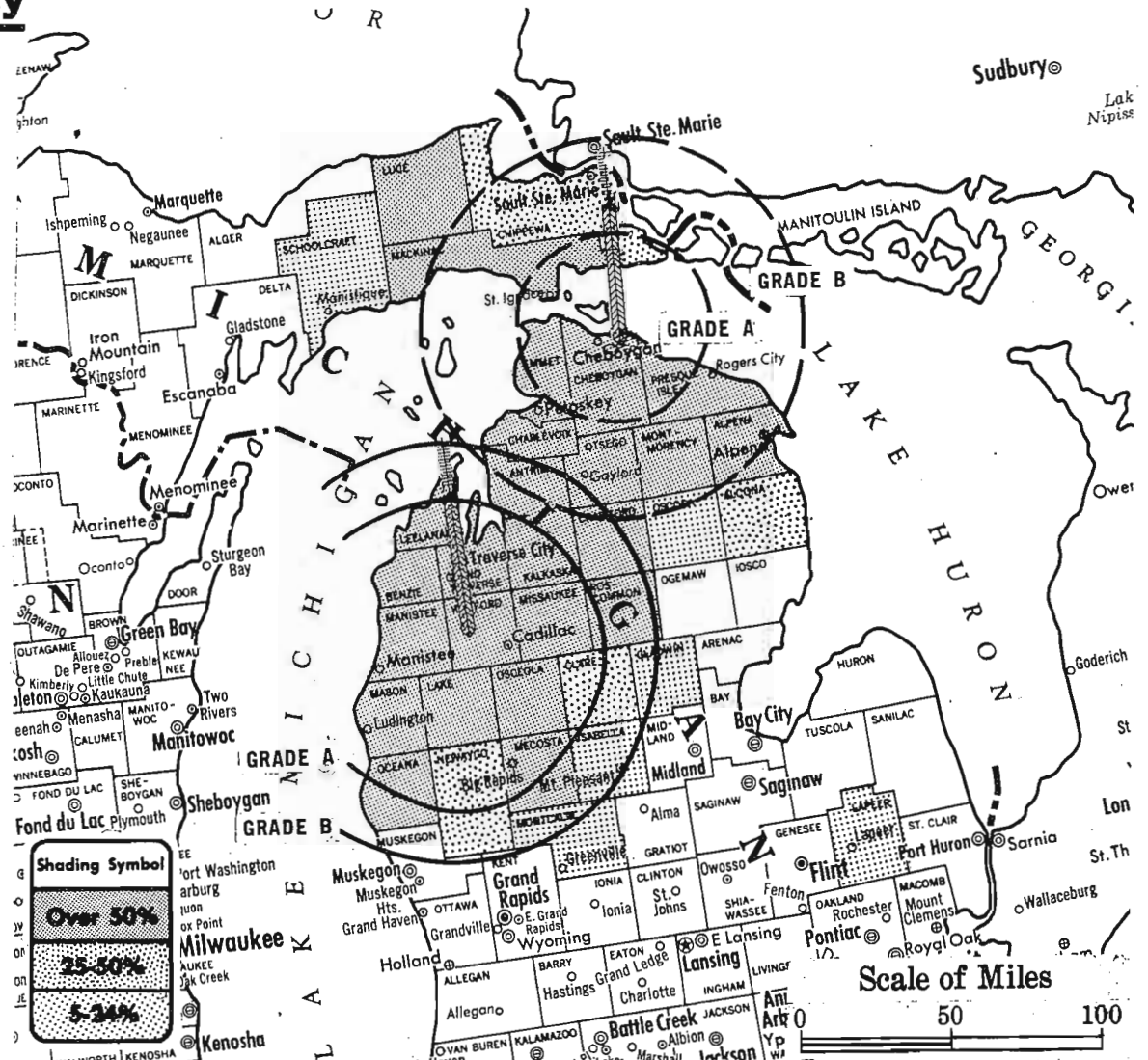
Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kc (NBC).

Color: Network only.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPBN-TV Ref: FCC File No. BPCT-3679 Granted 2/14/66  
WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

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## WPBN-TV

Network Service: ABC, NBC.

Licensee: Midwestern Bcstg. Co. (Paul Bunyan Television Network), Paul Bunyan Bldg., Traverse City, Mich. (49684).

Studio: 3-mi. W of center of Traverse City.

Telephone: 616-947-7675.

Ownership: Les Biederman, pres., 52.5%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; Fred Zierle, director, 16.25%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

- LES BIEDERMAN, president.
- HARRY R. LIPSON, general manager & film buyer.
- ROBERT L. DREHER, sales manager.
- BILL SECRIST, station manager.
- R. E. DETWILER, commercial manager.
- WM. H. KIKER, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 4 (May 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:31 p.m., daily.	\$350.00	\$260.00	\$137.00	\$103.00	\$80.00	\$64.00

Note: This is combination rate with WTOM-TV, Cheboygan.

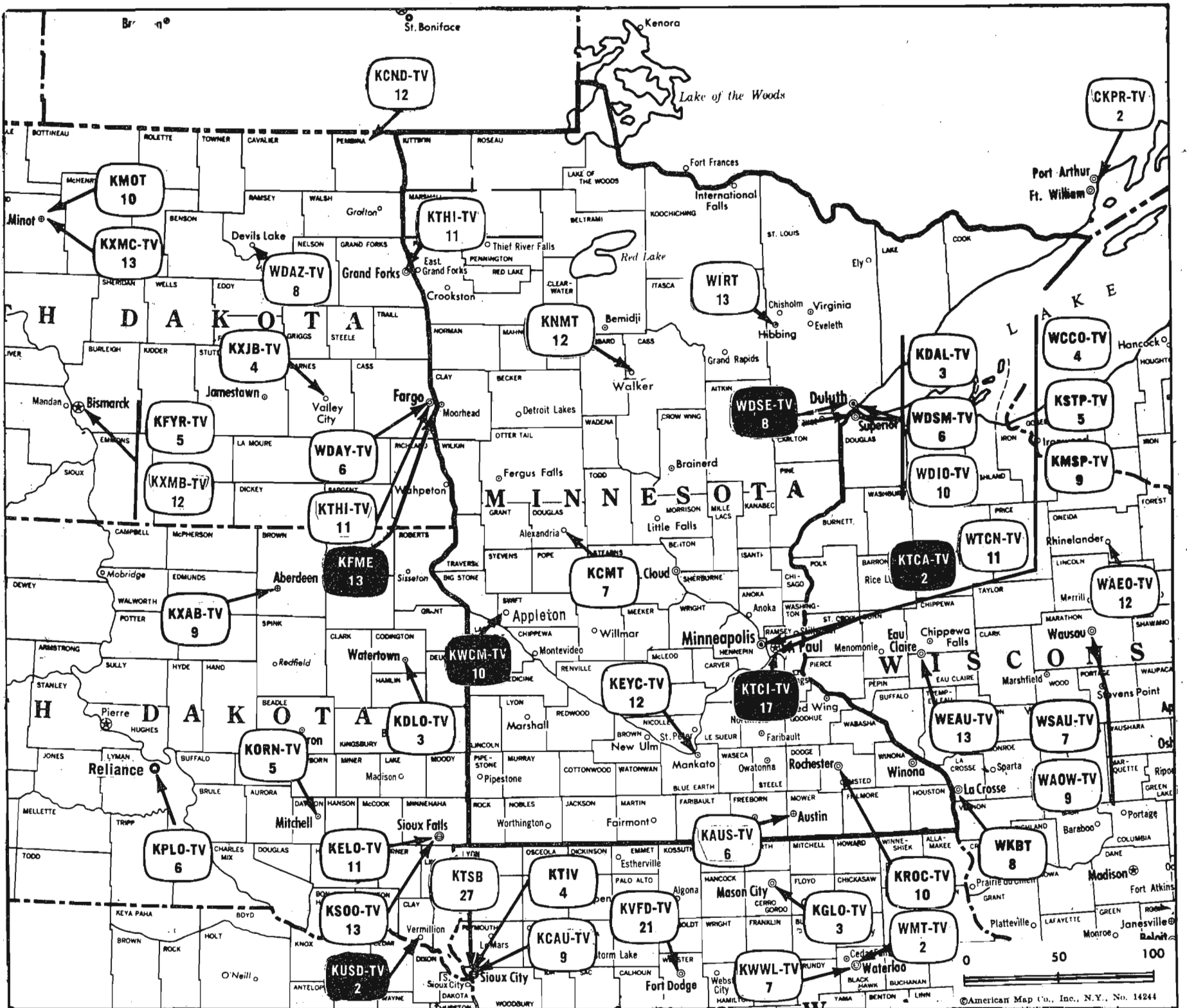
NETWORK BASE HOURLY RATE: \$300.

ARB Data for this Station includes Affiliated WTOM-TV, Cheboygan, Mich.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>MICHIGAN</b>				
		Alpena	8,800	7,900	90
		Antrim	2,700	2,500	94
		Benzie	1,900	1,800	93
		Charlevoix	3,600	3,400	95
		Cheboygan	4,100	3,700	91
		Crawford	1,500	1,300	92
		Emmet	4,000	3,700	93
		Grand Traverse	10,500	9,900	94
		Kalkaska	1,100	1,000	93
		Lake	1,800	1,600	91
		Leelanau	2,800	2,600	94
		Luce	1,500	1,400	91
		Mackinac	3,000	2,800	93
		Manistee	5,700	5,400	95
		Mason	6,700	6,100	91
		Mecosta	5,700	5,400	95
		Missaukee	1,700	1,500	91
		Montmorency	1,400	1,200	89
	Oceana	4,700	4,300	92	
	Osceola	3,500	3,300	95	
	Otsego	2,100	2,000	95	
	Presque Isle	3,400	3,000	88	
	Roscommon	2,400	2,400	97	
	Wexford	5,100	4,900	96	
<b>Between 25-50%</b>	<b>MICHIGAN</b>				
		Alcona	2,000	1,800	91
		Chippewa	9,200	8,600	94
		Clare	3,500	3,300	94
	Newaygo	7,400	7,000	95	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Ascoda	1,100	900	87
		Gladwin	3,300	3,100	94
		Isabella	9,400	8,900	95
		Lapeer	11,400	11,100	97
		Montcalm	11,300	10,900	96
	Schoolcraft	2,300	2,100	91	

Station Totals	150,600	140,800	93
Net Weekly Circulation (March 1967)			90,400
Average Daily Circulation (March 1967)			60,200
(Station also received in Canadian markets)			

# Minnesota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Minneapolis-St. Paul	680,100	17	881,500	38	834,400	38
Austin-Mason City-Rochester	164,700	106	415,300	101	391,300	97
Duluth-Superior	147,900	115	199,400	152	183,800	150
Alexandria	105,100	153	179,600	161	161,000	164
Mankato	87,800	161	172,500	170	159,300	167

### Minn. Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	13	0	13
Educational Television Stations	3	1	4

17



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**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).

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"



**WDSE-TV**

**Duluth-Superior, Wis.**

Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, 403 Bradley Bldg., Duluth, Minn. (55802).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"



**KTCI-TV**

**St. Paul**

Ch. 17

Non-Commercial Educational Station

Licensee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 42.7-kw max. & 30.9-kw horizontal visual, 7.76-kw max. & 5.62-kw horizontal aural. Antenna: 520-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude	44°	59'	54"
Longitude	93°	11'	17"



**KTCA-TV**

**St. Paul-Minneapolis**

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-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"

Requests change to 16.8-kw aural, 1336-ft. above av. terrain, 1372-ft. above ground, 2372-ft. above sea level.

**Minnesota**

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KGLO-TV**

Austin

(See Mason City, Ia.)



**KROC-TV**

Austin

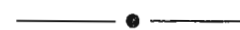
(See Rochester, Minn.)



**KGLO-TV**

Rochester

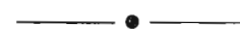
(See Mason City, Ia.)



**KMMT**

Rochester

(See Austin, Minn.)



**KSTP-TV**

Minneapolis

(See St. Paul, Minn.)

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Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151

# Minnesota—Alexandria



**KCMT**

Ch. 7

[Affiliated with KNMT, Walker, Minn.]

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"  
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

Color: Network, film, slide & tape.

News Wire Service: AP.

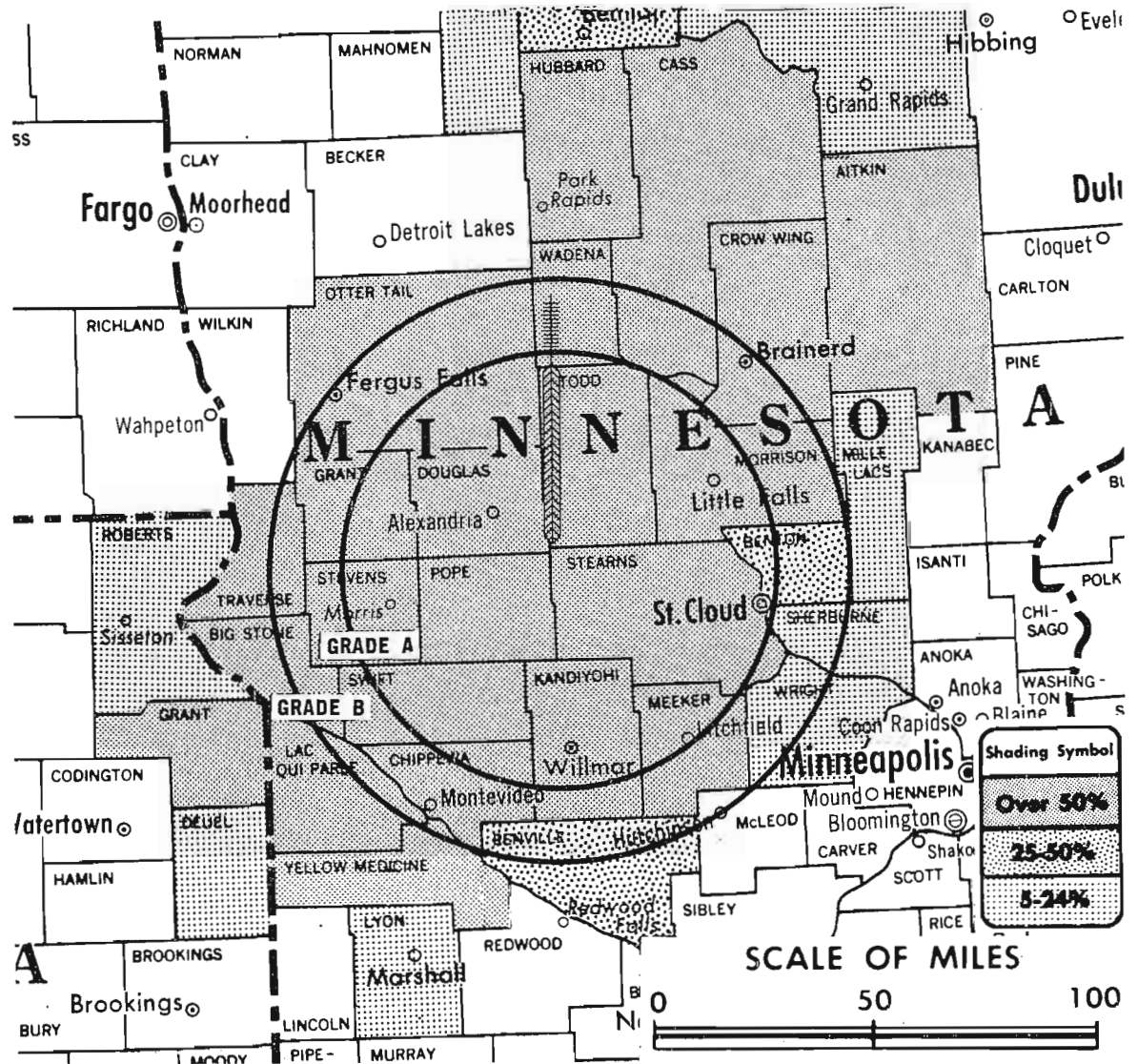
Facsimile Service: AP.

Studio: 8th & Hawthorne.

Telephone: 612-763-5166.

ARB Data: Includes KNMT.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCMT Ref: FCC File No. BPCT-2398 Granted 12/5/57

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## KCMT

Licensee: Central Minnesota Television Co., Box 612, Alexandria, Minn. (56308).

Ownership: Joseph O. Perino, pres., 6.5%; Thomas K. Barnes, v.p., 35%; Julius Hetland, v.p., 20.2%; Glenn W. Flint, v.p., 6.5%; John J. McCarten, secy.-treas., 6.5%; Lee H. Johnson, director, 4.7%; Kenneth C. Bechtel, director, 6.5%. Hetland is technical director, WDAY-TV. Central Minnesota Television also owns KNMT (TV), Walker, Minn., radio KVOX, Moorhead, Minn.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Robert A. Marmet.

Personnel:

GLENN FLINT, vice president & general manager.  
KENNETH BECHTEL, station manager.  
JAMES SYRDAL, sales manager.  
JON HAAVEN, news director.  
CARL IVERSON, chief engineer.

### DIGEST OF RATE CARD NO. 6\*—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$140.00	\$70.00

\*Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.  
NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA			
	Beltrami	5,800	4,600	79
	Benton	4,700	4,400	94
	Big Stone	2,300	2,200	93
	Cass	4,100	3,200	80
	Chippewa	4,600	4,200	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA—(Continued)			
	Crow Wing	9,800	8,800	90
	Douglas	6,000	5,500	91
	Grant	2,300	2,200	95
	Hubbard	2,800	2,200	79
	Kandiyohi	8,500	7,600	90
	Lac Qui Parle	3,400	3,100	91
	Meeker	5,200	4,800	92
	Morrison	6,800	6,000	89
	Otter Tail	13,200	11,800	90
	Pope	3,200	2,800	88
	Stearns	21,500	19,900	93
	Stevens	3,000	2,800	92
	Swift	3,800	3,500	91
	Todd	5,700	5,000	87
	Traverse	1,900	1,700	93
	Wadena	3,200	2,700	83
	Yellow Medicine	4,100	3,400	83
	SOUTH DAKOTA			
	Grant	2,800	2,600	91
<b>Between 25-50%</b>	MINNESOTA			
	Aitkin	3,100	2,900	92
	Itasca	11,300	10,300	91
	Lincoln	2,800	2,600	91
Renville	6,100	5,500	90	
<b>Between 5-24%</b>	IOWA			
	Calhoun	4,800	4,600	94
	MINNESOTA			
	Becker	6,200	5,600	90
	Clearwater	2,100	1,700	81
	Lyon	6,300	5,600	90
	Mille Lacs	3,800	3,500	92
	Sherburne	3,500	3,200	94
	Wilkin	2,800	2,700	95
	SOUTH DAKOTA			
Deuel	1,700	1,600	92	
Roberts	3,200	2,900	90	
Station Totals		184,700	166,100	90
Net Weekly Circulation (March 1967)				105,100
Average Daily Circulation (March 1967)				84,500

# Minnesota—Austin



**KAUS-TV**



(formerly KMMT)

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 61.7-kw visual, 6.17-kw aural. Antenna: 1030-ft. above av. terrain, 996-ft. above ground, 2286-ft. above sea level.

Latitude 43° 37' 42"  
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, Minn.

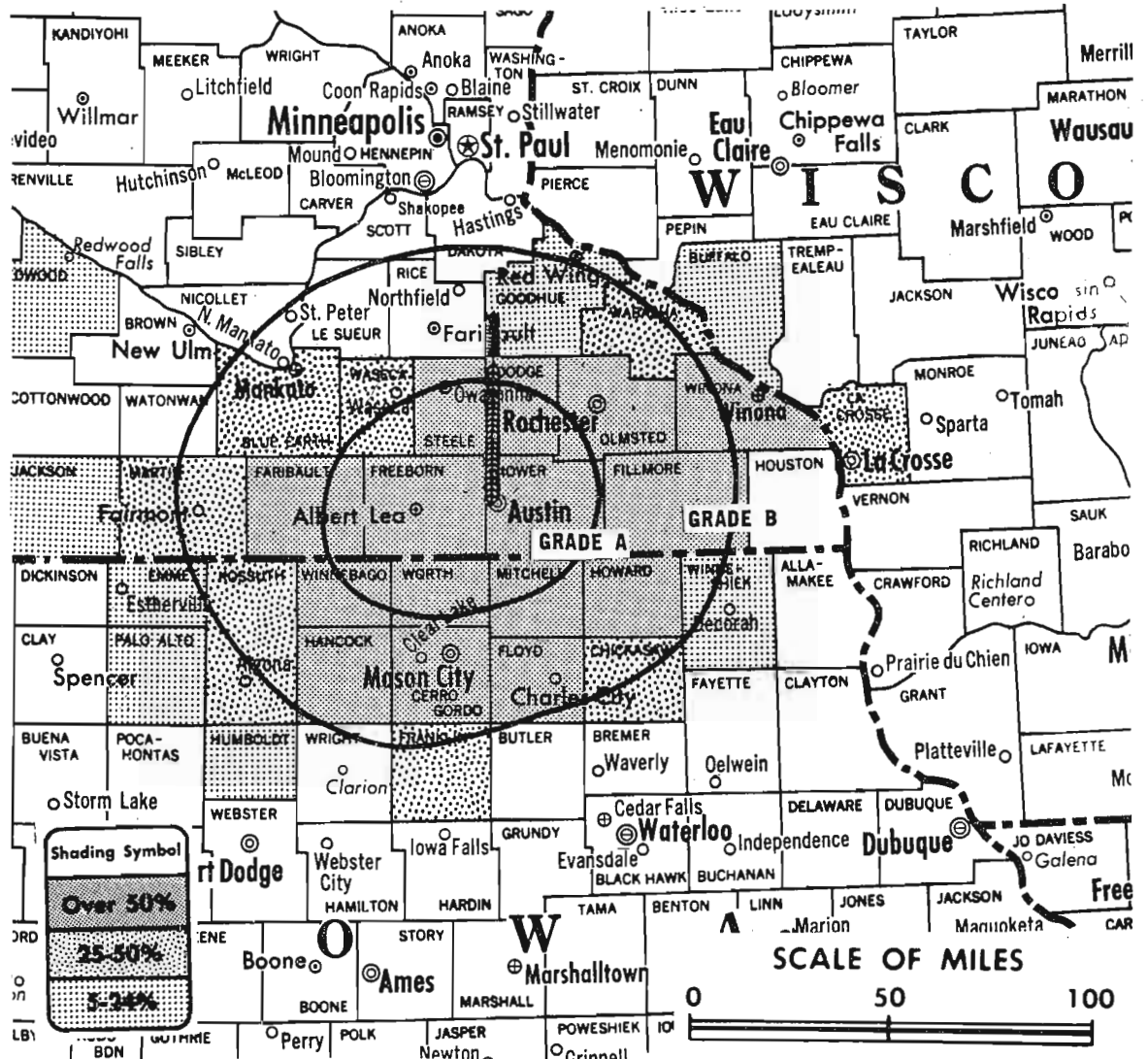
Color: Network.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KAUS, 1-kw, 1480 kc (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KAUS-TV Ref: FCC File No. BPCT-3911 Granted 6/28/67

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## KAUS-TV

Licensee: Minnesota-Iowa Television Co., Highway 105 S., Austin, Minn. (55912).

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Telephone: 507-433-8836.

Ownership: Same as KWVL-TV, Waterloo, Ia.

Began Operation: July 27, 1953. Sale to present owners by Chester A. Weseman and associates approved Oct. 29, 1958 by FCC (Television Digest, Vol. 13:6).

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Associates (Minneapolis).

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

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

ROBERT BUCKMASTER, president.  
RICHARD V. TABER, vice president & general manager.  
TOM SCHISSEL, sales manager.  
STAN STYDNICKI, v.p. & operations director.  
JOHN O'ROURKE, news & sports director.  
TONY MULDER, chief engineer.

### DIGEST OF RATE CARD NO. 13 (Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6:59-10 p.m., daily.	\$350.00	\$210.00	\$100.00	\$105.00	\$94.00	\$77.00	\$39.00
NETWORK BASE HOURLY RATE: \$300.							

For Minnesota Translators  
See Directory in  
Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Cerro Gordo	16,300	15,500	96
	Floyd	6,200	5,900	94
	Hancock	4,000	3,800	94
	Howard	4,000	3,600	89
	Mitchell	4,000	3,800	95
	Winnebago	3,900	3,600	95
	Worth	2,700	2,600	95
	MINNESOTA			
	Dodge	3,700	3,400	92
<b>Between 25-50%</b>	Faribault	6,800	6,300	94
	Fillmore	6,700	6,300	94
	Freeborn	11,500	10,900	95
	Mower	14,600	13,900	96
	Olmsted	21,200	20,200	95
	Steele	7,900	7,500	95
	IOWA			
	Chickasaw	4,200	3,900	94
	Franklin	4,400	4,200	96
	Kossuth	6,900	6,600	96
MINNESOTA				
Blue Earth	13,400	12,400	93	
Martin	8,300	7,700	93	
Wabasha	4,800	4,500	94	
Waseca	4,900	4,700	94	
Winona	11,700	10,800	92	
WISCONSIN				
La Crosse	21,800	21,100	97	
<b>Between 5-24%</b>	IOWA			
	Emmet	4,300	3,800	88
	Humboldt	3,900	3,600	93
	Palo Alto	3,600	3,300	90
	Winneshek	5,700	5,200	92
	MINNESOTA			
	Goodhue	9,900	9,400	94
	Jackson	4,100	3,700	91
	Redwood	6,000	5,300	87
	WISCONSIN			
Buffalo	3,800	3,600	94	
Station Totals		235,200	221,100	94
Net Weekly Circulation (March 1967)				116,700
Average Daily Circulation (March 1967)				62,100

# Minnesota—Duluth-Superior, Wis.



**KDAL-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 07"  
Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

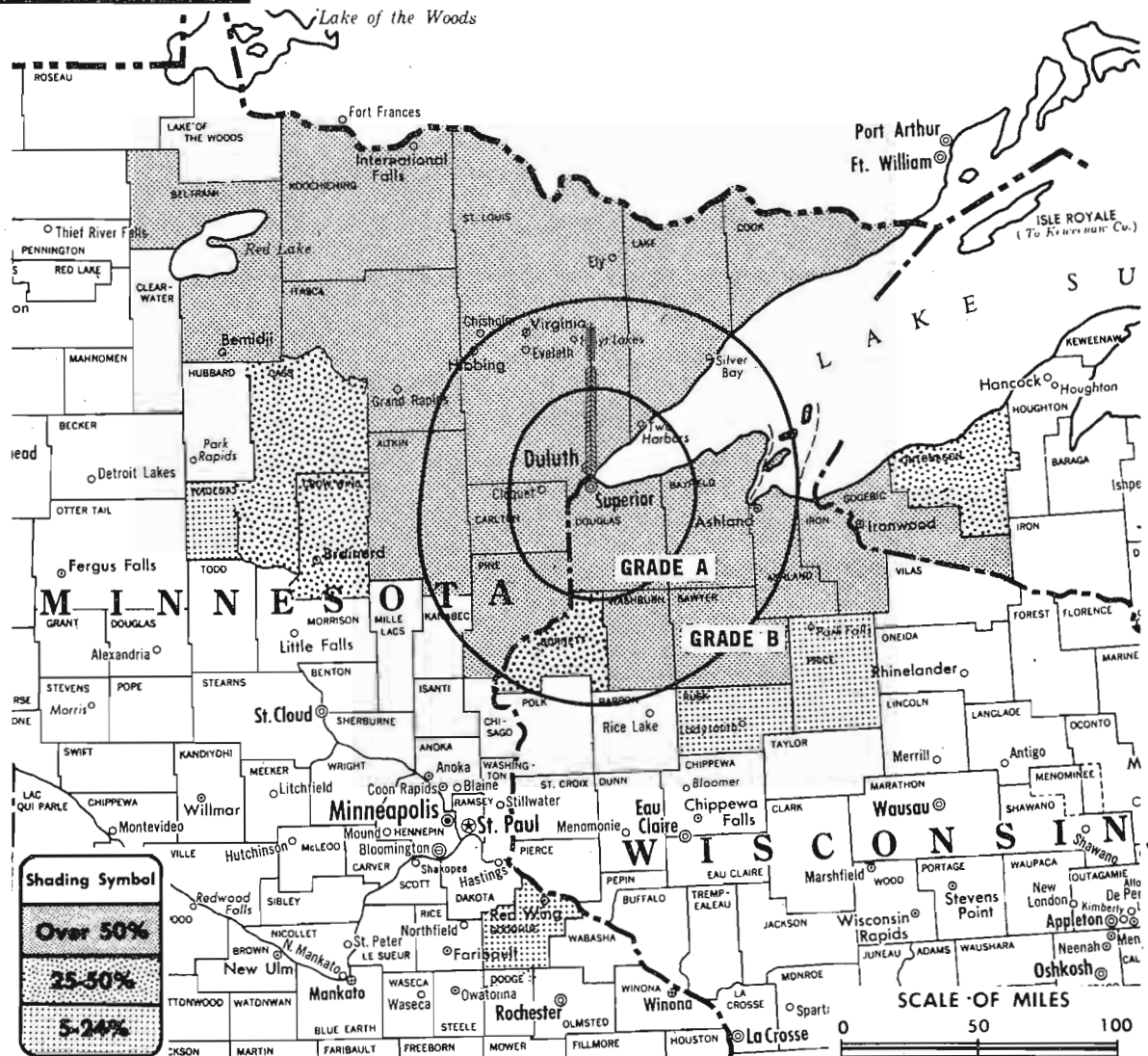
Studio: Bradley Bldg.

TV tape: Recording facilities.

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

News Wire Service: AP.

AM Affiliate: KDAL, 5-kw, 610 kc (CBS).



KDAL-TV Ref: FCC File No. BMPCT-3130 Granted 6/13/55

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Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## KDAL-TV

Network Service: CBS.

Licensee: KDAL Inc., Bradley Bldg., Duluth, Minn. (55802).

Telephone: 218-722-4466. TWX No.: 218-820-0213.

Ownership: KDAL Inc. is a wholly-owned subsidiary of WGN Inc. For other interests, see WGN-TV, Chicago, Ill.

Began Operation: March 14, 1954. Sale to present owner by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 by FCC (Television Digest, Vol. 16:34, 50).

Represented (sales) by Edward Petry & Co. Inc.; Harry S. Hyett Co.; William Creed; Andy McDermott Sales Ltd. (Canada).

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.

JOE GOLDEN, sales manager.

EARL HENTON, program director & film buyer.

JOHN F. LaFORGE, operations manager.

CARL CASPERSON, promotion manager.

ROBERT DETTMAN, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 14—(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:31-10:01 p.m., daily.	\$1000.00	\$600.00	\$450.00	\$300.00	Graded rates apply*	

\*Highest rate: \$228.

NETWORK BASE HOURLY RATE: \$700.

For Index to Contents, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN			
	Gogebic	6,800	6,400	94
	MINNESOTA			
	Aitkin	3,100	2,900	92
	Beltrami	5,800	4,600	79
	Carlton	8,200	7,800	96
	Cook	1,100	900	88
	Itasca	11,300	10,300	91
	Koochiching	5,300	4,400	84
	Lake	5,000	4,800	95
Pine	4,400	3,900	90	
St. Louis	76,000	71,800	94	
<b>Between 25-50%</b>	WISCONSIN			
	Ashland	4,500	4,300	95
	Bayfield	2,900	2,700	95
	Douglas	13,500	13,000	96
	Iron	2,000	1,900	96
<b>Between 5-24%</b>	WISCONSIN			
	Sawyer	2,600	2,400	91
	Washburn	2,700	2,600	95
<b>Between 25-50%</b>	MICHIGAN			
	Ontonagon	3,200	2,800	89
	MINNESOTA			
	Cass	4,100	3,200	80
	Crow Wing	9,800	8,800	90
<b>Between 5-24%</b>	WISCONSIN			
	Burnett	2,600	2,400	92
<b>Between 5-24%</b>	MINNESOTA			
	Goodhue	9,900	9,400	94
	Wadena	3,200	2,700	83
	WISCONSIN			
Price	3,600	3,200	90	
Rusk	3,500	3,200	93	
Station Totals		195,100	180,400	92
Net Weekly Circulation (March 1967)				147,900
Average Daily Circulation (March 1967)				125,100
(Station also received in Canadian markets)				



# Minnesota—Duluth



## WDIO-TV

Ch. 10

[Operates satellite WIRT, Hibbing, Minn.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"  
Longitude 92° 07' 17"

Transmitter: 10 Observation Road.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



Circulation © 1967 American Research Bureau.

WDIO-TV Ref: FCC File No. BPCT-3404 Granted 8/25/65

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## WDIO-TV

Network Service: ABC.

Licensee: Channel 10 Inc., 10 Observation Road, Duluth (55811).

Studio: 10 Observation Road.

Telephone: 218-727-6864. TWX No.: 218-820-0202.

**Ownership:** The following stockholders are subject to a voting trust involving 53%: John H. Poole, 10.2%; Frank P. Befera, 7.26%; Maurice M. Cohen, 5.10%; Robert S. Nickoloff, 5.10%; Lawrence M. Clamage, 5.0%; A. William Hedenberg, 5.10%; Gerald W. Heaney, 2.54%; A. Reinhold Melander, 2.54%; Dr. Jacob Grahek, 2.54%; Norman K. Fugelso, 2.54%; David M. Siegel, 2.54%; Gene W. Halverson, 1.02%; Kenneth C. Weyl, 1.02%; William D. Watters, .5%. Other stockholders are WMT-TV, Cedar Rapids, Ia., 43.5%; Burns Nugent, 2.0%; Richard Gottschald, 1.5%; 12 others, none with more than 1%. Frank Befera owns radios WMFG, Hibbing and WHLB, Virginia, both Minn. Poole owns control of radio KBIG, Los Angeles. Poole family owns 60% of KBIG, Avalon, Cal. WDIO Inc. also owns satellite WIRT(TV), Hibbing, Minn.

**Began Operation:** Jan. 24, 1966.

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** McKenna & Wilkinson.

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

**Personnel:**

FRANK P. BEFERA, president & general manager.  
LAWRENCE M. CLAMAGE, program director.  
GEORGE W. WOODY, chief engineer.  
DUANE EASTVOLD, sales manager.  
JACK MCKENNA, promotion manager.  
ERV PARTHE, operation manager.  
DICK GOTTSCHALD, news director.

For Translator Directory, See Services Volume

### DIGEST OF RATE CARD NO. 2

(Aug. 5, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$155.00	\$155.00	\$130.00 \$80.00
NETWORK BASE HOURLY RATE: \$700.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MINNESOTA				
		Carlton	8,200	7,800	96
		Lake	5,000	4,800	95
		Pine	4,400	3,900	90
		St. Louis	76,000	71,800	94
	WISCONSIN				
		Ashland	4,500	4,300	95
		Bayfield	2,900	2,700	95
		Douglas	13,500	13,000	96
		Iron	2,000	1,900	96
	Sawyer	2,600	2,400	91	
	Washburn	2,700	2,600	95	
Between 25-50%	MICHIGAN				
		Gogebic	6,800	6,400	94
	MINNESOTA				
	Aitkin	3,100	2,900	92	
	Itasca	11,300	10,300	91	
Between 5-24%	MINNESOTA				
		Cass	4,100	3,200	80
		Crow Wing	9,800	8,800	90
		Koochiching	5,300	4,400	84
	WISCONSIN				
	Barron	9,800	9,100	93	
	Burnett	2,600	2,400	92	
Station Totals			174,600	162,700	93
Net Weekly Circulation (March 1967)					116,300
Average Daily Circulation (March 1967)					80,400

# Minnesota—Duluth-Superior, Wis.



**WDSM-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"

Longitude 92° 06' 51"

Transmitter: 5th Ave. W. & 10th St., Duluth

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

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kc (NBC).

Total Households: © SRDS

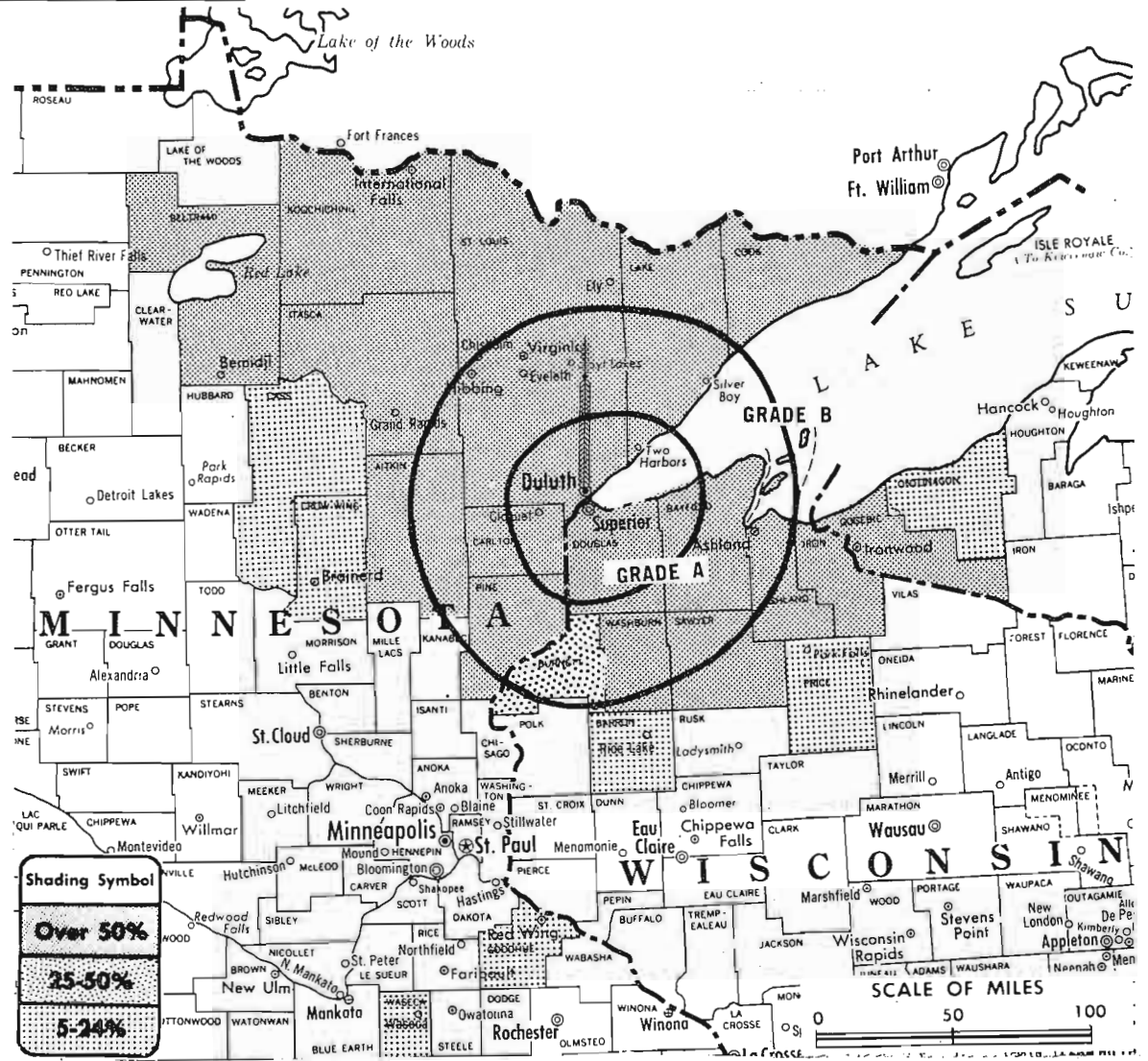
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WDSM-TV Ref: FCC File No. BPCT-2412 Granted 10/11/57

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## WDSM-TV

Network Service: NBC.

Licensee: Northwest Publications Inc., WDSM Bldg., Duluth.

Studios: WDSM Bldg., Duluth & 921 Tower Ave., Superior, Wis. (55802).

Telephones: 218-727-8484, Duluth; 715-394-9238, Superior.

TWX No.: 218-820-0275.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes Duluth Herald-News Tribune. For other interests, see WCCO-TV, Minneapolis.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); Television Representatives Ltd. (Canada).

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

Personnel:

ROBERT J. RICH, general manager.

R. W. (RICK) PEARSON, station manager.

AL SANDERS, promotion & art manager.

ED CONRAD, program director.

GEORGE CARLSON, director of engineers.

DENNIS MURPHY, production manager.

### DIGEST OF RATE CARD NO. 16

(July 15, 1967)

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

Class AA—6:59-10 p.m., daily.

\$825.00 \$515.00 \$415.00 \$250.00 \$200.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$700 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Gogebic	6,800	6,400	94
	MINNESOTA			
	Aitkin	3,100	2,900	92
	Beltrami	5,800	4,600	79
	Carlton	8,200	7,800	96
	Cook	1,100	900	88
	Itasca	11,300	10,300	91
	Koochiching	5,300	4,400	84
	Lake	5,000	4,800	95
	Pine	4,400	3,900	90
	St. Louis	76,000	71,800	94
	WISCONSIN			
Ashland	4,500	4,300	95	
Bayfield	2,900	2,700	95	
Douglas	13,500	13,000	96	
Iron	2,000	1,900	96	
Sawyer	2,600	2,400	91	
Washburn	2,700	2,600	95	
Between 25-50%	WISCONSIN			
	Burnett	2,600	2,400	92
Between 5-24%	MICHIGAN			
	Ontonagon	3,200	2,800	89
	MINNESOTA			
	Cass	4,100	3,200	80
	Crow Wing	9,800	8,800	90
	Goodhue	9,900	9,400	94
	Waseca	4,900	4,700	94
	WISCONSIN			
Barron	9,800	9,100	93	
Price	3,600	3,200	90	
Station Totals		203,100	188,300	93
Net Weekly Circulation (March 1967)				141,800
Average Daily Circulation (March 1967)				111,000
(Station also received in Canadian markets)				

# Minnesota—Hibbing



## WIRT

Ch. 13

[Satellite of WDIO-TV,  
Duluth, Minn.]

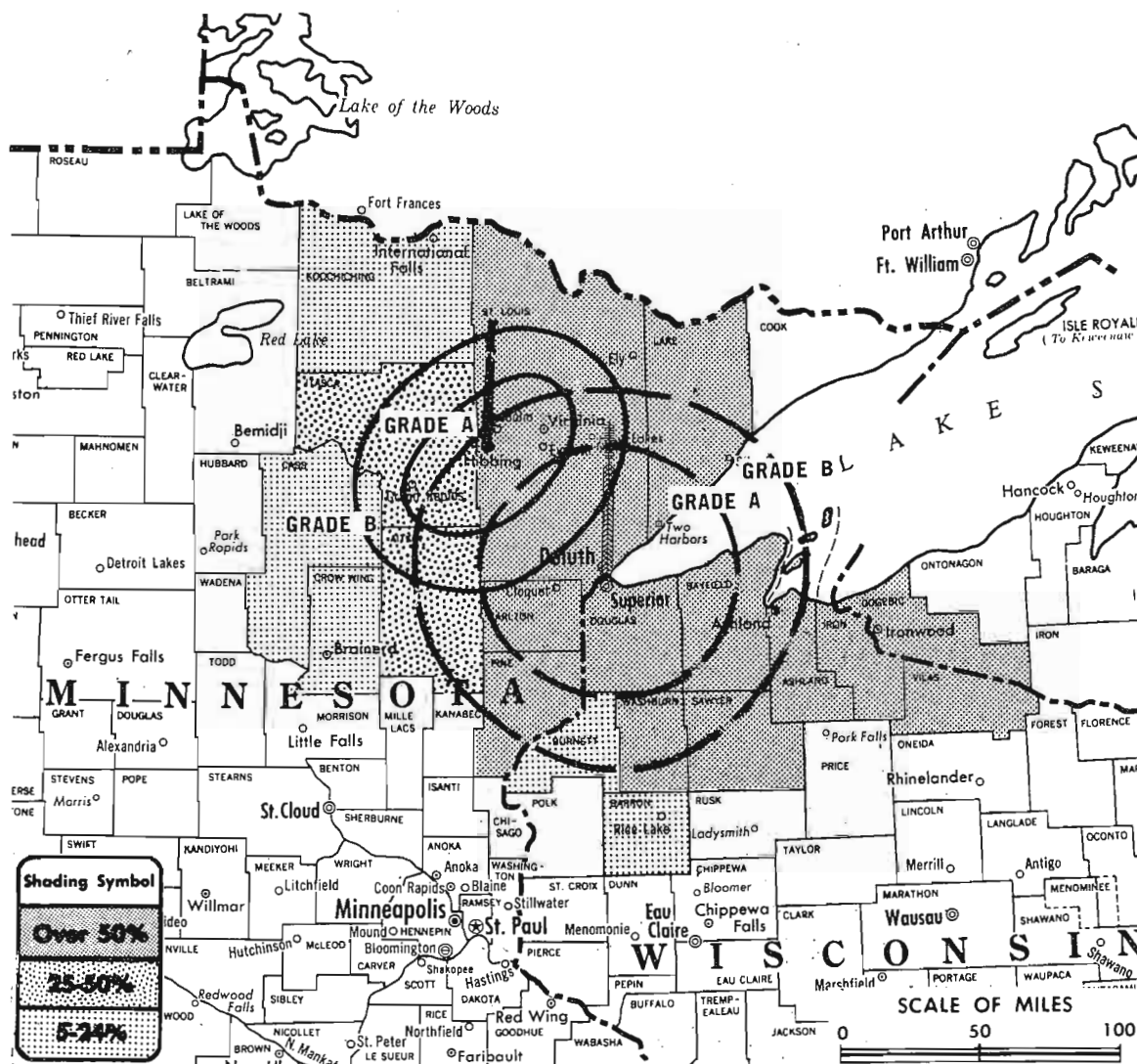
Technical Facilities: Channel No. 13  
(210-216 mc). Authorized power:  
125-kw visual, 21.6-kw aural. An-  
tenna: 666-ft. above av. terrain,  
473-ft. above ground, 2123-ft.  
above sea level.

Latitude 47° 22' 52"  
Longitude 92° 57' 18"

Transmitter: Maple Hill.

Color: Network, film & slide.

ARB Data: Figures for this station  
not available since it was not in  
operation when the survey was  
made. Map reflects coverage of  
parent WDIO-TV, Duluth.



WIRT Ref: FCC File No. BPCT-2422 Granted 2/20/58

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## WIRT

Network Service: ABC.

Grantee: Channel 10 Inc., 10 Observation Rd., Duluth (55811).

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864 (Duluth).

TWX No.: 218-820-0202 (Duluth).

Ownership: See WDIO-TV, Duluth.

Began Operation: Aug. 31, 1967.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Lohnes & Culver.

Rates: Sold only in combination with WDIO-TV, Duluth.



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CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Minnesota—Mankato



**KEYC-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

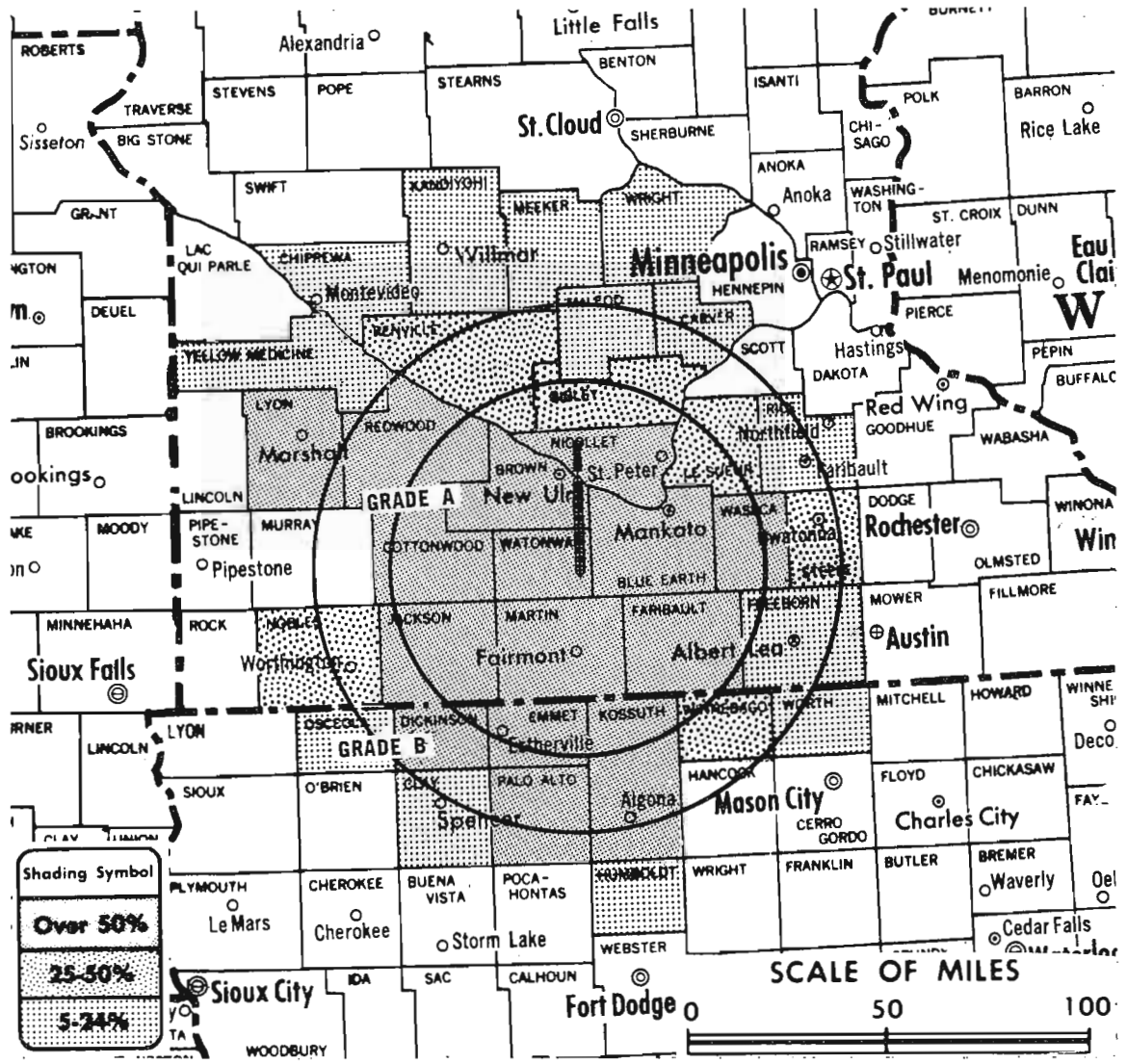
Latitude 43° 56' 14"  
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, Minn.

Color: Network, live & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/58

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## KEYC-TV

Grantee: Lee Enterprises Inc., P.O. Box XII, Mankato, Minn. (56002).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: Lee Enterprises Inc., 100%. For other interests see KGLO-TV, Mason City, Ia.

Began Operation: Oct. 5, 1960.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

WALTER ROTHSCHILD, president & general manager.

DONALD HARRER, station manager.

ELAINE PEARSON, operations manager.

HAP HALLIGAN, sales manager.

ROBERT G. FRUEHE, national sales manager.

Rates: For combination rates see KGLO-TV, Mason City, Iowa.

NETWORK BASE HOURLY RATE: \$175.

## BLACKBURN

& COMPANY, INC.

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Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873 5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Emmet	4,300	3,800	88
	Kossuth	6,900	6,600	96
	Palo Alto	3,600	3,300	90
	MINNESOTA			
	Blue Earth	13,400	12,400	93
	Brown	8,200	7,500	91
	Cottonwood	4,800	3,900	82
	Faribault	6,800	6,300	94
	Jackson	4,100	3,700	91
	Lyon	6,300	5,600	90
	Martin	8,300	7,700	93
	Nicollet	5,700	5,400	94
Between 25-50%	Redwood	6,000	5,300	87
	Waseca	4,900	4,700	94
	Watowan	4,100	3,800	91
	IOWA			
	Dickinson	3,800	3,500	92
	Winnebago	3,900	3,600	95
	MINNESOTA			
Le Sueur	5,700	5,400	94	
Nobles	6,700	6,400	96	
Renville	6,100	5,500	90	
Sibley	4,500	4,200	94	
Steele	7,900	7,500	95	
Between 5-24%	IOWA			
	Clay	5,700	5,200	92
	Humboldt	3,900	3,600	93
	Osseola	2,900	2,700	93
	Worth	2,700	2,600	95
	MINNESOTA			
	Carver	6,200	6,000	97
	Chippewa	4,600	4,200	90
	Freeborn	11,500	10,900	95
	Kandiyohi	8,500	7,600	90
	McLeod	7,300	6,900	95
Meeker	5,200	4,800	92	
Rice	10,000	9,400	94	
Wright	8,500	8,000	94	
Yellow Medicine	4,100	3,400	83	

Station Totals	207,100	191,400	92
Net Weekly Circulation (March 1967)			87,800
Average Daily Circulation (March 1967)			62,400



# Minnesota—Minneapolis-St. Paul



## KMSP-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 32.2-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level.

Latitude 44° 58' 28.2"  
Longitude 93° 16' 16.7"

Requests change to 1693-ft. above av. terrain, 1726-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

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

News Wire Service: UPI.

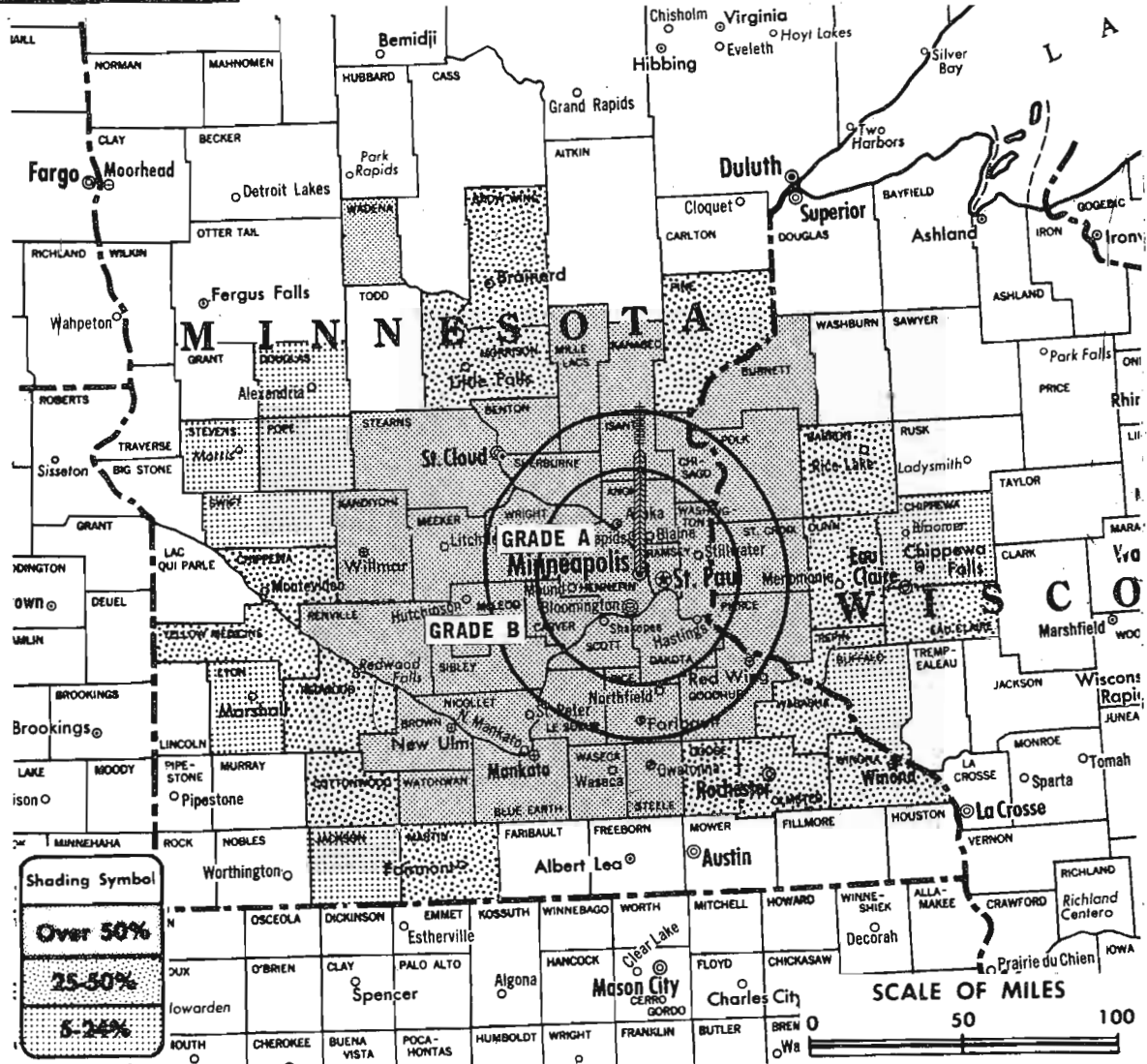
Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KMSP-TV Ref: FCC File No. BPCT-795 Granted 6/10/54

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

## KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis, Minn. (55402).

Studio: 120 South 9th St.

Telephone: 612-339-8811.

TWX No.: 910-576-2926.

Ownership: 20th Century-Fox TV Inc.

Began Operation: Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 by FCC (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44).

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- DON SWARTZ, president, general manager & film buyer.
- RICHARD V. FAIRBANKS, general sales manager.
- RONALD KING, national sales manager.
- BILL FAHAN, director of news.
- JOE CARNEY, director of operations.
- CHALMERS STROMBERG, director of engineering.
- JERRY A. BRONSTON, director of public relations.

### DIGEST OF RATE CARD NO. 20

(June 15, 1967)

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

Class AA—6:30-10 p.m., daily.

\$1700.00 \$1020.00 \$680.00 \$595.00 \$450.00\* \$450.00\* \$225.00\*

\*Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1350.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MINNESOTA</b>			
	Anoka	34,700	34,200	98
	Benton	4,700	4,400	94
	Blue Earth	13,400	12,400	93
	Brown	8,200	7,500	91
	Carver	6,200	6,000	97
	Chisago	4,000	3,800	94
	Dakota	32,000	31,200	97
	Goodhue	9,900	9,400	94
	Hennepin	287,400	274,700	96
	Isanti	3,700	3,400	93
	Kanabec	2,600	2,400	91
	Kandiyohi	8,500	7,600	90
	Le Sueur	5,700	5,400	94
	McLeod	7,300	6,900	95
	Meeker	5,200	4,800	92
	Mille Lacs	3,800	3,500	92
<b>Over 50%</b>	Nicollet	5,700	5,400	94
	Ramsey	140,100	134,500	96
	Renville	6,100	5,500	90
	Rice	10,000	9,400	94
	Scott	6,300	6,100	97
	Sherburne	3,500	3,200	94
	Sibley	4,500	4,200	94
	Stearns	21,500	19,900	93
	Steele	7,900	7,500	95
	Wadena	3,200	2,700	83
	Waseca	4,900	4,700	94
	Washington	20,100	19,500	97
	Watsonwan	4,100	3,800	91
	Wright	8,500	8,000	94
	<b>WISCONSIN</b>			
	Burnett	2,600	2,400	92
	Pierce	6,400	6,100	96
	Polk	7,300	7,000	96
	St Croix	8,400	8,100	97
	<b>MINNESOTA</b>			
<b>Between 25-50%</b>	Chippewa	4,600	4,200	90
	Cottonwood	4,800	3,900	82

(Continued on page 371-b)

Station Totals	882,300	835,500	95
Net Weekly Circulation (March 1967)			636,200
Average Daily Circulation (March 1967)			384,900

# Minnesota—Minneapolis-St. Paul



**WCCO-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level.  
 Latitude 44° 58' 28"  
 Longitude 93° 16' 17"  
 Requests change to 1603-ft. above av. terrain, 1746-ft. above ground, 2646-ft. above sea level, lat. 45° 03' 34", long. 93° 07' 20"; transmitter to Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Transmitter: Foshay Tower.

Telephone: 612-338-0552.

TWX No.: 612-321-1306.

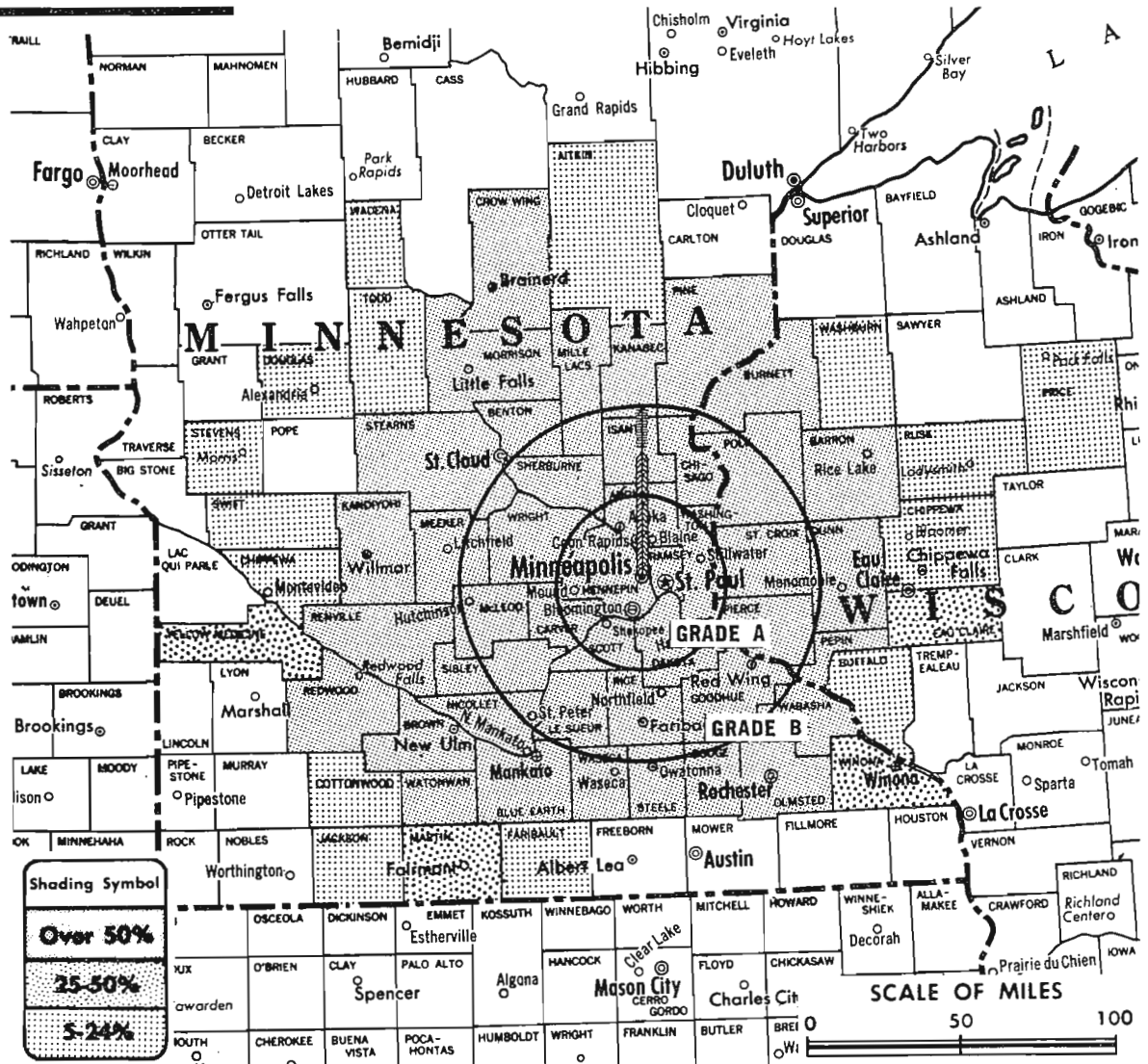
TV tape: Recording facilities.

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

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

AM Affiliate: WCCO, 50-kw, 830 kc (CBS).

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



WCCO-TV Ref: FCC File No. BMPCT-933 Granted 12/19/52

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

## WCCO-TV

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis, Minn. (55402). Studio: 50 S. Ninth St., Minneapolis.

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (John Cowles, pres.). Minneapolis Star & Tribune Co. owns Sioux City, Neb. CATV system, 50% of Harper's Magazine. Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; WDSM, Duluth-Superior; KSSS, Colorado Springs, Colo. Other Ridder newspapers are New York Journal of Commerce, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Fork (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.). Independent and Star-News, San Jose (Cal.) News and Mercury, Garden Grove (Cal.) News, Gary (Ind.) Post-Tribune. Ridder owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45).

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

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

### Personnel:

- ROBERT B. RIDDER, chairman of the board.
- F. VAN KONYNENBURG, president.
- LAWRENCE F. HAEG, executive vice president.
- H. W. DORNSEIF, vice president, finance.
- SHERMAN HEADLEY, asst. manager.
- ROBERT N. EKSTRUM, general sales manager.
- DON R. GILLIES, national sales representative.
- ROBERT A. HUELSTER, local sales manager.
- ROGER GARDNER, production manager.
- JOHN M. SHERMAN, director of engineering.
- RICHARD F. STUCK, director of talent & program development.
- HARRY JONES, film director.
- TOM COUSINS, publicity & promotion director.
- MEL TOLLEFSON, merchandising director.
- ROLLIE JOHNSON, director, special projects.
- GWEN HARVEY, director of women's activities & public service.

### DIGEST OF RATE CARD NO. 19—(June 15, 1966)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$2250.00	\$1340.00	\$900.00	\$800.00	\$575.00	\$287.50
NETWORK BASE HOURLY RATE: \$1700.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MINNESOTA</b>				
	Anoka	34,700	34,200	98
	Benton	4,700	4,400	94
	Blue Earth	13,400	12,400	93
	Brown	8,200	7,500	91
	Carver	6,200	6,000	97
	Chisago	4,000	3,800	94
	Dakota	32,000	31,200	97
	Goodhue	9,900	9,400	94
	Hennepin	287,400	274,700	96
	Isanti	3,700	3,400	93
	Kanabec	2,600	2,400	91
	Kandiyohi	8,500	7,600	90
	Le Sueur	5,700	5,400	94
	Mc Leod	7,300	6,900	95
	Meeker	5,200	4,800	92
	Mille Lacs	3,800	3,500	92
	Morrison	6,800	6,000	89
	Nicollet	5,700	5,400	94
	Ramsey	140,100	134,500	96
	Renville	6,100	5,500	90
	Rice	10,000	9,400	94
	Scott	6,300	6,100	97
	Sherburne	3,500	3,200	94
	Sibley	4,500	4,200	94
	Stearns	21,500	19,900	93
	Steele	7,900	7,500	95
	Waseca	4,900	4,700	94
	Washington	20,100	19,500	97
	Watonwan	4,100	3,800	91
	Wright	8,500	8,000	94

(Continued on page 371-b)

Station Totals	896,800	848,700	95
Net Weekly Circulation (March 1967)			680,100
Average Daily Circulation (March 1967)			516,800

# Minnesota—Minneapolis-St. Paul

## WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level.

Latitude 44° 58' 28"  
Longitude 93° 16' 17"

Requests change to 316-kw visual, 100-kw aural, 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level, lat. 45° 03' 46.5", long. 93° 08' 23"; transmitter to 920 West County Rd. F, Shoreview Township, Minn., 5-mi. NE of Minneapolis city limits.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Color: Network, film & slide.

Total Households: © SRDS

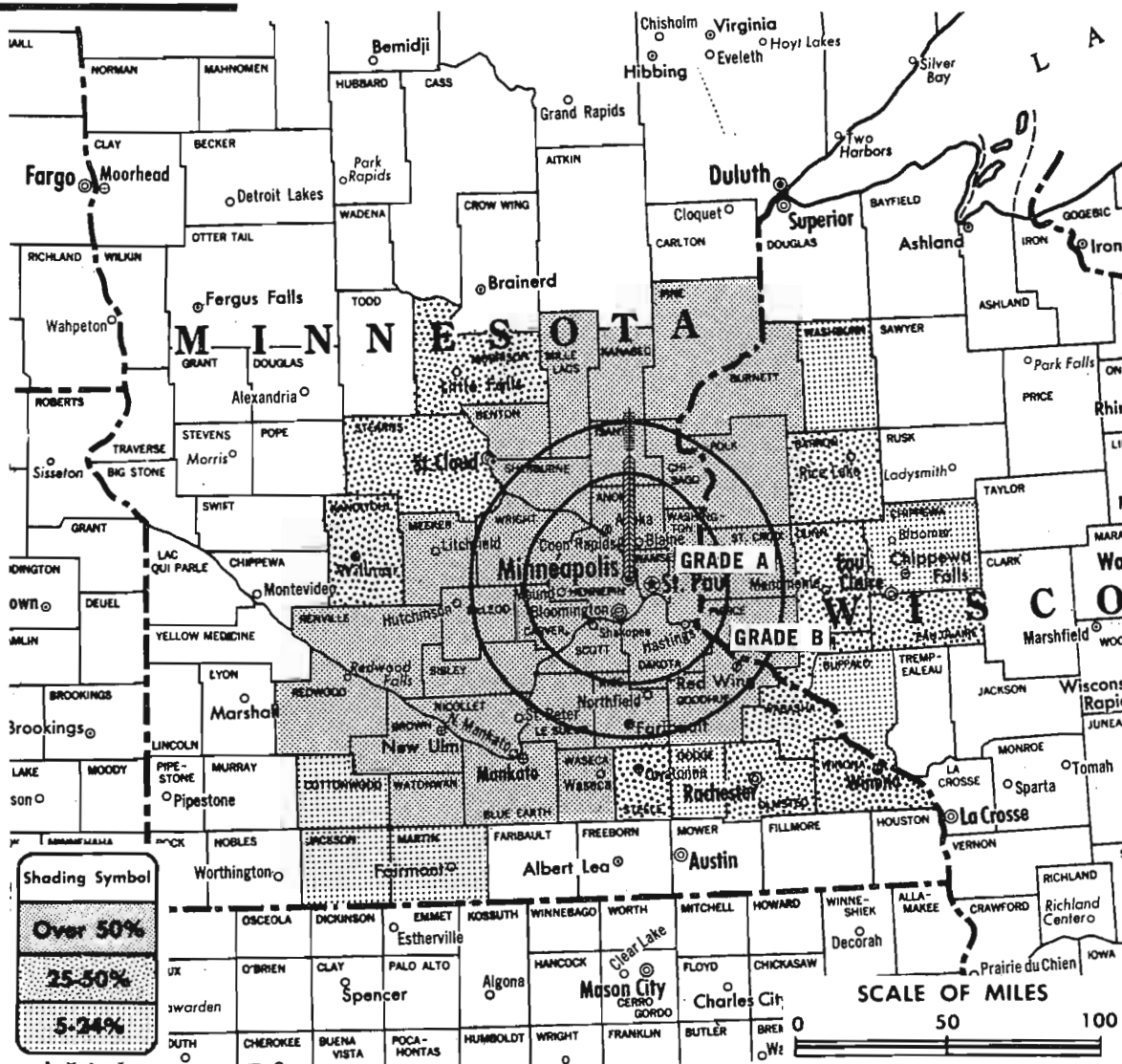
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTCN-TV Ref: FCC File No. BMPCT-1177 Granted 7/2/53

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

## WTCN-TV

Network Service: None, independent.

Licensee: WTCN-TV Inc., 2925 Dean Blvd., Minneapolis, Minn. (55416).

Studio: 2925 Dean Blvd.

Telephone: 612-927-8881.

TWX No.: 612-292-4134.

Ownership: Chris-Craft Industries, Inc., 100%. For other interests, see KPTV, Portland, Ore.

Began Operation: Sept. 1, 1953. Sale to present owner by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 by FCC (Television Digest, Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- ROBERT C. FRANSEN, v.p. & general manager.
- E. L. CARTWRIGHT, general sales manager.
- J. WILLIAM BEINDORF, local sales manager.
- JERRY JOHNSON, promotion manager.
- HOWARD RESER, program director & film buyer.
- LEO F. DOMEIER, chief engineer.

### DIGEST OF RATE CARD NO. 14 (May 8, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
6:30 p.m.-midnight, Mon.-Fri.;	6 p.m.-midnight, Sat. & Sun.					
\$1200.00	\$720.00	\$480.00	\$420.00	\$275.00	\$205.00	\$136.00

For Other Publishers With TV  
Station Holdings, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>MINNESOTA</b>			
	Anoka	34,700	34,200	98
	Benton	4,700	4,400	94
	Blue Earth	13,400	12,400	93
	Brown	8,200	7,500	91
	Carver	6,200	6,000	97
	Chisago	4,000	3,800	94
	Dakota	32,000	31,200	97
	Goodhue	9,900	9,400	94
	Hennepin	287,400	274,700	96
	Kanabec	2,600	2,400	91
	Le Sueur	5,700	5,400	94
	McLeod	7,300	6,900	95
	Meeker	5,200	4,800	92
	Mille Lacs	3,800	3,500	92
	Nicollet	5,700	5,400	94
	Ramsey	140,100	134,500	96
	Renville	6,100	5,500	90
	Rice	10,000	9,400	94
	Scott	6,300	6,100	97
	Sherburne	3,500	3,200	94
	Sibley	4,500	4,200	94
	Stearns	21,500	19,900	93
	Steele	7,900	7,500	95
	Waseca	4,900	4,700	94
	Washington	20,100	19,500	97
	Wright	8,500	8,000	94
WISCONSIN	Pierce	6,400	6,100	96
	Polk	7,300	7,000	96
	St Croix	8,400	8,100	97
Between 25-50%	<b>MINNESOTA</b>			
	Chippewa	4,600	4,200	90
	Cottonwood	4,800	3,900	82
	Crow Wing	9,800	8,800	90
	Kandiyohi	8,500	7,600	90
	Martin	8,300	7,700	93
Olmsted	21,200	20,200	95	
Redwood	6,000	5,300	87	

(Continued on page 371-b)

Station Totals	894,800	848,200	95
Net Weekly Circulation (March 1967)			575,200
Average Daily Circulation (March 1967)			317,700



# Minnesota—St. Paul-Minneapolis



**KSTP-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level.

Latitude 44° 58' 07"  
Longitude 93° 12' 27"

Transmitter: 3415 University Ave.

Studio: 3415 University Ave.

TV tape: Recording facilities.

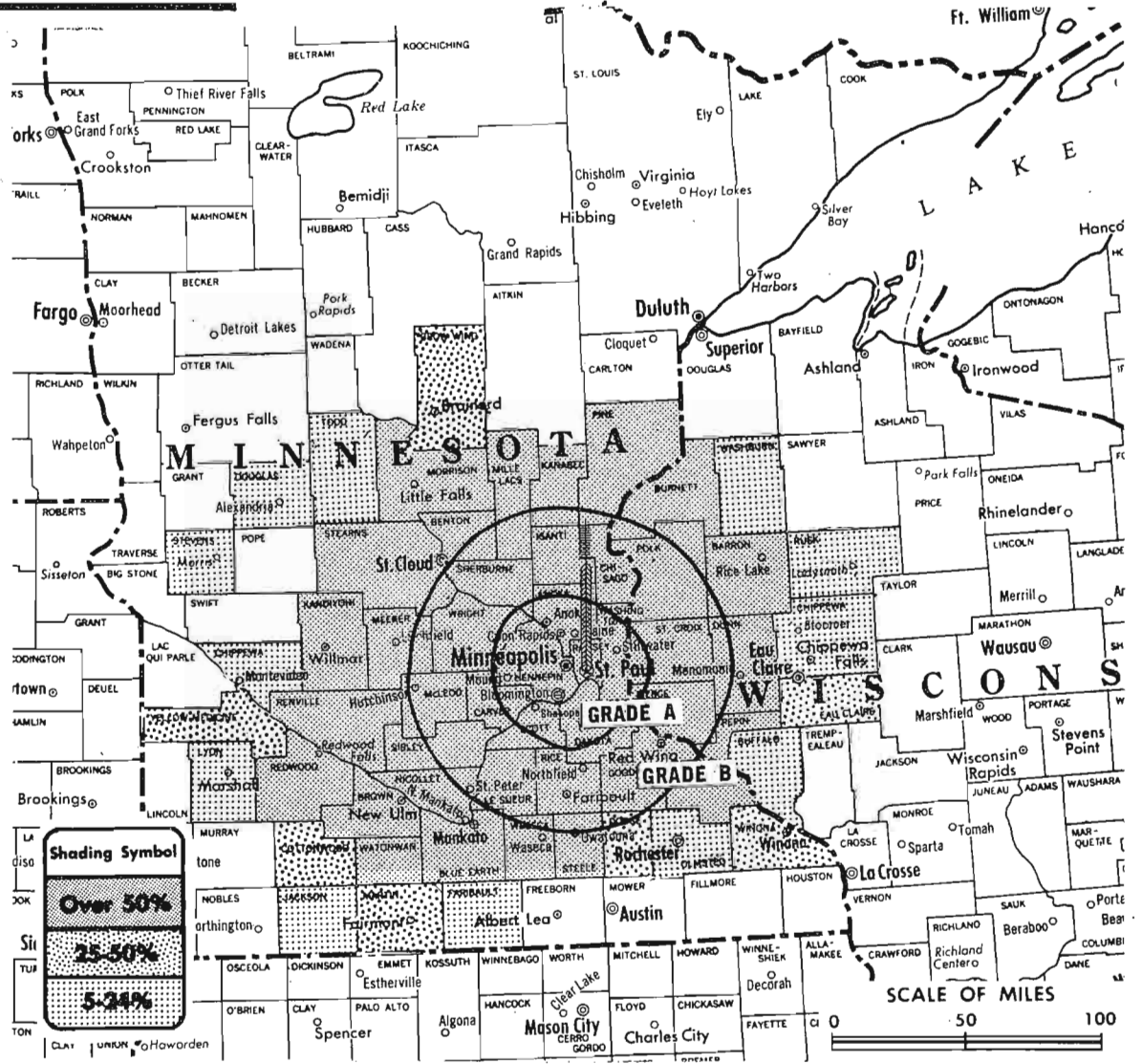
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KSTP, 50-kw, 1500 kc (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSTP-TV Ref: FCC File No. BPCT-765 Granted 12/23/52

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

## KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Telephone: 612-645-2724. TWX No.: 612-551-0918.

Ownership: Stanley E. Hubbard, 61.79%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette B. Harrison, 5.65%; The Hubbard Foundation, .38%. Directors: Stanley E. Hubbard, chmn.; Thomas E. Bragg, D. S. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Others: Stanley S. Hubbard, pres.; Marvin L. Rosene, v.p.; Kenneth M. Hance, v.p. & treas.; Gerald D. Deeney, v.p. & controller. Hubbard Bcstg. Inc. also owns KSTP, St. Paul-Minneapolis, KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; 100% of radio WGTO, Cypress Gardens, Fla. For other Harrison interests, see KHON-TV, Honolulu. Hubbard Bcstg. holds CP for Ch. 44, St. Petersburg & has applied for Ch. 51 satellite in Ocala.

Began Operation: April 23, 1948.

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

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

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

Personnel:

STANLEY S. HUBBARD, president & general manager.  
KENNETH M. HANCE, treasurer.  
RALPH J. DOLAN, operations manager.  
JAMES E. BLAKE, TV sales manager.  
JAMES C. DOWDLE, TV national sales manager.  
WILLIAM P. DAVEY, sales & audience promotion director.  
WILLIAM E. MCGIVERN, director of news operations.  
KENNETH R. BARRY, director of TV production.  
FREDERICK L. STREET, chief, engineering operations.  
LAWRENCE A. LARSON, chief, engineering research & planning.  
JOSEPH GOLDFARB, research director.  
GERALD D. DEENEY, comptroller.

DIGEST OF RATE CARD NO. 28—(Aug. 15, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$2200.00	\$1320.00	\$880.00	\$690.00			Graded rates apply*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1750.

370-b

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MINNESOTA</b>				
		Anoka	34,700	34,200	98
		Benton	4,700	4,400	94
		Blue Earth	13,400	12,400	93
		Brown	8,200	7,500	91
		Carver	6,200	6,000	97
		Chisago	4,000	3,800	94
		Dakota	32,000	31,200	97
		Goodhue	9,900	9,400	94
		Hennepin	287,400	274,700	96
		Isanti	3,700	3,400	93
		Kanabec	2,600	2,400	91
		Kandiyohi	8,500	7,600	90
		Le Sueur	5,700	5,400	94
		McLeod	7,300	6,900	95
		Meeker	5,200	4,800	92
		Mille Lacs	3,800	3,500	92
		Nicollet	5,700	5,400	94
		Ramsey	140,100	134,500	96
		Renville	6,100	5,500	90
		Rice	10,000	9,400	94
		Scott	6,300	6,100	97
		Sherburne	3,500	3,200	94
		Sibley	4,500	4,200	94
		Stearns	21,500	19,900	93
		Steele	7,900	7,500	95
		Wabasha	4,800	4,500	94
	Waseca	4,900	4,700	94	
	Washington	20,100	19,500	97	
	Watsonwan	4,100	3,800	91	
	Wright	8,500	8,000	94	
	<b>WISCONSIN</b>				
	Barron	9,800	9,100	93	
	Burnett	2,600	2,400	92	
	Dunn	6,800	6,400	94	
	Pierce	6,400	6,100	96	
	Polk	7,300	7,000	96	
	St Croix	8,400	8,100	97	

(Continued on page 371-b)

Station Totals	882,900	836,100	95
Net Weekly Circulation (March 1967)			670,000
Average Daily Circulation (March 1967)			492,900

TV Factbook No. 38



**KSTP-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	<b>MINNESOTA</b>			
	Cottonwood	4,800	3,900	82
	Crow Wing	9,800	8,800	90
	Dodge	3,700	3,400	92
	Martin	8,300	7,700	93
	Morrison	6,800	6,000	89
	Pine	4,400	3,900	90
	Redwood	6,000	5,300	87
	Wadena	3,200	2,700	83
	<b>WISCONSIN</b>			
	Buffalo	3,800	3,600	94
	Eau Claire	18,700	17,800	95
	Pepin	2,000	1,800	93
Between 5-24%	<b>IOWA</b>			
	Palo Alto	3,600	3,300	90
	<b>MINNESOTA</b>			
	Aitkin	3,100	2,900	92
	Chippewa	4,600	4,200	90
	Douglas	6,000	5,500	91
	Faribault	6,800	6,300	94
	Jackson	4,100	3,700	91
	Olmsted	21,200	20,200	95
	Pennington	3,600	3,200	87
	Pope	3,200	2,800	88
	Todd	5,700	5,000	87
	Yellow Medicine	4,100	3,400	83
<b>WISCONSIN</b>				
Chippewa	12,600	12,000	96	
Rusk	3,500	3,200	93	
Washburn	2,700	2,600	95	

**KMSP-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	<b>MINNESOTA—(Continued)</b>			
	Crow Wing	9,800	8,800	90
	Dodge	3,700	3,400	92
	Martin	8,300	7,700	93
	Morrison	6,800	6,000	89
	Olmsted	21,200	20,200	95
	Pine	4,400	3,900	90
	Redwood	6,000	5,300	87
	Wabasha	4,800	4,500	94
	Winona	11,700	10,800	92
	Yellow Medicine	4,100	3,400	83
	<b>WISCONSIN</b>			
	Barron	9,800	9,100	93
Dunn	6,800	6,400	94	
Eau Claire	18,700	17,800	95	
Pepin	2,000	1,800	93	
Between 5-24%	<b>MINNESOTA</b>			
	Douglas	6,000	5,500	91
	Jackson	4,100	3,700	91
	Lyon	6,300	5,600	90
	Pennington	3,600	3,200	87
	Pope	3,200	2,800	88
	Stevens	3,000	2,800	92
	Swift	3,800	3,500	91
	<b>WISCONSIN</b>			
	Buffalo	3,800	3,600	94
	Chippewa	12,600	12,000	96

For ARB & Nielsen  
County-by-County Households  
See Services Volume

**Minneapolis-St. Paul, Minn.**

**WCCO-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Over 50%	<b>WISCONSIN</b>			
	Barron	9,800	9,100	93
	Burnett	2,600	2,400	92
	Dunn	6,800	6,400	94
	Pierce	6,400	6,100	96
	Polk	7,300	7,000	96
	St Croix	8,400	8,100	97
Between 25-50%	<b>MINNESOTA</b>			
	Chippewa	4,600	4,200	90
	Crow Wing	9,800	8,800	90
	Dodge	3,700	3,400	92
	Martin	8,300	7,700	93
	Olmsted	21,200	20,200	95
	Pine	4,400	3,900	90
	Redwood	6,000	5,300	87
	Wabasha	4,800	4,500	94
	Wadena	3,200	2,700	83
	Winona	11,700	10,800	92
	Yellow Medicine	4,100	3,400	83
	<b>WISCONSIN</b>			
Buffalo	3,800	3,600	94	
Chippewa	12,600	12,000	96	
Eau Claire	18,700	17,800	95	
Between 5-24%	<b>MINNESOTA</b>			
	Aitkin	3,100	2,900	92
	Cottonwood	4,800	3,900	82
	Douglas	6,000	5,500	91
	Lyon	6,300	5,600	90
	Pennington	3,600	3,200	87
	Pope	3,200	2,800	88
	Stevens	3,000	2,800	92
	Swift	3,800	3,500	91
	Todd	5,700	5,000	87
	<b>WISCONSIN</b>			
	Pepin	2,000	1,800	93
	Price	3,600	3,200	90
Rusk	3,500	3,200	93	
Washburn	2,700	2,600	95	

**WTCN-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	<b>MINNESOTA—(Continued)</b>			
	Wabasha	4,800	4,500	94
	Wadena	3,200	2,700	83
	Watsonwan	4,100	3,800	91
	Winona	11,700	10,800	92
	Yellow Medicine	4,100	3,400	83
	<b>WISCONSIN</b>			
Barron	9,800	9,100	93	
Dunn	6,800	6,400	94	
Eau Claire	18,700	17,800	95	
Between 5-24%	<b>MINNESOTA</b>			
	Dodge	3,700	3,400	92
	Douglas	6,000	5,500	91
	Jackson	4,100	3,700	91
	Lyon	6,300	5,600	90
	Morrison	6,800	6,000	89
	Pine	4,400	3,900	90
	Pope	3,200	2,800	88
	Stevens	3,000	2,800	92
	Swift	3,800	3,500	91
	<b>WISCONSIN</b>			
	Buffalo	3,800	3,600	94
	Burnett	2,600	2,400	92
Chippewa	12,600	12,000	96	
La Crosse	21,800	21,100	97	

# Minnesota—Rochester



**KROC-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"  
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

Studio: 601 1st Ave. S.W.

Telephone: 507-288-4444.

TWX No.: 910-565-2477.

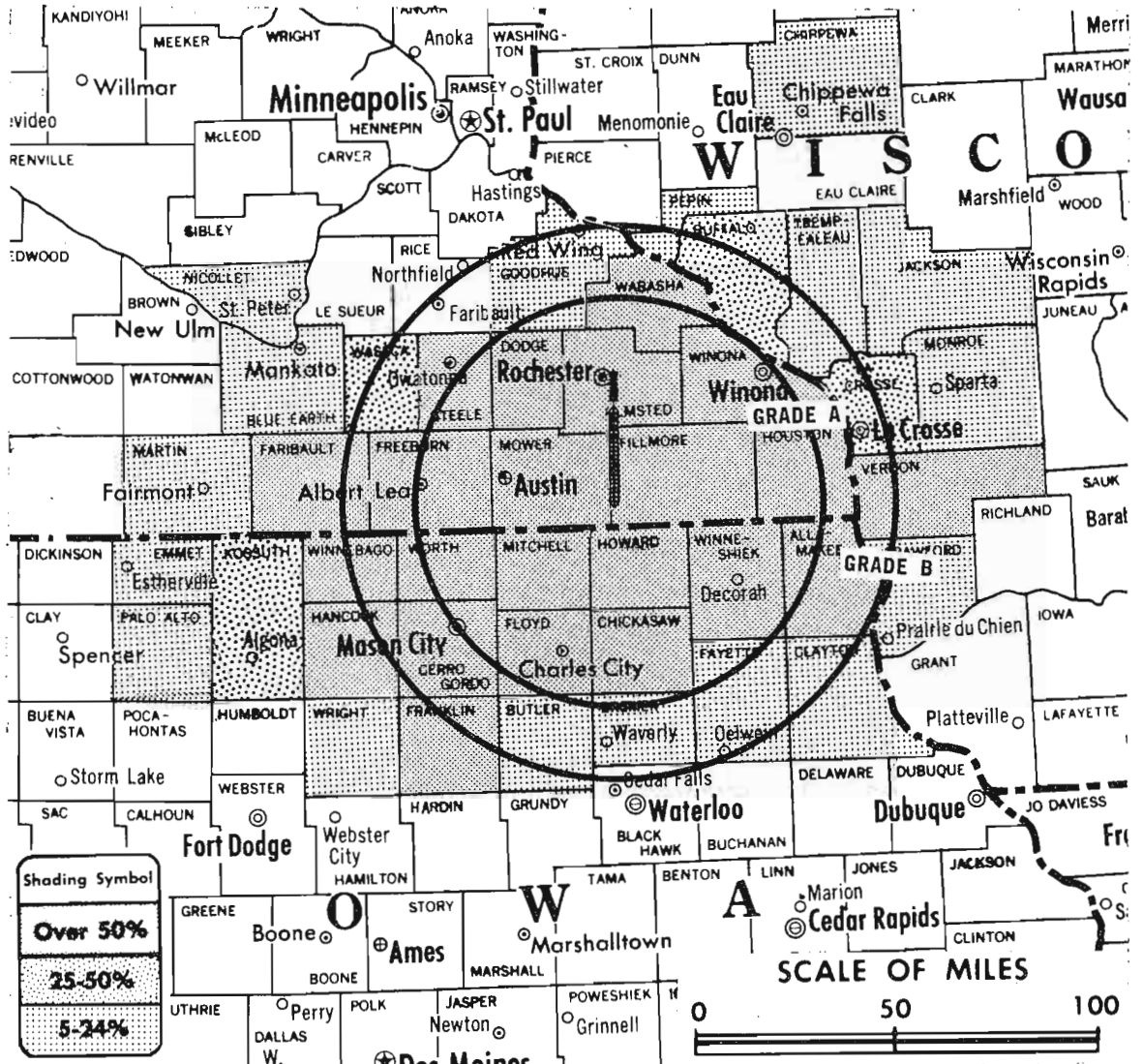
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: UPI.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kc (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ABB study.



KROC-TV Ref: FCC File No. BPCT-2765 Granted 7/27/60

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

## KROC-TV

Licensee: Southern Minnesota Bcstg. Co., 100 First Ave. Bldg.

Ownership: G. David Gentling, 100%.

Began Operation: July 14, 1953. Sale of control to present owners by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963, by FCC (BPCT-4237).

Represented (sales) by Adam Young-VTM Inc.; Harry S. Hyett Co.

Represented (engineering) by Jansky & Bailey.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- G. DAVID GENTLING, general manager.
- WILLARD N. LAMPMAN, sales & station manager.
- PAUL WICKRE, operations director.
- MRS. CAROL GEERDES, promotion director.
- ROBERT W. CROSS, chief engineer.

### DIGEST OF RATE CARD NO. 8—(Sept. 1, 1967)

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

Class A—6:59-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$140.00 \$100.00 \$100.00 \$75.00 \$50.00

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Allamakee	4,400	4,100	94
	Cerro Gordo	16,300	15,500	96
	Chickasaw	4,200	3,900	94
	Floyd	6,200	5,900	94
	Franklin	4,400	4,200	96
	Hancock	4,000	3,800	94
	Howard	4,000	3,600	89
	Mitchell	4,000	3,800	95
	Winnebago	3,900	3,600	95
	Winneshiek	5,700	5,200	92
	Worth	2,700	2,600	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA			
	Dodge	3,700	3,400	92
	Faribault	6,800	6,300	94
	Fillmore	6,700	6,300	94
	Freeborn	11,500	10,900	95
	Houston	4,800	4,500	94
	Mower	14,600	13,900	96
	Olmsted	21,200	20,200	95
	Steele	7,900	7,500	95
	Wabasha	4,800	4,500	94
	Winona	11,700	10,800	92
<b>Between 25-50%</b>	IOWA			
	Butler	5,200	4,800	93
	Kossuth	6,900	6,600	96
	MINNESOTA			
Blue Earth	13,400	12,400	93	
Goodhue	9,900	9,400	94	
Martin	8,300	7,700	93	
Waseca	4,900	4,700	94	
<b>Between 5-24%</b>	WISCONSIN			
	Buffalo	3,800	3,600	94
	Crawford	3,900	3,700	95
	La Crosse	21,800	21,100	97
	Trempealeau	6,500	6,000	92
	Vernon	6,700	6,300	94
	IOWA			
	Clayton	6,800	6,200	91
	Fayette	8,600	8,100	94
	Palo Alto	3,600	3,300	90
	MINNESOTA			
Jackson	4,100	3,700	91	
Nicollet	5,700	5,400	94	
Rice	10,000	9,400	94	
Watonwan	4,100	3,800	91	
WISCONSIN				
Eau Claire	18,700	17,800	95	
Pepin	2,000	1,800	93	
Washburn	2,700	2,600	95	
Station Totals		311,100	292,900	94
Net Weekly Circulation (March 1967)				164,700
Average Daily Circulation (March 1967)				110,700

# Minnesota—Walker



**KNMT**

Ch. 12

[Affiliated with KCMT, Alexandria, Minn.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 31-kw visual, 6.17-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

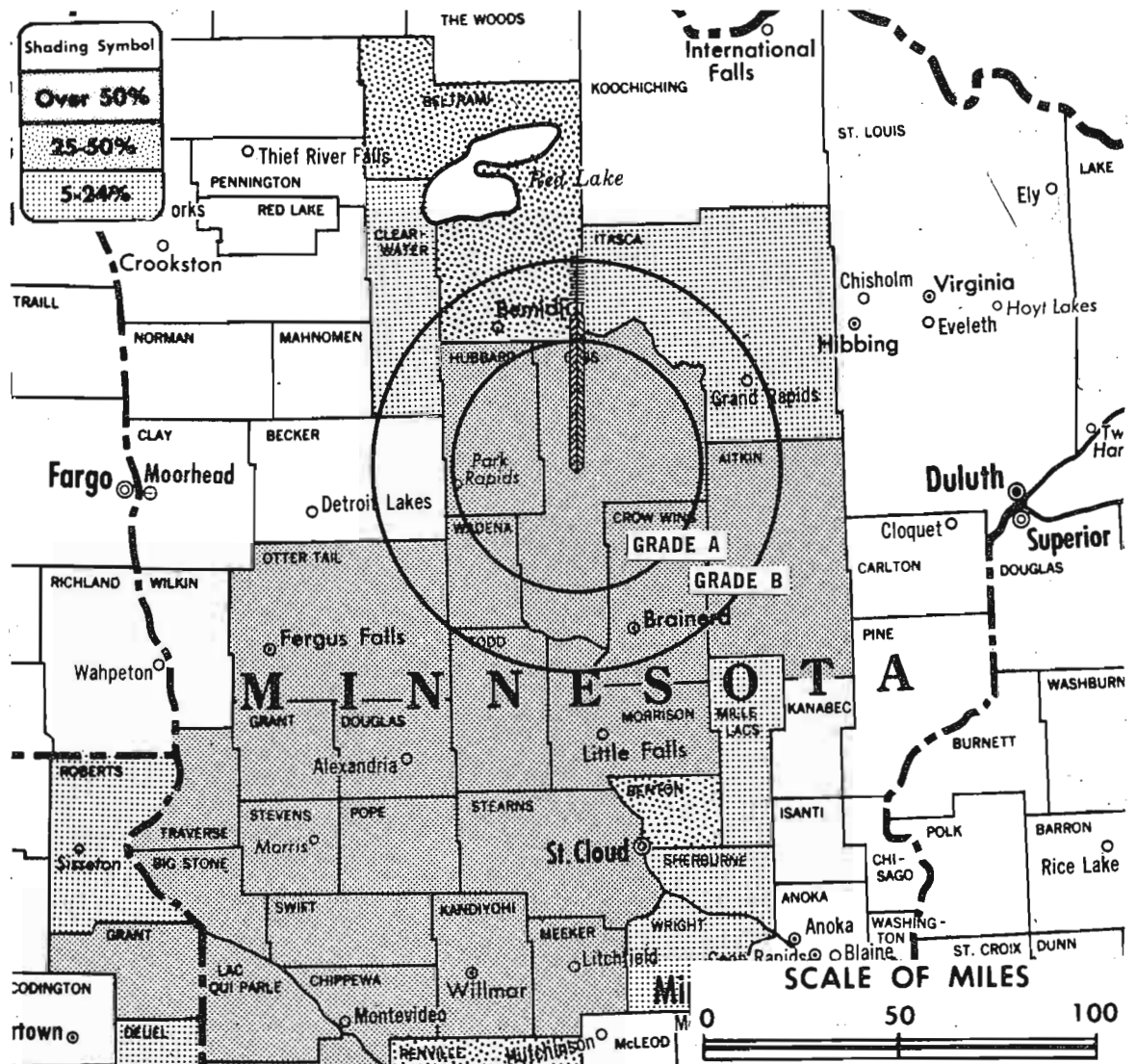
Latitude 46° 56' 03"  
Longitude 94° 27' 25"

Transmitter: 3-mi. E of Hackensack.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



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

KNMT Ref: FCC File No. BPCT-2989 Granted 8/1/62

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

## KNMT

Licensee: Central Minnesota TV Co., Box 612, Alexandria, Minn. (56308).

Studio: 3-mi. E of Hackensack, Minn.

Ownership: See KCMT, Alexandria, Minn.

Began Operation: Jan. 1, 1964.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Robert A. Marmet.

**Personnel:**

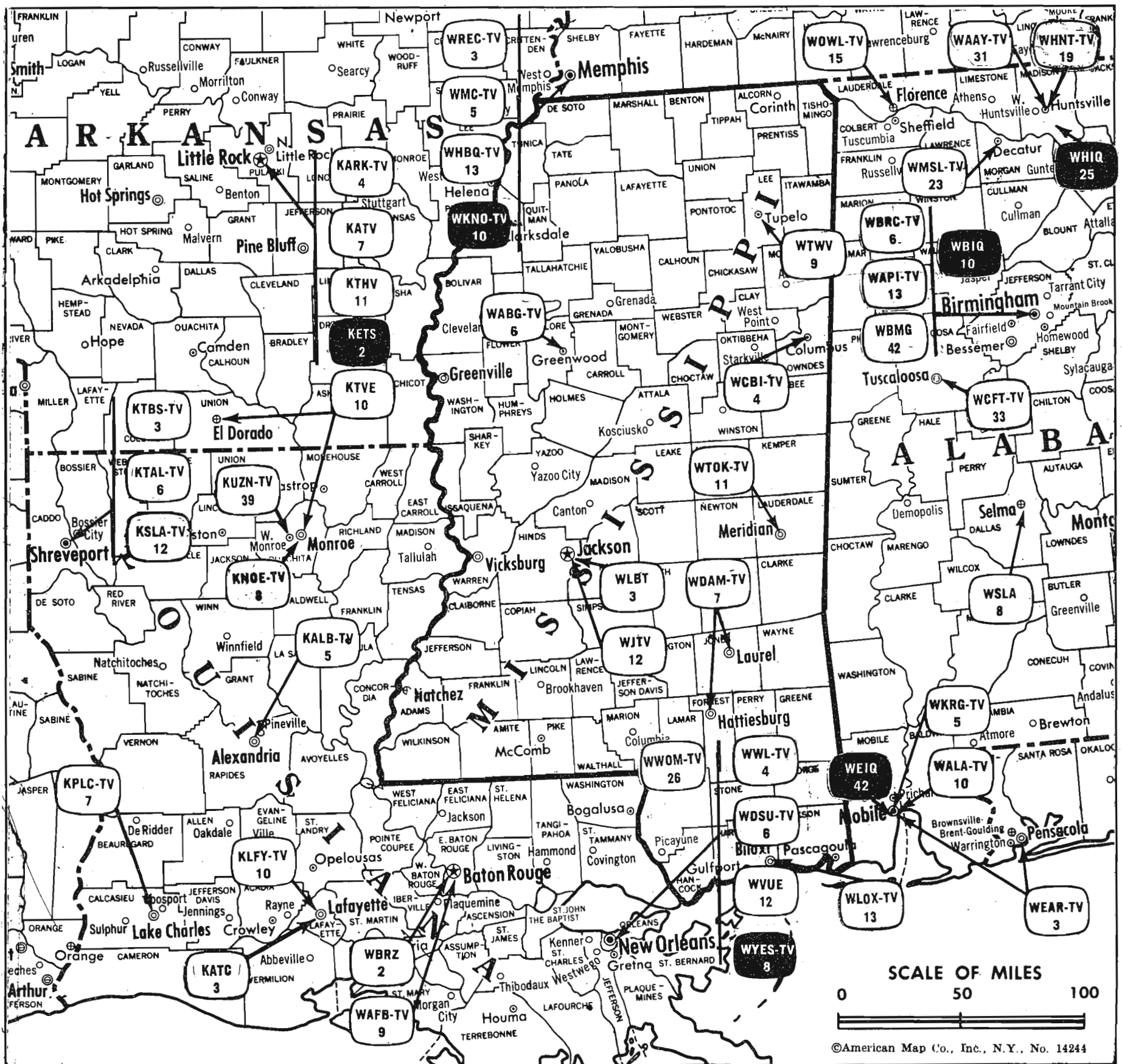
- GLENN W. FLINT, vice president & general manager.
- HENRY HEATHMAN, station manager.
- JAMES SYRDAL, sales manager.
- JON HAAVEN, news director.
- CARL IVERSON, chief engineer.

Rates: Sold only in combination with KCMT, Alexandria, Minn.

ARB Data For This Station Included With Parent KCMT, Alexandria, Minn. Above Map Shows Coverage For Both Parent & Satellite.

For Studio & Mobile Equipment  
of U.S. Stations  
See Services Volume

# Mississippi



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Jackson	238,100	79	412,900	103	350,600	109
Biloxi	109,600	145	323,400	123	292,400	122
Meridian	90,100	160	197,500	154	168,000	158
Greenwood	73,500	168	197,400	155	158,800	168
Columbus	72,500	170	176,300	167	152,400	171
Hattiesburg-Laurel	69,700	171	202,800	150	179,100	153
Tupelo	46,500	193	109,700	187	94,800	189



**Mississippi Station Status of Jan. 1, 1968**

	VHF	UHF	TOTAL
☐ Commercial Television Stations	8	0	8
● Educational Television Stations	0	0	0
			8

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WDAM-TV**

**Hattiesburg**

(See Laurel, Miss.)

**WLBT**

**Jackson**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	MISSISSIPPI			
	Amite	3,400	2,700	80
	Forrest	17,700	16,100	91
	Jones	18,000	16,500	92
	Noxubee	3,800	2,800	74
	Webster	3,000	2,400	81
<b>Between 5-24 %</b>	ARKANSAS			
	Ashley	7,700	6,600	86
	Chicot	5,600	4,400	78
	LOUISIANA			
	Catahoula	2,700	2,100	79
	Franklin	6,000	5,300	87
	Morehouse	9,500	8,400	88
	Richland	5,500	4,800	87
	St Helena	2,100	1,700	80
	West Carroll	3,100	2,700	86
	MISSISSIPPI			
	Bolivar	13,200	9,700	73
	Calhoun	4,300	3,600	84
	Clarke	4,200	3,600	85
Clay	5,800	4,900	84	
Kemper	2,600	2,000	79	
Lauderdale	22,400	20,500	91	
Oktibbeha	7,100	5,700	80	
Perry	2,400	2,000	84	
Wilkinson	3,300	2,500	74	

**WJTV**

**Jackson**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	MISSISSIPPI			
	Bolivar	13,200	9,700	73
	Choctaw	1,900	1,500	79
	Grenada	5,400	4,400	81
	Jasper	4,200	3,600	86
	Newton	5,300	4,600	87
Walthall	3,400	2,700	81	
<b>Between 5-24 %</b>	ARKANSAS			
	Chicot	5,600	4,400	78
	LOUISIANA			
	Catahoula	2,700	2,100	79
	Franklin	6,000	5,300	87
	MISSISSIPPI			
	Amite	3,400	2,700	80
	Forrest	17,700	16,100	91
	Jones	18,000	16,500	92
	Lamar	4,100	3,600	87
	Lauderdale	22,400	20,500	91
	Neshoba	5,300	4,600	87
	Tallahatchie	5,300	4,000	74
	Webster	3,000	2,400	81
Wilkinson	3,300	2,500	74	
Winston	4,900	4,000	82	

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**La Rue Media Brokers Inc.**

**Radio Television CATV**

**Recent Sales**

Radio: Tulsa, Oklahoma \$500,000  
CATV: Sebring, Florida \$600,000

116 Central Park South  
New York, N.Y.

# Mississippi—Biloxi-Gulfport-Pascagoula



**WLOX-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 42' 44"  
Longitude 89° 07' 13.5"

Transmitter: 3-mi. NE of McHenry, Miss.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

AM Affiliate: WLOX, 1-kw (.250 night), 1490 kc (MBS).

Represented (legal) by Booth & Lovett.

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

© 1967 American Research Bureau.

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



WLOX-TV Ref: FCC File No. BMPCT-5991 Granted 7/31/64

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

## WLOX-TV

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi, Miss. (39530).

Studio: Buena Vista Hotel Bldg.

Telephone: 601-432-5581.

Ownership: J. S. Love, pres., 44.45%; Mrs. J. S. Love, 42.10%; Ray Butterfield, v.p., 1.50%; Miss Juanita Baltar, secy., 1.05%; T. B. Majure, treas., .30%.

Began Operation: October 15, 1962.

Represented (sales) by Jack Masla & Co. Inc. (national); Busby, Finch & Woods (Southern).

Personnel:

RAY BUTTERFIELD, general manager.

T. B. MAJURE, chief engineer.

EARL BLESSEY, general sales manager.

TRAVIS GRAY, program director.

DIGEST OF RATE CARD NO. 4  
(Dec. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$324.00	\$194.00	\$129.00	\$98.00	\$78.00	\$65.00

NETWORK BASE HOURLY RATE: \$250 (ABC).

For Station-Owned Translators

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Washington	13,500	11,700	87
	MISSISSIPPI			
	Forrest	17,700	16,100	91
	George	3,300	3,000	92
	Greene	2,300	1,900	79
	Hancock	4,700	4,100	88
	Harrison	37,300	34,600	93
	Jackson	20,000	18,400	92
	Lamar	4,100	3,600	87
	Marion	6,800	5,700	83
	Pearl River	6,900	6,100	88
	Perry	2,400	2,000	84
Stone	2,300	2,000	87	
Between 25-50%	MISSISSIPPI			
	Jones	18,000	16,500	92
	Walthall	3,400	2,700	81
	Wayne	4,500	3,700	82
Between 5-24%	ALABAMA			
	Marengo	6,500	5,100	78
	Mobile	103,100	96,500	94
	MISSISSIPPI			
	Covington	3,300	2,800	83
	Jasper	4,200	3,600	86
	Jefferson Davis	3,300	2,600	79
	Lawrence	2,300	1,900	82
	Lincoln	8,000	6,800	85
Pike	10,900	9,100	84	
Warren	14,100	12,200	86	
Station Totals		302,900	272,700	90
Net Weekly Circulation (March 1967)				109,600
Average Daily Circulation (March 1967)				57,200

# Mississippi—Columbus



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 20-kw visual, 3.98-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"  
Longitude 88° 23' 38"

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

Telephone: 601-328-5631.

TWX No.: 601-328-9480.

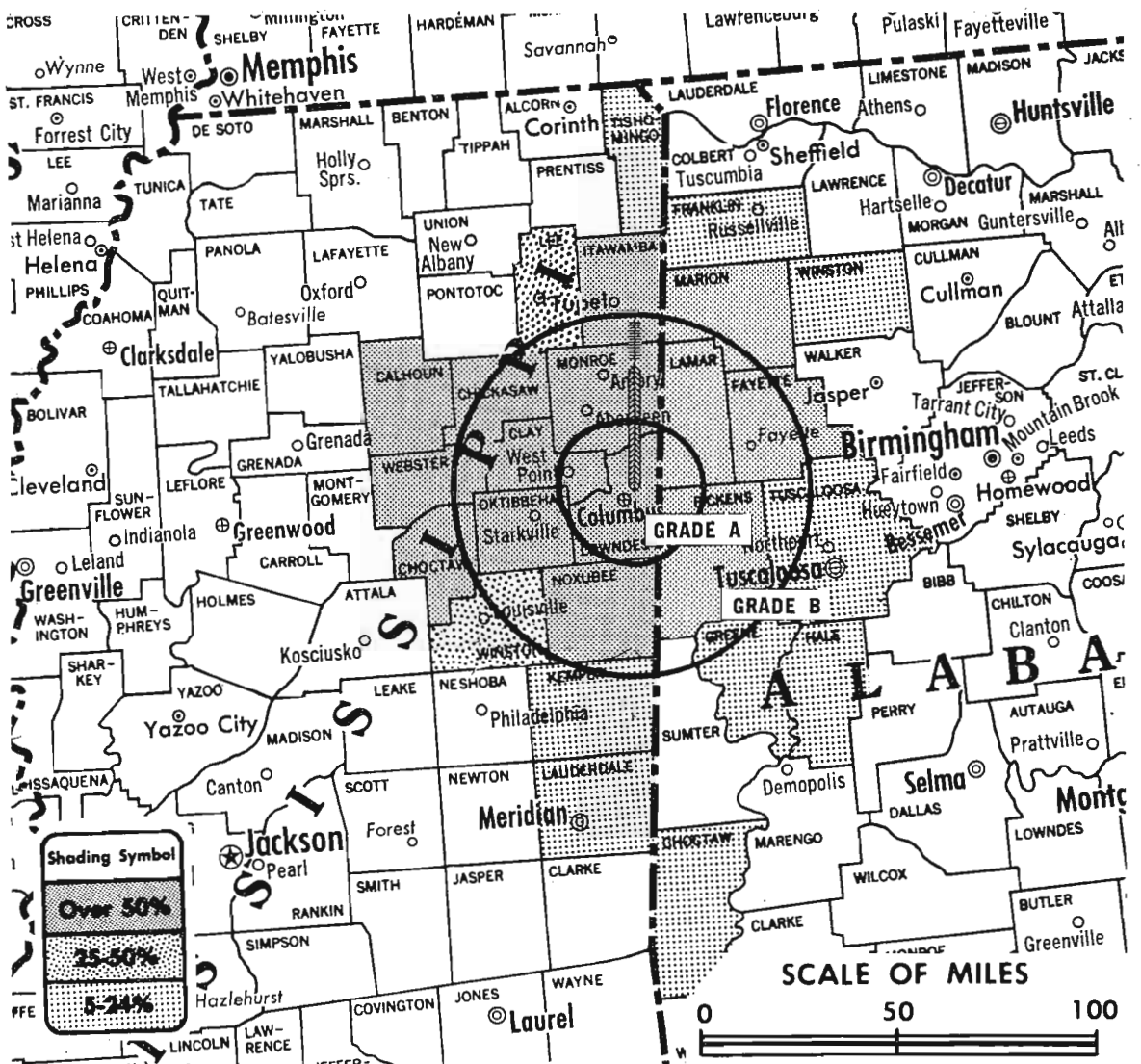
Color: Network.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kc. (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCBI-TV Ref: FCC File No. BMPCT-3097 Granted 8/15/65

©American Map Co., Inc., N.Y., No. 14241

## WCBI-TV

Network Service: ABC, CBS; also NBC.

Licensee: Columbus Television Inc., Hwy. 12, 4-mi. NE of Columbus.

Studio: Hwy. 12, 4-mi. NE of Columbus.

Ownership: Birney Imes Jr., 25%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

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

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

Personnel:

W. W. WHITFIELD, general manager.  
TOM McFERRIN, chief engineer.  
ED PRESCOTT, asst. manager & operations manager.  
BOB WILLIAMS, production manager.  
JOHN REED, program manager.  
KITTY JORDAN, traffic manager.

DIGEST OF RATE CARD NO. 10  
(Oct. 1, 1967)

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

\$350.00 \$250.00 \$150.00 \$100.00 \$85.00 \$70.00 \$45.00 \$25.00

NETWORK BASE HOURLY RATE: \$350 (CBS), \$350 (NBC), \$350 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>ALABAMA</b>			
	Fayette	4,000	3,500	87
	Lamar	3,700	3,200	86
	Marion	5,600	5,000	90
	Pickens	5,300	4,200	80
	<b>MISSISSIPPI</b>			
	Calhoun	4,300	3,600	84
	Chickasaw	4,500	3,800	83
	Choctaw	1,900	1,500	79
	Clay	5,800	4,900	84
Between 25-50%	<b>MISSISSIPPI</b>			
	Itawamba	4,200	3,600	86
	Lowndes	14,700	13,200	90
	Monroe	9,900	8,600	87
	Noxubee	3,800	2,800	74
	Oktibbeha	7,100	5,700	80
	Webster	3,000	2,400	81
	Lee	13,400	11,800	88
	Winston	4,900	4,000	82
	Between 5-24%	<b>ALABAMA</b>		
Choctaw		4,400	3,400	78
Franklin		5,800	5,000	86
Greene		2,800	2,000	70
Hale		4,700	3,600	76
Tuscaloosa		31,600	28,200	89
Winston		3,600	3,300	90
<b>MISSISSIPPI</b>				
Kemper		2,600	2,000	79
Lauderdale		22,400	20,500	91
Tishomingo	4,100	3,300	82	
<b>Station Totals</b>		178,100	153,100	86
Net Weekly Circulation (March 1967)				72,500
Average Daily Circulation (March 1967)				54,000

# Mississippi—Greenwood-Greenville



## WABG-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1090-ft. above av. terrain, 1131-ft. above ground, 1246-ft. above sea level.

Latitude 33° 22' 46"  
Longitude 90° 33' 49"

Transmitter: 3¾ mi. NE of Inverness, Miss.

Color: Network, film & slide.

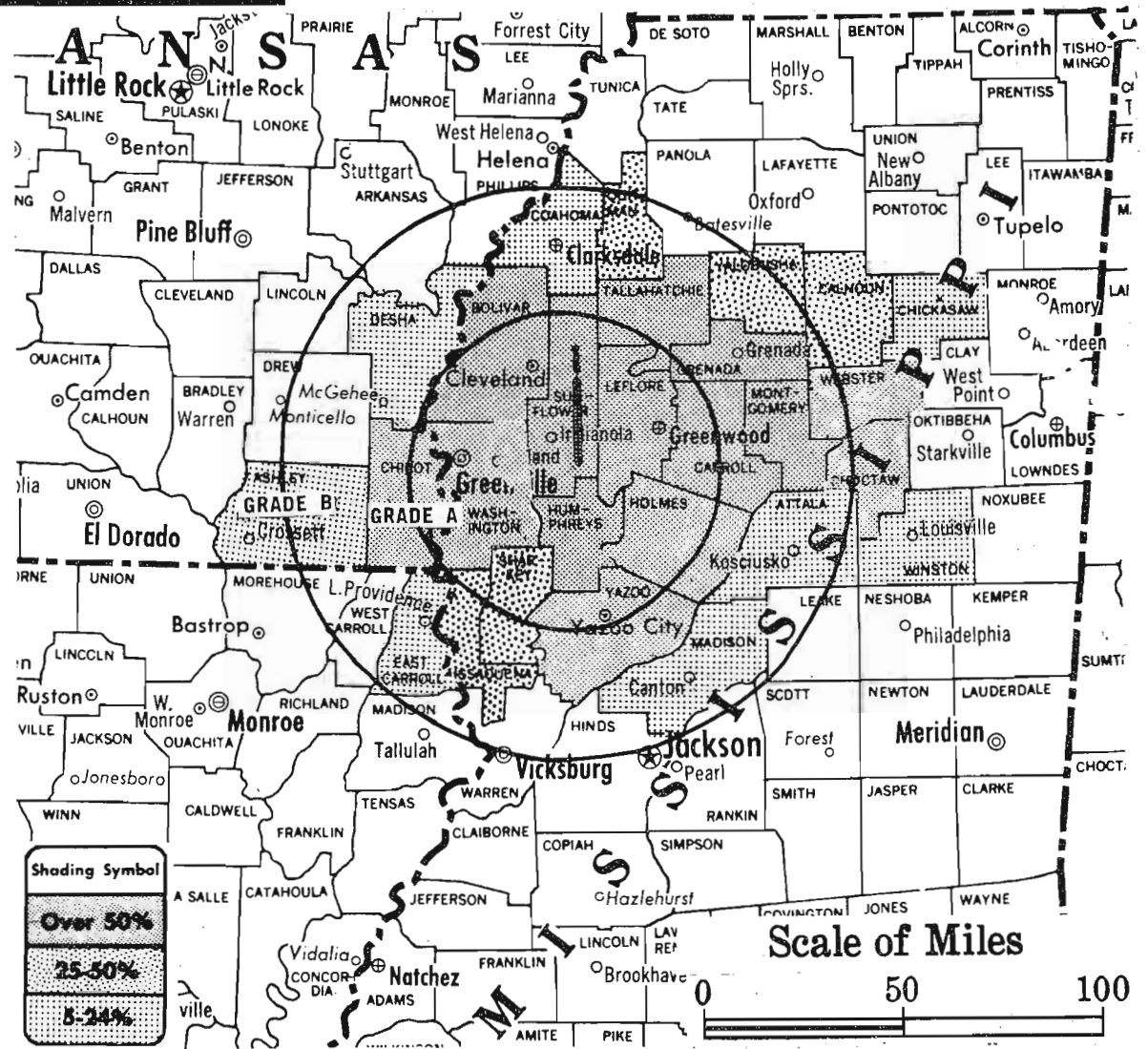
News Wire Service: AP.

Telephone: 601-453-4001.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kc.

Represented (engineering) by John Creutz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WABG-TV Ref: FCC File No. BPCT-3652 Granted 2/25/66

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

## WABG-TV

Licensee: Mississippi Telecasting Co. Inc., P.O. Drawer 720, Greenwood, Miss. (38931).

Studios: Highway 82-West, Greenwood; Washington Ave., Greenville.

Ownership: Cy N. Bahakel, 100%. For other interests see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 20, 1959.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president & general manager.  
LANE TUCKER, station manager & film buyer.  
ERLENE LEACH, program director.  
ROBERT TAYLOR, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Nov. 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—7-9 p.m., daily.	\$267.00	\$160.00	\$107.00	\$90.00	\$54.00	\$32.00
NETWORK BASE HOURLY RATE: \$325.						

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270  
Chicago: 333 N. Michigan Avenue (312) 346-6460  
Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626  
Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Chicot	5,600	4,400	78
	MISSISSIPPI			
	Bolivar	13,200	9,700	73
	Carroll	2,200	1,600	71
	Choctaw	1,900	1,500	79
	Grenada	5,400	4,400	81
	Holmes	6,300	4,900	78
	Humphreys	4,200	3,300	79
	Leflore	12,400	9,900	79
	Montgomery	3,700	2,900	78
	Sunflower	9,800	7,200	74
	Tallahatchie	5,300	4,000	74
	Washington	23,500	19,200	82
Webster	3,000	2,400	81	
Yazoo	8,200	6,800	83	
Between 25-50%	MISSISSIPPI			
	Calhoun	4,300	3,600	84
	Issaquena	500	400	74
	Quitman	4,600	3,700	80
	Sharkey	2,400	1,900	78
Yalobusha	3,000	2,400	79	
Between 5-24%	ARKANSAS			
	Ashley	7,700	6,600	86
	Desha	5,800	4,900	85
	LOUISIANA			
	East Carroll	3,200	2,600	80
	MISSISSIPPI			
	Attala	5,300	4,200	81
	Chickasaw	4,500	3,800	83
Coahoma	12,600	9,800	78	
Madison	8,300	6,800	82	
Winston	4,900	4,000	82	
Station Totals		171,800	136,900	80
Net Weekly Circulation (March 1967)				73,500
Average Daily Circulation (March 1967)				44,400



# Mississippi—Jackson

**WJTV**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"  
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 3-mi. N of Route 18.

Studio: Robinson Rd. extension, 3-mi. N of Route 18.

TV tape: Recording facilities.

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

News Wire Service: AP.

AM Affiliate: WSLI, 5-kw, 930 kc (ABC).

FM Affiliate: WSLI-FM, 80-kw, 96.3 mc (No. 242), 1420-ft. antenna height.

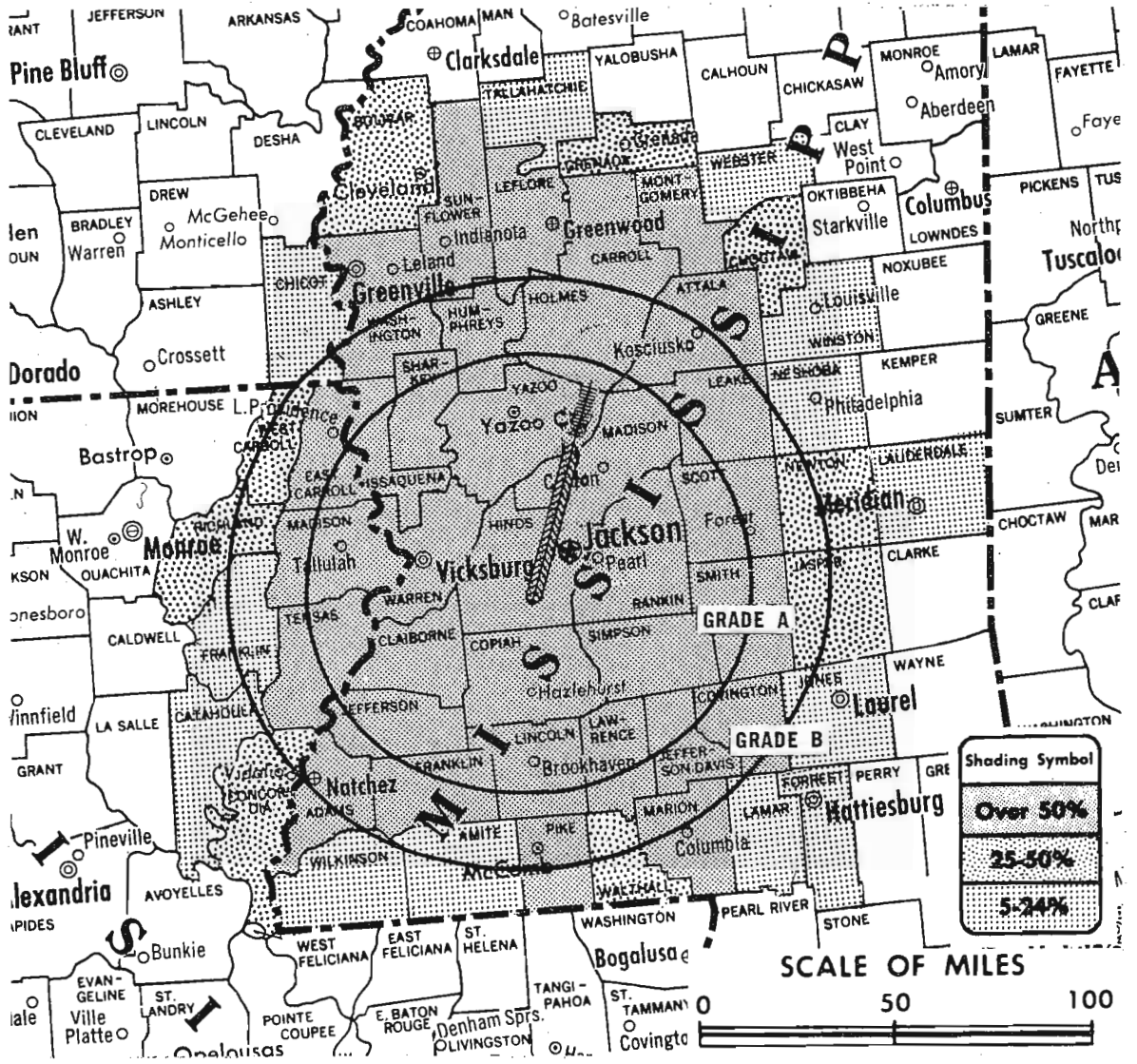
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WJTV Ref: FCC File No. BPCT-2540 Granted 1/10/62

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

## WJTV

Network Service: CBS & ABC on per program basis.

Licensee: Capital Broadcasting Co. Inc., Box 8187, Jackson, Miss. (39204).

Telephone: 601-372-6311.

TWX No.: 810-966-2735.

Ownership: Mississippi Publishers Corp., publishers of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Lanford also owns 51% of radio KALB & KALB-TV, Alexandria, La., radio KRMD, Shreveport.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (Television Digest, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

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

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- L. M. SEPAUGH, general manager.
- OWENS F. ALEXANDER, station, national sales manager & film buyer.
- WILL CRULL, director, regional sales.
- WILLIAM CARLIER, local sales manager.
- L. M. SEPAUGH JR., film director.
- C. A. PERKINS, chief engineer.
- KEN PARKS, production director.
- SANDY McMILLAN, promotion director.

### DIGEST OF RATE CARD NO. 14 (June 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$750.00	\$475.00	\$350.00	.....	\$150.00	\$100.00

NETWORK BASE HOURLY RATE: \$750.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>LOUISIANA</b>			
	East Carroll	3,200	2,600	80
	Madison	4,100	3,300	81
	Tensas	2,700	2,200	79
	<b>MISSISSIPPI</b>			
	Adams	12,300	10,300	84
	Attala	5,300	4,200	81
	Carroll	2,200	1,600	71
	Claiborne	2,800	2,100	76
	Copiah	7,300	6,200	85
	Covington	3,300	2,800	83
	Franklin	2,600	2,000	79
	Hinds	61,600	57,100	93
	Holmes	6,300	4,900	78
	Humphreys	4,200	3,300	79
	Issaquena	500	400	74
	Jefferson Davis	3,300	2,600	79
	Jefferson	2,700	1,900	71
	Lawrence	2,300	1,900	82
	Leake	4,800	4,100	86
Leflore	12,400	9,900	79	
Lincoln	8,000	6,800	85	
Madison	8,300	6,800	82	
Marion	6,800	5,700	83	
Montgomery	3,700	2,900	78	
Pike	10,900	9,100	84	
Rankin	9,300	8,200	89	
Scott	6,000	5,200	87	
Sharkey	2,400	1,900	78	
Simpson	5,600	4,900	88	
Smith	3,500	2,900	84	
Sunflower	9,800	7,200	74	
Warren	14,100	12,200	86	
Washington	23,500	19,200	82	
Yazoo	8,200	6,800	83	
<b>Between 25-50%</b>	<b>LOUISIANA</b>			
	Concordia	6,700	5,500	81
	Richland	5,500	4,800	87
West Carroll	3,100	2,700	86	
(Continued on page 375-b)				
Station Totals		414,400	351,400	85
Net Weekly Circulation (March 1967)				221,600
Average Daily Circulation (March 1967)				161,800

# Mississippi—Jackson

**WLBT**  
Ch. 3



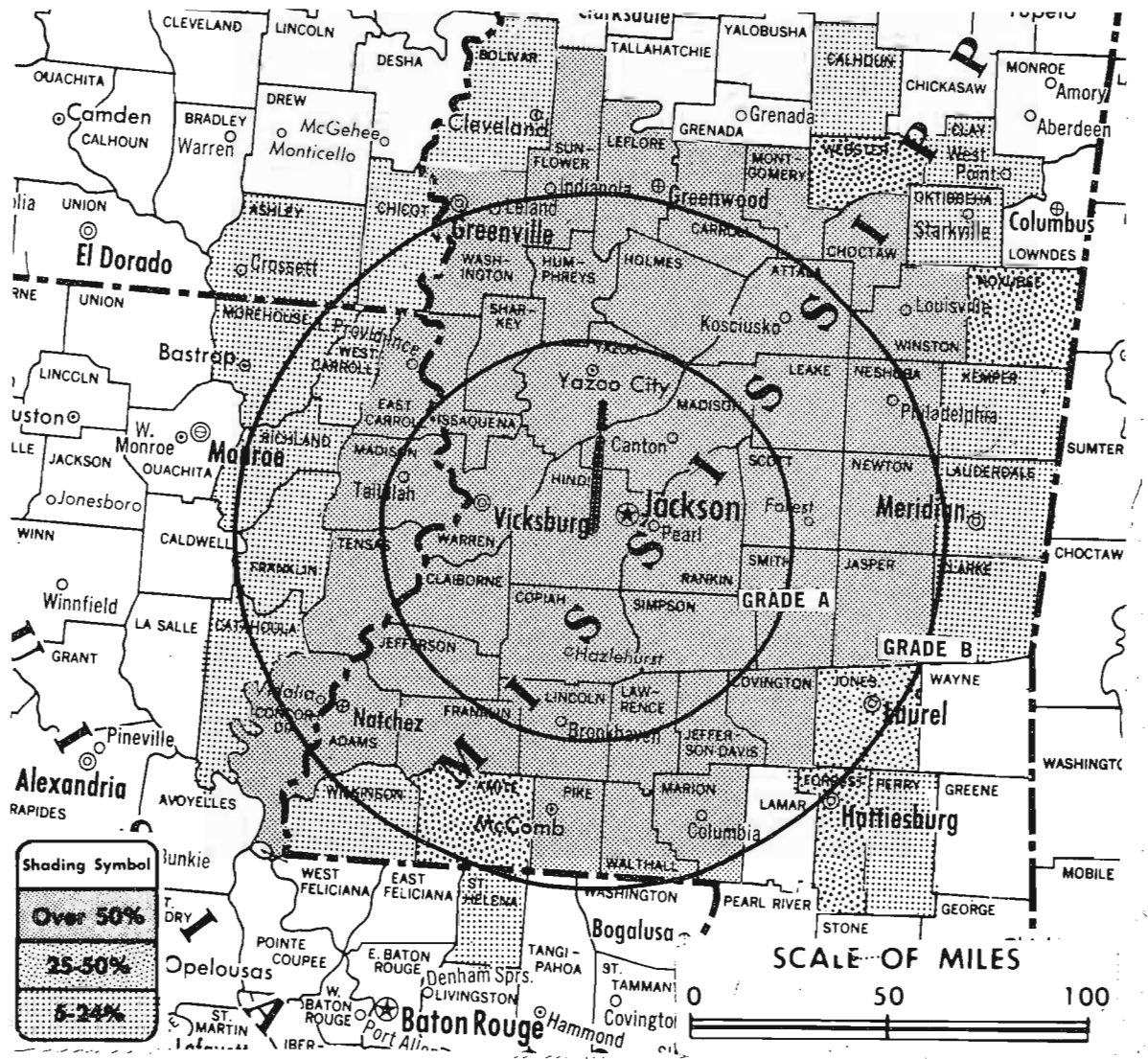
Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"  
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WLBT Ref: FCC File No. BPCT-3807 Granted 9/21/66

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

## WLBT

Network Service: ABC, NBC.

Licensee: Lamar Life Bcstg. Co., Box 2171, Jackson, Miss. (39205).

Studio: 715 S. Jefferson St. (39201).

Telephone: 601-948-3333. TWX No.: 601-948-0726.

Ownership: Lamar Life Insurance Co., 100%. Also licensee of Jackson radio WJDX & WJDX-FM.

Began Operation: Dec. 20, 1953.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Arnold & Porter.

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

### Personnel:

BOB McRANEY JR., general manager.  
HOMER MANN, commercial manager.  
MAURICE THOMPSON, program director & film buyer.  
HEWITT GRIFFIN, promotion director.  
FORREST COX, farm director.  
HAGAN THOMPSON, news director.  
FLOYD KINARD, chief engineer.  
PERCY STORM, local sales manager.

### DIGEST OF RATE CARD NO. 10—(Jan. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—6:59-9:59 p.m., daily.	\$600.00	\$360.00	\$240.00	\$200.00	\$200.00	\$160.00 \$80.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	LOUISIANA			
	Concordia	6,700	5,500	81
	East Carroll	3,200	2,600	80
	Madison	4,100	3,300	81
	Tensas	2,700	2,200	79

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MISSISSIPPI			
	Adams	12,300	10,300	84
	Attala	5,300	4,200	81
	Carroll	2,200	1,600	71
	Choctaw	1,900	1,500	79
	Claiborne	2,800	2,100	76
	Copiah	7,300	6,200	85
	Covington	3,300	2,800	83
	Franklin	2,600	2,000	79
	Hinds	61,600	57,100	93
	Holmes	6,300	4,900	78
	Humphreys	4,200	3,300	79
	Issaquena	500	400	74
	Jasper	4,200	3,600	86
	Jefferson Davis	3,300	2,600	79
	Jefferson	2,700	1,900	71
	Lawrence	2,300	1,900	82
	Leake	4,800	4,100	86
	Leflore	12,400	9,900	79
	Lincoln	8,000	6,800	85
	Madison	8,300	6,800	82
	Marion	6,800	5,700	83
	Montgomery	3,700	2,900	78
	Neshoba	5,300	4,600	87
	Newton	5,300	4,600	87
	Pike	10,900	9,100	84
	Rankin	9,300	8,200	89
	Scott	6,000	5,200	87
	Sharkey	2,400	1,900	78
	Simpson	5,600	4,900	88
	Smith	3,500	2,900	84
	Sunflower	9,800	7,200	74
	Walthall	3,400	2,700	81
	Warren	14,100	12,200	86
	Washington	23,500	19,200	82
	Winston	4,900	4,000	82
	Yazoo	8,200	6,800	83

(Continued on page 375-b)

Station Totals	449,100	380,700	85
Net Weekly Circulation (March 1967)			238,100
Average Daily Circulation (March 1967)			174,000

# Mississippi—Laurel-Hattiesburg

**abc NBC WDAM-TV**

Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"  
Longitude 89° 17' 05"

**Transmitter:** U.S. Hwy. 11, approx. 1.2-mi. of Eastabuchie.

**Studio:** U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

**Telephones:** 601-582-7117, Hattiesburg; 8-4188, Laurel.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP.

**Facsimile Service:** AP.

**Represented (engineering) by** Gautney & Jones.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WDAM-TV

**Network Service:** ABC, NBC.

**Licensee:** Chapman TV of Tuscaloosa Inc., Box 1978, Hattiesburg, Miss. (39402).

**Ownership:** Wm. S. Smylie, pres., 18.75%; Mrs. W. S. Smylie, 16.67%; W. S. Smylie, III, 8.33%; S. A. Rosenbaum, 43.75%; Marvin Reuben, v.p., 8.33%; Jerry P. Keith, v.p., 4.17%. Stockholders also own WCFT-TV, Tuscaloosa. Rosenbaum also owns 11.5% of WTOK-TV, Meridian, Miss. and has interest in CATV systems in Tenn.

**Began Operation:** June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to present owners, who held CP for Ch. 7, Laurel, Miss.; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44, 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by Wm. S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50).

**Represented (sales) by** Adam Young-VTM Inc.

**Represented (legal) by** McKenna & Wilkinson.

**Personnel:**

MARVIN REUBEN, v.p., general manager & film buyer.  
JERRY KEITH, v.p. & sales manager.  
CHARLES I. SHADE, program director.  
KEITH GLATZER, news director.  
BOBBY J. SMITH, chief engineer.  
MRS. NELL SUMRALL, merchandising & promotion director.  
EMILIE RUNDELL, traffic manager.  
H. C. STANFORD, production manager.  
ROBERT GLOVER, sales service director.

**DIGEST OF RATE CARD NO. 4—(Aug. 1, 1965)**

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-9:59 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$60.00 \$50.00 \$35.00  
**NETWORK BASE HOURLY RATE: \$300 (NBC).**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MISSISSIPPI			
	Covington	3,300	2,800	83
	Forrest	17,700	16,100	91
	Greene	2,300	1,900	79
	Jasper	4,200	3,600	86
	Jefferson Davis	3,300	2,600	79
	Jones	18,000	16,500	92
	Lamar	4,100	3,600	87
	Marion	6,800	5,700	83
	Perry	2,400	2,000	84
	Smith	3,500	2,900	84
	Stone	2,300	2,000	87
	Wayne	4,500	3,700	82
<b>Between 25-50%</b>	MISSISSIPPI			
	Clarke	4,200	3,600	85
	Lauderdale	22,400	20,500	91
	Lawrence	2,300	1,900	82
	Simpson	5,600	4,900	88
Walthall	3,400	2,700	81	
<b>Between 5-24%</b>	ALABAMA			
	Choctaw	4,400	3,400	78
	Marengo	6,500	5,100	78
	MISSISSIPPI			
	George	3,300	3,000	92
Lincoln	8,000	6,800	85	
Pearl River	6,900	6,100	88	
Pike	10,900	9,100	84	
<b>Station Totals</b>		<b>150,300</b>	<b>130,500</b>	<b>87</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>69,700</b>
<b>Average Daily Circulation (March 1967)</b>				<b>53,200</b>

**For Mississippi CATV Systems  
see CATV Directory in Services Volume**



# Mississippi—Meridian

**WHTV**

Ch. 24

(Due to Begin Operation  
in Spring)

Technical Facilities: Channel No. 24  
(530-536 mc). Authorized power:  
282-kw max. & 245-kw horizontal  
visual, 28-kw max. & 24.5-kw  
horizontal aural. Antenna: 550-ft.  
above av. terrain, 319-ft. above  
ground, 1000-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 28"

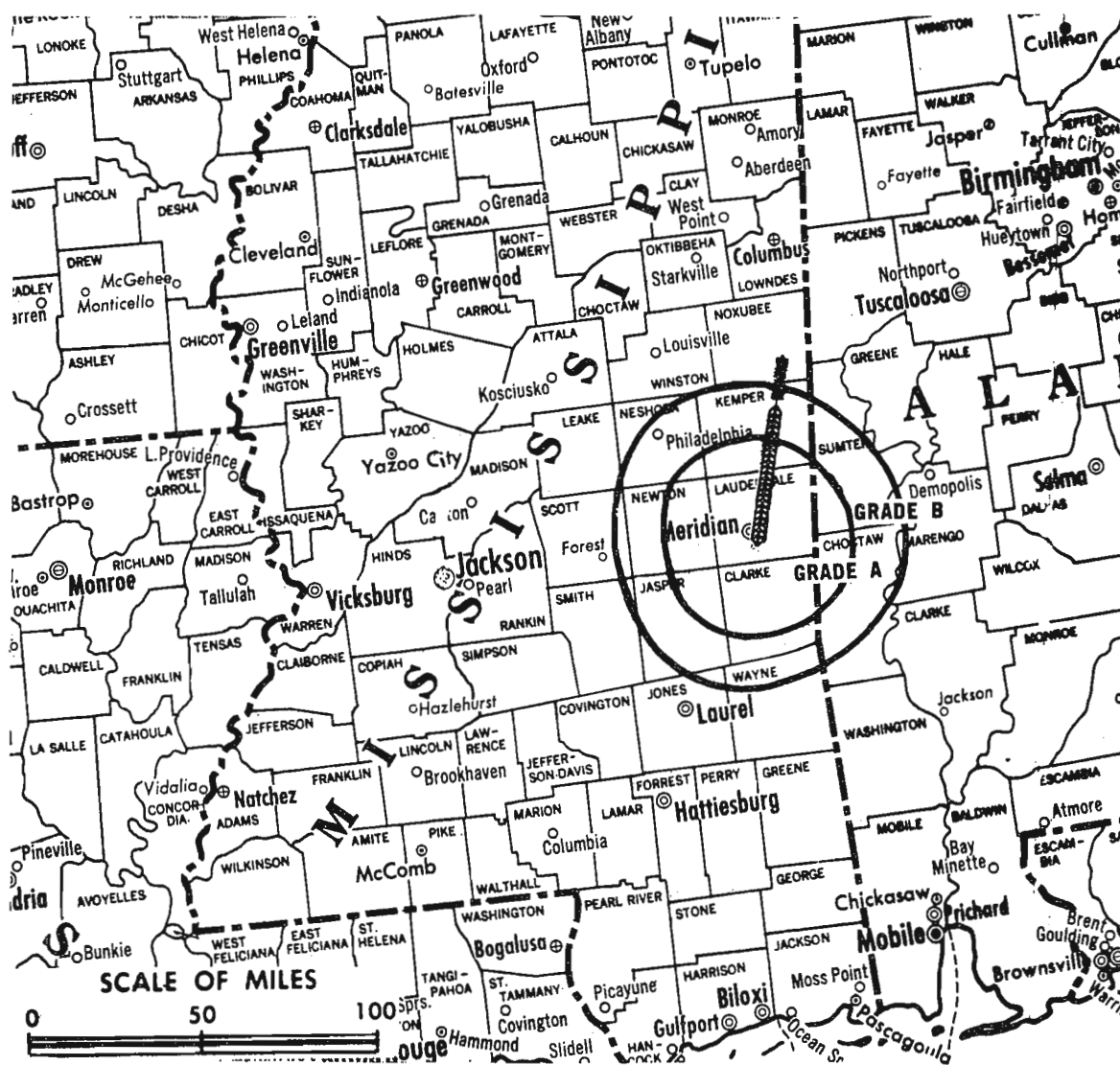
Transmitter: 1.8-mi. S of Meridian  
on U.S. Hwy. 45.

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WHTV Ref: FCC File No. BPCT-3954 Granted 7/10/67

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

## WHTV

Grantee: Delta Communications Corp., P.O. Box 871, Meridian,  
Miss. (39301).

Studio: 1.8 mi. S of Meridian on U.S. Hwy. 45.

Telephone: 601-483-2226.

Ownership: James L. Britton III, chmn., 24.75%; Weyman H. D.  
Walker, pres., 22.00%; Dan R. Japhet, exec. v.p., 8.26%;  
Marion S. Ackerman III, secy., 8.26%; F. Carrington Weems,  
treas., 24.73%; Richard E. Wilbourn, 6.00%; James G. Wilbourn,  
6.00%. Also uhf applicants in Tallahassee, Fla. and Monterey,  
Cal.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by David L. Steel Sr.

Personnel:

WEYMAN WALKER, president & general manager.

JACK CANSON, local sales manager.

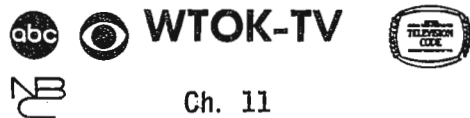
JOE DeMOSS, chief engineer.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$60.00	\$50.00	\$35.00	\$25.00



# Mississippi—Meridian



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 30"

Transmitter: U.S. Hwy. 45, 1/8-mi. S of city.

TV tape: Recording facilities.

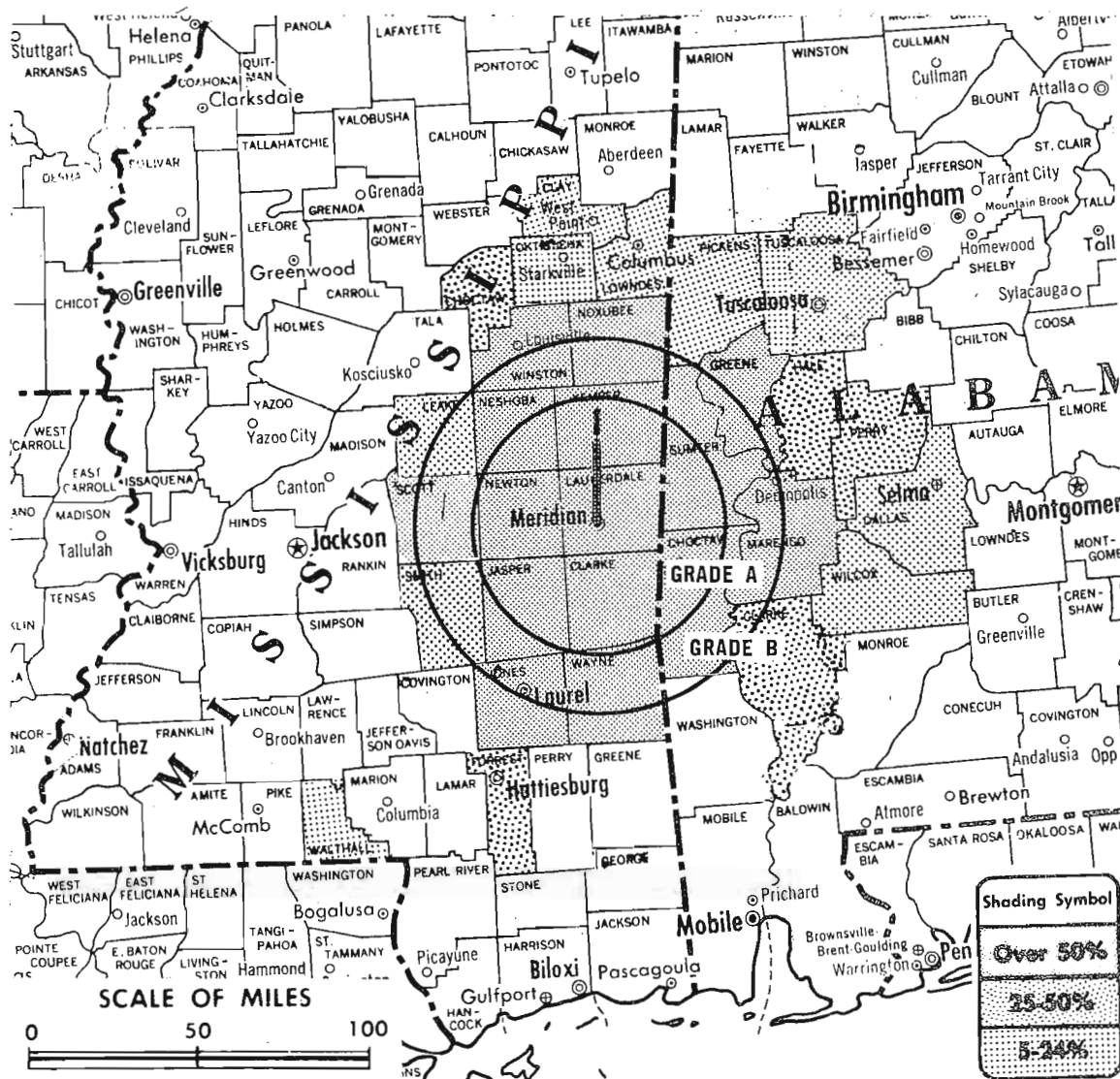
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Studio: Southern Bldg.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTOK-TV Ref: FCC File No. BMPCT-3043 Granted 5/2/55

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

## WTOK-TV

Network Service: ABC, CBS; also NBC.

Licensee: Southern Television Corp., Box 2988, Meridian, Miss. (39302).

Telephone: 601-483-1441.

TWX No.: 601-483-6851.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, treas., 6.5%; I. A. Rosenbaum Jr., 11.5%; Thomas R. Ward, 3%; 4 others, none over 5%. S. A. Rosenbaum also owns 43.75% of WDAM-TV, Laurel, Miss. Mr. Skewes and his mother, Grace Skewes, own radio WMOX, Meridian, Miss.

Began Operation: Sept. 25, 1953.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods Inc. (Atlanta).

Represented (engineering) by Gautney & Jones.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT F. WRIGHT, president, gen. mgr. & film buyer.  
WILLIAM B. CROOKS, v.p. & sales manager.  
CECIL GERMANY, traffic & program manager.  
GEORGE E. SHANNON, production director.  
JOE H. SAXON, chief engineer.  
BOB HOLLAND, operations director.

### DIGEST OF RATE CARD NO. 7 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-9 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$85.00
NETWORK BASE HOURLY RATE:	\$500 (ABC)	\$500 (CBS)	\$500 (NBC)			

For Index to Contents See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>ALABAMA</b>				
		Choctaw	4,400	3,400	78
		Greene	2,800	2,000	70
		Marengo	6,500	5,100	78
		Sumter	4,500	3,500	78
	<b>MISSISSIPPI</b>				
		Clarke	4,200	3,600	85
		Jasper	4,200	3,600	86
		Jones	18,000	16,500	92
		Kemper	2,600	2,000	79
		Lauderdale	22,400	20,500	91
		Neshoba	5,300	4,600	87
		Newton	5,300	4,600	87
	Noxubee	3,800	2,800	74	
	Scott	6,000	5,200	87	
	Wayne	4,500	3,700	82	
	Winston	4,900	4,000	82	
Between 25-50%	<b>ALABAMA</b>				
		Clarke	6,800	5,500	81
		Hale	4,700	3,600	76
		Perry	3,800	2,800	75
	<b>MISSISSIPPI</b>				
		Choctaw	1,900	1,500	79
	Forrest	17,700	16,100	91	
Between 5-24%	<b>ALABAMA</b>				
		Dallas	15,300	12,800	84
		Pickens	5,300	4,200	80
		Tuscaloosa	31,600	28,200	89
		Wilcox	3,600	2,700	73
	<b>MISSISSIPPI</b>				
		Clay	5,800	4,900	84
		Leake	4,800	4,100	86
		Lowndes	14,700	13,200	90
		Oktibbeha	7,100	5,700	80
	Smith	3,500	2,900	84	
	Walthall	3,400	2,700	81	

Station Totals	229,400	196,000	85
Net Weekly Circulation (March 1967)			90,100
Average Daily Circulation (March 1967)			67,800

# Mississippi—Tupelo



**WTWV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.2-kw visual, 5.37-kw aural. Antenna: 520-ft. above av. terrain, 540-ft. above ground, 854-ft. above sea level.

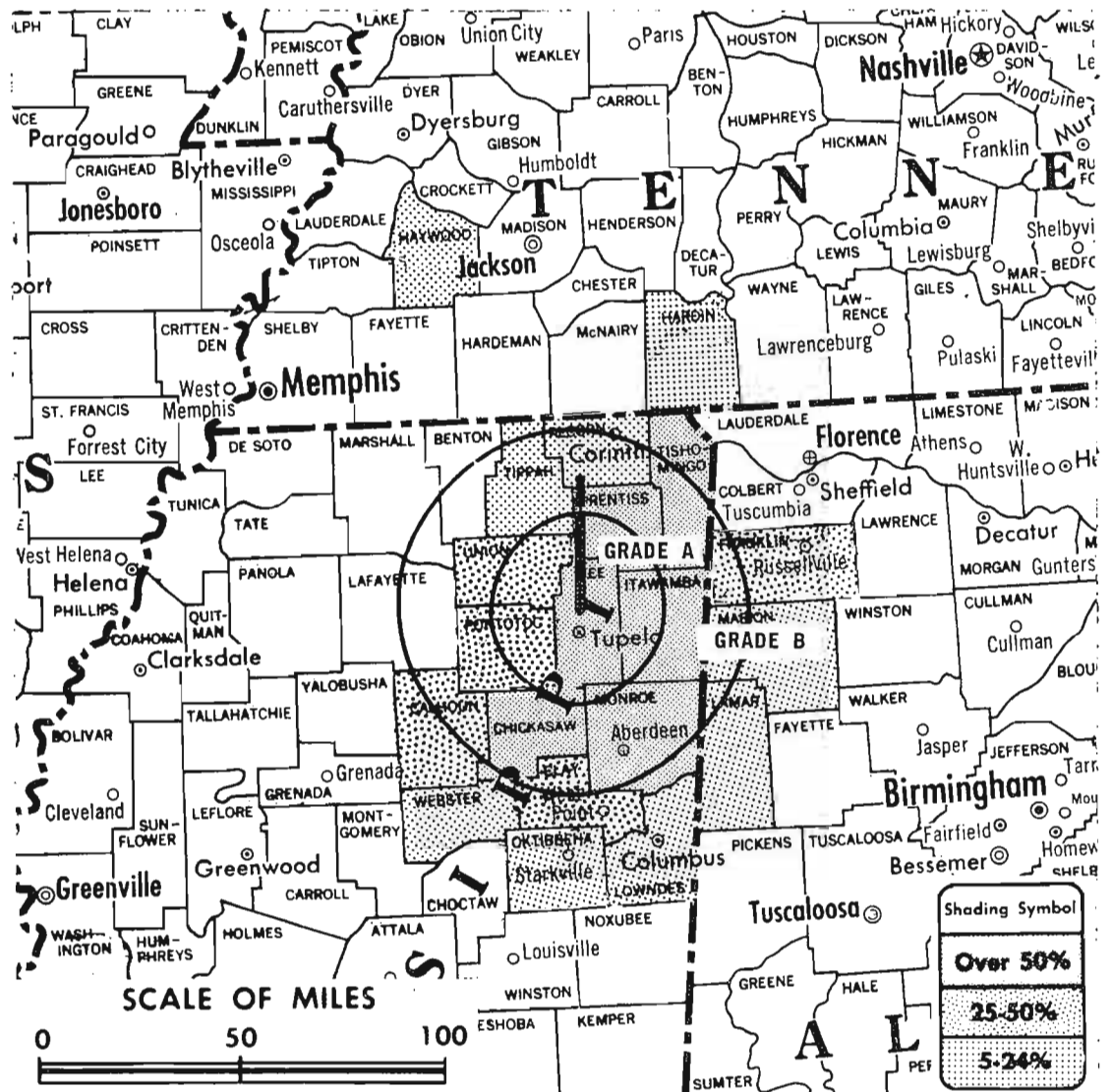
Latitude 34° 19' 24"  
Longitude 88° 42' 39"

Transmitter: Beech Spring Rd., 2.5-mi. N of city limits.

Color: Network, film & slide.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTWV Ref: FCC File No. BMPCT-3665 Granted 2/14/56

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## WTWV

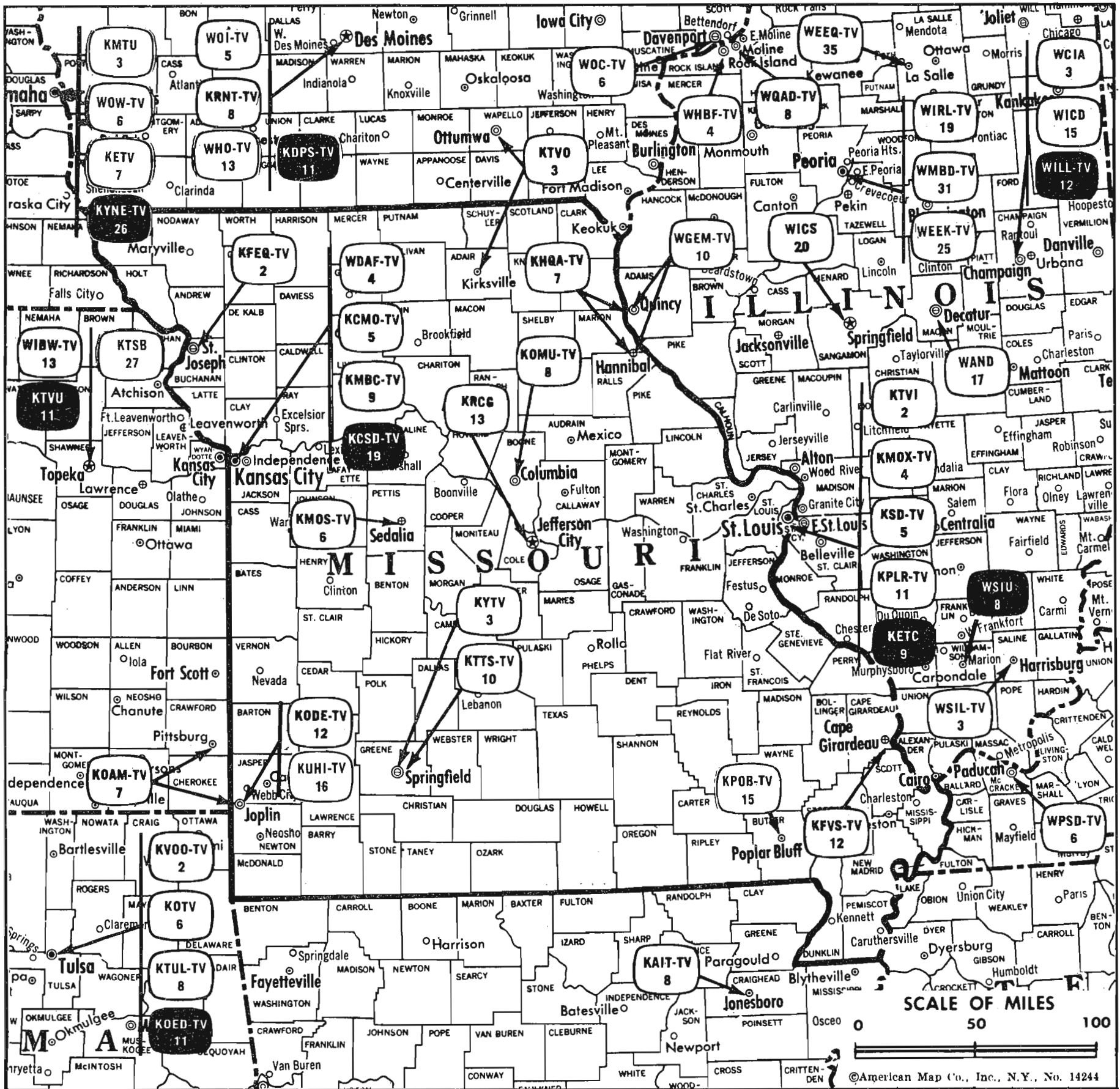
Network Service: ABC, NBC (common-carrier Microwave).  
Licensee: WTWV Inc., P.O. Box 350, Tupelo, Miss. (38801).  
Studio: Beech Spring Rd., 2.5-mi. N of city limits.  
Telephone: 601-842-7620.  
Ownership: Frank K. Spain, 60%; Walter D. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%.  
Began Operation: March 18, 1957.  
Represented (sales) by Jack Masla & Co. Inc.  
Represented (legal) by Haley, Bader & Potts.  
Personnel:  
FRANK K. SPAIN, president & general manager.  
CHARLES H. HICKS JR., station & sales manager.  
WILLIAM B. LANDERS, program director.  
JAMES D. GREEN, chief engineer.  
JAMES STEMBRIDGE, operations supervisor.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—5:45-10:15 p.m., Mon.-Sat.; 2-10:15 p.m., Sun.	\$200.00	\$120.00	\$80.00	\$67.00	\$55.00	\$40.00 \$24.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MISSISSIPPI</b>			
	Chickasaw	4,500	3,800	83
	Itawamba	4,200	3,600	86
	Lee	13,400	11,800	88
	Monroe	9,900	8,600	87
	Prentiss	5,100	4,500	87
	Tishomingo	4,100	3,300	82
<b>Between 25-50%</b>	<b>ALABAMA</b>			
	Franklin	5,800	5,000	86
	<b>MISSISSIPPI</b>			
	Calhoun	4,300	3,600	84
	Clay	5,800	4,900	84
	Pontotoc	4,900	4,200	86
	Union	5,800	5,300	92
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Lamar	3,700	3,200	86
	Marion	5,600	5,000	90
	<b>MISSISSIPPI</b>			
	Alcorn	7,800	6,700	86
	Lowndes	14,700	13,200	90
	Oktibbeha	7,100	5,700	80
	Tippah	4,100	3,600	88
	Webster	3,000	2,400	81
	<b>TENNESSEE</b>			
	Madison	19,500	17,500	90
	Mc Nairy	4,800	4,200	86
<b>Station Totals</b>		<b>138,100</b>	<b>120,100</b>	<b>87</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>46,500</b>
<b>Average Daily Circulation (March 1967)</b>				<b>28,400</b>

# Missouri



Missouri Station Status as of Jan. 1, 1968	VHF	UHF	TOTAL
○ Commercial Television Stations	17	2	19
● Educational Television Stations	1	1	2
			21

See CATV Directory  
for State's CATV Systems

# Missouri

Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
St. Louis	826,300	12	1,044,700	25	980,000	24
Kansas City	597,200	23	749,200	41	703,300	41
Cape Girardeau- Paducah-Harrisburg	237,500	80	400,200	104	361,200	106
Springfield	158,700	109	270,300	131	239,600	133
Joplin-Pittsburg	147,900	115	226,900	145	204,800	145
St. Joseph	140,300	122	688,500	48	648,100	48
Hannibal-Quincy	133,100	129	227,200	144	212,300	144
Columbia-Jefferson City	118,100	138	212,800	147	194,800	148
Ottumwa (incl. Kirksville)	87,000	162	242,800	143	225,900	141

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### KCSD-TV Kansas City

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St., Kansas City, Mo. (64106).

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 210-kw visual, 41.7-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"

### KETC St. Louis

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 144-kw visual, 28.8-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"

### KHQA-TV, Hannibal (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	IOWA			
	Appanoose	5,800	5,300	92
	Davis	2,600	2,400	94
	Des Moines	14,900	14,100	95
	Henry	5,100	4,600	90
	Jefferson	4,800	4,500	93
	MISSOURI			
Lincoln	5,300	4,900	92	
Sullivan	2,400	2,200	92	

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WPSD-TV

Cape Girardeau

(See Paducah, Ky.)

### WSIL-TV

Cape Girardeau

(See Harrisburg, Ill.)

### KRCG

Columbia

(See Jefferson City, Mo.)

### WGEM-TV

Hannibal

(See Quincy, Ill.)

### KOMU-TV

Jefferson City

(See Columbia, Mo.)

### KOAM-TV

Joplin

(See Pittsburg, Kan.)



# Missouri—Cape Girardeau



**KFVS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"  
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off county road "V".

Studio: 324 Broadway.

Telephone: 314-335-5511.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kc.

Total Households: © SRDS

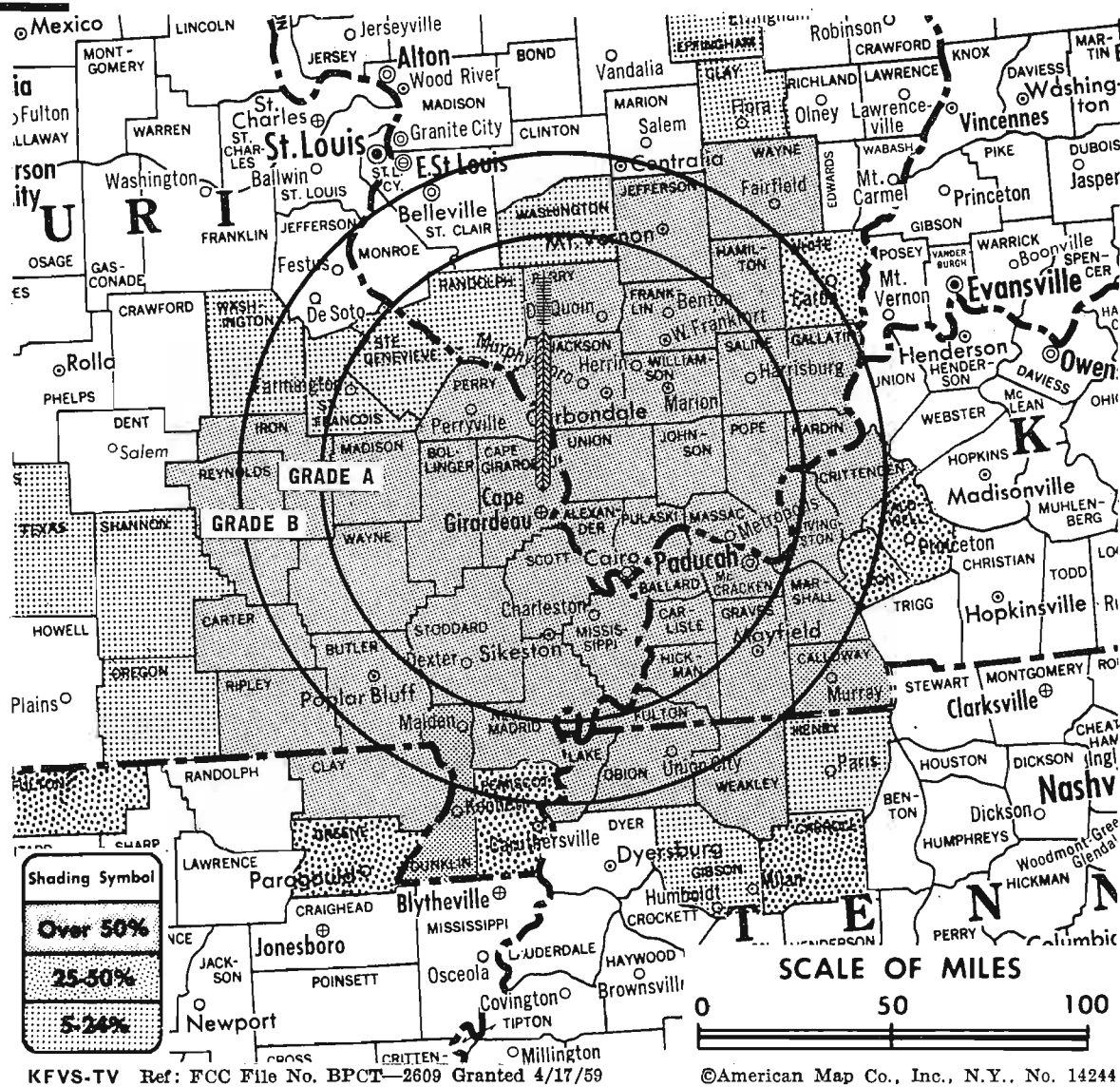
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



## KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. (63701).

Telephone: 314-335-5511.

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; C. K. Beaver & Assoc. (South & Southeast); Eugene F. Gray Co. (Mo., Neb., Kan.).

Represented (legal) by George O. Sutton.

Personnel:

OSCAR C. HIRSCH, president & general manager.  
ROBERT O. HIRSCH, v.p. & manager of TV operations.  
GERALDINE F. HIRSCH, treasurer.  
DAVID E. HOCHÉ, secretary.

### DIGEST OF RATE CARD NO. 17 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-9:59 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$120.00

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Clay	6,400	5,600	87
	ILLINOIS			
	Alexander	4,400	3,900	89
	Franklin	12,000	11,100	93
	Gallatin	1,900	1,700	88
	Hamilton	2,900	2,500	86
	Hardin	1,400	1,300	93
	Jackson	13,900	12,800	92
	Jefferson	9,600	8,700	92
	Johnson	1,600	1,400	91
	Massac	4,700	4,300	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	ILLINOIS—(Continued)			
	Perry	5,500	5,100	93
	Pope	800	700	87
	Pulaski	2,700	2,400	89
	Saline	7,400	6,800	92
	Union	4,400	4,200	94
	Wayne	5,500	4,800	88
	Williamson	15,000	14,000	93
	KENTUCKY			
	Ballard	2,800	2,600	93
	Calloway	7,200	6,500	91
	Carlisle	1,700	1,600	94
	Crittenden	2,300	2,000	88
	Fulton	3,100	2,800	90
	Graves	10,000	9,300	93
	Hickman	1,800	1,700	91
	Livingston	2,300	2,000	90
	Marshall	6,200	5,800	94
	Mc Cracken	20,800	19,600	94
	MISSOURI			
	Bollinger	2,300	2,000	87
	Butler	10,100	8,800	87
	Cape Girardeau	14,400	13,400	93
	Carter	1,100	800	72
	Dunklin	10,600	9,400	89
	Iron	2,000	1,700	86
	Madison	2,700	2,400	88
	Mississippi	5,200	4,700	92
	New Madrid	7,100	6,300	89
	Perry	4,300	3,800	90
	Reynolds	1,100	800	79
Ripley	2,300	1,700	75	
Scott	9,500	8,900	93	
Stoddard	8,000	7,300	91	
Wayne	2,400	2,000	85	
TENNESSEE				
Lake	2,300	2,000	86	
Obion	8,600	7,800	91	
Weakley	7,200	6,300	88	
(Continued on page 397-b)				
Station Totals		369,900	332,900	90
Net Weekly Circulation (March 1967)				228,100
Average Daily Circulation (March 1967)				185,200

# Missouri—Columbia



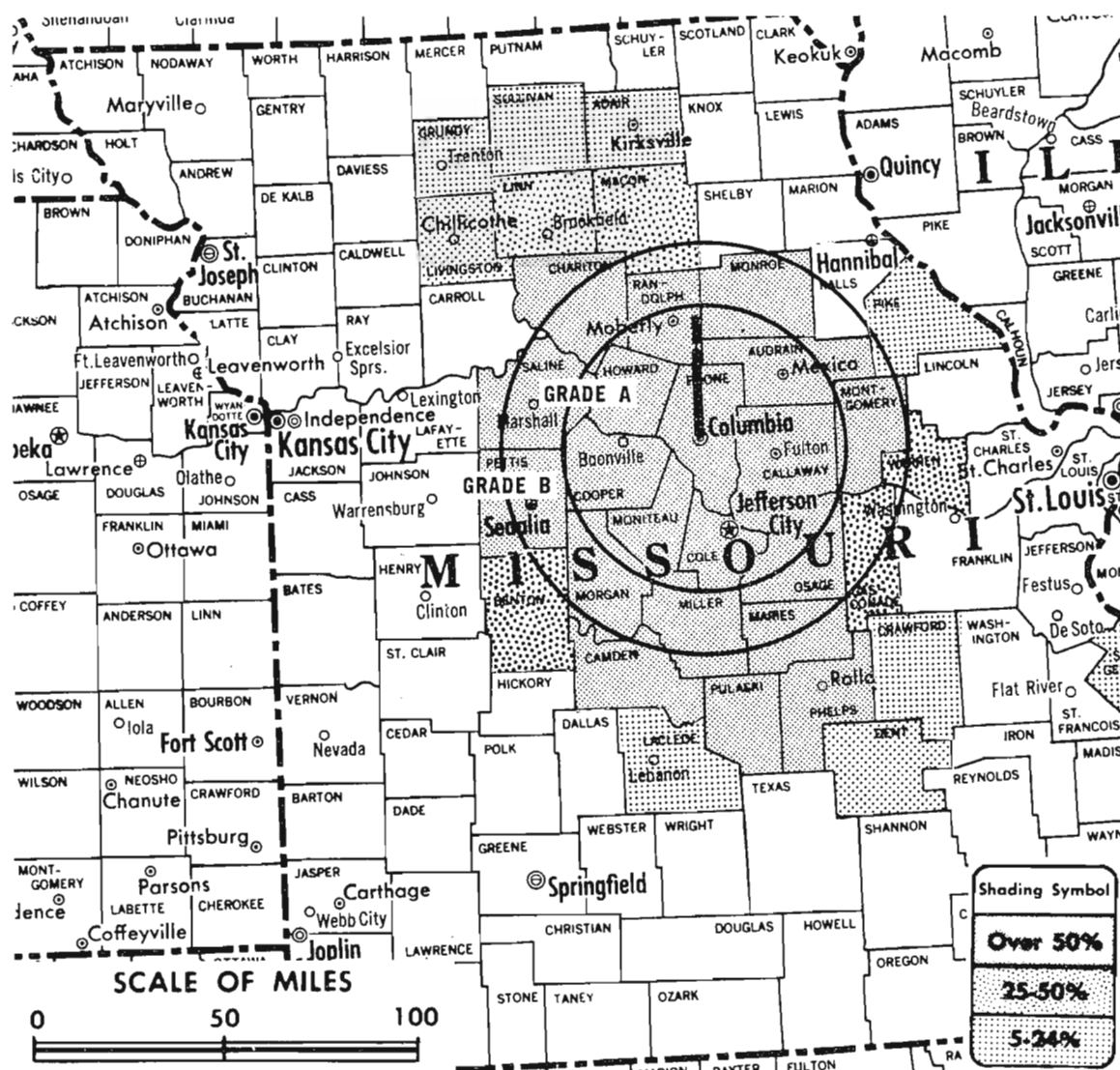
Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 247-kw visual, 49-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"  
Longitude 92° 15' 48"

Transmitter: Hwy. 63 South.  
Color: Network, film & slide.  
News Wire Service: AP, UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOMU-TV Ref: FCC File No. BMPCT-2346 Granted 8/17/54 ©American Map Co., Inc., N.Y., No. 14244

## KOMU-TV

Network Service: ABC, NBC.  
Licensee: Curators of the University of Missouri.  
Studio: Hwy. 63 South.  
Telephone: 314-442-1122.  
TWX No.: 314-442-2430.  
Ownership: University of Missouri.  
Began Operation: Dec. 21, 1953.  
Represented (sales) by Avery-Knodel Inc.  
Represented (legal) by Fisher, Wayland, Duvall & Southmayd.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
EDWARD C. LAMBERT, director of television, general manager.  
GLENN G. GRISWOLD, station manager.  
DON RUGGLES, commercial manager.  
MONTE GURWIT, program director & film buyer.  
RON HUNT, film editor.  
WILLIAM J. REAGAN, chief engineer.

### DIGEST OF RATE CARD NO. 12 (June 1, 1967)

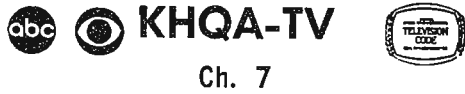
Hour	30 Min.	Min.	30 Sec.	20 Sec.	ID	
Class AA—7-9.30 p.m., daily.	\$380.00	\$230.00	\$90.00	\$85.00	\$70.00	\$45.00

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (NBC).

For Color Set Penetration by  
Market  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MISSOURI			
	Audrain	8,600	8,100	94
	Boone	17,800	16,500	92
	Callaway	6,500	6,100	93
	Camden	3,600	3,200	88
	Chariton	3,700	3,200	88
	Cole	12,500	12,000	96
	Cooper	4,600	4,300	92
	Howard	3,200	2,900	92
	Maries	2,200	1,900	88
	Miller	4,500	4,100	92
	Moniteau	3,500	3,200	92
	Monroe	3,600	3,400	94
	Montgomery	3,800	3,500	91
	Morgan	3,000	2,700	91
	Osage	3,100	2,700	87
	Pettis	12,600	11,500	91
Phelps	8,200	7,200	87	
Pulaski	11,300	10,200	90	
Randolph	7,500	6,900	93	
Saline	7,500	6,900	92	
<b>Between 25-50%</b>	MISSOURI			
	Benton	3,100	2,700	85
	Gasconade	4,100	3,600	88
	Linn	5,300	4,800	90
	Macon	5,200	4,800	92
Warren	3,100	2,800	90	
<b>Between 5-24%</b>	MISSOURI			
	Adair	6,700	6,300	93
	Crawford	4,500	3,800	84
	Dent	3,500	2,800	80
	Grundy	4,200	3,700	90
	Laclede	6,100	5,500	90
	Livingston	5,300	4,800	90
	Pike	5,500	5,000	91
	Ste Genevieve	3,400	3,200	93
	Sullivan	2,400	2,200	92
Station Totals	193,700	176,500	91	
Net Weekly Circulation (March 1967)				113,700
Average Daily Circulation (March 1967)				81,700

# Missouri—Hannibal-Quincy, Ill.



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"  
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, Ill.

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

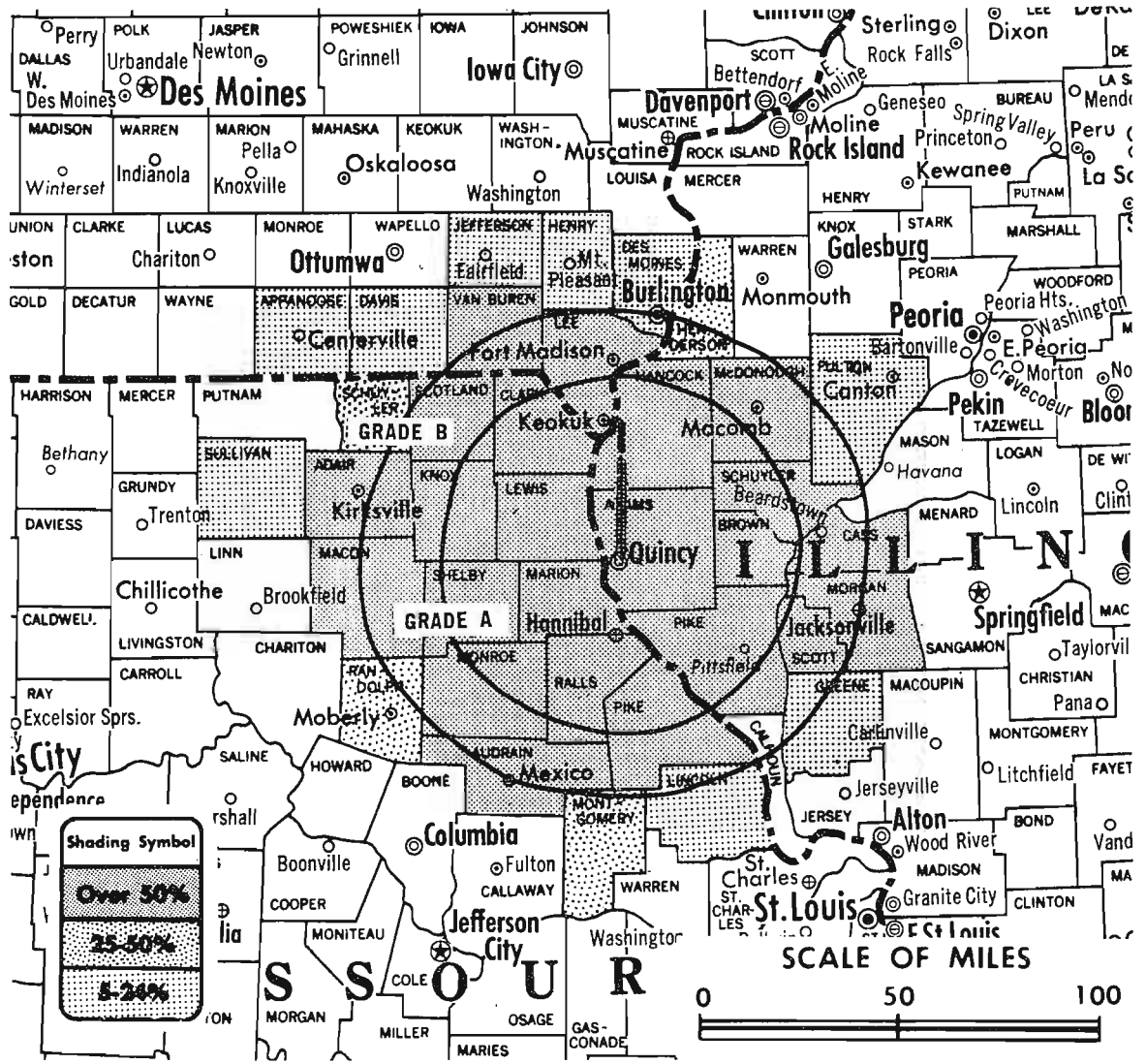
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kc (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 mc (No. 258), 751-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHQA-TV Ref: FCC File No. BMPCT-1234 Granted 7/24/53

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

## KHQA-TV

Network Service: ABC, CBS.

Licensee: Lee Enterprises Inc., 510 Main St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill. (62301).

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TWX No.: 910-246-3204.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Enterprises Inc. Philip D. Adler, pres. & dir.; David K. Gottlieb, v.p., treas., asst. secy. & dir.; Walter J. Rothschild, v.p. & dir.; Donald Anderson, v.p. & dir.; William T. Burgess, secy. & dir.; Walter W. White, v.p. & dir.; Lloyd D. Schermer, dir.; John Dewey, asst. secy. & asst. treas.; Richard P. Galligan, asst. treas. Also licensee of KGLO-TV & KGLO, Mason City, Iowa; KEYC-TV, Mankato, Minn. and radios WTAD & FM, Quincy, Ill.

Began Operation: Aug. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

WALTER J. ROTHSCHILD, vice president & general manager.  
MERRITT MILLIGAN, station manager.  
ROBERT G. FRUEHE, national sales manager.  
GENE TERRY, public relations & news director.  
TOM ROBEY, program director.  
ANITA DICKS, film director.  
ROBERT W. EICKMEYER, promotion director.  
DICK FALER, farm director.  
LEE ELLIS, technical director.

DIGEST OF RATE CARD NO. 14

(Feb. 13, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 40 Sec. 20 Sec. 8 Sec.  
Class A—6:59-10:15 p.m., daily.

\$500.00 \$300.00 \$200.00 \$165.00 \$120.00 \$110.00 \$60.00 \$35.00

NETWORK BASE HOURLY RATE: \$575 (ABC), \$575 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	ILLINOIS				
		Adams	22,700	21,800	96
		Brown	1,900	1,800	93
		Cass	4,300	4,000	93
		Hancock	7,400	7,000	96
		Mc Donough	9,300	8,800	95
		Morgan	10,700	9,900	93
		Pike	6,300	5,800	94
		Schuyler	2,700	2,500	95
		Scott	1,600	1,500	96
		IOWA			
		Lee	13,500	12,800	95
	Van Buren	2,900	2,600	91	
Between 25-50%	MISSOURI				
		Adair	6,700	6,300	93
		Audrain	8,600	8,100	94
		Clark	2,900	2,600	91
		Knox	2,000	1,800	93
		Lewis	3,700	3,300	91
		Macon	5,200	4,800	92
		Marion	9,800	9,200	94
		Monroe	3,600	3,400	94
		Pike	5,500	5,000	91
Between 5-24%	ILLINOIS				
		Henderson	2,600	2,400	93
	MISSOURI				
		Montgomery	3,800	3,500	91
		Randolph	7,500	6,900	93
	Schuyler	1,500	1,300	87	
ILLINOIS					
	Fulton	13,400	12,600	95	
	Greene	5,100	4,900	95	
(Continued on page 386-b)					
Station Totals		213,400	199,300	93	
Net Weekly Circulation (March 1967)				133,100	
Average Daily Circulation (March 1967)				106,000	

# Missouri—Jefferson City



**KRCG**



Ch. 13

[Operates satellite KMOS-TV, Sedalia, Mo.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw maximum and 214-kw horizontal visual, 42.7-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 930-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"  
Longitude 92° 05' 43"

Transmitter & Studio: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Telephone: 314-636-6188.

TWX No.: 314-635-6733.

Color: Network; film, slide & tape.

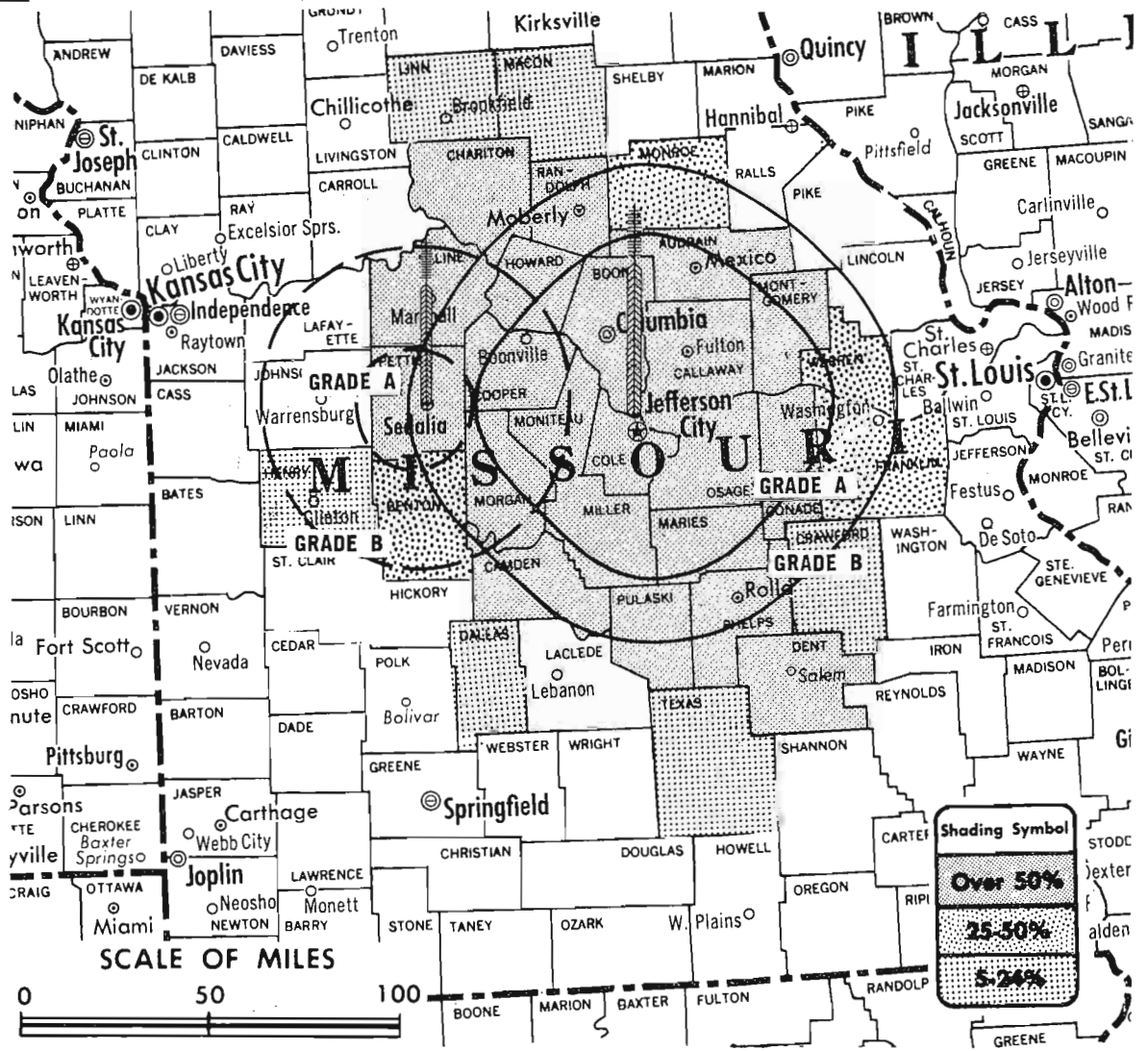
News Wire Service: AP.

ARB Data: The table below includes satellite KMOS-TV, Sedalia, Mo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57  
KMOS-TV Ref: FCC File No. 1210 Granted 7/8/53

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

## KRCG

Network Service: ABC, CBS.

Licensee: Mid-America TV Co., 114 West 11th St., Kansas City, Mo.

Ownership: Mid-America TV is wholly-owned subsidiary of Kansas City Southern Industries Inc. Mid-America owns satellite KMOS-TV, Sedalia, Mo. and radio KWOS, Jefferson City, also WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

Began Operation: Feb. 13, 1955. Sale, including satellite KMOS-TV and radio KWOS, to present owner by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Television Digest, Vols. 5:52, 6:29).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM A. BATES, president.  
EDWARD J. SCHUELEIN, gen. mgr., natl. sales & film buyer.  
OTIS L. JARRETT, local & regional sales manager.  
WARREN POLMANTEER, chief engineer.  
LELAND GORDON, program director.

DIGEST OF RATE CARD NO. 8—(June 1, 1967)

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

Class A—7-10 p.m., daily.

\$425.00 \$250.00 \$175.00 \$100.00 \$110.00 \$105.00 \$45.00

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

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>MISSOURI</b>				
		Audrain	8,600	8,100	94
		Boone	17,800	16,500	92
		Callaway	6,500	6,100	93
		Camden	3,600	3,200	88
		Chariton	3,700	3,200	88
		Cole	12,500	12,000	96
		Cooper	4,600	4,300	92
		Dent	3,500	2,800	80
		Gasconade	4,100	3,600	88
		Howard	3,200	2,900	92
		Maries	2,200	1,900	88
		Miller	4,500	4,100	92
		Moniteau	3,500	3,200	92
		Montgomery	3,800	3,500	91
		Morgan	3,000	2,700	91
		Osage	3,100	2,700	87
	Pettis	12,600	11,500	91	
	Phelps	8,200	7,200	87	
	Pulaski	11,300	10,200	90	
	Randolph	7,500	6,900	93	
	Saline	7,500	6,900	92	
<b>Between 25-50%</b>	<b>MISSOURI</b>				
		Benton	3,100	2,700	85
		Monroe	3,600	3,400	94
	Warren	3,100	2,800	90	
<b>Between 5-24%</b>	<b>MISSOURI</b>				
		Crawford	4,500	3,800	84
		Dallas	3,000	2,800	91
		Franklin	15,500	14,700	95
		Henry	6,600	6,000	91
		Linn	5,300	4,800	90
		Macon	5,200	4,800	92
	Texas	5,100	4,200	83	
<b>Station Totals</b>		<b>183,700</b>	<b>167,500</b>	<b>91</b>	
Net Weekly Circulation (March 1967)				118,100	
Average Daily Circulation (March 1967)				91,500	



# Missouri—Joplin



**KODE-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 37.4"  
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

Studio: 1928 W. 13th St.

TV tape: Recording facilities.

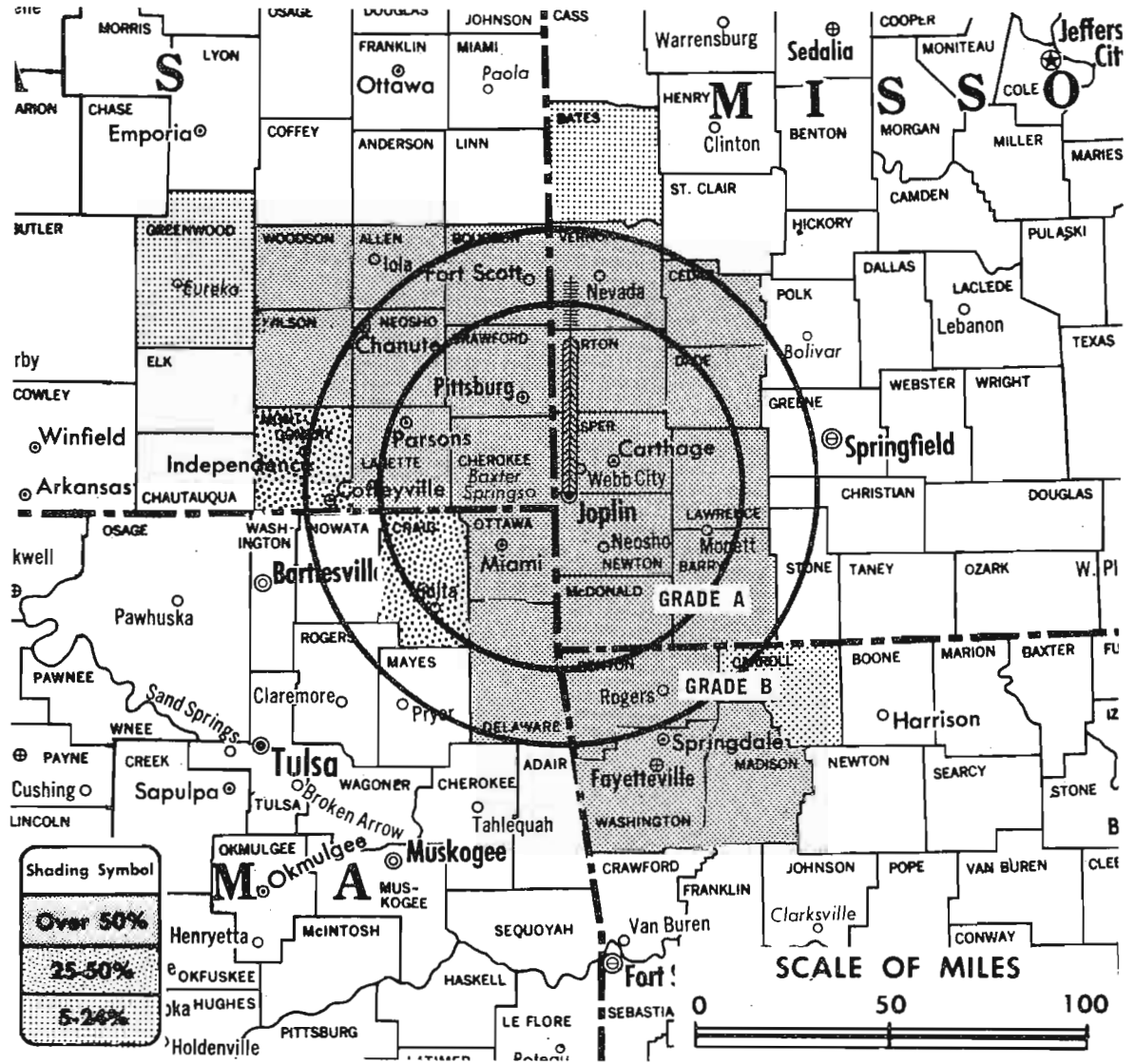
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KODE, 1-kw (.25-kw-night), 1230 kc (CBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau  
County coverage (shaded areas) based on 1965 ARB study.



KODE-TV Ref: FCC File No. BMPCT-6050 Granted 6/11/65

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## KODE-TV

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp. of Missouri, 1928 W. 13th St., Joplin, Mo. (64801). Telephone: 417-623-7260.

Ownership: James S. Gilmore Jr., 100%. He also owns WSWA-TV, Harrisonburg, Va. (WSVA & FM); WEHT (TV), Evansville, Ind. and KGUN-TV, Tucson, Ariz.

Began Operation: Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of "Friendly Stations" to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vols. 17:30, 33, 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Avery-Knodel Inc.; Jack Hetherington (St. Louis).

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

Represented (engineering) by Willis C. Beecher.

Personnel:

JAMES S. GILMORE, president.  
D. T. KNIGHT, v.p., general manager & film buyer.  
BILL HIRSHEY, asst. manager & gen. sales manager.  
RON ROBSON, operations & program director.  
ROBERT T. HUBBARD, director of promotion and production.

DIGEST OF RATE CARD NO. 8—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$385.00	\$231.00	\$154.00	\$99.00	\$115.00*	\$90.00* \$55.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Benton	13,900	12,100	87
	Madison	2,500	1,900	75
	Washington	22,200	19,100	86
	KANSAS			
	Allen	5,200	4,600	89
	Bourbon	4,900	4,500	92
	Cherokee	7,100	6,700	94
	Crawford	14,500	13,600	94
	Labette	8,200	7,500	92
	Neosho	6,000	5,600	93
	Wilson	3,800	3,300	88
	Woodson	1,300	1,100	87
	MISSOURI			
	Barry	5,700	5,100	90
Barton	3,400	3,100	92	
Cedar	2,800	2,500	89	
Dade	2,100	1,900	92	
Jasper	27,400	25,500	93	
Lawrence	7,600	6,800	90	
Mc Donald	3,300	3,000	91	
Newton	9,900	9,300	94	
Vernon	5,900	5,300	89	
OKLAHOMA				
Delaware	4,100	3,400	84	
Ottawa	9,300	8,700	94	
Between 25-50%	KANSAS			
	Montgomery	16,300	14,800	91
OKLAHOMA				
Craig	4,400	4,000	91	
Between 5-24%	ARKANSAS			
	Carroll	4,300	3,700	87
	KANSAS			
	Greenwood	3,200	2,900	91
	MISSOURI			
Bates	5,100	4,500	89	
Nodaway	6,300	5,800	92	
Station Totals		210,700	190,300	90
Net Weekly Circulation (March 1967)				132,400
Average Daily Circulation (March 1967)				97,900

# Missouri—Joplin



## KUHI-TV

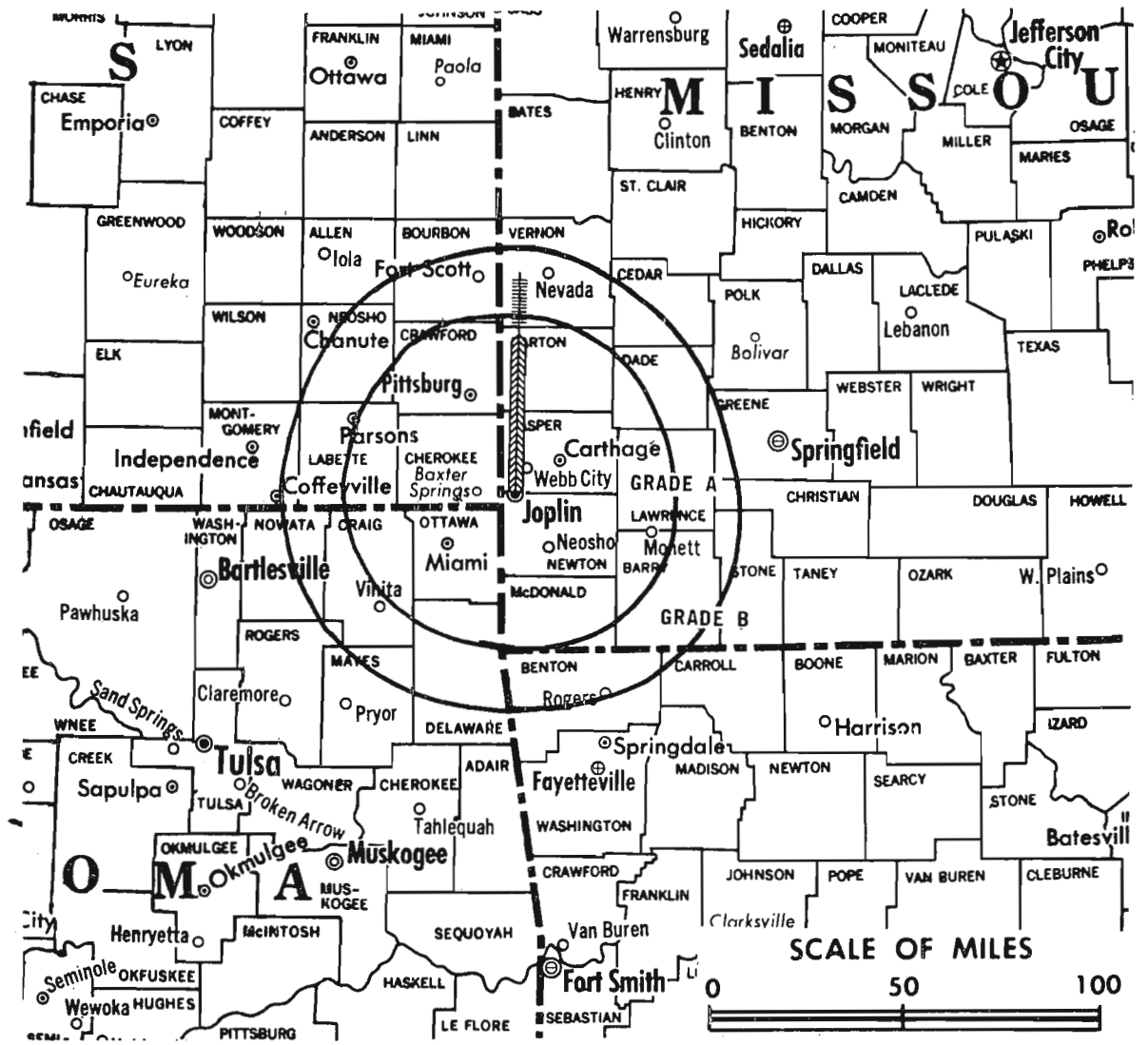
Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 646-kw max. & 468-kw horizontal visual, 129-kw max. & 93.3-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1009-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 33"  
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

ARB Data: Not available since station was not in operation when the survey was made.



KUHI-TV Ref: FCC File No. BPCT-3440 Granted 4/14/66

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

## KUHI-TV

Network Service: CBS.

Licensee: Caldwell & Assoc. Inc., P.O. Box 1393, Joplin, Mo. (64801).

Studio: 1502 Cleveland St. (64801).

Telephone: 417-781-2345.

Ownership: Melvin B. Caldwell, pres., 0.24%; Dan L. Stanley, v.p., 1.70%; Charles F. Melin, treas., 1.70%; George C. Baldrige, acting secy., 1.70%; Virginia S. Hickey, James V. Hightower, Jean F. Eberle Sr., 6.81%; Dr. Vernon A. Berkey, 5.11%; 25 others, none with more than 4%.

Began Operation: Sept. 2, 1967.

Represented (sales) by Adam Young-VTM Inc.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

MELVIN B. CALDWELL, president & general manager.  
ROBERT A. BARRY, sales manager.  
LLOYD C. FRAZIER, chief engineer.  
DON HOLLEY, program director.  
JIM LOBBEY, production & promotion director.

### DIGEST OF RATE CARD NO. 1 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class A—6-10:30 p.m., daily.	\$240.00	\$144.00	\$96.00	\$60.00	\$60.00*	\$50.00*

\*Class AA—6:30-10 p.m., daily.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Missouri—Kansas City



**KCMO-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"  
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kc (CBS).

FM Affiliate: KCMO-FM, 100-kw, 94.9 mc (No. 235), 850-ft. antenna height.

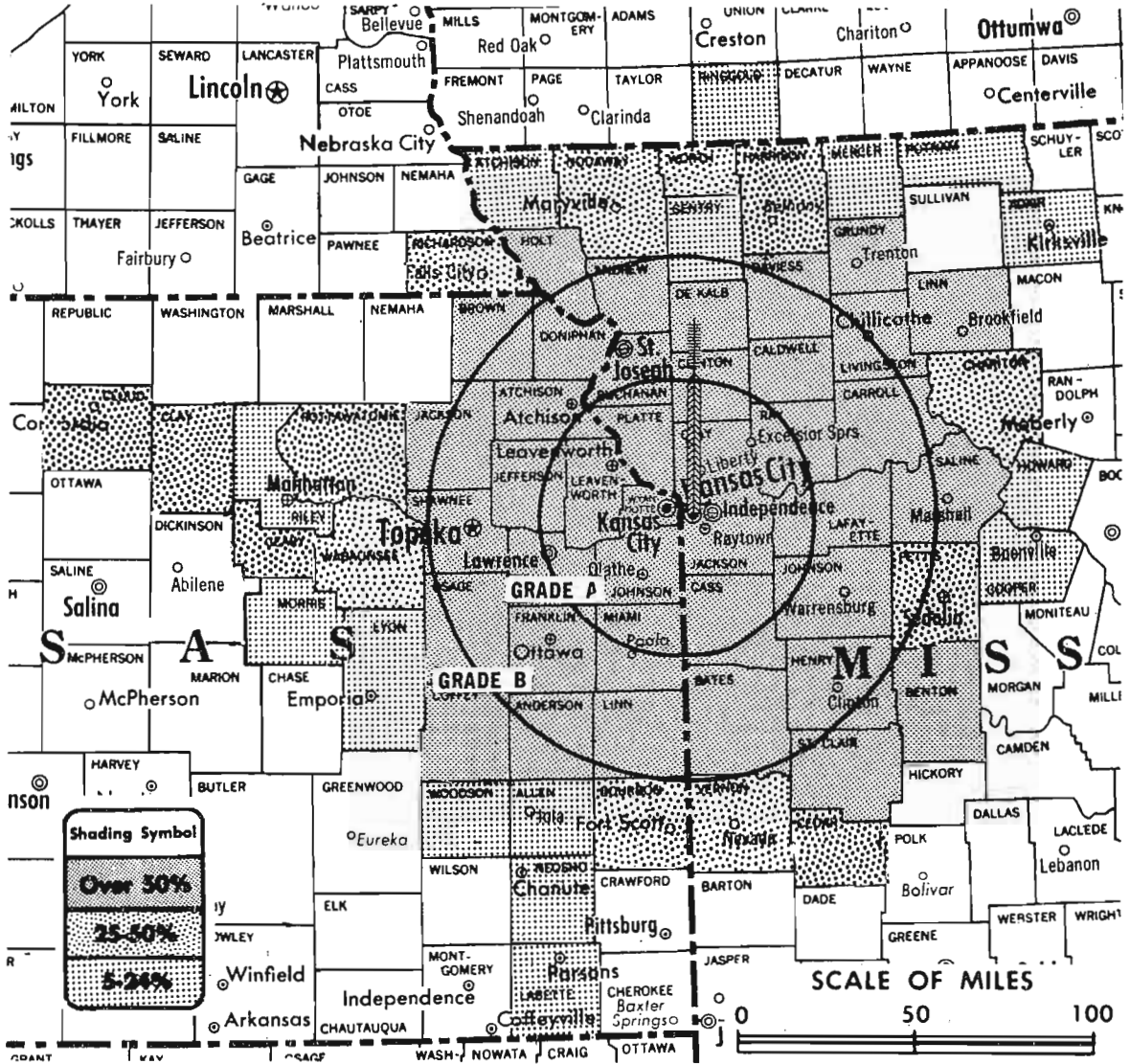
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



KCMO-TV Ref: FCC File No. BMPCT-2317 Granted 10/26/54

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

## KCMO-TV

Licensee: Meredith Broadcasting Co., 125 E. 31st St. (64108).

Studio: 125 E. 31st St.

Telephone: 816-531-6789. TWX No.: 816-556-0450.

Ownership: Meredith Publishing Co., Des Moines, Iowa through subsidiary Meredith Broadcasting Co. For publishing executives see Book Publishers Ownership. Broadcasting executives, Meredith Broadcasting Company: Fred Böhen, chairman of the board; Frank Fogarty, president; E. K. Hartenbower, v.p.; Richard B. Rawls, v.p.; Paul Adanti, v.p.; Howard Stalnaker, v.p.; Gerald Thornton, secy.; H. Y. Engeldinger, treas. Same interests own: radio KCMO & KCMO-FM, KCMO Business Music (Muzak), Audio Communications Inc. (closed circuit TV & commercial sound systems), Kansas City, Mo.; WHEN-TV & WHEN, Syracuse, N.Y.; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

- E. K. HARTENBOWER, v.p. & general manager.
- K. W. HEADY, station manager.
- LEE MARTS, sales manager.
- KARL TROEGLEN, technical director.
- HARRY FRANCIS, program director.
- F. C. STRAWN, promotion director.
- HAROLD MACK, news director.
- JIM MONROE, director, public affairs.
- GEORGE STEPHENS, agricultural director.

### DIGEST OF RATE CARD NO. 13—(June 5, 1967)

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

Class A—6:30-10 p.m., daily.

\$1500.00 \$900.00 \$600.00 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1500.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KANSAS</b>				
	Anderson	2,400	2,200	92
	Atchison	5,900	5,600	95
	Brown	3,800	3,500	92
	Coffey	2,400	2,000	87
	Doniphan	2,600	2,400	92
	Douglas	14,100	12,900	92
	Franklin	6,300	5,900	93
	Jackson	2,900	2,700	91
	Jefferson	3,500	3,200	92
	Johnson	59,800	58,400	98
	Leavenworth	13,300	12,600	95
	Linn	2,400	2,200	92
	Miami	6,000	5,700	96
	Osage	4,200	3,900	92
	Shawnee	49,900	47,500	95
	Wyandotte	65,700	62,600	95
<b>MISSOURI</b>				
	Andrew	3,600	3,400	94
	Bates	5,100	4,500	89
	Benton	3,100	2,700	85
	Buchanan	30,900	28,900	94
	Caldwell	2,700	2,500	94
	Carroll	4,300	3,900	91
	Cass	13,100	12,400	95
	Clay	36,800	35,600	97
	Clinton	4,000	3,700	93
	Daviess	2,900	2,600	92
	De Kalb	2,000	1,800	90
	Grundy	4,200	3,700	90
	Henry	6,600	6,000	91
	Holt	2,000	1,800	87
	Jackson	228,400	215,100	94
	Johnson	10,000	9,400	93
	Lafayette	8,000	7,500	94
	Linn	5,300	4,800	90
	Livingston	5,300	4,800	90
	Platte	8,800	8,500	96
	Ray	5,400	5,000	94
	Saline	7,500	6,900	92
	St Clair	2,300	2,000	86

Over 50%

(Continued on page 397-b)

Station Totals	784,300	735,300	94
Net Weekly Circulation (March 1967)			589,000
Average Daily Circulation (March 1967)			421,300

# Missouri—Kansas City



## KMBC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"  
Longitude 94° 30' 57"

Transmitter: 23rd & Topping.

Studio: KMBC Bldg., 11th & Central.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS

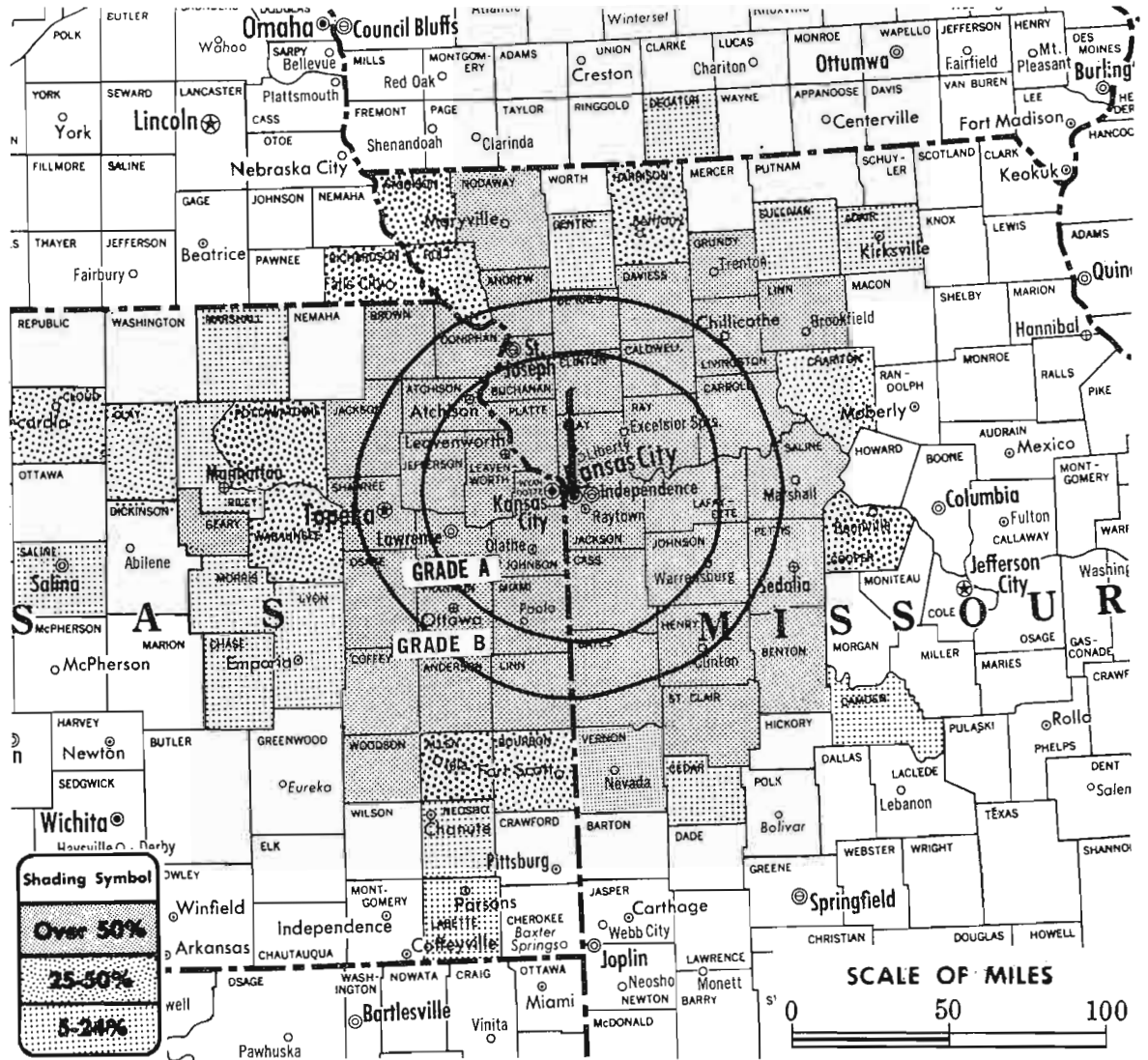
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KMBC-TV Ref: FCC File No. BPCT-292 Granted 6/24/53

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

## KMBC-TV

Licensee: Metromedia Inc., KMBC Bldg., 11th & Central, Kansas City, Mo. (64105).

Telephone: 816-421-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y. Note: Sale of radios KMBC & FM to Bonneville International pends.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM (radios later sold) and retained KMBC call (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961.

Represented (sales) by Metro TV Sales.

Represented (legal) by Metromedia Legal Dept., N.Y.

Represented (engineering) by M. M. Burleson, Metromedia, Washington.

### Personnel:

ALBERT P. KRIVIN, president, Metropolitan Television.  
MARK L. WODLINGER, v.p. & general manager.  
HAROLD C. SUNDBERG, v.p. & general sales manager.  
EDWIN L. DENNIS, vice president, local sales.  
HELEN CRAWFORD, sales service manager.  
GERALD GOLDEN, business manager.  
CLAUDE DORSEY, director, news & public affairs.  
JOHN QUIGLEY, program director.  
RICHARD H. SILEY, production manager.  
MARILYN HAWKINS, promotion manager.  
WALLY WURZ, chief engineer.

### DIGEST OF RATE CARD NO. 14—(Jan. 10, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$1600.00 \$960.00 \$625.00 \$415.00 \$475.00\* \$450.00\* \$225.00\*

\*Class AAA—7-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>KANSAS</b>			
	Anderson	2,400	2,200	92
	Atchison	5,900	5,600	95
	Brown	3,800	3,500	92
	Coffey	2,400	2,000	87
	Doniphan	2,600	2,400	92
	Douglas	14,100	12,900	92
	Franklin	6,300	5,900	93
	Geary	8,900	8,400	94
	Jackson	2,900	2,700	91
	Jefferson	3,500	3,200	92
	Johnson	59,800	58,400	98
	Leavenworth	13,300	12,600	95
	Linn	2,400	2,200	92
	Miami	6,000	5,700	96
	Osage	4,200	3,900	92
	Shawnee	49,900	47,500	95
	Woodson	1,300	1,100	87
	Wyandotte	65,700	62,600	95
	<b>MISSOURI</b>			
Over 50%	Andrew	3,600	3,400	94
	Bates	5,100	4,500	89
	Benton	3,100	2,700	85
	Buchanan	30,900	28,900	94
	Caldwell	2,700	2,500	94
	Carroll	4,300	3,900	91
	Cass	13,100	12,400	95
	Clay	36,800	35,600	97
	Clinton	4,000	3,700	93
	Davies	2,900	2,600	92
	De Kalb	2,000	1,800	90
	Grundy	4,200	3,700	90
	Henry	6,600	6,000	91
	Jackson	228,400	215,100	94
	Johnson	10,000	9,400	93
	Lafayette	8,000	7,500	94
	Linn	5,300	4,800	90
	Livingston	5,300	4,800	90
	Nodaway	6,300	5,800	92

(Continued on page 397-b)

Station Totals	803,700	753,000	94
Net Weekly Circulation (March 1967)			597,200
Average Daily Circulation (March 1967)			402,400



# Missouri—Kansas City



**WDAF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1126-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 19"  
Longitude 94° 35' 43"

Transmitter: Signal Hill.

Studio: Signal Hill.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kc (NBC).

FM Affiliate: WDAF-FM, 36-kw, 102.1 mc (No. 271), 640-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

News Film Service: NBC.

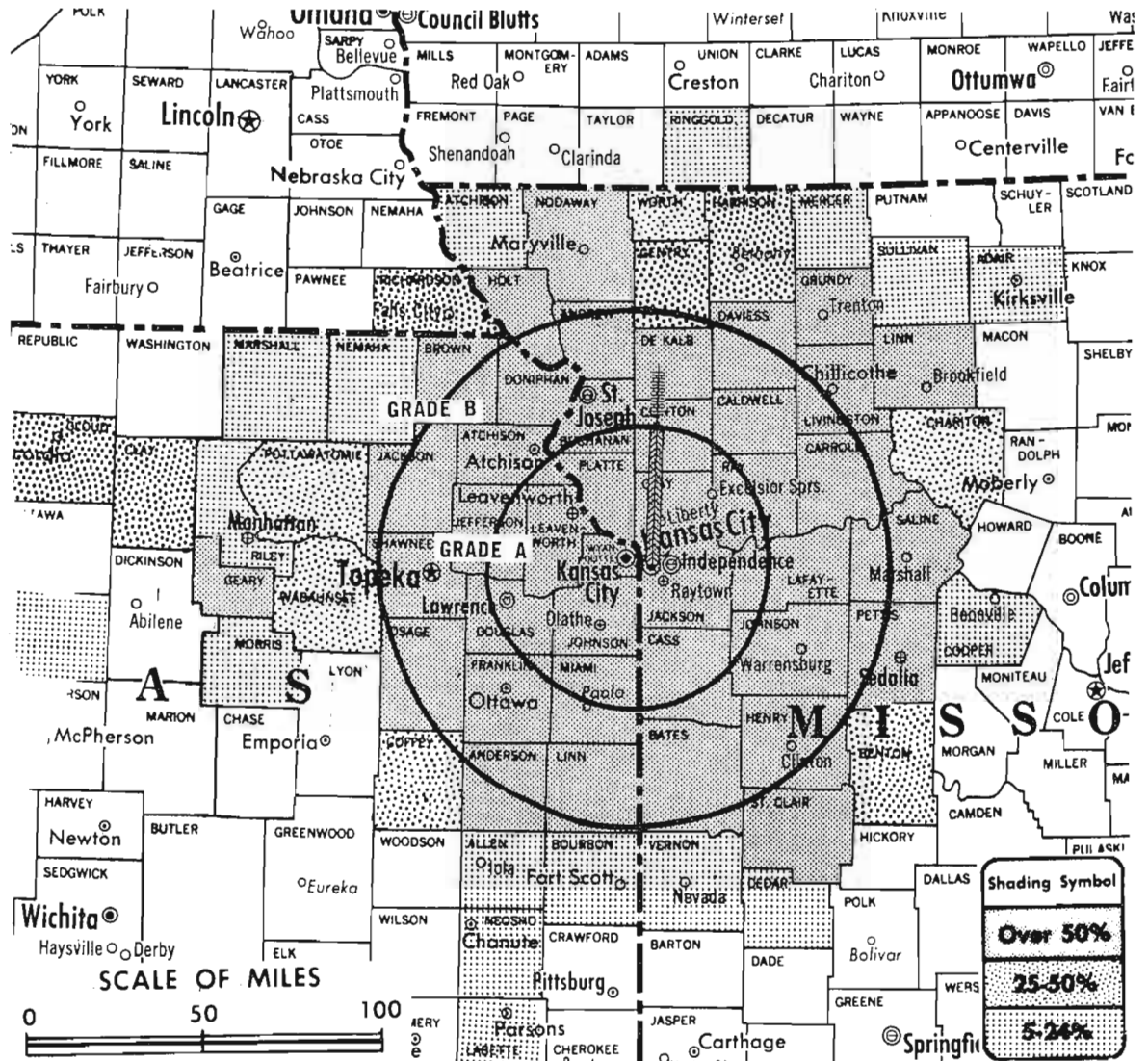
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

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



WDAF-TV Ref: FCC File No. BMPCT-6552 Granted 7/7/67

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## WDAF-TV

Licensee: Taft Broadcasting Co., Signal Hill (64108).

Telephone: 816-753-4567. TWX No.: 816-556-0320.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 by FCC, Vol. 16:29). Sale to National Missouri T.V. Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 by FCC (Vol. 13:47, 48; 14:17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE ROGERS, president.
- JACK REMINGTON, general manager.
- RO GRIGNON, general sales manager.
- BILL LADESH, production manager.
- BILL WORMINGTON, program manager.
- JUD WOODS, promotion manager.
- JAMES SCHMIDT, chief engineer.
- BILL LEEDS, news director.

DIGEST OF RATE CARD NO. 21—(Jan. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$1400.00	\$900.00	\$600.00	\$450.00*	\$400.00*	\$200.00*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	KANSAS			
	Anderson	2,400	2,200	92
	Atchison	5,900	5,600	95
	Brown	3,800	3,500	92
	Doniphan	2,600	2,400	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
KANSAS—(Continued)				
	Douglas	14,100	12,900	92
	Franklin	6,300	5,900	93
	Geary	8,900	8,400	94
	Jackson	2,900	2,700	91
	Jefferson	3,500	3,200	92
	Johnson	59,800	58,400	98
	Leavenworth	13,300	12,600	95
	Linn	2,400	2,200	92
	Miami	6,000	5,700	96
	Osage	4,200	3,900	92
	Shawnee	49,900	47,500	95
	Wyandotte	65,700	62,600	95
MISSOURI				
	Andrew	3,600	3,400	94
	Bates	5,100	4,500	89
	Buchanan	30,900	28,900	94
	Caldwell	2,700	2,500	94
	Carroll	4,300	3,900	91
	Cass	13,100	12,400	95
	Clay	36,800	35,600	97
	Clinton	4,000	3,700	93
	Daviess	2,900	2,600	92
	De Kalb	2,000	1,800	90
	Grundy	4,200	3,700	90
	Henry	6,600	6,000	91
	Holt	2,000	1,800	87
	Jackson	228,400	215,100	94
	Johnson	10,000	9,400	93
	Lafayette	8,000	7,500	94
	Linn	5,300	4,800	90
	Livingston	5,300	4,800	90
	Nodaway	6,300	5,800	92
	Pettis	12,600	11,500	91
	Platte	8,800	8,500	96
	Ray	5,400	5,000	94
	Saline	7,500	6,900	92
	St Clair	2,300	2,000	86

Over 50%

(Continued on page 397-b)

Station Totals	797,200	747,500	94
Net Weekly Circulation (March 1967)			586,900
Average Daily Circulation (March 1967)			393,100

# Missouri—Kirksville-Ottumwa, Ia.



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 14.3-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"  
Longitude 92° 26' 33"

Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

Studios: Broadcast Center, Ottumwa, Ia.; Lancaster, Mo.

Telephone: 515-682-4535, Ottumwa.

TWX No.: 515-681-6234.

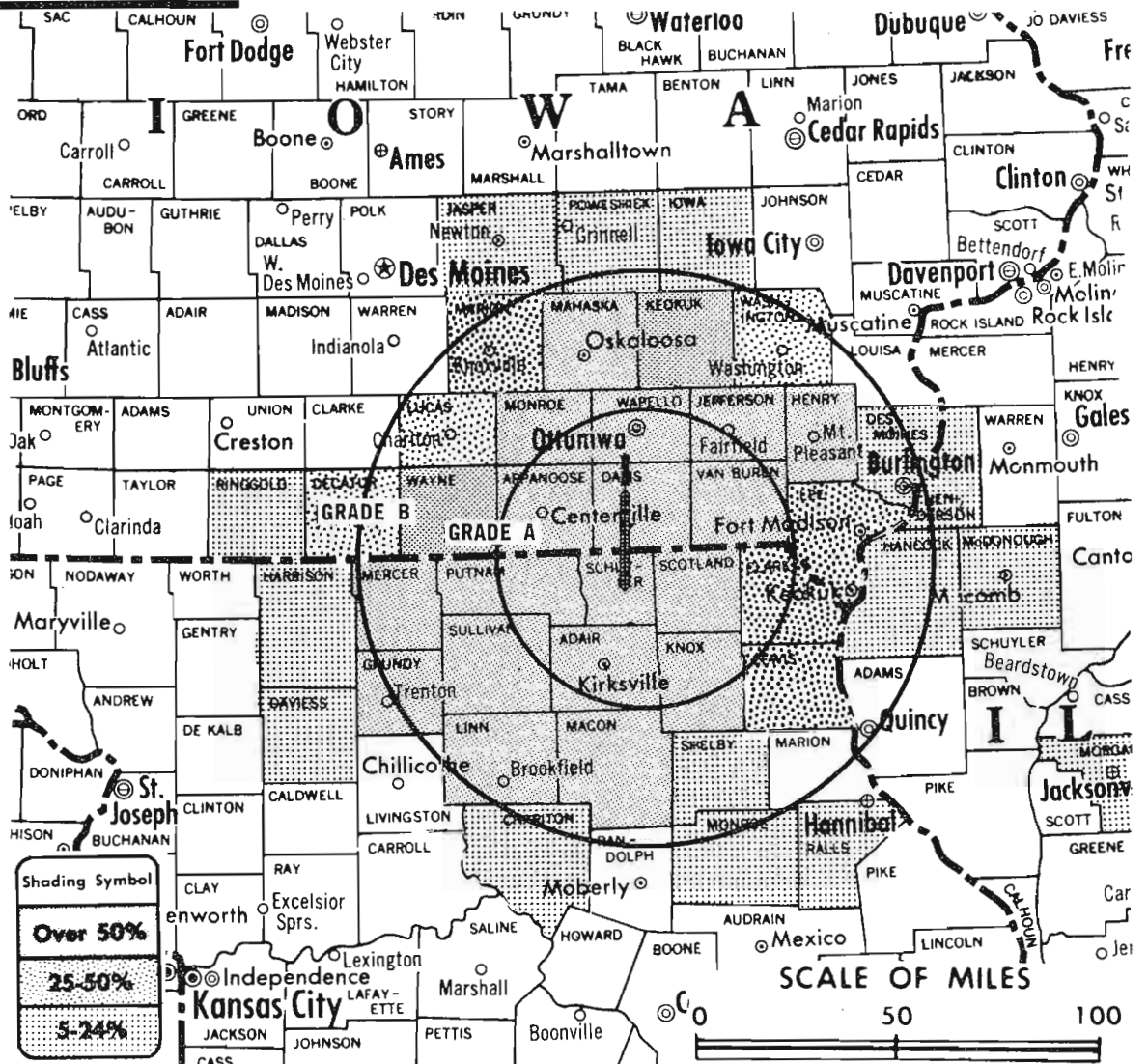
Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVO Ref: FCC File No. BMPCT-2074 Granted 6/16/54

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

## KTVO

Network Service: CBS; also ABC & NBC.

Licensee: Post Iowa Corp., Broadcast Center, Ottumwa, Ia. (52501).

Ownership: Post Corp., Appleton, Wis. 100%. (see WEAU-TV, Eau Claire, Wis.). V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of broadcast div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Nov. 21, 1955. Sale to present owner by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2).

Represented (legal) by Chadbourne, Parke, Whiteside & Wolff.

Represented (sales) by The Hollingbery Co.

Personnel:

- DAN C. PALEN, general manager.
- ALVINA BRITZ, business & program manager.
- GARY CUNNINGHAM, film buyer.
- JACK PARIS, operations director.
- GERALD F. DREGER, chief engineer.

### DIGEST OF RATE CARD NO. 4—(Oct. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	8 Sec.
Class A—6:29-10 p.m., daily.	\$350.00	\$210.00	\$150.00	\$120.00	\$100.00	\$75.00 \$38.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Appanoose	5,800	5,300	92
	Davis	2,600	2,400	94
	Henry	5,100	4,600	90
	Jefferson	4,800	4,500	93
	Keokuk	4,900	4,500	92
	Mahaska	7,100	6,600	93
	Monroe	2,700	2,500	94
	Van Buren	2,900	2,600	91
	Wapello	14,800	14,000	95
	Wayne	2,700	2,500	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	MISSOURI			
	Adair	6,700	6,300	93
	Grundy	4,200	3,700	90
	Knox	2,000	1,800	93
	Linn	5,300	4,800	90
	Macon	5,200	4,800	92
	Mercer	1,700	1,500	88
	Putnam	1,900	1,800	95
	Schuyler	1,500	1,300	87
	Scotland	2,000	1,800	93
Sullivan	2,400	2,200	92	
<b>Between 25-50%</b>	IOWA			
	Decatur	2,600	2,200	88
	Lee	13,500	12,800	95
	Lucas	3,100	2,800	90
	Marion	7,700	7,200	94
Washington	5,800	5,300	91	
<b>Between 5-24%</b>	MISSOURI			
	Clark	2,900	2,600	91
	Lewis	3,700	3,300	91
<b>ILLINOIS</b>	Hancock	7,400	7,000	96
	Henderson	2,600	2,400	93
	Mc Donough	9,300	8,800	95
	Morgan	10,700	9,900	93
<b>IOWA</b>	Des Moines	14,900	14,100	95
	Iowa	4,900	4,600	94
	Jasper	11,500	11,100	96
	Poweshiek	5,600	5,300	95
	Ringgold	2,000	1,900	94
<b>MISSOURI</b>	Chariton	3,700	3,200	88
	Daviess	2,900	2,600	92
	Harrison	3,500	3,200	91
	Monroe	3,600	3,400	94
	Ralls	2,300	2,200	95
	Shelby	3,000	2,700	92
Station Totals		213,500	198,100	93
Net Weekly Circulation (March 1967)				87,000
Average Daily Circulation (March 1967)				55,500

**KCMO-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50 %	<b>KANSAS</b>				
		Bourbon	4,900	4,500	92
		Clay	3,200	2,700	87
		Cloud	4,200	3,700	88
		Geary	8,900	8,400	94
		Pottawatomie	3,400	3,100	92
		Wabaunsee	1,900	1,700	89
		<b>MISSOURI</b>			
		Cedar	2,800	2,500	89
		Chariton	3,700	3,200	88
		Harrison	3,500	3,200	91
		Nodaway	6,300	5,800	92
		Pettis	12,600	11,500	91
		Vernon	5,900	5,300	89
	Worth	1,100	1,000	95	
	<b>NEBRASKA</b>				
	Richardson	4,000	3,700	93	
Between 5-24 %	<b>IOWA</b>				
		Ringgold	2,000	1,900	94
		<b>KANSAS</b>			
		Allen	5,200	4,600	89
		Labette	8,200	7,500	92
		Lyon	8,500	7,700	90
		Mitchell	2,400	2,100	88
		Morris	2,000	1,700	89
		Neosho	6,000	5,600	93
		Riley	11,800	10,700	91
		Woodson	1,300	1,100	87
		<b>MISSOURI</b>			
		Adair	6,700	6,300	93
		Atchison	2,500	2,300	93

**WDAF-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50 %	<b>KANSAS</b>				
		Clay	3,200	2,700	87
		Cloud	4,200	3,700	88
		Coffey	2,400	2,000	87
		Pottawatomie	3,400	3,100	92
		Wabaunsee	1,900	1,700	89
		<b>MISSOURI</b>			
		Benton	3,100	2,700	85
		Chariton	3,700	3,200	88
		Gentry	2,400	2,200	90
		Harrison	3,500	3,200	91
		Worth	1,100	1,000	95
		<b>NEBRASKA</b>			
		Richardson	4,000	3,700	93
Between 5-24 %	<b>IOWA</b>				
		Ringgold	2,000	1,900	94
		<b>KANSAS</b>			
		Allen	5,200	4,600	89
		Bourbon	4,900	4,500	92
		Labette	8,200	7,500	92
		Marshall	4,500	4,000	90
		Mitchell	2,400	2,100	88
		Morris	2,000	1,700	89
		Nemaha	3,400	3,100	93
		Neosho	6,000	5,600	93
		Riley	11,800	10,700	91
		Saline	17,500	16,400	94
		<b>MISSOURI</b>			
	Adair	6,700	6,300	93	
	Atchison	2,500	2,300	93	
	Cedar	2,800	2,500	89	
	Cooper	4,600	4,300	92	
	Mercer	1,700	1,500	88	
	Sullivan	2,400	2,200	92	
	Vernon	5,900	5,300	89	

**Missouri**

**KMBC-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%		
Over 50% (Continued)	<b>MISSOURI—(Continued)</b>					
		Pettis	12,600	11,500	91	
		Platte	8,800	8,500	96	
		Ray	5,400	5,000	94	
		Saline	7,500	6,900	92	
		St Clair	2,300	2,000	86	
		Vernon	5,900	5,300	89	
	Between 25-50 %	<b>KANSAS</b>				
			Allen	5,200	4,600	89
			Bourbon	4,900	4,500	92
			Clay	3,200	2,700	87
		Cloud	4,200	3,700	88	
		Pottawatomie	3,400	3,100	92	
		Wabaunsee	1,900	1,700	89	
		<b>MISSOURI</b>				
		Atchison	2,500	2,300	93	
		Chariton	3,700	3,200	88	
		Cooper	4,600	4,300	92	
	Harrison	3,500	3,200	91		
	Holt	2,000	1,800	87		
Between 5-24 %	<b>NEBRASKA</b>					
		Richardson	4,000	3,700	93	
		<b>IOWA</b>				
		Decatur	2,600	2,200	88	
		<b>KANSAS</b>				
		Chase	1,100	900	89	
		Labette	8,200	7,500	92	
		Lyon	8,500	7,700	90	
		Marshall	4,500	4,000	90	
		Morris	2,000	1,700	89	
		Neosho	6,000	5,600	93	
	Riley	11,800	10,700	91		
	Saline	17,500	16,400	94		
	<b>MISSOURI</b>					
	Adair	6,700	6,300	93		
	Camden	3,600	3,200	88		
	Cedar	2,800	2,500	89		
	Gentry	2,400	2,200	90		
	Sullivan	2,400	2,200	92		

**KFVS-TV, Cape Girardeau**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
Between 25-50 %	<b>ARKANSAS</b>				
		Fulton	1,700	1,200	72
		Greene	8,100	7,300	90
		<b>ILLINOIS</b>			
		White	5,800	5,100	88
		<b>KENTUCKY</b>			
		Caldwell	4,500	3,800	85
		Lyon	1,300	1,100	87
		<b>MISSOURI</b>			
		Pemiscot	9,100	8,000	87
		<b>TENNESSEE</b>			
	Carroll	6,900	6,000	87	
Between 5-24 %	<b>ILLINOIS</b>				
		Clay	4,700	4,200	89
		Effingham	7,000	6,300	90
		Randolph	8,100	7,700	95
		Washington	4,000	3,700	91
		<b>MISSOURI</b>			
		Oregon	2,700	2,000	73
		St Francois	11,200	10,400	93
		Ste Genevieve	3,400	3,200	93
		Shannon	1,800	1,300	73
		Texas	5,100	4,200	83
	Washington	3,900	3,500	90	
	<b>TENNESSEE</b>				
	Gibson	13,900	12,400	90	
	Henry	7,200	6,200	87	

# Missouri—Poplar Bluff



## KPOB-TV

Ch. 15

[Satellite of WSIL-TV,  
Harrisburg, Ill.]

Technical Facilities: Channel No. 15  
(476-482 mc). Authorized power:  
15.1-kw visual, 1.58-kw aural. An-  
tenna: 620-ft. above av. terrain,  
546-ft. above ground, 1046-ft.  
above sea level.

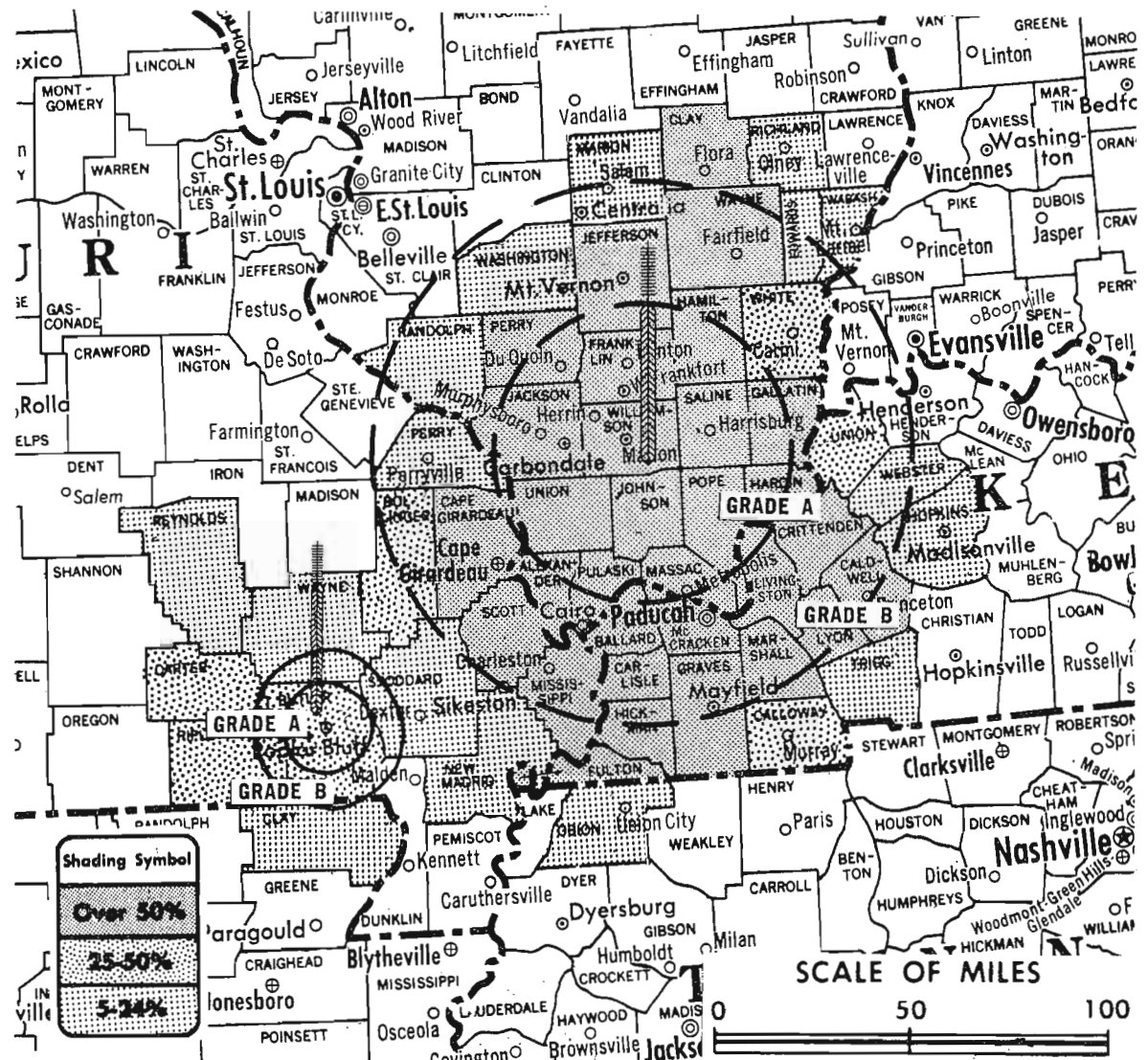
Latitude 36° 48' 02"

Longitude 90° 27' 03"

Transmitter: Oak Grove Community,  
U.S. Rte. 67.

Color: Network only.

News Wire Service: UPI.



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

KPOB-TV Ref: FCC File No. BMPCT-5570 Granted 7/10/61 ©American Map Co., Inc., N.Y., No. 14244

## KPOB-TV

Network Service: ABC, same as WSIL-TV, Harrisburg, Ill.

Licensee: Turner-Farrar Association, 21½ W. Poplar St., Harris-  
burg, Ill.

Studio: Oak Grove Community, U.S. Rte. 67.

Ownership: See WSIL-TV, Harrisburg, Ill.

Began Operation: Sept. 2, 1961. Left air Sept. 21, 1966, returned  
to air Oct. 13, 1967.

Represented (sales) by Jack Masla Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Raymond Rohrer & Associates.

Rates: Sold only in combination with WSIL-TV, Harrisburg, Ill.

ARB Data for this station not available. Above  
map shows coverage of Parent WSIL-TV,  
Harrisburg, Ill.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151



# Missouri—St. Joseph



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"  
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.

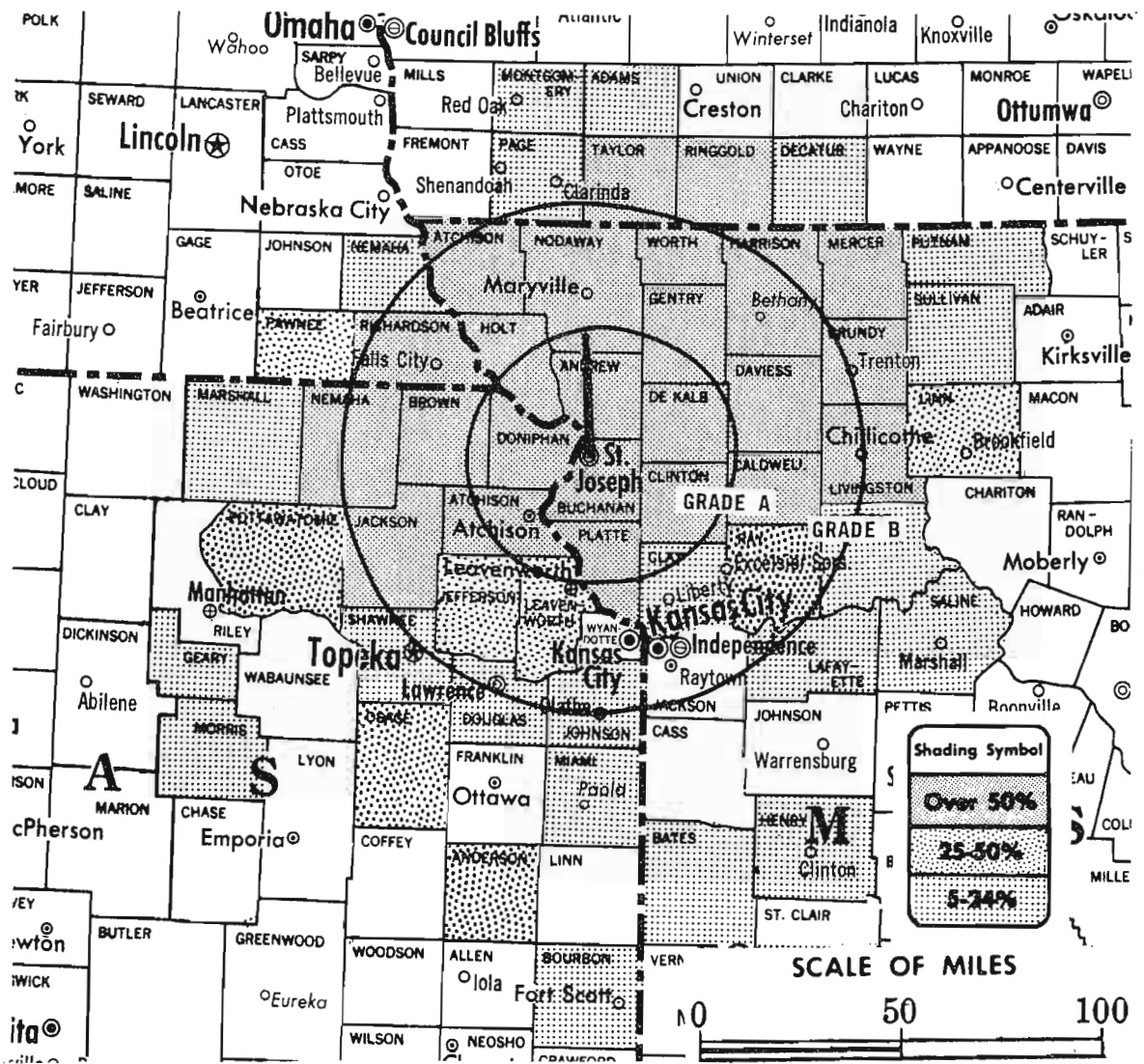
AM Affiliate: KFEQ, 5-kw, 680 kc.

Color: Network only.

News Wire Service: AP.

TV tape: Recording facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFEQ-TV Ref: FCC File No. BPCT-2219 Granted 12/4/56

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

## KFEQ-TV

Network Service: ABC, NBC.

Licensee: Panax Corp.

Studio: 40th & Faraon Sts. (64506).

Telephone: 816-233-2528.

Ownership: Panax Corp., John P. McGoff, pres., 19.96%; Philip R. Munson, v.p. & secy., 9.39%; Clarence E. Rhodes, v.p., 4.4%; Michael L. Dow, v.p. & treas., 5.89%; Harold C. Good, v.p., 6.1%; Alden B. Dow, 10.8%; Dorothy Frasselle Arbury, 3.2%; and over 20 others, none owning more than 1%. Panax Corp. owns WSWM-FM, East Lansing; KLIK, Jefferson City, Mo.; and Mich. newspapers Mt. Pleasant Daily Times-News, Alma (weekly) Record, Marquette Mining Journal, Escanaba Daily Press and Iron Mountain News.

Began Operation: Sept. 13, 1953. Sale to present owners by Jesse D. Fine family was approved Aug. 30, 1963 by FCC (Television Digest, Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by Avery-Knodel.

Represented (legal) by Putbren & Fisher.

Personnel:

- JOHN MCGOFF, president.
- TOM MATTHEWS, general manager.
- CARLETON SCHIRMER, station & sales manager.
- LARRY BEAUCHAMP, program director.
- JIM SPRAKE, farm director.
- KENNY LUX, chief engineer.
- PHIL KEIRSTEAD, news director.

DIGEST OF RATE CARD NO. 9

(June 1, 1966)

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

Class A—6-10:30 p.m., daily.

\$350.00 \$210.00 \$140.00 \$123.00 \$88.00 \$85.00 \$75.00 \$43.00

NETWORK BASE HOURLY RATE: \$350.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Ringgold	2,000	1,900	94
	Taylor	2,600	2,300	89
	KANSAS			
	Atchison	5,900	5,600	95
	Brown	3,800	3,500	92
	Doniphan	2,600	2,400	92
	Jackson	2,900	2,700	91
	Nemaha	3,400	3,100	93
	MISSOURI			
	Andrew	3,600	3,400	94
	Atchison	2,500	2,300	93
	Buchanan	30,900	28,900	94
	Caldwell	2,700	2,500	94
	Clinton	4,000	3,700	93
	Daviess	2,900	2,600	92
	De Kalb	2,000	1,800	90
Gentry	2,400	2,200	90	
Grundy	4,200	3,700	90	
Harrison	3,500	3,200	91	
Holt	2,000	1,800	87	
Livingston	5,300	4,800	90	
Mercer	1,700	1,500	88	
Nodaway	6,300	5,800	92	
Platte	8,800	8,500	96	
Worth	1,100	1,000	95	
NEBRASKA				
Richardson	4,000	3,700	93	
Between 25-50%	KANSAS			
	Anderson	2,400	2,200	92
	Jefferson	3,500	3,200	92
	Leavenworth	13,300	12,600	95
	Osage	4,200	3,900	92
	Pottawatomie	3,400	3,100	92
MISSOURI				
Linn	5,300	4,800	90	
Ray	5,400	5,000	94	
Station Totals		389,700	366,000	94
Net Weekly Circulation (March 1967)				140,300
Average Daily Circulation (March 1967)				76,300

(Continued on page 405-b)

# Missouri—St. Louis



**KMOX-TV**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** 1900 Ave. H (Reavis Barracks Rd.), Lemay, Mo.

**TV tape:** Recording facilities.

**AM Affiliate:** KMOX, 50-kw, 1120 kc (CBS).

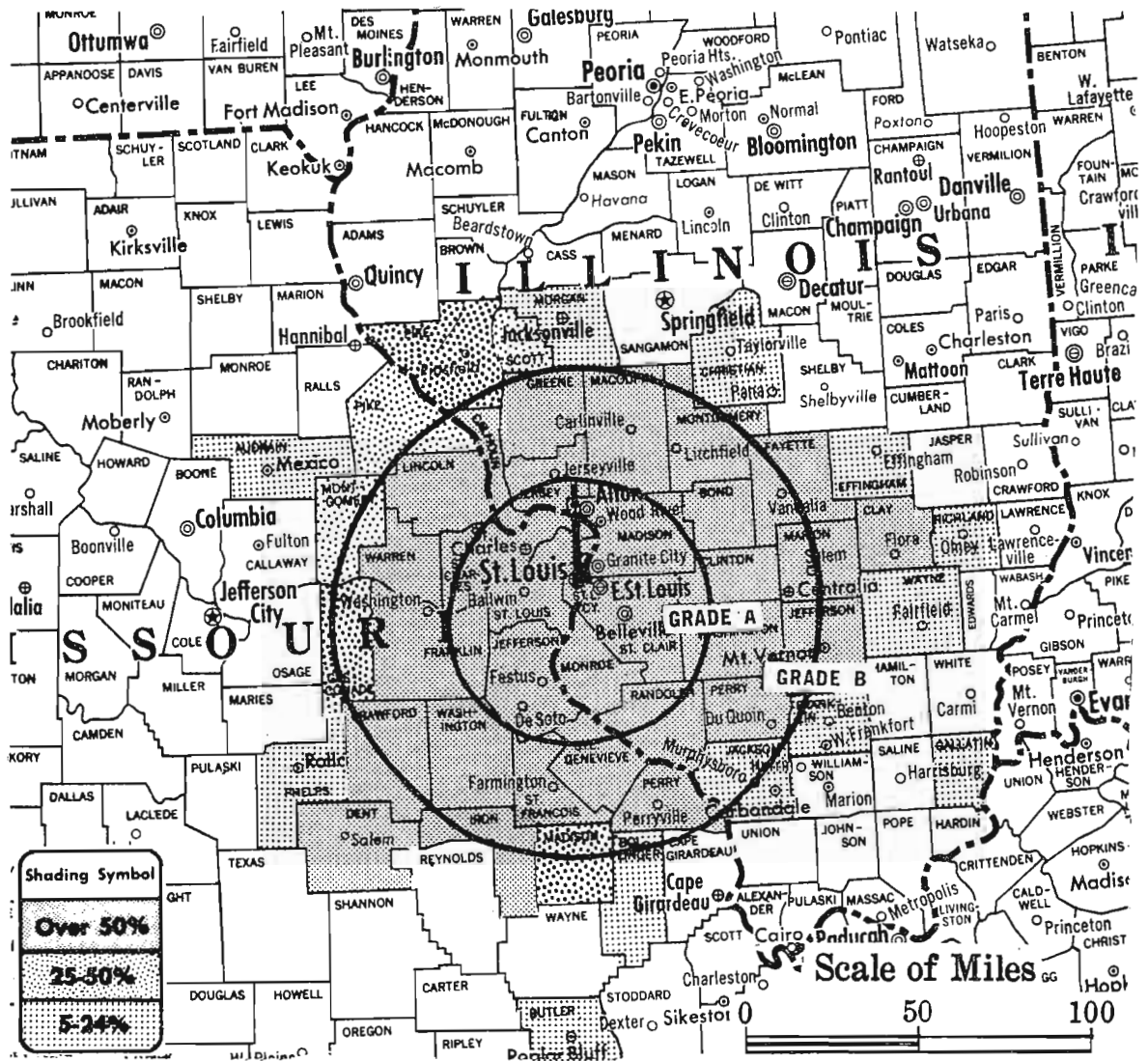
**FM Affiliate:** KMOX-FM, 47-kw, 103.3 mc (No. 277), 900-ft. antenna height.

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

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

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/88.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KMOX-TV Ref: FCC File No. BMPCT-4779 Granted 8/19/57

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

## KMOX-TV

**Licensee:** Columbia Broadcasting System Inc., 1 Memorial Dr., St. Louis, Mo. (63102).

**Studio:** 1215 Cole St., St. Louis, Mo. (63106); 1 Memorial Dr. (63102), after May 1, 1968.

**Telephone:** 314-621-9100.

**TWX No.:** 314-556-0254.

**Ownership:** CBS. For other interests, see WCBS-TV, New York.

**Began Operation:** July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Television Digest, Vol. 13:36, 43-44, 48; 14:1-2, 9).

**Represented (sales) by** CBS Television Stations National Sales.

**Personnel:**

- LEON DREW, v.p. & general manager.
- NORMAN BACON, director of business affairs.
- DON MARKLEY, program director & film buyer.
- CHARLES McABEE, general sales manager.
- WILLIAM F. MILLER, local sales manager.
- JUDD A. CHOLER, advertising & sales promotion director.
- HUGH WOOLSEY, production manager.
- FRED HEYWOOD, director, information services.
- STEVE FENTRESS, director, news & public affairs.
- MARK RUSSELL, manager, community affairs.
- WALLY WESLEY, technical operations director.

DIGEST OF RATE CARD NO. 13  
(July 23, 1967)

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

Prime Time—7-10 p.m., daily.

\$2200.00 \$1335.00 \$925.00 \$660.00 Graded rates apply\*

\*Highest rate: \$708.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ILLINOIS			
	Bond	4,500	4,100	91
	Calhoun	1,600	1,500	93
	Clay	4,700	4,200	89
	Clinton	7,000	6,700	95
	Fayette	5,900	5,400	92
	Greene	5,100	4,900	95
	Jefferson	9,600	8,700	92
	Jersey	5,200	4,800	94
	Macoupin	13,800	13,100	95
	Madison	75,900	73,200	96
	Marion	12,100	11,300	94
	Monroe	5,000	4,700	95
	Montgomery	9,800	9,200	94
	Perry	5,500	5,100	93
	Randolph	8,100	7,700	95
	St Clair	84,300	80,400	95
	Washington	4,000	3,700	91
	MISSOURI			
Crawford	4,500	3,800	84	
Dent	3,500	2,800	80	
Franklin	15,500	14,700	95	
Iron	2,000	1,700	86	
Jefferson	26,200	25,100	96	
Lincoln	5,300	4,900	92	
Perry	4,300	3,800	90	
Ste Genevieve	3,400	3,200	93	
St Charles	21,300	20,400	96	
St Francois	11,200	10,400	93	
St Louis	494,800	468,600	95	
Warren	3,100	2,800	90	
Washington	3,900	3,500	90	
Between 25-50%	ILLINOIS			
	Pike	6,300	5,800	94
Scott	1,600	1,500	96	

(Continued on page 405-b)

Station Totals	982,900	925,100	94
Net Weekly Circulation (March 1967)			804,800
Average Daily Circulation (March 1967)			635,800

# Missouri—St. Louis

**KPLR-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, Mo.

Studio: 4935 Lindell Blvd., St. Louis (63108).

Telephone: 314-367-7211.

Telex No.: 044-840.

TV tape: Recording facilities.

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

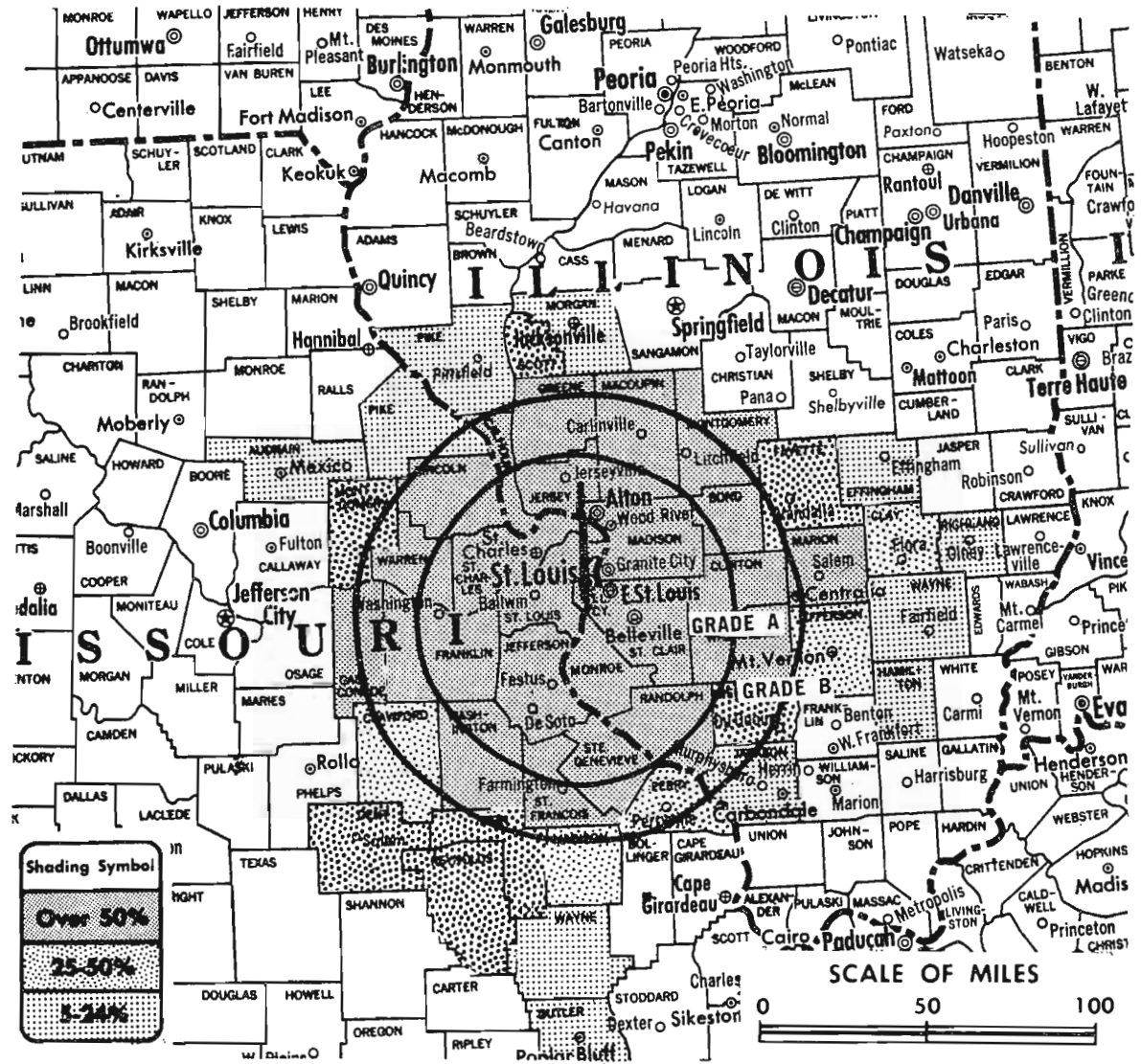
News Wire Service: UPI.

Facsimile Service: UPI.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.

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



KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/59

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

## KPLR-TV

Network Service: None, independent.

Licensee: 220 Television Inc., 200 N. Kingshighway Blvd.

Business Office: 4935 Lindell Blvd. (63108).

Ownership: 220 North Kingshighway Inc., 100%, which has following owners: estate of Sam Koplal, 5%; Harold Koplal, pres., 45%; Jeanette (Mrs. Sam) Koplal, treas., 10%; Lillian Koplal Shenker, secy., 20%; Betty Koplal Bennett, 20%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplal, pres. (votes 64.30%); executors of estate of Sam Koplal, (votes 14.3%); Lillian Koplal Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (sales) by Metro TV Sales.

Represented (legal) by Koteen & Burt.

### Personnel:

MICHAEL McCORMICK, general manager.  
RALPH E. BECKER, general sales manager.  
JAMES HERD, production manager.  
WAYNE ANDERSON, chief engineer.  
DON OTTEN, business manager.  
JOSEPH McCABE, comptroller.  
JAMES R. ANIANS, film manager.

### DIGEST OF RATE CARD NO. 8—(June 5, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—5-10:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$300.00	\$200.00	\$200.00	\$100.00

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
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<b>Over 50%</b>	ILLINOIS			
	Bond	4,500	4,100	91
	Calhoun	1,600	1,500	93
	Clinton	7,000	6,700	95
	Greene	5,100	4,900	95
	Jersey	5,200	4,800	94
	Macoupin	13,800	13,100	95
	Madison	75,900	73,200	96
	Marion	12,100	11,300	94
	Monroe	5,000	4,700	95
	Montgomery	9,800	9,200	94
	Randolph	8,100	7,700	95
	St Clair	84,300	80,400	95
	Washington	4,000	3,700	91
MISSOURI				
Franklin	15,500	14,700	95	
Gasconade	4,100	3,600	88	
Jefferson	26,200	25,100	96	
Lincoln	5,300	4,900	92	
Ste Genevieve	3,400	3,200	93	
St Charles	21,300	20,400	96	
St Francois	11,200	10,400	93	
St Louis	494,800	468,600	95	
Warren	3,100	2,800	90	
Washington	3,900	3,500	90	

<b>Between 25-50%</b>	ILLINOIS			
	Clay	4,700	4,200	89
	Fayette	5,900	5,400	92
	Jefferson	9,600	8,700	92
	Perry	5,500	5,100	93
	Scott	1,600	1,500	96
	MISSOURI			
	Crawford	4,500	3,800	84
	Dent	3,500	2,800	80
	Iron	2,000	1,700	86
Madison	2,700	2,400	88	
Montgomery	3,800	3,500	91	
Perry	4,300	3,800	90	
Reynolds	1,100	800	79	

(Continued on page 405-b)

Station Totals	952,300	896,800	94
Net Weekly Circulation (March 1967)			605,300
Average Daily Circulation (March 1967)			288,400



# Missouri—St. Louis



**KSD-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1088-ft. above av. terrain, 1152-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

Studio: 1111 Olive St.

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kc (NBC).

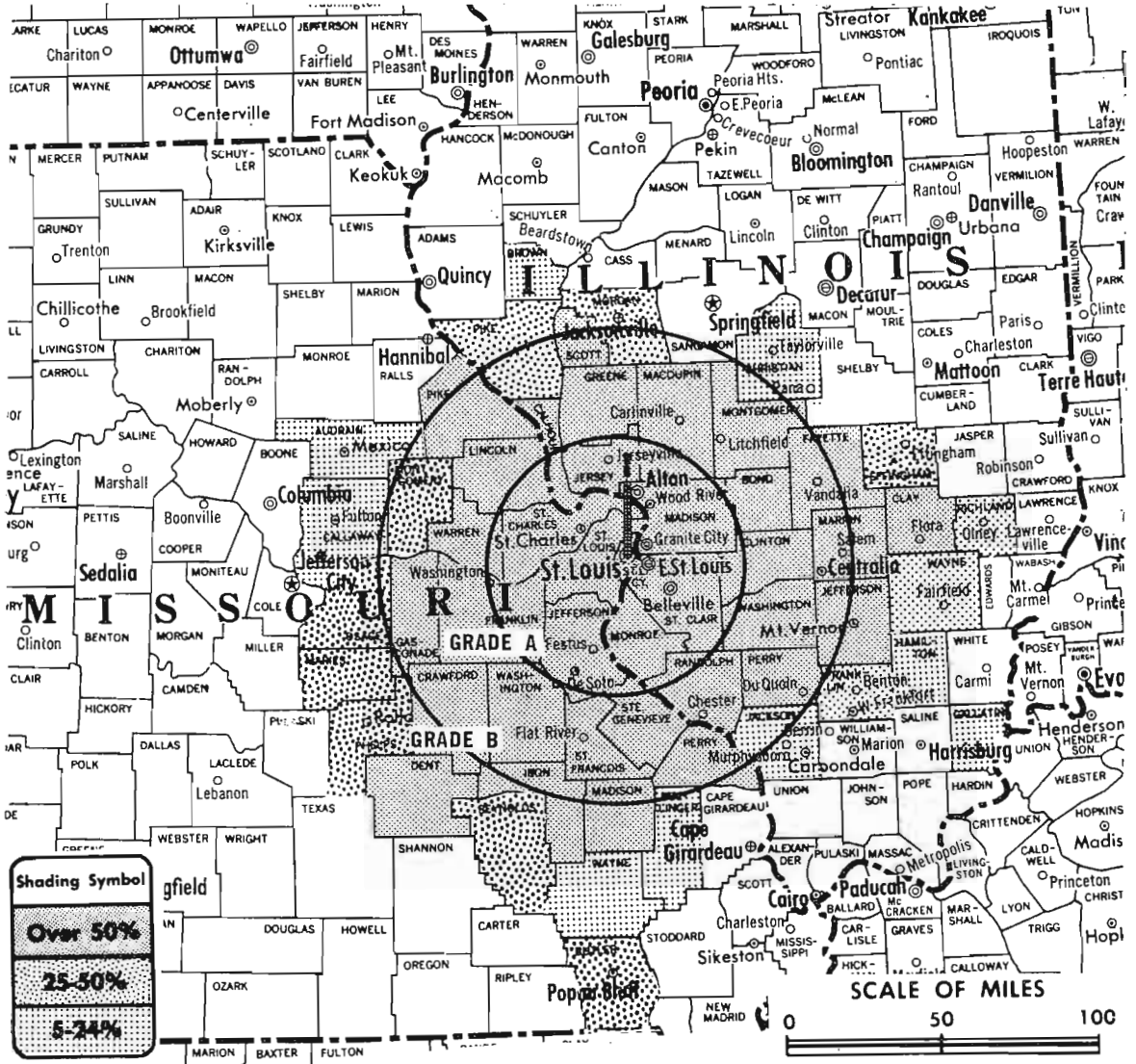
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSD-TV Ref: FCC File No. BPCT-2132 Granted 6/21/56

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

## KSD-TV

Licensee: The Pulitzer Publishing Co., 1111 Olive St. (63101).

Telephone: 314-621-1111.

TWX No.: 314-556-0407.

Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres.

Began Operation: Feb. 8, 1947.

Represented (sales) by Blair Television.

Represented (legal) by Robert A. Marmet.

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

Personnel:

HAROLD GRAMS, general manager.  
GUY E. YELDELL, station manager.  
RAY KARPOWICZ, sales manager.  
FRED J. MUELLER, promotion manager.  
HARRY HONIG, sales promotion manager.  
KEITH GUNTHER, program manager.  
DON S. SCHOMBURG, office manager.  
AUSTIN BRIDGMAN, news editor.  
ED RISK, chief engineer.

### DIGEST OF RATE CARD NO. 21—(June 12, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7-10:30 p.m., daily.  
\$2300.00 \$1380.00 \$920.00 \$575.00 \$700.00 \$550.00 \$275.00  
NETWORK BASE HOURLY RATE: \$2100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ILLINOIS			
	Bond	4,500	4,100	91
	Calhoun	1,600	1,500	93
	Clay	4,700	4,200	89
	Clinton	7,000	6,700	95
	Fayette	5,900	5,400	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
ILLINOIS—(Continued)				
	Greene	5,100	4,900	95
	Jefferson	9,600	8,700	92
	Jersey	5,200	4,800	94
	Macoupin	13,800	13,100	95
	Madison	75,900	73,200	96
	Marion	12,100	11,300	94
	Monroe	5,000	4,700	95
	Montgomery	9,800	9,200	94
	Perry	5,500	5,100	93
	Randolph	8,100	7,700	95
	Scott	1,600	1,500	96
	St Clair	84,300	80,400	95
	Washington	4,000	3,700	91
<b>Over 50% (Continued)</b>	MISSOURI			
	Crawford	4,500	3,800	84
	Dent	3,500	2,800	80
	Franklin	15,500	14,700	95
	Gasconade	4,100	3,600	88
	Iron	2,000	1,700	86
	Jefferson	26,200	25,100	96
	Lincoln	5,300	4,900	92
	Madison	2,700	2,400	88
	Perry	4,300	3,800	90
	Pike	5,500	5,000	91
	Ste Genevieve	3,400	3,200	93
	St Charles	21,300	20,400	96
	St Francois	11,200	10,400	93
St Louis	494,800	468,600	95	
Warren	3,100	2,800	90	
Washington	3,900	3,500	90	
<b>Between 25-50%</b>	ILLINOIS			
	Effingham	7,000	6,300	90
	Morgan	10,700	9,900	93
	Pike	6,300	5,800	94
(Continued on page 405-b)				
Station Totals		1,001,700	942,000	94
Net Weekly Circulation (March 1967)			826,300	
Average Daily Circulation (March 1967)			621,800	



# Missouri—St. Louis



**KTVI**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"  
Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.

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

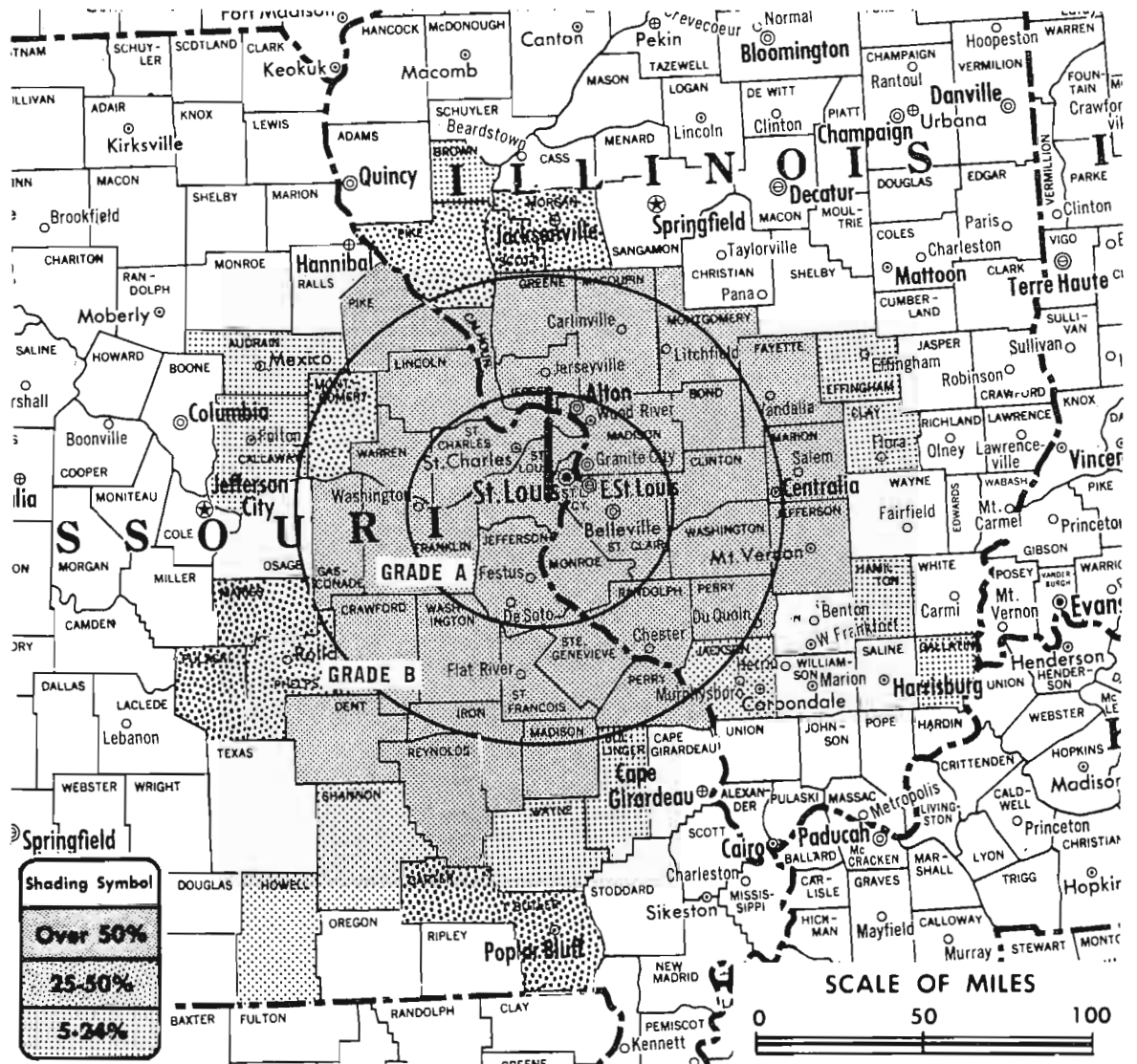
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVI Ref: FCC File No. BMPCT-4615 Granted 4/2/58

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

## KTVI

Licensee: Newhouse Broadcasting Corp., 5915 Berthold Ave., St. Louis, Mo. (63110).

Studio: 5915 Berthold Ave.

Telephone: 314-647-7777. TWX No.: 314-556-0082.

Ownership: Newhouse Broadcasting Corp., 100%. Newhouse also owns St. Louis Globe Democrat. For other Newhouse interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted facilities to Ch. 36, acquired from KSTM-TV, off-air (Television Digest, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltasen and associates to Newhouse Bcstg., which thereby increased its holdings to 100% was approved June 10, 1964 by FCC.

Represented (sales) by H-R Television Inc.

Represented (legal) by Surrey, Karasik, Gould & Greene.

Personnel:

- RALPH HANSEN, general manager.
- MANNE RUSSO, general sales manager.
- JIM NECESSARY, local sales manager.
- JACK FENTRESS, program manager.
- JAMES D. JOHNSON, promotion manager.
- RICHARD J. TROMPETER, chief engineer.

### DIGEST OF RATE CARD NO. 12 (July 1, 1965)

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

Class AA—6:30-10:30 p.m., daily.  
\$1950.00 \$1170.00 \$800.00 \$488.00 Graded rates apply\*

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1750.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ILLINOIS</b>			
	Bond	4,500	4,100	91
	Calhoun	1,600	1,500	93
	Clinton	7,000	6,700	95
	Fayette	5,900	5,400	92
	Greene	5,100	4,900	95
	Jefferson	9,600	8,700	92
	Jersey	5,200	4,800	94
	Macoupin	13,800	13,100	95
	Madison	75,900	73,200	96
	Marion	12,100	11,300	94
	Monroe	5,000	4,700	95
	Montgomery	9,800	9,200	94
	Perry	5,500	5,100	93
	Randolph	8,100	7,700	95
	St Clair	84,300	80,400	95
	Washington	4,000	3,700	91
<b>Over 50%</b>	<b>MISSOURI</b>			
	Crawford	4,500	3,800	84
	Dent	3,500	2,800	80
	Franklin	15,500	14,700	95
	Gasconade	4,100	3,600	88
	Iron	2,000	1,700	86
	Jefferson	26,200	25,100	96
	Lincoln	5,300	4,900	92
	Madison	2,700	2,400	88
	Perry	4,300	3,800	90
	Pike	5,500	5,000	91
	Reynolds	1,100	800	79
	Ste Genevieve	3,400	3,200	93
	St Charles	21,300	20,400	96
	St Francois	11,200	10,400	93
	St Louis	494,800	468,600	95
	Warren	3,100	2,800	90
	Washington	3,900	3,500	90
<b>Between 25-50%</b>	<b>ILLINOIS</b>			
	Morgan	10,700	9,900	93

(Continued on page 405-b)

Station Totals	987,000	926,600	94
Net Weekly Circulation (March 1967)			791,100
Average Daily Circulation (March 1967)			523,100

# Missouri—Sedalia



**KMOS-TV**



Ch. 6

[Satellite of KRCG,  
Jefferson City, Mo.]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
16.4-kw visual, 3.28-kw aural.  
Antenna: 360-ft. above av. terrain,  
321-ft. above ground, 1211-ft.  
above sea level.

Latitude 38° 42' 20"  
Longitude 93° 15' 13"

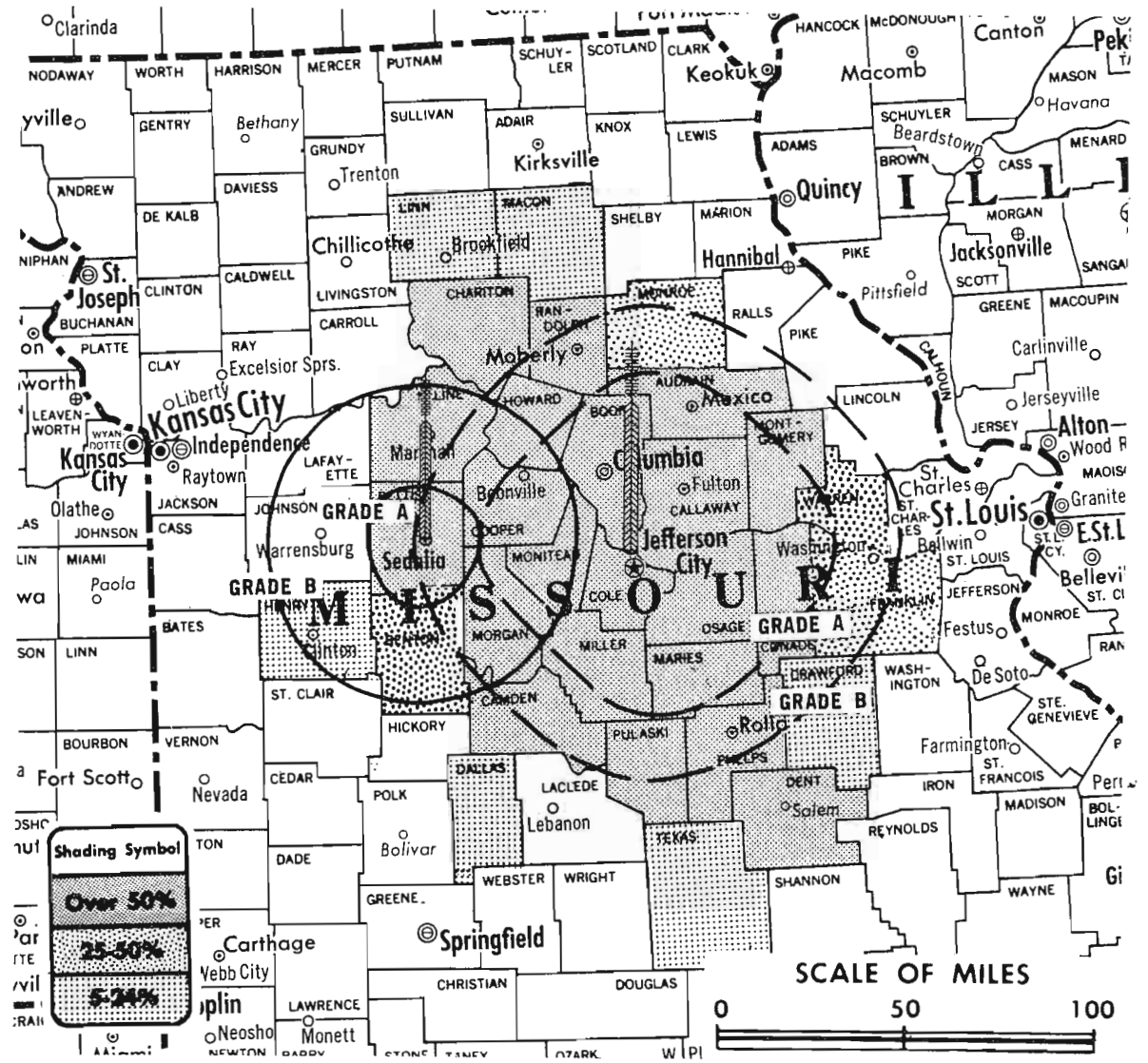
Transmitter: 2100 W. Broadway.

Color: Network.

News Wire Service: AP.

Studio: 2100 W. Broadway.

Represented (legal) by Dow, Lohnes  
& Albertson.



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

KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

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

## KMOS-TV

Licensee: Mid-America TV Co., 114 W. 11th St., Kansas City, Mo.

Telephone: 816-816-1651.

Ownership: See KRCG, Jefferson City, Mo.

Began Operation: July 8, 1954. Sale to Jefferson Television Co.  
(KRCG, Jefferson City) approved by FCC July 26, 1961. Sale  
to Cook Paint & Varnish Co. by Milton J. Hinlein and associates  
approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50).  
Note: For sale to present owner by Jefferson Television, see  
KRCG, Jefferson City, Mo.

Represented (sales) by Blair TV Assoc.; Eugene F. Gray Co. (Mis-  
souri, Kansas & Neb.).

Personnel:

EDWARD J. SCHUELEIN, general manager.  
RAY ROUSE, operations manager.

Rates: Included with rates for KRCG, Jefferson City.

ARB Data For This Station Included With Parent  
KRCG, Jefferson City, Mo. Above Map Shows Cov-  
erage For Both Parent & Satellite.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South  
New York, N.Y.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**KMOX-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	MISSOURI			
	Gasconade	4,100	3,600	88
	Madison	2,700	2,400	88
	Montgomery Pike	3,800	3,500	91
		5,500	5,000	91
<b>Between 5-24 %</b>	ARKANSAS			
	Newton	1,300	900	73
	ILLINOIS			
	Christian	11,300	10,700	95
	Effingham	7,000	6,300	90
	Franklin	12,000	11,100	93
	Gallatin	1,900	1,700	88
	Jackson	13,900	12,800	92
	Morgan	10,700	9,900	93
	Richland	5,000	4,600	92
	Wayne	5,500	4,800	88
	MISSOURI			
	Audrain	8,600	8,100	94
	Bollinger	2,300	2,000	87
Butler	10,100	8,800	87	
Phelps	8,200	7,200	87	

**KPLR-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS			
	Effingham	7,000	6,300	90
	Hamilton	2,900	2,500	86
	Jackson	13,900	12,800	92
	Morgan	10,700	9,900	93
	Pike	6,300	5,800	94
	Richland	5,000	4,600	92
	Wayne	5,500	4,800	88
	MISSOURI			
	Audrain	8,600	8,100	94
	Butler	10,100	8,800	87
Pike	5,500	5,000	91	
Wayne	2,400	2,000	85	

**KTVI, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	ILLINOIS—(Continued)			
	Pike	6,300	5,800	94
	Scott	1,600	1,500	96
	MISSOURI			
	Butler	10,100	8,800	87
	Carter	1,100	800	72
	Maries	2,200	1,900	88
	Montgomery	3,800	3,500	91
	Phelps	8,200	7,200	87
	Pulaski	11,300	10,200	90
	<b>Between 5-24 %</b>	ARKANSAS		
Newton		1,300	900	73
ILLINOIS				
Brown		1,900	1,800	93
Clay		4,700	4,200	89
Effingham		7,000	6,300	90
Gallatin		1,900	1,700	88
Hamilton		2,900	2,500	86
Jackson		13,900	12,800	92
MISSOURI				
Audrain		8,600	8,100	94
Bollinger		2,300	2,000	87
Callaway		6,500	6,100	93
Howell		6,700	5,300	80
Shannon	1,800	1,300	73	
Wayne	2,400	2,000	85	

**Missouri**

**KSD-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	MISSOURI			
	Butler	10,100	8,800	87
	Maries	2,200	1,900	88
	Montgomery	3,800	3,500	91
	Osage	3,100	2,700	87
	Phelps Reynolds	8,200	7,200	87
		1,100	800	79
<b>Between 5-24 %</b>	ILLINOIS			
	Brown	1,900	1,800	93
	Christian	11,300	10,700	95
	Franklin	12,000	11,100	93
	Gallatin	1,900	1,700	88
	Hamilton	2,900	2,500	86
	Jackson	13,900	12,800	92
	Richland	5,000	4,600	92
	Wayne	5,500	4,800	88
	MISSOURI			
	Audrain	8,600	8,100	94
Bollinger	2,300	2,000	87	
Callaway	6,500	6,100	93	
Wayne	2,400	2,000	85	

**KFEQ-TV, St. Joseph**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	NEBRASKA			
	Pawnee	1,400	1,200	88
<b>Between 5-24 %</b>	IOWA			
	Adams	2,000	1,800	90
	Decatur	2,600	2,200	88
	Montgomery	4,200	4,000	94
	Page	5,800	5,400	93
	KANSAS			
	Bourbon	4,900	4,500	92
	Douglas	14,100	12,900	92
	Geary	8,900	8,400	94
	Johnson	59,800	58,400	98
	Marshall	4,500	4,000	90
	Miami	6,000	5,700	96
	Morris	2,000	1,700	89
	Shawnee	49,900	47,500	95
MISSOURI				
Bates	5,100	4,500	89	
Carrroll	4,300	3,900	91	
Clay	36,800	35,600	97	
Henry	6,600	6,000	91	
Lafayette	8,000	7,500	94	
Putnam	1,900	1,800	95	
Saline	7,500	6,900	92	
Sullivan	2,400	2,200	92	
NEBRASKA				
Nemaha	2,400	2,200	92	

**KYTV, Springfield**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KANSAS			
	Bourbon	4,900	4,500	92
	MISSOURI			
	Bates	5,100	4,500	89
	Henry	6,600	6,000	91
	Jasper	27,400	25,500	93
	Mc Donald	3,300	3,000	91
	Miller	4,500	4,100	92
	Morgan	3,000	2,700	91
	Vernon	5,900	5,300	89

# Missouri—Springfield



**KTTS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw maximum and 240-kw horizontal visual, 63.2-kw aural. Antenna: 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level.

Latitude 37° 13' 24.61"  
Longitude 93° 14' 30.08"

Transmitter: 2650 E. Division St.

TV tape: Recording facilities.

AM Affiliate: KTTS, 1-kw (.25-kw N), 1400 kc (CBS).

FM Affiliate: KTTS-FM, 10-kw, 94.7 mc (No. 234), 660-ft. antenna height.

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

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS

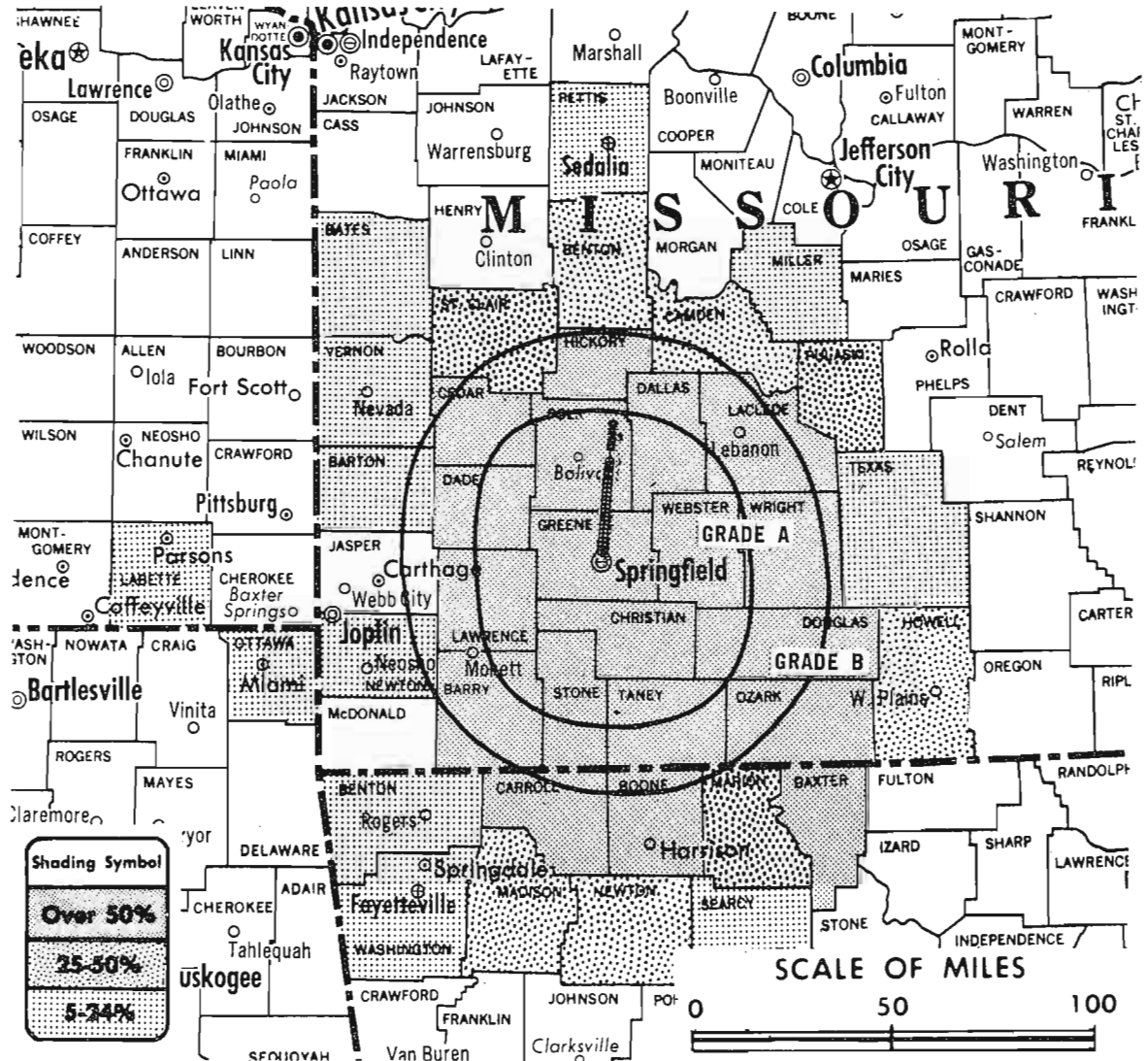
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KTTS-TV Ref: FCC File No. BMPCT-3293 Granted 8/18/55

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

## KTTS-TV

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St. Telephone: 417-862-7474.

TWX No.: 417-889-0161.

Ownership: J. H. G. Cooper, pres., 54.87%; (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v.p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; 17 others, none holding as much as 5%.

Began Operations: March 14, 1953.

Represented (sales) by H-R Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.

WILLIAM F. CURRY, chief engineer.

KEVIN McANDREWS, program director.

JACK LLOYD, sales.

DIGEST OF RATE CARD NO. 11—(Aug. 1, 1967)

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

Class A—4-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat.  
\$425.00 \$255.00 \$170.00 \$130.00 \$125.00\* \$85.00\* \$50.00\*

\*Class AA—7-10 p.m., daily.

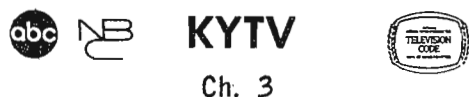
NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Baxter	3,500	2,900	84
	Boone	6,400	5,500	86
	Carroll	4,300	3,700	87
	MISSOURI			
	Barry	5,700	5,100	90
	Cedar	2,800	2,500	89
	Christian	4,000	3,700	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
MISSOURI—(Continued)				
Over 50% (Continued)	Dade	2,100	1,900	92
	Dallas	3,000	2,800	91
	Douglas	2,400	2,100	89
	Greene	45,900	43,400	95
	Hickory	1,300	1,100	88
	Laclede	6,100	5,500	90
	Lawrence	7,600	6,800	90
	Ozark	1,600	1,300	85
	Polk	4,200	3,700	89
	Stone	2,100	1,800	85
	Taney	3,500	3,200	91
	Webster	4,200	3,800	89
	Wright	4,300	3,600	85
ARKANSAS				
Between 25-50%	Madison	2,500	1,900	75
	Marion	1,500	1,300	87
	Newton	1,300	900	73
	MISSOURI			
Benton	3,100	2,700	85	
Camden	3,600	3,200	88	
Howell	6,700	5,300	80	
Pulaski	11,300	10,200	90	
St Clair	2,300	2,000	86	
ARKANSAS				
Between 5-24%	Benton	13,900	12,100	87
	Searcy	2,200	1,700	81
	Washington	22,200	19,100	86
KANSAS				
Between 5-24%	Labette	8,200	7,500	92
	MISSOURI			
	Barton	3,400	3,100	92
	Bates	5,100	4,500	89
	Miller	4,500	4,100	92
	Newton	9,900	9,300	94
	Pettis	12,600	11,500	91
	Texas	5,100	4,200	83
	Vernon	5,900	5,300	89
	OKLAHOMA			
Ottawa	9,300	8,700	94	
Station Totals		249,600	223,000	89
Net Weekly Circulation (March 1967)				115,600
Average Daily Circulation (March 1967)				87,000



# Missouri—Springfield



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1645-ft. above av. terrain, 1609-ft. above ground, 3174-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

Telephone: 417-866-2766.

TWX No.: 910-775-4714.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

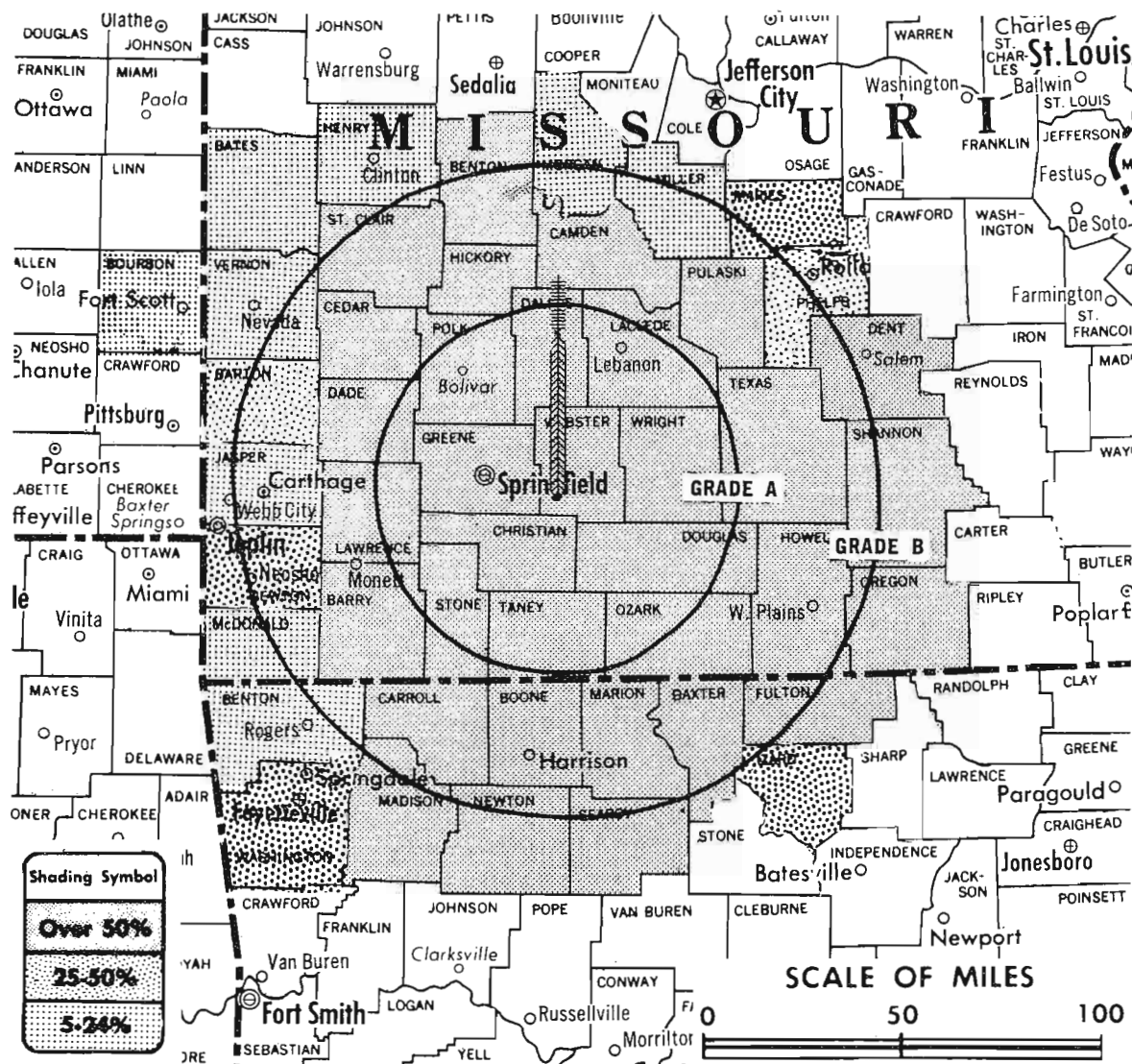
News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KYTV Ref: FCC File No. BPCT-2841 Granted 4/21/61

©American Map Co., Inc., N.Y., No. 14244

## KYTV

Network Service: NBC, ABC.

Licensee: Springfield Television Inc., 999 W. Sunshine.

Studio: 999 W. Sunshine.

Ownership: Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press and operators of KGBX Springfield); Grand Prairie Investment Co., 50%; Lester L. Cox, pres.; A. A. Watson, v.p., .033%; Tams Bixby III, .033% (general manager of Springfield newspapers); W. W. Weber, secy., .033%; Keith G. Wells, .033%. Grand Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussey (and wife). Lester L. Cox is v.p. of KOAM-TV, Pittsburg, Kan.

Began Operation: Oct. 1, 1953.

Represented (sales) by The Hollingbery Co.

Personnel:

RALPH L. STUFFLEBAM, co-manager & sales manager.  
CARL FOX, co-manager, program manager & film buyer.

### DIGEST OF RATE CARD NO. 10—(March 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—6-10:30 p.m., daily.	\$525.00	\$315.00	\$210.00	\$150.00*	\$90.00*	\$45.00*

\*Class AA—6-9 p.m., daily.

NETWORK BASE HOURLY RATE: \$525 (ABC), \$525 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Baxter	3,500	2,900	84
	Boone	6,400	5,500	86
	Carroll	4,300	3,700	87
	Fulton	1,700	1,200	72
	Madison	2,500	1,900	75
	Marion	1,500	1,300	87
	Newton	1,300	900	73
	Searcy	2,200	1,700	81

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	MISSOURI			
	Barry	5,700	5,100	90
	Benton	3,100	2,700	85
	Camden	3,600	3,200	88
	Cedar	2,800	2,500	89
	Christian	4,000	3,700	92
	Dade	2,100	1,900	92
	Dallas	3,000	2,800	91
	Dent	3,500	2,800	80
	Douglas	2,400	2,100	89
	Greene	45,900	43,400	95
	Hickory	1,300	1,100	88
	Howell	6,700	5,300	80
	Laclede	6,100	5,500	90
	Lawrence	7,600	6,800	90
	Oregon	2,700	2,000	73
	Ozark	1,600	1,300	85
	Polk	4,200	3,700	89
	Pulaski	11,300	10,200	90
	Shannon	1,800	1,300	73
Stone	2,100	1,800	85	
St Clair	2,300	2,000	86	
Taney	3,500	3,200	91	
Texas	5,100	4,200	83	
Webster	4,200	3,800	89	
Wright	4,300	3,600	85	

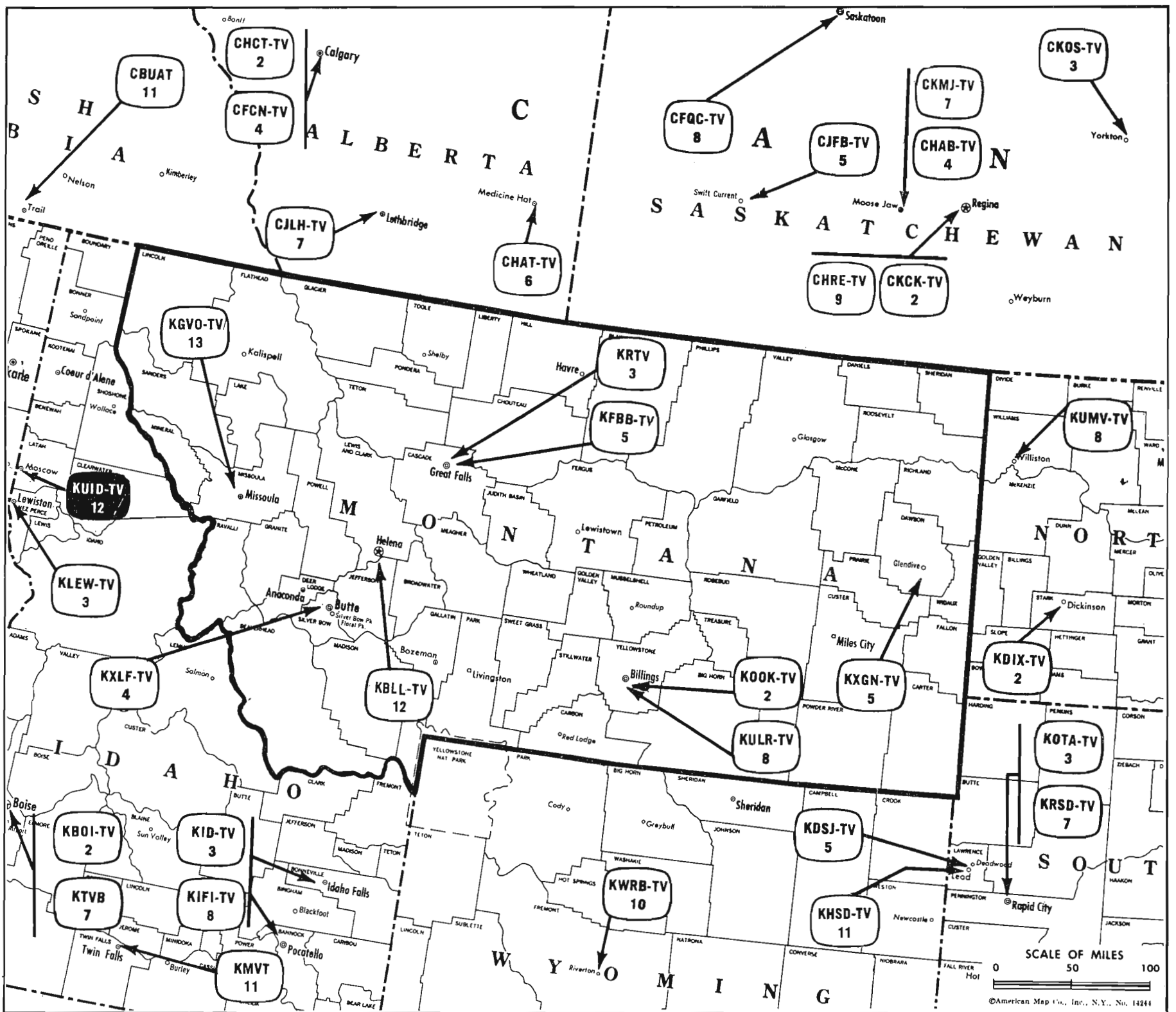
<b>Between 25-50%</b>	ARKANSAS			
	Izard	1,700	1,300	75
	Washington	22,200	19,100	86
	MISSOURI			
	Barton	3,400	3,100	92
Maries	2,200	1,900	88	
Newton	9,900	9,300	94	
Phelps	8,200	7,200	87	

<b>Between 5-24%</b>	ARKANSAS			
	Benton	13,900	12,100	87
Polk	4,100	3,400	83	

(Continued on page 405-b)

Station Totals	290,600	258,100	89
Net Weekly Circulation (March 1967)			158,700
Average Daily Circulation (March 1967)			121,700

# Montana



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Billings	60,300	179	81,500	198	72,100	201
Great Falls	52,600	187	80,300	199	72,700	200
Butte	49,100	190	77,700	203	70,000	203
Missoula	37,300	197	60,300	212	55,000	210
Helena	7,600	219	10,600	226	9,400	226
Glendive	5,600	220	10,900	225	9,500	225

## Montana Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	8	0	8
Educational Television Stations	0	0	0
			8

See CATV Directory  
for State's CATV Systems

# Montana—Billings



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"

Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

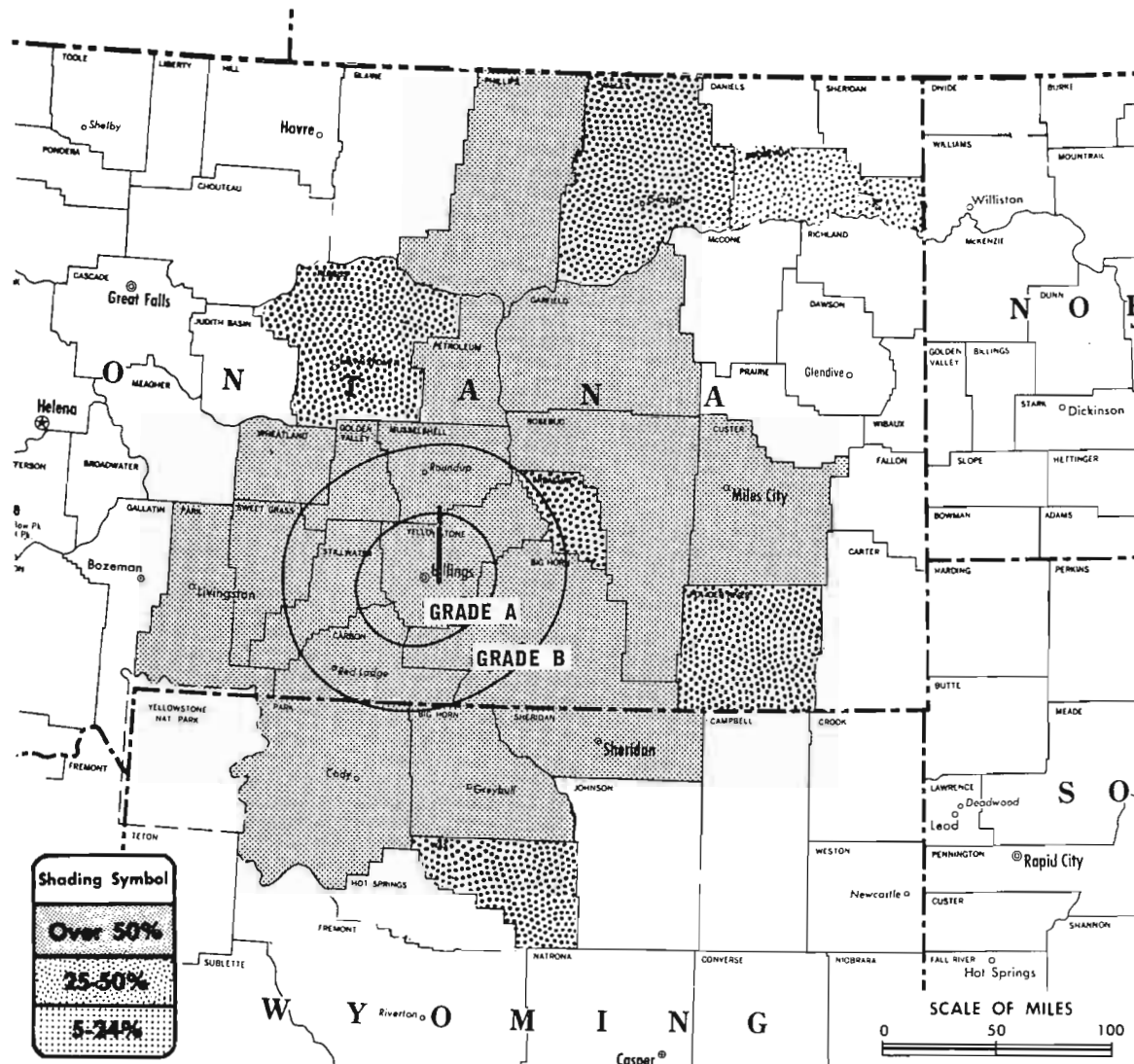
AM Affiliate: KOOK, 5-kw, 970 kc.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KOOK-TV Ref: FCC File No. BMPCT-4001 Granted 8/20/56

©American Map Co., Inc., N.Y., No. 14244

## KOOK-TV

Network Service: CBS, NBC, ABC.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 406-252-5611. TWX No.: 910-975-1925.

Ownership: J. S. Sample, pres.-treas., .14%; Harvey D. Backman, .14%; Jerome Anderson, secy., .14%; Garryowen Bcstg. System (voted by J. S. Sample), 99.58%. Sample also owns 99.6% of KXLF-TV & KXLF, Butte, Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by Avery-Knodel Inc. Skyline Advertisers Sales; Art Moore & Assoc. (Seattle & Portland), Andy McDermott Sales Ltd. (Canada).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

CLIFF EWING, general manager & national sales mgr.  
BERNIE STYLES, local commercial manager.  
VICTOR MILLER, program & operations director.  
J. R. MIDDLETON, chief engineer.  
BEVERLY MARTIN, merchandising director.  
JOSEPH S. SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 11A  
(Dec. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$70.00	\$56.00 \$35.00

Note: For combination rates, see KID-TV (Skyline TV Network, P.O. Box 2557) Idaho Falls, Ida.

NETWORK BASE HOURLY RATE: \$350 (CBS), \$350 (NBC), \$350 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MONTANA</b>				
		Big Horn	2,400	2,000	84
		Carbon	2,200	1,900	90
		Custer	4,300	3,500	83
		Garfield	400	300	66
		Golden Valley	400	300	82
		Musselshell	1,000	900	85
		Park	4,500	4,000	89
		Petroleum	300	200	80
		Phillips	1,600	1,300	79
		Rosebud	1,500	1,300	82
		Stillwater	1,800	1,700	95
		Sweet Grass	900	700	80
		Wheatland	1,000	800	86
	Yellowstone	27,300	26,000	95	
<b>Between 25-50%</b>	<b>WYOMING</b>				
		Big Horn	2,900	2,500	87
		Park	4,700	4,100	87
		Sheridan	5,800	5,000	85
<b>Between 5-24%</b>	<b>MONTANA</b>				
		Fergus	4,000	3,400	85
		Powder River	500	400	73
		Roosevelt	3,400	3,100	91
		Treasure Valley	400	300	84
	Valley	5,600	4,700	85	
	<b>WYOMING</b>				
	Washakie	2,600	2,400	90	
<b>Station Totals</b>			79,500	70,800	89
Net Weekly Circulation (March 1967)					60,300
Average Daily Circulation (March 1967)					50,100

For Color Set Penetration by Market  
See Services Volume

# Montana—Billings



## KULR-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"

Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.

Studio: 2.7-mi. E of Billings.

Telephone: 406-252-4676.

TWX No.: 910-975-1020.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

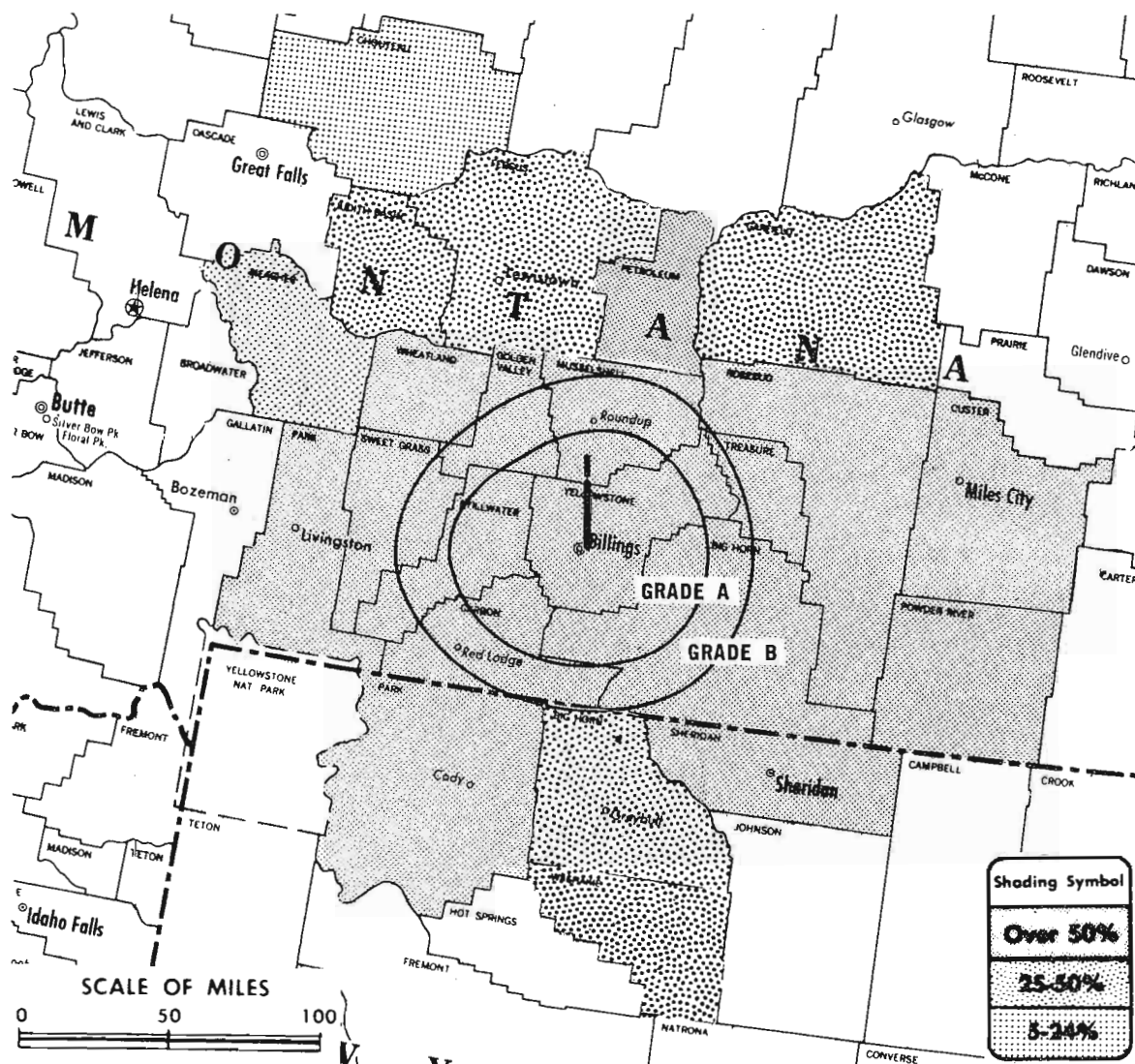
News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KULR-TV Ref: FCC File No. BMPCT-4810 Granted 11/21/57

©American Map Co., Inc., N.Y., No. 14244

## KULR-TV

Licensee: HarriScope Broadcasting Corp., Box 2512, Billings, Mont. (59103).

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 15, 1958. Sale to present owner by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Television Digest, Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved by FCC Dec. 17, 1962 (Vol. 2:52).

Represented (sales) by The Meeker Co.; John McGuire & Assoc. (Mountain States); Feltis, Dove, Croghan (Seattle & Portland).

Represented (legal) by Marcus Cohn.

Represented (engineering) by Hammett & Edison.

Personnel:

RALPH H. DAVISON JR., vice president & general manager.  
HUGH BADER, program director.  
DEAN JANSMA, chief engineer.  
BOB McCANN, news director.

### DIGEST OF RATE CARD NO. 9—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$52.00	\$45.00

Combination Rates (Great West Group).

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Big Horn	2,400	2,000	84
	Carbon	2,200	1,900	90
	Custer	4,300	3,500	83
	Golden Valley	400	300	82
	Musselshell	1,000	900	85
	Park	4,500	4,000	89
	Petroleum	300	200	80
	Powder River	500	400	73
	Rosebud	1,500	1,300	82
	Stillwater	1,800	1,700	95
	Sweet Grass	900	700	80
	Treasure	400	300	84
	Wheatland	1,000	800	86
	Yellowstone	27,300	26,000	95
	WYOMING	Park	4,700	4,100
Sheridan		5,800	5,000	85
MONTANA				
Between 25-50%	Fergus	4,000	3,400	85
	Garfield	400	300	66
	Judith Basin	1,000	800	85
WYOMING	Big Horn	2,900	2,500	87
	Washakie	2,600	2,400	90
Between 5-24%	MONTANA			
	Chouteau	2,200	2,000	92
Meagher	1,000	800	83	
Station Totals		73,100	65,300	89
Net Weekly Circulation (March 1967)				51,700
Average Daily Circulation (March 1967)				38,400



# Montana—Butte

**abc** **KXLF-TV**  
Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

TV tape: Recording facilities.

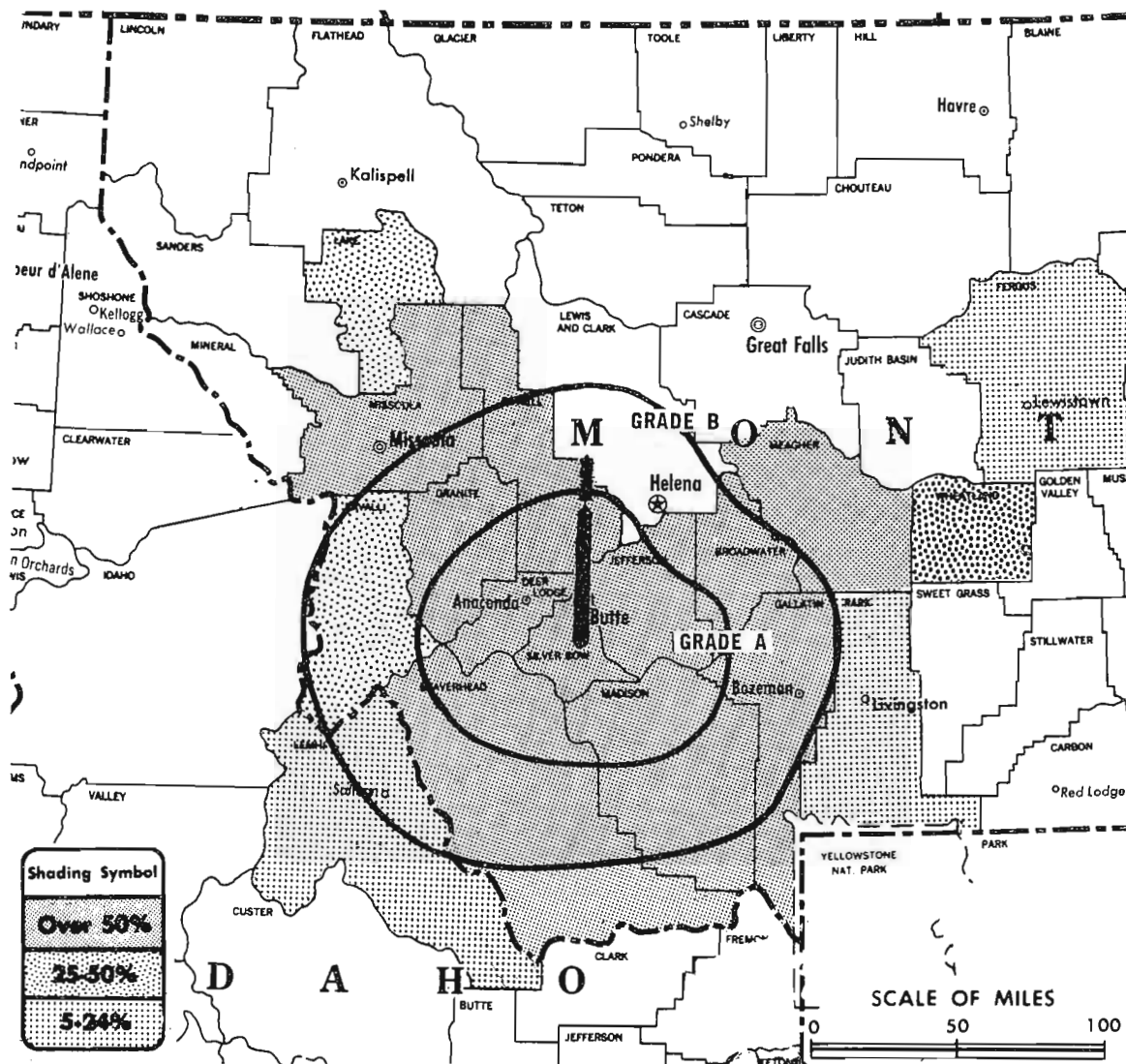
AM Affiliate: KXLF, 5-kw, 1370 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KXLF-TV Ref: FCC File No. BPCT-3765 Granted 5/12/66

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## KXLF-TV

Network Service: ABC & CBS.

Licensee: Garryowen Butte T.V. Inc., Box 3500 (59701).

Studio: 1003 S. Montana St.

Telephone: 406-792-9111.

Ownership: Joseph S. Sample, 99.96%; Harvey D. Backman, v.p., .02%; Jerome Anderson, secy., .02%. Some principals also own KOOK-TV, Billings.

Began Operation Aug. 14, 1953. Sale to present owner by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager & film buyer.  
PAUL SIMITZES, operations director.  
WELDON PAULSEN, chief engineer.

### DIGEST OF RATE CARD NO. 12A (Aug. 15, 1965)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:29-10:01 p.m., daily.  
\$330.00 \$198.00 \$132.00 \$110.00 \$99.00 \$82.50 \$66.00 \$41.25

Note: For combination rates, see KID-TV, Idaho Falls, Ida. (Skyline Network).

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS), \$300 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	MONTANA			
	Beaverhead	2,300	1,900	82
	Broadwater	900	700	86
	Deer Lodge	5,200	4,900	94
	Gallatin	8,500	7,600	89
	Granite	1,000	900	92
	Jefferson	1,100	900	88
	Madison	1,400	1,300	94
	Meagher	1,000	800	83
	Missoula	15,300	13,800	90
	Powell	2,000	1,800	88
Silver Bow	16,000	14,900	93	
<b>Between 25-50 %</b>	MONTANA			
	Lake	3,600	3,300	91
	Ravalli	3,600	3,300	90
Wheatland	1,000	800	86	
<b>Between 5-24 %</b>	IDAHO			
	Lemhi	1,800	1,400	80
	MONTANA			
Fergus	4,000	3,400	85	
Park	4,500	4,000	89	
Station Totals		73,200	65,700	90
Net Weekly Circulation (March 1967)				49,100
Average Daily Circulation (March 1967)				40,700

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

# Montana—Glendive



**KXGN-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 14.8-kw visual, 7.4-kw aural. Antenna: 500-ft. above av. terrain, 156-ft. above ground, 2456-ft. above sea level.

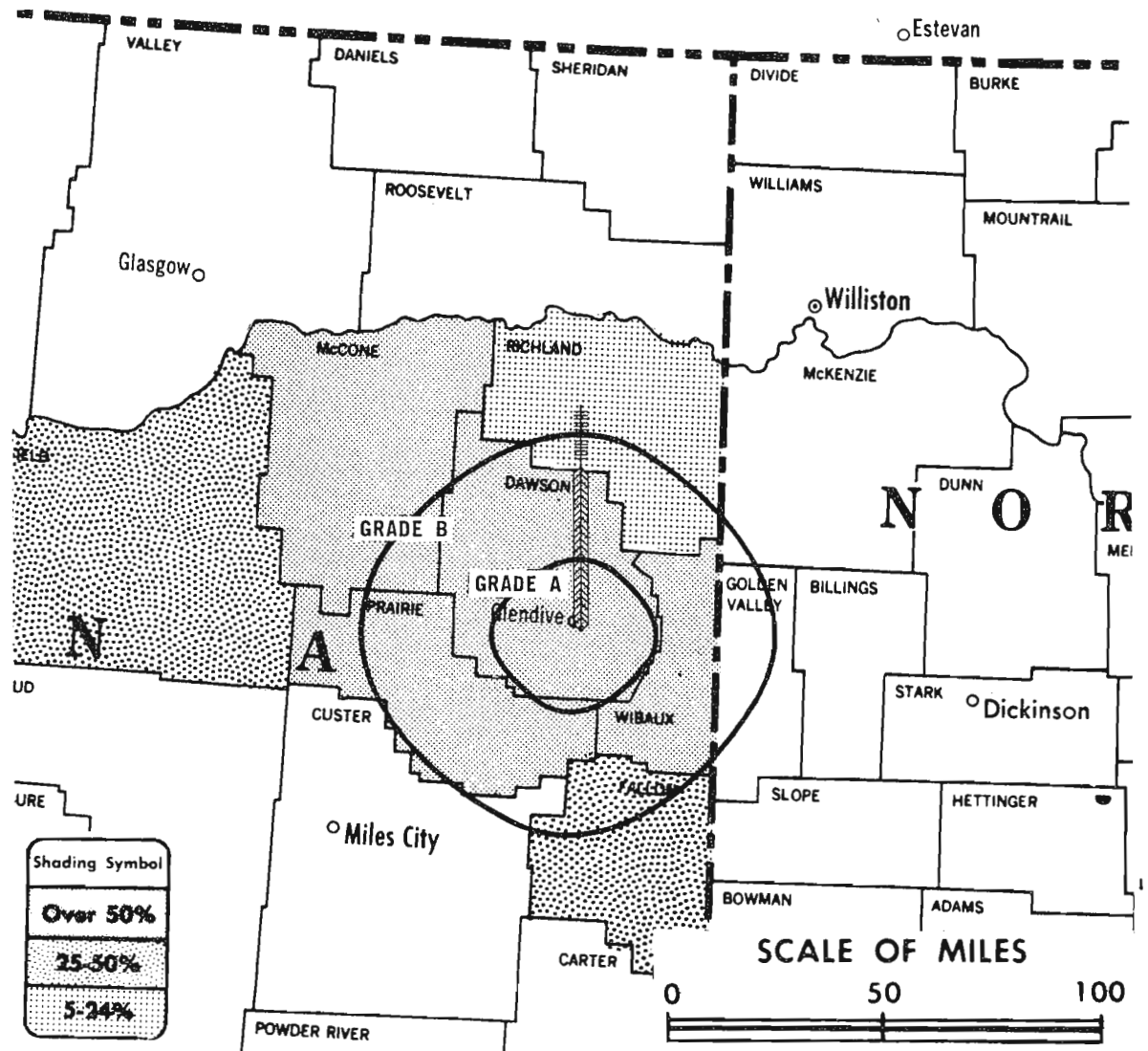
Latitude 47° 03' 15"  
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

AM Affiliate: KXGN, .25-kw, 1400 kc.

Color: Network.

News Wire Service: AP.



Shading Symbol
Over 50%
25-50%
5-24%

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KXGN-TV Ref: FCC File No. BPCT-3003 Granted 3/24/63

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## KXGN-TV

Network Service: CBS (EMP); ABC, NBC per program basis.

Licensee: Glendive Broadcasting Corp., Box 200, S. Douglas.

Studio: 210 S. Douglas St. (59330).

Telephone: 406-365-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (sales) by The Devney Organization Inc.; Bob Hix Co. (Denver).

Represented (legal) by Daly & Joyce.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president & film buyer.  
GEORGE S. BLUM, general manager.  
DONALD J. POWERS, chief engineer.  
RUBY BLUM, sales manager.

### DIGEST OF RATE CARD—(Feb. 10, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$120.00	\$72.00	\$48.00	\$28.00	\$30.00	\$25.00
NETWORK BASE HOURLY RATE:	\$50.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MONTANA			
	Dawson	4,100	3,600	88
	Mc Cone	900	800	85
	Prairie	700	500	75
	Wibaux	300	200	89
<b>Between 25-50%</b>	MONTANA			
	Fallon	1,100	1,000	86
	Garfield	400	300	66
<b>Between 5-24%</b>	MONTANA			
Richland	2,900	2,600	90	
Station Totals		10,400	9,000	87
Net Weekly Circulation (March 1967)				5,600
Average Daily Circulation (March 1967)				4,300

For Index to Contents  
See Services Volume

# Montana—Great Falls

**abc** **KFBB-TV**  
Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 3770-ft. above sea level.

Latitude 47° 31' 19"  
Longitude 111° 23' 18"

Transmitter: 1-mi. W of city limits on U.S. Hwy. 89-91.

Studio: 2-mi. W of city limits on U.S. Hwy. 89-91.

AM Affiliate: KFBB, 5-kw, 1310 kc.

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Hammett & Edison.

Total Households: © SRDS

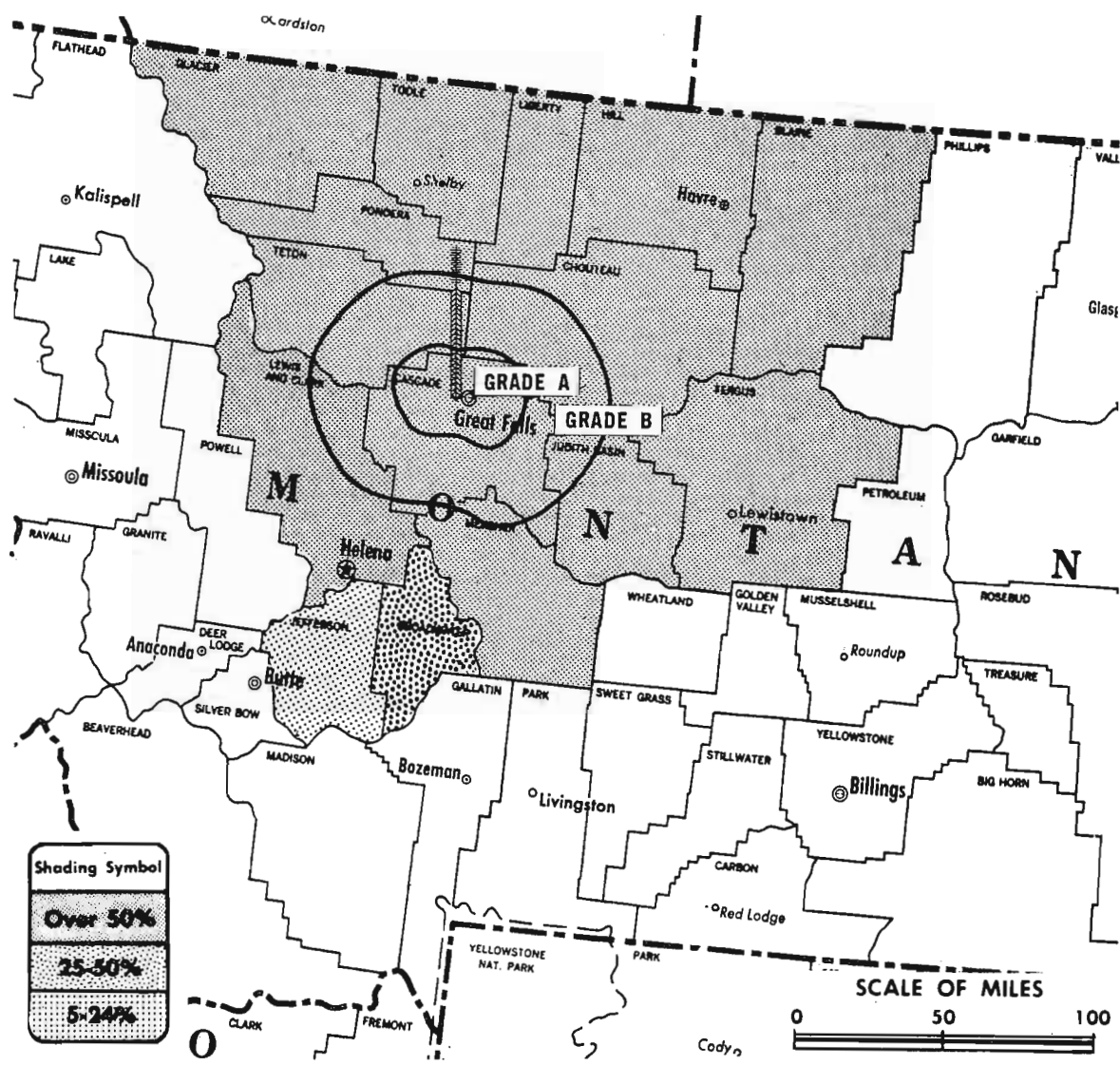
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KFBB-TV Ref: FCC File No. BPCT-3075 Granted 9/5/62

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## KFBB-TV

Network Service: ABC, CBS.

Licensee: Harriscope Broadcasting Corp., Box 1139 (59401).

Telephone: 406-453-4377. TWX No.: 406-761-1613.

Ownership: Harriscope Bcstg. Corp., 100%. For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 21, 1954. Sale to present owner by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Television Digest, Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales) by The Meeker Co.; Feltis, Dove & Croghan Inc. (Seattle-Portland); John L. McGuire (Denver).

### Personnel:

DONALD McCLINTOCK, v.p. & general manager.

JACK OLSEN, local sales manager.

RICHARD MONACO, operations manager.

ANTHONY LOPUCH, chief engineer.

RICHARD H. RIPLETT, controller.

BURT I. HARRIS, president & film buyer (Los Angeles).

YALE ROE, vice president, broadcasting (Chicago).

### DIGEST OF RATE CARD NO. 12

(Aug. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—6:29-10:01 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$45.00	\$40.00	\$25.00

Note: For combination rates, see Great West Group.

NETWORK BASE HOURLY RATE: \$425 (ABC), \$250 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Blaine	2,200	1,700	79
	Cascade	26,700	25,300	95
	Chouteau	2,200	2,000	92
	Fergus	4,000	3,400	85
	Glacier	3,400	2,800	85
	Hill	6,000	5,500	91
	Judith Basin	1,000	800	85
	Lewis & Clark	9,500	8,500	90
	Liberty	900	800	92
	Meagher	1,000	800	83
	Pondera	2,400	2,200	92
	Teton	1,900	1,800	92
Toole	2,400	2,200	92	
Between 25-50%	MONTANA Broadwater	900	700	86
Between 5-24%	MONTANA Jefferson	1,100	900	88
Station Totals		65,600	59,400	91
Net Weekly Circulation (March 1967)				52,600
Average Daily Circulation (March 1967)				41,300

For Color Set Penetration by Markets  
See Services Volume

# Montana—Great Falls

**KRTV**  
Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 30.5-kw visual, 6.1-kw aural. Antenna: 452-ft. above av. terrain, 358-ft. above ground, 3918-ft. above sea level.

Latitude 47° 31' 56"  
Longitude 111° 16' 45"

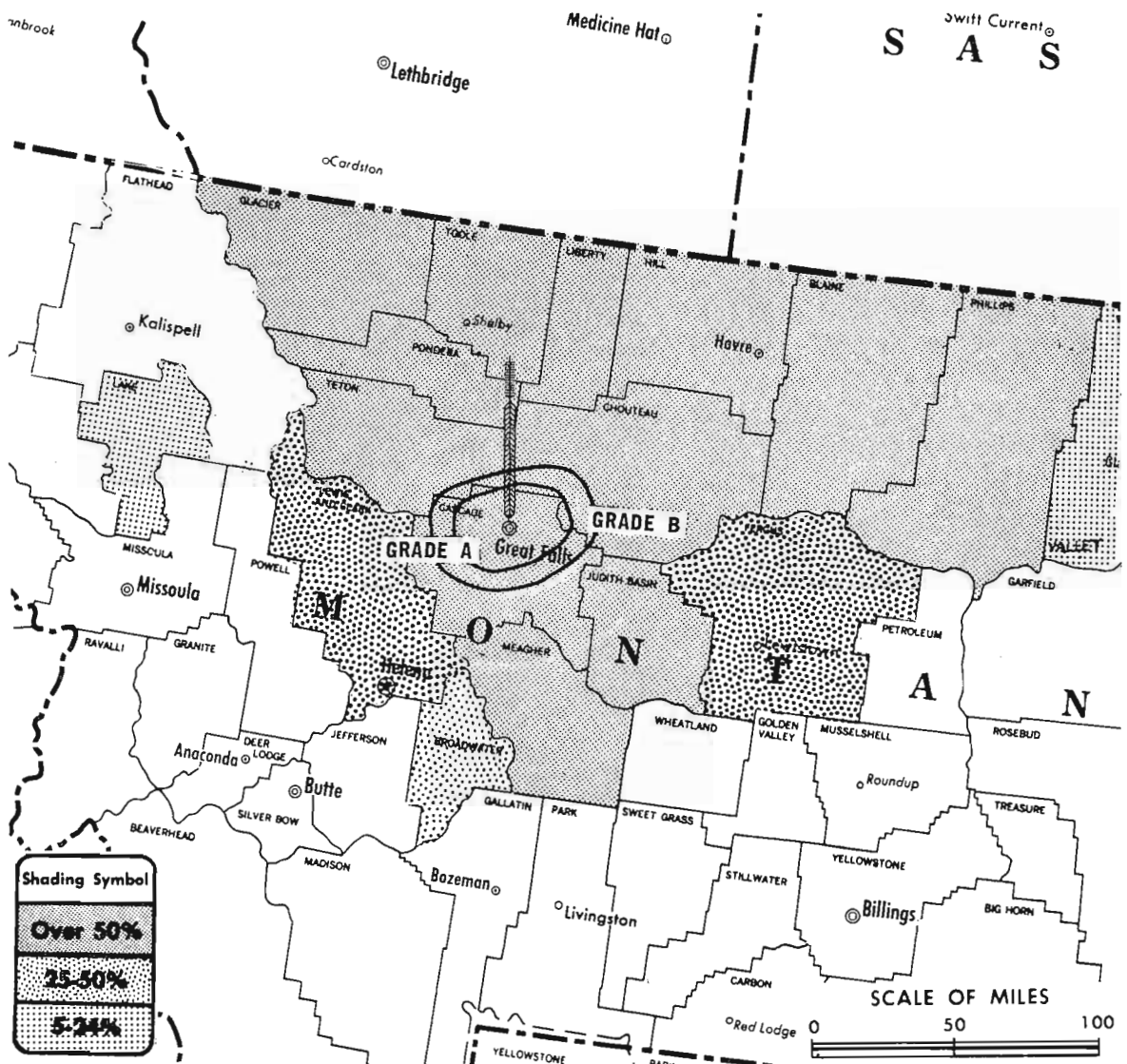
Transmitter: 15th St., 2-mi. N of Great Falls.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: 15th St., 2-mi. N of Great Falls.

Telephone: 406-453-2433.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KRTV Ref: FCC File No. BMPCT-4495 Granted 4/28/58

©1960 American Research Bureau Inc.

## KRTV

Licensee: Snyder & Associates, Box 1331, N. 15th St., Great Falls, Mont. (59401).

Ownership: Dan Snyder, pres., 86.16%; Herman Feiden, 6.29%; Shan Welcome Morrison, 3.77%; Genevieve Thomas, 1.26%; Edward L. Kolman, v.p., 1.26%; Bjarne Johnson, secy.-treas., 1.26%.

Began Operation: Oct. 5, 1958. Sale to present owners by Francis N. & Robert R. Laird approved Oct. 1, 1958 by FCC (Television Digest, Vol. 14:40).

Represented (sales) by Avery-Knodel Inc.; Art Moore & Assoc. (Seattle & Portland); Bob Hix (Denver).

### Personnel:

DAN SNYDER, president.  
DON BRADLEY, general manager.  
GLEN LOCKWOOD, operations manager.  
JESSE WAYMIRE, chief engineer.

DIGEST OF RATE CARD NO. 11  
(October 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$250.00 \$150.00 \$100.00 \$88.00 \$75.00 \$65.00 \$50.00 \$33.00  
NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	MONTANA			
	Blaine	2,200	1,700	79
	Cascade	26,700	25,300	95
	Chouteau	2,200	2,000	92
	Glacier	3,400	2,800	85
	Hill	6,000	5,500	91
	Judith Basin	1,000	800	85
	Liberty	900	800	92
	Meagher	1,000	800	83
	Phillips	1,600	1,300	79
	Pondera	2,400	2,200	92
	Teton	1,900	1,800	92
	Toole	2,400	2,200	92
Between 25-50 %	MONTANA			
	Broadwater	900	700	86
	Fergus	4,000	3,400	85
Between 5-24 %	MONTANA			
	Lake	3,600	3,300	91
	Valley	5,600	4,700	85
Station Totals		75,300	67,800	90
Net Weekly Circulation (March 1967)				49,500
Average Daily Circulation (March 1967)				39,400



# Montana—Helena

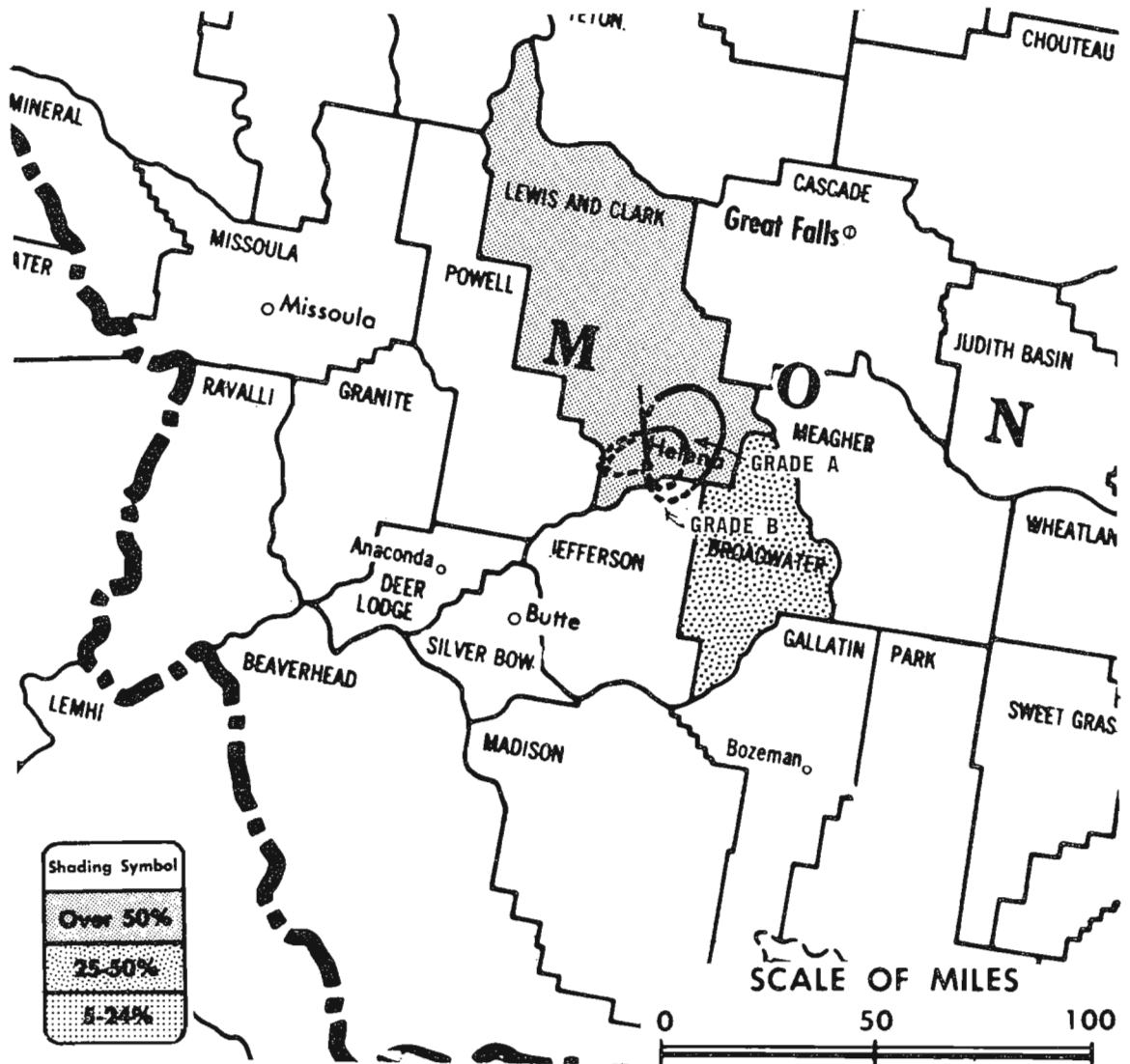
**NBC** **abc** **KBLL-TV**

**Ch. 12**

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: .973-kw visual, .175-kw aural. Antenna: minus 150-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level.

Latitude 46° 36' 33"  
Longitude 112° 01' 10"

Transmitter: 2433 N. Montana Ave.  
AM Affiliate: KBLL, 1-kw, 1240 kc.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Represented (legal) by Wheeler & Wheeler.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KBLL-TV Ref: FCC File No. BMPCT—4805 Granted 8/16/57

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## KBLL-TV

Network Service: NBC, ABC, CBS.  
Licensee: Capital City TV Inc., 2433 N. Montana Ave. (59601).  
Studio: 2433 N. Montana Ave.  
Telephone: 406-442-6620.  
Ownership: Paul B. McAdam, pres., 43.33%; Bob Magness, secy., 43.33%; A. W. Scribner, treas., 13.33%. Bob Magness has extensive holdings in CATV systems in Mont.; Magness also has CATV holdings in Tex.  
Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959, but resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42, 17:4). Sale to present owner by Helena TV Inc. approved by FCC June 5, 1963 (Vol. 3:23).  
Represented (sales) by Jack Masla & Co. Inc.; William L. Simpson & Associates (Wash.-Ore.); J. A. Lucas & Co. (West Coast).  
Personnel:  
ROBERT OTTMANN, general manager.  
JEFFREY S. HULL, assistant manager.  
BOB TOWE, program director.  
BOB HARDIE, chief engineer.  
FRANK C. MONTIBELLER JR., sales 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—6:59-10:01 p.m., daily.  
\$136.00 \$81.50 \$55.00 \$48.00 \$41.00 \$34.00 \$29.00 \$17.00  
NETWORK BASE HOURLY RATE: \$50 (CBS); \$100 (NBC); \$100 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MONTANA Lewis & Clark	9,500	8,500	90
<b>Between 25-50%</b>	MONTANA Broadwater	900	700	86
Station Totals		10,400	9,200	88
Net Weekly Circulation (March 1967)				7,600
Average Daily Circulation (March 1967)				5,700



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# Montana—Missoula

**abc KGVO-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 229-kw visual, 22.4-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

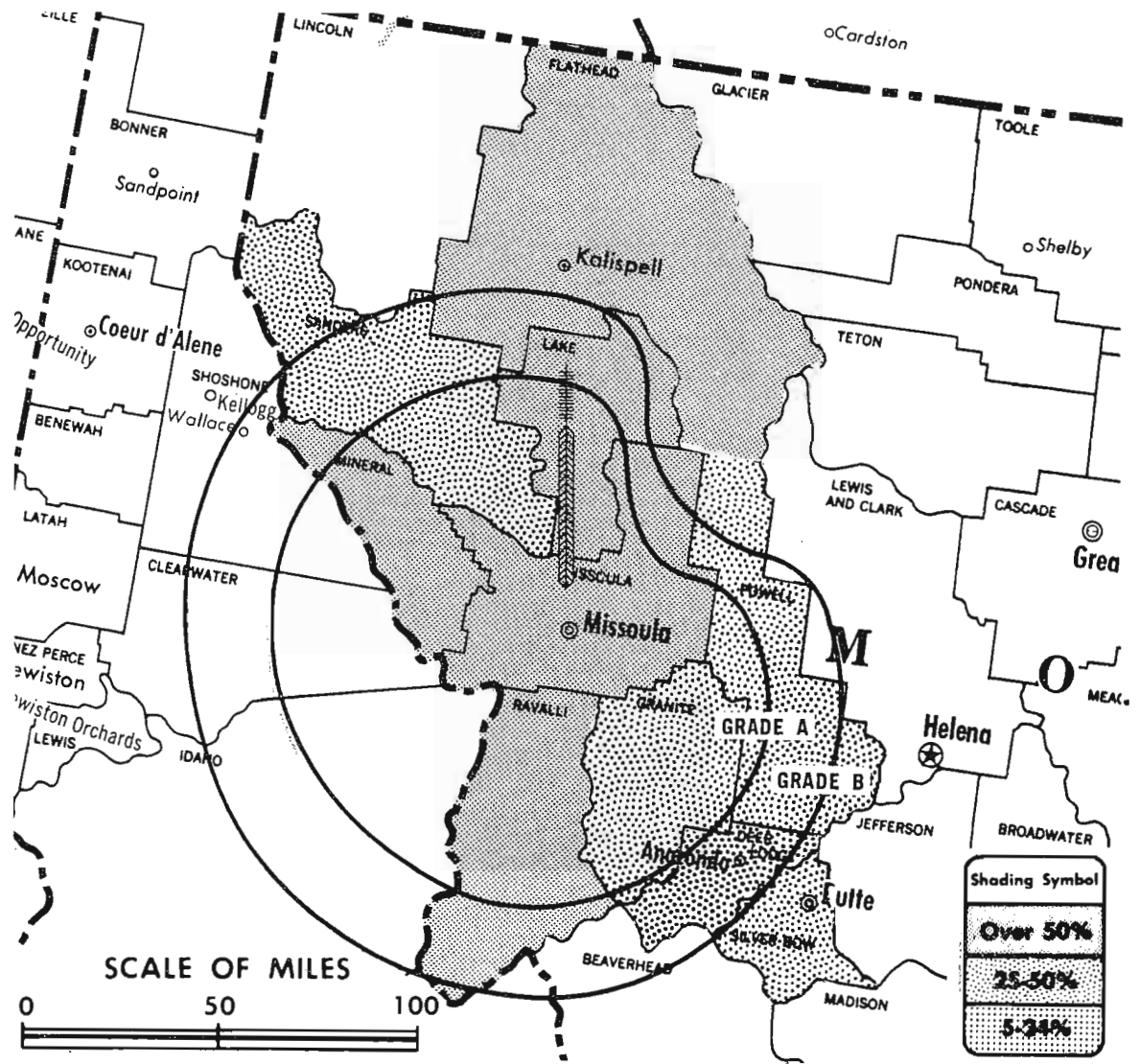
Latitude 47° 01' 05"  
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KGVO-TV Ref: FCC File No. BPCT-3969 Granted 6/13/67

©American Map Co., Inc., N.Y., No. 14244

## KGVO-TV

Network Service: NBC; also ABC on per program basis.

Licensee: KMSO-TV Inc., TV Bldg., 340 W. Main St. (59801).

Studio: 340 W. Main St.

Telephone: 406-543-8313.

TWX No.: 406-543-3521.

Ownership: Dale G. Moore, pres., 79.36%; Farviews Development Co., 20.63%; (controlled by A. J. Mosby), A. J. Mosby, v.p.; Shirley Mae Moore, secy.-treas. The Moores control radios KGVO, Missoula; KCAP, Helena; KBMN, Bozeman, Mont. & KTFI, Twin Falls, Ida. Station holds CP for Ch. 9 satellite in Kalispell.

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38).

Represented (sales) by The Meeker Co.; Bob Hix (Denver); Feltis, Dove, Croghan Inc. (Seattle & Portland); Radio-Television Representatives Ltd. (Toronto & Montreal).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

DALE G. MOORE, president.  
W. C. (BUD) BLANCHETTE, general & national sales manager.  
DOUGLAS DRADER, chief engineer.  
PAUL MEISSNER, program director.  
ROXANN KERR, traffic director.  
MILT SCHWENK, sports director.  
GORDON STEWART, promotion director.

### DIGEST OF RATE CARD NO. 11—(Dec. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
	\$280.00	\$168.00	\$112.00	\$84.00	\$62.00	\$56.00

NETWORK BASE HOURLY RATE: \$350 (NBC), \$350 (ABC).

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>Over 50%</b>	<b>MONTANA</b>			
	Flathead	10,600	9,600	91
	Lake	3,600	3,300	91
	Mineral	1,000	900	92
	Missoula	15,300	13,800	90
	Ravalli	3,600	3,300	90
<b>Between 25-50%</b>	<b>MONTANA</b>			
	Deer Lodge	5,200	4,900	94
	Granite	1,000	900	92
	Powell	2,000	1,800	88
	Sanders	2,000	1,600	81
	Silver Bow	16,000	14,900	93
Station Totals		60,300	55,000	91
Net Weekly Circulation (March 1967)				37,300
Average Daily Circulation (March 1967)				25,200





**State Educational Technical Facilities**  
 (Complete Data in Educational Directory)

**KTNE-TV**

**Alliance**

Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Education Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1553-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24"
Longitude	103°	03'	18"



**KMNE-TV**

**Bassett**

Ch. 7

Non-Commercial Educational Station

Grantee: Nebraska Educational Television Commission, 1600 R St., Lincoln, Neb.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1480-ft. above av. terrain, 1518-ft. above ground, 4043-ft. above sea level.

Latitude	42°	20'	17.4"
Longitude	99°	29'	17.7"



**KLNE-TV**

**Lexington**

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

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"



**KUON-TV**

**Lincoln**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Nebraska (68508).

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 310-kw visual, 158-kw aural. Antenna: 830-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

**Nebraska**

**KXNE-TV**

**Norfolk**

Ch. 19

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 1000-kw max. & 214-kw horizontal visual, 200-kw max. & 42.7-kw horizontal aural. Antenna: 1108-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

Requests 605-kw visual, 121-kw aural. BMPET—520.



**KPNE-TV**

**North Platte**

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"



**KYNE-TV**

**Omaha**

Ch. 26

Non-Commercial Educational Station

Licensee: Nebraska ETV Commission, 16th & R Sts., Lincoln, Neb. (68508).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 35.1-kw visual, 7-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

**State Cross Reference List**  
 Communities That Receive Programs of  
 Stations That Are Located Elsewhere

**KSTF**

**Gering**

(See Scottsbluff, Neb.)



**KHQL-TV**

**Columbus & Norfolk**

(See Albion, Neb.)

# Nebraska—Albion

**KHQL-TV**



Ch. 8

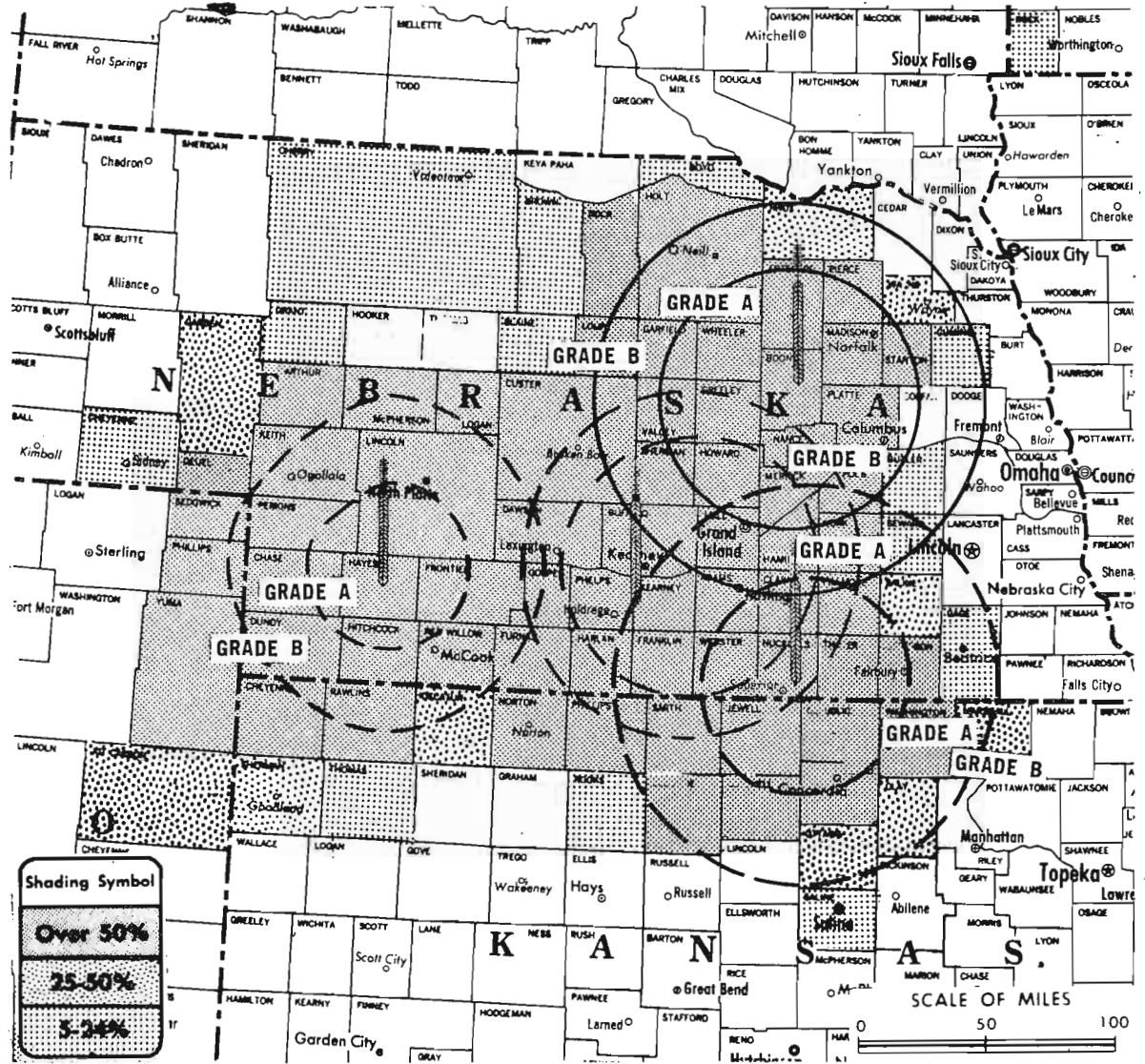
[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1140-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"

Longitude 97° 52' 38"

Transmitter: 6-mi. E of Albion, 1.2-mi. S of Rt. 91.



County coverage (shaded areas) based on 1965 ARB study.

KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64

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## KHQL-TV

Licensee: Bi-States Co., c/o F. Wayne Brewster, 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Meeker Co.

Personnel:

F. WAYNE BREWSTER, president & general manager.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney, KHPL-TV, Hayes Center, Neb. & KHTL-TV, Superior, Neb.

ARB Data For This Station Included With Parent KHOL-TV, Kearney, Neb. Above Map Shows Coverage For Both Parent & Satellites.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

Radio Television CATV

### SALES

Radio: Minneapolis-St. Paul \$1,000,000

TV: Honolulu \$600,000

116 Central Park South  
New York, N.Y.

# Nebraska—Grand Island



**KGIN-TV**



Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

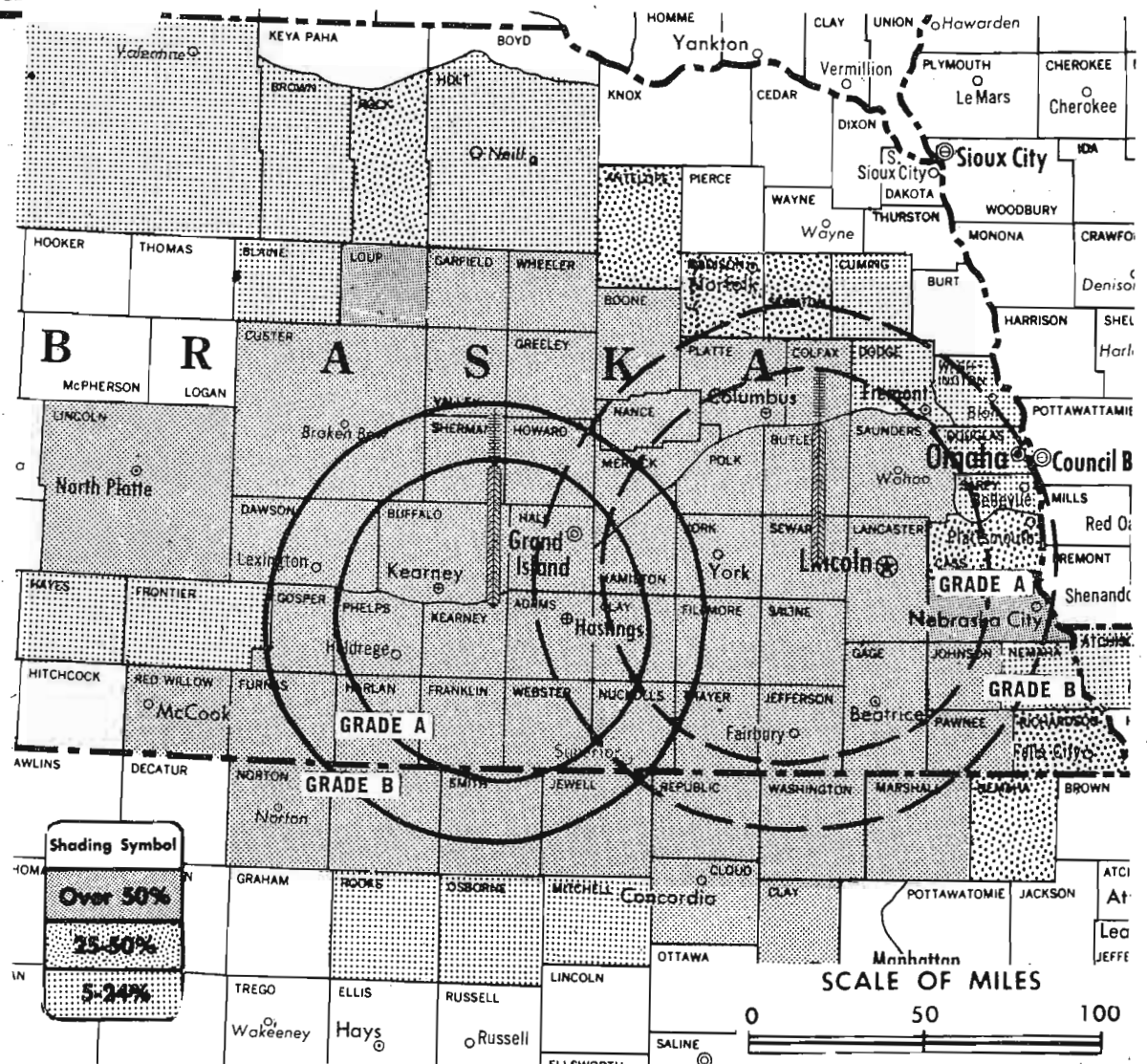
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 278-kw visual, 112-kw aural. Antenna: 1010-ft. above av. terrain, 1069-ft. above ground, 2145-ft. above sea level.

Latitude 40° 35' 20"  
Longitude 98° 48' 10"

Transmitter: 10-mi. N.E. of Minden.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



County coverage (shaded areas) based on 1965 ARB study.

KGIN-TV Ref: FCC File No. BMPCT-5631 Granted 8/24/61

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## KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 40th & W. Sts., Lincoln, Neb. (68501).

Telephone: 402-466-2367. TWX No.: 402-591-1544.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Personnel:

Same as KOLN-TV.

BOB SCHNUELLE, operations mgr., Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

ARB Data For This Station Included With Parent KOLN-TV, Lincoln, Neb. Above Map Shows Coverage For Both Parent & Satellite.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Nebraska—Hastings



**KHAS-TV**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

Studio: Hwy. 281, 3-mi. N of Hastings.

AM Affiliate: KHAS, .25-kw, 1230 kc.

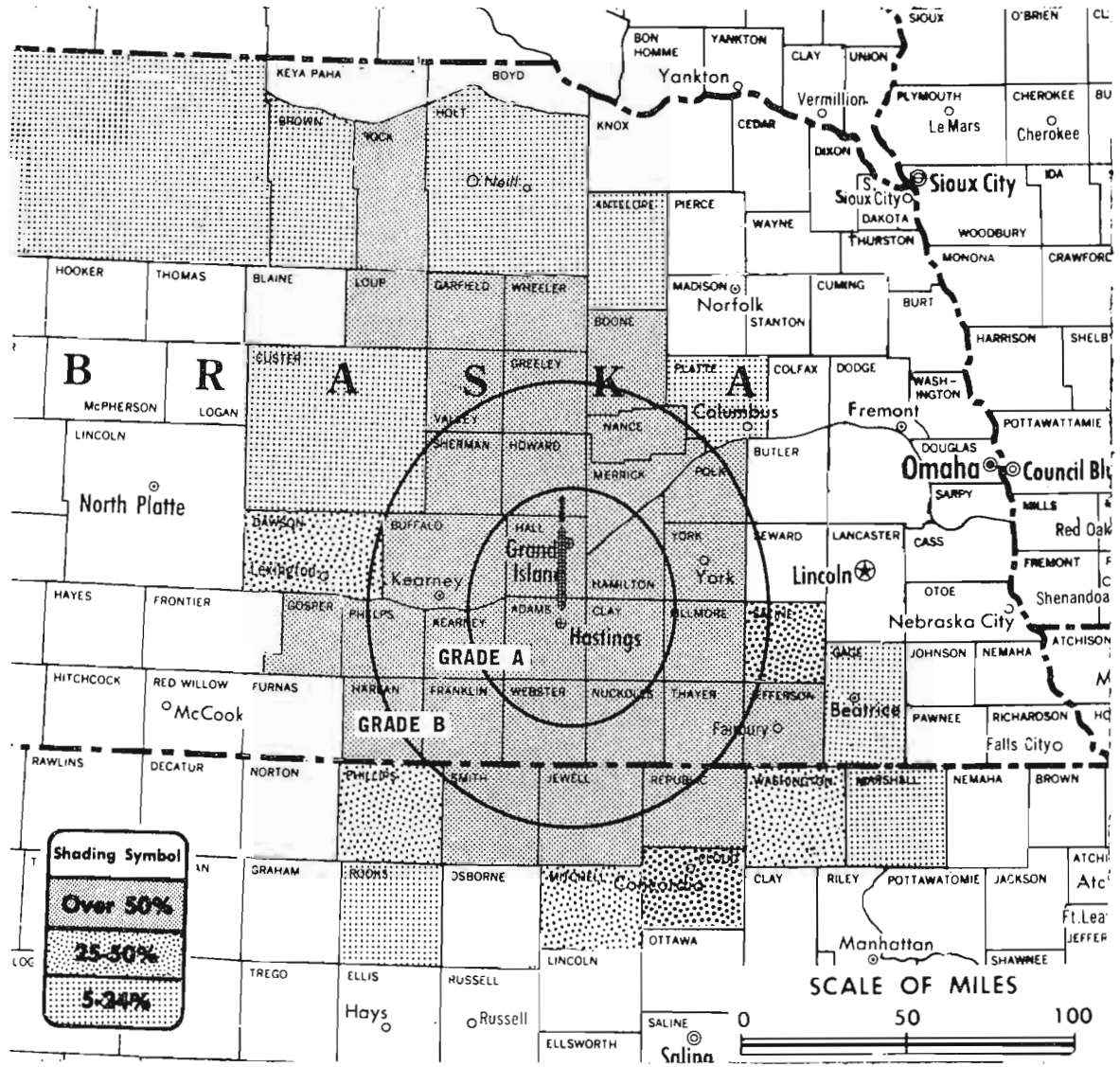
Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHAS-TV Ref: FCC File No. BMPCT-3248 Granted 8/5/55

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## KHAS-TV

Licensee: Nebraska Television Corp., Box 578 (68901).

Telephone: 402-463-1321. TWX No.: 402-596-1490.

Ownership: Seaton Publishing Co., 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; Duane L. Watts, 1.1%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; J. M. McDonald, v.p.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers, as well as magazine Western Farm Life (Denver). Meves owns KPLK, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Adam Young-VTM Inc.

Personnel:

DUANE L. WATTS, v.p., general manager & film buyer.  
BOB BOOE, assistant general manager.  
DENNIS HUFFAKER, traffic manager.  
DUANE B. ALLISON, chief engineer.  
DON BONHAM, news director.

DIGEST OF RATE CARD NO. 3-A—(Revised)  
(Aug. 1, 1963)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—6:59-9:59 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$72.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	KANSAS			
	Jewell	1,800	1,500	84
	Republic	2,800	2,500	90
	Smith	2,200	2,000	91
	NEBRASKA			
	Adams	9,200	8,800	95
Boone	2,500	2,300	93	
Buffalo	8,500	8,100	95	

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50% (Continued)</b>	NEBRASKA—(Continued)			
	Clay	2,900	2,800	98
	Fillmore	3,000	2,800	94
	Franklin	1,300	1,200	94
	Garfield	800	700	89
	Gosper	800	700	96
	Greeley	1,000	800	87
	Hall	12,500	11,900	95
	Hamilton	2,700	2,500	95
	Harlan	1,100	1,000	94
	Howard	1,800	1,600	92
	Jefferson	3,500	3,200	93
	Kearney	2,000	2,000	98
	Loup	300	300	91
	Merrick	2,600	2,400	93
	Nance	1,600	1,400	91
	Nuckolls	2,400	2,200	91
	Phelps	3,300	3,200	97
	Polk	2,000	1,900	97
	Rock	800	700	89
	Sherman	1,400	1,300	91
Thayer	2,700	2,500	93	
Valley	2,100	1,800	87	
Webster	1,700	1,600	95	
Wheeler	400	300	86	
York	4,600	4,200	91	
<b>Between 25-50%</b>	KANSAS			
	Cloud	4,200	3,700	88
	Mitchell	2,400	2,100	88
	Phillips	2,400	2,100	86
Washington	2,900	2,500	88	
<b>Between 5-24%</b>	NEBRASKA			
	Dawson	6,300	5,900	94
Saline	4,100	3,900	94	
<b>Between 5-24%</b>	KANSAS			
	Marshall	4,500	4,000	90
Rooks	3,000	2,800	93	
(Continued on page 429-b)				
Station Totals		147,200	135,400	92
Net Weekly Circulation (March 1967)				86,600
Average Daily Circulation (March 1967)				58,300



# Nebraska—Hay Springs



**KDUH-TV**  
Ch. 4  
[Affiliate of KOTA-TV,  
Rapid City, S.D.]

Technical Facilities: Channel No. 4  
(66-72 mc). Authorized power:  
100-kw visual, 15-kw aural. An-  
tenna: 650-ft. above av. terrain,  
585-ft. above ground, 4578-ft.  
above sea level.

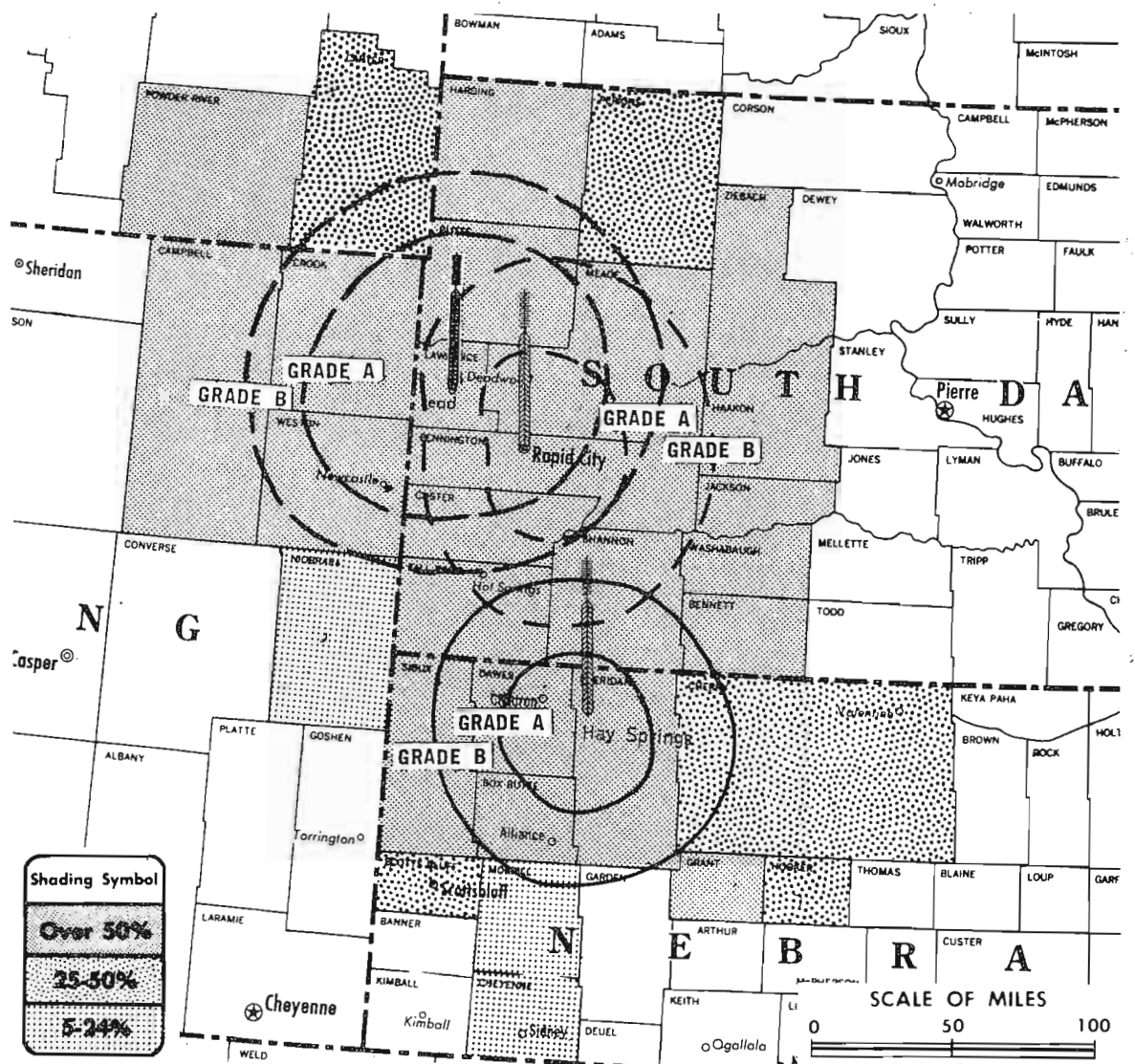
Latitude 42° 38' 25"  
Longitude 102° 42' 04"

Transmitter: Hwy. 87.

Color: Network & tape.

News Wire Service: UPI.

Represented (engineering) by Com-  
mercial Radio Equipment Co.



County coverage (shaded areas) based on 1965  
ARB study.

KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

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## KDUH-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.  
(57702).

Studio: Hwy. 87.

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Eastman TV Inc.; Wayne Evans & Associates  
(Minneapolis); The Soderlund Company (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

AL BRINKMAN, resident manager.  
EDWARD DAVENPORT, chief engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City,  
S.D.

ARB Data For This Station Included With Parent  
KOTA-TV, Rapid City, S.D. Above Map Shows  
Coverage For Both Parent & Satellite.

# Nebraska—Hayes Center

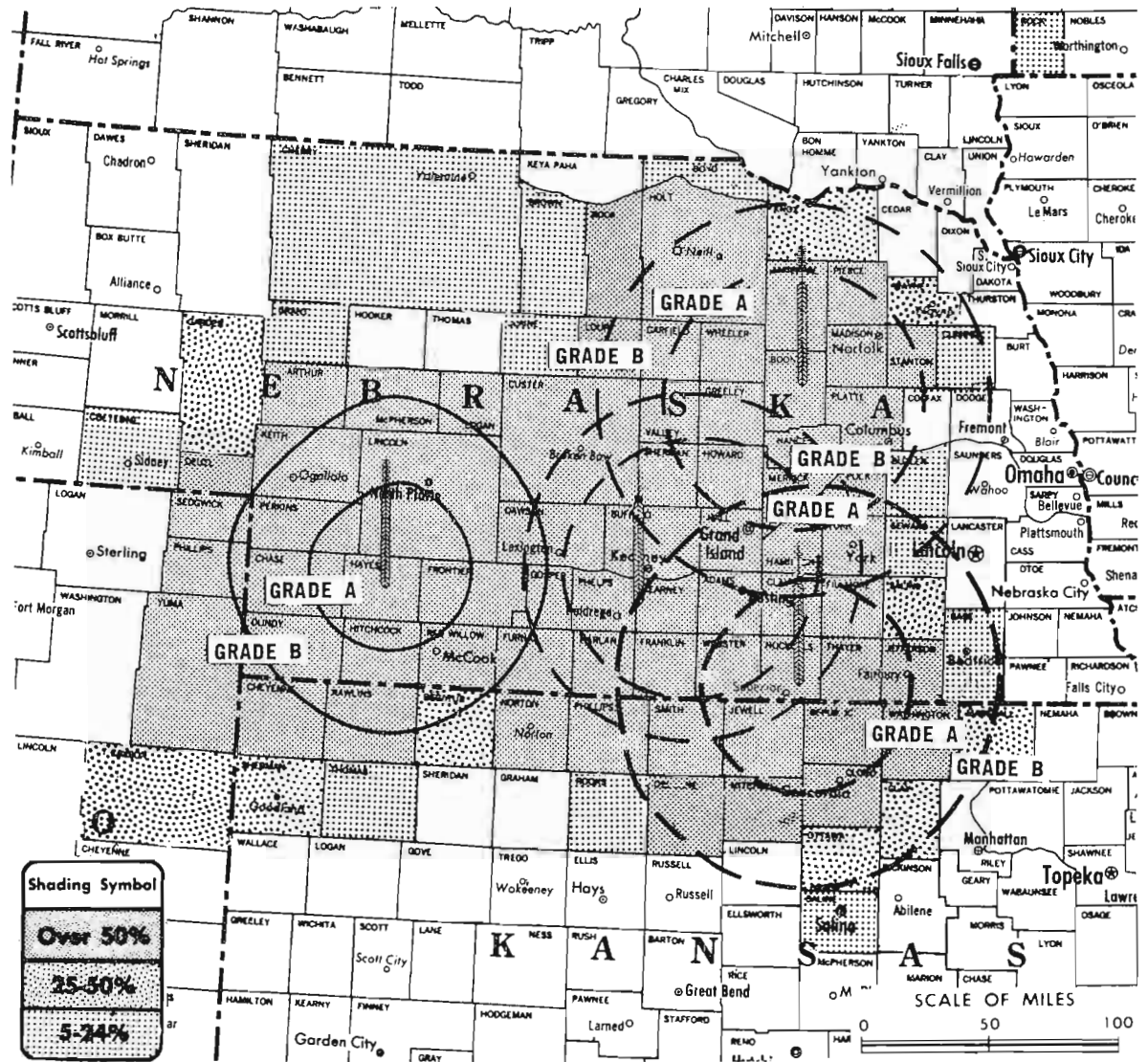
**KHPL-TV**



Ch. 6

[Satellite of KHOL-TV,  
Kearney, Neb.]

Technical Facilities: Channel No. 6  
(82-88 mc). Authorized power:  
100-kw visual, 20-kw aural, 710-  
ft. above av. terrain, 586-ft. above  
ground, 3851-ft. above sea level.  
Latitude 40° 37' 29"  
Longitude 101° 01' 58"  
Transmitter: County Rd., 8-mi. N of  
Hayes Center.



County coverage (shaded areas) based on 1965  
ARB study.

KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58

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## KHPL-TV

Network Service: ABC same as KHOL-TV.

Grantee (STA): Bi-States Co., 414 East Ave., Holdrege, Neb.  
(68949).

Studio: County Rd., 8-mi. N of Hayes Center.

Telephone: 308-995-5952, Holdrege, Neb.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

W. M. GREELY, director of engineering.

RATES: Sold only in combination with KHOL-TV, Kearney, with  
rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KHOL-TV, Kearney-  
Holdrege.

ARB Data For This Station Included With Parent  
KHOL-TV, Kearney, Neb. Above Map Shows  
Coverage For Both Parent & Satellites.



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Nebraska—Kearney-Holdrege



**KHOL-TV**



Ch. 13

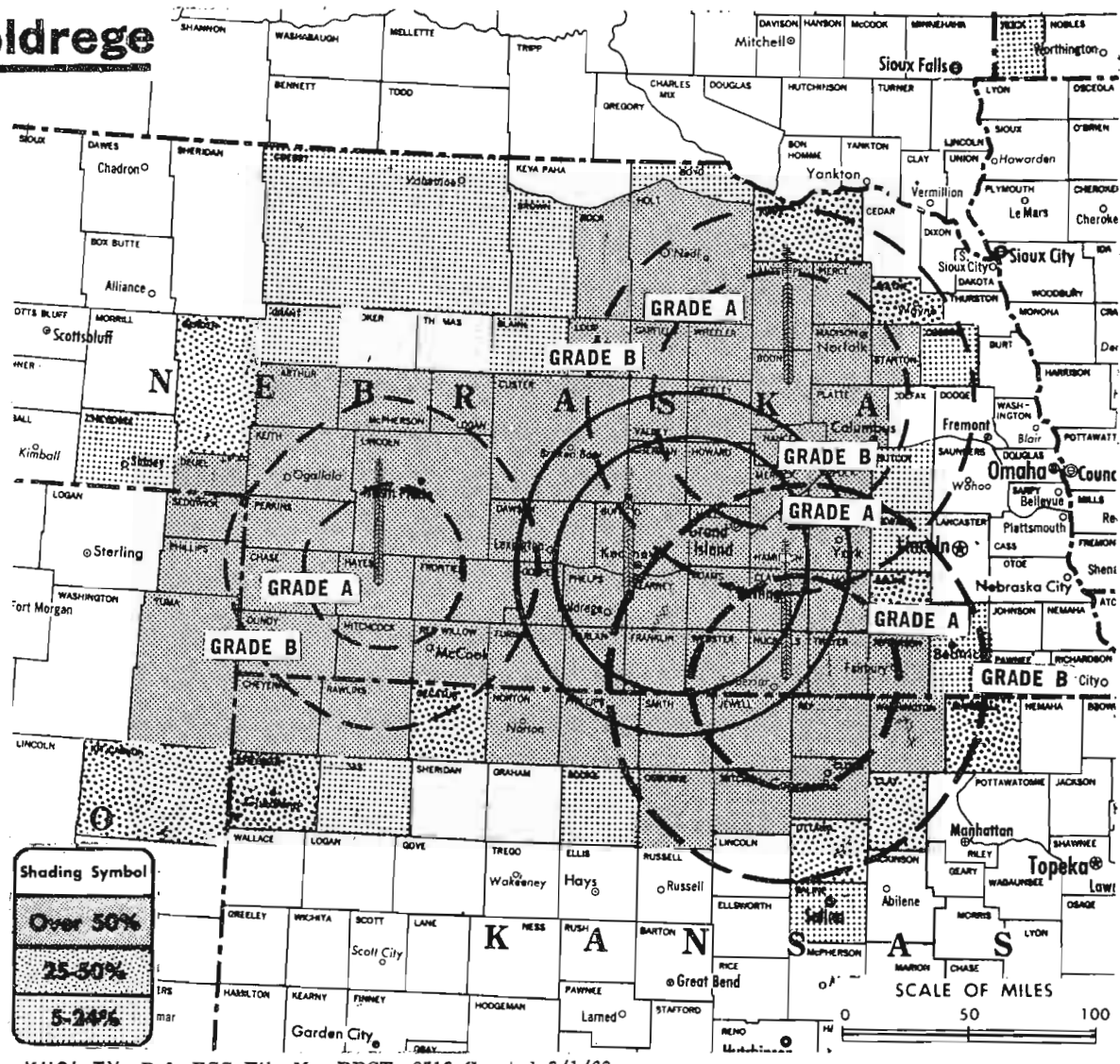
[Also operates satellite KHPL-TV, Hayes Center, Neb.; semi-satellites KHQL-TV, Albion & KHTL-TV, Superior, Neb.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"  
Longitude 98° 51' 59"

Transmitter: 1.2 mi. NW of Lowell.  
Studio: 2.5-mi. E of Axtell, Neb.  
Color: Network, live, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KHOL-TV Ref: FCC File No. BPCT-2718 Granted 8/1/62  
KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58  
KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/3/64  
KHTL-TV Ref: FCC File No. BMPCT-6083 Granted 4/22/65

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## KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).  
Telephones: 308-995-5952, Holdrege; 308-234-4411, Kearney.  
TWX No.: 308-456-3741.

Ownership: F. Wayne Brewster, pres. 61.1%; C. S. Freas Jr., v.p. 13.9%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and semi-satellites KHQL-TV (Ch. 8), Albion, Neb. and KHTL-TV (Ch. 4), Superior, Neb.

Began Operation: Dec. 24, 1953.

Represented (sales) by the Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. WAYNE BREWSTER, M.D., president & general manager.  
HARRY PACKARD, manager.  
W. M. GREELY, director of engineering.

### DIGEST OF RATE CARD NO. 1—(Sept. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$555.00	\$345.00	\$225.00	\$145.00	\$105.00 \$52.50

NETWORK BASE HOURLY RATE: \$600.

ARB Data for this Station includes Satellites KHPL-TV, Hayes Center; KHQL-TV, Albion & KHTL-TV, Superior, Neb.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>COLORADO</b>				
		Phillips	1,400	1,300	95
		Sedgwick	800	700	91
		Yuma	2,600	2,300	88
		<b>KANSAS</b>			
		Cheyenne	1,100	1,000	92
		Cloud	4,200	3,700	88
		Jewell	1,800	1,500	84
		Mitchell	2,400	2,100	88
		Norton	2,400	2,200	91
		Osborne	2,000	1,800	87
		Phillips	2,400	2,100	86
		Rawlins	1,300	1,200	91
		Republic	2,800	2,500	90
		Smith	2,200	2,000	91
		Washington	2,900	2,500	88
		<b>NEBRASKA</b>			
		Adams	9,200	8,800	95
		Antelope	2,700	2,400	88
		Arthur	200	200	89
		Boone	2,500	2,300	93
		Buffalo	8,500	8,100	95
		Chase	1,100	1,100	94
		Clay	2,900	2,800	98
		Custer	4,600	4,100	89
	Dawson	6,300	5,900	94	
	Deuel	1,000	900	93	
	Dundy	1,000	900	90	
	Fillmore	3,000	2,800	94	
	Franklin	1,300	1,200	94	
	Frontier	900	900	94	
	Furnas	2,100	1,900	89	
	Garfield	800	700	89	
	Gosper	800	700	96	
	Greeley	1,000	800	87	
	Hall	12,500	11,900	95	
	Hamilton	2,700	2,500	95	
	Harlan	1,100	1,000	94	
	Hayes	600	500	92	
	Hitchcock	1,200	1,100	95	

(Continued on page 429-b)

Station Totals	256,500	235,600	92
Net Weekly Circulation (March 1967)			148,600
Average Daily Circulation (March 1967)			84,800



# Nebraska — Lincoln



**KOLN-TV**



Ch. 10

[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

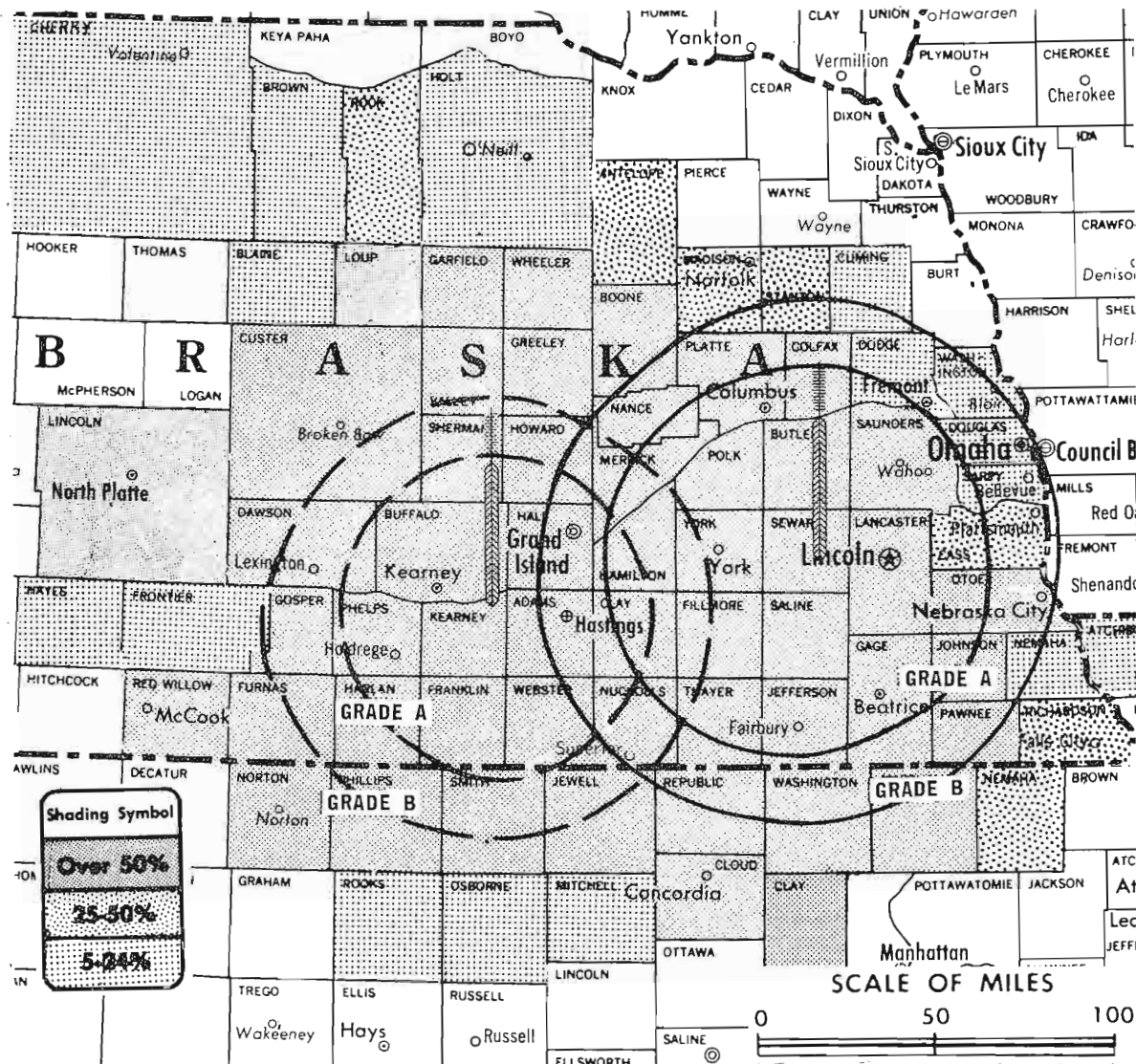
News Film Service: CBS.

Facsimile Service: UPI.

Studio: 40th & W Sts.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOLN-TV Ref: FCC File No. BPCT-3649 Granted 12/15/65

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## KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts. (68503).

Telephone: 402-434-8251.

TWX No.: 402-591-1544.

Ownership: John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Began Operation: Feb. 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955. (Television Digest, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JOHN E. FETZER, president.
- A. JAMES EBEL, v.p. & manager.
- DUANE HOLMAN, sales manager.
- PAUL JENSEN, program director, & assistant general manager.
- BOB TAYLOR, news director.
- BILL HEMKE, production director.
- RITA SHAW, public service director.
- LYNNE GRASZ, promotion director.
- LES BLAUVELT, farm director.
- RAY TAYLOR, chief engineer.

### DIGEST OF RATE CARD NO. 13—(July 3, 1967)\*

Hour	30 Min.	15 Min.	40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$675.00	\$390.00	\$225.00	\$205.00	\$170.00	\$85.00

\* Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$775.00.

ARB Data: Figures include Satellite KGIN-TV, Grand Island, Neb.

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>KANSAS</b>				
	Clay	3,200	2,700	87
	Cloud	4,200	3,700	88
	Jewell	1,800	1,500	84
	Marshall	4,500	4,000	90
	Norton	2,400	2,200	91
	Phillips	2,400	2,100	86
	Republic	2,800	2,500	90
	Smith	2,200	2,000	91
	Washington	2,900	2,500	88
<b>NEBRASKA</b>				
	Adams	9,200	8,800	95
	Boone	2,500	2,300	93
	Buffalo	8,500	8,100	95
	Butler	2,900	2,700	91
	Clay	2,900	2,800	98
	Colfax	3,200	2,900	91
	Custer	4,600	4,100	89
	Dawson	6,300	5,900	94
	Fillmore	3,000	2,800	94
	Franklin	1,300	1,200	94
	Furnas	2,100	1,900	89
	Gage	8,200	7,700	94
	Garfield	800	700	89
	Gosper	800	700	96
	Greeley	1,000	800	87
	Hall	12,500	11,900	95
	Hamilton	2,700	2,500	95
	Harlan	1,100	1,000	94
	Howard	1,800	1,600	92
	Jefferson	3,500	3,200	93
	Johnson	1,900	1,700	93
	Kearney	2,000	2,000	98
	Lancaster	56,200	53,600	95
	Lincoln	9,400	8,800	94
	Loup	300	300	91
	Merrick	2,600	2,400	93
	Nance	1,600	1,400	91
	Nuckolls	2,400	2,200	91
	Otoe	5,400	5,100	95

Over 50%

(Continued on page 429-b)

Station Totals	433,500	406,300	96
Net Weekly Circulation (March 1967)			215,500
Average Daily Circulation (March 1967)			166,700



# You can't cover Nebraska without Lincoln-Hastings-Kearney

There are two television markets in Nebraska—and they're just about the same size. Omaha, with retail sales of \$1,269,429,000, is one. The other is Lincoln-Hastings-Kearney, where retail sales are a robust \$1,127,286,000.

# You can't cover Lincoln-Hastings-Kearney without **KOLN-TV/KGIN-TV**

In KOLN-TV/KGIN-TV's half of Nebraska, you get one of the largest audience shares in the nation. Total day audience share is 63%. Early evenings (4-6:30) we get 68%. We dominate with an 85% rating from 10-10:30 at night.

That's why you can't cover KOLN-TV/KGIN-TV's half of Nebraska from Omaha . . . unless you are willing to settle for a maximum of 10.3% prime time coverage.

*Data source: ARB, November 1967. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.*



### *The Feltzer Stations*

**RADIO**  
WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJFM GRAND RAPIDS-KALAMAZOO  
WWAM/WWTV-FM CADILLAC

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/CADILLAC-TRAVERSE CITY  
WWUP-TV SAULT STE. MARIE  
KOLN-TV/LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

## **KOLN-TV / KGIN-TV**

LINCOLN, NEBRASKA  
1500 FT. TOWER

GRAND ISLAND, NEBRASKA  
1069 FT. TOWER

*Avery-Knodel, Inc., Exclusive National Representative*

# Nebraska—McCook-Oberlin



**KOMC**



Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

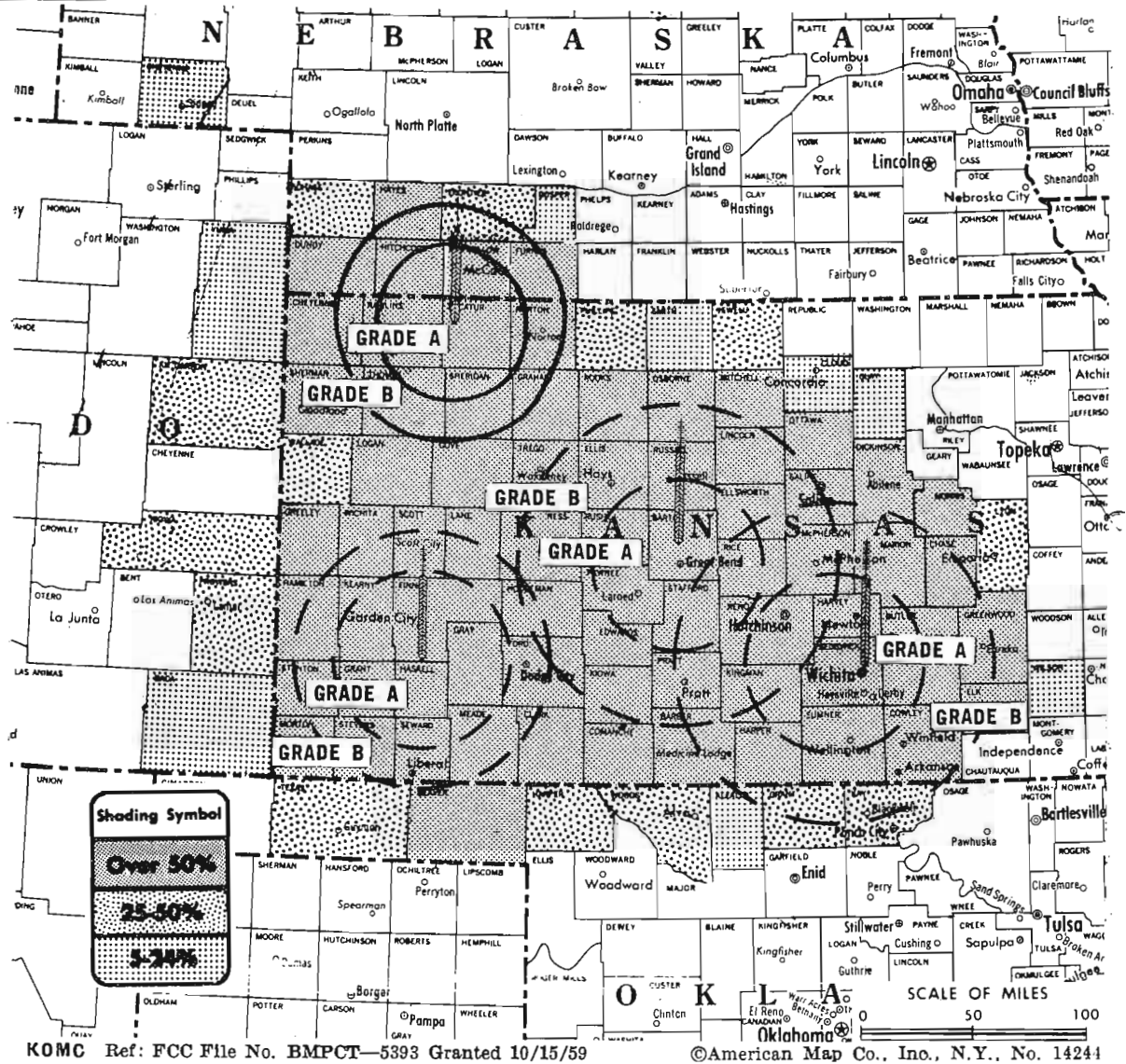
Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"  
Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Color: Network.

News Wire Service: AP.



County coverage (shaded areas) based on 1965 ARB study.

## KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., 833 N. Main, Wichita, Kan. (67203).

Studio: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Telephone: 913-475-2248.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Oct. 16, 1959.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT BERKHEIMER, station manager.  
CHET ALLAN, news director.

Rates: Offered as a bonus with KARD-TV, Wichita, Kan. & satellites (Kansas State Network) KGLD, Garden City, Kan. & KCKT, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend, Kan.

ARB Data For This Station Included With Parent KARD-TV, Wichita, Kan. Above Map Shows Coverage For Both Parent & Satellites.

## INDUSTRY and GOVERNMENT LEADERS

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**KHOL-TV, Kearney**  
(ARB Data Continued)

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
	NEBRASKA—(Continued)			
	Holt	4,100	3,400	83
	Howard	1,800	1,600	92
	Jefferson	3,500	3,200	93
	Kearney	2,000	2,000	98
	Keith	2,500	2,400	95
	Lincoln	9,400	8,800	94
	Logan	300	300	84
	Loup	300	300	91
	Madison	8,200	7,400	91
	Mc Pherson	200	200	82
	Merrick	2,600	2,400	93
	Nance	1,600	1,400	91
<b>Over 50%</b>	Nuckolls	2,400	2,200	91
	Perkins	1,000	1,000	98
	Phelps	3,300	3,200	97
	Pierce	2,600	2,400	94
	Platte	7,800	7,400	95
	Polk	2,000	1,900	97
	Red Willow	4,400	4,100	94
	Rock	800	700	89
	Sherman	1,400	1,300	91
	Stanton	1,700	1,500	90
	Thayer	2,700	2,500	93
	Valley	2,100	1,800	87
	Webster	1,700	1,600	95
	Wheeler	400	300	86
	York	4,600	4,200	91
	COLORADO			
	Kit Carson	1,800	1,500	83
	KANSAS			
	Clay	3,200	2,700	87
	Decatur	1,600	1,500	92
<b>Between 25-50%</b>	Marshall	4,500	4,000	90
	Ottawa	2,100	1,900	87
	Sherman	1,900	1,700	93
	NEBRASKA			
	Garden	900	700	83
	Knox	3,800	3,200	86
	Saline	4,100	3,900	94
	Wayne	3,000	2,900	97
	KANSAS			
	Rooks	3,000	2,800	93
	Saline	17,500	16,400	94
	Thomas	2,300	2,000	88
	MINNESOTA			
	Rock	3,300	3,200	96
	NEBRASKA			
<b>Between 5-24%</b>	Blaine	300	200	76
	Boyd	1,400	1,200	89
	Brown	1,200	1,000	85
	Butler	2,900	2,700	91
	Cherry	2,500	2,200	90
	Cheyenne	5,000	4,600	91
	Cuming	3,600	3,400	93
	Gage	8,200	7,700	94
	Grant	300	300	79
	Seward	4,400	4,000	91

**Nebraska**

**KOLN-TV, Lincoln**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEBRASKA—(Continued)			
	Pawnee	1,400	1,200	88
	Phelps	3,300	3,200	97
	Platte	7,800	7,400	95
	Polk	2,000	1,900	97
	Red Willow	4,400	4,100	94
<b>Over 50%</b>	Saline	4,100	3,900	94
	Saunders	5,700	5,400	95
	Seward	4,400	4,000	91
	Sherman	1,400	1,300	91
	Thayer	2,700	2,500	93
	Valley	2,100	1,800	87
	Webster	1,700	1,600	95
	Wheeler	400	300	86
	York	4,600	4,200	91
	KANSAS			
	Nemaha	3,400	3,100	93
	NEBRASKA			
<b>Between 25-50%</b>	Antelope	2,700	2,400	88
	Cass	5,900	5,600	96
	Madison	8,200	7,400	91
	Richardson	4,000	3,700	93
	Rock	800	700	89
	Stanton	1,700	1,500	90
	KANSAS			
	Mitchell	2,400	2,100	88
	Osborne	2,000	1,800	87
	Rooks	3,000	2,800	93
	MISSOURI			
	Atchison	2,500	2,300	93
	NEBRASKA			
<b>Between 5-24%</b>	Blaine	300	200	76
	Brown	1,200	1,000	85
	Cherry	2,500	2,200	90
	Cuming	3,600	3,400	93
	Dodge	11,800	11,400	97
	Douglas	122,000	116,600	96
	Frontier	900	900	94
	Hayes	600	500	92
	Holt	4,100	3,400	83
	Nemaha	2,400	2,200	92
	Sarpy	10,400	10,200	98
	Washington	4,000	3,800	97

**KHAS-TV, Hastings**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEBRASKA			
<b>Between 5-24%</b>	Antelope	2,700	2,400	88
	Brown	1,200	1,000	85
	Cherry	2,500	2,200	90
	Custer	4,600	4,100	89
	Gage	8,200	7,700	94
	Holt	4,100	3,400	83
	Platte	7,800	7,400	95

# Nebraska—North Platte

**KNOP-TV**

Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 57-kw visual, 11.2-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

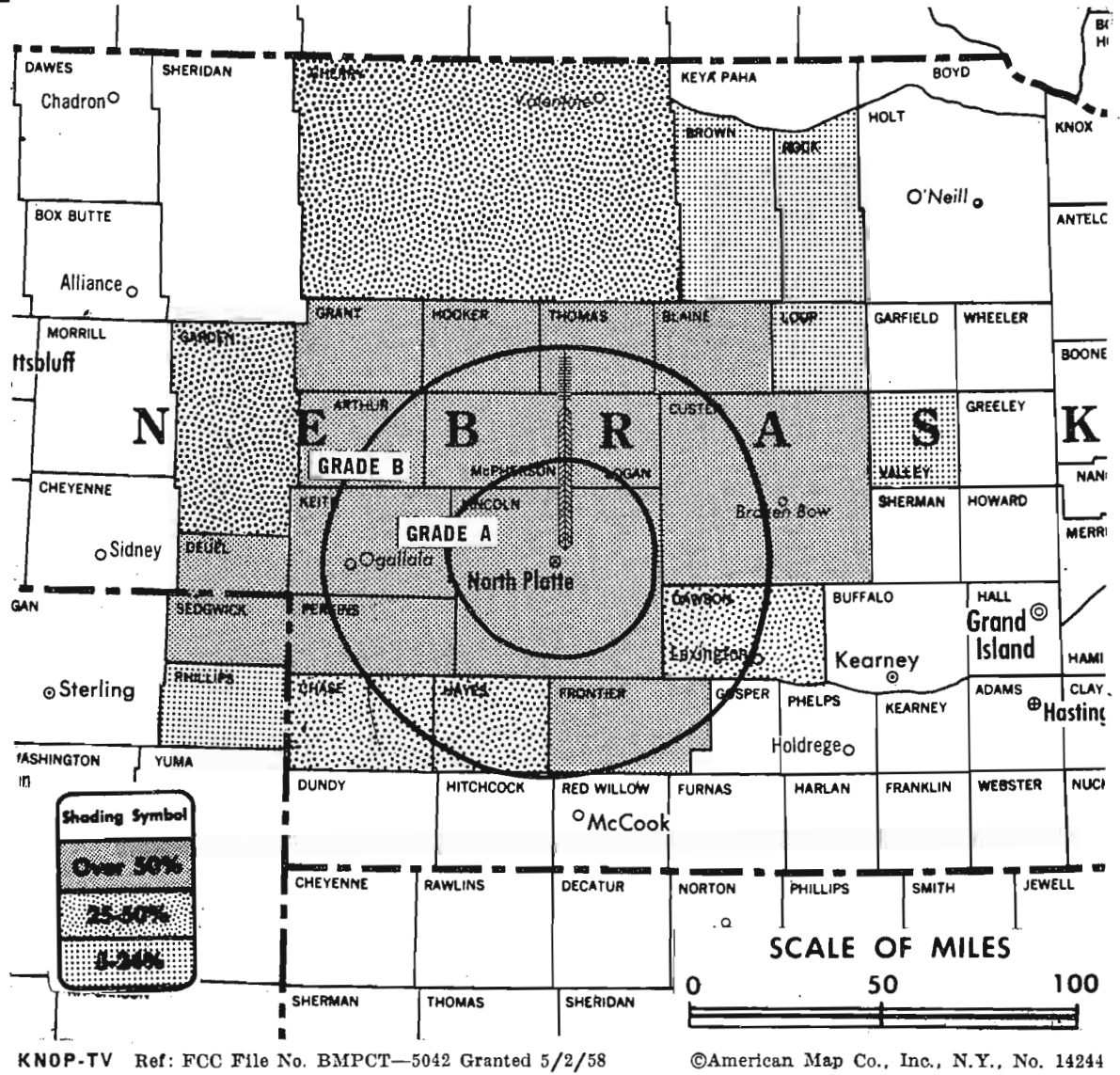
Latitude 41° 12' 13"  
Longitude 100° 43' 58"

**Transmitter:** 4.7-mi. NNE of center of town.

**Color:** Network.

**News Wire Service:** AP.

**AM Affiliate:** CP for 1-kw, 1410 kc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## KNOP-TV

**Licensee:** North Platte Television Inc., Box 749 (69101).

**Studio:** 4.7-mi. NNE of center of town.

**Telephone:** 308-532-2222.

**Ownership:** Fer-Rich Broadcasting Co. Inc., 92.7%. Fer-Rich officers & owners: Ferris E. Traylor, chairman-treas., 83.33%; Richard E. Shively, pres., 16.67%; John E. Early, secy. Traylor & Shively also own Telesis Corp. which controls CATV systems (see CATV Group Ownership). Shively owns RJN Bcstg. Inc., WLF1-TV, Lafayette, Ind.

**Began Operation:** Dec. 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

**Represented (sales)** by Gill-Perna Inc.

**Represented (legal)** by Wilner, Scheiner & Greeley.

**Represented (engineering)** by Jules Cohen & Associates.

**Personnel:**

HARRY PECK, vice president & general manager.  
BILL YOUNG, local sales manager.  
GERALD FUEHRER, chief engineer.

DIGEST OF RATE CARD NO. 4  
(March 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—6:59-10:31 p.m., daily.	\$150.00	\$90.00	\$60.00	\$55.00	\$36.00	\$28.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Sedgwick	800	700	91
	NEBRASKA			
	Arthur	200	200	89
	Blaine	300	200	76
	Custer	4,600	4,100	89
	Deuel	1,000	900	93
	Frontier	900	900	94
	Grant	300	300	79
	Hooker	400	300	98
	Keith	2,500	2,400	95
	Lincoln	9,400	8,800	94
	Logan	300	300	84
Mc Pherson	200	200	82	
Perkins	1,000	1,000	98	
Thomas	400	300	77	
Between 25-50%	NEBRASKA			
	Chase	1,100	1,100	94
	Cherry	2,500	2,200	90
	Dawson	6,300	5,900	94
	Garden	900	700	83
Hayes	600	500	92	
Between 5-24%	COLORADO			
	Phillips	1,400	1,300	95
	NEBRASKA			
	Brown	1,200	1,000	85
	Loup	300	300	91
Rock	800	700	89	
Valley	2,100	1,800	87	
Station Totals		39,500	36,100	91
Net Weekly Circulation (March 1967)				23,400
Average Daily Circulation (March 1967)				19,300



# Nebraska—Omaha



**KETV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 60.3-kw aural. Antenna; 1360-ft. above av. terrain, 1360-ft. above ground, 2546-ft. above sea level.

Latitude 41° 18' 32.5"  
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

Studio: 27th & Douglas Sts.

Telephone: 402-345-7777.

TWX No.: 402-348-1106.

Color: Network, live, film, slide & tape.

News Wire Service: AP

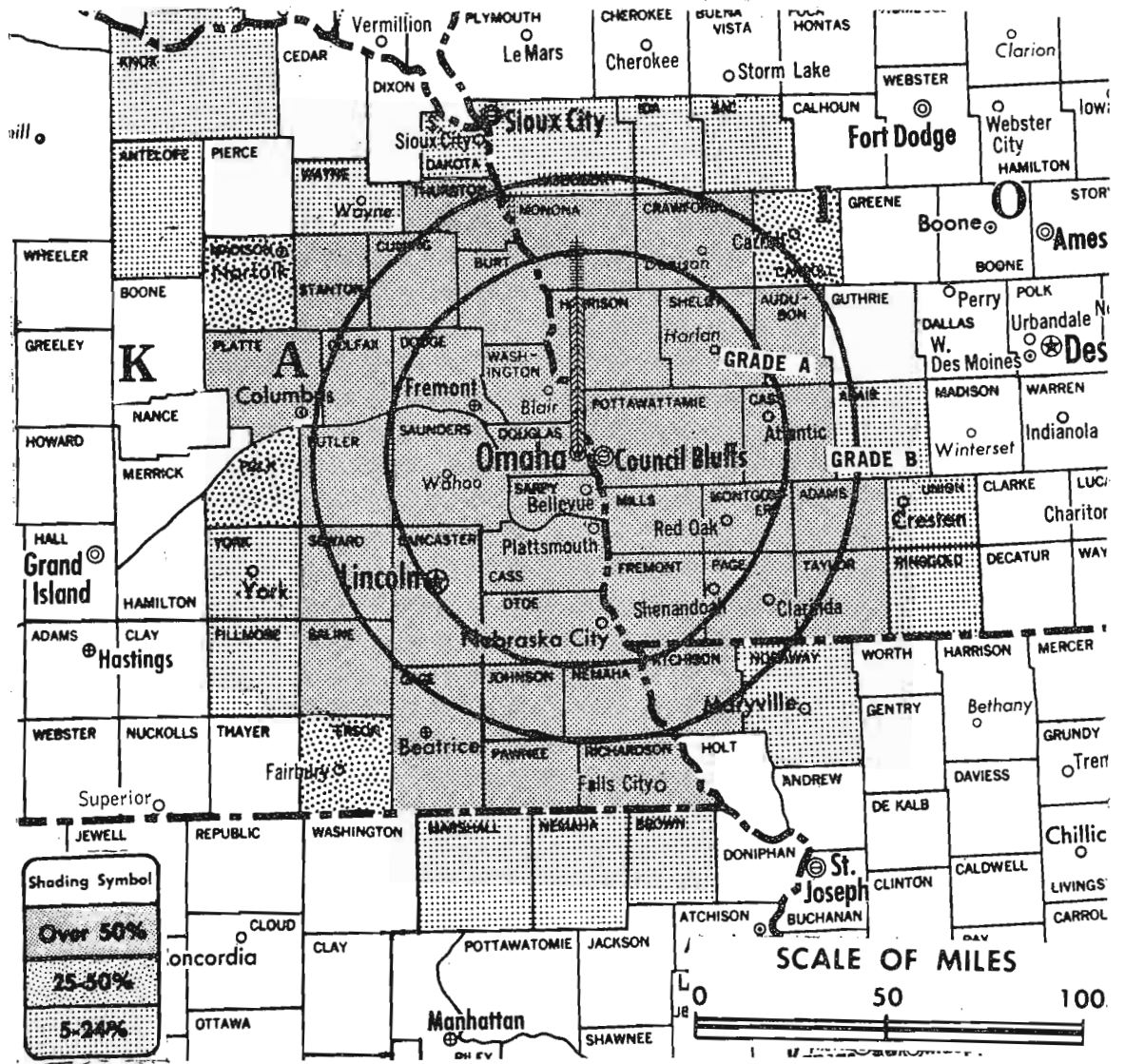
Facsimile Service: AP.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Kear & Kennedy.

ARB Data: Figures do not reflect present coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KETV Ref: FCC File No. BPCT-3701 Granted 4/25/66

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## KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha (68131).

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Eugene S. Thomas, exec. v.p.; Peter Kiewit, v.p.; Kenneth H. James, v.p.; Donald E. Baker, treas.). Herald Corp. is a wholly-owned subsidiary of Peter Kiewit Sons' Inc. (Peter Kiewit, pres. & treas.).

Began Operation: Sept. 17, 1957. Sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Television Digest, Vol. 2:45; 3:23).

Represented (sales) by Harrington, Richter & Parsons Inc.; Harry S. Hyett Co. (Minneapolis).

### Personnel:

BEN H. COWDERY, president.  
EUGENE S. THOMAS, executive vice president.  
KENNETH H. JAMES, v.p., station manager & film buyer.  
JAMES S. DUGAN, general sales manager.  
JACK PETRIK, program manager.  
FRANK P. GRANT, public service & promotion manager.  
LEE TERRY, managing editor of news division.  
RUSS GOYETTE, chief engineer.

### DIGEST OF RATE CARD NO. 14—(June 12, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.					
\$1000.00	\$600.00	\$380.00	\$350.00*	\$300.00*	\$150.00*

\*Class A1.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IOWA			
	Adams	2,000	1,800	90
	Audubon	3,000	2,800	96
	Cass	5,900	5,600	94
	Crawford	5,800	5,500	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
IOWA—(Continued)				
	Fremont	2,500	2,400	96
	Harrison	4,700	4,500	95
	Mills	3,300	3,100	95
	Monona	3,600	3,400	94
	Montgomery	4,200	4,000	94
	Page	5,800	5,400	93
	Pottawattamie	26,900	25,700	95
	Shelby	4,300	4,200	96
	Taylor	2,600	2,300	89
MISSOURI				
	Atchison	2,500	2,300	93
NEBRASKA				
<b>Over 50%</b>	Burt	3,000	2,900	96
	Butler	2,900	2,700	91
	Cass	5,900	5,600	96
	Colfax	3,200	2,900	91
	Cuming	3,600	3,400	93
	Dodge	11,800	11,400	97
	Douglas	122,000	116,600	96
	Gage	8,200	7,700	94
	Johnson	1,900	1,700	93
	Lancaster	56,200	53,600	95
	Nemaha	2,400	2,200	92
	Otoe	5,400	5,100	95
	Pawnee	1,400	1,200	88
	Platte	7,800	7,400	95
	Richardson	4,000	3,700	93
	Saline	4,100	3,900	94
	Sarpy	10,400	10,200	98
Saunders	5,700	5,400	95	
Seward	4,400	4,000	91	
Stanton	1,700	1,500	90	
Thurston	1,600	1,400	92	
Washington	4,000	3,800	97	

Between 25-50%	IOWA County	Total Households	TV Homes	%
	Carroll	6,800	6,600	96

(Continued on page 435-b)

Station Totals	469,600	444,100	95
Net Weekly Circulation (March 1967)			326,200
Average Daily Circulation (March 1967)			221,700

Nebraska—Scottsbluff-Gering



**KSTF**  
Ch. 10



[Satellite of KFBC-TV,  
Cheyenne, Wyo.]

Technical Facilities: Channel No. 10  
(192-198 mc). Authorized power:  
240-kw visual, 24-kw aural. An-  
tenna: 840-ft. above av. terrain,  
674-ft. above ground, 5141-ft.  
above sea level.

Latitude 41° 59' 58''  
Longitude 103° 39' 55''

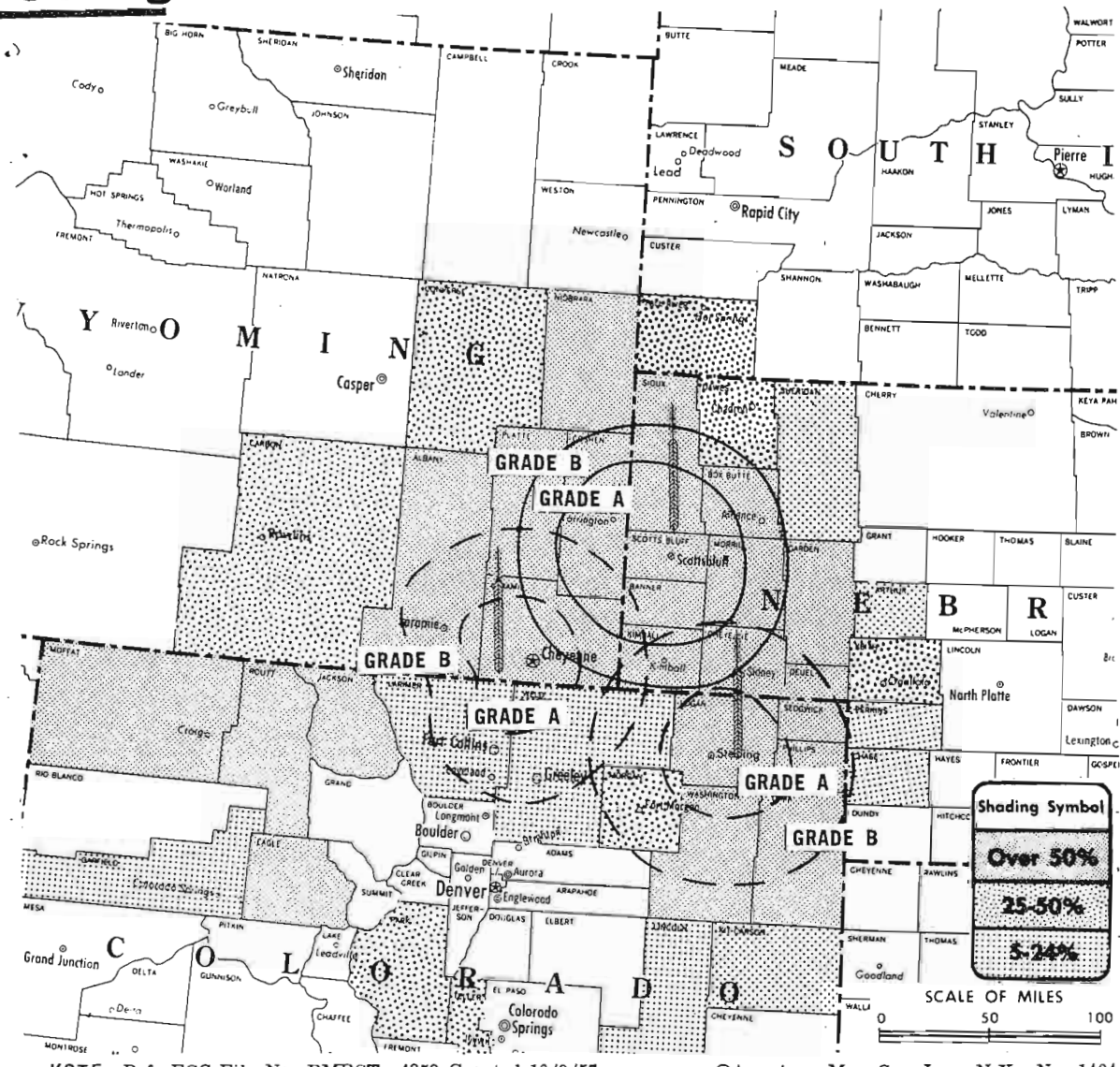
Transmitter: 9.5-mi. N of center of  
Scottsbluff.

Color: Network, film, slide & tape.

Facsimile Service: UPI.

News Film Service: CBS.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965  
ARB study.

©American Map Co., Inc., N.Y., No. 14244

**KSTF**

Network Service: ABC, CBS & NBC, same as KFBC-TV, Cheyenne.  
Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.  
Studio: 2923 E. Lincolnway, Cheyenne, Wyo. (82001).  
Telephone: 307-634-4461, Cheyenne.  
Ownership: See KFBC-TV, Cheyenne.  
Began Operation: Aug. 7, 1955.  
Represented (sales) by The Hollingbery Co.; Bob Hix (Denver);  
Soderlund Co. (Omaha).  
Represented (legal) by Koteen & Burt.

Personnel:

WILLIAM G. WALTER, resident manager.  
WILLIAM C. GROVE, exec. vice president.  
DEAN SUHR, resident engineer.

Rates: Sold only in combination with KFBC-TV, Cheyenne, with  
rates applying to simultaneous telecasts on both stations.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne,  
Wyo.

ARB Data For This Station Included With Report  
of Parent KFBC-TV, Cheyenne, Wyo. Above Map  
Shows Coverage For Both Parent & Satellite.

**KETV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	NEBRASKA			
	Jefferson	3,500	3,200	93
	Madison	8,200	7,400	91
	Polk	2,000	1,900	97
<b>Between 5-24%</b>	IOWA			
	Adair	2,900	2,800	96
	Ida	2,900	2,700	95
	Ringgold	2,000	1,900	94
	Sac	5,100	4,800	93
	Sioux	7,200	6,500	90
	Union	3,900	3,600	93
	Woodbury	34,500	33,100	96
	KANSAS			
	Brown	3,800	3,500	92
	Marshall	4,500	4,000	90
	Nemaha	3,400	3,100	93
	MISSOURI			
	Nodaway	6,300	5,800	92
NEBRASKA				
Antelope	2,700	2,400	88	
Dakota	4,000	3,900	97	
Fillmore	3,000	2,800	94	
Knox	3,800	3,200	86	
Wayne	3,000	2,900	97	
York	4,600	4,200	91	
SOUTH DAKOTA				
Bon Homme	2,800	2,500	89	

**KMTV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	IOWA			
	Carroll	6,800	6,600	96
	KANSAS			
	Nemaha	3,400	3,100	93
	NEBRASKA			
	Jefferson	3,500	3,200	93
<b>Between 5-24%</b>	Madison	8,200	7,400	91
	Polk	2,000	1,900	97
	Thurston	1,600	1,400	92
	IOWA			
	Adair	2,900	2,800	96
	Calhoun	4,800	4,600	94
	Ida	2,900	2,700	95
	Osceola	2,900	2,700	93
	Ringgold	2,000	1,900	94
	Sac	5,100	4,800	93
	KANSAS			
	Marshall	4,500	4,000	90
	MINNESOTA			
	Rock	3,300	3,200	96
MISSOURI				
Nodaway	6,300	5,800	92	
NEBRASKA				
Antelope	2,700	2,400	88	
Boone	2,500	2,300	93	
Dakota	4,000	3,900	97	
Fillmore	3,000	2,800	94	
Knox	3,800	3,200	86	
Pierce	2,600	2,400	94	
Wayne	3,000	2,900	97	
York	4,600	4,200	91	

**Nebraska—Omaha**

**WOW-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	IOWA			
	Carroll	6,800	6,600	96
	NEBRASKA			
	Dakota	4,000	3,900	97
	Gage	8,200	7,700	94
	Greeley	1,000	800	87
	Jefferson	3,500	3,200	93
	Platte	7,800	7,400	95
	Polk	2,000	1,900	97
	Thurston	1,600	1,400	92
<b>Between 5-24%</b>	IOWA			
	Adair	2,900	2,800	96
	Calhoun	4,800	4,600	94
	Ida	2,900	2,700	95
	Sac	5,100	4,800	93
	Union	3,900	3,600	93
	Woodbury	34,500	33,100	96
	KANSAS			
	Marshall	4,500	4,000	90
	Washington	2,900	2,500	88
	MISSOURI			
	Nodaway	6,300	5,800	92
	NEBRASKA			
	Antelope	2,700	2,400	88
	Boone	2,500	2,300	93
	Dixon	2,100	2,000	96
	Fillmore	3,000	2,800	94
	Pierce	2,600	2,400	94
	Rock	800	700	89
Wayne	3,000	2,900	97	
York	4,600	4,200	91	

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**La Rue Media Brokers Inc.**

**Radio Television CATV**

**Sales**

CATV: Pennsylvania \$850,000  
Radio: Manchester, N.H. \$315,000

116 Central Park South  
New York, N.Y.

# Nebraska—Superior



**KHTL-TV**



Ch. 4

(Satellite of KHOL-TV, Kearney, Neb.)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level.

Latitude 40° 05' 13"

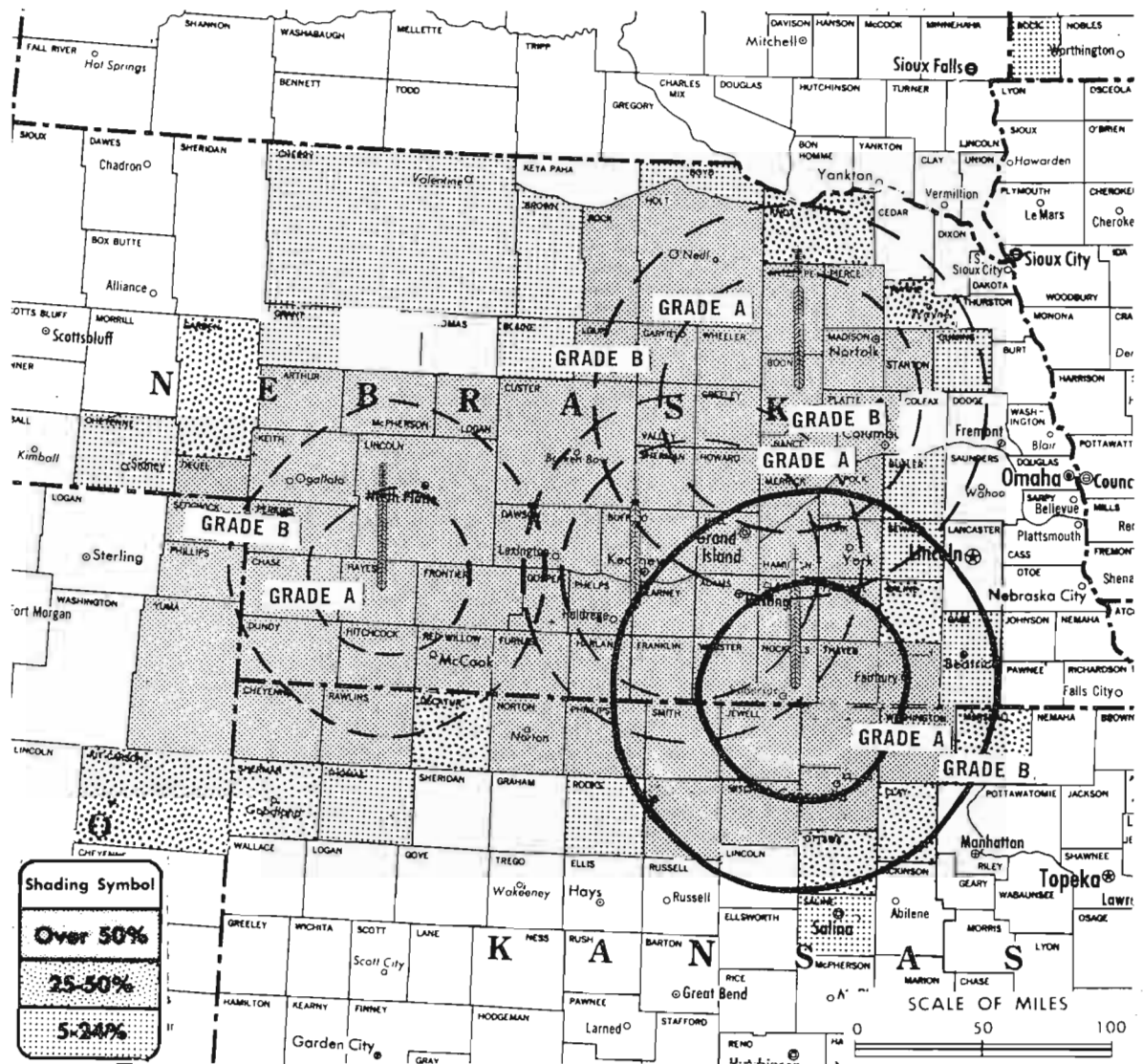
Longitude 97° 55' 12"

Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



KHTL-TV Ref: FCC File No. BMPCT-6399 Granted 3/14/67  
CP: BPCT-3720 Granted 5/17/66

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## KHTL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV.

Began Operation: Oct. 1, 1965.

Represented (sales) by Meeker Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. WAYNE BREWSTER, president & general manager.

TOM NUSS, resident manager.

LARRY BRAZIL, resident engineer.

Rates: Sold nationally & regionally only in conjunction with KHOL-TV, Kearney-Holdrege; KHQL-TV, Albion, and KHPL-TV, Hayes Center, all Neb.

**ARB Data For This Station Included with Parent KHOL-TV, Kearney.**

**The Above Map Reflects Coverage of Parent KHOL-TV, Kearney, Neb. & Its Satellites.**

## BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

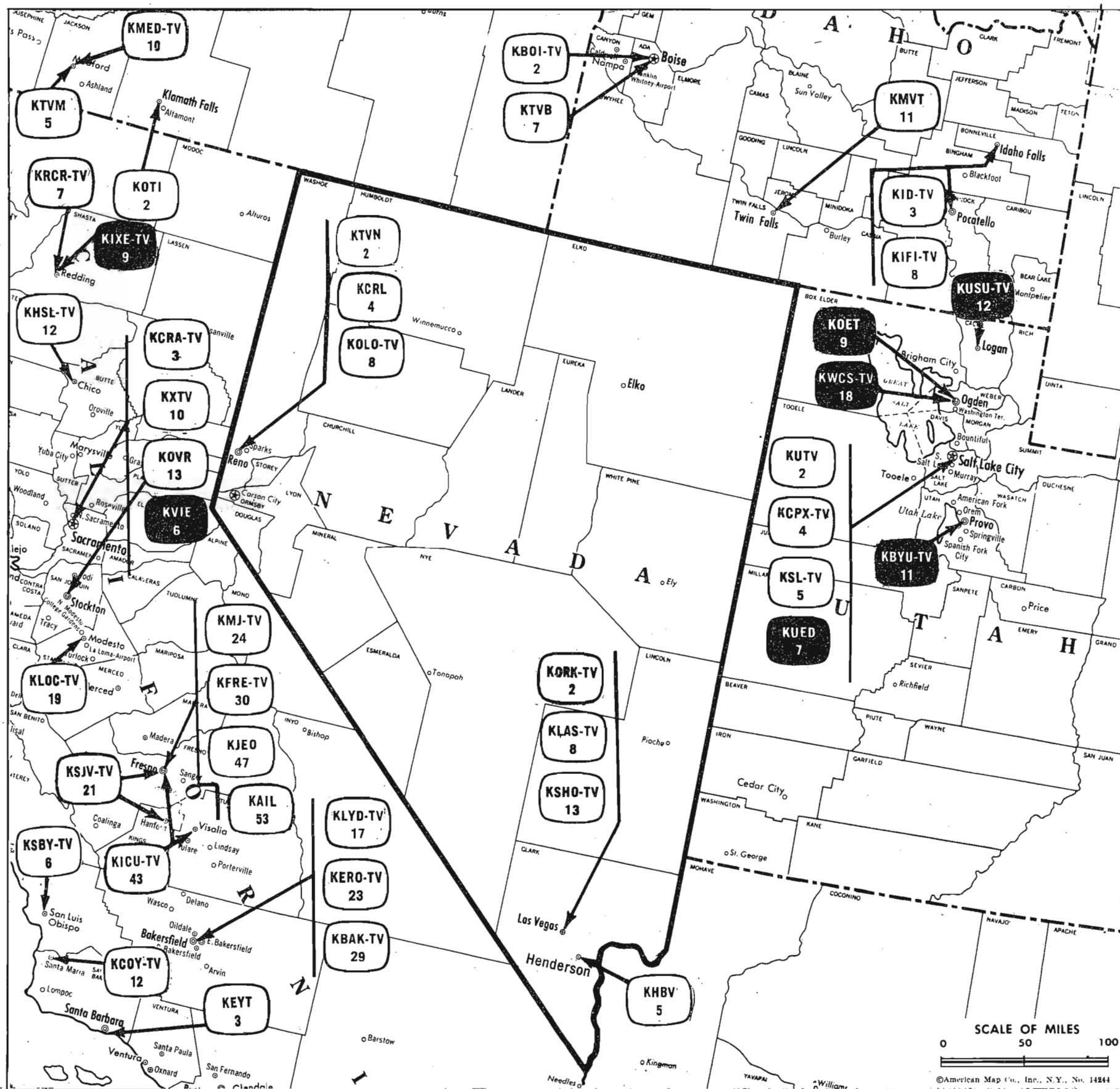
Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151





SCALE OF MILES  
0 50 100  
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Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Las Vegas	81,100	165	93,900	194	88,200	192
Reno	63,000	176	96,000	191	86,300	193

**Nevada Station Status as of Jan. 1, 1968**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
0	0	0
		7

# Nevada—Las Vegas



**KLAS-TV**

Ch. 8

Technical Facilities: Channel No. 8 (150-186 mc). Authorized power: 200-kw visual, 20-kw aural. Antenna: 140-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level.

Latitude 36° 07' 49"

Longitude 115° 09' 52"

Transmitter: 250 East Desert Inn Road.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

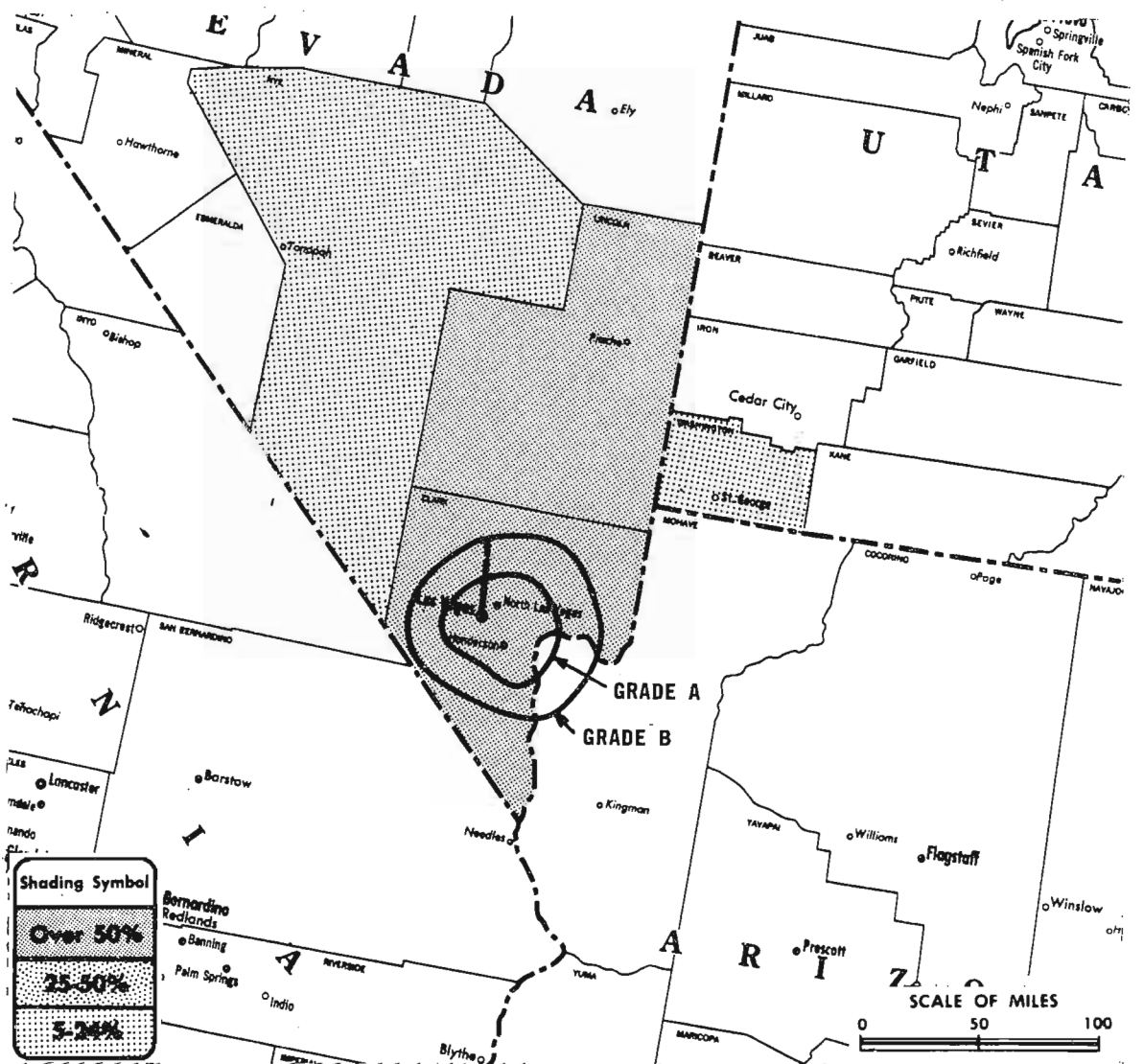
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KLAS-TV Ref: FCC File No. BPCT-3785 Granted 6/28/66

©American Map Co., Inc., N.Y., No. 14244

## KLAS-TV

Network Service: CBS.

Licensee: Las Vegas Television Inc.

Studio: 250 East Desert Inn Road, Las Vegas (89109).

Telephone: 702-735-7511. TWX No. 702-248-7038.

Ownership: H. M. Greenspun, pres., 76.12%; Las Vegas Sun, 23.88%. Mr. Greenspun is publisher and majority stockholder of the Las Vegas Sun. Note: Mr. Greenspun increased holdings from 36.6% to 68.8% when Mr. Jolley sold his interest in KLAS-TV back to company (Television Digest, Vol. 12:25, 13:9). He later increased holdings to present 76.12%. Note: Sale to Hughes Tool Co. (Howard Hughes, 100%) pends.

Began Operation: July 8, 1953.

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Welch & Morgan.

Personnel:

H. M. (HANK) GREENSPUN, president.

MARK SMITH, station manager.

NORMAN L. WHITE, sales manager.

JACK REYNOLDS, director of programming & operations.

URSULA SCHINDLER, business manager.

JOHN KNIGHT, director of engineering.

DIGEST OF RATE CARD NO. S-6A

(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$400.00 \$250.00 \$200.00 \$110.00 \$65.00 \$55.00 \$40.00

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEVADA			
	Clark	87,100	82,400	95
	Lincoln	400	400	86
<b>Between 5-24%</b>	NEVADA			
	Nye	2,100	1,600	76
	UTAH			
	Washington	3,100	2,600	84
<b>Station Totals</b>		<b>92,700</b>	<b>87,000</b>	<b>94</b>
Net Weekly Circulation (March 1967)				76,000
Average Daily Circulation (March 1967)				60,500



**MALARKEY, TAYLOR & ASSOCIATES**

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**WASHINGTON, D.C.**

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# Nevada—Las Vegas



## KORK-TV

Ch. 2

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 33.1-kw visual, 6.31-kw aural. Antenna: 3820-ft. above av. terrain, 111-ft. above ground, 8615-ft. above sea level.

Latitude 35° 57' 54"  
Longitude 115° 30' 00"

Transmitter: Potosi Mt.

AM Affiliate: KRAM, 10-kw, 920 kc (NBC).

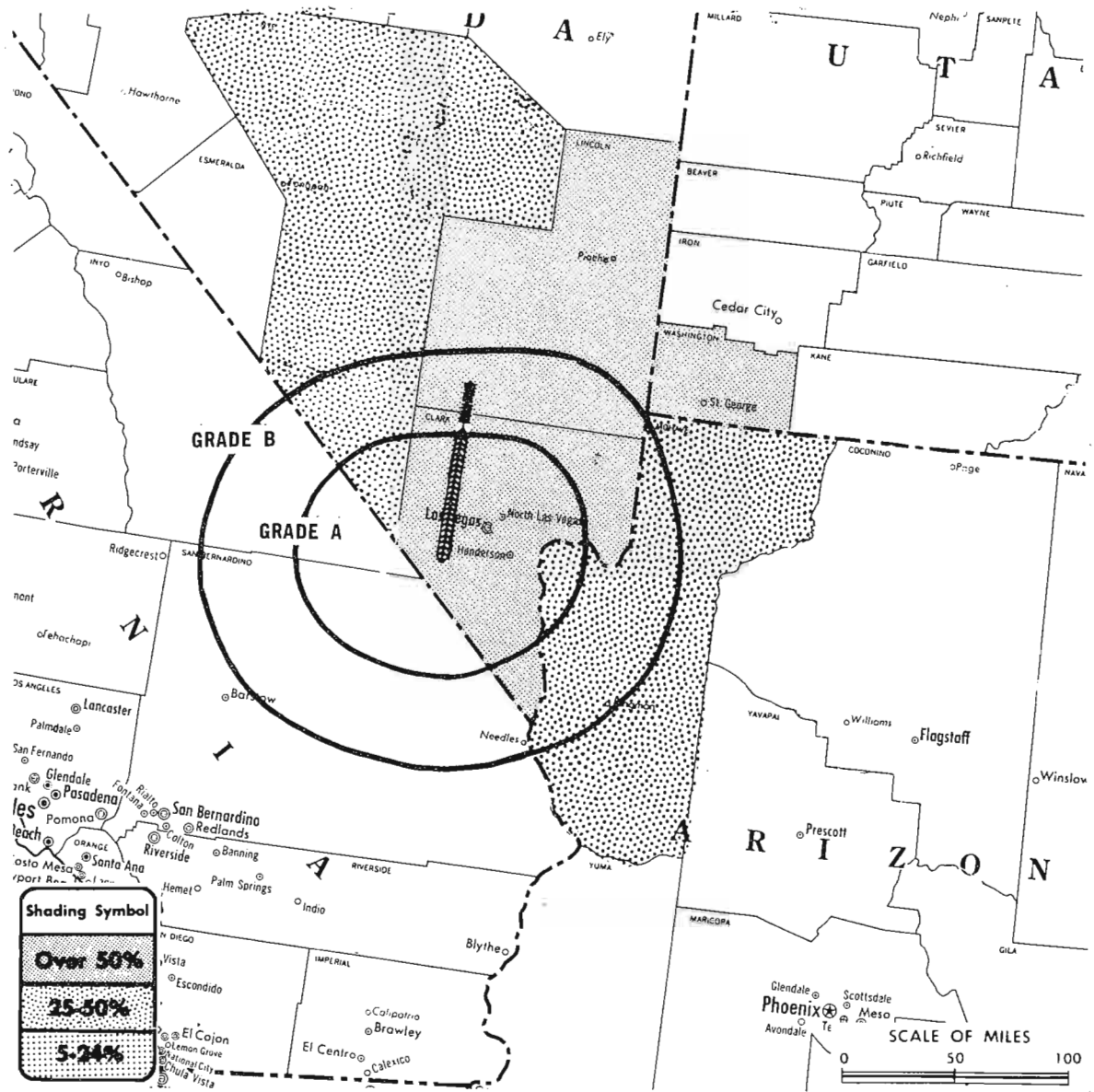
FM Affiliate: KORK-FM, 27-kw, 97.1 mc (No. 246), 195-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KORK-TV Ref: FCC File No. BMPCT-2582 Granted 12/6/54

©American Map Co., Inc., N.Y., No. 14211

## KORK-TV

Licensee: Southern Nevada Radio & TV Co., Box 550, Las Vegas (89101).

Studio: 4850 Henderson Highway.

Telephone: 702-737-3916.

TWX No.: 910-397-6997.

Ownership: Donald W. Reynolds, pres., 100%; Reynolds also controls KOLO-TV, Reno (KOLO); KGNS-TV, Laredo, Tex.; KFSA-TV, Fort Smith (KFSA); KFOY-TV, Hot Springs, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi.

Began Operation: Jan. 23, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc. Beaver & Assoc. (South & Southeast).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
EDWARD R. TABOR, v.p. & general manager.  
LARRY PATTERSON, local sales manager.

## DIGEST OF RATE CARD NO. 9

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$400.00	\$250.00	\$200.00	\$130.00	\$100.00*	\$90.00*

\*Class AA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEVADA			
	Clark	87,100	82,400	95
	Lincoln	400	400	86
Between 25-50%	UTAH			
	Washington	3,100	2,600	84
	ARIZONA			
Mohave	3,300	2,800	86	
Nye	2,100	1,600	76	
Station Totals		96,000	89,800	94
Net Weekly Circulation (March 1967)				81,100
Average Daily Circulation (March 1967)				67,600

# Nevada—Las Vegas



## KSHO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 11-kw visual, 5.5-kw aural. Antenna: 130-ft. above av. terrain, 242-ft. above ground, 2296-ft. above sea level.

Latitude 36° 08' 32"

Longitude 115° 09' 37"

Holds CP for 79.4-kw visual, 15.8-kw aural. BMPCT—1-4.

Transmitter: El Rancho Vegas Motor Hotel.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS

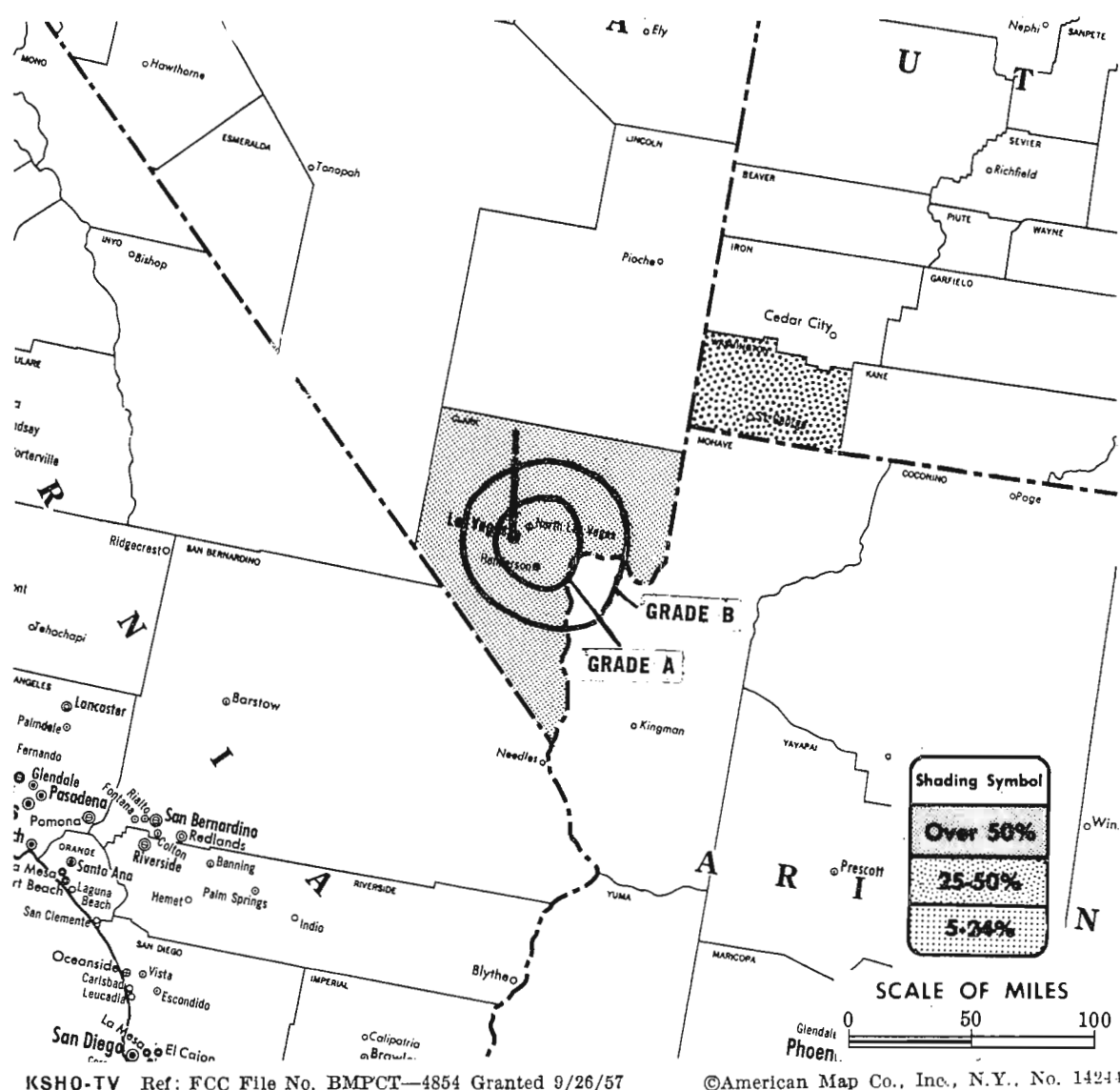
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KSHO-TV Ref: FCC File No. BMPCT—4854 Granted 9/26/57

©American Map Co., Inc., N.Y., No. 14244

## KSHO-TV

Grantee: Ch. 13 of Las Vegas Inc., c/o John A. Ettliger, Denmark Bldg., 880 E. Sahara Ave. (89105).

Studio: El Rancho Vegas Hotel grounds.

Mailing Address: P.O. Box 15,250 (89114).

Telephone: 702-734-2464. TWX No.: 910-397-6984.

Ownership: Interim corp. consisting of five of the seven applicants for permanent operation of Ch. 13: Arthur Powell Williams; Desert Bcstg. Co. Inc.; Ettliger Bcstg. Corp.; Clark County Communications Inc. & Talmac Inc., 20% each.

Began Operation: May 4, 1956. Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. Previously sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:42, 45). Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Vol. 13:34, 42, 47); Zugsmith group's purchase of KSHO-TV with radio KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol. 12:48).

Represented (sales) by The Hollingbery Co. Inc.

Represented (legal) by Mullin & Connor.

Personnel:

- LLOYD KATZ, president.
- KEITH G. DARE, v.p. & general manager.
- RICHARD F. APPLETON, v.p. & general sales manager.
- JACK A. MAUCK, v.p. & operations director.
- MARILYN KNOP, traffic manager.
- JOHN A. ETTLINGER, film buyer.

### DIGEST OF RATE CARD NO. 6 (July 17, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$375.00	\$225.00	\$135.00	\$80.00	\$75.00	\$60.00	\$38.00
NETWORK BASE HOURLY RATE: \$165.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEVADA Clark	87,100	82,400	95
	UTAH Washington	3,100	2,600	84
Station Totals		90,200	85,000	94
Net Weekly Circulation (March 1967)				73,100
Average Daily Circulation (March 1967)				45,300

## STUDIO EQUIPMENT MANUFACTURERS

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.



# Nevada—Henderson-Las Vegas

## KHBV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 64.6-kw visual, 12.9-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 23"

Transmitter: 2-mi. SW of Henderson.

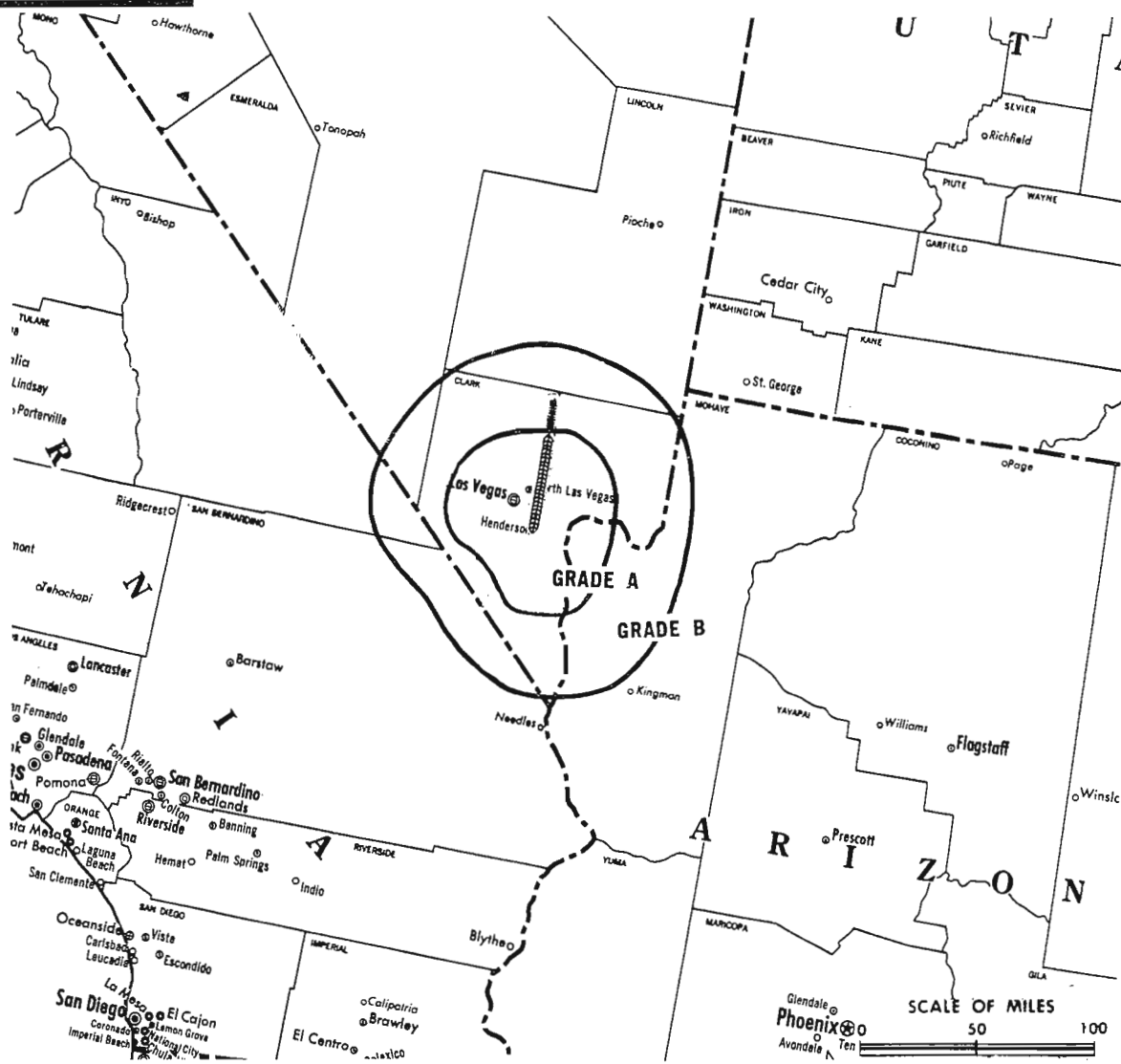
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

News Film Service: UPI.

ARB Data: Not available since station was not in operation when the survey was made.



## KHBV

Network Service: None, independent.

Grantee: Nevada Communications Inc., P.O. Box 555, Henderson, Nev. (89015).

Studio: 1800 Boulder Highway, Henderson, Nev.

Telephone: 702-565-9755. TWX No.: 910-398-6925.

Ownership: Nevada Communications Inc., Charles Vanda, 99.5%; Robert Guggenheim Jr., .5%.

Began Operation: Sept. 10, 1967.

Represented (legal) by Samuel Miller.

Represented (engineering) by Commercial Radio Equipment Co.

Represented (sales) by National TV Sales.

## Personnel:

CHARLES VANDA, general manager.

SHIRLY VANDA, assistant general manager.

STUART LESLIE, sales manager.

KEN HENDERSON, chief engineer.

SARI PHILLIPS, promotion manager.

CHUCK HULL, news director.

ART SCHRULL, film manager.

## DIGEST OF RATE CARD NO. 1 (Aug. 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-11 p.m., daily.	\$350.00	\$210.00	\$140.00	\$100.00	\$60.00	\$45.00 \$30.00

# Nevada—Reno



**KCRL**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"  
Longitude 119° 48' 06"

Transmitter: 4-mi. N of Reno Post Office.

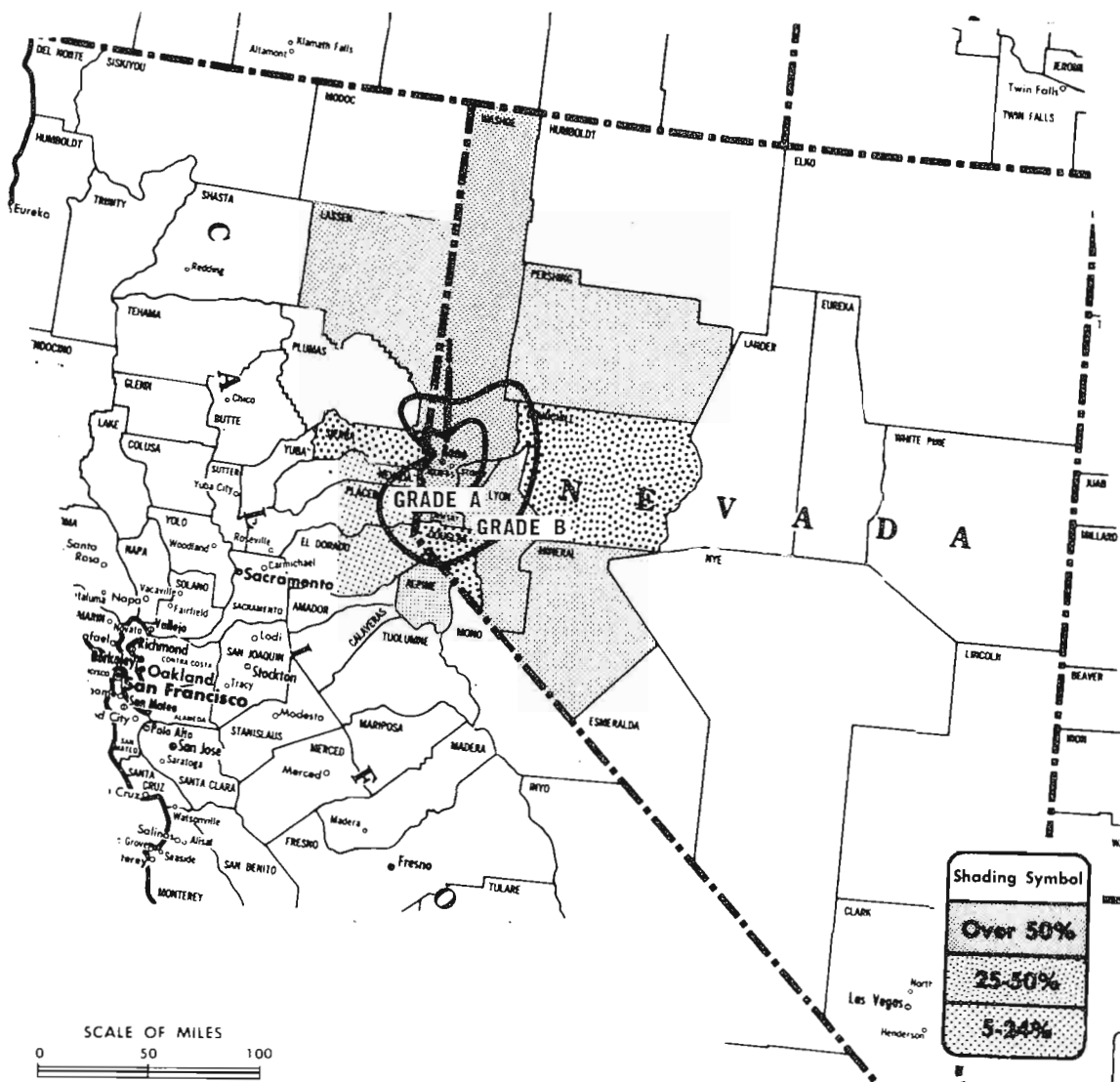
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCRL Ref: FCC File No. BPCT-2656 Granted 6/15/61

©American Map Co., Inc., N.Y., No. 14244

## KCRL

Licensee: Circle L Inc.  
Studio: 1790 Vassar St. (89502).  
Telephone: 702-322-9145.  
TWX No.: 910-395-7080.  
Ownership: Circle L Inc., 100%.  
Began Operation: Sept. 30, 1962.  
Represented (sales) by Avery-Knodel Inc.  
Represented (engineering) by Bond & Oakley.  
Personnel:  
CHARLES E. CORD, pres. & general manager.  
ROGER O. VAN DUZER, station manager.  
RON OAKLEY, chief engineer.  
NICK LAURI, news director.

### DIGEST OF RATE CARD NO. 2 (Oct. 15, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$400.00	\$275.00		\$80.00	\$70.00	\$40.00

NETWORK BASE HOURLY RATE: \$275 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	CALIFORNIA			
	Alpine	100	100	77
	Lassen	3,200	2,800	88
	NEVADA			
	Lyon	2,600	2,300	87
	Mineral	2,100	1,900	91
	Ormsby	3,500	3,300	93
Between 25-50%	Pershing	1,200	1,100	90
	Storey	200	200	83
	Washoe	45,500	42,100	93
	CALIFORNIA			
Sierra	900	800	87	
Between 5-24%	NEVADA			
	Churchill	3,300	3,100	94
	Douglas	1,600	1,400	89
Between 5-24%	CALIFORNIA			
	El Dorado East	4,700	4,400	93
	Nevada East	1,100	1,000	89
Placer East	1,500	1,400	93	
Station Totals		71,500	65,900	92
Net Weekly Circulation (March 1967)				50,500
Average Daily Circulation (March 1967)				41,000

# Nevada—Reno



**KOLO-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"  
Longitude 119° 53' 00"

Transmitter: Slide Mt., Washoe County.

TV tape: Recording facilities.

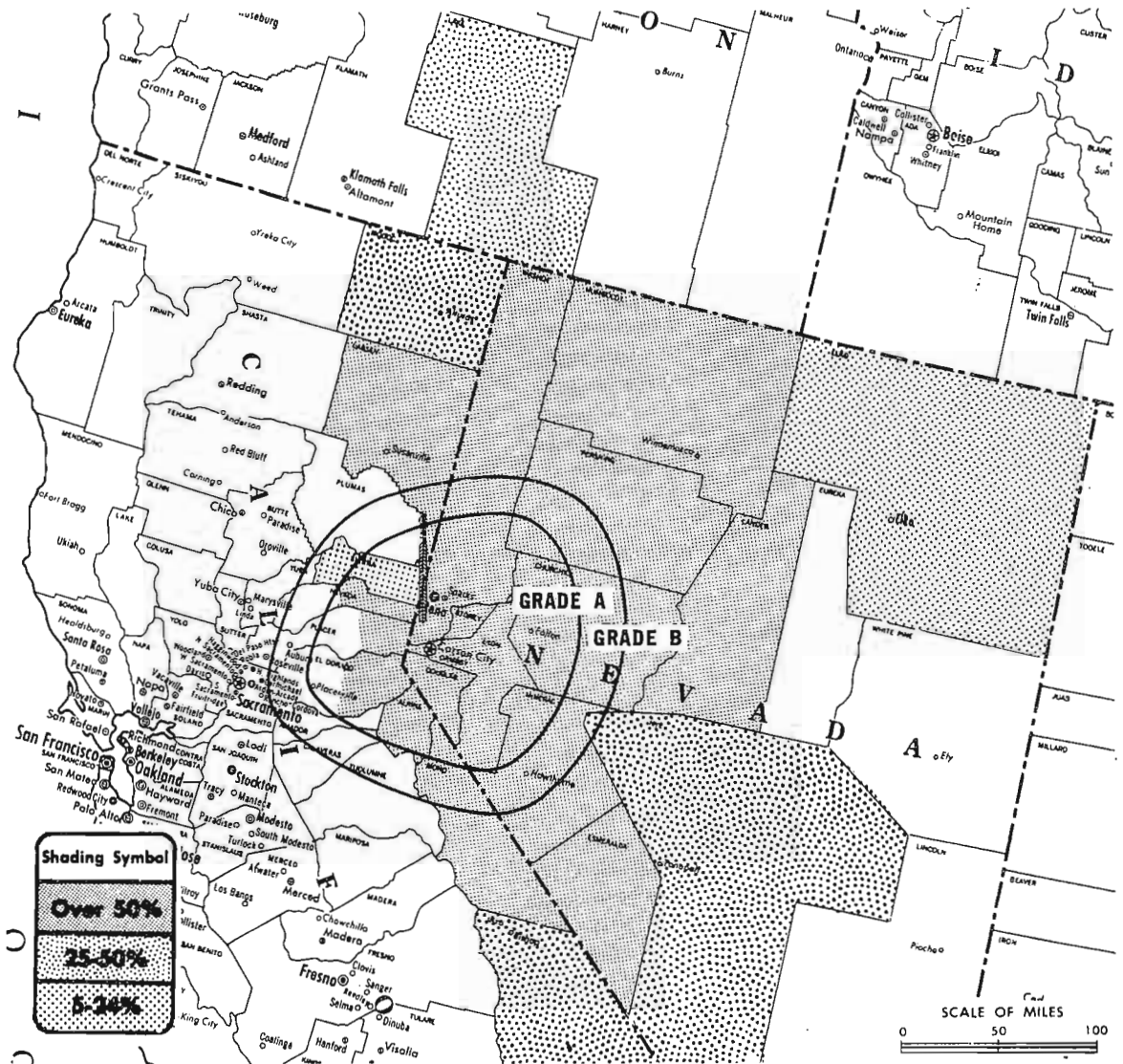
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KOLO, 5-kw, 920 kc.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KOLO-TV Ref: FCC File No. BPCT-3473 Granted 5/6/65

©American Map Co., Inc., N.Y., No. 14234

## KOLO-TV

Network Service: CBS.

Licensee: Nevada Radio-Television Inc., Box 2610 (89505).

Studio: 770 E. 5th St. (89502).

Telephone: 702-786-8880.

TWX No.: 910-395-7051.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KORK-TV, Las Vegas and KFOY-TV, Hot Springs, Ark. For Reynolds' other holdings see KORK-TV, Las Vegas.

Began Operation: Sept. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

- DONALD W. REYNOLDS, president.
- ALLEN W. DUNN, vice president & general manager.
- HERMIE LOPEZ, general sales manager.
- HELEN BUSSCHER, program service mgr.
- DAVE SCHNEIDER, operations manager.
- JIM BULL, chief engineer.
- JIM DRENNAN, news director.

### DIGEST OF RATE CARD NO. 14 (Aug. 16, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:31-10:59 p.m., daily.	\$400.00	\$240.00		\$100.00	\$90.00	\$90.00
NETWORK BASE HOURLY RATE: \$250 (CBS).						

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>CALIFORNIA</b>				
		Alpine	100	100	77
		El Dorado East	4,700	4,400	93
		Lassen	3,200	2,800	88
		Mono	1,000	800	75
		Nevada East	1,100	1,000	89
		Placer East	1,500	1,400	93
	<b>NEVADA</b>				
		Churchill	3,300	3,100	94
		Douglas	1,600	1,400	89
		Esmeralda	200	200	64
		Humboldt	2,100	1,900	89
		Lander	600	400	78
	Lyon	2,600	2,300	87	
	Mineral	2,100	1,900	91	
	Ormsby	3,500	3,300	93	
	Pershing	1,200	1,100	90	
	Storey	200	200	83	
	Washoe	45,500	42,100	93	
Between 25-50%	<b>CALIFORNIA</b>				
		Inyo	4,100	3,300	81
		Modoc	2,600	2,300	87
	<b>NEVADA</b>				
	Nye	2,100	1,600	76	
Between 5-24%	<b>OREGON</b>				
		Lake	2,300	2,000	87
Between 5-24%	<b>CALIFORNIA</b>				
		Sierra	900	800	87
	<b>NEVADA</b>				
	Elko	4,300	3,400	80	
Station Totals		90,800	81,800	90	
Net Weekly Circulation (March 1967)				63,000	
Average Daily Circulation (March 1967)				48,800	

# Nevada—Reno



**KTVN**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 140-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.5"  
Longitude 119° 47' 52"

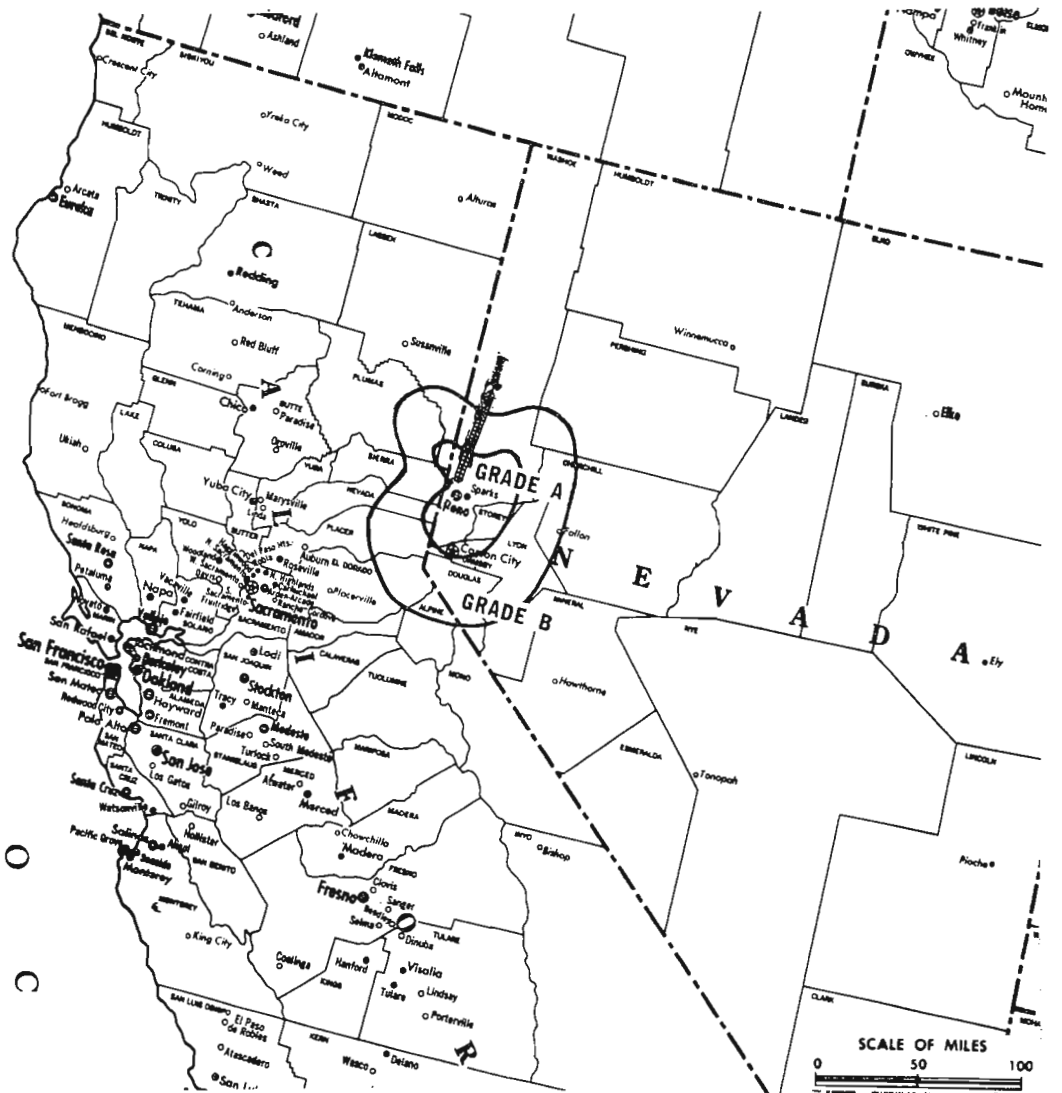
Transmitter: 4-mi. N of Reno Post Office.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

56



KTVN Ref: FCC File No. BPCT-3686 Granted 7/27/66

©American Map Co., Inc., N.Y., No. 14244

## KTVN

Network Service: ABC.

Licensee: Washoe Empire, 300 S. Virginia St. (89505).

Studio: 10 Pine St., Reno.

Telephone: 702-786-2212.

Ownership: Lee D. Hirshland, pres., 24%; Robert A. Paisley, v.p., 16%; Robert L. Stoker, secy.-treas., 8%; H. G. Wells, 16%; David McKay, 16%; Robert L. Stoddard, 8%; Frank N. Bender, 4%; Link Plazzo, 4%; Dr. John S. Palmer, 4%. Stoddard owns KBET, Reno.

Began Operation: June 4, 1967.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Kear & Kennedy.

Personnel:

LEE D. HIRSHLAND, president & general manager.  
LEN SMITH, operations manager.  
STEVE GALVAN, chief engineer.  
PHIL ROSE, national sales manager.  
BOB CARROLL, news director.

### DIGEST OF RATE CARD NO. 1 (June 1, 1967)

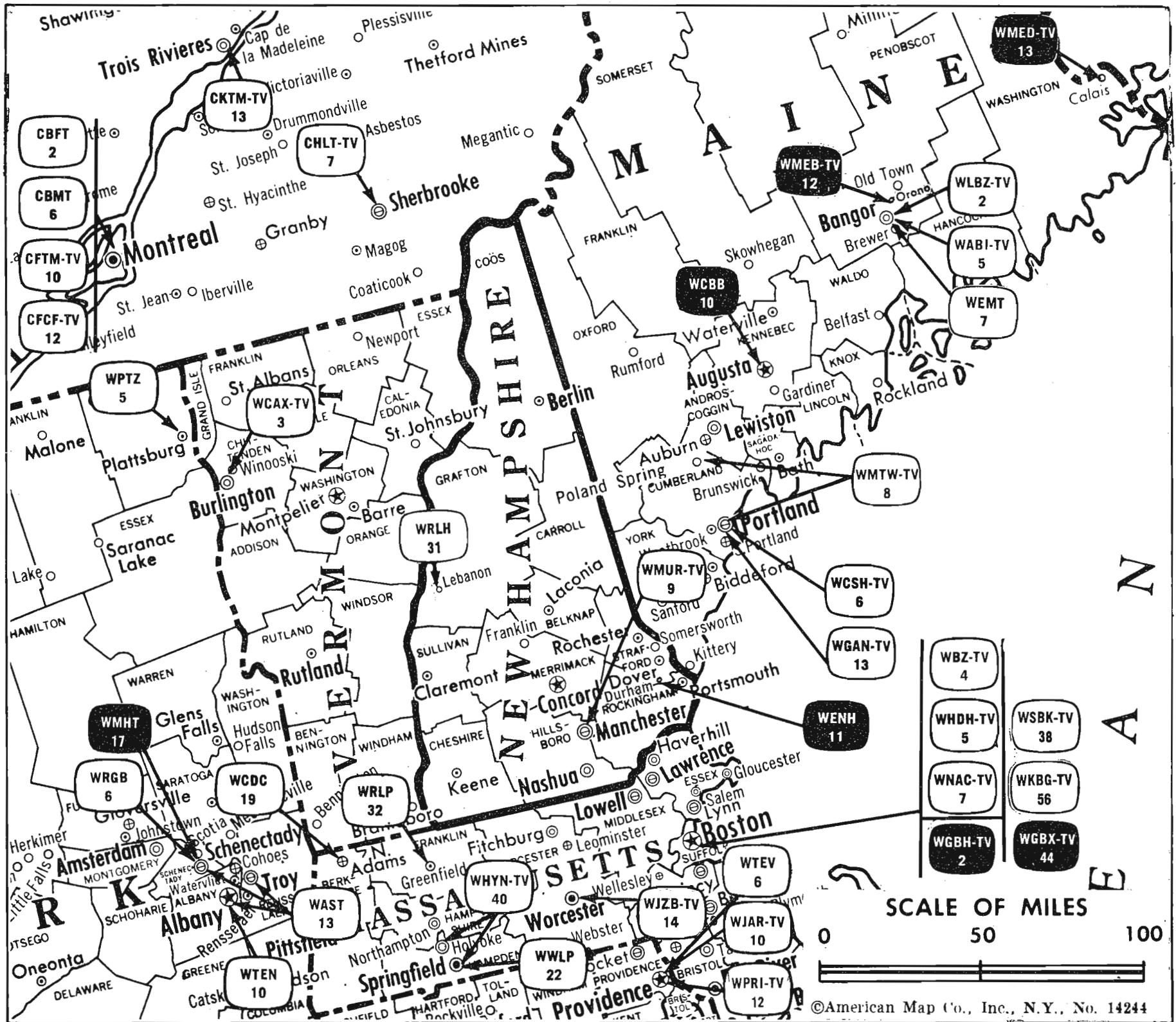
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$350.00*	\$200.00*	\$125.00*	\$75.00*	Graded rates apply**		

\*Average.

\*\*Highest rate: \$90.



# New Hampshire



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Manchester	336,000	54	1,573,900	17	1,514,600	16

## New Hampshire Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
1	1	2
1	0	1
		3

## State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WRLP**  
Keene  
(See Greenfield, Mass.)

**WMTW-TV**  
Mt. Washington  
(See Poland Spring, Me.)

# New Hampshire—Lebanon



**WRLH**

Ch. 31

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 1.05-kw visual, .105-kw aural. Antenna: 270-ft. above av. terrain, 158-ft. above ground, 1218-ft. above sea level.

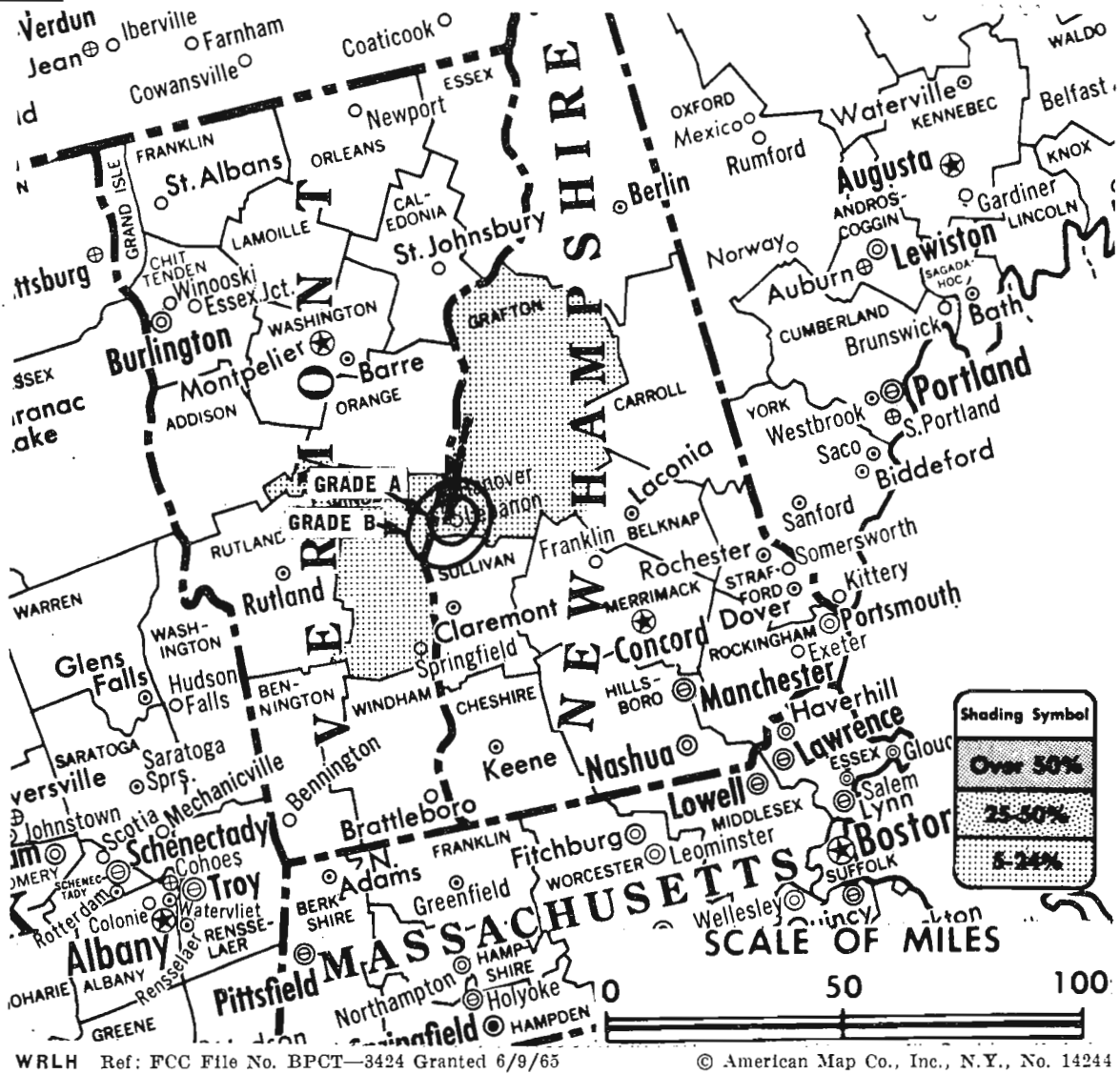
Latitude 43° 39' 19"  
Longitude 72° 17' 43"

Transmitter: Craft's Hill.

Studio: Craft's Hill.

Telephone: 603-298-8726.

Color: Network only.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WRLH Ref: FCC File No. BPCT-3424 Granted 6/9/65

© American Map Co., Inc., N.Y., No. 14244

## WRLH

Network Service: NBC via WWLP, Springfield, Mass.

Licensee: Upper Valley TV Broadcasters, 14 Main St., W. Lebanon, N.H.

Ownership: Nelson A. Crawford, pres. & Donald L. Muller, v.p., 49.4% each; Helen E. Crawford, clerk, 1.2%.

Began Operation: Sept. 26, 1966.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Martin E. Firestone.

Represented (engineering) by Townsend Associates.

Personnel:

PAUL BOND, president.  
THOMAS J. BONNAR, program director.  
NORMAN PLAISTED, chief engineer.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$100.00	\$60.00	\$40.00	\$25.00	\$15.00	\$10.50 \$7.50

For Index to Contents See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	NEW HAMPSHIRE			
	Grafton	15,500	14,300	92
	VERMONT			
	Windsor	13,300	12,400	93
Station Totals		28,800	26,700	93
Net Weekly Circulation (March 1967)				2,700
Average Daily Circulation (March 1967)				900

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U of New Hampshire, Durham.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 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"

# New Hampshire—Manchester



**WMUR-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

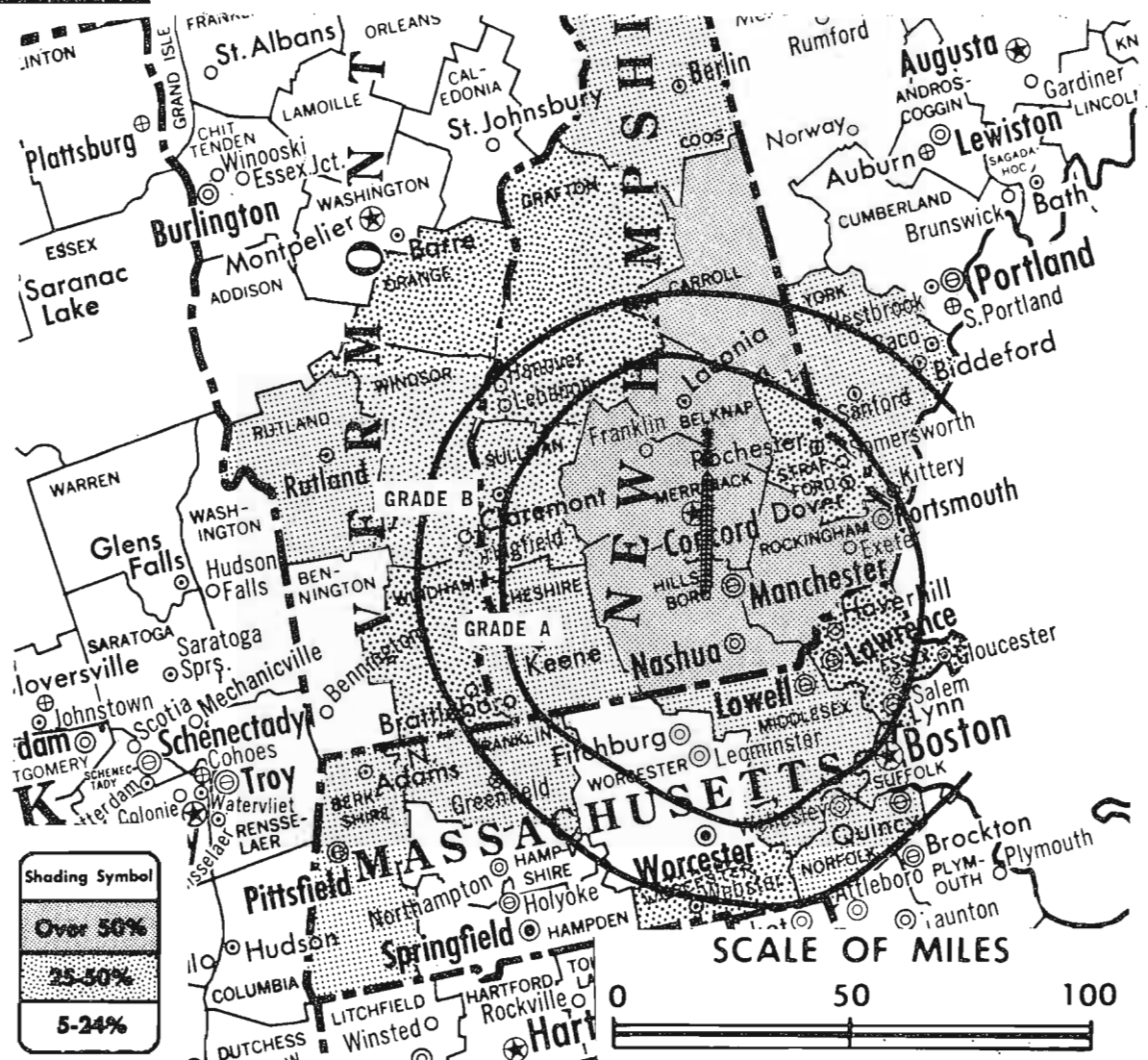
Latitude 42° 58' 59"

Longitude 71° 35' 19"

Transmitter: Goffstown, N.H.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

WMUR-TV Ref: FCC File No. BPCT-2407 Granted 11/15/55

©American Map Co., Inc., N.Y., No. 14244

## WMUR-TV

Licensee: United Television Co. of New Hampshire, 1819 N. Elm St., Manchester, N.H. (03104).

Studio: WMUR-TV Bldg.

Telephone: 603-623-8061.

Ownership: Richard Eaton, 100%. For other interests see WFAN-TV, Washington, D.C.

Began Operation: March 28, 1954. Transfer to present owner from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vols. 14:15; 15:2, 6).

Represented (sales) by UBC Sales (N.Y.-Chicago); Adam Young-VTM Inc. (West Coast); Andy McDermott Sales Ltd. (Canada); Eckels & Queen (Boston).

Represented (legal) by Marcus Cohn.

Personnel:

RICHARD EATON, president & film buyer.  
 SAM PHILLIPS, v.p. & general manager.  
 RAY HARRIS, program manager.

### DIGEST OF RATE CARD NO. 8 (Nov. 1, 1964)

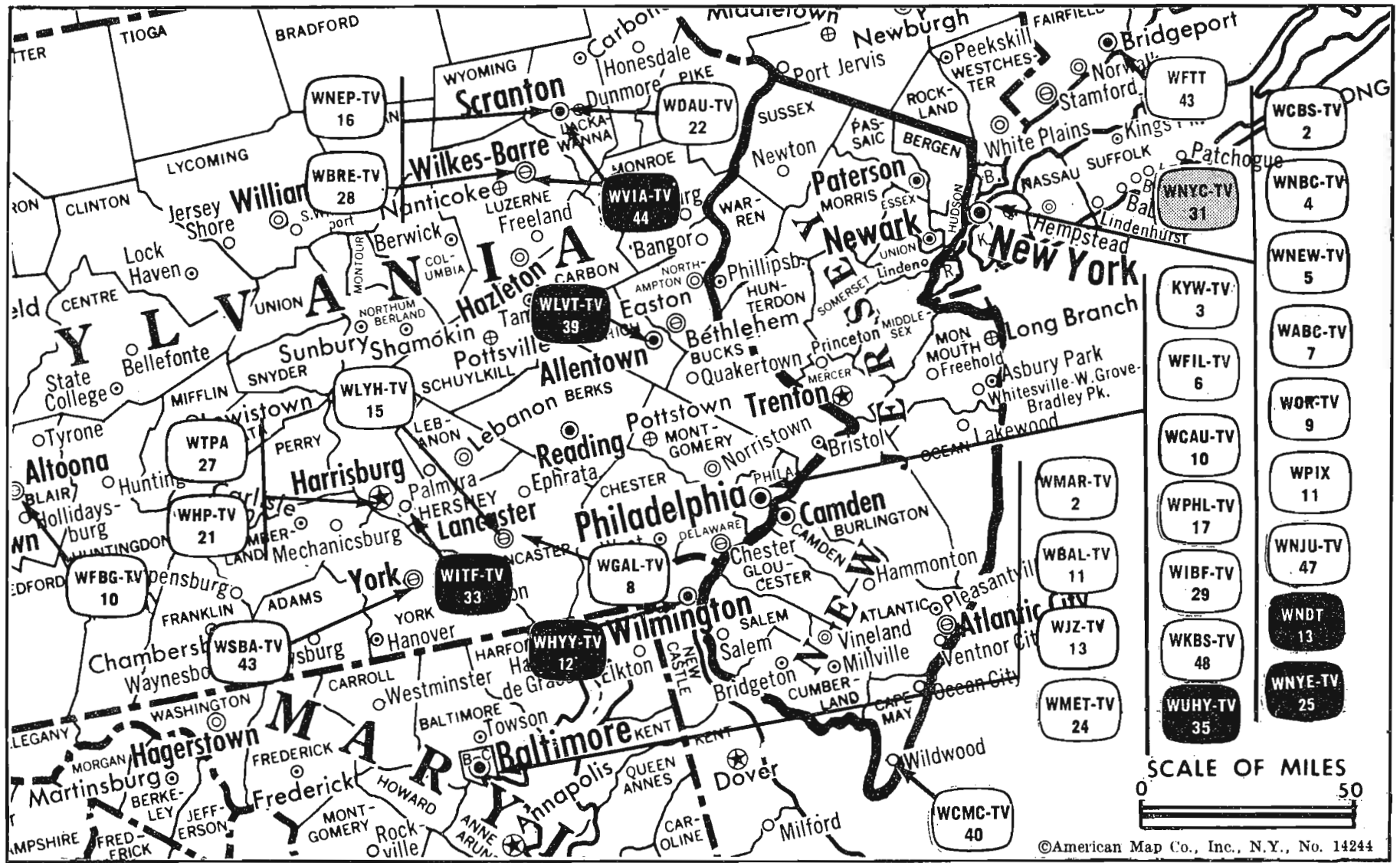
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 or 10 Sec.
Class AA—7:29-10:30 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$120.00	\$84.00 \$60.00

NETWORK BASE HOURLY RATE: \$600.

For Translator Stations  
 See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	9,600	9,300	97
	Carroll	5,500	5,200	95
	Hillsborough	62,000	59,900	97
	Merrimack	22,200	21,100	95
	Rockingham	35,600	34,400	97
<b>Between 25-50%</b>	<b>MASSACHUSETTS</b>			
	Essex	188,000	182,700	97
	Worcester	178,500	172,300	97
	<b>NEW HAMPSHIRE</b>			
	Grafton	15,500	14,300	92
<b>Between 5-24%</b>	<b>VERMONT</b>			
	Orange	4,500	4,200	93
	Windham	9,600	8,500	89
	Windsor	13,300	12,400	93
<b>Between 5-24%</b>	<b>MAINE</b>			
	York	31,800	30,800	97
	<b>MASSACHUSETTS</b>			
	Berkshire	44,900	43,000	96
	Franklin	17,300	16,000	93
	Middlesex	378,300	367,500	97
	Norfolk	162,400	158,600	98
	Suffolk	256,900	242,100	94
	<b>NEW HAMPSHIRE</b>			
	Cheshire	15,300	14,300	93
Coos	12,000	11,500	96	
<b>VERMONT</b>				
Rutland	14,100	13,300	94	
<b>Station Totals</b>		1,507,000	1,449,500	96
Net Weekly Circulation (March 1967)				336,000
Average Daily Circulation (March 1967)				114,700

# New Jersey



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wildwood	4,500	221	79,200	202	75,500	199

### New Jersey Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	0	1	1
Educational Television Stations	0	0	0
			1

For New Jersey CATV Systems  
See Services Volume

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WNJU-TV**  
Linden (Newark)  
(See New York, N.Y.)



# New Jersey—Wildwood



**WCMC-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 14-kw visual, 2.5-kw aural. Antenna: 200-ft. above av. terrain, 220-ft. above ground, 228-ft. above sea level.

Latitude 38° 59' 33"  
Longitude 74° 48' 48"

Transmitter: 3010 New Jersey Ave.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WCMC, 1-kw (.25-kw night), 1230 kc.

FM Affiliate: WCMC-FM, 3.5-kw, 100.7 mc (No. 264), 98-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WCMC-TV Ref: FCC File No. BPCT-3216 Granted 3/11/64

© American Map Co., Inc., N.Y. No. 14244

## WCMC-TV

Network Service: NBC.

Grantee: Jersey Cape Broadcasting Corp., 3010 New Jersey Ave.

Studio: 3010 New Jersey Ave.

Telephone: 609-522-1416.

Ownership: William C. Wotring Jr., pres., 33.3%; Carlton S. Owen, v.p., 33.3%; Frank W. Strohm, secy.-treas., 33.3%; Francis J. Matrangola, 0.1%.

Began Operation: January 25, 1966.

Represented (sales) by Dome-Messervy Co. Inc.

Represented (legal) by Harry J. Daly.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.  
FRANK STROHM, sales manager.  
JACK WEIGAND, program director.  
CARLTON S. OWEN, operations manager.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—7:30-10:30 p.m., daily.					
\$125.00	\$75.00	\$50.00	\$30.00	\$25.00	\$12.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	NEW JERSEY Cape May	19,000	18,200	96
Station Totals		19,000	18,200	96
Net Weekly Circulation (March 1967)			4,500	
Average Daily Circulation (March 1967)			1,400	

## La Rue Media Brokers Inc.

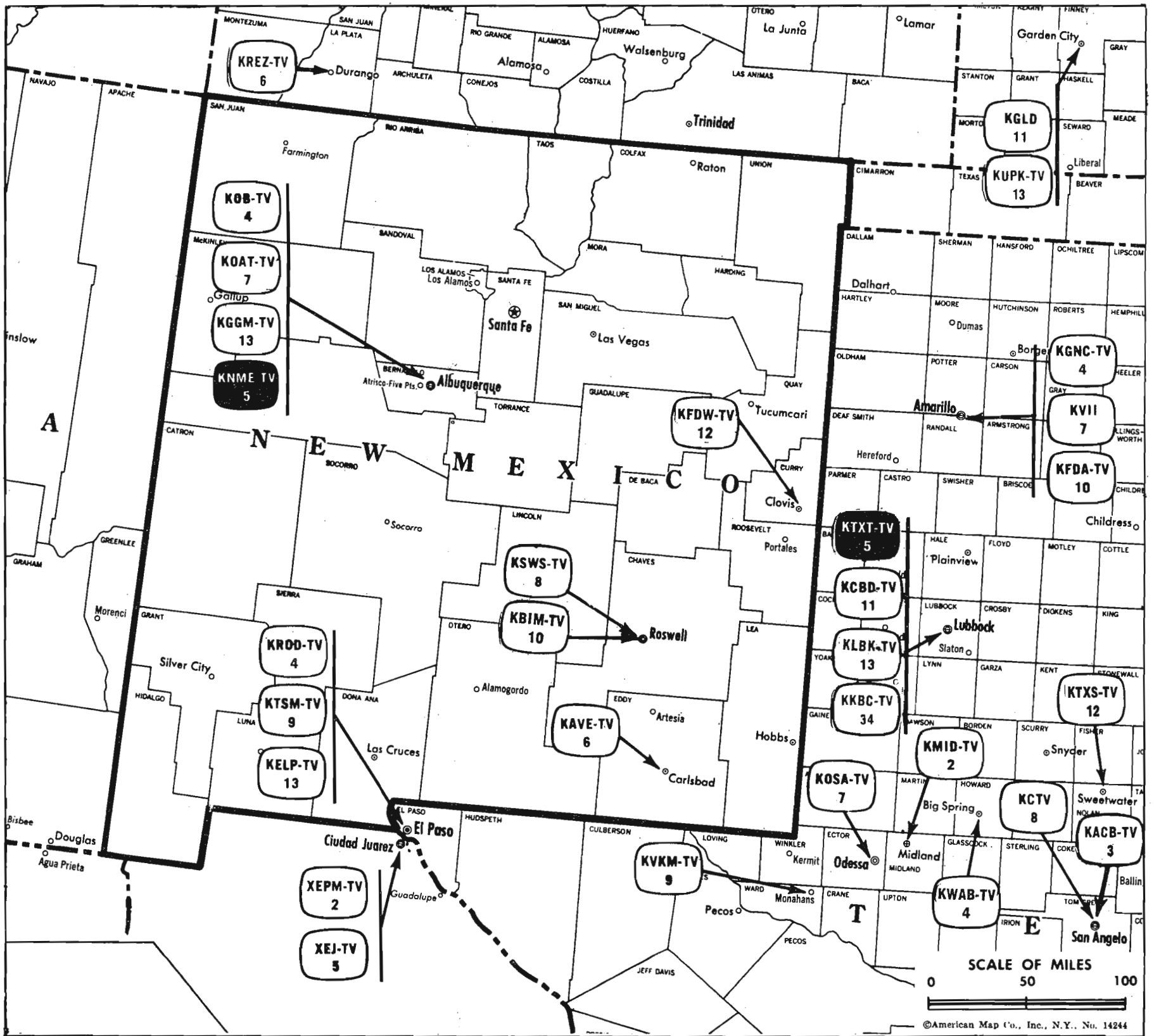
Radio Television CATV

116 Central Park South

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# New Mexico



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Albuquerque	178,000	103	269,700	132	240,900	132
Roswell	59,000	181	120,100	186	111,400	186

## New Mexico Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	7	0	7
Educational Television Stations	1	0	1
			8

State Educational Facilities  
see page for KAVE-TV, Carlsbad, N.M.

# New Mexico—Albuquerque



**KGGM-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Studio: 14th & Coal SW.

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

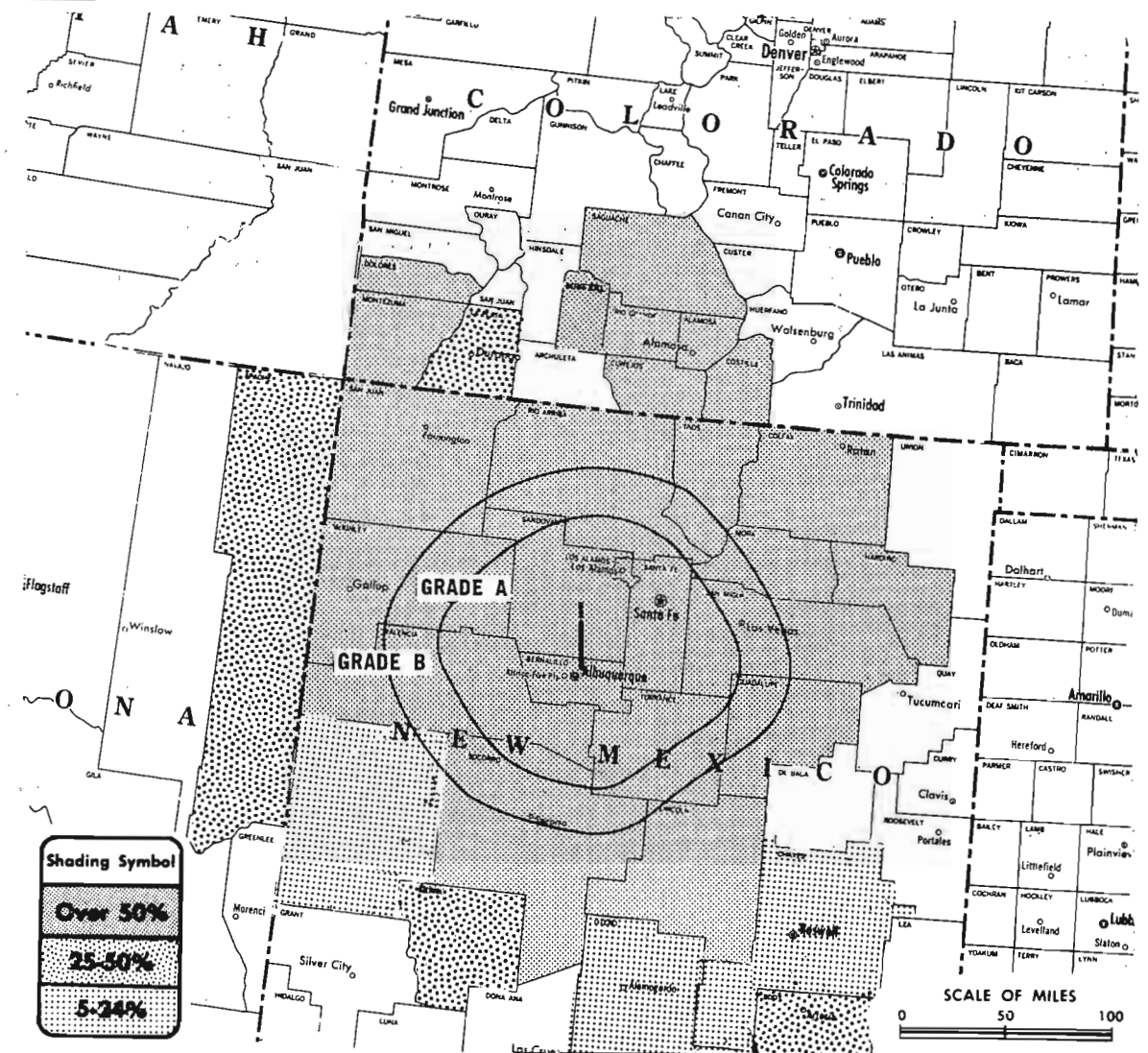
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KGGM-TV Ref: FCC File No. BPCT-2178 Granted 9/18/56

©American Map Co., Inc., N.Y., No. 14244

## KGGM-TV

Licensee: New Mexico Bcstg. Co. Inc., Box 1294 (87103).

Telephone: 505-243-2285. TWX No.: 910-989-1676.

Ownership: A. R. Hebenstreit, 62.21%; Bruce Hebenstreit, pres.; Mrs. A. R. Hebenstreit, v.p.; N. M. Switzer, secy.; Lucretia Douglas, treas.; S. P. Vidal, 11.30%; Maurice Liberman, 5.60%; Clinton P. Anderson, 5.54%; Sherburne P. Anderson, 2.37%; Nancy Anderson Roberts, 2.26%; P. J. Vidal, 1.40%; and 24 others less than 1% each. Also owns KVSF, Santa Fe.

Began Operation: Oct. 4, 1953.

Represented (sales) by Blair TV; John L. McGuire & Co. (Denver).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

BRUCE HEBENSTREIT, president, general manager & film buyer.

W. O. (BILL) EDHOLM, general sales manager.

ROBERT VAN DRIEL, program manager & promotion director.

GEORGE LODIN, chief engineer.

C. L. HOLGERSON, operations manager.

### DIGEST OF RATE CARD NO. 15 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	ID
Class AA—5:30-10:30 p.m., daily.					
\$600.00	\$330.00	\$180.00	\$158.00	\$130.00*	\$65.00*

\*Class AA—6:30-10 p.m., Mon.-Fri.; 5:30-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$425.

For List of Color Equipped Stations

see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>COLORADO</b>				
		Alamosa	3,100	2,700	86
		Conejos	2,100	1,800	84
		Costilla	1,300	900	70
		Dolores	600	400	69
		Mineral	200	100	74
		Montezuma	4,900	4,300	87
		Rio Grande	2,600	2,200	84
		Saguache	800	600	81
		<b>NEW MEXICO</b>			
		Bernalillo	90,000	85,600	95
		Colfax	3,800	3,200	84
		Guadalupe	1,400	1,200	82
		Harding	500	300	74
Between 25-50%		Lincoln	2,400	2,100	87
		Los Alamos	4,000	3,800	95
		Mc Kinley	8,800	6,900	78
		Mora	1,000	600	65
		Rio Arriba	5,300	4,200	80
		Sandoval	3,000	2,500	83
		San Juan	16,700	13,900	83
		San Miguel	4,500	3,600	79
		Santa Fe	12,700	11,500	91
		Socorro	2,600	2,400	92
Between 5-24%		Taos	4,400	3,300	75
		Torrance	1,600	1,400	86
		Valencia	11,100	10,600	96
Between 25-50%	<b>ARIZONA</b>				
		Apache	7,100	4,800	68
	<b>COLORADO</b>				
	La Plata	6,700	5,800	87	
Between 5-24%	<b>NEW MEXICO</b>				
		Eddy	15,100	14,100	94
		Sierra	3,000	2,500	82
Between 5-24%	<b>NEW MEXICO</b>				
		Catron	500	400	70
		Chaves	18,200	17,100	94
	Otero	12,200	11,300	93	

Station Totals	252,200	226,100	90
Net Weekly Circulation (March 1967)			165,900
Average Daily Circulation (March 1967)			126,900

# New Mexico—Albuquerque



**KOAT-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 73.5-kw visual, 14.65-kw aural. Antenna: 4240-ft. above av. terrain, 257-ft. above ground, 10,852-ft. above sea level.

Latitude 35° 12' 53"  
Longitude 106° 27' 1.3"

Transmitter: Sandia Crest.

Studio: 1377 University Blvd., N.E.

Telephone: 505-247-0101.

TWX No.: 505-243-8364.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by Hogan & Hartson.

Total Households: © SRDS

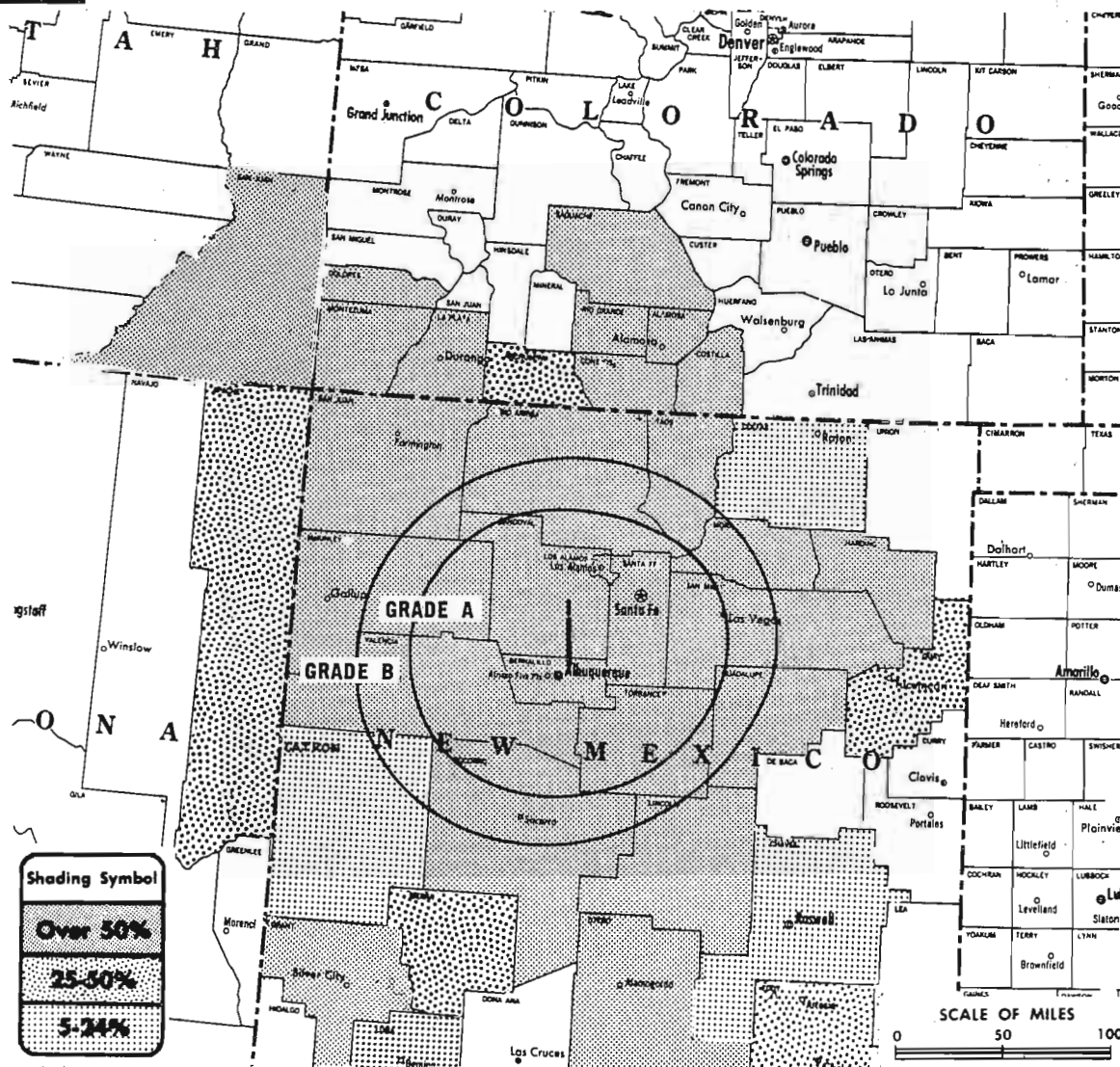
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



KOAT-TV Ref: FCC File No. BMPCT-3777 Granted 5/3/56

©American Map Co., Inc., N.Y., No. 14244

## KOAT-TV

Licensee: WGAL Television Inc., 1377 University Blvd., N.E. (87106).

Ownership: WGAL Television Inc. For other interests see WGAL-TV, Lancaster, Pa.

Began Operation: Sept. 28, 1953. Sale to present owner by Alvarado Television Co. Inc., approved by FCC Jan. 23, 1963 (BALCT-196). Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Television Digest, Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by The Meeker Co. Inc.; Mario Messina Co. (Dallas); Bob Hix Co. (Denver); Eugene F. Gray Co. (Kansas City, Mo.); Busby, Finch & Woods (Atlanta).

Represented (engineering) by James C. McNary.

Personnel:

- CLAIR R. McCOLLOUGH, president.
- MAX SKLOWER, station & sales manager.
- HOWARD MORGAN, operations manager & film buyer.
- JOE WILLIAMS, promotion manager.
- RICHARD KNIPFING, news director.
- JAMES SHARMAN, chief engineer

### DIGEST OF RATE CARD NO. 15 (July 1, 1967)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AAA—6:59-9:31 p.m., daily.  
\$420.00 \$252.00 \$168.00 \$200.00 \$120.00 \$101.00 \$60.00  
NETWORK BASE HOURLY RATE: \$425.

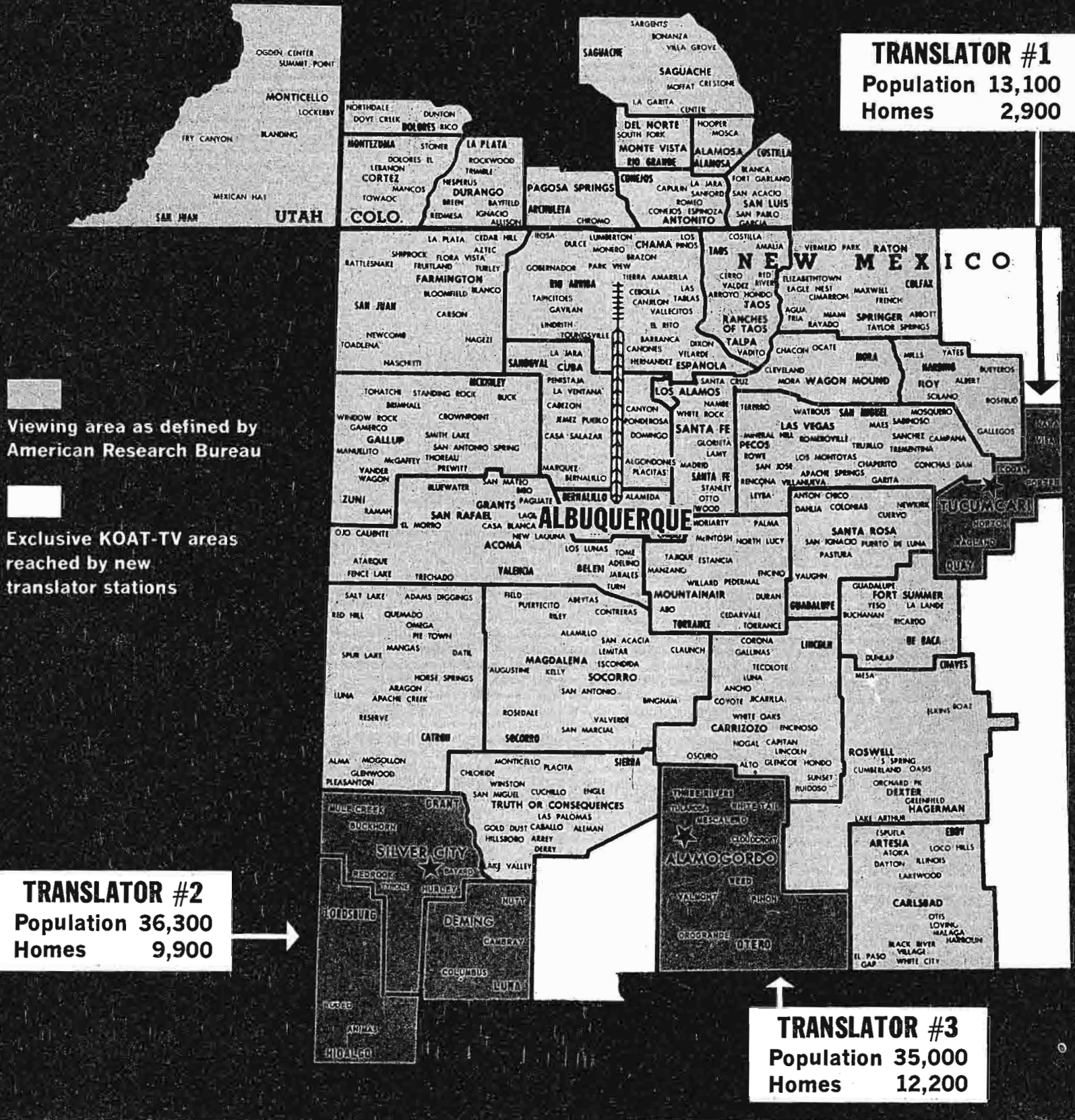
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO</b>			
	Alamosa	3,100	2,700	86
	Conejos	2,100	1,800	84
	Costilla	1,300	900	70
	Dolores	600	400	69
	La Plata	6,700	5,800	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>COLORADO—(Continued)</b>			
	Montezuma	4,900	4,300	87
	Rio Grande	2,600	2,200	84
	Saguache	800	600	81
	<b>NEW MEXICO</b>			
	Bernalillo	90,000	85,600	95
	Grant	5,700	4,800	85
	Guadalupe	1,400	1,200	82
	Harding	500	300	74
	Lincoln	2,400	2,100	87
	Los Alamos	4,000	3,800	95
	Mc Kinley	8,800	6,900	78
	Mora	1,000	600	65
	Otero	12,200	11,300	93
	Rio Arriba	5,300	4,200	80
	Sandoval	3,000	2,500	83
	San Juan	16,700	13,900	83
	San Miguel	4,500	3,600	79
	Santa Fe	12,700	11,500	91
	Socorro	2,600	2,400	92
	Taos	4,400	3,300	75
Torrance	1,600	1,400	86	
Valencia	11,100	10,600	96	
<b>UTAH</b>				
San Juan	2,800	2,100	77	
<b>Between 25-50%</b>	<b>ARIZONA</b>			
	Apache	7,100	4,800	68
	<b>COLORADO</b>			
	Archuleta	800	700	79
	<b>NEW MEXICO</b>			
Eddy	15,100	14,100	94	
Quay	2,900	2,500	86	
Sierra	3,000	2,500	82	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Catron	500	400	70
	Chaves	18,200	17,100	94
	Colfax	3,800	3,200	84
Luna	2,900	2,600	89	
<b>Station Totals</b>		<b>267,100</b>	<b>238,700</b>	<b>89</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>178,000</b>
<b>Average Daily Circulation (March 1967)</b>				<b>124,700</b>



# ONLY **KOAT-TV** DELIVERS THE STATE OF NEW MEXICO

## ALBUQUERQUE, N. M.



Max Sklower, Mgr.

Three **EXCLUSIVE** areas are now reached through the instantaneous rebroadcast of KOAT-TV programs by new translator stations. This increases audience reach by 25,000 homes\*. KOAT-TV: the one and only way to sell all of New Mexico.

\*Based on ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

**Representatives:**

- The MEEKER Company, Inc. New York/Chicago/Los Angeles/San Francisco
- MARIO MESSINA Company Dallas
- BOB HIX COMPANY Denver
- BUSBY, FINCH & WOODS Atlanta

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.  
 KOAT-TV Albuquerque, N.M. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

# New Mexico—Albuquerque



**KOB-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 27-kw visual, 5.37-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt.

Latitude 35° 12' 42"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

TV tape: Recording facilities.

AM Affiliate: KOB, 50-kw (25-kw night), 770 kc (NBC).

FM Affiliate: KOB-FM, 8.2-kw, 93.3 mc (No. 227), 4150-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (engineering) by A. D. Ring & Associates.

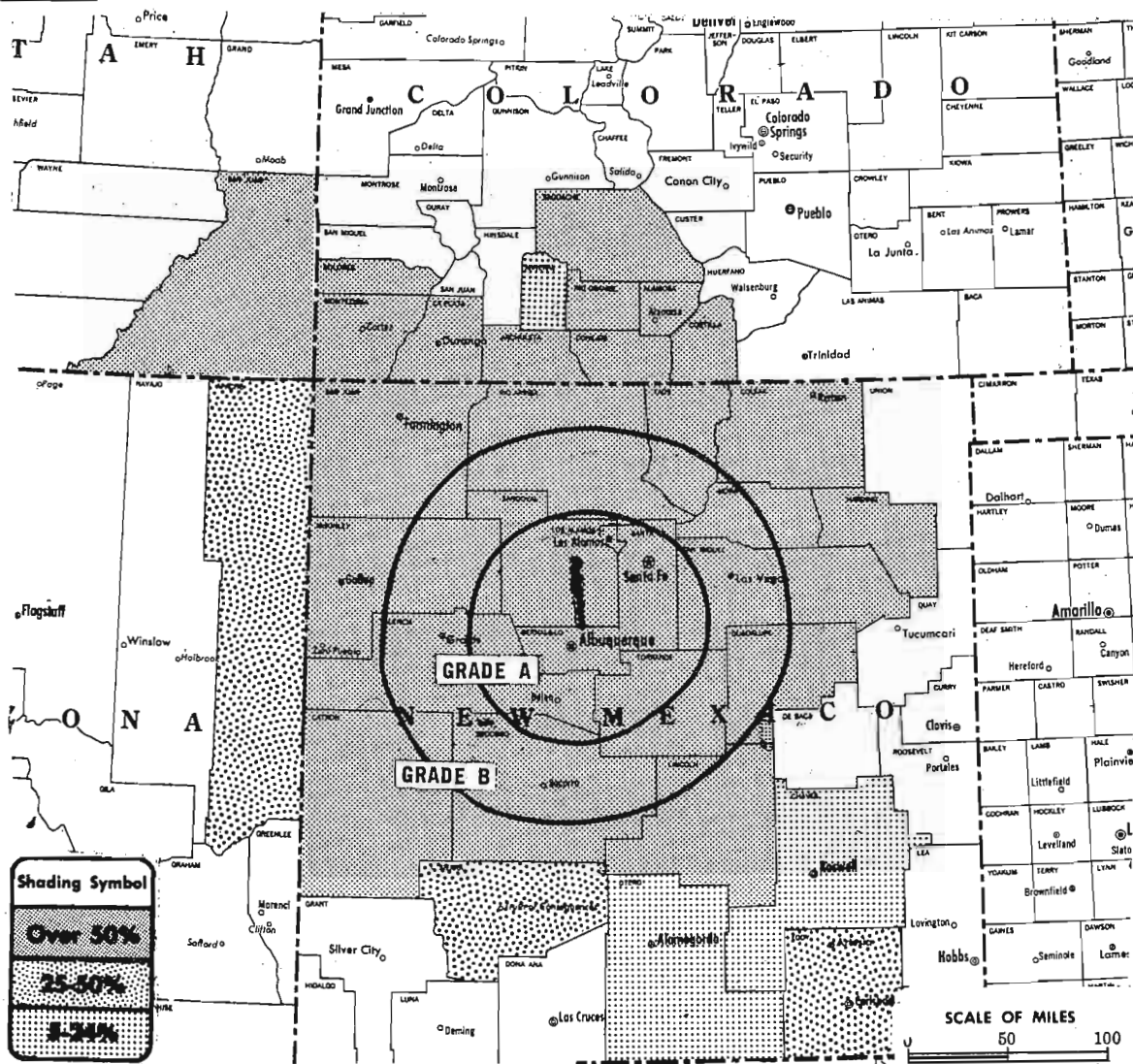
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KOB-TV Ref: FCC File No. BPCT-1693 Granted 6/2/53

©American Map Co., Inc., N.Y., No. 14244

## KOB-TV

Licensee: Hubbard Broadcasting Inc.

Studio: 1430 Coal Ave., S.W. (87104).

Telephone: 505-243-4411. TWX No.: 910-989-1682.

Ownership: See KSTP-TV, St. Paul-Minneapolis, Minn.

Began Operation: Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

- STANLEY S. HUBBARD, president.
- STANLEY E. HUBBARD, chairman of the board.
- JERRY DANZIGER, general manager.
- DAVE HERMAN, sales manager.
- HARRY NORVIEL, production manager.
- RANDA TOPPINO, promotion & merchandising director.
- FERN BIBEAU, technical operations.

### DIGEST OF RATE CARD NO. 2—(Sept. 10, 1967)

Hour 30 Min. 15 Min. 5 Min. Min.-20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$540.00 \$325.00 \$200.00 \$133.00 Graded rates apply\*

\*Highest rate: \$228.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO			
	Alamosa	3,100	2,700	86
	Archuleta	800	700	79
	Conejos	2,100	1,800	84
	Costilla	1,300	900	70
	Dolores	600	400	69

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	COLORADO—(Continued)			
	La Plata	6,700	5,800	87
	Montezuma	4,900	4,300	87
	Rio Grande	2,600	2,200	84
	Saguache	800	600	81
	NEW MEXICO			
	Bernalillo	90,000	85,600	95
	Catron	500	400	70
	Colfax	3,800	3,200	84
	Guadalupe	1,400	1,200	82
	Harding	500	300	74
	Lincoln	2,400	2,100	87
	Los Alamos	4,000	3,800	95
	Mc Kinley	8,800	6,900	78
	Mora	1,000	600	65
	Rio Arriba	5,300	4,200	80
	Sandoval	3,000	2,500	83
San Juan	16,700	13,900	83	
San Miguel	4,500	3,600	79	
Santa Fe	12,700	11,500	91	
Socorro	2,600	2,400	92	
Taos	4,400	3,300	75	
Torrance	1,600	1,400	86	
Valencia	11,100	10,600	96	
UTAH				
San Juan	2,800	2,100	77	
Between 25-50%	ARIZONA			
	Apache	7,100	4,800	68
	NEW MEXICO			
Eddy	15,100	14,100	94	
Sierra	3,000	2,500	82	
Between 5-24%	COLORADO			
	Mineral	200	100	74
	NEW MEXICO			
Chaves	18,200	17,100	94	
Otero	12,200	11,300	93	
Station Totals		255,800	228,900	89
Net Weekly Circulation (March 1967)				175,400
Average Daily Circulation (March 1967)				129,800

# New Mexico—Carlsbad



## KAVE-TV

Ch. 6

[Satellite of KVKM-TV, Monahans, Tex.]

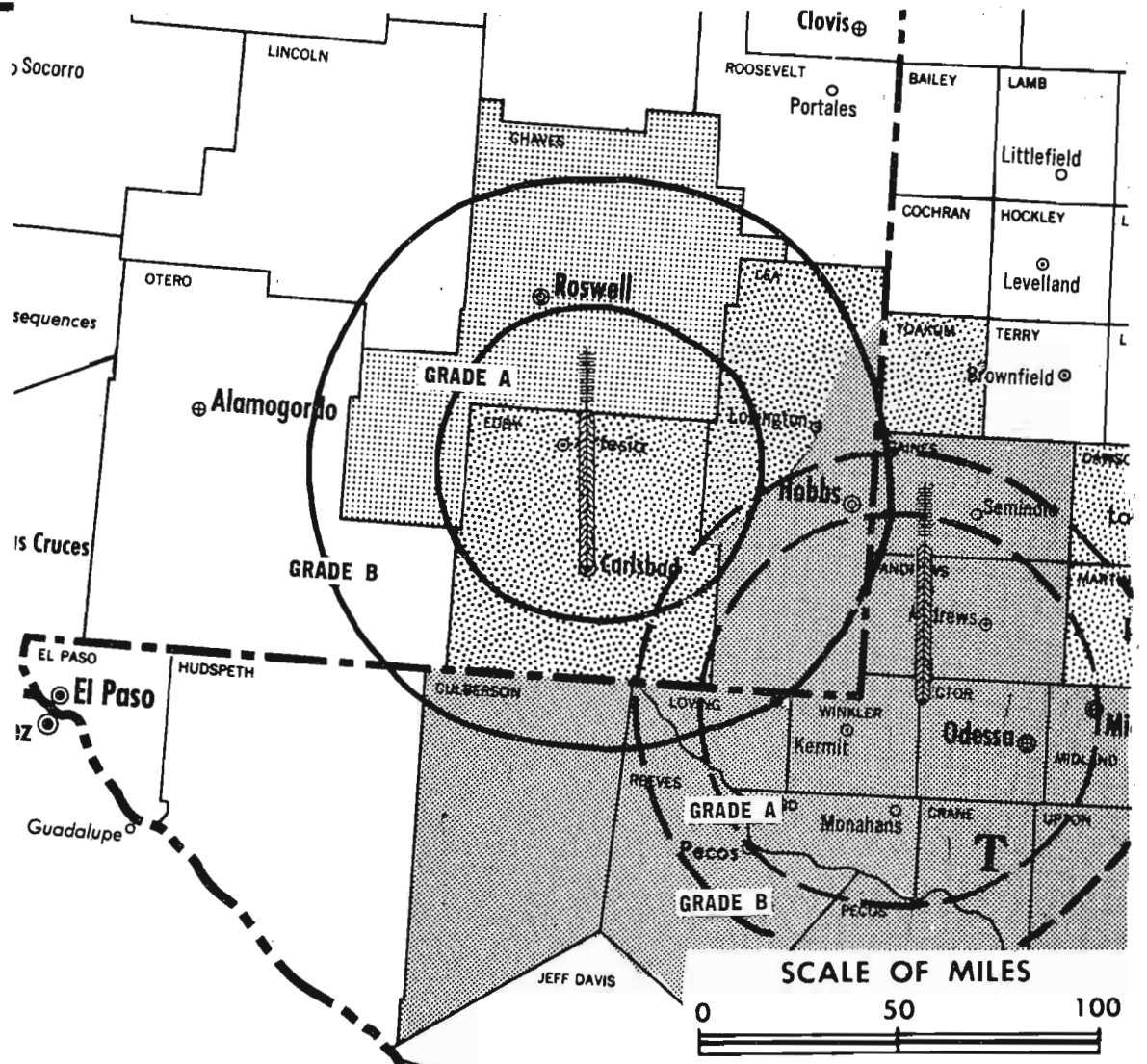
Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1198-ft. above av. terrain, 1043-ft. above ground, 4754-ft. above sea level.

Latitude 32° 47' 39"  
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rt. 83.

Color: Network, live, film & slide.

News Wire Service: UPI.



County coverage (shaded areas) based on 1967 ARB study.

KAVE-TV Ref: FCC File No. BPCT-3488 Granted 8/3/65

©American Map Co., Inc., N.Y., No. 14244

## KAVE-TV

Network Service: ABC.

Licensee: John B. Walton Jr., Drawer K, Monahans, Tex. (79756).

Ownership: See KVKM-TV, Monahans, Tex.

Began Operation: Aug. 24, 1956. Sale to present owner by John Deme approved Sept. 7, 1966 by FCC (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 by FCC (Vol. 3:9, 25). Sale of control by Mrs. Nancy H. Battison to Talbott group approved Feb. 20, 1958 by FCC (Vol. 14:2, 8).

Represented (sales) by Clyde Melville Co. (Southwest).

Represented (legal) by Marcus Cohn.

Personnel:

JOHN B. WALTON JR., general manager & film buyer.  
ED MATEO, chief engineer.

### DIGEST OF RATE CARD NO. 4

(Feb. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$130.00	\$78.00	\$52.00	\$35.75	\$26.00	\$19.50
NETWORK BASE HOURLY RATE:	\$100.					

ARB Data: Figures are included with parent KVKM-TV, Monahans. The above map reflects coverage of both parent & satellite.

State Educational Technical Facilities  
(Complete Data in Educational Directory)

## KNME-TV

Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 44"  
Longitude 106° 26' 58"



# New Mexico—Clovis



**KFDW-TV**



Ch. 12

[Satellite of KFDA-TV,  
Amarillo, Tex.]

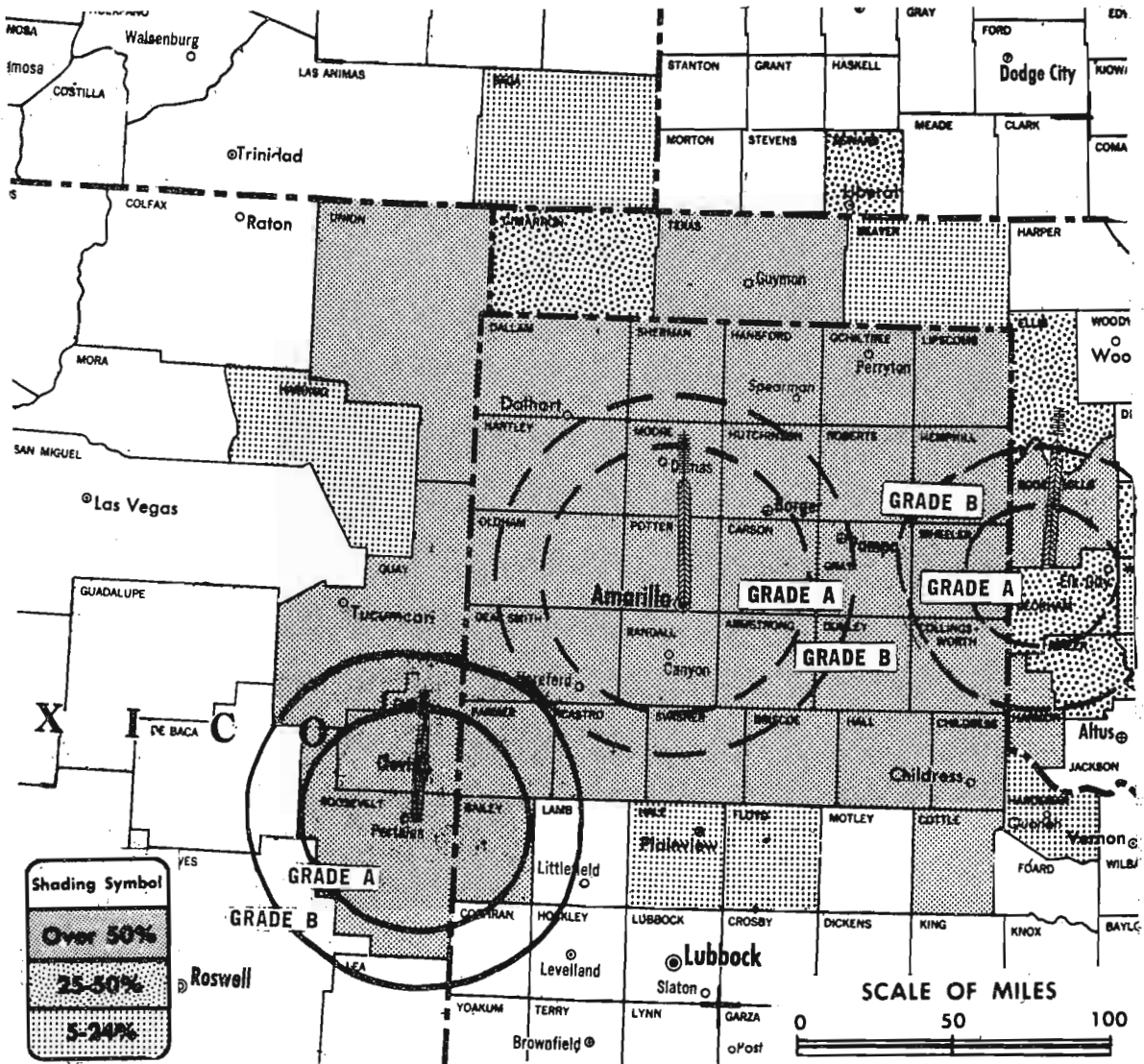
Technical Facilities: Channel No. 12  
(204-210 mc). Authorized power:  
30.2-kw visual, 6.03-kw aural.  
Antenna: 210-ft. above av. ter-  
rain, 240-ft. above ground, 4495-  
ft. above sea level.

Latitude 34° 24' 30.5"  
Longitude 103° 11' 14.9"

Holds CP for change to 178-kw  
visual, 35.5-kw aural, 670-ft.  
above av. terrain, 719-ft. above  
ground, 4749-ft. above sea level,  
lat. 34° 11' 34", long. 103° 16'  
44"; transmitter to 3.4-mi. ENE  
of center of Portales, .55-mi. NE  
of State Rt. 88, near Portales,  
N.M. BMPCT—6454.

Transmitter: 1000 Sycamore St.

Color: Network, film, slide & tape.



County coverage (shaded areas) based on 1965  
ARB study.

KFDW-TV Ref: FCC File No. BMPCT—3914 Granted 6/6/56  
CP: BMPCT—6454 Granted 6/7/67

©American Map Co., Inc., N.Y., No. 14244

## KFDW-TV

Network Service: CBS.

Licensee: Bass Broadcasting Co., Box 1400, Amarillo, Tex. (79105).

Studio: 1000 Sycamore St.

Telephone: 505-762-3071.

Ownership: See KFDA-TV, Amarillo, Texas.

Began Operation: Dec. 2, 1956. Sale to present owner by Marshall Enterprises Inc. approved Jan. 22, 1964 by FCC (Addenda 33-YY). Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Television Digest, Vol. 15:38, 43).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JERRY FISHER, resident-engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

ARB Data For This Station Included With Parent  
KFDA-TV, Amarillo, Tex. Above Map Shows  
Coverage For Both Parent & Satellite.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151



# New Mexico—Roswell



**KBIM-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 35.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

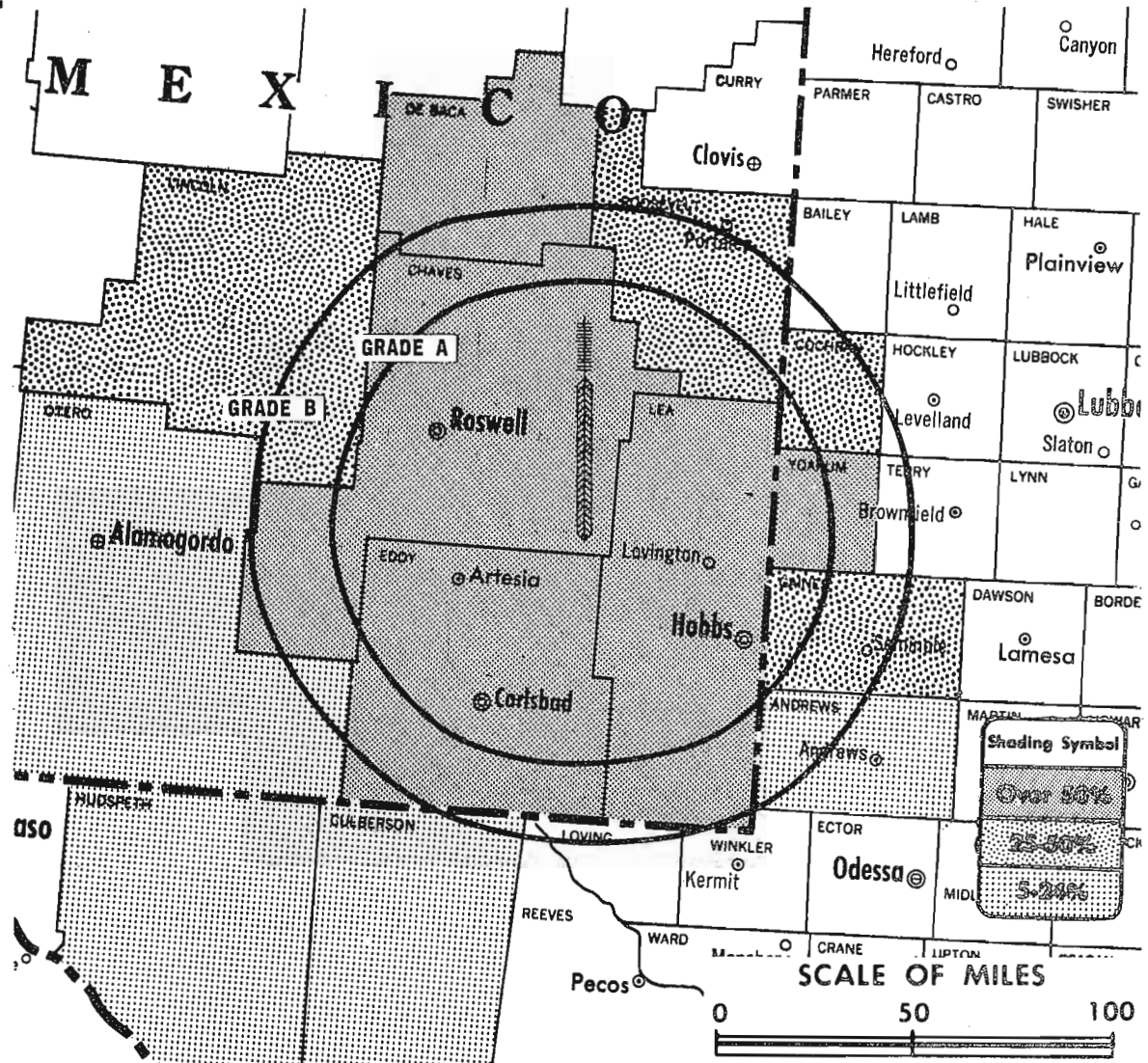
Latitude 33° 03' 20"  
Longitude 103° 49' 12"

Transmitter: 29½-mi. E of Hagerman, N.M.

TV tape: Recording facilities.

Color: Network, slide & film.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

KBIM-TV Ref: FCC File No. BMPCT-6088 Granted 7/14/65

© American Map Co., Inc., N.Y., No. 14244

## KBIM-TV

Licensee: Taylor Broadcasting Co., Box 910.

Studio: 308 North Main. Telephone: 505-622-2120.

Ownership: W. C. Taylor, pres. & treas., 50%; Homer F. Glover, v.p., 5.7%; Gene Reischman, secy., 27.3%; J. Kenneth Smith, 11.3%; J. Raymond Harris, 5.7%. All also have interest in radio KBIM & FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

W. C. TAYLOR, president.  
G. F. (JUD) ROBERTS, executive v.p.  
W. H. BAILEY, station manager.  
E. C. RADER, chief engineer.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$210.00	\$120.00	\$80.00	\$50.00	\$40.00	\$25.00
NETWORK BASE HOURLY RATE: \$200.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW MEXICO</b>			
	Chaves	18,200	17,100	94
	De Baca	800	700	89
	Eddy	15,100	14,100	94
	Lea North	5,000	4,700	93
	Lea South	12,900	11,900	93
<b>Between 25-50%</b>	<b>TEXAS</b>			
	Yoakum	2,600	2,500	96
	<b>NEW MEXICO</b>			
<b>Between 5-24%</b>	Lincoln	2,400	2,100	87
	Roosevelt	5,100	4,600	91
	<b>TEXAS</b>			
	Cochran	1,800	1,700	93
Gaines	4,100	3,900	94	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Otero	12,200	11,300	93
	<b>TEXAS</b>			
	Andrews	3,800	3,500	93
Culberson	800	700	84	
Hudspeth	500	400	78	
<b>Station Totals</b>		<b>85,300</b>	<b>79,200</b>	<b>93</b>
Net Weekly Circulation (March 1967)			50,700	
Average Daily Circulation (March 1967)			37,100	

# New Mexico—Roswell



**KSWs-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"  
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

Color: Network, live, film & slide.

News Wire Service: UPI. Facsimile Service: UPI.

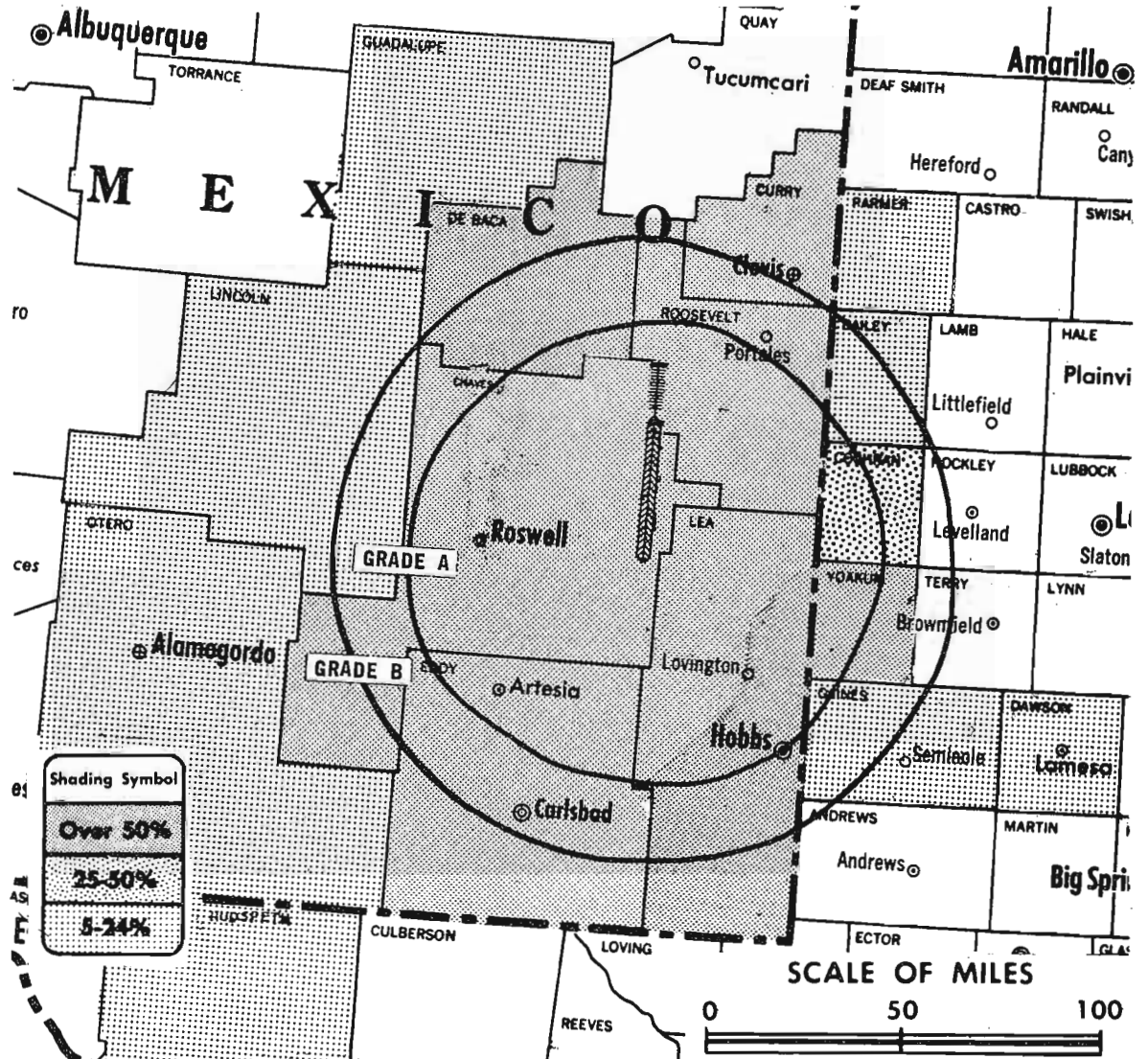
Telephone: 505-622-6450.

TWX No.: 505-622-9017.

Represented (engineering) by Gautney & Jones.

AM Affiliate: KSWs, 1020 kc, 50-kw (10-kw night).

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KSWs-TV-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63

©American Map Co., Inc., N.Y., No. 14244

## KSWs-TV

Network Service: NBC.

Licensee: John A. Barnett Estate, Box 670.

Studio: 1717 W. Second St. (88201).

Ownership: John A. Barnett Estate, 100%. Frances May Barnett, Paul B. McEvoy & John A. Barnett Jr., executors. Note: Sale pending.

Began Operation: June 24, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Koteen & Burt.

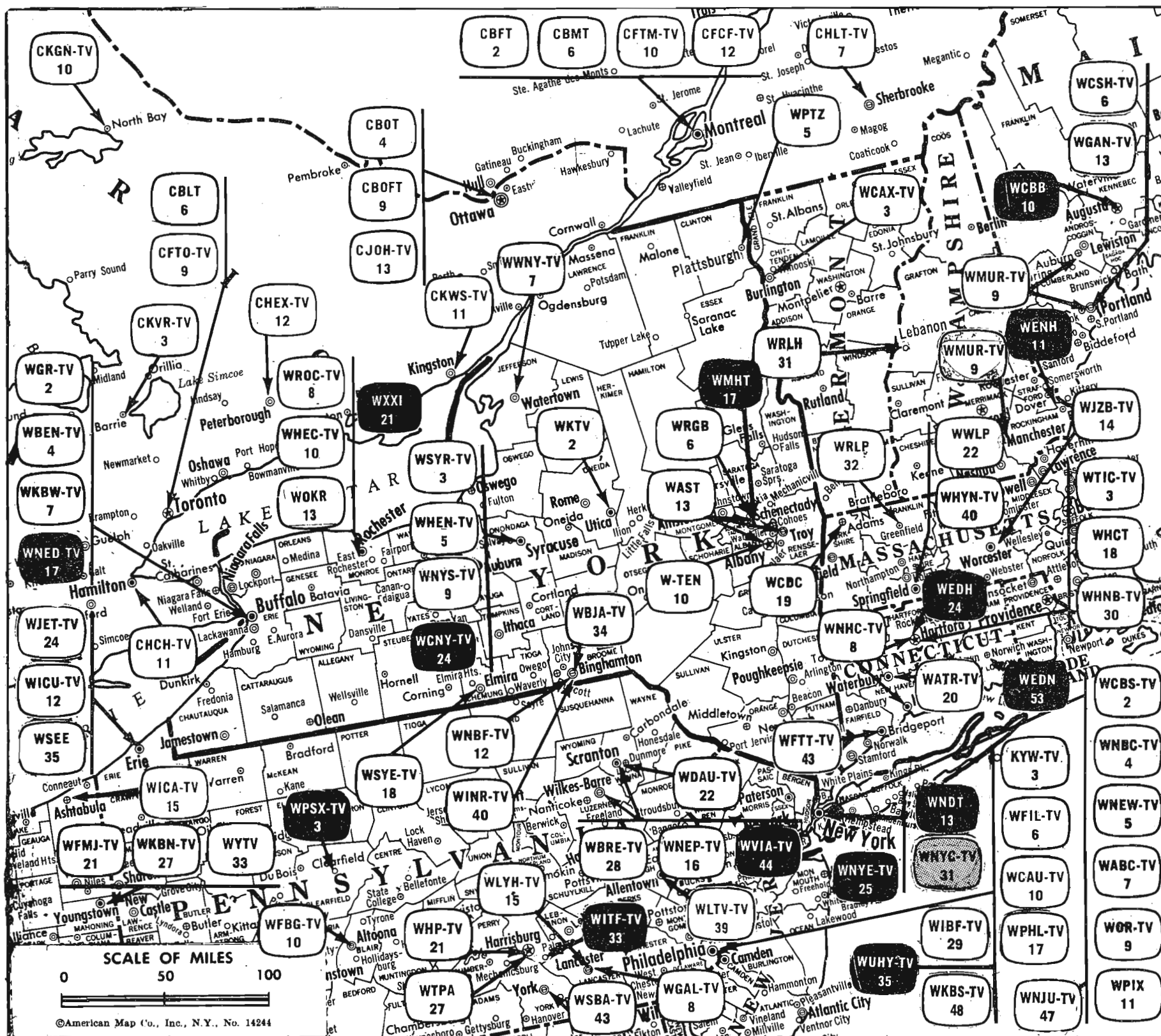
Personnel:

JOHN A. BARNETT JR., general manager.  
PAUL B. McEVoy, manager of broadcasting.  
C. MAE WINSETT, program director.  
LEWIS M. FITTS, production director.  
GORDON E. LACK, assistant sales manager.  
WILLIAM E. KOLB, chief engineer.

### DIGEST OF RATE CARD NO. 15 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-9 p.m., daily.						
\$275.00	\$165.00	\$110.00	\$77.00	\$65.00	\$50.00	\$30.00
NETWORK BASE HOURLY RATE: \$325 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Chaves	18,200	17,100	94
	Curry	10,400	9,600	92
	De Baca	800	700	89
	Eddy	15,100	14,100	94
	Lea North	5,000	4,700	93
	Lea South	12,900	11,900	93
	Roosevelt	5,100	4,600	91
Between 25-50%	TEXAS			
	Yoakum	2,600	2,500	96
Between 5-24%	NEW MEXICO			
	Guadalupe	1,400	1,200	82
	Lincoln	2,400	2,100	87
	Otero	12,200	11,300	93
	TEXAS			
	Bailey	3,100	2,900	93
	Dawson	5,700	5,200	91
	Gaines	4,100	3,900	94
	Hudspeth	500	400	78
	Parmer	3,500	3,300	92
Station Totals		104,800	97,200	93
Net Weekly Circulation (March 1967)				59,000
Average Daily Circulation (March 1967)				43,400



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
New York City	5,601,500	1	6,858,200	1	6,576,500	1
Buffalo	623,200	21	962,400	33	927,800	32
Syracuse	475,000	34	735,100	42	702,700	42
Albany-Schenectady-Troy	441,300	42	1,008,400	27	961,500	27
Rochester	295,300	64	474,300	83	453,500	81
Binghamton	218,900	87	519,100	73	493,000	72
Plattsburgh-Burlington	157,600	110	246,100	142	233,800	137
Utica	157,200	111	647,500	58	620,600	53
Watertown-Carthage	62,400	177	208,000	148	199,000	147

Additional State Data on the next pages

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## **WNED-TV**

**Buffalo**

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14203).

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"

## **WNED-TV**

**New York-Newark**

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York (10019).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 174-kw visual, 34.7-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"

## **WNYE-TV**

**New York**

Ch. 25

Non-Commercial Educational Station

Grantee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 661-kw max. and 589-kw horizontal visual, 131-kw max. and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude 40° 41' 21"  
Longitude 73° 58' 37"

## **WXXI**

**Rochester**

Ch. 21

Non-Commercial Educational Station

Licensee: Rochester Area ETV Association Inc., 410 Alexander St., Rochester (14607).

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

## **WMHT**

**Schenectady**

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Riverside School, Front St., Schenectady, N.Y. (12305).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 209-kw max. and 186-kw horizontal visual, 42.7-kw max. and 37.1-kw horizontal aural. Antenna: 923-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

## **WCNY-TV**

**Syracuse**

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088).

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"



**New York Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
☐ Commercial Television Stations	22	5	27
● Educational Television Stations	1	5	6
☐ Non-commercial TV Stations	0	1	1
			<b>34</b>

**WNYC-TV  
New York  
Ch. 31**

Non-Commercial Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

Studio: Municipal Bldg. Transmitter: Empire State Bldg.

Telephone: 566-2115.

Technical Facilities: Channel No. 31 (572-578 mc). Authorized power: 890-kw visual, 433-kw aural. Antenna: 1294-ft. above av. terrain, 1380-ft. above ground, 1330-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: AP, UPI.

AM Affiliate: WNYC (830 kc). FM Affiliate: WNYC-FM (93.9 mc).

Ownership: City of New York Municipal Bcstg. System.

Began Operation: November 1, 1962.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Ron Culver.

Personnel:

SEYMOUR N. SIEGEL, director & general manager.  
BERNARD BUCK, TV program manager.  
FRANK ROSA, film buyer.  
MORRIS K. KUNINS, chief engineer.  
JOHN De PROSPO, exec. officer.

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WRGB**

Albany

(See Schenectady, N.Y.)

**WWNY-TV**

Carthage

(See Watertown, N.Y.)

**WCAX-TV**

Plattsburgh

(See Burlington, Vt.)

**WAST & WTEN**

Schenectady

(See Albany, N.Y.)

**WABC-TV, New York  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	NEW JERSEY Warren	21,600	20,800	96
	PENNSYLVANIA Monroe	13,600	13,000	96
	Wayne	7,700	7,000	91
<b>Between 5-24 %</b>	NEW JERSEY Burlington	73,300	71,700	98
	PENNSYLVANIA Bucks	101,400	99,000	98
	Lehigh	72,800	70,200	96
	Northampton	61,900	59,400	96

**WCBS-TV, New York  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	NEW JERSEY Mercer	87,100	83,800	96
	Warren	21,600	20,800	96
	PENNSYLVANIA Monroe	13,600	13,000	96
	Wayne	7,700	7,000	91
<b>Between 5-24 %</b>	CONNECTICUT Middlesex	30,300	29,000	96
	NEW JERSEY Burlington	73,300	71,700	98
	PENNSYLVANIA Bucks	101,400	99,000	98
	Lehigh	72,800	70,200	96
	Luzerne	101,400	98,000	97
	Northampton	61,900	59,400	96
	Tioga	11,200	10,300	92
	Union	7,300	6,500	90

**WNBC-TV, New York  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	CONNECTICUT Middlesex	30,300	29,000	96
	PENNSYLVANIA Bucks	101,400	99,000	98
	Luzerne	101,400	98,000	97
	Northampton	61,900	59,400	96
	Schuylkill	49,400	46,900	95

**WTEN, Albany  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	VERMONT Addison	5,500	5,100	93
	MASSACHUSETTS Franklin	17,300	16,000	93
	Hampshire	29,800	28,200	95
<b>Between 5-24 %</b>	NEW HAMPSHIRE Cheshire	15,300	14,300	93
	NEW YORK Delaware	13,600	12,500	92
	Dutchess	57,100	54,400	95
	Otsego	16,800	15,700	93

# New York—Albany-Troy-Schenectady



**WAST**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 170-kw visual, 17-kw aural. Antenna: 1199-ft. above av. terrain, 765-ft. above ground, 1715-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

Transmitter: Bald Mt., Brunswick, N.Y.

Studio: 15 N. Pearl St., Menands, Albany.

TV tape: Recording facilities.

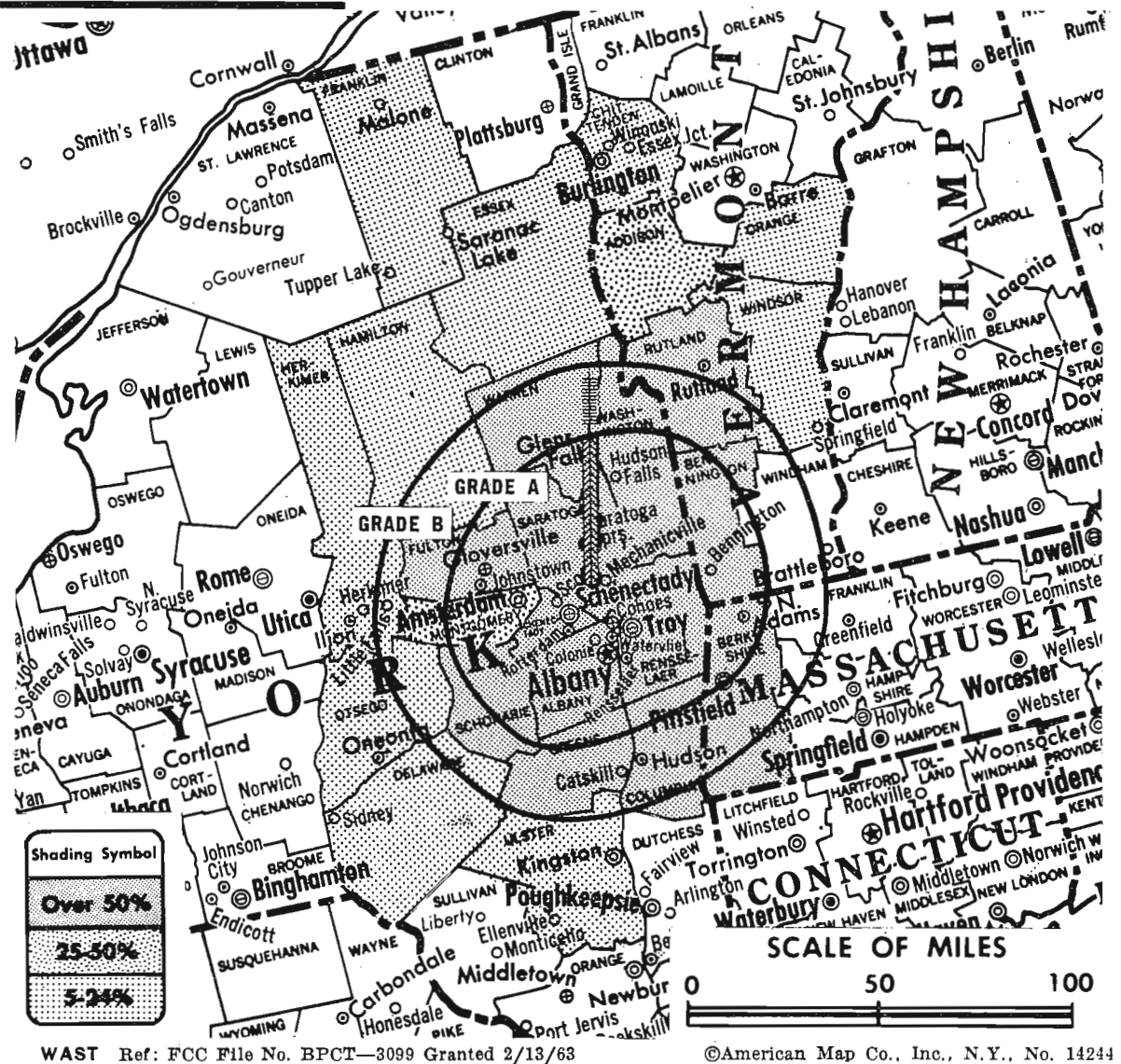
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



## WAST

Licensee: Van Curler Broadcasting Corp., Box 4035, Albany (12204).

Studio: 15 N. Pearl St., Menands, N.Y. (12204).

Telephone: 518-436-4791. TWX No.: 710-441-8282.

Ownership: Glen Alden Corp., 100%. Note: Sale to RKO General pends.

Began Operation: Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN E. CRAWFORD, general manager.  
JOHN J. MURPHY JR., general sales manager.  
WILLIAM J. SULLIVAN, operations manager.  
FRED D. SHAVOR, program manager.  
DONALD LaMONT, promotion manager.  
STEPHEN STANLEY, chief engineer.  
ARTHUR WOLDT, news editor.

### DIGEST OF RATE CARD 11A—(June 17, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$1000.00	\$600.00	\$400.00	\$250.00	\$250.00	\$125.00

NETWORK BASE HOURLY RATE: \$1050.

For Station-Owned Translators  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MASSACHUSETTS</b>				
		Berkshire	44,900	43,000	96
	<b>NEW YORK</b>				
		Albany	97,600	93,600	96
		Columbia	16,300	15,500	95
		Fulton	18,100	17,300	96
		Greene	10,900	10,400	96
		Rensselaer	48,000	45,900	96
		Saratoga	31,700	30,700	97
		Schenectady	54,900	53,100	97
		Schoharie	7,000	6,600	94
		Warren	15,400	14,500	95
		Washington	15,000	14,400	96
		<b>VERMONT</b>			
	Bennington	8,100	7,600	94	
	Rutland	14,100	13,300	94	
Between 25-50%	<b>NEW YORK</b>				
	Montgomery	19,100	18,200	95	
	<b>VERMONT</b>				
	Addison	5,500	5,100	93	
Between 5-24%	<b>NEW YORK</b>				
		Delaware	13,600	12,500	92
		Essex	10,800	10,300	95
		Franklin	13,400	12,600	94
		Hamilton	1,400	1,300	93
		Herkimer	22,200	21,200	96
		Otsego	16,800	15,700	93
		Ulster	44,000	41,100	93
		<b>VERMONT</b>			
		Chittenden	22,700	21,800	96
	Orange	4,500	4,200	93	
	Windsor	13,300	12,400	93	
<b>Station Totals</b>		<b>569,300</b>	<b>542,300</b>	<b>95</b>	
Net Weekly Circulation (March 1967)				<b>354,200</b>	
Average Daily Circulation (March 1967)				<b>242,000</b>	

# New York—Albany



**W-TEN**



Ch. 10

[Also operates satellite WCDC, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Helderberg Mt., New Scotland.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP. Facsimile Service: UPI. News Film Service: CBS.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kc (CBS).

ARB Data: Includes Satellite, WCDC, Adams, Mass.

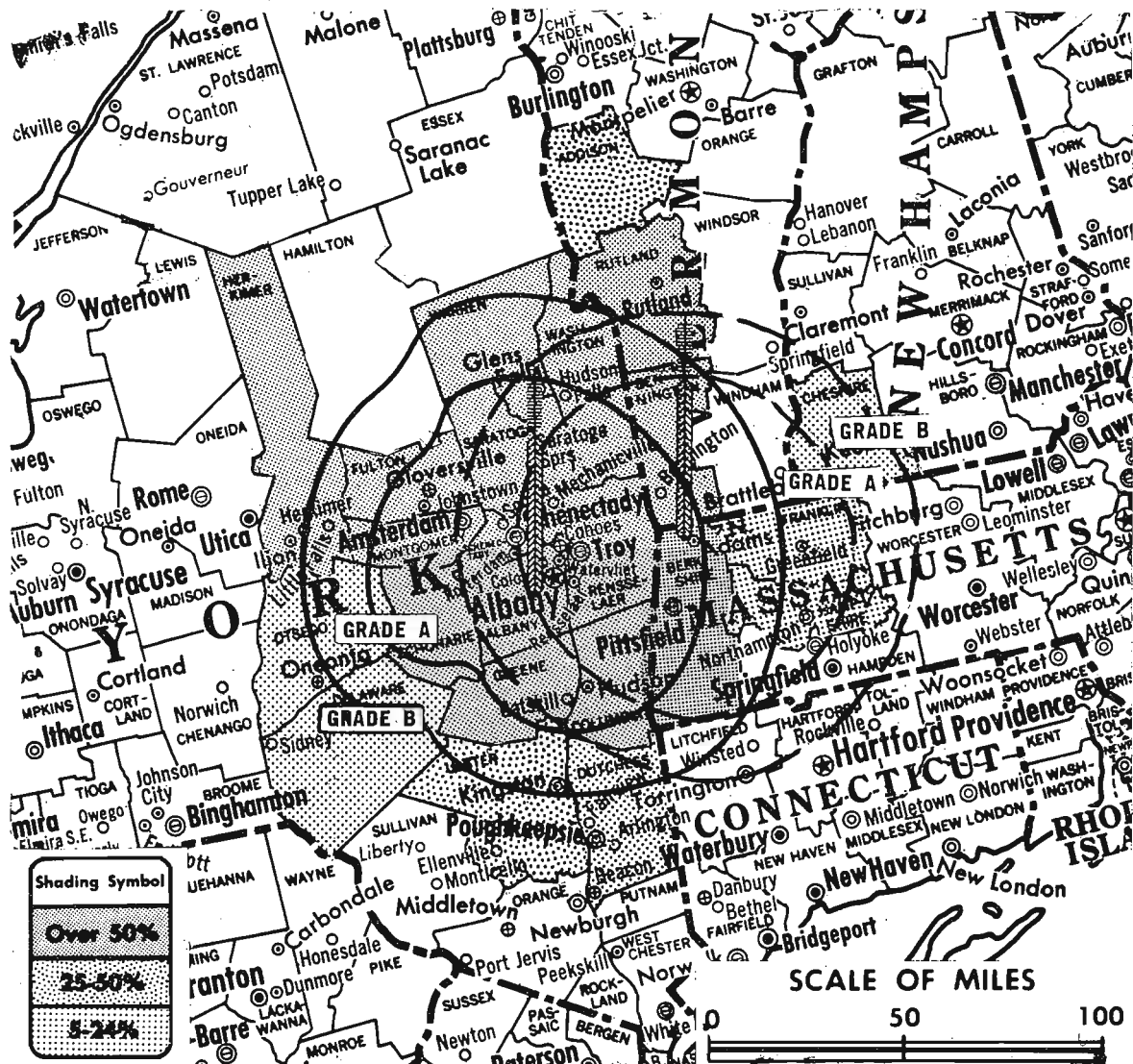
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



W-TEN Ref: FCC File No. BMPCT-5867-Granted 6/14/63.  
WCDC Ref: FCC File No. BMPCT-5087 Granted 9/10/58

©American Map Co., Inc., N.Y., No. 14244

## W-TEN

Grantee (STA): Capital Cities Bcstg. Corp., Box 10, Albany (12201).

Studio: 341 Northern Blvd., Albany.

Telephone: 518-436-4841.

TWX No.: 710-441-8203.

Ownership: Thomas S. Murphy, chairman & chief exec. officer, 10.97%; William J. Casey, v.p., 3.67%; Harmon L. Duncan, v.p., 2.10% (additional 1.90% held by wife Virginia); J. Floyd Fletcher, v.p., 3.32% (additional 1.75% held by wife Mildred); G. Dickler, secy., 1.55%; Robert I. Lipton, asst. secy.-treas., .19%; Lowell J. Thomas, director, 14.61%; John P. McGrath, director, 3.31%; Wm. S. Lasdon, director, 1.63%; Carl C. Council, director, .10% (pres. of radio WDNC, Durham, N.C., which owns 1.44%). Following are not officers: Dean P. Taylor, 2.17%; Josephine S. Sutland, 2.71%. Over 1000 stockholders. Capital Cities also operates uhf satellite WCDC, Adams, Mass. and is licensee of WTVD, Durham-Raleigh; WPRO & FM, Providence, R.I.; WKBW-TV & WKBW, Buffalo; WPAT (AM), Paterson, N.J.; WSAZ-TV & WSAZ, Huntington, W. Va.; KTRK-TV, Houston, Tex.; WJR & FM, Detroit, Mich.; KPOL & FM, Los Angeles.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

THOMAS S. MURPHY, chairman & chief executive officer.  
KENNETH M. JOHNSON, v.p. & general manager.  
PETER ORNE, general sales manager.  
DON WILBURN, promotion manager.  
JAMES MASUCCI, program director.  
THOMAS H. CURRAN, business manager.  
WILLIAM ORR, engineering manager.

## DIGEST OF RATE CARD NO. 18

(June 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—6:30-11:30 p.m., daily.					
\$1250.00	\$750.00	\$500.00	\$400.00*	\$350.00*	\$225.00*

\*Class A—8-10:30 p.m., Sun.-Fri.; 7:30-10:30 p.m., Sat. Rates include WCDC, Adams, Mass.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MASSACHUSETTS</b>				
		Berkshire	44,900	43,000	96
		<b>NEW YORK</b>			
		Albany	97,600	93,600	96
		Columbia	16,300	15,500	95
		Fulton	18,100	17,300	96
		Greene	10,900	10,400	96
		Herkimer	22,200	21,200	96
		Montgomery	19,100	18,200	95
		Rensselaer	48,000	45,900	96
		Saratoga	31,700	30,700	97
		Schenectady	54,900	53,100	97
		Schoharie	7,000	6,600	94
		Warren	15,400	14,500	95
		Washington	15,000	14,400	96
		<b>VERMONT</b>			
		Bennington	8,100	7,600	94
	Rutland	14,100	13,300	94	
Between 25-50%	<b>NEW YORK</b>				
		Hamilton	1,400	1,300	93
	Ulster	44,000	41,100	93	

(Continued on page 461-b)

Station Totals	624,100	593,900	95
Net Weekly Circulation (March 1967)			409,000
Average Daily Circulation (March 1967)			300,400

# New York—Schenectady-Albany-Troy



**WRGB**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

Transmitter: New Scotland, N.Y.

TV tape: Recording facilities.

AM Affiliate: WGY, 50-kw, 810 kc (NBC).

FM Affiliate: WGFM, 6-kw, 99.5 mc (No. 258), 805-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: UPI.

Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS

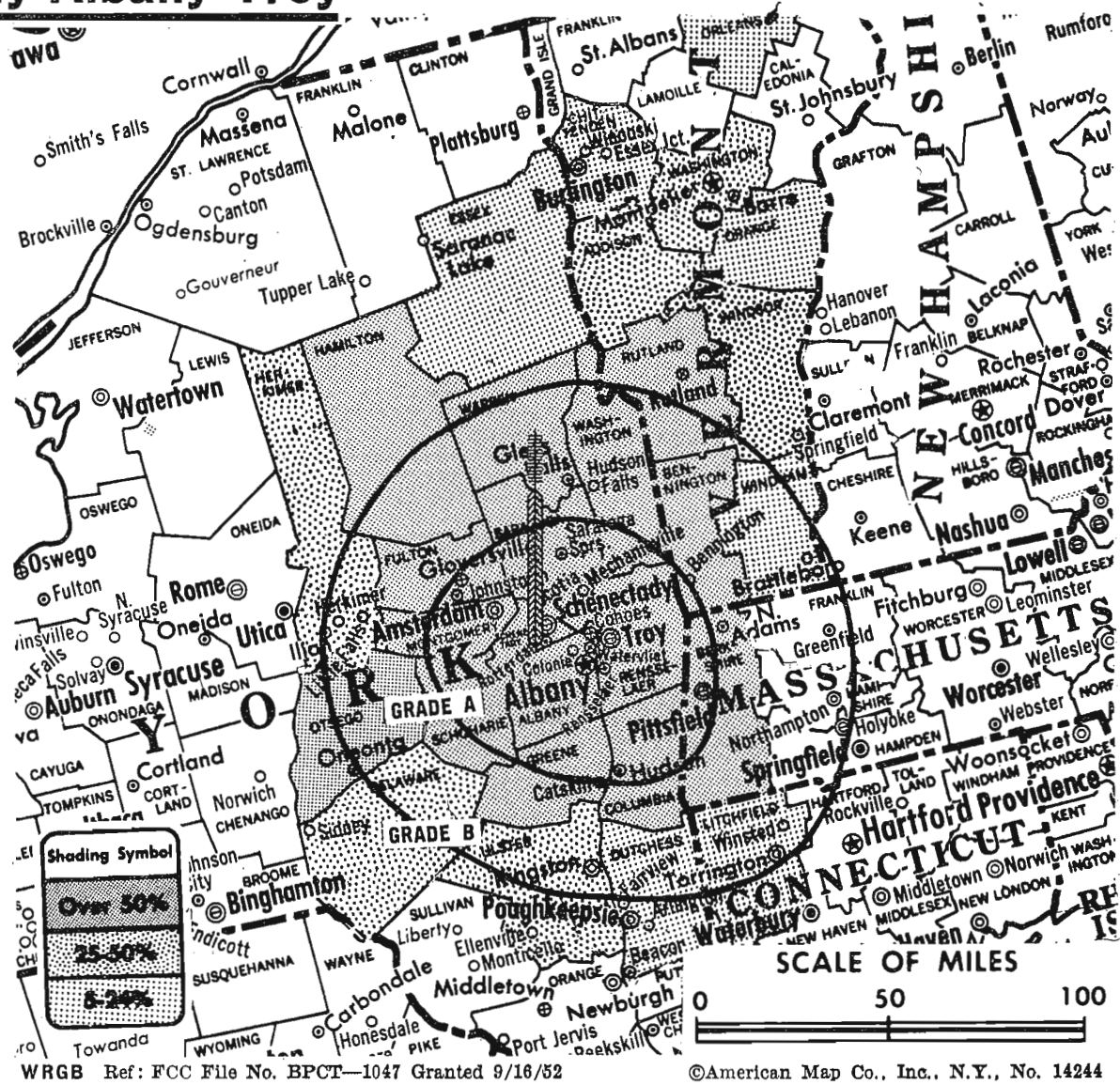
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WRGB Ref: FCC File No. BPCT-1047 Granted 9/16/52

©American Map Co., Inc., N.Y., No. 14244

## WRGB

Licensee: General Electric Broadcasting Co. Inc., 1400 Balltown Rd. (12309).

Studio: 1400 Balltown Rd., Schenectady (12309).

Telephone: 518-377-2261. TWX No.: 518-556-2092.

Ownership: Subsidiary of General Electric Co. Officers: Fred J. Borch, chairman; Herman L. Weiss, vice chairman; Donald D. Scarff, pres.; Reid L. Shaw, v.p. & gen. mgr.; William G. Russell, treas.; L. Mason Harter, v.p. & gen. counsel. Parent corp. is manufacturer of TV-radio household appliances, heavy duty electrical equipment, etc. Also owns WSIX-TV, Nashville and WSIX & FM and is buying KOA-TV, KOA & FM, Denver, Colo.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by Harrington, Righter & Parsons.

### Personnel:

ROBERT L. GILBERTSON, v.p. & general manager.

ROBERT F. REID, manager, marketing.

GEORGE F. SPRING, manager, sales.

RICHARD B. BELKIN, manager, programs.

CHARLES B. KING, manager, operations.

DUANE M. WEISE, manager, engineering.

REED R. GORDON, manager, local sales.

GRANT VAN PATTEN, supervisor, programs.

ARTHUR R. GARLAND, manager, promotion and publicity.

RONALD A. DEERE, manager, traffic.

### DIGEST OF RATE CARD NO. A27

(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7:30-10:30 p.m., daily.  
\$1300.00 ..... \* ..... \* ..... \* Graded rates apply\*\*

\*On request.

\*\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1625.

See Parent Corporate Listing Under  
TV Set Manufacturers in Services Volume

Net Weekly  
Circulation

State  
County

Total  
Households

TV Homes  
Homes %

Net Weekly Circulation	State County	Total Households	TV Homes Homes %
Over 50 %	MASSACHUSETTS		
	Berkshire	44,900	43,000 96
	NEW YORK		
	Albany	97,600	93,600 96
	Columbia	16,300	15,500 95
	Fulton	18,100	17,300 96
	Greene	10,900	10,400 96
	Hamilton	1,400	1,300 93
	Montgomery	19,100	18,200 95
	Otsego	16,800	15,700 93
	Rensselaer	48,000	45,900 96
	Saratoga	31,700	30,700 97
	Schenectady	54,900	53,100 97
Schoharie	7,000	6,600 94	
Warren	15,400	14,500 95	
Washington	15,000	14,400 96	
Between 25-50 %	VERMONT		
	Bennington	8,100	7,600 94
	Rutland	14,100	13,300 94
Between 5-24 %	NEW YORK		
	Delaware	13,600	12,500 92
	Herkimer	22,200	21,200 96
	Ulster	44,000	41,100 93
	VERMONT		
	Addison	5,500	5,100 93
Washington	12,700	12,100 95	
Windsor	13,300	12,400 93	
Between 5-24 %	CONNECTICUT		
	Litchfield	41,700	39,900 95
	NEW YORK		
	Dutchess	57,100	54,400 95
	Essex	10,800	10,300 95
	VERMONT		
	Chittenden	22,700	21,800 96
Orange	4,500	4,200 93	
Orleans	5,500	5,300 96	
Windham	9,600	8,500 89	
Station Totals		682,500	649,900 95
Net Weekly Circulation (March 1967)			441,300
Average Daily Circulation (March 1967)			340,200



# innovation

Innovation is one of the qualities which distinguishes one company from another.

In media and marketing research . . . as in any endeavor . . . the constant search for a better way is the spirit of innovation. ARB imagination, guided by sound professional knowledge, has created many improvements in basic research technique and many new research services that provide important data for today's advertising community.

Accompanied by the excitement and controversy which new ideas bring, the results of many ARB innovations are evident. But the process of innovation should not end with this. That's why, at ARB, refinement, thought and creativity are a necessary and continuing part of our operation.



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A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

# New York—Binghamton



**WBJA-TV**

Ch. 34

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 204-kw visual, 39.8-kw aural. Antenna: 900-ft. above av. terrain, 545-ft. above ground, 2215-ft. above sea level.

Latitude 42° 03' 38"  
Longitude 75° 56' 33"

Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WBJA-TV Ref: FCC File No. Doc. 14274—Effective 1/22/62

©American Map Co., Inc. N.Y., No. 14244

## WBJA-TV

Licensee: WBJA-TV Inc., Box 813, Binghamton, N.Y. (13902).

Studio: Ingraham Hill Rd., Binghamton, N.Y. (13902).

Telephone: 607-772-1122.

Ownership: Empire TV & Radio Inc., 100%. Owners of Empire are: Gerald T. Arthur, 21.2%; J. J. L. Hessen, 21.2%; Oliver Lazare, 21.2%; Small Business Investment Co. of N.Y. Inc., 36.5%. Same interests also own WEPA-TV, Erie, Pa. (CP). Arthur, Hessen and Lazare own WEEE-TV Ch. 45, Albany, N.Y. (CP); WEEE, Rensselaer, N.Y. and WKIP & FM, Poughkeepsie, N.Y.

Began Operation: Nov. 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscombe (53.13%) and James E. Greeley (10.4%) approved August 17, 1966 by FCC (Television Digest, Vol. 6:34).

Represented (sales) by Vic Piano Associates.

Represented (engineering) by Paul Godley & Associates.

Personnel:

GERALD T. ARTHUR, president.  
J. J. L. HESSEN, executive vice president.  
OLIVER LAZARE, secretary & treasurer.  
VICTOR L. LAYTHAM, vice president & general manager.  
ROY V. SWINAMER, vice president & program director.  
ROBERT FORKAN, sales manager.

### DIGEST OF RATE CARD NO. 5 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00	\$20.00

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW YORK			
	Broome	71,900	69,400	96
	Tioga	13,100	12,500	96
<b>Between 25-50%</b>	NEW YORK			
	Chenango	14,100	13,400	95
	PENNSYLVANIA			
	Susquehanna	10,000	9,500	95
	Tioga	11,200	10,300	92
<b>Between 5-24%</b>	NEW YORK			
	Chemung	33,800	32,000	95
	Cortland	13,500	12,900	96
	Delaware	13,600	12,500	92
	Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94
	Tompkins	21,400	19,000	89
PENNSYLVANIA				
	Bradford	15,800	14,900	95
	Sullivan	1,800	1,700	94
	Wayne	7,700	7,000	91
<b>Station Totals</b>		<b>276,600</b>	<b>260,900</b>	<b>94</b>
Net Weekly Circulation (March 1967)				<b>94,200</b>
Average Daily Circulation (March 1967)				<b>49,400</b>

For Color Set Penetration by Market  
See Services Volume

# New York—Binghamton



**WINR-TV**



Ch. 40

Technical Facilities: Channel No. 40 (626-632 mc). Authorized power: 537-kw maximum and 288-kw horizontal visual, 63.5-kw horizontal aural. Antenna: Directional, 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level.

Latitude 42° 06' 47"  
Longitude 75° 51' 15"

Transmitter: Hiner Rd.

AM Affiliate: WINR, 1-kw (.5-kw night), 680 kc (NBC).

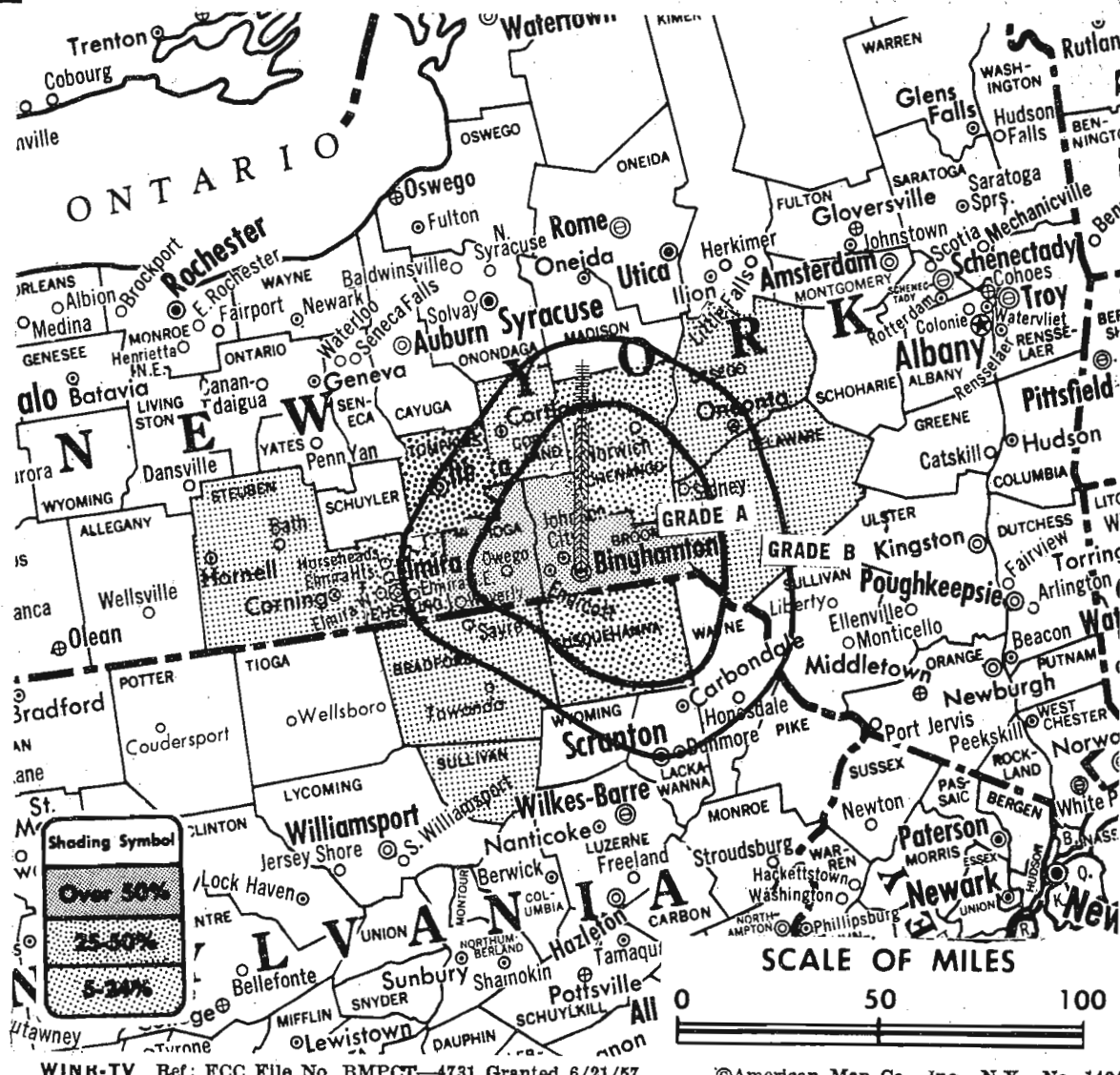
Color: Network.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WINR-TV Ref: FCC File No. BMPCT-4731 Granted 6/21/57

©American Map Co., Inc., N.Y., No. 14244

## WINR-TV

Licensee: Binghamton Press Co. Inc., 70 Henry St. (13901).

Studio: 70 Henry St.

Telephone: 607-723-8251. TWX No.: 607-772-0240.

Ownership: Same as Binghamton Press (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Nov. 1, 1957.

Represented (sales) by H-R Television.

Personnel:

EDWARD M. SCALA, general manager & film buyer.  
RODERIC REEDER, local sales manager.  
ROBERT JULIAN, program director.  
GINO RICCIARDELLI, technical director.

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1962)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10:30 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$48.00 \$44.00 \$22.00  
NETWORK BASE HOURLY RATE \$285.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Broome	71,900	69,400	96
	Tioga	13,100	12,500	96
Between 25-50%	NEW YORK			
	Chemung	33,800	32,000	95
	Chenango	14,100	13,400	95
	Tompkins	21,400	19,000	89
Between 5-24%	PENNSYLVANIA			
	Susquehanna	10,000	9,500	95
	NEW YORK			
	Cortland	13,500	12,900	96
	Delaware	13,600	12,500	92
	Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94
PENNSYLVANIA				
Bradford	15,800	14,900	95	
Sullivan	1,800	1,700	94	
Station Totals		257,700	243,600	95
Net Weekly Circulation (March 1967)				109,700
Average Daily Circulation (March 1967)				64,500

# New York—Binghamton



**WBFB-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"  
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

AM Affiliate: WBFB, 5-kw, 1290 kc (CBS).

FM Affiliate: WBFB-FM, 10-kw, 98.1 mc (No. 251), 950-ft. antenna height.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (engineering) by Kear & Kennedy.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

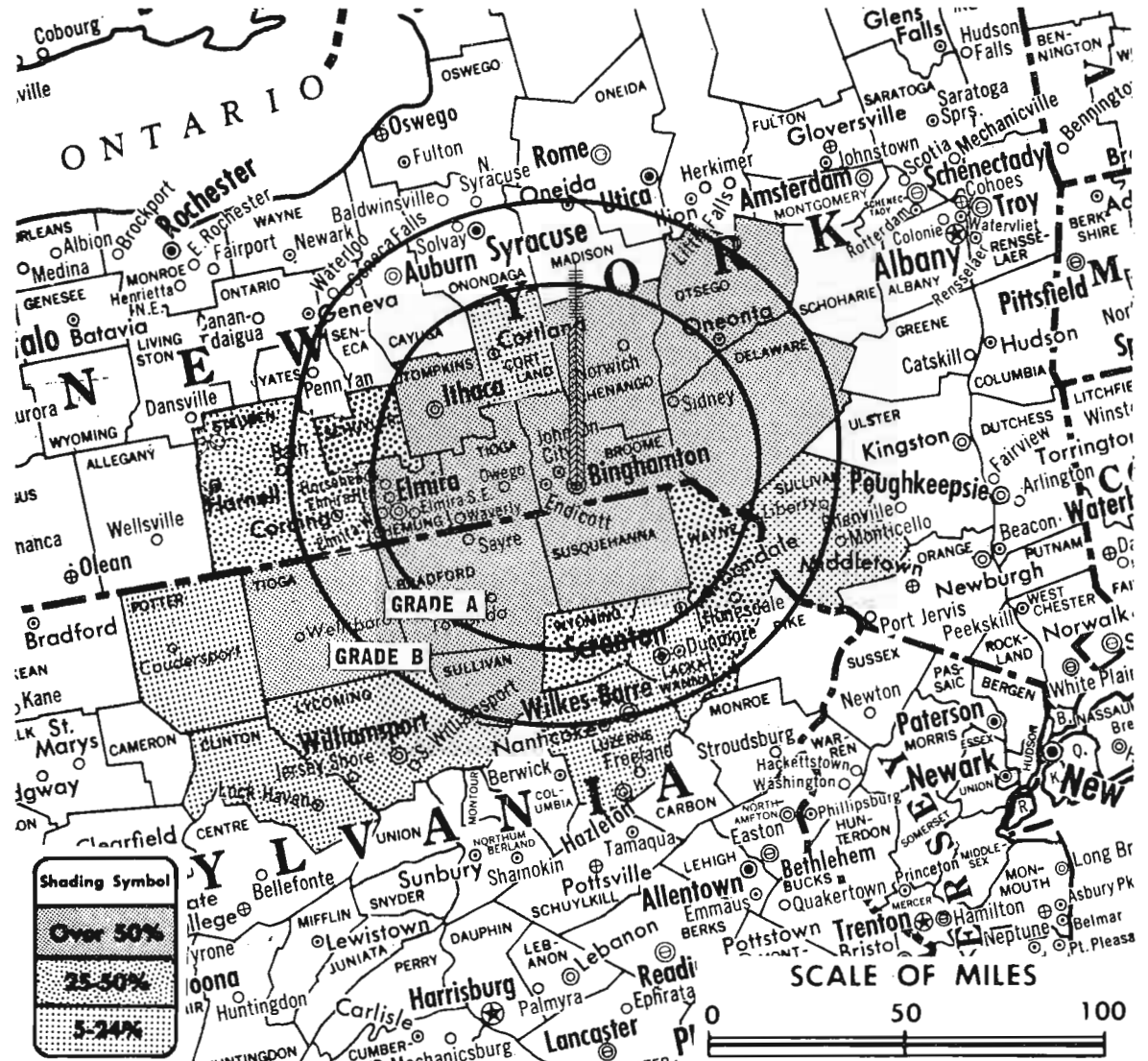
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBFB-TV Ref: FCC File No. BMPCT-3731 Granted 2/24/56

©American Map Co., Inc., N.Y., No. 14244

## WBFB-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Sheraton-Inn, Binghamton (13902).

Telephone: 607-723-7311. TWX No.: 607-722-0242.

Ownership: Triangle Publications, Inc., see WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949. Sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (Television Digest, Vol. 11:11, 19).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

- GEORGE DUNHAM, general manager.
- LE ROY BERTIN, TV sales manager.
- GEORGE S. RYDOS, local sales manager.
- EDWARD EPPS, merchandising & promotion director.
- E. W. FARNETI, business manager.
- STEPHEN FERDO, farm director.
- LAMAR COX, chief engineer.
- PHIL JACKSON, program director.

### DIGEST OF RATE CARD NO. 15—(Oct. 1, 1967)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.				
\$1500.00	\$900.00		\$300.00	\$150.00
NETWORK BASE HOURLY RATE: \$1100 (CBS).				

For Studio & Mobile Equipment  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW YORK</b>			
	Broome	71,900	69,400	96
	Chemung	33,800	32,000	95
	Chenango	14,100	13,400	95
	Delaware	13,600	12,500	92
	Otsego	16,800	15,700	93
	Tioga	13,100	12,500	96
	Tompkins	21,400	19,000	89
	<b>PENNSYLVANIA</b>			
	Bradford	15,800	14,900	95
Sullivan	1,800	1,700	94	
Susquehanna	10,000	9,500	95	
Tioga	11,200	10,300	92	
<b>Between 25-50%</b>	<b>NEW YORK</b>			
	Schuyler	4,900	4,600	93
	Steuben	31,900	30,100	94
	<b>PENNSYLVANIA</b>			
Wayne	7,700	7,000	91	
Wyoming	4,700	4,400	94	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Cortland	13,500	12,900	96
	Sullivan	16,000	14,800	93
	<b>PENNSYLVANIA</b>			
	Clinton	10,900	10,400	95
	Lackawanna	68,600	66,500	97
	Luzerne	101,400	98,000	97
	Lycoming	36,000	33,400	93
Potter	4,700	4,400	93	
<b>Station Totals</b>		523,800	497,400	95
Net Weekly Circulation (March 1967)				218,900
Average Daily Circulation (March 1967)				162,400



# New York—Buffalo



**WBEN-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS

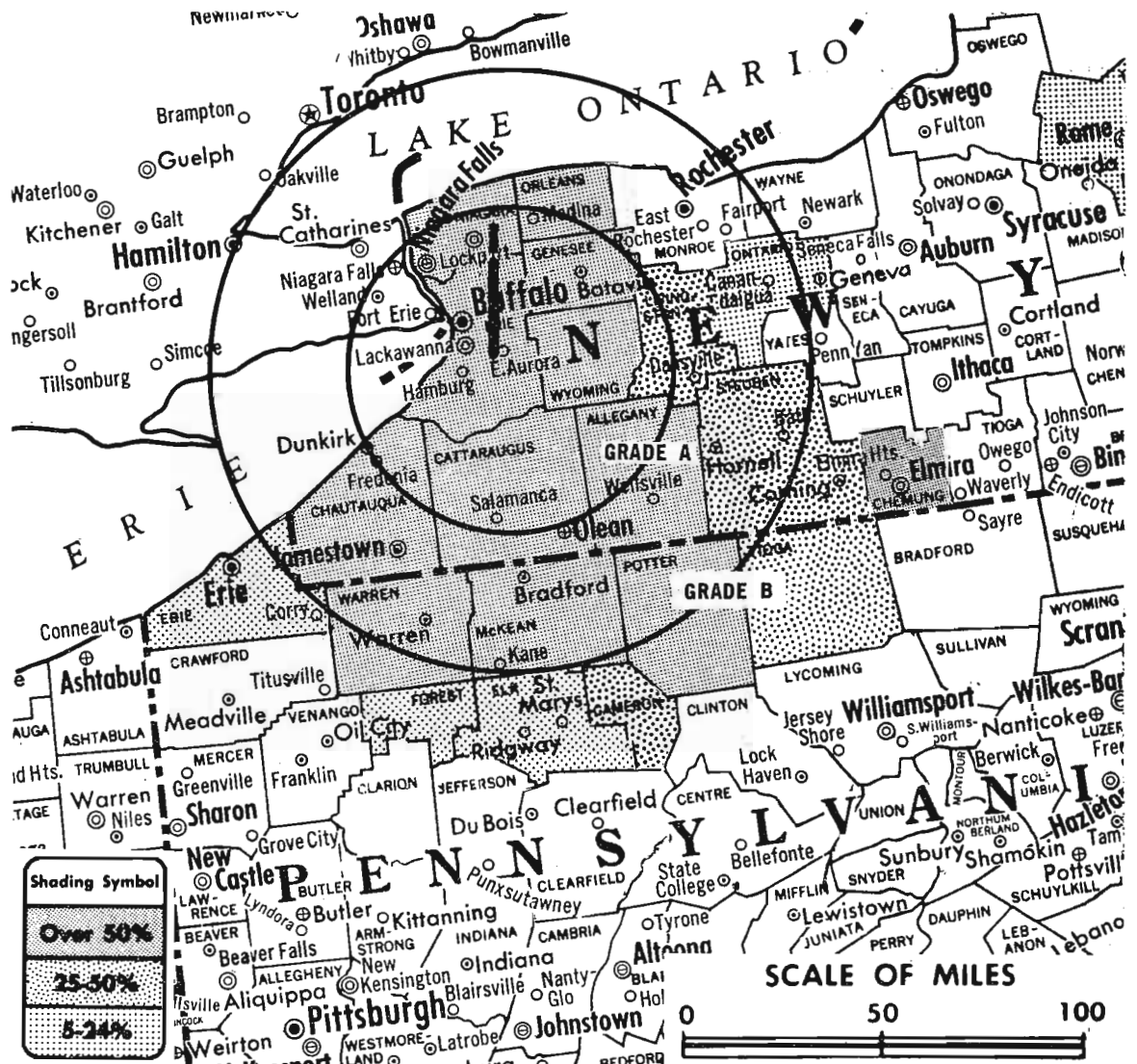
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

©American Map Co., Inc., N.Y., No. 14244

## WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 716-858-1410.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MRS. E. H. BUTLER, president.

LESLIE G. ARRIES JR., vice president & general manager.

JAMES H. RIGHTER, treasurer & secretary.

C. ROBERT THOMPSON, vice president.

GEORGE R. TORGE, station manager.

N. J. MALTER, television sales manager.

FRANK A. MASER, director of engineering.

WILLIAM PETERS, program director.

JOSEPH A. HAEFFNER, promotion manager.

JOSEPH W. KORAL, news director.

QUINTIN E. RENNER, film director.

### DIGEST OF RATE CARD NO. 18

(Sept. 4, 1967)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.					
\$1700.00	\$870.00	\$575.00	\$575.00	\$575.00	\$212.00
NETWORK BASE HOURLY RATE: \$1800.					

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW YORK</b>				
		Allegany	13,300	12,500	93
		Cattaraugus	25,700	24,400	95
		Chautauqua	51,000	48,800	96
		Chemung	33,800	32,000	95
		Erie	335,500	326,000	97
		Genesee	17,900	17,300	97
		Niagara	77,500	75,300	97
		Orleans	11,600	11,100	95
		Wyoming	10,600	10,300	97
<b>Between 25-50%</b>	<b>NEW YORK</b>				
		Livingston	13,500	12,900	96
		Steuben	31,900	30,100	94
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>				
		Cameron	2,200	2,200	97
		Tioga	11,200	10,300	92
<b>Station Totals</b>	<b>NEW YORK</b>				
		Herkimer	22,200	21,200	96
		Ontario	22,200	21,400	97
	<b>PENNSYLVANIA</b>				
		Eik	10,600	10,100	95
	Erie	77,200	74,700	97	
	Forest	1,100	1,000	97	
<b>Station Totals</b>			<b>802,900</b>	<b>773,200</b>	<b>96</b>
<b>Net Weekly Circulation (March 1967)</b>					<b>623,200</b>
<b>Average Daily Circulation (March 1967)</b>					<b>494,400</b>
(Station also received in Canadian markets)					

# New York—Buffalo



**WGR-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"

Longitude 78° 33' 48"

TV tape: Recording facilities.

AM Affiliate: WGR, 5-kw, 550 kc (NBC).

FM Affiliate: WGR-FM, 16-kw, 96.9 mc (No. 245), 628-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

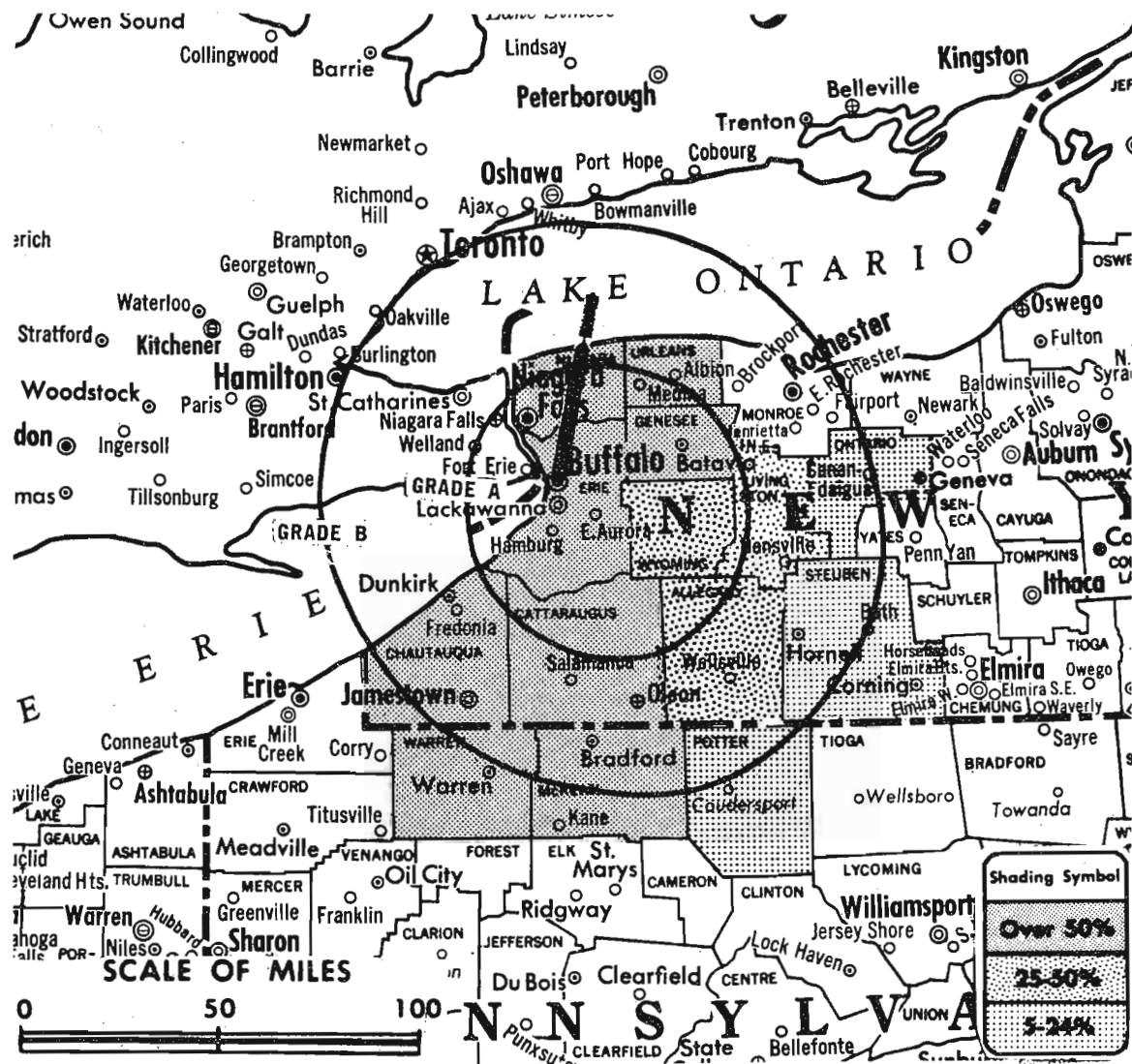
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

©American Map Co., Inc., N.Y., No. 14244

## WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Transmitter: Warner Hill Rd., South Wales, N.Y.

Studio: 184 Barton St.

Telephone: 716-886-7115. TWX No.: 710-522-1729.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8).

Represented (sales) by The Katz Agency; Andy McDermott (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT C. WIEGAND, v.p., general manager & film buyer.  
DONALD L. CHAPIN, vice president, sales.  
FRANK C. GERMAN, general sales manager.  
PAUL SCIANDRA, program manager.  
GENE R. KIRSHENSTEIN, business manager.  
JOANNE K. LOFTUS, promotion manager.  
CARL FLICKINGER, local sales manager.  
HAROLD A. HIGGINS, manager of engineering.  
ALBERT M. BENZ, operations manager.

DIGEST OF RATE CARD NO. 15—(Feb. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$2000.00	\$1200.00	.....*	.....*	\$800.00	\$640.00 \$326.00

\*On request.

NETWORK BASE HOURLY RATE: \$1800.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW YORK</b>				
		Cattaraugus	25,700	24,400	95
		Chautauqua	51,000	48,800	96
		Erie	335,500	326,000	97
		Genesee	17,900	17,300	97
		Niagara	77,500	75,300	97
		Orleans	11,600	11,100	95
<b>Between 25-50%</b>	<b>PENNSYLVANIA</b>				
		Mc Kean	16,000	15,100	94
		Warren	13,200	12,100	92
	<b>NEW YORK</b>				
	Allegany	13,300	12,500	93	
	Livingston	13,500	12,900	96	
	Wyoming	10,600	10,300	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Ontario	22,200	21,400	97
		Steuben	31,900	30,100	94
	<b>PENNSYLVANIA</b>				
	Potter	4,700	4,400	93	
Station Totals			644,600	621,700	96
Net Weekly Circulation (March 1967)					537,800
Average Daily Circulation (March 1967)					381,600
(Station also received in Canadian markets)					

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

# New York—Buffalo



**WKBW-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"  
Longitude 78° 36' 51"

Transmitter: E. of Center St., Col- den, N.Y.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kc.

Represented (engineering) by Kear & Kennedy.

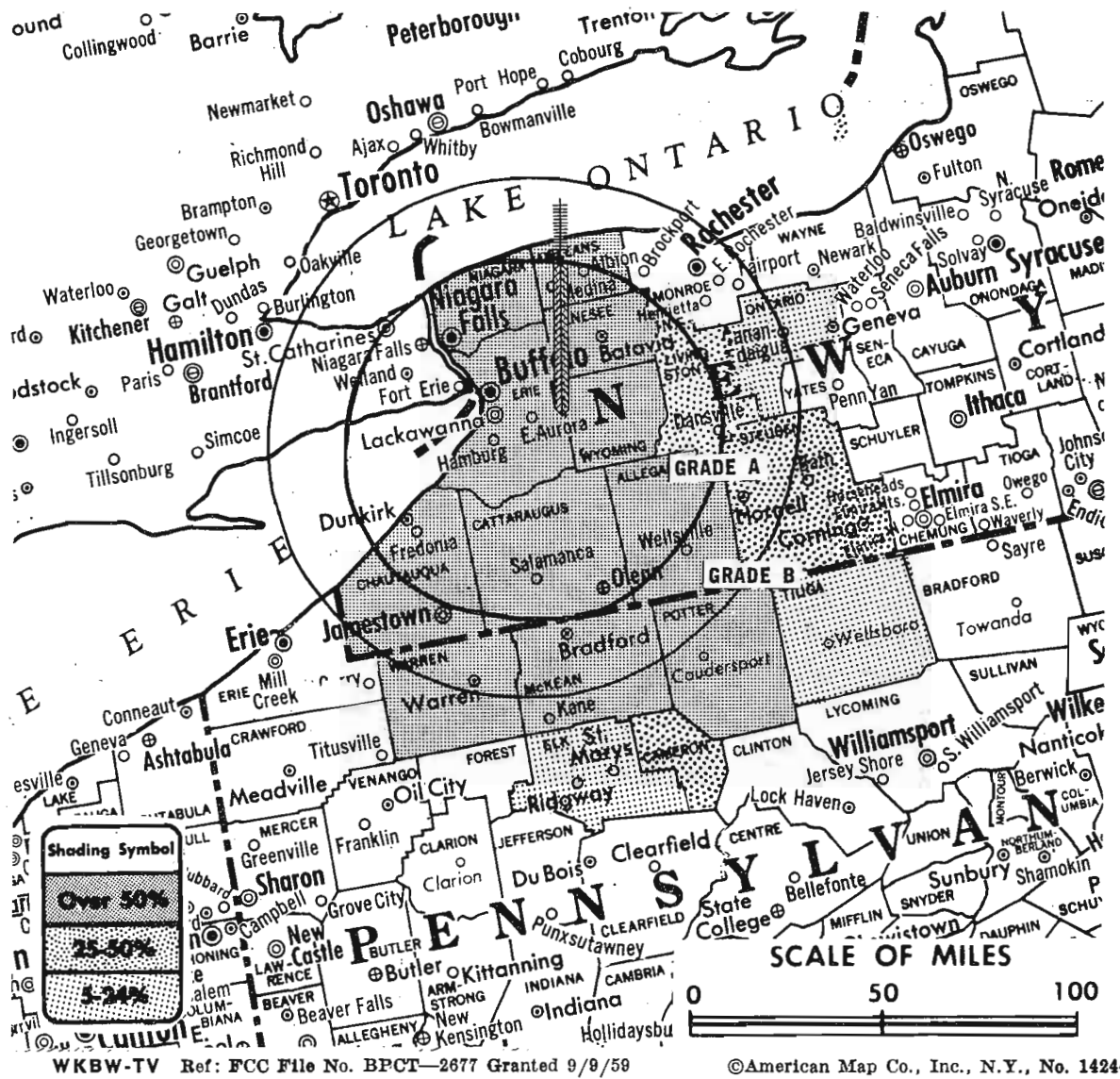
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

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## WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Studio: 1420 Main St. (14209).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- ROBERT KING, v.p. & general manager.
- LAWRENCE POLLOCK, general sales manager.
- RICHARD SHEPARD, local-regional sales manager.
- O. LYLE KOCH, program dir. & film buyer.
- ROBERT W. GROVES, promotion manager.
- ROBERT O. NILES, chief engineer.

### DIGEST OF RATE CARD NO. 14—(June 1, 1967)

Hour	30 Min.	Min.*	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00		\$550.00	\$300.00

\*On request.

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>NEW YORK</b>				
		Allegany	13,300	12,500	93
		Cattaraugus	25,700	24,400	95
		Chautauqua	51,000	48,800	96
		Erie	335,500	326,000	97
		Genesee	17,900	17,300	97
		Niagara	77,500	75,300	97
		Orleans	11,600	11,100	95
		Wyoming	10,600	10,300	97
		<b>PENNSYLVANIA</b>			
	Mc Kean	16,000	15,100	94	
	Potter	4,700	4,400	93	
	Warren	13,200	12,100	92	
<b>Between 25-50%</b>	<b>NEW YORK</b>				
		Livingston	13,500	12,900	96
		Steuben	31,900	30,100	94
	<b>PENNSYLVANIA</b>				
	Cameron	2,200	2,200	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Ontario	22,200	21,400	97
		<b>PENNSYLVANIA</b>			
	Elk	10,600	10,100	95	
	Tioga	11,200	10,300	92	
<b>Station Totals</b>		<b>668,600</b>	<b>644,300</b>	<b>96</b>	
Net Weekly Circulation (March 1967)				<b>581,300</b>	
Average Daily Circulation (March 1967)				<b>401,600</b>	
(Station also received in Canadian markets)					

# New York—Elmira-Corning



**WSYE-TV**



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 170-kw max. and 113-kw horizontal visual, 33-kw max. and 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical and .5° mechanical beam tilt.

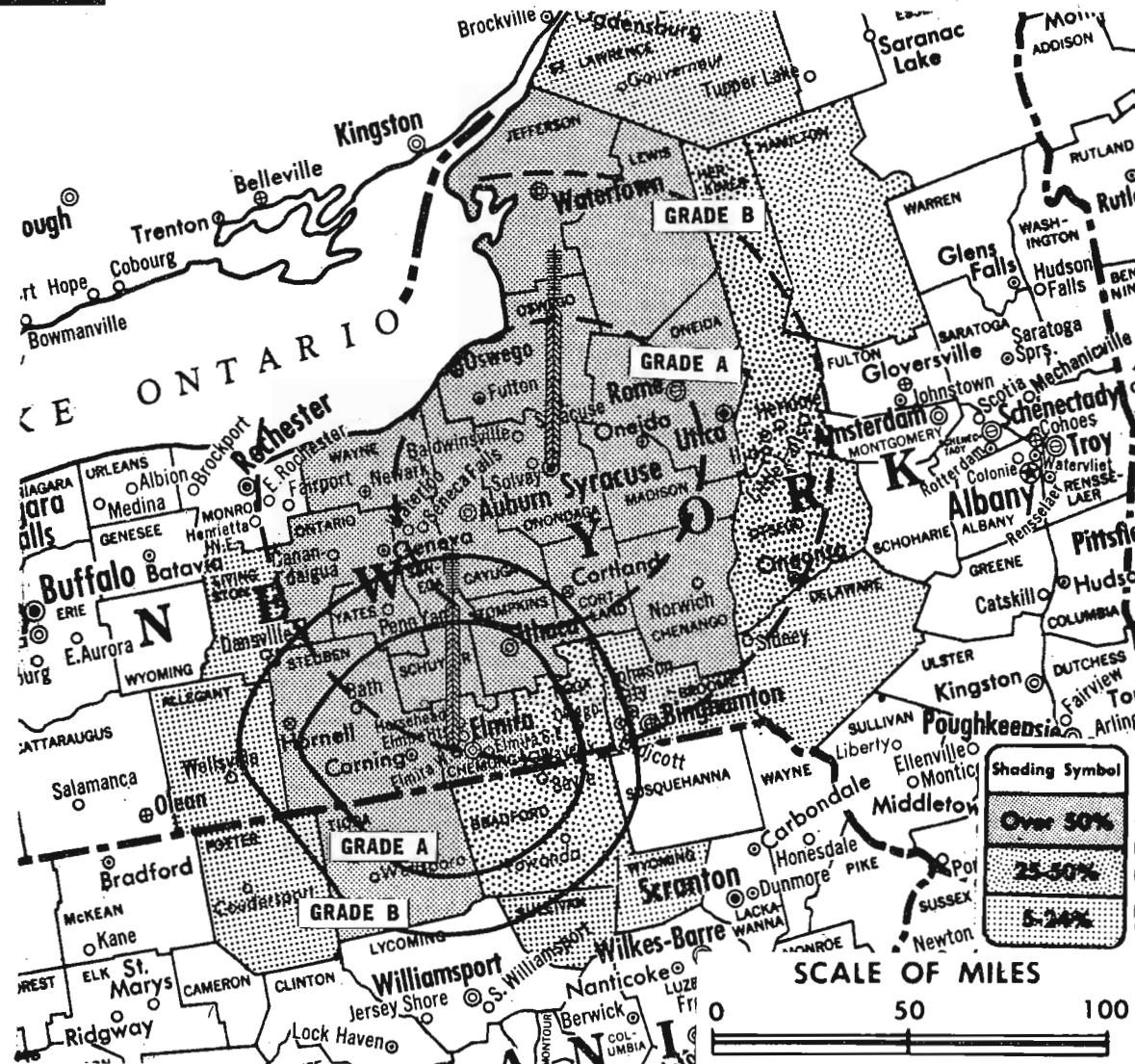
Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Color: Network.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.



County coverage (shaded areas) based on 1965 ARB study.

WSYE-TV Ref: FCC File No. BMPCT-4836 Granted 5/31/57

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## WSYE-TV

Network Service: NBC, same as WSYR-TV, Syracuse.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y. (13203).

Telephone: 315-733-5536.

Ownership: See WSYR-TV.

Began Operation: Sept. 10, 1956.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DON BUIES, manager.  
TAG GREEN, chief engineer.

Rates: Sold in combination with WSYR-TV, Syracuse.

NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

ARB Data For This Station Included With Report For Parent WSYR-TV Syracuse, N.Y. Above Map Reflects Coverage Of Both Parent & Satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# New York—Jamestown

## WNYP

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 692-kw max. & 575-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 690-ft. above av. terrain, 551-ft. above ground, 2181-ft. above sea level.

Latitude 42° 05' 06"  
Longitude 79° 17' 23"

Transmitter: Rt. 328 at Hunt Rd., near Jamestown.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

AM Affiliate: WKSJ, 250-kw, 1340 kc.

FM Affiliate: WKSJ-FM, 3-kw, 101.7 mc (No. 269) 56-ft.

ARB Data: Not available since it was not in operation when the survey was made.



WNYP Ref: FCC File No. BPCT-3665 Granted 2/1/67

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## WNYP

Network Service: None, independent.

Grantee: Trend Broadcasting Inc., Box 1199 Jamestown, N.Y. (14701).

Offices & Studio: Orchard Rd.

Telephone: 716-484-9191.

Ownership: Lowell W. Paxson, pres.-treas., 62%; Burton C. Waterman, v.p., 12.5%; Jean L. Paxson, secy., 25.5%.

Began Operation: Nov. 27, 1967.

Represented (sales) by Vic Piano Assoc.; Regional Reps Inc. (regional).

Represented (legal) by Alk & Lubic.

Represented (engineering) by Willis C. Beecher.

Personnel:

LOWELL W. PAXSON, president & general manager.

CURRAN WADE, operations manager.

ED WALKER, film director.

ERNEST SWANSON, sales manager.

BURTON O. WATERMAN, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Nov. 27, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—7:30-11 p.m., daily.	\$160.00	\$100.00	\$80.00	\$43.00	\$33.00	\$20.00	\$18.00

# New York—New York



**WABC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 110-kw visual, 11-kw aural. Antenna: 1380-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 1330 Ave. of the Americas.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WABC, 50-kw, 770 kc (ABC).

FM Affiliate: WABC-FM, 1.5-kw, 95.5 mc (No. 238), 1270-ft. antenna height.

Total Households: © SRDS

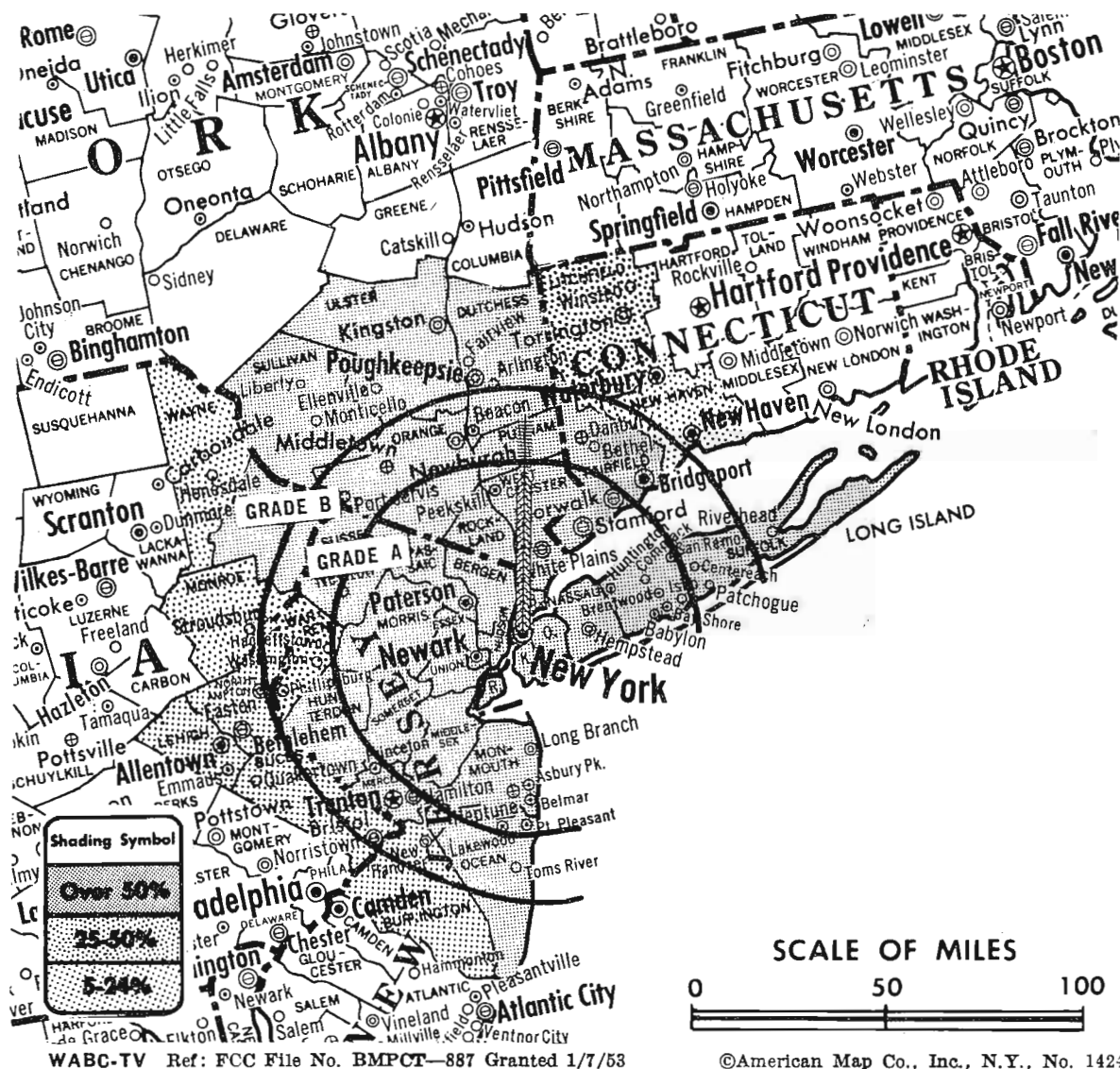
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WABC-TV Ref: FCC File No. BMPCT-887 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 14244

## WABC-TV

Licensee: American Broadcasting Co., 1330 Ave. of the Americas, New York, N.Y. (10019).

Telephone: 212-581-7777.

Ownership: American Broadcasting Co., is a division of American Broadcasting Companies Inc. (Merger approved by FCC Feb. 9, 1953—see Television Digest, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & FM, Chicago; WXYZ & FM, Detroit; KGO & FM, San Francisco; KABC & FM, Los Angeles; WABC & FM, New York; KQV & FM, Pittsburgh; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.); ABC Television Spot Sales Inc. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

RICHARD BEESEMYER, vice president & general manager.  
BARRETT GEOGHEGAN, general sales manager.  
HARRISON E. MULFORD, sales manager.  
BERNADETTE GIFFORD, sales service manager.  
JOE KEYES, public relations & publicity director.  
GORDON KUNZ, production manager.  
JAMES D. MULLA, director of research.  
HENRY DABROWSKI, chief engineer.  
GEORGE T. RODMAN, director of advertising & promotion.  
JAMES LYNN, editorial director.  
MARY COYNE, director of community affairs.  
DAVID SWEENEY, business affairs manager.  
EDWARD WARREN, program director.  
ED SILVERMAN, director of news & public affairs.

DIGEST OF RATE CARD NO. 26—(Sept. 5, 1967)

Hour 30 Min. 15 Min. 5 Min. 20 Sec. 10 Sec.

Class AAA—7:30-11 p.m., daily.

\$10,000.00 \$6500.00 \$4500.00 \$2600.00 \$3050.00 \$1875.00

NETWORK BASE HOURLY RATE: \$7,750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	CONNECTICUT			
	Fairfield	230,100	223,300	97
	NEW JERSEY			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96
	Mercer	87,100	83,800	96
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Sussex	17,800	17,100	96
	Union	172,600	169,000	98
Over 50%	NEW YORK			
	Bronx	491,100	472,300	96
	Dutchess	57,100	54,400	95
	Kings	871,800	833,700	96
	Nassau	395,800	390,300	99
	New York	736,300	645,200	88
	Orange	66,200	63,200	95
	Putnam	14,100	13,500	96
	Queens	664,000	647,000	97
	Richmond	78,600	76,800	98
	Rockland	53,300	51,400	97
	Suffolk East	68,600	66,900	98
	Suffolk West	193,200	188,500	98
	Sullivan	16,000	14,800	93
	Ulster	44,000	41,100	93
	Westchester	265,400	257,800	97
	PENNSYLVANIA			
	Pike	3,200	2,900	92
Between 25-50%	CONNECTICUT			
	Litchfield	41,700	39,900	95
	New Haven	228,600	220,800	97

(Continued on page 461-b)

Station Totals	6,568,200	6,296,900	96
Net Weekly Circulation (March 1967)			5,276,300
Average Daily Circulation (March 1967)			3,223,000

# New York—New York



**WCBS-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 42-kw visual, 8.32-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 524 W. 57th St.

Telephone: 212-765-4321.

TWX No.: 212-867-7987.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kc (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 (No. 266), 1270-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

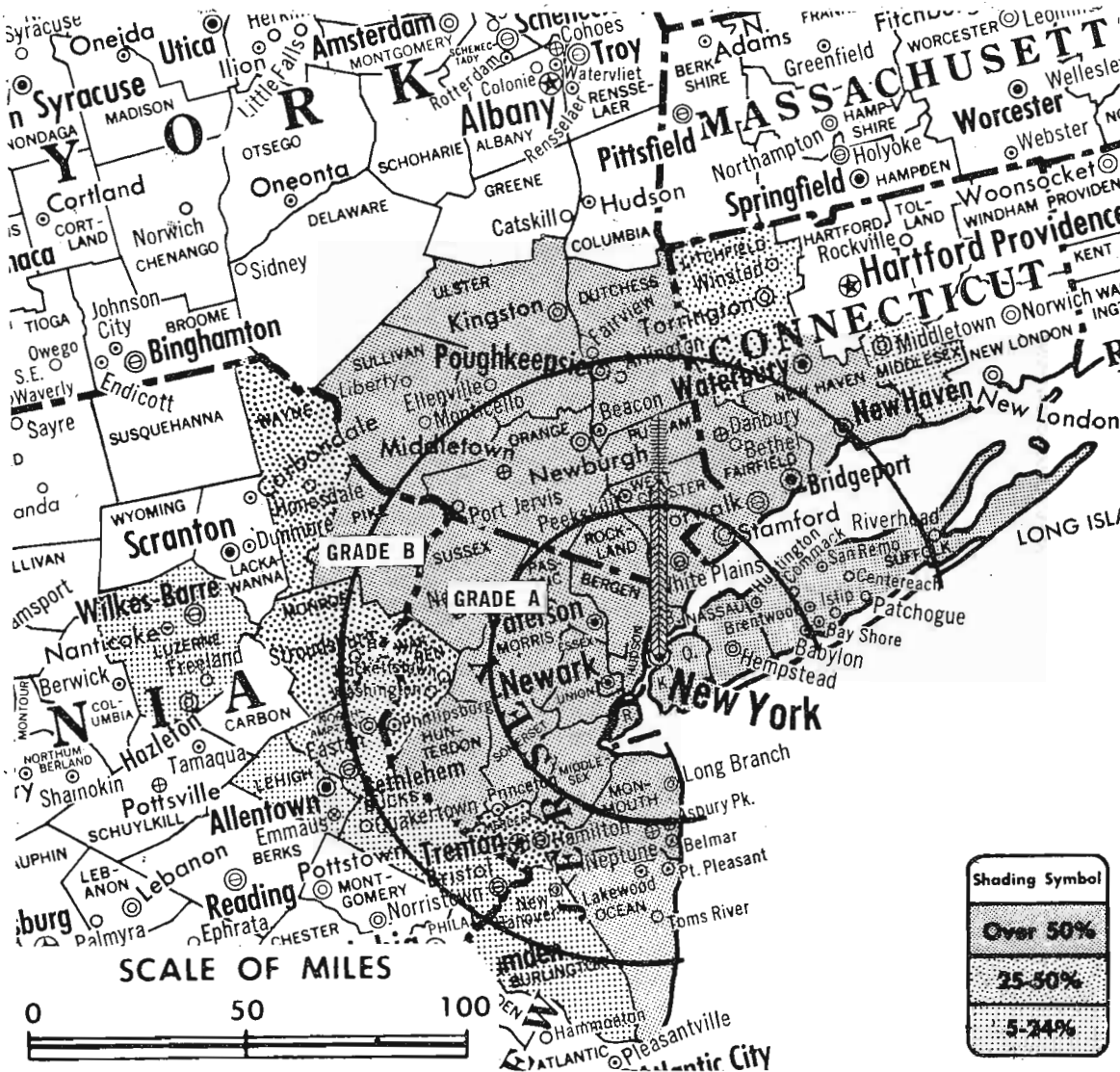
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WCBS-TV Ref: FCC File No. BNPCT-971 Granted 2/12/60

©American Map Co., Inc., N.Y., No. 14244

## WCBS-TV

Licensee: Columbia Broadcasting System Inc., 51 West 52nd St., New York, N.Y. (10019).

Operation: Operated by CBS Television Stations (a division of CBS Inc.); Robert D. Wood, pres. of CBS Owned TV stations. CBS Television Stations operates TV stations owned by CBS Inc., and CBS Television Stations National Sales.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 8.6%); Frank Stanton, pres.; Julius F. Brauner, secy.; Kenneth W. Hoehn, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; KMOX-TV & KMOX, St. Louis; WCAU-TV & WCAU, Philadelphia. CBS also owns radio stations WCBS, New York; KCBS, San Francisco; WEEI, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- RALPH DANIELS, v.p. & general manager.
- G. GERALD DANFORD, director of sales.
- NED CRAMER, program director.
- LEE HANNA, director of news.
- JOSEPH J. SULLIVAN JR., sales manager.
- ANNA MITCHELL, operations manager.
- WILLIAM C. LACEY, film dept. mgr. & buyer.
- WILLIAM HOHMANN, director of information services.
- MICHAEL KEATING, editorial director.
- GEORGE SHANNON, director of business affairs.

DIGEST OF RATE CARD NO. 31—(Sept. 10, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.*	10 Sec.*	
Class AA—9-11 p.m., daily.	\$10,000.00	\$6000.00	\$4000.00	\$3000.00	\$2750.00	\$1600.00

\*Class AA—7:29-11:19 p.m., Mon.-Fri.; 6:59-11:19 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$9500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>CONNECTICUT</b>			
	Fairfield	230,100	223,300	97
	New Haven	228,600	220,800	97
	<b>NEW JERSEY</b>			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Sussex	17,800	17,100	96
	Union	172,600	169,000	98
<b>Over 50%</b>	<b>NEW YORK</b>			
	Bronx	491,100	472,300	96
	Dutchess	57,100	54,400	95
	Kings	871,800	833,700	96
	Nassau	395,800	390,300	99
	New York	736,300	645,200	88
	Orange	66,200	63,200	95
	Putnam	14,100	13,500	96
	Queens	664,000	647,000	97
	Richmond	78,600	76,800	98
	Rockland	53,300	51,400	97
	Suffolk East	68,600	66,900	98
	Suffolk West	193,200	188,500	98
	Sullivan	16,000	14,800	93
	Ulster	44,000	41,100	93
	Westchester	265,400	257,800	97
	<b>PENNSYLVANIA</b>			
	Pike	3,200	2,900	92
<b>Between 25-50%</b>	<b>CONNECTICUT</b>			
	Litchfield	41,700	39,900	95

(Continued on page 461-b)

Station Totals	6,718,400	6,440,700	96
Net Weekly Circulation (March 1967)			5,601,500
Average Daily Circulation (March 1967)			3,873,100



# New York—New York



**WNBC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 30.2-kw maximum and 25.7-kw horizontal visual, 5.13-kw aural. Antenna: 1440-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WNBC, 50-kw, 660 kc (NBC). FM Affiliate: WNBC-FM, 1.1-kw, 97.1 mc (No. 246), 1445-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS

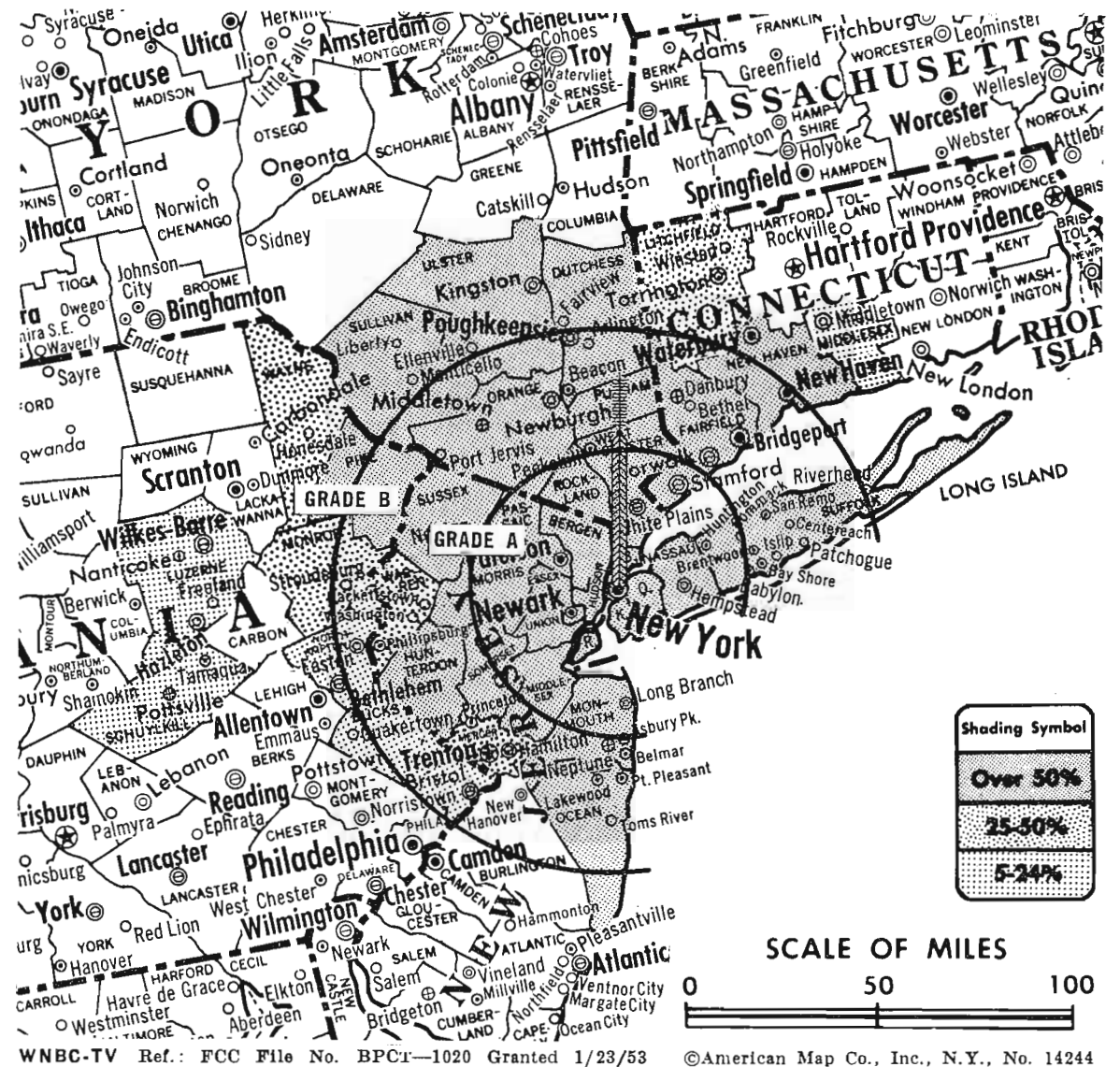
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNBC-TV Ref.: FCC File No. BPC1-1020 Granted 1/23/53

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## WNBC-TV

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. (10020). Telephone: 212-247-8300. TWX No.: 212-640-5788.

Studio: 30 Rockefeller Plaza.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns stations WRC-TV, WRC & FM, Washington; WJAS & FM, Pittsburgh; WMAQ-TV, WMAQ & FM, Chicago; WKYC-TV, WKYC & FM, Cleveland; KNBC, Los Angeles; KNBR & FM, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

THEODORE H. WALWORTH JR., v.p. & general manager.  
TOM E. PARO, station manager.  
JAMES W. GRAU, manager, advertising & promotion.  
DONALD B. DOUGLAS, sales manager.  
WESTON J. HARRIS, program manager.  
JAMES J. BARRY, manager of local sales.  
JOSEPH MICHAELS, executive producer.  
WILLIAM FENNEL, production & operations manager.  
EARL HARDER, director, broadcast standards.  
HARRY CHARLSTON, manager, business affairs.  
STEPHEN L. SUSSMAN, manager, research & sales development.

### DIGEST OF RATE CARD NO. 32 (Oct. 11, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class A—7 p.m.-midnight, daily.	\$11,200	\$8500	\$6800	\$3500	\$3200*	\$2800*

\*Class AAA—7:29-11:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$10,000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CONNECTICUT			
	Fairfield	230,100	223,300	97
	New Haven	228,600	220,800	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW JERSEY			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Sussex	17,800	17,100	96
	Union	172,600	169,000	98
	NEW YORK			
	Bronx	491,100	472,300	96
	Dutchess	57,100	54,400	95
	Kings	871,800	833,700	96
	Nassau	395,800	390,300	99
	New York	736,300	645,200	88
Orange	66,200	63,200	95	
Putnam	14,100	13,500	96	
Queens	664,000	647,000	97	
Richmond	78,600	76,800	98	
Rockland	53,300	51,400	97	
Suffolk East	68,600	66,900	98	
Suffolk West	193,200	188,500	98	
Sullivan	16,000	14,800	93	
Ulster	44,000	41,100	93	
Westchester	265,400	257,800	97	
PENNSYLVANIA				
Pike	3,200	2,900	92	
<b>Between 25-50%</b>	CONNECTICUT			
	Litchfield	41,700	39,900	95
	NEW JERSEY			
	Mercer	87,100	83,800	96
	Warren	21,600	20,800	96
PENNSYLVANIA				
Monroe	13,600	13,000	96	
Wayne	7,700	7,000	91	
(Continued on page 461-b)				
Station Totals		6,603,200	6,328,900	96
Net Weekly Circulation (March 1967)			5,576,500	
Average Daily Circulation (March 1967)			3,976,400	



# New York—New York

## WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 37.1-kw visual, 5.5-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 205 E. 67th St.

Telephone: 212-535-1000.

TWX No.: 212-867-4835.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: UPI.

AM Affiliate: WNEW, 50-kw, 1130 kc.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 mc (No. 274), 1360-ft.

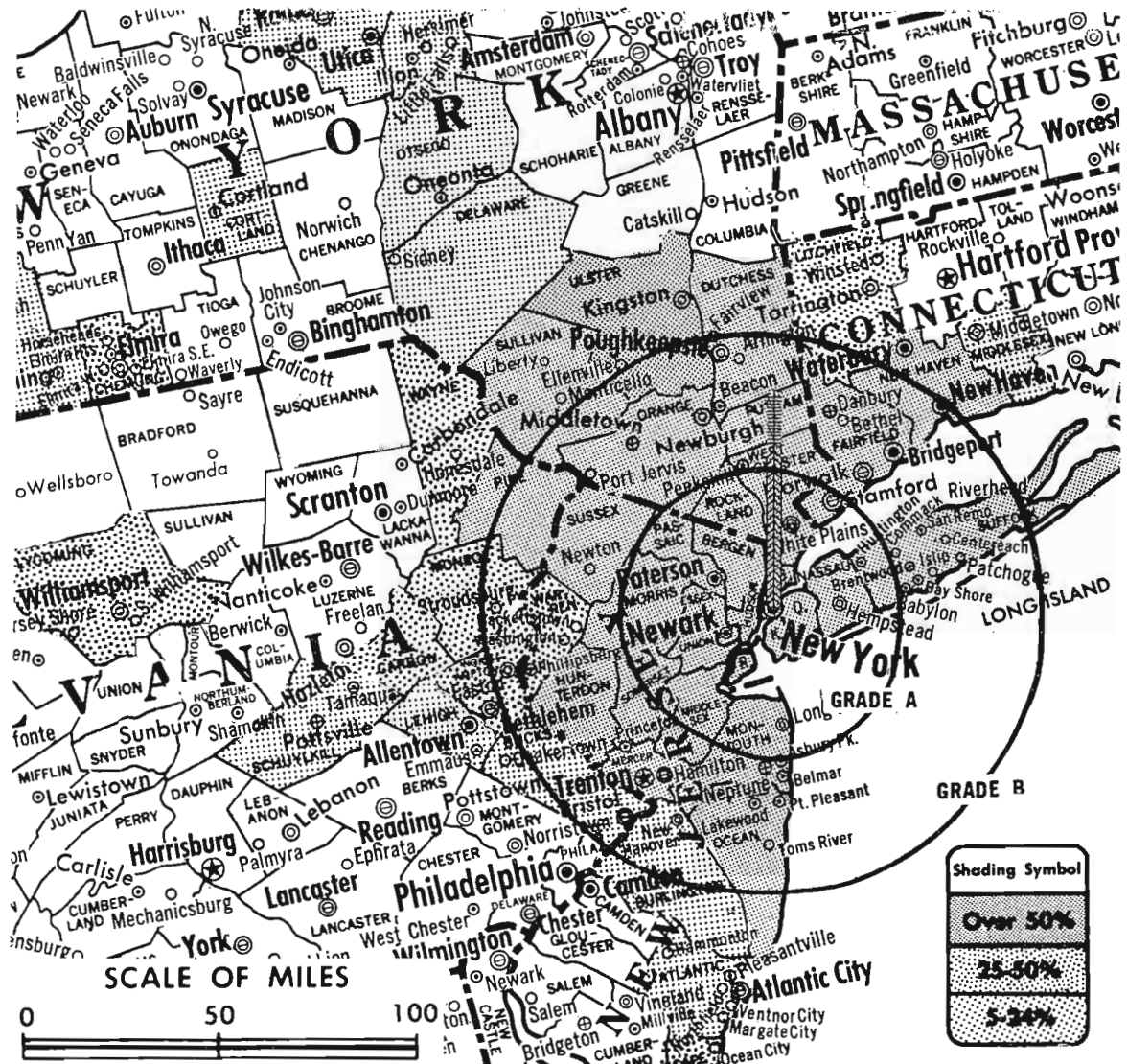
Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WNEW-TV Ref: FCC File No. BMPCT-2974 Granted 4/1/55

©American Map Co., Inc., N.Y., No. 14244

## WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., 277 Park Ave., N.Y. (10017).

**Ownership:** Metromedia, Inc. is a publicly-owned company which operates Metromedia Broadcasting (TV and Radio), Metro TV Sales, Metro Radio Sales, Metro Transit Advertising, Metro Data Services, Foster & Kleiser Outdoor Advertising, Ice Capades Inc., Wolper Productions Inc., Dickie-Raymond Inc., O. E. McIntyre Inc., Sampson Hill Corp. and Mt. Wilson Skyline Park. **Metromedia Inc. Officers:** John W. Kluge, chairman & pres.; Richard L. Geismar, v.p. & treas.; Robert A. Dreyer, v.p. & secy.; Stanley Landow, v.p. & comptroller; Mary L. McKenna, v.p. & dir. of research & sales development; Mark Evans, v.p. & dir. of public affairs; Benedict Gimbel Jr., v.p. & dir.; Merrill Myers, dir. of public relations; David L. Wolper, v.p. of Metromedia & pres. of Wolper Pictures. **Metromedia TV Officers:** Albert P. Krivin, pres.; Gerald Carrus, v.p. & controller; Malcolm M. Burleson, v.p.; Thomas Dougherty, v.p. & asst. gen. counsel; Dick Woolen, v.p., programming; John Corporon, v.p. & news director; Lawrence P. Fraiberg, v.p. & gen. mgr., WNEW-TV, New York; Charles D. Young, v.p. & gen. mgr., KTTV, Los Angeles; Robert Bennett, v.p. & gen. mgr., WTTG, Washington, D.C.; Mark Wodlinger, v.p. & gen. mgr., KMBC-TV, Kansas City, Mo. **Metromedia Radio Officers:** John V. B. Sullivan, pres.; Gerald Carrus, v.p. & controller; Harvey Glascock, v.p. & gen. mgr., WNEW, New York; Jack Thayer, v.p., & gen. mgr., KLAC, Los Angeles; David Croninger, v.p. & gen. mgr., WIP, Philadelphia; Dino Ianni, v.p. & gen. mgr., WHK, Cleveland; Donald J. Kelly, v.p. & gen. mgr., WCBM, Baltimore; Roy Stanfield, v.p. & gen. mgr., KMBC, Kansas City, Mo.; Varner Paulsen, v.p. & gen. mgr., KNEW, Oakland-San Francisco; Reid Leath, v.p. & gen. mgr., KSFR-FM, San Francisco; George Duncan, gen. mgr., WNEW-FM, New York. **Metro TV Sales:** John Sias, pres. **Metro Radio Sales:** H. D. Neuwirth, pres. Note: Metromedia is selling KMBC & FM, Kansas City.

**Began Operation:** May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corporation on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

Represented (sales) by Metro TV Sales.

1968 Edition

### Personnel:

LAWRENCE P. FRAIBERG, v.p. & general manager.  
LEONARD T. GIARRAPUTO, v.p. & general sales manager.  
SHERWOOD O. HEATH, national sales manager.  
ROBERT E. SHAY, program director.  
WILLIAM D. KELLY, vice president & chief engineer.  
ALAN BELL, vice president, information services.  
ROBERT HOYT, news director.

### DIGEST OF RATE CARD NO. 19 (Jan. 29, 1968)

Hour	30 Min.	Min.	20 Sec.	8 Sec.
Class A—7-11:30 p.m., Mon.-Fri.; noon-sign-off, Sat. & Sun.				
\$3600.00	\$2800.00	\$2000.00	\$2000.00	\$800.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>CONNECTICUT</b>			
	Fairfield	230,100	223,300	97
	New Haven	228,600	220,800	97
	<b>NEW JERSEY</b>			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96
	Mercer	87,100	83,800	96
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Sussex	17,800	17,100	96
	Union	172,600	169,000	98
	<b>NEW YORK</b>			
	Bronx	491,100	472,300	96
Dutchess	57,100	54,400	95	
Kings	871,800	833,700	96	

(Continued on page 481-b)

Station Totals	7,098,000	6,800,200	96
Net Weekly Circulation (March 1967)		4,858,000	
Average Daily Circulation (March 1967)		2,468,300	

# New York—New York

## WOR-TV

Ch. 9

Network Service: None, independent.  
 Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 155-kw visual, 31-kw aural. Antenna: 1240-ft. above av. terrain, 1231-ft. above ground, 1290-ft. above sea level.

Latitude 40° 44' 54"  
 Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studios: Empire State Bldg. & Broadway.

TV tape: Recording facilities.

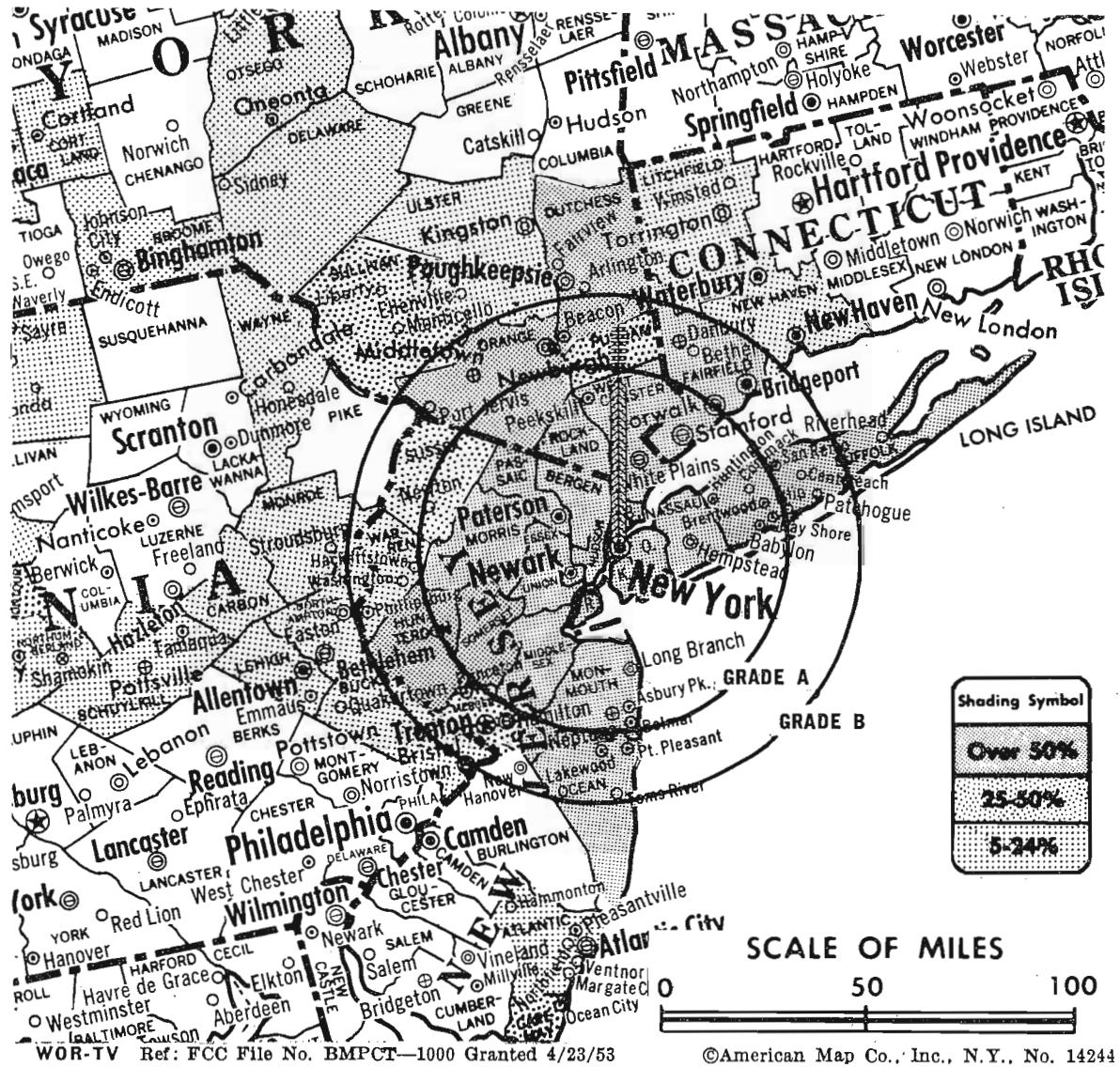
AM Affiliate: WOR, 50-kw, 710 kc.

FM Affiliate: WOR-FM, 5.4-kw, 98.7 mc (No. 254), 1230-ft. antenna.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI, Reuters. News Film Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.



## WOR-TV

Licensee: RKO General Inc., 1440 Broadway (10018).

Telephone: 212-564-8000.

TWX No.: 212-640-5160.

Telex No.: 1-26699.

Ownership: RKO General Inc. (operated by RKO General Broadcasting, a division of RKO General Inc.). Hathaway Watson, pres.; Sam J. Slate, v.p. in charge of govt. & industry relations. RKO General Broadcasting operates WNAC-TV, Boston (WRKO & FM); KHJ-TV, Los Angeles (KHJ-AM-FM); WHBQ-TV, Memphis, Tenn. (WHBQ); radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco. Canadian subsidiary owns CKLW-TV, Windsor-Detroit (CKLW & FM).

Began Operation: Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3, 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and RKO General Bcstg. National Sales (Chicago, Los Angeles, San Francisco); C. K. Beaver & Assoc. (Memphis).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

### Personnel:

JEROME BESS, vice president & general manager.  
 MICHAEL RENAULT, v.p. & sales director.  
 HERBERT MAYES, WOR division controller.  
 JOHN L. KOUSHOURIS, v.p., program operations.  
 DOUGLAS SCHUSTEK, sports director.  
 KENNETH COWAN, dir. of creative services, sales development.  
 RICHARD O'TOOLE, merchandising manager.  
 ROBERT M. NEWTON, public relations director.  
 GEORGE BROWN, news & special events director.  
 ORVILLE SATHER, director of engineering.  
 ROBERT B. BEUSSE, dir. of govt., industry & community relations.

### DIGEST OF RATE CARD NO. 19—(Aug. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-11:30 p.m., Mon.-Fri.; 11 a.m.-midnight, Sat.-Sun.					
\$4000.00	\$2650.00	\$1800.00	\$400.00	\$320.00	\$160.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>CONNECTICUT</b>			
	Fairfield	230,100	223,300	97
	<b>NEW JERSEY</b>			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Union	172,600	169,000	98
<b>Over 50%</b>	<b>NEW YORK</b>			
	Bronx	491,100	472,300	96
	Dutchess	57,100	54,400	95
	Kings	871,800	833,700	96
	Nassau	395,800	390,300	99
	New York	736,300	645,200	88
	Orange	66,200	63,200	95
	Queens	664,000	647,000	97
	Richmond	78,600	76,800	98
	Rockland	53,300	51,400	97
	Suffolk East	68,600	66,900	98
	Suffolk West	193,200	188,500	98
	Westchester	265,400	257,800	97

(Continued on page 481-b)

Station Totals	7,076,200	6,775,600	96
Net Weekly Circulation (March 1967)			3,717,600
Average Daily Circulation (March 1967)			1,371,300

# New York—New York

**WPIX**

Ch. 11

Network Service: None, independent.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"

Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 220 E. 42nd St.

TV tape: Recording facilities.

Represented (engineering) by A. D. Ring & Associates.

FM Affiliate: WPIX-FM, 5.4-kw, 101.9 mc (No. 270), 1220-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



## WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).

Telephone: 212-682-6500.

Ownership: Same as New York News. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune); KDAL-TV, Duluth and KWGN-TV, Denver. WPIX also owns WICC, Bridgeport, Conn.

Began Operation: June 15, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Creed Associates (New England).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

- FRED M. THROWER, president.
- LEAVITT J. POPE, v.p. in charge of operations.
- T. E. MITCHELL, v.p., controller & asst. to president.
- HENDRICK BOORAEM, v.p. in charge of programs.
- OTIS FREEMAN, v.p., engineering.
- E. BLANEY HARRIS, v.p. in charge of sales.
- WALTER D. ENGELS, news manager.
- WILLIAM L. COOPER JR., film manager.
- HAL GOLD, public relations manager.
- PETER KLING, advertising & promotion director.

### DIGEST OF RATE CARD NO. 16

(Sept. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
 Class AA—7-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.  
 \$3000.00 \$1800.00 \$1000.00 \$750.00 \$600.00 \$360.00 \$150.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CONNECTICUT			
	Fairfield	230,100	223,300	97
	NEW JERSEY			
	Bergen	282,200	277,400	98
	Essex	311,000	300,200	97
	Hudson	204,500	198,000	97
	Hunterdon	18,800	18,100	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW JERSEY—(Continued)			
	Middlesex	153,000	149,800	98
	Monmouth	120,300	117,100	97
	Morris	91,900	90,200	98
	Ocean	44,900	43,800	98
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	Sussex	17,800	17,100	96
	Union	172,600	169,000	98
	NEW YORK			
Bronx	491,100	472,300	96	
Dutchess	57,100	54,400	95	
Kings	871,800	833,700	96	
Nassau	395,800	390,300	99	
New York	736,300	645,200	88	
Orange	66,200	63,200	95	
Queens	664,000	647,000	97	
Richmond	78,600	76,800	98	
Rockland	53,300	51,400	97	
Suffolk East	68,600	66,900	98	
Suffolk West	193,200	188,500	98	
Westchester	265,400	257,800	97	
PENNSYLVANIA				
Montour	4,100	3,800	93	
CONNECTICUT				
New Haven	228,600	220,800	97	
NEW JERSEY				
Warren	21,600	20,800	96	
NEW YORK				
Chemung	33,800	32,000	95	
Putnam	14,100	13,500	96	
Schuyler	4,900	4,600	93	
Ulster	44,000	41,100	93	
PENNSYLVANIA				
Carbon	15,000	14,400	96	
Lycoming	36,000	33,400	93	
Monroe	13,600	13,000	96	
(Continued on page 481-b)				
Station Totals		7,402,800	7,087,900	96
Net Weekly Circulation (March 1967)			3,967,000	
Average Daily Circulation (March 1967)			1,678,700	



# New York—New York—Newark, New Jersey

## WNJU-TV

Ch. 47

[Channel assigned to Linden, N.J.]

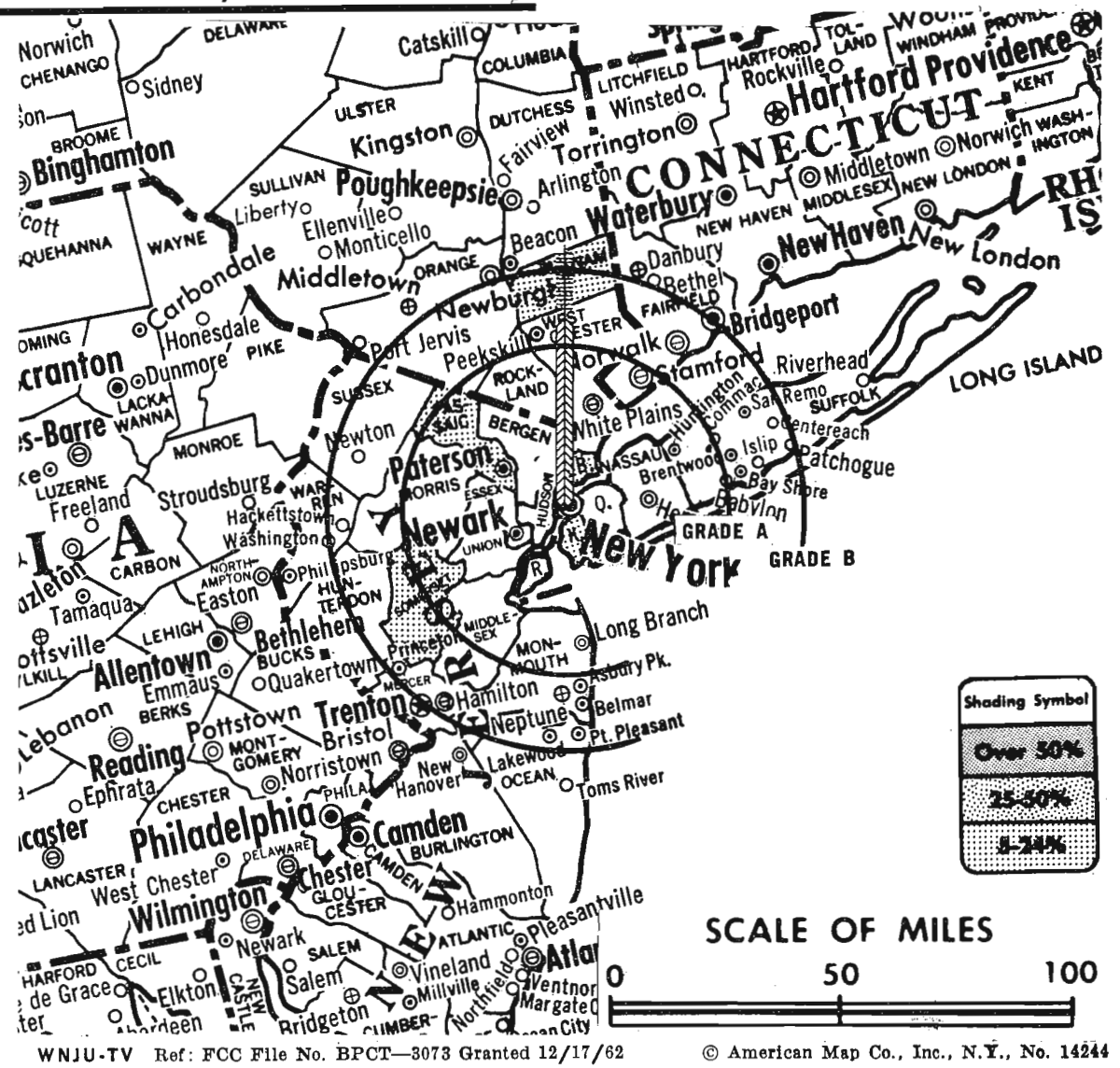
Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 1182-ft. above av. terrain, 1460-ft. above ground, 1510-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study

WNJU-TV Ref: FCC File No. BPCT-3073 Granted 12/17/62

© American Map Co., Inc., N.Y., No. 14244

## WNJU-TV

Network Service: None, independent, established to serve New York, New Jersey and ethnic minorities in the New York-Newark, N.J. area.

Licensee: New Jersey TV Broadcasting Corp., 1020 Broad St. Newark, N.J. (07102).

Studio: Symphony Hall, 1020 Broad St., Newark.

Telephone: 201-643-9100.

Ownership: Edwin Cooperstein, pres., 8%; Henry P. Becton, 26%; Fairleigh S. Dickinson Jr., 26%; Vera Braverman, 9%; Isaac S. Blonder, 8%; Chapman-Reinhold Inc., 4%; John Van Drill, treas., 4%; 34 others, none holding as much as 3%.

Began Operation: May 16, 1965.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Paul Godley Co.

Personnel:

EDWIN COOPERSTEIN, president.  
HERBERT T. GREEN, executive vice president & general manager.  
ARTHUR GORDON, vice president & sales manager.  
WILLIAM B. KIDDA, chief engineer.  
JOSEPH SCHACHTER, business manager.  
JOSE I. LANZA, program director.  
RALPH AMATRUDI, art & advertising director.  
EVERETT FELDER, director of operations.

### DIGEST OF RATE CARD NO. 5

(Oct. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class AA—7:30-11:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat. & Sun.					
\$1300.00	\$800.00	\$500.00	\$450.00	\$400.00	\$175.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	NEW JERSEY			
	Passaic	143,100	139,100	97
	Somerset	49,600	48,400	98
	NEW YORK			
	Bronx	491,100	472,300	96
Kings	871,800	833,700	96	
Putnam	14,100	13,500	96	
Station Totals		1,569,700	1,507,000	97
Net Weekly Circulation (March 1967)			156,600	
Average Daily Circulation (March 1967)			59,800	

## STUDIO EQUIPMENT MANUFACTURERS

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.



**WPIX**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	<b>PENNSYLVANIA—(Continued)</b>			
	Northumberland	29,900	27,900	93
	Pike	3,200	2,900	92
	Union	7,300	6,500	90
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	41,700	39,900	95
	Middlesex	30,300	29,000	96
	<b>MASSACHUSETTS</b>			
	Berkshire	44,900	43,000	96
	<b>NEW HAMPSHIRE</b>			
	Belknap	9,600	9,300	97
	Sullivan	9,500	8,800	92
	<b>NEW JERSEY</b>			
	Atlantic	60,200	57,300	95
	Burlington	73,300	71,700	98
	Cape May	19,000	18,200	96
	Mercer	87,100	83,800	96
	<b>NEW YORK</b>			
	Allegany	13,300	12,500	93
	Broome	71,900	69,400	96
	Cattaraugus	25,700	24,400	95
	Chenango	14,100	13,400	95
	Delaware	13,600	12,500	92
	Essex	10,800	10,300	95
	Franklin	13,400	12,600	94
	Herkimer	22,200	21,200	96
	Jefferson	28,300	27,200	96
	Oneida East	60,000	57,900	96
	Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94
	Sullivan	16,000	14,800	93
	Tioga	13,100	12,500	96
	Tompkins	21,400	19,000	89
	<b>PENNSYLVANIA</b>			
	Bradford	15,800	14,900	95
	Bucks	101,400	99,000	98
	Clearfield	23,100	22,100	96
Lehigh	72,800	70,200	96	
Mc Kean	16,000	15,100	94	
Northampton	61,900	59,400	96	
Schuylkill	49,400	46,900	95	
Tioga	11,200	10,300	92	
Warren	13,200	12,100	92	
Wayne	7,700	7,000	91	
<b>VERMONT</b>				
Bennington	8,100	7,600	94	
Chittenden	22,700	21,800	96	
Rutland	14,100	13,300	94	

**WNEW-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50% (Continued)</b>	<b>NEW YORK—(Continued)</b>				
	Nassau	395,800	390,300	99	
	New York	736,300	645,200	88	
	Orange	66,200	63,200	95	
	Putnam	14,100	13,500	96	
	Queens	664,000	647,000	97	
	Richmond	78,600	76,800	98	
	Rockland	53,300	51,400	97	
	Suffolk East	68,600	66,900	98	
	Suffolk West	193,200	188,500	98	
	Sullivan	16,000	14,800	93	
	Ulster	44,000	41,100	93	
	Westchester	265,400	257,800	97	
	<b>PENNSYLVANIA</b>				
	Pike	3,200	2,900	92	
	<b>Between 25-50%</b>	<b>CONNECTICUT</b>			
		Lycoming	36,000	33,400	93
<b>NEW JERSEY</b>					
Cape May		19,000	18,200	96	
Warren		21,600	20,800	96	
<b>NEW YORK</b>					
Chemung	33,800	32,000	95		

**New York—New York**

**WNEW-TV—(Continued)**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50% (Continued)</b>	<b>PENNSYLVANIA</b>			
	Carbon	15,000	14,400	96
	Lycoming	36,000	33,400	93
	Monroe	13,600	13,000	96
	Northampton	61,900	59,400	96
Wayne	7,700	7,000	91	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Middlesex	30,300	29,000	96
	<b>NEW JERSEY</b>			
	Atlantic	60,200	57,300	95
	Burlington	73,300	71,700	98
	<b>NEW YORK</b>			
	Cattaraugus	25,700	24,400	95
	Chautauqua	51,000	48,800	96
	Cortland	13,500	12,900	96
	Delaware	13,600	12,500	92
	Herkimer	22,200	21,200	96
	Oneida East	60,000	57,900	96
	Ontario	22,200	21,400	97
	Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94
	<b>PENNSYLVANIA</b>			
	Bucks	101,400	99,000	98
Lehigh	72,800	70,200	96	
Mc Kean	16,000	15,100	94	
Schuylkill	49,400	46,900	95	
Warren	13,200	12,100	92	

**WOR-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	<b>NEW JERSEY</b>			
	Cape May	19,000	18,200	96
	Mercer	87,100	83,800	96
	Sussex	17,800	17,100	96
	<b>NEW YORK</b>			
	Chemung	33,800	32,000	95
	Putnam	14,100	13,500	96
	Sullivan	16,000	14,800	94
	<b>PENNSYLVANIA</b>			
	Montour	4,100	3,800	93
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	41,700	39,900	95
	New Haven	228,600	220,800	97
	<b>NEW JERSEY</b>			
	Atlantic	60,200	57,300	95
	Warren	21,600	20,800	96
	<b>NEW YORK</b>			
	Allegany	13,300	12,500	93
	Broome	71,900	69,400	96
	Cortland	13,500	12,900	96
	Delaware	13,600	12,500	92
	Herkimer	22,200	21,200	96
	Oneida East	60,000	57,900	96
	Otsego	16,800	15,700	93
	Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94
	Tompkins	21,400	19,000	89
Ulster	44,000	41,100	93	
<b>PENNSYLVANIA</b>				
Bradford	15,800	14,900	95	
Bucks	101,400	99,000	98	
Carbon	15,000	14,400	96	
Lehigh	72,800	70,200	96	
Lycoming	36,000	33,400	93	
Mc Kean	16,000	15,100	94	
Monroe	13,600	13,000	96	
Northampton	61,900	59,400	96	
Northumberland	29,900	27,900	93	
Schuylkill	49,400	46,900	95	
Tioga	11,200	10,300	92	
Union	7,300	6,500	90	
Wayne	7,700	7,000	91	

# New York—Plattsburgh



**WPTZ**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 4.3-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y. (12902).

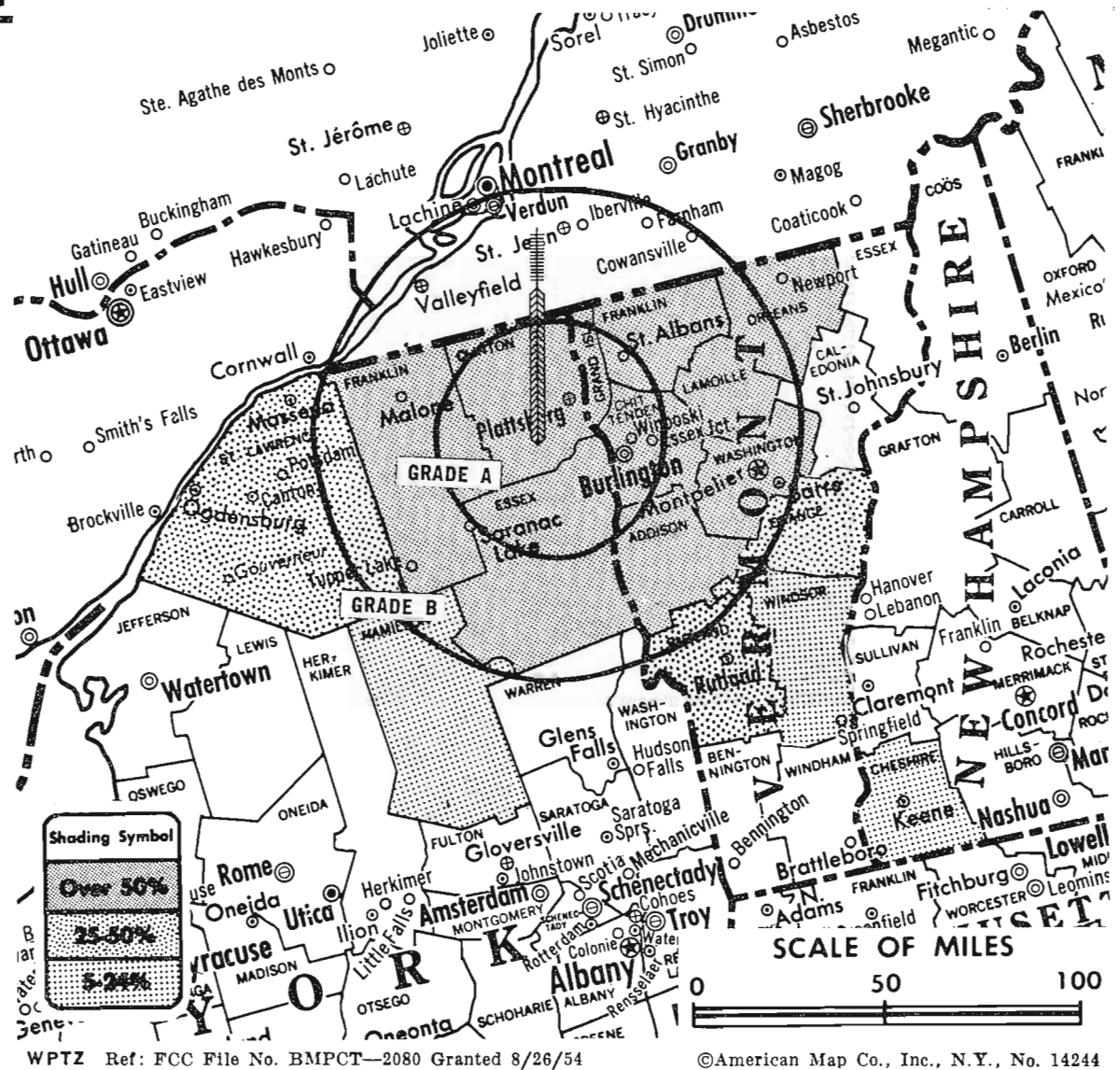
Telephone: 518-561-5555.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WPTZ Ref: FCC File No. BMPCT-2080 Granted 8/26/54

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## WPTZ

Network Service: NBC.

Licensee: Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

Ownership: Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 66 2/3%; Henry B. Tippie, exec. v.p., finance & treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP & WYFI (FM), Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 61 applicant in Wilmington, Del. and owns the former Mexican, Washington, Philadelphia, Wilmington, Del. & southeast Tex. facilities of General Outdoor Advertising Co. It owns Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., 80% of Dettelbach Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Marcus Cohn.

Personnel:

- O. WAYNE ROLLINS, president.
- R. RANDALL ROLLINS, executive vice president.
- WILLIAM RHODES, director of television.
- W. P. EATON JR., station manager.
- ROBERT CONNELLY, operations manager.
- G. RUSSELL CHAMBERS, director of engineering.

### DIGEST OF RATE CARD NO. 10

(July 1, 1967)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$550.00 \$300.00 \$200.00 \$175.00 \$88.00 \$80.00 \$40.00

NETWORK BASE HOURLY RATE: \$550 (NBC).

482-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Clinton	22,200	21,500	97
	Essex	10,800	10,300	95
	Franklin	13,400	12,600	94
	VERMONT			
	Addison	5,500	5,100	93
	Chittenden	22,700	21,800	96
	Franklin	8,400	8,200	97
	Grand Isle	800	800	98
	Lamoille	3,100	3,000	96
	Orleans	5,500	5,300	96
	Washington	12,700	12,100	95
	Between 25-50%	NEW YORK		
St Lawrence		33,200	31,700	96
VERMONT				
Orange	4,500	4,200	93	
Rutland	14,100	13,300	94	
Between 5-24%	NEW HAMPSHIRE			
	Cheshire	15,300	14,300	93
	NEW YORK			
	Hamilton	1,400	1,300	93
VERMONT				
Windsor	13,300	12,400	93	
Station Totals		186,900	177,900	95
Net Weekly Circulation (March 1967)				107,800
Average Daily Circulation (March 1967)				79,300
(Station also received in Canadian markets)				

For Studio & Mobile Equipment  
See Services Volume

# New York—Rochester



**WHEC-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"

Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

TV tape: Recording facilities.

AM Affiliate: WHEC, 5-kw, 1460 kc (CBS).

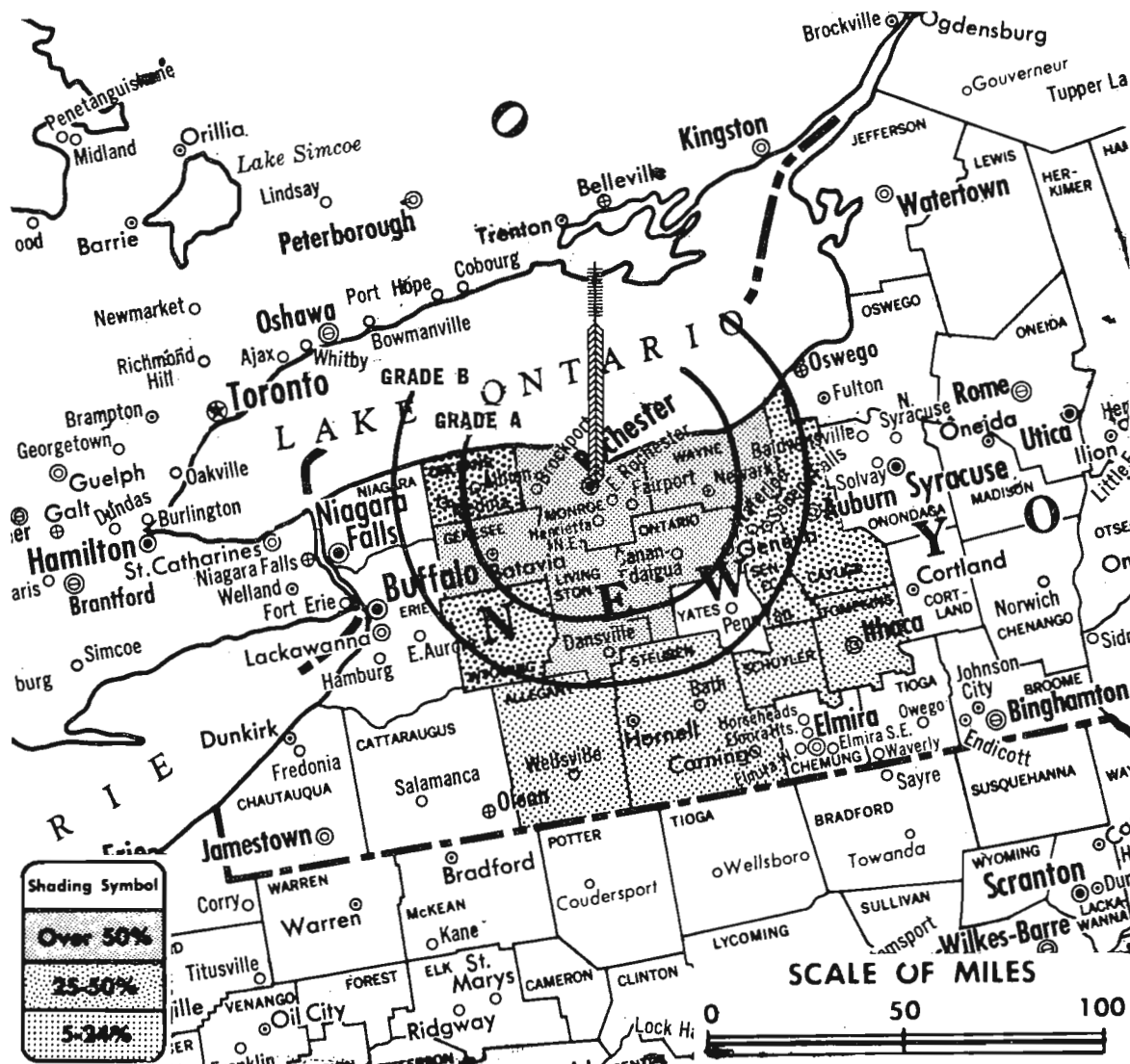
Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WHEC-TV Ref: FCC File No. BPCT-3022 Granted 4/11/62

©American Map Co., Inc., N.Y., No. 14244

## WHEC-TV

Licensee: WHEC Inc., 191 East Ave., Rochester (14604).

Studio: 191 East Ave.

Telephone: 716-546-5670. TWX No.: 716-235-8699.

Ownership: Gannett Co. Inc., 100%. WHEC Inc. officers: Paul Miller, pres.; C. Glover Delaney, v.p. & gen. mgr. Also owns WINR-TV, Binghamton, N.Y. (WINR) and WREX-TV, Rockford, Ill. Gannett Co. owns chain of N.Y. newspapers, including Rochester Times-Union and Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette; also publishes Danville (Ill.) Commercial-News, Hartford (Conn.) Times and Plainfield (N.J.) Courier-News; also owns radios WDAN, & FM, Danville, Ill. and WEZY & FM, Cocoa, Fla. Gannett Co. also owns 50% of 8 weekly Va. newspapers.

Began Operation: Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

C. GLOVER DELANEY, v.p. & general manager.  
JOHN J. CODY, general sales & promotion manager.  
WILLIAM ADAMS, program & production director.  
RICHARD K. BLACKBURN, chief engineer.  
STUART COONS, TV operations manager.

DIGEST OF RATE CARD NO. 10—(June 1, 1964)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	\$900.00	\$540.00	\$360.00	\$280.00*	\$175.00*	\$90.00*

\*Class AA—7:31-10:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW YORK			
	Genesee	17,900	17,300	97
	Livingston	13,500	12,900	96
	Monroe	205,000	198,200	97
	Ontario	22,200	21,400	97
Between 25-50%	NEW YORK			
	Cayuga	24,400	23,100	95
	Orleans	11,600	11,100	95
	Seneca	9,700	9,400	97
Between 5-24%	NEW YORK			
	Allegany	13,300	12,500	93
	Schuyler	4,900	4,600	93
	Steuben	31,900	30,100	94
Tompkins	21,400	19,000	89	
Station Totals		408,700	391,300	96
Net Weekly Circulation (March 1967)			283,800	
Average Daily Circulation (March 1967)			207,900	

(Station also received in Canadian markets)

For Color Set Penetration by Market

See Services Volume

# New York—Rochester



**WOKR**



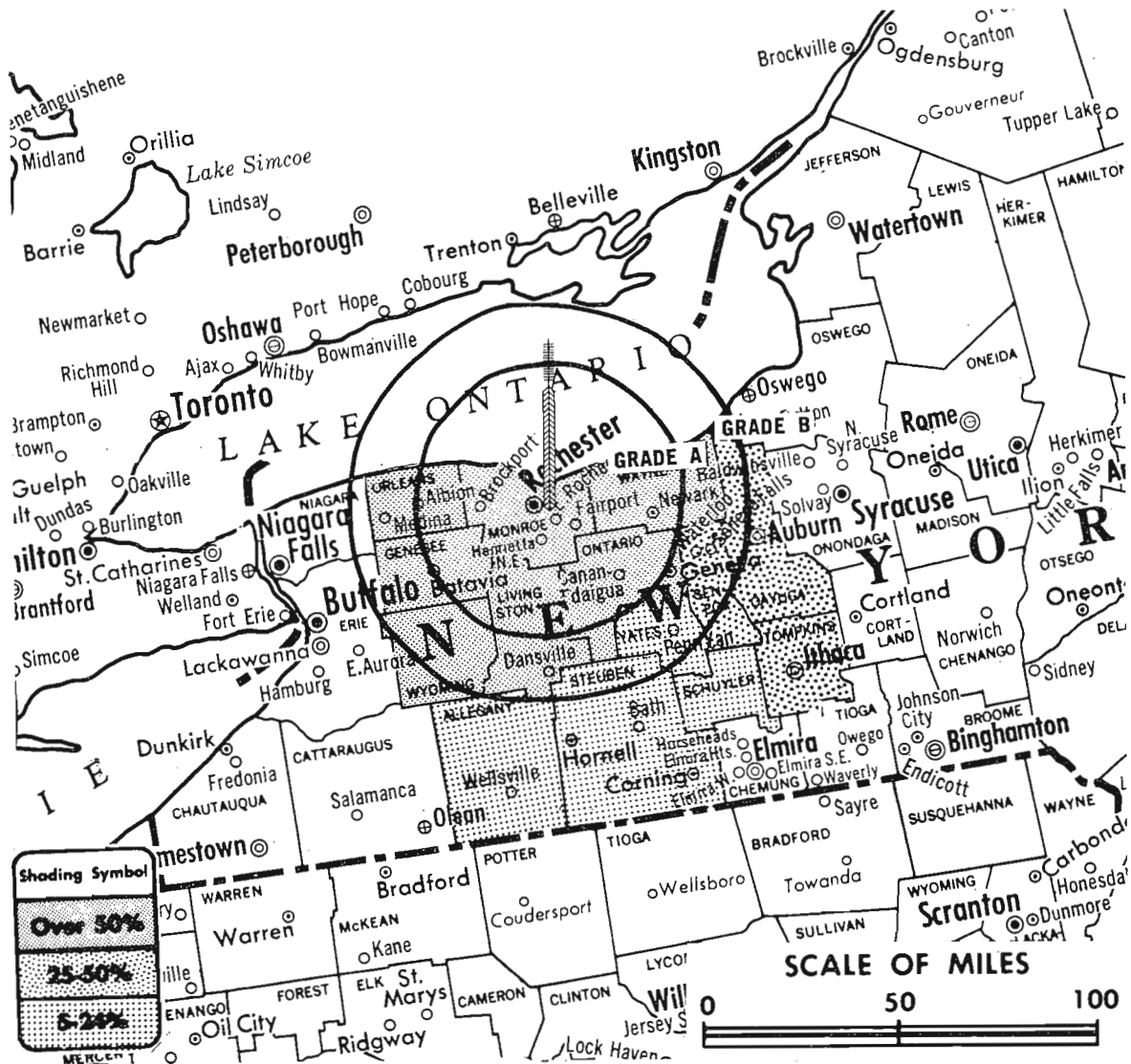
Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.  
TV tape: Recording facilities.  
Color: Network, live, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

©American Map Co., Inc., N.Y., No. 14244

## WOKR

Licensee: Channel 13 of Rochester Inc., c/o Richard C. Landsman, pres., 17 Clinton Ave. S., Rochester (14604).

Studio: 17 Clinton Ave S., Rochester (14604).

Telephone: 716-546-4262.

Ownership: Channel 13 of Rochester Inc. Richard Landsman, pres. Following own 12.5% each (as representatives): Dennis Livadas, secy.; William N. Posner, treas.; Leon Halperin; Richard Alden; Robert Green; William Faye; Gordon Brown; Robert Kieve. Note: This is an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (Television Digest, Vol. 7:32). Interim operation continues, pending appeal.

Began Operation: Sept. 15, 1962.

Represented (sales) by Blair TV; Paul Mulvihill & Co. Ltd.

Represented (legal) by Covington & Burling.

Personnel:

- RICHARD LANDSMAN, president & general manager.
- ROGER H. SHELDON, sales manager.
- GEORGE DRISCOLL, v.p. & engineering manager.
- GERALD PEARSEN, v.p. & program manager, film buyer.
- MICHAEL MERLA, v.p. & comptroller.
- GUERIN BARRY, promotion manager.

### DIGEST OF RATE CARD NO. 7 (May 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., Sun.-Fri.; 7:30-11:30 p.m., Sat.					
\$800.00	\$540.00	\$360.00	\$275.00	\$200.00	\$140.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW YORK			
	Genesee	17,900	17,300	97
	Livingston	13,500	12,900	96
	Monroe	205,000	198,200	97
	Ontario	22,200	21,400	97
	Orleans	11,600	11,100	95
	Wayne	22,300	21,400	96
Wyoming	10,600	10,300	97	
<b>Between 25-50%</b>	NEW YORK			
	Cayuga	24,400	23,100	95
	Seneca	9,700	9,400	97
<b>Between 5-24%</b>	NEW YORK			
	Allegany	13,300	12,500	93
	Schuyler	4,900	4,600	93
	Steuben	31,900	30,100	94
Yates	6,100	5,800	94	
Station Totals		414,300	397,000	96
Net Weekly Circulation (March 1967)				286,200
Average Daily Circulation (March 1967)				196,000

(Station also received in Canadian markets)

For Index to Contents

See Services Volume



# New York—Rochester



**WROC-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

TV tape: Recording facilities.

AM Affiliate: WROC, 5-kw, 1280 kc (NBC).

FM Affiliate: WROC-FM, 18-kw, 97.9 mc (No. 250), 399-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by John Creutz.

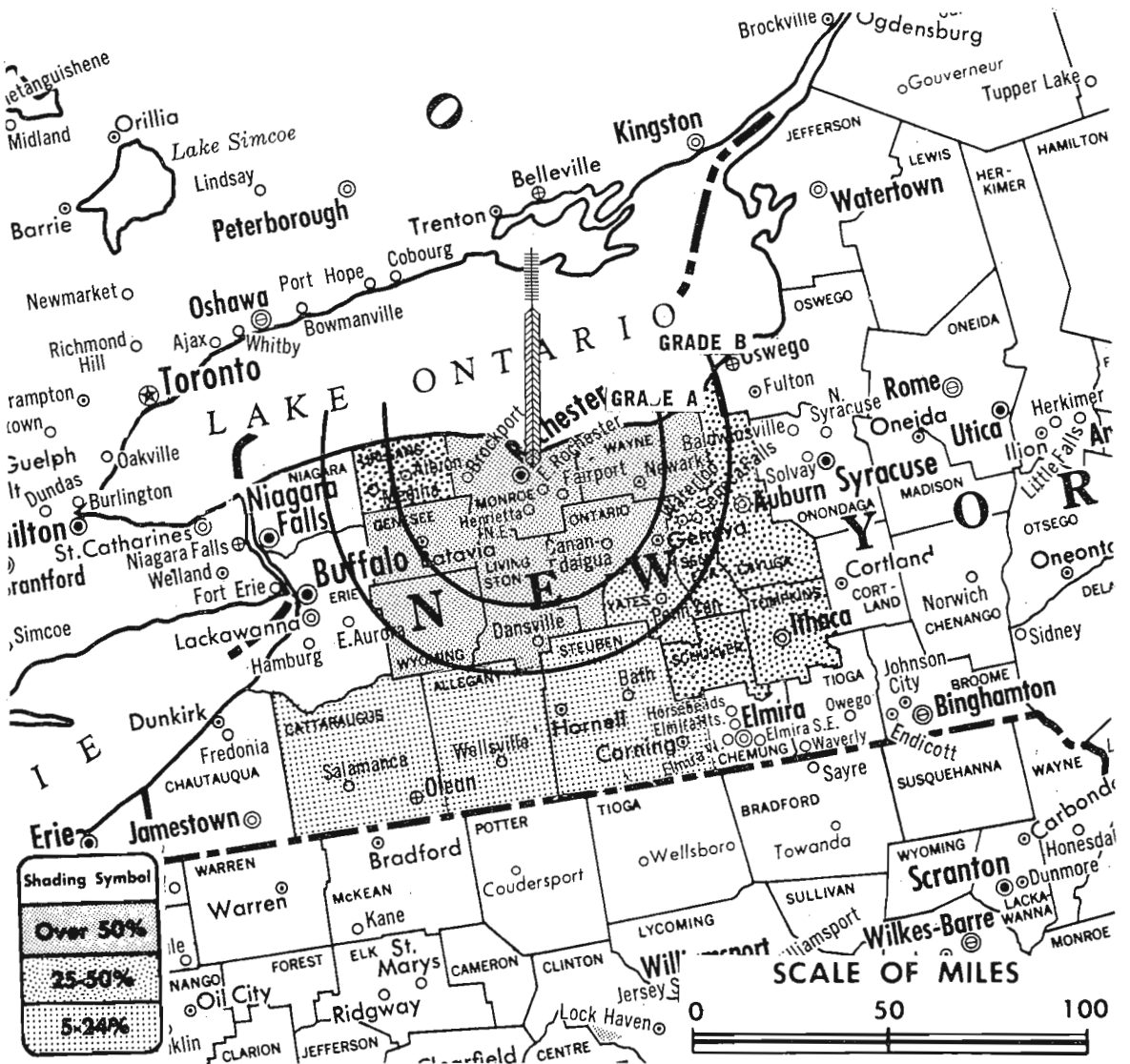
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WROC-TV Ref: FCC File No. BPCT—Doc. 13858 Granted 7/27/61 ©American Map Co., Inc., N.Y., No. 14244

## WROC-TV

Licensee: Rust Craft Broadcasting of N.Y. Inc.

Studio: 201 Humboldt St., Rochester (14610).

Telephone: 716-288-8400. TWX No.: 716-235-9136.

Ownership: Rust Craft Broadcasting of N.Y. Inc. For other Rust Craft interests, see WSTV-TV, Steubenville, Ohio.

Began Operation: June 11, 1949. Sale to present owner by Veterans Bcstg. approved Feb. 10, 1965 by FCC (Television Digest, Vols. 4:39, 46, 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

- ERVIN F. LYKE, vice president & managing director.
- F. CHASE TAYLOR JR., program director & film buyer.
- MORT BARRETT, national sales manager.
- ART MURRELLWRIGHT, local sales manager.
- WILLIAM SCHUBERT, promotion manager.
- TOM DECKER, news director.
- RAY JOBES, chief engineer.

DIGEST OF RATE CARD NO. I—(Sept. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$900.00	\$540.00	\$360.00	\$225.00	\$165.00	\$75.00

\*Class AA (7:30-10:30 p.m., daily): Min. \$260, 20 Sec. \$260, ID \$130.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	NEW YORK			
	Genesee	17,900	17,300	97
	Livingston	13,500	12,900	96
	Monroe	205,000	198,200	97
	Ontario	22,200	21,400	97
	Wayne	22,300	21,400	96
Wyoming	10,600	10,300	97	
<b>Between 25-50 %</b>	NEW YORK			
	Cayuga	24,400	23,100	95
	Orleans	11,600	11,100	95
	Schuyler	4,900	4,600	93
	Seneca	9,700	9,400	97
Tompkins	21,400	19,000	89	
<b>Between 5-24 %</b>	NEW YORK			
	Allegany	13,300	12,500	93
	Cattaraugus	25,700	24,400	95
	Steuben	31,900	30,100	94
Yates	6,100	5,800	94	
Station Totals		440,500	421,500	96
Net Weekly Circulation (March 1967)			295,300	
Average Daily Circulation (March 1967)			216,800	

**For Group Ownership**  
**See Services Volume**

# New York—Syracuse



**WHEN-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 84-kw visual, 16.6-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

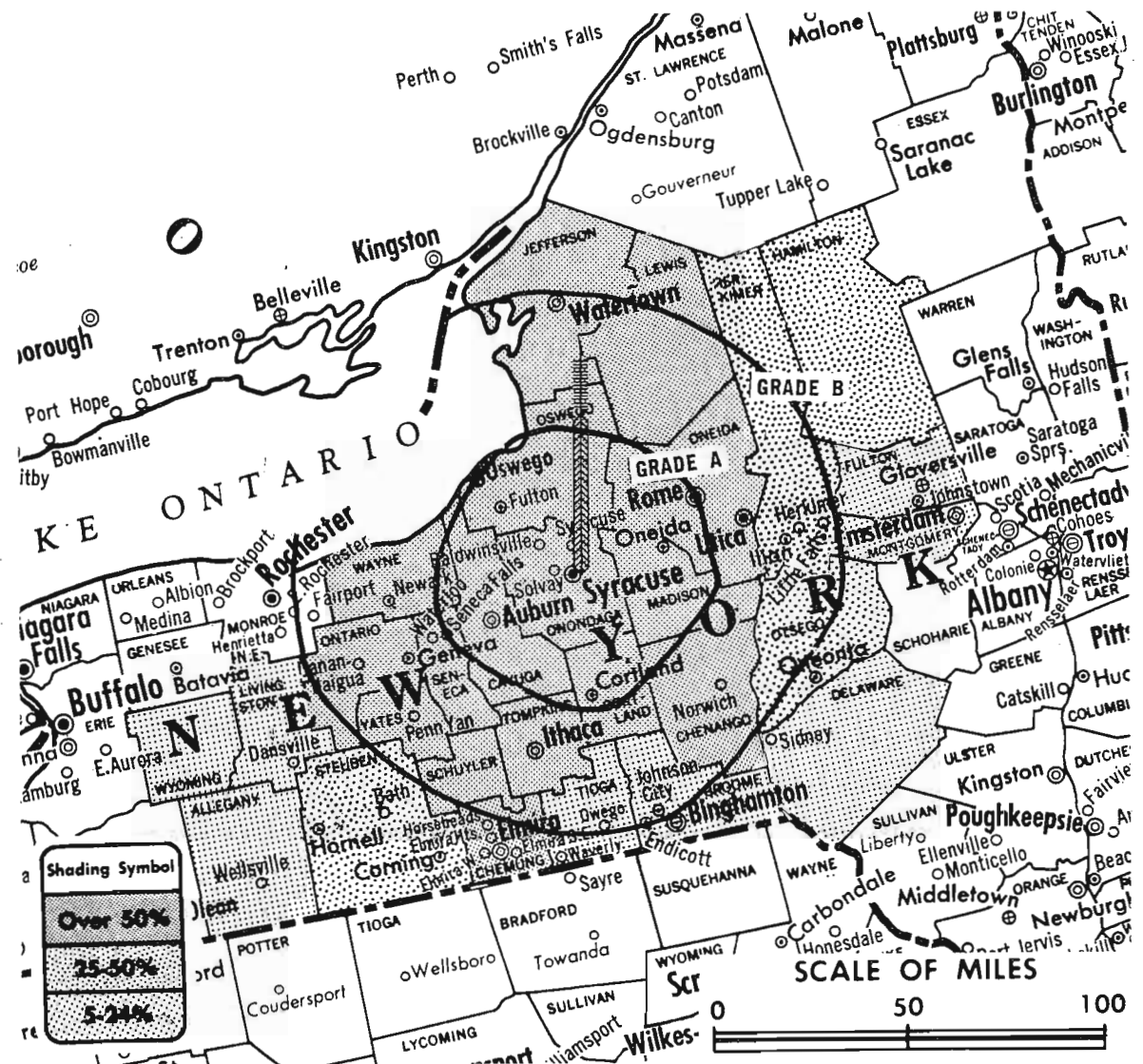
Transmitter: .32-miles E and .34-miles N of Sentinel Heights & Jim Bull Rds.

TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kc (CBS).

Color: Network, live, film & slide.

News Wire Service: AP.



WHEN-TV Ref: FCC File No. BMPCT-3915 Granted 5/31/56  
Doc. 13858 Granted 7/27/61.

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WHEN-TV

Licensee: Meredith Syracuse Television Corp., 980 James St. (13203).

Studio: 980 James St. (13203).

Telephone: 315-474-8511; N.Y.C. tie line, 212-966-2422.

TWX No.: 710-541-0443.

Ownership: Meredith Corp., Des Moines, Iowa, through subsidiary Meredith Syracuse Television Corp. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Meredith Broadcasting officers: Fred Bohlen, chairman of the board; Frank Fogarty, pres.; Paul Adanti, v.p., Meredith Syracuse Television Corp. Same interests own radio WHEN, Syracuse; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KCMO-TV, KCMO & KCMO-FM, Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.

Began Operation: Dec. 1, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

- PAUL ADANTI, v.p. and general manager.
- FRED MENZIES, station manager.
- LARRY RHODES, sales manager.
- TOM KAVANAUGH, operations manager.
- JACK SLATER, production manager.
- ROBERT E. SPEARMAN, news & public affairs director.
- KAY LARSON, women's director.
- AL CHISMAR, director of engineering.
- THOMAS WATKINS, promotion manager.

### DIGEST OF RATE CARD NO. 22—(June 1, 1967)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1100.00 ..... Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>NEW YORK</b>				
		Cayuga	24,400	23,100	95
		Chemung	33,800	32,000	95
		Chenango	14,100	13,400	95
		Cortland	13,500	12,900	96
		Jefferson	28,300	27,200	96
		Lewis	6,700	6,400	95
		Madison	17,900	17,200	96
		Oneida East	60,000	57,900	96
		Oneida West	28,400	27,400	96
		Onondaga	144,500	140,000	97
		Ontario	22,200	21,400	97
		Oswego	27,700	26,700	97
		Schuyler	4,900	4,600	93
		Seneca	9,700	9,400	97
		Tompkins	21,400	19,000	89
		Wayne	22,300	21,400	96
		Yates	6,100	5,800	94
<b>Between 25-50%</b>	<b>NEW YORK</b>				
		Hamilton	1,400	1,300	93
		Herkimer	22,200	21,200	96
		Otsego	16,800	15,700	93
	Steuben	31,900	30,100	94	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Allegany	13,300	12,500	93
		Broome	71,900	69,400	96
		Delaware	13,600	12,500	92
		Fulton	18,100	17,300	96
		Livingston	13,500	12,900	96
		Montgomery	19,100	18,200	95
	Tioga	13,100	12,500	96	
	Wyoming	10,600	10,300	97	
Station Totals		731,400	699,700	96	
Net Weekly Circulation (March 1967)				443,800	
Average Daily Circulation (March 1967)				330,400	

# New York—Syracuse



**WNYS-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"

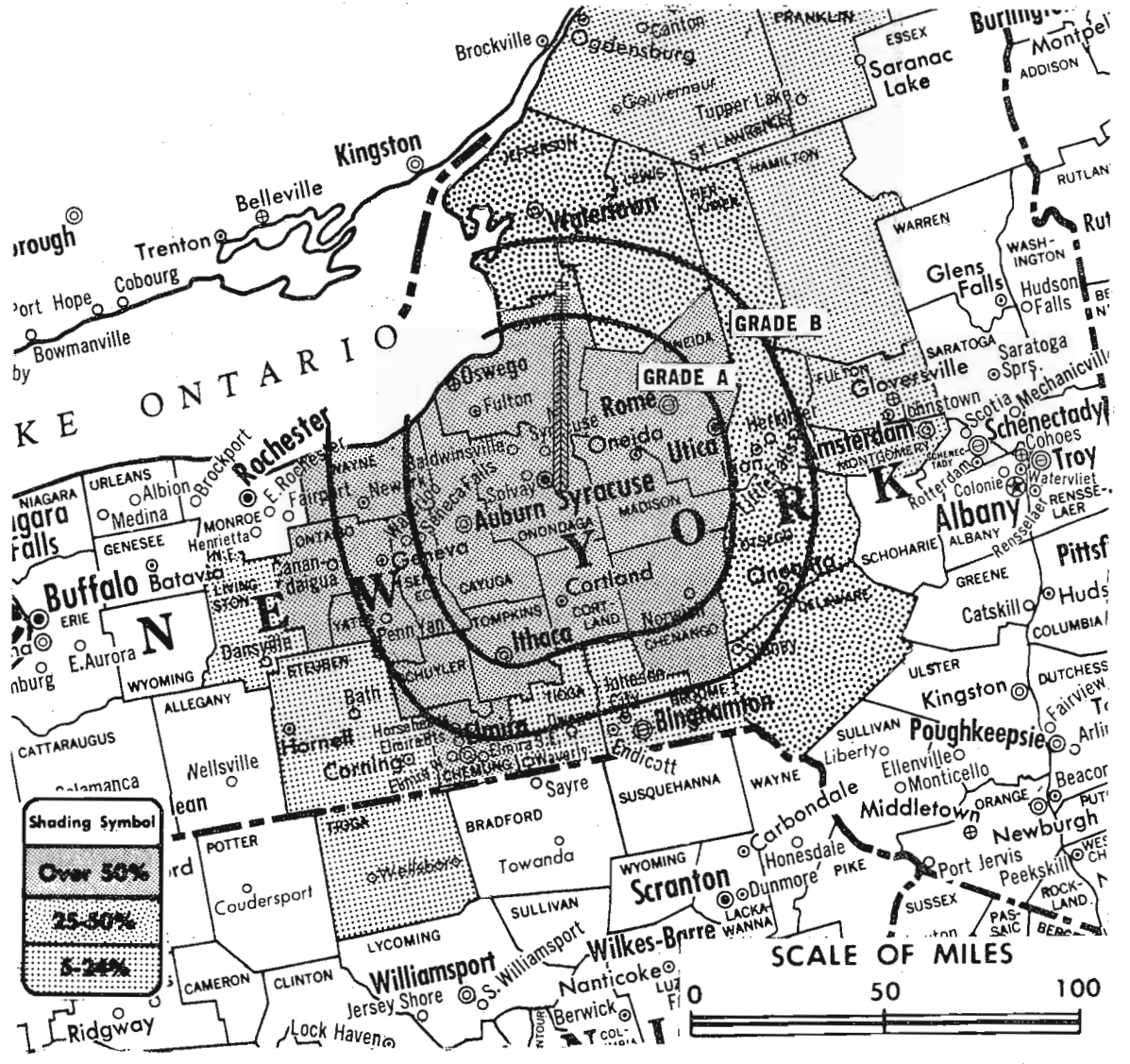
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

WNYS-TV Ref: FCC File No. BPCT-2802  
 Doc: 14371 Granted 4/12/62

©American Map Co., Inc., N.Y., No. 14244

## WNYS-TV

Licensee: Channel 9 Syracuse Inc., P.O. Box 9, Shoppingtown, Syracuse (13214).

Studio: Shoppingtown, Syracuse (13214).

Telephone: 315-446-4780.

TWX No.: 315-477-1356.

Ownership: Equal owners are the eight remaining applicants for regular operation on Channel 9 who are stockholders in the interim corporation. WNYS-TV has applied for Ch. 36 satellite in Elmira, N.Y. Note: Assignment of CP & operating authority to W. R. G. Baker Television Corp. (a merger of five applicants, W. R. G. Baker Radio & Television Corp., Syracuse Television Inc., Six Nations Television Corp., Onondaga Bcstg. Inc. & Salt City Bcstg. Corp.) pends.

Began Operation: Sept. 9, 1962 as joint operation by ten applicants for the channel.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JOHN E. McARDLE, general manager.  
 JESS A. SPIER, general sales manager.  
 CARL J. EILENBERG, program manager.  
 JOHN A. CARROLL, chief engineer.

### DIGEST OF RATE CARD NO. 8 (Sept. 10, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1100.00	\$660.00		\$400.00	\$250.00	\$125.00

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>NEW YORK</b>				
		Cayuga	24,400	23,100	95
		Chemung	33,800	32,000	95
		Chenango	14,100	13,400	95
		Cortland	13,500	12,900	96
		Madison	17,900	17,200	96
		Oneida East	60,000	57,900	96
		Oneida West	28,400	27,400	96
		Onondaga	144,500	140,000	97
		Ontario	22,200	21,400	97
		Oswego	27,700	26,700	97
		Schuyler	4,900	4,600	93
		Seneca	9,700	9,400	97
	Tompkins	21,400	19,000	89	
	Wayne	22,300	21,400	96	
	Yates	6,100	5,800	94	
<b>Between 25-50%</b>	<b>NEW YORK</b>				
		Delaware	13,600	12,500	92
		Herkimer	22,200	21,200	96
		Jefferson	28,300	27,200	96
		Lewis	6,700	6,400	95
	Otsego	16,800	15,700	93	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Broome	71,900	69,400	96
		Franklin	13,400	12,600	94
		Fulton	18,100	17,300	96
		Hamilton	1,400	1,300	93
		Livingston	13,500	12,900	96
		Montgomery	19,100	18,200	95
		Steuben	31,900	30,100	94
	St Lawrence	33,200	31,700	96	
	Tioga	13,100	12,500	96	
	<b>PENNSYLVANIA</b>				
	Tioga	11,200	10,300	92	
<b>Station Totals</b>		765,300	731,500	96	
<b>Net Weekly Circulation (March 1967)</b>				418,400	
<b>Average Daily Circulation (March 1967)</b>				267,600	



# New York—Syracuse



**WSYR-TV**



Ch. 3

[Also operates satellite WSYE-TV, Elmira, N.Y.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Studio: 1030 James St.

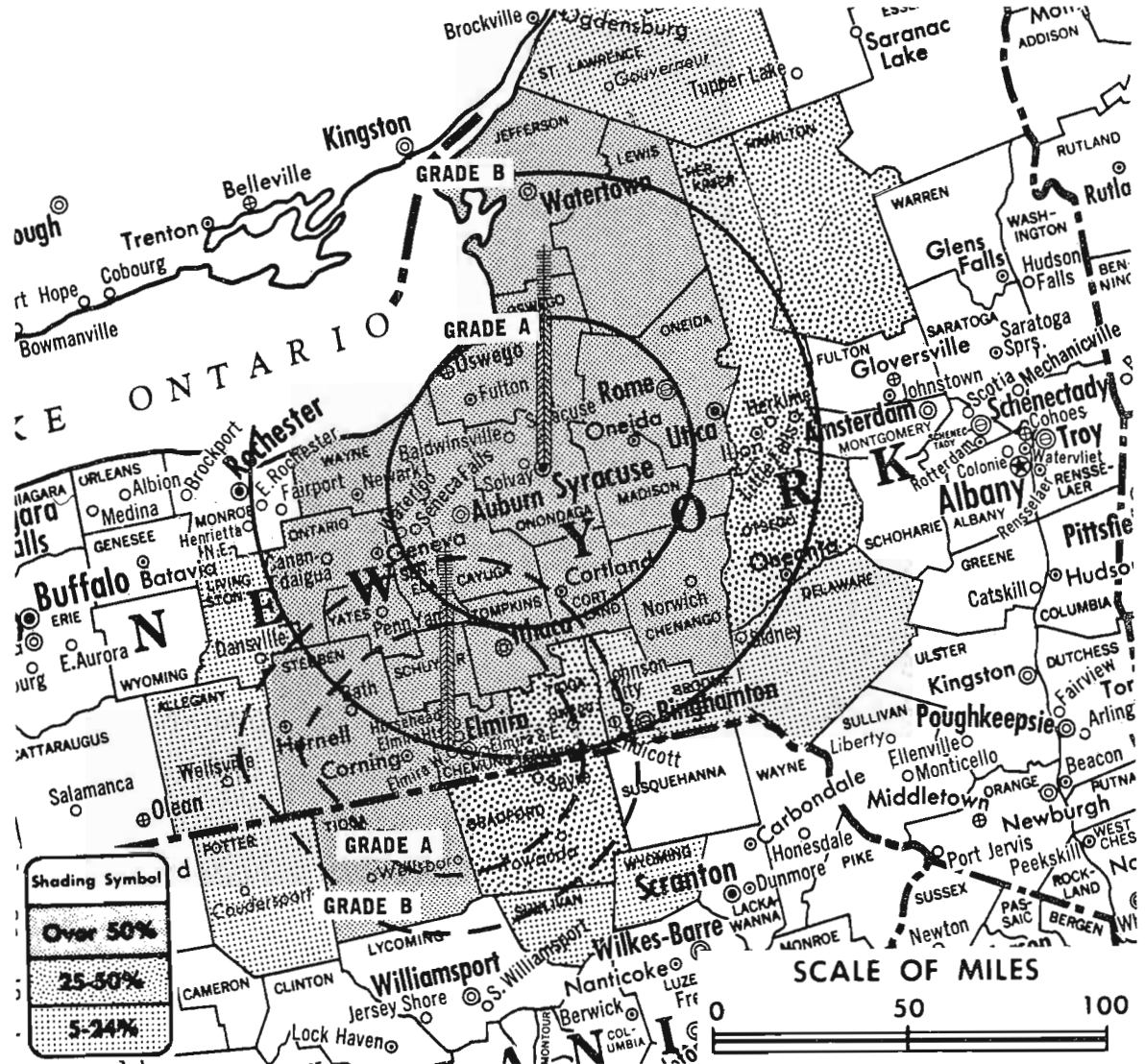
TV tape: Recording facilities.

AM Affiliate: WSYR, 5-kw, 570 kc (NBC). FM Affiliate: WSYR-FM, 100-kw, 94.5 mc (No. 233), 650-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WSYR-TV Ref: FCC File No. BPCT-3145 Granted 4/12/63  
WSYE-TV Ref: FCC File No. BMPCT-4636 Granted 5/31/57

©American Map Co., Inc., N.Y., No. 14244

## WSYR-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse (13203). Telephone: Granite 4-3911. TWX No.: 315-477-1065.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 2.22%; William V. Rothrum, v.p.; Samuel I. Newhouse, 44.44%; Samuel I. Newhouse Jr., 26.67%; Donald E. Newhouse, 26.67%. Interlocking ownership with Newhouse newspapers: Syracuse Post-Standard and Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press and Star Journal, Harrisburg Patriot and News, Staten Island Advance, Portland Oregonian and Oregon Journal, St. Louis Globe-Democrat, Birmingham News, Huntsville (Ala.) Times, New Orleans Times-Picayune & States-Item, Springfield (Mass.) Union, News and Sunday Republican, Cleveland Plain Dealer, controlling interest in Mobile Press Register and 20% of Denver Post. Newhouse Bcstg. owns WAPI-TV, Birmingham (Ch. 13) with WAPI & FM; WTPA (TV), Harrisburg (Ch. 27) with WTPA-FM; KTVI, St. Louis (Ch. 2); also 50% of KOIN-TV (Ch. 6), KOIN & KOIN-FM, Portland. Also operates WSYE-TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs. Mr. & Mrs. Samuel I. Newhouse also hold controlling interest in Conde Nast Publications Inc., publishers of Vogue, House & Garden, Glamour, Mademoiselle, Bride as well as publications in Britain and France. For CATV ownership, see Broadcasting Interests with CATV Holdings.

Began Operation: Feb. 15, 1950.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

E. R. VADEBONCOEUR, president.  
MITZI E. NEWHOUSE, v.p. & secretary.  
WILLIAM R. ALFORD JR., director of sales.  
LOUIS B. SWITZER, promotion director.  
WILLIAM V. ROTHNUM, v.p. & film buyer.  
ALBERT J. EICHOLZER, chief engineer.  
E. JAMES McDONALD, program manager.

ARB Data For This Station Includes Satellite WSYE-TV, Elmira, N.Y.

### DIGEST OF RATE CARD NO. 22—(July 2, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m.; *Class AA—7:30-10:30 p.m., daily.					
\$1500.00	\$850.00	\$570.00	\$400.00*	\$300.00*	\$150.00*
NETWORK BASE HOURLY RATE: \$1300.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	N.Y. Cayuga	24,400	23,100	95
	Chemung	33,800	32,000	95
	Chenango	14,100	13,400	95
	Cortland	13,500	12,900	96
	Jefferson	28,300	27,200	96
	Lewis	6,700	6,400	95
	Madison	17,900	17,200	96
	Oneida East	60,000	57,900	96
	Oneida West	28,400	27,400	96
	Onondaga	144,500	140,000	97
	Ontario	22,200	21,400	97
	Oswego	27,700	26,700	97
	Schuyler	4,900	4,600	93
	Seneca	9,700	9,400	97
	Steuben	31,900	30,100	94
	Tompkins	21,400	19,000	89
Wayne	22,300	21,400	96	
Yates	6,100	5,800	94	
PA. Tioga	11,200	10,300	92	
<b>Between 25-50%</b>	N.Y. Hamilton	1,400	1,300	93
	Herkimer	22,200	21,200	96
	Otsego	16,800	15,700	93
	Tioga	13,100	12,500	96
PA. Bradford	15,800	14,900	95	
<b>Between 5-24%</b>	N.Y. Allegany	13,300	12,500	93
	Broome	71,900	69,400	96
	Delaware	13,600	12,500	92
	Livingston	13,500	12,900	96
	St. Lawrence	33,200	31,700	96
	PA. Potter	4,700	4,400	93
	Sullivan	1,800	1,700	94
	Wyoming	4,700	4,400	94
<b>Station Totals</b>		<b>755,000</b>	<b>721,300</b>	<b>96</b>
Net Weekly Circulation (March 1967)				475,000
Average Daily Circulation (March 1967)				360,700



# New York—Utica

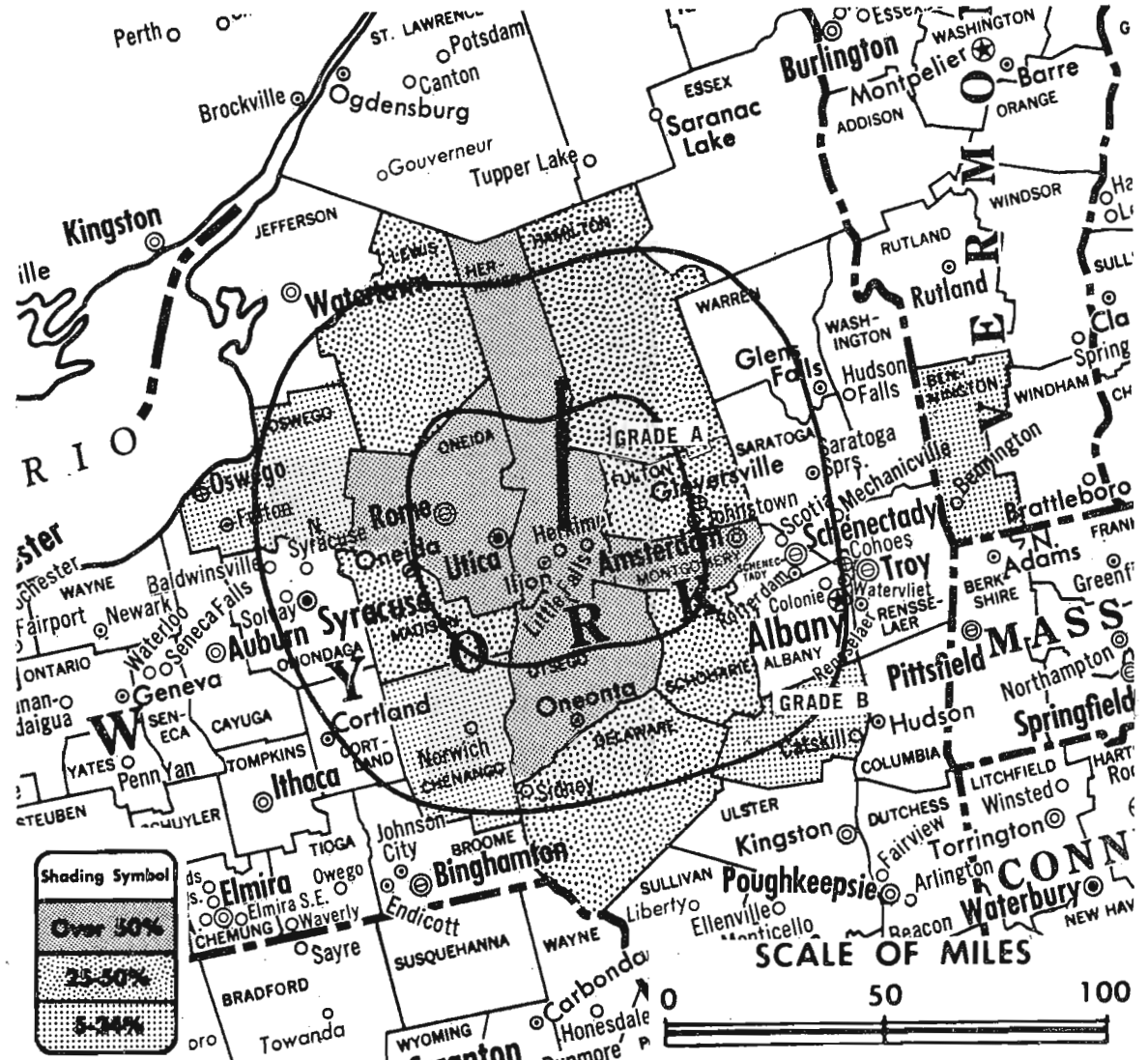


Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

Transmitter: Near Middleville, N.Y.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
Represented (engineering) by Kear & Kennedy.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKTV Ref: FCC File No. BMPCT-5218 Granted 11/10/58

©American Map Co., Inc., N.Y., No. 14244

## WKTV

Network Service: ABC, NBC.  
Licensee: Mid-New York Broadcasting Corp., Smith Hill Rd. (13502).  
Studio: Smith Hill Rd.  
Telephone: 315-733-0404.  
TWX No.: 315-797-1832.  
Ownership: 68.5% of Mid-New York Bcstg. Corp. is controlled by Paul F. Harron, pres. & chairman of the board; Lawrence D. Biele, secy.-treas. Mid New York also owns WMTW-TV & WMTW-FM, Poland Spring, Me. and 94% of Central N.Y. Cable TV Inc. Mid-Texas Bcstg. Corp., which owns KAUZ-TV, Wichita Falls, Tex., is a wholly owned subsidiary of Mid-New York Bcstg. Corp. The balance of Mid-New York Bcstg. stock is owned by 38 stockholders, none of whom owns over 5%.  
Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vols. 14:45-46, 49; 15:1).  
Represented (sales) by H-R Television Inc.; Andy McDermott Sales Ltd. (Canada).  
Represented (legal) by Hogan & Hartson.  
Personnel:  
PAUL F. HARRON, president & chairman of board.  
SHELDON STORRIER, vice president & general manager.  
DANIEL GERMAN, program & operations manager.  
STEPHEN PURCELL, merchandising manager.  
DeFOREST T. LAYTON JR., chief engineer.  
FRANK GUZZETTI, film buyer.

### DIGEST OF RATE CARD NO. 10 (Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.  
\$550.00 \$330.00 \$220.00 \$137.50 \$150.00\* \$135.00\* \$70.00\*

\*8-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$650 (ABC), \$650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW YORK			
	Herkimer	22,200	21,200	96
	Montgomery	19,100	18,200	95
	Oneida East	60,000	57,900	96
	Oneida West	28,400	27,400	96
<b>Between 25-50%</b>	NEW YORK			
	Delaware	13,600	12,500	92
	Fulton	18,100	17,300	96
	Hamilton	1,400	1,300	93
	Lewis	6,700	6,400	95
	Madison	17,900	17,200	96
<b>Between 5-24%</b>	NEW YORK			
	Chenango	14,100	13,400	95
	Greene	10,900	10,400	96
Oswego	27,700	26,700	97	
<b>VERMONT</b>	Bennington	8,100	7,600	94
<b>Station Totals</b>		272,000	259,800	96
Net Weekly Circulation (March 1967)				157,200
Average Daily Circulation (March 1967)				111,800

For Color Set Penetration by Market

See Services Volume

# New York—Carthage-Watertown



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

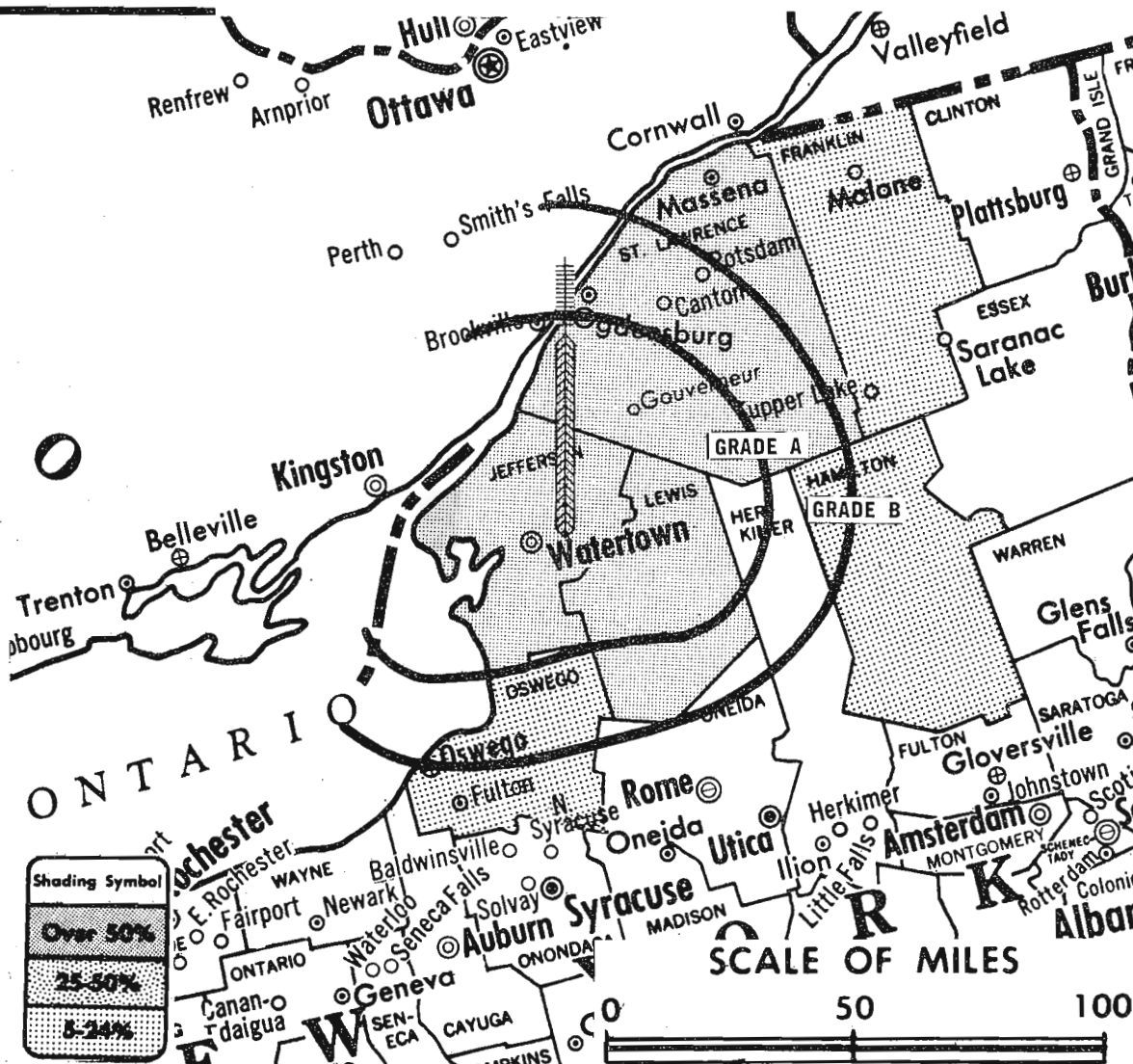
Color: Network, film, slide & tape.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kc (CBS).

News Wire Service: AP, UPI

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54 ©American Map Co., Inc., N.Y., No. 14244

## WWNY-TV

Network Service: ABC, CBS.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y. (13601).

Studio: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

Telephones: 315-788-3800, Watertown (sales office); 315-782-2600, Watertown (studios); 315-788-6890, Watertown (exec. office).

TWX No.: 510-257-4650, Watertown.

Ownership: John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes Watertown Daily Times and operates WMSA, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Adam Young-VTM Inc. (U.S.); Andy McDermott (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

JAMES W. HIGGINS, general manager.  
ALFRED M. TAURONEY, sales manager.  
GLENN H. HALL, director of operations.  
DAVID M. GRAVES, program manager & film buyer.  
EARL R. KELLY, dir. of public affairs & promotion.  
ROBERT TOMPKINS, news director.  
JOHN G. CASE, sports editor.  
MICHAEL R. YONKOVIG, director of engineering.  
DONALD C. MOREHOUSE, chief engineer.

## DIGEST OF RATE CARD NO. 8

(June 17, 1967)

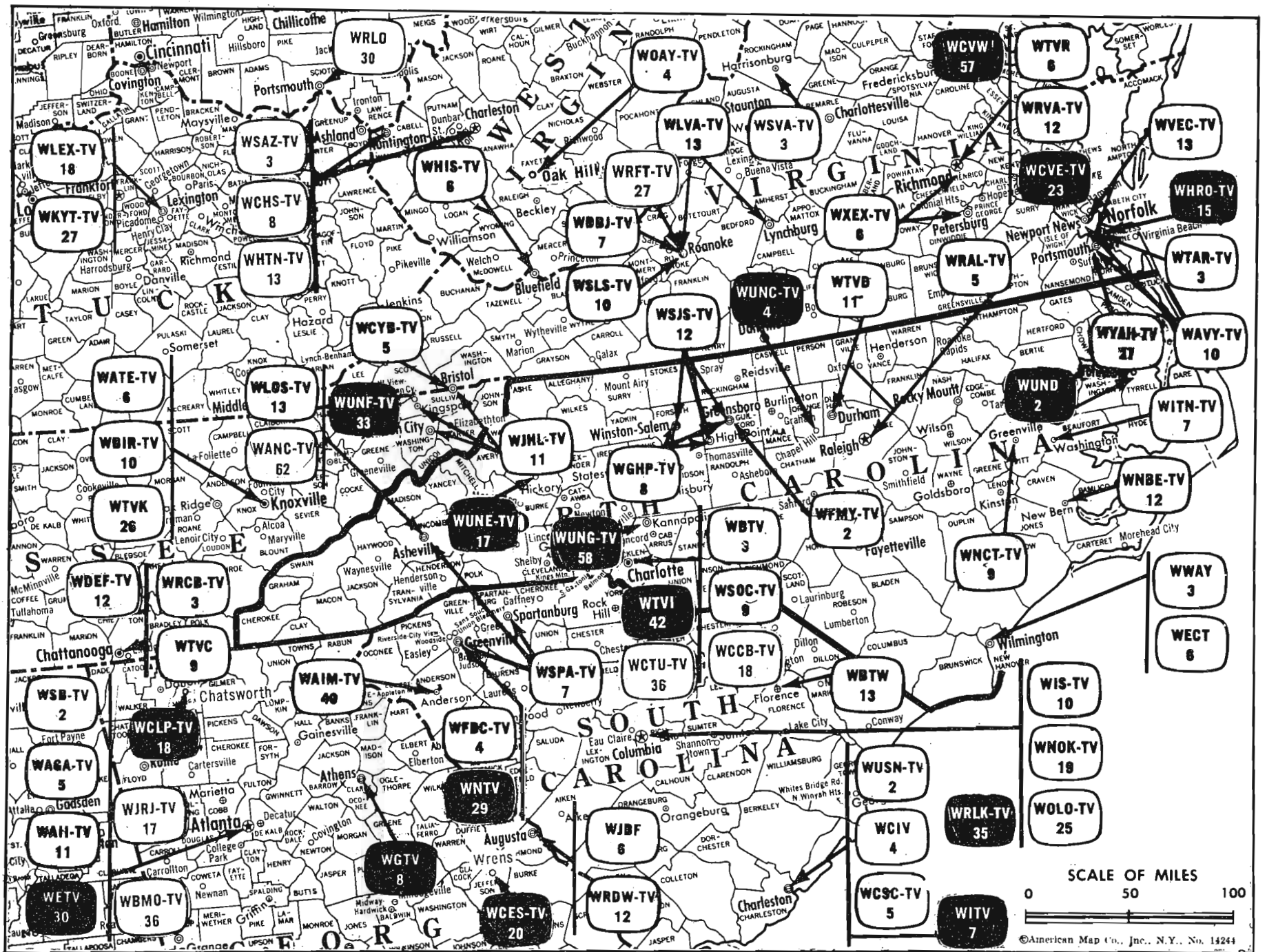
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$425.00	\$255.00	\$170.00	\$106.00	\$95.00*	\$90.00*
*Class AA—6:01-9:59 p.m., Mon.-Fri.; 6:59-10:59 p.m., Sat.; 6:59-9:59 p.m., Sun.						\$55.00*

NETWORK BASE HOURLY RATE: \$450 (ABC), \$450 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW YORK			
	Jefferson	28,300	27,200	96
	Lewis	6,700	6,400	95
	St Lawrence	33,200	31,700	96
<b>Between 5-24%</b>	NEW YORK			
	Franklin	13,400	12,600	94
	Hamilton	1,400	1,300	93
	Oswego	27,700	26,700	97
Station Totals		110,700	105,900	96
Net Weekly Circulation (March 1967)				62,400
Average Daily Circulation (March 1967)				54,600

(Station also received in Canadian markets)

See also listing in Canadian Section



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Charlotte	479,200	33	1,178,900	21	1,098,900	21
Asheville-Spartanburg-Greenville	431,500	44	972,400	32	895,000	34
Greensboro-Winston Salem-High Point	409,100	45	956,100	34	893,800	35
Raleigh-Durham	356,900	52	684,100	49	631,200	50
Greenville-Washington-New Bern	224,200	86	432,100	95	397,400	96
Wilmington	127,100	132	298,300	126	271,700	126

### North Carolina Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	12	4	16
Educational Television Stations	2	4	6
			<u>22</u>

For Additional State Data  
see next page

## North Carolina

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WFBC-TV, WLOS-TV & WSPA-TV Asheville

(See Greenville & Spartanburg, S.C.)

#### WTVD, Durham

(See Raleigh, N.C.)

#### WGHP-TV, Greensboro

(See Winston-Salem, N.C.)

#### WITN & WNBE-TV, Greenville

(See Washington & New Bern, N.C.)

#### WGHP-TV, High Point

(See Greensboro, N.C.)

#### WNCT-TV & WNBE-TV, Washington

(See Greenville & New Bern, N.C.)

#### WFMY-TV, WGHP-TV & WSJS-TV Winston-Salem

### State Educational Technical Facilities

(Complete Data in Educational Directory)

#### WUNF-TV

Asheville

Ch. 33

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 3.63-kw visual, .724-kw aural. Antenna: 2620-ft. above av. terrain, 337-ft. above ground, 6058-ft. above sea level.

Latitude	35°	25'	32"
Longitude	82°	45'	25"

#### WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

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"

#### WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Licensee: Charlotte-Mecklenburg Board of Education.

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"

#### WUND-TV

Columbia

Ch. 2

Non-Commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

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"

#### WUNG-TV

Concord

Ch. 58

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 58 (734-740 mc). Authorized power: 525-kw max. & 182-kw horizontal visual, 85-kw max. & 30-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1400-ft. above ground, 2045-ft. above sea level.

Latitude	35°	15'	05.74"
Longitude	80°	14'	12.22"

#### WUNE-TV

Linville

Ch. 17

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 269-ft. above ground, 4865-ft. above sea level.

Latitude	36°	03'	47"
Longitude	81°	50'	33"



# North Carolina—Asheville



## WANC-TV

(formerly WISE-TV)

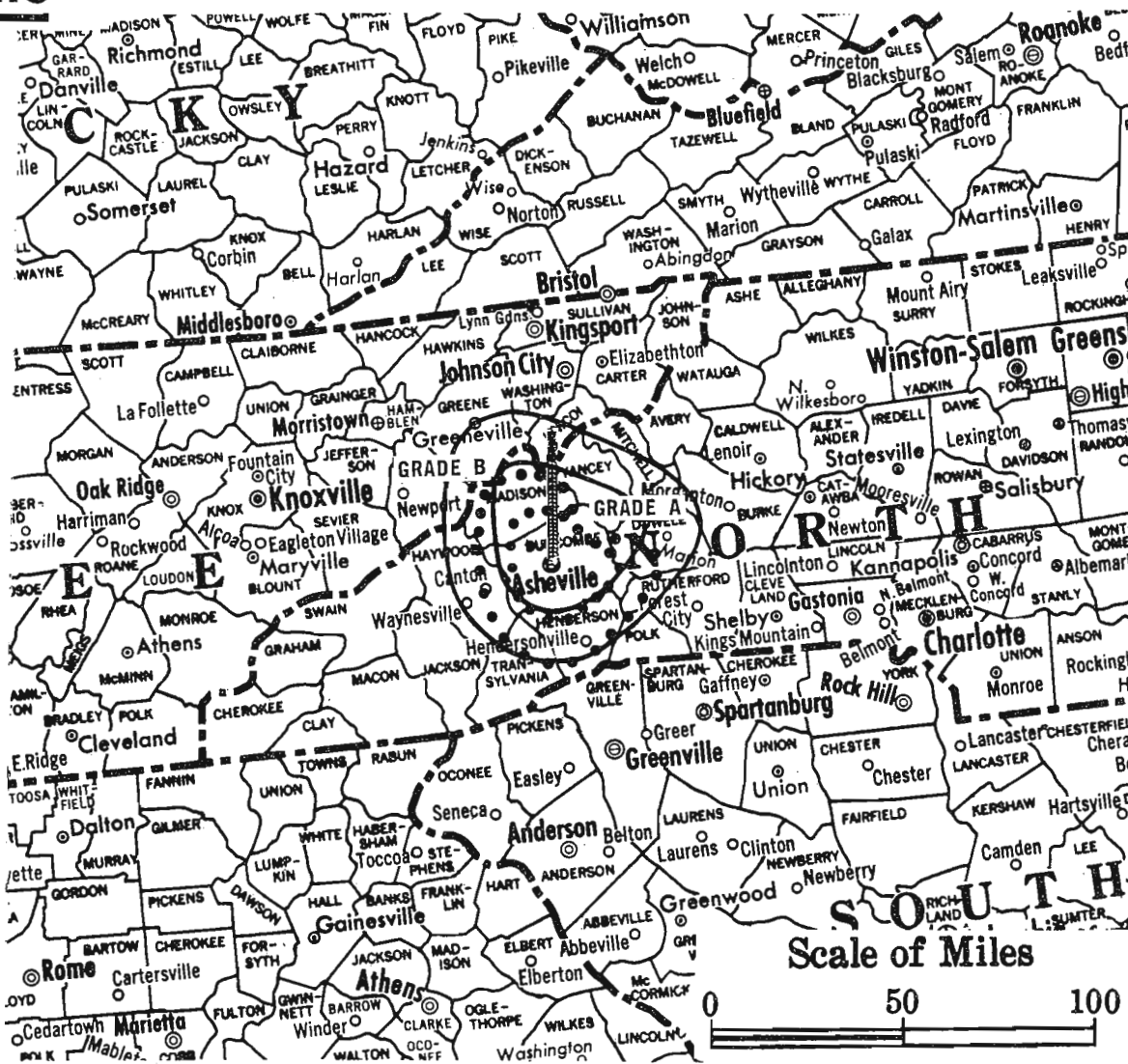
Ch. 62

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 24-kw visual, 4.79-kw aural. Antenna: 417-ft. above av. terrain, 137.5-ft. above ground, 2858-ft. above sea level.

Latitude 35° 36' 33.5"  
Longitude 82° 32' 11.8"

Holds CP for change to Ch. 21, 22.2-kw visual, 4-kw aural, 423-ft. above av. terrain, 149-ft. above ground, 2869-ft. above sea level. BPCT—3750.

Transmitter: Sunset Mt.



WANC-TV Ref: FCC File No. BMPCT-4689 Granted 6/11/57  
CP: BPCT-3750 Granted 6/23/66

©American Map Co., Inc., N.Y., No. 14244

## WANC-TV

Licensee: WANC-TV, 75 Scenic Highway (28804).

Studio: Sunset Mt. Telephone: 704-254-4663.

Ownership: The Thoms Broadcasting Companies Inc., controlled by Harold H. Thoms, wife Meredith S. Thoms & Matilann Thoms Gennett. Mr. Thoms, with his wife, also owns WEAM, Arlington, Va.; WKLM, Wilmington, N.C. and WCOG, Greensboro, N.C. Thomsland Inc. (Harold H. & Meredith S. Thoms) owns 50% of WNBE-TV, New Bern, N.C.

Began Operation: July 5, 1953.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HAROLD H. THOMS, president.  
JOHN RANDOLPH, chief engineer.  
HUGH McMILLAN, administrative asst.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1960)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.	
Class A—6-11 p.m., Mon.-Sat.; noon-11 p.m., Sun.	\$100.00	\$80.00	\$50.00	\$30.00	\$25.00	\$20.00	\$30.00

NETWORK BASE HOURLY RATE: \$150.

ARB Data Not Available.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# North Carolina—Charlotte



**WBT**

Ch. 3



Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"  
Longitude 81° 06' 53"

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

AM Affiliate: WBT, 50-kw, 1110 kc (CBS).

FM Affiliate: WBT-FM, 100-kw, 107.9 mc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

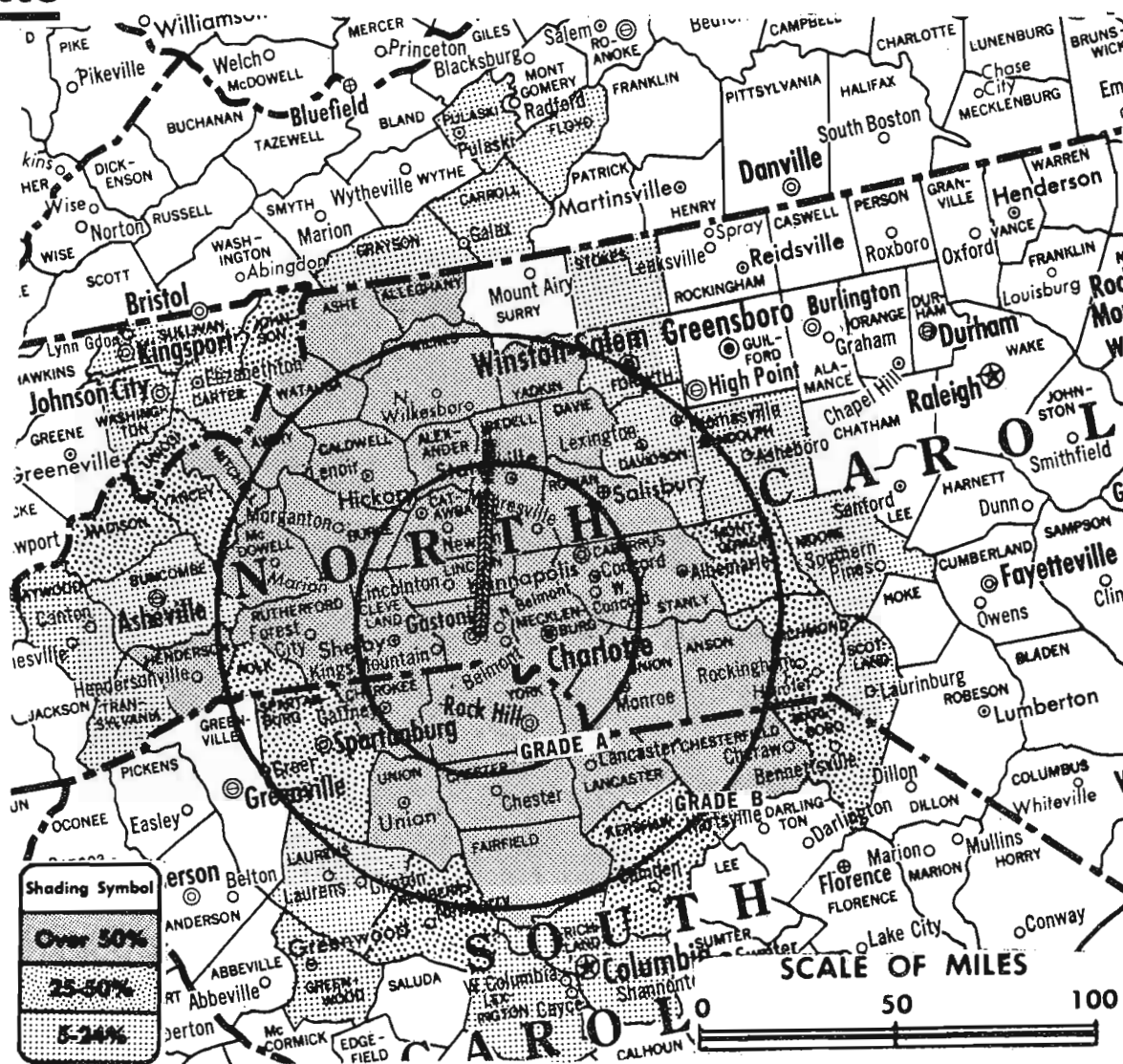
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WBTV Ref: FCC File No. BPCT-805 Granted 12/19/52

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## WBTV

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte (28208). Telephone: 704-333-8832. TWX No.: 810-621-0449.

Studio: One Julian Price Place.

Ownership: Jefferson Standard Life Insurance Co., 100%. Also owns 100% of WBTW, Florence, S.C.; 100% of radio WBIG, Greensboro; 100% of WBT & FM, Charlotte. Principal Bcstg. Co. officers: Joseph M. Bryan, chmn.; Charles H. Crutchfield, pres. Note: Sale of WBTW, Florence, S. C., pends.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

CHARLES H. CRUTCHFIELD, president & general manager.  
WALLACE JORGENSON, executive vice president.  
THOMAS E. HOWARD, v.p., engineering & general services.  
J. ROBERT COVINGTON, v.p., research and promotion.  
THOMAS B. COOKERLY, v.p. & managing director.  
DALLAS ROBBINS, treas. & business manager.  
JAMES G. BABB JR., asst. v.p. & general sales manager.  
J. NATHAN TUCKER, program operations manager.  
FRANK F. BATEMAN, asst. v.p. & asst. dir. of engineering.  
LARRY M. HARDING, promotion manager.  
THOMAS E. MATTHEWS, asst. v.p. & personnel manager.  
ERVIN MELTON, news manager.  
GRADY C. PRIDGEN JR., assistant sales manager.  
GIL STAMPER, farm director.  
BOB QUINCY, sports director.  
RENO BAILEY, publicity supervisor.  
LACY S. SELLARS, asst. v.p. & quality control director.  
JOSEPH B. YOUNG, research manager.

DIGEST OF RATE CARD NO. 23—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—8-10 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$400.00 Graded rates apply\*

\*Highest rate: \$475.

NETWORK BASE HOURLY RATE: \$1675.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>NORTH CAROLINA</b>			
	Alexander	4,900	4,500	93
	Alleghany	2,100	1,800	88
	Anson	6,200	5,400	88
	Ashe	5,400	4,700	87
	Avery	2,900	2,500	87
	Burke	15,600	14,700	94
	Cabarrus	21,400	20,500	96
	Caldwell	14,900	14,000	94
	Catawba	23,800	22,900	96
	Cleveland	19,000	17,900	94
	Davie	5,200	4,700	90
	Gaston	38,900	37,000	95
	Henderson	12,500	11,400	92
	Iredell	19,600	18,400	94
	Lincoln	8,500	8,100	96
	Mc Dowell	7,900	7,300	92
	Mecklenburg	95,400	90,900	95
	Mitchell	3,600	3,300	89
	Rowan	26,100	24,700	95
	Rutherford	13,300	12,500	94
	Stanly	13,200	12,400	94
	Union	13,400	12,300	92
	Watauga	4,600	4,100	89
	Wilkes	12,700	11,500	91
	Yadkin	6,900	6,400	92
	<b>SOUTH CAROLINA</b>			
	Cherokee	9,600	8,900	93
	Chesterfield	8,200	7,300	88
	Chester	7,900	7,200	92
	Fairfield	4,700	4,000	86
	Lancaster	10,900	10,200	94
	Union	7,700	7,200	93
	York	22,000	20,400	93
	<b>NORTH CAROLINA</b>			
	Madison	4,100	3,500	84
	Montgomery	5,000	4,700	93
	Polk	3,300	2,900	89

Over 50%

Between 25-50%

(Continued on page 499-b)

Station Totals	969,300	902,200	93
Net Weekly Circulation (March 1967)			479,200
Average Daily Circulation (March 1967)			360,800

# North Carolina—Charlotte



## WCCB-TV

Ch. 18

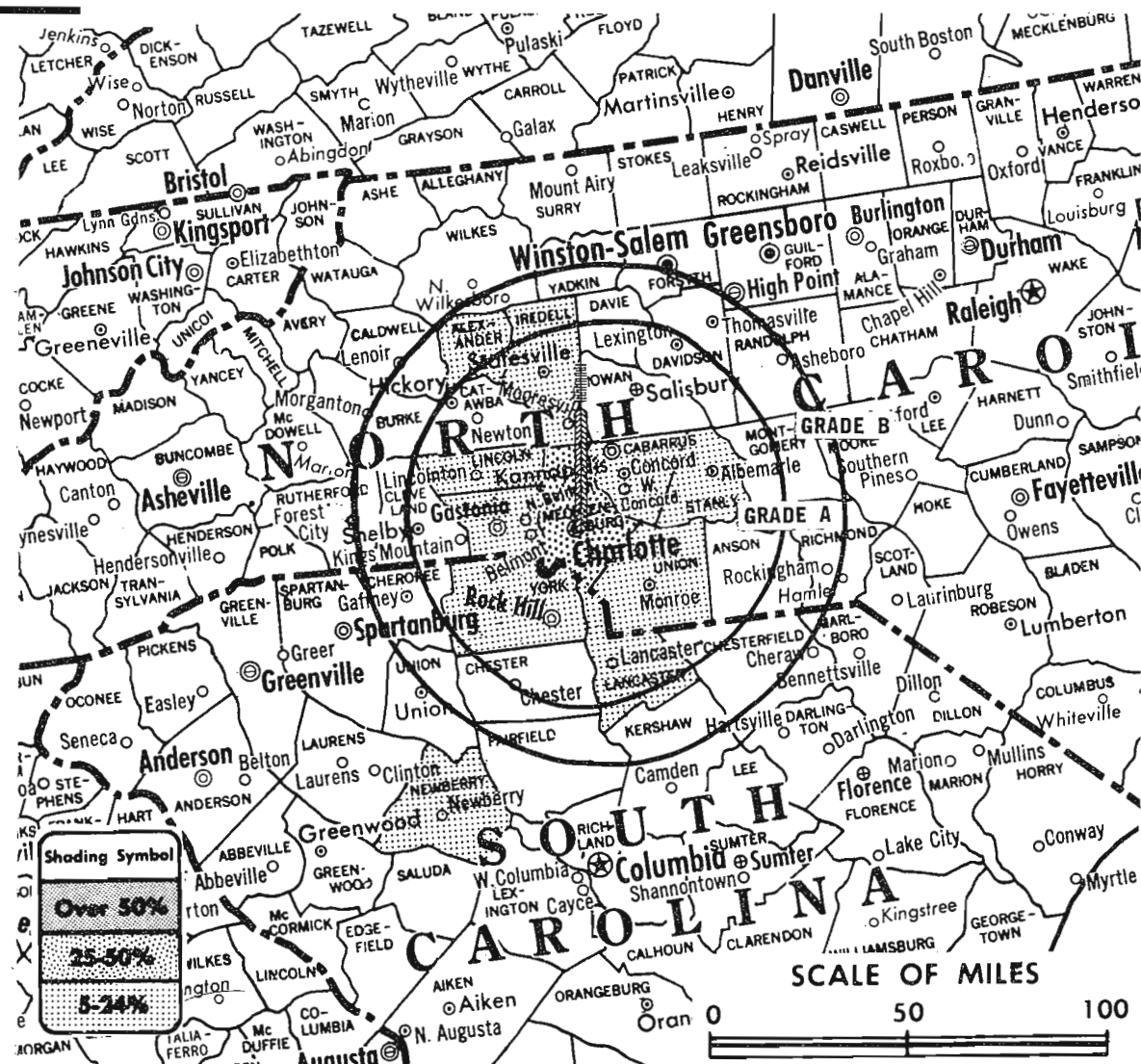
Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 1320-kw max. and 589-kw horizontal visual; 174-kw max. and 75.9-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1071-ft. above ground, 1871-ft. above sea level.

Latitude 35° 15' 56"  
Longitude 80° 49' 29"

Transmitter: 1/2 mi. SE of Newell.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WCCB-TV Ref: FCC File No. BPCT-3955 Granted 7/19/67

© American Map Co., Inc., N.Y. No. 14244

## WCCB-TV

Network Service: ABC.

Licensee: Mecklenburg Television Broadcasters Inc., 1 Television Place, Charlotte, N.C. (28205).

Studio: 1 Television Place.

Telephone: 704-372-1800.

Ownership: Cy N. Bahakel, 100%. Also owns WKAB-TV, Montgomery, Ala.; WABG-TV, Greenwood, Miss.; WOLO-TV, Columbia, S.C.; WBBJ-TV, Jackson, Tenn.; radio stations WABG, Greenwood, Miss.; WLBJ & FM, Bowling Green, Ky.; WWOD & FM, Lynchburg, Va.; KXEL & FM, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOE & FM, Chattanooga, Tenn.

Began Operation: Dec. 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 by FCC (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales) by Adam Young-VTM Inc.

Personnel:

- CY N. BAHAKEL, president.
- COLEMAN AUSTIN, vice president.
- DON E. KASSNER, vice president, engineering.
- WILLIAM J. (DUB) GROOME, station manager.
- EDWARD BRINCEFIELD, production manager.
- GUY TITMAN, chief engineer.
- SUSAN ROSS, office manager.
- JODY BALLARD, women's director.

## DIGEST OF RATE CARD NO. 4

(June 12, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—7-10:01 p.m., daily.						
\$400.00	\$250.00	\$135.00	\$115.00	\$90.00	\$69.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	NORTH CAROLINA			
	Mecklenburg	95,400	90,900	95
<b>Between 5-24%</b>	NORTH CAROLINA			
	Alexander	4,900	4,500	93
	Cabarrus	21,400	20,500	96
	Gaston	38,900	37,000	95
	Iredell	19,600	18,400	94
	Lincoln	8,500	8,100	96
SOUTH CAROLINA	Stanly	13,200	12,400	94
	Union	13,400	12,300	92
	Lancaster	10,900	10,200	94
	Newberry	7,900	7,200	91
York	22,000	20,400	93	
Station Totals		256,100	241,900	94
Net Weekly Circulation (March 1967)				60,900
Average Daily Circulation (March 1967)				25,800

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.



# North Carolina—Charlotte

## WCTU-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 1330-kw max. & 603-kw horizontal visual, 132-kw max. & 60-kw horizontal aural. Antenna: 1350-ft. above av. terrain, 1404-ft. above ground, 2049-ft. above sea level.

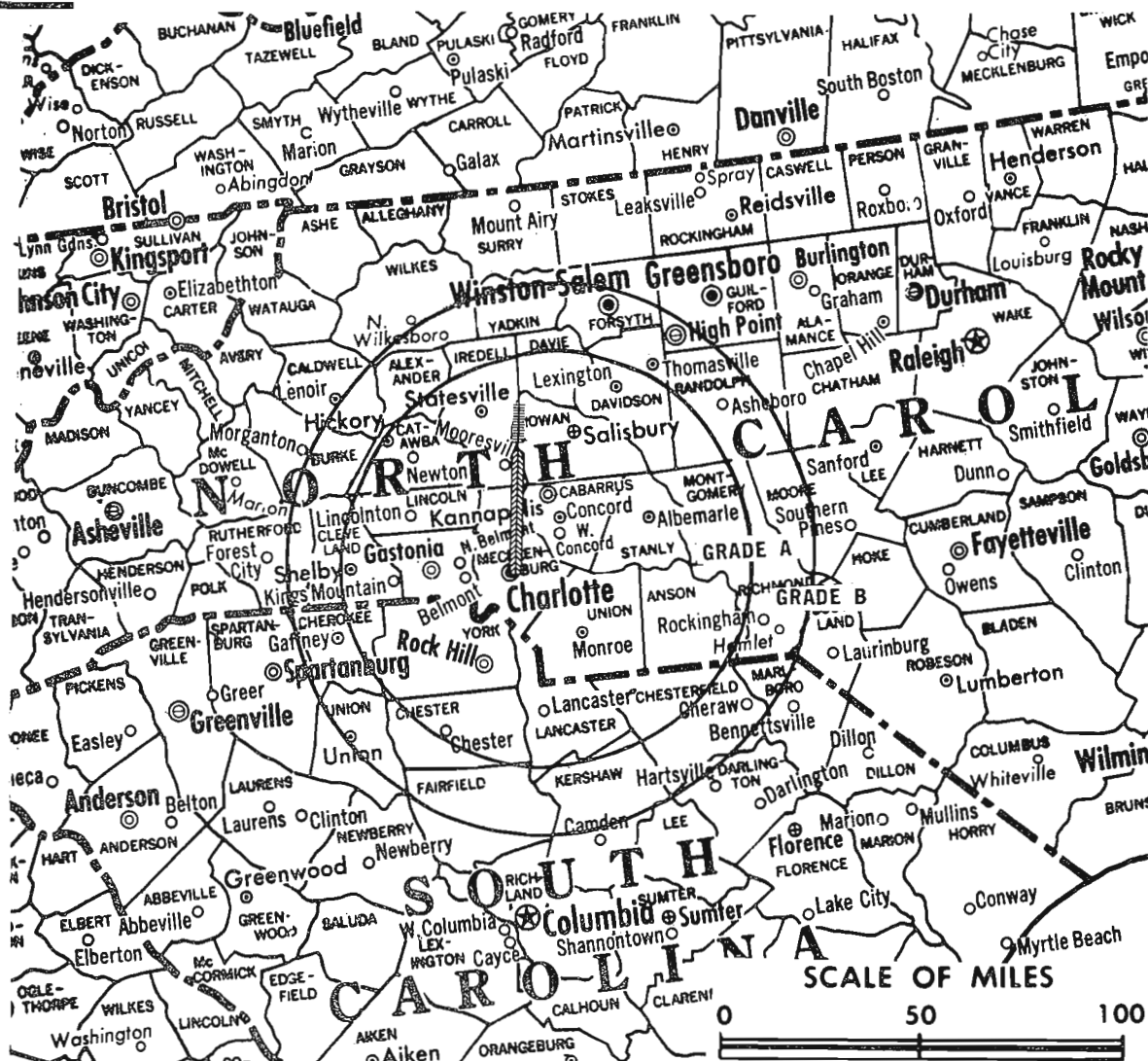
Latitude 35° 15' 05.7"  
Longitude 80° 41' 12.2"

Transmitter: Hood Rd., .6-mi. N of Robinson Church Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



WCTU-TV Ref: FCC File No. BPCT-3830 Granted 2/2/66 © American Map Co., Inc., N.Y., No. 14244

## WCTU-TV

Network Service: None, independent.

Licensee: Charlotte Telecasters Inc., P. O. Box 12685, Charlotte (28205).

Studio: Hood Road.

Telephone: 704-536-3636.

Ownership: Harold W. Twisdale, pres., 19.67%; David L. Steel Sr., v.p., 6.55%; George A. Jenkins, 4.92%; A. David Moore Jr., secy.-treas., 6.55%; Marshall N. Armstrong, 6.55%; Jerry W. Reece, 4.92%; several others, none owning more than 5%. Twisdale and Steel also own stock in WRTU-TV, Ch. 35 CP in Richmond, Va.; WATU-TV, Ch. 26 CP in Augusta, Ga. and WMTU-TV, Ch. 30 CP in Memphis, Tenn. Ownership also interlocks with uhf applicant for Durham, N.C.

Began Operation: July 9, 1967.

Represented (sales) by National Television Sales Inc.; Dora-Clayton Agency Inc. (regional).

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by David L. Steel Sr.

### Personnel:

HAROLD W. TWISDALE, president.  
DAVID L. STEEL SR., vice president, engineering.  
IAN N. WHEELER, station manager.  
CHARLES BALLARD, sales manager.  
JERRY W. REECE, director, news & public relations.  
ROBERT McDANIEL, program manager.  
RUSSEL PAGE, director, sports & special features.  
DAVID L. STEEL JR., art director.  
BARBARA McDANIELS, director of women's features.  
ZELMA STUBBS, office manager.  
J. W. BYARS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$300.00	\$180.00	\$150.00	\$70.00	\$50.00	\$35.00
	\$25.00					

ARB Data not available for this station since it was not in operation when the survey was made.



# North Carolina—Charlotte



**WSOC-TV**



Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

**Transmitter:** 1.4-mi. SSE of Newell, N.C.

**TV tape:** Recording facilities.

**AM Affiliate:** WSOC, 5-kw (1-kw night), 930 kc (NBC).

**FM Affiliate:** WSOC-FM, 97-kw, 103.7 mc (No. 279) 415-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WSOC-TV Ref: FCC File No. BPCT-304 Granted 12/12/66

©American Map Co., Inc., N.Y., No. 14244

## WSOC-TV

Licensee: Carolina Broadcasting Co., Box 2536 (28201).

Studio: 1901-25 N. Tryon St. (28206).

Telephone: 704-372-0930.

TWX No.: 810-621-0437.

**Ownership:** Carolina Broadcasting Co., subsidiary Cox Broadcasting Corp. James M. Cox Jr., chairman of the board; J. Leonard Reinsch, pres.; Frank Gaither, v.p. For other interests, see WHIO-TV.

**Began Operation:** April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

**Personnel:**

- J. LEONARD REINSCH, president.
- C. GEORGE HENDERSON, exec. v.p. & general manager.
- C. M. MURPHY, treasurer, asst. secy. & controller.
- FREEMAN R. JONES, director of sales.
- AL MUNN, assistant director of sales.
- MARVIN PRIDGEN, local sales manager.
- JON T. CAUDLE, promotion manager.
- JOHN E. CALLAGHAN, program & production dir., film buyer.
- ROBERT McCOURT, creative services.
- CARROLL McGAUGHEY, news director.
- CHARLES W. WHITLEY, chief engineer.

### DIGEST OF RATE CARD NO. 9 (Jan. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—8-10 p.m., daily.	\$1500.00	\$900.00	\$450.00	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$1400.

1968 Edition

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>				
		Alexander	4,900	4,500	93
		Anson	6,200	5,400	88
		Burke	15,600	14,700	94
		Cabarrus	21,400	20,500	96
		Caldwell	14,900	14,000	94
		Catawba	23,800	22,900	96
		Cleveland	19,000	17,900	94
		Davie	5,200	4,700	90
		Gaston	38,900	37,000	95
		Iredell	19,600	18,400	94
		Lincoln	8,500	8,100	96
		Mecklenburg	95,400	90,900	95
		Montgomery	5,000	4,700	93
		Richmond	11,000	10,100	92
		Rowan	26,100	24,700	95
		Stanly	13,200	12,400	94
		Union	13,400	12,300	92
<b>Between 25-50%</b>	<b>SOUTH CAROLINA</b>				
		Chesterfield	8,200	7,300	88
		Chester	7,900	7,200	92
		Fairfield	4,700	4,000	86
		Lancaster	10,900	10,200	94
		York	22,000	20,400	93
	<b>NORTH CAROLINA</b>				
		Ashe	5,400	4,700	87
		Davidson	26,700	25,200	94
		Mc Dowell	7,900	7,300	92
	Mitchell	3,600	3,300	89	
	Rutherford	13,300	12,500	94	
	Scotland	6,100	5,500	90	
	Watauga	4,600	4,100	89	
	Wilkes	12,700	11,500	91	
	Yadkin	6,900	6,400	92	
<b>SOUTH CAROLINA</b>					
	Cherokee	9,600	8,900	93	
	Marlboro	6,400	5,600	88	
	Union	7,700	7,200	93	
(Continued on page 499-b)					
<b>Station Totals</b>			823,300	769,300	93
Net Weekly Circulation (March 1967)					397,900
Average Daily Circulation (March 1967)					243,900

# North Carolina—Greensboro



**WFMY-TV**



Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level.

Latitude 36° 05' 59"

Longitude 79° 45' 47"

**Transmitter:** Phillips Ave. & White St. (27405).

**Studio:** Phillips Ave. & White St.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP.

**News Film Service:** CBS.

Total Households: © SRDS

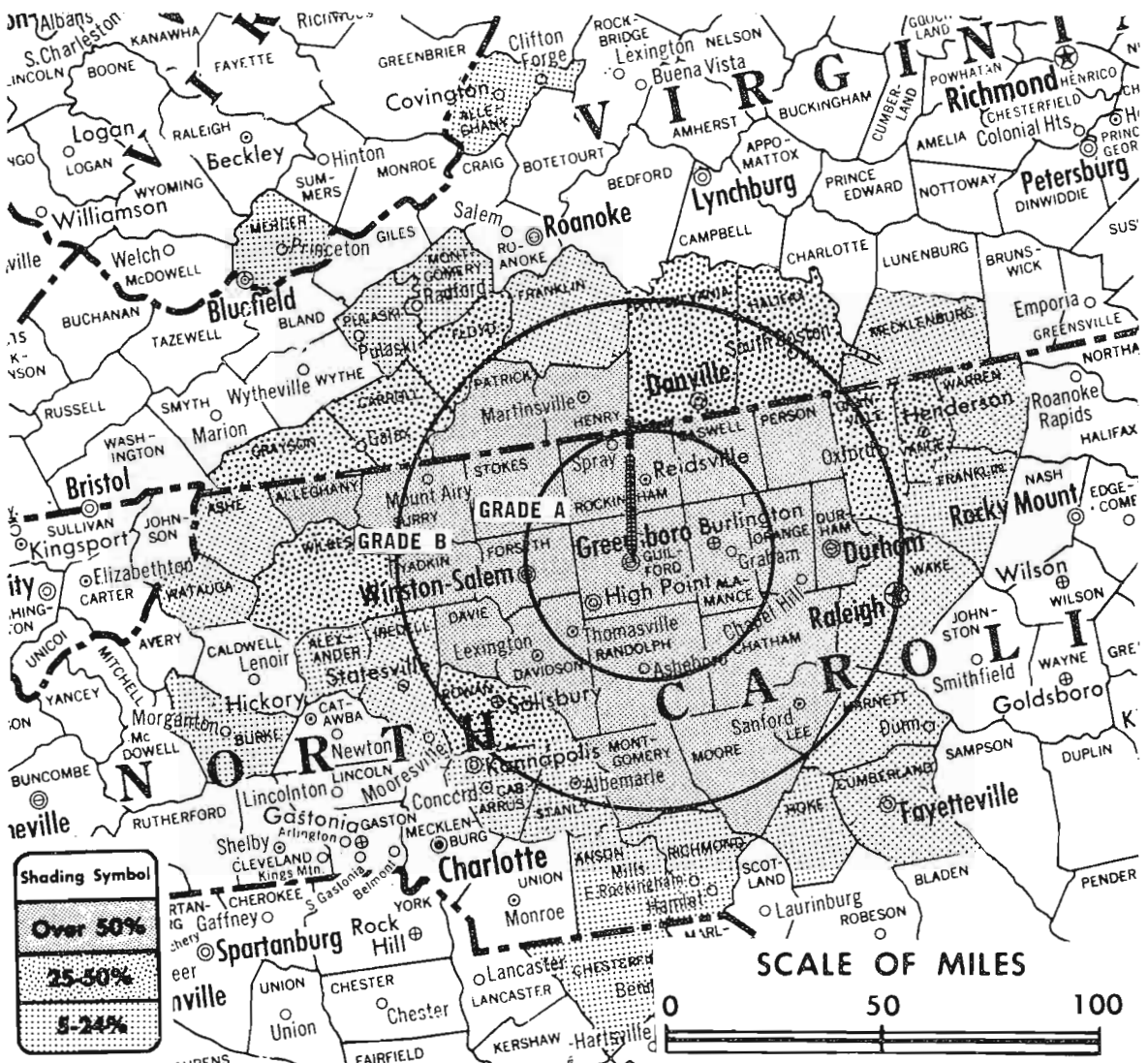
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

©American Map Co., Inc., N.Y., No. 14244

## WFMY-TV

**Licensee:** Greensboro News Co., 200 N. Davie St. (27401).

**Telephone:** 919-274-0114. TWX No.: 919-292-1076.

**Ownership:** Greensboro News Co., 100%, publisher of Greensboro Daily News and Record. Newspapers and TV are owned by Landmark Communications Inc.

**Began Operation:** Sept. 22, 1949. Sale to present owner by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Television Digest, Vol. 4:36, 49, 51).

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Hogan & Hartson.

**Represented (engineering)** by Lohnes & Culver.

### Personnel:

WILLIAM GIETZ, vice president and general manager.

WILLIAM M. ALEXANDER, general sales manager.

DOYLE D. THOMPSON, chief engineer.

JACK MARKHAM, program manager & film buyer.

BAILEY W. HOBGOOD, promotion director.

CHARLES WHITEHURST, news director.

### DIGEST OF RATE CARD NO. 17—(Sept. 19, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—7:30-10:30 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00 \$300.00 \$250.00 \$150.00

**NETWORK BASE HOURLY RATE:** \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NORTH CAROLINA			
	Alamance	27,200	26,000	96
	Alleghany	2,100	1,800	88
	Caswell	4,600	4,200	91
	Chatham	7,700	7,100	92
	Davidson	26,700	25,200	94
	Davie	5,200	4,700	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NORTH CAROLINA—(Continued)			
	Durham	36,500	33,900	93
	Forsyth	65,400	62,000	95
	Guilford Inner	39,300	37,500	96
	Guilford Outer	41,700	39,800	96
	Lee	8,200	7,600	93
	Montgomery	5,000	4,700	93
	Moore	10,900	9,800	90
	Orange	12,500	11,200	90
	Person	7,400	6,800	92
	Randolph	20,600	19,400	94
	Rockingham	21,100	19,900	94
	Stokes	6,500	6,000	93
	Surry	14,500	13,400	92
	Yadkin	6,900	6,400	92
<b>Between 25-50%</b>	VIRGINIA			
	Henry	18,500	17,300	93
	Patrick	4,300	3,800	88
<b>Between 5-24%</b>	NORTH CAROLINA			
	Granville	8,300	7,400	90
	Rowan	26,100	24,700	95
	Vance	8,600	7,900	92
	Wilkes	12,700	11,500	91
	VIRGINIA			
	Carroll	7,500	6,600	88
	Floyd	2,900	2,600	90
	Grayson	7,000	6,300	90
	Halifax	10,300	9,100	89
Pittsylvania	31,200	28,700	92	
<b>Between 5-24%</b>	NORTH CAROLINA			
	Alexander	4,900	4,500	93
	Anson	6,200	5,400	88
	Ashe	5,400	4,700	87
	Bertie	5,600	4,800	86
	Burke	15,600	14,700	94
Cabarrus	21,400	20,500	96	
(Continued on page 499-b)				
Station Totals		813,700	757,000	93
Net Weekly Circulation (March 1967)			394,800	
Average Daily Circulation (March 1967)			264,500	

**WFMY-TV, Greensboro**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>NORTH CAROLINA—(Continued)</b>			
	Cumberland	42,700	39,800	93
	Franklin	6,900	6,100	88
	Harnett	13,300	12,200	92
	Hoke	3,700	3,300	87
	Iredell	19,600	18,400	94
	Richmond	11,000	10,100	92
	Stanly	13,200	12,400	94
	Wake	57,200	53,900	94
	Warren	4,000	3,500	86
	Watauga	4,600	4,100	89
	<b>SOUTH CAROLINA</b>			
	Chesterfield	8,200	7,300	88
	<b>VIRGINIA</b>			
	Alleghany	8,800	8,200	94
	Franklin	7,300	6,700	91
	Mecklenburg	8,100	7,200	89
	Montgomery	12,600	11,700	93
	Pulaski	7,800	7,300	93
	<b>WEST VIRGINIA</b>			
	Mercer	18,200	16,900	93

**WSOC-TV, Charlotte**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>NORTH CAROLINA</b>			
	Alleghany	2,100	1,800	88
	Avery	2,900	2,500	87
	Forsyth	65,400	62,000	95
	Guilford Outer	41,700	39,800	96
	Henderson	12,500	11,400	92
	Moore	10,900	9,800	90
	Polk	3,300	2,900	89
	Randolph	20,600	19,400	94
	Stokes	6,500	6,000	93
	Surry	14,500	13,400	92
	<b>SOUTH CAROLINA</b>			
	Darlington	13,800	12,600	91
	Florence	22,600	20,900	92
	Kershaw	8,800	7,900	90
	Newberry	7,900	7,200	91
	Spartanburg	46,300	43,600	94
	<b>TENNESSEE</b>			
	Johnson	2,700	2,300	87
	Washington	19,600	18,400	94
	<b>VIRGINIA</b>			
	Carroll	7,500	6,600	88
	Grayson	7,000	6,300	90

**North Carolina**

**WBTV, Charlotte**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	<b>NORTH CAROLINA—(Continued)</b>			
	Richmond	11,000	10,100	92
	Yancey	3,300	2,700	83
	<b>SOUTH CAROLINA</b>			
	Kershaw	8,800	7,900	90
	Marlboro	6,400	5,600	88
	Newberry	7,900	7,200	91
	Spartanburg	46,300	43,600	94
	<b>TENNESSEE</b>			
	Johnson	2,700	2,300	87
	Unicoi	4,400	3,900	89
	<b>NORTH CAROLINA</b>			
	Buncombe	43,200	40,000	92
	Davidson	26,700	25,200	94
	Forsyth	65,400	62,000	95
	Haywood	12,400	11,200	91
	Moore	10,900	9,800	90
	Randolph	20,600	19,400	94
	Scotland	6,100	5,500	90
	Stokes	6,500	6,000	93
	Swain	2,100	1,700	80
	Transylvania	4,800	4,300	91
	<b>SOUTH CAROLINA</b>			
Greenwood	13,700	12,800	93	
Laurens	12,800	11,800	92	
Lexington	19,800	18,200	92	
Richland	57,300	52,900	92	
<b>TENNESSEE</b>				
Carter	12,100	11,000	91	
Sullivan	37,900	35,700	94	
Washington	19,600	18,400	94	
<b>VIRGINIA</b>				
Carroll	7,500	6,600	88	
Floyd	2,900	2,600	90	
Grayson	7,000	6,300	90	
Pulaski	7,800	7,300	93	

For ARB & Nielsen County-by-County Figures

See Services Volume

# North Carolina—Greensboro

**WUBC**

Ch. 48

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 558-kw visual, 111-kw aural. Antenna: 610-ft. above av. terrain, 592-ft. above ground, 1442-ft. above sea level.

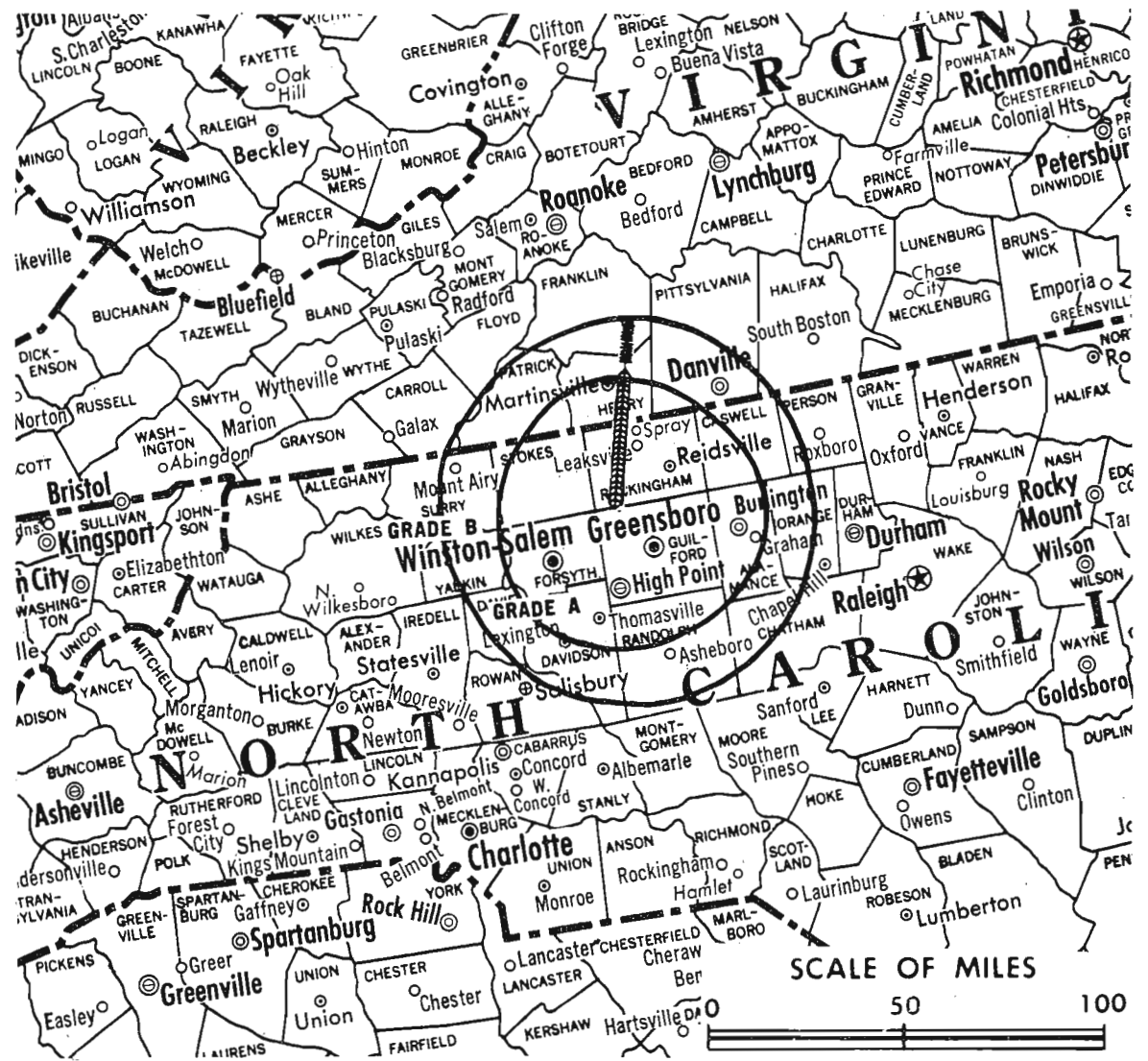
Latitude 36° 13' 00"  
Longitude 79° 54' 28"

Transmitter: U.S. 220, 12-mi. NW of Greensboro.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.



WUBC Ref: FCC File No. BPCT-3782 Granted 3/8/67

©American Map Co., Inc., N.Y., No. 14244

## WUBC

Network Service: None, independent.

Grantee: Piedmont Triad TV Inc., P.O. Box 6928, Greensboro, N.C. (27405).

Studio: 1015 Warehouse St.

Telephone: 919-275-9948.

Ownership: Ralph Clay Price, chmn., 70%; Carroll G. Ogle, pres., 20%; Jack H. Brown, v.p., 10%; Elton Edwards, secy. Price has 70% of WEAL, Greensboro; 79.92% of WQMG-FM, Greensboro. Ogle has 30% of WEAL; 21.75% of WQMG-FM.

Began Operation: Nov. 6, 1967.

Represented (sales) by Howard TV.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Palmer A. Greer, Greenville, S.C.

### Personnel:

CARROLL G. OGLE, president & general manager.

JEFF WATTS, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$40.00

ARB Data for this station not available since it was not in operation when the survey was made.



# North Carolina—High Point-Greensboro & Winston-Salem



**WGHP-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1269-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36"

Transmitter: 1.2-mi. SE of Sophia, N.C.

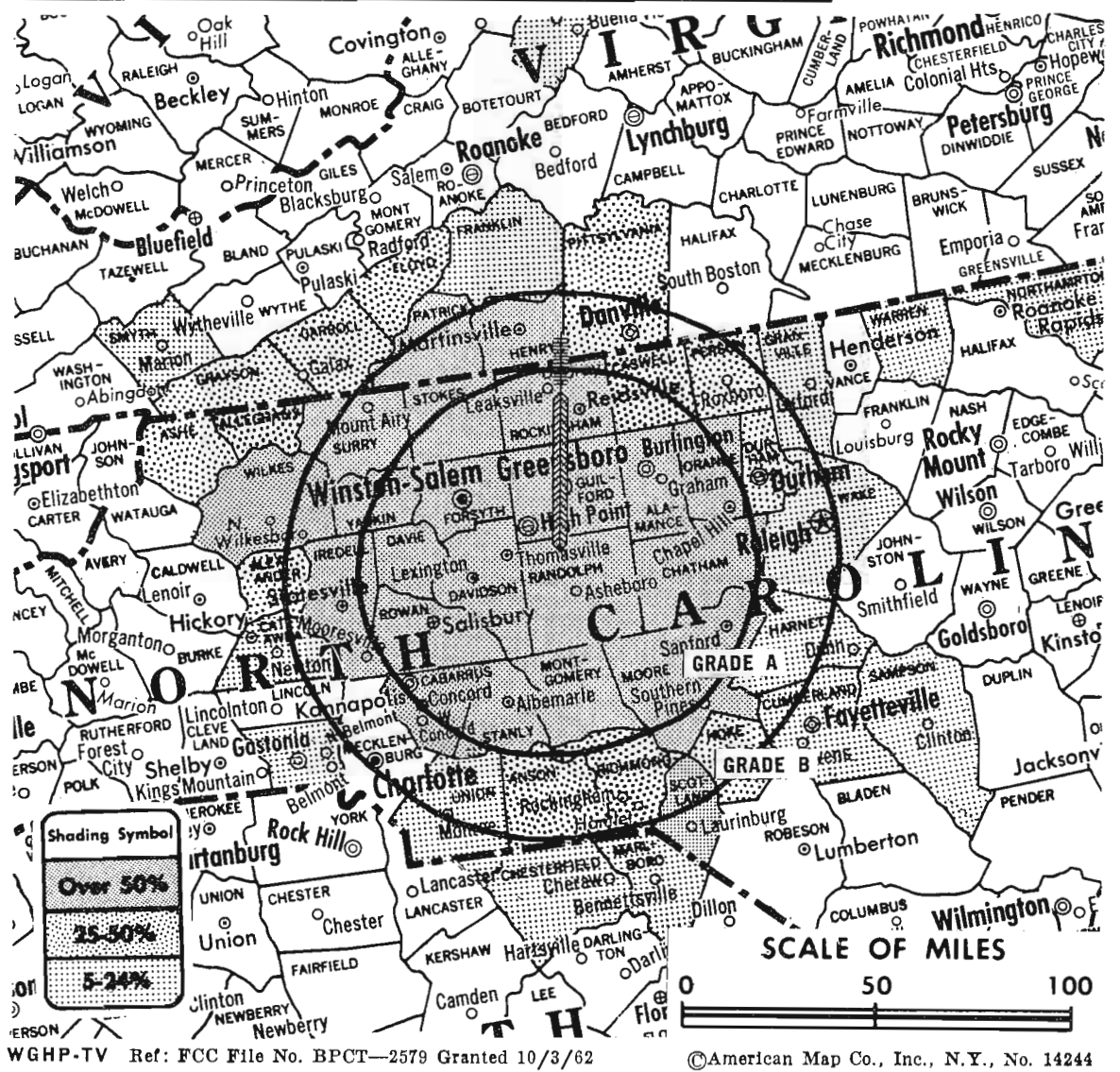
TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

©American Map Co., Inc., N.Y., No. 14244

## WGHP-TV

Licensee: Southern Broadcasting Co. Inc., Sheraton Hotel Bldg., High Point, N.C.

Studio: Intersection of Sandy Ridge Rd. & Interstate Hwy. 40, Guilford County.

Telephone: 919-883-7131.

Ownership: Southern Bcstg. Co., 100%. Officers: James W. Coan, chairman & asst. treas., 11.85%; John G. Johnson, pres., 10.73%; John R. Williams, v.p.; Charles W. Brunt, v.p., 2.79%; Leonard G. Jones, v.p.-asst. secy., 0.77%; Ben K. McKinnon, v.p., 0.75%; Adrian E. Cox, secy.-treas., 0.27%; Earl F. Slick, 22.21%; Albert L. Butler Jr., 11.95%; Kevin J. Collins, 9.82%; Jonas S. Rice, 7.72%; Gordon Hanes, 3.85%; 37 others, none with as much as 3%. Southern also owns radios WTOB, Winston-Salem; WSGN, Birmingham, Ala.; KTHT, Houston, Tex.; KOY, Phoenix, Ariz.; WKIX & FM, Raleigh, N.C. and 1/3 of WBMG, Ch. 42 Birmingham. Southern Bcstg. is Ch. 64 applicant for Cincinnati, O. and Ch. 31, Stockton, Cal.

Began Operation: October 14, 1963.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES W. COAN, board chairman & general manager.  
HARTWELL CONKLIN, manager.  
S. L. (BUD) BROOKS, sales manager.  
FRED BARBER, program dir., film buyer & promotion mgr.  
DICK SARGENT, operations manager.  
DICK BENNICK, promotion manager.  
CHARLES HARVILLE, sports director.  
JAMES H. HOKE, chief engineer.  
WALLY WARR, news director.

### DIGEST OF RATE CARD NO. 5 (July 15, 1967)

Hour	30 Min.	15 Min.	40 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$550.00	\$300.00	\$420.00*	\$240.00*	\$140.00*

\*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>NORTH CAROLINA</b>			
	Alamance	27,200	26,000	96
	Cabarrus	21,400	20,500	96
	Chatham	7,700	7,100	92
	Davidson	26,700	25,200	94
	Davie	5,200	4,700	90
	Forsyth	65,400	62,000	95
	Guilford Inner	39,300	37,500	96
	Guilford Outer	41,700	39,800	96
	Iredell	19,600	18,400	94
	Lee	8,200	7,600	93
	Montgomery	5,000	4,700	93
	Moore	10,900	9,800	90
	Orange	12,500	11,200	90
	Randolph	20,600	19,400	94
	Rockingham	21,100	19,900	94
	Rowan	26,100	24,700	95
	Scotland	6,100	5,500	90
	Stanly	13,200	12,400	94
	Stokes	6,500	6,000	93
Surry	14,500	13,400	92	
Wilkes	12,700	11,500	91	
Yadkin	6,900	6,400	92	
VIRGINIA	Henry	18,500	17,300	93
	Patrick	4,300	3,800	88
Between 25-50%	<b>NORTH CAROLINA</b>			
	Alexander	4,900	4,500	93
	Alleghany	2,100	1,800	88
	Anson	6,200	5,400	88
	Ashe	5,400	4,700	87
	Caswell	4,600	4,200	91
	Durham	36,500	33,900	93
	Hoke	3,700	3,300	87
Person	7,400	6,800	92	
Richmond	11,000	10,100	92	

(Continued on page 509-b)

Station Totals	831,200	774,800	93
Net Weekly Circulation (March 1967)			409,100
Average Daily Circulation (March 1967)			248,700

# North Carolina—Winston-Salem-Greensboro & Highpoint



**WSJS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1965-ft. above av. terrain, 666-ft. above ground, 3081-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 700 Coliseum Dr. (27102).

Telephone: 919-723-9241.

TWX No.: 510-931-3676.

TV tape: Recording facilities.

AM Affiliate: WSJS, 5-kw, 600 kc (NBC).

FM Affiliate: WSJS-FM, 15-kw, 104.1 mc (No. 281), 1440-ft.

Color: Network, live, film & slide.

News Wire Service: AP.

Total Households: © SRDS

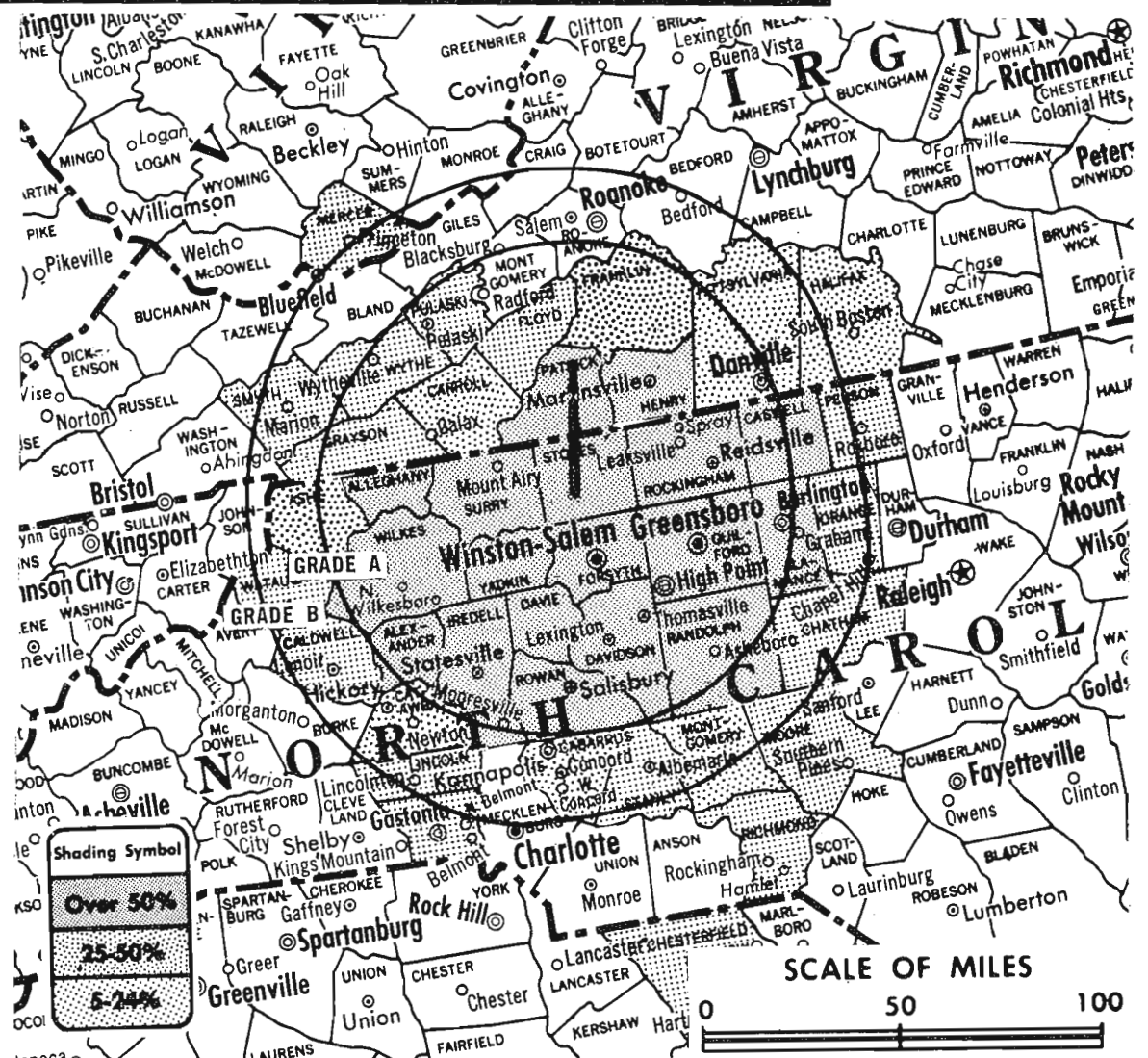
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WSJS-TV Ref: FCC File No. BMPCT-2857 Granted 1/4/55

©American Map Co., Inc., N.Y., No. 14244

## WSJS-TV

Licensee: Triangle Bcstg. Corp., Box 3018, Winston-Salem (27102).

Ownership: Triangle Broadcasting Corporation, subsidiary of Piedmont Publishing Company. Triangle officers: Gordon Gray, chmn.; Harold Essex, pres. & treas.; Richard Barron, v.p.; John Comas, v.p.; Harry B. Shaw, v.p.; W. L. Maynard, secy. & comptroller. Triangle Bcstg. also owns WSJS & FM. Piedmont publishes Winston-Salem Journal and Twin City Sentinel. Piedmont officers: Gordon Gray, chmn.; D. J. Chipman, pres.; Harold Essex, v.p.; W. L. Maynard, secy.-treas.

Began Operation: Sept. 30, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

HAROLD ESSEX, president & general manager.  
RICHARD BARRON, exec. vice president & asst. general manager.  
LEE R. WALLENHAUPT, v.p., engineering & admin. services.  
HARRY B. SHAW, v.p., sales.  
JOHN COMAS, v.p., programming & film buyer.  
CHARLES A. NOELL, sales manager.  
WAYNE WILLARD, manager news dept.  
F. O. CARVER, director of public relations.  
CARL WIEGOLD, manager film dept.

### DIGEST OF RATE CARD NO. 13—(March 1, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class A—7:30-11:30 p.m., daily.	\$1000.00	\$600.00	.....	\$250.00*	\$200.00*	\$125.00*

\*Class AA- 7:29-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>			
	Alamance	27,200	26,000	96
	Alexander	4,900	4,500	93
	Alleghany	2,100	1,800	88
	Caswell	4,600	4,200	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	<b>NORTH CAROLINA</b>			
	Davidson	26,700	25,200	94
	Davie	5,200	4,700	90
	Forsyth	65,400	62,000	95
	Guilford Inner	39,300	37,500	96
	Guilford Outer	41,700	39,800	96
	Iredell	19,600	18,400	94
	Randolph	20,600	19,400	94
	Rockingham	21,100	19,900	94
	Rowan	26,100	24,700	95
	Stokes	6,500	6,000	93
	Surry	14,500	13,400	92
	Wilkes	12,700	11,500	91
Yadkin	6,900	6,400	92	
<b>Between 25-50%</b>	<b>VIRGINIA</b>			
	Henry	18,500	17,300	93
	Patrick	4,300	3,800	88
	<b>NORTH CAROLINA</b>			
	Ashe	5,400	4,700	87
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Cabarrus	21,400	20,500	96
	Catawba	23,800	22,900	96
	Montgomery	5,000	4,700	93
	<b>NORTH CAROLINA</b>			
Caldwell	14,900	14,000	94	
Chatham	7,700	7,100	92	
Gaston	38,900	37,000	95	
Lincoln	8,500	8,100	96	
Moore	10,900	9,800	90	
Orange	12,500	11,200	90	
Person	7,400	6,800	92	
(Continued on page 509-b)				
Station Totals		668,200	624,800	94
Net Weekly Circulation (March 1967)			365,400	
Average Daily Circulation (March 1967)			227,700	

# North Carolina—Greenville



**WNCT-TV**



Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level.

Latitude 35° 34' 15"  
Longitude 77° 22' 49"

**Transmitter:** S. Evans St. extended, 2-mi. S of city.

**TV tape:** Recording facilities.

**AM Affiliate:** WNCT, 5-kw (1-kw night), 1590 kc (CBS).

**FM Affiliate:** WNCT-FM, 100-kw 107.7 mc (No. 299), 560-ft. antenna height (CBS).

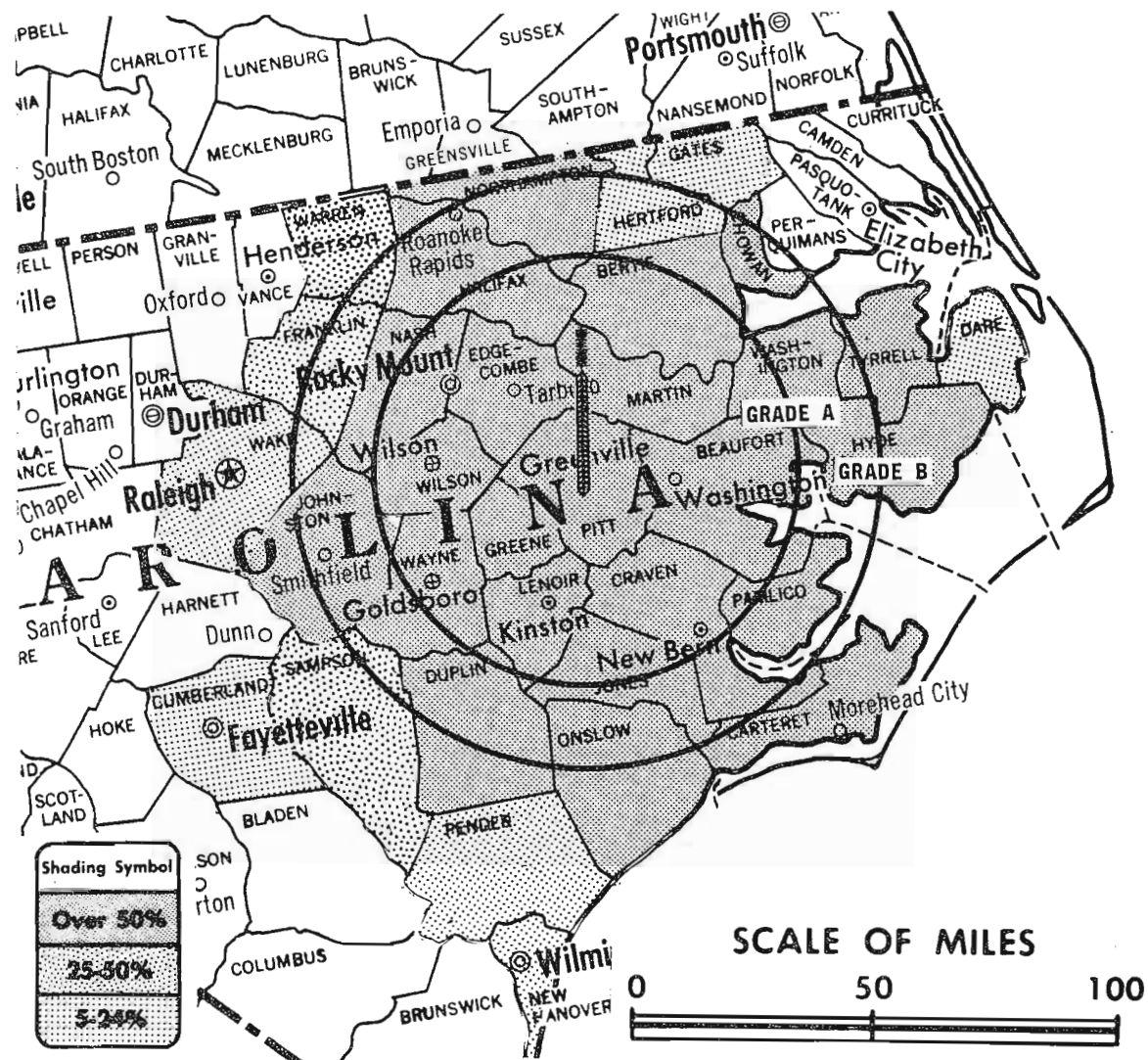
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

**News Film Service:** CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WNCT-TV Ref: FCC File No. BMPCT-3096 Granted 6/2/55

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## WNCT-TV

**Licensee:** Roy H. Park Broadcasting Inc., Box 898 (27834).

**Studio:** S. Evans St. extended, 2-mi. S of city limits.

**Telephone:** 919-756-3180. TWX No.: 919-758-2368.

**Ownership:** Roy H. Park, 100%. Mr. Park is pres. of firm that publishes Cooperative Digest, WNCT also owns 30% of WECT (TV) Wilmington, N.C. Roy H. Park Broadcasting Inc. also owns WNCT & FM radios in Greenville, N.C. Roy H. Park Bcstg. of Tenn. Inc. owns WJHL-TV, Johnson City, Tenn. and WDEF-TV, WDEF & FM, Chattanooga, Tenn. Roy H. Park Bcstg. of Va. Inc. owns WTVR-TV, WTVR & FM, Richmond, Va. Mr. Park also owns outdoor advertising firms in Binghamton, Ithaca & Utica, N.Y. and is Ch. 20 applicant for Utica.

**Began Operation:** Dec. 22, 1953. Sale of control to Roy H. Park Bcstg. by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

**Represented (sales)** by Blair Television.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

HANK TRIBLEY, exec. vice president & general manager.  
JOHN G. CLARK JR., general sales manager.  
ED FIELDS, director of programming & promotion.  
MRS. M. J. LAUGHINGHOUSE, business manager.  
MALCOLM NICHOLSON, production manager.  
HEBER ADAMS, chief engineer.

### DIGEST OF RATE CARD NO. 14 (Nov. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.  
\$550.00 \$330.00 \$220.00 \$185.00 Graded rates apply\*

\*Highest rate: \$150.

**NETWORK BASE HOURLY RATE:** \$600.

For Station-Owned Translators  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>NORTH CAROLINA</b>				
<b>Over 50%</b>	Beaufort	9,900	9,100	92
	Bertie	5,600	4,800	86
	Carteret	9,300	8,600	92
	Chowan	2,800	2,600	91
	Craven	17,700	16,700	94
	Duplin	10,600	9,500	89
	Edgecombe	14,400	13,200	92
	Greene	3,800	3,400	91
	Halifax	15,200	13,200	87
	Hyde	1,900	1,500	82
	Johnston	16,900	15,400	91
	Jones	2,400	2,200	92
	Lenoir	16,300	15,100	93
	Martin	6,400	5,900	92
	Nash	16,500	15,200	92
	Northampton	6,200	5,400	87
	Onslow	23,100	22,000	95
	Pamlico	2,500	2,300	93
	Pitt	18,700	17,300	92
Tyrrell	1,100	1,000	86	
Washington	3,500	3,100	91	
Wayne	24,000	22,200	92	
Wilson	15,900	14,600	92	
<b>NORTH CAROLINA</b>				
<b>Between 25-50%</b>	Franklin	6,900	6,100	88
	Sampson	12,300	11,100	90
	Warren	4,000	3,500	86
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Cumberland	42,700	39,800	93
	Dare	1,900	1,600	86
	Gates	2,200	1,900	86
	Hertford	5,900	5,400	91
	New Hanover	23,500	22,100	94
	Pender	4,200	3,600	86
Wake	57,200	53,900	94	
<b>Station Totals</b>		<b>405,500</b>	<b>373,300</b>	<b>92</b>
Net Weekly Circulation (March 1967)				213,500
Average Daily Circulation (March 1967)				156,700



# North Carolina—Hickory

## WHKY-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 8.91-kw visual, 1.78-kw aural. Antenna: 600-ft. above av. terrain, 483-ft. above ground, 1648-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

Transmitter: 526 Main Ave. S.E.

TV tape: Recording facilities.

AM Affiliate: WHKY, 5-kw, 1290 kc.

FM Affiliate: WHKY-FM, 14.8-kw, 102.9 mc (No. 275), 325-ft.



WHKY-TV Ref: FCC File No. BPCT-3572 Granted 5/13/66

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## WHKY-TV

Network Service: None, independent.

Studio: 526 Main Ave. S.E., Hickory, N.C. (28601).

Telephone: 704-345-2294.

Ownership: Robert E. Cline, pres., 2%; Lester C. Gifford, v.p., 15.1%; Edmund S. Long, secy.-treas., 24.5%; Mrs. Mildred J. Gifford, 14.8%; Mrs. Mary L. Cline, 6.9%; Mrs. B. E. Jordan, 3.8%; Thomas E. Long, 4.5%; Mrs. Suzanne G. Millholland, 4.2%; others, none with as much as 3%.

Began Operation: Feb. 14, 1968.

Represented (legal) by Samuel Miller.

Personnel:

EDMUND S. LONG, general manager.  
THOMAS E. LONG, chief engineer.  
JAMES M. PEPPER, program director.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$252.00	\$168.00	\$126.00	\$98.00	\$42.00	\$31.50 \$20.30

ARB Data for this station not available since it was not in operation when the survey was made.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151



# North Carolina—New Bern



## WNBE-TV

Ch. 12

(Also serves Greenville and Washington, N.C.)

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 750-ft. above av. terrain, 771-ft. above ground, 782-ft. above sea level.

Latitude 35° 08' 03"  
Longitude 77° 03' 51"

Holds CP for change to 316-kw visual, 31.6-kw aural, 945-ft. above av. terrain, 1000-ft. above ground, 1045-ft. above sea level, lat. 35° 02' 38", long. 77° 21' 00"; transmitter to State Route 58, 1.54-mi. S of Trenton, N.C. BPCT—3831.

Transmitter: Glenburnie Gardens.

TV tape: Recording facilities.

Color: Network. News Wire Service: AP. Facsimile Service: AP.

Map Note: Reflects proposed operation.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WNBE-TV Ref: FCC File No. BPCT—1908 Granted 2/9/55

©American Map Co., Inc., N.Y., No. 14244

## WNBE-TV

Licensee: Piedmont TV Corp., New Bern, N.C.

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Telephone: 919-637-2111.

Ownership: Nathan Frank, 50%; Thomsland Inc., 50% (Harold H. Thoms & Meredith S. Thoms, equal owners). Mr. Frank also owns radios WHNC & FM, Henderson, N.C. For other Thoms interests, see WANC-TV, Asheville, N.C.

Began Operation: Sept. 7, 1963.

Represented (sales) by National TV Sales.

Personnel:

NATHAN FRANK, president & general manager.  
HAROLD THOMS, secretary & national sales manager.  
DALLAS COX, chief engineer.  
CLYDE REGISTER, program director & operations manager.  
JIM PUTNAM, promotion manager.  
TED CAREY, film editor.  
JO ANN FRANK, woman's editor.

### DIGEST OF RATE CARD NO. 1—(July 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA (Sec. I)—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$112.00	\$80.00 \$60.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>			
	Beaufort	9,900	9,100	92
	Carteret	9,300	8,600	92
	Craven	17,700	16,700	94
	Hyde	1,900	1,500	82
	Jones	2,400	2,200	92
	Lenoir	16,300	15,100	93
	Onslow	23,100	22,000	95
	Pamlico	2,500	2,300	93
Pitt	18,700	17,300	92	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>			
	Dare	1,900	1,600	86
	Greene	3,800	3,400	91
Washington	3,500	3,100	91	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Bertie	5,600	4,800	86
	Duplin	10,600	9,500	89
	Halifax	15,200	13,200	87
	Martin	6,400	5,900	92
	New Hanover	23,500	22,100	94
	Northampton	6,200	5,400	87
	Wayne	24,000	22,200	92
<b>Station Totals</b>		<b>202,500</b>	<b>186,000</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>90,100</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>53,900</b>	

# North Carolina—Raleigh-Durham



**WRAL-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1170-ft. above av. terrain, 1156-ft. above ground, 1496-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn, N.C.

Studio & Offices: 2619 Western Blvd.

TV tape: Recording facilities.

FM Affiliate: WRAL-FM, 250-kw, 101.5 mc. (No. 268), 990-antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.

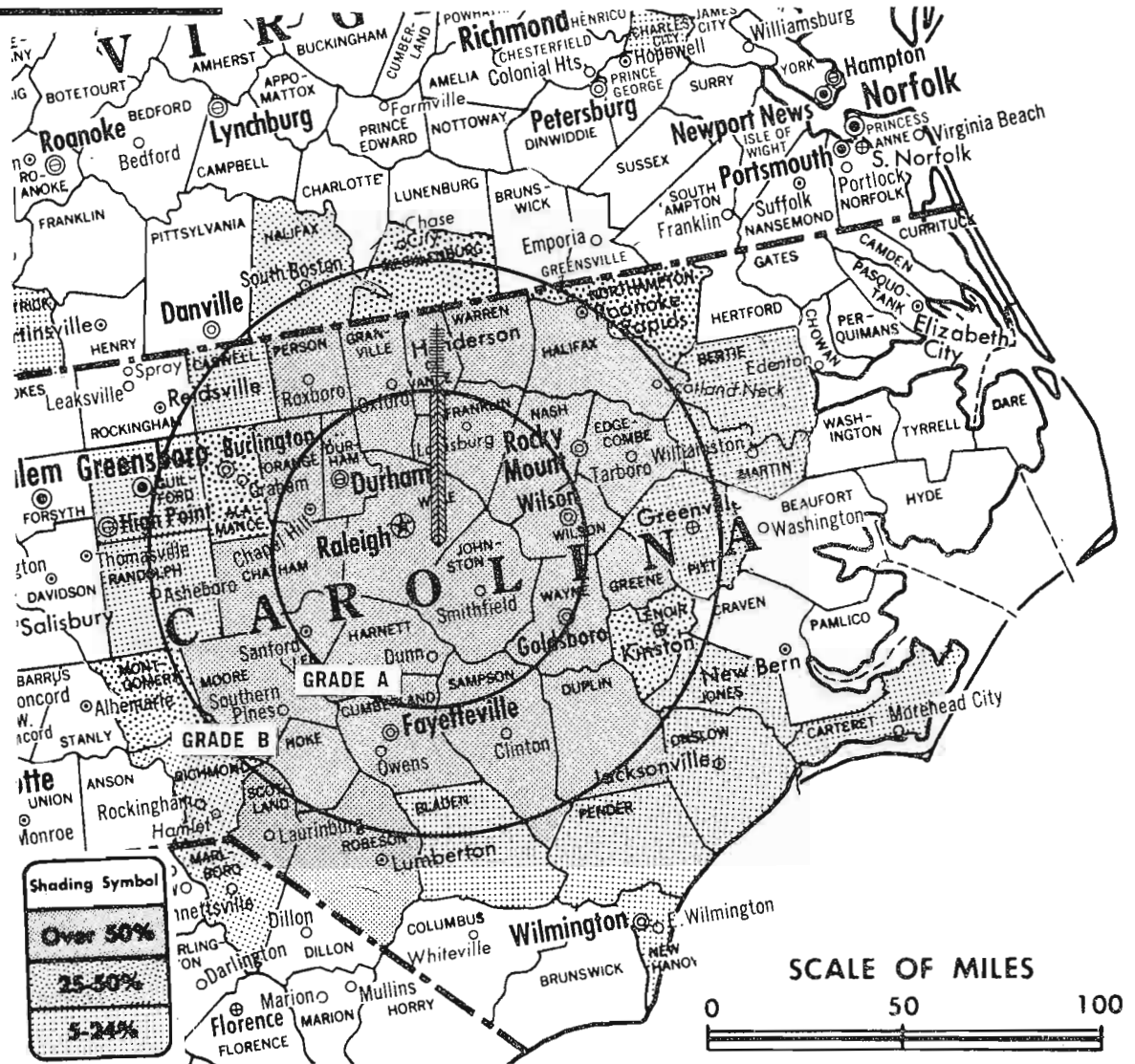
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WRAL-TV Ref: FCC File No. BMPCT-824 Granted 6/27/56

©American Map Co., Inc., N.Y., No. 14244

## WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 9583, Raleigh, N.C. (27603).

Telephone: 919-828-2511.

TWX No.: 919-828-7629.

Ownership: A. J. Fletcher, chairman & chief exec. officer, 87.5%; Fred Fletcher, pres. & gen. mgr., 3.5%; Jesse Helms, A. H. Moore Jr., Ray Reeve, E. L. Butz, J. M. Daniel III, .7% each; Louise S. Stephenson, secy., .1%; D. H. Witherspoon, .1%; Louise H. Bryan, .1%.

Began Operation: Dec. 15, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

### Personnel:

A. J. FLETCHER, chief executive officer.  
FRED FLETCHER, president & general manager.  
WILLIAM R. MURRAY, general sales manager.  
DEL CARTY, regional sales manager.  
JESSE HELMS, executive vice president.  
DAVID WITHERSPOON, dir. of sales development & promotion.  
BOB CAUDLE, film buyer.  
RAY REEVE, production director.  
VIRGIL DUNCAN, v.p., engineering.  
SAM BEARD, v.p., news & public affairs.  
RAY WILKINSON, farm director.  
BETTE ELLIOTT, women's director.  
A. H. MOORE JR., v.p., accounting.

DIGEST OF RATE CARD NO. 10  
(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$850.00	\$510.00	\$340.00	\$213.00	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$1300.

506-b

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NORTH CAROLINA				
		Chatham	7,700	7,100	92
		Cumberland	42,700	39,800	93
		Duplin	10,600	9,500	89
		Durham	36,500	33,900	93
		Edgecombe	14,400	13,200	92
		Franklin	6,900	6,100	88
		Granville	8,300	7,400	90
		Greene	3,800	3,400	91
		Halifax	15,200	13,200	87
		Harnett	13,300	12,200	92
		Hoke	3,700	3,300	87
		Johnston	16,900	15,400	91
		Lee	8,200	7,600	93
		Moore	10,900	9,800	90
		Nash	16,500	15,200	92
		Orange	12,500	11,200	90
		Person	7,400	6,800	92
		Robeson	21,000	18,600	89
	Sampson	12,300	11,100	90	
	Scotland	6,100	5,500	90	
	Vance	8,600	7,900	92	
	Wake	57,200	53,900	94	
	Warren	4,000	3,500	86	
	Wayne	24,000	22,200	92	
	Wilson	15,900	14,600	92	
<b>Between 25-50%</b>	NORTH CAROLINA				
		Alamance	27,200	26,000	96
		Lenoir	16,300	15,100	93
		Montgomery	5,000	4,700	93
	Northampton	6,200	5,400	87	
<b>5-24%</b>	VIRGINIA				
	Mecklenburg	8,100	7,200	89	
<b>Between 5-24%</b>	NORTH CAROLINA				
		Bertie	5,600	4,800	86
	Bladen	6,900	5,900	85	

(Continued on page 509-b)

Station Totals	687,000	633,800	92
Net Weekly Circulation (March 1967)			356,900
Average Daily Circulation (March 1967)			238,400

TV Factbook No. 38

# North Carolina—Durham-Raleigh



**WTVD**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1490-ft. above av. terrain, 1500-ft. above ground, 1822-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

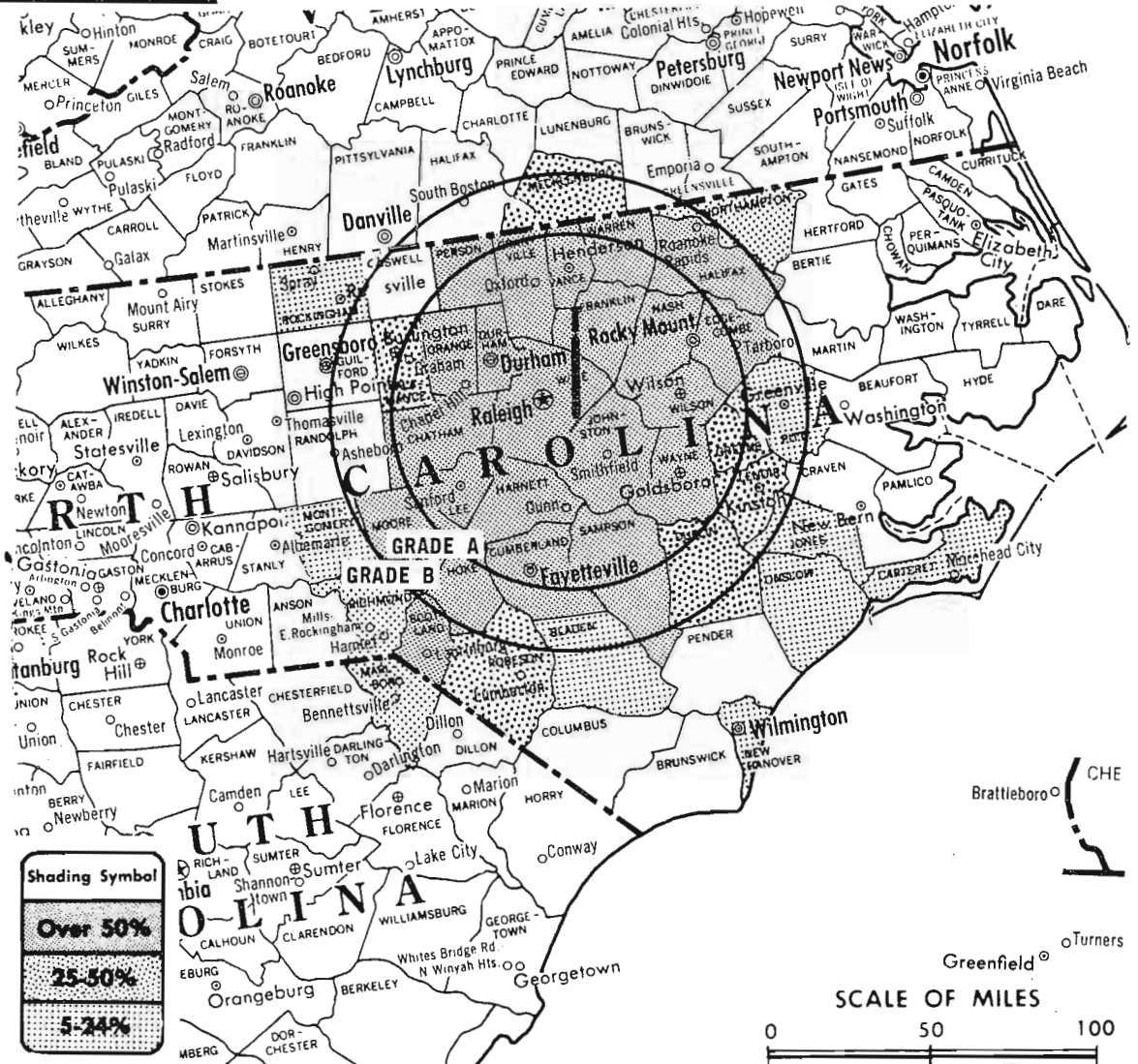
Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, N.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



WTVD Ref: FCC File No. BMPCT-4812 Granted 4/2/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham (27702).

Studio: 2410 Broad St., Durham, N.C.

Raleigh Office: P.O. Box 1326.

Telephone: 919-477-2131. TWX No.: 510-927-1810.

Ownership: Capital Cities Bcstg. Corp., see W-TEN, Albany, N.Y.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- J. FLOYD FLETCHER, vice president.
- MIKE THOMPSON, vice president & general manager.
- JACK WEST, general sales manager.
- JOHN ATKINSON, program manager.
- FRANK THOMPSON, news director.
- ERVIN G. DOBSON, director of promotion & publicity.
- ERNIE GREUP, director of public affairs.
- ROY FULLEN, chief engineer.
- JOHN HERRIN, production manager.
- RICHARD ARMPFIELD, sales coordinator.

### DIGEST OF RATE CARD NO. 14 (Dec. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$850.00	\$570.00	\$380.00	\$240.00	\$275.00*	\$165.00*

\*Class AA—7:30-10 p.m., Sun.-Fri.; 6:30-10:30 p.m., Sat.  
NETWORK BASE HOURLY RATE: \$1100 (CBS), \$1100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	<b>NORTH CAROLINA</b>			
	Chatham	7,700	7,100	92
	Cumberland	42,700	39,800	93
	Durham	36,500	33,900	93
	Edgecombe	14,400	13,200	92
	Franklin	6,900	6,100	88
	Granville	8,300	7,400	90
	Halifax	15,200	13,200	87
	Harnett	13,300	12,200	92
	Hoke	3,700	3,300	87
	Johnston	16,900	15,400	91
	Lee	8,200	7,600	93
	Moore	10,900	9,800	90
	Nash	16,500	15,200	92
	Orange	12,500	11,200	90
	Person	7,400	6,800	92
	Sampson	12,300	11,100	90
	Scotland	6,100	5,500	90
	Vance	8,600	7,900	92
	Wake	57,200	53,900	94
Warren	4,000	3,500	86	
Wayne	24,000	22,200	92	
Wilson	15,900	14,600	92	
<b>Between 25-50 %</b>	<b>NORTH CAROLINA</b>			
	Alamance	27,200	26,000	96
	Duplin	10,600	9,500	89
	Greene	3,800	3,400	91
	Lenoir	16,300	15,100	93
Robeson	21,000	18,600	89	
<b>VIRGINIA</b>				
Mecklenburg	8,100	7,200	89	
<b>Between 5-24 %</b>	<b>NORTH CAROLINA</b>			
	Bladen	6,900	5,900	85
Carteret	9,300	8,600	92	

(Continued on page 509-b)

Station Totals	610,400	563,100	92
Net Weekly Circulation (March 1967)			312,600
Average Daily Circulation (March 1967)			219,200



# North Carolina—Washington



**WITN-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

Latitude 35° 22' 17"  
Longitude 72° 23' 55"

Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

Studio: 2.5-mi. S of Washington on U.S. 17.

Telephone: 919-946-3131.

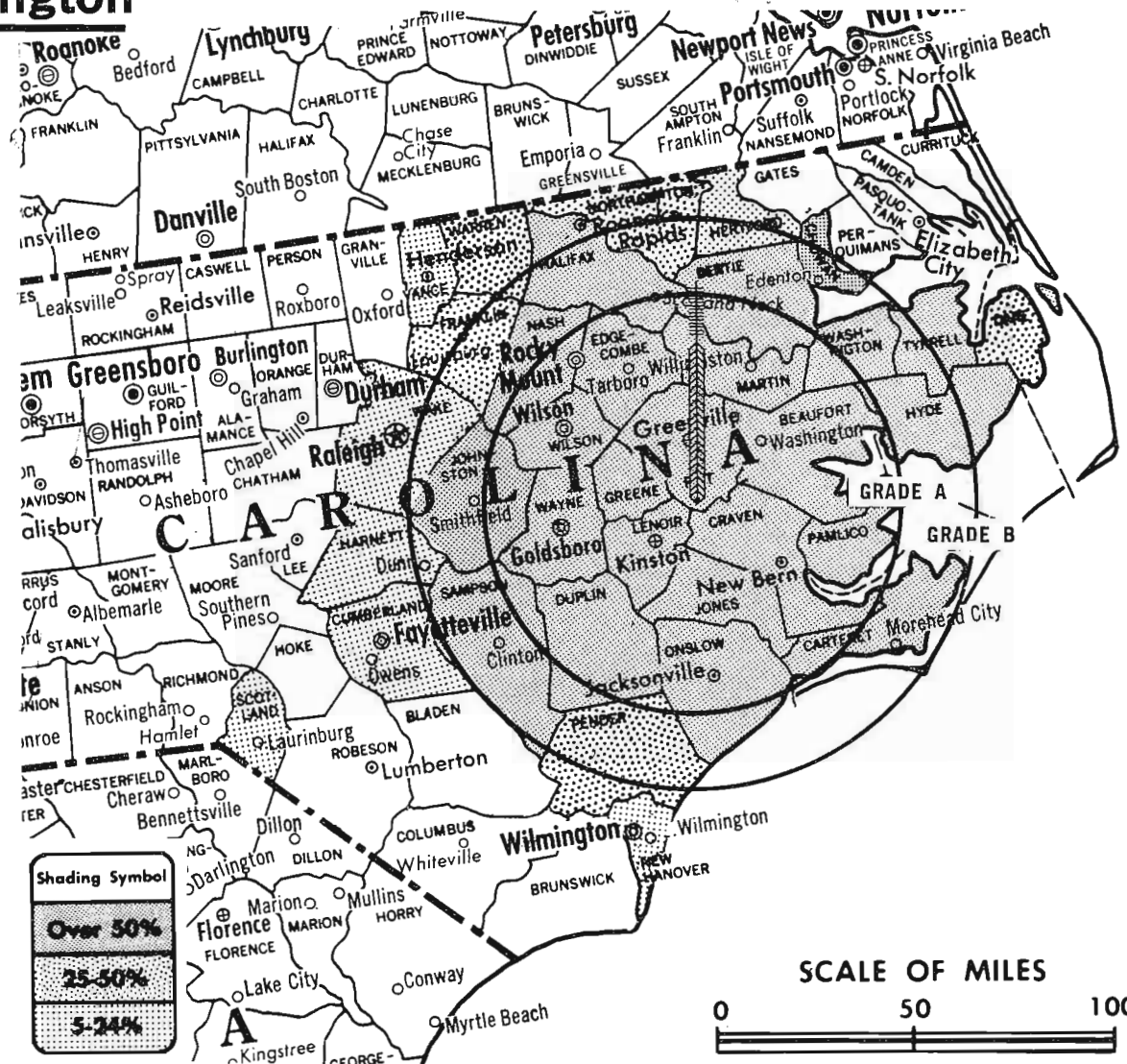
TWX No.: 919-530-1675.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WITN-TV Ref: FCC File No. BMPCT-3006 Granted 5/26/55  
Authorized: FCC File No. BPCT-2780 Granted 2/28/61

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## WITN-TV

Licensee: North Carolina Television Inc., Box 468 (27889).  
Ownership: W. R. Roberson Jr. & family, 64%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 1%.  
Began Operation: Sept. 28, 1955.  
Represented (sales) by Adam Young-VTM Inc.; James S. Ayers Co. (Southern).  
Represented (legal) by McInnis, Wilson, Munson & Woods.  
Represented (engineering) by George C. Davis Consulting Engineers.  
Personnel:  
W. R. ROBERSON JR., president & general manager.  
T. H. PATTERSON, executive vice president.  
G. EARL BROOME, v.p., national sales.  
W. E. BASS JR., v.p. regional sales.  
HAL WILSON, v.p., operations.  
HARVEY MASON, v.p., engineering.  
HELEN S. JACKSON, sales promotion manager.  
WALTER STILES, production manager.  
JAMES BARBOUR, news director.  
GEORGE ROSSI, sports director.

### DIGEST OF RATE CARD NO. 5 (March 1, 1965)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$550.00	\$330.00	\$220.00	\$150.00*	\$100.00*	\$50.00*

\*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>			
	Beaufort	9,900	9,100	92
	Bertie	5,600	4,800	86
	Carteret	9,300	8,600	92
	Chowan	2,800	2,600	91
	Craven	17,700	16,700	94
	Duplin	10,600	9,500	89
	Edgecombe	14,400	13,200	92
	Greene	3,800	3,400	91
	Halifax	15,200	13,200	87
	Hyde	1,900	1,500	82
	Johnston	16,900	15,400	91
	Jones	2,400	2,200	92
	Lenoir	16,300	15,100	93
	Martin	6,400	5,900	92
	Nash	16,500	15,200	92
	Onslow	23,100	22,000	95
	Pamlico	2,500	2,300	93
	Pitt	18,700	17,300	92
	Sampson	12,300	11,100	90
Tyrrell	1,100	1,000	86	
Washington	3,500	3,100	91	
Wayne	24,000	22,200	92	
Wilson	15,900	14,600	92	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>			
	Dare	1,900	1,600	86
	Franklin	6,900	6,100	88
	Northampton	6,200	5,400	87
	Pender	4,200	3,600	86
Warren	4,000	3,500	86	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Cumberland	42,700	39,800	93
	Harnett	13,300	12,200	92
	Hertford	5,900	5,400	91
	New Hanover	23,500	22,100	94
	Scotland	6,100	5,500	90
Vance	8,600	7,900	92	
Wake	57,200	53,900	94	
<b>Station Totals</b>		<b>431,300</b>	<b>397,000</b>	<b>92</b>
Net Weekly Circulation (March 1967)				224,200
Average Daily Circulation (March 1967)				150,500



**WGHP-TV, Winston-Salem**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	VIRGINIA			
	Carroll	7,500	6,600	88
	Floyd	2,900	2,600	90
	Grayson	7,000	6,300	90
	Pittsylvania	31,200	28,700	92
<b>Between 5-24%</b>	NORTH CAROLINA			
	Catawba	23,800	22,900	96
	Cumberland	42,700	39,800	93
	Gaston	38,900	37,000	95
	Granville	8,300	7,400	90
	Harnett	13,300	12,200	92
	Northampton	6,200	5,400	87
	Sampson	12,300	11,100	90
	Union	13,400	12,300	92
	Wake	57,200	53,900	94
	Warren	4,000	3,500	86
	SOUTH CAROLINA			
	Chesterfield	8,200	7,300	88
	Marlboro	6,400	5,600	88
VIRGINIA				
Franklin	7,300	6,700	91	
Rockbridge	8,900	8,100	91	
Smyth	8,600	7,900	93	

**WSJS-TV, Winston-Salem**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA—(Continued)			
	Richmond	11,000	10,100	92
	Stanly	13,200	12,400	94
	Watauga	4,600	4,100	89
	SOUTH CAROLINA			
	Chesterfield	8,200	7,300	88
	VIRGINIA			
	Floyd	2,900	2,600	90
	Grayson	7,000	6,300	90
	Pulaski	7,800	7,300	93
	Smyth	8,600	7,900	93
	Wythe	6,100	5,500	89
	WEST VIRGINIA			
	Mercer	18,200	16,900	93

**North Carolina**

**WRAL-TV, Raleigh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA—(Continued)			
	Carteret	9,300	8,600	92
	Caswell	4,600	4,200	91
	Guilford Inner	39,300	37,500	96
	Guilford Outer	41,700	39,800	96
	Jones	2,400	2,200	92
	Martin	6,400	5,900	92
	New Hanover	23,500	22,100	94
	Onslow	23,100	22,000	95
	Pender	4,200	3,600	86
	Pitt	18,700	17,300	92
	Randolph	20,600	19,400	94
	Richmond	11,000	10,100	92
	SOUTH CAROLINA			
	Marlboro	6,400	5,600	88
	VIRGINIA			
	Charles City	1,300	1,100	85
	Halifax	10,300	9,100	89
Patrick	4,300	3,800	88	

**WTVD, Raleigh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA—(Continued)			
	Guilford Inner	39,300	37,500	96
	Jones	2,400	2,200	92
	Montgomery	5,000	4,700	93
	New Hanover	23,500	22,100	94
	Northampton	6,200	5,400	87
	Onslow	23,100	22,000	95
	Pitt	18,700	17,300	92
	Richmond	11,000	10,100	92
	Rockingham	21,100	19,900	94
	SOUTH CAROLINA			
	Marlboro	6,400	5,600	88
	VIRGINIA			
	Charles City	1,300	1,100	85

# North Carolina—Wilmington



**WECT**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 940-ft. above ground, 1049-ft. above sea level.

Latitude 34° 19' 16"  
Longitude 78° 13' 42"

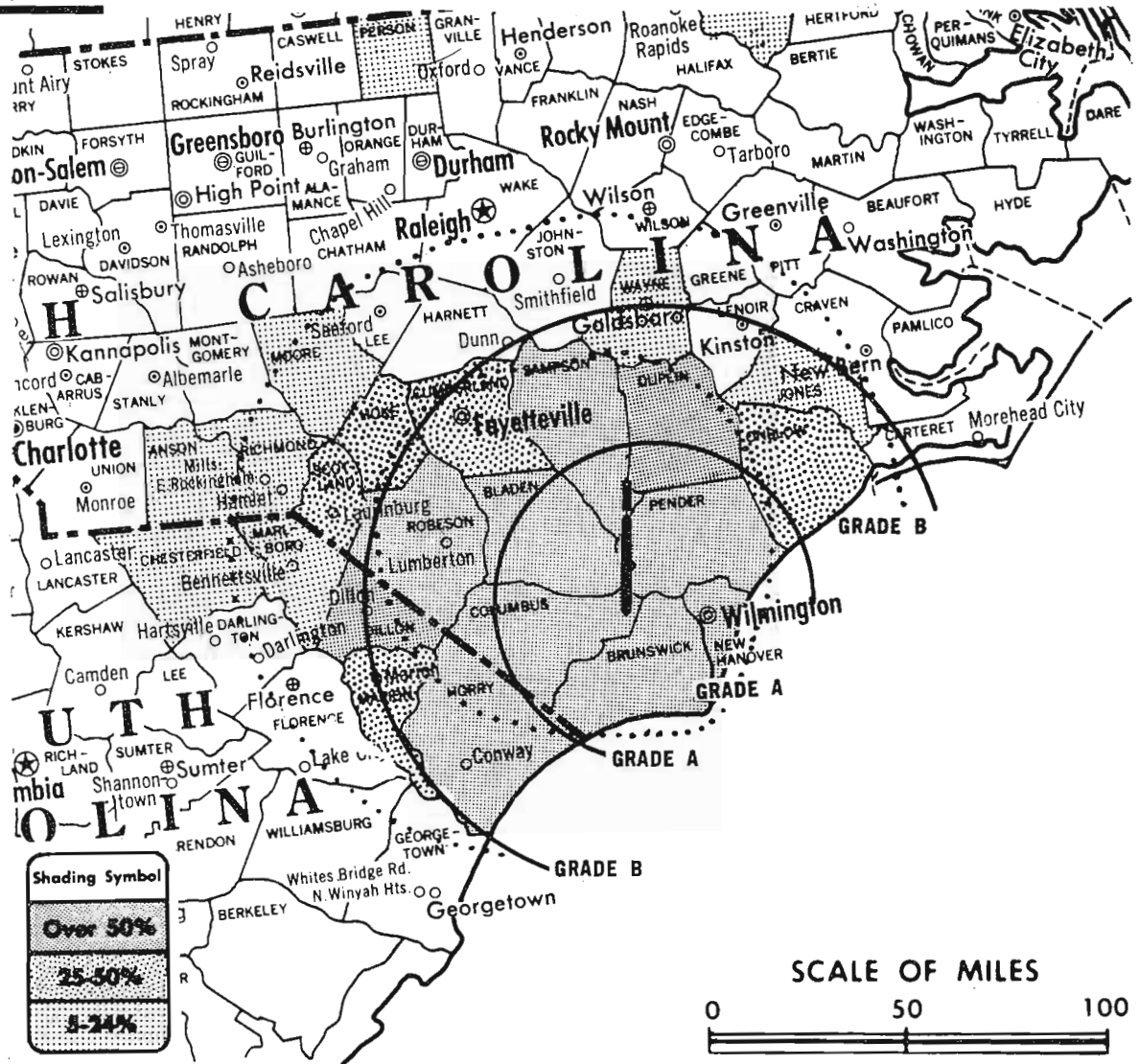
Holds CP for change to 1940-ft. above av. terrain, 1994-ft. above ground, 2049-ft. above sea level, lat. 34° 34' 32", long. 78° 26' 13"; transmitter to N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp. BPCT—3477.

Transmitter: Delco, N.C.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WECT Ref: FCC File No. BMPCT—4514 Granted 5/1/67

©American Map Co., Inc., N.Y., No. 14244

## WECT

Network Service: NBC; also CBS (per program).

Licensee: Atlantic Telecasting Corp., 205 W. Shipyard Blvd.

Studio: 205 W. Shipyard Blvd. (28401).

Telephone: 919-762-0391.

TWX No.: 510-937-0314.

Ownership: WNCT, Greenville, N.C., 30%; Dan D. & Bruce B. Cameron, 30%; Port & Co., 10%; Sam & Leo Brody, 30%.

Began Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50).

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- DAN D. CAMERON, president.
- WAYNE JACKSON, station manager.
- BILL ELKS, technical operations director.
- BUCK O'SHIELDS, production director.
- E. I. HERRING, chief engineer.
- C. D. MARTIN JR., sales manager.

### DIGEST OF RATE CARD NO. 9—(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
\$425.00	\$255.00	\$170.00	\$127.50	\$100.00	\$100.00	\$50.00

Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$360.

For ARB County-by-County Data  
See Services Volume

Net Weekly Circulation	State	County	Total Households	TV Homes	%	
<b>Over 50%</b>	NORTH CAROLINA	Bladen	6,900	5,900	85	
		Brunswick	5,500	4,900	90	
		Columbus	12,500	11,100	89	
		Duplin	10,600	9,500	89	
		New Hanover	23,500	22,100	94	
		Pender	4,200	3,600	86	
		Robeson	21,000	18,600	89	
		Sampson	12,300	11,100	90	
		SOUTH CAROLINA	Dillon	7,000	6,200	89
			Horry	18,600	16,700	89
NORTH CAROLINA	Cumberland		42,700	39,800	93	
	Hoke	3,700	3,300	87		
	Onslow	23,100	22,000	95		
	Scotland	6,100	5,500	90		
SOUTH CAROLINA	Marion	7,500	6,500	87		
<b>Between 25-50%</b>	NORTH CAROLINA	Anson	6,200	5,400	88	
		Jones	2,400	2,200	92	
		Moore	10,900	9,800	90	
		Northampton	6,200	5,400	87	
		Person	7,400	6,800	92	
		Richmond	11,000	10,100	92	
		Wayne	24,000	22,200	92	
SOUTH CAROLINA	Bamberg	3,700	3,200	86		
	Chesterfield	8,200	7,300	88		
	Marlboro	6,400	5,600	88		
Station Totals			291,600	264,800	91	
Net Weekly Circulation (March 1967)					127,100	
Average Daily Circulation (March 1967)					86,800	

# North Carolina—Wilmington



**WWAY**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1170-ft. above av. terrain, 1187-ft. above ground, 1247-ft. above sea level.

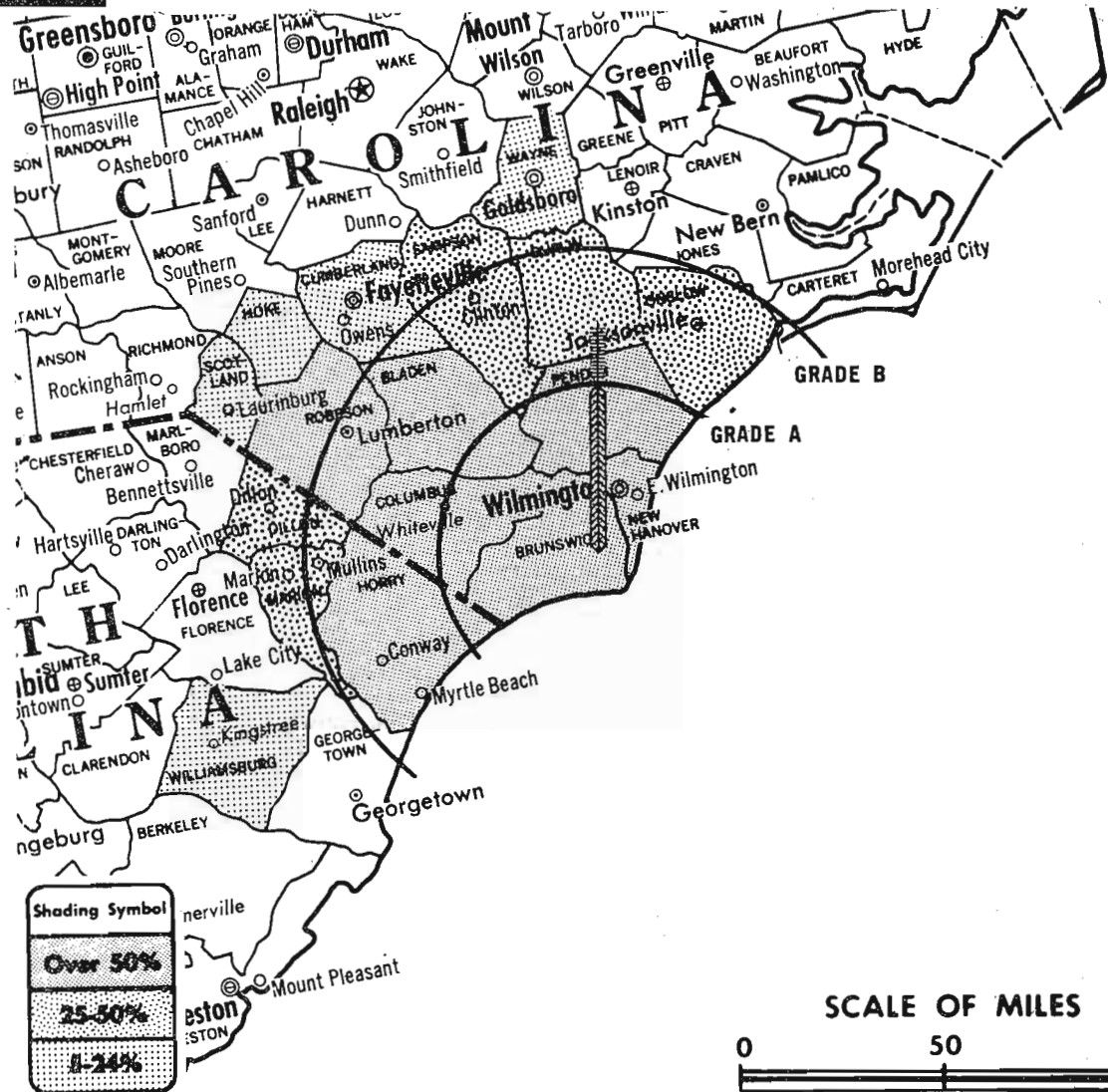
Latitude 34° 03' 00"  
Longitude 78° 04' 56"

Transmitter: 3.82-mi. S of Mill Creek, E of State Rt. 87.

Studio: Murchison Bldg.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WWAY Ref: FCC File No. BMPCT-5929 Granted 6/24/64

© American Map Co., Inc., N.Y. No. 14244

## WWAY

Licensee: Cape Fear Telecasting Inc., Murchison Bldg., Front & Chestnut St. (28401).

Telephone: 919-762-8581.

Ownership: William G. Broadfoot Jr., pres., 30%; Charles B. Britt, 30%; Ferebee Sledge, 20%; Craig Wall, 20%. Britt owns control of radio WIRY, Plattsburgh, N.Y.

Began Operation: Oct. 30, 1964.

Represented (sales) by National Television Sales Inc.

Represented (legal) by Putbren, Fletcher & Baraff.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

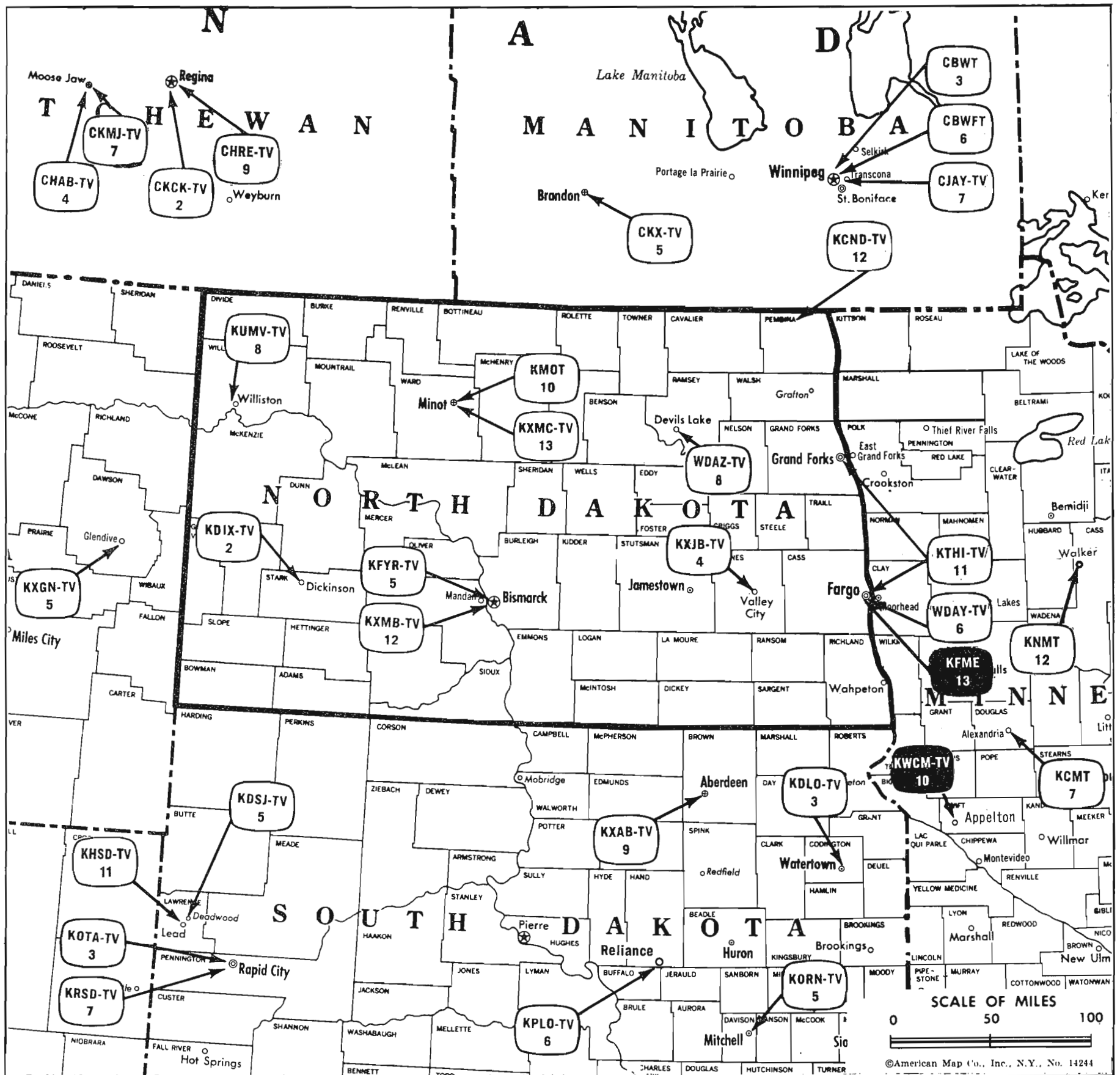
CHARLES B. BRITT, general & national sales manager.  
FRANK A. BROWNE, asst. general manager.  
JIM PRIDEMORE, program-production manager.  
JOE DAVIS, local & regional sales director.  
ART MADELEY, chief engineer.

DIGEST OF RATE CARD NO. 5  
(Jan. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$80.00 \$100.00 \$65.00 \$55.00 \$28.00  
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>			
	Bladen	6,900	5,900	85
	Brunswick	5,500	4,900	90
	Columbus	12,500	11,100	89
	New Hanover	23,500	22,100	94
	Pender	4,200	3,600	86
	Robeson	21,000	18,600	89
<b>SOUTH CAROLINA</b>	Horry	18,600	16,700	89
	<b>NORTH CAROLINA</b>			
	Duplin	10,600	9,500	89
<b>Between 25-50%</b>	Onslow	23,100	22,000	95
	Sampson	12,300	11,100	90
	<b>SOUTH CAROLINA</b>			
	Dillon	7,000	6,200	89
<b>Between 5-24%</b>	Marion	7,500	6,500	87
	<b>NORTH CAROLINA</b>			
	Cumberland	42,700	39,800	93
	Hoke	3,700	3,300	87
	Scotland	6,100	5,500	90
<b>SOUTH CAROLINA</b>	Wayne	24,000	22,200	92
	Williamsburg	8,400	7,000	83
<b>Station Totals</b>		<b>237,600</b>	<b>216,000</b>	<b>91</b>
Net Weekly Circulation (March 1967)			<b>106,100</b>	
Average Daily Circulation (March 1967)			<b>68,700</b>	

# North Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Fargo	138,400	124	181,900	158	166,500	160
Minot-Bismarck	95,000	157	136,900	180	123,900	181
Pembina	17,500	211	57,600	213	51,800	213



**North Dakota Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
☐ Commercial Television Stations	11	0	11
● Educational Television Stations	1	0	1
			12

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KXJB-TV**

**Fargo**

(See Valley City, N.D.)

•

**KTHI-TV**

**Grand Forks**

(See Fargo, N.D.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KFME**

**Fargo**

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 264-kw visual, 47.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude    46°    49'    03"  
Longitude   96°    48'    06"

**BLACKBURN**

**& COMPANY, INC.**

*Radio • TV • CATV • Newspaper Brokers*

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151

**KFYR-TV, Bismarck**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	MONTANA			
	Dawson	4,100	3,600	88
	Garfield	400	300	66
	NORTH DAKOTA			
	Mountrail	3,100	2,800	92
	Slope	500	500	93
	SOUTH DAKOTA			
	Dewey	1,300	1,000	79
	McPherson	1,300	1,100	88
	Perkins	1,400	1,200	84
Potter	1,300	1,200	91	
Sully	700	700	94	
Ziebach	600	400	71	
Between 5-24 %	MONTANA			
	Phillips	1,600	1,300	79
	NORTH DAKOTA			
	Billings	400	400	94
	Burke	1,400	1,300	91
	Foster	1,500	1,400	93
	Stutsman	7,000	6,800	96
	SOUTH DAKOTA			
	Marshall	1,700	1,500	88

**WDAY-TV, Fargo**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	SOUTH DAKOTA			
	Roberts	3,200	2,900	90
	MINNESOTA			
	Roseau	2,800	2,000	72
	NORTH DAKOTA			
Wells	2,400	2,300	93	
Between 5-24 %	SOUTH DAKOTA			
	Marshall	1,700	1,500	88
	MINNESOTA			
	Douglas	6,000	5,500	91
	Grant	2,300	2,200	95
	Lake Of The Woods	1,000	700	66
	Wadena	3,200	2,700	83
	NORTH DAKOTA			
	Logan	1,200	1,100	90
	Rolette	2,500	2,000	81
SOUTH DAKOTA				
Brown	10,700	10,300	96	

**KXJB-TV, Valley City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50 %	NORTH DAKOTA—(Continued)			
	Towner	1,300	1,200	90
	Wells	2,400	2,300	93
	SOUTH DAKOTA			
	Marshall	1,700	1,500	88
Between 5-24 %	MINNESOTA			
	Douglas	6,000	5,500	91
	Grant	2,300	2,200	95
	Roseau	2,800	2,000	72
	NORTH DAKOTA			
	Rolette	2,500	2,000	81
	SOUTH DAKOTA			
	Brown	10,700	10,300	96
	Roberts	3,200	2,900	90

# North Dakota—Bismarck



**KFYR-TV**



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"  
Longitude 100° 48' 30"

Transmitter: 12-mi. S. of city.

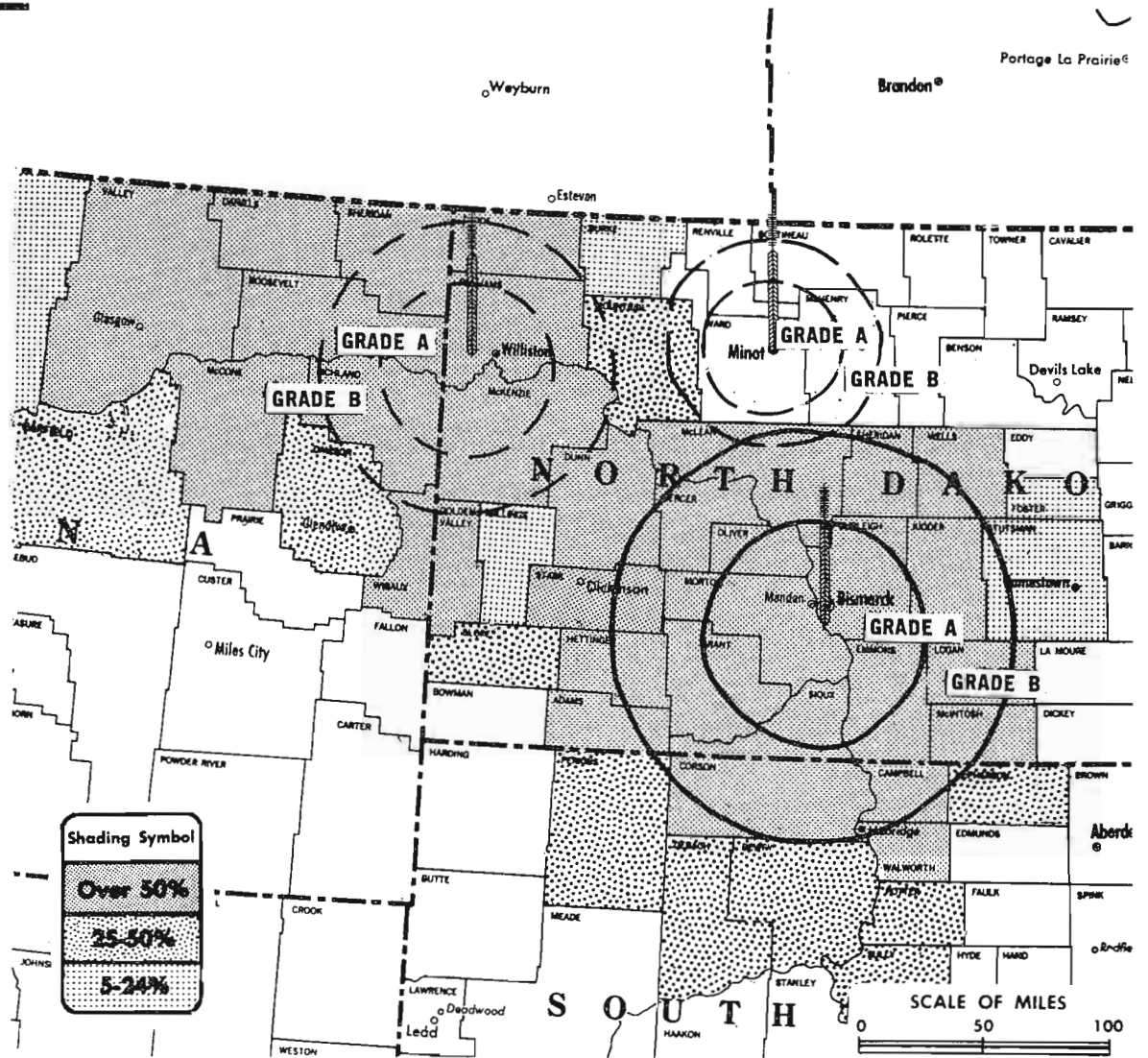
AM Affiliate: KFYR, 5-kw, 550 kc (NBC).

FM Affiliate: KFYR-FM, 27-kw, 92.9 mc (No. 225), 600-ft.

Color Facilities: Network.

News Wire Service: UPI, AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KFYR-TV Ref: FCC File No. BPCT-2965 Granted 2/24/63

©American Map Co., Inc., N.Y., No. 14244

## KFYR-TV

Grantee (STA): Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth (58501).

Telephone: 701-223-0900.

TWX No.: 701-241-9434.

Ownership: William Ekberg, pres., .79%; Mrs. Marietta Meyer Ekberg, 97.03%; Myron H. Atkinson Jr., 2.18%. Meyer Bcstg. owns KUMV-TV, Williston; KMOT-TV, Minot & Bismarck Cable TV; also owns radios KOYN, Billings, Mont. & KFYR & FM, Bismarck.

Began Operation: Dec. 8, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by John Creutz.

Personnel:

WILLIAM EKBERG, president & film buyer.  
MYRON ATKINSON, vice president & general manager.  
WES HAUGEN, station manager.  
DAVE STUART, national sales manager.  
IVAR NELSON, director of engineering.  
CARL E. ZELLER, chief engineer.

### DIGEST OF RATE CARD NO. 10 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$575.00	\$350.00	\$225.00	\$140.00	.....	\$90.00 \$45.00

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$250 (NBC & ABC).

ARB Data: Figures include satellite KUMV-TV, Williston. Map reflects coverage of KFYR-TV & KUMV-TV.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>MONTANA</b>			
	Daniels	1,100	1,000	88
	McCone	900	800	85
	Richland	2,900	2,600	90
	Roosevelt	3,400	3,100	91
	Sheridan	1,900	1,700	92
	Valley	5,600	4,700	85
	Wibaux	300	200	89
	<b>NORTH DAKOTA</b>			
	Adams	1,000	900	90
	Burleigh	11,800	11,200	95
	Divide	1,500	1,300	88
	Dunn	1,200	1,100	89
	Emmons	1,900	1,800	93
	Golden Valley	900	800	94
	Grant	1,400	1,200	90
	Hettinger	1,400	1,300	92
	Kidder	1,200	1,200	96
	Logan	1,200	1,100	90
	McIntosh	1,600	1,400	87
	McKenzie	2,000	1,900	93
McLean	3,100	3,000	94	
Mercer	1,500	1,300	88	
Morton West	3,100	2,800	93	
Morton East	3,100	2,800	93	
Oliver	700	600	93	
Sheridan	1,000	900	91	
Sioux	800	600	80	
Stark	5,400	5,000	93	
Wells	2,400	2,300	93	
Williams	7,500	7,000	93	
<b>SOUTH DAKOTA</b>				
Campbell	900	800	85	
Corson	1,300	1,000	78	
Walworth	2,500	2,100	86	

(Continued on page 513-b)

Station Totals	104,800	95,000	91
Net Weekly Circulation (March 1967)			95,000
Average Daily Circulation (March 1967)			79,800

# North Dakota—Bismarck

**abc KXMB-TV**

Ch. 12

[Operates in affiliation with North Dakota KX network—see KXJB, Valley City, Fargo]

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 295-kw visual, 45.7-kw aural. Antenna: 1220-ft. above av. terrain, 878-ft. above ground, 3123-ft. above sea level.

Latitude 46° 35' 17"

Longitude 100° 48' 26"

**Transmitter:** 5-mi. E & 2-mi. S of St. Anthony.

**Color:** Network, film & slide.

**News Wire Service:** AP.

**Facsimile Service:** UPI.

**News Film Service:** CBS.

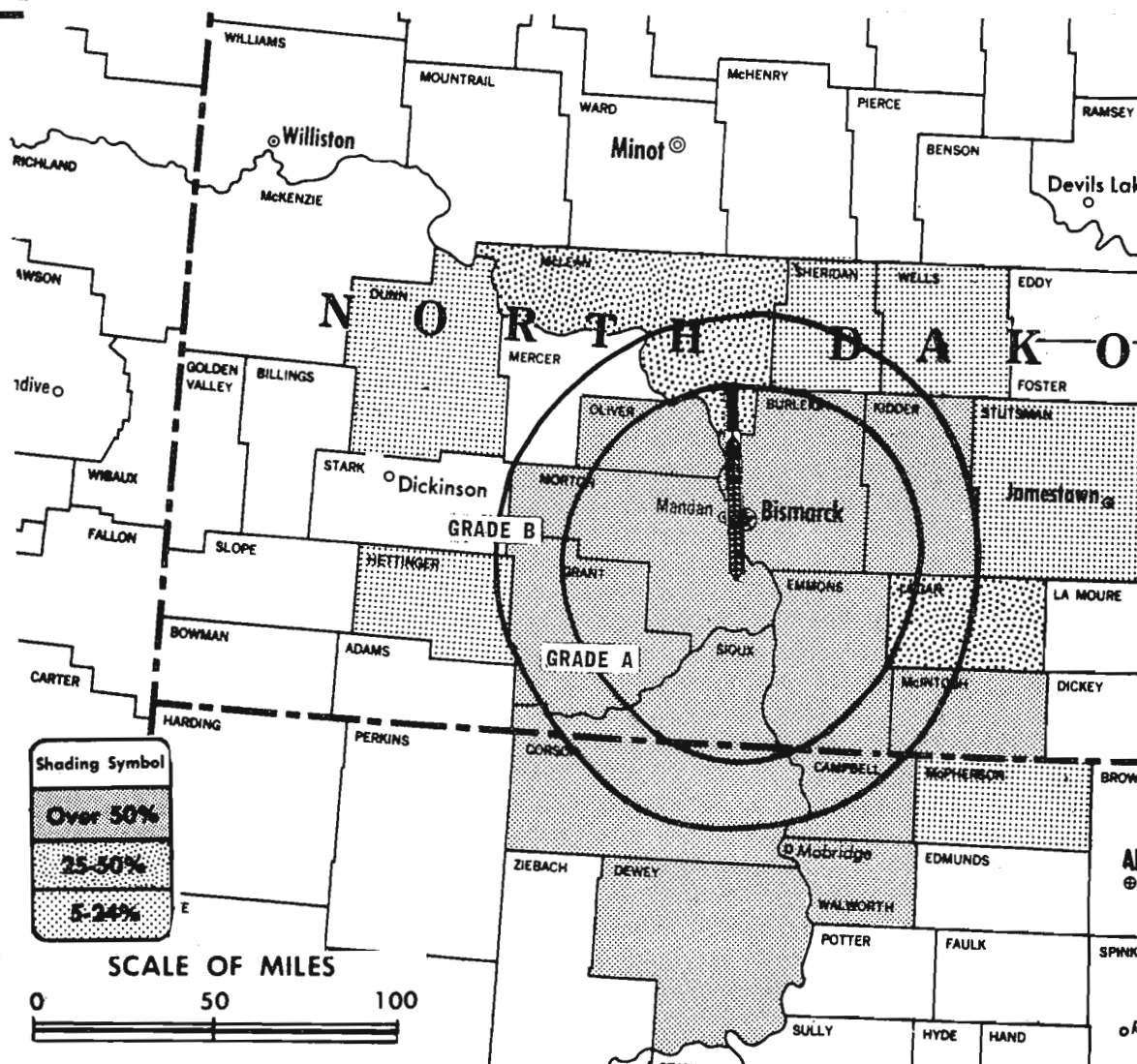
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KXMB-TV Ref: FCC File No. BPCT-2893 Granted 9/5/61

©American Map Co., Inc., N.Y., No. 14244

## KXMB-TV

**Network Service:** ABC, CBS.

**Licensee:** KXMB-TV Inc., Box 1617, Bismarck, N.D. (58502).

**Business Office:** 1811 North 15, Bismarck, N.D. (58501).

**Telephone:** 701-223-9197.

**Studio:** 1811 North 15, Bismarck.

**Ownership:** See KXJB-TV, Valley City-Fargo, N.D.

**Began Operation:** Nov. 19, 1955.

**Represented (sales) by** Adam Young-VTM Inc.

**Represented (legal) by** Prince & Paul.

**Represented (engineering) by** Kear & Kennedy.

**Personnel:**

JOHN W. BOLER, president.

DAVID BLACKSTEAD, v.p. & general manager.

IRV IVERS, national sales manager.

TOM STARKLE, program manager & film buyer.

LETA WOODS, traffic manager.

JOHN KRANCE, chief engineer.

**Rates:** Sold only in combination with KXJB-TV, Valley City, N.D.

**NETWORK BASE HOURLY RATE:** \$150 (ABC), \$150 (CBS).

For North Dakota Translator Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH DAKOTA</b>			
	Burleigh	11,800	11,200	95
	Emmons	1,900	1,800	93
	Grant	1,400	1,200	90
	Kidder	1,200	1,200	96
	Mc Intosh	1,600	1,400	87
	Morton East	3,100	2,800	93
	Morton West	3,100	2,800	93
	Oliver	700	600	93
	Sioux	800	600	80
	<b>SOUTH DAKOTA</b>	Campbell	900	800
Corson		1,300	1,000	78
Dewey		1,300	1,000	79
Walworth		2,500	2,100	86
<b>Between 25-50%</b>	<b>NORTH DAKOTA</b>			
	Logan	1,200	1,100	90
	Mc Lean	3,100	3,000	94
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Dunn	1,200	1,100	89
	Hettinger	1,400	1,300	92
	Sheridan	1,000	900	91
	Stutsman	7,000	6,800	96
	Wells	2,400	2,300	93
	<b>SOUTH DAKOTA</b>			
	Mc Pherson	1,300	1,100	88
<b>Station Totals</b>		<b>50,200</b>	<b>46,100</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>27,800</b>
<b>Average Daily Circulation (March 1967)</b>				<b>21,500</b>

# North Dakota—Devils Lake



**WDAZ-TV**



Ch. 8

[Satellite of WDAY-TV, Fargo, N.D.]  
**(Also serves Grand Forks, N.D.)**

Technical Facilities: Channel No. 8  
 (180-186 mc). Authorized power:  
 316-kw visual, 50-kw aural. An-  
 tenna: 1480-ft. above av. terrain,  
 1458-ft. above ground, 2979-ft.  
 above sea level.

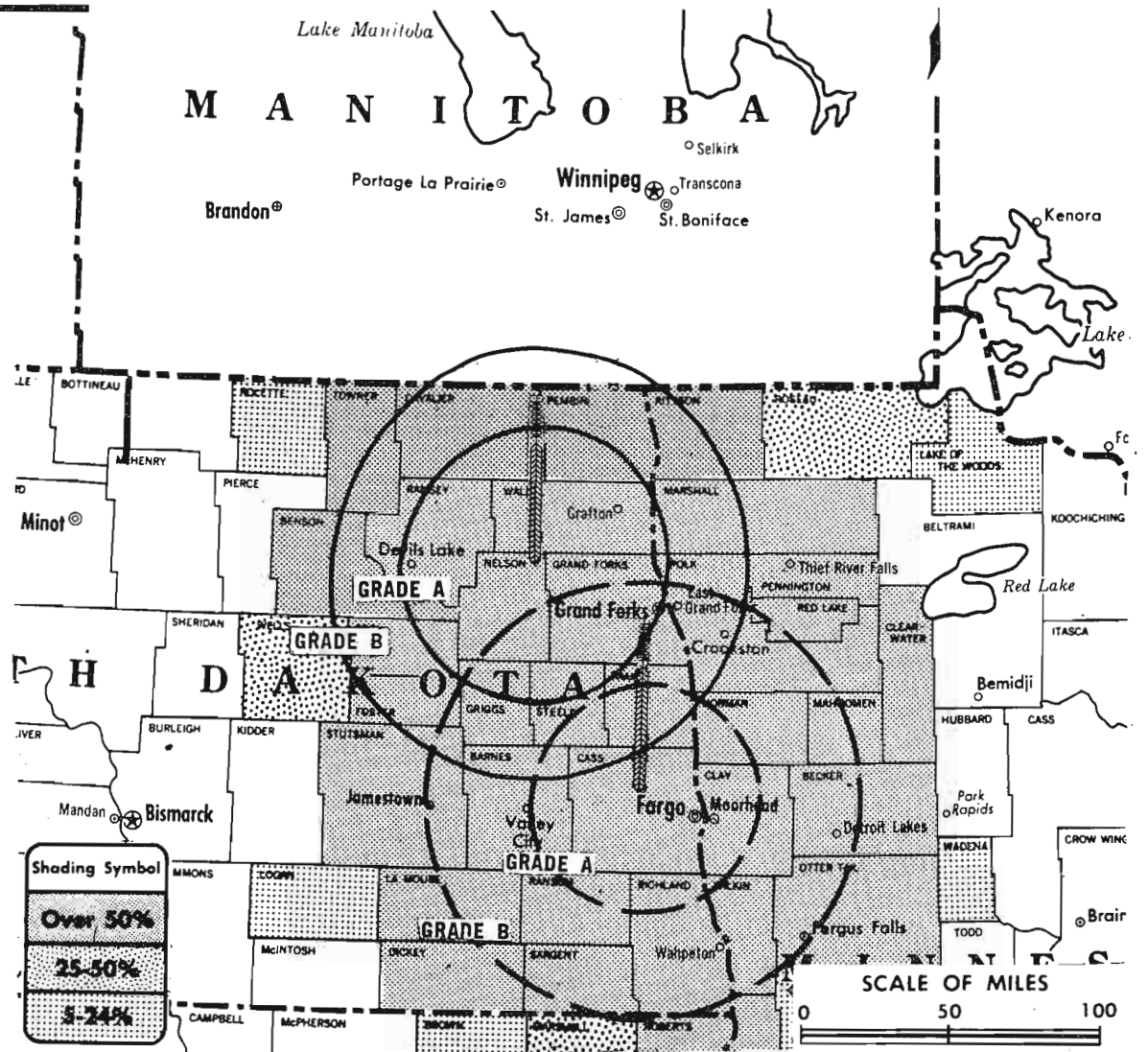
Latitude 48° 08' 24''  
 Longitude 97° 59' 38''

Transmitter: 9-mi. N of Petersburg,  
 N.D.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



WDAZ-TV Ref: FCC File No. BPCT-3442 Granted 4/20/66

© American Map Co., Inc., N.Y., No. 14244

## WDAZ-TV

Licensee: WDAY Inc., 207 Fifth St. N, Fargo, N.D.

Telephone: 701-237-6500.

Ownership: See WDAY-TV, Fargo, N.D.

Began Operation: Feb. 8, 1967.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy Mc-  
 Dermott Ltd. (Canada).

Represented (legal) by Robert A. Marmet.

Personnel:

ED KLINK, resident engineer.

Rates: Sold only in combination with WDAY-TV, Fargo, N.D.

NETWORK BASE HOURLY RATE: \$100.

ARB Data for this Station included with parent  
 WDAY-TV, Fargo. Map reflects coverage of both.



**MALARKEY, TAYLOR & ASSOCIATES**

**CATV**

**Brokers - Consultants - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# North Dakota—Dickinson



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

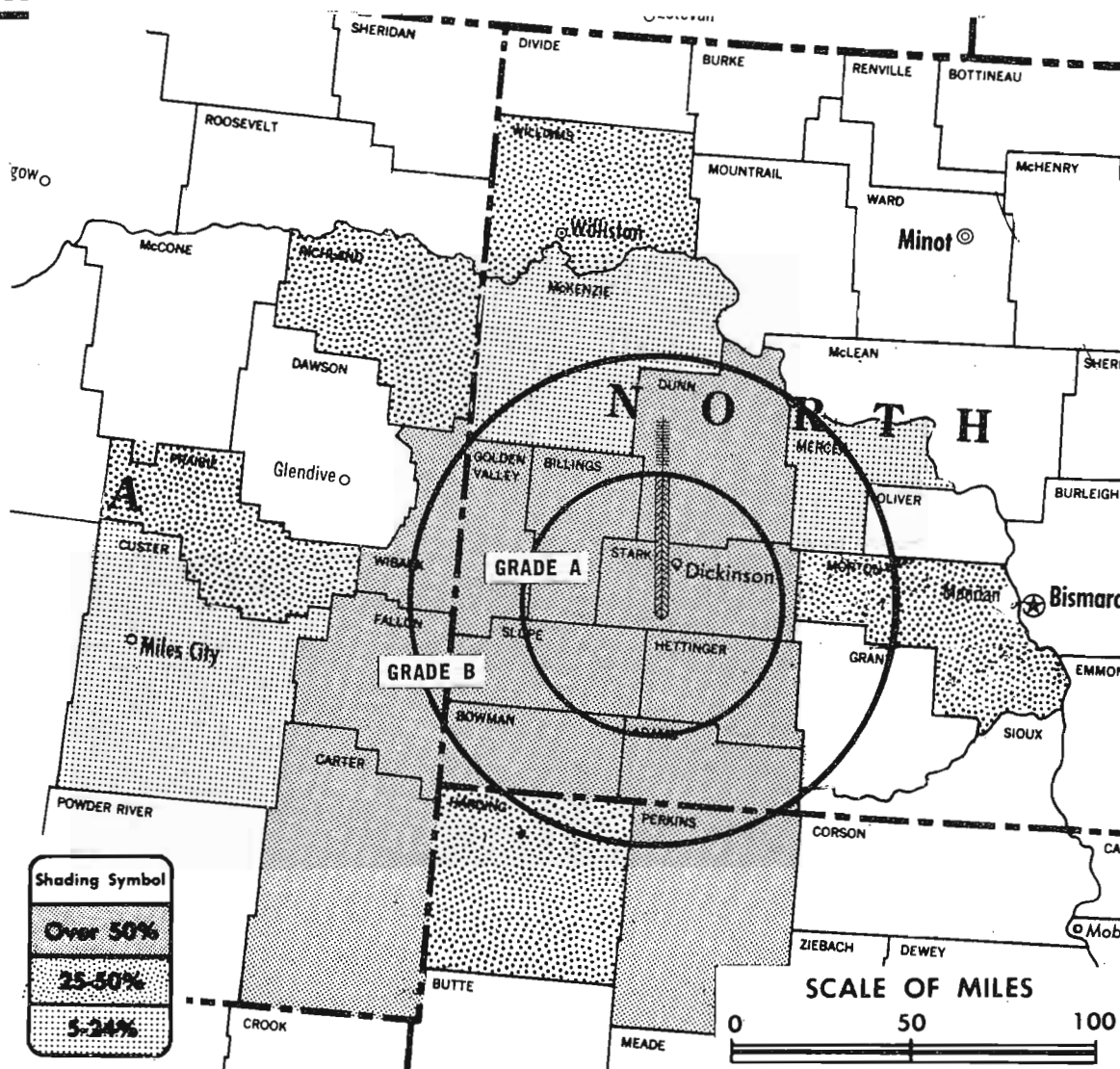
Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kc.

Color: Network only.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KDIX-TV Ref: FCC File No. BPCT-3391 Granted 3/16/65

©American Map Co., Inc., N.Y., No. 14244

## KDIX-TV

Network Service: CBS (EMP), ABC.

Licensee: Dickinson Broadcasting Corp., Box 1248.

Studio: 119 Second Ave. W. (58601).

Telephone: 701-225-5133.

TWX No.: 701-221-6020.

Ownership: Stanley Deck, 99.5%.

Began Operation: Oct. 15, 1956. Sale to present owner by Dickinson Radio Assn., whereby S. Deck increased holdings from 5% to 99.5% was approved Oct. 25, 1966 by FCC (Television Digest, Vol. 6:44).

Represented (sales) by Adam Young-VTM Inc.; Wm. Hurley (Minneapolis).

Represented (legal) by Eugene L. Burke.

Personnel:

STANLEY DECK, president.  
LAUREN HAACKE, manager.  
BOB WEILER, sales manager.  
RICHARD MURDY, dir. of national sales & advertising.  
DENNIS SATTLER, program director.  
LOUIE TYSVER, chief engineer.

DIGEST OF RATE CARD NO. 11  
(Aug. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
NETWORK BASE HOURLY RATE:	\$90 (CBS, ABC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MONTANA			
	Carter	500	400	79
	Fallon	1,100	1,000	86
	Wibaux	300	200	89
	NORTH DAKOTA			
	Adams	1,000	900	90
	Billings	400	400	94
	Bowman	1,300	1,100	90
	Dunn	1,200	1,100	89
	Golden Valley	900	800	94
Hettinger	1,400	1,300	92	
Slope	500	500	93	
Stark	5,400	5,000	93	
Between 25-50%	SOUTH DAKOTA			
	Perkins	1,400	1,200	84
	MONTANA			
	Prairie	700	500	75
	Richland	2,900	2,600	90
Between 5-24%	NORTH DAKOTA			
	Morton West	3,100	2,800	93
	Williams	7,500	7,000	93
	SOUTH DAKOTA			
Harding	600	500	87	
Between 5-24%	MONTANA			
	Custer	4,300	3,500	83
	NORTH DAKOTA			
Mc Kenzie	2,000	1,900	93	
Mercer	1,500	1,300	88	
Station Totals		38,000	34,000	89
Net Weekly Circulation (March 1967)				18,900
Average Daily Circulation (March 1967)				14,500

# North Dakota—Fargo-Grand Forks



## KTHI-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 23' 36"  
Longitude 97° 20' 28"

Transmitter: 3-mi. W. of Blanchard.  
Studios: 1350 21st Ave. S., Fargo;  
314 9th Ave., Grand Forks.

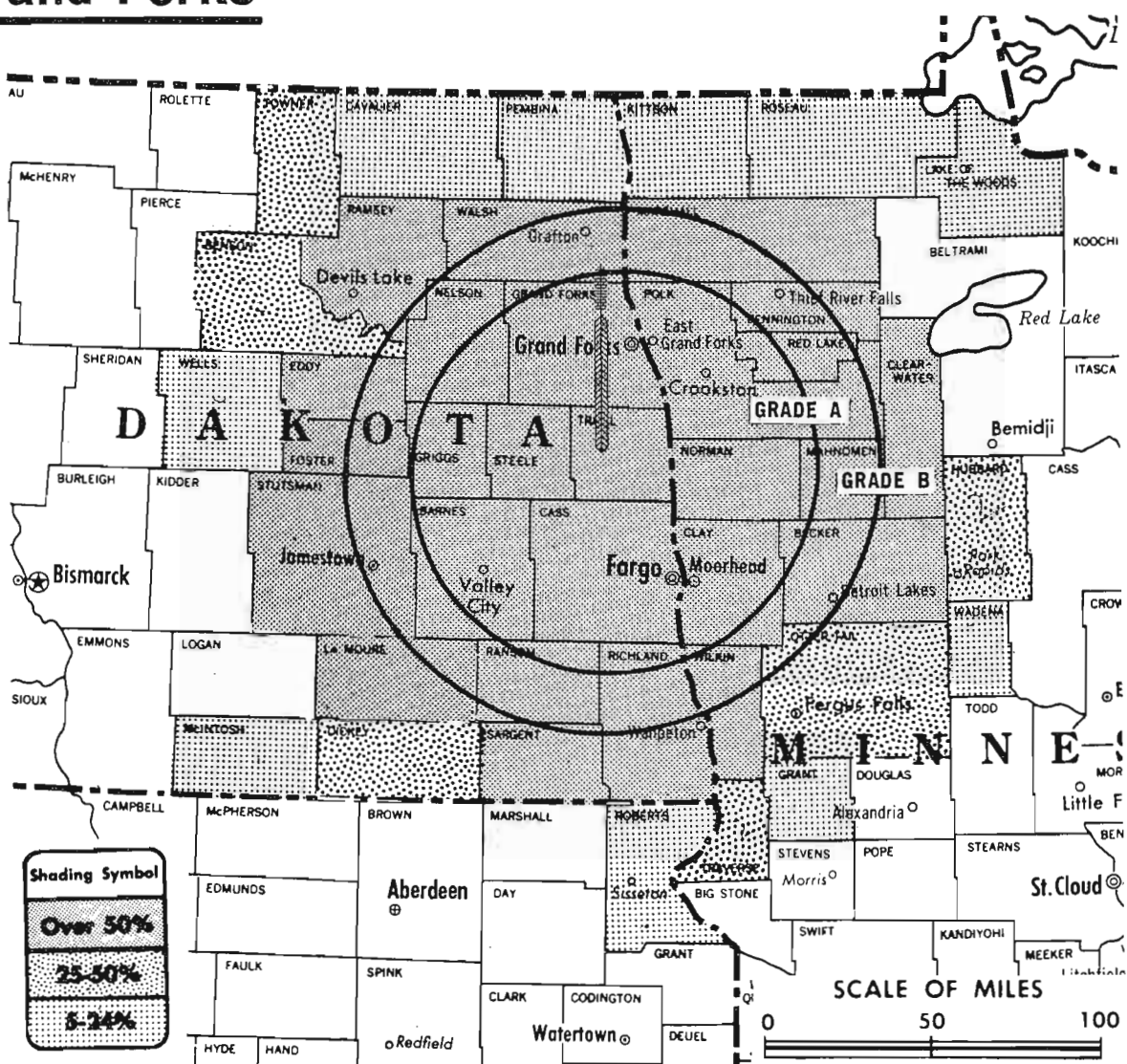
Telephones: 701-237-5211, Fargo;  
701-772-3481, Grand Forks.

TWX No.: 910-677-2445.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KTHI-TV Ref: FCC File No. BMPCT-5881 Granted 8/13/63 ©American Map Co., Inc., N.Y., No. 14244

## KTHI-TV

Licensee: Pembina Bcstg. Co. Inc., 1350 21st Ave. S., Fargo (58103).

Ownership: Fuqua Communications Inc., 80.8%. For other interests, see WJBF(TV), Augusta, Ga.

Began Operation: Oct. 11, 1959. Sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 by FCC (Television Digest, Vols. 5:51, 6:39-40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by The Hollingbery Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- THOMAS J. HENNESY, president.
- WILLIAM P. DIX JR., vice president & general manager.
- HARRY E. GOODWIN, general sales manager.
- DAVE CHUMLEY, chief engineer.
- AL UZZELL, operations manager.

### DIGEST OF RATE CARD NO. 6—(June 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 10 Sec.  
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$600.00 \$360.00 \$240.00 ..... \$100.00 \$50.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA			
	Becker	6,200	5,600	90
	Clay	11,900	11,500	97
	Clearwater	2,100	1,700	81
	Mahnomen	1,200	1,100	90
	Marshall	3,400	3,000	90
	Norman	2,900	2,600	90
	Pennington	3,600	3,200	87
	Polk	10,200	9,400	92
	Red Lake	1,300	1,200	91
	Wilkin	2,800	2,700	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NORTH DAKOTA			
	Barnes	5,100	4,900	96
	Cass	22,000	21,100	96
	Eddy	1,300	1,300	94
	Foster	1,500	1,400	93
	Grand Forks	15,400	14,700	95
	Griggs	1,400	1,300	94
	La Moure	2,400	2,200	93
	Nelson	1,900	1,800	95
	Ramsey	3,700	3,400	92
	Ransom	2,400	2,300	94
	Richland	5,300	5,000	94
	Sargent	1,900	1,800	94
	Steele	1,300	1,200	96
	Stutsman	7,000	6,800	96
	Traill	3,100	3,000	96
	Walsh	4,800	4,500	94
	<b>Between 25-50%</b>	MINNESOTA		
Hubbard		2,800	2,200	79
Otter Tail		13,200	11,800	90
Traverse		1,900	1,700	93
NORTH DAKOTA				
Benson		2,300	2,000	89
Dickey	2,100	1,900	90	
Towner	1,300	1,200	90	
<b>Between 5-24%</b>	MINNESOTA			
	Grant	2,300	2,200	95
	Kittson	2,000	1,600	84
	Lake Of The Woods	1,000	700	66
	Roseau	2,800	2,000	72
	Wadena	3,200	2,700	83
	NORTH DAKOTA			
	Cavalier	2,600	2,100	81
	Mc Intosh	1,600	1,400	87
	Pembina	3,600	3,000	85
	Wells	2,400	2,300	93
	SOUTH DAKOTA			
Roberts	3,200	2,900	90	
Station Totals		174,400	160,400	92
Net Weekly Circulation (March 1967)				115,500
Average Daily Circulation (March 1967)				76,900

# North Dakota—Fargo



**WDAY-TV**



Ch. 6

[Also operates satellite WDAZ-TV, Devils Lake, N.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, N.D.

Studio: 207 N. 5th St. (58102).

AM Affiliate: WDAY, 5-kw, 970 kc (NBC).

FM Affiliate: WDAY-FM, 42-kw, 93.7 mc (No. 229), 1150-ft. antenna height.

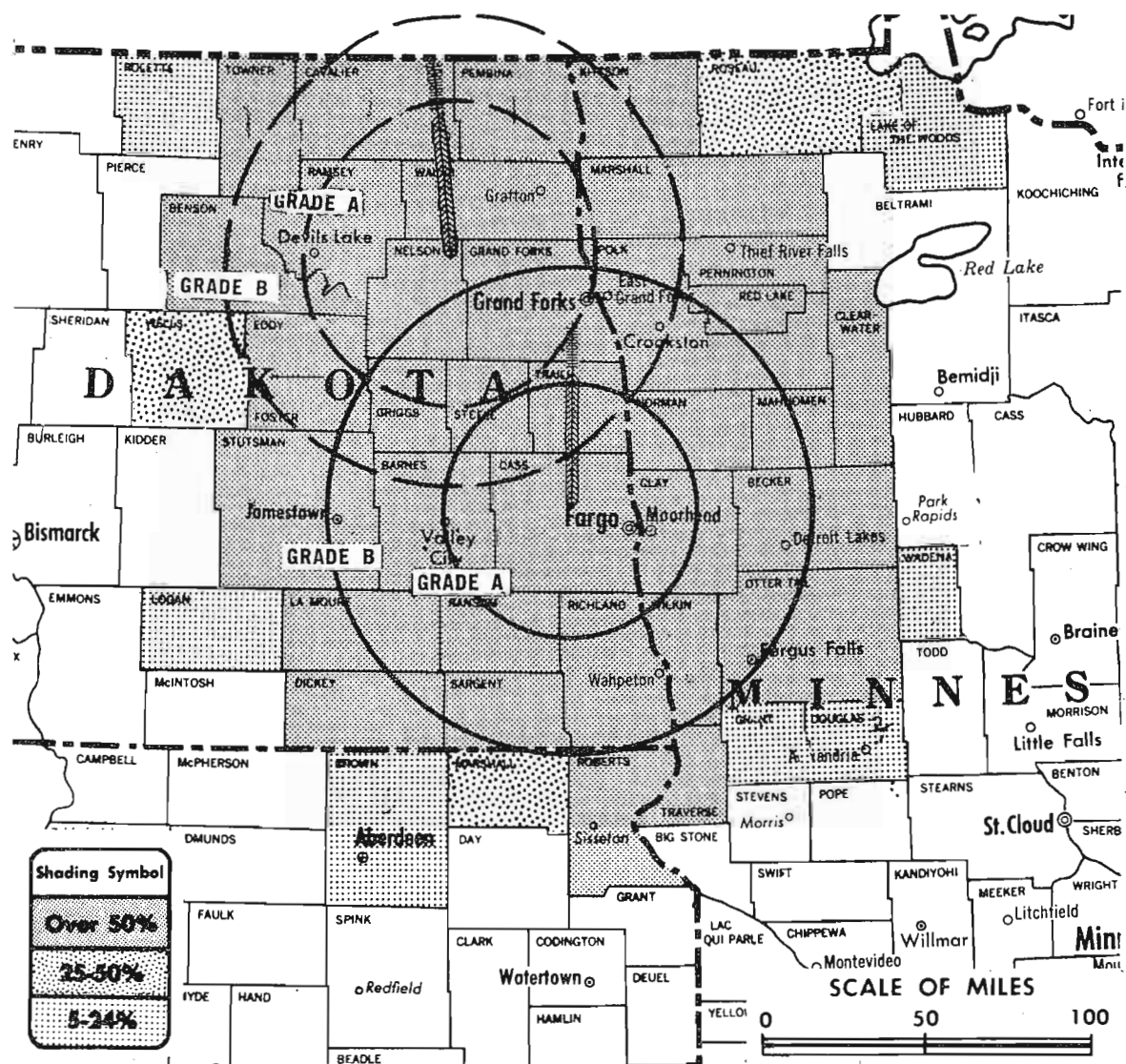
Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WDAY-TV Ref: FCC File No. BPCT-2499 Granted 7/31/58

©American Map Co., Inc., N.Y., No. 14244

## WDAY-TV

Licensee: WDAY Inc., Box 1031, 207 N. 5th St.

Telephone: 701-237-6500. TWX No.: 910-674-2355.

Ownership: Forum Publishing Co., 55.56%; Norman D. Black Jr., pres., 4.63%; William Lontz, treas., 1.56%; J. E. Markle, 7.04%; Charlotte Lontz, 3.93%; Mrs. M. B. Foreman, 3.52%; Donald D. Lontz, 1.56%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 12.89%. Forum Publishing Co. publishes The Fargo Forum. Forum Publishing ownership: Norman D. Black Jr., pres., 39.5%; John D. Paulson, secy., 5.8%; William C. Lontz, treas., 7.6%; Cora P. Black, .5%; N. D. Black estate (N. D. Black Jr. & Cora P. Black trustees), 22.4%; Donald D. Lontz, 7.6%; Irene E. Paulson, 9.1%; four others, none holding more than 2%.

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Robert A. Marmet.

Personnel:

JACK DUNN, executive vice president.  
JACK LESTER, general & national sales manager.  
KEN KENNEDY, station manager, program & production.  
JULIUS HETLAND, technical director.  
ROY PEDERSEN, promotion & merchandising manager.  
NORM SCHRADER, news director.

DIGEST OF RATE CARD NO. 10—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-10 p.m., daily.

\$700.00 \$400.00 \$260.00 \$175.00 \$150.00 \$140.00 \$75.00

NETWORK BASE HOURLY RATE: \$500.

ARB Data: Figures include coverage of satellite WDAZ-TV, Devils Lake, N.D.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MINNESOTA</b>				
	Becker	6,200	5,600	90
	Clay	11,900	11,500	97
	Clearwater	2,100	1,700	81
	Kittson	2,000	1,600	84
	Mahnomen	1,200	1,100	90
	Marshall	3,400	3,000	90
	Norman	2,900	2,600	90
	Otter Tail	13,200	11,800	90
	Pennington	3,600	3,200	87
	Polk	10,200	9,400	92
	Red Lake	1,300	1,200	91
	Traverse	1,900	1,700	93
	Wilkin	2,800	2,700	95
<b>NORTH DAKOTA</b>				
	Barnes	5,100	4,900	96
	Benson	2,300	2,000	89
	Cass	22,000	21,100	96
	Cavalier	2,600	2,100	81
	Dickey	2,100	1,900	90
	Eddy	1,300	1,300	94
	Foster	1,500	1,400	93
	Grand Forks	15,400	14,700	95
	Griggs	1,400	1,300	94
	La Moure	2,400	2,200	93
	Nelson	1,900	1,800	95
	Pembina	3,600	3,000	85
	Ramsey	3,700	3,400	92
	Ransom	2,400	2,300	94
	Richland	5,300	5,000	94
	Sargent	1,900	1,800	94
	Steele	1,300	1,200	96
	Stutsman	7,000	6,800	96
	Towner	1,300	1,200	90
	Traill	3,100	3,000	96
	Walsh	4,800	4,500	94

(Continued on page 513-b)

Station Totals	185,900	177,200	95
Net Weekly Circulation (March 1967)			138,400
Average Daily Circulation (March 1967)			106,600

# North Dakota—Minot



**KMOT**



Ch. 10

[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 147.3-kw visual, 29.5-kw aural. Antenna: 450-ft. above av. terrain, 438-ft. above ground, 2198-ft. above sea level.

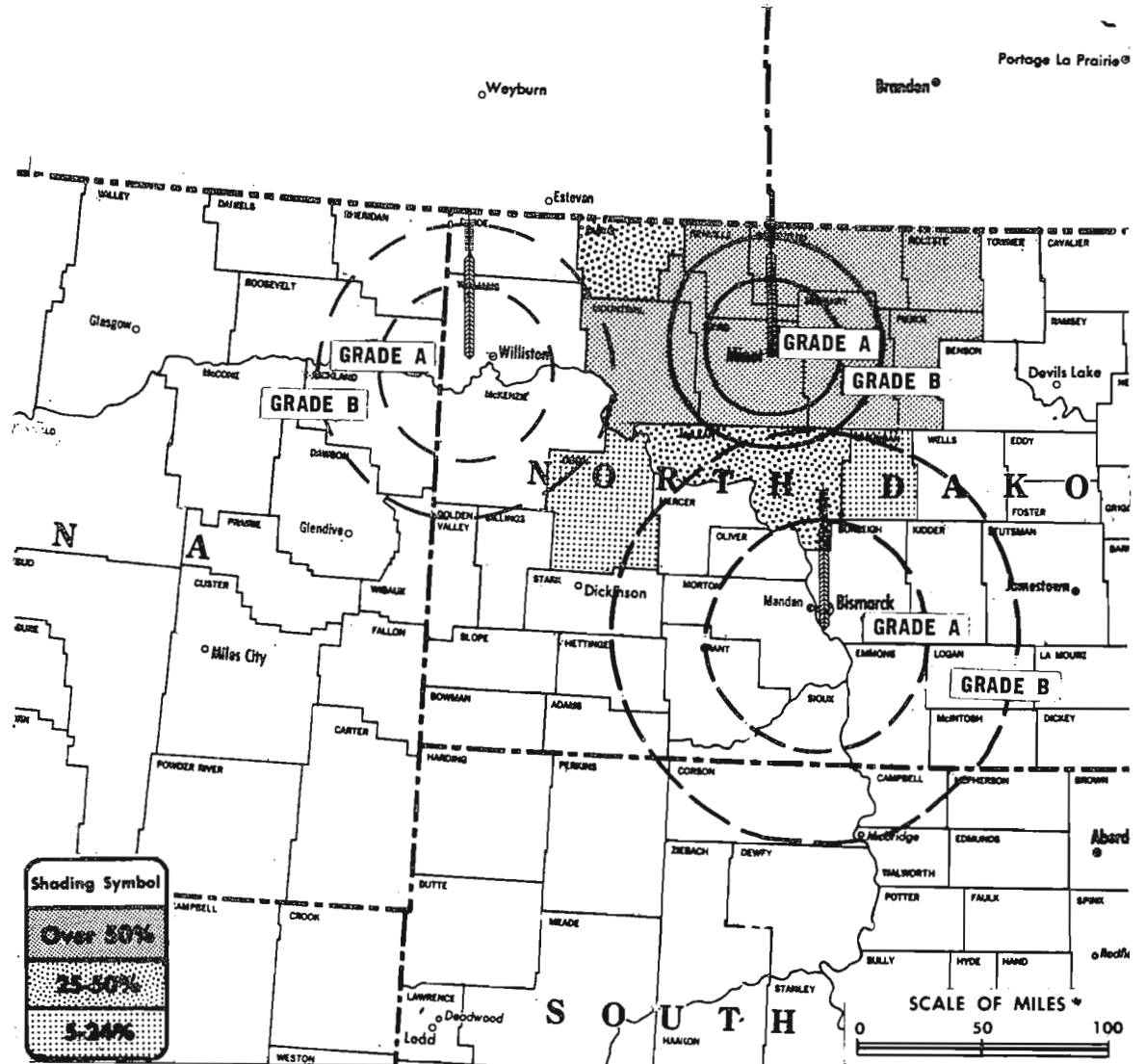
Latitude 48° 12' 56"  
Longitude 101° 19' 05"

Transmitter: Southdale, Minot, N.D.

Color: Network only.

News Wire Service: UPI, AP.

Represented (engineering) by John Creutz.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1967 ARB study.

KMOT Ref: FCC File No. BPCT-3310 Granted 5/12/64

©American Map Co., Inc., N.Y., No. 14244

## KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth, Bismarck, N.D. (58701).

Studio: Southdale, Minot, N.D.

Telephone: 701-223-0900, Bismarck.

Ownership: See KFYP-TV.

Began Operation: Jan. 20, 1958.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

WILLIAM EKBERG, president (Bismarck).  
MYRON ATKINSON, vice president & general manager.  
STAN WILSON, station manager.  
DAVE STUART, national sales manager (Bismarck).  
RAMON SWENSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH DAKOTA</b>			
	Bottineau	3,200	2,900	92
	Mc Henry	2,800	2,600	93
	Mountrail	3,100	2,800	92
	Pierce	1,700	1,500	91
	Renville	1,100	1,100	96
	Rolette	2,500	2,000	81
Ward	15,900	15,000	94	
<b>Between 25-50%</b>	<b>NORTH DAKOTA</b>			
	Burke	1,400	1,300	91
	Mc Lean	3,100	3,000	94
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Dunn	1,200	1,100	89
	Sheridan	1,000	900	91
<b>Station Totals</b>		<b>37,000</b>	<b>34,200</b>	<b>92</b>
Net Weekly Circulation (March 1967)				26,100
Average Daily Circulation (March 1967)				20,900



# North Dakota—Minot



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 245-kw visual, 24.5-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"

Longitude 101° 20' 29"

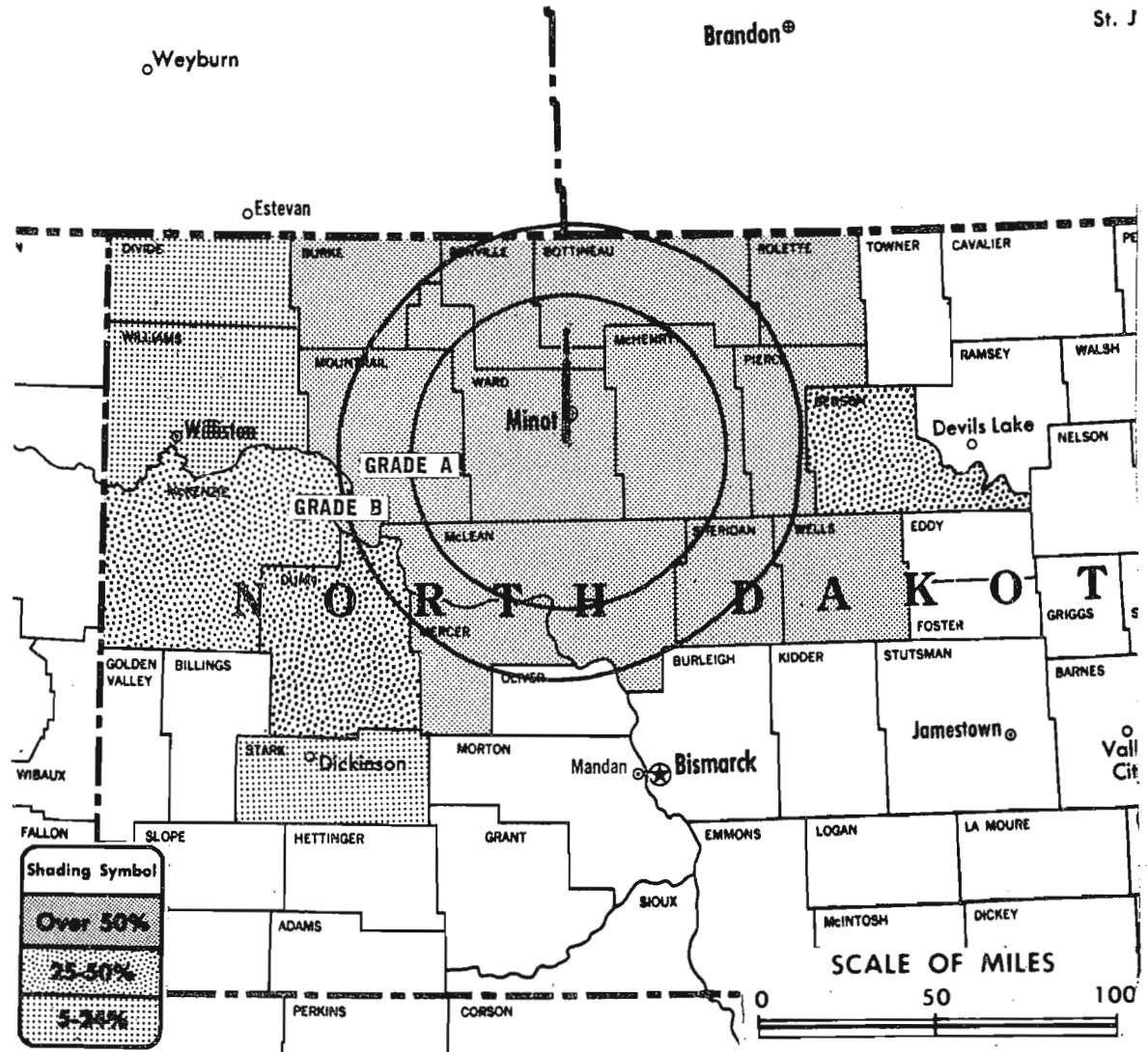
Transmitter: 11.5-mi. S of Minot.

Studio: KXMC Building.

AM Affiliate: KCJB, 1-kw, 910 kc.

Color: Network.

News Wire Service: AP.



KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.

## KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Telephone: 701-838-2104.

TWX No.: 701-421-5003.

Ownership: Chester Reiten, pres., 40%; Lloyd R. Amoo, v.p., 30%; W. L. Hurley, v.p., 30%. Also owns radio KCJB, Minot.

Began Operation: April 4, 1953. Sale to present owners by formerly 100% owner N. Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43). Ownership interlocks with radio KCJB, Minot.

Represented (sales) by Adam Young-VTM Inc.; Wm. L. Hurley (regional).

Represented (engineering) by Lloyd R. Amoo.

Represented (legal) by Prince & Paul.

Personnel:

CHESTER REITEN, president, general manager & film buyer.

HENRY BEUHLER, manager.

ROD ROMINE, program director.

CIS HADLEY, director of women's programs.

DUANE AASE, chief engineer.

Rates: Sold only in combination with KXJB-TV, Valley City, KXMB-TV, Bismarck and KXAB-TV, Aberdeen, S.D. (North Dakota KX Network).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH DAKOTA</b>			
	Bottineau	3,200	2,900	92
	Burke	1,400	1,300	91
	Mc Henry	2,800	2,600	93
	Mc Lean	3,100	3,000	94
	Mercer	1,500	1,300	88
	Mountrail	3,100	2,800	92
	Pierce	1,700	1,500	91
	Renville	1,100	1,100	96
	Rolette	2,500	2,000	81
	Sheridan	1,000	900	91
	Ward	15,900	15,000	94
	Wells	2,400	2,300	93
<b>Between 25-50%</b>	<b>NORTH DAKOTA</b>			
	Benson	2,300	2,000	89
	Dunn	1,200	1,100	89
Mc Kenzie	2,000	1,900	93	
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Divide	1,500	1,300	88
	Stark	5,400	5,000	93
Williams	7,500	7,000	93	
<b>Station Totals</b>		<b>59,600</b>	<b>55,000</b>	<b>92</b>
Net Weekly Circulation (March 1967)				<b>83,800</b>
Average Daily Circulation (March 1967)				<b>67,200</b>

# North Dakota—Pembina



**KCND-TV**



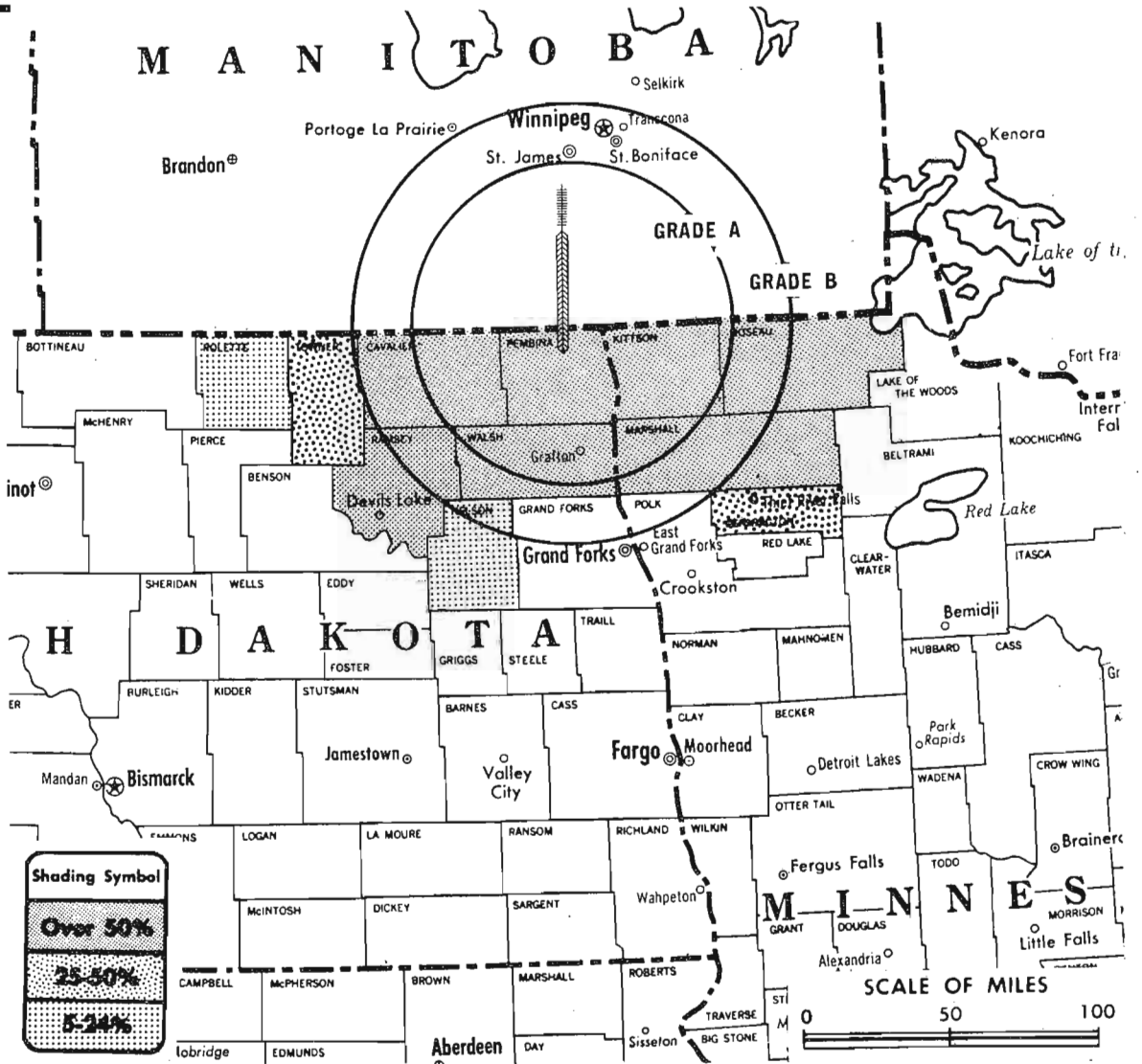
Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 288-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

Transmitter: 7-mi. W of Pembina.  
Studio: Stutsman & Fifth.  
Color: Network, film & slide.  
News Wire Service: AP, Press-News.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

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## KCND-TV

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).  
Telephone: 214-747-9311.

Telephone: 701-825-6292, Pembina, N.D.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS (FM), Dallas; KILT & KOST (FM), Houston; WWWW-FM, Detroit; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco and WNUS & FM, Chicago. It is buying WIFI(FM), Philadelphia, contingent on sale of one of its other FM stations. McLendon Corp. also holds CP for Ch. 27, Dallas.

Began Operation: Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by National Television Sales (U.S.); Radio-Television Representatives (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

Represented (engineering) by George C. Davis Consulting Engineers.

Represented (legal) by Marcus Cohn.

### Personnel:

- GORDON McLENDON, president.
- G. O. JOHNSON, general manager.
- RICHARD VINCENT, manager, Pembina.
- BILL GIRLING, national sales supervisor.
- MAC CHEATER, local sales supervisor.
- LEN GZEBB, operations coordinator.
- A. C. HEADLEY, chief engineer.

## DIGEST OF RATE CARD NO. 6A

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-11 p.m., daily.

\$550.00 \$400.00 \$300.00 \$100.00 \$60.00 \$50.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA			
	Kittson	2,000	1,600	84
	Marshall	3,400	3,000	90
	Roseau	2,800	2,000	72
	NORTH DAKOTA			
	Cavalier	2,600	2,100	81
	Pembina	3,600	3,000	85
	Ramsey	3,700	3,400	92
	Walsh	4,800	4,500	94
<b>Between 25-50%</b>	MINNESOTA			
	Pennington	3,600	3,200	87
	NORTH DAKOTA			
	Towner	1,300	1,200	90
<b>Between 5-24%</b>	NORTH DAKOTA			
	Nelson	1,900	1,800	95
	Rolette	2,500	2,000	81
<b>Station Totals</b>		<b>32,200</b>	<b>27,800</b>	<b>86</b>
Net Weekly Circulation (March 1967)				17,500
Average Daily Circulation (March 1967)				11,800
(Station also received in Canadian markets)				

# North Dakota—Valley City (Fargo)



**KXJB-TV**



Ch. 4

[Also operates affiliated KXMB-TV, Bismarck, N.D. & KXAB-TV, Aberdeen, S.D.]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2026-ft. above av. terrain, 2060-ft. above ground, 2504-ft. above sea level.

Latitude 47° 16' 45"  
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, N.D.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

ARB Data: Figures for this station do not reflect present coverage since the station changed its facilities after the survey was made.

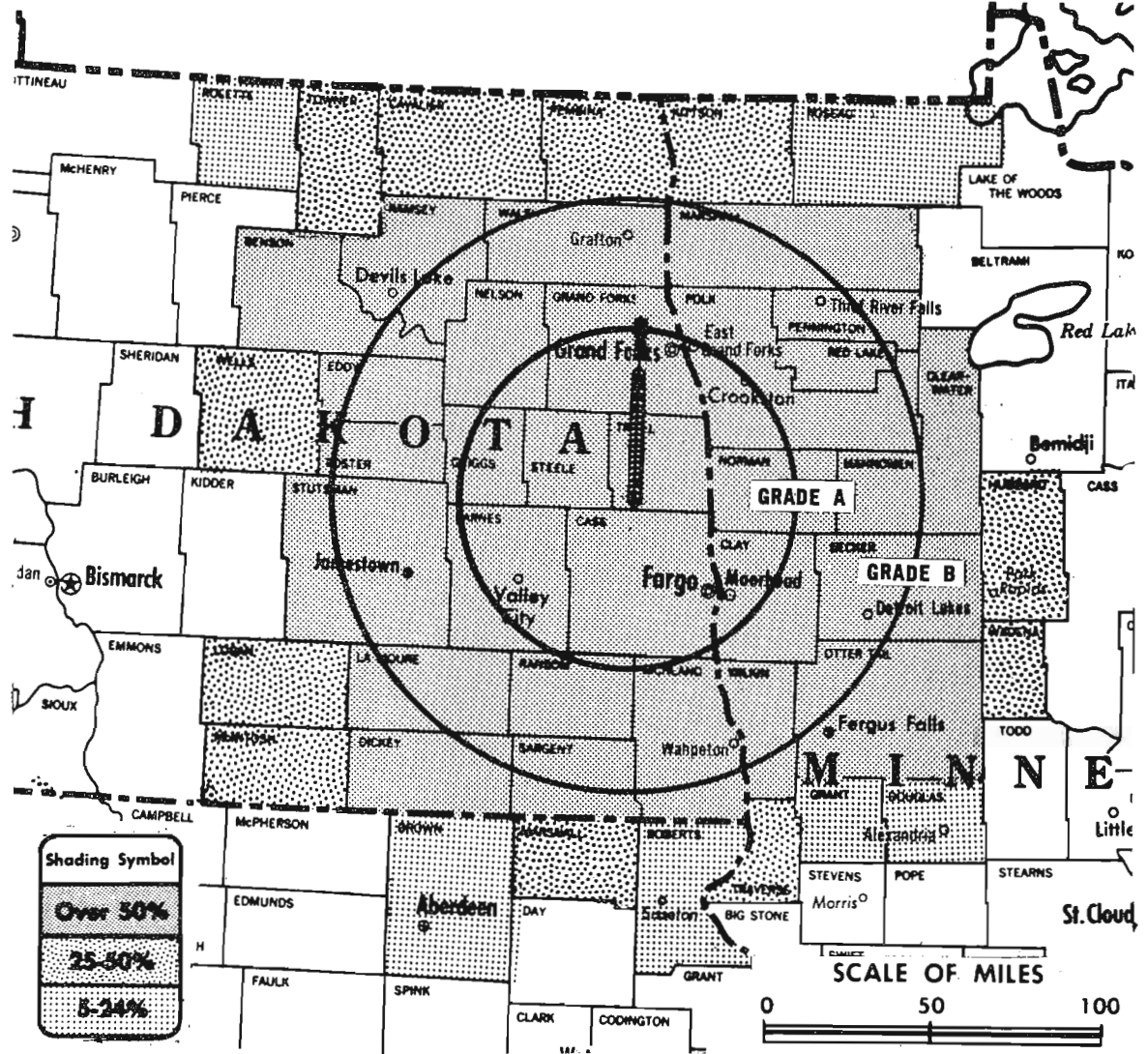
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KXJB-TV Ref: FCC File No. BPCT-3088 Granted 7/24/64

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## KXJB-TV

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. (58103).

Studios: 4000 W. Main Ave., Fargo.

Telephone: 701-282-0444, Fargo.

TWX No.: 701-221-6020.

Ownership: Jamestown Bcstg. Co. Inc., 65%; over 20 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KXMB-TV, Bismarck, N.D.; KXAB-TV, Aberdeen, S.D.

Began Operation: July 12, 1954.

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

- JOHN W. BOLER, president.
- IRVING IVERS, national sales manager.
- TOM STARKLE, operations, program manager & film buyer.
- JERRY O'KEEFE, production manager.
- ROBERT RIDGWAY, chief engineer.

### DIGEST OF RATE CARD NO. 12\*—(Oct. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$1300.00 \$780.00 \$520.00 \$350.00 \$212.00 \$196.00 \$106.00

\*Sold only in combination with KXMB-TV, Bismarck, KXMC-TV, Minot, N.D. and KXAB-TV, Aberdeen, S.D. (North Dakota KX Network).

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA			
	Becker	6,200	5,600	90
	Clay	11,900	11,500	97
	Clearwater	2,100	1,700	81
	Mahnomen	1,200	1,100	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MINNESOTA—(Continued)			
	Marshall	3,400	3,000	90
	Norman	2,900	2,600	90
	Otter Tail	13,200	11,800	90
	Pennington	3,600	3,200	87
	Polk	10,200	9,400	92
	Red Lake	1,300	1,200	91
	Wilkin	2,800	2,700	95
	NORTH DAKOTA			
	Barnes	5,100	4,900	96
	Benson	2,300	2,000	89
	Cass	22,000	21,100	96
	Dickey	2,100	1,900	90
	Eddy	1,300	1,300	94
	Foster	1,500	1,400	93
	Grand Forks	15,400	14,700	95
	Griggs	1,400	1,300	94
	La Moure	2,400	2,200	93
	Nelson	1,900	1,800	95
	Ramsey	3,700	3,400	92
	Ransom	2,400	2,300	94
	Richland	5,300	5,000	94
	Sargent	1,900	1,800	94
	Steele	1,300	1,200	96
	Stutsman	7,000	6,800	96
	Trail	3,100	3,000	96
	Walsh	4,800	4,500	94
	<b>Between 25-50%</b>	MINNESOTA		
Hubbard		2,800	2,200	79
Kittson		2,000	1,600	84
Traverse		1,900	1,700	93
Wadena		3,200	2,700	83
NORTH DAKOTA				
Cavalier	2,600	2,100	81	
Logan	1,200	1,100	90	
Mc Intosh	1,600	1,400	87	
Pembina	3,600	3,000	85	

(Continued on page 513-b)

Station Totals	195,500	180,100	92
Net Weekly Circulation (March 1967)			134,500
Average Daily Circulation (March 1967)			102,200

# North Dakota—Williston



**KUMV-TV**



Ch. 8

[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

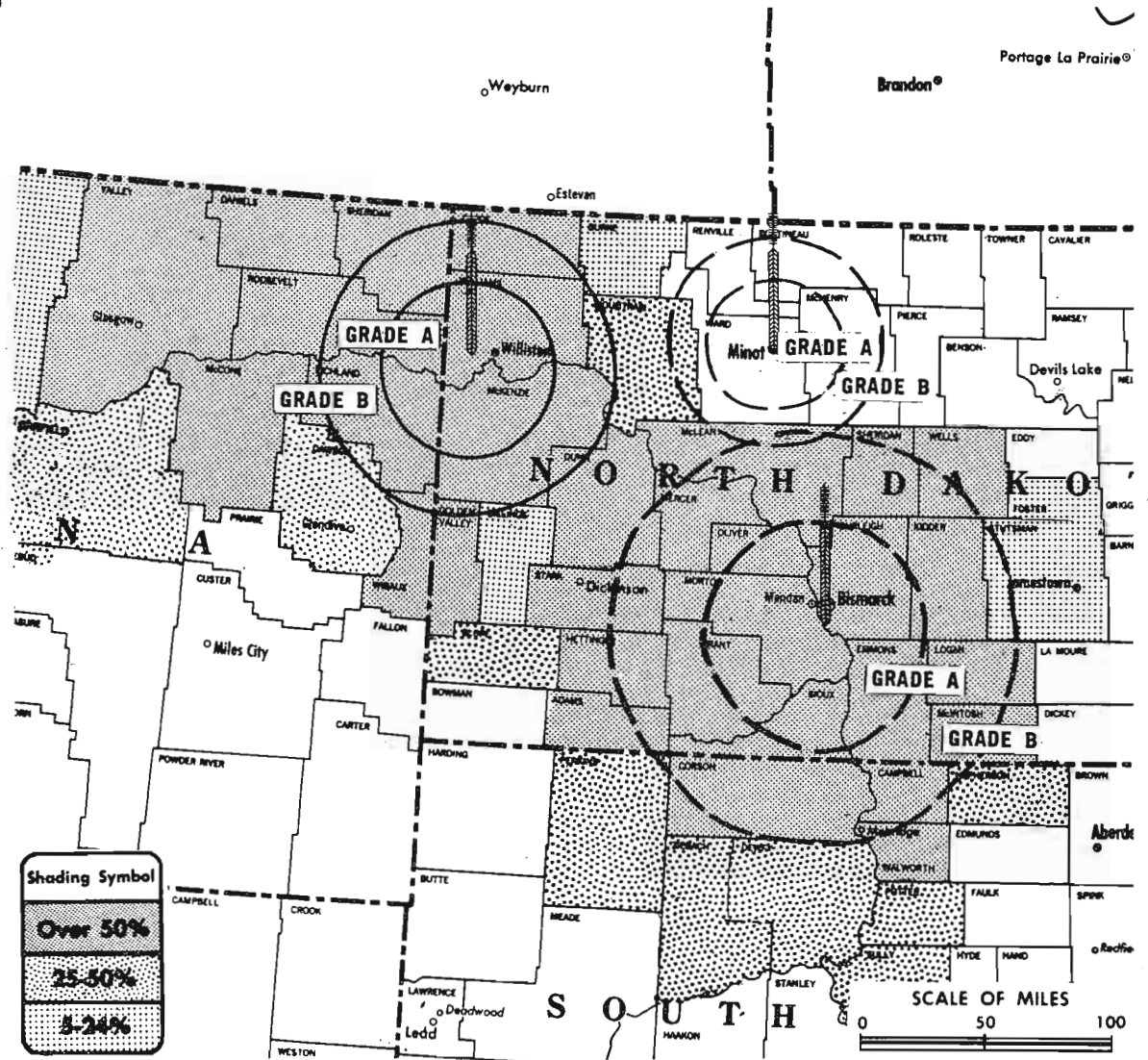
Transmitter: U.S. Rt. 2, 10-mi. W of Williston.

Color: Network only.

News Wire Service: UPI, AP.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by John Creutz.



County coverage (shaded area) based on 1965 ARB study.

KUMV-TV Ref: FCC File No. BPCT-2141 Granted 7/18/56

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## KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D. (58501).

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM EKBERG, president (Bismarck).  
MYRON ATKINSON, vice president & general manager.  
ROBERT WILKENS, station manager.  
DAVE STUART, national sales manager (Bismarck).  
OSCAR HALVORSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$150 (NBC), \$150 (ABC).

**ARB Data for this Station Included with Parent KFYP-TV, Bismarck. The Above Map Reflects Coverage of Both.**

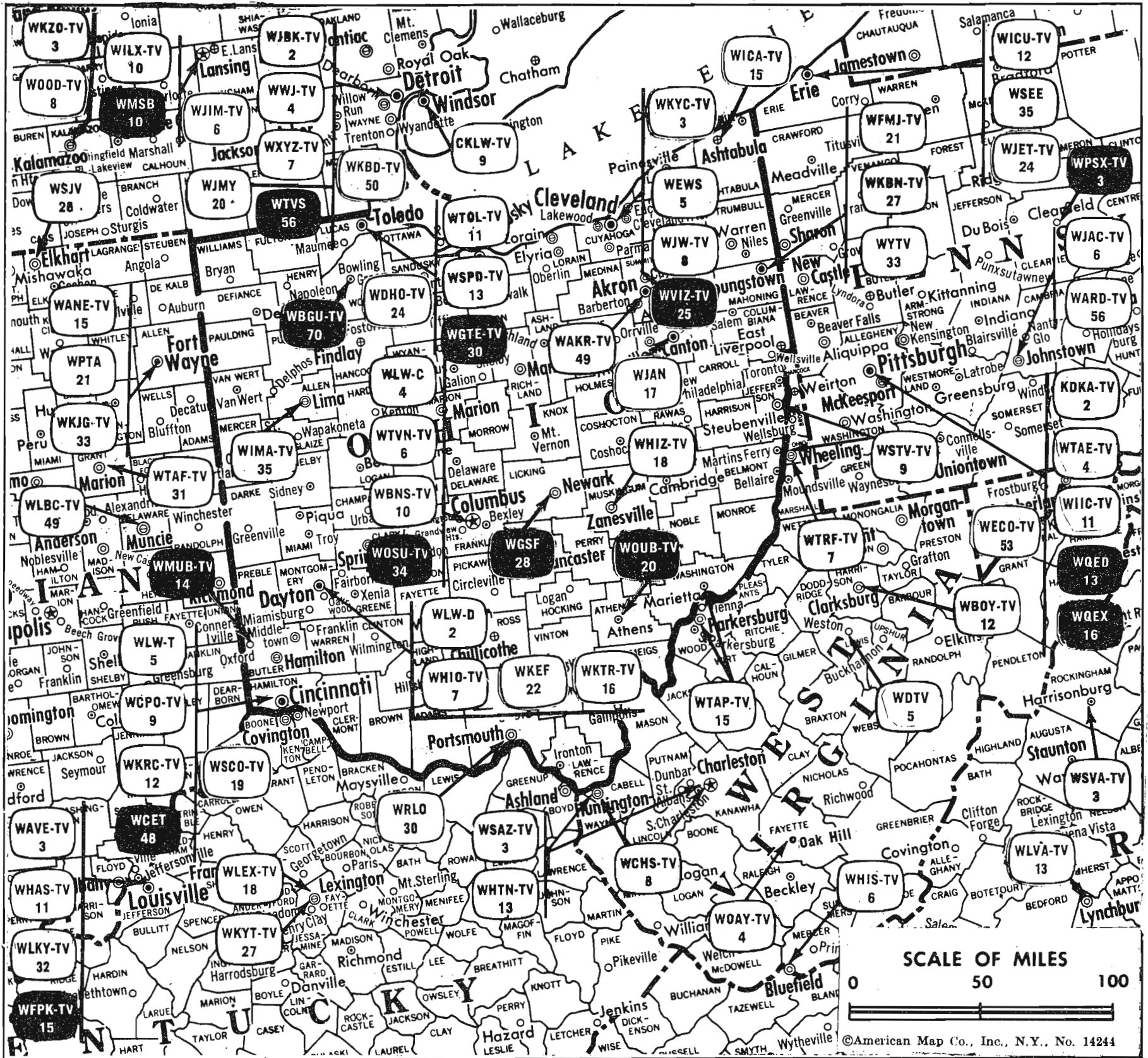
## BLACKBURN

& COMPANY, INC.

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Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cleveland	1,227,100	8	1,508,100	19	1,459,600	19
Cincinnati	718,600	16	1,048,500	23	1,004,100	23
Dayton	555,200	27	1,010,000	26	973,300	26
Columbus	518,100	28	988,200	29	949,100	29
Toledo	468,600	35	1,751,900	14	1,699,100	14
Steubenville-Wheeling	464,800	37	1,580,800	16	1,518,900	15
Youngstown	230,600	82	726,700	45	702,400	43
Akron	76,100	166	977,800	31	948,500	30
Lima	66,900	172	177,900	165	171,000	155
Zanesville	30,100	203	134,900	182	127,100	179
Canton	3,700	222	380,700	109	367,900	102
Ashtabula	1,200	223	29,800	221	28,600	221
Portsmouth	1,000	224	55,900	214	52,200	212

# Ohio

Ohio Station Status as of Feb. 1, 1968	VHF	UHF	TOTAL
○ Commercial Television Stations	14	11	25
● Educational Television Stations	0	8	8
			33

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### WTAP-TV

Marietta

(See Parkersburg, W.Va.)

### WTRF-TV

Steubenville

(See Wheeling, W.Va.)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 38.9-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"

### WBGU-TV

Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University.

Technical Facilities: Channel No. 70 (806-812 mc). Authorized power: 10.2-kw visual, 1.82-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"

### WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chicasaw Street.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: Mounted on WLWT tower, 583-ft. above av. terrain, 350-ft. above ground, 1411-ft. above sea level.

Latitude	39°	07'	28"
Longitude	84°	31'	18"

Requests change to 996-kw max. & 808-kw horizontal visual, 112-kw max. & 92.2-kw horizontal aural, 903-ft. above av. terrain, 769-ft. above ground, 1069-ft. above sea level, lat. 39° 07' 31", long. 84° 29' 57", transmitter to 2345 Symmes St., Cincinnati. BPET—311.

### WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

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"

Holds CP for change to 500-kw max. & 324-kw horizontal visual, 100-kw max. & 65-kw horizontal aural, lat. 41° 20' 28", long. 81° 44' 24". BMPET—535.

### WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 43.8-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"

### WGSF

Newark

Ch. 28

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 North 5th St.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 15.3-kw visual, 2.84-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude	40°	05'	28"
Longitude	82°	24'	26"

### WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

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"

### WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 355-kw visual, .018-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"

Requests 50.94-kw visual, 7.64-kw aural, 351-ft. above av. terrain, 351-ft. above ground, 950-ft. above sea level, lat. 83° 32' 30", long. 41° 41' 10", transmitter & studio to Manhattan Blvd. at Elm, Toledo. BPET—291.

# Ohio—Akron



**WAKR-TV**



Ch. 23

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 925-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"

Transmitter: Dreisbach Dr.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

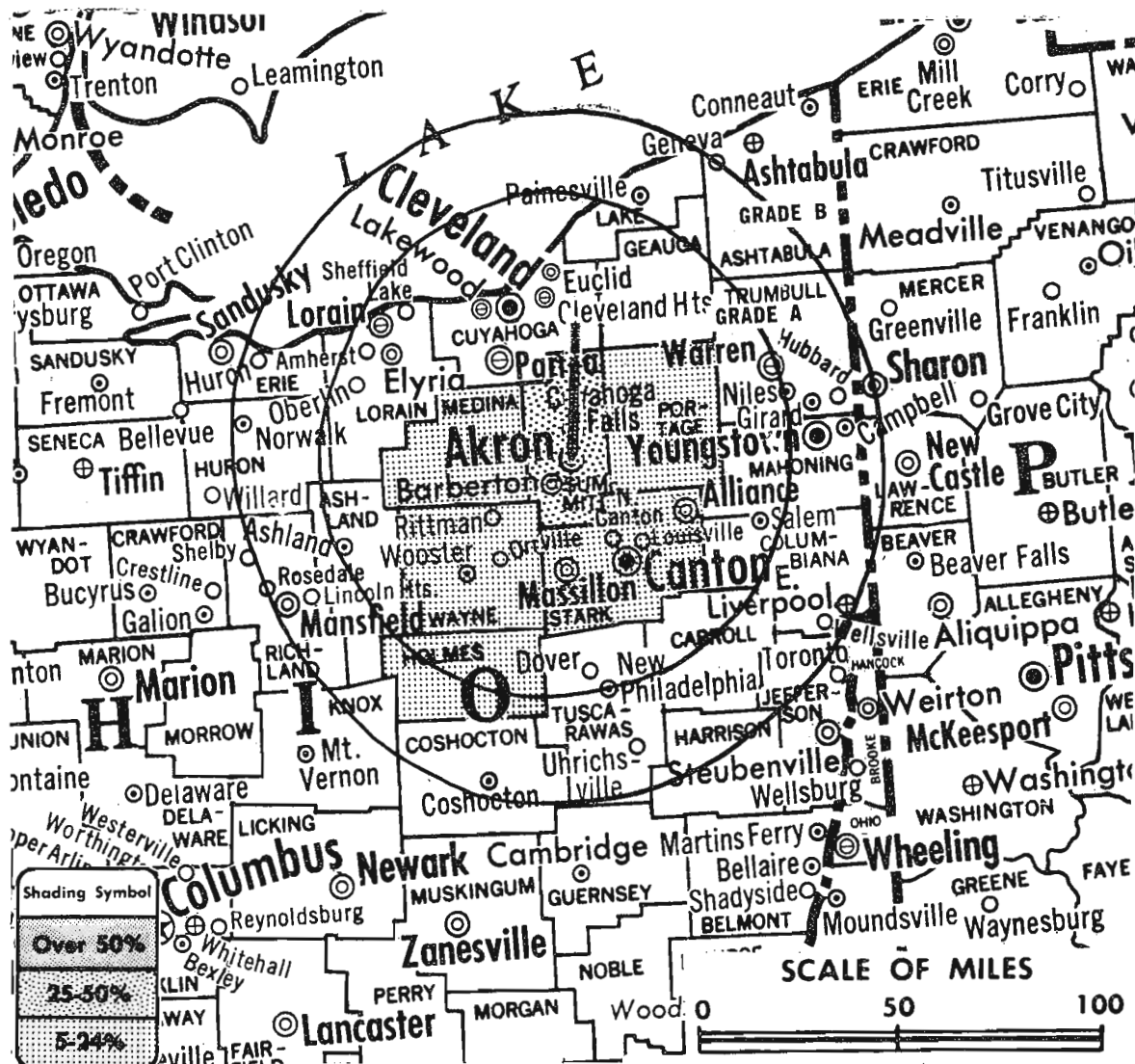
News Wire Service: AP, UPI.

News Film Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kc.

FM Affiliate: WAKR-FM, 4.4-kw, 97.5 mc (No. 248), 260-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WAKR-TV Ref: FCC File No. Doc. 16538—Granted 3/17/67

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## WAKR-TV

Licensee: The Summit Radio Corp., P.O. Box 1590, Akron (44309).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-762-8811.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; Viola G. Berk, pres., 55%; Roger G. Berk, v.p. & secy.; James L. Berk, treas.; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron Beacon Journal, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of Detroit Free Press, Miami Herald, Charlotte (N.C.) Observer and News, Tallahassee (Fla.) Democrat. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynoter. James L. Knight is pres. of Miami Beach Daily Sun and weeklies Miami Shores Journal, North Miami Journal, and North Miami Beach Journal. Summit Radio subsidiary, Group One Bcstg., owns radios WONE & FM, Dayton, Ohio and WBOX & FM, Dallas, Tex.

Began Operation: June 7, 1953.

Represented (sales) by Gill-Perna Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

VIOLA G. BERK, president.  
ROGER G. BERK, v.p., general manager.  
MILTON KOMITO, v.p., station manager.  
ALLAN GINZBERG, operations supervisor.  
JACK FITZGIBBONS, news director.  
IRWIN L. KNOPP, chief engineer.

### DIGEST OF RATE CARD NO. 4—(Jan. 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	
Class A—6:30-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	OHIO			
	Summit	165,000	160,700	97
Between 5-24%	OHIO			
	Holmes	5,600	4,800	85
	Medina	20,800	20,200	97
	Portage	28,800	28,000	97
	Stark	108,100	104,700	97
	Wayne	22,200	20,800	93
Station Totals		350,500	339,200	97
Net Weekly Circulation (March 1967)				76,100
Average Daily Circulation (March 1967)				27,000

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

# Ohio—Canton

## WJAN

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 119-kw max. and 105-kw horizontal visual, 23.8-kw max. and 20.9-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

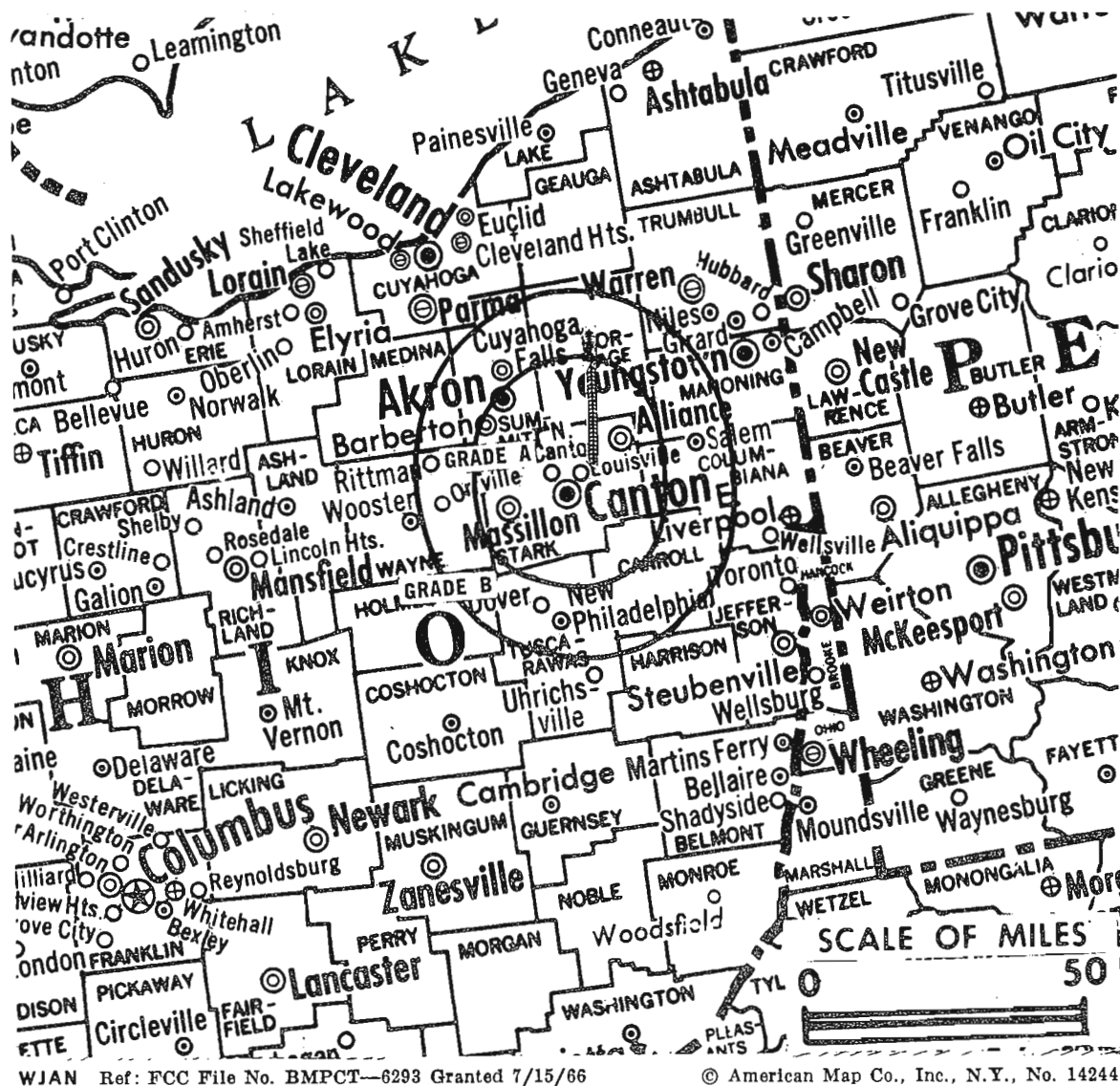
Latitude 40° 51' 04"  
Longitude 81° 16' 37"

Transmitter: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

TV tape: Recording facilities.

Color: Film & slide.

Facsimile Service: UPI.



WJAN Ref: FCC File No. BMPCT-6293 Granted 7/15/66

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## WJAN

Network Service: None, independent.

Grantee: Janson Industries, Box 985, Canton, O.

Studio: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

Telephone: 216-875-5542.

Ownership: General partnership consisting of Richard Wilford Janson, 45%; Raymond Kenneth Janson, 32.5%; Russell Corliss Janson, 22.5%. Janson Industries is a stage & TV contracting co.

Began Operation: Jan. 1, 1967.

Represented (sales) by Regional Reps Corp.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by George P. Adair Engineering Co.

### Personnel:

RAYMOND K. JANSON, general manager.

LORNE COLE, film buyer.

JOHN BAKER JR., news director.

HAROLD GORSUCH, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Feb. 13, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—4:30-11 p.m., daily.					
\$250.00	\$150.00	\$90.00	.....	\$39.00	\$10.00

ARB Data for this station not available.



# Ohio—Cincinnati



**WCPO-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw max. & 282-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 545-ft. above ground, 1389-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Transmitter: Dover & Symmes Sts.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS

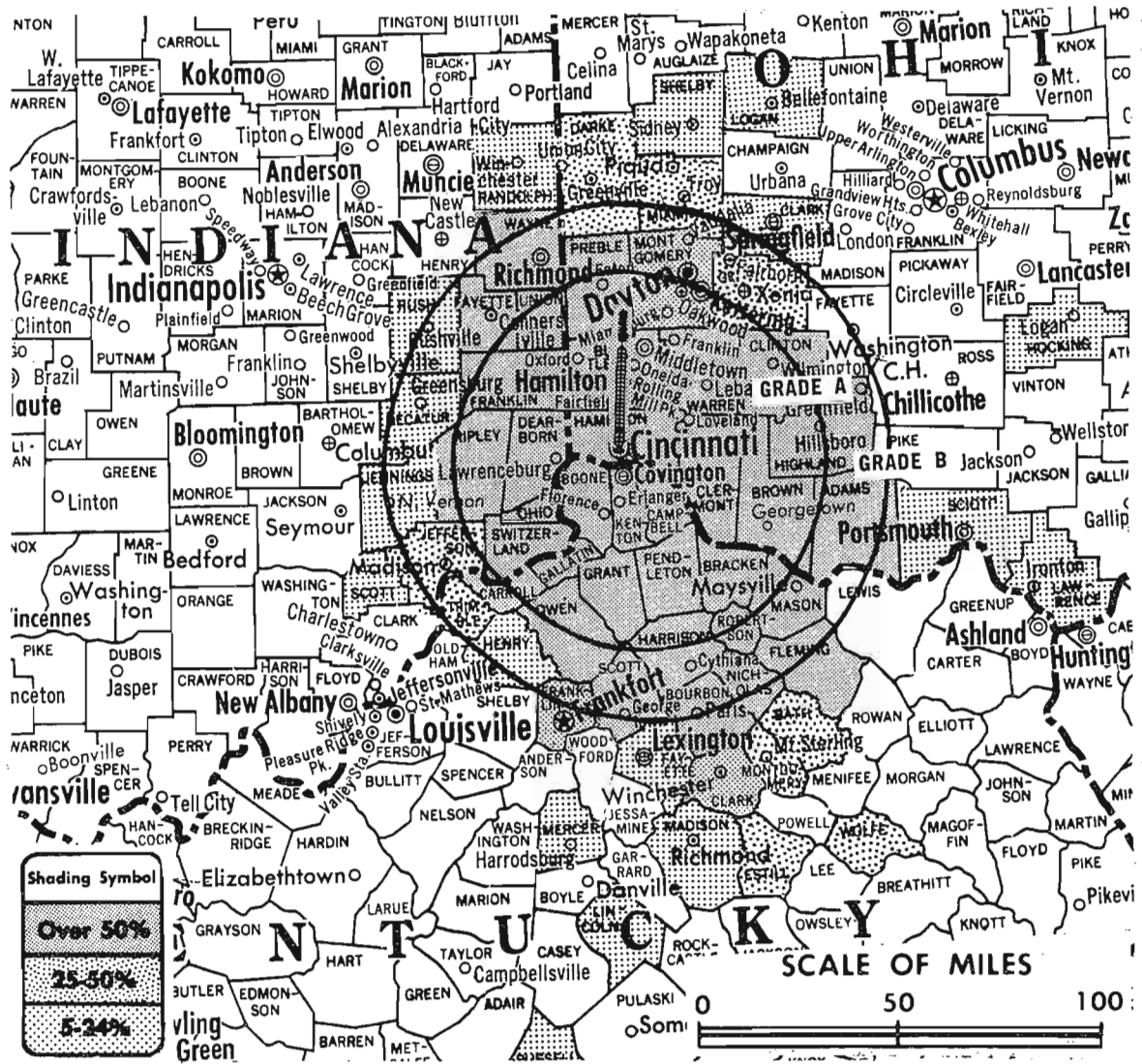
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCPO-TV Ref: FCC File No. BPCT-6555 Granted 7/18/67

© American Map Co., Inc., N.Y., No. 14244

## WCPO-TV

Licensee: Scripps-Howard Broadcasting Co., 500 Central Ave. (45202).

Studio: 500 Central Ave. Telephone: 513-721-9900. TWX No.: 810-461-2690.

Ownership: Scripps-Howard Broadcasting Co., 100%. Publisher of Cincinnati Post & Times-Star, as well as other newspapers. Also owns WEWS, Cleveland; WMCT & WMC, Memphis; WNOX, Knoxville and WPTV, West Palm Beach, Fla. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- JACK R. HOWARD, president.
- M. C. WATTERS, executive vice president.
- ROBERT GORDON, vice president & general manager.
- F. BEN HEVEL, director of operations.
- WILLIAM RITCHIE, general sales manager.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- AL SCHOTTELKOTTE, news director.
- PAUL ADAMS, chief engineer.

DIGEST OF RATE CARD NO. 18  
(June 10, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1500.00 \$900.00 \$600.00 \$400.00 \$400.00\* \$375.00\* \$190.00\*

\*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>INDIANA</b>			
	Dearborn	10,500	10,100	96
	Fayette	6,900	6,600	96
	Franklin	4,500	4,100	92
	Ohio	1,000	1,000	97
	Ripley	5,900	5,500	94
	Switzerland	1,900	1,700	92
	Union	1,700	1,600	93
	Wayne	23,700	22,700	96
	<b>KENTUCKY</b>			
	Boone	8,300	8,000	97
	Bourbon	6,000	5,400	91
	Bracken	2,100	1,900	93
	Campbell	28,800	28,000	97
	Carroll	2,500	2,300	91
	Clark	7,300	6,500	89
	Fleming	3,400	3,000	87
	Franklin	9,900	9,200	93
	Gallatin	1,200	1,100	92
	Grant	2,500	2,300	91
	Harrison	4,600	4,200	91
	Kenton	39,800	38,600	97
	Mason	5,800	5,300	91
	Nicholas	1,900	1,600	85
	Owen	2,100	1,900	88
	Pendleton	3,500	3,300	95
	Robertson	800	700	91
	Scott	5,000	4,400	89
	<b>OHIO</b>			
	Adams	5,700	5,100	88
	Brown	7,600	7,000	93
	Butler	63,000	61,000	97
	Clermont	26,400	25,500	97
	Clinton	9,400	9,100	96
	Hamilton	284,800	274,000	96
	Highland	9,300	8,700	94
	Montgomery	174,300	170,000	97
	Preble	9,800	9,600	97
	Warren	21,900	21,200	97

Over 50%

(Continued on page 533-b)

Station Totals	1,107,400	1,057,200	95
Net Weekly Circulation (March 1967)			718,600
Average Daily Circulation (March 1967)			513,100

For Color Set Penetration by Markets

See Services Volume

# Ohio—Cincinnati



**WKRC-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw maximum and 174-kw horizontal visual, 31.6-kw maximum and 17.4-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level, with beam tilt.

Latitude 39° 06' 58.4"  
Longitude 84° 30' 05.0"

Transmitter: 1906 Highland Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kc (CBS).

FM Affiliate: WKRC-FM, 10-kw, 101.9 mc (No. 270), 875-ft. antenna.

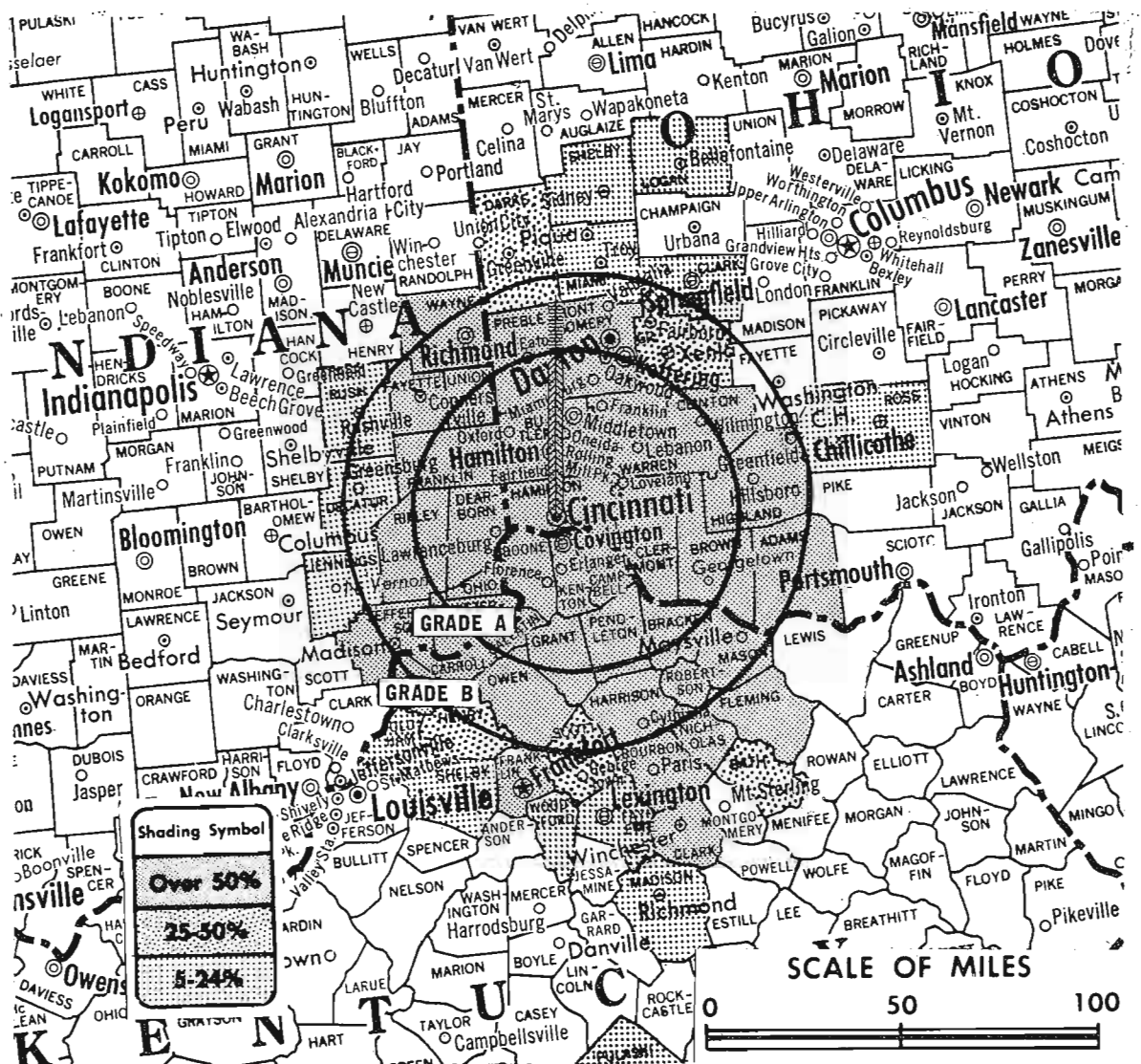
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WKRC-TV Ref: FCC File No. BPCT-2882 Granted 12/6/61

©American Map Co., Inc., N.Y., No. 14244

## WKRC-TV

Licensee: Taft Broadcasting Co., 1906 Highland Ave. (45219).

Studio: 1906 Highland Ave.

Telephone: 513-421-1750.

TWX No.: 513-577-1617.

Ownership: 43.84% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Lawrence H. Rogers II, pres.; Roger B. Read, William H. Hansher, Don Chapin, R. T. Schlinkert, Sam T. Johnston & Robert Wiegand, v.p.'s; Charles Mechem, secy.; Dorothy S. Murphy, treas. Also owns WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham, Ala.; WGR-TV, WGR & FM, Buffalo, N.Y.; WDAF-TV, WDAF & FM, Kansas City, Mo.; WNEP-TV, Scranton, Pa. Taft also owns Hanna-Barbera Productions.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

LAWRENCE H. ROGERS II, president.  
DON CHAPIN, vice president, sales.  
SAM T. JOHNSTON, v.p., general manager & film buyer.  
HARRY G. MOHR, program director.  
H. NEEDHAM SMITH, general sales manager.  
BURCH RIBER, local sales manager.  
RAY OWEN, chief engineer.  
DAVE KLENK, commercial production manager.  
ROBERT F. SPINA, promotion director.

DIGEST OF RATE CARD NO. A23a

(Nov. 15, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.

\$1500.00 \$1050.00 \$750.00 \$500.00 \$450.00 \$380.00 \$190.00

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation

State County

Total Households

TV Homes %

### INDIANA

Dearborn	10,500	10,100	96
Fayette	6,900	6,600	96
Franklin	4,500	4,100	92
Jefferson	7,200	6,800	94
Ohio	1,000	1,000	97
Ripley	5,900	5,500	94
Switzerland	1,900	1,700	92
Union	1,700	1,600	93
Wayne	23,700	22,700	96

### KENTUCKY

Boone	8,300	8,000	97
Bourbon	6,000	5,400	91
Bracken	2,100	1,900	93
Campbell	28,800	28,000	97
Carroll	2,500	2,300	91
Clark	7,300	6,500	89
Fleming	3,400	3,000	87
Franklin	9,900	9,200	93
Gallatin	1,200	1,100	92
Grant	2,500	2,300	91
Harrison	4,600	4,200	91
Kenton	39,800	38,600	97
Mason	5,800	5,300	91
Nicholas	1,900	1,600	85
Owen	2,100	1,900	88
Pendleton	3,500	3,300	95
Robertson	800	700	91
Trimble	1,500	1,300	92

### OHIO

Adams	5,700	5,100	88
Brown	7,600	7,000	93
Butler	63,000	61,000	97
Clermont	26,400	25,500	97
Clinton	9,400	9,100	96
Hamilton	284,800	274,000	96

(Continued on page 533-b)

Station Totals	1,067,000	1,019,800	96
Net Weekly Circulation (March 1967)			702,300
Average Daily Circulation (March 1967)			453,800

# Ohio—Cincinnati



**WLW-T**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28.3"  
Longitude 84° 31' 18"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Studio: 140 W. 9th St.

TV tape: Recording facilities.

AM Affiliate: WLW, 50-kw, 700 kc (NBC, ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

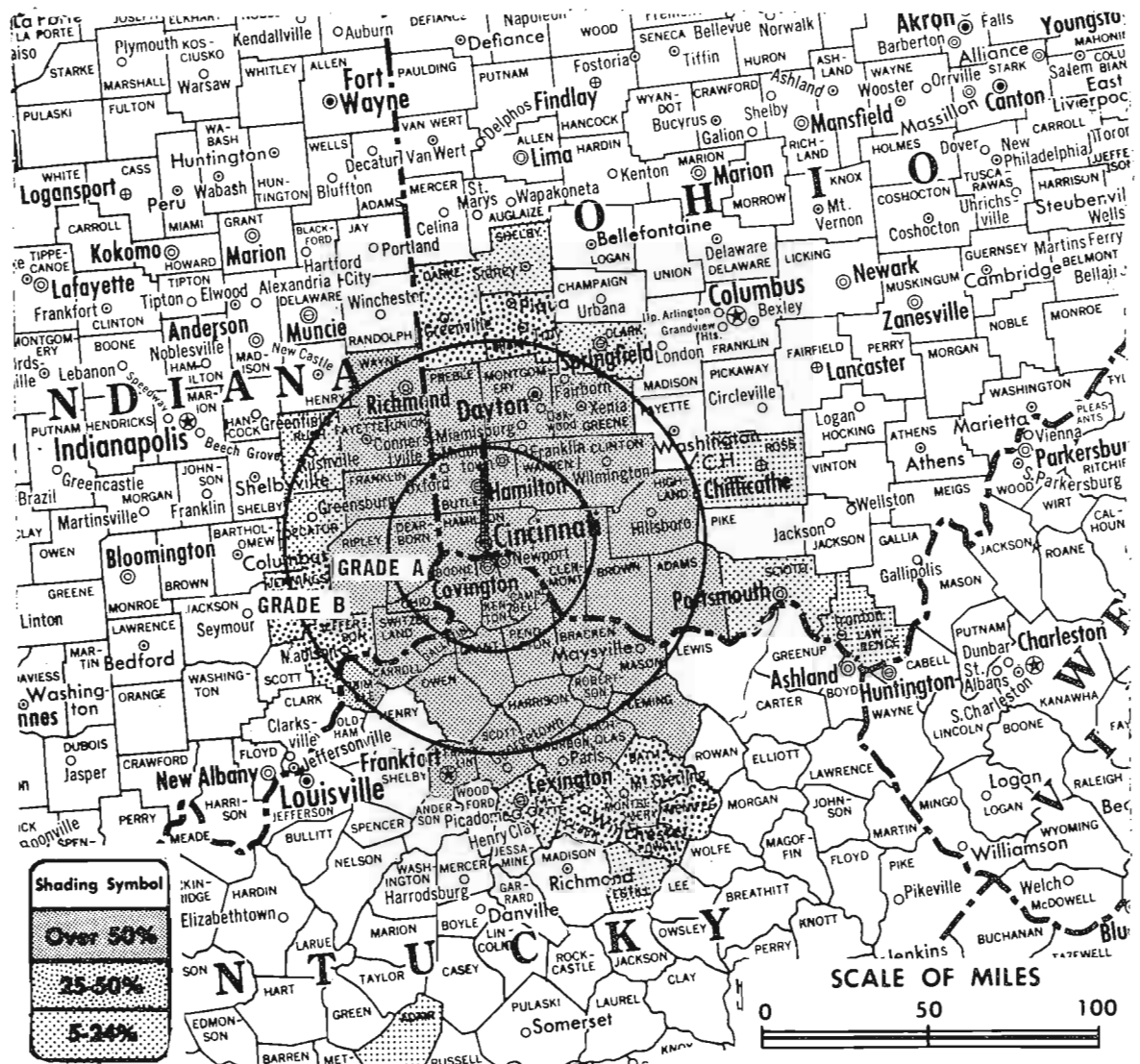
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WLW-T Ref: FCC File No. BPCT-914 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 14244

## WLW-T

Licensee: Avco Broadcasting Corp., 140 W. 9th St. (45202).

Telephone: 513-241-1822. TWX No.: 513-577-1258.

Ownership: 100% owned by AVCO Corp.; Avco Bcstg. is TV-radio subsidiary. Avco Bcstg. Corp. officers: John T. Murphy, pres.; John J. Heywood, exec. v.p.-treas.; Walter E. Bartlett, v.p., television; Donald G. Middendorf, v.p., administration; George J. Gray, v.p., Washington affairs; Robert L. Goosman, v.p., controller; Clyde G. Haehnle, v.p., technical asst. to the pres.; Michael S. Kievman, v.p., corporate programming; P. Scott McLean, v.p., sales; E. V. McPherson, v.p., news & special projects; and vps and gen. mgrs. of Avco Bcstg. TV and radio stations. Also, Mary Bates, dir. public information; Joseph P. Costantino, dir. advertising and promotion; Marianne B. Campbell, dir. community affairs; L. J. Hornback, dir. community services; H. Lepple, dir. engineering operations. Avco Bcstg. Corp. also owns & operates TV stations WLWC, Columbus; WLWD, Dayton and WLWI, Indianapolis (interconnected with WLWT to form regional network); WOAI-TV, San Antonio, Tex.; radios WLW, Cincinnati; WWDC-AM-FM, Washington, D.C.; WOAI, San Antonio, Tex.; KYA and KOIT(FM), San Francisco.

Began Operation: Feb. 9, 1948.

Represented (sales) by Avco Radio Television Sales.

Represented (legal) by Hogan & Hartson.

Personnel:

- FRED E. WALKER, vice president & general manager.
- DAVID ABBOT, sales manager.
- DICK ZIMMERMAN, program director.
- WILLIAM H. SPIEGEL, asst. program director.
- ELIZABETH W. STILZ, promotion & publicity director.
- DON DUNKEL, news director.
- LEE HORNBACK, director community services.
- EDWIN DOOLEY, chief engineer.
- WARREN BAKER, production manager.
- TOM STOREY, film director.

DIGEST OF RATE CARD NO. 20—(Sept. 12, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$1850.00	\$1050.00	\$700.00	\$440.00	\$500.00	\$400.00	\$200.00

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>INDIANA</b>				
		Dearborn	10,500	10,100	96
		Fayette	6,900	6,600	96
		Franklin	4,500	4,100	92
		Ohio	1,000	1,000	97
		Ripley	5,900	5,500	94
		Switzerland	1,900	1,700	92
		Union	1,700	1,600	93
		Wayne	23,700	22,700	96
		<b>KENTUCKY</b>			
		Boone	8,300	8,000	97
		Bourbon	6,000	5,400	91
		Bracken	2,100	1,900	93
		Campbell	28,800	28,000	97
		Carroll	2,500	2,300	91
		Fleming	3,400	3,000	87
		Franklin	9,900	9,200	93
		Gallatin	1,200	1,100	92
		Grant	2,500	2,300	91
	Harrison	4,600	4,200	91	
	Kenton	39,800	38,600	97	
	Mason	5,800	5,300	91	
	Nicholas	1,900	1,600	85	
	Owen	2,100	1,900	88	
	Pendleton	3,500	3,300	95	
	Robertson	800	700	91	
	Scott	5,000	4,400	89	
	Trimble	1,500	1,300	92	
	<b>OHIO</b>				
	Adams	5,700	5,100	88	
	Brown	7,600	7,000	93	
	Butler	63,000	61,000	97	
	Clermont	26,400	25,500	97	
	Clinton	9,400	9,100	96	
	Greene	31,500	30,600	97	
	Hamilton	284,800	274,000	96	
	Highland	9,300	8,700	94	
	Montgomery	174,300	170,000	97	

(Continued on page 533-b)

Station Totals	1,073,300	1,026,600	96
Net Weekly Circulation (March 1967)			711,100
Average Daily Circulation (March 1967)			486,200



# Ohio—Cincinnati-Newport, Ky.

**WSCO-TV**



Ch. 19

**(Due to Begin Operation by Spring)**

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 1000-kw max. and 436-kw horizontal visual, 200-kw max. and 87.1-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1022-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 19"  
Longitude 84° 32' 52"

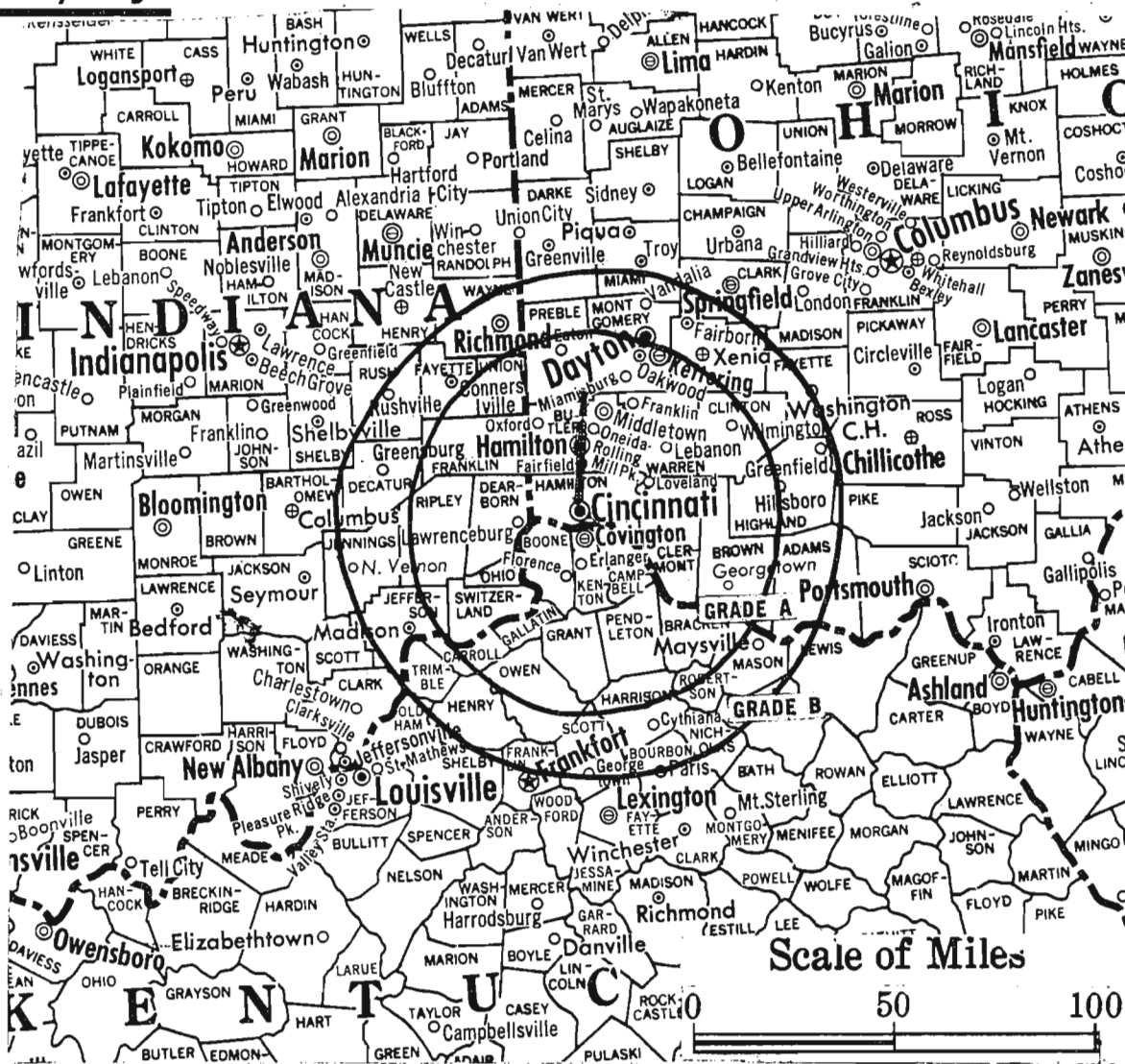
Transmitter: Bald Knob, 2400 Lehman Rd. near State Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WSCO-TV Ref: FCC File No. BMPCT-6129 Granted 5/6/66

© American Map Co., Inc., N.Y., No. 14244

## WSCO-TV

Network Service: None, independent.

Grantee: U.S. Communications Corp., 1500 Walnut St., Philadelphia, Pa. (19102).

Studio: 801 W. 8th St., Holiday Park Bldg. #2, Queensgate, Cincinnati (45203).

Telephone: 513-421-9020.

Ownership: WSCO Television Inc., div. of U.S. Communications Corp., 80%, Leonard Stevens, v.p., operations. D. H. Overmyer Bcstg. Co., 20%. For U.S. Communications ownership and other interests, see WPHL-TV, Philadelphia. For other Overmyer interests, see WDHO-TV, Toledo.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

R. DOUGLAS McLARTY, general manager.  
ROBERT LEACH, dir. of engineering, U.S. Communications.  
H. LAWRENCE COOPER, dir. of prog., U.S. Communications.

Base hourly rate: \$300.00.

ARB Data for this station not available since it was not in operation when the survey was made.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South  
New York, N.Y.

President  
Hugh Ben LaRue

Area Code 212  
265-3430



**WCPO-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	INDIANA			
	Jefferson	7,200	6,800	94
	KENTUCKY			
	Bath	2,500	2,000	82
	Estill	3,100	2,300	74
	Montgomery	4,500	3,700	82
	Trimble	1,500	1,300	92
	Wolfe	1,400	1,000	74
	OHIO			
	Darke	13,800	13,300	96
Greene	31,500	30,600	97	
Miami	25,300	24,500	97	
<b>Between 5-24%</b>	INDIANA			
	Decatur	5,900	5,600	95
	Jennings	4,500	4,200	94
	Randolph	8,800	8,300	95
	Rush	5,600	5,400	97
	Scott	4,600	4,200	92
	KENTUCKY			
	Fayette	47,100	43,700	93
	Henry	3,600	3,200	90
	Lincoln	4,400	3,700	84
	Madison	11,100	9,300	84
	Mercer	4,900	4,400	89
	Russell	2,700	2,200	83
	OHIO			
	Clark	42,200	41,000	97
Hocking	5,800	5,500	95	
Lawrence	16,200	15,400	95	
Logan	10,800	10,400	96	
Scioto	24,600	23,300	95	
Shelby	10,000	9,700	97	

**WKRC-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	OHIO—(Continued)			
	Highland	9,300	8,700	94
	Montgomery	174,300	170,000	97
	Preble	9,800	9,600	97
	Warren	21,900	21,200	97
<b>Between 25-50%</b>	KENTUCKY			
	Bath	2,500	2,000	82
	Henry	3,600	3,200	90
	Scott	5,000	4,400	89
	OHIO			
Darke	13,800	13,300	96	
Greene	31,500	30,600	97	
<b>Between 5-24%</b>	INDIANA			
	Decatur	5,900	5,600	95
	Jennings	4,500	4,200	94
	Rush	5,600	5,400	97
	KENTUCKY			
	Fayette	47,100	43,700	93
	Madison	11,100	9,300	84
	Oldham	3,800	3,600	94
	Pulaski	9,300	7,300	79
	Shelby	6,000	5,600	93
	Woodford	4,000	3,500	89
	OHIO			
	Clark	42,200	41,000	97
	Logan	10,800	10,400	96
	Miami	25,300	24,500	97
Ross	17,500	16,600	95	
Shelby	10,000	9,700	97	

**Ohio—Cincinnati**

**WLWT**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	OHIO—(Continued)			
	Preble	9,800	9,600	97
	Warren	21,900	21,200	97
<b>Between 25-50%</b>	INDIANA			
	Jefferson	7,200	6,800	94
	Jennings	4,500	4,200	94
	KENTUCKY			
	Bath	2,500	2,000	82
	Clark	7,300	6,500	89
	Menifee	900	700	82
	Powell	1,800	1,300	72
	OHIO			
	Darke	13,800	13,300	96
Miami	25,300	24,500	97	
<b>Between 5-24%</b>	INDIANA			
	Decatur	5,900	5,600	95
	Rush	5,600	5,400	97
	KENTUCKY			
	Adair	3,800	3,000	79
	Estill	3,100	2,300	74
	Fayette	47,100	43,700	93
	Montgomery	4,500	3,700	82
	OHIO			
	Clark	42,200	41,000	97
Lawrence	16,200	15,400	95	
Ross	17,500	16,600	95	
Scioto	24,600	23,300	95	
Shelby	10,000	9,700	97	

**STUDIO EQUIPMENT  
MANUFACTURERS**

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Ohio—Cleveland



**WEWS**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.

Studio: 3001 Euclid Ave.

Color: Network, live, film & slide.

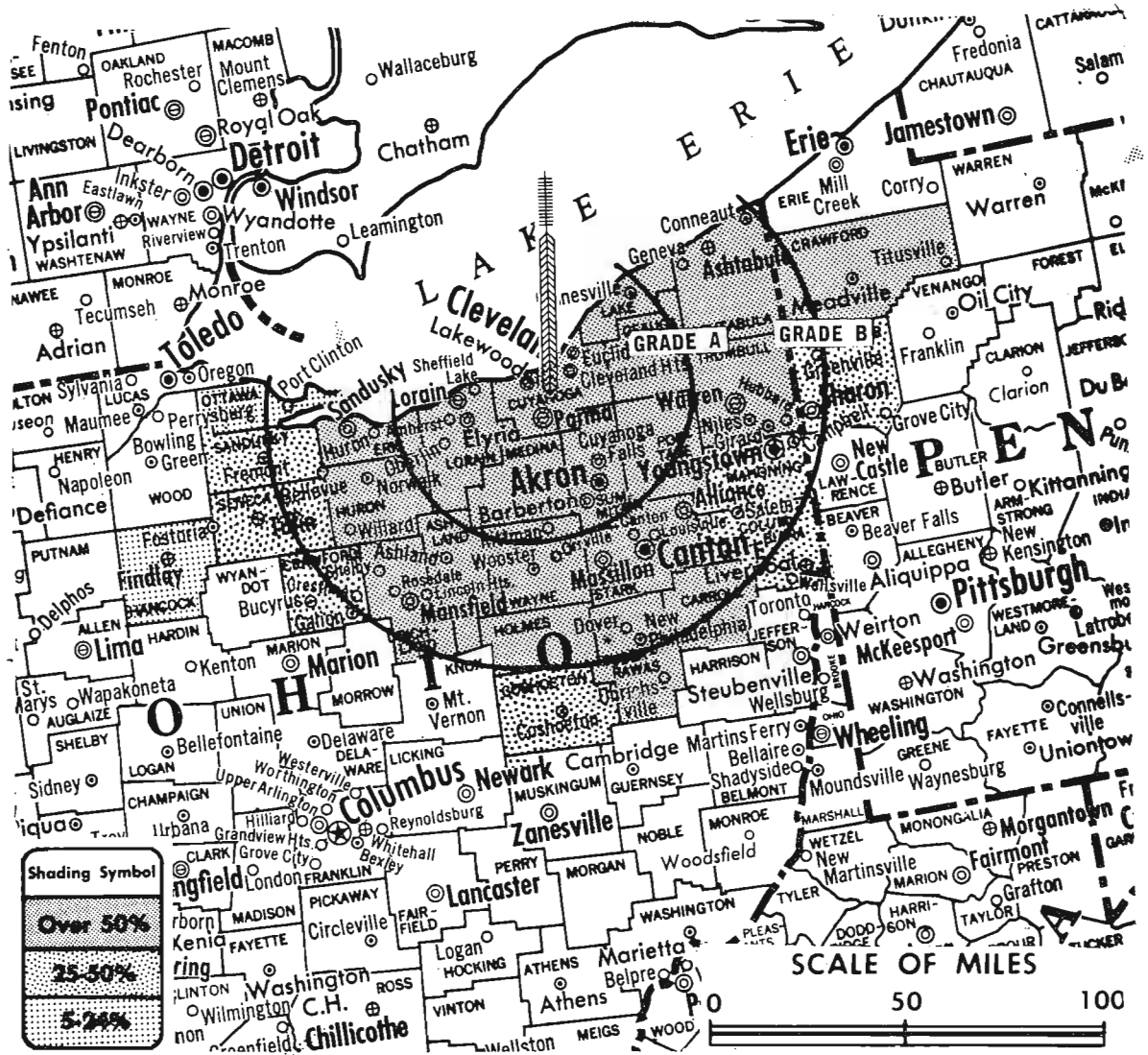
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by Dempsey & Koplovitz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WEWS Ref: FCC File No. BPCT-1291 Granted 5/28/53

©American Map Co., Inc., N.Y., No. 14244

## WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (44115).

Telephone: 216-432-1500. TWX No.: 216-574-9782.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post and Times-Star, Kentucky Post & Times Star (Covington) and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of Pittsburgh Press, Washington Daily News, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald, Hollywood (Fla.) Sun-Tattler, Stuart (weekly Fla.) News. Scripps-Howard Bcstg. Co. also owns WCPO-TV, Cincinnati; WNOX, Knoxville; WMC-TV, WMC & FM, Memphis and WPTV, West Palm Beach.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Personnel:

- DONALD L. PERRIS, vice president & general manager.
- JAY S. KEREKES, national advertising manager.
- PETER HLINKA, Ohio sales manager.
- ERNEST E. SINDELAR, operations director.
- JOHN J. RICHARDS, film director.
- FRED GRIFFITH, news manager.
- J. B. EPPERSON, engineering v.p.
- JAMES E. BLOYD, chief engineer.

### DIGEST OF RATE CARD NO. 24—(June 11, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*	
Class AA—7:30-11 p.m., daily.	\$2750.00	\$1650.00	\$1050.00	\$800.00	\$950.00	\$825.00	\$450.00

\*Section I rate.

NETWORK BASE HOURLY RATE: \$3300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Ashland	12,400	12,000	97
	Ashtabula	29,800	28,600	96
	Carroll	5,900	5,700	96
	Cuyahoga	533,700	517,800	97
	Erie	21,900	21,200	97
	Geauga	16,300	15,700	96
	Holmes	5,600	4,800	85
	Huron	14,300	13,700	96
	Lake	51,100	50,200	98
	Lorain	70,500	68,600	97
	Medina	20,800	20,200	97
	Portage	28,800	28,000	97
	Richland	38,700	37,200	96
	Stark	108,100	104,700	97
	Summit	165,000	160,700	97
	Trumbull	65,200	63,400	97
	Tuscarawas	24,300	23,000	95
	Wayne	22,200	20,800	93
PENNSYLVANIA	Crawford	22,700	21,300	94
	OHIO			
Between 25-50%	Columbiana	32,200	31,000	96
	Coshocton	9,800	9,100	92
	Crawford	15,100	14,500	96
	Mahoning	91,600	89,100	97
	Sandusky	17,500	17,100	97
	Seneca	17,300	16,700	96
PENNSYLVANIA	Mercer	38,200	36,600	96
	OHIO			
Between 5-24%	Hancock	17,700	17,100	97
	Ottawa	11,000	10,700	97
Station Totals		1,507,700	1,459,500	97
Net Weekly Circulation (March 1967)			1,227,100	
Average Daily Circulation (March 1967)			904,100	

(Station also received in Canadian markets.)

# Ohio—Cleveland



**WJW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"

Longitude 81° 42' 58"

TV tape: Recording facilities.

Transmitter: 4501 Pleasant Valley Rd.

AM Affiliate: WJW, 10-kw (5-kw night), 850 kc.

FM Affiliate: WJW-FM, 19-kw, 104.1 mc (No. 281), 520-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

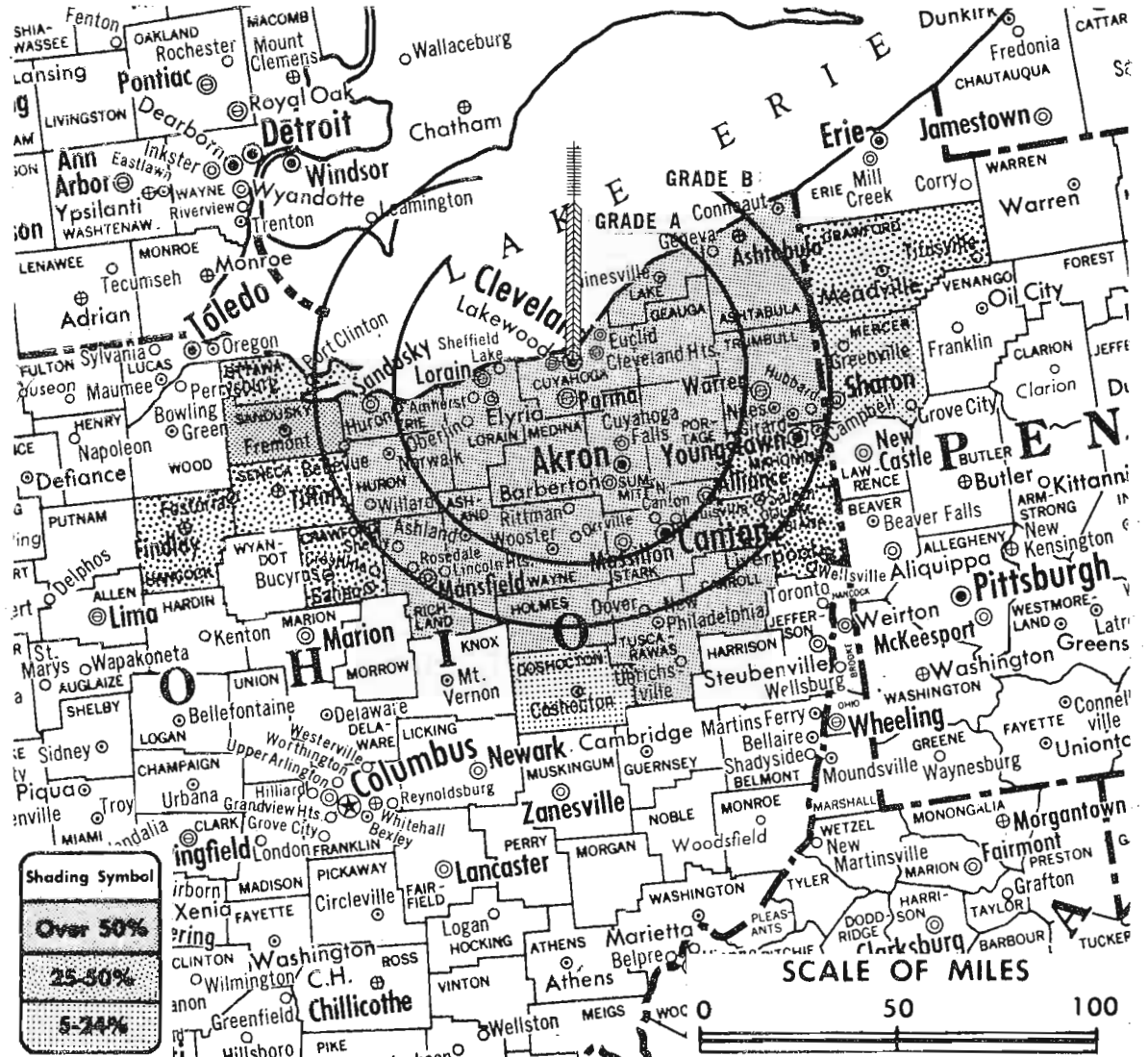
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WJW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

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## WJW-TV

Licensee: Storer Broadcasting Co., 1630 Euclid Ave. (44115).

Studio: 1630 Euclid Ave.

Telephone: 216-861-6080.

TWX No.: 216-574-9350.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

- KENNETH BAGWELL, vice president & general manager.
- JULIAN KANTER, national sales manager.
- CHUCK BERGESON, sales manager & asst. general manager.
- TERRENCE C. ATKINSON, local sales manager.
- GENE GODT, promotion director.
- JAMES K. WARD, public relations director.
- ROBERT HUBER, program director.
- GIL ANDERSON, chief engineer.

### DIGEST OF RATE CARD NO. 25 (July 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7-11 p.m., daily.	\$2800.00	\$2100.00	\$950.00	\$1700.00*	\$850.00*	\$430.00*

\*Class AA—7:31-11:01 p.m., Mon.-Fri.; 7:01-11:01 p.m., Sat.; 6:31-11:01 p.m., Sun.

NETWORK BASE HOURLY RATE: \$2500.

For Group Ownership  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Ashland	12,400	12,000	97
	Ashtabula	29,800	28,600	96
	Carroll	5,900	5,700	96
	Cuyahoga	533,700	517,800	97
	Erie	21,900	21,200	97
	Geauga	16,300	15,700	96
	Holmes	5,600	4,800	85
	Huron	14,300	13,700	96
	Lake	51,100	50,200	98
	Lorain	70,500	68,600	97
	Medina	20,800	20,200	97
	Portage	28,800	28,000	97
	Richland	38,700	37,200	96
	Sandusky	17,500	17,100	97
	Stark	108,100	104,700	97
Summit	165,000	160,700	97	
Trumbull	65,200	63,400	97	
Tuscarawas	24,300	23,000	95	
Wayne	22,200	20,800	93	
Between 25-50%	OHIO			
	Columbiana	32,200	31,000	96
	Crawford	15,100	14,500	96
	Hancock	17,700	17,100	97
	Mahoning	91,600	89,100	97
Ottawa	11,000	10,700	97	
Seneca	17,300	16,700	96	
PENNSYLVANIA	Crawford	22,700	21,300	94
	OHIO			
Between 5-24%	OHIO			
	Coshocton	9,800	9,100	92
PENNSYLVANIA	Mercer	38,200	36,600	96
Station Totals		1,507,700	1,459,500	97
Net Weekly Circulation (March 1967)				1,214,300
Average Daily Circulation (March 1967)				937,100
(Station also received in Canadian markets)				

# Ohio—Cleveland

## WKBF-TV

Ch. 61

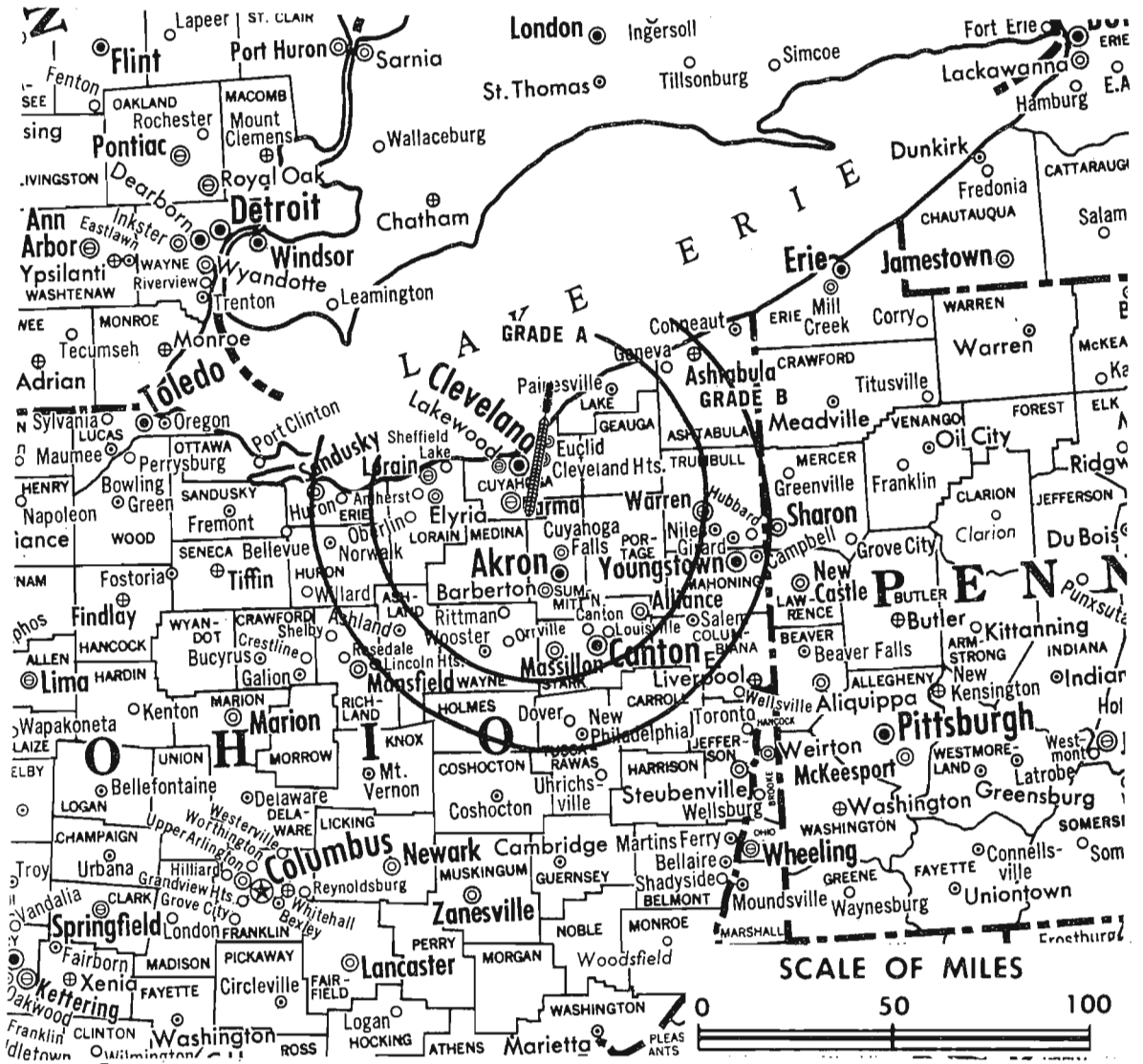
Technical Facilities: Channel No. 61 (752-758 mc). Authorized power: 1000-kw max. & 851-kw horizontal visual, 150-kw max. & 12.6-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 912-ft. above ground, 1976-ft. above sea level.

Latitude 41° 22' 43.3"  
Longitude 81° 43' 11.2"

Transmitter: .33-mi. W of Ohio Rt. 94.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



WKBF-TV Ref: FCC File No. BMPCT-6579 Granted 11/20/67

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## WKBF-TV

Network Service: None, independent.

Grantee: WKBF Inc., 21300 St. Clair Ave., Cleveland, Ohio (44117).

Studio: 21300 St. Clair Ave., Cleveland, Ohio (44117).

Telephone: 216-486-4000. TWX No.: 810-421-8631.

Ownership: Superior Bcstg. Corp., 50%; Kaiser Bcstg. Corp., 50%. Superior Bcstg. is owned by Frank C. Mavec, 96%; Raymond F. Blosser, 4%. For other Kaiser Bcstg. interests, see WKBD-TV, Detroit.

Began Operation: Jan. 1, 1968.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (engineering) by Gautney & Jones.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- JAY Q. BERKSON, general manager.
- JAMES D. BOAZ, sales manager.
- ARTHUR R. HOOK, program manager.
- LEWIS WILSON, production manager.
- ALAN PERRIS, traffic manager.
- SANDRA HAMER, promotion manager.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$408.

ARB Data for this Station not available since it was not in operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# Ohio—Cleveland



**WKYC-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, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 12' 09.5"  
Longitude 81° 41' 23.4"

Transmitter: 6600 Broadview Rd., Parma, O.

TV tape: Recording facilities.

AM Affiliate: WKYC, 50-kw, 1100 kc.

FM Affiliate: WKYC-FM, 27-kw, 105.7 mc (No. 289), 900-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS

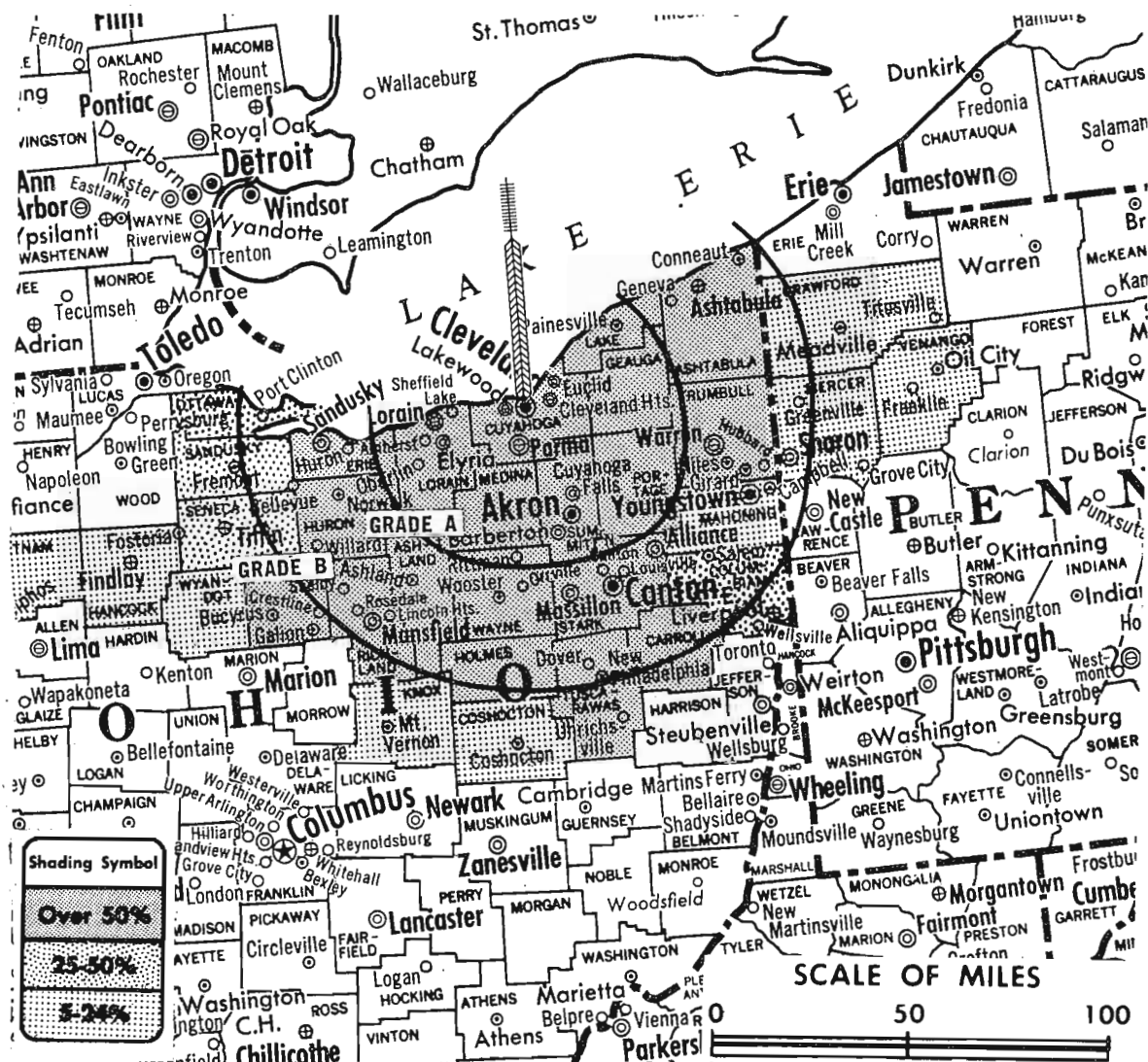
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WKYC-TV Ref: FCC File No. BPCT-1789 Granted 1/12/54

©American Map Co., Inc., N.Y., No. 14244

## WKYC-TV

Licensee: National Broadcasting Co., 1403 East Sixth St. (44114).

Studio: 1403 East Sixth St.

Telephone: 216-696-1100. TWX No.: 216-574-9561.

Ownership: See WNBC-TV, New York, N.Y.

Began Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12.3). Transfer from Westinghouse back to NBC under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

### Personnel:

ARTHUR A. WATSON, v.p. & general manager.  
NEAL VAN ELLS, station manager.  
RAYMOND SMITH, chief engineer.  
EUGENE BOHI, sales manager.  
J. EDWARD JANEWAY, business manager.  
JIM LYLE, production manager.  
JACK DORR, advertising & sales promotion manager.  
JOSEPH VARHOLY, program director & film buyer.

### DIGEST OF RATE CARD NO. 3A—(Dec. 4, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AAA—7:30-11 p.m., daily.	\$3000.00	\$1700.00	\$1500.00	\$1800.00	\$1100.00	\$700.00

\*Class I—7:29-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$3300.

For Studio & Mobile Equipment

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Ashland	12,400	12,000	97
	Ashtabula	29,800	28,600	96
	Carroll	5,900	5,700	96
	Crawford	15,100	14,500	96
	Cuyahoga	533,700	517,800	97
	Erie	21,900	21,200	97
	Geauga	16,300	15,700	96
	Holmes	5,600	4,800	85
	Huron	14,300	13,700	96
	Lake	51,100	50,200	98
	Lorain	70,500	68,600	97
	Medina	20,800	20,200	97
	Portage	28,800	28,000	97
	Richland	38,700	37,200	96
	Stark	108,100	104,700	97
	Summit	165,000	160,700	97
Trumbull	65,200	63,400	97	
Tuscarawas	24,300	23,000	95	
Wayne	22,200	20,800	93	
Between 25-50%	OHIO			
	Columbiana	32,200	31,000	96
	Ottawa	11,000	10,700	97
	Sandusky	17,500	17,100	97
Between 5-24%	OHIO			
	Coshocton	9,800	9,100	92
	Hancock	17,700	17,100	97
	Knox	11,800	11,400	96
	Mahoning	91,600	89,100	97
PENNSYLVANIA	Putnam	7,500	7,200	95
	Wyandot	6,500	6,100	95
Station Totals	Crawford	22,700	21,300	94
	Mercer	38,200	36,600	96
	Venango	18,100	16,800	93
	Station Totals	1,623,700	1,570,900	97
Net Weekly Circulation (March 1967)			1,214,100	
Average Daily Circulation (March 1967)			918,600	
(Station also received in Canadian markets)				

# Ohio—Columbus



**WBNS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 58' 13"  
Longitude 83° 01' 27"

Transmitter: 770 Twin Rivers Dr.

Studio: 770 Twin Rivers Dr.

TV tape: Recording facilities.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kc (CBS).

FM Affiliate: WBNS-FM, 54-kw, 97.1 mc (No. 246), 400-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

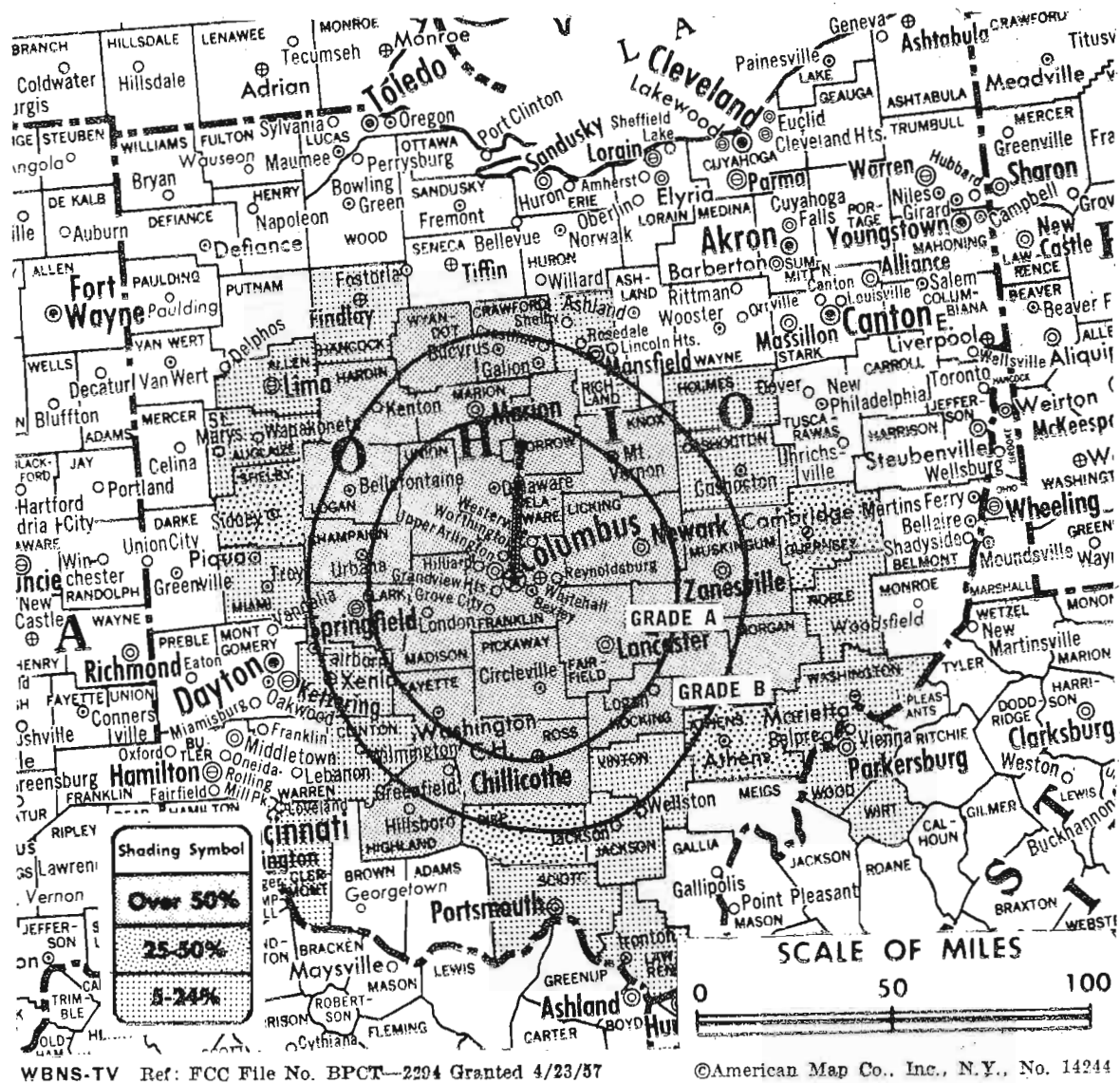
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



## WBNS-TV

Licensee: WBNS-TV Inc., 62 East Broad St. (43215).

Sales Office: 62 East Broad St.

Telephone: 614-224-7121. TWX No.: 614-759-0444.

Ownership: WBNS-TV Inc., Richard A. Borel, pres. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, Preston Wolfe, pres.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

RICHARD A. BOREL, president & general manager.  
ROBERT D. THOMAS, vice president, sales.  
JOHN A. HALDI, vice president, programs.  
L. H. NAFZGER, vice president, engineering.  
ROBERT M. SPROUSE, national sales manager.  
FRANK N. JONES, local sales manager.  
ROBERT KINGWELL, promotion director.  
GEORGE MEGOWN, operations director.  
BETTY DIXON, film buyer.  
TOM GLEBA, public service director.  
WILLIAM H. ZIPF, farm director.  
THOMAS DORSEY, news director.

### DIGEST OF RATE CARD NO. 14

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$450.00 \$375.00\* \$350.00\* \$175.00\*

\*Class AA—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Crawford	15,100	14,500	96
	Delaware	12,300	12,000	97
	Fairfield	20,300	19,800	97
	Fayette	8,000	7,600	95
	Franklin	244,900	237,600	97
	Hardin	8,600	8,100	95
	Highland	9,300	8,700	94
	Hocking	5,800	5,500	95
	Knox	11,800	11,400	96
	Licking	30,400	29,500	97
	Logan	10,800	10,400	96
	Madison	7,500	7,100	95
	Marion	18,900	18,300	97
	Morgan	3,400	3,100	92
Morrow	5,700	5,500	96	
Muskingum	23,400	22,300	95	
Perry	7,600	7,200	95	
Pickaway	10,800	10,500	97	
Ross	17,500	16,600	95	
Union	6,900	6,600	96	
Wyandot	6,500	6,100	95	
<b>Between 25-50%</b>	OHIO			
	Athens	12,100	11,200	92
	Guernsey	10,800	10,200	94
	Pike	5,700	5,300	92
<b>Between 5-24%</b>	OHIO			
	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
	Clermont	26,400	25,500	97
Clinton	9,400	9,100	96	

(Continued on page 549-b)

Station Totals	882,600	847,200	96
Net Weekly Circulation (March 1967)			518,100
Average Daily Circulation (March 1967)			388,600

# Ohio—Columbus



**WLW-C**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

Latitude 40° 01' 31"

Longitude 83° 01' 48"

Transmitter: 3165 Olentangy River Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © SRDS

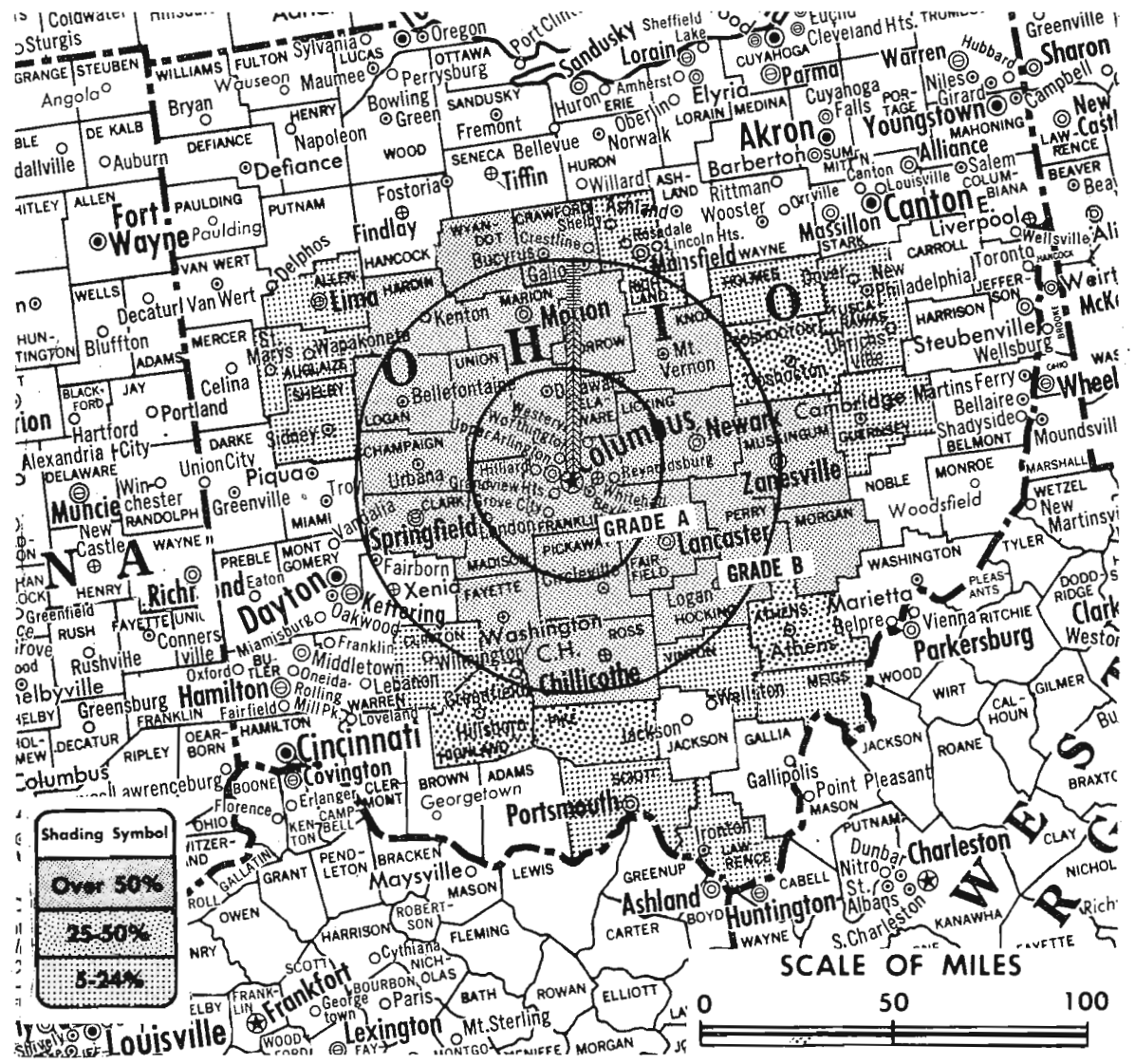
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WLW-C Ref: FCC File No. BPC-018 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 14244

## WLW-C

Licensee: Avco Broadcasting Corp., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: Avco Corp., 100%. For other interests, see WLW-T, Cincinnati, Ohio.

Began Operation: April 3, 1949.

Represented (sales) by Avco Radio Television Sales Inc.

Personnel:

- RICHARD E. REED, vice president & general manager.
- LLOYD R. FORREST, sales manager.
- RICHARD C. THRALL JR., program director.
- RODNEY R. WARNER, promotion & publicity director.
- HUGH DEMOSS, news director.
- MORRIS W. BUTLER, director, community services.
- CHARLES SLOAN, chief engineer.
- DAVID CHASE, production manager.
- JUANITA MITCHELL, film director.

### DIGEST OF RATE CARD NO. 19A—(July 20, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID	
Class AA—7:30-10:30 p.m., daily.	\$1150.00	\$690.00	\$460.00	\$400.00	\$275.00	\$138.00
NETWORK BASE HOURLY RATE: \$1150.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Crawford	15,100	14,500	96
	Delaware	12,300	12,000	97
	Fairfield	20,300	19,800	97
	Fayette	8,000	7,600	95
	Franklin	244,900	237,600	97
Hardin	8,600	8,100	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO—(Continued)			
	Hocking	5,800	5,500	95
	Knox	11,800	11,400	96
	Licking	30,400	29,500	97
	Logan	10,800	10,400	96
	Madison	7,500	7,100	95
	Marion	18,900	18,300	97
	Morgan	3,400	3,100	92
	Morrow	5,700	5,500	96
	Muskingum	23,400	22,300	95
	Perry	7,600	7,200	95
	Pickaway	10,800	10,500	97
	Ross	17,500	16,600	95
	Union	6,900	6,600	96
Wyandot	6,500	6,100	95	
<b>Between 25-50%</b>	KENTUCKY			
	Powell	1,800	1,300	72
	OHIO			
	Athens	12,100	11,200	92
	Coshocton	9,800	9,100	92
<b>Between 5-24%</b>	OHIO			
	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
	Clinton	9,400	9,100	96
	Guernsey	10,800	10,200	94
	Holmes	5,600	4,800	85
	Lawrence	16,200	15,400	95
	Meigs	6,000	5,600	93
	Richland	38,700	37,200	96
	Scioto	24,600	23,300	95
Shelby	10,000	9,700	97	
Tuscarawas	24,300	23,000	95	
Vinton	2,600	2,400	93	
Station Totals		758,800	728,100	96
Net Weekly Circulation (March 1967)			476,100	
Average Daily Circulation (March 1967)			333,100	



# Ohio—Columbus



**WTVN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level.

Latitude 39° 52' 29"  
Longitude 82° 58' 46"

Transmitter: 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

TV tape: Recording facilities.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kc (ABC).

FM Affiliate: WTVN-FM, 25-kw, 96.3 mc (No. 242), 560-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Koteen & Burt.

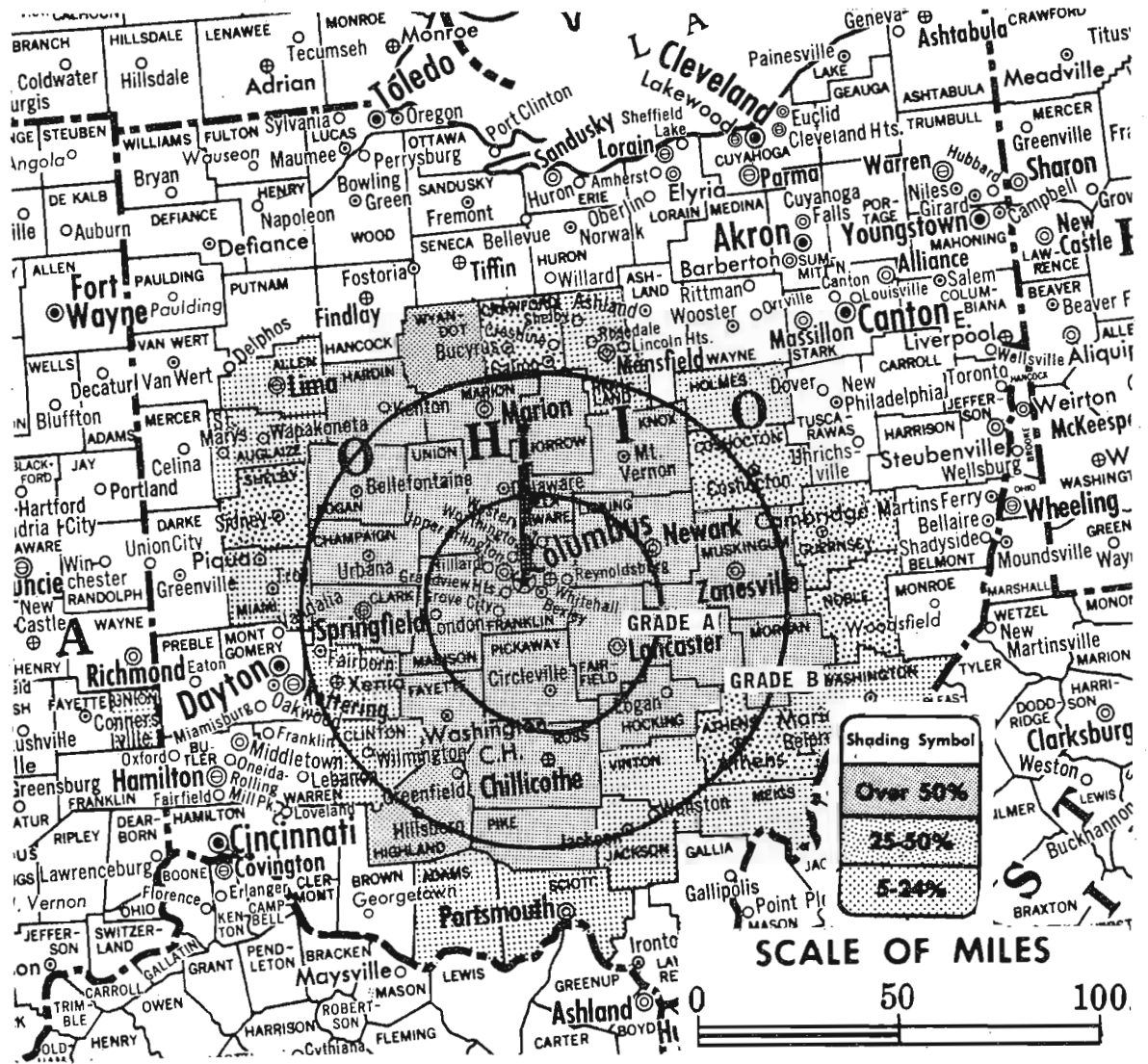
Total Households © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WTVN-TV Ref: FCC File No. BMPCT-2281 Granted 7/22/54

©American Map Co., Inc., N.Y., No. 14244

## WTVN-TV

Licensee: Taft Broadcasting Co., 753 Harmon Ave. (43223).

Telephone: 614-228-5801. TWX No.: 614-759-0448.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Personnel:

- LAWRENCE H. ROGERS II, president.
- JOHN L. McCLAY, executive vice president.
- FRED VON STADE, v.p., general manager & film buyer.
- DICK OSTRANDER, general sales manager.
- RAY CREAMER, local sales manager.
- DON CHAPIN, v.p. for national sales.
- NICHOLAS A. BASSO, program manager.
- PAUL LLOYD, film director.
- EVELYN BLOOM, publicity & promotion director.
- EDWARD KOPRIVER, chief engineer.

DIGEST OF RATE CARD NO. A24a—(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1400.00 \$840.00 \$490.00 . . . . . \$350.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Delaware	12,300	12,000	97
	Fairfield	20,300	19,800	97
	Fayette	8,000	7,600	95
	Franklin	244,900	237,600	97
	Hardin	8,600	8,100	95
	Highland	9,300	8,700	94
	Hocking	5,800	5,500	95
	Knox	11,800	11,400	96
	Licking	30,400	29,500	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO—(Continued)			
	Logan	10,800	10,400	96
	Madison	7,500	7,100	95
	Marion	18,900	18,300	97
	Morgan	3,400	3,100	92
	Morrow	5,700	5,500	96
	Muskingum	23,400	22,300	95
	Perry	7,600	7,200	95
	Pickaway	10,800	10,500	97
	Pike	5,700	5,300	92
	Ross	17,500	16,600	95
	Union	6,900	6,600	96
Wyandot	6,500	6,100	95	
<b>Between 25-50%</b>	OHIO			
	Athens	12,100	11,200	92
	Coshocton	9,800	9,100	92
	Crawford	15,100	14,500	96
	Guernsey	10,800	10,200	94
<b>Between 5-24%</b>	Noble	3,200	2,800	89
	Shelby	10,000	9,700	97
	WEST VIRGINIA			
	Wood	26,700	25,100	94
	INDIANA			
Union	1,700	1,600	93	
<b>Between 5-24%</b>	OHIO			
	Adams	5,700	5,100	88
	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
	Clinton	9,400	9,100	96
	Greene	31,500	30,600	97
	Holmes	5,600	4,800	85
	Jackson	8,500	8,000	94
	Meigs	6,000	5,600	93
	Miami	25,300	24,500	97
	Richland	38,700	37,200	96
	Scioto	24,600	23,300	95
Vinton	2,600	2,400	93	
Washington	15,700	14,600	93	
Station Totals		834,800	800,700	96
Net Weekly Circulation (March 1967)				488,600
Average Daily Circulation (March 1967)				335,500



# Ohio—Dayton



**WHIO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown Rd.  
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

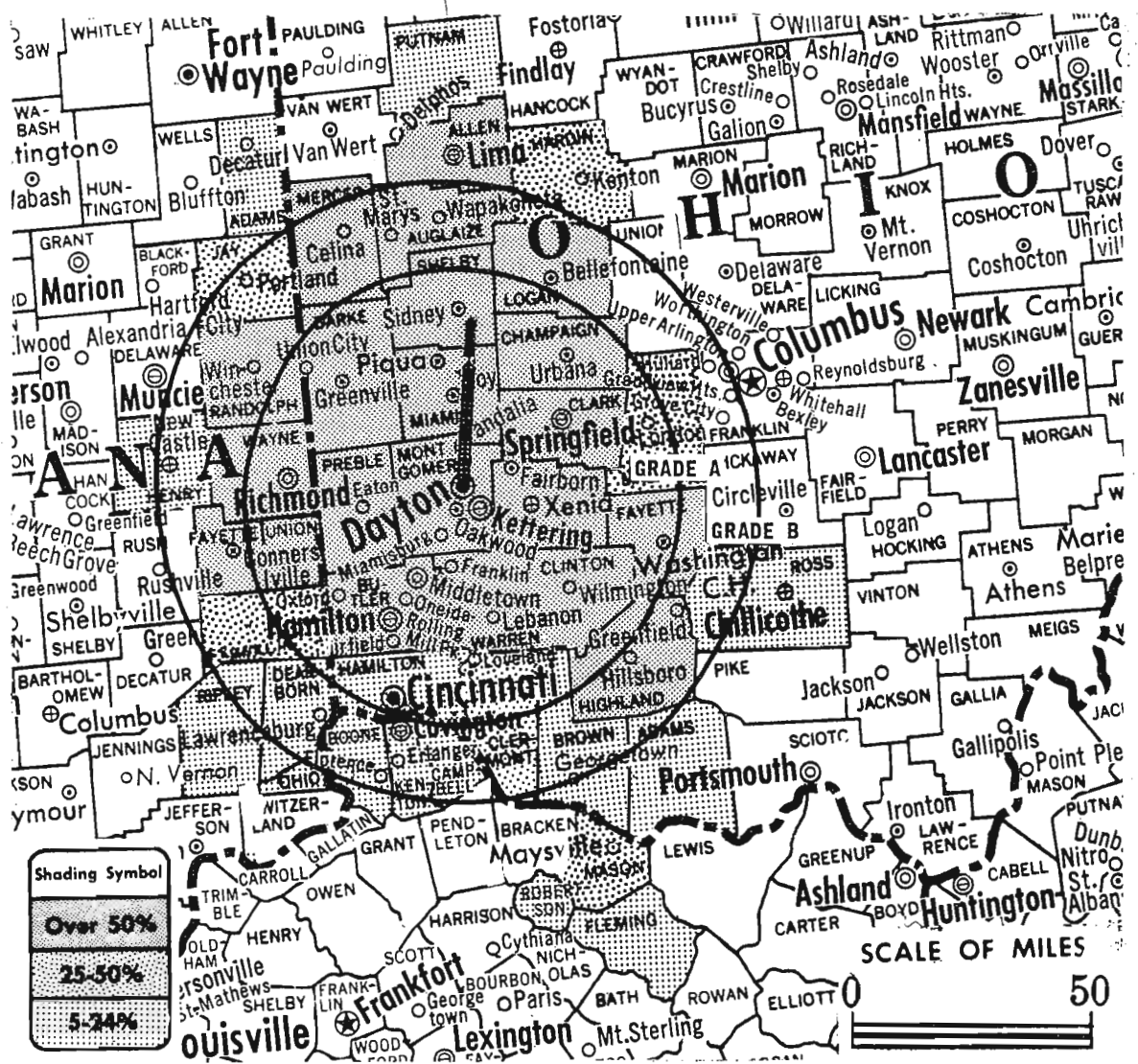
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WHIO, 5-kw, 1290 kc (CBS).

FM Affiliate: WHIO-FM, 50-kw, 99.1 mc (No. 256), 515-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WHIO-TV Ref: FCC File No. BPCT-890 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 14244

## WHIO-TV

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (45401).

Studio: 1414 Wilmington Ave.

Telephone: 513-254-5311. TWX No.: 513-944-0476.

Ownership: Cox Bcstg. Corp., 100%. James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. Cox ownership: Atlanta Newspapers, 45%; Dayton Newspapers Inc., 19.21%; Springfield Newspapers Inc., 20.35%; Jayren Corp., 5.5%; 23 others, none owning as much as 2%. James M. Cox Jr. votes stock held by Atlanta, Dayton & Springfield newspapers. J. Leonard Reinsch is sole owner of Jayren Corp. Same as Dayton Daily News and Journal Herald. Same interests (Cox) also operate WSB-TV, WSB & FM, Atlanta (Atlanta Journal and Constitution); WSOC-TV, Charlotte (WSOC); WIIC-TV, Pittsburgh; KTVU, Oakland-San Francisco; WIOD, Miami, Fla.; publish Miami (Fla.) Daily News, Springfield (O.) News and Sun (Springfield Newspapers Inc.). Also owns CATV systems in Lewistown, Lock Haven and Tyrone, Pa.; Astoria & The Dalles, Ore. and Aberdeen, Wash., plus CATV franchise for Athens, Ala.

Began Operation: Feb. 23, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- STANLEY G. MOUSE, vice president & general manager.
- RAYMOND G. SPAHR, regional sales manager.
- JACK P. McCARTHY, national sales manager.
- W. E. WOLAVER, merchandise manager.
- CHARLES E. GAY, program, promotion director & film buyer.
- TOM FRAWLEY, news director.
- JOSEPH ROCKHOLD, farm director.
- AL HIGGINS, chief engineer.

DIGEST OF RATE CARD NO. 15—(Sept. 16, 1967)

Hour 30 Min. 15 Min. Min. 20 Sec. 8 Sec.

Class AAA—7:30-10:30 p.m., daily.

\$1600.00 \$1100.00 \$700.00 Graded rates apply\*

\*Highest rate: \$554.

NETWORK BASE HOURLY RATE: \$1500.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	INDIANA			
	Fayette	6,900	6,600	96
	Randolph	8,800	8,300	95
	Union	1,700	1,600	93
	Wayne	23,700	22,700	96
	OHIO			
	Allen	32,900	31,400	95
	Auglaize	11,000	10,500	96
	Butler	63,000	61,000	97
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Clinton	9,400	9,100	96
	Darke	13,800	13,300	96
	Fayette	8,000	7,600	95
Greene	31,500	30,600	97	
Highland	9,300	8,700	94	
Logan	10,800	10,400	96	
Mercer	9,200	8,800	96	
Miami	25,300	24,500	97	
Montgomery	174,300	170,000	97	
Preble	9,800	9,600	97	
Shelby	10,000	9,700	97	
Warren	21,900	21,200	97	
Between 25-50%	INDIANA			
	Franklin	4,500	4,100	92
	Jay	6,400	6,000	93
Between 5-24%	KENTUCKY			
	Mason	5,800	5,300	91
	OHIO			
Clermont	26,400	25,500	97	
Hardin	8,600	8,100	95	
Madison	7,500	7,100	95	
Between 5-24%	INDIANA			
	Adams	7,000	6,600	95
Dearborn	10,500	10,100	96	
(Continued on page 549-b)				
Station Totals		1,045,000	1,006,500	96
Net Weekly Circulation (March 1967)				555,200
Average Daily Circulation (March 1967)				380,800

# Ohio—Dayton

**WKEF**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 525-kw visual, 52.5-kw aural. Antenna: 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

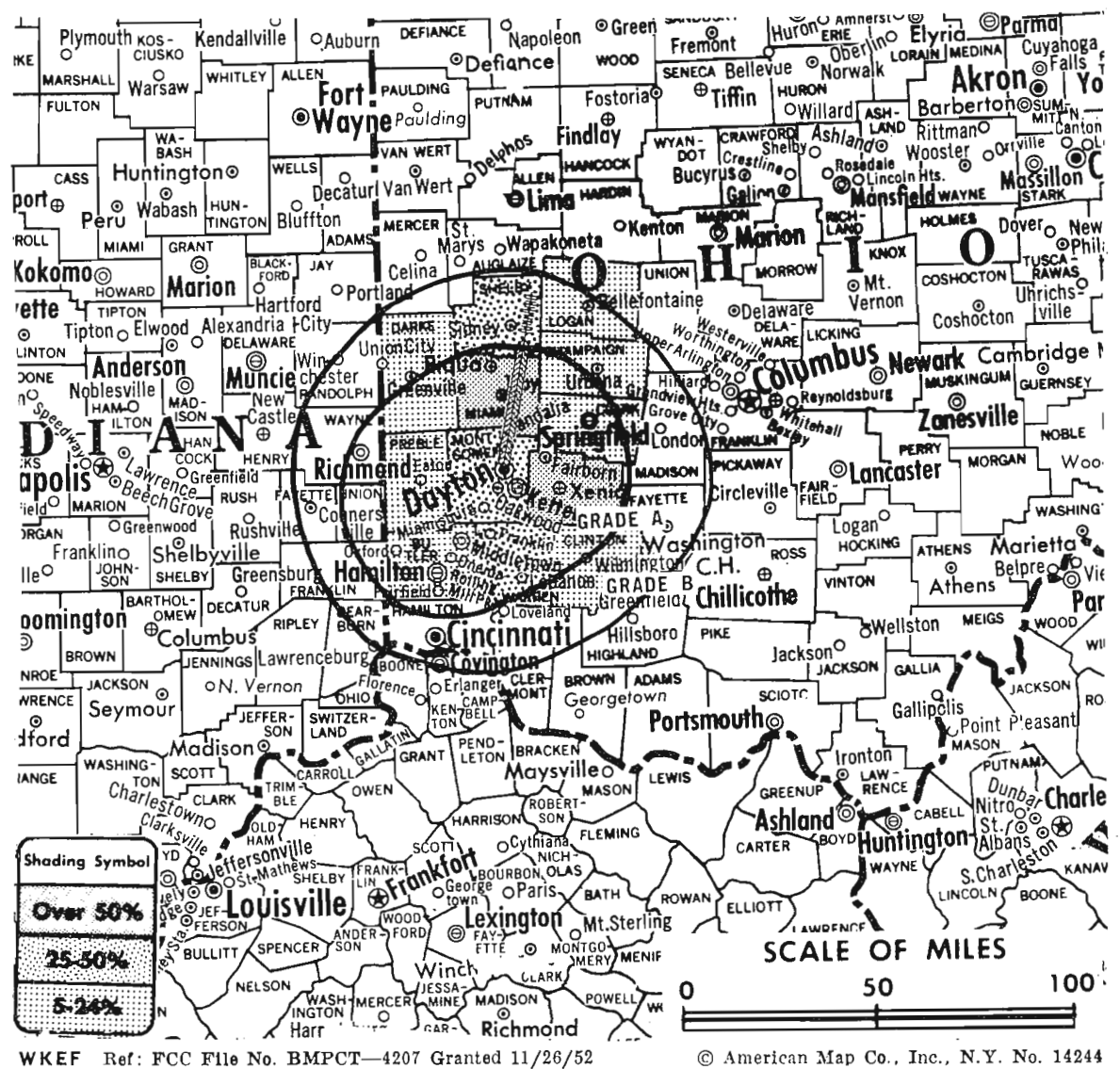
Transmitter: 1731 Soldiers Home Road.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WKEF Ref: FCC File No. BMPCT-4207 Granted 11/26/52

© American Map Co., Inc., N.Y. No. 14244

## WKEF

Network Service: NBC, CBS and ABC on per program basis.

Licensee: Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass.

Studio: 1731 Soldiers Home Road (45418).

Telephone: 513-263-2662.

Ownership: See WWLP, Springfield, Mass.

Began Operation: Sept. 27, 1964.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Martin E. Firestone.

Personnel:

GEORGE J. MITCHELL, vice president & station manager.

JOHN R. HUGHES, sales manager.

JIM MARTZ, local sales manager.

ROBERT WELLS, production manager.

HARRY WOOSLEY, chief engineer.

BERL GOLUB, program manager & film buyer.

### DIGEST OF RATE CARD NO. 5

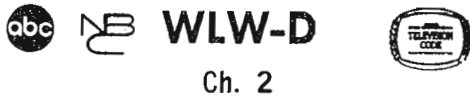
(April 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$420.00	\$252.00	\$168.00	\$106.00	\$50.00	\$40.00
					\$25.00	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	OHIO			
	Greene	31,500	30,600	97
	Miami	25,300	24,500	97
	Montgomery	174,300	170,000	97
<b>Between 5-24%</b>	Shelby	10,000	9,700	97
	OHIO			
	Butler	63,000	61,000	97
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Clinton	9,400	9,100	96
	Darke	13,800	13,300	96
Logan	10,800	10,400	96	
Preble	9,800	9,600	97	
Warren	21,900	21,200	97	
Station Totals		421,600	409,600	97
Net Weekly Circulation (March 1967)				130,900
Average Daily Circulation (March 1967)				54,500

For Color & UHF Penetration by Markets  
See Services Volume

# Ohio—Dayton



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1395-ft. above sea level.

Latitude 39° 43' 05"  
Longitude 84° 15' 21"

Transmitter: Frytown & W. Carrollton Rds.

Studio: 4590 Avco Dr.

Telephone: 513-293-2101.

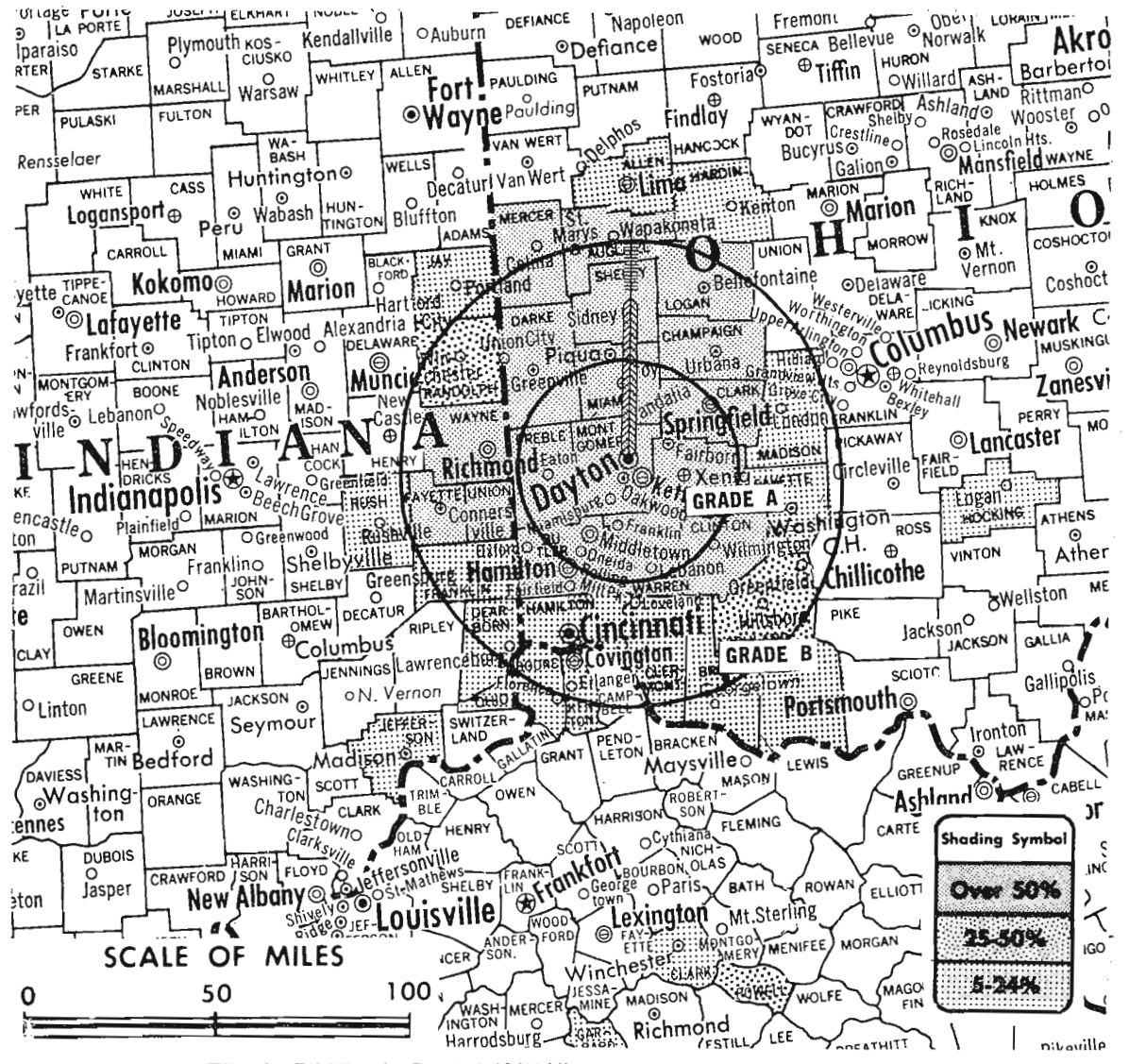
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WLW-D Ref: FCC File No. BPCT-916 Granted 12/10/52

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## WLW-D

Network Service: ABC, NBC.  
Licensee: Avco Bcstg Corp., 4590 Avco Drive, Dayton (45401).  
Ownership: Avco Corp., 100%. For other interests see WLW-T, Cincinnati, Ohio.  
Began Operation: March 15, 1949.  
Represented (sales) by Avco Radio Television Sales Inc.  
Represented (legal) by Hogan & Hartson.  
Personnel:  
DONALD L. DAHLMAN, vice president & general manager.  
CHARLES A. McFADDEN, general sales manager.  
DONALD MEINEKE, sales manager.  
GEORGE RESING, program director.  
JACK R. DONAHUE, promotion & publicity director.  
ED HAMLYN, news director.  
ALAN HERBERT, director, community services.  
ROBERT B. WEHRMAN, chief engineer.  
DON PRIJATEL, production manager & film director.

### DIGEST OF RATE CARD NO. 14—(Sept. 2, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$1500.00	\$900.00	\$600.00	\$380.00	\$300.00	\$150.00

Color—Rates on request.

NETWORK BASE HOURLY RATE: \$1300 (ABC), \$1400 (NBC).

For Other Owners of Two or More TV Stations,  
see Group Ownership Section

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	INDIANA			
	Fayette	6,900	6,600	96
	Union	1,700	1,600	93
	Wayne	23,700	22,700	96
	OHIO			
	Auglaize	11,000	10,500	96
	Butler	63,000	61,000	97
	Champaign	9,600	9,200	96
	Clark	42,200	41,000	97
	Clinton	9,400	9,100	96
	Darke	13,800	13,300	96
	Greene	31,500	30,600	97
	Logan	10,800	10,400	96
	Mercer	9,200	8,800	96
	Miami	25,300	24,500	97
	Montgomery	174,300	170,000	97
	Preble	9,800	9,600	97
Shelby	10,000	9,700	97	
Warren	21,900	21,200	97	
<b>Between 25-50%</b>	INDIANA			
	Randolph	8,800	8,300	95
	KENTUCKY			
Powell	1,800	1,300	72	
<b>OHIO</b>	Highland	9,300	8,700	94
	<b>Between 5-24%</b>	INDIANA		
Dearborn		10,500	10,100	96
Franklin		4,500	4,100	92
Jay		6,400	6,000	93
Jefferson		7,200	6,800	94
Ohio		1,000	1,000	97
Rush		5,600	5,400	97
KENTUCKY				
Boone	8,300	8,000	97	
Clark	7,300	6,500	89	
(Continued on page 549-b)				
Station Totals		974,700	938,300	96
Net Weekly Circulation (March 1967)				451,500
Average Daily Circulation (March 1967)				318,300



# Ohio—Kettering (Dayton)

## WKTR-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 759-kw max. & 724-kw horizontal visual, 75.9-kw max. & 72.4-kw horizontal aural. Antenna: 531-ft. above av. terrain, 500-ft. above ground, 1421-ft. above sea level.

Latitude 39° 42' 47"  
Longitude 84° 15' 18"

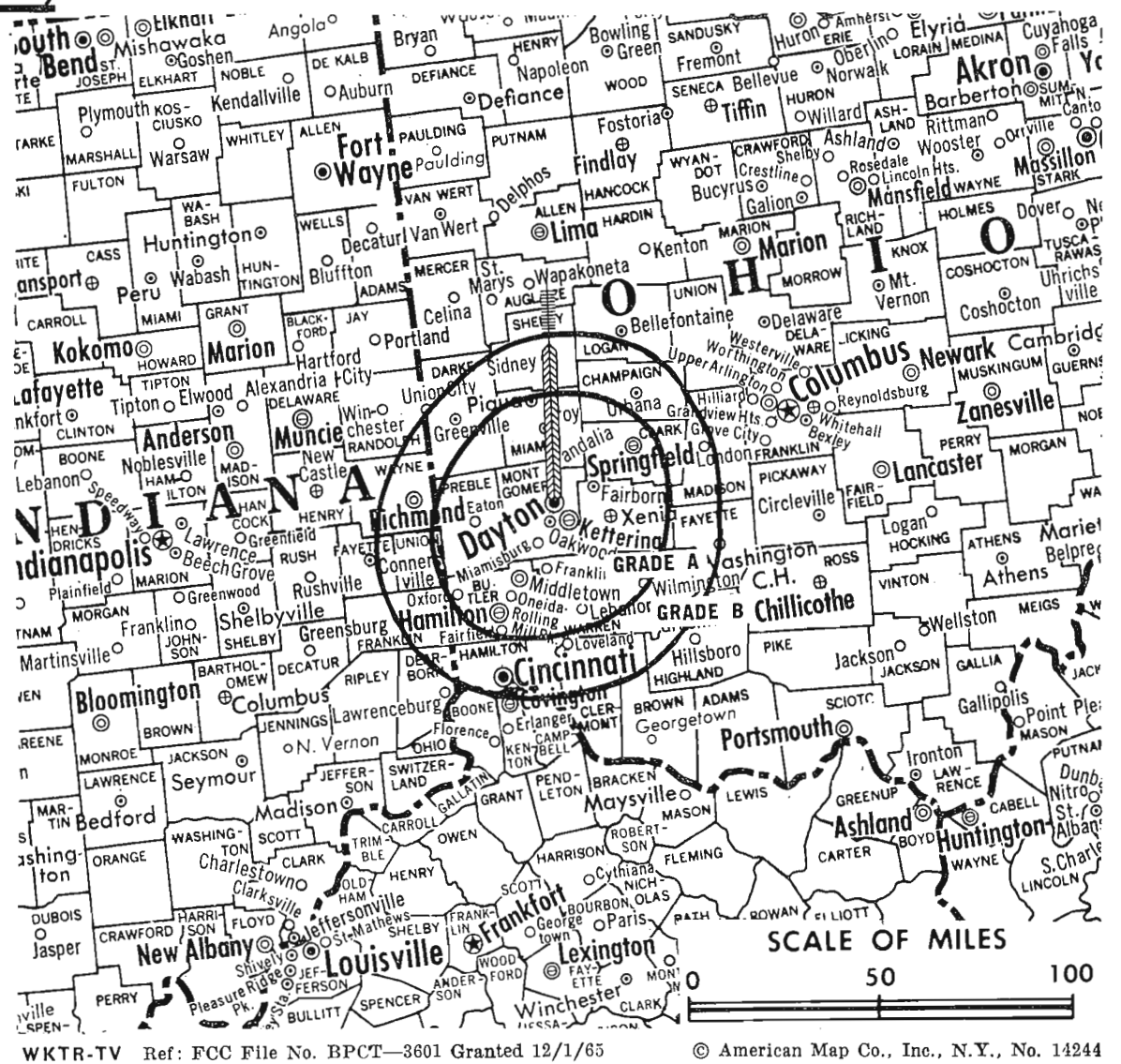
Transmitter: 2563 Lyleburn Rd., Dayton.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.



## WKTR-TV

Network Service: None, independent.

Licensee: Kittyhawk Television Corp., 1630 East Stroop Rd., Kettering (45429).

Studio: 1630 East Stroop Rd.

Telephone: 513-298-0111.

Ownership: E. Raymond Arn, v.p., 12.51%; Byron E. Holzfaster, secy., 2.74%; Gordon A. Lowden, treas., 11.76%; John A. Kemper, 28.05%; John H. Peace, 8.20%; Victor J. Cassano, 7.92%; 14 others, none with as much as 3%.

Began Operation: March 20, 1967.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Serge Bergen.

### Personnel:

WALLACE B. WATERS, general manager & sales manager.  
JOHN CLARK, program director.  
ROBERT K. DYE, chief engineer.

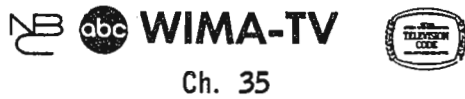
### DIGEST OF RATE CARD NO. 1 (Jan. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$90.00 \$50.00

ARB Data for this Station not available since it was not in operation when the survey was made.



# Ohio—Lima



Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 202-kw visual, 40-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"  
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

TV tape: Recording facilities.

AM Affiliate: WIMA, 1-kw, 1150 kc (ABC).

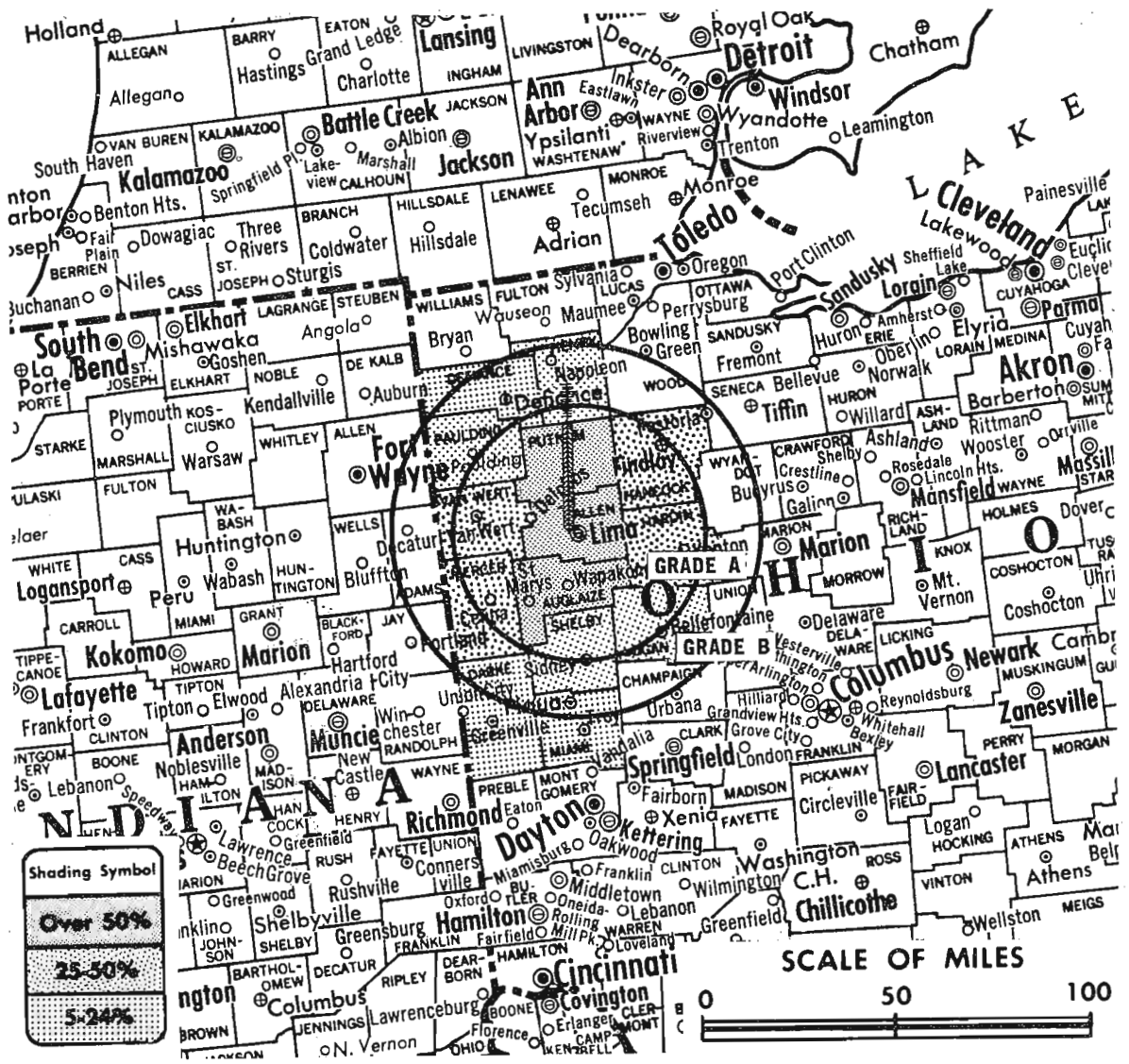
FM Affiliate: WIMA-FM, 15-kw, 102.1 mc (No. 271), 190-ft. antenna height.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WIMA-TV Ref: FCC File No. BPCT-3190 Granted 3/30/64

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## WIMA-TV

Network Service: NBC, ABC.

Licensee: WLOK Inc., 1424 Rice Ave. (45805).

Studio: 1424 Rice Ave.

Telephone: 419-225-3010.

TWX No.: 419-745-4778.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 45.5%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%; Suzanne Hamilton Stewart, 4.5%. WIMA-TV also has interest in a CATV system in Lima.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest).

Represented (legal) by Robb, Porter, Kistler & Parkinson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

- R. W. MACK, general manager.
- JOHN STEWART, sales, station manager & film buyer.
- WALT WILSON, news director.
- CHARLES OSBURN, program director.
- M. J. LAMB, chief engineer.

### DIGEST OF RATE CARD NO. 3

(Nov. 1, 1964)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—7-11 p.m., daily.  
\$225.00 \$135.00 \$90.00 \$57.00 \$50.00 \$47.50 \$45.00 \$22.50  
NETWORK BASE HOURLY RATE: \$175 (NBC), \$175 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO Allen	32,900	31,400	95
	OHIO Auglaize	11,000	10,500	96
	OHIO Putnam	7,500	7,200	95
<b>Between 25-50%</b>	OHIO Hancock	17,700	17,100	97
	OHIO Hardin	8,600	8,100	95
	OHIO Mercer	9,200	8,800	96
	OHIO Van Wert	8,800	8,500	97
<b>Between 5-24%</b>	OHIO Darke	13,800	13,300	96
	OHIO Defiance	9,600	9,200	96
	OHIO Henry	7,600	7,400	97
	OHIO Logan	10,800	10,400	96
	OHIO Miami	25,300	24,500	97
	OHIO Paulding	5,300	5,000	96
OHIO Shelby	10,000	9,700	97	
Station Totals		178,100	171,100	96
Net Weekly Circulation (March 1967)				66,900
Average Daily Circulation (March 1967)				41,900

For Color Set Penetration by Markets

See Services Volume

# Ohio—Portsmouth

**WRLO**

Ch. 30

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 20.9-kw visual, 11.2-kw aural. Antenna: 500-ft. above av. terrain, 245-ft. above ground, 1245-ft. above sea level.

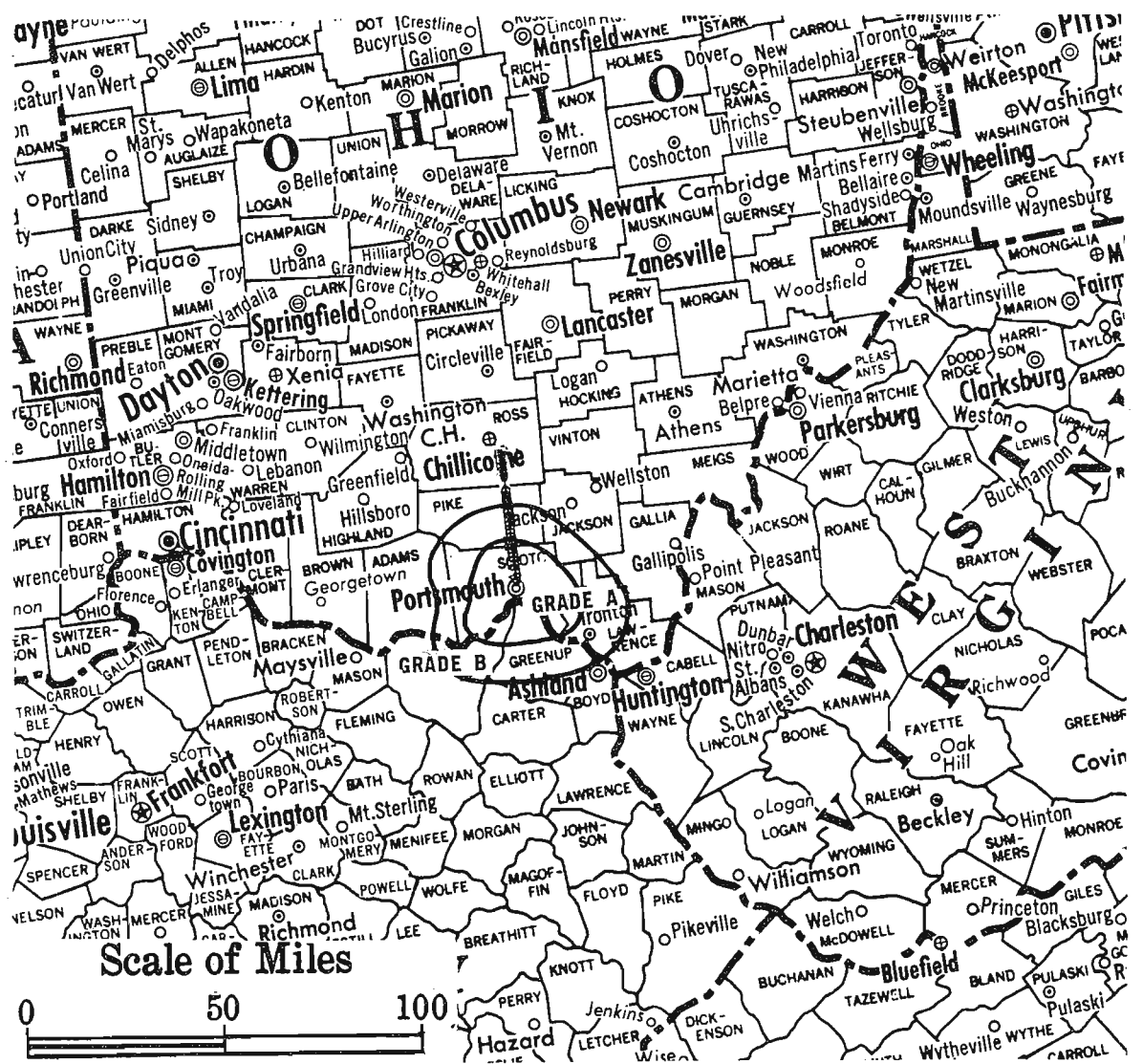
Latitude 38° 46' 40.5"  
Longitude 82° 58' 53"

Transmitter: 4132 Scioto Trail, Portsmouth.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



WRLO Ref: FCC File No. BPCT-3261 Granted 8/19/64

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## WRLO

Network Service: None, independent.

Licensee: WRLO-TV Inc., 4132 Scioto Trail, Portsmouth (45662).

Studio: 4132 Scioto Trail.

Telephone: 614-353-5182.

Ownership: Reynard L. Osborne, 100%.

Began Operation: May 14, 1966.

Represented (sales) by Time Sales.

Represented (legal) by A. L. Stein.

Personnel:

- R. DEAN STURM, general manager.
- ROSS A. COWEN, sales manager.
- DAVIS STONE, program director.
- SUE WELLMAN, continuity supervisor.
- IRMA COLLEY, film director.
- CHARLES WARREN, news-special events director.
- GERALD FRAZIER, chief engineer.

### DIGEST OF RATE CARD NO. 1 (May 14, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.	\$250.00	\$154.00	\$106.00	\$70.00	\$32.00	\$23.00

ARB Data for this station not available.

## CATV EQUIPMENT MANUFACTURERS

Bring your product story directly to the PRINCIPAL EXECUTIVE of every operating CATV system, as well as to system franchise holders and applicants.

CATV PRINCIPAL EXECUTIVES mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Ohio—Springfield

## WSWO-TV

Ch. 26

(Due to Begin Operation  
in Spring)

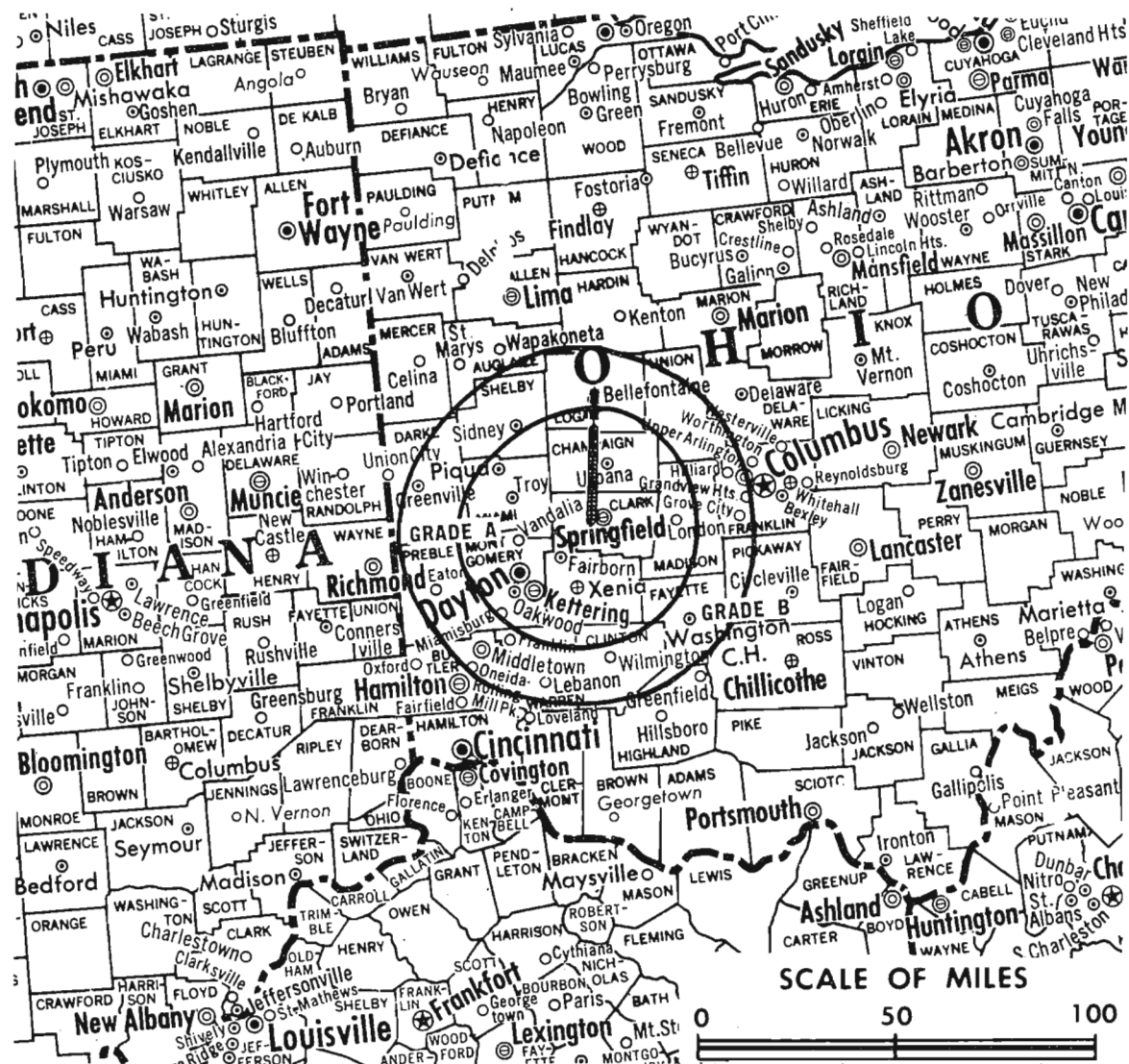
Technical Facilities: Channel No. 26  
(542-548 mc). Authorized power:  
724-kw max. & 692-kw horizontal  
visual, 72.4-kw max. & 69.2-kw  
horizontal aural. Antenna: 488-ft.  
above ave. terrain, 520-ft. above  
ground, 1540-ft. above sea level.

Latitude 39° 54' 33"  
Longitude 83° 51' 36"

Transmitter: 2675 Dayton-Spring-  
field Rd.

TV tape: Recording facilities.

Color: Film, slide & tape.



WSWO-TV Ref: FCC File No. BMPCT-6580 Granted 9/17/65

© American Map Co. Inc. N.Y. No. 14244

## WSWO-TV

Grantee: Southwestern Ohio Television Inc., P.O. Box 1366, Spring-  
field, Ohio (45501).

Studio: 2675 Dayton-Springfield Rd.

Telephone: 513-323-9747.

Ownership: Joseph A. Sheridan, pres., 11%; Ralph Kocker, v.p.,  
10%; Forest R. Ripley, v.p.; J. Fredrick Doyle, secy., 10%;  
Ronald E. Shoemaker, treas., 6%; Dwight K. Sheridan, 20%;  
Purl J. Sheridan, 10%; L. Edwin Hoppes, 10%; Earl E. Shoe-  
maker, 10%; Forrest J. Hogue, 5%; R. Laird Allender, 5%;  
Oscar T. Martin, 3%.

Represented (legal) by Welch & Morgan.

Represented (engineering) by George C. Davis Consulting En-  
gineers.

### Personnel

JOSEPH A. SHERIDAN, president & general manager.  
ROBERT L. TUTTLE, station & sales manager.  
JOHN A. KESTELIK, chief engineer.  
V. ROBERT FURNAD, production manager.

### DIGEST OF RATE CARD NO. 1 (March 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:59-9:59 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$24.00	\$20.00	\$16.00

# Ohio—Steubenville-Wheeling, West Virginia

**abc WSTV-TV**  
Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

TV tape: Recording facilities.

Studio: Altamont Heights.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kc (MBS).

FM Affiliate: WSTV-FM, 3.1-kw, 103.5 mc (No. 278), 880-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

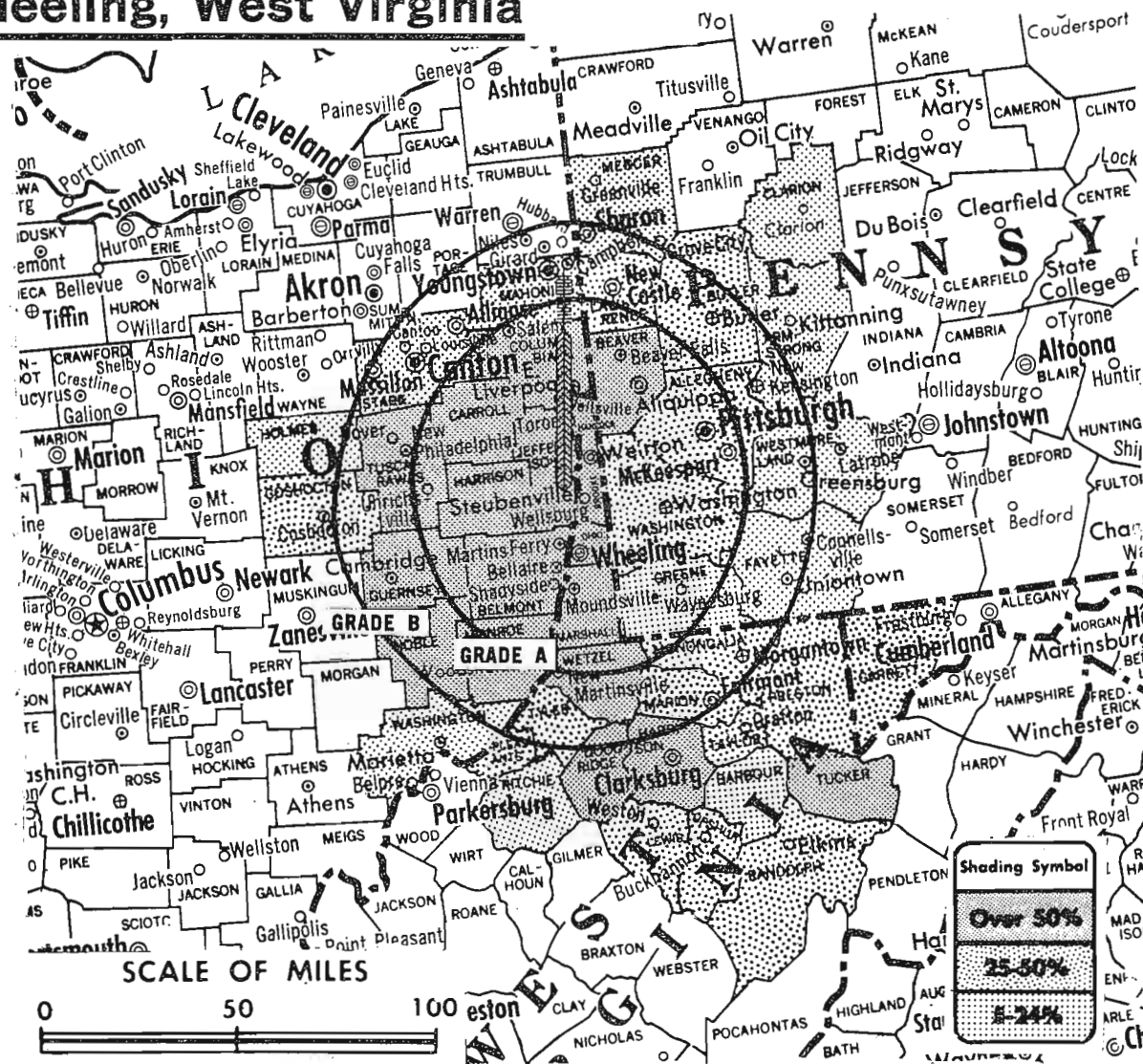
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WSTV-TV Ref: FCC File No. BPCT-1049 Granted 8/12/53  
Authorized: FCC File No. BPCT-2786 Granted 6/23/60

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## WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio.

Telephone: 614-282-0911, Steubenville. TWX No.: 614-283-4061.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.3% and Parkersburg Steel Co. (Berkman family majority owner), 8%. Stations are: WSTV-TV, WSTV and FM; WRDW-TV, Augusta, Ga.; WRCB-TV, Chattanooga, Tenn.; WROC-TV, Rochester, N.Y. (WROC & FM); WJKS-TV, Jacksonville, Fla. WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WJMJ & FM, Philadelphia and WWOL & FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co. Rust Craft is Ch. 15 applicant for Utica, N.Y.

Began Operation: Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vols. 17:30, 33, 2:14).

Represented (sales) by Edward Petry & Co.

Personnel:

JACK N. BERKMAN, president.  
FRED WEBER, executive vice president.  
THEODORE A. EILAND, v.p. & general manager.  
J. B. (JEFF) DAVIDSON, national sales manager.  
GEORGE BAREIN BREGGE, dir., regional & local sales.  
GEORGE H. WILSON, promotion & publicity director.  
STAN SCOTT, news director.  
GINNY GRIFFIN, merchandising director.  
WILLIAM CHESNES, chief engineer.

DIGEST OF RATE CARD NO. 12—(May 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.; 7-11 p.m., Sun.  
\$900.00 \$480.00 \$290.00 . . . . . \$250.00\* \$200.00\* \$100.00\*

\*Class A—7-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$775 (ABC), \$775 (CBS).

548-b

	Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50 %</b>	<b>OHIO</b>					
		Belmont	25,300	24,300	96	
		Carroll	5,900	5,700	96	
		Columbiana	32,200	31,000	96	
		Guernsey	10,800	10,200	94	
		Harrison	5,300	5,000	95	
		Jefferson	28,200	27,400	97	
		Monroe	4,300	3,900	92	
		Noble	3,200	2,800	89	
		Tuscarawas	24,300	23,000	95	
		<b>PENNSYLVANIA</b>				
			Beaver	61,200	59,300	97
<b>Between 25-50 %</b>	<b>WEST VIRGINIA</b>					
		Brooke	8,600	8,400	97	
		Doddridge	1,400	1,300	89	
		Hancock	12,600	12,400	99	
		Harrison	22,100	21,300	96	
		Marshall	11,700	11,300	96	
		Ohio	22,700	21,900	97	
		Tucker	1,600	1,400	89	
		Wetzel	5,300	5,000	94	
		<b>MARYLAND</b>				
			Garrett	6,700	6,000	90
		<b>OHIO</b>				
		Coshocto.	9,800	9,100	92	
	<b>PENNSYLVANIA</b>					
		Allegheny	484,300	468,500	97	
		Butler	34,100	33,100	97	
		Lawrence	33,200	31,800	96	
		Washington	63,700	61,300	96	
	<b>WEST VIRGINIA</b>					
		Lewis	4,900	4,500	92	
		Marion	18,200	17,200	94	
		Monongalia	15,000	13,800	92	
		Pleasants	2,100	1,900	93	
		Preston	6,400	5,800	90	
(Continued on next page)						
<b>Station Totals</b>			1,446,500	1,390,100	96	
Net Weekly Circulation (March 1967)				464,800		
Average Daily Circulation (March 1967)				241,100		



**WSTV-TV, Steubenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	WEST VIRGINIA—(Continued)			
	Randolph	6,200	5,500	90
	Taylor	3,800	3,400	91
	Tyler	2,700	2,500	90
	Upshur	4,800	4,300	91
<b>Between 5-24 %</b>	OHIO			
	Holmes	5,600	4,800	85
	Mahoning	91,600	89,100	97
	Stark	108,100	104,700	97
	Washington	15,700	14,600	93
	PENNSYLVANIA			
	Armstrong	22,700	21,700	96
	Clarion	10,100	9,600	95
	Fayette	46,400	43,800	94
	Greene	10,100	9,500	94
	Mercer	38,200	36,600	96
	Westmoreland	109,300	106,000	97
	WEST VIRGINIA			
Barbour	3,400	3,100	90	
Ritchie	2,700	2,300	88	

**WBNS-TV, Columbus**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	OHIO—(Continued)			
	Coshocton	9,800	9,100	92
	Greene	31,500	30,600	97
	Hancock	17,700	17,100	97
	Holmes	5,600	4,800	85
	Jackson	8,500	8,000	94
	Lawrence	16,200	15,400	95
	Miami	25,300	24,500	97
	Noble	3,200	2,800	89
	Richland	38,700	37,200	96
	Scioto	24,600	23,300	95
	Vinton	2,600	2,400	93
	Washington	15,700	14,600	93
	WEST VIRGINIA			
	Wirt	900	800	90
	Wood	26,700	25,100	94

**Ohio**

**WLWD, Dayton**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KENTUCKY—(Continued)			
	Garrard	2,800	2,400	87
	Kenton	39,800	38,600	97
	OHIO			
	Adams	5,700	5,100	88
	Allen	32,900	31,400	95
	Brown	7,600	7,000	93
	Clermont	26,400	25,500	97
	Fayette	8,000	7,600	95
	Hamilton	284,800	274,000	96
Hardin	8,600	8,100	95	
Hocking	5,800	5,500	95	
Madison	7,500	7,100	95	

**WHIO-TV, Dayton**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA—(Continued)			
	Henry	15,300	14,700	96
	Ohio	1,000	1,000	97
	Ripley	5,900	5,500	94
	KENTUCKY			
	Boone	8,300	8,000	97
	Campbell	28,800	28,000	97
	Fleming	3,400	3,000	87
	Kenton	39,800	38,600	97
	Robertson	800	700	91
	OHIO			
	Adams	5,700	5,100	88
	Brown	7,600	7,000	93
	Hamilton	284,800	274,000	96
	Putnam	7,500	7,200	95
	Ross	17,500	16,600	95
	Van Wert	8,800	8,500	97

# Ohio—Toledo

## WDHO-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 916-kw max. and 363-kw horizontal visual, 183-kw max. and 72.4-kw horizontal aural. Antenna: 1410-ft. above av. terrain, 1467-ft. above ground, 2046-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 82° 21' 22"

Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

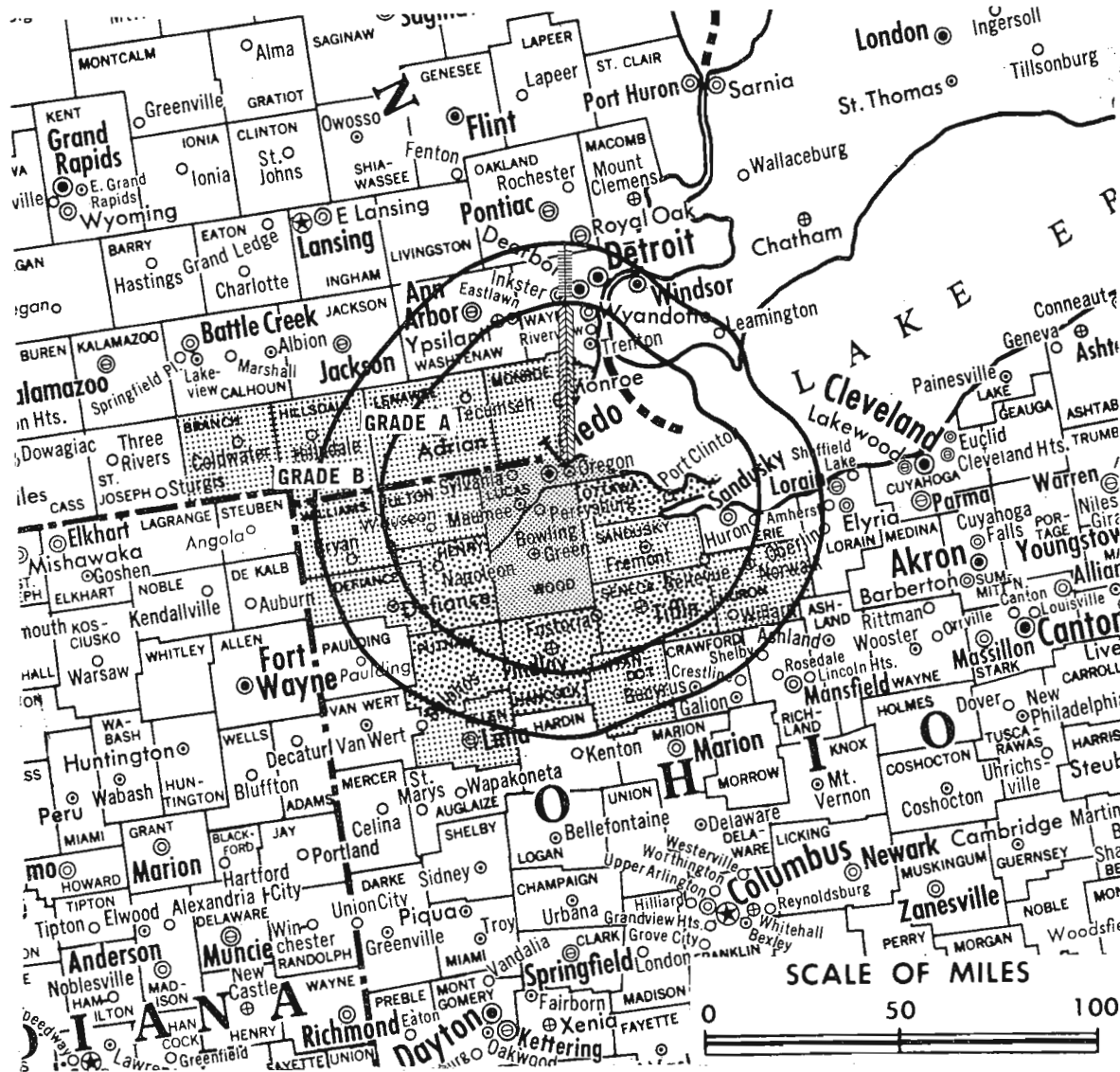
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



WDHO-TV Ref: FCC File No. BMPCT-6221 Granted 2/17/66

American Map Co., Inc., N.Y., No. 14244

## WDHO-TV

Network Service: CBS, NBC.

Licensee: D. H. Overmyer Telecasting Co. Inc., 201 East 42nd St., New York, N.Y.

Studio: Commodore Perry Hotel, 505 Jefferson St.

Telephone: 419-255-8200. TWX No.: 810-442-1646.

Ownership: D. H. Overmyer, 100%. He also holds 20% of CPs for WSCO-TV, Newport, Ky.; WBMO-TV, Atlanta, Ga.; WECO-TV, Pittsburgh, Pa.; KEMO-TV, San Francisco; KDJO-TV, Rosenberg, Tex.

Began Operation: May 3, 1966.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

### Personnel:

WILLIAM PIPHER, general manager.  
PAUL EMERSON, business manager.  
ERNEST RETY, chief engineer.  
JACK NEWMAN, program director.

### DIGEST OF RATE CARD NO. 2—(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$120.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	OHIO			
	Hancock	17,700	17,100	97
	Henry	7,600	7,400	97
	Lucas	146,600	142,500	97
	Ottawa	11,000	10,700	97
	Putnam	7,500	7,200	95
	Seneca	17,300	16,700	96
Wood	21,600	21,000	97	
Between 5-24%	MICHIGAN			
	Branch	10,100	9,700	96
	Hillsdale	10,400	9,800	94
	Lenawee	23,600	22,800	96
Monroe	30,900	30,100	97	
OHIO	Allen	32,900	31,400	95
	Defiance	9,600	9,200	96
	Fulton	8,800	8,300	95
	Huron	14,300	13,700	96
	Sandusky	17,500	17,100	97
	Williams	9,500	9,000	95
	Wyandot	6,500	6,100	95
Station Totals		403,400	389,800	97
Net Weekly Circulation (March 1967)				98,800
Average Daily Circulation (March 1967)				42,200

# Ohio—Toledo



**WSPD-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 18.2-kw aural (directional antenna). Antenna: 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road, Oregon, O., 7-mi. NNE of Toledo.

TV tape: Recording facilities.

AM Affiliate: WSPD, 5-kw, 1370 kc (NBC).

FM Affiliate: WSPD-FM, 5-kw, 101.5 mc (No. 268), 810-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

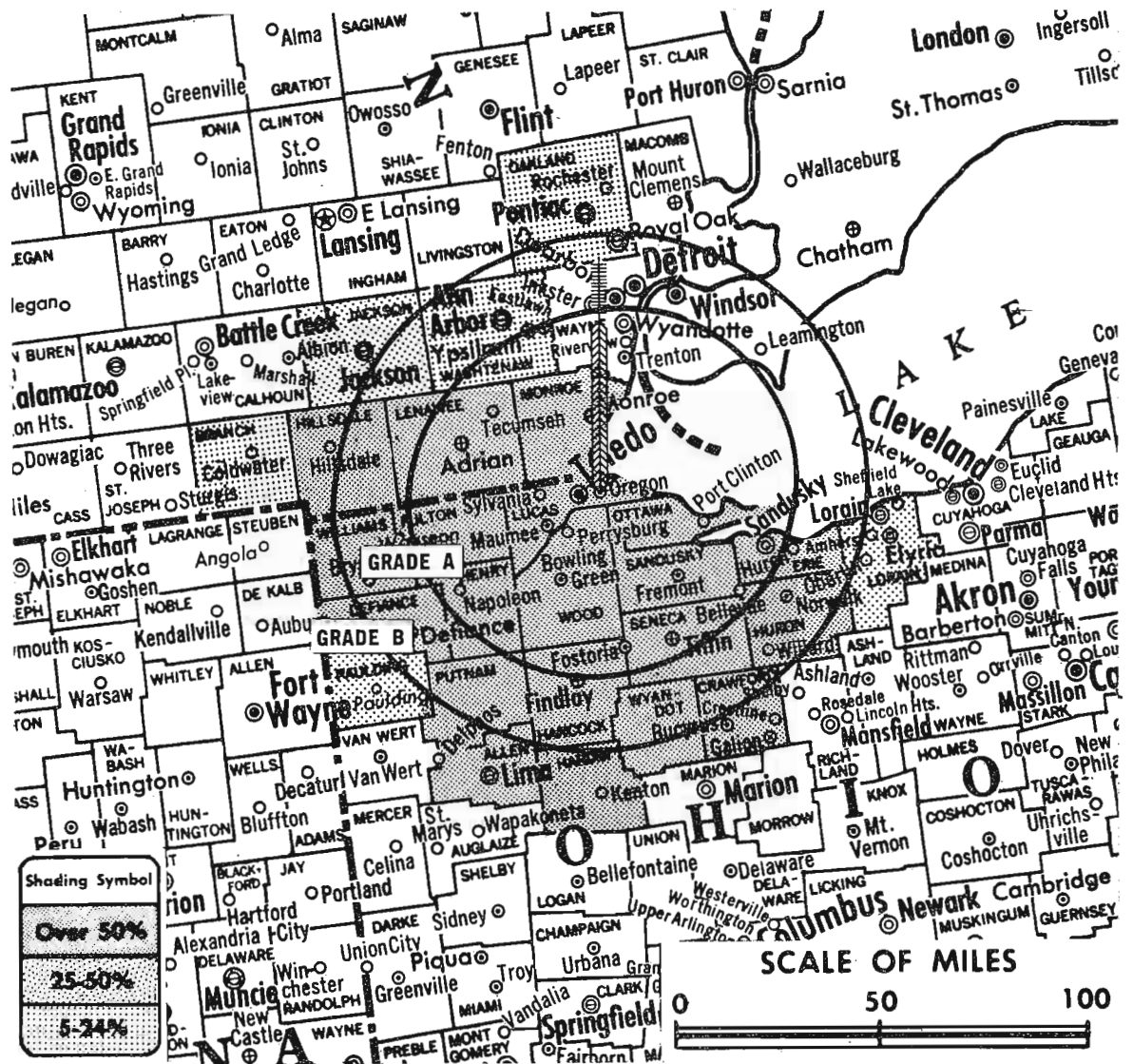
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WSPD-TV Ref: FCC File No. BMPCT-4735 Granted 5/13/69

©American Map Co., Inc., N.Y., No. 14244

## WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St. (43602).

Studio: 136 Huron St.

Telephone: 419-255-1313.

TWX No.: 810-442-1748.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

- KEITH McKENNEY, vice president & general manager.
- RICHARD FITZGIBBONS, general sales manager.
- DAVID CROMWELL, production manager.
- JOHN STEINWAND, operations manager.
- GEORGE FULOP, chief engineer.

### DIGEST OF RATE CARD NO. 24 (July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. 40 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$450.00 \$610.00\* \$380.00\* \$190.00\*

\*Class AA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Hillsdale	10,400	9,800	94
	Lenawee	23,600	22,800	96
	Monroe	30,900	30,100	97
	OHIO			
	Allen	32,900	31,400	95
	Crawford	15,100	14,500	96
	Defiance	9,600	9,200	96
	Erie	21,900	21,200	97
	Fulton	8,800	8,300	95
	Hancock	17,700	17,100	97
	Hardin	8,600	8,100	95
	Henry	7,600	7,400	97
	Huron	14,300	13,700	96
	Lucas	146,600	142,500	97
Ottawa	11,000	10,700	97	
Putnam	7,500	7,200	95	
Sandusky	17,500	17,100	97	
Seneca	17,300	16,700	96	
Williams	9,500	9,000	95	
Wood	21,600	21,000	97	
Wyandot	6,500	6,100	95	
Between 5-24%	MICHIGAN			
	Branch	10,100	9,700	96
	Jackson	41,100	39,800	97
	Oakland	226,500	222,700	98
	Washtenaw	53,900	50,700	94
OHIO				
Lorain	70,500	68,600	97	
Paulding	5,300	5,000	96	
Station Totals		846,300	820,400	97
Net Weekly Circulation (March 1967)				409,800
Average Daily Circulation (March 1967)				284,800

# Ohio—Toledo



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, Ohio.

TV tape: Recording facilities.

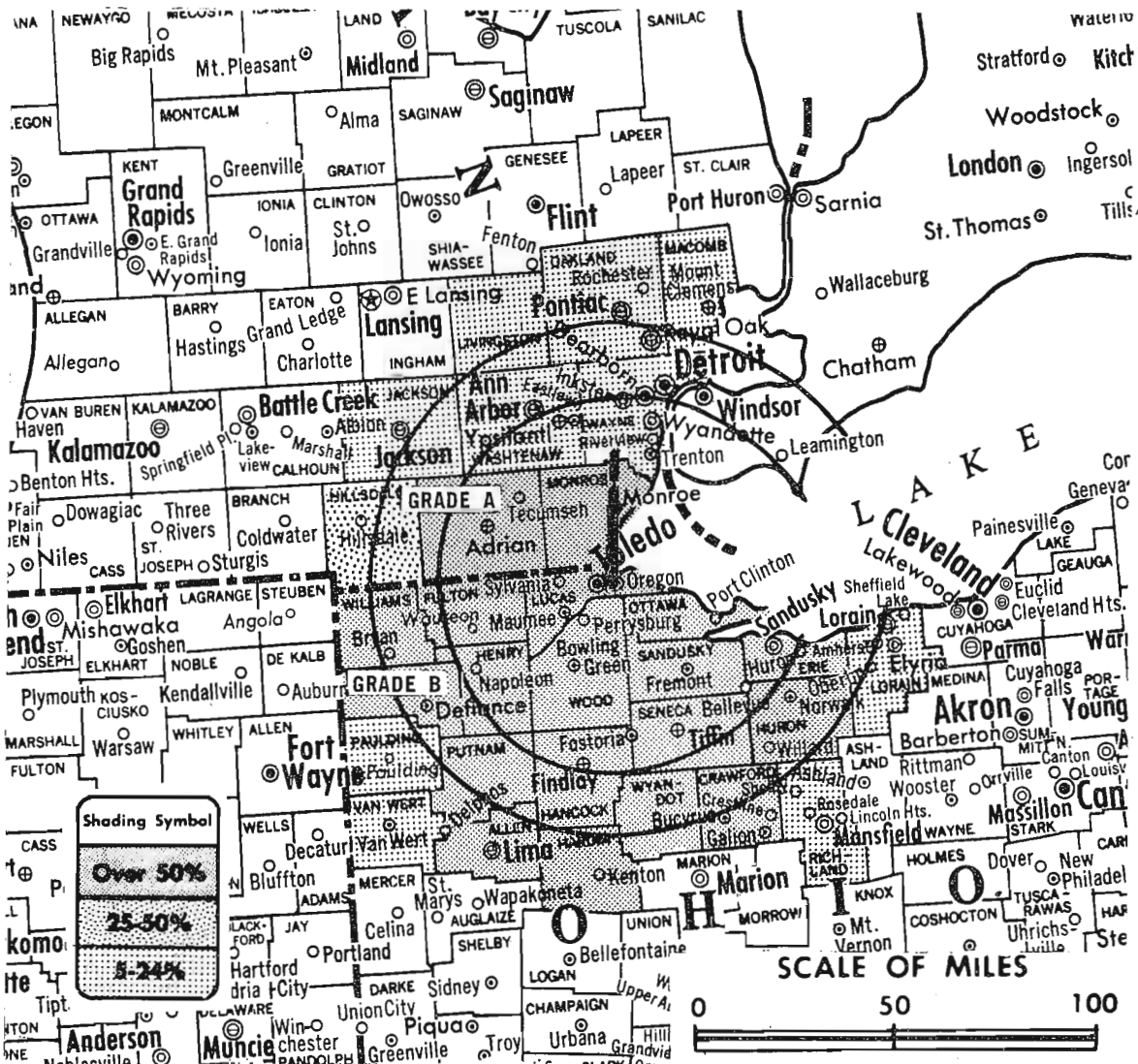
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WTOL-TV Ref: FCC File No. BPCT-590 Granted 7/23/58

©American Map Co., Inc., N.Y., No. 14244

## WTOL-TV

Licensee: Cosmos Broadcasting Corp., 604 Jackson St., Toledo, O. (43604).

Studio: 604 Jackson St.

Telephone: 419-244-7411.

TWX No.: 810-442-1609.

Ownership: Cosmos Broadcasting Corp., G. Richard Shafto, pres., 1111 Bull St., Columbia, S.C. For other interests see WIS-TV, Columbia, S.C.

Began Operation: Dec. 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46, 5:11).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- CHARLES A. BATSON, general manager.
- REYNARD A. CORLEY, administrative asst. to general manager.
- MICKEY L. HOOTEN, program & operations manager.
- JACK SPRING, general sales manager.
- HARLEY WEST, local & regional sales manager.
- WILLIAM E. MOORE, production manager.
- DONALD M. HESS, promotion director.
- JOE GILLIS, news director.
- JOHN SAUNDERS, public affairs director.
- WYATT McDANIEL, chief engineer.

### DIGEST OF RATE CARD NO. 9

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1400.00	\$850.00	.....		

Graded rates apply\*

\*Highest rate: \$575.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN			
	Lenawee	23,600	22,800	96
	Monroe	30,900	30,100	97
	OHIO			
	Allen	32,900	31,400	95
	Crawford	15,100	14,500	96
	Defiance	9,600	9,200	96
	Erie	21,900	21,200	97
	Fulton	8,800	8,300	95
	Hancock	17,700	17,100	97
	Hardin	8,600	8,100	95
	Henry	7,600	7,400	97
	Huron	14,300	13,700	96
	Lucas	146,600	142,500	97
	Ottawa	11,000	10,700	97
	Putnam	7,500	7,200	95
	Sandusky	17,500	17,100	97
	Seneca	17,300	16,700	96
	Williams	9,500	9,000	95
Wood	21,600	21,000	97	
Wyandot	6,500	6,100	95	
<b>Between 25-50%</b>	MICHIGAN			
	Hillsdale	10,400	9,800	94
<b>Between 5-24%</b>	MICHIGAN			
	Jackson	41,100	39,800	97
	Livingston	12,400	12,100	97
	Macomb	145,300	143,100	99
	Oakland	226,500	222,700	98
	Washtenaw	53,900	50,700	94
	Wayne	827,100	802,900	97
	OHIO			
	Lorain	70,500	68,600	97
	Paulding	5,300	5,000	96
Richland	38,700	37,200	96	
Van Wert	8,800	8,500	97	
Station Totals		1,868,500	1,814,500	97
Net Weekly Circulation (March 1967)				468,600
Average Daily Circulation (March 1967)				313,800



# Ohio—Youngstown



**WFMJ-TV**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 263-kw horizontal visual, 200-kw maximum and 52.6-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level with 0.75° tilt.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

Transmitter: Mabel St.

Studio: 101 W. Boardman St.

AM Affiliate: WFMJ, 5-kw, 1390 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

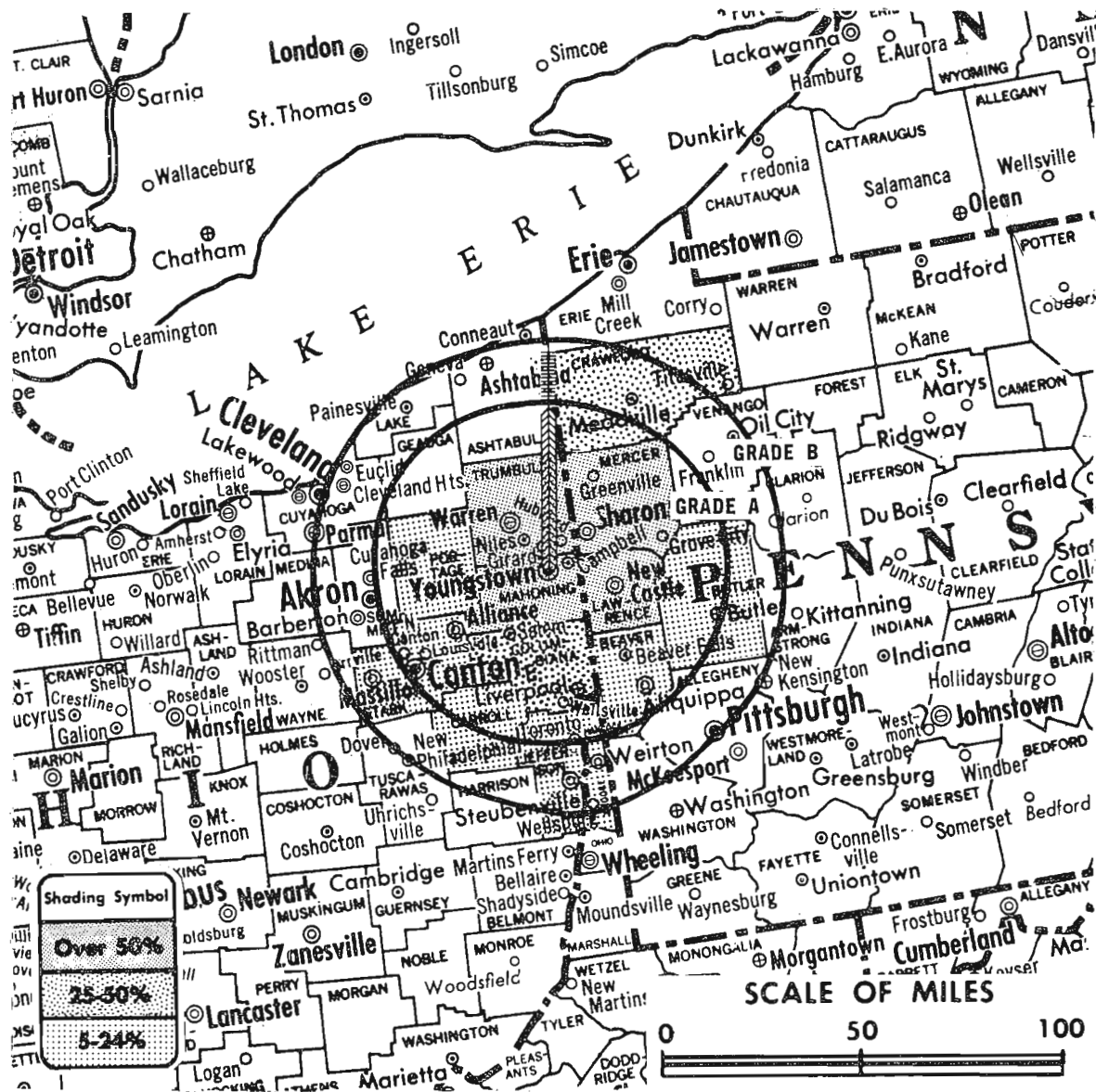
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WFMJ-TV Ref: FCC File No. BMPCT-5949 Granted 4/8/64

©American Map Co., Inc., N.Y., No. 14244

## WFMJ-TV

Licensee: The Vindicator Printing Co., 101 W. Boardman St. (44503).

Telephone: 216-744-8611.

TWX No.: 216-736-0106.

Ownership: Vindicator Printing Co., publisher of Youngstown Vindicator, 43.88% (treasury stock); E. W. Scripps Co., 26%; William F. Maag Jr., pres., 26%; William J. Brown, v.p., treas., 17%; Elizabeth M. Brown, secy., 17%; Frances R. Lower, 5%. 27 others, none over 5%.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Carl E. Smith.

Represented (sales) by Blair Television Associates Inc.

Personnel:

- WILLIAM F. MAAG JR., president.
- MITCHELL F. STANLEY, manager, sales manager & film buyer.
- JAY GRIER, TV program manager.
- GENE DONAHAY, film director.
- FRANK DIERINGER, chief engineer.

### DIGEST OF RATE CARD NO. 9 (April 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$110.00 \$50.00
NETWORK BASE HOURLY RATE: \$500.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO			
	Mahoning	91,600	89,100	97
	Trumbull	65,200	63,400	97
	PENNSYLVANIA			
	Lawrence	33,200	31,800	96
	Mercer	38,200	36,600	96
Between 25-50%	OHIO			
	Columbiana	32,200	31,000	96
	PENNSYLVANIA			
	Crawford	22,700	21,300	94
Between 5-24%	OHIO			
	Carroll	5,900	5,700	96
	Jefferson	28,200	27,400	97
	Portage	28,800	28,000	97
	Stark	108,100	104,700	97
	PENNSYLVANIA			
	Beaver	61,200	59,300	97
Butler	34,100	33,100	97	
WEST VIRGINIA				
	Brooke	8,600	8,400	97
	Hancock	12,600	12,400	99
Station Totals		570,600	552,200	97
Net Weekly Circulation (March 1967)				230,600
Average Daily Circulation (March 1967)				165,500

For Color Set Penetration by Markets  
See Services Volume

# Ohio—Youngstown



**WKBN-TV**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 1000-kw maximum and 462-kw horizontal visual, 93-kw aural. Antenna: 630-ft. above av. terrain, 663-ft. above ground, 1774-ft. above sea level, using electrical beam tilt.

Latitude 41° 03' 30"  
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

Studio: 3930 Sunset Blvd.

TV tape: Recording facilities.

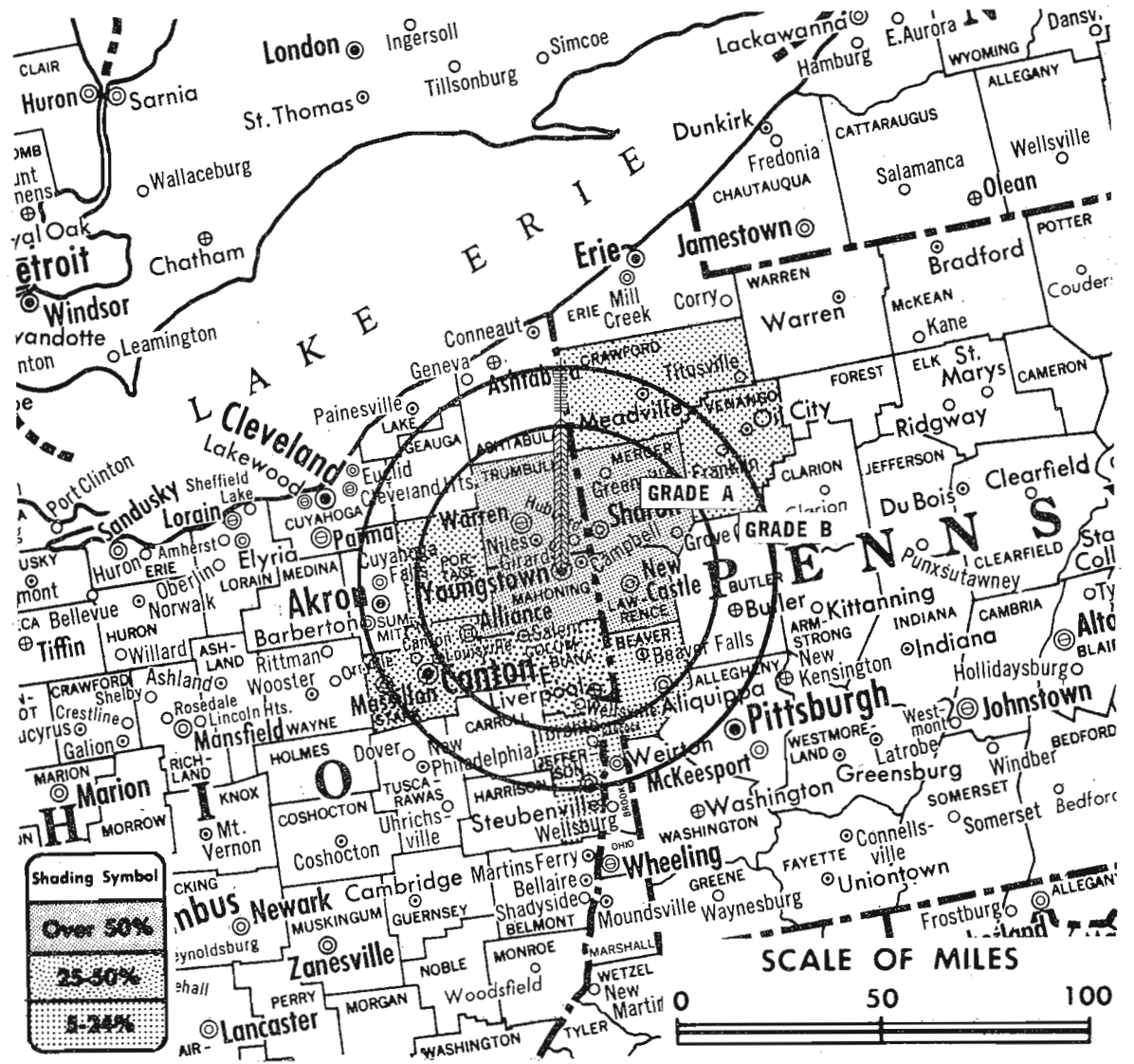
AM Affiliate: WKBN, 5-kw, 570 kc (CBS).

FM Affiliate: WKBN-FM, 50-kw, 98.9 mc (No. 255), 545-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WKBN-TV Ref: FCC File No. BPCT-3060 Granted 8/19/62 ©American Map Co., Inc., N.Y., No. 14244

## WKBN-TV

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. (44512).

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; David Stewart, treas.; Ruth L. Cruikshank, secy. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treas. (Television Digest, Vol. 14:34).

Began Operation: Jan. 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by David L. Steel Sr.

Personnel:

- W. P. WILLIAMSON JR., president & general manager.
- W. P. WILLIAMSON III, asst. general manager.
- DAVID V. STEWART, sales director.
- TED CONNER, public relations director.
- NORMAN BERGER, TV program director & film buyer.
- B. T. WILKENS, chief engineer.

### DIGEST OF RATE CARD NO. A10a (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.  
\$500.00 \$300.00 \$200.00 \$150.00 \$120.00\* \$110.00\* \$65.00\*

\*Class A—7:30-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Mahoning	91,600	89,100	97
	Trumbull	65,200	63,400	97
	PENNSYLVANIA			
	Lawrence	33,200	31,800	96
	Mercer	38,200	36,600	96
<b>Between 25-50%</b>	OHIO			
	Columbiana	32,200	31,000	96
<b>Between 5-24%</b>	OHIO			
	Jefferson	28,200	27,400	97
	Portage	28,800	28,000	97
	Stark	108,100	104,700	97
	PENNSYLVANIA			
	Beaver	61,200	59,300	97
	Crawford	22,700	21,300	94
	Venango	18,100	16,800	93
WEST VIRGINIA				
Hancock	12,600	12,400	99	
Station Totals		540,100	521,800	97
Net Weekly Circulation (March 1967)			226,400	
Average Daily Circulation (March 1967)			160,300	

For Index to Contents  
See Services Volume

# Ohio—Youngstown



**WYTV**



Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 580-ft. above av. terrain, 643-ft. above ground, 1668-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 6.5"

Transmitter: 3800 Shady Run Rd., Youngstown.

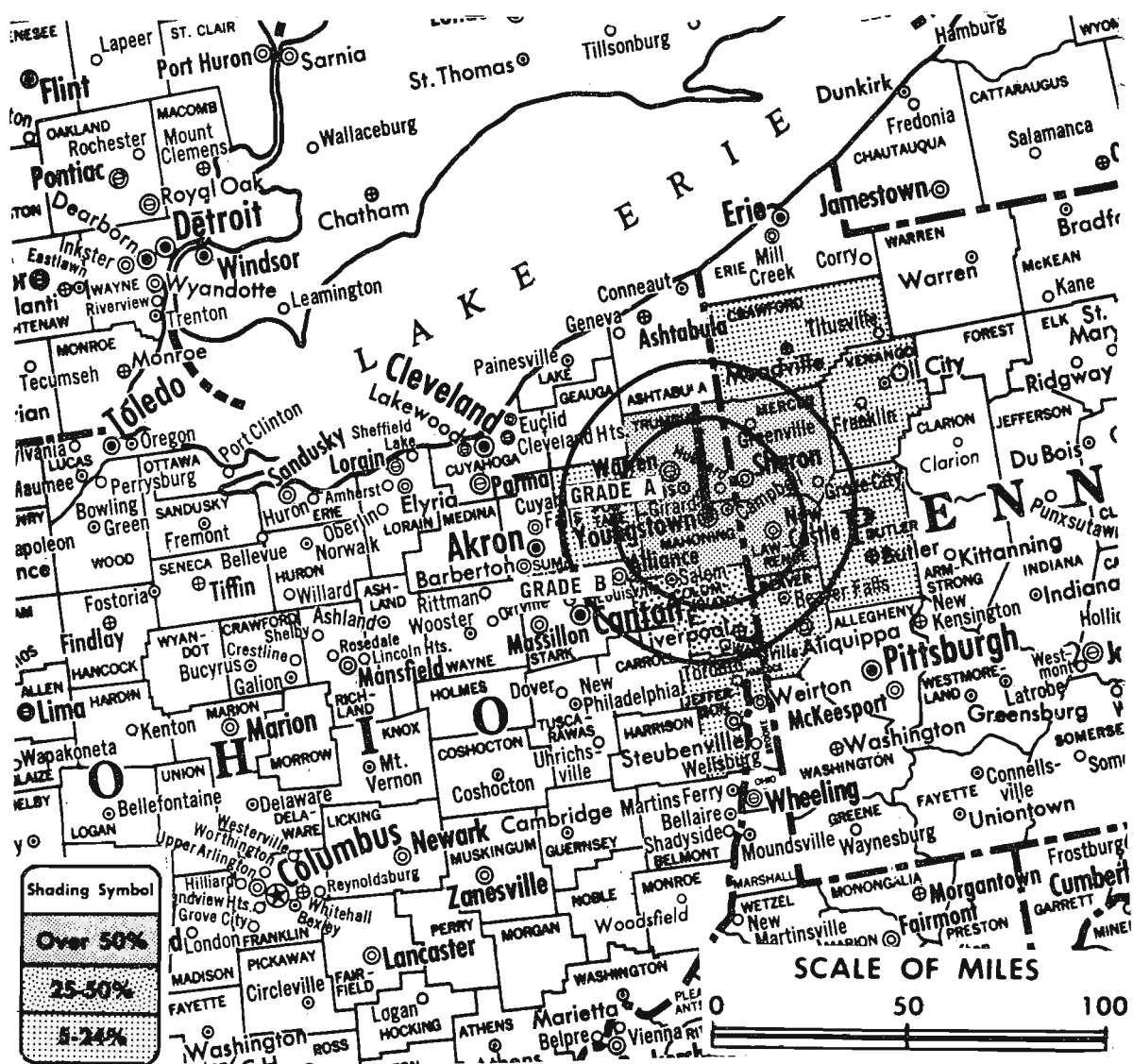
Studio: 3800 Shady Run Rd.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



WYTV Ref: FCC File No. BPCT-2568 Granted 7/29/59

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## WYTV

Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).

Telephone: 216-788-2424.

TWX No.: 216-736-0110.

Ownership: Edwin G. Richter Jr., 25%; Edgewood Investment, 25%; Adam Young, 26.4%; Howard D. Duncan Jr., 20%; James F. O'Grady, 3%; William L. Wallace, .6%. Richter also owns 28% of radio KAIR, Tucson, Ariz.

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, O. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to present owners by WKST-TV Inc. (wholly-owned by Communications Industries Corp.) was approved Feb. 5, 1965 by FCC (Vols. 4:47, 5:7). Sale to WKST-TV Inc. by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16).

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

HOWARD D. DUNCAN JR., v.p. & general manager.  
CHARLES DE VAULT, asst. general manager & film buyer.  
ARTHUR TAYLOR, chief engineer.

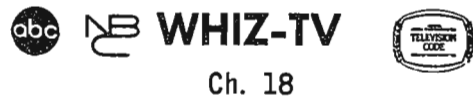
### DIGEST OF RATE CARD NO. C-4 (June 15, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00
NETWORK BASE HOURLY RATE:	\$450.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Mahoning	91,600	89,100	97
	Trumbull	65,200	63,400	97
	PENNSYLVANIA			
	Lawrence	33,200	31,800	96
	Mercer	38,200	36,600	96
<b>Between 25-50%</b>	OHIO			
	Columbiana	32,200	31,000	96
<b>Between 5-24%</b>	OHIO			
	Jefferson	28,200	27,400	97
	Portage	28,800	28,000	97
	PENNSYLVANIA			
	Beaver	61,200	59,300	97
	Butler	34,100	33,100	97
	Crawford	22,700	21,300	94
	Venango	18,100	16,800	93
WEST VIRGINIA				
Hancock	12,600	12,400	99	
Station Totals		466,100	450,200	97
Net Weekly Circulation (March 1967)			211,200	
Average Daily Circulation (March 1967)			129,500	

For Ohio CATV Systems  
See Services Volume

# Ohio—Zanesville



Ch. 18

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 212-kw visual, 37.2-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

Latitude 39° 55' 42"  
Longitude 81° 59' 06"

Transmitter: Downerd Rd.

AM Affiliate: WHIZ, 1-kw (.25-kw, night), 1240 kc (NBC).

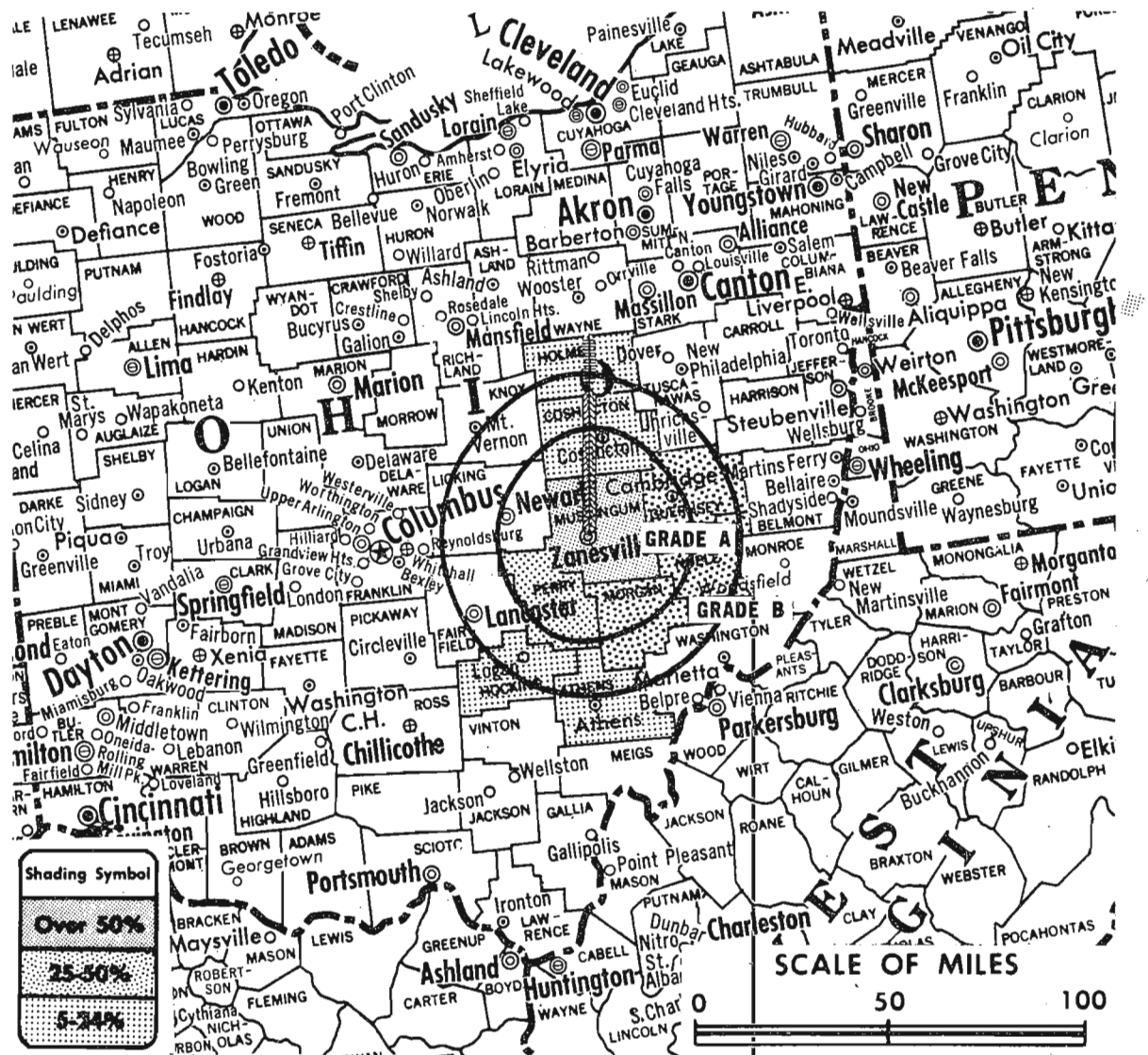
FM Affiliate: WHIZ-FM, 15-kw, 102.5 mc (No. 273), 490-ft. antenna height.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WHIZ-TV Ref: FCC File No. BPCT-3305 Granted 4/13/64

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## WHIZ-TV

Network Service: ABC, NBC; also CBS, on per program basis.

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd. (43701).

Telephones: 614-452-5431 (office); 614-453-0361 (studio).

Ownership: General partnership: T/R Inc., 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Ownership interlocks with Zanesville Publishing Co. Zanesville Publishing owners are Clay Littick, 47.5%; Arthur S. Littick, 47.5%; Wm. O. Littick, 5%. Southeastern Ohio Bcstg. System Inc. owners are T/R Inc., 60%; Ernest Graham, 20%; Clarence Graham, 20%. T/R Inc. also operates WTAP-TV, Parkersburg, W. Va.; radios WTAP, Parkersburg; WNXT, Portsmouth; WOMP & FM, Bellaire, O.; Zanesville Publishing Co. operates WZIP & FM, Cincinnati, O. Note: Sale of WTAP-TV & WTAP, Parkersburg to Broadcasting Services Inc. pends.

Began Operation: May 15, 1953.

Represented (sales) by Savalli/Gates National Representatives Inc.; Regional Reps Corp.

Represented (legal) by Jones & Baker.

Represented (engineering) by Lohnes & Culver.

Personnel:

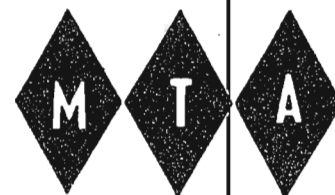
ALLAN LAND, broadcasting group manager & film buyer.  
ROBERT HODOUS, general manager.  
NATE MILDER, director of sales.  
C. E. HARTMEYER, chief engineer.  
REED MELLON, director of programs.  
RALPH YOUNG, film operation manager.

DIGEST OF RATE CARD NO. 1  
(April 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A—	6:29-11 p.m., daily.					
	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
						\$15.00

NETWORK BASE HOURLY RATE: \$120 (ABC), \$120 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO Muskingum	23,400	22,300	95
Between 25-50%	OHIO Guernsey	10,800	10,200	94
	Morgan	3,400	3,100	92
	Noble	3,200	2,800	89
Between 5-24%	OHIO Athens	12,100	11,200	92
	Coshocton	9,800	9,100	92
	Hocking	5,800	5,500	95
	Holmes	5,600	4,800	85
	Perry	7,600	7,200	95
Station Totals		81,700	76,200	93
Net Weekly Circulation (March 1967)				30,100
Average Daily Circulation (March 1967)				23,200



MALARKEY, TAYLOR & ASSOCIATES

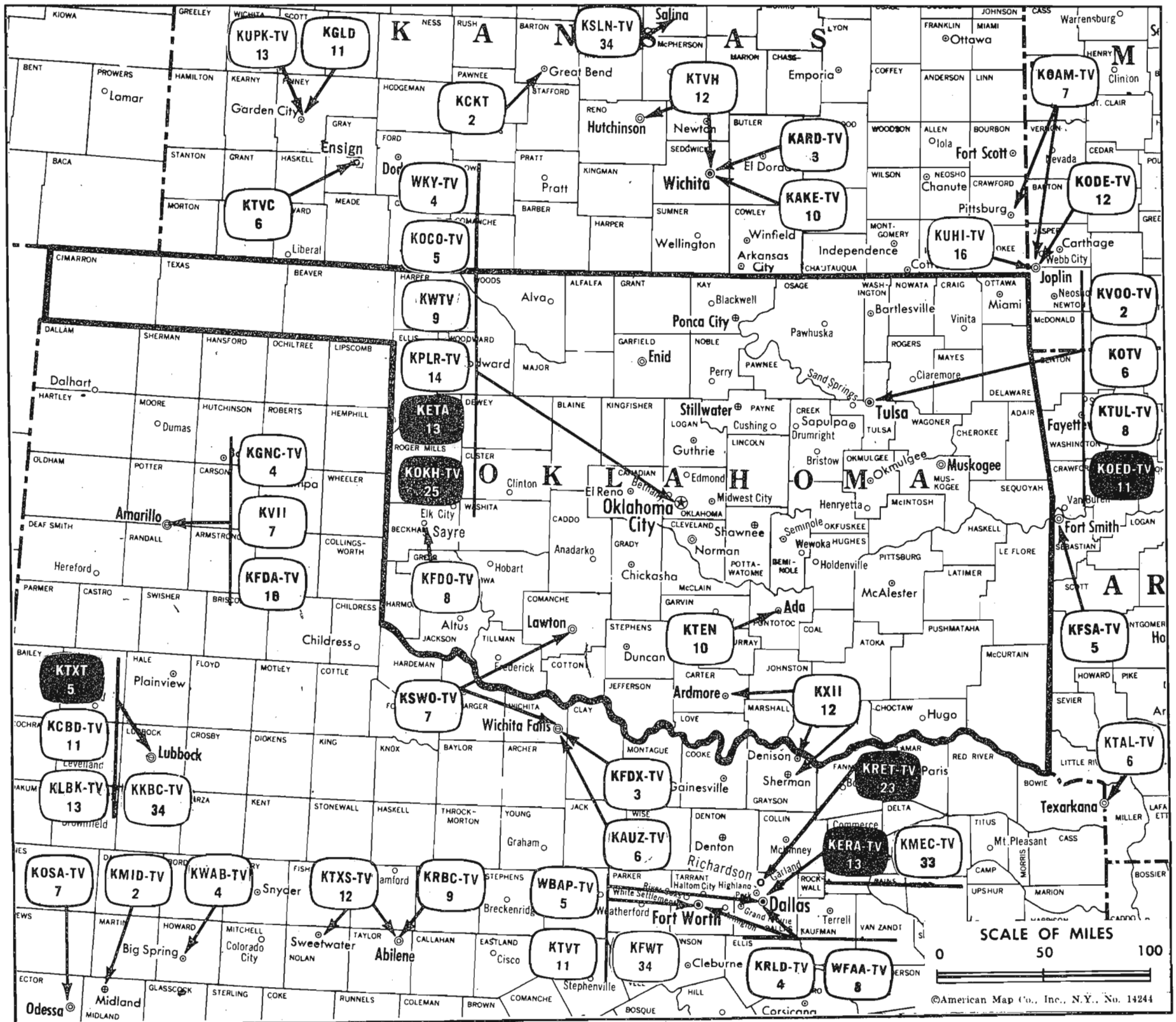
CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Oklahoma City	362,800	51	495,200	80	462,200	78
Tulsa	316,600	57	500,900	78	460,300	79
Lawton-Wichita Falls	134,500	128	190,300	156	177,700	154
Ada	65,700	173	128,500	184	114,700	185
Ardmore	58,900	182	140,600	177	126,900	180

### Oklahoma Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

For Additional Data, See Next Page

# Oklahoma

## 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.)

## BLACKBURN & COMPANY, INC.

*Radio • TV • CATV • Newspaper Brokers*

Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 74.2-kw visual, 14.8-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"

Requests change to 260-kw visual, 37.1-kw aural, transmitter redescribed as 73-1 N. Kelly St. BPET—273.

### KOKH-TV

Oklahoma City

Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

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 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 2146, Norman, Okla. (73069).

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 259-kw visual, 37-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"

# Oklahoma—Ada



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.

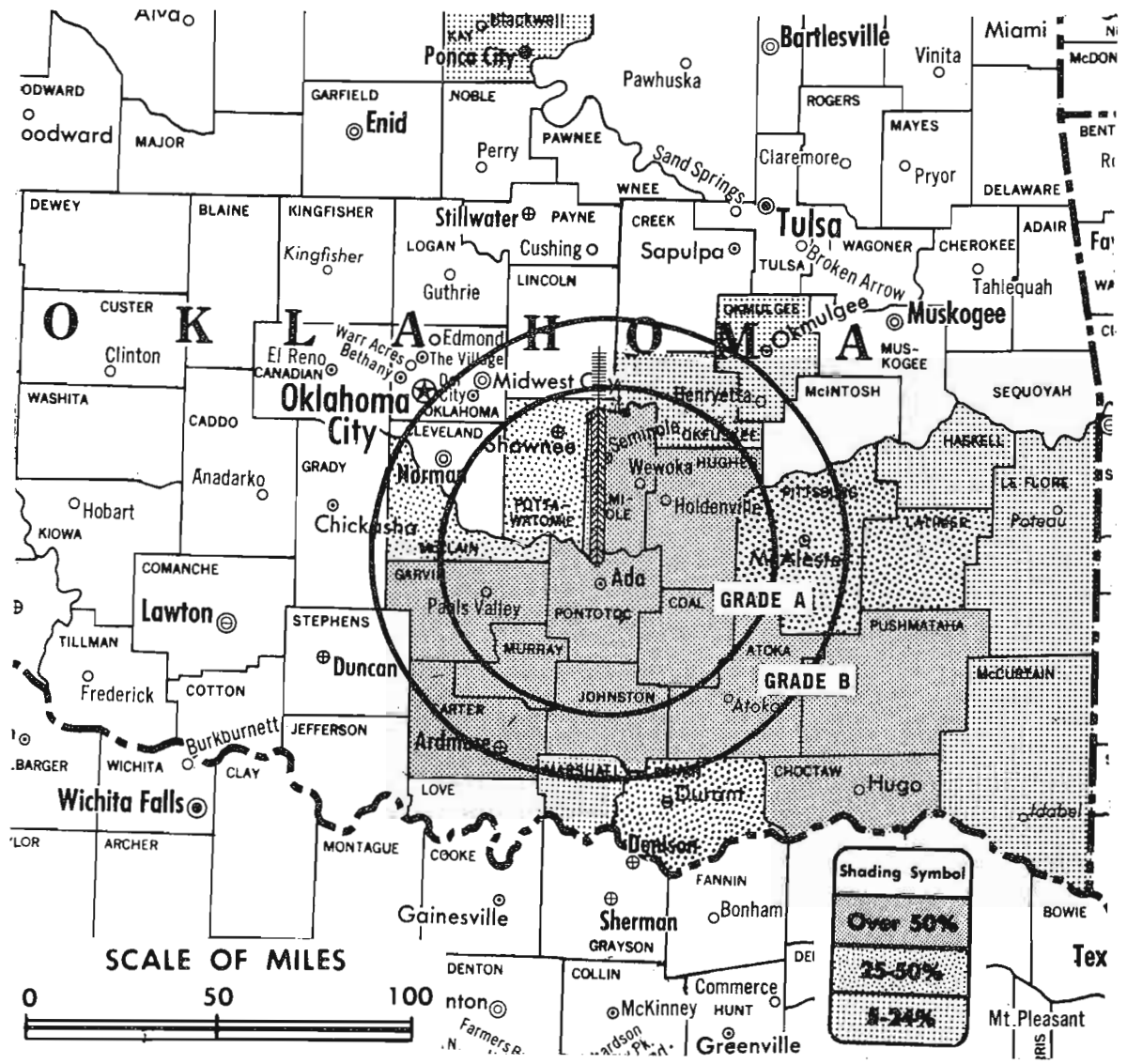
TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



## 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., 66.59%; over 40 other stockholders, only 3 with as much as 2.5%. Eastern Oklahoma Television also holds CP for radio KEOR, Atoka, Okla. and owns KTEN Cablevision which operates a CATV system in Ada.

Began Operation: April 28, 1954.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

BILL HOOVER, president, general manager & film buyer.  
R. JACK HOOVER, vice president & program manager.  
MARGARET NALL, traffic manager.  
GEORGE MILLER, news director.  
FRED SMITH, chief engineer.  
JACK M. HOOVER, radio station 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: \$250 (ABC), \$250 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>OKLAHOMA</b>				
		Atoka	2,400	2,200	93
		Carter	14,500	13,300	92
		Choctaw	4,300	3,300	78
		Coal	1,200	1,100	94
		Garvin	9,300	8,800	95
		Hughes	4,100	3,900	94
		Johnston	2,100	1,800	86
		Murray	3,900	3,700	95
		Pontotoc	9,400	8,900	95
		Pushmataha	2,400	1,900	81
	Seminole	7,300	6,700	93	
<b>Between 25-50%</b>	<b>OKLAHOMA</b>				
		Bryan	7,400	6,400	86
		Latimer	1,900	1,500	80
		Mc Clain	3,900	3,700	95
		Pittsburg	10,100	9,000	90
	Pottawatomie	14,300	13,200	93	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>				
		Haskell	1,900	1,700	88
		Kay	18,700	17,400	93
		Le Flore	8,500	7,400	87
		Marshall	2,200	2,100	92
		Mc Curtain	7,000	5,900	84
		Okfuskee	2,600	2,200	86
	Okmulgee	11,300	10,500	93	
<b>Station Totals</b>			<b>150,700</b>	<b>136,600</b>	<b>91</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>65,700</b>		
<b>Average Daily Circulation (March 1967)</b>			<b>38,700</b>		

# Oklahoma—Ardmore & Sherman-Denison, Texas

**NBC** **KXII**  
Ch. 12

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.

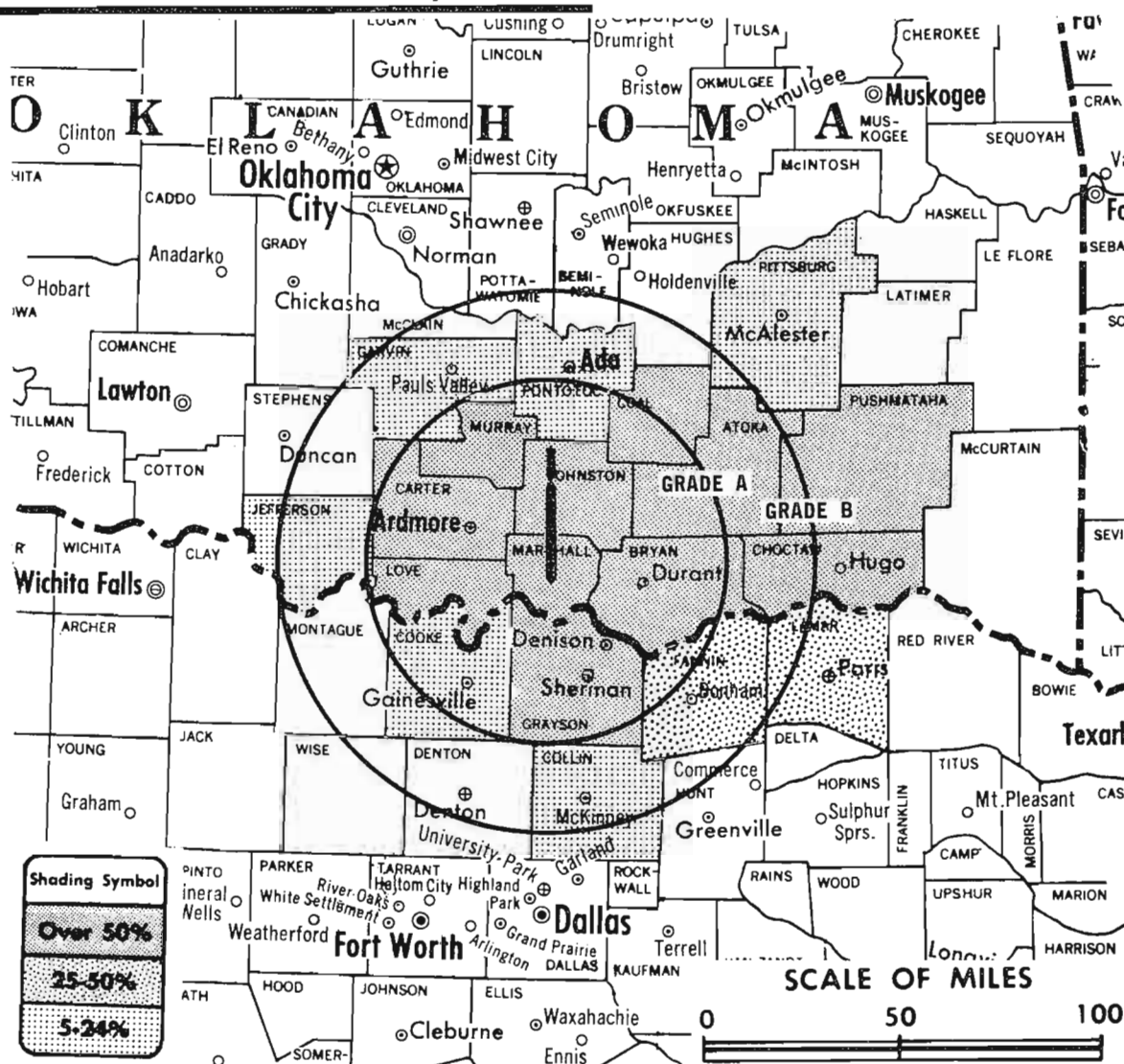
Latitude 34° 02' 29"  
Longitude 96° 48' 04"

Transmitter: 3.8-mi. SSW of Madill.

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KXII Ref: FCC File No. BMPCT-5362 Granted 8/17/59

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## KXII

Network Service: NBC; also CBS, on per program basis.

Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75091).

Studio: Hwy. 75 N., midway between Sherman & Denison.

Telephone: 214-892-8123.

Ownership: See KLFY-TV, Lafayette, La.

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, manager.

PETE McNEE, national sales manager.

GIL LEE, operations director.

### 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: \$200 (NBC).						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OKLAHOMA				
		Atoka	2,400	2,200	93
		Bryan	7,400	6,400	86
		Carter	14,500	13,300	92
		Choctaw	4,300	3,300	78
		Coal	1,200	1,100	94
		Johnston	2,100	1,800	86
		Love	1,300	1,200	89
		Marshall	2,200	2,100	92
		Murray	3,900	3,700	95
	Pushmataha	2,400	1,900	81	
<b>Between 25-50%</b>	TEXAS				
		Grayson	25,200	23,200	92
		Fannin	6,600	5,700	87
	Lamar	9,700	7,700	79	
<b>Between 5-24%</b>	OKLAHOMA				
		Garvin	9,300	8,800	95
		Jefferson	2,300	2,100	92
		Pittsburg	10,100	9,000	90
		Pontotoc	9,400	8,900	95
TEXAS					
	Collin	18,200	16,800	92	
	Cooke	7,600	7,000	92	
<b>Station Totals</b>			140,100	126,200	90
Net Weekly Circulation (March 1967)					58,900
Average Daily Circulation (March 1967)					38,200



# 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.

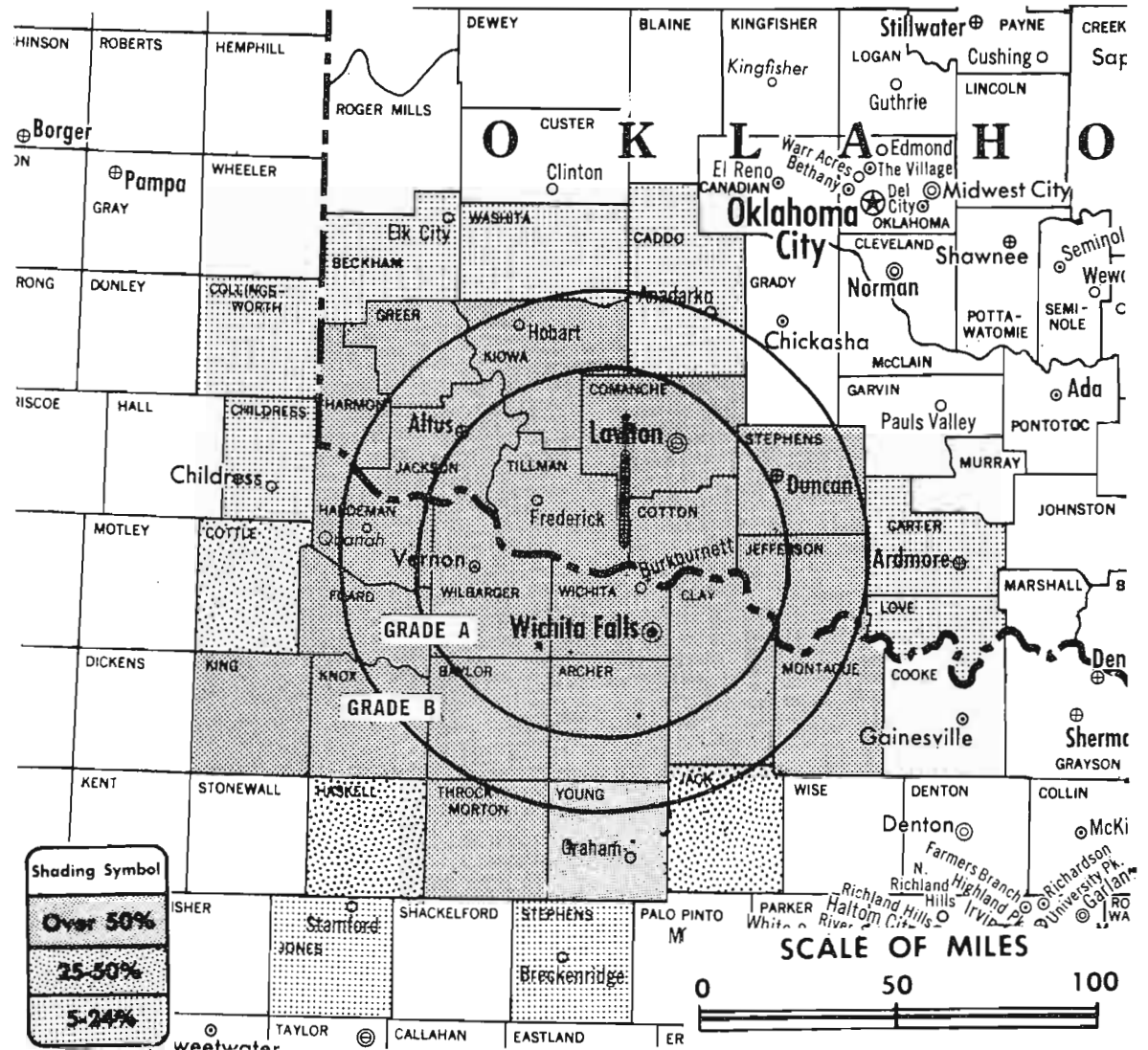
Studio: Administration Bldg., 4-mi. E of Lawton.

AM Affiliate: KSWO, 1-kw, 1380 kc (ABC).

Color: Network, live, film & slide.

News Wire Service: UPI.

Total Households © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KSWO-TV Ref: FCC File No. BMPCT-5424 Granted 1/18/60

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## 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 Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

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	\$45.00

NETWORK BASE HOURLY RATE: \$375.

For Oklahoma CATV Systems

See CATV Directory

In Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>OKLAHOMA</b>			
	Comanche	29,500	27,900	94
	Cotton	2,000	1,900	93
	Greer	2,400	2,100	86
	Harmon	1,400	1,300	89
	Jackson	11,400	10,700	94
	Jefferson	2,300	2,100	92
	Kiowa	4,500	4,100	92
	Stephens	14,000	13,200	94
	Tillman	4,400	4,100	92
	<b>TEXAS</b>			
	Archer	2,400	2,300	96
	Baylor	1,600	1,500	96
	Clay	2,400	2,200	95
<b>Between 25-50%</b>	<b>TEXAS</b>			
	Cottle	700	600	86
	Haskell	3,100	2,800	90
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Beckham	5,600	4,900	87
	Caddo	8,200	7,500	92
	Carter	14,500	13,300	92
	Love	1,300	1,200	89
	Washita	5,700	5,400	94
	<b>TEXAS</b>			
	Childress	1,800	1,600	90
	Collingsworth	1,300	1,000	80
	Jones	5,800	5,400	93
Stephens	2,500	2,200	89	
<b>Station Totals</b>		195,200	182,300	93
<b>Net Weekly Circulation (March 1967)</b>				130,800
<b>Average Daily Circulation (March 1967)</b>				87,400

# Oklahoma—Oklahoma City

## KLPR-TV

Ch. 14

(Off air Dec. 12, 1967)

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 1020-kw max. and 832-kw horizontal visual, 102-kw max. and 83.2-kw horizontal aural. Antenna: 590-ft. above av. terrain, 598-ft. above ground, 1878-ft. above sea level.

Latitude 35° 23' 14"  
Longitude 97° 29' 56"

Transmitter: 716 SE 79th St.

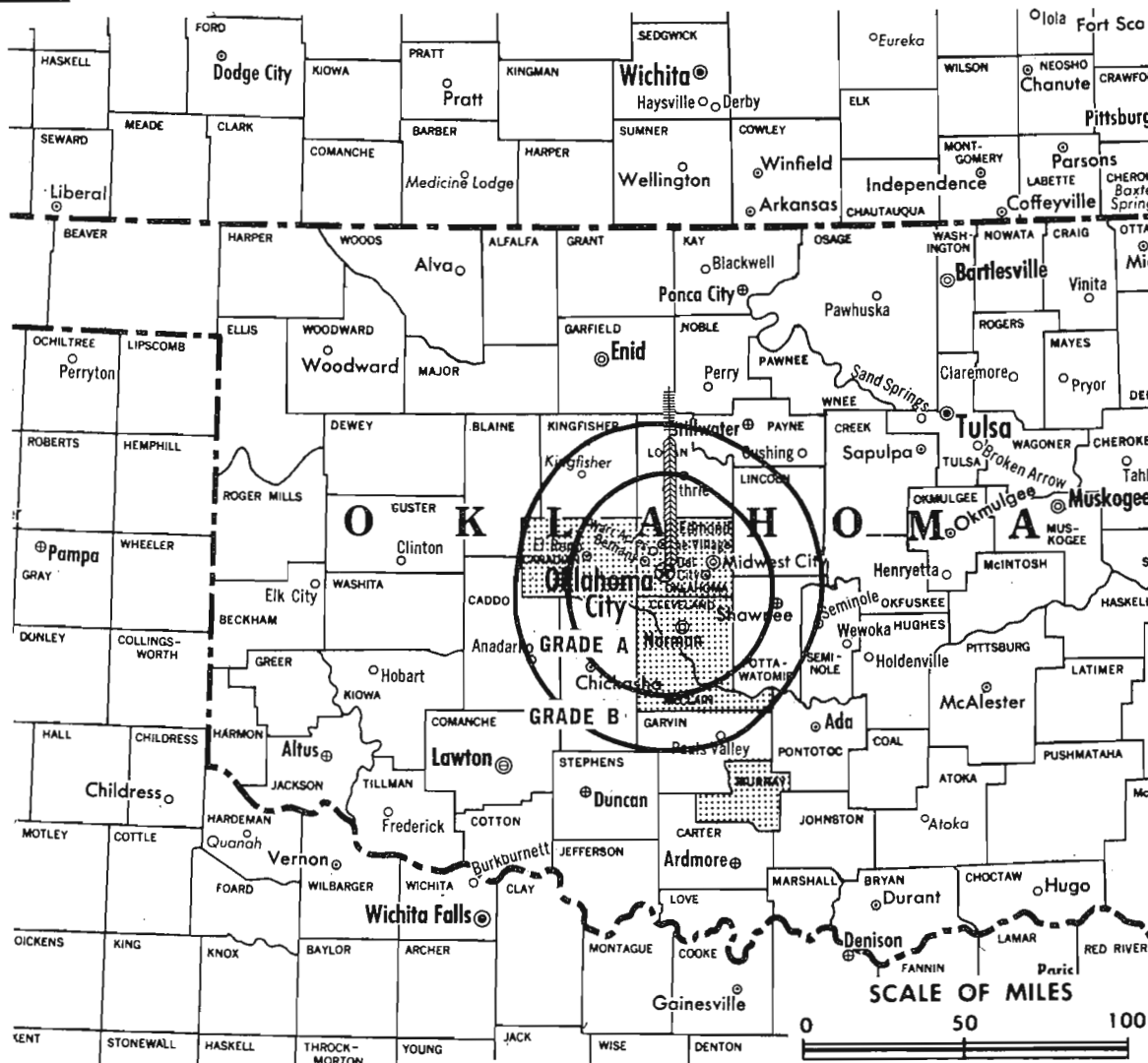
AM Affiliate: KLPR, 1-kw, 1140 kc.

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



KLPR-TV Ref: FCC File No. BPCT-3118 Granted 2/24/65

© American Map Co., Inc., N.Y., No. 14244

## KLPR-TV

Network Service: None, independent.

Grantee: KLPR-TV Inc., Box 94970.

Studio: 716 SE 79th St.

Telephone: Melrose 4-1411.

Ownership: L. M. (Jack) Beasley, pres., 25%; Omer Carl Thompson, v.p., 25%; Coronado Corp., 50%. Beasley also owns 55% of radio KLPR, 32.5% of radio KTOW, Sand Springs, Okla.; 51% of radio KFAY, Fayetteville, Ark. and 25% of radio KTCS & FM, Fort Smith, Ark. Thompson owns 30% of KTCS & FM, 32.5% of KTOW, 15% of KFAY, 5% of radio KLPR. Coronado Corp.'s major stockholders with 9.09% each are: W. D. Amis, L. M. Beasley, P. D. Casper, A. R. Campbell, Frank Dennis, George Epperly, Foster Estes and Roy Seikel.

Began Operation: June 1, 1966. Left air Dec. 12, 1967.

Represented (sales) by Adam Young-VTM Inc.

Personnel:

L. M. (JACK) BEASLEY, president & film buyer.  
OMER C. THOMPSON, v.p. & general manager.  
BOB DENNIS, sales manager.  
GENEVA BETHELL, traffic manager.  
LLOYD RICHARDS, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$210.00	\$126.00	\$84.00	\$63.00	\$42.00	\$35.70	\$20.15

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	OKLAHOMA			
	Canadian	10,100	9,600	95
	Cleveland	21,200	19,700	93
	Mc Clain	3,900	3,700	95
	Murray	3,900	3,700	95
	Oklahoma	171,500	162,800	95
Station Totals		210,600	199,500	95
Net Weekly Circulation (March 1967)				16,100
Average Daily Circulation (March 1967)				6,200

For UHF Set Penetration by Market  
See Services Volume

# Oklahoma—Oklahoma City



## KOCO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 7.52-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.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

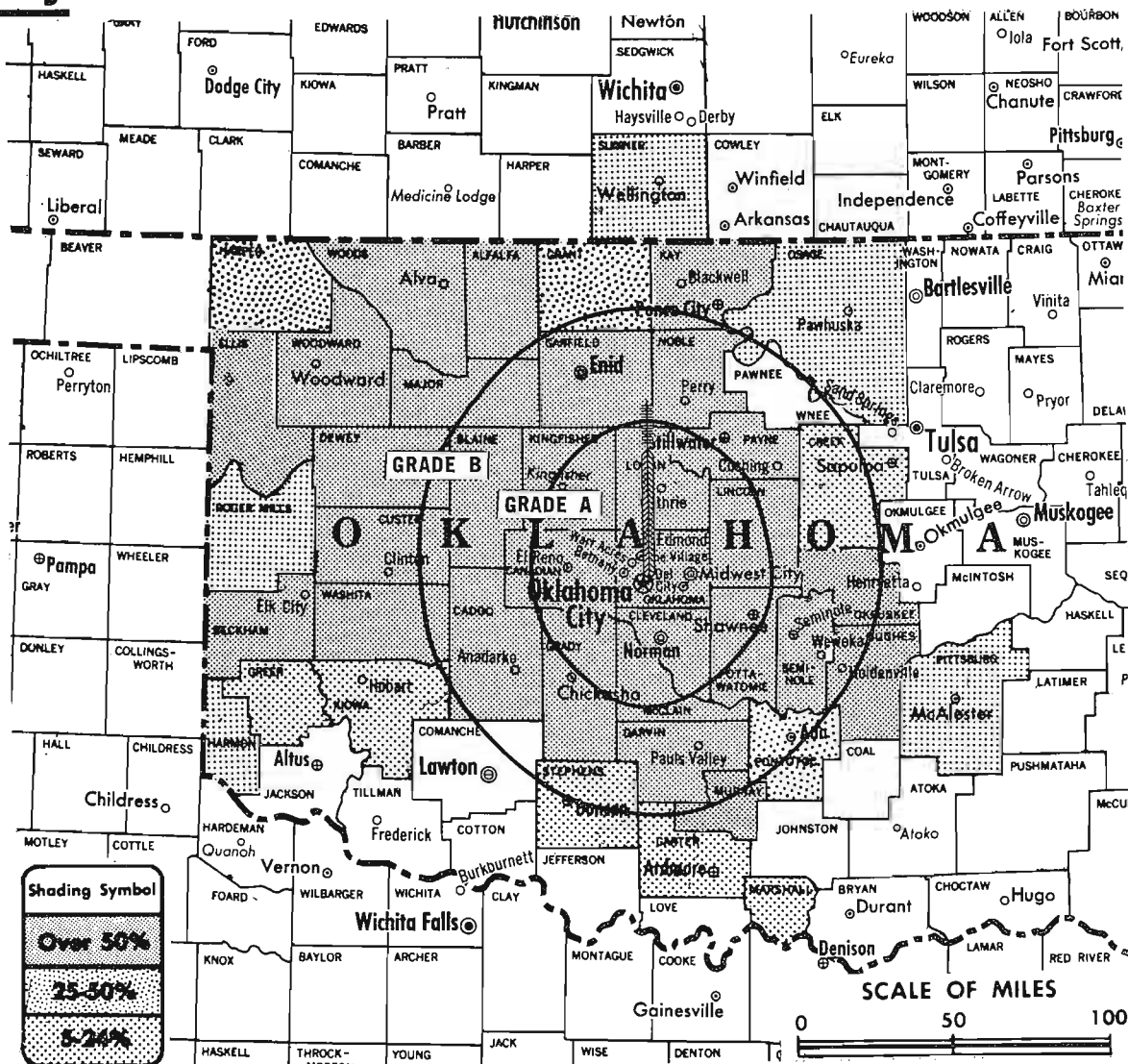
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1967 ARB study.



KOCO-TV Ref: FCC File No. BPCT-2794 Granted 8/2/60

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## KOCO-TV

Licensee: Cimarron Television Corp., 63rd at Portland, Oklahoma City (73116).

Ownership: John E. Kirkpatrick, pres., 10%; Ben K. West, v.p. & gen. mgr., 3%; Robert S. Kerr Jr., v.p., 1%; S. B. Robinson, secy.; Jean I. Everest, treas., 9%; Dean A. McGee, 10%; B. D. Eddie, 6.346%; Loyd Benefield, 4%; estate of Grayce B. Flynn, 10%; Leonard H. Savage, 10%; 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 (engineering) by A. Earl Cullum Jr. Consulting Engineers.

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.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Alfalfa	2,400	2,100	89
	Beckham	5,600	4,900	87
	Blaine	3,400	3,200	92
	Caddo	8,200	7,500	92
	Canadian	10,100	9,600	95
	Cleveland	21,200	19,700	93
	Custer	7,400	6,700	91
	Dewey	1,600	1,400	88
	Ellis	1,400	1,200	80
	Garfield	18,600	17,500	94
	Garvin	9,300	8,800	95
	Grady	9,300	8,600	92
	Hughes	4,100	3,900	94
	Kay	18,700	17,400	93
	Kingfisher	3,200	3,100	95
	Lincoln	5,800	5,400	94
	Logan	5,600	5,200	92
	Major	2,000	1,700	82
	McClain	3,900	3,700	95
Murray	3,900	3,700	95	
Noble	3,300	3,100	94	
Okfuskee	2,600	2,200	86	
Oklahoma	171,500	162,800	95	
Payne	14,200	13,000	92	
Pottawatomie	14,300	13,200	93	
Seminole	7,300	6,700	93	
Washita	5,700	5,400	94	
Woods	3,500	3,100	90	
Woodward	4,400	3,800	86	
Between 25-50%	OKLAHOMA			
	Grant	2,300	2,100	93
	Harper	1,900	1,700	91
	Pontotoc	9,400	8,900	95

(Continued on page 570-b)

Station Totals	469,700	438,300	93
Net Weekly Circulation (March 1967)			327,300
Average Daily Circulation (March 1967)			200,600

For Index to Contents  
See Services Volume

# Oklahoma—Oklahoma City



**KWTV**



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"

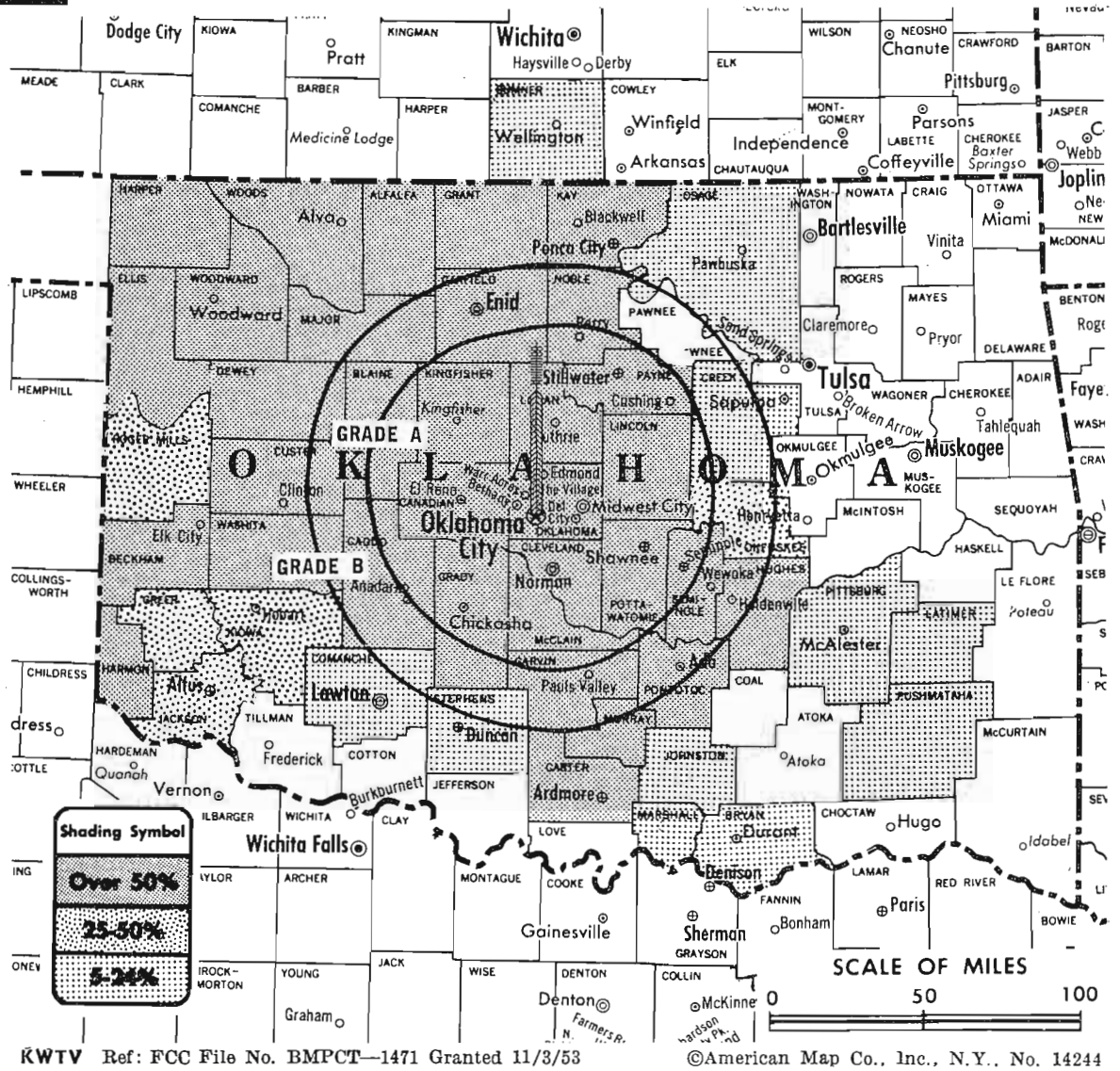
Transmitter: 7401 N. Kelley.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



## KWTV

Licensee: Griffin-Leake TV Inc., Box 14159 (73114).

Studio: 7401 N. Kelley 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.  
DICK JOHN, news director.  
WAYNE C. LILES, farm director.  
EUGENE S. CLARK, chief engineer.

### DIGEST OF RATE CARD NO. 14—(Oct. 16, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$950.00	\$570.00	\$380.00	\$285.00	Graded rates apply*	

\*Highest rate: \$471.

NETWORK BASE HOURLY RATE: \$1100.

Translator Station Directory

Is In Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	OKLAHOMA			
	Alfalfa	2,400	2,100	89
	Beckham	5,600	4,900	87
	Blaine	3,400	3,200	92
	Caddo	8,200	7,500	92
	Canadian	10,100	9,600	95
	Carter	14,500	13,300	92
	Cleveland	21,200	19,700	93
	Custer	7,400	6,700	91
	Dewey	1,600	1,400	88
	Ellis	1,400	1,200	80
	Garfield	18,600	17,500	94
	Garvin	9,300	8,800	95
	Grady	9,300	8,600	92
	Grant	2,300	2,100	93
	Harmon	1,400	1,300	89
	Harper	1,900	1,700	91
	Hughes	4,100	3,900	94
	Kay	18,700	17,400	93
	Kingfisher	3,200	3,100	95
Lincoln	5,800	5,400	94	
Logan	5,600	5,200	92	
Major	2,000	1,700	82	
McClain	3,900	3,700	95	
Murray	3,900	3,700	95	
Noble	3,300	3,100	94	
Oklahoma	171,500	162,800	95	
Payne	14,200	13,000	92	
Pontotoc	9,400	8,900	95	
Pottawatomie	14,300	13,200	93	
Seminole	7,300	6,700	93	
Washita	5,700	5,400	94	
Woods	3,500	3,100	90	
Woodward	4,400	3,800	86	
Between 25-50 %	OKLAHOMA			
	Greer	2,400	2,100	86
Jackson	11,400	10,700	94	

(Continued on page 570-b)

Station Totals	254,400	488,500	93
Net Weekly Circulation (March 1967)			361,600
Average Daily Circulation (March 1967)			268,700



# 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.

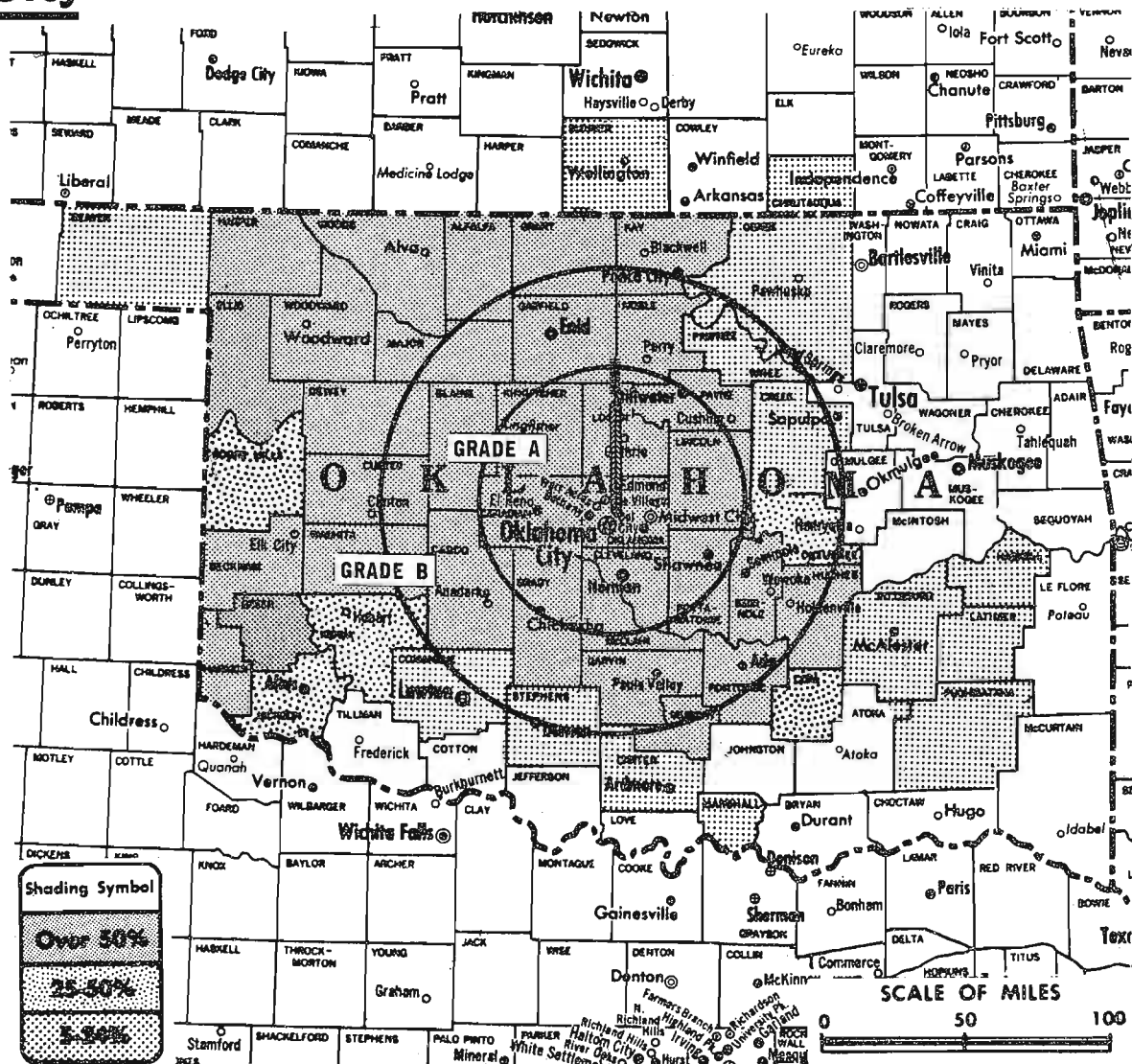
TV tape: Recording facilities.

AM Affiliate: WKY, 5-kw, 930 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

ARB Data: The figures below do not reflect present coverage since the station changed its facilities after the survey was made.



WKY-TV Ref: FCC File No. BMPCT-5994 Granted 8/13/64

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Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.

## 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.; WVTM(TV), Milwaukee; KTVT, Fort Worth and KHTV, 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 & Associates.

Personnel:

- NORMAN P. BAGWELL, v.p. & station manager.
- LEE ALLAN SMITH, assistant station manager.
- TOM PARRINGTON, sales mgr., television 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. A21—(Nov. 15, 1967)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:00-9:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$390.00	\$260.00	\$130.00

NETWORK BASE HOURLY RATE: \$1275.

For Color Set Penetration by Market

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>OKLAHOMA</b>				
	Alfalfa	2,400	2,100	89
	Beckham	5,600	4,900	87
	Blaine	3,400	3,200	92
	Caddo	8,200	7,500	92
	Canadian	10,100	9,600	95
	Cleveland	21,200	19,700	93
	Custer	7,400	6,700	91
	Dewey	1,600	1,400	88
	Ellis	1,400	1,200	80
	Garfield	18,600	17,500	94
	Garvin	9,300	8,800	95
	Grady	9,300	8,600	92
	Grant	2,300	2,100	93
	Greer	2,400	2,100	86
	Harmon	1,400	1,300	89
	Harper	1,900	1,700	91
	Hughes	4,100	3,900	94
	Kay	18,700	17,400	93
	Kingfisher	3,200	3,100	95
	Lincoln	5,800	5,400	94
	Logan	5,600	5,200	92
	Major	2,000	1,700	82
	Mc Clain	3,900	3,700	95
	Murray	3,900	3,700	95
	Noble	3,300	3,100	94
	Oklahoma	171,500	162,800	95
	Payne	14,200	13,000	92
	Pontotoc	9,400	8,900	95
	Pottawatomie	14,300	13,200	93
	Seminole	7,300	6,700	93
	Washita	5,700	5,400	94
	Woods	3,500	3,100	90
	Woodward	4,400	3,800	86

Over 50%

(Continued on page 570-b)

Station Totals	521,800	486,500	93
Net Weekly Circulation (March 1967)			362,800
Average Daily Circulation (March 1967)			289,300

# Oklahoma—Sayre (Elk City)



**KFDO-TV**



Ch. 8

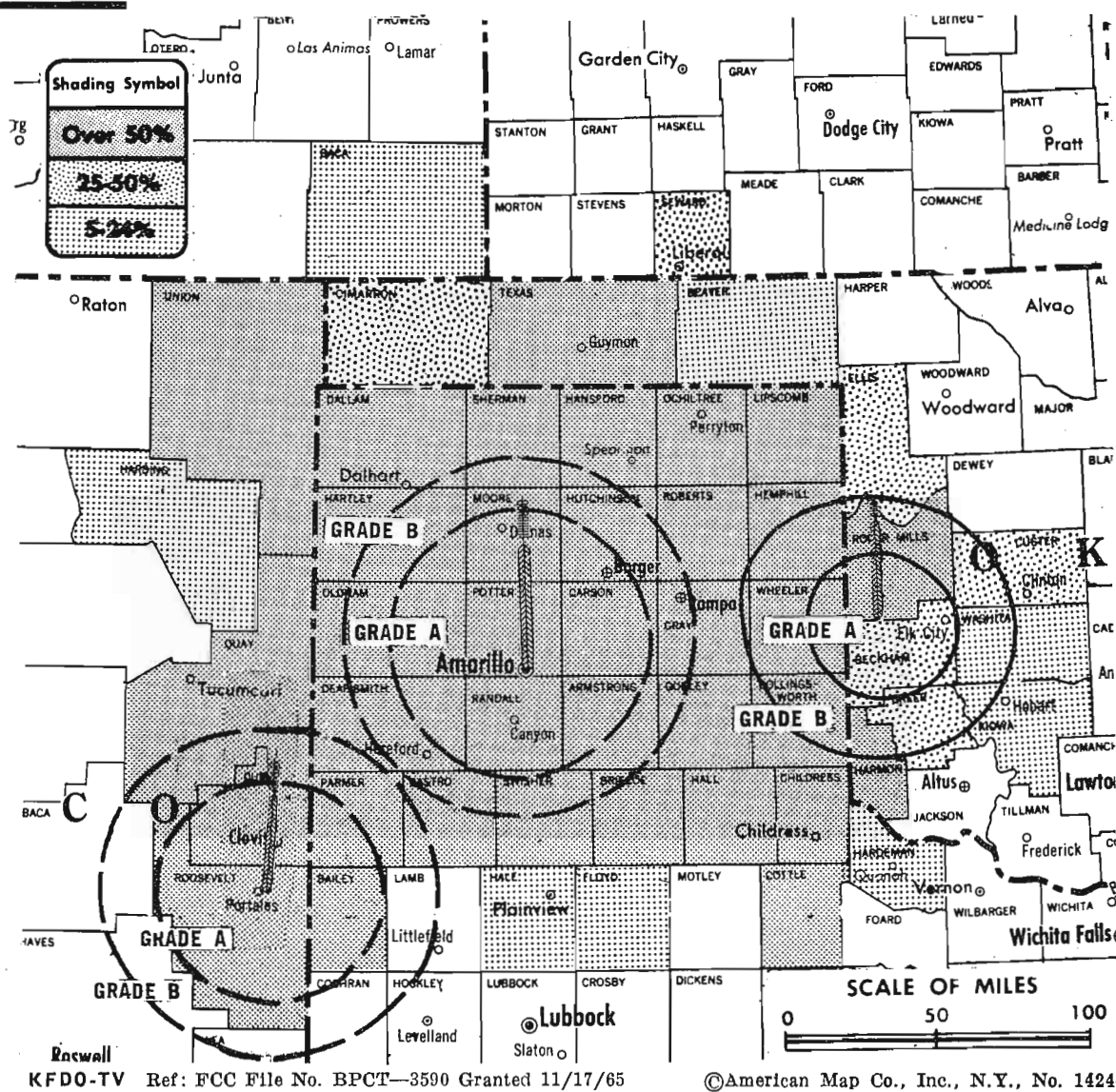
[Satellite of KFDA-TV, Amarillo, Tex.]

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 26.3-kw visual, 5.26-kw aural. Antenna: 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level.

Latitude 35° 25' 25"  
Longitude 99° 50' 30"

Transmitter: 14.3-mi. NW of Sayre.

ARB Data: Included with parent KFDA-TV, Amarillo. Map reflects coverage of parent & satellites.



County coverage (shaded areas) based on 1967 ARB study.

KFDO-TV Ref: FCC File No. BPCT-3590 Granted 11/17/65

©American Map Co., Inc., N.Y., No. 14244

## KFDO-TV

Licensee: Bass Bcstg. Co., Box 1400, Amarillo, Tex. (79105).

Telephone: 405-928-3233.

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). Resumed operation May 17, 1966.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

PAT GILBREATH, resident engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

## PROGRAM SOURCE and SERVICES SUPPLIERS

Bring your story directly to the PROGRAM MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.

PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# Oklahoma—Tulsa



**KTUL-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 8.5"  
Longitude 95° 36' 55"

Transmitter: 2.3-mi. NE of Coweta, Okla.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS

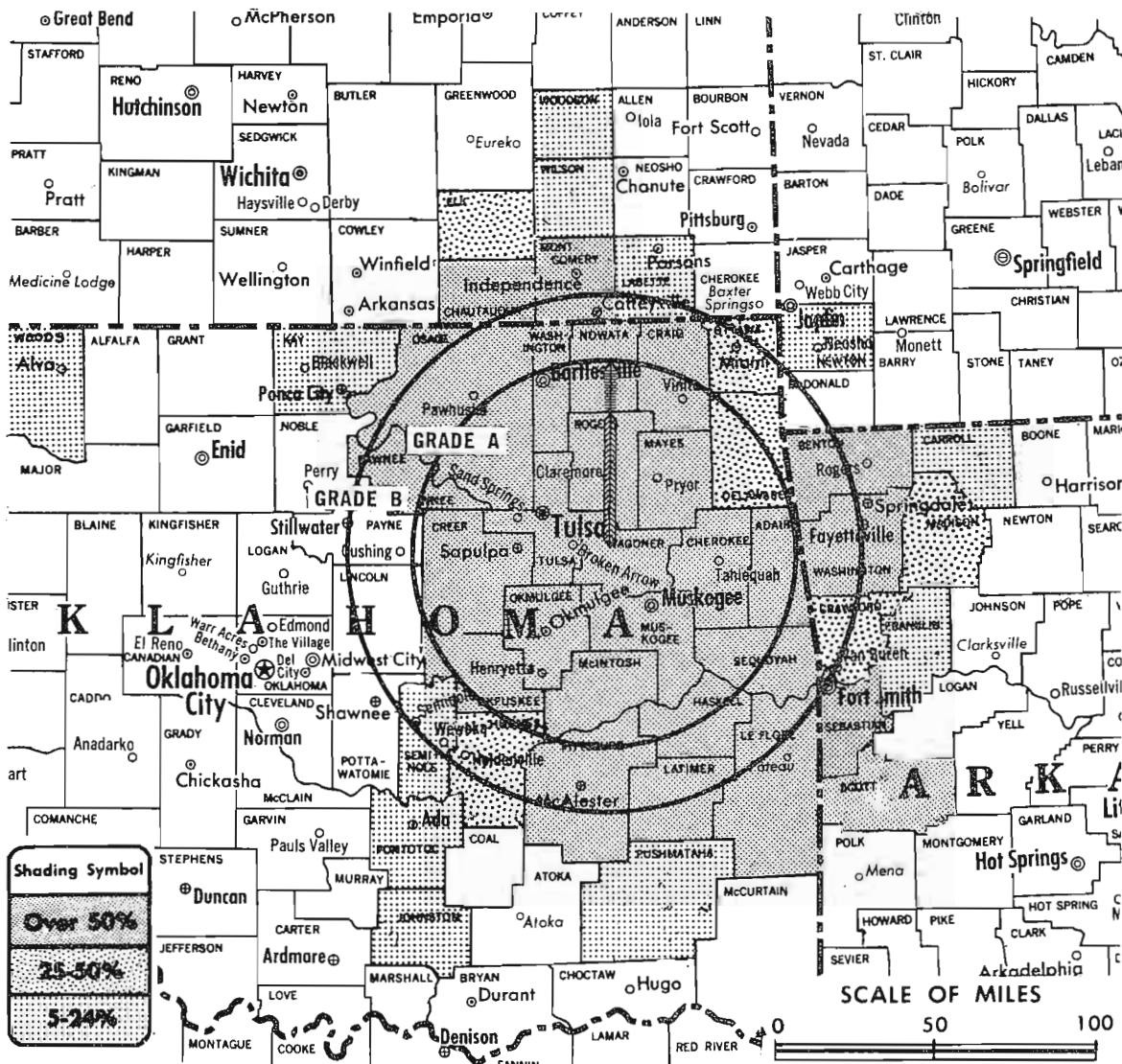
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KTUL-TV Ref: FCC File No. BPCT-2941 Granted 2/19/64

©American Map Co., Inc., N.Y., No. 14244

## KTUL-TV

Licensee: Griffin-Leake TV Inc., Box 9697, Tulsa (74107).

Studio: Lookout Mt., Tulsa.

Telephone: 918-446-6184. TWX No.: 910-845-2181.

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.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

WILLIAM D. SWANSON, v.p., general manager & film buyer.

JOHN J. (JIM) BLACK JR., general sales manager.

BOYCE LANCASTER, operations manager.

MRS. BARBARA ROBERTS, promotion manager.

ROBERT E. SNIDER, vice president, engineering.

LEWIS E. BROWN, chief engineer.

JACK MORRIS, news, public relations & special events director.

JOHN RAUSER, film manager.

### DIGEST OF RATE CARD NO. 14—(Sept. 18, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.					
\$950.00	\$600.00		\$300.00	\$190.00	\$130.00

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Benton	13,900	12,100	87
	Scott	1,900	1,500	84
	Sebastian	26,500	24,600	93
	Washington	22,200	19,100	86
	KANSAS			
	Chautauqua	1,600	1,400	93
	Montgomery	16,300	14,800	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OKLAHOMA			
	Adair	3,700	3,000	81
	Cherokee	5,200	4,600	88
	Craig	4,400	4,000	91
	Creek	13,700	12,500	91
	Haskell	1,900	1,700	88
	Latimer	1,900	1,500	80
	Le Flore	8,500	7,400	87
	Mayes	6,900	6,300	91
	Mc Intosh	2,900	2,600	89
	Muskogee	20,300	18,600	91
	Nowata	3,200	3,000	94
	Okfuskee	2,600	2,200	86
	Okmulgee	11,300	10,500	93
	Osage	11,000	10,400	95
	Pawnee	3,100	2,900	93
	Pittsburg	10,100	9,000	90
	Rogers	7,400	6,800	92
	Sequoyah	5,200	4,400	86
	Tulsa	139,000	132,400	95
Wagoner	5,000	4,600	92	
Washington	16,500	15,900	96	
<b>Between 25-50%</b>	ARKANSAS			
	Crawford	7,700	6,600	86
	Madison	2,500	1,900	75
	KANSAS			
Elk	1,300	1,200	88	
<b>Between 5-24%</b>	OKLAHOMA			
	Delaware	4,100	3,400	84
	Hughes	4,100	3,900	94
	Ottawa	9,300	8,700	94
<b>Between 5-24%</b>	ARKANSAS			
	Carroll	4,300	3,700	87
	Franklin	3,300	2,800	86
KANSAS				
Labette	8,200	7,500	92	

(Continued on page 570-b)

Station Totals	469,400	431,000	92
Net Weekly Circulation (March 1967)			316,600
Average Daily Circulation (March 1967)			211,500

# 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.

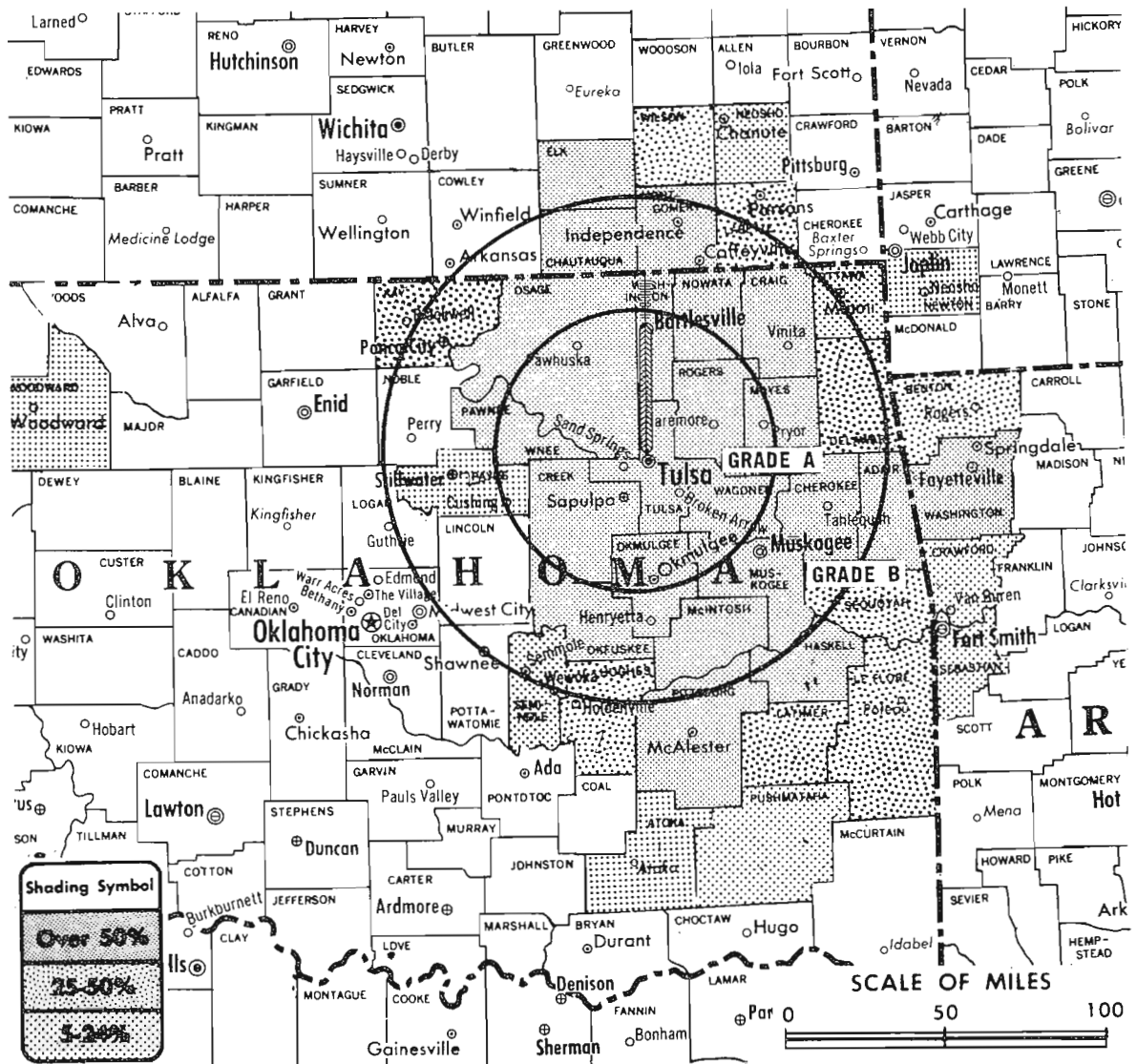
AM Affiliate: KVOO, 50-kw, 1170 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KVOO-TV Ref: FCC File No. BMPCT-2625 Granted 12/15/54

©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, 14.8%; Robert S. Kerr Estate, 13.0%; Travis M. Kerr, 6.88%; 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%.

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, executive vice president & general manager.  
NEILL C. MACKAY, vice president.  
TOM BELCHER, commercial manager.  
BRUCE WASHBURN, program director.  
ALLEN COX, production supervisor.  
GORDON GERHARDT, promotion director.  
ANN R. FELLOWS, public relations director.  
MIKE JACKSON, news manager.  
ALBERT DORY, film editor.  
JOHN M. BUSHNELL, director of engineering.  
JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. II—(May 15, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$950.00 \$570.00 \$380.00 \$285.00 Graded rates apply\*

\*Highest rate: \$581.

NETWORK BASE HOURLY RATE: \$875.

For Owners of Two or More TV Stations  
See Group Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Washington	22,200	19,100	86
	KANSAS			
	Chautauqua	1,600	1,400	93
	Elk	1,300	1,200	88
	Montgomery	16,300	14,800	91
	OKLAHOMA			
	Adair	3,700	3,000	81
	Cherokee	5,200	4,600	88
	Craig	4,400	4,000	91
	Creek	13,700	12,500	91
	Haskell	1,900	1,700	88
	Mayer	6,900	6,300	91
	Mc Intosh	2,900	2,600	89
	Muskogee	20,300	18,600	91
	Nowata	3,200	3,000	94
	Okfuskee	2,600	2,200	86
	Okmulgee	11,300	10,500	93
	Osage	11,000	10,400	95
Pawnee	3,100	2,900	93	
Pittsburg	10,100	9,000	90	
Rogers	7,400	6,800	92	
Tulsa	139,000	132,400	95	
Wagoner	5,000	4,600	92	
Washington	16,500	15,900	96	
Between 25-50%	ARKANSAS			
	Benton	13,900	12,100	87
	KANSAS			
	Labette	8,200	7,500	92
	Wilson	3,800	3,300	88
	OKLAHOMA			
Delaware	4,100	3,400	84	
Hughes	4,100	3,900	94	
Kay	18,700	17,400	93	
Latimer	1,900	1,500	80	
Le Flore	8,500	7,400	87	
Sequoyah	5,200	4,400	86	

(Continued on page 570-b)

Station Totals	470,300	432,500	92
Net Weekly Circulation (March 1967)			295,000
Average Daily Circulation (March 1967)			201,200



# Oklahoma

## KOCO-TV, Oklahoma City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	KANSAS			
	Sumner	8,600	8,000	94
	OKLAHOMA			
	Carter	14,500	13,300	92
	Creek	13,700	12,500	91
	Greer	2,400	2,100	86
	Harmon	1,400	1,300	89
	Kiowa	4,500	4,100	92
	Marshall	2,200	2,100	92
	Osage	11,000	10,400	95
	Pittsburg	10,100	9,000	90
	Roger Mills	1,200	1,000	85
	Stephens	14,000	13,200	94

## KWTV, Oklahoma City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	OKLAHOMA—(Continued)			
	Kiowa	4,500	4,100	92
	Okfuskee	2,600	2,200	86
	Roger Mills	1,200	1,000	85
Between 5-24%	KANSAS			
	Sumner	8,600	8,000	94
	OKLAHOMA			
	Bryan	7,400	6,400	86
	Comanche	29,500	27,900	94
	Creek	13,700	12,500	91
	Johnston	2,100	1,800	86
	Latimer	1,900	1,500	80
	Marshall	2,200	2,100	92
	Osage	11,000	10,400	95
	Pittsburg	10,100	9,000	90
	Pushmataha	2,400	1,900	81
	Stephens	14,000	13,200	94

## WKY-TV, Oklahoma City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 25-50%	OKLAHOMA			
	Coal	1,200	1,100	94
	Jackson	11,400	10,700	94
	Kiowa	4,500	4,100	92
	Okfuskee	2,600	2,200	86
Between 5-24%	Roger Mills	1,200	1,000	85
	KANSAS			
	Chautauqua	1,600	1,400	93
	Sumner	8,600	8,000	94
	OKLAHOMA			
	Beaver	2,200	2,000	91
	Carter	14,500	13,300	92
	Comanche	29,500	27,900	94
	Creek	13,700	12,500	91
	Haskell	1,900	1,700	88
	Latimer	1,900	1,500	80
	Marshall	2,200	2,100	92
	Osage	11,000	10,400	95
	Pittsburg	10,100	9,000	90
Pushmataha	2,400	1,900	81	
Stephens	14,000	13,200	94	

## KOTV, Tulsa

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	ARKANSAS			
	Sebastian	26,500	24,600	93
	KANSAS			
	Cowley	12,200	11,300	92
	Sumner	8,600	8,000	94
	MISSOURI			
	Newton	9,900	9,300	94
	OKLAHOMA			
	Lincoln	5,800	5,400	94
	Noble	3,300	3,100	94
	Ottawa	9,300	8,700	94
	Payne	14,200	13,000	92
	Pontotoc	9,400	8,900	95
	Sequoyah	5,200	4,400	86
Woods	3,500	3,100	90	

## KVOO-TV, Tulsa

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	ARKANSAS			
	Crawford	7,700	6,600	86
	Searcy	2,200	1,700	81
	Sebastian	26,500	24,600	93
	KANSAS			
	Neosho	6,000	5,600	93
	MISSOURI			
	Newton	9,900	9,300	94
	OKLAHOMA			
	Atoka	2,400	2,200	93
	Ottawa	9,300	8,700	94
	Payne	14,200	13,000	92
	Pushmataha	2,400	1,900	81
	Seminole	7,300	6,700	93
Woodward	4,400	3,800	86	

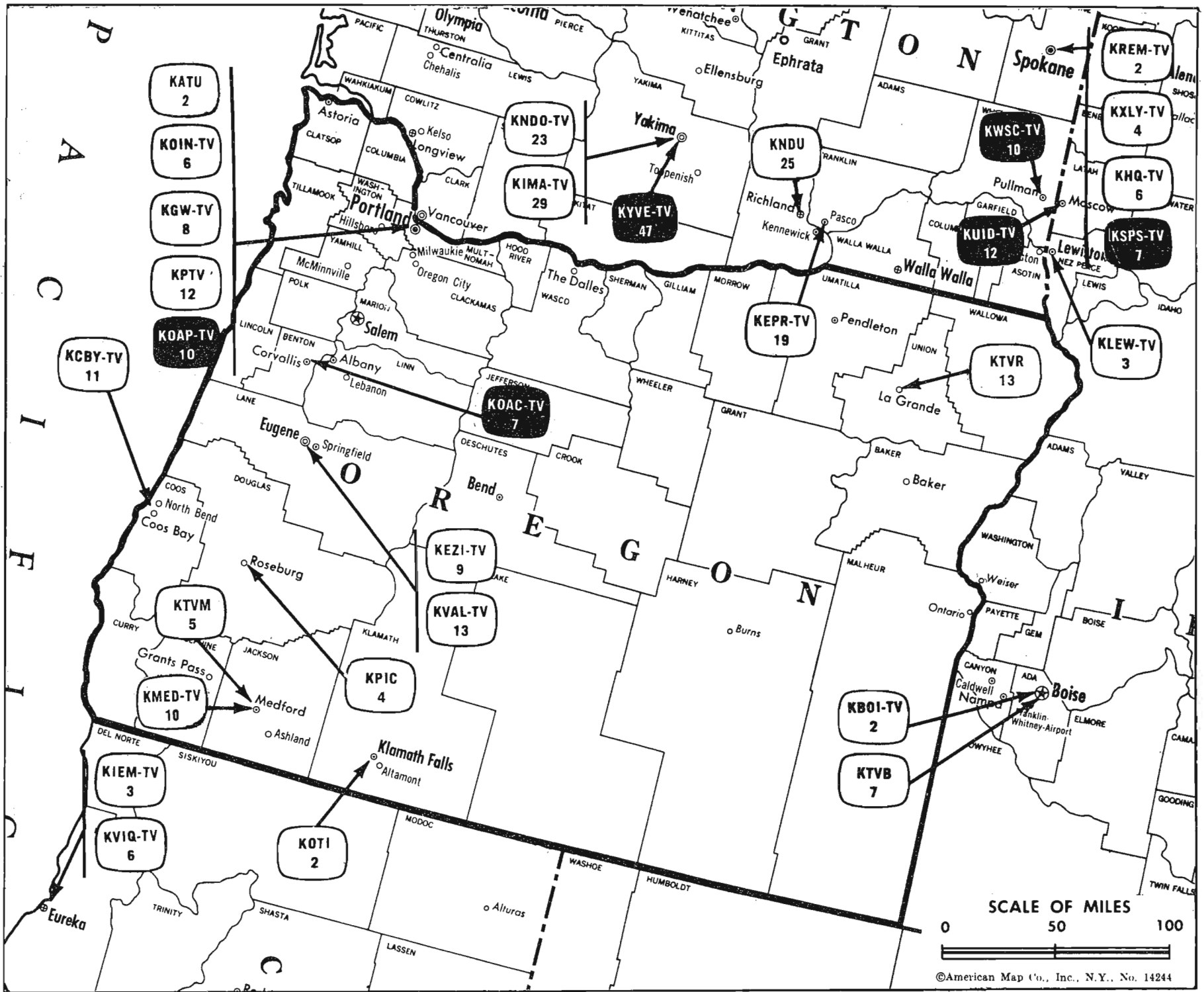
## KTUL-TV, Tulsa

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	KANSAS—(Continued)			
	Wilson	3,800	3,300	88
	Woodson	1,300	1,100	87
	MISSOURI			
	Newton	9,900	9,300	94
	OKLAHOMA			
	Johnston	2,100	1,800	86
	Kay	18,700	17,400	93
	Pontotoc	9,400	8,900	95
	Pushmataha	2,400	1,900	81
	Seminole	7,300	6,700	93
	Woods	3,500	3,100	90

For Station-Owned Translators

See Services Volume



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Portland	465,200	36	667,800	54	615,700	55
Eugene	108,300	147	198,100	153	180,300	152
Medford	49,200	189	128,600	183	116,400	184
Klamath Falls	19,300	210	63,400	209	58,500	209

Oregon Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
12	0	12
2	0	2
		14

For State Educational Facilities, see next page

# Oregon—Coos Bay



**KCBY-TV**

Ch. 11

[Satellite of KVAL-TV, Eugene, Ore.]

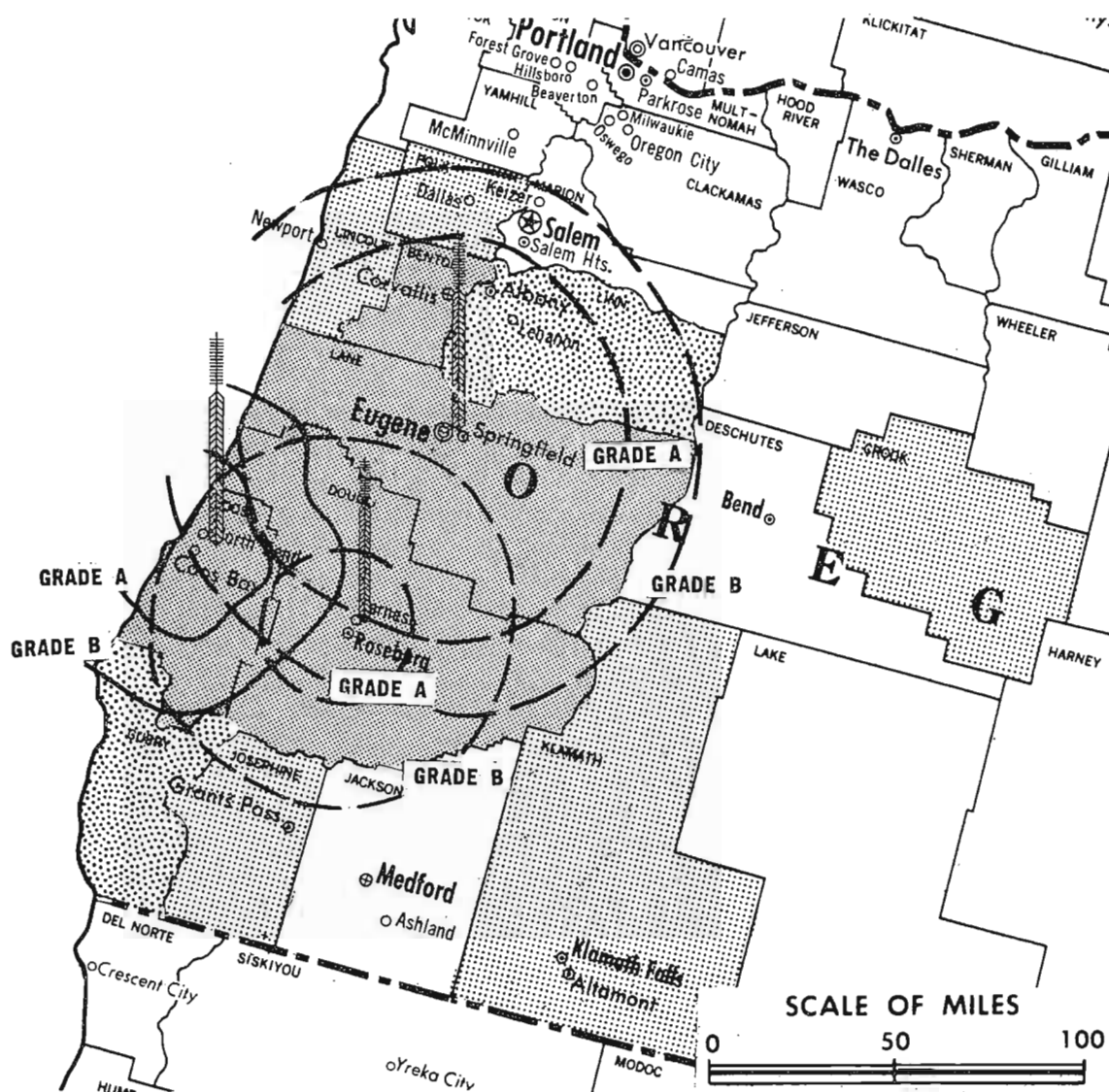
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 11.4-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1144-ft. above sea level.

Latitude 43° 23' 26"

Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

Color: Network.



County coverage (shaded areas) based on 1967 ARB study.

KCBY-TV Ref: FCC File No. BPCT-2309 Granted 9/23/59

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## KCBY-TV

Network Service: NBC, same as KVAL-TV, Eugene, Ore.

Licensee: Eugene Television Inc., P.O. Box 1156, Coos Bay, Ore. (97420).

Studio: Coal Bank, Slough Rd.

Telephone: 503-269-1111.

Ownership: See KVAL-TV, Eugene, Ore.

Began Operation: Oct. 1, 1960.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

S. W. McCREADY, general manager.

GLYNN McCREADY, chief engineer.

Rates: Sold in combination with KVAL-TV, Eugene.

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene, Ore.

ARB Data: Included with parent KVAL-TV, Eugene, Ore. Map reflects coverage of parent & satellites KCBY-TV, Coos Bay & KPIC, Roseburg, Ore.

## 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 3175, Eugene, Ore.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude 44° 38' 25"

Longitude 123° 16' 25"

### KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 60.3-kw visual, 12-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"

# 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"

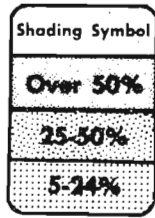
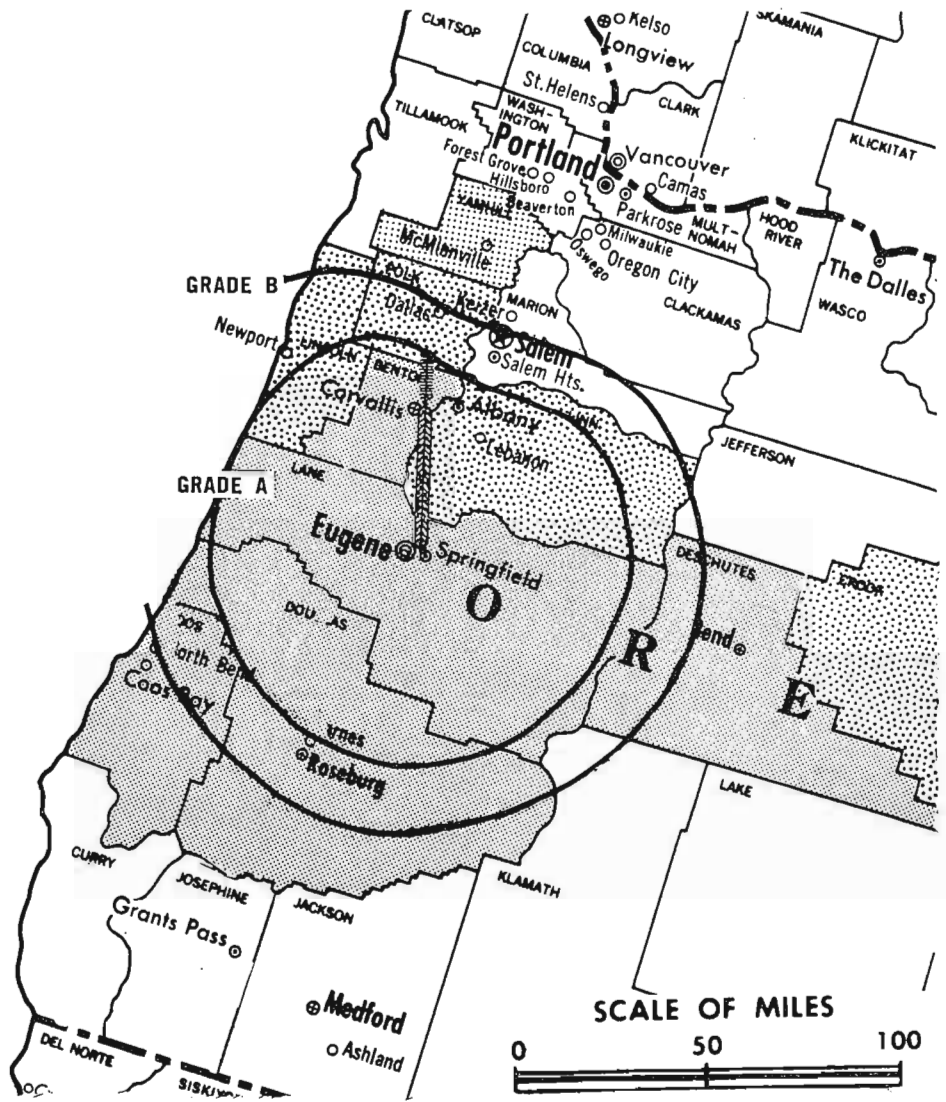
**Transmitter:** Coburg Hills.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KEZI-TV Ref: FCC File No. BPCT-2436 Granted 7/27/60

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## KEZI-TV

**Licensee:** Liberty Television Inc., 2225 Coburg Rd. (97401).

**Studio:** 2225 Coburg Rd.

**Telephone:** 503-343-3301.

**TWX No.:** 503-485-0488.

**Ownership:** Donald E. Tykeson, pres., 13.333%; Durward L. Boyles, 21.999%; C. E. Carlson, 8.888%; Carolyn S. Chambers, 8%; Julio W. Silva, 7.666%; U.S. Natl. Bank of Ore. (trustee, estate of Elizabeth M. Silva), 6.666 %; J. Hobart Wilson, 5.811%; Ray F. Siegenthaler, 5.647%; William D. Elkins, 5.647%; 45 others, none with as much as 3%. Liberty TV also is Ch. 35 applicant for Yakima, Wash.

**Began Operation:** Dec. 19, 1960.

**Represented (sales)** by Adam Young-VTM Inc.; Feltis/Dove/Croghan Inc. (Seattle); Charles L. Burrow Co. (Portland).

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Jules Cohen & Associates.

**Personnel:**

DON E. TYKESON, president & general manager.  
JIM MAGNUSON, general sales manager.  
DAVE WOODWARD, program manager.  
MARLAN HOLLAND, operations manager.  
SHIRLEY PAPE, public service & women's director.  
L. C. RAYNES, chief engineer.

### DIGEST OF RATE CARD NO. 6-B—(April 1, 1966)

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 \$50.00  
**NETWORK BASE HOURLY RATE: \$325.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OREGON			
	Benton	13,600	11,900	88
	Coos	18,600	16,000	86
	Deschutes	7,700	6,900	90
	Douglas	23,300	21,300	91
	Lane Inner	38,500	35,900	93
	Lane Outer	20,600	19,200	93
<b>Between 25-50%</b>	OREGON			
	Crook	2,900	2,600	90
	Lincoln	8,700	7,500	86
	Linn	20,200	18,800	93
	Polk	10,900	10,100	93
<b>Between 5-24%</b>	OREGON			
Yamhill	10,200	9,300	91	
<b>Station Totals</b>		175,200	159,500	91
Net Weekly Circulation (March 1967)				100,300
Average Daily Circulation (March 1967)				65,500



# 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: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

Latitude 44° 00' 07"  
Longitude 123° 06' 53"

Transmitter: Blanton Heights.

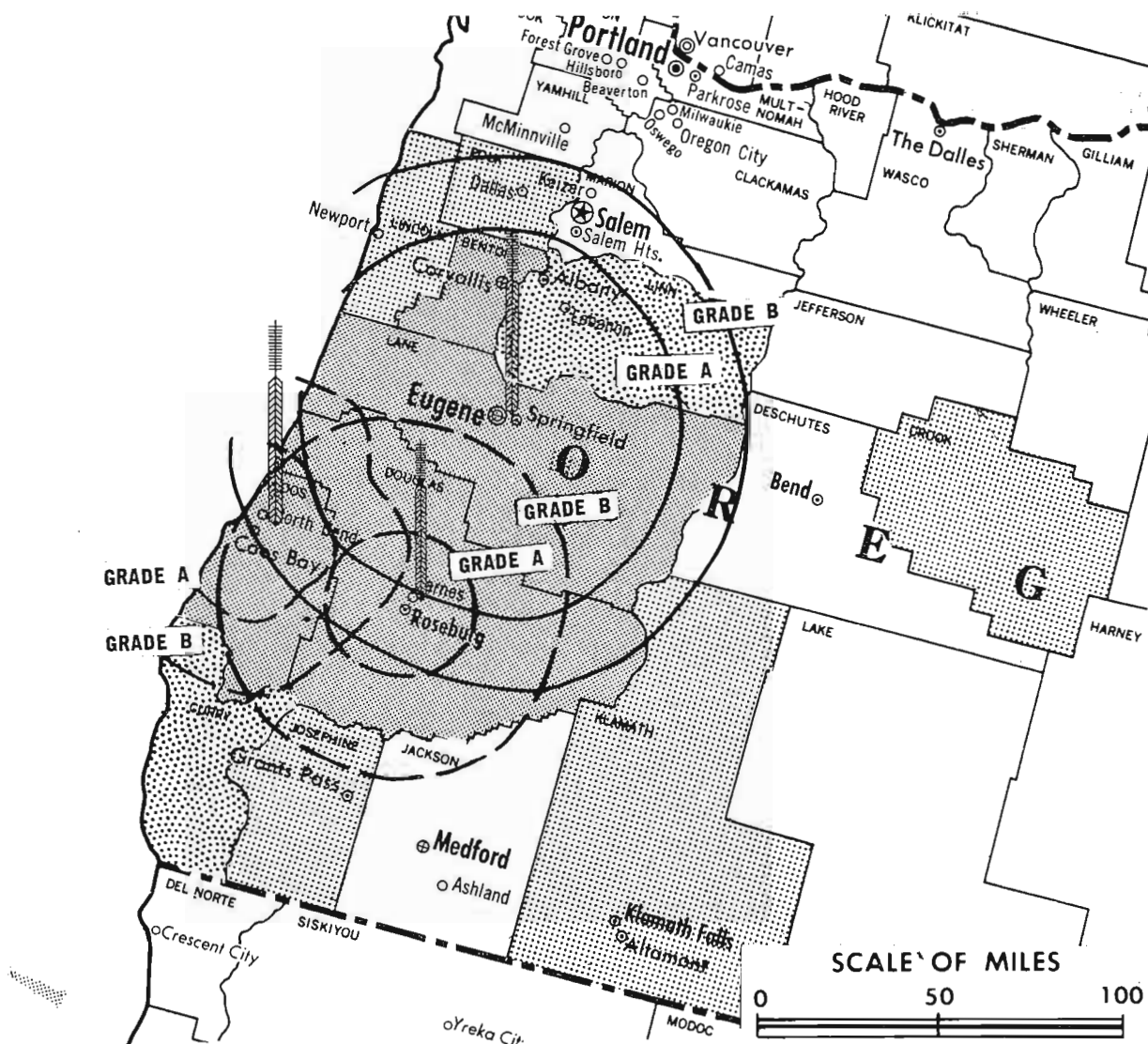
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



**KVAL-TV** Ref: FCC File No. BPCT—3588 Granted 2/23/66  
**KPIC** Ref: FCC File No. BMPCT—3395 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, Box 1313, Eugene, Ore. (97401).

Telephone: 503-342-4961. TWX No.: 510-597-0365.

Ownership: W. D. Abel, 9.28%; Harvey S. Benson, 6.67%; Robert P. Booth, 9.28%; C. H. Fisher, 26.67%; Edward T. Gardner, 6.67%; Willis B. Shepard, 7.62%; J. Don Smith, 7.62%; Janeth H. Sponenburgh, 7.62%; C. Philip Tillman, 9.29%; Thomas Winn, 9.29%. 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 The Hollingbery Co.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

S. W. McCREADY, vice president & general manager.

JOHN DOYLE, program director.

GORDON BUSSEY, promotion manager.

SMOKEY STOVER, film director.

WILLIAM R. RILEY, chief engineer.

### DIGEST OF RATE CARD NO. 11—(May 1, 1966)

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	\$150.00	\$75.00
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NETWORK BASE HOURLY RATE: \$375.

ARB Data: Figures include coverage of satellites KCBY-TV, Coos Bay and KPIC, Roseburg, Ore.  
Map reflects coverage of parent & satellites.

Net Weekly Circulation	State	County	Total Households	TV Homes	%
<b>Over 50%</b>	OREGON				
		Benton	13,600	11,900	88
		Coos	18,600	16,000	86
		Douglas	23,300	21,300	91
		Lane Inner	38,500	35,900	93
	Lane Outer	20,600	19,200	93	
<b>Between 25-50%</b>	OREGON				
		Curry	4,800	4,100	86
		Linn	20,200	18,800	93
<b>Between 5-24%</b>	OREGON				
		Crook	2,900	2,600	90
		Josephine	12,300	11,000	89
		Klamath	16,000	15,000	94
		Lincoln	8,700	7,500	86
		Polk	10,900	10,100	93
Station Totals			190,400	173,400	91
Net Weekly Circulation (March 1967)					108,300
Average Daily Circulation (March 1967)					83,000

# Oregon—Klamath Falls



**KOTI**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 13.5-kw visual, 2.63-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.

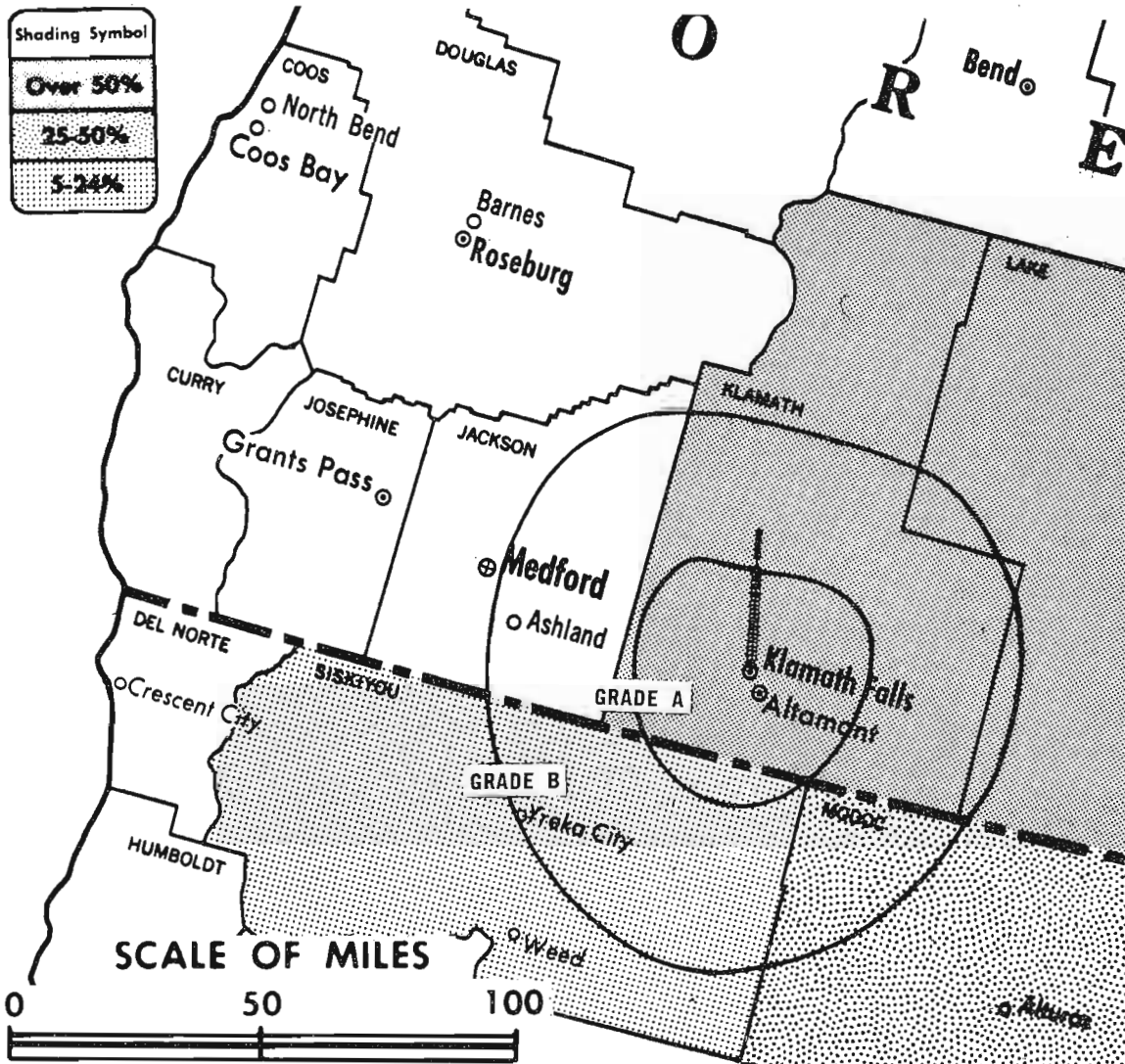
TV tape: Recording facilities.

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 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.

KOTI Ref: FCC File No. BMPCT—3891 Granted 8/3/56

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## KOTI

Network Service: ABC, CBS (EMP), NBC.

Licensee: Southern Oregon Broadcasting Co. (KTVM), Box 5M, Medford, Ore. (97501).

Studio: Third & Main Sts., P.O. Box 2K (97601).

Telephone: 503-884-8131.

Ownership: Same as KTVM, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Adam Young-VTM Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

DON R. STONEHILL, vice president & station manager.

NORM HOATSON, chief engineer.

DON MARKHAM, national sales manager.

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 KTVM, Medford, Ore. & KIEM-TV, Eureka, Cal.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OREGON Klamath Lake	16,000 2,300	15,000 2,000	94 87
	CALIFORNIA Modoc	2,600	2,300	87
Between 25-50%	CALIFORNIA Siskiyou	11,700	10,300	88
Between 5-24%	CALIFORNIA Siskiyou	11,700	10,300	88
Station Totals		32,600	29,600	91
Net Weekly Circulation (March 1967)				19,300
Average Daily Circulation (March 1967)				15,700

For Index to Contents  
See Services Volume

# Oregon—LaGrande



**KTVR**



Ch. 13

[Satellite of KTVB, Boise, Ida.]

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 12.9-kw visual, 2.45-kw aural. Antenna: 2603-ft. above av. terrain, 87-ft. above ground, 7219-ft. above sea level.

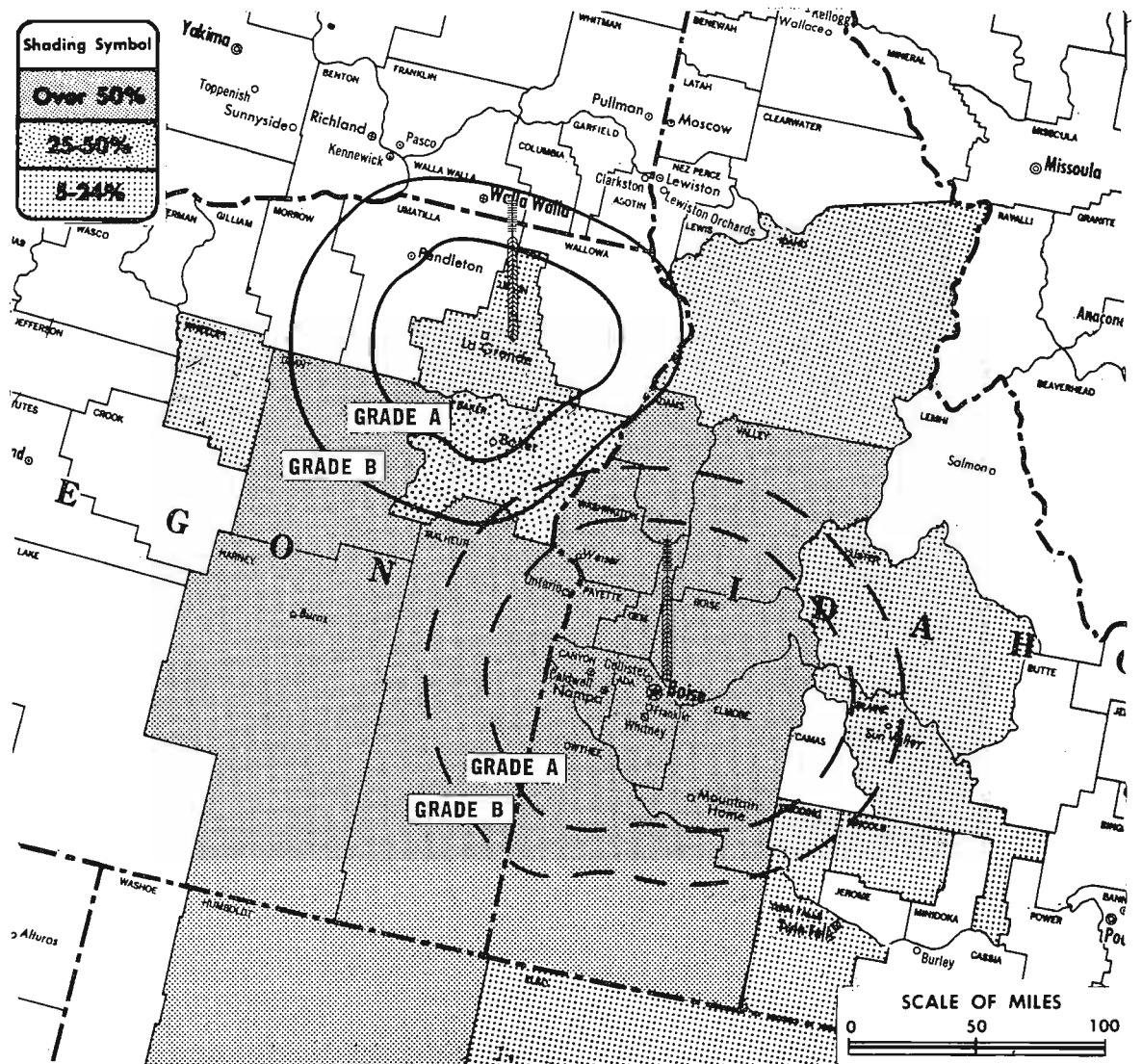
Latitude 45° 18' 33"

Longitude 117° 44' 09"

Transmitter: Mt. Fanny, 17.5-mi. E of LaGrande.

Color: Network.

News Wire Service: UPI.



County coverage (shaded areas) based on 1965 ARB study.

KTVR Ref: FCC File No. BPCT-3165 Granted 2/11/63

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## KTVR

Licensee: KTVB Inc., Box 390, Boise, Ida.

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.

Personnel:

GEORGIA M. DAVIDSON, president.  
ROBERT E. KRUEGER, general manager.  
GENE TUTTLE, resident engineer.

Rates: Sold only in combination with KTVB, Boise, Ida.

NETWORK BASE HOURLY RATE: Bonus to KTVB, Boise, Ida.

ARB Data included with parent KTVB, Boise, Ida.  
Map reflects coverage of both parent & satellite.

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# 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, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © SRDS

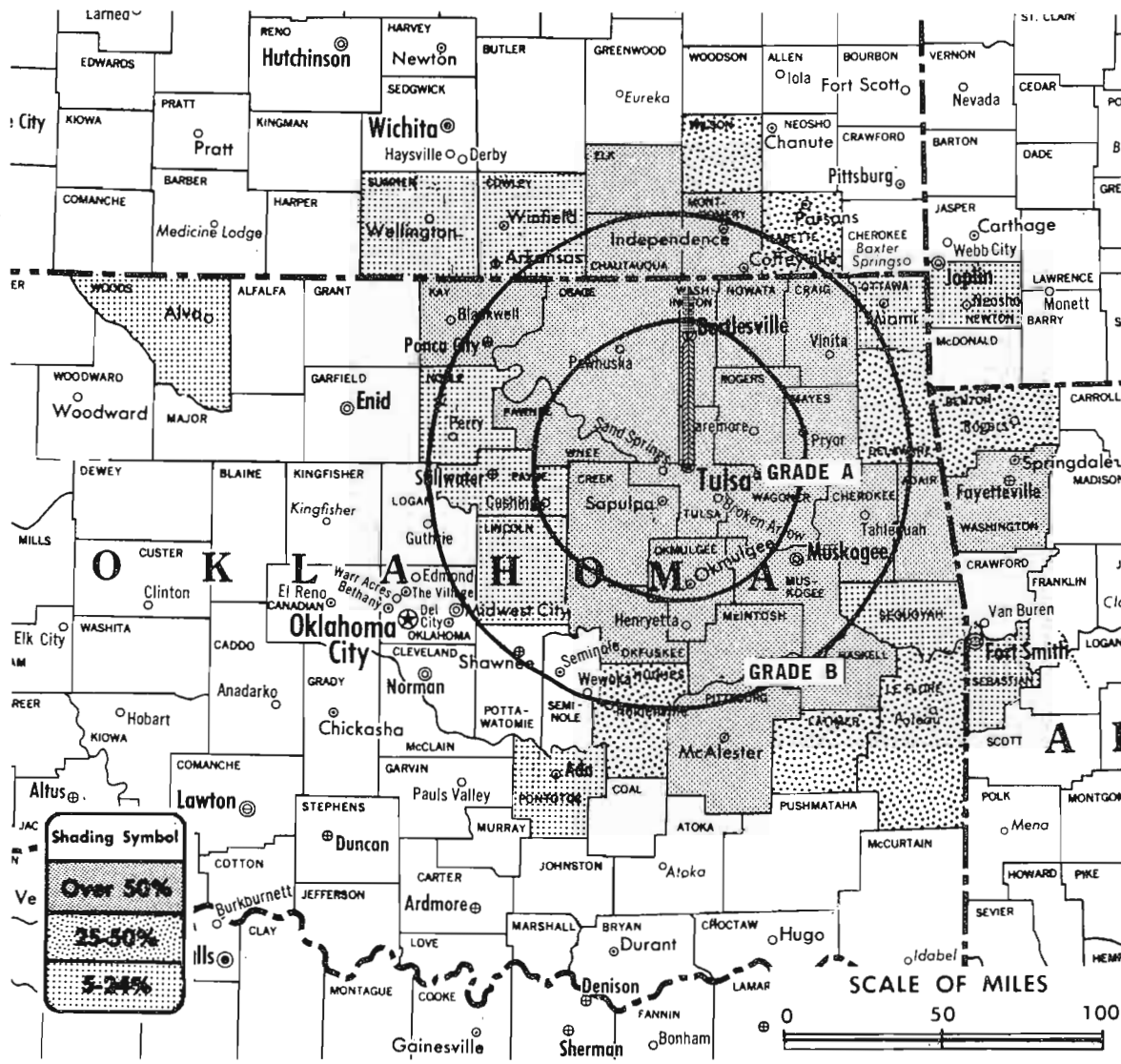
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



KOTV Ref: FCC File No. BMPCT—2203 Granted 8/20/54

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## KOTV

Licensee: Corinthian Television Corp., Third & Frankfort Sts.

Telephone: 918-582-9233. TWX No.: 918-923-3356.

Ownership: Corinthian Bcstg. Corp. John Hay Whitney, 26.5%; WWC Assoc., 39.1%; general public, 22.1%; past & present management, 12.3%. Also controls 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.  
WILLIAM R. RAGAN, promotion manager.  
CLAYTON VAUGHN, news director.  
PAT WALKER, traffic manager.

DIGEST OF RATE CARD NO. 10  
(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec.\* 10 Sec.\*  
Class AA—6:30-10 p.m., daily.  
\$1000.00 \$600.00 \$400.00 \$300.00 \$265.00 \$250.00 \$125.00

\*6:59-10:01 p.m., Mon.-Fri.; 5:59-10:15 p.m., Sun.; 6:59-10:30, Sat.

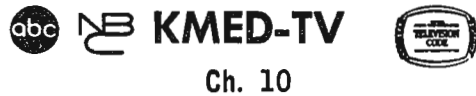
NETWORK BASE HOURLY RATE: \$925.

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ARKANSAS			
	Washington	22,200	19,100	86
	KANSAS			
	Chautauqua	1,600	1,400	93
	Elk	1,300	1,200	88
	Montgomery	16,300	14,800	91
	OKLAHOMA			
	Adair	3,700	3,000	81
	Cherokee	5,200	4,600	88
	Craig	4,400	4,000	91
	Creek	13,700	12,500	91
	Haskell	1,900	1,700	88
	Kay	18,700	17,400	93
	Mayes	6,900	6,300	91
	Mc Intosh	2,900	2,600	89
	Muskogee	20,300	18,600	91
Nowata	3,200	3,000	94	
Okfuskee	2,600	2,200	86	
Okmulgee	11,300	10,500	93	
Osage	11,000	10,400	95	
Pawnee	3,100	2,900	93	
Pittsburg	10,100	9,000	90	
Rogers	7,400	6,800	92	
Tulsa	139,000	132,400	95	
Wagoner	5,000	4,600	92	
Washington	16,500	15,900	96	
Between 25-50%	ARKANSAS			
	Benton	13,900	12,100	87
	KANSAS			
	Labette	8,200	7,500	92
	Wilson	3,800	3,300	88
	OKLAHOMA			
Delaware	4,100	3,400	84	
Hughes	4,100	3,900	94	
Latimer	1,900	1,500	80	
Le Flore	8,500	7,400	87	
(Continued on page 570-b)				
Station Totals		480,700	443,800	92
Net Weekly Circulation (March 1967)				301,000
Average Daily Circulation (March 1967)				225,000



# Oregon—Medford



**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"  
Longitude 122° 43' 07"

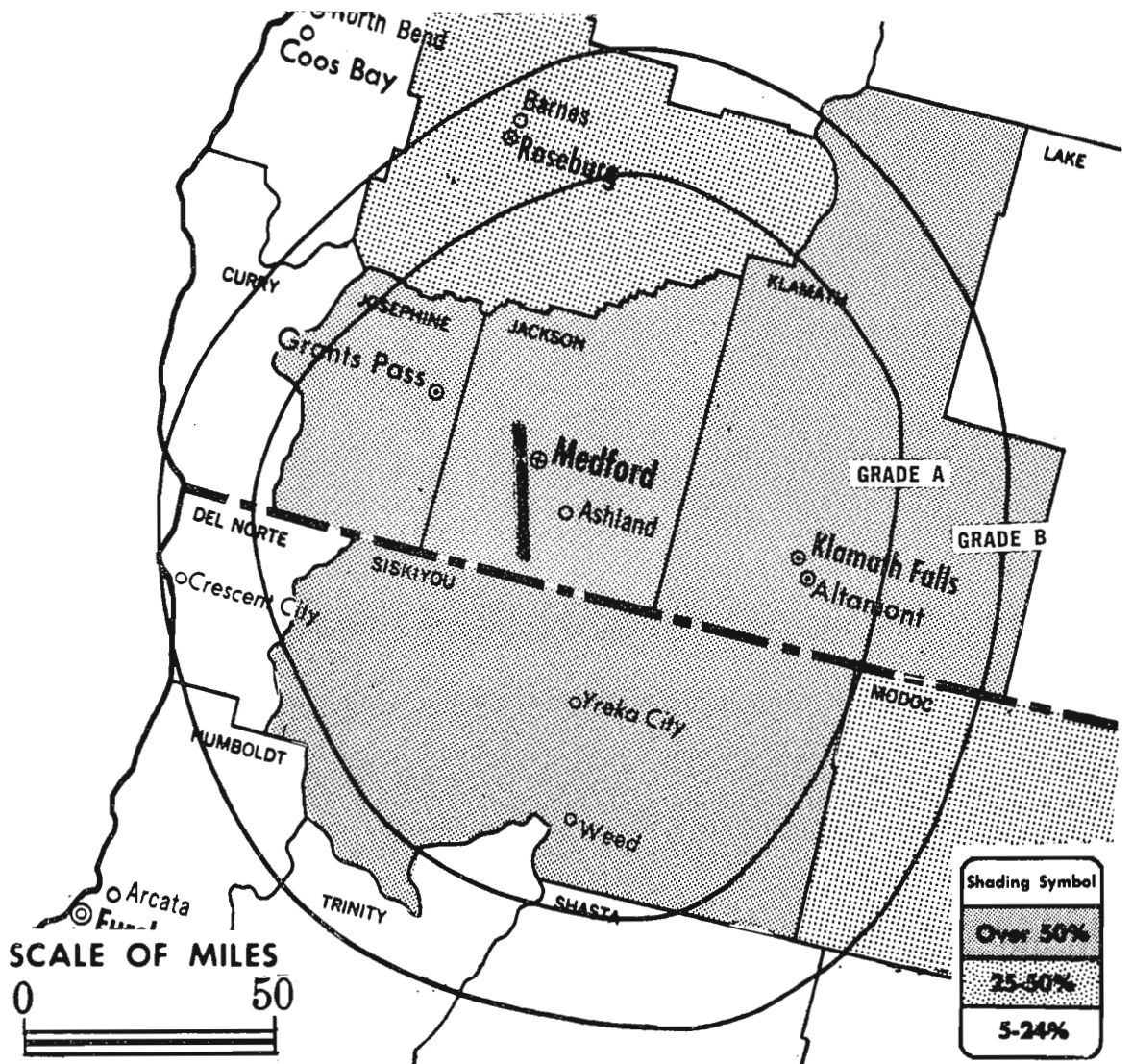
**Transmitter:** Mt. Ashland, 8-mi. S of Ashland, Ore.

**TV tape:** Recording facilities.

**AM Affiliate:** KMED, 5-kw (1-kw, night), 1440 kc.

**Color:** Network, film & slide.

**News Wire Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KMED-TV Ref: FCC File No. BPCT-3608 Granted 10/19/65

©American Map Co., Inc., N.Y., No. 14244

## KMED-TV

**Network Service:** ABC, NBC.

**Licensee:** Radio Medford Inc., Box 10, Medford (97501).

**Studio:** Ross Lane, Medford.

**Telephone:** 503-773-7373.

**TWX No.:** 503-779-2044.

**Ownership:** Radio Medford Inc. Also owns Radio Redding Inc., KQMS, Redding, Cal.

**Began Operation:** Oct. 3, 1961.

**Represented (sales)** by The Hollingbery Co.; 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. 2—(Aug. 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7-10 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$70.00 \$57.00 \$34.00  
**NETWORK BASE HOURLY RATE:** \$300 (ABC), \$300 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	CALIFORNIA			
	Siskiyou	11,700	10,300	88
	OREGON			
	Jackson	30,800	28,900	94
	Josephine	12,300	11,000	89
	Klamath	16,000	15,000	94
<b>Between 5-24%</b>	CALIFORNIA			
	Modoc	2,600	2,300	87
	OREGON			
	Douglas	23,300	21,300	91
<b>Station Totals</b>		96,700	88,800	92
Net Weekly Circulation (March 1967)				49,200
Average Daily Circulation (March 1967)				36,800

# Oregon—Medford



**KTVM**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 30.2-kw visual, 6.03-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"

Holds CP for 60-kw visual, 8.1-kw aural, 2700-ft. above av. terrain, 140-ft. above ground, 5405-ft. above sea level, lat. 42° 41' 49", long. 123° 13' 39"; transmitter to King Mt., approx. 30-mi. NW of Medford. BPCT—3683.

Transmitter: TV Peak, Medford.

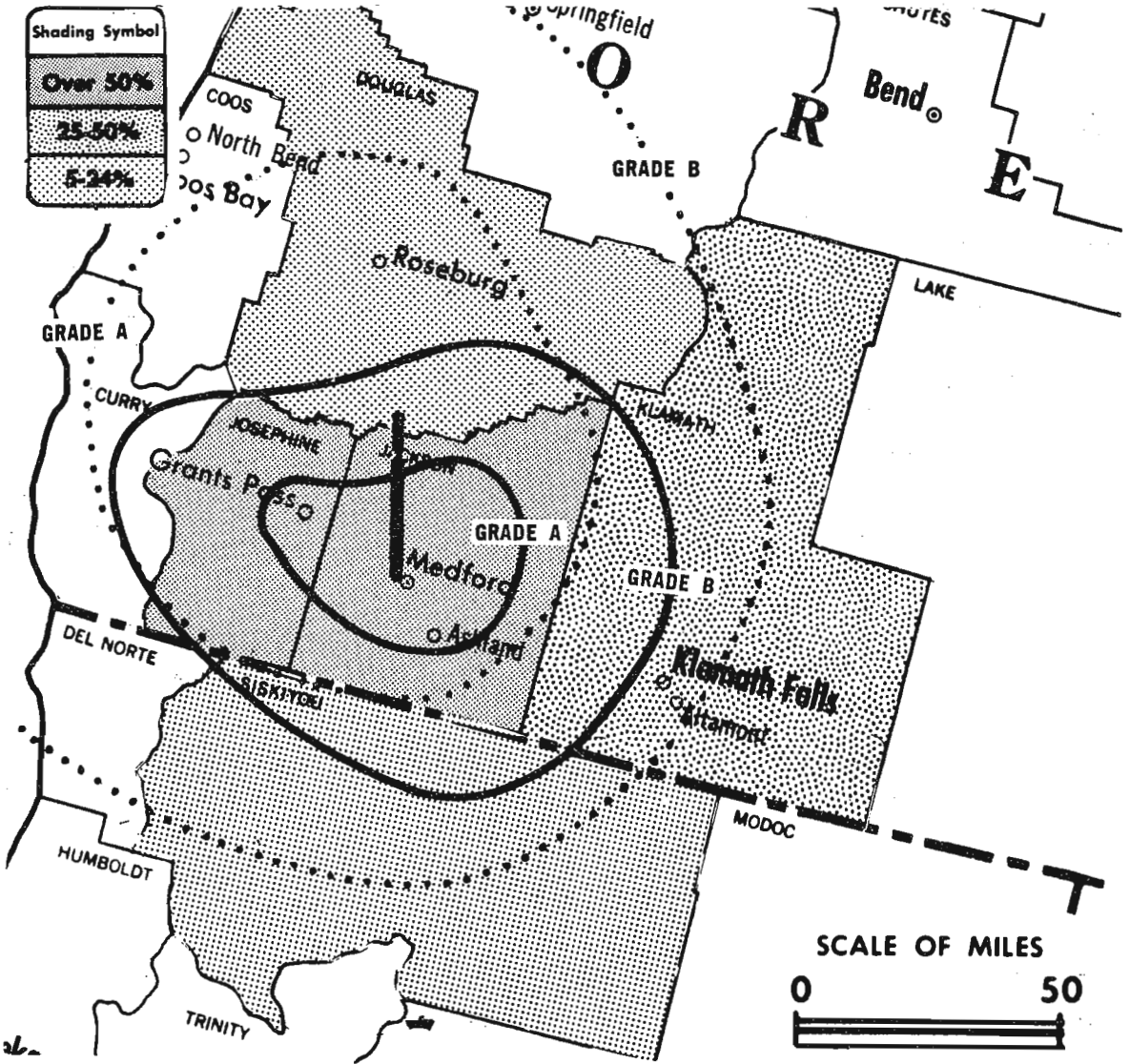
AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kc (MBS).

FM Affiliate: KGPO (Grants Pass), 1.3-kw, 96.9 mc (No. 245), 1650-ft.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KTVM Ref: FCC File No. BMPCT—1135 Granted 6/12/53  
CP: BPCT—3683 Granted 7/26/67

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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.: 510-757-0607.

Ownership: Redwood Bcstg. Co. Inc., 100%. (Mr. & Mrs. William Smullin, 70%; Earl E. Voorhies & family, 30%). KTVM also owns KOTI, Klamath Falls, Ore. Voorhies family owns Grants Pass Courier (KAGI). Redwood Bcstg. also owns 50% of KPIC, Roseburg, Ore. and controls KRCR-TV, Redding, Cal.

Began Operation: Aug. 1, 1953.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Adam Young-VTM Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

- JEROLD R. POULOS, v.p. & station manager.
- WILLIAM KIRK, chief engineer.
- JERRY KELLY, program manager.
- ROBERT LINDSTROM, regional sales manager.
- EDWARD RICE, local 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: \$250 (ABC), \$250 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OREGON Jackson	30,800	28,900	94
	Josephine	12,300	11,000	89
Between 25-50%	OREGON Klamath	16,000	15,000	94
Between 5-24%	CALIFORNIA Siskiyou	11,700	10,300	88
	OREGON Douglas	23,300	21,300	91
Station Totals		94,100	86,500	92
Net Weekly Circulation (March 1967)				41,700
Average Daily Circulation (March 1967)				34,900

# 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"

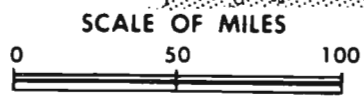
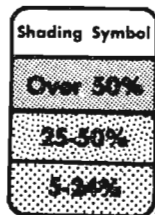
**Transmitter:** Skyline Blvd. at Stone Rd.

**Studio:** 2153 N.E. Sandy Blvd., Portland (97232).

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

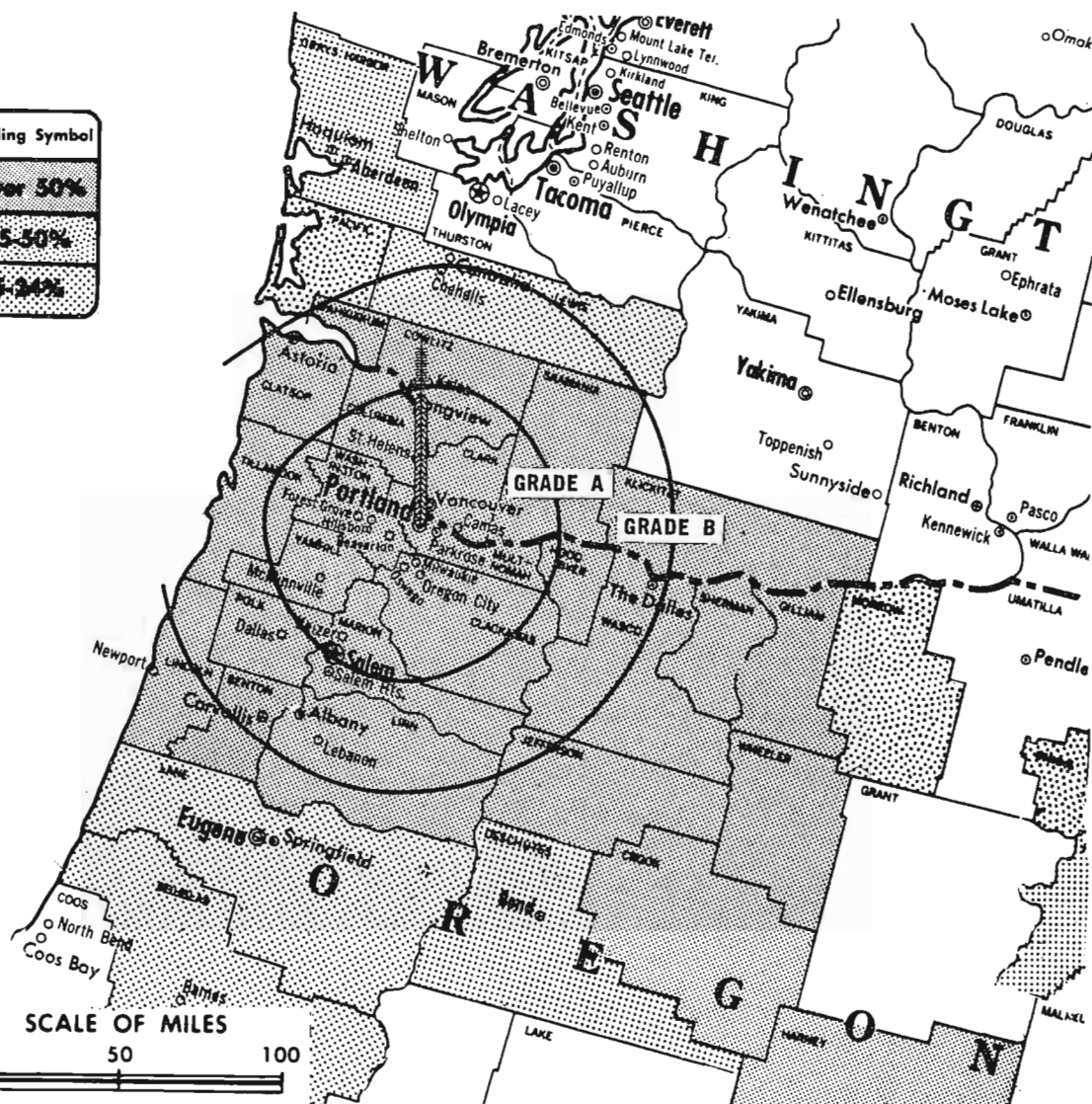
**News Wire Service:** AP, UPI.



KATU Ref: FCC File No. BPCT-3063 Granted 8/26/63

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Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



## KATU

**Licensee:** Fisher's Blend Station Inc., Portland.

**Telephone:** 503-235-8751.

**TWX No.:** 910-464-4700.

**Ownership:** J. L. Locke, chmn.; W. W. Warren, pres.; John A. Zehntbauer, 10%; Joseph E. Franz, 10%; Fisher's Blend Station Inc., 80% (KOMO-TV & KOMO, Seattle, Wash.).

**Began Operation:** March 15, 1962.

**Represented (sales)** by Television Advertising Representatives Inc.; William L. Simpson (Seattle).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by A. D. Ring & Associates.

**Personnel:**

- W. W. WARREN, president & general manager.
- W. J. HUBBACH, v.p. & station manager.
- RICHARD Z. THOMPSON, program manager & film buyer.
- WILLIAM VANDERMAY, chief engineer.
- GARY FERLISI, general sales manager.
- SAMUEL R. HERRICK, public service manager.

**DIGEST OF RATE CARD NO. 14a**  
(Feb. 1, 1968)

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 \$340.00 \$400.00 \$320.00 \$160.00

**NETWORK BASE HOURLY RATE:** \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OREGON			
	Benton	13,600	11,900	88
	Clackamas	46,500	43,700	94
	Clatsop	8,700	7,800	90
	Columbia	6,800	6,300	93
	Crook	2,900	2,600	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OREGON—(Continued)			
	Gilliam	1,000	800	88
	Harney	2,100	1,800	85
	Hood River	4,500	4,000	88
	Jefferson	3,600	3,200	91
	Lincoln	8,700	7,500	86
	Linn	20,200	18,800	93
	Marion	44,200	40,900	93
	Multnomah	193,800	180,600	93
	Polk	10,900	10,100	93
	Sherman	800	700	94
	Tillamook	5,100	4,400	87
	Wasco	7,400	6,600	89
	Washington	40,400	38,700	96
	Wheeler	500	500	89
Yamhill	10,200	9,300	91	
<b>Between 25-50%</b>	WASHINGTON			
	Clark	36,200	34,500	95
	Cowlitz	19,700	18,500	94
<b>Between 5-24%</b>	OREGON			
	Morrow	1,600	1,300	86
	Union	6,100	5,300	87
	WASHINGTON			
	Pacific	4,600	4,100	89
<b>Station Totals</b>	OREGON			
	Baker	5,900	5,300	90
	Deschutes	7,700	6,900	90
	Douglas	23,300	21,300	91
	Josephine	12,300	11,000	89
	Lane Inner	38,500	35,900	93
	Lane Outer	20,600	19,200	93
	WASHINGTON			
	Grays Harbor	18,800	16,600	89
	Lewis	13,400	12,200	91
<b>Station Totals</b>		647,200	598,100	92
<b>Net Weekly Circulation (March 1967)</b>				409,400
<b>Average Daily Circulation (March 1967)</b>				247,500



# Oregon—Portland



**KGW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"  
Longitude 122° 44' 46"

Transmitter: 299 N.W. Skyline Dr.

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.

News Film Service: NBC.

Facsimile Service: UPI.

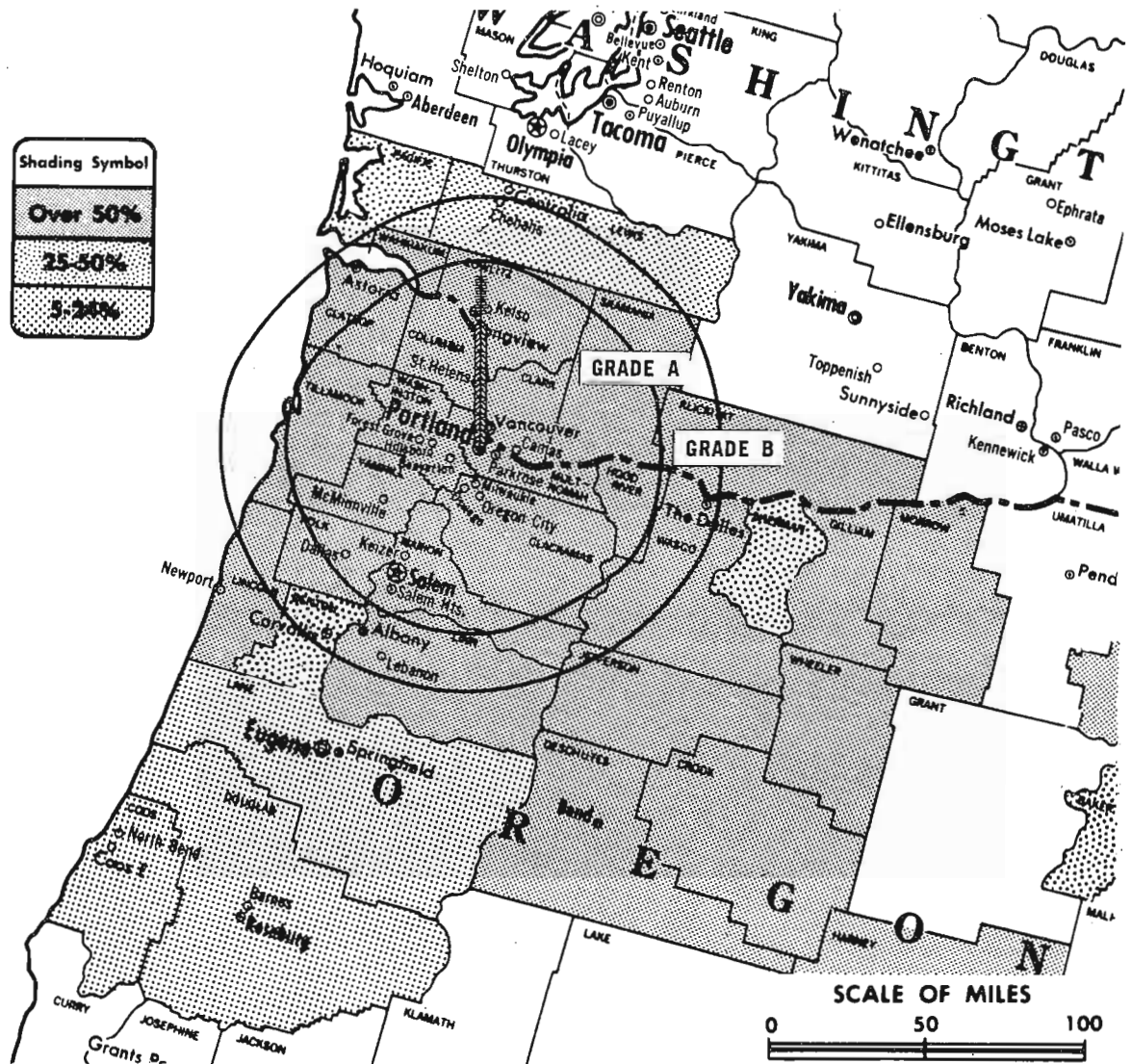
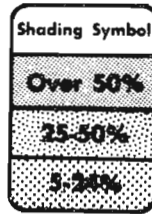
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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.; Stimson Bullitt, pres.; Otto P. Brandt, exec. v.p., bcstg.; Payson Hall, v.p., finances; Jay W. Wright, v.p., engineering; Jonathan Wetzel, secy. 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 Wilmer, Cutler & Pickering.

Personnel:

ANCIL H. PAYNE, v.p. & general manager.  
JOHN H. PINDELL, general sales manager.  
KENNETH F. YANDLE, program director & film buyer.  
RICHARD ROSS, news director.  
CLARE HANAWALT, chief engineer.  
RICHARD WRIGHT, publicity & promotion manager.  
FRED EICHHORN, marketing manager.  
PAUL J. MARCOTTE, production manager.  
ARTHUR MANNING, sales service manager.  
JOHN DAVID, sales traffic manager.

### DIGEST OF RATE CARD NO. 11—(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\*\* 10 Sec.\*\*

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$360.00 \$400.00 \$350.00 \$200.00

\*Above Section II. Available only Section II & III in A time.

\*\*Above Section I. Also has Section II & III for Min., 20 Sec. & 10 Sec.

NETWORK BASE HOURLY RATE: \$1225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>OREGON</b>			
	Clackamas	46,500	43,700	94
	Clatsop	8,700	7,800	90
	Columbia	6,800	6,300	93
	Crook	2,900	2,600	90
	Deschutes	7,700	6,900	90
	Gilliam	1,000	800	88
	Harney	2,100	1,800	85
	Hood River	4,500	4,000	88
	Jefferson	3,600	3,200	91
	Lincoln	8,700	7,500	86
	Linn	20,200	18,800	93
	Marion	44,200	40,900	93
	Morrow	1,600	1,300	86
	Multnomah	193,800	180,600	93
	Polk	10,900	10,100	93
	Tillamook	5,100	4,400	87
	Union	6,100	5,300	87
	Wasco	7,400	6,600	89
	Washington	40,400	38,700	96
	Wheeler	500	500	89
	Yamhill	10,200	9,300	91
		<b>WASHINGTON</b>		
Clark		36,200	34,500	95
Cowlitz		19,700	18,500	94
Klickitat		4,300	3,700	87
Skamania		1,500	1,400	90
	Wahkiakum	800	700	90
Between 25-50%	<b>OREGON</b>			
	Baker	5,900	5,300	90
	Benton	13,600	11,900	88
	Sherman	800	700	94

(Continued on page 583-b)

Station Totals	634,700	586,500	92
Net Weekly Circulation (March 1967)			421,300
Average Daily Circulation (March 1967)			297,200



# Oregon—Portland



**KOIN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15-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.

Studio: 140 S.W. Columbia St.

TV tape: Recording facilities.

AM Affiliate: KOIN, 5-kw, 970 kc (CBS).

FM Affiliate: KOIN-FM, 100-kw, 101.1 mc (No. 266), 1640-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

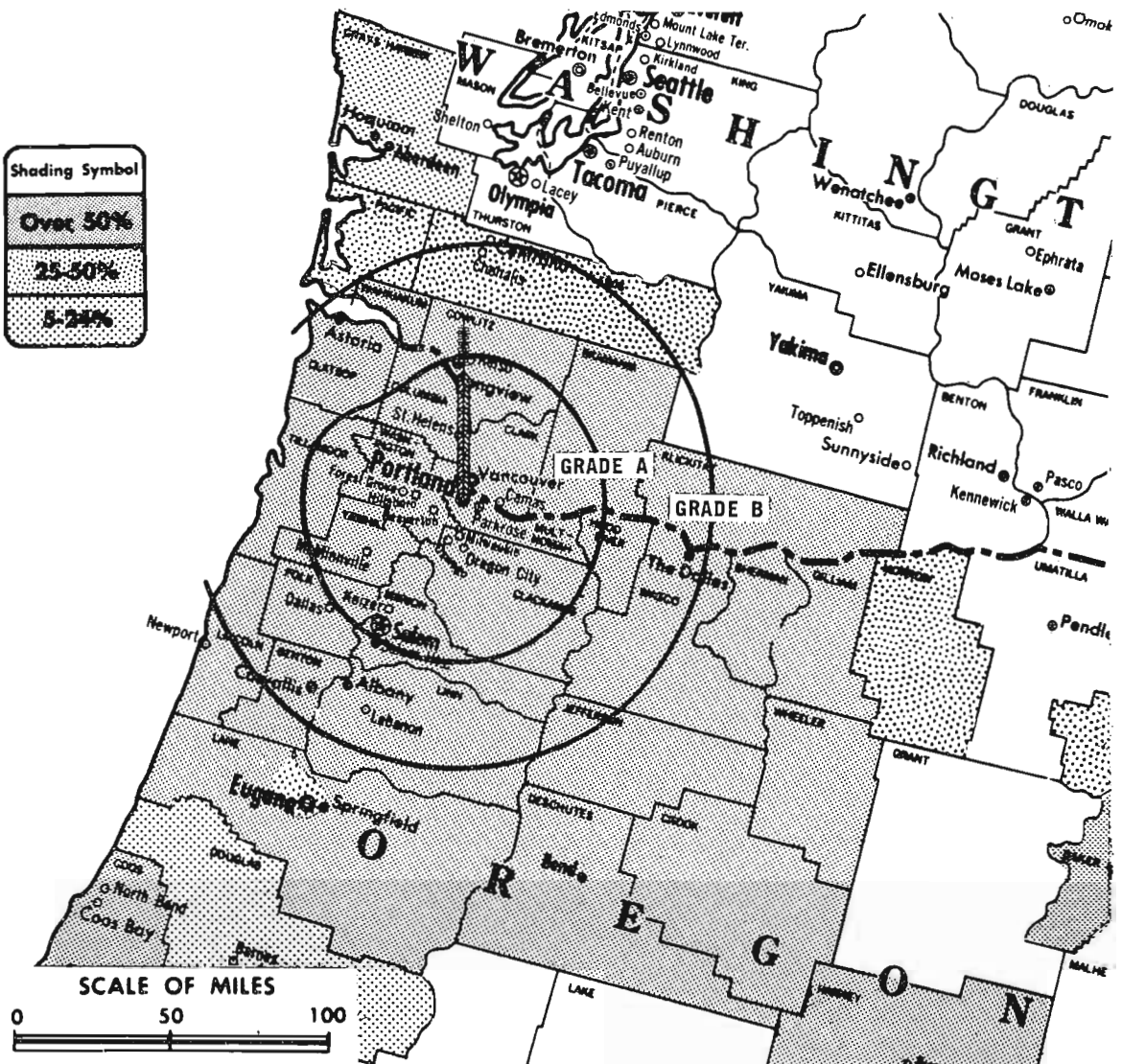
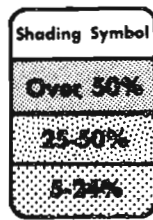
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KOIN-TV Ref: FCC File No. BMPCT-5941 Granted 3/19/64

©American Map Co., Inc., N.Y., No. 14244

## KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland (97201).

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: Oct. 15, 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, public affairs director.  
RICHARD McLAUGHLIN, promotion manager.  
LOUIS BOOKWALTER, chief engineer.  
RALPH GREER, traffic manager.

### DIGEST OF RATE CARD NO. 11

(July 2, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:59 p.m., daily.					
\$1200.00	\$720.00	\$400.00	\$425.00	\$325.00	\$163.00
NETWORK BASE HOURLY RATE: \$1225.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>OREGON</b>			
	Baker	5,900	5,300	90
	Benton	13,600	11,900	88
	Clackamas	46,500	43,700	94
	Clatsop	8,700	7,800	90
	Columbia	6,800	6,300	93
	Coos	18,600	16,000	86
	Crook	2,900	2,600	90
	Deschutes	7,700	6,900	90
	Gilliam	1,000	800	88
	Harney	2,100	1,800	85
	Hood River	4,500	4,000	88
	Jefferson	3,600	3,200	91
	Lane Outer	20,600	19,200	93
	Lincoln	8,700	7,500	86
	Linn	20,200	18,800	93
	Marion	44,200	40,900	93
	Multnomah	193,800	180,600	93
	Polk	10,900	10,100	93
	Sherman	800	700	94
	Tillamook	5,100	4,400	87
	Wasco	7,400	6,600	89
	Washington	40,400	38,700	96
	Wheeler	500	500	89
Yamhill	10,200	9,300	91	
<b>WASHINGTON</b>				
Clark	36,200	34,500	95	
Cowlitz	19,700	18,500	94	
Klickitat	4,300	3,700	87	
Skamania	1,500	1,400	90	
Wahkiakum	800	700	90	
<b>Between 25-50%</b>	<b>OREGON</b>			
	Lane Inner	38,500	35,900	93
	Morrow	1,600	1,300	86
	Union	6,100	5,300	87

(Continued on page 583-b)

Station Totals	653,500	603,100	92
Net Weekly Circulation (March 1967)			465,200
Average Daily Circulation (March 1967)			338,700

# Oregon—Portland

**KPTV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"  
Longitude 122° 44' 53"

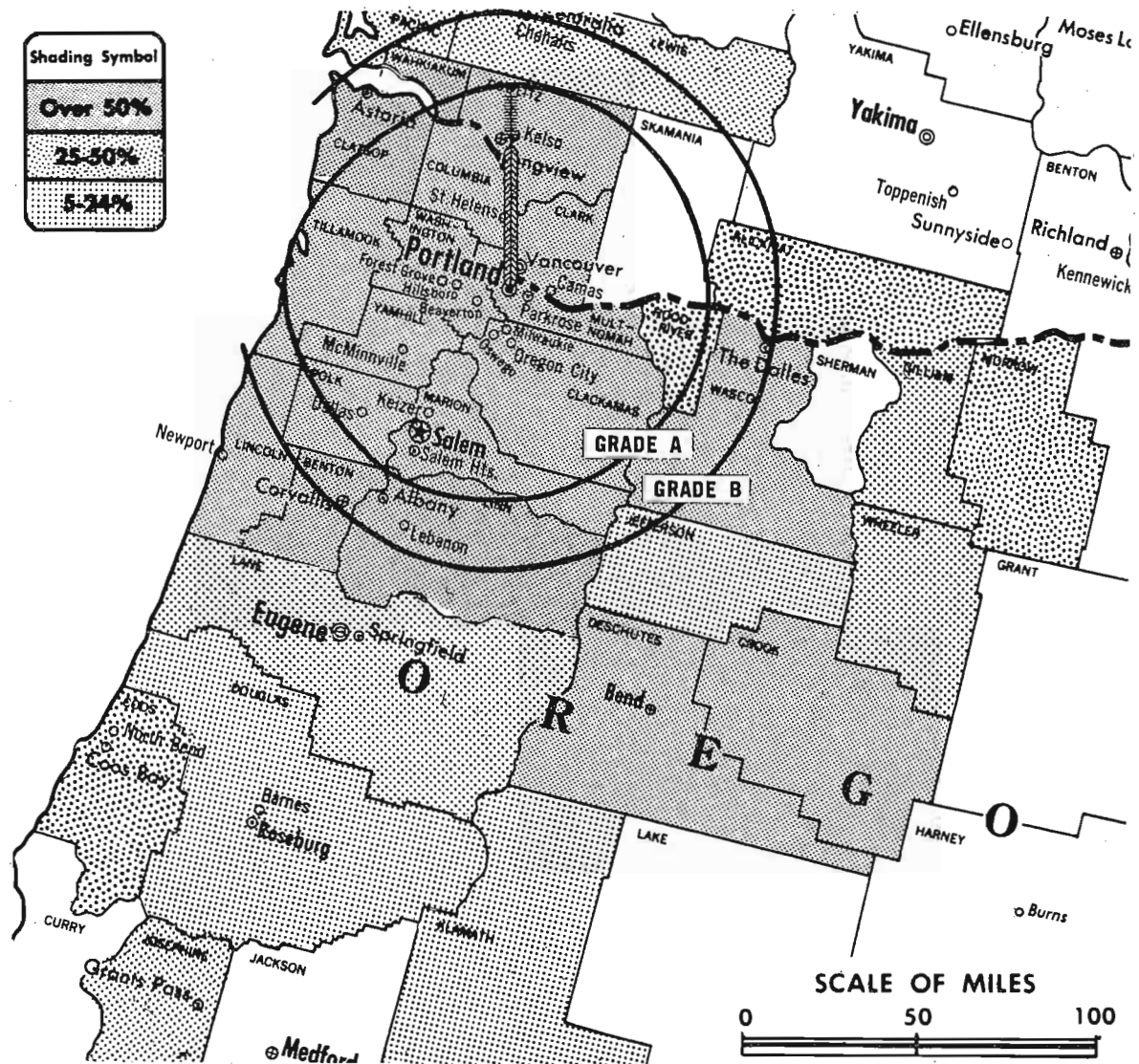
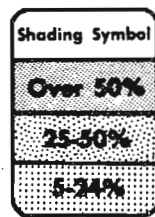
Transmitter: 212 NW Miller Rd.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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. is 35% owned by Baldwin-Montrose Chemical Co. Inc. Oregon Television Inc. officers are: John S. Hansen, pres.; John G. Bannister, v.p.; Bernard Art, controller; Robert Hunter, secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles and WTCN-TV, Minneapolis, Minn.

Began Operation: March 9, 1955. George Haggarty's purchase of KLOR (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.). Transfer of stock of Chris-Craft Industries Inc. by shareholders to Baldwin-Montrose Chemical Co. Inc. bringing holdings to 35% approved by FCC Nov. 8, 1967 (Vol. 7:46).

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.  
BLAKE BYRNE, sales manager.  
GORDON WHITE, program manager & film buyer.  
ELIZABETH MORRIS, promotion manager.  
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 17  
(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—7-11 p.m., daily.	\$900.00	\$540.00	\$360.00	\$225.00	Graded rates apply*

\*Highest rate: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>OREGON</b>			
	Benton	13,600	11,900	88
	Clackamas	46,500	43,700	94
	Clatsop	8,700	7,800	90
	Columbia	6,800	6,300	93
	Crook	2,900	2,600	90
	Deschutes	7,700	6,900	90
	Linn	8,700	7,500	86
	Marion	44,200	40,900	93
	Multnomah	193,800	180,600	93
	Polk	10,900	10,100	93
	Tillamook	5,100	4,400	87
	Wasco	7,400	6,600	89
	Washington	40,400	38,700	96
	Yamhill	10,200	9,300	91
	<b>WASHINGTON</b>			
	Clark	36,200	34,500	95
Cowlitz	19,700	18,500	94	
Wahkiakum	800	700	90	
<b>Between 25-50%</b>	<b>OREGON</b>			
	Coos	18,600	16,000	86
	Hood River	4,500	4,000	88
	Morrow	1,600	1,300	86
<b>WASHINGTON</b>				
Klickitat	4,300	3,700	87	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Baker	5,900	5,300	90
	Douglas	23,300	21,300	91
	Gilliam	1,000	800	88
	Jefferson	3,600	3,200	91
Josephine	12,300	11,000	89	

(Continued on page 583-b)

Station Totals	677,400	625,200	92
Net Weekly Circulation (March 1967)			383,600
Average Daily Circulation (March 1967)			204,900

**KOIN-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	WASHINGTON			
	Lewis Pacific	13,400 4,600	12,200 4,100	91 89
<b>Between 5-24%</b>	OREGON			
	Douglas	23,300	21,300	91
	WASHINGTON Grays Harbor	18,800	16,600	89

**KGW-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	WASHINGTON Pacific	4,600	4,100	89
<b>Between 5-24%</b>	OREGON			
	Coos	18,600	16,000	86
	Douglas	23,300	21,300	91
	Lane Inner	38,500	35,900	93
	Lane Outer	20,600	19,200	93
	WASHINGTON Lewis	13,400	12,200	91

**Oregon—Portland**

**KPTV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	OREGON—(Continued)			
	Klamath	16,000	15,000	94
	Lane Inner	38,500	35,900	93
	Lane Outer	20,600	19,200	93
	Union	6,100	5,300	87
	Wheeler	500	500	89
	WASHINGTON			
	Grays Harbor	18,800	16,600	89
	Lewis	13,400	12,200	91
	Pacific	4,600	4,100	89

Listing for KPIC, Roseburg  
Is on next page

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# Oregon—Roseburg



**KPIC**

Ch. 4

[Satellite of KVAL-TV, Eugene, Ore.]

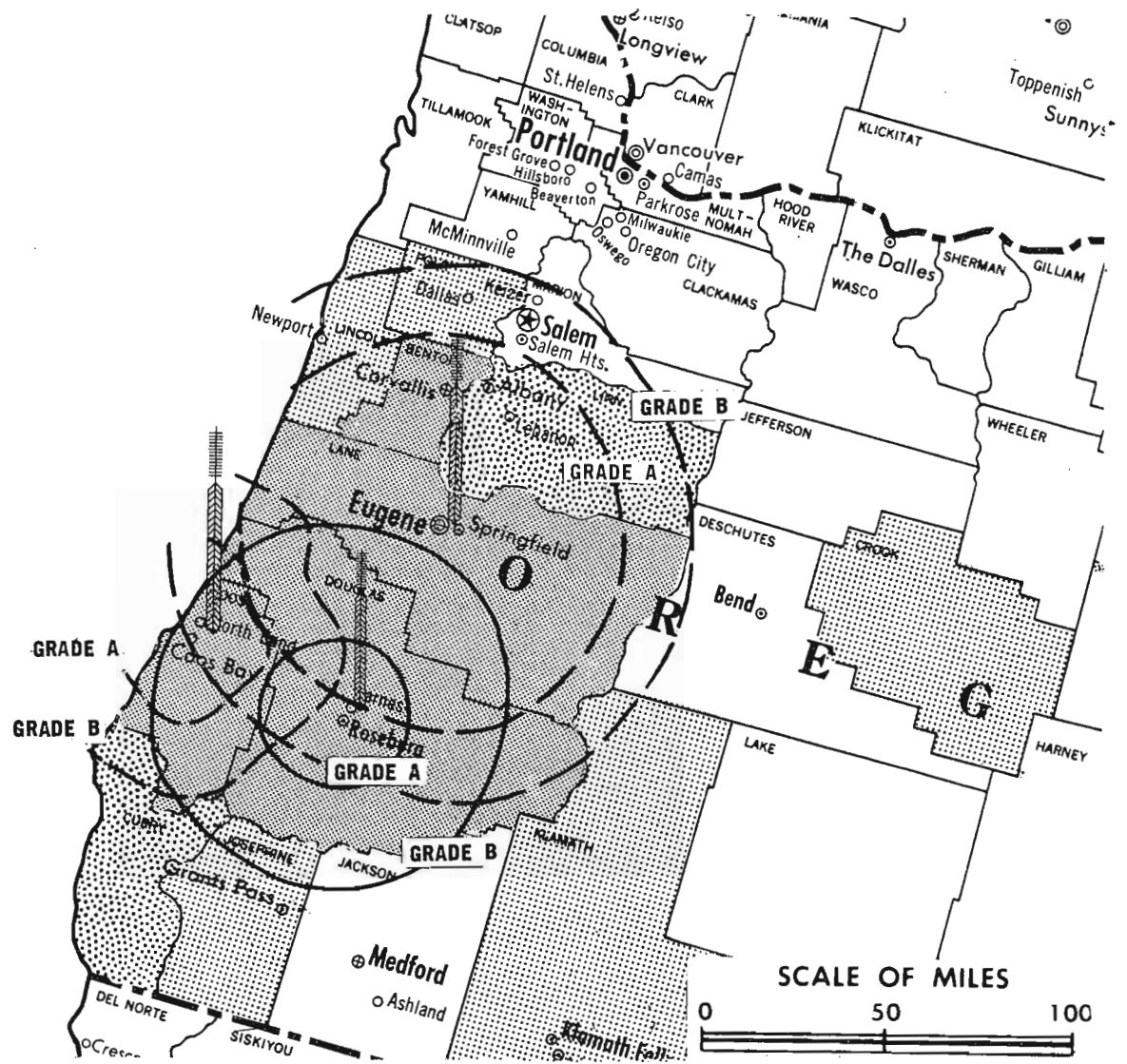
**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 5.37-kw visual, .55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

Latitude 43° 14' 39.6"

Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center of Roseburg.

Color: Network only.



County coverage (shaded areas) based on 1967 ARB study.

KPIC Ref: FCC File No. BMPCT-3395 Granted 10/26/55

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## KPIC

Network Service: NBC, same as KVAL-TV.

Licensee: South West Oregon Television Broadcasting Corp., 1850 NE Stephens St. (97470).

TWX No.: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Redwood Bcstg. Co. (KTVM, Medford, Ore.), 50%.

Began Operation: April 1, 1956.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

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

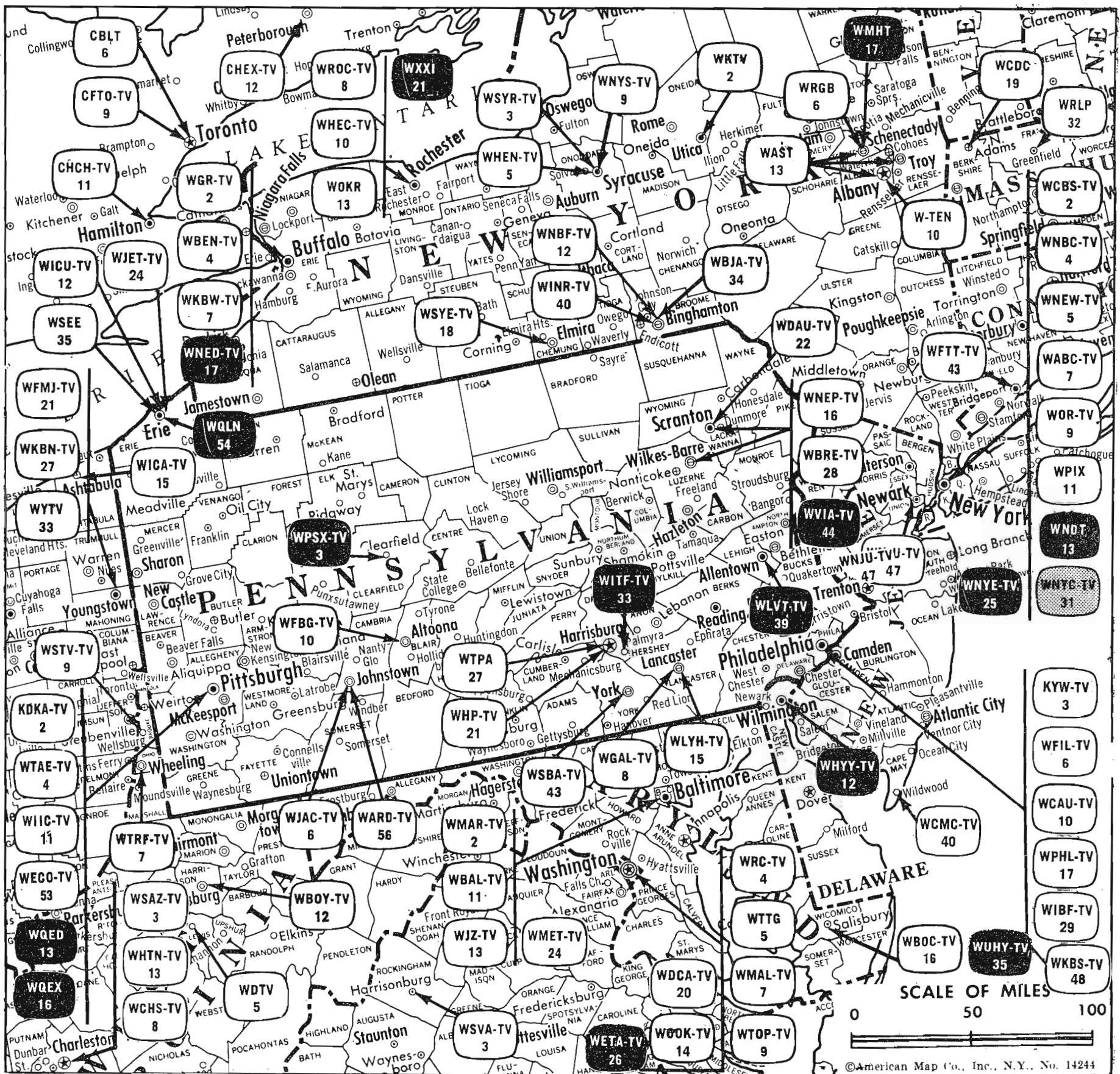
Combination Rate: See KVAL-TV, Eugene.

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

ARB Data: Figures included with parent KVAL-TV, Eugene, Ore. Map reflects coverage of parent & satellites.



# Pennsylvania



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Philadelphia	2,089,700	4	2,971,400	3	2,864,300	3
Pittsburgh	1,140,200	10	1,541,900	18	1,480,300	18
Johnstown-Altoona	487,400	29	1,437,600	20	1,374,000	20
Harrisburg-Lancaster-Lebanon-York	485,600	30	1,872,400	12	1,797,200	11
Wilkes-Barre-Scranton	274,600	69	651,300	56	618,400	54
Erie	159,200	107	368,800	112	352,900	108

Pennsylvania Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	13	23
2	6	8
		31

Note: For Station cross-references indicating markets served, see next page.

# Pennsylvania

**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.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WLVT-TV**

**Allentown-Bethlehem**

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

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 Marlowe Froke, 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"

**WQLN**

**Erie**

Ch. 54

Non-Commercial Educational Station

Licensee: ETV of Northwest Pa. Inc., Waterford Pike, Erie.

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 912-kw max. & 215-kw horizontal visual, 91.2-kw max. & 28.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 714-ft. above ground, 2014-ft. above sea level.

Latitude	42°	02'	30"
Longitude	80°	04'	05"

**WITF-TV**

**Hershey**

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Community Center Bldg., Chocolate & Cocoa Aves.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 513-kw visual, 51.3-kw aural. Antenna: 867-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: 141-kw visual, 14.1-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"

**WQED**

**Pittsburgh**

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 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, 543-ft. above ground, 1765-ft. above sea level.

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: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

**WVIA-TV**

**Scranton & Wilkes-Barre**

Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pa. ETV Assn., Box 4444, Scranton.

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 1131-kw max. and 1000-kw horizontal visual, 113.1-kw max. and 100-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57"
Longitude	75°	52'	20"

# Pennsylvania—Altoona



**WFBG-TV**



Ch. 10

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, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS

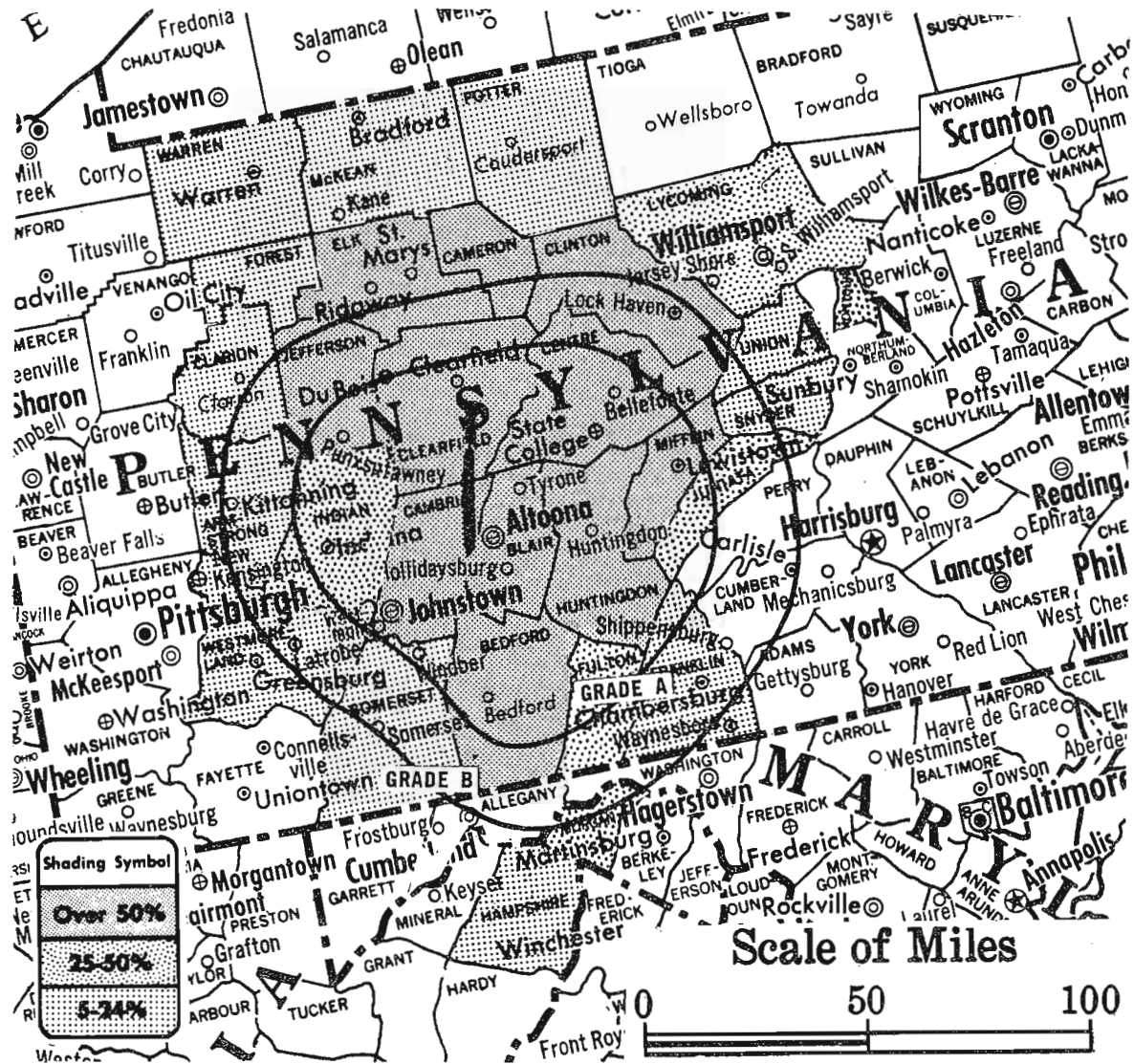
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WFBG-TV Ref: FCC File No. BPCT-2593 Granted 2/19/59

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## WFBG-TV

Network Service: 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, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN STILLI, general manager.  
 GEORGE MAHON, sales manager.  
 VICTOR L. STAMM, program director.  
 RICHARD KLINE, chief engineer.

### DIGEST OF RATE CARD NO. 14

(Oct. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AAA—8-10:30 p.m., daily.

\$1200.00 \$720.00 ..... \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$1000 (ABC), \$1000 (CBS).

For Translator Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>PENNSYLVANIA</b>				
		Bedford	12,300	11,400	93
		Blair	43,700	41,900	96
		Cambria	55,800	53,900	97
		Cameron	2,200	2,200	97
		Centre	21,600	20,200	93
		Clearfield	23,100	22,100	96
		Clinton	10,900	10,400	95
		Elk	10,600	10,100	95
		Huntingdon	10,800	10,100	93
		Jefferson	13,500	12,900	95
		Mifflin	13,800	12,700	92
<b>Between 25-50%</b>	<b>PENNSYLVANIA</b>				
		Fulton	3,100	2,800	89
		Indiana	20,700	19,600	95
		Juniata	4,700	4,200	90
	Lycoming	36,000	33,400	93	
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>				
		Morgan	2,600	2,400	92
	<b>PENNSYLVANIA</b>				
		Armstrong	22,700	21,700	96
		Clarion	10,100	9,600	95
		Forest	1,100	1,000	97
		Franklin	28,800	26,600	92
		Mc Kean	16,000	15,100	94
		Montour	4,100	3,800	93
		Potter	4,700	4,400	93
		Snyder	7,200	6,500	90
		Somerset	20,800	19,700	94
		Union	7,300	6,500	90
		Warren	13,200	12,100	92
		Westmoreland	109,300	106,000	97
<b>WEST VIRGINIA</b>					
	Hampshire	3,100	2,600	87	
<b>Station Totals</b>		<b>533,800</b>	<b>505,900</b>	<b>95</b>	
Net Weekly Circulation (March 1967)				225,400	
Average Daily Circulation (March 1967)				173,100	



# Pennsylvania—Erie



**WICU-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 33.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"  
Longitude 80° 00' 19"

Transmitter: Donation Rd.

TV tape: Recording facilities.

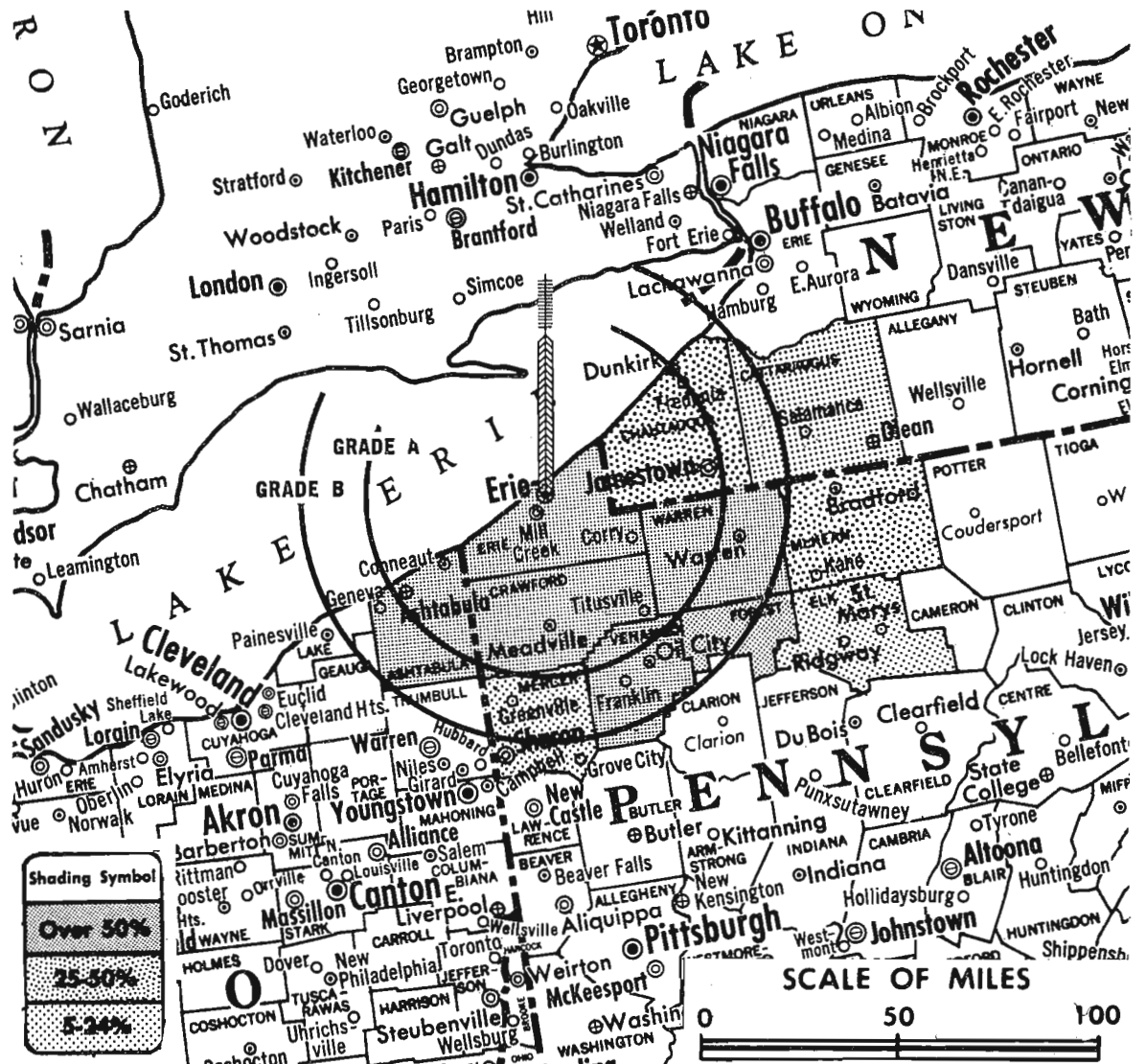
Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WICU-TV Ref: FCC File No. BMPCT-1113 Granted 6/28/57

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## WICU-TV

Licensee: Lamb Communications Inc., 3514 State St. (16508).

Studio: 3514 State St.

Telephone: 814-454-5201.

TWX No.: 814-453-6879.

Ownership: Lamb Enterprises, 89.36%; Edward H. & Prudence Lamb, .07% each; Edward Lamb & Priscilla Lamb Guyton, .02% each; approx. 1800 others.

Began Operation: March 15, 1949.

Represented (sales) by Avery-Knodel Inc.; 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.  
ERIC F. JOHNSON, program director.  
FRED MARINO, news director.

### DIGEST OF RATE CARD NO. 18 (June 5, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$800.00	\$550.00	\$450.00	\$300.00	\$130.00	\$120.00 \$60.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	OHIO			
	Ashtabula	29,800	28,600	96
	PENNSYLVANIA			
	Crawford	22,700	21,300	94
	Erie	77,200	74,700	97
	Forest	1,100	1,000	97
<b>Between 25-50 %</b>	VENANGO	18,100	16,800	93
	WARREN	13,200	12,100	92
	NEW YORK			
<b>Between 5-24 %</b>	Chautauqua	51,000	48,800	96
	PENNSYLVANIA			
	Mc Kean	16,000	15,100	94
<b>Between 5-24 %</b>	NEW YORK			
	Cattaraugus	25,700	24,400	95
	PENNSYLVANIA			
<b>Between 5-24 %</b>	Elk	10,600	10,100	95
	Mercer	38,200	36,600	96
<b>Station Totals</b>		<b>303,600</b>	<b>289,500</b>	<b>94</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>159,200</b>
<b>Average Daily Circulation (March 1967)</b>				<b>115,200</b>

For Color Set Penetration by Markets  
See Services Volume



# Pennsylvania—Erie



## WJET-TV

Ch. 24

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"

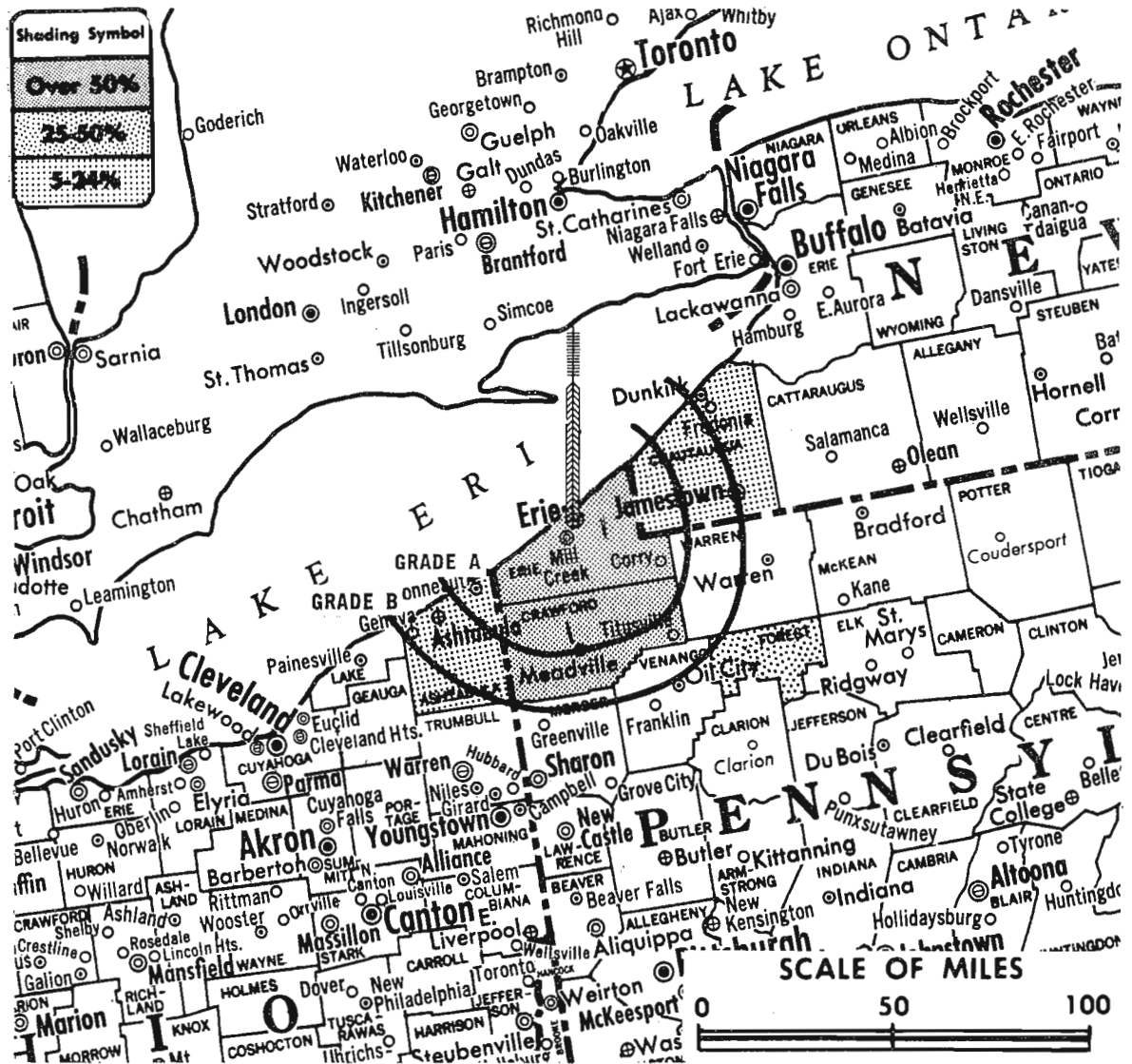
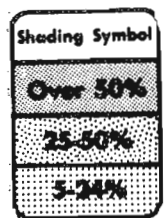
Transmitter: U.S. Route 19, 3.75-mi. S of Erie City limits.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

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

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St. (16503).

Studio: 8700 Waterford Pike Rd. (16509).

Telephone: 814-864-4902.

Ownership: Myron Jones, pres., 63.5%; William Fleckenstein, v.p., 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.

Began Operation: April 3, 1966.

Represented (sales) by Eastman TV Inc.

Represented (legal) by Midlen & Harrison.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

MYRON JONES, president.

PETE COTICCHIA, general manager.

KEN FANAZINI, program director.

JOHN KANZUS, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Jan. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$300.00	\$180.00	\$150.00	\$70.00	\$60.00	\$50.00
					\$30.00	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Crawford	22,700	21,300	94
	Erie	77,200	74,700	97
Between 25-50%	PENNSYLVANIA			
	Forest	1,100	1,000	97
Between 5-24%	NEW YORK			
	Chautauqua	51,000	48,800	96
	OHIO			
	Ashtabula	29,800	28,600	96
	PENNSYLVANIA			
	Venango	18,100	16,800	93
Station Totals		199,900	191,200	96
Net Weekly Circulation (March 1967)				90,100
Average Daily Circulation (March 1967)				57,700

For Color & UHF Penetration by Markets  
See Services Volume

# Pennsylvania—Erie



**WSEE**

Ch. 35

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 1000-kw maximum and 301-kw horizontal visual, 100-kw maximum and 30.1-kw horizontal aural. Antenna: 960-ft. above av. terrain, 760-ft. above ground, 2100-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.

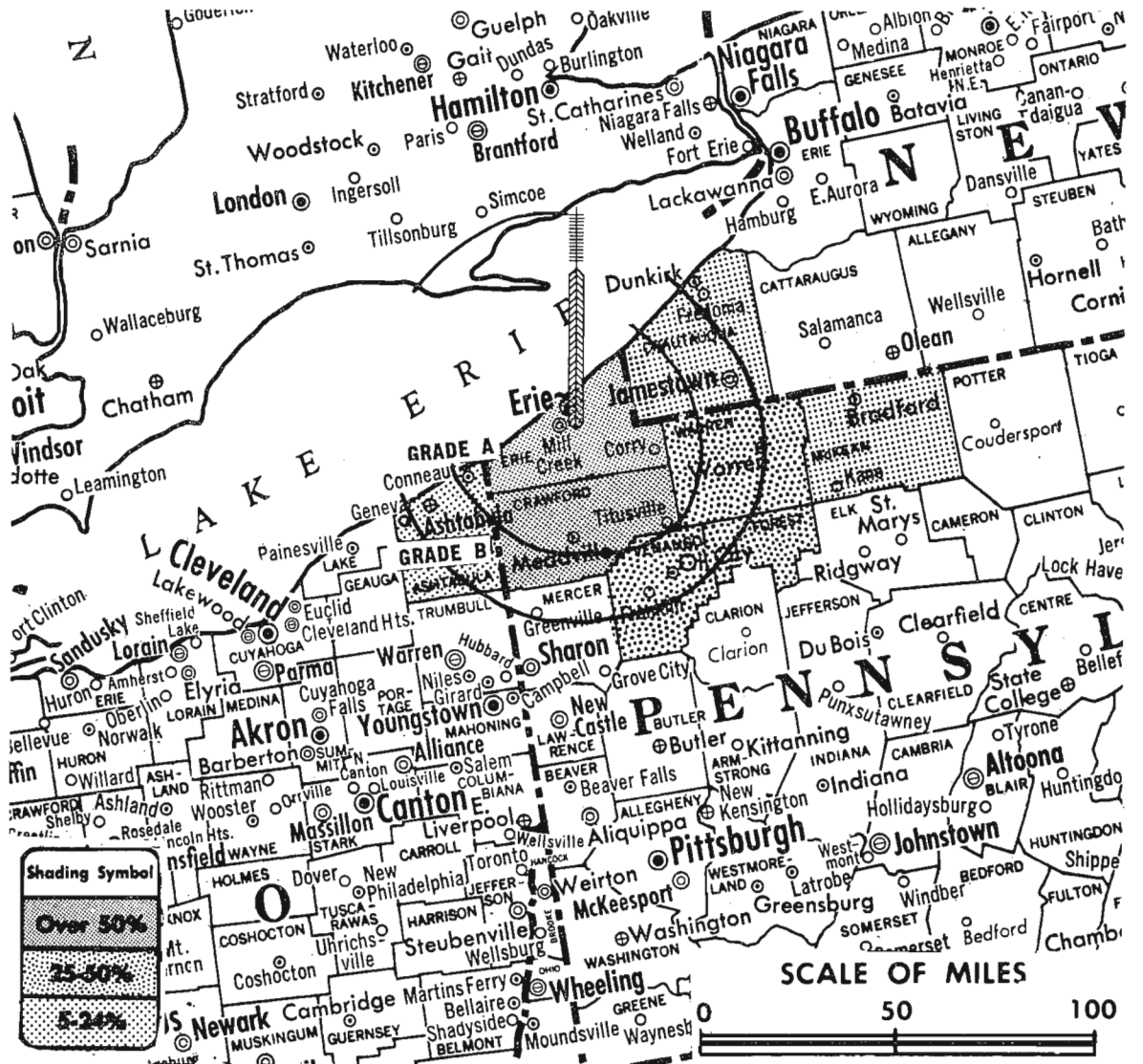
Telephone: 814-455-7575.

TWX No.: 814-453-6875.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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

Network Service: CBS.

Licensee: Great Lakes Television Co., 1220 Peach St. (16501).

Ownership: George J. Mead, 17.130%; John W. English, 7.062%; James R. McBrier, 6.161%; Marie C. Held, 3.757%; John J. Galbo, 2.705%; Edward Mead, 1.202%; J. Jacob Young, 11.946%; Margaret M. Simmons, executrix for estate of J. Thomas Simmons, 8.565%; A. R. Minadeo, 13.824%; Mary Denny, 4.808%; James Mead, .977%; Mary M. Flanagan, .977%; Grace F. Mead, 13.824%; and Eleanor B. Boland, executrix for estate of John J. Boland Jr., 7.062%. Great Lakes Television Co. officers: George J. Mead, pres.; John W. English, 1st v.p. & secy.; James R. McBrier, 2nd v.p.; John J. Held, treas.; Edward G. Zellefrow, asst. secy. 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); Ohio Station Reps (Ohio); Penn State Reps (Pittsburgh); Busby, Finch & Woods Inc. (South & Southwest).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDWARD ZELLEFROW, general manager & film buyer.  
JAMES J. PENNA, technical supervisor.  
DONALD ROWE, production director.  
MELVIN T. KOFOD, general sales manager.  
FRANK HERRICK, film director.  
MAC DONALD WHITLEY, office manager.  
DAVE ALLEN, admin. asst., operations manager.

## DIGEST OF RATE CARD NO. 10

(June 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.	\$440.00	\$265.00	\$175.00	\$155.00	\$110.00	\$55.00 \$27.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Crawford	22,700	21,300	94
	Erie	77,200	74,700	97
Between 25-50%	PENNSYLVANIA			
	Forest	1,100	1,000	97
	Venango	18,100	16,800	93
	Warren	13,200	12,100	92
Between 5-24%	NEW YORK			
	Chautauqua	51,000	48,800	96
	OHIO			
	Ashtabula	29,800	28,600	96
	PENNSYLVANIA			
	Mc Kean	16,000	15,100	94
Station Totals		229,100	218,400	95
Net Weekly Circulation (March 1967)				104,000
Average Daily Circulation (March 1967)				66,900

# Pennsylvania—Harrisburg



## WHP-TV

Ch. 21

**Technical Facilities:** Channel No. 21 (512-518 mc). Authorized power: 1000-kw maximum and 399-kw horizontal visual, 57.5-kw 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, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WHP, 5-kw, 580 kc (CBS). **FM Affiliate:** WHP-FM, 1.85-kw, 97.3 mc (No. 247), 910-ft. antenna height.

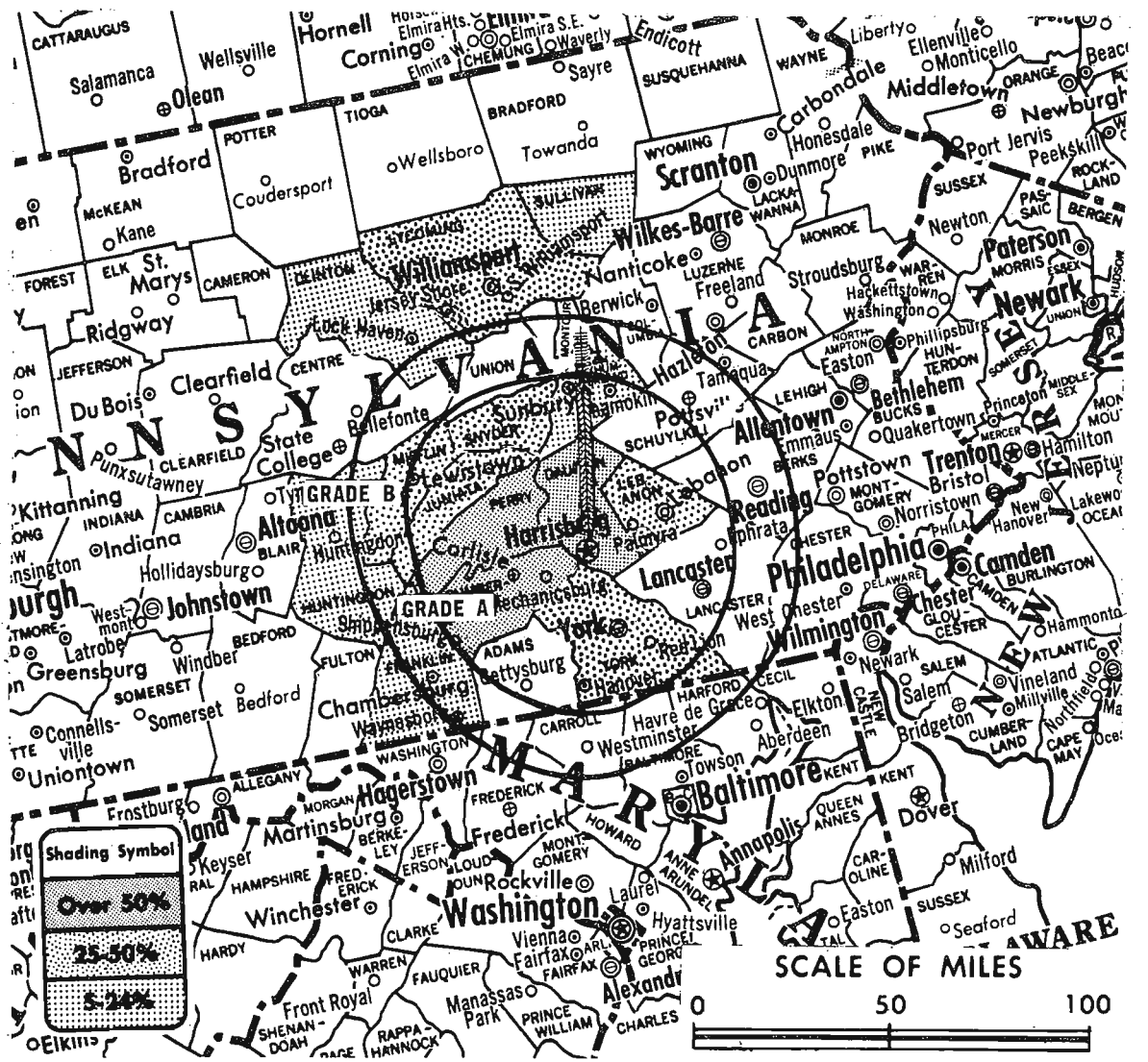
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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.

**Ownership:** Telegraph Press Inc., 57.410%; estate of E. J. Stackpole, 18.17%; A. H. Stackpole, pres., 2.164%; Cecil M. Sansbury, 10.821%; Bowman A. Brown Sr., secy. & asst. treas., 9.089%; Meade D. Detweiler III, 1.038%; Mary Frances Detweiler, 1.299%.

**Began Operation:** April 15, 1953.

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by George C. Davis Consulting Engineers.

**Personnel:**

A. H. STACKPOLE, president.

JOSEPH H. HIGGINS, exec. vice president & general manager.

JAMES R. FORNEY, assistant 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.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	PENNSYLVANIA			
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
<b>Between 25-50%</b>	PENNSYLVANIA			
	Juniata	4,700	4,200	90
	Lebanon	27,500	26,000	95
	Lycoming	36,000	33,400	93
	Mifflin	13,800	12,700	92
	Snyder	7,200	6,500	90
<b>Between 5-24%</b>	PENNSYLVANIA			
	Clinton	10,900	10,400	95
	Franklin	28,800	26,600	92
	Huntingdon	10,800	10,100	93
	Northumberland	29,900	27,900	93
Sullivan	1,800	1,700	94	
Station Totals		372,300	351,100	94
Net Weekly Circulation (March 1967)			161,400	
Average Daily Circulation (March 1967)			103,200	

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.

FM Affiliate: WTPA-FM, 104.1 mc (No. 281), 5-kw, 690-ft. antenna height.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WTPA Ref: FCC File No. BPCT-3028 Granted 5/11/62

©American Map Co., Inc., N.Y., No. 1424-1

## WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17110).

Telephone: 717-238-7171. TWX No.: 510-657-4724.

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.

Represented (engineering) by Lohnes & Culver.

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. 14 (June 1, 1966)

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	\$165.00*	\$141.00*

\*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	PENNSYLVANIA				
		Cumberland	41,300	39,500	96
		Dauphin	72,600	69,100	95
		Lebanon	27,500	26,000	95
		Mifflin	13,800	12,700	92
		Perry	7,800	7,300	94
<b>Between 25-50%</b>	PENNSYLVANIA				
		Juniata	4,700	4,200	90
		Lycoming	36,000	33,400	93
<b>Between 5-24%</b>	PENNSYLVANIA				
		Clinton	10,900	10,400	95
		Franklin	28,800	26,600	92
		Huntingdon	10,800	10,100	93
		Lancaster	90,300	83,000	92
		Northumberland	29,900	27,900	93
	Sullivan	1,800	1,700	94	
	Union	7,300	6,500	90	
Station Totals			469,900	440,600	94
Net Weekly Circulation (March 1967)				219,900	
Average Daily Circulation (March 1967)				137,700	

For Index to Contents  
See Services Volume



# 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.

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967 ARB study



WARD-TV Ref: FCC File No. BMPCT-4508 Granted 3/13/57

©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.  
HOWARD SMITH, 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

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	PENNSYLVANIA Cambria	55,800	53,900	97
Station Totals		55,800	53,900	97
Net Weekly Circulation (March 1967)				12,600
Average Daily Circulation (March 1967)				4,800

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Sales

CATV: Pennsylvania \$850,000

Radio: Manchester, N.H. \$315,000

116 Central Park South  
New York, N.Y.

# 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.

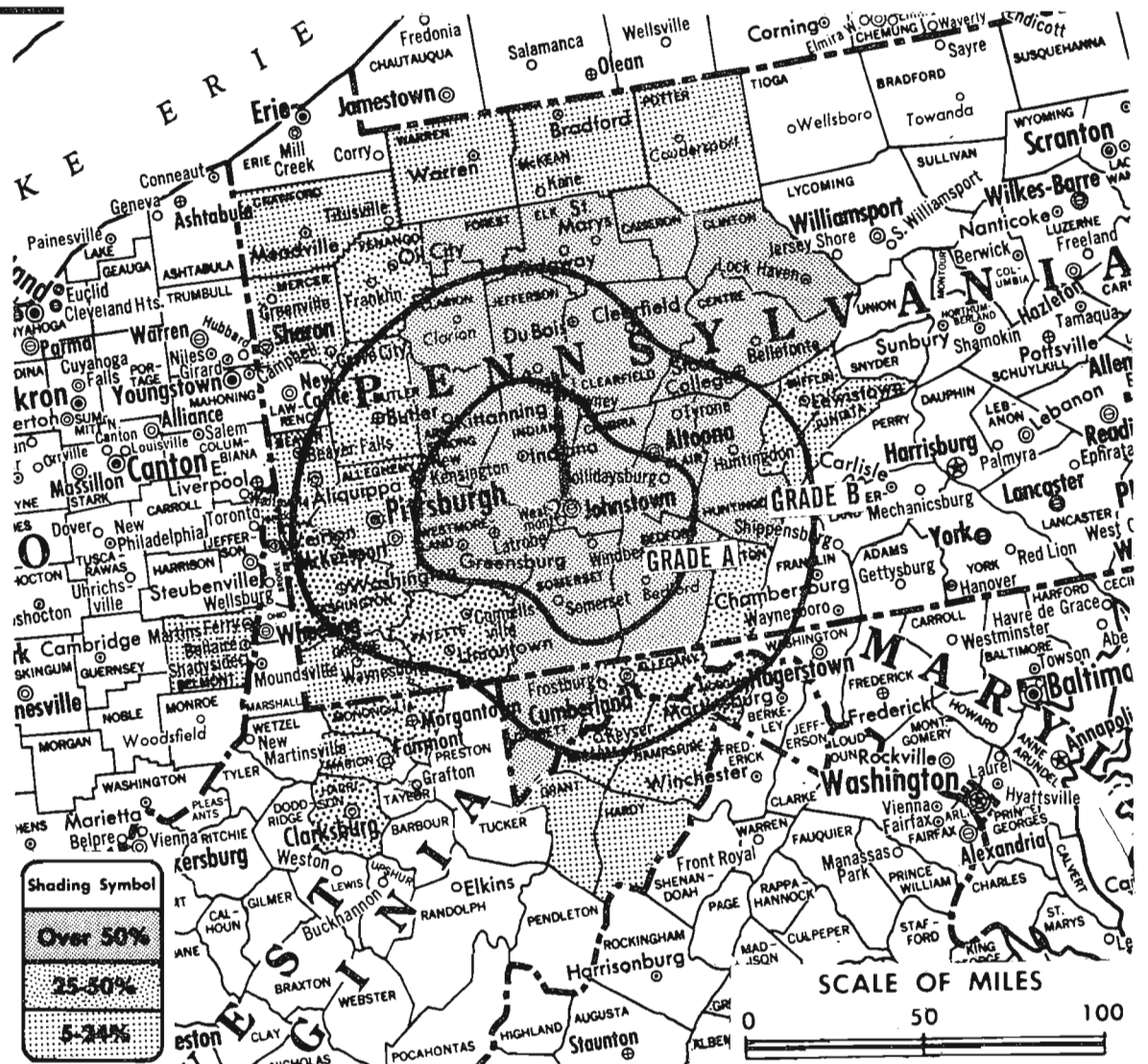
Color: Network, live, film, slide & tape.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WJAC-TV Ref: FCC File No. BPCT-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. 17—(June 12, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$1100.00 \$660.00 \$440.00 \$330.00 Graded rates apply\*

\*Highest rate: \$375.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Garrett	6,700	6,000	90
	PENNSYLVANIA			
	Armstrong	22,700	21,700	96
	Bedford	12,300	11,400	93
	Blair	43,700	41,900	96
	Cambria	55,800	53,900	97
	Cameron	2,200	2,200	97
	Centre	21,600	20,200	93
	Clarion	10,100	9,600	95
	Clearfield	23,100	22,100	96
	Clinton	10,900	10,400	95
	Elk	10,600	10,100	95
	Forest	1,100	1,000	97
Huntingdon	10,800	10,100	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA—(Continued)			
	Indiana	20,700	19,600	95
	Jefferson	13,500	12,900	95
	Somerset	20,800	19,700	94
	Westmoreland	109,300	106,000	97
Between 25-50%	MARYLAND			
	Allegany	29,100	27,600	95
	PENNSYLVANIA			
	Butler	34,100	33,100	97
	Fayette	46,400	43,800	94
	Fulton	3,100	2,800	89
	Mifflin	13,800	12,700	92
Venango	18,100	16,800	93	
Washington	63,700	61,300	96	
Between 5-24%	WEST VIRGINIA			
	Hampshire	3,100	2,600	87
	Harrison	22,100	21,300	96
	Mineral	6,400	5,900	92
	Monongalia	15,000	13,800	92
	Morgan	2,600	2,400	92
	OHIO			
	Belmont	25,300	24,300	96
	PENNSYLVANIA			
	Allegheny	484,300	468,500	97
Beaver	61,200	59,300	97	
Crawford	22,700	21,300	94	
Greene	10,100	9,500	94	
Juniata	4,700	4,200	90	
Mc Kean	16,000	15,100	94	
Mercer	38,200	36,600	96	
Potter	4,700	4,400	93	
Warren	13,200	12,100	92	
WEST VIRGINIA				
Grant	2,200	1,800	83	
Hancock	12,600	12,400	99	
Hardy	2,200	1,800	80	
Marion	18,200	17,200	94	
Station Totals		1,369,000	1,311,400	96
Net Weekly Circulation (March 1967)			487,400	
Average Daily Circulation (March 1967)			311,300	

# 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"

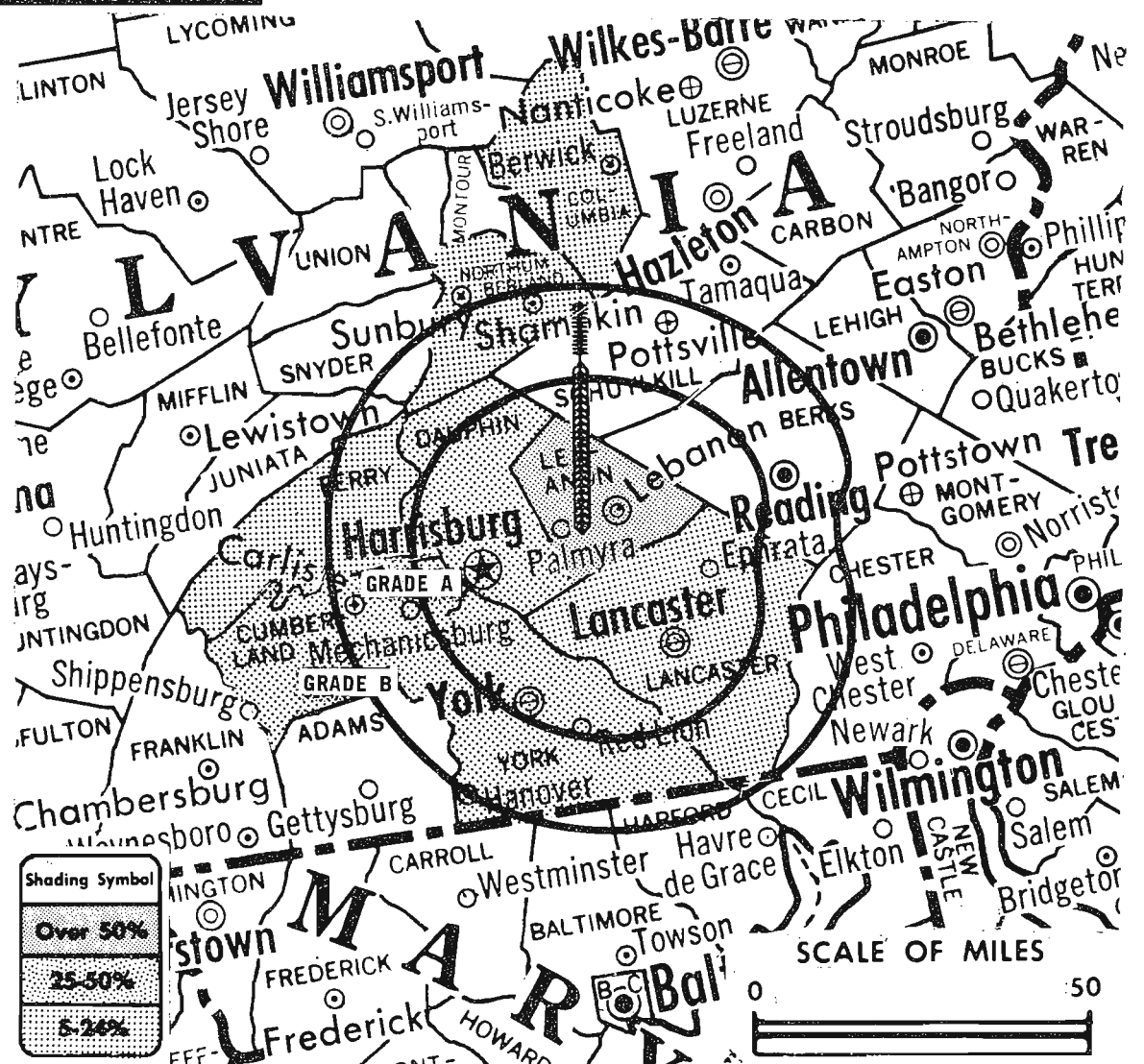
Longitude 76° 27' 42"

Transmitter: Television Hill, R.D. #5.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 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, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

JAY B. SONDHEIM, general manager.  
 LEO M. MacCOURTNEY, sales manager.  
 ROBERT GOOD, chief engineer.  
 DON CUNNINGHAM, program director.

### DIGEST OF RATE CARD NO. 5A (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID.
Class A—7:30-11 p.m., daily.	\$300.00	\$250.00		\$55.00	\$45.00	\$28.00

NETWORK BASE HOURLY RATE: \$100.

Combination Rates for WLYH-TV, WHP-TV, Harrisburg & WSBA-TV, York, Pa. (Keystone Group):

### DIGEST OF RATE CARD NO. 5 (April 15, 1966)

Class AA—7:30-10:30 p.m., daily.	\$800.00	\$480.00	\$155.00	\$85.00
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Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	PENNSYLVANIA			
	Lebanon	27,500	26,000	95
Between 5-24%	PENNSYLVANIA			
	Columbia	15,900	15,100	95
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
	Lancaster	90,300	83,000	92
	Northumberland	29,900	27,900	93
	Perry	7,800	7,300	94
	York	79,200	75,700	96
Station Totals		364,500	343,600	94
Net Weekly Circulation (March 1967)				75,100
Average Daily Circulation (March 1967)				35,400



**MALARKEY, TAYLOR & ASSOCIATES**

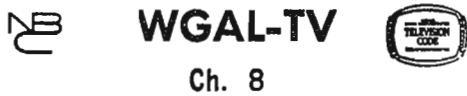
**CATV**

**Brokers - Consultants - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Pennsylvania—Lancaster



**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 63.1-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.

**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.

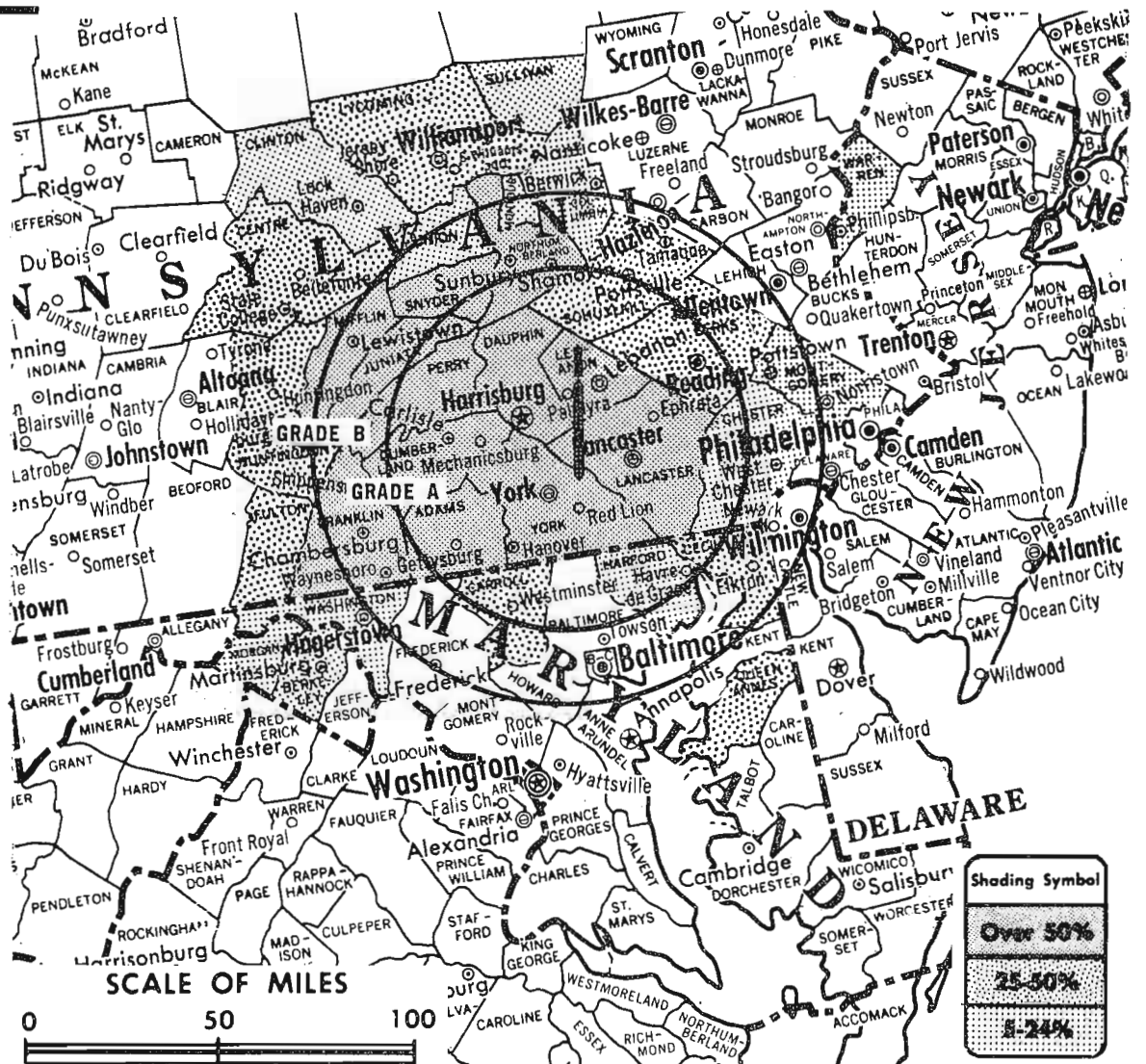
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, Western Union.

**Facsimile Service:** AP.

**News Film Service:** NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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).

**Studio:** Lincoln Hwy. West.

**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.; KOAT-TV, Albuquerque, N.M. and WTEV(TV), Providence, R.I. 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.
- WILLIAM HAUSLER, regional sales manager.
- ROBERT H. ZIMA, sales service manager.
- NELSON SEARS, program manager.
- ROBERT WALTHER, production manager.
- HARRY J. SHAUB JR., business manager.
- PAUL I. WOODLAND, promotion manager.
- ROBERT MALICK, farm director.
- WAYNE SEACAT, chief engineer.

DIGEST OF RATE CARD NO. 16  
(June 15, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AAA—8-10:30 p.m., daily.  
\$1300.00 \$790.00 \$525.00 \$450.00 \$425.00 \$230.00 \$155.00  
**NETWORK BASE HOURLY RATE: \$1500 (NBC).**

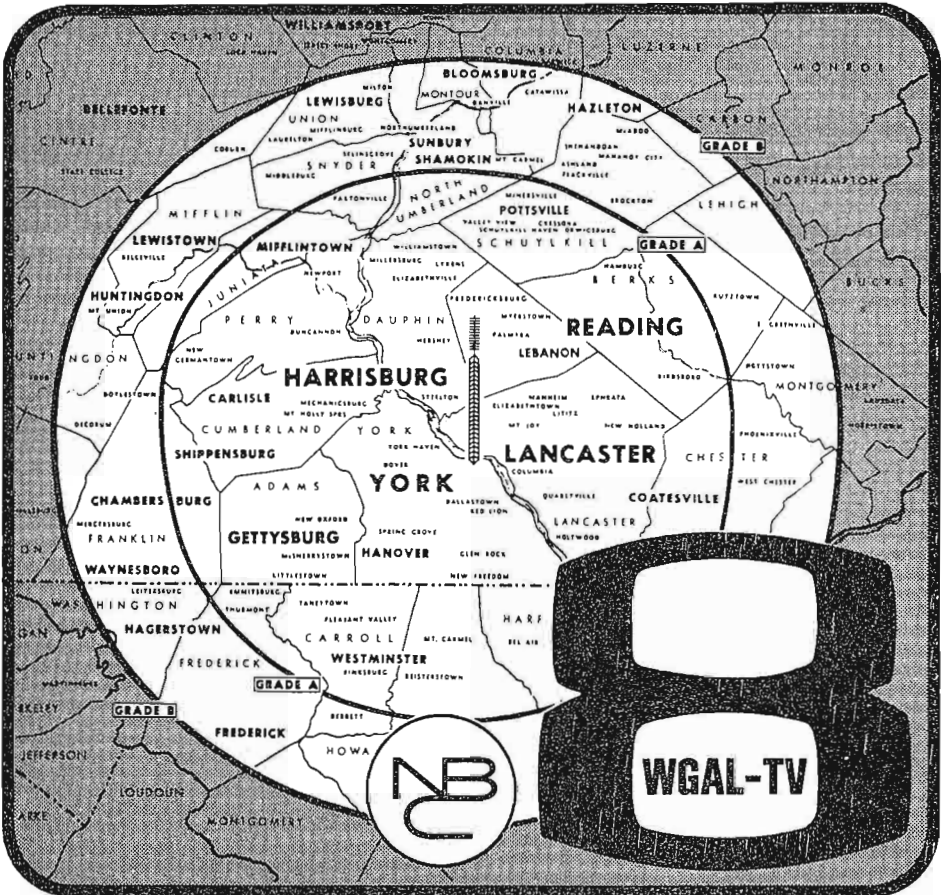
Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>PENNSYLVANIA</b>				
		Adams	16,500	15,600	94
		Cumberland	41,300	39,500	96
		Dauphin	72,600	69,100	95
		Franklin	28,800	26,600	92
		Juniata	4,700	4,200	90
		Lancaster	90,300	83,000	92
		Lebanon	27,500	26,000	95
		Mifflin	13,800	12,700	92
		Northumberland	29,900	27,900	93
	Perry	7,800	7,300	94	
	Snyder	7,200	6,500	90	
	York	79,200	75,700	96	
<b>Between 25-50%</b>	<b>MARYLAND</b>				
		Carroll	18,400	17,800	97
		Cecil	14,800	14,400	97
	<b>PENNSYLVANIA</b>				
		Berks	95,900	92,000	96
<b>Between 5-24%</b>	<b>MARYLAND</b>				
		Harford	25,600	24,700	97
		Queen Annes	5,500	5,200	93
		Washington	33,200	31,600	95
	<b>NEW JERSEY</b>				
		Warren	21,600	20,800	96
	<b>PENNSYLVANIA</b>				
		Chester	71,500	69,000	97
		Clinton	10,900	10,400	95
		Columbia	15,900	15,100	95
	Montgomery	176,500	171,900	97	

(Continued on page 611-b)  
Station Totals 1,056,800 1,005,000 95  
Net Weekly Circulation (March 1967) 485,600  
Average Daily Circulation (March 1967) 325,900





Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



WITH  
**WGAL-TV**

**Lancaster, Pa./Channel 8**

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 30%\* color penetration.

\*Based on Nov. 1967 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

# Pennsylvania—Philadelphia



**KYW-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"  
Longitude 75° 14' 26"

Transmitter: Roxborough, Pa.

TV tape: Recording facilities.

AM Affiliate: KYW, 50-kw, 1060 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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, pres., station group; James E. Allen, v.p., television; 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; 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:

FRANKLIN A. TOOKE, vice president.  
KENNETH MacDONALD, general manager.  
BOB STUART, general sales manager.  
EARL HIGGINS, business manager.  
JACK LEARY, operations manager.  
JIM CAPONE, advertising & sales promotion manager.  
DAVID WILSON, public affairs programming director.  
CHARLES S. BLAIR, engineering manager.

### DIGEST OF RATE CARD NO. 3—(June 1, 1967)

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	\$3000.00	\$1500.00	\$1150.00	\$750.00*

\*Class A—6:29-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$4100.

598-b

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>DELAWARE</b>				
		Kent	22,700	21,600	95
		New Castle	105,600	103,000	97
	<b>NEW JERSEY</b>				
		Atlantic	60,200	57,300	95
		Burlington	73,300	71,700	98
		Camden	135,100	132,000	98
		Cape May	19,000	18,200	96
		Cumberland	36,200	35,000	97
		Gloucester	46,500	45,500	98
		Mercer	87,100	83,800	96
		Salem	19,300	18,600	96
		Warren	21,600	20,800	96
	<b>PENNSYLVANIA</b>				
	Berks	95,900	92,000	96	
	Bucks	101,400	99,000	98	
	Carbon	15,000	14,400	96	
	Chester	71,500	69,000	97	
	Delaware	180,000	176,400	98	
	Lehigh	72,800	70,200	96	
	Monroe	13,600	13,000	96	
	Montgomery	176,500	171,900	97	
	Northampton	61,900	59,400	96	
	Philadelphia	639,100	611,400	96	
	Schuylkill	49,400	46,900	95	
Between 25-50%	<b>DELAWARE</b>				
		Sussex	23,900	22,100	92
	<b>MARYLAND</b>				
	Cecil	14,800	14,400	97	
Between 5-24%	<b>NEW JERSEY</b>				
		Hunterdon	18,800	18,100	96
	<b>PENNSYLVANIA</b>				
	Lancaster	90,300	83,000	92	
	<b>MARYLAND</b>				
	Somerset	5,400	4,900	90	
(Continued on page 611-b)					
Station Totals		2,612,500	2,514,600	96	
Net Weekly Circulation (March 1967)				2,022,700	
Average Daily Circulation (March 1967)				1,497,100	

# 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, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS

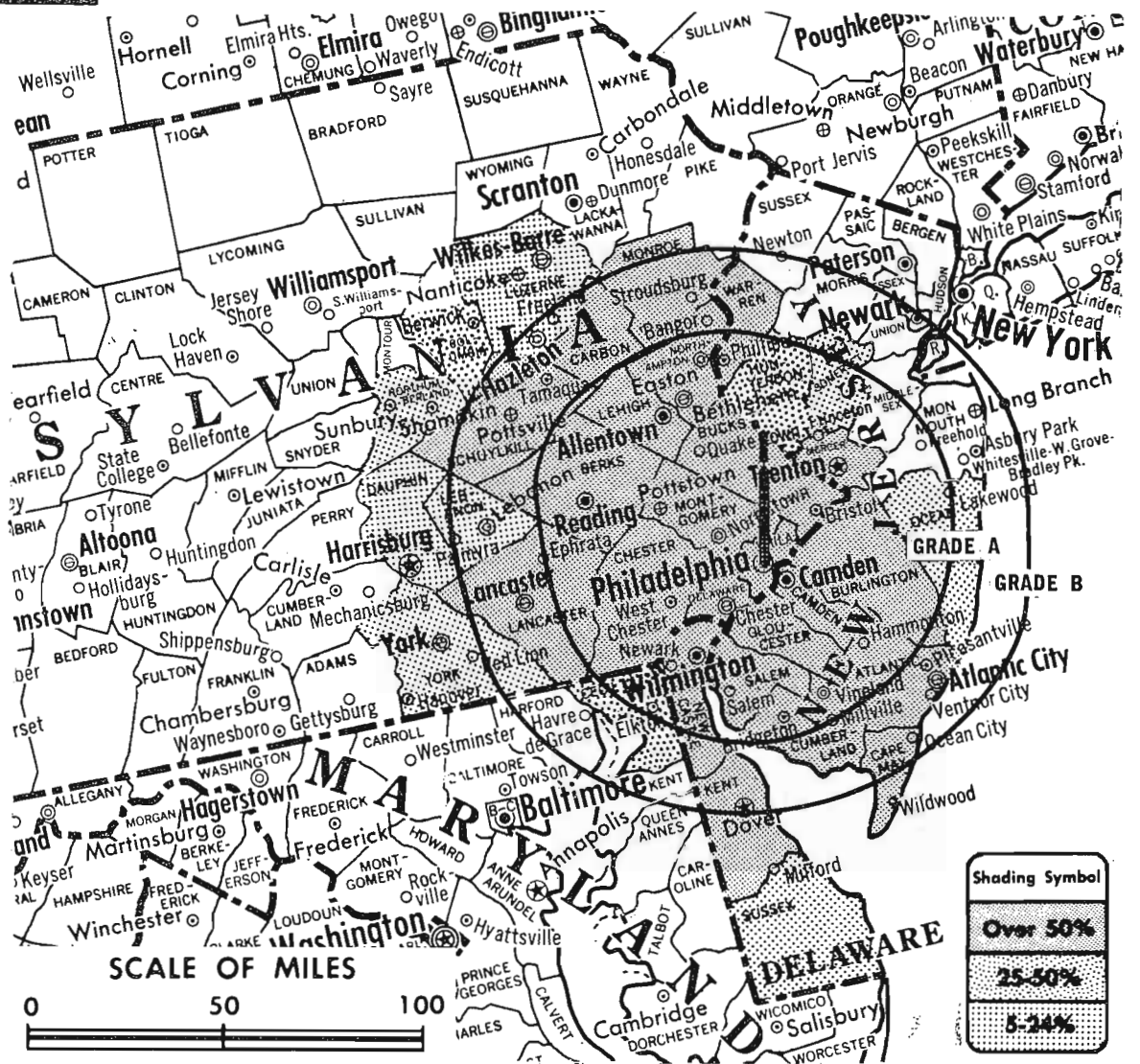
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WCAU-TV Ref: FCC File No. BMPCT-1564 Granted 11/30/53

©American Map Co., Inc., N.Y., No. 14244

## 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 C. BEAZLEY JR., general sales manager.  
 WILLIAM J. FAATH, business manager.  
 MEL LEVINE, assistant to general manager.  
 ALVIN L. HOLLANDER JR., program director.  
 JOHN F. HORSTMANN JR., operations manager.  
 BARRY NEMCOFF, news director.  
 WM. BENNETT, farm director.  
 LOUIS DE MARCO, production facilities manager.  
 MARGARET M. KEARNEY, educational director.

### DIGEST OF RATE CARD NO. 23

(Sept. 17, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.	\$5000.00	\$3000.00	\$2000.00	\$1500.00	\$1450.00*	\$800.00*

\*Class A—7:59-11:24 p.m., Mon.-Fri.; 6:59-11:24 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$4000.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>DELAWARE</b>				
		Kent	22,700	21,600	95
		New Castle	105,600	103,000	97
	<b>NEW JERSEY</b>				
		Atlantic	60,200	57,300	95
		Burlington	73,300	71,700	98
		Camden	135,100	132,000	98
		Cape May	19,000	18,200	96
		Cumberland	36,200	35,000	97
		Gloucester	46,500	45,500	98
		Mercer	87,100	83,800	96
		Salem	19,300	18,600	96
		Warren	21,600	20,800	96
	<b>PENNSYLVANIA</b>				
	Berks	95,900	92,000	96	
	Bucks	101,400	99,000	98	
	Carbon	15,000	14,400	96	
	Chester	71,500	69,000	97	
	Delaware	180,000	176,400	98	
	Lancaster	90,300	83,000	92	
	Lehigh	72,800	70,200	96	
	Monroe	13,600	13,000	96	
	Montgomery	176,500	171,900	97	
	Northampton	61,900	59,400	96	
	Philadelphia	639,100	611,400	96	
	Schuylkill	49,400	46,900	95	
<b>Between 25-50%</b>	<b>MARYLAND</b>				
		Cecil	14,800	14,400	97
	<b>NEW JERSEY</b>				
	Hunterdon	18,800	18,100	96	
<b>PENNSYLVANIA</b>					
	Columbia	15,900	15,100	95	
<b>Between 5-24%</b>	<b>DELAWARE</b>				
		Sussex	23,900	22,100	92

(Continued on page 611-b)

Station Totals	2,672,500	2,572,700	96
Net Weekly Circulation (March 1967)			2,030,700
Average Daily Circulation (March 1967)			1,466,300



# 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, Pa. (191-28).

TV tape: Recording facilities.

AM Affiliate: WFIL, 5-kw, 560 kc (ABC).

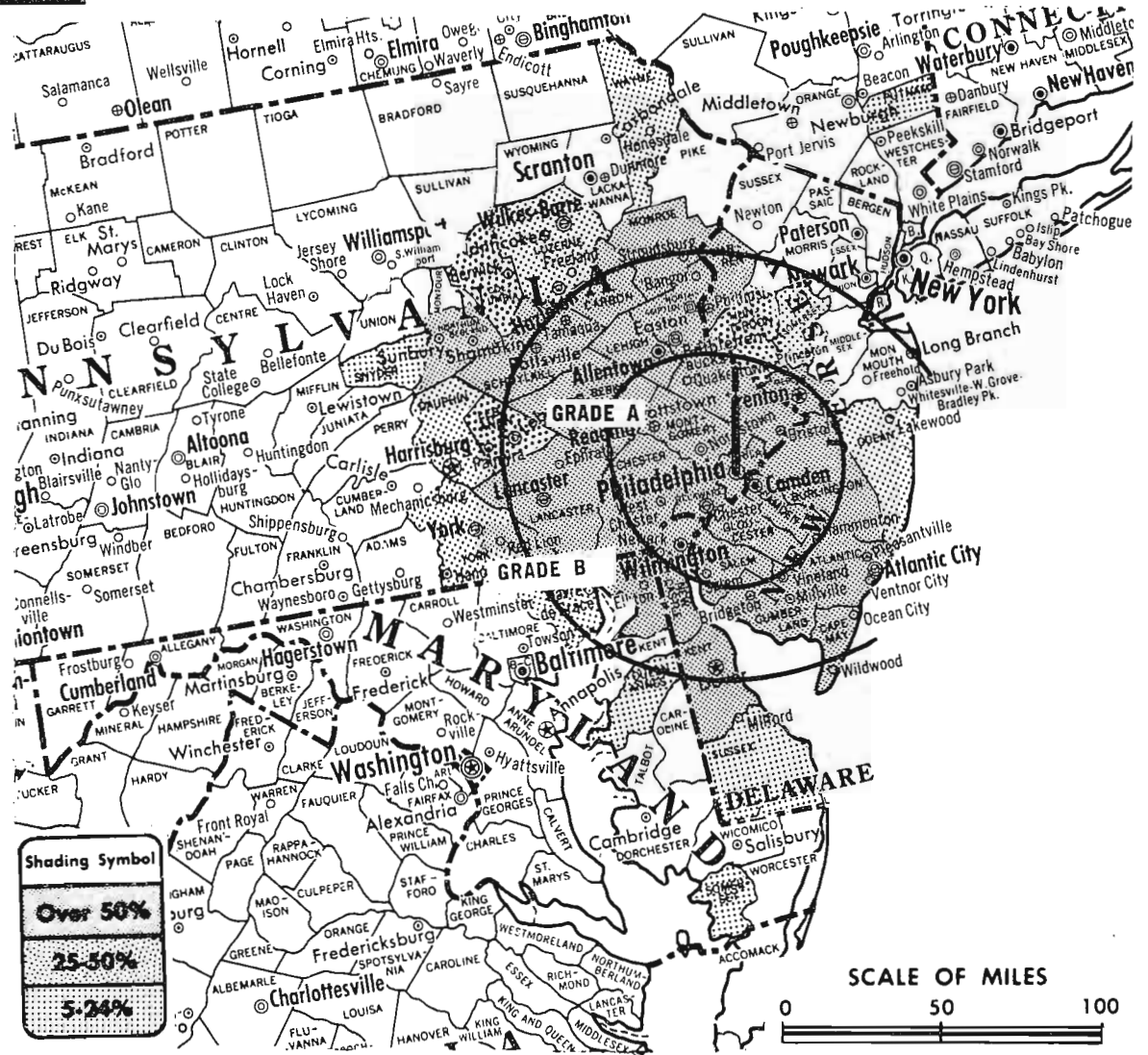
FM Affiliate: WFIL-FM, 27-kw, 102.1 mc (No. 271), 650-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Reuters.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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-Johnstown; WLYH-TV, Lancaster-Lebanon, Pa.; WNBF-TV & WNBF-AM & FM, Binghamton, N.Y.; WNHC-TV & WNHC-AM & FM, Hartford-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, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

- ROGER W. CLIPP, vice president.
- H. TAYLOR VADEN, administrative executive.
- GEORGE A. KOEHLER, general manager.
- JOHN F. CUNDIFF, sales manager.
- GEORGE COWAN, local sales manager.
- ROBERT M. NEWHOOK, promotion director.
- THOMAS B. JONES, executive program director.
- LEWIS KLEIN, program manager.
- HENRY E. RHEA, director of engineering.
- JOHN C. HARLAN, controller.

### DIGEST OF RATE CARD NO. 22 (Oct. 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AAA—8-10:30 p.m., daily.					
\$7200.00	\$4320.00			\$1800.00	\$900.00

NETWORK BASE HOURLY RATE: \$4700.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	DELAWARE			
	Kent	22,700	21,600	95
	New Castle	105,600	103,000	97
	MARYLAND			
	Cecil	14,800	14,400	97
	NEW JERSEY			
	Atlantic	60,200	57,300	95
	Burlington	73,300	71,700	98
	Camden	135,100	132,000	98
	Cape May	19,000	18,200	96
Cumberland	36,200	35,000	97	
Gloucester	46,500	45,500	98	
Mercer	87,100	83,800	96	
Salem	19,300	18,600	96	
Warren	21,600	20,800	96	
PENNSYLVANIA	Berks	95,900	92,000	96
	Bucks	101,400	99,000	98
	Carbon	15,000	14,400	96
	Chester	71,500	69,000	97
	Delaware	180,000	176,400	98
	Lancaster	90,300	83,000	92
	Lehigh	72,800	70,200	96
	Monroe	13,600	13,000	96
	Montgomery	176,500	171,900	97
	Northampton	61,900	59,400	96
	Northumberland	29,900	27,900	93
Philadelphia	639,100	611,400	96	
Schuylkill	49,400	46,900	95	
DELAWARE	Sussex	23,900	22,100	92
	NEW JERSEY			
Hunterdon	18,800	18,100	96	
PENNSYLVANIA	Columbia	15,900	15,100	95
	Lebanon	27,500	26,000	95

(Continued on page 611-b)

Station Totals	2,738,000	2,634,500	96
Net Weekly Circulation (March 1967)		2,089,700	
Average Daily Circulation (March 1967)		1,478,500	



# Pennsylvania—Philadelphia

## WIBF-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 1050-kw max. and 891-kw horizontal visual, 105-kw max. and 89.1-kw horizontal aural. Antenna: 1110-ft. above av. terrain, 1144-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 26"  
Longitude 75° 14' 20"

Transmitter: E. Domino Lane.

FM Affiliate: WIBF-FM, .75-kw 103.9 mc (No. 280), 670-ft. antenna height.

Color: Network, film, slide, & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

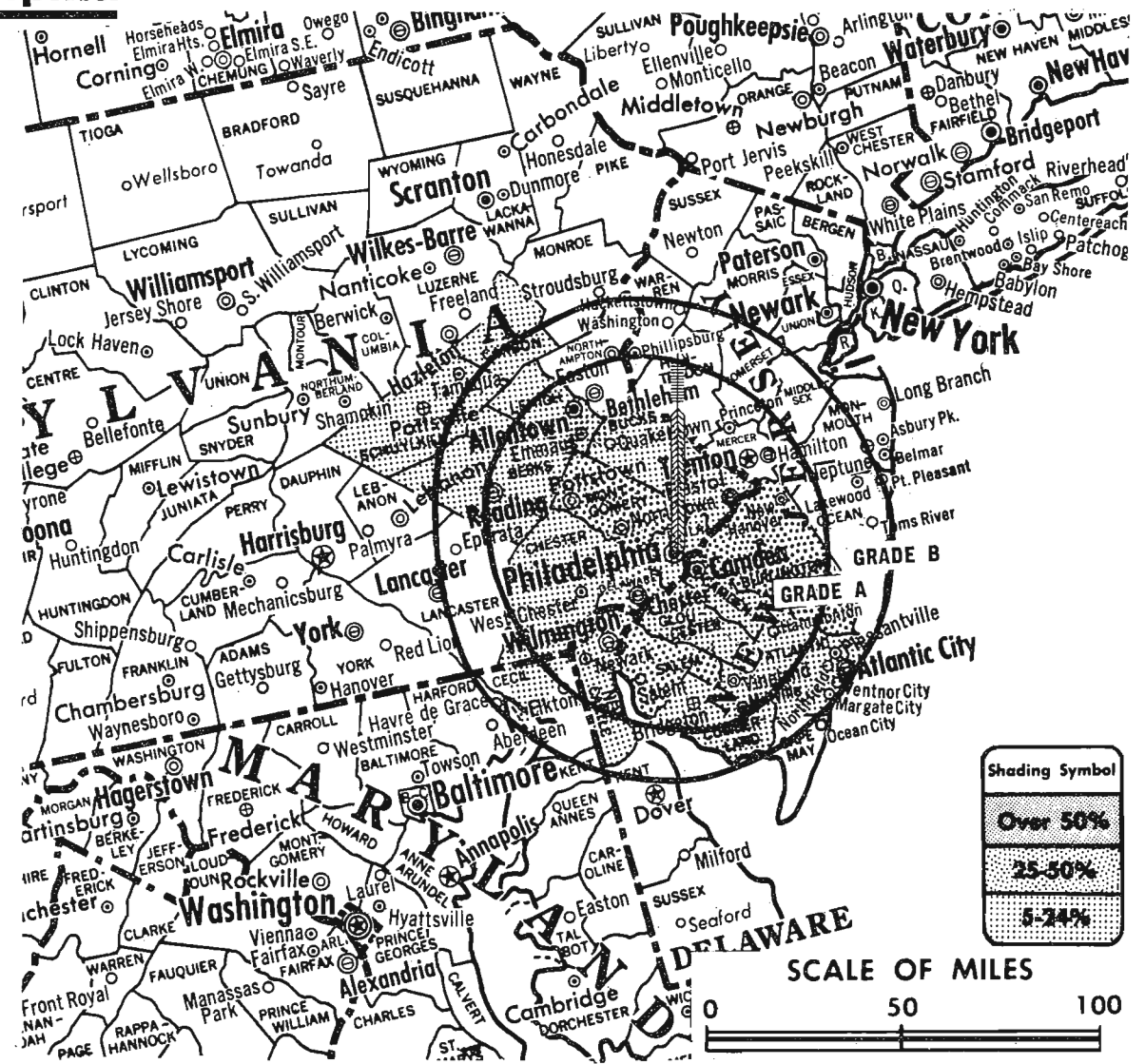
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1967 ARB study



WIBF-TV Ref: FCC File No. BMPCT-6351 Granted 12/16/66

© American Map Co. Inc., N.Y., No. 14244

## WIBF-TV

Network Service: ABC, CBS on per program basis.

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 L. Steel Sr.

Represented (sales) by National Television Sales Inc.

Personnel:

WILLIAM L. FOX, president.  
NORMAN HAWKINS, general sales manager.  
WILLIAM H. KLINE JR., program manager & film buyer.  
ALEX GEISLER, director of engineering.  
JOE BROOKS, assistant to president.

### DIGEST OF RATE CARD NO. 3 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class A—6-11 p.m., daily.	\$800.00	\$480.00	\$250.00	\$210.00	\$150.00	\$120.00 \$75.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	NEW JERSEY			
	Burlington	73,300	71,700	98
	Salem	19,300	18,600	96
	PENNSYLVANIA			
Between 5-24%	Delaware	180,000	176,400	98
	Montgomery	176,500	171,900	97
	DELAWARE			
	New Castle	105,600	103,000	97
	NEW JERSEY			
	Atlantic	60,200	57,300	95
	Camden	135,100	132,000	98
	Cumberland	36,200	35,000	97
	Gloucester	46,500	45,500	98
	PENNSYLVANIA			
Berks	95,900	92,000	96	
Bucks	101,400	99,000	98	
Carbon	15,000	14,400	96	
Chester	71,500	69,000	97	
Lehigh	72,800	70,200	96	
Philadelphia	639,100	611,400	96	
Schuylkill	49,400	46,900	95	
Station Totals		1,877,800	1,817,000	96
Net Weekly Circulation (March 1967)				414,600
Average Daily Circulation (March 1967)				115,500

# Pennsylvania—Philadelphia (Burlington, N.J.)

**WKBS-TV**



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, 1105-ft. above ground, 1352-ft. above sea level.

Latitude 40° 02' 35.5"  
Longitude 75° 14' 32.5"

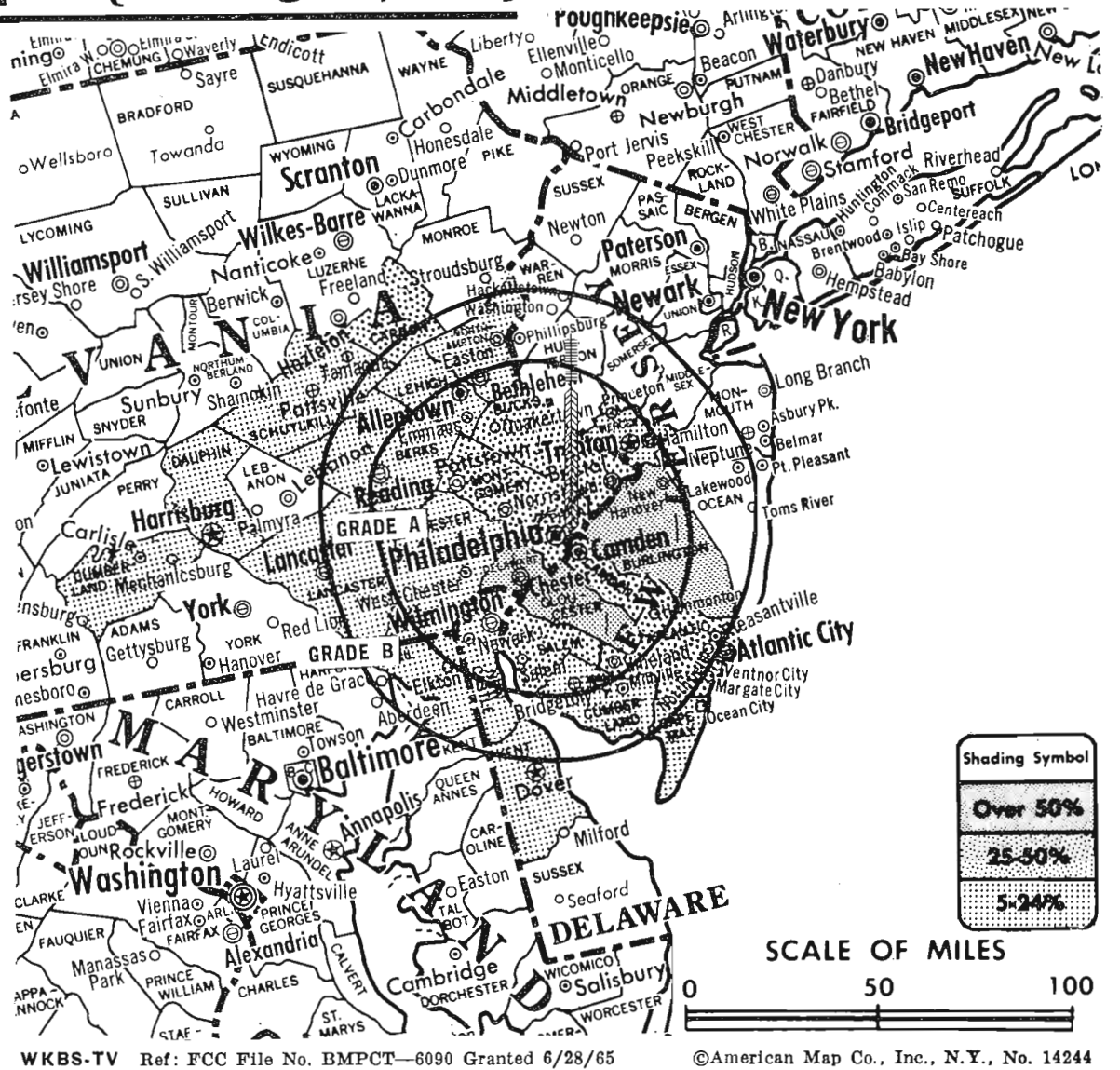
Requests change to 3360-kw max. & 960-kw horizontal visual, 732-kw max. & 192-kw horizontal aural, 1075-ft. above av. terrain, 1102-ft. above ground, 1349-ft. above sea level. BPCT-4030.

Transmitter: Umbria St., near Domino Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



WKBS-TV Ref: FCC File No. BMPCT-6090 Granted 6/28/65 ©American Map Co., Inc., N.Y., No. 14244

## WKBS-TV

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: For other Kaiser Bcstg. holdings, see WKBD-TV, Detroit, Mich.  
Began Operation: Sept. 1, 1965.  
Represented (legal) by Wilmer, Cutler & Pickering.  
Represented (sales) by Avco Radio Television Sales Inc.  
Personnel:  
RICHARD W. JOLLIFFE, general manager.  
THOMAS F. SHANNON, national sales manager.  
S. MORT ROSENMAN, program manager.  
MARVIN M. FREEMAN, promotion manager.  
THOMAS W. ROSE, production manager.  
HARDIE MINTZER, news manager.  
ROBERT B. GORDON, accounting manager.  
GLENN H. ROMSOS, engineering manager.

### DIGEST OF RATE CARD NO. 5 (Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00			Graded rates apply*

\*Highest rate: \$408.

For Uhf Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW JERSEY			
	Burlington	73,300	71,700	98
	Gloucester	46,500	45,500	98
<b>Between 25-50%</b>	PENNSYLVANIA			
	Delaware	180,000	176,400	98
	NEW JERSEY			
	Atlantic	60,200	57,300	95
	Camden	135,100	132,000	98
	Cumberland	36,200	35,000	97
	Salem	19,300	18,600	96
	PENNSYLVANIA			
	Bucks	101,400	99,000	98
	Carbon	15,000	14,400	96
	Montgomery	176,500	171,900	97
Philadelphia	639,100	611,400	96	
<b>Between 5-24%</b>	DELAWARE			
	Kent	22,700	21,600	95
	New Castle	105,600	103,000	97
	MARYLAND			
	Cecil	14,800	14,400	97
	NEW JERSEY			
	Cape May	19,000	18,200	96
	Mercer	87,100	83,800	96
	PENNSYLVANIA			
	Berks	95,900	92,000	96
	Chester	71,500	69,000	97
	Cumberland	41,300	39,500	96
	Dauphin	72,600	69,100	95
	Lancaster	90,300	83,000	92
	Lehigh	72,800	70,200	96
	Northampton	61,900	59,400	96
	Schuylkill	49,400	46,900	95
Station Totals		2,287,500	2,203,300	96
Net Weekly Circulation (March 1967)				671,400
Average Daily Circulation (March 1967)				308,800

# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 3740-kw max. and 2376-kw horizontal visual, 561-kw max. and 356-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1148-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 30"  
Longitude 75° 14' 24"

Transmitter: E. Domino Lane.

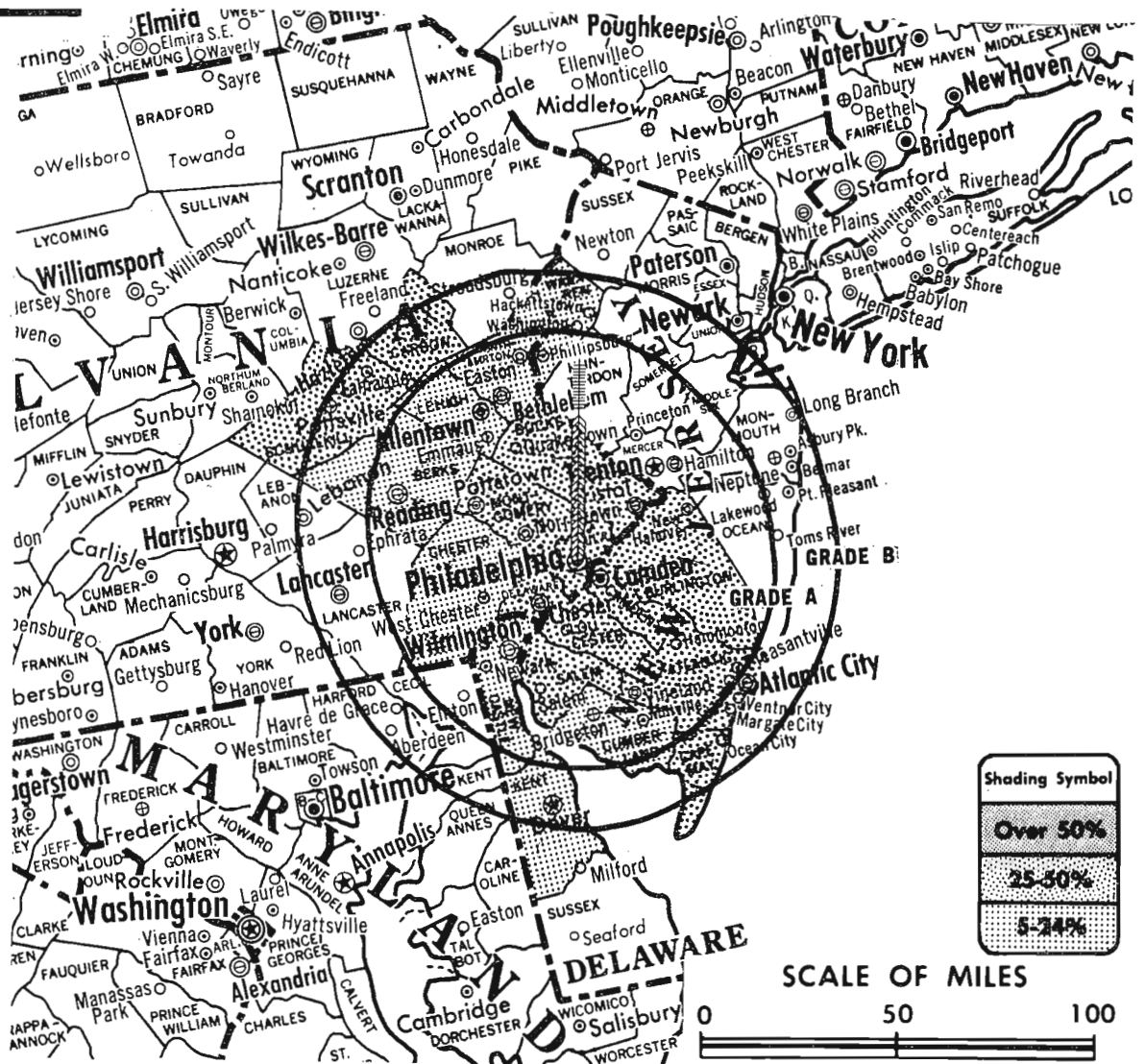
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Telex: 845-400.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



WPHL-TV Ref: FCC File No. BMPCT-6702 Granted 5/18/66

©American Map Co., Inc., N.Y., No. 14244

## WPHL-TV

Network Service: NBC & ABC on per program basis.

Licensee: PTBC Inc., div. of U. S. Communications Corp., 1500 Walnut St., Philadelphia, Pa. (19102).

Studio: 1230 E. Mermaid Lane, Philadelphia (19118).

Office: 230 S. 15th St., Philadelphia (19102).

Telephones: 215-735-2320 (office); 215-242-2800 (studio).

Ownership: U. S. Communications Corp., 100%. U. S. Communications ownership: Joseph L. Castle, chmn., 0.37%; Frank H. Reichel Jr., pres.-treas.; Aaron J. Katz, v.p. & Leonard B. Stevens, v.p., 6.33% each; Thomas U. Lefevre, secy.; A.V.C. Corp., 68.95%; Independence Bcstg. Co., 6.33%; Butcher & Sherrerd, 1.5%; Southeastern Pa. Development Fund, 1.2%; 28 others, none with as much as 1%. U. S. Communications also owns controlling interest in CPs for KEMO-TV, San Francisco; WBM0-TV, Atlanta; WSCO-TV, Newport, Ky. (Cincinnati); WECO-TV, Pittsburgh; KDJO-TV, Rosenberg, Tex.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U. S. Communications Corp. approved by FCC Dec. 6, 1967 along with the purchase of 80% of the CPs held by D. H. Overmyer Communications Co.

Represented (sales) by Metro TV Sales; Bill Creed Associates (New England); Regional Reps Inc. (Ohio, western Pa., upper N.Y., Ky.).

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

LEONARD B. STEVENS, vice president & general manager.  
DONALD K. HELLER, general sales manager.  
ED MOORE, station manager.  
GEORGE FINKEL, director of operations & production.  
JACK KLINE, director, regional sales.  
JOHN BARBIERI, director, retail sales.  
RON SHERWOOD, director, sales development.  
DEAN SARGENT, director of engineering.  
LARRY COOPER, film buyer.  
PAT MORRIS, sales service director.  
MARILYN KING, traffic manager.  
JANE COHEN, assistant to general manager.

AL MELTZER, director of sports.  
DOUG FISKE, dir. of promotion & information services.  
LARRY NIGHTENGALE, broadcast promotion director.  
HARVEY KLEIN, traffic manager.  
BARRY MAGARICK, creative director.

### DIGEST OF RATE CARD NO. 8A (Jan. 5, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-11:30 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.	\$525.00	\$345.00	\$225.00	\$115.00	\$120.00	\$65.00 \$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	<b>NEW JERSEY</b>			
	Atlantic	60,200	57,300	95
	Burlington	73,300	71,700	98
	Camden	135,100	132,000	98
	Cape May	19,000	18,200	96
	Gloucester	46,500	45,500	98
	Salem	19,300	18,600	96
	<b>PENNSYLVANIA</b>			
	Bucks	101,400	99,000	98
	Carbon	15,000	14,400	96
Delaware	180,000	176,400	98	
Montgomery	176,500	171,900	97	
Philadelphia	639,100	611,400	96	
Schuylkill	49,400	46,900	95	
<b>DELAWARE</b>				
Kent	22,700	21,600	95	
New Castle	105,600	103,000	97	
Between 5-24%	<b>NEW JERSEY</b>			
	Cumberland	36,200	35,000	97
	Ocean	44,900	43,800	98
	Warren	21,600	20,800	96
<b>PENNSYLVANIA</b>				
Berks	95,900	92,000	96	
Chester	71,500	69,000	97	
Lehigh	72,800	70,200	96	
Northampton	61,900	59,400	96	

Station Totals	2,047,900	1,978,100	97
Net Weekly Circulation (March 1967)			662,200
Average Daily Circulation (March 1967)			275,100



# 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, live, film & slide.

News Wire Service: AP, UPI.

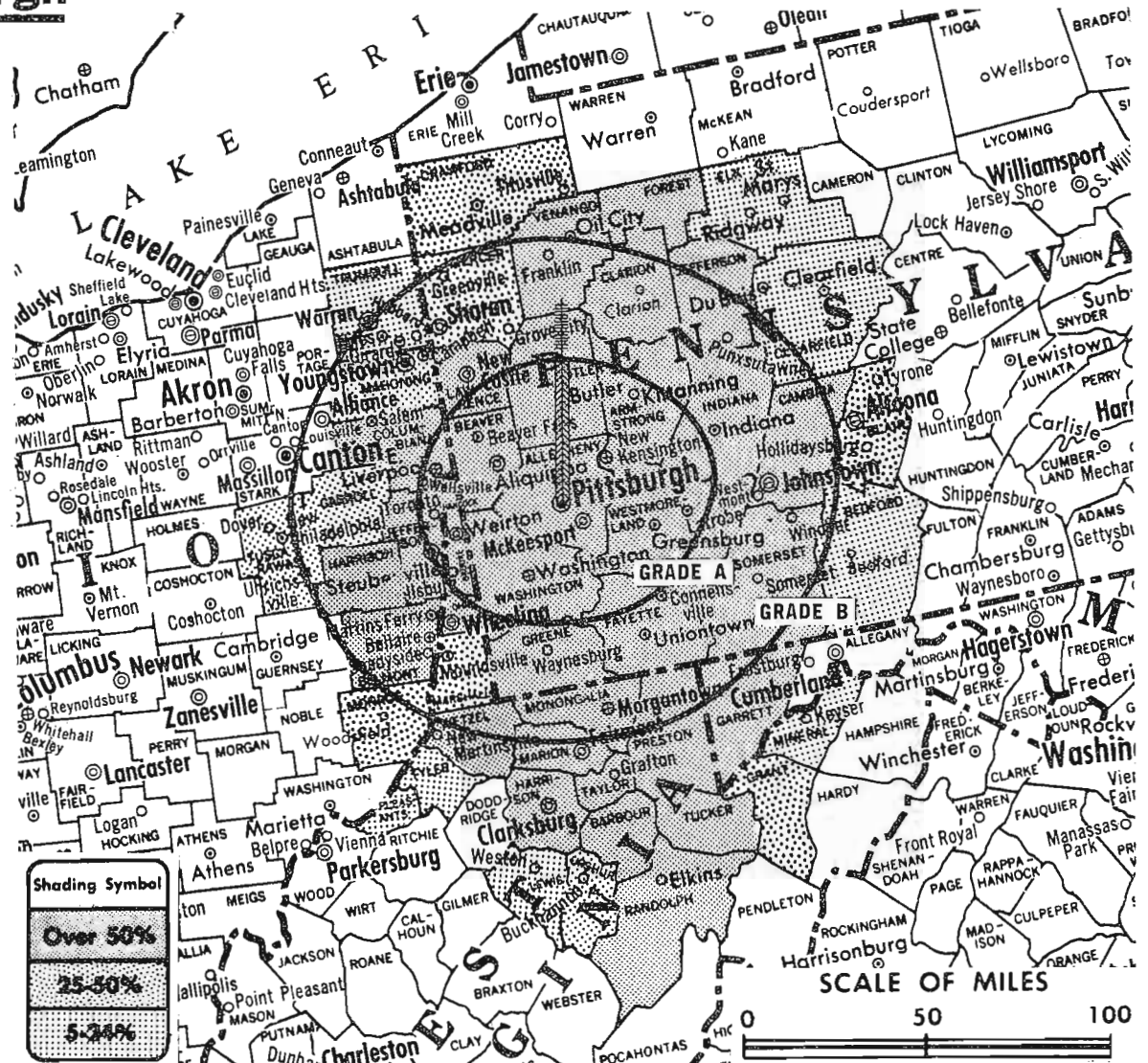
Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KDKA-TV Ref: FCC File No. BPCT-1979 Granted 5/12/55

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## 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; Larry Israel, exec. v.p.; 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.  
JAMES M. KING, general manager.  
EDWARD ADAMS, general sales manager.  
RICHARD NAGLE, sales manager.  
JACK REILLY, program manager.  
DAVID BAUM, publicity director.  
PETER M. THORNTON, advertising promotion director.  
GLENN LAHMAN, engineering manager.  
JOSEPH E. SCHMIDT, business manager.

### DIGEST OF RATE CARD NO. 24—(June 1, 1967)

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.  
\$2000.00 \$1200.00 \$950.00 \$600.00 ..... \$900.00 \$450.00  
NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Garrett	6,700	6,000	90
	OHIO			
	Belmont	25,300	24,300	96
	Columbiana	32,200	31,000	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
OHIO—(Continued)				
	Harrison	5,300	5,000	95
	Jefferson	28,200	27,400	97
PENNSYLVANIA				
	Allegheny	484,300	468,500	97
	Armstrong	22,700	21,700	96
	Beaver	61,200	59,300	97
	Butler	34,100	33,100	97
	Cambria	55,800	53,900	97
	Clarion	10,100	9,600	95
	Fayette	46,400	43,800	94
	Forest	1,100	1,000	97
	Greene	10,100	9,500	94
	Indiana	20,700	19,600	95
	Jefferson	13,500	12,900	95
	Lawrence	33,200	31,800	96
	Somerset	20,800	19,700	94
	Venango	18,100	16,800	93
	Washington	63,700	61,300	96
	Westmoreland	109,300	106,000	97
WEST VIRGINIA				
	Barbour	3,400	3,100	90
	Brooke	8,600	8,400	97
	Hancock	12,600	12,400	99
	Harrison	22,100	21,300	96
	Marion	18,200	17,200	94
	Monongalia	15,000	13,800	92
	Ohio	22,700	21,900	97
	Preston	6,400	5,800	90
	Randolph	6,200	5,500	90
	Taylor	3,800	3,400	91
	Tucker	1,600	1,400	89
	Wetzel	5,300	5,000	94

Over 50%

Between 25-50%	OHIO	Total Households	TV Homes	%
	Monroe	4,300	3,900	92

(Continued on page 611-b)

Station Totals	1,605,400	1,542,100	96
Net Weekly Circulation (March 1967)		1,140,200	
Average Daily Circulation (March 1967)		907,200	





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# Pennsylvania—Pittsburgh



**WIIC-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 990-ft. above av. terrain, 849-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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC, UPI.

Total Households: © SRDS

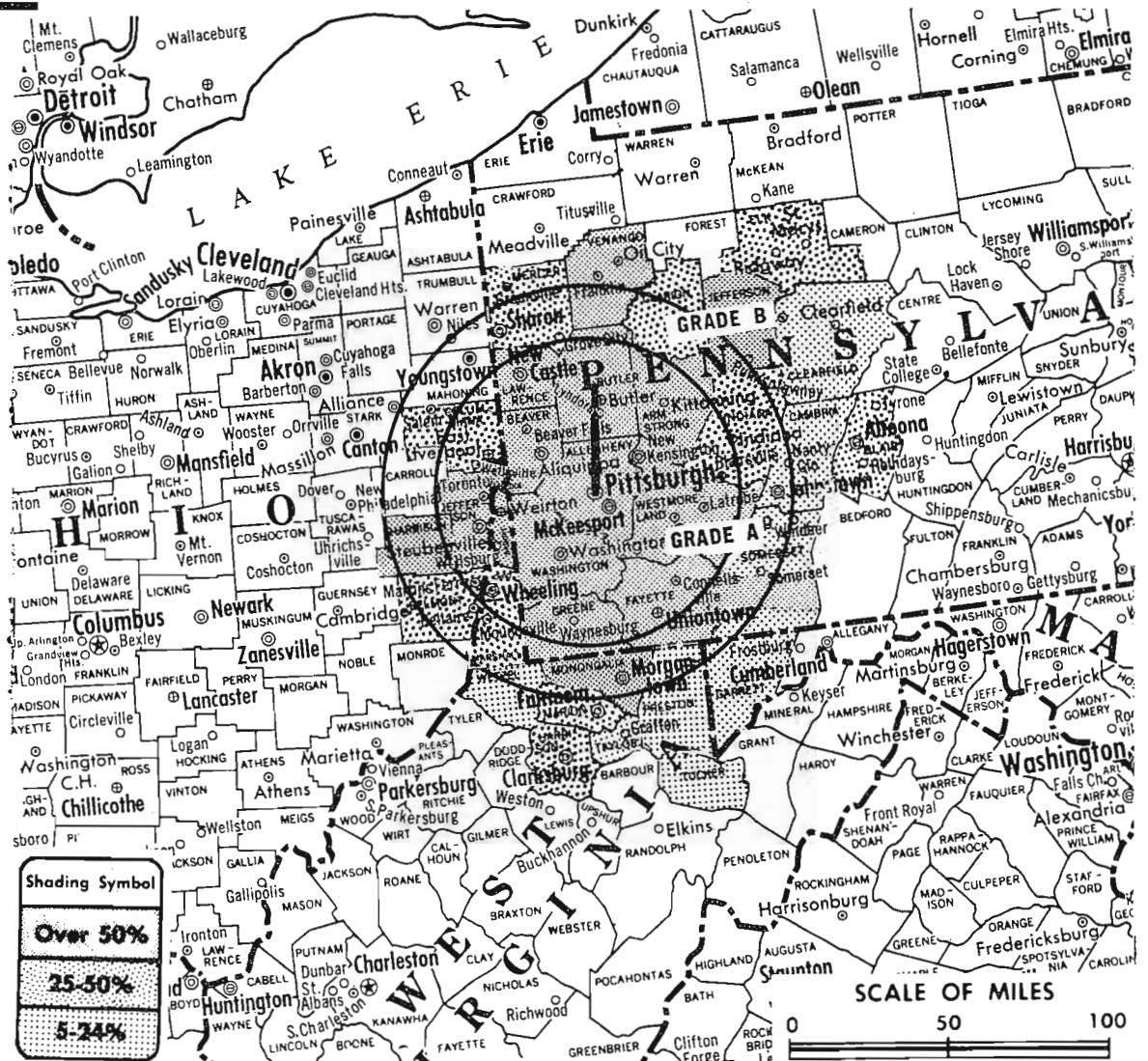
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study



WIIC-TV Ref: FCC File No. BMPCT-3486 Granted 3/20/57

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## WIIC-TV

Licensee: WIIC-TV Corporation, 341 Rising Main Ave., Pittsburgh (15214).

Telephone: 412-321-8700. TWX No.: 710-664-2099.

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 Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JAMES M. COX JR., chairman of the board.
- J. LEONARD REINSCH, president.
- FRANK GAITHER, vice president.
- ROGER D. RICE, general manager.
- LEN SWANSON, general sales manager.
- TONY RENDA, assistant 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. 9—(Sept. 10, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$2000.00	\$1200.00	\$800.00	\$525.00	\$700.00	\$350.00
NETWORK BASE HOURLY RATE: \$2350.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	OHIO			
	Harrison	5,300	5,000	95
	Jefferson	28,200	27,400	97
	PENNSYLVANIA			
	Allegheny	484,300	468,500	97
Armstrong	22,700	21,700	96	
Beaver	61,200	59,300	97	
Butler	34,100	33,100	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>PENNSYLVANIA—(Continued)</b>				
<b>Over 50%</b>	Fayette	46,400	43,800	94
	Greene	10,100	9,500	94
	Jefferson	13,500	12,900	95
	Lawrence	33,200	31,800	96
	Venango	18,100	16,800	93
	Washington	63,700	61,300	96
	Westmoreland	109,300	106,000	97
	<b>WEST VIRGINIA</b>			
	Brooke	8,600	8,400	97
	Hancock	12,600	12,400	99
Monongalia	15,000	13,800	92	
<b>Between 25-50%</b>	<b>OHIO</b>			
	Belmont	25,300	24,300	96
	Columbiana	32,200	31,000	96
	<b>PENNSYLVANIA</b>			
	Blair	43,700	41,900	96
	Clarion	10,100	9,600	95
	Elk	10,600	10,100	95
	Indiana	20,700	19,600	95
	Mercer	38,200	36,600	96
	<b>WEST VIRGINIA</b>			
Harrison	22,100	21,300	96	
Marion	18,200	17,200	94	
Marshall	11,700	11,300	96	
Ohio	22,700	21,900	97	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Garrett	6,700	6,000	90
	<b>PENNSYLVANIA</b>			
	Cambria	55,800	53,900	97
	Clearfield	23,100	22,100	96
	Somerset	20,800	19,700	94
	<b>WEST VIRGINIA</b>			
	Preston	6,400	5,800	90
	Taylor	3,800	3,400	91
	Tucker	1,600	1,400	89
Wetzel	5,300	5,000	94	
Station Totals		1,345,300	1,293,800	96
Net Weekly Circulation (March 1967)				909,900
Average Daily Circulation (March 1967)				571,000

# Pennsylvania—Pittsburgh



**WTAE-TV**



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: WTAE, 5-kw 1250 kc.

FM Affiliate: WTAE-FM, 16-kw, 96.1 mc (No. 241), 800-ft. antenna height (CP).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union.

News Film Service: ABC.

Facsimile Service: UPI.

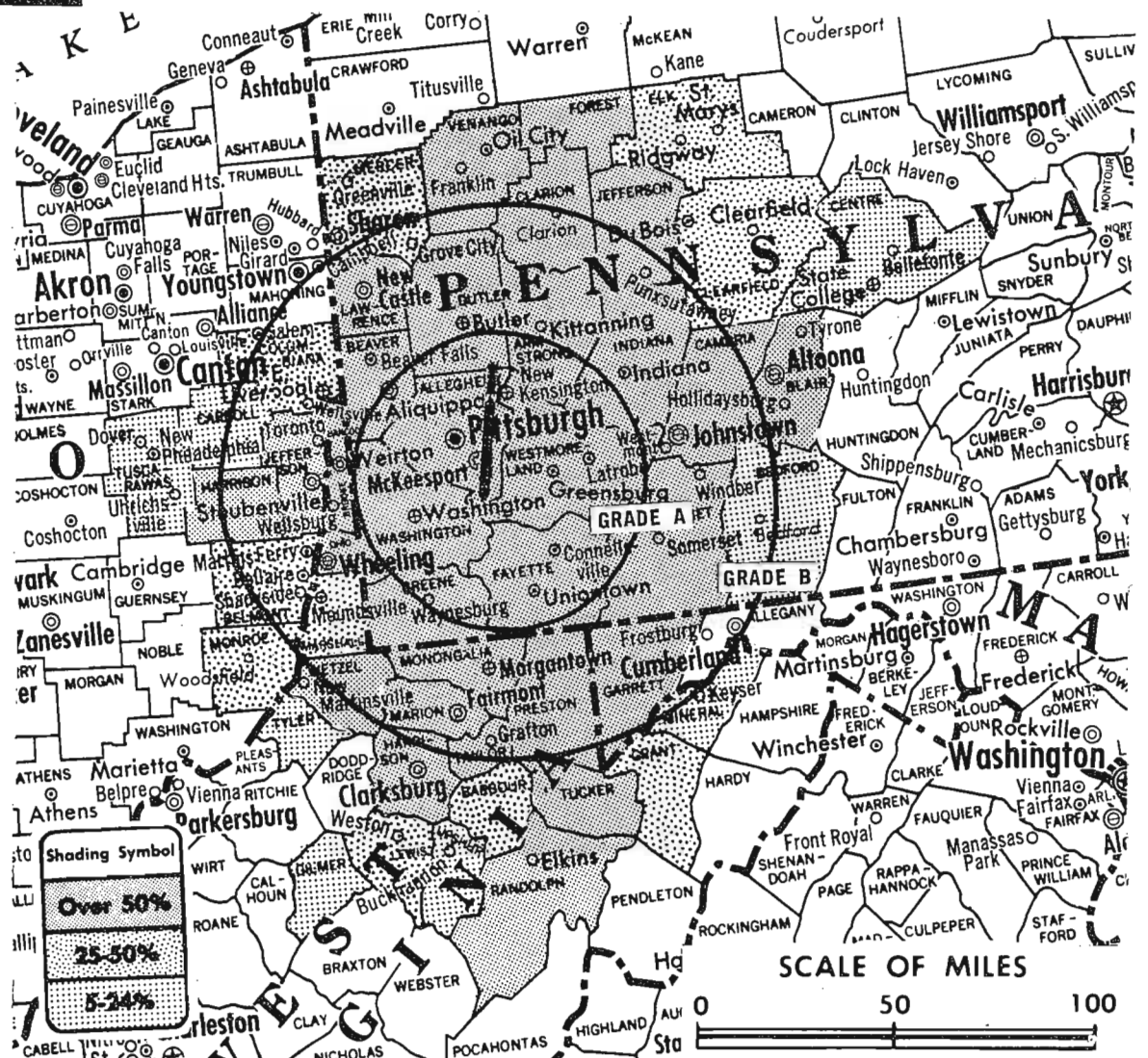
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WTAE-TV Ref: FCC File No. BMPCT-5063 Granted 5/9/58

©American Map Co., Inc., N.Y., No. 14244

## WTAE-TV

Licensee: The Hearst Corp., WTAE Division, 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 manager.  
JOHN HINKLE, business manager.  
DAVID CRANTZ, promotion manager.  
JOHN CONOMIKES, general sales manager.  
LOUIS P. WAGNER JR., director of engineering.  
DAVE MURRAY, dir. of programming, program development & film buyer.

DIGEST OF RATE CARD NO. A8d—(March 20, 1967)

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		Graded rates apply*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$2800.

For Studio & Mobile Equipment  
of Television Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MARYLAND			
	Garrett	6,700	6,000	90
	OHIO			
	Harrison	5,300	5,000	95
	Jefferson	28,200	27,400	97
	PENNSYLVANIA			
	Allegheny	484,300	468,500	97
	Armstrong	22,700	21,700	96
	Beaver	61,200	59,300	97
	Blair	43,700	41,900	96
	Butler	34,100	33,100	97
	Cambria	55,800	53,900	97
	Clarion	10,100	9,600	95
	Fayette	46,400	43,800	94
	Forest	1,100	1,000	97
	Greene	10,100	9,500	94
	Indiana	20,700	19,600	95
	Jefferson	13,500	12,900	95
	Lawrence	33,200	31,800	96
	Somerset	20,800	19,700	94
	Venango	18,100	16,800	93
Washington	63,700	61,300	96	
Westmoreland	109,300	106,000	97	
WEST VIRGINIA				
Brooke	8,600	8,400	97	
Hancock	12,600	12,400	99	
Harrison	22,100	21,300	96	
Marion	18,200	17,200	94	
Monongalia	15,000	13,800	92	
Ohio	22,700	21,900	97	
Preston	6,400	5,800	90	
Randolph	6,200	5,500	90	
Taylor	3,800	3,400	91	
Tucker	1,600	1,400	89	
Wetzel	5,300	5,000	94	
Between 25-50%	OHIO			
	Belmont	25,300	24,300	96

(Continued on page 611-b)

Station Totals	1,447,100	1,388,100	96
Net Weekly Circulation (March 1967)			1,091,400
Average Daily Circulation (March 1967)			781,600



# Pennsylvania—Scranton & Wilkes-Barre



**WDAU-TV**



Ch. 22

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 3006-kw max. & 1370-kw horizontal visual, 548-kw max. & 250-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.

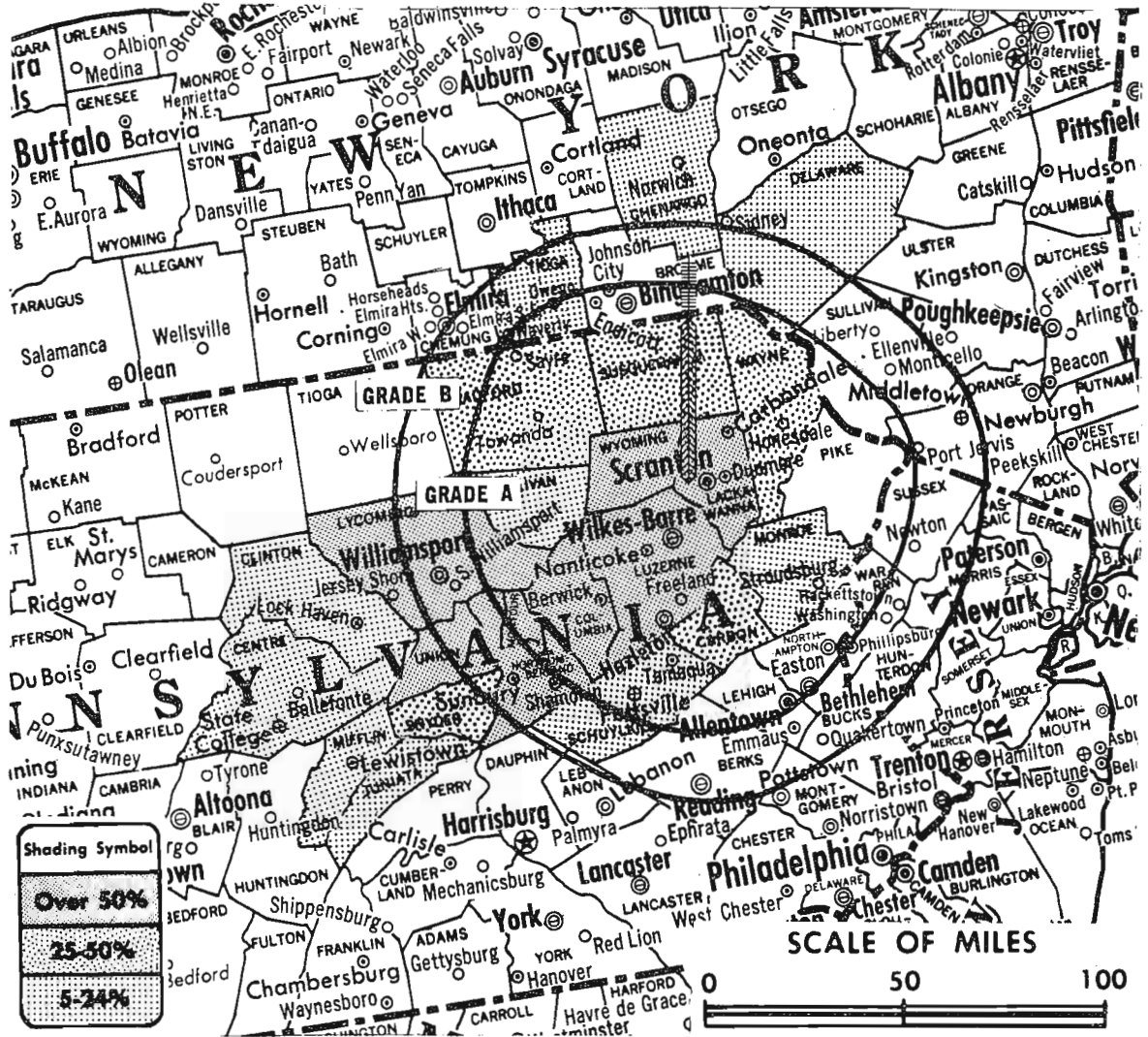
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WDAU-TV Ref: FCC File No. BPCT-4017 Granted 8/23/67

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## WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

Studio: 1000 Wyoming Ave.

Telephone: 717-342-7634. TWX No.: 510-656-5192.

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 reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22).

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.  
DOUG HOLCOMB, promotion director.  
MORT ROSENTHAL, program director & film buyer.  
RALPH A. THOMPSON, chief engineer.  
TOM POWELL, news director.

DIGEST OF RATE CARD NO. 14—(Oct. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-11 p.m., daily.						
\$800.00	\$480.00	\$320.00	\$250.00	\$350.00	\$350.00	\$175.00

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>PENNSYLVANIA</b>			
	Columbia	15,900	15,100	95
	Lackawanna	68,600	66,500	97
	Luzerne	101,400	98,000	97
	Lycoming	36,000	33,400	93
	Montour	4,100	3,800	93
	Northumberland	29,900	27,900	93
	Union	7,300	6,500	90
	Wyoming	4,700	4,400	94
<b>Between 25-50%</b>	<b>PENNSYLVANIA</b>			
	Bradford	15,800	14,900	95
	Carbon	15,000	14,400	96
	Snyder	7,200	6,500	90
	Susquehanna	10,000	9,500	95
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chenango	14,100	13,400	95
	Delaware	13,600	12,500	92
	Tioga	13,100	12,500	96
	<b>PENNSYLVANIA</b>			
	Centre	21,600	20,200	93
	Clinton	10,900	10,400	95
	Juniata	4,700	4,200	90
	Mifflin	13,800	12,700	92
	Monroe	13,600	13,000	96
Schuylkill	49,400	46,900	95	
Sullivan	1,800	1,700	94	
<b>Station Totals</b>		480,200	455,400	95
<b>Net Weekly Circulation (March 1967)</b>			248,700	
<b>Average Daily Circulation (March 1967)</b>			177,900	

For Index to Contents  
See Services Volume

ARB Data: Figures do not reflect current coverage since station changed its facilities after the survey was made.



# Pennsylvania—Scranton & Wilkes-Barre



**WNEP-TV**



Ch. 16

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 1410-kw max. and 741-kw horizontal visual, 141-kw max. and 74.1-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1382-ft. above ground, 2502-ft. above sea level.

Latitude 41° 10' 58"  
Longitude 75° 52' 21"

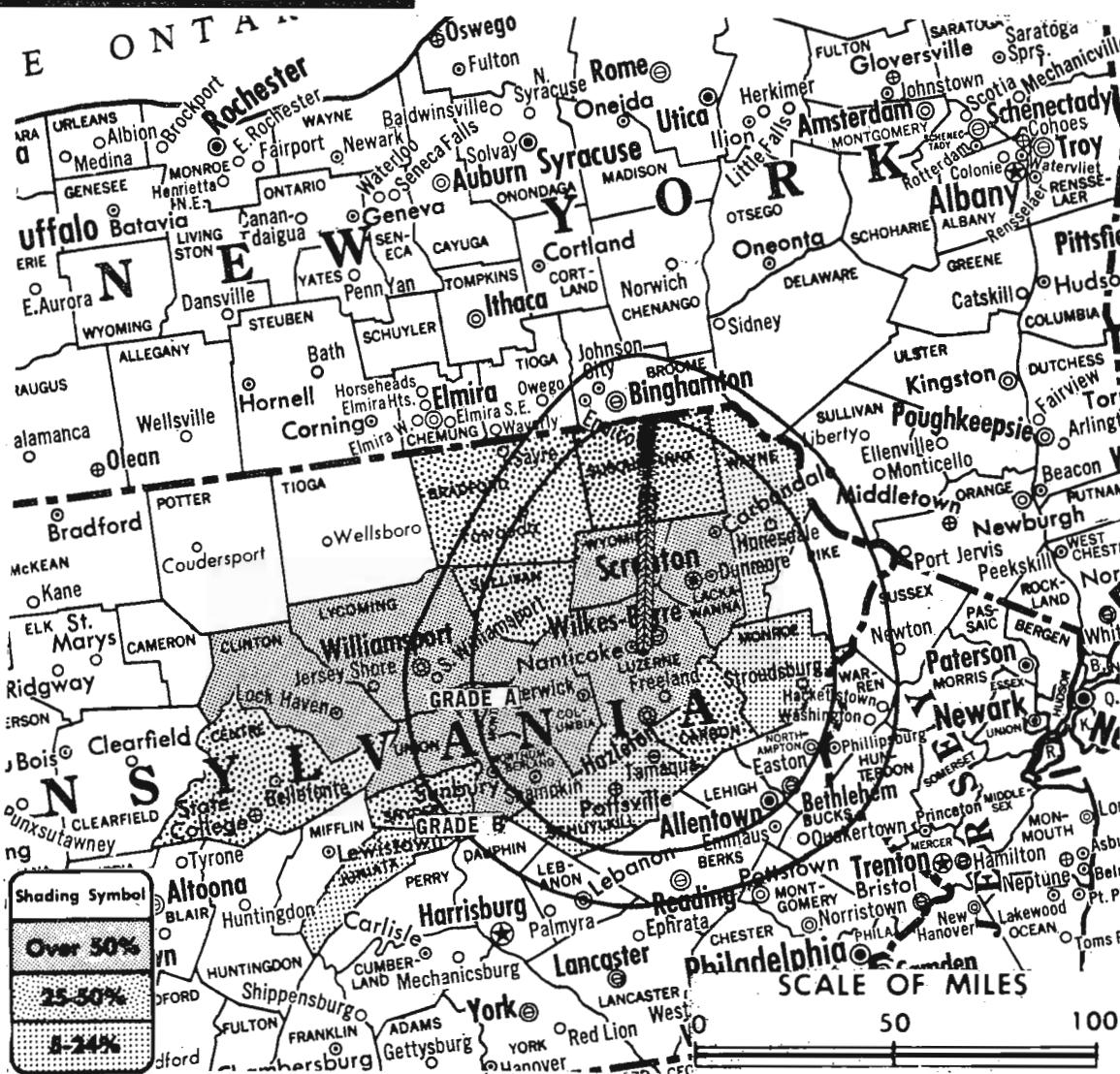
Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Color: Network, live, film & slide.

News Wire Service: AP.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WNEP-TV Ref: FCC File No. BPCT—3865 Granted 12/8/66

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## 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.: 510-656-3879.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Feb. 9, 1954. Sale to Taft by Transcontinent 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.  
RAY BALSOM, sales manager.  
HAL BERG, program manager & film buyer.  
DORIS HOLTZCLAW, business manager.  
CHESTER SAWICKI, chief engineer.

DIGEST OF RATE CARD NO. A17  
(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. 40-30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.

\$800.00 \$450.00 \$260.00 ..... Graded rates apply\*

\*Highest rate: \$260.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	PENNSYLVANIA			
	Clinton	10,900	10,400	95
	Columbia	15,900	15,100	95
	Lackawanna	68,600	66,500	97
	Luzerne	101,400	98,000	97
	Lycoming	36,000	33,400	93
	Montour	4,100	3,800	93
	Northumberland	29,900	27,900	93
	Union	7,300	6,500	90
Wyoming	4,700	4,400	94	
<b>Between 25-50%</b>	PENNSYLVANIA			
	Bradford	15,800	14,900	95
	Carbon	15,000	14,400	96
	Centre	21,600	20,200	93
	Snyder	7,200	6,500	90
<b>Between 5-24%</b>	PENNSYLVANIA			
	Sullivan	1,800	1,700	94
	Susquehanna	10,000	9,500	95
	PENNSYLVANIA			
Juniata	4,700	4,200	90	
Monroe	13,600	13,000	96	
Schuylkill	49,400	46,900	95	
Wayne	7,700	7,000	91	
Station Totals		425,600	404,300	95
Net Weekly Circulation (March 1967)				271,100
Average Daily Circulation (March 1967)				182,100

For Color & UHF Penetration by Markets  
See Services Volume

# Pennsylvania—Wilkes-Barre & Scranton



**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"

Requests change to 4420-kw max. & 2633-kw horizontal visual, 884-kw max. & 526-kw horizontal aural, 1613-ft. above av. terrain, 845-ft. above ground, 2945-ft. above sea level. BPCT—4075.

Transmitter: Bear Creek Twp., Wyoming Mountain.

Studio: 62 S. Franklin St.

TV tape: Recording facilities.

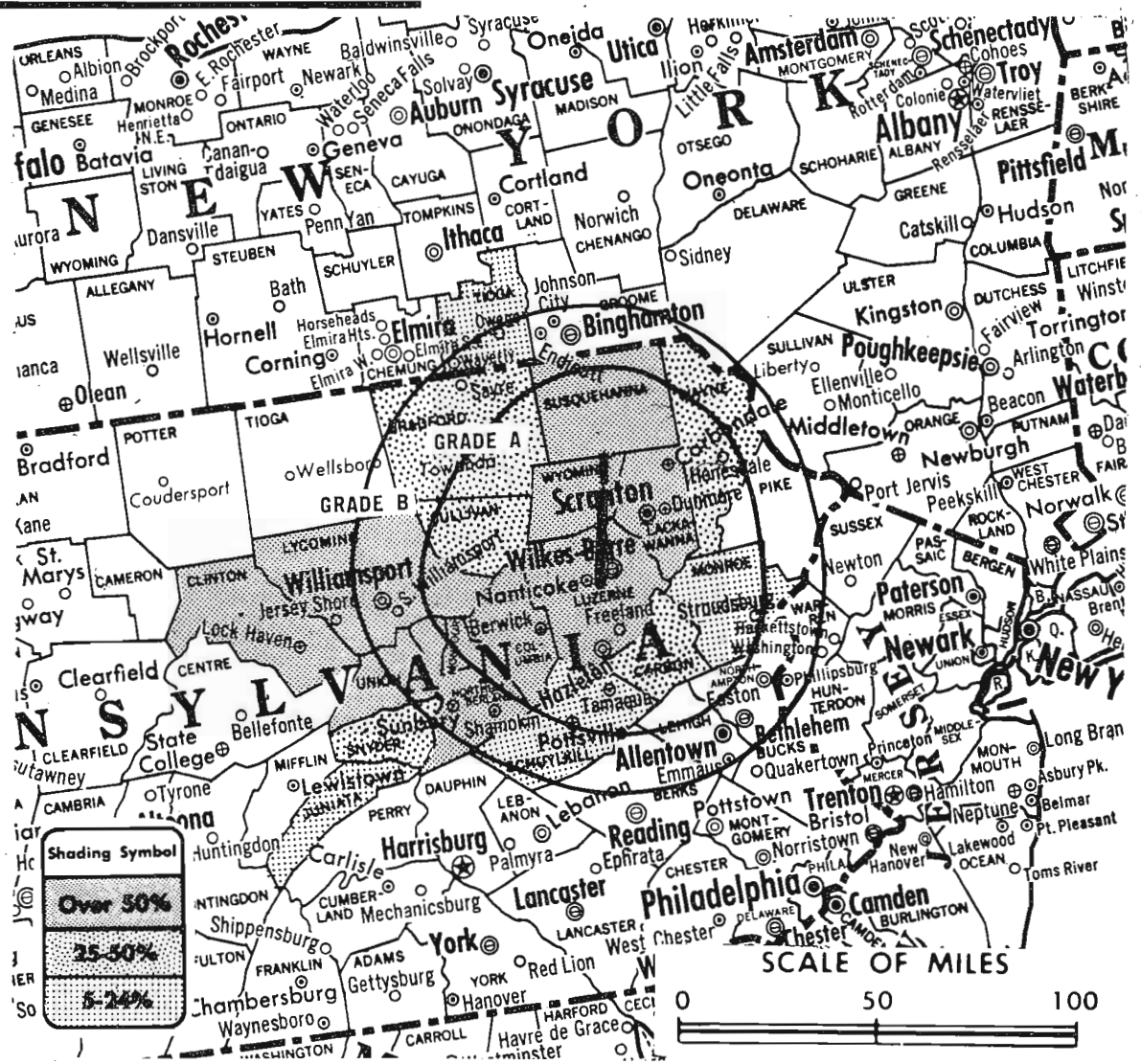
Color: Network, live. film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WBRE-TV Ref: FCC File No. BPCT-134 Granted 10/1/52

©American Map Co., Inc., N.Y., No. 14214

## WBRE-TV

Licensee: WBRE-TV Inc., 62 S. Franklin St., Wilkes-Barre, Pa. (18703).

Telephone: 717-823-3101. TWX No.: 510-658-3198.

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%.

Began Operation: Jan. 1, 1953.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- LOUIS G. BALTIMORE, president.
- DAVID M. BALTIMORE, v.p. & general manager.
- FRANKLIN D. COSLETT, general sales manager.
- FRED FOERSTER, promotion director.
- ROBERT GIBSON, film director.
- DON MILLER, production director.
- EILEEN O'BOYLE, operations desk.
- JERRY BUTLER, CATV director.
- TOM BIGLER, news director.
- JACK DEMSKY, chief engineer, transmitter.
- GEORGE ANDRESKY, chief engineer, studio.
- CHARLES SAKOSKI JR., CATV engineer.

DIGEST OF RATE CARD NO. 13  
(Sept. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.

Class AA—8-10:30 p.m., daily.

\$800.00 \$480.00 \$320.00 ..... Graded rates apply\*

\*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	PENNSYLVANIA			
	Clinton	10,900	10,400	95
	Columbia	15,900	15,100	95
	Lackawanna	68,600	66,500	97
	Luzerne	101,400	98,000	97
	Lycoming	36,000	33,400	93
	Montour	4,100	3,800	93
	Northumberland	29,900	27,900	93
	Susquehanna	10,000	9,500	95
	Union	7,300	6,500	90
Wyoming	4,700	4,400	94	
<b>Between 25-50 %</b>	PENNSYLVANIA			
	Bradford	15,800	14,900	95
	Carbon	15,000	14,400	96
	Snyder	7,200	6,500	90
	Sullivan	1,800	1,700	94
Wayne	7,700	7,000	91	
<b>Between 5-24 %</b>	NEW YORK			
	Tioga	13,100	12,500	96
	PENNSYLVANIA			
	Juniata	4,700	4,200	90
Monroe	13,600	13,000	96	
Schuylkill	49,400	46,900	95	
Station Totals		417,100	396,600	95
Net Weekly Circulation (March 1967)				274,600
Average Daily Circulation (March 1967)				205,500

**For Station-Owned Translators**  
 See Services Volume

**WGAL-TV, Lancaster**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	PENNSYLVANIA—(Continued)			
	Montour	4,100	3,800	93
	Sullivan	1,800	1,700	94
	Union	7,300	6,500	90
	WEST VIRGINIA			
	Berkeley	10,700	10,200	95
	Morgan	2,600	2,400	92

**KYW-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEW JERSEY			
	Ocean	44,900	43,800	98
	Somerset	49,600	48,400	98
	PENNSYLVANIA			
	Columbia	15,900	15,100	95
	Dauphin	72,600	69,100	95
	Lebanon	27,500	26,000	95
	Luzerne	101,400	98,000	97
	Mifflin	13,800	12,700	92
	Northumberland	29,900	27,900	93

**WCAU-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEW JERSEY			
	Ocean	44,900	43,800	98
	Somerset	49,600	48,400	98
	PENNSYLVANIA			
	Dauphin	72,600	69,100	95
	Lebanon	27,500	26,000	95
	Luzerne	101,400	98,000	97
	Northumberland	29,900	27,900	93
	York	79,200	75,700	96

**WFIL-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	MARYLAND			
	Harford	25,600	24,700	97
	Queen Annes	5,500	5,200	93
	Somerset	5,400	4,900	90
	NEW JERSEY			
	Ocean	44,900	43,800	98
	Somerset	49,600	48,400	98
	NEW YORK			
	Putnam	14,100	13,500	96
	PENNSYLVANIA			
	Dauphin	72,600	69,100	95
	Luzerne	101,400	98,000	97
	Snyder	7,200	6,500	90
	Wayne	7,700	7,000	91
	York	79,200	75,700	96

**Pennsylvania**

**KDKA-TV, Pittsburgh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	PENNSYLVANIA			
	Blair	43,700	41,900	96
	Crawford	22,700	21,300	94
	Mercer	38,200	36,600	96
	WEST VIRGINIA			
	Grant	2,200	1,800	83
	Marshall	11,700	11,300	96
	OHIO			
	Carroll	5,900	5,700	96
	Mahoning	91,600	89,100	97
	Trumbull	65,200	63,400	97
Tuscarawas	24,300	23,000	95	
<b>Between 5-24 %</b>	PENNSYLVANIA			
	Bedford	12,300	11,400	93
	Clearfield	23,100	22,100	96
	Elk	10,600	10,100	95
	WEST VIRGINIA			
	Lewis	4,900	4,500	92
	Mineral	6,400	5,900	92
	Pleasants	2,100	1,900	93
	Tyler	2,700	2,500	90
	Upshur	4,800	4,300	91

**WTAE-TV, Pittsburgh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	OHIO—(Continued)			
	Columbiana	32,200	31,000	96
	Monroe	4,300	3,900	92
	PENNSYLVANIA			
	Clearfield	23,100	22,100	96
	Elk	10,600	10,100	95
	Mercer	38,200	36,600	96
	WEST VIRGINIA			
	Barbour	3,400	3,100	90
	Grant	2,200	1,800	83
	Lewis	4,900	4,500	92
Marshall	11,700	11,300	96	
<b>5-24 %</b>	OHIO			
	Carroll	5,900	5,700	96
	Tuscarawas	24,300	23,000	95
	PENNSYLVANIA			
	Bedford	12,300	11,400	93
	Centre	21,600	20,200	93
	WEST VIRGINIA			
	Gilmer	1,700	1,500	88
	Mineral	6,400	5,900	92
	Tyler	2,700	2,500	90
	Upshur	4,800	4,300	91

For ARB & Nielsen County-by-County Figures  
See Services Volume

# 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, film & slide.

Total Households: © SRDS

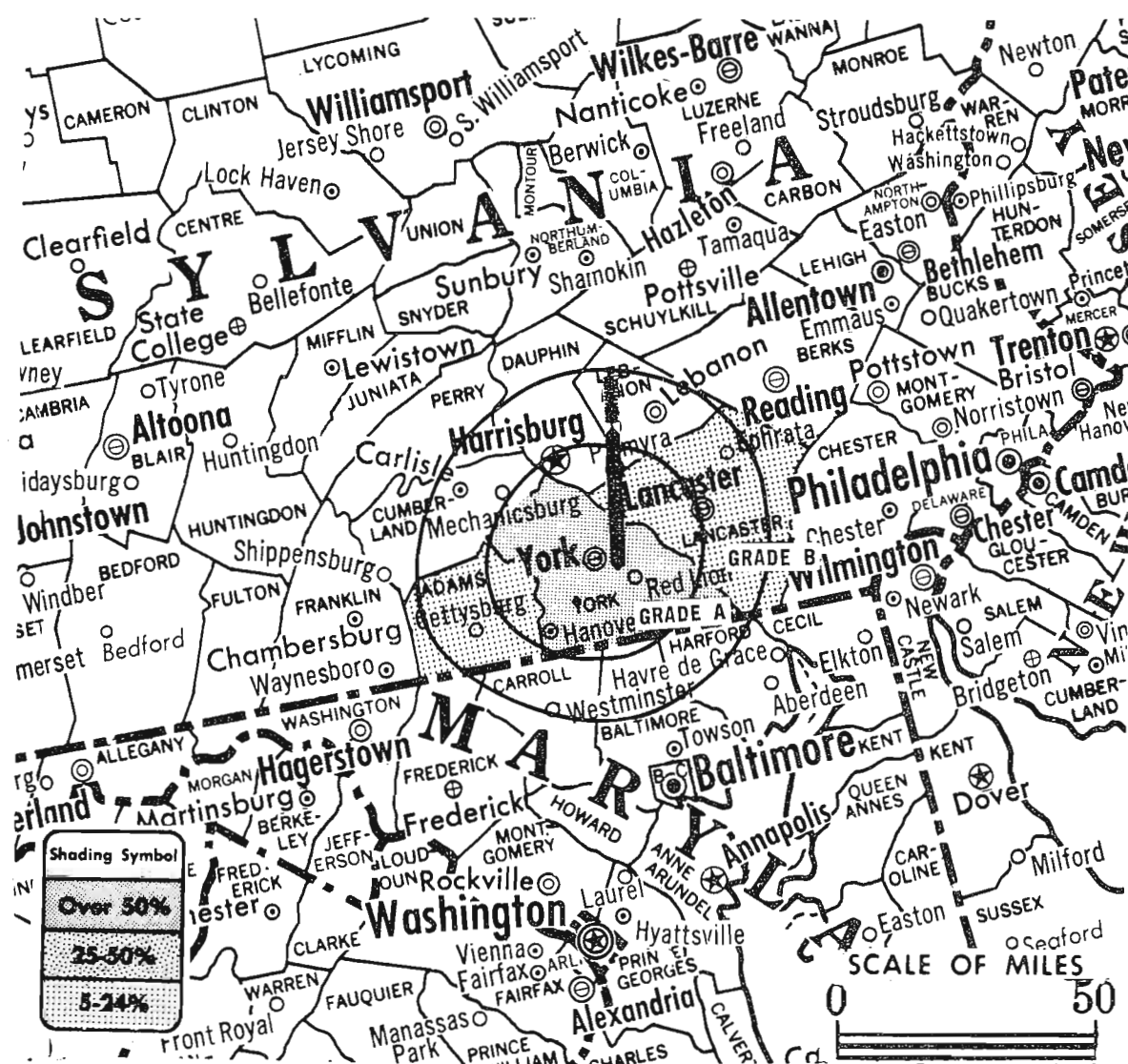
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WSBA-TV Ref: FCC File No. BMPCT-4309 Granted 11/2/56

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## WSBA-TV

Licensee: Susquehanna Broadcasting Co., 53 N. Duke St. (17401).

Studio: S. Queen St., extended.

Telephone: 717-843-0043.

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, Merrick, Long Island, N.Y.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LOUIS J. APPELL JR., president.  
ROBERT M. STOUGH, station manager.  
H. DAVID BERLIN, sales manager.  
GLENN W. WINTER, director of engineering.

### DIGEST OF RATE CARD NO. 4

(Jan. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-10:59 p.m., daily.					
\$300.00	\$180.00	\$150.00	\$90.00	\$65.00	\$33.00

For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	PENNSYLVANIA York	79,200	75,700	96
<b>Between 5-24%</b>	PENNSYLVANIA Adams Lancaster	16,500 90,300	15,600 83,000	94 92
Station Totals		186,000	174,300	94
Net Weekly Circulation (March 1967)				46,400
Average Daily Circulation (March 1967)				25,700

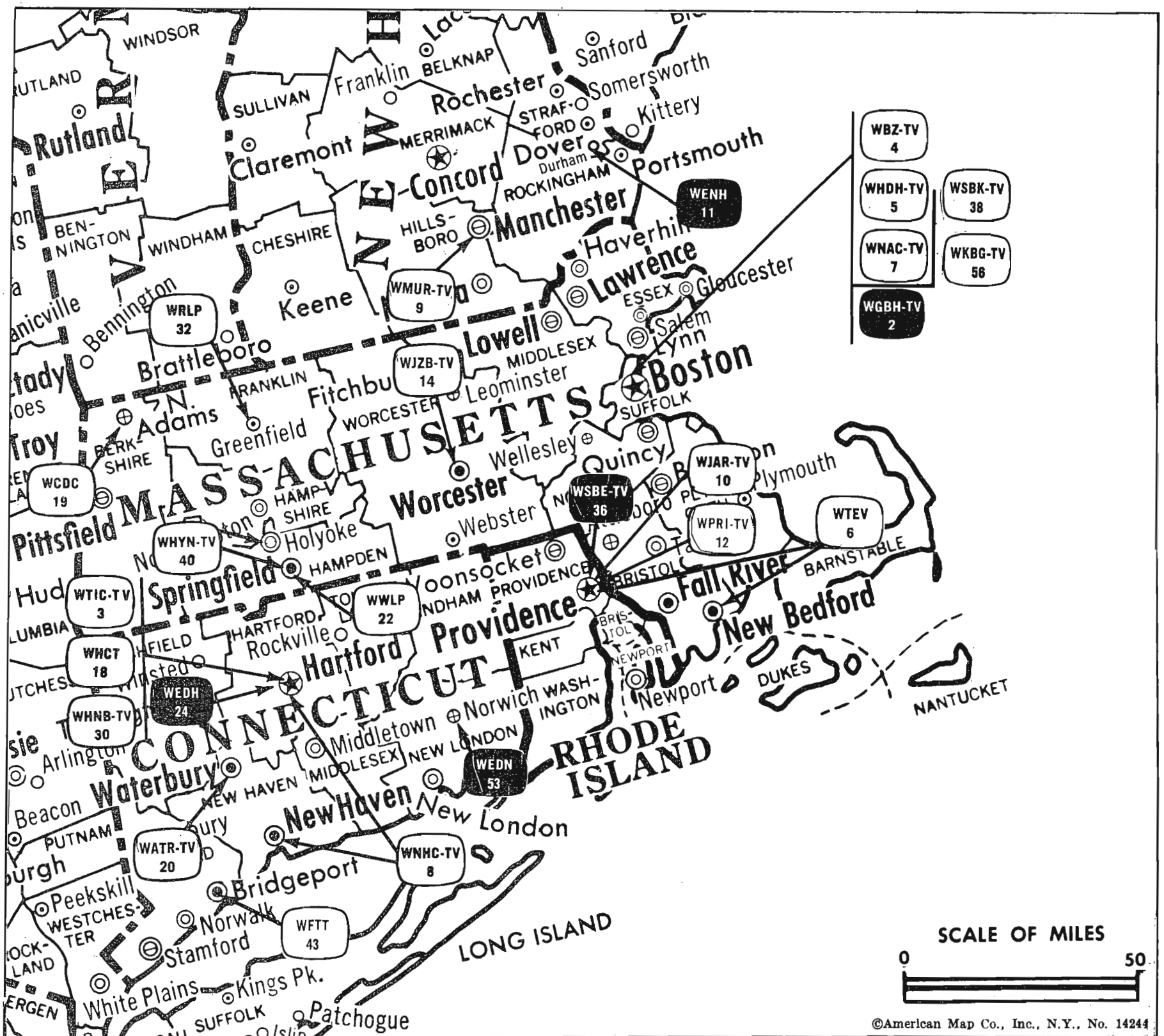
## PROGRAM SOURCE and SERVICES SUPPLIERS

Bring your story directly to the PROGRAM MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.

PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Providence	774,900	14	1,876,700	10	1,811,000	9

**Rhode Island Station Status as of Jan. 1, 1968**

	VHF	UHF	TOTAL
Commercial Television Stations	3	0	3
Educational Television Stations	0	1	1
			4

**Note:** WTEV Listed Under Providence  
Is Licensed to New Bedford, Mass.

**WSBE-TV  
Providence**

Ch. 36

Non-Commercial Educational Station

Grantee: Board of Education, State of Rhode Island, Educational Television Services, 600 Mt. Pleasant Ave., Providence (02908).

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 479-kw visual, 45.5-kw aural. Antenna: 596-ft. above av. terrain, 532-ft. above ground, 824-ft. above sea level.

Latitude 41° 48' 18"  
Longitude 71° 28' 24"

# Rhode Island—Providence



**WJAR-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 901-ft. above ground, 1136-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).

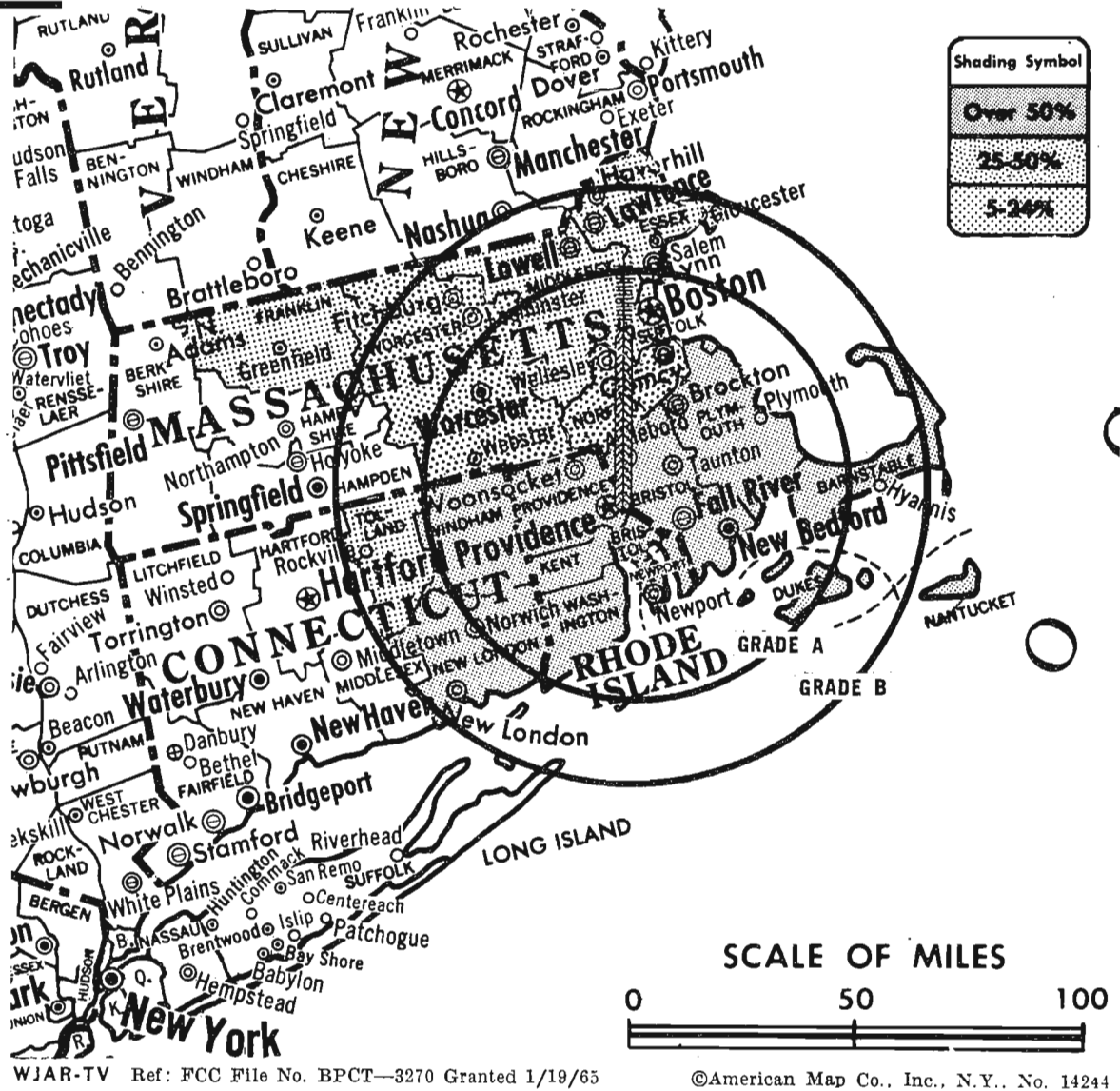
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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) and KSAT-TV, San Antonio, Tex. The Outlet Co. owns 50% of Salt City Bcstg. Corp. which has interest in Ch. 9, Syracuse, N.Y.

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.  
DAVID J. SHURTLEFF, v.p., broadcast division.  
JAMES E. GLEASON, v.p., station manager.  
FREDERICK R. GRIFFITHS, director, broadcast administration.  
EDWARD BOGHOSIAN, sales manager.  
ERNEST LATESSA, local sales manager.  
BILLY L. PATTON, dir. engineering, broadcast administration.  
ALFRED J. BRASSARD, promotion manager.

### DIGEST OF RATE CARD NO. II (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—8-11 p.m., daily.	\$1550.00	\$930.00	\$620.00	\$420.00	\$326.00	\$326.00
NETWORK BASE HOURLY RATE:	\$1550.					

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>CONNECTICUT</b>				
		New London	62,500	59,200	95
		Windham	23,100	22,000	95
	<b>MASSACHUSETTS</b>				
		Barnstable	26,500	25,300	96
		Bristol	128,200	124,600	97
		Dukes	2,100	1,900	90
		Nantucket	1,200	1,100	93
		Plymouth	83,400	80,800	97
	<b>RHODE ISLAND</b>				
	Bristol	12,800	12,500	98	
	Kent	39,500	38,600	98	
	Newport	21,400	20,700	97	
	Providence	180,000	174,500	97	
	Washington	23,200	22,300	96	
Between 25-50%	<b>MASSACHUSETTS</b>				
		Norfolk	162,400	158,600	98
	Worcester	178,500	172,300	97	
Between 5-24%	<b>CONNECTICUT</b>				
		Tolland	22,600	21,600	95
	<b>MASSACHUSETTS</b>				
		Essex	188,000	182,700	97
		Franklin	17,300	16,000	93
	Middlesex	378,300	367,500	97	
	Suffolk	256,900	242,100	94	
Station Totals		1,807,900	1,744,300	96	
Net Weekly Circulation (March 1967)				774,900	
Average Daily Circulation (March 1967)				458,200	

# Rhode Island—Providence



**WPRI-TV**



(formerly WPRO-TV)

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"  
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, Mass.

Studio: 24 Mason St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

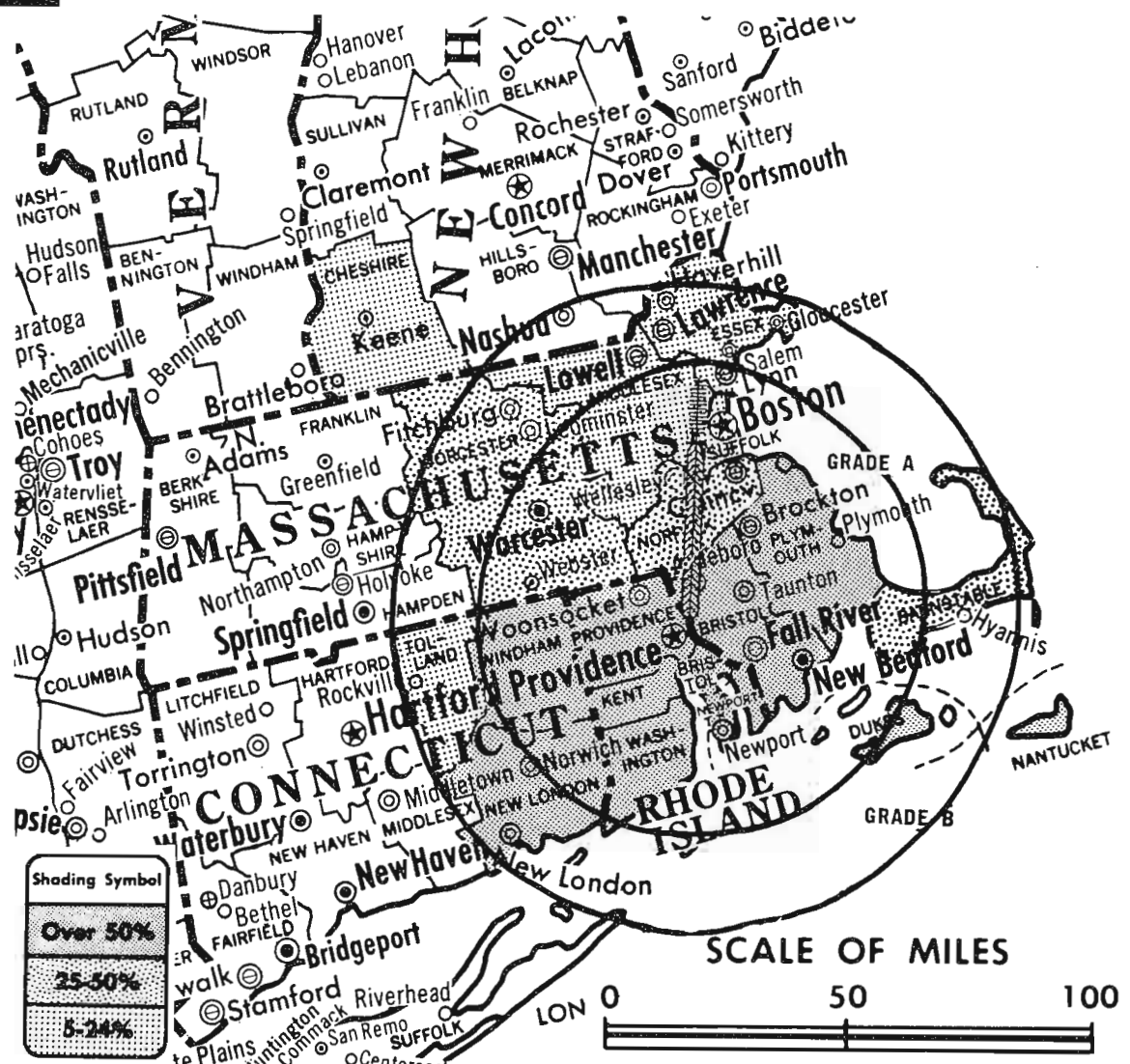
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WPRI-TV Ref: FCC File No. BPCT-3943 Granted 7/6/67

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## WPRI-TV

Licensee: Providence TV Inc., 24 Mason St., Providence (02902). Telephone: 401-521-4000. TWX No.: 710-381-1606.

Ownership: See WJRT-TV, Flint, Mich.

Began Operation: March 27, 1955. Sale to present owner by Capital Cities Bcstg. approved June 15, 1967 by FCC. Previous sale to Capital Cities by William S. Cherry and associates to Capital Cities Broadcasting Corp. approved March 11, 1959 by FCC (Television Digest, Vols. 14:51 & 15:11).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

EDWIN W. PFEIFFER, vice president & general manager.  
JOHN E. FRANKS, general sales manager.  
ROBERT JOHNSON, commercial production manager.  
ROBERT ARCHER, operations manager.  
JAMES S. WILEY, promotion manager.  
DOROTHY POMPEI, sales service manager.  
CHARLES LYNCH, chief engineer.  
VIC SYLVIA, local sales manager.  
KARL SIPPEL, business manager.  
JOSEPH FOGARTY, admin. asst. to gen. mgr.

DIGEST OF RATE CARD NO. 8—(Aug. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class A—7:29-11:01 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.  
\$1500.00 \$1000.00 \$700.00 \$500.00 \$400.00\* \$375.00\* \$200.00\*

\*Class A—7:31-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	CONNECTICUT				
		New London	62,500	59,200	95
		Windham	23,100	22,000	95
	MASSACHUSETTS				
		Bristol	128,200	124,600	97
		Dukes	2,100	1,900	90
		Nantucket	1,200	1,100	93
		Plymouth	83,400	80,800	97
	RHODE ISLAND				
		Bristol	12,800	12,500	98
	Kent	39,500	38,600	98	
	Newport	21,400	20,700	97	
	Providence	180,000	174,500	97	
	Washington	23,200	22,300	96	
Between 25-50%	MASSACHUSETTS				
		Barnstable	26,500	25,300	96
		Norfolk	162,400	158,600	98
	Worcester	178,500	172,300	97	
Between 5-24%	CONNECTICUT				
		Tolland	22,600	21,600	95
	MASSACHUSETTS				
		Essex	188,000	182,700	97
	Middlesex	378,300	367,500	97	
	Suffolk	256,900	242,100	94	
NEW HAMPSHIRE					
	Cheshire	15,300	14,300	93	
Station Totals		1,805,900	1,742,600	96	
Net Weekly Circulation (March 1967)				741,300	
Average Daily Circulation (March 1967)				405,500	

# Rhode Island—Providence (New Bedford, Mass.)



**WTEV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"  
Longitude 71° 11' 24"

Transmitter: 1.8-mi. N of Tiverton, R. I. on Lafayette Rd.

TV tape: Recording facilities.

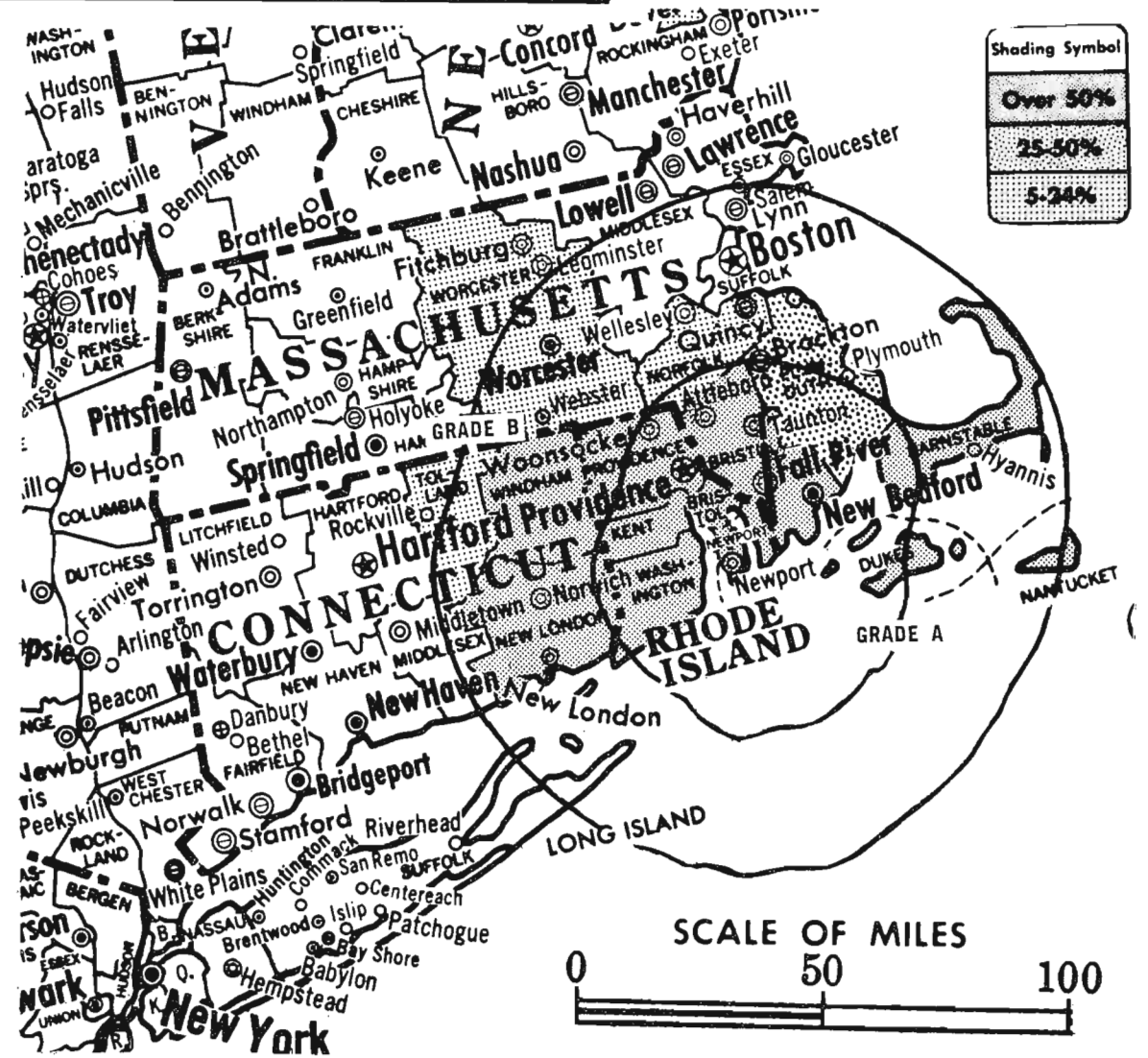
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WTEV Ref: FCC File No. BPCT-3450 Granted 12/7/66

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## WTEV

Network Service: ABC.

Licensee: Telestation WTEV, 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: See WGAL-TV, Lancaster, Pa.

Began Operation: Jan. 1, 1963. Sale to present owner by WTEV Television Inc. was approved April 6, 1966 by FCC (Television Digest, Vols. 5:45, 6:7).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

CLAIR R. McCOLLOUGH, president.  
VANCE L. ECKERSLEY, station manager.  
JOHN H. CANDIOTO, sales manager.  
MANN REED, regional sales manager.  
PETER MANDELL, promotion manager.  
JOHN ROBINSON, program manager.  
JACK DELANEY, news director.  
MAURICE WYNNE, mgr., engineering & operations.

### DIGEST OF RATE CARD NO. 4 (Sept. 7, 1967)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
\$1200.00	\$720.00	\$480.00	\$380.00	\$260.00	\$130.00

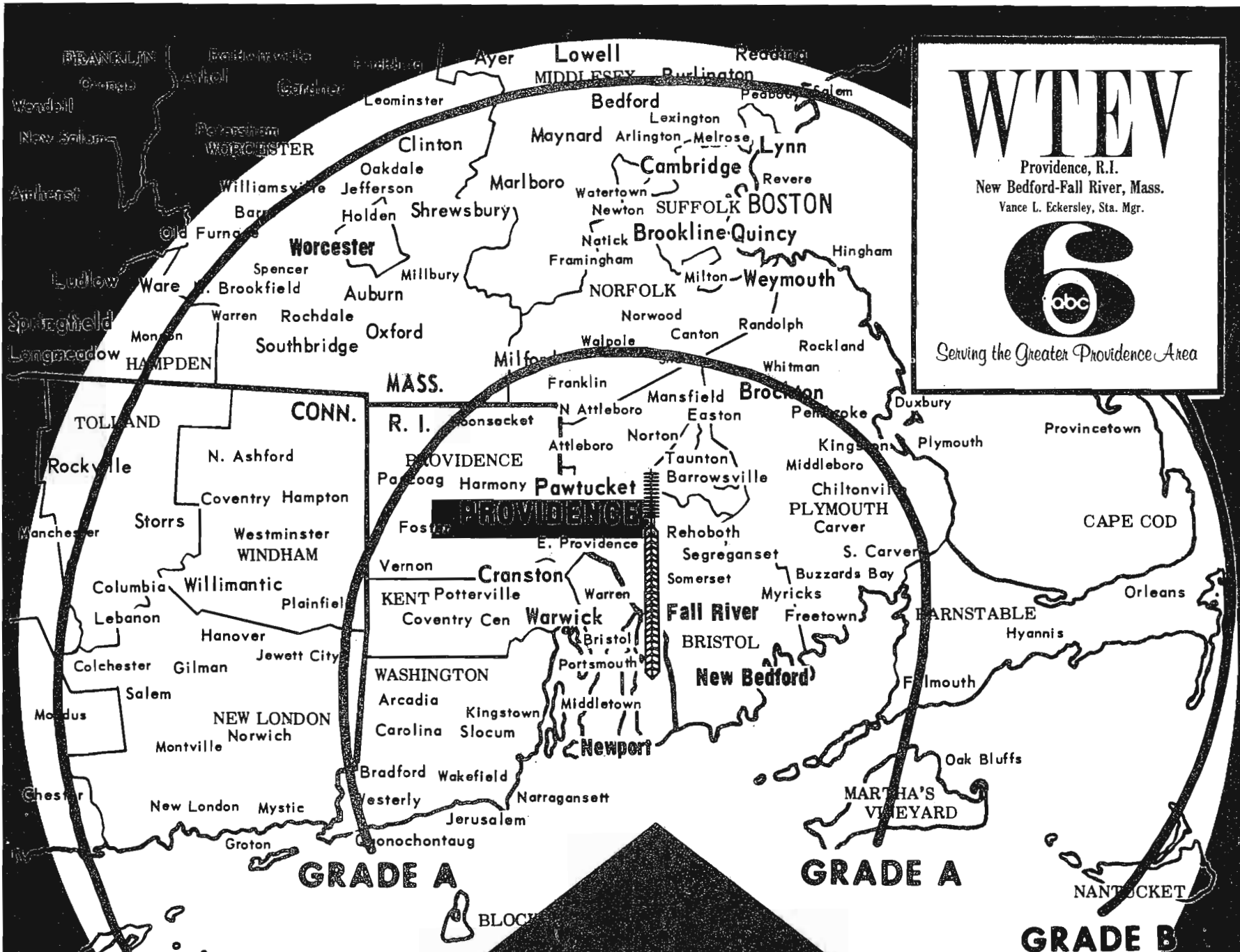
Class AA—7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>CONNECTICUT</b>				
		New London	62,500	59,200	95
		Windham	23,100	22,000	95
	<b>MASSACHUSETTS</b>				
		Barnstable	26,500	25,300	96
		Bristol	128,200	124,600	97
		Dukes	2,100	1,900	90
		Nantucket	1,200	1,100	93
	<b>RHODE ISLAND</b>				
		Bristol	12,800	12,500	98
	Kent	39,500	38,600	98	
	Newport	21,400	20,700	97	
	Providence	180,000	174,500	97	
	Washington	23,200	22,300	96	
Between 25-50%	<b>MASSACHUSETTS</b>				
		Plymouth	83,400	80,800	97
Between 5-24%	<b>CONNECTICUT</b>				
		Tolland	22,600	21,600	95
	<b>MASSACHUSETTS</b>				
		Norfolk	162,400	158,600	98
		Worcester	178,500	172,300	97
<b>NEW HAMPSHIRE</b>					
	Strafford	20,200	19,300	96	
Station Totals		987,600	955,300	97	
Net Weekly Circulation (March 1967)				468,800	
Average Daily Circulation (March 1967)				269,500	

ARB Data: Figures & map do not reflect current coverage since the station increased power and antenna height after the survey was made.





**WTEV**  
 Providence, R.I.  
 New Bedford-Fall River, Mass.  
 Vance L. Eckersley, Sta. Mgr.

**6**  
 abc


Serving the Greater Providence Area

**WTEV**

**Serving the Greater Providence Area**

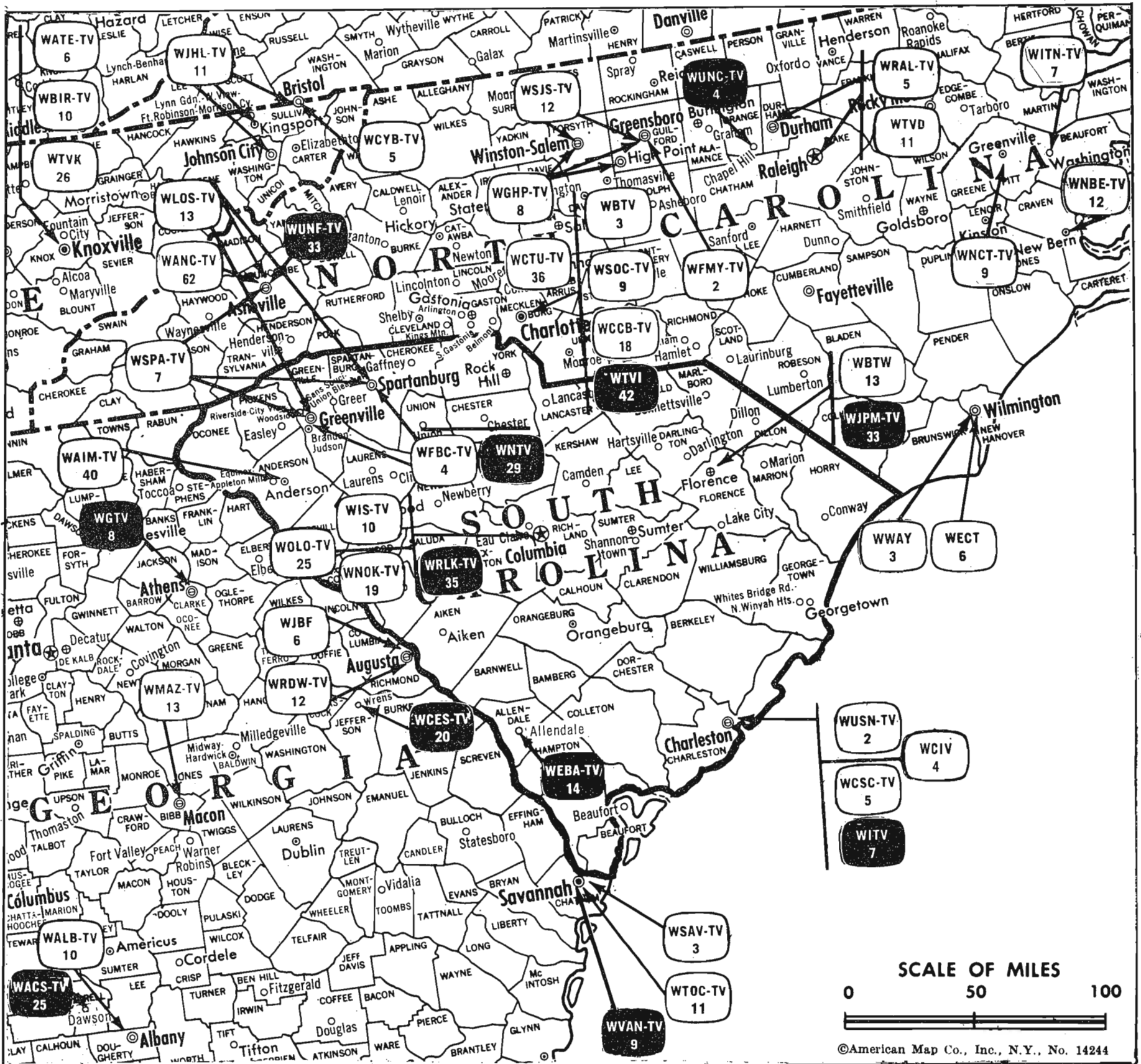
*greater audience reach, increased sales power*

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.

Represented by  
  
 Television, Inc.

SEABOARD TELEVISION STATIONS - Clark McCullough, Pres. - WTEV-TV Providence, R.I. / New Bedford - Fall River, Mass.  
 WGAL-TV Lancaster - Harrisburg - York - Lebanon, Pa. - WQAD-TV Annapolis, Md. - WVOA-TV Tucson, Ariz.

# South Carolina



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Greenville-Spartanburg-Asheville	431,500	44	972,400	32	895,000	34
Columbia	226,400	83	552,800	68	507,000	68
Charleston	144,300	119	354,800	113	320,000	115
Florence	141,600	120	281,200	129	252,600	130
Anderson			139,400	179	130,800	177

South Carolina Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
☐ Commercial Television Stations	8	3	11
● Educational Television Stations	1	4	5
			<u>16</u>

**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.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WEBA-TV**  
Allendale  
Ch. 14

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 557-kw visual, 111.4-kw aural. Antenna: 800-ft. above av. terrain, 805-ft. above ground, 1045-ft. above sea level.

Latitude	33°	11'	12.5"
Longitude	81°	23'	53.5"

**WITV**  
Charleston  
Ch. 7

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 5.75-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"

**WRLK-TV**  
Columbia  
Ch. 35

Non-Commercial Educational Station

(Operates satellites WITV, Charleston; WNTV, Greenville; WJPM-TV, Florence; WEBA-TV, Allendale, all S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude	34°	07'	07"
Longitude	80°	56'	12"

**South Carolina**

**WJPM-TV**  
Florence  
Ch. 33

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 537-kw visual, 107-kw aural. Antenna: 789-ft. above av. terrain, 793-ft. above ground, 919-ft. above sea level.

Latitude	34°	16'	45.5"
Longitude	79°	44'	36.5"

**WNTV**  
Greenville  
Ch. 29

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 339-kw visual, 67.6-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"

**WSPA-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>			
	Avery	2,900	2,500	87
	Buncombe	43,200	40,000	92
	Caldwell	14,900	14,000	94
	Jackson	4,500	3,800	86
	Macon	4,200	3,500	83
	Madison	4,100	3,500	84
	<b>SOUTH CAROLINA</b>			
	Edgefield	3,700	3,300	90
	Mc Cormick	1,800	1,600	87
Saluda	3,400	3,100	90	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Clarke	14,600	13,400	92
	Oglethorpe	1,600	1,400	88
	Wilkes	3,000	2,500	83
	<b>NORTH CAROLINA</b>			
	Alexander	4,900	4,500	93
	Iredell	19,600	18,400	94
	Mecklenburg	95,400	90,900	95
	Watauga	4,600	4,100	89
	Wilkes	12,700	11,500	91
Yancey	3,300	2,700	83	
<b>SOUTH CAROLINA</b>				
Lancaster	10,900	10,200	94	
Lexington	19,800	18,200	92	
<b>TENNESSEE</b>				
Greene	12,900	11,600	90	
Johnson	2,700	2,300	87	

# South Carolina—Anderson



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.

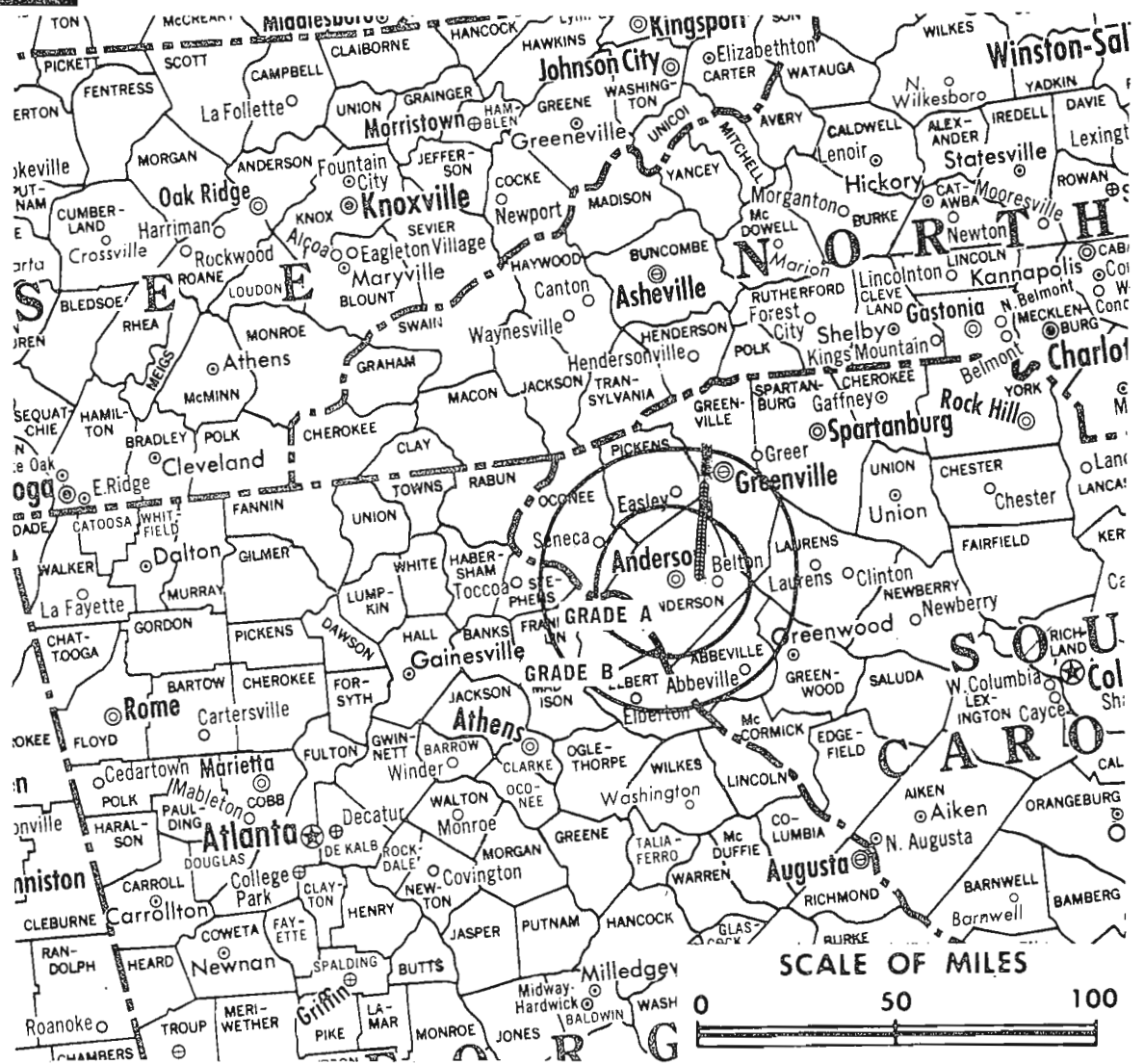
TV tape: Recording facilities.

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).

Personnel:

WILTON E. HALL, owner.

GLENN P. WARNOCK, general manager.

JOHN McCALLUM, sales manager.

JERRY GARRETT, film buyer.

ROBERT BALDWIN, engineering director.

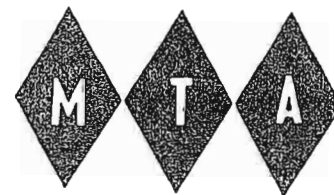
### DIGEST OF RATE CARD NO. 2 (Nov. 1, 1964)

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.



MALARKEY, TAYLOR & ASSOCIATES

CATV

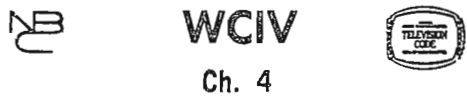
Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345



# South Carolina—Charleston



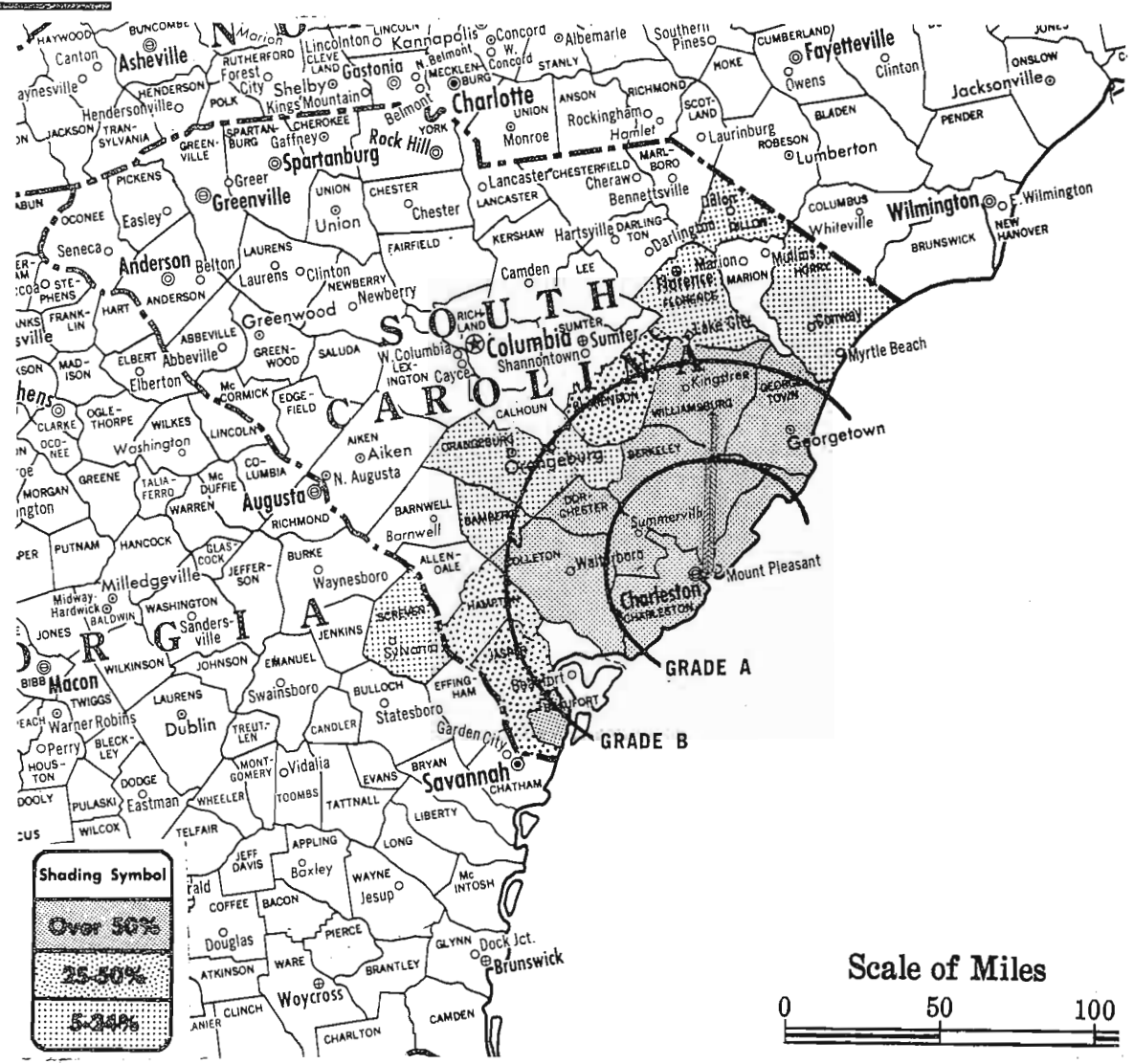
**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 939-ft. above av. terrain, 983-ft. above ground, 988-ft. above sea level.

Latitude 32° 47' 15"  
Longitude 79° 51' 00"

**Transmitter:** Mt. Pleasant, S.C.  
**TV tape:** Recording facilities.  
**Color:** Network, film & slide.  
**News Wire Service:** UPI.  
**News Film Service:** NBC.  
**Facsimile Service:** UPI.

**ARB Data:** Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WCIV Ref: FCC File No. BPCT-3631 Granted 12/13/65 ©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:** See WMAL-TV, Washington, D.C.  
**Began Operation:** Oct. 23, 1962. Sale to present owner by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).  
**Represented (sales)** by National Television Sales Inc.  
**Represented (legal)** by Hogan & Hartson.  
**Represented (engineering)** by Jansky & Bailey.  
**Personnel:**  
FRED S. HOUWINK, vice president.  
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. 5B (June 1, 1967)

Hour	30 Min.	15 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.	
Class A—7-11 p.m., daily.	\$500.00	\$220.00	\$160.00	\$75.00*	\$59.00*	\$37.50*
*Class A—7:29-10:59 p.m., daily.						

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>SOUTH CAROLINA</b>			
	Beaufort	11,700	10,700	91
	Berkeley	13,800	12,200	88
	Charleston	69,100	64,400	93
	Colleton	7,200	6,100	85
	Dorchester	6,600	6,000	91
	Georgetown	8,800	7,700	87
Williamsburg	8,400	7,000	83	
<b>Between 25-50%</b>	<b>SOUTH CAROLINA</b>			
	Clarendon	5,800	4,700	80
	Hampton	4,100	3,500	85
Jasper	3,300	2,800	84	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Screven	3,300	2,900	86
	<b>SOUTH CAROLINA</b>			
	Bamberg	3,700	3,200	86
	Dillon	7,000	6,200	89
	Florence	22,600	20,900	92
Horry	18,600	16,700	89	
Orangeburg	16,900	14,500	86	
Station Totals		210,900	189,500	90
Net Weekly Circulation (March 1967)				116,200
Average Daily Circulation (March 1967)				79,500

For Color Set Penetration by Markets  
see Services Volume.

# South Carolina—Charleston



**WCSC-TV**



Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-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"

**Transmitter:** Rifle Range Rd., 5.5-mi. E of Charleston.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.

**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.

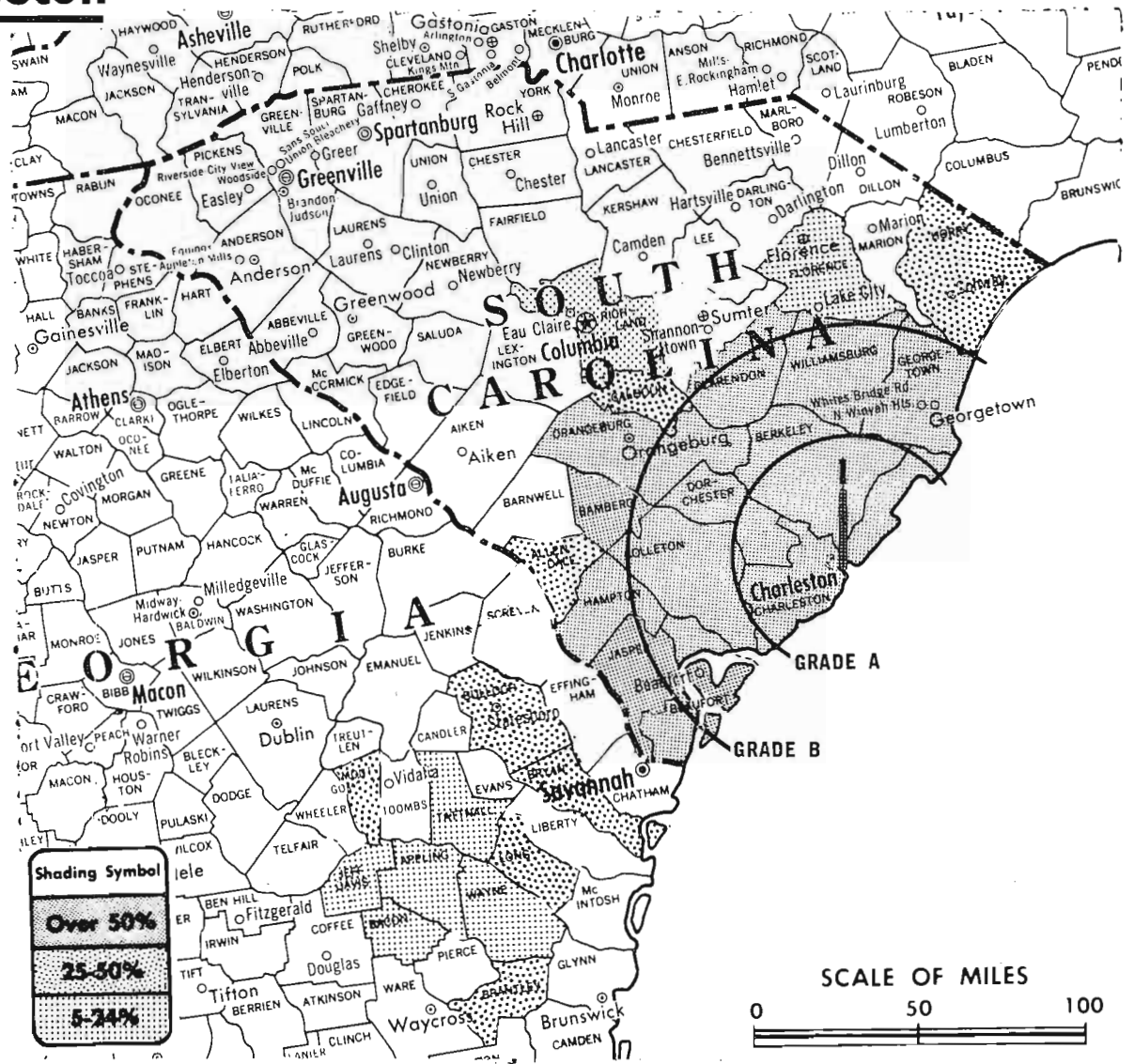
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WCSC-TV Ref: FCC File No. BPCT-2380 Granted 8/15/68

©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 estate, 3.22%; John M. Rivers Jr., 1.5%; 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 MARSHALL, promotion director.
- GUS BAILEY, program publicity manager.
- KEN KLYCE, news director.
- MARIETT WICKS, copy chief.
- ANNIE LAURIE QUARTERMAN, operations manager.
- VERNON WORD, film director.
- KARL QUICK, tape director.
- RUDY HUGHES, chief engineer.

DIGEST OF RATE CARD NO. 7  
(July 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$600.00 \$300.00 \$180.00 \$140.00 Graded rates apply\*

\*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>SOUTH CAROLINA</b>				
<b>Over 50%</b>	Bamberg	3,700	3,200	86
	Beaufort	11,700	10,700	91
	Berkeley	13,800	12,200	88
	Charleston	69,100	64,400	93
	Clarendon	5,800	4,700	80
	Colleton	7,200	6,100	85
	Dorchester	6,600	6,000	91
	Georgetown	8,800	7,700	87
	Hampton	4,100	3,500	85
	Jasper	3,300	2,800	84
	Orangeburg	16,900	14,500	86
	Williamsburg	8,400	7,000	83
<b>GEORGIA</b>				
<b>Between 25-50%</b>	Brantley	1,400	1,200	89
	Bryan	1,700	1,500	90
	Bulloch	6,800	6,100	91
	Long	1,200	1,000	86
	Montgomery	1,300	1,000	80
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Allendale	2,800	2,300	83
	Calhoun	2,500	2,100	84
	Horry	18,600	16,700	89
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Appling	3,300	2,800	85
	Bacon	2,200	1,900	87
	Jeff Davis	2,300	2,000	87
	Tattnall	3,800	3,400	89
	Wayne	5,700	5,200	91
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Florence	22,600	20,900	92
	Richland	57,300	52,900	92
<b>Station Totals</b>		292,900	263,800	90
Net Weekly Circulation (March 1967)				144,300
Average Daily Circulation (March 1967)				107,100

# South Carolina—Charleston



## WUSN-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 19.5-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.

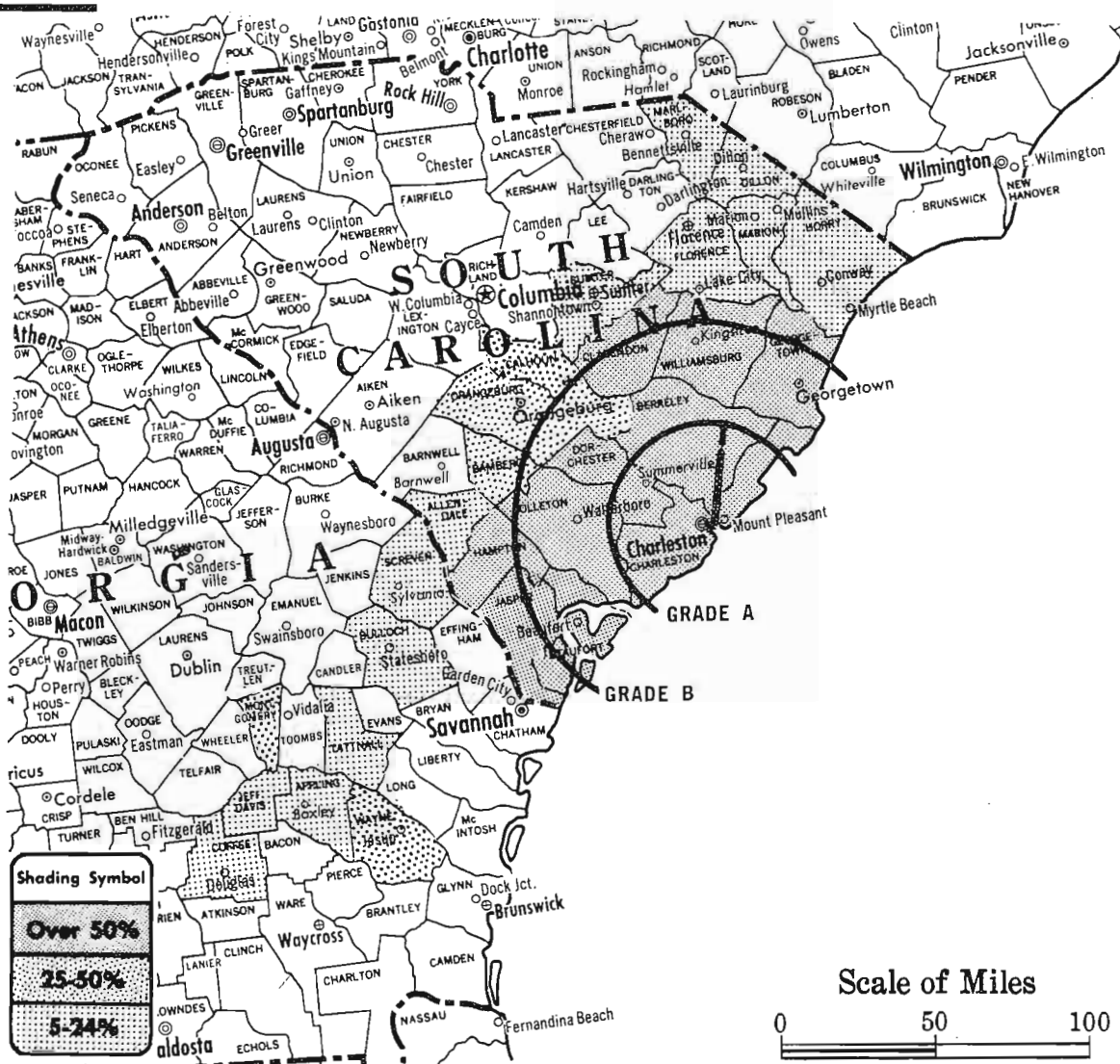
Telephone: 803-884-4141.

TWX No.: 803-884-9612.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.



WUSN-TV Ref: FCC File No. BMPCT-2104 Granted 6/4/54

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## WUSN-TV

Licensee: Reeves Broadcasting Corp., Box 879 (29402).

Studio: Hwy. 17, E of Cooper River Bridge.

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 WBLG-TV, 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 Edward Petry & Co.

Represented (legal) by Booth & Lovett.

Represented (engineering) by Gautney & Jones.

Personnel:

- J. DRAYTON HASTIE, president.
- DOUGLASS M. BRADHAM, v.p. & general manager.
- GORDON FAULKNER, national sales manager.
- GRANGE S. CUTHBERT, local sales manager.
- DONALD L. MOODY, production manager.
- WALTER NELSON, engineering director.
- BEAMON MEARES, assistant chief engineer.
- RED EVANS, news director.
- WES FERNS, film director.
- LINDA STONE, promotion manager.

### 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.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>SOUTH CAROLINA</b>			
	Beaufort	11,700	10,700	91
	Berkeley	13,800	12,200	88
	Charleston	69,100	64,400	93
	Clarendon	5,800	4,700	80
	Colleton	7,200	6,100	85
	Dorchester	6,600	6,000	91
	Georgetown	8,800	7,700	87
	Hampton	4,100	3,500	85
	Jasper	3,300	2,800	84
Williamsburg	8,400	7,000	83	
<b>Between 25-50%</b>	<b>GEORGIA</b>			
	Montgomery	1,300	1,000	80
	Wayne	5,700	5,200	91
<b>5-24% Between</b>	<b>SOUTH CAROLINA</b>			
	Bamberg	3,700	3,200	86
	Calhoun	2,500	2,100	84
	Orangeburg	16,900	14,500	86
<b>5-24% Between</b>	<b>GEORGIA</b>			
	Appling	3,300	2,800	85
	Bulloch	6,800	6,100	91
	Coffee	5,800	5,000	87
	Jeff Davis	2,300	2,000	87
	Screven	3,300	2,900	86
	Tattnell	3,800	3,400	89
	<b>SOUTH CAROLINA</b>			
	Allendale	2,800	2,300	83
	Dillon	7,000	6,200	89
Florence	22,600	20,900	92	
Horry	18,600	16,700	89	
Marion	7,500	6,500	87	
Marlboro	6,400	5,600	88	
Sumter	21,300	19,100	90	
<b>Station Totals</b>		280,400	250,600	89
<b>Net Weekly Circulation (March 1967)</b>				134,000
<b>Average Daily Circulation (March 1967)</b>				79,700



# 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, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

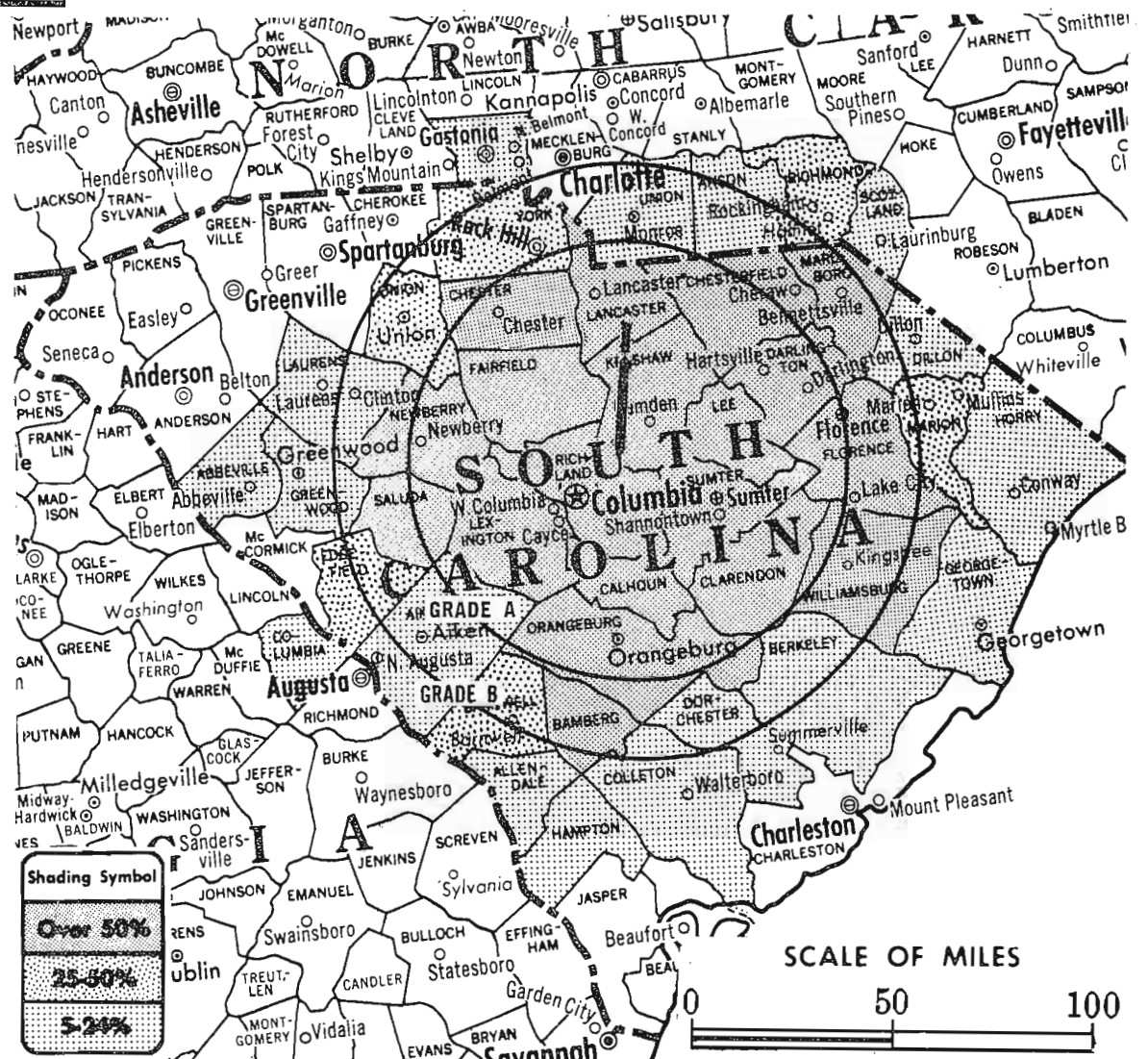
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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: Cosmos Broadcasting Corp., 1111 Bull St. (29202).

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%. Cosmos Bcstg. Corp. also owns WSFA-TV, Montgomery, Ala.; WTOL-TV, Toledo, O. For CATV holdings, see Broadcasters in CATV.

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.
- CARTER HARDWICK, senior vice president & general manager.
- DON UPTON, administrative assistant.
- LAW EPPS, sales manager & senior administrator.
- JACK SPRING, assistant sales manager.
- ROBERT C. WISNEWSKI, program director & film buyer.
- SIDNEY PALMER, program operations manager.
- RON HARRIS, promotion & public relations manager.
- DICK EDWARDS, news & public affairs director.
- JOSEPH P. GILL JR., chief engineer.

### DIGEST OF RATE CARD NO. 11

(Sept. 1, 1967)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.				
\$800.00	\$480.00	Graded rates apply*		

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$650.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>SOUTH CAROLINA</b>				
		Bamberg	3,700	3,200	86
		Calhoun	2,500	2,100	84
		Chester	7,900	7,200	92
		Chesterfield	8,200	7,300	88
		Clarendon	5,800	4,700	80
		Darlington	13,800	12,600	91
		Fairfield	4,700	4,000	86
		Florence	22,600	20,900	92
		Kershaw	8,800	7,900	90
		Lancaster	10,900	10,200	94
		Lee	4,600	3,900	84
		Lexington	19,800	18,200	92
		Marlboro	6,400	5,600	88
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>				
		Richmond	11,000	10,100	92
	<b>SOUTH CAROLINA</b>				
		Barnwell	4,700	4,200	88
		Edgefield	3,700	3,300	90
		Marion	7,500	6,500	87
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
		Union	7,700	7,200	93
	<b>GEORGIA</b>				
		Columbia	4,400	4,100	92
		Jeff Davis	2,300	2,000	87
<b>NORTH CAROLINA</b>					
	Anson	6,200	5,400	88	
	Gaston	38,900	37,000	95	
	Scotland	6,100	5,500	90	
	Union	13,400	12,300	92	
(Continued on page 633-b)					
<b>Station Totals</b>			489,700	444,400	91
Net Weekly Circulation (March 1967)				226,400	
Average Daily Circulation (March 1967)				166,800	



# innovation

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## PLANNING

### *DELIVERY*

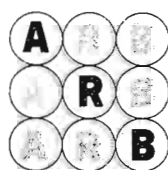
#### IMAGINATION

These words have a very special meaning to the people at ARB, for they represent the spirit that influences the direction of our research.

This purposeful and continual development of new and better research techniques is the very foundation of ARB. It is also the underlying force which has initiated the great strides made in all commercial media research.

This same bold spirit is reflected in methodological testing and refinements which produce the useful and reliable data published in ARB reports.

For information on our research and how it can benefit you, contact your ARB representative.



**AMERICAN RESEARCH BUREAU**  
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION

# South Carolina—Columbia

## WNOK-TV Ch. 19

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 244-kw max. and 214-kw horizontal visual, 24.4-kw max. & 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"

Requests change to 1250-kw max. & 1046-kw horizontal visual, 125-kw max. & 104.6-kw horizontal aural (using 0.5° beam tilt).

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, film & slide.

News Wire Service: AP.

Total Households: © SRDS

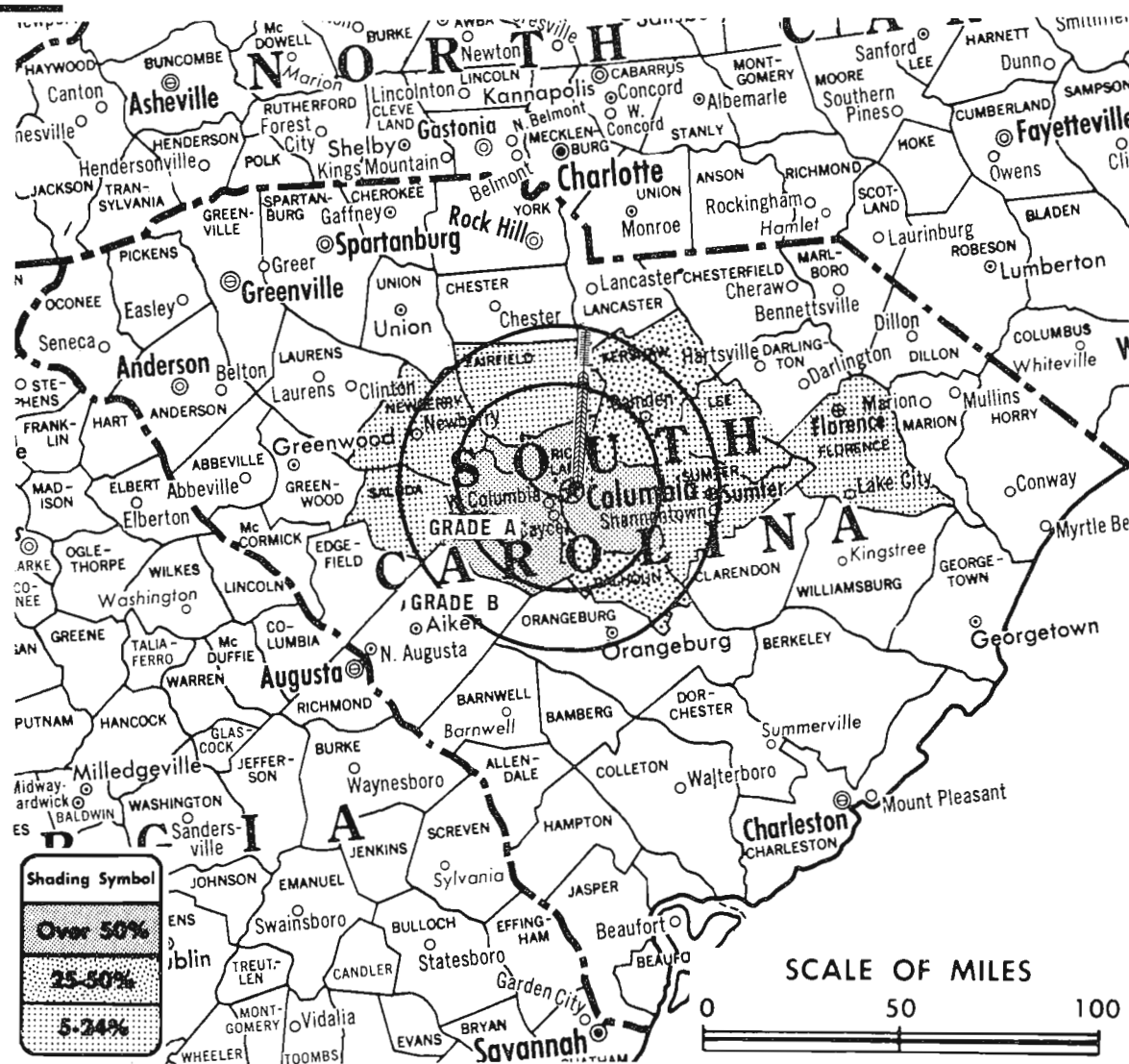
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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: 6027 Devine St.

Telephone: 803-252-7737. TWX No.: 803-733-1131.

Ownership: Irwin Kahn, pres., 31.113%; H. Moody McElveen Jr., exec. v.p., 6.027%; W. Croft Jennings, v.p., 5.875%; J. W. Lindau III, v.p., 10.124%; Carlisle Roberts, secy., 4.674%; Samuel Litman, treas., 9.523%; B. F. Kurtz, 3.009%; Gen. Lewis G. Merritt, 2.537%; 45 other stockholders, none with more than 3%.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by National TV Sales; James S. Ayers Co. Inc. (Southeast).

Represented (legal) by Covington & Burling.

Represented (engineering) by Jansky & Bailey.

Personnel:

H. MOODY McELVEEN JR., executive vice president.  
RICHARD T. LAUGHRIDGE, sales manager.  
DONALD M. BRYANT, program manager & film buyer.  
GENE PARKER, director of technical operations.

### DIGEST OF RATE CARD NO. 4 (Nov. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$250.00	\$170.00	\$100.00	\$75.00	\$71.00*	\$53.00*
*Class AA—7:29-10:31 p.m., daily.						\$30.00*

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH CAROLINA			
	Lexington	19,800	18,200	92
	Richland	57,300	52,900	92
Between 25-50%	SOUTH CAROLINA			
	Calhoun	2,500	2,100	84
	Kershaw	8,800	7,900	90
Between 5-24%	SOUTH CAROLINA			
	Fairfield	4,700	4,000	86
	Florence	22,600	20,900	92
	Lee	4,600	3,900	84
	Newberry	7,900	7,200	91
	Saluda	3,400	3,100	90
Sumter	21,300	19,100	90	
Station Totals		152,900	139,300	91
Net Weekly Circulation (March 1967)				69,500
Average Daily Circulation (March 1967)				45,200

For Index to Contents  
See Services Volume

# South Carolina—Columbia



**WOLO-TV**

Ch. 25

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 174-kw visual, 25.7-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"

Holds CP for change to 550.9-kw max. and 399.2-kw horizontal visual, 55-kw max. and 39.9-kw horizontal aural, 617-ft. above av. terrain, 528-ft. above ground, 930-ft. above sea level. BPCT—3833.

Requests change to 1250-kw max. & 904-kw horizontal visual, 149-kw max. & 108-kw horizontal aural. BMPCT—6709.

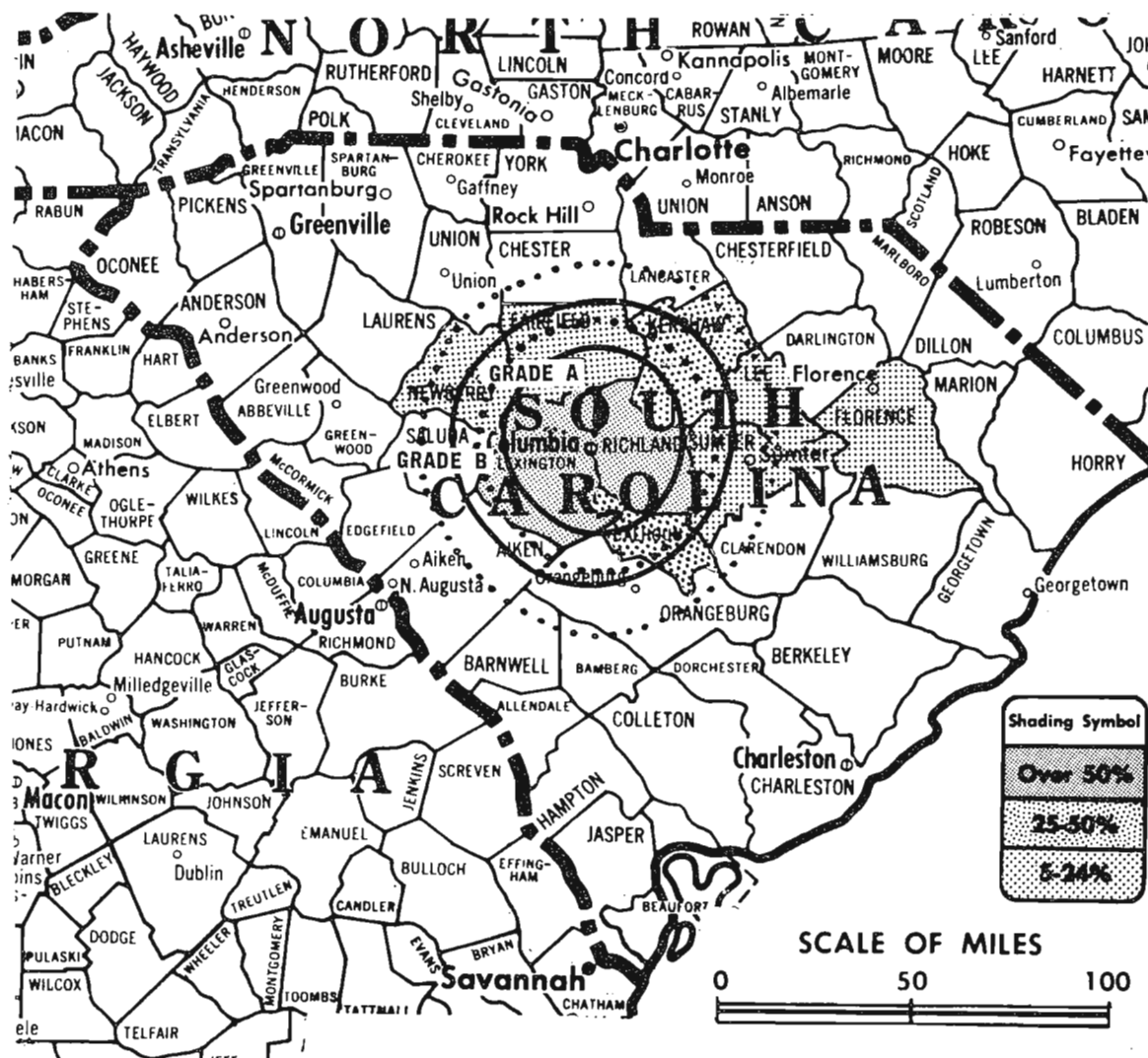
Transmitter: 5807 Shakespeare Rd.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WOLO-TV Ref: FCC File No. BMPCT—5636 Granted 9/8/61

©American Map Co., Inc., N.Y., No. 14244

## 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 Adam Young-VTM Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

HENRY W. HUGHES, station & sales manager.  
STEVE CURRIE, operations director.  
JAMES COLLINS, 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.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	SOUTH CAROLINA			
	Lexington	19,800	18,200	92
	Richland	57,300	52,900	92
Between 25-50%	SOUTH CAROLINA			
	Calhoun	2,500	2,100	84
Between 5-24%	SOUTH CAROLINA			
	Fairfield	4,700	4,000	86
	Florence	22,600	20,900	92
	Lee	4,600	3,900	84
	Newberry	7,900	7,200	91
Sumter	21,300	19,100	90	
Station Totals		149,500	136,200	91
Net Weekly Circulation (March 1967)				64,400
Average Daily Circulation (March 1967)				31,500

For Color Set Penetration by Market

See Services Volume

# South Carolina—Florence



**WBTW**



Ch. 13

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.

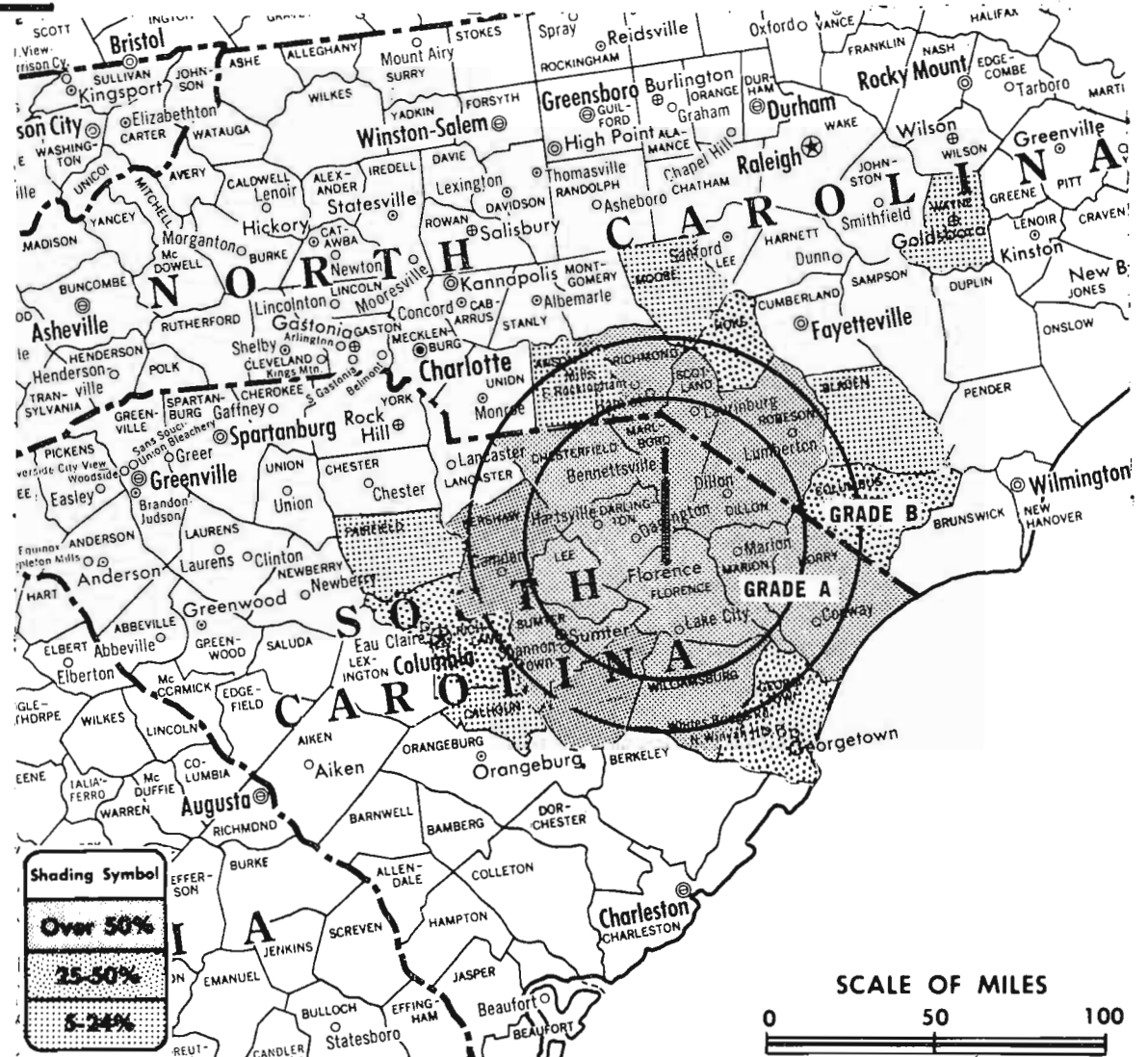
TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.



WBTW Ref: FCC File No. BPCT-1341 Granted 11/25/53

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Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## WBTW

Network Service: CBS, ABC.

Licensee: Jefferson Standard Bcstg. Co., Box 630.

Studio: N. Irby St. Extension.

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. Note: Sale pends to Daily Telegraph Printing Co.

Began Operation: Oct. 18, 1954.

Represented (sales) by Blair Television Associates.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by A. D. Ring & 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.

NANCY P. ISGETT, promotion & publicity supervisor.

EVERETTE L. HAYES, film supervisor.

EDWARD L. YOUNG, farm advisor.

EMIL A. SELLARS, engineering & gen. services manager.

### DIGEST OF RATE CARD NO. 12

(July 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10 p.m., daily.

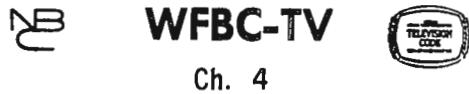
\$900.00 \$600.00 \$540.00 \$200.00 \$200.00 \$125.00 \$70.00

NETWORK BASE HOURLY RATE: \$575 (ABC, CBS).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>				
		Richmond	11,000	10,100	92
		Robeson	21,000	18,600	89
		Scotland	6,100	5,500	90
	<b>SOUTH CAROLINA</b>				
		Chesterfield	8,200	7,300	88
		Clarendon	5,800	4,700	80
		Darlington	13,800	12,600	91
		Dillon	7,000	6,200	89
		Florence	22,600	20,900	92
		Horry	18,600	16,700	89
		Kershaw	8,800	7,900	90
		Lee	4,600	3,900	84
	Marion	7,500	6,500	87	
	Marlboro	6,400	5,600	88	
	Sumter	21,300	19,100	90	
	Williamsburg	8,400	7,000	83	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>				
		Columbus	12,500	11,100	89
		Hoke	3,700	3,300	87
	<b>SOUTH CAROLINA</b>				
	Georgetown	8,800	7,700	87	
	Richland	57,300	52,900	92	
<b>Between 5-24%</b>	<b>GEORGIA</b>				
		Jeff Davis	2,300	2,000	87
	<b>NORTH CAROLINA</b>				
		Anson	6,200	5,400	88
		Bladen	6,900	5,900	85
		Moore	10,900	9,800	90
		Wayne	24,000	22,200	92
<b>SOUTH CAROLINA</b>					
	Calhoun	2,500	2,100	84	
	Fairfield	4,700	4,000	86	
<b>Station Totals</b>			310,900	279,000	90
<b>Net Weekly Circulation (March 1967)</b>					141,600
<b>Average Daily Circulation (March 1967)</b>					105,000



# South Carolina—Greenville-Spartanburg & Asheville, N.C.



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: WFBC 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.

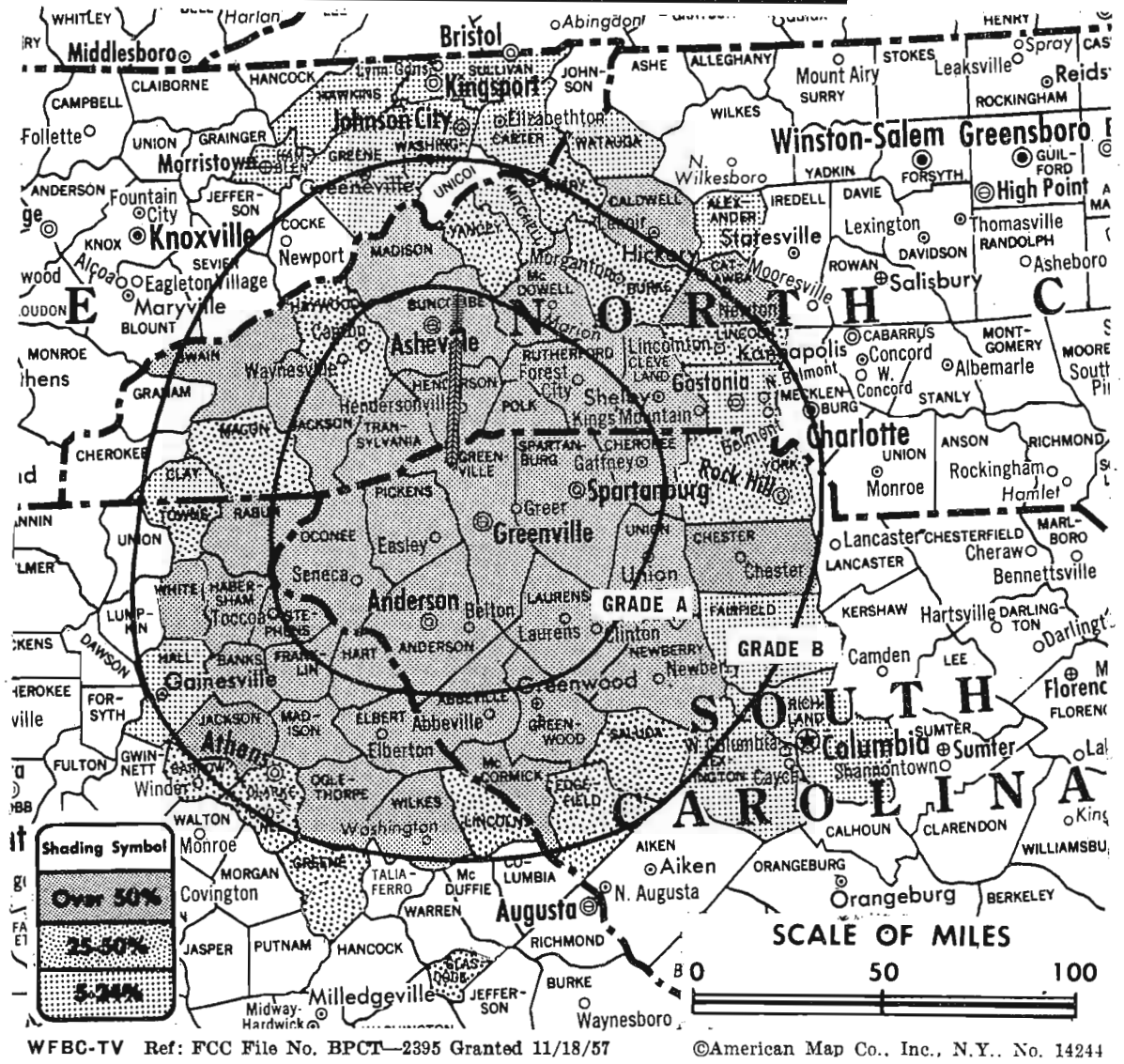
Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WFBC-TV Ref: FCC File No. BPCT-2395 Granted 11/18/57

©American Map Co., Inc., N.Y., No. 14244

## WFBC-TV

Licensee: Multimedia Inc., Box 788 (29602).

Telephone: 803-239-1321. TWX No.: 803-282-1008.

**Ownership:** Multimedia Inc. Owners: Roger C. Peace, chmn., 9.25%; Robert A. Jolley, v. chmn., 0.28%; J. Kelly Sisk, pres.-treas., 3.47%; Robert Bunnelle, v.p., 1.14%; Edmund A. Ransaur, v.p.; Wilson C. Wearn, v.p., 0.50%; James E. Jolley, secy., 1.60%; Mrs. Frances P. Graham, 9.53%; H. B. Peace Jr., 8.82%; Mrs. Laura P. Echols, 8.54%; Mrs. Gertrude P. Leake, 7.11%; Mrs. Frances P. Bunnelle, 5.94%; Joseph E. Sirrine, 5.70%; Bunnelle, Sterling & Burgess, trustees (Estate, Henry & Co.), 4.02%; Mrs. Zena Chapman Barnes, 3.42%; Mrs. Dorothy P. Ransaur, 1.78%; James D. Poag, 1.64%; Robert A. Jolley Jr., 1.57%; Mrs. Mamie J. Bruce, 1.49%; Emma C. Poag Estate, 1.14%; Alester G. Furman Jr., 1.01%; others, none with as much as 1%. John P. Hart, sub-1% holdings, has 57.5% of WCRK Morristown, Tenn. Multimedia also owns WBIR-TV, Knoxville, Tenn. (WBIR & FM) and WMAZ-TV, Macon, Ga. (WMAZ & FM); radio WWNC, Asheville, N.C. and publishes Greenville News Piedmont and Asheville Citizen-Times.

**Began Operation:** Dec. 31, 1953. Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales) by Avery-Knodel Inc.

### Personnel:

- WILSON C. WEARN, president.
- DOUGLAS A. SMITH, general manager.
- NORVIN C. DUNCAN JR., asst. mgr., program dir. & film buyer.
- WILLIAM R. MALENDOSKI, production director.
- KINCH HAULBROOK, sales manager.
- H. A. SCOTT JR., operations manager.
- EDNA L. SEAMAN, promotion & public relations director.
- BEN LEONARD, farm director.
- W. E. GARRISON, chief engineer.

### DIGEST OF RATE CARD NO. 16—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$1000.00 \$600.00 \$400.00 . . . . . Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>GEORGIA</b>			
	Banks	1,600	1,400	88
	Elbert	5,100	4,700	93
	Franklin	3,900	3,600	93
	Habersham	5,600	5,100	90
	Hart	4,700	4,300	93
	Jackson	5,400	5,000	92
	Madison	2,800	2,500	90
	Oglethorpe	1,600	1,400	88
	Rabun	2,200	1,900	88
	Stephens	6,100	5,500	91
	White	2,100	1,900	89
	Wilkes	3,000	2,500	83
	<b>NORTH CAROLINA</b>			
	Buncombe	43,200	40,000	92
	Caldwell	14,900	14,000	94
	Catawba	23,800	22,900	96
	Cleveland	19,000	17,900	94
	Henderson	12,500	11,400	92
	Jackson	4,500	3,800	86
	Madison	4,100	3,500	84
	Mc Dowell	7,900	7,300	92
	Polk	3,300	2,900	89
	Rutherford	13,300	12,500	94
	Swain	2,100	1,700	80
	Transylvania	4,800	4,300	91
<b>SOUTH CAROLINA</b>				
Abbeville	5,500	4,900	89	
Anderson	30,100	28,300	94	
Cherokee	9,600	8,900	93	
Chester	7,900	7,200	92	
Greenville	68,500	65,000	95	
Greenwood	13,700	12,800	93	
Laurens	12,800	11,800	92	
Mc Cormick	1,800	1,600	87	
Newberry	7,900	7,200	91	
Oconee	11,000	10,300	94	
(Continued on page 633-b)				
Station Totals		797,500	738,100	93
Net Weekly Circulation (March 1967)				414,000
Average Daily Circulation (March 1967)				289,500

# 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.

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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

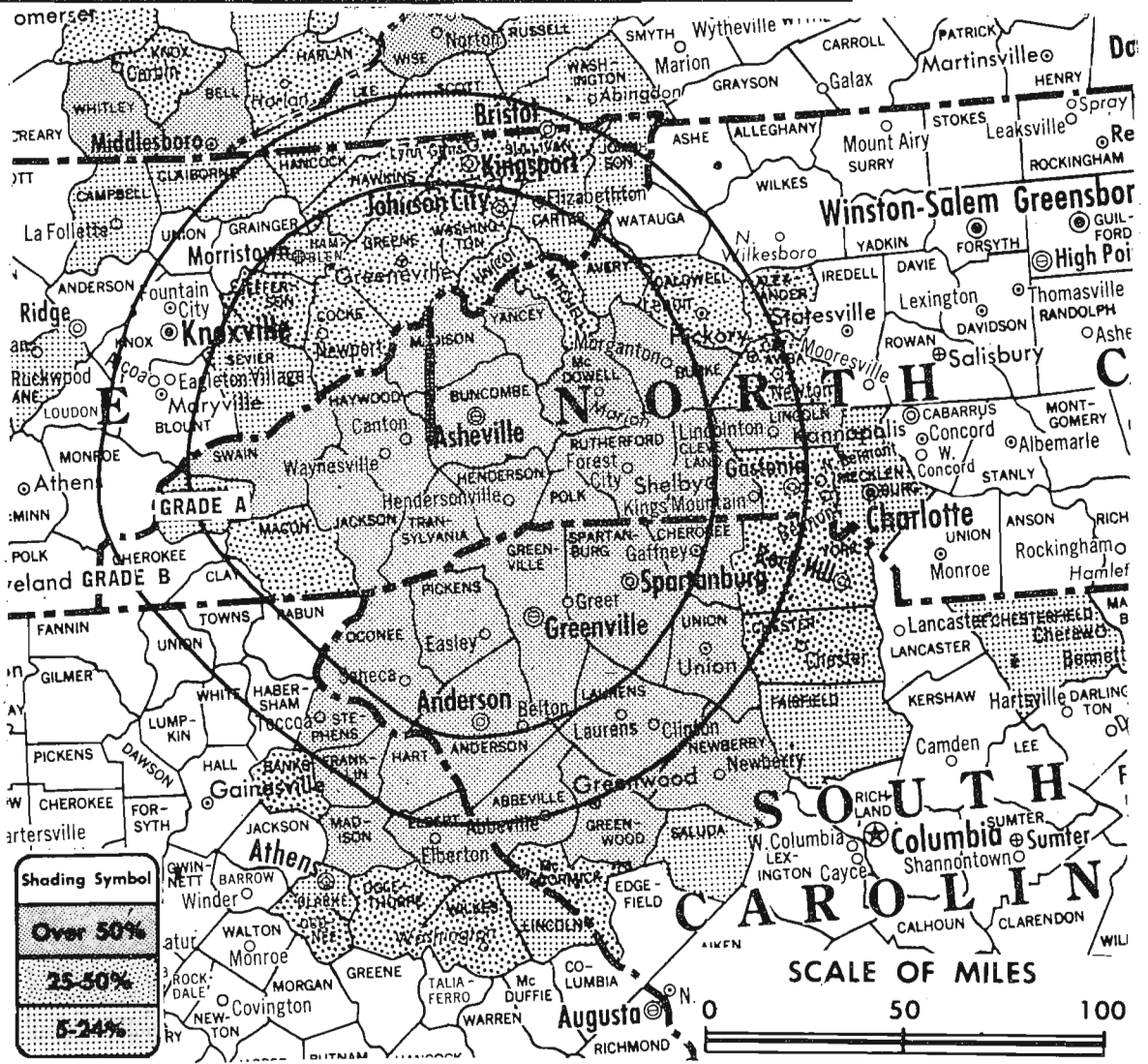
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WLOS-TV Ref: FCC File No. BPCT-809 Granted 12/9/53

©American Map Co., Inc., N.Y., No. 14244

## WLOS-TV

Licensee: Wometco 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: 704-254-4321, Asheville; 803-239-8471, Greenville.

TWX No.: 510-933-6466 (Asheville).

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 Marcus Cohn.

Represented (engineering) by John Creutz.

Personnel:

- MITCHELL WOLFSON, president.
- LOUIS WOLFSON, vice president.
- BILL BRAZZIL, v.p. sales, Wometco bcst. division.
- MORTON S. COHN, v.p., general manager & film buyer.
- TOM BURKHART, vice president.
- DAVE DeARMOND, general sales manager
- LOYD B. LEONARD, retail sales manager.
- KEN GLOVER, regional sales manager.
- KAY JENKINS, program sales supervisor.
- FREDERICK BARBER, program operations manager.
- JACK BELT, news director.
- BILL PFEIFFER, promotion manager.
- GEORGE SPRAGUE, chief engineer.
- BRUCE FREY, business & credit manager.

### DIGEST OF RATE CARD NO. 17 (Sept. 10, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Section I—7-11 p.m., daily.					
\$1000.00	\$600.00				Graded rates apply*

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$900.

630-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>GEORGIA</b>			
	Elbert	5,100	4,700	93
	Franklin	3,900	3,600	93
	Hart	4,700	4,300	93
	Madison	2,800	2,500	90
	Stephens	6,100	5,500	91
	<b>KENTUCKY</b>			
	Bell	7,200	6,200	86
	Whitley	6,300	5,400	86
	<b>NORTH CAROLINA</b>			
	Buncombe	43,200	40,000	92
	Burke	15,600	14,700	94
	Cleveland	19,000	17,900	94
	Haywood	12,400	11,200	91
	Henderson	12,500	11,400	92
	Jackson	4,500	3,800	86
	Lincoln	8,500	8,100	96
	Madison	4,100	3,500	84
	Mc Dowell	7,900	7,300	92
	Polk	3,300	2,900	89
	Rutherford	13,300	12,500	94
	Swain	2,100	1,700	80
	Transylvania	4,800	4,300	91
	Yancey	3,300	2,700	83
	<b>SOUTH CAROLINA</b>			
	Abbeville	5,500	4,900	89
	Anderson	30,100	28,300	94
	Cherokee	9,600	8,900	93
	Greenville	68,500	65,000	95
	Greenwood	13,700	12,800	93
	Laurens	12,800	11,800	92
	Newberry	7,900	7,200	91
	Oconee	11,000	10,300	94
	Pickens	14,500	13,300	92
	Spartanburg	46,300	43,600	94
	Union	7,700	7,200	93
	<b>VIRGINIA</b>			
	Wise	11,700	10,400	89

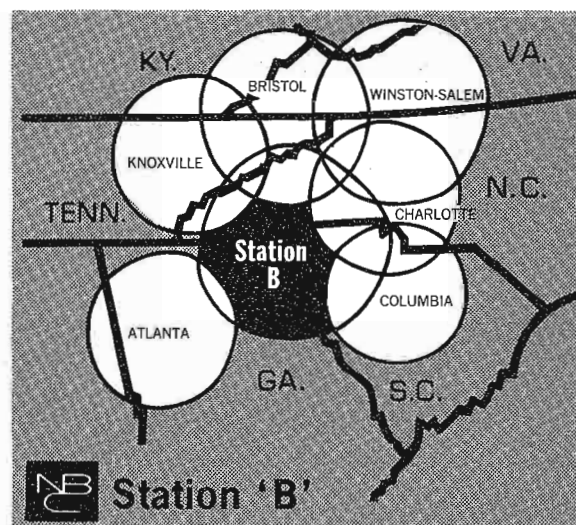
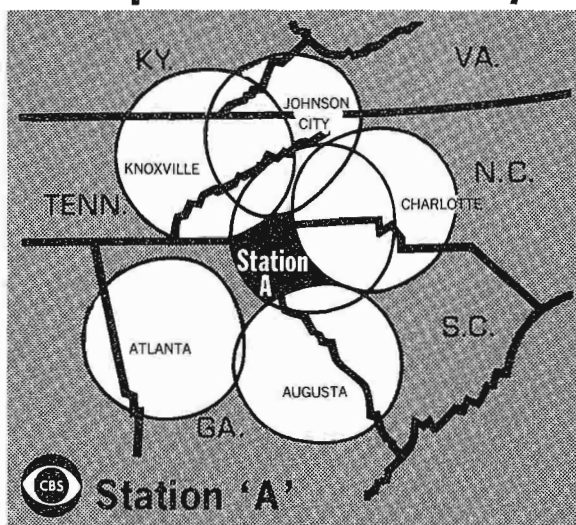
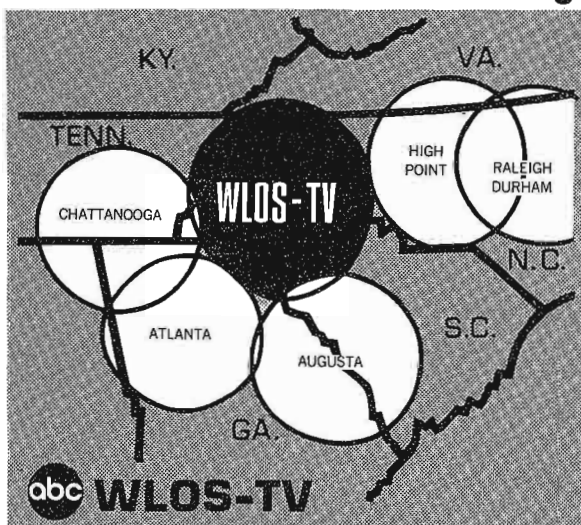
Station Totals	917,600	843,700	92
Net Weekly Circulation (March 1967)			431,500
Average Daily Circulation (March 1967)			258,500

(Continued on page 633-b)

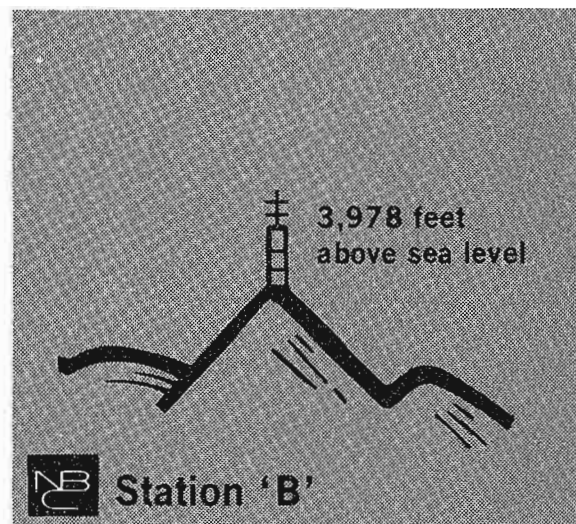
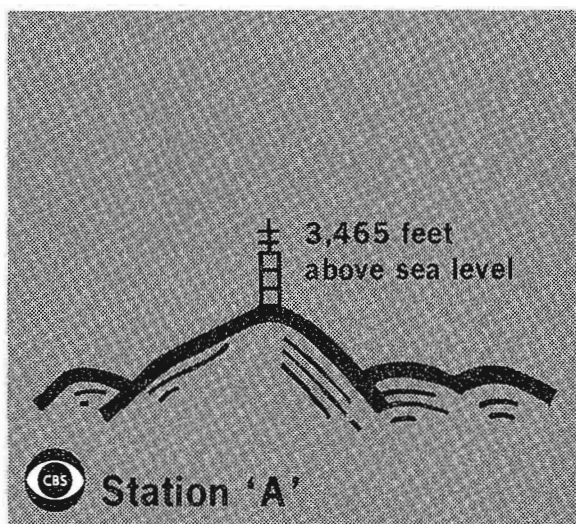
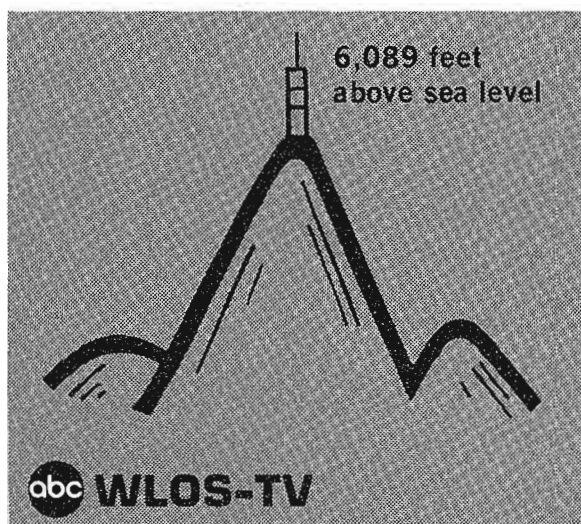


# WLOS-TV Reaches ALL of the Greenville-Asheville-Spartanburg Television Market!

WLOS-TV delivers the largest unduplicated area<sup>1</sup> of any station in the market.



From Mt. Pisgah, 6,089 feet above sea level, WLOS-TV penetrates 75 counties<sup>2</sup> in six southern states.



WLOS-TV, "The Reach Station" in the Carolina Triad, can expose your advertising message to MORE PEOPLE.<sup>3</sup>

### UNDUPLICATED TV HOMES<sup>4</sup>

WLOS-TV	545,800
Station 'A'	145,200
Station 'B'	297,500

### UNDUPLICATED AREA TOTAL RETAIL SALES<sup>5</sup>

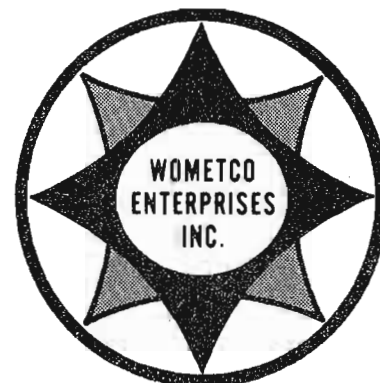
WLOS-TV	\$ 2,593,192,000
Station 'A'	704,029,000
Station 'B'	1,353,547,000

### UNDUPLICATED AREA FOOD & DRUG SALES<sup>5</sup>

WLOS-TV	\$ 743,589,000
Station 'A'	200,713,000
Station 'B'	405,695,000

- 1967 Television Factbook—Grade B contours (VHF Stations).
- ARB, 1965 Coverage Study.
- ARB, 1965 Coverage Study—Total Net Weekly Circulation.
- ARB, Nov. 1967—ARB 1965 Coverage Study, 25% Cutoff Counties, Total Net Weekly Circulation.
- SRDS, Feb. 1968—ARB 1965 Coverage Study, 25% Cutoff Counties, Total Net Weekly Circulation.

"Audience measurement data of all media are estimates only—subject to defects and limitation of source material and methods. Hence they may not be accurate measures of the true audience."



Represented Nationally by: PETERS, GRIFFIN, WOODWARD, INC. Serving GREENVILLE • ASHEVILLE • SPARTANBURG

# 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.

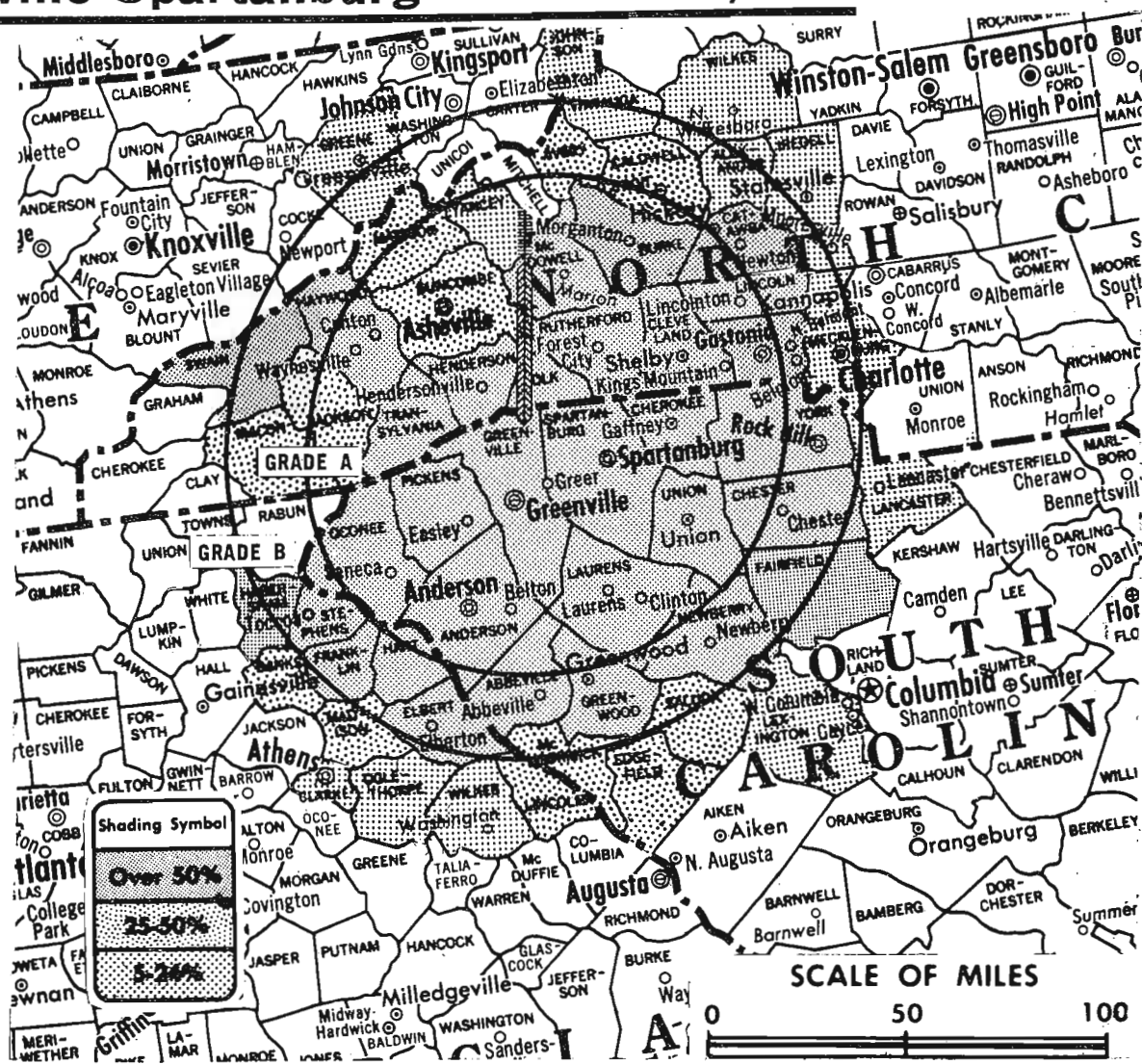
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WSPA-TV Ref: FCC File No. BPCT-1216 and BNPCT-5888 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., 54.68% (with son); D. S. Burnside, secy.-treas., 4.3%; over 50 others.

Began Operation: April 29, 1956.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- WALTER J. BROWN, president.
- CHARLES R. SANDERS, v.p. & general manager.
- ROBERT K. BAUMGARTNER, station manager.
- VIC LUDINGTON, general sales manager.
- JAMES B. ANDERSON, local & regional sales manager.
- CHARLES NEWCOMB, program director.
- JAN HYATT, traffic manager.
- GENE GIBSON, chief studio engineer.

### DIGEST OF RATE CARD NO. 16 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$850.00	\$510.00	\$340.00	\$215.00	\$175.00*	\$150.00* \$75.00*

\*Class AA—7:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$725.

For Color Set Penetration by Market

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>GEORGIA</b>				
		Elbert	5,100	4,700	93
		Franklin	3,900	3,600	93
		Habersham	5,600	5,100	90
		Hart	4,700	4,300	93
		Stephens	6,100	5,500	91
	<b>NORTH CAROLINA</b>				
		Burke	15,600	14,700	94
		Catawba	23,800	22,900	96
		Cleveland	19,000	17,900	94
		Gaston	38,900	37,000	95
		Haywood	12,400	11,200	91
		Henderson	12,500	11,400	92
		Lincoln	8,500	8,100	96
		Mc Dowell	7,900	7,300	92
	Polk	3,300	2,900	89	
	Rutherford	13,300	12,500	94	
	Swain	2,100	1,700	80	
	Transylvania	4,800	4,300	91	
<b>SOUTH CAROLINA</b>					
	Abbeville	5,500	4,900	89	
	Anderson	30,100	28,300	94	
	Cherokee	9,600	8,900	93	
	Chester	7,900	7,200	92	
	Fairfield	4,700	4,000	86	
	Greenville	68,500	65,000	95	
	Greenwood	13,700	12,800	93	
	Laurens	12,800	11,800	92	
	Newberry	7,900	7,200	91	
	Oconee	11,000	10,300	94	
	Pickens	14,500	13,300	92	
	Spartanburg	46,300	43,600	94	
	Union	7,700	7,200	93	
	York	22,000	20,400	93	

Between 25-50%	State County	Total Households	TV Homes	%	
Between 25-50%	<b>GEORGIA</b>				
		Banks	1,600	1,400	88
		Lincoln	1,300	1,200	89
	Madison	2,800	2,500	90	

(Continued on page 619-b)

Station Totals	744,100	692,100	93
Net Weekly Circulation (March 1967)			389,100
Average Daily Circulation (March 1967)			247,500



**WLOS-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	<b>GEORGIA</b>			
	Banks	1,600	1,400	88
	Oconee	1,500	1,400	96
	Oglethorpe	1,600	1,400	88
	Wilkes	3,000	2,500	83
	<b>KENTUCKY</b>			
	Harlan	10,400	8,900	85
	Knott	3,500	2,600	75
	Knox	5,800	4,600	80
	Laurel	6,900	5,700	83
	Perry	6,800	5,300	78
	<b>NORTH CAROLINA</b>			
	Alexander	4,900	4,500	93
	Caldwell	14,900	14,000	94
	Catawba	23,800	22,900	96
Gaston	38,900	37,000	95	
Macon	4,200	3,500	83	
Mitchell	3,600	3,300	89	
<b>SOUTH CAROLINA</b>				
Chester	7,900	7,200	92	
Mc Cormick	1,800	1,600	87	
York	22,000	20,400	93	
<b>TENNESSEE</b>				
Cocke	6,800	5,900	86	
Greene	12,900	11,600	90	
Hawkins	8,800	7,700	87	
Jefferson	6,600	6,000	91	
Sullivan	37,900	35,700	94	
Unicoi	4,400	3,900	89	
Washington	19,600	18,400	94	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Clarke	14,600	13,400	92
	Lincoln	1,300	1,200	89
	<b>KENTUCKY</b>			
	Leslie	1,700	1,200	67
	<b>NORTH CAROLINA</b>			
	Avery	2,900	2,500	87
	Graham	1,500	1,300	87
	Mecklenburg	95,400	90,900	95
	<b>SOUTH CAROLINA</b>			
	Chesterfield	8,200	7,300	88
	Fairfield	4,700	4,000	86
	Saluda	3,400	3,100	90
	<b>TENNESSEE</b>			
	Campbell	6,700	5,700	84
Carter	12,100	11,000	91	
Claiborne	4,000	3,300	82	
Hamblen	11,800	10,600	90	
Hancock	1,700	1,400	83	
Johnson	2,700	2,300	87	
Roane	12,800	11,700	91	
Sevier	7,300	6,400	87	
<b>VIRGINIA</b>				
Lee	5,300	4,600	86	
Russell	6,700	5,900	88	
Scott	6,600	5,600	86	
Washington	16,200	15,000	93	

**WIS-TV, Columbia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Abbeville	5,500	4,900	89
	Aiken	26,000	24,600	95
	Allendale	2,800	2,300	83
	Berkeley	13,800	12,200	88
	Colleton	7,200	6,100	85
	Dillon	7,000	6,200	89
	Dorchester	6,600	6,000	91
	Georgetown	8,800	7,700	87
	Greenwood	13,700	12,800	93
	Hampton	4,100	3,500	85
	Horry	18,600	16,700	89
	Laurens	12,800	11,800	92

**South Carolina**

**WFBC-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	<b>SOUTH CAROLINA—(Continued)</b>			
	Pickens	14,500	13,300	92
	Spartanburg	46,300	43,600	94
	Union	7,700	7,200	93
<b>Between 25-50%</b>	<b>GEORGIA</b>			
	Barrow	4,900	4,500	93
	Clarke	14,600	13,400	92
	Glascock	500	400	89
	Greene	2,600	2,200	87
	Lincoln	1,300	1,200	89
	Oconee	1,500	1,400	96
	Towns	1,300	1,200	91
	<b>NORTH CAROLINA</b>			
	Avery	2,900	2,500	87
	Burke	15,600	14,700	94
	Haywood	12,400	11,200	91
	Lincoln	8,500	8,100	96
	Macon	4,200	3,500	83
	Yancey	3,300	2,700	83
<b>SOUTH CAROLINA</b>				
Edgefield	3,700	3,300	90	
Saluda	3,400	3,100	90	
York	22,000	20,400	93	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Hall	17,000	15,900	94
	Jeff Davis	2,300	2,000	87
	Pulaski	2,300	2,000	86
	<b>NORTH CAROLINA</b>			
	Alexander	4,900	4,500	93
	Clay	1,500	1,300	85
	Gaston	38,900	37,000	95
	Mitchell	3,600	3,300	89
	Watauga	4,600	4,100	89
	<b>SOUTH CAROLINA</b>			
	Fairfield	4,700	4,000	86
	Lexington	19,800	18,200	92
	Richland	57,300	52,900	92
	<b>TENNESSEE</b>			
Carter	12,100	11,000	91	
Greene	12,900	11,600	90	
Hamblen	11,800	10,600	90	
Hawkins	8,800	7,700	87	
Sullivan	37,900	35,700	94	
Washington	19,600	18,400	94	

**BLACKBURN**

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

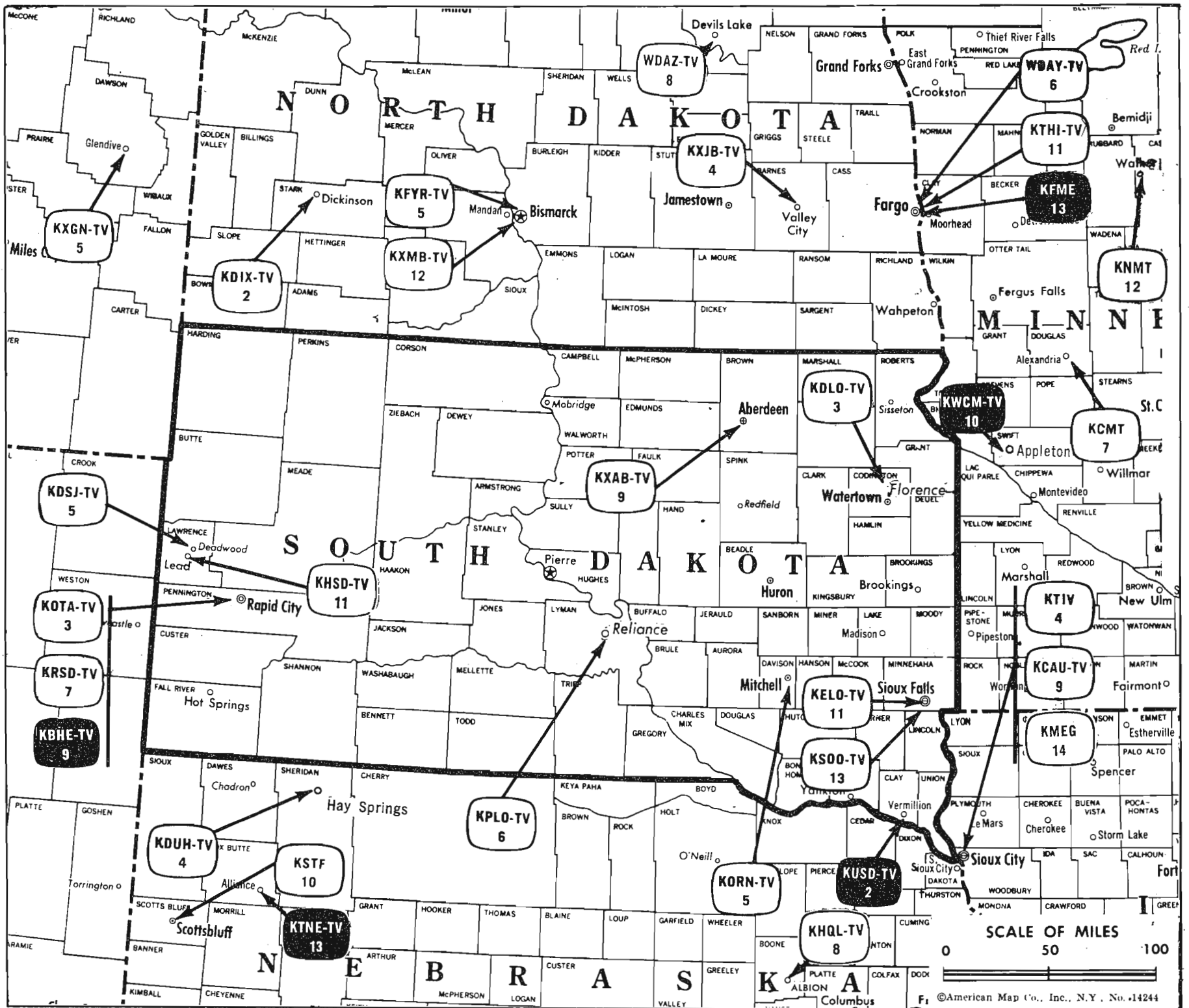
Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# South Dakota



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Sioux Falls (incl. Mitchell & Aberdeen)	203,900	93	327,100	120	302,500	119
Rapid City	55,900	183	92,400	195	82,800	195

### South Dakota Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	0	2
			12

For State Educational Technical Facilities,  
See page for KDSJ-TV,  
Deadwood-Lead, S.D.

### 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—Aberdeen

**NBC abc 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.

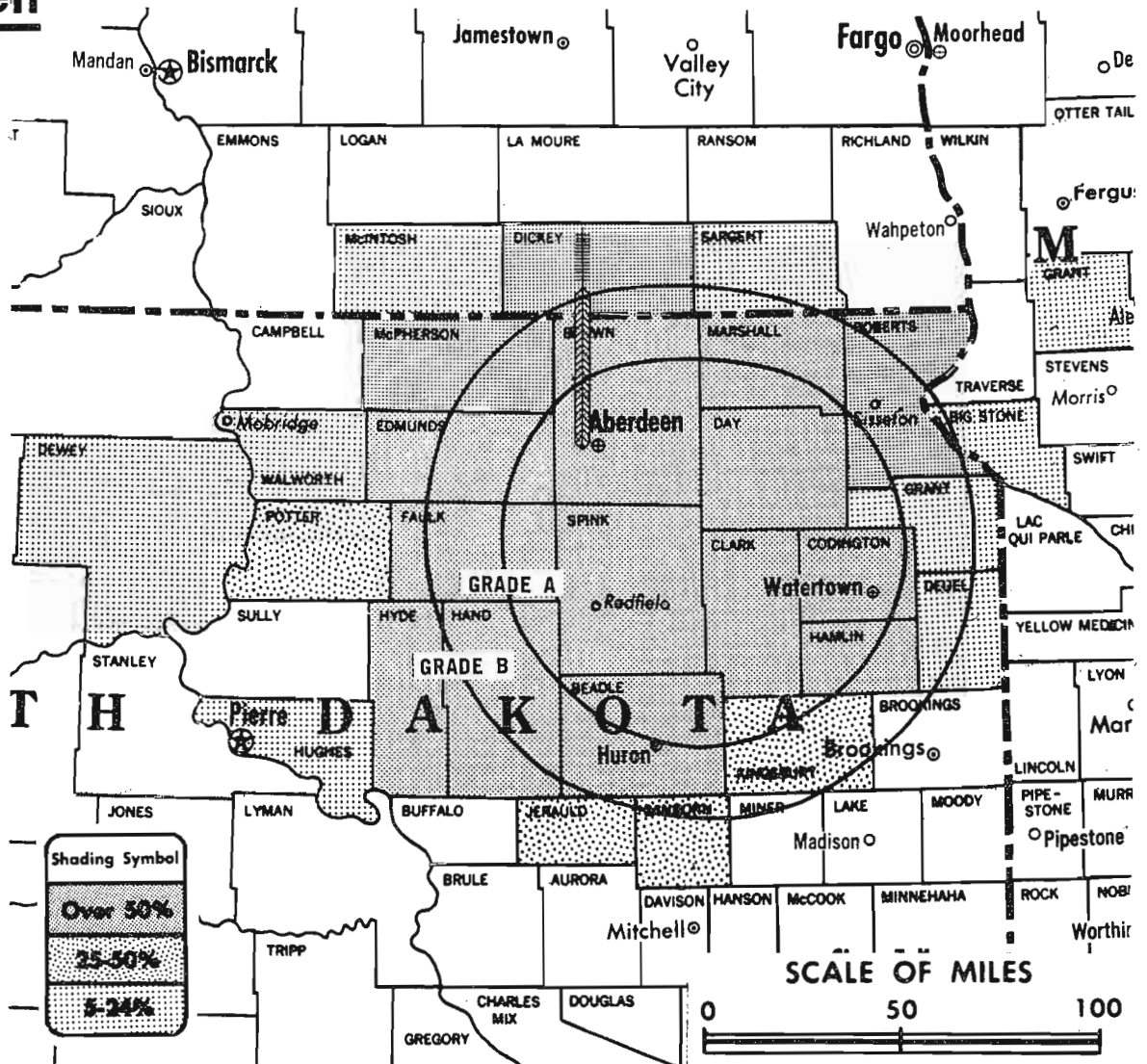
Latitude 45° 06' 32"  
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.

Color: Network only.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



KXAB-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58  
CP: BPCT-2888 Granted 1/16/62

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Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## KXAB-TV

Network Service: NBC, ABC.

Licensee: South Dakota Television Inc., Country Club Rd. (57401).

Mailing Address: Box 118, Aberdeen (57401).

Studio: Country Club Road, Aberdeen.

Telephone: 605-225-4350.

Ownership: See KXJB-TV, Valley City, N.D.

Began Operation: Nov. 27, 1958.

Represented (sales) by Adam Young-VTM Inc.; Bill Hurley (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Prince & Paul.

Personnel:

JOHN W. BOLER, president.  
RICHARD F. DUNNE, station & sales manager.  
IRVING IVERS, national sales manager.  
EUGENE SCHULTZ, chief engineer.

DIGEST OF RATE CARD NO. 3  
(Nov. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—7-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$80.00	\$60.00	\$50.00	\$25.00

NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (NBC).

For Color Set Penetration by Markets

see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH DAKOTA</b>			
	Dickey	2,100	1,900	90
	<b>SOUTH DAKOTA</b>			
	Beadle	6,800	6,200	91
	Brown	10,700	10,300	96
	Clark	2,000	1,900	94
	Codington	6,100	5,800	96
	Day	2,900	2,700	94
	Edmunds	1,200	1,000	89
	Faulk	1,200	1,100	91
	Hamlin	1,600	1,500	93
	Hand	1,800	1,600	93
	Hyde	700	700	95
	Marshall	1,700	1,500	88
Mc Pherson	1,300	1,100	88	
Roberts	3,200	2,900	90	
Spink	3,100	2,900	95	
<b>Between 25-50%</b>	<b>SOUTH DAKOTA</b>			
	Jerauld	1,200	1,100	91
	Kingsbury	2,700	2,500	94
	Potter	1,300	1,200	91
Sanborn	1,100	1,000	89	
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Big Stone	2,300	2,200	93
	Grant	2,300	2,200	95
	<b>NORTH DAKOTA</b>			
	Mc Intosh	1,600	1,400	87
	Sargent	1,900	1,800	94
	<b>SOUTH DAKOTA</b>			
	Deuel	1,700	1,600	92
	Dewey	1,300	1,000	79
	Grant	2,800	2,600	91
Hughes	4,100	3,800	94	
Walworth	2,500	2,100	86	
<b>Station Totals</b>		<b>73,200</b>	<b>67,600</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>43,300</b>
<b>Average Daily Circulation (March 1967)</b>				<b>29,700</b>

# South Dakota—Deadwood-Lead



**KDSJ-TV**

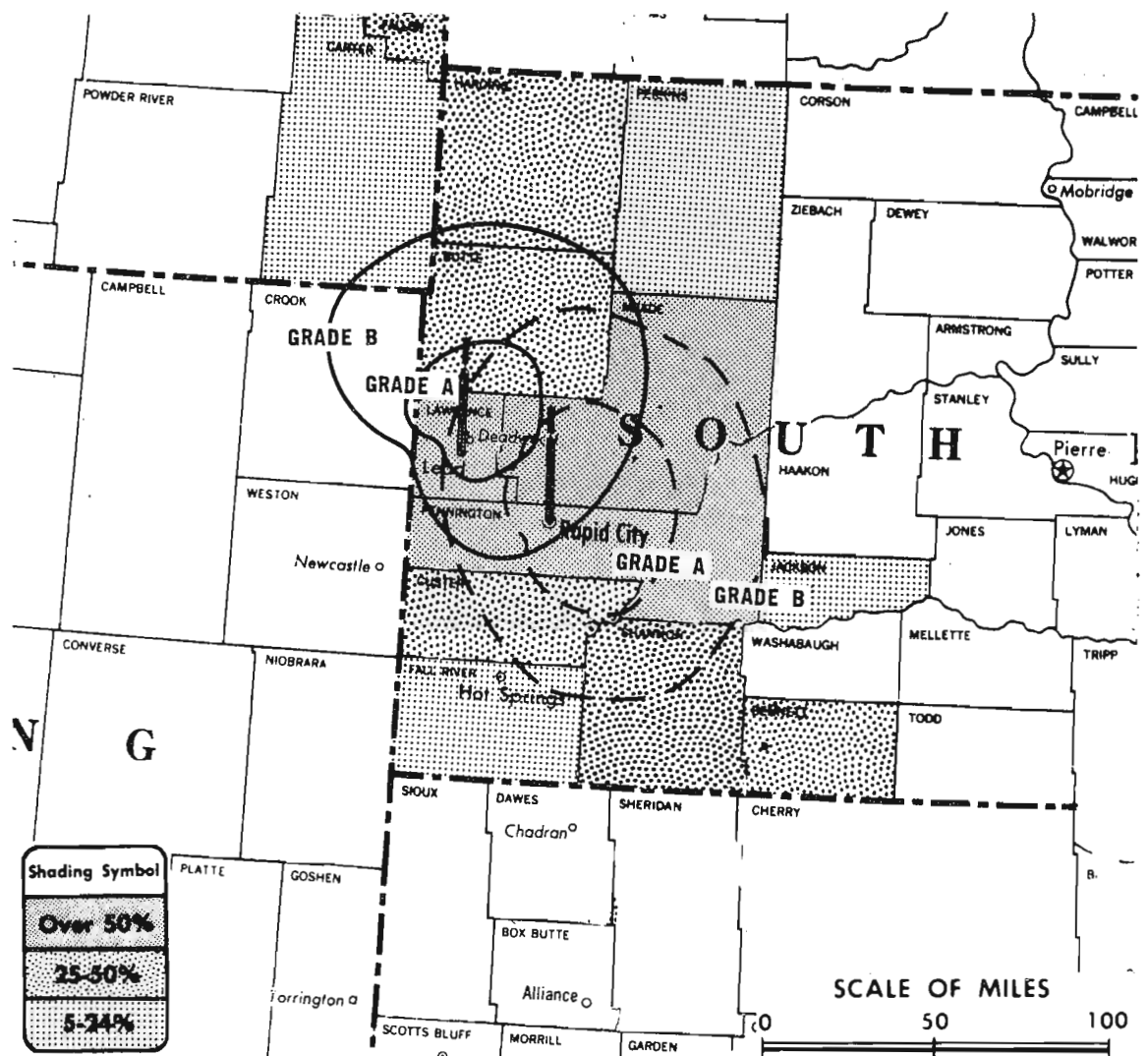
Ch. 5

[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.

For Color Set Penetration by Market

See Services Volume

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KBHE-TV

Rapid City

Ch. 9

Non-Commercial Educational Station

Grantee: State Board of Directors for ETV, U. of South Dakota,  
Vermillion, S.D. (57069).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized  
power: 38.4-kw visual, 7.2-kw aural. Antenna: 650-ft. above av.  
terrain, 467-ft. above ground, 4302-ft. above sea level.

Latitude 44° 03' 09"  
Longitude 103° 14' 38"

### 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:  
100-kw visual, 20-kw aural. Antenna: 760-ft. above av. ter-  
rain, 657-ft. above ground, 2167-ft. above sea level.

Latitude 43° 03' 00"  
Longitude 96° 47' 12"



# South Dakota—Florence-Watertown



**KDLO-TV**

Ch. 3



[Satellite of KELO-TV,  
Sioux Falls, S.D.]

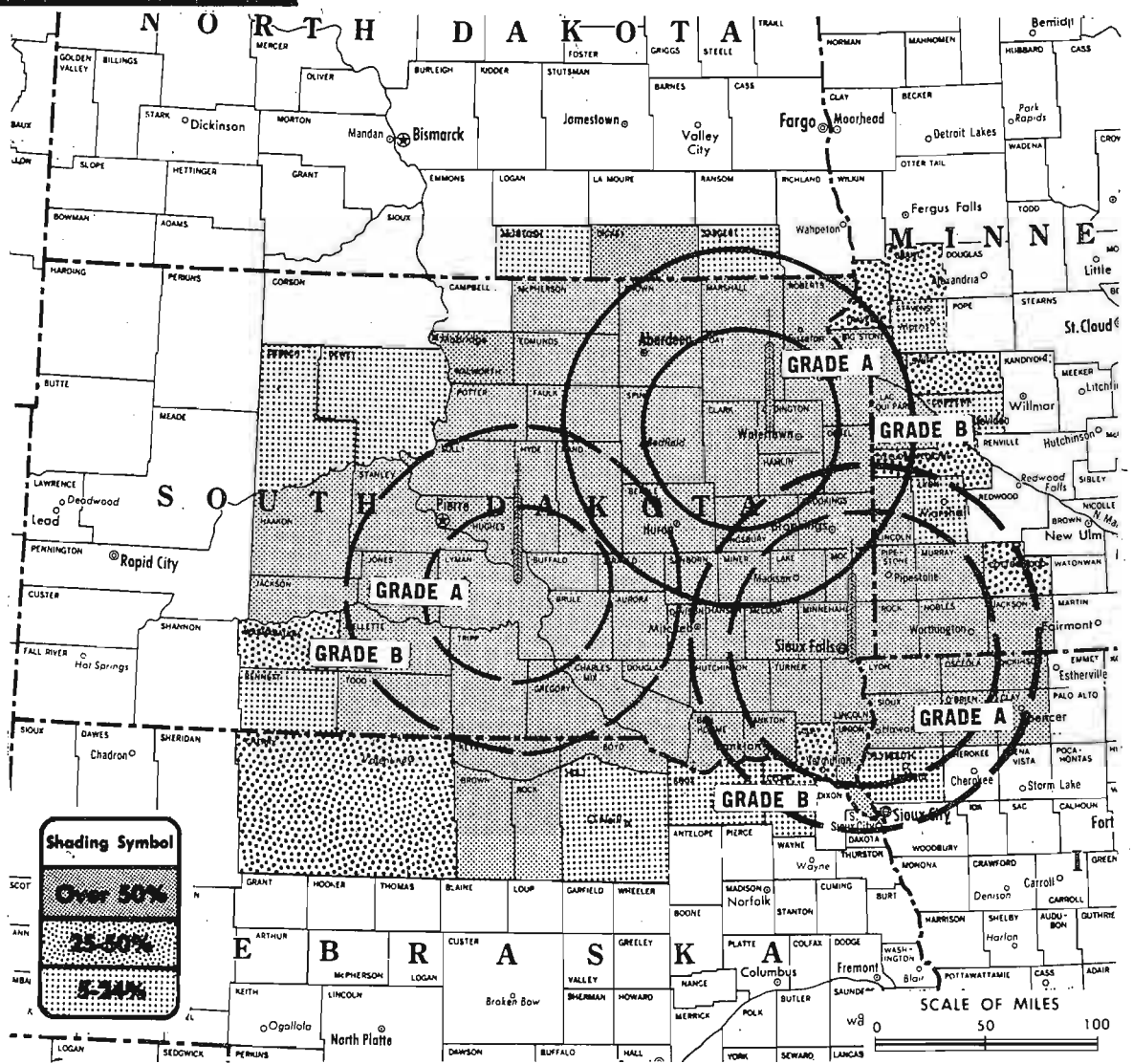
Technical Facilities: Channel No. 3  
(60-66 mc). Authorized power:  
100-kw visual, 20-kw aural. An-  
tenna: 1393-ft. above av. terrain,  
1403-ft. above ground, 3250-ft.  
above sea level.

Latitude 44° 58' 30"

Longitude 97° 34' 28"

Transmitter: Garden City, S.D.

Color: Network & tape.



County coverage (shaded area) based on 1965  
ARB study.

KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/64

©American Map Co., Inc., N.Y., No. 14244

## KDLO-TV

Network Service: 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 & Associates.

### Personnel:

JOE FLOYD, president.

EVANS NORD, v.p. & general manager.

BART KULL, resident manager.

ROY THORSON, chief engineer.

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.

# South Dakota—Lead



**KHSD-TV**



Ch. 11

[Satellite of KOTA-TV, Rapid City, S.D.]

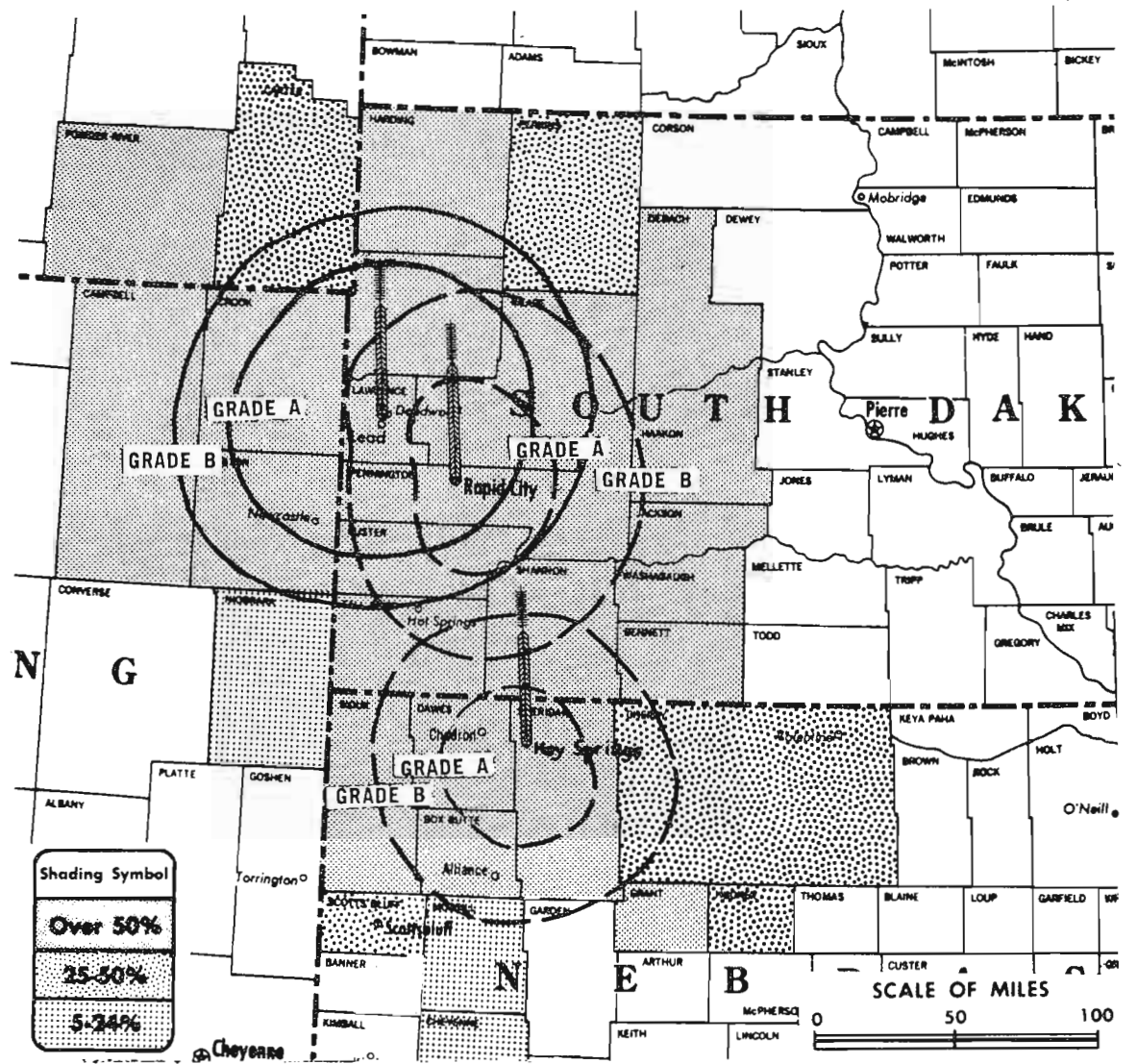
Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude 44° 19' 36"  
Longitude 103° 50' 12"

Transmitter: Terry Peak.

Color: Network, film, slide & tape.

News Wire Service: AP.



County coverage (shaded areas) based on 1967 ARB study.

KHSD-TV Ref: FCC File No. BPCT-3906 Granted 6/29/66

© American Map Co., Inc., N.Y., No. 14244

## KHSD-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Grantee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D. (57702).

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Eastman TV Inc.; Wayne Evans & Associates (Minneapolis); The Soderlund Co. (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

WILBUR STONEFELDT, resident engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City, S.D.

ARB Data: Included with parent KOTA-TV, Rapid City, S.D. Map reflects coverage of parent & satellites.

## STUDIO EQUIPMENT MANUFACTURERS

Bring your product story directly to the CHIEF ENGINEER of every operating TV station, commercial and non-commercial, U.S. and Canada.

CHIEF ENGINEERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

# South Dakota—Mitchell



**KORN-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 22.9-kw visual, 4.57-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"

Requests change to 100-kw visual, 11.5-kw aural, 1511-ft. above av. terrain, 1563-ft. above ground, 3045-ft. above sea level, lat. 43° 37' 56", long. 97° 22' 21", transmitter to .7-mi. E of U.S. 81, 6.5-mi. S of Salem, S.D. BPCT—4068.

Transmitter: Igo & Hwy. 37 interchange.

AM Affiliate: KORN, 1-kw (.25-kw, night), 1490 kc (MBS).

Color: Network only.

News Wire Service: UPI.

Facsimile Service: UPI.

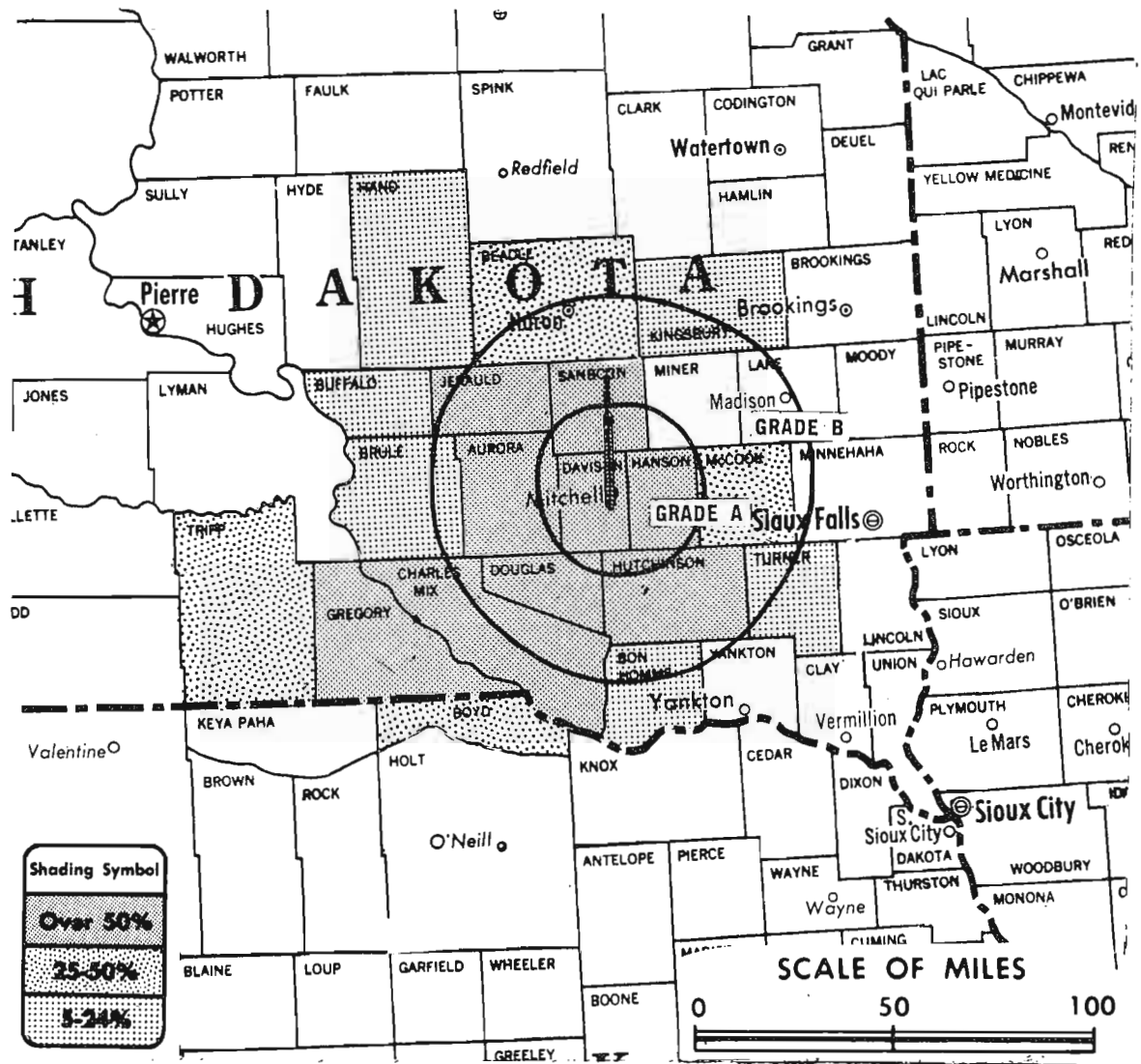
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KORN-TV Ref: FCC File No. BPCT—2378 Granted 11/13/57

©American Map Co., Inc., N.Y., No. 14244

## 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); The Devney Organization Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Gautney & Jones.

Personnel:

R. V. EPEL, 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

For South Dakota CATV Systems  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>SOUTH DAKOTA</b>			
	Aurora	1,300	1,100	88
	Charles Mix	2,500	2,100	85
	Davison	5,200	4,600	90
	Douglas	1,200	1,000	88
	Gregory	1,900	1,700	91
	Hanson	1,200	1,100	92
	Hutchinson	3,400	3,100	91
	Jerauld	1,200	1,100	91
	Sanborn	1,100	1,000	89
Between 25-50%	<b>NEBRASKA</b>			
	Boyd	1,400	1,200	89
	<b>SOUTH DAKOTA</b>			
	Beadle	6,800	6,200	91
Mc Cook	2,300	2,200	96	
Tripp	2,400	2,200	92	
Between 5-24%	<b>SOUTH DAKOTA</b>			
	Bon Homme	2,800	2,500	89
	Brule	1,900	1,800	92
	Buffalo	300	200	73
	Hand	1,800	1,600	93
	Kingsbury	2,700	2,500	94
	Turner	3,500	3,300	94
Station Totals		44,900	40,500	90
Net Weekly Circulation (March 1967)				23,300
Average Daily Circulation (March 1967)				15,600

# South Dakota—Rapid City



**KOTA-TV**



Ch. 3

[Also operates affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.]

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

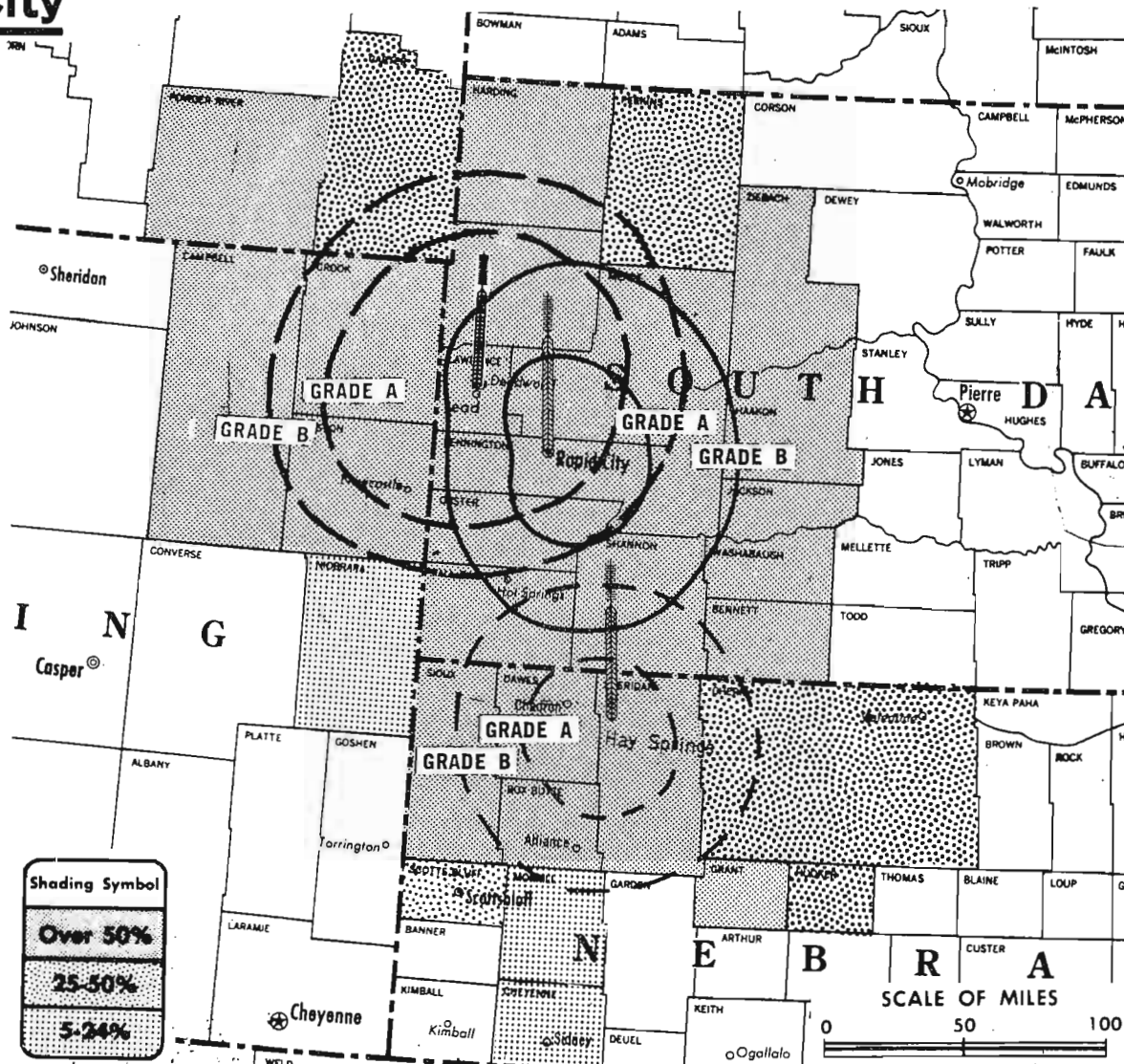
Latitude 44° 04' 05"  
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

AM Affiliate: KOTA, 5-kw, 1380 kc. (CBS).

News Wire Service: AP.

ARB Data: Figures include satellites KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.



KOTA-TV Ref: FCC File No. BMPCT-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

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.

## KOTA-TV

Network Service: CBS; also ABC, on per program basis.

Licensee: Duhamel Broadcasting Enterprises, Box 1752 (57701).

Studio: Duhamel Bldg., 6th & St. Joe Streets.

Telephone: 605-342-2000. TWX No.: 910-664-0524.

Ownership: Helen S. Duhamel, pres. 70%; William F. Duhamel, sr. v.p., 6.6%; John N. Heffron, Helen Kathleen Tarrant, 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 KHSD-TV, Lead, S.D.

Began Operation: May 29, 1955.

Represented (sales) by National Television Sales; Minneapolis, Wayne Evans & Associates; Omaha-Lincoln, The Soderlund Company.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

HELEN S. DUHAMEL, president & general manager.

WILLIAM F. DUHAMEL, vice president & station manager.

DAN LESMEISTER, sales & program director.

JAMES NEAL, news 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. 9—(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Prime Time—6-10 p.m., daily.	\$425.00	\$300.00	\$200.00	\$125.00	\$85.00	\$75.00
	\$50.00					

Rates include affiliated KDUH-TV, Hay Springs, Neb.

NETWORK BASE HOURLY RATE \$425 (CBS and ABC).

640-b

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>MONTANA</b>				
		Powder River	500	400	73
	<b>NEBRASKA</b>				
		Box Butte	3,500	3,300	92
		Dawes	2,900	2,500	87
		Grant	300	300	79
		Sheridan	2,600	2,400	91
		Sioux	700	600	90
	<b>SOUTH DAKOTA</b>				
		Bennett	700	600	84
		Butte	2,700	2,500	91
		Custer	1,200	1,100	88
	<b>Between 25-50%</b>		Fall River	3,400	3,000
		Haakon	1,000	900	90
		Harding	600	500	87
		Jackson	500	400	84
		Lawrence	5,200	4,700	91
		Meade	3,400	3,100	91
		Pennington	20,600	19,500	95
		Shannon	1,200	800	68
		Washabaugh	100	100	80
		Ziebach	600	400	71
<b>WYOMING</b>					
		Campbell	1,900	1,600	85
		Crook	1,200	1,000	81
	Weston	2,300	2,000	85	
<b>Between 5-24%</b>	<b>MONTANA</b>				
		Carter	500	400	79
	<b>NEBRASKA</b>				
		Cherry	2,500	2,200	90
		Hooker	400	300	98
	Scotts Bluff	10,600	9,700	92	
<b>SOUTH DAKOTA</b>					
	Perkins	1,400	1,200	84	
<b>NEBRASKA</b>					
	Cheyenne	5,000	4,600	91	
	Morrill	1,900	1,600	88	
<b>WYOMING</b>					
	Niobrara	1,000	800	88	
<b>Station Totals</b>			80,400	72,500	90
<b>Net Weekly Circulation (March 1967)</b>					55,900
<b>Average Daily Circulation (March 1967)</b>					49,700



# South Dakota—Rapid City

**abc 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. ter-  
rain, 422-ft. above ground, 4191-  
ft. above sea level.

Latitude 44° 04' 17"  
Longitude 103° 15' 07"

Requests change to 38-kw visual,  
7.6-kw aural, 551-ft. above av.  
terrain, 435-ft. above ground,  
4215-ft. above sea level. BPCT—  
4077.

Transmitter: Skyline Dr.

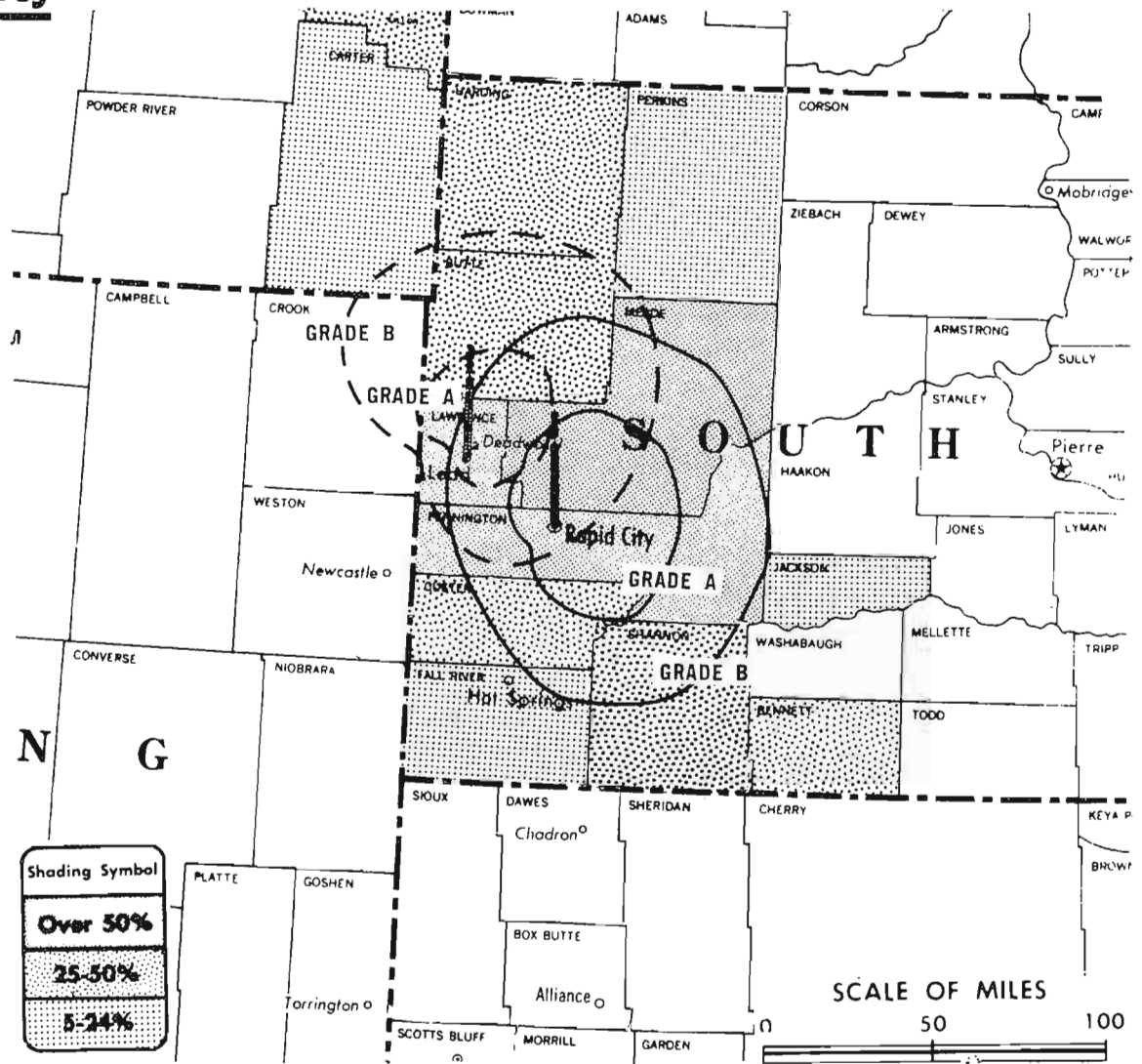
AM Affiliate: KRSD, 1-kw, 1340 kc.

Color: Network.

News Wire Service: UPI.

ARB Data: The figures for this sta-  
tion include satellite KDSJ-TV,  
Deadwood, S.D.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965  
ARB study



KRSD-TV Ref: FCC File No. BMPCT—4766 Granted 8/21/57  
KDSJ-TV Ref: FCC File No. BMPCT—5212 Granted 5/27/59

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## KRSD-TV

Network Service: NBC, ABC, CBS.

Licensee: The Heart of the Black Hills Stations.

Studio: 1438 Mountain View Rd. (57704).

Telephone: 605-342-6050.

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.  
ELAINE EVERTS, operation director.  
LYDIA WEIDEMAN, program director.

### DIGEST OF RATE CARD NO. 2 (Nov. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID	
Class AA—6-10:30 p.m., daily.	\$145.00	\$80.00	\$42.00	\$35.00	\$33.00	\$22.00	\$14.00
NETWORK BASE HOURLY RATE: \$100.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	<b>SOUTH DAKOTA</b>			
	Lawrence	5,200	4,700	91
	Meade	3,400	3,100	91
	Pennington	20,600	19,500	95
<b>Between 25-50 %</b>	<b>MONTANA</b>			
	Fallon	1,100	1,000	86
	<b>SOUTH DAKOTA</b>			
	Bennett	700	600	84
	Butte	2,700	2,500	91
	Custer	1,200	1,100	88
<b>Between 5-24 %</b>	<b>MONTANA</b>			
	Carter	500	400	79
	<b>SOUTH DAKOTA</b>			
	Fall River	3,400	3,000	90
	Jackson	500	400	84
	Perkins	1,400	1,200	84
<b>Station Totals</b>		<b>42,500</b>	<b>38,800</b>	<b>91</b>
Net Weekly Circulation (March 1967)				22,300
Average Daily Circulation (March 1967)				10,400

# South Dakota—Reliance



**KPLD-TV**



Ch. 6

[Satellite of KELO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

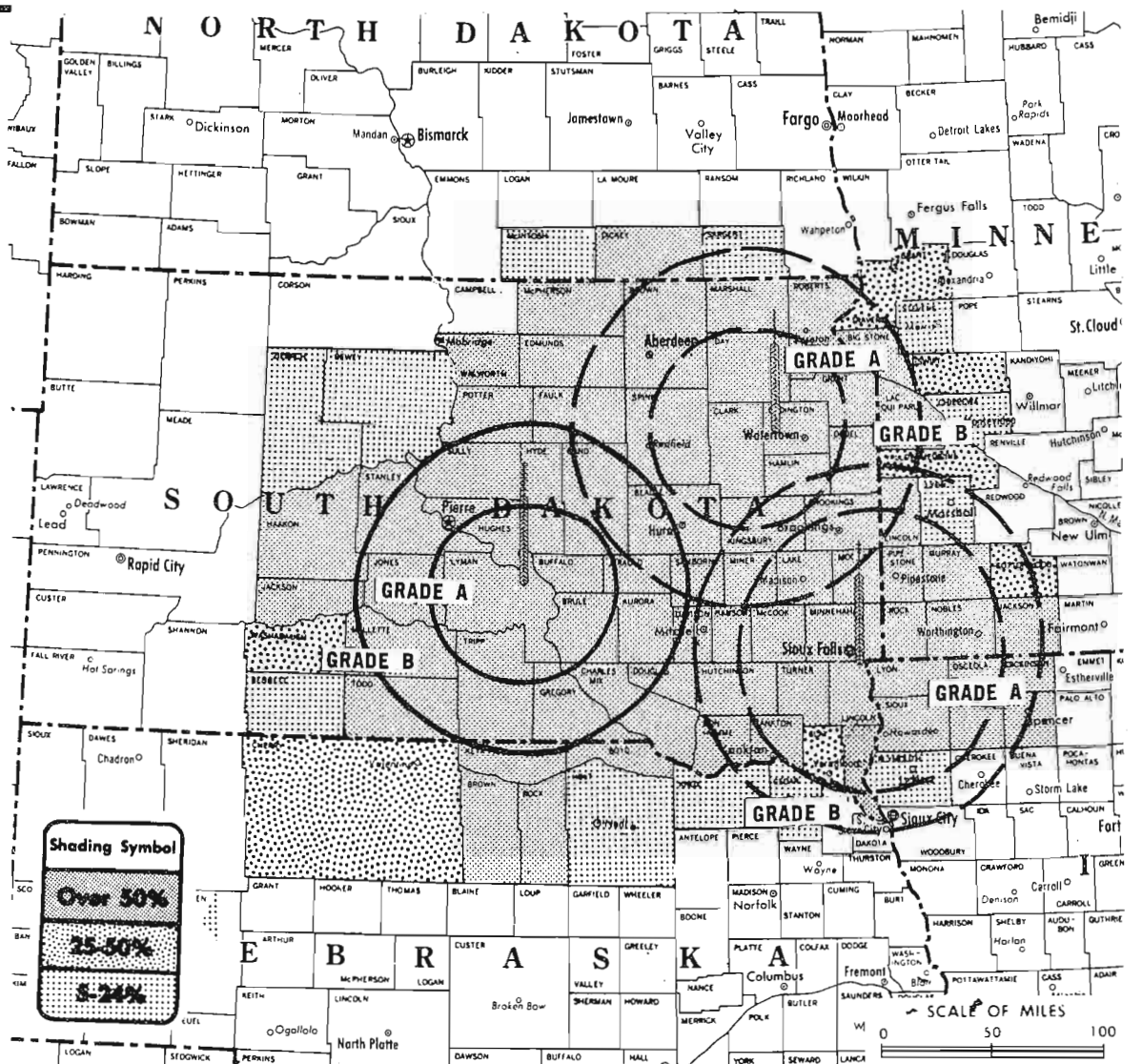
Latitude 43° 57' 55"  
Longitude 99° 36' 11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Color: Network & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



County coverage (shaded area) based on 1965 ARB study.

KPLD-TV Ref: FCC File No. BPCT-2489 Granted 5/15/58

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## KPLD-TV

Network Service: 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 & Associates.

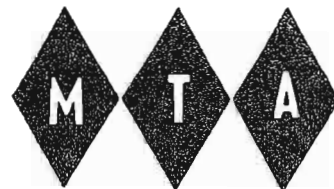
Personnel:

JOE FLOYD, president.  
EVANS A. NORD, v.p. & general manager.  
DALE LARSON, resident manager.  
DARREL HOUSE, 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 KPLD-TV & KDLO-TV, Florence, S.D.



**MALARKEY, TAYLOR & ASSOCIATES**

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# 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: 288-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, S.D.

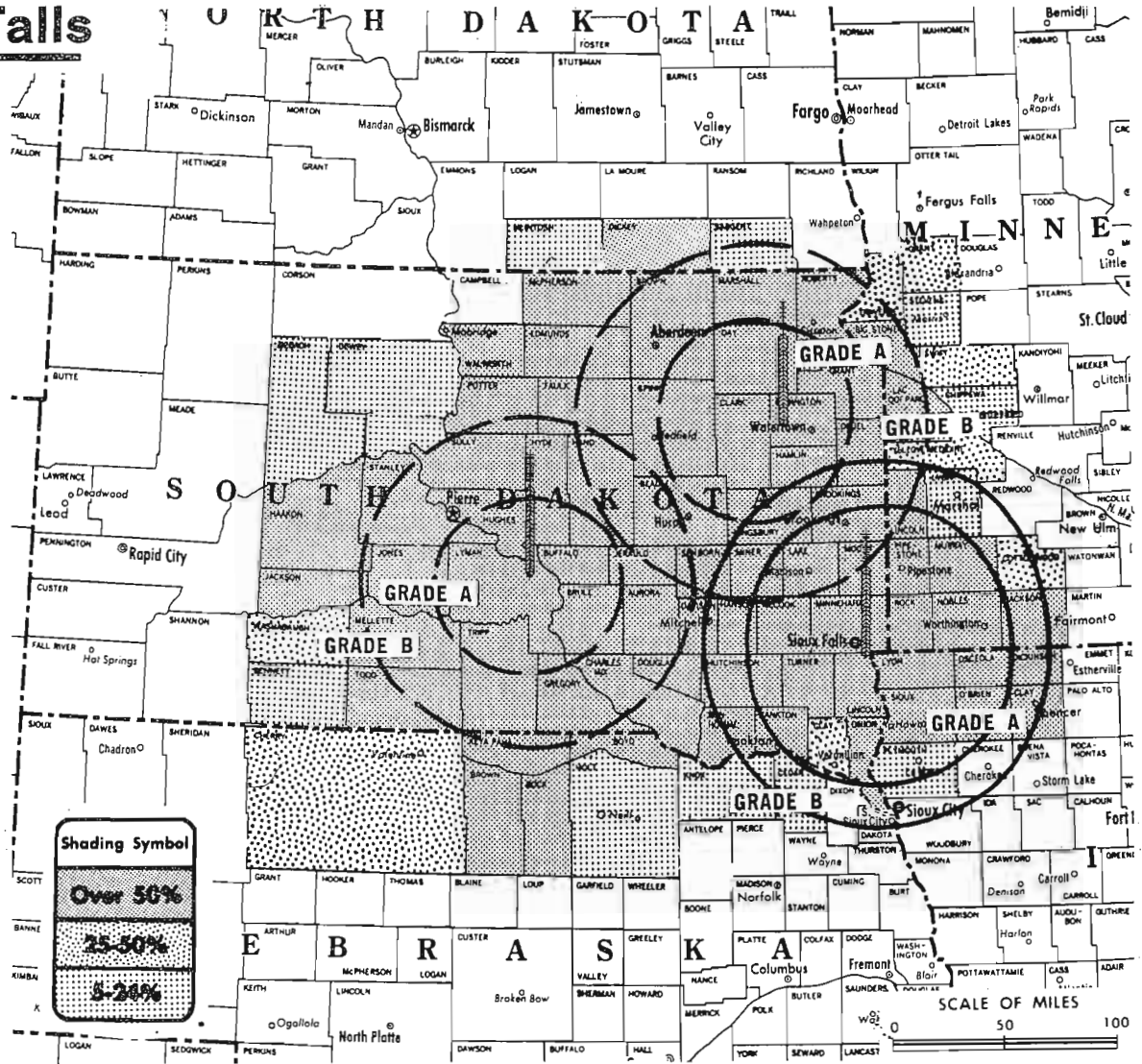
AM Affiliate: KELO, 5-kw, 1320 kc (NBC).

FM Affiliate: KELO-FM, 100-kw, 92.5 mc (No. 223), 1900-ft.

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. but do not reflect current coverage since the station changed its facilities after the survey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KELO-TV Ref: FCC File No. BPCT-3821 Granted 10/21/66  
 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-TV, Wausau, Wis. & holds CP for Ch. 25, La Crosse, 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 & Associates.

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, director of engineering.

### DIGEST OF RATE CARD NO. 15—(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Prime—7-10 p.m., daily.						
\$1150.00	\$625.00	\$325.00	\$225.00	\$225.00	\$225.00	\$110.00

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: \$1250 (CBS).

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA			
	Clay	5,700	5,200	92
	Dickinson	3,800	3,500	92
	Lyon	4,000	3,700	93
	Osceola	2,900	2,700	93
	O'Brien	5,600	5,400	96
	Sioux	7,200	6,500	90
	MINNESOTA			
	Big Stone	2,300	2,200	93
	Jackson	4,100	3,700	91
	Lac Qui Parle	3,400	3,100	91
	Lincoln	2,800	2,600	91
	Murray	3,700	3,500	94
	Nobles	6,700	6,400	96
	Pipestone	3,800	3,600	94
	Rock	3,300	3,200	96
	NEBRASKA			
	Boyd	1,400	1,200	89
	Brown	1,200	1,000	85
	Keya Paha	500	500	90
Rock	800	700	89	
NORTH DAKOTA				
Dickey	2,100	1,900	90	
SOUTH DAKOTA				
Aurora	1,300	1,100	88	
Beadle	6,800	6,200	91	
Bon Homme	2,800	2,500	89	
Brookings	6,100	5,700	93	
Brown	10,700	10,300	96	
Brule	1,900	1,800	92	
Buffalo	300	200	73	
Charles Mix	2,500	2,100	85	
Clark	2,000	1,900	94	
Codington	6,100	5,800	96	
Davison	5,200	4,600	90	
Day	2,900	2,700	94	
Deuel	1,700	1,600	92	
Douglas	1,200	1,000	88	
Edmunds	1,200	1,000	89	

(Continued on page 645-b)

Station Totals	277,800	255,500	92
Net Weekly Circulation (March 1967)			203,900
Average Daily Circulation (March 1967)			163,000

# South Dakota—Sioux Falls



**KSOU-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

Color: Network, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KSOU, 10-kw (5-kw night), 1140 kc (ABC).

Represented (legal) Robert A. Marmet.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

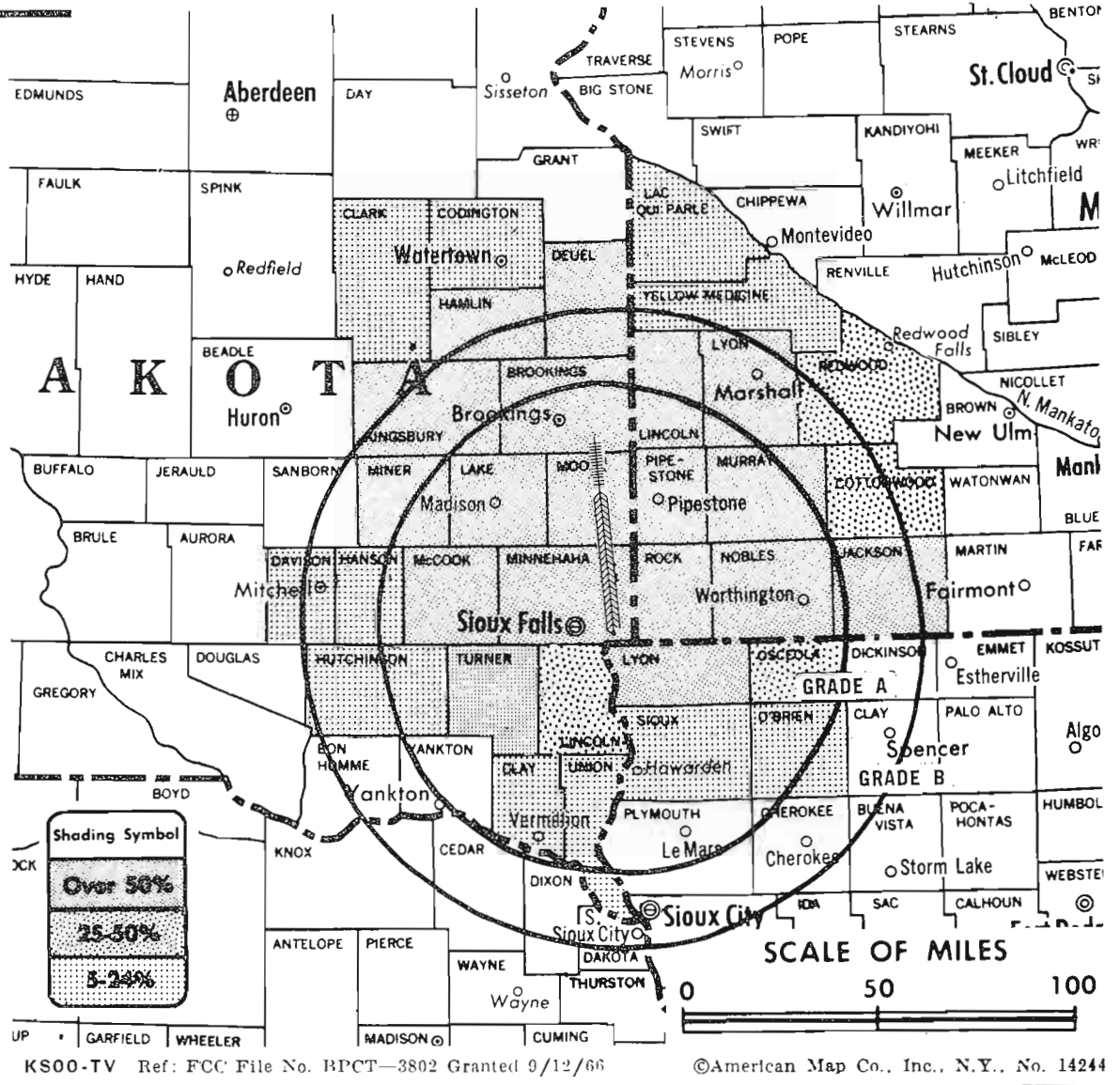
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



## KSOU-TV

Licensee: KSOU-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, treas, 5%; Tom Barnes, 5%; Mrs. Edmund J. Phelps, 5%; Louis H. Polk Jr., 2.5%; Scott Donaldson, 2.5%; William L. Waldron, 2.5%; Sylvia H. Henkin, secy. Barnes owns 26% of KCMT (TV), Alexandria, Minn. KSOU-TV Inc. is applicant for Ch. 12, Huron, S.D.

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. (Minneapolis); 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.
- MEL HEATH, production director.
- RAY LOFTESNESS, promotion manager.
- MARGE HOKENSTAD, film director.

### DIGEST OF RATE CARD NO. 7 (July 1, 1967)

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*	\$65.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IOWA				
		Lyon	4,000	3,700	93
	MINNESOTA				
		Jackson	4,100	3,700	91
		Lincoln	2,800	2,600	91
		Lyon	6,300	5,600	90
		Murray	3,700	3,500	94
		Nobles	6,700	6,400	96
		Pipestone	3,800	3,600	94
		Rock	3,300	3,200	96
	SOUTH DAKOTA				
		Brookings	6,100	5,700	93
		Deuel	1,700	1,600	92
	Hamlin	1,600	1,500	93	
	Kingsbury	2,700	2,500	94	
	Lake	3,500	3,300	95	
	Mc Cook	2,300	2,200	96	
	Miner	1,300	1,200	92	
	Minnehaha	28,300	27,400	97	
	Moody	2,300	2,200	94	
	Turner	3,500	3,300	94	
Between 25-50%	IOWA				
		Osceola	2,900	2,700	93
	MINNESOTA				
		Cottonwood	4,800	3,900	82
		Redwood	6,000	5,300	87
SOUTH DAKOTA					
	Lincoln	3,800	3,600	95	
Between 5-24%	IOWA				
		O'Brien	5,600	5,400	96
		Sioux	7,200	6,500	90
	MINNESOTA				
		Lac Qui Parle	3,400	3,100	91
	Yellow Medicine	4,100	3,400	83	
(Continued on page 645-b)					
Station Totals			149,800	139,400	93
Net Weekly Circulation (March 1967)			55,900		
Average Daily Circulation (March 1967)			49,700		



**KELO-TV, Sioux Falls**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	SOUTH DAKOTA—(Continued)			
	Faulk	1,200	1,100	91
	Grant	2,800	2,600	91
	Gregory	1,900	1,700	91
	Haakon	1,000	900	90
	Hamlin	1,600	1,500	93
	Hand	1,800	1,600	93
	Hanson	1,200	1,100	92
	Hughes	4,100	3,800	94
	Hutchinson	3,400	3,100	91
	Hyde	700	700	95
	Jackson	500	400	84
	Jerauld	1,200	1,100	91
	Jones	500	500	90
	Kingsbury	2,700	2,500	94
	Lake	3,500	3,300	95
	Lincoln	3,800	3,600	95
	Lyman	1,200	1,100	94
<b>Over 50%</b>	Marshall	1,700	1,500	88
	Mc Cook	2,300	2,200	96
	Mc Pherson	1,300	1,100	88
	Mellette	600	500	83
	Miner	1,300	1,200	92
	Minnehaha	28,300	27,400	97
	Moody	2,300	2,200	94
	Potter	1,300	1,200	91
	Roberts	3,200	2,900	90
	Sanborn	1,100	1,000	89
	Spink	3,100	2,900	95
	Stanley	1,400	1,200	88
	Sully	700	700	94
	Todd	1,000	700	75
	Tripp	2,400	2,200	92
	Turner	3,500	3,300	94
	Union	3,000	2,900	97
	Walworth	2,500	2,100	86
	Yankton	4,900	4,500	93
	MINNESOTA			
	Cottonwood	4,800	3,900	82
	Grant	2,300	2,200	95
	Swift	3,800	3,500	91
	Traverse	1,900	1,700	93
<b>Between 25-50%</b>	Yellow Medicine	4,100	3,400	83
	NEBRASKA			
	Cherry	2,500	2,200	90
	SOUTH DAKOTA			
	Clay	3,100	2,900	94
	Washabaugh	100	100	80
	IOWA			
	Plymouth	6,600	6,300	96
	MINNESOTA			
	Chippewa	4,600	4,200	90
	Lyon	6,300	5,600	90
	Stevens	3,000	2,800	92
	NEBRASKA			
<b>Between 5-24%</b>	Cedar	3,700	3,500	95
	Holt	4,100	3,400	83
	Knox	3,800	3,200	86
	NORTH DAKOTA			
	Mc Intosh	1,600	1,400	87
	Sargent	1,900	1,800	94
	SOUTH DAKOTA			
	Bennett	700	600	84
	Dewey	1,300	1,000	79
	Ziebach	600	400	71

**South Dakota**

**KSOO-TV, Sioux Falls**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	SOUTH DAKOTA			
	Clark	2,000	1,900	94
	Clay	3,100	2,900	94
<b>Between 5-24%</b>	Codington	6,100	5,800	96
	Davison	5,200	4,600	90
	Hanson	1,200	1,100	92
	Hutchinson	3,400	3,100	91
	Union	3,000	2,900	97

**SECURITY ANALYSTS,  
BANKERS and BROKERS**

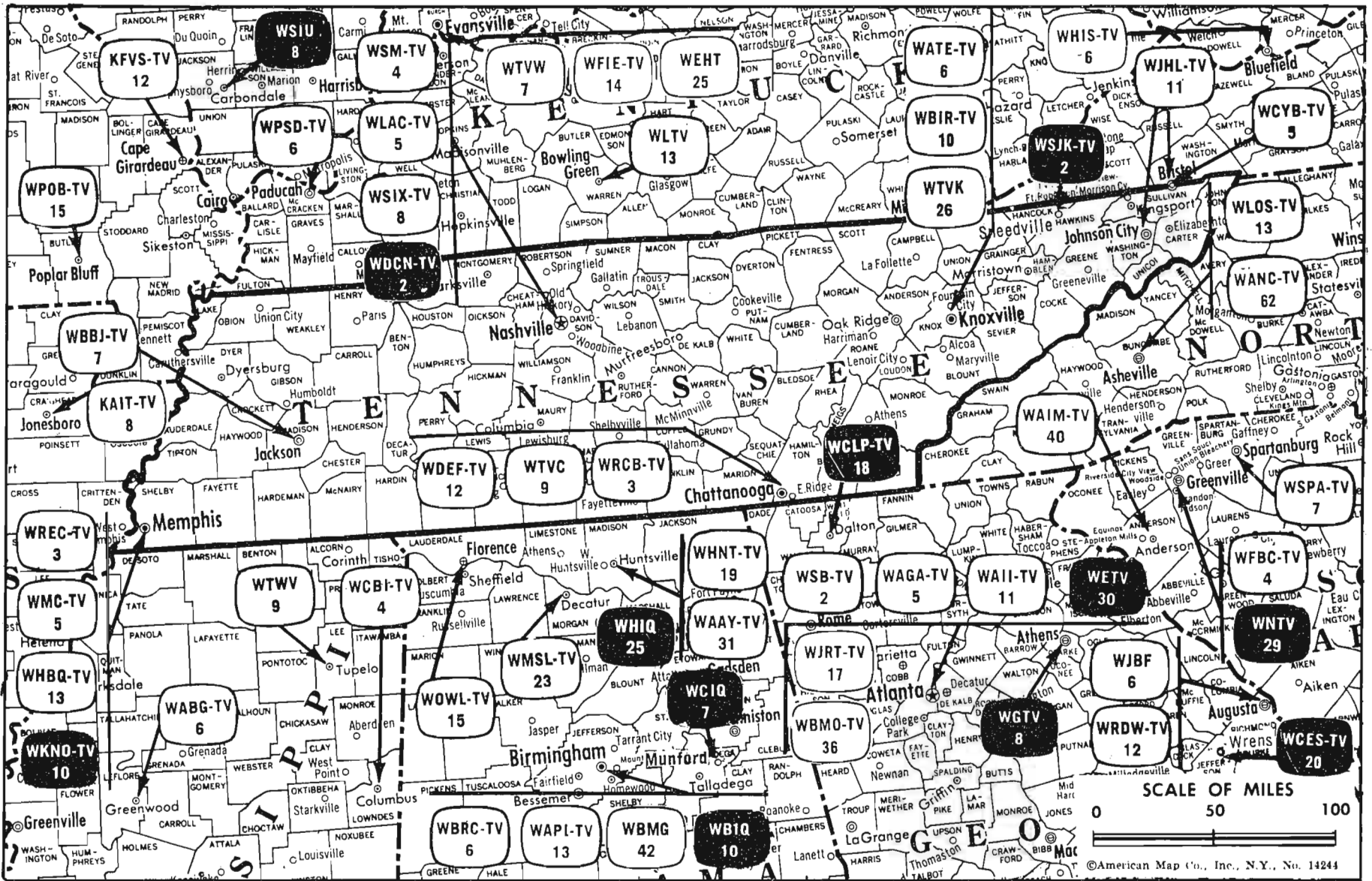
Now you can mail directly to

- the GENERAL MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.
- the GENERAL MANAGER of every operating CATV system, as well as to system franchise holders and applicants.

GENERAL MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

**See page 701-b for details**

# Tennessee



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Memphis	480,600	32	669,100	53	586,100	59
Nashville	442,400	41	637,100	59	575,200	61
Knoxville	258,200	77	522,500	72	466,300	77
Chattanooga	213,600	91	462,300	89	424,800	86
Bristol-Johnson City	180,600	102	469,400	85	421,200	89
Jackson	61,200	178	109,700	187	96,200	188

### Tennessee Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
○ Commercial Television Stations	13	1	14
● Educational Television Stations	3	0	3
			17

### 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.)

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WKNO-TV Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, 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"

Holdings CP for 282-kw visual, 56.2-kw aural, 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level. BPET—283.

### WDCN-TV Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 12555, Nashville, Tenn. (37212).

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, 1280-ft. above sea level.

Latitude    36°    07'    48"  
Longitude    86°    47'    28"

### WSJK-TV Sneedville

Ch. 2

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education, 100-B Cordell Hull Bldg., Nashville, Tenn.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1763-ft. above av. terrain, 616-ft. above ground, 3296-ft. above sea level.

Latitude    36°    22'    52"  
Longitude    83°    10'    48"

### WCRB-TV, Chattanooga (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	GEORGIA—(Continued)				
		Pickens	2,800	2,500	92
		Polk	8,000	7,500	93
	NORTH CAROLINA				
		Swain	2,100	1,700	80
	TENNESSEE				
		Anderson	18,800	17,500	93
		De Kalb	3,200	2,800	88
		Fentress	3,000	2,400	82
		Franklin	7,600	6,800	91
		Lincoln	6,700	5,900	88
		Loudon	7,400	6,900	94
		Warren	7,400	6,500	88

## Tennessee

### WDEF-TV, Chattanooga (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	ALABAMA				
		Etowah	30,800	28,700	93
	NORTH CAROLINA				
		Clay	1,500	1,300	85
		Graham	1,500	1,300	87
		Macon	4,200	3,500	83
	TENNESSEE				
		Lake	2,300	2,000	86
		Lincoln	6,700	5,900	88
		Scott	3,500	2,800	81

### WATE-TV, Knoxville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	GEORGIA				
		Fannin	3,600	3,200	89
	KENTUCKY				
		Knott	3,500	2,600	75
		Lee	1,700	1,200	70
		Owsley	1,000	700	64
		Rockcastle	3,000	2,200	74
	NORTH CAROLINA				
		Cherokee	4,200	3,600	87
		Jackson	4,500	3,800	86
		Swain	2,100	1,700	80
		Yancey	3,300	2,700	83
	TENNESSEE				
		Bledsoe	1,800	1,500	84
		Carter	12,100	11,000	91
		Greene	12,900	11,600	90
		Johnson	2,700	2,300	87
		Meigs	1,100	1,000	91
		Polk	3,000	2,700	89
		Rhea	4,500	4,000	88
	Sullivan	37,900	35,700	94	
	Washington	19,600	18,400	94	

### WBIR-TV, Knoxville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	GEORGIA				
		Whitfield	14,300	13,500	94
	KENTUCKY				
		Casey	3,400	2,700	79
		Lee	1,700	1,200	70
		Lincoln	4,400	3,700	84
		Owsley	1,000	700	64
		Perry	6,800	5,300	78
		Rockcastle	3,000	2,200	74
	NORTH CAROLINA				
		Graham	1,500	1,300	87
		Madison	4,100	3,500	84
		Mc Dowell	7,900	7,300	92
		Swain	2,100	1,700	80
		Yancey	3,300	2,700	83
	TENNESSEE				
		Carter	12,100	11,000	91
		Johnson	2,700	2,300	87
		Meigs	1,100	1,000	91
		Polk	3,000	2,700	89
	Rhea	4,500	4,000	88	
	Sullivan	37,900	35,700	94	
	Unicoi	4,400	3,900	89	
	Washington	19,600	18,400	94	
VIRGINIA					
	Buchanan	8,800	7,500	86	
	Scott	6,600	5,600	86	

# Tennessee—Chattanooga



**WDEF-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"  
Longitude 85° 19' 25"

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.

Color: Network, film, slide & tape.

News Wire Service: AP. News Film Service: CBS. Facsimile Service: UPI.

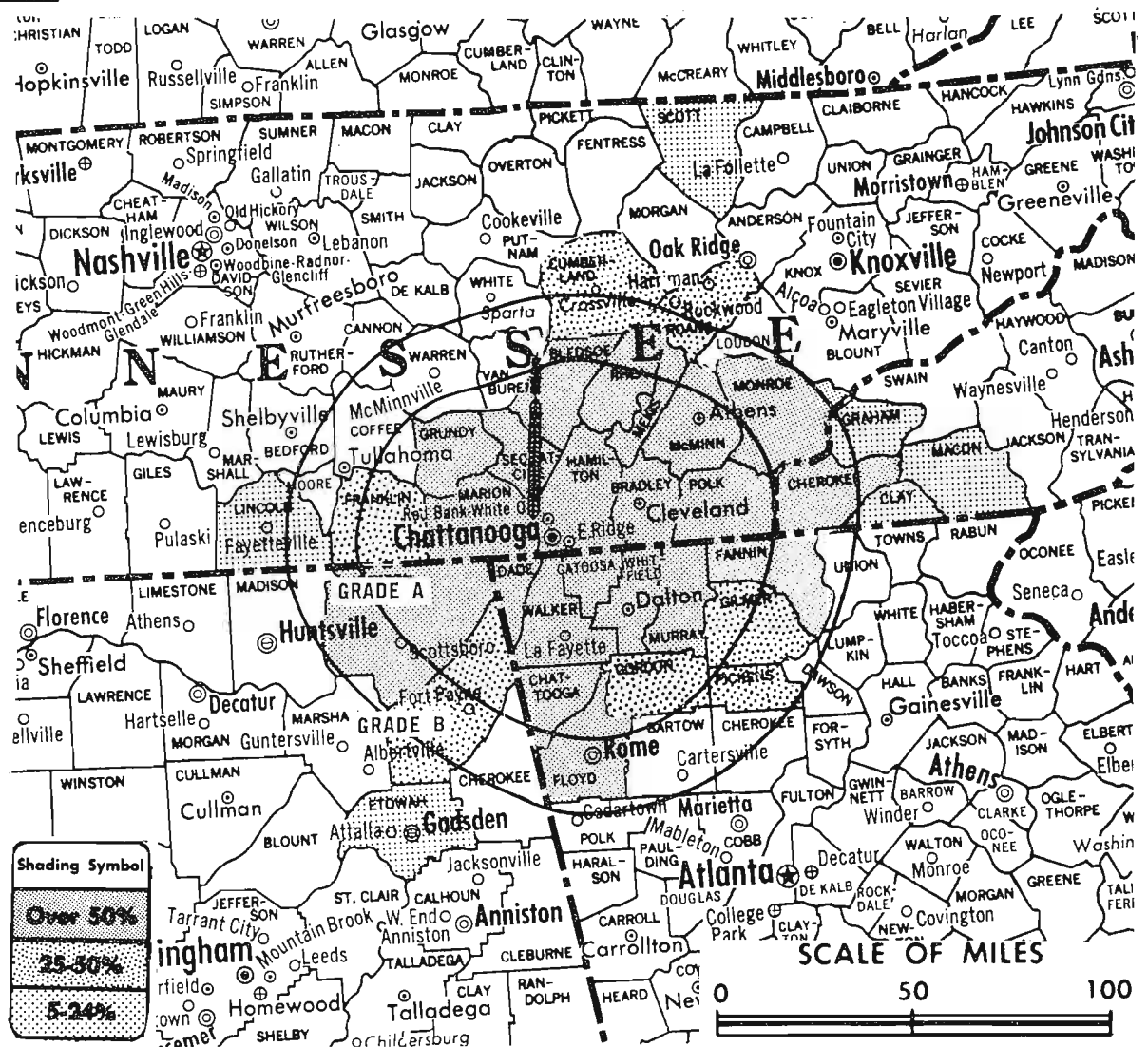
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WDEF-TV Ref: FCC File No. BPCT-3699 Granted 4/11/66

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## WDEF-TV

Licensee: Roy H. Park Bcstg. of Tennessee Inc.

Studio: Broadcast Center, Chattanooga.

Telephone: 615-267-3392.

TWX No.: 810-573-5207.

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 Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

KEN FLENNIKEN, exec. v.p. & general manager.  
BILL GRIBBEN, sales manager.  
MRS. LELA GADDIS, national sales service.  
MORRIS QUAVE, operations manager & film buyer.  
BILL WILSON, production manager.  
BILL SCHOOCRAFT, news coordinator.  
B. A. YOUNG, chief transmitter engineer.  
ROBERT BRISCOE, chief studio engineer.

### DIGEST OF RATE CARD NO. 10A

(Nov. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 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.

For Translator Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	ALABAMA			
	Jackson	9,700	8,600	88
	GEORGIA			
	Catoosa	7,400	7,200	96
	Chattooga	6,000	5,600	93
	Dade	2,700	2,500	93
	Fannin	3,600	3,200	89
	Floyd	23,000	21,600	94
	Murray	3,000	2,700	90
	Walker	15,400	14,600	95
	Whitfield	14,300	13,500	94
	NORTH CAROLINA			
	Cherokee	4,200	3,600	87
	TENNESSEE			
Bledsoe	1,800	1,500	84	
Bradley	12,600	11,700	93	
Grundy	3,000	2,500	84	
Hamilton	80,400	75,900	94	
Marion	6,000	5,500	93	
McMinn	10,500	9,600	91	
Meigs	1,100	1,000	91	
Monroe	5,900	5,100	88	
Polk	3,000	2,700	89	
Rhea	4,500	4,000	88	
Sequatchie	1,700	1,500	89	
Between 25-50%	ALABAMA			
	De Kalb	11,600	10,400	90
	GEORGIA			
	Gilmer	2,400	2,100	88
	Gordon	6,100	5,700	94
Pickens	2,800	2,500	92	
TENNESSEE				
Cumberland	5,200	4,300	84	
Franklin	7,600	6,800	91	
Roane	12,800	11,700	91	
(Continued on page 647-b)				
Station Totals		318,800	293,100	92
Net Weekly Circulation (March 1967)				193,100
Average Daily Circulation (March 1967)				134,500



# Tennessee—Chattanooga



## WRCB-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 19.5-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: Executive Park, 900 Whitehall Rd.

Telephone: 615-267-5412. TWX No.: 615-867-3831.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

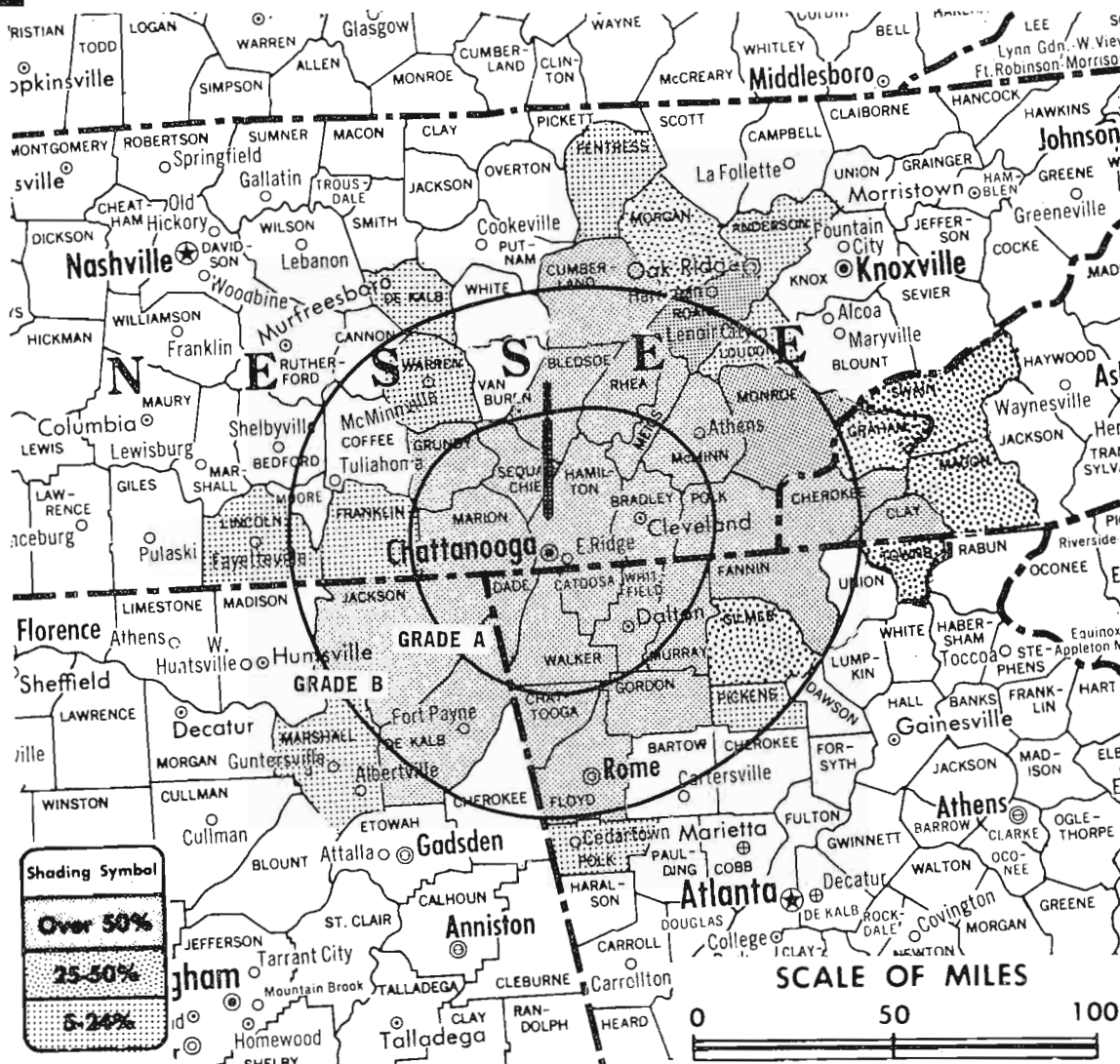
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study



WRCB-TV Ref: FCC File No. BPCT-882 Granted 2/8/56

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## 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.  
GENE MILLER, chief engineer.

### DIGEST OF RATE CARD NO. A8 (June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.

\$550.00 \$330.00 \$220.00 \$175.00 \$150.00 \$130.00 \$65.00

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	De Kalb	11,600	10,400	90
	Jackson	9,700	8,600	88
	GEORGIA			
	Catoosa	7,400	7,200	96
Chattooga	6,000	5,600	93	
Dade	2,700	2,500	93	
Fannin	3,600	3,200	89	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	GEORGIA—(Continued)			
	Floyd	23,000	21,600	94
	Gordon	6,100	5,700	94
	Murray	3,000	2,700	90
	Walker	15,400	14,600	95
	Whitfield	14,300	13,500	94
	NORTH CAROLINA			
	Cherokee	4,200	3,600	87
	Clay	1,500	1,300	85
	TENNESSEE			
	Bledsoe	1,800	1,500	84
	Bradley	12,600	11,700	93
	Cumberland	5,200	4,300	84
	Grundy	3,000	2,500	84
	Hamilton	80,400	75,900	94
Marion	6,000	5,500	93	
McMinn	10,500	9,600	91	
Meigs	1,100	1,000	91	
Monroe	5,900	5,100	88	
Polk	3,000	2,700	89	
Rhea	4,500	4,000	88	
Roane	12,800	11,700	91	
Sequatchie	1,700	1,500	89	
<b>Between 25-50%</b>	GEORGIA			
	Gilmer	2,400	2,100	88
	Towns	1,300	1,200	91
<b>Between 5-24%</b>	NORTH CAROLINA			
	Graham	1,500	1,300	87
MAISON	4,200	3,500	83	
TENNESSEE				
Morgan	3,100	2,700	87	
<b>Between 5-24%</b>	ALABAMA			
	Marshall	15,000	13,500	91
GEORGIA				
Dodge	4,300	3,800	88	
(Continued on page 647-b)				
Station Totals		355,800	326,100	92
Net Weekly Circulation (March 1967)			213,600	
Average Daily Circulation (March 1967)			157,200	

# Tennessee—Chattanooga



**WTVG**

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.

TV tape: Recording facilities.

Telephone: 615-266-4151.

AM Affiliate: WAPO, 5-kw, 1150 kc (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS

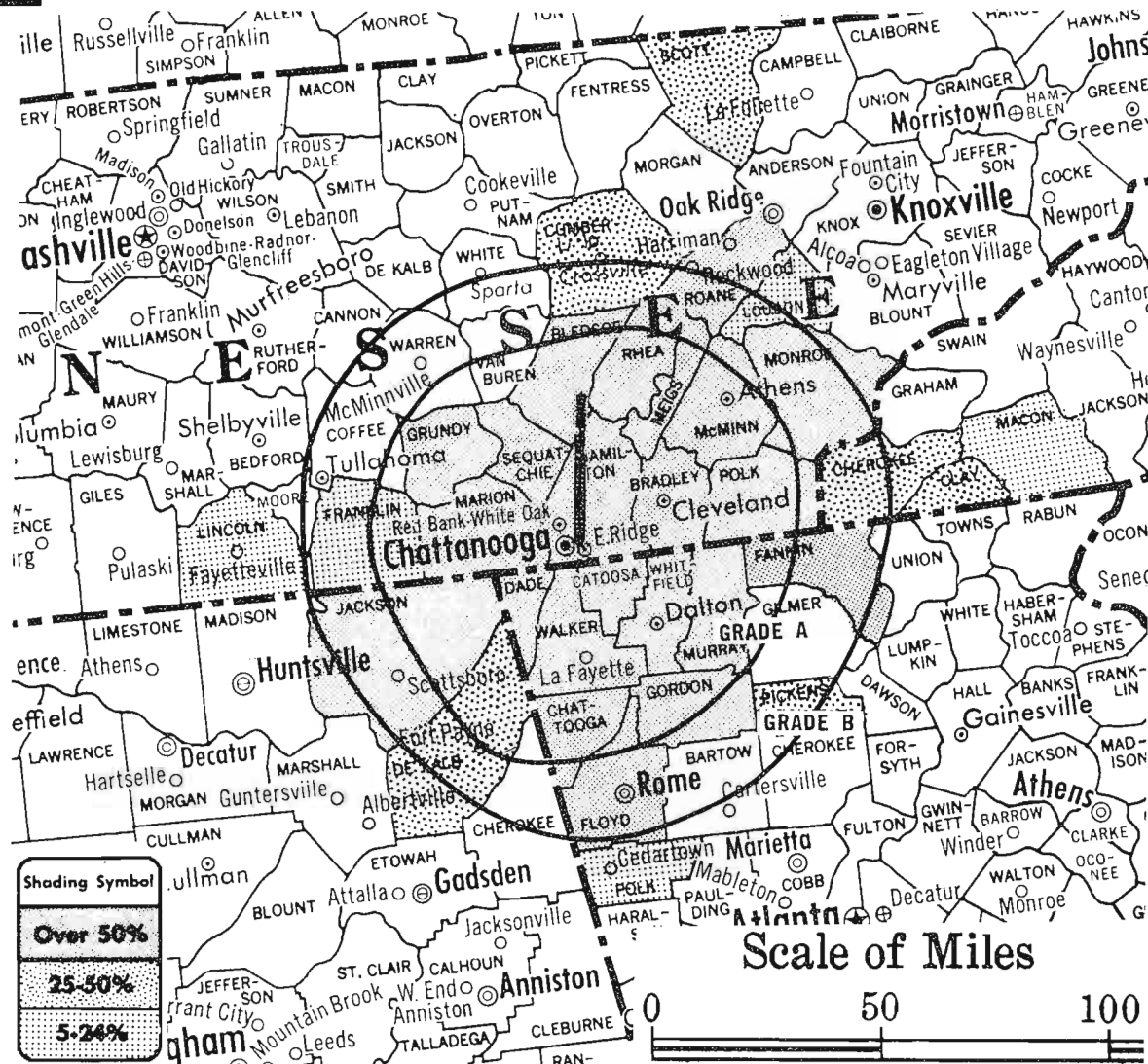
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WTVG Ref: FCC File No. BMPCT-4945 Granted 1/30/58

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## WTVG

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 Peters, Griffin, Woodward Inc.

Represented (legal) by Marcus Cohn.

Personnel:

REEVE OWEN, v.p., general manager & film buyer.

LEON WEBB, station manager.

TOMMY REYNOLDS, program director.

JACK SAUSMAN, commercial manager.

GLORIA GALLION, promotion manager.

CHARLES STEPHENSON, chief engineer.

### DIGEST OF RATE CARD NO. 9—(June 1, 1967)

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	\$70.00

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ALABAMA			
	Jackson	9,700	8,600	88
	GEORGIA			
	Catoosa	7,400	7,200	96
	Chattooga	6,000	5,600	93
	Dade	2,700	2,500	93
	Fannin	3,600	3,200	89
	Floyd	23,000	21,600	94
	Gordon	6,100	5,700	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	GEORGIA—(Continued)			
	Murray	3,000	2,700	90
	Walker	15,400	14,600	95
	Whitfield	14,300	13,500	94
	TENNESSEE			
	Bledsoe	1,800	1,500	84
	Bradley	12,600	11,700	93
	Grundy	3,000	2,500	84
	Hamilton	80,400	75,900	94
	Marion	6,000	5,500	93
	McMinn	10,500	9,600	91
	Meigs	1,100	1,000	91
	Monroe	5,900	5,100	88
	Polk	3,000	2,700	89
	Rhea	4,500	4,000	88
	Roane	12,800	11,700	91
	Sequatchie	1,700	1,500	89
	<b>Between 25-50%</b>	ALABAMA		
De Kalb		11,600	10,400	90
GEORGIA				
Pickens		2,800	2,500	92
NORTH CAROLINA				
Cherokee	4,200	3,600	87	
Clay	1,500	1,300	85	
TENNESSEE				
Cumberland	5,200	4,300	84	
Scott	3,500	2,800	81	
<b>Between 5-24%</b>	GEORGIA			
	Carroll	11,800	11,100	94
	Jones	2,400	2,100	89
	Polk	8,000	7,500	93
	NORTH CAROLINA			
	Macon	4,200	3,500	83
	TENNESSEE			
Franklin	7,600	6,800	91	
Lincoln	6,700	5,900	88	
Loudon	7,400	6,900	94	
Station Totals		311,400	286,600	92
Net Weekly Circulation (March 1967)			205,100	
Average Daily Circulation (March 1967)			139,300	

# Tennessee—Jackson



## WBBJ-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 83.2-kw visual, 12.6-kw aural. Antenna: 630-ft. above av. terrain, 560-ft. above ground, 1080-ft. above sea level.

Latitude 35° 38' 32"

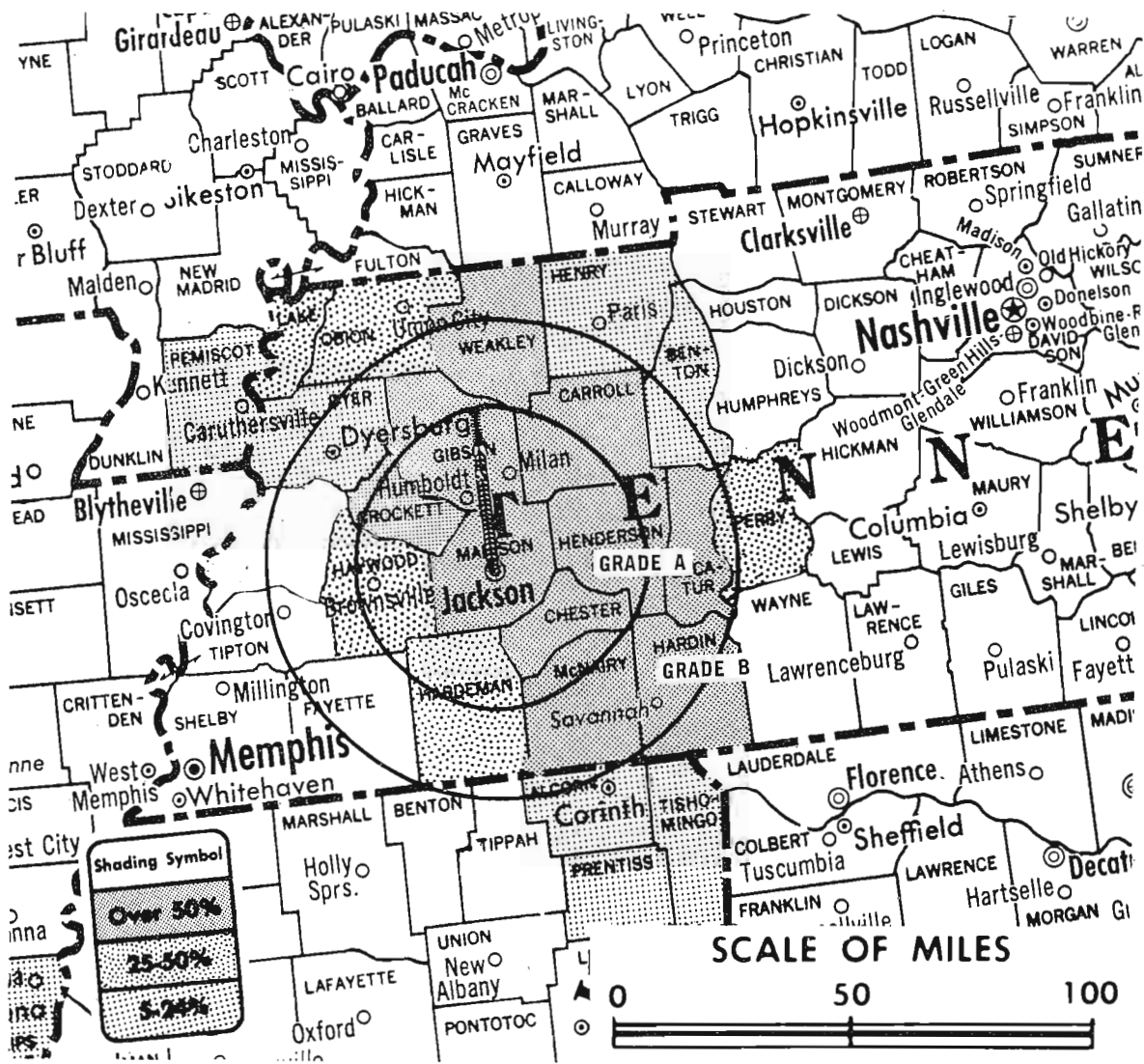
Longitude 88° 48' 27"

Transmitter: Muse St. at city limits.

News Wire Service: UPI.

Color: Network, film & slide.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded area) based on 1965 ARB study.



## WBBJ-TV

Network Service: ABC.

Licensee: Jackson Telecasters Inc., Williams Bldg., Box 2387 (38301).

Studio: Television Hill.

Telephone: 901-424-4515.

Ownership: Cy N. Bahakel, 100%. For other interest, see WCCB-TV, Charlotte, N.C.

Began Operation: March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

GERRY QUICK, gen. mgr., natl. & regional sales mgr.  
 JUDY GABLE, traffic director.  
 JACK MAYER, local sales manager.  
 JAMES WELCH, program director.  
 ED WARD, 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: \$250.

For Color Set Penetration by Markets,  
 see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>TENNESSEE</b>				
		Carroll	6,900	6,000	87
		Chester	2,500	2,200	89
		Crockett	3,900	3,500	89
		Decatur	2,200	1,800	85
		Gibson	13,900	12,400	90
		Hardin	5,200	4,300	83
		Henderson	4,900	4,300	87
		McNairy	4,800	4,200	86
		Madison	19,500	17,500	90
	Weakley	7,200	6,300	88	
<b>Between 25-50%</b>	<b>TENNESSEE</b>				
		Hardeman	4,800	4,100	85
		Haywood	5,300	4,500	84
		Lake	2,300	2,000	86
		Obion	8,600	7,800	91
	Perry	1,100	1,000	88	
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
		Phillips	13,800	11,200	82
	<b>KENTUCKY</b>				
		Grayson	4,600	4,000	85
	<b>MISSISSIPPI</b>				
		Alcorn	7,800	6,700	86
		Prentiss	5,100	4,500	87
	Tishomingo	4,100	3,300	82	
<b>MISSOURI</b>					
	Pemiscot	9,100	8,000	87	
<b>TENNESSEE</b>					
	Benton	3,500	3,100	88	
	Dyer	8,700	7,800	90	
	Henry	7,200	6,200	87	
<b>Station Totals</b>		157,000	136,700	86	
Net Weekly Circulation (March 1967)				612,000	
Average Daily Circulation (March 1967)				326,000	

# 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.

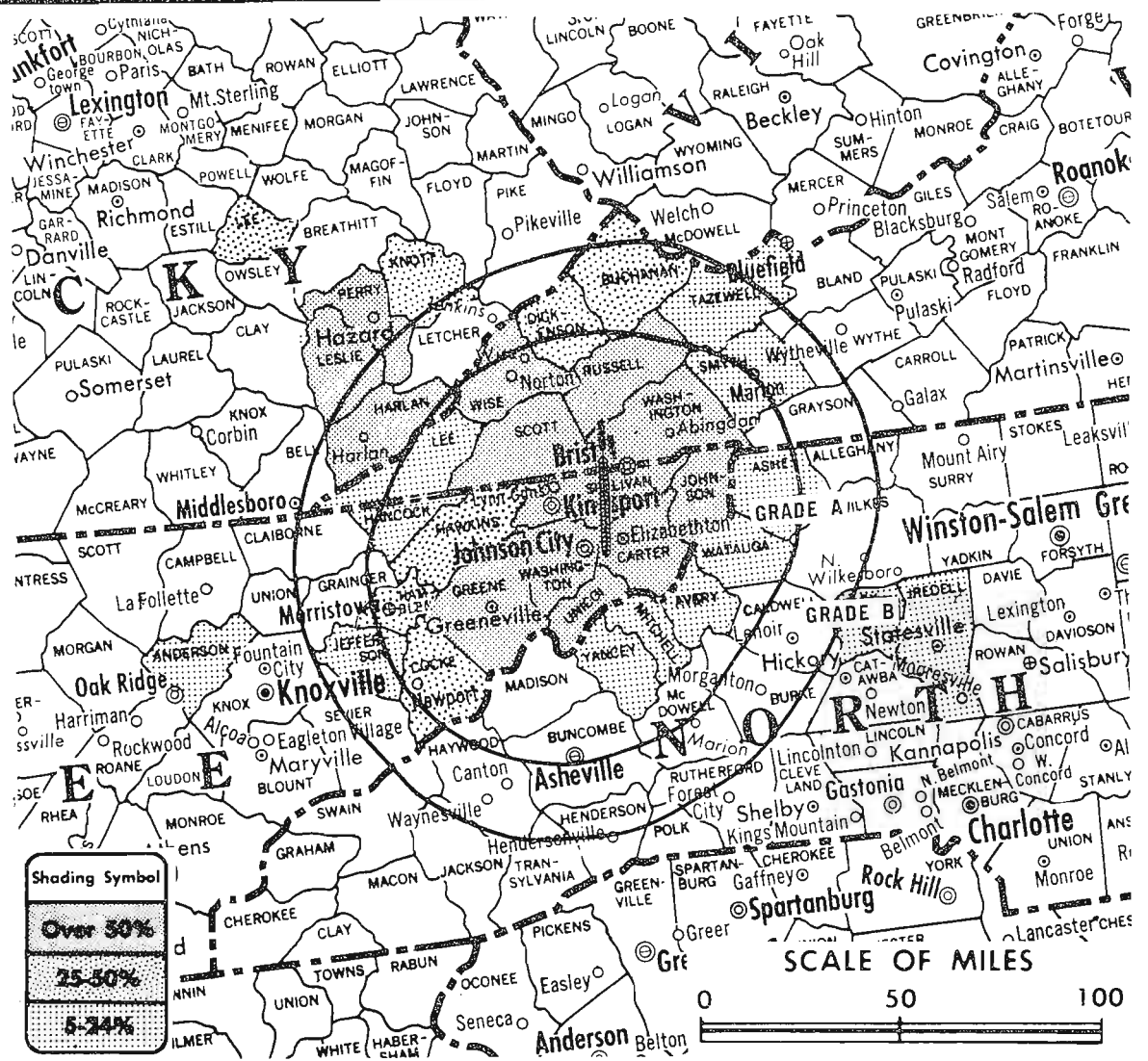
Latitude 36° 16' 07"  
Longitude 82° 20' 21"

Transmitter: Buffalo Mountain.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Assoc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WJHL-TV Ref: FCC File No. BPCT-2521 Granted 7/28/58

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## 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 Blair Television Associates Inc.

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.

W. L. LANCASTER III, production director.

CARL DICKENSON, chief engineer.

### DIGEST OF RATE CARD NO. 9A

(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:29-10:01 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$120.00	\$105.00 \$60.00
NETWORK BASE HOURLY RATE:	\$525 (ABC), \$525 (CBS).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Harlan	10,400	8,900	85
	Leslie	1,700	1,200	67
	Perry	6,800	5,300	78

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TENNESSEE			
	Carter	12,100	11,000	91
	Greene	12,900	11,600	90
	Johnson	2,700	2,300	87
	Sullivan	37,900	35,700	94
	Unicoi	4,400	3,900	89
	Washington	19,600	18,400	94
	VIRGINIA			
	Russell	6,700	5,900	88
	Scott	6,600	5,600	86
Washington	16,200	15,000	93	
Wise	11,700	10,400	89	
<b>Between 25-50%</b>	KENTUCKY			
	Knott	3,500	2,600	75
	Lee	1,700	1,200	70
	TENNESSEE			
	Cocke	6,800	5,900	86
	Hamblen	11,800	10,600	90
Hawkins	8,800	7,700	87	
VIRGINIA				
Buchanan	8,800	7,500	86	
Dickenson	4,300	3,900	91	
<b>Between 5-24%</b>	NORTH CAROLINA			
	Alexander	4,900	4,500	93
	Ashe	5,400	4,700	87
	Avery	2,900	2,500	87
	Iredell	19,600	18,400	94
	Mitchell	3,600	3,300	89
	Watauga	4,600	4,100	89
	Yancey	3,300	2,700	83
	TENNESSEE			
	Anderson	18,800	17,500	93
Hancock	1,700	1,400	83	
Jefferson	6,600	6,000	91	
VIRGINIA				
Lee	5,300	4,600	86	
Smyth	8,600	7,900	93	
Tazewell	12,300	11,200	92	
Station Totals		293,000	263,400	90
Net Weekly Circulation (March 1967)			138,400	
Average Daily Circulation (March 1967)			106,500	



# 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, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Commercial Radio Equipment Co.

Total Households: © SRDS

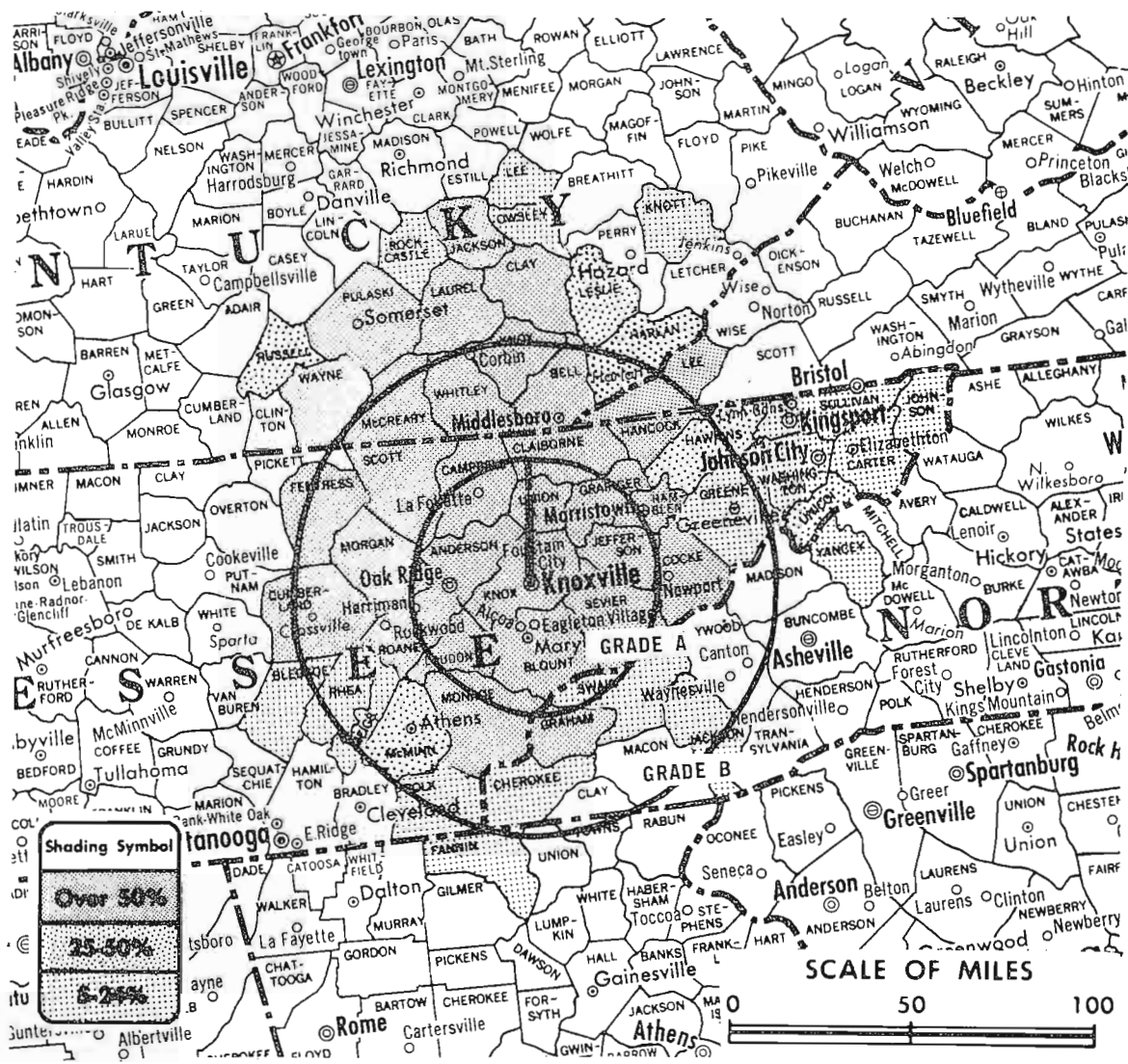
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965

ARB study.



WATE-TV Ref: FCC File No. BMPCT—2083 Granted 7/6/54

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## WATE-TV

Licensee: Nationwide Communications Inc., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-524-4651. TWX No.: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Bowman Doss, pres.; George Campbell Jr., v.p. Also owns WXEX-TV, Richmond-Petersburg, Va.; radios WLEE, Richmond; WRFD, WNCI(FM), Columbus-Worthington; WGAR&FM, Cleveland and holds CP for Ch. 47, Columbus, all Ohio.

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:

JOHN T. McCLOUD, general manager.  
 JACK WIEDEMANN, production director.  
 DON E. WATKINS, director of engineering.  
 JOHN REESE, dir. of programming & film buyer.  
 RUSSELL W. HILLIS, national sales manager.

### DIGEST OF RATE CARD NO. 1 (Oct. 4, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:29-10:29 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat. & Sun.	\$800.00	\$500.00	\$315.00	\$200.00	\$225.00	\$175.00 \$88.00
NETWORK BASE HOURLY RATE: \$1000.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Bell	7,200	6,200	86
	Clay	4,300	3,300	76
	Jackson	2,400	1,600	69
	Knox	5,800	4,600	80
Laurel	6,900	5,700	83	

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	KENTUCKY—(Continued)				
	Mc Creary	2,400	1,900	78	
	Pulaski	9,300	7,300	79	
	Wayne	3,700	2,600	72	
	Whitley	6,300	5,400	86	
	NORTH CAROLINA				
	Graham	1,500	1,300	87	
	TENNESSEE				
	Anderson	18,800	17,500	93	
	Blount	17,300	16,100	93	
	Campbell	6,700	5,700	84	
	Claiborne	4,000	3,300	82	
	Cocke	6,800	5,900	86	
	Cumberland	5,200	4,300	84	
	Fentress	3,000	2,400	82	
	Grainger	3,500	2,900	83	
	Hamblen	11,800	10,600	90	
	Hancock	1,700	1,400	83	
	Jefferson	6,600	6,000	91	
	Knox	83,900	78,400	93	
Loudon	7,400	6,900	94		
Monroe	5,900	5,100	88		
Morgan	3,100	2,700	87		
Roane	12,800	11,700	91		
Scott	3,500	2,800	81		
Sevier	7,300	6,400	87		
Union	2,400	2,000	83		
VIRGINIA					
Lee	5,300	4,600	86		
<b>Between 25-50%</b>	KENTUCKY				
	Harlan	10,400	8,900	85	
	Leslie	1,700	1,200	67	
	Russell	2,700	2,200	83	
	TENNESSEE				
	Hawkins	8,800	7,700	87	
	McMinn	10,500	9,600	91	
	Unicoi	4,400	3,900	89	
	(Continued on page 647-b)				
	Station Totals		427,800	380,000	89
Net Weekly Circulation (March 1967)				241,100	
Average Daily Circulation (March 1967)				191,000	

# 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.

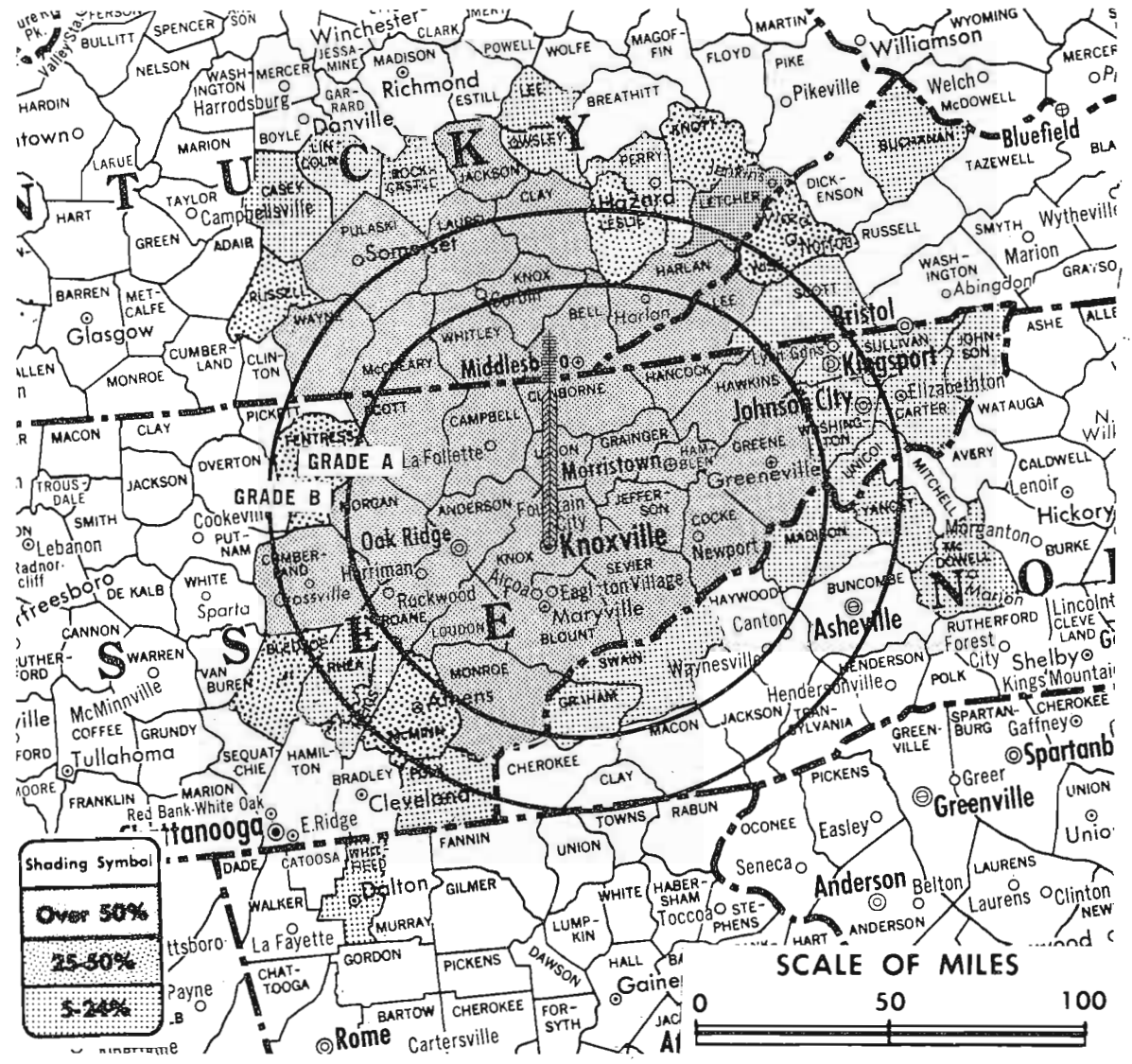
Studio: 1513 Hutchison Ave. (37917).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes. TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WBIR-TV Ref: FCC File No. BMPCT-5850 Granted 6/17/63 ©American Map Co., Inc., N.Y., No. 14244

## WBIR-TV

Licensee: Multimedia Inc., 1513 Hutchison Ave.  
Telephone: 615-525-8101. TWX No.: 810-583-0172.  
Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Aug. 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg Corp. approved Sept. 22, 1967 by FCC. Previous 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 & Associates.

Personnel:  
JOHN P. HART, vice president & general manager.  
NEAL W. BRANCH, sales manager.  
PETER N. FENNELLY, program director & film buyer.  
WALT H. MARTIN, promotion director.  
J. REX HORTON, chief engineer.  
JAMES EARLY, news director.

### DIGEST OF RATE CARD NO. 12A—(Aug. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$800.00 \$500.00 \$320.00 \$250.00 Graded rates apply\*

\*Highest rate: \$276.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Bell	7,200	6,200	86
	Clay	4,300	3,300	76
	Harlan	10,400	8,900	85
	Jackson	2,400	1,600	69
	Knox	5,800	4,600	80
Laurel	6,900	5,700	83	

Net Weekly Circulation	State County	Total Households	TV Homes	%
KENTUCKY—(Continued)				
	Letcher	6,000	4,800	80
	Mc Creary	2,400	1,900	78
	Pulaski	9,300	7,300	79
	Wayne	3,700	2,600	72
	Whitley	6,300	5,400	86
TENNESSEE				
<b>Over 50%</b>	Anderson	18,800	17,500	93
	Blount	17,300	16,100	93
	Campbell	6,700	5,700	84
	Claiborne	4,000	3,300	82
	Cocke	6,800	5,900	86
	Cumberland	5,200	4,300	84
	Grainger	3,500	2,900	83
	Greene	12,900	11,600	90
	Hamblen	11,800	10,600	90
	Hancock	1,700	1,400	83
	Hawkins	8,800	7,700	87
	Jefferson	6,600	6,000	91
	Knox	83,900	78,400	93
	Loudon	7,400	6,900	94
	Monroe	5,900	5,100	88
Morgan	3,100	2,700	87	
Roane	12,800	11,700	91	
Scott	3,500	2,800	81	
Sevier	7,300	6,400	87	
Union	2,400	2,000	83	
VIRGINIA				
	Lee	5,300	4,600	86
<b>Between 25-50%</b>	KY. Knott	3,500	2,600	75
	Leslie	1,700	1,200	67
	Russell	2,700	2,200	83
	TENN. Bledsoe	1,800	1,500	84
	Fentress	3,000	2,400	82
	McMinn	10,500	9,600	91
	VA. Wise	11,700	10,400	89

(Continued on page 647-b)

Station Totals	489,500	433,700	89
Net Weekly Circulation (March 1967)			258,200
Average Daily Circulation (March 1967)			195,300

# Tennessee—Knoxville



**WTVK**

Ch. 26

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1000-kw max. and 813-kw horizontal visual, 200-kw max. and 162-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1070-ft. above ground, 2328-ft. above sea level.

Latitude 36° 00' 36"  
Longitude 82° 55' 57"

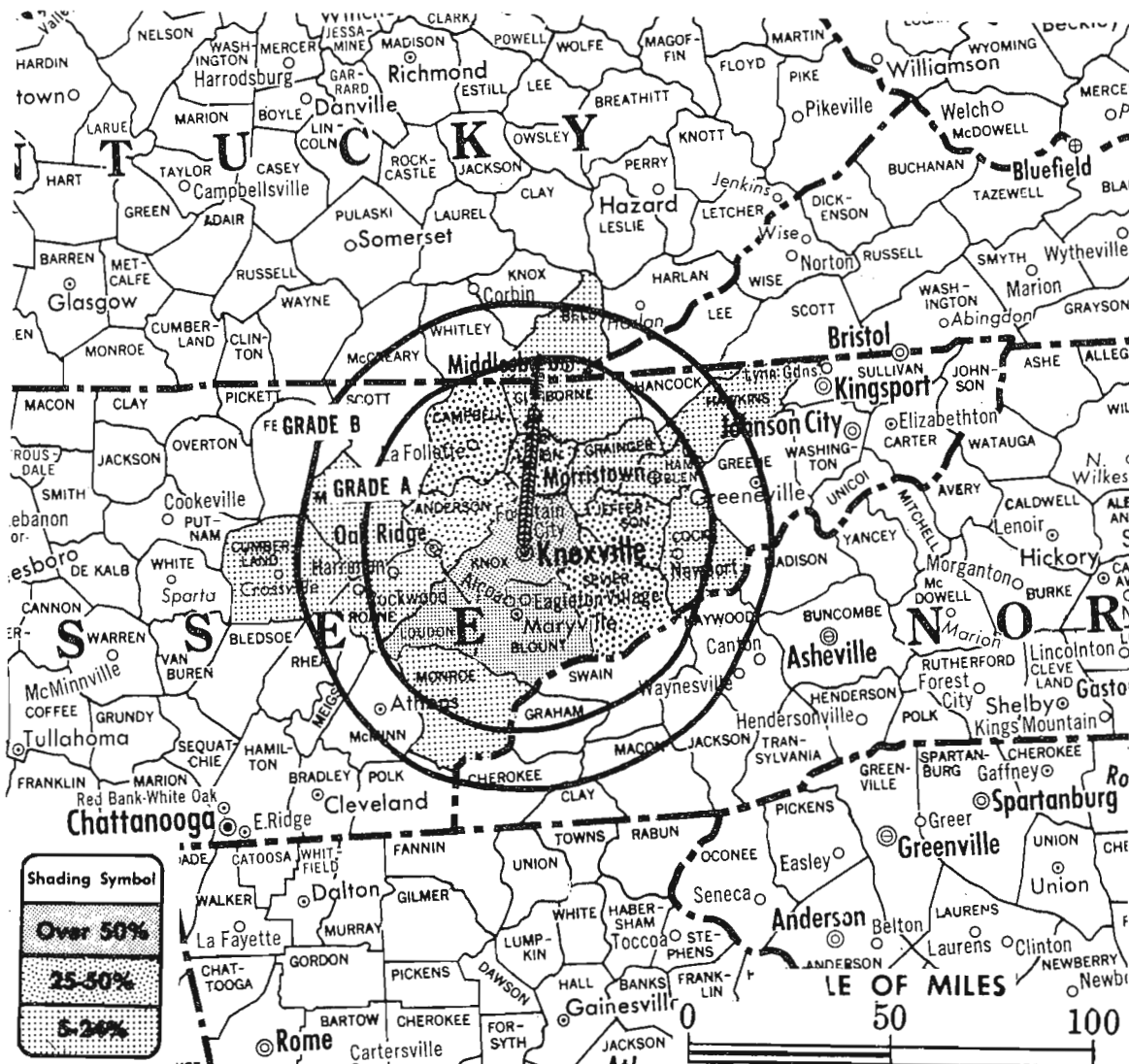
Transmitter: Sharps Ridge Memorial Park Rd.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WEZK, 100-kw, 97.5 mc (No. 248), 1140-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WTVK Ref: FCC File No. BPCT-3669 Granted 4/14/66

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## 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., owns WEZI(TV), Louisville, Ky. & WEZK-FM, Knoxville, Tenn.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. ENGELBRECHT, president & general manager.  
WILLIAM E. ECKSTEIN, station manager.  
GUY SMITH, sales manager.  
JAMES McGEE, production manager.  
CARL LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 4  
(April 11, 1957)

				Min., 40		
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$50.00
NETWORK BASE HOURLY RATE: \$300.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TENNESSEE			
	Blount	17,300	16,100	93
	Knox	83,900	78,400	93
	Loudon	7,400	6,900	94
<b>Between 25-50%</b>	TENNESSEE			
	Anderson	18,800	17,500	93
	Campbell	6,700	5,700	84
	Jefferson	6,600	6,000	91
	Sevier	7,300	6,400	87
	Union	2,400	2,000	83
<b>Between 5-24%</b>	KENTUCKY			
	Bell	7,200	6,200	86
	TENNESSEE			
	Claiborne	4,000	3,300	82
	Cocke	6,800	5,900	86
	Cumberland	5,200	4,300	84
	Grainger	3,500	2,900	83
	Hamblen	11,800	10,600	90
	Hawkins	8,800	7,700	87
	Monroe	5,900	5,100	88
Morgan	3,100	2,700	87	
Roane	12,800	11,700	91	
Station Totals		219,500	199,400	91
Net Weekly Circulation (March 1967)				89,600
Average Daily Circulation (March 1967)				49,100

For Color Set Penetration by Market  
See Services Volume



# 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.

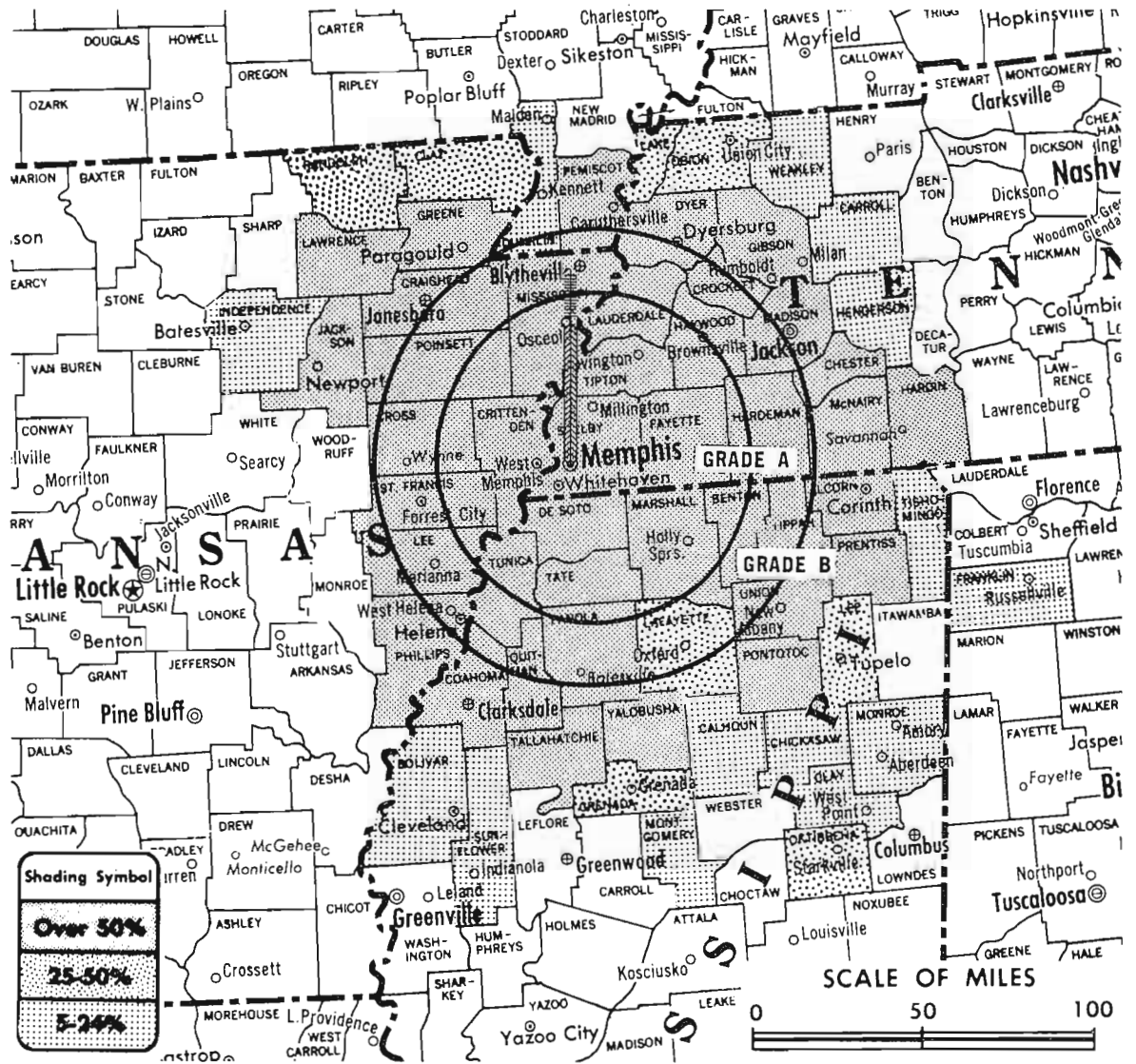
AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kc.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

©American Map Co., Inc., N.Y., No. 14244

## 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. 13 (May 1, 1966)

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 \$280.00\* \$250.00\* \$125.00\*

\*Class AAA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1200.

For Index to Contents

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ARKANSAS</b>				
	Craighead	15,600	14,500	93
	Crittenden	14,100	12,000	85
	Cross	5,000	4,400	88
	Greene	8,100	7,300	90
	Jackson	7,100	6,200	87
	Lawrence	4,900	4,200	85
	Lee	5,700	4,500	80
	Mississippi	18,900	16,900	89
	Phillips	13,800	11,200	82
	Poinsett	7,800	7,100	90
	St Francis	9,200	7,700	84
<b>MISSISSIPPI</b>				
	Alcorn	7,800	6,700	86
	Benton	1,900	1,500	83
	Coahoma	12,600	9,800	78
	De Soto	6,200	5,000	82
	Marshall	5,700	4,700	82
	Panola	7,500	6,400	85
	Pontotoc	4,900	4,200	86
	Prentiss	5,100	4,500	87
	Quitman	4,600	3,700	80
	Tallahatchie	5,300	4,000	74
	Tate	4,600	3,900	84
	Tippah	4,100	3,600	88
	Tunica	3,400	2,700	79
	Union	5,800	5,300	92
	Yalobusha	3,000	2,400	79
<b>MISSOURI</b>				
	Pemiscot	9,100	8,000	87
<b>TENNESSEE</b>				
	Chester	2,500	2,200	89
	Crockett	3,900	3,500	89
	Dyer	8,700	7,800	90
	Fayette	5,100	4,000	80
	Gibson	13,900	12,400	90
	Hardeman	4,800	4,100	85
	Hardin	5,200	4,300	83

(Continued on page 659-b)

Station Totals	650,300	572,200	88
Net Weekly Circulation (March 1967)			426,300
Average Daily Circulation (March 1967)			281,500



# Tennessee—Memphis



**WMC-TV**



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.

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, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

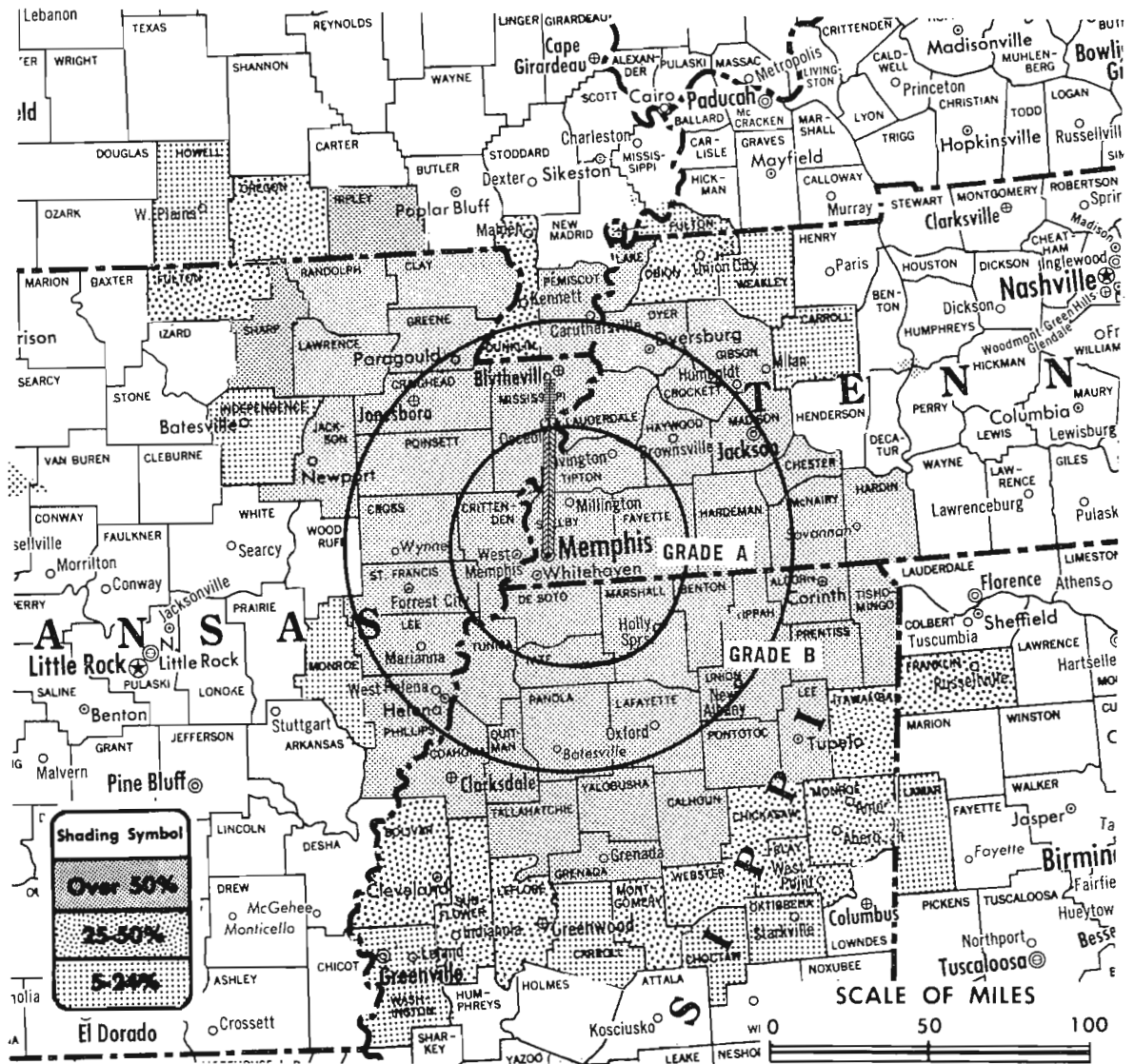
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



WMC-TV Ref: FCC File No. BMPCT-1450 Granted 10/30/53

© American Map Co., Inc., N.Y., No. 14244

## WMC-TV

Licensee: Scripps-Howard Broadcasting Co., P.O. Box 4420 (38104).

Studio: 1960 Union Ave.

Telephone: 901-274-8515.

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:

- MORRIS E. GREINER JR, v.p. & general 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. 21 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID
Class AA—6:30-10 p.m., daily.	\$1400.00	\$770.00	\$420.00	\$375.00	\$320.00	\$310.00 \$135.00
NETWORK BASE HOURLY RATE: \$1275.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS			
	Clay	6,400	5,600	87
	Craighead	15,600	14,500	93
	Crittenden	14,100	12,000	85
	Cross	5,000	4,400	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	ARKANSAS—(Continued)			
	Greene	8,100	7,300	90
	Jackson	7,100	6,200	87
	Lawrence	4,900	4,200	85
	Lee	5,700	4,500	80
	Mississippi	18,900	16,900	89
	Phillips	13,800	11,200	82
	Poinsett	7,800	7,100	90
	Randolph	3,600	3,000	83
	St. Francis	9,200	7,700	84
	Sharp	1,600	1,200	74
	MISSISSIPPI			
	Alcorn	7,800	6,700	86
	Benton	1,900	1,500	83
	Calhoun	4,300	3,600	84
	Coahoma	12,600	9,800	78
	DeSoto	6,200	5,000	82
	Grenada	5,400	4,400	81
	Lafayette	5,400	4,700	86
	Lee	13,400	11,800	88
	Marshall	5,700	4,700	82
	Panola	7,500	6,400	85
	Pontotoc	4,900	4,200	86
	Prentiss	5,100	4,500	87
	Quitman	4,600	3,700	80
	Tallahatchie	5,300	4,000	74
	Tate	4,600	3,900	84
	Tippah	4,100	3,600	88
	Tishomingo	4,100	3,300	82
	Tunica	3,400	2,700	79
	Union	5,800	5,300	92
	Yalobusha	3,000	2,400	79
	MISSOURI			
Pemiscot	9,100	8,000	87	
Ripley	2,300	1,700	75	
TENNESSEE				
Chester	2,500	2,200	89	
Crockett	3,900	3,500	89	

(Continued on page 659-b)

Station Totals	711,300	620,700	87
Net Weekly Circulation (March 1967)			480,600
Average Daily Circulation (March 1967)			346,400

# 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).

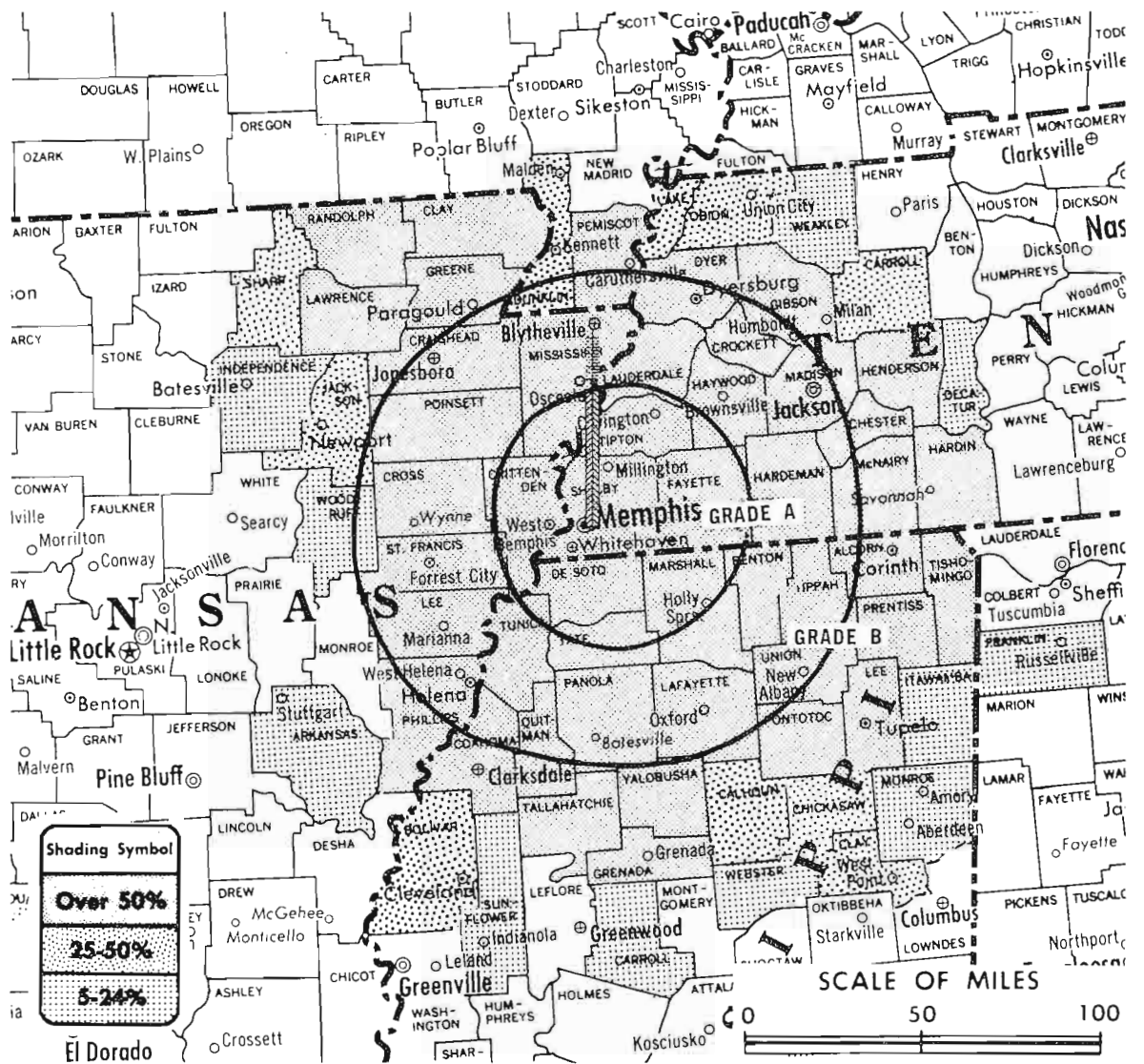
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



WREC-TV Ref: FCC File No. BPCT-452 Granted 5/26/55

©American Map Co., Inc., N.Y., No. 14241

## 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 Robert A. Marmet.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

HOYT B. WOOTEN, chairman.  
CHARLES BRAKEFIELD, president & general manager.  
JACK MICHAEL, v.p., program director & film buyer.  
RUSS HODGE, news director.  
KITTY KELLY, women's director.  
WILSON RANEY, chief engineer.  
BERNARD COHN, operations manager.  
OLIN MORRIS, promotion manager.

### DIGEST OF RATE CARD NO. A12

(June 1, 1967)

Hour	30 Min.	15 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	\$350.00*	\$300.00*	\$150.00*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1300.

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>ARKANSAS</b>			
	Clay	6,400	5,600	87
	Craighead	15,600	14,500	93
	Crittenden	14,100	12,000	85
	Cross	5,000	4,400	88
	Greene	8,100	7,300	90
	Lawrence	4,900	4,200	85
	Lee	5,700	4,500	80
	Mississippi	18,900	16,900	89
	Phillips	13,800	11,200	82
	Poinsett	7,800	7,100	90
	Randolph	3,600	3,000	83
	St Francis	9,200	7,700	84
	<b>MISSISSIPPI</b>			
	Alcorn	7,800	6,700	86
	Benton	1,900	1,500	83
	Coahoma	12,600	9,800	78
	De Soto	6,200	5,000	82
	Grenada	5,400	4,400	81
	Lafayette	5,400	4,700	86
	Lee	13,400	11,800	88
	Marshall	5,700	4,700	82
	Panola	7,500	6,400	85
	Pontotoc	4,900	4,200	86
	Prentiss	5,100	4,500	87
	Quitman	4,600	3,700	80
	Tallahatchie	5,300	4,000	74
	Tate	4,600	3,900	84
	Tippah	4,100	3,600	88
	Tishomingo	4,100	3,300	82
	Tunica	3,400	2,700	79
	Union	5,800	5,300	92
	Yalobusha	3,000	2,400	79
<b>MISSOURI</b>				
Pemiscot	9,100	8,000	87	
<b>TENNESSEE</b>				
Chester	2,500	2,200	89	

(Continued on page 659-b)

Station Totals	664,200	584,400	88
Net Weekly Circulation (March 1967)			473,100
Average Daily Circulation (March 1967)			373,800

**WHBQ-TV, Memphis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
Over 50%	Haywood	5,300	4,500	84
	Lauderdale	5,500	4,900	89
	Madison	19,500	17,500	90
	Mc Nairy	4,800	4,200	86
	Shelby	212,300	198,100	93
	Tipton	7,500	6,600	88
	ARKANSAS			
	Clay	6,400	5,600	87
	Randolph	3,600	3,000	83
	MISSISSIPPI			
Between 25-50%	Grenada	5,400	4,400	81
	Lafayette	5,400	4,700	86
	Lee	13,400	11,800	88
	Oktibbeha	7,100	5,700	80
	TENNESSEE			
	Lake	2,300	2,000	86
	Obion	8,600	7,800	91
	ALABAMA			
	Franklin	5,800	5,000	86
	ARKANSAS			
	Independence	6,600	5,700	87
	MISSISSIPPI			
Between 5-24%	Bolivar	13,200	9,700	73
	Calhoun	4,300	3,600	84
	Chickasaw	4,500	3,800	83
	Clay	5,800	4,900	84
	Monroe	9,900	8,600	87
	Montgomery	3,700	2,900	78
	Sunflower	9,800	7,200	74
Tishomingo	4,100	3,300	82	
	MISSOURI			
	Dunklin	10,600	9,400	89
	TENNESSEE			
	Carroll	6,900	6,000	87
	Henderson	4,900	4,300	87
	Weakley	7,200	6,300	88

**WREC-TV, Memphis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
Over 50%	Crockett	3,900	3,500	89
	Dyer	8,700	7,800	90
	Fayette	5,100	4,000	80
	Gibson	13,900	12,400	90
	Hardeman	4,800	4,100	85
	Hardin	5,200	4,300	83
	Haywood	5,300	4,500	84
	Henderson	4,900	4,300	87
	Lauderdale	5,500	4,900	89
	Madison	19,500	17,500	90
	Mc Nairy	4,800	4,200	86
	Shelby	212,300	198,100	93
	Tipton	7,500	6,600	88
		ARKANSAS		
	Jackson	7,100	6,200	87
	Sharp	1,600	1,200	74
	MISSISSIPPI			
Between 25-50%	Bolivar	13,200	9,700	73
	Calhoun	4,300	3,600	84
	Chickasaw	4,500	3,800	83
	Clay	5,800	4,900	84
	Dunklin	10,600	9,400	89
	MISSOURI			
	Dunklin	10,600	9,400	89
	TENNESSEE			
	Carroll	6,900	6,000	87
	Lake	2,300	2,000	86
	Obion	8,600	7,800	91

**Tennessee**

**WREC-TV—(Continued)**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ALABAMA			
	Franklin	5,800	5,000	86
	ARKANSAS			
	Arkansas	8,100	7,300	91
	Independence	6,600	5,700	87
	Woodruff	3,400	2,900	84
	MISSISSIPPI			
Between 5-24%	Carroll	2,200	1,600	71
	Itawamba	4,200	3,600	86
	Monroe	9,900	8,600	87
	Sunflower	9,800	7,200	74
	Webster	3,000	2,400	81
	TENNESSEE			
	Decatur	2,200	1,800	85
	Weakley	7,200	6,300	88

**WMC-TV, Memphis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
	TENNESSEE—(Continued)				
Over 50%	Dyer	8,700	7,800	90	
	Fayette	5,100	4,000	80	
	Gibson	13,900	12,400	90	
	Hardeman	4,800	4,100	85	
	Hardin	5,200	4,300	83	
	Haywood	5,300	4,500	84	
	Lake	2,300	2,000	86	
	Lauderdale	5,500	4,900	89	
	McNairy	4,800	4,200	86	
	Madison	19,500	17,500	90	
	Shelby	212,300	198,100	93	
	Tipton	7,500	6,600	88	
		ALABAMA			
		Franklin	5,800	5,000	86
	ARKANSAS				
	Fulton	1,700	1,200	72	
	MISSISSIPPI				
Between 25-50%	Bolivar	13,200	9,700	73	
	Chickasaw	4,500	3,800	83	
	Clay	5,800	4,900	84	
	Itawamba	4,200	3,600	86	
	Leflore	12,400	9,900	79	
	Monroe	9,900	8,600	87	
	Montgomery	3,700	2,900	78	
	Sunflower	9,800	7,200	74	
	Webster	3,000	2,400	81	
		MISSOURI			
	Dunklin	10,600	9,400	89	
	Oregon	2,700	2,000	73	
	TENNESSEE				
	Obion	8,600	7,800	91	
	ALABAMA				
	Lamar	3,700	3,200	86	
	ARKANSAS				
	Independence	6,600	5,700	87	
	MISSISSIPPI				
Between 5-24%	Carroll	2,200	1,600	71	
	Choctaw	1,900	1,500	79	
	Oktibbeha	7,100	5,700	80	
	Washington	23,500	19,200	82	
		MISSOURI			
	Howell	6,700	5,300	80	
	TENNESSEE				
	Carroll	6,900	6,000	87	
	Weakley	7,200	6,300	88	



# Tennessee—Nashville



**WLAC-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"  
Longitude 86° 47' 18"

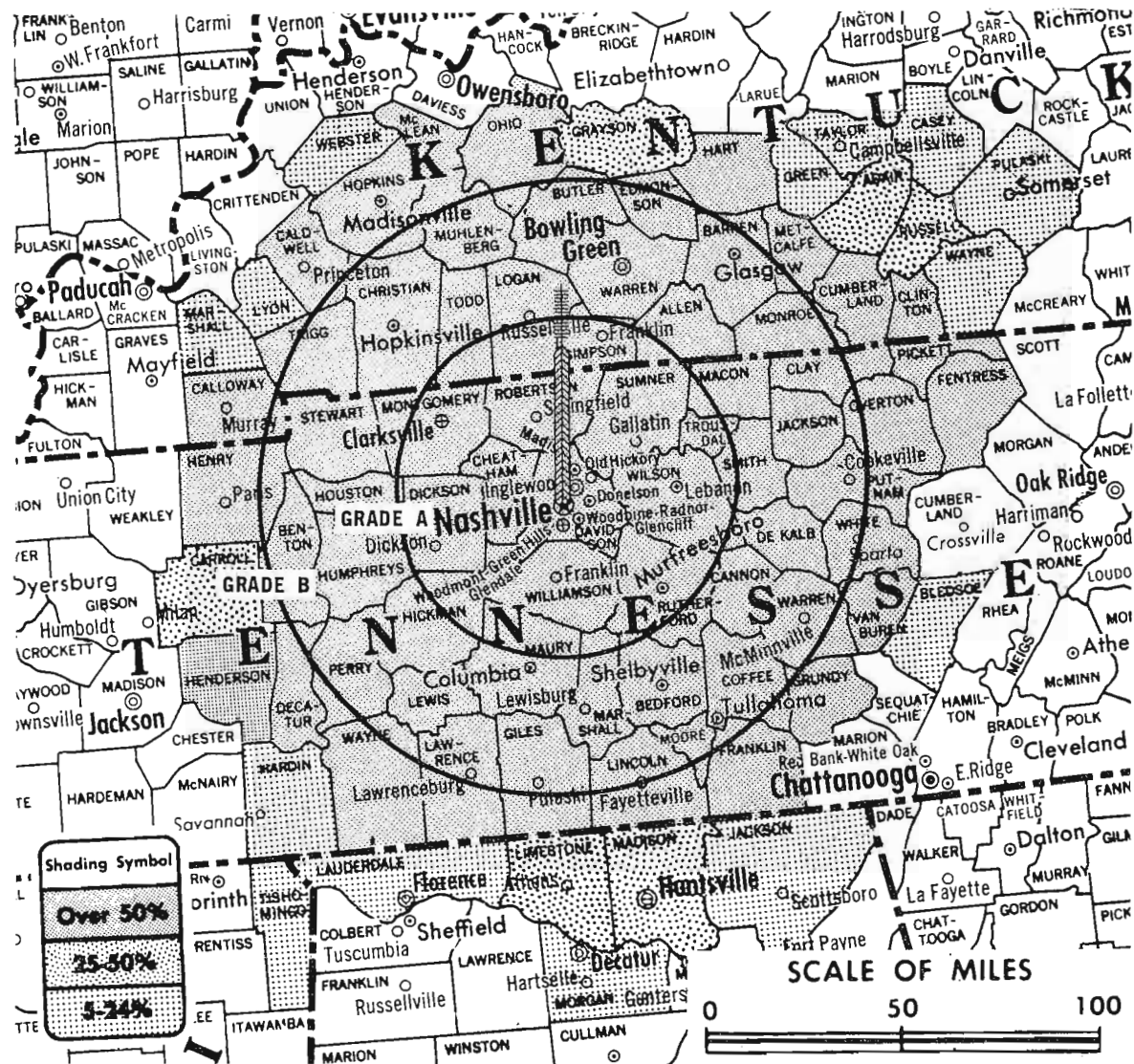
Transmitter: Brick Church Pike & Old Hickory Blvd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

WLAC-TV Ref: FCC File No. BMPCT-1702 Granted 1/21/54

©American Map Co., Inc., N.Y., No. 14244

## WLAC-TV

Licensee: WLAC-TV Inc., 474 James Robertson Parkway, Nashville (37219).

Studio: 474 James Robertson Pkwy.

Telephone: 615-244-5000.

TWX No.: 810-371-1168.

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 80% of Life & Casualty is owned by American General Insurance Co. Radios WLAC & FM are operated as separate entities. 100% owned by Life & Casualty.

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). Note: American General Insurance Co. acquired Murchisons' interest in 1966.

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, v.p. & executive assistant.  
HAROLD C. CRUMP, v.p. & director of sales.  
ROY A. SMITH, v.p. & director of operations.  
RALPH L. HUCABY, v.p. & director of engineering.  
THOMAS E. ERVIN, general sales manager.

DIGEST OF RATE CARD NO. A15  
(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.*	20 Sec.*	ID*	
Class AA—7-10 p.m., daily.	\$1175.00	\$750.00	\$375.00	\$300.00	\$300.00	\$250.00	\$150.00

\*Class A—6:30-10:30 p.m., daily. Average rates for estimating.

NETWORK BASE HOURLY RATE: \$1175.

660-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>KENTUCKY</b>			
	Allen	3,700	3,300	89
	Barren	9,000	8,100	91
	Butler	2,300	2,000	87
	Caldwell	4,500	3,800	85
	Calloway	7,200	6,500	91
	Christian	17,000	15,600	92
	Clinton	2,000	1,700	82
	Cumberland	1,800	1,400	80
	Edmonson	2,000	1,700	82
	Hart	4,300	3,800	90
	Hopkins	12,500	11,100	89
	Logan	6,400	5,800	91
	Mc Lean	3,100	2,800	91
	Metcalfe	2,300	2,000	87
	Monroe	3,000	2,700	90
	Muhlenberg	7,500	6,800	90
	Ohio	4,900	4,400	89
	Simpson	3,700	3,400	91
	Todd	3,000	2,700	90
	Trigg	2,700	2,400	91
Warren	14,900	13,600	91	
<b>TENNESSEE</b>				
Bedford	7,300	6,700	92	
Benton	3,500	3,100	88	
Cannon	2,500	2,200	89	
Cheatham	2,900	2,700	93	
Clay	1,600	1,400	83	
Coffee	9,800	9,100	93	
Davidson	138,600	132,300	95	
Decatur	2,200	1,800	85	
De Kalb	3,200	2,800	88	
Dickson	5,800	5,400	93	
Fentress	3,000	2,400	82	
Franklin	7,600	6,800	91	
Giles	5,900	5,100	86	
Grundy	3,000	2,500	84	
Henderson	4,900	4,300	87	
Henry	7,200	6,200	87	
(Continued on page 663-b)				
Station Totals		668,500	603,100	90
Net Weekly Circulation (March 1967)				442,400
Average Daily Circulation (March 1967)				348,700



# Tennessee—Nashville



**WSIX-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 31.6-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, live, film, slide & tape.

News Wire Service: UPI.

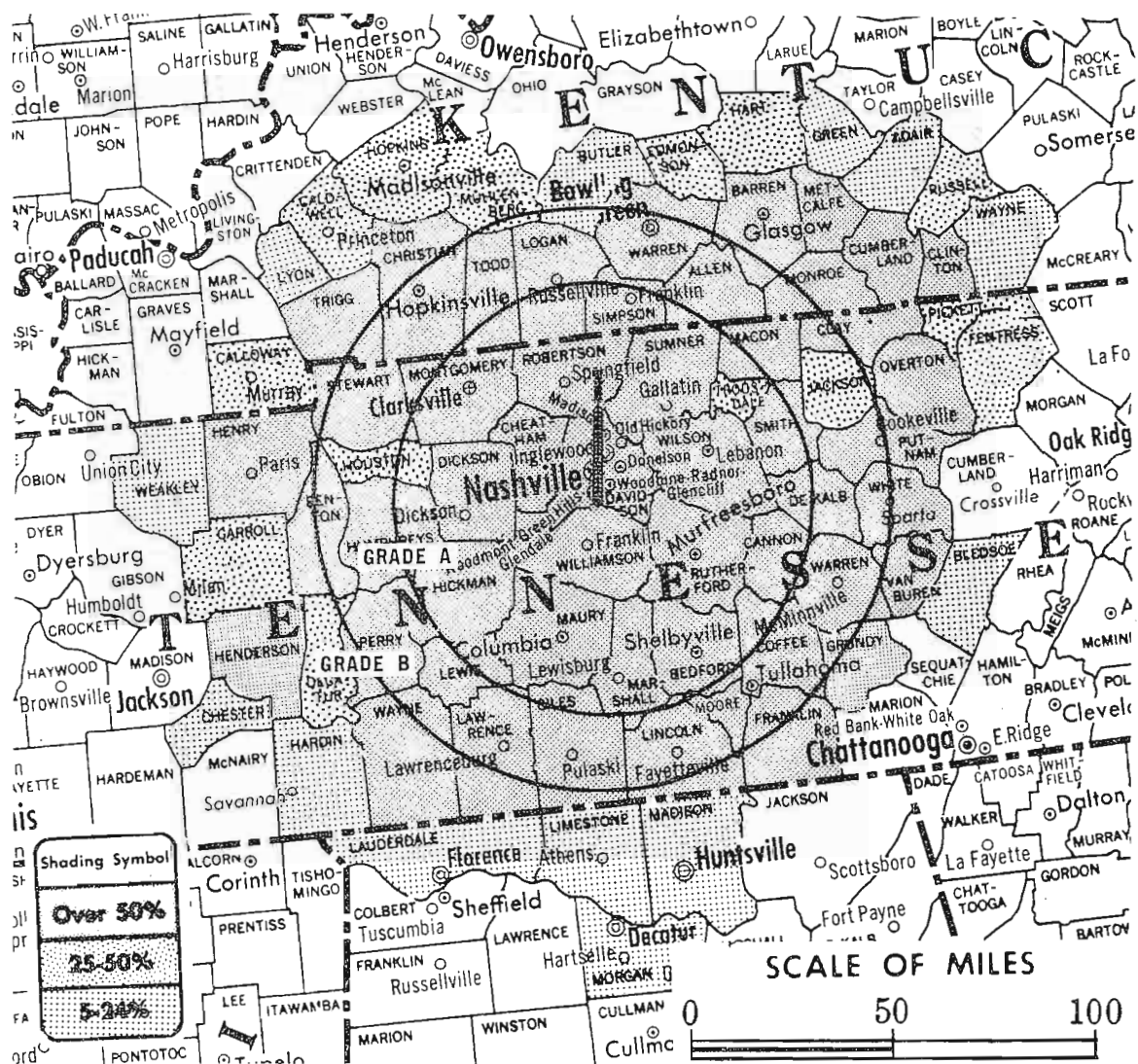
Facsimile Service: UPI.

News Film Service: ABC.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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: General Electric Broadcasting Co. Inc., 441 Murfreesboro Rd. (37210).

Studio: 441 Murfreesboro Rd.

Telephone: 615-255-5431. TWX No.: 810-371-1943.

Ownership: See WRGB(TV), Schenectady-Albany-Troy, N.Y.

Began Operation: Nov. 28, 1953. Sale to present owner by Louis R. Draughon & associates approved April 6, 1966 by FCC (Television Digest, Vols. 5:41, 6:15).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

- A. DONOVAN FAUST, vice president & general manager.
- RAY J. SHOUSE, general sales manager.
- ROBERT B. UNDERWOOD, local sales manager.
- I. HAROLD GREENE, program manager.
- CHARLES R. DUKE, engineering manager.
- ALLEN D. CHRISTIANSEN, sales development & promotion mgr.
- ROBERT B. TITUS, business manager.
- KENNETH BLACKWELL, news manager.
- EDWARD STEINER, production manager.
- JANE ADAIR, traffic manager.

DIGEST OF RATE CARD NO. 10  
(Aug. 7, 1967)

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 \$225.00 \$225.00 \$112.50  
NETWORK BASE HOURLY RATE: \$950.

For Studio & Mobile Equipment  
of U.S. Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>KENTUCKY</b>			
	Allen	3,700	3,300	89
	Barren	9,000	8,100	91
	Christian	17,000	15,600	92
	Clinton	2,000	1,700	82
	Cumberland	1,800	1,400	80
	Logan	6,400	5,800	91
	Metcalf	2,300	2,000	87
	Monroe	3,000	2,700	90
	Simpson	3,700	3,400	91
	Todd	3,000	2,700	90
	Trigg	2,700	2,400	91
	Warren	14,900	13,600	91
	<b>TENNESSEE</b>			
	Bedford	7,300	6,700	92
	Benton	3,500	3,100	88
	Cannon	2,500	2,200	89
	Cheatham	2,900	2,700	93
	Clay	1,600	1,400	83
	Coffee	9,800	9,100	93
	Davidson	138,600	132,300	95
	De Kalb	3,200	2,800	88
	Dickson	5,800	5,400	93
	Franklin	7,600	6,800	91
	Giles	5,900	5,100	86
	Grundy	3,000	2,500	84
	Henderson	4,900	4,300	87
	Henry	7,200	6,200	87
	Hickman	3,300	2,900	90
	Humphreys	3,700	3,400	92
	Lawrence	8,200	7,300	89
	Lewis	2,000	1,800	87
	Lincoln	6,700	5,900	88
	Macon	3,600	3,200	89
	Marshall	5,100	4,700	92
	Maury	13,500	12,400	92
	Montgomery	17,100	16,100	94
	Moore	800	600	86

Over 50%

(Continued on page 663-b)

Station Totals	622,500	563,800	91
Net Weekly Circulation (March 1967)			376,900
Average Daily Circulation (March 1967)			235,400

# Tennessee—Nashville



**WSM-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 10-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"

Transmitter: Watts Lane.

Studio: 5700 Knob (37209).

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

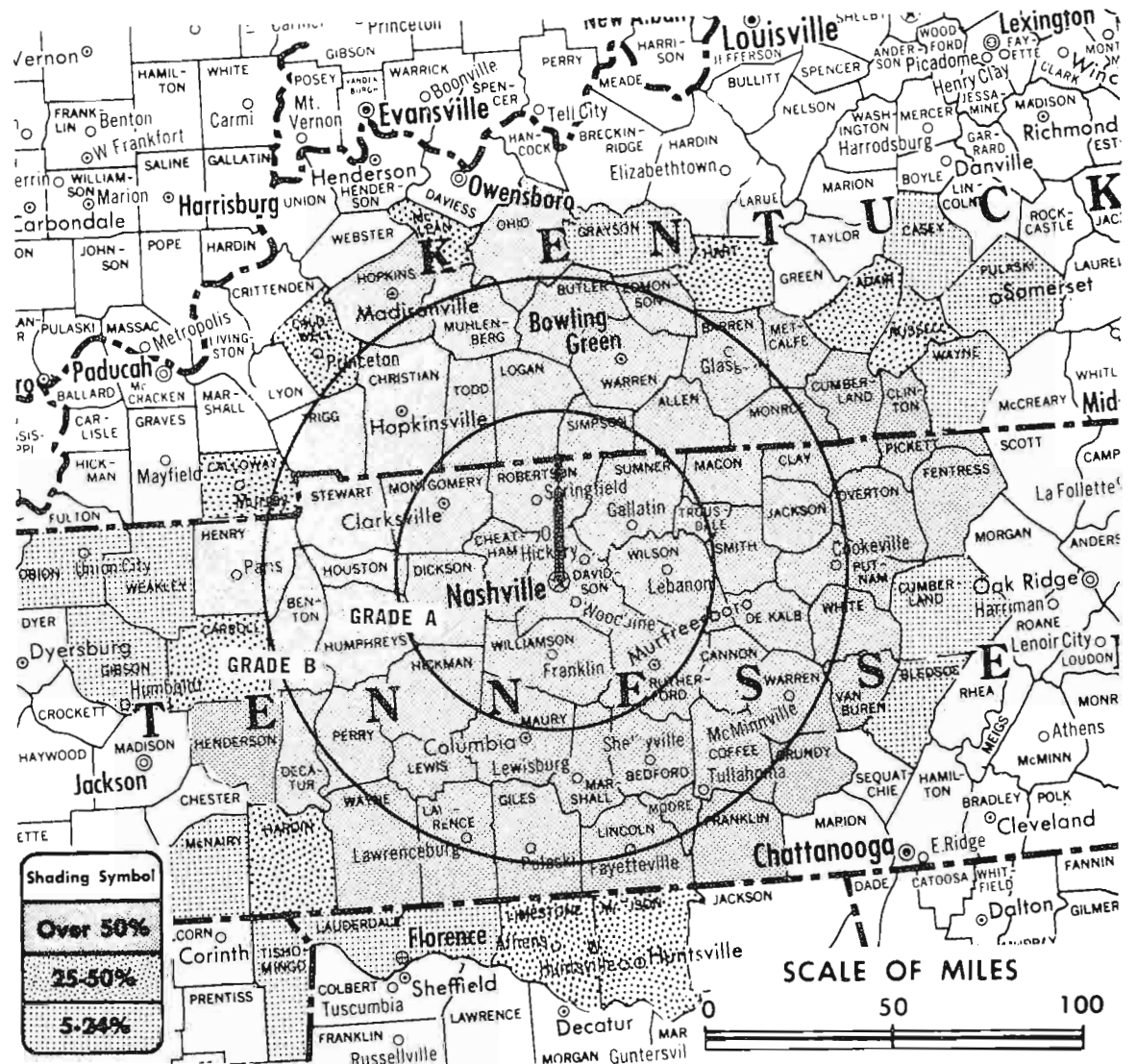
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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: 615-291-4975. TWX No.: 615-244-1064.

Ownership: 100% subsidiary of National Life & Accident Insurance Co. WSM Inc. also owns radio WLWM (FM), Nashville.

Began Operation: Sept. 30, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Personnel:

- J. H. DeWITT JR., president.
- IRVING WAUGH, v.p. & general manager.
- HI BRAMHAM, commercial manager.
- BRAD CRANDALL, operations manager & film buyer.
- ELMER ALLEY, production manager.
- AARON SHELTON, chief engineer.

### DIGEST OF RATE CARD NO. 2—(May 15, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$1100.00 \$650.00 \$360.00 \$300.00 Graded rates apply\*

\*Highest rate: \$471.

NETWORK BASE HOURLY RATE: \$1125.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>KENTUCKY</b>				
		Allen	3,700	3,300	89
		Barren	9,000	8,100	91
		Butler	2,300	2,000	87
		Christian	17,000	15,600	92
		Clinton	2,000	1,700	82
		Cumberland	1,800	1,400	80
		Edmonson	2,000	1,700	82
		Hopkins	12,500	11,100	89
		Logan	6,400	5,800	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KENTUCKY—(Continued)</b>				
	Metcalfe	2,300	2,000	87
	Monroe	3,000	2,700	90
	Muhlenberg	7,500	6,800	90
	Ohio	4,900	4,400	89
	Simpson	3,700	3,400	91
	Todd	3,000	2,700	90
	Trigg	2,700	2,400	91
	Warren	14,900	13,600	91
<b>TENNESSEE</b>				
	Bedford	7,300	6,700	92
	Benton	3,500	3,100	88
	Cannon	2,500	2,200	89
	Cheatham	2,900	2,700	93
	Clay	1,600	1,400	83
	Coffee	9,800	9,100	93
	Davidson	138,600	132,300	95
	Decatur	2,200	1,800	85
	De Kalb	3,200	2,800	88
	Dickson	5,800	5,400	93
	Fentress	3,000	2,400	82
	Franklin	7,600	6,800	91
	Giles	5,900	5,100	86
	Grundy	3,000	2,500	84
	Henderson	4,900	4,300	87
	Henry	7,200	6,200	87
	Hickman	3,300	2,900	90
	Houston	1,200	1,000	86
	Humphreys	3,700	3,400	92
	Jackson	2,200	1,800	84
	Lawrence	8,200	7,300	89
	Lewis	2,000	1,800	87
	Lincoln	6,700	5,900	88
	Macon	3,600	3,200	89
	Marshall	5,100	4,700	92
	Maury	13,500	12,400	92
	Montgomery	17,100	16,100	94
	Moore	800	600	86

**Over 50%**

(Continued on page 663-b)

Station Totals	666,500	601,100	90
Net Weekly Circulation (March 1967)			433,800
Average Daily Circulation (March 1967)			334,100

**WLAC-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
<b>Over 50 %</b>	Hickman	3,300	2,900	90
	Houston	1,200	1,000	86
	Humphreys	3,700	3,400	92
	Jackson	2,200	1,800	84
	Lawrence	8,200	7,300	89
	Lewis	2,000	1,800	87
	Lincoln	6,700	5,900	88
	Macon	3,600	3,200	89
	Marshall	5,100	4,700	92
	Maury	13,500	12,400	92
	Montgomery	17,100	16,100	94
	Moore	800	600	86
	Overton	3,500	3,000	84
	Perry	1,100	1,000	88
	Pickett	900	800	83
	Putnam	8,500	7,600	89
	Robertson	8,600	7,900	93
	Rutherford	16,900	15,800	94
	Smith	3,500	3,200	91
	Stewart	1,900	1,700	90
	Sumner	13,800	12,700	93
	Trousdale	1,200	1,100	90
	Van Buren	900	800	81
	Warren	7,400	6,500	88
Wayne	3,000	2,400	80	
White	4,700	4,100	88	
Williamson	7,500	6,800	91	
Wilson	9,100	8,400	92	
<b>Between 25-50 %</b>	ALABAMA			
	Limestone	11,200	9,700	86
	Madison	54,900	49,400	90
	KENTUCKY			
	Adair	3,800	3,000	79
Grayson	4,600	4,000	85	
Russell	2,700	2,200	83	
TENNESSEE				
Carroll	6,900	6,000	87	
<b>Between 5-24 %</b>	ALABAMA			
	Jackson	9,700	8,600	88
	Lauderdale	19,400	16,800	86
	Morgan	19,600	17,600	90
	KENTUCKY			
	Casey	3,400	2,700	79
	Green	3,600	3,000	86
	Lyon	1,300	1,100	87
	Marshall	6,200	5,800	94
	Pulaski	9,300	7,300	79
	Taylor	5,600	4,800	87
	Wayne	3,700	2,600	72
	Webster	4,800	4,100	87
	MISSISSIPPI			
Tishomingo	4,100	3,300	82	
TENNESSEE				
Bledsoe	1,800	1,500	84	
Hardin	5,200	4,300	83	

**WSIX-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
<b>Over 50 %</b>	Overton	3,500	3,000	84
	Perry	1,100	1,000	88
	Putnam	8,500	7,600	89
	Robertson	8,600	7,900	93
	Rutherford	16,900	15,800	94
	Smith	3,500	3,200	91
	Stewart	1,900	1,700	90
	Sumner	13,800	12,700	93
	Van Buren	900	800	81
	Warren	7,400	6,500	88
	Wayne	3,000	2,400	80
	White	4,700	4,100	88
	Williamson	7,500	6,800	91
	Wilson	9,100	8,400	92

**Tennessee—Nashville**

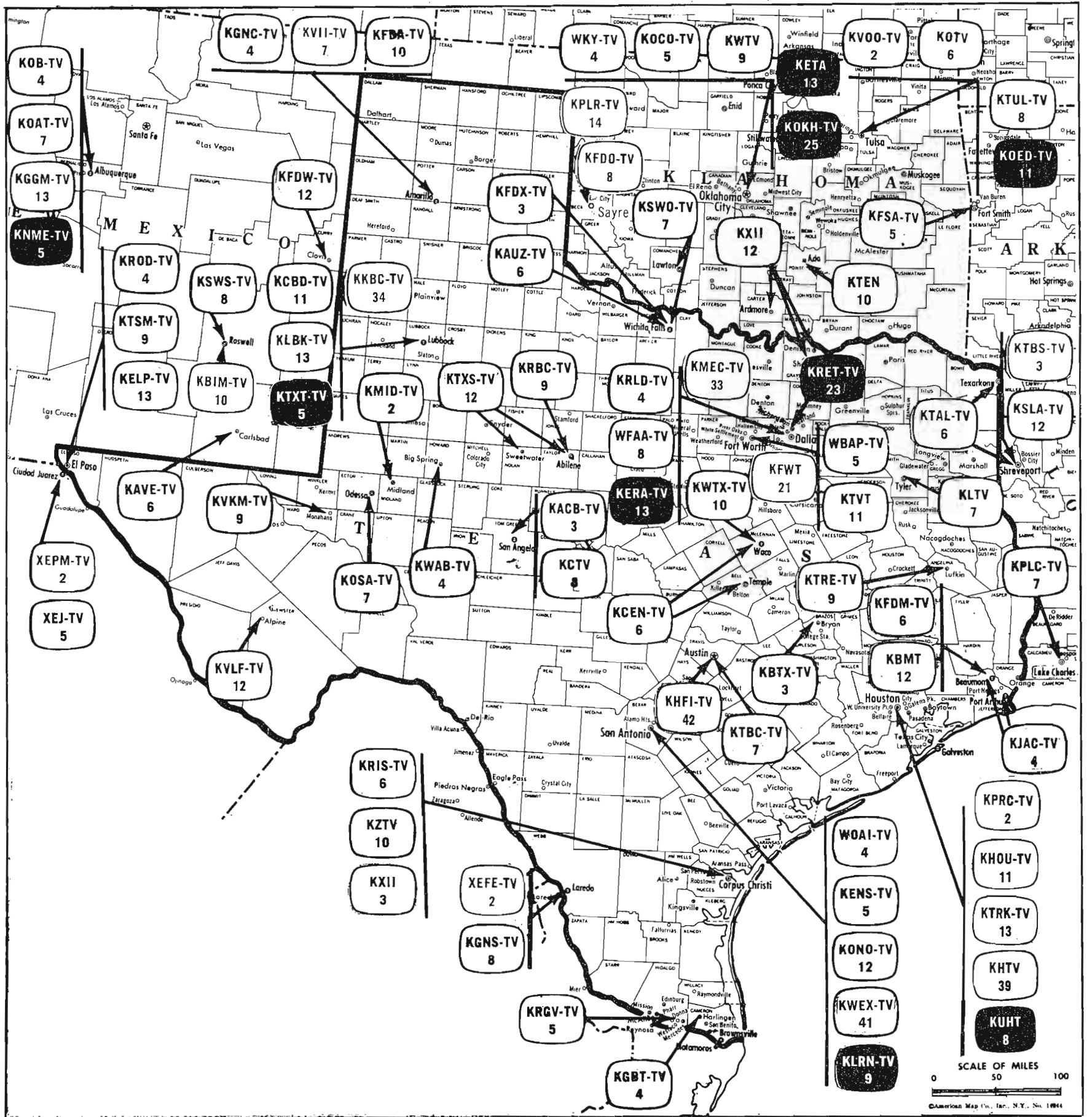
**WSIX-TV—(Continued)**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	KY. Caldwell	4,500	3,800	85
	Calloway	7,200	6,500	91
	Edmonson	2,000	1,700	82
	Hart	4,300	3,800	90
	Hopkins	12,500	11,100	89
	Muhlenberg	7,500	6,800	90
	Russell	2,700	2,200	83
	TENN. Carroll	6,900	6,000	87
	Decatur	2,200	1,800	85
	Fentress	3,000	2,400	82
	Houston	1,200	1,000	86
Jackson	2,200	1,800	84	
Pickett	900	800	83	
Trousdale	1,200	1,100	90	
<b>Between 5-24 %</b>	ALA. Lauderdale	19,400	16,800	86
	Limestone	11,200	9,700	86
	Madison	54,900	49,400	90
	Morgan	19,600	17,600	90
	KY. Adair	3,800	3,000	79
	Butler	2,300	2,000	87
	Green	3,600	3,000	86
	Lyon	1,300	1,100	87
	Wayne	3,700	2,600	72
	TENN. Bledsoe	1,800	1,500	84
	Chester	2,500	2,200	89
Hardin	5,200	4,300	83	
Weakley	7,200	6,300	88	

**WSM-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
<b>Over 50 %</b>	Overton	3,500	3,000	84
	Perry	1,100	1,000	88
	Pickett	900	800	83
	Putnam	8,500	7,600	89
	Robertson	8,600	7,900	93
	Rutherford	16,900	15,800	94
	Smith	3,500	3,200	91
	Stewart	1,900	1,700	90
	Sumner	13,800	12,700	93
	Trousdale	1,200	1,100	90
	Van Buren	900	800	81
	Warren	7,400	6,500	88
	Wayne	3,000	2,400	80
	White	4,700	4,100	88
Williamson	7,500	6,800	91	
Wilson	9,100	8,400	92	
<b>Between 25-50 %</b>	ALA. Limestone	11,200	9,700	86
	Madison	54,900	49,400	90
	KY. Adair	3,800	3,000	79
	Caldwell	4,500	3,800	85
	Calloway	7,200	6,500	91
	Hart	4,300	3,800	90
	Mc Lean	3,100	2,800	91
	Russell	2,700	2,200	83
	TENN. Carroll	6,900	6,000	87
	Hardin	5,200	4,300	83
	<b>Between 5-24 %</b>	ALA. Lauderdale	19,400	16,800
KY. Casey		3,400	2,700	79
Grayson		4,600	4,000	85
Pulaski		9,300	7,300	79
Wayne		3,700	2,600	72
MISS. Tishomingo		4,100	3,300	82
MO. Pemiscot		9,100	8,000	87
TENN. Bledsoe		1,800	1,500	84
Cumberland		5,200	4,300	84
Gibson		13,900	12,400	90
Mc Nairy		4,800	4,200	86
Obion	8,600	7,800	91	
Weakley	7,200	6,300	88	

# Texas



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Dallas-Ft. Worth	773,700	15	1,044,900	24	974,100	25
Houston	573,100	26	728,400	44	672,800	45
San Antonio	316,600	57	474,000	84	424,000	88
Beaumont-Port Arthur	169,200	105	250,000	139	230,100	140
Waco-Temple	147,500	117	294,000	127	265,100	127



Market	ARB Net Weekly		Total Homes	Rank	TV	
	Circulation	Rank			Households	Rank
Amarillo	145,300	118	207,900	149	192,900	149
Austin	138,200	125	258,100	136	230,200	139
Wichita Falls-Lawton	134,500	128	190,300	156	177,700	154
El Paso	122,100	134	141,300	176	131,100	176
Lubbock	113,700	141	167,100	172	156,600	169
Corpus Christi	111,600	143	202,500	151	182,300	151
Odessa-Midland	106,800	151	178,900	163	166,700	159
Abilene-Sweetwater	97,100	154	177,000	166	162,900	161
Tyler	92,800	158	181,700	159	160,300	166
Lower Rio Grande Valley (Harlingen-Weslaco)	83,700	163	96,600	190	86,200	194
Lufkin	31,400	201	79,600	200	69,000	204
San Angelo	27,100	205	40,900	218	36,600	218
Laredo	14,400	212	18,000	224	15,700	224

### Texas Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
☐ Commercial Television Stations	44	6	50
● Educational Television Stations	4	1	5
			55

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

### KERA-TV

**Dallas**

Ch. 13

Non-Commercial Educational Station

Licensee: Area Educational TV Foundation Inc., 3000 Harry Hines Blvd., Dallas (75201).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 10.7-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"

### KUHT

**Houston**

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston.

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"

### KTXT-TV

**Lubbock**

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech Station Box 4359.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.7-kw visual, 5.13-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, 400 S. Greenville Ave., Richardson, Tex. (75080).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 3.39-kw visual, .676-kw aural. Antenna: 260-ft. above av. terrain, 158-ft. above ground, 7.98-ft. above sea level.

Latitude	32°	57'	08"
Longitude	96°	45'	41.5"

### 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: 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"

### 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.	20 Sec.	10 Sec.
Class AAA—5-11 p.m.						
\$105.60	\$60.00	\$40.00	\$30.00	\$30.00	\$18.00	\$12.00

# Texas

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**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.)

**KJAC-TV**  
Port Arthur  
(See Beaumont, Tex.)

**KFDM-TV**  
Port Arthur  
(See Beaumont, Tex.)

**KXII**  
Sherman  
(See Ardmore, Okla.)

**KTXS-TV**  
Sweetwater  
(See Abilene, Tex.)

**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.)

### KVII-TV, Amarillo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	NEW MEXICO			
	Harding	500	300	74
	Roosevelt	5,100	4,600	91
	OKLAHOMA			
	Beaver	2,200	2,000	91
	Ellis	1,400	1,200	80
	Roger Mills	1,200	1,000	85
	TEXAS			
Floyd	4,100	3,800	95	

### KGNC-TV, Amarillo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	OKLAHOMA			
	Beaver	2,200	2,000	91
	Ellis	1,400	1,200	80
	Roger Mills	1,200	1,000	85
	TEXAS			
	Bailey	3,100	2,900	93
	Floyd	4,100	3,800	95
	Hardeman	2,200	1,900	88

# Texas—Abilene



**KRBC-TV**



Ch. 9

[Also operates satellite KACB-TV, San Angelo, Tex.]

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 537-ft. above ground, 2887-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mt.

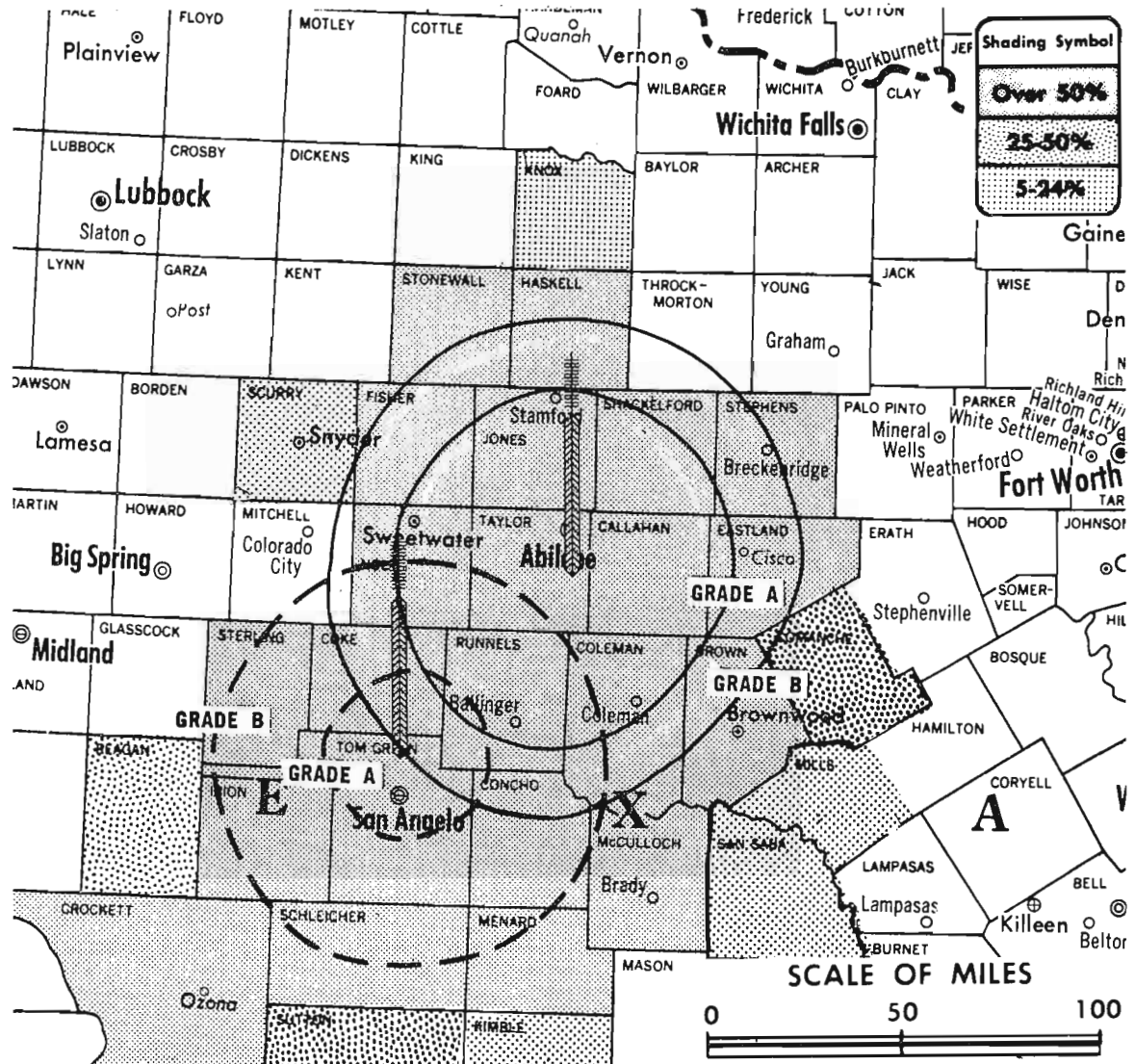
Studio: 4510 S. 14th St.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kc (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KRBC-TV Ref: FCC File No. BPCT-3492 Granted 4/18/66  
KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

©American Map Co., Inc., N.Y., No. 14244

## 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%; Christine Ackers Cagle, v.p., 20%; Jack Andrews, secy.-treas., 29.17%; Mrs. Lewis J. Ackers, 12.5%; Carol Cagle trust, 9.17%. 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 Blair TV.

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.  
GENE SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 12 (July 15, 1966)

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	\$135.00*	\$70.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

ARB Data: Figures include Satellite KACB-TV, San Angelo, Tex.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Brown	7,700	6,700	86
	Callahan	2,200	2,100	93
	Coke	900	800	92
	Coleman	3,600	3,300	92
	Concho	700	600	91
	Crockett	1,200	1,000	84
	Eastland	6,200	5,500	88
	Fisher	1,900	1,700	90
	Haskell	3,100	2,800	90
	Irion	400	300	84
	Jones	5,800	5,400	93
	Mc Culloch	2,300	1,800	79
	Menard	700	400	66
	Nolan	6,000	5,600	94
	Runnels	4,300	3,900	92
	Schleicher	900	800	88
Shackelford	900	800	89	
Stephens	2,500	2,200	89	
Sterling	400	300	87	
Stonewall	700	600	95	
Taylor	37,100	35,100	95	
Tom Green	22,200	20,700	93	
<b>Between 25-50%</b>	TEXAS			
	Comanche	3,200	2,700	83
	Reagan	1,100	1,100	97
	Sutton	1,100	800	76
<b>Between 5-24%</b>	TEXAS			
	Kimble	1,100	800	75
	Knox	2,000	1,700	89
	Mills	1,000	900	84
	San Saba	1,400	1,200	87
	Scurry	5,400	5,000	93
Station Totals		128,000	116,600	91
Net Weekly Circulation (March 1967)				97,100
Average Daily Circulation (March 1967)				80,900

# Texas—Sweetwater-Abilene



## KTXS-TV

Ch. 12

[Affiliated with KLBK-TV, Lubbock, & semi-satellite KWAB-TV, Big Spring, Tex.]

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.7"  
Longitude 100° 06' 24.8"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Telephones: 915-692-2222 (Abilene); 915-234-4895 (Sweetwater).

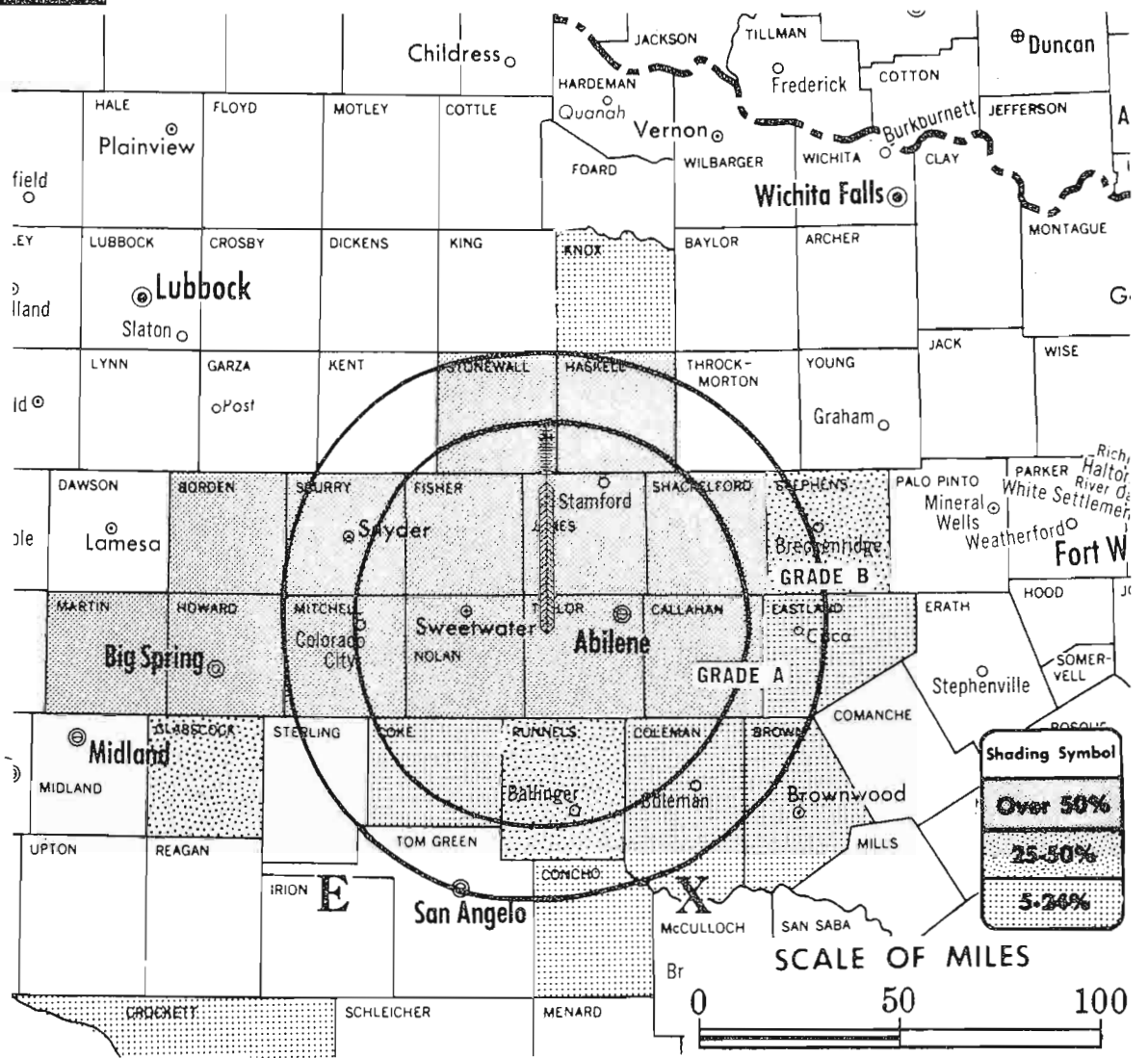
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



KTXS-TV Ref: FCC File No. BMPCT-5021 Granted 4/23/58

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## KTXS-TV

Licensee: Texas Key Broadcasters Inc., P.O. Box 2997, Abilene, Tex. (79604).

Studio: U.S. Hwy. 80, 1-mi. E of Sweetwater. Abilene Studios: U.S. Hwy. 83.

TWX No.: 910-896-4321.

Ownership: Grayson Enterprises (KLBK-TV, Lubbock), 100%.

Began Operation: Jan. 30, 1956. Operation by former owners A. R. Elam & associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25).

Represented (sales) by H-R Television Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

WILLIAM F. de TOURNILLON, station manager.  
STUART KLEIN, national sales manager.  
JAMES HALLMARK, operations director.  
J. T. ALLEN, chief engineer.

### DIGEST OF RATE CARD NO. C-1—(Sept. 15, 1966)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$105.00	Graded rates apply*	

\*Average rate: \$72.

Combination Rate: Sold in combination with KWAB-TV, Big Spring, Tex. Also combination rate with KCTV, San Angelo, Tex. (West Texas Television Network).

NETWORK BASE HOURLY RATE: \$225.

For Index to Contents, see Services Volume

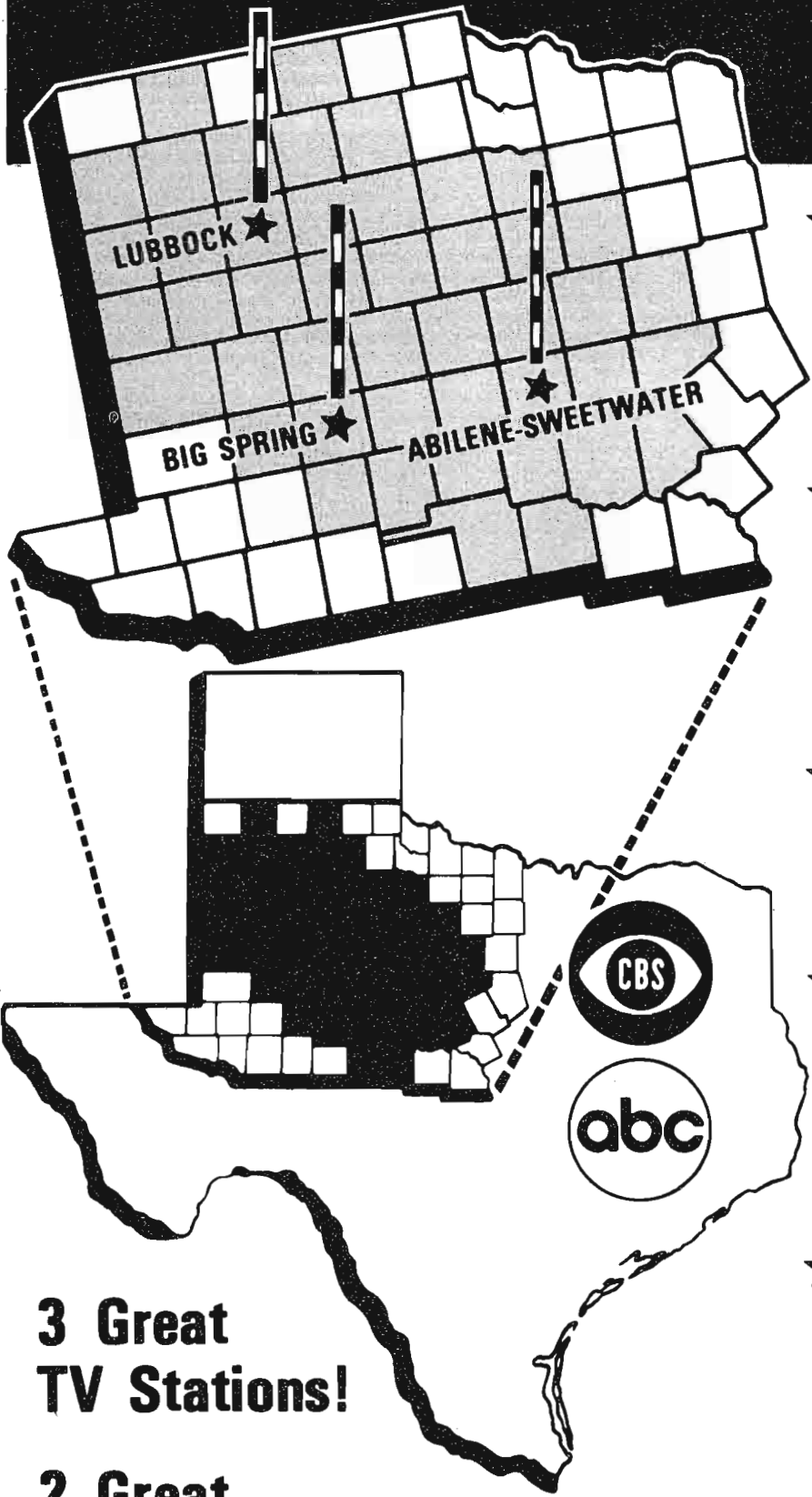
ARB Data: Figures include satellite KWAB-TV, Big Spring but do not reflect current coverage since KTXS-TV increased its facilities after the survey was made.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Borden	300	300	89
	Callahan	2,200	2,100	93
	Fisher	1,900	1,700	90
	Haskell	3,100	2,800	90
	Howard	14,400	13,800	96
	Jones	5,800	5,400	93
	Martin	1,500	1,400	95
	Mitchell	2,800	2,500	90
	Nolan	6,000	5,600	94
	Scurry	5,400	5,000	93
	Shackelford	900	800	89
	Stonewall	700	600	95
Taylor	37,100	35,100	95	
<b>Between 25-50%</b>	TEXAS			
	Glasscock	400	300	97
	Runnels	4,300	3,900	92
<b>Between 5-24%</b>	TEXAS			
	Brown	7,700	6,700	86
	Coke	900	800	92
	Coleman	3,600	3,300	92
	Concho	700	600	91
	Crockett	1,200	1,000	84
	Eastland	6,200	5,500	88
	Knox	2,000	1,700	89

Station Totals	111,600	103,100	92
Net Weekly Circulation (March 1967)			75,800
Average Daily Circulation (March 1967)			52,700



# *the West Texas Television Network now gives you...*



**3 Great  
TV Stations!**

**2 Great  
Radio Stations!**

★ **ABILENE-SWEETWATER'S  
MOST POWERFUL STATION...**

Now operating at full power, with 316,000 watts. Increasing our coverage pattern to over 122,000 TV homes . . . Serving the largest area of any station in the "Big Country."

★ **TALLEST TOWER...**

Our tower height was 568 feet above ground and is now 1,080 feet, 3,550 feet above sea level, making KTXS-TV the tallest television tower in the "Big Country." We now cover areas with TV homes that were previously only reached by cable systems, with great cost to the viewing public.

★ **TOTAL COLOR...**

Offering full color . . . live, film, tape, slides and network. We have complete GE color equipment from antenna to transmitter, enabling us to give you the finest in color TV.

★ **THE FINEST PROGRAMMING  
FROM TWO NETWORKS...**

Combining the top rated shows of CBS and ABC into a powerful program schedule that is not available anywhere else in the Southwest. Supplemented by live local color programming from new KTXS-TV studios.

★ **THE SOUTHWEST'S FINEST  
BROADCAST STUDIOS...**

West Texas' newest and finest television station . . . An entire new operations plant with over 22,000 square feet of studios, stages, taping facilities, art production, film processing, and remote color equipment.

Represented by  **TELEVISION, INC.**

- KLBK - TV Lubbock**
- KTXS - TV Abilene-Sweetwater**
- KWAB-TV Big Spring**
- KLBK - AM RADIO Lubbock**
- KLBK - FM RADIO Lubbock**

# Texas—Amarillo



**KFDA-TV**



Ch. 10

[Also operates satellites KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla.]

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 302-kw visual, 41.7-kw aural. Antenna: 800-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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

ARB Data: Figures for this station include satellites KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla.

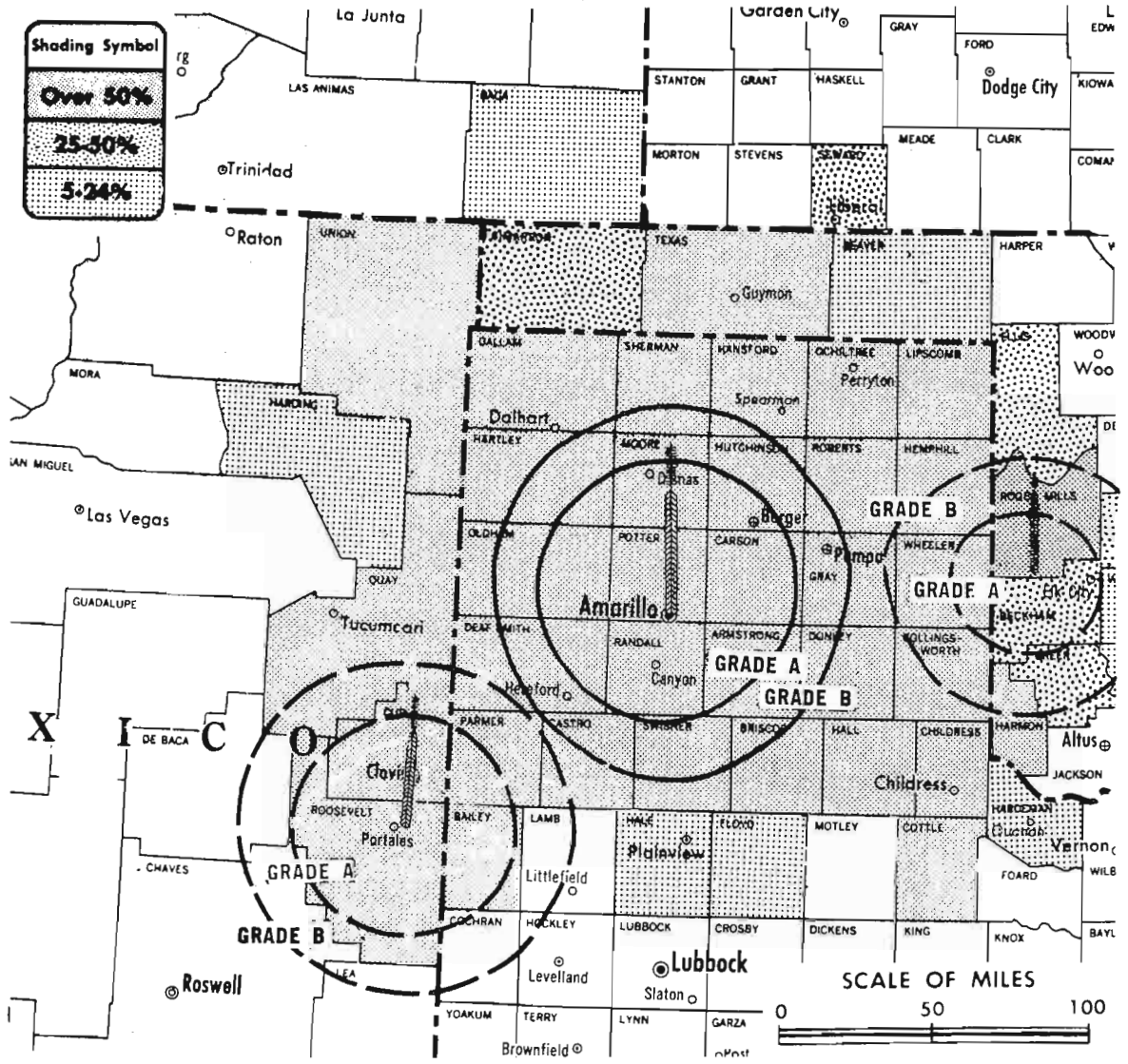
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KFDA-TV Ref: FCC File No. BPCT-2453 Granted 2/21/58

©American Map Co., Inc., N.Y., No. 14244

## KFDA-TV

Licensee: Bass Broadcasting Co., Broadway at Cherry Ave., Box 1400.

Studio: Broadway at Cherry Ave. (79105).

Telephone: 806-383-2226. TWX No.: 806-376-5751.

Ownership: Bass Bcstg. Co. owners: Perry R. Bass, 51.58%; Bass Brothers Enterprises Inc., 39.96%; 8 other stockholders, 8.46%. Bass Bcstg. also owns KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla. Western Telecasters Inc., a wholly owned subsidiary of Bass Brothers Enterprises, owns KCST (TV), San Diego, Cal.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- BILL E. COOK, vice president & general manager.
- ALLEN GRANT, program manager & film buyer.
- LEE WEBB, director of news & public affairs.
- BILL CANADY, chief engineer.
- EDDIE BELTER, film director.
- GEORGE FINNEGAN, local, regional & national sales.

### DIGEST OF RATE CARD NO. 13—(June 15, 1967)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$135.00 ..... \$120.00 \$65.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW MEXICO			
	Curry	10,400	9,600	92
	Quay	2,900	2,500	86
	Roosevelt	5,100	4,600	91
	Union	1,600	1,200	80

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	OKLAHOMA			
	Harmon	1,400	1,300	89
	Roger Mills	1,200	1,000	85
	Texas	4,700	4,300	91
	TEXAS			
	Armstrong	400	400	93
	Bailey	3,100	2,900	93
	Briscoe	1,100	1,000	93
	Carson	2,400	2,400	97
	Castro	2,900	2,600	90
	Childress	1,800	1,600	90
	Collingsworth	1,300	1,000	80
	Cottle	700	600	86
	Dallam	1,500	1,400	90
	Deaf Smith	4,500	4,200	93
	Donley	1,000	800	86
	Gray	11,800	11,200	95
	Hall	1,400	1,100	83
	Hansford	2,300	2,200	95
	Hartley	700	600	96
	Hemphill	600	500	91
	Hutchinson	11,200	10,800	96
	Lipscomb	800	700	83
Moore	4,600	4,400	96	
Ochiltree	3,400	3,200	93	
Oldham	500	500	92	
Parmer	3,500	3,300	92	
Potter	43,400	41,300	95	
Randall	14,800	14,500	98	
Roberts	400	300	97	
Sherman	800	800	93	
Swisher	3,600	3,500	96	
Wheeler	2,000	1,600	82	
<b>Between 25-50%</b>	KANSAS			
	Seward	5,900	5,400	92
	OKLAHOMA			
	Beckham	5,600	4,900	87
	Cimarron	1,400	1,200	84
Custer	7,400	6,700	91	

(Continued on page 701-b)

Station Totals	211,700	196,000	93
Net Weekly Circulation (March 1967)			145,300
Average Daily Circulation (March 1967)			119,200

# Texas—Amarillo



**KGNC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 10-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, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

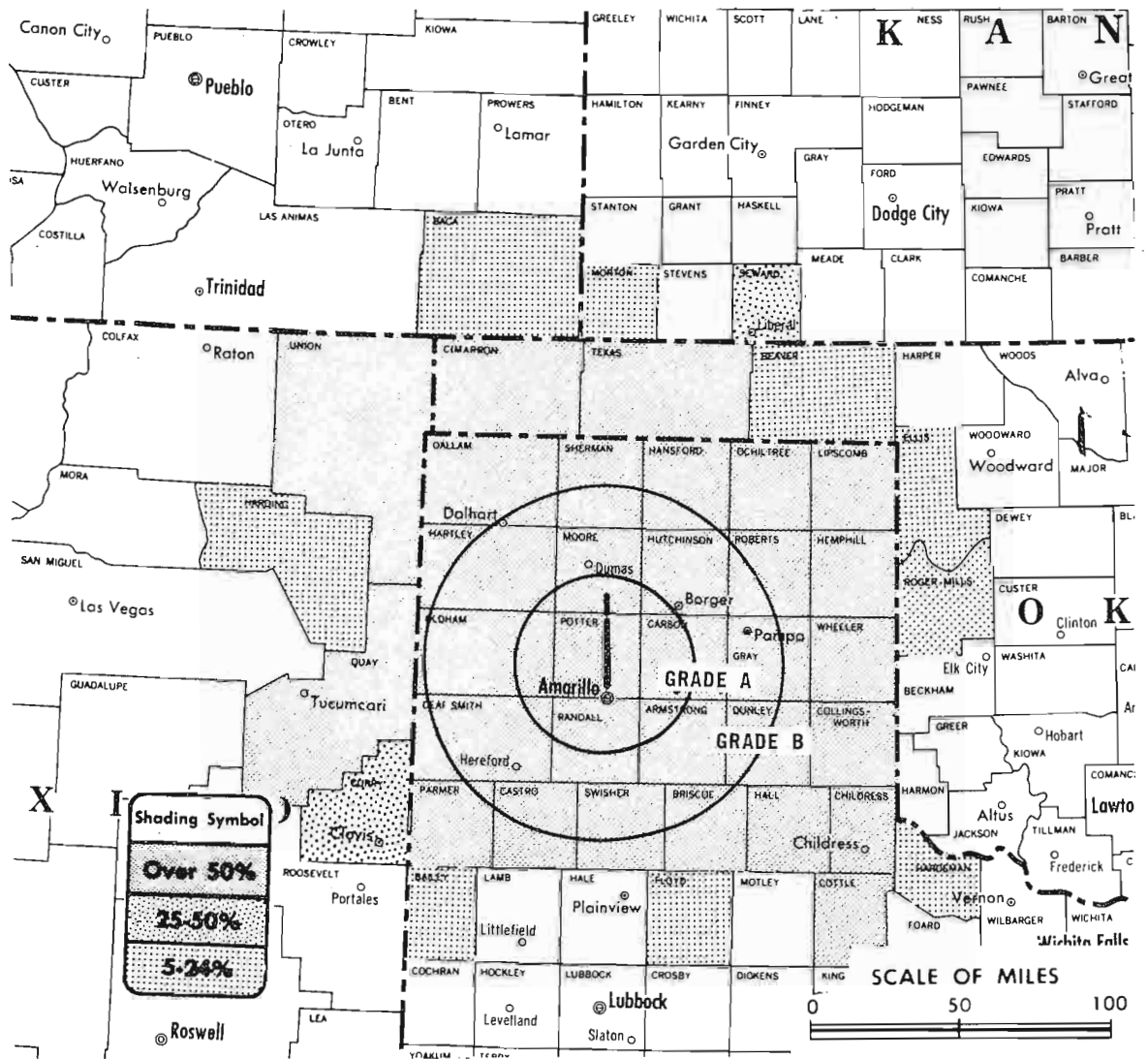
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KGNC-TV Ref: FCC File No. BPCT-769 Granted 10/8/52

©American Map Co., Inc., N.Y., No. 14244

## 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 Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Consulting Engineers.

Personnel:

- BOB WATSON, general manager & film buyer.
- BILL TORBERT, operations manager.
- ROSS NEWBY, sales manager.
- CALVIN HANDY, business manager.
- MARVIN ARMSTRONG, television supervisor.
- BOB NATHO, control room supervisor.
- MARY EDWARDS, film editor.
- CHARLES WRIGHT, promotion manager.

DIGEST OF RATE CARD NO. 17—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$110.00 \$110.00\* \$90.00\* \$55.00\*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	NEW MEXICO			
	Quay	2,900	2,500	86
	Union	1,600	1,200	80
	OKLAHOMA			
	Cimarron	1,400	1,200	84
	Texas	4,700	4,300	91
	TEXAS			
Armstrong	400	400	93	
Briscoe	1,100	1,000	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS—(Continued)			
	Carson	2,400	2,400	97
	Castro	2,900	2,600	90
	Childress	1,800	1,600	90
	Collingsworth	1,300	1,000	80
	Cottle	700	600	86
	Dallam	1,500	1,400	90
	Deaf Smith	4,500	4,200	93
	Donley	1,000	800	86
	Gray	11,800	11,200	95
	Hall	1,400	1,100	83
	Hansford	2,300	2,200	95
	Hartley	700	600	96
	Hemphill	600	500	91
	Hutchinson	11,200	10,800	96
	Lipscomb	800	700	83
	Moore	4,600	4,400	96
	Ochiltree	3,400	3,200	93
Oldham	500	500	92	
Parmer	3,500	3,300	92	
Potter	43,400	41,300	95	
Randall	14,800	14,500	98	
Roberts	400	300	97	
Sherman	800	800	93	
Swisher	3,600	3,500	96	
Wheeler	2,000	1,600	82	
Between 25-50%	KANSAS			
	Seward	5,900	5,400	92
	NEW MEXICO			
Curry	10,400	9,600	92	
Between 5-24%	COLORADO			
	Baca	2,000	1,400	71
	KANSAS			
	Morton	1,100	900	90
NEW MEXICO				
Harding	500	300	74	
(Continued on page 666-b)				
Station Totals		168,100	156,100	93
Net Weekly Circulation (March 1967)				123,200
Average Daily Circulation (March 1967)				96,300

# Texas—Amarillo



**KVII-TV**

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.

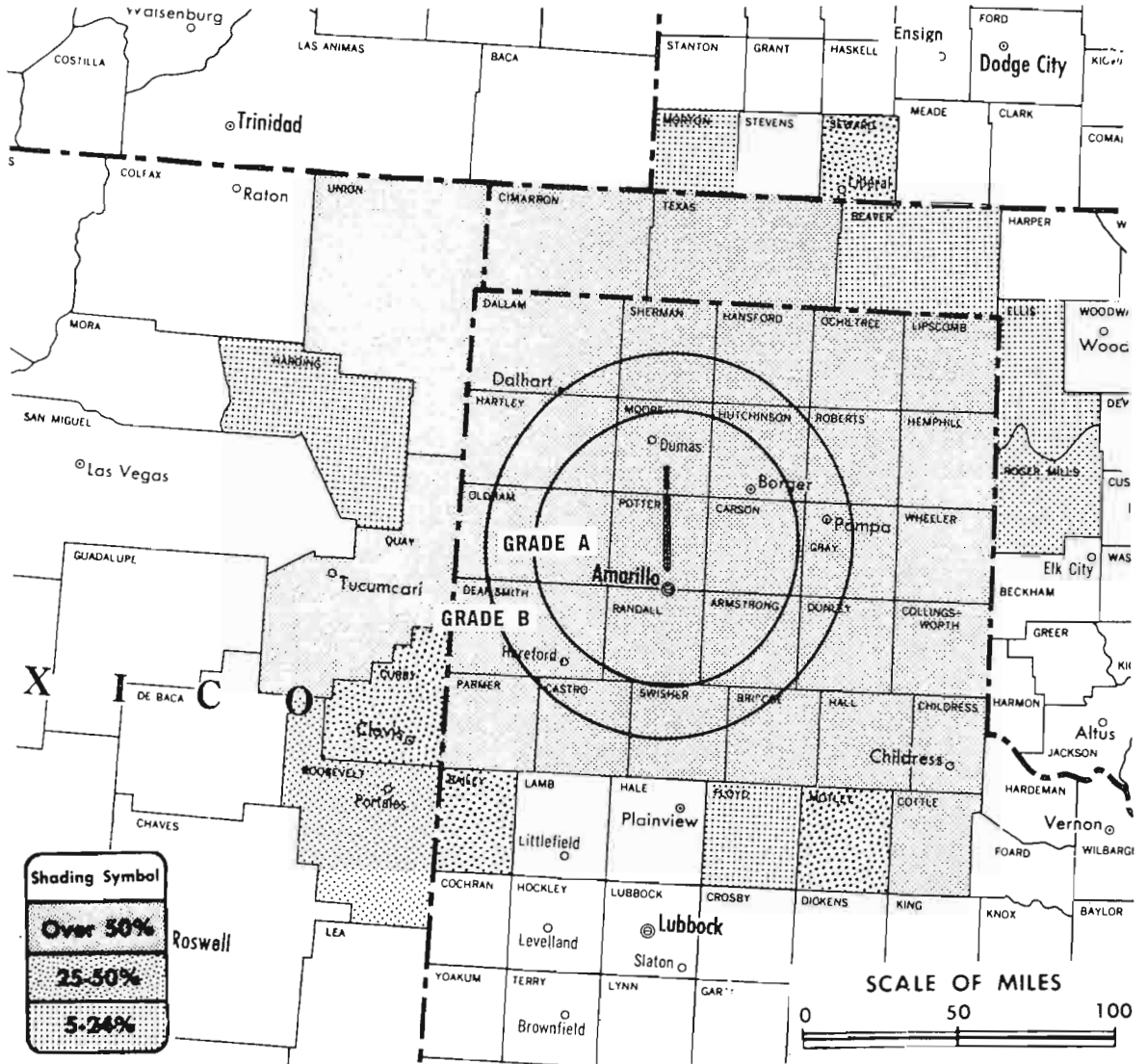
Latitude 35° 18' 55"  
Longitude 101° 50' 03"

Transmitter: U.S. Hwy. 287.

FM Affiliate: KVII-FM, 5.3-kw, 94.1 mc (No. 231), 240-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



KVII-TV Ref: FCC File No. BPCT-2545 Granted 9/15/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

## KVII-TV

Licensee: Marsh Media Inc., Amarillo Bldg., Suite 360, Amarillo.

Studio: Vaughn Bldg., 4th & Polk Sts. (79101).

Telephone: 806-373-1787. TWX No.: 806-376-5785.

Ownership: Estelle Marsh, 85%; Michael, Tom F. & Stanley Marsh, 5% each.

Began Operation: Dec. 21, 1957. Sale to Marsh Family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (Television Digest, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 by FCC (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 Adam Young-VTM Inc.

Represented (legal) by Marcus Cohn.

Personnel:

- CHARLIE KEYS, general manager.
- AL GOODNIGHT, assistant manager & sales manager.
- BILL MOORE operations manager.
- A. J. GRILLO, business manager.
- TOM MARTIN, news editor.
- GARTH OSBORN, chief engineer.

### DIGEST OF RATE CARD NO. 7 (May 1, 1967)

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.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW MEXICO			
	Quay	2,900	2,500	86
	Union	1,600	1,200	80
	OKLAHOMA			
	Cimarron	1,400	1,200	84
Texas	4,700	4,300	91	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	TEXAS			
	Armstrong	400	400	93
	Briscoe	1,100	1,000	93
	Carson	2,400	2,400	97
	Castro	2,900	2,600	90
	Childress	1,800	1,600	90
	Collingsworth	1,300	1,000	80
	Cottle	700	600	86
	Dallam	1,500	1,400	90
	Deaf Smith	4,500	4,200	93
	Donley	1,000	800	86
	Gray	11,800	11,200	95
	Hall	1,400	1,100	83
	Hansford	2,300	2,200	95
	Hartley	700	600	96
	Hemphill	600	500	91
	Hutchinson	11,200	10,800	96
	Lipscomb	800	700	83
	Moore	4,600	4,400	96
	Ochiltree	3,400	3,200	93
Oldham	500	500	92	
Parmer	3,500	3,300	92	
Potter	43,400	41,300	95	
Randall	14,800	14,500	98	
Roberts	400	300	97	
Sherman	800	800	93	
Swisher	3,600	3,500	96	
Wheeler	2,000	1,600	82	
<b>Between 25-50%</b>	KANSAS			
	Seward	5,900	5,400	92
	NEW MEXICO			
Curry	10,400	9,600	92	
<b>Between 5-24%</b>	TEXAS			
	Bailey	3,100	2,900	93
Motley	500	400	79	
<b>Between 5-24%</b>	KANSAS			
	Morton	1,100	900	90
(Continued on page 666-b)				
Station Totals		169,500	157,800	93
Net Weekly Circulation (March 1967)				121,900
Average Daily Circulation (March 1967)				75,000



# Texas—Austin



## KHFI-TV

Ch. 42

Technical Facilities: Channel No. 42 (638-644 mc). Authorized power: 562-kw max. and 468-kw horizontal visual, 104-kw max. and 85.1-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, live, film & slide.

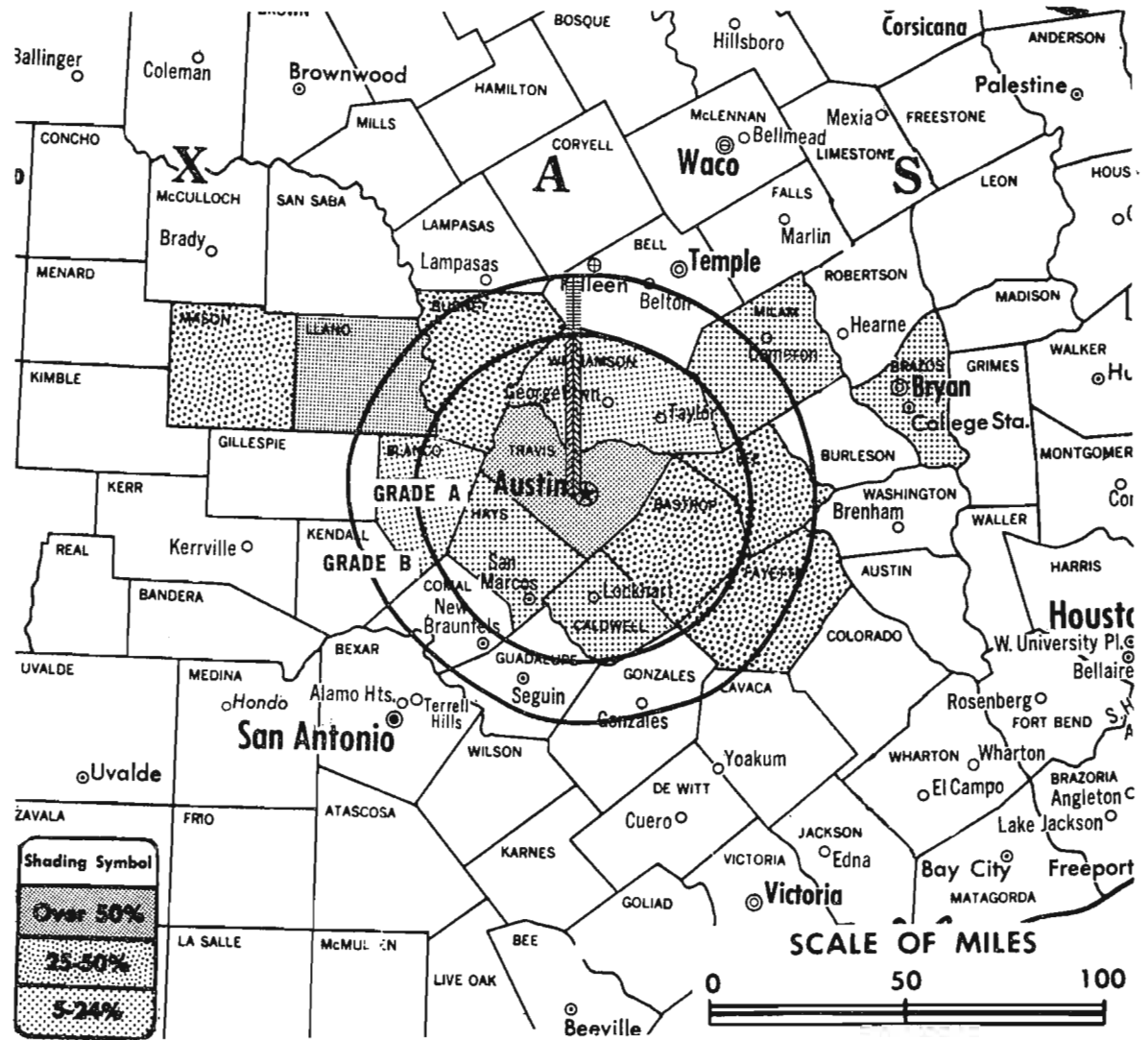
News Wire Service: NBC.

News Film Service: ABC.

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: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KHFI-TV Ref: FCC File No. BMPCT-5985 Granted 8/20/64

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## KHFI-TV

Network Service: NBC.

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: Fred W. Adams, chairman of the board, 3.7%; John R. Kingsbery, pres., 10.8%; Dan Love, exec. v.p. & gen. mgr., 2.7%; Ralph E. Janes Jr., v.p., 10.8%; Roderick E. Kennedy, v.p., 4.1%; Marion B. Findlay, secy., 4.0%; Dan O'Laurie, 13.6%; E. G. Kingsbery, 11.0%; John W. Stayton, 7.0%; Victor L. Brooks Jr., 6.1%; Ruth C. Collins, 7.0%; 11 others, none holding as much as 4%. Southwest Republic Corp. holds 51% of Ch. 6 applicant for San Angelo, Tex.

Began Operation: Feb. 12, 1965.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by William B. Carr.

Represented (sales) by Avery-Knodel Inc.

Personnel:

- JOHN R. KINGSBERY, president.
- DAN LOVE, executive vice president & general manager.
- GEORGE ELLIOTT, commercial manager.
- RIDGE RADNEY, program-production director.
- ALFRED BECK, chief engineer.
- LARRY TODD, news director.

### DIGEST OF RATE CARD NO. G-5—(Nov. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:00-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$120.00 \$100.00 \$65.00 \$50.00  
NETWORK BASE HOURLY RATE: \$250 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Llano	1,900	1,700	88
	Travis	72,500	67,200	93
Between 25-50%	TEXAS			
	Bastrop	4,800	4,100	85
	Burnet	2,700	2,500	93
	Fayette	6,200	4,400	71
	Lee	2,400	2,000	85
Between 5-24%	TEXAS			
	Mason	900	700	76
	Blanco	1,200	1,100	88
	Brazos	13,900	12,600	90
	Caldwell	4,700	4,100	88
	Hays	5,700	5,100	90
Milam	6,900	6,000	86	
Williamson	10,200	9,200	90	
Station Totals		134,000	120,700	90
Net Weekly Circulation (March 1967)				54,900
Average Daily Circulation (March 1967)				33,900

# 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, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

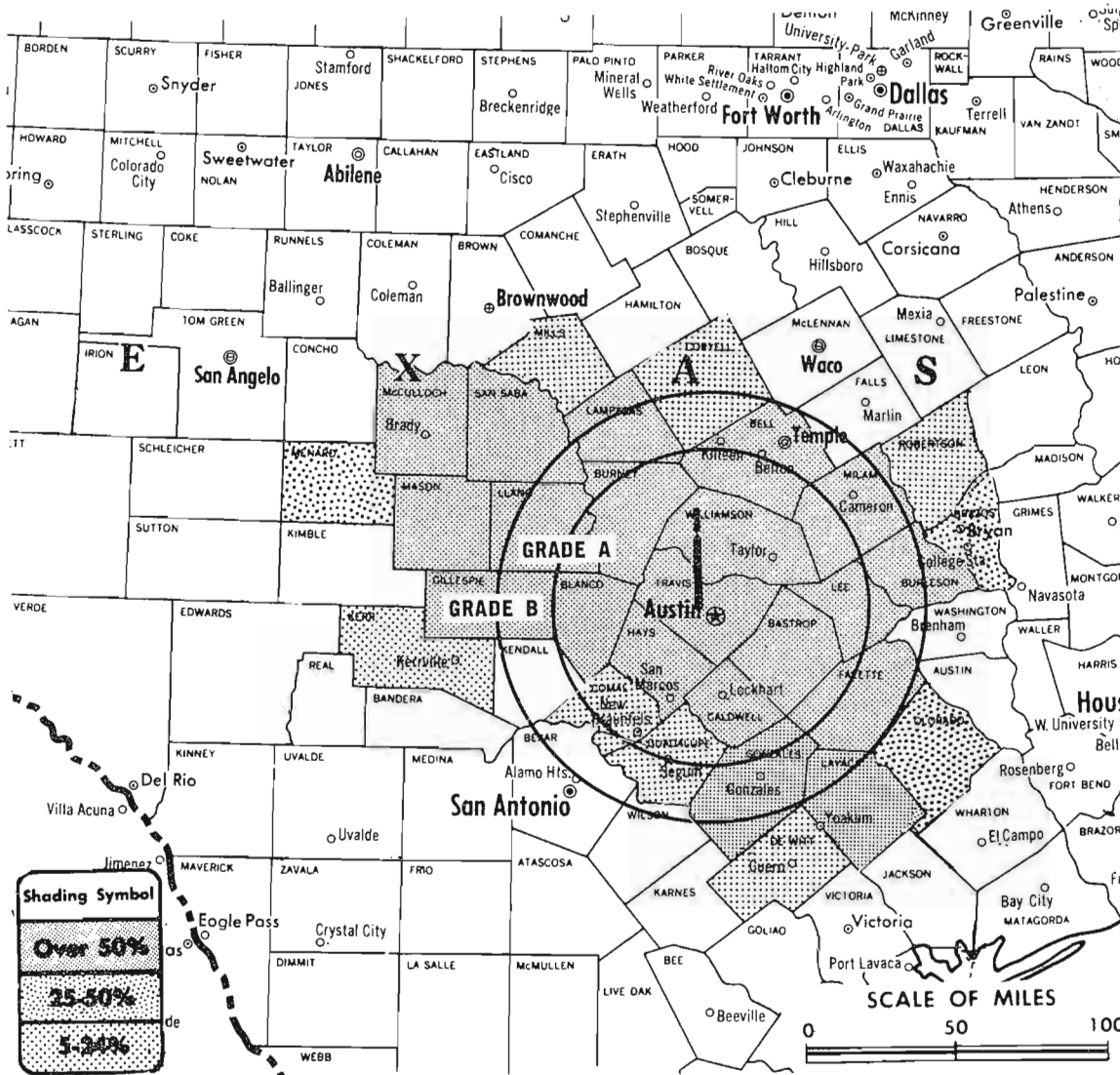
News Film Service: CBS.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KTBC-TV Ref: FCC File No. BMPCT-4016 Granted 7/27/66

©American Map Co., Inc., N.Y., No. 14244

## KTBC-TV

Network Service: ABC, CBS.

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 The Katz Agency Inc.

Represented (legal) by Marcus Cohn.

Personnel:

- J. C. KELLAM, president & general manager.
- O. P. (BOB) BOBBITT, senior v.p. & general sales manager.
- ELMO BROWN, administrative asst., operations dir. & film buyer.
- RICHARD (CACTUS) PRYOR, program manager.
- JOHN O'BRIEN, sales promotion manager.
- CHARLES L. HOWELL, v.p. & station manager.
- PAUL BOLTON, v.p. & news director.
- NEAL SPELCE, news editor.
- GRAYDON HOLMES, chief engineer.
- JEAN BOONE, women's editor.

### DIGEST OF RATE CARD NO. 11 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$625.00	\$375.00	\$250.00	\$220.00	\$150.00	\$135.00
NETWORK BASE HOURLY RATE:	\$625 (ABC), \$625 (CBS).					

For Texas CATV Systems  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Bastrop	4,800	4,100	85
	Bell	36,100	33,900	94
	Blanco	1,200	1,100	88
	Burleson	3,100	2,500	80
	Burnet	2,700	2,500	93
	Caldwell	4,700	4,100	88
	Fayette	6,200	4,400	71
	Gillespie	3,200	2,500	79
	Gonzales	4,900	4,300	87
	Hays	5,700	5,100	90
	Lampasas	2,900	2,600	92
	Lavaca	6,000	4,500	75
	Lee	2,400	2,000	85
	Llano	1,900	1,700	88
	Mason	900	700	76
	Mc Culloch	2,300	1,800	79
Milam	6,900	6,000	86	
San Saba	1,400	1,200	87	
Travis	72,500	67,200	93	
Williamson	10,200	9,200	90	
<b>Between 25-50%</b>	TEXAS			
	Brazos	13,900	12,600	90
	Colorado	6,100	5,100	85
	Menard	700	400	66
<b>Between 5-24%</b>	TEXAS			
	Comal	6,800	6,200	91
	Coryell	7,300	6,800	93
	De Witt	6,100	5,100	84
	Guadalupe	10,200	9,000	89
	Kerr	5,900	5,000	85
	Mills	1,000	900	84
Robertson	4,400	3,900	87	
Station Totals		242,400	216,400	89
Net Weekly Circulation (March 1967)				138,200
Average Daily Circulation (March 1967)				99,900

# Texas—Beaumont



**KBMT**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1022-ft. above ground, 1049-ft. above sea level.

Latitude 30° 11' 26"  
Longitude 93° 53' 08"

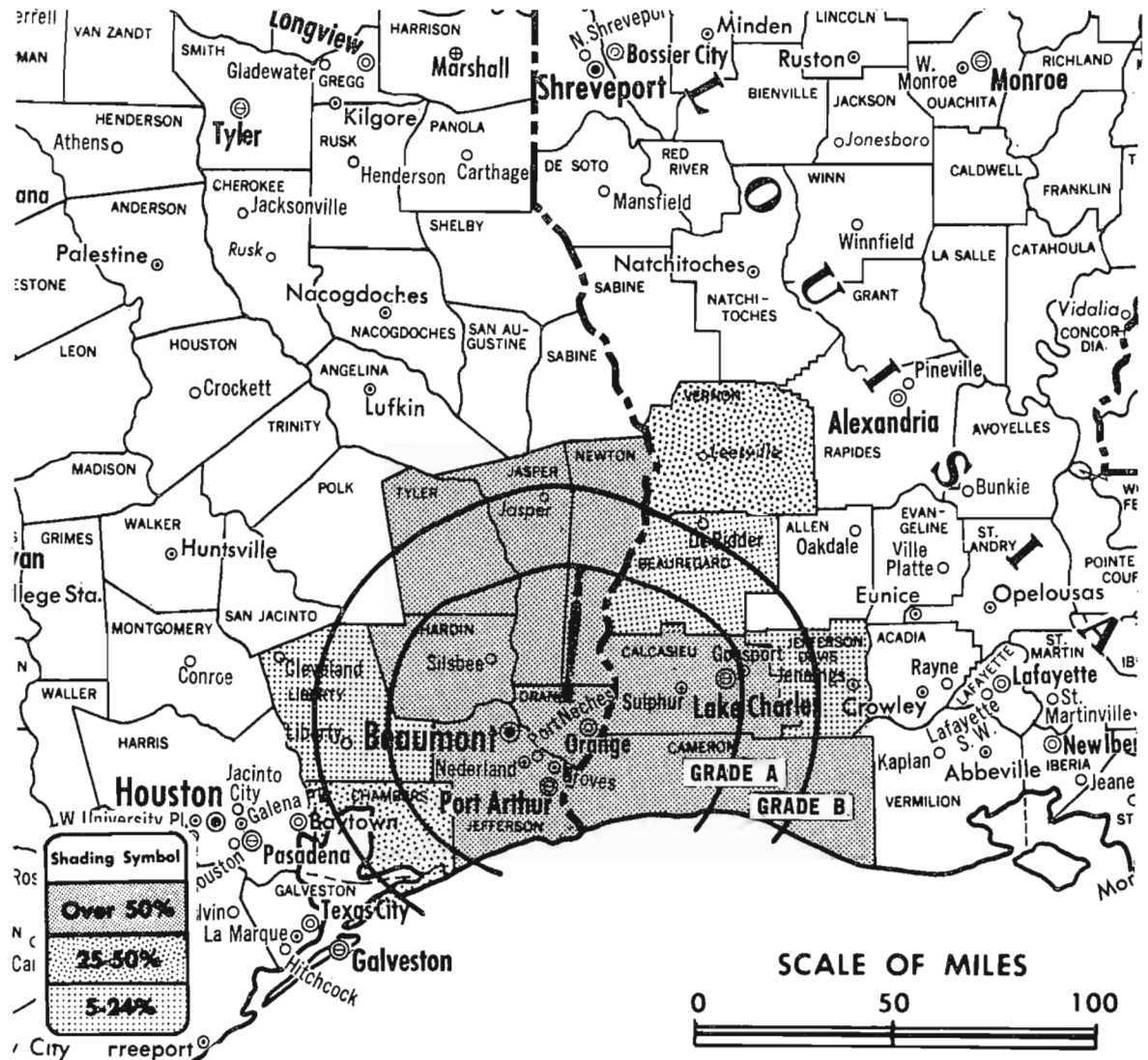
Transmitter: 2-mi. W of Mauriceville, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KBMT Ref: FCC File No. BPCT-3266 Granted 1/6/65

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## KBMT

Licensee: Liberty Corp., 1420 Calder, Beaumont.

Studio: 1420 Calder Ave. (77701).

Ownership: John W. Nichols, 12%; John E. Kirkpatrick, 8%; Franklin E. Bernsen, 4%; Dr. Don O'Donoghue, 3%; H. Campbell Stuckeman, 9%; Leonard Savage, 7%; 127 others, none owning as much as 3%. Kirkpatrick has 10.15% of KOCO-TV, Oklahoma City; Nichols has 5.076% of KOCO-TV, Savage, 9.52%; Savage also has 1/3 of KOFM(FM), Oklahoma City.

Began Operation: June 18, 1961.

Represented (sales) by John Blair Co.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

BEN K. WEST, president.  
ROBERT C. CURRIE JR., v.p., general manager & film buyer.  
DOUG THOMPSON, station & general sales manager.  
WILLIAM J. RATCLIFF, program director.  
JERRY NIXON, production director.  
DAVE HENDRICKS, chief engineer.

DIGEST OF RATE CARD NO. 6A  
(July 1, 1967)

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	\$75.00	\$65.00
NETWORK BASE HOURLY RATE: \$350.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	LOUISIANA			
	Calcasieu	48,400	45,400	94
	Cameron	1,900	1,700	90
	TEXAS			
	Hardin	8,500	7,600	90
	Jasper	7,100	6,300	88
	Jefferson North	42,300	40,300	95
	Jefferson South	41,600	39,600	95
	Newton	2,700	2,200	82
	Orange	19,900	18,800	94
Tyler	3,100	2,600	84	
Between 25-50%	LOUISIANA			
	Vernon	5,100	4,300	84
Between 5-24%	TEXAS			
	Chambers	3,600	3,300	94
Between 5-24%	LOUISIANA			
	Beauregard	5,600	4,700	85
	Jefferson Davis	9,200	8,300	90
	TEXAS			
	Liberty	10,500	9,300	89
Station Totals		209,500	194,400	93
Net Weekly Circulation (March 1967)				142,800
Average Daily Circulation (March 1967)				82,000

For Color Set Penetration by Markets  
see Services Volume.

# Texas—Beaumont



**KFDN-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"

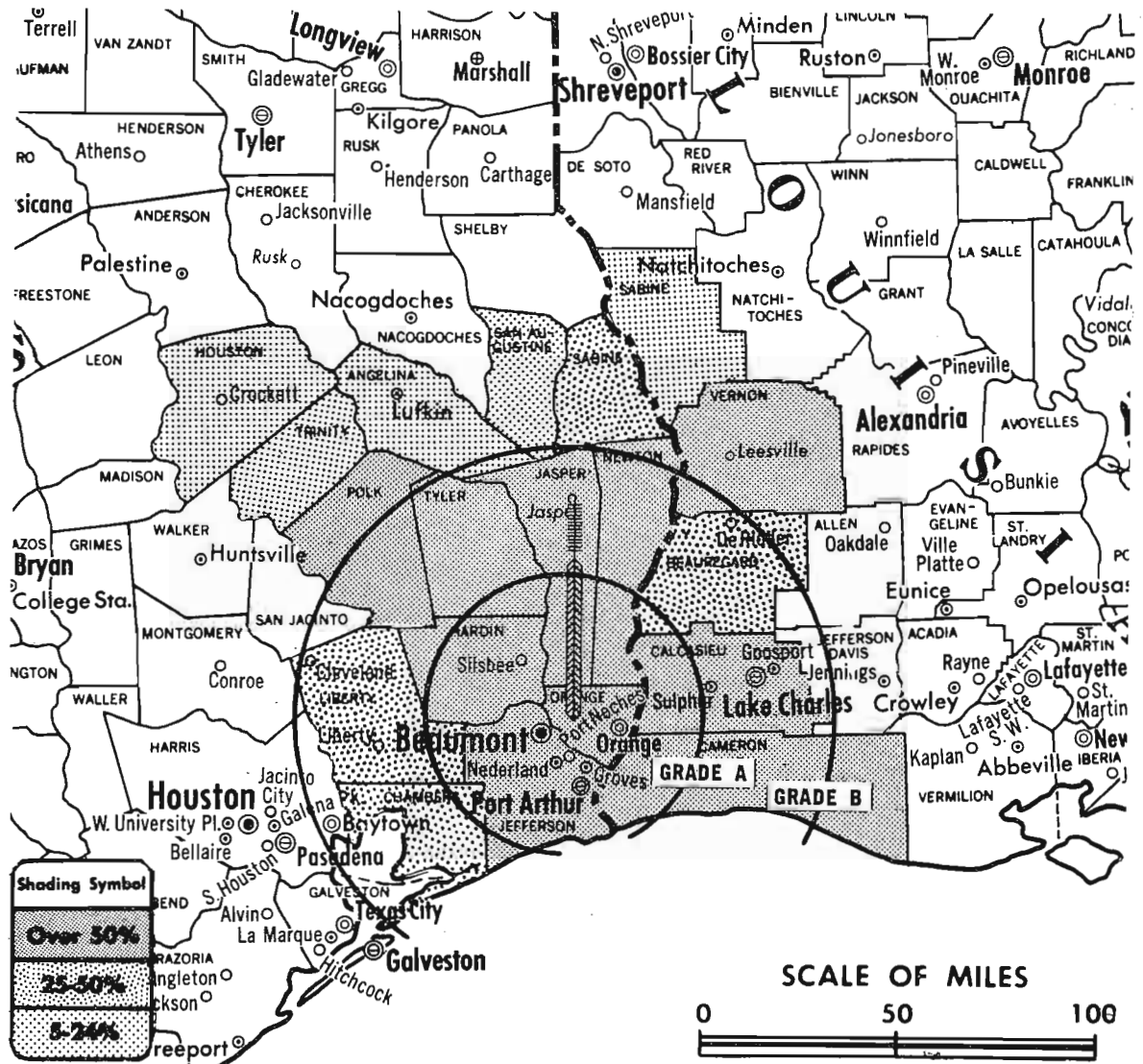
Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

Studio: 2955 Interstate 10 East (77706).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KFDN-TV Ref: FCC File No. BPCT-3107 Granted 1/30/63

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## KFDN-TV

Licensee: Beaumont Television Corp., P.O. Box 5566 (77706).

Telephone: 713-892-6622. TWX No.: 713-892-7652.

Ownership: Beaumont Bcstg. Corp., 100%. 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%. Note Sale to Enterprise Co. pending.

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. 8 (Aug. 1, 1967)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$140.00*	\$100.00*	\$65.00*

\*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>LOUISIANA</b>				
		Calcasieu	48,400	45,400	94
		Cameron	1,900	1,700	90
		Vernon	5,100	4,300	84
	<b>TEXAS</b>				
		Hardin	8,500	7,600	90
		Jasper	7,100	6,300	88
		Jefferson North	42,300	40,300	95
		Jefferson South	41,600	39,600	95
		Newton	2,700	2,200	82
		Orange	19,900	18,800	94
	Polk	3,600	3,000	83	
	Tyler	3,100	2,600	84	
Between 25-50%	<b>LOUISIANA</b>				
		Beauregard	5,600	4,700	85
	<b>TEXAS</b>				
		Chambers	3,600	3,300	94
	Liberty	10,500	9,300	89	
	Sabine	1,800	1,400	78	
Between 5-24%	<b>LOUISIANA</b>				
		Sabine	4,600	3,600	79
	<b>TEXAS</b>				
		Angelina	13,500	12,200	91
		Houston	5,000	4,000	81
	San Augustine	1,800	1,500	80	
	Trinity	1,800	1,400	78	
<b>Station Totals</b>		<b>232,400</b>	<b>213,200</b>	<b>92</b>	
Net Weekly Circulation (March 1967)				169,200	
Average Daily Circulation (March 1967)				133,000	



# Texas—Port Arthur-Beaumont



**KJAC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-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"

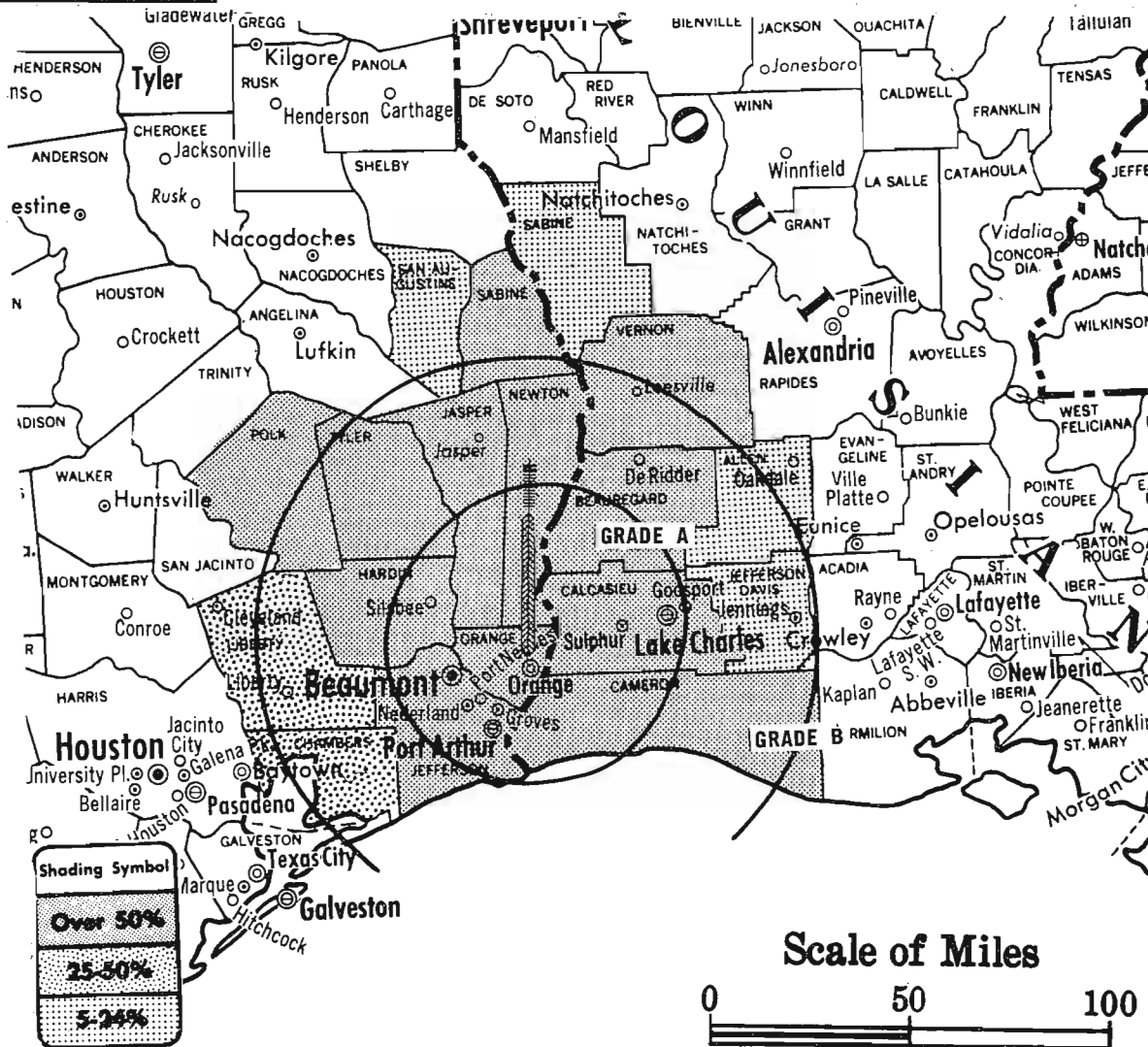
Transmitter: Hwy. 87, 8-mi. N of Orange, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KJAC-TV Ref: FCC File No. BLCT-1152 Granted 8/1/62

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## KJAC-TV

Licensee: Texas Goldcoast TV Inc., P.O. Box 3257, Port Arthur, Tex. (77640).

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: 713-985-5557. TWX No.: 910-886-5307.

Ownership: Jefferson Amusement Co., 100%. Texas Goldcoast officers are: Carl D. Levy, exec. v.p. (Jefferson Amusement); Roy D. Shotts, 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 The Katz Agency Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by David L. Steel Sr.

Personnel:

ROY D. SHOTTS, vice president & general manager.  
ARCHIE JONES, chief engineer.  
JACK DAHMER, sales manager.

### DIGEST OF RATE CARD NO. 9 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$120.00	\$110.00	\$90.00 \$55.00

NETWORK BASE HOURLY RATE: \$560.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>LOUISIANA</b>			
	Beauregard	5,600	4,700	85
	Calcasieu	48,400	45,400	94
	Cameron	1,900	1,700	90
	Vernon	5,100	4,300	84
	<b>TEXAS</b>			
	Hardin	8,500	7,600	90
	Jasper	7,100	6,300	88
	Jefferson North	42,300	40,300	95
	Jefferson South	41,600	39,600	95
<b>Between 25-50%</b>	Newton	2,700	2,200	82
	Orange	19,900	18,800	94
	Polk	3,600	3,000	83
	Sabine	1,800	1,400	78
	Tyler	3,100	2,600	84
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Chambers	3,600	3,300	94
	Liberty	10,500	9,300	89
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Allen	5,700	4,900	87
	Jefferson Davis	9,200	8,300	90
	Sabine	4,600	3,600	79
	<b>TEXAS</b>			
	San Augustine	1,800	1,500	80
<b>Station Totals</b>		227,000	208,800	92
Net Weekly Circulation (March 1967)				165,300
Average Daily Circulation (March 1967)				112,900

# Texas—Big Spring

**abc KWAB-TV**

Ch. 4

[Affiliated with KLBK-TV, Lubbock, & operated as a semi-satellite of KTXS-TV, Sweetwater-Abilene]

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude 32° 15' 14"  
Longitude 101° 26' 44"

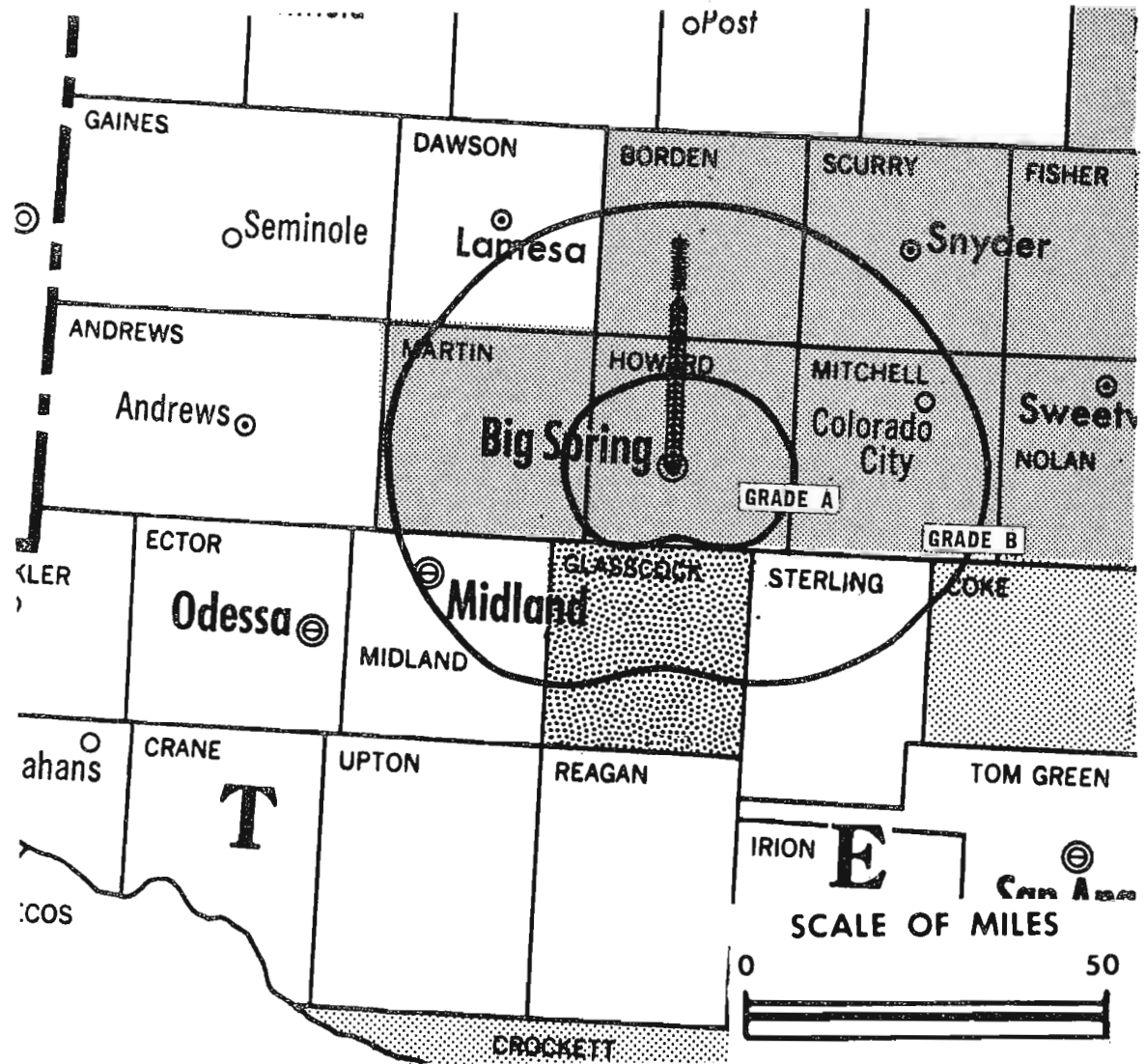
Transmitter: 2500 Kentucky Way, Big Spring.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.



KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

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## KWAB-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 2500 Kentucky Way, Big Spring, Tex. (79720).

Telephone: 915-267-6325.

TWX No.: 910-896-4321.

Ownership: See KLBK-TV, Lubbock.

Began Operation: Jan. 15, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

### Personnel:

ROBERT S. GALBRAITH JR., station manager.  
STUART W. KLEIN, national sales manager.  
BOB LINDLEY, program director.

Combination Rate: See KTXS-TV, Sweetwater-Abilene. Also sold in combination with KLBK-TV, Lubbock and KCTV, San Angelo (West Texas Television Network).

**ARB Data:** Figures are included with parent KTXS-TV, Sweetwater-Abilene. Map reflects coverage of both parent & satellite but does not reflect current coverage since KTXS-TV increased its facilities after the survey was made.

# Texas—Bryan

**abc** **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, 8.13-kw aural. Antenna: 410-ft. above av. terrain, 482-ft. above ground, 764-ft. above sea level.

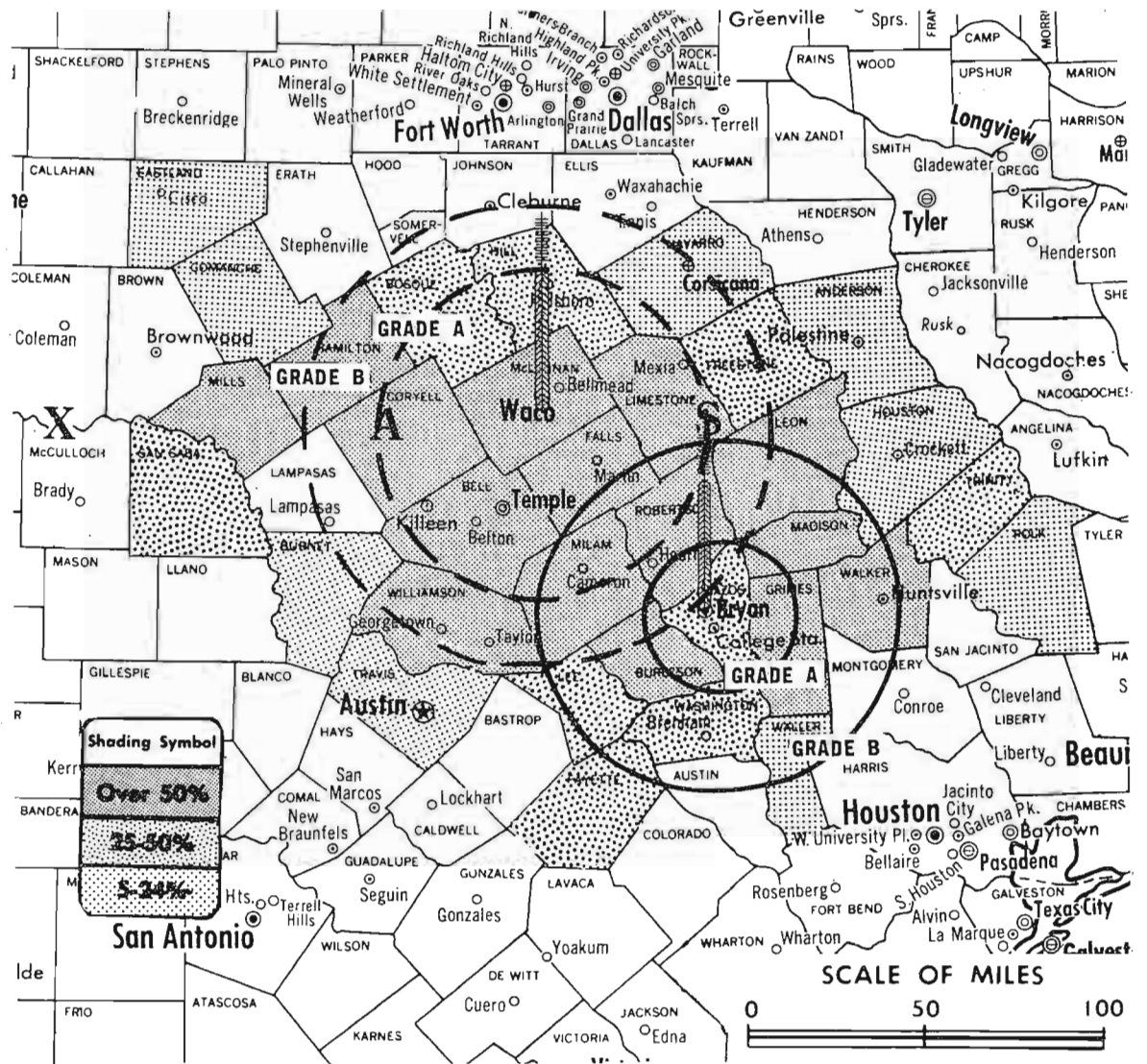
Latitude 30° 38' 39"  
Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.



County coverage (shaded area) based on 1965 ARB study.

KBTX-TV Ref: FCC File No. BPCT-2210 Granted 11/8/56

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## KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, Tex. (77803).

Studio: 29th St., near Villa Maria Rd. (77803).

Telephone: 713-846-7777.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 75% of radio KNAL, Victoria; KXII(TV), Ardmore, Okla.); M. N. Bostick, pres. & gen. mgr., 10% (also 12.465% owner of KWTX-TV-AM; 20% of KXII(TV); 20% of KNAL); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; Brazas A. Varisco, dir., 10%; Mrs. W. W. Callan, 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.  
ULMAN McMULLEN, program director.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: Bonus to KWTX-TV, Waco \$130 (ABC). \$130 (CBS). \$555 combination rate with KWTX-TV (ABC & CBS).

For Translator Station Directory  
See Services Volume

ARB Data for this station included with report for Parent KWTX-TV, Waco, Texas. Above map reflects coverage of both parent & satellite.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Texas—Corpus Christi



**KIII**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"

Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

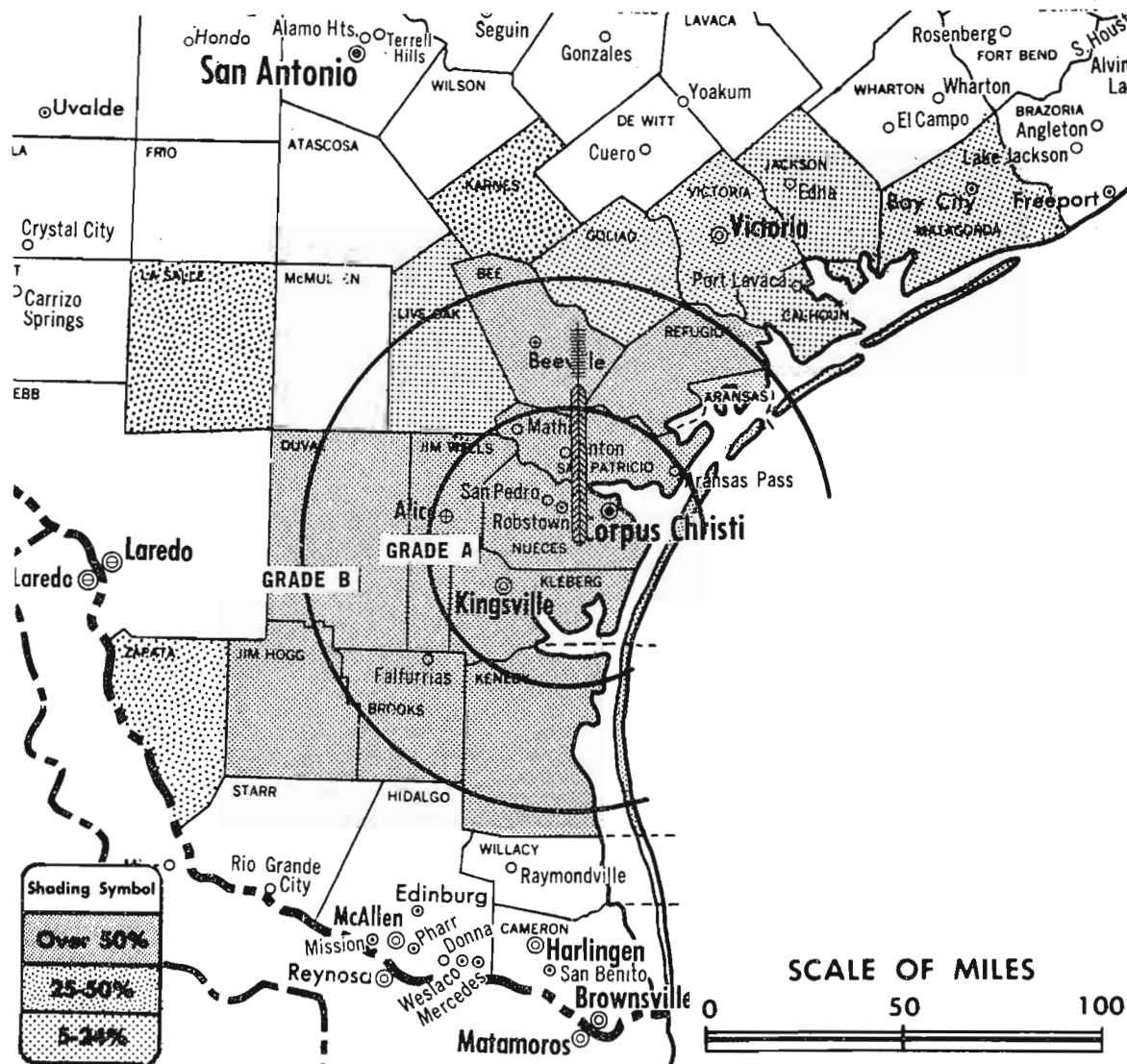
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KIII Ref: FCC File No. BMPCT-5945 Granted 11/7/63

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## KIII

Licensee: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.

Studio: S. Padre Island Dr. & Everhart Rd. (78411).

Telephone: 512-853-0433.

Ownership: Michael D. McKinnon, 26.72%; C. Dan McKinnon, 24.25%; Bernard Weinberg, 16%; Harold B. Garfield, 16%; Clinton D. McKinnon, 10.10%; 11 others, none with as much as 2%. South Texas Telecasting owns CP for KXIX (Ch. 9), Victoria, Tex. and is buying CP for KJOG-TV, 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 Meeker Co.

Represented (legal) by Marcus Cohn.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

MICHAEL D. MCKINNON, executive v.p. & general manager.  
T. MARSHALL WEAVER, v.p., sales.  
CARY FITCH, chief engineer.  
PAT HALES, operation director.  
ROBIN LLOYD, news director.

### DIGEST OF RATE CARD NO. 2B (Feb. 1, 1966)

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	\$85.00	\$75.00	\$40.00
NETWORK BASE HOURLY RATE: \$350.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Aransas	2,700	2,500	93
	Bee	7,100	6,200	87
	Brooks	2,000	1,700	87
	Duval	2,900	2,300	80
	Jim Hogg	1,300	1,000	79
	Jim Wells	10,100	8,900	87
	Kenedy	200	200	90
	Kleberg	8,800	8,000	91
	Nueces	67,900	62,700	92
	Refugio	3,300	3,000	92
	San Patricio	13,100	11,700	89
<b>Between 25-50%</b>	TEXAS			
	Karnes	3,500	3,000	86
	La Salle	1,100	900	79
Zapata	1,100	800	71	
<b>Between 5-24%</b>	TEXAS			
	Calhoun	5,600	4,900	88
	Goliad	1,500	1,200	83
	Jackson	4,200	3,600	86
	Live Oak	1,700	1,500	88
	Matagorda	8,700	7,700	88
Victoria	16,300	14,300	88	
Station Totals		163,100	146,100	90
Net Weekly Circulation (March 1967)				111,000
Average Daily Circulation (March 1967)				74,000

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"

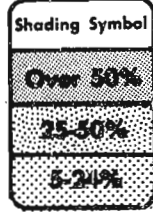
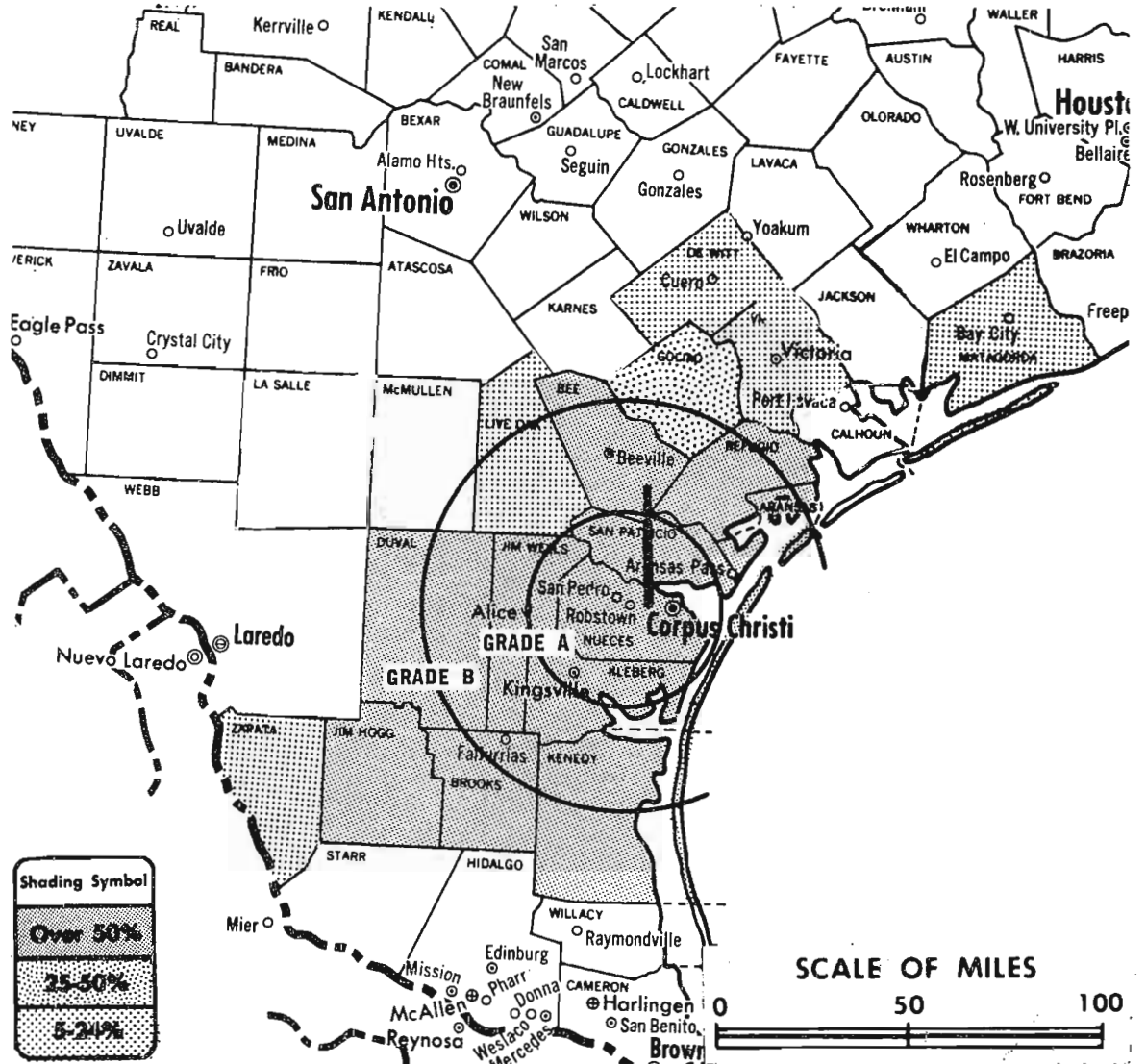
Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Studio: 409 South Staples (78401).

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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.  
BRYAN O'MALLEY, v.p., chief engineer.

### DIGEST OF RATE CARD NO. 6—(July 5, 1965)

30 Sec.

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.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Aransas	2,700	2,500	93
	Bee	7,100	6,200	87
	Brooks	2,000	1,700	87
	Duval	2,900	2,300	80
	Jim Hogg	1,300	1,000	79
	Jim Wells	10,100	8,900	87
	Kenedy	200	200	90
	Kleberg	8,800	8,000	91
	Nueces	67,900	62,700	92
Refugio	3,300	3,000	92	
San Patricio	13,100	11,700	89	
<b>Between 25-50%</b>	TEXAS			
Goliad	1,500	1,200	83	
<b>Between 5-24%</b>	TEXAS			
	De Witt	6,100	5,100	84
	Live Oak	1,700	1,500	88
	Matagorda	8,700	7,700	88
	Victoria	16,300	14,300	88
Zapata	1,100	800	71	
Station Totals		154,800	138,800	90
Net Weekly Circulation (March 1967)				109,100
Average Daily Circulation (March 1967)				80,700

# Texas—Corpus Christi



**KZTV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"  
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, Tex.

Office: Show Room Bldg.

Telephone: 512-884-1616.

TV tape: Recording facilities.

AM Affiliate: KSIX, 1-kw, (.25-kw night), 1230 kc (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

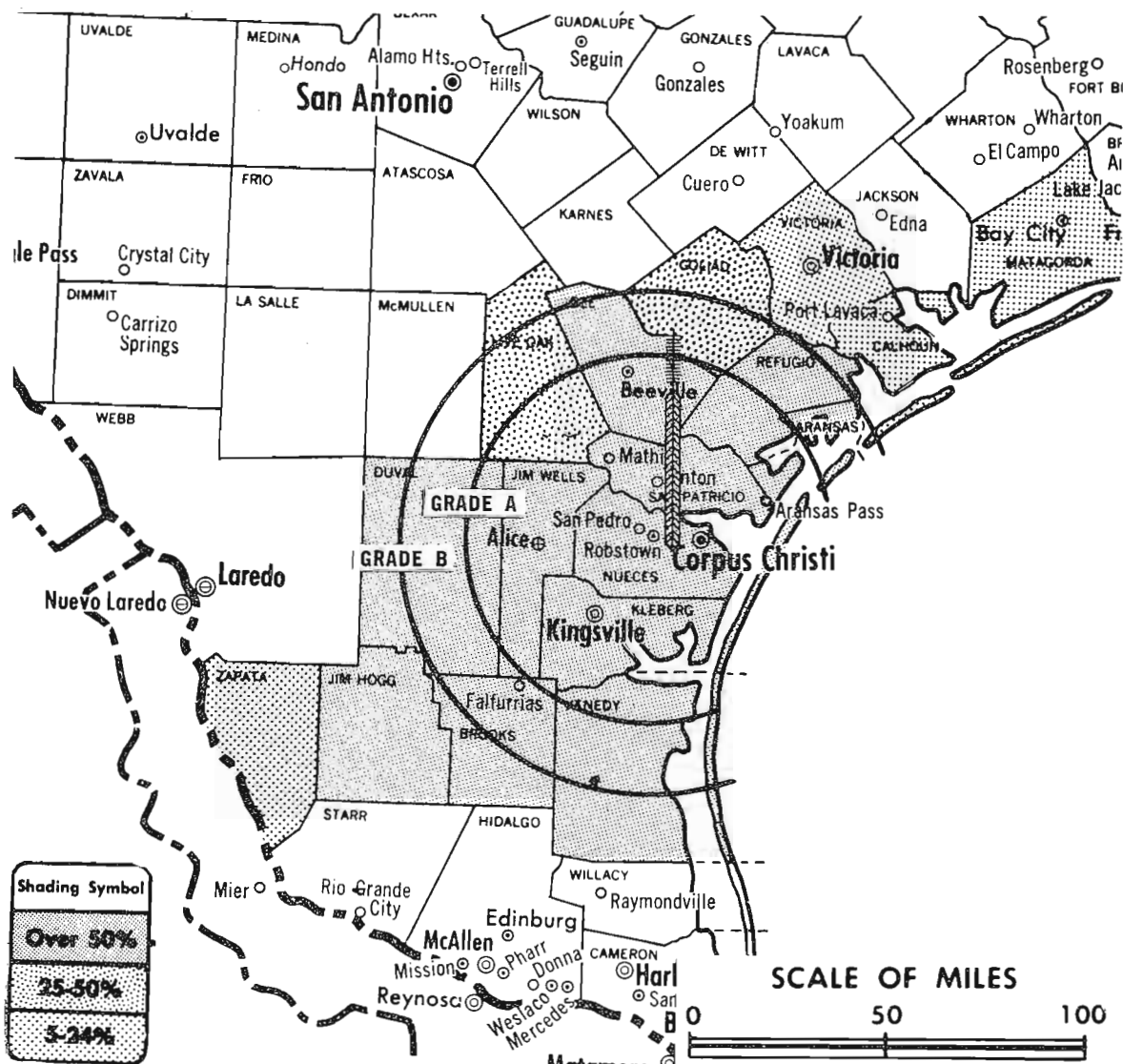
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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. 14244

## KZTV

Network Service: CBS.

Licensee: K-SIX Television Inc., Show Room Bldg.

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 32 others, none with more than 3%. Kennedy owns 51%, Manning 12%, and Cecil E. Burney, 25% of KSIX. Firm also holds CP for KZTV, Ch. 13, Laredo, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by H-R Television 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. E-1—(Aug. 1, 1966)

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 \$96.00 \$88.00 \$48.00

NETWORK BASE HOURLY RATE: \$375 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Aransas	2,700	2,500	93
	Bee	7,100	6,200	87
	Brooks	2,000	1,700	87
	Duval	2,900	2,300	80
	Jim Hogg	1,300	1,000	79
	Jim Wells	10,100	8,900	87
	Kenedy	200	200	90
	Kleberg	8,800	8,000	91
	Nueces	67,900	62,700	92
	Refugio	3,300	3,000	92
San Patricio	13,100	11,700	89	
<b>Between 25-50%</b>	TEXAS			
	Goliad	1,500	1,200	83
	Live Oak	1,700	1,500	88
<b>Between 5-24%</b>	TEXAS			
	Calhoun	5,600	4,900	88
	Matagorda	8,700	7,700	88
	Victoria	16,300	14,300	88
Zapata	1,100	800	71	
Station Totals		154,300	138,600	90
Net Weekly Circulation (March 1967)				111,600
Average Daily Circulation (March 1967)				89,900

# Texas—Dallas-Fort Worth

**KDTV**

Ch. 39

Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 3090-kw max. & 631-kw horizontal visual, 295-kw max. & 64.6-kw horizontal aural. Antenna 1690-ft. above av. terrain, 1531-ft. above ground, 2345-ft. above sea level.

Latitude 32° 35' 07"  
Longitude 96° 58' 06"

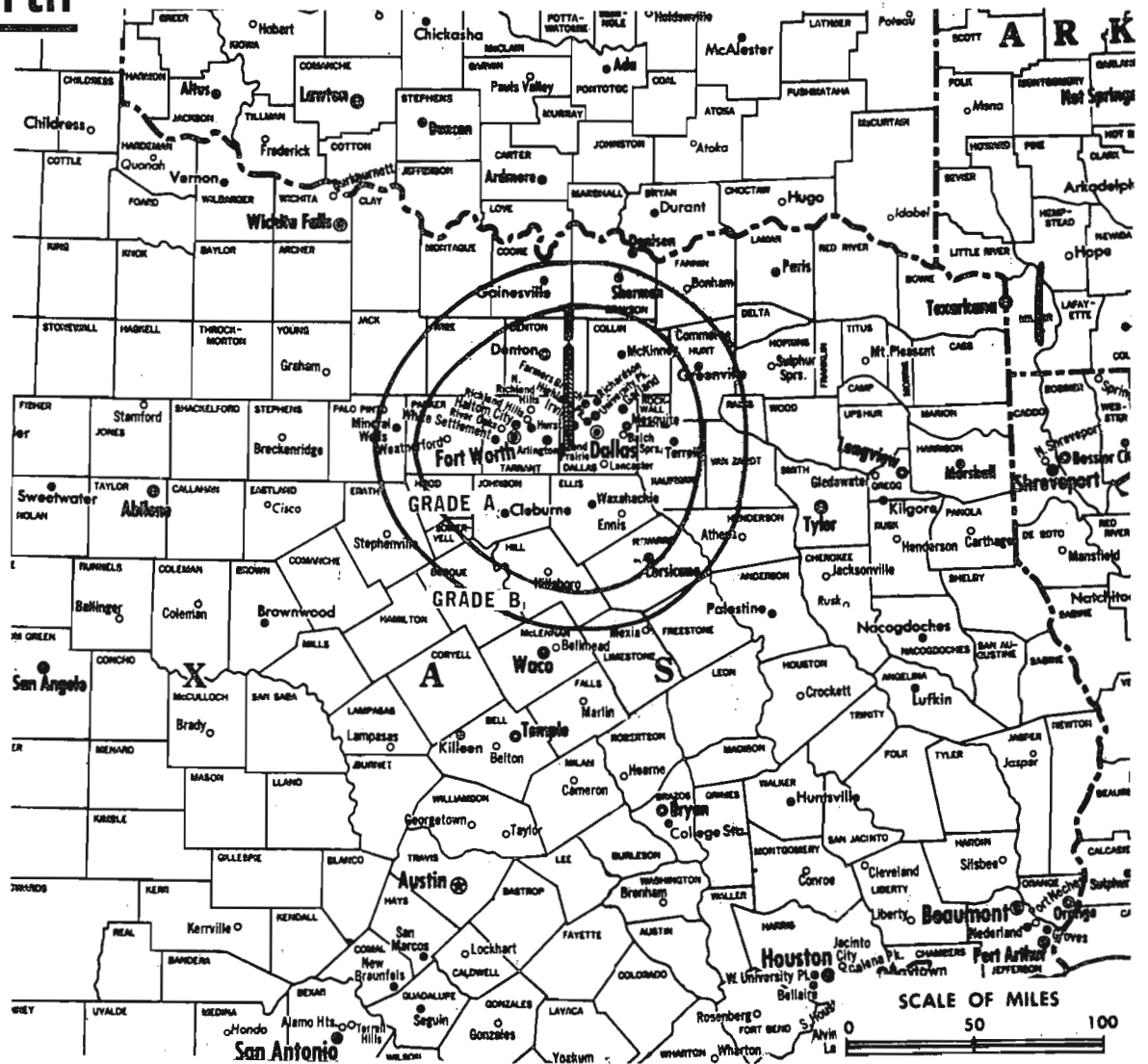
Transmitter: 3-mi. S of Beltline Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.



KDTV Ref: FCC File No. BPCT-3729

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## KDTV

Network Service: None, independent.

Grantee: Doubleday Broadcasting Co. Inc., 1211 N. Whitaker, Odessa, Tex. (79760).

Studio: 3900 Harry Hines Blvd., Dallas (75219).

Telephone: 214-521-3900.

Ownership: See KR0D-TV, El Paso.

Began Operation: Feb. 5, 1968.

Personnel:

SHELDON K. TURNER, vice president & general manager.  
WILLIAM R. SCHOCK, director of engineering.  
ERIC NELSON, operations manager.

## DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$500.00	\$300.00	\$200.00	\$100.00	\$80.00	\$40.00

ARB Data not available since station was not in operation when the survey was made.

# Texas—Dallas-Fort Worth

## KMEC-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 2240-kw max. & 1000-kw horizontal visual, 229-kw max. & 100-kw horizontal aural. Antenna: 851-ft. above av. terrain, 697-ft. above ground, 1497-ft. above sea level.

Latitude 32° 34' 55"  
Longitude 96° 58' 32"

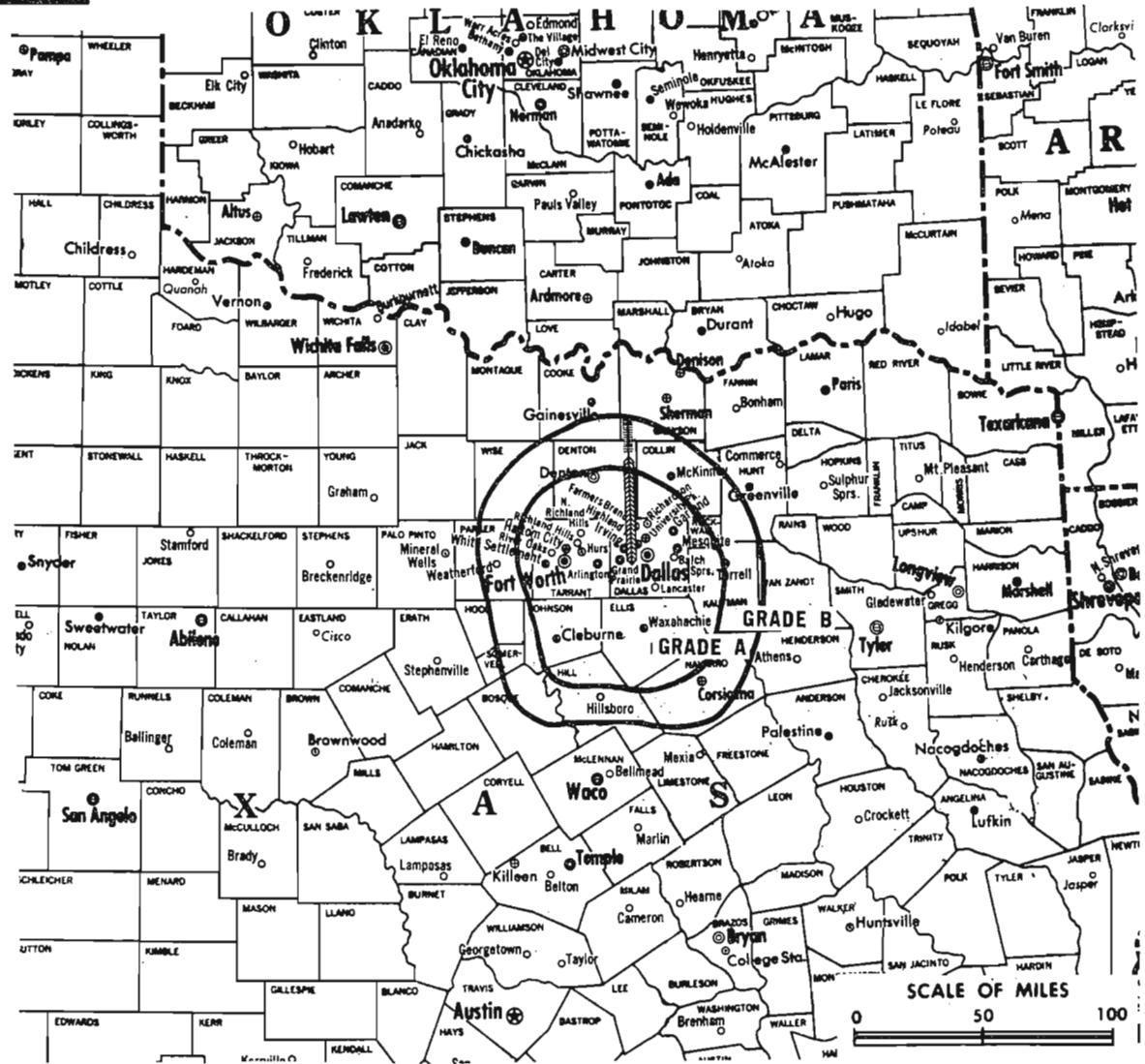
Transmitter: Belt Line Rd., Cedar Hill.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



KMEC-TV Ref: FCC File No. BMPCT-6542 Granted 4/17/67

©American Map Co., Inc., N.Y., No. 14244

## KMEC-TV

Network Service: None, independent.

Grantee: Maxwell Electronics Corp., 7901 Carpenter Freeway, Dallas, Tex. (75247).

Studio: 7901 Carpenter Freeway, Dallas.

Telephone: 214-637-6633. TWX No.: 910-861-4944.

Ownership: James T. Maxwell, pres., 24.29%; Carroll H. Maxwell, v.p., 17.94%; Carroll H. Maxwell Jr., secy.-treas., 18.49%; Robert F. Faulkner, 17.48%; Frances L. Mackie, 5.27%; Patricia O'Leary Sailer, 4.50%; J. R. Smith, 2.18%; Edna F. & Samuel D. Brady, 1.68%; 34 others, none with as much as 1%.

Began Operation: Oct. 1, 1967.

Represented (legal) by Keller & Heckman.

Represented (engineering) by James T. Maxwell.

Represented (sales) by National Television Sales.

### Personnel:

CARROLL MAXWELL JR., general manager.  
JERRY J. WILDER, general sales manager.  
JESSE R. RAGAN, program director.  
JOHN W. WHITE, engineering supervisor.

### DIGEST OF RATE CARD NO. 1

(Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—5-10 p.m., daily.						
\$360.00	\$225.00	\$129.00	\$75.00	\$60.00	\$48.00	\$36.00

ARB Data not available since station was not in operation when the survey was made.



# Texas—Dallas-Ft. Worth



**KRLD-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

Studio: 400 N. Griffin (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, UPI.

News Film Service: CBS.

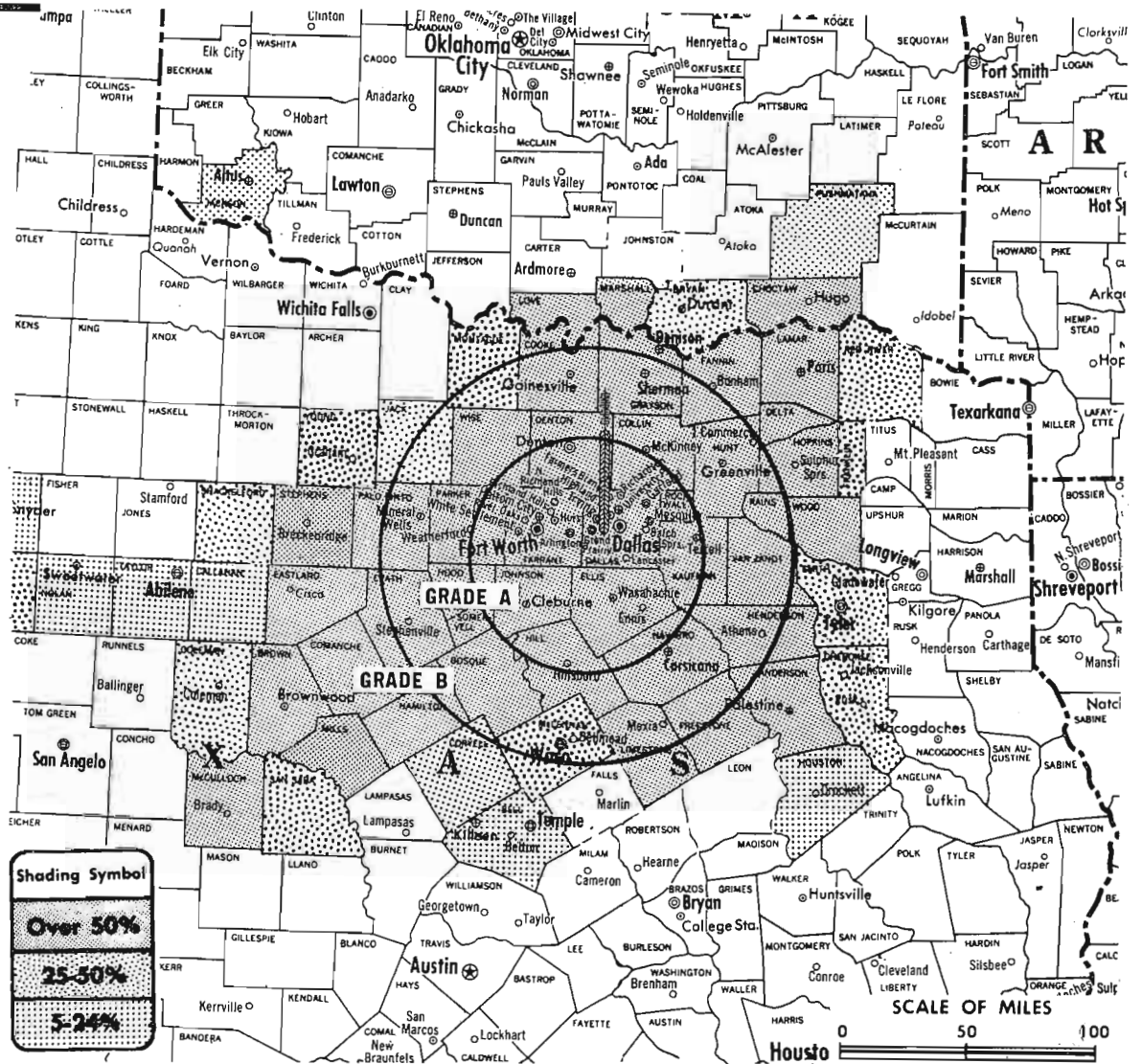
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KRLD-TV Ref: FCC File No. BPCT-1857 Granted 4/2/54

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## KRLD-TV

Licensee: Times Herald Printing Co., Herald Square, Dallas.  
Telephone: 214-742-5711. TWX No.: 214-899-8072.  
Ownership: Same as Dallas Times-Herald; Clyde W. Rembert, pres.  
Began Operation: Dec. 3, 1949.  
Represented (sales) by H-R Television Inc.  
Represented (legal) by Booth & Lovett.  
Represented (engineering) by Lohnes & Culver.

### Personnel:

CLYDE W. REMBERT, president & managing director.  
VES BOX, v.p. & general manager.  
BILL BAKER, v.p., asst. general manager.  
GENE CUNY, general sales manager.  
BILL SELAH, local sales manager.  
FRITZ KULER, program manager.  
NEVIN LYERLY, operations director.  
RAY McFARLAND, promotion manager.  
EDDIE BARKER, news director.  
NICK MUELLER, manager film dept.  
WILLIAM B. HONEYCUTT, chief engineer.

### DIGEST OF RATE CARD NO. E-3—(July 16, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10 p.m., daily.	\$2300.00	\$1380.00	\$920.00	\$690.00	Graded rates apply*	

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OKLAHOMA			
	Choctaw	4,300	3,300	78
	Love	1,300	1,200	89
	Marshall	2,200	2,100	92

### Net Weekly Circulation

### State County

### Total Households

### TV Homes %

State County	Total Households	TV Homes	%
<b>TEXAS</b>			
Anderson	10,200	9,000	88
Bosque	3,500	3,200	90
Brown	7,700	6,700	86
Collin	18,200	16,800	92
Comanche	3,200	2,700	83
Cooke	7,600	7,000	92
Dallas	399,600	380,500	95
Delta	1,300	1,100	85
Denton	20,500	19,200	94
Eastland	6,200	5,500	88
Ellis	13,800	12,700	92
Erath	5,200	4,800	93
Fannin	6,600	5,700	87
Freestone	3,400	2,900	85
Grayson	25,200	23,200	92
Hamilton	2,400	2,100	87
Henderson	6,700	5,800	88
Hill	6,500	5,900	90
Hood	1,900	1,800	92
Hopkins	5,300	4,700	89
Hunt	12,400	11,300	91
Johnson	15,000	14,100	94
Kaufman	8,500	7,600	89
Lamar	9,700	7,700	79
Limestone	5,400	4,600	86
Mc Culloch	2,300	1,800	79
Mills	1,000	900	84
Navarro	10,500	9,200	88
Palo Pinto	8,100	7,200	90
Parker	7,900	7,400	94
Rains	700	600	88
Rockwall	1,600	1,400	90
Somervell	900	900	92
Stephens	2,500	2,200	89
Tarrant	196,500	187,000	95
Van Zandt	5,900	5,200	88
Wise	6,000	5,600	93
Wood	5,000	4,400	90

Over 50%

(Continued on page 687-b)

Station Totals	1,103,800	1,029,100	93
Net Weekly Circulation (March 1967)			773,700
Average Daily Circulation (March 1967)			554,100

# 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.

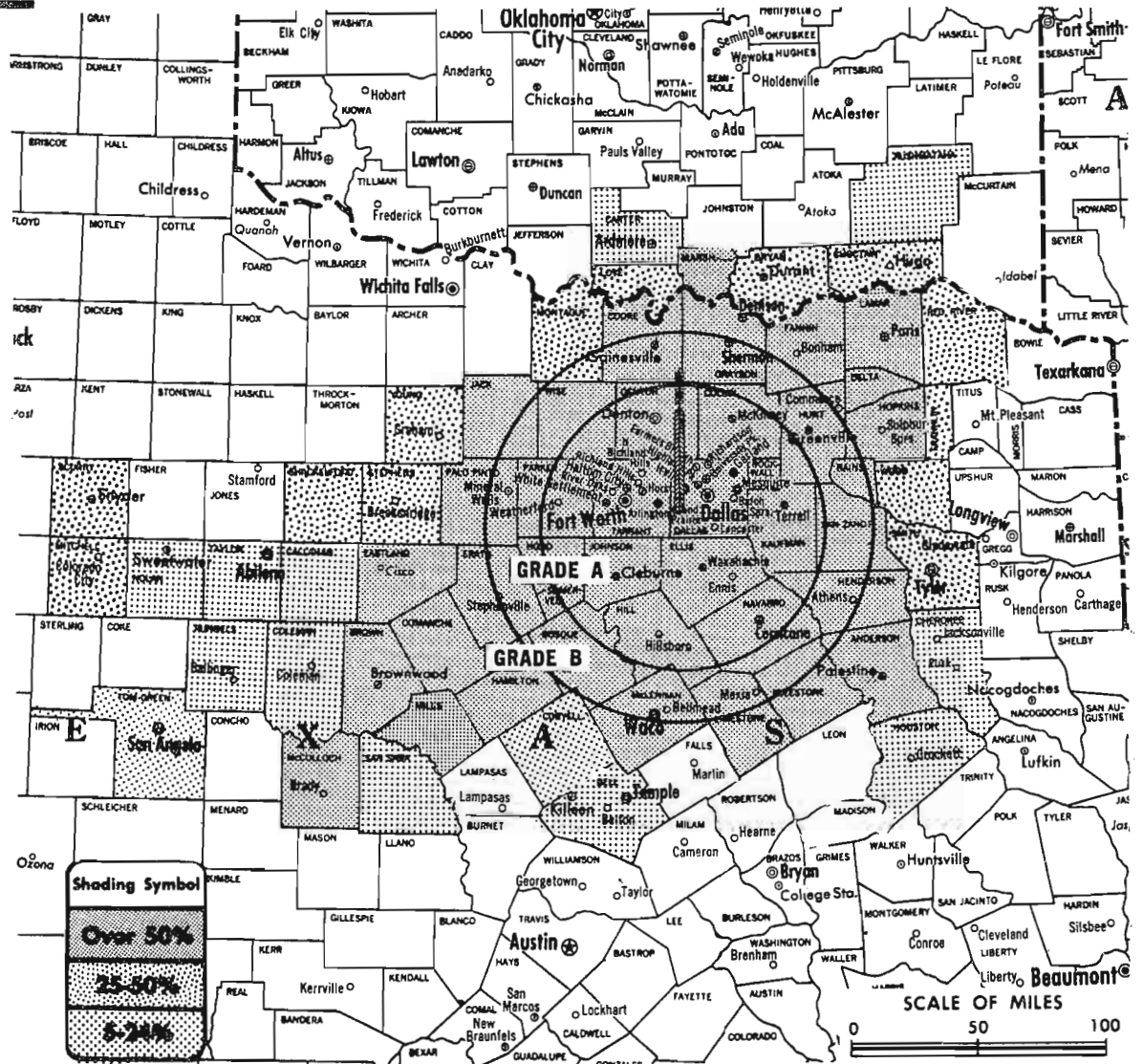
Color: Network, live, film, slide & tape.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WFAA-TV Ref: FCC File No. BMPCT-2010 Granted 11/18/54

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## 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.  
J. C. HAUSER JR., station manager.  
WARD HUEY, general sales manager.  
JACK DIX, regional sales manager.  
HAL MAYFIELD, local sales manager.  
GEORGE MILNER, program manager.  
JIM PRATT, production & operations manager.  
JAY GILES, promotion manager.  
MURPHY MARTIN, special products director.  
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 Color Set Penetration by Markets  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>OKLAHOMA</b>				
	Marshall	2,200	2,100	92
<b>TEXAS</b>				
	Anderson	10,200	9,000	88
	Bosque	3,500	3,200	90
	Brown	7,700	6,700	86
	Collin	18,200	16,800	92
	Comanche	3,200	2,700	83
	Cooke	7,600	7,000	92
	Dallas	399,600	380,500	95
	Delta	1,300	1,100	85
	Denton	20,500	19,200	94
	Eastland	6,200	5,500	88
	Ellis	13,800	12,700	92
	Erath	5,200	4,800	93
	Fannin	6,600	5,700	87
	Freestone	3,400	2,900	85
	Grayson	25,200	23,200	92
	Hamilton	2,400	2,100	87
	Henderson	6,700	5,800	88
	Hill	6,500	5,900	90
	Hood	1,900	1,800	92
	Hopkins	5,300	4,700	89
	Hunt	12,400	11,300	91
	Jack	2,300	2,200	93
	Johnson	15,000	14,100	94
	Kaufman	8,500	7,600	89
	Lamar	9,700	7,700	79
	Limestone	5,400	4,600	86
	Mc Culloch	2,300	1,800	79
	Mc Lennan	51,000	47,600	93
	Mills	1,000	900	84
	Navarro	10,500	9,200	88
	Palo Pinto	8,100	7,200	90

(Continued on page 687-b)

Station Totals	1,129,300	1,052,400	93
Net Weekly Circulation (March 1967)			761,400
Average Daily Circulation (March 1967)			486,400

**WFAA-TV, Dallas**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50%</b>	TEXAS—(Continued)				
	Parker	7,900	7,400	94	
	Rains	700	600	88	
	Rockwall	1,600	1,400	90	
	Somervell	900	900	92	
	Tarrant	196,500	187,000	95	
	Van Zandt	5,900	5,200	88	
	Wise	6,000	5,600	93	
<b>Between 25-50%</b>	OKLAHOMA				
	Bryan	7,400	6,400	86	
	Choctaw	4,300	3,300	78	
	Love	1,300	1,200	89	
	TEXAS				
	Franklin	1,300	1,100	85	
	Mitchell	2,800	2,500	90	
	Montague	4,700	4,300	92	
	Red River	3,900	3,100	81	
	Scurry	5,400	5,000	93	
	Shackelford	900	800	89	
	Smith	29,700	27,200	91	
	Stephens	2,500	2,200	89	
	Wood	5,000	4,400	90	
	Young	6,200	5,800	92	
	<b>Between 5-24%</b>	OKLAHOMA			
		Carter	14,500	13,300	92
Pushmataha		2,400	1,900	81	
TEXAS					
Bell		36,100	33,900	94	
Callahan		2,200	2,100	93	
Cherokee		8,900	7,600	85	
Coleman		3,600	3,300	92	
Coryell		7,300	6,800	93	
Houston		5,000	4,000	81	
Nolan		6,000	5,600	94	
Runnels		4,300	3,900	92	
San Saba		1,400	1,200	87	
Taylor		37,100	35,100	95	
Tom Green	22,200	20,700	93		

**KRLD-TV, Dallas**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50%</b>	OKLAHOMA				
	Bryan	7,400	6,400	86	
	TEXAS				
	Cherokee	8,900	7,600	85	
	Coleman	3,600	3,300	92	
	Franklin	1,300	1,100	85	
	Jack	2,300	2,200	93	
	Mc Lennan	51,000	47,600	93	
	Mitchell	2,800	2,500	90	
	Montague	4,700	4,300	92	
	Red River	3,900	3,100	81	
	San Saba	1,400	1,200	87	
	Shackelford	900	800	89	
	Smith	29,700	27,200	91	
	Young	6,200	5,800	92	
	<b>Between 5-24%</b>	OKLAHOMA			
		Jackson	11,400	10,700	94
		Pushmataha	2,400	1,900	81
		TEXAS			
Bell		36,100	33,900	94	
Callahan		2,200	2,100	93	
Coryell		7,300	6,800	93	
Gaines		4,100	3,900	94	
Houston		5,000	4,000	81	
Nolan		6,000	5,600	94	
Scurry		5,400	5,000	93	
Taylor		37,100	35,100	95	

**Texas**

**KTVT, Fort Worth**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	OKLAHOMA			
	Carter	14,500	13,300	92
	Love	1,300	1,200	89
	Mc Curtain	7,000	5,900	84
	Pushmataha	2,400	1,900	81
	TEXAS			
	Bell	36,100	33,900	94
	Callahan	2,200	2,100	93
	Cherokee	8,900	7,600	85
	Coleman	3,600	3,300	92
	Coryell	7,300	6,800	93
	Houston	5,000	4,000	81
	Howard	14,400	13,800	96
	Mc Lennan	51,000	47,600	93
	Nolan	6,000	5,600	94
	Red River	3,900	3,100	81
	Runnels	4,300	3,900	92
San Saba	1,400	1,200	87	
Scurry	5,400	5,000	93	
Taylor	37,100	35,100	95	
Tom Green	22,200	20,700	93	

**WBAP-TV, Fort Worth**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	TEXAS—(Continued)			
	Montague	4,700	4,300	92
	Smith	29,700	27,200	91
	Stephens	2,500	2,200	89
	Young	6,200	5,800	92
<b>Between 5-24%</b>	OKLAHOMA			
	Choctaw	4,300	3,300	78
	Pushmataha	2,400	1,900	81
	TEXAS			
	Callahan	2,200	2,100	93
	Cherokee	8,900	7,600	85
	Coleman	3,600	3,300	92
	Coryell	7,300	6,800	93
	Haskell	3,100	2,800	90
	Mc Lennan	51,000	47,600	93
	Mills	1,000	900	84
	Red River	3,900	3,100	81
Sabine	1,800	1,400	78	
Shackelford	900	800	89	

**KFDA-TV, Amarillo**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50%</b>	OKLAHOMA—(Continued)			
	Ellis	1,400	1,200	80
	Greer	2,400	2,100	86
<b>Between 5-24%</b>	COLORADO			
	Baca	2,000	1,400	71
	NEW MEXICO			
	Harding	500	300	74
	OKLAHOMA			
	Beaver	2,200	2,000	91
	Kiowa	4,500	4,100	92
	Washita	5,700	5,400	94
	TEXAS			
	Floyd	4,100	3,800	95
	Hale	12,600	11,700	93
Hardeman	2,200	1,900	88	

# 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.

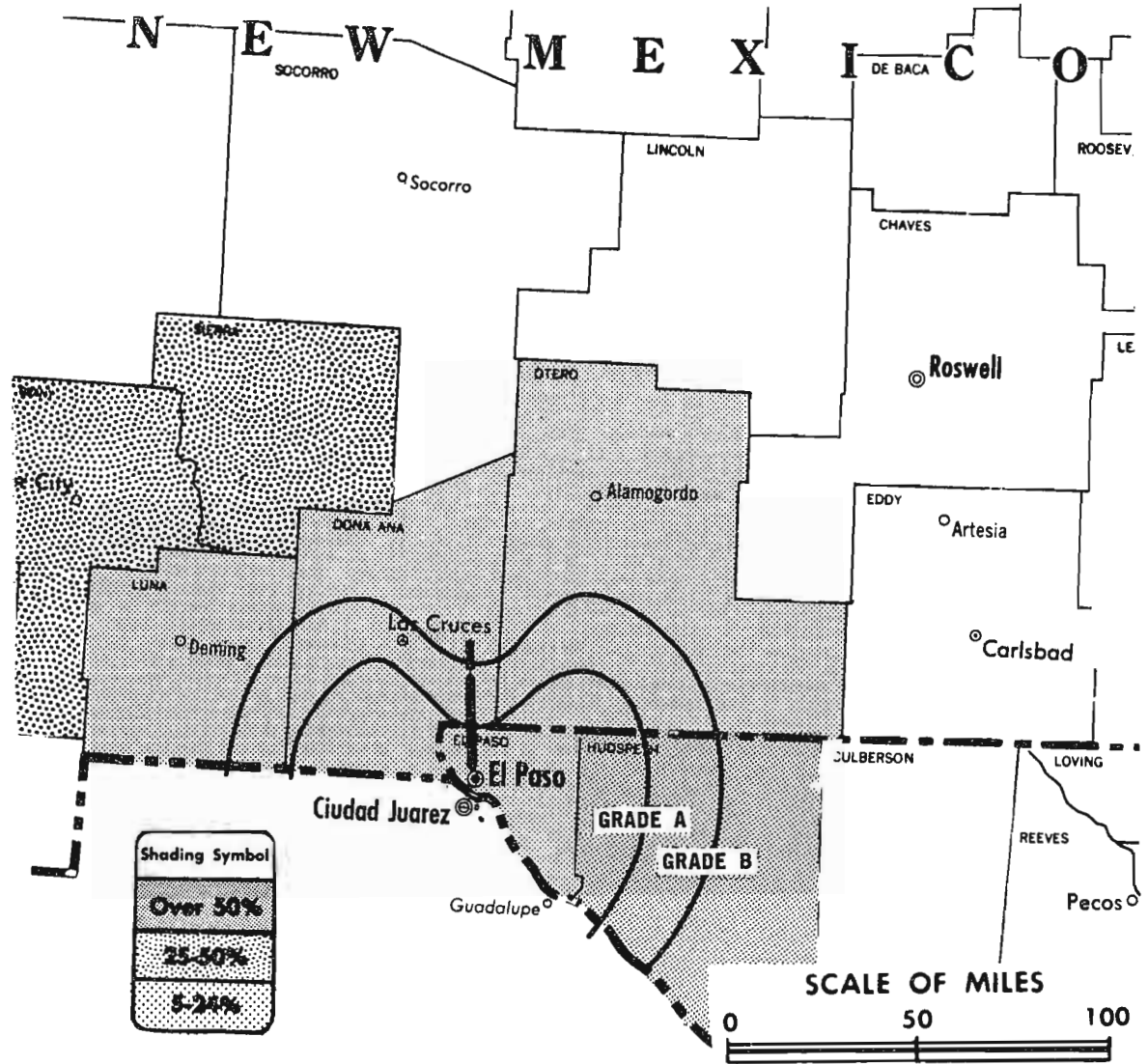
Latitude 31° 47' 17"  
Longitude 106° 28' 46"

**Transmitter:** S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

**Studio:** 4530 Delta St.

**AM Affiliate:** KELP, 1-kw (.5-kw night), 920 kc.

**Color:** Network, live, film & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

KELP-TV Ref: FCC File No. BPCT—2762 Granted 4/9/60

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## KELP-TV

**Licensee:** John B. Walton Jr., Box 12277 (79912).

**Studio:** 5 Executive Center Blvd. (79902).

**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 Adam Young-VTM Inc.

**Represented (legal)** by Marcus Cohn.

**Represented (engineering)** by James C. McNary.

**Personnel:**

GENE ROTH, general manager & film buyer.  
WELDON DONALDSON, sales manager.  
WALT DAVIS, 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 \$120.00 \$95.00 \$80.00  
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW MEXICO			
	Dona Ana	17,100	15,400	90
	Luna	2,900	2,600	89
	Otero	12,200	11,300	93
	TEXAS			
	El Paso	96,700	91,300	94
	Hudspeth	500	400	78
<b>Between 5-24%</b>	NEW MEXICO			
	Grant	5,700	4,800	85
	Sierra	3,000	2,500	82
	TEXAS			
	Jeff Davis	500	300	73
Station Totals		138,600	128,600	93
Net Weekly Circulation (March 1967)				109,100
Average Daily Circulation (March 1967)				59,400

For Index to Contents

See Services Volume



# Texas—El Paso



**KROD-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 61.7-kw visual, 6.76-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.

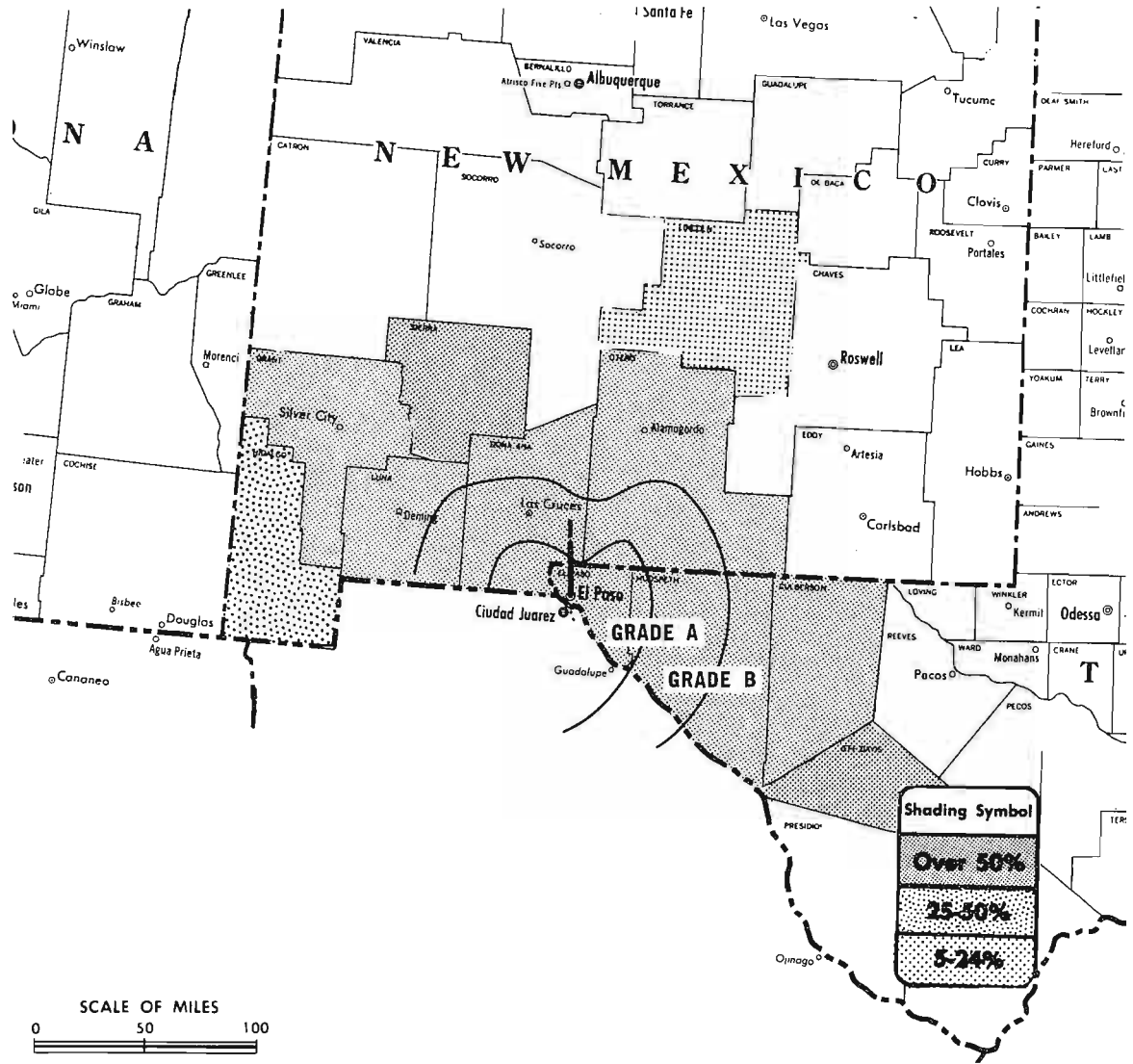
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KROD-TV Ref: FCC File No. BPCT-673 Granted 7/30/52

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## KROD-TV

Licensee: Doubleday Broadcasting Co. Inc., 2201 Wyoming Ave., El Paso, Tex. (79903).

Studio: 2201 Wyoming Ave. (79903).

Telephone: 915-532-6551. TWX No.: 910-964-1323.

Ownership: Doubleday also owns KOSA-TV, Odessa, Tex.; CP for KDTV, Dallas; radios KRNO, San Bernardino, Cal.; KHOW, Denver, Colo.; KITE, Terrell Hills, Tex. (KITE-FM, San Antonio); KDEF & FM, Albuquerque, N.M. and KMYR(FM), Denver. Officers: Nelson Doubleday, chairman; Cecil L. Trigg, pres.; John W. O'Donnell, v.p. & secy.-treas.

Began Operation: Dec. 14, 1952. Sale of Trigg-Vaughn station group to present owner approved Feb. 1, 1967 (Television Digest, Vol. 6:44, 7:6). Sale of KROD-TV & AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 by FCC (Vol. 15:36, 44).

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

- CECIL L. TRIGG, president.
- ED SLEIGH, general manager.
- MARLIN HAINES, program manager.
- SAM KOBREN, national sales manager.
- FRANK JORDAN, chief engineer.

### DIGEST OF RATE CARD NO. C-2A—(Nov. 15, 1966)

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 \$130.00 \$104.00 \$65.00  
NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW MEXICO</b>			
	Dona Ana	17,100	15,400	90
	Grant	5,700	4,800	85
	Luna	2,900	2,600	89
	Otero	12,200	11,300	93
	Sierra	3,000	2,500	82
	<b>TEXAS</b>			
Culberson	800	700	84	
El Paso	96,700	91,300	94	
Hudspeth	500	400	78	
Jeff Davis	500	300	73	
<b>Between 25-50%</b>	<b>NEW MEXICO</b>			
	Hidalgo	1,300	1,100	82
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Lincoln	2,400	2,100	87
<b>Station Totals</b>		142,600	132,200	93
Net Weekly Circulation (March 1967)				122,100
Average Daily Circulation (March 1967)				96,600

# Texas—El Paso



**KTSM-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"

Longitude 106° 28' 57.0"

Transmitter: Ranger Peak, Franklin 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, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

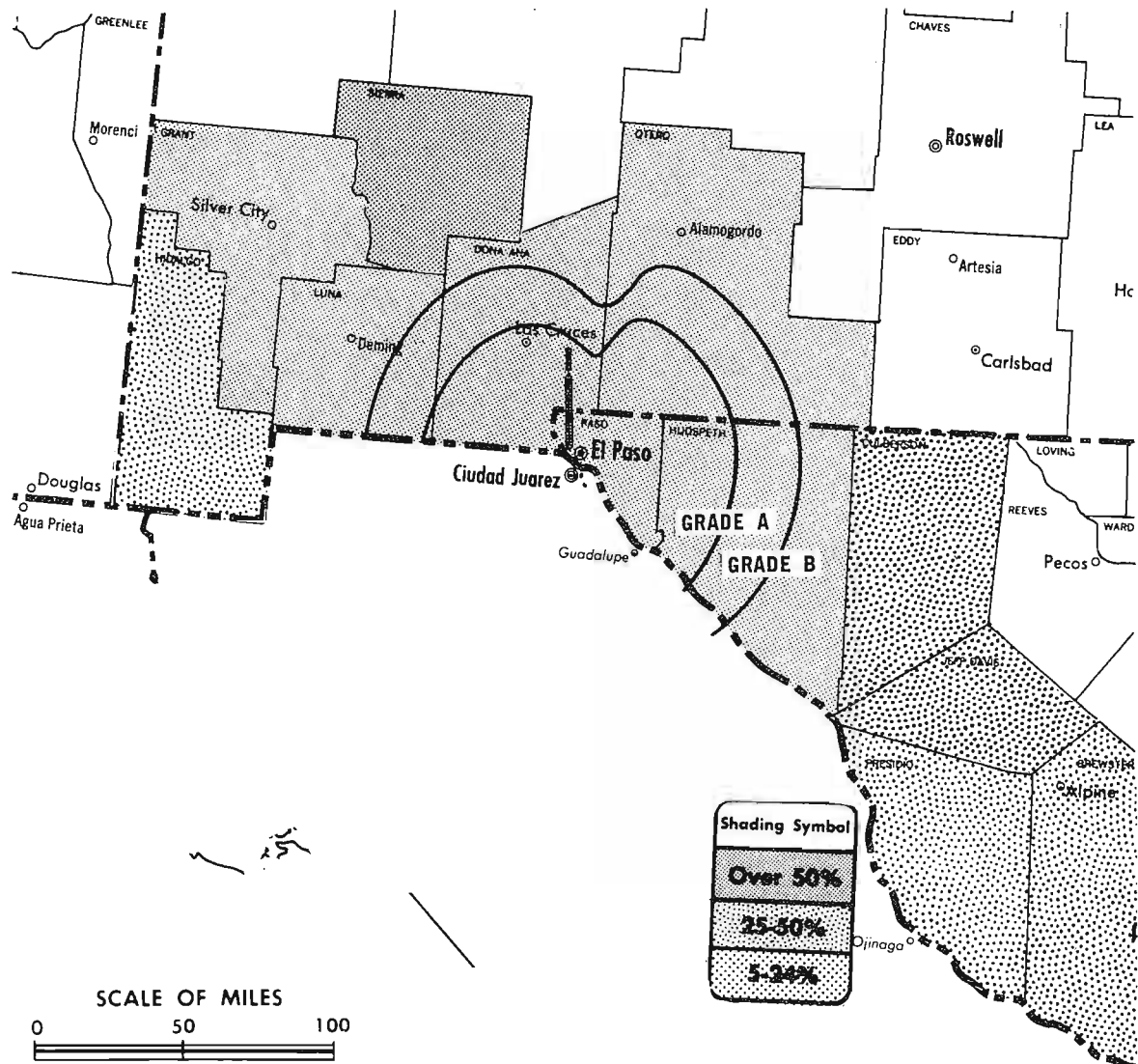
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTSM-TV Ref: FCC File No. BMPCT-5252 Granted 2/9/59

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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%; F. L. Koons, 10%; W. C. Bailey, 5%; Jack Rye, v.p.

Began Operation: Jan. 4, 1953.

Represented (sales) by The Hollingbery Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

KARL O. WYLER, president & general manager.  
 JACK RYE, v.p. in charge of production & film buyer.  
 TED BENDER, director dept. of news & public affairs.  
 W. T. MCGILL, chief engineer.  
 JOHN PHELAN, sales manager.

### DIGEST OF RATE CARD NO. 11 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-9:59 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00
NETWORK BASE HOURLY RATE:	\$400.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW MEXICO			
	Dona Ana	17,100	15,400	90
	Grant	5,700	4,800	85
	Luna	2,900	2,600	89
	Otero	12,200	11,300	93
	Sierra	3,000	2,500	82
	TEXAS			
	El Paso	96,700	91,300	94
	Hudspeth	500	400	78
<b>Between 25-50%</b>	NEW MEXICO			
	Hidalgo	1,300	1,100	82
	TEXAS			
	Brewster	1,400	1,100	78
	Culberson	800	700	84
	Jeff Davis	500	300	73
	Presidio	1,100	800	72
Station Totals		143,200	132,300	92
Net Weekly Circulation (March 1967)				121,800
Average Daily Circulation (March 1967)				99,400

For Color Set Penetration by Markets  
see Services Volume.

# Texas—El Paso (Juarez, Mexico)

## **XEJ-TV**

Ch. 5

[Spanish-language outlet]

**Technical Facilities:** Channel No. 5 (86-82 mc). Authorized power: 18-kw visual, 9-kw aural. **Note:** Additional data unavailable.

**Transmitter:** Penon Mountain.

**Studio:** Edificio XEJ, Apartado 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. Antenna: 1150-ft. above av. terrain.

**Note:** Additional data unavailable.

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## **XEJ-TV**

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** Television de la Frontera, S.A., Box 9555, El Paso, Tex.

**Telephones:** JUA. 2-2910, 2-2911, 2-0248.

**Ownership:** Pedro Meneses Hoyos, owner; also owner of radios XEJ, XEPZ and of XEPM-TV, Juarez.

**Began operation:** May 17, 1954.

**Represented (sales) by** Spanish International Network.

**Personnel:**

PEDRO MENESES HOYOS, general manager.  
STEVE GUERRERO, chief engineer.

### **DIGEST OF RATE CARD NO. 1** (Jan. 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.						
\$240.00	\$144.00	\$96.00	\$72.00	\$70.00	\$42.00	\$28.00

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## **XEPM-TV**

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** XEPM-TV Television Inc., Apdo. No. 271, Juarez.

**Business Office:** Box 9554, El Paso (79985).

**Telephone:** Juarez 2-2222.

**Ownership:** Pedro Meneses Jr., also owner of XEJ, XEPZ & XEJ-TV also Juarez-El Paso.

**Began Operation:** Jan. 16, 1961.

**Represented (sales) by** Spanish International Network.

**Personnel:**

M. D. HEREDIA, general manager.  
SERGIO D. MOLINAR JR., sales manager.

### **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

## KFWT

Ch. 21

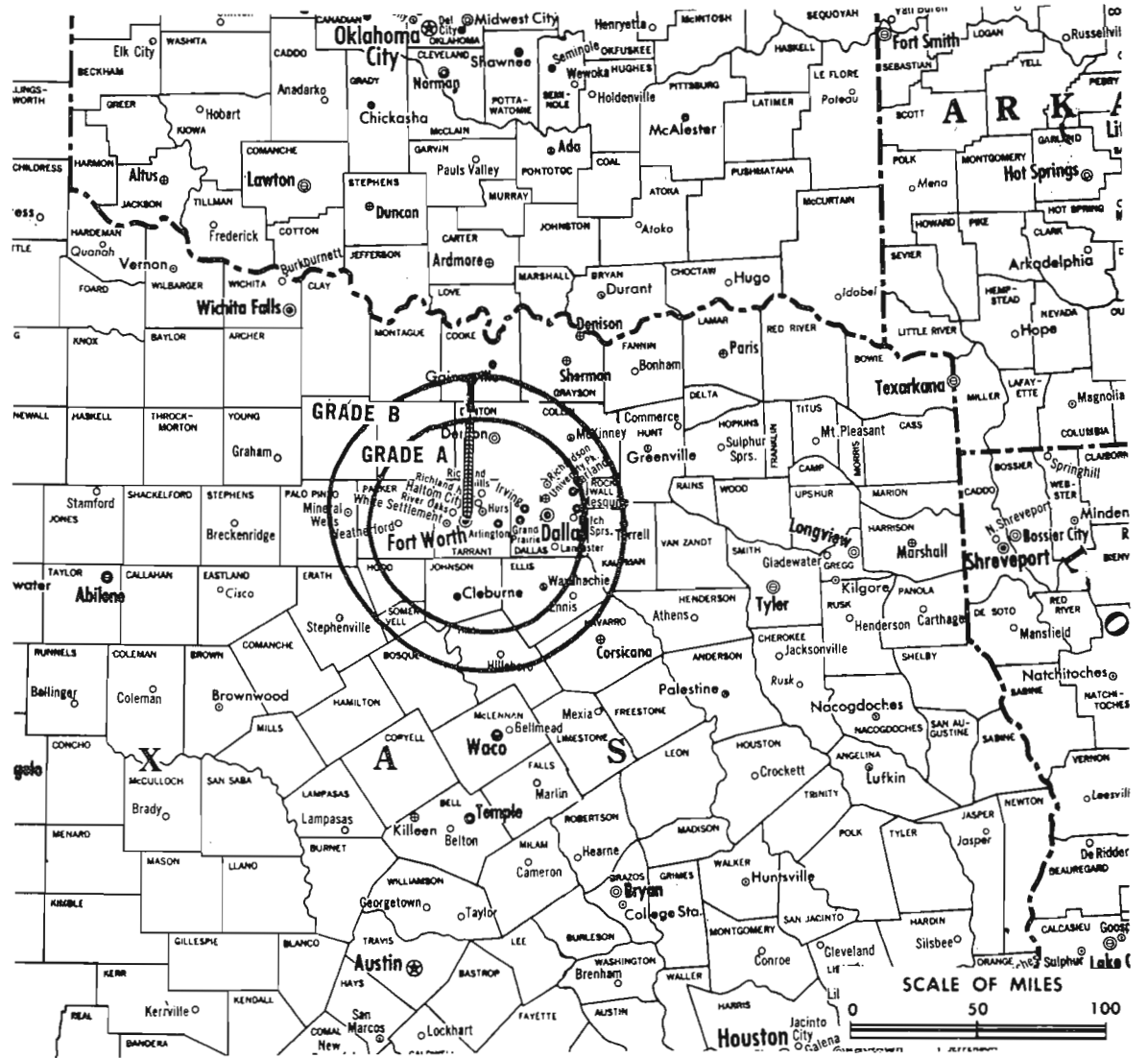
Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 550-kw max. & 490-kw horizontal visual, 109.6-kw max. & 97.7-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1094-ft. above ground, 1721-ft. above sea level.

Latitude 32° 45' 01"  
Longitude 97° 16' 07"

Transmitter: Bridge St., Ft. Worth.

Color: Film, slide.

News Wire Service: UPI.



KFWT Ref: FCC File No. BPCT-3172 Granted 1/6/66

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## KFWT

Network Service: None, independent.

Grantee: Trinity Broadcasting Co., Box 801, Fort Worth, Tex.

Studio: 3800 Barnett St.

Telephone: 817-534-4801.

Ownership: W. C. Windsor Jr., pres., 100%.

Began Operation: Sept. 14, 1967.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

W. C. WINDSOR JR., president.  
JIM NEWTON, station & program manager.  
BOB WALKE, sales manager.  
JIM ALDERMAN, news director.  
BRUCE DENNIS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class ROS—6-10 p.m., daily.	\$320.00	\$200.00	\$120.00	\$60.00	\$45.00	\$30.00
	\$24.00					

ARB Data not available since station was not in operation when the survey was made.

## BLACKBURN

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151



# Texas—Fort Worth-Dallas

**KTVT**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"  
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, Tex.

TWX No.: 910-893-5051. TV tape: Recording facilities.

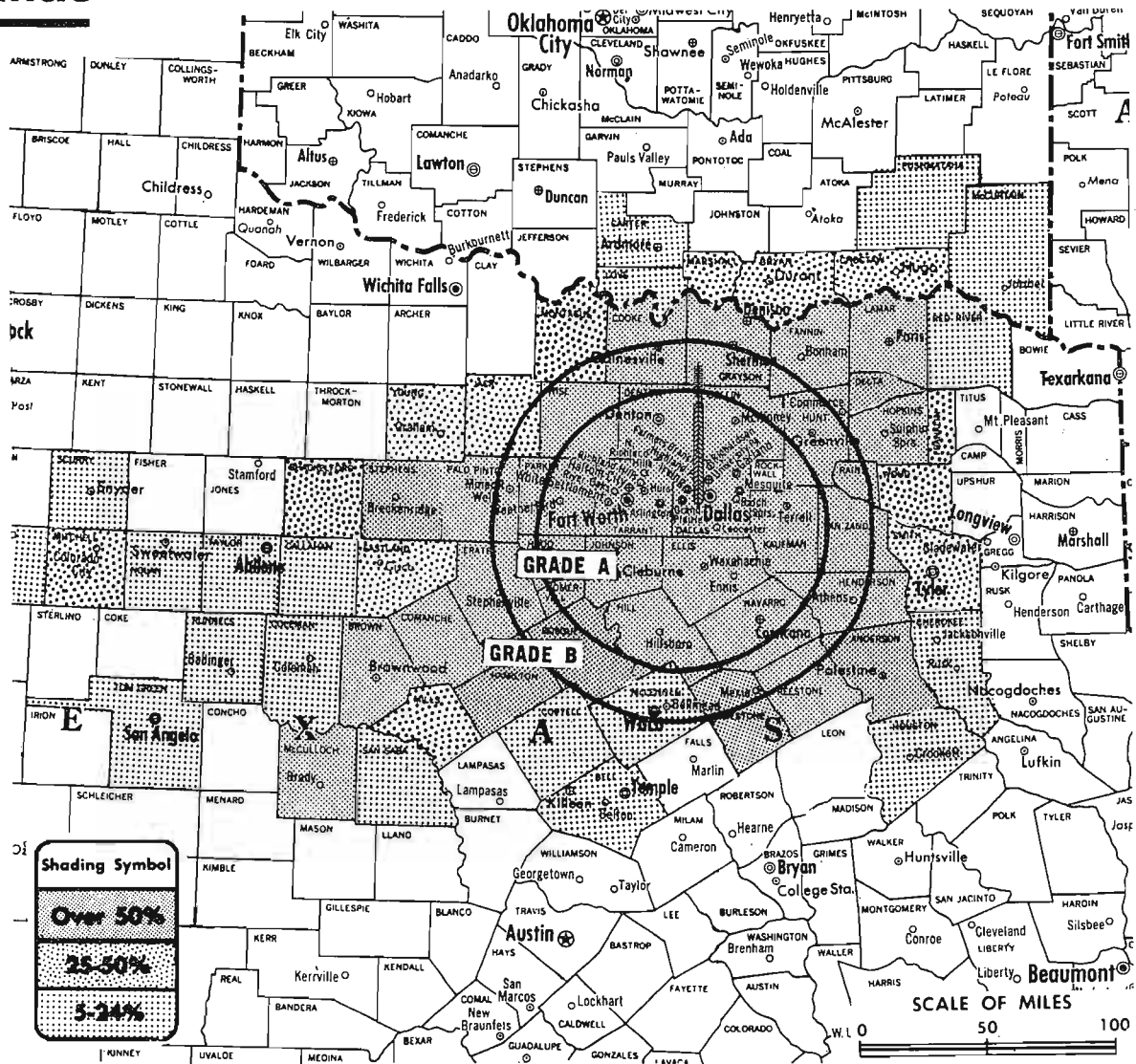
Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: UPI.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTVT Ref: FCC File No. BPCT-3268 Granted 3/26/64

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## KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Studios: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76107); 10111 N. Central Expressway, Dallas, Tex. (75231).

Telephone: 817-738-1951 (Ft. Worth); 817-362-9321 (Dallas).

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.
- JACK BERNING, assistant manager & general sales manager.
- DARRELL JONES, program manager & film buyer.
- BILL KESSEL, chief engineer.
- BILL CAMFIELD, promotion-merchandising dir.

### DIGEST OF RATE CARD NO. A16—(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6 p.m.-sign-off, daily.	\$750.00	\$450.00			\$350.00	\$228.00
						\$137.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Anderson	10,200	9,000	88
	Bosque	3,500	3,200	90
	Brown	7,700	6,700	86
	Collin	18,200	16,800	92
	Comanche	3,200	2,700	83
	Cooke	7,600	7,000	92
	Dallas	399,600	380,500	95
	Delta	1,300	1,100	85
	Denton	20,500	19,200	94
	Ellis	13,800	12,700	92
	Erath	5,200	4,800	93
	Fannin	6,600	5,700	87
	Freestone	3,400	2,900	85

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS—(Continued)			
	Grayson	25,200	23,200	92
	Hamilton	2,400	2,100	87
	Henderson	6,700	5,800	88
	Hill	6,500	5,900	90
	Hood	1,900	1,800	92
	Hopkins	5,300	4,700	89
	Hunt	12,400	11,300	91
	Johnson	15,000	14,100	94
	Kaufman	8,500	7,600	89
	Lamar	9,700	7,700	79
	Limestone	5,400	4,600	86
	Mc Culloch	2,300	1,800	79
	Navarro	10,500	9,200	88
	Palo Pinto	8,100	7,200	90
	Parker	7,900	7,400	94
	Rains	700	600	88
	Somervell	900	900	92
	Stephens	2,500	2,200	89
	Tarrant	196,500	187,000	95
Van Zandt	5,900	5,200	88	
Wise	6,000	5,600	93	
<b>Between 25-50%</b>	OKLAHOMA			
	Bryan	7,400	6,400	86
	Choctaw	4,300	3,300	78
	Marshall	2,200	2,100	92
	TEXAS			
	Eastland	6,200	5,500	88
	Franklin	1,300	1,100	85
	Jack	2,300	2,200	93
	Mills	1,000	900	84
	Mitchell	2,800	2,500	90
Montague	4,700	4,300	92	
Shackelford	900	800	89	
Smith	29,700	27,200	91	
Wood	5,000	4,400	90	
Young	6,200	5,800	92	
(Continued on page 687-b)				
Station Totals		1,149,100	1,070,700	93
Net Weekly Circulation (March 1967)				654,000
Average Daily Circulation (March 1967)				351,000

# 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.

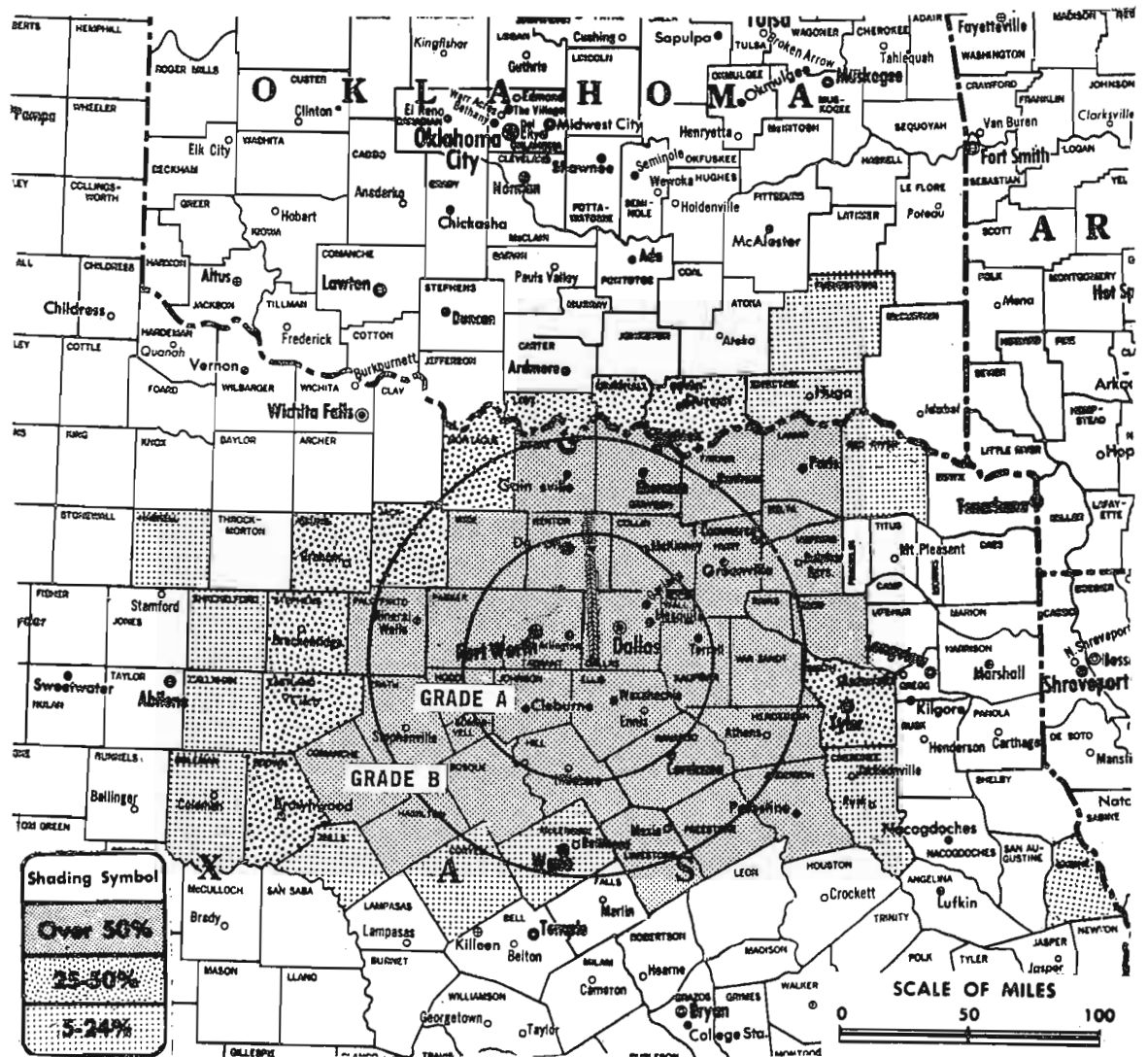
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WBAP-TV Ref: FCC File No. BPCT-3233 Granted 3/24/64

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## WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

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.; J. Lee Johnson III, v.p.

Began Operation: Sept. 29, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Scharfeld, Bechhoefer & Baron.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- ROY BACUS, general manager.
- L. F. BROYLES, sales manager.
- ROBERT GOULD, program director & film buyer.
- PHIL WYGANT, promotion director.
- RUPERT BOGAN, engineering director.
- JAMES A. BYRON, news director.
- BOB WALSH, farm director.
- JETT JAMISON, commercial film producer.
- FRANK MILLS, director of public affairs.

### DIGEST OF RATE CARD NO. 22G

(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10:30 p.m., daily.

\$2000.00 \$1250.00 \$720.00 \$600.00 \$500.00 \$450.00 \$325.00

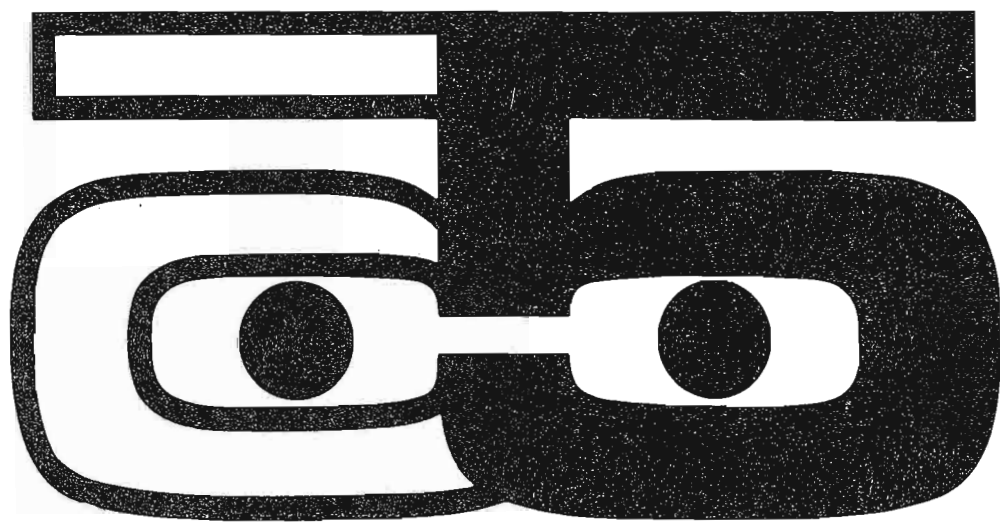
NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Anderson	10,200	9,000	88
	Bosque	3,500	3,200	90
	Collin	18,200	16,800	92
	Comanche	3,200	2,700	83

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS—(Continued)			
	Cooke	7,600	7,000	92
	Dallas	399,600	380,500	95
	Delta	1,300	1,100	85
	Denton	20,500	19,200	94
	Ellis	13,800	12,700	92
	Erath	5,200	4,800	93
	Fannin	6,600	5,700	87
	Freestone	3,400	2,900	85
	Grayson	25,200	23,200	92
	Hamilton	2,400	2,100	87
	Henderson	6,700	5,800	88
	Hill	6,500	5,900	90
	Hood	1,900	1,800	92
	Hopkins	5,300	4,700	89
	Hunt	12,400	11,300	91
	Johnson	15,000	14,100	94
	Kaufman	8,500	7,600	89
	Lamar	9,700	7,700	79
	Limestone	5,400	4,600	86
	Navarro	10,500	9,200	88
	Palo Pinto	8,100	7,200	90
	Parker	7,900	7,400	94
	Rains	700	600	88
	Rockwall	1,600	1,400	90
	Somervell	900	900	92
	Tarrant	196,500	187,000	95
Van Zandt	5,900	5,200	88	
Wise	6,000	5,600	93	
Wood	5,000	4,400	90	
<b>Between 25-50%</b>	OKLAHOMA			
	Bryan	7,400	6,400	86
	Love	1,300	1,200	89
	Marshall	2,200	2,100	92
<b>TEXAS</b>	Brown	7,700	6,700	86
	Eastland	6,200	5,500	88
	Jack	2,300	2,200	93

(Continued on page 687-b)

Station Totals	995,800	928,500	93
Net Weekly Circulation (March 1967)			729,000
Average Daily Circulation (March 1967)			482,300

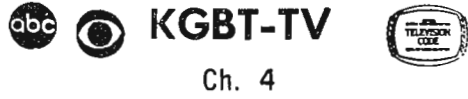


**WBAP-TV NBC**

DALLAS – FORT WORTH

PIONEER IN NEWS, COLOR AND DESIGN.

# Texas—Harlingen



Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 18.6-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.

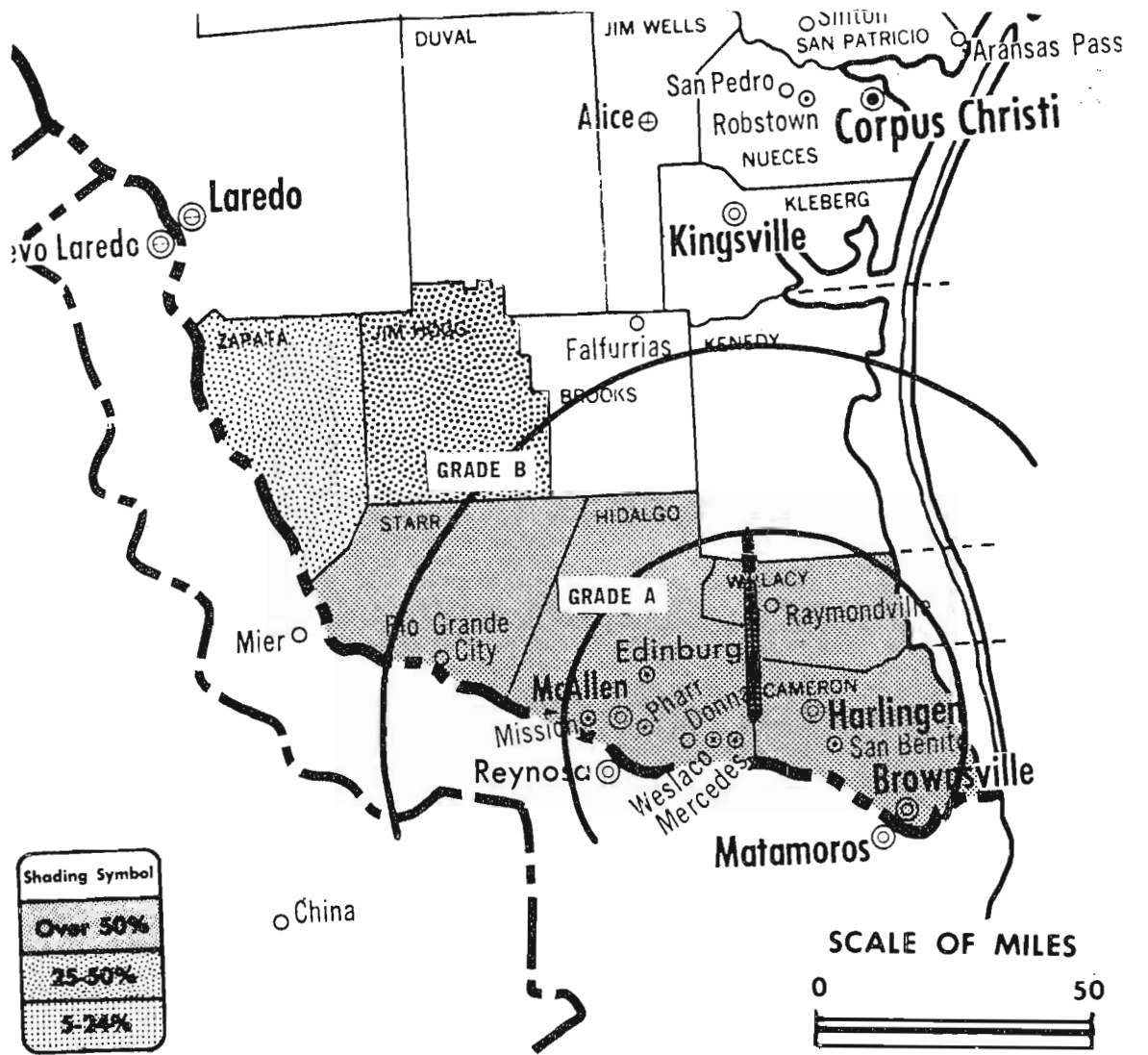
AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kc.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KGBT-TV Ref: FCC File No. BPCT-2280 Granted 3/15/57 ©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., 19.66%. J. C. Looney owns 2%, McHenry Tichenor, 6.2% of KUNO, Corpus Christi. Looney also owns 40%, Tichenor 29.2% of KIFN, Phoenix, Ariz.

Began Operation: Sept. 17, 1953.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Marcus Cohn.

Represented (engineering) by A. D. Ring & Associates.

### Personnel:

- McHENRY TICHENOR, chairman.
- McHENRY T. TICHENOR, president.
- MAL KASANOFF, vice president & general manager.
- DAVID LYKES, vice president & commercial manager.
- JOHNNY GOODMAN, promotion manager.
- ALEX GIESE, director of engineering.
- JIM MATTISON, chief engineer.

## DIGEST OF RATE CARD NO. GT-13

(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$125.00	\$95.00	\$75.00	\$48.00
NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (CBS).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Cameron	40,600	36,900	91
	Hidalgo North	41,000	36,500	89
	Hidalgo South	4,900	4,400	89
	Starr	4,300	3,400	80
Willacy	4,500	4,000	90	
<b>Between 25-50%</b>	TEXAS			
	Jim Hogg	1,300	1,000	79
	Zapata	1,100	800	71
Station Totals		97,700	87,000	89
Net Weekly Circulation (March 1967)				83,700
Average Daily Circulation (March 1967)				72,100



# Texas—Houston



**KHOV-TV**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"  
Longitude 95° 30' 04"

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

Studios: 1945 Allen Parkway, Houston; auxiliary studios, Galveston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Associates.

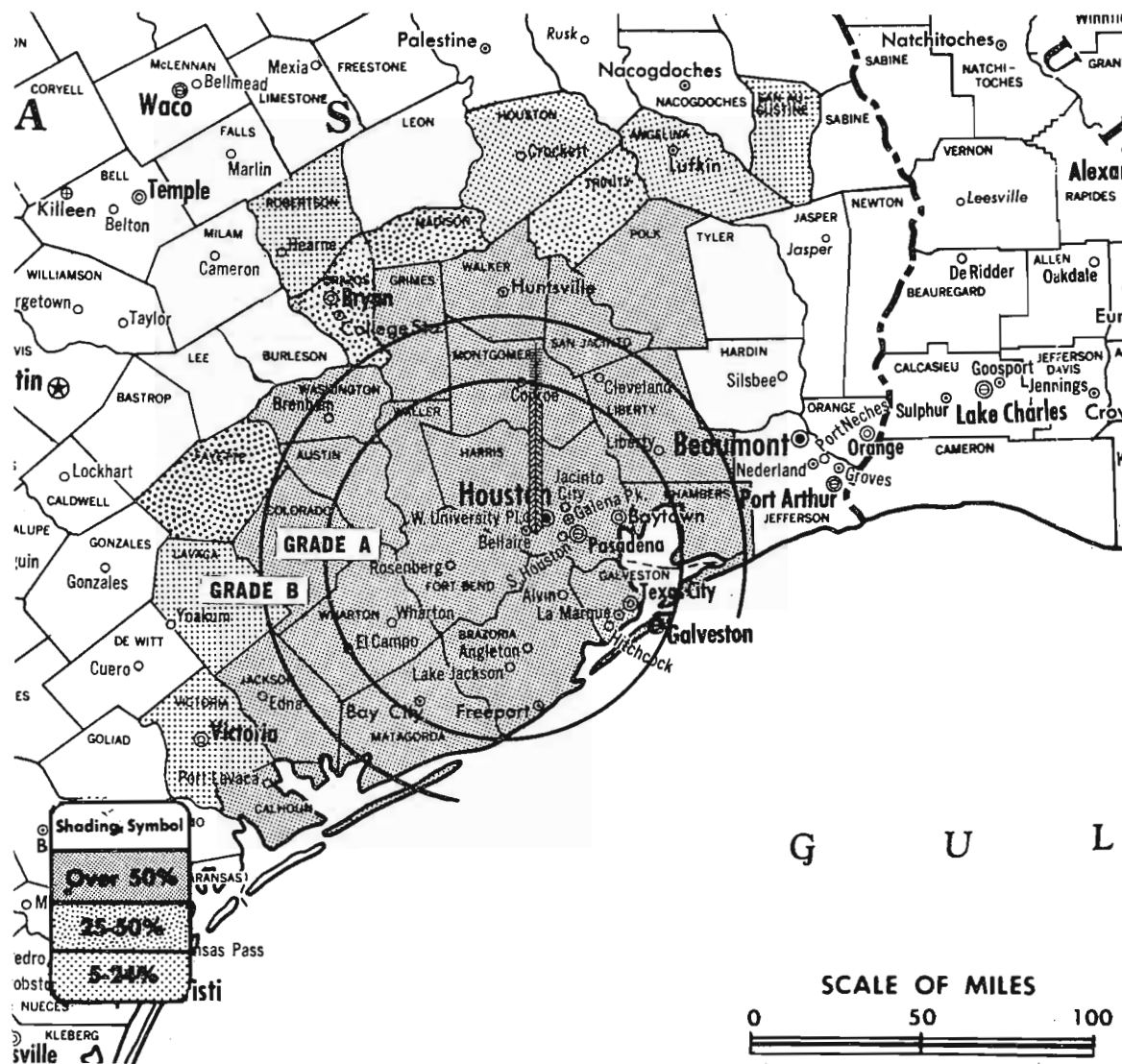
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KHOV-TV Ref: FCC File No. BPCT—3212 Granted 9/9/63

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## 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. RICHDALE JR., v.p. & general manager.

ROBERT O. PAXSON, commercial manager.

DEAN BORBA, program manager & film buyer.

KEITH H. MOON, director, advertising & promotion.

ED GODFREY, news director.

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 \$336.00

NETWORK BASE HOURLY RATE: \$1425.

For Texas CATV Systems  
See Directory in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Austin	4,300	3,500	83
	Brazoria	26,600	25,000	94
	Calhoun	5,600	4,900	88
	Chambers	3,600	3,300	94
	Colorado	6,100	5,100	85
	Fort Bend	12,300	11,200	91
	Galveston	50,400	46,900	93
	Grimes	3,400	2,800	82
	Harris	480,800	453,000	94
	Jackson	4,200	3,600	86
	Liberty	10,500	9,300	89
	Matagorda	8,700	7,700	88
	Montgomery	8,800	7,800	88
	Polk	3,600	3,000	83
	San Jacinto	1,400	1,100	75
Walker	5,500	4,400	81	
Waller	3,300	2,800	86	
Washington	6,000	4,700	78	
Wharton	11,500	10,100	88	
<b>Between 25-50%</b>	TEXAS			
	Brazos	13,900	12,600	90
	Fayette	6,200	4,400	71
	Madison	1,600	1,300	82
Trinity	1,800	1,400	78	
<b>Between 5-24%</b>	MISSISSIPPI			
	Adams	12,300	10,300	84
	TEXAS			
	Angelina	13,500	12,200	91
	Houston	5,000	4,000	81
	Lavaca	6,000	4,500	75
	Robertson	4,400	3,900	87
San Augustine	1,800	1,500	80	
Victoria	16,300	14,300	88	
Station Totals		739,400	680,600	92
Net Weekly Circulation (March 1967)				573,100
Average Daily Circulation (March 1967)				439,900

# Texas—Houston

**KHTV**

Ch. 39



Technical Facilities: Channel No. 39 (620-626 mc). Authorized power: 2570-kw max. and 1170-kw horizontal visual, 257-kw max. and 117-kw horizontal aural. Antenna: 1450-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 45' 32"  
Longitude 95° 20' 21"

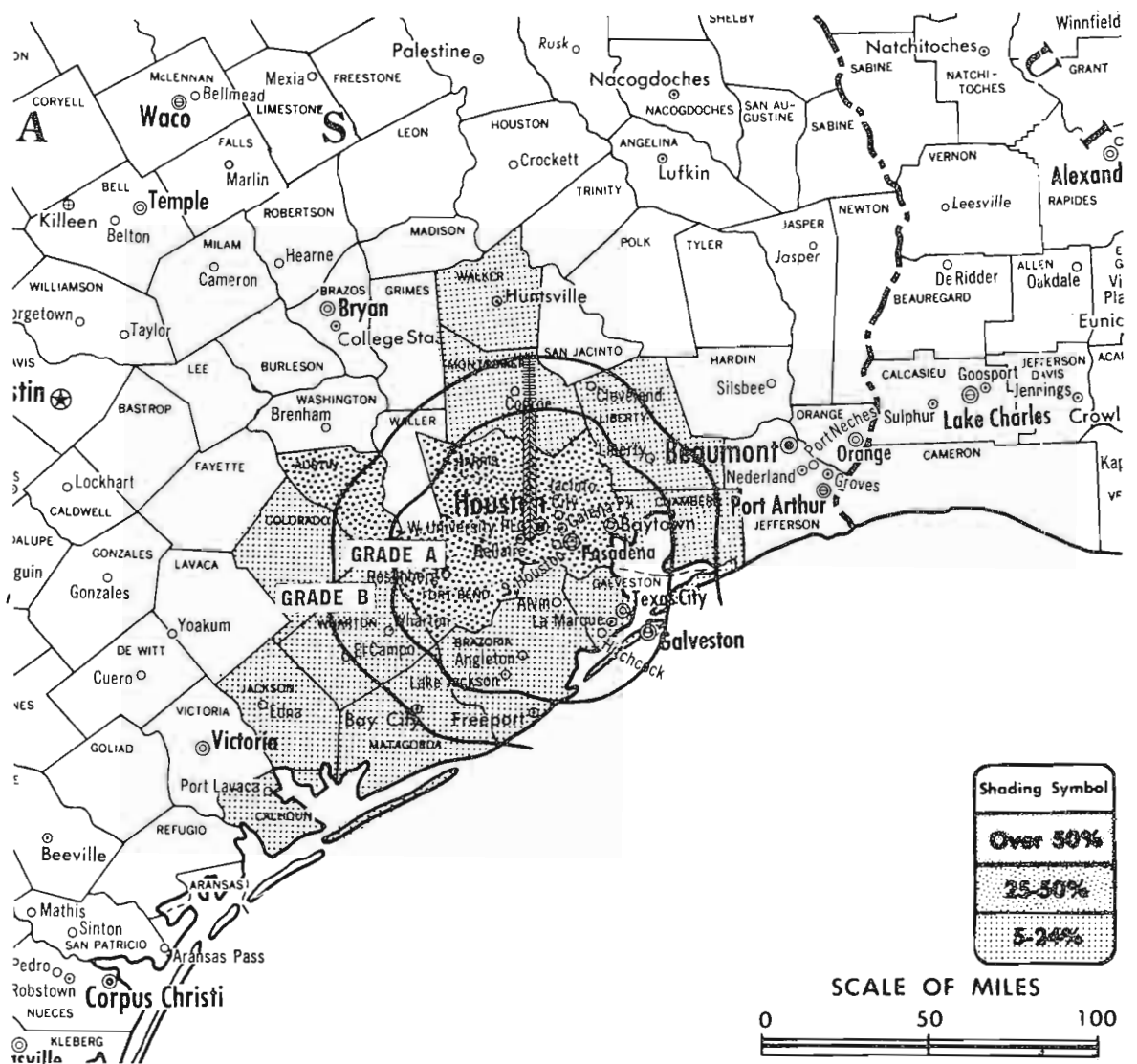
Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study



KHTV Ref: FCC File No. BMPCT-6337 Granted 9/15/66

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## KHTV

Network Service: None, independent.

Licensee: WKY TV System Inc., 7700 Westpark Dr., Houston (77042).

Studio: 7700 Westpark Dr.

Telephone: 713-781-3930.

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Oct. 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operation Jan. 6, 1967.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

CRAWFORD P. RICE, manager.  
GENE R. JACOBSEN, assistant manager.  
HARRY APEL, sales manager.  
CHARLES ROGERS, production manager.  
JACK H. TUDOR, chief engineer.

### DIGEST OF RATE CARD NO. 1

(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—7-11 p.m., daily.					
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	TEXAS			
	Austin	4,300	3,500	83
	Fort Bend	12,300	11,200	91
	Harris	480,800	453,000	94
<b>Between 5-24%</b>	TEXAS			
	Brazoria	26,600	25,000	94
	Calhoun	5,600	4,900	88
	Chambers	3,600	3,300	94
	Colorado	6,100	5,100	85
	Galveston	50,400	46,900	93
	Jackson	4,200	3,600	86
	Liberty	10,500	9,300	89
	Matagorda	8,700	7,700	88
	Montgomery	8,800	7,800	88
Walker	5,500	4,400	81	
Wharton	11,500	10,100	88	
Station Totals		638,900	595,800	93
Net Weekly Circulation (March 1967)				140,000
Average Daily Circulation (March 1967)				52,100

For Color & Uhf Penetration by Markets

See Services Volume

# 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).

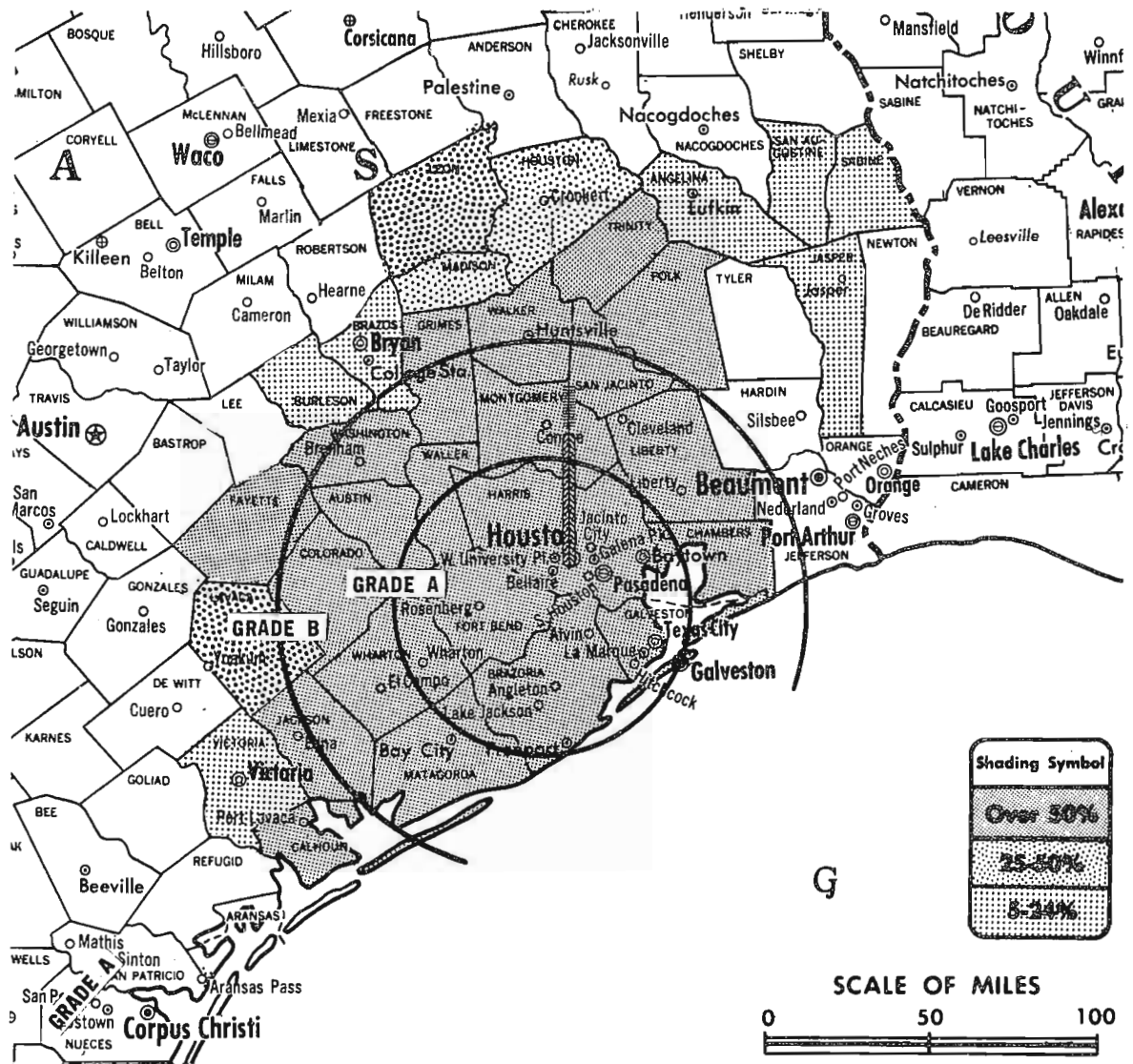
Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KPRC-TV Ref: FCC File No. BMPCT-5984 Granted 6/30/64

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## 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.

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 HUHDORFF, operations manager.  
TOM REIFF, program 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. 19

(May 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—6:59-9:59 p.m., daily.  
\$1600.00 \$960.00 \$640.00 \$480.00 Graded rates apply\*

\*Highest rate: \$1094.

NETWORK BASE HOURLY RATE: \$1500.

For Index to Contents, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	TEXAS			
	Austin	4,300	3,500	83
	Brazoria	26,600	25,000	94
	Calhoun	5,600	4,900	88
	Chambers	3,600	3,300	94
	Colorado	6,100	5,100	85
	Fayette	6,200	4,400	71
	Fort Bend	12,300	11,200	91
	Galveston	50,400	46,900	93
	Grimes	3,400	2,800	82
	Harris	480,800	453,000	94
	Jackson	4,200	3,600	86
	Liberty	10,500	9,300	89
	Matagorda	8,700	7,700	88
	Montgomery	8,800	7,800	88
	Polk	3,600	3,000	83
	San Jacinto	1,400	1,100	75
	Trinity	1,800	1,400	78
	Walker	5,500	4,400	81
Waller	3,300	2,800	86	
Washington	6,000	4,700	78	
Wharton	11,500	10,100	88	
Between 25-50 %	TEXAS			
	Houston	5,000	4,000	81
	Lavaca	6,000	4,500	75
	Leon	2,600	2,100	78
Between 5-24 %	TEXAS			
	Madison	1,600	1,300	82
	Angelina	13,500	12,200	91
	Brazos	13,900	12,600	90
	Burleson	3,100	2,500	80
	Jasper	7,100	6,300	88
Sabine	1,800	1,400	78	
San Augustine	1,800	1,500	80	
Victoria	16,300	14,300	88	
Station Totals		737,300	678,700	92
Net Weekly Circulation (March 1967)				566,300
Average Daily Circulation (March 1967)				410,800

# Texas—Houston



**KTRK-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 39.8-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.

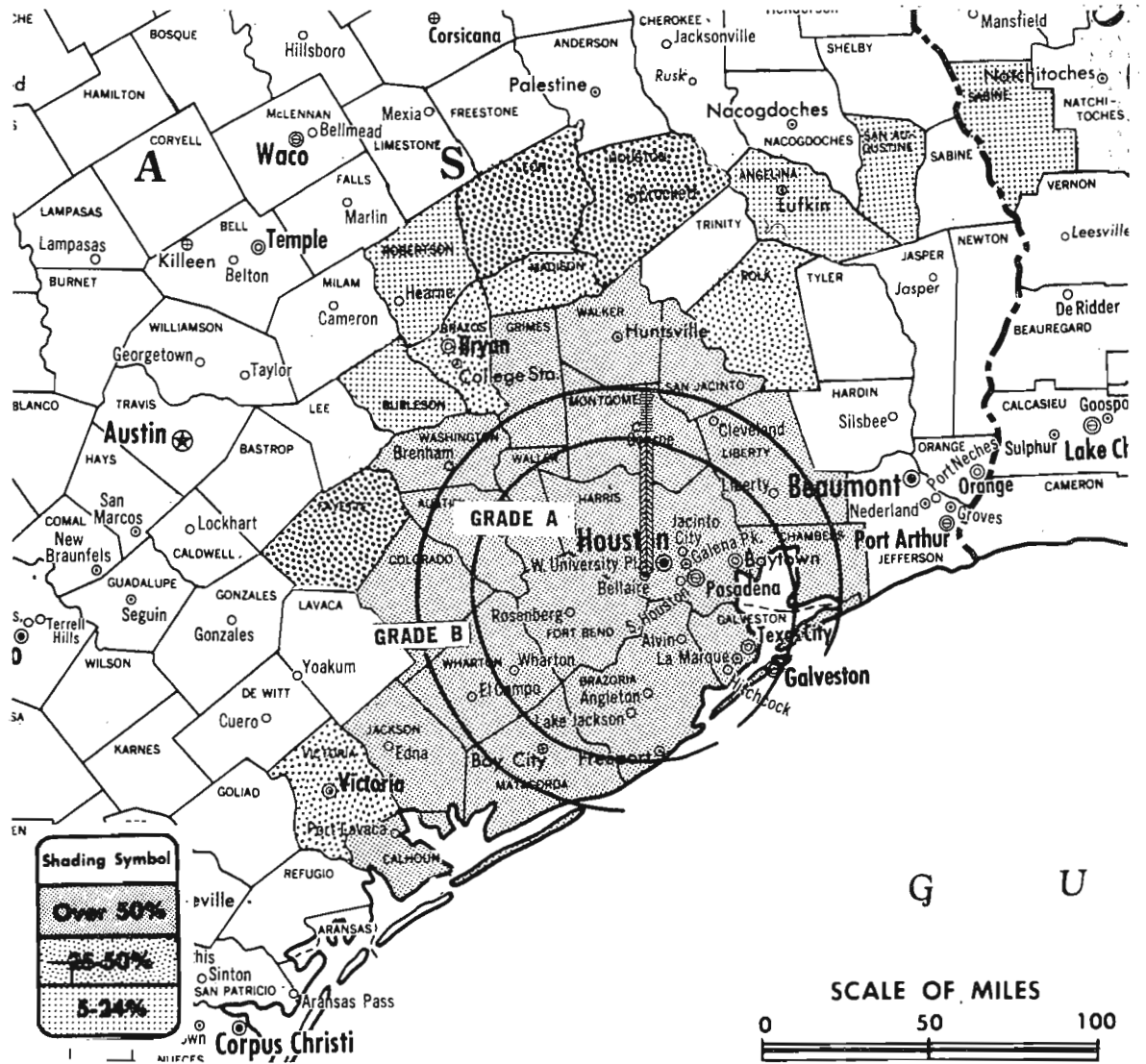
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KTRK-TV Ref: FCC File No. BMPCT-2240 Granted 7/7/64

©American Map Co., Inc., N.Y., No. 14244

## KTRK-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York, N.Y.

Studio: 3310 Bissonnet.

Telephone: 713-666-0713. TWX No.: 910-881-1511.

Ownership: Capital Cities Bcstg. Corp. For other interests, see WTEN, Albany N.Y.

Began Operation: Nov. 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC, June 15, 1967 (Television Digest, Vol. 6:48; 7:25).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

WILLARD E. WALBRIDGE, v.p. & general manager.  
JOHN McCRORY, general sales 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. 15  
(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	—6:30-10 p.m., daily.					
	\$1700.00	\$1020.00	\$520.00	\$450.00	.....	\$450.00* \$270.00*

\*Class AAA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	TEXAS			
	Austin	4,300	3,500	83
	Brazoria	26,600	25,000	94
	Calhoun	5,600	4,900	88
	Chambers	3,600	3,300	94
	Colorado	6,100	5,100	85
	Fort Bend	12,300	11,200	91
	Galveston	50,400	46,900	93
	Grimes	3,400	2,800	82
	Harris	480,800	453,000	94
	Jackson	4,200	3,600	86
	Liberty	10,500	9,300	89
	Matagorda	8,700	7,700	88
	Montgomery	8,800	7,800	88
	San Jacinto	1,400	1,100	75
	Walker	5,500	4,400	81
	Waller	3,300	2,800	86
	Washington	6,000	4,700	78
	Wharton	11,500	10,100	88
<b>Between 25-50 %</b>	TEXAS			
	Brazos	13,900	12,600	90
	Fayette	6,200	4,400	71
	Houston	5,000	4,000	81
	Leon	2,600	2,100	78
	Madison	1,600	1,300	82
Polk	3,600	3,000	83	
Victoria	16,300	14,300	88	
<b>Between 5-24 %</b>	LOUISIANA			
	Sabine	4,600	3,600	79
	TEXAS			
	Angelina	13,500	12,200	91
	Burleson	3,100	2,500	80
Robertson	4,400	3,900	87	
San Augustine	1,800	1,500	80	
Station Totals		729,600	672,600	92
Net Weekly Circulation (March 1967)				567,600
Average Daily Circulation (March 1967)				397,100



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Engineering Managers  
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# Texas—Laredo



Technical Facilities: Channel No. 8  
(180-186 mc). Authorized power:  
316-kw visual, 42.2-kw aural.  
Antenna: 1020-ft. above av. ter-  
rain, 1049-ft. above ground, 1549-  
ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Isalitas.

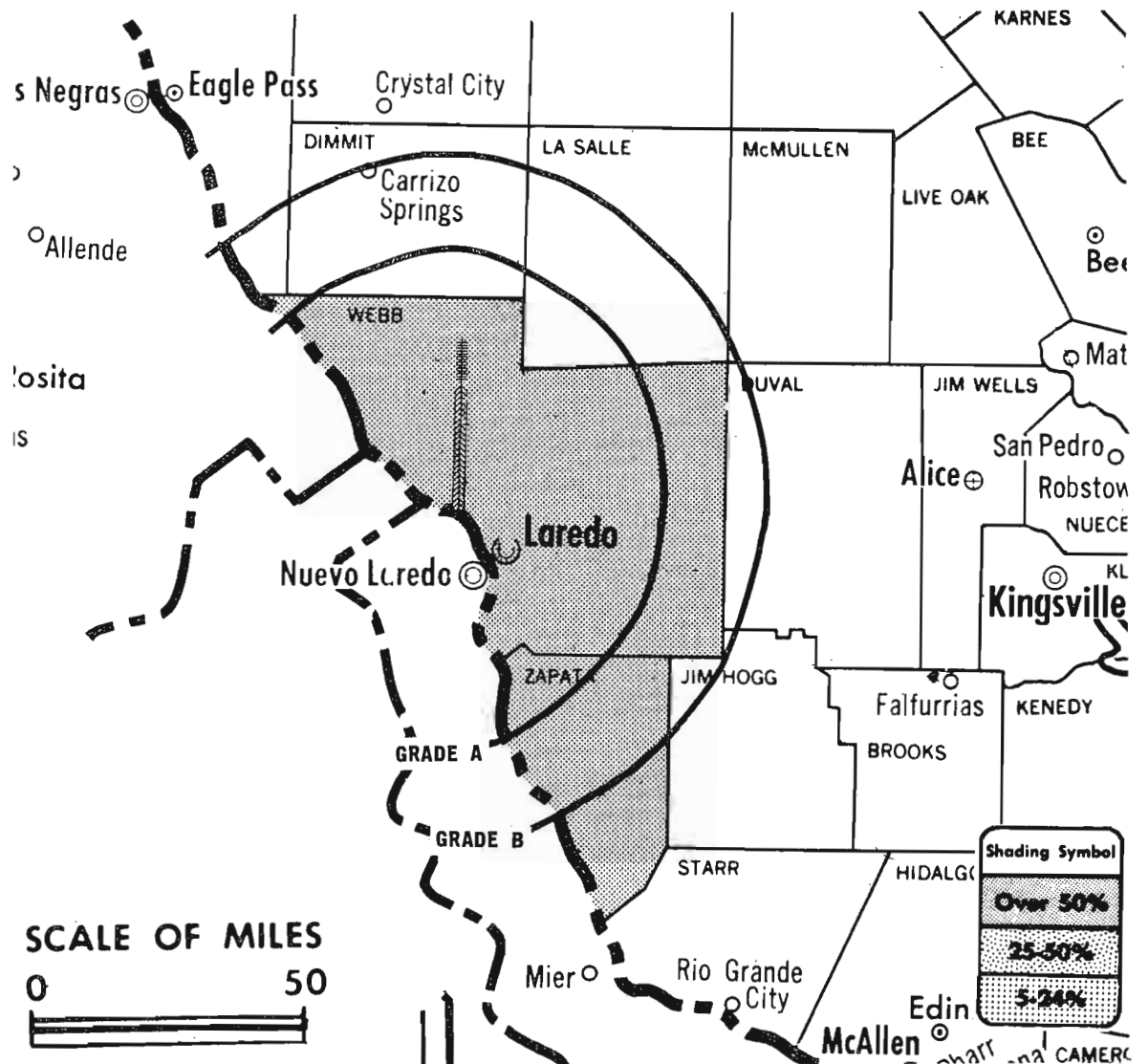
Color: Network & slide.

News Wire Service: UPI.

Telephone: 512-723-7457.

ARB Data: Figures do not reflect  
current coverage since the station  
changed its facilities after the sur-  
vey was made.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965  
ARB study.



KGNS-TV Ref: FCC File No. BMPCT-6319 Granted 9/30/66

©American Map Co., Inc., N.Y., No. 14244

## KGNS-TV

Network Service: ABC, CBS (EMP), NBC.

Licensee: Southwestern Operating Co., Box 1378 (78040).

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 The Meeker Co.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
PATRICK M. MILLER, vice president & general manager.  
HECTOR GARCIA, production manager.  
HARVEY SMITH, chief engineer.

## DIGEST OF RATE CARD NO. 8—(April 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class A—6:30-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$60.00	\$50.00	\$35.00

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Webb	16,900	14,900	88
	Zapata	1,100	800	71
Station Totals		18,000	15,700	87
Net Weekly Circulation (March 1967)				14,400
Average Daily Circulation (March 1967)				12,600

# Texas—Lubbock



## KKBC-TV

Ch. 34

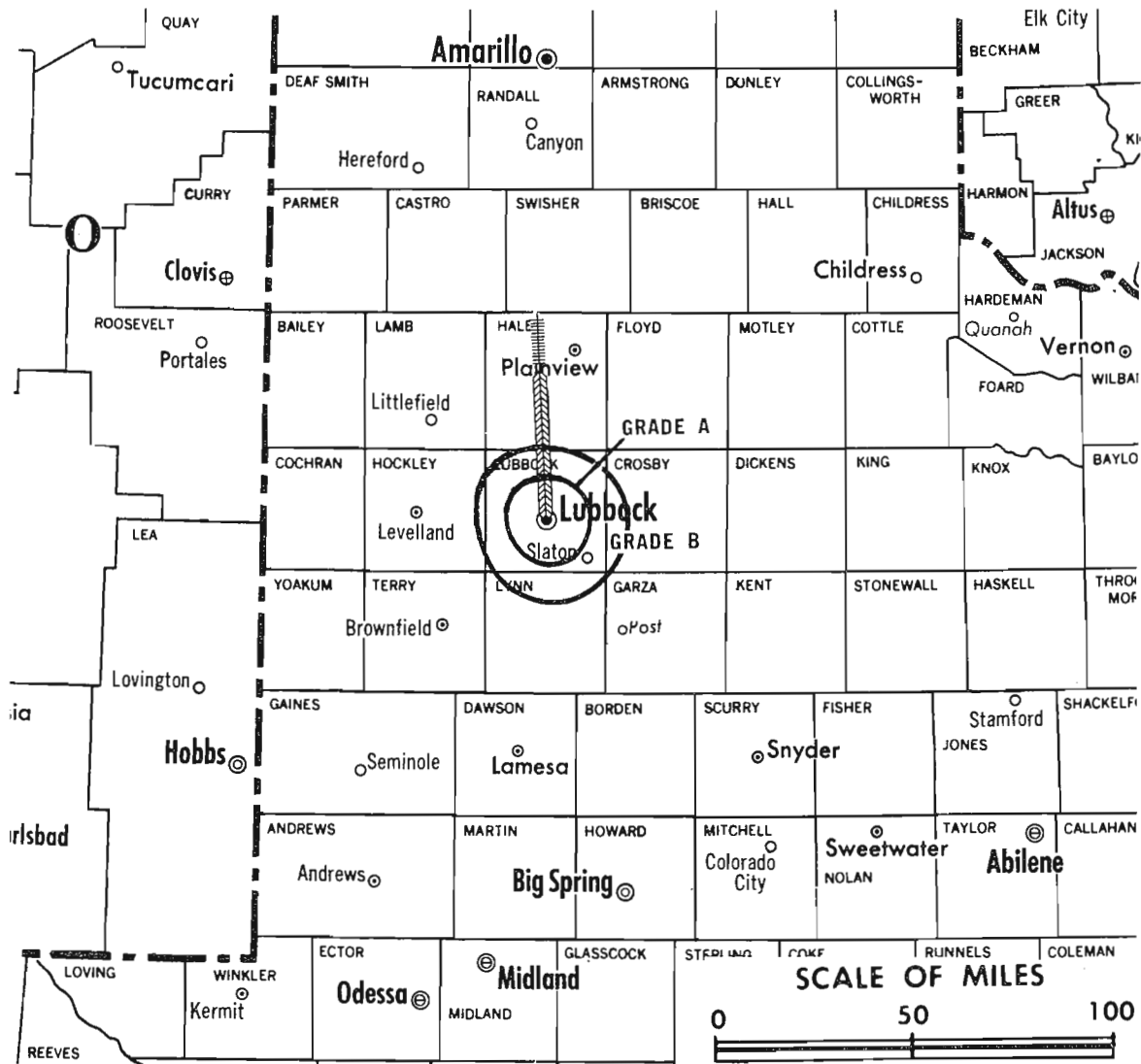
Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 24.5-kw visual, 4.79-kw aural. Antenna: 260-ft. above av. terrain, 317-ft. above ground, 3513-ft. above sea level.

Latitude 33° 35' 05"

Longitude 101° 50' 53"

Transmitter: Broadway & Ave. M.

ARB Data: Not available since the station was not in operation when the survey was made.



KKBC-TV Ref: FCC File No. BPCT-3420 Granted 10/20/65

©American Map Co., Inc., N.Y., No. 14244

## KKBC-TV

Network Service: CBS.

Grantee: KB Co., 5926 Brownfield Rd., Lubbock, Tex.

Studio: 2004 Great Plains Bldg., Lubbock, Tex. (79401).

Telephone: 806-763-3464.

Ownership: Chester H. & Clarence L. Kissell, 50% each.

Began Operation: Oct. 20, 1967.

Represented (legal) by Daly & Joyce.

Represented (engineering) by Don Stuart.

Represented (sales) by Vic Piano.

Personnel:

CHESTER KISSELL, general manager.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$200.00				\$30.00	\$15.00

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**La Rue Media Brokers Inc.**

**Radio Television CATV**

### Sales

Radio: California \$220,000

Radio: Richmond, Virginia \$210,000

116 Central Park South  
New York, N.Y.

# Texas—Lubbock



Ch. 13

[Also operates West Texas TV Network, with KLBK-TV as originating station for its affiliated KTXS-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"

Holds CP for change to 810-ft. above av. terrain, 853-ft. above ground, 4079-ft. above sea level, lat. 33° 31' 33", long. 101° 52' 05". BPCT—4059.

Transmitter: 7400 University Ave.

TV tape: Recording facilities.

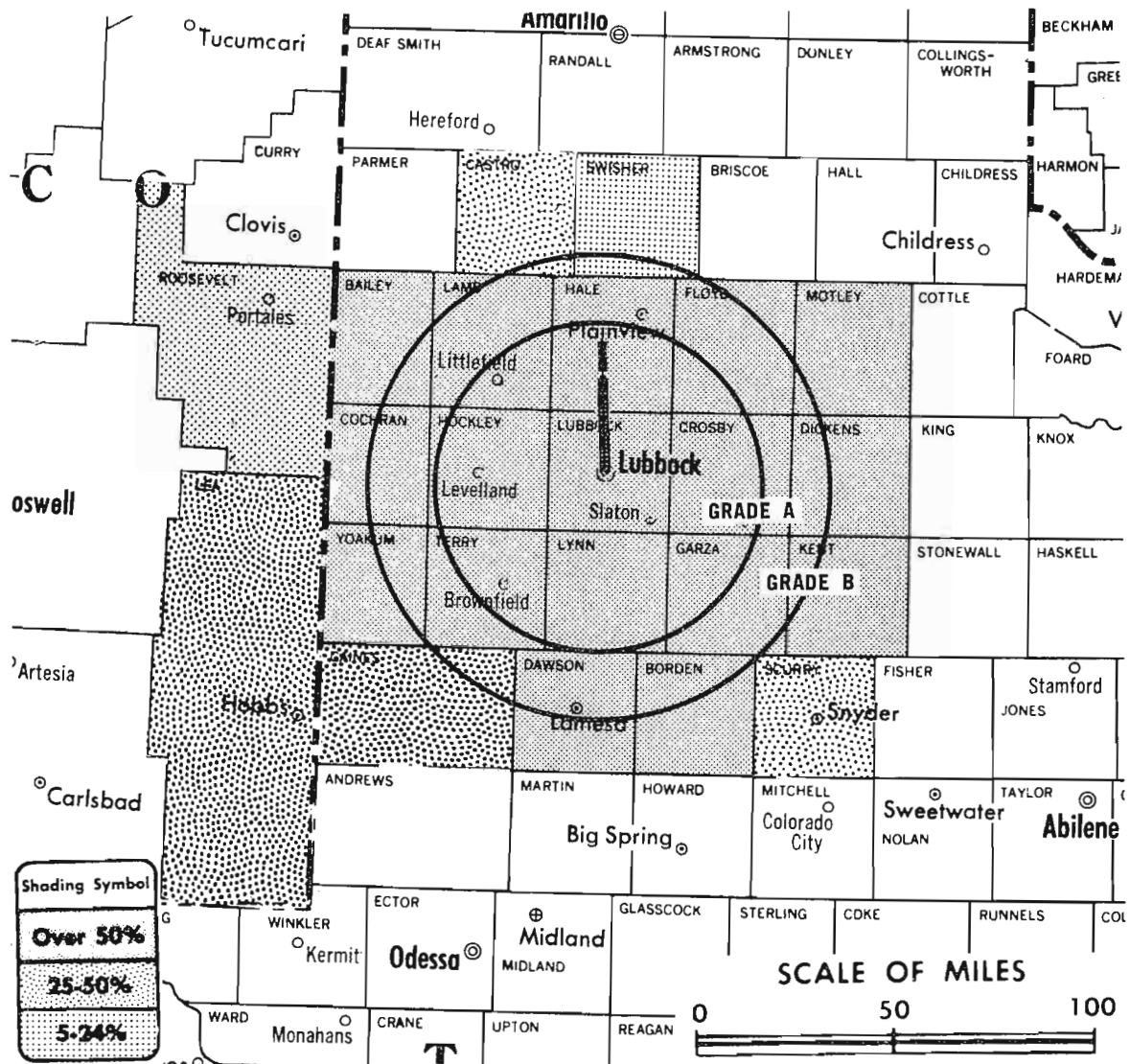
AM Affiliate: KLBK, 1-kw, 1340 kc.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KLBK-TV Ret: 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).

Studio: 7400 University Ave. (79408).

Telephone: 806-744-2345. TWX No.: 910-896-4321.

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 KTXS-TV, Sweetwater-Abilene, Tex.

Began Operation: Nov. 13, 1952. Sale of control to present owners by Sidney Grayson and associates, whereby Shanbaum, Carp & Lee Optical increased holdings to 1/3 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 H-R Television Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

STUART W. KLEIN, general manager.  
FORD ROBERTSON, local sales manager.  
DON A. MOORE, program director.  
DUNCAN ELLISON, news director.

### DIGEST OF RATE CARD NO. 11—(Oct. 1, 1967)

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 \$144.00\* \$119.00\* \$72.00\*

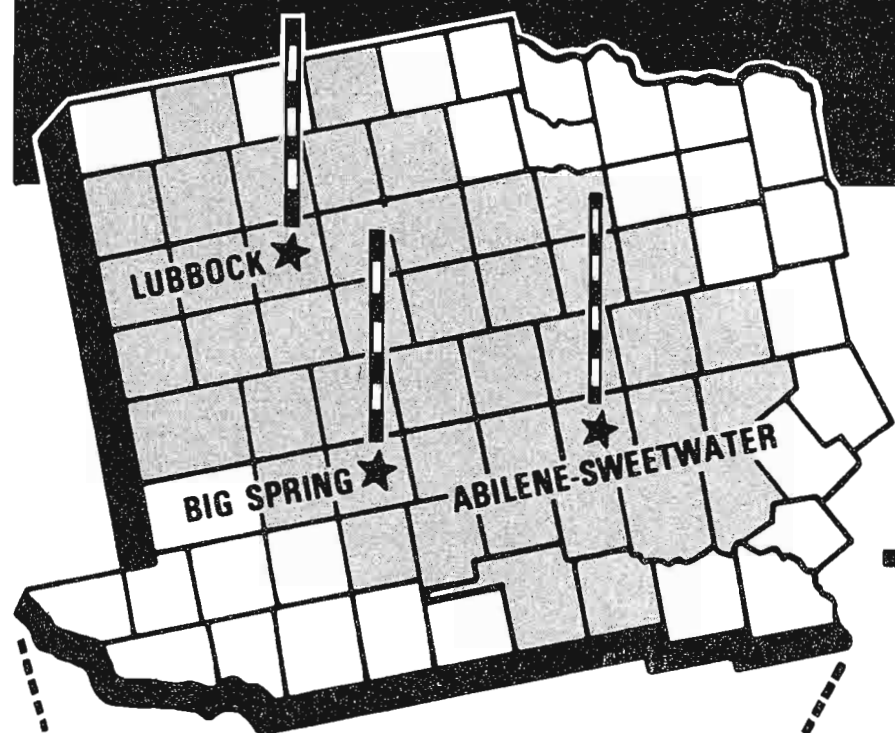
\*Class AA—6:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Bailey	3,100	2,900	93
	Borden	300	300	89
	Cochran	1,800	1,700	93
	Crosby	3,100	2,900	94
	Dawson	5,700	5,200	91
	Dickens	900	800	91
	Floyd	4,100	3,800	95
	Garza	2,000	1,800	92
	Hale	12,600	11,700	93
	Hockley	6,900	6,600	96
	Kent	400	300	94
	Lamb	7,100	6,700	94
	Lubbock	55,100	52,100	95
	Lynn	3,200	2,900	93
Motley	500	400	79	
Terry	5,500	5,100	93	
Yoakum	2,600	2,500	96	
Between 25-50%	NEW MEXICO			
	Lea North	5,000	4,700	93
	Lea South	12,900	11,900	93
Between 5-24%	TEXAS			
	Castro	2,900	2,600	90
	Gaines	4,100	3,900	94
Scurry	5,400	5,000	93	
Between 5-24%	NEW MEXICO			
	Roosevelt	5,100	4,600	91
Between 5-24%	TEXAS			
	Swisher	3,600	3,500	96
Station Totals		153,900	143,900	94
Net Weekly Circulation (March 1967)				113,700
Average Daily Circulation (March 1967)				90,900



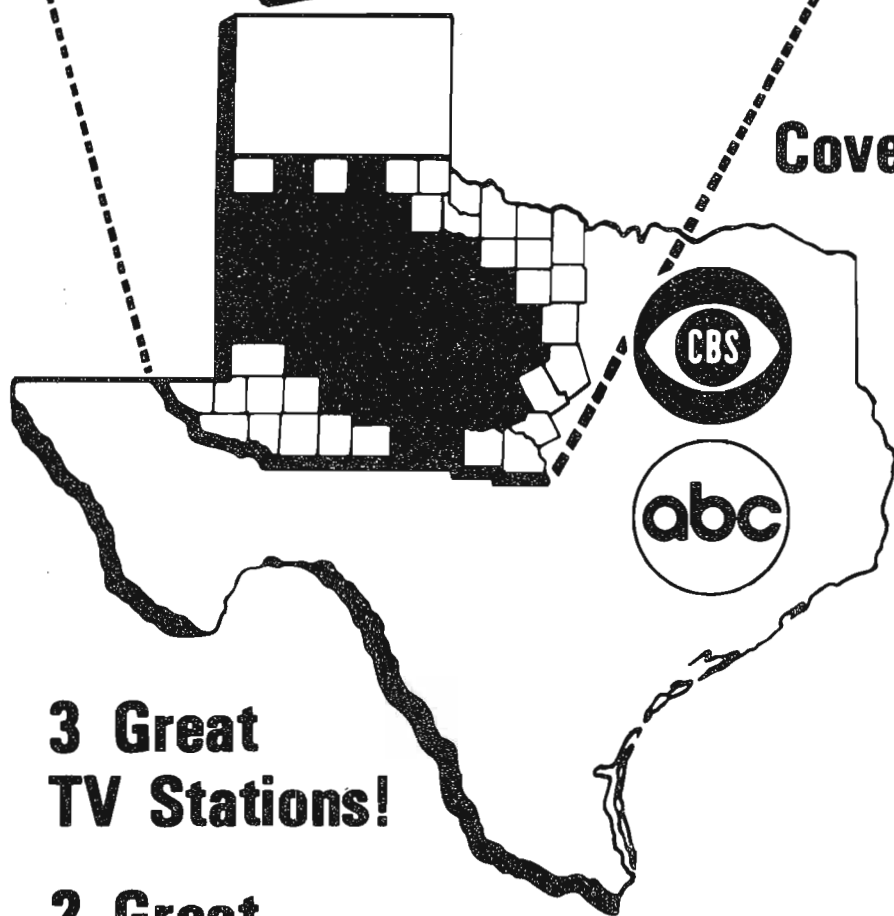
*the West Texas Television Network  
now gives you...*



# TEXAS' FOURTH TELEVISION MARKET!

Covers 195,000 TV homes weekly...

Reaches an area with over  
one-quarter million TV homes.



**3 Great  
TV Stations!**

**2 Great  
Radio Stations!**

With our new facilities and  
increased power on KTXS-TV  
our coverage will now exceed  
**300,000 TV homes.**

Represented by  TELEVISION, INC.

**KLBK - TV Lubbock**  
**KTXS - TV Abilene-Sweetwater**  
**KWAB-TV Big Spring**  
**KLBK - AM RADIO Lubbock**  
**KLBK - FM RADIO Lubbock**

# Texas—Lubbock



## KCBD-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"  
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Studio: 5600 Ave. A, Box 2190 (79408).

Telephone: 806-744-1414.

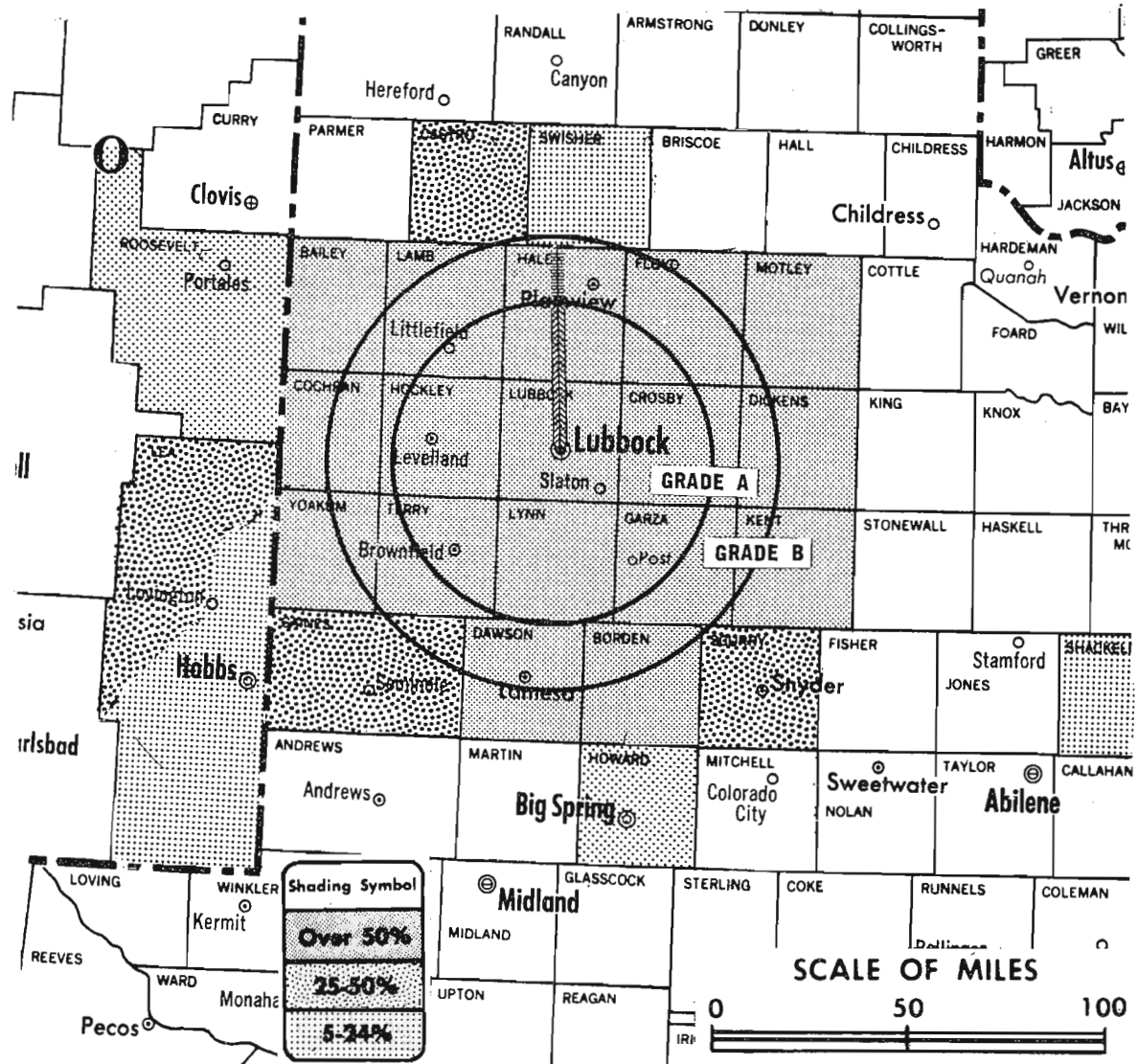
TWX No.: 806-747-3893.

AM Affiliate: KCBD, 1-kw, 1590 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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 2190 (79408).

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, vice president & film buyer.  
RAY POINDEXTER, national sales.  
FRANK LEE, chief engineer.  
BILL TAYLOR, program director.  
C. W. RATLIFF, news director.

### DIGEST OF RATE CARD NO. 9 (June 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
\$500.00	\$300.00	\$225.00	\$200.00	\$180.00	\$125.00	\$70.00

NETWORK BASE HOURLY RATE: \$600.

For Translator Stations, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>TEXAS</b>			
	Bailey	3,100	2,900	93
	Borden	300	300	89
	Cochran	1,800	1,700	93
	Crosby	3,100	2,900	94
	Dawson	5,700	5,200	91
	Dickens	900	800	91
	Floyd	4,100	3,800	95
	Garza	2,000	1,800	92
	Hale	12,600	11,700	93
	Hockley	6,900	6,600	96
	Kent	400	300	94
	Lamb	7,100	6,700	94
	Lubbock	55,100	52,100	95
Lynn	3,200	2,900	93	
Motley	500	400	79	
Terry	5,500	5,100	93	
Yoakum	2,600	2,500	96	
<b>Between 25-50%</b>	<b>NEW MEXICO</b>			
	Lea North	5,000	4,700	93
	<b>TEXAS</b>			
	Castro	2,900	2,600	90
Gaines	4,100	3,900	94	
Scurry	5,400	5,000	93	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Lea South	12,900	11,900	93
	Roosevelt	5,100	4,600	91
	<b>TEXAS</b>			
	Howard	14,400	13,800	96
Shackelford	900	800	89	
Swisher	3,600	3,500	96	
<b>Station Totals</b>		<b>169,200</b>	<b>158,500</b>	<b>94</b>
Net Weekly Circulation (March 1967)				<b>113,500</b>
Average Daily Circulation (March 1967)				<b>93,600</b>

# Texas—Lufkin



**KTRE-TV**



Ch. 9

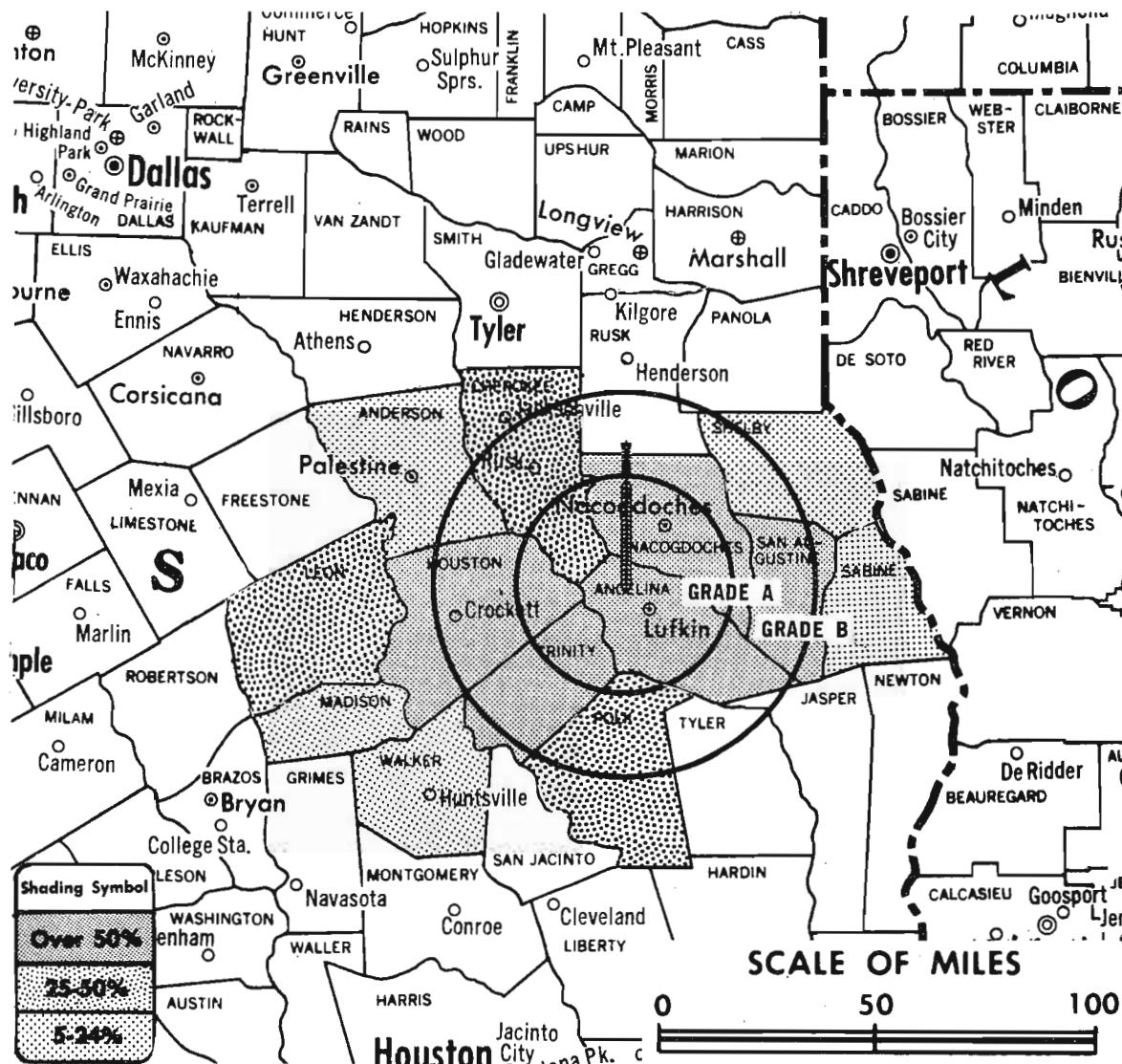
Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level.

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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.

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.  
Licensee: Forest Capital Communications Corp., Box 729 (75901).  
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 KLTV, 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 Adam Young-VTM 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. Min. 20 Sec. ID  
Class A—6:29-10:01 p.m., Mon.-Fri.; 4:59-10:01 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).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Angelina	13,500	12,200	91
	Houston	5,000	4,000	81
	Nacogdoches	8,300	7,000	84
	San Augustine	1,800	1,500	80
Trinity	1,800	1,400	78	
<b>Between 25-50%</b>	TEXAS			
	Cherokee	8,900	7,600	85
	Leon	2,600	2,100	78
Polk	3,600	3,000	83	
<b>Between 5-24%</b>	TEXAS			
	Anderson	10,200	9,000	88
	Madison	1,600	1,300	82
	Sabine	1,800	1,400	78
	Shelby	5,800	4,900	85
Walker	5,500	4,400	81	
Station Totals		70,400	59,800	85
Net Weekly Circulation (March 1967)				31,400
Average Daily Circulation (March 1967)				23,200

For Color Set Penetration by Markets

see Services Volume.



# Texas—Midland & Odessa



**KMID-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"  
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

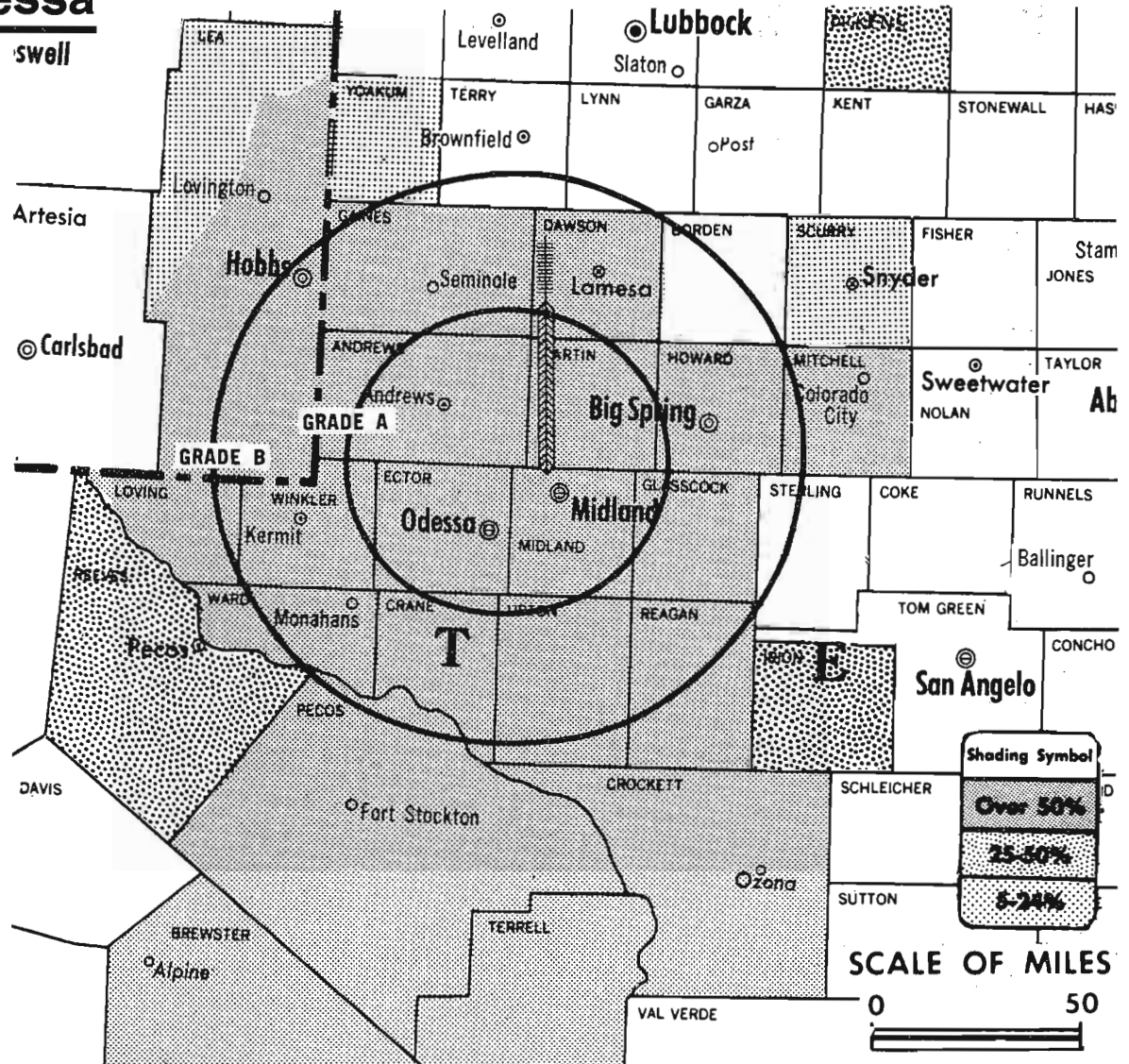
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ABB study.



KMID-TV Ref: FCC File No. BPCT-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 (79701).

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 Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

RAY HERNDON, general manager & film buyer.  
JERRY BLAIR, sales manager.

### DIGEST OF RATE CARD NO. 5N (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
Class A—6:30-10 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$100.00	Graded rates apply*	

\*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$375.

For ARB County-by-County Data  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NEW MEXICO			
	Lea South	12,900	11,900	93
	TEXAS			
	Andrews	3,800	3,500	93
	Brewster	1,400	1,100	78
	Crane	1,600	1,500	96
	Crockett	1,200	1,000	84
	Dawson	5,700	5,200	91
	Ector	32,300	30,600	95
	Gaines	4,100	3,900	94
	Glasscock	400	300	97
	Howard	14,400	13,800	96
	Loving	100	100	97
	Martin	1,500	1,400	95
	Midland	25,000	23,800	95
	Mitchell	2,800	2,500	90
	Pecos	3,800	3,400	90
Reagan	1,100	1,100	97	
Terrell	600	400	76	
Upton	2,000	1,800	91	
Ward	4,600	4,300	93	
Winkler	4,800	4,400	93	
<b>Between 25-50%</b>	TEXAS			
	Dickens	900	800	91
	Irion	400	300	84
Reeves	5,800	5,200	90	
<b>Between 5-24%</b>	NEW MEXICO			
	Lea North	5,000	4,700	93
	TEXAS			
	Scurry	5,400	5,000	93
Yoakum	2,600	2,500	96	
Station Totals		144,200	134,500	93
Net Weekly Circulation (March 1967)				106,800
Average Daily Circulation (March 1967)				77,700



# Texas—Monahans & Odessa



## KVKM-TV

Ch. 9

[Also operates satellite KAVE-TV, Carlsbad, N.M.]

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 240-kw visual, 45.7-kw aural, 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"  
Longitude 102° 51' 59"

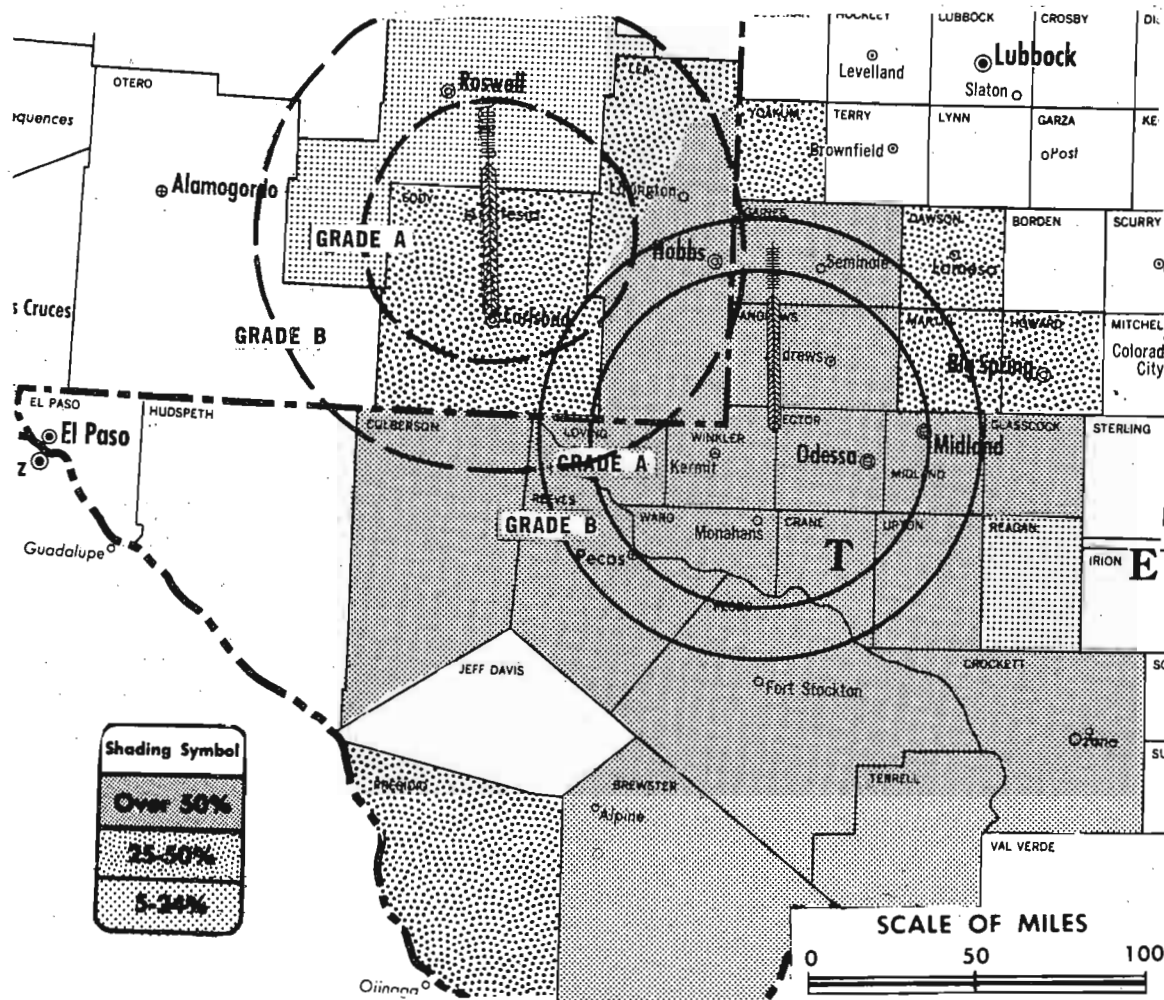
Transmitter: 17-mi. ENE of Kermit, Tex.

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) Jules Cohen & Associates.



KVKM-TV Ref: FCC File No. BPCT-3000 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

## 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 KELP-TV, El Paso, Tex. (KELP); KAVE-TV, Carlsbad, N.M. and radios KVOD, Albuquerque, N.M.; KIKX, Tucson, Ariz.; KBUY & FM, Fort Worth.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Marcus Cohn.

Personnel:

JOHN B. WALTON JR., owner & general manager.  
DON RECTOR, sales manager.  
BOB LEEMAN, operations manager.  
EVE JARNAGAN, continuity & traffic.  
ED MATEO, chief engineer.

DIGEST OF RATE CARD NO. 3  
(May 1, 1967)

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: \$200.

ARB Data: Figures include coverage of  
satellite KAVE-TV, Carlsbad, N.M.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	NEW MEXICO				
		Lea South	12,900	11,900	93
	TEXAS				
		Andrews	3,800	3,500	93
		Brewster	1,400	1,100	78
		Crane	1,600	1,500	96
		Crockett	1,200	1,000	84
		Culberson	800	700	84
		Ector	32,300	30,600	95
		Gaines	4,100	3,900	94
		Glasscock	400	300	97
		Loving	100	100	97
		Midland	25,000	23,800	95
		Pecos	3,800	3,400	90
		Reeves	5,800	5,200	90
		Terrell	600	400	76
		Upton	2,000	1,800	91
	Ward	4,600	4,300	93	
	Winkler	4,800	4,400	93	
Between 25-50%	NEW MEXICO				
		Eddy	15,100	14,100	94
		Lea North	5,000	4,700	93
	TEXAS				
		Dawson	5,700	5,200	91
		Howard	14,400	13,800	96
Between 5-24%		Martin	1,500	1,400	95
		Presidio	1,100	800	72
		Yoakum	2,600	2,500	96
		NEW MEXICO			
	Chaves	18,200	17,100	94	
	TEXAS				
	Reagan	1,100	1,100	97	
Station Totals		169,900	158,600	93	
Net Weekly Circulation (March 1967)				102,300	
Average Daily Circulation (March 1967)				58,800	

# Texas—Odessa



**KOSA-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"  
Longitude 102° 34' 41"

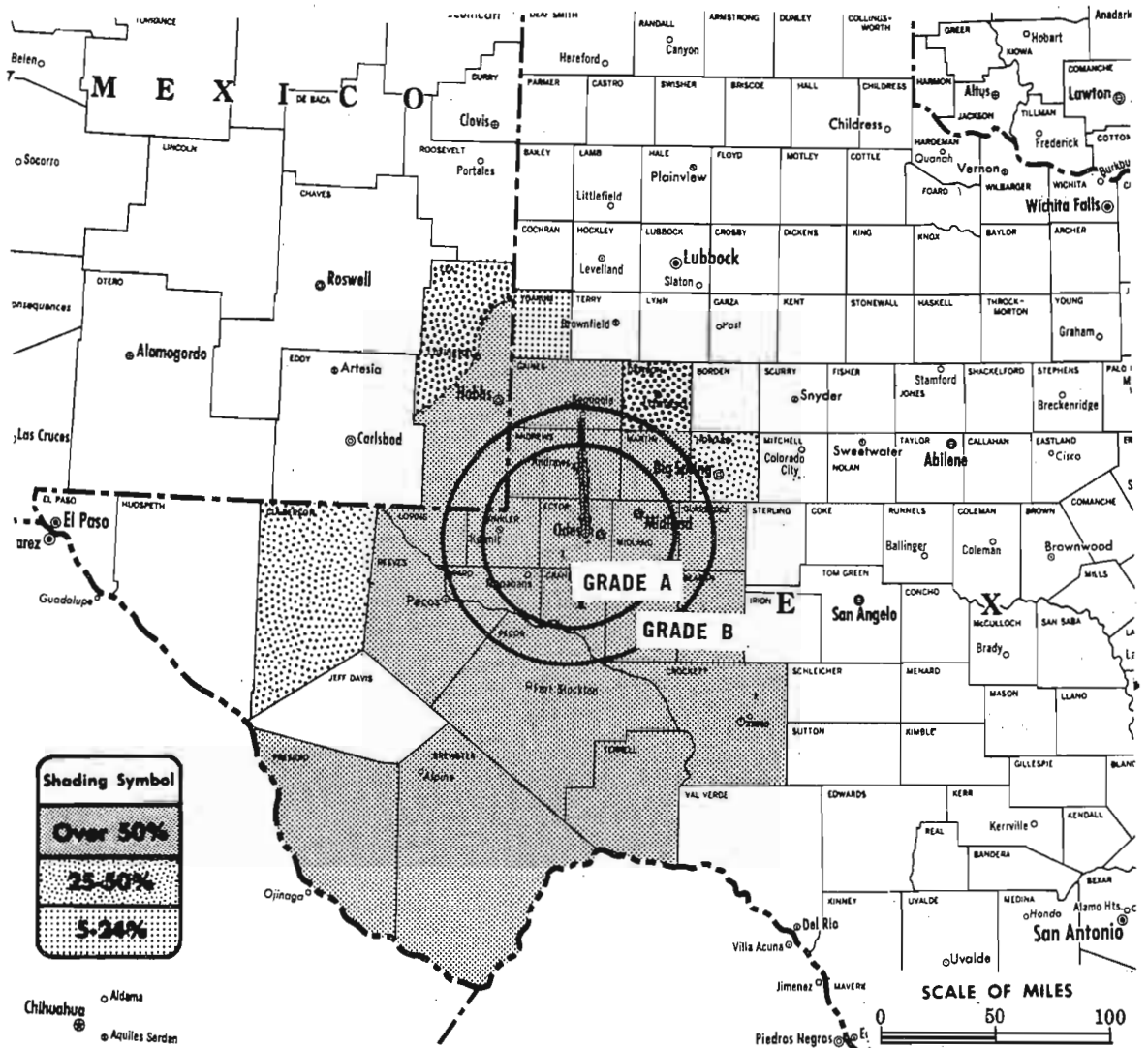
Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KOSA-TV Ref: FCC File No. BMPCT-4389 Granted 11/28/56

©American Map Co., Inc., N.Y., No. 14244

## KOSA-TV

Licensee: Doubleday Broadcasting Co. Inc., 277 Park Ave., New York, N.Y. (10017).

Studio: 1211 N. Whitaker, Odessa, Tex. (79760).

Telephone: 915-337-8301. TWX No.: 915-332-0051.

Ownership: See KR0D-TV, El Paso, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

### Personnel:

NELSON DOUBLEDAY, chairman of board & president.  
JOHN VACCA, v.p., general manager & film buyer.  
ED COSTELLO, v.p., station & sales manager.  
DOYCE ELLIOTT, national sales manager.  
AL HELTON, program manager.  
DAVE WILLIAMS, chief engineer.

### DIGEST OF RATE CARD NO. 7 (June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$80.00 \$48.00

NETWORK BASE HOURLY RATE: \$375.

For Group Ownership, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NEW MEXICO</b>			
	Lea South	12,900	11,900	93
	<b>TEXAS</b>			
	Andrews	3,800	3,500	93
	Brewster	1,400	1,100	78
	Crane	1,600	1,500	96
	Crockett	1,200	1,000	84
	Ector	32,300	30,600	95
	Gaines	4,100	3,900	94
	Glasscock	400	300	97
	Loving	100	100	97
	Martin	1,500	1,400	95
	Midland	25,000	23,800	95
	Pecos	3,800	3,400	90
	Presidio	1,100	800	72
	Reagan	1,100	1,100	97
	Reeves	5,800	5,200	90
	Terrell	600	400	76
	Upton	2,000	1,800	91
	Ward	4,600	4,300	93
Winkler	4,800	4,400	93	
<b>Between 25-50%</b>	<b>NEW MEXICO</b>			
	Lea North	5,000	4,700	93
	<b>TEXAS</b>			
	Culberson	800	700	84
Dawson	5,700	5,200	91	
Howard	14,400	13,800	96	
<b>Between 5-24%</b>	<b>TEXAS</b>			
Yoakum	2,600	2,500	96	
<b>Station Totals</b>		136,600	127,400	93
Net Weekly Circulation (March 1967)				104,400
Average Daily Circulation (March 1967)				80,500

# 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.

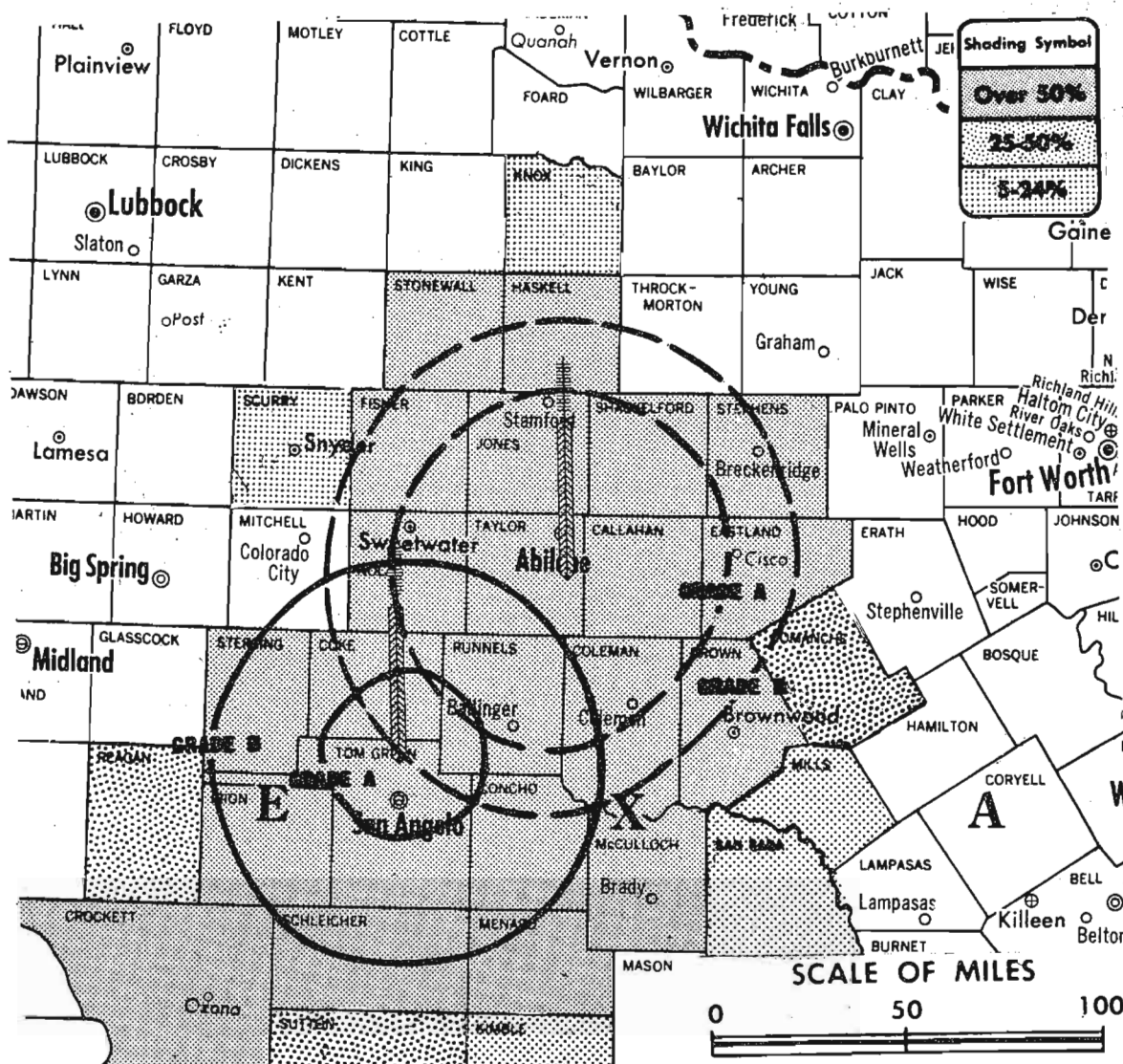
Latitude 31° 37' 22"

Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.

Color: Network, live, film, slide & tape.

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 Blair TV.

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.

GENE SMITH, 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 - Engineers**

**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Texas—San Angelo



**KCTV**

Ch. 8



Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level.

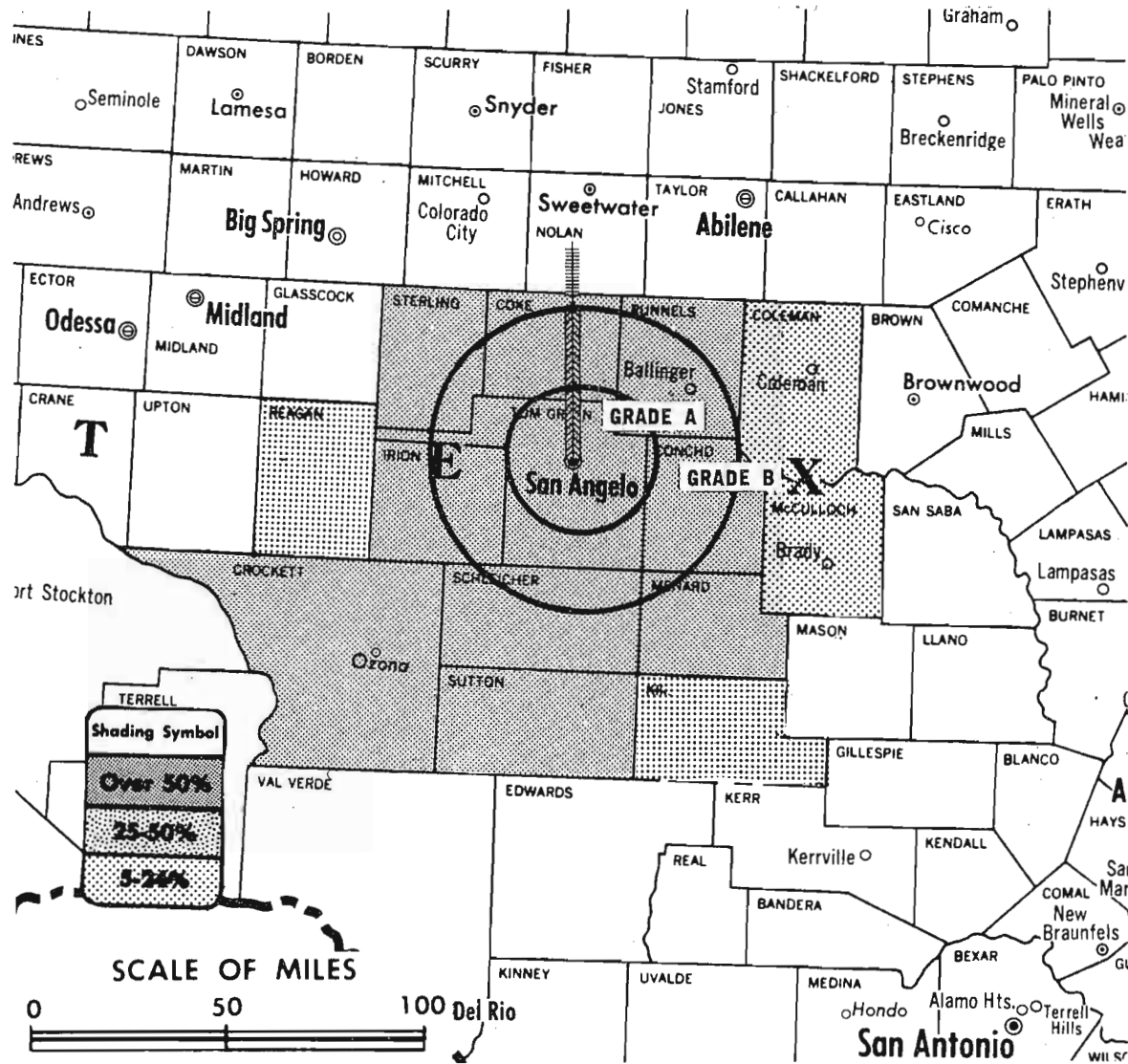
Latitude 31° 29' 29"  
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Arnold & Porter.



KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

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Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## 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 H-R Television.

Personnel:

- HAL ATKINS JR., general manager & film buyer.
- JOHN FULLER, local sales manager.
- AL COBB, program director.
- LARRY CHARLESWORTH, chief engineer.
- FRANCES HENSON, bookkeeper.
- LEE ALEXANDER, 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 KTXS-TV, Sweetwater-Abilene also available.

NETWORK BASE HOURLY RATE: \$200 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Coke	900	800	92
	Concho	700	600	91
	Crockett	1,200	1,000	84
	Irion	400	300	84
	Menard	700	400	66
	Runnels	4,300	3,900	92
	Schleicher	900	800	88
	Sterling	400	300	87
	Sutton	1,100	800	76
Tom Green	22,200	20,700	93	
<b>Between 5-24%</b>	TEXAS			
	Coleman	3,600	3,300	92
	Kimble	1,100	800	75
	Mc Culloch	2,300	1,800	79
Reagan	1,100	1,100	97	
Station Totals		40,900	36,600	89
Net Weekly Circulation (March 1967)				27,100
Average Daily Circulation (March 1967)				22,300

For Color Set Penetration by Markets

See Services Volume



# Texas—San Antonio



**KENS-TV**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"  
Longitude 98° 15' 55"

Transmitter: 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.

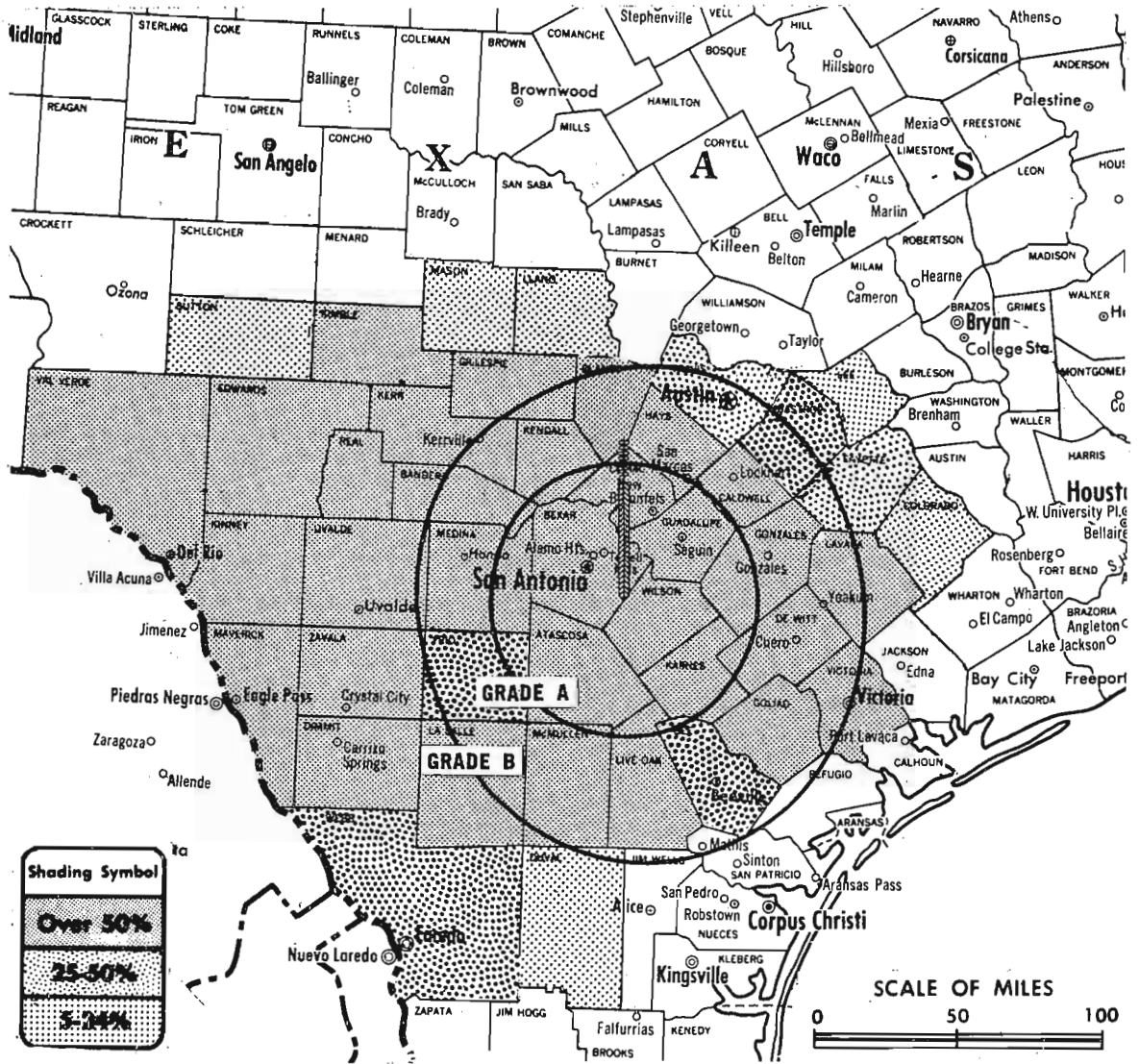
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KENS-TV Ref: FCC File No. BPCT-2305 Granted 8/1/57

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## KENS-TV

Licensee: Express Communications Inc., Ave. E & Fourth St. (78205).

Ownership: Express Publishing Co., 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:

- WAYNE KEARL, president & general manager.
- BILL LYDLE, asst. manager & general sales manager.
- SAM SPIVEY, program manager.
- BILL SHOMETTE, news director.
- RAY McMILLAN, chief engineer.

### DIGEST OF RATE CARD NO. 17—(Jan. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10 p.m., daily.  
\$900.00 \$600.00 ..... \$250.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Atascosa	4,900	4,300	87
	Bandera	1,100	1,000	92
	Bexar	221,100	204,800	93
	Blanco	1,200	1,100	88
	Caldwell	4,700	4,100	88
	Comal	6,800	6,200	91
	De Witt	6,100	5,100	84
	Dimmit	2,200	1,600	72

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS—(Continued)			
	Edwards	300	300	76
	Gillespie	3,200	2,500	79
	Goliad	1,500	1,200	83
	Gonzales	4,900	4,300	87
	Guadalupe	10,200	9,000	89
	Hays	5,700	5,100	90
	Karnes	3,500	3,000	86
	Kendall	2,000	1,700	85
	Kerr	5,900	5,000	85
	Kimble	1,100	800	75
	Kinney	500	300	69
	Lavaca	6,000	4,500	75
	La Salle	1,100	900	79
	Live Oak	1,700	1,500	88
	Maverick	3,800	2,600	69
	McMullen	400	300	87
	Medina	5,500	4,800	87
	Real	400	300	69
Uvalde	5,000	4,200	84	
Val Verde	7,900	6,400	81	
Victoria	16,300	14,300	88	
Wilson	3,200	2,700	84	
Zavala	3,100	2,300	73	
<b>Between 25-50%</b>	TEXAS			
	Bastrop	4,800	4,100	85
	Bee	7,100	6,200	87
	Fayette	6,200	4,400	71
	Frio	2,400	2,000	81
	Travis	72,500	67,200	93
Webb	16,900	14,900	88	
<b>Between 5-24%</b>	TEXAS			
	Colorado	6,100	5,100	85
	Duval	2,900	2,300	80
	Lee	2,400	2,000	85
	Llano	1,900	1,700	88
	Mason	900	700	76
Sutton	1,100	800	76	
Station Totals		466,500	417,600	90
Net Weekly Circulation (March 1967)			316,600	
Average Daily Circulation (March 1967)			243,800	

# Texas—San Antonio



**KSAT-TV**

(formerly 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.

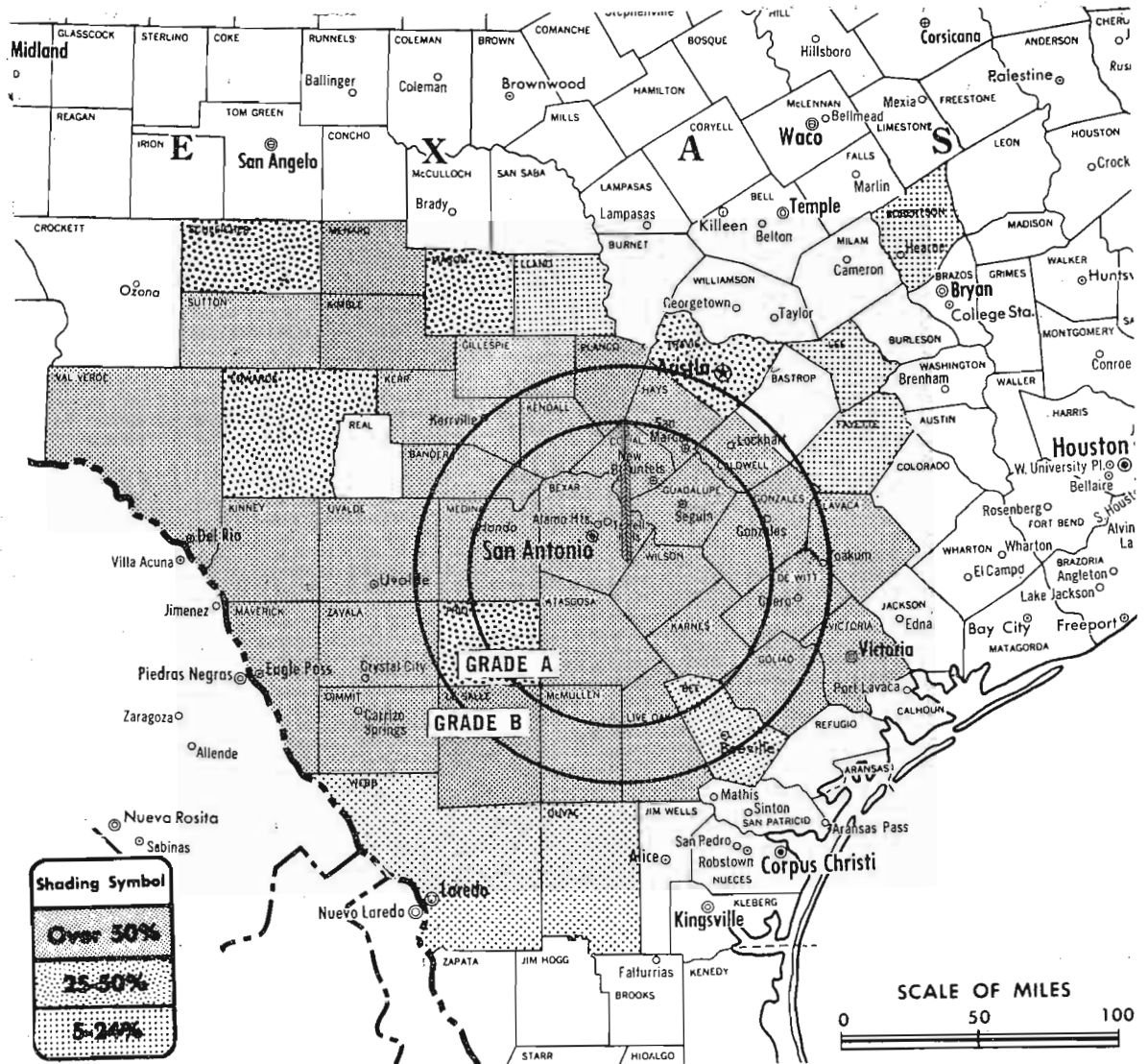
Telephone: 512-226-7611.

TWX No.: 910-871-1022.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KSAT-TV Ref: FCC File No. BPCT-2892 Granted 9/27/61

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## KSAT-TV

Licensee: The Outlet Co., 1408 N. St. Mary's St., San Antonio, Tex. (78215).

Ownership: The Outlet Co. For other interests see WJAR-TV, Providence, R.I.

Began Operation: Jan. 21, 1957. Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967 (Television Digest, Vol. 7:32, 48).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

JAMES M. BROWN, general manager.  
CLYDE FORMBY, program manager.  
KATIE FERGUSON, program coordinator.  
JIM LOGAN, news director.  
GEORGE W. ING, engineering director.  
FRANK MAXWELL, merchandising director.

### DIGEST OF RATE CARD NO. A14

(June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.					
\$925.00	\$555.00			\$220.00	\$110.00

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Atascosa	4,900	4,300	87
	Bandera	1,100	1,000	92
	Bexar	221,100	204,800	93
	Blanco	1,200	1,100	88
	Caldwell	4,700	4,100	88
	Comal	6,800	6,200	91
	De Witt	6,100	5,100	84
	Dimmit	2,200	1,600	72

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS—(Continued)			
	Gillespie	3,200	2,500	79
	Goliad	1,500	1,200	83
	Gonzales	4,900	4,300	87
	Guadalupe	10,200	9,000	89
	Hays	5,700	5,100	90
	Karnes	3,500	3,000	86
	Kendall	2,000	1,700	85
	Kerr	5,900	5,000	85
	Kimble	1,100	800	75
	Kinney	500	300	69
	Lavaca	6,000	4,500	75
	La Salle	1,100	900	79
	Live Oak	1,700	1,500	88
	Maverick	3,800	2,600	69
	McMullen	400	300	87
	Medina	5,500	4,800	87
	Menard	700	400	66
	Sutton	1,100	800	76
Uvalde	5,000	4,200	84	
Val Verde	7,900	6,400	81	
Victoria	16,300	14,300	88	
Wilson	3,200	2,700	84	
Zavala	3,100	2,300	73	
<b>Between 25-50%</b>	TEXAS			
	Edwards	300	300	76
	Frio	2,400	2,000	81
	Mason	900	700	76
	Schleicher	900	800	88
Travis	72,500	67,200	93	
<b>Between 5-24%</b>	TEXAS			
	Bee	7,100	6,200	87
	Duval	2,900	2,300	80
	Fayette	6,200	4,400	71
	Lee	2,400	2,000	85
	Llano	1,900	1,700	88
Robertson	4,400	3,900	87	
Webb	16,900	14,900	88	
Station Totals		461,200	413,200	90
Net Weekly Circulation (March 1967)				307,100
Average Daily Circulation (March 1967)				209,200

# Texas—San Antonio

## KWEX-TV

Ch. 41

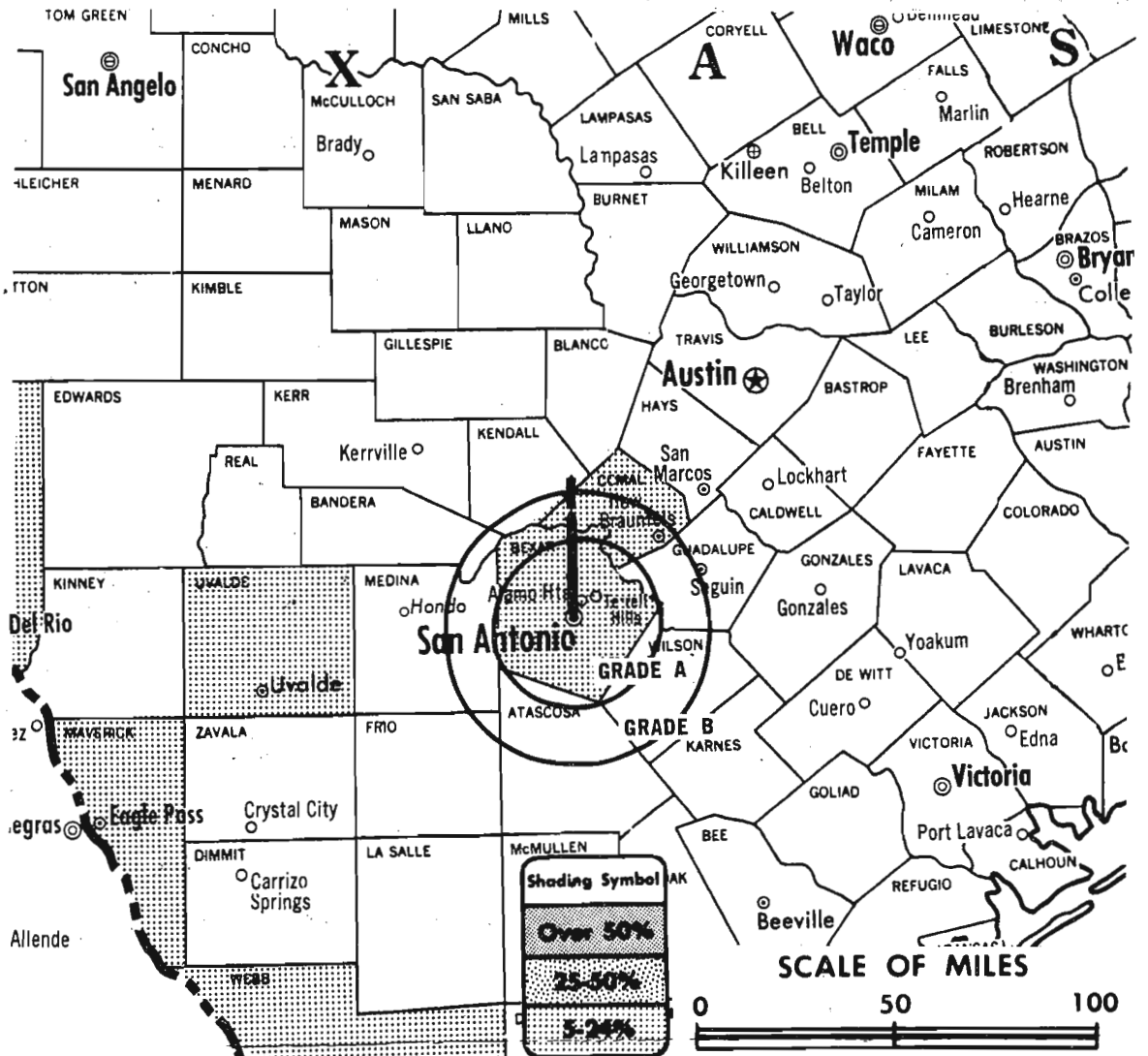
[Spanish language outlet]

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 170-kw max. and 129-kw horizontal visual, 35.8-kw max. and 25.7-kw horizontal aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level.

Latitude 29° 25' 03"  
Longitude 98° 29' 26"

Transmitter: 111 Martinez St.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



KWEX-TV Ref: FCC File No. 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. Spanish International Bcstg. also is Ch. 28 applicant for satellite in Corpus Christi.

Began Operation: June 10, 1955. Sale as KUAL-TV to present owner by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35, 2:1).

Represented (sales) by Spanish International Network Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

FRANK FOUCE, president.  
RENE ANSELMO, vice president.  
JULIAN KAUFMAN, vice president.  
EMILIO NICOLAS, vice president & general manager.  
LEONARDO GARCIA, station manager.

J. MANUEL CALVO, business manager.  
FELIX MAJUL, sales manager.  
LARRY BECKMAN, director of engineering.  
ISABEL JIMENEZ, women's program director.

### DIGEST OF RATE CARD NO. 6 (Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$500.00	\$300.00	\$180.00	\$108.00	\$60.00	\$32.00 \$28.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	TEXAS			
	Bexar	221,100	204,800	93
	Comal	6,800	6,200	91
	Maverick	3,800	2,600	69
	Uvalde	5,000	4,200	84
	Val Verde	7,900	6,400	81
Webb	16,900	14,900	88	
Station Totals		261,500	239,100	91
Net Weekly Circulation (March 1967)				31,000
Average Daily Circulation (March 1967)				12,100



# Texas—San Antonio



**WOAI-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 4.27-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"  
Longitude 98° 15' 55"

Transmitter: Stewart Rd., NE of Elmendorf, Texas.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

AM Affiliate: WOAI, 50-kw, 1200 kc (NBC).

Color: Network, live, film & slide.

News Wire Service: AP, UPI.

Represented (engineering) by A. D. Ring & Associates.

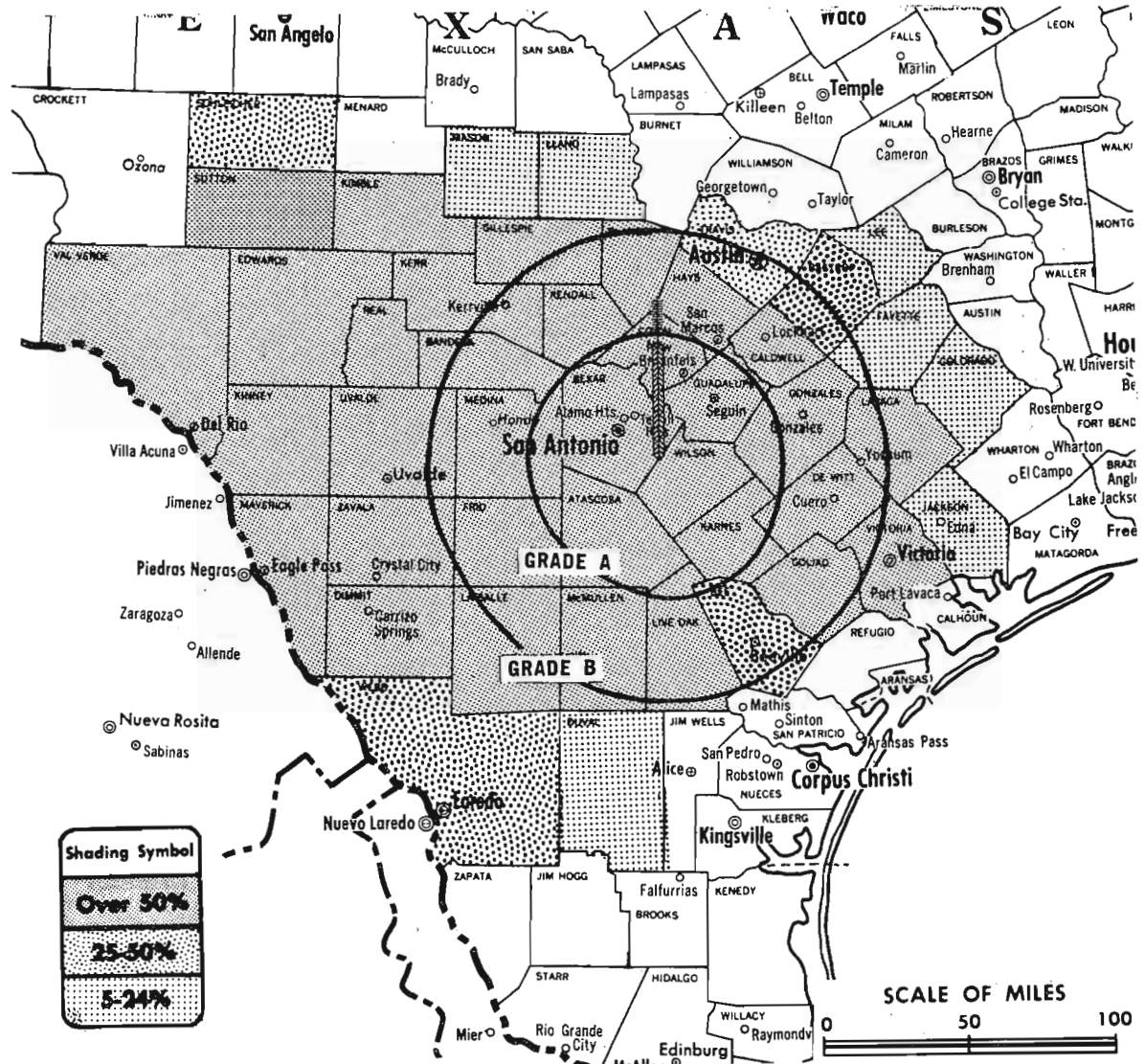
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WOAI-TV Ref: FCC File No. BPCT-2297 Granted 8/1/67

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## WOAI-TV

Licensee: Avco Broadcasting Corp., 1051 Navarro St., San Antonio (78205).

Telephone: 512-227-4221. TWX No.: 512-571-0920.

Ownership: Avco Corp., 100%. For other interests see WLW-T, Cincinnati, Ohio.

Began Operation: Dec. 11, 1949. Sale to present owner by Hugh Halff Jr. and associates approved Sept. 15, 1965 by FCC (Television Digest, Vol. 5:22, 38).

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

- EDWARD V. CHEVIOT, vice president & general manager.
- JOHN R. STUART, general sales manager.
- JACK CARROLL, program director.
- EARL LING, promotion & publicity director.
- HAROLD BAKER, news director.
- CHARLES L. JEFFERS, director of engineering.
- RAY LAUBE, production manager.
- FAYE KEMPER, film director.

### DIGEST OF RATE CARD NO. I—(June 1, 1966)

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

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Atascosa	4,900	4,300	87
	Bandera	1,100	1,000	92
	Bexar	221,100	204,800	93
	Blanco	1,200	1,100	88
	Caldwell	4,700	4,100	88
	Comal	6,800	6,200	91
	De Witt	6,100	5,100	84
	Dimmit	2,200	1,600	72
	Edwards	300	300	76
	Frio	2,400	2,000	81

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS—(Continued)			
	Gillespie	3,200	2,500	79
	Goliad	1,500	1,200	83
	Gonzales	4,900	4,300	87
	Guadalupe	10,200	9,000	89
	Hays	5,700	5,100	90
	Karnes	3,500	3,000	86
	Kendall	2,000	1,700	85
	Kerr	5,900	5,000	85
	Kimble	1,100	800	75
	Kinney	500	300	69
	Lavaca	6,000	4,500	75
	La Salle	1,100	900	79
	Live Oak	1,700	1,500	88
	Maverick	3,800	2,600	69
	McMullen	400	300	87
	Medina	5,500	4,800	87
Real	400	300	69	
Sutton	1,100	800	76	
Uvalde	5,000	4,200	84	
Val Verde	7,900	6,400	81	
Victoria	16,300	14,300	88	
Wilson	3,200	2,700	84	
Zavala	3,100	2,300	73	
<b>Between 25-50%</b>	TEXAS			
	Bastrop	4,800	4,100	85
	Bee	7,100	6,200	87
	Schleicher	900	800	88
	Travis	72,500	67,200	93
Webb	16,900	14,900	88	
<b>Between 5-24%</b>	TEXAS			
	Colorado	6,100	5,100	85
	Duval	2,900	2,300	80
	Fayette	6,200	4,400	71
	Jackson	4,200	3,600	86
	Lee	2,400	2,000	85
	Llano	1,900	1,700	88
Mason	900	700	76	
Station Totals		471,600	422,000	89
Net Weekly Circulation (March 1967)				312,100
Average Daily Circulation (March 1967)				217,900



# Texas—Tyler-Longview



**KLTV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 50-kw aural. Antenna: 520-ft above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

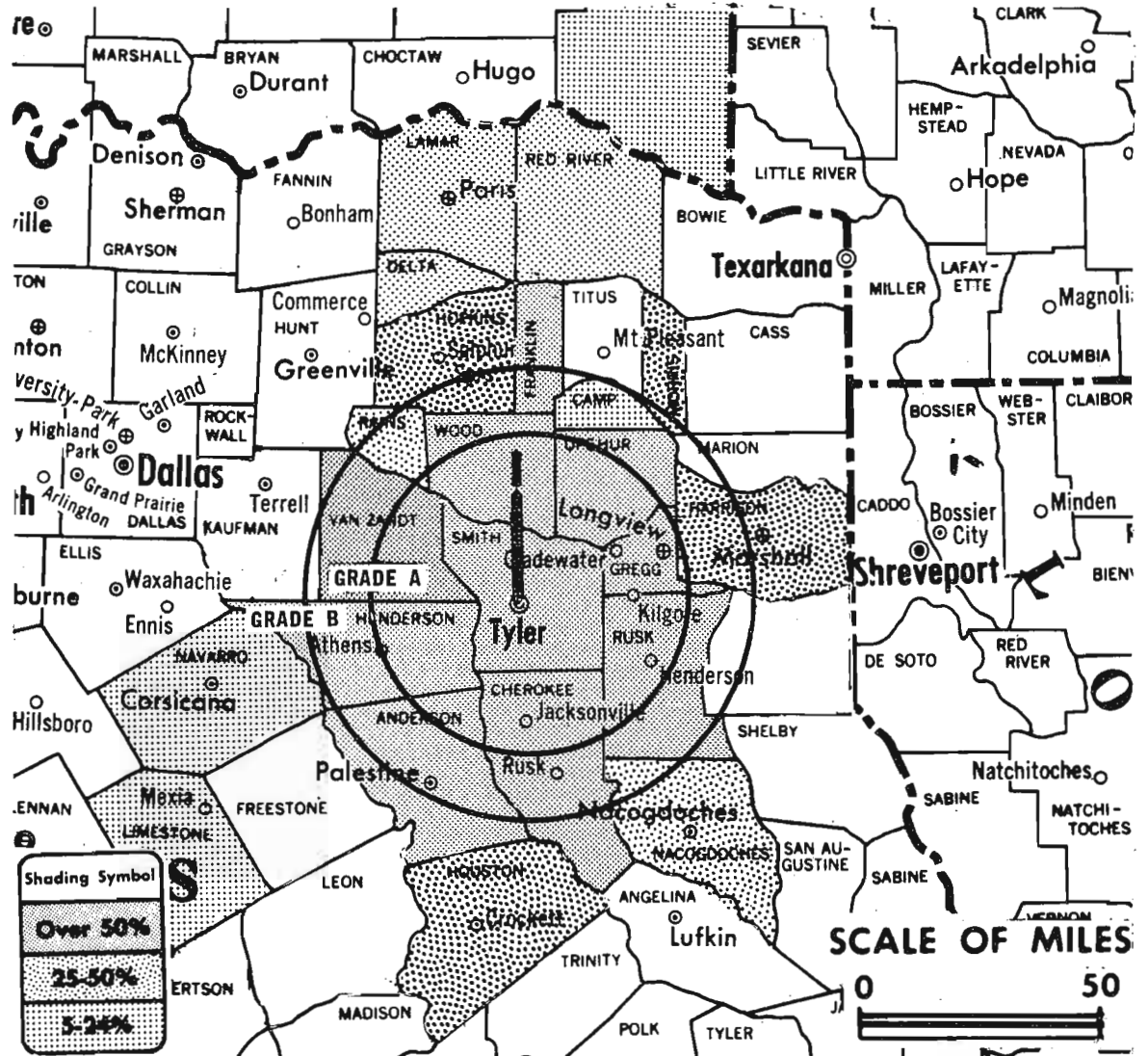
Latitude 32° 21' 06"  
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. East.

Studio: Kilgore Hwy. East.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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, exec. v.p., gen. mgr. & film buyer.  
JOHN LENOX, director national sales.  
BONNIE LENOX, program director.  
RALPH JOHNSON, news director.  
CHARLES BOWKER, sales manager.  
HUDSON COLLINS, technical director.  
BOB DELK, production director.  
LINDA DELK, traffic 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* \$44.00*

\*Class AA—6:29-9:59 p.m., Mon.-Fri.; 6:29-9:31 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Anderson	10,200	9,000	88
	Cherokee	8,900	7,600	85
	Franklin	1,300	1,100	85
	Gregg	24,200	22,200	92
	Henderson	6,700	5,800	88
	Rusk	10,500	9,500	90
	Smith	29,700	27,200	91
	Upshur	6,000	5,300	89
	Van Zandt	5,900	5,200	88
Wood	5,000	4,400	90	
Between 25-50%	TEXAS			
	Harrison	13,100	11,600	89
	Hopkins	5,300	4,700	89
	Houston	5,000	4,000	81
	Morris	4,300	3,900	91
Nacogdoches	8,300	7,000	84	
Rains	700	600	88	
Between 5-24%	LOUISIANA			
	Winn	4,500	3,800	84
	OKLAHOMA			
	Mc Curtain	7,000	5,900	84
	TEXAS			
	Camp	2,100	1,800	84
	Delta	1,300	1,100	85
	Lamar	9,700	7,700	79
Limestone	5,400	4,600	86	
Navarro	10,500	9,200	88	
Red River	3,900	3,100	81	
Station Totals		189,500	166,300	88
Net Weekly Circulation (March 1967)				92,800
Average Daily Circulation (March 1967)				58,200

# Texas—Waco



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: Figures for this station include satellite KBTX-TV, Bryan, Tex.

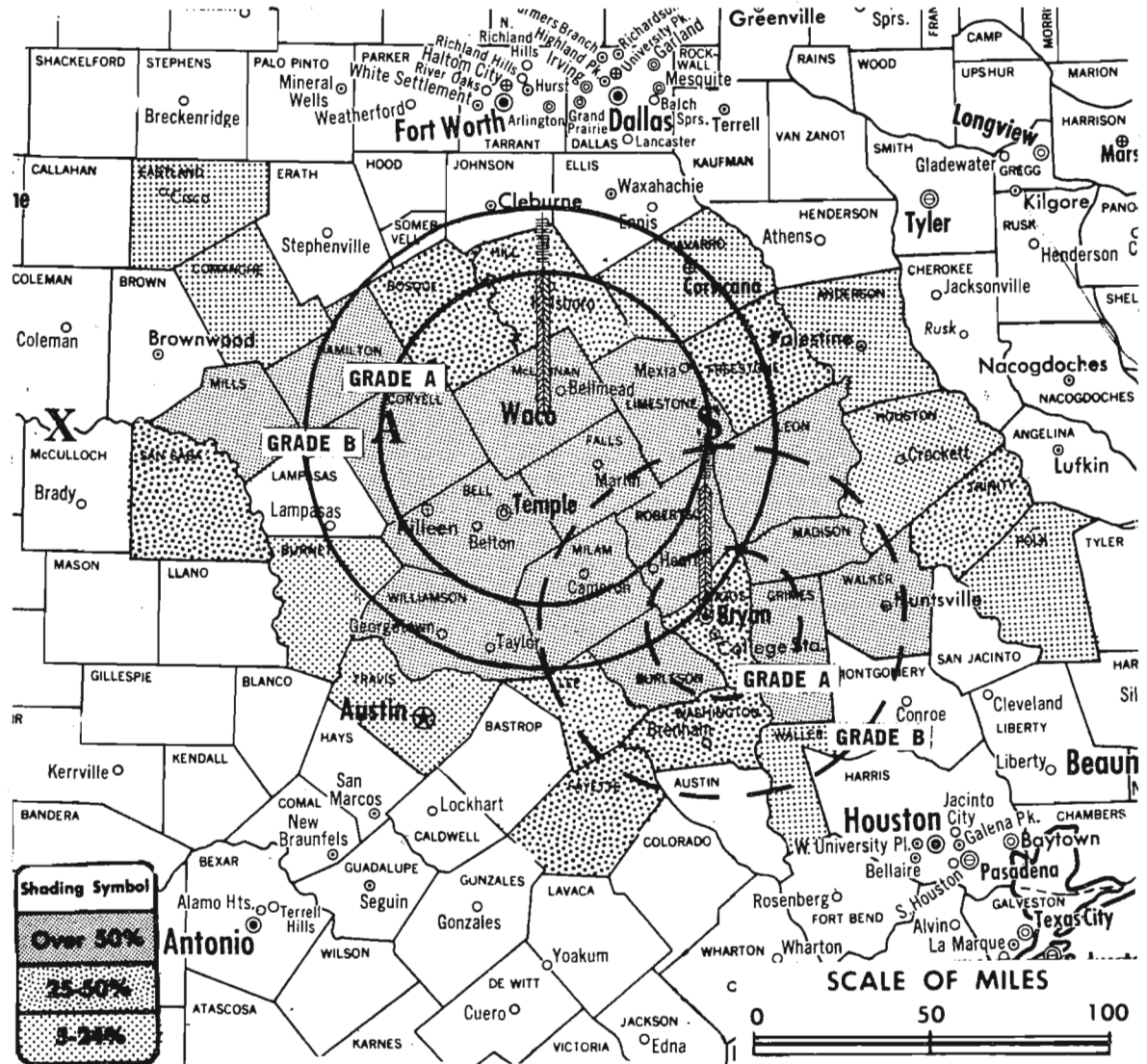
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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. Stockholders of KWTX-TV own KXII, Ardmore, Okla. & KLFY-TV, Lafayette, La. M. N. Bostick is also 10% owner of KBTX-TV, Bryan & radio KNAL.

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 Jr. Consulting Engineers.

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.

### 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

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (CBS). Combination rate with KBTX-TV, Bryan \$555 (ABC & CBS).

For ARB County-by-County Data  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Bell	36,100	33,900	94
	Burleson	3,100	2,500	80
	Coryell	7,300	6,800	93
	Falls	5,700	5,000	88
	Grimes	3,400	2,800	82
	Hamilton	2,400	2,100	87
	Leon	2,600	2,100	78
	Limestone	5,400	4,600	86
	McLennan	51,000	47,600	93
	Madison	1,600	1,300	82
	Milam	6,900	6,000	86
	Mills	1,000	900	84
	Robertson	4,400	3,900	87
	Walker	5,500	4,400	81
Williamson	10,200	9,200	90	
<b>Between 25-50%</b>	TEXAS			
	Bosque	3,500	3,200	90
	Brazos	13,900	12,600	90
	Fayette	6,200	4,400	71
	Freestone	3,400	2,900	85
	Hill	6,500	5,900	90
	Lee	2,400	2,000	85
San Saba	1,400	1,200	87	
Trinity	1,800	1,400	78	
Washington	6,000	4,700	78	
<b>Between 5-24%</b>	TEXAS			
	Anderson	10,200	9,000	88
	Burnet	2,700	2,500	93
	Comanche	3,200	2,700	83
	Eastland	6,200	5,500	88
	Houston	5,000	4,000	81
	Navarro	10,500	9,200	88
	Polk	3,600	3,000	83
	Travis	72,500	67,200	93
	Waller	3,300	2,800	86
Zapata	1,100	800	71	

Station Totals	310,000	278,100	90
Net Weekly Circulation (March 1967)			147,500
Average Daily Circulation (March 1967)			111,500

# Texas—Temple-Waco



**KCEN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 14.1-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"

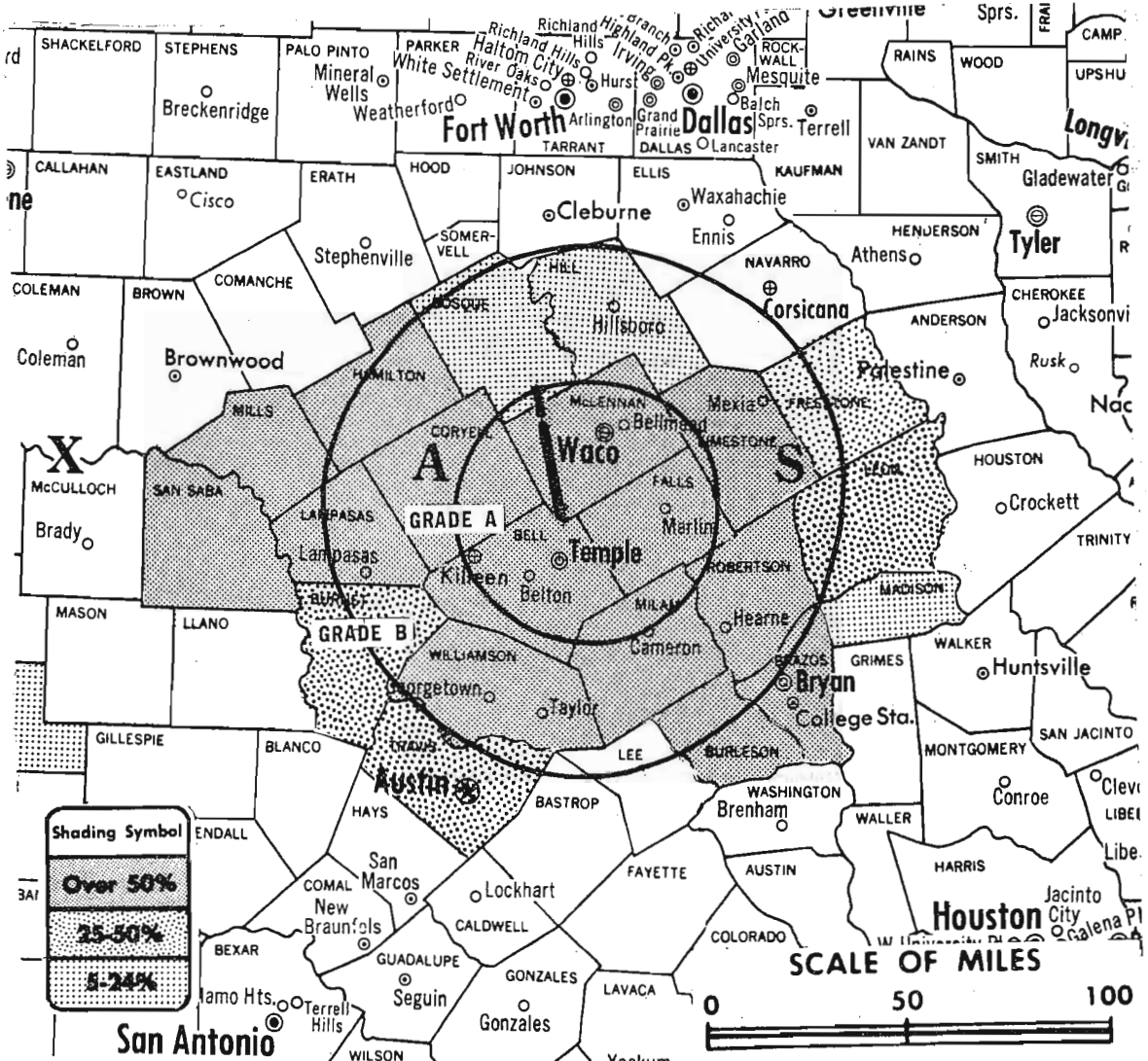
Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Studio: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KCEN-TV Ref: FCC File No. BMPCT-1085 Granted 5/19/63

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## KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76501).

Waco Office: 506 Professional Bldg. Telephone: 817-756-0332.

Telephones: 817-773-6868, Temple; 817-752-4331, Waco.

TWX No.: 910-890-5370.

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.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.  
BOB LUNQUIST, vice president & general manager.  
CURTIS CASEY, chief engineer.

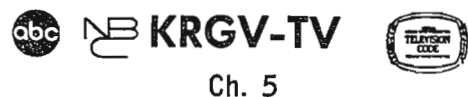
DIGEST OF RATE CARD NO. 12  
(June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$500.00	\$300.00	\$180.00	\$115.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	TEXAS			
	Bell	36,100	33,900	94
	Brazos	13,900	12,600	90
	Burleson	3,100	2,500	80
	Coryell	7,300	6,800	93
	Falls	5,700	5,000	88
	Hamilton	2,400	2,100	87
	Lampasas	2,900	2,600	92
	Limestone	5,400	4,600	86
	Mc Lennan	51,000	47,600	93
	Milam	6,900	6,000	86
	Mills	1,000	900	84
	Robertson	4,400	3,900	87
	San Saba	1,400	1,200	87
Williamson	10,200	9,200	90	
<b>Between 25-50%</b>	TEXAS			
	Burnet	2,700	2,500	93
	Freestone	3,400	2,900	85
	Leon	2,600	2,100	78
<b>Between 5-24%</b>	TEXAS			
	Bosque	3,500	3,200	90
	Hill	6,500	5,900	90
	Kimble	1,100	800	75
Madison	1,600	1,300	82	
<b>Station Totals</b>		<b>245,600</b>	<b>224,800</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>131,900</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>96,300</b>	

# Texas—Weslaco



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"  
Longitude 97° 48' 45"

Transmitter: La Feria, Tex., 7-mi. SW of Harlingen.

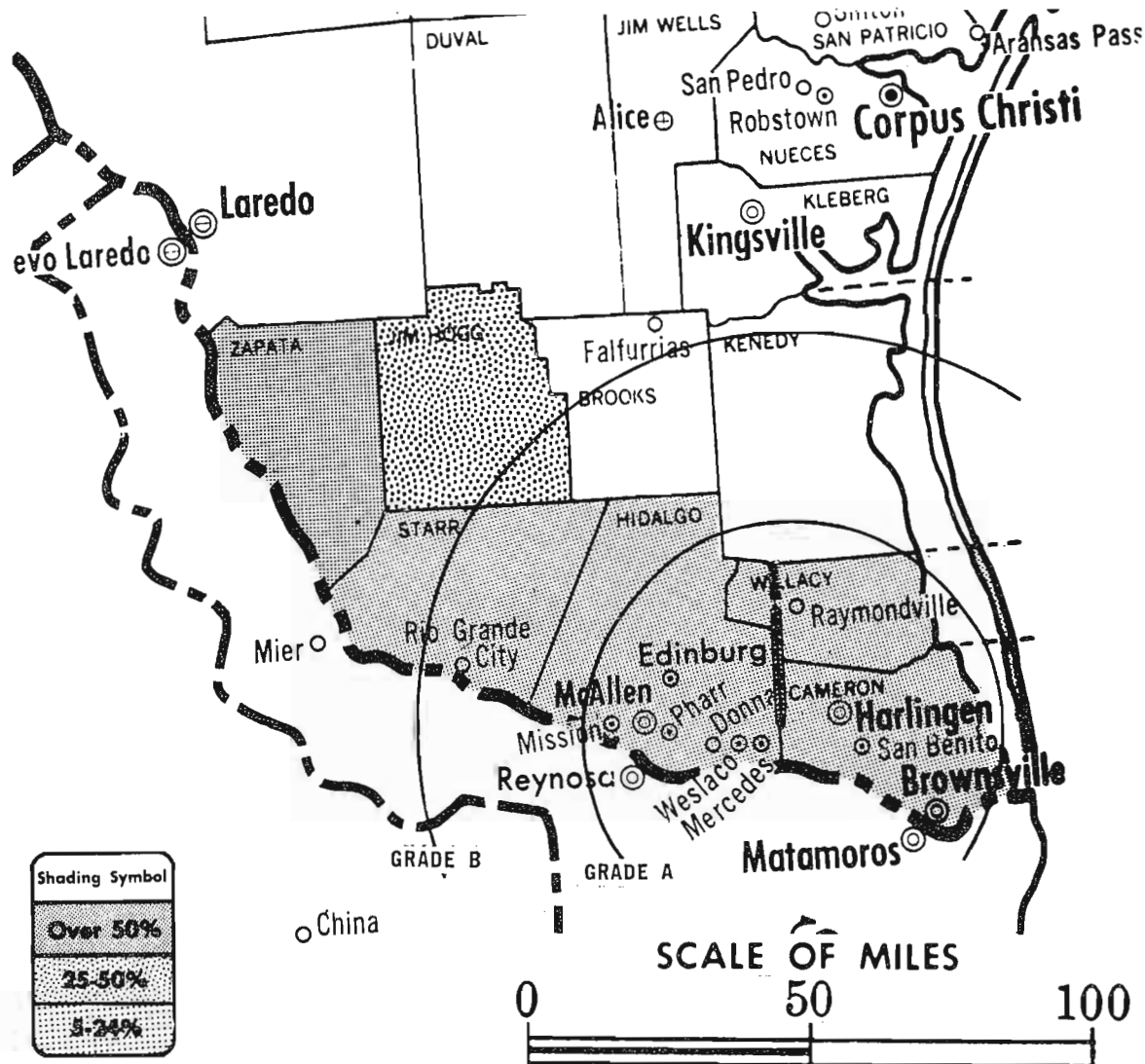
TV tape: Recording facilities.

AM Affiliate: KRGV, 5-kw, 1290 kc (NBC).

Color: Network, film & slide.

News Wire Service: UPI.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

KRGV-TV Ref: FCC File No. BPCT-3788 Granted 8/18/66

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## KRGV-TV

Network Service: ABC, NBC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Studio: 309 S. Missouri St.

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 The Hollingbery Co.

Represented (legal) by Marcus Cohn.

Personnel:

JACK H. DRAKE, general manager.  
GUY CORLEY, station manager.  
EARL NOEL, commercial manager.  
DON FORBES, director of engineering.

## DIGEST OF RATE CARD NO. 7

(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-9:30 p.m., daily.  
\$430.00 \$258.00 \$172.00 \$116.00 \$80.00\* \$64.00\* \$40.00\*

\*Section 1.

NETWORK BASE HOURLY RATE: \$400 (ABC), \$400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	TEXAS			
	Cameron	40,600	36,900	91
	Hidalgo North	41,000	36,500	89
	Hidalgo South	4,900	4,400	89
	Starr	4,300	3,400	80
	Willacy	4,500	4,000	90
	Zapata	1,100	800	71
Between 25-50%	TEXAS			
	Jim Hogg	1,300	1,000	79
Station Totals		97,700	87,000	89
Net Weekly Circulation (March 1967)				83,300
Average Daily Circulation (March 1967)				67,700



# Texas—Wichita Falls



**KAUZ-TV**



Ch. 6

**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.

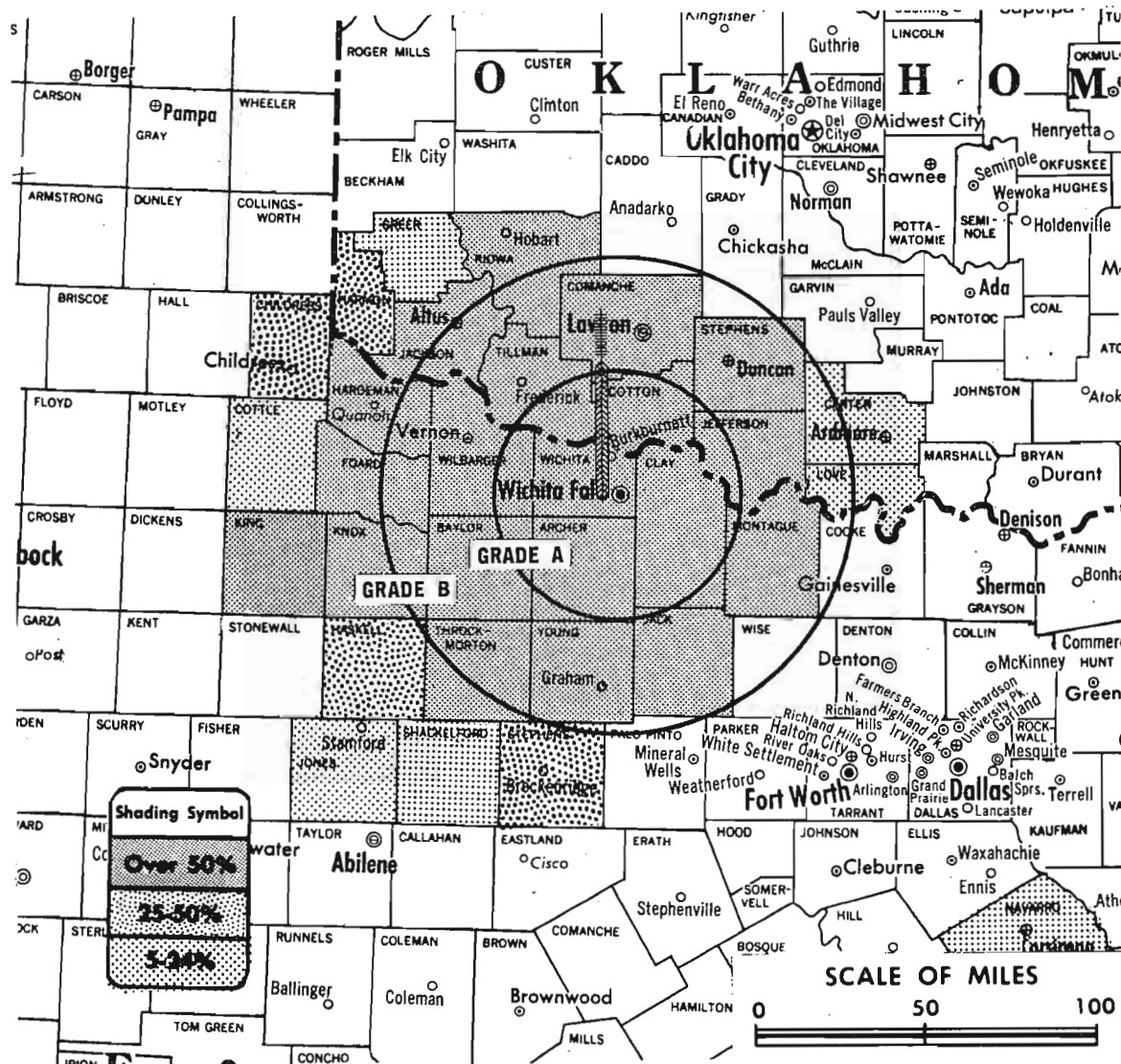
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded area) based on 1965 ARB study.



KAUZ-TV Ref: FCC File No. BPCT-2553 Granted 1/14/59

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## 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.: 910-890-5836.

**Ownership:** Same as WKTV, Utica, N.Y. Note: Sale to Bass Bros. Telecasters Inc. pends.

**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** H-R Television Inc.

**Personnel:**

WILLIAM E. HOBBS, pres. & general manager.

JOHN SITLER, national sales coordinator.

AMY HARMON, traffic manager.

HERBERT WILEY, chief engineer.

MARY NORWOOD, promotion manager.

DIGEST OF RATE CARD NO. E-1  
(Feb. 15, 1966)

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.

For Color & Uhf Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>OKLAHOMA</b>				
		Comanche	29,500	27,900	94
		Cotton	2,000	1,900	93
		Jackson	11,400	10,700	94
		Jefferson	2,300	2,100	92
		Kiowa	4,500	4,100	92
		Stephens	14,000	13,200	94
		Tillman	4,400	4,100	92
	<b>TEXAS</b>				
		Archer	2,400	2,300	96
		Baylor	1,600	1,500	96
		Clay	2,400	2,200	95
		Foard	700	700	93
		Hardeman	2,200	1,900	88
	Jack	2,300	2,200	93	
	King	200	200	80	
	Knox	2,000	1,700	89	
	Montague	4,700	4,300	92	
	Throckmorton	500	400	87	
	Wichita	42,400	40,800	96	
	Wilbarger	5,200	5,000	96	
	Young	6,200	5,800	92	
<b>Between 25-50%</b>	<b>OKLAHOMA</b>				
		Harmon	1,400	1,300	89
	<b>TEXAS</b>				
		Childress	1,800	1,600	90
	Haskell	3,100	2,800	90	
	Stephens	2,500	2,200	89	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>				
		Carter	14,500	13,300	92
		Greer	2,400	2,100	86
		Love	1,300	1,200	89
	<b>TEXAS</b>				
		Cottle	700	600	86
		Jones	5,800	5,400	93
	Navarro	10,500	9,200	88	
	Shackelford	900	800	89	
<b>Station Totals</b>		185,800	173,500	93	
<b>Net Weekly Circulation (March 1967)</b>				130,900	
<b>Average Daily Circulation (March 1967)</b>				98,500	

# 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"

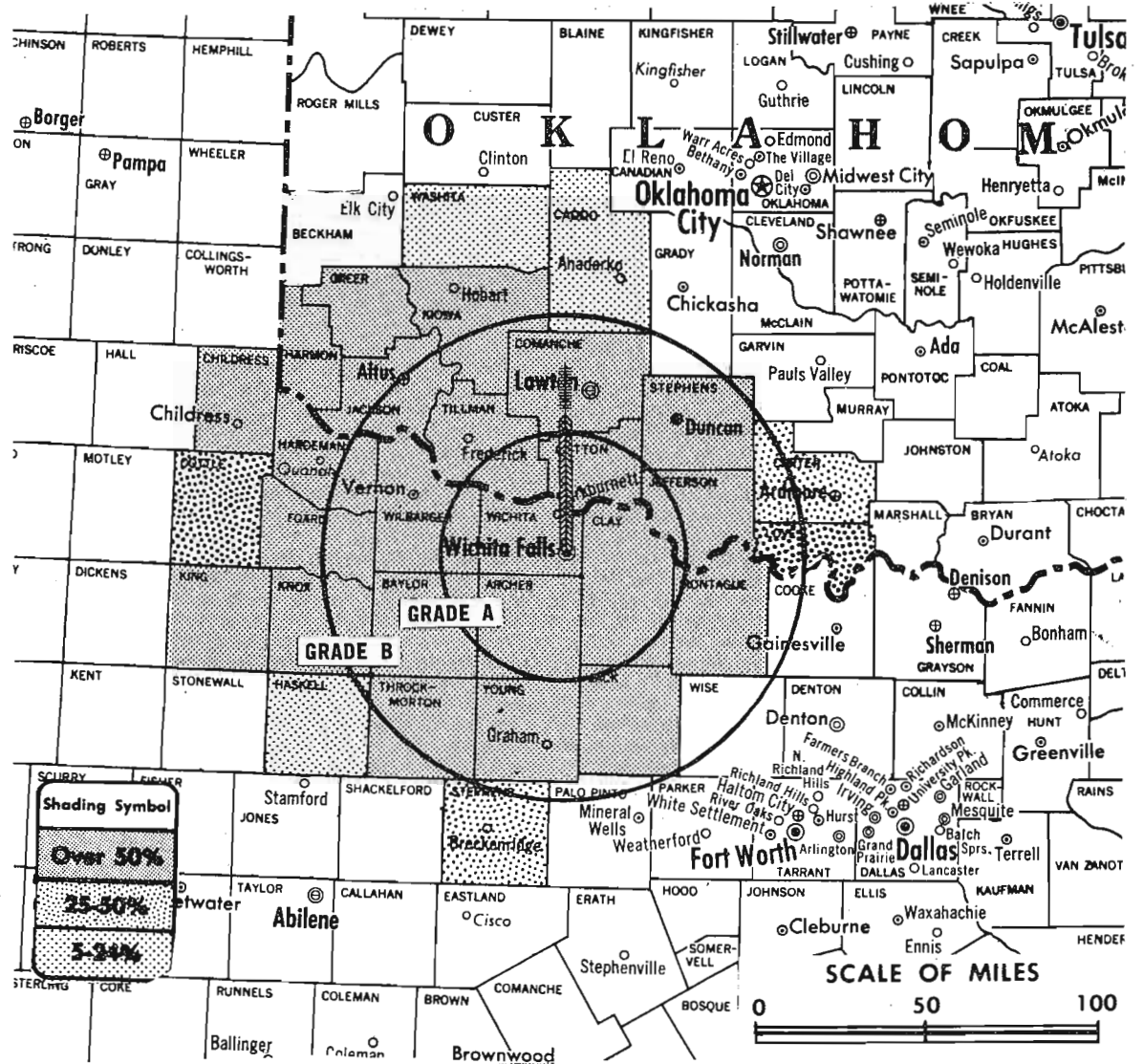
Transmitter: Old Seymour Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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. 14244

## KFDX-TV

Licensee: Wichtex Radio & Television Co., Box 2040 (76307).

Studio: Seymour Highway.

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 KFDM-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.  
BILL ENLOE, chief engineer.  
TOM CRANE, program director.

### DIGEST OF RATE CARD NO. 16 (Aug. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:29-9:59 p.m., daily.

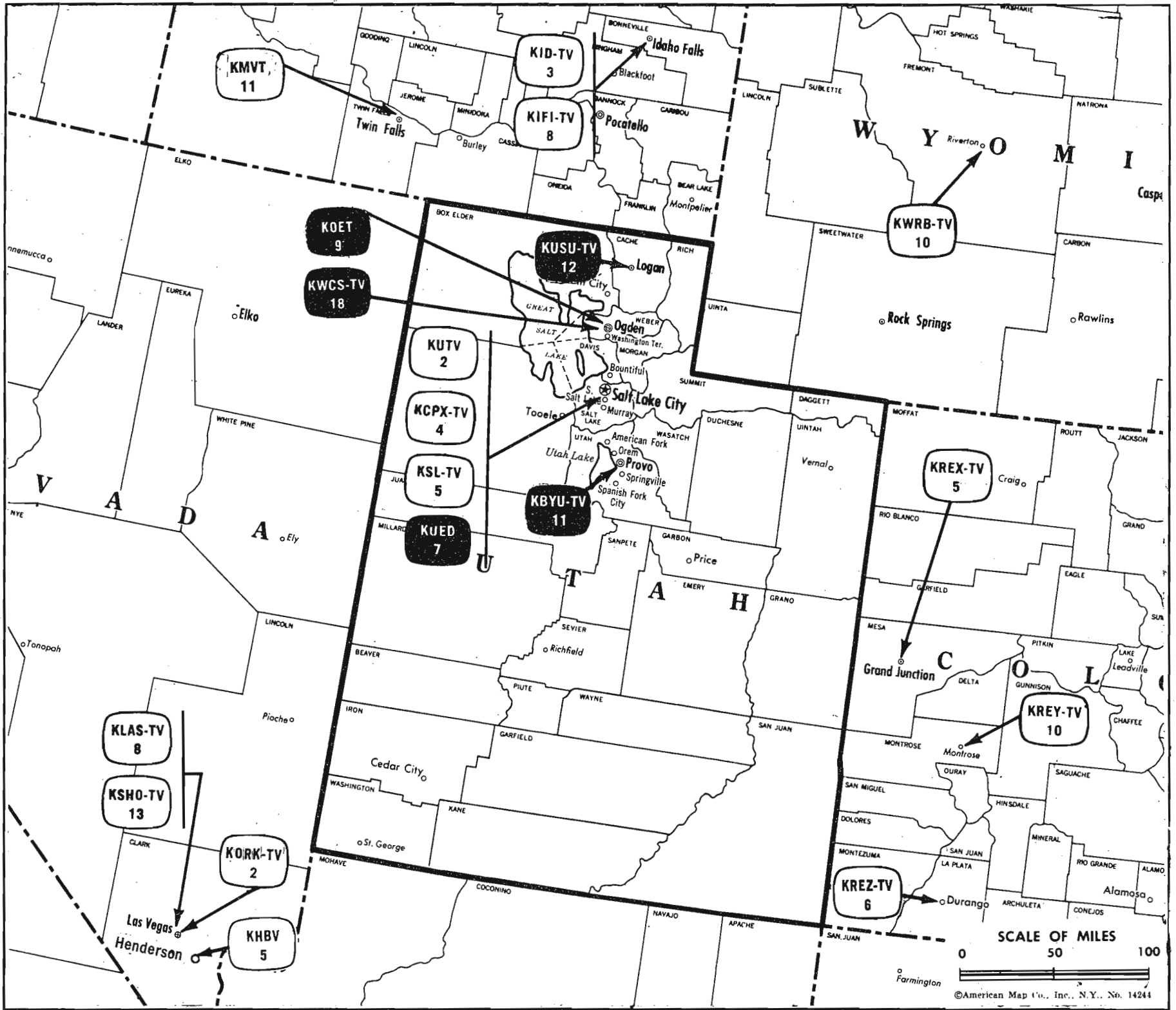
\$500.00 \$300.00 \$160.00 . . . . . \$100.00 \$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$425.

For Television Market Rankings

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>OKLAHOMA</b>			
	Comanche	29,500	27,900	94
	Cotton	2,000	1,900	93
	Greer	2,400	2,100	86
	Harmon	1,400	1,300	89
	Jackson	11,400	10,700	94
	Jefferson	2,300	2,100	92
	Kiowa	4,500	4,100	92
	Stephens	14,000	13,200	94
	Tillman	4,400	4,100	92
	<b>TEXAS</b>			
	Archer	2,400	2,300	96
	Baylor	1,600	1,500	96
	Childress	1,800	1,600	90
<b>Between 25-50%</b>	Clay	2,400	2,200	95
	Foard	700	700	93
	Hardeman	2,200	1,900	88
	Jack	2,300	2,200	93
	King	200	200	80
	Knox	2,000	1,700	89
	Montague	4,700	4,300	92
	Throckmorton	500	400	87
	Wichita	42,400	40,800	96
	Wilbarger	5,200	5,000	96
Young	6,200	5,800	92	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Carter	14,500	13,300	92
	Love	1,300	1,200	89
<b>TEXAS</b>				
Cottle	700	600	86	
Stephens	2,500	2,200	89	
<b>Station Totals</b>	<b>OKLAHOMA</b>			
	Caddo	8,200	7,500	92
	Washita	5,700	5,400	94
<b>TEXAS</b>				
Haskell	3,100	2,800	90	
Station Totals		182,500	171,000	94
Net Weekly Circulation (March 1967)				134,500
Average Daily Circulation (March 1967)				106,700



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Salt Lake City-Ogden-Provo	308,100	59	466,500	86	432,800	85

Utah Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
4	1	5
		8

For State Educational Facilities, see next page

**Utah Educational Technical Facilities**  
(Complete Data in Educational Directory)



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See page 605-b for details

**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, 6.24-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"

**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: 21.4-kw visual, 4.28-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, 113.7-ft. above ground, 4410-ft. above sea level.

Latitude	41°	14'	44"
Longitude	111°	58'	07"

Requests change.

**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: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude	40°	36'	28"
Longitude	112°	09'	22"

**KUED**

**Salt Lake City**

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City (84112).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 138-kw visual, 25.1-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"



# Utah—Salt Lake City



**KCPX-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 50.1-kw visual, 8.71-kw aural. Antenna: 3000-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.

FM Affiliate: KCPX-FM, 1.2-kw, 98.7 mc (No. 254), 2970-ft. antenna height.

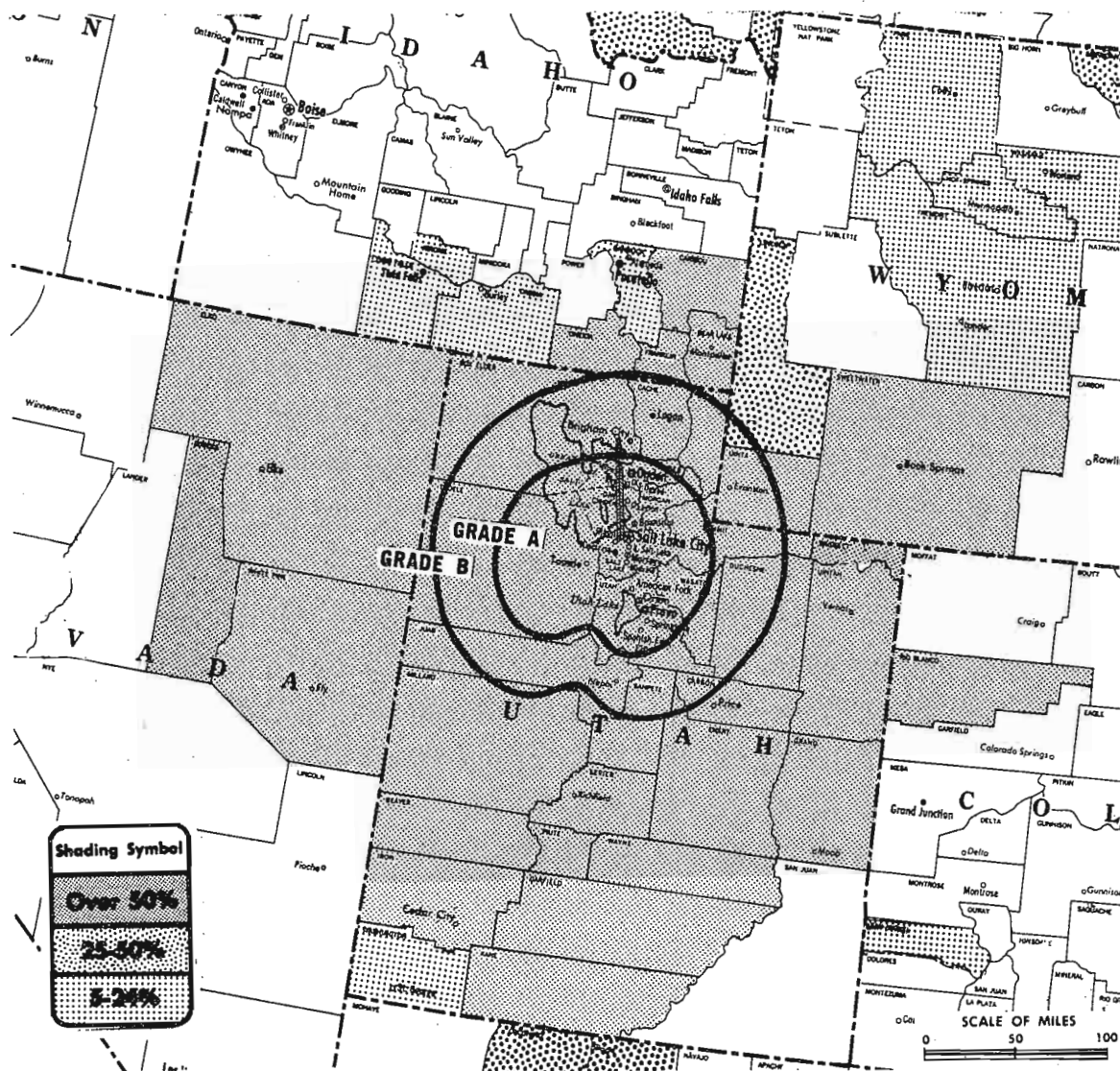
Color: Network; live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KCPX-TV Ref: FCC File No. BPCT-4025 Granted 9/28/67

©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 (Television 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 Metro TV Sales.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.  
HAROLD (HACK) WOOLLEY, general manager.  
L. BOYD MULLINS, director of sales.  
CHARLES JENNINGS, business manager.  
GEORGE SMITH, promotion director.  
CHARLES HALFORD, 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. A27—(June 1, 1967)

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	\$250.00*	\$110.00*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>COLORADO</b>			
	Rio Blanco	1,800	1,600	89
	<b>IDAHO</b>			
	Bear Lake	2,000	1,800	91
	Caribou	1,600	1,500	91
	Franklin	2,000	1,800	93
	Oneida	1,000	900	94
	<b>NEVADA</b>			
	Elko	4,300	3,400	80
	Eureka	300	200	71
	White Pine	3,400	3,000	90
	<b>UTAH</b>			
	Beaver	1,000	900	92
	Box Elder	9,600	9,200	96
	Cache	12,200	11,300	93
	Carbon	5,000	4,600	92
	Daggett	400	300	77
	Davis	20,600	20,000	97
	Duchesne	1,400	1,200	88
	Emery	1,300	1,200	93
	Garfield	700	600	77
	Grand	2,600	2,000	77
	Iron	3,500	2,900	84
	Juab	1,000	900	93
	Kane	700	500	71
	Millard	1,700	1,600	92
	Morgan	700	600	91
	Piute	200	200	89
	Rich	500	400	88
	Salt Lake	131,500	126,000	96
	Sanpete	2,900	2,700	93
	Sevier	2,800	2,700	95
	Summit	1,400	1,300	95
	Tooele	5,500	5,400	97
	Uintah	3,300	2,900	89
	Utah	31,300	29,600	95
Wasatch	1,400	1,300	91	
Wayne	500	500	94	
Weber	36,400	35,000	96	

(Continued on page 728-b)

Station Totals	472,900	438,800	93
Net Weekly Circulation (March 1967)			301,500
Average Daily Circulation (March 1967)			212,600

# Utah—Salt Lake City



**KSL-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 33.1-kw visual, 6.78-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"

Holds CP for 33.9-kw visual, 6.78-kw aural, 3730-ft. above av. terrain, 168-ft. above ground, 9215-ft. above sea level. BPCT—3673.

Transmitter: Coon Peak, Oquirrh Range.

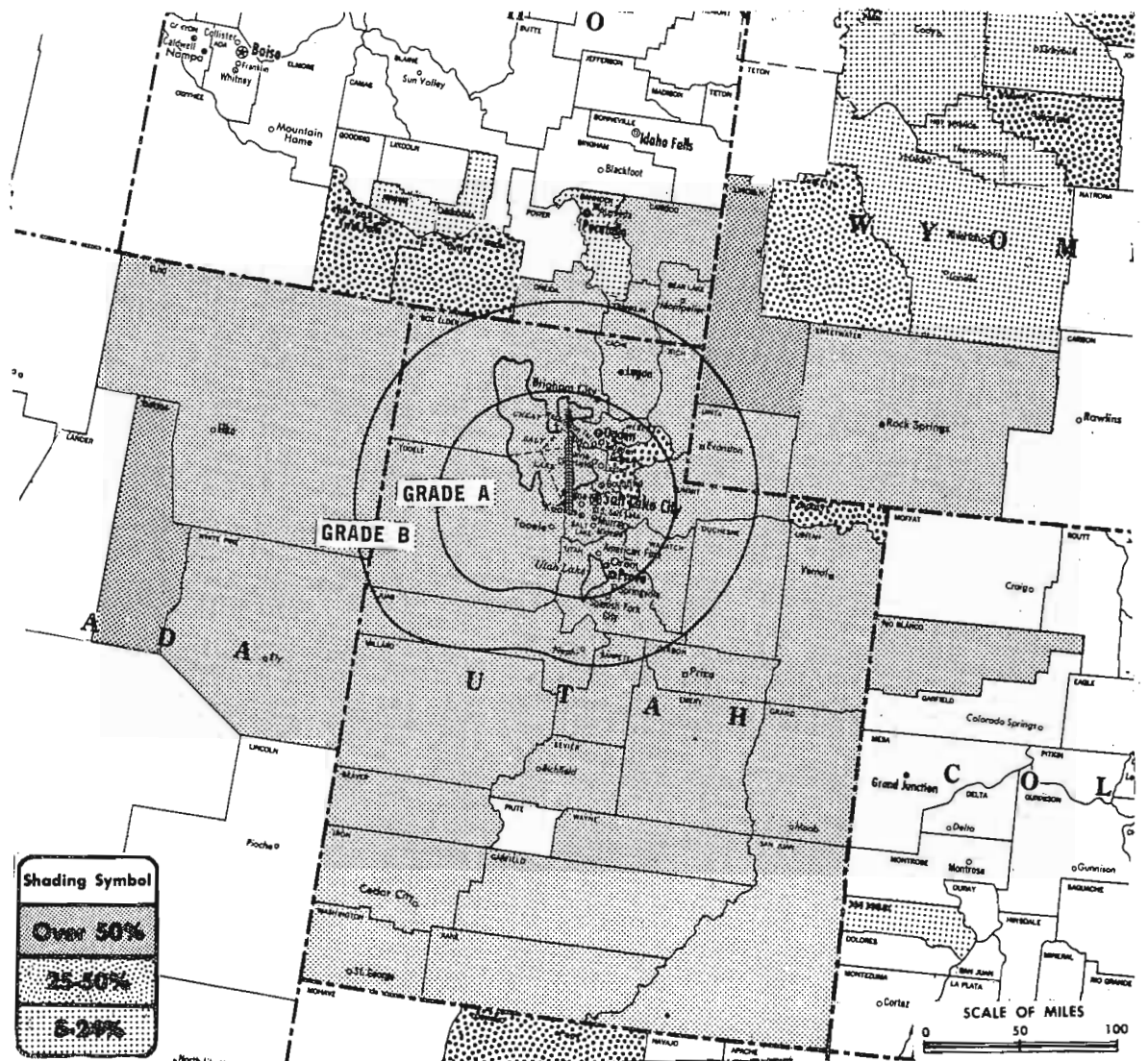
TV tape: Recording facilities.

AM Affiliate: KSL, 50-kw, 1160 kc (CBS). FM Affiliate: KSL-FM, 13-kw, 100.3 mc (No. 262), 3647-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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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., 97.7%. 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 and FM radio WRFM, New York, N.Y.; KMBZ & KMBR(FM), Kansas City.

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 & Associates.

Personnel:

ARCH L. MADSEN, president.  
L. H. CURTIS, executive vice president & general manager.  
JAY W. LLOYD, assistant general manager.  
JAMES E. SCHULTZ, general sales manager.  
KAY RICHINS, director of sales development.  
SCOTT R. CLAWSON, director of programming & operations.  
CLIFTON B. THOMAS, promotion director.  
VINCENT E. CLAYTON, director of engineering.

DIGEST OF RATE CARD NO. 16—(Sept. 15, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$850.00 \$500.00 \$350.00 \$265.00 Graded rates apply\*

\*Highest rate: \$230.

NETWRK BASE HOURLY RATE: \$800.

For Station-Owned Translators  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>COLORADO</b>			
	Rio Blanco	1,800	1,600	89
	<b>IDAHO</b>			
	Bear Lake	2,000	1,800	91
	Caribou	1,600	1,500	91
	Franklin	2,000	1,800	93
	Oneida	1,000	900	94
	<b>NEVADA</b>			
	Elko	4,300	3,400	80
	Eureka	300	200	71
	White Pine	3,400	3,000	90
	<b>UTAH</b>			
	Beaver	1,000	900	92
	Box Elder	9,600	9,200	96
	Cache	12,200	11,300	93
	Carbon	5,000	4,600	92
	Davis	20,600	20,000	97
	Duchesne	1,400	1,200	88
	Emery	1,300	1,200	93
	Garfield	700	600	77
	Grand	2,600	2,000	77
	Iron	3,500	2,900	84
	Juab	1,000	900	93
	Kane	700	500	71
	Millard	1,700	1,600	92
	Rich	500	400	88
	Salt Lake	131,500	126,000	96
	Sanpete	2,900	2,700	93
	San Juan	2,800	2,100	77
	Sevier	2,800	2,700	95
	Summit	1,400	1,300	95
	Tooele	5,500	5,400	97
	Uintah	3,300	2,900	89
	Utah	31,300	29,600	95
	Wasatch	1,400	1,300	91
	Washington	3,100	2,600	84
	Wayne	500	500	94
	Weber	36,400	35,000	96

Over 50%

(Continued on page 728-b)

Station Totals	448,000	415,300	93
Net Weekly Circulation (March 1967)			308,100
Average Daily Circulation (March 1967)			226,500

# Utah—Salt Lake City



**KUTV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45.7-kw visual, 9.12-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.

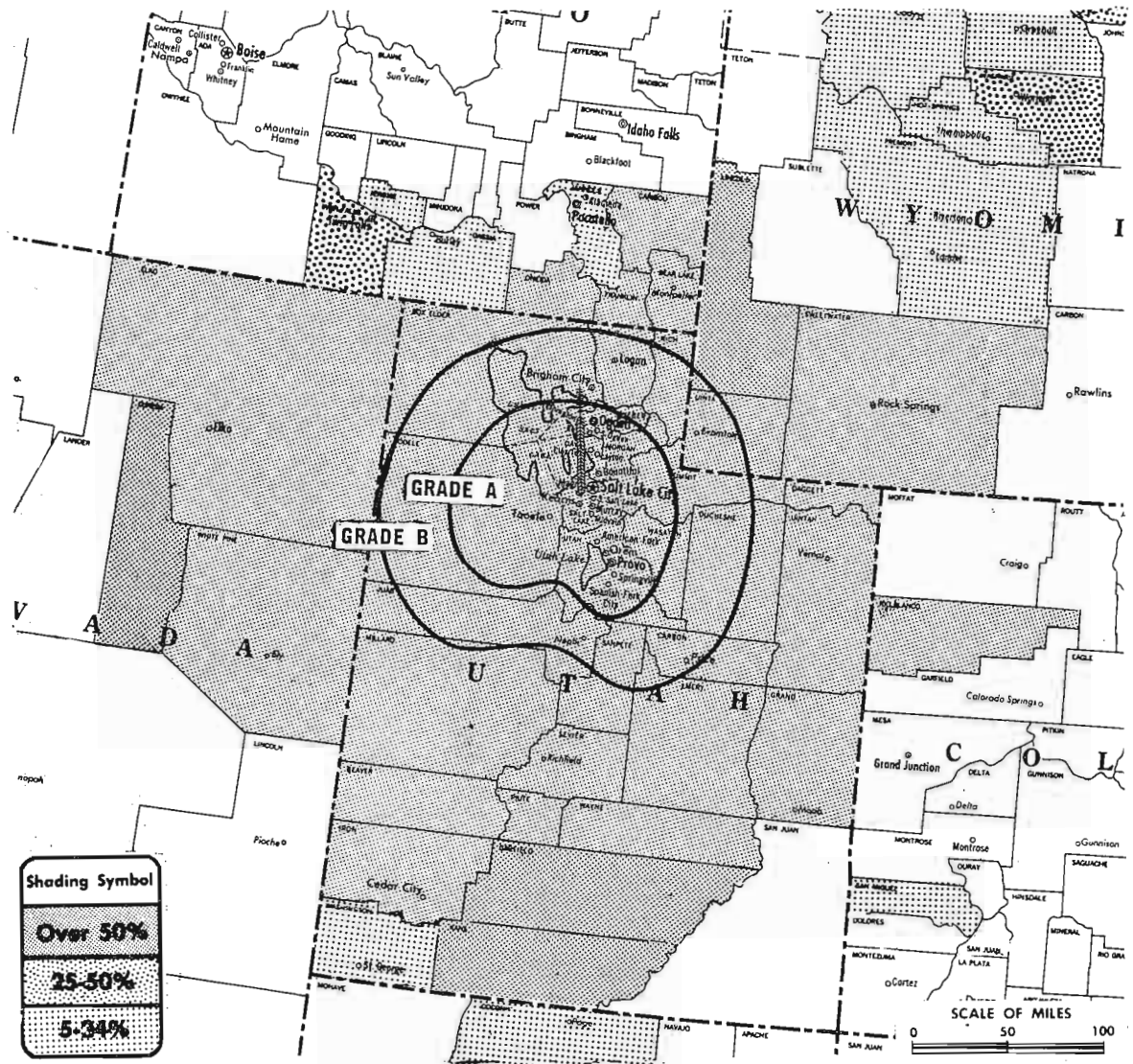
AM Affiliate: KALL, 5-kw (1-kw night), 910 kc (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KUTV Ref: FCC File No. BMPCT-2149 Granted 6/18/64

©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. Gallivan, 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.
- ALAN BRANCH, national sales service.
- 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. 1B (March 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$925.00	\$550.00	\$250.00	\$162.00	\$200.00* \$100.00*

\*Class AA—6:59-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$925.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>				
<b>COLORADO</b>				
	Rio Blanco	1,800	1,600	89
<b>IDAHO</b>				
	Bear Lake	2,000	1,800	91
	Caribou	1,600	1,500	91
	Franklin	2,000	1,800	93
	Oneida	1,000	900	94
<b>NEVADA</b>				
	Elko	4,300	3,400	80
	Eureka	300	200	71
	White Pine	3,400	3,000	90
<b>UTAH</b>				
	Beaver	1,000	900	92
	Box Elder	9,600	9,200	96
	Cache	12,200	11,300	93
	Carbon	5,000	4,600	92
	Daggett	400	300	77
	Davis	20,600	20,000	97
	Duchesne	1,400	1,200	88
	Emery	1,300	1,200	93
	Garfield	700	600	77
	Grand	2,600	2,000	77
	Iron	3,500	2,900	84
	Juab	1,000	900	93
	Kane	700	500	71
	Millard	1,700	1,600	92
	Morgan	700	600	91
	Piute	200	200	89
	Rich	500	400	88
	Salt Lake	131,500	126,000	96
	Sanpete	2,900	2,700	93
	Sevier	2,800	2,700	95
	Summit	1,400	1,300	95
	Tooele	5,500	5,400	97
	Uintah	3,300	2,900	89
	Utah	31,300	29,600	95
	Wasatch	1,400	1,300	91
	Wayne	500	500	94
	Weber	36,400	35,000	96

(Continued on page 728-b)

Station Totals	449,100	416,000	93
Net Weekly Circulation (March 1967)			301,200
Average Daily Circulation (March 1967)			207,100



# Utah

## KUTV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	WYOMING			
	Lincoln	2,500	2,200	86
	Sweetwater	4,800	4,200	88
	Uinta	1,900	1,700	90
<b>Between 25-50%</b>	IDAHO			
	Twin Falls	13,800	13,200	95
	MONTANA			
	Beaverhead	2,300	1,900	82
	Custer	4,300	3,500	83
	Fergus	4,000	3,400	85
	Gallatin	8,500	7,600	89
	Lewis & Clark	9,500	8,500	90
	Park	4,500	4,000	89
	Sweet Grass	900	700	80
Valley	5,600	4,700	85	
WYOMING	Sheridan	5,800	5,000	85
	Washakie	2,600	2,400	90
<b>Between 5-24%</b>	ARIZONA			
	Coconino	14,100	11,100	78
	COLORADO			
	San Miguel	900	700	81
	IDAHO			
	Bannock	16,000	14,900	93
	Cassia	4,900	4,700	95
	Jerome	3,300	3,100	95
	MONTANA			
	Deer Lodge	5,200	4,900	94
	Silver Bow	16,000	14,900	93
	UTAH			
	Washington	3,100	2,600	84
WYOMING				
Big Horn	2,900	2,500	87	
Fremont	8,400	7,700	92	
Hot Springs	2,100	1,800	85	
Park	4,700	4,100	87	

## CATV EQUIPMENT

## MANUFACTURERS

Bring your product story directly to the PRINCIPAL EXECUTIVE of every operating CATV system, as well as to system franchise holders and applicants.

CATV PRINCIPAL EXECUTIVES mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

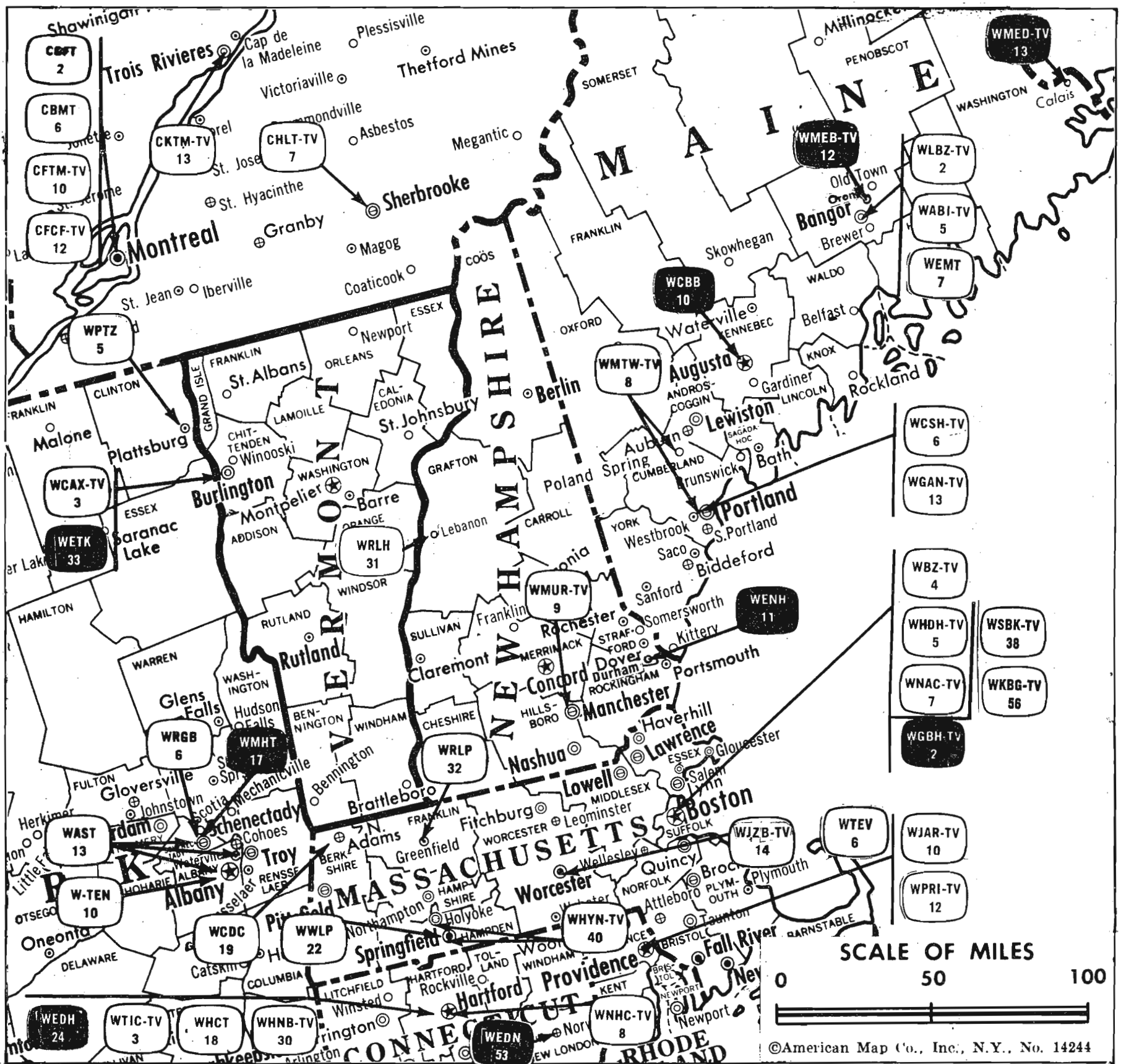
## KSL-TV, Salt Lake City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	WYOMING			
	Lincoln	2,500	2,200	86
	Sweetwater	4,800	4,200	88
	Uinta	1,900	1,700	90
<b>Between 25-50%</b>	ARIZONA			
	Coconino	14,100	11,100	78
	IDAHO			
	Cassia	4,900	4,700	95
	Twin Falls	13,800	13,200	95
	MONTANA			
	Beaverhead	2,300	1,900	82
	Gallatin	8,500	7,600	89
	Lewis & Clark	9,500	8,500	90
	Park	4,500	4,000	89
	Sweet Grass	900	700	80
	UTAH			
	Daggett	400	300	77
Morgan	700	600	91	
WYOMING				
Sheridan	5,800	5,000	85	
Sublette	1,400	1,100	84	
Washakie	2,600	2,400	90	
<b>Between 5-24%</b>	COLORADO			
	San Miguel	900	700	81
	IDAHO			
	Bannock	16,000	14,900	93
	Jerome	3,300	3,100	95
	Minidoka	4,800	4,500	93
	MONTANA			
	Deer Lodge	5,200	4,900	94
	Fergus	4,000	3,400	85
	Silver Bow	16,000	14,900	93
	WYOMING			
	Big Horn	2,900	2,500	87
	Fremont	8,400	7,700	92
Hot Springs	2,100	1,800	85	
Park	4,700	4,100	87	

## KPCX-TV, Salt Lake City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Over 50%</b>	WYOMING			
	Sweetwater	4,800	4,200	88
	Uinta	1,900	1,700	90
<b>Between 25-50%</b>	ARIZONA			
	Coconino	14,100	11,100	78
	MONTANA			
	Beaverhead	2,300	1,900	82
	Custer	4,300	3,500	83
	Fergus	4,000	3,400	85
	Gallatin	8,500	7,600	89
	Lewis & Clark	9,500	8,500	90
	Park	4,500	4,000	89
	Sweet Grass	900	700	80
	Valley	5,600	4,700	85
	WYOMING			
	Lincoln	2,500	2,200	86
Sheridan	5,800	5,000	85	
<b>Between 5-24%</b>	COLORADO			
	San Miguel	900	700	81
	IDAHO			
	Bannock	16,000	14,900	93
	Cassia	4,900	4,700	95
	Jerome	3,300	3,100	95
	Twin Falls	13,800	13,200	95
	MONTANA			
	Cascade	26,700	25,300	95
	Deer Lodge	5,200	4,900	94
	Silver Bow	16,000	14,900	93
	UTAH			
	Washington	3,100	2,600	84
WYOMING				
Fremont	8,400	7,700	92	
Hot Springs	2,100	1,800	85	
Park	4,700	4,100	87	
Washakie	2,600	2,400	90	





Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Burlington-Plattsburgh	157,600	110	246,100	142	233,800	137

Vermont Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	1	0	1
Educational Television Stations	0	1	1
			2

**WETK**  
Burlington  
Ch. 33

Non-Commercial Educational Station

Grantee: U. of Vermont & State Agriculture College.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 245-kw visual, 46.8-kw aural. Antenna: 2680-ft. above av. terrain, 96-ft. above ground, 4130-ft. above sea level.

Latitude 44° 31' 32"  
Longitude 72° 48' 54"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WRLP, Brattleboro**  
(See Greenfield, Mass.)

**WPTZ, Burlington**  
(See Plattsburgh, N.Y.)

# Vermont—Burlington

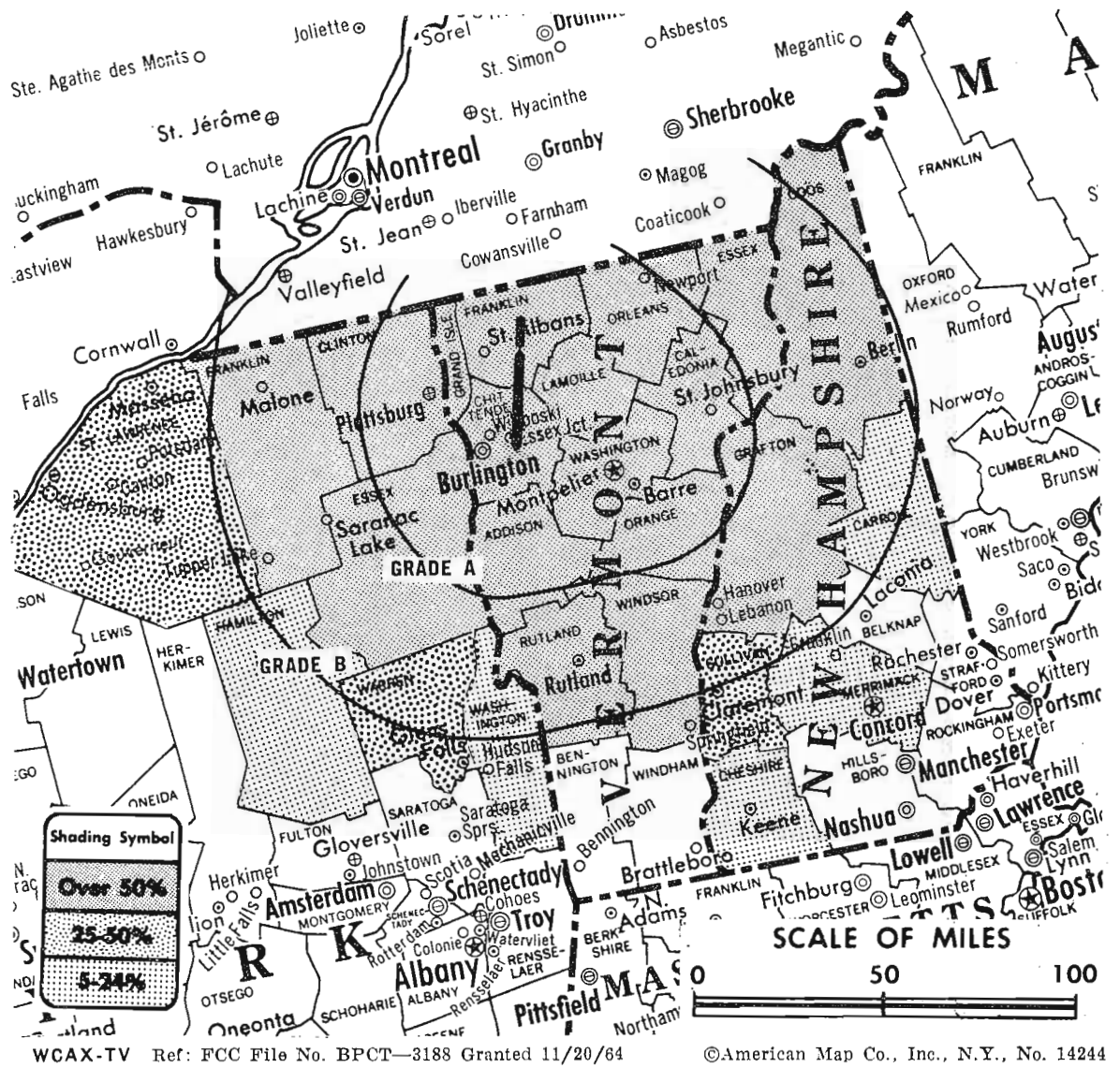
## WCAX-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"  
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.  
Color: Network, film & slide.  
News Wire Service: UPI.  
Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WCAX-TV Ref: FCC File No. BPCT-3188 Granted 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. (05451).  
Telephone: 802-862-5761.  
TWX No.: 710-224-1783.  
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. Pearley Feen, dir., .125%; Marcia B. Hasbrook, .125%.  
Began Operation: Sept. 3, 1954.  
Represented (sales) by Avery-Knodel Inc. (U.S.); Radio-Television Representatives Ltd. (Canada).  
Represented (legal) by Wilmer, Cutler & Pickering.  
Represented (engineering) by Gautney & Jones.  
Personnel:  
STUART T. MARTIN, president & general manager.  
PHILIP WATERMAN, vice president & general sales manager.  
STUART HALL, production manager.  
RICHARD GALLAGHER, news editor.  
A. S. RUTTER, film manager & buyer.  
JAMES W. TIERNEY, chief engineer.

### DIGEST OF RATE CARD NO. 10 (June 15, 1965)

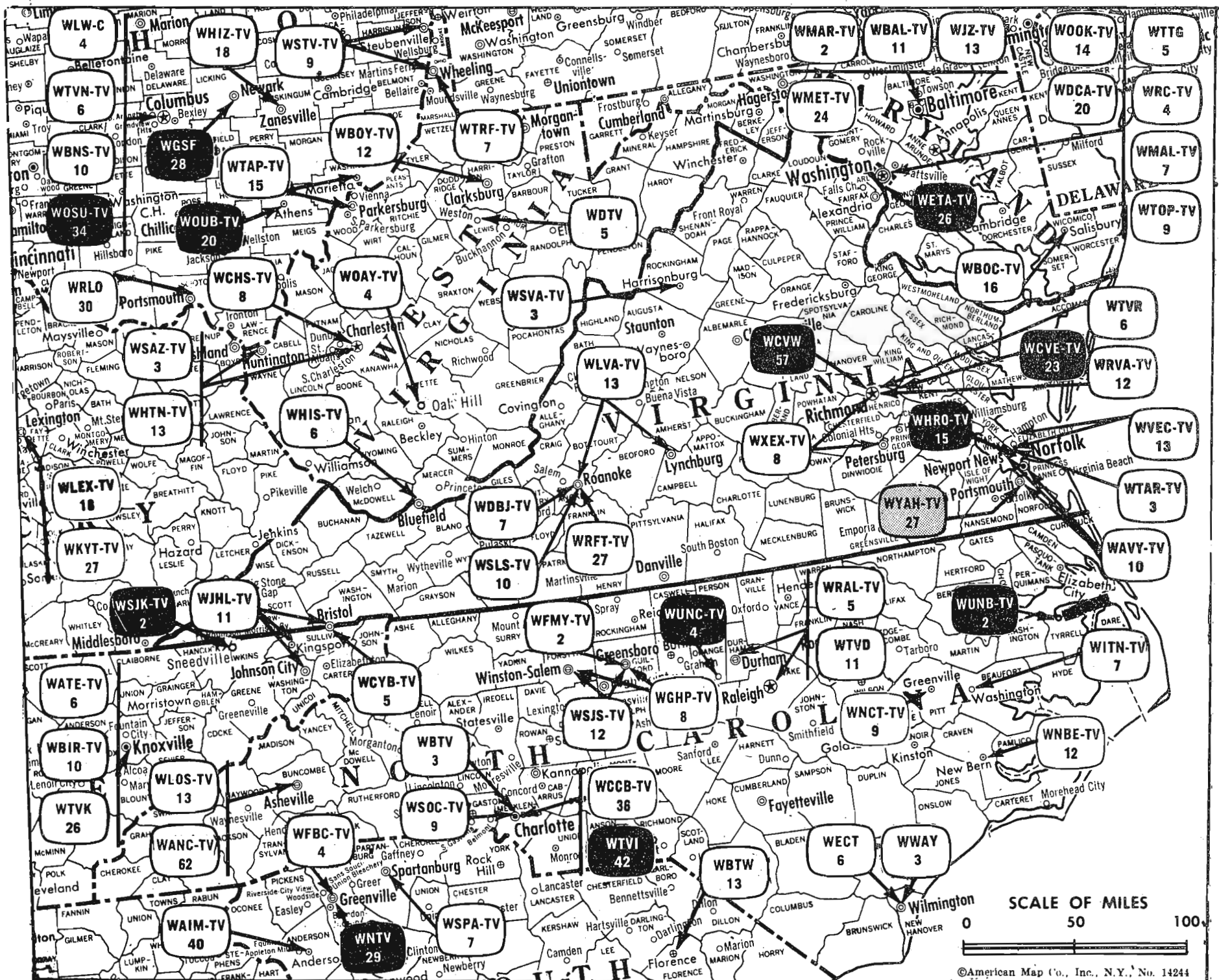
Hour	30 Min.	Min.	20 Sec.	ID
Class A—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.				
\$660.00	\$396.00	\$160.00	\$146.00	\$73.00

NETWORK BASE HOURLY RATE: \$600.

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>NEW HAMPSHIRE</b>				
		Coos	12,000	11,500	96
		Grafton	15,500	14,300	92
	<b>NEW YORK</b>				
		Clinton	22,200	21,500	97
		Essex	10,800	10,300	95
		Franklin	13,400	12,600	94
	<b>VERMONT</b>				
		Addison	5,500	5,100	93
		Caledonia	6,800	6,400	95
		Chittenden	22,700	21,800	96
		Essex	1,700	1,600	96
		Franklin	8,400	8,200	97
		Grand Isle	800	800	98
		Lamoille	3,100	3,000	96
		Orange	4,500	4,200	93
		Orleans	5,500	5,300	96
	Rutland	14,100	13,300	94	
	Washington	12,700	12,100	95	
	Windsor	13,300	12,400	93	
<b>Between 25-50%</b>	<b>NEW HAMPSHIRE</b>				
		Sullivan	9,500	8,800	92
	<b>NEW YORK</b>				
	St Lawrence	33,200	31,700	96	
	Warren	15,400	14,500	95	
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>				
		Carroll	5,500	5,200	95
		Cheshire	15,300	14,300	93
		Merrimack	22,200	21,100	95
	<b>NEW YORK</b>				
	Hamilton	1,400	1,300	93	
	Washington	15,000	14,400	96	
Station Totals		290,500	275,700	95	
Net Weekly Circulation (March 1967)				157,600	
Average Daily Circulation (March 1967)				131,000	
(Station also received in Canadian markets)					

# Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Norfolk-Portsmouth- Newport News-Hampton	343,200	53	455,700	91	424,500	87
Richmond	293,600	66	542,700	70	498,700	71
Roanoke-Lynchburg	293,100	67	680,300	50	629,000	51
Bristol-Johnson City	180,600	102	469,400	85	421,200	89
Harrisonburg	64,200	174	256,400	138	236,900	135

## Virginia Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	0	4	4
			17

# Virginia

## 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.)



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## 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,  
Executive Officer, 415 St. Pauls Blvd., Norfolk, Va. (23510).

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"

Requests change to 1000-kw visual, 100-kw aural. BPET—295.

### WCVE-TV

Richmond

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Rich-  
mond, Va. (23235).

Technical Facilities: Channel No. 23 (524-530 mc). Authorized  
power: 975.2-kw max. and 617-kw horizontal visual, 123-kw  
aural. Antenna: 771-ft. above av. terrain, 699-ft. above ground,  
1049-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

### WCVW

Richmond

Ch. 57

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Rich-  
mond, Va. (23235).

Technical Facilities: Channel No. 57 (728-734 mc). Authorized  
power: 1120-kw max. and 513-kw horizontal visual, 219-kw max.  
and 102-kw horizontal aural. Antenna: 650-ft. above av. ter-  
rain, 699-ft. above ground, 1049-ft. above sea level.

Latitude 37° 30' 46.6"  
Longitude 77° 36' 06.6"

### WBRA-TV

Roanoke

Ch. 15

Non-Commercial Educational Station

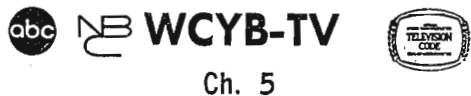
Licensee: Blue Ridge Educational TV Association, Box 15, Roanoke,  
Va. (24011).

Technical Facilities: Channel No. 15 (476-482 mc). Authorized  
power: 676-kw max. & 283-kw horizontal visual, 102-kw max. &  
42.4-kw horizontal aural. Antenna: 2050-ft. above av. terrain,  
265-ft. above ground, 4005-ft. above sea level.

Latitude 37° 11' 56"  
Longitude 80° 09' 02"



# Virginia—Bristol-Kingsport & Johnson City, Tennessee



Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 85.1-kw visual, 17-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).

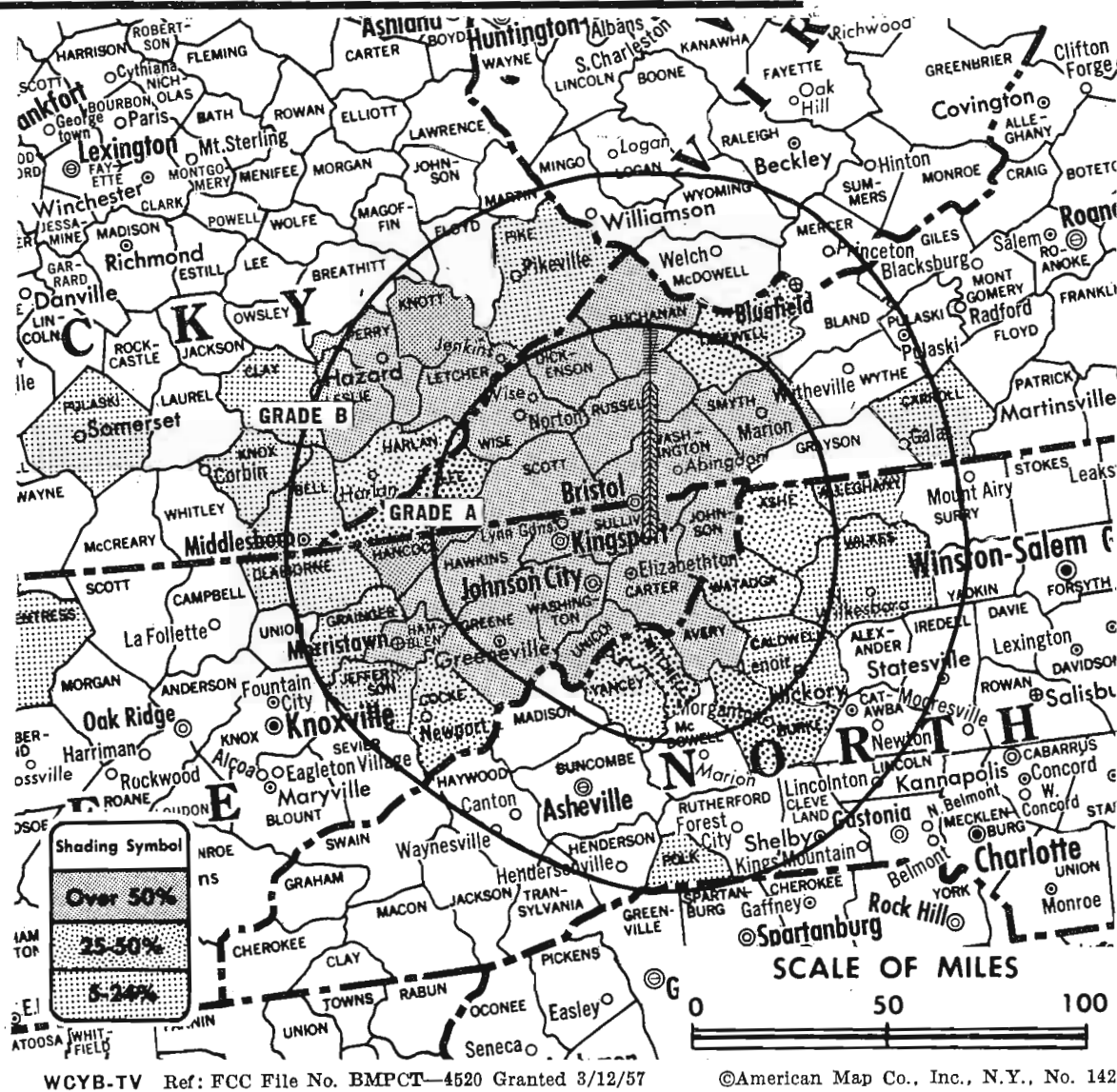
Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WCYB-TV Ref: FCC File No. BMPCT-4520 Granted 3/12/57

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## WCYB-TV

Network Service: NBC, ABC.

Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).

Telephone: 703-669-4161. TWX No.: 510-580-4523.

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. 5—(May 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class A—6-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$120.00*	\$105.00*

\*Class A—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$575 (NBC), \$575 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	KENTUCKY			
	Knott	3,500	2,600	75
	Leslie	1,700	1,200	67
	Letcher	6,000	4,800	80
	Perry	6,800	5,300	78
	NORTH CAROLINA			
	Avery	2,900	2,500	87

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50% (Continued)</b>	TENNESSEE				
	Carter	12,100	11,000	91	
	Greene	12,900	11,600	90	
	Hamblen	11,800	10,600	90	
	Hancock	1,700	1,400	83	
	Hawkins	8,800	7,700	87	
	Johnson	2,700	2,300	87	
	Sullivan	37,900	35,700	94	
	Unicoi	4,400	3,900	89	
	Washington	19,600	18,400	94	
<b>Between 25-50%</b>	VIRGINIA				
	Buchanan	8,800	7,500	86	
	Dickenson	4,300	3,900	91	
	Russell	6,700	5,900	88	
	Scott	6,600	5,600	86	
	Smyth	8,600	7,900	93	
	Washington	16,200	15,000	93	
	Wise	11,700	10,400	89	
	<b>Between 5-24%</b>	KENTUCKY			
		Harlan	10,400	8,900	85
NORTH CAROLINA					
Ashe		5,400	4,700	87	
Burke		15,600	14,700	94	
Mitchell		3,600	3,300	89	
Watauga		4,600	4,100	89	
Yancey		3,300	2,700	83	
TENNESSEE					
Cocke		6,800	5,900	86	
VIRGINIA					
Lee	5,300	4,600	86		
Tazewell	12,300	11,200	92		
<b>Between 5-24% (Continued)</b>	KENTUCKY				
	Bell	7,200	6,200	86	
Clay	4,300	3,300	76		
(Continued on page 739-b)					
Station Totals		362,800	321,600	89	
Net Weekly Circulation (March 1967)				180,600	
Average Daily Circulation (March 1967)				133,500	

# Virginia—Harrisonburg



**WSVA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 8.32-kw visual, 1.66-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: WSVA, 5-kw (1-kw night), 550 kc (NBC).

FM Affiliate: WSVA-FM, 7.2-kw, 100.7 mc (No. 264), 345-ft. antenna height.

Color: Network, film & slide.

News Wire Service: AP.

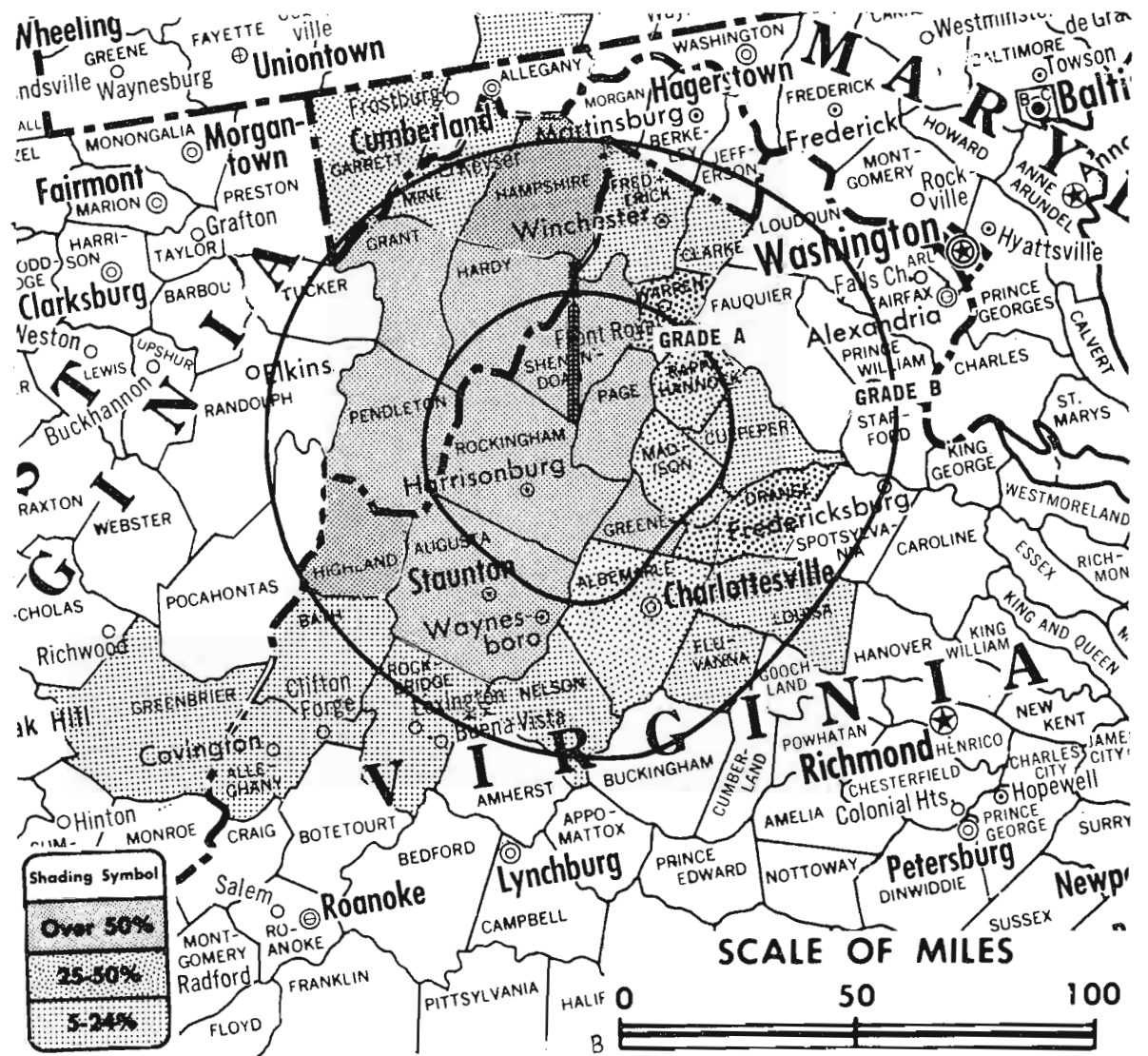
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WSVA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/53

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## WSVA-TV

Network Service: ABC, NBC, CBS.

Licensee: Gilmore Broadcasting Corp. of Va., Rawley Pike (22801).

Telephone: 703-434-0331.

TWX No.: 710-839-1394.

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 Avery-Knodel Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz & Masters.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES S. GILMORE JR., president.  
HAMILTON SHEA, exec. vice president.  
J. HARRY ABBOTT, vice president & general manager.  
ALVIN MULLENAX, asst. gen. mgr., marketing & sales.  
ROBERT E. LEE, asst. gen. mgr., station operations.  
JOHN T. McNAMARA, national & regional sales manager.  
LOUIS E. FARRAYE, manager, promotion affairs.  
IRA LOWE, chief engineer.

DIGEST OF RATE CARD NO. 10  
(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$350.00	\$210.00	\$150.00	\$100.00	\$70.00*	\$70.00*	\$40.00*

\*Class A—6-10 p.m., Mon.-Fri.; 7-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$500 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>VIRGINIA</b>				
		Augusta	23,300	21,700	93
		Greene	1,200	900	79
		Highland	600	500	91
		Page	4,800	4,600	96
		Rockingham	17,300	16,100	93
		Shenandoah	7,100	6,600	94
<b>Between 25-50%</b>	<b>WEST VIRGINIA</b>				
		Grant	2,200	1,800	83
		Hampshire	3,100	2,600	87
		Hardy	2,200	1,800	80
<b>Between 5-24%</b>		Pendelton	1,700	1,500	86
	<b>VIRGINIA</b>				
		Albemarle	20,200	17,900	89
		Madison	2,200	1,900	86
		Orange	3,900	3,400	87
<b>Between 5-24%</b>		Rappahannock	1,200	1,100	89
		Warren	4,400	4,000	90
	<b>MARYLAND</b>				
		Garrett	6,700	6,000	90
	<b>PENNSYLVANIA</b>				
		Bedford	12,300	11,400	93
	<b>VIRGINIA</b>				
		Alleghany	8,800	8,200	94
		Bath	1,300	1,200	91
		Clarke	2,400	2,200	95
	Culpeper	4,700	4,300	93	
	Fluvanna	1,900	1,600	88	
	Frederick	12,700	11,900	94	
	Louisa	3,700	3,200	86	
	Nelson	3,300	2,800	87	
	Rockbridge	8,900	8,100	91	
<b>WEST VIRGINIA</b>					
	Greenbrier	8,600	7,700	89	
	Mineral	6,400	5,900	92	
<b>Station Totals</b>			177,100	160,900	91
Net Weekly Circulation (March 1967)					64,200
Average Daily Circulation (March 1967)					44,500

# Virginia—Norfolk



**WTAR-TV**



Ch. 3

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 Driver, 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, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © SRDS

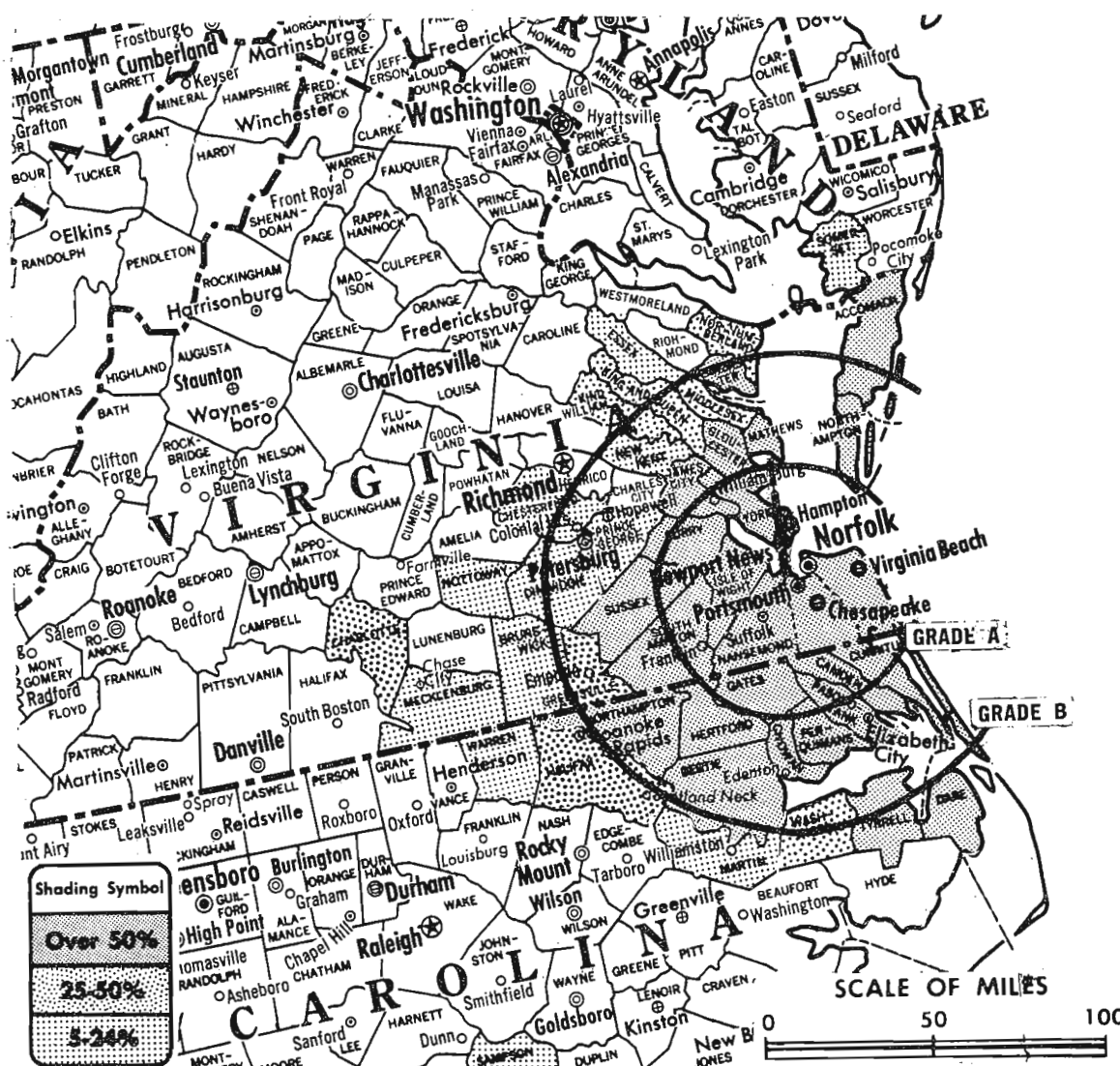
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WTAR-TV Ref: FCC File No. B1051 Granted 4/7/53

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## 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 Landmark Communications 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:

LEE C. KITCHIN, president.  
 RICHARD D. ROBERTS, assistant to president.  
 RONALD W. PHILIPS, general sales manager, TV.  
 JOSEPH C. PERKINS, director of TV operations.  
 JAMES W. EVANS, dir. advertising & promotion.  
 JOEL F. CARLSON, director of community relations.  
 JAMES E. MAYS director of public affairs & news.  
 RICHARD L. LINDELL, director of engineering.  
 HARRY NICHOLAS, film director.

DIGEST OF RATE CARD NO. 3—(Sept. 11, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	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: \$600.

NETWORK BASE HOURLY RATE: \$1050.

For Color Set Penetration by Markets

see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>NORTH CAROLINA</b>			
	Bertie	5,600	4,800	86
	Camden	1,500	1,400	94
	Chowan	2,800	2,600	91
	Currituck	1,900	1,700	87
	Dare	1,900	1,600	86
	Gates	2,200	1,900	86
	Hertford	5,900	5,400	91
	Northampton	6,200	5,400	87
	Pasquotank	7,500	6,900	92
	Perquimans	2,200	2,000	92
	Tyrrell	1,100	1,000	86
	<b>VIRGINIA</b>			
	Accomack	9,500	8,300	87
	Chesapeake	153,200	145,600	95
	Gloucester	4,100	3,800	93
	Hampton-			
	Newport News	68,400	65,600	96
	Isle Of Wight	5,100	4,700	92
	James City	5,300	4,900	93
Lancaster	2,900	2,700	90	
Mathews	2,400	2,100	91	
Nansemond	13,800	12,400	90	
Northampton	5,100	4,600	89	
Southampton	7,200	6,400	90	
Surry	1,600	1,400	89	
Sussex	3,100	2,600	85	
Virginia Beach	43,800	42,100	96	
York	8,200	7,800	94	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>			
	Halifax	15,200	13,200	87
	Washington	3,500	3,100	91
	<b>VIRGINIA</b>			
	Charlotte	3,600	3,200	89
	Greensville	4,200	3,800	89
	King And Queen	1,500	1,300	86
	King William	2,000	1,800	93
Middlesex	1,900	1,700	90	
Northumberland	3,000	2,800	91	
(Continued on page 739-b)				
Station Totals		512,600	477,800	93
Net Weekly Circulation (March 1967)				343,200
Average Daily Circulation (March 1967)				277,300



# 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.

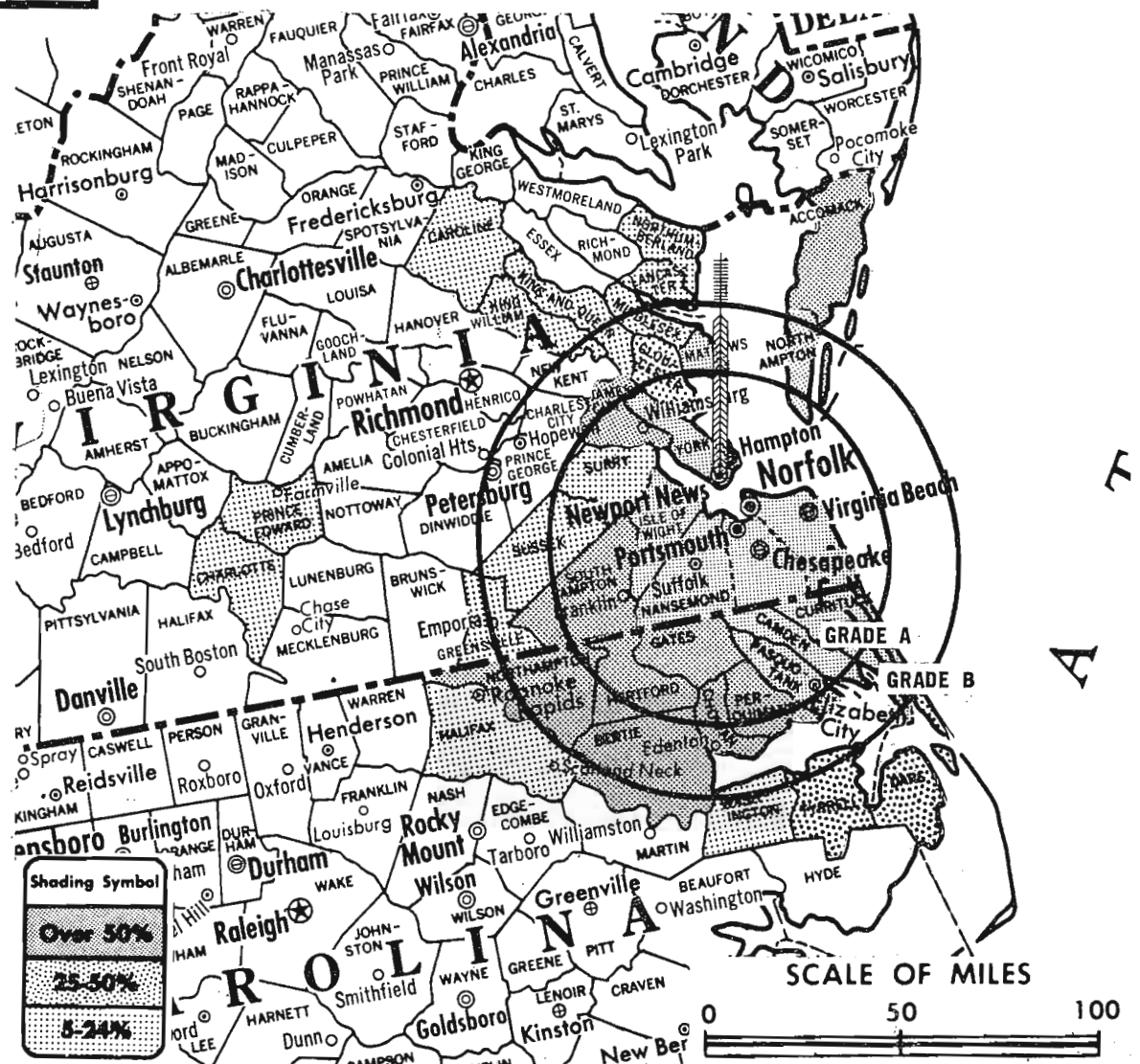
AM Affiliate: WVEC, 1-kw, 1490 kc (ABC).

FM Affiliate: See below.

Color: Network, film, slide & tape

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

WVEC-TV Ref: FCC File No. BPCT-3279 Granted 7/29/64

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## WVEC-TV

Licensee: Peninsula Bcstg. Corp., Box 400, 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.: 710-882-0072.

FM Affiliate: WVEC-FM, 28-kw, 101.3 mc (No. 267), 380-ft. (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 Marcus Cohn.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.

HARROL A. BRAUER JR., v.p. sales.

L. W. KIEWER, v.p. operations.

CHARLES L. COKER, 2nd v.p., sales.

LINDSAY TUCKER, operations manager.

GIL McLEOD, news director.

FRANK HANNAH, graphics director.

JAMES O. GRAY, merchandise & promotion director.

### DIGEST OF RATE CARD NO. A13

(April 10, 1966)

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 \$175.00 \$175.00 \$90.00

NETWORK BASE HOURLY RATE: \$975.

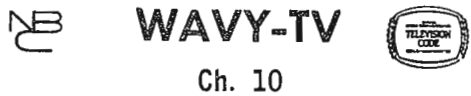
For Virginia CATV Systems

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>NORTH CAROLINA</b>				
		Bertie	5,600	4,800	86
		Camden	1,500	1,400	94
		Chowan	2,800	2,600	91
		Currituck	1,900	1,700	87
		Gates	2,200	1,900	86
		Hertford	5,900	5,400	91
		Northampton	6,200	5,400	87
		Pasquotank	7,500	6,900	92
		Perquimans	2,200	2,000	92
		<b>VIRGINIA</b>			
		Accomack	9,500	8,300	87
		Chesapeake	153,200	145,600	95
		Hampton- Newport News	68,400	65,600	96
	Isle Of Wight	5,100	4,700	92	
	James City	5,300	4,900	93	
	Mathews	2,400	2,100	91	
	Nansemond	13,800	12,400	90	
	Northampton	5,100	4,600	89	
	Southampton	7,200	6,400	90	
	Virginia Beach	43,800	42,100	96	
	York	8,200	7,800	94	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>				
		Dare	1,900	1,600	86
		Tyrrell	1,100	1,000	86
	<b>VIRGINIA</b>				
	Gloucester	4,100	3,800	93	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
		Halifax	15,200	13,200	87
		Washington	3,500	3,100	91
	<b>VIRGINIA</b>				
		Caroline	3,200	2,900	90
		Charlotte	3,600	3,200	89
		Greensville	4,200	3,800	89
	King And Queen	1,500	1,300	86	
	King William	2,000	1,800	93	
(Continued on page 739-b)					
<b>Station Totals</b>		414,200	386,700	93	
Net Weekly Circulation (March 1967)				312,400	
Average Daily Circulation (March 1967)				218,500	



# Virginia—Portsmouth-Norfolk-Newport News



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.

News Film Service: NBC.

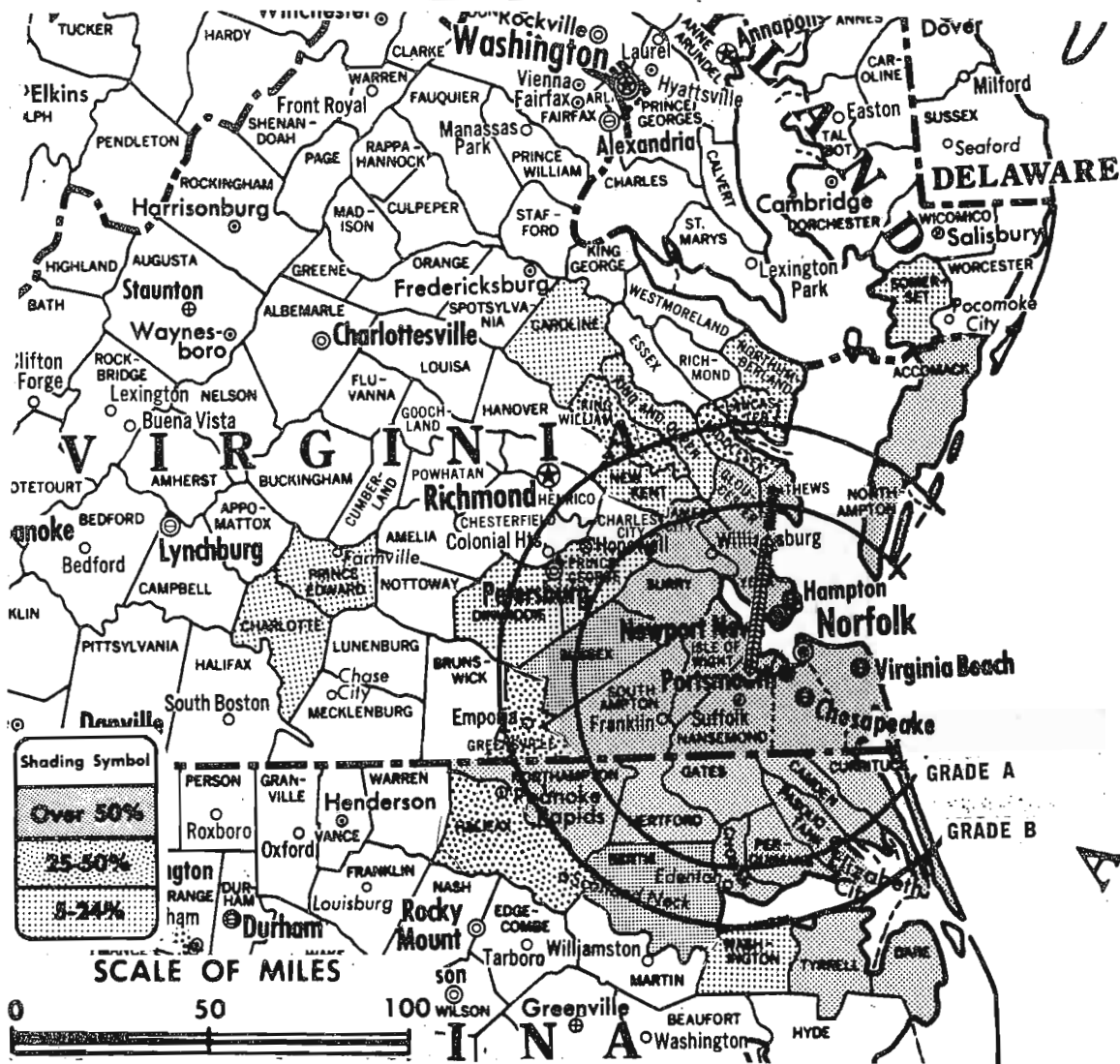
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WAVY-TV Ref: FCC File No. BPCT-1750 Granted 5/29/56

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## WAVY-TV

Licensee: Tidewater Teleradio Inc., 801 Middle St., Portsmouth (23704); P.O. Box 1600, Norfolk, Va. (23501).

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. Frohnhoefer, treas. Note: Sale pending to LIN Bcstg.

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 FROHNHOEFER, 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. 6A (Aug. 1, 1967)

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 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$900.

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>NORTH CAROLINA</b>			
	Bertie	5,600	4,800	86
	Camden	1,500	1,400	94
	Chowan	2,800	2,600	91
	Currituck	1,900	1,700	87
	Dare	1,900	1,600	86
	Gates	2,200	1,900	86
	Hertford	5,900	5,400	91
	Northampton	6,200	5,400	87
	Pasquotank	7,500	6,900	92
	Perquimans	2,200	2,000	92
	Tyrrell	1,100	1,000	86
	<b>VIRGINIA</b>			
	Accomack	9,500	8,300	87
	Chesapeake	153,200	145,600	95
	Gloucester	4,100	3,800	93
	Hampton			
	Newport News	68,400	65,600	96
	Isle Of Wight	5,100	4,700	92
	James City	5,300	4,900	93
Mathews	2,400	2,100	91	
Nansemond	13,800	12,400	90	
Northampton	5,100	4,600	89	
Southampton	7,200	6,400	90	
Surry	1,600	1,400	89	
Sussex	3,100	2,600	85	
Virginia Beach	43,800	42,100	96	
York	8,200	7,800	94	
Between 25-50%	<b>NORTH CAROLINA</b>			
	Halifax	15,200	13,200	87
	<b>VIRGINIA</b>			
	Greensville	4,200	3,800	89
	King William	2,000	1,800	93
Lancaster	2,900	2,700	90	
Middlesex	1,900	1,700	90	
Between 5-24%	<b>MARYLAND</b>			
	Somerset	5,400	4,900	90
(Continued on page 739-b)				
Station Totals		448,800	418,500	93
Net Weekly Circulation (March 1967)				332,000
Average Daily Circulation (March 1967)				227,800

# Virginia—Portsmouth

## WYAH-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 175-kw visual, 31-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"

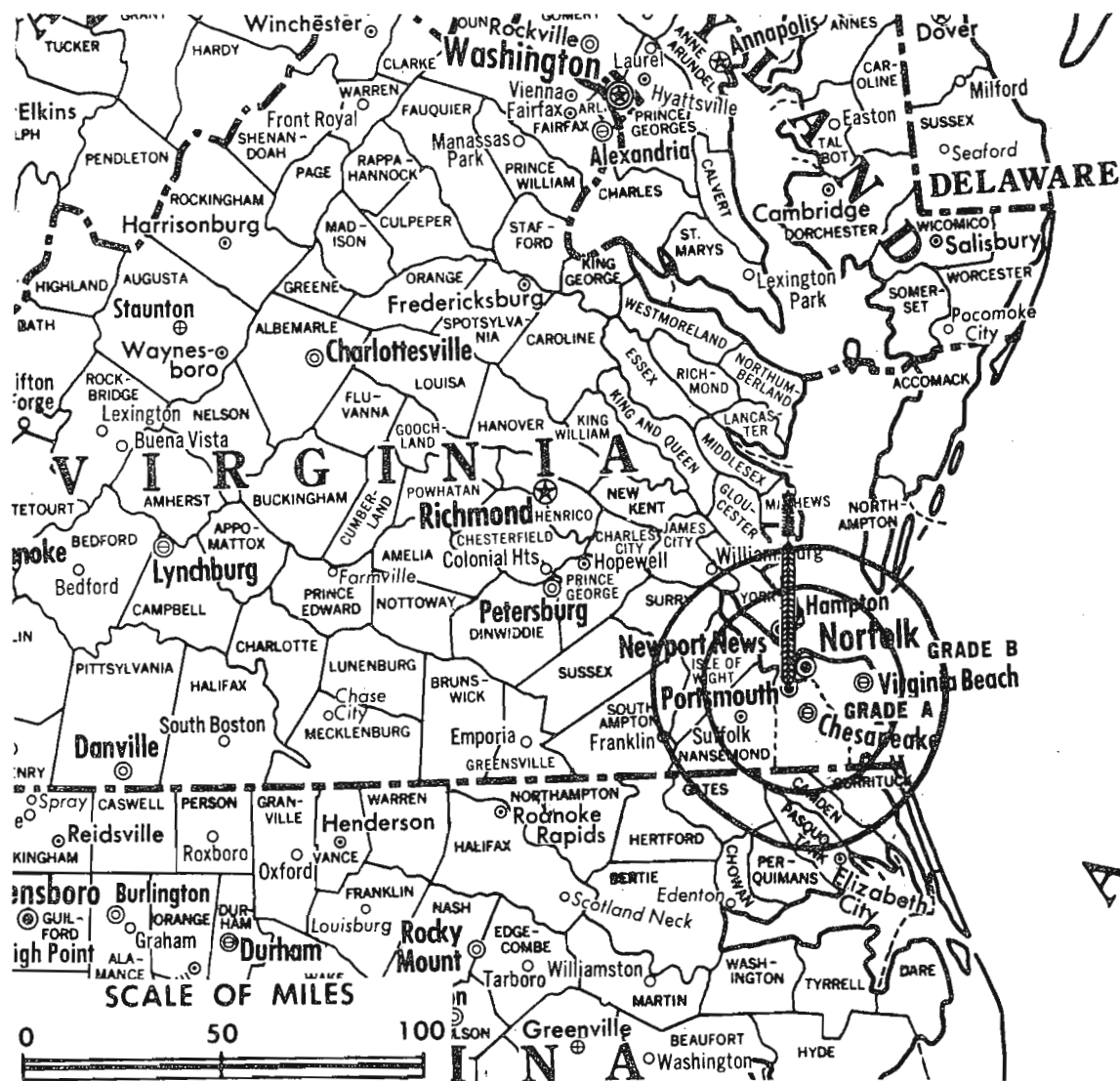
Transmitter: 1318 Spratley St.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 mc (No. 287), 340-ft.



WYAH-TV Ref: FCC File No. BPCT-3845 Granted 3/7/67

©American Map Co. Inc., N.Y. No. 14244

## WYAH-TV

Network Service: None, independent.

Grantee: Christian Broadcasting Network Inc., Box 111, Portsmouth, Va.

Studio: 1318 Spratley St. (23704).

Telephone: 703-393-6001.

Ownership: Non-stock corporation. M. G. Robertson, pres.-treas.

Began Operation: Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July, 1967.

Personnel:

- M. G. ROBERTSON, president & general manager.
- THOMAS D. WRIGHT JR., sales manager.
- W. T. GREGORY, chief engineer.
- JIM BAKKER, production manager & film buyer.
- GEORGE BUNN, director of advertising & promotion.
- RICHARD MANN, network program director.

### DIGEST OF RATE CARD NO. 4 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Prime Time: 6-11 p.m., Mon.-Sat.; 1-7 p.m., Sun.	\$250.00	\$150.00	\$90.00	\$67.50	\$50.00	\$40.00
	\$30.00					

ARB Data for this station not available since it was not in commercial operation when the survey was made.



MALARKEY, TAYLOR & ASSOCIATES

CATV

Brokers - Consultants - Engineers

WASHINGTON, D.C.

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

**WCYB-TV, Bristol**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	KENTUCKY—(Continued)			
	Knox	5,800	4,600	80
	Pike	15,600	13,500	87
	Pulaski	9,300	7,300	79
	NORTH CAROLINA			
	Alleghany	2,100	1,800	88
	Caldwell	14,900	14,000	94
<b>Between 5-24 %</b>	Polk	3,300	2,900	89
	Wilkes	12,700	11,500	91
	TENNESSEE			
	Claiborne	4,000	3,300	82
	Fentress	3,000	2,400	82
	Grainger	3,500	2,900	83
	Jefferson	6,600	6,000	91
	VIRGINIA			
	Carroll	7,500	6,600	88

**WAVY-TV, Norfolk**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA			
	Washington	3,500	3,100	91
	VIRGINIA			
	Caroline	3,200	2,900	90
	Charlotte	3,600	3,200	89
<b>Between 5-24 %</b>	Dinwiddie	17,000	15,400	91
	King And Queen	1,500	1,300	86
	New Kent	1,200	1,100	91
	Northumberland	3,000	2,800	91
	Prince Edward	3,600	3,200	89
	Prince George	11,000	10,400	94

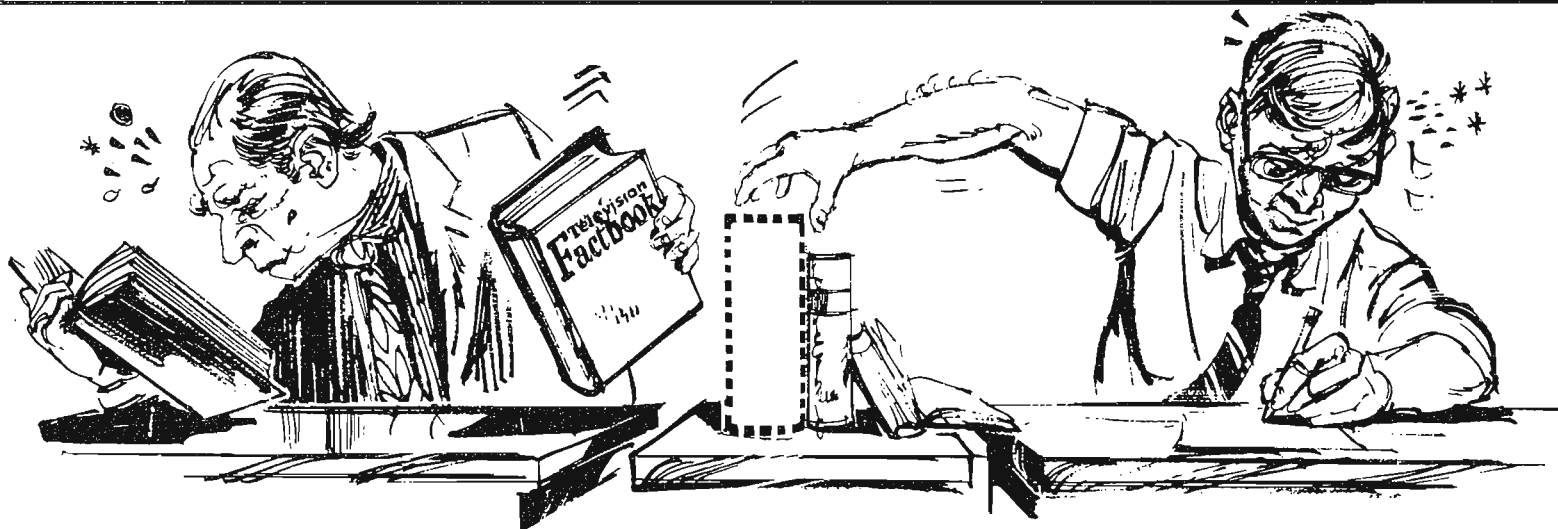
**Virginia**

**WTAR-TV, Norfolk**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MARYLAND			
	Somerset	5,400	4,900	90
	NORTH CAROLINA			
	Martin	6,400	5,900	92
	Sampson	12,300	11,100	90
	Warren	4,000	3,500	86
	VIRGINIA			
<b>Between 5-24 %</b>	Brunswick	4,100	3,600	87
	Chesterfield	29,700	28,700	97
	Dinwiddie	17,000	15,400	91
	Essex	1,700	1,500	87
	Mecklenburg	8,100	7,200	89
	New Kent	1,200	1,100	91
	Nottoway	4,300	3,900	91
	Prince George	11,000	10,400	94

**WVEC-TV, Hampton-Norfolk**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	VIRGINIA—(Continued)			
	Lancaster	2,900	2,700	90
	Middlesex	1,900	1,700	90
<b>Between 5-24 %</b>	Northumberland	3,000	2,800	91
	Prince Edward	3,600	3,200	89
	Surry	1,600	1,400	89
	Sussex	3,100	2,600	85



**"MUSICAL CHAIRS" is fun for kids...**

**MUSICAL FACTBOOKS IS A COSTLY WASTE OF TIME!!**

Every time one of your staff wants to refer to Television Factbook, and finds your *only* copy already in use, he has wasted his time—and you lose money.

Even if the house copy of the Factbook is available, each staffer must leave his desk to go to a centrally located volume. And, if he takes your *only* copy to his desk, and leaves it there—you can play another time-wasting game—FACTBOOK, FACTBOOK, WHO HAS TELEVISION FACTBOOK?

All levity aside, this situation would never pass an efficiency expert's examination. We submit that you will save time *and* tempers (and that means money) by simply ordering enough Factbooks to go around.

**1-4 Television Factbooks. \$25.00 each**  
**5 or more Television Factbooks, ordered at one time..... \$22.50 each**

**PLEASE USE HANDY POSTAGE-PAID ORDER CARD #1, BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME**

# Virginia—Richmond



**WRVA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 60.3-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, live, film, slide & tape.

AM Affiliate: WRVA, 50-kw, 1140 kc (NBC).

FM Affiliate: WRVA-FM, 200-kw, 94.5 mc.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

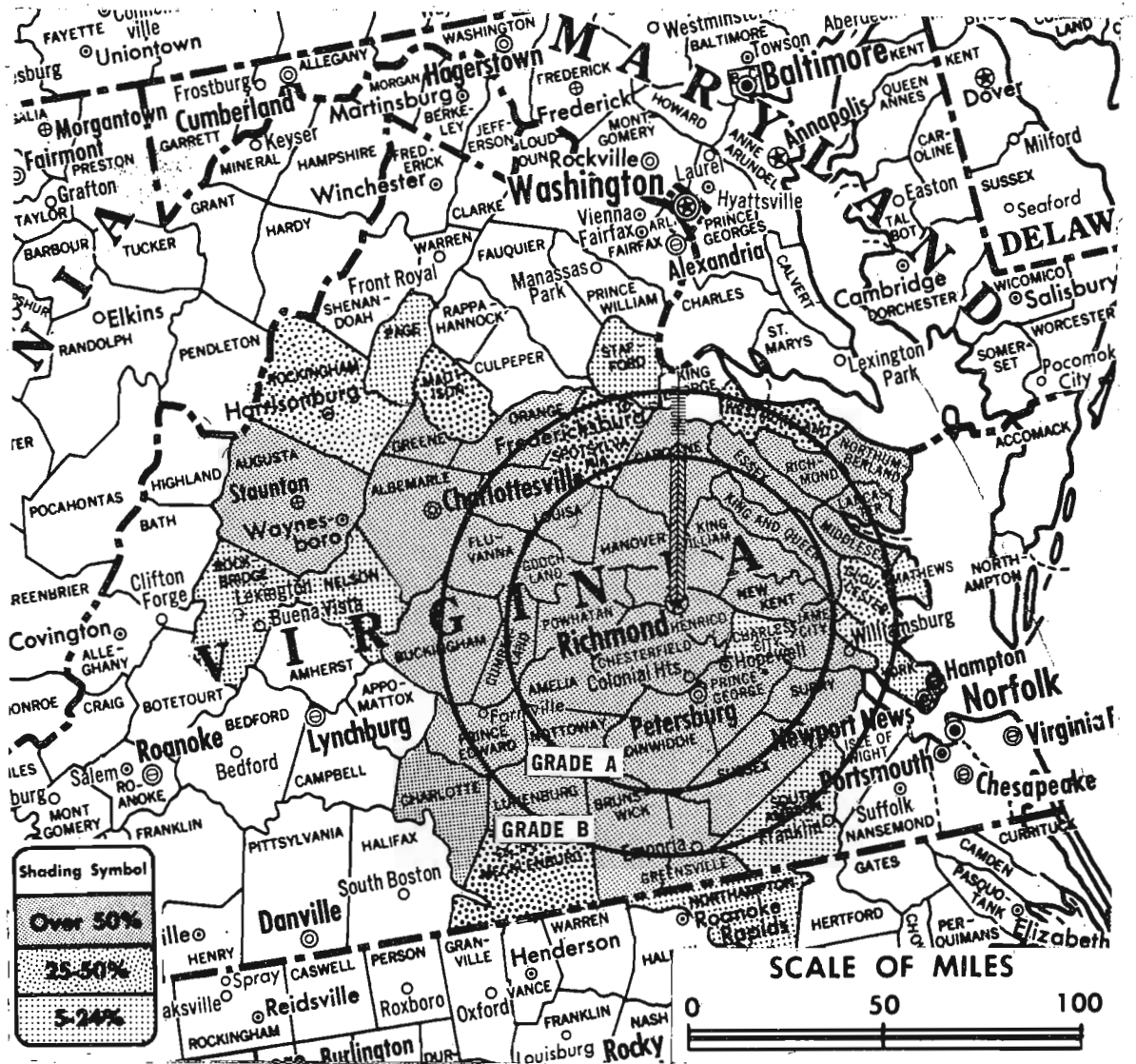
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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. Brooks George, chairman of the board; William R. Preston, pres.; Samuel S. Carey, v.p.; James D. Clark Jr., v.p.; Sanford T. Terry Jr., v.p.; Barron Howard, 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:

SAMUEL S. CAREY, vice president & station manager.  
JAMES D. CLARK JR., vice president & sales manager.  
SANFORD T. TERRY, vice president, engineering.  
BARRON HOWARD, special assistant to president.  
CECIL K. SPICER, chief engineer.  
BILL CHRISTIAN, local sales manager.  
PEG SINCLAIR, promotion manager.  
V. BRYANT SHERRON, program manager.  
CAROLINE BIDWELL, traffic manager.  
DOUG HILL, news director.

DIGEST OF RATE CARD NO. A16d—(March 16, 1967)

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	\$150.00	\$75.00

NETWORK BASE HOURLY RATE: \$750.

For Virginia Translator Stations  
See Directory In Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>VIRGINIA</b>			
	Albemarle	20,200	17,900	89
	Amelia	2,000	1,600	84
	Augusta	23,300	21,700	93
	Brunswick	4,100	3,600	87
	Buckingham	2,500	2,100	86
	Caroline	3,200	2,900	90
	Charlotte	3,600	3,200	89
	Chesterfield	29,700	28,700	97
	Cumberland	1,600	1,300	84
	Dinwiddie	17,000	15,400	91
	Essex	1,700	1,500	87
	Fluvanna	1,900	1,600	88
	Goochland	2,400	2,100	89
	Greene	1,200	900	79
	Greensville	4,200	3,800	89
	Hanover	9,600	8,700	91
<b>Over 50%</b>	Henrico	113,900	108,000	95
	James City	5,300	4,900	93
	King And Queen	1,500	1,300	86
	King William	2,000	1,800	93
	Lancaster	2,900	2,700	90
	Louisa	3,700	3,200	86
	Lunenburg	3,300	2,900	90
	Middlesex	1,900	1,700	90
	New Kent	1,200	1,100	91
	Northumberland	3,000	2,800	91
	Nottoway	4,300	3,900	91
	Orange	3,900	3,400	87
	Powhatan	1,700	1,600	91
	Prince Edward	3,600	3,200	89
	Prince George	11,000	10,400	94
	Richmond	1,800	1,600	90
	Surry	1,600	1,400	89
	Sussex	3,100	2,600	85
	<b>VIRGINIA</b>			
<b>Between 25-50%</b>	Gloucester	4,100	3,800	93
	Madison	2,200	1,900	86
	(Continued on page 747-b)			
Station Totals		389,800	359,200	92
Net Weekly Circulation (March 1967)				257,300
Average Daily Circulation (March 1967)				166,000



# Virginia—Richmond

## WTVR-TV Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"  
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

TV tape: Recording facilities.

AM Affiliate: WTVR, 5-kw, 1380 kc (ABC).

FM Affiliate: WTVR-FM, 50-kw, 98.1 mc (No. 251), 844-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

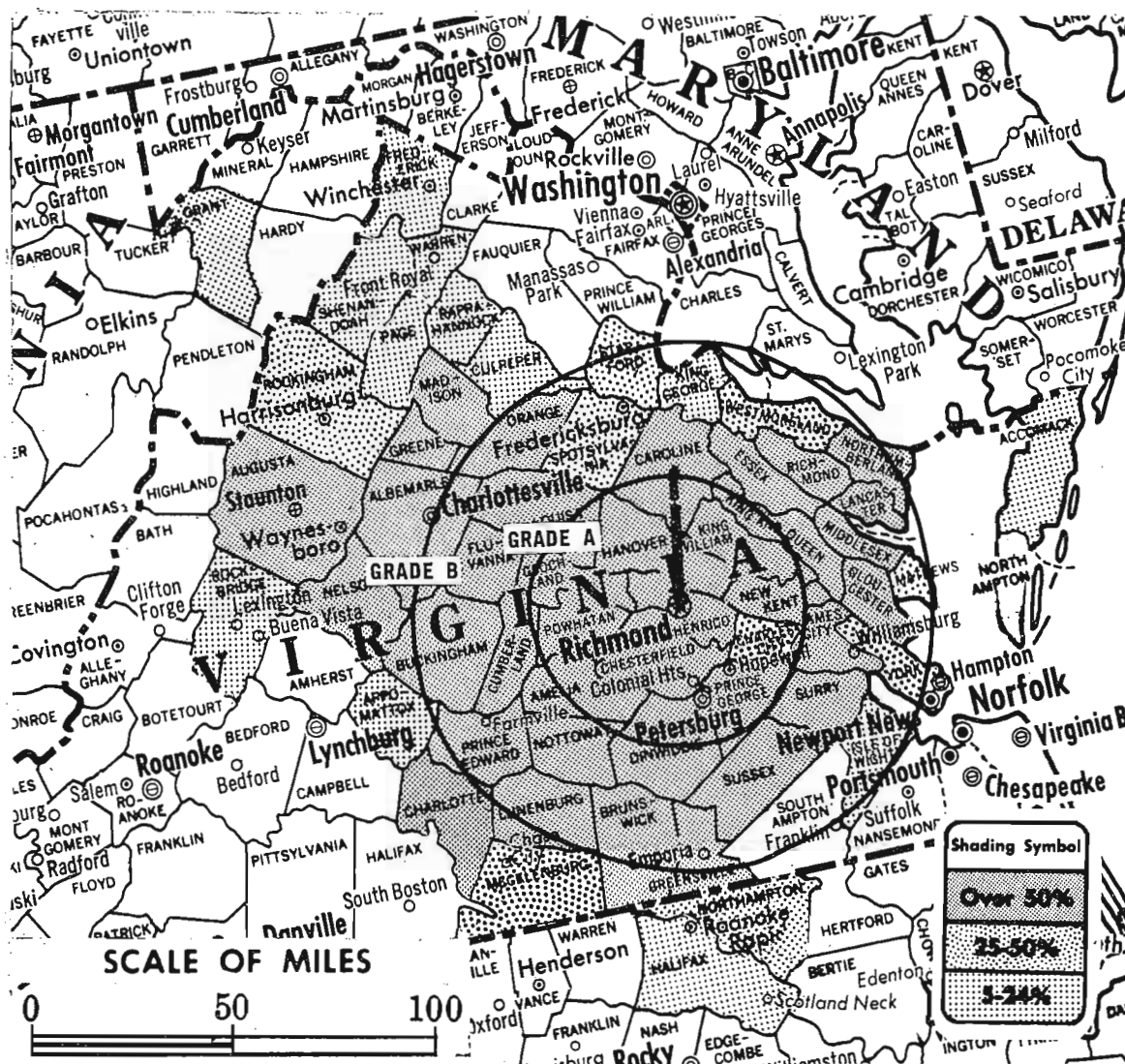
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTVR-TV Ref: FCC File No. BMPCT-882 Granted 12/12/52

©American Map Co., Inc., N.Y., No. 14244

## WTVR-TV

Licensee: Roy H. Park Bcstg. of Va. Inc., P.O. Box 11064 (23230).

Studio: 3301 W. Broad St. (23230).

Telephone: 703-355-8611.

TWX No.: 710-956-0178.

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.

Personnel:

EDWARD J. FRECH, executive vice president & general manager.

W. A. BOWRY, assistant manager.

JOHN V. SHAND, director, operations.

G. C. RIANHARD JR., film director.

DONALD BEAGLE, director of continuity.

W. J. FILER, promotion and merchandise dept.

WILLIAM KEMPLE, coordinator of national sales.

JAMES W. KYLE, chief engineer.

### DIGEST OF RATE CARD NO. A5 (July 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$550.00	.....*	.....*	.....*	.....*	\$270.00	\$215.00 \$105.00

\*On request.

NETWORK BASE HOURLY RATE: \$825.00.

For Studio & Mobile Equipment  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>VIRGINIA</b>				
	Albemarle	20,200	17,900	89
	Amelia	2,000	1,600	84
	Augusta	23,300	21,700	93
	Brunswick	4,100	3,600	87
	Buckingham	2,500	2,100	86
	Caroline	3,200	2,900	90
	Charlotte	3,600	3,200	89
	Chesterfield	29,700	28,700	97
	Cumberland	1,600	1,300	84
	Dinwiddie	17,000	15,400	91
	Essex	1,700	1,500	87
	Fluvanna	1,900	1,600	88
	Gloucester	4,100	3,800	93
	Goochland	2,400	2,100	89
	Greene	1,200	900	79
	Greensville	4,200	3,800	89
	Hanover	9,600	8,700	91
	Henrico	113,900	108,000	95
	James City	5,300	4,900	93
	King And Queen	1,500	1,300	86
	King William	2,000	1,800	93
	Lancaster	2,900	2,700	90
	Louisa	3,700	3,200	86
	Lunenburg	3,300	2,900	90
	Madison	2,200	1,900	86
	Middlesex	1,900	1,700	90
	Nelson	3,300	2,800	87
	New Kent	1,200	1,100	91
	Northumberland	3,000	2,800	91
	Nottoway	4,300	3,900	91
	Orange	3,900	3,400	87
	Powhatan	1,700	1,600	91
	Prince Edward	3,600	3,200	89
	Prince George	11,000	10,400	94
	Richmond	1,800	1,600	90
	Surry	1,600	1,400	89
	Sussex	3,100	2,600	85

Over 50 %

(Continued on page 747-b)

Station Totals	449,600	413,200	92
Net Weekly Circulation (March 1967)			293,600
Average Daily Circulation (March 1967)			226,900

# Virginia—Richmond-Petersburg



**WXEX-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 43.6-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

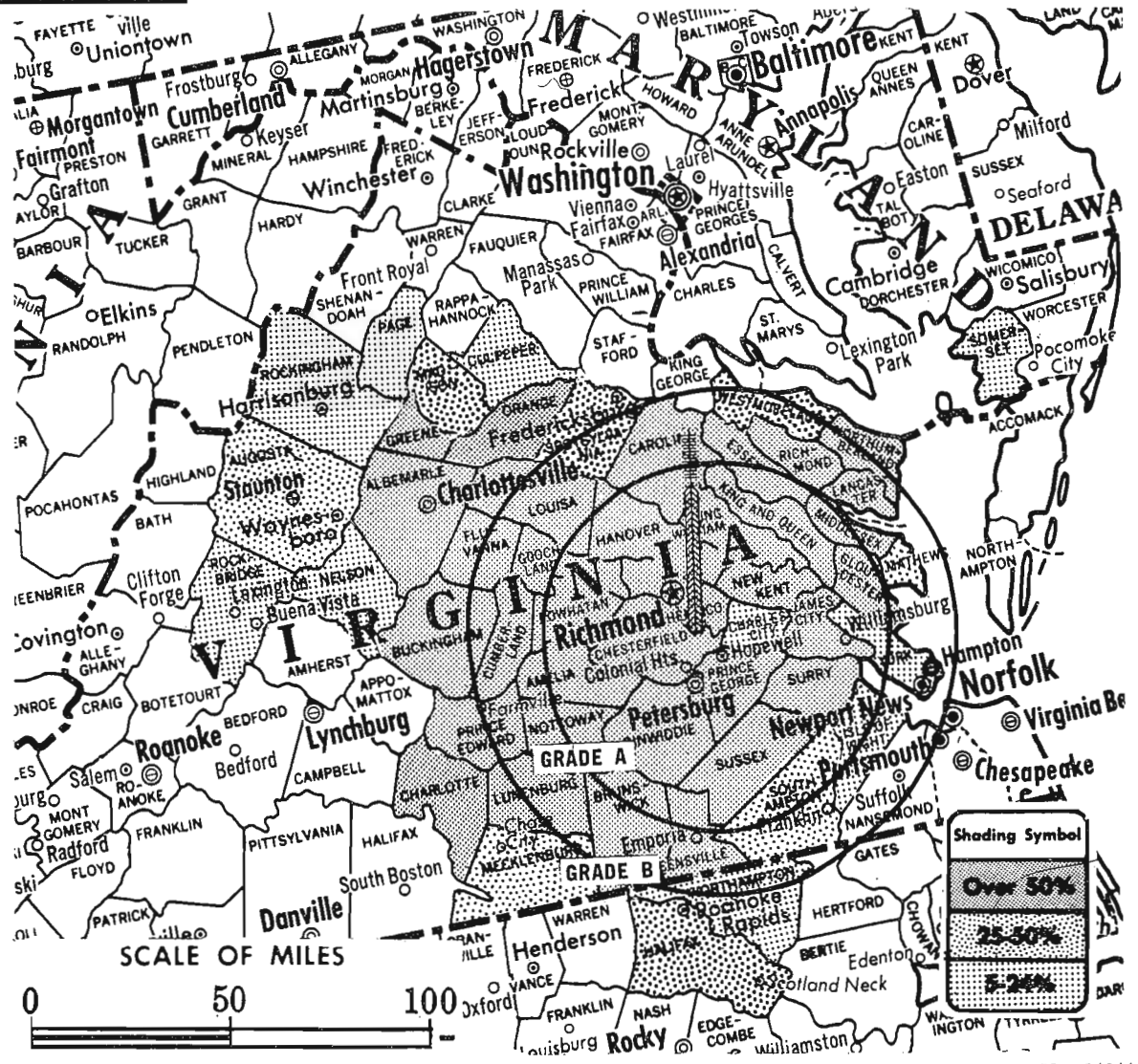
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WXEX-TV Ref: FCC File No. BPCT-1772 Granted 9/29/54

©American Map Co., Inc., N.Y. No. 14244

## WXEX-TV

Licensee: Nationwide Communications Inc., 246 N. High St., Columbus, Ohio.

Business Offices: 124 W. Tabb St., Petersburg; 6200 Broad Street Road, Richmond (23226).

Studio: 124 W. Tabb St., Petersburg (23803).

Telephones: 703-733-7876, Petersburg; 703-288-2835, Richmond.

TWX No.: 703-732-0707.

Ownership: Nationwide Communications. For other interests, see WATE-TV, Knoxville, Tenn.

Began Operation: Aug. 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & assoc. (Television Digest, Vol. 7:45).

Represented (sales) by Edward Petry & Co.; James S. Ayers Co. Inc. (South).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by George C. Davis Consulting Engineers.

### Personnel:

- IRVIN G. ABELOFF, resident v.p. & film buyer.
- LAWRENCE SLON, station manager & sales director.
- M. LARRY BLUM, sales manager.
- JOHN MACKIN, operations manager.
- WILLIAM BOWMAN, production manager.
- HARRY THORNTON, merchandising & promotion manager.
- ROBERT WALKER, news director.
- GEORGE McGUIGAN, chief engineer.

### DIGEST OF RATE CARD NO. 11 (June 1, 1966)

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	\$175.00	\$150.00
NETWORK BASE HOURLY RATE:	\$750.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>VIRGINIA</b>				
	Albemarle	20,200	17,900	89
	Amelia	2,000	1,600	84
	Brunswick	4,100	3,600	87
	Buckingham	2,500	2,100	86
	Caroline	3,200	2,900	90
	Charlotte	3,600	3,200	89
	Chesterfield	29,700	28,700	97
	Cumberland	1,600	1,300	84
	Dinwiddie	17,000	15,400	91
	Essex	1,700	1,500	87
	Fluvanna	1,900	1,600	88
	Gloucester	4,100	3,800	93
	Goochland	2,400	2,100	89
	Greene	1,200	900	79
	Greensville	4,200	3,800	89
	Hanover	9,600	8,700	91
	Henrico	113,900	108,000	95
	James City	5,300	4,900	93
	King And Queen	1,500	1,300	86
	King William	2,000	1,800	93
	Lancaster	2,900	2,700	90
	Louisa	3,700	3,200	86
	Lunenburg	3,300	2,900	90
	Middlesex	1,900	1,700	90
	New Kent	1,200	1,100	91
	Northumberland	3,000	2,800	91
	Nottoway	4,300	3,900	91
	Orange	3,900	3,400	87
	Powhatan	1,700	1,600	91
	Prince Edward	3,600	3,200	89
	Prince George	11,000	10,400	94
	Richmond	1,800	1,600	90
	Surry	1,600	1,400	89
	Sussex	3,100	2,600	85
<b>NORTH CAROLINA</b>				
	Halifax	15,200	13,200	87

Over 50%

(Continued on page 747-b)

Station Totals	482,800	446,500	92
Net Weekly Circulation (March 1967)			275,600
Average Daily Circulation (March 1967)			172,000

# 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.

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, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Represented (engineering) by James C. McNary.

Total Households: © SRDS

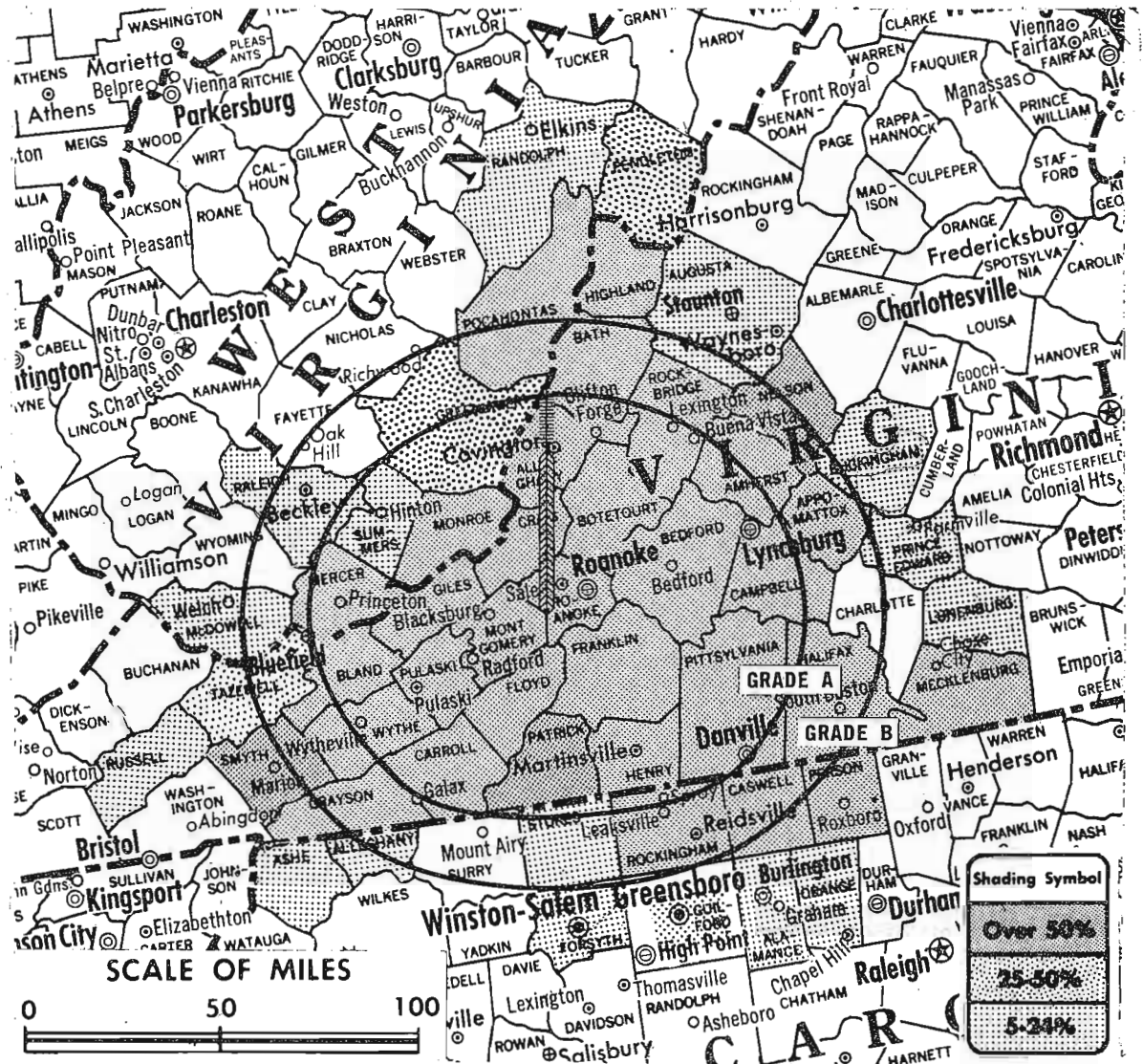
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/66

©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.
- J. EDWARD NEWMAN, chief engineer.
- FRANK MARTIN, director, promotion & research.

### DIGEST OF RATE CARD NO. 9—(June 1, 1967)

	Min.	or	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$800.00	\$450.00	\$300.00	\$225.00	\$300.00*	\$225.00*	\$100.00*	

\*Class AA—8-10 p.m., Mon.-Fri.; 7-10 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$775.

For Color Set Penetration by Markets  
see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>NORTH CAROLINA</b>			
	Caswell	4,600	4,200	91
	Person	7,400	6,800	92
	Rockingham	21,100	19,900	94
	<b>VIRGINIA</b>			
	Alleghany	8,800	8,200	94
	Amherst	5,900	5,300	90
	Appomattox	2,800	2,600	92
	Bath	1,300	1,200	91
	Bedford	9,200	8,400	91
	Bland	1,500	1,200	82
	Botetourt	5,100	4,800	93
	Campbell	28,900	27,100	94
	Carroll	7,500	6,600	88
	Charles City	1,300	1,100	85
	Craig	1,000	900	88
	Floyd	2,900	2,600	90
	Franklin	7,300	6,700	91
	Giles	4,500	4,200	94
	Grayson	7,000	6,300	90
	Halifax	10,300	9,100	89
	Henry	18,500	17,300	93
	Highland	600	500	91
	Mecklenburg	8,100	7,200	89
	Montgomery	12,600	11,700	93
	Nelson	3,300	2,800	87
	Patrick	4,300	3,800	88
	Pittsylvania	31,200	28,700	92
	Pulaski	7,800	7,300	93
	Roanoke	55,200	52,600	95
	Rockbridge	8,900	8,100	91
	Smyth	8,600	7,900	93
	Wythe	6,100	5,500	89
	<b>WEST VIRGINIA</b>			
	Mercer	18,200	16,900	93
	Monroe	2,500	2,000	80
	Pocahontas	2,300	1,700	75

Over 50%

(Continued on page 747-b)

Station Totals	588,500	543,900	92
Net Weekly Circulation (March 1967)			293,100
Average Daily Circulation (March 1967)			214,100



# Virginia—Roanoke



**WRFT-TV**



Ch. 27

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.

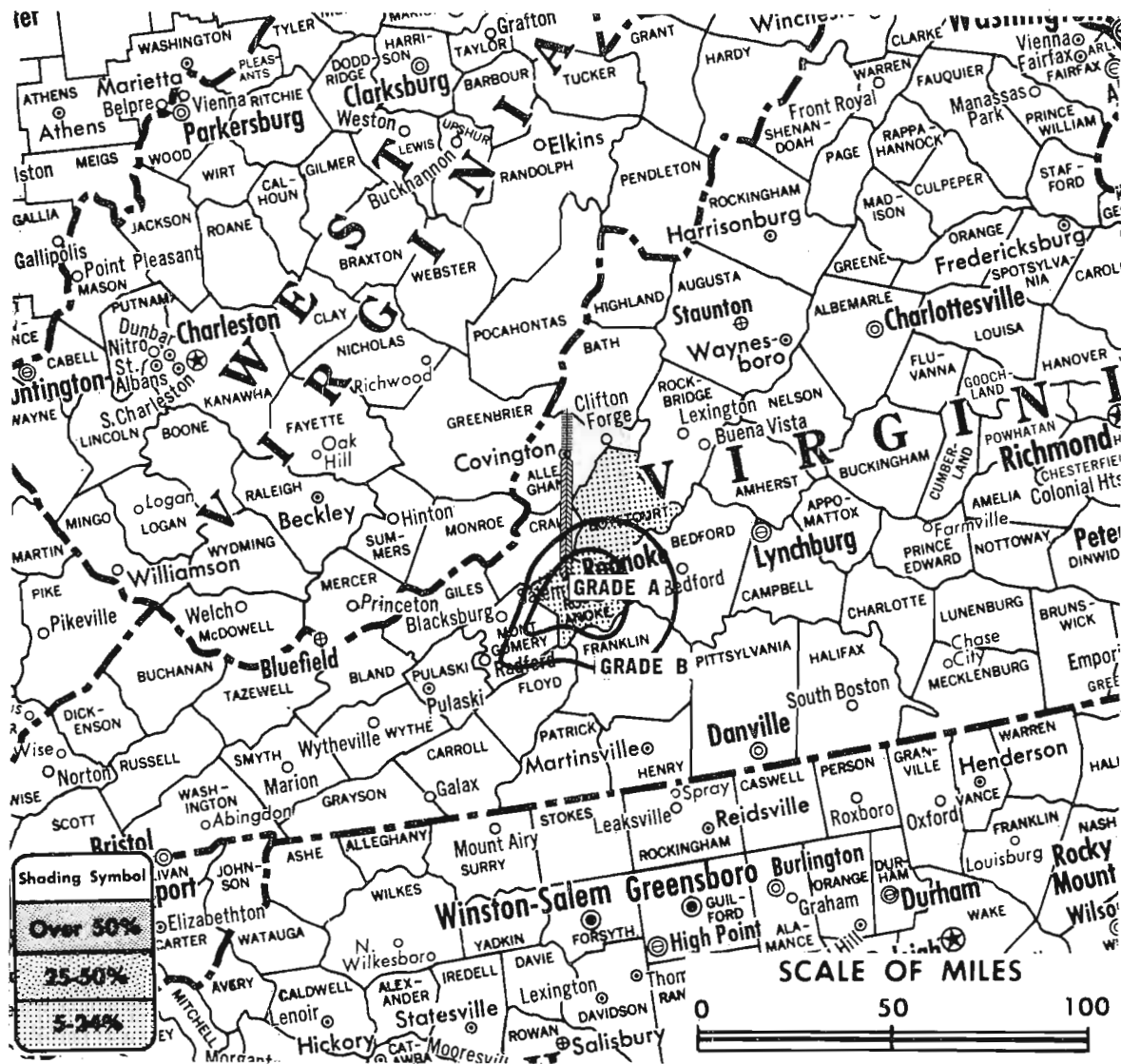
Latitude 37° 18' 12"  
Longitude 80° 05' 43"

Transmitter: Little Brushy Mt., 2-mi. NW of Salem, Va.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.

WRFT-TV Ref: BPCT-3553 Granted 7/2/65

American Map Co., Inc., N.Y., No. 14244

## WRFT-TV

Licensee: Roanoke Telecasting Corp. Mountain Trust Bank Bldg., 302 S. Jefferson St., Roanoke (24011).

Studio: Little Brushy Mt.

Telephone: 703-342-7863.

Ownership: Frank Tirico, pres.-treas., 25%; Alexander N. Apostolou, 40%; several other stockholders, none with as much as 10%.

Began Operation: March 4, 1966.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by John Creutz.

Personnel:

RICHARD K. BURTON, general manager.  
ADRIAN CRONAUER, creative director.

## DIGEST OF RATE CARD NO. 2

(Oct. 16, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-10 p.m., daily.	\$207.00	\$126.50	\$86.25	\$63.25	\$46.00	\$34.50	\$23.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	VIRGINIA			
	Botetourt	5,100	4,800	93
	Roanoke	55,200	52,600	95
Station Totals		60,300	57,400	95
Net Weekly Circulation (March 1967)				9,300
Average Daily Circulation (March 1967)				4,400



# 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.

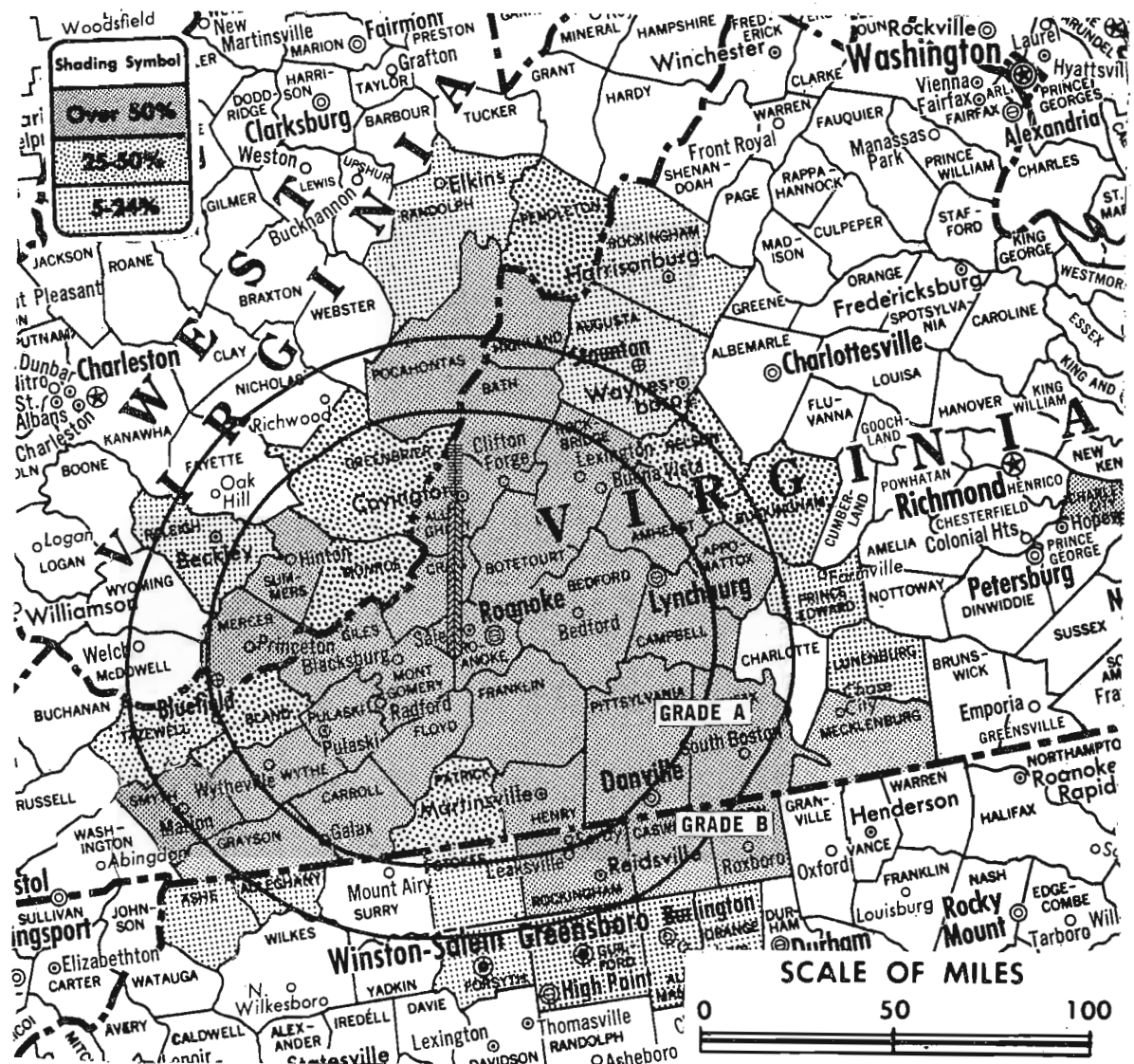
Color: Network, live, film & slide.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WLSL-TV Ref: FCC File No. BMPCT-1035 Granted 4/20/53

©American Map Co., Inc., N.Y., No. 14244

## WLSL-TV

Licensee: Shenandoah Life Stations Inc., Church Ave. at 3d St.  
Studio: Church Ave. at 3d St.  
Telephone: 703-344-9226.  
TWX No.: 710-870-0428.  
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:  
HORACE FITZPATRICK, exec. v.p., manager & film buyer.  
GEORGE CHERNAULT JR., vice president.  
A. S. TREVILIAN, national sales manager.  
J. P. BRIGGS, manager for engineering.  
MEL LINKOUS, operations manager.  
CARROLL HARRISON, promotion director.

### DIGEST OF RATE CARD NO. 17 (Sept. 14, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-10:30 p.m., daily.  
\$750.00 \$450.00 \$300.00 \$260.00 \$250.00\* \$230.00\* \$125.00\*

\*Class A—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	NORTH CAROLINA			
	Caswell	4,600	4,200	91
	Person	7,400	6,800	92
	Rockingham	21,100	19,900	94
	VIRGINIA			
	Alleghany	8,800	8,200	94
	Amherst	5,900	5,300	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	VIRGINIA—(Continued)			
	Appomattox	2,800	2,600	92
	Bath	1,300	1,200	91
	Bedford	9,200	8,400	91
	Botetourt	5,100	4,800	93
	Campbell	28,900	27,100	94
	Carroll	7,500	6,600	88
	Charles City	1,300	1,100	85
	Craig	1,000	900	88
	Floyd	2,900	2,600	90
	Franklin	7,300	6,700	91
	Giles	4,500	4,200	94
	Grayson	7,000	6,300	90
	Halifax	10,300	9,100	89
	Henry	18,500	17,300	93
	Highland	600	500	91
	Mecklenburg	8,100	7,200	89
	Montgomery	12,600	11,700	93
	Pittsylvania	31,200	28,700	92
	Pulaski	7,800	7,300	93
Roanoke	55,200	52,600	95	
Rockbridge	8,900	8,100	91	
Smyth	8,600	7,900	93	
Wythe	6,100	5,500	89	
<b>Between 25-50%</b>	WEST VIRGINIA			
	Mercer	18,200	16,900	93
	Pocahontas	2,300	1,700	75
	Summers	3,600	3,000	83
<b>Between 5-24%</b>	VIRGINIA			
	Bland	1,500	1,200	82
	Buckingham	2,500	2,100	86
	Nelson	3,300	2,800	87
	Patrick	4,300	3,800	88
Tazewell	12,300	11,200	92	
<b>Between 5-24%</b>	WEST VIRGINIA			
	Greenbrier	8,600	7,700	89
	Monroe	2,500	2,000	80
	Pendleton	1,700	1,500	86
(Continued on page 747-b)				
Station Totals		627,300	581,800	93
Net Weekly Circulation (March 1967)			279,700	
Average Daily Circulation (March 1967)			187,800	

# Virginia—Lynchburg-Roanoke



**WLVA-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 316-kw visual, 50-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"

Requests change to 240-kw visual, 48-kw aural, 2346-ft. above av. terrain, 1495-ft. above ground 3438-ft. above sea level, lat. 37° 18' 52", long. 79° 38' 02"; transmitter to 2.8-mi. SSW of Thaxton on Flat Top Mt. BPCT—3880.

Transmitter: Johnson Mt., 30-mi. E of Roanoke.

AM Affiliate: WLVA, 1-kw, 590 kc (ABC).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP. News Film Service: ABC.

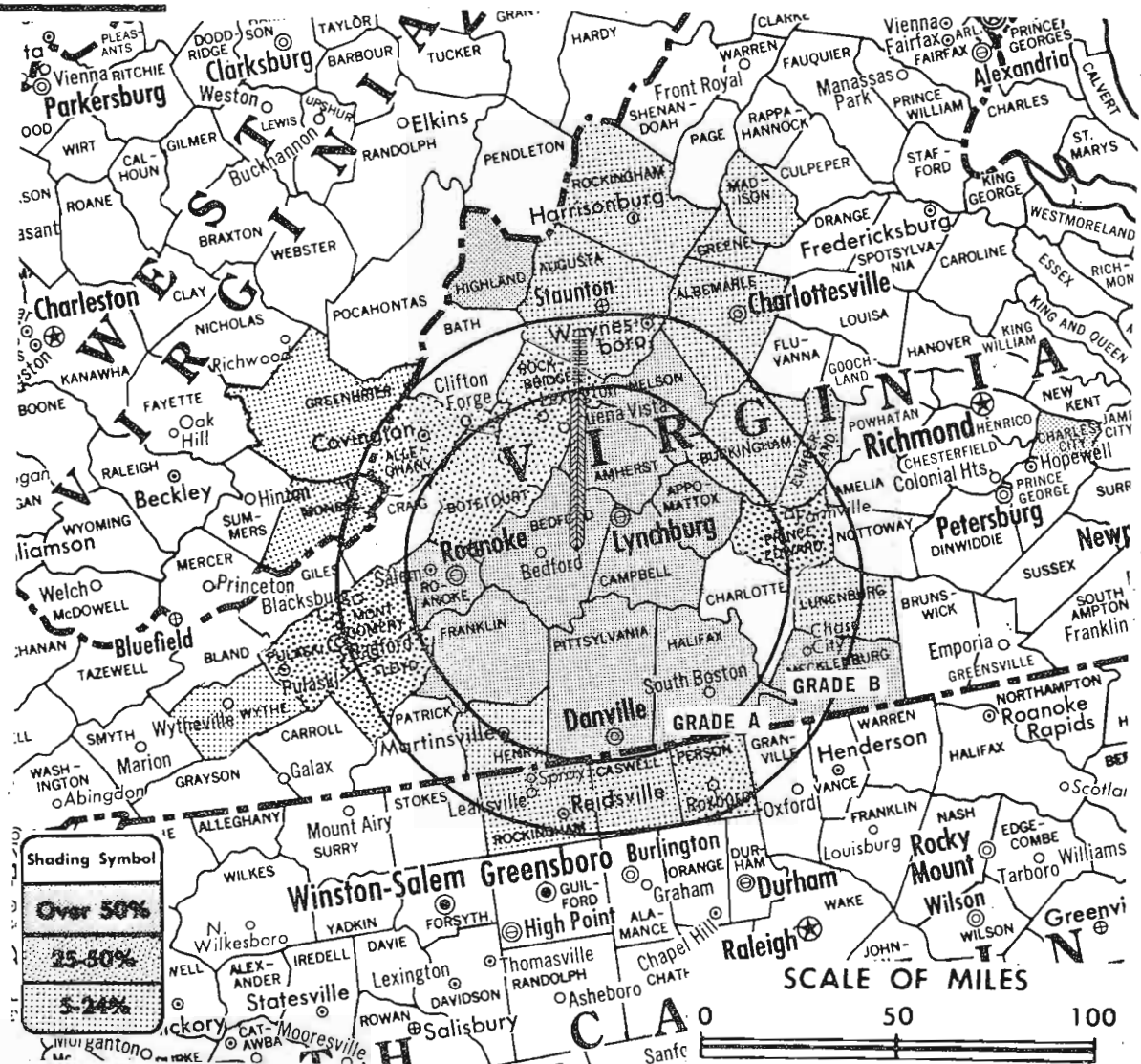
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WLVA-TV Ref: FCC File No. BMPCT—2438 Granted 9/10/54

©American Map Co., Inc., N.Y., No. 14244

## WLVA-TV

Licensee: WLVA Inc., 2320 Langhorne Rd., Lynchburg, Va. (24501).

Studio: 2320 Langhorne Rd.

Telephone: 703-845-1242. TWX No.: 710-871-1525.

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 H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

THOMAS N. WALLER, general manager.

HOWARD SUTTON, chief engineer.

TOM TURNER, sales manager.

JIMMIE E. HOLLINGSWORTH, operations mgr., program & film buyer.

JAMES H. GALLANT, news manager.

### DIGEST OF RATE CARD NO. 8—(Sept. 1, 1966)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7:30-10:30 p.m., daily.

\$350.00 \$210.00 \$140.00 \$122.50 \$87.50 Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$350.

For Group Ownership of

Television Stations

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>VIRGINIA</b>				
		Amherst	5,900	5,300	90
		Appomattox	2,800	2,600	92
		Bedford	9,200	8,400	91
		Campbell	28,900	27,100	94
		Charles City	1,300	1,100	85
		Franklin	7,300	6,700	91
		Halifax	10,300	9,100	89
		Highland	600	500	91
		Mecklenburg	8,100	7,200	89
		Nelson	3,300	2,800	87
		Pittsylvania	31,200	28,700	92
	Roanoke	55,200	52,600	95	
<b>Between 25-50%</b>	<b>NORTH CAROLINA</b>				
		Person	7,400	6,800	92
	<b>VIRGINIA</b>				
		Alleghany	8,800	8,200	94
		Botetourt	5,100	4,800	93
		Floyd	2,900	2,600	90
		Montgomery	12,600	11,700	93
	Prince Edward	3,600	3,200	89	
	Pulaski	7,800	7,300	93	
	Rockbridge	8,900	8,100	91	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
		Caswell	4,600	4,200	91
		Rockingham	21,100	19,900	94
	<b>VIRGINIA</b>				
		Albemarle	20,200	17,900	89
		Augusta	23,300	21,700	93
		Buckingham	2,500	2,100	86
		Cumberland	1,600	1,300	84
		Greene	1,200	900	79
		Henry	18,500	17,300	93
		Lunenburg	3,300	2,900	90
		Madison	2,200	1,900	86
	Rockingham	17,300	16,100	93	
	Wythe	6,100	5,500	89	
<b>WEST VIRGINIA</b>					
	Greenbrier	8,600	7,700	89	
	Monroe	2,500	2,000	80	
<b>Station Totals</b>			354,200	326,200	9
<b>Net Weekly Circulation (March 1967)</b>					154,300
<b>Average Daily Circulation (March 1967)</b>					86,600

**WRVA-TV, Richmond**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	VIRGINIA—(Continued)			
	Mecklenburg	8,100	7,200	89
	Rockingham	17,300	16,100	93
	Spotsylvania	8,700	8,100	93
	Westmoreland	3,400	2,900	87
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Northampton	6,200	5,400	87
	VIRGINIA			
	Charles City	1,300	1,100	85
	Mathews	2,400	2,100	91
	Nelson	3,300	2,800	87
	Page	4,800	4,600	96
	Rockbridge	8,900	8,100	91
	Southampton	7,200	6,400	90
	Stafford	5,800	5,400	94
	York	8,200	7,800	94

**WXEX-TV, Richmond-Petersburg**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	VIRGINIA			
	Augusta	23,300	21,700	93
	Madison	2,200	1,900	86
	Mathews	2,400	2,100	91
	Mecklenburg	8,100	7,200	89
	Southampton	7,200	6,400	90
	Spotsylvania	8,700	8,100	93
	Westmoreland	3,400	2,900	87
<b>Between 5-24 %</b>	MARYLAND			
	Somerset	5,400	4,900	90
	NORTH CAROLINA			
	Northampton	6,200	5,400	87
	VIRGINIA			
	Charles City	1,300	1,100	85
	Culpeper	4,700	4,300	93
	Hampton-			
	Newport News	68,400	65,600	96
	Isle Of Wight	5,100	4,700	92
	Nelson	3,300	2,800	87
Page	4,800	4,600	96	
Rockbridge	8,900	8,100	91	
Rockingham	17,300	16,100	93	
York	8,200	7,800	94	

**WTVR-TV, Richmond**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	VIRGINIA			
	Charles City	1,300	1,100	85
	Mathews	2,400	2,100	91
	Mecklenburg	8,100	7,200	89
	Rockingham	17,300	16,100	93
	Spotsylvania	8,700	8,100	93
	Stafford	5,800	5,400	94
	Westmoreland	3,400	2,900	87
	York	8,200	7,800	94
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Halifax	15,200	13,200	87
	Northampton	6,200	5,400	87
	VIRGINIA			
	Accomack	9,500	8,300	87
	Appomattox	2,800	2,600	92
	Culpeper	4,700	4,300	93
	Frederick	12,700	11,900	94
	Isle Of Wight	5,100	4,700	92
	King George	2,100	1,900	93
	Page	4,800	4,600	96
	Rappahannock	1,200	1,100	89
	Rockbridge	8,900	8,100	91
	Shenandoah	7,100	6,600	94
	Warren	4,400	4,000	90
WEST VIRGINIA				
Grant	2,200	1,800	83	

**Virginia**

**WDBJ-TV, Roanoke, Va.**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-50 %</b>	VIRGINIA			
	Tazewell	12,300	11,200	92
	WEST VIRGINIA			
	Greenbrier	8,600	7,700	89
	Pendelton	1,700	1,500	86
<b>Between 25-50 %</b>	NORTH CAROLINA			
	Alamance	27,200	26,000	96
	Alleghany	2,100	1,800	88
	Ashe	5,400	4,700	87
	Forsyth	65,400	62,000	95
	Guilford Inner	39,300	37,500	96
	Orange	12,500	11,200	90
	Stokes	6,500	6,000	93
	VIRGINIA			
	Augusta	23,300	21,700	93
	Buckingham	2,500	2,100	86
	Lunenburg	3,300	2,900	90
	Prince Edward	3,600	3,200	89
	Russell	6,700	5,900	88
	WEST VIRGINIA			
Mc Dowell	13,500	12,100	90	
Raleigh	18,200	16,700	92	
Randolph	6,200	5,500	90	
Summers	3,600	3,000	83	

**WSLS-TV, Roanoke, Va.**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Alamance	27,200	26,000	96
	Alleghany	2,100	1,800	88
	Ashe	5,400	4,700	87
	Forsyth	65,400	62,000	95
	Guilford Inner	39,300	37,500	96
	Guilford Outer	41,700	39,800	96
	Orange	12,500	11,200	90
	Stokes	6,500	6,000	93
	VIRGINIA			
	Augusta	23,300	21,700	93
	Lunenburg	3,300	2,900	90
	Prince Edward	3,600	3,200	89
	Rockingham	17,300	16,100	93
	WEST VIRGINIA			
Raleigh	18,200	16,700	92	
Randolph	6,200	5,500	90	

**BLACKBURN**

& COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

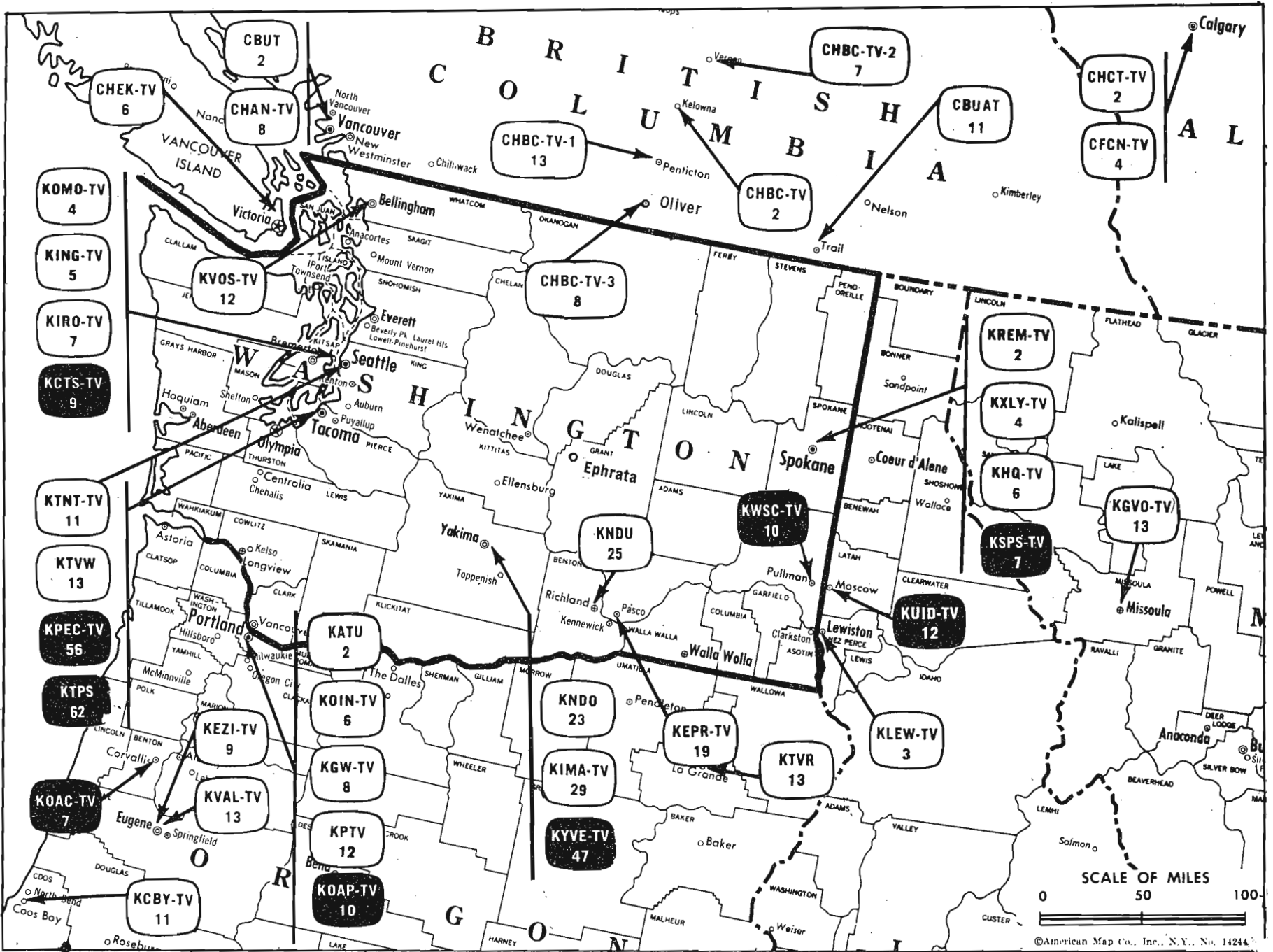
Washington, D.C.: 1725 K St., N.W. (202) 333-9270

Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

# Washington



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Seattle-Tacoma	603,300	22	679,700	31	636,800	49
Spokane	258,500	76	375,500	110	345,900	110
Yakima	107,900	148	185,800	157	169,800	156
Bellingham	54,500	185	506,600	75	474,600	76

## Washington Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	4	13
3	3	6
		19



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KWSC-TV**

**Pullman**

**Ch. 10**

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, .331-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"

Requests change to 14.3-kw visual, 1.43-kw aural. BPET—313.

**KCTS-TV**

**Seattle**

**Ch. 9**

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

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, 1000-ft. above sea level.

Latitude 47° 36' 57"  
Longitude 122° 18' 27"

**KSPS-TV**

**Spokane**

**Ch. 7**

Non-Commercial Educational Station

Grantee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 8.2-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude 47° 34' 34"  
Longitude 117° 17' 58"

**KPEC-TV**

**Tacoma**

**Ch. 56**

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 21.4-kw visual, 4.27-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, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Aves., Tacoma (98401).

Technical Facilities: Channel No. 62 (758-764 mc). Authorized power: 338-kw visual, 50-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, 1105 S. 15th Ave., Yakima, Wash. (98902).

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 3.8-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**

**Kennewick**

(See Pasco, Wash.)

**KNDU**

**Kennewick**

(See Richland, Wash.)

**KNDU**

**Pasco**

(See Richland, Wash.)

**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, 42.7-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"

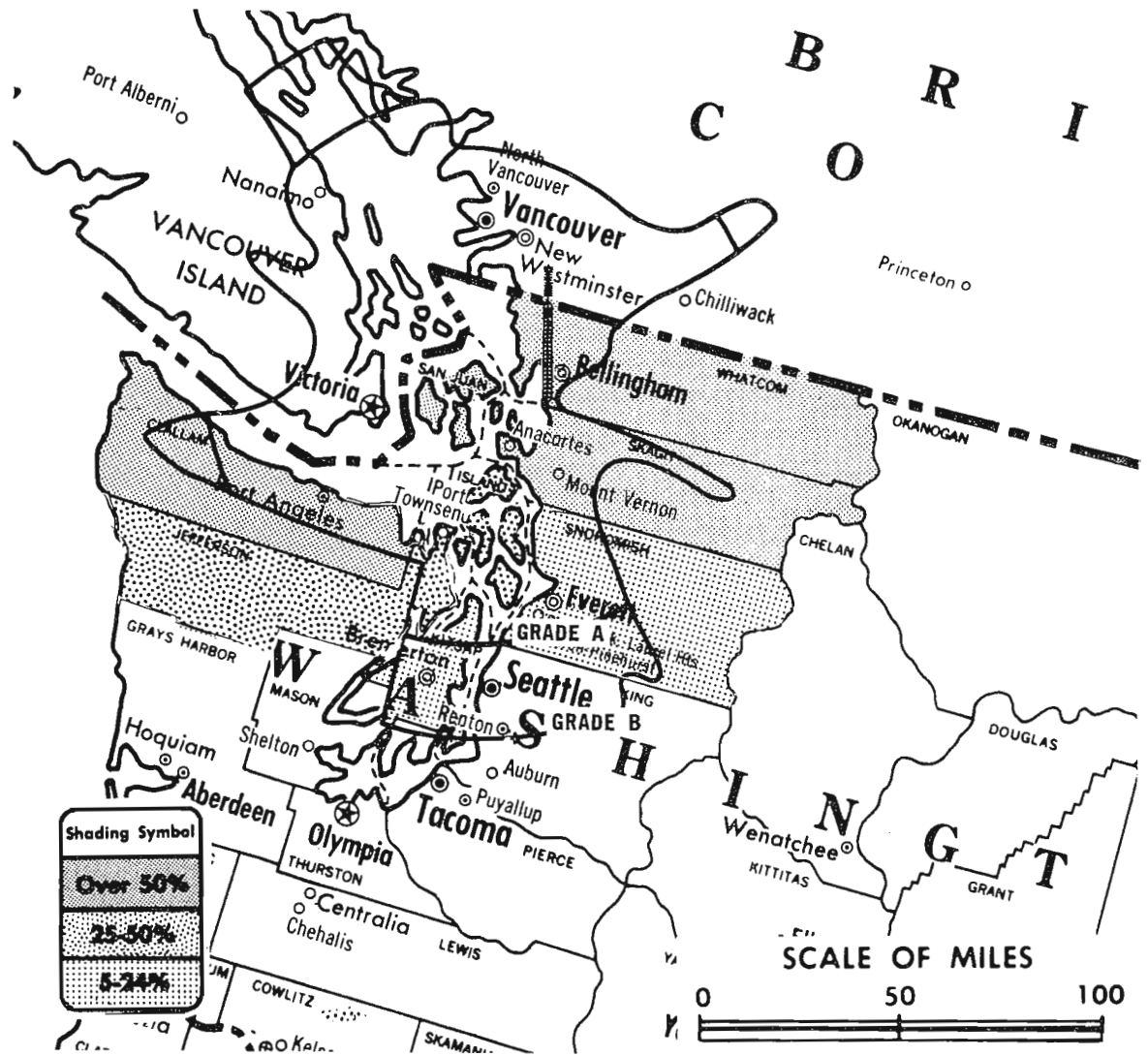
Holds CP for 229-kw visual, 45.7-kw aural. BPCT—4002.

Transmitter: Mt. Constitution, Orcas Island, Wash.

Color: Network, film, slide & tape.

News Wire Service: AP, Canadian Press.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KVOS-TV Ref: FCC File No. BMPCT—3999 Granted 7/24/66

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## 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 Marcus Cohn.  
**Personnel:**  
DAVID MINTZ, vice president & manager.  
FRANK JANK, film buyer.  
JOHN PRICE, chief engineer.  
FRED ELSETHAGEN, sales manager.

### DIGEST OF RATE CARD NO. 14 (Sept. 1, 1967)

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.	\$750.00	\$300.00	\$275.00*	\$220.00*	\$110.00*	

\*Class AA—6:30-11:01 p.m., Mon.-Fri.; 6-11:01 p.m., Sat.-Sun.  
**NETWORK BASE HOURLY RATE:** \$125.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WASHINGTON			
	Clallam	10,200	9,400	92
	San Juan	700	600	93
	Skagit	17,500	16,200	93
	Whatcom	23,600	21,800	92
<b>Between 25-50%</b>	WASHINGTON			
	Island	6,800	6,500	96
	Jefferson	2,200	2,100	92
<b>Between 5-24%</b>	WASHINGTON			
	Kitsap	27,000	25,800	95
	Snohomish	66,100	62,700	95
<b>Station Totals</b>		154,100	145,100	94
Net Weekly Circulation (March 1967)				54,500
Average Daily Circulation (March 1967)				26,200

(Station Also Received in Canadian Markets)

For BBM Net Weekly Circulation

See Canadian Directory

# Washington—Pasco-Kennewick-Richland



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"

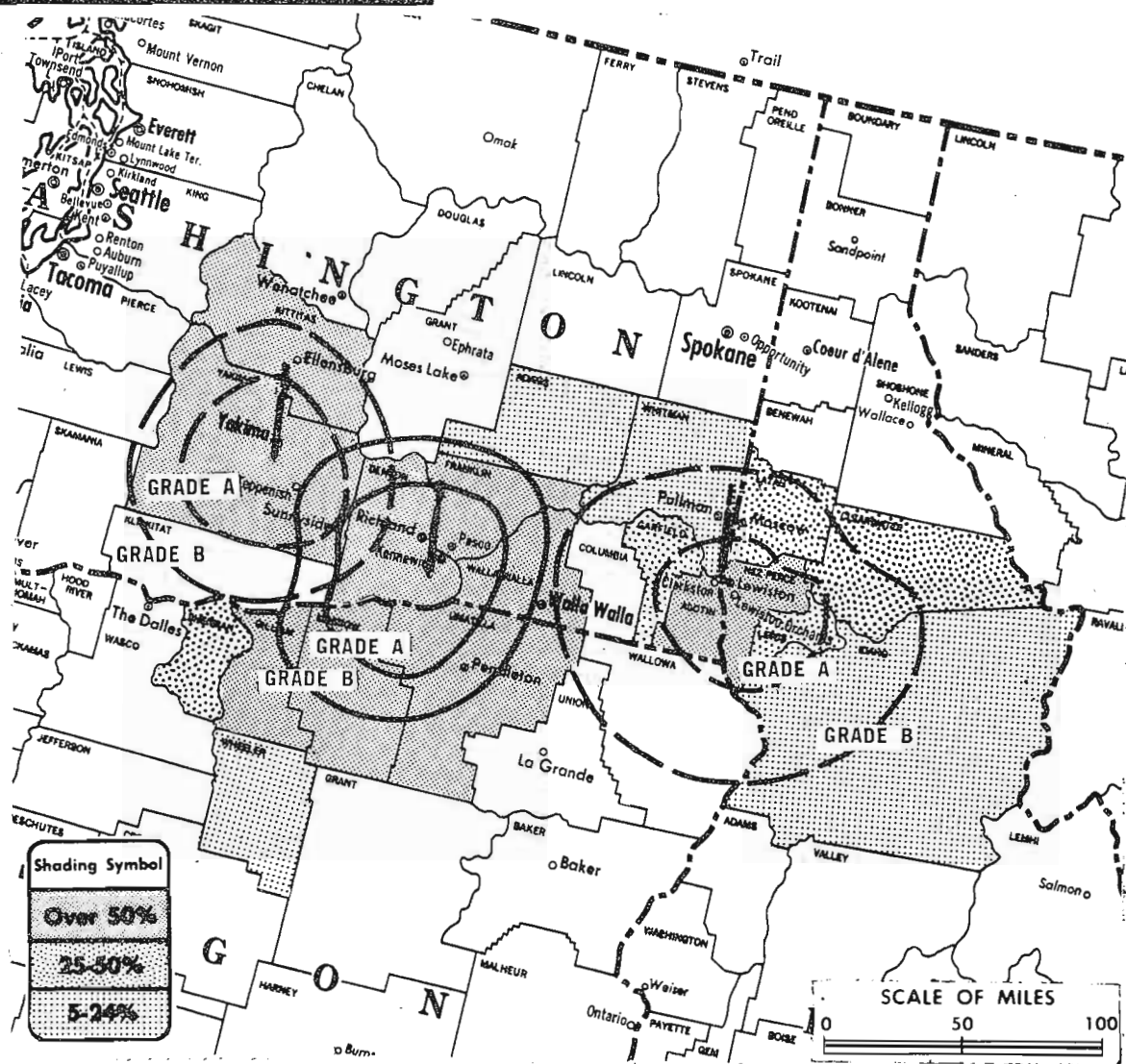
**Transmitter:** Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

**TV tape:** Recording facilities.

**AM Affiliate:** KEPR, 5-kw, 610 kc (ABC).

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.



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-VTM Inc.; Art Moore & Associates (Pacific Northwest).

**Represented (legal) by** Smith & Pepper.

**Represented (engineering) by** Hammett & Edison.

**Personnel:**

DICK EDWARDS, manager.  
T. J. CLOSE, news director.  
MIKE RASTOVICH, chief engineer.

**Rates:** Sold 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 included with Report of Parent KIMA-TV, Yakima, Wash. The above map reflects coverage of Parent and Satellite KLEW-TV, Lewiston, Ida.

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**See details on page 605-b**

# Washington—Richland-Pasco-Kennewick

NBC

**KNDU**

Ch. 25

[Associated with KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 166-kw visual, 16.6-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"

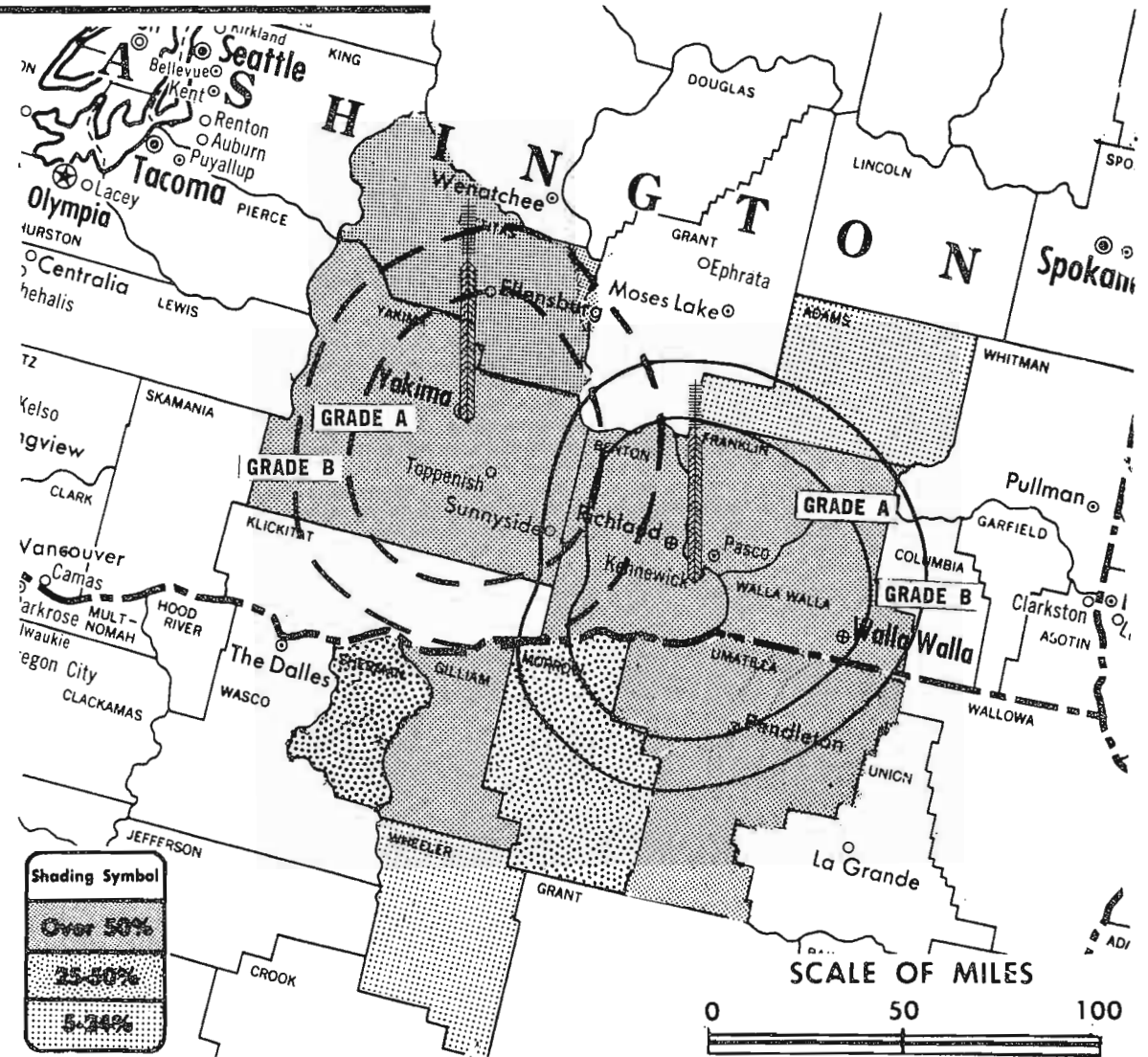
Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



County coverage (shaded areas) based on 1965 ARB study.

KNDU Ref: FCC File No. BPCT-3620 Granted 10/22/65

©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: 3312 W. Kennewick Ave., Kennewick, Wash.; P.O. Box 2523, Tri-Cities, Wash. (99302).

Telephone: 509-582-2137.

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.  
BEN SHROPSHIRE, general manager.  
BRUCE A. GLENN, resident manager & sales manager.  
WAYNE WHITAKER, chief engineer.  
DON MEIGHAN, news director.

Rates: Sold in combination with KNDO, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KNDO, Yakima.

ARB Data for this Station included with Report of Parent KNDO, Yakima, Wash. The above map reflects coverage of both Parent & Satellite.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

Radio Television CATV

SALES

Radio: Minneapolis-St. Paul \$1,000,000

TV: Honolulu \$600,000

116 Central Park South  
New York, N.Y.



# Washington—Seattle



**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).

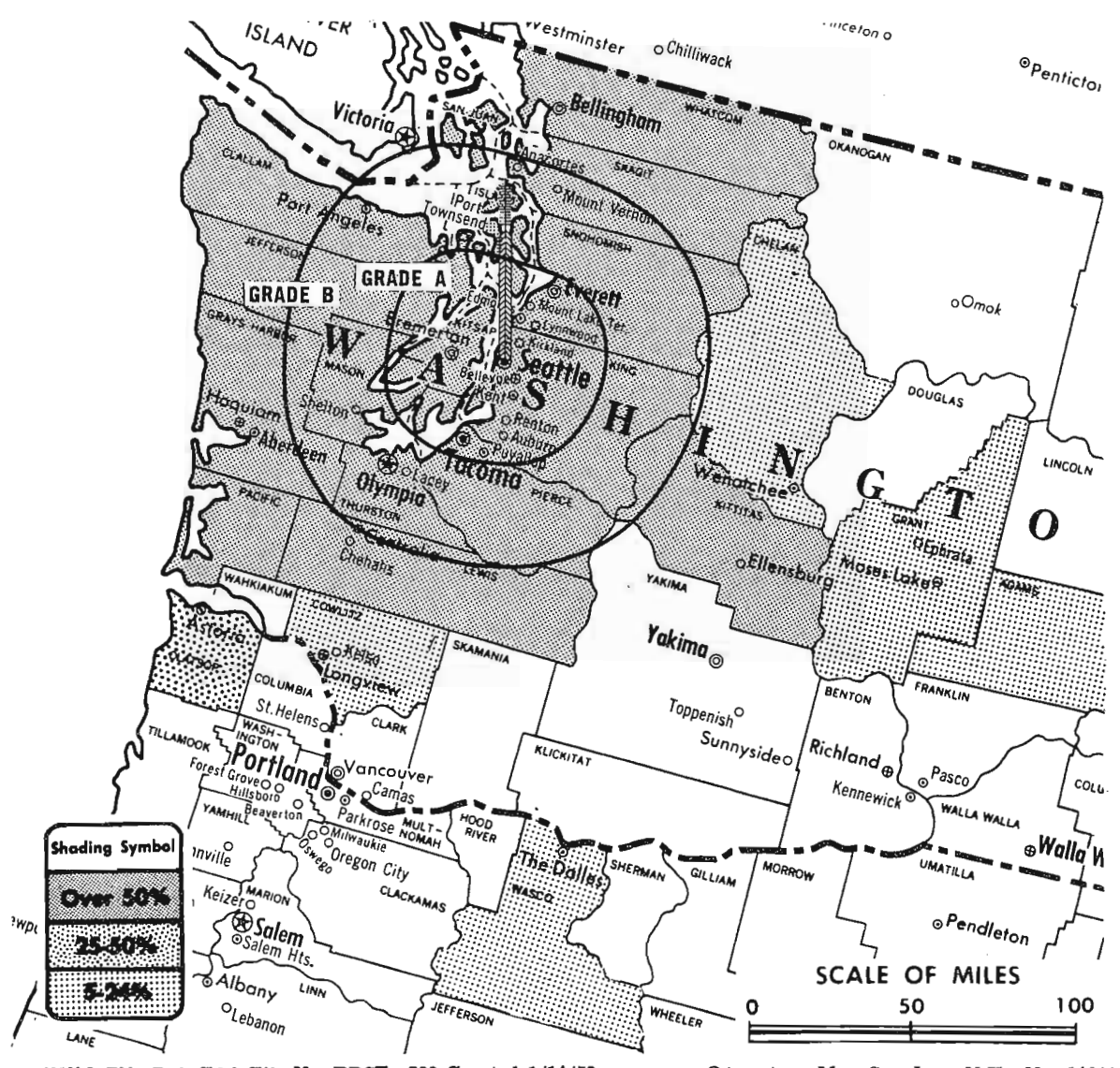
**FM Affiliate:** KING-FM, 15-kw, 98.1 mc (No. 251), 410-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**Total Households:** © SRDS  
**Consumer Market Data** as of 1/1/68.  
**TV Homes:** TV% and Circulation  
© 1967 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. N., Seattle (98109).

**Studio:** Television Center, 320 Aurora Ave, North.

**Telephone:** 206-682-3555. TWX No.: 910-444-2010.

**Ownership:** Harriet B. Brewster, 18.8%; Dorothy S. Bullitt, 17%; Stimson Bullitt, 16.51%; Priscilla B. Collins, 14.82%; Bullitt Co., 12.35%; The Bullitt Foundation Inc., 3.37%; 28 others, none with as much as 2%. King Bcstg. also operates KREM-TV, Spokane, Wash. (KREM & FM) and KGW-TV, Portland, Ore. (KGW).

**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 Wilmer, Cutler & Pickering.

**Represented (engineering)** by A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**  
STIMSON BULLITT, president.  
ANCIL H. PAYNE, vice president, Portland.  
PAYSON HALL, vice president, finance & planning.  
JAY W. WRIGHT, vice president, engineering.  
JONATHAN F. WHETZEL, secretary.  
JOHN H. BLAINE, treasurer.  
THOMAS R. DARGAN, station manager.  
JACK FEAREY, director of programming & film buyer.  
TIMOTHY F. MOORE, general sales manager.  
WARREN GUYKEMA, managing director of news.  
LARRY S. CURD, chief engineer.  
WILLIAM HILLIER, community services director.  
CAROL ELLERBE, production manager.  
CHARLES SNYDER, program operations manager.  
GERALD J. LONN, promotion & merchandising manager.

### DIGEST OF RATE CARD NO. 25—(Jan. 15, 1968)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	ID
Class AA—7:31-10:59 p.m., daily.					
\$1575.00	\$945.00	\$610.00		\$450.00	\$265.00

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WASHINGTON			
	Clallam	10,200	9,400	92
	Grays Harbor	18,800	16,600	89
	Island	6,800	6,500	96
	Jefferson	2,200	2,100	92
	King	338,600	316,700	94
	Kitsap	27,000	25,800	95
	Kittitas	5,700	5,100	89
	Lewis	13,400	12,200	91
	Mason	5,600	5,300	95
	Pacific	4,600	4,100	89
	Pierce	110,200	105,000	95
	San Juan	700	600	93
	Skagit	17,500	16,200	93
Snohomish	66,100	62,700	95	
Thurston	19,200	18,200	95	
Whatcom	23,600	21,800	92	
<b>Between 25-50%</b>	OREGON			
	Clatsop	8,700	7,800	90
<b>Between 5-24%</b>	OREGON			
	Wasco	7,400	6,600	89
	WASHINGTON			
	Adams	3,600	3,300	94
	Chelan	13,900	12,800	92
Cowlitz	19,700	18,500	94	
Grant	15,800	14,600	93	
Station Totals		739,300	691,909	94
Net Weekly Circulation (March 1967)				600,000
Average Daily Circulation (March 1967)				438,000

For Index to Contents  
See Services Volume

# Washington—Seattle



**KIRO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 63.2-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. N.

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: UPI.

News Film Service: CBS.

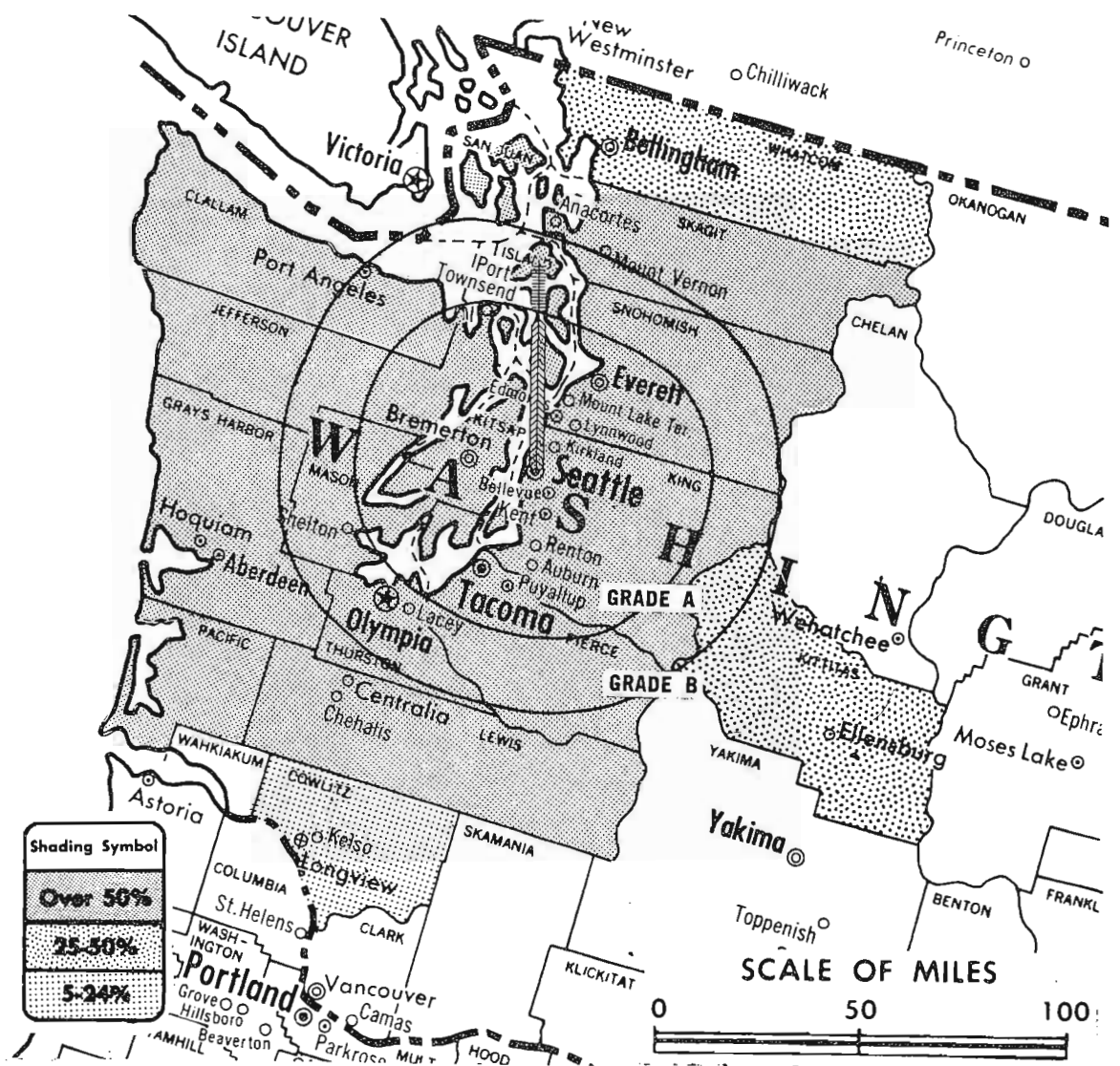
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KIRO-TV Ref: FCC File No. BPCT-453 Granted 7/25/57

©American Map Co., Inc., N.Y., No. 14244

## KIRO-TV

Licensee: KIRO Inc., 1530 Queen Anne Ave., N. (98109).

Studio: 1530 Queen Anne Ave., N.

Telephone: 206-283-9800. TWX No.: 910-444-2233.

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.

JIM TOPPING, news manager.

CHARLES MORRIS, engineering director.

VEL WRIGHT, promotion director.

DIGEST OF RATE CARD NO. 9

(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:25-10:59 p.m., daily.	\$1500.00	\$875.00	\$500.00	\$375.00	\$400.00	\$375.00 \$200.00
NETWORK BASE HOURLY RATE: \$1100.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WASHINGTON			
	Clallam	10,200	9,400	92
	Grays Harbor	18,800	16,600	89
	Island	6,800	6,500	96
	Jefferson	2,200	2,100	92
	King	338,600	316,700	94
	Kitsap	27,000	25,800	95
	Lewis	13,400	12,200	91
	Mason	5,600	5,300	95
	Pacific	4,600	4,100	89
	Pierce	110,200	105,000	95
	San Juan	700	600	93
	Skagit	17,500	16,200	93
	Snohomish	66,100	62,700	95
Thurston	19,200	18,200	95	
<b>Between 25-50%</b>	WASHINGTON			
	Kittitas	5,700	5,100	89
	Whatcom	23,600	21,800	92
<b>Between 5-24%</b>	WASHINGTON			
Cowlitz	19,700	18,500	94	
Station Totals	689,900	646,800	94	
Net Weekly Circulation (March 1967)			556,900	
Average Daily Circulation (March 1967)			370,200	

For Translator Directory  
See Services Volume

# 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 & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

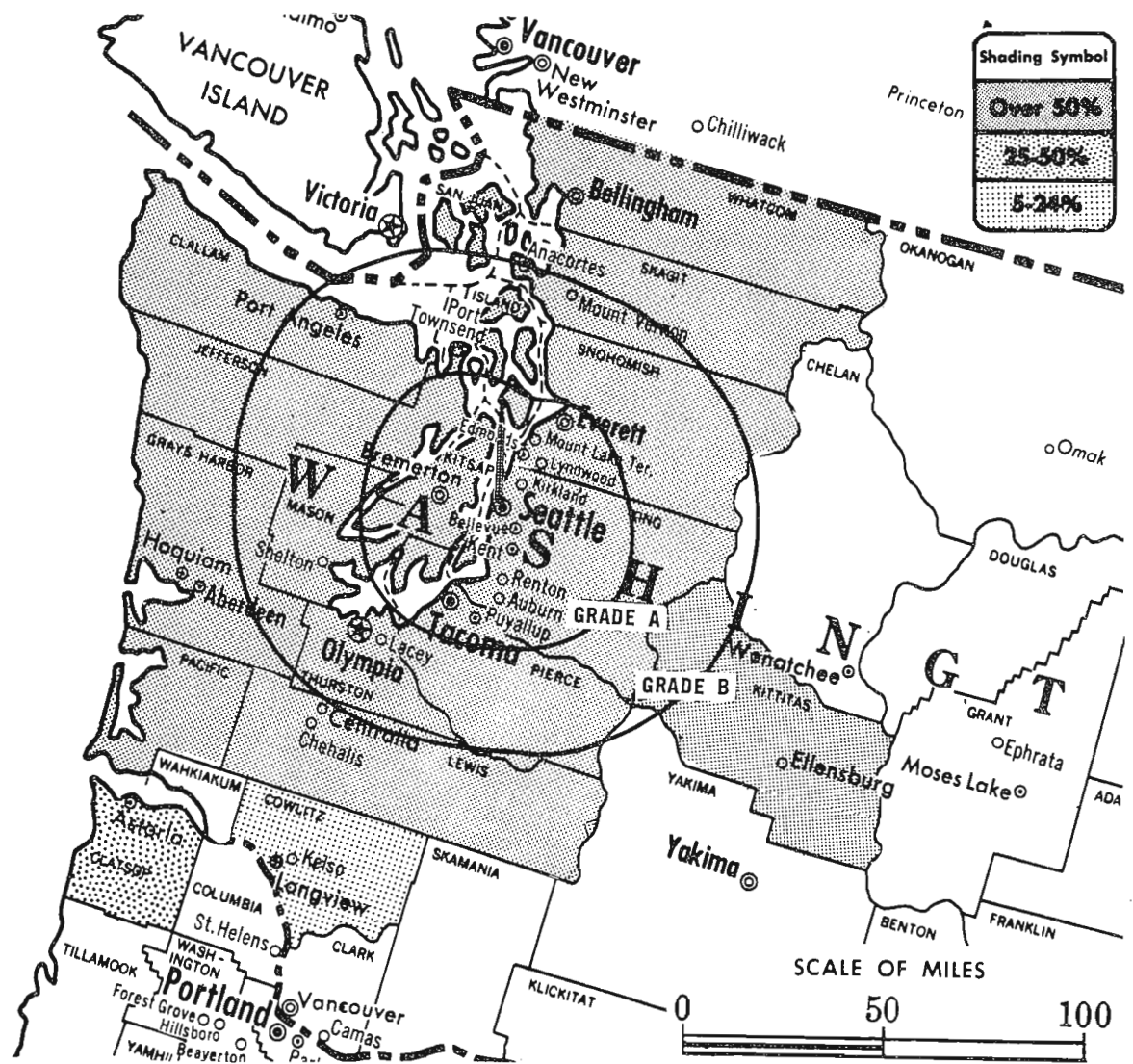
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KOMO-TV Ref: FCC File No. BPCT-407 Granted 6/10/63

©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 is also 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 & Associates.

### Personnel:

W. W. WARREN, president & general manager.  
MAITLAND JORDAN, vice president, television sales.  
PAUL SWIMELAR, local sales manager.  
F. W. HAGERTY, sales service & merchandising manager.  
DAVE CROCKETT, v.p. television programming & film buyer.  
ED LACKNER, television program manager.  
JACK EDDY, director of television news.  
ARTHUR GERBEL, public affairs manager.  
GEORGE RAY, sports director.  
C. E. MILLER, v.p., engineering.  
AL STEWART, TV production manager.

### DIGEST OF RATE CARD NO. A15—(June 1, 1966)

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	\$480.00	\$430.00	\$215.00
NETWORK BASE HOURLY RATE: \$1600.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WASHINGTON			
	Clallam	10,200	9,400	92
	Grays Harbor	18,800	16,600	89
	Island	6,800	6,500	96
	Jefferson	2,200	2,100	92
	King	338,600	316,700	94
	Kitsap	27,000	25,800	95
	Kittitas	5,700	5,100	89
	Lewis	13,400	12,200	91
	Mason	5,600	5,300	95
	Pacific	4,600	4,100	89
	Pierce	110,200	105,000	95
	San Juan	700	600	93
	Skagit	17,500	16,200	93
Between 25-50%	OREGON			
	Clatsop	8,700	7,800	90
Between 5-24%	OREGON			
	Wasco	7,400	6,600	89
	Wheeler	500	500	89
	WASHINGTON			
	Cowlitz	19,700	18,500	94
Station Totals		706,500	661,700	94
Net Weekly Circulation (March 1967)			603,300	
Average Daily Circulation (March 1967)			447,000	

For ARB County-by-County Data, see Services Volume.



# 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.

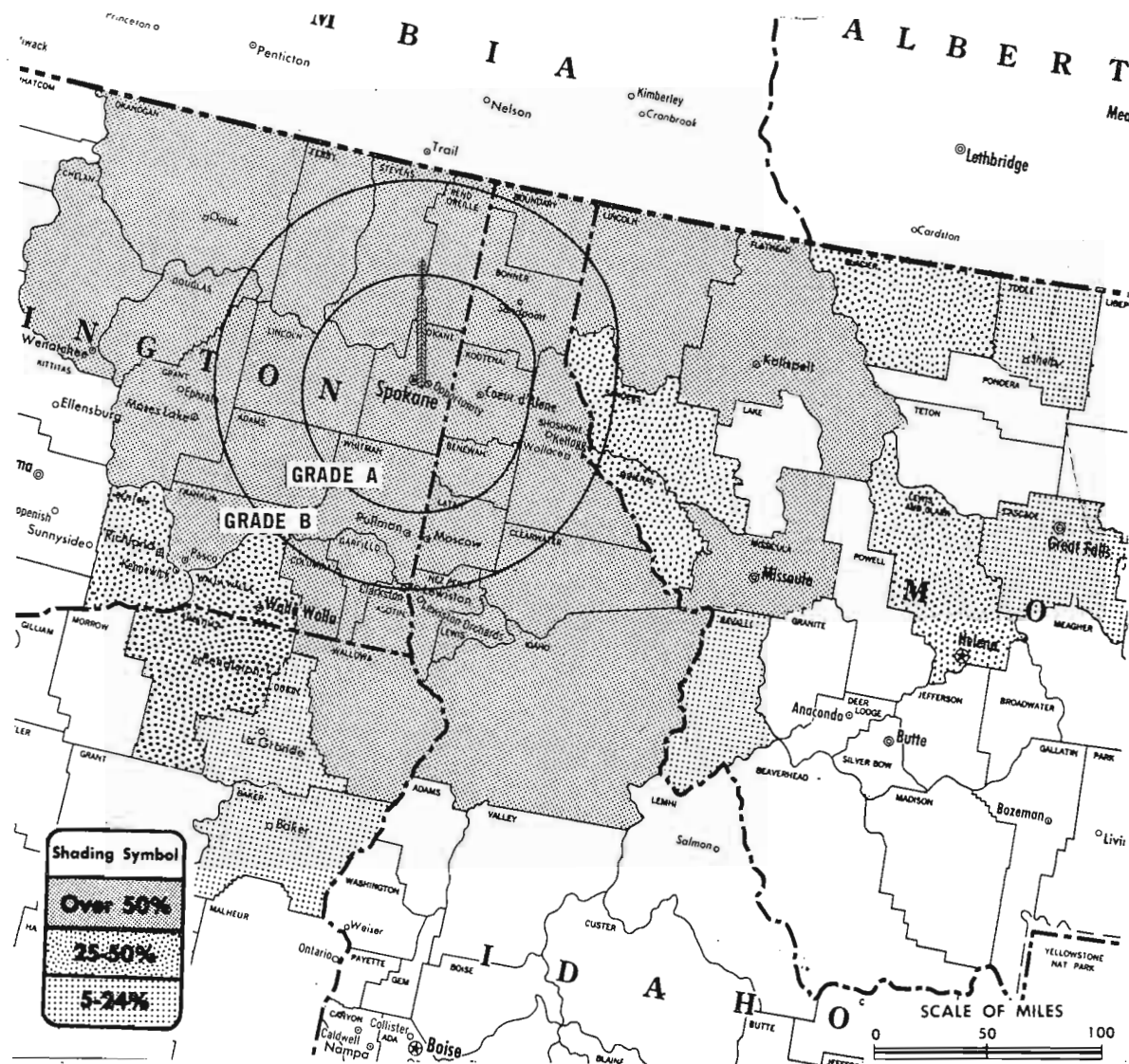
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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.: 510-773-1830.

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.  
WEYMETH SIMPSON, farm director.  
DEE WAYMIRE, engineering director.  
ROL HERRIGES, news director.

### DIGEST OF RATE CARD NO. A22

(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	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	\$205.00*	\$123.00*

\*Class AA—8-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

For Other Newspapers  
with TV Station Holdings  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### IDAHO

Benewah	1,900	1,700	92
Bonner	5,200	4,700	91
Boundary	1,700	1,400	87
Clearwater	2,500	2,300	90
Idaho	4,500	3,900	86
Kootenai	10,600	10,100	95
Latah	6,400	5,800	90
Lewis	1,400	1,300	93
Nez Perce	9,600	9,000	94
Shoshone	6,000	5,600	93

### MONTANA

Flathead	10,600	9,600	91
Lincoln	4,200	3,700	88
Missoula	15,300	13,800	90

### Over 50%

### OREGON

Wallowa	2,300	2,000	86
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### WASHINGTON

Adams	3,600	3,300	94
Asotin	4,500	4,300	95
Chelan	13,900	12,800	92
Columbia	1,400	1,200	87
Douglas	4,700	4,500	94
Ferry	1,000	900	88
Franklin	7,900	7,400	94
Garfield	600	500	90
Grant	15,800	14,600	93
Lincoln	3,200	3,100	95
Okanogan	7,000	6,200	89
Pend Oreille	1,800	1,700	92
Spokane	95,900	90,300	94
Stevens	5,200	4,700	91
Whitman	8,700	8,100	92

### MONTANA

Glacier	3,400	2,800	85
Lewis & Clark	9,500	8,500	90
Mineral	1,000	900	92
Sanders	2,000	1,600	81

(Continued on page 763-b)

Station Totals	365,000	336,300	92
Net Weekly Circulation (March 1967)			247,400
Average Daily Circulation (March 1967)			189,100



# Washington—Spokane



**KREM-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"  
Longitude 117° 17' 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), 720-ft. antenna height.

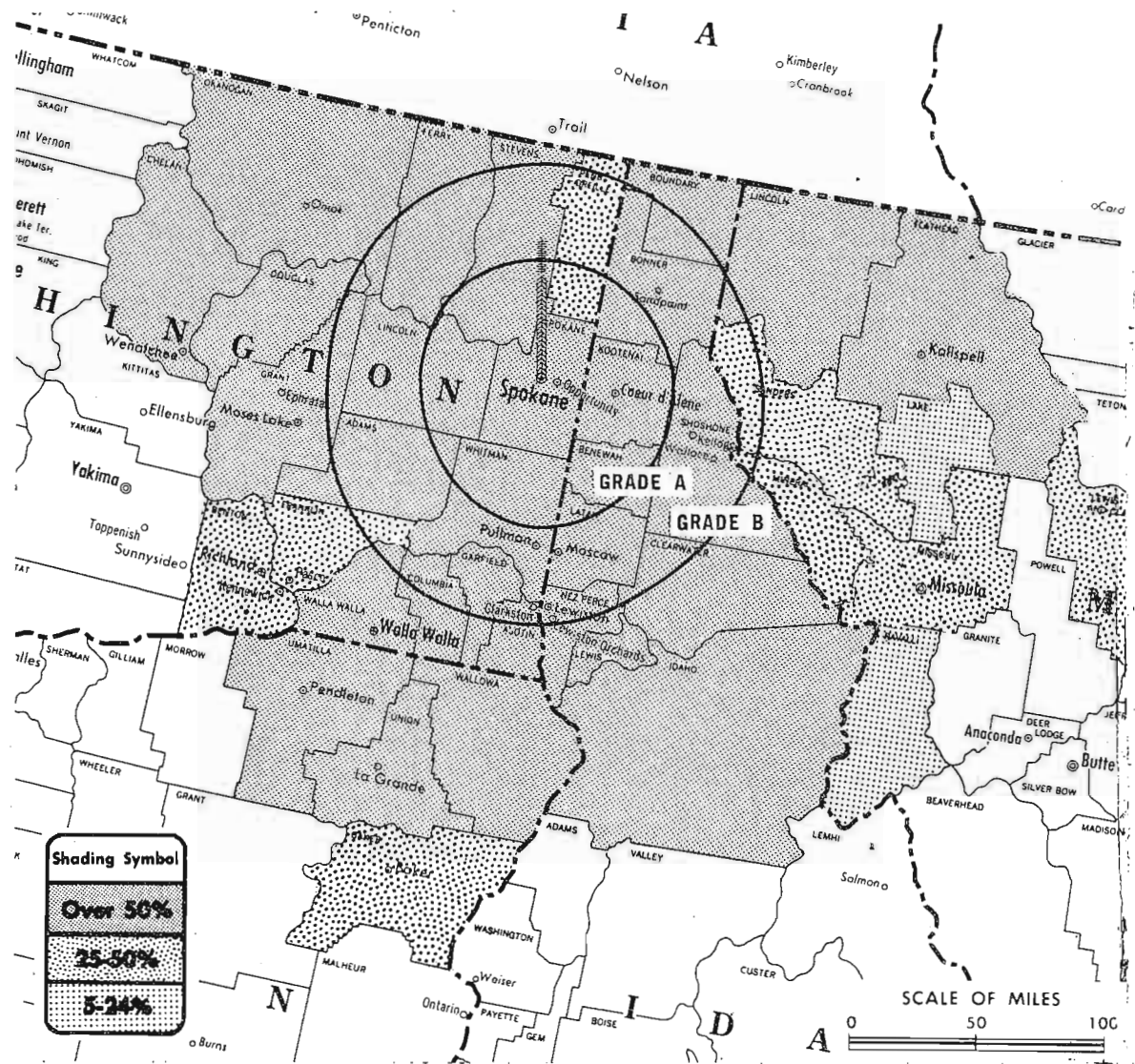
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KREM-TV Ref: FCC File No. BPCT-3209 Granted 7/9/63

©American Map Co., Inc., N.Y., No. 14244

## 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.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- STIMSON BULLITT, president.
- ERIC S. BREMNER, general manager.
- DICK MORGANS, sales manager.
- WALTER SCHAAR, program manager & film buyer.
- CHUCK CROMWELL, production manager.
- IVAN SMITH, news director.
- WARREN PRITCHARD, chief engineer.

### DIGEST OF RATE CARD NO. 12

(June 15, 1966)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$650.00 \$390.00 \$295.00 \$200.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IDAHO			
	Benewah	1,900	1,700	92
	Bonner	5,200	4,700	91
	Boundary	1,700	1,400	87
	Clearwater	2,500	2,300	90
	Idaho	4,500	3,900	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	IDAHO—(Continued)			
	Kootenai	10,600	10,100	95
	Latah	6,400	5,800	90
	Lewis	1,400	1,300	93
	Nez Perce	9,600	9,000	94
	Shoshone	6,000	5,600	93
	MONTANA			
	Flathead	10,600	9,600	91
	Lincoln	4,200	3,700	88
	OREGON			
	Umatilla	14,300	12,600	89
	Union	6,100	5,300	87
	Wallowa	2,300	2,000	86
	WASHINGTON			
	Adams	3,600	3,300	94
	Asotin	4,500	4,300	95
	Chelan	13,900	12,800	92
	Columbia	1,400	1,200	87
	Douglas	4,700	4,500	94
	Ferry	1,000	900	88
Garfield	600	500	90	
Grant	15,800	14,600	93	
Lincoln	3,200	3,100	95	
Okanogan	7,000	6,200	89	
Spokane	95,900	90,300	94	
Stevens	5,200	4,700	91	
Walla Walla	13,700	12,100	89	
Whitman	8,700	8,100	92	
<b>Between 25-50%</b>	MONTANA			
	Hill	6,000	5,500	91
	Lewis & Clark	9,500	8,500	90
	Mineral	1,000	900	92
	Missoula	15,300	13,800	90
Sanders	2,000	1,600	81	
OREGON				
Baker	5,900	5,300	90	
(Continued on page 763-b)				
<b>Station Totals</b>		368,800	340,100	92
Net Weekly Circulation (March 1967)			250,400	
Average Daily Circulation (March 1967)			161,200	

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

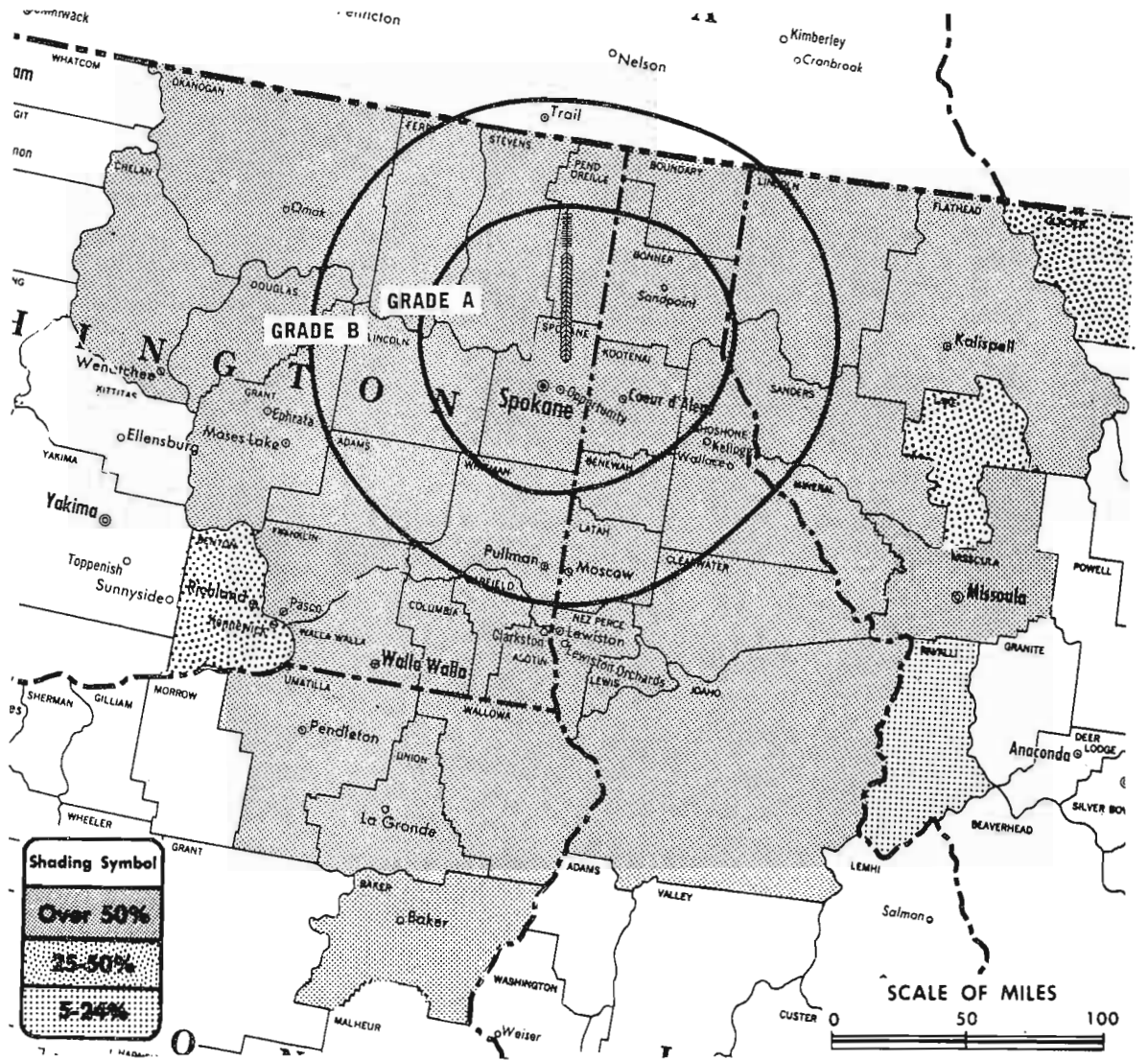
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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.; Feltis, Dove, Croghan Inc. (Portland).

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WAYNE McNULTY, v.p., general manager & film buyer.  
BOB WEITZE, national & local sales manager.  
DON FLINDERS, operations manager.  
T. O. JORGENSON, director of engineering.  
DAVID H. KENWORTHY, promotion manager.

### DIGEST OF RATE CARD NO. 20—(Aug. 15, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-9:30 p.m., daily.  
\$825.00 \$480.00 \$320.00 \$240.00 \$260.00 \$240.00 \$120.00  
NETWORK BASE HOURLY RATE: \$625.

For Color Set Penetration by Market

see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>IDAHO</b>			
	Benewah	1,900	1,700	92
	Bonner	5,200	4,700	91
	Boundary	1,700	1,400	87
	Clearwater	2,500	2,300	90
	Idaho	4,500	3,900	86
	Kootenai	10,600	10,100	95
	Latah	6,400	5,800	90
	Lewis	1,400	1,300	93
	Nez Perce	9,600	9,000	94
	Shoshone	6,000	5,600	93
	<b>MONTANA</b>			
	Flathead	10,600	9,600	91
	Hill	6,000	5,500	91
	Lincoln	4,200	3,700	88
	Mineral	1,000	900	92
	Missoula	15,300	13,800	90
	Sanders	2,000	1,600	81
	<b>OREGON</b>			
	Baker	5,900	5,300	90
	Umatilla	14,300	12,600	89
	Union	6,100	5,300	87
	Wallowa	2,300	2,000	86
	<b>WASHINGTON</b>			
Adams	3,600	3,300	94	
Asotin	4,500	4,300	95	
Chelan	13,900	12,800	92	
Columbia	1,400	1,200	87	
Douglas	4,700	4,500	94	
Ferry	1,000	900	88	
Franklin	7,900	7,400	94	
Garfield	600	500	90	
Grant	15,800	14,600	93	
Lincoln	3,200	3,100	95	
Okanogan	7,000	6,200	89	
Pend Oreille	1,800	1,700	92	
Spokane	95,900	90,300	94	
Stevens	5,200	4,700	91	
Walla Walla	13,700	12,100	89	
Whitman	8,700	8,100	92	

(Continued on page 763-b)

Station Totals	370,700	341,300	92
Net Weekly Circulation (March 1967)			258,500
Average Daily Circulation (March 1967)			193,100

# Washington—Tacoma-Seattle

**KTNT-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 47.9-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.

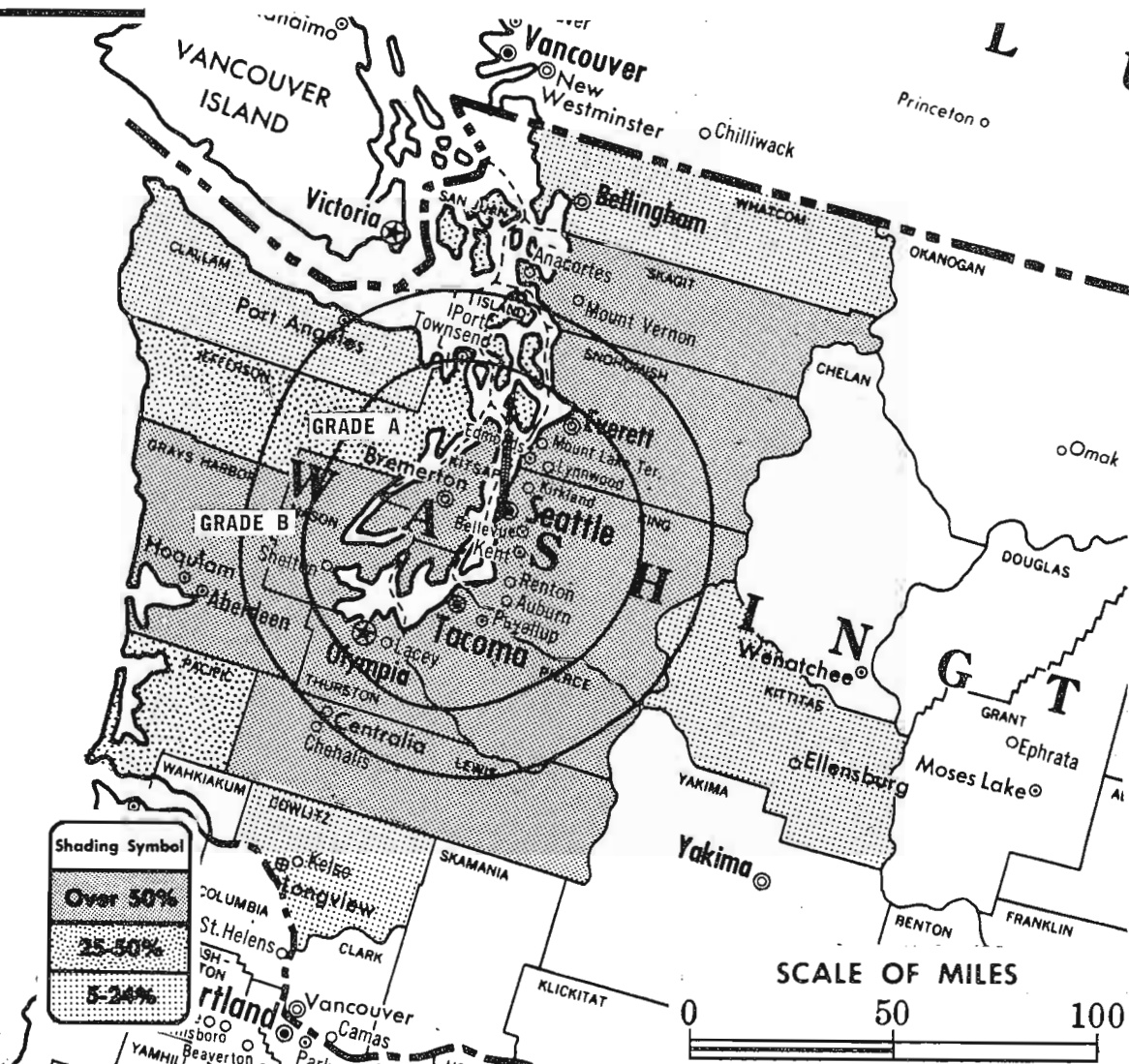
FM Affiliate: KTNT-FM, 10.5-kw, 97.3 mc (No. 247), 410-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KTNT-TV Ref: FCC File No. BMPCT-1738 Granted 2/19/54

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## KTNT-TV

Network Service: None, independent.

Licensee: Tribune Publishing Co., Tacoma.

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 Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- MAX BICE, general manager.
- ART HOWARD, national sales manager.
- JOHN UPHAM, local 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. 12—(Sept. 5, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-8 p.m., Mon.-Sat.; 4-8 p.m., Sun.	\$625.00	\$350.00	\$250.00	\$160.00	\$230.00	\$115.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WASHINGTON			
	Grays Harbor	18,800	16,600	89
	King	338,600	316,700	94
	Kitsap	27,000	25,800	95
	Lewis	13,400	12,200	91
	Mason	5,600	5,300	95
	Pierce	110,200	105,000	95
	Skagit	17,500	16,200	93
	Snohomish	66,100	62,700	95
	Thurston	19,200	18,200	95
<b>Between 25-50%</b>	WASHINGTON			
	Island	6,800	6,500	96
	Jefferson	2,200	2,100	92
	Pacific	4,600	4,100	89
<b>Between 5-24%</b>	WASHINGTON			
	Clallam	10,200	9,400	92
	Cowlitz	19,700	18,500	94
	Kittitas	5,700	5,100	89
Whatcom	23,600	21,800	92	
Station Totals		689,900	646,800	94
Net Weekly Circulation (March 1967)				363,700
Average Daily Circulation (March 1967)				174,000

**For Station-Owned Translators**  
**See Services Volume**



# 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"

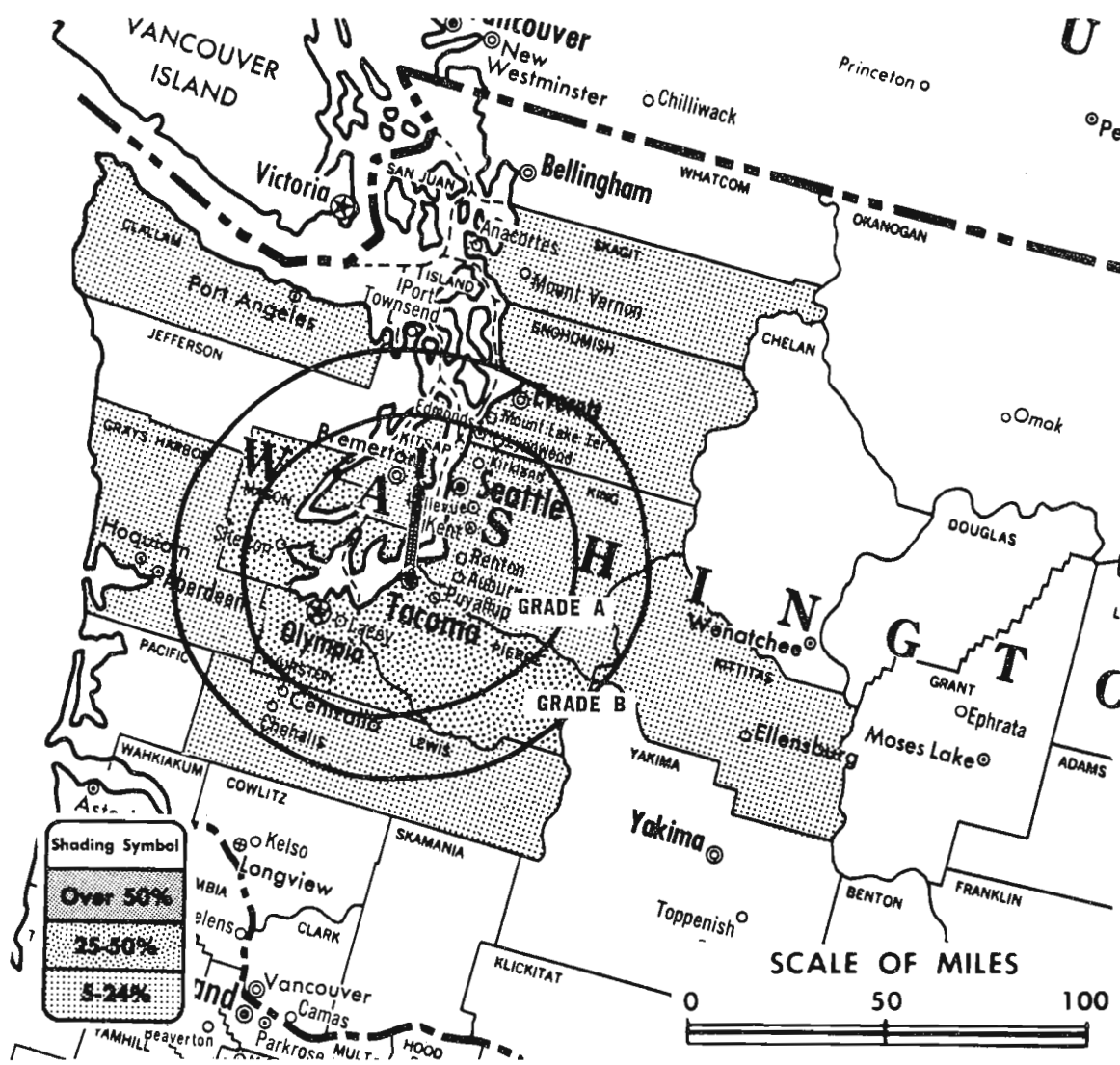
Longitude 122° 30' 42"

Transmitter: 5544 N. 35th St.

Color: Live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

KTVW Ref: FCC File No. BPCT-2695 Granted 6/30/60

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## 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 45% of radios KIXI & FM, Seattle and KYMN, Oregon City, Ore.; CATV systems in Chehalis & Centralia, Wash.

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 Jack Masla & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

JAMES AGOSTINO, general manager & film buyer.  
 BUCK HARMON, program 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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	WASHINGTON			
	Mason	5,600	5,300	95
	Pierce	110,200	105,000	95
	Thurston	19,200	18,200	95
<b>Between 5-24%</b>	WASHINGTON			
	Clallam	10,200	9,400	92
	Grays Harbor	18,800	16,600	89
	King	338,600	316,700	94
	Kitsap	27,000	25,800	95
	Kittitas	5,700	5,100	89
	Lewis	13,400	12,200	91
	Skagit	17,500	16,200	93
Snohomish	66,100	62,700	95	
Station Totals		632,300	593,200	94
Net Weekly Circulation (March 1967)				90,700
Average Daily Circulation (March 1967)				18,900

For Color Set Penetration by Markets  
See Services Volume



# Washington—Yakima



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 & tape.

News Wire Service: AP.

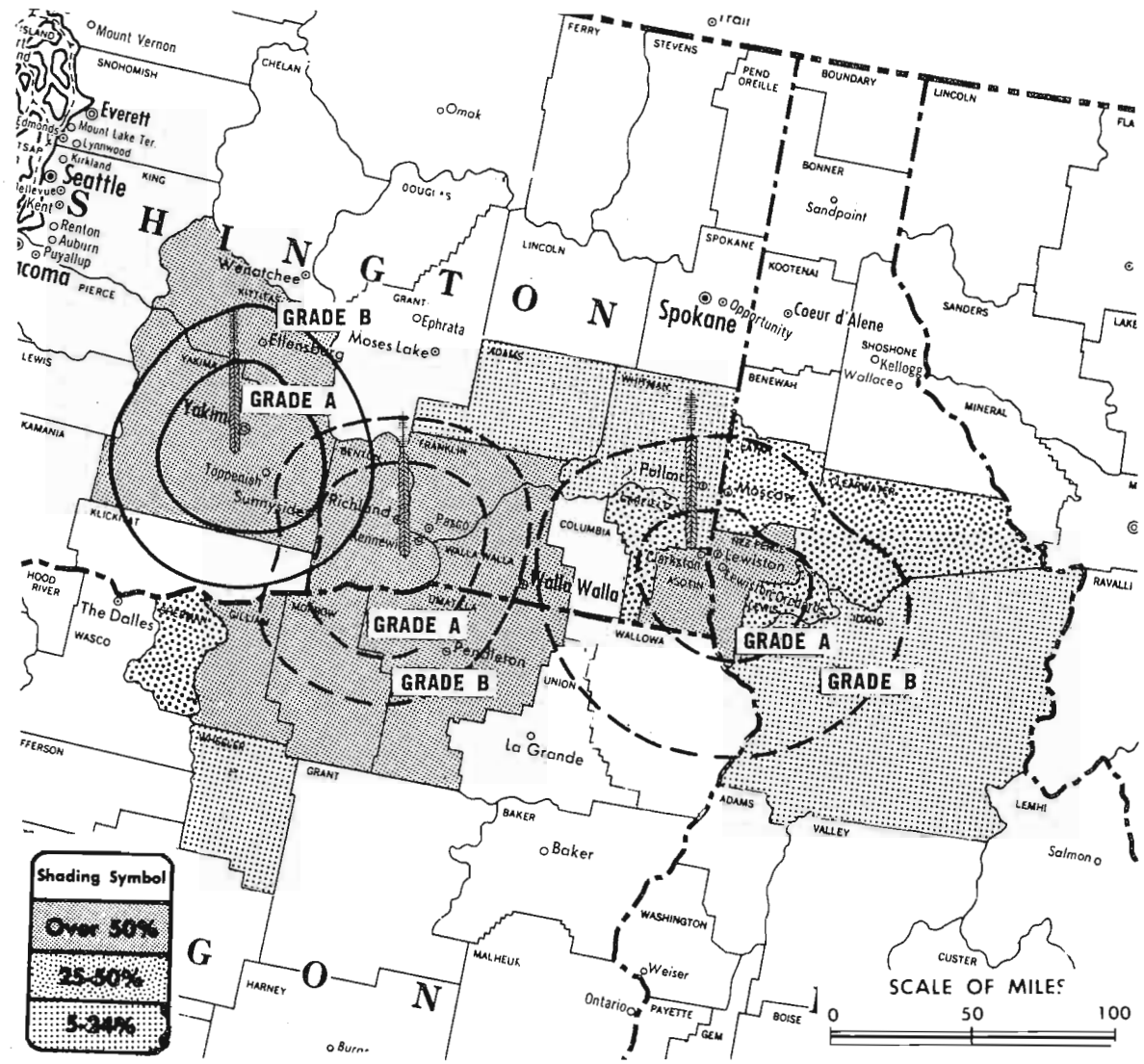
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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. BPCT-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.: 510-777-5356.

Studio: Radio & Television Center.

Ownership: Thomas C. Bostic, pres., 58%; John H. Reber, 15%; William F. Grogan, 15%; James W. Nolan, 5%; Robert W. Anderson, 3%; others. 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-VTM Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Smith & Pepper.

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.
- 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. 11—(Jan. 1, 1968)

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 \$160.00 \$140.00 \$80.00

Note: Above rates include KEPR-TV, Pasco and KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$650.

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	IDAHO			
	Nez Perce	9,600	9,000	94
	OREGON			
	Gilliam	1,000	800	88
	Morrow	1,600	1,300	86
	Umatilla	14,300	12,600	89
	WASHINGTON			
	Asotin	4,500	4,300	95
	Benton	19,000	17,900	94
	Franklin	7,900	7,400	94
Kittitas	5,700	5,100	89	
Walla Walla	13,700	12,100	89	
Yakima	46,000	42,300	92	
Between 25-50%	IDAHO			
	Clearwater	2,500	2,300	90
	Latah	6,400	5,800	90
	Lewis	1,400	1,300	93
	OREGON			
Sherman	800	700	94	
WASHINGTON				
Garfield	600	500	90	
Between 5-24%	IDAHO			
	Idaho	4,500	3,900	86
	OREGON			
	Wheeler	500	500	89
WASHINGTON				
Adams	3,600	3,300	94	
Whitman	8,700	8,100	92	
Station Totals		152,300	139,200	91
Net Weekly Circulation (March 1967)				107,900
Average Daily Circulation (March 1967)				84,900

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-Pasco-Kenewick, 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.

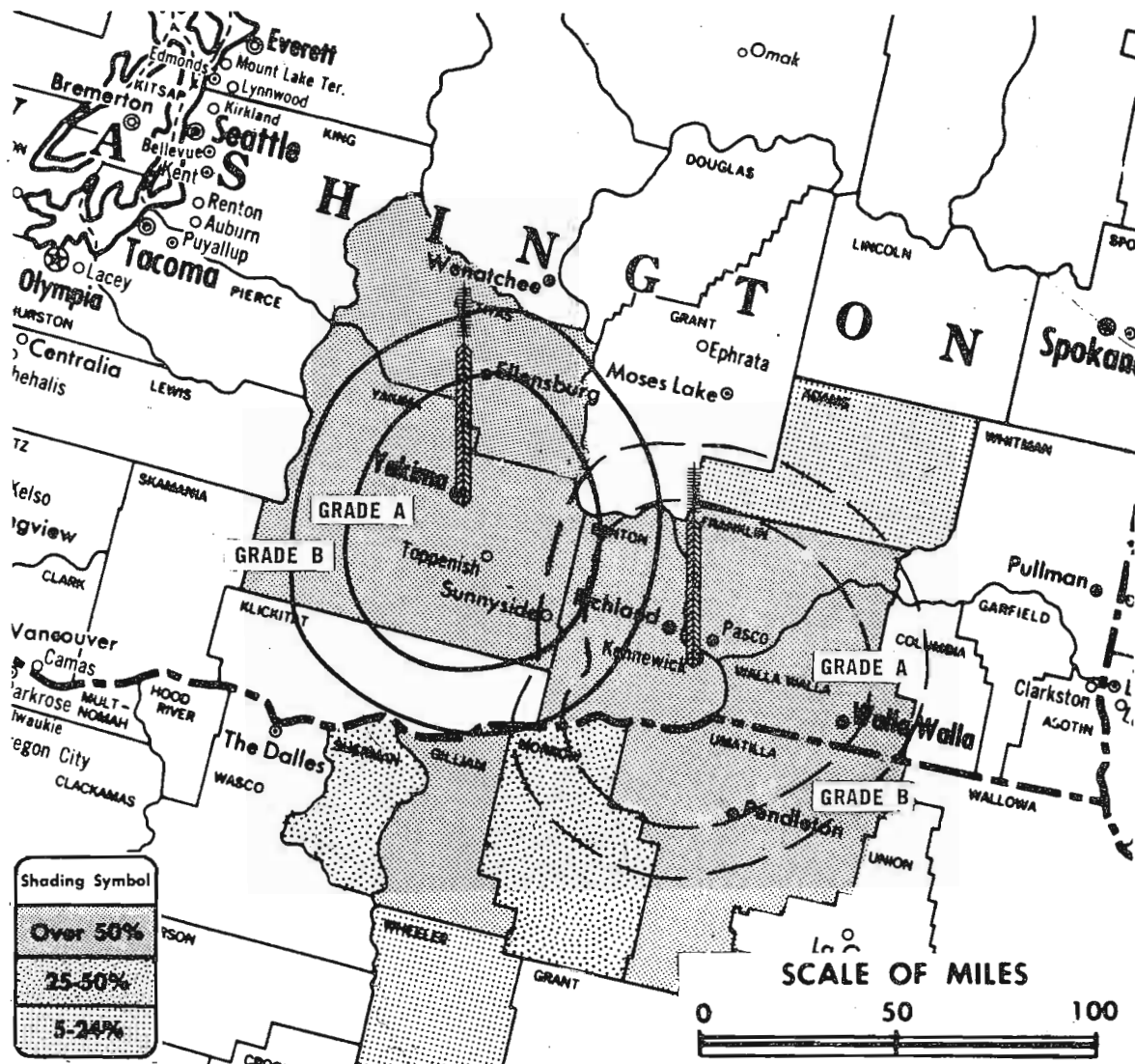
Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

ARB Data: The figures for this station include coverage of satellite KNDU.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KNDO Ref: FCC File No. BPCT-3105 Granted 2/6/63

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## 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-Pasco-Kenewick, Wash.

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, president, program director & film buyer.  
BEN SHROPSHIRE, general & commercial manager.  
RON KROUS, engineering & operations manager.  
FRANK ROBERTS, news director.

### DIGEST OF RATE CARD NO. 9\*—(June 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	
Class A—7-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$160.00	\$140.00	\$105.00	\$80.00

\*Includes KNDU, Richland-Pasco-Kenewick, Wash.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50 %	OREGON			
	Gilliam	1,000	800	88
	Umatilla	14,300	12,600	89
	WASHINGTON			
	Benton	19,000	17,900	94
	Franklin	7,900	7,400	94
	Kittitas	5,700	5,100	89
Between 25-50 %	Walla Walla	13,700	12,100	89
	Yakima	46,000	42,300	92
Between 5-24 %	OREGON			
	Morrow	1,600	1,300	86
	Sherman	800	700	94
Between 5-24 %	OREGON			
	Wheeler	500	500	89
	WASHINGTON			
	Adams	3,600	3,300	94
Station Totals		114,100	104,000	91
Net Weekly Circulation (March 1967)				86,000
Average Daily Circulation (March 1967)				66,100

For Color Set & Uhf Penetration by Markets

see Services Volume.

**KHQ-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	OREGON			
	Umatilla	14,300	12,600	89
	WASHINGTON			
	Benton	19,000	17,900	94
	Walla Walla	13,700	12,100	89
Between 5-24%	MONTANA			
	Cascade	26,700	25,300	95
	Ravalli	3,600	3,300	90
	Toole	2,400	2,200	92
	OREGON			
	Baker	5,900	5,300	90
	Union	6,100	5,300	87

**KREM-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	WASHINGTON			
	Benton	19,000	17,900	94
	Franklin	7,900	7,400	94
	Pend Oreille	1,800	1,700	92
Between 5-24%	MONTANA			
	Cascade	26,700	25,300	95
	Lake	3,600	3,300	91
	Ravalli	3,600	3,300	90

**Washington**

**KXLY-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-50%	MONTANA			
	Glacier	3,400	2,800	85
	Lake Valley	3,600	3,300	91
	5,600	4,700	85	
	WASHINGTON			
	Benton	19,000	17,900	94
Between 5-24%	MONTANA			
	Cascade	26,700	25,300	95
	Ravalli	3,600	3,300	90
	Toole	2,400	2,200	92

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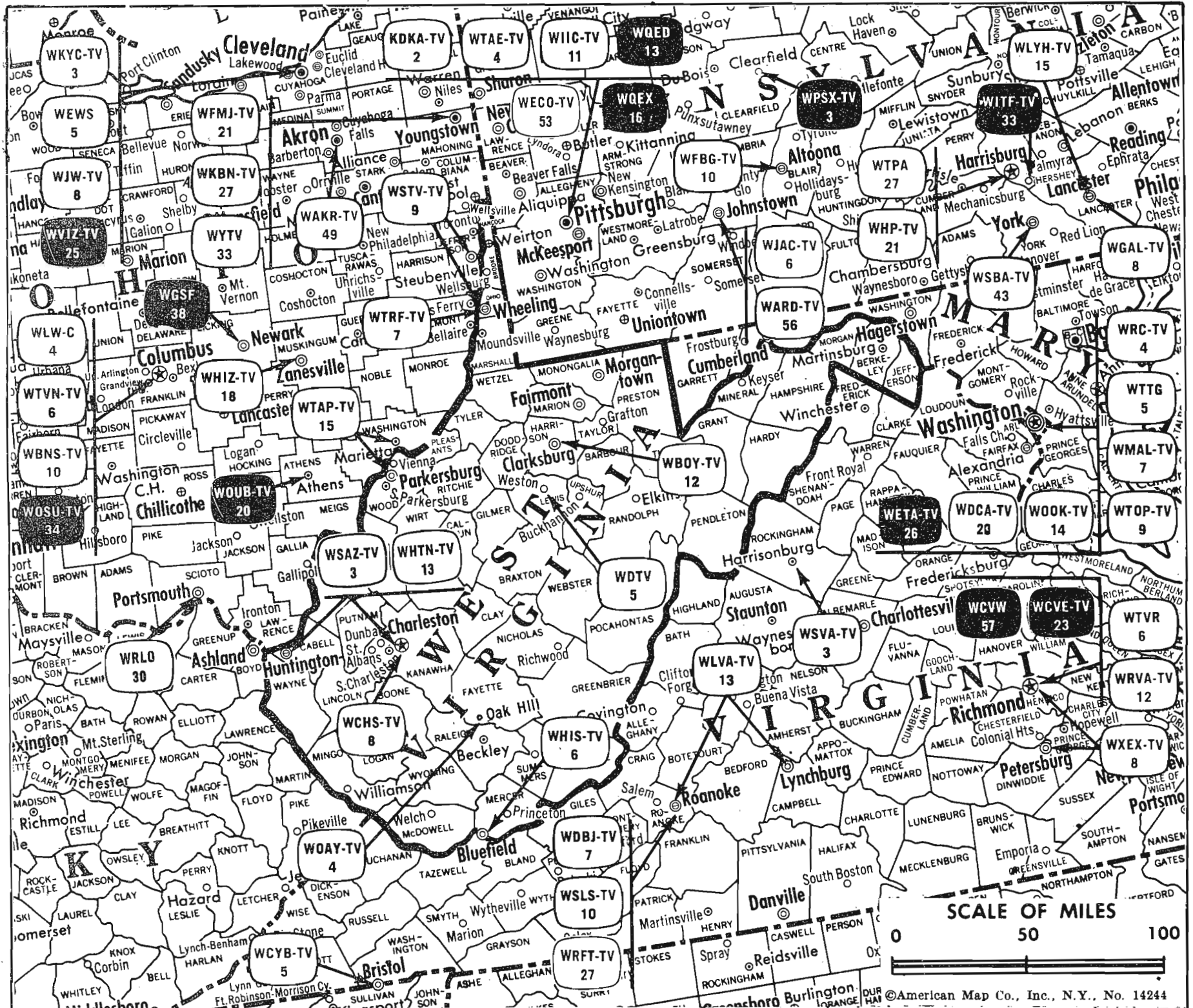


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# West Virginia



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Wheeling-Steubenville	464,800	37	1,580,800	16	1,518,900	15
Charleston-Huntington	399,300	48	627,900	61	577,300	60
Bluefield	110,700	144	248,900	141	223,900	142
Oak Hill	75,500	167	279,900	130	258,500	129
Clarksburg-Fairmont	63,200	175	414,000	102	389,300	99
Parkersburg	24,600	207	66,000	206	61,500	207

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)



West Virginia Station Status as of Jan. 1, 1968

	VHF	UHF	TOTAL
☐ Commercial Television Stations	8	1	9
● Educational Television Stations	0	0	0
			9

**WCHS-TV, Charleston**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50%</b>	<b>KENTUCKY</b>				
		Floyd	8,500	7,400	86
		Lewis	3,700	3,100	85
		Rowan	3,500	3,000	86
	<b>WEST VIRGINIA</b>				
		Clay	2,200	1,900	89
		Lewis	4,900	4,500	92
		Mc Dowell	13,500	12,100	90
		Mingo	9,200	8,300	90
		Pleasants	2,100	1,900	93
		Summers	3,600	3,000	83
		Upshur	4,800	4,300	91
		Wyoming	7,900	7,000	89
<b>Between 5-24%</b>	<b>KENTUCKY</b>				
		Breathitt	3,000	2,100	68
		Knott	3,500	2,600	75
		Letcher	6,000	4,800	80
		Pike	15,600	13,500	87
	<b>OHIO</b>				
		Hocking	5,800	5,500	95
		Morgan	3,400	3,100	92
		Pike	5,700	5,300	92
		Ross	17,500	16,600	95
	<b>VIRGINIA</b>				
		Buchanan	8,800	7,500	86
		Dickenson	4,300	3,900	91
	Wise	11,700	10,400	89	
<b>WEST VIRGINIA</b>					
	Greenbrier	8,600	7,700	89	
	Mercer	18,200	16,900	93	

**WHTN-TV, Huntington**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50%</b>	<b>KENTUCKY—(Continued)</b>				
		Pike	15,600	13,500	87
		Rowan	3,500	3,000	86
	<b>WEST VIRGINIA</b>				
		Braxton	3,500	3,000	85
		Calhoun	1,700	1,500	88
		Mc Dowell	13,500	12,100	90
		Mercer	18,200	16,900	93
		Mingo	9,200	8,300	90
		Pleasants	2,100	1,900	93
		Roane	3,600	3,200	90
		Summers	3,600	3,000	83
		Webster	2,600	2,300	87
<b>Between 5-24%</b>	<b>KENTUCKY</b>				
		Breathitt	3,000	2,100	68
		Fleming	3,400	3,000	87
		Letcher	6,000	4,800	80
	<b>OHIO</b>				
		Adams	5,700	5,100	88
		Hocking	5,800	5,500	95
		Morgan	3,400	3,100	92
		Noble	3,200	2,800	89
		Pike	5,700	5,300	92
		Ross	17,500	16,600	95
	<b>VIRGINIA</b>				
		Buchanan	8,800	7,500	86
	Dickenson	4,300	3,900	91	
	Tazewell	12,300	11,200	92	
	Wise	11,700	10,400	89	
<b>WEST VIRGINIA</b>					
	Gilmer	1,700	1,500	88	
	Ritchie	2,700	2,300	88	
	Wyoming	7,900	7,000	89	

**West Virginia**

**WSAZ-TV, Huntington**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Over 50%</b>	<b>WEST VIRGINIA—(Continued)</b>				
		Raleigh	18,200	16,700	92
		Ritchie	2,700	2,300	88
		Roane	3,600	3,200	90
		Wayne	10,900	10,200	93
		Webster	2,600	2,300	87
		Wirt	900	800	90
		Wood	26,700	25,100	94
<b>Between 25-50%</b>	<b>KENTUCKY</b>				
		Knott	3,500	2,600	75
		Menifee	900	700	82
		Powell	1,800	1,300	72
		Wolfe	1,400	1,000	74
	<b>OHIO</b>				
		Pike	5,700	5,300	92
	<b>VIRGINIA</b>				
	Buchanan	8,800	7,500	86	
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>				
		Clay	2,200	1,900	89
		Wyoming	7,900	7,000	89
	<b>KENTUCKY</b>				
		Bath	2,500	2,000	82
		Fleming	3,400	3,000	87
		Harlan	10,400	8,900	85
		Lee	1,700	1,200	70
<b>OHIO</b>					
	Letcher	6,000	4,800	80	
<b>Between 5-24%</b>	<b>OHIO</b>				
		Adams	5,700	5,100	88
		Hocking	5,800	5,500	95
		Morgan	3,400	3,100	92
		Noble	3,200	2,800	89
		Perry	7,600	7,200	95
		Ross	17,500	16,600	95
	<b>VIRGINIA</b>				
		Dickenson	4,300	3,900	91
		Wise	11,700	10,400	89
	<b>WEST VIRGINIA</b>				
		Mercer	18,200	16,900	93

**WTRF-TV, Wheeling**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-50%</b>	<b>WEST VIRGINIA—(Continued)</b>				
		Randolph	6,200	5,500	90
		Ritchie	2,700	2,300	88
		Upshur	4,800	4,300	91
	Wood	26,700	25,100	94	
<b>Between 5-24%</b>	<b>OHIO</b>				
		Holmes	5,600	4,800	85
		Perry	7,600	7,200	95
		Stark	108,100	104,700	97
	<b>PENNSYLVANIA</b>				
		Allegheny	484,300	468,500	97
		Armstrong	22,700	21,700	96
		Butler	34,100	33,100	97
		Fayette	46,400	43,800	94
		Lawrence	33,200	31,800	96
		Westmoreland	109,300	106,000	97
	<b>WEST VIRGINIA</b>				
		Gilmer	1,700	1,500	88

Studio & Mobile Equipment of  
U.S. Television Stations  
Listed in Services Volume

# West Virginia—Bluefield



**WHIS-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 50-kw visual, 6.03-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"  
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mt.

TV tape: Recording facilities.

AM Affiliate: WHIS, 5-kw (.5-kw night), 1440 kc (NBC).

FM Affiliate: WHIS-FM, 5.9-kw, 104.5 mc (No. 283), 1170-ft.

Represented (engineering) by A. D. Ring & Associates.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.

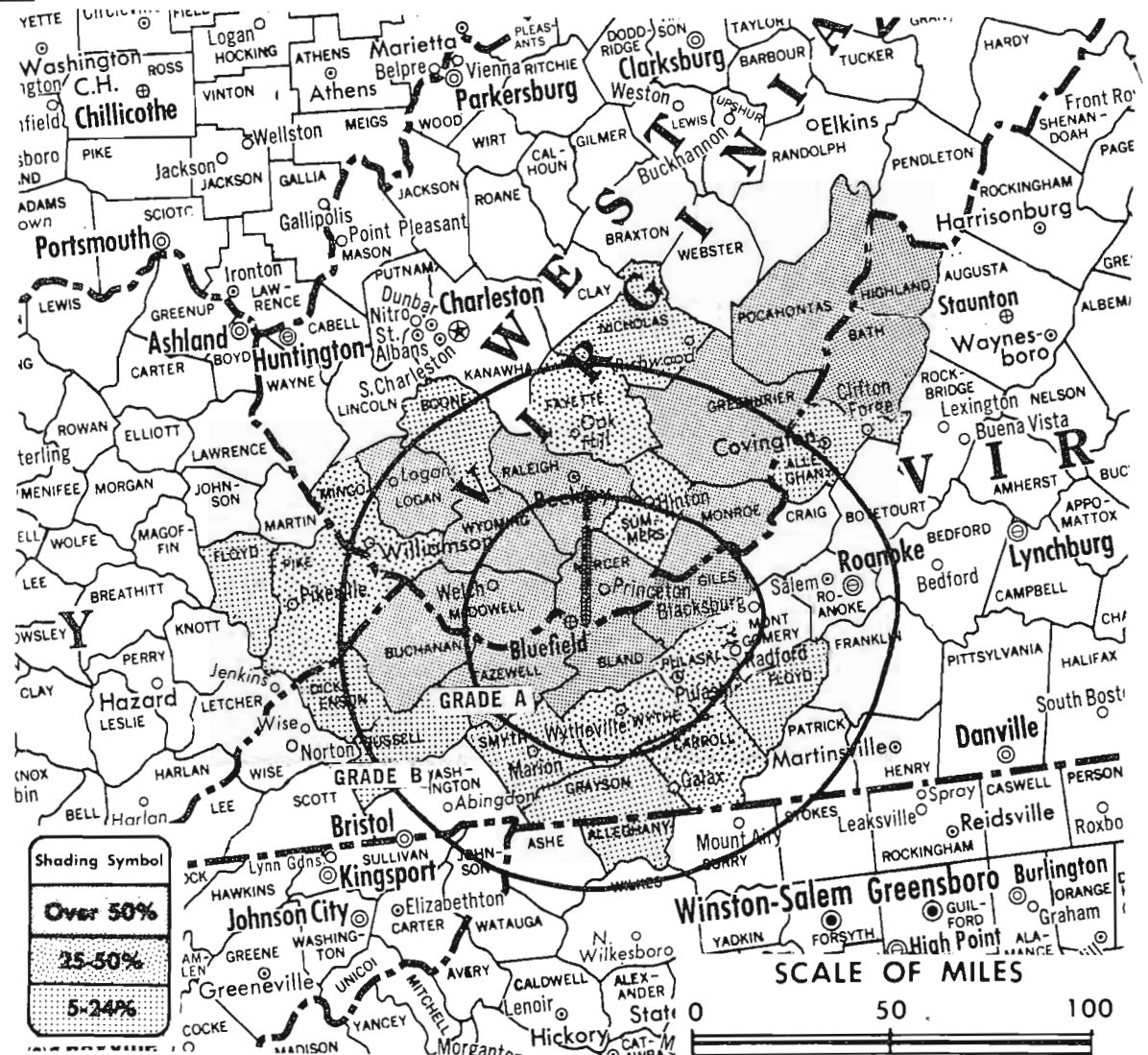
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WHIS-TV Ref: FCC File No. BPCT—1515 Granted 10/29/54

©American Map Co., Inc., N.Y., No. 14244

## WHIS-TV

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: E. Cumberland Rd., Bluefield (24701).

Telephone: 304-327-7115. TWX No.: 710-938-8380.

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%; G. Clark Brant, 15.78%; Mrs. B. L. Early, .34%; Daily Telegraph Printing Co. Employees Pension Trust, 17.15%. Daily Telegraph Printing Co. is buying WBTW, Florence, S.C.

Began Operation: July 31, 1955.

Represented (sales) by Avery-Knodel 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. 9—(Feb. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class A—6:30-10:30 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$120.00 \$100.00\* \$85.00\* \$45.00\*

\*Class A—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	VIRGINIA			
	Bath	1,300	1,200	91
	Bland	1,500	1,200	82
	Buchanan	8,800	7,500	86

Net Weekly Circulation	State County	Total Households	TV Homes	%
	VIRGINIA—(Continued)			
	Giles	4,500	4,200	94
	Highland	600	500	91
	Tazewell	12,300	11,200	92
	WEST VIRGINIA			
Over 50%	Greenbrier	8,600	7,700	89
	Logan	12,600	11,800	94
	McDowell	13,500	12,100	90
	Mercer	18,200	16,900	93
	Monroe	2,500	2,000	80
	Pocahontas	2,300	1,700	75
	Raleigh	18,200	16,700	92
	Wyoming	7,900	7,000	89
	KENTUCKY			
	Pike	15,600	13,500	87
	VIRGINIA			
Between 25-50%	Carroll	7,500	6,600	88
	Pulaski	7,800	7,300	93
	Wythe	6,100	5,500	89
	WEST VIRGINIA			
	Fayette	13,300	12,400	93
	Mingo	9,200	8,300	90
	Summers	3,600	3,000	83
	KENTUCKY			
	Floyd	8,500	7,400	86
	NORTH CAROLINA			
	Alleghany	2,100	1,800	88
	VIRGINIA			
Between 5-24%	Alleghany	8,800	8,200	94
	Dickenson	4,300	3,900	91
	Floyd	2,900	2,600	90
	Grayson	7,000	6,300	90
	Russell	6,700	5,900	88
	Smyth	8,600	7,900	93
	WEST VIRGINIA			
	Boone	6,500	6,100	93
	Nicholas	6,100	5,600	92
	Station Totals	237,400	214,000	90
	Net Weekly Circulation (March 1967)			110,700
	Average Daily Circulation (March 1967)			81,400

# West Virginia—Charleston-Huntington



**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' 13.3"

Transmitter: Coal Mt., 3.5-mi. W of St. Albans, W. Va.

Studio: 1111 Virginia St. E., Charleston.

TV tape: Recording facilities.

AM Affiliate: WCHS, 5-kw, 580 kc (CBS).

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

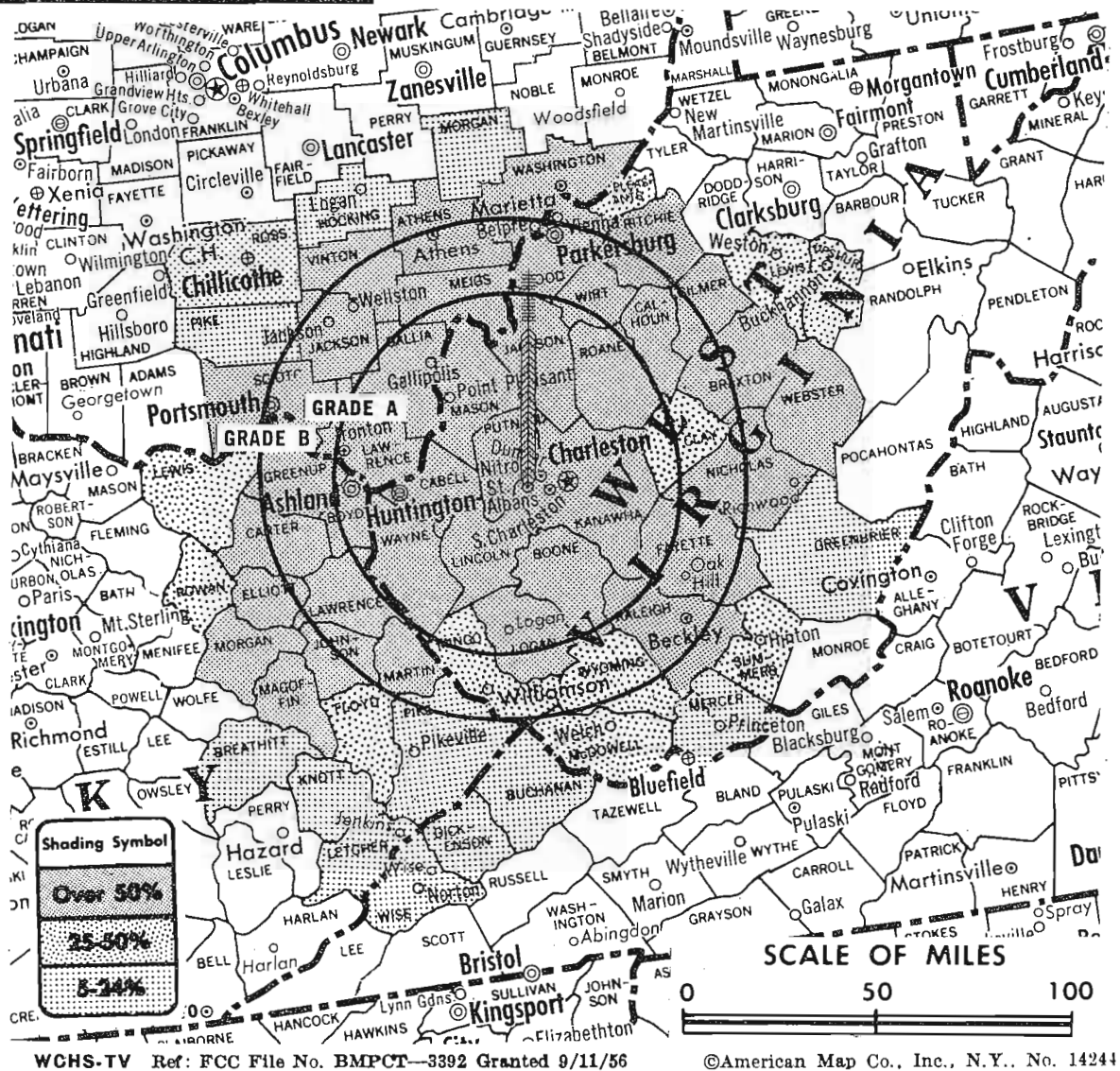
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WCHS-TV Ref: FCC File No. BMPCT-3392 Granted 9/11/56

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## WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E. (25324).

Telephone: 304-346-5358.

TWX No.: 304-666-8839.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began 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 Marcus Cohn.

Represented (engineering) by G. Russell Chambers.

Personnel:

O. WAYNE ROLLINS, president.  
R. RANDALL ROLLINS, executive vice president.  
WILLIAM G. RHODES, asst. to exec. vice president.  
PHILIP D. MARELLA, general manager.  
JAMES R. DEITSCH, regional sales manager.  
CURTIS W. BUTLER, local sales manager.  
CHARLES N. MOYER, operations manager.  
GENE R. BRICK, chief engineer.  
TOM KNIGHT, news director.  
RICHARD JOHNSON, chief photographer.

### DIGEST OF RATE CARD NO. 12 (June 6, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.	\$1500.00	\$900.00	\$550.00	\$260.00	\$220.00	\$110.00

NETWORK BASE HOURLY RATE: \$1000.

For Other Owners of Two or More TV Stations, see Group Ownership Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>KENTUCKY</b>			
	Boyd	16,700	16,000	96
	Carter	5,500	4,800	88
	Elliott	1,400	1,300	90
	Greenup	9,000	8,400	93
	Johnson	4,800	4,200	87
	Lawrence	2,900	2,600	90
	Magoffin	2,300	1,900	81
	Martin	2,100	1,700	81
	Morgan	2,500	2,100	82
	<b>OHIO</b>			
	Athens	12,100	11,200	92
	Gallia	6,700	6,200	93
	Jackson	8,500	8,000	94
	Lawrence	16,200	15,400	95
	Meigs	6,000	5,600	93
	Scioto	24,600	23,300	95
	Vinton	2,600	2,400	93
	Washington	15,700	14,600	93
	<b>WEST VIRGINIA</b>			
Over 50%	Boone	6,500	6,100	93
	Braxton	3,500	3,000	85
	Cabell	35,300	33,900	96
	Calhoun	1,700	1,500	88
	Fayette	13,300	12,400	93
	Gilmer	1,700	1,500	88
	Jackson	5,800	5,500	95
	Kanawha	77,700	74,300	96
	Lincoln	4,500	4,100	92
	Logan	12,600	11,800	94
	Mason	7,000	6,700	96
	Nicholas	6,100	5,600	92
	Putnam	7,000	6,600	95
	Raleigh	18,200	16,700	92
	Ritchie	2,700	2,300	88
	Roane	3,600	3,200	90
	Wayne	10,900	10,200	93
	Webster	2,600	2,300	87
	Wirt	900	800	90
	Wood	26,700	25,100	94

(Continued on page 765-b)

Station Totals	563,900	519,700	92
Net Weekly Circulation (March 1967)			349,600
Average Daily Circulation (March 1967)			252,000



# 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"

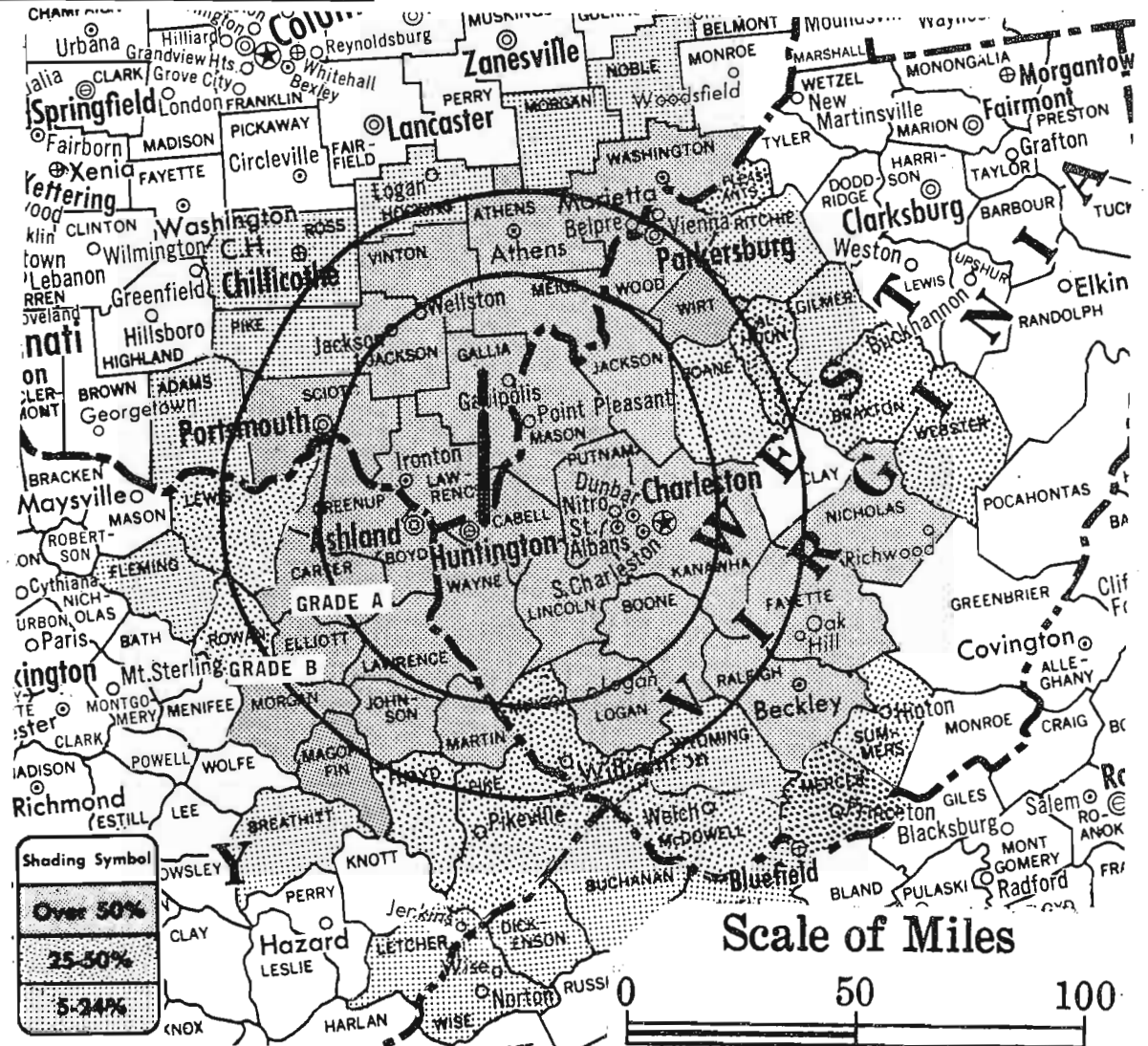
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

WHTN-TV Ref: FCC File No. BMLCT-100 Granted 6/9/61

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## 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.

Began 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. Inc.

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.
- GEORGE A. MILLER JR., general sales manager.
- DICK RICHMOND, program director & film buyer.
- BOB HAMLIN, production manager.
- EDWARD GURNEY, technical director.
- PHYLLIS KINGERY, traffic.
- CAROLYNN JACOBY, promotion & merchandising.
- DEAN STORM, news director.
- PERRY COMPSTON, film director.
- CHARLES HARPER, operations mgr. & studio chief engineer.

### DIGEST OF RATE CARD NO. 12

(July 17, 1967)

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 \$260.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$1150.

For Other TV Station Sales,  
see Sales and Transfers Section.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>KENTUCKY</b>			
	Boyd	16,700	16,000	96
	Carter	5,500	4,800	88
	Elliott	1,400	1,300	90
	Greenup	9,000	8,400	93
	Johnson	4,800	4,200	87
	Lawrence	2,900	2,600	90
	Magoffin	2,300	1,900	81
	Martin	2,100	1,700	81
	Morgan	2,500	2,100	82
	<b>OHIO</b>			
	Athens	12,100	11,200	92
	Gallia	6,700	6,200	93
	Jackson	8,500	8,000	94
	Lawrence	16,200	15,400	95
	Meigs	6,000	5,600	93
	Scioto	24,600	23,300	95
	Vinton	2,600	2,400	93
	Washington	15,700	14,600	93
	<b>WEST VIRGINIA</b>			
Boone	6,500	6,100	93	
Cabell	35,300	33,900	96	
Fayette	13,300	12,400	93	
Jackson	5,800	5,500	95	
Kanawha	77,700	74,300	96	
Lincoln	4,500	4,100	92	
Logan	12,600	11,800	94	
Mason	7,000	6,700	96	
Nicholas	6,100	5,600	92	
Putnam	7,000	6,600	95	
Raleigh	18,200	16,700	92	
Wayne	10,900	10,200	93	
Wirt	900	800	90	
Wood	26,700	25,100	94	
<b>Between 25-50%</b>	<b>KENTUCKY</b>			
	Floyd	8,500	7,400	86
Lewis	3,700	3,100	85	

(Continued on page 765-b)

Station Totals	564,500	520,800	92
Net Weekly Circulation (March 1967)			338,000
Average Daily Circulation (March 1967)			216,500



# West Virginia—Huntington-Charleston



**WSAZ-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"

Longitude 82° 13' 09"

Transmitter: Barker's Ridge, W. Va.

TV tape: Recording facilities.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kc (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP, UPI.

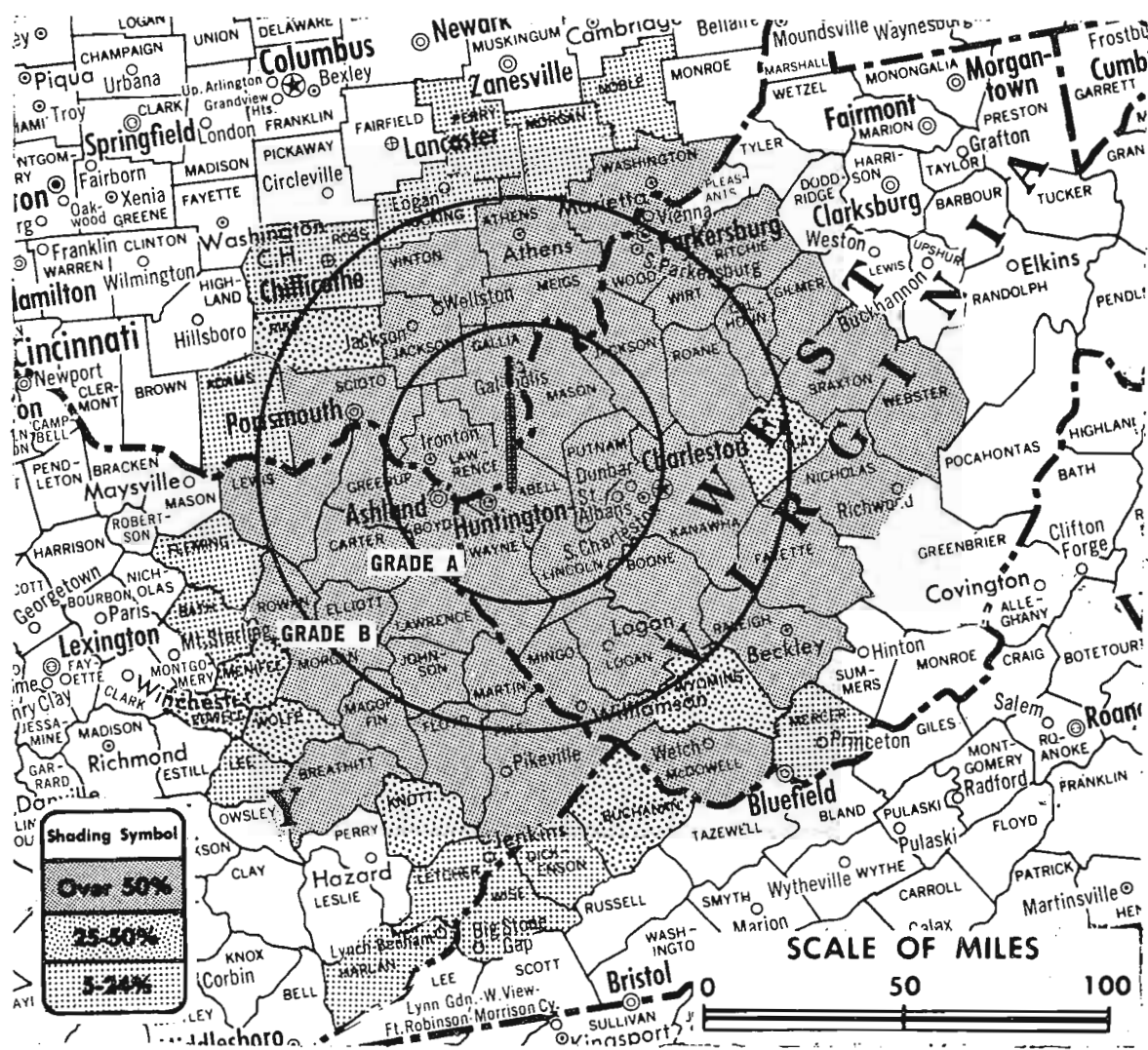
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WSAZ-TV Ref: FCC File No. BMPCT-1056 Granted 1/11/54

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## WSAZ-TV

Licensee: Capital Cities Bcstg. Corp., WSAZ Bldg., 201 Ninth St., Huntington (25701).

Studios: WSAZ Bldg., 201 Ninth St., Huntington (25701); auxiliary studio in Charleston.

Telephones: 304-529-4127, Huntington; 304-344-3521, Charleston. TWX No.: 710-931-8034.

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.  
 GEORGE R. ANDRICK, local sales manager.  
 ROBERT HARRIS, manager Charleston operations.  
 WILLIAM WATTS, manager, Charleston sales operations.  
 M. S. ROTH, program director & film buyer.  
 C. BOSWORTH JOHNSON, news director.  
 GEORGE M. CURRY, promotion manager.  
 JACK M. WILLIAMS, merchandising director.  
 JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. P20—(June 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	1700.00	\$900.00	\$600.00	\$475.00	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1700.

For Index to Contents  
see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>KENTUCKY</b>			
	Boyd	16,700	16,000	96
	Breathitt	3,000	2,100	68
	Carter	5,500	4,800	88
	Elliott	1,400	1,300	90
	Floyd	8,500	7,400	86
	Greenup	9,000	8,400	93
	Johnson	4,800	4,200	87
	Lawrence	2,900	2,600	90
	Lewis	3,700	3,100	85
	Magoffin	2,300	1,900	81
	Martin	2,100	1,700	81
	Morgan	2,500	2,100	82
	Pike	15,600	13,500	87
	Rowan	3,500	3,000	86
	<b>OHIO</b>			
	Athens	12,100	11,200	92
	Gallia	6,700	6,200	93
	Jackson	8,500	8,000	94
	Lawrence	16,200	15,400	95
	Meigs	6,000	5,600	93
	Scioto	24,600	23,300	95
	Vinton	2,600	2,400	93
	Washington	15,700	14,600	93
	<b>WEST VIRGINIA</b>			
	Boone	6,500	6,100	93
	Braxton	3,500	3,000	85
	Cabell	35,300	33,900	96
	Calhoun	1,700	1,500	88
	Fayette	13,300	12,400	93
	Gilmer	1,700	1,500	88
	Jackson	5,800	5,500	95
	Kanawha	77,700	74,300	96
	Lincoln	4,500	4,100	92
	Logan	12,600	11,800	94
	Mason	7,000	6,700	96
	Mc Dowell	13,500	12,100	90
	Mingo	9,200	8,300	90
	Nicholas	6,100	5,600	92
	Putnam	7,000	6,600	95

Over 50%

(Continued on page 765-b)

Station Totals	578,500	531,500	92
Net Weekly Circulation (March 1967)			399,300
Average Daily Circulation (March 1967)			329,800

# West Virginia—Clarksburg

**WBOY-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 275-kw maximum and 120-kw horizontal visual, 24-kw 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.

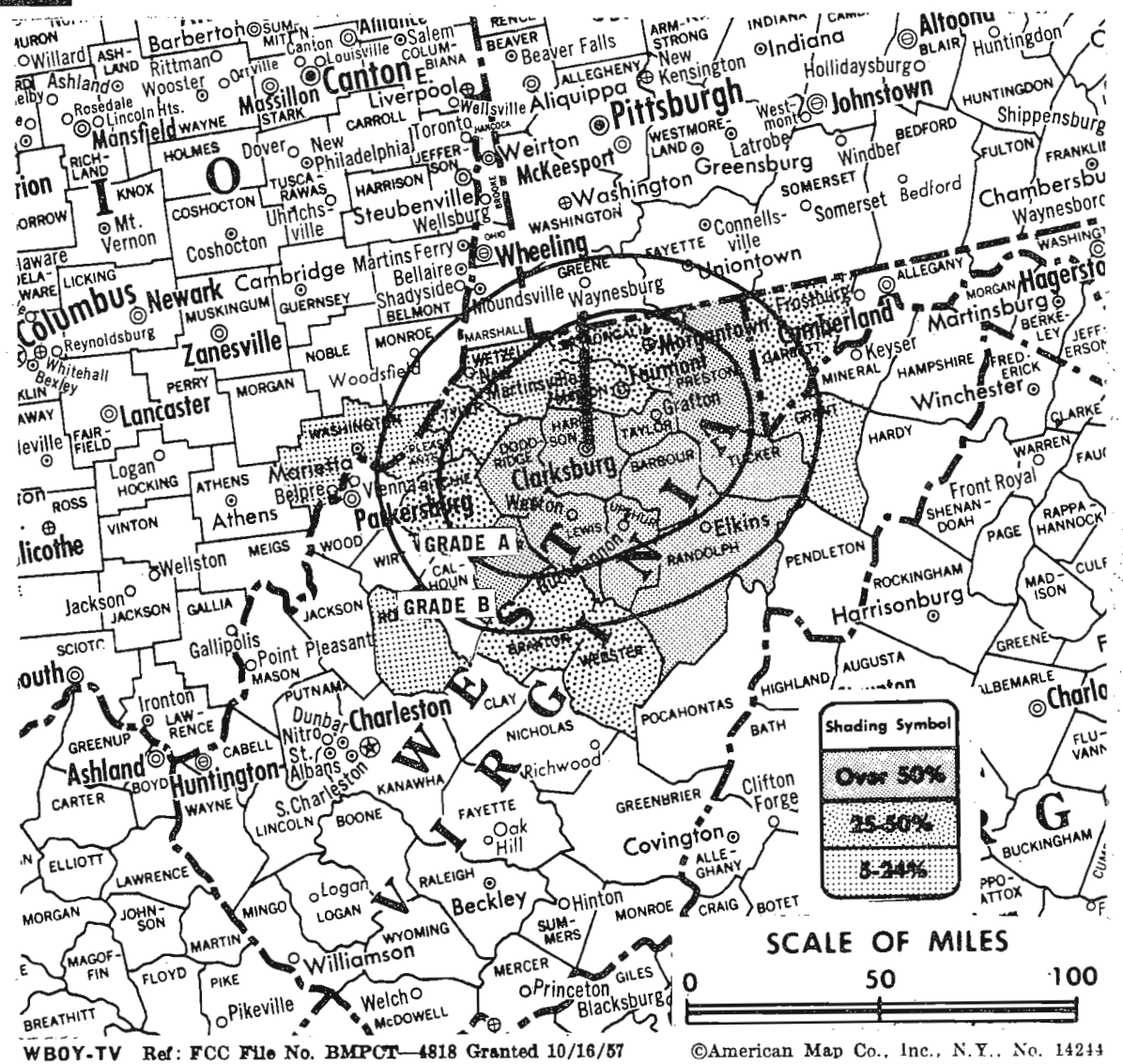
TWX No.: 304-366-2376.

AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kc (NBC).

Color: Network only.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WBOY-TV Ref: FCC File No. B1PCT-4818 Granted 10/16/67

©American Map Co., Inc., N.Y., No. 14244

## WBOY-TV

Network Service: NBC; also available on ABC.

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 Adam Young-VTM Inc.

Represented (legal) by Smith & Pepper.

Represented (engineering) by Jules Cohen & Associates.

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.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$250.00	\$150.00	\$98.00	\$75.00	\$65.00	\$50.00
NETWORK BASE HOURLY RATE: \$225 (NBC), \$225 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>WEST VIRGINIA</b>			
	Barbour	3,400	3,100	90
	Doddridge	1,400	1,300	89
	Gilmer	1,700	1,500	88
	Harrison	22,100	21,300	96
	Lewis	4,900	4,500	92
	Preston	6,400	5,800	90
	Randolph	6,200	5,500	90
	Taylor	3,800	3,400	91
	Tucker	1,600	1,400	89
Upshur	4,800	4,300	91	
<b>Between 25-50%</b>	<b>MARYLAND</b>			
	Garrett	6,700	6,000	90
	<b>WEST VIRGINIA</b>			
	Braxton	3,500	3,000	85
	Marion	18,200	17,200	94
	Monongalia	15,000	13,800	92
<b>Between 5-24%</b>	Ritchie	2,700	2,300	88
	Tyler	2,700	2,500	90
	Webster	2,600	2,300	87
	<b>OHIO</b>			
	Washington	15,700	14,600	93
	<b>WEST VIRGINIA</b>			
	Grant	2,200	1,800	83
Pleasants	2,100	1,900	93	
Roane	3,600	3,200	90	
Wetzel	5,300	5,000	94	
<b>Station Totals</b>		<b>136,600</b>	<b>125,700</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>63,200</b>
<b>Average Daily Circulation (March 1967)</b>				<b>42,400</b>

# West Virginia—Oak Hill-Beckley



## WOAY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"

Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 21, .7-mi. S of Oak Hill.

TV tape: Recording facilities.

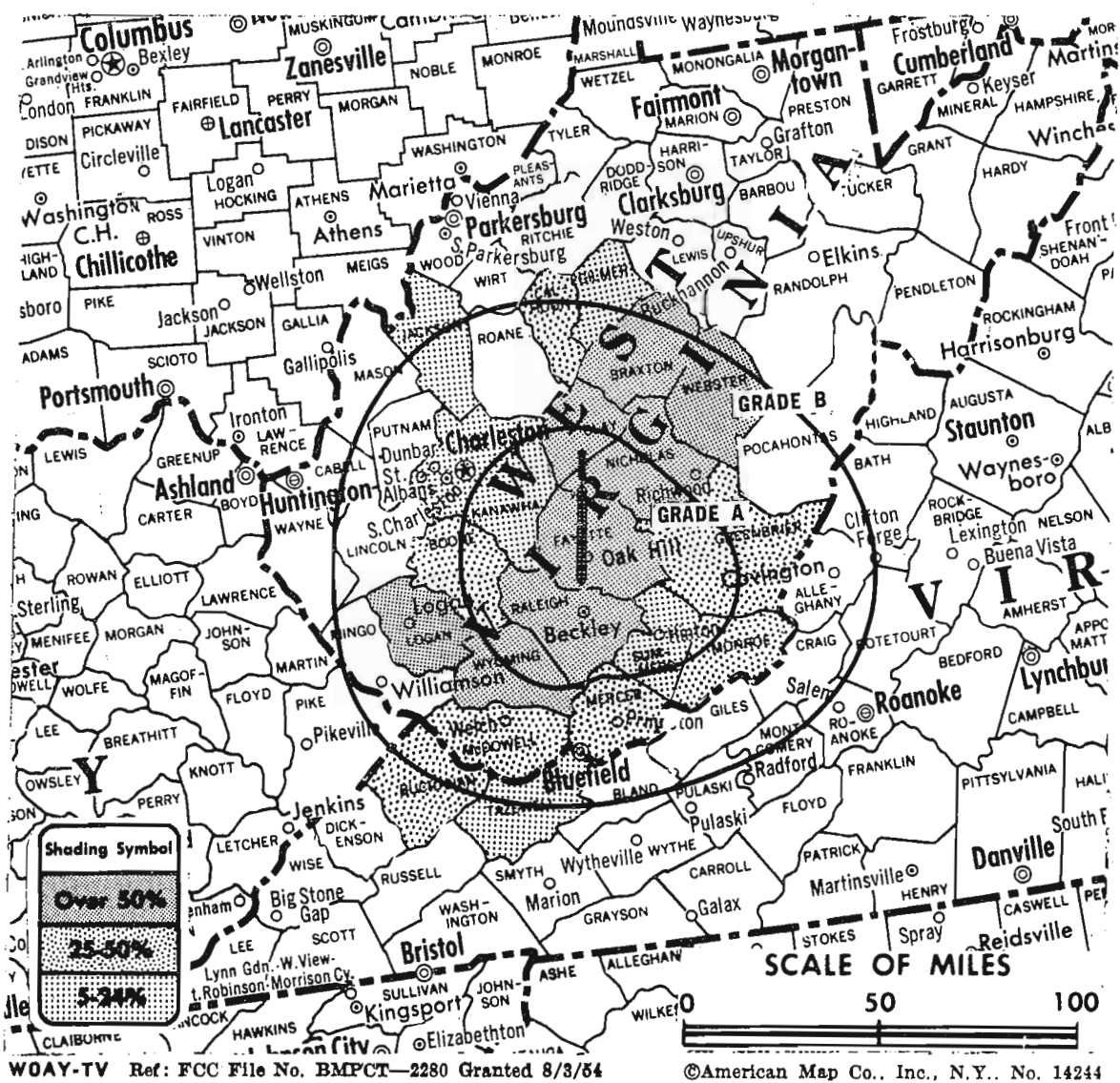
AM Affiliate: WOAY, 10-kw, 860 kc.

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 1/1/68.  
 TV Homes: TV% and Circulation  
 © 1967 American Research Bureau.  
 County coverage (shaded areas) based on 1965 ARB study.

## WOAY-TV

Licensee: Robert R. Thomas Jr., Box 251 (25901).

Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.

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.  
 STEWART YARBRO, 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	\$20.00
NETWORK BASE HOURLY RATE: \$225.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>WEST VIRGINIA</b>				
		Braxton	3,500	3,000	85
		Clay	2,200	1,900	89
		Fayette	13,300	12,400	93
		Logan	12,600	11,800	94
		Nicholas	6,100	5,600	92
		Raleigh	18,200	16,700	92
		Webster	2,600	2,300	87
<b>Between 25-50%</b>	<b>VIRGINIA</b>				
		Buchanan	8,800	7,500	86
	<b>WEST VIRGINIA</b>				
		Boone	6,500	6,100	93
		Calhoun	1,700	1,500	88
		Greenbrier	8,600	7,700	89
<b>Between 5-24%</b>	<b>VIRGINIA</b>				
		Tazewell	12,300	11,200	92
	<b>WEST VIRGINIA</b>				
		Gilmer	1,700	1,500	88
		Jackson	5,800	5,500	95
		Kanawha	77,700	74,300	96
	Summers	3,600	3,000	83	
<b>Station Totals</b>			227,300	210,000	92
Net Weekly Circulation (March 1967)					75,500
Average Daily Circulation (March 1967)					42,100



# West Virginia—Parkersburg-Marietta, O.



Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 19.5-kw visual, 3.89-kw aural. Antenna: 570-ft. above av. terrain, 450-ft. above ground, 1350-ft. above sea level.

Latitude 39° 20' 50"  
Longitude 81° 33' 46"

Transmitter: Dole's Knob, Constitution, O.

AM Affiliate: WTAP, 1-kw (.25-kw N), 1230 kc (ABC).

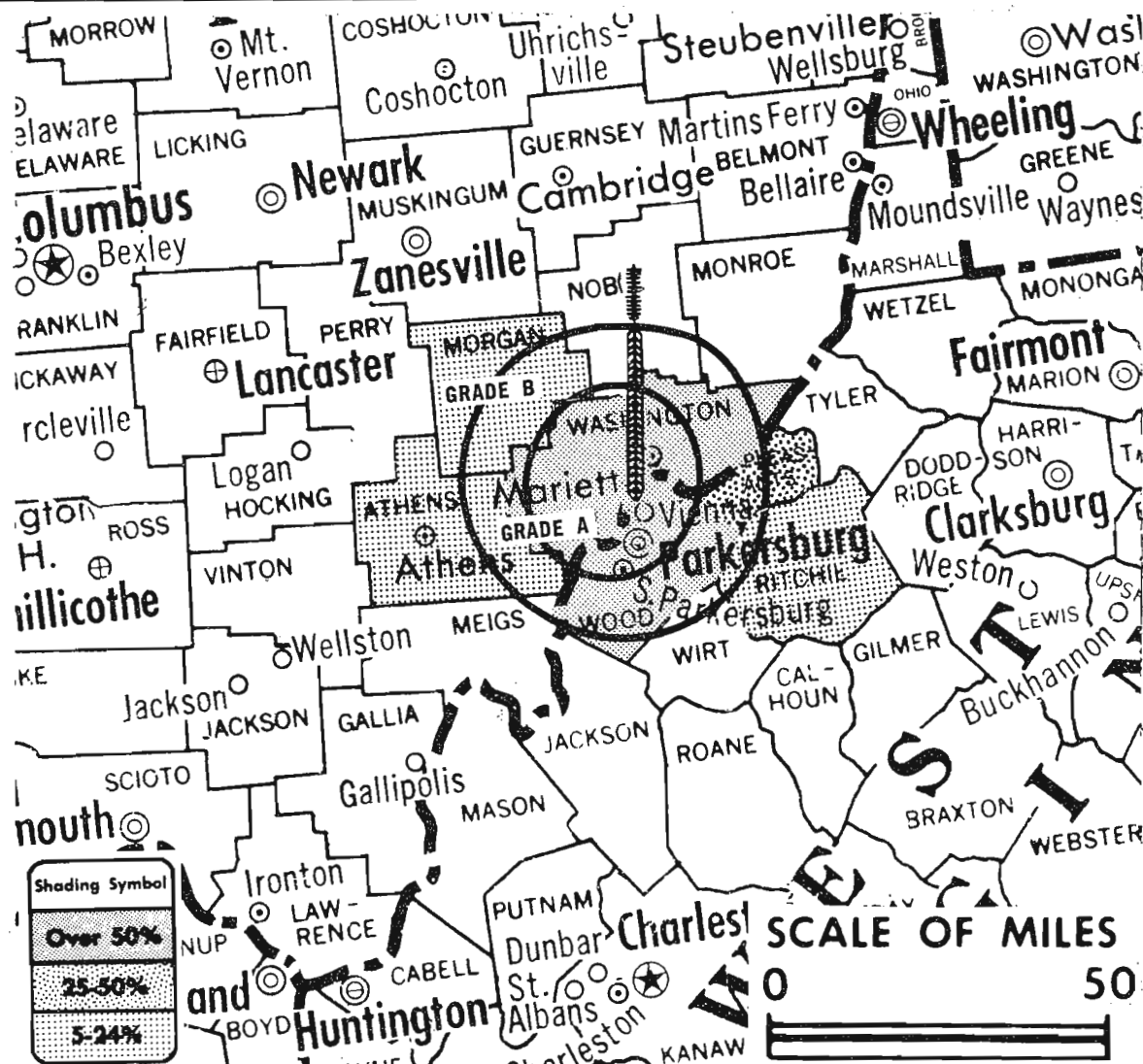
FM Affiliate: WTAP-FM, .720-kw, 103.1 mc (No. 276), 550-ft. antenna height.

Color: Network only.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WTAP-TV Ref: FCC File No. BPCT-1295 Granted 1/11/53

©American Map Co., Inc., N.Y., No. 14244

## WTAP-TV

Network Service: ABC, NBC.

Licensee: T/R Inc., Zanesville, O.

Studio: 121 W. Seventh St., Parkersburg, W. Va. (26102).

Telephone: 304-485-4589.

Ownership: Zanesville Publishing Co.; for other interests see WHIZ-TV, Zanesville, O. Note: Transfer pends to Broadcasting Services Inc.

Began Operation: Oct. 8, 1953. Sale to present owners by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (Television Digest, Vol. 11:10,14).

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Savalli/Gates National Representatives Inc.

Represented (legal) by Robert F. Jones.

Personnel:

ALLAN LAND, managing director, Zanesville.  
RON MAINES, general manager.  
WILLIAM A. HUNT SR., chief engineer.  
BILL CLINE, program director.  
GLENN WILSON, news director.  
SAM SLATER, sports director.

DIGEST OF RATE CARD NO. 2  
(April 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
NETWORK BASE HOURLY RATE:	\$100 (ABC), \$100 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	OHIO Washington	15,700	14,600	93
	WEST VIRGINIA Wood	26,700	25,100	94
	WEST VIRGINIA Pleasants	2,100	1,900	93
Between 25-50%	OHIO Athens	12,100	11,200	92
	Morgan	3,400	3,100	92
	WEST VIRGINIA Ritchie	2,700	2,300	88
Station Totals		62,700	58,200	93
Net Weekly Circulation (March 1967)			24,600	
Average Daily Circulation (March 1967)			12,600	

For Index to Contents

See Services Volume



# West Virginia—Weston-Clarksburg



**WDTV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

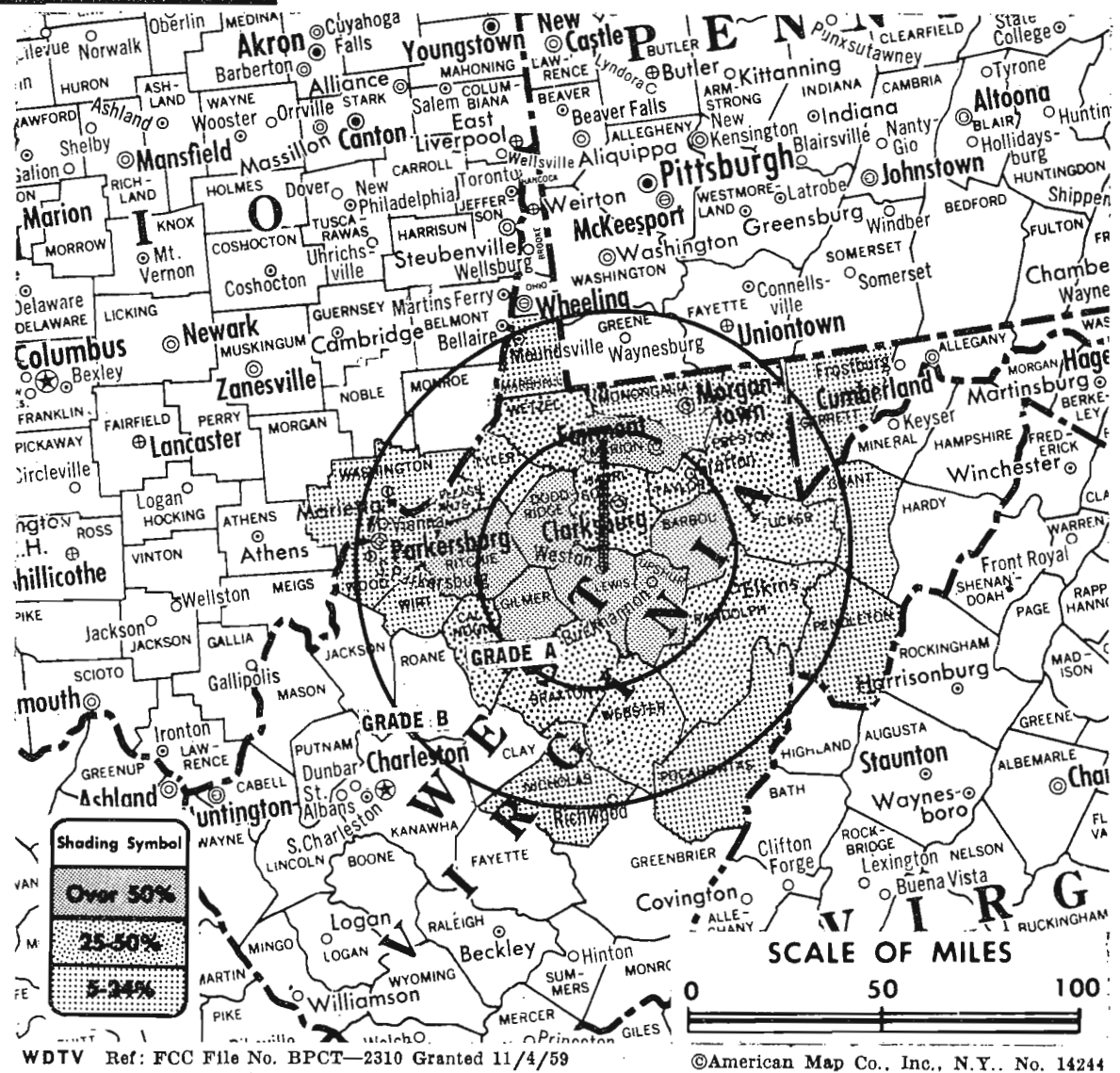
Latitude 39° 04' 27"  
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

Color: Network only.

News Wire Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

## WDTV

Grantee: WDTV, 240 W. Main St., Bridgeport, W. Va. (26330).

Studio: Television Park, Weston, W. Va.

Telephones: 304-842-3558, Fairmont; 304-269-2498, Weston.

Ownership: Broadcast Industries Corp., 100%. Broadcast Industries owns 7% of LIN Bcstg. For other interests, see WAND, Decatur, Ill.

Began Operation: June 22, 1960. Sale to present owner (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35).

Represented (sales) by National Television Sales Inc.

Personnel:

M. WILLIAM GROSSMAN, president.  
JOHN E. NORTH, vice president & general manager.  
JAMES CURTIS, sales manager.  
NICK PELLEGRIN, program director.  
DON MARTINO, production manager.  
PAUL ELLISON, news director.  
KERMIT WENDT, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Feb. 15, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11:15 p.m., daily.	\$215.00	\$129.00	\$85.00	\$65.00	\$40.00	\$32.00

NETWORK BASE HOURLY RATE: \$225.

For Translator Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>WEST VIRGINIA</b>			
	Barbour	3,400	3,100	90
	Doddridge	1,400	1,300	89
	Gilmer	1,700	1,500	88
	Lewis	4,900	4,500	92
	Marion	18,200	17,200	94
	Ritchie	2,700	2,300	88
Upshur	4,800	4,300	91	
<b>Between 25-50%</b>	<b>WEST VIRGINIA</b>			
	Braxton	3,500	3,000	85
	Calhoun	1,700	1,500	88
	Harrison	22,100	21,300	96
	Pleasants	2,100	1,900	93
	Preston	6,400	5,800	90
	Randolph	6,200	5,500	90
	Taylor	3,800	3,400	91
	Tucker	1,600	1,400	89
	Tyler	2,700	2,500	90
Webster	2,600	2,300	87	
Wetzel	5,300	5,000	94	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Garrett	6,700	6,000	90
	<b>OHIO</b>			
	Washington	15,700	14,600	93
	<b>WEST VIRGINIA</b>			
	Grant	2,200	1,800	83
	Marshall	11,700	11,300	96
	Monongalia	15,000	13,800	92
	Nicholas	6,100	5,600	92
	Pendelton	1,700	1,500	86
Pocahontas	2,300	1,700	75	
Wirt	900	800	90	
Wood	26,700	25,100	94	
<b>Station Totals</b>		<b>184,100</b>	<b>170,000</b>	<b>92</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>54,900</b>
<b>Average Daily Circulation (March 1967)</b>				<b>28,400</b>

# 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.

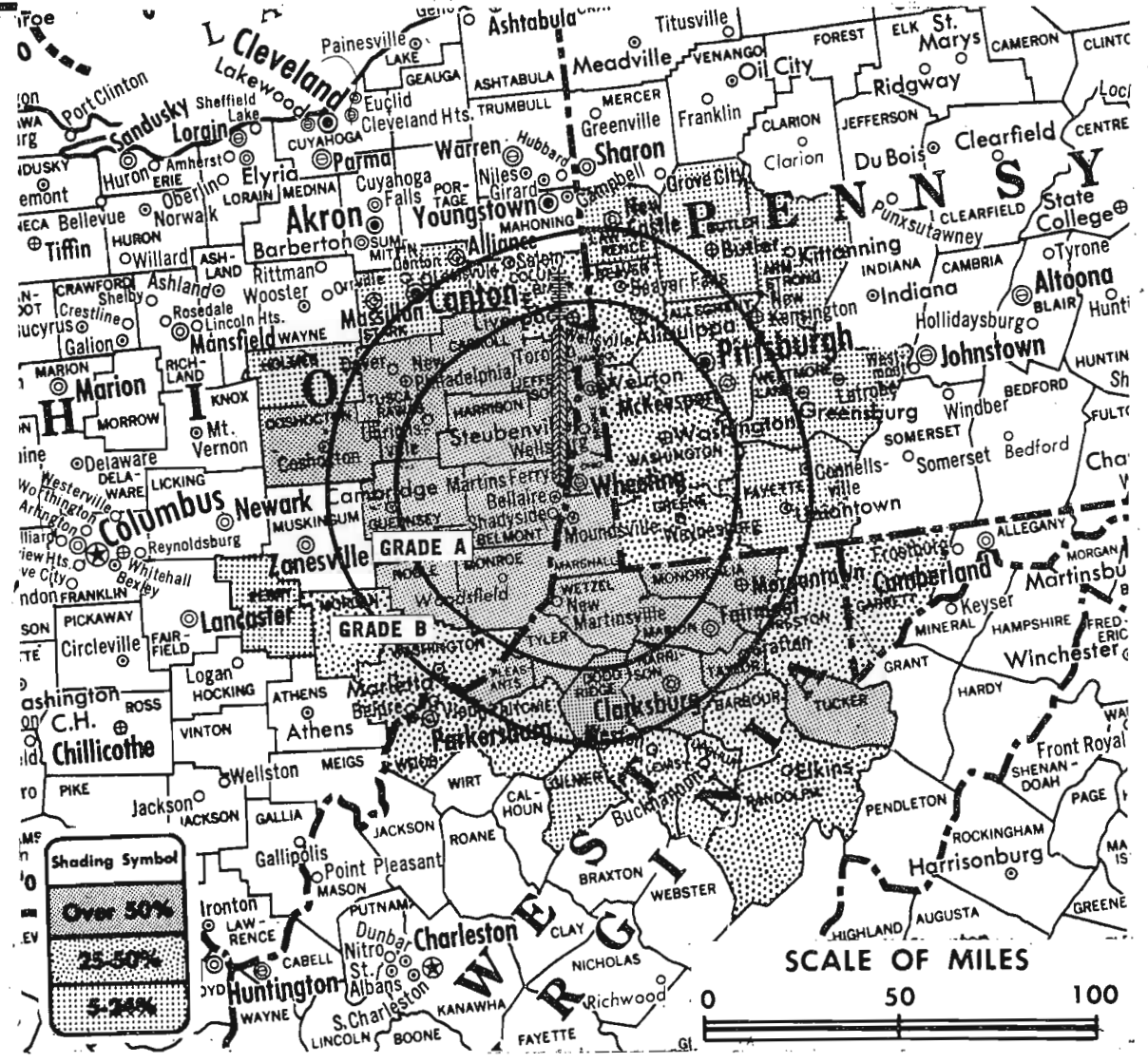
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTRF-TV Ref: FCC File No. BPCT-3111 Granted 1/4/63

©American Map Co., Inc., N.Y., No. 14241

## 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, chmn., 22.5%; Robert W. Ferguson, pres., 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.; WWST, Wooster, O. and WKNT & FM, Kent, 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 Intelligence 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, president & general manager.
- GEORGE DIAB, vice president & sales manager.
- CYRIL J. ACKERMANN, national sales manager.
- GARY VORHEES, program & operations 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. 11—(Jan. 1, 1966)

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\* \$225.00\* \$215.00\* \$110.00\*

\*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

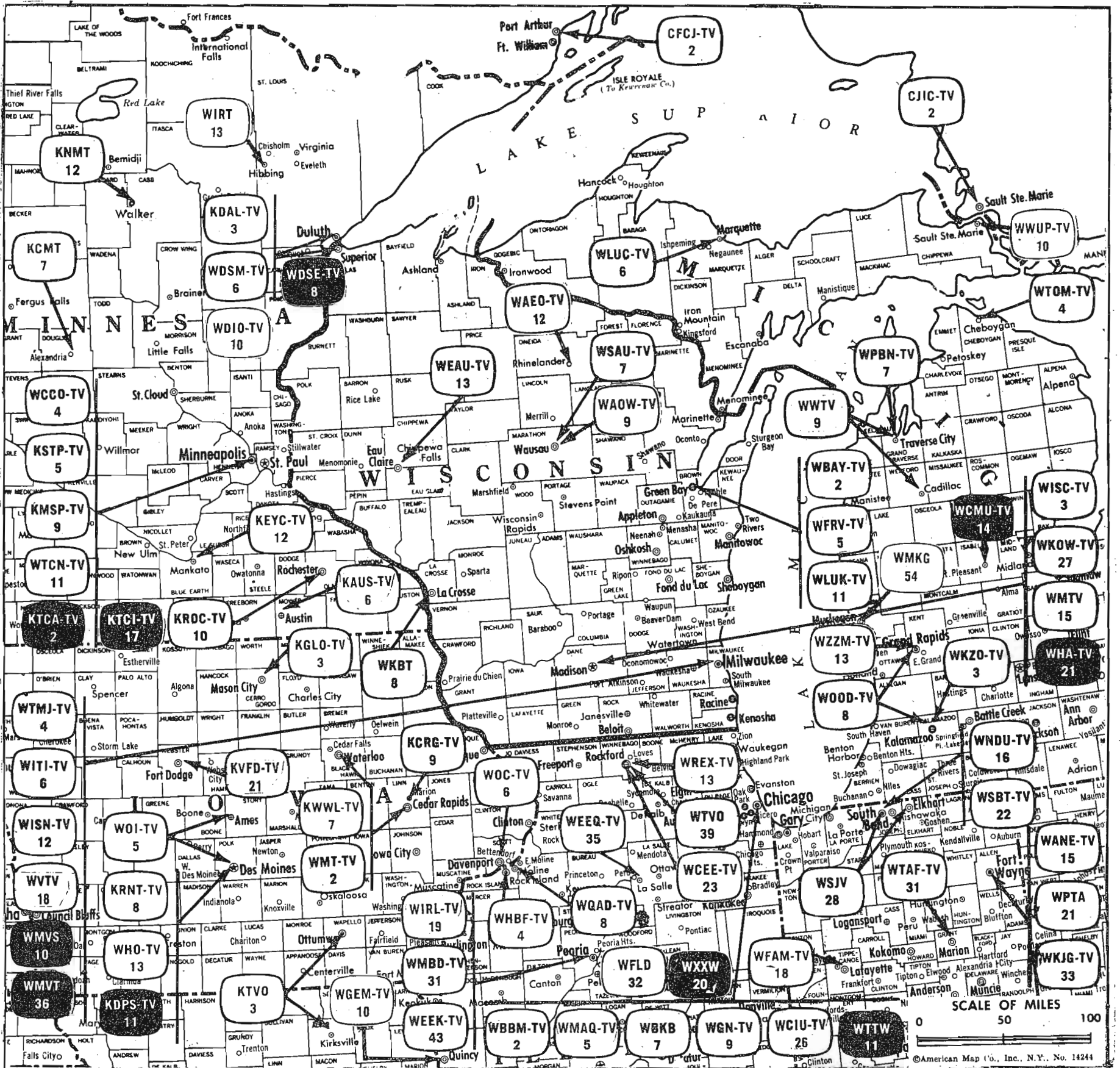
774-b

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>OHIO</b>				
		Belmont	25,300	24,300	96
		Carroll	5,900	5,700	96
		Coshocton	9,800	9,100	92
		Guernsey	10,800	10,200	94
		Harrison	5,300	5,000	95
		Jefferson	28,200	27,400	97
		Monroe	4,300	3,900	92
		Noble	3,200	2,800	89
		Tuscarawas	24,300	23,000	95
	<b>WEST VIRGINIA</b>				
		Brooke	8,600	8,400	97
		Doddridge	1,400	1,300	89
		Hancock	12,600	12,400	99
	Harrison	22,100	21,300	96	
	Marion	18,200	17,200	94	
	Marshall	11,700	11,300	96	
	Monongalia	15,000	13,800	92	
	Ohio	22,700	21,900	97	
	Pleasants	2,100	1,900	93	
	Taylor	3,800	3,400	91	
	Tucker	1,600	1,400	89	
	Tyler	2,700	2,500	90	
	Wetzel	5,300	5,000	94	
Between 25-50%	<b>MARYLAND</b>				
		Garrett	6,700	6,000	90
	<b>OHIO</b>				
		Columbiana	32,200	31,000	96
		Morgan	3,400	3,100	92
	Washington	15,700	14,600	93	
<b>PENNSYLVANIA</b>					
	Beaver	61,200	59,300	97	
	Greene	10,100	9,500	94	
	Washington	63,700	61,300	96	
<b>WEST VIRGINIA</b>					
	Barbour	3,500	3,000	85	
	Lewis	4,900	4,500	92	
	Preston	6,400	5,800	90	

(Continued on page 765-b)

Station Totals	1,346,000	1,291,700	96
Net Weekly Circulation (March 1967)			360,300
Average Daily Circulation (March 1967)			202,300

TV Factbook No. 38



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Milwaukee	592,700	24	981,900	30	949,900	28
Green Bay	273,500	70	504,800	76	484,700	73
Madison	217,900	88	563,700	66	537,500	65
Superior-Duluth	147,900	115	199,400	152	183,800	150
LaCrosse-Eau Claire	128,200	131	306,800	124	289,200	123
Wausau-Rhineland	106,800	151	323,500	122	307,400	118

Note: For additional state data, see next page.



# Wisconsin

## Wisconsin Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
12	3	15
2	2	4
		19

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

### WHA-TV Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 843 Extension Bldg., Madison, Wis. (53706).

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, Wis. (53203).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 316-kw visual, 49-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"

### WLUK-TV, Green Bay (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Between 5-24 %</b>	MICHIGAN				
		Gogebic	6,800	6,400	94
		Grand Traverse	10,500	9,900	94
		Mecosta	5,700	5,400	95
		Ontonagon	3,200	2,800	89
		Schoolcraft	2,300	2,100	91
	WISCONSIN				
		Dodge	18,400	17,400	95
		Forest	1,600	1,400	90
		Iron	2,000	1,900	96
	Lincoln	6,500	6,200	96	
	Ozaukee	12,600	12,200	97	

For Translator Directory

See Services Volume

### WMVT Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: Milwaukee Bd. of Vocational & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 379-kw max. and 182-kw horizontal visual, 45.5-kw max. and 21.9-kw horizontal aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-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, 403 Bradley Bldg., Duluth, Minn. (55802).

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-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.)

### WBAY-TV, Green Bay (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>5-24 % Between</b>	WISCONSIN				
		Adams	2,400	2,200	91
		Columbia	11,000	10,400	95
		Dodge	18,400	17,400	95
		Lincoln	6,500	6,200	96
		Marathon	25,700	24,900	97
		Ozaukee	12,600	12,200	97
		Vilas	2,900	2,700	93
		Washington	14,300	13,900	97
		Wood	17,800	17,200	96



# Wisconsin—Eau Claire

**abc WEAU-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"  
Longitude 90° 57' 41"

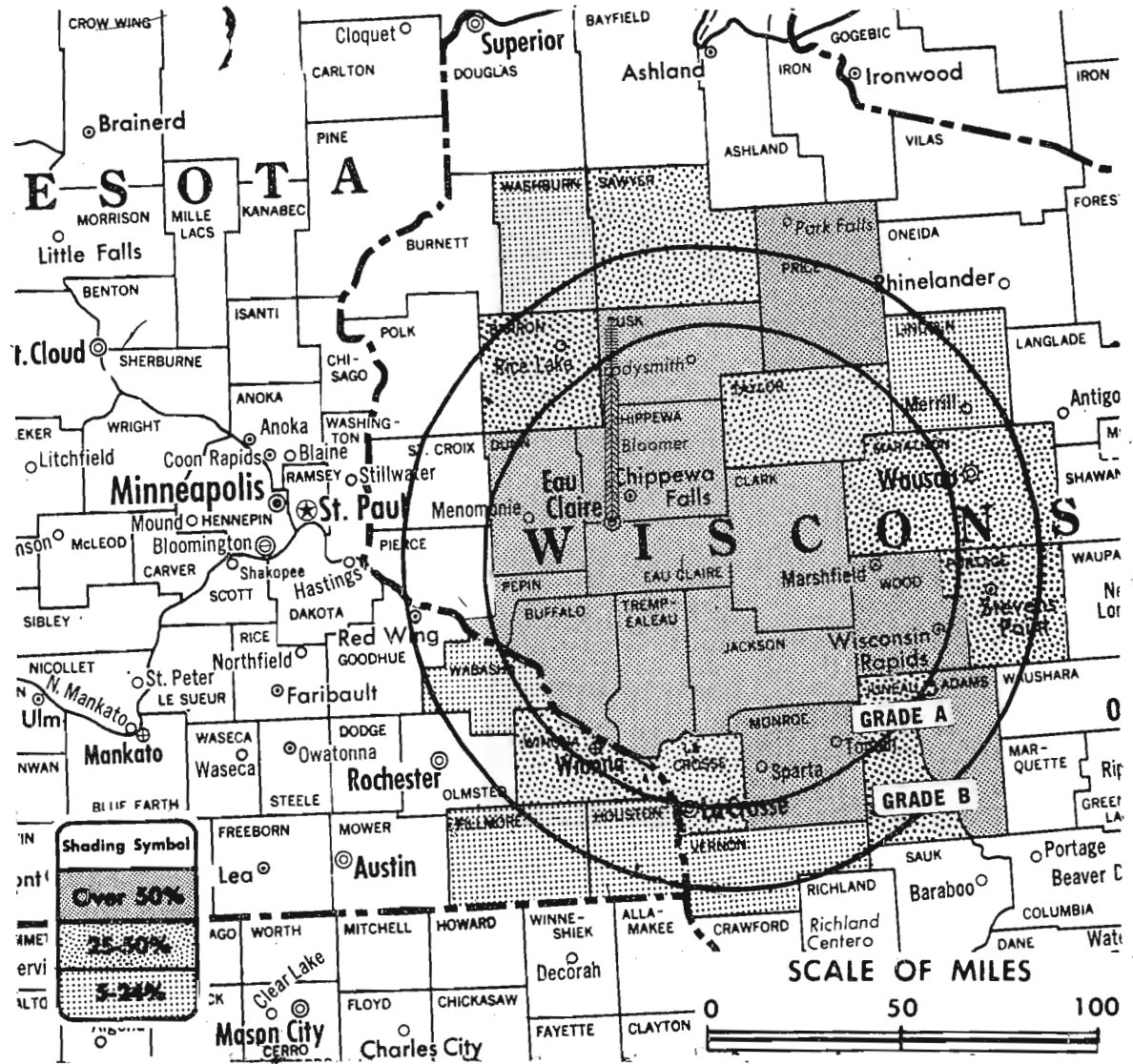
Transmitter: 4.4-mi. N of Fairchild, Wis. on County Rd. "H".

Color: Network, slide & film.

News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 1907 S. Hastings Way.



Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.

WEAU-TV Ref: FCC File No. BMPCT-6001 Granted 5/25/65

©American Map Co., Inc., N.Y., No. 14244

## WEAU-TV

Network Service: NBC, (ABC on per program basis).

Licensee: WEAU Inc., 2415 S. Hastings Way (54701).

Telephone: 715-832-3474.

TWX No.: 715-221-0559.

Ownership: WEAU Inc. is a wholly owned subsidiary of Post Corp., publisher of Wis. newspapers The Post-Crescent, Appleton, West Allis Star 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.; WXCQ, Wausau, Wis. and WEAU-FM, Eau Claire, Wis. Post Corp. 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 The Hollingbery Co. (New York & Chicago); William Hurley (Minneapolis).

Personnel:

LEO HOWARD, general manager.  
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 \$38.00

NETWORK BASE HOURLY RATE: \$400 (NBC).

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>WISCONSIN</b>				
		Adams	2,400	2,200	91
		Buffalo	3,800	3,600	94
		Chippewa	12,600	12,000	96
		Clark	8,800	8,100	92
		Dunn	6,800	6,400	94
		Eau Claire	18,700	17,800	95
		Jackson	4,200	3,900	93
		Monroe	8,100	7,600	94
		Pepin	2,000	1,800	93
		Price	3,600	3,200	90
		Rusk	3,500	3,200	93
		Trempealeau	6,500	6,000	92
	Wood	17,800	17,200	96	
Between 25-50%	<b>MINNESOTA</b>				
		Winona	11,700	10,800	92
	<b>WISCONSIN</b>				
		Barron	9,800	9,100	93
		Juneau	4,600	4,100	90
		La Crosse	21,800	21,100	97
		Marathon	25,700	24,900	97
Between 5-24%	<b>MINNESOTA</b>				
		Fillmore	6,700	6,300	94
		Houston	4,800	4,500	94
		Wabasha	4,800	4,500	94
	<b>WISCONSIN</b>				
		Lincoln	6,500	6,200	96
		Vernon	6,700	6,300	94
	Washburn	2,700	2,600	95	
<b>Station Totals</b>		222,200	210,000	95	
Net Weekly Circulation (March 1967)				119,000	
Average Daily Circulation (March 1967)				74,600	

# Wisconsin—Green Bay



**WBAY-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 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, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

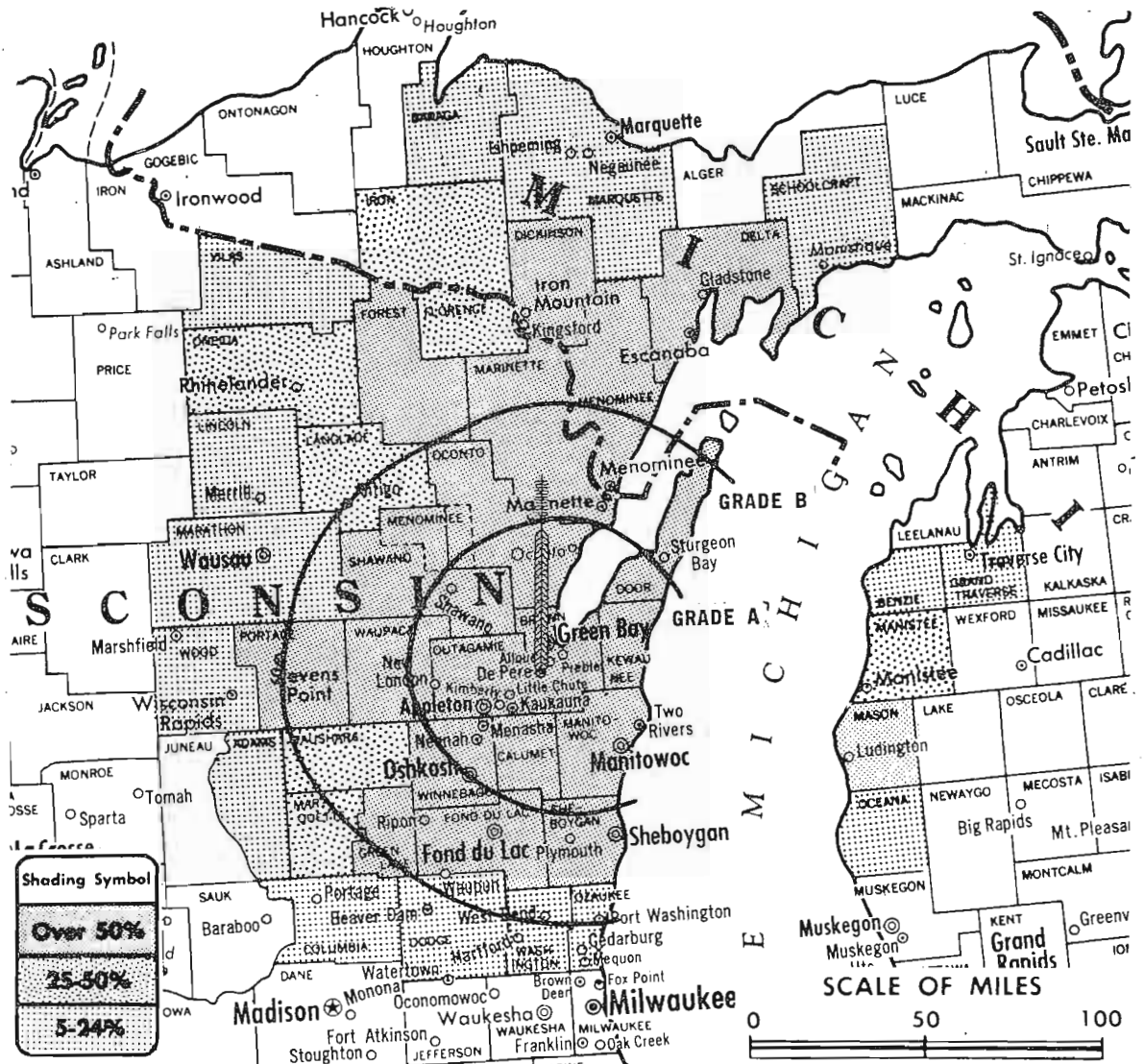
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61

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## 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 Blair TV; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Mullin & Connor.

Represented (engineering) by Kear & Kennedy.

Personnel:

- ROBERT C. NELSON, general manager.
- GREG McELRONE, station manager & film buyer.
- EARL HUTH, national sales manager.
- ED AIKEN, promotion director.
- JOHN HRUBESKY, program & production director.
- JIM KASTEN, farm director.

### DIGEST OF RATE CARD NO. 11 (June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—6:30-10 p.m., daily.  
\$850.00 \$510.00 \$425.00 \$255.00 \$210.00 \$150.00 \$75.00  
NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	MICHIGAN			
	Delta	9,700	9,100	94
	Dickinson	6,800	6,600	96
	Mason	6,700	6,100	91
	Menominee	6,500	6,200	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50% (Continued)</b>	WISCONSIN			
	Brown	41,000	40,200	98
	Calumet	6,400	6,100	96
	Door	5,800	5,700	97
	Fond Du Lac	22,400	21,400	96
	Forest	1,600	1,400	90
	Green Lake	4,800	4,500	95
	Kewaunee	5,100	5,000	97
	Manitowoc	22,800	22,300	98
	Marinette	9,500	9,300	97
	Menominee	500	400	85
	Oconto	6,500	6,200	95
	Outagamie	30,900	30,300	98
	Portage	10,500	10,000	96
	Shawano	9,200	8,800	96
	Sheboygan	28,400	27,600	97
	Waupaca	10,300	9,900	96
	Winnebago	34,000	33,100	98
	<b>Between 25-50%</b>	MICHIGAN		
Iron		4,800	4,500	95
Manistee		5,700	5,400	95
WISCONSIN				
Florence		800	700	94
Langlade	5,000	4,700	95	
Marquette	2,600	2,400	91	
Oneida	6,600	6,200	93	
Waushara	4,000	3,800	94	
<b>Between 5-24%</b>	MICHIGAN			
	Baraga	1,600	1,500	94
	Benzie	1,900	1,800	93
	Grand Traverse	10,500	9,900	94
	Marquette	16,400	15,800	97
Oceana	4,700	4,300	92	
Schoolcraft	2,300	2,100	91	
(Continued on page 776-b)				
Station Totals		457,900	440,400	96
Net Weekly Circulation (March 1967)			273,500	
Average Daily Circulation (March 1967)			212,900	

# 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

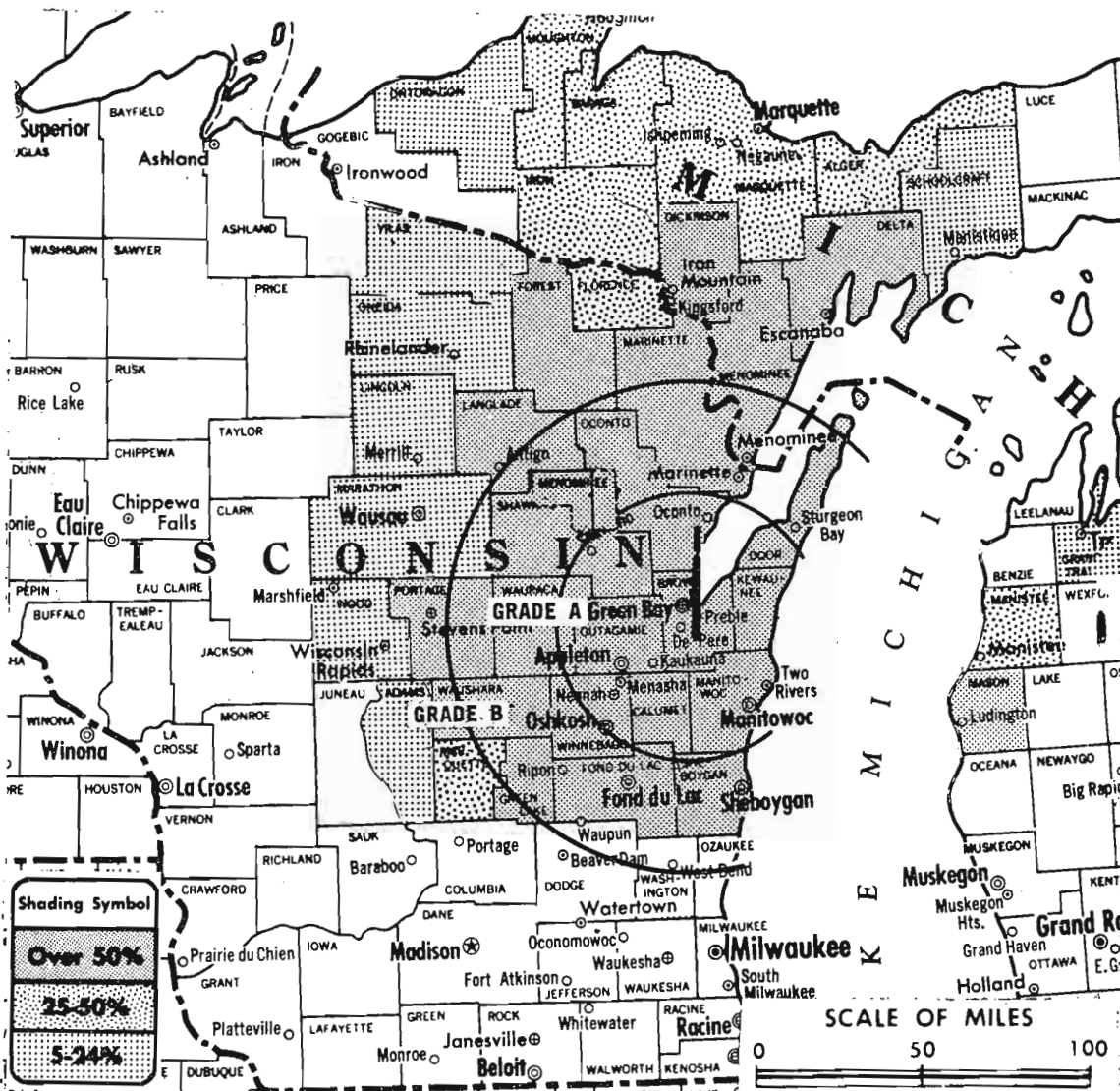
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 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. WFRV-TV has applied for Ch. 3 in Brampton, Mich.

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:

- RALPH S. JACKSON, president.
- ROBERT O. SOUTHARD, v.p. & general manager.
- T. BALLARD MORTON JR., secretary-treasurer.
- JIM OETKEN, general sales manager.
- HARRY RIEGERT, program & promotion manager; film buyer.
- HARRY HILL, chief engineer.
- CARL WENZEL, operations manager.

DIGEST OF RATE CARD NO. A15—(June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$800.00 \$440.00 \$280.00 \$180.00 \$185.00 \$150.00 \$75.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Delta	9,700	9,100	94
	Dickinson	6,800	6,600	96
	Mason	6,700	6,100	91
	Menominee	6,500	6,200	96
	WISCONSIN			
	Brown	41,000	40,200	98
	Calumet	6,400	6,100	96
	Door	5,800	5,700	97
	Fond Du Lac	22,400	21,400	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50% (Continued)	WISCONSIN—(Continued)			
	Forest	1,600	1,400	90
	Green Lake	4,800	4,500	95
	Kewaunee	5,100	5,000	97
	Langlade	5,000	4,700	95
	Manitowoc	22,800	22,300	98
	Marinette	9,500	9,300	97
	Menominee	500	400	85
	Oconto	6,500	6,200	95
	Outagamie	30,900	30,300	98
	Portage	10,500	10,000	96
	Shawano	9,200	8,800	96
	Sheboygan	28,400	27,600	97
	Waupaca	10,300	9,900	96
	Wauzara	4,000	3,800	94
	Winnebago	34,000	33,100	98
	Between 25-50%	MICHIGAN		
Alger		2,200	2,000	94
Baraga		1,600	1,500	94
Houghton		9,500	8,600	91
Iron		4,800	4,500	95
Between 5-24%	Manistee	5,700	5,400	95
	Marquette	16,400	15,800	97
WISCONSIN	Florence	800	700	94
	Marquette	2,600	2,400	91
Between 5-24%	MICHIGAN			
	Grand Traverse	10,500	9,900	94
	Ontonagon	3,200	2,800	89
WISCONSIN	Schoolcraft	2,300	2,100	91
	Adams	2,400	2,200	91
	Lincoln	6,500	6,200	96
	Marathon	25,700	24,900	97
	Oneida	6,600	6,200	93
	Vilas	2,900	2,700	93
	Wood	17,800	17,200	96
Station Totals		409,900	393,800	96
Net Weekly Circulation (March 1967)			270,700	
Average Daily Circulation (March 1967)			191,100	



# 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, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

Total Households: © SRDS

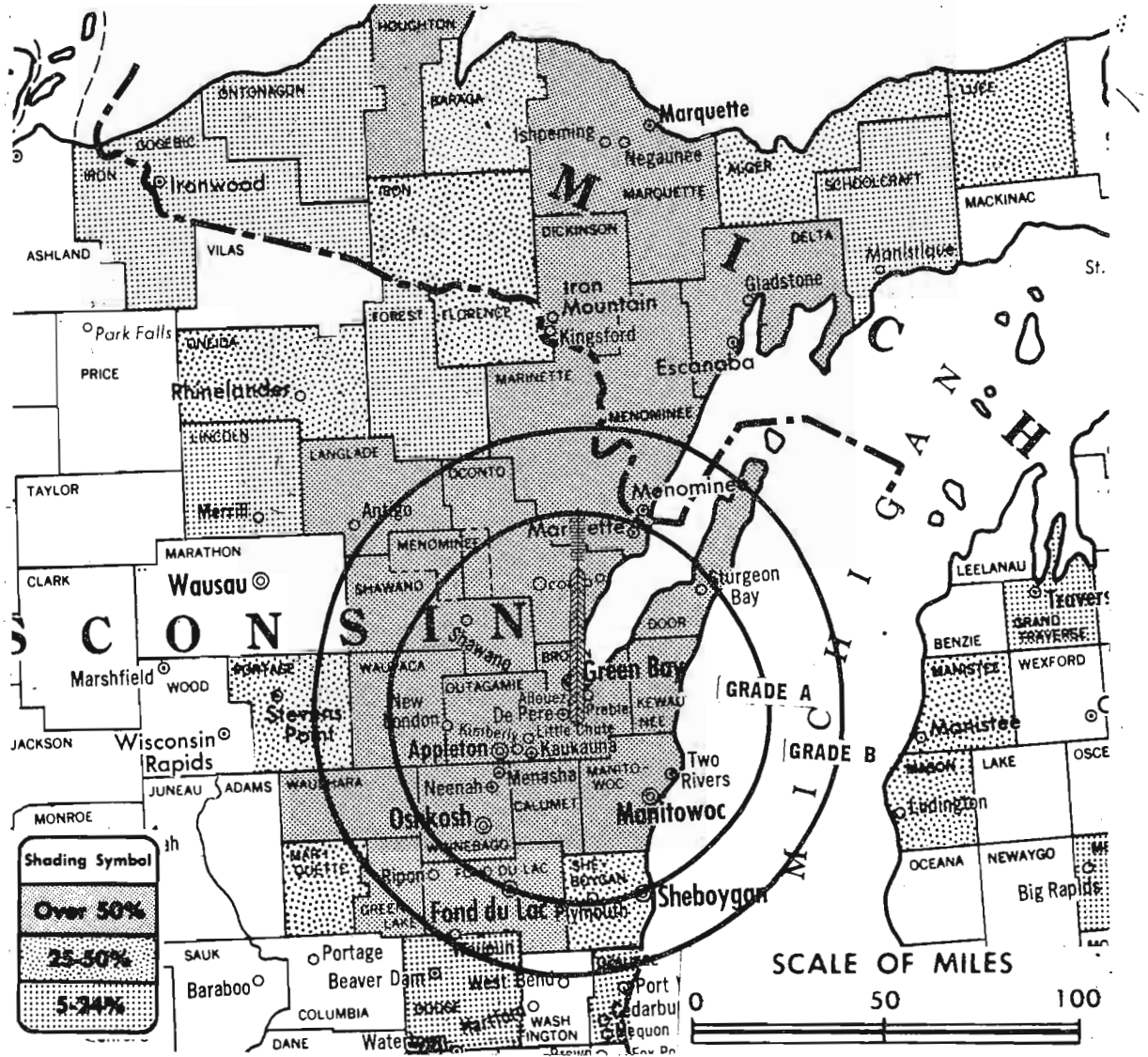
Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965

ARB study.



WLUK-TV Ref: FCC File BMPCT-5591 Granted 8/7/62

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## WLUK-TV

**Licensee:** WLUK Incorporated, P.O. Box 711, Green Bay, Wis.

**Studio:** 787 Highland Ave., Green Bay (54304).

**Telephone:** 414-494-8711. TWX No.: 910-263-1267.

**Ownership:** Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, 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:

THOMAS A. HUTCHISON, general manager.  
 HOWARD TRICKEY, station manager.  
 MARSHALL WILLIAMSON, chief engineer.  
 JAMES IRWIN, sports director.  
 ROY VALITCHKA, news director.  
 MONTY G. STOCK, national sales manager.  
 LARRY BUSSE, local sales manager.  
 RON ERICKSON, production manager.  
 ELMO REED, director of engineering.

### DIGEST OF RATE CARD NO. 13A—(April 12, 1967)

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	\$175.00	\$100.00
NETWORK BASE HOURLY RATE: \$700.							

For Other Sales & Transfers  
 See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Over 50%	<b>MICHIGAN</b>				
		Delta	9,700	9,100	94
		Dickinson	6,800	6,600	96
		Houghton	9,500	8,600	91
		Marquette	16,400	15,800	97
		Menominee	6,500	6,200	96
	<b>WISCONSIN</b>				
		Brown	41,000	40,200	98
		Calumet	6,400	6,100	96
		Door	5,800	5,700	97
		Fond Du Lac	22,400	21,400	96
		Green Lake	4,800	4,500	95
		Kewaunee	5,100	5,000	97
		Langlade	5,000	4,700	95
		Manitowoc	22,800	22,300	98
		Marinette	9,500	9,300	97
		Menominee	500	400	85
	Oconto	6,500	6,200	95	
	Outagamie	30,900	30,300	98	
	Shawano	9,200	8,800	96	
	Waupaca	10,300	9,900	96	
	Wausara	4,000	3,800	94	
	Winnebago	34,000	33,100	98	
Between 25-50%	<b>MICHIGAN</b>				
		Alger	2,200	2,000	94
		Baraga	1,600	1,500	94
		Iron	4,800	4,500	95
		Luce	1,500	1,400	91
		Manistee	5,700	5,400	95
		Mason	6,700	6,100	91
	<b>WISCONSIN</b>				
		Florence	800	700	94
		Marquette	2,600	2,400	91
	Oneida	6,600	6,200	93	
	Portage	10,500	10,000	96	
	Sheboygan	28,400	27,600	97	

(Continued on page 776-b)

Station Totals	408,100	391,500	96
Net Weekly Circulation (March 1967)			258,800
Average Daily Circulation (March 1967)			165,500



# 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: Galesville, Wis.

AM Affiliate: WKBH, 5-kw, 1410 kc (NBC).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

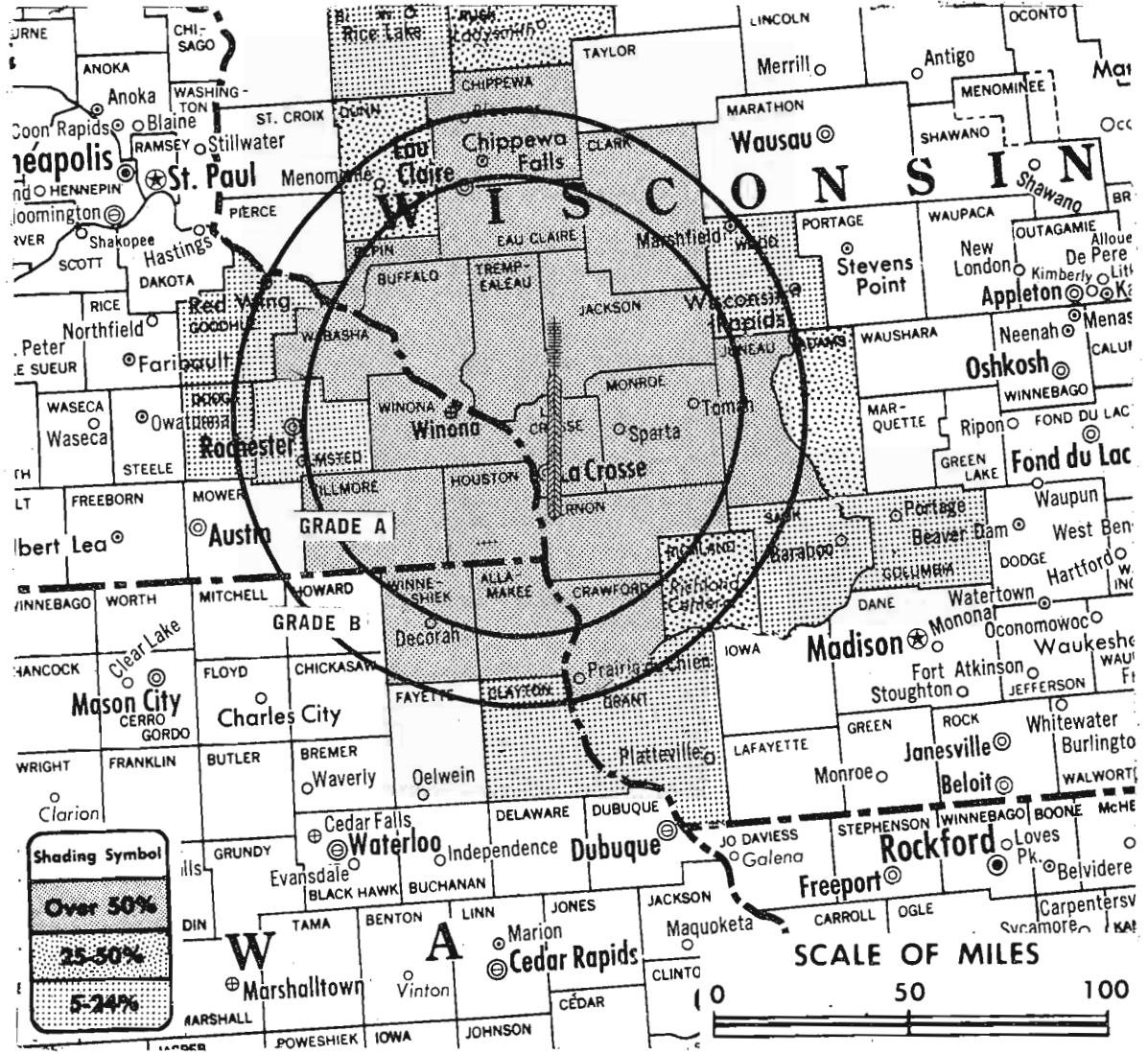
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WKBT Ref: FCC File No. BPCT-2917 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

## WKBT

Network Service: ABC, CBS.

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.

ROBERT Z. MORRISON, sales manager.

EDWARD HUTCHINGS, program manager & film buyer.

PAUL MORSCH, news director.

AL LEEMAN, chief engineer.

### DIGEST OF RATE CARD NO. 10 (June 1, 1967)

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	\$130.00	\$110.00
NETWORK BASE HOURLY RATE:	\$550 (ABC), \$550 (CBS).					

For Color Set Penetration by Markets  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	<b>IOWA</b>				
		Allamakee	4,400	4,100	94
		Winneshiek	5,700	5,200	92
	<b>MINNESOTA</b>				
		Fillmore	6,700	6,300	94
		Houston	4,800	4,500	94
		Wabasha	4,800	4,500	94
		Winona	11,700	10,800	92
	<b>WISCONSIN</b>				
		Buffalo	3,800	3,600	94
		Chippewa	12,600	12,000	96
		Clark	8,800	8,100	92
		Crawford	3,900	3,700	95
		Eau Claire	18,700	17,800	95
		Jackson	4,200	3,900	93
	Juneau	4,600	4,100	90	
	La Crosse	21,800	21,100	97	
	Monroe	8,100	7,600	94	
	Pepin	2,000	1,800	93	
	Trempealeau	6,500	6,000	92	
	Vernon	6,700	6,300	94	
<b>Between 25-50%</b>	<b>WISCONSIN</b>				
		Adams	2,400	2,200	91
		Dunn	6,800	6,400	94
		Richland	4,400	4,100	93
		Rusk	3,500	3,200	93
<b>Between 5-24%</b>	<b>IOWA</b>				
		Clayton	6,800	6,200	91
	<b>MINNESOTA</b>				
		Dodge	3,700	3,400	92
		Goodhue	9,900	9,400	94
		Olmsted	21,200	20,200	95
	<b>WISCONSIN</b>				
		Barron	9,800	9,100	93
		Grant	12,700	11,700	92
		Portage	10,500	10,000	96
	Sauk	9,900	9,300	93	
	Wood	17,800	17,200	96	
<b>Station Totals</b>			259,200	243,800	94
Net Weekly Circulation (March 1967)					128,200
Average Daily Circulation (March 1967)					96,700

# 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.

Studio: 4801 W. Beltline Hwy.

Telephone: 608-233-9791.

TWX No.: 910-286-2720.

Color: Network, live, film & slide.

News Wire Service: UPI.

TV tape: Recording facilities.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WISC-TV Ref: FCC File No. BPCT-2522 Granted 8/1/58

©American Map Co., Inc., N.Y., No. 14244

## WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy. (53711).

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 Arthur Stambler.

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)

	30 Sec.	15 Min.	5 Min.	or More	20 Sec.	10 Sec.
Hour	30 Min.	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 Color & Uhf Penetration by Markets

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WISCONSIN				
		Adams	2,400	2,200	91
		Columbia	11,000	10,400	95
		Dane	75,400	71,200	94
		Grant	12,700	11,700	92
		Green	7,900	7,500	95
		Iowa	5,200	4,900	94
		Jefferson	16,200	15,600	96
		Juneau	4,600	4,100	90
		Lafayette	4,900	4,600	94
		Marquette	2,600	2,400	91
		Richland	4,400	4,100	93
		Rock	37,300	36,100	97
		Sauk	9,900	9,300	93
	Vernon	6,700	6,300	94	
<b>Between 25-50%</b>	ILLINOIS				
		Jo Daviess	6,500	6,000	92
		Stephenson	15,300	14,600	95
	IOWA				
		Dubuque	24,800	23,100	93
<b>Between 5-24%</b>	WISCONSIN				
		Crawford	3,900	3,700	95
		Dodge	18,400	17,400	95
		Green Lake	4,800	4,500	95
		Walworth	17,000	16,300	96
	Waushara	4,000	3,800	94	
<b>Between 5-24%</b>	ILLINOIS				
		Boone	6,600	6,300	95
		McHenry	30,000	29,400	98
		Ogle	12,600	12,000	95
<b>Between 5-24%</b>	MICHIGAN				
		Iron	4,800	4,500	95
<b>Between 5-24%</b>	WISCONSIN				
		Monroe	8,100	7,600	94
	Washington	14,300	13,900	97	
Station Totals			446,200	424,700	95
Net Weekly Circulation (March 1967)					217,900
Average Daily Circulation (March 1967)					150,500

# Wisconsin—Madison



**WKOW-TV**



Ch. 27

[Also operates auxiliary outlet WAOW-TV, Wausau, Wis.]

Technical Facilities: Channel No. 27 (548-554 mc). Authorized power: 222-kw max. & 195.5-kw horizontal visual, 33.3-kw max. & 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"

Holds CP for change to 1000-kw max. & 880-kw horizontal visual, 200-kw max. & 176-kw horizontal aural. BPCT-3923.

Transmitter: 5727 Tokay Blvd.

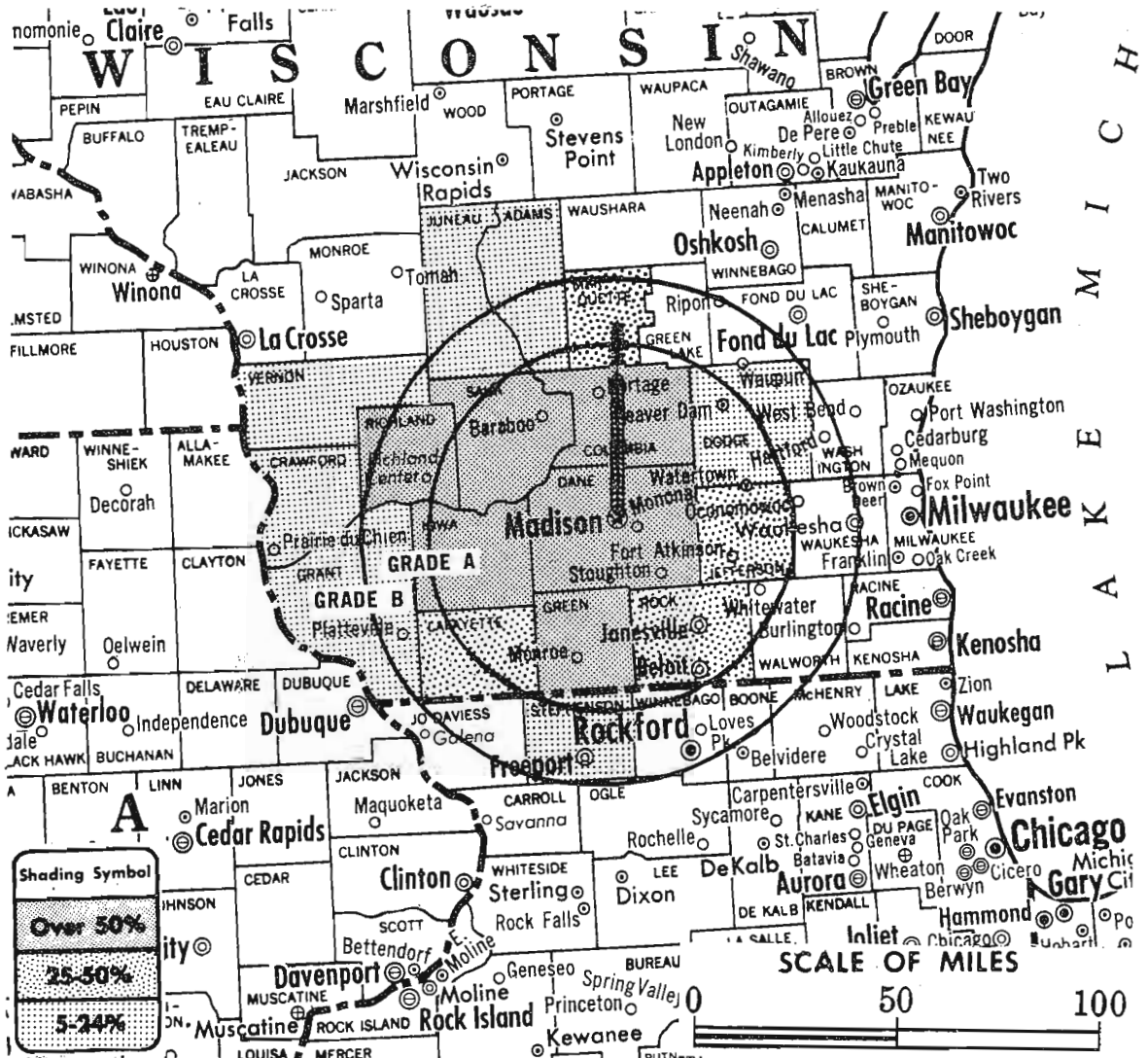
AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kc (CBS).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WKOW-TV Ref: FCC File No. BPCT-3513 Granted 5/5/65  
CP: BPCT-3923 Granted 4/18/67 ©American Map Co., Inc., N.Y., No. 14244

## 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%. For other interests, see KELO-TV, Sioux Falls, S.D. Midcontinent holds CP for Ch. 25 satellite in La Crosse.

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 H-R Television & Wayne-Evans (Minneapolis).

Represented (engineering) by A. D. Ring & Associates.

Personnel:

N. L. BENTSON, president.  
ANTON J. (TONY) MOE, executive v.p. & general manager.  
JOSEPH L. FLOYD, vice president.  
BEN F. HOVEL, general sales manager.  
JOHN SCHERMERHORN, sales promotion manager.  
BOB WICKHEM, chief engineer.

DIGEST OF MID/WIS RATE CARD NO. 2  
WKOW-TV & WAOW-TV  
(Feb. 15, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$750.00	\$460.00	\$300.00	\$270.00	\$220.00	Graded rates apply*

\*Highest rate: \$360.

Offered in combination with WAOW-TV, Wausau.

NETWORK BASE HOURLY RATE: \$400. Combination rate with WAOW-TV: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WISCONSIN			
	Columbia	11,000	10,400	95
	Dane	75,400	71,200	94
	Green	7,900	7,500	95
	Iowa	5,200	4,900	94
	Richland	4,400	4,100	93
<b>Between 25-50%</b>	WISCONSIN			
	Jefferson	16,200	15,600	96
	Lafayette	4,900	4,600	94
	Marquette	2,600	2,400	91
<b>Between 5-24%</b>	ILLINOIS			
	Stephenson	15,300	14,600	95
	WISCONSIN			
	Adams	2,400	2,200	91
	Crawford	3,900	3,700	95
	Dodge	18,400	17,400	95
Grant	12,700	11,700	92	
Juneau	4,600	4,100	90	
Vernon	6,700	6,300	94	
<b>Station Totals</b>		<b>238,800</b>	<b>226,100</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>				<b>122,400</b>
<b>Average Daily Circulation (March 1967)</b>				<b>74,800</b>

ARB Data: The figures do not reflect present coverage since the station changed its facilities after the survey was made.



# 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, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile 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 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



WMTV Ref: FCC File No. BMPCT-6137 Granted 8/30/65

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## WMTV

**Licensee:** Forward Television Inc., 615 Forward Dr., Madison (53711).

**Studio & Business Office:** 615 Forward Dr., Box 4269.

**Telephone:** 608-233-5381. TWX No.: 608-654-8214.

**Ownership:** Forward Communications 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, executive vice president & general manager.
- ADDISON SPRAGUE, sales manager.
- DONALD STABANAW, film director.
- CARL AMES, promotion manager.
- DON SCHMITT, news director.
- FERN FOWLER, women's director.
- L. STANLEY SADLER, chief engineer.
- JOE McCLELLAND, operations manager.

**DIGEST OF RATE CARD NO. 14—(Nov. 1, 1967)**

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:30-10 p.m., daily.					
\$175.00	\$120.00	\$95.00	\$75.00*	\$60.00*	\$60.00*

\*Class A—6:30-10 p.m., daily.

**Combination Rates:** Sold in combination with WSAU-TV, Wausau, Wis. as members of Central Wisconsin Combination.

**NETWORK BASE HOURLY RATE:** \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WISCONSIN			
	Columbia	11,000	10,400	95
	Dane	75,400	71,200	94
	Green	7,900	7,500	95
	Iowa	5,200	4,900	94
	Lafayette	4,900	4,600	94
	Richland	4,400	4,100	93
Sauk	9,900	9,300	93	
<b>Between 25-50%</b>	WISCONSIN			
	Jefferson	16,200	15,600	96
	Marquette	2,600	2,400	91
Rock	37,300	36,100	97	
<b>Between 5-24%</b>	ILLINOIS			
	Jo Daviess	6,500	6,000	92
	Stephenson	15,300	14,600	95
	WISCONSIN			
	Crawford	3,900	3,700	95
Dodge	18,400	17,400	95	
Grant	12,700	11,700	92	
Juneau	4,600	4,100	90	
<b>Station Totals</b>		<b>236,200</b>	<b>223,600</b>	<b>95</b>
<b>Net Weekly Circulation (March 1967)</b>			<b>125,700</b>	
<b>Average Daily Circulation (March 1967)</b>			<b>81,700</b>	

For Group Ownership, see Services Volume



# 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, 50-kw, 1130 kc (ABC).

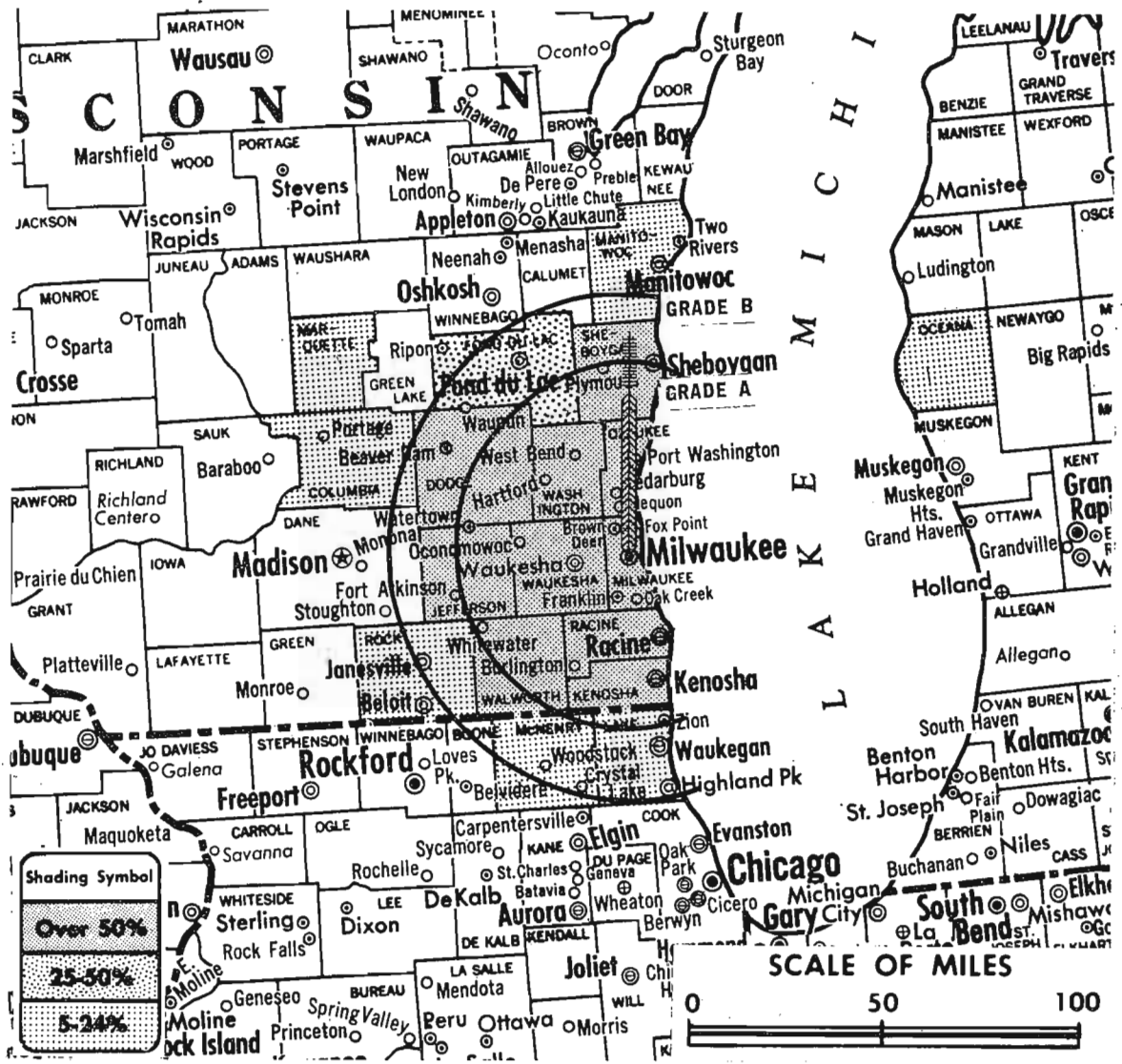
FM Affiliate: WISN-FM, 11.5-kw, 97.3 mc (No. 247), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 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.: 910-262-3417.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE-TV, Pittsburgh, and radio stations WISN, Milwaukee, WBAL, Baltimore, and WTAE & 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 T. BUTLER, vice president & general manager.
- RICHARD FOERSTER, sales manager.
- KENNETH WALIGORSKI, program director & film buyer.
- DAVID A. DOYLE, promotion-publicity director.
- FRED KOESTERING, merchandising & marketing director.
- PATT BARNES, public affairs director.
- WILLIAM CAPELLARO, news director.
- DICK 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—6:30-10 p.m., daily.					
\$1500.00	\$900.00	\$560.00		\$640.00	\$320.00

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WISCONSIN			
	Dodge	18,400	17,400	95
	Jefferson	16,200	15,600	96
	Kenosha	34,800	33,800	97
	Milwaukee	345,700	334,700	97
	Ozaukee	12,600	12,200	97
	Racine	47,000	45,900	98
	Sheboygan	28,400	27,600	97
	Walworth	17,000	16,300	96
	Washington	14,300	13,900	97
Waukesha	56,800	55,300	97	
<b>Between 25-50%</b>	WISCONSIN			
	Fond Du Lac	22,400	21,400	96
<b>Between 5-24%</b>	ILLINOIS			
	Lake	96,600	94,600	98
	McHenry	30,000	29,400	98
	MICHIGAN			
	Oceana	4,700	4,300	92
WISCONSIN				
Columbia	11,000	10,400	95	
Manitowoc	22,800	22,300	98	
Marquette	2,600	2,400	91	
Rock	37,300	36,100	97	
Station Totals		818,600	793,600	97
Net Weekly Circulation (March 1967)			557,100	
Average Daily Circulation (March 1967)			375,100	

CATV Directory is in Services Volume

# Wisconsin—Milwaukee



**WTMJ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1092-ft. above ground, 1728-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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

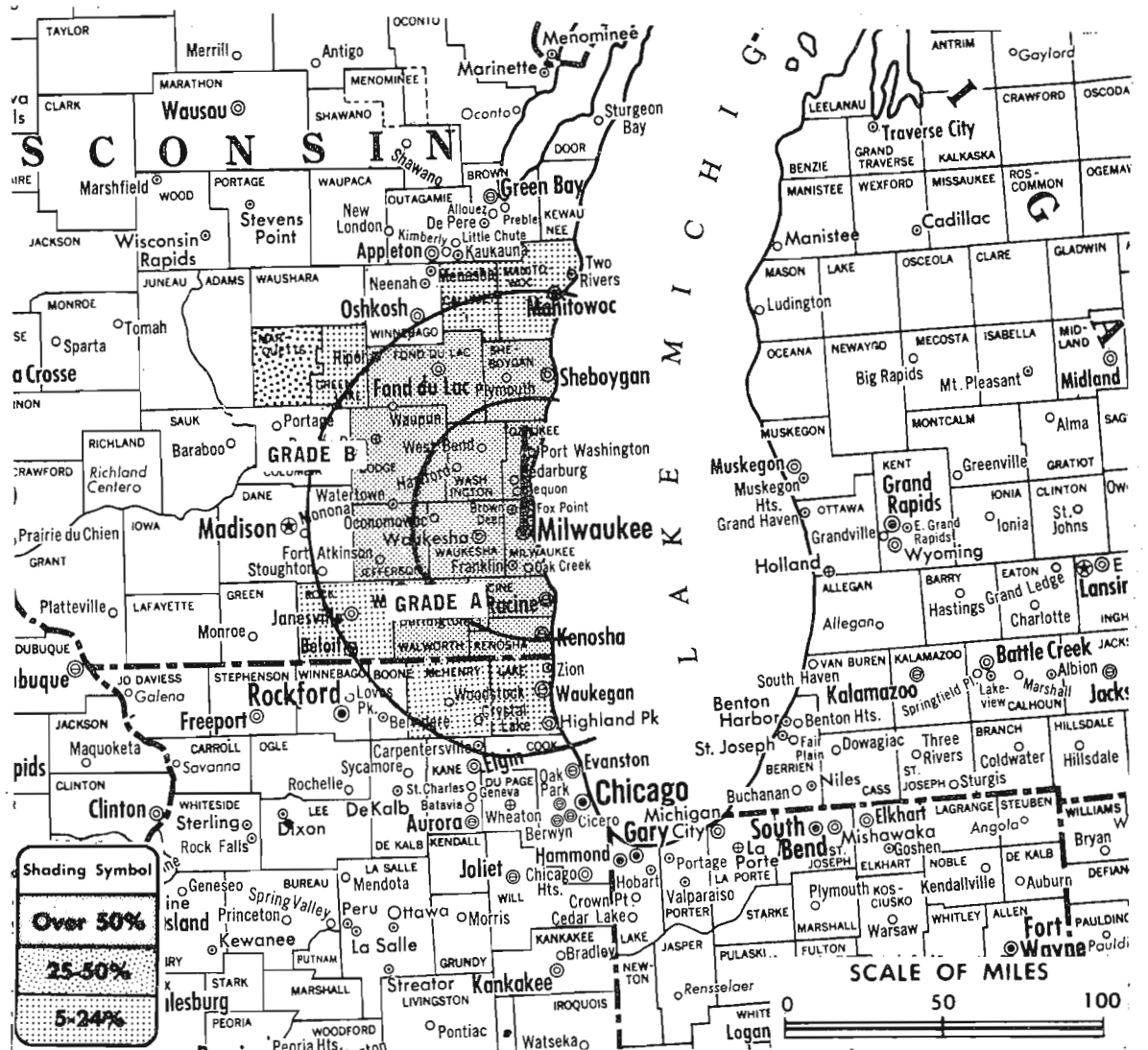
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WTMJ-TV Ref: FCC File No. BPCT—3947 Granted 6/14/67

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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 Teletron Inc. which operates CATV systems in Wausau and Stevens Point, Wis.

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- GEORGE COMTE, v.p. & general manager, radio & TV.
- PHILLIP B. LAESER, manager, radio & TV.
- SPRAGUE VONIER, station manager.
- ROGER MICHELN, 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 HOEFFT, farm director.
- WILLIAM McCORMACK, operations manager.
- JAMES WULLIMAN, chief engineer, broadcasting.
- EDWIN L. CORDES, chief engineer, research & development.
- RAYMOND HERNDAY, asst. chief engineer, broadcasting.
- ROSS M. BROWENDER, promotion & publicity director.
- ROD SYNNEs, community relations director.

### DIGEST OF RATE CARD NO. 1—(Nov. 4, 1967)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.				
\$1650.00	\$990.00	\$660.00	\$600.00	\$300.00
NETWORK BASE HOURLY RATE: \$1800.				

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>WISCONSIN</b>				
		Dodge	18,400	17,400	95
		Fond Du Lac	22,400	21,400	96
		Jefferson	16,200	15,600	96
		Kenosha	34,800	33,800	97
		Milwaukee	345,700	334,700	97
		Ozaukee	12,600	12,200	97
		Racine	47,000	45,900	98
		Sheboygan	28,400	27,600	97
		Walworth	17,000	16,300	96
	Washington	14,300	13,900	97	
	Waukesha	56,800	55,300	97	
<b>Between 25-50%</b>	<b>WISCONSIN</b>				
		Marquette	2,600	2,400	91
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Lake	96,600	94,600	98
		McHenry	30,000	29,400	98
	<b>MICHIGAN</b>				
	Dickinson	6,800	6,600	96	
<b>WISCONSIN</b>					
	Calumet	6,400	6,100	96	
	Green Lake	4,800	4,500	95	
	Manitowoc	22,800	22,300	98	
	Rock	37,300	36,100	97	
Station Totals		820,900	796,100	97	
Net Weekly Circulation (March 1967)			592,700		
Average Daily Circulation (March 1967)			436,000		

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

# Can programming Designed for Milwaukee find happiness in some other city ?

Can a bird dog fly?  
Same difference. Our  
programming  
is designed  
exclusively for  
Milwaukee!  
Take our  
women's



programming for instance.  
The hostesses are area per-  
sonalities who know what  
Milwaukee women like. And  
their ratings prove it. Or  
try our sportscasting. More



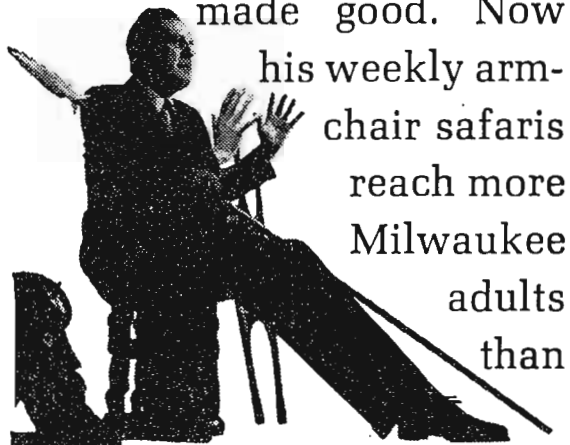
Milwaukee men watch our  
champion sportscast team

than any competing  
station. Or  
look at our

adventure  
series. It's  
hosted by a  
local boy who



made good. Now



his weekly arm-  
chair safaris  
reach more  
Milwaukee  
adults  
than

all competing programs  
combined! We could go on.

We  
could  
talk  
about  
our top-  
rated  
news,



weather  
forecasting,  
1967  
Peabody  
Award,



and how  
our well-  
rounded  
programming —  
*Designed for Milwaukee* —  
reaches more area homes per  
week than any other sta-  
tion.\* For the complete story  
on WTMJ-TV, contact our  
representatives: Harrington,  
Righter & Parsons in New  
York, Chicago, San Fran-  
cisco, Atlanta, Boston, St.  
Louis and Los Angeles.

\*A. R. B.—Television Audience Report, March, 1967;  
subject to qualifications listed in said report.

**WTMJ-TV**  
COLOR IN MILWAUKEE



The Milwaukee Journal Station • NBC in Milwaukee

# 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.

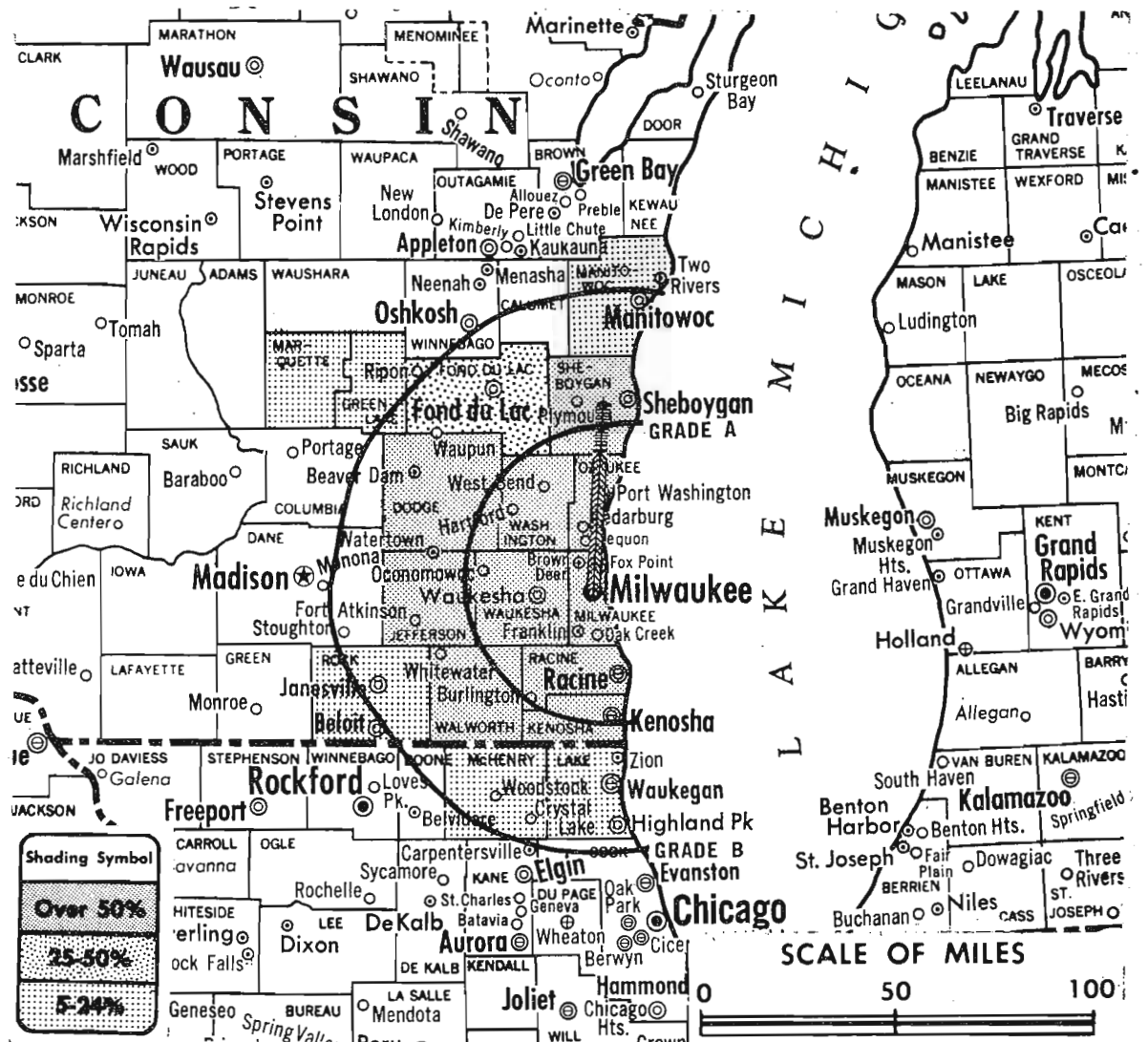
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WITI-TV Ref: FCC File No. BPCT-2807 Granted 3/29/61

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## WITI-TV

Licensee: WITI-TV Inc., Box 6337, Station F, Milwaukee.

Studios: 5445 N. 27th St., Milwaukee, Wis. 53209.

Telephone: 414-462-6666. TWX No.: 910-262-3425.

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:

BILL MICHAELS, president.  
ROGER W. Le GRAND, v.p. & general manager.  
LEE DOLNICK, general sales manager.  
ANDY POTOS, national sales manager.  
ROBERT A. OLIVER, operations manager & film buyer.  
JIM MAJOR, production manager.  
RON PULERA, promotion manager.  
CARL G. ZIMMERMANN, news director.  
ROBERT TRUSCOTT, chief engineer.

DIGEST OF RATE CARD NO. 18—(July 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$1800.00	\$1200.00	\$800.00	\$1000.00*	\$500.00*	\$300.00*

\*Class AA—6:31-10:29 p.m., Mon.-Sat.; 6:30-10:29 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WISCONSIN			
	Dodge	18,400	17,400	95
	Jefferson	16,200	15,600	96
	Kenosha	34,800	33,800	97
	Milwaukee	345,700	334,700	97
	Ozaukee	12,600	12,200	97
	Racine	47,000	45,900	98
	Sheboygan	28,400	27,600	97
	Walworth	17,000	16,300	96
	Washington	14,300	13,900	97
Waukesha	56,800	55,300	97	
<b>Between 25-50%</b>	WISCONSIN			
	Fond Du Lac	22,400	21,400	96
<b>Between 5-24%</b>	ILLINOIS			
	Lake	96,600	94,600	98
	McHenry	30,000	29,400	98
	WISCONSIN			
	Green Lake	4,800	4,500	95
Manitowoc	22,800	22,300	98	
Marquette	2,600	2,400	91	
Rock	37,300	36,100	97	
Station Totals		807,700	783,400	97
Net Weekly Circulation (March 1967)				556,900
Average Daily Circulation (March 1967)				382,900

For Translator Directory  
See Services Volume.



# Wisconsin—Milwaukee

**WVTV**

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"

Holds CP for change to 2000-kw max. & 1100-kw horizontal visual, 200-kw max. & 110-kw horizontal aural. BPCT—4049.

Transmitter: Schroeder Hotel.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

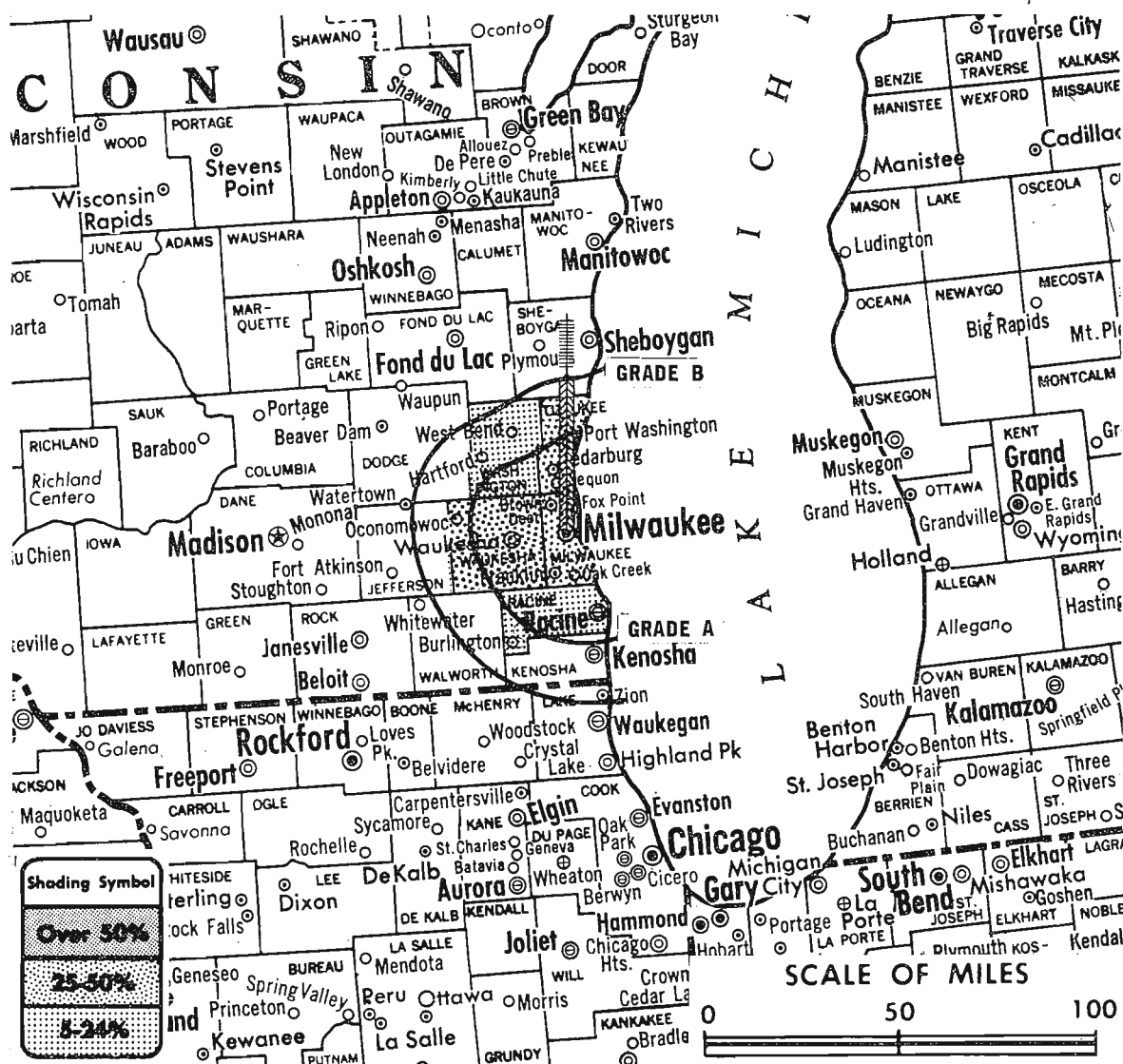
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



## WVTV

Network Service: None, independent.

Licensee: WKY TV System Inc., Parklawn Box 6627, Milwaukee (53216).

Studio: 4041 N. 35th St., Parklawn Box 6627 (53216).

Telephone: 414-442-7050.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved March 24, 1966 by FCC (Television Digest, Vols. 5:45, 6:13). Previous sale of 51% by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 by FCC (Vol. 2:26).

Represented (engineering) by Raymond E. Rohrer & Associates.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

JOHN M. HABERLAN, station & sales manager.  
JOSEPH LOUGHLIN, administrative asst. & dir. of programming.  
ED HERBERT, operations manager.  
TONY BACHMAN, promotion manager & sales development.  
WILLIAM WITT, chief engineer.  
JAYNE BOYD, program director & film buyer.

## DIGEST OF RATE CARD NO. 11 (Sept. 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—5 p.m.-sign-off, daily.  
\$300.00 \$180.00 \$120.00 \$110.00 \$95.00 \$50.00 \$30.00 \$24.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-50%</b>	WISCONSIN Milwaukee	345,700	334,700	97
	Ozaukee	12,600	12,200	97
	Waukesha	56,800	55,300	97
<b>Between 5-24%</b>	WISCONSIN Racine	47,000	45,900	98
	Washington	14,300	13,900	97
<b>Station Totals</b>		<b>476,400</b>	<b>462,000</b>	<b>97</b>
Net Weekly Circulation (March 1967)			170,500	
Average Daily Circulation (March 1967)			53,600	

# Wisconsin—Rhineland (Wausau)

**WAEQ-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1650-ft. above av. terrain, 1683-ft. above ground, 3327-ft. above sea level.

Latitude 45° 40' 02"  
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

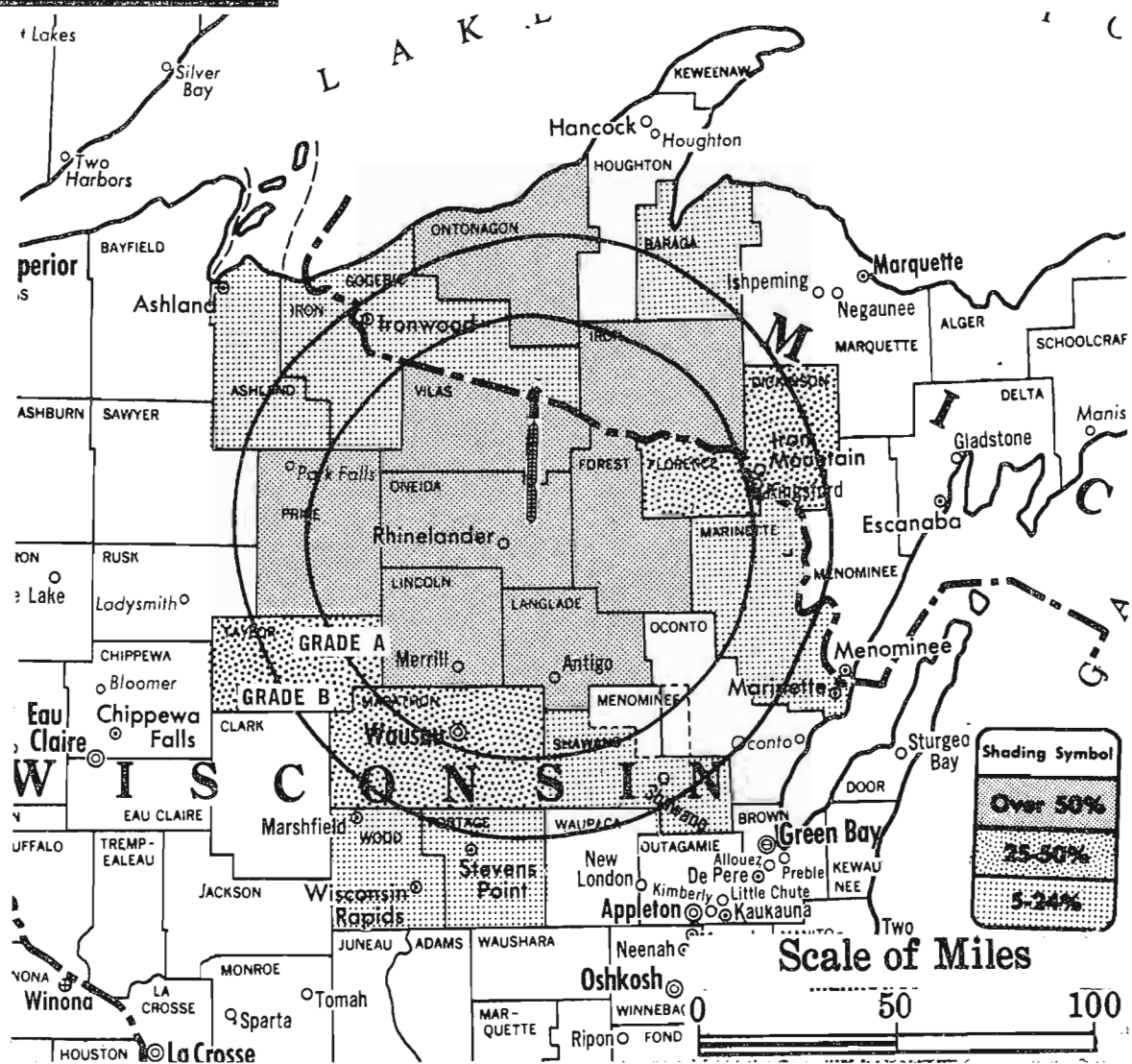
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967 ARB study.



WAEQ-TV Ref: FCC File No. BPCT-3521 Granted 6/18/65

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## WAEQ-TV

Licensee: Northland TV Inc., Box 558, Rhineland, Wis.

Studio: County Hwy. C at Starks.

Telephone: 715-362-7800.

Ownership: Alvin E. O'Konski, pres., 67.7%; Richard F. Schiewetz, v.p., 0.8%; Hastings W. Baker & Robert L. Shafer, v.p.'s; Veronica H. O'Konski, secy.-treas., 6%; Benay Corp., 11.6%; Naidot Co., 7.7%; remainder held by 7 others, none with as much as 2%.

Began Operation: Oct. 20, 1966.

Represented (sales) by Adam Young-VTM Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

ALVIN E. O'KONSKI, president & manager.  
H. ARTHUR LADIN, program manager.  
LOWELL JOHNSON, assistant manager.  
MIKE STANGE, production manager.  
WERNER WEISS, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$275.00	\$165.00	\$110.00	\$72.00	\$70.00	\$56.00
NETWORK BASE HOURLY RATE: \$225.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	MICHIGAN			
	Iron	4,800	4,500	95
	Ontonagon	3,200	2,800	89
	WISCONSIN			
	Forest	1,600	1,400	90
	Langlade	5,000	4,700	95
	Lincoln	6,500	6,200	96
Between 25-50%	Oneida	6,600	6,200	93
	Price	3,600	3,200	90
	Vilas	2,900	2,700	93
	MICHIGAN			
Dickinson	6,800	6,600	96	
Between 5-24%	WISCONSIN			
	Florence	800	700	94
	Marathon	25,700	24,900	97
	Taylor	4,500	4,200	94
Between 5-24%	MICHIGAN			
	Baraga	1,600	1,500	94
	Gogebic	6,800	6,400	94
	WISCONSIN			
	Ashland	4,500	4,300	95
	Iron	2,000	1,900	96
	Marinette	9,500	9,300	97
Portage	10,500	10,000	96	
Shawano	9,200	8,800	96	
Wood	17,800	17,200	96	
Station Totals		133,900	127,500	95
Net Weekly Circulation (March 1967)				48,000
Average Daily Circulation (March 1967)				27,800

# Wisconsin—Wausau



**WAOW-TV**



Ch. 9

[Auxiliary outlet of WKOW-TV,  
Madison, Wis.]

Technical Facilities: Channel No. 9  
(186-192 mc). Authorized power:  
316-kw visual, 31.6-kw aural. An-  
tenna: 990-ft. above av. terrain,  
392-ft. above ground, 2289-ft.  
above sea level.

Latitude 44° 55' 10"

Longitude 89° 41' 12"

Transmitter: Rib Mountain.

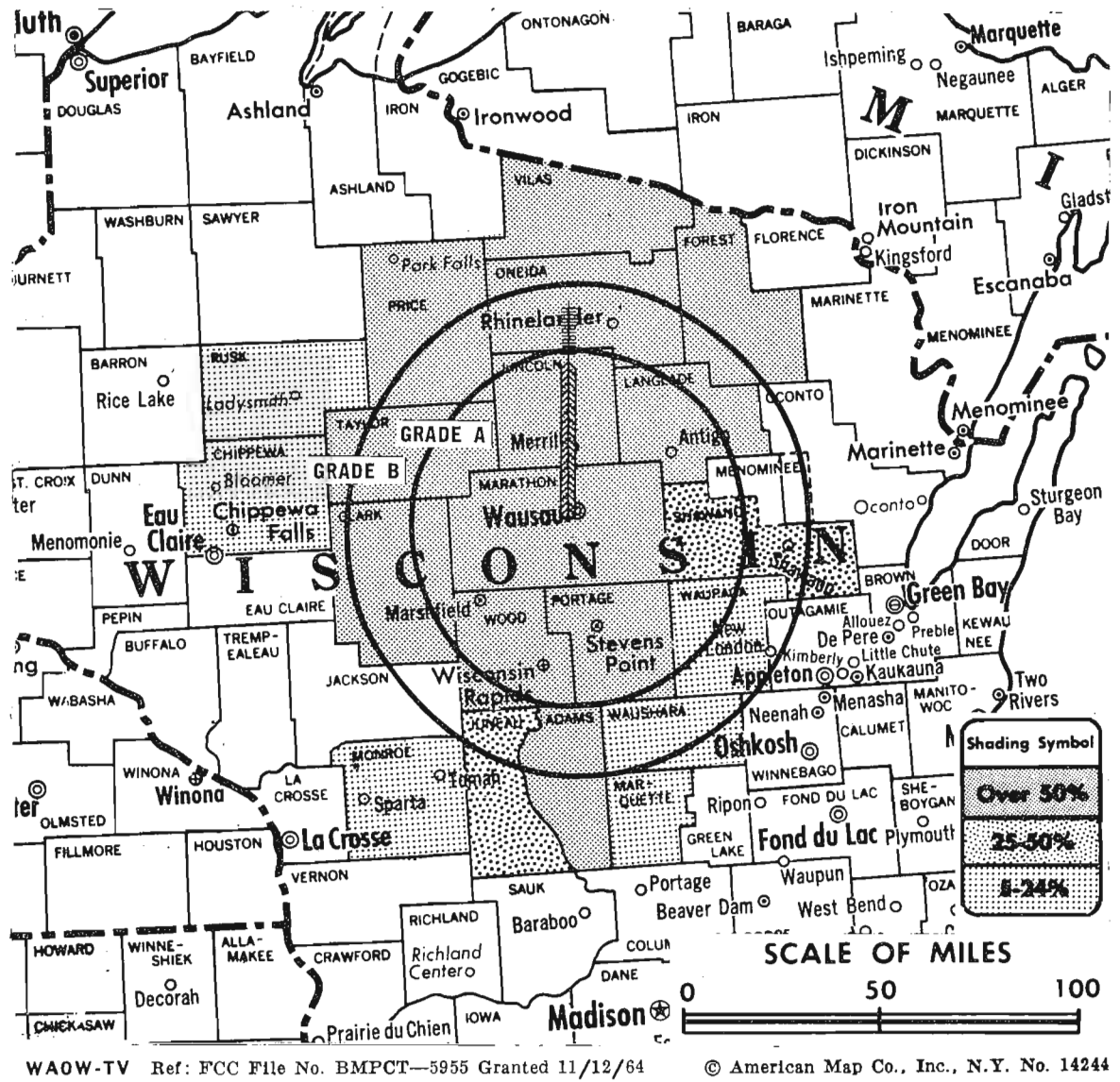
Studio: 1908 Grand Ave., Wausau  
(54401).

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1967  
ARB study.



WAOW-TV Ref: FCC File No. BMPCT-5955 Granted 11/12/64

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## WAOW-TV

Network Service: ABC.

Grantee: Midcontinent Broadcasting Co. of Wisconsin Inc.

Telephone: 715-842-2251.

Ownership: Midcontinent Broadcasting Co. For other interests,  
see KELO-TV, Sioux Falls, S.D.

Began Operation: May 7, 1965.

Represented (sales) by H-R Television; 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.  
BEN HOVEL, general sales manager.  
DAVID BETHKE, chief engineer.

Rates: Offered in combination with WKOW-TV, Madison, Wis.; for  
rates see WKOW-TV.

For Index to Contents  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	WISCONSIN			
	Adams	2,400	2,200	91
	Clark	8,800	8,100	92
	Forest	1,600	1,400	90
	Langlade	5,000	4,700	95
	Lincoln	6,500	6,200	96
	Marathon	25,700	24,900	97
	Oneida	6,600	6,200	93
	Portage	10,500	10,000	96
	Price	3,600	3,200	90
	Taylor	4,500	4,200	94
	Vilas	2,900	2,700	93
	Wood	17,800	17,200	96
Between 25-50%	WISCONSIN			
	Juneau	4,600	4,100	90
Shawano	9,200	8,800	96	
Between 5-24%	WISCONSIN			
	Chippewa	12,600	12,000	96
	Marquette	2,600	2,400	91
	Monroe	8,100	7,600	94
	Rusk	3,500	3,200	93
	Waupaca	10,300	9,900	96
Wausau	4,000	3,800	94	
Station Totals		150,800	142,800	95
Net Weekly Circulation (March 1967)				91,900
Average Daily Circulation (March 1967)				60,000

# 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, 100-kw, 95.5 mc (No. 238), 990-ft.

Represented (engineering) by Walter F. Kean.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

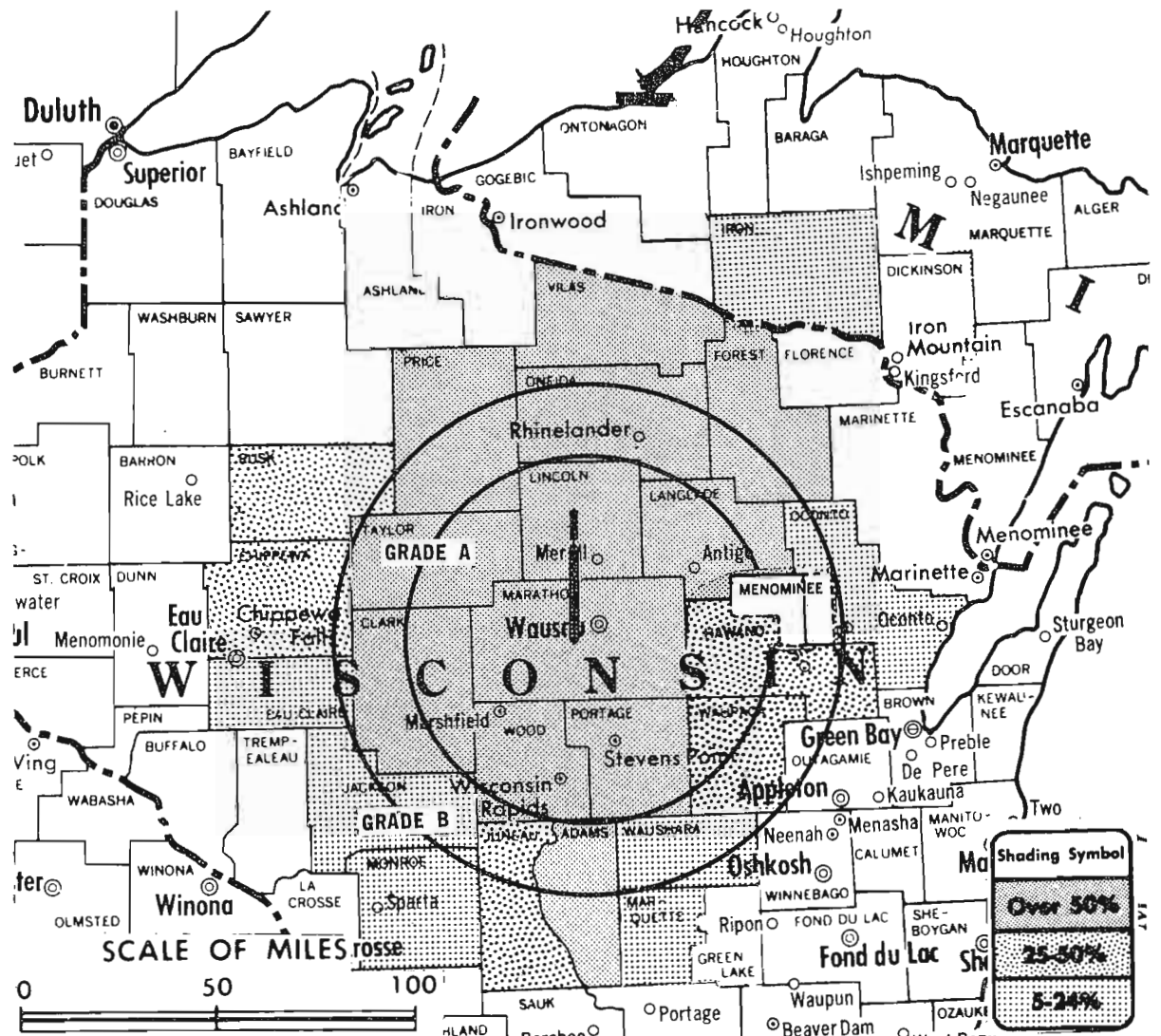
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



WSAU-TV Ref: FCC File No. BPCT-2289 Granted 9/13/57

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## WSAU-TV

Licensee: Forward Communications Corp., 714 Fifth St. (54401).

Ownership: Charles Lemke, 31.20%; Wausau Record-Herald, 29.72%; Wisconsin Rapids Tribune, 14.86% (7.43% by its radio WFHR); Rhinelander News, 9.88%; Merrill Herald, 9.88%; W. F. McCormick, 1.49%; Richard D. Dudley, 2.23%; Thomas E. Bolger, .74%. Forward Communications Corp. officers: John C. Sturtevant, chairman (Wausau Record-Herald); Richard D. Dudley, pres.; Howard A. Quirt, v.p. (Marshfield News-Herald); J. P. Chilsen, v.p. (Merrill Herald); O. C. Lemke, v.p.; Gene R. Anderson, v.p., finance; Clifford G. Ferris, secy. (Rhinelander News); W. F. McCormick, treas. & asst. secy.; Richard D. Dudley, asst. treas.; S. F. Staples Jr., asst. secy. Forward also owns WMTV, Madison, Wis.; KCAU-TV, Sioux City, Ia.; radio WKAU, Kaukauna, Wis. & Marshfield News-Herald.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc., Harry S. Hyett Co. (Minneapolis); Busby, Finch & Woods Inc. (South & Southwest).

Represented (legal) by McKenna & Wilkinson.

Personnel:

- RICHARD D. DUDLEY, president & general manager.
- GENE R. ANDERSON, vice president, finance.
- JAMES W. FREY, general sales manager.
- BART KELLNHAUSER, program manager & station manager.
- ROLAND W. RICHARDT, director of engineering.
- DAN ZIEBELL, promotion manager.
- FABIAN SHULTA, chief accountant.

DIGEST OF RATE CARD NO. 15—(Jan. 1, 1968)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$400.00	\$250.00	\$175.00			

Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
Graded rates apply\*

\*Class A—5:30-10:29 p.m., daily. Highest rate: \$125.

Combination Rates: Sold in combination with WMTV, Madison, Wis. as members of Central Wisconsin Combination.

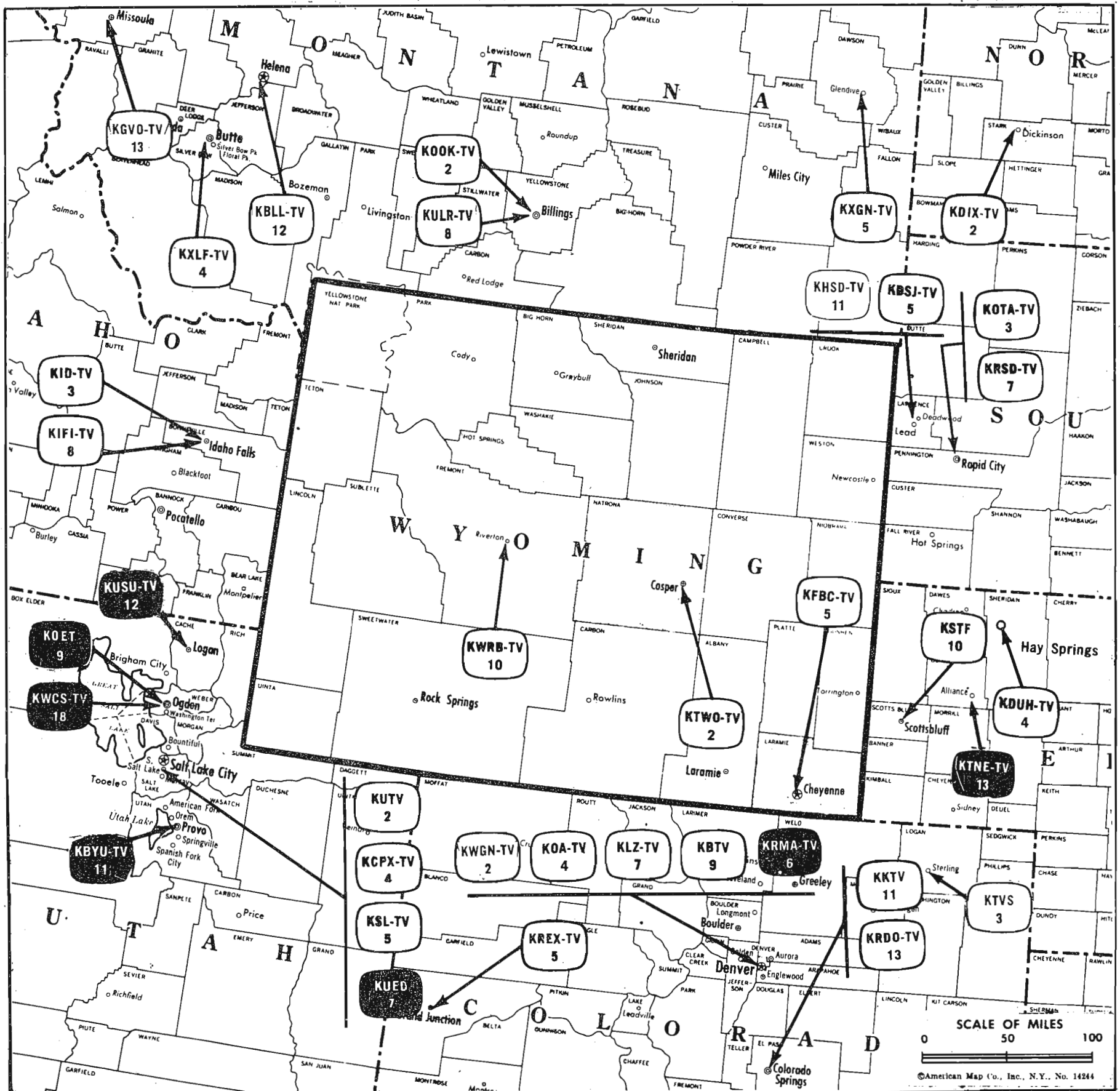
NETWORK BASE HOURLY RATE: \$575 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>Over 50%</b>	<b>WISCONSIN</b>				
		Adams	2,400	2,200	91
		Clark	8,800	8,100	92
		Forest	1,600	1,400	90
		Langlade	5,000	4,700	95
		Lincoln	6,500	6,200	96
		Marathon	25,700	24,900	97
		Oneida	6,600	6,200	93
		Portage	10,500	10,000	96
		Price	3,600	3,200	90
		Taylor	4,500	4,200	94
	Vilas	2,900	2,700	93	
	Wood	17,800	17,200	96	
<b>Between 25-50%</b>	<b>WISCONSIN</b>				
		Chippewa	12,600	12,000	96
		Juneau	4,600	4,100	90
		Rusk	3,500	3,200	93
		Shawano	9,200	8,800	96
	Waupaca	10,300	9,900	96	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Iron	4,800	4,500	95
	<b>WISCONSIN</b>				
		Eau Claire	18,700	17,800	95
		Jackson	4,200	3,900	93
		Marquette	2,600	2,400	91
		Monroe	8,100	7,600	94
	Oconto	6,500	6,200	95	
	Waushara	4,000	3,800	94	
<b>Station Totals</b>		185,000	175,200	95	
Net Weekly Circulation (March 1967)				106,800	
Average Daily Circulation (March 1967)				86,500	

For Color Set Penetration by Markets see Services Volume.



# Wyoming



Market	ARB Net Weekly Circulation	Rank	Total Homes	Rank	TV Households	Rank
Cheyenne	90,200	159	158,800	174	145,300	173
Casper	49,500	188	88,800	196	79,200	197
Riverton	12,700	214	25,200	223	22,500	223

### Wyoming Station Status as of Jan. 1, 1968

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3

# Wyoming—Casper

**NBC abc KTWO-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 14.2-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"  
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper 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, film & slide.

News Wire Service: AP.

Facsimile Service: UPI.

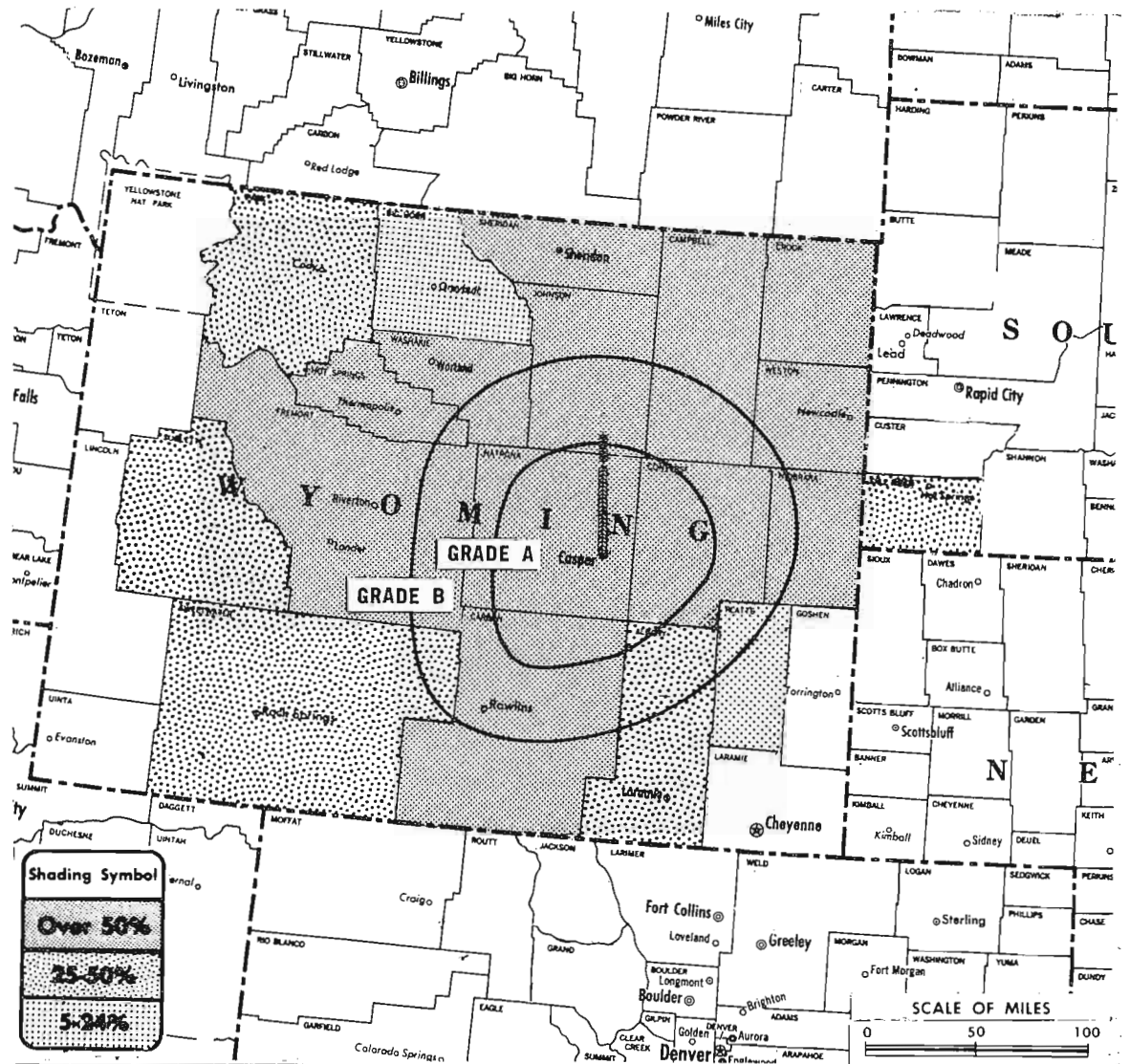
Total Households: © SRDS

Consumer Market Data as of 1/1/68.

TV Homes: TV% and Circulation

© 1967 American Research Bureau.

County coverage (shaded areas) based on 1965 ARB study.



KTWO-TV Ref: FCC File No. BPCT-2321 Granted 9/25/63

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## KTWO-TV

Network Service: NBC, ABC, CBS.

Licensee: HarriScope Broadcasting Corp., 4200 East Second St., Casper (82601).

Telephone: 307-237-3711. TWX No.: 910-949-4462.

Ownership: 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 (Denver).

Represented (legal) by Marcus Cohn.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).

JACK ROSENTHAL, v.p. & general manager.

E. D. (BOB) MERRILL, sales manager.

BEN LOCKERD, chief engineer & operations manager.

ARLEA RUSHIN, office manager.

### DIGEST OF RATE CARD NO. 7—(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 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*
					\$59.00*	\$34.00*

\*6-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$400 (NBC), \$300 (CBS), \$300 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50 %</b>	<b>WYOMING</b>				
		Campbell	1,900	1,600	85
		Carbon	4,800	4,200	86
		Converse	1,900	1,700	88
		Crook	1,200	1,000	81
		Fremont	8,400	7,700	92
		Hot Springs	2,100	1,800	85
		Johnson	1,600	1,400	84
		Natrona	18,800	17,600	94
		Niobrara	1,000	800	88
		Sheridan	5,800	5,000	85
		Washakie	2,600	2,400	90
		Weston	2,300	2,000	85
<b>Between 25-50 %</b>	<b>SOUTH DAKOTA</b>				
		Fall River	3,400	3,000	90
	<b>WYOMING</b>				
		Albany	7,100	6,200	87
		Park	4,700	4,100	87
	Sublette	1,400	1,100	84	
	Sweetwater	4,800	4,200	88	
<b>Between 5-24 %</b>	<b>WYOMING</b>				
		Big Horn	2,900	2,500	87
	Platte	1,900	1,600	85	
Station Totals			78,600	69,900	89
Net Weekly Circulation (March 1967)					49,500
Average Daily Circulation (March 1967)					40,200

# Wyoming—Cheyenne



**KFBC-TV**



Ch. 5

[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).

Color: Network, film, slide & tape.

News Wire Service: UPI.

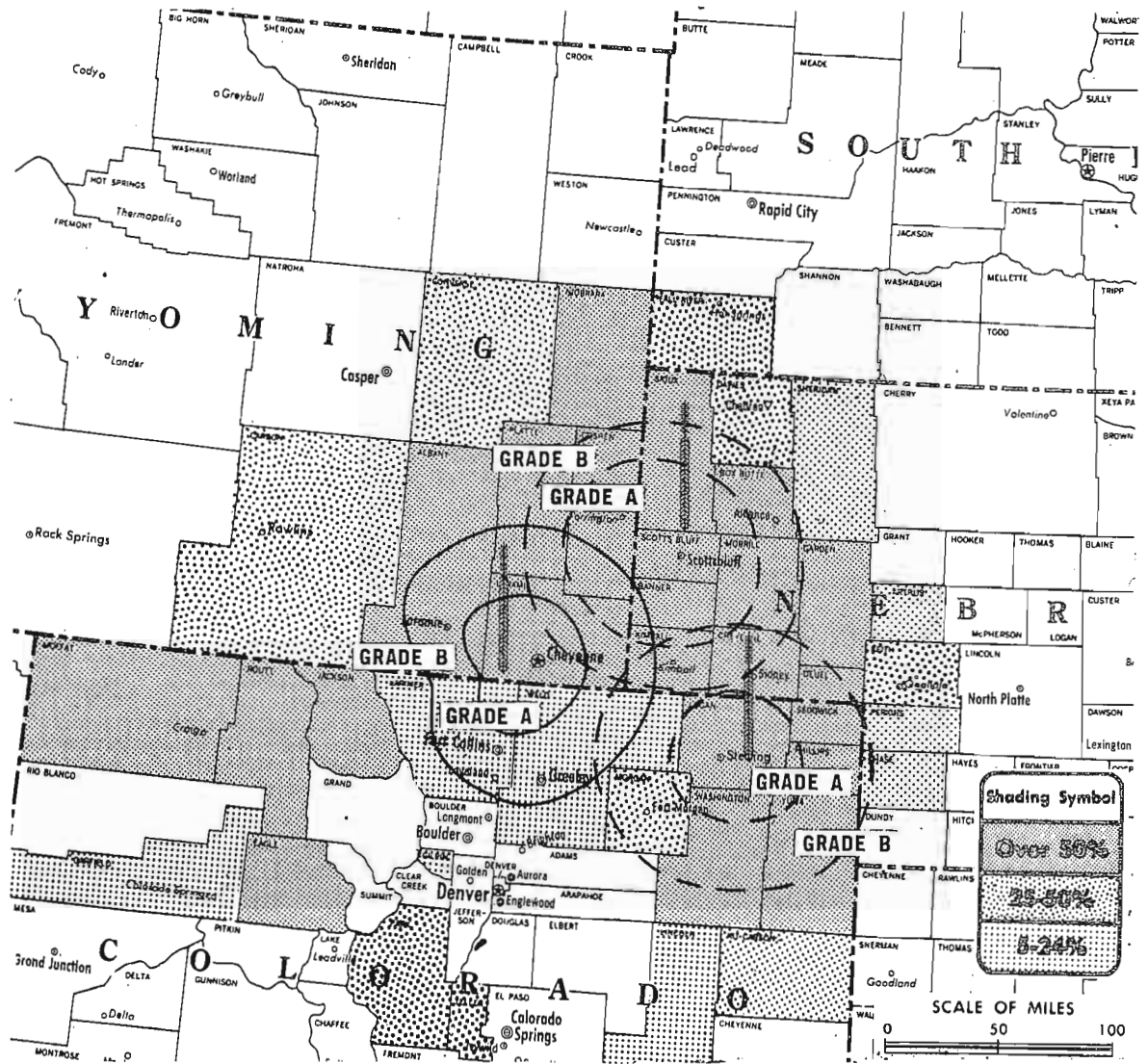
Facsimile Service: UPI.

News Film Service: CBS.

ARB Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation

© 1967 American Research Bureau.  
County coverage (shaded areas) based on 1965 ARB study.



KFBC-TV Ref: FCC File No. BMPCT-1398 Granted 10/2/53  
KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57  
KTVS Ref: FCC File No. BPCT-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., 5.9%; O. B. Koerfer, secy., 3.2%; Cheyenne Newspapers, 26%; 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 radio stations KFBC, Cheyenne and KQRS, Rock Springs. Frontier also holds CP for Ch. 11, Rawlins, Wyo.

Began Operation: March 22, 1954.

Represented (sales) by The 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. 8—(June 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—5:30-11 p.m., daily.	\$450.00	\$270.00	\$180.00	\$113.00	\$100.00*	\$80.00* \$40.00*

\*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: \$325 (ABC), \$325 (CBS), \$325 (NBC).

1968 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
Over 50%	<b>COLORADO</b>			
	Eagle	1,400	1,100	84
	Jackson	300	300	90
	Logan	7,000	6,300	90
	Moffat	2,500	2,000	81
	Phillips	1,400	1,300	95
	Routt	1,300	1,000	79
	Sedgewick	800	700	91
	Washington	1,700	1,500	87
	Yuma	2,600	2,300	88
	<b>NEBRASKA</b>			
	Banner	400	300	94
	Box Butte	3,500	3,300	92
	Cheyenne	5,000	4,600	91
	Deuel	1,000	900	93
	Garden	900	700	83
	Kimball	3,000	2,900	97
	Morrill	1,900	1,600	88
	Scotts Bluff	10,600	9,700	92
	Sioux	700	600	90
	<b>WYOMING</b>			
Albany	7,100	6,200	87	
Goshen	3,800	3,500	93	
Laramie	22,400	21,200	95	
Niobrara	1,000	800	88	
Platte	1,900	1,600	85	
Between 25-50%	<b>COLORADO</b>			
	Morgan	7,100	6,800	95
	Park	400	400	88
	Teller	800	700	93
	<b>NEBRASKA</b>			
	Dawes	2,900	2,500	87
	Keith	2,500	2,400	95
	<b>SOUTH DAKOTA</b>			
	Fall River	3,400	3,000	90
	<b>WYOMING</b>			
Carbon	4,800	4,200	86	
Converse	1,900	1,700	88	
(Continued on page 796-b)				
<b>Station Totals</b>		119,200	109,200	92
Net Weekly Circulation (March 1967)				90,200
Average Daily Circulation (March 1967)				65,900

795-b

# 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.

Studio: 500 Broadway, Thermopolis, Wyo. (82443).

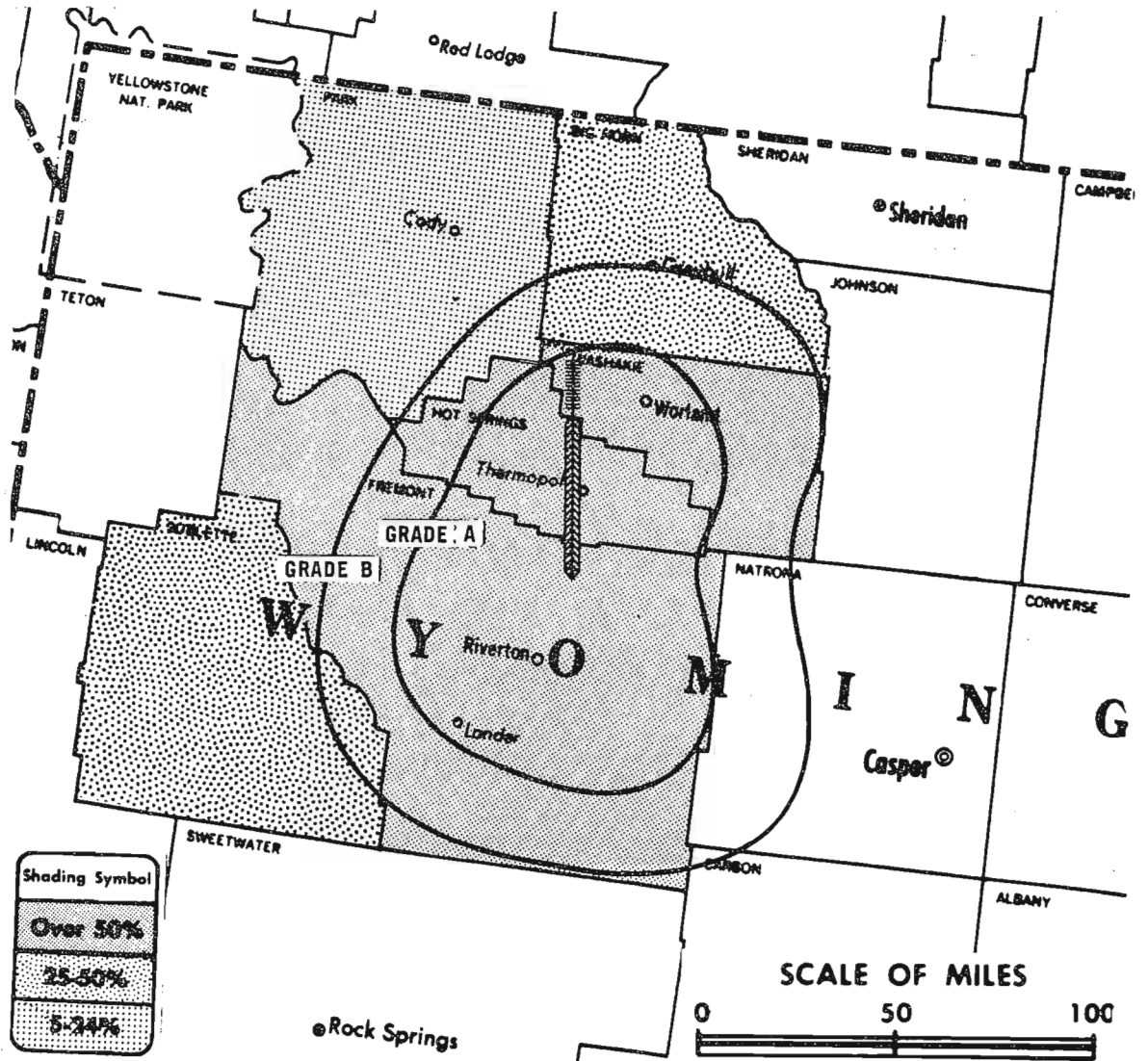
Telephone: 307-864-2351.

TWX No.: 307-864-2489.

Color: Network.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/68.  
TV Homes: TV% and Circulation  
© 1967 American Research Bureau.  
County coverage (shaded area) based on 1965 ARB study.



KWRB-TV Ref: FCC File No. BPCT-2138 Granted 9/28/56

©American Map Co., Inc., N.Y., No. 14244

## KWRB-TV

Network Service: ABC, CBS (EMP); also NBC, on per program basis.

Licensee: Chief Washakie TV, 500 Broadway, Thermopolis.

Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio stations KWOR, Worland, and KRTR, Thermopolis, all Wyo.

Began Operation: Dec. 22, 1957.

Represented (legal) by McKenna & Wilkinson.

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

NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	WYOMING			
	Fremont	8,400	7,700	92
	Hot Springs	2,100	1,800	85
	Washakie	2,600	2,400	90
<b>Between 25-50%</b>	WYOMING			
	Big Horn	2,900	2,500	87
	Sublette	1,400	1,100	84
<b>Between 5-24%</b>	WYOMING			
	Park	4,700	4,100	87
	Platte	1,900	1,600	85
Station Totals		24,000	21,200	88
Net Weekly Circulation (March 1967)				12,700
Average Daily Circulation (March 1967)				9,400

## KFBC-TV, Cheyenne

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	COLORADO			
	Garfield	4,200	3,600	86
	Gilpin	300	200	92
	Kit Carson	1,800	1,500	83
	Larimer	19,700	18,400	94
	Lincoln	1,600	1,400	90
	Weld	23,600	22,300	95
	NEBRASKA			
	Arthur	200	200	89
	Chase	1,100	1,100	94
Perkins	1,000	1,000	98	
Sheridan	2,600	2,400	91	



MALARKEY, TAYLOR & ASSOCIATES

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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: .229-kw visual, .045-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, 10-kw, 610 kc (MBS, NBC).

News Wire Service: UPI.

News Film Service: UPI.

Ownership: H. Scott Killgore, pres., 65%; Samuel N. Rubin, treas., 35%. Killgore also controls radio KOFY, 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 Marcus Cohn.

Represented (engineering) by Gautney & Jones.

Personnel:

W. B. NIELSEN, vice president & general 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).

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## La Rue Media Brokers Inc.

Radio Television CATV

### Sales

Radio/TV: El Paso, Texas \$2,300,000

TV: Portland, Maine \$4,800,000

116 Central Park South

New York, N.Y.

## 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: 35.5-kw visual, 5.37-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-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: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 42", long. 66° 03' 05".

(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 Comercio 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, Kenehan & 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

### WORA-TV

Mayaguez  
Ch. 5

Grantee (STA): Quality Telecasting Corp., Box 43 (00708).

Studio: Darlington Bldg. Transmitter: 2.2 mi. S of Maricao on Insular Rd. No. 81. Telephone: 809-832-1150. Cable: RACO.

(Continued on next page)

## **Puerto Rico**

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 237-ft. above ground, 3057-ft. above sea level.

Latitude 18° 09' 02"  
Longitude 66° 59' 20"

Color: Network.

AM Affiliate: WORA, 5-kw, 760 kc.

FM Affiliate: WORA-FM, 5.5-kw, 97.5 mc (No. 248), minus 62-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 98.89%. Officers: Alfredo R. de Arellano Jr., pres., .56%; Esther Del Valle de R. de Arellano, treas., .44%; Gloria M. R. de Arellano de Vizcarrondo, secy., .11%. Quality also owns WSVI (TV), Christiansted, V.I. Quality Broadcasting Corp., wholly owned subsidiary, owns WKYN and WFQM (FM), San Juan, P.R.

Began Operation: Oct. 1, 1955.

Represented (sales) by Island Network, Box 9986, Santurce (San Juan), P.R. (00908). Phone: 809-723-8088. Inter-American Publications (U.S.)

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

ALFREDO R. de ARELLANO JR., president.  
GLENN A. TRYON, manager.  
JOE DIAZ, program director.  
HECTOR NICOLAU, chief engineer.

### DIGEST OF RATE CARD NO. 8—(May 31, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$304.00	\$191.00	\$129.00	\$84.00	\$45.00	\$35.00	\$25.00

## **WRIK-TV**

**Ponce**

**Ch. 7**

Licensee: Ponce Television Corp., Darlington Bldg.

Studio: Darlington Bldg. Telephone: 842-0280.

Transmitter: Ponce Intercontinental Hotel.

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"

Holds CP for 116-kw visual, 22.4-kw aural, 2710-ft. above av. terrain, 437-ft. above ground, 4374-ft. above sea level, lat. 18° 09' 17", long. 66° 33' 16"; transmitter to Cerro Maravilla, 5-mi. SE of Jayuya, P.R. BPCT-3944.

News Wire Service: AP.

Ownership: Alfredo C. Ramirez de Arellano del Valle, 82.23%; Luis Ferre, 10%; Antonio Ferre & Oscar Girod, 3.33% each; Charles R. Cuprill, 1.11%. 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, Scheiner & Greeley.

Personnel:

ALFREDO R. DE ARELLANO DEL VALLE, president.  
REINALDO ROYO JR., gen. & commercial mgr. & film buyer.  
LUIS A. MORALES, program manager.  
EDMUND REID, chief engineer.

### DIGEST OF RATE CARD NO. 6—(May 31, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$262.00	\$158.00	\$104.00	\$67.00	\$39.00	\$23.00	\$18.00

798-b

## **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., Ponce.

Phone: 842-4178.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 2.73-kw visual, .537 kw aural. Antenna: 2570 ft. above av. terrain, 237-ft. above ground, 4177-ft. above sea level.

Latitude 18° 09' 17"  
Longitude 66° 33' 14"

Holds CP for 2.73-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.

Requests change to 36.3-kw visual, 7.24-kw aural, 2926-ft. above av. terrain, 350-ft. above ground, 4614-ft. above sea level, lat. 18° 10' 18", long. 66° 34' 30"; transmitter to Mt. Jayuya. BPCT-3899.

Ownership: Ralph Perez Perry, 100%, also owner of WKBM-TV, Caguas-San Juan and radios WKVM & WRFV-FM, 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

## **WAPA-TV**

**San Juan**

**Ch. 4**

Licensee: WAPA-TV Broadcasting Corp., G.P.O. Box 2050, San Juan, P.R. (00936). Studio: State Rd. 20, Guaynabo, P.R.

Telephone: 783-4440.

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 42"  
Longitude 66° 03' 05"

Color: Live, film, slide & tape.

News Film Service: UPI.

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, president.  
HECTOR MODESTTI, general manager.  
FELIX RODRIGUEZ BAEZ, program director.  
JULIO BRITO, chief engineer.

TV Factbook No. 38

DIGEST OF RATE CARD NO. 10—(Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$975.00	\$600.00	\$400.00	\$235.00	\$140.00	\$105.00

Spot announcements not subject to frequency discounts.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (NBC).

**WITA-TV**  
**San Juan**

Ch. 30  
(Off Air June 28, 1967)

Grantee: El Imparcial Broadcasting Corp., Apartado 2692, San Juan, P.R. (00903).

Studio: 450 Comercio St. (00903).

Transmitter: Rt. 833, 4-mi. SE of Parcelas, Santa Rosa, Guaynabo, P.R.

Telephone: 725-0130.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: 625-kw visual, 62.5-kw aural. Antenna: 280-ft. above av. terrain, 407-ft. above ground, 636-ft. above sea level.

Latitude	18°	21'	30"
Longitude	66°	08'	00"

Color: Film, slide & tape.

News Wire Service: UPI. News Film Service: UPI.

Facsimile Service: UPI.

Ownership: Antonio Ayuso Valdivieso, 100%. Iris M. de Ayuso, pres.; Hector Cintron, secy. Also holds CP for Ch. 20, Ponce, and Ch. 22, Mayaguez.

Began Operation: June 12, 1966.

Represented (sales) by International Newspaper Representatives Inc., 501 Madison Ave., New York, N.Y. (10022).

Represented (legal) by Miller & Schroeder.

Personnel:

WILLIAM SOCHUK, program director.  
ROBERT BEURKET, 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

**WKAQ-TV**  
**San Juan**

Ch. 2

Grantee (STA): Telemundo Inc., Box 5096, San Juan, P.R.

Studio: 383 Franklin D. Roosevelt Ave., San Juan.

Transmitter: Cerro Marquesa, 1.5-mi. N of Aguas Buena.

Telephone: 723-3800.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-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.

1968 Edition

**Puerto Rico**

Personnel:

RAFAEL RUIZ, general manager.  
E. VALDES PAGES, studio chief engineer.  
OSCAR ORZABAL QUINTANA, program director.  
ROBERTO L. PROHIAS, commercial manager.  
PABLO FRANKEL, film department director.  
R. CLEMENTE LEBRON, spot sales manager.

DIGEST OF RATE CARD NO. 10  
(May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$550.00	\$330.00	\$220.00	\$135.00	\$210.00	\$115.00	\$80.00

NETWORK BASE HOURLY RATE: \$250.

**WTSJ**  
**San Juan**  
Ch. 18

Network Service: NBC

Licensee: 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.

AM Affiliate: WRSJ, Bayamon-San Juan, 5-kw (.25-kw night), 1560 kc.

FM Affiliate: WRSJ-FM, 20-kw, 100.7 mc (No. 264).

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 417-kw visual, 56.2-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: Radio San Juan Inc., owned 100% by Trans Caribbean Airways (O. Roy Chalk). Tele San Juan also holds CP for WMGZ (TV), Mayaguez and WPSJ (TV), Ponce, P. R.

Began Operation: August 25, 1964. Sale to present owner by Julio Morales Ortiz & Clement L. Littauer approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:18, 34-35).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

O. ROY CHALK, president.  
WARREN SHUMAN, general manager.  
FELIX RODRIGUEZ, sales manager.  
RAFAEL CRUZ RIVERA, chief engineer.  
WALLY PIERRE, news director.

DIGEST OF RATE CARD NO. 2  
(Jan. 1, 1967)

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*

\*Class AA—7-11 p.m., daily.

For Puerto Rican Translators

See Services Volume

## Puerto Rico & Virgin Islands

### **WKBM-TV** Caguas-San Juan Ch. 11

Network Service: None, independent.

Licensee: 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, 13.2-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"

Holds CP for change to 200-kw visual, 39.8-kw aural, 1140-ft. above av. terrain, 200-ft. above ground, 1873-ft. above sea level. BMPCT-6569.

AM Affiliate: WKVM, San Juan, 50-kw, 810 kc.

Color: Film & slide.

News Wire Service: AP.

Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radios WKVM & WRFV-FM, 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, station manager.  
HECTOR RODRIGUEZ, studio operations.  
JOSE A. RIBAS, sales manager.  
VIVIAN PRIETO, accounting.  
JOSE RODRIGUEZ, film department.  
MYRNA RIVERA, traffic.

#### DIGEST OF RATE CARD NO. 3 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—7-10 p.m., daily.						
\$325.00	\$190.00	\$125.00	\$97.00	\$81.00	\$68.00	\$39.00

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**See page 701-b for details.**

## VIRGIN ISLANDS



### **WBNB-TV** Charlotte Amalie Ch. 10

Network Service: CBS, NBC.

Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I.

Studio: Mountain Top Estates.

Cable: WBNB.

Telephone: 774-0400 (studio); 774-0300 (office).

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 2.5-kw visual, .5-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.

News Film Service: CBS.

Ownership: Robert Moss, pres., 42.8%; Robert E. Noble Jr., secy.-treas., 40.9%; Kenneth H. Granger, 9.8%; Faye R. Russell, 6.5%.

Began Operation: July 1, 1961.

Represented (sales) by T.I.E. Sales.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT MOSS, president.  
ROBERT E. NOBLE, secretary-treasurer.

#### DIGEST OF RATE CARD NO. 3 (April 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$100.00	\$60.00	\$40.00	\$25.00	\$16.00	\$10.00	\$8.00

NETWORK BASE HOURLY RATE: \$50 (CBS), \$100 (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: 14.1-kw visual, 2.82-kw aural. Antenna: 748-ft. above av. terrain, 77-ft. above ground, 830-ft. above sea level.

Latitude	17°	44'	10"
Longitude	64°	41'	56"

News Wire Service: AP.

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.

Represented (sales) by Vic Piano Associates Inc.

Personnel:

ALFRED R. de ARELLANO, president.  
DONALD W. HUSTED, station manager.  
RON BURTON, program director.  
PAUL BOWEN, chief engineer.  
ANN BRONSON, women's director.

#### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$150.00	\$80.00	\$45.00	\$25.00	\$18.00	\$9.00	\$7.50



# EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of Jan. 8, 1968

Including Call Letters and Address of Commercially Operated Outlets\*

Plus CP Holders Reported Due to Begin Operation by Spring of 1968.

## ALABAMA

### WBIQ Birmingham Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia 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, 31.6-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: Mrs. Bertha Roberts, Martin J. Darity, Clell L. Hobson, James R. Swenburg, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, WEIQ, Mobile, WHIQ, Huntsville, WFIQ, Florence.

Began Operation: April 28, 1955.

Personnel:

RAYMOND HURLBERT, general manager.  
MARIANNE B. SHARBEL, director of public information.  
AL RENFRO, engineering & technical director.  
MADGE LAW, director, records & accounts.  
HOSMER W. ROBERSON, director of network coordination.

### WDIQ Dozier Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia 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, 10-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.

### WFIQ Florence Ch. 36

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission, 2101 Magnolia Ave., Suite 512, Birmingham, Ala. (35205).

Transmitter: 1.8-mi. N of Jonesboro.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 760-ft. above av. terrain, 538-ft. above ground, 1476-ft. above sea level.

Latitude	34°	34'	48''
Longitude	87°	46'	28''

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 16, 1967.

Personnel: See WBIQ, Birmingham.

### WHIQ Huntsville Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia 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.

## PROGRAM SOURCE and SERVICES SUPPLIERS

Bring your story directly to the PROGRAM MANAGER of every operating TV station, commercial and non-commercial, U.S. and Canada.

PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

See page 701-b for details.

\*Note: Tulsa University and Oklahoma A & M each owns 1.52% of KV00-TV, Tulsa (commercial). Ithaca College operates WICB-TV, Ithaca, N.Y. on local coaxial cable system.

## Alabama-Arizona Educational

### WEIQ

#### Mobile

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia 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, 23.4-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, 2101 Magnolia 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, 22.9-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, 2101 Magnolia 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, 31.6-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.

802-b

## ARIZONA

### KAET

#### Phoenix

Ch. 8

Non-Commercial Educational Station

Grantee: Arizona Board of Regents, 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: 961-3506.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 117-kw visual, 16.2-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.

Color: Network, film & slide.

News Wire Service: UPI.

Ownership: Operated by Arizona State U. (G. Homer Durham, pres.) for the Board of Regents.

Began Operation: Jan. 30, 1961.

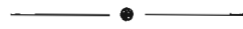
Personnel:

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.



### KUAT-TV

#### Tucson

Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, Modern Languages Bldg., Tucson, Ariz. (85721).

Studio & Transmitter: Modern Languages Bldg., U. of Arizona campus, Tucson, Ariz. Telephone: 884-1434.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: .933-kw visual, .186-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"

Holds CP for change to 35.5-kw visual, 3.55-kw aural, 3630-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. BPET—209.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: University of Arizona, Richard A. Harvill, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, general manager.

ARTHUR PAUL, program manager.

HARRY ATWOOD, film production supervisor.

MOLLY TALBOT, film services.

HOBART PAINE, chief engineer.

WILLIAM MORRISON, promotion manager.

STEPHEN KEARNS, traffic & production coordinator.

For Arizona Translator Stations

See Services Volume

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## ARKANSAS

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### KETS Little Rock Ch. 2

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark.

Studio: 350 S. Donaghey St., Conway, Ark.

Transmitter: U.S. Hwy. 65, 2-mi. N of Redfield, Barraque Twp.

Telephone: 375-2431, Little Rock; 329-3887, Conway.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2269-ft. above ground, 1997-ft. above sea level.

Latitude	34°	28'	23''
Longitude	92°	12'	10''

TV tape: Recording facilities.

Ownership: State Commission. Officers: Dr. Silas D. Snow, chairman; Mrs. Jetta Ford Sink, vice chairman; Evelyn Pierce Hammons, secy.-treas.

Began Operation: Dec. 4, 1966.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

LEE REAVES, director.  
FRED H. SCHMUTZ, program manager.  
VERNON L. DILLAPLAIN, chief engineer.

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## CALIFORNIA

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### 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.

Color: Film & slide.

News Wire Service: AP, UPI.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridg, chairman; H. Russell Smith, vice chairman; John W. Luhring, pres.; Dr. James L. Loper, v.p. & gen. mgr.; Russel I. Kully, secy.; Russell S. Bock, treas.

Began Operation: Sept. 28, 1964.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

JAMES L. LOPER, v.p. & general manager.  
COLIN BARRACLOUGH, director of development.  
DOUGLAS NORBERG, director of business affairs.  
SHERIDAN D. REID, director of programming production.  
BUD UNTIEDT, director of engineering.  
BERT N. SNOW, director of public relations.  
CHARLES ALLEN, director of programming.  
CHARLES CALLACI, coordinator, educational services.  
TOM PETTIT, chief correspondent, news dept.

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## Ark.-California Educational

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### KIXE-TV Redding

Ch. 9

Non-Commercial Educational Station

Licensee: Northern California Educational Television Association Inc., 1304 East St., Box 9, Redding, Cal. (96001).

Main studio (projected): Redding, Cal. Also affiliated studios at Chico State College, Chico, Cal. (95926).

Transmitter: KRGR-TV, Redding, transmitter house, Mt. Shasta-Bally. Telephone: 241-7900.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 31.19-kw visual, 5.89-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-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:

BILL REED, general manager.  
KEN DENISOFF, station engineer.  
SANDY McCALEB, publicity director.  
SUSAN HOLMEN, public relations.  
J. ALLEN LARNER, schoolcast coordinator.

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### KVIE Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: Garden Hwy., Sacramento. Telephone: 922-6563.

Transmitter: 3.5-mi. S of El Dorado.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 89.1-kw visual, 17.8-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''

TV tape: Recording facilities.

Ownership: Non-profit corporation. Mead B. Kibbey, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN C. CRABBE, general manager.  
BILL HOPKINS, program director.  
DAVE FOX, assistant program director.  
CHARLES VENTO, director, school telecasts.  
DEE BLACK, office manager.  
DONNA CHEARS, traffic.  
GORMAN K. BROWN, chief engineer.

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### 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. (92403).

Studio & Transmitter: 701 S. Mt. Vernon Ave.

Telephone: 885-0234, Ext. 250, 254, 282.

Technical Facilities: Channel No. 24 (530-536 mc). Authorized power: 5.75-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 120-ft. above ground, 1178-ft. above sea level.

Latitude	35°	05'	20''
Longitude	117°	18'	44''

(Continued on next page)

## California Educational

FM Affiliate: KVCR-FM, .81-kw, 91.9 mc (No. 220), 240-ft. antenna height.

TV tape: Recording facilities.

News Wire Service: UPI.

Ownership: Non-profit organization. Carleton W. Lockwood, chairman; J. W. McDaniel, pres.

Began Operation: Sept. 11, 1962.

Personnel:

EDWARD R. ROTHHAAR, general manager.  
JAMES CURTISS, chief engineer.  
DOROTHY A. HOOVER, program manager.  
THOMAS W. LITTLE, production manager.

### KEBS-TV

San Diego

Ch. 15

Non-Commercial Educational Station

Grantee: San Diego State College (92115).

Studio: San Diego State College, San Diego.

Transmitter: Mount San Miguel, 13 mi. E of San Diego.

Telephone: 714-286-6415. TWX No.: 714-583-8100.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 1000-kw max. and 417-kw horizontal visual, 200-kw max. and 81.3-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2693-ft. above sea level.

Latitude	32°	41'	48"
Longitude	116°	56'	10"

TV tape: Recording facilities.

Color: Network.

FM Affiliate: KEBS-FM, 780-watts, 89.5 mc (No. 208), 110-ft. antenna height.

Ownership: State institution.

Began Operation: June 25, 1967.

Personnel:

JOHN P. WITHERSPOON, general manager.  
BRADFORD B. WARNER, program director.  
JOHN C. MERINO, chief engineer.  
STEPHEN A. ALL, manager, San Diego Area Instructional Television Authority.

### KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St., San Francisco, Cal. (94107).

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: 316-kw visual, 63.2-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"

TV tape: Recording facilities. Color: Live, film & slide.

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., chairman.  
JAMES DAY, president & general manager.  
ROLAND E. FENZ, director of development.  
JONATHAN C. RICE, director of programming.  
GERALD MARANS, assoc. director of programming.  
RAYMOND L. SMITH, director of educational services.  
ALLEN WILLIS, film director & buyer.  
RICHARD MOORE, director of special projects.  
ROBERT HEUSTIS, chief engineer.  
PAUL TURNER, director of operations.

### 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); 299-3195 (Office).

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 22.9-kw visual, 4.68-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. Glenn Hoffman, County Supt. of Schools; O. D. Russell, Assoc. County Supt. for Admin. Services.

Began Operation: Oct. 19, 1964.

Personnel:

DR. GLENN HOFFMAN, 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.  
RAY McKELVEY, utilization director.  
JUDI LEDESMA, traffic director.

### KCSM-TV

San Mateo

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, 1700 West Hillsdale Blvd., San Mateo, Cal. (94402).

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, 2.75-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.  
DANIEL ODUM, director, music programs.  
JOHN M. HUBBARD, publicity director.  
FRANCIS J. MORGAN, chief engineer.



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## COLORADO

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### 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, 15-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''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Denver Public Schools; Dr. Robert D. Gilberts, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Krieger & Jorgensen.

Personnel:

RUSSELL CASEMENT, executive director.  
J. A. SCHLAEFLE, director of programming.  
JOHN CULLEN, director of engineering.  
JAMES W. LARGENT, studio technical supervisor.  
GERALD WILLSEA, director of radio & television activities.  
HOWARD T. HANSEN, art supervisor.  
CLELLAN C. RAINS, production manager.  
WILLARD EASTERLY, transmitter engineer.  
DANNA M. LUNDY, traffic control manager.  
CARLOS SEEGMILLER JR., film director.

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## CONNECTICUT

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### WEDW

Bridgeport

Ch. 49

Non-Commercial Educational Station

Grantee: Connecticut Educational TV Corp., c/o Ben A. Hudelson, 266 Pearl St., Hartford, Conn. (06103).

Studio: Boardman Hall, Trinity College, Hartford, Conn. (06106).

Transmitter: Booth Hill, 6.9-mi. N of center of Bridgeport.

Technical Facilities: Channel No. 49 (680-686 mc). Authorized power: 614-kw max. & 425-kw horizontal visual, 123-kw max. & 85-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	43''
Longitude	73°	11'	08''

Ownership: See WEDH, Hartford, Conn.

Began Operation: Dec. 17, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

Personnel: See WEDH, Hartford, Conn.

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### WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., Ben A. Hudelson, 266 Pearl St., Hartford, Conn. (06103).

Studio: Boardman Hall, Hartford, Conn. (06106).

1968 Edition

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## Colorado-Delaware Educational

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Transmitter: Deercliff Rd., Avon, Conn.

Telephone: 246-6515 (Studios); 246-7269, (Office).

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'	27''
Longitude	72°	48'	20''

TV tape: Recording facilities.

Ownership: Connecticut Educational TV Corp. (non-profit organization), 100%. Also operates WEDN, Norwich, Conn.

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. LENNHOFF, dir. of public relations.

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### WEDN

Norwich

Ch. 53

Non-Commercial Educational Station

Grantee: Connecticut Educational TV Corp., Ben A. Hudelson, c/o Trinity College, Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: 3.2-mi. S. of Fitchville, Conn.

Telephone: 246-6515 (Hartford).

Technical Facilities: Channel No. 53 (704-710 mc). Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude	41°	31'	11''
Longitude	72°	10'	04''

Ownership: See WEDH, Hartford.

Began Operation: March 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WEDH, Hartford.

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## DELAWARE

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### 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.

Color: Live, film, slide & tape.

News Wire Service: AP.

Ownership: Same as WUHY-TV, Philadelphia, Pa.

(Continued on next page)

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## Delaware-Florida Educational

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.  
KARL A. PECKMAN JR., development officer.  
SID SHAW, manager, operations, Wilmington.  
CHARLES HERBITS, director of department of public information.  
RICHARD BACHTEL, traffic director.

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., 2600 Fourth St. NW, Washington, D.C. (20001).

Studio: 2600 Fourth St. NW, Washington, D.C. (20001).

Transmitter: 5202 River Rd., Bethesda, Md.

Telephone: 387-1300.

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 1100-kw max. and 794-kw horizontal visual, 110-kw max. and 79.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 817-ft. above ground, 1057-ft. above sea level.

Latitude	38°	57'	49.4"
Longitude	77°	06'	18.2"

TV tape: Recording facilities.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

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; Monroe Bush, vice 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, v.p. & general manager.  
CHARLES A. PROHASKA, director of engineering.  
ROBERT D. SMITH, director of programming.  
WAYNE COY, director, production & operations.  
DUANE H. BROWN, business manager.  
ARTHUR SINGER, asst. director of development.  
KING HARRISON, chief engineer.  
JACK HUNTER, asst. director of programming.  
J. ALLEN BOWERS, manager, program operations.

## FLORIDA

### WUFT

Gainesville

Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of State University of Florida, 226 Administration Bldg., 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, Burte Kibler, Henry Kramer, Clarence L. Menser, John C. Pace, Wayne C. McCall, Mrs. Jack C. Behringer, Mrs. E. D. Pearce, members. U of Florida also operates radios WRUF and WRUF-FM.

Began Operation: Nov. 17, 1958.

### Personnel:

RAE O. WEIMER, dir., College of Journalism & Communications.  
KENNETH A. CHRISTIANSEN, director of television.  
MARK DAMEN, program manager.  
ROWLAND MEDLER, chief engineer.  
JOHN W. THORNE, head, film department.

### 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: 904-354-2806.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 38.9-kw visual, 7.76-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"

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.  
DICK HEUER, production manager.  
JACK NEWSOM, director of development.

### WSEC-TV

Miami

Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 377-4311. 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, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 377-4311.

TWX No.: 305-696-3480.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

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"

TV tape: Recording facilities.

Color: Network.

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. 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.  
ANTHONY RICCIARDI, 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. Telephone: 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. J. M. Higginbotham, pres.; G. E. Allison, exec. secy.

Began Operation: March 15, 1965.

Personnel:

GEORGE E. ALLISON, acting station manager.  
R. J. BERRY, coordinator.  
STEPHEN M. STECK, production manager.  
JOSEPH S. HEARN, chief engineer.  
FRANK MELE, assistant chief engineer.  
JOYCE MILLER, operations manager.

## WSRE

Pensacola

Ch. 23

Non-Commercial Educational Station

Grantee: Escambia County Board of Public Instruction, 215 W. Garden St., Pensacola, Fla. (32501).

Studio: 1000 College Blvd., Pensacola, Fla. (32504).

Transmitter: Fairfield Dr., Pensacola.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 38-kw visual, 5.87-kw aural. Antenna: 490-ft. above av. terrain, 464-ft. above ground, 544-ft. above sea level.

Latitude	30°	26'	36"
Longitude	87°	14'	26"

## Florida Educational

TV tape: Recording facilities.

Color: Network.

Ownership: Escambia County Board of Public Instruction, J. E. Hall, superintendent.

Began Operation: Sept. 11, 1967.

Personnel:

ONEIDA P. CARPENTER, director.  
ERIC C. SMITH JR., program director.  
GLENN WALDEN, 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, 19.1-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.

Color: Film & slide.

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.

Personnel:

EDWARD L. HERP, director, University bcstg. services.  
CLAYTON ROEHL, program-publicity director.  
KEN JOHNSON, art director.  
BRUCE PERTLE, production manager & film director.  
BILL KRAEMER, chief engineer.

## WUSF-TV

Tampa

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Studio: 4202 Fowler, Tampa

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 813-988-4131, ext. 341.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

News Wire Service: UPI.

FM Affiliate: WUSF, 21-kw, 89.7 mc (No. 209), 820-ft.

Ownership: State of Florida.

Began Operation: Sept. 12, 1966.

Personnel:

G. C. EICHHOLZ, general manager.  
RICHARD STECK, broadcast coordinator.  
WILLIAM BRADY, program director.  
JUAN FELIPE de la CRUZ, operations manager.  
DAVID M. GUERRA, production manager.  
JOHN RALLE, chief engineer.

(Continued on next page)

## Florida-Georgia Educational

### 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 (33605); 6605 5th Ave. No., St. Petersburg, Fla. (33710).

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 248-5751.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5''
Longitude	82°	15'	48''

TV tape: Recording facilities.

Color: Film & slide.

Ownership: WEDU officers: William P. Wallace, pres.; Wilmer McCutcheon, v.p.; Mary Spencer, secy.; Ellwood Johnson, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

R. LeROY LASTINGER, exec. v.p. & general manager.  
ALAN F. LEWIS, director of programming.  
RAY ELLIS, assistant general manager.  
LEO A. FISHER, chief, film & traffic section.  
ORBRA W. HARRELL, chief engineer.

## 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. (30601).

Studio: Center for Continuing Education, U. of Ga. campus, Athens.

Transmitter: Jacks Creek Mt., 5.2-mi. ENE of Monroe, Ga.

Telephone: 542-3554. TWX No.: 810-754-3915.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 316-kw visual, 49.3-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''

Requests change to 56.43-kw aural, 1132-ft. above av. terrain, 418-ft. above ground, 2046-ft. above sea level, lat. 33° 48' 18.33'', long. 84° 08' 39.7''; transmitter to Stone Mt.

Color: Network, film & slide.

TV tape: Recording facilities.

Ownership: State institution. John W. Langdale, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Personnel:

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''

Holds CP for change to 457-kw visual, 83.2-kw aural, 1030-ft. above av. terrain, 1046-ft. above ground, 2046-ft. above sea level, lat. 33° 46' 57'', long. 84° 23' 20'', transmitter to 1018 W. Peachtree Rd. N.W., Atlanta. BPET—301.

TV tape: Recording facilities.

FM Affiliate: WABE, 4.6-kw, 90.1 mc (No. 211), 360-ft.

Ownership: Board of Education of the City of Atlanta. Officers: Ed S. Cook Sr., pres.; Fred Shell, v.p.

Began Operation: Feb. 17, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DR. GILBERT TAUFFNER, exec. dir., radio & television education.  
HASKELL BOYTER, director, radio & television education.  
DON GILPIN, production manager.  
ANN MacMILLAN, traffic.  
VAN JOYNER, radio coordinator.  
JACK CURRY, chief engineer.  
GEORGE McCURDY, film director.

### WCLP-TV

#### Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta (30329).

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Cohutta Mt., 3.3-mi. ESE of Chatsworth.

Color: Network, film & slide.

Telephone: 404-695-2422.

Technical Facilities: Channel No. 18 (494-500 mc). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06''
Longitude	84°	42'	54''

Ownership: State Board of Education. Officers: James S. Peters, chairman; Jack P. Nix, state supt. of schools. Also operates WACS-TV, Dawson; WABW-TV, Pelham; WCES-TV, Wrens; WXGA-TV, Waycross; WVAN-TV, Savannah; WJSP-TV, Columbus, and WDCO-TV, Cochran.

Began Operation: Jan. 30, 1967.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

LEE E. FRANKS, executive director of television.  
JOHN R. HANEY, business manager.  
LOUIS PENEGUY, director, information & traffic.  
O. MAX WILSON, administrator of utilization.  
DAVID O'KEEFE, production manager.  
HARVEY J. ADERHOLD, director of network engineering.  
W. D. WEATHERLY, chief engineer, P.O. Box 389, Chatsworth, Ga. (30705).



## WDCO-TV

Cochran

Ch. 15

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Road, N.E., Atlanta (30329).

Network Control Center: 881 Peachtree Street N.E., Suite 16, Atlanta (30309).

Transmitter: 7.5 miles NE of Cochran, Ga.

Color: Network, film & slide.

Telephone: 912-934-7452.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 501-kw max. & 363-kw horizontal visual, 50.1-kw max. & 36.3-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 1185-ft. above ground, 1545-ft. above sea level.

Latitude	32°	28'	11"
Longitude	83°	15'	17"

Ownership: State Board of Education. For officers: see WCLP-TV, Chatsworth, Ga.

Began Operation: Jan. 1, 1968.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
WALLACE T. LYNCH, chief engineer, Rt. 1, Cochran, Ga. (31014).

## WJSP-TV

Columbus—Warm Springs

Ch. 28

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Warm Springs, Ga. on Hwy. 85 W., 3½-mj. S. of Warm Springs.

Telephone: 404-655-2145.

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 WCLP-TV, Chatsworth, Ga.

Began Operation: August 10, 1964.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth.  
DONALD THOMAS, chief engineer, P.O. Box 5, Warm Springs, Ga. (31830).

## WACS-TV

Dawson

Ch. 25

Non-Commercial Educational Station

Grantee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1727 Clifton Rd. NE, Atlanta.

## Georgia Educational

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 12.7-mi. NNW of Dawson.

Telephone: 916-623-2253.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude	31°	56'	15"
Longitude	84°	33'	15"

Ownership: See WCLP-TV, Chatsworth, Ga.

Began Operation: March 6, 1967.

Personnel:

Administration: See WCLP-TV, Chatsworth.  
RUSSELL AIKEN, chief engineer, P. O. Box 502, Dawson, Ga. (31742).

## WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St. NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 3-mi. E of Pelham. Telephone: 912-294-8313.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude	31°	08'	05"
Longitude	84°	06'	16"

Ownership: See WCLP-TV, Chatsworth, Ga.

Began Operation: Jan. 2, 1967.

Personnel:

Administration: See WCLP-TV, Chatsworth.  
JAMES G. COCHRAN, chief engineer, P.O. Box 249, Pelham, Ga. (31779).

## WVAN-TV

Savannah—Pembroke

Ch. 9

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: Pembroke, Ga., Bryan County, 36-mi. W. of Savannah.

Telephone: 912-653-4996.

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. See WCLP-TV, Chatsworth.

Began Operation: Sept. 17, 1963.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
JOHN VANCE, chief engineer, P.O. Box 367, Pembroke, Ga. (31321).

# Georgia-Hawaii Educational

## WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

Transmitter: 2.5-mi. S. of Hasty, Ga. Telephone: 912-283-4838.

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.

Color: Network, film & slide.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: November 19, 1961.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
KNOX CARREKER, chief engineer, P.O. Box 842, Waycross, Ga. (31501).

## WCES-TV

Wrens

Ch. 20

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1727 Clifton Rd. NE, Atlanta, Ga. (30329).

Transmitter: 7-mi. NE of Wrens. Telephone: 404-547-2107.

Network Control Center: 881 Peachtree St., NE, Suite 16, Atlanta, Ga. (30309).

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. See WCLP-TV, Chatsworth, Ga.

Began Operation: Sept. 12, 1966.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
RABUN F. BOBO, chief engineer, P.O. Box 525, Wrens, Ga. (30833).

Note: All educational television stations in Ga. are interconnected to form Georgia Educational Television Network. WGTV, Athens and WETV, Atlanta are network affiliates. WABW-TV, Pelham; WACS-TV, Dawson; WCES-TV, Wrens; WCLP-TV, Chatsworth; WDCO-TV, Cochran; WJSP-TV, Columbus; WVAN-TV, Savannah and WXGA-TV, Waycross are network owned.

# HAWAII

## KHET

Honolulu

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Studio: 1776 University Ave. Telephone: 944-8921.

Transmitter: 1534 Kapiolani Blvd., Honolulu.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 148-kw visual, 29.5-kw aural. Antenna: minus 82.75-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude	21°	17'	45.7"
Longitude	157°	50'	35.7"

TV tape: Recording facilities.

Ownership: The university is a state institution. Thomas H. Hamilton, pres.

Began Operation: April 15, 1966.

Represented (legal) by Marcus Cohn.

Represented (engineering) by W. J. Kessler.

Personnel:

ROBERT M. REED, director, educational television broadcasting.  
CLIFFORD EBLEN, program manager.  
GORDON TUELL, production manager.  
HENRY C. CRONIN, chief engineer.

## KMEB-TV

Wailuku, Maui

Ch. 10

(Satellite of KHET, Honolulu, Hawaii)

Non-Commercial Educational Station

Grantee: University of Hawaii, 1776 University Ave., Honolulu (96822).

Transmitter: Kole Kole Hill, Haleakala Crater, approx. 20-mi. SE of Wailuku.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude	20°	42'	40"
Longitude	156°	15'	34"

Ownership: See KHET, Honolulu.

Began Operation: Sept. 22, 1966.

## STUDIO EQUIPMENT MANUFACTURERS

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See page 701-b for details.

# 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: 208-882-3511, Ext. 413.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 115-kw visual, 11.5-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.

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: None.

FM Affiliate: KUID-FM, 1.18-kw, 91.7 mc (No. 219), 1000-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.  
ROY O'BRADY, transmitter engineer.

# ILLINOIS

## WSIU-TV

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.

Telephone: 618-453-4343.

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.

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: None.

FM Affiliate: WSIU, 37-kw, 91.9 (No. 220), 290-ft. antenna height.

Ownership: Board of Trustees of Southern Ill. U. Also holds CP for WUSI-TV, Ch. 16, Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

BUREN ROBBINS, director, broadcasting service.  
JOHN KURTZ, general manager.  
DAVE ROCHELLE, operations manager & production supervisor.  
MYERS WALKER JR., art and staging director.  
CARL PLANINC, coordinator public schools instructional programs.  
WILLIAM E. DIXON, chief engineer.  
WILLIS SEAMAN, chief transmitter engineer.

# Idaho-Illinois Educational

## 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.

Color: Network.

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Edward L. Ryerson, pres.; Fairfax M. Cone, v.p.; George A. Ranney Jr., v.p.; Paul W. Guenzel, v.p.; Lester Armour, treas.; Robert L. Foote, secy. Also owns WXXW, Ch. 20, Chicago.

Represented (legal) by Sidley, Austin, Burgess & Smith, Chicago.

Personnel:

JOHN W. TAYLOR, executive director.  
DEMETRA PANAGOS, administrative associate.  
A. G. FERREIRA, business manager.  
EDWARD L. MORRIS, director of programming.  
ROBERT FUZY, program manager.  
CLARENCE McINTOSH, production manager.  
GARY BERGLAND, executive producer.  
ALLISON J. BINFORD JR., executive producer.  
JOHN SOMMERS, executive producer.  
JAMES McQUINN, supervisor, production operations.  
ROBERT SEIPP, film director.  
THOMAS G. SANBERG, director of development.  
CAROL BRYANT, publicity manager.  
WILLIAM WOODS, director of engineering.  
WALTER ALLIS JR., chief engineer.  
PHYLLIS ABBOD, recording services sales supervisor.  
WALTER SALBER, film recording operating supervisor.

## 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.

For CATV Systems

See Services Volume

## Illinois-Indiana Educational

### WUSI-TV

**Olney**

Ch. 16

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Board of Trustees of Southern Ill. University, Carbondale, Ill. (62903).

Studio: 2-mi. W of Dundas, 8-mi. NW of Olney, Ill.

Transmitter: 2.1-mi. W of Dundas, Ill.

Technical Facilities: Channel No. 16 (482-488 mc). Authorized power: 1170-kw max. & 977-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 930-ft. above av. terrain, 975-ft. above ground, 1445-ft. above sea level.

Latitude	38°	50'	18''
Longitude	88°	07'	46''

TV tape: Recording facilities.

Color: Network.

Ownership: Board of Trustees for Southern Ill. U. Also licensee of WSIU-TV & WSIU(FM), Carbondale, Ill.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair.

Personnel:

BUREN C. ROBBINS, general manager.  
WILLIAM E. DIXON, chief engineer.

### 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: R. R. #2, 5-mi. W of Monticello, Willow Branch Twp.

Telephone: 333-1070, Urbana.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.

Latitude	40°	02'	18''
Longitude	88°	40'	10''

TV tape: Recording facilities.

Color: Film. 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.

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.  
RICHARD DAVIS, production coordinator.  
HENRY W. LIPPOLD JR., news director.  
DAVID B. OTTO, program director.  
ROB R. BELDON, chief engineer.

## INDIANA

### WCAE

**St. John**

Ch. 50

Non-Commercial Educational Station

Grantee: Lake Central School Corp., St. John, Ind. (46373).

Studio: Rt. 41.

Telephone: 219-365-8551.

Transmitter: Rt. 41.

Technical Facilities: Channel No. 50 (686-692 mc). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1032-ft. above sea level.

Latitude	41°	28'	01''
Longitude	87°	28'	25''

TV tape: Recording facilities.

Ownership: Lake Central School Corp.

Began Operation: Sept. 20, 1967.

Personnel:

LOUIS IACONETTI, director of television.  
JAMES N. SHEETZ, chief engineer.  
TED LUCAS, production & direction.  
CAROL SPARBER, secretarial & production assistant.  
CARL YATES, dir. of promotions & public relations.

### 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)

### WVUT

**Vincennes**

Ch. 22

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Board of Trustees for Vincennes University, 1002 N. First St.

Studio: 1029 N. 4th St., Vincennes.

Transmitter: SW of Indiana Hwy. 61, 3-mi. SE of Vincennes.

Telephone: 812-882-3350, Ext. 45.

Technical Facilities: Channel No. 22 (518-524 mc). Authorized power: 17.8-kw visual, 1.78-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude	38°	39'	06''
Longitude	87°	28'	37''

Ownership: Board of 27 trustees, Matthew E. Welsh, pres.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

ISAAC K. BECKES, president.  
DAVID GOODNOW, program director.  
WAYNE SCHULER, chief engineer.



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## IOWA

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### 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).

Telephones: 284-7723, studio; 284-7768, manager.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 28.8-kw visual, 5.5-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.

Color: Network, film, slide & tape.

FM Affiliate: KDPS, 5.2-kw, 88.1 mc (No. 201), 285-ft. antenna height.

Ownership: Local school district.

Began Operation: April 27, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN A. MONTGOMERY, station manager & director of television education.

ROBERT GABLER, acting program director.

GEORGE SUTTON, film director.

DON SAVERAID, chief engineer.

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### 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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## KANSAS

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### KTWU Topeka

Ch. 11

Non-Commercial Educational Station

Licensee: 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, 31.6-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:

DR. DALE N. ANDERSON, director of communication & manager.

PAUL CORBIN, chief engineer.

ERNEST HEDGES, asst. chief engineer.

CAROLYN RIPPETOE, director, promotion & publicity.

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## KENTUCKY

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### WFPK-TV Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newbury Rd., Louisville (40218).

Studio: 2301 Clarendon Ave. (40205).

Transmitter: 301 Library Place. Telephone: Juniper 4-4154.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 13.5-kw visual, 1.74-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 officer: Richard Van Hoose, supt.

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.

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## LOUISIANA

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### 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. Color: Network. News Wire Service: UPI.

Ownership: Non-profit corporation. Officers: Mrs. Moise W. Denery, pres.; T. Sterling Dunn, v.p.; Jimmy Heymann, v.p.; Louis G. Lemle, v.p.; Mrs. Isabel Ewing, secy.; C. C. Clifton, treas.

Began Operation: April 1, 1957.

Represented (legal) by Krieger & Jorgensen.

Personnel:

W. S. HART, general manager, station manager.

WILLIAM G. MANSCHOF, director of programming.

ROBERT I. CARSWELL, production manager.

A. E. MAURIN, director of engineering.

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### WWL-TV New Orleans

Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

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# MAINE

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## 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.: 207-783-3542.

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.

Color: Network.

News Wire Service: AP, UPI.

Ownership: Bates College (operator of FM radio WRJR, Lewiston, Me.), 33 1/3%; Colby College, 33 1/3%; Bowdoin College, 33 1/3%. (Operator of FM radio WBOR, Brunswick, Me.).

Began Operation: November 13, 1961.

Represented (legal) by McKenna & Wilkinson.

Personnel:

E. B. LYFORD, director.  
ROLAND A. DESJARDINS, chief engineer.  
LESTER J. RICHARDS, program manager.  
MRS. LAJNA HUOTARI, traffic manager.

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## 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.: 710-229-1091.

TV tape: Recording facilities (at Orono).

Color: Network.

News Wire Service: AP.

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.

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## 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.

814-b

Telephone: 207-866-7551 (Orono). TWX No.: 710-229-1091.

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.

Latitude	44°	45'	36"
Longitude	68°	33'	59"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

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.  
PHILLIP ENGLISH, program director.  
KENNETH KRALL, traffic & promotion.  
ROGER W. HODGKINS, assistant to general manager.  
EDWARD WINCHESTER, chief engineer.  
CARL MASON, network transmitter supervisor.

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## 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: 207-866-7551 (Orono). TWX No.: 710-229-1091.

TV tape: Recording facilities (at Orono).

Color: Network.

News Wire Service: AP.

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.

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# MASSACHUSETTS

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## 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: 350 Cedar St., Needham, Mass.

Telephone: University 4-6400.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude	42°	18'	37"
Longitude	71°	14'	14"

TV tape: Recording facilities.

TV Factbook No. 38

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

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. Also holds CP for WGBX (TV), Boston.

Began Operation: May 2, 1955.

Represented (legal) by Covington & Burling.

Personnel:

HARTFORD N. GUNN JR., general manager.  
JOHN CALDWELL, manager of operations.  
DAVID IVES, mgr. for community relations & finance.  
RICHARD H. THOMAS, associate mgr. of operations.  
HENRY MORGENTHAU III, special projects exec. producer.  
ROBERT L. LARSEN, TV director, education division.  
MICHAEL AMBROSINO, TV asst. program mgr. & film buyer.  
TOM KELLER, director of engineering.  
JOHN R. HURLEY, manager of business affairs.

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## WGBX-TV

**Boston**

Ch. 44

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 238 Main St., Cambridge, Mass. (02142).

Studio: 125 Western Ave., Boston (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 371-kw max. & 295-kw horizontal visual, 74.1-kw max. & 58.9-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1195-ft. above ground, 1345-ft. above sea level.

Latitude	42°	12'	42"
Longitude	71°	06'	51"

TV tape: Recording facilities.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 25, 1967.

Personnel:

JAMES P. KELLY, director.

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## MICHIGAN

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### WTVS

**Detroit**

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Studios: Southfield, Mich.; Detroit Public Schools, 9345 Lawton Ave.; Wayne State University; University of Detroit.

Transmitter: W. Eleven Mile Rd., between Franklin & Inkster Rds., Southfield, Mich.

Telephone: 444-4666.

Technical Facilities: Channel No. 56 (722-728 mc). Authorized power: 891-kw max. and 575-kw horizontal visual, 178-kw max. and 115-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

Holds CP for change to 617-kw visual, 61.7-kw aural; studio to 26945 W. Eleven Mile Rd., Southfield.

TV tape: Recording facilities.

Color: Network, film & slide.

1968 Edition

## Mass.-Michigan Educational

Ownership: Foundation officials: Edwin O. George, pres.; R. T. Johnstone, v.p.; E. Hardwood Rydholm, v.p.; Norman B. Weston, treas.; Paul B. Pickard, exec. director. Following are board members: Mrs. Bernard Becker, Henry D. Brown, Dr. Carl L. Byerly, Rev. Malcom Carron, Walker L. Cisler, Richard E. Cross, John C. Dancy, Anthony G. DeLorenzo, George E. Gullen Jr., C. Allen Harlan, Ralph T. McElvenny, Allen W. Merrell, Nate S. Shapero, Mrs. Gerard Slattery, D. F. Smith, Ralph Ulveling.

Began Operation: Aug. 8, 1955.

Represented (legal) by Krieger & Jorgensen.

Personnel:

PAUL B. RICKARD, general manager.  
LEONARD W. EDEN, chief engineer.  
J. N. CHRISTIANSON, dir. of promotion & development.  
LOUIS J. SLYKER, operation mgr. & program coordinator.

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## WCMU-TV

**Mt. Pleasant**

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant.

Studio: Anspach Hall, Mt. Pleasant.

Transmitter: 0.4-mi. W of Blue Grass Rd. & old U.S. Rt. #27.

Telephone: 774-3105.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 520-ft. above av. terrain, 544-ft. above ground, 547-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

TV tape: Recording facilities.

Color: Network.

Ownership: State institution.

Began Operation: March 29, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

WILLIAM J. GRIGALIUNAS, station manager.  
FRANK TEFFT, chief engineer.  
MARY LOU GALICIAN, program director.

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## 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, 61.7-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"

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 D. PAGE, production & program manager.  
DAVID BOUSE, film director.  
RAYMOND WILSON, chief engineer.

(Continued on next page)

815-b

# **Mich.-Missouri Educational**

## **WUCM-TV**

**University Center (Bay City)**

**Ch. 19**

**Non-Commercial Educational Station**

Licensee: Delta College, University Center (Bay City), Mich. (48710).

Studio: Delta Road, University Center.

Transmitter: .8-mi. NNW of Delta Rd. & Four Mile Rd. intersection.

Telephone: 686-0403.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 234-kw visual, 46.8-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'	52.1''

TV tape: Recording facilities.

Ownership: Delta College is a community college with a directing board of trustees. Donald J. Carlyon, president.

Began Operation: Oct. 12, 1964.

Represented (legal) by Marcus Cohn.

Personnel:

WILLIAM J. BALLARD, station manager.  
RAYMOND A. WOODS, chief engineer.  
RONALD A. BLACK, program director.  
THOMAS E. HASKELL, operations manager.

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# **MINNESOTA**

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## **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.

Mailing Address: West Central Minn. ETV, R.R., Appleton, Minn. (56208).

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''

Color: Network, film & slide.

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:

W. R. SANDBERG, general manager.  
ELMER GOETSCH, resident engineer.  
MELVIN MOSS, asst. engineer.

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## **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: 645-0471.

**816-b**

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-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''

Requests change to 16.8-kw aural, 1336-ft. above av. terrain, 1372-ft. above ground, 2372-ft. above sea level.

TV tape: Recording facilities.

Color: Live, film & slide.

Ownership: Non-profit organization. Officers: John Myers, pres. Leonard Heller, v.p.; Philip H. Nason, v.p.; John Schwarzwald, exec. v.p.; Andrew Scott, secy.; A. A. Heckman, treas. Also owns and operates KTCI-TV, St. Paul and owns 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 A. MAYER, chief engineer.  
ROBERT C. MITCHELL, director of special projects.  
W. W. KEMMERER, director of research and development.  
VICTOR KERNS, dir. of school programs.  
JOHN C. WHITE, production manager.  
JEAN M. LYNES, administrative assistant.  
GEORGE L. ARMS, project coordinator.  
JOSEPH T. McDERMOTT, project coordinator.

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## **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: 645-0471.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 42.7-kw max. & 30.9-kw horizontal visual, 7.76-kw max. & 5.62-kw horizontal aural. Antenna: 520-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: Live, film & slide.

Ownership: See KTCA-TV, St. Paul, Minneapolis.

Began Operation: May 4, 1965.

Personnel: KTCA-TV personnel also serve at KTCI-TV.

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# **MISSOURI**

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## **KOMU-TV**

**Columbia**

**Ch. 8**

Licensee: Curators of the University of Missouri.

**OPERATING COMMERCIALY**

**(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)**

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## **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.

**TV Factbook No. 38**



Transmitter: City Hall, 414 E. 12th St.

Telephone: Baltimore 1-6789.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 210-kw visual, 41.7-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''

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:

MRS. TOM J. STUBBS, president of board of education.  
JAMES A. HAZLETT, superintendent of schools.  
ZOEL PARENTEAU, station manager.  
CLYDE HOWE, chief engineer.

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**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, 28.8-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 tape: Recording facilities.

Ownership: Commission officers: Richard A. Young, chairman; H. E. Wuertenbaecher Jr., vice chairman; F. W. McCalpin, secy.; Stanley Richman, 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.  
WALTER A. ALLEY, director of program operations.

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**NEBRASKA**

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**KTNE-TV**  
**Alliance**  
Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: 4½-mi. ESE of Angora, Neb.

Color: Network.

Telephones: 736 W, Bridgeport, Neb. (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1553-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24''
Longitude	103°	03'	18''

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 7, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

1968 Edition

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**Missouri-Nebraska Educational**

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Personnel:

JACK McBRIDE, secy. & gen. mgr., NETC (based at separately-owned KUON-TV, Lincoln, Neb.)  
WILLIAM RAMSAY, director of engineering, NETC, Lincoln.  
LINDALL ROGOWSKI, transmitter supervisor.

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**KMNE-TV**

**Bassett**

Ch. 7

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission, 1600 R St., Lincoln, Neb.

Transmitter: 17-mi. SSE of Bassett.

Color: Network.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1480-ft. above av. terrain, 1518-ft. above ground, 4043-ft. above sea level.

Latitude	42°	20'	17.4''
Longitude	99°	29'	17.7''

Ownership: See KLNE-TV, Lexington.

Began Operation: Sept. 1, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KLNE-TV, Lexington.

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**KLNE-TV**

**Lexington**

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: 5-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Color: Network.

Telephone: 308-337-2311 (transmitter), 402-477-6974 (Commission office).

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. It also operates satellites KTNE-TV, Alliance; KPNE-TV, N. Platte; KMNE-TV, Bassett; KXNE-TV, Norfolk, all Neb.

Began Operation: Sept. 6, 1965.

Personnel:

JACK McBRIDE, secy. & general manager, NETC (based at separately-owned KUON-TV, Lincoln).  
WILLIAM R. RAMSAY, director of engineering, NETC, Lincoln.  
SPENCER CLINKENBEARD, transmitter supervisor.



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**WASHINGTON, D.C.**

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# Nebraska-Nevada Educational

## 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: 402-477-8711, Ext. 2141.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 310-kw visual, 158-kw aural. Antenna: 830-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.

Color: Network.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln; Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK McBRIDE, general manager.  
BILL OXLEY, program manager.  
WM. BOYD ROONEY, production and operations manager.  
BETTY MEISINGER DYER, utilization coordinator.  
JERRY DE PRENGER, in-school TV producer.  
ADOLPH R. DVORAK, chief engineer.  
LEROY McCOY, film & distribution specialist.

## KXNE-TV

Norfolk

Ch. 19

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: 5-mi. SW on Hwy. 94, near Carroll, Neb.

Technical Facilities: Channel No. 19 (500-506 mc). Authorized power: 1000-kw max. & 214-kw horizontal visual, 200-kw max. & 42.7-kw horizontal aural. Antenna: 1108-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

Requests 605-kw visual, 121-kw aural. BMPET—520.

Color: Network & film.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington.

Began Operation: Nov. 12, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK McBRIDE, secy. & gen. mgr., NETC (based at separately-owned KUON-TV, Lincoln, Neb.).  
WILLIAM RAMSAY, director of engineering, NETC, Lincoln.

## KPNE-TV

North Platte

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: Route 25, 10-mi. S of Sutherland, Neb.

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Telephones: 308-386-4415 (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"

TV tape: Recording facilities.

Color: Network.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 12, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK McBRIDE, secy. & gen. mgr., NETC (based at separately-owned KUON-TV, Lincoln, Neb.)  
WILLIAM RAMSAY, director of engineering, NETC, Lincoln.  
WILLIAM BEALL, transmitter supervisor.

## KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Licensee: Nebraska ETV Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: U. of Omaha Campus, Omaha, Neb.

Telephones: 402-553-4700 (Studio & transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 26 (542-548 mc). Authorized power: 35.1-kw visual, 7-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

Ownership: Operated as a non profit commission.

Began Operation: Oct. 19, 1965.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK G. McBRIDE, secy. & general manager, NETC, Lincoln.  
WILLIAM R. RAMSAY, dir. of engineering, NETC, Lincoln.  
PAUL BORGE, station manager.  
LEON BENSCHOTER, program director.  
GEORGE RAGAN, supervising engineer.

# NEVADA

## KLVX

Las Vegas

Ch. 10

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Studio: 5700 Maple St., Las Vegas (89109).

Telephone: 702-731-1026.

Transmitter: 2-mi. SW of Henderson, Nev.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 295-kw visual, 35.5-kw aural. Antenna: 1220-ft. above av. terrain, 176-ft. above ground, 3526-ft. above sea level.

Latitude	36°	00'	28"
Longitude	115°	00'	22"

TV tape: Recording facilities.

Color: Network, film & slide.

Ownership: Clark County School District. Officers: Dr. Clare Woodbury, pres.; Mrs. Helen Cannon, v.p.

TV Factbook No. 38

Represented (legal) by McKenna & Wilkinson.  
Represented (engineering) by Hammett & Edison.

**Personnel:**

HAROLD R. HICKMAN, general manager.  
AL RIBAS, chief of technical operations.  
JAMES HORKY, program & production supervisor.  
ALTHEA THOMAS, continuity & publications.  
RITA FUNK, traffic.

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## NEW HAMPSHIRE

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### 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. 15, Hanover, N.H.; Ch. 40, Berlin; Ch. 52, Keene; Ch. 49, Littleton.

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.  
WALTER SWENSON, transmitter engineer supervisor.  
CHARLES E. TAMM, chief engineer.  
DAVID H. PAIGE, assistant program manager.  
PATRICIA W. MERRILL, publicity director.

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## NEW MEXICO

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### 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: 277-2121.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude	35°	12'	44"
Longitude	106°	26'	58"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

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.  
JACK RAINES, graphics supervisor.  
MONTIE CAST, artist.  
ROBERT M. GORDON, director of engineering.  
DON MORROW, engineering supervisor.  
GERALD CLARY, engineer.

1968 Edition

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## NEW YORK

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### WSKG

Binghamton

Ch. 46

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: Southern Tier ETV Association Inc., Vestal Plaza East, Vestal, N.Y. (13850).

Studio: Vestal Plaza E., Vestal. Telephone: 607-729-4926.

Mailing address: P.O. Box 954, Binghamton.

Transmitter: Ingraham Hill Rd., Vestal, N.Y.

Technical Facilities: Channel No. 46 (662-668 mc). Authorized power: 605-kw max. & 500-kw horizontal visual, 121-kw max. & 100-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 920-ft. above ground, 2545-ft. above sea level.

Latitude	42°	03'	22"
Longitude	75°	56'	39"

TV tape: Recording facilities. Color: Film & slide.

Ownership: Non-profit organization.

**Personnel:**

JERRY R. BROWN, general manager.  
WILLIAM GRAUSGRUBER, assistant general manager.  
GINO RICCIARDELLI, chief engineer.  
EDWARD IMM, program manager.  
BARBARA MacLAUGHLIN, mgr., personnel & promotion.

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### WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14203).

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. Laurence R. Goodyear, 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:**

J. MICHAEL COLLINS, general manager.  
GORDON KNAIER, chief engineer.  
JOHN L. HUTCHINSON, program manager.  
RICHARD W. RUSSELL, director of development.  
ANTHONY BUTTINO, director of instructional broadcasting.  
HUGH DOWNING, production manager.  
GREGG R. BORLAND, publicity manager.

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### WNDR

New York-Newark

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York, N.Y. (10019).

(Continued on next page)

819-b

# New York Educational

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: 174-kw visual, 34.7-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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Ownership: Educational Broadcasting Corp. John W. Kiermaier, president.

Began Operation: Sept. 16, 1962.

Personnel:

JOHN W. KIERMAIER, president.  
WILLIAM J. LAMB, senior vice president.  
HUDSON G. STODDARD, v.p. for development & secretary.  
STEVE DeSATNICK, v.p. of operations & engineering.  
FRANK LEICHT, v.p. of program administration.  
JACK KUNEY, executive director of programming.  
CHRISTOPHER LUKAS, director of cultural programming.  
RICHARD J. MEYER, dir. of school television service.  
LEE POLK, dir. of public affairs programming & news.  
SYLVIA SPENCE, director of public information.

## WNYE-TV

New York

Ch. 25

Non-Commercial Educational Station

Grantee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Studio: 112 Tillary St., Brooklyn, N.Y. (11201).

Transmitter: 29 Fort Greene Place, Brooklyn.

Telephone: 596-4425.

Technical Facilities: Channel No. 25 (536-542 mc). Authorized power: 661-kw max. and 589-kw horizontal visual, 131-kw max. and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21''
Longitude	73°	58'	37''

TV tape: Recording facilities.

FM Affiliate: WNYE, 20-kw, 91.5 mc (No. 218), 415-ft.

Ownership: Board of Education. Alfred Giardino, pres.; Bernard E. Donovan, supt. of schools.

Began Operation: April 3, 1967.

Represented (legal) by Marcus Cohn.

Personnel:

JAMES F. MACANDREW, director of broadcasting.  
MRS. CECIL H. SUFFERN, asst. dir. of broadcasting, programming & production.  
HARRY HIRSCH, asst. director, technical.

## WXXI

Rochester

Ch. 21

Non-Commercial Educational Station

Licensee: Rochester Area ETV Association Inc., 410 Alexander St., Rochester (14607).

Studio: 410 Alexander St.

Transmitter: Pinnacle Hill, Brighton, N.Y.

Telephone: 473-4160.

820-b

Technical Facilities: Channel No. 21 (512-518 mc). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07''
Longitude	77°	35'	02''

TV tape: Recording facilities.

Color: Network.

Ownership: Non-profit association. Mercer Brugler, pres.

Began Operation: Sept. 6, 1966.

Represented (legal) by Krieger & Jorgenson.

Personnel:

JOHN S. PORTER, general manager.  
WILLIAM E. HALEY, program director.  
DAVIS W. GRIFFITH, community relations director.  
GERALDINE McMULLEN, school relations director.  
WALTER M. HARRISON, chief engineer.

## 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. Telephone: 377-8517.

Transmitter: RD 1, Voorheesville, N.Y. Twp. of New Scotland, N.Y.

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 209-kw max. and 186-kw horizontal visual, 42.7-kw max. and 37.1-kw horizontal aural. Antenna: 923-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.

Color: Network & tape.

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, gen. manager & executive vice-president.  
CALEB PAINE, assistant general manager.  
JOHN H. FINCH, program manager.  
ERIK VAN de BOGART, manager, school services.  
ROBERT SCHLIEMAN, chief engineer.  
WILLARD J. STONE, production manager.

## WCNY-TV Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088). Telephone: 315-457-0440.

Studio: Old Liverpool Rd., Liverpool, N.Y.

Transmitter: Sweet & Sevier Rd., Pompey, N.Y.

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.

Color: Network, film & slide.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

JOHN MacALLISTER, president.  
THOMAS PETRY, v.p. & general manager.  
GRACE KNECHT, program director.  
M. ELIZABETH NOCERA, school services coordinator.  
S. PAUL BARRON, chief engineer.

TV Factbook No. 38



# NORTH CAROLINA

## WUNF-TV

Asheville

Ch. 33

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill, N.C.

Transmitter: Mt. Pisgah, 16.7-mi. SW of Asheville.

Telephone: 919-933-1116 (Chapel Hill).

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 3.63-kw visual, .724-kw aural. Antenna: 2620-ft. above av. terrain, 337-ft. above ground, 6058-ft. above sea level.

Latitude	35°	25'	32"
Longitude	82°	45'	25"

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

## WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

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, UPI.

FM Affiliate: WUNC, 15.5-kw, 91.5 mc (No. 218), 135-ft.

Ownership: University officials: William C. Friday, president; Fred H. Weaver, vice president; John Tyler Caldwell, Chancellor, U.N.C. at Raleigh; J. Carlyle Sittersen, Chancellor, U.N.C. at Chapel Hill; James Ferguson, Chancellor, U.N.C. at Greensboro. Also operates educational WUND-TV, Ch. 2, Columbia; WUNF-TV, Ch. 33, Asheville; WUNG-TV, Ch. 58, Concord and WUNE-TV, Ch. 17, Linville, all 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

Licensee: Charlotte-Mecklenburg Board of Education.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte.

Telephone: 704-372-2442. TWX No.: 801-621-0400.

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"

1968 Edition

# North Carolina Educational

TV tape: Recording facilities.

Ownership: Local school board. Dr. William C. Self, superintendent.

Began Operation: Aug. 27, 1965.

Personnel:

DONA LEE DAVENPORT, station manager & program manager.  
GORDON STEWART, promotion manager.  
PAUL HANSIL, chief engineer.  
BILL LIEDKE, production manager.

## WUND-TV

Columbia

Ch. 2

Non-commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

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.

Color: Network & tape.

News Wire Service: AP, UPI.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 15, 1965.

Personnel: See WUNC-TV, Chapel Hill.

## WUNG-TV

Concord

Ch. 58

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Hood Rd., .6-mi. N of Robinson Church Rd., near Newell, N.C.

Telephone: 919-933-1116 (Chapel Hill).

Technical Facilities: Channel No. 58 (734-740 mc). Authorized power: 525-kw max. & 182-kw horizontal visual, 85-kw max. & 30-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1400-ft. above ground, 2045-ft. above sea level.

Latitude	35°	15'	05.74"
Longitude	80°	41'	12.22"

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

## WUNE-TV

Linville

Ch. 17

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Grandmother Mtn.

Telephone: 919-933-1116 (Chapel Hill).

(Continued on next page)

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## North Carolina-Ohio Educational

Technical Facilities: Channel No. 17 (488-494 mc). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 269-ft. above ground, 4865-ft. above sea level.

Latitude	36°	03'	47"
Longitude	81°	50'	33"

Requests 1350-kw max. & 289-kw horizontal visual, 40-kw max. & 8.9-kw horizontal aural. BMPET—515.

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

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## NORTH DAKOTA

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### KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Studio & Transmitter: 4500 S. University Dr.

Telephone: 701-232-8921.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 264-kw visual, 47.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude	46°	49'	03"
Longitude	96°	48'	06"

TV tape: Recording facilities.

Color: Network & tape.

Ownership: C. Warner Litten, president of North Central Educational TV.

Began Operation: Jan. 19, 1964.

Represented (legal) by Robert A. Marmet.

Personnel:

CARLETON BROOKINS, general manager & program director.  
DONALD GEIKEN, director of operations.  
LOU MARGET, director of promotion & station relations.  
BETTY WARD, director of membership services.  
CARROLL KITTELSON, chief engineer.

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## OHIO

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### WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University, Athens, O. (45701).

Studio: Ohio University Campus. Telephone: 594-6171.

Transmitter: Golf Course Road.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 195-kw visual, 38.9-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"

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Marcus Cohn.

Represented (engineering) by Jansky & Bailey.

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Personnel:

PRESLEY D. HOLMES, director of broadcasting.  
JOSEPH WELLING, administrative assistant.  
WESLEY MARSHALL, director of educational television.  
THOMAS PAGEL, director of instructional television.  
JOHN W. CHALFANT, news director.  
GORDON LAWRENCE, operations manager.  
GERTRUDE EYMAN, continuity & publicity.  
TOM PSINKA, art director.  
DON SMITH, chief engineer.

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### 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, 1.82-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, dir. of television & general manager.  
ROBERT K. CLARK, program director.  
WILLIAM LEUTZ, chief engineer.

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### 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.

Technical Facilities: Channel No. 48 (674-680 mc). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: Mounted on WLWT tower, 583-ft. above av. terrain, 350-ft. above ground, 1411-ft. above sea level.

Latitude	39°	07'	28"
Longitude	84°	31'	18"

Requests change to 996-kw max. & 808-kw horizontal visual, 112-kw max. & 92.2-kw horizontal aural, 903-ft. above av. terrain, 769-ft. above ground, 1069-ft. above sea level, lat. 39° 07' 31", long. 84° 29' 57", transmitter to 2345 Symmes St., Cincinnati. BPET—311.

TV tape: Recording facilities.

Ownership: Foundation officers: 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:

CHARLES W. VAUGHAN, general manager.  
GEORGE H. ROGERS JR., director, community relations.  
RONALD L. WILSON, director of programming.  
VEDA B. SCHALK, administrative assistant.  
GRACE RICHARDSON, program coordinator.  
ROBERT STILLWAUGH, acting chief engineer.  
DORIS LAWRENCE, traffic and continuity.

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## WVIZ-TV

### Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Studio: 4300 Brookpark Rd., Cleveland (44134).

Transmitter: 9466 Ridge Rd., North Royalton, Ohio.

Telephone: 398-2800.

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''

Holds CP for change to 500-kw max. & 324-kw horizontal visual, 100-kw max. & 65-kw horizontal aural, lat. 41° 20' 28'', long. 81° 44' 24''. BMPET—535.

TV tape: Recording facilities.

Color: Film & slide.

Ownership: Non-profit organization. Executive committee: Louis S. Peirce, chairman; E. W. Solan Jr., pres.; Ellwood H. Fisher, v.p.; Hugh D. Luke, v.p.; D. James Pritchard, treas.; Mrs. Paul G. Wagner, secy.

Began Operation: Feb. 7, 1965.

Personnel:

BETTY COPE, general manager.

LEROY A. WALLACE, director of engineering.

ALAN STEPHENSON, director of educational services.

## WOSU-TV

### Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43221).

Studio & Transmitter: 2470 N. Star Rd.

Telephone: 293-6641.

Technical Facilities: Channel No. 34 (590-596 mc). Authorized power: 219-kw visual, 43.8-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. News Wire Service: UPI.

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: Jacob E. Davis, chairman, board of trustees; Novice G. Fawcett, pres., Ohio State U.

Began Operation: Feb. 20, 1956.

Personnel:

RICHARD B. HULL, managing director.

WILLIAM H. EWING, associate director.

MARTHA HAUEISEN, assistant to director.

FRANK SABAH, general manager.

MERVIN A. DUREA, program manager & film buyer.

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.

1968 Edition

## Ohio Educational

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 15.3-kw visual, 2.84-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude	40°	05'	28''
Longitude	82°	24'	26''

Ownership: City school system; Loren Briggs, superintendent of schools.

Began Operation: March 18, 1963.

Personnel:

LELAND H. HUBBELL, chief engineer, acting general manager.

## 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.

News Wire Service: UPI.

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.

WILLIAM L. UTTER, program director & film buyer.

JACK R. NEILL, ETV coordinator.

LEE W. SHUBERT, production director.

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. (43608).

Studio: Administration Bldg., Toledo Public Schools, Manhattan Blvd. at Elm St.

Transmitter: 2801 W. Bancroft St.

Telephone: 729-1681. Ext. 326.

Technical Facilities: Channel No. 30 (566-572 mc). Authorized power: .355-kw visual, .018-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''

Requests 50.94-kw visual, 7.64-kw aural, 351-ft. above av. terrain, 351-ft. above ground, 950-ft. above sea level, lat. 83° 32' 30'', long. 41° 41' 10'', transmitter & studio to Manhattan Blvd. at Elm, Toledo.

Ownership: Foundation officers: Frank Dick, chmn. of the board (supt. of Toledo Public Schools); Kay Quealy, secy.; Prince Smith, treas.

TV tape: Recording facilities.

Began Operation: October 10, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

HELEN DAVIS, station manager.

SCOTT C. ROBERSON, engineer.

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# OKLAHOMA

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## KETA

### Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

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, 14.8-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"

Requests change to 260-kw visual, 37.1-kw aural; transmitter redescribed as 73-1 N. Kelly St. BPET—273.

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State Legislature. Dr. Jack Parker, chairman. Also operates KOED-TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Marcus Cohn.

Personnel:

JOHN W. DUNN, director.  
FRANK DRAPER, production manager.  
GILLIA J. WOOD, chief engineer.

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## 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: 232-0581, 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 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.

TV tape: Recording facilities.

FM Affiliate: KOKH, 11-kw, 88.9 mc (No. 205), 100-ft. antenna height.

Ownership: Local school board, Dr. Bill Lillard, supt.

Began Operation: Feb. 2, 1959.

Personnel:

DR. BILL LILLARD, superintendent.  
PAUL D. RINGLER, director of broadcasting center.  
BART WARD, production manager.  
CLYDE MILLER, chief engineer.

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## KOED-TV

### Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069). Telephone: Jefferson 6-2260, Norman.

824-b

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 259-kw visual, 37-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. Jack Parker, chairman; Dr. G. L. Cross, secy.-treas. Also operates KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Marcus Cohn.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

JOHN W. DUNN, director  
FRANK DRAPER, production manager.  
GILLIA J. WOOD, chief engineer.

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# OREGON

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## KOAC-TV

### Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

Studios: Oregon State University campus, Corvallis; U. of Oregon campus, Eugene.

Transmitter: 5-mi. true N of center of Corvallis.

Telephone: 503-754-1311.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude	44°	38'	25"
Longitude	123°	16'	25"

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

AM Affiliate: KOAC, 5-kw, 550 kc.

Ownership: State of Oregon. Through and by State Board of Higher Education. J. W. Forrester, 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 mgr. for television (KOAP-TV).  
TOM DOGGETT, production manager.  
BEN BALLARD, chief engineer.

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## KOAP-TV

### Portland

Ch. 10

Non-commercial Educational Station

Grantee: State Board of Higher Education, Box 3175, Eugene, Ore. (97400).

Studio: 2828 SW Front Ave., Portland. Telephone: Capitol 6-6601.

Transmitter: Healy Heights, Portland.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 60.3-kw visual, 12-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"

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TV tape: Recording facilities.

Color: Network.

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.  
JOEL B. FLEMING, production manager.  
ANTON H. SCHMIDT, chief engineer.  
ROBERT C. HINZ, program manager for radio.  
WILLIAM McGRATH, program manager for television.

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## PENNSYLVANIA

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### 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: C. W. Fuller, pres.; Dr. John S. Cartwright, v.p.; Rev. H. Colver, secy.; Mrs. E. Buckley, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, exec. v.p. & general manager.  
DONALD ROBERT, program director & exec. producer.  
DAVID WILSON JR., film manager.  
LUCIANNE CRIVELLARO, office manager.  
JERRY A. RICHARDS, chief engineer.

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### WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa. (16802).

Studio: 201 Wagner Bldg., Pennsylvania State University.

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531.

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.

AM Affiliate: None.

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. Consulting Engineers.

1968 Edition

## Oregon-Pennsylvania Educational

Personnel:

MARLOWE FROKE, director of broadcasting.  
PAUL McNICHOL, chief, educational broadcast systems.  
H. DENNIS SHERK, instructional services coordinator.  
ERIC ZANOT, public information specialist.  
ROBERT DUDLEY, asst. dir. of broadcasting.

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### WQLN

Erie

Ch. 54

Non-Commercial Educational Station

Licensee: ETV of Northwest Pa. Inc., Waterford Pike, Erie, Pa. (16509).

Transmitter: 2.25-mi. SE of Kearsarge.

Technical Facilities: Channel No. 54 (710-716 mc). Authorized power: 912-kw max. & 215-kw horizontal visual, 91.2-kw max. & 28.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 714-ft. above ground, 2014-ft. above sea level.

Latitude	42°	02'	30"
Longitude	80°	04'	05"

TV tape: Recording facilities.

Ownership: ETV of Northwest Pa. Officers: Maurice E. Kolpien, pres.; George J. Barco, v.p.; Irvin H. Kochel, v.p.; Edward P. Junker III, treas.; Dr. John D. Barrett, secy.

Began Operation: Aug. 13, 1967.

Represented (legal) by Smith & Pepper.

Represented (engineering) by George R. Townsend.

Personnel:

ROBERT J. CHITESTER, general manager.  
DOMINICK J. BONITATIBUS, chief engineer.  
PAUL J. BROWN, program director.

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### WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, 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: 513-kw visual, 51.3-kw aural. Antenna: 867-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.

Color: Network.

Ownership: Non-profit corp. Officers: D. Bruce Conner, pres. (supt. Cumberland County schools); Dr. Harry Gerlach, 1st v.p. (supt. Lancaster County schools); Dr. Gilmore Seavers, 2nd v.p. (admin. asst. to pres., Shippensburg State College); Paul F. Hurley, secy. (supt., Perry County schools); Dr. Woodrow W. Brown, asst. secy. (supt., York City schools); Oscar Lingle, treas. (pres., Pa. Council PTA); Dr. John O. Hershey, asst. treas. (pres., Hershey Estates).

Began Operation: November 22, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

LLOYD KAISER, general manager.  
THOMAS SKINNER, assistant general manager.  
SARA DRAKE, asst. manager for school services.  
WILLIAM HESSE, business manager.  
LARRY WINEMILLER, chief engineer.  
JOHN BOSAK, asst. chief engineer.

825-b

# Pennsylvania-R. I. 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: 141-kw visual, 14.1-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.

Color: Live, film, slide & tape.

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.  
VERNON COOK, operations director.  
IRVIN C. RUBY, business & personnel manager.  
BRUCE BEALE, program director.  
CHARLES HERBITS, director of public information.  
RICHARD BACHTEL, traffic director.  
ROBERT HALL, engineering & technical services director.

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## **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.

Color: Film.

Ownership: Officers of this privately financed station are: Howard S. Kaltenborn, chairman; M.M. Anderson, Dr. Edward D. Eddy Jr., George D. Lockhart, vice-chairmen; Donald V. Taverner, pres.; George R. Craig, secy.; Francis B. Nimick, Jr., treas.; William M. Henderson, asst. treas. Also operates WQEX-TV (Ch. 16), Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Fischer & Willis.

Personnel:

DONALD V. TAVERNER, president & general manager.  
JAY RAYVID, executive director of operations.  
RHEA SIKES, director of school services.  
SAM SILBERMAN, program manager.  
SAM FRANCIS, business manager.  
RICHARD STAFFORD, publicity director.  
FRED D. EDWARDS, director of engineering services.  
CAROL ANN NEFF, program coordinator.

## **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.

Color: Film.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

Personnel:

DONALD V. TAVERNER, president WQED & WQEX.  
JAY RAYVID, executive director of operations.  
RHEA SIKES, director of school services.  
SAM SILBERMAN, program manager.  
SAM FRANCIS, business manager.  
RICHARD STAFFORD, publicity director.  
FRED D. EDWARDS, director of engineering services.  
CAROL ANN NEFF, program coordinator.

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## **WVIA-TV**

### **Scranton & Wilkes-Barre** Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pennsylvania ETV Association, Box 4444, Scranton, Pa. (18509).

Studios: Penobscott Knob, 2.5-mi. S of Wilkes-Barre; 2300 Adams Ave., Scranton.

Offices: 1824 Boulevard Ave., Scranton, Pa.

Transmitter: Penobscott Knob, 2.5-mi. S of Wilkes-Barre, Mountain Top, Pa.

Telephone: 717-344-8637.

Technical Facilities: Channel No. 44 (650-656 mc). Authorized power: 1131-kw max. & 1000-kw horizontal visual, 113.1-kw max. & 100-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57''
Longitude	75°	52'	20''

Ownership: Non-profit association. Officers: Dr. Richard McNichols, chairman; Dr. Henry F. Patterson Jr., pres.; Thomas Shelburne, exec. v.p.; George Perry, secy.; J. Muir Crosby, treas.

Began Operation: Sept. 26, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John Creutz.

Personnel:

GEORGE STRIMEL JR., general manager.  
GERALD SCHUMACHER, program director.  
PAUL EVANOSKY, chief engineer.  
R. BRUCE DAVIS, film supervisor.

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# **RHODE ISLAND**

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## **WSBE-TV** **Providence** Ch. 36

Non-Commercial Educational Station

Grantee: Board of Education, State of Rhode Island, Educational Television Services, 600 Mt. Pleasant Ave., Providence (02908).

Studio: Rhode Island College, 600 Mt. Pleasant Ave.

Transmitter: Neutaconkanut Hill, Ipswich Rd.

Telephone: 401-831-2900.

Technical Facilities: Channel No. 36 (602-608 mc). Authorized power: 479-kw visual, 95.5-kw aural. Antenna: 596-ft. above av. terrain, 532-ft. above ground, 824-ft. above sea level.

Latitude	41°	48'	18''
Longitude	71°	28'	24''

TV tape: Recording facilities.

Color: Network.

Ownership: State institution. Dr. William P. Robinson Jr., commissioner of education.

Began Operation: June 1, 1967.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair.

Personnel:

ROBERT P. DANILOWICZ, general manager.  
WALTER COVELL, program manager.  
PETER BERTANI, producer-director.  
THOMAS K. PRIOR, chief engineer.

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## SOUTH CAROLINA

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### WEBA-TV

Allendale

Ch. 14

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Telephone: 803-758-2361 (Columbia).

Transmitter: 4-mi. SSW of Barnwell on County Rd., #69.

Technical Facilities: Channel No. 14 (470-476 mc). Authorized power: 557-kw visual, 111.4-kw aural. Antenna: 800-ft. above av. terrain, 805-ft. above ground, 1045-ft. above sea level.

Latitude	33°	11'	12.5''
Longitude	81°	23'	53.5''

Color: Network.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

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### WITV

Charleston

Ch. 7

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Telephone: 803-758-2361, Columbia.

Transmitter: 15 Charlotte St., Charleston, S.C. (29203).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 28.8-kw visual, 5.75-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''

Color: Network.

Ownership: See WRLK-TV, Columbia.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

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## R. I.-South Carolina Educational

### WRLK-TV

Columbia

Ch. 35

Non-Commercial Educational Station

(Operates satellites WITV, Charleston; WNTV, Greenville; WJPM-TV, Florence; WEBA-TV, Allendale, all S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Telephone: 803-758-2361.

Studio: 2712 Millwood Ave., Columbia.

Transmitter: Hard Scrabble Rd., 6-mi. NNE of Columbia.

Technical Facilities: Channel No. 35 (596-602 mc). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude	34°	07'	07''
Longitude	80°	56'	12''

TV tape: Recording facilities. Color: Network.

Ownership: Organized under state law to promote educational TV, the commission has no stock. It also operates WITV, Charleston; WNTV, Greenville; WJPM-TV, Florence and WEBA-TV, Allendale, S.C.

Began Operation: Sept. 6, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

HENRY J. CAUTHEN, general manager.  
DR. GEORGE E. BAIR, director of education.  
ROBERT M. FRIERSON, director of production.  
CHARLES S. MORRIS, director of technical operations.  
CHARLTON W. BOWERS, asst. director, technical operations.  
GENE UPRIGHT, programming & promotions supervisor.  
WILLIAM D. HAY, studio supervisor.  
JERRY TIEMANN, graphic arts director.

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### WJPM-TV

Florence

Ch. 33

Non-Commercial Educational Station

(Satellite of WRLK-TV, Columbia, S.C.)

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: 5.5-mi. NNE of Florence on County Rd. 173.

Technical Facilities: Channel No. 33 (584-590 mc) Authorized power: 537-kw visual, 107-kw aural. Antenna: 789-ft. above av. terrain, 793-ft. above ground, 919-ft. above sea level.

Latitude	34°	16'	45.5''
Longitude	79°	44'	36.5''

Color: Network.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 3, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

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### WNTV

Greenville

Ch. 29

Non-Commercial Educational Station

(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Transmitter: Altamont Rd., Paris Mt.

Studio: See WRLK-TV, Columbia.

(Continued on next page)

## **S.C.-Tennessee Educational**

Telephone: 803-758-2361 (Columbia, S.C.).

Technical Facilities: Channel No. 29 (560-566 mc). Authorized power: 339-kw visual, 67.6-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''

Color: Network.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 29, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

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## **SOUTH DAKOTA**

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### **KESD-TV**

#### **Brookings**

Ch. 8

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: South Dakota State University, Brookings, S. D. (57006).

Studio: South Dakota State University.

Telephone: 605-692-6111, ext. 250.

Transmitter: 3-mi. S of Hetland.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 750-ft. above av. terrain, 800-ft. above ground, 2549-ft. above sea level.

Latitude	44°	20'	10''
Longitude	97°	13'	41''

TV tape: Recording facilities.

Color: Film & slide.

News Wire Service: AP.

Ownership: See KUSD-TV, Vermillion.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

DR. BEN C. MARKLAND, director of educational media.  
WOODROW P. WENTZY, television supervisor.  
WILBUR KRAFT, chief engineer.  
LONNIE JOHNSON, traffic manager.  
THOMAS ENGEMAN, program manager.

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### **KBHE-TV**

#### **Rapid City**

Ch. 9

Non-Commercial Educational Station

Grantee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Transmitter: Hwy. 16 & Skyline Dr.

Office: 615½ Main St., Rapid City, S.D.

Telephone: 605-343-1930.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 38.4-kw visual, 7.2-kw aural. Antenna: 650-ft. above av. terrain, 467-ft. above ground, 4302-ft. above sea level.

Latitude	44°	03'	09''
Longitude	103°	14'	38''

TV tape: Recording facilities.

Began Operation: Sept. 13, 1967.

Represented (legal) by Marcus Cohn.

Ownership: South Dakota ETV Board.

Personnel:

Administrative staff: See KUSD-TV, Vermillion.  
LYNDELL SCHMID, operations director.  
DENNIS TODD, chief engineer.  
LEMAR VAN HUEVELEN, transmitter engineer.

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### **KUSD-TV**

#### **Vermillion**

Ch. 2

Non-Commercial Educational Station

Grantee: State University of South Dakota, Vermillion, S.D. (57069).

Studio: State University campus.

Transmitter: 2-mi. S of Beresford, S.D.

Telephone: 667-5270.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 760-ft. above av. terrain, 657-ft. above ground, 2167-ft. above sea level.

Latitude	43°	03'	00''
Longitude	96°	47'	12''

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KUSD, 1-kw, 690 kc.

Ownership: University of S.D., Martin P. Busch, director.

Began Operation: July 5, 1961.

Represented (legal) by Marcus Cohn.

Personnel:

MARTIN BUSCH, director telecommunications center.  
ERNEST PHELPS, director of TV.  
GAYLORD AYRES, operations director.  
JERRY MILLER, continuity & public relations director.  
ROBERT PAFFORD, producer-director.  
ROBERT PICTOR, producer-director.  
KATHLEEN LIVINGSTON, continuity director.  
DAVID SLOAN, chief announcer.  
JAMES PRUSHA, chief engineer.  
KENNETH JULIAN, asst. chief engineer.  
DOUGLAS PETERSON, studio technician.  
BRUCE STEELE, technician.  
RAY JONES, technician.  
ROY JORGENSON, technician.  
WILLIAM JENNEWEIN, technician.

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## **TENNESSEE**

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### **WLJT-TV**

#### **Lexington**

Ch. 11

(Satellite of WKNO-TV, Memphis)

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 100-B Cordell Hull Bldg., Nashville, Tenn. (37219).

Transmitter: 13.5-mi. W of Lexington.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 640-ft. above av. terrain, 496-ft. above ground, 1164-ft. above sea level.

Latitude	35°	42'	12''
Longitude	88°	36'	10''

TV tape: Recording facilities.

Ownership: See WSJK-TV, Sneedville.

Began Operation: Feb. 13, 1968.

Personnel:

CHESTER HILL, state ETV coordinator.  
W. L. HAMILTON, director of engineering.  
GEORGE GRIFFIN, director of programming.  
HERMAN WILLIAMS, asst. chief engineer.



## 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). Telephone: 458-2521.

Transmitter: 7192 Raleigh-LaGrange Rd.

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"

Holds CP for 282-kw visual, 56.2-kw aural, 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level. BPET-283.

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.

Represented (engineering) by George C. Davis Consulting Engineers.

Personnel:

HOWARD D. HOLST, managing director.  
FRED WILLIS, program director & film buyer.  
HARVEY DICE, production manager.  
ROBERT NOLLNER, chief engineer.

## WDCN-TV

### Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 12555, Nashville, Tenn. (37212).

Studio: 15th and Compton, Nashville.

Telephone: 615-292-6605. TWX No.: 810-371-1193.

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, 1280-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 manager.  
GORDON REEL, production manager.  
CARL C. SHIRLEY, chief engineer.  
CAROLE S. GREEN, promotion director.  
LOUIS C. STEINMAN, film director.  
JAMES F. STANLEY, art director.

## WSJK-TV

### Sneedville

Ch. 2

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education, 100-B Cordell Hull Bldg., Nashville, Tenn.

Studio: Neyland Stadium, University of Tennessee, Knoxville, Tenn. (37916).

Transmitter: Approx. 10-mi. S of Sneedville.

Telephone: 615-974-5281, Knoxville.

TV tape: Recording facilities.

Color: Film, slide & tape.

1968 Edition

## Tennessee-Texas Educational

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1763-ft. above av. terrain, 616-ft. above ground, 3296-ft. above sea level.

Latitude	36°	22'	52"
Longitude	83°	10'	48"

Ownership: State institution. J. H. Warf heads board of 14.

Began Operation: March 15, 1967.

Personnel:

CHESTER HILL, state ETV coordinator.  
W. L. HAMILTON, director of engineering.  
GEORGE GRIFFIN, director of programming.  
DALE OUZTS, acting station manager.  
CHARLES BUTLER, chief engineer.

## 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: 214-748-0021.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 107-kw visual, 10.7-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.  
BARRY WELLS, program director.

## 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: 713-748-6814.

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.

Color: Network.

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, operations manager.  
AL LEVERICK, chief engineer.

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# Texas-Utah Educational

## KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Technological College, Tech Station Box 4359, Lubbock, Tex. (79409). Telephone: 742-2209.

Studio & Transmitter: Texas Tech campus. (79409).

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25.7-kw visual, 5.13-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''

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. E. L. PATTILLO JR., 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: 1250 W. Beltline Rd. Telephone: 235-7770.

Technical Facilities: Channel No. 23 (524-530 mc). Authorized power: 3.39-kw visual, .676-kw aural. Antenna: 260-ft. above av. terrain, 158-ft. above ground, 798-ft. above sea level.

Latitude	32°	57'	08''
Longitude	96°	45'	41.5''

Ownership: Non-profit educational institution accredited by Texas. Dr. Ben P. McCarley, pres.; Dr. F. E. Brooks, v.p.; Robert E. McCarley, secy.; J. J. Pearce, supt.

Began Operation: Feb. 29, 1960.

Personnel:

J. J. PEARCE, superintendent.  
RICHARD F. HAYS, director of programming.  
BOB RAMSEY, 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) and 1009 Cambridge Oval, San Antonio.

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 471-1631, Austin; 826-9563, 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.

Color: Network, film, slide & tape. News Wire Service: UPI.

Ownership: Southwest Texas Educational Television Council (non-profit organization).

Began Operation: September 10, 1962.

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Personnel:

R. F. SCHENKKAN, general manager.  
HARVEY HERBST, station manager.  
BILL ARHOS, 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, 6.24-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.

News Wire Service: UPI.

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.  
TED CHRISTENSEN, producer & program director.  
JERRY ALLEN, assistant manager.  
JIM RANDALL, extension radio-TV specialist.  
L. JAY SMITH, graphics artist.  
AARON FARR, technician.  
TED HANSEN, film photographer.  
ROBERT DONIGAN, education coordinator.  
MERRILL L. BENNION, video technician.

## 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: 21.4-kw visual, 4.28-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''

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:

GREIG ROSS, manager.  
LOUISA S. AGREN, program director.  
LEOLA JENSEN, artist.  
LEON STANGER, director.  
DONALD GODFREY, director.  
ROY MILLS, chief engineer.  
SAM STEPHENS, studio engineer.  
MARVIN COPE, transmitter engineer.

TV Factbook No. 38

## KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Grantee: Weber County School Dist., 1122 Washington Blvd., Ogden, Utah (84404). 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, 113.7-ft. above ground, 4410-ft. above sea level.

Latitude	41°	14'	44''
Longitude	111°	58'	07''

Requests change to 574-ft. above av. terrain, 157-ft. above ground, 4820-ft. above sea level, lat. 41° 15' 17"; long. 112° 14' 14"; transmitter to Little Mtn. W of Ogden. BNPET-507.

TV tape: Recording facilities.

Ownership: County school system.

Began Operation: Oct. 10, 1960.

Personnel: BEN VAN SHAAR, station director.

## 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: Network, film & tape. News Wire Service: UPI.

Began Operation: Nov. 15, 1965.

Personnel:

EARL J. GLADE JR., director of broadcast services.  
MARK HATHAWAY, asst. director, manager KBYU-TV.  
JOSEPH WHITE, program director.  
JOHN HARKER, production manager.  
STEPHEN ANDERSON, manager, instructional television.  
RALPH SILVER, chief engineer.

## 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, 25.1-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. Color: Network & film. FM Affiliate: KUER, 1.1-kw, 90.1 mc (No. 211), 3000-ft.

Ownership: University of Utah; James C. Fletcher, pres.

Began Operation: Jan. 20, 1958.

Personnel:

REX CAMPBELL, director, radio-TV.  
DAIL OGDEN, associate director, radio-TV.  
HERBERT W. HOLTSHOUSER, chief engineer.  
BYRON OPENSHAW, program manager.  
MAX FORTIE, production manager.  
LAVOY TALBOT, film director.

1968 Edition

# VERMONT

## WETK

Burlington

Ch. 33

Non-Commercial Educational Station

Grantee: U. of Vermont & State Agricultural College, c/o R. V. Phillips, Educational Television, Burlington, Vt. (05401).

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Mt. Mansfield.

Telephone: 864-4511, ext. 744.

Technical Facilities: Channel No. 33 (584-590 mc). Authorized power: 245-kw visual, 46.8-kw aural. Antenna: 2680-ft. above av. terrain, 96-ft. above ground, 4130-ft. above sea level.

Latitude	44°	31'	32''
Longitude	72°	48'	54''

TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: Oct. 16, 1967.

Represented (legal) by Covington & Burling.

Personnel:

ODELL SKINNER, station manager.  
WALLACE K. EDWARDS, chief engineer.  
GARRY SIMPSON, program manager.

## WVER

Rutland

Ch. 28

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Grandpa's Knob.

Telephone: 802-864-4511, Burlington.

Technical Facilities: Channel No. 28 (554-560 mc). Authorized power: 40.7-kw visual, 7.41-kw aural. Antenna: 1400-ft. above av. terrain, 294-ft. above ground, 2270-ft. above sea level.

Latitude	43°	39'	32''
Longitude	73°	06'	25''

TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

## WVTB

St. Johnsbury

Ch. 20

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt.

Transmitter: Summit of Burke Mtn.

Telephone: 802-864-4511.

Technical Facilities: Channel No. 20 (506-512 mc). Authorized power: 42.7-kw visual, 7.76-kw aural. Antenna: 1940-ft. above av. terrain, 1272-ft. above ground, 3482-ft. above sea level.

Latitude	44°	34'	16''
Longitude	71°	53'	39''

Ownership: U. of Vermont & State Agricultural College.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

## Vermont-Va. Educational

### WVTA

#### Windsor

Ch. 41

Non-Commercial Educational Station

(Due to Begin Operation by Spring)

Grantee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: South Peak, Mt. Ascutney.

Telephone: 802-864-4511, Burlington.

Technical Facilities: Channel No. 41 (632-638 mc). Authorized power: 575-kw visual, 112-kw aural. Antenna: 2260-ft. above av. terrain, 422-ft. above ground, 3287-ft. above sea level.

Latitude	43°	26'	17''
Longitude	72°	27'	08''

Ownership: U. of Vermont & State Agricultural College.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

## VIRGINIA

### WHRO-TV

#### Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn., c/o W. E. Campbell, Executive Officer, 415 St. Pauls Blvd., 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''

Requests change to 1000-kw visual, 100-kw aural. BPET-295.

TV tape: Recording facilities.

Began Operation: October 2, 1961.

Represented (legal) by Marcus Cohn.

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.  
EDWARD WOOTEN, administrative assistant.  
RONALD PULSCH, art director.  
SAMUEL EDENS, chief engineer.  
ROBERT BLAGG, transmitter supervisor.  
LINWOOD HAMMOND, studio supervisor.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South

President  
Hugh Ben LaRue

Area Code 212  
265-3430

### WCVE-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 617-kw horizontal visual, 123-kw aural. Antenna: 771-ft. above av. terrain, 699-ft. above ground, 1049-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.; H. Atwood Hitch, v.p.; J. Sargeant Reynolds, v.p.; H. I. Willett, v.p.; Evans B. Brasfield, secy.; Franklin M. Halsey, treas.; Gordon Mabey, asst. 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.  
MARY ANNE FRANKLIN, v.p. & program director.  
BUD HAILEY, art director.  
DONALD T. JOHNSON, production manager.  
B. D. STARLING, chief engineer.  
A. PRESCOTT ROWE, director of information services.

### WCVW

#### Richmond

Ch. 57

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Transmitter & Studio: 1904 Old Farm Rd., Richmond (23235).

Telephone: 272-1466.

Technical Facilities: Channel No. 57 (728-734 mc). Authorized power: 1120-kw max. and 513-kw horizontal visual, 219-kw max. and 102-kw horizontal aural. Antenna: 650-ft. above av. terrain, 699-ft. above ground, 1049-ft. above sea level.

Latitude	37°	30'	46.6''
Longitude	77°	36'	06.6''

TV tape: Recording facilities.

Ownership: See WCVE-TV, Richmond.

Began Operation: Dec. 24, 1966.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel: Same as WCVE-TV, Richmond.

### WBRA-TV

#### Roanoke

Ch. 15

Non-Commercial Educational Station

Licensee: Blue Ridge Educational TV Association, Box 15, Roanoke, Va. (24011).

Studio: 3077 Colonial Ave. S.W., Roanoke.

Transmitter: Poor Mtn.

Telephone: 703-344-0991.

Technical Facilities: Channel No. 15 (476-482 mc). Authorized power: 676-kw max. & 283-kw horizontal visual, 102-kw max. & 42.4-kw horizontal aural. Antenna: 2050-ft. above av. terrain, 265-ft. above ground, 4005-ft. above sea level.

Latitude	37°	11'	56''
Longitude	80°	09'	02''



TV tape: Recording facilities.

Color: Live, film & slide.

Ownership: Blue Ridge ETV Assn. Officers: Samuel P. McNeil, pres.; Howard W. Ramsey, v.p.; Forrest L. Frazier, secy.; Judy L. Heck, treas.

Began Operation: Aug. 1, 1967.

Represented (legal) by Marcus Cohn.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

E. DANA COX JR., vice president & general manager.  
E. V. REXRODE JR., chief engineer.  
RALPH ROSEN, production manager.  
JANE EWING, traffic continuity.  
PAT GAFFGA, art director.  
MARIANN FISHER GREENWOOD, promotion, publicity.

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## WASHINGTON

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### KWSC-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Studio & Transmitter: Arts Hall, Telephone: 335-5030.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 3.41-kw visual, .331-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''

Requests change to 14.3-kw visual, 1.43-kw aural. BPET—313.

AM Affiliate: KWSC, 5-kw, 1250 kc.

TV tape: Recording facilities. News Wire Service: AP, UPI.

Began Operation: September 24, 1962.

Represented (legal) by Marcus Cohn.

Represented (engineering) by George M. Frese.

Personnel:

ROBERT MOTT, manager, radio-TV services, Washington State U.  
CAL WATSON, station manager & program director.  
BEA FRY, promotion manager.  
BOB GESE, film librarian.  
JOYCE MEDINA, traffic manager.  
DALE BOBBITT, chief engineer.

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### 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, 1000-ft. above sea level.

Latitude	47°	36'	57''
Longitude	122°	18'	27''

TV tape: Recording facilities. Color: Network.

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:

LOREN B. STONE, manager.  
JOHN BOOR, engineering director.  
G. W. MALLY, production manager.  
KENNETH YEEND, program director.  
JUNE DILWORTH, director, school broadcasting.

## Va.-Washington Educational

### KSPS-TV

Spokane

Ch. 7

Non-Commercial Educational Station

Grantee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Studio: South 3911 Regal St., Spokane. Telephone: 509-535-1526.

Transmitter: South end of Krell Hill.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 51.3-kw visual, 8.2-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude	47°	34'	34''
Longitude	117°	17'	58''

TV tape: Recording facilities. Color: Network.

Ownership: Public school district, governed by board of 5 elected directors.

Began Operation: April 24, 1967.

Represented (legal) by Robert G. Seaks.

Personnel:

DEYROL E. ANDERSON, general manager.  
MICHAEL H. PENGRA, program operations manager.  
RONALD P. VALLEY, chief engineer.  
SALLY GERIMONTE, traffic control.

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### 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, 4.27-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. W. 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.  
JOHN WATSON, program director.  
PAUL HERLINGER, operations 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: 338-kw visual, 50-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''

(Continued on next page)

## **Wash.-Wisconsin Educational**

TV tape: Recording facilities.

News Wire Service: AP.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, director of TV education.  
MERLE KIMBALL, supervisor of TV programming.  
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: 457-8947.

Technical Facilities: Channel No. 47 (668-674 mc). Authorized power: 19.1-kw visual, 3.8-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"

Color: Network.

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.  
PERRY OLSON, production manager.  
KATHY MORTHLAND, traffic manager.  
MARVIN STAINBROOK, 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)

### **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, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"

TV tape: Recording facilities.

Color: Film, slide & tape.

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.  
JACK E. JENNERJAHN, program director.  
ROBERT J. CARLSON, chief engineer.

### **WHA-TV**

**Madison**

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 843 Extension Bldg., Madison, Wis. (53706).

Office: 3313 University Ave.

Telephone: 608-262-9920.

TWX No.: 910-286-2764.

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.

Color: Network, film & slide.

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:

JAMES ROBERTSON, executive director.  
RONALD BORNSTEIN, associate director.  
RICHARD J. LUTZ, general manager.  
BORIS FRANK, special programs & projects manager.  
CHARLES HUBER, chief engineer.  
THOMAS ROGEBERG, program supervisor.  
ROBERT LEU, production supervisor.

### **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, 49-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: Network, live, film, slide & tape.

Ownership: Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Ralph E. Bowes, pres.; Otto A. Jirikowic, v.p.; Harold Story, secy. Also operates WMVT, Ch. 36, Milwaukee.

Began Operation: Oct. 28, 1957.

Personnel:

GEORGE A. PARKINSON, executive director.  
OTTO F. SCHLAAK, station manager.  
ROD THOLE, program manager.  
JOHN LEMKE, film supervisor.  
HAROLD G. WAGNER, chief engineer.

**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: 379-kw max. and 182-kw horizontal visual, 45.5-kw max. and 21.9-kw horizontal 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: Network, live, film, slide & tape.

**Ownership:** Board of Vocational & Adult Education. Officers: George A. Parkinson, director; Ralph E. Bowes, pres.; Otto A. Jirikowic, 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.

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**PUERTO RICO**

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**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, 5.37-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.

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.

**Wis.-Puerto Rico Educational**

**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: Cerro La Santa, 21-mi. S of San Juan.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level.

Latitude	18°	06'	42"
Longitude	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.  
GRAFTON OLIVERA, assistant chief engineer.  
MANUEL MENDEZ SAAVEDRA, assistant program manager.  
HECTOR DE JESUS, administrative officer.  
JOSE M. ALVAREZ, director, news dept.



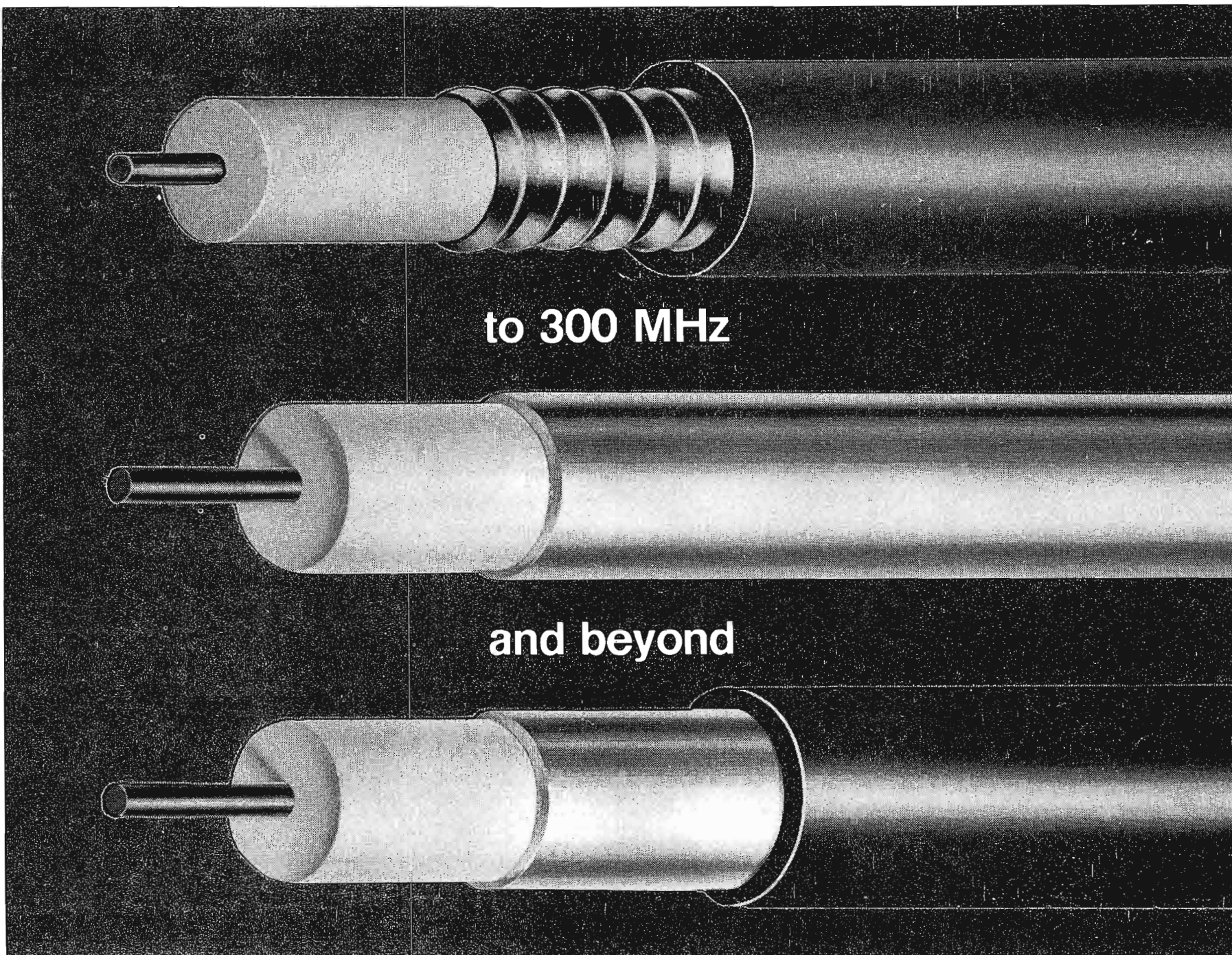
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# Instructional Television (2,500 mc)

Separate Listings of Licensee, Permittees & Applicants

As of January 1, 1968

## LICENSEES

Huntsville, Ala.—KHU-75, City Board of Education of Huntsville, c/o Dr. Alton C. Crews, city board of education supt., Box 128. Channels D-1-4; to be affiliated with Ala. ETV Network. Transmitter: Site of WHIQ(ETV) Huntsville. Will serve 33 schools. Plant, \$278,300; yearly operating, \$80,000. Equipment: Emcee transmitter & Micro-Link antenna. File: BPIF-73 (granted 6-23-66); BLIF-18 (granted 1-18-67).

Oxnard, Cal.—KRU-33, Rio School Dist., 3300 Cortez St. (93032). Channel A-1. Transmitter: 600 Simon Way. Equipment: Adler. File: BPIF-29 (granted 3-18-66); BLIF-13 (granted 3-18-66).

San Francisco, Cal.—KTB-97, Regents of U. of Cal. 641 University Hall, Berkeley, Cal. Channel F-4. Transmitter: Moffitt Hospital, San Francisco. Equipment: Emcee. File: BPIF-34 (granted 7-14-65); BLIF-14 (granted 6-8-66).

San Francisco, Cal.—KHU-89, Regents of U. of Cal., 451 University Hall, Berkeley, Cal. Channel F-2; will permit transmission of televised medical demonstrations & lectures originating at San Francisco General Hosp. to U. of Cal., San Francisco Med. Cen. & 3 other teaching hospitals (St. Josephs, Buena Vista & Franklin); also will result in 2-way aural-visual transmission between U. of Cal. Med. Cen. & S. F. Gen. Hosp., latter holding license (KTB-97) for utilization of Channel F-4 serving hospitals in Potero & Pacific Hts. area. Plant, \$41,050; yearly operating, \$20,000. Equipment: Micro-Link. File: BPIF-71 (granted 7-26-66); BLIF-27 (granted 3-15-67).

Sterling, Ill.—KVI-62, Board of Education of Sterling Twp. High School, Dist. No. 300, c/o Dr. Richard P. Klahn, supt., 1608 4th St. (61081). Channel D-1; for classroom programming to 9 area public schools. Equipment: Emcee. Plant, \$41,630; yearly operating, \$32,300. Counsel: Wilner, Scheiner & Greeley. File: BPIF-79 (granted 11-7-66); BLIF-33 (granted 6-7-67).

Winnetka, Ill.—KGZ-66, Board of Education of Twp. High School Dist. No. 203, Cook County, Ill.; Winnetka & Essex Sts., Winnetka, Ill. Channels A-1-4. Transmitter: Winnetka & Essex Sts. Equipment: Micro-Link. File: BPIF-25 (granted 3-9-65); BLIF-28 (granted 7-7-67).

Alpena, Mich.—KVK-22, Alpena Public Schools, c/o Clifford R. Roberts, 508 Taylor St. (49707). Channel A-1; to serve all public & private non-profit schools in Alpena County (27 receiving points). Plant, \$102,772; yearly operating, \$17,933. Equipment: Emcee transmitter & Co-Linear antenna. Counsel: Wilner, Scheiner & Greeley. File: BPIF-69 (granted 11-16-66); BLIF-43 (granted 6-7-67).

Detroit, Mich.—KRX-65, Archdiocese of Detroit, 305 Michigan Ave. (48226). Channels A-1-2. Transmitter: U of Detroit TV studios, 3800 Puritan Ave. Equipment: Adler. File: BPIF-31 (granted 4-1-65); BLIF-46 (granted 8-31-67).

Detroit, Mich.—KTB-98, Board of Education of City of Detroit, 5057 Woodward St. Channels C-2-3. Transmitter: 9345 Lawton Ave. Equipment: Emcee. File: BPIF-37 (granted 7-20-65); BLIF-12 (granted 8-31-66).

Osseo, Minn.—KVI-64, Independent School Dist. No. 279, c/o LeRoy V. Norsted, 317 2nd Ave. N. Channels A-1-4; for delivery of instructional programming to 12 public schools. Equipment: Jerrold. Plant, \$33,050; yearly operating, \$20,000. File: BPIF-78 (granted 11-8-66); BLIF-34 (granted 6-7-67).

Beacon, N.Y.—KRS-85, Archdiocese of New York, Channels A-1-3. Transmitter: Mt. Beacon, Beacon. For other details, see KRS-81 New York. File: BPIF-20 (granted 1-29-65); BLIF-23 (granted 11-7-67).

Brooklyn, N.Y.—KNZ-69, Roman Catholic Diocese of Brooklyn, Channels B-1-4. Transmitter: 19th St. & Prospect Park W. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-9 (granted 7-28-64); BLIF-15 (granted 6-7-67).

Hempstead, N.Y.—KHD-21, Central High School Dist. No. 2 of Towns of Hempstead & N. Hempstead, c/o Norman W. Hosler Jr., H. Frank Carey High School, 230 Poppy Ave., Franklin Square, N.Y. (11010). Channel A-2. Transmitter: 230 Poppy Ave., Franklin Sq., N.Y. Equipment: Adler. File: BPIF-2 (granted 3-26-64); BLIF-2 (granted 1-8-65).

Kingston, N.Y.—KRS-86, Archdiocese of New York, Channels A-1-3. Transmitter: 105 Mary's Ave., Kingston. For other details, see KRS-81 New York. File: BPIF-21 (granted 1-29-65); BLIF-24 (granted 11-7-67).

Liberty, N.Y.—KRW-67, Archdiocese of New York, Channels A-1-3. Transmitter: 2-mi. W of Liberty. For other details, see KRS-81 New York. File: BPIF-22 (granted 1-29-65); BLIF-25 (granted 11-7-67).

Mineola, L. I., N.Y.—KNZ-71, Union Free School Dist. No. 10 of Town of N. Hempstead, N.Y. Channels G-1-2. Transmitter: Armstrong Rd. & Madison Ave., Mineola. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. File: BPIF-11 (granted 7-28-64); BLIF-5 (granted 3-31-65).

Newburg, N.Y.—KGN-66, City School Dist. of Newburgh, 98 Grand Ave., Newburgh, N.Y. Channels D-1-2. Transmitter: Newburgh Free Academy, Fullerton Ave. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-38 (granted 7-28-65); BLIF-35 (granted 6-7-67).

New York, N.Y.—KRS-81, Archdiocese of New York, 451 Madison Ave., New York (10022). Channels A-1-3. Transmitter: Empire State Bldg. Equipment: RCA. Counsel: McKenna & Wilkinson. File: BPIF-16 (granted 1-29-65); BLIF-19 (granted 11-7-67).

N. Massapequa, N.Y.—KNU-43, Plainedge Union Free School Dist. No. 18, Plainedge Public Schools, Board of Education Bldg., Plainedge, N.Y. Channels D-1-4. Transmitter: Wyngate & Peony Dr. Equipment: Adler. File: BPIF-3 (granted 5-21-64); BLIF-4 (granted 1-8-65).

Peekskill, N.Y.—KRS-84, Archdiocese of New York, Channels E-1-3. Transmitter: Cheesecote Mountain, Peekskill. For other details, see KRS-81 New York. File: BPIF-19 (granted 1-29-65); BLIF-22 (granted 11-7-67).

Plainview, L.I., N.Y.—KHC-94, Plainview-Old Bethpage Public Schools, Central School Dist. No. 4, c/o Dr. Robert F. Savitt, Supt. of Schools, Administration Bldg., Jamaica Ave., Plainview, N.Y. Transmitter: Old Country Rd. & Gerhard Rd. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-1 (granted 2-17-64); BLIF-3 (granted 11-24-65).

Rochester, N.Y.—KRV-45, City School Dist. of Rochester, Channel D-1. Transmitter: 1801 Main St. E. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-28 (granted 3-10-65); BLIF-10 (granted 4-15-66). Note: Holds CP for addition of Channels D-2-3. File: BPIF-96 (granted 3-15-67).

Staten Island, N.Y.—KRS-82, Archdiocese of New York, Channels E-1-3. Transmitter: St. Francis Seminary, Staten Island. For other details, see KRS-81 New York. File: BPIF-17 (granted 1-29-65); BLIF-20 (granted 11-7-67).

Yonkers, N.Y.—KRS-83, Archdiocese of New York, Channels E-1-3. Transmitter: Seminary Ave., Dunwoodie, Yonkers. For other details, see KRS-81 New York. File: BPIF-18 (granted 1-29-65); BLIF-21 (granted 11-7-67).

Parma, O.—KNZ-60, Parma Board of Education, Parma City School Dist., Parma, O. Channel A-1. Transmitter: 3600 Dentzler Rd. Equipment: Adler. Counsel: Robert W. Healy. File: BPIF-4 (granted 6-26-64); BLIF-1 (granted 1-18-67).

Houston, Tex.—KRZ-68, Spring Branch Independent School Dist., 9000 Westview Dr. Channels D-1-2. Transmitter: 9000 Westview Dr. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-33 (granted 4-20-65); BLIF-8 (granted 5-31-66).

Mesquite, Tex.—KHS-78, Mesquite Independent School Dist., 405 E. Davis St. Channels D-1-3. Transmitter: 405 E. Davis St. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-63 (granted 5-26-66); BLIF-40 (granted 6-7-67).

San Antonio, Tex.—KHS-77, Edgewater Independent School District (correspondence to Bennie F. Steinhauer, superintendent, 6458 W. Commerce St., San Antonio). Channels D-1-3; to serve elementary, junior high & high schools (20 in all). Cost, \$139,175; yearly operating, \$62,000. Equipment: Emcee. Consulting engineer: P. T. Tyler. File: BPIF-58 (granted 5-26-66); BLIF-30 (granted 6-7-67).

## PERMITTEES

Anaheim, Cal.—KRX-65, Anaheim City School Dist., c/o James D. Brier, 412 E. Broadway (92805). Channels B-1 & B-3; to serve over 50,000 students in 22 area schools. Transmitter: 412 E. Broadway. Cost, \$55,900; yearly operating, \$245,300. Equipment: RCA. Consulting engineer: Merlyn D. Ramson. File: BPIF-68 (granted 9-9-66). Note: Seeks modification to change to Channels B-1 & B-2; .25-w. Equipment: Micro-Link. BPIF-129.

Fresno, Cal.—KVK-21, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. Channels G-1-4; for improvement & expansion of present education program in 47 Fresno County parochial & public schools. Transmitter: 2220 Tulare St. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-85 (granted 11-16-66).

Fullerton, Cal.—KVP-26, North Orange County Jr. College Dist., c/o Allen B. Cuppy, 400 E. Hermosa Dr. Channels C-1-4, F-1-4; to serve more than 100,000 students at 92 schools. Transmitter: Acacia Transmitter Site (lat. 35° 53' 30.8"; long. 117° 54' 04"); 9-w. Plant, \$1,043,000 (excluding \$249,313 in present facilities); yearly operating, \$200,000. Equipment: RCA. Counsel: Jonathan D. Blake. File: BPIF-72 (granted 1-5-67).

Long Beach, Cal.—KZH-31, Board of Education, Long Beach Unified School District, c/o Dr. Frank B. George, 201 E. 8th St. (90813). Channels D-1-4. Transmitter: W side of Junipero Ave., approx. 400-ft. N of 23rd St. (lat. 33° 48' 00"; long. 118° 09' 45"); 10-w, 147-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$199,620; yearly operating, \$63,000. Counsel: Covington & Burling. File: BPIF-131 (granted 11-7-67).

Los Angeles, Cal.—KSW-92-94, Archdiocese of Los Angeles Education & Welfare Corp., 1531 W. 9th St., Los Angeles, Cal. (90006). Transmitters: (1) Loyola U., Culver City; (2) Puente Hills, La Habra Heights; (3) Verdugo Mts., Glendale. Equipment: Adler. File: BPIF-26-27 & 30.

Pasadena, Cal.—KQI-29, Pasadena Unified School Dist. of Los Angeles County, c/o Allan W. Fink, 351 S. Hudson Ave. Channels E-1-4. Transmitter: 351 S. Hudson Ave. Cost, \$179,993; yearly operating, \$23,750. Equipment: RCA transmitter & Taco antenna. Counsel: Harold W. Kennedy (county counsel, L. A.). Consulting engineer: Martec Corp. (L.A.). File: BPIF-59 (granted 8-26-66).

(Continued on next page)

# Instructional Television

## PERMITTEES—(Continued)

- Reedley, Cal.—KZM-21**, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St., Fresno (93721). Channels C-1-2. Transmitter: Reedley High School, 740 W. North Ave., Reedley (lat. 36° 36' 12"; long. 119° 27' 21"); 9-w, 262-ft. Equipment: Micro-Link. Cost, \$128,800; yearly operating, \$20,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-134 (granted 12-6-67).
- San Francisco Cal.—KZB-23, KZB-24, KZB-25**, Roman Catholic Welfare Corp. of San Francisco, c/o Msgr. Francis A. Quinn, 441 Church St. (94114). Channels G-1-4. Transmitter: 175 Phelan Ave. Channels B-1-14. Transmitter: San Bruno Mt. Channels D-1-4. Transmitter: Mt. Tamalpais. Channels D-1-4. Transmitter: Monument Peak. For instructional programming to 142 parochial schools (60,868 students) & 25 non-parochial schools. Equipment: Micro-Link, Emcee, Adler & Jerrold transmitters; Taco antennas. Cost, \$1,000,000; yearly operating, \$100,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Hammett & Edison (San Francisco). File: BPIF-92-94 (granted 9-28-67).
- Sanger, Cal.—KZM-20**, Fresno County Schools. Channels C-1-2. Transmitter: 210 S. Academy, Sanger (lat. 37° 00' 46"; long. 119° 27' 02"); .25-w, 45-ft. For other details, see KZM-21 Reedley. File: BPIF-133 (granted 12-6-67).
- Tranquillity, Cal.—KZM-22**, Fresno County Schools. Channels C-1-2. Transmitter: Tranquillity High School, 6050 Juanchi St., Tranquillity (lat. 36° 38' 35"; long. 120° 15' 06"); 9-w, 250-ft. For other details, see KZM-21 Reedley. File: BPIF-135 (granted 12-6-67).
- Washington, D.C.—KHU-91**, Patrick A. O'Boyle, Roman Catholic Archbishop of Washington, 1721 Rhode Island Ave. N.W., Washington, D.C. (Correspondence to Msgr. Thomas W. Lyons, Dir. of Education, 1200 17th St. N.W., D.C.). Channels A-1-4; will serve elementary & secondary schools in Washington, D.C. & surrounding Maryland area (121 schools, 59,000 pupils); also contemplates service to a few schools for special students (e.g. Joseph P. Kennedy Jr. Institute) & plans to add receiving sites at schools offering college credit (e.g., Trinity College & Dunbarton College). Main studio & transmitter on Catholic U. campus, with repeaters at Leonardtown & Waldorf, Md. Cost, \$743,261; yearly operating, \$140,000. Equipment: Emcee transmitter & Taco antenna. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Jules Cohen & Assoc. File: BPIF-53 (granted 7-26-66), BPIF-54-56 pends.
- Belle Glade, Fla.—KZB-25**, Board of Public Instruction of Palm Beach County. Channels F-1-2. Transmitter: S of U.S. 441 & State Rt. 80, 2.6-mi. E of Belle Glade. For other details, see KHU-99 Boynton Beach. File: BPIF-101 (granted 9-30-67).
- Boynton Beach, Fla.—KHU-99**, Board of Public Instruction of Palm Beach County, c/o William R. Evans, Building S-502, 6th St. N., West Palm Beach (33401). Channels E-1-4. Transmitter: 1.75-mi. W of Boynton Beach. For delivery of instructional programming to all Palm Beach County Schools. Equipment: Micro-Link (KHU-99); Emcee transmitter & Parabolic antenna (KZB-23-25). Cost, \$774,338; yearly operating, \$199,350. Consulting engineer: William R. Evans. File: BPIF-67 (granted 7-26-66).
- Delray Beach, Fla.—KRL-43**, Coleman F. Carroll. Channels A-1-4. Transmitter: 715 NE 8th St., Delray Beach. For other details, see KRL-41 Miami. File: BPIF-14 (granted 12-16-64).
- Ft. Lauderdale, Fla.—KRL-42**, Coleman F. Carroll. Channels C-1-4. Transmitter: 200 NW 80th Ave., Ft. Lauderdale. For other details, see KRL-41 Miami. File: BPIF-13 (granted 12-16-64).
- Ft. Lauderdale, Fla.—KTZ-22**, Bd. of Public Instruction of Broward County, 1320 S.W. 4th St., Ft. Lauderdale, Fla. Channels G-1-4. Transmitter: 3400 S. West 70th Ave. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-40 (granted 10-22-65).
- Loxahatchee, Fla.—KZB-24**, Board of Public Instruction of Palm Beach County. Channels A-1-3. Transmitter: .75-mi. N of U.S. 441 & 98 in Loxahatchee community. For other details, see KHU-99 Boynton Beach. File: BPIF-100 (granted 9-30-67).
- Miami, Fla.—KRL-41**, Coleman F. Carroll, Bishop of Diocese of Miami, c/o William F. McKeever, 6301 Biscayne Blvd., Miami (33138). Channels A-1-4. Transmitter: 169 E. Flagler St., Miami. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. BPIF-12 (granted 12-16-64).
- Miami, Fla.—KTB-84-85**, Bd. of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. Channel F-1. Transmitters: (1) 1410 N.E. 2nd Ave., Miami; (2) 19400 S.W. 97th Ave., Cutler Ridge, Fla. Equipment: Adler. File: BPIF-35-36 (granted 6-18-65).
- Orlando, Fla.—KTW-39**, Joseph P. Hurley, Bishop of Diocese of St. Augustine, 40 Cathedral Place, St. Augustine (32084). Channels A-1-4. Transmitter: 3950 Edgewater Dr., Orlando. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-41 (granted 7-30-65).
- Riviera Beach, Fla.—KRL-44**, Coleman F. Carroll. Channels C-1-4. Transmitter: W. 20th St., Riviera Beach. For other details, see KRL-41 Miami. File: BPIF-15 (granted 12-16-64).
- Riviera Beach, Fla.—KZB-23**, Board of Public Instruction of Palm Beach County. Channels G-1-2. Transmitter: .5-mi. E of State Rt. 809, Riviera Beach. For other details, see KHU-99 Boynton Beach. File: BPIF-99 (granted 9-30-67).
- St. Petersburg, Fla.—KTO-90**, Joseph P. Hurley. Channels C-1-4. Transmitter: 6333 9th Ave. N., St. Petersburg. For other details, see KTW-39 Orlando. File: BPIF-44 (granted 9-29-65).
- South Jacksonville, Fla.—KTO-88**, Joseph P. Hurley. Channels A-1-4. Transmitter: 1055 Kingman Ave., S. Jacksonville. For other details, see KTW-39 Orlando. File: BPIF-43 (granted 9-29-65).
- Tampa, Fla.—KTO-89**, Joseph P. Hurley. Channels C-1-4. Transmitter: 4630 N. Rome Ave. NW, Tampa. For other details, see KTW-39 Orlando. File: BPIF-42 (granted 9-29-65).
- Atlanta, Ga.—KVI-65-66**, Fulton-DeKalb Hospital Authority (operating Grady Memorial Hosp.), c/o J. W. Pinkston Jr., 80 Butler St. S.E. Channels A-1-2. Transmitters: (1) 80 Butler St. S.E.; (2) 1600 Clifton Rd. N.E. Equipment: RCA transmitter & Taco antenna. Plant, \$71,123; yearly operating, \$19,026. Stations will transmit teaching programs initially 20 hr. per wk., integrated with & supplementary to curricula of Emory University Schools of Medicine, Nursing, Medical Tech. & X-Ray Tech.; receiving programs will be Grady Memorial Hosp., Communicable Disease Center, Emory U. Hosp., VA Hosp. & State of Ga. Health Dept. File: BPIF-76-77 (granted 11-9-66).
- Peoria, Ill.—KTZ-30**, Bradley University. Channels A-1-4. Transmitter: 1501 N. Bradley Ave. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-51 (granted 10-26-65).
- Roanoke, Ill.—KZO-30**, Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels E-1-4; for establishment of repeater system interconnected with presently operating KGZ-66 Winnetka & subsequently leased to 8 school districts in Woodford County & surrounding area. Transmitter: 208 W. High St. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$170,000 (over 5-yr. period); yearly operating, \$15,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-84 (granted 12-23-66).
- Wyoming, Ill.—KVO-29**, Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels A-1-4; for establishment of repeater system interconnected with presently operating BPIF-51 & subsequently leased to 13 school districts in Stark County & surrounding area. Transmitter: .7-mi. N of Wyoming. Equipment: Emcee transmitter & Prodelin antenna. Cost: \$120,000 (over 5-yr. period); yearly operating, \$10,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-83 (granted 12-23-66).
- Montpelier, Ind.—KDI-99**, Midwest Program on Airborne TV Instruction Inc., c/o James S. Miles, Purdue University, Lafayette, Ind. Channels F-2-4, H-1-3. Transmitter: Airborne, approx. 10-mi. radius of Montpelier. Equipment: Composite. Counsel: Percy H. Russell. File: BPIF-50 (granted 3-24-66).
- Orono, Me.—KVI-60**, U. of Maine, c/o John W. Dunlop, Alumni Hall, Channel D-1; for transmission of college level instruction courses; when not programming course materials, facilities will carry WMEB-TV Orono to university community & TV-receiver equipped rooms (3 high schools, one grammar school, 2 campus sites). Transmitter: Fogler Library. Equipment: RCA. Cost, \$21,075; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-81 (granted 11-7-66). Note: Requests modification of CP to move transmitter to Blackcap Mountain, 2-mi. S of E. Eddington, Me. (lat. 44° 45' 36"; long. 68° 33' 59"); 10-w. BPIF-132.
- Portland, Me.—KVI-61**, U. of Maine, c/o John W. Dunlop, Alumni Hall, Orono, Me. Channel D-1; for delivery of programming of WMEB-TV Orono to school districts of Portland (U. of Me.), Gorham (Gorham State Teachers College) & Biddleford (St. Francis College). Transmitter: Bonney Hall. Equipment: RCA. Cost, \$19,575; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-82 (granted 11-7-66).
- Baltimore, Md.—KRM-67**, Roman Catholic Archbishop of Baltimore. Channels A-1-3. Transmitter: 2401 Violet Ave. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. File: BPIF-23 (granted 12-29-64).
- Boston, Mass.—KVQ-24**, Boston Catholic TV Center Inc., c/o Msgr. Flaherty, 25 Granby St. (02215). Channels D-1-4. Transmitter: Prudential Tower Bldg., Boylston St. To deliver educational materials to 135 schools operated by Archdiocese of Boston. Plant, \$427,000; yearly operating, \$200,000. Equipment: RCA. File: BPIF-74 (granted 1-18-67).
- Boston, Mass.—KYP-23**, Northeastern U., c/o Prof. Roy J. Johnston, Room 6-N, 360 Huntington Ave. (02115). Channels A-3-4; for interconnection of TV production studios on campus to various classrooms on main campus & to suburban campus at Burlington, Mass. Transmitter: Hayden Hall. Equipment: Jerrold transmitter & Taco antenna. Cost, \$235,178; yearly operating, \$80,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-102 (granted 7-7-67).
- Detroit, Mich.—KVP-20**, Wayne State U., c/o Dr. James B. Tintera, dir., div. of mass communications, 5035 Woodward Ave. Channels E-1-4; for educational programming to Wayne State School of Nursing & 11 other schools of nursing in Detroit metropolitan area. Equipment: Micro-Link. Plant, \$46,160; yearly operating, \$50,345. Permittee has WDET-FM Detroit, is member of Detroit ETV Foundation (WTVS-TV Detroit). Counsel: Solomon Bienenfeld (Detroit). File: BPIF-80 (granted 1-5-67).
- Columbia, Mo.—KXY-61**, Curators of U. of Missouri, c/o Dale O. Bowling, business mgr., 116 Jesse Hall (65201). Channels C-1-2; for delivery of instructional TV. Transmitter: Jesse Hall. Equipment: Micro-Link. Cost, \$19,400; yearly operating, \$18,600. Applicant currently delivers instructional material via cable; to put in closed circuit completely underground system would cost \$72,000. Applicant also owns KOMU-TV Columbia, KCMU-TV Kansas City, KMSM-FM Rolla & is FM applicant in Columbia. Counsel: Fisher, Wayland, Duvall & Southmayd. File: BPIF-105 (granted 4-27-67).
- Las Vegas, Nev.—KZH-32, KZH-33**, Clark County School District, c/o Dr. David A. Sands, 2832 E. Flamingo Rd. (89109). Channels C-1-4. Transmitter: Whitney Mesa, 7.4-mi. SE of Las Vegas (lat. 36° 05' 08"; long. 115° 03' 57"); 10-w, 320-ft. Channels E-1-4. Transmitter: 324 Convention Center, Las Vegas (lat. 36° 07' 59"; long. 115° 09' 19"); 10-w, 320-ft. Equipment: Jerrold, Micro-Link & Taco. Cost, \$358,500; yearly operating, \$15,000. Counsel: McKenna & Wilkinson. File: BPIF-121-2 (granted 11-7-67).
- Brooklyn, N.Y.—KVS-31, KZE-20**, Roman Catholic Diocese of Brooklyn, 75 Greene Ave., Brooklyn (11238). Channels F-1-4. Transmitter: 1-15 Monitor St. Channels B-1-4. Transmitter: Lefrak Center, 97-45 Queens Blvd. (lat. 40° 43' 44"; long. 73° 51' 33"); 1-w, 189-ft. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-95 (granted 2-13-67); BPIF-130 (granted 10-26-67).



**Central Islip, N.Y.—KNZ-68,** Roman Catholic Diocese of Rockville Center. Channels D-1-4. Transmitter: Intersection of Wheeler Rd. & Motor Parkway (St. John's Cemetery), Central Islip. For other details, see KNZ-65 Rockville Center. File: BPIF-8 (granted 7-28-64).

**Huntington, N.Y.—KNZ-67,** Roman Catholic Diocese of Rockville Center. Channels G-1-4. Transmitter: Near intersection of Wolf Hill Rd. & Pidgeon Hill Rd., approx. 1.5-mi. SE of Huntington. For other details, see KNZ-65 Rockville Center. File: BPIF-7 (granted 7-28-64).

**Jamaica, N.Y.—KNZ-70,** Roman Catholic Diocese of Brooklyn. Channels B-1-4. Transmitter: 176-21 Wexford Terrace, Jamaica. For other details, see KVS-31 Brooklyn. File: BPIF-10 (granted 7-28-64).

**Rockville Center, N.Y.—KNZ-65,** Roman Catholic Diocese of Rockville Center, 53 N. Park Ave., Rockville Center (11570). Channels E-1-4. Transmitter: 253 Sunrise Hwy., Rockville Center. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-5 (granted 7-28-64).

**Roslyn Heights, N.Y.—KNZ-66,** Roman Catholic Diocese of Rockville Center. Channels C-1-4. Transmitter: Near intersection of Round Hill Rd. & Albertson Rd., Roslyn Heights. For other details, see KNZ-65 Rockville Center. File: BPIF-6 (granted 7-28-64).

**Akron, O.—KHP-68,** Diocese of Cleveland, 1027 Superior Ave., Cleveland, O. (44114). Channels C-1-4. Transmitter: .12-mi. W of Romig Rd., .64-mi. S of Akron-Wadsworth Rd., Akron. Equipment: Adler. File: BPIF-47 (granted 4-26-66).

**Beachwood, O.—KHP-69,** Diocese of Cleveland. Channels C-1-4. Transmitter: 25900 Chagrin Blvd., Villa of St. Ann, Beachwood. For other details, see KHP-68 Akron. File: BPIF-48 (granted 4-26-66).

**Chardon, O.—KHP-70,** Diocese of Cleveland. Channels E-1-4. Transmitter: .24-mi. N of Chardon Rd., 1.42-mi. W of intersection of Chardon Rd. & Ravenna Rd., Chardon. For other details, see KHP-68 Akron. File: BPIF-49 (granted 4-26-66).

**North Ridgeville, O.—KHP-67,** Diocese of Cleveland. Channels C-1-4. Transmitter: St. Peter School, 35749 Center Ridge Rd., N. Ridgeville. For other details, see KHP-68 Akron. File: BPIF-46 (granted 4-26-66).

**Parma, O.—KHP-66,** Diocese of Cleveland. Channels E-1-4. Transmitter: St. Anthony of Padua School, 6800 State Rd., Parma. For other details, see KHP-68 Akron. File: BPIF-45 (granted 4-26-66).

**Coombs Canyon, Ore.—KYL-45,** Umatilla County Intermediate Education District. Channel E-1. Transmitter: U.S. Hwy. 30 on W slope of Cabbage Hill. For other details, see KYL-44 Pendleton. File: BPIF-107 (granted 6-19-67).

**Heppner, Ore.—KYL-46,** Umatilla County Intermediate Education District. Channel G-1. Transmitter: Top of Gleason Peak, 10-mi. NE of Heppner. For other details, see KYL-44 Pendleton. File: BPIF-108 (granted 6-19-67).

**Pendleton, Ore.—KYL-44,** Umatilla County Intermediate Education District, c/o L. K. Stanhope, Box 38 (97801). Channel A-1. Transmitter: SE 6th & city limits of Pendleton. For closed-circuit programming to all school bldgs. in 2-county region. Equipment: Emco transmitter & Taco antenna. Cost, \$174,935; yearly operating, \$22,000 (this includes KYL-45, KYL-46 & KYL-47). Consulting engineer, George M. Frese (E. Wenatchee, Wash.). File: BPIF-106 (granted 6-19-67).

**Weston, Ore.—KYL-47,** Umatilla County Intermediate Education District. Channel C-1. Transmitter: 2-mi. E of Weston. For other details, see KYL-44 Pendleton. File: BPIF-109 (granted 6-19-67).

**Altoona, Pa.—KVG-25,** Altoona Area School Dist., c/o Thomas R. Heslep, 6th Ave. & 15th St. (16602). Channels A-1-4; for transmission of instructional & cultural material to 27 public & 13 parochial schools (13,996 & 4,129 enrollment, respectively). Equipment: Micro-Link. Cost, \$176,800; yearly operating, \$190,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: David McPherson (Copiague, N.Y.). File: BPIF-89 (granted 1-18-67).

**Altoona, Pa.—KZC-20, KZC-21, KZC-22,** Altoona Area School District. Channels G-1-4. Transmitter: Southern area of Highland Park & W of Linndall Rd. (lat. 40° 28' 42"; long. 78° 24' 57"); .00013-w, 60-ft. Channels G-1-4. Transmitter: Same as above, except .00013-w, 110-ft. Channels G-1-4. Transmitter: Penn. State U., Altoona (lat. 40° 32' 16"; long. 78° 25' 05"); .00013-w, 70-ft. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-127-9 (granted 10-16-67).

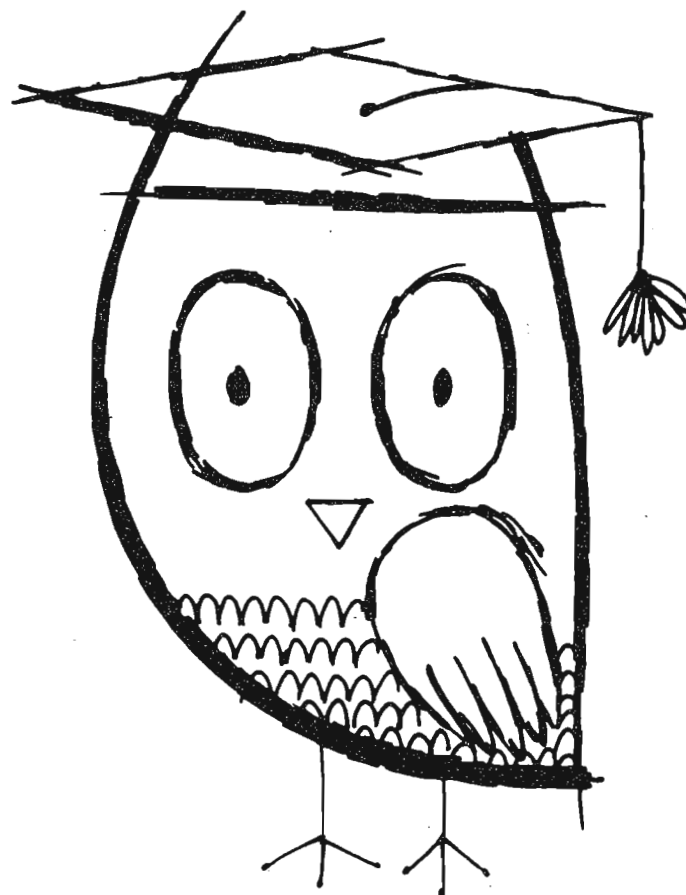
**Hanover, Pa.—KZB-20,** School District of Hanover Borough, c/o Richard L. McCool, 190 E. Walnut St. (17331). Channels B-1-4. Transmitter: Pulpit Rock Mountain, approx. 4-mi. NNE of Hanover (lat. 39° 51' 28"; long. 76° 56' 24"); 10-w, 228-ft. Equipment: Micro-Link transmitter & Prodelin antenna. Counsel: Molnar & Gammon. File: BPIF-125 (granted 10-5-67).

**Lewistown, Pa.—KHU-20-21,** Mifflin County Board of School Directors (correspondence to W. Clay Burkholder, County Supt., 35 S. Brown St.). Channels A-1-4, C-1-4; to serve 25 elementary & secondary schools in 11 school dists., Appalachia area. Transmitters: (1) Big Ridge, 1.25-mi. W of center of Lewistown; (2) Jacks Mtn., approx. 4.5-mi. N of Lewistown. Cost, \$274,307; yearly operating, \$80,000. Equipment: Emcee transmitter & Taco antenna. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: John P. Gallagher. File: BPIF-60-61 (granted 6-3-66). Note: KHU-21 requests switch to Channels E-1-4.

**Freeport, Tex.—KHU-92,** Brazosport Independent School Dist., c/o J. R. Jackson, Drawer Z. Channels D-1-2; for delivery to 11 area public schools. Plant, \$108,000; yearly operating, \$31,500. Equipment: Emcee. Counsel: Dow, Lohnes & Albertson. File: BPIF-70 (granted 8-1-66).

**Burlington, Wis.—KZH-36,** Archdiocese of Milwaukee, c/o Msgr. Edmund J. Goebel, 437 W. Galena St., Milwaukee (53203). Channels G-1-4. Transmitter: Approx. .8-mi. SW of Burlington (lat. 42° 39' 20"; long. 88° 17' 28"); 9-w, 300-ft. To serve all of Wal-

(Continued on next page)



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# Instructional Television

worth County and portions of Kenosha & Racine Counties. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Vernon A. Bertrams. File: BPIF-114 (granted 11-7-67).

**Eden, Wis.—KZH-39,** Archdiocese of Milwaukee. Channels G-1-4. Transmitter: Approx. .25-mi. SE of Eden (lat. 43° 41' 30"; long. 88° 21' 16"); 9-w, 300-ft. To serve all of Fond du Lac County. For other details, see KZH-36 Burlington. File: BPIF-117 (granted 11-7-67).

**Hartford, Wis.—KZH-37,** Archdiocese of Milwaukee. Channels C-1-4. Transmitter: Holly Hill Monastery, 5-mi. SE of Hartford (lat. 43° 14' 55"; long. 88° 19' 42"); 9-w, 300-ft. To serve portions of Waukesha, Dodge & Washington Counties. For other details, see KZH-36 Burlington. File: BPIF-115 (granted 11-7-67).

**Horicon, Wis.—KZH-40,** Archdiocese of Milwaukee. Channels C-1-4. Transmitter: .25-mi. S of Horicon (lat. 43° 26' 40"; long. 88° 37' 40"); 9-w, 300-ft. To serve schools in Dodge County. For other details, see KZH-36 Burlington. File: BPIF-118 (granted 11-7-67).

**Kenosha, Wis.—KZH-35,** Archdiocese of Milwaukee. Channels C-1-4. Transmitter: Hill Crest School, 1.5-mi. NW of Kenosha (lat. 42° 37' 00"; long. 87° 52' 00"); 9-w, 300-ft. To serve portions of Kenosha & Racine Counties. For other details, see KZH-36 Burlington. File: BPIF-113 (granted 11-7-67).

**Milwaukee, Wis.—KVW-78,** Marquette U., c/o Raymond T. Bedwell Jr., 625 N. 15th St. (53233). Channels A-1-2; for expanded TV services to Marquette Medical School, College of Nursing, School of Dentistry & to neighboring institutions. Transmitter: 716 N. 11th St. Equipment: RCA transmitter & Taco antenna. Cost, \$28,400; yearly operating, \$3,000. File: BPIF-90 (granted 3-16-67).

**Newberg, Wis.—KZH-38,** Archdiocese of Milwaukee. Channels G-1-4. Transmitter: St. Augustine Church, approx. 3-mi. S of Newberg (lat. 43° 23' 05"; long. 88° 02' 30"); 9-w, 300-ft. To serve all of Ozaukee & Sheboygan Counties. For other details, see KZH-36 Burlington. File: BPIF-116 (granted 11-7-67).

**New Berlin, Wis.—KZH-24,** Archdiocese of Milwaukee. Channels G-1-4. Transmitter: 12700 W. Beloit Rd., New Berlin (lat. 42° 57' 50"; long. 88° 04' 30"); 9-w, 402-ft. To serve greater Milwaukee area. For other details, see KZH-36 Burlington. File: BPIF-112 (granted 11-7-67).

## APPLICANTS

**Birmingham, Ala.—New,** Board of Education of Birmingham, c/o Dr. Henry Sparks, 2015 7th Ave. N. (35202). Channels E-2-3. Transmitter: Birmingham Southern College campus (lat. 33° 30' 45"; long. 86° 51' 15"); 10-w, 262-ft. Channels G-2-3.

Transmitter: Phillips High School, 2316 N. 7th Ave., Birmingham (lat. 33° 31' 25"; long. 86° 48' 20"); 10-w, 85-ft. For delivery of Ala. ETV Network to 68,000 students in 72 elementary schools. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$512,309; yearly operating, \$75,000. Consulting engineer: A. H. Renfro Jr. File: BPIF-132 & 136.

**Fresno, Cal.—New,** Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. (93721). Channels B-1-4. Transmitter: 2314 Mariposa St. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-98.

**DeKalb, Ill.—New,** Northern Ill. U., c/o Blanche Ownes, DeKalb (60115). Channels A-1-4. Transmitter: Graham Hall, Northern Ill. U. campus (lat. 41° 56' 06.8"; long. 88° 46' 19.3"); 10-w, 79-ft. Equipment: Micro-Link. Cost, \$28,200; yearly operating, \$143,450. Counsel: Wilner, Scheiner & Greeley. File: BPIF-120.

**Northfield, Ill.—New,** Board of Education of Twp. High School District 203, c/o P. C. Goodrich, 358 Winnetka Ave. (60094). Channel H-1. Transmitter: New Trier West High School, 7 Happ Rd. Equipment: Micro-Link. Cost, \$9,700; yearly operating, \$1,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: T. H. Jarman. File: BPIF-110.

**Cleveland, O.—New,** ETV Assn. of Metropolitan Cleveland, c/o Louis S. Peirce, chmn., 4600 Detroit Ave. (44102). Channels G-1-4. Transmitter: 9466 Ridge Rd., 11-mi. S of Cleveland near N. Royalton, O. Equipment: Emcee transmitter & Taco antenna. Cost, \$42,250; yearly operating, \$50,000. Applicant owns & operates WVIZ-TV Cleveland. Counsel: Cohn & Marks. File: BPIF-97.

**Edmond, Okla.—New,** Central State College, 400 E. Hurd St. (73034). Channel A-1; for in-service training & student teacher internship in 22 schools, plus transmission of educational material on intermittent basis. Transmitter: 400 E. Hurd St. Equipment: Litton. Cost, \$63,062; yearly operating, \$19,500. Applicant owns KCSC(FM) Edmond. File: BPIF-104.

**Altoona, Pa.—New,** Altoona Area School Dist., c/o Thomas R. Heslep, supt., 1417 7th Ave. (16602). Channel G-1; for delivery to headend of CATV system owned by Altoona Video Corp. Transmitter: 1-mi. SE of Buckhorn Twp. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-103.

**Hanover, Pa.—New,** School District of Hanover Borough, c/o Richard L. McCool, 190 E. Walnut St. (17331). Channels B-1-4. Transmitter: Hanover High School, Moul Ave. & Hollywood (lat. 39° 49' 07"; long. 76° 58' 09"); 1-w, 39-ft. Equipment: Micro-Link transmitter & Prodelin antenna. Counsel: Molnar & Gammon. File: BPIF-125.

**Warminster, Pa.—New,** Centennial School District, c/o Dr. Everett A. McDonald, Newton Rd. & Street Rd. (18974). Channel G-1. Transmitter: Newton Rd. & Street Rd. (lat. 40° 11' 15"; long. 74° 04' 14"); 10-w, 100-ft. Equipment: Jerrold. Cost, \$16,000; yearly operating, \$23,900. Counsel: Dow, Lohnes & Albertson. File: BPIF-138.

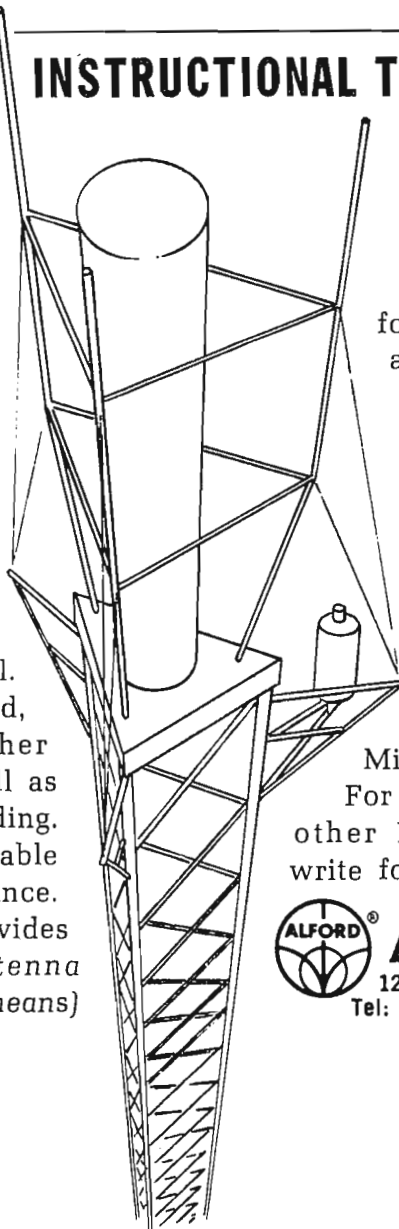
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# CANADIAN TELEVISION STATION DIRECTORY

Covering All Commercial Stations in Operation as of January 15, 1968

Plus Those Due to Begin Operation By Spring

For UHF Translators, See the Bottom of This Page.

For Armed Forces Stations in Goose Bay, Labrador and Harmon Field, Newfoundland,  
See Armed Forces TV Stations

Note: Coverage Maps and Detailed Data from BBM Bureau of Measurement Are Supplied for Stations in Multiple-Station Markets Only. For Other Stations, Totals Are Shown. For Description of BBM Survey Methods, See Explanatory Section at the Beginning of this Volume. Metropolitan areas which are also listed separately are included in totals.

## ALBERTA

### CFRN-TV-4

#### Ashmont

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E", Edmonton.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 14.6-kw visual, 7.3-kw aural. Antenna: 635-ft. above av. terrain, 629-ft. above ground, 2754-ft. above sea level, lat. 54° 08' 07", long. 111° 36' 16".

Began Operation: Jan. 1, 1966.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

### CBXT-1

#### Athabasca

(Ch. 8)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 3½-mi. NW of Athabasca.

Color: Network.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 25.7-kw visual, 12.8-kw aural. Antenna: Directional, 485-ft. above av. terrain, 489-ft. above ground, 2414-ft. above sea level, lat. 54° 45' 36", long. 113° 19' 51".

Began Operation: Sept. 26, 1966.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus to that station.

### CFCN-TV-2

#### Banff

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Timberline Hotel, Banff.

Technical Facilities. Channel No. 8 (180-186 mc). Authorized power: 5-watts visual (peak pedestal), 2.5-watts aural. Antenna: 500-ft. above av. terrain, 50-ft. above ground, 4633-ft. above sea level, lat. 51° 11' 09" long. 115° 35' 20".

Began Operation. Sept. 20, 1962.

Rates: This is an automatic repeater of CFCN-TV, Calgary, and is included as a bonus with that station.

#### CANADIAN UHF TRANSLATORS

ENDERBY, B.C. (Ch. 72)—CHBC-TV-5, Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Input Ch. 2 (CHBC-TV, Kelowna, B.C.).

CLERMONT, QUE. (Ch. 75)—CFCV-TV-1, Societe de Video de Clermont. Input Ch. 4 (CFCM-TV, Quebec City).

ESTCOURT, QUE. (Ch. 70)—CJES-TV, La Compagnie de Television Pohenegamook Inc. Input Ch. 3 (CJBR-TV, Rimouski, Que.).

MONT BLANC (Perce), QUE. (Ch. 80)—CJAO-TV-1, Gaspé Television Ltee. Input Ch. 5 (CHAU-TV, Carleton, Que.).

### CHCT-TV-2

#### Banff

(Ch. 13)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: CBC, same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Banff, Alta.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 250-ft. above av. terrain, 20-ft. above ground, 4600-ft. above sea level, lat. 51° 11' 09", long. 115° 35' 20".

Began Operation: Sept. 12, 1966.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

### CKRD-TV-2

#### Banff

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CHCA-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 5555, Red Deer, Alta.

Transmitter: Banff.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .005-kw visual, .003-kw aural.

Ownership: See CKRD-TV, Red Deer.

Began Operation: March 17, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

### CKSA-TV-2

#### Bonnyville

(Ch. 9)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster.

Licensee: CKSA-TV Ltd., 5026 50th St., Lloydminster, Alta.

Transmitter: 8-mi. SW of Bonnyville.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 20.75-kw visual, 4.5-kw aural. Antenna: Directional, 645-ft. above av. terrain, 500-ft. above ground, 2645-ft. above sea level, lat. 54° 11' 54", long. 110° 50' 27".

Began Operation: Oct. 1966.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster and is included as a bonus with that station.

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# Alberta

## CFCN-TV-3

### Brooks

(Ch. 9)

(Satellite rebroadcasting station of CFCN-TV-1, Drumheller, Alta., which repeats CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Brooks.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 120-ft. above av. terrain, 100-ft. above ground, 2515-ft. above sea level, lat. 50° 32' 00", long. 111° 55' 30".

Began Operation: Sept. 15, 1964.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Harlan G. Oakes & Associates (U.S. West Coast); Television Representatives Ltd.

Rates: This is an automatic repeater of CFCN-TV-1 Drumheller and both are included as a bonus with CFCN-TV, Calgary.

## CJLH-TV-3

### Burmis

(Ch. 3)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: .356-kw visual, .176-kw aural. Antenna: 4750-ft. above sea level, lat. 49° 31' 54", long. 114° 11' 37".

Ownership: See CJLH-TV, Lethbridge, Alta.

Began Operation: Dec. 1, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

## CJLH-TV-4

### Coleman

(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Forestry Lookout, Mt. Ironside, Alta.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3400-ft. above av. terrain, 100-ft. above ground, 6700-ft. above sea level, lat. 49° 34' 05", long. 114° 30' 02".

Began Operation: Nov. 1, 1966.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

## CKRD-TV-1

### Coronation

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CKRD-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 5555, Red Deer, Alta.

Transmitter: Coronation.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 12.4-kw visual, 6.2-kw aural. Antenna: Directional, 687-ft. above av. terrain, 230-ft. above ground, 3236-ft. above sea level, lat. 52° 09' 15", long. 111° 09' 30".

Ownership: See CKRD-TV, Red Deer.

Began Operation: Sept. 11, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

## CFCN-TV-1 Drumheller-Hanna

(Ch. 12)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta., which is repeated by rebroadcasting satellite CFCN-TV-3, Brooks, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Hand Hills, 5½-mi. S of Della.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 1080-ft. above av. terrain, 580-ft. above ground, 3979-ft. above sea level, lat. 51° 34' 00", long. 112° 19' 48".

Began Operation: Sept. 20, 1961 on Ch. 8. Sept. 13, 1964 it shifted to Ch. 12 and boosted power.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

## CHCT-TV-1

### Drumheller

(Ch. 8)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: Same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Drumheller.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Jan. 1963.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

## CBXAT

### Grande Prairie

(Ch. 10)

(Repeats CBXT, Edmonton, and is repeated by CBXAT-1, Peace River, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Grande Prairie.

Represented (sales) by Weed & Co. (U.S.); CBC National Selective Sales.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 36-kw visual, 18-kw aural. Antenna: 967-ft. above av. terrain, 542-ft. above ground, 3608-ft. above sea level, lat. 55° 29' 20", long. 118° 44' 50".

Began Operation: Oct. 22, 1962.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus with that station.

## CBXAT-2

### High Prairie

(Ch. 2)

(Satellite rebroadcasting station of CBXAT, Grande Prairie, Alta., which in turn repeats CBXT, Edmonton, Alta.)

Network Service: CBC, same as CBXT, Edmonton, Alta.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Grouard.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 6.2-kw visual, 3.1-kw aural. Antenna: Directional, 504-ft. above av. terrain, 328-ft. above ground, 2503-ft. above sea level, lat. 55° 32' 26", long. 116° 07' 26".

Began Operation: March 23, 1966.

Rates: This is an automatic repeater of CBXAT, Grande Prairie, Alta., which in turn repeats CBXT, Edmonton, Alta. and both are included as a bonus with CBXT.

## CBXT-4

### Jasper

(Ch. 5)

(Satellite rebroadcasting station of CBXT-3, Hinton.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pyramid Mountain.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 3264-ft. above av. terrain, 25-ft. above ground, 9101-ft. above sea level, lat. 52° 57' 05", long. 118° 8' 53".

Began Operation: December 1967.

Rates: This is an automatic repeater of CBXT-3, Hinton and is included as a bonus to that station.

(Continued on page 847-b)

# Alberta—Calgary

## CFCN-TV

(Ch. 4)

(Operates satellite rebroadcasting stations CFCN-TV-1, Drumheller, Alta.; CFCN-TV-2, Banff, Alta.; CFCN-TV-3, Brooks, Alta.; CFLL-TV-1, Lake Louise, Alta.; affiliated with separately-owned CFWL-TV-1, Invermere, B.C.; CFWL-TV-2, Parson, B.C.)

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: Directional, 700-ft. above av. terrain, 515-ft. above ground, 4440-ft. above sea level.

Latitude 51° 03' 37"  
Longitude 114° 10' 13"

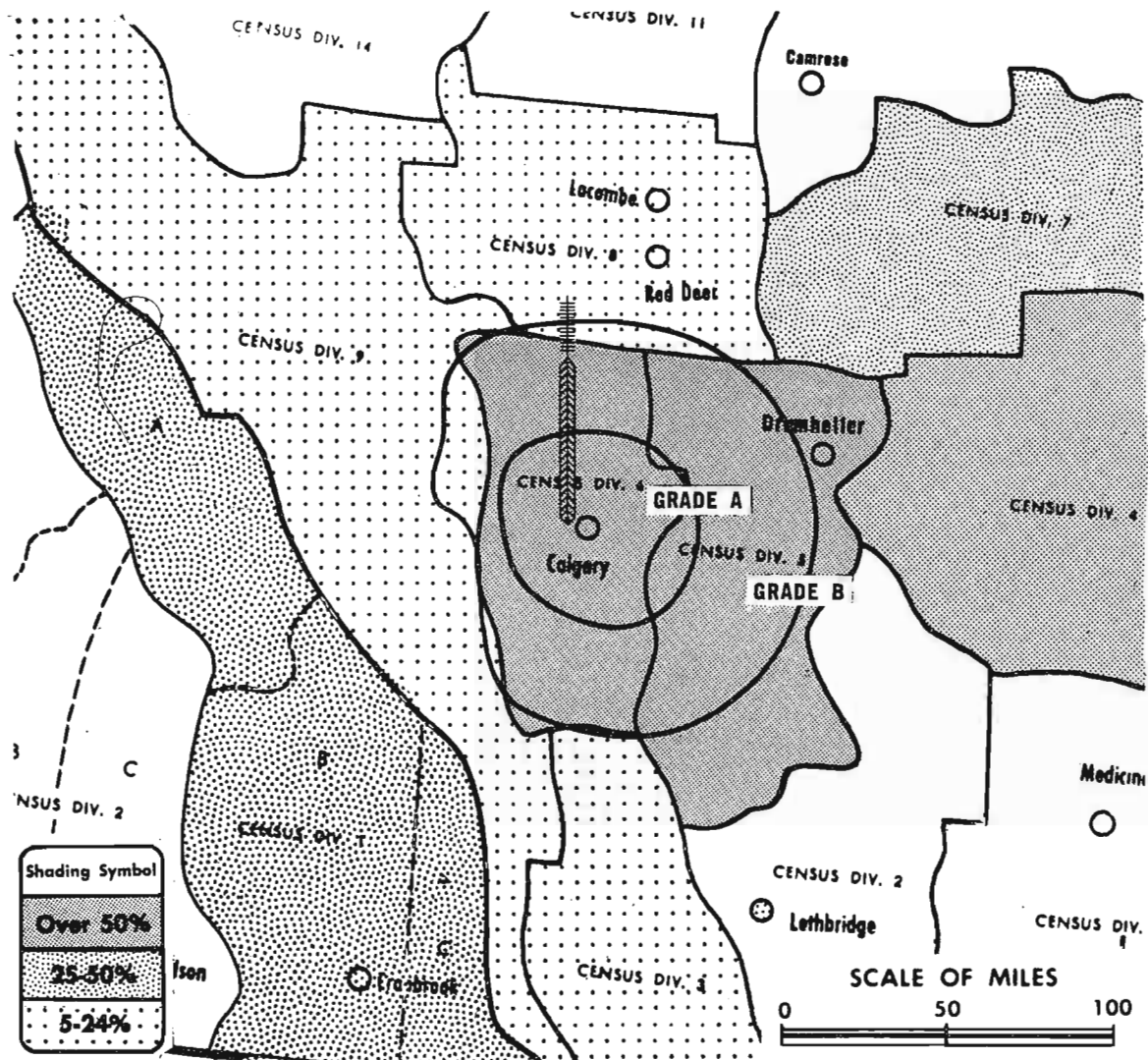
**Transmitter:** Broadcast House, Calgary.

**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News.

**AM Affiliate:** CFCN, 50-kw, 1060 kc.



CFCN-TV Authorized: 8/19/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CFCN-TV

**Network Service:** CTV.

**Licensee:** CFCN Television Ltd., Broadcast House.

**Studio:** Broadcast House, Calgary.

**Telephone:** 403-249-9101.

**Ownership:** MacLean-Hunter Publishing Co. Ltd., principal stockholder.

**Began Operation:** Sept. 9, 1960.

**Represented (sales) by:** Canadian Standard Broadcast Sales Inc. (New York, Chicago); Harlan G. Oakes & Associates (Los Angeles, San Francisco); Radio-Television Representatives Ltd.

**Personnel:**

E. W. (Ted) Chapman, *vice president, television.*  
Robert W. Lamb, *vice president, engineering.*  
Mrs. Jean Bown, *traffic manager.*  
Al Purcell, *program manager.*  
Ken Masonchuck, *production manager.*  
Joe Hutton, *news director.*

### DIGEST OF RATE CARD NO. 11 (March 1, 1967)

30 Min.	15 Min.	60 Sec.	30 Sec.	20. Sec.	8 Sec.
\$450.00	\$300.00	\$175.00	\$157.50	\$140.00	\$87.50

Class AA—7-11 p.m., Mon.-Sat.; all day Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	8070	Census Division 6	387,000
	8069	Calgary M.A.	348,600
	8045	Census Divisions 4 and 5	49,300
<b>Between 25-50 %</b>	9010	Census Division 1	37,800
	8060	Census Division 7	40,800
	8019	Lethbridge City	37,100
<b>Between 5-24 %</b>	8080	Census Division 8	86,400
	8030	Census Division 3	29,100
	8090	Census Division 9	17,500
<b>CFCN-TV Total Persons:</b>			<b>647,900</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>456,600</b>
Metro Areas 8069 Calgary M.A.			

For Alberta CATV Systems, see  
Canadian CATV Directory

# Alberta—Calgary

## CHCT-TV

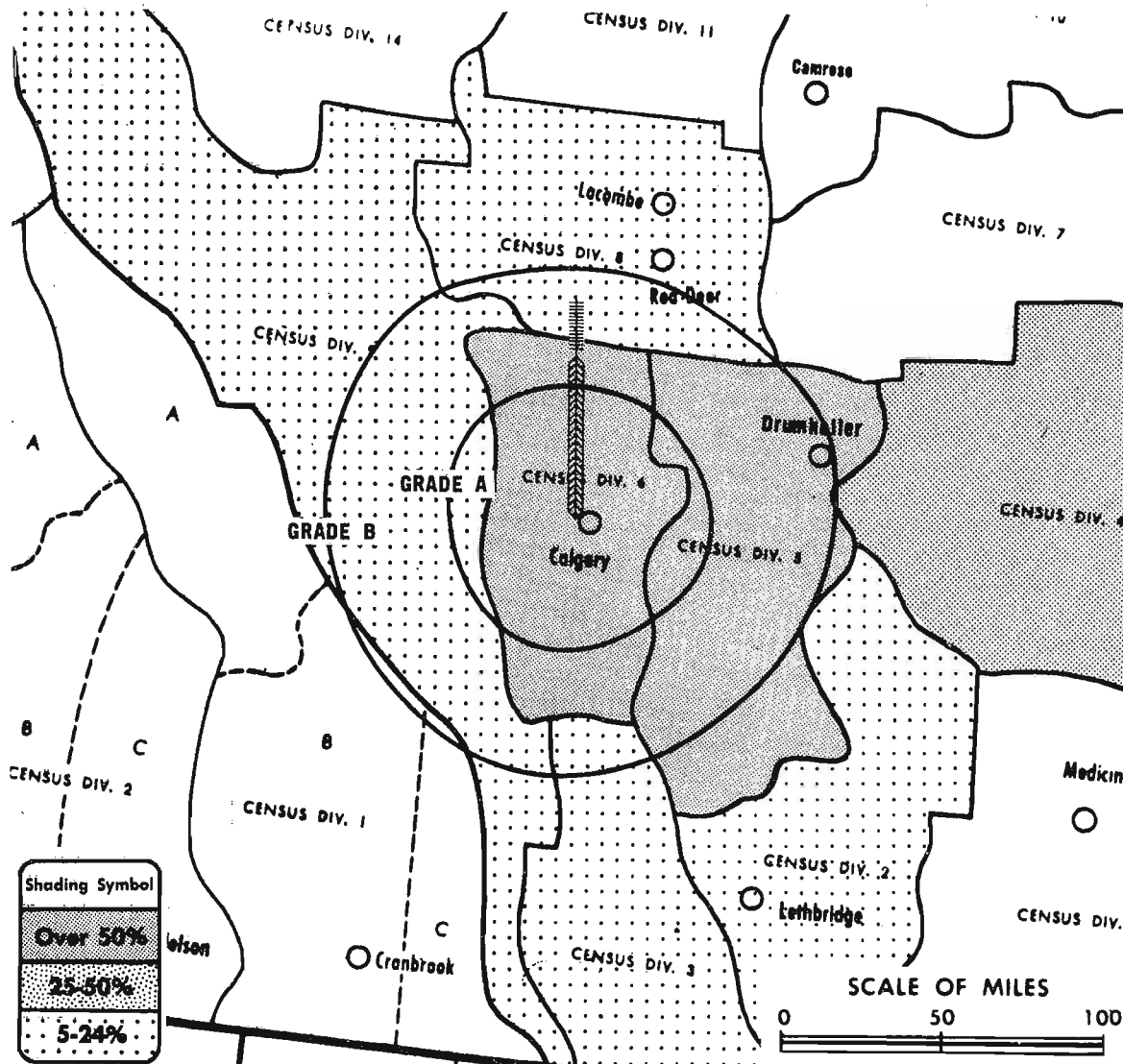
(Ch. 2)

(Operates satellite rebroadcasting stations CHCT-TV-1, Drumheller, & CHCT-TV-2, Banff, Alta.)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4808-ft. above sea level.

Latitude 51° 04' 24"  
Longitude 114° 15' 34"

**Transmitter:** Old Banff Coach Rd.  
**Color:** Network, film, slide & tape.  
**TV tape:** Recording facilities.  
**News Wire Service:** Canadian Press.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHCT-TV Authorized: 7/19/54

## CHCT-TV

**Network Service:** CBC.  
**Licensee:** Calgary Television Ltd., 955 Rideau Rd.  
**Studio:** 955 Rideau Rd.  
**Telephone:** 403-243-3491.  
**Ownership:** Selkirk Holdings Ltd., Toronto.  
**Began Operation:** Oct. 2, 1954.  
**Represented (sales) by** All-Canada Radio and Television Limited.  
**Personnel:**  
J. Norman Inkster, *general manager.*  
George A. Brown, *retail sales manager.*  
Wendell G. Wilks, *operations manager.*  
Terie Hardcastle, *promotion director.*  
Lee Crawley, *chief engineer.*  
Gordon Warner, *film editor.*  
Frank Braun, *production supervisor.*

### DIGEST OF RATE CARD NO. 17 (March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$550.00	\$330.00	\$220.00	\$192.00	\$165.00	\$130.00*	\$95.00* \$60.00*

\*Class AA—7-10 p.m., Mon.-Thurs.; 7-11 p.m., Fri.-Sat.; 5-10 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	8070	Census Division 6	387,000
	8069	Calgary M.A.	348,600
	8045	Census Divisions 4 and 5	49,300
<b>Between 25-50%</b>	None Between 25-50%		
<b>Between 5-24%</b>	8020	Census Division 2	82,500
	8030	Census Division 3	29,100
	8090	Census Division 9	17,500
	8019	Lethbridge City	37,100
	8080	Census Division 8	86,400
<b>CHCT-TV Total Persons:</b>			<b>651,800</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>380,600</b>
Metro areas 8069 Calgary M.A.			

For BBM Explanatory Material  
See Front of this Volume



# Alberta—Edmonton

## CFRN-TV

(Ch. 3)

(Operates satellite rebroadcasting stations CFRN-TV-3, Whitecourt, Alta.; CFRN-TV-4, Ashmont, Alta.)

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 180.3-kw visual, 90.43-kw aural. Antenna: 481-ft. above av. terrain, 488-ft. above ground, 2720-ft. above sea level.

Latitude 53° 32' 32"  
Longitude 113° 38' 28"

**Transmitter:** Jasper Hwy., 1-mi. W of Edmonton.

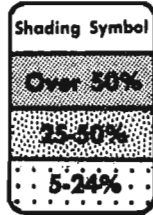
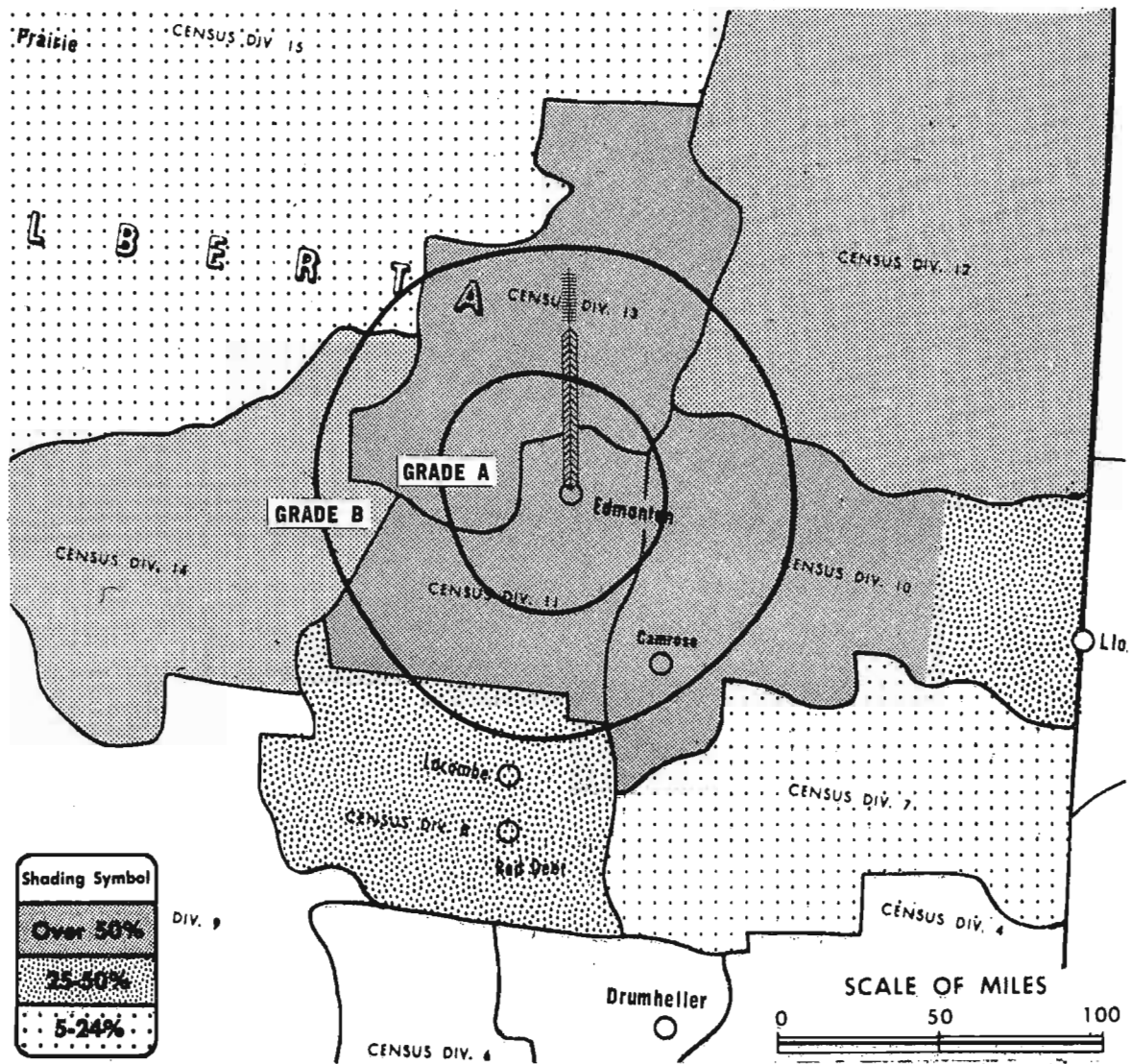
**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News & Press News.

**AM Affiliate:** CFRN, 50-kw, 1260 kc.

**FM Affiliate:** CFRN-FM, 16.2-kw, 100.3 mc (No. 262), 375-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFRN-TV Authorized: 4/27/56

## CFRN-TV

**Network Service:** CTV.

**Licensee:** Sunwapta Bcstg. Ltd., Broadcast House, Postal Station "E".

**Studio:** Jasper Hwy., 1-mi. W of Edmonton.

**Telephone:** 484-3311.

**Ownership:** Sunwapta Broadcasting Co. Ltd., G. R. A. Rice, pres.

**Began Operation:** Oct. 17, 1954.

**Represented (sales) by:** Canadian Standard Broadcast Sales Inc. (N.Y.); Adam Young-VTM Inc. (Chicago); Harlan Oakes & Assoc. (Los Angeles & San Francisco); Radio-Television Representatives Ltd. (Canada).

**Personnel:**

G. R. A. Rice, *president & general manager*.  
Bruce D. Alloway, *manager*.  
Derek H. Field, *general sales manager*.  
B. W. Hogle, *news & public affairs manager*.  
G. T. Kidd, *program manager & film buyer*.  
Alex Semeniuk, *promotion director*.  
Bob Gibbons, *chief engineer*.

### DIGEST OF RATE CARD NO. 17 (March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	20 Sec.	8 Sec.
\$750.00	\$500.00	\$437.00	\$375.00	\$280.00	\$224.00	\$112.00

Class AAA—7-10 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	8120	Census Division 11	498,000
	8119	Edmonton M.A.	422,700
	8140	Census Division 13	43,700
	8111	Census Division 10 West	41,900
	8130	Census Division 12	51,800
8150	Census Division 14	20,700	
<b>Between 25-50 %</b>	8080	Census Division 8	86,400
	8101	Census Division 10 East	28,300
<b>Between 5-24 %</b>	8161	Census Division 15 East	60,900
	8060	Census Division 7	40,800
<b>CFRN-TV Total Persons:</b>			<b>872,500</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>632,200</b>
<b>Metro Areas</b>	8119	Edmonton M.A.	

For BBM Population Data, See Services Volume

# Alberta—Edmonton

## CBXT

(Ch. 5)

(Repeated by CBXT-1, Athabaska, CBXT-2, Whitecourt and CBXAT, Grande Prairie. CBXAT is repeated by CBXAT-1, Peace River and CBXAT-2, High Prairie. Also, CBXT-3, Hinton, CBXT-4, Jasper, CBXT-5, Lac La Biche, all Alta.)

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 318-kw visual, 159-kw aural. Antenna: 669-ft. above av. terrain, omnidirectional.

Latitude 53° 30' 53"  
Longitude 113° 17' 07"

**Transmitter:** Hwy. 17, 8-mi. from Edmonton.

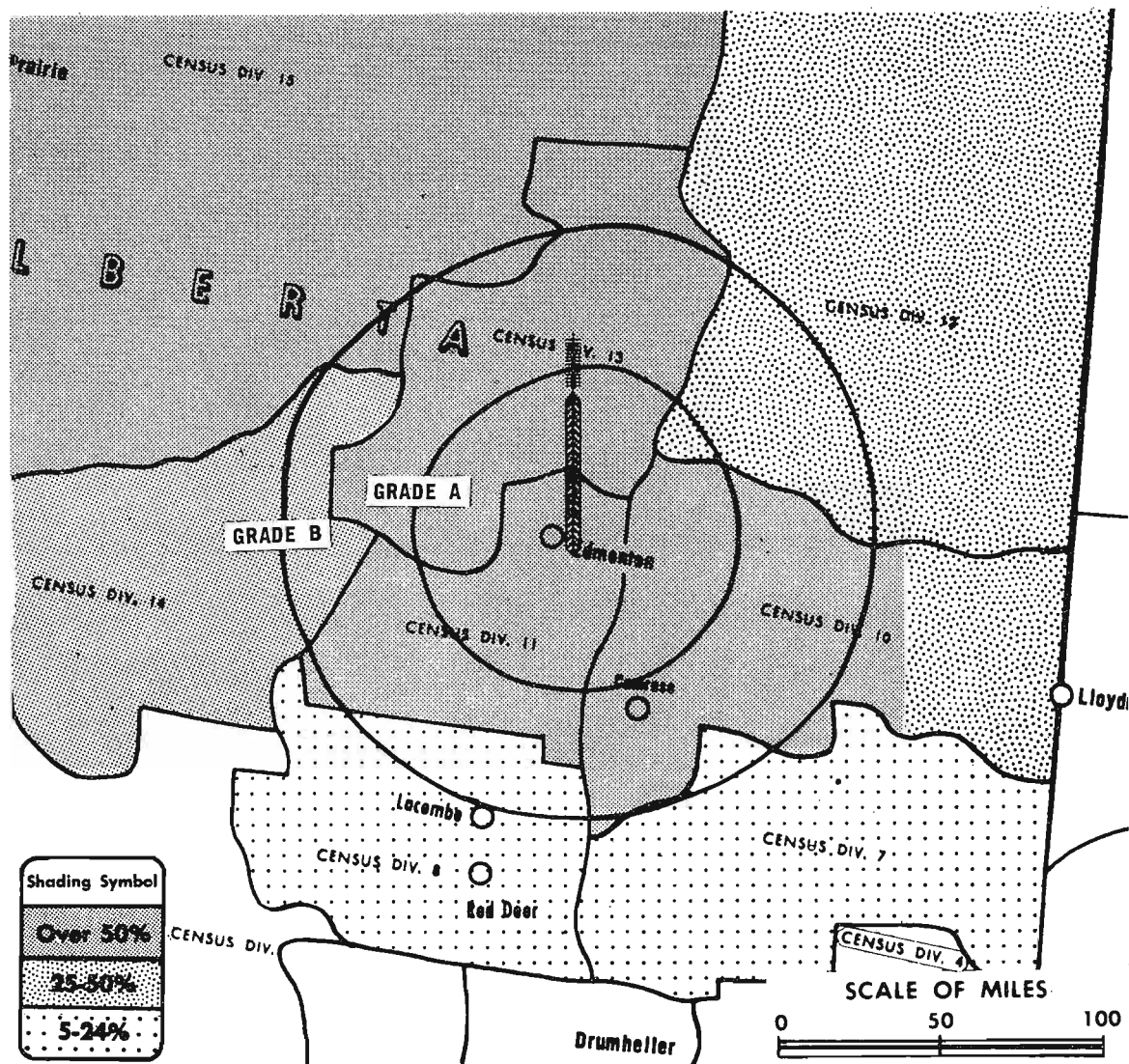
**Color:** Network, film & slide.

**Studio:** 8861 75th St., Box 555.

**Telephone:** 469-2321.

**TV tape:** Recording facilities.

**AM Affiliate:** CBX, 50-kw U (DA-2). 740 kc (CBC).



CBXT Authorized: 8/19/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CBXT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** October 1, 1961.

**Represented (sales) by:** Weed & Co. (U.S.); CBC National Selective Sales (Canada).

**Personnel:**

- R. Horley, *station manager.*
- Armand Baril, *program director.*
- P. Burgess, *technical director.*
- C. Barr, *area sales manager.*
- D. Adams, *news editor-in-chief.*
- Bob Nebloch, *information services representative.*

**DIGEST OF RATE CARD NO. 9—(March 1, 1968)**

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.  
\$770.00 \$462.00 \$308.00 \$231.00 \$193.00\* \$173.00\* \$154.00\* \$83.00\*

\*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	8120	Census Division 11	498,000
	8119	Edmonton M.A.	422,700
	8161	Census Division 15 East	60,900
	8171	Census Division 15 West	31,400
	8111	Census Division 10 West	41,900
	8140	Census Division 13	43,700
8150	Census Division 14	20,700	
<b>Between 25-50%</b>	8130	Census Division 12	51,800
	8101	Census Division 10 East	28,300
<b>Between 5-24%</b>	8080	Census Division 8	86,400
	8060	Census Division 7	40,800
<b>CBXT Total Persons:</b>			<b>903,900</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>641,500</b>
Metro Areas	8119	Edmonton M.A.	

**CBXT-5**  
**Lac La Biche**

(Ch. 10)

(Satellite rebroadcasting station of CBXT, Edmonton.)  
(Due to Begin Operation in June 1968)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 4-mi. SW of Lac La Biche.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 825-watts visual, 165-watts aural. Antenna: 281-ft. above av. terrain, 201-ft. above ground, 2141-ft. above sea level, lat. 54° 44' 25", long. 112° 03' 30".

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus to that station.

**CFLI-TV-1**  
**Lake Louise**

(Ch. 6)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV, Calgary, Alta.

Licensee: Lake Louise Community Association.

Transmitter: Protection Mountain, 10-mi. E of Lake Louise.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 1-watt visual, .5-watts aural. Antenna: 4800-ft. above av. terrain, 15-ft. above ground, 9800-ft. above sea level, lat. 51° 21' 05", long. 115° 59' 00".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta., and is included as a bonus of that station.

**CJLH-TV**  
**Lethbridge**

(Ch. 7)

(Operates satellite rebroadcasting stations CJLH-TV-3, Burmis, and CJLH-TV-4, Coleman, Alta.; in affiliation with CJWP-TV-1, Waterton Park, Alta. and CKVS-TV-1, Moyie, B.C.)

Network Service: CBC.

Licensee: Lethbridge Television Ltd., Lethbridge.

Studio & Transmitter: Northeast city limits. Mailing address: P.O. Box 1120, Lethbridge, Alta.

Telephone: 403-327-1521. Telex: 038-4930.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 96.1-kw visual, 19.2-kw aural. Antenna: 662-ft. above av. terrain, 600-ft. above ground, 3619-ft. above sea level, lat. 49° 42' 55", long. 112° 47' 56".

Color: Network.

News Wire Service: Broadcast News, Canadian Press.

AM Affiliate: CJOC, 10-kw (5-kw night), 1220 kc (CBC).

Ownership: Lethbridge Herald, 50%; Lethbridge Bcstg. Ltd. (CJOC), 50%. N. Botterill, pres. & managing director (also CJOC pres.). CJOC is owned by Selkirk Holdings Ltd., which also owns: 100% of Interior Bcstrs. Ltd. (CJIB, Vernon, B.C.), which owns 33 1/3% of Okanagan Television Ltd. (CHBC-TV, Kelowna, B.C.); 60% of Edmonton Bcstg. Co. Ltd. (CJCA, Edmonton, Alta.); 60% of Calgary Bcstg. Co., Ltd. (CFAC, Calgary, Alta.); 38% of Northern Bcstg. Corp. Ltd. (CFGP, Grande Prairie, Alta.); 13 1/3% of Calgary TV Ltd. (CHCT-TV, Calgary, Alta.); and 27.58% of Wentworth Radio Bcstg. Co. Ltd. (CKOC, Hamilton, Ont.), which owns 25% of Niagara TV Ltd. (CHCH-TV, Hamilton, Ont.).

Began Operation: Nov. 20, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

N. Botterill, *managing director*.  
W. McCambley, *chief engineer*.  
Dan Taylor, *production manager*.

**DIGEST OF RATE CARD NO. 5**

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00*	\$80.00*	\$40.00*

\*Class AA—6-10 p.m., Sat.-Thurs.; 6-11 p.m., Fri.

Combination Rates: CHAT-TV Medicine Hat & CJLH-TV Lethbridge.

CJLH-TV Total Persons: 284,400  
BBM Weekly Circulation (Nov. 1967): 141,600

CJLH-TV & CHAT-TV Total Persons: 343,600  
BBM Weekly Circulation (Nov. 1967): 187,300

**Alberta**

**CKSA-TV**  
**Lloydminster**

(Ch. 2)

(Operates satellite rebroadcasting stations CKSA-TV-1, Meadow Lake, Sask. and CKSA-TV-2 Bonnyville, Alta.)

Network Service: CBC.

Licensee: CKSA-TV Ltd., Radio-Television Bldg., 5026 50th St.

Studio: 5026 50th St.

Telephone: 403-875-3321.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 116-kw visual, 58-kw aural. Antenna: 730-ft. above av. terrain, 676-ft. above ground, 2150-ft. above sea level, lat. 53° 17' 00", long. 110° 00' 40".

Color: Network.

AM Affiliate: CKSA, 10-kw, 1080 kc.

Ownership: Principal stockholders are: Sask.-Alta. Bcstrs. Ltd. (CKSA); Arthur F. Shortell, pres.

Began Operation: Sept. 23, 1960.

Represented (sales) by ABC International; Radio-Television Representatives, Ltd., (Toronto, Montreal, Vancouver); A. J. Messner & Co. (Winnipeg).

Personnel:

Arthur F. Shortell, *general manager*.  
James G. Cane, *manager*.  
Tony Stam, *chief engineer*.

**DIGEST OF RATE CARD NO. 5**

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-11 p.m., Mon.-Fri.; Noon-6 p.m., Sat.; sign-on-off, Sun.						
\$240.00	\$135.00	\$105.00	\$100.00	\$80.00*	\$52.00*	\$32.00*

\*Class AAA—8-10 p.m., dally.

CKSA-TV Total Persons: 231,100  
BBM Weekly Circulation (Nov. 1967): 102,000

**CHAT-TV**  
**Medicine Hat**

(Ch. 6)

(Operates satellite rebroadcasting station CHAT-TV-1, Pivot, Alta.)

Network Service: CBC.

Licensee: Monarch Broadcasting Co. Ltd., 520 First St., Box 760.

Studio & Transmitter: Redcliff, Alberta.

Telephone: 403-548-3911.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5.7-kw visual, 3-kw aural. Antenna: 315-ft. above av. terrain, 270-ft. above ground, 2719-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CHAT, 10-kw, 1270 kc (CBC).

FM Affiliate: None.

Ownership: J. H. Yuill, pres. and 100% owner. Also owns satellite CHAT-TV-1, Pivot, Alta.

Began Operation: Sept. 14, 1957.

Represented (sales) by All-Canada Radio & Television Ltd. both Canada & United States.

Personnel:

Orville Kope, *general manager*.  
Ian Carson, *national sales manager*.  
Vic Schafer, *manager*.  
Sid Gaffney, *technical director*.

**DIGEST OF RATE CARD NO. 5**

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00*	\$80.00*	\$80.00*	\$40.00*

\*Class AA—6-10 p.m., Sat.-Thurs.

NOTE: Combination rate card for CHAT-TV, Medicine Hat & CJLH-TV, Lethbridge (Southern Alberta Television). For individual rates, fifty-percent of above S.A.T. rates for CHAT-TV; 75% of S.A.T. rates for CJLH-TV.

CHAT-TV Total Persons: 98,000  
BBM Weekly Circulation (Nov. 1967): 47,700

CJLH-TV & CHAT-TV Total Persons: 343,600  
BBM Weekly Circulation (Nov. 1967): 187,300

## Alberta

### CBXAT-1 Peace River

(Ch. 7)

(Repeater of CBXAT, Grand Prairie, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Peace River.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 0.72-kw visual, 0.36-kw aural. Antenna: 411-ft. above av. terrain, 254-ft. above ground, 2091-ft. above sea level, lat. 56° 09' 26", long. 117° 18' 46".

Began Operation: Oct. 26, 1962.

Rates: This is an automatic repeater of CBXAT, Grand Prairie, which picks up CBXT, Edmonton, and both are included as a bonus with CBXT.

### CHAT-TV-1 Pivot

(Ch. 4)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Bcstg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Near Pivot.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3.75-kw visual, 1.85-kw aural. Antenna: 644-ft. above av. terrain, 500-ft. above ground, 3200-ft. above sea level, lat. 50° 24' 14", long. 110° 03' 07".

Ownership: See CHAT-TV, Medicine Hat.

Began Operation: May 23, 1961.

Rates: This is an automatic repeater of CHAT-TV, Medicine Hat and is included as a bonus with that station.

### CKRD-TV Red Deer

(Ch. 6)

(Also operates satellite rebroadcasting stations CKRD-TV-1, Coronation, Alta. and CKRD-TV-2, Banff, Alta.)

Network Service: CBC.

Licensee: CHCA Television Ltd., P.O. Box 5555.

Studio: CKRD Bldg., 5409 Gaetz Ave.

Transmitter: 4½-mi. E of city limits.

Telephone: 347-6681.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 714-ft. above av. terrain, 321-ft. above ground, 3697-ft. above sea level, lat. 52° 16' 15", long. 113° 41' 30".

Color: Network.

News Wire Service: Canadian Press.

Facsimile Service: Canadian Press.

Ownership: Central Alberta Broadcasting Ltd., H. L. Flock, pres. Also operates CKRD-TV-1, Coronation, CKRD-TV-2, Banff, CKRD & FM, Red Deer, all Alta.

Began Operation: Dec. 1, 1957.

Represented (sales) by ABC International, U.S.A.; Radio-Television Representatives Ltd., Canada.

Personnel:

H. L. Flock, *president*  
Rod Stephen, *general manager*  
J. C. Reidy, *commercial manager*  
Mel Gordon, *production manager*  
Larry Luchian, *technical director*

#### DIGEST OF RATE CARD NO. 12 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.						
\$195.00	\$145.00	\$125.00	\$100.00	\$75.00*	\$60.00*	\$37.50*

\*Class AAA—8-10 p.m., daily.

CKRD-TV Total Persons: 176,500  
BBM Weekly Circulation (Nov. 1967): 120,100

### CJWP-TV-1 Waterton Park

(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: Same as CJLH-TV, Lethbridge.

Licensee: Waterton Park Lions Club.

Transmitter: Waterton Park Townsite.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 280-ft. above av. terrain, 100-ft. above ground, 4505-ft. above sea level, lat. 49° 03' 31", long. 113° 54' 38".

Began Operation: Jan. 15, 1962.

Rates: This is an automatic repeater and is included as a bonus with CJLH-TV, Lethbridge, Alta.

### CBXT-2 Whitecourt

(Ch. 9)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

Network Service: CBC, same as CBXT, Edmonton.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 7½-mi. S of Whitecourt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: Directional, 1348-ft. above av. terrain, 219-ft. above ground, 4059-ft. above sea level, lat. 54° 01' 48", long. 115° 43' 03".

Began Operation: June 20, 1966.

Rates: This is an automatic repeater of CBXT, Edmonton, Alta. and is included as a bonus with that station.

### CFRN-TV-3 Whitecourt

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E," Edmonton.

Transmitter: Whitecourt.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 9.8-kw visual, 4.9 kw aural. Antenna: Directional, 1300-ft. above av. terrain, 200-ft. above ground, 3940-ft. above sea level, lat. 54° 01' 58", long. 115° 43' 03".

Ownership: Same as CFRN-TV, Edmonton.

Began Operation: Nov. 8, 1965.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

## BRITISH COLUMBIA

### CFTK-TV-8 Aristazabal Island

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mt. Parizeau.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 400-watts visual, 5-watts aural. Antenna: 828-ft. above av. terrain, 35-ft. above ground, 990-ft. above sea level, lat. 52° 46' 05", long. 129° 13' 55".

Began Operation: May 22, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

For Canadian Total Persons  
See Services Volume



## **CFCR-TV-2**

### **Ashcroft**

(Ch. 10)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Elephant Mt.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 1500-ft. above av. terrain, 50-ft. above ground, 2700-ft. above sea level, lat. 50° 45' 30", long. 121° 17' 48".

Began Operation: Sept. 29, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## **CFCR-TV-13**

### **Avola**

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Avola Mt.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 4100-ft. above av. terrain, 30-ft. above ground, 6300-ft. above sea level, lat. 51° 47' 05", long. 119° 23' 00".

Began Operation: Aug. 1, 1966.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

## **CKBF-TV-1**

### **Balfour**

(Ch. 5)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Yuill Mountain T. V. Cooperative Society, c/o J. S. Walden, R.R. #1, Nelson, B.C.

Transmitter: Yuill Mt.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: .20-watts visual, .10-watts aural. Antenna: 30-ft. above ground, 6500-ft. above sea level, lat. 49° 39' 27", long. 117° 05' 15".

Began Operation: Nov. 9, 1962.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and does not have its own rate card.

## **CFCR-TV-16**

### **Boss Mountain**

(Ch. 7)

(Satellite rebroadcasting station of CFCR-TV-16, Mount Timothy, B. C., which repeats CFCR-TV, Kamloops, B. C.)

Network Service: CBC, same as CFCR-TV, Kamloops, B.C.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B. C.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5.2-watts visual, 2.5-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 40-ft. above ground, 5500-ft. above sea level, lat. 52° 05' 30", long. 120° 50' 55".

Began operation: April 11, 1967.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, B. C., via CFCR-TV-6, Mt. Timothy, and is included as a bonus with that station.

## **CFCR-TV-9**

### **Boston Bar**

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV-1, Lillooet, B.C.)

Network Service: Same as CFCR-TV, Kamloops, B.C.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: North Bend, B.C.

## **British Columbia**

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: 2000-ft. above av. terrain, 95-ft. above ground, 3100-ft. above sea level, lat. 49° 48' 40", long. 121° 26' 05".

Began Operation: Oct. 1, 1962.

Rates: This is an automatic repeater of CFCR-TV-1, Lillooet, which picks up CFCR-TV, Kamloops, and both are included as a bonus with CFCR-TV.

## **CBUT-4**

### **Bowen Island**

(Ch. 13)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts pedestal power, 2.5-kw aural. Antenna: Directional, 690-ft. above av. terrain, 200-ft. above ground, 1120-ft. above sea level, lat. 49° 23' 50", long. 123° 22' 25".

Began Operation: July 1967.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

## **CHAN-TV-2**

### **Bowen Island**

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Transmitter: Bowen Island.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 662-ft. above av. terrain, 100-ft. above ground, 1500-ft. above sea level, lat. 49° 23' 33", long. 123° 22' 35".

Began Operation: May 12, 1967.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## **CFCR-TV-15**

### **Bralorne**

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. via CFCR-TV-6, Mount Timothy, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Green Mt.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 45-watts visual, 22.5-watts aural. Antenna: Directional, 1230-ft. above av. terrain, 40-ft. above ground, 6700-ft. above sea level, lat. 50° 47' 30", long. 122° 54' 30".

Began Operation: Nov. 3, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops via CFCR-TV-6, Mount Timothy, B.C. and is included as a bonus with CFCR-TV.

## **CJDC-TV-2**

### **Bullhead Mountain**

(Ch. 8)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.

Transmitter: Bullhead Mt.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 497-ft. above av. terrain, 100-ft. above ground, 3080-ft. above sea level, lat. 56° 01' 48", long. 122° 06' 15".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

## **British Columbia**

### **CFTK-TV-3 Burns Lake**

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-10, Houston, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.

Transmitter: Boer Mt., Burns Lake.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 40-watts visual, 20-watts aural. Antenna: Directional, 4850-ft. above av. terrain, 60-ft. above ground, 4075-ft. above sea level, lat. 54° 15' 25", long. 125° 40' 35". Note: This station also provides service to Endako, Decker Lake and Vanderhoof, B.C.

Began Operation: Feb. 8, 1964.

Rates: This is an automatic repeater of CFTK-TV-2, Smithers, which picks up CFTK-TV, Terrace, and both are included as a bonus with CFTK-TV.

### **CFNV-TV-1 Camp Woss**

(Ch. 3)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C. which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimpkish Valley Television Society, c/o Canadian Forest Products Ltd., Englewood Logging Div., Beaver Cove, B.C.

Transmitter: Camp Woss.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 130-ft. above ground, 3000-ft. above sea level, lat. 50° 10' 00", long. 126° 34' 10".

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. and both are included as a bonus with CHEK-TV.

### **CBUBT-1 Canal Flats**

(Ch. 12)

(Satellite rebroadcasting station of CBUBT, Cranbrook.)

(Due to Begin Operation June 1968)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Canal Flats.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 7.5-kw visual, 1.5-kw aural. Antenna: 807-ft. above av. terrain, 130-ft. above ground, 3324-ft. above sea level, lat. 50° 11' 41", long. 115° 49' 25".

Rates: This is an automatic repeater of station CBUBT, Cranbrook, and is included as a bonus to that station.

### **CHBC-TV-8 Canoe**

(Ch. 3)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which, in turn, picks up CHBC-TV, Kelowna, B.C. via CHBC-TV-5, Enderby, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Canoe.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 30-ft. above ground, 2100-ft. above sea level, lat. 50° 43' 45", long. 119° 12' 35".

Began Operation: March 11, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-5, Enderby and CHBC-TV-4, Salmon Arm, both B.C., and is included as a bonus with CHBC-TV.

### **CBUAT-2 Castlegar**

(Ch. 3)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail, B.C.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2½-mi. SE of Castlegar.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 25-ft. above ground, 2030-ft. above sea level, lat. 49° 18' 48", long. 117° 37' 28".

Began Operation: Jan. 31, 1964.

Rates: This is an automatic repeater of CBUAT, Trail, and is included as a bonus with that station.

### **CHKC-TV-3 Cawston**

(Ch. 3)

(Satellite rebroadcasting station of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1650-ft. above sea level, lat. 49° 07' 50", long. 119° 43' 50".

Ownership: See CHKC-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

### **CHBC-TV-6 Celista**

(Ch. 6)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna, B.C.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Celista.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 2900-ft. above sea level, lat. 50° 57' 12", long. 119° 24' 10".

Began Operation: Feb. 25, 1965

Rates: This is an automatic repeater of CHBC-TV-4, Salmon Arm, and is included as a bonus with that station's parent CHBC-TV, Kelowna, B.C.

### **CFCR-TV-8 Chase**

(Ch. 11)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Adams Hill, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 1800-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 00", long. 119° 38' 35".

Began Operation: Feb. 1, 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

### **CJWR-TV-1 Cherryville**

(Ch. 10)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV.

Licensee: Cherryville Community Club.

Transmitter: Near Cherryville, B.C.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 8.9-watts visual, 4.5-watts aural. Antenna: Directional, 350-ft. above av. terrain, 60-ft. above ground, 2900-ft. above sea level, lat. 50° 15' 05", long. 118° 35' 10".

Ownership: Cherryville Community Club.

Began Operation: July 15, 1965.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, B.C. and is included as a bonus with that station.

## CBUT-2 Chilliwack

(Ch. 3)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Lookout Ridge.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 590-watts visual, 295-watts aural. Antenna: Directional, 702-ft. above av. terrain, 85-ft. above ground, 2345-ft. above sea level, lat. 49° 06' 36", long. 121° 50' 47".

Began Operation: May 12, 1966.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

## CHAN-TV-1 Chilliwack

(Ch. 11)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Bcstg. System Ltd., Box 4700, Vancouver 3.

Transmitter: Vedder Mt.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 49° 04' 10", long. 122° 01' 36".

Ownership: Same as CHAN-TV, Vancouver, B.C.

Began Operation: Nov. 18, 1964.

Represented (sales) by All Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## CFCR-TV-10 Clearwater

(Ch. 2)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Clearwater.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 3470-ft. above av. terrain, 40-ft. above ground, 6220-ft. above sea level, lat. 51° 40' 55", long. 120° 12' 05".

Began Operation: Feb. 12, 1963.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CFCR-TV-4 Clinton

(Ch. 9)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Lime Mt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 204-watts visual, 102-watts aural. Antenna: 1800-ft. above av. terrain, 30-ft. above ground, 6400-ft. above sea level, lat. 51° 05' 10"; long. 121° 40' 30".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CBUT-1 Courtenay

(Ch. 9)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Jap Mt., approx. 2-mi. S of Cumberland, near Courtenay.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 0.625-kw visual, 0.332-kw aural. Antenna: 483-ft. above

## British Columbia

av. terrain, 237-ft. above ground, 1437-ft. above sea level, lat. 49° 35' 44", long. 125° 00' 36".

Began Operation: June 28, 1962.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station in its CBC English network rate.

## CBUBT Cranbrook

(Ch. 10)

(CBC network relay station. Also operates satellite rebroadcasting station CBUBT-1, Canal Flats.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2 $\frac{3}{4}$ -mi. NW of Cranbrook.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 1.1-kw visual, .505-kw aural. Antenna: 832-ft. above av. terrain, 90-ft. above ground, 4104-ft. above sea level, lat. 49° 32' 45", long. 115° 47' 52".

Began Operation: August 6, 1962.

Rates: This is an automatic repeater and is included as bonus to the CBC network rate.

CBUBT Total Persons: 67,200

BBM Weekly Circulation (Nov. 1967): 31,300

## CBUAT-3 Crawford Bay

(Ch. 5)

(Satellite rebroadcasting station of CBUAT-1, Nelson, B.C., which repeats CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 468-watts visual, 93-watts aural. Antenna: Directional, minus 440-ft. above av. terrain, 182-ft. above ground, 3403-ft. above sea level, lat. 49° 38' 54", long. 116° 50' 53".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail, via CBUAT-1, Nelson and is included as a bonus with CBUAT.

## CHMS-TV-1 Crescent Valley

(Ch. 5)

(Satellite of KXLY-TV, Spokane, Washington. CHMS-TV-1 operates satellite rebroadcasting stations CHMS-TV-2, Passmore, B.C. and CHMS-TV-3, Perrys, B.C.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Cooperative, c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Slocum Ridge, B.C.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 10-ft. above av. terrain, 60-ft. above ground, 5000-ft. above sea level, lat. 49° 29' 18", long. 117° 32' 32".

Began Operation: Feb. 27, 1959.

Personnel:

R. J. Thompson, *general manager*.  
Carl Price, *chief engineer*.

Rates: Not available, but probably has no individual rate and may be considered as a bonus to KXLY-TV, Spokane.

## CBUAT-4 Creston

(Ch. 3)

(Satellite rebroadcasting station of CBUAT-3, Crawford Bay, B.C. which repeats CBUAT-1, Nelson, which in turn repeats CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, 2011-ft. above av. terrain, 150-ft. above ground, 5850-ft. above sea level, lat. 49° 09' 56", long. 116° 40' 39".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail, via CBUAT-3, Crawford Bay & CBUAT-1, Nelson, and is included with CBUAT as a bonus to the CBC network rate.

# British Columbia

## CJDC-TV Dawson Creek

(Ch. 5)

(Operates satellite rebroadcasting stations CJDC-TV-1, Hudson Hope, B.C. & CJDC-TV-2, Bullhead Mt., B.C.)

Network Service: CBC.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St.

Studio: 901 102nd Ave. Telephone: Sterling 2-3341.

Transmitter: Bear Mountain.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 1800-ft. above terrain, 1525-ft. above ground, 3750-ft. above sea level, lat. 55° 45' 26", long. 120° 13' 32".

Color: Network. News Wire Service: Broadcast News.

AM Affiliate: CJDC, 1-kw, 1350 kc.

Ownership: H. L. Michaud, pres.

Began Operation: Jan. 15, 1959.

Represented (sales) by Radio-Television Representatives Ltd., (Canada); ABC International (U.S.).

### Personnel:

H. L. Michaud, *general manager & film buyer.*

W. R. (Bill) Duncan, *sales manager.*

Ralph Messner, *engineer.*

M. Van Berkel, *traffic manager.*

### DIGEST OF RATE CARD NO. 6

(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AAA—8-10 p.m., daily

.....\* \$105.00 .....\* .....\* .....\* \$35.00 \$28.75 \$28.75 \$27.50

\*On request.

CJDC-TV Total Persons: 77,400

BBM Weekly Circulation (Nov. 1967): 47,600

## CFEN-TV-1

### Enderby

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Enderby & District TV Syndicate.

Transmitter: Enderby.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 20-watts visual, 2.5-watts aural. Antenna: 400-ft. above av. terrain, 50-ft. above ground, 1900-ft. above sea level, lat. 50° 33' 45", long. 119° 6' 10".

Began Operation: Dec. 13, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CFWS-TV-1

### Falkland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Falkland-Westwold T. V. Society, Falkland. G. Selody, chmn.; R. Clemitson, H. Culling, T. Elliott, vice chmn.; E. Gotobed, secy.-treas.

Transmitter: Falkland.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 50-ft. above ground, 2750-ft. above sea level, lat. 50° 30' 32", long. 119° 32' 20".

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CKPG-TV-2

### Fort St. James & Vanderhoof

(Ch. 6)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television, 1220 Sixth Ave., Prince George.

Transmitter: Fraser Mt., Telephone Bldg., Fort Fraser, B.C.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 124-watts visual, 63-watts aural. Antenna: 1700-ft. above av. terrain, 87-ft. above ground, 3758-ft. above sea level, lat. 53° 28' 43", long. 122° 38' 00".

Began Operation: Dec. 8, 1964.

Rates: This is an automatic repeater of CKPG-TV, Prince George, and is included as a bonus with that station.

## CBUAT-5 Grand Forks

(Ch. 5)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1185-ft. above av. terrain, 110-ft. above ground, 2155-ft. above sea level, lat. 49° 00' 39", long. 118° 23' 25".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail and is included with that station as a bonus to the CBC network rate.

## CKPG-TV-1

### Hixon

(Ch. 10)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television Ltd., 1220 Sixth Ave., Prince George, B.C.

Transmitter: Hixon.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional.

Began Operation: June 1, 1965.

Represented (sales) by Weed & Co. (U.S.); All-Canada Radio & TV.

Rates: This is an automatic repeater of CKPG-TV, Prince George, and is included as a bonus with that station.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

## CBUT-6

### Hope

(Ch. 9)

(Satellite rebroadcasting station of CBUT-2, Chilliwack)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thacker Mt.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1566-ft. above av. terrain, 90-ft. above ground, 775-ft. above sea level, lat. 49° 23' 16.6", long. 121° 25' 06.35".

Began Operation: December 1967.

Rates: This is an automatic repeater of station of CBUT, Vancouver, and is included as a bonus with that station.

## CFTK-TV-10

### Houston

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: 2-mi. N of Houston.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 38-watts visual, 19-watts aural. Antenna: 1554-ft. above av. terrain, 60-ft. above ground, 4090-ft. above sea level, lat. 54° 26' 25", long. 126° 39' 50".

Began Operation: June 15, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

## CJDC-TV-1

### Hudson Hope

(Ch. 11)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.



Transmitter: Hudson Hope, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 328-ft. above av. terrain, 100-ft. above ground, 2850-ft. above sea level, lat. 56° 01' 42", long. 121° 56' 33".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

## CFWL-TV-1 Invermere

(Ch. 6)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: Invermere District T.V. Association, c/o Invermere Hardware.

Transmitter: 7-mi. W of Invermere.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 8200-ft. above sea level.

Began Operation: May 24, 1963.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta. and is included as a bonus with that station.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

## CFTK-TV-7 Juskatla

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C., which repeats CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P. O. Box 1540, Terrace, B.C.

Transmitter: Juskatla Mt.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 2.5-watts visual, 1.25-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 1500-ft. above sea level, lat. 53° 34' 55", long. 132° 22' 15".

Began Operation: Aug. 30, 1965.

Rates: This is an automatic repeater of CFTK-TV-1, Prince Rupert, B.C., which in turn repeats CFTK-TV, Terrace, B.C. and both are included as a bonus with CFTK-TV.

## CFCR-TV Kamloops

(Ch. 4)

(Operates satellite rebroadcasting stations CFR-TV-1, Lillooet, B.C.; CFR-TV-2, Ashcroft, B.C.; CFR-TV-3, Merritt, B.C.; CFR-TV-4, Clinton, B.C.; CFR-TV-5, Williams Lake, B.C.; CFR-TV-6, Mount Timothy, B.C., which is repeated by CFR-TV-14, Valemount, B.C.; CFR-TV-7, Savona, B.C.; CFR-TV-8, Chase, B.C.; CFR-TV-9, Boston Bar, B.C., repeats Lillooet; CFR-TV-10, Clearwater, B.C.; CFR-TV-11, Quesnel, B.C.; CFR-TV-12, Merritt, B.C.; CFR-TV-13, Avola, B.C.; also CFR-TV-15, Bralorne and separately owned CJNA-TV-1, Spences Bridge, B.C.)

Network Service: CBC.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Studio & Transmitter: 460 Pemberton Terrace.

Telephone: 372-3322.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 4-kw visual, 2-kw aural. Antenna: 501-ft. above av. terrain, 100-ft. above ground, 2900-ft. above sea level, lat. 50° 40' 34", long. 120° 19' 51".

Color: Network, film & tape.

News Wire Service: Broadcast News.

Ownership: Ian G. Clark, pres. & gen. mgr., is principal in Twin Cities Radio Ltd., which owns radio CFJC & CFFM-FM.

Began Operation: April 8, 1957.

Represented (sales) All-Canada Radio & Television Ltd.

Personnel:

Ian G. Clark, *general manager*.  
Jean C. Ross, *assistant general manager*.  
Terry Coventry, *station manager*.  
Walter Harwood, *commercial manager*.

Combination rate: See CHBC-TV, Kelowna, B.C.

CFCR-TV & CHBC-TV Total Persons: 285,200  
BBM Weekly Circulation (Nov. 1967): 214,100

# British Columbia

## CHBC-TV Kelowna

(Ch. 2)

(Operates satellite rebroadcasting stations CHBC-TV-1, Penticon; CHBC-TV-2, Vernon; CHBC-TV-3, Oliver-Osoyoos; CHBC-TV-4, Salmon Arm; CHBC-TV-5, Enderby; CHBC-TV-6, Celista; CHBC-TV-8, Canoe, B.C.; CFEN-TV-1, Enderby; CHID-TV-1, Lumby; CKMY-TV-1, Midway; CHGP-TV-1, Princeton; CJNP-TV-1, Nakusp; CHBC-TV-7, Skaha Lake, all B.C.; and is affiliated with these separately owned rebroadcasting stations: CFWS-TV-1, Falkland; CHKC-TV, Keremeos; CHPT-TV-1, Peachland; CFWS-TV-2, Westwold, CFFI-TV-1, Malakwa; CJWR-TV-1, Cherryville; CHPP-TV-1, Mabel Lake; CFQZ-TV-2, Mica Creek, all B.C.)

Network Service: CBC.

Licensee: Okanagan Valley Television Co. Ltd.

Studio: 342 Leon Ave.

Transmitter: Blue Grouse Mt.

Telephone: 762-4535.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 3.7-kw visual, 0.46-kw aural. Antenna: 3000-ft. above av. terrain, 98-ft. above ground, 4300-ft. above sea level, lat. 49° 58' 00", long. 119° 31' 40".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKOV, 1-kw, 630 kc (CBC).

Ownership: Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; Roy G. Chapman, 33.33%; radio CJIB, Vernon (Selkirk Holdings, Ltd.), 33.33%.

Began Operation: Sept. 21, 1957.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Roy G. Chapman, *president & general manager*.  
R. (Dick) Sharp, *asst. manager & sales manager*.  
Russ Richardson, *program director & film buyer*.  
Tom Wyatt, *chief engineer*.

### DIGEST OF RATE CARD NO. 3 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-11 p.m., daily.						
\$325.00	\$212.00	\$185.00	\$160.00	\$115.00	\$86.00	\$40.00

Combination Rates (B.C. Interior Television): CHBC-TV, Kelowna & CFR-TV, Kamloops, B.C.

CHBC-TV & CFR-TV Total Persons: 285,200  
BBM Weekly Circulation (Nov. 1967): 214,100

## CFTK-TV-5 Kemano

(Ch. 2)

(Satellite of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mountain 5-mi. from Kemano at end of Gardner Canal.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 10-watts visual, 5-watts aural. Antenna: 2000-ft. above av. terrain, 60-ft. above ground, 2600-ft. above sea level, lat. 53° 34' 09", long. 127° 55' 00".

Began Operation: Aug. 1, 1964.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

## CHKC-TV-1 Keremeos

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Transmitter: Keremeos.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: .015-kw visual, .0075-kw aural. Antenna: Directional, approx. 3000-ft. above av. terrain in favored direction, 50-ft. above ground, 4650-ft. above sea level, lat. 49° 11' 14", long. 119° 41' 35".

(Continued on next page)

## **British Columbia**

**Ownership:** H. Blakeborough, pres., heads group forming Society, each holding equal number of shares.

**Began Operation:** Feb. 15, 1960.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Rates:** This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### **CFTK-TV-4**

#### **Kildala**

(Ch. 5)

(Satellite of CFTK-TV, Terrace, B.C.)

**Network Service:** CBC, same as CFTK-TV, Terrace.

**Licensee:** Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

**Transmitter:** TV Mt. near Kildala.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 4.7-watts visual, 2.4-watts aural. Antenna: 4000-ft. above av. terrain, 25-ft. above ground, 6000-ft. above sea level, lat. 53° 48' 55", long. 128° 15' 20".

**Began Operation:** Aug. 1, 1964.

**Represented (sales)** by ABC International (U.S.); Radio-Television Representatives Ltd.

**Rates:** This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

### **CFKB-TV-2**

#### **Kokish**

(Ch. 9)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C., which repeats CHEK-TV, Victoria, B.C. via CFKB-TV-1, Newcastle Ridge, B.C.)

**Network Service:** Same as CHEK-TV, Victoria.

**Licensee:** Alert Bay & District T.V. Society, Port McNeill, B.C.

**Transmitter:** Kokish.

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 475-ft. above av. terrain, 50-ft. above ground, 500-ft. above sea level, lat. 50° 31' 15", long. 126° 51' 15".

**Began Operation:** Jan. 25, 1963.

**Rates:** This is an automatic repeater of CHEK-TV, Victoria, via CFKB-TV-4, Sointula, B.C. and CFKB-TV-1, Newcastle Ridge, B.C., and is included as a bonus with CHEK-TV.

### **CFCR-TV-1**

#### **Lillooet**

(Ch. 11)

(Satellite rebroadcasting station of CFRC-TV, Kamloops, B.C.)  
(Also serves Lytton, B.C.)

**Network Service:** Same as CFRC-TV, Kamloops.

**Licensee:** Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

**Transmitter:** Botanie Mt.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural.

**Began Operation:** Oct. 4, 1961.

**Rates:** This is an automatic repeater of CFRC-TV, Kamloops and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

### **CHID-TV-1**

#### **Lumby**

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

**Network Services:** CBC, Same as CHBC-TV, Kelowna.

**Licensee:** Lumby & District T.V. Syndicate, Lumby.

**Transmitter:** Lumby.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 25-watts visual, 12-watts aural. Antenna: Directional, 1960-ft. above av. terrain, 50-ft. above ground, 3500-ft. above sea level, lat. 50° 12' 35", long. 118° 57' 25".

**Ownership:** N. R. P. Duke, pres. All stock owned by local residents.

**Began Operation:** Nov. 12, 1960.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Rates:** This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### **CHPP-TV-1**

#### **Mabel Lake**

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

**Network Service:** CBC, same as CHBC-TV, Kelowna.

**Licensee:** Kingfisher Community Club, R.R. #2, Enderby, B.C.

**Transmitter:** Mabel Lake.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 1850-ft. above sea level, lat. 50° 37' 15", long. 118° 44' 55".

**Began Operation:** March 11, 1966.

**Rates:** This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### **CFFI-TV-1**

#### **Malakwa**

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

**Network Service:** CBC, Same as CHBC-TV, Kelowna.

**Licensee:** Malakwa Farmers' Institute, Malakwa.

**Transmitter:** 1-mi. N of Cambie, B.C.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 40-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 35", long. 118° 51' 25".

**Ownership:** Malakwa Farmers' Institute; Emil H. Erikson, pres.

**Began Operation:** Dec. 30, 1963.

**Rates:** This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### **CFCR-TV-3**

#### **Merritt**

(Ch. 10)

(Satellite rebroadcasting station of CFRC-TV, Kamloops, B.C.)

**Network Service:** Same as CFRC-TV, Kamloops.

**Licensee:** Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

**Transmitter:** Iron Mt.

**Technical Facilities:** Channel No. 10 (192-196 mc). Authorized power: 504-watts visual, 254-watts aural. Antenna: 3000-ft. above av. terrain, 40-ft. above ground, 5556-ft. above sea level, lat. 50° 02' 45", long. 120° 45' 40".

**Began Operation:** Oct. 4, 1961.

**Rates:** This is an automatic repeater of CFRC-TV, Kamloops, and is included as a bonus with that station.

### **CFCR-TV-12**

#### **Merritt**

(Ch. 5)

(Satellite rebroadcasting station of CFRC-TV, Kamloops, B.C. CFRC-TV-12 is repeated by CJNA-TV-1, Spences Bridge, B.C.)

**Network Service:** CBC, same as CFRC-TV, Kamloops.

**Licensee:** Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

**Transmitter:** Promontory Mt.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 60-watts visual, 30-watts aural. Antenna: Directional, 2200-ft. above av. terrain, 50-ft. above ground, 5800-ft. above sea level, lat. 50° 11' 40", long. 120° 58' 15".

**Began Operation:** Nov. 23, 1965.

**Rates:** This is an automatic repeater of CFRC-TV, Kamloops and is included as a bonus with that station.

### **CFZQ-TV-2**

#### **Mica Creek Village**

(Ch. 5)

(Satellite rebroadcasting station of CFZQ-TV-1, Revelstoke, B. C., which repeats CHBC-TV, Kelowna, B. C.)

**Network Service:** CBC, same as CHBC-TV, Kelowna.

**Licensee:** Mica Creek Community Club.

**Transmitter:** Near Mica Creek, B.C.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 5500-ft. above sea level, lat. 50° 02' 53", long. 118° 33' 08".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

**CKMY-TV-1**  
**Midway**

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Midway Community Club, Midway.

Transmitter: Midway.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: .14-watts visual, .25-watts aural. Antenna: 1800-ft. above av. terrain, 15-ft. above ground, 4700-ft. above sea level, lat. 49° 03' 05", long. 118° 39' 20".

Began Operation: May 30, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

**CHQC-TV-1**  
**Mt. Poole**

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C. Which repeats CFTK-TV, Terrace, B.C.)

Network Service: CBC.

Licensee: Sandspit & District Television Society.

Transmitter: Mt. Poole.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5.2-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 80-ft. above ground, 1050-ft. above sea level, lat. 53° 13' 00", long. 131° 55' 00".

Ownership: Sandspit & District Television Society.

Began Operation: April 26, 1967.

Rates: Included as a bonus with CFTK-TV, Terrace, B.C.

**CFCR-TV-6**  
**Mt. Timothy**

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. via CFCR-TV-4, Clinton, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Timothy Mt.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 980-watts visual, 490-watts aural. Antenna: 1871-ft. above av. terrain, 75-ft. above ground, 5454-ft. above sea level, lat. 51° 54' 30", long. 121° 16' 00".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

**CKVS-TV-1**  
**Moyie & Creston**

(Ch. 5)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV.

Licensee: Kootenay Valley T.V. Society, Creston, B.C.

Transmitter: Moyie Mt.

Technical Facilities: Channel No 5 (57-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3200-ft. above av. terrain, 25-ft. above ground, 6859-ft. above sea level, lat. 49° 15' 40", long. 115° 45' 55".

Ownership: Creston Valley T.V. Society.

Began Operation: July 24, 1964.

Rates: This is an automatic repeater of CJLH-TV, Lethbridge, and is included as a bonus with that station.

**CJNP-TV-1**  
**Nakusp**

(Ch. 2)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C.

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Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 3.3-milliwatts visual, 1.5-milliwatts aural. Antenna: 16-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: April 5, 1962.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, and is included as a bonus with that station.

**CJNP-TV-2**  
**Nakusp**

(Ch. 4)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C. Wallace Ward, pres.; Mrs. H. Ward, secy.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3.3-milliwatts visual, 1.65-milliwatts aural. Antenna: 5800-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: August, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and has no rate card of its own.

**CFTK-TV-6**  
**Nass Camp**

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Vetter Peak.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 1.26-watts visual, 0.63-watts aural. Antenna: Directional, 2540-ft. above av. terrain, 30-ft. above ground, 4550-ft. above sea level, lat. 55° 06' 35", long. 129° 05' 40".

Began Operation: June 25, 1965.

Rates: This is an automatic repeater of CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

**CBUAT-1**  
**Nelson**

(Ch. 9)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 940-watts visual, 388-watts aural. Antenna: 1377-ft. above av. terrain, 71-ft. above ground, 3111-ft. above sea level, lat. 49° 30' 0", long. 117° 27' 08".

Began Operation: Nov. 26, 1960.

Rates: This is an automatic repeater of CBUAT, Trail and is included as a bonus to the CBC network rate.

**CFKB-TV-1**  
**Newcastle Ridge**

(Ch. 7)

(Satellite rebroadcasting station of CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Newcastle Ridge.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 300-ft. above av. terrain, 50-ft. above ground, 4100-ft. above sea level, lat. 50° 24' 15", long. 126° 03' 00".

Began Operation: Jan. 6, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

For Canadian CATV Systems  
See Services Volume

## British Columbia

### CFNV-TV-2

#### Nimkish

(Ch. 6)

(Satellite rebroadcasting station of CFNV-TV-1, Camp Woss-Beaver Cove, which is a satellite of CFKB-TV-1, Newcastle Ridge, which repeats CHEK-TV, Victoria, all B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimkish Valley TV Society.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 100-ft. above ground, 620-ft. above sea level, lat. 50° 17' 10", long. 126° 56' 00".

Ownership: See CFNV-TV-1, Camp Woss, B.C.

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFNV-TV-1, Camp Woss-Beaver Cove, B.C., which repeats CFKB-TV-1, Newcastle Ridge, B.C., a satellite of CHEK-TV, Victoria and all 3 are included as a bonus with CHEK-TV.

### CHKC-TV-2

#### Olalla

(Ch. 11)

(Satellite rebroadcasting station of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 11 (196-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1800-ft. above sea level, lat. 49° 13' 40", long. 119° 49' 05".

Ownership: See CHKC-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

### CFTK-TV-9

#### Ocean Falls

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Martin Ridge, Ocean Falls.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 76-watts visual, 38-watts aural. Antenna: 200-ft. above av. terrain, 40-ft. above ground, 1240-ft. above sea level, lat. 52° 21' 20", long. 127° 44' 30".

Began Operation: May 22, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

### CHBC-TV-3

#### Oliver-Osoyoos

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C., via CHBC-TV-1, Penticton)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: .220-kw visual; .110-kw aural. Antenna: 1346-ft. above av. terrain, 57-ft. above ground, 2487-ft. above sea level, lat. 49° 06' 00", long. 119° 34' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: March 17, 1960.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CFWL-TV-2

#### Parson, B. C.

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV, Calgary, Alta.

Licensee: Invermere District Television Co. Ltd.

Transmitter: Jubilee Mtn. near Parson, B.C.

Technical Facilities: Channel No. 8 (180-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1000-ft. above av. terrain, 50-ft. above ground, 4000-ft. above sea level.

Began Operation: March 21, 1967.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta., and is included as a bonus of that station.

### CHMS-TV-2

#### Passmore

(Ch. 2)

(Repeats CHMS-TV-1, Crescent Valley, B.C., which is a satellite of KXLY-TV, Spokane, Wash.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Passmore.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 60-ft. above ground, 2000-ft. above sea level, lat. 49° 40' 25", long. 117° 29' 30".

Began Operation: July 1, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, via CHMS-TV-1, Crescent Valley, B.C., and is included as a bonus with that station.

### CHPT-TV-1

#### Peachland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Corporation of the District of Peachland.

Transmitter: Peachland.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 09", long. 119° 44' 52".

Began Operation: Dec. 13, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CHBC-TV-1

#### Penticton

(Ch. 13)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 620-watts visual, 310-watts aural. Antenna: Directional, 2732-ft. above av. terrain, 108-ft. above ground, 4408-ft. above sea level, lat. 49° 39' 34", long. 119° 34' 18".

Ownership: See CHBC-TV, Kelowna.

Began Operation: Oct. 12, 1957.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, and is included as a bonus with that station.

### CHMS-TV-3

#### Perrys

(Ch. 5)

(Satellite rebroadcasting station of CHMS-TV-2, Passmore, B.C., which rebroadcasts CHMS-TV-1, Crescent Valley, B.C., which picks up KXLY-TV, Spokane, Wash.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Perry Sliding, Mount Sentinel, B.C.

Ownership: Mount Sentinel Television Coop.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional.

Began Operation: Nov. 10, 1963.

Rates: This is an automatic repeater of CHMS-TV-2, Passmore, B.C. and is included as a bonus with other KXLY-TV repeaters.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE



**CBUT-3**  
**Port Alberni**

(Ch. 4)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Alberni, B.C.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 5-watts average pedestal power. Antenna: Directional, minus 745-ft. above av. terrain, 120-ft. above ground, 410-ft. above sea level, lat. 49° 14' 28", long. 124° 47' 12".

Began Operation: Dec. 10, 1966.

Rates: This is an automatic repeater of CBUT, Vancouver, and is included as a bonus with that station.

**CKPA-TV-1**  
**Port Alice**

(Ch. 2)

(Satellite rebroadcasting station of CFXB-TV-4, Sointula, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: CBC, same as CHEK-TV, Victoria, B.C.

Licensee: Fred Battison, Port Alice.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: .14-watts visual, .07-watts aural. Antenna: Directional, 30-ft. above ground, 3400-ft. above sea level, lat. 50° 24' 10", long. 127° 32' 05".

Began Operation: Dec. 21, 1965.

Rates: This is an automatic repeater of CHEK-TV, Victoria, via CFKB-TV-4, Sointula, and is included as a bonus with CHEK-TV.

**CFKB-TV-3**  
**Port Hardy**

(Ch. 3)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Port Hardy.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural, 70-ft. above av. terrain, 50-ft. above ground, 750-ft. above sea level, lat. 50° 41' 00", long. 127° 31' 10".

Began Operation: June 5, 1963.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. Both are included as a bonus with CHEK-TV.

**CKPG-TV**  
**Prince George**

(Ch. 2)

(Operates rebroadcasting satellites CKPG-TV-1, Hixon, B.C. and CKPG-TV-2, Fort Fraser, B.C. CKPG-TV-1 is repeated by separately-owned CKCQ-TV, Quesnel, B.C.)

Network Service: CBC.

Licensee: CKPG Television Ltd.

Studio: 1220 Sixth Ave., Prince George.

Transmitter: Tabor Mountain. Telephone: Logan 4-8861.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 778-watts visual, 389-watts aural. Antenna: 2000 ft. above av. terrain, 230-ft. above ground, 4090-ft. above sea level, lat. 53° 54' 47", long. 122° 27' 02".

Color: Network. AM Affiliate: CKPG, 10-kw, 550 kc.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Radio Station CKPG Ltd., 100%.

Began Operation: Aug. 20, 1961.

Represented (sales) by All Canada Radio & Television Ltd.

Personnel:

Robert T. Harkins, *president & general manager.*  
Carole A. Pow, *national sales manager.*  
Bob McGavin, *television director.*

**DIGEST OF RATE CARD NO. 4—(Oct. 15, 1966)**

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$75.00	\$60.00	\$50.00	\$40.00	\$30.00	\$16.00	\$10.00

CKPG-TV Total Persons: 117,000  
BBM Weekly Circulation (Nov. 1967): 79,200

**British Columbia**

**CFTK-TV-1**  
**Prince Rupert**

(Ch. 6)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd.

Transmitter: Mt. Hayes.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 480-watts visual, 240-watts aural. Antenna: 1870-ft. above av. terrain, 90-ft. above ground, 2410-ft. above sea level, lat. 54° 17' 05", long. 130° 18' 50".

Began Operation: Nov. 27, 1962.

Personnel:

Ray Last, *Prince Rupert manager.*

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

**CHGP-TV-1**  
**Princeton**

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Princeton Television Ltd., Princeton, B.C.

Transmitter: Near Princeton.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 40-watts visual, 20-watts aural. Antenna: 50-ft. above ground, 4200-ft. above sea level, lat. 49° 28' 18", long. 120° 33' 57".

Began Operation: On Ch. 72 Nov. 1, 1958, switched to Ch. 5 on Nov. 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

**CFCR-TV-11**  
**Quesnel**

(Ch. 7)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 2250-ft. above av. terrain, 50-ft. above ground, 4220-ft. above sea level, lat. 52° 53' 00", long. 122° 20' 05".

Began Operation: Oct. 30, 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

**CKCQ-TV-1**  
**Quesnel**

(Ch. 13)

(Satellite rebroadcasting station of CKPG-TV-1, Hixon, B.C., which repeats CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: Dennis Reid, Quesnel, B.C.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 2000-ft. above av. terrain, 80-ft. above ground, 4204-ft. above sea level, lat. 52° 52' 55", long. 122° 20' 5".

Ownership: British Columbia Telephone Co.

Began Operation: June 1, 1965.

Rates: This is an automatic repeater of CKPG-TV-1, Hixon, B.C., which in turn repeats parent CKPG-TV, Prince George, B.C. and both are included as a bonus with CKPG-TV, Renelstoke.

For Canadian Provincial Summaries

See Services Volume

## **British Columbia**

### **CFZQ-TV-1 Revelstoke**

(Ch. 9)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Licensee: Mica Creek Community Club.

Transmitter Location: 40-mi. NW of Revelstoke.

Technical Facilities: Channel No. 9 (186-192 mc.). Authorized power: 2.7-watts visual, 1.3-watts aural. Antenna: 15-ft. above ground, 8200-ft. above sea level, lat. 51° 30' 20", long. 118° 41' 42".

Began Operation: December 15, 1966.

Rates: Automatic repeater of CHBC-TV, Kelowna, and is included as a bonus of that station.

### **CFCR-TV-7 Savona**

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Savona.

Technical Facilities: Channel No. 8 (180-186 mc.). Authorized power: 50-watts visual, 25-watts aural. Antenna: 120-ft. above av. terrain, 50-ft. above ground, 1350-ft. above sea level, lat. 50° 45' 45", long. 120° 52' 00".

Began Operation: Oct. 1, 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

### **CHBC-TV-4 Salmon Arm**

(Ch. 9)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C. via Ch. 72, Enderby, B.C. In turn, CHBC-TV-4 is repeated by CHBC-TV-6, Celista, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Technical Facilities: Channel No. 9 (186-192 mc.). Authorized power: 238-watts visual, 119-watts aural. Antenna: 155-ft. above av. terrain, 120-ft. above ground, 1800-ft. above sea level, lat. 50° 45' 20", long. 119° 19' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: June, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### **CHBC-TV-7 Skaha Lake**

(Ch. 10)

(Satellite rebroadcasting station of CHBC-TV-1, Penticton, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Studio: None.

Transmitter: Skaha Lake.

Technical Facilities: Channel No. 10 (192-198 mc.). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 20-ft. above ground, 1800-ft. above sea level, lat. 49° 28' 10", long. 119° 37' 10". Additional data unavailable.

Began Operation: July 19, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-1, Penticton, B.C. and is included as a bonus with CHBC-TV.

### **CFTK-TV-2 Smithers**

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.

Transmitter: Tyee Mt., Smithers.

Technical Facilities: Channel No. 5 (76-82 mc.). Authorized power: 20-watts visual, 10-watts aural. Antenna: Directional, 3680-ft. above av. terrain, 60-ft. above ground, 3400-ft. above sea level, lat. 54° 44' 25", long. 126° 59' 50". Note: This station also gives service to Telkwa, Hazelton and Houston, B.C.

Began Operation: September 27, 1963.

Personnel: David Forsyth, *Bulkley Valley representative.*

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

### **CFKB-TV-4 Sointula**

(Ch. 5)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.; CFKB-TV-4 is repeated by CKPA-TV-1, Port Alice, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Sointula.

Technical Facilities: Channel No. 5 (76-82 mc.). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 240-ft. above sea level, lat. 50° 38' 05", long. 127° 03' 00".

Began Operation: Jan. 25, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

### **CJNA-TV-1 Spences Bridge**

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV-12, Merritt, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Spences Bridge Community Club, Box 95.

Transmitter: Spences Bridge.

Technical Facilities: Channel No. 3 (60-66 mc.). Authorized power: 1-watt visual, 0.5-watt aural. Antenna: Directional, 200-ft. above av. terrain, 30-ft. above ground, 1000-ft. above sea level, lat. 50° 25' 45", long. 121° 19' 10".

Began Operation: Oct. 4, 1966.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, via CFCR-TV-12, Merritt, both B.C. and is included as a bonus with CFCR-TV.

### **CBUT-5 Squamish**

(Ch. 11)

(Satellite rebroadcasting station of CBUT-4, Bowen Island, B.C., which repeats CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 mc.). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1522-ft. above av. terrain, 80-ft. above ground, 1090-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUT, Vancouver, via CBUT-4, Bowen Island and is included as a bonus with CBUT.

### **CHAN-TV-3 Squamish**

(Ch. 7)

(Satellite rebroadcasting station of CHAN-TV-2, Bowen Island, B.C., which repeats CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Transmitter: Squamish.

Technical Facilities: Channel No. 7 (174-180 mc.). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 706-ft. above av. terrain, 100-ft. above ground, 1080-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Began Operation: May 12, 1967.

Rates: This is an automatic repeater of CHAN-TV, Vancouver, B.C. via CHAN-TV-2, Bowen Island, B.C. and is included as a bonus with CHAN-TV.

## CFTK-TV Terrace

(Ch. 3)

(Also serves Kitimat, B.C.)

(Operates satellite rebroadcasting stations CFTK-TV-1, Prince Rupert; CFTK-TV-2, Smithers; CFTK-TV-3, Burns Lake; CFTK-TV-4, Kildala; CFTK-TV-5, Kemano; CFTK-TV-6, Nass Camp; and CFTK-TV-7, Juskatla, which repeats CFTK-TV-1, Prince Rupert; CFTK-TV-8, Aristazabel Island; CFTK-TV-9, Ocean Falls; CFTK-TV-10, Houston, all B.C.)

Network Service: CBC.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540.

Studio: 3231 Emerson St. Telephone: 843-6316. Telex: 047-85529.

Transmitter: Terrace.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 4.1-kw visual, 2.1-kw aural. Antenna: 1783-ft. above av. terrain, 33-ft. above ground, 3320-ft. above sea level, lat. 54° 31' 05", long. 125° 28' 15".

Began Operation: Nov. 1, 1962.

Represented (sales) by Radio-Television Representatives Ltd. (Canada); ABC International Television Inc. (U.S.)

Personnel:

J. Fred Weber, *managing director*.  
R. A. Parfitt, *station manager*.  
A. E. Bates, *national sales manager*.  
Jim Burbank, *program director*.  
Jim Reed, *production manager*.  
John Nance, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
\$100.00	\$82.00	\$70.00	\$50.00	\$45.00*	\$40.50*	\$36.00*	\$22.50*

\*Class AAA—8-10 p.m., daily.

CFTK-TV Total Persons: 158,600

BBM Weekly Circulation (Nov. 1967): 61,600

## CBUT-7

### Ucluelet

(Ch. 7)

(Satellite rebroadcasting station of CBUT Vancouver.)

(Due to Begin Operation April 1968)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Ucluelet

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 2332-ft. above av. terrain, 100-ft. above ground, 2605-ft. above sea level, lat. 48° 59' 44", long. 125° 29' 54".

Rates: This is an automatic repeater of CBUT, Vancouver, and is included as a bonus to that station.

## CBUAT

### Trail

(Ch. 11)

(Repeater station of CBC English network; also repeated by CBUAT-1, Nelson and CBUAT-2, Castlegar, B.C.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Mailing address: c/o CBC regional engineer, 701 Hornby St., Vancouver, B.C.

Transmitter: Monte Cristo Mountain near Rossland, B.C.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 3.34-kw visual, 1.67-kw aural. Antenna: Directional, 762-ft. above av. terrain, 206-ft. above ground, 4456-ft. above sea level, lat. 49° 05' 27", long. 117° 47' 6".

Began Operation: Nov. 3, 1960.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBUAT Total Persons: 51,600

BBM Weekly Circulation (Nov. 1967): 31,300

## CFCR-TV-14

### Valemont

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Canoe Mountain, B.C.

1967 Edition

## British Columbia-Manitoba

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 6100-ft. above av. terrain, 60-ft. above ground, 8705-ft. above sea level, lat. 52° 42' 20", long. 119° 09' 55".

Began Operation: Dec. 6, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, via CFCR-TV-6, Mount Timothy, B.C. and is included as a bonus with CFCR-TV.

## CHBC-TV-2

### Vernon

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 620-watts visual, 310-watts aural. Antenna: directional, 865-ft. above av. terrain, 112-ft. above ground, 2845-ft. above sea level, lat. 50° 16' 58", long. 119° 19' 09".

AM Affiliate: CJIB, 1-kw, 940 kc (CBC).

Ownership: See CHBC-TV, Kelowna.

Began Operation: Oct. 12, 1957.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CFWS-TV-2

### Westwold

(Ch. 12)

(Satellite rebroadcasting station of CFFW-TV-1, Falkland, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna, B.C.

Licensee: Falkland-Westwold T.V. Society, Falkland, B.C.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 50° 27' 30", long. 119° 42' 24".

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CFFW-TV-1, Falkland, B.C., which picks up CHBC-TV, Kelowna, B.C. Both repeaters are included as a bonus with CHBC-TV.

## CFCR-TV-5

### Williams Lake

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Williams Lake.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: 700-ft. above av. terrain, 50-ft. above ground, 2500-ft. above sea level, lat. 52° 06' 55", long. 122° 11' 10".

Began Operation: Oct. 1 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, picking up signal via CFCR-TV-6, Mount Timothy, and is included as a bonus with CFCR-TV.



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# British Columbia—Vancouver

## CBUT

(Ch. 2)

(Also operates satellite rebroadcasting stations CBUT-1, Courtenay; CBUT-2, Chilliwack; CBUT-3, Port Alberni; CBUT-4, Bowen Island; CBUT-5, Squamish; CBUT-6, Hope; CBUT-7, Ucluelet, B.C.)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 89.4-kw maximum and 47.6-kw average visual, 47.8-kw maximum and 25.4-kw average aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2800-ft. above sea level.

Latitude 49° 21' 18"  
Longitude 122° 57' 18"

**Transmitter:** Mt. Seymour.

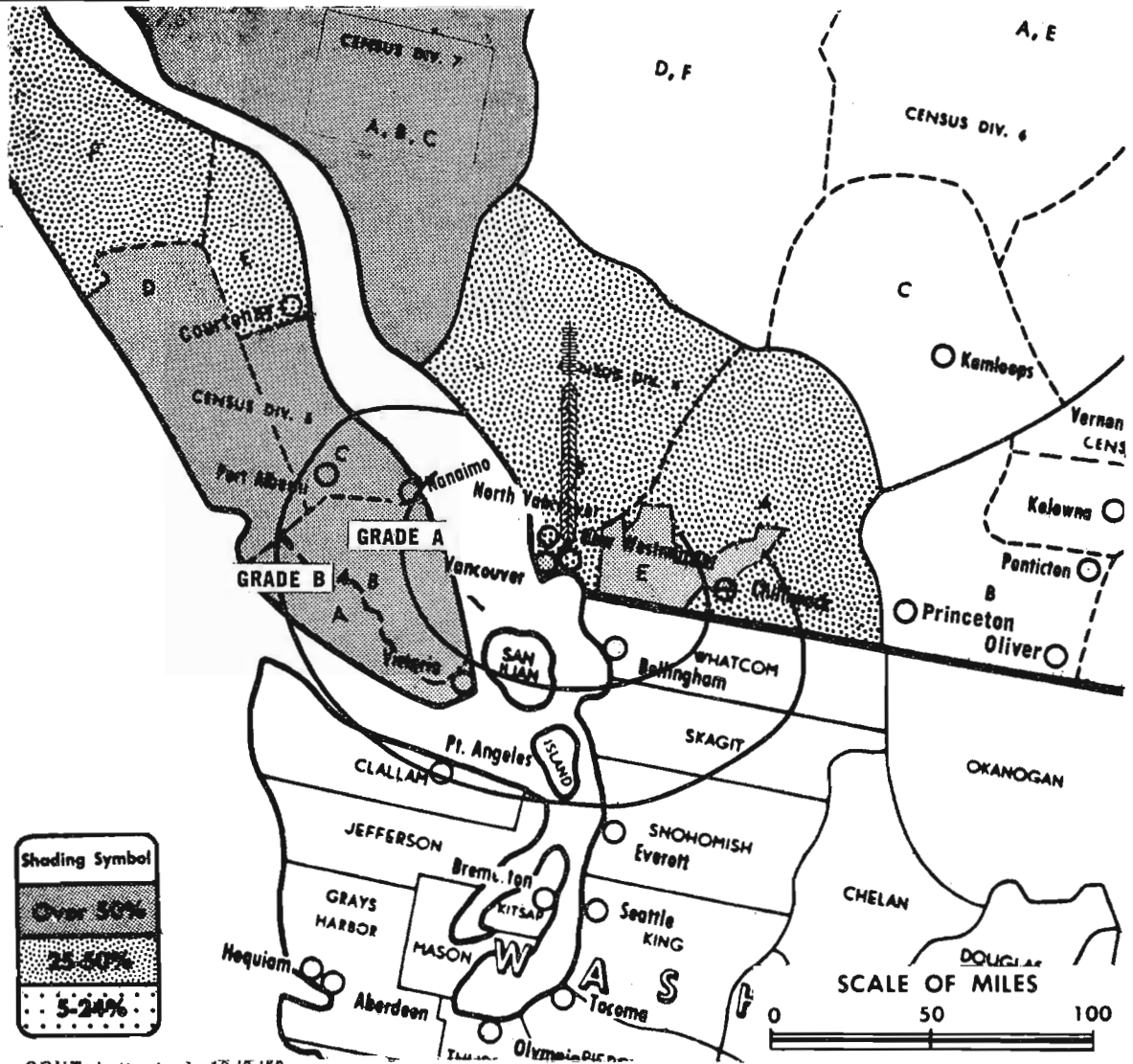
**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**AM Affiliate:** CBU, 10-kw, 690 kc (CBC).

**FM Affiliate:** CBU-FM, 100-kw, 105.7 mc (No. 289), 2400-ft. antenna height.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CBUT Authorized: 12/8/53

## CBUT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Telephone:** Mutual 4-0246.

**Studio:** 1200-1220 W. Georgia St.

**Began Operation:** Dec. 16, 1953.

**Represented (sales) by** Weed and Co. (for U.S.) and CBC National Selective Sales (for Canada).

**Personnel:**

Hugh Palmer, *director of television.*  
Ross L. Whiteside, *technical director.*  
K. H. Buhr, *regional sales manager.*  
L. Jackson, *news supervisor.*  
William Inglis, *program director.*  
Stanley Fox, *film director.*  
D. J. S. Williams, *design director.*

**DIGEST OF RATE CARD NO. 20**  
(March 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\$1,020.00 \$612.00 \$408.00 \$306.00 \$255.00\* \$128.00\* \$194.00\* \$146.00\*

\*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

**Note:** No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	9109	Vancouver M.A.	938,000
	9145	Census Divisions 5A and 5B	221,000
	9139	Victoria M.A.	182,100
	9131	Census Division 4E	108,000
	9161	Census Division 5C	50,600
	9171	Census Division 5D	31,100
	9260	Census Division 7	23,800
<b>Between 25-50 %</b>	9185	Census Divisions 5E and 5F	50,600
	9095	Census Divisions 4A and 4B	26,600
<b>Between 5-24 %</b>	None Between 5-24%		
<b>CBUT Total Persons:</b>			1,449,700
<b>BBM Weekly Circulation (Nov. 1967):</b>			1,079,600
Metro Areas	9109	Vancouver M.A.	
	9139	Victoria M.A.	

For the CBC Network Listing  
see Services Volume



# British Columbia—Vancouver

## CHAN-TV

(Ch. 8)

(Operates satellite rebroadcasting stations CHAN-TV-1, Chilliwack and CHAN-TV-2, Bowen Island, B.C., which is repeated by CHAN-TV-3, Squamish, B.C.)

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 164-kw maximum visual, 81-kw aural. Antenna: Directional, 998-ft. above av. terrain, 300-ft. above ground, 1250-ft. above sea level.

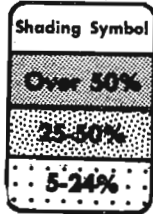
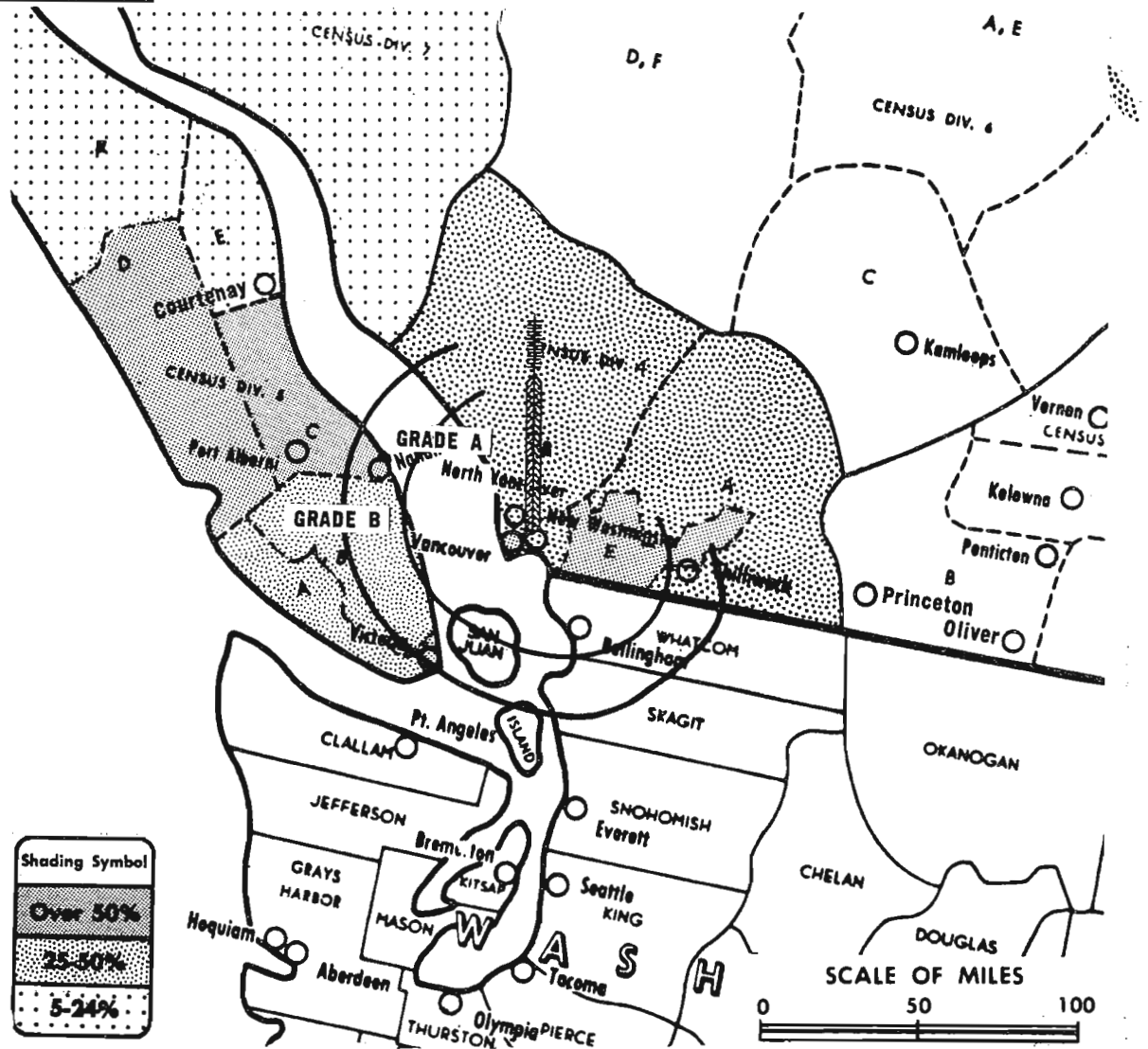
Latitude 49° 16' 31"  
Longitude 122° 54' 49"

**Transmitter:** Burnaby Mt.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHAN-TV Authorized: 2/17/60

## CHAN-TV

**Network Service:** CTV.

**Licensee:** British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3.

**Studio:** 7580 Enterprise St., Burnaby, B.C.

**Telephone:** 299-7272.

**Telex:** 004-5215.

**Ownership:** British Columbia Television Bcstg. System Ltd.; J. R. Peters, president. Also owns CHEK-TV, Victoria, B.C.

**Began Operation:** Oct. 31, 1960.

**Represented (sales) by** All Canada Radio & Television Ltd.

### Personnel:

W. C. Elliott, *vice president, production.*  
L. D. Colthorp, *vice president, programming.*  
E. G. Rose, *vice president, engineering.*  
A. H. Collins, *secretary-treasurer.*  
D. C. Norman, *national sales manager.*  
G. L. Carter, *vice president, sales.*

### DIGEST OF RATE CARD NO. 7—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., daily.						
\$1470.00	.....*	.....*	.....*	\$245.00	\$170.00	\$75.00
Combination rate with CHEK-TV, Victoria:						
\$1650.00	.....*	.....*	.....*	\$275.00	\$195.00	\$85.00
*On request.						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	9109	Vancouver M.A.	938,000
	9131	Census Division 4E	108,000
	9139	Victoria M.A.	182,100
	9171	Census Division 5D	31,100
	9181	Census Division 5C	50,600
<b>Between 25-50 %</b>	9095	Census Divisions 4A and 4B	26,600
	9145	Census Divisions 5A and 5B	221,000
<b>Between 5-24 %</b>	9260	Census Division 7	23,800
	9185	Census Divisions 5E and 5F	50,600

**CHAN-TV Total Persons:** 1,449,700  
**BBM Weekly Circulation (Nov. 1967):** 1,001,800

**Metro Areas** 9109 Vancouver M.A.  
9139 Victoria M.A.

For CTV Network, see Services Volume

# British Columbia—Vancouver (Bellingham, Wash.)

## KVOS-TV

(Ch. 12)

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 214-kw visual, 49-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

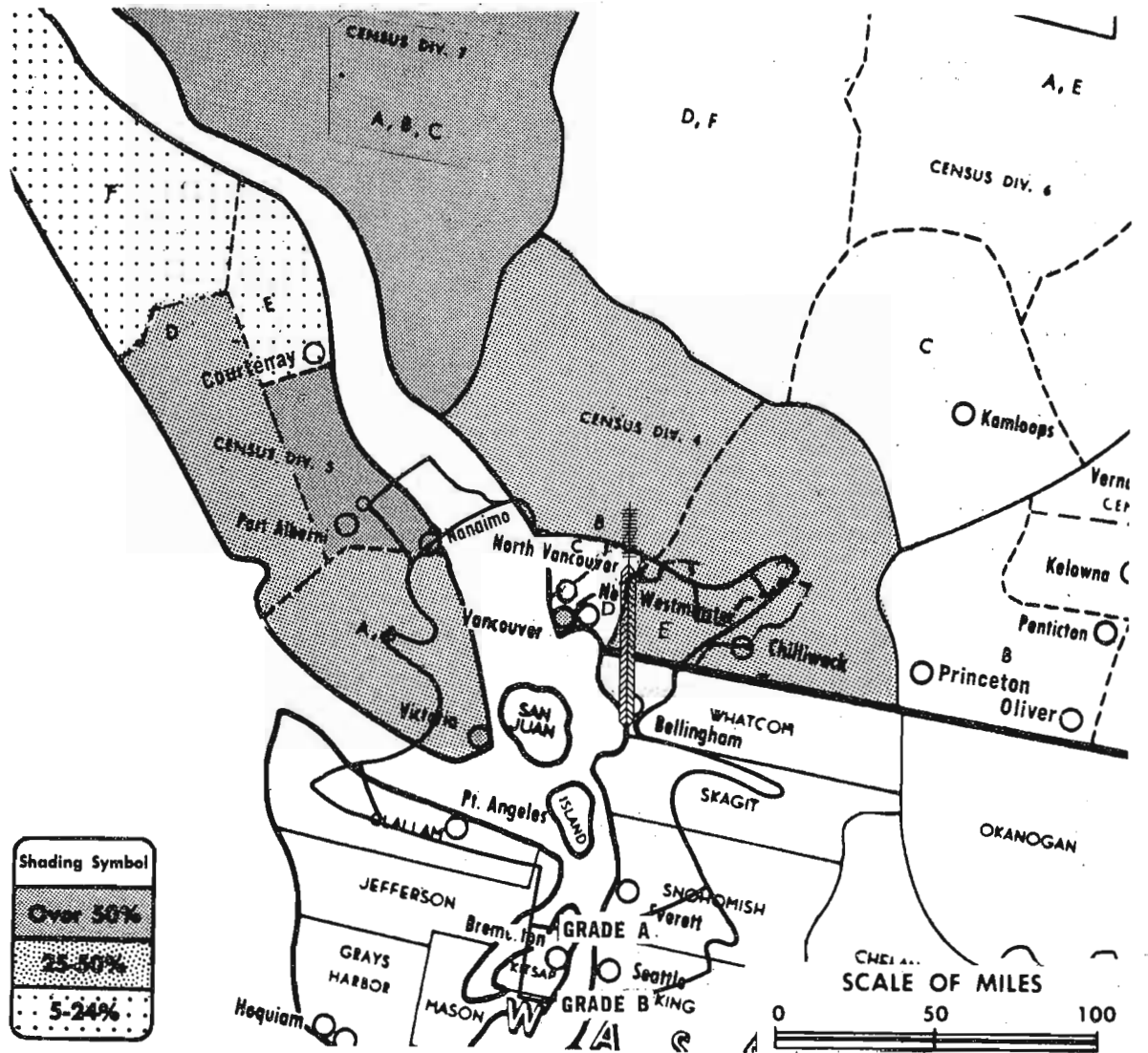
Latitude 48° 40' 40"  
Longitude 122° 49' 48"

**Transmitter:** Mt. Constitution, Orcas Island, Wash.

**Represented (engineering)** by Kear & Kennedy.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP, Canadian Press.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

KVOS-TV Ref: FCC File No. BMPCT-3999 Granted 7/24/56

## KVOS-TV

**Network Service:** CBS.

**Grantee (STA):** KVOS Television Corporation.

**Studio:** 1345 Burrard St., Vancouver 1, B.C.; 1151 Ellis St. Bellingham, Wash.

**Telephone:** 681-1212, Vancouver; 734-4101, Bellingham.

**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 Stovin-Byles Ltd. (Canada); E. S. Sumner, Inc. (N.Y.); Peters, Griffin, Woodward Inc. (balance of U.S.).

**Represented (legal)** by Marcus Cohn.

**Personnel:**

David Mintz, *president*.  
Doug Davis, *vice president*.  
Don McAughtrie, *eastern sales manager*.  
Herman Burkart, *western sales manager*.  
Andy Anderson, *assistant to the president*.

### DIGEST OF RATE CARD NO. 13 (Sept. 1, 1966)

30 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$750.00	\$310.00	\$275.00*	\$220.00*	\$220.00*	\$110.00*

\*Class AA—6:30-11:01 p.m. Mon.-Fri.; 6-11:01 p.m. Sat. & Sun.

**NETWORK BASE HOURLY RATE:** \$125.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	9109	Vancouver M.A.	938,000
	9145	Census Divisions 5A and 5B	221,000
	9131	Census Division 4E	108,000
	9139	Victoria M.A.	182,100
	9161	Census Division 5C	50,600
	9171	Census Division 5D	31,100
	9095	Census Divisions 4A and 4B	26,600
	9260	Census Division 7	23,800
<b>Between 25-50%</b>	None Between 25-50%		
<b>Between 5-24%</b>	9185	Census Divisions 5E and 5F	50,600
<b>KVOS-TV Total Persons:</b>			<b>1,449,700</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>1,064,400</b>
Metro Areas	9109	Vancouver M.A.	
	9139	Victoria M.A.	

For U.S. and Canadian Sales Reps  
see Services Volume

# British Columbia—Victoria

## CHEK-TV

(Ch. 6)

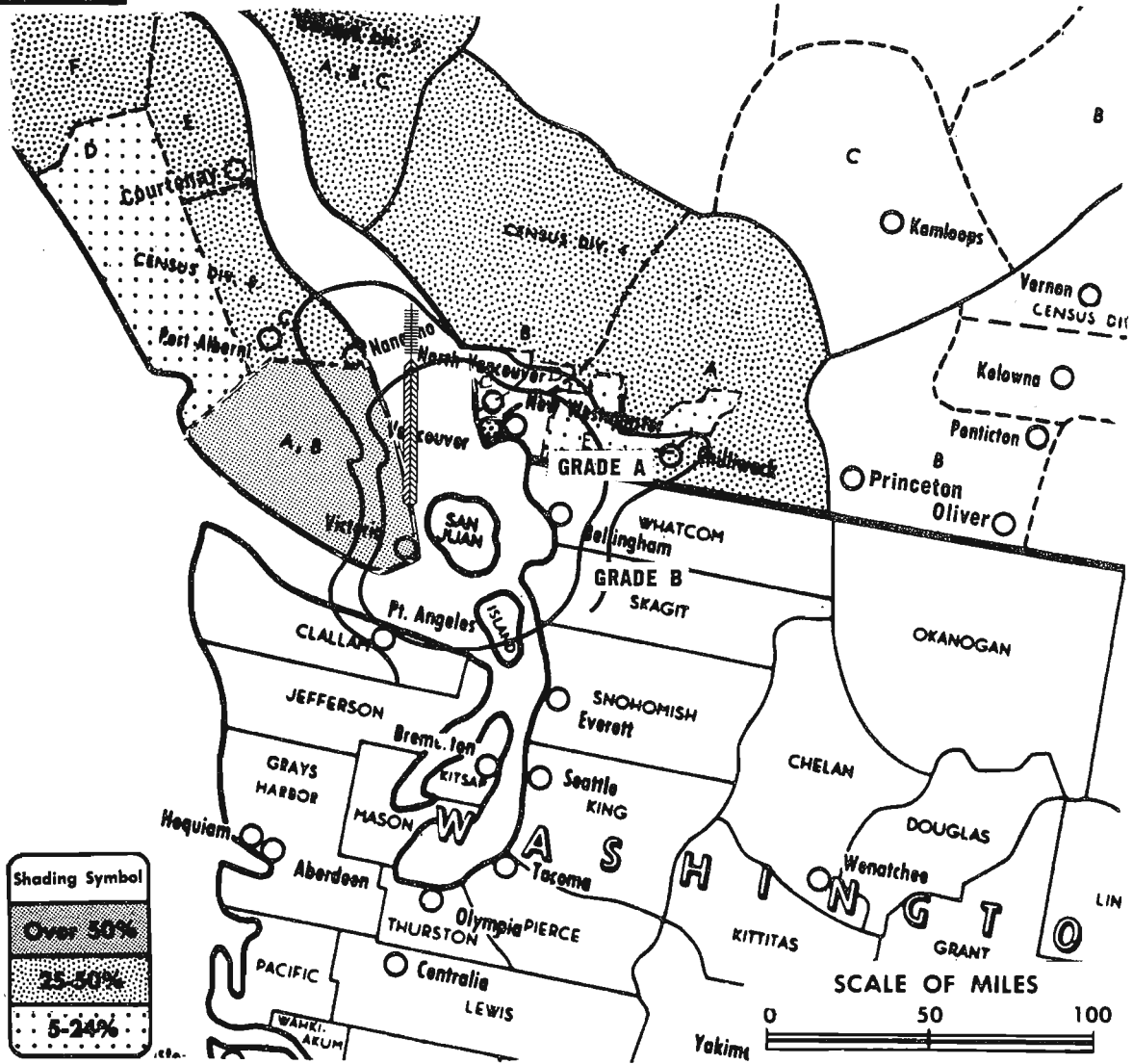
(Programs are repeated by separately-owned satellite rebroadcasting stations CFKB-TV-1, Newcastle Ridge; CFKB-TV-2, Kokish; CFKB-TV-3, Port Hardy; CHAN-TV-3, Squamish; CFKB-TV-4, Sointula, which is repeated by CKPA-TV-1, Port Alice, B.C.; CFNV-TV-1, Camp Woss; CFNV-TV-2, Nimpkish, all B.C.)

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1555-ft. above av. terrain, 300-ft. above ground, 1600-ft. above sea level.

Latitude 48° 46' 28"  
Longitude 123° 10' 10"

**Transmitter:** Saturna Island, B.C.  
**Studio:** 7580 Enterprise St., Burnaby, B.C.

**TV tape:** Recording facilities.  
**Color:** Network, film, slide & tape.  
**News Wire Service:** UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CHEK-TV

**Network Service:** CBC.

**Licensee:** CHEK-TV, Ltd., P.O. Box 927, 3693 Epsom Drive. Telephone: 477-1821.

**Ownership:** British Columbia Television Broadcasting System Ltd. J. R. Peters, pres. Also owns CHAN-TV, Vancouver, B.C.

**Began Operation:** Dec. 1, 1956.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Personnel:**

J. R. Peters, *president*.  
Frank Bond, *operations manager* (Victoria)  
Lloyd Colthorp, *vice president, programming*.  
William Elliott, *vice president, production*.  
Ernie Rose, *vice president, engineering*.  
G. L. Carter, *vice president, sales*.  
A. H. Collins, *secretary-treasurer*.  
D. C. Norman, *national sales manager*.

### DIGEST OF RATE CARD NO. 9—(March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-11 p.m., daily.	\$900.00	\$450.00	\$300.00	\$270.00	\$225.00	\$90.00
						\$27.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	9145	Census Divisions 5A and 5B	221,000
	9139	Victoria M.A.	182,100
<b>Between 25-50 %</b>	9109	Vancouver M.A.	938,000
	9185	Census Divisions 5E and 5F	50,600
	9095	Census Divisions 4A and 4B	26,600
	9161	Census Division 5C	50,600
<b>Between 5-24 %</b>	9260	Census Division 7	23,800
	9131	Census Division 4E	108,000
9171	Census Division 5D	31,100	
<b>CHEK-TV Total Persons:</b>			<b>1,449,700</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>476,100</b>
<b>Metro Areas</b>	9139	Victoria M.A.	
	9109	Vancouver M.A.	

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## MANITOBA

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### CKX-TV-1 Birtle-Foxwarren

(Ch. 11)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)

Network Service: CBC, same as CKX-TV, Brandon.

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave., Brandon.

Transmitter: Junction Hwys. 4 & 83 Foxwarren.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 6.64-kw visual, 3.48-kw aural. Antenna: 270-ft. above av. terrain, 281-ft. above ground, 2031-ft. above sea level, lat. 50° 31' 14", long. 101° 04' 23".

Began Operation: June 25, 1963.

Rates: This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.

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### CKX-TV Brandon

(Ch. 5)

(Also operates satellite rebroadcasting stations CKX-TV-1, Birtle-Foxwarren, Man. and CKX-TV-2, Melita, Man.)

Network Service: CBC.

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.

Studio: 2940 Victoria Ave. Telephone: 728-1150.

Transmitter: 34th St. & Richmond Ave., Brandon.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 49.1-kw aural. Antenna: 511-ft. above av. terrain, 606-ft. above ground, 1828-ft. above sea level, lat. 49° 49' 42", long. 99° 59' 09".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKX, 10-kw, (1-kw night), 1150 kc (CBC).

Began Operation: Jan. 28, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

John B. Craig, *president & general manager.*

Archie Olson, *sales manager.*

Stuart Craig, *vice president & operations manager.*

J. T. Stacey, *engineer.*

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#### DIGEST OF RATE CARD NO. 11—(March 1, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\$240.00 \$190.00 \$170.00 \$100.00 \$85.00\* \$60.00\* \$60.00\* \$25.00\*

\*Class AA—7-10 p.m., daily.

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CKX-TV Total Persons: 202,800

BBM Weekly Circulation (Nov. 1967): 132,900

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For Canadian CATV Systems  
See Services Volume

## CKSS-TV Dauphin

(Ch. 8)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton, Sask.

Regional Sales Office: Dauphin & Swan River.

Transmitter: Baldy Mt.

Telephone: 638-3810.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 120-kw visual, 12-kw aural. Antenna: Directional, 1032-ft. above av. terrain, 530-ft. above ground, 3257-ft. above sea level, lat. 51° 28' 17", long. 100° 43' 16".

Ownership: See CKOS-TV, Yorkton, Sask.

Color: Network.

Began Operation: June 19, 1960.

Represented (sales) by ABC International Television Inc. (U.S.A.); Stovin-Byles Television Ltd. (Canada).

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

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### CBWT-1 Fisher Branch

(Ch. 10)

(Satellite rebroadcasting station of CBWT, Winnipeg, Man.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 1-mi. W of Fisher Branch.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 27.4-kw visual, 13.7-kw aural. Antenna: Directional, 559-ft. above av. terrain, 598-ft. above ground, 1368-ft. above sea level, lat. 51° 04' 50", long. 97° 38' 55".

Began Operation: Jan. 31, 1967.

Rates: This is an automatic repeater of CBWT, Winnipeg and is included as a bonus to that station.

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### CBWBT Flin Flon

(Ch. 10)

(Also operates rebroadcasting station CBWBT-1, Le Pas, Man.)

Network Service: CBC films.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: Madison 3-2550.

Studio: None, programmed by film only.

Transmitter: Flin Flon.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 6.8-kw visual, 3.4-kw aural. Antenna: 335-ft. above av. terrain, 275-ft. above ground, 1355-ft. above sea level, lat. 54° 47' 30", long. 101° 52' 00".

Began Operation: June 8, 1962.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

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CBWBT Total Persons: 76,500

BBM Weekly Circulation (Nov. 1967): 38,400

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## CBWT-2

### Lac du Bonnet

(Ch. 4)

(Satellite rebroadcasting station of CBWT, Winnipeg.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5 mi. E. of Lac Du Bonnet.

Technical Facilities: Channel No. 4 (180-186 mc). Authorized power: 9.7-kw visual, 1.9-kw aural. Antenna: 442-ft. above av. terrain, 440-ft. above ground, 1290-ft. above sea level, lat. 50° 15' 30", long. 95° 57' 20".

Began operation: Dec. 1967.

Rates: This is an automatic repeater of station CBWT Winnipeg and is included as a bonus with that station.

## CBWBT-1

### Les Pas

(Ch. 7)

(Satellite rebroadcasting station of CBWBT, Flin Flon, Man.)

Network Service: CBC films, repeated from CBWBT, Flin Flon.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Les Pas, Man.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: .26-kw visual, 0.13-kw aural. Antenna: 135-ft. above av. terrain, 120-ft. above ground, 1001-ft. above sea level, lat. 53° 50' 09", long. 101° 15' 20".

Began Operation: June 15, 1962.

Rates: This is an automatic repeater of CBWBT, Flin Flon and is included with that station as a bonus to the CBC network rate.

## CBTA-TV

### Lynn Lake

(Ch. 8)

(Satellite station of the CBC English Network)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave. Ottawa, Ont.

Transmitter: Lynn Lake.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 7.5-watts visual, 3.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 1200-ft. above sea level, lat. 56° 51' 10", long. 101° 03' 00".

Began Operation: Sept. 18, 1967.

Rates: Included as a bonus of the CBC English Network.

## CKX-TV-2

### Melita

(Ch. 9)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)

Network Service: CBC, same as CKX-TV, Brandon.

Licensee: Western Manitoba Broadcasters Ltd. 2940 Victoria Ave., Brandon.

Transmitter: Hwy. 83, Melita.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 118-watts visual, 94-watts aural. Antenna: 212-ft. above av. terrain, 221-ft. above ground, 1475-ft. above sea level, lat. 49° 16' 50", long. 100° 59' 12".

Began Operation: June 28, 1963.

Rates: This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.



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See page 605-b for details

# Manitoba—Winnipeg

## CBWT

(Ch. 6)

(English Outlet)

(Repeated by CBWT-1, Fisher Branch and CBWT-2, Lac du Bonnet, Man.; CBWAT, Kenora, Ont. which is repeated by CBWAT-1 Dryden; CBWAT-2, Sioux Lookout and CBWCT, Fort Frances. CBWCT is repeated by CBWCT-1, Atikokan and CBWAT-3, Red Lake, all Ont.)

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1027-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"  
Longitude 97° 30' 35"

**Transmitter:** 6-mi. E of Starbuck, Man. on Hwy. 2.

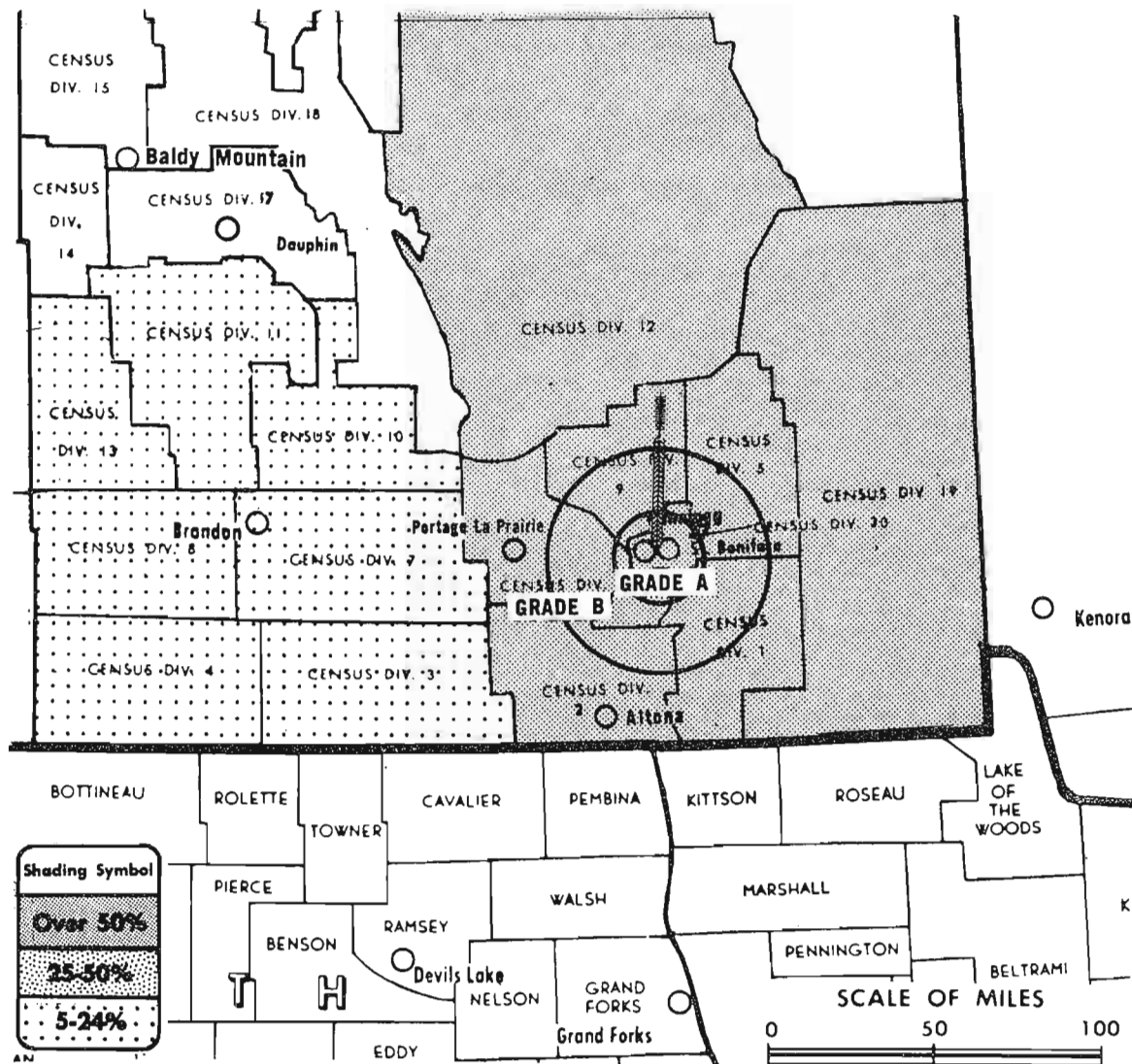
**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, UPI & Broadcast News.

**AM Affiliate:** CBW, 50-kw, 990 kc (CBC).

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CBWT Authorized: 5/31/54

## CBWT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Telephone:** 774-2541.

**Studio:** 541 Portage Ave. W., Box 160.

**Began Operation:** May 31, 1954.

**Represented (sales) by** Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

### Personnel:

F. Stanley, regional sales manager.  
B. D. Macpherson, operations manager, CBW, CBWT.  
J. Gibson, TV technical director.  
Stan Langtry, design director.  
H. Harrison, film buyer.  
D. H. O'Neill, supervisor information services.

### DIGEST OF RATE CARD NO. 17 (March 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11:30 p.m., Mon.-Sat.; 5-11:30 p.m., Sun.  
\$850.00 \$510.00 \$340.00 \$255.00 \$215.00\* \$173.00\* \$154.00\* \$83.00\*

\*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

Note: No announcements on Good Friday, Easter Sunday or Christmas day.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	6069	Winnipeg M.A.	513,000
	6125	Census Divisions 9 and 12	41,300
	6055	Census Divisions 5 and 19	53,000
	6080	Census Division 6	30,600
	6020	Census Division 2	34,800
	6010	Census Division 1	30,000
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	6090	Census Division 7	52,900
	6035	Census Divisions 3 and 4	34,300
	6145	Census Divisions 10 and 11	31,300
	6105	Census Divisions 8 and 13	34,400
<b>CBWT Total Persons:</b>			<b>855,600</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>634,900</b>
Metro Areas 6069 Winnipeg M.A.			

For Explanation of BBM Survey Methods

See Front of this Volume

# Manitoba—Winnipeg

## CBWFT

(Ch. 3)

(French Outlet)

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 59-kw visual, 35.2-kw aural. Antenna: 930-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"  
Longitude 97° 30' 35"

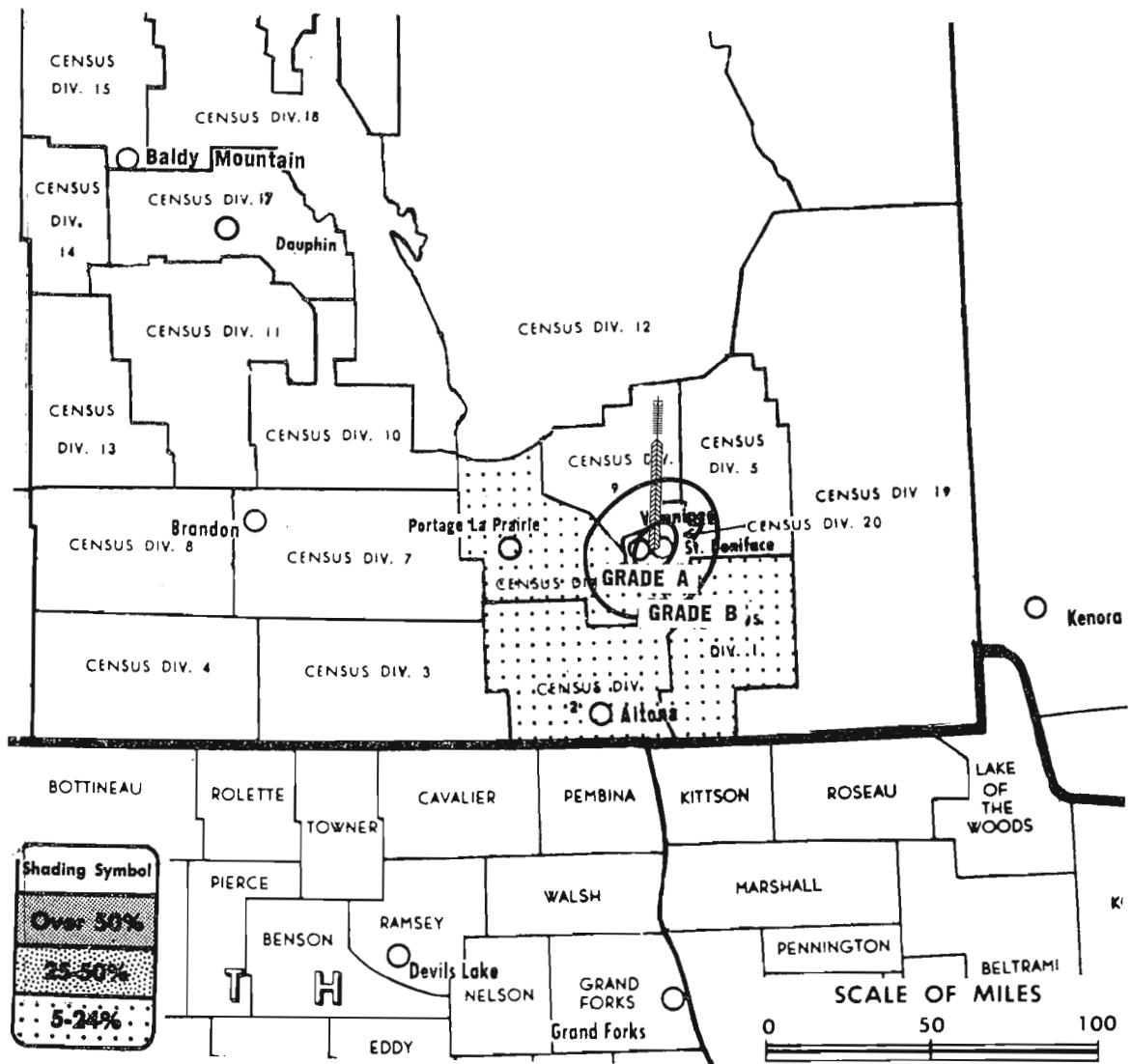
**Transmitter:** Hwy. 2 near Starbuck, Man.

**Color:** Network, film, slide & tape.

**Studio:** 541 Portage Ave.

**Telephone:** 774-2541.

**TV tape:** Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBWFT Authorized: 7/29/59

## CBWFT

**Network Service:** CBC (French).

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** April 24, 1960.

**Represented (sales) by** CBC National Selective Sales (French).

**Personnel:**

J. R. Finlay, *director, Prairie Provinces.*  
M. Desaulniers, *program director.*

**DIGEST OF RATE CARD NO. 10—(March 1, 1968)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—5-11 p.m., Sun.; 6-11 p.m., Mon.-Sat.	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$25.00*	\$23.00*	\$20.00*	\$15.00*

\*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	None	Over 50 %	
Between 25-50 %	None	Between 25-50 %	
Between 5-24 %	6010	Census Division 1	30,000
	6020	Census Division 2	34,800
	6080	Census Division 6	30,600
<b>CBWFT Total Persons:</b>			<b>95,400</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>33,700</b>

# Manitoba—Winnipeg

## CJAY-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1003-ft. above av. terrain, 1003-ft. above ground, 1778-ft. above sea level.

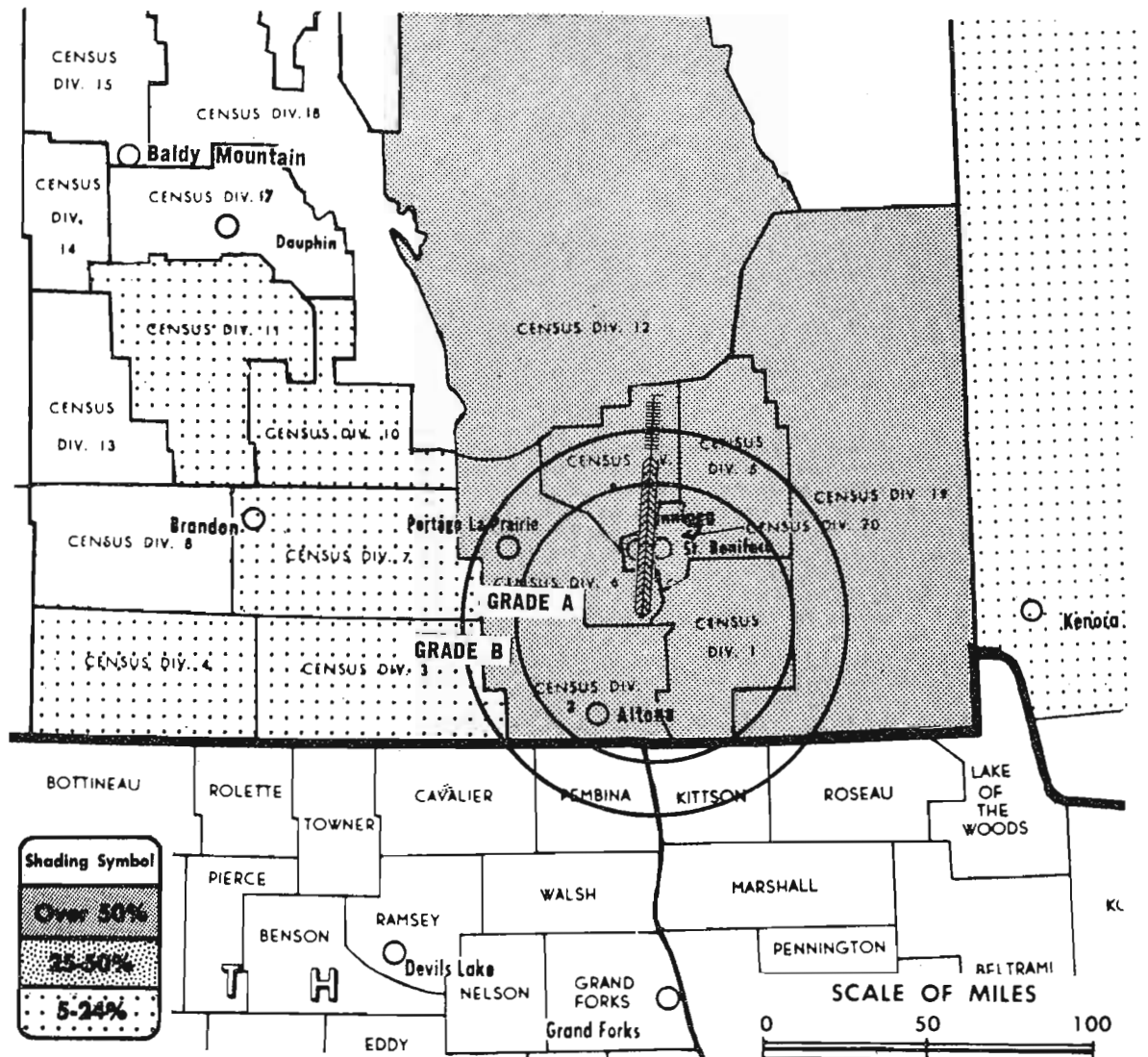
Latitude 49° 34' 46"  
Longitude 97° 10' 17"

**Transmitter:** St. Agathe.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.

**TV tape:** Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJAY-TV Authorized: 2/17/60

## CJAY-TV

**Network Service:** CTV.

**Licensee:** Channel Seven Television Ltd., Polo Park, Winnipeg 10.

**Studio:** Polo Park.

**Telephone:** 775-0371.

**Ownership:** Principal stockholders and officers: Ralph S. Misener, pres.; R. L. Moffat, v.p.; Campbell Haig, secy.

**Began Operation:** Nov. 12, 1960.

**Represented (sales) by:** E. S. Sumner Corp. (for U.S.); Stovin-Byles Ltd. (Canada).

### Personnel:

Ralph S. Misener, *president*.  
R. L. Moffat, *vice president*.  
Campbell Haig, *secretary*.  
Jack M. Davidson, *general manager*.  
R. L. McGhee, *national sales manager, Toronto*.  
Jim Purvis, *director of programs & asst. manager*.  
A. G. Cobb, *director of engineering*.  
Al Johnson, *promotion manager*.  
Ian Lillie, *local sales manager*.  
W. A. Davis, *controller*.  
Carlyle Allison, *editorial & public affairs director*.

### DIGEST OF RATE CARD NO. 9 (March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.						
\$550.00	\$370.00	\$320.00	\$275.00	\$225.00*	\$175.00*	\$90.00*
*Class AA—6:30-11 p.m., daily.						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	6069	Winnipeg M.A.	513,000
	6055	Census Divisions 5 and 19	53,000
	6080	Census Division 6	30,600
	6125	Census Divisions 9 and 12	41,300
	6010	Census Division 1	30,000
6020	Census Division 2	34,800	
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	6090	Census Division 7	52,900
	6035	Census Divisions 3 and 4	34,300
	6145	Census Divisions 10 and 11	31,300
	5560	Kenora Co.	55,000
<b>CJAY-TV Total Persons:</b>			<b>876,200</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>651,300</b>
Metro Areas	6069	Winnipeg M.A.	

For BBM Bureau of Measurement  
Canadian Population Estimates  
see Services Volume



# Manitoba—Winnipeg-Pembina, North Dakota

## KCND-TV

(Ch. 12)

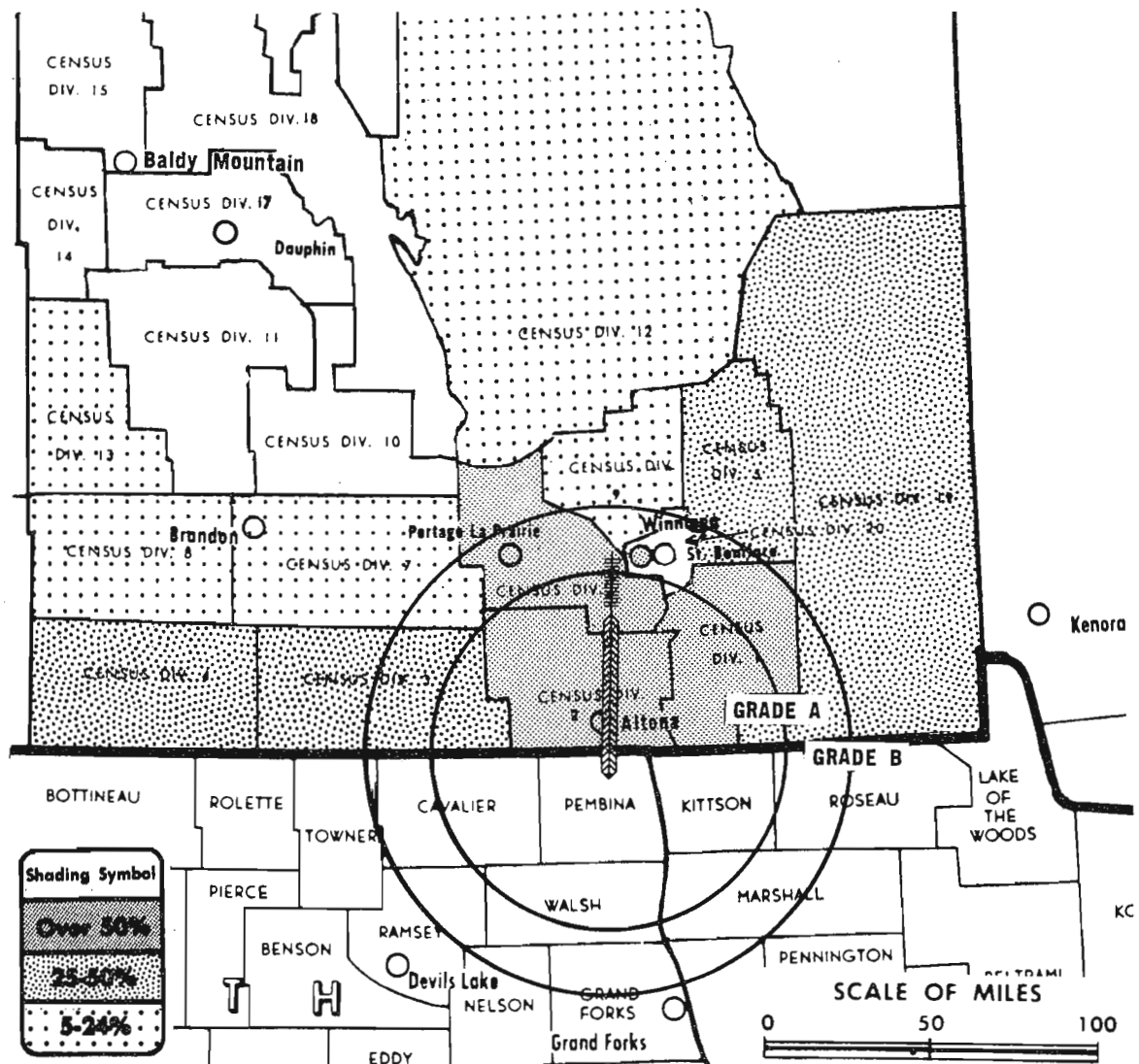
**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 288.6-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

**Transmitter:** 7-mi. W of Pembina.

**Color:** Network.

**News Wire Service:** AP, Broadcast News, Canadian Press.



KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## KCND-TV

**Network Service:** ABC.

**Grantee:** McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).

**Studio:** Stutsman & Fifth, Pembina; 2031 Portage Ave., Winnipeg.

**Telephone:** Taylor 5-6292, Pembina; 888-3212, Winnipeg.

**Ownership:** Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS(FM), Dallas; KILT & KOST(FM), Houston; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco; WNUS & FM, Chicago.

**Began Operation:** Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34,35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

**Represented (sales)** by National Television Sales (U.S.); Radio-Television Representatives Ltd. (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

**Represented (legal)** by Marcus Cohn.

**Represented (engineering)** by George C. Davis Consulting Engineers.

### Personnel:

Gordon McLendon, *president*.  
G. O. Johnson, *general manager*.  
Richard Vincent, *manager, Pembina*.  
Bill Girling, *national sales supervisor*.  
Mac Cheater, *local sales supervisor*.  
Len Gzebb, *operations coordinator*.  
A. C. Headley, *chief engineer*.

### DIGEST OF RATE CARD NO. 7

(Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—6:30-11 p.m. daily.						
\$550.00	\$400.00	\$300.00	\$100.00	\$65.00	\$60.00	\$50.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	6069	Winnipeg M.A.	513,000
	6020	Census Division 2	34,800
	6010	Census Division 1	30,000
	6080	Census Division 6	30,600
<b>Between 25-50%</b>	6055	Census Divisions 5 and 19	53,000
	6035	Census Divisions 3 and 4	34,300
<b>Between 5-24%</b>	6125	Census Divisions 9 and 12	41,300
	6105	Census Divisions 8 and 13	34,400
	6090	Census Division 7	52,900
<b>KCND-TV Total Persons:</b>			<b>824,300</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>444,100</b>
Metro Areas	6069	Winnipeg M.A.	

## MARITIME PROVINCES

### CHSJ-TV-1

#### Bon Accord, N.B.

(Ch. 6)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)  
**Network Service:** Same as CHSJ-TV, Saint John.  
**Licensee:** New Brunswick Broadcasting Co. Ltd., 14 Church St., St. John, N.B.  
**Transmitter:** Bon Accord, N.B.  
**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 54.7-kw visual, 27.3-kw aural. Antenna: 1086-ft. above av. terrain, 470-ft. above ground, 1970-ft. above sea level, lat. 46° 38' 57.25", long. 67° 35' 35".  
**Began Operation:** Oct. 15, 1961.  
**Rates:** This is an automatic repeater of CHSJ-TV, Saint John, and is included as a bonus with that station.

### CKCD-TV

#### Campbellton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)  
**Licensee:** Moncton Broadcasting Ltd., Box 1220, Moncton, N.B.  
**Transmitter:** Harrison Brook, P.Q.  
**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: .865-kw visual, .433-kw aural. Antenna: 640-ft. above av. terrain, 75-ft. above ground, 875-ft. above sea level, lat. 48° 04' 66", long. 66° 34' 54".  
**Color:** Network, film & tape.  
**Ownership:** Same as CKCW-TV, Moncton, N.B.  
**Began Operation:** March 20, 1961.  
**Rates:** This is an automatic repeater of CKAM-TV, North Shore and is included as a bonus with that station.

### CJBR-TV-1

#### Edmundston, N.B.

(Ch. 13)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)  
**Network Service:** Same as CJBR-TV, Rimouski.  
**Licensee:** Lower St. Lawrence Radio Inc., 13 St. Jean Baptiste, Rimouski, Que.  
**Transmitter:** Power Road.  
**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 1.43-kw visual, .714-kw aural. Antenna: Directional, 856-ft. above av. terrain, 545-ft. above ground, 1720-ft. above sea level, lat. 47° 23' 25", long. 68° 18' 59".  
**Began Operation:** Feb. 20, 1962.  
**Rates:** This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

### CHAU-TV-2

#### Kedgwick-St. Quentin, N.B.

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)  
**Network Service:** CBC, same as CHAU-TV, Carleton.  
**Licensee:** Television de la Baie des Chaleurs Inc., Carleton, P.Q.  
**Transmitter:** St. Quentin, N.B.  
**Technical Facilities:** Channel No. 10 (192-198 mc.) Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 500-ft. above av. terrain, 102-ft. above ground, 1502-ft. above sea level, lat. 47° 30' 45", long. 67° 17' 0".  
**Ownership:** See CHAU-TV, Carleton.  
**Began Operation:** Sept. 11, 1963.  
**Rates:** This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

## CBAFT Moncton, N.B.

(Ch. 11)  
(French Outlet)

**Network Service:** CBC.  
**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
**Studio:** 232 St. George St.  
**Transmitter:** Lutz Mountain. Telephone: 855-3370.  
**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 10.060-kw visual, 5.030-kw aural. Antenna: 516-ft. above av. terrain, 157-ft. above ground, 773-ft. above sea level, lat. 46° 08' 27", long. 64° 54' 16".  
**Note:** Holds recommendation for 163-kw visual, 33-kw aural, 781-ft. above av. terrain.  
**AM Affiliate:** CBAF, 5-kw, 1300 kc (CBC).  
**Began Operation:** Nov. 7, 1961.  
**Represented (sales) by** CBC National Selective Sales.  
**Personnel:**  
 S. R. Kennedy, *director of Maritime Region (Halifax)*.  
 Guy Theriault, *manager*.  
 Yves Bruches, *technical director*.  
 Robert Beaulieu, *sales representative*.

#### DIGEST OF RATE CARD NO. 11—(March 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$75.00	\$45.00	\$30.00	\$26.00	\$23.00	\$19.00*	\$17.00*	\$15.00*	\$11.00*
*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.									

**Note:** No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

CBAFT Total Persons: 177,100  
 BBM Weekly Circulation (Nov. 1967): 46,900

## CKCW-TV Moncton, N.B.

(Ch. 2)

(Operates rebroadcasting station CKAM-TV, North Shore, N.B., which in turn, has satellites CKCD-TV, Campbellton, N.B., and CKAM-TV-1, Newcastle, N.B. Also separately-owned CFGW-TV-1, Gaspé West, Que., CFGW-TV-2, Gaspé South, Que. and CKMU-TV, Murdochville, Que. repeat CKAM-TV.)  
**Network Service:** CBC.  
**Licensee:** Moncton Bcstg. Ltd., P.O. Box 1220.  
**Studio:** Halifax St. Telephone: 389-9601.  
**Transmitter:** Caledonia Mt., near Rosevale.  
**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 25-kw visual, 15-kw aural. Antenna: 900-ft. above terrain, 326-ft. above ground, 1656-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".  
**Color:** Network.  
**Facsimile Service:** UPI.  
**News Film Service:** Broadcast News.  
**AM Affiliate:** CKCW, 10-kw, 1220 kc.  
**Ownership:** F. A. Lynds, pres.; Hon. L. G. DesBrisay, v.p.; C. E. Leger, v.p.; Helen M. Lynds, secy.-treas.; C. L. Peters, director. Also owns satellites CKAM-TV, North Shore, N.B.; CKAM-TV-1, Newcastle, N.B.; and CKCD-TV, Campbellton, N.B.  
**Began Operation:** Nov. 30, 1954.  
**Represented (sales) by** Paul Mulvihill & Co. Ltd. (Toronto, Montreal), A. J. Messner & Co. Ltd. (Winnipeg), Scharf Broadcast Sales Ltd. (Vancouver) & Canadian Standard Broadcast Sales Inc. (for U.S.).  
**Personnel:**  
 F. A. Lynds, *president & managing director*.  
 Hubert Button, *general manager*.  
 Frank Paterson, *commercial manager*.  
 Joe Irvine, *program director & film buyer*.

#### DIGEST OF RATE CARD NO. 11—(March 1, 1967)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—7-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.	\$375.00	\$245.00	\$160.00	\$140.00	\$112.00	\$70.00

CKCW-TV Total Persons: 972,300  
 BBM Weekly Circulation (Nov. 1967): 361,100

## CKAM-TV-1 Newcastle, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Licensee: Moncton Bcstg. Ltd., Box 1220, Moncton, N.B.

Technical Facilities: Channel 7 (174-180 mc.). Authorized power: 16.8-watts visual, 10-watts aural. Antenna: 500-ft. above av. terrain, 292-ft. above ground, 542-ft. above sea level, lat. 47° 00' 08", long. 65° 35' 08".

Ownership: Same as CKCW-TV, Moncton, N.B.

Began Operation: December 29, 1961.

Rates: This is an automatic repeater of CKAM-TV, North Shore and is included as a bonus with that station.

## CKAM-TV North Shore, N.B.

(Ch. 12)

(Rebroadcasting station for CKCW-TV, Moncton, N.B. In addition CKCD-TV, Campbellton, N.B.; CKAM-TV-1, Newcastle, N.B. and separately-owned CFGW-TV-1, Gaspé West, Que., CFGW-TV-2, Gaspé South, Que. & CKMU-TV-1, Murdochville, Que. are satellites of CKAM-TV.)

Network Service: CBC, same as CKCW-TV, Moncton.

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg., Moncton.

Transmitter: Near Upsalquitch Lake, N.B.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 141-kw visual, 77-kw aural. Antenna: 1331-ft. above av. terrain, 775-ft. above ground, 2800-ft. above sea level.

Color: Network & tape.

Ownership: Same as CKCW-TV, Moncton.

Began Operation: Sept. 27, 1960.

Represented (sales) by Canadian Standard Broadcast Sales (for U.S.); Stovin-Byles Ltd. (Canada).

Rates: This is an automatic repeater of CKCW-TV, Moncton and is included as a bonus with that station.

## CHSJ-TV Saint John, N.B.

(Ch. 4)

(Operates satellite rebroadcasting station CHSJ-TV-1, Bon Accord, N.B.)

Network Service: CBC.

Licensee: New Brunswick Bcstg. Co. Ltd., Crown & Union Sts.

Studio: 335 Union St.

Transmitter: Mt. Champlain. Telephone: 657-3410.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1200-ft. above av. terrain 82-ft. above ground, 1542-ft. above sea level, lat. 45° 28' 40", long. 66° 13' 55".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CHSJ, 10-kw, 1150 kc.

Ownership: New Brunswick Bcstg. Co. Ltd. L. F. Daley, pres.

Began Operation: March 22, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

George A. Cromwell, *general manager*.

William Stewart, *manager*.

William Piekarski, *chief engineer*.

DIGEST OF RATE CARD NO. 14—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$480.00	\$350.00	\$300.00	\$250.00	\$160.00*	\$105.00*	\$105.00*	\$55.00*

\*Class AA—6:30-10 p.m., daily.

CHSJ-TV Total Persons: 570,800  
BBM Weekly Circulation (Nov. 1967): 351,400

## CJCH-TV-3 Amherst, N.S.

(Ch. 8)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: The Interprovincial School for the Deaf, Amherst.

1968 Edition

## Maritime Provinces

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 85-ft. above ground, 250-ft. above sea level, lat. 45° 49' 51.5", long. 64° 11' 20".

Began Operation: Aug. 2, 1962.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

## CJCB-TV-2 Antigonish, N.S.

(Ch. 9)

(Separately-owned satellite of CJCB-TV, Sydney, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: P.O. Box 469, Sydney, N.S.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 133-kw visual, 79.8-kw aural. Antenna: Directional, 904-ft. above av. terrain, 500-ft. above ground, 1500-ft. above sea level, lat 45° 32' 45", long. 62° 15' 39".

Began Operation: June 26, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: Included as a bonus with CJCB-TV, Sydney, and CJCB-TV-1, Inverness.

## CJCH-TV-1 Canning, N.S.

(Ch. 10)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: The New Look-off.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 18.1-kw visual, 9.05-kw aural. Antenna: 886-ft. above av. terrain, 300-ft. above ground, 1015-ft. above sea level, lat. 45° 12' 12", long. 64° 24' 06".

Color: Network, film, slide & tape.

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Dec. 17, 1961.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

## CBFCT Cheticamp, N.S.

(Ch. 10)

(French Outlet)

(Repeater station of CBC French network; it also has satellite CBFCT-1, Magdalen Islands, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Cheticamp, N.S.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 7.9-kw visual, 4-kw aural. Antenna: Directional, 786-ft. above av. terrain, 354-ft. above ground, 1504-ft. above sea level, lat. 46° 34' 39", long. 60° 59' 10".

Began Operation: Nov. 2, 1964.

Rates: This is an automatic repeater of CBC French network and is included as a bonus with the network rate.

CBFCT Total Persons: 91,750  
BBM Weekly Circulation (Nov. 1967): 14,700

## CJCH-TV-2 Digby, N.S.

(Ch. 6)

(Satellite rebroadcasting station for CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: Bayview, N.S.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 212-ft. above ground, 777-ft. above sea level, lat. 44° 30' 30", long. 65° 46' 10".

Began Operation: Aug. 2, 1962.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

871-b

# Maritime Provinces—Halifax, N.S.

## CBHT

(Ch. 3)

(Operates satellite rebroadcasting stations CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth, N.S. & CBHT-4, Sheet Harbour, N.S.)

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 100-kw maximum and 56-kw average visual, 60-kw maximum and 34-kw average aural. Antenna: 680-ft. above av. terrain, 496-ft. above ground, 1176-ft. above sea level.

Latitude 44° 39' 01"  
Longitude 63° 39' 27"

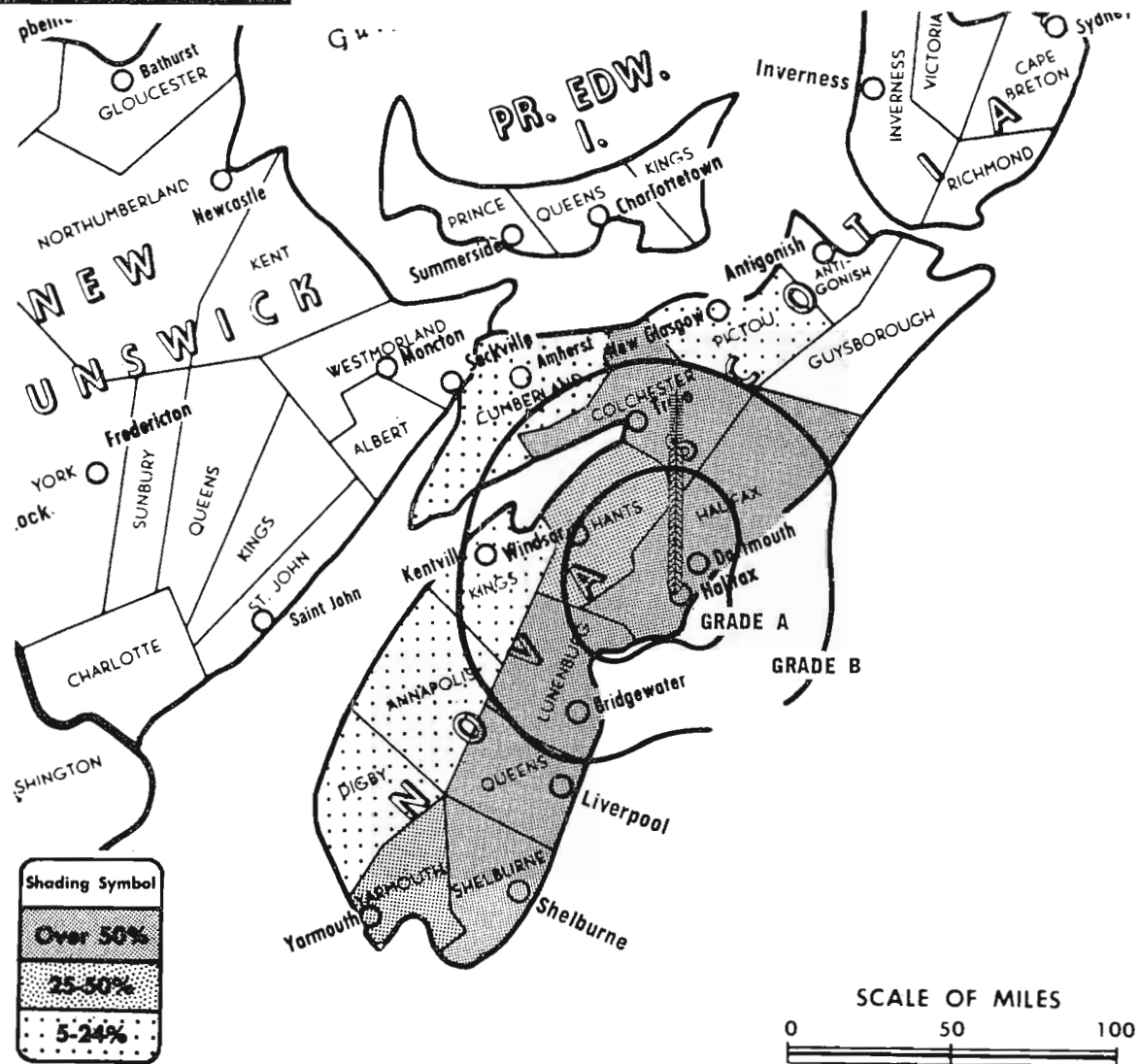
**Transmitter:** Geizer's Hill, NW of city.

**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News.

**AM Affiliate:** CBA, 50-kw, 1070 kc (CBC).



CBHT Authorized: 12/20/54

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CBHT

**Network Service:** CBC.

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 1840 Bell Rd.

**Telephone:** 422-8311.

**Began Operation:** Dec. 20, 1954.

**Represented (sales) by** Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

### Personnel:

J. Simonsen, *director of TV operations.*  
D. Nicolle, *supervisor, information services.*  
H. K. Urbach, *Maritime regional engineer.*  
A. P. Lumsden, *production manager.*  
W. G. Allen, *news supervisor.*  
E. G. Spicer, *film operations manager.*  
Don LeBlanc, *regional sales manager.*  
Jack Brannen, *design director.*

### DIGEST OF RATE CARD NO. 16

(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

**Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.**

\$460.00 \$276.00 \$184.00 \$161.00 \$138.00 \$115.00\* \$95.00\* \$84.00\* \$63.00\*

\*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	2080	Halifax Co.	249,000
	2079	Halifax M.A.	201,200
	2105	Queens Co., Shelburne Co., Yarmouth Co.	52,800
	2090	Lunenburg Co.	36,300
	2170	Colchester Co.	36,000
	2150	Hants Co.	27,000
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	2135	Annapolis Co., Digby Co.	41,100
	2160	Kings Co.	43,600
	2180	Cumberland Co.	35,600
	2070	Pictou Co.	44,600
<b>CBHT Total Persons:</b>			<b>566,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>392,300</b>
Metro Areas 2079 Halifax M.A.			

For Canadian CATV Systems  
see Services Volume



# Maritime Provinces—Halifax, N.S.

## CJCH-TV

(Ch. 5)

(Operates satellite rebroadcasting stations CJCH-TV-1, Canning; CJCH-TV-2, Digby & CJCH-TV-3, Amherst, all in N.S.)

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 52.8-kw visual; 26.4-kw aural. Antenna: Directional, 779-ft. above av. terrain, 600-ft. above ground, 981-ft. above sea level.

Latitude 44° 39' 04.5"  
Longitude 63° 39' 51.6"

**Transmitter:** Geizer's Hill, Halifax County.

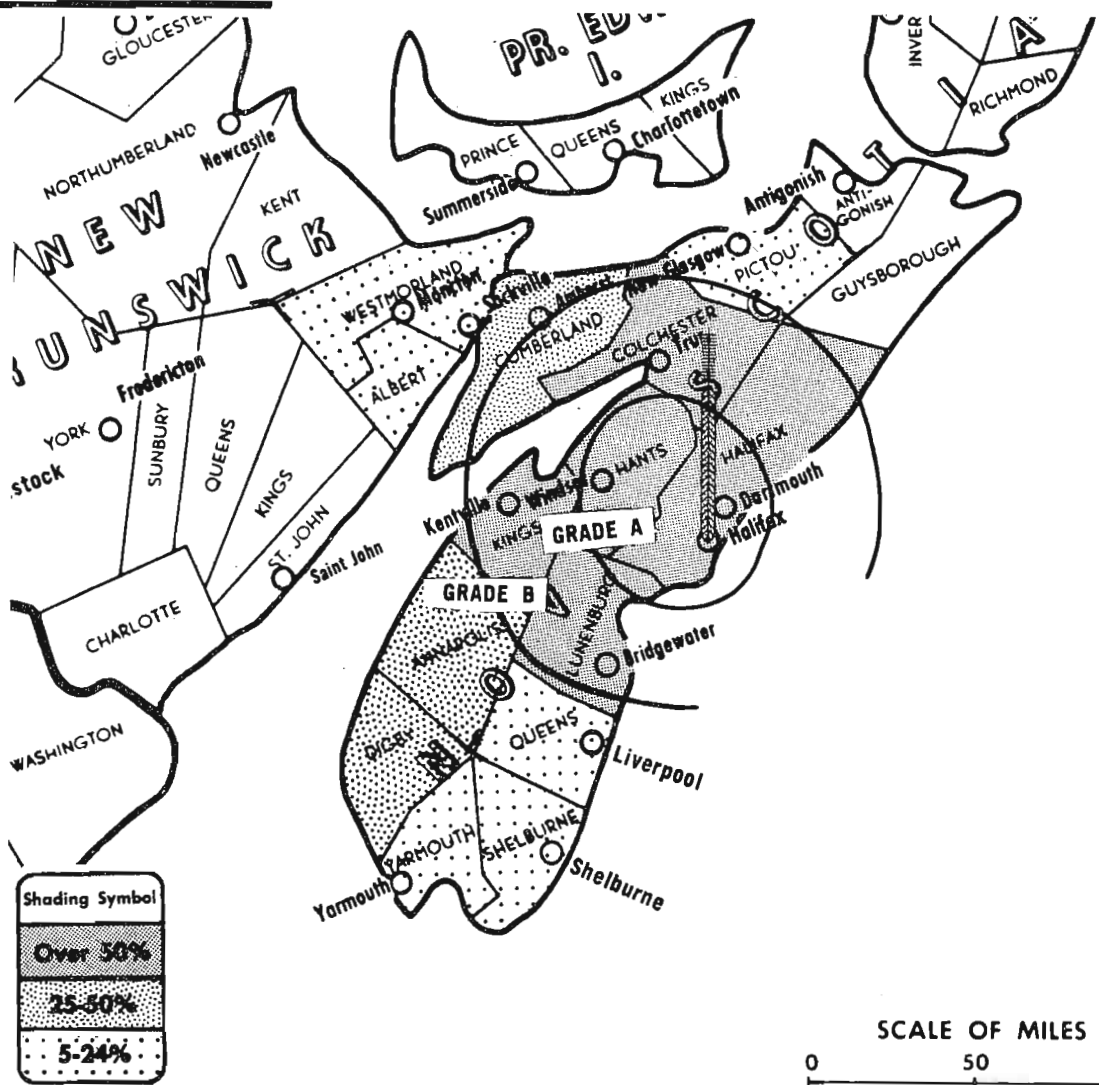
**Color:** Network.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News.

**News Film Service:** CBS.

**AM Affiliate:** CJCH, 10-kw (5-kw night), 920 kc.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJCH-TV Authorized: 8/19/60

## CJCH-TV

**Network Service:** CTV.

**Licensee:** CJCH Ltd., 2885 Robie St.

**Studio:** 2885 Robie St.

**Telephone:** 455-0481.

**Ownership:** CJCH Ltd.

**Began Operation:** Jan. 1, 1961.

**Represented (sales) by** ABC International (for U.S.); Stovin-Byles Ltd. (Toronto, Montreal, Winnipeg & Vancouver).

**Personnel:**

- Finlay MacDonald, *president.*
- George Benwell, *vice president, operations.*
- Doug A. Clarke, *vice president, sales.*
- Gordon Johns, *local sales manager.*
- Larry Knoke, *program supervisor.*
- Charles Doucet, *production manager.*

**DIGEST OF RATE CARD NO. 8—(March 1, 1967)**

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$375.00	\$255.00	\$230.00	\$195.00	\$130.00	\$115.00	\$105.00	\$65.00

Class AA—7-11 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	2080	Halifax Co.	249,000
	2079	Halifax M.A.	201,200
	2160	Kings Co.	43,600
	2090	Lunenburg Co.	36,300
	2170	Colchester Co.	36,000
	2150	Hants Co.	27,000
<b>Between 25-50 %</b>	2135	Annapolis Co., Digby Co.	41,100
	2180	Cumberland Co.	35,600
<b>Between 5-24 %</b>	2105	Queens Co., Shelburne Co., Yarmouth Co.	52,800
	3015	Albert Co., Westmorland Co.	110,100
	2070	Pictou Co.	44,600
	3009	Moncton U.A.	61,090
<b>CJCH-TV Total Persons:</b>			<b>676,100</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>405,900</b>
Metro Areas	2079	Halifax M.A.	

For Canadian Allocation Tables  
see Services Volume

## Maritime Provinces

### CJCB-TV-1 Inverness, N.S.

(Ch. 6)

(Satellite rebroadcasting station of CJCB-TV, Sydney, N.S.)

Network Service: CBC.

Licensee: Cape Breton Broadcasters Ltd., P.O. Box 469, Sidney, N.S.

Transmitter: Inverness, N.S.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: 982-ft. above av. terrain, 141-ft. above ground, 1291-ft. above sea level, lat. 46° 10' 15", long. 61° 21' 45".

Ownership: See CJCB-TV, Sydney, N.S.

Began Operation: Nov. 8, 1959.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

J. Marven Nathanson, *president*.  
Ken Boyce, *station manager*.  
Mrs. M. C. MacQuarrie, *program manager*.  
Wallace Robert, *chief engineer*.

Rates: This is an automatic repeater of CJCB-TV, Sydney and is included as a bonus with that station.

### CBHT-1 Liverpool, N.S.

(Ch. 12)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Great Hill, 1 mi. E of Liverpool on Hwy. No. 3.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 426-kw visual, 256-kw aural. Antenna: Directional, 647-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 44° 03' 59", long. 64° 43' 00".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

### CFCY-TV-1 New Glasgow, N.S.

(Ch. 7)

(Satellite rebroadcasting station of CFCY-TV, Charlottetown, P. E. I.)

Network Service: CBC same as CFCY-TV.

Licensee: Island Radio Broadcasting Co. Ltd., 35 Kent St., Charlottetown, P. E. I.

Transmitter: New Glasgow. Telephone: 7347 (Charlottetown).

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 209-kw visual, 104-kw aural. Antenna: 424-ft. above av. terrain, 160-ft. above ground, 715-ft. above sea level, lat. 45° 32' 00", long. 62° 38' 14".

Ownership: See CFCY-TV, Charlottetown, P. E. I.

Began Operation: Jan. 23, 1960.

Rates: This is an automatic repeater of CFCY-TV, Charlottetown and is included as a bonus with that station.

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Chicago: 333 N. Michigan Avenue (312) 346-6460

Atlanta: 1650 Peachtree Road, N.E. (404) 873-5626

Beverly Hills: 9465 Wilshire Blvd. (213) 274-8151

### CBHT-4 Sheet Harbour, N.S.

(Ch. 11)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 0.66-kw visual, 0.33-kw aural. Antenna: 368-ft. above av. terrain, 243-ft. above ground, 493-ft. above sea level, lat. 44° 55' 29", long. 62° 29' 55".

Began Operation: Feb. 19, 1964.

Rates: This is an automatic repeater of CBHT, Halifax, and is included as a bonus with that station.

### CBHT-2 Shelburne, N.S.

(Ch. 8)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2 mi. NE of Shelburne, near Hwy. No. 3.

Technical Facilities: Channel No. 8 (104-210 mc). Authorized power: 423-kw visual, 254-kw aural. Antenna: 449-ft. above av. terrain, 313-ft. above ground, 581-ft. above sea level, lat. 43° 46' 35", long. 65° 18' 29".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

### CJCB-TV Sydney, N.S.

(Ch. 4)

(Operates satellite rebroadcasting stations CJCB-TV-1, Inverness, N.S., and separately-owned CFXU-TV, Antigonish, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill, P.O. Box 469.

Telephone: 902-562-5511.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 180-kw visual, 108-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Color: Network.

AM Affiliate: CJCB, 10-kw, (1-kw night), 1270 kc (CBC).

FM Affiliate: CJCB-FM, 1-kw, 94.9 kc (No. 235), 260-ft. antenna.

Ownership: CJCB-TV officers: J. Marven Nathanson, *pres.*; Norris L. Nathanson, *secy.* Also owns satellites CJCB-TV-1, Inverness, N.S., and CJCB-TV-2, Antigonish, N.S.

Began Operation: Sept. 30, 1954.

Represented (sales) by All-Canada Radio & Television, Ltd.

Personnel:

J. Marven Nathanson, *president*.  
Ken Boyce, *station manager*.  
Mrs. M. C. MacQuarrie, *traffic & continuity*.  
Wallace Robert, *chief engineer*.  
Mrs. E. K. Williams, *commercial*.

DIGEST OF RATE CARD NO. 13—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., Sat.-Thurs.;	6:30-11 p.m., Fri.						
\$350.00	\$260.00	\$240.00	\$170.00	\$125.00	\$90.00	\$75.00	\$40.00

CJCB-TV Total Persons: 304,550

BBM Weekly Circulation (Nov. 1967): 217,000

### CBHT-3 Yarmouth, N.S.

(Ch. 11)

(Satellite rebroadcasting station for CBHT, Halifax, N.S. via CBHT-2, Shelburne, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Approx ½ mi. W of Chandler Lake, Yarmouth County.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 15.7-kw visual, 3.3-kw aural. Antenna: 620-ft. above av. terrain, 540-ft. above ground, 690-ft. above sea level, lat. 43° 51' 38", long. 66° 04' 00".

Began Operation: Dec. 20, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

**CFCY-TV**  
**Charlottetown, P. E. I.**

(Ch. 13)

(Operates satellite rebroadcasting station CFCY-TV-1, New Glasgow, N.S.)

Network Service: CBC.

Licensee: The Island Radio Bcstg. Co. Ltd., 85 Kent St.

Studio: 85 Kent St.

Transmitter: Churchill, P.E.I.

Telephone: 7347.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 79-kw visual, 38.5-kw aural. Antenna: Directional, 771-ft. above av. terrain, 583-ft. above ground, 936-ft. above sea level, lat. 46° 12' 40", long. 63° 20' 25".

Color: Network.

AM Affiliate: CFCY, 10-kw, 630 kc (CBC).

Ownership: Island Radio Broadcasting Co. Ltd. Also is licensee for satellite CFCY-TV-1, New Glasgow, N.S.

Began Operation: July 1, 1956.

Represented (sales) by All-Canada Radio & Television Ltd.

**Personnel:**

R. F. Large, *manager & film buyer.*  
E. Paul Williams, *commercial & traffic manager.*

**DIGEST OF RATE CARD NO. 9**  
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$200.00	\$150.00	\$130.00	\$110.00	\$65.00*	\$40.00*	\$20.00*

\*Class AA—6:30-11 p.m., daily.

CFCY-TV Total Persons: 327,000  
BBM Weekly Circulation (Nov. 1967): 145,800

**NEWFOUNDLAND**

**CJOX-TV**  
**Argentia**

(Ch. 3)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Freshwater Hill, Argentia. Telephone: 579-5015 (St. John's).

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 17-kw visual, 8.5-kw aural. Antenna: 558-ft. above av. terrain, 300-ft. above ground, 761-ft. above sea level, lat. 47° 15' 44", long. 53° 68' 58".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: May 30, 1957.

Represented (sales) by Weed Television Corp. (for U.S.); Stovin-Byles Ltd. (for Canada)

**Personnel:**

Don Jamieson, *president.*  
Colin Jamieson, *v.p. & general manager.*  
Gerald Kennedy, *controller.*

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

**CJON-TV-1**  
**Bonavista**

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Burnt Ridge, Bonavista. Telephone: 578-3131 (St. John's).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 410-watts visual, 205-watts aural. Antenna: Directional, 463-ft. above av. terrain, 84-ft. above ground, 554-ft. above sea level, lat. 48° 37' 30", long. 53° 03' 45".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: Aug. 3, 1964.

**Personnel:**

Donald Abbott, *resident engineer.*

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

1968 Edition

**Maritimes-Newfoundland**

**CJON-TV-1**  
**Corner Brook**

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box E5105, St. John's.

Transmitter: The Hill, Corner Brook, West. Telephone: 634-4752.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 1-kw visual, .5-kw aural. Antenna: Directional, 107-ft. above av. terrain, 106-ft. above ground, 781-ft. above sea level, lat. 48° 56' 55", long. 57° 58' 23".

Ownership: Same as CJON-TV, St. John's, Nfld.

Began Operation: Dec. 23, 1964.

Represented (sales) by Weed & Co. (for U.S.); Stovin-Byles Ltd.

**Personnel:**

Joe Parsons, *resident engineer.*

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

**CBYT**  
**Corner Brook**  
(Ch. 5)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 10.6-kw visual, 2.12-kw aural. Antenna: minus 490-ft. above av. terrain, 76-ft. above ground, 354-ft. above sea level, lat. 48° 57' 16", long. 57° 56' 26".

AM Affiliate: CBY, 10-kw, 990 kc (CBC).

Studio: Hospital Hill.

Began Operation: June 18, 1959, temporarily operating as satellite of CBHT (Ch. 3), Halifax, N.S. Changed to independent operating status on Jan. 1, 1960.

Represented (sales) by Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

**Personnel:**

C. V. Hierlihy, *station manager.*  
A. W. Barrett, *manager TV operations.*  
G. D. Halley, *regional commercial representative.*  
J. Postema, *area engineer.*  
Melvin Rowe, *editor-in-charge, news (St. John's).*

**DIGEST OF RATE CARD NO. 10b—(March 1, 1968)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$30.00	\$26.00	\$15.00

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

CBYT Total Persons: 68,900  
BBM Weekly Circulation (Nov. 1967): 61,800

**CBYAT**  
**Deer Lake**

(Ch. 12)

(Repeater of CBC English Network)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 6-mi. NW of Deer Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 246-watts visual, 123-watts aural. Antenna: Directional, 425-ft. above av. terrain, 215-ft. above ground, 1047-ft. above sea level, lat. 49° 15' 23", long. 57° 30' 29".

Began Operation: July 12, 1965.

Rates: This is an automatic repeater of the CBC English network and is included as a network bonus.

**CJOX-TV-1**  
**Grand Bank**

(Ch. 10)

(Satellite rebroadcasting station of CJOX-TV, Argentia, Nfld., which repeats parent CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E-5105, St. John's.

Transmitter: Bennett Hill, near Grand Bank.

(Continued on next page)

875-b

## Newfoundland

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 67-watts visual, 34-watts aural. Antenna: Directional,

**Transmitter:** 6-mi. NW of Deer Lake. 250-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 47° 05' 18", long. 55° 56' 23".

**Began Operation:** March 5, 1965.

**Personnel:**

Alvin Rose, *resident engineer.*

**Rates:** This is an automatic repeater of CJON-TV, St. John's via CJOX-TV, Argentia, both Nfld., and is included as a bonus to CJON-TV.

### CJCN-TV Grand Falls

(Ch. 4)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

**Network Service:** CTV.

**Licensee:** Newfoundland Broadcasting Co., CJON-TV Bldg., Prince of Wales St., St. John's. **Studio:** Grand Falls.

**Transmitter:** Norris Arm, Newfoundland.

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 26-kw visual, 13-kw aural. Antenna: 609-ft. above av. terrain, 375-ft. above ground, 924-ft. above sea level, lat. 49° 04' 12", long. 55° 16' 54".

**AM Affiliate:** CJCN, 680-kc.

**Ownership:** Same as CJON-TV, St. John's Newfoundland.

**Began Operation:** March 1, 1960.

**Represented (sales) by** Weed & Co. (for U.S.) and Stovin-Byles Ltd.

**Personnel:**

Mike Roberts, *station manager.*

**Rates:** Included as a bonus with CJON-TV, St. John's, Nfld.

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**CJCN-TV Total Persons:** 94,600

**BBM Weekly Circulation (Nov. 1967):** 70,300

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### CBNAT Grand Falls

(Ch. 11)

(Repeater of CBC English Network)

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Near Botwood.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 317-kw visual, 64-kw aural. Antenna: 823-ft. above av. terrain, 560-ft. above ground, 1010-ft. above sea level, lat. 49° 11' 51", long. 55° 22' 05".

**Began Operation:** Dec. 21, 1967.

**Rates:** Included as bonus with CBYT, Corner Brook, Nfld.

### CJCL-TV Labrador City

(Ch. 13)

**Network Service:** CBC.

**Licensee:** Hollinger Ungava Transport Ltd., 1245 Sherbrooke St. W., Suite 1150, Montreal, Que.

**Studio & Transmitter:** Amherst St., Labrador City.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 59-kw visual, 295-kw aural. Antenna: Directional, minus 109-ft. above av. terrain, 100-ft. above ground, 2011-ft. above sea level, lat. 52° 56' 41", long. 66° 54' 11".

**TV tape:** Recording facilities.

**Began Operation:** August 22, 1965.

**Personnel:**

A. K. Hansen, *technical director.*  
A. F. Hicks, *station manager.*

**Rates:** This station has no rate card and does not sell time.

For CBC Network

See Services Volume

## CJOX-TV-2

### Lawn

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

**Network Service:** CTV, same as CJON-TV, St. John's.

**Transmitter:** Lawn, Nfld.

**Technical Facilities:** Channel 10 (192-198 mc). Authorized power: 60-watts visual, 30-watts aural. Antenna: 300-ft. above av. terrain, 20-ft. above ground, 400-ft. above sea level,

**Began Operation:** Nov. 1967.

**Rates:** Included as a bonus with CJON-TV, St. John's, Nfld.

### CBNT-3 Marystown

(Ch. 5)

(Satellite rebroadcasting station of CBNT-2, Placentia, Nfld., which in turn repeats CBNT, St. John's, Nfld.)

**Network Service:** CBC, same as CBNT, St. John's.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Marystown.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 22.5-kw visual, 11.25-kw aural. Antenna: Directional, 800-ft. above av. terrain, 291-ft. above ground, 931-ft. above sea level, lat. 47° 08' 39", long. 55° 08' 52".

**Began Operation:** Nov. 29, 1965.

**Rates:** This is an automatic repeater of CBNT-2, Placentia, Nfld., which in turn repeats CBNT, St. John's, Nfld. and both are included as a bonus with CBNT.

### CBNT-2 Placentia

(Ch. 12)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

**Network Service:** CBC, same as CBNT, St. John's.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Placentia.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 1.58-kw visual, .79-kw aural. Antenna: Directional, 633-ft. above av. terrain, 339-ft. above ground, 839-ft. above sea level, lat. 47° 13' 52", long. 53° 58' 56".

**Began Operation:** Nov. 25, 1965.

**Rates:** This is an automatic repeater of CBNT, St. John's and is included as a bonus with that station.

### CBYBT Port aux Basques

(Ch. 3)

(Repeater of CBC English network & operates CBYBT-1, St. Andrews)

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Flagstaff Hill, NW of Port aux Basques.

**Technical Facilities:** Channel No. 3 (60-66 mc). Authorized power: 470-kw visual, 235-kw aural. Antenna: 187-ft. above av. terrain, 176-ft. above ground, 381-ft. above sea level, lat. 47° 34' 49", long. 59° 08' 45".

**Began Operation:** December 22, 1966.

**Rates:** This is an automatic repeater of the CBC English network and is a bonus of that network.

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**CBYBT Total Persons:** 77,700  
**BBM Weekly Circulation (Nov. 1967):** 11,500

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### CBNT-1 Port Rexton

(Ch. 13)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

**Network Service:** CBC, same as CBNT, St. John's.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Port Rexton, Nfld.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 16-kw visual, 8-kw aural. Antenna: Directional, 696-ft. above av. terrain, 550-ft. above ground, 1000-ft. above sea level, lat. 48° 26' 27", long. 53° 21' 25".

**Began Operation:** April 29, 1965.

**Rates:** This is an automatic repeater of CBNT, St. John's, and is included with that station as a bonus to the CBC English network.



# Newfoundland—St. John's

## CBNT

(Ch. 8)

(Operates satellite rebroadcasting stations CBNT-1, Port Rexton and CBNT-2, Placentia. CBNT-2, is repeated by CBNT-3, Marystown, which is repeated by CBNT-4, St. Albans, all Nfld.)

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 356-kw max. and 196-kw av. visual, 178-kw max. and 98-kw av. aural. Antenna: Directional, 855-ft. above av. terrain, 340-ft. above ground, 1171-ft. above sea level.

Latitude 47° 32' 04"  
Longitude 52° 47' 25"

**Transmitter:** Kenmount Hill, 4-mi. SE of St. John's.

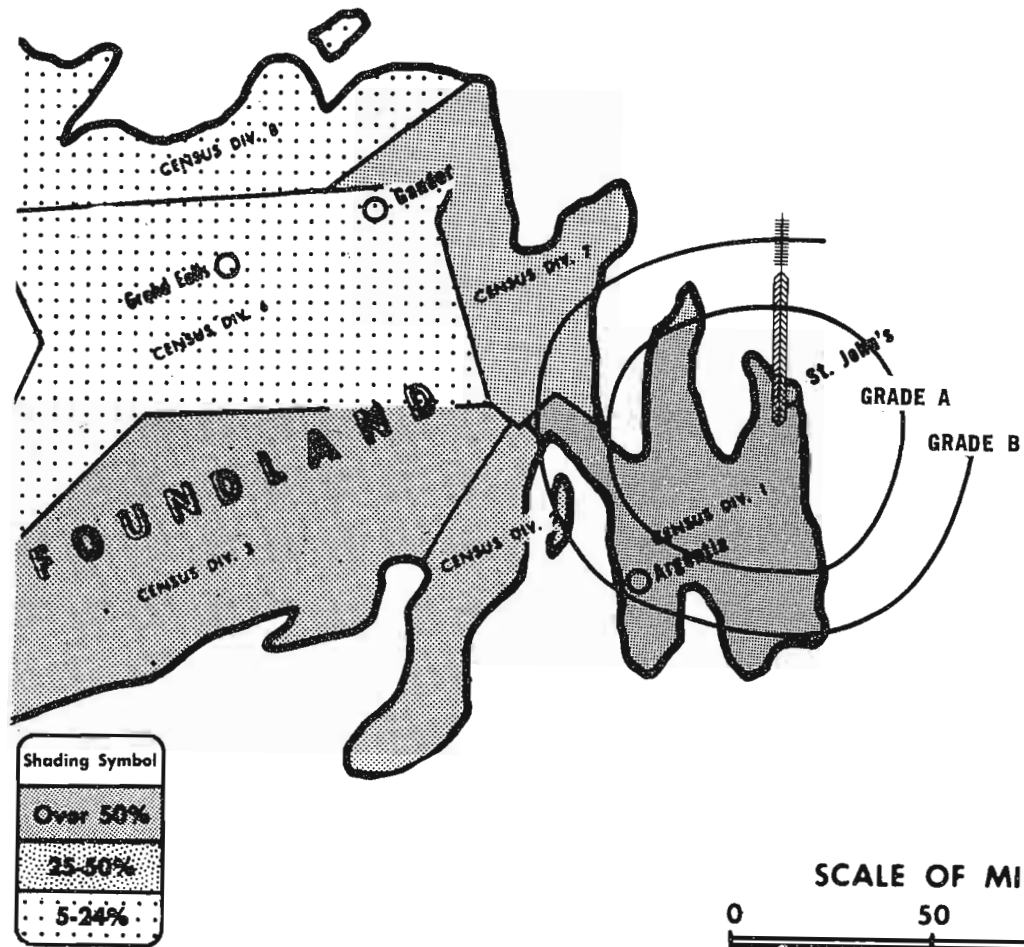
**Studio:** 799 Water St.

**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News, UPI.

**AM Affiliate:** CBN, 10-kw, 640 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBNT Authorized 10/3/63

## CBNT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Telephone:** 578-7181. **TWX No.:** 016-252.

**Began Operation:** Oct. 1, 1964.

**Personnel:**

Charles Mardel, *manager, TV operation.*  
Harold Bishop, *TV technical director.*  
Douglas Brophy, *TV program director.*

### DIGEST OF RATE CARD NO. 3—(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon-Sat.; 5-11 p.m., Sun.  
\$275.00 \$165.00 \$110.00 \$96.00 \$83.00 \$69.00\* \$62.00\* \$55.00\* \$41.00\*

\*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	10	Census Division 1	201,000
	9	St. John's M.A.	103,600
	25	Census Divisions 2 and 3	52,100
	70	Census Division 7	39,200
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	60	Census Division 6	43,500
	95	Census Divisions 9 and 10	47,800
	80	Census Division 8	51,100
<b>CBNT Total Persons:</b>			<b>434,700</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>242,300</b>
<b>Metro Areas</b>	9	St. John's M.A.	

# Newfoundland—St. John's

## CJON-TV

(Ch. 6)

(Also operates satellite rebroadcasting stations CJOX-TV, Argentia; CJON-TV-1, Bonavista; CJON-TV-2, Corner Brook; CJOX-TV-1, Grand Bank; CJOX-TV-2, Lawn; CJCN-TV, Grand Falls, all Nfld.)

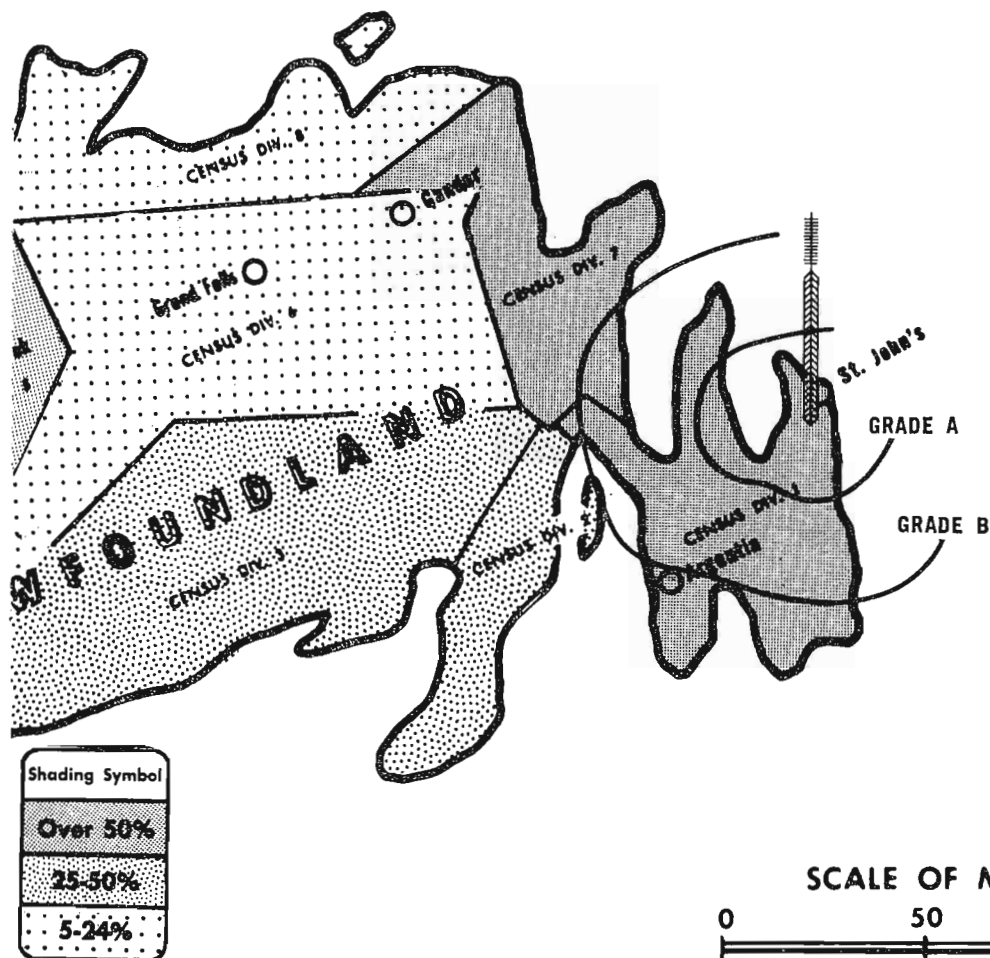
**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 110-kw visual, 50-kw aural. Antenna: Directional, 660-ft. above av. terrain, 300-ft. above ground, 980-ft. above sea level.

Latitude 47° 32' 08"  
Longitude 52° 48' 41"

**Transmitter:** Kenmount Rd., 6-mi. from city.

**Color:** Network, film, slide & tape.

**AM Affiliate:** CJON, 10-kw, 930 kc.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJON-TV Authorized 1/9/59

## CJON-TV

**Network Service:** CTV.

**Licensee:** Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box E-5189.

**Studio:** CJON Television Bldg., Prince of Wales St.

**Telephone:** 579-5015.

**Ownership:** G. W. Stirling; Don Jamieson. Also operates satellites CJOX-TV, Argentia; CJON-TV-2, Bonavista; CJON-TV-1, Corner Brook; and CJCN-TV, Grand Falls, CJOX-TV-1, Grand Bank, & CJOX-TV-2, Lawn, all Nfld.

**Began Operation:** Aug. 3, 1955.

**Represented (sales) by** Weed & Co. (for U.S.); Stovin-Byles Ltd.

**Personnel:**

G. W. Stirling, *chairman of the board.*  
Don Jamieson, *president.*  
Colin Jamieson, *vice president & general manager.*  
Oscar Hierlhy, *director of engineering.*

### DIGEST OF RATE CARD NO. 9 (Jan. 1, 1965)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$325.00	\$230.00	\$195.00	\$165.00	\$125.00*	\$95.00*	\$65.00*

\*Class AA—6-10:30 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	10	Census Division 1	201,000
	9	St. John's M.A.	103,600
	70	Census Division 7	39,200
	50	Census Division 5	43,300
<b>Between 25-50%</b>	25	Census Divisions 2 and 3	52,100
<b>Between 5-24%</b>	95	Census Divisions 9 and 10	47,800
	60	Census Division 6	43,500
	80	Census Division 8	51,100
<b>CJON-TV Total Persons:</b>			<b>478,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>291,300</b>
<b>Metro Areas 9 St. John's M.A.</b>			

For the CTV Network Listing  
see Services Volume

**CBNT-4**  
**St. Albans**

(Ch. 9)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld. via CBNT-3, Marystown, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Albans, Nfld.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 341-ft. above av. terrain, 200-ft. above ground, 725-ft. above sea level, lat. 47° 51' 44", long. 55° 51' 22".

Began Operation: Dec. 1967.

Rates: This is an automatic repeater of CBNT, St. John's and is included as a bonus with that station.

**CBYBT-1**

**St. Andrews**

(Ch. 6)

(Satellite rebroadcasting station of CBYBT, Port aux Basques, Nfld.)

Network Service: CBC, same as CBYBT, Port aux Basques, Nfld.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Andrews, Nfld.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 515-watts visual, 52-watts aural. Antenna: 186-ft. above av. terrain, 171-ft. above ground, 486-ft. above sea level, lat. 47° 48' 12", long. 59° 17' 23".

Began Operation: July 18, 1967.

Rates: This is an automatic repeater of CBYBT, Port aux Basques, and is included with that station as a bonus of the CBC English Network.

**NORTHWEST TERRITORIES**

**CFYK-TV**

**Yellowknife**

(Ch. 8)

(Satellite repeater of the CBC English Network)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Yellowknife.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 59.5-watts visual, 5.95-watts aural. Antenna: 100-ft. above av. terrain, 78-ft. above ground, 668-ft. above sea level, lat. 62° 27' 90", long. 114° 22' 09".

Began Operation: May 14, 1967.

Rates: This is an automatic repeater of the CBC English Network and is included as a network bonus.

President  
Hugh Ben LaRue

Area Code 212  
265-3430

**La Rue Media Brokers Inc.**

Radio Television CATV

Sales

Radio/TV: El Paso, Texas \$2,300,000

TV: Portland, Maine \$4,800,000

116 Central Park South

New York, N.Y.

**ONTARIO**

**CBWCT-1**

**Atikokan**

(Ch. 7)

(Satellite of CBWCT, Fort Frances, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Atikokan, Ont.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: .544-kw visual, .272-kw aural. Antenna: Directional, 385-ft. above av. terrain, 323-ft. above ground, 1410-ft. above sea level, lat. 48° 46' 18", long. 91° 36' 50".

Began Operation: Nov. 3, 1964.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network.

**CHEX-TV-1**

**Bancroft**

(Ch. 2)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)

Network Service: CBC, same as CHEX-TV, Peterborough.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.

Transmitter: Lot 29, Plan 13, Twp. of Dungannon, Bancroft.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 8.7-watts visual, 4.3-watts aural. Antenna: 100-ft. above ground, 1600-ft. above sea level, lat. 45° 03' 45", long. 77° 49' 23".

Began Operation: Sept. 24, 1965.

Rates: This is an automatic repeater of CHEX-TV, Peterborough, and is included as a bonus with that station.

**CKVR-TV**

**Barrie**

(Ch. 3)

(Operates satellite rebroadcasting stations CKVR-TV-1, Parry Sound; CKVR-TV-2, Huntsville; CKVR-TV-3, Haliburton, all Ont.)

Network Service: CBC.

Licensee: Ralph Snelgrove Television Ltd., P.O. Box 519.

Studio & Transmitter: Highway 27, 2-mi. S of city.

Telephone: 726-6466.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 810-ft. above av. terrain, 704-ft. above ground, 1704-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55". (Holds authorization for 13.5-kw aural; 1267-ft. above av. terrain; transmitter to site near Palgrave, Ont.)

Color: Network, film & slide.

News Wire Service: Broadcast News.

AM Affiliate: CKBB, 10-kw (2.5-kw night), 950 kc.

Ownership: Ralph Snelgrove, pres.; Allan Waters; v.p.; Geoff Stirling, secy.-treas.

Began Operation: Sept. 28, 1955.

Represented (sales) by The Devney Organization (U.S.); Paul Mulvihill & Co. Ltd. (Toronto & Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver).

Personnel:

Ralph Snelgrove, *president & general manager.*  
Bert Snelgrove, *assistant general manager.*  
Charles Tierney, *general sales & promotion manager.*  
Bob Locke, *traffic director.*  
Jerry Robertson, *production manager.*  
Jack Mattenley, *operations manager & film buyer.*  
Bert Verwey, *chief engineer.*

DIGEST OF RATE CARD NO. 15

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., Mon.-Wed.; 7-11 p.m., Thurs.-Sun.							
\$405.00	\$263.00	\$223.00	\$162.00	\$140.00	\$100.00	\$100.00	\$55.00

CKVR-TV Total Persons: 2,937,900

BBM Weekly Circulation (Nov. 1967): 410,200

# Ontario

## CFCL-TV-7

### Chapleau

(Ch. 7)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.

Transmitter: Chapleau.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 150-watts visual, 30-watts aural. Antenna: Directional, 420-ft. above av. terrain, 250-ft. above ground, lat. 47° 50' 20", long. 83° 24' 25".

Began Operation: April 13, 1967.

Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

## CBWAT-1

### Dryden

(Ch. 9)

(Satellite rebroadcasting station of CBWAT, Kenora, Ont. CBWAT-1 is repeated by CBWAT-2, Sioux Lookout, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Dryden.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 8.9-kw visual, 4.95-kw aural. Antenna: 569-ft. above av. terrain, 531-ft. above ground, 1845-ft. above sea level, lat. 49° 45' 52", long. 92° 40' 56".

Began Operation: March 26, 1963.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

## CBFST-3

### Elliot Lake

(Ch. 12)

(French outlet)

(Satellite rebroadcasting station of CBFST-1, Sudbury, Ont., which gets programming from CBFST, Sturgeon Falls, a repeater station of CBC French network)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 1-mi. E of Elliot Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 18.6-kw visual, 3.72-kw aural. Antenna: Directional, 532-ft. above av. terrain, 145-ft. above ground, 169-ft. above sea level, lat. 46° 23' 21", long. 82° 37' 06".

Began Operation: Dec. 1967.

Rates: This is included with CBFST, Sturgeon Falls and its other repeaters as a bonus to the CBC French network rate.

## CKSO-TV-1

### Elliot Lake

(Ch. 3)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)

Network Service: CBC, CBS, NBC & ABC, same as CKSO-TV, Sudbury.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St., Sudbury, Box 400.

Studio & Transmitter: Elliot Lake. Telephone: 848-3092.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 19-kw visual, 3.8-kw aural. Antenna: 432-ft. above av. terrain, 120-ft. above ground, 1520-ft. above sea level, lat. 46° 25' 40", long. 82° 40' 10".

Color: Network.

Ownership: See CKSO-TV.

Began Operation: Oct. 26, 1957.

Personnel:

Ralph Connor, *vice president & general manager.*

Rates: Included as a bonus with CKSO-TV, Sudbury, Ont.

## CBWCT Fort Frances

(Ch. 5)

(Satellite of CBWAT, Kenora, Ont., which repeats CBWT, Winnipeg Man. CBWCT is repeated by CBWCT-1, Atikokan and CBWAT-3, Red Lake, Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Black Hawk, 25-mi. NW of Fort Frances.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 20.2-kw visual, 10.1-kw aural. Antenna: 660-ft. above av. terrain, 602-ft. above ground, 1942-ft. above sea level, lat. 48° 48' 18", long. 93° 53' 24".

Began Operation: July 30, 1964.

Rates: This is an automatic repeater of CBWAT, Kenora, which repeats CBWT, Winnipeg, Man. and is included as a bonus with the latter station.

## CBLAT Geraldton

(Ch. 12)

(Repeater of the CBC English Network.)

Network Service: CBC

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Geraldton, 8-mi. E of Geraldton.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 22-kw visual, 4.4-kw aural. Antenna: 598-ft. above av. terrain, 540-ft. above ground, 1690-ft. above sea level, lat. 40° 43' 50", long. 86° 43' 21".

Began Operation: October 15, 1967.

Rates: This is an automatic repeater of the CBC English network and is included as a bonus of that network.

CBLAT Total Persons: 146,000

BBM Weekly Circulation (Nov. 1967): 7,700

## CKVR-TV-3

### Haliburton

(Ch. 5)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Skyline Park, Haliburton.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 50-watts visual, 25-watts aural. Antenna: Directional, 149-ft. above av. terrain, 121-ft. above ground, 1414-ft. above sea level, lat. 45° 02' 35", long. 78° 29' 56". (Holds authorization for change to 2.5-kw visual, 0.5-kw aural; 411-ft. above av. terrain.)

Began Operation: July 14, 1965.

Rates: This is an automatic repeater of CKVR-TV, Barrie, and is included as a bonus with that station.

## CBFOT-2

### Hearst

(Ch. 7)

(Satellite rebroadcasting station of CBFOT-1, Kapuskasing, Ont., which repeats CBFOT, Timmins, Ont.)

Network Service: CBC, same as CBFOT, Timmins, Ont.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 6¼-mi. ESE of Hearst.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 8.4-kw visual, 4.2-kw aural. Antenna: Directional, 611-ft. above av. terrain, 520-ft. above ground, 544-ft. above sea level, lat. 49° 38' 40", long. 83° 30' 50".

Began Operation: June 23, 1966.

Rates: This is an automatic repeater of CBFOT-1, Kapuskasing, Ont., which in turn repeats CBFOT, Timmins, Ont. and both are included as a bonus with CBFOT.

(Continued on page 883-b)



# Ontario—Cornwall

## CJSS-TV

(Ch. 8)

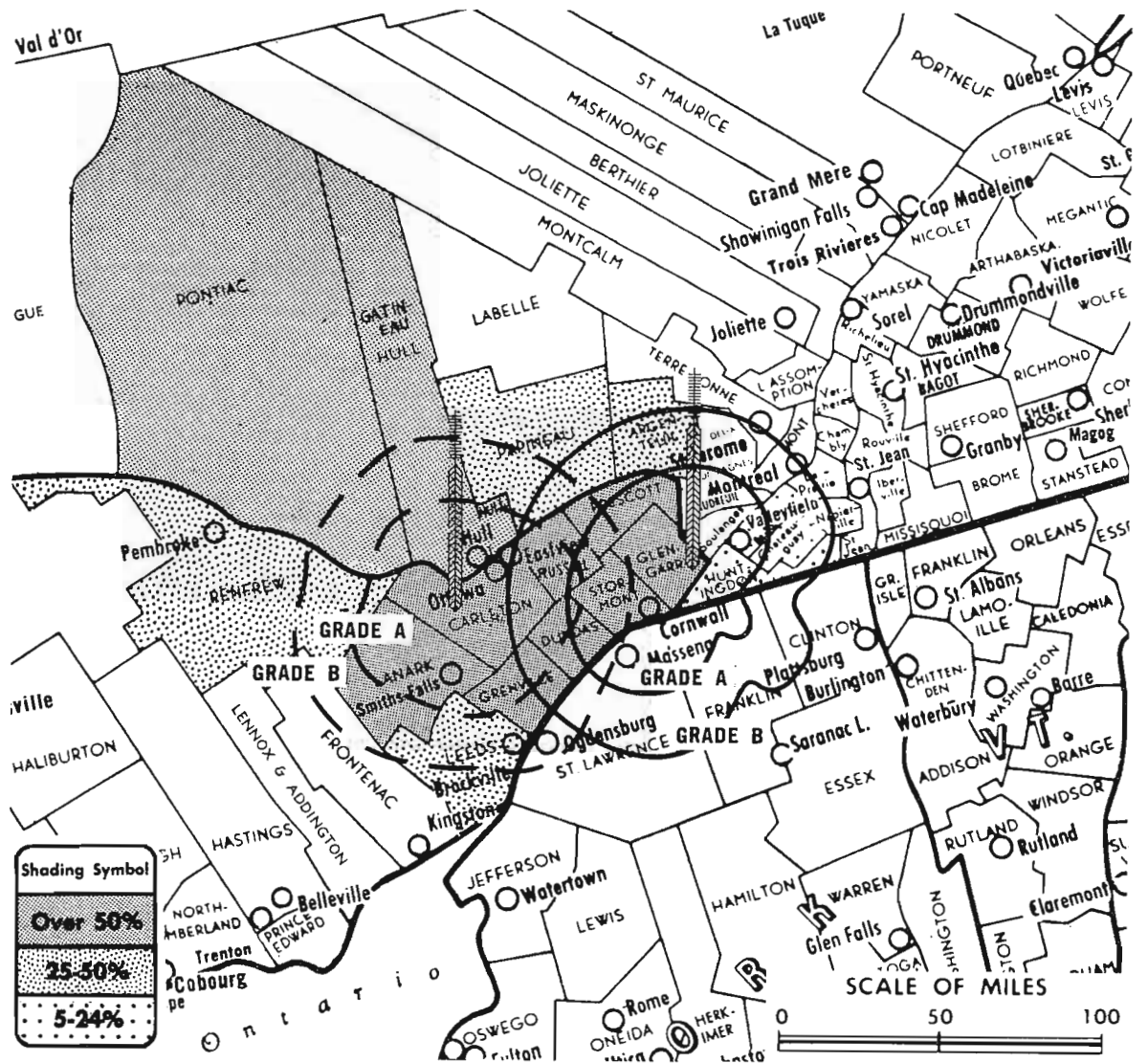
(Satellite of CJOH-TV, Ottawa, Ont.)

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 260-kw visual, 155-kw aural. Antenna: 615-ft. above av. terrain, 680-ft. above ground, 855-ft. above sea level.

Latitude 45° 10' 35"  
Longitude 74° 31' 38"

**Transmitter:** Glen Gordon Station, Lancaster, Ont.

**Color:** Network.



## CJSS-TV

**Network Service:** CTV.

**Licensee:** Bushnell TV Co. Ltd., 1500 Merivale Rd., City View, Ottawa, Ont.

**Studio:** 1500 Merivale Rd., Ottawa.

**Ownership:** Cornwall Bcstg. Ltd., see CJOH-TV, Ottawa, Ont.

**Began Operation:** Oct. 18, 1959.

**Represented (sales) by** E. S. Sumner Corp. (for U.S.); Independent Canadian TV Sales Ltd. (Toronto & Montreal); Radio-TV Representatives Ltd. (Winnipeg & Vancouver).

**Personnel:** Same as CJOH-TV, Ottawa, Ont.

**Rates:** Sold only in combination with CJOH-TV, Ottawa, Ont.

For BBM Bureau of Measurement Data  
see CJOH-TV, Ottawa, Ont.

## PROGRAM SOURCE and SERVICES SUPPLIERS

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PROGRAM MANAGERS mailing lists, addressed by name, and kept current every week, available from Television Factbook Mailing List Division.

**See page 701-b for details.**

# Ontario—Hamilton

## CHCH-TV (Ch. 11)

(Also Serves Toronto, Ont.)

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 325-kw visual, 202-kw aural. Antenna: 1173-ft. above av. terrain, 1093-ft. above ground, 1718-ft. above sea level.

Latitude 43° 12' 27"  
Longitude 79° 46' 28"

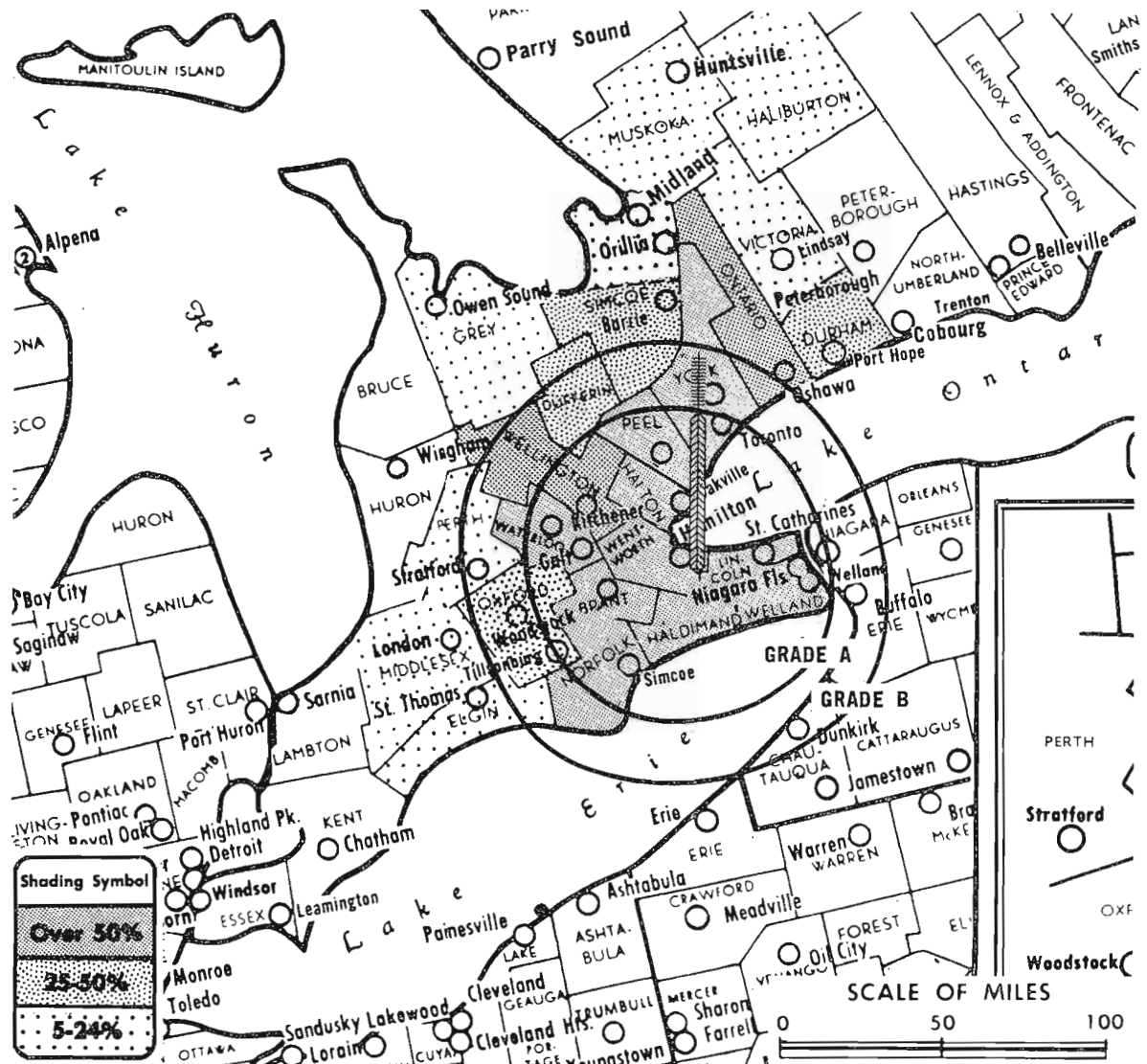
**Transmitter:** 1-mi. SW of Stoney Creek, atop Escarpment.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI, Broadcast News, Canadian Press.

**Facsimile Service:** AP, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHCH-TV Authorized: 5/19/61

## CHCH-TV

**Network Service:** Independent.

**Licensee:** Niagara Television Ltd., Box 11-11.

**Studio:** 163 Jackson St. W.

**Telephone:** Jackson 2-1101.

**Sales Office:** 20 Carlton St., Toronto.

**Telephone:** 362-7211.

**Ownership:** Estate of Kenneth D. Soble, 1/4; Southam Co. Ltd. (St. Clair Balfour Jr.), 1/4; Wentworth Broadcasting Co. Ltd. (jointly owned by Selkirk Holdings Ltd. and Clifford Sifton), operating CKOC, 1/4; Mr. Paul Nathanson, 1/4. Mr. Sifton also operates CKCK-TV, Regina. Southam Co. publishes *Hamilton Spectator*, owns part of CHCT-TV, Calgary, where it publishes *Calgary Herald*; owns 60% of CFAC, Calgary and CJCA, Edmonton. For other Southam holdings, see CHCT-TV.

**Began Operation:** June 7, 1954.

**Represented (sales) by:** E. S. Sumner Corp., 120 Carlton, Toronto (for U.S.) & All-Canada Radio & Television Ltd. (Montreal, Winnipeg & Vancouver).

**Personnel:**

- S. J. Bibby, vice president & general manager.
- A. A. Bruner, vice president, corporate development (Toronto).
- W. L. Crittenden, director of sales & marketing (Toronto).
- K. L. Dingleline, secretary-treasurer.
- F. P. Denardis, operations manager.
- D. C. Gale, program manager.
- W. E. Jeynes, director of engineering.

**DIGEST OF RATE CARD NO. 17  
(Jan. 1, 1968)**

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5-11 p.m., Sun.-Fri.						
.....	.....	.....	\$400.00	\$260.00	\$320.00	\$120.00

For Other Area Stations  
see Niagara Falls, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,100
	5280	Wentworth Co.	409,000
	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5290	Lincoln Co.	154,000
	5270	Halton Co.	154,000
	5210	Peel Co.	197,000
	5320	Brant Co.	93,800
	5190	Ontario	185,000
	5289	St. Catharines U.A.	115,100
	5300	Welland Co.	184,000
	5360	Wellington Co.	98,000
	5319	Brantford U.A.	64,300
	5330	Norfolk Co.	50,600
	5179	Oshawa U.A.	108,180
5359	Guelph M.A.	53,500	
5209	Brampton U.A.	55,400	
5309	Welland U.A.	61,200	
5310	Haldimand Co.	30,800	
5299	Niagara Falls U.A.	62,400	
Between 25-50 %	5350	Oxford Co.	78,200
	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5180	Durham Co.	46,400
Between 5-24 %	5369	London M.A.	218,200
	5370	Middlesex Co.	261,000
	5420	Perth Co.	61,600
	5221	Simcoe E. Elect. Dist.	60,600
	5380	Elgin Co.	61,500
	5255	Haliburton Co., Muskoka Co.	35,400
	5450	Grey Co.	62,800
5170	Victoria Co.	31,400	
<b>CHCH-TV Total Persons:</b>			<b>4,728,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>2,828,600</b>
<b>Metro Areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	
	5369	London M.A.	

## CFCL-TV-4

### Hearst

(Ch. 4)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.

Transmitter: Highway 583.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 98-watts visual, 49-watts aural. Antenna: Directional, 200-ft. above av. terrain, 200-ft. above ground, 1020-ft. above sea level, lat. 49° 42' 56", long. 83° 38' 49".

Ownership: Same as CFCL-TV, Timmins, Ont.

Began Operation: Dec. 1, 1965.

Rates: This is an automatic repeater of CFCL-TV, Timmins, and is included as a bonus with that station.

## CKVR-TV-2

### Huntsville

(Ch. 8)

(Satellite of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Melissa, near Huntsville.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 115-watts visual, 49-watts aural. Antenna: 481-ft. above av. terrain, 378-ft. above ground, 1628-ft. above sea level, lat. 45° 24' 38", long. 79° 15' 22".

Ownership: See CKVR-TV, Barrie, Ont. Began Operation: May 25 1964.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

## CBFOT-1

### Kapuskasing

(Ch. 12)

(Satellite rebroadcasting station of CBFOT, Timmins, Ont.)

Network Service: CBC French Network, same as CBFOT, Timmins.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: South of Moonbeam, near Kapuskasing.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 27-kw max. and 17.4-kw av. visual, 13.5-kw max. and 8.7-kw av. aural. Antenna: 438-ft. above av. terrain, 426-ft. above ground, 1226-ft. above sea level, lat. 49° 17' 48", long. 82° 11' 19".

Began Operation: Sept. 7, 1964.

Rates: This is an automatic repeater, and is included as a bonus to the CBC French network rate.

## CFCL-TV-3

### Kapuskasing

(Ch. 3)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 326-watts visual, 163-watts aural. Antenna: 368-ft. above av. terrain, 185-ft. above ground, 1137-ft. above sea level, lat. 49° 22' 32"; long. 82° 21' 35".

Ownership: See CFCL-TV.

Began Operation: Dec. 15, 1957.

Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

## CFCL-TV-2

### Kearns

(Ch. 2)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.; CFCL-TV-2 is repeated by CFCL-TV-5, Malartic, P.Q.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins, Ont.

Telephone: AM-4-4211.

1968 Edition

## Ontario

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 26.5-kw visual, 13.5-kw aural. Antenna: Directional, 737-ft. above av. terrain, 525-ft. above ground, 1590-ft. above sea level, lat. 49° 43' 30", long. 80° 19' 30".

Ownership: See CFCL-TV.

Began Operation: July 1, 1958.

Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

## CBWAT

### Kenora

(Ch. 8)

(Repeater station of CBWT, Winnipeg, Man., CBC English network. Also is repeated by CBWAT-1, Dryden, Ont., which in turn is repeated by CBWAT-2, Sioux Lookout, Ont.; by CBWCT, Fort Frances, in turn repeated by CBWCT-1, Atikokan, and by CBWAT-3, Red Lake, all Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Tunnel Island.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 9.3-kw visual, 5.5-kw aural. Antenna: 240-ft. above av. terrain, 191-ft. above ground, 1351-ft. above sea level, lat. 49° 46' 13", long. 94° 30' 13".

Began Operation: Dec. 5, 1959.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

CBWAT Total Persons: 80,500

BBM Weekly Circulation (Nov. 1967): 71,200

## CBLAT-1

### Manitouwadge

(Ch. 8)

(Satellite rebroadcasting station of CBLAT, Geraldton.)

Network Services: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter location: ½-mile N of Manitouwadge.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 22-kw visual, 4.4-kw aural. Antenna: 599-ft. above av. terrain, 538-ft. above ground, 1954-ft. above sea level, lat. 49° 08' 21", long. 85° 49' 23.5".

Began Operation: Oct. 15, 1967.

Rates: This is an automatic repeater of CBLAT, Geraldton, and is included with that station as a bonus of the CBC English Network.

## CBLAT-4

### Marathon

(Ch. 11)

(Satellite rebroadcasting station of CBLAT-1, Manitouwadge, Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 9-mi. W of Marathon.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 7.66-kw visual, 1.53-kw aural. Antenna: 932-ft. above av. terrain, 378-ft. above ground, 1758-ft. above sea level, lat. 48° 44' 03", long. 86° 34' 18".

Began Operation: Dec. 1967.

Rates: This is an automatic repeater of CBLAT-1, Manitouwadge, and is included as a bonus of that station.

## CHEX-TV-2

### Minden

(Ch. 10)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)

Network Service: CBC, same as CHEX-TV, Peterborough.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.

Transmitter: Lot 2, Concession 3, Minden, Ont.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 8.9-watts visual, 4.4-watts aural. Antenna: 100-ft. above ground, 1150-ft. above sea level, lat. 44° 56' 41", long. 78° 42' 48".

Began Operation: Nov. 15, 1966.

Rates: This is an automatic repeater of CHEX-TV, Peterborough and is included as a bonus with that station.

883-b

# Ontario—Kingston

## CKWS-TV

(Ch. 11)

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 250-kw visual, 150-kw aural. Antenna: 851-ft. above av. terrain, 826-ft. above ground, 907-ft. above sea level.

Latitude 44° 19' 26"  
Longitude 76° 49' 07"

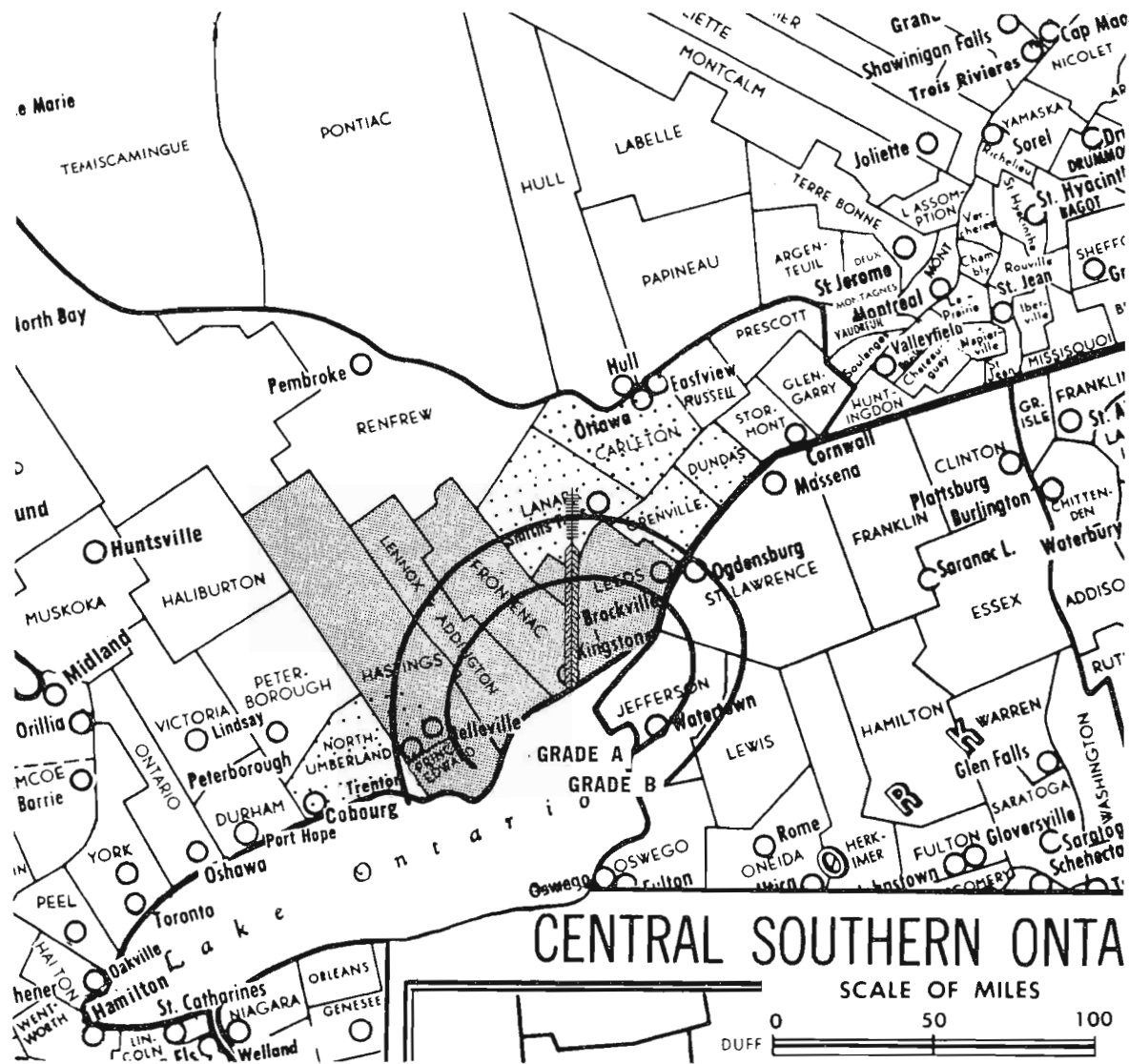
**Transmitter:** Wolfe Island, 3-mi. off Kingston mainland.

**Color:** Network.

**News Wire Service:** Canadian Press.

**AM Affiliate:** CKWS, 10-kw, 960 kc (CBC).

**FM Affiliate:** CKWS-FM, .35-kw, 96.3 mc (No. 242), 94-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKWS-TV Authorized 1/9/59

## CKWS-TV

**Network Service:** CBC.

**Licensee:** The Frontenac Bcstg. Co. Ltd., 170 Queen St.

**Studio:** 170 Queen St.

**Telephone:** 542-4977.

**Ownership:** W. Rupert Davies estate, 51%; Lord Thomson of Fleet, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Davies family publishes *Kingston Whig-Standard* and *Peterborough Examiner*. Lord Thomson is chain newspaper publisher.

**Began Operation:** Dec. 9, 1954.

**Represented (sales) by:** All-Canada Radio & Television Ltd.

**Personnel:**

R. W. Hofstetter, *manager*.  
A. J. Brooks, *local sales manager*.  
Gord Backus, *chief engineer*.  
Stan Leverre, *program director*.  
Max Jackson, *sports director*.

### DIGEST OF RATE CARD NO. 12 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$275.00	\$190.00	\$160.00	\$140.00	\$80.00	\$60.00	\$60.00	\$25.00

Class AA—6-11 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	5110	Frontenac Co.	101,000
	5109	Kingston U.A.	74,800
	5140	Hastings Co.	94,400
	5125	Lennox & Addington Co., Prince Edward Co.	47,200
	5080	Leeds Co.	50,000
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	5070	Carleton Co.	429,000
	5090	Lanark Co.	41,600
	5055	Dundas Co., Grenville Co.	40,800
	5150	Northumberland Co.	46,400
<b>CKWS-TV Total Persons:</b>			<b>850,400</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>278,000</b>

For Canadian CATV, see Services Volume



# Ontario—Kingston-Watertown N.Y.

## WWNY-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

**Transmitter:** Champion Rd.

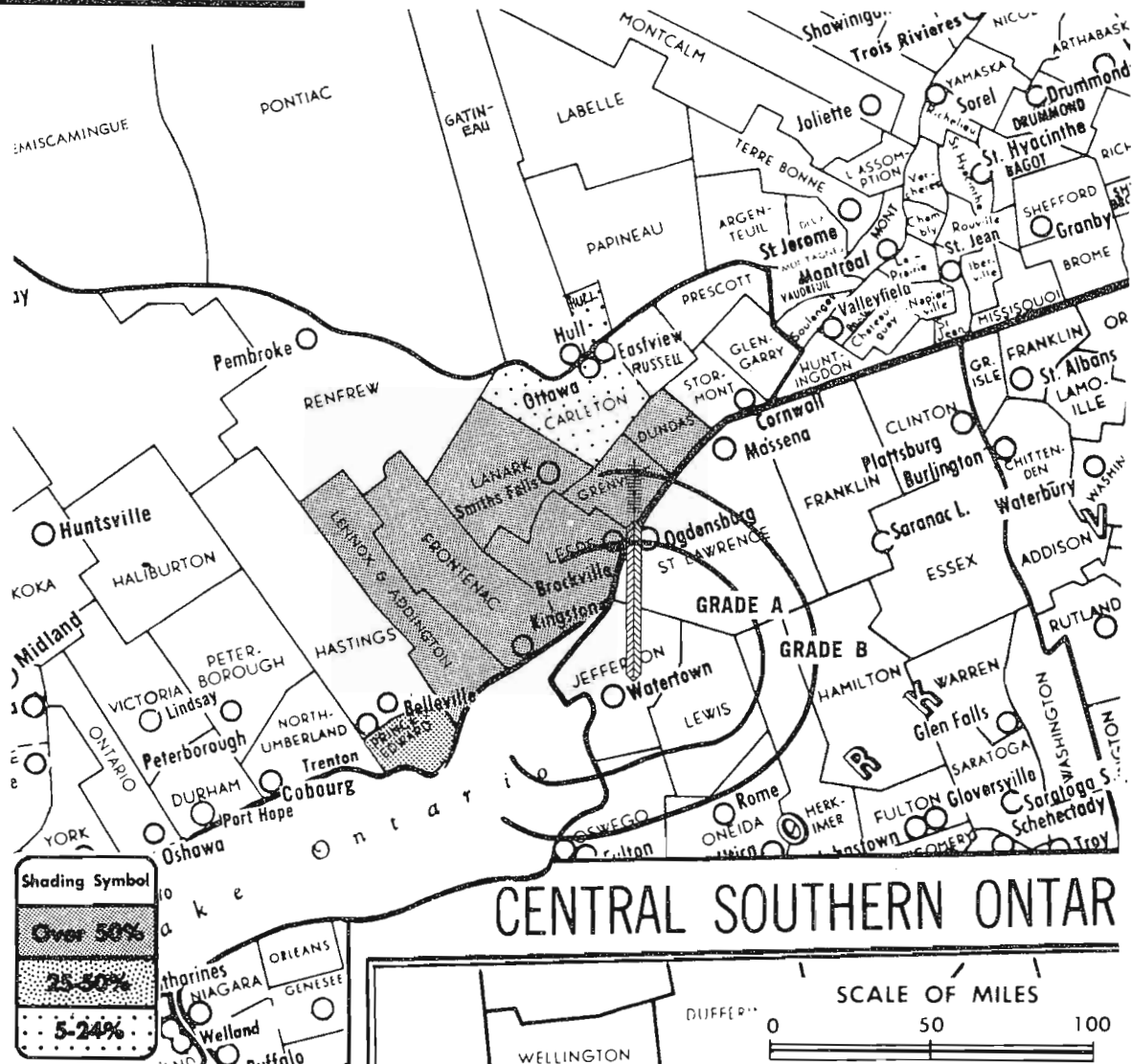
**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP, UPI.

**News Film Service:** CBS.

**AM Affiliate:** WWNY, Watertown, 1-kw, 790 kc (CBS).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

## WWNY-TV

**Network Service:** ABC, CBS.

**Licensee:** The Brockway Co., 260 Washington St., Watertown, N.Y.

**Studio:** Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

**Telephones:** 788-3800, Watertown (sales office); 782-2600, Watertown (studios); 788-6890, Watertown (exec. office).

**TWX No.:** 510-257-4650.

**Ownership:** John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes *Watertown Daily Times* and operates WMSA, Massena, N.Y.

**Began Operation:** Oct. 22, 1954.

**Represented (sales)** by Andy McDermott Radio & TV Sales (Toronto & Montreal); Adam Young-VTM Inc. (U.S.).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by George C. Davis Consulting Engineers.

### Personnel:

James W. Higgins, *general manager.*  
Alfred M. Tauroney, *sales manager.*  
David M. Graves, *program manager & film buyer.*  
Glenn H. Hall, *director of operations.*  
Earl R. Kelly, *dir. of public affairs & promotion.*  
Robert Tompkins, *news director.*  
John G. Case, *sports editor.*  
Michael R. Yonkovig, *director of engineering.*  
Donald C. Morehouse, *chief engineer.*

DIGEST OF RATE CARD NO. 8\*  
(June 17, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$425.00	\$255.00	\$170.00	\$149.00	\$106.00	\$95.00	\$55.00

\*Station accepts payment in Canadian funds.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	5110	Frontenac Co.	101,000
	5080	Leeds Co.	50,000
	5109	Kingston U.A.	74,800
	5055	Dundas Co., Grenville Co.	40,800
	5090	Lanark Co.	41,600
	5125	Lennox & Addington Co., Prince Edward Co.	47,200
Between 25-50 %	None Between 25-50%		
Between 5-24 %	5069	Ottawa M.A.	518,870
	4680	Hull Co.	98,600
	5070	Carleton Co.	429,000
<b>WWNY-TV Total Persons:</b>			<b>808,200</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>307,800</b>
Metro Areas	5069	Ottawa M.A.	



**MALARKEY, TAYLOR & ASSOCIATES**  
**CATV**

**Brokers - Consultants - Engineers**  
**WASHINGTON, D.C.**

1225 Connecticut Ave., N.W. 20036 Area Code 202 • 223-2345

# Ontario—Kitchener

## CKCO-TV (Ch. 13)

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 325-kw visual, 126-kw aural. Antenna: 1015-ft. above av. terrain, 653-ft. above ground, 2093-ft. above sea level.

Latitude 43° 24' 15"  
Longitude 80° 38' 05"

**Transmitter:** Baden Hill, Ont.

**Telephones:** 744-7331; Toronto, 366-0852.

**Telex No.:** 029-5432.

**TV tape:** Recording facilities.

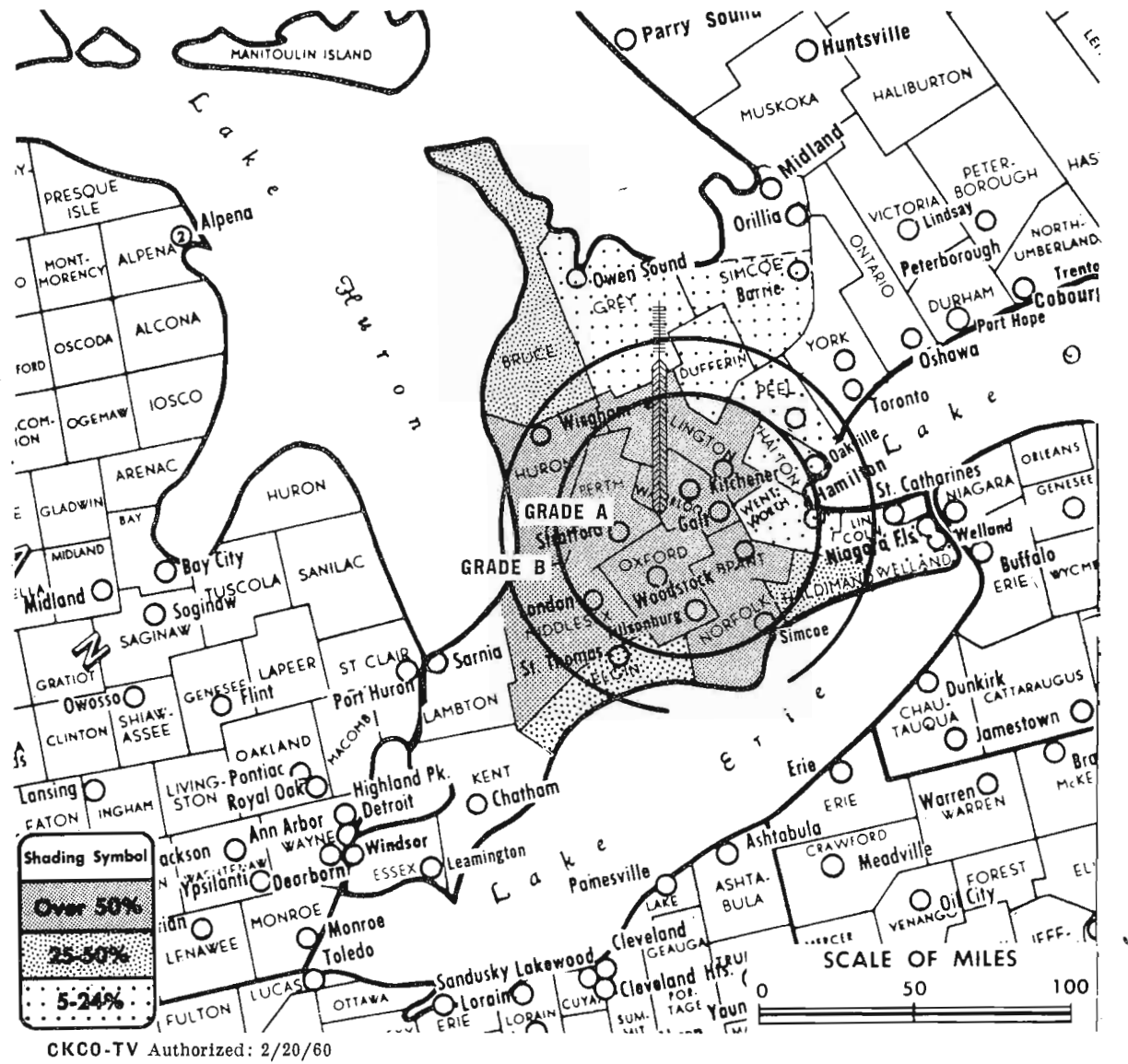
**Color:** Network, live, film, slide & tape.

**News Wire Service:** Canadian Press, Broadcast News.

**Facsimile Service:** Canadian Press.

**AM Affiliate:** CKKW, 1-kw, 1320 kc.

**FM Affiliate:** CFCA-FM, 105.3 mc (No. 287), 100-kw.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CKCO-TV

**Network Service:** CTV.

**Licensee:** Central Ontario Television Ltd., 864 King St. W.

**Studio:** 864 King St. W.

**Ownership:** Carl A. Pollock, pres., 48%; Famous Players Canadian Corp., 48%. For other interests of Famous Players, see CFCM-TV, Québec City.

**Began Operation:** March 1, 1954.

**Represented (sales) by** ABC International Television Inc. (for U.S.) & Hardy Radio & TV Ltd. (Toronto & Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver).

### Personnel:

Carl A. Pollock, *president*.  
Eugene E. Fitzgibbons, *executive director*.  
W. D. McGregor, *vice-president & general manager*.  
William Whiting, *publicity director*.  
B. W. Lawson, *program manager & film buyer*.  
Paul Turchan, *director of engineering*.

### DIGEST OF RATE CARD NO. 20 (March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
.....	.....	.....	.....	.....	\$225.00	\$160.00	\$160.00	\$50.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5370	Middlesex Co.	261,000
	5369	London M.A.	218,200
	5420	Perth Co.	61,600
	5350	Oxford Co.	78,200
	5360	Wellington Co.	98,000
	5320	Brant Co.	93,800
	5430	Huron Co.	54,700
	5319	Brantford U.A.	64,300
	5330	Norfolk Co.	50,600
5359	Guelph U.A.	53,500	
Between 25-50 %	5380	Elgin Co.	61,500
	5440	Bruce Co.	43,100
	5310	Haldimand Co.	30,800
Between 5-24 %	5269	Hamilton M.A.	471,100
	5280	Wentworth Co.	409,000
	5450	Grey Co.	62,800
	5270	Halton Co.	154,000
	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5300	Welland Co.	184,000
	5309	Welland U.A.	61,200
<b>CKCO-TV Total Persons:</b>			<b>1,985,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>898,400</b>
Metro Areas	5339	Kitchener M.A.	
	5369	London M.A.	
	5269	Hamilton M.A.	

# Ontario—London

## CFPL-TV

(Ch. 10)

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 43.2-kw aural. Antenna: 981-ft. above av. terrain, 980.5-ft. above ground, 1868-ft. above sea level.

Latitude 42° 57' 15"  
Longitude 81° 15' 58"

**Transmitter:** Commissioners Road.

**TV tape:** Recording facilities.

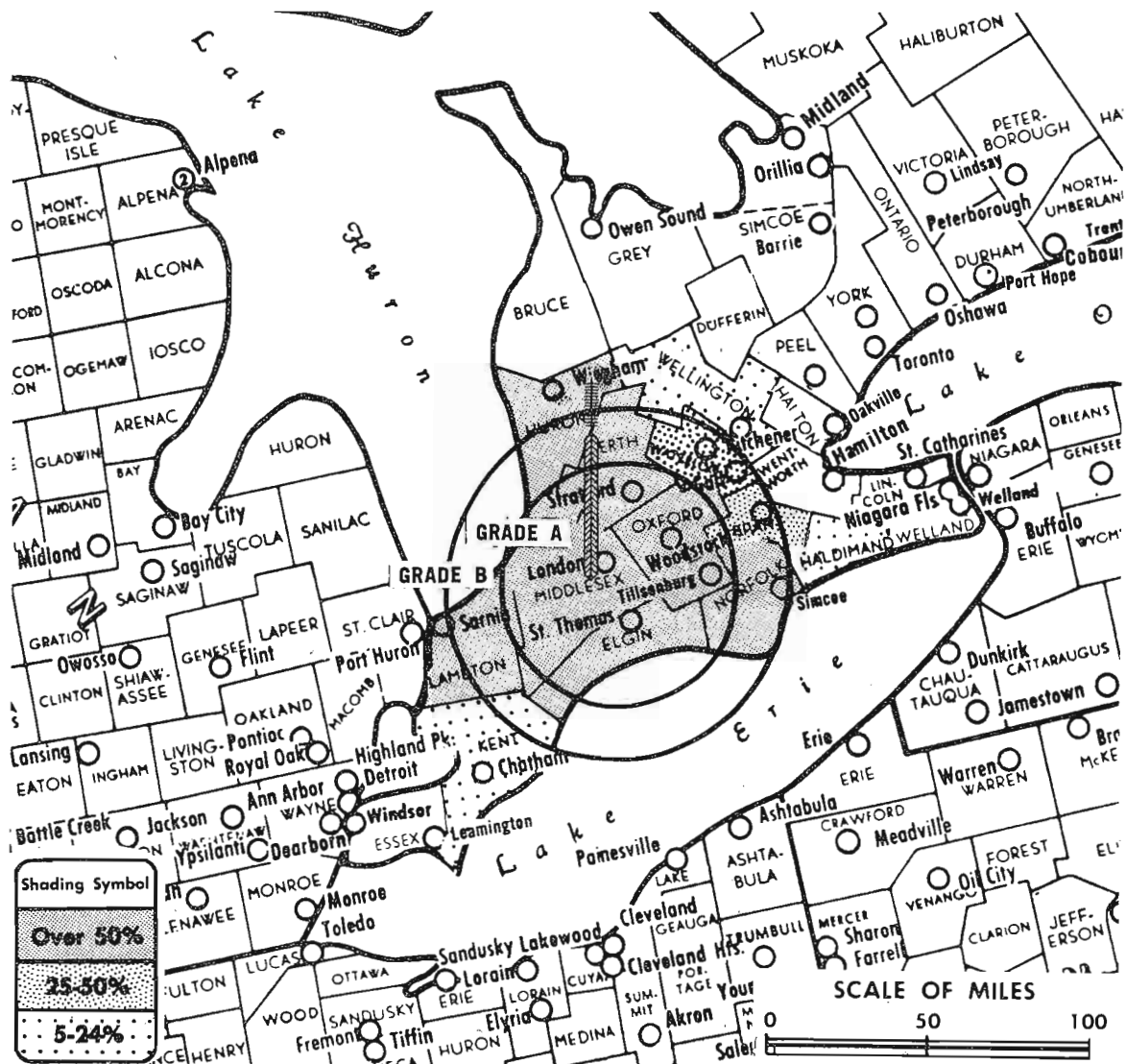
**Color:** Network, film, slide & tape.

**News Wire Service:** Broadcast News, Canadian Press.

**News Film Service:** CBC, National Syndicated Services.

**AM Affiliate:** CFPL, 10-kw (5-kw night), 980 kc (CBC).

**FM Affiliate:** CFPL-FM, 179-kw, 95.9 mc (No. 240), 870-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CFPL-TV Authorized: 10/17/55

## CFPL-TV

**Network Service:** CBC.

**Licensee:** London Free Press Printing Co. Ltd., 369 York St.

**Studio:** Commissioners Road, Box 2880, Terminal 'A'.

**Telephone:** 434-2115.

**Ownership:** London Free Press Printing Co. Ltd., publisher of *London Free Press*; W. J. Blackburn, pres.

**Began Operation:** Nov. 28, 1953.

**Represented (sales) by** All-Canada Radio & Television Ltd.

**Represented (engineering) by** RCA Victor Ltd., Montreal.

### Personnel:

Walter J. Blackburn, *president & publisher*.  
Murray T. Brown, *v.p. broadcasting division*.  
R. A. (Bob) Reinhart, *station manager*.  
W. Clifford Wingrove, *sales manager*.  
G. Robitaille, *director of engineering*.  
James A. Plant, *production manager*.  
Ron Laidlaw, *news director*.  
Tom Bird, *local sales supervisor*.  
W. T. Daley, *creative services manager*.  
T. G. Trowell, *promotion manager*.  
J. C. Kearns, *art director*.

### DIGEST OF RATE CARD NO. 17—(March 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., 11-11:30 p.m., Mon.-Thurs.; 6-11:30 p.m., Fri.-Sun.	\$750.00	\$400.00	\$350.00	\$300.00	\$250.00	\$160.00	\$80.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	5370	Middlesex Co.	261,000
	5369	London M.A.	218,200
	5380	Elgin Co.	61,500
	5350	Oxford Co.	78,200
	5390	Lambton Co.	111,000
	5420	Perth Co.	61,600
	5430	Huron Co.	54,700
	5330	Norfolk Co.	50,600
5389	Sarnia U.A.	69,200	
Between 25-50 %	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5320	Brant Co.	93,800
Between 5-24 %	5319	Brantford U.A.	64,300
	5400	Kent Co.	99,200
	5360	Wellington Co.	98,000
5359	Guelph U.A.	53,500	
5310	Haldimand Co.	30,800	

CFPL-TV Total Persons:	1,233,400
BBM Weekly Circulation (Nov. 1967):	735,600
Metro Areas	5369 London M.A.
	5339 Kitchener M.A.

For CBC Network Listing  
See Services Volume

# Ontario-Niagara Falls (Buffalo, N. Y.)

## WBEN-TV

(Ch. 4)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kc (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 mc (No. 273), 1200-ft. antenna height.

Color: Network, live, film & slide.

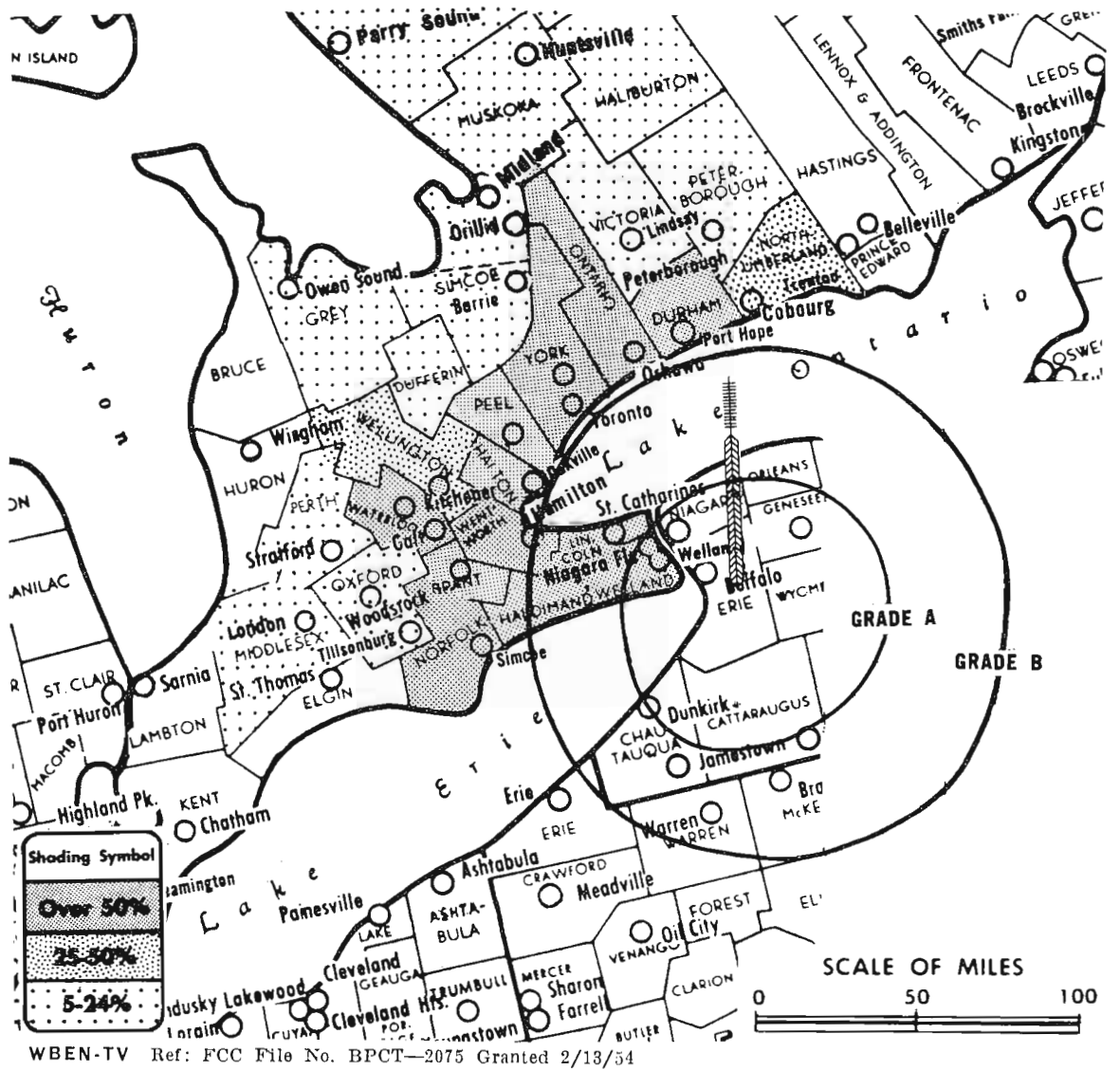
News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

See also Hamilton, Ont.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

## WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 716-858-1410.

Ownership: Same as *Buffalo Evening News*. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

Mrs. E. H. Butler, *president*.  
Leslie G. Arries, Jr., *vice-president & general manager*.  
James H. Righter, *treasurer & secretary*.  
C. Robert Thompson, *vice-president, WBEN, Inc.*  
George R. Torge, *station manager, WBEN-TV*.  
N. J. Malter, *sales manager*.  
William Peters, *program director*.  
Joseph A. Haefner, *promotion manager*.  
Joseph W. Koral, *news director*.  
Frank A. Maser, *director of engineering*.  
Quintin E. Renner, *film director*.

### DIGEST OF RATE CARD NO. 18 (Sept. 4, 1967)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.					
\$1700.00	\$870.00	\$575.00	\$575.00	\$575.00	\$212.00

NETWORK BASE HOURLY RATE: \$1800.

See also listing in  
U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,100
	5280	Wentworth Co.	409,000
	5300	Welland Co.	184,000
	5290	Lincoln Co.	154,000
	5289	St. Catharines U.A.	115,100
	5210	Peel Co.	197,000
	5270	Halton Co.	154,000
	5340	Waterloo Co.	233,000
	5190	Ontario Co.	185,000
	5339	Kitchener M.A.	207,400
	5309	Welland U.A.	61,200
	5320	Brant Co.	93,800
	5299	Niagara Falls U.A.	62,400
	5179	Oshawa U.A.	108,180
	Between 25-50%	5319	Brantford U.A.
5359		Guelph U.A.	53,500
Between 5-24%	5310	Haldimand Co.	30,800
	5180	Durham Co.	46,400
	5209	Brampton U.A.	55,400
	5330	Norfolk Co.	50,600
	5360	Wellington Co.	98,000
	5150	Northumberland Co.	46,400
	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5350	Oxford Co.	78,200
	5221	Simcoe E. Elect. Dist.	60,600
	5420	Perth Co.	61,600
5160	Peterborough Co.	84,200	
5159	Peterborough U.A.	57,900	
5255	Haliburton Co., Muskoka Co.	35,400	
5450	Grey Co.	62,800	
5170	Victoria Co.	31,400	
5370	Middlesex Co.	261,000	
5460	Parry Sound Co.	27,800	
WBEN-TV Total Persons:			4,824,900
BBM Weekly Circulation (Nov. 1967):			2,867,100
Metro Areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	



# Ontario-Niagara Falls (Buffalo, N. Y.)

## WGR-TV

(Ch. 2)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

**Transmitter:** Warner Hill Rd., South Wales, N.Y.

**TV tape:** Recording facilities.

**Telephone:** 716-886-7115.

**TWX No.:** 710-522-1729.

**AM Affiliate:** WGR, 5-kw, 550 kc (NBC).

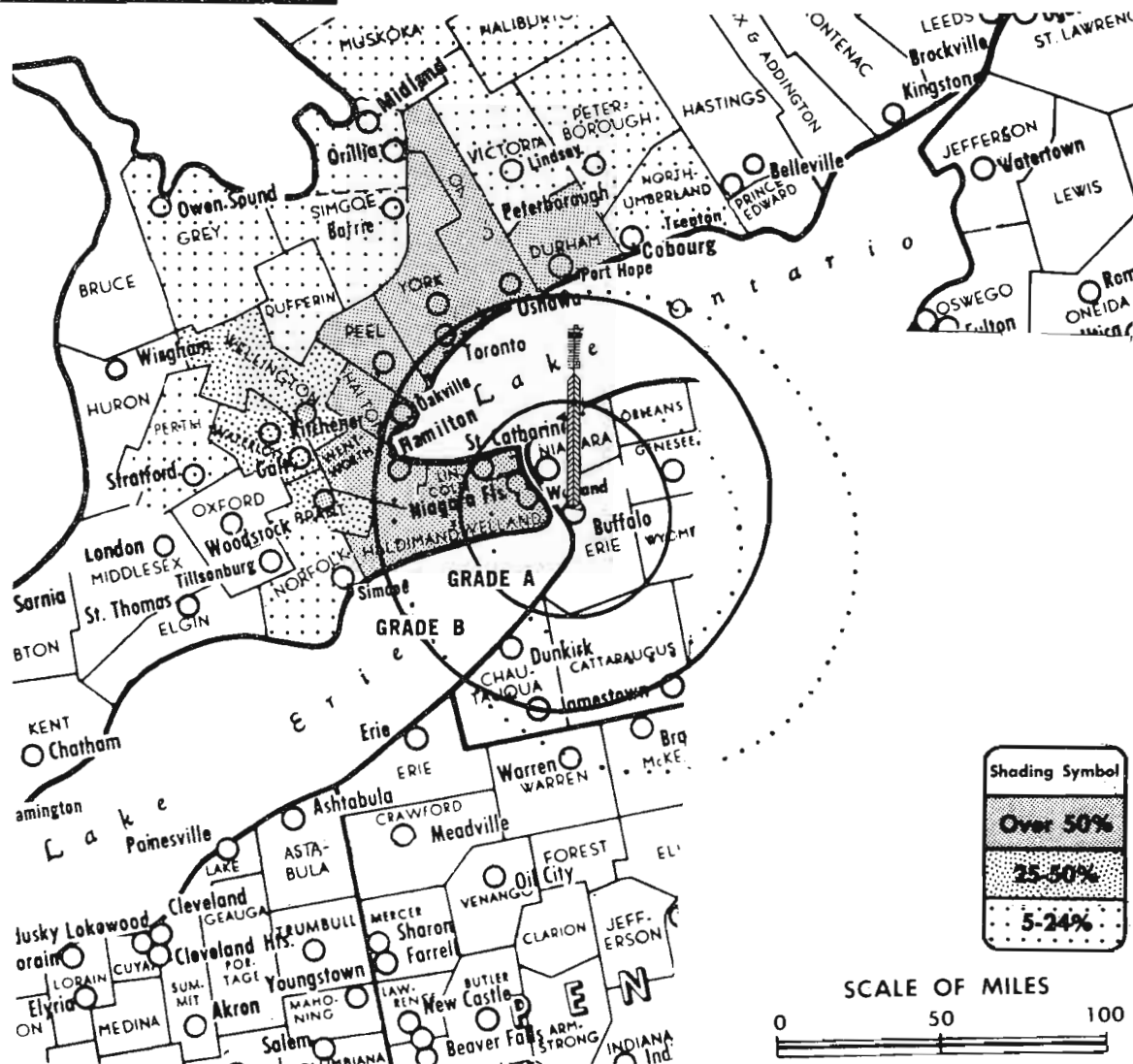
**FM Affiliate:** WGR-FM, 12.6 kw, 96.9 mc (No. 245), 889-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

**Map Note:** Dotted lines reflect present coverage.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

## WGR-TV

**Licensee:** Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

**Transmitter:** Warner Hill Rd., South Wales, N.Y.

**Studio:** 184 Barton St.

**Ownership:** See WKRC-TV, Cincinnati, Ohio.

**Began Operation:** August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (*Television Digest*, Vols. 3:15-16, 31, 4:8).

**Represented (sales)** by The Katz Agency; Andy McDermott (Canada).

**Represented (legal)** by Koteen & Burt.

**Personnel:**

Robert C. Weigand, *vice president & general manager.*  
Donald L. Chapin, *vice president, sales.*  
Frank C. Gervan, *sales manager.*  
Paul Sciandra, *program manager.*  
Gene R. Kirshenstein, *business manager.*  
Joanne K. Loftus, *promotion manager.*  
Carl Flickinger, *local sales manager.*  
Harold A. Higgins, *manager of engineering.*  
Albert M. Benz, *operations manager.*

**DIGEST OF RATE CARD NO. 15**  
(June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$2000.00	\$1200.00	.....*	.....*	\$800.00	\$640.00	\$326.00

\*On request.

**NETWORK BASE HOURLY RATE:** \$1800.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,000
	5280	Wentworth Co.	409,000
	5300	Welland Co.	184,000
	5290	Lincoln Co.	154,000
	5289	St. Catharines U.A.	115,100
	5210	Peel Co.	197,000
	5270	Halton Co.	154,000
	5190	Ontario Co.	185,000
	5309	Welland U.A.	61,200
	5299	Niagara Falls U.A.	62,400
	5179	Oshawa U.A.	108,180
	5359	Guelph U.A.	53,500
	5319	Brantford U.A.	64,300
5209	Brampton U.A.	55,400	
5180	Durham Co.	46,400	
5310	Haldimand Co.	30,800	
<b>Between 25-50%</b>	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5360	Wellington Co.	98,000
	5320	Brant Co.	93,800
<b>Between 5-24%</b>	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5420	Perth Co.	61,600
	5330	Norfolk Co.	50,600
	5221	Simcoe E. Elect. Dist.	60,600
	5450	Grey Co.	62,800
	5160	Peterborough Co.	84,200
	5255	Haliburton Co., Muskoka Co.	35,400
	5470	Nipissing Co.	74,700
	5150	Northumberland Co.	46,400
	5170	Victoria Co.	31,400
<b>WGR-TV Total Persons:</b>			<b>4,532,600</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>2,506,700</b>
<b>Metro Areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	

# Ontario-Niagara Falls (Buffalo, N. Y.)

## WKBW-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"  
Longitude 78° 36' 51"

**Transmitter:** E. of Center St., Colden, N.Y.

**TV tape:** Recording facilities.

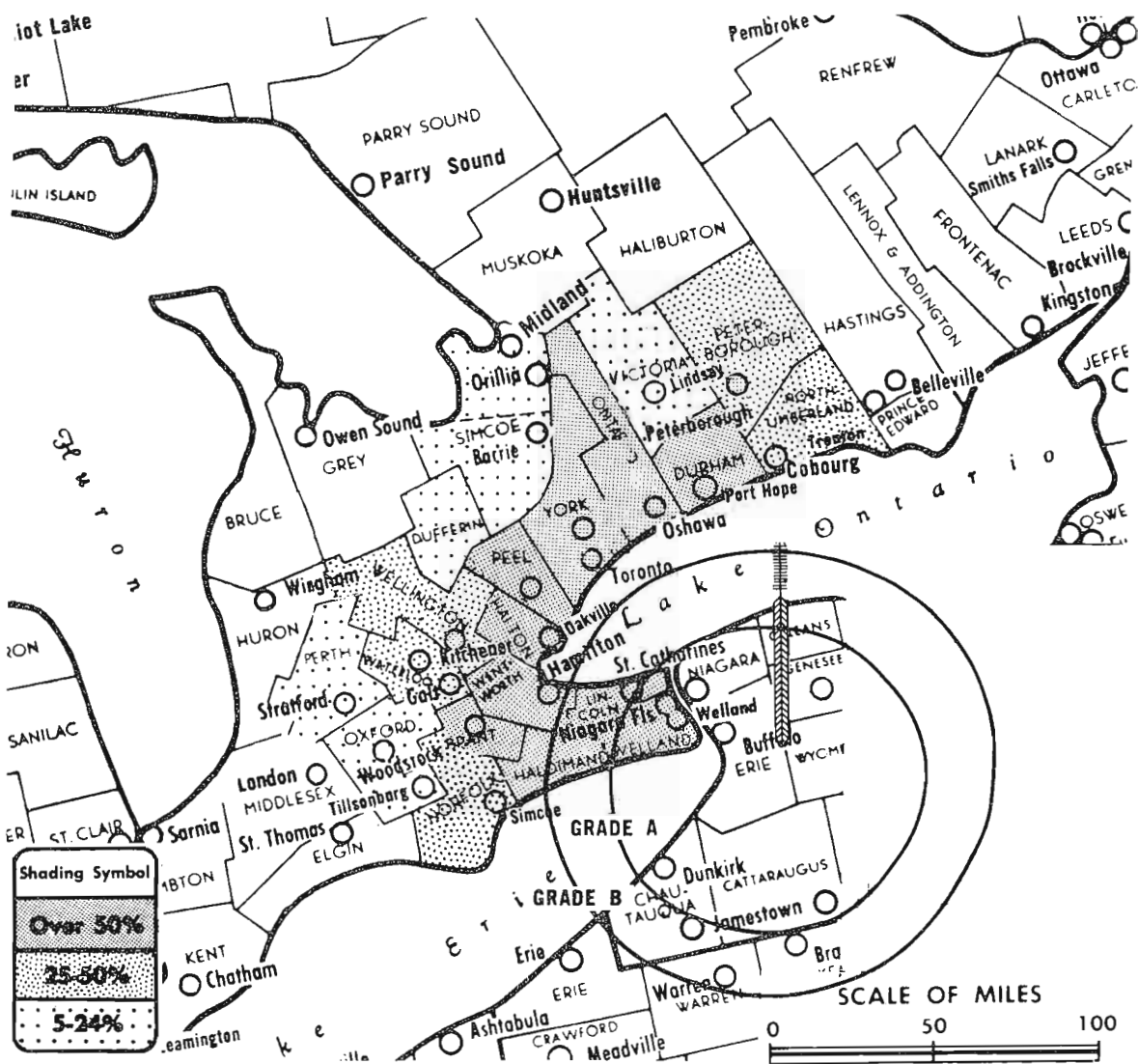
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WKBW, 50-kw, 1520 kc.

**Represented (engineering)** by Kear & Kennedy.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

## WKBW-TV

**Licensee:** Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

**Studio:** 1420 Main St. (14209).

**Telephone:** 716-883-0770.

**TWX No.:** 710-522-1846.

**Ownership:** Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

**Began Operation:** Nov. 30, 1958.

**Represented (sales)** by Blair TV (U.S.); Paul Mulvihill Ltd. (Canada).

**Represented (legal)** by Wilmer, Cutler & Pickering.

### Personnel:

Robert King, *v.p. & general manager.*  
Lawrence Pollock, *general sales manager.*  
Richard Shepard, *local-regional sales manager.*  
O. Lyle Koch, *program dir. & film buyer.*  
Robert W. Groves, *promotion manager.*  
Robert O. Niles, *chief engineer.*

### DIGEST OF RATE CARD NO. 14 (June 1, 1967)

Hour	30 Min.	Min.*	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00	.....	\$550.00	\$300.00

\*On request.

**NETWORK BASE HOURLY RATE:** \$1900.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,100
	5280	Wentworth Co.	409,000
	5300	Welland Co.	184,000
	5190	Ontario Co.	185,000
	5210	Peel Co.	197,000
	5270	Halton Co.	154,000
	5290	Lincoln Co.	154,000
	5309	Welland U.A.	61,200
	5179	Oshawa U.A.	108,180
	5289	St. Catharines U.A.	115,100
	5299	Niagara Falls U.A.	62,400
	5180	Durham Co.	46,400
	5320	Brant Co.	93,800
	5159	Peterborough U.A.	57,900
	5319	Brantford U.A.	64,300
	5209	Brampton U.A.	55,400
	5310	Haldimand Co.	30,800
5359	Guelph U.A.	53,500	
<b>Between 25-50%</b>	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5160	Peterborough Co.	84,200
	5360	Wellington Co.	98,000
	5330	Norfolk Co.	50,600
<b>Between 5-24%</b>	5150	Northumberland Co.	46,400
	5350	Oxford Co.	78,200
	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5221	Simcoe E. Elect. Dist.	60,600
	5420	Perth Co.	61,600
5170	Victoria Co.	31,400	
<b>WKBW-TV Total Persons:</b>			4,365,900
<b>BBM Weekly Circulation (Nov. 1967):</b>			2,570,100
<b>Metro Areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	

# Ontario—Ottawa

## CBOFT

(Ch. 9)

(French Outlet)

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 55-kw maximum and 31-kw average visual, 31-kw maximum and 17-kw average aural. Antenna: 403-ft. above av. terrain, 500-ft. above ground, 710-ft. above sea level.

Latitude 45° 23' 50"  
Longitude 75° 45' 10"

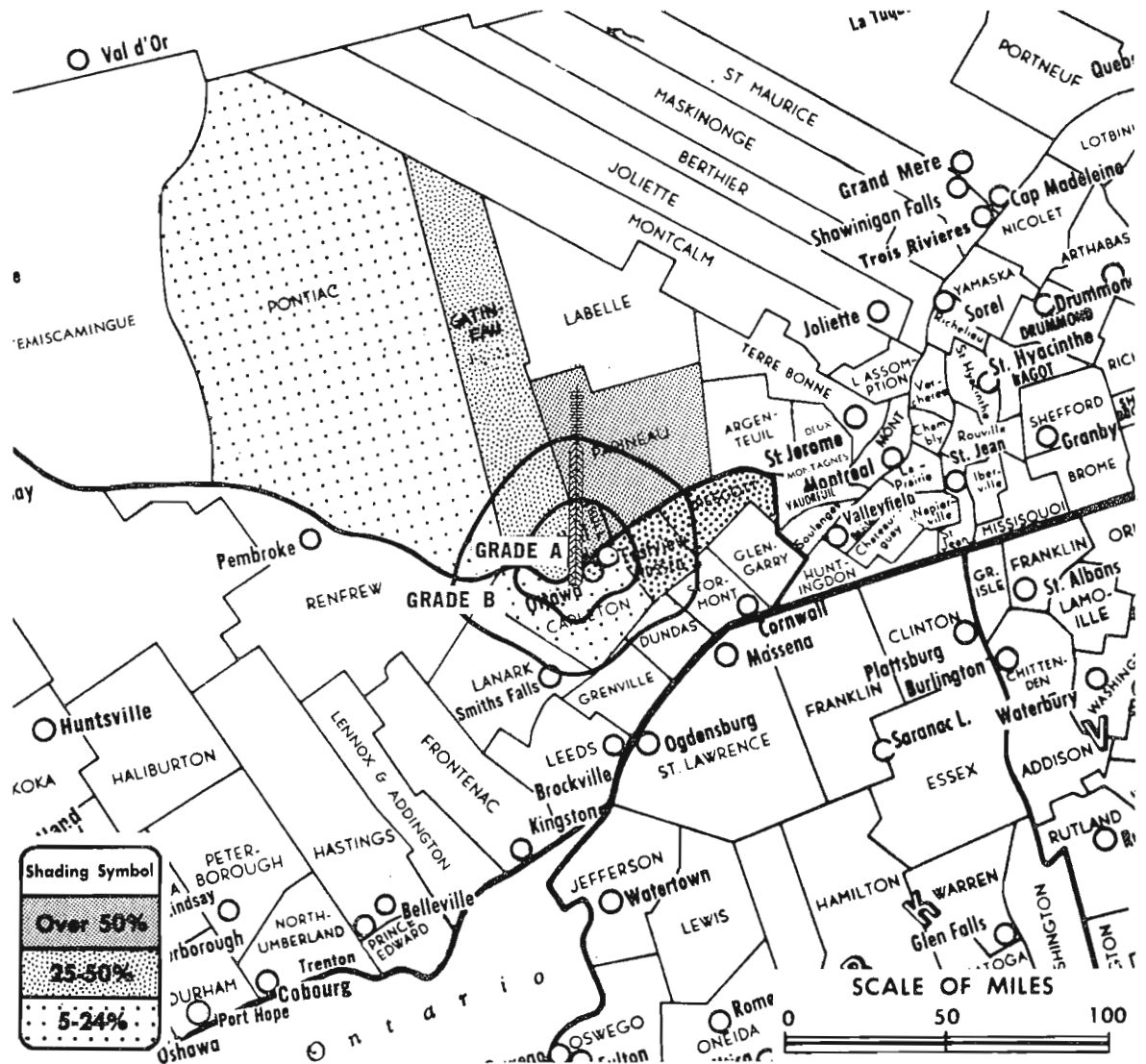
Recommended for change to 128-kw visual, 25.6-kw aural; antenna directional, 1394-ft. above av. terrain.

**Transmitter:** Scott St.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** BBC, CBS, NBC, Canadian Press.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBOFT Authorized: 6/24/55

## CBOFT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Scott St. **Telephone:** Parkway 8-1771.

**Began Operation:** June 24, 1955.

**Represented (sales) by** CBC National Selective sales.

**Personnel:**

J. J. Dunn, *director, Ottawa area.*  
L. M. O'Neill, *area sales manager.*  
George Huard, *operations director.*  
Dennis Townsend, *program director.*  
J. H. Book, *technical director.*  
Geoff Gordon, *information services supervisor.*  
Ken Brown, *area news supervisor.*

**DIGEST OF RATE CARD NO. 15**  
(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.  
\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$75.00\* \$68.00\* \$60.00\* \$45.00\*

\*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

**Note:** No announcements scheduled on Good Friday, Easter Sunday or Christmas Day.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	4680	Hull Co.	98,600
	4710	Papineau Co.	31,700
<b>Between 25-50%</b>	5069	Ottawa M.A.	518,870
	4690	Gatineau Co.	53,700
	5035	Prescott Co., Russell Co.	48,300
<b>Between 5-24%</b>	5070	Carleton Co.	429,000
	4740	Pontiac Co.	20,200
<b>CBOFT Total Persons:</b>			<b>680,800</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>238,100</b>
<b>Metro Areas</b>	5069	Ottawa M.A.	

For Ontario CATV Systems, see  
Canadian CATV Directory

# Ontario—Ottawa

## CBOT

(Ch. 4)

(English Outlet)

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 50.1-kw visual, 26.7-kw aural. Antenna: 321-ft. above av. terrain, 488-ft. above ground, 626-ft. above sea level.

Latitude 45° 23' 50"  
Longitude 75° 45' 10"

Recommended for change to 100-kw visual, 20-kw aural, 1304-ft. above av. terrain.

**Transmitter:** Scott St.

**Color:** Network, live, film, slide & tape.

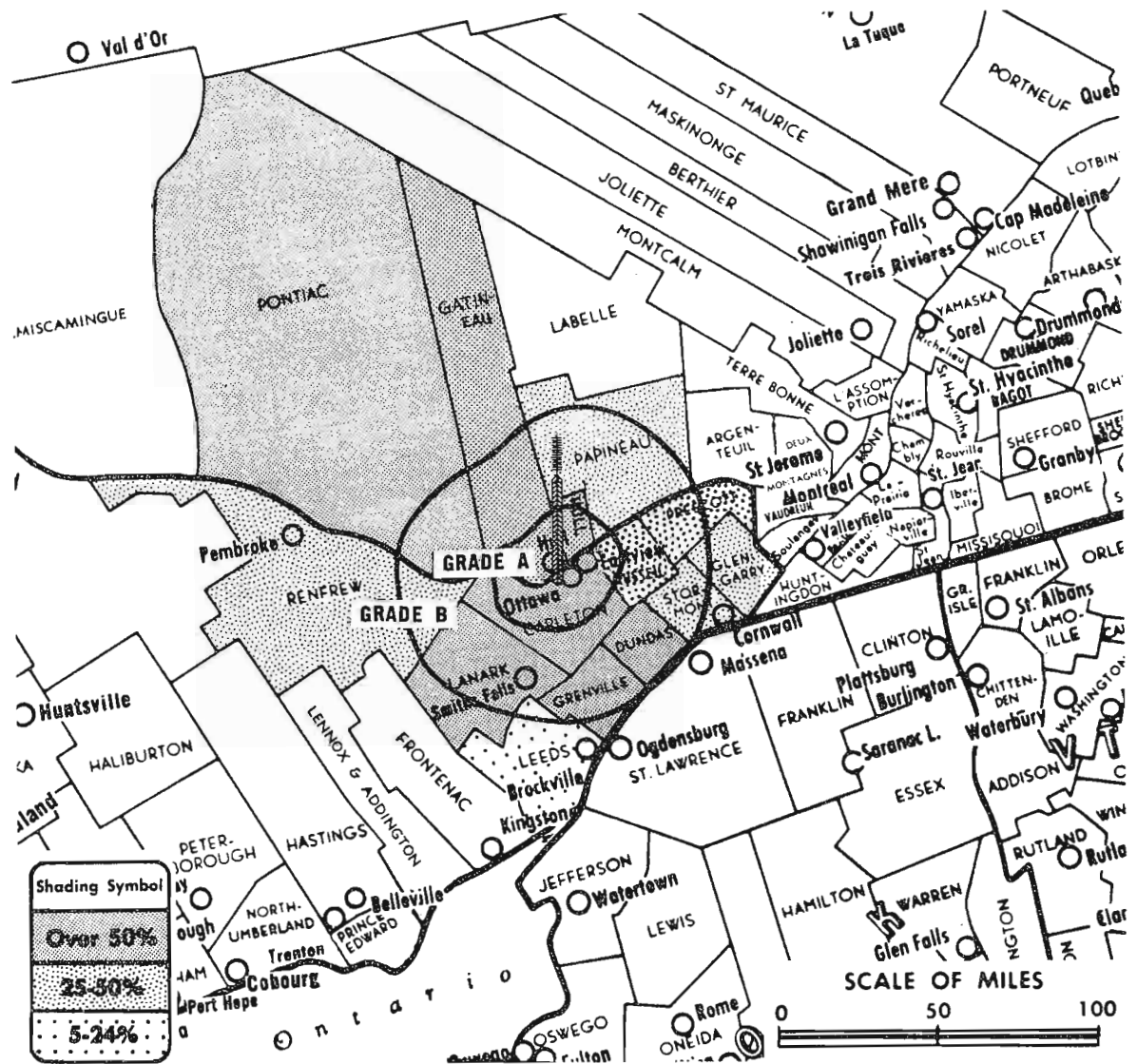
**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, BBC, CBS, NBC.

**AM Affiliate:** CBO, 5-kw, 910 kc (CBC).

**FM Affiliate:** CBO-FM, .38-kw, 103.3 mc (No. 277), 345-ft. antenna height.

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.



CBOT Authorized: 4/27/53

## CBOT

**Network Service:** CBC.

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Scott St.

**Telephone:** Parkway 8-1771.

**Began Operation:** June 2, 1953.

**Represented (sales) by** Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

**Personnel:**

J. J. Dunn, *director, Ottawa area.*  
George Huard, *director of operations.*  
Dennis Townsend, *program director.*  
Ken Brown, *news supervisor.*  
Larry O'Neill, *area sales manager.*  
J. H. Book, *technical director.*  
R. G. Gordon, *supervisor, information services.*

**DIGEST OF RATE CARD NO. 20—(March 1, 1968)**

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.  
\$570.00 \$342.00 \$228.00 \$171.00 \$143.00\* \$128.00\* \$114.00\* \$78.00\*

\*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	5069	Ottawa M.A.	518,870
	5070	Carleton Co.	429,000
	4680	Hull Co.	98,600
	4690	Gatineau Co.	53,000
	5090	Lanark Co.	41,600
	5055	Dundas Co., Grenville Co.	40,800
4740	Pontiac Co.	20,200	
<b>Between 25-50 %</b>	5100	Renfrew Co.	89,400
	5035	Prescott Co., Russell Co.	48,300
	5015	Glengarry Co., Stormont Co.	78,000
	5009	Cornwall City	46,600
4710	Papineau Co.	31,700	
<b>Between 5-24 %</b>	5080	Leeds Co.	50,000
<b>CBOT Total Persons:</b>			<b>980,600</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>645,400</b>
Metro Areas	5069	Ottawa M.A.	

For BBM TV Data see Services Volume



# Ontario—Ottawa

## CJOH-TV

(Ch. 13)

(Also operates satellite CJSS-TV, Cornwall, Ont.)

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 325-kw visual, 162-kw aural. Antenna: Directional, 634-ft. above av. terrain, 579-ft. above ground, 993-ft. above sea level.

Latitude 45° 18' 09"  
Longitude 75° 53' 20"

Recommended for change to 178-kw visual, 35.6-kw aural; antenna directional, 1225-ft. above av. terrain.

**Transmitter:** Hazeldean, Ont.

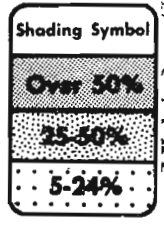
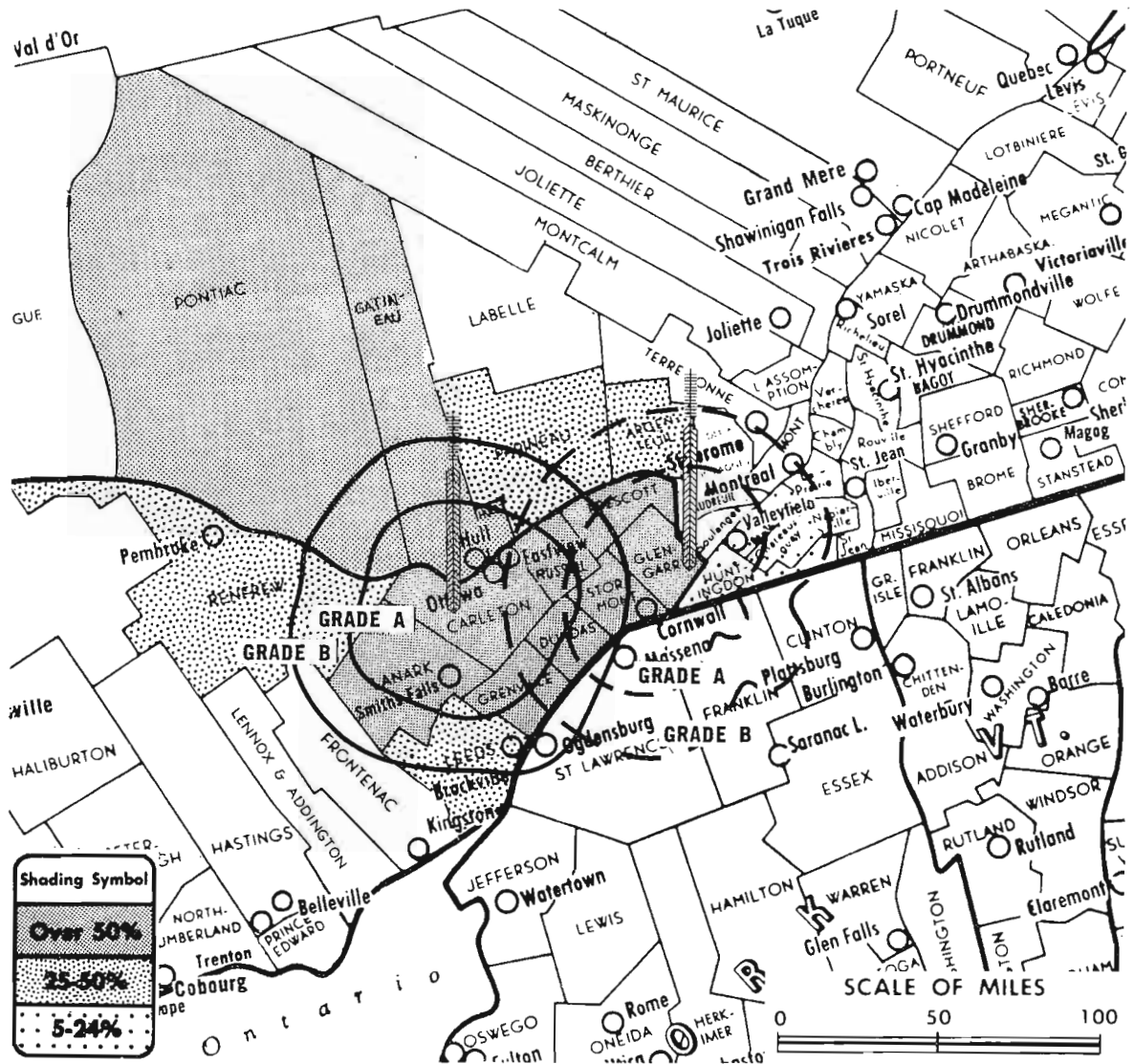
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI, Canadian Press.

**Facsimile Service:** Canadian Press.

**News Film Service:** CBS.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJOH-TV Authorized: 12/19/60

## CJOH-TV

**Network Service:** CTV.

**Licensee:** Bushnell TV Co. Ltd., 1500 Merivale Rd., Ottawa.

**Studios:** 1500 Merivale Rd., City View, Ottawa 5.

**Telephone:** 224-1313.

**Ownership:** Bushnell TV Co., Ltd., 1500 Merivale Rd., Ottawa. Also owns satellite CJSS-TV, Cornwall, Ont.

**Began Operation:** March 12, 1961.

**Represented (sales) by:** E. S. Sumner Corp. (for U.S.); Independent Canadian TV Sales Ltd. (Toronto & Montreal); Radio-TV Representatives Ltd. (Winnipeg & Vancouver).

### Personnel:

- E. L. Bushnell, *president.*
- Stuart Griffiths, *vice president & managing director.*
- N. R. Brining, *vice president, finance.*
- W. O. Morrison, *vice president, sales.*
- A. G. Day, *vice president, engineering.*
- Peter Francis, *program manager & film buyer.*
- J. B. Sutton, *promotion manager.*
- Harold Mantay, *traffic & operations manager.*

### DIGEST OF RATE CARD NO. 10 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$1200.00	\$600.00	\$300.00	\$285.00	\$280.00	\$230.00	\$225.00	\$85.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	5069	Ottawa, M.A.	518,870
	5070	Carleton Co.	429,000
	5015	Glengarry Co., Stormont Co.	78,000
	4680	Hull Co.	98,600
	5009	Cornwall City	46,600
	5090	Lanark Co.	41,600
	5055	Dundas Co., Grenville Co.	40,800
	4690	Gatineau Co.	53,000
	5035	Prescott Co., Russell Co.	48,300
	4740	Pontiac Co.	20,200
Between 25-50%	5100	Renfrew Co.	89,400
	4710	Papineau Co.	31,700
	4650	Argenteuil Co.	31,000
	5080	Leeds Co.	50,000
Between 5-24%	4535	Chateauguay Co., Huntingdon Co.	66,100
	4470	Beauharnois Co.	52,600

CJOH-TV Total Persons: 1,130,300  
BBM Weekly Circulation (Nov. 1967): 825,200

Metro Areas 5069 Ottawa M.A.

For Ontario CATV Systems, see Services Volume

# Ontario

## CFCH-TV North Bay

(Ch. 10)

(Also affiliated with satellite rebroadcasting station CJTK-TV-1, Temiscaming, Que.)

Network Service: CBC.

Licensee: Tel-Ad Co. Ltd., Box 1000, North Bay.

Studio & Transmitter: Hwy. 11, 1-mi. S of Callander, Ont.

Telephone: 752-3000.

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 119-kw visual, 61-kw aural. Antenna: Directional, 490-ft. above av. terrain, 358-ft. above ground, 1206-ft. above sea level, lat. 46° 12' 15", long. 79° 21' 05". **Note:** Holds recommendation for change to 10.6-kw visual, 2.12-kw aural, 490-ft. above av. terrain using directional antenna.

Color: Network.

AM Affiliate: CFCH, 10-kw, 600 kc (CBC).

Ownership: Tel-Ad Co. Ltd., Mrs. P. A. Campbell, pres.

Began Operation: Dec. 19, 1955.

Represented (sales) by All-Canada Radio & TV (U.S.A.); Stovin-Byles Ltd. (Canada).

Personnel:

Reg Carne, *manager*.  
Norris Whitfield, *news editor*.  
Sid Tomkins, *program director*.  
Sally Diggles, *promotion director*.  
Larry Cameron, *chief engineer*.  
Meri Craven, *women's director*.

### DIGEST OF RATE CARD NO. 10—(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	ID
\$175.00	\$120.00	\$100.00	\$90.00	\$55.00	\$40.00	\$40.00	\$20.00

CFCH-TV Total Persons: 162,800

BBM Weekly Circulation (Nov. 1967): 88,500

## CKVR-TV-1 Parry Sound

(Ch. 11)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Belvedere Hill, near Parry Sound.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 6.7-watts visual, 1.7-watts aural. Antenna: 125-ft. above av. terrain, 75-ft. above ground, 700-ft. above sea level, lat. 45° 20' 35", long. 80° 02' 15".

Began Operation: Dec. 2, 1961.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

## CHOV-TV Pembroke

(Ch. 5)

Network Service: CBC.

Licensee: The Ottawa Valley Television Co. Ltd., Forest Lea Rd., R.R. #6.

Telephone: 735-6811.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 36-kw visual, 18-kw aural. Antenna: 503-ft. above av. terrain, 580-ft. above ground, 1042-ft. above sea level, lat. 45° 50' 02", long. 77° 09' 50".

Color: Network.

Ownership: Ottawa Valley Television Co. Ltd., 100%.

Began Operation: Aug. 19, 1961.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.) and Paul Mulvihill (for Canada).

Personnel:

Gordon Archibald, *pres. & general manager*.  
Ramsay Garrow, *director of sales & marketing*.  
Brooke Duval, *program director & production mgr.*  
John Barnes, *director of engineering*.

### DIGEST OF RATE CARD NO. 6—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$180.00	\$117.00	\$100.00	\$75.00	\$55.00	\$60.00	\$42.00	\$22.00

CHOV-TV Total Persons: 109,600

BBM Weekly Circulation (Nov. 1967): 86,900

## CHEX-TV

### Peterborough

(Ch. 12)

(Operates satellite rebroadcasting station CHEX-TV-1, Bancroft; CHEX-TV-2, Minden, both Ont.)

Network Service: CBC.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659.

Studio & Transmitter: 1-mi. NE of Peterborough in Douro Twp.

Telephone: 742-0451.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power in preferred direction: 269-kw visual, 161.5-kw aural. Antenna: 790-ft. above av. terrain, 772-ft. above ground, 1590-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CHEX, 10-kw (5-kw night), 980 kc (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies estate, 51%; Lord Thomson of Fleet, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Davies family publishes *Kingston Whig-Standard & Peterborough Examiner*. Lord Thomson is a chain newspaper publisher.

Began Operation: March 28, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Wally Rewegan, *manager*.  
Ben Wilke, *chief engineer*.  
Dolores Feeley, *traffic director*.  
Ian McFarlane, *local sales manager*.  
Gord Shale, *program director*.

### DIGEST OF RATE CARD NO. 13

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$275.00	\$190.00	\$160.00	\$140.00	\$80.00	\$60.00	\$25.00

CHEX-TV Total Persons: 554,900

BBM Weekly Circulation (Nov. 1967): 214,900

## CKPR-TV

### Port Arthur

(Also serves Fort William, Ont.)

(Ch. 2)

Network Service: CBC.

Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.

Studio: 87 N. Hill St.

Telephone: Diamond 4-9685.

Transmitter: Mount Baldy, 6-mi. NE of Port Arthur.

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 54.5-kw aural. Antenna: Directional, 1395-ft. above av. terrain, 707-ft. above ground, 2467-ft. above sea level, lat. 48° 31' 30", long. 89° 06' 50".

Color: Network.

News Wire Service: Broadcast News.

Began Operation: Sept. 17, 1954. Call letters changed from CFCJ-TV, Feb. 15, 1962.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.), Stovin-Byles Ltd.

Personnel:

H. Fraser Dougall, *president*.  
Garnet N. Conger, *general manager*.  
Gerhard Buetow, *director of engineering*.  
Jack Masters, *commercial manager*.

### DIGEST OF RATE CARD NO. 9

(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$198.00	\$132.00	\$116.50	\$99.00	\$75.00	\$60.00	\$30.00

CKPR-TV Total Persons: 171,500

BBM Weekly Circulation (Nov. 1967): 135,900

## CBWAT-3

### Red Lake

(Ch. 10)

(Satellite of CBWCT, Fort Frances)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Red Lake.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: .57-kw visual, .285-kw aural. Antenna: Directional, 568-ft. above av. terrain, 225-ft. above ground, 1475-ft. above sea level, lat. 51° 01' 35", long. 93° 49' 44".

Began Operation: July 27, 1964.

Rates: This is an automatic repeater of CBWCT, Fort Frances, which repeats CBWAT, Kenora, and is included with that station as a bonus to the CBC English network.

●  
**CJIC-TV**  
**Sault Ste. Marie**

(Ch. 2)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Hyland Radio-TV Ltd., Box 370.

Studio & Transmitter: 119 East St. Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 28-kw visual, 15-kw aural. Antenna: Directional, minus 19-ft. above av. terrain, 2.5-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CJIC, 10-kw (2.5-kw night), 1050 kc, (CBC).

Ownership: J. G. Hyland, estate, 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

- Mrs. J. G. Hyland, *president*.
- R. H. Ramsay, *manager & national sales manager*.
- Wayne Turner, *retail sales manager*.
- Karl Sepkowski, *news editor*.
- Dave Irwin, *chief engineer*.

**DIGEST OF RATE CARD NO. 11**  
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$150.00	\$100.00	\$85.00	\$70.00	\$65.00*	\$45.00*	\$45.00*	\$20.00*

\*Class AA—6-10 p.m., Sat.-Wed.; 6-11 p.m., Thurs.-Fri.

CJIC-TV Total Persons: 127,300  
BBM Weekly Circulation (Nov. 1967): 91,000

**CBWAT-2**  
**Sioux Lookout**

(Ch. 12)

(Repeater satellite of CBWAT-1, Dryden, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sioux Lookout.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 0.02-kw visual, 0.01-kw aural. Antenna: 276-ft. above av. terrain, 83-ft. above ground, 1477-ft. above sea level, lat. 50° 05' 25", long. 91° 57' 05".

Began Operation: March 1, 1963.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

●  
**CBFST**  
**Sturgeon Falls**

(Ch. 7)

(Repeater station of CBC French network; and is repeated by CBFST-1, Sudbury, Ont.; CBFST-2, Timiskaming, Que.; CBFST-3, Elliot Lake, Ont.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Hwy. 64, Sturgeon Falls.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 9.75-kw visual, 5.27-kw aural. Antenna: Directional, 617-ft. above av. terrain, 513-ft. above ground, 1363-ft. above sea level, lat. 46° 25' 10", long. 79° 56' 04".

Began Operation: March 4, 1961.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

CBFST Total Persons: 251,700  
BBM Weekly Circulation (Nov. 1967): 50,400

**CBFST-1**  
**Sudbury**

(Ch. 13)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sudbury.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: .601-kw visual, .361-kw aural. Antenna: 478-ft. above av. terrain, 265-ft. above ground, 1403-ft. above sea level, lat. 46° 30' 14", long. 80° 58' 04".

Holds recommendation for boost to 8.6-kw visual, 4.3-kw aural.

Began Operation: July 23, 1962.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

●  
**CKSO-TV**  
**Sudbury**

(Ch. 5)

(Also operates satellite rebroadcasting station CKSO-TV-1, Elliot Lake, Ont.)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St.

Transmitter: 336 Ash St.

Studio: 336 Ash St., Box 400.

Telephone: 674-0711.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 100-kw visual, 30-kw aural. Antenna: 1049-ft. above av. terrain, 1215-ft. above sea level, lat. 46° 30' 02"; long. 81° 01' 16".

Color: Network, film, slide & tape.

News Wire Service: Canadian Press.

News Film Service: CBC.

TV tape: Recording facilities.

AM Affiliate: CKSO, 10-kw (5-kw night), 790 kc (CBC).

FM Affiliate: CKSO-FM, 92.7 mc, 100-kw.

Ownership: Cambrian Broadcasting. Also operates satellite CKSO-TV-1, Elliot Lake, Ont.

Began Operation: Oct. 20, 1953.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

- George M. Miller, *chairman*.
- W. B. Plaunt, *president*.
- Ralph Connor, *vice president & general manager*.

**DIGEST OF RATE CARD NO. 14**  
(Oct. 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:55-11 p.m., daily.							
.....	.....	.....	.....	\$150.00	\$115.00	\$105.00	\$55.00

CKSO-TV Total Persons: 308,600  
BBM Weekly Circulation (Nov. 1967): 212,400

**CBFOT**  
**Timmins**

(Ch. 9)

(French Outlet)

(Also has satellite rebroadcasting station CBFOT-1, Kapuskasing, Ont. which is repeated by CBFOT-2, Hearst, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Schumacher, near Timmins.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 16-kw visual, 8-kw aural. Antenna: 562-ft. above av. terrain, 525-ft. above ground, 1525-ft. above sea level, lat. 48° 28' 00", long. 81° 17' 50".

Began Operation: Sept. 7, 1964.

Rates: This is an automatic relay for the CBC French network and is included as a bonus to network.

CBFOT Total Persons: 98,000  
BBM Weekly Circulation (Nov. 1967): 7,000

# Ontario

## CFCL-TV Timmins (Ch. 6)

(Also operates satellite rebroadcasting stations CFCL-TV-3, Kapuskasing, Ont.; CFCL-TV-2, Kearns, Ont.; CFCL-TV-4, Hearst, Ont.; CFCL-TV-7, Chapleau, Ont. CFCL-TV-2 is repeated by CFCL-TV-5, Malartic, Que.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620.

Studio & Transmitter: Mont Sacre Coeur.

Telephone: 264-4211.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 100-kw, 50-kw aural. Antenna: 557-ft. above av. terrain, 525-ft. above ground, 1592-ft. above sea level, lat. 48° 29' 30", long. 81° 19' 45".

Color: Network.

News Wire Service: Canadian Press.

AM Affiliate: CFCL, 10-kw (2.5-kw night), 620 kc.

Ownership: J. Conrad Lavigne, 100%. Also owns satellites in Kapuskasing, Ont. (Ch. 3); Kearns, Ont. (Ch. 2); Hearst, Ont. (Ch. 4) and Malartic, Que. (Ch. 5).

Began Operation: June 24, 1956.

Represented (sales) by Weed & Co. (U.S.); Paul Mulvihill & Co. Ltd. (Toronto, Montreal); Scharf Broadcast Sales Ltd. (Vancouver); A. J. Messner & Co. (Winnipeg).

### Personnel:

J. Conrad Lavigne, *president*.  
Rene Barrette, *general manager*.  
Terry Coles, *program director & film buyer*.  
Rudy Fauteux, *director of engineering*.

### DIGEST OF RATE CARD NO. 12 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$345.00	\$225.00	\$190.00	\$140.00	\$115.00	\$88.00	\$55.00

CFCL-TV Total Persons: 320,900  
BBM Weekly Circulation (Nov. 1967): 156,800

## CBLAT-3 Wawa (Ch. 9)

(Satellite rebroadcasting station of CBC network via CBLAT-2, White River)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2.5 mi. NE of Wawa.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 16-kw visual, 3.2-kw aural. Antenna: 581-ft. above av. terrain, 374-ft. above ground, 1814-ft. above sea level, lat. 48° 01' 13" long. 84° 44' 08".

Began Operation: Dec. 1967.

Rates: Included as a bonus of the CBC network with CBLAT, Geraldton.

## CBLAT-2 White River

(Ch. 12)

(Satellite rebroadcasting station of the CBC network, via CBLAT-1, Manitowadge)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5 mi. NE of White River.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 384-watts visual, 77-watts aural. Antenna: 761-ft. above av. terrain, 347.5-ft. above ground, 2311-ft. above sea level, lat. 48° 37' 45", long. 85° 11' 24".

Began Operation: Dec. 1967.

Rates: Included as a bonus of the CBC network with CBLAT, Geraldton.

## CKNX-TV Wingham (Ch. 8)

Network Service: CBC.

Licensee: Radio Station CKNX Ltd., Wingham.

Studio: Carling Terrace. Telephone: 357-1310.

Transmitter: 4-mi. S of Walkerton.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 180-kw visual, 100-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05' 26", long. 81° 12' 26".

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: CKNX, 2.5-kw (1-kw night), 920 kc.

Ownership: W. T. Cruickshank, pres., 100%.

Began Operation: Nov. 18, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

### Personnel:

G. W. Cruickshank, *general manager*.  
Ross Hamilton, *sales manager*.  
Hap Swatridge, *film buyer*.  
John Strong, *news editor*.  
John Brent, *sports editor*.  
Dave Curzon, *farm editor*.  
Scott Reid, *chief engineer*.  
George Walling, *program director*.

### DIGEST OF RATE CARD NO. 9 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$225.00	\$150.00	\$130.00	\$110.00	\$80.00*	\$60.00*	\$60.00*	\$30.00*

\*Class AA—7-10 p.m., Sat.-Thurs.; 7-11 p.m., Fri.

CKNX-TV Total Persons: 429,100  
BBM Weekly Circulation (Nov. 1967): 185,300

For Canadian Channel Allocations  
See Services Volume



# Ontario—Toronto

## CBLT

(Ch. 6)

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 99.5-kw visual, 53.5-kw aural. Antenna: 402-ft. above av. terrain, 471-ft. above ground, 815-ft. above sea level.

Latitude 43° 39' 48"  
Longitude 79° 22' 42"

**Transmitter:** 354 Jarvis St.

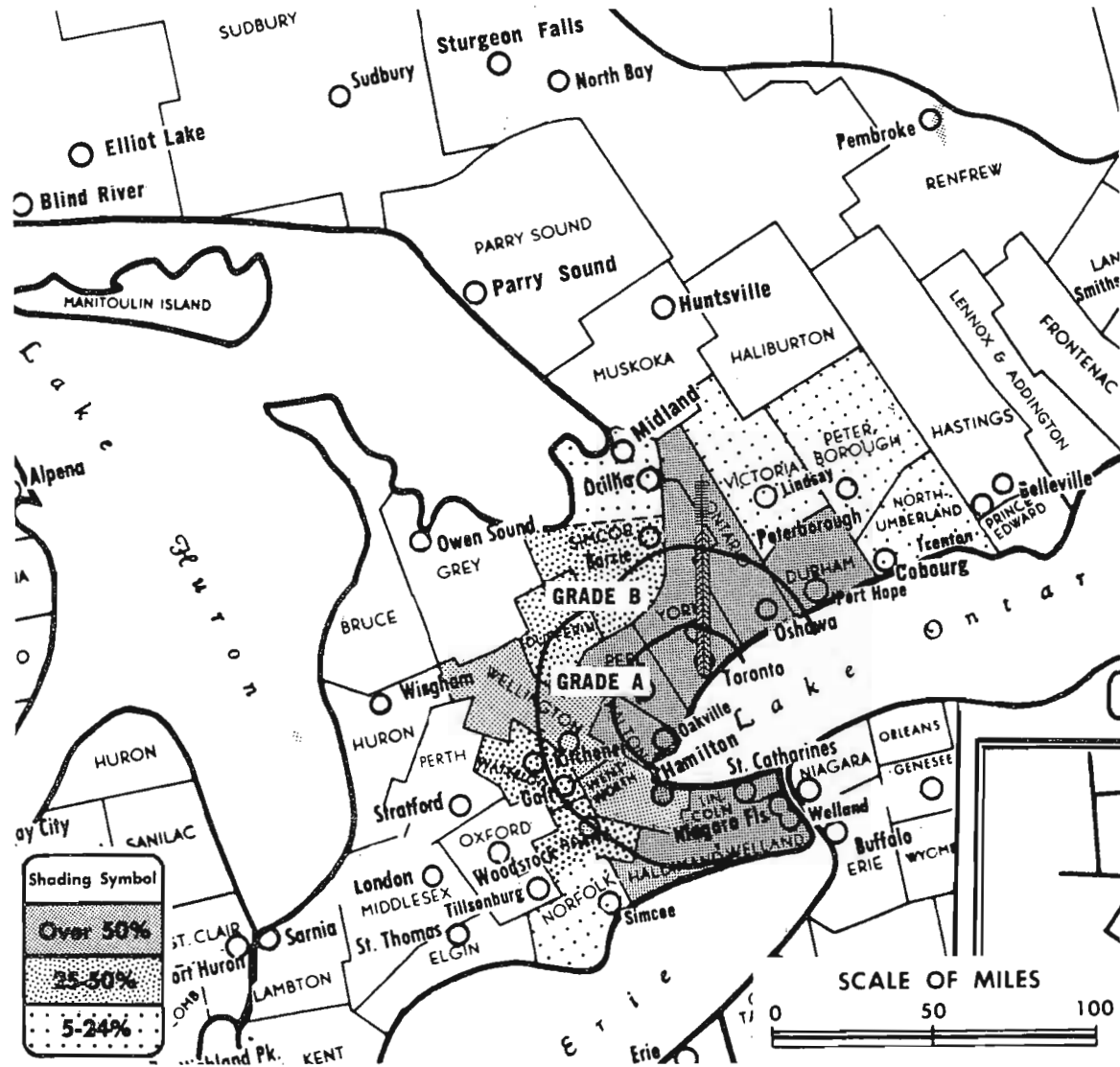
**Studio:** 354 Jarvis St., Toronto 5.

**Telephone:** Walnut 5-3311.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** CBS, NBC, ABC, ITV, BBC, AFP, Reuters.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBLT Authorized: 9/8/52

## CBLT

**Network Service:** CBC, ABC, CBS, NBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** Sept. 8, 1952.

**AM Affiliates:** CBL & CJBC, 50-kw, 740 kc & 50-kw, 860 kc (CBC).

**FM Affiliate:** CBC-FM, 11.9-kw 99.1 mc (No. 256), 422-ft. antenna height.

**Represented (sales) by** Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

### Personnel:

Bill Weston, *station manager*.  
A. Ozmond, *director, TV operations*.  
Reginald Horton, *technical director*.  
Merv. Stone, *programs on film*.  
J. R. Malloy, *sales director*.  
P. Garstang, *design and staging director*.  
R. Hazzan, *TV news director*.  
L. Crosby, *TV network production manager*.

### DIGEST OF RATE CARD NO. 21 (March 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11:30 p.m., Mon.-Sat.; 5-11:30 p.m., Sun.  
\$1635.00 \$981.00 \$654.00 \$491.00 \$425.00\* \$356.00\* \$327.00\* \$223.00\*

\*Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.  
Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

For Index to Contents, see Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50 %	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,000
	5280	Wentworth Co.	409,000
	5210	Peel Co.	197,000
	5190	Ontario Co.	185,000
	5270	Halton Co.	154,000
	5290	Lincoln Co.	154,000
	5179	Oshawa U.A.	108,180
	5300	Welland Co.	184,000
	5289	St. Catharines U.A.	115,100
	5360	Wellington Co.	98,000
	5290	Lincoln Co.	154,000
	5359	Guelph U.A.	53,500
	5309	Welland U.A.	61,200
Between 25-50 %	5299	Niagara Falls U.A.	62,400
	5180	Durham Co.	46,400
	5319	Brantford U.A.	64,300
	5310	Haldimand Co.	30,800
Between 5-24 %	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5320	Brant Co.	93,800
	5235	Simcoe Co. bal., Dufferin Co.	108,900
Between 5-24 %	5150	Northumberland Co.	46,400
	5221	Simcoe E. Elect. Dist.	60,600
	5160	Peterborough Co.	84,200
	5159	Peterborough U.A.	57,900
	5170	Victoria Co.	31,400
5330	Norfolk Co.	50,600	
<b>CBLT Total Persons:</b>			<b>4,452,100</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>3,073,200</b>
<b>Metro Areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	

# Ontario—Toronto

## CFTO-TV

(Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 162-kw aural. Antenna: 925-ft. above av. terrain, 889.5-ft. above ground, 1439.5-ft. above sea level.

Latitude 43° 46' 48"  
Longitude 79° 15' 34"

**Transmitter:** 1550 McCowan Rd., Agincourt.

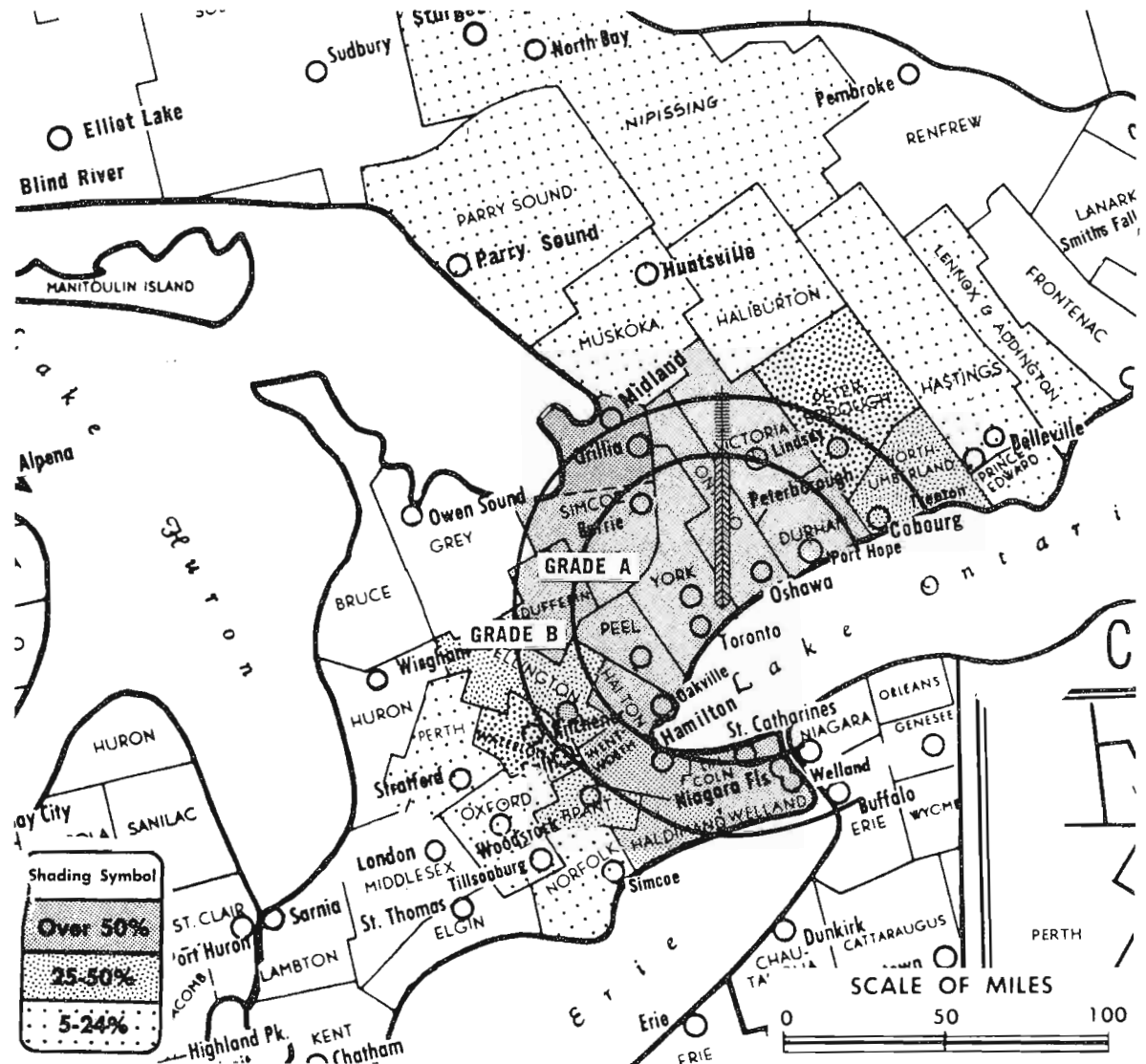
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** AP, Broadcast News, Canadian Press.

**Facsimile Service:** Broadcast News, Canadian Press.

**News Film Service:** CBS.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CFTO-TV

**Network Service:** CTV.

**Licensee:** Baton Broadcasting Ltd., Box 9, Toronto 16.

**Studio:** 1550 McCowan Rd., Agincourt.

**Sales Office:** 151 Bloor St. West, Toronto.

**Telephone:** 416-362-2811.

**TWX No.:** 022-674.

**Ownership:** *Toronto Telegram*, 53%; others, 47%. Officers: John Bassett (publisher of the *Telegram*), chairman and pres.; Foster Hewitt, v.p.; Charles Dubin, secy.; Delbert Perigo, treas.

**Began Operation:** Jan. 1, 1961.

**Represented (sales) by** ABC International Television Inc. (U.S.); CFTO-TV (Toronto, Montreal); Stovin-Byles Ltd. (Winnipeg, Vancouver).

### Personnel:

J. Bassett, chairman and president.  
W. O. Crampton, v.p. and general manager.  
E. J. Delaney, v.p. and general sales manager.  
L. Nichols, v.p., finance.  
I. Hall, Canadian sales manager.  
P. Romer, Montreal sales manager.  
L. Freed, executive producer.  
J. Ruttle, program manager.  
Don Davis, operations manager.

### DIGEST OF RATE CARD NO. 7

(Dec. 31, 1967)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1400.00 \$1100.00 \$900.00 \$700.00 \$475.00 \$400.00 \$380.00 \$240.00

For Explanation of BBM Survey Methods

See Front of this Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	5199	Toronto M.A.	2,291,200
	5200	York Co.	2,131,000
	5269	Hamilton M.A.	471,000
	5280	Wentworth Co.	409,000
	5190	Ontario Co.	185,000
	5210	Peel Co.	197,000
	5179	Oshawa U.A.	108,180
	5235	Simcoe Co. bal., Dufferin Co.	108,900
	5290	Lincoln Co.	154,000
	5270	Halton Co.	154,000
	5300	Welland Co.	184,000
	5289	St. Catharines U.A.	115,100
	5221	Simcoe E. Elect. Dist.	60,600
	5180	Durham Co.	46,400
	5209	Brampton U.A.	55,400
	5170	Victoria Co.	31,400
	5299	Niagara Falls U.A.	62,400
	5159	Peterborough U.A.	57,900
	5309	Welland U.A.	61,200
	5359	Guelph U.A.	53,500
5310	Haldimand Co.	30,800	
<b>Between 25-50 %</b>	5160	Peterborough Co.	84,200
	5340	Waterloo Co.	233,000
	5339	Kitchener M.A.	207,400
	5360	Wellington Co.	98,000
	5150	Northumberland Co.	46,400
	5320	Brant Co.	93,800
5319	Brantford U.A.	64,300	
<b>Between 5-24 %</b>	5255	Haliburton Co., Muskoka Co.	35,400
	5140	Hastings Co.	94,400
	5420	Perth Co.	61,600
	5350	Oxford Co.	78,200
	5470	Nipissing Co.	74,700
	5460	Parry Sound Co.	27,800
	5330	Norfolk Co.	50,600
	5125	Lennox & Addington Co., Prince Edward Co.	47,200
<b>CFTO-TV Total Persons:</b>			4,717,400
<b>BBM Weekly Circulation (Nov. 1967):</b>			3,185,200
<b>Metro Areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	

# Ontario—Windsor

## CKLW-TV (Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 325-kw visual, 65-kw aural. Antenna: Directional, 631-ft. above av. terrain, 626-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

**Transmitter:** 825 Riverside Drive W., Windsor.

**Studio:** 825 Riverside Drive W., Windsor.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

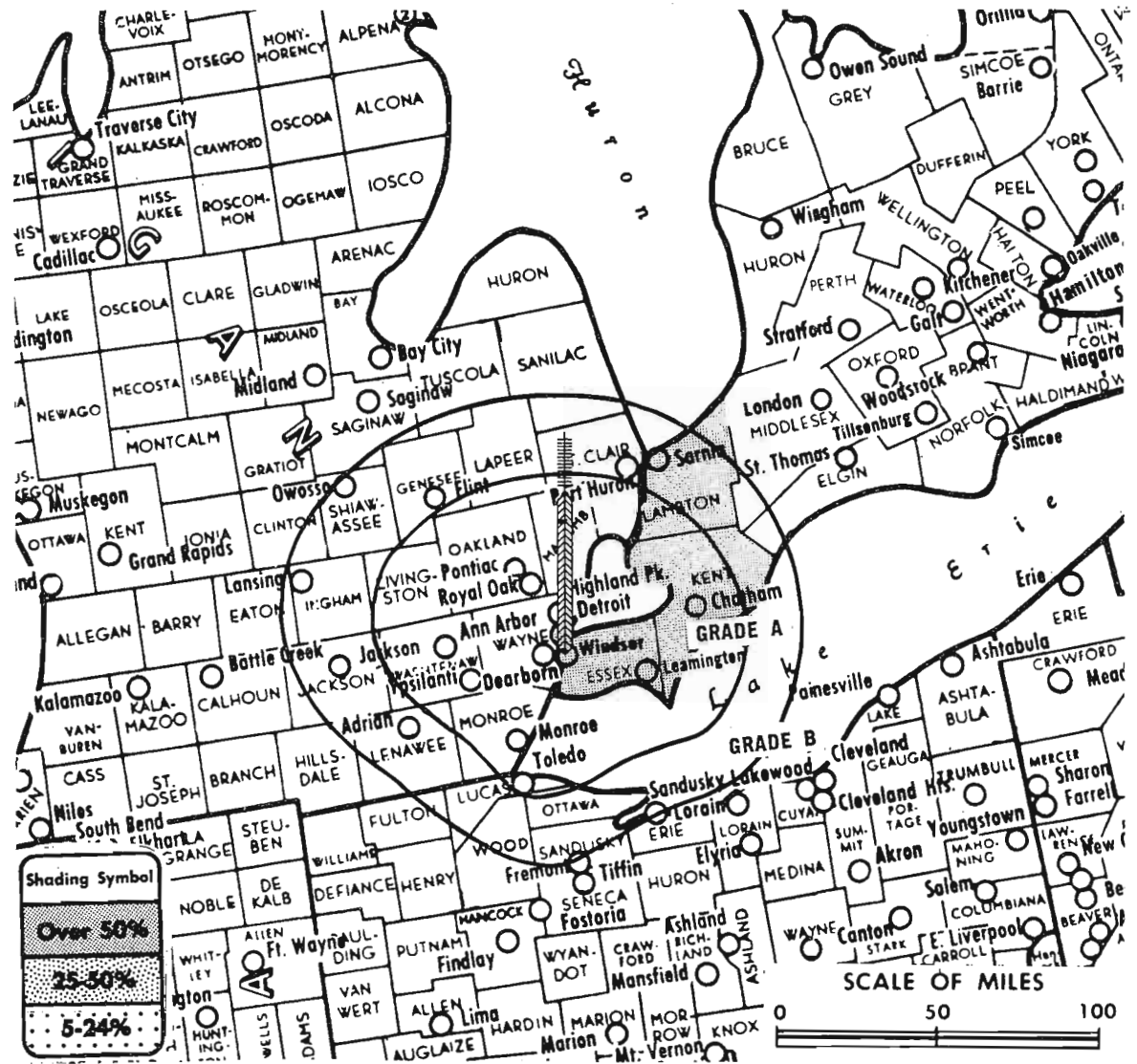
**News Wire Service:** UPI & AP.

**Facsimile Service:** UPI.

**News Film Service:** Broadcast News.

**AM Affiliate:** CKLW, 50-kw, 800 kc.

**FM Affiliate:** CKLW-FM, 50-kw 93.9 mc (No. 230), 414-ft. antenna height.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

Predicted contours supplied by station.

## CKLW-TV

**Network Service:** CBC.

**Licensee:** Western Ontario Bcstg. Co. Ltd., 825 Riverside Dr. W., Windsor, Ont.

**Detroit & Business Office:** 1450 Guardian Bldg., Detroit, Mich. (48226).

**Telephones:** 961-7200, Detroit; 254-2831, Windsor.

**Telex No.:** 313-023-5398.

**Ownership:** CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York.

**Began Operation:** Sept. 16, 1954.

**Represented (sales) by** RKO General Inc.

**Represented (legal) by** Rogers & Rowland, Toronto, Ont.

**Personnel:**

S. C. Ritchie, *president & general manager.*  
Edwin C. Metcalfe, *station manager.*  
Gene Roper, *program & production mgr., TV.*  
Paul R. Litt, *general sales manager, TV.*  
Clark Grant, *director of advertising & promotion.*  
Stewart Clark, *engineering director.*

### DIGEST OF RATE CARD NO. 8 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
\$400.00	\$350.00	\$300.00	\$250.00	\$120.00	\$100.00	\$50.00

Class A—4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 1-9 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	5410	Essex Co.	290,000
	5409	Windsor M.A.	219,000
	5400	Kent Co.	99,200
	5390	Lambton Co.	111,000
	5389	Sarnia U.A.	69,200
Between 25-50%	None Between 25-50%		
Between 5-24%	None Between 5-24%		
CKLW-TV Total Persons:			500,200
BBM Weekly Circulation (Nov. 1967):			362,500
Metro Areas 5409 Windsor M.A.			

Also see Station Listing  
Under Detroit, Michigan.

# Ontario—Windsor (Detroit, Mich.)

## WKBD-TV

(Ch. 50)

**Technical Facilities:** Channel No. 50 (686-692 mc). Authorized power: 1000-kw max. & 678-kw horizontal visual, 200-kw max. & 135-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

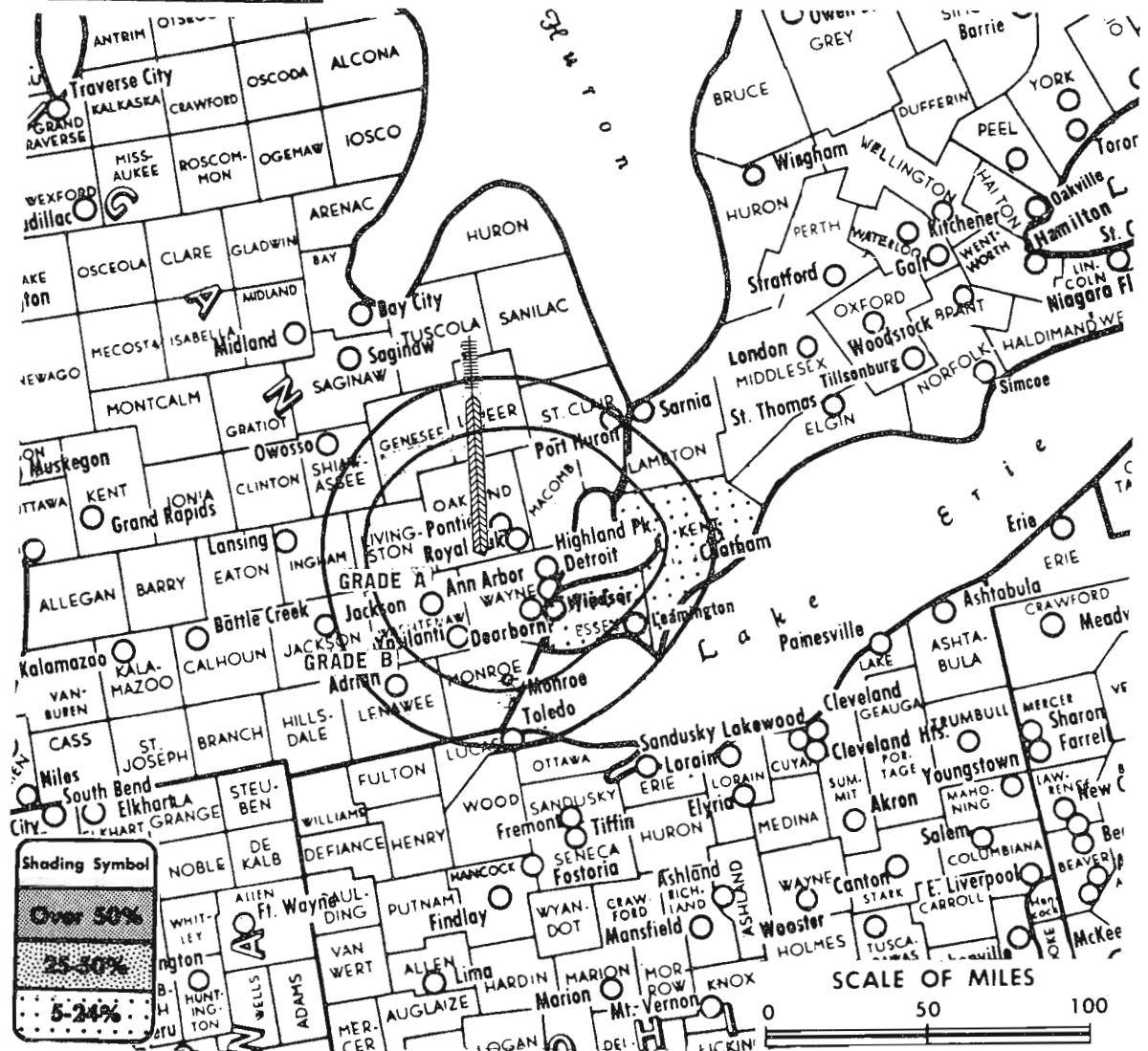
**Transmitter:** 26955 West 11 Mile Road, Southfield, Mich.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WKBD-TV Ref: FCC File No. BPCT-3773 Granted 6/23/66

## WKBD-TV

**Network Service:** None, independent.

**Grantee:** Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

**Studio:** 26955 West 11 Mile Rd., Southfield, Mich. (48076).

**Mailing Address:** Box 359, Southfield, Mich. (48075).

**Telephone:** 313-444-8500.

**Ownership:** Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WXRH & FM, Boston (50%); KMTW-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%).

**Began Operation:** Jan. 10, 1965.

**Represented (sales) by:** Avco Radio Television Sales Inc.

**Represented (legal) by:** Wilmer, Cutler & Pickering.

**Represented (engineering) by:** Gautney & Jones.

### Personnel:

Richard L. Freeman, *general manager*.  
Barry H. Thurston, *station manager & film buyer*.  
Don Chapman, *New York sales manager*.  
James R. Furr, *business manager*.  
Al Martin, *chief engineer*.  
George Sperry, *promotion manager*.  
Gary Floyd, *operations manager*.

### DIGEST OF RATE CARD NO. 2a (Oct. 15, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$350.00	\$208.00	\$104.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	None over 50%		
Between 25-50%	None Between 25-50%		
Between 5-24%	5400	Kent Co.	99,200
	5410	Essex Co.	290,000
<b>WKBD-TV Total Persons:</b>			<b>389,200</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>131,200</b>
Metro Areas	5409	Windsor M.A.	

For UHF Set Penetration by Markets

See Services Volume



# Ontario-Windsor (Detroit, Mich.)

## WJBK-TV

(Ch. 2)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

**Transmitter:** Southfield, Mich.

**TV tape:** Recording facilities.

**AM Affiliate:** WJBK, 10-kw (1-kw night), 1500 kc.

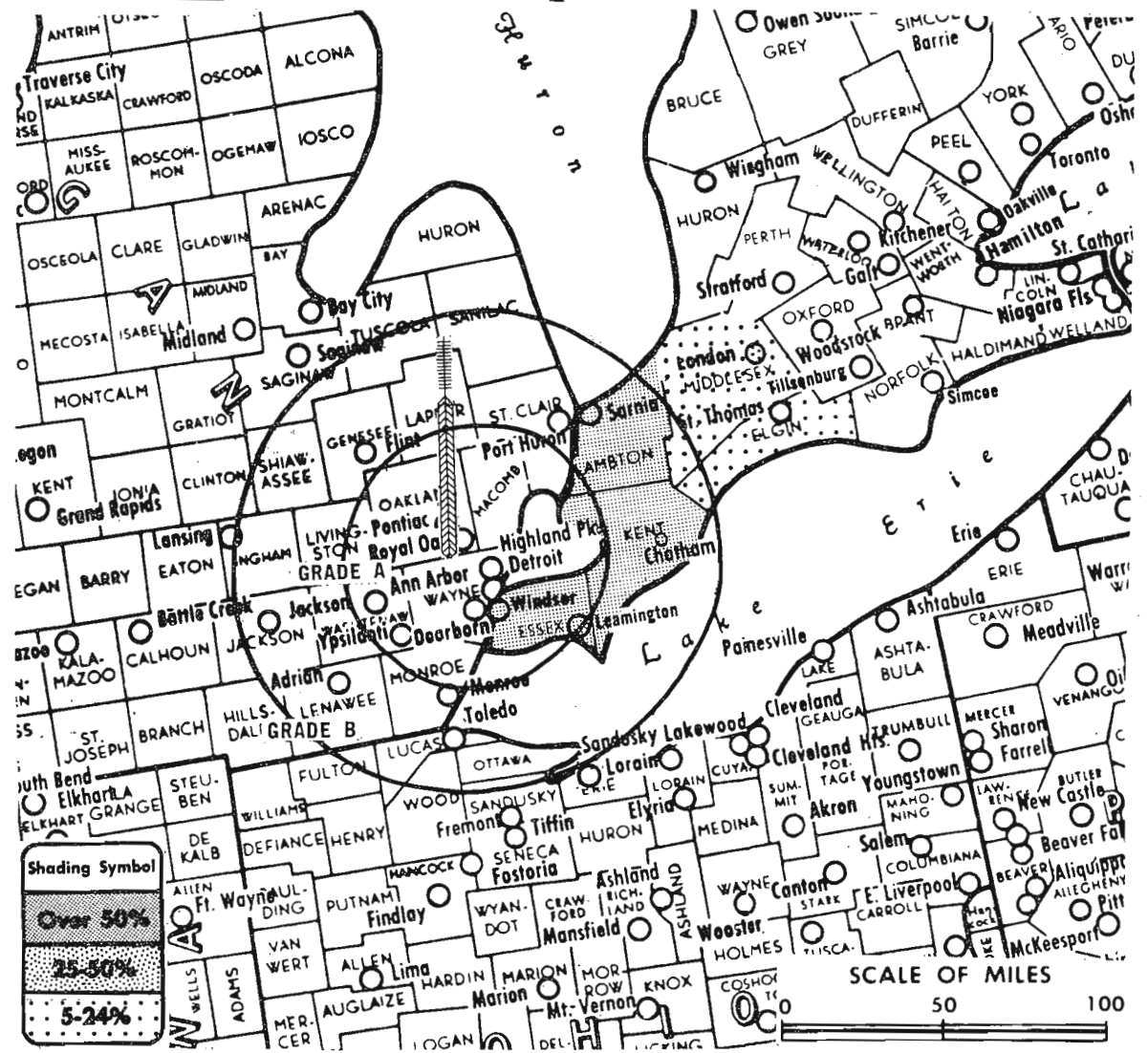
**FM Affiliate:** WJBK-FM, 30-kw, 93.1 mc (No. 226), 440-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** CBS.



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## WJBK-TV

**Licensee:** Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

**Studio:** 7441 Second Blvd.

**Telephone:** 313-873-7400. **TWX No.:** 313-222-5414.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** Oct. 24, 1948.

**Represented (sales) by** Storer Television Sales Inc.

**Represented (legal) by** Warren Zwicky.

**Represented (engineering) by** A. Earl Cullum Jr.

**Personnel:**

- Lawrence M. Carino, *vice president & general manager.*
- Jay Watson, *station manager.*
- Hap Eaton, *general sales manager.*
- George Crandall, *local sales manager.*
- Robert L. Rierison, *program manager.*
- Todd A. Spoeri, *promotion manager.*
- Bob McBride, *news director.*
- Marion Stoner, *chief engineer.*

### DIGEST OF RATE CARD NO. 27 (July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Sun.-Fri.; 7-11 p.m., Sat.	\$3500.00	\$2050.00	.....	.....	Graded rates apply*	

\*Highest rate—\$2400.

**NETWORK BASE HOURLY RATE:** \$3100.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5410	Essex Co.	290,000
	5409	Windsor M.A.	219,000
	5390	Lambton Co.	111,000
	5400	Kent Co.	99,200
	5389	Sarnia U.A.	69,200
<b>Between 25-50%</b>	5369	London M.A.	218,200
<b>Between 5-24%</b>	5370	Middlesex Co.	261,000
	5380	Elgin Co.	61,500
<b>WJBK-TV Total Persons:</b>			<b>822,700</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>487,900</b>
Metro Areas	5409	Windsor M.A.	
	5369	London M.A.	

For Group Ownership  
See Services Volume

# Ontario-Windsor (Detroit, Mich.)

## WWJ-TV (Ch. 4)

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

**Transmitter:** Greenfield & 10½ Mile Rds.

**Studio:** 622 Lafayette Blvd.

**TV tape:** Recording facilities.

**AM Affiliate:** WWJ, 5-kw, 950 kc (NBC).

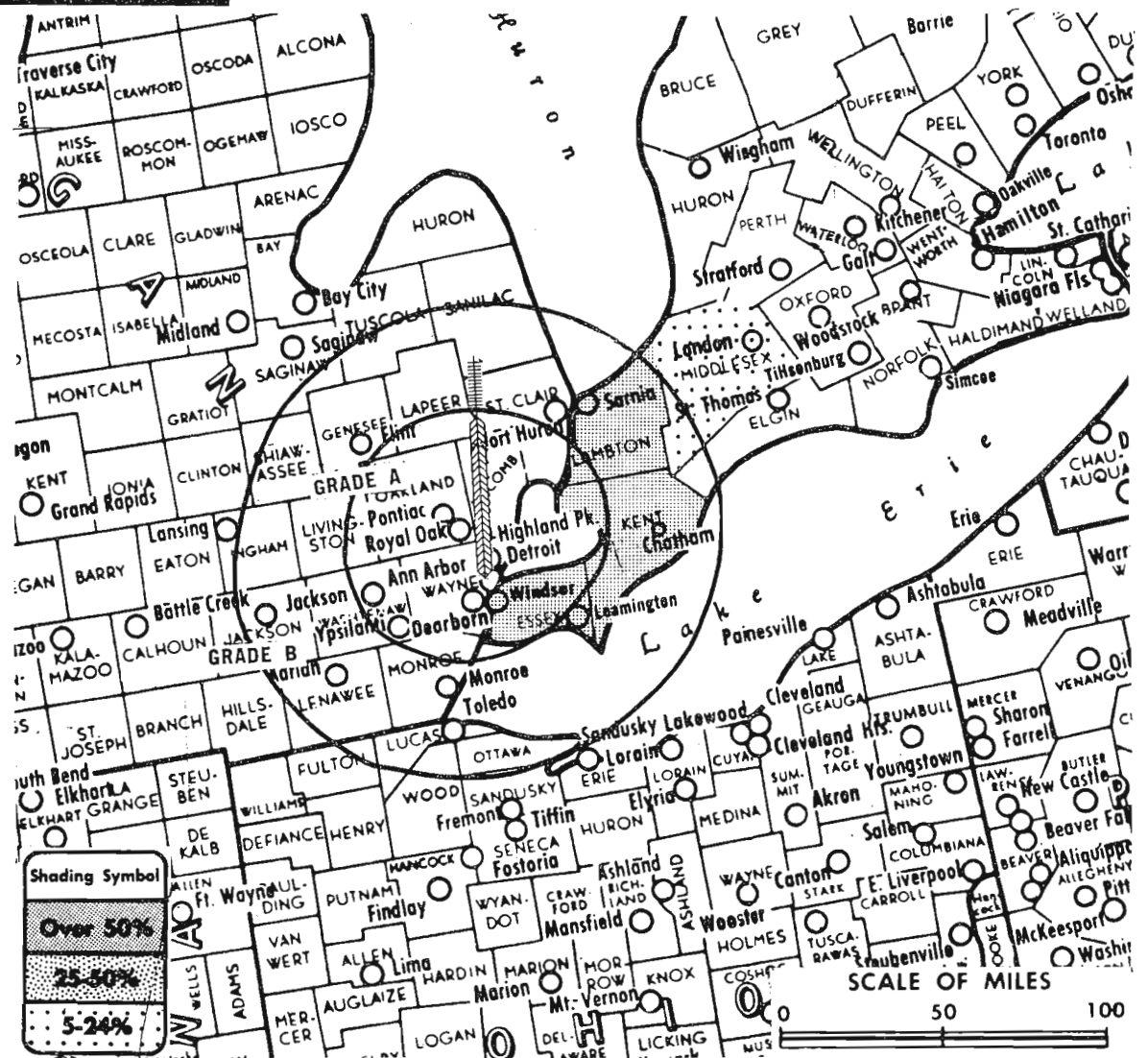
**FM Affiliate:** WWJ-FM, 50-kw, 97.1 mc (No. 246), 480-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI, Western Union Sports.

**Facsimile Service:** UPI, Western Union Sports.

**News Film Service:** NBC, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/54

## WWJ-TV

**Licensee:** Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

**Telephone:** 313-222-2000. **TWX No.:** 313-222-5004.

**Ownership:** Evening News Assn., publisher of *The Detroit News*; Peter B. Clark, pres.

**Began Operation:** June 3, 1947.

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by David L. Steel Sr.

### Personnel:

- James Schiavone, *general manager.*
- Don DeGroot, *assistant general manager.*
- Franklin G. Sisson, *station manager.*
- Ray W. Colie, *sales manager.*
- Peter S. Good, *national sales manager.*
- Frank Steltenkamp, *sales development manager.*
- Melvin C. Wissman, *program development manager.*
- A. Glenn Kyker, *promotion manager.*
- Ian K. Harrower, *program & production mgr. & film buyer.*
- James F. Clark, *news editor.*
- Paul Williams, *public affairs manager.*
- E. J. Love, *engineering manager.*
- Roland Renaud, *chief engineer.*

### DIGEST OF RATE CARD NO. 26A (Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—8-11 p.m., daily.					
\$3600.00	\$2200.00	\$1500.00	\$1600.00	\$1200.00	\$600.00
<b>NETWORK BASE HOURLY RATE: \$3500.</b>					

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5410	Essex Co.	290,000
	5409	Windsor M.A.	219,000
	5390	Lambton Co.	111,000
	5400	Kent Co.	99,200
5389	Sarnia U.A.	69,200	
<b>Between 25-50%</b>	None Between 25-50%		
<b>Between 5-24%</b>	5370	Middlesex Co.	261,000
	5369	London M.A.	218,200
<b>WWJ-TV Total Persons:</b>			<b>761,200</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>440,800</b>
Metro Areas	5409	Windsor M.A.	
	5369	London M.A.	

For ARB Net Weekly Circulation  
See U.S. Station Directory

# Ontario-Windsor (Detroit, Mich.)

## WXYZ-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

**Transmitter:** Broadcast House, 20777 W. Ten Mile Rd., Southfield, Mich.

**Studio:** Broadcast House, 20777 W. Ten Mile Rd., Southfield, Mich.

**TV tape:** Recording facilities.

**AM Affiliate:** WXYZ, 5-kw, 1270 kc (ABC).

**FM Affiliate:** WXYZ-FM, 27.2-kw, 101.1 mc (No. 266), 880-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI, ABC.

**Facsimile Service:** UPI.

**News Film Service:** ABC, UPI.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

## WXYZ-TV

**Licensee:** WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

**Telephone:** 313-444-1111. **TWX No.:** 313-357-4605.

**Ownership:** American Bcstg. Co., 100%; see WABC-TV, New York.  
**Began Operation:** Oct. 9, 1948.

**Represented (sales)** by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

### Personnel:

John J. McMahon, *vice president & general manager.*  
Donald F. Keck, *general sales manager.*  
Kenneth MacQueen, *sales manager.*  
Jan Coil, *local sales service manager.*  
Richard N. Hughes, *dir. of advertising & community affairs.*  
Ralph Dawson, *commercial tape manager.*  
Lawrence Einhorn, *program manager & film buyer.*  
Earl Moore, *business manager.*  
Charles Kocher, *chief engineer.*  
William C. Fyffe, *news director.*  
Ron Laufer, *research director.*  
Joseph Vaughn, *editorial director.*

### DIGEST OF RATE CARD (Fall, 1966)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$3400.00	\$2380.00	\$1200.00	Graded rates apply*		

\*Highest rate: \$1000.

**NETWORK BASE HOURLY RATE:** \$3100.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5410	Essex Co.	290,000
	5409	Windsor M.A.	219,000
	5400	Kent Co.	99,200
	5390	Lambton Co.	111,000
	5389	Sarnia U.A.	69,200
<b>Between 25-50%</b>	5370	Middlesex Co.	261,000
	5369	London M.A.	218,200
<b>Between 5-24%</b>	None Between 5-24%		
<b>WXYZ-TV Total Persons:</b>			<b>761,200</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>466,200</b>
<b>Metro Areas</b>	5409	Windsor M.A.	
	5369	London M.A.	

For ABC Network Listing  
See Services Volume

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## QUEBEC

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### CKRT-TV-1 Baie St. Paul

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee.

Transmitter: Baie St. Paul Co., Charlevoix.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 500-ft. above av. terrain, 80-ft. above ground, 480-ft. above sea level, lat. 47° 25' 37", long. 70° 31' 25".

Ownership: See CKRT-TV, Riviere du Loup, Que.

Began Operation: Dec. 1, 1962.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

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### CKRT-TV-4 Cabano

(Ch. 5)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.6-watts visual, 6.7-watts aural. Antenna: 127-ft. above av. terrain, 60-ft. above ground, lat. 47° 40' 54", long. 86° 53' 09".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

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### CHAU-TV Carleton

(Ch. 5)

(Bilingual Outlet)

(Operates Quebec satellite rebroadcasting stations CHAU-TV-1, Ste. Marguerite-Marie; CHAU-TV-2, Kedgwick-St. Quentin, N.B.; CHAU-TV-3, Port Daniel; CHAU-TV-4, Chandler; CHAU-TV-5, Perce; CHAU-TV-6, Gaspé; CHAU-TV-7, Fox River or Riviere au Renard; CHAU-TV-7 is repeated by CHAU-TV-8, Cloridorme, Que.; CHAU-TV-9, L'Anse a Valteau, Que.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Studio & Transmitter: Carleton, Bonaventure County, P.Q.

Telephones: Carleton 186 or 187.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power 100-kw visual, 52-kw aural. Antenna: 1930-ft. above av. terrain, 232-ft. above ground, 2162-ft. above sea level.

News Wire Service: Canadian Press.

Ownership: Television de la Baie des Chaleurs Inc.

Began Operation: Oct. 17, 1959.

Represented (sales) by Weed & Co. (for U.S.); Hardy Radio & Television Ltd. (Montreal & Toronto); Scharf Broadcast Sales Ltd. (Vancouver).

#### Personnel:

Andre Lecomte, *director general*.  
M. Chabot, *manager & technical supervisor*.  
Anita Tardif, *traffic manager*.

#### DIGEST OF RATE CARD NO. 3—(April 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., dally.							
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$36.00	\$30.00

CHAU-TV Total Persons: 263,500  
BBM Weekly Circulation (Nov. 1967): 164,100

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### CKBL-TV-5 Causapscal

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

904-b

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 45-ft. above ground, 670-ft. above sea level, lat. 48° 20' 53", long. 67° 13' 30".

Began Operation: Sept. 6, 1966.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

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### CHAU-TV-4 Chandler

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, Que., which repeats CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Chandler, P.Q.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 255-ft. above sea level, lat. 48° 21' 11", long. 64° 40' 57".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

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### CKRS-TV-2 Chicoutimi

(Ch. 2)

(Satellite repeater of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier, Jonquiere, Que.

Transmitter: Roussel St., Chicoutimi.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 45-watts visual, 22.5-watts aural. Antenna: 60-ft. above av. terrain, 75-ft. above ground, 350-ft. above sea level, lat. 48° 26' 09", long. 71° 02' 34".

Color: Network.

Began Operation: Dec. 28, 1962.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

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### CHAU-TV-8 Cloridorme

(Ch. 6)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere-au-Renard, Que., which in turn repeats CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs, Inc.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 634-ft. above av. terrain, 134-ft. above ground, 634-ft. above sea level, lat. 49° 11' 27", long. 64° 53' 34".

Ownership: Television de la Baie des Chaleurs, Inc.

Began Operation: Feb. 8, 1965.

Rates: This is an automatic repeater of CHAU-TV-7, Riviere-au-Renard, which in turn picks up CHAU-TV, Carleton, P.Q. and both are included as a bonus with CHAU-TV.

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### CHAU-TV-6 Gaspé

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Gaspé, P.Q.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 600-ft. above av. terrain, 150-ft. above ground, 600-ft. above sea level, lat. 48° 50' 15", long. 64° 29' 35".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

TV Factbook No. 38



# Quebec—Chicoutimi

## CJPM-TV

(Ch. 6)

(French Outlet)

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 52-kw aural. Antenna: 505-ft. above av. terrain, 255-ft. above ground, 805-ft. above sea level.

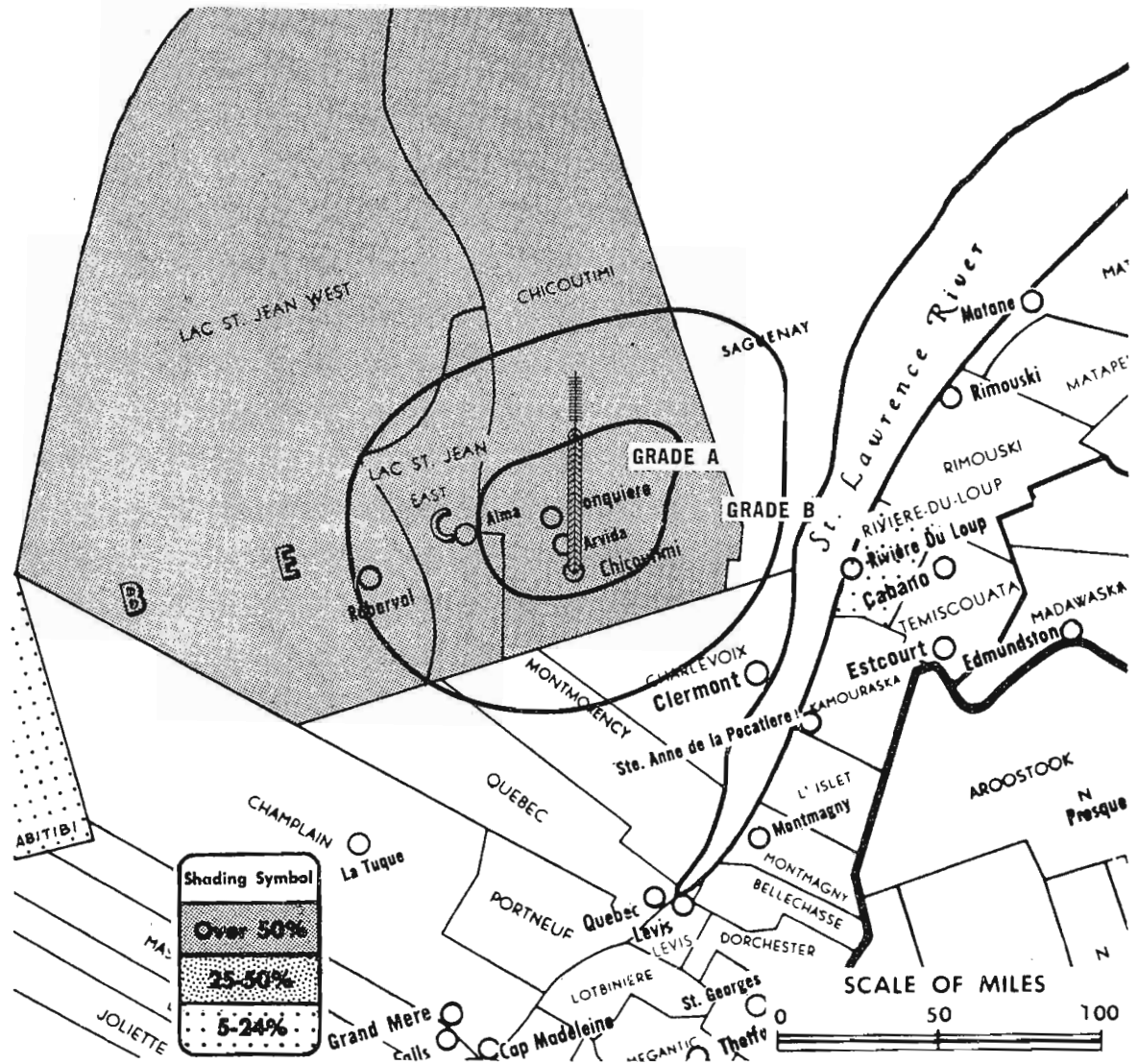
Latitude 48° 24' 27"  
Longitude 71° 05' 08"

**Transmitter:** Mt. Ste. Claire Rd.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CJPM-TV Authorized 7/18/62

## CJPM-TV

**Licensee:** CJPM-TV Inc., P.O. Box 600, Chicoutimi.

**Studio:** Mount Ste. Claire Rd., Chicoutimi.

**Telephone:** 549-2576.

**Ownership:** CJPM-TV Inc.

**Began Operation:** April 1, 1963.

**Represented (sales) by:** Forjoe (U.S.); Paul L'Anglais and Associates (Montreal & Toronto); Stovin-Byles (Vancouver & Winnipeg).

### Personnel:

Paul J. Audette, *general manager*.  
Claude Blain, *asst. general manager (operations)*.  
Roger Hudon, *chief engineer*.

### DIGEST OF RATE CARD NO. 2 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$175.00	\$125.00	\$100.00	\$85.00	\$80.00*	\$53.00*	\$30.00*

\*Class AA—6:30-10:30 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	4120	Chicoutimi Co.	163,000
	4119	Chicoutimi-Jonquiere U.A.	110,100
	4140	Lac St. Jean Co. West	59,900
	4130	Lac St. Jean Co. East	46,200
<b>Between 25-50%</b>	None Between 25-50%		
<b>Between 5-24%</b>	4720	Abitibi Co.	117,000
	4100	Riviere Du Loup Co.	40,200
<b>CJPM-TV Total Persons:</b>			<b>426,300</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>260,300</b>

For CBC Network, see Services Volume

# New York—Plattsburgh

## WPTZ

(Ch. 5)

(Also serves part of Que.)

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 25.1-kw visual, 4.3-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

**Transmitter:** Terry Mountain.

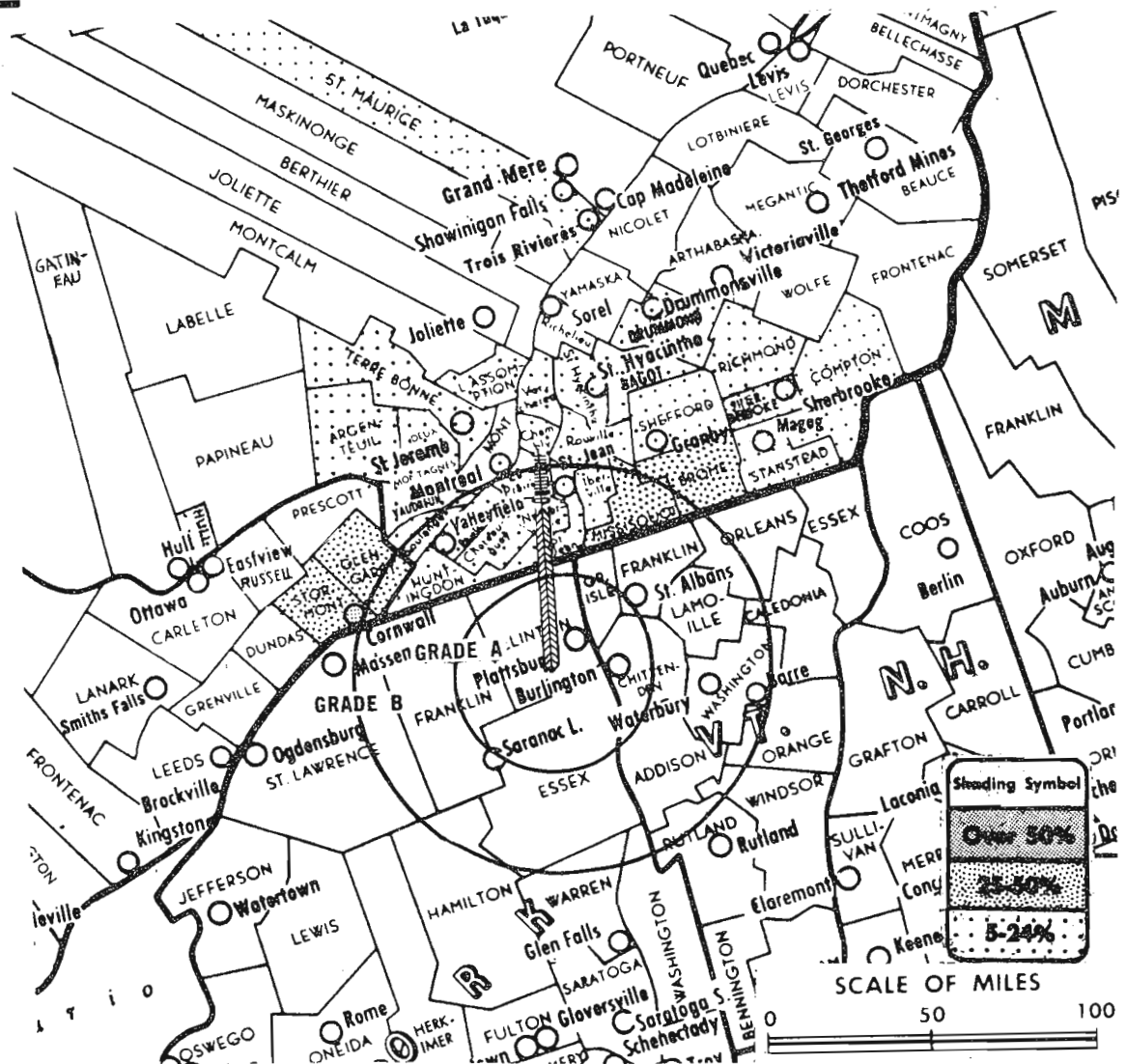
**Studio:** 357 Cornelia St., Plattsburgh, N.Y. (12902).

**Telephone:** 518-561-5555.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.



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WPTZ Ref: FCC File No. BMPCT-2080 Granted 8/26/54

©American Map Co., Inc., N.Y., No. 14244

## WPTZ

**Network Service:** NBC, ABC.

**Licensee:** Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

**Ownership:** Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 66 2/3%; Henry B. Tippie, exec. v.p., finance & treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV, Charleston, W. Va. (WCHS); and operates radio stations WAMS, Wilmington, Del.; WRAP & WYFI(FM), Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica, Cal. Rollins also is Ch. 61 applicant in Wilmington, Del. and owns the former Mexican, Washington, Philadelphia, Wilmington, Del. & southeast Tex. facilities of General Outdoor Advertising Co. It owns Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., 80% of Dettelbach Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

**Began Operation:** Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Marcus Cohn.

**Personnel:**

O. Wayne Rollins, *president*.  
R. Randall Rollins, *executive vice president*.  
William Rhodes, *director of TV*.  
W. P. Eaton Jr., *station manager*.  
Robert Connelly, *operations manager*.  
G. Russell Chambers, *director of engineering*.

### DIGEST OF RATE CARD NO. 10—(July 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$550.00	\$300.00	\$200.00	\$175.00	\$88.00	\$80.00
					\$80.00	\$40.00

**NETWORK BASE HOURLY RATE:** \$550 (NBC), \$550 (ABC).

ARB Data Shown In U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5009	Cornwall City	46,600
<b>Between 25-50%</b>	5015	Glengarry Co., Stormont Co.	78,000
	4395	Brome Co., Missisquoi Co.	47,800
<b>Between 5-24%</b>	4479	Montreal M.A.	2,534,830
	4570	Montreal Island Co.	1,975,000
	4660	St. Maurice Co.	114,000
	4659	Trois Rivières U.A.	96,800
	4500	Chambly Co.	204,000
	4580	Jesus Island Co.	218,000
	4349	Sherbrooke U.A.	82,500
	4350	Sherbrooke Co.	97,000
	4535	Chateauguy Co., Huntingdon Co.	66,100
	4650	Argenteuil Co.	31,000
	4680	Hull Co.	98,600
	4335	Compton Co., Stanstead Co.	59,500
	4470	Beauharnois Co.	52,600
	4430	St. Jean Co.	42,600
	4360	Shefford Co.	61,700
	4485	L'Assomption Co., Vercheres Co.	85,400
	4409	St. Jean U.A.	43,650
	4600	Terrebonne Co.	129,000
	4370	Drummond Co.	64,800
	4380	Richmond Co.	41,200
	4359	Granby City	35,200
	4555	Vaudreuil Co., Soulanges Co.	46,700
	4369	Drummondville U.A.	43,900
	4455	St. Hyacinthe Co., Bagot Co.	73,400
	4415	Iberville Co., Rouville Co.	50,100
	4590	Deux Montagnes Co.	41,000
	4669	Shawinigan U.A.	64,800
	4515	Laprairie Co., Napierville Co.	61,100
<b>WPTZ Total Persons:</b>			<b>3,738,600</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>498,000</b>
<b>Metro Areas</b>	4479	Montreal M.A.	

“If a free society  
cannot help  
the many  
who are poor,  
it cannot save  
the few  
who are rich.”

*John F. Kennedy, Inaugural Address*

Was the duty of business ever greater? Or more urgent? Is there more you could be doing? And if you don't, who will? The kind of world you live in depends upon the quality of the personal faith you demonstrate day by day. Live your faith and help light the world.

Religion In American Life



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## Quebec

### CFGW-TV-2 Gaspé South

(Ch. 8)

(Repeater satellite of CKAM-TV, North Shore, N.B.)

**Network Service:** CBC, same as CKAM-TV, North Shore, which repeats CKCW-TV, Moncton, N.B.

**Licensee:** Gaspé South Telecasting Syndicate, P.O. Box 54, Queen St., Gaspé, Que.

**Transmitter:** Mont Blanc, Perce, P.Q.

**Technical Facilities:** Channel No. 8 (180-186 mc). Authorized power: 1.5-watts visual, 0.8-watts aural. Antenna: Directional 1250-ft. above av. terrain, 25-ft. above ground, 1275-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

**Ownership:** Gaspé South Telecasting Syndicate; H. G. Ascah, secy.; also see CFGW-TV-1, Gaspé West.

**Began Operation:** Oct. 27, 1965.

**Rates:** This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, N.B. and is included as a bonus with CKCW-TV.

### CFGW-TV-1 Gaspé West

(Ch. 6)

(Repeater satellite of CFGW-TV-2, Gaspé South, Que. which repeats CKAM-TV, North Shore, N.B.)

**Network Service:** CBC, same as CKAM-TV, North Shore, which repeats CKCW-TV, Moncton, N.B.

**Licensee:** Gaspé South Telecasting Syndicate, P.O. Box 54, Queen St., Gaspé, Que.

**Transmitter:** Bechervaise Mt.

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 1300-ft. above sea level, lat. 48° 51' 08", long. 64° 33' 10".

**Ownership:** Non-profit organization. H. H. Ascah, secy.

**Began Operation:** Dec. 18, 1962.

**Rates:** This is an automatic repeater of CKAM-TV, North Shore, N.B., a repeater of CKCW-TV, Moncton, N.B. and is included as a bonus with the latter station.

### CKBL-TV-3 Grande Vallée

(Ch. 11)

(Repeater satellite of CKBL-TV, Matane, P.Q.)

**Network Service:** CBC, same as CKBL-TV, Matane.

**Licensee:** La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane, Que.

**Transmitter:** Grande Vallée.

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1100-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 49° 13' 00", long. 65° 10' 42".

**Began Operation:** Sept. 28, 1965.

**Rates:** This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

### CBTB-TV Havre, St. Pierre

(Ch. 12)

(A CBC Network station)

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Havre, St. Pierre.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 0.5-watts aural. Antenna: 15-ft. above av. terrain, 36-ft. above ground, 58-ft. above sea level, lat. 50° 14' 43", long. 63° 35' 41".

**Began Operation:** Dec. 1967.

**Rates:** This is an automatic repeater of the CBC network and is included as a bonus to that network.

### CKHQ-TV-5

#### Lac Louise

(Ch. 13)

(Satellite rebroadcasting station of CKHQ-TV-1, Manicouagan, which repeats CKBL-TV, Matane, Que.)

**Network Service:** Same as CKBL-TV, Matane.

**Licensee:** Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

**Transmitter:** Mont Georges, Manicouagan 5, Saguenay County, Que.

**Technical Facilities:** Channel No. 13 (210-216 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 410-ft. above av. terrain, 100-ft. above ground, 2020-ft. above sea level, lat. 50° 38' 30", long. 68° 47' 55".

**Began Operation:** Oct. 24, 1966.

**Rates:** This is an automatic repeater of CKBL-TV, Matane via CKHQ-TV-1, Manicouagan and is included as a bonus with CKBL-TV.

### CHAU-TV-9

#### L'Anse a Valteau

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-7, Rivière au Renard, which, in turn, rebroadcasts CHAU-TV, Carleton, Que.)

**Network Service:** CBC, same as CHAU-TV, Carleton.

**Licensee:** Television de la Baie des Chaleurs Inc., c/o CHAU-TV, Carleton.

**Transmitter:** L'Anse a Valteau, Gaspé Nord, P. Q.

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 455-ft. above av. terrain, 20-ft. above ground, 455-ft. above sea level, lat. 49° 04' 24", long. 64° 32' 19".

**Ownership:** See CHAU-TV, Carleton.

**Began Operation:** Dec. 1965.

**Rates:** This is an automatic repeater of CHAU-TV, Carleton, via CHAU-TV-7, Rivière au Renard, and is included as a bonus with CHAU-TV.

### CBFCT-1

#### Magdalen Islands

(Ch. 12)

(Satellite of CBFCT, Cheticamp, N.S.)

**Network Service:** CBC, same as CBFCT, Cheticamp, N.S.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** Magdalen Islands, P. Q.

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 1.48-kw visual, .74-kw aural. Antenna: Directional, 760-ft. above av. terrain, 269-ft. above ground, 812-ft. above sea level, lat. 47° 22' 55", long. 61° 54' 47".

**Began Operation:** Nov. 9, 1964.

**Rates:** This is an automatic repeater of CBFCT, Cheticamp, N.S. and is included with that station as a bonus with the French network rate.

### CFCL-TV-5

#### Malartic

(Ch. 5)

(Satellite rebroadcasting station of CFCL-TV-2, Kearns, Ont., which repeats CFCL-TV, Timmins, Ont.)

**Network Service:** CBC, same as CFCL-TV, Timmins, Ont.

**Licensee:** J. Conrad Lavigne Enterprises, Box 620, Timmins, Ont

**Transmitter:** Highway 59.

**Technical Facilities:** Channel No. 5 (76-82 mc). Authorized power: 17.1-kw visual, 8.55-kw aural. Antenna: Directional, 545-ft. above av. terrain, 595-ft. above ground, 1715-ft. above sea level, lat. 48° 11' 49", long. 78° 07' 53".

**Ownership:** See CFCL-TV, Timmins, Ont.

**Began Operation:** Dec. 15, 1965.

**Rates:** This is an automatic repeater of CFCL-TV-2, Kearns, Ont., which in turn repeats CFCL-TV, Timmins, Ont. and both are included as a bonus with that station.



# Quebec—Jonquiere

## CKRS-TV

(Ch. 12)

(French Outlet)

[Also operates satellite rebroadcasting stations CKRS-TV-1, Port Alfred; CKRS-TV-2, Chicoutimi; CKRS-TV-3, Roberval, Que.]

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 42-kw visual, 21-kw aural. Antenna: 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level.

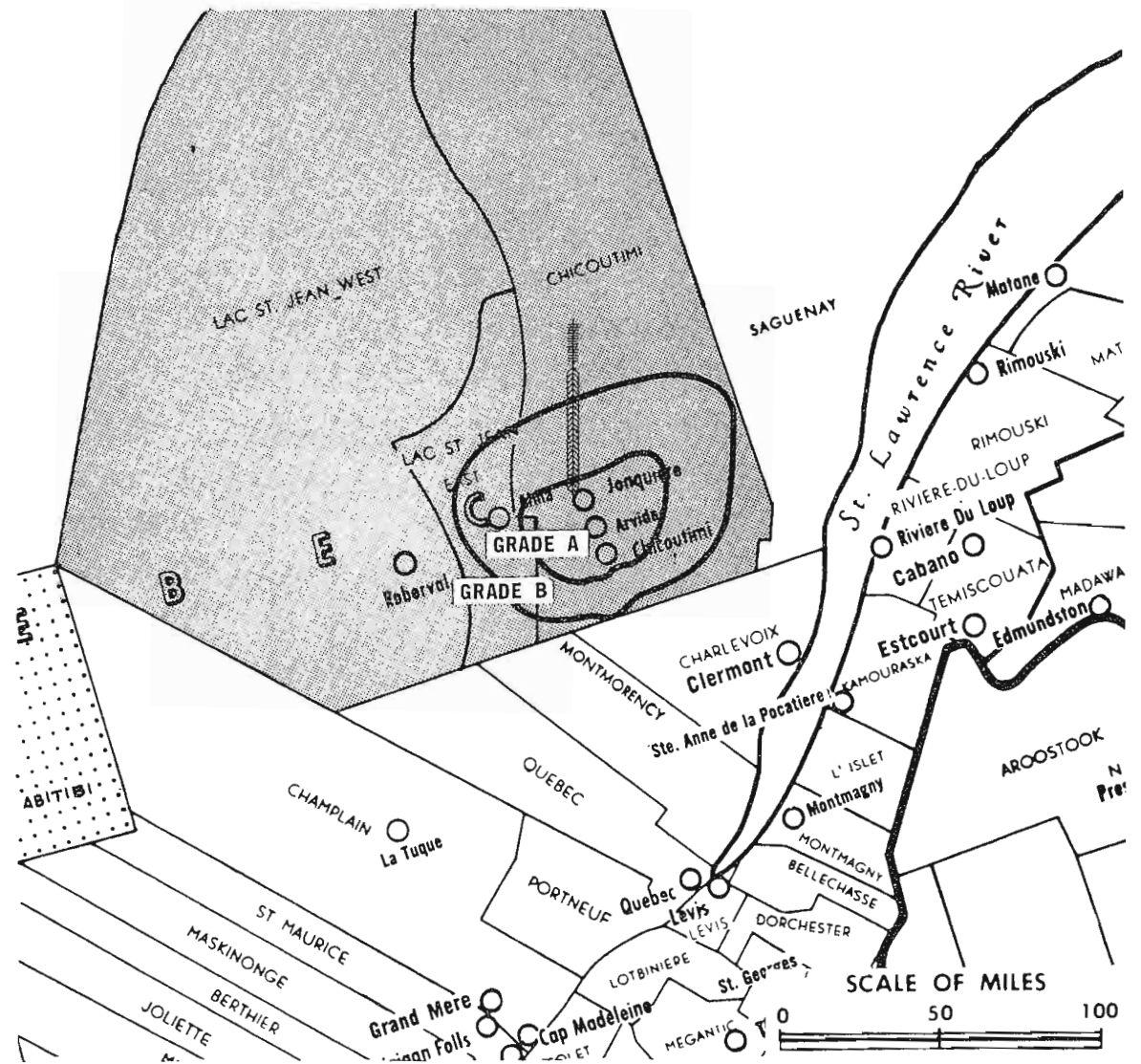
Latitude 48° 24' 29"  
Longitude 71° 14' 52"

**Transmitter:** 175 Sir Wilfrid Laurier St.

**AM Affiliate:** CKRS, 1-kw, 590 kc.

**Color:** Network.

**News Wire Service:** Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKRS-TV Authorized 5/11/55

©American Map Co., Inc., N.Y., No. 14244.

## CKRS-TV

**Network Service:** CBC.

**Licensee:** Radio Saguenay Limitee, 175 Sir Wilfrid Laurier.

**Studio:** 175 Sir Wilfrid Laurier St., Jonquiere.

**Ownership:** Radio Saguenay Limitee. Henri Lepage, pres.

**Began Operation:** Dec. 1, 1955.

**Represented (sales) by** Hardy Radio & Television Ltd. (Montreal, Toronto & Winnipeg); Canadian Standard Broadcast Sales Inc. (U.S.A.).

### Personnel:

Tom Burham, general manager & sales director.  
Eugene Michaud, film buyer.  
Gerard Lemieux, station manager.  
Gilles Dufour, program director.

### DIGEST OF RATE CARD NO. 10 (April 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.							
\$350.00	\$210.00	\$142.00	\$105.00	\$85.00*	\$60.00*	\$45.00*	\$25.00*

\*Class AA—7-10:30 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	4120	Chicoutimi Co.	163,000
	4119	Chicoutimi-Jonquiere U.A.	110,100
	4140	Lac St. Jean Co. West	59,900
	4130	Lac St. Jean Co. East	46,200
<b>Between 25-50%</b>	None Between 25-50%		
<b>Between 5-24%</b>	4720	Abitibi Co.	117,000
<b>CKRS-TV Total Persons:</b>			<b>386,100</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>255,000</b>

For Canadian Population Summary  
see Services Volume

# Quebec

## CKHQ-TV-1 Manicouagan

(Ch. 10)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: Same as CKBL-TV, Matane.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Mont Cantin, Manicouagan 5, Saguenay County, Que.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 15-watts visual, 7.5-watts aural. Antenna: 500-ft. above av. terrain, 200-ft. above ground, 1365-ft. above sea level, lat. 50° 38' 45", long. 68° 44' 22".

Began Operation: June 15, 1962.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

## CKRN-TV-4 Matagami

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Licensee: Radio Nord Inc., Rouyn, Que.

Transmitter: Matagami.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 402-ft. above av. terrain, 400-ft. above ground, 790-ft. above sea level, lat. 49° 43' 45", long. 77° 40' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

## CKBL-TV-6 Matane

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane.)

Network Service: CBC (French), same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement, Matane, Que.

Transmitter: Grand-Detour (Matane.)

Technical Facilities: Channel No. 6 (82-98 mc). Authorized power: 422-watts visual, 211-watts aural. Antenna: TF-2BM, 134-ft. above av. terrain, 64-ft. above ground, 414-ft. above sea level, lat. 48° 49' 34", long. 67° 32' 34".

Began Operation: October 15, 1967.

Rates: Included with CKBL-TV, Matane as a bonus of that station.

## CKBL-TV Matane

(Ch. 9)

(Operates satellite rebroadcasting stations CKBL-TV-1, Mont Climont; CKBL-TV-2, Murdochville, Que.; CKHQ-TV-1, Manicouagan; CKBL-TV-3, Grande Vallee; CKBL-TV-4, Mont-Louis; CKBL-TV-5, Causapsal; CKHQ-TV-5, Lac Louise, Que. which repeats separately-owned CKHQ-TV-1, Manicouagan, Que. and CKBL-TV-6, Matane, which repeats CKBL-TV, Matane, P.Q.)

Network Service: CBC, French.

Licensee: La Cie de Radiodiffusion de Matane Ltee.

Studio: 155 St. Sacrement St.

Transmitter: Mont Logan.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 303-kw visual, 182-kw aural. Antenna: 2336-ft. above av. terrain, 149-ft. above ground, 4000-ft. above sea level, lat. 48° 53' 25", long. 66° 38' 25".

AM Affiliate: CKBL, 10-kw, 1250 kc.

Color: Network.

News Wire Service: Canadian Press.

Ownership: Rene Lapointe, pres. & principal owner; Octave Lapointe, v.p.; Yvan Fortier, secy. Same owners publish weekly newspaper *La Voix Gaspesienne*.

Began Operation: Aug. 19, 1958.

Represented (sales) by The Devney Organization Inc. (for U.S.); Hardy Radio & Television Ltd. (Montreal, Toronto & Winnipeg). Scharf Broadcast Sales Ltd. (Vancouver).

### Personnel:

Rene Lapointe, *president, general manager & film buyer.*  
Octave Lapointe, *vice president & assistant manager.*  
Yvan Fortier, *technical director.*

### DIGEST OF RATE CARD NO. 3

(April 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily.						
\$165.00	\$110.00	\$95.00	\$80.00	\$60.00*	\$50.00*	\$35.00*
*Class AA—7-11 p.m., daily.						

CKBL-TV Total Persons: 249,000  
BBM Weekly Circulation (Nov. 1967): 137,900

## CKHQ-TV-3 Micoua

(Ch. 6)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Micoua, Saguenay County, P.Q.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 470-ft. above av. terrain, 100-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 49", long. 68° 47' 23".

Began Operation: July 28, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

## CKBL-TV-1 Mont Climont

(Ch. 11)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: Same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Transmitter: Mont Climont.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 343-watts visual, 172-watts aural. Antenna: 732-ft. above av. terrain, 100-ft. above ground, 1650-ft. above sea level, lat. 48° 23' 50", long. 67° 19' 27".

Began Operation: Nov. 1962.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

## CBFT-2 Mont Laurier

(Ch. 3)

(Satellite rebroadcasting station of CBFT, Montreal, Que.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Lac Gatineau, 9¼-mi. W of Mont Laurier.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 4.64-kw visual, 2.32-kw aural. Antenna: 513-ft. above av. terrain, 400-ft. above ground, 1395-ft. above sea level, lat. 46° 33' 37", long. 75° 42' 20".

Began Operation: March 15, 1962.

Rates: This is an automatic repeater of CBFT, Montreal and is included as a bonus with that station.

## CKBL-TV-4 Mont-Louis

(Ch. 2)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Transmitter: Mount-Louis.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 40-ft. above ground, 50-ft. above sea level, lat. 49° 13' 39", long. 65° 44' 03".

Began Operation: Aug. 26, 1966.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

# Quebec—Montreal

## CBFT

(Ch. 2)

(French Outlet)

(Operates satellite rebroadcasting stations CBFT-1, Mont Tremblant and CBFT-2, Mont Laurier, both Que.)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 900-ft. above av. terrain, 259-ft. above ground, 998-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

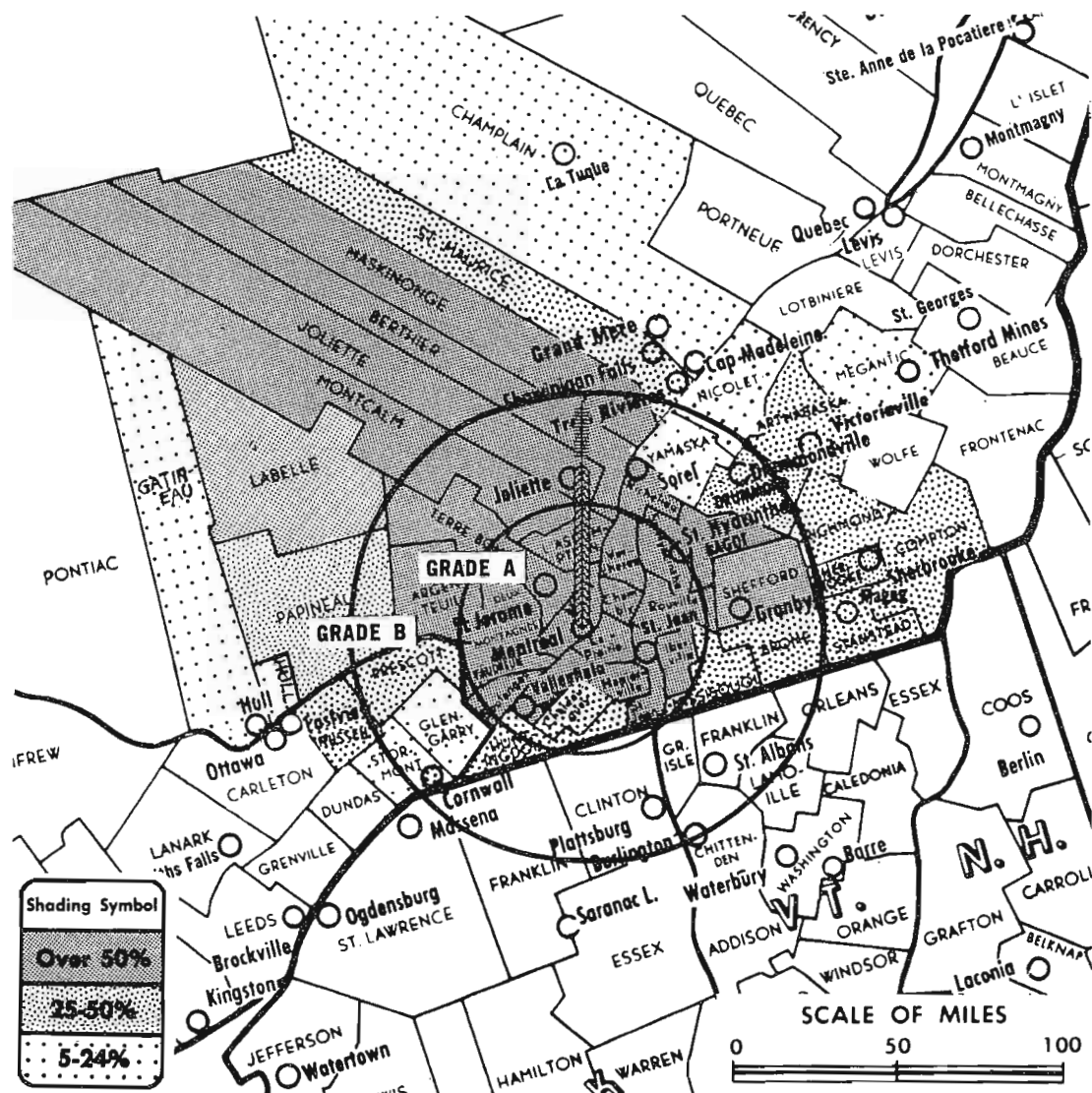
**Transmitter:** Mount Royal Park.

**TV tape:** Recording facilities.

**Color:** Network, live, film & tape.

**AM Affiliate:** CBF, 50-kw, 690 kc (CBC).

**FM Affiliate:** CBF-FM, 3.86-kw, 95.1 mc (No. 236), 585-ft. antenna height. Holds authorization for change to 27-kw and antenna 805-ft. above av. terrain.



CBFT Authorized: 7/20/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CBFT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Radio-Canada Bldg., 1425 Dorchester St. W.

**Telephone:** 868-3211.

**Began Operation:** Sept. 6, 1952; changed from bilingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

**Represented (sales) by** CBC National Selective Sales, Montreal.

**Personnel:**

- J. Blais, *director of television operations.*
- Fernand Guerard, *program director.*
- Charles Frenette, *director of TV services.*
- Maurice Valiquette, *director of sales.*
- Jean Beaudoin, *manager, film service.*
- G. Cadieux, *supervisor of public & audience relations services.*
- P. Vosniacos, *general news supervisor (French).*

### DIGEST OF RATE CARD NO. 22 (March 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$1250.00	\$750.00	\$500.00	\$375.00	\$313.00*	\$281.00*	\$250.00*
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$1250.00	\$750.00	\$500.00	\$375.00	\$313.00*	\$281.00*	\$250.00*

**Note:** No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

## La Rue Media Brokers Inc.

Radio Television CATV

116 Central Park South

President  
Hugh Ben LaRue

Area Code 212  
265-3430

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	4479	Montreal M.A.	2,534,830
	4570	Montreal Island Co.	1,975,000
	4580	Jesus Island Co.	218,000
	4500	Chambly Co.	204,000
	4600	Terrebonne Co.	129,000
	4485	L'Assomption Co., Vercheres Co.	85,400
	4700	Labelle Co.	30,500
	4615	Joliette Co., Montcalm Co.	69,500
	4470	Beauharnois Co.	52,600
	4455	St. Hyacinthe Co., Bagot Co.	73,400
	4635	Berthier Co., Maskinonge Co.	48,400
	4415	Iberville Co., Rouville Co.	50,100
	4515	Laprairie Co., Napierville Co.	61,100
	4409	St. Jean U.A.	43,650
	4430	St. Jean Co.	42,600
	4555	Vaudeuil Co., Soulanges Co.	46,700
	4440	Richelleu Co.	46,700
4590	Deux Montagnes Co.	41,000	
4360	Shefford Co.	61,700	
4650	Argenteuil Co.	31,000	
4359	Granby City	35,200	
Between 25-50%	4660	St. Maurice Co.	114,000
	4669	Shawinigan U.A.	64,800
	4659	Trois Rivieres U.A.	96,800
	4535	Chateauguay Co., Huntingdon Co.	66,100
	4395	Brome Co., Missisquoi Co.	47,800
	4350	Sherbrooke Co.	97,000
	4349	Sherbrooke U.A.	82,500
	4710	Papineau Co.	31,700
	4280	Arthabaska Co.	50,900
	4370	Drummond Co.	64,800
	4369	Drummondville U.A.	43,900
5035	Prescott Co., Russell Co.	48,300	
4335	Compton Co., Stanstead Co.	59,500	
4380	Richmond Co.	41,200	
5009	Cornwall City	46,600	
Between 5-24%	4690	Gatineau Co.	53,000
	4670	Champlain Co.	112,000
	4295	Nicolet Co., Yamaska Co.	46,200
	5015	Glengarry Co., Stormont Co.	78,000
	4680	Hull Co.	98,600
4260	Megantic Co.	57,500	
<b>CBFT Total Persons:</b>			<b>4,333,300</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>2,562,100</b>
<b>Metro Areas</b>	4479	Montreal M.A.	

# Quebec—Montreal

## CBMT (Ch. 6)

(English Outlet)

**Technical Facilities:** Channel No. 6 (82-88 mc). Authorized power: 100-kw visual, 60-kw aural. Antenna: 763-ft. above av. terrain, 167-ft. above ground, 804-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

**Transmitter:** Mount Royal.

**Studio:** Radio Canada Bldg., 1425 Dorchester St. W.

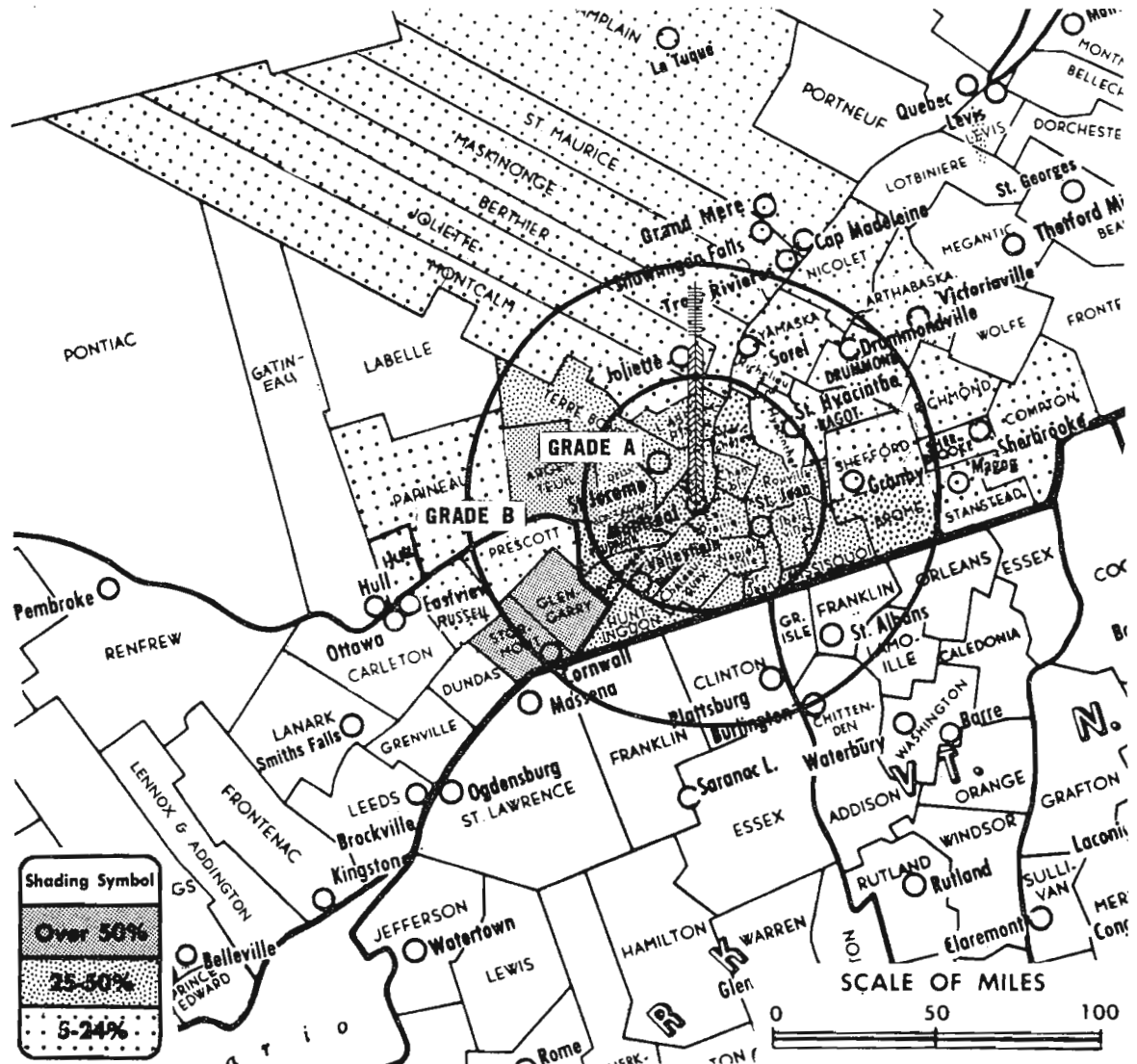
**Telephone:** 868-3211.

**TV tape:** Recording facilities.

**Color:** Network, live, film & tape.

**AM Affiliate:** CBM, 50-kw, 940 kc (CBC).

**FM Affiliate:** CBM-FM, 3.86-kw, 100.7 mc (No. 236), 525-ft. antenna height. Holds recommendation for change to 27-kw, 805-ft. above av. terrain.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBMT Authorized: 7/20/60

## CBMT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** Jan. 10, 1954.

**Represented (sales) by** Weed & Co. (for U.S.) and CBC National Selective Sales (for Canada).

### Personnel:

J. Blais, *director of television operations.*

Ken Davey, *program director.*

Maurice Valiquette, *director of sales.*

C. Frenette, *director of TV services.*

G. Cadieux, *supervisor of public & audience relations services.*

Sean McGoldrick, *editor, English TV news.*

Oliver Henry, *program film officer.*

### DIGEST OF RATE CARD NO. 19 (March 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$1000.00	\$600.00	\$400.00	\$300.00	\$250.00*	\$225.00*	\$200.00*	\$150.00*

\*Class AA—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.

Note: No announcements scheduled on Good Friday, Easter Sunday, or Christmas Day.

## BLACKBURN & COMPANY, INC.

Radio • TV • CATV • Newspaper Brokers

Washington, D.C.:	1725 K St., N.W.	(202) 333-9270
Chicago:	333 N. Michigan Avenue	(312) 346-6460
Atlanta:	1650 Peachtree Road, N.E.	(404) 873-5626
Beverly Hills:	9465 Wilshire Blvd.	(213) 274-8151

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50%</b>	5015	Glengarry Co., Stormont Co.	78,000
	4650	Argenteuil Co.	31,000
	5009	Cornwall City	46,600
<b>Between 25-50%</b>	4479	Montreal M.A.	2,534,830
	4570	Montreal Island Co.	1,975,000
	4580	Jesus Island Co.	218,000
	4500	Chambly Co.	204,000
	4600	Terrebonne Co.	129,000
	4535	Chateauguay Co., Huntingdon Co.	66,100
	4395	Brome Co., Missisquoi Co.	47,800
	4485	L'Assomption Co., Vercheres Co.	85,400
	4555	Vaudreuil Co., Soulanges Co.	46,700
	4590	Deux Montagnes Co.	41,000
	4515	Laprairie Co., Napierville Co.	61,100
	4415	Iberville Co., Rouville Co.	50,100
	4470	Beauharnois Co.	52,600
4409	St. Jean U.A.	43,650	
4430	St. Jean Co.	42,600	
<b>Between 5-24%</b>	4659	Trois Rivières U.A.	96,800
	4660	St. Maurice Co.	114,000
	4670	Champlain Co.	112,000
	4350	Sherbrooke Co.	97,000
	4349	Sherbrooke U.A.	82,500
	4669	Shawinigan U.A.	64,800
	4335	Compton Co., Stanstead Co.	59,500
	4380	Richmond Co.	41,200
	4360	Shefford Co.	61,700
	4615	Joliette Co., Montcalm Co.	69,500
	5035	Prescott Co., Russell Co.	48,300
	4359	Granby City	35,200
	4455	St. Hyacinthe Co., Bagot Co.	73,400
	4710	Papineau Co.	31,700
	4370	Drummond Co.	64,800
4680	Hull Co.	98,600	
4440	Richelieu Co.	46,700	
4369	Drummondville U.A.	43,900	
4635	Berthier Co., Maskinonge Co.	48,400	
4280	Arthabaska Co.	50,900	
4295	Nicolet Co., Yamaska Co.	46,200	

CBMT Total Persons: 4,192,300  
BBM Weekly Circulation (Nov. 1967): 1,564,600  
Metro Areas 4479 Montreal M.A.



# Quebec—Montreal

## CFCF-TV

(Ch. 12)

(English Outlet)

**Technical Facilities:** Channel No. 12 (204-210 mc). Authorized power: 325-kw visual, 160-kw aural. Antenna: 970-ft. above av. terrain, 330-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

**Transmitter:** Mt. Royal.

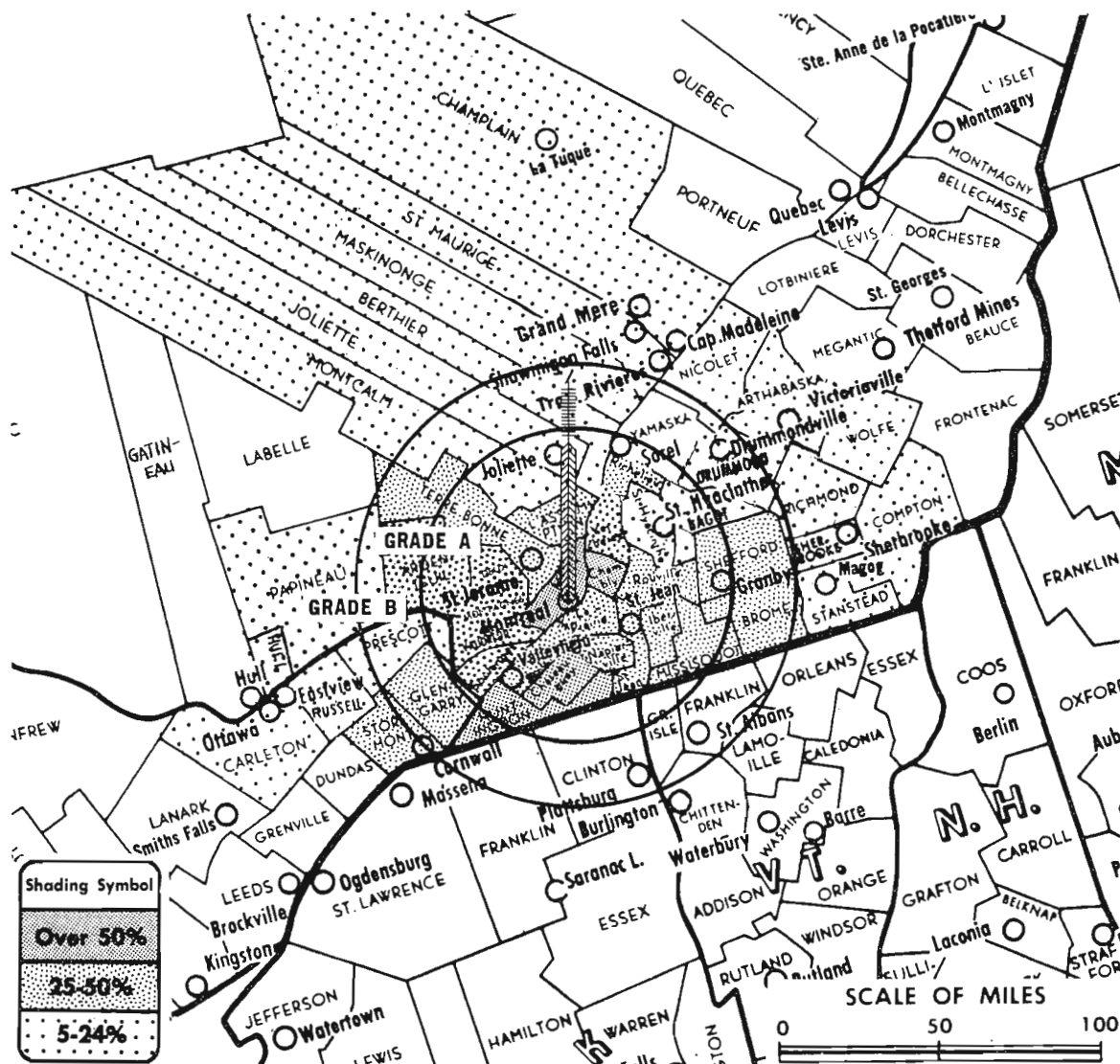
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI, Canadian Press, Broadcast News.

**AM Affiliate:** CFCF, 0.5-kw, 600 kc (ABC).

**FM Affiliate:** CFQR-FM, 41.4-kw, 92.5 mc (No. 223), 970-ft. antenna height.



CFCF-TV Authorized: 4/22/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CFCF-TV

**Network Service:** CTV.

**Licensee:** Canadian Marconi Co., 2442 Trenton Ave., Montreal 16.

**Studio:** 405 Ogilvy Ave., Montreal 15.

**Telephone:** 273-6311. **TWX No.:** 01-2592.

**Ownership:** Canadian Marconi Co., L. M. Daley, pres.

**Began Operation:** Jan. 20, 1961.

**Represented (sales) by** All-Canada Radio & Television Ltd.

**Personnel:**

- S. B. Hayward, *vice president, broadcasting division.*
- Don Martz, *station manager.*
- Sam Pitt, *program manager.*
- George Bowden, *operations manager.*
- Joe Thompson, *engineering.*
- P. Bell-Smith, *controller.*
- Danny Dooner, *sales manager.*
- Babs Pitt, *advertising & promotion manager.*
- Bill Callender, *film buyer.*

**DIGEST OF RATE CARD NO. 11—(Sept. 1, 1967)**

30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.							
.....	.....	.....	.....	.....	.....	\$420.00	\$335.00
.....	.....	.....	.....	.....	.....		\$170.00

For Canadian CATV Systems

see Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	4479	Montreal M.A.	2,534,830
	4570	Montreal Island Co.	1,975,000
	4500	Chambly Co.	204,000
	4535	Chateauguay Co., Huntingdon Co.	66,100
<b>Between 25-50 %</b>	4580	Jesus Island Co.	218,000
	4600	Terrebonne Co.	129,000
	4485	L'Assomption Co., Vercheres Co.	85,400
	4555	Vaudreuil Co., Soulanges Co.	46,700
	5015	Glengarry Co., Stormont Co.	78,000
	4515	Laprairie Co., Napierville Co.	61,100
	4395	Brome Co., Mississquoi Co.	47,800
	4650	Argenteuil Co.	31,000
	5009	Cornwall City	46,600
	4590	Deux Montagnes Co.	41,000
	4470	Beauharnois Co.	52,600
	4430	St. Jean Co.	42,600
	4415	Iberville Co., Rouville Co.	50,100
4360	Shefford Co.	61,700	
4409	St. Jean U.A.	43,650	
4359	Granby City	35,200	
4440	Richelieu Co.	46,700	
<b>Between 5-24 %</b>	4659	Trois Rivieres U.A.	96,800
	4660	St. Maurice Co.	114,000
	4350	Sherbrooke Co.	97,000
	4349	Sherbrooke U.A.	82,500
	4670	Champlain Co.	112,000
	4370	Drummond Co.	64,800
	4615	Joliette Co., Montcalm Co.	69,500
	4380	Richmond Co.	41,200
	4369	Drummondville U.A.	43,900
	4680	Hull Co.	98,600
	4669	Shawinigan U.A.	64,800
	5035	Prescott Co., Russell Co.	48,300
	4455	St. Hyacinthe Co., Bagot Co.	73,400
4335	Compton Co., Stanstead Co.	59,500	
4635	Berthier Co., Maskinonge Co.	48,400	
4280	Arthabasca Co.	50,900	
4710	Papineau Co.	31,700	
<b>CFCF-TV Total Persons:</b>			<b>4,146,100</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>1,766,100</b>
<b>Metro Areas 4479 Montreal M.A.</b>			

# Quebec—Montreal

## CFTM-TV

(Ch. 10)

(French Outlet)

**Technical Facilities:** Channel No. 10 (192-198 mc). Authorized power: 325-kw visual, 160-kw aural. Antenna: 972-ft. above av. terrain, 328-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 21"  
Longitude 73° 35' 32"

**Transmitter:** Mount Royal Park.

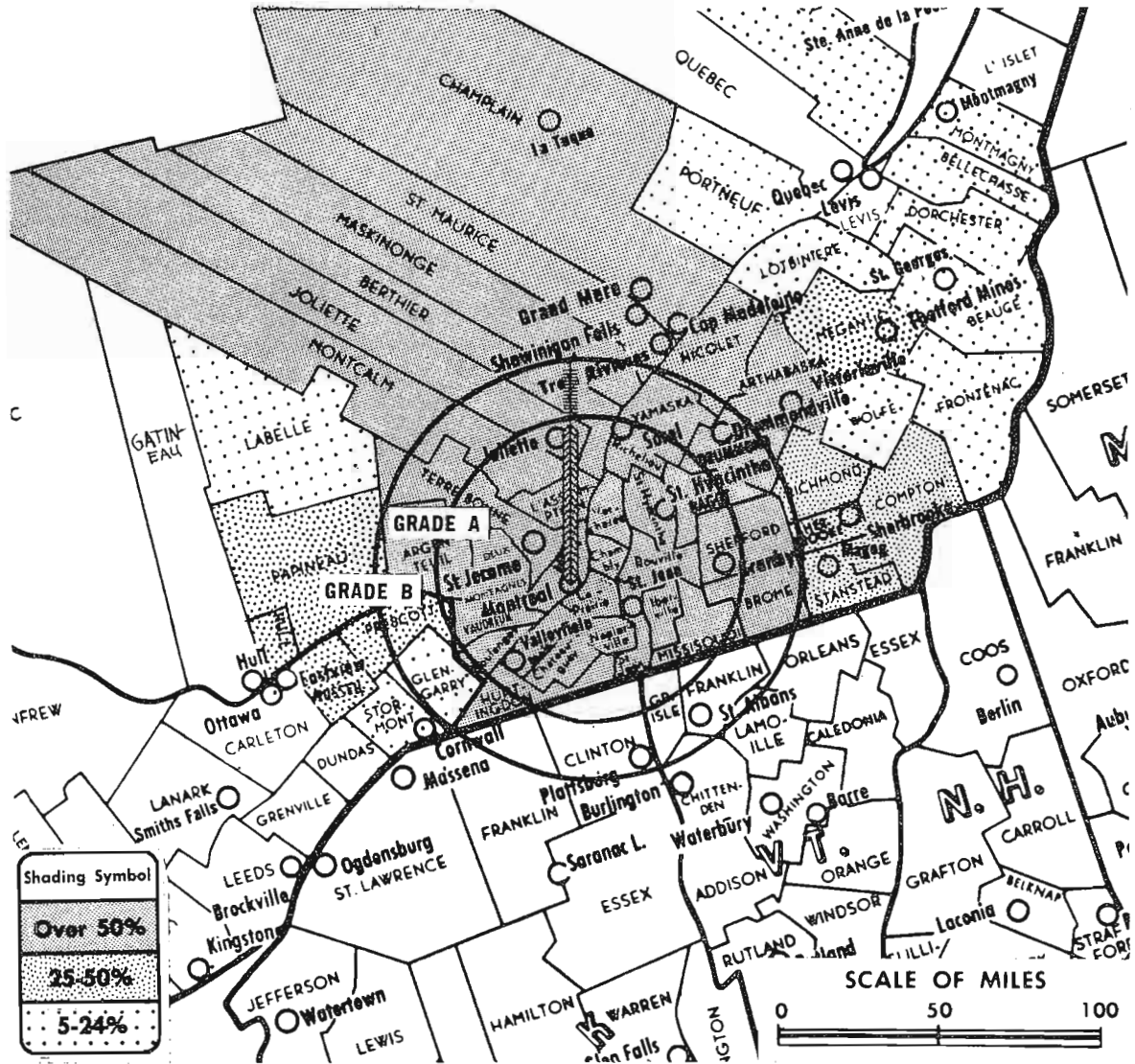
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** AP, UPI, France Presse, Canadian Press, Broadcast News.

**Facsimile Service:** UPI.

**News Film Service:** UPI.



CFTM-TV Authorized: 4/26/60

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CFTM-TV

**Network Service:** None, independent.

**Licensee:** Tele-Metropole Corp., 1405 de Maisonneuve, Montreal 24, P.Q.

**Studio:** 1405-25 de Maisonneuve, Montreal.

**Telephone:** Lafontaine 6-9251.

**Ownership:** J. A. DeSeve, pres. & director general; Paul L'Anglais, v.p.—principal stockholders.

**Began Operation:** Feb. 19, 1961.

**Represented (sales) by:** Forjoe-TV Inc. (for U.S.); Paul L'Anglais Inc. (Montreal & Toronto); Stovin-Byles (Winnipeg-Vancouver).

### Personnel:

Roland Giguere, station manager & vice-president.  
Paul L'Anglais, v.p. & commercial director.  
Robert L'Herbier, assistant station mgr. & dir. of programs.  
Jean-Paul Ladouceur, art, color, commercial production dir.  
Maurice Bastien, director of film services & film buyer.  
Maurice Doucet, director of technical operations.  
Jean Marion, public relations, advertising & sales promotion director.

### DIGEST OF RATE CARD NO. 7

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$1300.00	\$865.00	\$760.00	\$650.00	\$495.00*	\$380.00*	\$240.00*

\*Class AA—6-11 p.m., daily.

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BBM Weekly Circulation	BBM Area No.	Area Description	All Persons	
Over 50 %	4479	Montreal M.A.	2,534,830	
	4570	Montreal Island Co.	1,975,000	
	4580	Jesus Island Co.	218,000	
	4500	Chambly Co.	204,000	
	4600	Terrebonne Co.	129,000	
	4485	L'Assomption Co., Vercheres Co.	85,400	
	4615	Joliette Co., Montcalm Co.	69,500	
	4455	St. Hyacinthe Co., Bagot Co.	73,400	
	4660	St. Maurice	114,000	
	4470	Beauharnois Co.	52,600	
	4440	Richelieu Co.	46,700	
	4370	Drummond Co.	64,800	
	4659	Trois Rivières U.A.	96,800	
	4415	Iberville Co., Rouville Co.	50,100	
	4515	Laprairie Co., Napierville Co.	61,100	
	4360	Shefford Co.	61,700	
	4670	Champlain Co.	112,000	
	4535	Chateauguay Co., Huntingdon Co.	66,100	
	4635	Berthier Co., Maskinonge Co.	48,400	
	4555	Vaudreuil Co., Soulanges Co.	46,700	
	4590	Deux Montagnes Co.	41,000	
	4430	St. Jean Co.	42,600	
	4409	St. Jean U.A.	43,650	
	4359	Granby City	35,200	
	4669	Shawinigan U.A.	64,800	
	4369	Drummondville U.A.	43,900	
	4395	Brome Co., Missisquoi Co.	47,800	
	4280	Arthabaska Co.	50,900	
	4295	Nicolet Co., Yamaska Co.	46,200	
	4650	Argenteuil Co.	31,000	
	Between 25-50 %	4680	Hull Co.	98,600
		5035	Prescott Co., Russell Co.	48,300
4350		Sherbrooke Co.	97,000	
4349		Sherbrooke U.A.	82,500	
4335		Compton Co., Stanstead Co.	59,500	
4260		Megantic Co.	57,500	
4380		Richmond Co.	41,200	
4710	Papineau Co.	31,700		
Between 5-24 %	5069	Ottawa M.A.	518,870	
	5015	Glengarry Co., Stormont Co.	78,000	
	4225	Bellechasse Co., Dorchester Co.	56,800	
	4700	Labelle Co.	30,500	
	4250	Portneuf Co.	52,100	
	4240	Lotbiniere Co.	23,300	
	4270	Beauce Co.	64,900	
	5009	Cornwall City	46,600	
4315	Frontenac Co., Wolfe Co.	44,600		
4185	Montmagny Co., Montmorency Co.	52,800		

CFTM-TV Total Persons: 4,579,800  
BBM Weekly Circulation (Nov. 1967): 2,797,600

Metro Areas 4479 Montreal M.A.  
5069 Ottawa M.A.

**CBFT-1**  
**Mont Tremblant**

(Ch. 11)

(Satellite rebroadcasting station of CBFT, Montreal, Que.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Top of Mont Tremblant.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: .6-kw visual, .3-kw aural. Antenna: 1779-ft. above av. terrain, 97-ft. above ground, 3047-ft. above sea level, lat. 46° 13' 10", long. 74° 33' 11".

Began Operation: Feb. 15, 1962.

Rates: This is an automatic repeater of CBFT, Montreal and is included as a bonus with that station.

**CKBL-TV-2**  
**Murdochville**

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement, Matane, Que.

Transmitter: Needle Mountain, Murdochville.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1150-ft. above av. terrain, 25-ft. above ground, 2850-ft. above sea level, 48° 56' 48", long. 65° 31' 00".

Began Operation: Oct. 1, 1963.

Rates: This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

**CKMU-TV-1**  
**Murdochville**

(Ch. 3)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B., which repeats CKCW-TV, Moncton, N.B.)

Network Service: CBC, same as CKAM-TV & parent CKCW-TV, Moncton, N.B.

Licensee: Murdochville Television Inc.

Transmitter: Needle Mt., near Murdochville.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 20-ft. above ground, 2870-ft. above sea level, lat. 48° 57' 50", long. 65° 30' 50".

Ownership: John Hall, pres.; H. Dunn, secy.-treas.

Began Operation: June 17, 1965.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, and is included as a bonus with CKCW-TV.

**CKHQ-TV-2**  
**Outardes 4**

(Ch. 12)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 4, Saguenay County, P.Q.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 175-ft. above av. terrain, 140-ft. above ground, 1380-ft. above sea level, lat. 49° 42' 00", long. 68° 53' 36".

Began Operation: Jan. 12, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

For CBC Network Listing  
See Services Volume

**Quebec**

**CKHQ-TV-4**  
**Outardes 3**

(Ch. 7)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski, Que.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 3, Saguenay County, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 160-ft. above av. terrain, 80-ft. above ground, 1280-ft. above sea level, lat. 49° 33' 08", long. 68° 44' 02".

Began Operation: July 28, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

**CHAU-TV-5**  
**Perce**

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Perce, P.Q.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 465-watts visual, 233-watts aural. Antenna: 1385-ft. above av. terrain, 150-ft. above ground, 1385-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

**CKRS-TV-1**  
**Port Alfred**

(Ch. 9)

(Satellite rebroadcasting station of CKRS-TV, Jonquiere, Que.)

Network Service: CBC, same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., same as CKRS-TV.

Transmitter: Grande Baie Blvd., Grande Baie, Que.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 19.0-watts visual, 9.5-watts aural. Antenna: 502-ft. above av. terrain, 75-ft. above ground, 525-ft. above sea level, lat. 48° 19' 20", long. 70° 49' 48".

Color: Network.

Began Operation: Nov., 1963.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.). Hardy Radio & Television Ltd.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

**CHAU-TV-3**  
**Port Daniel**

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Port Daniel, P.Q.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 502-ft. above av. terrain, 102-ft. above ground, 502-ft. above sea level, lat. 48° 08' 25", long. 64° 59' 05".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

# Quebec—Quebec City

## CBVT

(Ch. 11)

(French Outlet)

**Technical Facilities:** Channel No. 11 (198-204 mc). Authorized power: 173-kw visual, 87-kw aural. Antenna: 649-ft. above av. terrain, 525-ft. above ground, 950-ft. above sea level.

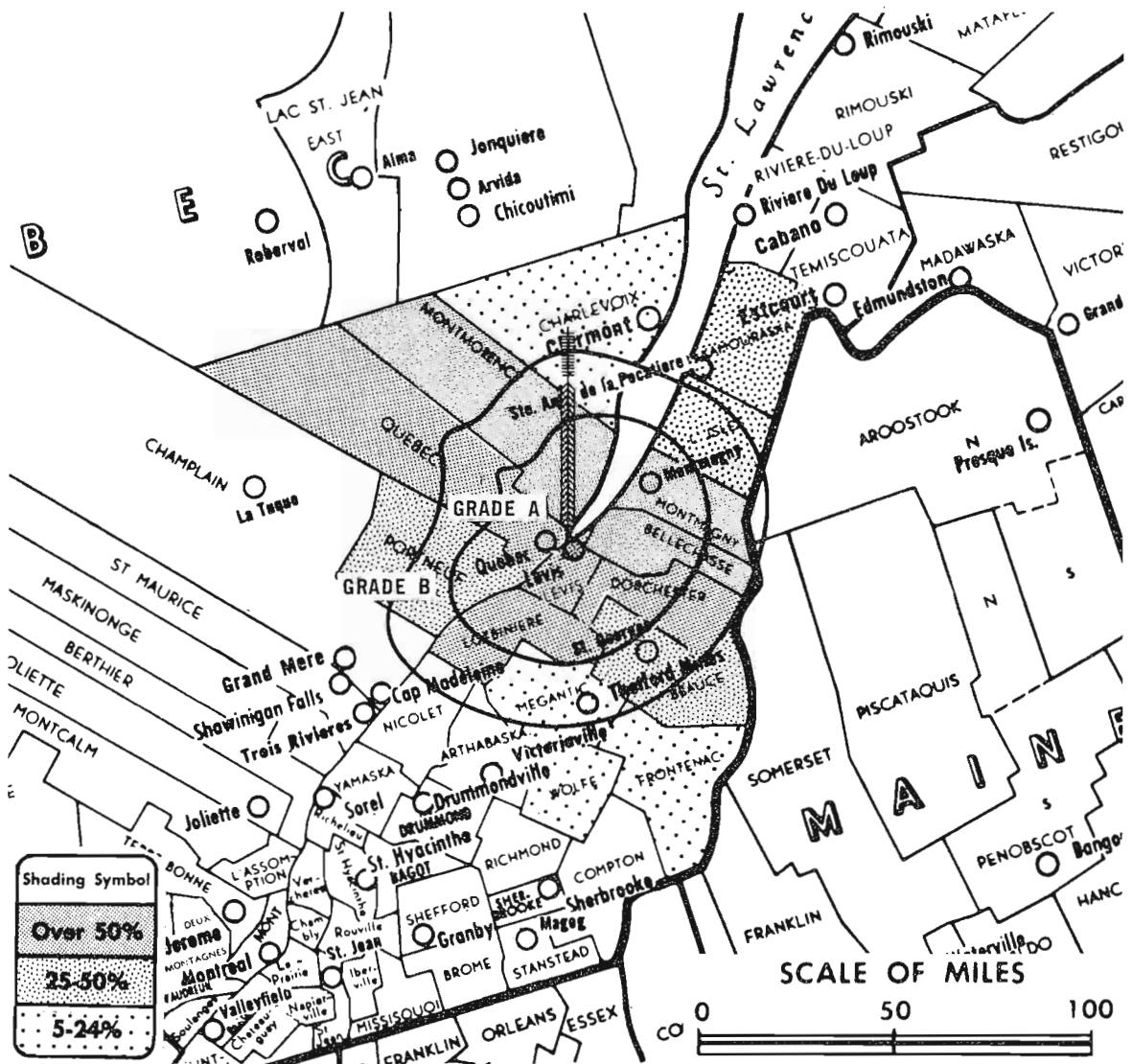
Latitude 46° 52' 45"  
Longitude 71° 03' 18"

**Transmitter:** Isle of Orleans.

**Studio:** Palais Montcalm, Quebec City.

**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CBVT Authorized 1/22/62

## CBVT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** Sept. 7, 1964.

**Represented (sales) by** CBC National Selective Sales, Montreal.

**Personnel:**

Rene Dussault, *station manager*.  
R. Morin, *director, TV services*.  
Bertrand Messely, *sales manager*.  
L. Leclerc, *program director*.  
Peter Delisle, *technical director*.

**DIGEST OF RATE CARD NO. 5—(March 1, 1968)**

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$800.00	\$480.00	\$320.00	\$280.00	\$200.00*	\$160.00*	\$130.00*

\*Class AA—7-10:30 p.m., daily.

Note: No announcements scheduled on Good Friday, Easter Sunday or Christmas day.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	4199	Quebec M.A.	430,500
	4200	Quebec Co.	399,000
	4185	Montmagny Co., Montmorcency Co.	52,800
	4210	Levis Co.	60,300
	4225	Bellechasse Co., Dorchester Co.	56,800
	4240	Lotbiniere Co.	28,300
<b>Between 25-50 %</b>	4165	Kamouraska Co., L'Islet Co.	50,700
	4270	Beauce Co.	64,900
	4250	Portneuf Co.	52,100
<b>Between 5-24 %</b>	4260	Megantic Co.	57,500
	4150	Charlevoix Co.	31,100
	4315	Frontenac Co., Wolfe Co.	44,600
<b>CBVT Total Persons:</b>			<b>898,100</b>
<b>BBM Weekly Circulation (Nov. 1967)</b>			<b>587,700</b>
Metro Areas	4199	Quebec M.A.	



# Quebec—Quebec City

## CFCM-TV

(Ch. 4)

(French Outlet)

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 100-kw visual, 50-kw aural. Antenna: 460-ft. above av. terrain, 672-ft. above sea level.

Latitude 46° 47' 04"  
Longitude 71° 15' 54"

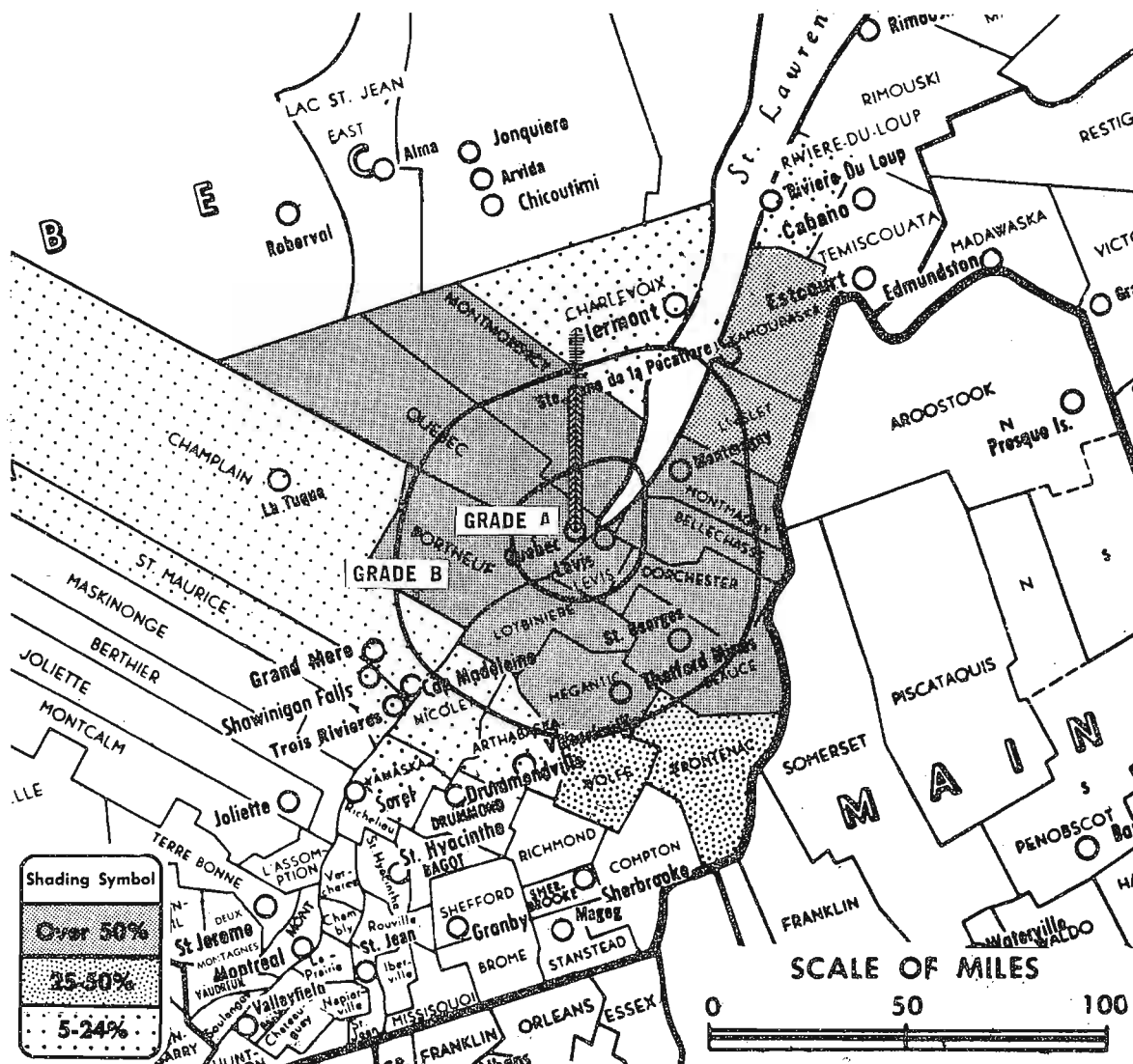
Transmitter: 1000 Myrand Ave., Ste.-Foy, Quebec.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, Telbec.

Facsimile Service: AP.



CFCM-TV Authorized

Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

## CFCM-TV

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., Quebec.

Studio: 1000 Myrand St., P.O. Box 2026, Quebec 10.

Telephone: 683-4985.

Ownership: Famous Players Canadian Corp., 50%; CHRC, 20%; CKCV-TV, 20%; J. A. Pouliot, 5% and Mont St. Jean Investment, 5%. Famous Players also owns 48% of CKCO-TV, Kitchener, Ont. Television de Quebec also owns English language outlet CKMI-TV, Quebec City (Ch. 5). Famous Players also is acquiring a minority interest in CHAN-TV, Vancouver, B.C. For CATV interests of Famous Players, see Canadian CATV Group Ownership.

Began Operation: July 17, 1954.

Represented (sales) by Hardy Radio & TV Ltd.; Paul L'Anglais Inc.

### Personnel:

Gaston Pratte, *president*.  
Jean A. Pouliot, *managing director*.  
A. P. Fitzgibbons, *director of operations & national sales*.  
Jacques Filteau, *exec. asst. to managing director*.  
Paul Chamberland, *director of programs*.  
J. L. Rochon, *comptroller*.  
Gerard Fortin, *director of engineering*.  
Jean L. Crevier, *publicity, promotion & public relations director*.  
France Fortin, *public affairs director*.  
Jacques Moisan, *news chief*.

For Canadian CATV Group Ownership

See Services Volume

### DIGEST OF RATE CARD NO. 14

(March 1, 1968)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$750.00	\$500.00	\$375.00	\$270.00	\$200.00	\$175.00	\$90.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	4199	Quebec M.A.	430,500
	4200	Quebec Co.	399,000
	4270	Beauce Co.	64,900
	4185	Montmagny Co., Montmorency Co.	52,800
	4210	Levis Co.	60,300
	4225	Bellechasse Co., Dorchester Co.	56,800
	4250	Portneuf Co.	52,100
Between 25-50%	4165	Kamouraska Co., L'Islet Co.	50,700
	4240	Lotbiniere Co.	28,300
	4260	Megantic Co.	57,500
	4315	Frontenac Co., Wolfe Co.	44,600
	Between 5-24%	4670	Champlain Co.
4150		Charlevoix Co.	31,100
4669		Shawinigan U.A.	64,800
4100		Riviere-du-Loup Co.	40,200
4280		Arthabaska Co.	50,900
4295		Nicolet Co., Yamaska Co.	46,200
4660		St. Maurice Co.	114,000
4659	Trois Rivieres U.A.	96,800	

CFCM-TV Total Persons: 1,261,400  
BBM Weekly Circulation (Nov. 1967): 751,900

Metro Areas 4199 Quebec M.A.

# Quebec

## CKMI-TV Quebec City

(Ch. 5)

(English Outlet)

Network Service: CBC, also CBS, NBC, ABC thru CBC.

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., P.O. Box 2026, Quebec 10, P.Q.

Studio: 1000 Myrand St., Quebec.

Transmitter: 1000 Myrand St., Quebec.

Telephone: 683-4985.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.85-kw visual, 6.77-kw aural. Antenna: 460-ft. above av. terrain, 379-ft. above ground, 672-ft. above sea level, using same facilities as CFCM-TV.

Color: Network, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

News Film Service: CBC.

TV tape: Recording facilities.

Ownership: Same as CFCM-TV, Quebec City.

Began Operation: March 17, 1957.

Represented (sales) by Forjoe-TV Inc. (U.S.); Hardy Radio & Television (Montreal, Toronto & Winnipeg); Paul L'Anglais Inc. (Montreal & Toronto); Stephens & Lowndrow (Vancouver).

### Personnel:

Gaston Pratte, *president*.

Jean A. Pouliot, *general manager*.

A. P. Fitzgibbons, *director of operations & general sales manager*.

Jean Grenier, *director of publicity, public relations & promotion*.

George Lovett, *program manager*.

Gerard Fortin, *director of engineering*.

### DIGEST OF RATE CARD NO. 8—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Sun.-Fri.; 6-11 p.m., Sat.						
\$140.00	\$93.00	\$67.00	\$60.00	\$40.00	\$28.00	\$20.00

CKMI-TV Total Persons: 867,000

BBM Weekly Circulation (Nov. 1967): 193,800

## CHAU-TV-7 Riviere-au-Renard

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.; CHAU-TV-7 is repeated by CHAU-TV-8, Cloridorme, Que. & CHAU-TV-9, L'Anse a Valteau, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, Que.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 97.5-watts visual, 49-watts aural. Antenna: Directional, 104-ft. above ground, 1140-ft. above sea level, lat. 48° 59' 47", long. 64° 25' 55".

Ownership: See CHAU-TV, Carleton, Que.

Began Operation: Jan. 9, 1961.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

For BBM Population

Estimates

See Services Volume

## CKRT-TV Riviere du Loup

(Ch. 7)

(Also operates satellite rebroadcasting station CKRT-TV-1, Baie St. Paul, Que.; CKRT-TV-2, Ste. Rose du Degelis, Que.; CKRT-TV-3, St. Patrice, Que.; CKRT-TV-4, Cabano, Que.)

Network Service: CBC.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Transmitter: Montagne Bleue, Pelletier Station, Cte. Kamouraska.

Studio: 1 Frontenac St., Riviere du Loup, Que.

Telephone: 418-862-6003.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 49-kw visual, 24.5-kw aural. Antenna: 1156-ft. above av. terrain, 235-ft. above ground, 2150-ft. above sea level, lat. 47° 35' 03", long. 69° 22' 10".

Color: Network.

TV tape: Recording facilities.

Ownership: CKRT-TV Ltee., 100%.

Began Operation: Jan. 14, 1962.

Represented (sales) by Hardy Radio & Television Ltd., (Montreal & Toronto); Scharf Broadcast Sales Ltd. (Vancouver); Devney Organization (U.S.).

### Personnel:

Luc Simard, *president & general manager*.

Vincent Gagnon, *sales manager*.

Gerard Simon, *vice president & treasurer*.

Germain Gelin, *technical director*.

### DIGEST OF RATE CARD NO. 5

(March 1, 1966)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—8-10:30 p.m., daily.						
\$130.00	\$86.00	\$75.00	\$65.00	\$50.00*	\$40.00*	\$30.00*

\*Class AA—7-10:30 p.m., daily.

CKRT-TV Total Persons: 253,700

BBM Weekly Circulation (Nov. 1967): 121,200

## CJBR-TV Rimouski

(Ch. 3)

(Also operates satellite rebroadcasting station CJBR-TV-1, Edmundston, N.B. and is repeated by CKHQ-TV-2, Outardes, 4; CKHQ-TV-3, Micoua; CKHQ-TV-4, Outardes 3, all Que.)

Network Service: CBC.

Licensee: Lower St. Lawrence Radio Inc., 13 St. Jean-Baptiste.

Studio: 13 St. Jean-Baptiste St.

Transmitter: Pic Champlain.

Telephone: 723-2217.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 100-kw visual, 56.9-kw aural. Antenna: 1165-ft. above av. terrain, 179-ft. above ground, 1316-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CJBR, 10-kw, 900 kc (CBC).

FM Affiliate: CJBR-FM, 20-kw, 101.5 mc (No. 268), 1335-ft. antenna height.

Ownership: Lower St. Lawrence Radio Inc.; Jacques Brillant, pres.

Began Operation: Nov. 21, 1954.

Represented (sales) by All-Canada Radio & Television Ltd. (for U.S.) & Stovin-Byles Ltd.

### Personnel:

Andre Lecomte, *station manager & vice president*.

Francois Raymond, *program director & film buyer*.

Harry A. Willsie, *public relations*.

### DIGEST OF RATE CARD NO. 10—(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.							
\$360.00	\$225.00	\$150.00	\$112.00	\$85.00	\$75.00	\$65.00	\$40.00

CJBR-TV Total Persons: 398,300

BBM Weekly Circulation (Nov. 1967): 204,400

## CKRS-TV-3

### Roberval

(Ch. 8)

(Repeater satellite of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., 175 Sir Wilfrid Laurier, Jonquiere.

Transmitter: Lac Bouchette Road, Chambord.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 4.12-kw visual, 2.06-kw aural. Antenna: 532-ft. above av. terrain, 300-ft. above ground, 1226-ft. above sea level, lat. 48° 24' 00", long. 72° 05' 14".

Color: Network.

Began Operation: Jan. 8, 1963.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Toronto & Winnipeg); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

## CKRN-TV

### Rouyn-Noranda

(Ch. 4)

(French Outlet)

(Also operates satellite rebroadcasting stations CKRN-TV-1, Seneterre; CKRN-TV-2, Val D'Or; CKRN-TV-3, Ville Marie; CKRN-TV-4, Matagami, all Que.)

Network Service: CBC.

Licensee: Radio Nord Inc., P.O. Box 70, 68 Gamble St. W., Rouyn, Que.

Studio & Transmitter: Noranda, Que.

Business Office: 68 Gamble St. W., Rouyn, Que.

Telephone: 762-0741.

Technical Facilities: Channel No. 4 (56-77 mc). Authorized power: 15-kw visual, 7.5-kw aural. Antenna: 902-ft. above av. terrain, 725-ft. above ground, 1926-ft. above sea level, lat. 48° 15' 55", long. 79° 02' 37".

Color: Network.

News Wire Service: Canadian Press.

AM Affiliate: CKRN, .25-kw, 1400 kc (CBC).

Ownership: Controlled by David A. Gourd, pres. and J. J. Gourd chairman. Also operate radio stations CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CKLS, La Sarré, Que.

Began Operation: Dec. 25, 1957.

Represented (sales) by Weed & Co. (for U.S.); Hardy Radio & TV Ltd. (Vancouver, Montreal & Toronto).

Personnel:

David A. Gourd, *president & general manager*.  
Franco Capellari, *operations manager & sales manager*.  
D. Krumbacher, *chief technician*.

#### DIGEST OF RATE CARD NO. 6

(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$225.00	\$135.00	\$110.00	\$95.00	\$75.00*	\$45.00*	\$25.00*

\*Class AA—7-11 p.m., daily.

CKRN-TV Total Persons: 320,900

BBM Weekly Circulation (Nov. 1967): 178,300.

## CHAU-TV-1

### Ste. Marguerite-Marie

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Transmitter: Ste. Marguerite-Marie.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 219-watts visual, 109-watts aural. Antenna: 740-ft. above av. terrain, 185-ft. above ground, 1860-ft. above sea level, lat. 48° 18' 40", long. 67° 05' 06".

Began Operation: August, 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton and is included as a bonus with that station.

## Quebec

## CKRT-TV-2

### Ste. Rose du Degelis

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: Same as CKRT-TV, Riviere du Loup, P.Q.

Licensee: CKRT-TV Ltee., Montagne Bleue, Pelletier Station, Riviere du Loup.

Transmitter: Route 10, Ste. Rose du Degelis, Cte. Temiscouata.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 134-ft. above av. terrain, 80-ft. above ground, 600-ft. above sea level, lat. 47° 33' 15", long. 68° 39' 14".

Began Operation: July 1, 1964.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup, and is included as a bonus with that station.

## CBVT-2

### St. Georges de Beauce

(Ch. 2)

(Satellite rebroadcasting station of CBVT, Quebec, P.Q.)

Network Service: CBC, same as CBVT, Quebec.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts pedestal power visual, 2-watts aural. Antenna: Directional, 148-ft. above av. terrain, 100-ft. above ground, 1150-ft. above sea level, lat. 46° 08' 34", long. 70° 37' 34".

Began Operation: July 31, 1967.

Rates: This is an automatic repeater of CBVT, Quebec and is included as a bonus with that station.

## CKRT-TV-3

### St. Patrice (Riviere du Loup)

(Ch. 13)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., Montagne Bleue, Pelletier Station, Cte. Kamouraska, Riviere du Loup.

Transmitter: La Pointe, St. Patrice, Riviere du Loup.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 37-ft. above av. terrain, 80-ft. above ground, 130-ft. above sea level, lat. 47° 25' 65", long. 70° 51' 25".

Ownership: See CKRT-TV, Riviere du Loup, Que.

Began Operation: Dec. 10, 1964.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup, and is included as a bonus with that station.

## CFKL-TV

### Schefferville

(Ch. 11)

Network Service: CBC, fed directly from studio of CJCL-TV, Labrador City, Nfld.

Licensee: Hollinger Ungava Transport Ltd., Suite 1150, 1245 Sherbrooke St. W., Montreal, Que.

Transmitter: 1-mi. W of town.

Technical Facilities: Channel No. 11 (198-204 mc). Authorized power: 426-kw visual, 213-kw aural. Antenna: Directional, 404-ft. above av. terrain, 60-ft. above ground, 2150-ft. above sea level, lat. 54° 48' 00", long. 66° 51' 10".

Began Operation: August 22, 1965.

Personnel:

A. K. Hansen, *technical director*.  
A. F. Hicks, *station manager*.

Rates: See CJCL-TV, Labrador City.

# Quebec—Sherbrooke

## CHLT-TV

(Ch. 7)

(French Outlet)

**Technical Facilities:** Channel No. 7 (174-180 mc). Authorized power: 316-kw visual, 186-kw aural. Antenna: 1840-ft. above av. terrain, 150-ft. above ground, 2796-ft. above sea level.

Latitude 45° 18' 43"  
Longitude 72° 14' 32"

**Transmitter:** Mont-Orford Provincial Park.

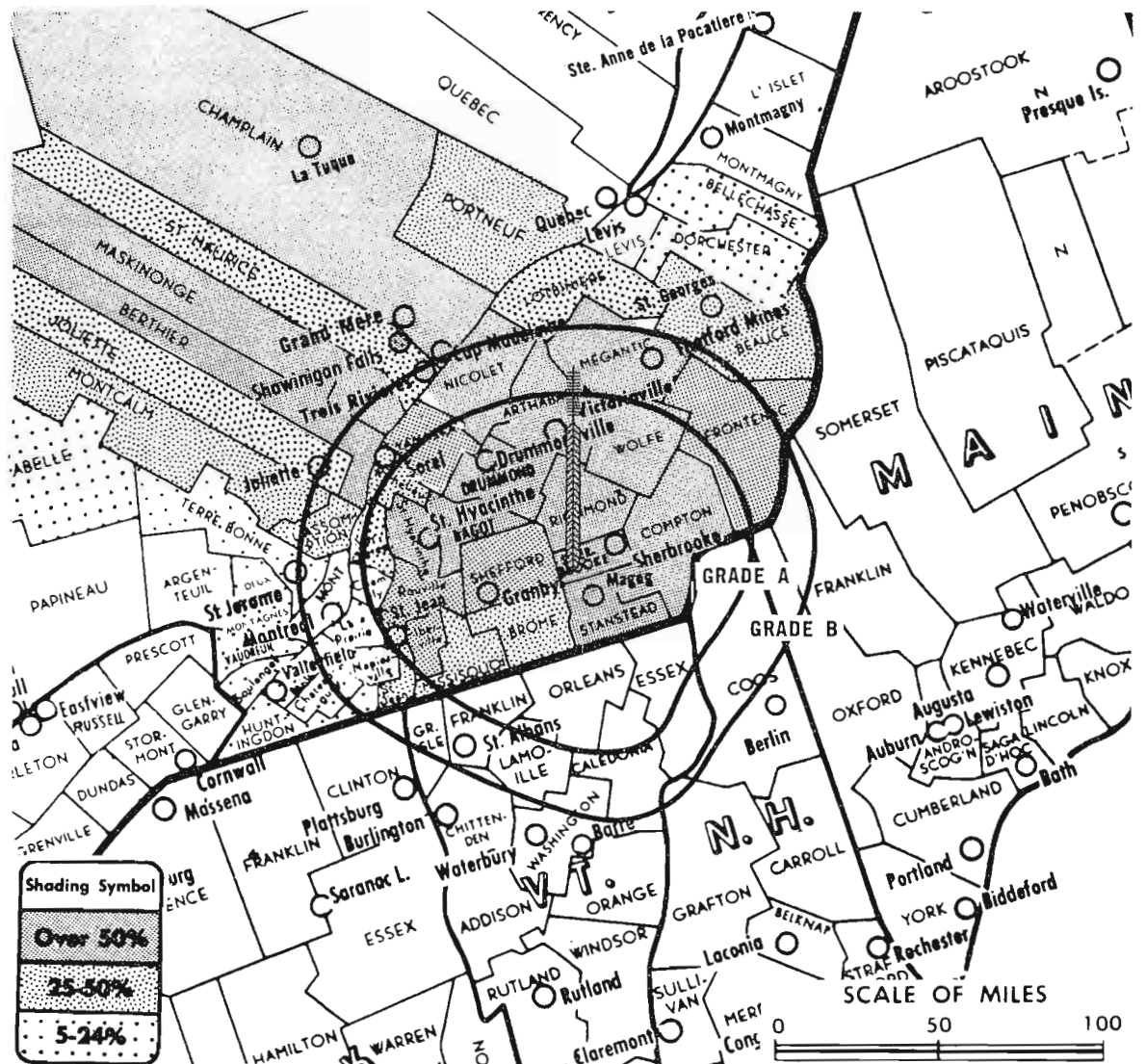
**AM Affiliate:** CHLT, 10-kw, 630 kc (CBC).

**FM Affiliate:** CHLT-FM, 62-kw, 102.7 mc (No. 274).

**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News.



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHLT-TV Authorized 8/28/56

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## CHLT-TV

**Network Service:** CBC.

**Licensee:** Radio-Television, Sherbrooke, Inc. 221 Dufferin St.

**Studio:** 3330 King West.

**Telephone:** 569-9331.

**Ownership:** Radio-Television, Sherbrooke, Inc. J. L. Gauthier, pres.

**Began Operation:** Aug. 12, 1956.

**Represented (sales) by:** NTV Marketing.

### Personnel:

Jean-Louis Gauthier, *president & general manager.*  
Pierre C. Bruneau, *station & production manager.*  
Lucien Larocque, *special sales manager.*  
Robert H. Butler, *promotion manager.*  
Laurette Larocque, *traffic manager.*  
Robert Thiebault, *chief engineer.*

### DIGEST OF RATE CARD NO. 14—(Jan. 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$500.00	\$340.00	\$300.00	\$260.00	\$230.00*	\$180.00*	\$90.00*

\*Class AA—6-11 p.m., daily.

For Quebec CATV Systems

see Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	4350	Sherbrooke Co.	97,000
	4349	Sherbrooke U.A.	82,500
	4315	Frontenac Co., Wolfe Co.	44,600
	4335	Compton Co., Stanstead Co.	59,500
	4260	Megantic Co.	57,500
	4280	Arthabaska Co.	50,900
	4370	Drummond Co.	64,800
	4380	Richmond Co.	41,200
	4670	Champlain Co.	112,000
	4295	Nicolet Co., Yamaska Co.	46,200
	4369	Drummondville U.A.	43,900
	4659	Trois Rivières U.A.	96,800
	4455	St. Hyacinthe Co., Bagot Co.	73,400
	4360	Shefford Co.	61,700
	4635	Berthier Co., Maskinonge Co.	48,400
	4669	Shawinigan U.A.	64,800
	4415	Iberville Co., Rouville Co.	50,100
4359	Granby City	35,200	
<b>Between 25-50 %</b>	4270	Beauce Co.	64,900
	4660	St. Maurice Co.	114,000
	4615	Joliette Co., Montcalm Co.	69,500
	4395	Brome Co., Missisquoi	47,800
	4440	Richelieu Co.	46,700
	4430	St. Jean Co.	42,600
<b>Between 5-24 %</b>	4409	St. Jean U.A.	43,650
	4485	L'Assomption Co., Vercheres Co.	85,400
	4240	Lotbiniere Co.	28,300
	4250	Portneuf Co.	52,100
	4600	Terrebonne Co.	129,000
	4225	Bellechasse Co., Dorchester Co.	56,800
	4500	Chambly Co.	204,000
	4515	Laprairie Co., Napierville Co.	61,100
	4535	Chateauguay Co., Huntingdon Co.	66,100
	4590	Deux Montagnes Co.	41,000
4700	Labelle Co.	30,500	
4580	Jesus Island Co.	218,000	
4470	Beauharnois Co.	52,600	
4555	Vaudreuil Co., Soulanges Co.	46,700	

**CHLT-TV Total Persons:** 2,264,400  
**BBM Weekly Circulation (Nov. 1967):** 986,200



## CKRN-TV-1

### Senneterre

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn-Noranda, Que.)

Network Service: CBC, same as CKRN-TV, Rouyn-Noranda.

Licensee: Radio Nord Inc., 70 Gamble St. W., Rouyn, Que.

Transmitter: Senneterre, Que.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 48° 24' 40", long. 77° 16' 22".

Color: Network.

Began Operation: Sept. 2, 1962.

Rates: This is an automatic repeater of CKRN-TV, Rouyn-Noranda and is included as a bonus with that station.

## CBFST-2 Temiscaming

(Ch. 12)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls, Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thorne, Ont.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 7.08-kw visual, 3.54-kw aural. Antenna: 860-ft. above av. terrain, 554-ft. above ground, 1854-ft. above sea level, lat. 46° 38' 28", long. 79° 04' 24".

Began Operation: March 15, 1963.

Rates: This is an automatic repeater of CBFST, Sturgeon Falls and is included as a bonus with that station.

## CJTK-TV-1 Temiscaming

(Ch. 3)

(Satellite rebroadcasting station of CFCH-TV, North Bay, Ont.)

Network Service: Same as CFCH-TV, North Bay.

Licensee: Chamber of Commerce, Town of Temiscaming, Que.

Transmitter: Temiscaming, Que.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 460-ft. above av. terrain, 110-ft. above ground, 1060-ft. above sea level, lat. 46° 43' 37", long. 79° 05' 54".

Began Operation: Sept. 19, 1962.

Rates: This is an automatic repeater of CFCH-TV, North Bay, and is included as a bonus with that station.

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See page 701-b for details.

## Quebec

## CKTM-TV Trois-Rivieres

(Ch. 13)

(French Outlet)

Network Service: CBC, French.

Licensee: Television St. Maurice Inc., Box 277.

Studio & Transmitter: Mont-Carmel, Que.

Telephone: 819-375-7311.

Technical Facilities: Channel No. 13 (210-216 mc). Authorized power: 325-kw visual, 162.5-kw aural. Antenna: 1323-ft. above av. terrain, 1085-ft. above ground, 1660-ft. above sea level, lat. 46° 29' 27", long. 72° 39' 00".

Color: Network.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Television St. Maurice Inc.; Henri Audet, pres. & gen. mgr., Allan Rogerson, v.p.; Guy Labelle, secy.

Began Operation: April 15, 1958.

Represented (sales) by All-Canada Radio & TV Ltd. (U.S.A.). Stovin-Byles Ltd. (Montreal, Toronto, Western Canada).

Personnel:

Henri Audet, *president & general manager.*

Robert Bonneau, *station manager & chief engineer.*

Fernand Paquet, *production manager.*

Gilles Dussault, *sales manager.*

Albert Aubichon, *film buyer.*

### DIGEST OF RATE CARD NO. 7—(April 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily.						
\$300.00	\$195.00	\$165.00	\$150.00	\$110.00	\$80.00	\$50.00

CKTM-TV Total Persons: 1,092,500

BBM Weekly Circulation (Nov. 1967): 401,300

## CKRN-TV-2 Val d'Or

(Ch. 8)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Radio Nord Inc., Rouyn, Que.

Transmitter: Val d'Or.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 203-ft. above av. terrain, 200-ft. above ground, 1050-ft. above sea level, lat. 48° 07' 49", long. 77° 46' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

## CKRN-TV-3 Ville-Marie

(Ch. 6)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Radio Nord Inc., Rouyn, Que.

Transmitter: Ville-Marie.

Technical Facilities: Channel No. 6 (174-180 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 280-ft. above av. terrain, 200-ft. above ground, 750-ft. above sea level, lat. 47° 21' 05", long. 79° 27' 12".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

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## SASKATCHEWAN

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### CKBI-TV-1

#### Alticane

(Ch. 10)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Alticane.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 670-watts visual, 335-watts aural. Antenna: 603-ft. above av. terrain, 175-ft. above ground, 2675-ft. above sea level, lat. 52° 52' 00", long. 107° 40' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

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### CKBI-TV-5

#### Big River

(Ch. 9)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert, Sask.

Transmitter: Big River, Sask.

Technical Facilities: Channel No. 9 (186-192 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 150-ft. above ground, 1700-ft. above sea level, lat. 53° 50' 00", long. 107° 02' 00".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert, Sask., and is included as a bonus of that station.

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### CFSS-TV

#### Carlyle Lake

(Ch. 7)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 7.5-mi. N of Carlyle, Sask.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 32-kw visual, 17-kw aural. Antenna: 921-ft. above av. terrain, 921-ft. above ground, 3416-ft. above sea level, lat. 49° 44' 22", long. 102° 16' 38". Note: Has approval for boost to 92-kw visual, 50-kw aural.

Ownership: See CKOS-TV, Yorkton.

Color: Network.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Sept., 1961.

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

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### CKCK-TV-1

#### Colgate

(Ch. 12)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: Same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Near Colgate, Sask.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 15.1-kw visual, 7.5-kw aural. Antenna: 532-ft. above av. terrain, 572-ft. above ground, 2506-ft. above sea level, lat. 49° 26' 16", long. 103° 47' 53".

Began Operation: Nov. 30, 1962.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

### CJFB-TV-1

#### Eastend

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Eastend.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 564-ft. above av. terrain, 90-ft. above ground, 3541-ft. above sea level, lat. 49° 30' 00", long. 108° 51' 27".

Began Operation: July 31, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

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### CKBI-TV-3

#### Greenwater Lake

(Ch. 4)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Greenwater Lake.

Technical Facilities: Channel No. 4 (66-72 mc). Authorized power: 3-kw visual, 1.5-kw aural. Antenna: 701-ft. above av. terrain, 531-ft. above ground, 2556-ft. above sea level, lat. 52° 28' 03", long. 103° 30' 15".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: May 31, 1962.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

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### CKSA-TV

#### Lloydminster

(See Lloydminster, Alta.)

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### CKMJ-TV

#### Marquis (Moose Jaw)

(Ch. 7)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CBC, same as CKCK-TV.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Marquis.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 55.4-kw visual, 27.7-kw aural. Antenna: Directional, 768-ft. above av. terrain, 810-ft. above ground, 2727-ft. above sea level, lat. 50° 38' 43", long. 105° 46' 06".

Color: Network, film, & slide.

Began Operation: Sept. 18, 1964.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

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### CKSA-TV-1

#### Meadow Lake

(Ch. 12)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster, Alta.

Licensee: CKSA-TV Ltd., 5036 50th St., Lloydminster, Alta.

Transmitter: 1-mi. SW of Meadow Lake.

Technical Facilities: Channel No. 12 (204-210 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 250-ft. above av. terrain, 200-ft. above ground, lat. 54° 07' 15", long. 108° 07' 56".

Began Operation: Aug. 17, 1965.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster, Alta. and is included as a bonus with that station.

# Saskatchewan—Moose Jaw

## CHAB-TV

(Ch. 4)

(Satellite of CHRE-TV, Regina, Sask.)

**Technical Facilities:** Channel No. 4 (66-72 mc). Authorized power: 48-kw visual, 25-kw aural. Antenna: 793-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

Latitude 50° 23' 25"  
Longitude 105° 55' 38"

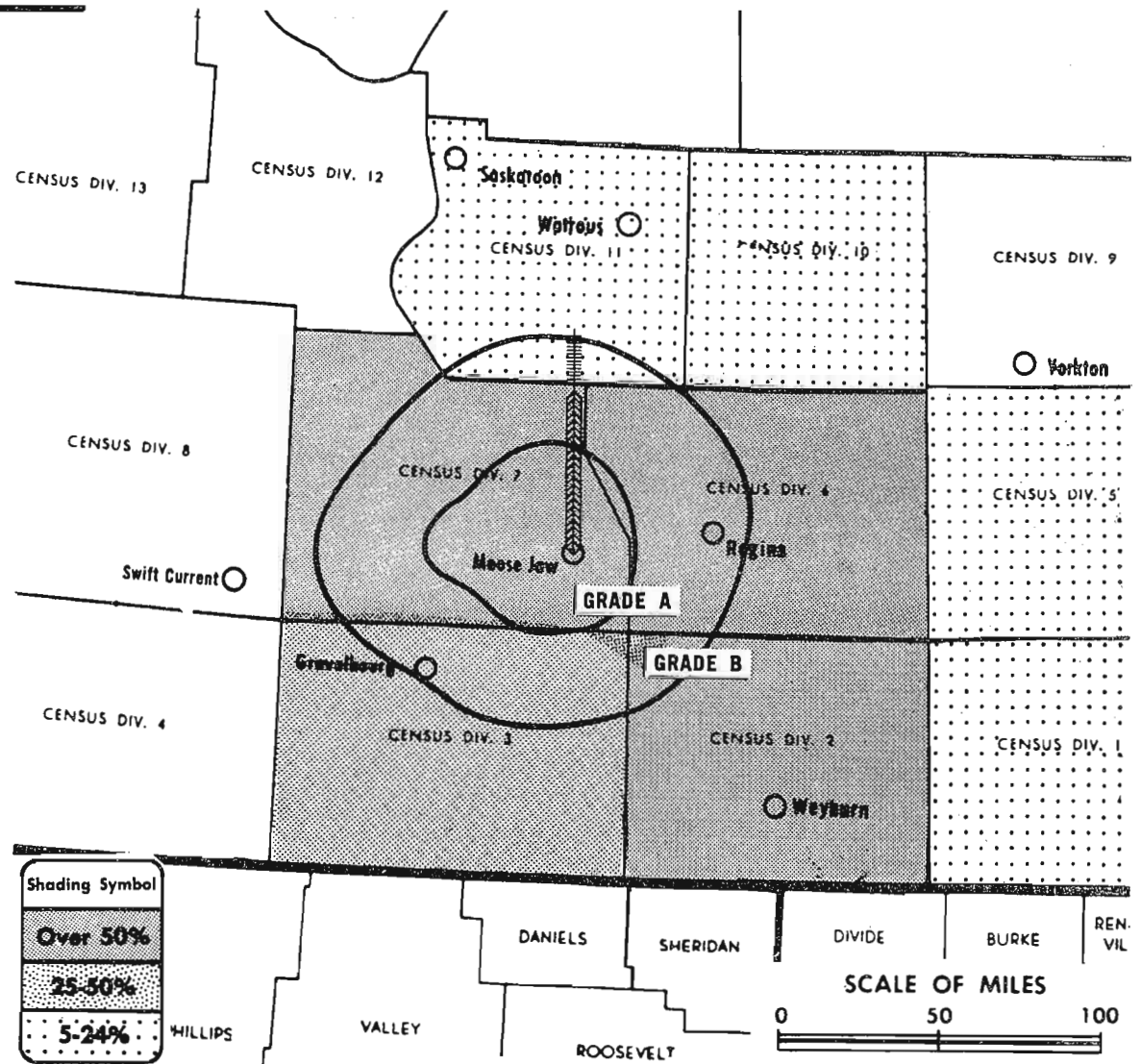
**Transmitter:** Caron, Sask.

**Color:** Network.

**News Wire Service:** Canadian Press, Broadcast News.

**News Film Service:** British Information Services.

**AM Affiliate:** CHAB, 10-kw, 800 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CHAB-TV Authorized: 8/15/58

## CHAB-TV

**Network Service:** CTV, same as CHRE-TV, Regina, Sask.

**Licensee:** CHAB Ltd., 127 Main North, Moose Jaw.

**Telephone:** 692-6464 (Moose Jaw).

**Ownership:** See CHRE-TV, Regina, Sask.

**Began Operation:** Dec. 21, 1962.

**Rates:** This is an automatic repeater of CHRE-TV, Regina, Sask. and is included as a bonus with that station.

For BBM Bureau of Measurement Data,  
see CHRE-TV, Regina, Sask.

# Saskatchewan

## CKBI-TV-4

### Nipawin

(Ch. 2)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Nipawin.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 54-watts visual, 27-watts aural. Antenna: 175-ft. above av. terrain, 150-ft. above ground, 1375-ft. above sea level, lat. 53° 20' 10", long. 104° 05' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Dec. 1, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

## CKBI-TV-2

### North Battleford

(Ch. 7)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask. via CKBI-TV-1, Alticane, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: North Battleford.

Technical Facilities: Channel No. 7 (174-180 mc). Authorized power: 570-watts visual, 285-watts aural. Antenna: 461-ft. above av. terrain, 409-ft. above ground, 2184-ft. above sea level, lat. 52° 49' 44", long. 108° 19' 47".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

## CKBI-TV

### Prince Albert

(Ch. 5)

(Also operates satellite rebroadcasting stations CKBI-TV-1, Alticane, CKBI-TV-2, North Battleford, CKBI-TV-3, Greenwater Lake, CKBI-TV-4, Nipawin, CKBI-TV-5 Big River, all in Sask.)

Network Service: CBC.

Licensee: Central Broadcasting Co. Ltd., 10th St. West.

Studio: 10th St. West.

Transmitter: Red Deer Hill.

Telephone: 763-7421. Telex No.: 034-2932.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 61-kw visual (100-kw directional), 6.1-kw aural. Antenna: 1494-ft. above av. terrain, 584-ft. above ground, 2334-ft. above sea level, lat. 53° 03' 27", long. 105° 50' 32".

Color: Network.

AM Affiliate: CKBI, 10-kw, 900 kc.

Ownership: E. A. Rawlinson, pres. & gen. mgr., 51%; F. F. Rawlinson, 49%.

Began Operation: Jan. 27, 1958.

Represented (sales) by All-Canada Radio & Television Ltd.

#### Personnel:

E. A. Rawlinson, *president & general manager*.  
Ian Robertson, *sales manager*.  
J. J. Cannon, *program manager & film buyer*.  
Tom Van Nes, *chief engineer*.

#### DIGEST OF RATE CARD NO. 8 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
\$260.00	\$190.00	\$165.00	\$110.00	\$85.00	\$60.00	\$25.00

CKBI-TV Total Persons: 321,400  
BBM Weekly Circulation (Nov. 1967): 14,400

## CJFB-TV-3

### Riverhurst

(Ch. 10)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: CBC, same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current.

Transmitter: Riverhurst, Sask.

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 710-watts visual, 355-watts aural. Antenna: 793-ft. above av. terrain, 432-ft. above ground, 2957-ft. above sea level, lat. 50° 44' 25", long. 106° 54' 34".

Began Operation: Oct. 14, 1964.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

## CFQC-TV

### Saskatoon

(Ch. 8)

(Operates satellite rebroadcasting station CFQC-TV-1, Stranraer, Sask.)

Network Service: CBC, NBC, ABC, CBS.

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.

Studio: 216 1st Ave., N.

Transmitter: 14-mi. ENE of Saskatoon.

Telephone: 306-242-6611.

Technical Facilities: Channel No. 8 (180-186 mc). Authorized power: 325-kw visual, 180-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11' 30", long. 106° 23' 01".

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC.

AM Affiliate: CFQC, 5-kw, 600 kc (CBC).

Began Operation: Dec. 5, 1954.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Harlan G. Oakes & Associates (West Coast); Radio-Television Representatives Ltd. (Canada).

#### Personnel:

W. A. Murphy, *president*.  
G. Blair Nelson, *vice president & managing director*.  
Vernon Dallin, *assistant general manager*.  
Don Brinton, *station manager*.  
Ken Hutson, *sales manager*.  
Stan Thomas, *program director*.  
Gregg Barnsley, *promotion manager*.  
Ted Eadinger, *production manager*.  
Verna Fowler, *traffic manager*.  
Les Edwards, *news service director*.  
Jim Love, *chief engineer*.

#### DIGEST OF RATE CARD NO. 14—(March 1, 1967)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
\$450.00	.....	.....	\$150.00*	\$97.50*	\$97.50*	\$75.00*

\*Class AAA—8-10 p.m., Sat.-Thurs.; 8-11 p.m., Fri.

CFQC-TV Total Persons: 477,500  
BBM Weekly Circulation (Nov. 1967): 260,200

## CFQC-TV-1

### Stranraer

(Ch. 3)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CBC, same as CFQC-TV.

Licensee: A. A. Murphy & Sons Ltd., Saskatoon, Sask.

Transmitter: Stranraer, Sask.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 10.3-kw visual, 5.4-kw aural. Antenna: 930-ft. above av. terrain, 565-ft. above ground, 3,135-ft. above sea level, lat. 51° 40' 55", long. 108° 30' 15".

Color: Network, film, slide & tape.

Began Operation: April 4, 1962.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Radio-Television Representatives Ltd.

Rates: This is an automatic repeater of CFQC-TV, Saskatoon and is included as a bonus with that station.



# Saskatchewan—Regina

## CHRE-TV

(Ch. 9)

(Also operates satellite rebroadcasting station CHAB-TV, Moose Jaw, Sask.)

**Technical Facilities:** Channel No. 9 (186-192 mc). Authorized power: 250-kw visual, 125-kw aural. Antenna: 680-ft. above av. terrain, 736-ft. above ground, 1956-ft. above sea level.

Latitude 50° 28' 58"  
Longitude 104° 30' 20"

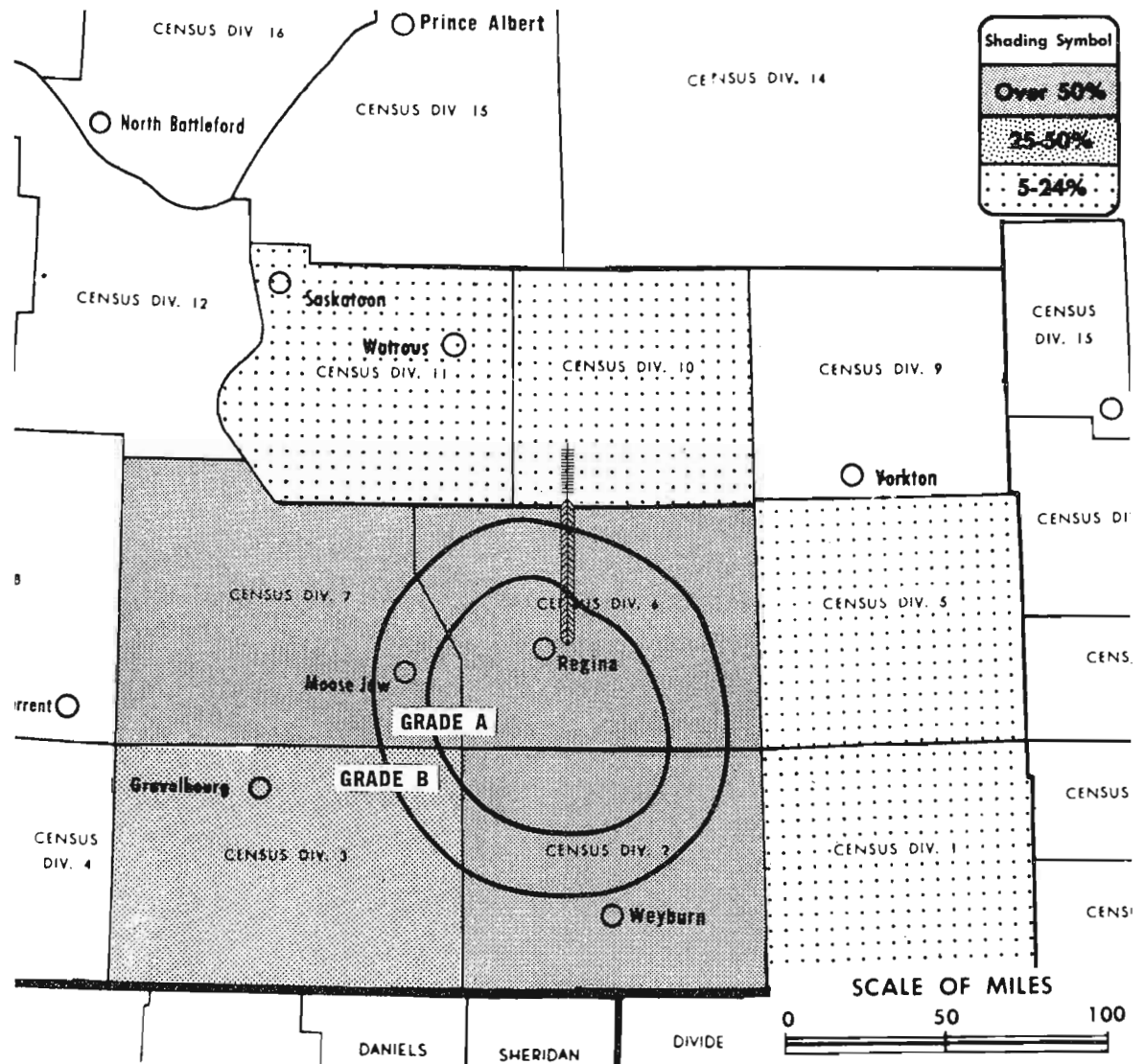
**Transmitter:** 2-mi. NE of Regina.

**Studio:** 127 Main North.

**Color:** Network.

**News Wire Service:** Canadian Press, Broadcast News.

**News Film Service:** British Information Services.



CHRE-TV Authorized: 9/17/62

## CHRE-TV

**Network Service:** CTV.

**Licensee:** CHAB Ltd., 127 Main North. Telephone: 692-6464.

**Ownership:** Jack Moffat, president.

**Began Operation:** July 7, 1959.

**Represented (sales)** by E. S. Sumner Corp. (U.S.A.) & Stovin-Byles Ltd. (Canada).

**Personnel:**

Jack Moffat, *president*.  
Sid Boyling, *station manager*.  
Grant Pasuk, *operations manager*.  
Del Fehrenback, *production manager*.  
Stan Gardner, *general sales manager*.  
Bob Wyatt, *business manager*.  
Merv Pickford, *technical director*.

**DIGEST OF RATE CARD NO. 4—(April 1, 1966)**

30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	8 Sec.*
\$245.00	\$165.00	\$145.00	\$125.00	\$100.00	\$80.00	\$40.00

Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.

\*Class AA—7-11 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	7070	Census Division 6	174,000
	7069	Regina M.A.	134,900
	7080	Census Division 7	59,100
	7079	Moose Jaw	33,200
	7030	Census Division 3	26,300
	7020	Census Division 2	32,200
<b>Between 25-50 %</b>	None Between 25-50%		
<b>Between 5-24 %</b>	7110	Census Division 11	150,000
	7060	Census Division 5	49,900
	7010	Census Division 1	39,600
	7100	Census Division 10	31,900
<b>CHRE-TV Total Persons:</b>			<b>563,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>253,200</b>
<b>Metro Areas 7069 Regina M.A.</b>			

# Saskatchewan—Regina

## CKCK-TV

(Ch. 2)

(Also operates satellite rebroadcasting stations CKCK-TV-1, Colgate; and CKCK-TV-2, Willow Bunch, CKMJ-TV, Marquis-Moose Jaw, Sask.)

**Technical Facilities:** Channel No. 2 (54-60 mc). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level.

Latitude 50° 26' 52"  
Longitude 104° 30' 00"

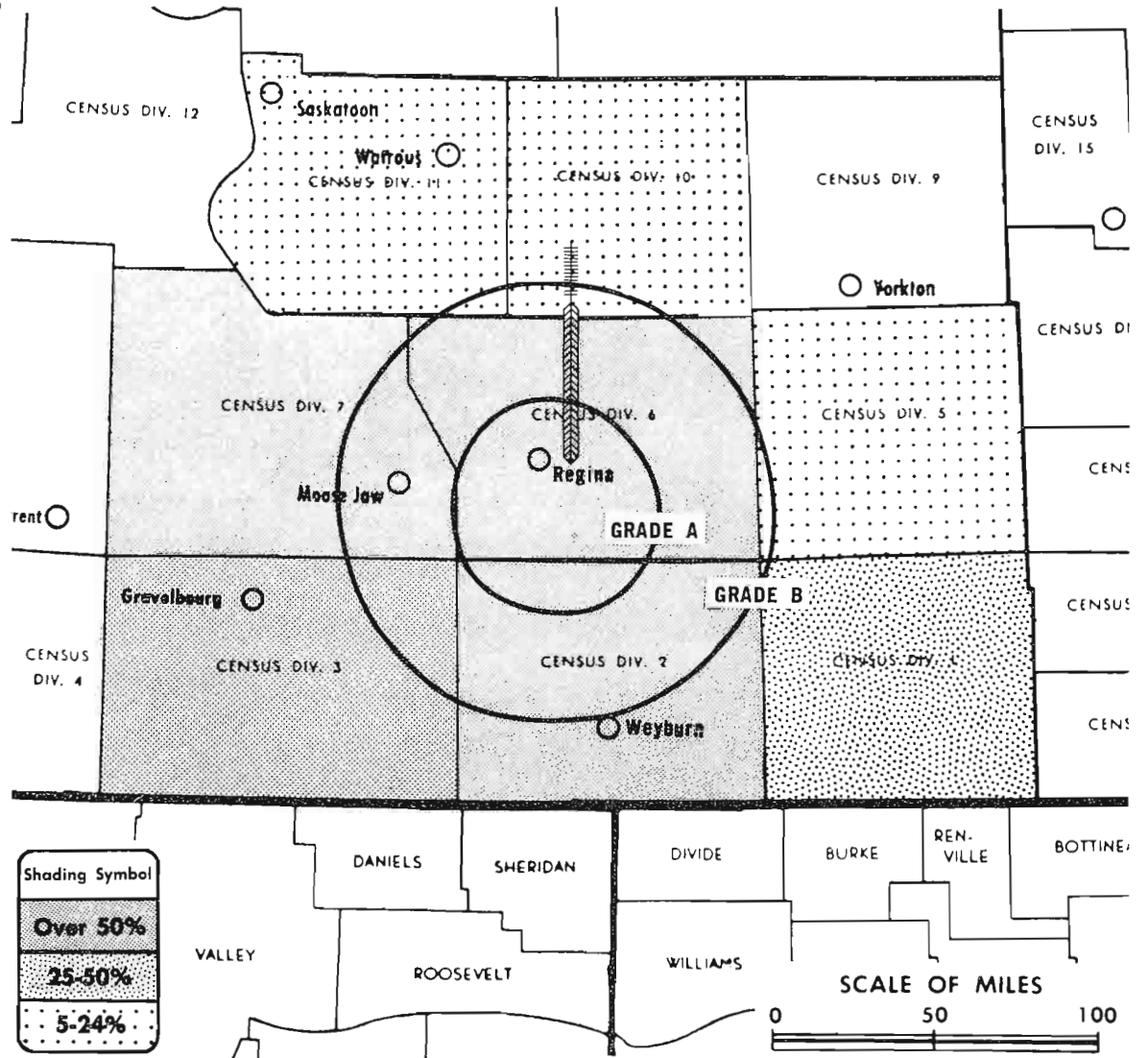
**Transmitter:** Hwy. No. 1, 3-mi. E of city.

**Color:** Network, film & slide.

**News Film Service:** CBC.

**TV tape:** Recording facilities.

**AM Affiliate:** CKCK, 5-kw, 620 kc (CBC).



Data on circulation, total households and TV households reprinted by permission of BBM Bureau of Measurement.

CKCK-TV Authorized: 4/20/56

## CKCK-TV

**Network Service:** CBC.

**Licensee:** Transcanada Communications Ltd., Box 2000.

**Studio:** Hwy. No. 1, 3 mi. E of city.

**Telephone:** 306-523-6671.

**Ownership:** Transcanada also operates CKCK, Regina; CKOC, Hamilton & CKRC, Winnipeg; Clifford Sifton, chmn., owns interest in CHCH-TV. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

**Begin Operation:** July 27, 1954.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Represented (engineering)** by Keith McKinnon.

**Personnel:**

Clifford Sifton, *chairman*.  
Michael Sifton, *president*.  
H. A. Crittenden, *vice president*.  
James K. Struthers, *general manager*.  
Lee Hambleton, *general sales manager*.  
Lloyd Westmoreland, *assistant manager & film buyer*.  
Doug Lee, *production manager*.  
John Badham, *sports director*.  
Jim Oxman, *news director*.  
Lorne McBride *director of engineering*.

### DIGEST OF RATE CARD NO. 15 (October 1, 1967)

30 Min	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$325.00	\$180.00	\$160.00	\$135.00	\$120.00	\$85.00	\$85.00	\$50.00

Class AA—6-10 p.m., Mon.-Thurs.; 6-11 p.m., Fri.-Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Over 50 %</b>	7070	Census Division 6	174,000
	7069	Regina M.A.	134,900
	7020	Census Division 2	32,200
	7080	Census Division 7	59,100
	7079	Moose Jaw City	33,200
7030	Census Division 3	26,300	
<b>Between 25-50 %</b>	7010	Census Division 1	39,600
<b>Between 5-24 %</b>	7060	Census Division 5	49,900
	7110	Census Division 11	150,000
7100	Census Division 10	31,900	
<b>CKCK-TV Total Persons</b>			<b>563,000</b>
<b>BBM Weekly Circulation (Nov. 1967):</b>			<b>295,300</b>
Metro Areas	7069	Regina M.A.	

For Index to Contents

See Services Volume

## CJFB-TV Swift Current

(Ch. 5)

(Also operates satellite rebroadcasting stations CJFB-TV-1, Eastend, Sask. and CJFB-TV-2, Val Marie, Sask.; CJFB-TV-3, Riverhurst, Sask.)

Network Service: CBC.

Licensee: Swift Current Telecasting Co. Ltd., North Hill.

Studio & Transmitter: North Hill, Swift Current.

Telephone: 773-7266.

Technical Facilities: Channel No. 5 (76-82 mc). Authorized power: 13.6-kw visual, 6.65-kw aural. Antenna: 511-ft. above av. terrain, 365-ft. above ground, 3049-ft. above sea level, lat. 50° 20' 20", long. 107° 47' 17".

Color: Network & tape.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Wm. D. Forst, pres. & principal owner.

Began Operation: Dec. 23, 1957.

Represented (sales) by Forjoe-TV Inc. (for U.S.); Radio-Television Representatives Ltd.

**Personnel:**

William D. Forst, *president, gen. mgr. & technical director.*  
Walter S. Buffam, *sales manager.*  
Julie Forst, *program director & film buyer.*  
George Harwood, *chief engineer.*

**DIGEST OF RATE CARD NO. 5**  
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily; all day Sunday.						
\$165.00	.....	.....	.....	\$55.00*	\$44.00*	\$27.50*

\*Class AAA—8-10 p.m., daily.

CJFB-TV Total Persons: 144,600

BBM Weekly Circulation (Nov. 1967): 57,200

## CJFB-TV-2 Val Marie

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Val Marie.

Technical Facilities: Channel No. 2 (54-60 mc). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 413-ft. above av. terrain, 165-ft. above ground, 3209-ft. above sea level, lat. 49° 10' 45", long. 107° 52' 00".

Began Operation: Aug. 18, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

## CKCK-TV-2 Willow Bunch

(Ch. 6)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: Same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Two-mi. S of Willow Bunch.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 9-kw visual, 4.5-kw aural. Antenna: 864-ft. above av. terrain, 677-ft. above ground, 3527-ft. above sea level, lat. 49° 20' 58", long. 105° 38' 08".

Began Operation: May 15, 1963.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

## Saskatchewan

### CHSS-TV Wynyard

(Ch. 6)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 6-mi. SW of Wynyard.

Technical Facilities: Channel No. 6 (82-88 mc). Authorized power: 11-kw visual, 1.8-kw aural. Antenna: 623-ft. above av. terrain, 623-ft. above ground, 2839-ft. above sea level, lat. 51° 42' 30", long. 104° 17' 55".

Color: Network.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Jan., 1962.

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

### CKOS-TV Yorkton

(Ch. 3)

(Also operates satellite rebroadcasting stations CKSS-TV, Dauphin, Man.; CFSS-TV, Carlyle Lake, Sask.; CHSS-TV, Wynyard, Sask.)

Network Service: CBC.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway.

Studios: 95 E. Broadway; Yorkton, Sask.

Transmitter: 12 mi. W. of Yorkton.

Telephone: 783-3688.

Technical Facilities: Channel No. 3 (60-66 mc). Authorized power: 15-kw visual, 2.6-kw aural. Antenna: 529-ft. above av. terrain, 554-ft. above ground, 2275-ft. above sea level, lat. 51° 12' 20", long. 102° 43' 55".

Color: Network.

TV tape: Recording facilities.

Ownership: Ronald L. Skinner, general manager; G. Skinner, asst. gen. mgr. and Skinner Holdings Ltd.

Began Operation: June 19, 1958.

Represented (sales) by Stovin-Byles Television Ltd. (for Canada); ABC International Television Inc. (for U.S.).

**Personnel:**

R. L. Skinner, *general manager.*  
J. V. (Corky) Birt, *sales manager.*  
George Skinner, *assistant general manager.*

**DIGEST OF RATE CARD NO. 10**  
(March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.*	20 Sec.*	10 Sec.*
Class A—6-11 p.m., daily.						
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00	\$80.00	\$50.00

\*Class AA—6:30-10 p.m., daily.

CKOS-TV Total Persons: 507,730

BBM Weekly Circulation (Nov. 1967): 249,800

For CBC & CTV Network Listings

See Services Volume

# International Directory of TV Stations and Sets

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from  
Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of Jan. 1, 1968

For U.S. Armed Forces Stations, see Separate Listing.

For Technical Transmission Standards and Channel Frequencies, see end of this Directory.

Locations of Operating Stations Indicated by **BOLD-FACE CAPITALS**, Stations Not Yet on Air by **LIGHT FACE**

## Aden

(CCIR 625-line standards)

Sets in use: 20,000

**SABS-TV**, South Arabian Broadcasting Service, (Govt., commercial), Television House, Clock Tower Hill, Tawahi (P.O. Box 1264, Aden). Tel. Aden 3231; 3232. All transmitters carry common program. Arabic & English language. Simulcasting into Arabic began Sept. 11, 1966.

Hours of operation: 10-11 a.m. local time, educational; 6-10:30 p.m. local time, commercial. TV tape recording facilities.

Ownership; Government of the Federation of South Arabia, Ministry of National Guidance & Information. Personnel: Alawi Sak-kaf, dir. of broadcasting; Mohamed Bulgone, dir. of programs; Nadeem Hassanali, sales mgr.; Brian Hughes, chief engineer.

Represented internationally by Television International Enterprises (Sales) Ltd., London & New York. Rates (Card No. 1): Spot 60 sec., 12/500; 7 sec., 3/750. (South Arabian Dinars).

**AL AINEH**—Ch. E-4 (V-62.25, A-67.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1964.

**AL BARGH**—Ch. E-10 (V-210.25, A-215.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1964.

**CRATER**—Ch. E-8 (V-196.25, A-201.75). Transmitter 5 watts. Started Feb. 1967.

**GA'AR (Abyan)**—Ch. E-7 (V-189.26, A-194.76). Transmitter 100 watts, ERP 200 watts. Started Nov. 1965.

**LITTLE ADEN**—Ch. E-5. (V-175.25, A-180.75). Started Oct. 1967.

## Albania

(OIRT 625-line standards)

Sets in use: 1,000

**TIRANA**—Radiodiffusion Albanaise, Rue Conference de Peza 3, Tirana, Albania. Ch. R-2 (experimental station reportedly operating 3 days per week). Transmitter 50 watts. Personnel: Th. Nano, director general; Dhori Nini, chief of foreign relations section.

## Algeria

(French 819-line standards)

Sets in use: 150,000

Radiodiffusion-Télévision Algérienne (Govt., non-commercial), 21 Blvd. des Martyrs, Algiers, Algeria. Tel. 60-23-00. French & Arabic language. Personnel: Rezzoug Mohamed, director general; Laghouati Abderrahmane, director of technical services; Hadjij Mahi, director of administration.

**ALGIERS (Cap Matifou)**—Ch. F-11. ERP 20 kw (directional). Started Dec. 1956.

**CHREA (Pic Abdelkader)**—Ch. F-6 (Repeats Ch. F-11, Algiers). ERP 5 kw. Started Jan. 1960.

**CONSTANTINE (Bellevue)**—Ch. F-7. ERP 200 watts (directional). Started Oct. 1960.

**ORAN (Perret)**—Ch. F-8A. ERP 200 watts. Started Dec. 1958.

**TESSALA (Camp Romain)**—Ch. F-12 (Repeats Ch. F-8A, Oran). ERP 5 kw. Started Oct. 1960.

**TIZI-OUZOU (Mt. Belloua)**—Ch. F-7 (Repeats Ch. F-11, Algiers). ERP 100 watts. Started July 1959.

## Antigua

Sets in use: 3,000

**ST. JOHN'S**—ZAL-TV, Leeward Islands Television Services Ltd. (LITS), Scott's Hill, P.O. Box 159, St. John's, Antigua, W. I. Tel. St. John's 821. Ch. 10 (V-193.25, A-197.75), transmitter 10 kw. Started June 1965. Hours of operation: Daily 5:30-11 p.m. Low-power repeater: Ch. 7, Montserrat.

Ownership: Rediffusion (West Indies) Ltd. div. of Rediffusion of England; Bermuda Broadcasting Co. Ltd.; CBS; Nouvelle Richards & Assoc. (local business group); Govt. of Antigua. Personnel: Charlie Moore, manager & film buyer; Samuel James, chief engineer. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Stovin-Byles Ltd., Toronto; in U.K. by Overseas Rediffusion Ltd., London. Rates (Jan. 1965): Spot 60 sec., 13.70; 8 sec., 6.85; program 1 hr., 68.55; 5 min., 17.15 (W. I. Dollar).

## Argentina

(CCIR 625-line standards, U.S. channeling)

Sets in use: 1,950,000

**BAHIA BLANCA**—LU81-TV, Blandengues 225, Bahia Blanca, Provincia de Buenos Aires. Ch. 7 (V-175.25, A-179.75), ERP 40 kw.

**BAHIA BLANCA**—LU80-TV, Sarmiento 54/64, Bahia Blanca, Provincia de Buenos Aires. Ch. 9 (V-187.25, A-191.75), ERP 20 kw. Mrs. Diana de Massot, gen. mgr.

**BUENOS AIRES**—LS82-TV, Primera Televisora Argentina (Govt.) Av. Leandro N. Alem 735, Capital Federal. Transmitter: Av. 9 de Julio 1925. Ch. 7 (V-175.25, A-179.25), transmitter 5 kw, ERP 43 kw. TV tape recording facilities. Low-powered repeaters in Rosario, Santa Fe & Chivilcoy. Started Nov. 1951.

**BUENOS AIRES**—LS83-TV, Canal 9 Libertad, Castex 3345, Capital Federal. Transmitter plant: Av. 9 de Julio 1925. Ch. 9 (V-187.25, A-191.75), transmitter 11 kw, ERP 80 kw. TV tape recording facilities. Started June 1960. Personnel: Alejandro Romay, director general.

**BUENOS AIRES**—LS84-TV, Teleonce Dicon S.A., Pavon 2444, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 11 (V-199.25, A-203.75), transmitter 10 kw, ERP 140 kw. TV tape recording facilities. Started July 1961. Personnel: Pedro Simonsini, director general; Juan C. Sanchez, manager; Carlos A. Fernandez, technical manager.

**BUENOS AIRES**—LS85-TV, Rio de la Plata TV S.A., Cochabamba 1153, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 13 (V-211.25, A-215.75), transmitter 10 kw, ERP 120 kw. TV tape recording facilities. Started Oct. 1960. Personnel: Alfredo Chopitea, pres.; Alberto R. Constantini, general manager; Jorge Alcaraz, sales manager; Francisco Gavilanes, technical manager.

**CHIVILCOY**—Ch. 6 (V-83.25, A-87.75). ERP 400 watts. Repeats LS82-TV, Buenos Aires.

**COMODORO RIVADAVIA**—LU83-TV, Rawson 1459, Comodoro Rivadavia, Chubut. Ch. 9 (V-187.25, A-191.75), ERP 2 kw. Salmeron P. Fernandez, gen. mgr. Plans change to 15 kw ERP.

**CORDOBA**—LV80-TV, Universidad Nacional de Cordoba, Rivera Indarte 170, Cordoba. Transmitter plant: Rivera Indarte & Av. Colon. Ch. 10 (V-193.25, A-197.75), transmitter 100 watts, ERP 350 watts. TV tape recording facilities. Educational & commercial. Started March 1962.

Personnel: Hector Blesio, technical director.

**CORDOBA**—LV81-TV, Telecor S.A., Fader 111, Cerro de las Rosas. Ch. 12 (V-205.25, A-209.75), transmitter 5 kw, ERP 60 kw. TV tape recording facilities. Started April 1960.

Personnel: Marcos Pena, director.

**CORRIENTES**—LT80-TV, Calle Canal 13, No. 13, Corrientes. Ch. 13 (V-211.25, A-215.75), ERP 2.5 kw. Felix Gomez, gen. mgr.

**LA PLATA**—LS86-TV, Calle 36 No. 382, La Plata, Provincia de Buenos Aires. Ch. 2 (V-55.25, A-59.75), ERP 100 kw. Mauricio Dolberg, gen. mgr.

**MAR DEL PLATA**—LU82-TV, Independencia 1163, Mar del Plata, Provincia de Buenos Aires. Ch. 10 (V-193.25, A-197.75), ERP 100 kw. TV tape recording facilities. Vicente Chas Madariaga, gen. mgr.

**MAR DEL PLATA**—LU86-TV, Difusora Marplatense S.A., Avenida Pedro Luro 2907, Mar del Plata. Ch. 8 (V-181.25, A-185.75), transmitter 5 kw, ERP 40 kw. TV tape recording facilities. Started Dec. 1960. Personnel: Eduardo Parellada, director general.

**MENDOZA**—LV89-TV, Difusora Mendoza S.A., Garibaldi 70, Mendoza. Ch. 7 (V-175.25, A-179.75), transmitter 2 kw, ERP 20 kw. TV tape recording facilities. Started Feb. 1961.

Personnel: Hugo Bartolomei, director.

**MENDOZA**—LV83-TV, San Martin 1027, Mendoza. Ch. 9 (V-187.25, A-191.75), ERP 50 kw. Fernando Alvarez Herrero, gen. mgr.

**NEUQUEN**—LU84-TV, Ruta 22 s/n, Neuquen. Ch. 7 (V-175.25, A-179.75), ERP 1 kw. Plans change to 6 kw ERP. Rodolfo S. Rlairtz, gen. mgr.

**RESISTENCIA**—LT81-TV, Avenida Alvear 50, Resistencia, Provincia del Chaco. Ch. 9 (V-187.25, A-191.75), transmitter 500 watts, ERP 3.5 kw. Luis S. Viola, gen. mgr.

**RIO GRANDE**—LU87-TV, Rio Grande, Gobernacion de la Tierra del Fuego. Ch. 13 (V-211.25, A-215.75), ERP 2.5 kw. Godofredo J. Videla, gen. mgr.



**ROSARIO**—Ch. 8 (V-181.25, A-185.75). ERP 400 watts. Repeats LS82-TV, Buenos Aires.

**ROSARIO**—LT83-TV, San Lorenzo 2243, Rosario, Provincia de Santa Fe. Ch. 3 (V-61.25, A-65.75), ERP 100 kw. TV tape recording facilities. Alberto Gollan, gen. mgr.

**ROSARIO**—LT84-TV, Avenida Belgrano 1055, Rosario, Provincia de Santa Fe. Ch. 5 (V-77.25, A-81.75), ERP 20 kw.

**SALTA**—LW82-TV, Espana 465, Salta. Ch. 11 (V-199.25, A-203.75), ERP 1 kw. Marcelo Cornejo Isamendi, gen. mgr.

**SAN JUAN**—LV82-TV, Rivadavia 22 Este, San Juan. Ch. 8 (V-181.25, A-185.75). ERP 16 kw. Jorge Enrique Estornell, director general.

**SAN MIGUEL DE TUCUMAN**—LW83-TV, Avenida 9 de Julio 629, San Miguel de Tucuman. Ch. 10 (V-193.25, A-197.75), ERP 5 kw. Natalio Ollobre, gen. mgr.

**SAN RAFAEL**—LV84-TV, Luzuriaga 360, San Rafael, Provincia de Mendoza. Ch. 6 (V-83.25, A-87.75), ERP 300 watts. Andres Espasandin, gen. mgr.

**SAN SALVADOR DE JUJUY**—LW80-TV, Radio Vision Jujuy S.A., 19 de Abril 749, San Salvador de Jujuy. Ch. 7 (V-175.25, A-179.75), Angel Marcini, gen. mgr.

**SANTA FE**—Ch. 7 (V-175.25, A-179.35), ERP 400 watts. Repeats LS82-TV, Buenos Aires.

**SANTE FE**—LT82-TV, Boulevard Galvez 840, Santa Fe. Ch. 13 (V-211.25, A-215.75), ERP 50 kw. TV tape recording facilities.

**SANTIAGO DEL ESTERO**—LW811-TV, Pellegrini 345, Santiago de Estero. Ch. 7 (V-175.25, A-179.75), ERP 4 kw. Antonio Castiglioni, gen. mgr.

**USHUAIA**—LU87-TV, Ushuaia, Gobernacion de la Tierra del Fuego. Ch. 11 (V-199.25, A-203.75), ERP 2.5 kw. Santiago Nicolas Pereda, gen. mgr.

Planned: Additional 23 privately owned stations.

## Australia

(Modified 625-line standards)

Sets in use: 2,700,000

Australian Broadcasting Commission (Govt., non-commercial), 145 Elizabeth St. (P.O. Box 487), Sydney, N.S.W., Australia, operates 38 stations in major centers, with others planned (see below). T. E. Duckmanton, general manager.

Federation of Australian Commercial Television Stations, Suite 404, Caltex House, Sydney, is an association of the independent commercial telecasters in Australia. A. S. Cowan, general manager; A. B. Simpson, executive assistant.

**ADELAIDE**—ABS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter 20 kw, ERP 100 kw. Started March 11, 1960.

**ADELAIDE**—ADS, TV Broadcasters Ltd. (commercial), 125 Strangways Ter., North Adelaide, So. Australia. Tel. 6-8591. Ch. A-7 (V-182.26, A-187.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Oct. 24, 1959.

Hours of operation: Mon., Tues., Thurs., 11 a.m.-11:30 p.m.; Wed., Fri., Sat., 11 a.m.-midnight; Sun., 11 a.m.-11 p.m.

Personnel: J. Fowler, gen. mgr.; K. MacDonald, station mgr.; K. Murphy, sales mgr.; S. McLean, chief engineer; L. Taylor, program mgr.; P. Cribb, news editor. Affiliated with Australian Television Network.

Rates (Sept. 1967, peak): 60 sec., 200; 10 sec., 60; 1 hr., 780; 30 min., 390 (Australian dollars).

**ADELAIDE**—NWS, Southern TV Corp. Ltd. (commercial), 202-208 Tynte St., North Adelaide, So. Australia. Tel. 6 9322. Ch. A-9 (V-196.26, A-201.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Sept. 5, 1959.

Hours of operation: Daily, 10:30 a.m.-11:30 p.m.

Personnel: W.L.C. Davies, gen. mgr.; W. Dixon, sales mgr.; J. Batchelor, chief engineer; R. Heading, program mgr. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 200; 10 sec., 60; 1 hr., 650; 30 min., 325 (Australian dollars).

**ADELAIDE**—SAS, South Australian Telecasters Ltd., 45-49 Park Terrace, Gilberton, So. Australia. Tel. 65 6991. Ch. A-10 (V-209.25, A-214.75). ERP 100 kw. TV tape recorder facilities. Started July 26, 1965. Hours of operation: Daily approx. noon-11:30 p.m. Personnel: D. L. Hall, gen. mgr. Affiliated with Independent Television System.

Rates (Sept. 1967, peak): 60 sec., 200; 10 sec., 60; 1 hr., 650; 30 min., 325 (Australian dollars).

**BALLARAT**—ABRV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.238, A-91.738). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 20, 1963.

**BALLARAT**—BTV, Ballarat and Western Victoria Television Ltd. (commercial), P.O. Box 464, Walker St., Ballarat, Victoria. Tel. 21 666. Ch. A-6 (V-175.248, A-180.748). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started April 27, 1962.

Hours of operation: Mon., Thurs., Fri., 4:30-11 p.m.; Tues., Wed., Sun., noon-11 p.m.; Sat., 5-11:15 p.m.

Personnel: B. F. Jackson, gen. mgr.; B. G. Robertson, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 116; 10 sec., 42; 1 hr., 460; 30 min., 230 (Australian dollars).

**BEGA-COOMA**—ABSN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-8 (V-189.258, A-194.758). Transmitter 5 kw in parallel, ERP 100 kw. Started June 29, 1966.

## International TV Directory

**BENDIGO**—ABEV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.26, A-62.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1963.

**BENDIGO**—BCV, Bendigo and Central Victoria Telecasters Ltd. (commercial), P.O. Box 240, Bendigo, Victoria. Tel. 3 0584. Ch. A-8 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961.

Hours of operation: Mon.-Thurs., non-11 p.m.; Fri., noon-11:30 p.m.; Sat., noon-midnight; Sun., noon-10:30 p.m.

Personnel: F. A. McManus, gen. mgr.; J. Dear, chief engineer. Rates (Sept. 1967, peak): 60 sec., 115; 10 sec., 40 (Australian dollars).

**BRISBANE**—ABQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.24, A-69.24). Transmitter 20 kw, ERP 100 kw. Started Nov. 2, 1959.

**BRISBANE**—BTQ, Brisbane TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Brisbane, Queensland. Tel. 36 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Nov. 1, 1959.

Hours of operation: Mon.-Thurs., 11 a.m.-11 p.m.; Fri., 11 a.m.-11:30 p.m.; Sat., 1 p.m.-11:30 p.m.; Sun., noon-10:30 p.m.

Personnel: E. F. Allen, gen. mgr.; M. A. Norris, sales mgr.; G. Everingham, chief engineer; B. Rhys-Jones, program mgr.; M. Williams, news editor. Affiliated with Australian Television Network.

Rates (Sept. 1967, peak): 60 sec., 200; 10 sec., 70; 1 hr., 644; 30 min., 332 (Australian dollars).

**BRISBANE**—QTQ, Queensland TV Ltd. (commercial), Box 72A GPO, Brisbane, Queensland. Tel. 36 2233. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Aug. 16, 1959.

Hours of operation: Daily, 11 a.m.-11 p.m.

Personnel: J. W. McKay, gen. mgr.; N. Pascoe, program mgr.; R. Stevens, sales mgr.; P. J. Marlan, chief engineer; K. De Latour, news editor. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 200; 10 sec., 70; 1 hr., 560; 30 min., 280 (Australian dollars).

**BRISBANE**—TVQ, Universal Telecasters Queensland Ltd., Sir Samuel Griffiths Drive, Brisbane, Mt. Coot-tha, Queensland. Tel. 36 0366. Ch. A-0 (V-46.25, A-51.75). ERP 100 kw. TV tape recorder facilities. Started July 1, 1965.

Hours of operation: Mon.-Fri., 10:30 a.m.-11 p.m.; Sat., 3 p.m.-11 p.m.; Sun., 2 p.m.-11:45 p.m.

Personnel: N. Carlyon, gen. mgr.; R. Archer, sales mgr.; C. Stevenson, chief engineer; R. Pennell, program mgr.; D. Jull, news editor. Affiliated with Independent Television System.

Rates (Sept. 1967, peak): 60 sec., 120; 10 sec., 40; 1 hr., 360; 30 min., 190 (Australian dollars).

**BROKEN HILL**—ABLN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter twin 1 kw in parallel, ERP 5 kw. Started Dec. 14, 1965.

**BUNBURY**—ABSW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 10, 1965.

**BUNBURY**—BTW, South Western Telecasters Ltd., P.O. Box 112, Bunbury, W. A. Tel. 2095. Ch. A-3 (V-86.24, A-91.75). ERP 100 kw. Started March 10, 1967.

Hours of operation: Mon.-Sat., 5:15 p.m.-10:30 p.m.; Sun., 5:30 p.m.-10:30 p.m.

Personnel: B. Hopwood, mgr.; A. Stewart, chief engineer. Low power relay station at Albany (GSW9).

Rates (Sept. 1967, peak): 60 sec., 70; 10 sec., 26; 1 hr., 325; 30 min., 180 (Australian dollars).

**CAIRNS**—ABNQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-9 (V-196.24, A-201.74). Transmitter 5 kw, ERP 15 kw. Started July 25, 1966.

**CAIRNS**—Far Northern Television Ltd., P. O. Box 596, Cairns, Queensland. Tel. 2195. Ch. A-10 (V-209.25, A-214.75). Temporary transmitter. Started Sept. 10, 1966.

Hours of operation: Mon., Tues., Fri., Sat., 5-10:30 p.m.; Wed., 2:30-10 p.m.; Thurs., 4-10:30 p.m.; Sun., 7 a.m.-9:30 p.m.

Personnel: H. Lilburn, gen. mgr. & chief engineer.

Rates (Sept. 1967, peak): 60 sec., 40; 10 sec., 10 (Australian dollars).

**CANBERRA**—ABC, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.24, A-91.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 18, 1962.

**CANBERRA**—CTC, Canberra Television Ltd. (commercial), P.O. Box 633, Canberra, A.C.T. Tel. 40 255. Ch. A-7 (V-182.258, A-187.758). Transmitter 13.5 kw, ERP 100 kw. TV tape recorder facilities. Started June 2, 1962.

Hours of operation: Daily, 1 p.m.-11 p.m.

Personnel: G. K. Barlin, gen. mgr.; W. Rayner, asst. mgr. & sales mgr.; J. D. Stewart, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 90; 10 sec., 35; 1 hr., 360; 30 min., 180 (Australian dollars).

**CENTRAL AGRICULTURAL AREA**—ABCW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 28, 1966.

**CENTRAL TABLELANDS (Orange)**—ABCN, Australian Broadcasting Commission (Government, non-commercial), Ch. A-1 (V-57.258, A-62.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 31, 1964.

(Continued on next page)

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## AUSTRALIA—(Continued)

**CENTRAL TABLELANDS (Orange)**—CBN, Country Television Services Ltd. (commercial), P.O. Box 465, Orange, N.S.W. Tel. 62 1288. Ch. A-8 (V-189.258, A-194.758). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 17, 1962.

Hours of operation: Mon., Wed., Fri., 3:30 p.m.-10:30 p.m.; Tues., Thurs., 2-10:30 p.m.; Sat. 4-11 p.m.; Sun. 1:30-10:30 p.m. Low power repeater CWN, Dubbo, Ch. 6. Started Dec. 1, 1965.

Personnel: A. Ridley, gen. mgr.; E. C. Crouch, chief engineer.

Rates (Sept. 1967 peak): 60 sec., 125; 10 sec., 60 (Australian dollars).

**CENTRAL WESTERN SLOPES**—ABQN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 12, 1966.

**DARLING DOWNS**—ABDQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.252, A-91.752). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 16, 1963.

**DARLING DOWNS**—DDQ, Darling Downs TV Ltd. (commercial), P.O. Box 617, Toowoomba, Queensland. Tel. 2 2288. Ch. A-10 (V-209.26, A-214.76). Transmitter 10 kw, ERP 100 kw. Low power repeater SDQ, Ch. A-4, South Downs. Started July 13, 1962.

Hours of operation: Mon.-Fri., 2-10:30 p.m.; Sat., 4:30-11 p.m.; Sun., 4:15-10:30 p.m.

Personnel: S. J. Fitzpatrick, gen. mgr.; N. S. Hill, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 100; 10 sec., 40 (Australian dollars).

**GOULBURN VALLEY (Shepparton)**—ABGV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.23, A-91.73). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Nov. 28, 1963.

**GOULBURN VALLEY (Shepparton)**—GMV, Goulburn-Murray Television Ltd. (commercial), P.O. Box 666, Shepparton, Victoria. Tel. 215666. Ch. A-6 (V-175.256, A-180.756). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961.

Hours of operation: Mon., Tues., 12:30 p.m.-11 p.m.; Wed., noon-11 p.m.; Thurs., Fri., 12:30 p.m.-11:45 p.m.; Sat. 2-11:40 p.m.; Sun. 11:30 a.m.-11:15 p.m.

Personnel: S. Kemp, managing dir.; P. Twomey, gen. mgr.; R. Abell, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 100; 10 sec., 36 (Australian dollars).

**GRAFTON-KEMPSEY**—ABDN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 28, 1965.

**GRAFTON-KEMPSEY (Mt. Moombil)**—NRN, Northern Rivers Television Ltd. (commercial), 71 Grafton St., Coffs Harbour, N.S.W. Tel. 1201. Ch. A-11 (V-209.24, A-214.74), ERP 100 kw. Started Jan. 23, 1965.

Hours of operation: Mon., Tues., 1:30-11 p.m.; Wed., 1-10:30 p.m.; Thurs., Fri., 2:30-10:30 p.m.; Sat., Sun., 4-10:30 p.m.

Personnel: A. L. Cave, managing dir.; B. J. Beasley, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 72; 10 sec., 30; 1 hr., 350; 30 min., 220 (Australian dollars).

**HOBART**—ABT, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. Started June 4, 1960.

**HOBART**—TVT, Tasmanian TV Ltd. (commercial), G.P.O. Box 1209M, Hobart, Tasmania. Tel. 8 0341. Ch. A-6 (V-175.25, A-180.75). Transmitter 5 kw, ERP 100 kw. TV tape recorder facilities. Started May 23, 1960.

Hours of operation: Mon.-Thurs., 1:30-11:30 p.m.; Fri., 4-11:15 p.m.; Sat., 4:30-11:45 p.m.; Sun., noon-11 p.m.

Personnel: E. G. McRae, managing dir.; R. Vertigan, station mgr.; W. S. Morrison, chief engineer; D. Carter, program mgr.

Rates (Sept. 1967, peak): 60 sec., 130; 10 sec., 50; 1 hr., 520; 30 min., 280 (Australian dollars).

**ILLAWARRA (Wollongong)**—ABWN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5A (V-138.25, A-143.75). Transmitter twin 6 kw in parallel, ERP 100 kw. Started Oct. 28, 1963.

**ILLAWARRA (Wollongong)**—WIN, Television Wollongong Transmissions Ltd. (commercial), Ft. Drummond, Mt. St. Thomas, Wollongong, N.S.W. Tel. 2 6444, Ch. A-4 (V-95.25, A-100.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started March 18, 1962.

Hours of operation: Daily, 2-11:30 p.m.

Personnel: W. Lean, gen. mgr.; R. Lester, sales mgr.; K. Roberts, chief engineer. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 80; 10 sec., 30; 1 hr., 384; 30 min., 192 (Australian dollars).

**LATROBE VALLEY (Traralgon)**—ABLV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 30, 1963.

**LATROBE VALLEY (Traralgon)**—GLV, Gippsland-Latrobe Valley Telecasters Ltd. (commercial), P.O. Box 220, Traralgon, Victoria. Tel. 7 1366. Ch. A-10 (V-209.25, A-214.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started December 9, 1961.

Hours of operation: Thurs.-Mon., 5-11 p.m.; Tues., 4:30-11 p.m.; Wed., 2-11 p.m.

Personnel: D. W. Smith, mgr.; H. Lyon, sales mgr.; H. Akkerman, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 78; 10 sec., 32; 1 hr., 246; 30 min., 139 (Australian dollars).

**MANNING RIVER**—ABTN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.258, A-62.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1966.

**MANNING RIVER (Taree)**—ECN, East Coast Television Ltd., Cowper St., Chatham, Taree, N.S.W. Tel. 1100. Ch. A-8 (V-189.25, A-194.75). ERP 100 kw. Started May 27, 1966.

Hours of operation: Mon.-Fri., 2:30-10:30 p.m.; Sat., 4-11:30 p.m.; Sun., 4-10:30 p.m.

Personnel: J. P. Clarke, managing dir.; A. Thompson, station mgr.; D. Walmsley, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 40; 10 sec., 16; 1 hr., 244; 30 min., 122 (Australian dollars).

**MELBOURNE**—ABV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 18, 1956.

**MELBOURNE**—ATV, Austarama Television Pty. Ltd. (commercial), P.O. Box 42, Nunawading, Victoria. Tel. 232 6211. Ch. A-0 (V-46.26, A-51.76). ERP 100 kw. TV tape recording facilities. Started Aug. 1, 1964.

Hours of operation: Mon.-Fri., 10:30 a.m.-midnight; Sat.-Sun., noon-midnight.

Personnel: H. Clappison, gen. mgr.; G. J. Pengilly, sales mgr.; G. Davey, chief engineer; I. McFarling, program mgr. Affiliated with Independent Television System.

Rates (Sept. 1967, peak): 60 sec., 235; 10 sec., 75; 1 hr., 800; 30 min., 400 (Australian dollars).

**MELBOURNE**—GTV, General Television Corp. Pty. Ltd. (commercial), Television City, 22-46, Bendigo St., Richmond E 1, Victoria. Tel. 42 0201. Ch. A-9 (V-196.248, A-201.748). Transmitter 9 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 19, 1957.

Hours of operation: Mon.-Fri., 10:30 a.m.-midnight; Sat., 7 a.m.-11:15 p.m.; Sun., 9:30 a.m.-midnight.

Personnel: N. Dick, managing dir.; R. Biddle, station mgr.; W. Barker, sales mgr.; T. O'Donohue, chief engineer; I. Holmes, program mgr.; P. Maund, news editor. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 400; 10 sec., 130; 1 hr., 1200; 30 min., 600 (Australian dollars).

**MELBOURNE**—HSV, Herald-Sun Television Pty. Ltd. (commercial), Dorcas & Wells St., South Melbourne, Victoria. Tel. 69 0771. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 4, 1956.

Hours of operation: Sun.-Fri., 11:45 a.m.-11:30 p.m.; Sat., 9:30 a.m.-11:30 p.m.

Personnel: K. S. Cairns, mgr.; W. Powers, sales manager; J. H. Fisher, chief engineer; N. Spencer, program mgr.; B. Pritchard, news editor. Affiliated with Australian Television Network.

Rates (Sept. 1967, peak): 60 sec., 380; 10 sec., 130; 1 hr., 1150; 30 min., 620 (Australian dollars).

**MILDURA**—ABMV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10-kw in parallel, ERP 100 kw. Started Nov. 22, 1965.

**MILDURA**—STV, Sunraysia Television Ltd. (commercial), 18 Deakin Ave., Mildura, Victoria. Tel. 30216. Ch. A-8 (V-189.27, A-194.77). ERP 5 kw. Started Nov. 27, 1965.

Hours of operation: Mon.-Fri., 5:15 p.m.-10:15 p.m.; Sat., 5:45-10 p.m.; Sun., 5:30-10 p.m.

Personnel: M. Folie, managing dir.; M. Hennessy, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 40; 10 sec., 13; 1 hr., 180; 30 min., 92 (Australian dollars).

**MT. GAMBIER**—SES, South East Telecasters Ltd. (commercial), John Watson Drive, Mt. Gambier, South Australia. Tel. 2 4117. Ch. A-8 (V-189.25, A-194.75). ERP 50 kw. Started March 25, 1966.

Hours of operation: Mon.-Sat., 5:30-10:30 p.m.; Wed., 2-3:15 p.m.; Sun., 5:15-10:30 p.m.

Personnel: K. Bailhache, gen. mgr.; J. Lewis, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 50; 10 sec., 20; 1 hr., 250; 30 min., 140 (Australian dollars).

**MURRAY VALLEY**—ABSV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 30, 1965.

**MURRUMBIDGEE AREA (Griffith)**—MTN, Murrumbidgee Television Ltd. (commercial), Remembrance Driveway, Griffith, N.S.W. Tel. 1756. Ch. A-9 (V-196.24, A-201.74). Transmitter 10 kw ERP. TV tape recorder facilities. Started Dec. 15, 1965.

Hours of operation: Thurs.-Tues., 4:30-11 p.m.; Wed., 12:30-11 p.m.; Sun., 3-11 p.m.

Personnel: W. Gamble, managing dir.; K. Callaghan, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 50; 10 sec., 20 (Australian dollars).

**MURRUMBIDGEE IRRIGATION AREA**—ABGN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started July 25, 1966.

**NEWCASTLE-HUNTER RIVER**—ABHN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 5, 1963.

**NEWCASTLE-HUNTER RIVER**—NBN, Newcastle Broadcasting and Television Corporation Ltd. (commercial), Mosbi Cres., P.O. Box 555, Newcastle, N.S.W. Tel. 2 0321. Ch. A-3 (V-86.25, A-91.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 4, 1962.

Hours of operation: Daily, 12:30-11:45 p.m.

Personnel: K. W. Stone, station mgr.; K. W. Brown, sales mgr.; H. J. McPhee, chief engineer. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 175; 10 sec., 60; 1 hr., 700; 30 min., 350 (Australian dollars).



**NORTH EASTERN TASMANIA (Launceston)**—ABNT, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.20, A-91.70). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 29, 1963.

**NORTH EASTERN TASMANIA (Launceston)**—TNT, Northern Television Ltd. (commercial), P.O. Box 873, Launceston, Tasmania. Tel. 4 2551. Ch. A-9 (V-196.238, A-201.738). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 26, 1962.

Hours of operation: Mon.-Thurs., 1-11:30 p.m.; Fri., 4-midnight; Sat., 5-midnight; Sun., noon-11:30 p.m.

Personnel: A. E. Evans, managing dir.; W. T. Freeman, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 120; 10 sec., 48 (Australian dollars).

**PERTH**—ABW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 20 kw, ERP 100 kw. Started May 7, 1960.

**PERTH**—TVW, TVW Ltd. (commercial), Osborne Park Road, Tuart Hill, Western Australia. Tel. 49 1422. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Oct. 16, 1959.

Hours of operation: Mon.-Thurs., 10:30 a.m.-midnight; Fri., 10:30 a.m.-12:15 a.m.; Sat., 11:45 a.m.-12:15 a.m.; Sun., 11:15 a.m.-midnight.

Personnel: J. W. Cruthers, managing dir.; B. Treasure, gen. mgr.; S. Fildes, sales mgr.; J. R. Quicke, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 196; 10 sec., 54; 1 hr. 600; 30 min., 320 (Australian dollars).

**PERTH**—STW, Swan Television Ltd., Hayes Ave., Tuart Hill, Western Australia. Tel. 49 1911. Ch. A-9 (V-196.25, A-200.75). ERP 100 kw. TV tape recorder facilities. Started June 12, 1965.

Hours of operation: Mon., Thurs., Fri., 11:30 a.m.-11:30 p.m.; Tues., 11 a.m.-11:30 p.m.; Wed., 11:30 a.m.-midnight; Sat., 9 a.m.-11:30 p.m.; Sun., 8:30 a.m.-11:15 p.m.

Personnel: R. J. Mercer, gen. mgr.; P. Conroy, sales mgr.; T. Provan, chief engineer; D. Howson, program mgr.; G. Walsh, news editor.

Rates (Sept. 1967, peak): 60 sec., 140; 10 sec., 36; 1 hr., 540; 30 min., 280 (Australian dollars).

**RICHMOND-TWEED HEADS (Lismore)**—ABRN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.26, A-180.76). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 20, 1964.

**RICHMOND-TWEED HEADS (Lismore)**—RTN, Richmond-Tweed TV Ltd. (commercial), 11 Molesworth St., Lismore, N.S.W. Tel. 2351. Ch. A-8 (V-189.25, A-194.75). Transmitter twin 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 12, 1962.

Hours of operation: Mon., Tues., Thurs., 1-10:30 p.m.; Wed., Fri., 1-10:45 p.m.; Sat., 3:30-10:45 p.m.; Sun., 2-10:15 p.m.

Personnel: L. T. Warrick, managing dir.; H. G. Green, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 108; 10 sec., 43.20 (Australian dollars).

**ROCKHAMPTON**—ABRQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.26, A-91.76). ERP 100 kw. Started Dec. 21, 1963.

**ROCKHAMPTON**—RTQ, Rockhampton Television Ltd. (commercial), P.O. Box 568, Rockhampton, Queensland. Tel. 8877. Ch. A-7 (V-182.26, A-187.76). Transmitter 10 kw, ERP 100 kw. Started Sept. 7, 1963.

Hours of operation: Mon., 4:30-10 p.m.; Tues., 1:30-10 p.m.; Wed., 3-10:30 p.m.; Thurs.-Sat., 4:30-10:30 p.m.; Sun., 5-10 p.m.

Personnel: B. Saunders, manager; C. Amooore, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).

**SOUTH DOWNS**—ABSQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 4, 1966.

**SOUTH EAST SOUTH AUSTRALIA**—ABGS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 3, 1965.

**SOUTHERN AGRICULTURAL AREA**—ABAW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 6, 1966.

**SOUTH WESTERN SLOPES AND EASTERN RIVERINA**—ABMN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-0 (V-46.24, A-51.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 30, 1965.

**SOUTH WESTERN SLOPES & EASTERN RIVERINA (Wagga Wagga)**—RVN, Riverina Television Ltd. (commercial), P.O. Box 69, Wagga Wagga, N.S.W. Tel. 2088. Ch. A-2 (V-64.25, A-69.75). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started June 19, 1964.

Hours of operation: Mon., Tues., Thurs., 4:30-11 p.m.; Wed., 12:15-11 p.m.; Sat., Sun., 3-11 p.m.

Personnel: W. P. Marsden, gen. mgr.; S. W. McDonald, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 72; 10 sec., 26 (Australian dollars).

**SPENCER GULF NORTH**—ABNS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 10, 1965.

**SYDNEY**—ABN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Started Nov. 5, 1956.

**SYDNEY**—ATN, Amalgamated Television Services Pty. Ltd. (commercial), Television Centre, Epping, N.S.W. Tel. 85 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 2, 1956.

Hours of operation: Mon.-Fri., 11:30 a.m.-midnight; Sat.-Sun., 9 a.m.-midnight.

## International TV Directory

Personnel: J.H. Oswin, gen. mgr.; E. Thomas, program mgr.; S. Piddington, gen. sales mgr.; M. H. Stevenson, mgr., engineering services; G. Ell, news editor. Affiliated with Australian Television Network.

Rates (Sept. 1967, peak): 60 sec., 440; 10 sec., 150; 1 hr., 1268; 30 min., 634 (Australian dollars).

**SYDNEY**—TCN, Television Corp. Pty. Ltd. (commercial), Artarmon Rd., Willoughby, N.S.W. Tel. 43 0444. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Sept. 16, 1956.

Hours of operation: Mon., Thurs., Fri., 11:30 a.m.-11:30 p.m.; Tues., 11 a.m.-11:30 p.m.; Wed., 11:30 a.m.-midnight; Sat., 9 a.m.-11:30 p.m.; Sun., 8:30 a.m.-11:15 p.m.

Personnel: B. Gyngell, chief executive; A. Baz, station mgr.; G. McLaughlin, sales mgr.; L. R. Free, chief engineer; R. Haynes, program mgr.; M. Ramsden, news editor. Affiliated with National Television Network.

Rates (Sept. 1967, peak): 60 sec., 480; 10 sec., 168; 1 hr., 1536, 30 min., 768 (Australian dollars).

**SYDNEY**—TEN, United Telecasters Sydney Ltd. (commercial), Epping & Pittwater Rds., North Ryde, N.S.W. P.O. Box 10, Lane Cove, N.S.W. Tel. 88 5555. Ch. A-10 (V-209.25, A-214.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started April 5, 1965.

Hours of operation: Sun.-Fri., 11 a.m.-midnight; Sat., 9 a.m.-midnight.

Personnel: A.E.R. Fox, gen. mgr.; R. Lord, station mgr.; W. Hudson, news editor; P. Richardson, sales mgr.; R. Thyer, chief engineer. Affiliated with Independent Television System.

Rates (Sept. 1967, peak): 60 sec., 220; 10 sec., 80; 1 hr., 700; 30 min., 350 (Australian dollars).

**TOWNSVILLE**—ABTQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-87.27, A-92.77). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 21, 1964.

**TOWNSVILLE**—TNQ, Telecasters North Queensland Ltd. (commercial), P.O. Box 1016, Townsville, Queensland. Tel. 6161. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. Started Nov. 1, 1962.

Hours of operations: Mon., Tues., 4:15-10 p.m.; Wed., 1:15-10 p.m.; Thurs., Fri., 4:15-10:30 p.m.; Sat., 4:45-10 p.m.; Sun., 3:45-10 p.m.

Personnel: J. F. Gleeson, managing dir.; K. R. Christensen, gen. mgr.; R. McRae Barton, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).

**UPPER MURRAY**—ABAV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 15, 1964.

**UPPER MURRAY**—AMV, Albury Upper Murray Television Ltd. (commercial), TV Centre, Union Road, Albury, Victoria. Tel. 25 1494. Ch. A-4 (V-95.26, A-100.76). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Sept. 7, 1964.

Hours of operation: Mon., Tues., Thurs., Fri., 4-11 p.m.; Sat., Sun. 5-11 p.m.; Wed., 12:30-11 p.m.

Personnel: R. Kidd, gen. mgr.; T. R. Jones, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 70; 10 sec., 26 (Australian dollars).

**UPPER NAMOI**—ABUN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started Sept. 27, 1965.

**UPPER NAMOI (Tamworth)**—NEN, Television New England Ltd. P.O. Box 317, South Tamworth, N.S.W. Tel. 5 8253. Ch. A-9 (V-196.24, A-201.215), ERP 100 kw. TV tape recorder facilities. Started April 10, 1965.

Hours of operation: Mon., Tues., Wed., Fri., 1-10:30 p.m.; Thurs., 1-11 p.m.; Sat. 5-11 p.m.; Sun., 1:30-10:30 p.m.

Personnel: K. Smith, mgr.; O. Bartle, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 70; 10 sec., 28; 1 hr., 360; 30 min., 200 (Australian dollars).

**WIDE BAY**—ABWQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.26, A-180.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Oct. 8, 1965.

**WIDE BAY**—WBQ, Wide Bay Burnett Television Ltd., P.O. Box 30, Maryborough, Queensland. Tel. 2528. Ch. A-8 (V-189.24, A-194.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 10, 1965.

Hours of operation: Mon., Thurs., Fri., 5-10:45 p.m.; Tues., 5-10:30 p.m.; Wed., 2-11 p.m.; Sat., 5:30-10:45 p.m.; Sun., 5:30-10:30 p.m.

Personnel: F. T. Yates, gen. mgr.; B. Hunter, chief engineer.

Rates (Sept. 1967, peak): 60 sec., 60; 10 sec., 22 (Australian dollars).

**WOLLONGONG**—See Illawarra.

**Planned:**

**BROKEN HILL**—BKN, Broken Hill Television Ltd., 235 Argent St., Broken Hill, N.S.W. Ch. A-7.

**MACKAY**—ABMQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74), ERP 100 kw.

**MACKAY**—MVQ, Mackay Television Development Pty. Ltd., Mackay, Queensland. Ch. A-6. E. Low, managing dir.

(Continued on next page)

# International TV Directory

## Austria

(CCIR 625-line standards)

Sets in use: 890,000

Oesterreichischer Rundfunk GmbH (Govt., commercial), Argentinierstrasse 30a, 1040 Vienna, Postfach 700. Television Dept. Schellinggasse 4, Vienna 1. Tel. 52-36-27. Josef Scheidl, director general; Gerhard Freund, dir. of TV. Technical Dept., Kaerntnering 5, Vienna 1/15. Dr. Georg Skalar, tech. dir.; Dr. Alphons Ubelhor, dir. of radio.

**AM SEE 2**—Ch. E-59 (V-775.25, A-780.75). ERP 1.5 kw. Started Dec. 1966.

**GAISBERG**—Ch. E-8 (V-196.25, A-201.75). ERP 100 kw. Started Aug. 1955.

**GAISBERG 2**—Ch. E-32 (V-559.25, A-564.75). ERP 800 kw. Started Nov. 1966.

**HAUSER KAIBLING**—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1961.

**HEUBERG 2**—Ch. E-52 ERP 3 kw. (V-719.25, A-724.75). Started Oct. 1965.

**HIMMELHOF 2 (Vienna)**—Ch. E-41 (V-631.25, A-636.75). ERP 1.5 kw. Started July 1964.

**HUHNERSBERG**—Ch. E-32 (V-599.25, A-564.75). ERP 1 kw. Started Dec. 1966.

**JAUERLING 1**—Ch. E-2 (V-49.57, A-55.25). ERP 60 kw. Started Oct. 1958.

**JAUERLING 2**—Ch. E-21 (V-471.25, A-476.75). ERP 800 kw. Started Feb. 1965.

**KAHLENBERG 1 (Vienna)**—Ch. E-5 (V-175.25, A-180.75). ERP 60 kw. Started Aug. 1955.

**KAHLENBERG 2**—Ch. E-24 (V-495.25, A-500.75). ERP 400 kw. Started April 1958, increased power Feb. 1963.

**KANITZER HOHE**—Ch. E-27 (V-519.25, A-524.75). ERP 1 kw. Started Sept. 1966.

**LICHTENBERG 1 (Linz)**—Ch. E-6 (V-182.25, A-187.75). ERP 100 kw. Started Nov. 1960.

**LICHTENBERG 2 (Linz)**—Ch. E-43 (V-647.25, A-652.75). ERP 800 kw. Started Dec. 1964.

**MUGEL**—Ch. E-9 (V-203.25, A-208.75). ERP 20 kw. Started Nov. 1961.

**PATSCHERKOFEL 1**—Ch. E-4 (V-62.25, A-67.75). ERP 60 kw. Started Dec. 1958.

**PFAENDER**—Ch. E-5 (V-175.25, A-180.75). ERP 80 kw. Started March 1959.

**PYRAMIDENKOGEL (Kaernten)**—Ch. E-10 (V-201.25, A-215.75). ERP 30 kw. Dec. 1957.

**SCHOECKL 1 (Graz)**—Ch. E-7 (V-189.25, A-194.75). ERP 100 kw. Started Aug. 1955.

**SCHOECKL 2 (Graz)**—Ch. E-23 (V-487.25, A-492.75). ERP 20 kw. Started Oct. 1963.

**SONNWENDSTEIN**—Ch. E-10 (V-201.25, A-215.75). ERP 5 kw. Started May 1957.

Low-power satellites: 66 in operation.

Planned:

BREITENSTEIN 2—Ch. E-37. ERP 2 kw.

DOBRATSCH 1—Ch. E-10. ERP 200 kw.

DOBRATSCH 2—Ch. E-24. ERP 2,000 kw.

DUNSERBERG 1—Ch. E-9. ERP 3 kw.

KATRIN 1—Ch. E-5. ERP 800 watts.

KATRIN 2—Ch. E-22. ERP 20 kw.

KORALPE 2—Ch. E-28. ERP 20 kw.

SCHOECKL 2—Ch. E-23. ERP 800 kw.

WACHBERG 1—Ch. E-7. ERP 5 kw.

WACHBERG 2—Ch. E-58. ERP 100 kw.

ZINKENKOGEL 2—Ch. E-50. ERP 1 kw.

ZUGSPITZE 1—Ch. E-49. ERP 2 kw.

## Barbados

(525-line Standards)

Sets in use: 10,000

**BRIDGETOWN**—CBC-TV, Caribbean Broadcasting Corp., P.O. Box 780, Bridgetown, Barbados, W.I. Tel. 92041; 92046. Cable CABROCO. Ch. 3 (V-61.25, A-65.75), transmitter 5 kw, ERP 60 kw. Started Dec. 1964. Hours of operation: 5 hours daily, 5½ hours Sundays. Personnel: Alfred N. Forde, gen. mgr. & film buyer; Oriel Gill, sales mgr.; J. A. Cumming, asst. head of programs (TV); Graham Shaw, chief engineer. Rates (Jan. 1966): Spot 60 sec., 60; 7 sec., 15; 30 min., 57.60 (W. I. Dollar).

## Belgium

(625-line standards, AM sound, positive modulation)

Sets in use: 1,700,000

Belgische Radio en Televisie (B.R.T.) and Radiodiffusion Television Belge (R.T.B.), Eugene Flaygeyplein 18, Brussels 5, Belgium. Tel. 49 60 50. Govt., non-commercial. TV tape recorder facilities. B.R.T. personnel: Paul Vandebussche, director general; Bert Janssens, program director (film buyer). R.T.B. personnel: Robert Wangermee, director general; Louis-Philippe Kammans, program director (film buyer). Personnel of Technical Service common to B.R.T. & R.T.B.: Gaston De Lafonteyne, director general; Eugene Dekeyser, chief engineer.

### MAIN STATIONS

**AALTER-RUISELEDE**—B.R.T., Ch. E-2 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started May 1958.

**ANLIER**—R.T.B., Ch. E-11 (French-language). Transmitter 2.5 kw, ERP 10 kw. Started May 1961.

**BRUSSELS**—Also see Wavre.

**LIEGE**—R.T.B., Ch. E-3 (French-language). Transmitter 20 kw, ERP 100 kw. Started Nov. 1954.

**WAVRE (Brussels)**—R.T.B., Ch. E-8 (French-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.

**WAVRE (Brussels)**—B.R.T., Ch. E-10 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.

Planned:

RTB—2 uhf transmitters, ERP 200 kw.

BRT—2 uhf transmitters, ERP 200 kw.

### REPEATER STATIONS

**ANSEREMME**—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started June 1961.

**ANTWERP**—B.R.T., Ch. E-2 (Dutch-language). ERP 100 watts. Started Nov. 1954.

**BOULLON**—R.T.B., Ch. E-9 (French-language). ERP 10 watts. Started Feb. 1961.

**BRUSSELS**—B.R.T., Ch. E-11 (Dutch-language). ERP 5 watts. Started June 1960.

**BRUSSELS**—R.T.B., Ch. E-7 (French language). ERP 5 watts. Started June 1960.

**COMINES**—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.

**COUVIN**—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Jan. 1963.

**HASTIERE**—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.

**HOUFFALIZE**—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started July 1964.

**STAVELOT**—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started Feb. 1962.

## Bermuda

(525-line standards)

Sets in use: 15,000

**PROSPECT, DEVONSHIRE**—ZBM-TV, Bermuda Radio & Television Co. Ltd., Fort Hill Road, Prospect, Devonshire (Mailing address: P.O. Box 452, Hamilton), Bermuda. Tel. 2-1122. Ch. 10 (V-193.25, A-197.75), transmitter 2 kw, ERP 18 kw. TV tape recorder facilities. Started Jan. 1958. Hours of operation: Daily 3 p.m.-midnight. Ownership: Bermuda Broadcasting Co. Ltd. & Bermuda Press Ltd. Programming affiliates: CBS, NBC, Rediffusion. Personnel: Walter Staskow, managing director & film buyer; K. J. Belton, general manager & program manager; J. Woolridge, sales manager; W. Davidson, production manager; J. H. Spershott, chief engineer. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Byles-Gibbs Ltd., Toronto; in U.K. by Rediffusion International Ltd., London. Rates (Card No. 3, Jan. 1963): Spot 60 sec., \$17; 8 sec., \$8.50; program 1 hr., \$85; 5 min., \$21 (U.S. dollars).

**DEVONSHIRE**—ZBF-TV, Capital Broadcasting Co. Ltd. (commercial), "By the Sea," North Shore, Devonshire (Mailing address: P.O. Box 652, Hamilton), Bermuda. Ch. 8 (V-181.25, A-185.75). Transmitter 5 kw, ERP 32.5 kw. Started Aug. 1965. Hours of operation: Daily 2:30 p.m.-midnight. Ownership: Capital Broadcasting Co. Ltd. & Thomson Television International Ltd. Affiliated with ABC.

Personnel: M. E. Sheppard, gen. mgr. & film buyer; E. Davis, sales mgr.; B. J. Roche, chief engineer. Represented by ABC International Sales, New York; Radiovislon, London; Radio TV Reps, Canada.

Rates: Spot 60 sec., \$17; 8 sec., \$8.50; program 1 hr., \$85; 5 min., \$21 (U.S. dollars).

## Bolivia

(525-line standards)

Planned:

**LA PAZ**—Television Boliviana, S.A. (Govt., commercial). ERP 5 kw. Hector Valdivia R., national director of telecommunications.



## Brazil

(525-line standards)  
Sets in use: 5,500,000

All stations commercial except Govt.-owned outlets.

- BAURU**—TV Bauru, Ch. 2. ERP 3 kw. Org. O. Globo. Started 1960.
- BELEM**—TV Marajoara, Ch. 2. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.
- BELEM**—TV Guajara, Ch. 4. ERP 2 kw. Lopo de Castro. Started 1966.
- BELO HORIZONTE**—TV Itacolomi, Ch. 4. ERP 15 kw. Diarios Emissoras Associadas. Started 1955.
- BELO HORIZONTE**—TV Alterosa, Ch. 2. ERP 5 kw. Diarios Emissoras Associadas. Started 1961.
- BELO HORIZONTE**—TV Belo Horizonte, Ch. 12. ERP 5 kw. Org. o. Globo. Started 1962.
- BELO HORIZONTE**—TV Vila Rica, R. Fernandes Tourinho 818, Belo Horizonte, Minas Gerais. Ch. 7. ERP 32 kw. TV tape recorder facilities. Started Sept. 1966. Personnel: Lycio Cadar, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.
- BRASILIA**—TV Nacional (govt.), Ch. 2. ERP 2 kw. Empresas Incorporadas ao Patrimonio da Uniao. Started April 1960.
- BRASILIA**—TV Brasilia, Ch. 6. ERP 10 kw. Diarios Emissoras Associadas. Started April 1960.
- BRASILIA**—TV Alvorada, Ch. 8. ERP 5 kw. Emissoras Unidas. Started April 1960.
- CAMPINA GRANDE**—TV Borborema, Ch. 9. ERP 1 kw. Diarios Emissoras Associadas. Started 1963.
- CAMPINAS**—TV Excelsior, Ch. 10. ERP 10 kw. Excelsior group. Started Jan. 1964.
- CAMPO GRANDE**—TV Morena, Ch. 6. ERP 2 kw. Started 1966.
- CURITIBA**—TV Iguacu, Ch. 4. ERP 5 kw. Started 1967. Paulo Pimental, owner.
- CURITIBA**—TV Parana, Ch. 6. ERP 4 kw. Diarios Emissoras Associadas. Started 1960.
- CURITIBA**—TV Paranaense, Ch. 12. ERP 4 kw. Nagib Chede. Started June 1959.
- EREXIM**—TV Erexim, Ch. 2. ERP 1 kw. Started 1966.
- FORTALEZA**—TV Ceara, Radio Cluge, Ch. 2. ERP 3 kw. Diarios Emissoras Associadas. Started 1960.
- GOIANIA**—TV Goiania, Ch. 9. ERP 2 kw. Diarios Emissoras Associadas. Started 1960.
- GOIANIA**—TV Anhanguera, Ch. 2. ERP 2 kw. Started 1963.
- JUIZ DE FORA**—TV Mariano Procopio, Ch. 10. ERP 10 kw.
- LONDRINA**—TV Coroados, Ch. 3. ERP 2 kw. Diarios Emissoras Associadas. Started 1962.
- PORTO ALEGRE**—TV Piratini, Ch. 5. ERP 25 kw. Diarios Emissoras Associadas. Started Dec. 1959.
- PORTO ALEGRE**—TV Gaucha, Caixa Postal 1164, Porto Alegre. Ch. 12. ERP 40 kw. 14 low-power satellites. TV tape recorder facilities. Started Dec. 1962. Personnel: Jayme Sirotsky, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.
- RECIFE**—TV Jornal do Comercio, Ch. 2. ERP 25 kw. Org. Pessoa de Queiroz. Started 1960.
- RECIFE**—Radio Clube de Pernambuco, Ch. 6. ERP 25 kw. Diarios Emissoras Associadas. Started 1960.
- RIBEIRAO PRETO**—TV Tupi Difusora, Ch. 3. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.
- RIO DE JANEIRO**—TV Excelsior, R. Visconde do Piraja, 595, Rio de Janeiro. Excelsior group. Ch. 2. ERP 100 kw. TV tape recording facilities. Started Sept. 1963. Personnel: Mauricio Sobrinho, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.
- RIO DE JANEIRO**—TV Globo, Rua Irineu Marintio 35. Ch. 4. ERP 25 kw. Org. O Globo. Started May 1965.
- RIO DE JANEIRO**—TV Tupi, Ch. 6. ERP 25 kw. Diarios Emissoras Associadas. Started Jan. 1951. (Directional satellite on Ch. 33).
- RIO DE JANEIRO**—TV Continental, Ch. 9. ERP 10 kw. Org. Rubens Berardo. Started June 1959.
- RIO DE JANEIRO**—TV Rio, Ch. 13. ERP 25 kw. Emissoras Unidas. Started March 1955.
- SALVADOR**—TV Itapoan, Ch. 5. ERP 5 kw. Diarios Emissoras Associadas. Started 1960.
- SANTOS**—TV Excelsior. (See Ch. 9, Sao Paulo). Ch. 24 ERP 4 kw. Satellite of Ch. 9, Sao Paulo.
- SAO LUIZ**—TV Difusora do Maranhao, Ch. 4. ERP 6 kw. Luiz Bacelar, owner. Started 1965.
- SAO PAULO**—TV Cultura, Ch. 2. ERP 25 kw. Diarios Emissoras Associadas. Started 1960.
- SAO PAULO**—TV Tupi Difusora, Ch. 4. ERP 25 kw. Diarios Emissoras Associadas. Started Sept. 1950. (Directional satellites on Ch. 16, 23 & 31)
- SAO PAULO**—TV Paulista, Ch. 5. ERP 25 kw. Org. O Globo. Started March 1953. (Directional satellites on Ch. 19, 28 & 29)
- SAO PAULO**—TV Record, Ch. 7. ERP 25 kw. Emissoras Unidas. Started Sept. 1953. (Directional satellites on Ch. 17, 22 & 25)
- SAO PAULO**—TV Excelsior, Rua Nestor Pestana 196, Sao Paulo. Tel. 35-2926. Ch. 9. ERP 60 kw; 25 low-power satellites. TV tape recording facilities. Started July 1960. Network central office, Excelsior group (Grupo das Folhas). Rate card available from ABC International Television, New York. Personnel: Octavio Frias and Carlos Caldeira, dirs. general; Alberto Saad, gen. & sales mgr.; Edson Leite, program & production mgr., film buyer; Alberto Maluf, chief engineer.

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**SAO PAULO**—TV Bandeirantes, Ch. 13. ERP 25 kw. Org. Joao Saad. Started 1967.

**SAO PAULO**—TV Gazeta, Ch. 11. ERP 25 kw. Fundacao Casper Libero. Started 1967.

**UBERLANDIA**—TV Uberlandia, Rua Buriti Alegre 1069, Uberlandia, Minas Gerais. Excelsior group. Ch. 8. ERP 20 kw. 5 low-powered satellites. TV tape recorder facilities. Started July 1964. Personnel: Alberto Ponce Camargo, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

**VITORIA**—TV Vitoria, Ch. 4. ERP 2 kw. Diarios Emissoras Associadas. Started 1960.

**Under construction & planned:**

**CORUMBA**—TV Corumbaense, Ch. 5. ERP 2 kw.

**CUIABA**—TV Centro-America, Ch. 4. ERP 2 kw.

## Bulgaria

(OIRT 625-line standards)  
Sets in use: 185,000

**SOFIA**—Boghlarsokie Teleirdenie, Todor Strashimirov 2, Sofia. Tel. 4-63-21. Cable: TV Bulgar. Telex: 581. (Govt., non-commercial), Ch. R-7. Transmitter 10 kw, ERP 30 kw. Started Nov. 7, 1959. Hours of operation: Weekdays except Tues., 16:00-20:30; Sun., 15:00-20:30. Personnel: V. Baev, dir. gen.; L. Bozhev, tech. dir.; C. Emanuilov, head of foreign relations dept.

Relay stations—18 in operation.

## Cambodia

(525-line standards)  
Sets in use: 7,000

**PHNOM PENH**—Ch. 8. Radio Cambodge Television, 28 Ave. Preah Mohaksatryany Kossomak, Phnom Penh (Govt.). Transmitter 5 kw, ERP 40 kw (radius of 100 km). Note: Started in Jan. 1962, but left air Feb. 15 when fire destroyed transmitter and camera.

**BOKOR**—Ch. 11. Transmitter 100 watts, ERP 800 watts (radius of 100 km), repeats Phnom Penh.

## Canada

(525-line standards)  
Sets in use: 5,900,000

(For stations, see Canadian Station Directory)

## Canary Islands

(See Spain)

## Chile

(525-line standards)  
Sets in use: 400,000

**SANTIAGO**—TV 13, Universidad Catolica (Commercial), Catholic University of Chile, Casilla 114-D, Santiago, Chile. Tel. 393709, 380342, 380431. Ch. 13 (V-211.25, A-215.75). ERP 8 kw. TV tape recorder facilities. Started Oct. 1958. Personnel: Eduardo Tironi Arce, executive vice president; Antonio Castaneira, gen. mgr.; Osvaldo Barzelatto, sales mgr. & film buyer; Alfredo Escobar, program & production mgr.; Pedro Carabal, chief engineer.

**SANTIAGO**—Universidad de Chile, (Commercial) Ines Matte Urrejola 0825, Cassilla 12985, Santiago. Tel. 34045. Ch. 9 (V-187.25, A-191.75). Transmitter 5 kw. ERP 60 kw. TV tape recording facilities. Started Nov. 1960.

Hours of operation: Mon.-Fri., 17-23:30; Sat. & Sun., 14-24. Personnel: Osvaldo Sepulveda, director general; Mario Planet, director, Channel 9; Sergio Escobar, manager; Hugo Barra, chief engineer.

Rates: Programs, approx. 10 per min.; spots, approx. 90 each (U.S. dollars).

**VALPARAISO**—Catholic University, Ch. 8 (Repeats Ch. 13, Santiago). ERP 1 kw.

## Peoples Republic of China

[Recent information not available]

(OIRT 625-line standards)  
Sets in use: 100,000

All stations are owned by the Government.

**CANTON**—Visual carrier 57.75 mc; aural, 64.25. ERP 1 kw. Started Dec. 1958.

**CHANGCHUN**—Visual carrier 57.75 mc; aural 64.25 mc. ERP 1 kw. Started tests Jan. 1960.

**HARBIN**—Ch. R-1. 500 watts.

**PEKING**—Transmitter 1 kw, ERP 5 kw. Visual carrier 57.75 mc; aural, 64.25 mc. Started May 1958.

**PEKING**—Ch. R-3. Started May 1958.

**SHANGHAI**—Ch. R-5. ERP 0.5 kw. Started Oct. 1958.

**SHENYANG (Mukden)**—Ch. R-5. Started 1960.

**SIAN**—Ch. R-1.

**TIENTSIN**—Ch. R-5.

(Continued on next page)

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# International TV Directory

PEOPLES REPUBLIC OF CHINA—(Continued)

## RELAY STATIONS

- CHANGLI—Ch. R-1, repeating Peking.  
SOOCHOW—Visual carrier 57.75 mc; aural 64.25 mc, repeating Shanghai.  
TANGSHAN—Ch. R-4, repeating Peking.  
WUSIH—Visual carrier 57.75 mc; aural 64.25 mc, repeating Shanghai.

## EXPERIMENTAL STATIONS

- ANSHAN—Visual carrier 57.75 mc; aural 64.25 mc.  
CHANGSHA—Visual 57.75 mc; aural 64.25 mc.  
CHENGTU—Visual 57.75 mc; aural 64.25 mc.  
CHIAMSU—Ch. R-1.  
FOOCHOW—Ch. R-5.  
FUSHUN—Ch. R-1.  
HEKANG—Ch. R-4.  
HOFEI—Ch. R-4.  
KIRIN—Ch. R-1.  
KWEIYANG—Ch. R-5.  
LANCHOW—Ch. R-1.  
NANKING—Ch. R-1.  
TAIYUAN—Ch. R-1.  
TSINAN—Ch. R-3.  
TSINGTAO  
TSITSIHAR—Visual carrier 57.75 mc; aural 64.25 mc.  
WUHAN—Ch. R-5.

## China (Nationalist)

(See Taiwan)

## Colombia

(525-line standards)  
Sets in use: 450,000

Instituto Nacional de Radio y Television (Govt., commercial & educational), Centro Administrativo Nacional, Via del Aeropuerto Eldorado, Bogota. Tel. 44-60-20. All programs originate in Bogota studios, all other stations are repeaters, all use HJRN-TV call letters. TV tape recorder facilities, Bogota studio. Hours of operation: Educational, 14:00-17:00 and 20:00-22:00; commercial, 24:00-06:00 (GMT).

Personnel: Dr. William R. Fadul Vergara, director general; Gregoris Rodriguez, general manager; Abraham Zalzman, program manager; Rafael Gomez, production manager; Jorge E. Nassar S., technical director; Pilar Santamaria de Reyes, educational TV manager.

## STATIONS

- BOGOTA (Alto Magdalena)—Ch. 7. Transmitter 10 kw, ERP 600 kw. Started 1954.  
BOGOTA (Alto Magdalena)—Ch. 9. Transmitter 1 kw, ERP 200 kw. Started Feb. 1965.  
BOYACA—Ch. 10. Transmitter 1 kw, ERP 80 kw (directional). Started 1956.  
EL CARMEN DE BOLIVAR—Ch. 9. Transmitter 1 kw, ERP 180 kw. Started May 1965.  
LAS JURISDICCIONES—Ch. 6. Transmitter 10 kw, ERP 600 kw. Started May 1965.  
MADRONO—Ch. 9. Transmitter 1 kw, ERP 180 kw (directional). Started 1955.  
MANIZALES (Paramo del Ruiz)—Ch. 11. Transmitter 1 kw, ERP 10 kw. Started 1955.  
MEDELLIN—Ch. 3. Transmitter 10 kw, ERP 1000 kw. Started Sept. 1967.  
MONTERIA—Ch. 7. Transmitter 1 kw, ERP 100 kw. Started Jan. 1964.  
NEIVA—Ch. 11. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.  
PAN DE AZUCAR—Ch. 8. Transmitter 10 kw, ERP 600 kw (directional). Started July 1957.  
PASTO—Ch. 8. Transmitter 1 kw, ERP 80 kw. Started Dec. 1966.  
PAZ DEL RIO—Ch. 7. ERP 150 watts (directional). Started 1957.  
POPAYAN (Munchique)—Ch. 10. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.  
SANTA MARTA—Ch. 2. Transmitter 10 kw, ERP 1000 kw (directional). Started Jan. 1963.

Low power repeaters: 5 in operation, 25 planned.

## Republic of the Congo

(CCIR 625-line standards)  
Sets in use: 500

BRAZZAVILLE—Radiodiffusion-Television Congolaise (Govt., commercial), P.O. Box 2241, Brazzaville. ERP 2 kw. Started experimental operation Aug. 1963.

Personnel: N'Dalla Claude Ernest, director general; Bikouta Guy Menga, program manager; Pascal Nanga Nanga, film buyer; Matoko Patrice, production manager; Luc Malonga, chief engineer.

## Democratic Republic of the Congo

(625-line standards)  
Sets in use: 7,000

KINSHASA (formerly Leopoldville)—R.D.T.N.C. Radio Television Nationale Congolaise (Govt.-limited commercial). Started Nov. 1966. Hours of operation: Daily, 1900-22:00. Planned: 6 low power repeaters.

## Costa Rica

(525-line standards)  
Sets in use: 75,000

SAN JOSE—Telecentro Canal 6, Corporacion Costarricense de Television, P.O. Box 2860, San Jose. Tel. 3789. Ch. 6. Transmitter 500 watts, ERP 12 kw. TV tape recorder facilities. Started Sept. 1965. Personnel: Mario Sotela, pres., sales manager & film buyer; Carlos Alfaro, general manager & program manager; Alvaro Mora, chief engineer.

SAN JOSE—TI-TVCR, Televisora de Costa Rica S.A. (Commercial), Calle 12 & Avenida 20, San Jose, Costa Rica. P.O. Box 3876. Tel. 22-22-33. Ch. 7. Transmitter 5 kw, ERP 76.6 kw. TV tape recorder facilities. Hours of operation: Daily 11:30 a.m.-11:00 p.m. Started May 1960. Repeaters on Ch. 11 (Villa Mills), Ch. 12 (Zarero), Ch. 7 (Limon), and Ch. 5 (Puerto Armuelles).

Ownership: American Broadcasting Co., 35%; Hubert Federspiel K., 40%; Rene Picado E., 25%. Executives: Hubert Federspiel K., pres.; Rene Picado E., treas.; Donald W. Coyle, secy. Personnel: Rene Picado E., manager; Augusto Carballo C., administrative mgr.; Rafael Carrillo L., chief engineer.

Represented in U.S. by ABC International TV Inc., New York, from whom rate card is available. Affiliated with Central American Network.

SAN JOSE—TI-TT, Radio Television Tic-Tac Ltda. (commercial). P.O. Box 4666. Tel. 22-33-34. Ch. 4. Transmitter 3 kw, ERP 78 kw. Low-powered repeater, Ch. 9. Started Feb. 1962. Hours of operation: Daily, 3-11 p.m.

Personnel: Arnoldo Vargas Vargas, owner, president and chief engineer; Manuel Vallespi P., administrative manager.

Rates: 60 sec., 130; 5 sec., 52.00; 56 min., 575; 15 min., 230 (Colons).

Planned:

SAN JOSE—Ch. 13, 10 watts, to repeat Ch. 6.

## Cuba

[No recent information available from Cuba]

(525-line standards)  
Sets in use: 550,000

All stations commercial

Note: Havana stations CMAB-TV & CMBF-TV are operated as one network by the government and are feeding their former satellites the same programs. CMQ-TV is operated as a second network and also feeds its former satellites with government programs. Commercial operations of all stations have been taken over by the govt.

HAVANA—CMAB-TV, Television Revolucion (formerly Telemundo), Ch. 2. Ambar Motors Bldg.; P & 23rd Sts., Vedado. Telephone: UO-9421. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites and plans 7th in Pinar del Rio.

HAVANA—CMBF-TV Cadena Nacional, S. A. Ch. 4. Address: Mazon y San Miguel. Telephone: UO 9366. Transmitter 10 kw, ERP 100 kw. Also operates 6 satellites.

HAVANA—CMQ-TV, Circuito, CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: 3-9911. Transmitter 10 kw, ERP 100 kw. Operates 7-station network.

HAVANA—CMTV, Ch. 10. Address: Ambar Motors Bldg., P & 23rd Sts., Vedado. Transmitter 5 kw, ERP 25 kw.

HAVANA—CMBA-TV, Radio Universal, S.A., Ch. 7. Radiocentro. Telephone: F-9911. Transmitter 10 kw, ERP 51 kw.

HAVANA—CMBJ-TV, TV de la Libertad, Ch. 12. Hotel Hamilton, Havana. Transmitter 10 kw, ERP 115 kw.

CAMAGUEY—CMJL-TV, Circuito CMQ, Ch. 6. Transmitter 10 kw, ERP 55.8 kw. (See CMQ-TV, Havana).

CAMAGUEY—CMFE-TV, Telemundo, Ch. 9. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana).

CAMAGUEY—CMJ-TV, CMBF-TV Cadena Nacional, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMBF-TV, Havana)

CAMAGUEY—CMFG-TV, Television Camaguey, S.A., Ch. 11. Started summer of 1959.

CIEGO DE AVILA—CMFD-TV, Circuito CMQ, Ch. 7. Transmitter 5 kw, ERP 18.2 kw. (See CMQ-TV, Havana)

HOLGUIN—CMKJ-TV, Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 27.5 kw. (See CMQ-TV, Havana)

HOLGUIN—CMLD-TV, CMBF-TV Cadena Nacional, Ch. 8. Transmitter 5 kw. (Satellite of CAB-TV, Havana)

JATIBONICA—CMFF-TV, Telemundo, Ch. 12. ERP 32 kw. (See CMAB-TV, Havana)

MATANZAS—CMG-TV, CMBF-TV Cadena Nacional, Ch. 13. Transmitter 5 kw, ERP 28 kw. (Satellite of CMAB-TV, Havana)

MATANZAS—CMGQ-TV, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 28 kw. (Satellite of CMBF-TV, Havana)

# International TV Directory

## Denmark

(CCIR 625-line standards)

Sets in use: 1,200,000

All stations operated by Danish State Radio, Television Service, Radiohuset, Rosenorns Alle 22, Copenhagen V (Govt., non-commercial). Tel. 350-647. Main studios in Copenhagen, where all programs originate, have TV tape recorder facilities.

Hours of operation: 5-6 hours daily.

Personnel: Hans Solvhoj, director general; Laurits Bindslov, director of TV programs.

U.S. Representative: Redaktor Claus Toksvig.

U.S. Office: Danish Broadcasting Corporation, Room 310, United Nations, New York, N.Y. (10017).

**AALBORG**—Ch. E-5. Transmitter 2.1 kw, ERP 50 kw (directional). Started May 1958.

**AARHUS**—Ch. E-8. Transmitter 2.5 kw, ERP 10 kw. Started May 1956.

**BORNHOLM**—Ch. E-5. Transmitter 1.5 kw, ERP 10 kw. Started July 1960.

**COPENHAGEN**—Ch. E-4. Transmitter 5 kw, ERP 10 kw. Started May 1955.

**ESBJERG**—Ch. E-9 (satellite of Sonderjylland). ERP 89 watts (directional). Started March 1967.

**FREDERIKSHAVN**—Ch. E-8 (satellite of Aalborg). Transmitter 2x5 watts, ERP 100 watts (directional). Started Sept. 1960.

**FYN (Odense)**—Ch. E-3. Transmitter 5 kw, ERP 10 kw. Started Dec. 1955.

**HOBRO**—Ch. E-7 (satellite of Aalborg). ERP 15 watts (directional). Started Jan. 1964.

**HORSSENS**—Ch. E-6 (satellite of Aarhus). ERP 30 watts (directional). Started Jan. 1964.

**KOLDING**—Ch. E-9 (satellite of Sonderjylland). Transmitter 5 watts, ERP 80 watts (directional). Started Sept. 1958.

**KOLLUND**—Ch. E-9 (satellite of Sonderjylland). ERP 60 watts (directional). Started March 1964.

**RANDERS**—Ch. E-6 (satellite of Aarhus). ERP 9 watts (directional). Started Dec. 1963.

**SILKEBORG**—Ch. E-6 (satellite of Aarhus). ERP 105 watts (directional). Started Oct. 1965.

**SKAGEN**—Ch. E-11 (satellite of Aalborg). ERP 52 watts (directional). Started Sept. 1963.

**SONDERJYLLAND (Rangstrup)**—Ch. E-7. Transmitter 3.5 kw, ERP 60 kw (directional). Started April 1957.

**SYDSJÆLLAND (Naestved)**—Ch. E-6. Transmitter 4 kw, ERP 60 kw (directional). Started Oct. 1959.

**VEJLE**—Ch. E-5 (satellite of Aarhus). Transmitter 2x5 watts, ERP 30 watts (directional). Started April 1960.

**VESTJYLLAND (Holstebro)**—Ch. E-10. Transmitter 4 kw, ERP 60 kw (directional). Started May 1958.

Planned:

**COPENHAGEN**—Ch. 31 (V-551.25, A-556.75). Transmitter 10 kw.

## Dominican Republic

(525-line standards)

Sets in use: 75,000

**SANTO DOMINGO**—HIN-TV, Rahintel TV (commercial), P.O. Box 1220, Calle Besq. Ave. Independencia, Santo Domingo. Tel. 3-1025. Radio HIN Corp., Pedro P. Bonilla, pres. Ch. 7. Transmitter 1 kw, ERP 35 kw. Started Feb. 1, 1959. TV tape recording facilities.

Hours of operation: Daily, 11:30 a.m.-2:30 p.m. and 5-11 p.m.

Rates: 60 sec., 40; 30 sec., 25; 1 hr., 240; 30 min. 160 (Dominican peso).

Personnel: Pedro P. Bonnilla, gen. mgr.; Enrique Moll T., sales mgr.; Vinicio Lembert, program mgr.; Juan Salazar, chief engineer; R. R. Frias, production mgr.

U.S. Representative: ABC International Television Inc.

**SANTO DOMINGO**—HISD-TV, Radio Santo Domingo TV, Av. Dr. Tejada Florentino No. 8, Santo Domingo (Govt., commercial). Ch. 4. Transmitter 5 kw, ERP 16 kw. Started Aug. 1952. Represented by ABC International TV Inc. Julio Cesar Martinez, director general.

**EL CERRO**—HIN-TV, Rahintel TV. Ch. 11. Transmitter 500 watts, ERP 1.5 kw. Started Feb. 1966.

**LA CUMBRE**—Radio Santo Domingo TV (Govt., commercial). Ch. 9. Transmitter 500 watts. Repeater. Started Aug. 1, 1958.

**NAVISA**—HIN-TV, Rahintel TV. Ch. 70. Transmitter, 1 kw, ERP 3 kw. Started Feb. 1966.

**SANTIAGO**—HIN-TV, Rahintel TV. Ch. 7. Transmitter 300 watts, ERP 1.5 kw. Started Feb. 1966.

**SANTO CERRO**—Radio Santo Domingo TV (Govt., commercial). Ch. 2. Transmitter 5 kw. Repeater. Started Aug. 1, 1958.

Planned: Low-powered repeaters at Puerto Plata, La Romana, San Juan de la Maguana.

(Continued on next page)

**MATANZAS**—CMGH-TV, Telemundo, Ch. 11. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTA CLARA**—CMHQ-TV, Circuito CMQ, Ch. 5. Transmitter 5 kw, ERP 25.6 kw. (See CMQ-TV, Havana)

**SANTA CLARA**—CMH-TV, CMBF-TV Cadena Nacional, Ch. 3. Transmitter 5 kw, ERP 30.9 kw. (Satellite of CMBF-TV, Havana)

**SANTA CLARA**—CMRA-TV, Telemundo, Ch. 8. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTIAGO DE CUBA**—CMKU-TV, Circuito CMQ, Ch. 2. Transmitter 5 kw, ERP 13.7 kw. (See CMQ-TV, Havana)

**SANTIAGO DE CUBA**—CMLC-TV, Telemundo, Ch. 7. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTIAGO DE CUBA**—CMLB-TV, Cadena Nacional, Ch. 5. Transmitter 5 kw, ERP 14.3 kw. (Satellite of CMBF-TV, Havana)

**VICTORIA DE LAS TUNAS**—CMLQ-TV, Circuito CMQ, Ch. 70 translator. ERP 14.4 kw. (See CMQ-TV, Havana)

**VICTORIA DE LAS TUNAS**—Ch. 73 translator. 10 watts. (See CMBF-TV, Havana)

## Curacao

(See Netherlands Antilles)

## Cyprus

(CCIR 625-line standards)

Sets in use: 23,000

Cyprus Broadcasting Corp. (Govt., commercial), P.O. Box. 1824, Nicosia, Cyprus. Tel. 5231. All stations carry same program. TV tape recorder facilities. Hours of operation: Entertainment, daily (winter) 1900-2200; (summer) 1930-2230, except. Mon. Educational, daily, except Sun. & school holidays 1000-1200 during academic year.

Personnel: A. N. Christofides, director general; P. T. Astreos, chief engineer; Iossif Hadjioussif, admin. secy. & public relations officer.

**MOUNT OLYMPUS**—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

**SINA OROS**—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

Planned: Four low-powered repeaters.

## Czechoslovakia

(OIRT 625-line standards)

Sets in use: 2,800,000

Ceskoslovenska Televize (Govt., limited commercial), M. Gorkeho Nam. 29, Praha 1. Cable Address: Televize Praha. Telex: Prague 0400. Tel.: 221247.

Personnel: Jiri Pelikan, director general; Jaroslav Khun, sales manager & film buyer; Zdenek Nohac, program manager; Milan Bauman, chief engineer; Lubomir Kubicek, director of international relations.

**BANSKA BYSTRICA**—Ch. R-7. ERP 100 kw.

**CENTRAL BOHEMIA**—Ch. R-1. ERP 150 kw. Started 1963.

**EAST BOHEMIA**—Ch. R-6. ERP 100 kw. Started May 1959.

**NORTH BOHEMIA**—Ch. R-12. ERP 80 kw. Started June 1960.

**SOUTH BOHEMIA**—Ch. R-2. ERP 100 kw. Started April 1959.

**WEST BOHEMIA**—Ch. R-10. ERP 100 kw. Started Sept. 1960.

**BRUNTAL**—Ch. R-7. ERP 100 watts.

**CERNA HORA**—Ch. R-11. ERP 100 watts. Started 1963.

**JACHYMOV**—Ch. R-7. ERP 800 watts.

**JAVORICE**—Ch. R-11. ERP 100 watts. Started 1963.

**JESTED**—Ch. R-8. ERP 100 watts. Started 1963.

**JIHLAVA**—Ch. R-11. ERP 100 watts. Started 1961.

**KLINOVEC (Karlovy Vary)**—Ch. R-7. ERP 1 kw. Started 1957.

**KRALOVA HOLA**—Ch. R-5. ERP 5 kw. Started 1964.

**LIBEREC**—Ch. R-8. ERP 900 watts.

**CENTRAL MORAVIA**—Ch. R-9. ERP 100 kw. Started March 1958.

**MODRY KAMEN**—Ch. R-12. ERP 500 watts. Started 1964.

**NOVE MESTO**—Ch. R-12. ERP 1 kw. Started 1961.

**OSTRAVA**—Ch. R-1. ERP 100 kw. Started Dec. 1955.

**PARDUBICE**—Ch. R-6. ERP 100 kw.

**PLZEN**—Ch. R-10. ERP 100 kw.

**PRAGUE**—Ch. R-7. ERP 12 kw. Started Jan. 1964.

**CENTRAL SLOVAKIA**—Ch. R-7. ERP 100 kw. Started Oct. 1960.

**EAST SLOVAKIA**—Ch. R-6. ERP 100 kw. Started Feb. 1961.

**WEST SLOVAKIA (Bratislava)**—Ch. R-2. ERP 150 kw. Started Nov. 1956.

**TRUTNOV**—Ch. R-11. ERP 1 kw. Started 1958.

**USTI N. LABEM**—Ch. R-12. ERP 100 kw.

**ZILINA**—Ch. R-11. ERP 1 kw. Started 1963.

Satellites: 300 in operation, 180 planned.

Planned:

**DOMAZLICE**—Ch. R-12.

**KLATOVY**—Ch. R-6.

**SUSICE**—Ch. R-9.

**JESENIK**—Ch. R-4.



# international TV Directory

## Ecuador

(525-line standards)  
Sets in use: 65,000

- CUENCA**—Telesistema del Ecuador (Commercial). Ch. 3. See HCPTVE, Guayaquil. Hours of operation: Daily 6-11 p.m.
- GUAYAQUIL**—HCPTVE, Primera Television Ecuatoriana (Commercial), P.O. Box 5902. Ch. 4. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started May 1960. Hours of operation: Daily 12:00 noon-1:00 a.m.  
Personnel: Presley Norton, director general; Richard E. Drummy, sales mgr.; Galo Rivadeneira, chief engineer.  
Represented in U.S. by ABC International TV Inc., New York.
- GUAYAQUIL**—HCTV, Telesistema del Ecuador (commercial), P.O. Box 5902, Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recorder facilities. Hours of operation: Daily, 6:30-10:10 p.m. Personnel: See HCPTVE, Guayaquil. Represented in U.S. by ABC International TV Inc., New York.
- GUAYAQUIL**—HC-TEN2, Corporacion Ecuatoriana de Television S.A. (Commercial), Aguirre 730. Tel. 22-524. Studios: Cerro del Carmen. (Affiliated with WCKT, Ch. 7, Miami, Fla.) Ch. 2 Transmitter 1 kw, ERP 6 kw.  
Hours of operation: Daily, noon-11 p.m. Started May 1967.  
Personnel: Xavier Alvarado Roca, president.
- QUITO**—HCJB-TV, La Ventana de los Andes (Non-commercial), World Radio Missionary Fellowship, P.O. Box 691, Quito. Tel. 41-550. Ch. 4. Transmitter 1 kw, ERP 8 kw. Started May 1961.  
Hours of operation: Daily, 6:15-10:45 p.m.  
Personnel: Robert B. Clark, director.
- QUITO**—HCPTVE, Primera Television Ecuatoriana (Commercial). Address & personnel same as HCPTVE Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recording facilities. Started May 1964. Hours of operation: Daily 5:30-11:30 p.m.  
Represented in U.S. by ABC International TV Inc., New York.
- QUITO**—Telesistema del Ecuador (Commercial). Ch. 2. See HCPTVE, Guayaquil.
- Planned:** Ambato, Ch. 3.

## Egypt

(See United Arab Republic)

## El Salvador

(525-line standards)  
Sets in use: 35,000

- Teleradio Centroamericana (TELECENTRO), Ave. Olimpica y Doble Via a Sta. Tecla (P.O. Box 1375), San Salvador (commercial). Tel. 7502, 1054, 6227.  
Personnel: Roberto Daglio, president; Alberto Vilar, general manager; Marina Palomo, sales manager; A. Vesquez, program manager & film buyer; Rudolf H. Rahn, director of engineering.  
Represented in U.S. by ABC International Television Inc., New York. Rates (Sept. 1964), YSEB-TV & YSDR-TV: Spot 60 sec., 19.00; 10 sec., 6.00; program ½ hr., 550.00; ¼ hr., 350.00. YSU-TV: Spot 60 sec., 55.00; 10 sec., 28.00; program 1 hr., 2,600.00; ¼ hr., 780.00 (El Salvador Colon).
- SAN SALVADOR**—YSEB-TV, Ch. 6. Transmitter 500 watts, ERP 9.5 kw. TV tape recording facilities. Started Nov. 1956.
- SAN SALVADOR**—YSDR-TV, Ch. 8. Transmitter 5 kw, ERP 20 kw. Started Mar. 1959 as satellite of YSEB-TV, began separate programming Jan. 1966.
- SAN SALVADOR**—YSU-TV, Ch. 4. Transmitter 10 kw, ERP 77 kw. Started Dec. 1958.  
Low power repeater near Tegucigalpa, Honduras permits retransmission by HRTG-TV there. TV tape recording facilities.
- SAN SALVADOR**—YSR-TV, Circuito YSR. Ch. 2.

## Ethiopia

(CCIR 625-line standards)  
Sets in use: 5,000

- ADDIS ABABA**—Ethiopian Television Service (Govt., commercial), Imperial Ethiopian Government, Ministry of Information, P.O. Box 1020, Addis Ababa. Tel. 16701-16705. Ch. 7 (V-187.25, A-194.75), transmitter 500 watts. Started Nov. 1964. Hours of operation: Sun.-Fri., 20:00-22:30; Sat. 17:30-22:30.  
Personnel: Ato Negusse Haptewold, asst. minister of broadcasting; Ato Samuel Ferenji, director general, general manager; Ato Kassaye Demena, program manager & film buyer; Woizerit Kondjit Mekonnen, sales manager; William Fosbrook, chief engineer.  
Represented internationally by Television International Enterprises (Sales) Ltd., London. Rates (Dec. 1966): Spot 60 sec., 75.00; 15 sec., 37.50 (Ethiopian Dollar).

## Finland

(CCIR 625-line standards)  
Sets in use: 850,000

- Finnish Broadcasting Co. Ltd. (Oy. Yleisradio Ab.), Unioninkatu 16, Helsinki 13 (Govt.) TV Program 1 address: Pasila. Tel. 418811. TV Program 2 address: Tampere, Hameenkatu 22 C. Tel. Tampere 30330. TV tape recorder facilities. Hours of operation: Program 1—daily 9:15-10:30; 13:00-14:00 & 17:00-22:30; Program 2—daily 18:00-21:35, except Tues., 18:00-22:30.

Personnel: Eino S. Repo, director general; L. H. Vennola, deputy director general & director of staff administration; Jussi Koskiluoma, dir. of Finnish programs; Christoffer Schildt, dir. of Swedish programs; Paavo Arni, dir. of engineering; Hannu Leminen, dir. of TV Program 2; Wilhelm Zilliacus, head of TV Program 1; Erkki Raatikainen, chairman of administrative council.

Oy. Mainos-TV-Reklam Ab., Helsinki, Kumpulantie 1 (private commercial firm) hires studio space, technical facilities and program time from Finnish Broadcasting Co. for commercial programs and announcements. These are transmitted on Program 1 before & after Finnish Broadcasting Co.'s own program, and in Program 2 daily between program items plus 1 weekly program with commercial breaks. P. Hanski, managing director.

## TV PROGRAM 1

- EURAJOKI**—Finnish Broadcasting Co. Ch. E-11. ERP 20 kw. Started Dec. 1964.
- HAAPAMAKI**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1964.
- HANKO**—Finnish Broadcasting Co. Ch. E-11. ERP 8 watts. Started Sept. 1961.
- HELSINKI**—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Nov. 1956.
- HELSINKI**—Finnish Broadcasting Co. Ch. E-24. ERP 25 kw. Started Feb. 1963.
- IISALMI**—Finnish Broadcasting Co. Ch. E-1. ERP 200 watts. Started Aug. 1963.
- JOENSUU**—Finnish Broadcasting Co. Ch. E-11. ERP 1 watt. Started Nov. 1962.
- JOUTSENO**—Finnish Broadcasting Co. Ch. E-10. ERP 10 kw. Started April 1962.
- JYVASKYLA**—Finnish Broadcasting Co. Ch. E-11. ERP 10 kw. Started Dec. 1961.
- KAJAANI**—Finnish Broadcasting Co. Ch. E-4. ERP 15 kw. Started Dec. 1963.
- KANKAANPAA**—Finnish Broadcasting Co. Ch. E-10. ERP 5 watts. Started June 1967.
- KARKKILA**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Dec. 1962.
- KAUNISPAA**—Finnish Broadcasting Co. Ch. E-10. ERP 800 watts directional. Started Oct. 1967.
- KERIMAKI**—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started Dec. 1963.
- KOKKOLA**—Finnish Broadcasting Co. Ch. E-7. ERP 100 watts. Started Dec. 1962.
- KOLI**—Finnish Broadcasting Co. Ch. E-8. ERP 20 kw. Started Sept. 1962. Increased power Nov. 1967.
- KUHMO**—Finnish Broadcasting Co. Ch. E-6. ERP 5 watts. Started Feb. 1965.
- KUOPIO**—Finnish Broadcasting Co. Ch. E-7. ERP 45 kw. Started Dec. 1961.
- LAHTI**—Finnish Broadcasting Co. Ch. E-9. ERP 80 kw. Started March 1958. Increased power Feb. 1967.
- LAPUA**—Finnish Broadcasting Co. Ch. E-5. ERP 80 kw. Started Nov. 1961.
- LOHJA**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Aug. 1960.
- MANTTA**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.
- MIKKELI**—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Jan. 1961. Increased power Oct. 1963.
- OULU**—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Dec. 1962.
- PIETARSAARI**—Finnish Broadcasting Co. Ch. E-8. ERP 5 watts. Started Dec. 1965.
- PIHTIPUDAS**—Finnish Broadcasting Co. Ch. E-10. ERP 5 kw. Started Oct. 1964. Increased power Dec. 1966.
- PORVOO**—Finnish Broadcasting Co. Ch. E-11. ERP 2 watts. Started Oct. 1962.
- PYHATUNTURI**—Finnish Broadcasting Co. Ch. E-5. ERP 60 kw. Started Nov. 1966.
- PYHAVUORI**—Finnish Broadcasting Co. Ch. E-6. ERP 20 kw. Started Nov. 1965.
- RAAHE**—Finnish Broadcasting Co. Ch. E-10. ERP 5 watts. Started Dec. 1965.
- RIIHIMAKI**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Sept. 1959.
- ROVANIEMI**—Finnish Broadcasting Co. Ch. E-9. ERP 700 watts. Started May 1964.
- RUKA**—Finnish Broadcasting Co. Ch. E-4. ERP 100 watts. Started April 1966.
- RUOTSINPYHTAA**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Oct. 1964.
- SAARIJARVI**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.
- SIPPOLA**—Finnish Broadcasting Co. Ch. E-5. ERP 20 kw. Started March 1966.
- SUOMUSSALMI**—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started July 1966.



**TAIVALKOSKI**—Finnish Broadcasting Co. Ch. E-2. ERP 15 kw. Started Dec. 1964.  
**TAMMISAARI**—Finnish Broadcasting Co. Ch. E-5. ERP 150 watts. Started Dec. 1960.  
**TAMMELA**—Finnish Broadcasting Co. Ch. E-10. ERP 8 kw. Started April 1959.  
**TAMPERE**—Finnish Broadcasting Co. Ch. E-8. ERP 80 kw. Started 1958. Increased power Dec. 1960.  
**TERVOLA**—Finnish Broadcasting Co. Ch. E-3. ERP 20 kw. Started May 1964.  
**TURKU**—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Nov. 1958. Increased power Nov. 1965.  
**VAASA**—Finnish Broadcasting Co. Ch. E-11. ERP 100 watts. Started Dec. 1964.  
**VIITASAARI**—Finnish Broadcasting Co. Ch. E-8. ERP 5 watts. Started Oct. 1964.  
**YLITORNIO**—Finnish Broadcasting Co. Ch. E-6. ERP 20 watts. Started April 1965.  
**YLIVIESKA**—Finnish Broadcasting Co. Ch. E-9. ERP 60 kw. Started Nov. 1962.

Low-powered repeaters: 17 in operation, 2 planned.

Planned or under construction:

**YLLAS**—Finnish Broadcasting Co. Ch. E-11. ERP 60 kw.

#### TV PROGRAM 2

**HAMEENLINNA**—Finnish Broadcasting Co. Ch. E-5. ERP 10 watts. Started June 1967.  
**HELSINKI**—Finnish Broadcasting Co. Ch. E-8. ERP 10 kw. Started 1954. Increased power Jan. 1963.  
**LAHTI**—Finnish Broadcasting Co. Ch. E-40. ERP 1 kw. Started Jan. 1966.  
**TAMPERE**—Finnish Broadcasting Co. Ch. E-2. ERP 10 kw. Started 1957 on Ch. E-10. Changed channel, increased power March 1963.  
**TURKU**—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started 1956 on Ch. E-5. Restarted on Ch. E-9 with increased power March 1963.

Low-powered repeaters: 1 in operation.

### France

Sets in use: 7,196,000

Office de Radiodiffusion Television Francaise, ORTF, (Govt., non-commercial), 116 Avenue du President-Kennedy, Paris 16e. Tel.: 224-22-22. Telex: 20-00-2. Television head office: 15 rue Cognacq-Jay, Paris 7.

Personnel: Wladimir D'Ormesson, pres. of administrative council; Jean Chauveau, secy. gen. of administrative council; Jacques-Bernard Dupont, director general; Andre Louis Astoux, assistant director general; Claude Contamine, assistant director general for television; Andre Francois, Pierre Gilles, Xavier Larere, advisors; Georges Neveux, pres., committee on television programs; Georges Emmanuel Ciancier, secy. gen., committee on television programs; Rolland Samama, chief of service of gen. affairs; Pierre Schaeffer, chief of research service; Bernard Gouley, delegate of dir. gen. to regional stations; Paul Bodin, Maxime Freneau, Andre-Marie Gerard, Joseph Landrac, inspectors gen.; Claude Mercier, dir., equipment; Georges Chedeville, asst. dir., equipment; Georges Riou, dir., gen. administration; Pierre de Boisdeffre, dir., radio; Jacques Flaud, dir. of foreign relations; Michel Robida, asst. dir. of foreign relations; Jacques Thibau, asst. dir., television. U.S. Representative: Jacques Sallebert, 1290 Ave. of the Americas, New York, N.Y. (10019). Tel. 581-1771.

ORTF also operates stations in the following French departments and overseas territories: Guadeloupe, French Guiana, Martinique, Reunion, New Caledonia, French Polynesia, St. Pierre and Miquelon and the Comores Islands.

#### FIRST NETWORK

(French 819-line standards)

**AJACCIO (Coti Chiavari)**—Ch. F-4. Transmitter 500 watts, ERP 10 kw. Started Dec. 1958.  
**AMIENS (Bouvigny)**—Ch. F-11. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.  
**ANTISANTI**—Ch. F-6. Transmitter 500 watts, ERP 5 kw. Started June 1966.  
**AURILLAC (La Bastide)**—Ch. F-11. Transmitter 500 watts, ERP 5 kw. Started Dec. 1959.  
**BASTIA (Serra di Pigno)**—Ch. F-2. Transmitter 3 kw, ERP 10 kw. Started July 1960.  
**BESANCON (Lomont)**—Ch. F-4. Transmitter 3 kw, ERP 30 kw. Started Dec. 1960.  
**BORDEAUX (Bouliac)**—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Dec. 1957.  
**BOURGES (Neuvy-2-Clochers)**—Ch. F-9. Transmitter 20 kw, ERP 200 kw. Started May 1956.  
**BREST (Roc Tredudon)**—Ch. F-8. Transmitter 10 kw, ERP 150 kw. Started July 1961.  
**CAEN (Mont-Pincon)**—Ch. F-2. Transmitter 20 kw, ERP 50 kw. Started July 1956.  
**CARCASSONNE (Pic-de-Nore)**—Ch. F-4. Transmitter 20 kw, ERP 100 kw. Started July 1961.  
**CHERBOURG (Digosville)**—Ch. F-12. Transmitter 500 watts, ERP 16 kw. Started Jan. 1965.  
**CLERMONT-FERRAND (Puy-de-Dome)**—Ch. F-6. Transmitter 10 kw, ERP 150 kw. Started Dec. 1957.

## International TV Directory

**DIJON (Nuits-St. Georges)**—Ch. F-10. Transmitter 3 kw, ERP 12 kw. Started April 1958. Increased power Dec. 1966.  
**GEX (Mont Rond)**—Ch. F-7. Transmitter 3 kw, ERP 25 kw. Started May 1960.  
**GRENOBLE (Chamrousse)**—Ch. F-10. Transmitter 50 watts, ERP 700 watts. Started Nov. 1955.  
**HYERES (Cap Benat)**—Ch. F-4. Transmitter 250 watts. Started May 1966.  
**LE HAVRE (Harfleur)**—Ch. F-7. Transmitter 500 watts, ERP 1.25 kw. Started Aug. 1958.  
**LE MANS (Mayet)**—Ch. F-12. Transmitter 10 kw, ERP 100 kw. Started Dec. 1959.  
**LILLE (Bouvigny)**—Ch. F-8A. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.  
**LIMOGES (Les Cars)**—Ch. F-2. Transmitter 20 kw, ERP 200 kw. Started as 3 watt repeater Aug. 1958. Began full power operation Sept. 1959.  
**LYON (Mont Pilat)**—Ch. F-12. Transmitter 20 kw, ERP 200 kw. Started Oct. 1954.  
**MARSEILLE (Grande Etoile)**—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.  
**METZ (Luttange)**—Ch. F-6. Transmitter 20 kw, ERP 200 kw. Started July 1956.  
**MEZIERES (Sury)**—Ch. F-8A. Transmitter 500 watts, ERP 5 kw. Started March 1965.  
**MONTPELLIER (Blanquette)**—Ch. F-6. Transmitter 50 watts, ERP 150 watts. Started April 1965.  
**MULHOUSE (Belvedere)**—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Jan. 1956.  
**NANCY (Malzeville)**—Ch. F-7. Transmitter 50 watts, ERP 100 watts. Started May 1955.  
**NANTES (Hte-Goulaine)**—Ch. F-4. Transmitter 20 kw (April 1960), ERP 300 kw. Started April 1957 with 500 watts ERP.  
**NIORT (Maisonnais)**—Ch. F-7. Transmitter 20 kw, ERP 300 kw. Started Oct. 1960.  
**PARIS (Eiffel Tower)**—Ch. F-8A. Transmitter 20 kw, ERP 180 kw. Started Nov. 1949.  
**PERPIGNAN (Pic de Neoulous)**—Ch. F-12. Transmitter 50 watts. Started Aug. 1960.  
**REIMS (Hautvillers)**—Ch. F-5. Transmitter 10 kw, ERP 50 kw. Started Dec. 1958.  
**RENNES (Saint-Pern)**—Ch. F-5. Transmitter 20 kw, ERP 450 kw. Started April 1957 with 50 watts. Switched to full power in Aug. 1959.  
**ROUEN (Les Essarts)**—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Feb. 1956.  
**SAINT-RAPHAEL (Pic de l'Ours)**—Ch. F-6. Transmitter 3 kw, ERP 10 kw. Started Aug. 1956.  
**STRASBOURG (Nordheim)**—Ch. F-5. Transmitter 3 kw, ERP 20 kw. Started June 1965.  
**TOULON (Cap Sicie)**—Ch. F-11. Transmitter 50 watts, ERP 500 watts. Started Feb. 1965.  
**TOULOUSE (Pechbonieu)**—Ch. F-10. Transmitter 50 watts, ERP 500 watts. Started Oct. 1959.  
**TOULOUSE (Pic du Midi)**—Ch. F-5. Transmitter 2 kw, ERP 100 kw. Started Dec. 1957.  
**TROYES (Les Riceys)**—Ch. F-2. Transmitter 20 kw, ERP 250 kw. Started Dec. 1960.  
**VANNES**—Ch. F-12. Transmitter 500 watts, ERP 10 kw. Started April 1960.

Low-powered satellites: 693 in operation.

#### SECOND NETWORK

Began telecasting in color Oct. 1967.

(CCIR 625-line standards)

**AJACCIO (Coti Chiavari)**—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started May 1967.  
**ANTISANTI**—Ch. E-61. Transmitter 2 kw, ERP 40 kw. Started July 1967.  
**AURILLAC (La Bastide)**—Ch. E-65. Transmitter 20 kw. Started Jan. 1967.  
**BASTIA (Serra di Pigno)**—Ch. E-47. Transmitter 20 kw. Started July 1966.  
**BAYONNE (La Rhune)**—Ch. E-58. Transmitter 50 kw. Started June 1966.  
**BESANCON (Lomont)**—Ch. E-41. Transmitter 10 kw, ERP 100 kw. Started Aug. 1967.  
**BORDEAUX (Bouliac)**—Ch. E-57. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1965.  
**BOULOGNE**—Ch. E-34. Transmitter 2 kw, ERP 100 kw. Started Sept. 1966.  
**BOURGES (Neuvy)**—Ch. E-26. Transmitter 50 kw, ERP 1000 kw. Started June 1967.  
**BREST (Roc Tredudon)**—Ch. E-21. Transmitter 50 kw. Started at 1/4 power Feb. 1966.  
**CAEN (Mont-Pincon)**—Ch. E-25. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1964.

(Continued on next page)

# International TV Directory

## FRANCE—(Continued)

- CARCASSONNE** (Pic de Nore)—Ch. E-58. Transmitter 50 kw. Started Nov. 1966.
- CHAMBERY** (Mt. du Chat)—Ch. E-26. Transmitter 10 kw. Started Dec. 1966.
- CHERBOURG** (Digosville)—Ch. E-59. Transmitter 2 kw, ERP 100 kw. Started March 1967.
- CLERMONT FERRAND** (Puy de Dome)—Ch. E-28. Transmitter 20 kw, ERP 1000 kw. Started Dec. 1964.
- DIJON** (Nuits St. Georges)—Ch. E-62. Transmitter 20 kw, ERP 500 kw. Started Dec. 1966.
- EPINAL** (Bois de la Vierge)—Ch. E-60. Transmitter 2 kw, ERP 40 kw. Started Dec. 1966.
- GEX** (Mt. Rond)—Ch. E-21. Transmitter 20 kw, ERP 1000 kw. Started Oct. 1966.
- GRENOBLE** (Chamrousse)—Ch. E-50. Transmitter 2 kw, ERP 50 kw. Started Oct. 1965.
- HYERES** (Cap Benat)—Ch. E-59. Transmitter 2 kw, ERP 35 kw. Started May 1965.
- LE HAVRE** (Harfleur)—Ch. E-43. Transmitter 10 kw, ERP 100 kw. Started Sept. 1965.
- LE MANS** (Mayet)—Ch. E-27. Transmitter 50 kw, ERP 1000 kw. Started July 1967.
- LILLE** (Bouvigny)—Ch. E-27. Transmitter 50 kw, ERP 1,000 kw. Started May 1964.
- LIMOGES** (Les Cars)—Ch. E-50. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.
- LONGWY** (Bois du Chat)—Ch. E-44. Transmitter 2 kw. Started Nov. 1966.
- LYON** (Fourviere)—Ch. E-58. Transmitter 2 kw, ERP 10 kw. Started April 1964.
- LYON** (Mont Pilat)—Ch. E-40. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1964.
- MARSEILLE** (Grand Etoile)—Ch. E-23. Transmitter 50 kw, ERP 1000 kw. Started June 1964.
- METZ** (Luttange)—Ch. E-34. Transmitter 50 kw, ERP 1000 kw. Started May 1965.
- MEZIERES** (Sury)—Ch. E-23. Transmitter 20 kw, ERP 500 kw. Started March 1966.
- MULHOUSE** (Belvedere)—Ch. E-21. Transmitter 50 kw, ERP 1000 kw. Started Oct. 1965.
- NANCY** (Malzeville)—Ch. E-29. Transmitter 20 kw, ERP 500 kw. Started Jan. 1966.
- NANTES** (Haute Goulaine)—Ch. E-29. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1965.
- NICE** (Mont Alban)—Ch. E-58. Transmitter 450 watts, ERP 10 kw. Started April 1965.
- NIORT** (Maisonaise)—Ch. E-22. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1966.
- PARIS** (Eiffel Tower)—Ch. E-22. Transmitter 20 kw, ERP 100 kw. Started experimental service Sept. 1963, full service April 1964.
- PERPIGNAN** (Neoulous)—Ch. E-25. Transmitter 450 watts, ERP 10 kw. Started Aug. 1965.
- REIMS** (Haut Villers)—Ch. E-46. Transmitter 50 kw, ERP 1000 kw. Started Jan. 1966.
- RENNES** (St. Pern)—Ch. E-45. Transmitter 50 kw, ERP 1000 kw. Started June 1966.
- ROUEN** (Les Essarts)—Ch. E-33. Transmitter 20 kw, ERP 500 kw. Started March 1965. Increased power July 1967.
- SAINT-ETIENNE**—Ch. E-30. Transmitter 450 watts, ERP 10 kw. Started Dec. 1964.
- SAINT RAPHAEL** (Pic de l'Ours)—Ch. E-28. Transmitter 20 kw, ERP 500 kw. Started Jan. 1965.
- SENS** (Grisy les Nobles)—Ch. E-63. Transmitter 4 kw, ERP 80 kw. Started Aug. 1967.
- STRASBOURG** (Nordheim)—Ch. E-56. Transmitter 50 kw, ERP 1000 kw. Started June 1965.
- TOULON** (Cap Sicie)—Ch. E-48. Transmitter 2 kw, ERP 40 kw. Started Feb. 1965.
- TOULOUSE** (Pechbonnieu)—Ch. E-39. Transmitter 450 watts, ERP 10 kw. Started July 1965.
- TOULOUSE** (Pic du Midi)—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started April 1965.
- TROYES** (Les Riceys)—Ch. E-24. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.
- VANNES**—Ch. E-56. Transmitter 20 kw, ERP 500 kw. Started May 1967.

Low-powered satellites: 23 in operation.

## French Guiana

(System K 625-line standards)

- CAYENNE**—Office de Radiodiffusion Television Francaise (ORTF), Box 336, Cayenne. Tel. 355. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional delegate of ORTF. Planned: Transmitter 50 watts.

## French Polynesia

(System K 625-line standards)

Sets in use: 1,500

- PAPEETE**—Office de Radiodiffusion Television Francaise (ORTF), 410 rue Dumont d'Urville, Box 125, Papeete, Tahiti. Tel. 243. (Govt., non-commercial). Michel Espinasse, chief of service. 3 channels, (V-207.25, A-213.75); (V-191.25, A-197.75); (V-175.25, A-181.75); transmitters 50 watts. Started Oct. 1965. Planned: 2 low-powered repeaters.

## French Somaliland

(System K 625-line standards)

- DJIBOUTI**—Office de Radiodiffusion Television Francaise (ORTF), Box 97, Djibouti. Tel. 177. Ch. 5, Transmitter 50 watts. Started April 1967. Jean Franco, chief of service.

## Gabon

(System K 625-line standards)

Sets in use: 1000

- Radio Television Gabonaise (Govt., educational); R.T.G., BP 150, Libreville. Tel. 33-25; 33-68.  
Personnel: Paul Okumba d'Okwatsegue, director general; Jacques Adiahenot, departmental manager; Michelle Kingbell, program manager; Joseph Loembe, editor; Robert Belgrand, chief engineer.
- LIBREVILLE**—Ch. E-3. Transmitter 50 watts. Started May 1963. TV tape recorder facilities. Hours of operation: Daily, Wed.-Sun., 7:45-10:30 p.m.
- PORT-GENTIL**—Ch. E-10. Transmitter 50 watts. Started Nov. 1965. TV tape recorder facilities. Repeats Ch. E-3, Libreville.

## German Democratic Republic

[East Germany]

(CCIR 625-line standards)

Sets in use: 3,600,000

- Deutscher Fernsehfunk (Govt., non-commercial). Berlin-Adlershof, Rudower Chaussee 3. Tel. 642021. Personnel: H. Adameck, director general; D. Schmotz, program director; R. Kramer, technical director; Dr. Ottersberg, director of international relations.
- BERLIN** (Koepenick)—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Dec. 1952.
- BERLIN**—Ch. E-27. ERP 100 kw.
- BROCKEN** (Harz Mt.)—Ch. E-6. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.
- KARL-MARX-STADT** (formerly Chemnitz)—Ch. E-8. ERP 100 kw.
- COTTBUS**—Ch. E-4. ERP 6 kw. Started Dec. 1958.
- DEQUEDE**—Ch. E-31. ERP 500 kw.
- DRESDEN**—Ch. E-10. ERP 100 kw. Started June 1954.
- EISENHUHENSTADT**—Ch. E-12.
- FRANKFURT-ODER**—Ch. E-11. ERP 500 watts.
- GOERLITZ**—Ch. E-6. ERP 1 kw.
- HELPTERBERG**—Ch. E-3. ERP 6 kw. Started April 1957.
- INSELSBERG**—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.
- INSELSBERG**—Ch. E-31. ERP 100 kw. Started April 1964.
- LEIPZIG**—Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started in 1955.
- LOBENSTEIN**—Ch. E-7.
- MARLOW**—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started Sept. 1956.
- RHINOW**—Ch. E-9.
- SCHONECK**—Ch. E-6.
- SCHWERIN**—Ch. E-11. Transmitter 10 kw, ERP 100 kw. Started Aug. 1957.
- SONNEBERG**—Ch. E-12.
- SONNEBERG**—Ch. E-33. ERP 100 kw. Started June 1964.
- WITTENBERG**—Ch. E-11.
- Low-powered repeaters: 286 in operation.

## Federal Republic of Germany

[West Germany]

(CCIR 625-line standards)

Sets in use: 13,500,000

- "First Program" Deutsches Fernsehen is operated by 9 independent regional broadcasting systems (non-commercial), operating as so-called "institutions under public law." Deutsches Fernsehen broadcasts a common program throughout Germany, coordinated by the "Programmdirektion Deutsches Fernsehen" of the ARD (Arbeitsgemeinschaft der Oeffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland), Leopoldstrasse 10, 8 Munich 23. Tel. 38061.  
Personnel: Lothar Hartmann, programm direktor; R. E. Lembke, deputy director; D. Gutt, corrdinator, politics & information; Dr. R. Dill, international contacts; O. Meitzner, press relations.  
Hours of operation: Mon.-Fri., 16:40-23:00; Sat., 13:55-23:00; Sun., 11-23:00. Began telecasting in color Aug. 1967, PAL system.
- "Second Program" Zweites Deutsches Fernsehen is federally-owned (non-commercial) network (see last entry below).

(Continued on next page)

## BAYERISCHER RUNDFUNK

Bayerischer Rundfunk, Rundfunkplatz 1, 8 Munich 2. Tel. 59001. Telex: 05 23428. TV tape recorder facilities. Also operates "Third Program" (educational). Began color telecasting Aug. 1967.

Personnel: Christian Wallenreiter, Intendant; Dr. Clemens Muenster, dir. of TV I; Dr. Helmut Oeller, dir. of educational program; Hans Spies, dir. of administration; Dr. Ferdinand Daser, technical dir.; Walter v. Abe, program dir.

- BROTJACKLRIEGEL**—Ch. E-7. ERP 100 kw. Started Dec. 1960.  
**DILLBERG (Oberpfalz)**—Ch. E-6. ERP 100 kw. Started March 1956.  
**GRUNTEN (Allgau)**—Ch. E-2. ERP 100 kw. Started Nov. 1956.  
**HOHENPEISSENBERG (Oberbayern)**—Ch. E-25. ERP 70 kw. Started Aug. 1959.  
**HOHER BOGEN**—Ch. E-55. ERP 500 kw. Started Dec. 1961.  
**HUHNBERG (Harburg)**—Ch. E-60. ERP 400 kw. Started Dec. 1965.  
**KREUZBERG (Rhon)**—Ch. E-3. ERP 100 kw. Started Jan. 1956.  
**OCHSENKOPF (Fichtelgeb)**—Ch. E-4. ERP 100 kw. Started June 1956.  
**WENDELSTEIN (Oberbayern)**—Ch. E-10. ERP 100 kw. Started Nov. 1954.  
**WURZBURG (Frankenwarte)**—Ch. E-10. ERP 5 kw. Started Dec. 1955.

Satellite stations: 60 in operation, 10 planned.

## HESSISCHER RUNDFUNK

Hessischer Rundfunk, Bertramstrasse 8, 6 Frankfurt/Main 1. Postfach (P.O. Box) 3294. Tel. 59051. Telex 04 11127, 04 11583. TV tape recording facilities. Also operates "Third Program" (educational). Hours of operation: Mon.-Fri., 16:30-22:30; Sat., 14:30-22:30; Sun., 11:00-22:30. Began color telecasting Aug. 1967.

Rates (Jan. 1968, peak): 60 sec., 4750; 15 sec., 1662.50 (Deutsche Marks).

Personnel: Werner Hess, director general; Hans Weber, gen. mgr.; Hans Otto Gruenefeldt, program director; Dr. Franz Misere, technical director.

- BIEDENKOPF**—Ch. E-2. Transmitter 2 kw, ERP 30 kw. Started Nov. 1957.  
**FELDBERG (Taunus)**—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started May 1953.  
**FULDA**—Ch. E-47. Transmitter 1 kw, ERP 10 kw. Started April 1967.  
**HARDBERG**—Ch. E-5. Transmitter 600 watts, ERP 5 kw. Started March 1956.  
**HOHER MEISSNER**—Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started July 1955.  
**RIMBERG**—Ch. E-57. Transmitter 20 kw, ERP 400 kw. Started March 1964.

Satellite stations: 57 in operation; 4 under construction; 15 planned.

## NORDDEUTSCHER RUNDFUNK

Norddeutscher Rundfunk, Rothenbaumchaussee 132, Hamburg 13. Tel. 441931. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Gerhard Schroder, director general; Ludwig Frhr. v. Hammerstein, deputy director general; Dietrich Schwarzkopf, program mgr., television; Franz Reinholz, program mgr., radio; Dr. Hans Rindfleisch, tech. dir.; Heinz-Gunter Sass, production mgr.; Hans Brecht, film buyer; Dr. Eckart Haas, sales.

- AURICH**—Ch. E-53. ERP 230 kw. Started May 1961.  
**BREMEN-OLDENBURG**—Ch. E-2. ERP 100 kw. Started Aug. 1956.  
**BREMEN-OLDENBURG**—Ch. E-55. ERP 400 kw. Started June 1962.  
**BUNGSBERG**—Ch. E-50. ERP 260 kw. Started Dec. 1960.  
**DANNENBERG**—Ch. E-43. ERP 250 kw. Started May 1961.  
**FLENSBURG**—Ch. E-4. ERP 50 kw. Started Dec. 1957.  
**HAMBURG**—Ch. E-9. ERP 100 kw. Started Dec. 1952.  
**HANNOVER**—Ch. E-8. ERP 5 kw. Started Dec. 1952.  
**HARZ-WEST**—Ch. E-10. ERP 100 kw. Started Sept. 1954.  
**HEIDE**—Ch. E-10. ERP 25 kw. Started Dec. 1959.  
**KIEL**—Ch. E-5. ERP 12 kw. Started Aug. 1957.  
**LINGEN**—Ch. E-41. ERP 400 kw. Started Jan. 1959.  
**OSNABRUCK**—Ch. E-50. ERP 250 kw. Started Dec. 1962.  
**STADTHAGEN-BUCKEBURG**—Ch. E-47. ERP 1.6 kw. Started Nov. 1964.

Satellite stations: 54 in operation.

## RADIO BREMEN

Radio Bremen, Heinrich-Hertz-Strasse 13, 28 Bremen 17. Tel. 45881. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Heinz Kerneck, director general; Helmut Oliver, sales mgr.; Hans Abich, program mgr.; Hans-Heinrich Isenbart, film buyer; Wilhelm G. Busch, production mgr.; Heinz F. G. Heyer, technical dir.

Hours of operation: Daily, 10:00-24:00.

Rates: Advertising sold by Norddeutscher Rundfunk.

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**BREMEN**—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started April 1959.

**BREMERHAVEN**—Ch. E-5 (satellite). Transmitter 1 kw, ERP 16 kw. Started April 1959.

## SAARLAENDISCHER RUNDFUNK

Saarlaendischer Rundfunk, Schloss Halberg, 66 Saarbruecken. Postfach 1050. Tel. 6021 TV tape recording facilities.

Personnel: Dr. Franz Mai, director general; Wilhelm Diederich, deputy director general & dir. of radio; Dr. Wilhelm Zilius, dir. of radio programs; Karl Heinz Reintgen, dir. of television; Karl Schnelting, acting dir. of television programs; Erich Bohnke, technical dir.; Hermann Funfgeld, administrative dir.; Dietrich von Boecklin, legal advisor.

Hours of operation: Daily, 12:30-13:30, 16:30-23:30. Began color telecasting Aug. 1967.

Rates: 60 Sec., 2,500; 15 Sec., 875 (Deutsche Marks).

**GOETTELBORNER HOEHE**—Ch. E-2. ERP 100 kw. Started Oct. 1959.

Satellite stations: 16 in operation.

## SENDER FREIES BERLIN

Sender Freies Berlin, Masurenallee 8/14, 1000 Berlin 19. Tel. 30331. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Walter Steigner, director general; Eberhard Schutz, program director; Udo Blaesser, technical director.

Hours of operation: Daily, 10:00-13:30; 16:40-23:00.

Rates (Jan. 1968): 60 sec., 4,000; 15 sec., 1,300 (Deutsche Marks).

**BERLIN**—Ch. E-7. Transmitter 20 kw, ERP 200 kw. Started Nov. 1951; increased power & antenna height July 1963.

**BERLIN**—Ch. E-39.

Planned: 1 low power repeater.

## SUEDDEUTSCHER RUNDFUNK

Sueddeutscher Rundfunk, Neckarstrasse 145, 7 Stuttgart, Postfach 837. Tel. 299701. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Dr. Hans Bausch, director general; H. Jaedicke, director of TV; Dr. H. Rupp, technical director.

Rates (Jan. 1967, Peak): 60 Sec., 8,200 10 Sec., 3,000 (Deutsche Marks).

**AALLEN**—Ch. E-8. ERP 50 kw. Started April 1958.

**HEIDELBERG-KOENIGSTUHL II**—Ch. E-50. ERP 500 kw. Started April 1962.

**HEIDELBERG-KOENIGSTUHL I**—Ch. E-7. ERP 100 kw. Started Aug. 1960.

**PFORZHEIM-LANGENBRAND**—Ch. E-21. ERP 100 kw. Started July 1966.

**STUTTGART (Hoher Bopser)**—Ch. E-11. ERP 100 kw. Started Nov. 1954.

**WALDENBURG**—Ch. E-9. ERP 100 kw. Started July 1959.

Satellite stations: 37 in operation, 6 under construction, 20 planned.

## SUEDWESTFUNK

Suedwestfunk, Hans-Bredow-Strasse, Baden-Baden. Tel. 761. TV tape recording facilities.

Personnel: Helmut Hammerschmidt, director general; Guenter Gaus, program director; Dr. Walter Knopfel, technical director; Albert Manke, director of administration.

Rates (Jan. 1967, Peak): 60 Sec., 8200; 15 Sec., 3000 (Deutsche Marks).

**DONNERSBERG**—Ch. E-10. ERP 100 kw. Started April 1962.

**EIFEL**—Ch. E-23. ERP 20 kw. Started June 1959.

**FELDBERG-SCHWARZWALD**—Ch. E-8. ERP 100 kw. Started Dec. 1955.

**GRUENTEN**—Ch. E-43. ERP 500 kw. Started Dec. 1964.

**HAARDTKOPF**—Ch. E-25. ERP 200 kw. Started Oct. 1958.

**HORNISGRINDE**—Ch. E-9. ERP 100 kw. Started Oct. 1954.

**KOBLENZ**—Ch. E-6. ERP 50 kw. Started Dec. 1954.

**MARIENBERG (Westerwald)**—Ch. E-47. ERP 50 kw. Started Dec. 1962.

**RAICHBERG**—Ch. E-4. ERP 40 kw. Started Dec. 1954.

**SAARBURG**—Ch. E-31. ERP 20 kw. Started Dec. 1961.

**WEINBIET**—Ch. E-6. ERP 30 kw. Started June 1953.

Satellite stations: 172 in operation.

## WESTDEUTSCHER RUNDFUNK

Westdeutscher Rundfunk, Wallrafplatz 5, Cologne 1. Postfach 1850. Tel. 20701. TV tape recording facilities. Personnel: Klaus von Bismarck, general manager; Dr. Hans-Joachim Lange, TV director First Program; Werner Hofer, TV director Third Program (educational); Walter Werner, technical director; Horst A. C. Krieger, chief TV engineer; Dr. Hans Brack, sales manager. Began color telecasting Aug. 1967.

(Continued on next page)

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## FEDERAL REPUBLIC OF GERMANY—(Continued)

Rates (Jan. 1968): 60 Sec., 24,200; 15 Sec., 8,500 (Deutsche Marks).  
Hours of operation (First Program): 16:40-23:30, Mon.-Fri.; 13:55-23:50, Sat.; 11:00-24:00, Sun. Third Program: 29 hrs., evenings, Mon.-Fri.; 6 hrs. each, Sat.-Sun.

### First Program

AACHEN-STOLBERG—Ch. E-24. ERP 200 kw. Started Oct. 1961.  
KLEVE—Ch. E-46. ERP 100 kw. Started March 1962 on Ch. E-58, changed channel Oct. 1964.  
KOLN—Ch. E-11. ERP 10 kw. Started Dec. 1952.  
LANGENBERG—Ch. E-9. ERP 100 kw. Started June 1954.  
MUNSTER-BAUMBERGE—Ch. E-32. ERP 500 kw. Started Nov. 1959.  
NORDHELLE—Ch. E-30. ERP 240 kw. Started Dec. 1964.  
TEUTOBURGER WALD—Ch. E-11. ERP 100 kw. Started April 1955.  
Satellite stations: 173 in operation.

### Third Program

AACHEN—Ch. E-58. ERP 450 kw.  
BIELEFELD—Ch. E-46. ERP 450 kw.  
BONN—Ch. E-49. ERP 85 kw.  
DORTMUND—Ch. E-53. ERP 470 kw.  
DUSSELDORF—Ch. E-55. ERP 450 kw.  
MONSCHAU—Ch. E-50. ERP 280 kw.  
MUNSTER—Ch. E-45. ERP 250 kw.  
WUPPERTAL—Ch. E-42. ERP 85 kw.

### ZWEITES DEUTSCHES FERNSEHEN

Zweites Deutsches Fernsehen, Grosse Bleiche/Ecke Flachsmarktstrasse, Postfach 343, 65 Mainz. Tel. 2051. Telex: 04 187661. TV tape recorder facilities.  
Hours of operation: Weekdays, 17:45-23:00; Sat. 14:30-1:00; Sun., 11:30-23:00.

Personnel: Prof. Dr. Karl Holzamer, director general; Joseph Viehoveer, program director; Wolf Dietrich, information director; Rudolf Kaiser, technical director; Dr. Franz Huch, director of administration; Ernst Paul Braun, director of foreign relations; Klaus Brune & Hans Blank, film buyers. U.S. Representative: Hans Herbert Westermann, 2914 M St. N.W., Washington, D. C. 20007. Tel. 333-3909.

AACHEN—Ch. E-37. ERP 500 kw. Started June 1962.  
AHRWEILER—Ch. E-33. ERP 250 kw. Started April 1965.  
AMBERG—Ch. E-37. ERP 500 kw. Started May 1965.  
AUGSBURG—Ch. E-23. ERP 500 kw. Started Jan. 1963.  
BADEN-BADEN—Ch. E-31. ERP 300 kw. Started Jan. 1963.  
BAMBERG—Ch. E-24. ERP 100 kw. Started July 1963.  
BAYREUTH—Ch. E-30. ERP 100 kw. Started Oct. 1963.  
BERLIN-WEST—Ch. E-33. ERP 500 kw. Started Jan. 1963.  
BIELEFELD—Ch. E-33. ERP 500 kw. Started Jan. 1962.  
BONN—Ch. E-26. ERP 100 kw. Started Jan. 1963.  
BOPPART—Ch. E-28. ERP 250 kw. Started May 1965.  
BRANDENKOPF—Ch. E-28. ERP 100 kw. Started June 1965.  
BREMEN—Ch. E-32. ERP 500 kw. Started Jan. 1963.  
COBURG—Ch. E-22. ERP 250 kw. Started Aug. 1963.  
CUXHAVEN—Ch. E-24. ERP 330 kw. Started Jan. 1963.  
DEGGENDORF—Ch. E-33. ERP 500 kw. Started Dec. 1963.  
DONAUESCHINGEN—Ch. E-22. ERP 100 kw. Started Oct. 1963.  
DONNERSBERG—Ch. E-37. ERP 330 kw. Started March 1963.  
DORTMUND—Ch. E-25. ERP 500 kw. Started Jan. 1963.  
DUESSELDORF—Ch. E-29. ERP 500 kw. Started Jan. 1963.  
EIDERSTEDT—Ch. E-31. ERP 500 kw. Started Sept. 1963.  
EUTIN—Ch. E-21. ERP 500 kw. Started Jan. 1963.  
FLENSBURG—Ch. E-39. ERP 500 kw. Started Jan. 1963.  
FREIBURG (Breisgau)—Ch. E-33. ERP 500 kw. Started Dec. 1962.  
GOETTINGEN—Ch. E-21. ERP 250 kw. Started Feb. 1964.  
GR. FELDBERG—Ch. E-34. ERP 500 kw. Started Jan. 1963.  
GRUENTEN—Ch. E-28. ERP 500 kw. Started Dec. 1964.  
HAARDTKOPF—Ch. E-35. ERP 400 kw. Started Jan. 1963.  
HAMBURG—Ch. E-30. ERP 500 kw. Started Jan. 1963.  
HANNOVER—Ch. E-24. ERP 500 kw. Started Jan. 1963.  
HEIDELBERG—Ch. E-27. ERP 500 kw. Started Jan. 1963.  
HESELBERG—Ch. E-32. ERP 100 kw. Started Dec. 1964.  
HEUBACH—Ch. E-29. ERP 250 kw. Started May 1966.

HOCHRHEIN—Ch. E-39. ERP 300 kw. Started. Sept. 1966.  
HOEHBECK—Ch. E-21. ERP 500 kw. Started Dec. 1964.  
HOF—Ch. E-23. ERP 500 kw. Started Jan. 1963.  
HOHENPEISSENBERG—Ch. E-22. ERP 500 kw. Started June 1967.  
HOHER-BOGEN—Ch. E-28. ERP 500 kw. Started Nov. 1965.  
HOHER MEISSNER—Ch. E-32. ERP 500 kw. Started March 1967.  
HOHES-LOHR—Ch. E-22. ERP 100 kw. Started March 1966.  
KAISERSLAUTERN—Ch. E-22. ERP 25 kw. Started Jan. 1963.  
KASSEL—Ch. E-35. ERP 100 kw. Started July 1964.  
KIEL—Ch. E-35. ERP 250 kw. Started Jan. 1963.  
KOBLENZ—Ch. E-31. ERP 100 kw. Started Jan. 1963.  
LANDSHUT—Ch. E-39. ERP 200 kw. Started Aug. 1963.  
LANGENBURG—Ch. E-28. ERP 250 kw. Started Dec. 1966.  
LINGEN—Ch. E-24. ERP 500 kw. Started Jan. 1963.  
LUBECK—Ch. E-23. ERP 250 kw. Started Dec. 1966.  
LUDENSCHIED—Ch. E-37. ERP 250 kw. Started Dec. 1966.  
MARIENBERG—Ch. E-21. ERP 500 kw. Started Nov. 1965.  
MINDEN/WEST—Ch. E-26. ERP 330 kw. Started Jan. 1963.  
MONSCHAU—Ch. E-21. ERP 330 kw. Started Feb. 1963.  
MUNICH—Ch. E-35. ERP 250 kw. Started Jan. 1963.  
MUENSTER—Ch. E-21. ERP 50 kw. Started Jan. 1963.  
NIEBUELL—Ch. E-34. ERP 200 kw. Started Jan. 1963.  
NUERNBERG—Ch. E-34. ERP 460 kw. Started Jan. 1963. Increased power Feb. 1967.  
OSTFRIESLAND—Ch. E-33. ERP 250 kw. Started Jan. 1963.  
PASSAU—Ch. E-30. ERP 50 kw. Started Aug. 1963.  
PFAFFENHOFEN—Ch. E-31. ERP 500 kw. Started Feb. 1967.  
PFORZHEIM—Ch. E-34. ERP 250 kw. Started Dec. 1964.  
RAVENSBURG—Ch. E-37. ERP 500 kw. Started Jan. 1963.  
REGENSBURG—Ch. E-21. ERP 500 kw. Started Jan. 1963.  
RHOEN—Ch. E-29. ERP 500 kw. Started Oct. 1965.  
RIMBERG—Ch. E-25. ERP 500 kw. Started Aug. 1966.  
ROTTWEIL—Ch. E-35. ERP 330 kw. Started Jan. 1963.  
SAARBRUECKEN—Ch. E-32. ERP 330 kw. Started Jan. 1963.  
SCHLESWIG—Ch. E-26. ERP 100 kw. Started Jan. 1963.  
SCHNAITSEE—Ch. E-26. ERP 250 kw. Started May 1963.  
SPESSART—Ch. E-35. ERP 250 kw. Started Oct. 1963.  
STUTTGART—Ch. E-26. ERP 300 kw. Started Jan. 1963.  
TORFHAUS—Ch. E-23. ERP 500 kw. Started Jan. 1963.  
TRIER—Ch. E-37. ERP 50 kw. Started Jan. 1963.  
UELZEN—Ch. E-27. ERP 500 kw. Started Jan. 1963.  
ULM—Ch. E-33. ERP 250 kw. Started Dec. 1964.  
WUPPERTAL—Ch. E-22. ERP 100 kw. Started Jan. 1963.  
WUERZBURG—Ch. E-25. ERP 500 kw. Started Jan. 1963.  
Satellite stations: 185 in operation, approximately 1000 planned or under construction.

## Ghana

(CCIR 625-line standards)  
Sets in use: 5,000

Ghana Television, P.O. Box 1633, Accra, Ghana (Govt., non-commercial). Commercial operations planned to start in 1967. Television tape recording facilities at studios in Accra. Hours of operation: 6 p.m.-10:15 p.m., Mon.-Sat.; 4 p.m.-10:15 p.m., Sun. Also 10-11 a.m., (educational) during school year.

Personnel: William F. Coleman, director general of broadcasting; Eric G. K. Adjorlolo, deputy director general of broadcasting; Alex T. Quarmyne, acting dir. of television; N. A. Opong, acting chief engineer; Enoch Vanderpuye, acting head of programs; Kwatei Shang-Simpson, head of news; F. D. Adansi, acting head of design; Wilcox A. Amartey, acting head of film.

ADJANKOTE—Ch. E-4. ERP 15 kw. Started July 31, 1965.  
JAMASI—Ch. E-3. ERP 15 kw. Started July 31, 1965.  
KISSI—Ch. E-2. ERP 15 kw. Started July 31, 1965.  
TAMALE—Ch. E-8. ERP 5 kw. Started Aug. 11, 1965.

## Gibraltar

(CCIR 625-line standards)  
Sets in use: 5,700

GIBRALTAR—G.B.C. TV, Gibraltar Broadcasting Ltd. (Commercial). Television House, Wellington Front, Gibraltar. Tel. 4671-2. Ch. E-6. Transmitter 50 watts, ERP 200 watts. Hours of operation: 7:30-midnight. One low-power repeater. Started Oct. 1962.

Personnel: H. J. Ramagge, general manager; L. F. Bruzon, sales manager; T. G. Black, chief engineer; M. J. Mascarenhas, head of production.

Rates (Oct. 1964): Spot 60 sec., 8; 7 sec., 2; program 1 hr., 85; 5 min., 15 (Pounds).



## Greece

(CCIR 625-line standards)

Sets in use: 7,000

Hellenic National Broadcasting Institute (Govt., non-commercial), 16 Mourousi St., P.O. Box 360, Athens. Tel. 711-372.

Personnel: John Anastassopoulos, director general; P. Parthenis, general manager; M. Jannakakos, program & production manager, film buyer; B. Aslanides, chief engineer; A. Margaritis, foreign & public relations.

**ATHENS**—Parnis Stations. Experimental. Ch. E-5. Transmitter 200 watts, ERP 800 watts. Started Sept. 1965. TV tape recording facilities.

Hours of operation: 19:00-21:30, daily.

### Planned:

**SALONIKA**—Agios Athanassios Station. Ch. E-5. ERP 30 kw.

**PATRAS**—Kefallinia Station. Ch. E-8. ERP 30 kw.

## Guadeloupe

(System K 625-line standards)

Sets in use: 2,500

**POINTE-A-PITRE**—Office de Radiodiffusion Television Francaise (ORTF), Box 402, Point a Pitre. Tel. 13-20. (Govt., non-commercial).

Personnel: Fernand Jacquemart, regional dir. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Dec. 1964. One low-powered repeater, Ch. 5, serving Basse-Terre. Started Feb. 1966. Hours of operation: Weekly, 21.

## Guatemala

(525-line standards)

sets in use: 60,000

**GUATEMALA CITY**—TG-VTV, Radio-TV Guatemala, S.A., (Commercial), Apartado 1367. Tel. 42492. Ch. 3. Transmitter 12.5 kw, ERP 100 kw. TV tape recorder facilities. Started May 1956. Hours of operation: Daily, noon-midnight.

Personnel: Lic. Emilio Barrios P., president; William G. Campbell, general manager & film buyer; Lionel Forno, sales manager; Luis Rivera, program & production manager; Ing. Federico Licht, chief engineer.

Represented in U.S. by ABC International Television Inc.

Rates (Aug. 1967): 60 sec., 22.00; 10 sec., 10 sec., 7.00; 52 min., 325.00; 26 min., 175.00 (Guatemalan Quetzal).

**GUATEMALA CITY**—TG-AB-TV, Televiscentro Canal 7 (Commercial), 3a. Calle 6-24, Zona 9, Apartado Postal No. 1242. Tel. 62-2-16. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw, ERP 108 kw. Started Dec. 1964. Hours of operation: 17:00-23:00 daily.

Personnel: Francisco G. Chavez G., director general; Edgar Vidaurre Ch., sales manager; Mario Ferretti, production manager; Mario Batres S., technical director.

## Haiti

(525-line standards)

Sets in use: 10,000

**PORT-AU-PRINCE**—4VMR-TV, Telehaiti S.A. (Commercial), P.O. Box 1126, Port-au-Prince, Haiti. Tel. 2278. Ch. 5 (V-77.25, A-81.75). Transmitter 600 watts, ERP 2 kw. Started Dec. 1959.

Personnel: Andre E. Apaid, gen. mgr. & film buyer; Oswald Douyon, sales, program & production manager; Edouard C. Gentil, chief engineer.

Hours of operation: 6-10 p.m., daily.

U.S. Office: Bartell Broadcasting Corp., 444 Madison Ave., New York, N.Y. Tel. Murray Hill 8-1280.

Rates: 60 sec., 12.00; 10 sec., 4.00; 1 hr., 60.00; 5 min., 15.00 (U.S. dollars)

## Honduras

(525-line standards)

Sets in use: 10,500

**TEGUCIGALPA**—HRTG-TV, Cia. Televisora Hondurena, S.A., Apartado Postal 734 (commercial). Tel. 2-5514. Ch. 5 (V-77.25, A-81.75). Transmitter 2 kw, ERP 4 kw. Started Sept. 1959.

Personnel: Jose Rafael Ferrari, general manager; Hiram Claros Alvarez, asst. mgr.; Alex Mayr, sales mgr.; Miriam Ramirez, program mgr.; Jose Jorge Villeda, production mgr.; Santos Flores, chief engineer.

**TEGUCIGALPA**—HRN-TV, Compania Telesistema Hondureno S.A., Apartado Postal No. 734. Tel. 2-5515. Ch. 3.

Personnel: Manuel Villeda Toledo, general manager; Raul Rivera Lara, assistant manager.

**SIGUATEPEQUE (El Socorro)**—HRSU-TV, Ch. 9 (V-187.25, A-191.25). ERP 20 kw. Repeats Ch. 5, Tegucigalpa. Started July 1962.

**SAN PEDRO SULA (La Cumbre)**—HRYA-TV, Ch. 13 (V-211.21, A-217.75). ERP 7 kw. Repeats Ch. 5, Tegucigalpa. Started Sept. 1963.

**SAN PEDRO SULA**—HRN-TV, Compania Telesistema Hondureno S.A., Apartado Postal No. 208. Tel. 16-38. Ch. 7. Transmitter, 250 watts, ERP 500 watts. Started May 1967.

Personnel: Manuel Villeda Toledo, general manager; Mario Belot, assistant manager; Leslie Cormack, assistant; Margarita de Fietcher, sales manager; Tony Low, production manager; Alma Iris Aracil, program manager; Santos Flores, chief engineer.

## Hong Kong

(Closed-circuit system; British 405-line standards)

(CCIR 625-line standards)

Sets in use: 85,000

**HONG KONG**—Closed-circuit, 2-channel system operated commercially by Redifusion (Hong Kong) Ltd., P.O. Box 121. Tel. 722211. Subsidiary of Redifusion Ltd., London. One channel operates in Chinese, the other in English. Started May 1957.

Personnel: G. H. Oldridge, managing director; R. J. Warren, gen. mgr.; J. Sloan, commercial mgr.; Robert Chung Chi-wen, dir. of Chinese programs; W. P. Sanderson, controller of English programs; A. T. B. Bardens, chief engineer.

**HONG KONG**—Television Broadcasting Ltd., Radio City, Kowloon. Ch. E-21 and Ch. E-25. Started Nov. 1967. Colin Bednall, gen. mgr.

## Hungary

(OIRT 625-line standards)

Sets in use: 1,200,000

Magyar Radio es Televizio (Govt., limited commercial), Szabadsag ter 17, Budapest V. Tel. 113-200. Istvan Tompe, president. All transmitters carry same program, originating in Budapest studios.

Hours of operation: Weekly average 42 hours.

**BUDAPEST**—"Magyar Televizio," Ch. R-1. Transmitter 25 kw, ERP 150 kw. Started Jan. 1954 on Ch. R-3.

**KABHEGY (Kab Mt.)**—"Magyar Televizio," Ch. R-12. Transmitter 20 kw, ERP 150 kw. Started Aug. 1962.

**KEKES**—"Magyar Televizio," Ch. R-8. Transmitter 5 kw, ERP 30 kw. Started Jan. 1961.

**MISKOLC**—"Magyar Televizio," Ch. R-9. ERP 100 watts. Started Nov. 1959.

**OZD**—"Magyar Televizio," Ch. R-6, ERP 100 watts.

**PECS**—"Magyar Televizio," Ch. R-2. ERP 20 kw. Started April 1963.

**SALGOTARJAN**—Ch. R-11. ERP 100 watts. Started Oct. 1964.

**SOPRON**—"Magyar Televizio," Ch. R-9 (V-199.25, A-205.75). ERP 100 watts. Started Dec. 1959.

**SZEKSZARD**—Ch. R-8. ERP 100 watts. Started Nov. 1963.

**SZENTES**—"Magyar Televizio," Ch. R-11. Transmitter 5 kw, ERP 200 kw. Started March 1960.

**TOKAJ**—"Magyar Televizio," Ch. R-4. Transmitter 0.25 kw, ERP 20 kw. Started Aug. 1960.

## Iceland

(CCIR 625-line standards)

Sets in use: 24,000

**REYKJAVIK**—Iceland State Broadcast Service—Ríkisutvarpid Sjonvarp (R.U.I.), Laugavegur 176, Reykjavik, Iceland. Tel. 3-88-00. Telex: 35. Cable: Isvision. (Govt., commercial). Ch. E-10. ERP 4 kw. Started Sept. 1966. TV tape recording facilities.

Personnel: Vilhjalmur Gislason, director general; Peter Gudfinnsson, director of television; Jon D. Thorsteinsson, chief engineer; Steindor Hjorleifsson, head of arts & entertainment; Emil Bjornsson, head of news & education.

Hours of operation: 18:00-22:00, Sun.; 20:00-23:00, Mon. & Fri.; 20:00-22:00, Tues.; 18:00-19:00 & 20:00-23:00 Wed.; 17:00-19:00 & 20:00-23:00, Sat.

Rates (March 1967): 60 sec., 9,000.00; 7 sec., 1,631.00 (Icelandic crowns).

Low-powered repeaters: 11 in operation, 10 planned.

## India

(CCIR 625-line standards)

Sets in use: 6,000

**NEW DELHI**—AIR-TV, All India Radio (Govt., non-commercial), Akashvani Bhavan, Parliament St., New Delhi 1. Tel. 30101. Cable: Durdarshan. Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 12.5 kw. TV tape recording facilities. Started Sept. 1959 as educational service; Aug. 1965 started daily evening cultural programming.

Hours of operation: Weekly, 8 hrs. 40 min., educational; daily, 18:30-20:00, news, entertainment, information & cultural programming; programs for farmers twice weekly.

Personnel: S. N. Murti, director; C. R. Krishnamurthy, engineer in charge.

## Indonesia

(CCIR 625-line standards)

Sets in use: 55,000

Jajasan Televisi Republik Indonesia (Govt., commercial), Senajan—Djakarta, Indonesia. Tel. 71160. TV tape recorder facilities. Hours of operation: 17:45-22:15, Sun.-Fri., 17:45-24:00, Sat.

Personnel: M. Arief, general director; Dr. Soemadi, gen. mgr.; Lie Gie San, sales mgr.; D. Sunarto, program mgr.; Victor Que, production mgr.; T. Sumartono, chief engineer.

Rates: 60 sec., 80 (Rupiahs).

(Continued on next page)

# International TV Directory

## INDONESIA—(Continued)

- BANDUNG**—TVRI, Ch. E-7 (V-189.25, A-194.75). Transmitter 1 kw, ERP 10 kw.
- DJAKARTA**—TVRI, Ch. E-9 (V-210.25, A-215.75). Transmitter 10 kw, ERP 65 kw. Started Aug. 1962.
- DJOKDJAKARTA**—TVRI, Ch. E-8 (V-203.25, A-208.75). Transmitter 5 kw, ERP 45 kw. Started Oct., 1965.
- SEMARANG**—TVRI, Ch. E-4 (V-175.25, A-180.75). Transmitter 1 kw, ERP 10 kw.
- Low-powered satellites: 1 in operation, more planned.

## Iran

(525-line standards and CCIR 625-line standards)  
Sets in use: 120,000

- ABADAN**—TVI-A, Television of Iran, Bovardeh, Abadar. (commercial). Ch. 3. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started Nov. 1959. Personnel: Framarz Shahbakhti, station manager and chief engineer; M. Emami, sales manager.
- AHWAZ**—Ch. 12, 500 watts, repeats Abadan. Started March 1964.
- TEHRAN**—NITV, National Iranian Television (Govt., commercial), P. O. Box 2559, Pahlavi Road, Jame Jam Ave., Tehran, Iran. Tel. 628141-5 and 629133-4. Cable: Telmel Tehran. TV tape recording facilities. Ch. E-7 (CCIR 625-line), Transmitter, 10 kw, ERP 80 kw. Ch. E-9 (CCIR 625-line). Transmitter, 10 kw, ERP 80 kw. Ch. 13 (525-line). Transmitter 10 kw, ERP 80 kw. Started Oct. 1966.  
Personnel: R. Ghotbi, general manager; Dr. K. Mahmoudi, chief, international relations; F. Mekanik, chief engineer.  
Hours of operation: 13:00-14:00 and 19:00-23:15, daily.
- TEHRAN**—TVI-T, Television of Iran, Avenue Pahlavi, Tehran (commercial). Tel. 621101. Ch. 3. Transmitter 2 kw, ERP 4 kw. TV tape recording facilities. Started Aug. 1958.  
Personnel: Habib Sabet, director general; Paul R. Wineman, station manager; Parviz Partovi, sales manager; H. Attai, production manager; Mrs. M. Ramzi, programming officer; David Linford, chief engineer.

Note: See also U.S. Armed Forces Stations.

## Iraq

(CCIR 625-line standards)  
Sets in use: 175,000

- BAGHDAD**—BTV (Govt., limited commercial), Baghdad Television, Broadcasting House, Salihia, Karkh, Baghdad, Iraq. Tel. 31151. Ch. E-8 (V-196.25, A-201.75). Transmitter 5 kw, ERP 38 kw. TV tape recorder facilities. Started May 1956 with 500 watts ERP, increased power Nov. 1959. Hours of operation: Daily 6 p.m.-12 midnight. Low-power repeater: Kirkuk.  
Personnel: Madhat Al-Jadir, director general of radio and television; Abdul Rahman Fawzi, director of broadcasting; Khalik A. H. Amin, director of technical affairs; Anwar Al-Sammari, director of television.  
Rates (Sept. 1965): Spot 60 sec., 30 (Iraqi Dinars).  
Planned: Stations at Basra, Kirkuk, Mosul.

## Ireland

(British 405-line and CCIR 625-line standards)  
Sets in use: 395,000

- All stations operated by Radio Telefis Eireann Authority, Donnybrook, Dublin 4 (Autonomous statutory corp., commercial). Tel. 693111. All transmitters carry same program originating in Donnybrook studios.  
Hours of operation: 17:30-23:30, average week days; Sun. (Winter) 13:00-23:30. TV tape recorder facilities.  
Personnel: K. C. McCourt, director general; J. A. Irvine, deputy director general; Michael Garvey, controller of programs; P. G. Parker, director of engineering; J. P. McGuinness, director of news; R. K. Gahan, advertisement sales controller.  
Rates (Jan. 1968): Spot 60 sec., 238; 15 sec., 88 (Pounds).
- CAHIRCIVEEN (Kilkeaveragh)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.
- CAPPOQUIN (Knockaunabouchalla)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1965. Satellite repeater.
- CARLOW (Mount Leinster)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 100 kw. Started Dec. 1962.
- CARRICK-ON-SUIR (Corbally Wood)**—Ch. "I" (V-215.25, A-221.25, 625-line). ERP 300 watts. Started Dec. 1965. Satellite repeater.
- CASTLETOWNBERE (Knockgour)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Oct. 1965. Satellite repeater.
- CORK (Mullaghanish Mt.)**—Ch. "D" (V-175.25, A-181.25, 625-line). ERP 100 kw. Started Dec. 1962.
- CORK (Spur Hill)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1963. Satellite repeater.
- CROSSHAVEN (Ballinlusk)**—Ch. "G" (V-199.25, A-205.25, 625-line). ERP 120 watts. Started Sept. 1964. Satellite repeater.
- DUBLIN (Kippure)**—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 100 kw. Started Dec. 1961.
- DUBLIN (Kippure)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 100 kw. Started Nov. 1962.
- DUBLIN (Donnybrook)**—Ch. B-3 (V-56.75, A-53.25, 405-line). ERP 100 kw. Started Jan. 1965. Satellite repeater.

- DUBLIN (Donnybrook)**—Ch. "C" (V-61.75, A-67.75, 625-line). ERP 250 watts. Started Jan. 1965. Satellite repeater.
- FANAD (Murren Hill)**—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 1 kw. Started Aug. 1965. Satellite repeater.
- GORT (Maghera)**—Ch. "B" (V-53.75, A-59.75, 625-line). ERP 80 kw. Started Feb. 1963.
- LETTERKENNY (Mongorry Hill)**—Ch. B-6 (V-179.75, A-176.25, 405-line). ERP 1 kw. Started June 1965. Satellite repeater.
- MONAGHAN (Lugad Hill)**—Ch. B-10 (V-199.75, A-196.25, 405-line). ERP 1.6 kw. Started June 1965. Satellite repeater.
- MOVILLE (Crockaulin)**—Ch. B-12 (V-209.75, A-206.25, 405-line). ERP 2 kw. Started Aug. 1965. Satellite repeater.
- MULRANY (Corraun Hill)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.
- SLIGO (Truskmore Mt.)**—Ch. B-11 (V-204.75, A-201.25, 405-line). ERP 100 kw. Started Dec. 1962.
- SLIGO (Truskmore Mt.)**—Ch. "I" (V-215.25, A-221.25, 625-line). ERP 100 kw. Started Sept. 1963.

## Israel

Sets in use: 30,000

Receives programs from neighboring countries.

- Israel Broadcasting Authority (Kol Yisrael), P.O. Box 1082, Jerusalem. Hanoah Givton, director general. Planned: Network of 5 stations—one 10 kw, three 2 kw, one 500 watt, on channels 8, 9, 10 & 11, to start 1968.
- Instructional Television Trust (Educational), Tel Aviv. Personnel: M. Rowe, chief executive; Dr. Rainsberry, dir., programming dept.; Dr. Peless, dir., engineering.
- EITANIM**—Ch. E-8. ERP 20 kw. Started school telecasts March 24, 1966.
- Planned: TV network to start in 1968.

## Italy

(CCIR 625-line standards)  
Sets in use: 7,605,000

- RAI-TV**, Radiotelevisione Italiana, (Govt., limited commercial) Viale Mazzini 14, Rome, is a franchised system which operates the National Network (vhf) and the Second Network (uhf).  
Personnel: Gianni Granzotto, delegate manager; Ettore Bernabei, director-general; Gian Franco Zaffrani, secretary-general, director of foreign relations; Luigi Beretta, director of TV programs; Annibale Manusardi, director of information; Gino Orsini, technical director for TV.  
U.S. Office: RAI Corp. Italian Radio TV System, 1350 Ave. of the Americas, New York, N.Y. (10019). Plaza 8-2350. Giorgio E. Padovano, exec. v.p.

## NATIONAL NETWORK

- GAMBARIE**—Ch. D. ERP 19 kw. 3 satellites.
- MARTINA FRANCA**—Ch. D. ERP 220 kw. 23 satellites.
- MILANO**—Ch. G. ERP 24 kw. 5 satellites.
- MONTE ARGENTARIO**—Ch. E. ERP 2.5 kw.
- MONTE CACCIA**—Ch. A. ERP 30 kw. 5 satellites.
- MONTE CAMMARATA**—Ch. A. ERP 30 kw. 14 satellites.
- MONTE CONERO**—Ch. E. ERP 24 kw. 23 satellites.
- MONTE FAITO**—Ch. B. ERP 53 kw. 45 satellites.
- MONTE FAVONE**—Ch. H. ERP 1 kw. 8 satellites.
- MONTE LAURO**—Ch. F. ERP 50 kw. 6 satellites.
- MONTE LIMBARA**—Ch. H. ERP 3 kw. 4 satellites.
- MONTE NERONE**—Ch. A. ERP 30 kw. 26 satellites.
- MONTE PEGLIA**—Ch. H. ERP 34 kw. 19 satellites.
- MONTE PELLEGRINO**—Ch. H. ERP 7 kw. 8 satellites.
- MONTE PENICE**—Ch. B. ERP 100 kw. 74 satellites.
- MONTE SAMBUCCO**—Ch. H. ERP 35 kw. 18 satellites.
- MONTE SCURO**—Ch. G. ERP 7 kw. 19 satellites.
- MONTE SERPEDDI**—Ch. G. ERP 2.12 kw. 9 satellites.
- MONTE SERRA**—Ch. D. ERP 270 kw. 49 satellites.
- MONTE SORO**—Ch. E. ERP 4 kw. 18 satellites.
- MONTE VENDA**—Ch. D. ERP 100 kw. 68 satellites.
- MONTE VERGINE**—Ch. D. ERP 1 kw. 12 satellites.
- PAGANELLA**—Ch. G. ERP 1.33 kw. 49 satellites.
- PANTELLERIA**—Ch. G. ERP 24 kw.
- PESCARA**—Ch. F. ERP 1 kw. 10 satellites.
- PORTOFINO**—Ch. H. ERP 127 kw. 37 satellites.
- PUNTA BADDE URBARA**—Ch. D. ERP 145 kw. 18 satellites.
- ROMA**—Ch. G. ERP 36 kw. 17 satellites.
- ROSETO CAPO SPULICO**—Ch. F. ERP 12 kw. 3 satellites.
- TRIESTE**—Ch. G. ERP 1.6 kw. 2 satellites.
- TORINO EREMO**—Ch. C. ERP 16 kw. 28 satellites.
- UDINE**—Ch. F. ERP 2 kw. 23 satellites.

## SECOND NETWORK

- GAMBARIE**—Ch. E-26. ERP 200 kw. 3 satellites.
- MARTINA FRANCA**—Ch. E-32. ERP 700 kw. 4 satellites.

MILANO—Ch. E-26. ERP 15 kw. 7 satellites.  
 MONTE ARGENTARIO—Ch. E-24. ERP 250 kw.  
 MONTE BEIGUA—Ch. E-32. ERP 60 kw. 8 satellites.  
 MONTE CACCIA—Ch. E-25. ERP 400 kw. 8 satellites.  
 MONTE CAMMARATA—Ch. E-34. ERP 200 kw. 6 satellites.  
 MONTE CONERO—Ch. E-26. ERP 200 kw. 5 satellites.  
 MONTE FAITO—Ch. E-23. ERP 1400 kw. 11 satellites.  
 MONTE FAVONE—Ch. E-29. ERP 20 kw. 2 satellites.  
 MONTE LAURO—Ch. E-24. ERP 200 kw. 5 satellites.  
 MONTE LIMBARA—Ch. E-32. ERP 20 kw. 1 satellite.  
 MONTE LUCO—Ch. E-23. ERP 20 kw. 2 satellites.  
 MONTE NERONE—Ch. E-33. ERP 200 kw. 6 satellites.  
 MONTE PEGLIA—Ch. E-31. ERP 200 kw. 8 satellites.  
 MONTE PELLEGRINO—Ch. E-27. ERP 40 kw. 2 satellites.  
 MONTE PENICE—Ch. E-23. ERP 1800 kw. 6 satellites.  
 MONTE SAMBUCCO—Ch. E-27. ERP 200 kw. 7 satellites.  
 MONTE SCURO—Ch. E-28. ERP 30 kw. 7 satellites.  
 MONTE SERPEDDI—Ch. E-30. ERP 25 kw. 6 satellites.  
 MONTE SERRA—Ch. E-27. ERP 200 kw. 13 satellites.  
 MONTE SORO—Ch. E-32. ERP 15 kw. 3 satellites.  
 MONTE VENDA—Ch. E-25. ERP 1000 kw. 13 satellites.  
 MONTE VERGINE—Ch. E-31. ERP 15 kw. 6 satellites.  
 PAGANELLA—Ch. E-21. ERP 10 kw. 9 satellites.  
 PESCARA—Ch. E-30. ERP 30 kw. 6 satellites.  
 PORTOFINO—Ch. E-29. ERP 1000 kw. 2 satellites.  
 PUNTA BADDE URBARA—Ch. E-27. ERP 200 kw. 3 satellites.  
 ROMA—Ch. E-28. ERP 150 kw. 3 satellites.  
 TRIESTE—Ch. E-31. ERP 25 kw. 2 satellites.  
 TORINO EREMO—Ch. E-30. ERP 200 kw. 18 satellites.  
 UDINE—Ch. E-22. ERP 150 kw. 5 satellites.

### Ivory Coast

(System K 625-line standards)

Sets in use: 2,000

ABIDJAN—La Television Ivoirienne (Govt., commercial), B.P. 2261, Abidjan. Tel. 235-11. Transmitter 10 kw. Started Aug. 1963. TV tape recording facilities.

Low-powered repeater stations: 3 in operation.

### Jamaica

(Modified 625-line standards, U.S. channeling)

Sets in use: 40,000

The Jamaica Broadcasting Corporation (Commercial), 5 South Odeon Ave., P.O. Box 100, Kingston 10, Jamaica, W.I. Tel. 65621. All stations carry same program, originating in Studio Centre, Kingston. TV tape recording facilities.

Hours of operation: 5:30-11 p.m. Mon.-Sat., 3-10 p.m. Sun.

Personnel: F. M. Needham, gen. mgr.; J. L. Hendricks, sales manager; M. Bukht, dir. of programs (radio & TV); N. Gayle, program mgr. & film buyer; L. H. Stewart, chief engineer.

Represented overseas by Television International Enterprises (Sales) Ltd., London & New York, and Stovin-Byles Ltd., Toronto.

Rates (Card No. 3): Spot 60 sec., 40; 30 sec., 25; 7 sec., 5 (Pounds).

COOPER'S HILL—JBC-TV. Ch. 7. Transmitter 2 kw, ERP 20.4 kw. Started Aug. 1963.

KINGSTON—JBC-TV. Ch. 11. Transmitter 150 watts, ERP 280 watts. Started Aug. 1963.

MONTEGO BAY—JBC-TV. Ch. 11. Transmitter 150 watts, ERP 860 watts. Started July 1964.

MONTEGO BAY—JBC-TV. Ch. 8. Transmitter 10 watts, ERP 100 watts. Started Dec. 1964.

MORANT POINT—JBC-TV. Ch. 13. Transmitter 1 watt, ERP 30 watts. Started Dec. 1966. Experimental solar powered repeater.

ORACABESSA—JBC-TV. Ch. 12. Transmitter 150 watts, ERP 860 watts. Started Dec. 1963.

PORT ANTONIO—JBC-TV. Ch. 8. Transmitter 10 watts, ERP 100 watts. Started Aug. 1964.

SPUR TREE—JBC-TV. Ch. 13. Transmitter 2 kw, ERP 22 kw. Started Aug. 1963.

YALLAHS—JBC-TV. Ch. 9. Transmitter 150 watts, ERP 860 watts. Started Oct. 1965.

### Japan

(525-line standards)

Sets in use: 20,000,000

Japan Broadcasting Corp. (NHK), Uchisaiwai-cho, Chiyoda-ku, Tokyo. Tel. 501-4111. Telex: TK 2377.4338, Cable: RADIONHK TOKYO. NHK's 1108 stations (including 1025 translators) are non-commercial, non-governmental, financed by subscription fees.

Board of Governors: Saichi Matsusaka, chairman; Fumeo Ike-matsu, Sakae Wagatsuma, Mitsuru Ota, Kimio Sakurauchi, Yoshiko Okada, Taizo Hiratsuka, Sajuro Ito, Harusada Sugino-mo, Tsutomu Utsubo, Shigenori Hamada, Shinroku Tanomogi.

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Personnel: Yoshinori Maeda, pres.; Kichiro Ono, v.p.; Fumio Mikuma, dir. general of engineering; Masatake Akagi, Tatsuji Nomura, general managing dirs.; Kozo Kawakami, Michio Nagahama, Masanobu Shiga, Taiji Nagasawa, Hirokichi Sano, Hirashi Sho, managing dirs.; Shigetake Monden, Ichiro Nakayama, Takeo Suzuki, auditors; Yoshihisa Nishikawa, chief representative, General Bureau for America.

Regional Key Stations: 6-4, Banba-cho, Higashi-ku, Osaka. Tel. 06-941-0431. 7-10, Hisaya-cho, Higashi-ku, Nagoya-shi. Tel. 052-95-3551. 12-11-10, Ote-machi, Hiroshima-shi. Tel. 0822-21-6161. 2-6, Chibajo-machi, Kumamoto-shi. Tel. 0963-32151. 32, Kitaichibancho, Sendai-shi. Tel. 0222-25-8811. 1-1, Oodori, Sapporo-shi. Tel. 0122-23-0111. 5, Horinouchi, Matsuyama-shi. Tel. 0899-2-4121.

National Association of Commercial Broadcasters in Japan (Nippon Minkan Hosho Remmei), Bungei Shunju Bldg., 3, Kioicho, Chiyoda-ku, Tokyo. Tel. Tokyo 265-7481. Tadashi Adachi, president; Saburo Sakai, executive director; Yukio Isomura, secretary general. Members' 46 companies with 481 (including 367 low-power repeaters) privately-owned stations are commercial.

Dagger (†) indicates station broadcasts color programs.

All NHK stations broadcast in color.

†ABASHIRI—JOQM-TV, Hokkaido Bcstg. Co., Ch. J-1. Transmitter 1 kw. Started Sept. 1965.

†ABASHIRI—JOVX-TV, Sapporo Television Bcstg. Co., Ch. J-5. Transmitter 1 kw. Started June 1964.

†AKITA—JOTR-TV, Akita Bcstg. Co., Ch. J-11. Transmitter 5 kw, ERP 82.5 kw. Started April 1960.

†AKITA—JOUR-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 39 kw. Educational. Started Oct. 1962.

†AKITA—JOUK-TV, NHK, Ch. J-9. Transmitter 5 kw, ERP 60 kw. Started Dec. 1959.

†AOMORI—JOTG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 41 kw. Started March 1959.

†AOMORI—JOGR-TV, Aomori Bcstg. Co., Ch. J-1. Transmitter 5 kw, ERP 43.5 kw. Started Oct. 1959.

†AOMORI—JOTC-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 52.4 kw. Educational. Started Oct. 1961.

†ASAHIKAWA—JOHE-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

†ASAHIKAWA—JOKY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.

†ASAHIKAWA—JOCC-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.6 kw. Educational. Started Oct. 1961.

†ASAHIKAWA—JOCG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.

†FUKUI—JOFC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 19 kw. Educational. Started Nov. 1962.

†FUKUI—JOFG-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started Aug. 1959.

†FUKUI—JOPR-TV, Fukui Bcstg. Co., Ch. J-11. Transmitter 3 kw, ERP 18 kw. Started June 1960.

†FUKUOKA—JOFR-TV, RKB Mainichi Bcstg. Co., Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1958.

†FUKUOKA—JOIF-TV, Kyushu Asahi Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 60 kw. Started March 1959.

†FUKUOKA—JOJY-TV, Televi Nishinohon Co., Ch. J-9. Transmitter 1 kw. Started Feb. 1962.

†FUKUOKA—JOLB-TV, NHK, Ch. J-6. Transmitter 10 kw, ERP 180 kw. Educational. Started Sept. 1962. TV tape recording facilities.

†FUKUOKA—JOLK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 81 kw. Started March 1956. TV tape recording facilities.

†FUKUSHIMA—JOFP-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started March 1959.

†FUKUSHIMA—JOFD-TV, NHK, Ch. J-2. Transmitter 3 kw, ERP 17 kw. Educational. Started Nov. 1960.

†FUKUSHIMA—JOPX-TV, Fukushima Television Co., Ch. J-11. Transmitter 3 kw, ERP 3 kw. Started April 1963.

†FUKUYAMA—JODP-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 13 kw. Educational. Started Dec. 1962.

†FUKUYAMA—JODD-TV, NHK, Ch. J-7. Transmitter 1 kw, ERP 13 kw. Started March 1960.

†HAKODATE—JOHO-TV, Hokkaido Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 6 kw. Started Dec. 1958.

†HAKODATE—JOVB-TV, NHK, Ch. J-10. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Aug. 1960.

†HAKODATE—JOVK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 6 kw. Started March 1957.

†HAKODATE—JOKZ-TV, Sapporo Television Bcstg. Co., Ch. J-12. Transmitter 1 kw, ERP 6 kw. Started Dec. 1961.

†HAMAMATSU—JODG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 9.3 kw. Started Nov. 1959.

†HAMAMATSU—JODC-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 9.4 kw. Educational. Started Sept. 1960.

†HAMAMATSU—JOVO-TV, Sizuoka Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 9.3 kw. Started Sept. 1960.

†HIROSHIMA—JOFB-TV, NHK, Ch. J-7. Transmitter 10 kw, ERP 74 kw. Educational. Started Jan. 1961. TV tape recording facilities.

(Continued on next page)



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## JAPAN—(Continued)

- †HIROSHIMA—JOER-TV, Radio Chugoku Co., Ch. J-4. Transmitter 10 kw, ERP 96.8 kw. Started April 1959.
- †HIROSHIMA—JOFK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 85 kw. Started March 1956. TV tape recording facilities.
- †HIROSHIMA—JONX-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Sept. 1962.
- †KAGOSHIMA—JOHG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 50 kw. Educational. Started April 1962.
- †KAGOSHIMA—JOCF-TV, Minami-Nihon Bcstg. Co., Ch. J-1. Transmitter 5 kw, ERP 40 kw. Started April 1959.
- †KAGOSHIMA—JOHG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 41 kw. Started Feb. 1958.
- †KANAZAWA—JOJB-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 29 kw. Educational. Started April 1962. TV tape recording facilities.
- †KANAZAWA—JOJK-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 29 kw. Started Dec. 1957. TV tape recording facilities.
- †KANAZAWA—JOMR-TV, Hokuriku Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 15 kw. Started Dec. 1958.
- †KITAKYUSHU—JOIL-TV, Kyushu Asahi Bcstg. Co., Ch. J-2. Transmitter 0.5 kw. Started Feb. 1962.
- †KITAKYUSHU—JOSK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 5.4 kw. Started May 1957.
- †KITAKYUSHU—JOSB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.9 kw. Educational. Started Jan. 1962.
- †KITAMI—JOKP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.1 kw. Started April 1961.
- †KOCHI—JOKD-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.5-kw. Educational. Started Dec. 1963.
- †KOCHI—JORB-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 11 kw. Educational. Started Aug. 1961.
- †KOCHI—JORK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.
- †KOCHI—JOZR-TV, Kochi Bcstg. Co., Ch. J-8. Transmitter 1 kw, ERP 10 kw. Started April 1959.
- †KOFU—JOKG-TV, NHK, Ch. J-1. Transmitter 3 kw, ERP 17 kw. Started Sept. 1959.
- †KOFU—JOKC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 17 kw. Educational. Started Dec. 1963.
- †KOFU—JOJF-TV, Yamanashi Bcstg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Dec. 1959.
- †KOKURA—JOFO-TV, RKB Mainichi Bcstg. Co., Ch. J-8. Transmitter 1 kw, ERP 6.6 kw. Started Aug. 1958.
- †KOKURA—JOHX-TV, Televi-Nishinohon Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 6.4 kw. Started Aug. 1958.
- †KUMAMOTO—JOGB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.8 kw. Educational. Started Feb. 1963.
- †KUMAMOTO—JOBF-TV, Kumamoto Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1959.
- †KUMAMOTO—JOGK-TV, NHK, Ch. J-9. Transmitter 1 kw. ERP 12 kw. Started Feb. 1958.
- †KUSHIRO—JOPQ-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Feb. 1962.
- †KUSHIRO—JOQL-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1962.
- †KUSHIRO—JOSY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Aug. 1962.
- †KUSHIRO—JOPG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †MATSUE—JOTB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.3 kw. Educational. Started Dec. 1962.
- †MATSUE—JOTK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 11 kw. Started Oct. 1959.
- †MATSUE—JOHF-TV, Bcstg. System of San-In, Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †MATSUYAMA—JOAF-TV, Nankai Bcstg. Co., Ch. J-10. Transmitter 5 kw, ERP 23 kw. Started Dec. 1958.
- †MATSUYAMA—JOZK-TV, NHK, Ch. J-6. Transmitter 5 kw, ERP 29 kw. Started May 1957. TV tape recording facilities.
- †MATSUYAMA—JOZB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 31 kw. Educational. Started June 1962. TV tape recording facilities.
- †MIYAZAKI—JOMG-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 6 kw. Started July 1960.
- †MIYAZAKI—JOMC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.1 kw. Educational. Started Dec. 1963.
- †MIYAZAKI—JONF-TV, Miyazaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 6 kw. Started Oct. 1960.
- †MORIOKA—JODF-TV, Iwate Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 18 kw. Started Sept. 1959.
- †MORIOKA—JOQG-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 18 kw. Started Dec. 1958.
- †MORIOKA—JOQC-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 19 kw. Educational. Started Dec. 1960.
- †MURORAN—JOIV-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 6 kw. Started Nov. 1958.
- †MURORAN—JOLY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 6 kw. Started June 1960.
- †MURORAN—JOQF-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 6 kw. Started March 1959.
- †MURORAN—JOIT-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 5.4 kw. Educational. Started Sept. 1960.
- †NAGANO—JONB-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Educational. Started Nov. 1962.
- †NAGANO—JONK-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6 kw. Started Nov. 1958.
- †NAGANO—JOSR-TV, Shinetsu Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 11 kw. Started Nov. 1958.
- †NAGASAKI—JOAC-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 6 kw. Educational. Started Jan. 1964.
- †NAGASAKI—JOAG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 5.6 kw. Started Dec. 1958.
- †NAGASAKI—JOUR-TV, Nagasaki Bcstg. Co., Ch. J-5. Transmitter 1 kw, ERP 6 kw. Started Jan. 1959.
- †NAGOYA—JOCB-TV, NHK, Ch. J-9. Transmitter 10 kw, ERP 120 kw. Educational. Started Aug. 1961. TV tape recording facilities.
- †NAGOYA—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started Feb. 1954. TV tape recording facilities.
- †NAGOYA—JOAR-TV, Chubu-Nippon Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 95 kw. Started Dec. 1956.
- †NAGOYA—JOPX-TV, Tokai Television Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 86 kw. Started Dec. 1958.
- †NAGOYA—JOLX-TV, Nagoya Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 120 kw. Started April 1962.
- †NIIGATA—JODR-TV, Niigata Bcstg. Co., Ch. J-5. Transmitter 5 kw, ERP 30 kw. Started Dec. 1958.
- †NIIGATA—JOQB-TV, NHK, Ch. J-12. Transmitter 5 kw, ERP 37 kw. Educational. Started Nov. 1962.
- †NIIGATA—JOQK-TV, NHK, Ch. J-8. Transmitter 5 kw, ERP 37 kw. Started Dec. 1958.
- †NIIHAMA—JOZQ-TV, NHK, Ch. J-2. Transmitter .25 kw, ERP 1.5 kw. Started May 1960.
- †NIIHAMA—JOAL-TV, Nankai Bcstg. Co., Ch. J-6. Transmitter .25 kw, ERP 1.5 kw. Started June 1960.
- †OBIHIRO—JOHW-TV, Hokkaido Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 12 kw. Started July 1963.
- †OBIHIRO—JOOC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.1 kw. Educational. Started Oct. 1962.
- †OBIHIRO—JOOG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 11 kw. Started Dec. 1959.
- †OBIHIRO—JOWL-TV, Sapporo Television Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started July 1963.
- †OITA—JOGF-TV, Oita Bcstg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Oct. 1959.
- †OITA—JOID-TV, NHK, Ch. J-12. Transmitter 3 kw, ERP 15 kw. Educational. Started Dec. 1962.
- †OITA—JOIP-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 17 kw. Started Aug. 1959.
- †OKAYAMA—JOKB-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 66 kw. Educational. Started June 1963.
- †OKAYAMA—JOKK-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 67 kw. Started Dec. 1957.
- †OKAYAMA—JOYR-TV, Sanyo Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 64 kw. Started June 1958.
- †ONOMICHI—JOEE-TV, Radio Chugoku Co., Ch. J-10. Transmitter 1 kw, ERP 11.2 kw. Started April 1962.
- †ONOMICHI—JONY-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 1 kw, ERP 5 kw. Started Sept. 1962.
- †OSAKA—JOBV-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started April 1959. Educational. TV tape recording facilities.
- †OSAKA—JOOR-TV, Mainichi Bcstg. System, Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1959.
- †OSAKA—JOBK-TV, NHK, Ch. J-2. Transmitter 10 kw, ERP 78 kw. Started Feb. 1954. TV tape recording facilities.
- †OSAKA—JONR-TV, Asahi Bcstg. Co., Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started Dec. 1956. Began color broadcasting Sept. 1960.
- †OSAKA—JODX-TV, Kansai TV Co., Ch. J-8. Transmitter 10 kw, ERP 100 kw. Started Nov. 1958.
- †OSAKA—JOIX-TV, Yomiuri TV Bcstg. Co., Ch. J-10. Transmitter 10 kw, ERP 100 kw. Started Aug. 1958. Began color broadcasting Sept. 1960.
- †SAPPORO—JOIB-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 110 kw. Educational. Started June 1962. TV tape recording facilities.
- †SAPPORO—JOHR-TV, Hokkaido Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1957.
- †SAPPORO—JOIK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 78 kw. Started Dec. 1956. TV tape recording facilities.
- †SAPPORO—JOKX-TV, Sapporo Television Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 100 kw. Started April 1959.
- †SASEBO—JOAT-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.



# International TV Directory

## Kenya

(CCIR 625-line standards)

Sets in use: 14,300

**NAIROBI**—Voice of Kenya (Govt., commercial), P.O. Box 30456, Nairobi. Tel. 24211. Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 15 kw. Started July 1964.

Personnel: R. A. Koske, director of broadcasting; J. R. Kangwana, assistant director of broadcasting; S. Kikumu, controller of radio programs; M. M. Mwendar, controller of television programs; L. F. Kibui, chief news editor; M. Keblewhite, commercial manager; R. J. Davey, chief engineer.

**NYERI**—Voice of Kenya. Ch. E-10 (V-210.25, A-215.75). Transmitter 50 watts (directional). Started Aug. 1967. Repeats Nairobi.

**KISUMU (Timboroa)**—Voice of Kenya. Ch. E-2 (V-48.25, A-53.75). Transmitter 500 watts, ERP 1 kw (directional). Started July 1964. Repeats Nairobi.

## Korea

(525-line standards)

Sets in use: 100,000

**SEOUL**—KBS-TV, Seoul Television Broadcasting Station (Govt., commercial), #33-3 ga, Namsan-Dong, Choong-Ku, Seoul, Korea. Tel. 8-4127. Ch. 9 (V-187.25, A-191.75). Transmitter 2 kw, ERP 13.4 kw. TV tape recorder facilities. Started Dec. 1961.

Hours of operation: Mon.-Fri., 6:30-8:30 a.m.; 5:30-11:30 p.m.; Sat., 12:30-11:30 p.m.; Sun., 9:30 a.m.-11:30 p.m.

Personnel: Jin Young, Kim, director general; Yung Kun, Lee, sales manager; Soong Eun, Han, program mgr.; Hak Su, Choi, film buyer; Ki Bum, Chang, production mgr.; O-Jin, Kun, chief engineer.

Low-powered repeaters: Chunahn, Ch. 6; Daejon, Ch. 4; Taegu, Ch. 2; Kwangju, Ch. 3; Chunju, Ch. 6. Started Aug. 1966.

**SEOUL**—HLCE, Tongyang Broadcasting Ltd. (Commercial), P.O. Box 775 Central, Seoul, Korea. Tel. 23-9161. Ch. 7 (V-175.25, A-179.75). Transmitter 2 kw, ERP 20 kw. TV tape recorder facilities. Started Oct. 1964.

Hours of operation: 7-9:30 a.m.; 6-12 p.m., daily.

Personnel: Dong Kuk, Kim, director general; Kyu, Kim, general manager; Cha Hyun, Yoon, sales manager; Duk Soo, Choe, program manager; Too Pyo, Hong, asst. program manager; Haing O, Kim, film buyer; Kee Ha, Lee, drama & entertainment; Dae Sup, Lee, cultural & public affairs; Jin Koo, Kang, chief engineer.

**PUSAN**—HLKE, Tongyang Broadcasting Co. Ltd. (Commercial), see HLCE, Seoul, for address and personnel. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts, ERP 5 kw. TV tape recorder facilities. Started Oct. 1964.

Planned: Low-power repeaters at JINHAЕ, ULSAN, DONGLAE, MASAN.

Note: See also Armed Forces Stations.

## Kuwait

(CCIR 625-line standards)

Sets in use: 80,000

Kuwait Television (Govt., non-commercial), Ministry of Guidance & Information, P.O. Box 621, Kuwait, Arabia. Tel. 39041. TV tape recording facilities.

Personnel: Sa'adoun El-Jassem, Under-Secretary of the Ministry of Guidance & Information, director general; Jawad Hassoun Elkattan, assistant under-secretary; Ahmad Abdul Samad, sales manager; Rida El-Fili, program manager; Ahmad Abdul-Samad, film buyer & production manager; Abdul Rahman El-Houti, chief engineer.

Hours of operation: 16:00-23:30, Sat.-Wed.; 16:00-01:30, Thurs.; 14:00-23:30, Fri.

**MUTLAA**—Kuwait Television. Ch. E-8 (V-201.25, A-215.75), Transmitter 10 kw, max. ERP 140 kw, directional antenna. Started Dec. 1962, succeeding 100-watt station operating since 1960. Increased power 1967.

**ROWDATEIN**—Kuwait Television. Ch. E-6 (V-182.25, A-187.75). Transmitter 2 kw, max. ERP 44.8 kw, directional antenna. Started 1965.

## Lebanon

(CCIR 625-line standards)

Sets in use: 165,000

(Note: 40,000 additional sets in neighboring Syria, Jordan, Cyprus & Israel.)

CLT, Compagnie Libanaise de Television (Commercial), Maison de la Television, P.O. Box 4848, Beirut, Lebanon. Tel. 200 360. Cable TEVELIBAN. Personnel: Gen. Sleiman Nofal, pres., gen. mgr.; B. M. Givadinovitch, assistant to the pres.; Wissam Ezzedine, pres., program committee; Nicolas Loutfi, tech. director.

Tele Orient (Commercial), P.O. Box 5054, Beirut, Lebanon. Tel. 284100/5, 283473. Cable TELIBOR. Personnel: Jean Abou-Jaoude, president; Lucien Dahdah, director general; Michael Norman, advisor.

**BEIRUT**—CLT. Ch. E-9. ERP 5 kw. English & French language. Started May 1959.

**BEIRUT**—CLT. Ch. E-7. ERP 5 kw. Arabic language. Started May 1959.

**BEIRUT**—Tele-Orient. Ch. E-5. ERP 2 kw. English, French & Arabic language. Started 1965.

(Continued on next page)

†**SASEBO**—JOAY-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Jan. 1964.

†**SASEBO**—JOMF-TV, Nagasaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Feb. 1959.

†**SENDAI**—JOHK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 76 kw. Started March 1956. TV tape recording facilities.

†**SENDAI**—JOIR-TV, Tohoku Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1959.

†**SENDAI**—JOHB-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 110 kw. Educational. Started Dec. 1960. TV tape recording facilities.

†**SENDAI**—JOOX-TV, Sendai Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Oct. 1962.

†**SHIMONOSEKI**—JOPM-TV, Yamaguchi Bcstg. Co., Ch. J-4. Transmitter 1 kw, ERP 4 kw. Started April 1962.

†**SHIZUOKA**—JOPB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Jan. 1962.

†**SHIZUOKA**—JOPK-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started June 1957.

†**SHIZUOKA**—JOVR-TV, Shizuoka Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.

†**TAKAMATSU**—JOKF-TV, Nishi Nihon Bcstg. Co., Ch. J-9. Transmitter 10 kw, ERP 60 kw. Started July 1958.

†**TOKUSHIMA**—JOJR-TV, Shikoku Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 6 kw. Started April 1959.

†**TOKUSHIMA**—JOJK-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 6 kw. Started March 1959.

†**TOKYO**—JOEX-TV, Nippon Educational TV Co., Ch. J-10. Transmitter 1 kw, ERP 23 kw. Started Oct. 1959.

†**TOKYO**—JOAB-TV, NHK, Ch. J-3. Transmitter 50 kw, ERP 280 kw. Educational. Started Jan. 1959.

†**TOKYO**—JOAK-TV, NHK, Ch. J-1. Transmitter 50 kw, ERP 250 kw. Started Jan. 1953. TV tape recording facilities.

†**TOKYO**—JOAX-TV, Nippon TV Network Corp., Ch. J-4. Transmitter 50 kw, ERP 535 kw. Started Aug. 1953. Began color broadcasting Sept. 1960.

†**TOKYO**—JOCX-TV, Fuji Telecasting Co., Ch. J-8. Transmitter 50 kw, ERP 375 kw. Started March 1959.

**TOKYO**—JOEX-TV, Nippon Educational TV Co., Ch. J-10. Transmitter 50 kw, ERP 375 kw. Started Feb. 1959.

†**TOKYO**—JOKR-TV, Tokyo Bcstg. System, Ch. J-6. Transmitter 50 kw, ERP 375 kw. Started April 1955. Began color broadcasting Sept. 1960.

**TOKYO**—JOTX-TV, Japan Science Foundation, Ch. J-12. Transmitter 50 kw, ERP 375 kw. Started April 1964.

†**TOTTORI**—JOJX-TV, Nihon-kai Telecasting Co., Ch. J-1. Transmitter 1 kw, ERP 15 kw. Started March 1959.

†**TOTTORI**—JOLC-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 20 kw. Educational. Started Dec. 1962.

†**TOTTORI**—JOLG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 15 kw. Started March 1959.

†**TOYAMA**—JOIG-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 18 kw. Started Oct. 1958.

†**TOYAMA**—JOLR-TV, Kita Nihon Bcstg. Co., Ch. J-1. Transmitter 3 kw, ERP 18 kw. Started April 1959.

†**TOYAMA**—JOIC-TV, NHK, Ch. J-10. Transmitter 3 kw, ERP 25 kw. Educational. Started April 1961.

†**TSURUOKA**—JOEL-TV, Yamagata Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 8 kw. Started Oct. 1961.

†**TSURUOKA**—JOJD-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 10.5 kw. Educational. Started Nov. 1962.

†**TSURUOKA**—JOJP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8 kw. Started Feb. 1960.

†**WAKAMATSU**—JOPY-TV, Fukushima Television Co., Ch. J-6. Transmitter 1 kw, ERP 6.25 kw. Started April 1963.

†**YAMAGATA**—JOEF-TV, Yamagata Bcstg. Co., Ch. J-10. Transmitter 3 kw, ERP 56 kw. Started April 1960.

†**YAMAGATA**—JOJC-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 50 kw. Educational. Started Nov. 1962.

†**YAMAGATA**—JOJG-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 56 kw. Started Dec. 1959.

†**YAMAGUCHI**—JOUC-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 15 kw. Educational. Started Sept. 1962.

†**YAMAGUCHI**—JOUG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 23 kw. Started June 1959.

Low-powered satellites: 367 in operation, 35 under construction.

Note: Also see Okinawa.

## Jordan

Receives programs from neighboring countries

(CCIR 625-line standards)

Sets in use: 10,000

Jordan Television Corporation, P.O. Box 2333, Jebel Amman, Amman, Jordan (Govt., commercial). Mohammad Kahmal, director general; Farouk Jarrar, assistant director general; Taher Nasser-Eddin, chief engineer.

Planned:

AMMAN—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 100 kw.

JERUSALEM—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw.

# International TV Directory

## LEBANON—(Continued)

- BEIRUT**—Tele Orient. Ch. E-11. ERP 100 kw. Arabic, English & French languages. Started 1962.
- JOUNIEH**—CLT. Ch. E-2. Transmitter 20 watts, ERP 100 watts. Started 1965. Repeats Ch. E-9, Beirut.
- MASSER CHOUF**—CLT. Ch. E-4. Repeats Ch. E-7 & E-9, Beirut. Transmitter 6 kw, ERP 60 kw. Started 1962.
- MT. KNAISSE**—Tele-Orient. Ch. E-11. ERP 100 kw. English, French & Arabic language. Started 1962.
- TRIPOLI**—CLT. Ch. E-2. Transmitter 50 watts, ERP 1 kw. Started 1962. Repeats Ch. E-7, Beirut.
- TRIPOLI**—Tele-Orient. Ch. E-11. ERP 1 kw. English, French & Arabic language. Started 1962.

## Liberia

(CCIR 625-line standards)  
Sets in use: 4,000

- MONROVIA**—ELTV, Rediffusion Liberia Ltd. (Govt., commercial), P.O. Box 594, Monrovia, Liberia. Tel. 22011. Ch. E-6 (V-182.25, A-187.75). Transmitter 500 watts, ERP 2.25 kw. Started Jan. 1964.
- Personnel: E. Reginald Townsend, secretary; D. L. Stuart-Williams, general manager; M. Severy, chief engineer; Eustace Smith, program manager; D. H. Foreman, sales manager; G. Henry Andrews Sr., deputy general manager; D. R. V. Noakes, chief accountant.
- Hours of operation: 6:30-10:45 p.m., daily.
- Rates (Oct. 1965, peak): 60 sec., 22.50; 5 sec., 4.15; 1 hr., 112.50; 5 min., 30.00 (U.S. dollars).
- Represented in U.S. by Intercontinental Services Ltd.; in Canada by Air-Time Sales Ltd.; in U.K. by Rediffusion International Ltd.

Low-power repeater: Bomi Hills, 40 miles N. of Monrovia.

## Luxembourg

(French 819-line standards)  
Sets in use: 42,000

- (Note: 707,000 additional sets in neighboring Belgium & France receive CLT programs)
- LUXEMBOURG (Dudelange)**—CLT, Compagnie Luxembourgeoise de Telediffusion (Commercial), Villa Louvigny, Luxembourg. Tel. 258-81. Ch. E-7 (V-189.25, A-194.75). Transmitter 20 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 1955.
- Personnel: Mathias Felten, director general; Paul Baden, film buyer.
- Hours of operation: Mon.-Wed. & Fri., 6:30-11 p.m.; Thurs., Sat. & Sun., 5-11 p.m.

Low-powered repeaters: WILTZ, ECHTERNACH, VIANDEN, CLERVAUX, DIEKIRCH, LAROCHELETTE.

### Planned:

- MARNACH—Ch. E-24. ERP 1,000 kw.
- DUDELANGE—Ch. E-21. ERP 1,000 kw.

## Malaysia

(CCIR 625-line standards)  
Sets in use: 100,000

- KUALA LUMPUR**—Malaysian Television Service, Govt. of Malaysia (Govt., commercial), Dewan Tunku Abdul Rahman, Jalan Ampang, Kuala Lumpur, Federation of Malaysia. Tel. 23181. Ch. M5 (174-181 mc). Transmitter 12 kw, ERP 100 kw. Tape recorder facilities. Started Dec. 1963. Programs are transmitted in 4 languages—Malay, English, Mandarin and Tamil. Hours of operation: 5:45 p.m.-11 p.m., Mon.-Sat.; 3:00 p.m.-5:00 p.m. and 5:45-11 p.m., Sun.
- Personnel: Ow Kheng Law, director of television; Raja Iskandar bin Raja Zahid, head of programming; S. K. Tham, chief engineer; John Nettleton, head of film services; Mohammed Hoessein Bin Enas, head of design & staging; A. K. Foo, film buyer.
- Rates (Dec. 1965): Spot 60 sec., 378, Malay; 554, Chinese; 465, English; 390, Tamil; 7 sec., 65, Malay; 95, Chinese; 80, English; 70, Tamil (Malaysian Dollars).
- GUNONG JERAI**—Ch. M5 (174-181 mc). Transmitter 6 kw, ERP 100 kw. Started Oct. 1964. Repeats Kuala Lumpur.
- MAXWELL HILL**—Ch. M4 (61-68 mc). Transmitter .3 kw, ERP .5 kw. Started April 1965. Repeats Kuala Lumpur.
- GUNONG KLEDANG**—Ch. M6 (181-188 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.
- GUNONG TAMPIN**—Ch. M6 (181-188 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.
- BUKIT BANANG**—Ch. M7 (188-195 mc). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.
- BUKIT MENGKIBOL**—Ch. M9 (202-209 mc). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.
- GUNONG PULAI**—Ch. M3 (54-61 mc). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

## Malta

(System 625-line standards)  
Sets in use: 38,000

Viewers also watch Italian programs.

- WARDAMANGA**—MTV, The Malta Television Service Ltd. (Commercial), Television House, P.O. Box 384, Gwardamanga. Tel. 25051. Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 4.8 kw. TV tape recording facilities. Started Sept. 1962.

Hours of operation: 18:00-22:30 daily.

Ownership: Wholly-owned subsidiary of Rediffusion Group of Companies. Personnel: E. A. Hamilton-Hill, director general; W. A. Fenton, general manager & film buyer; J. A. Soler, sales mgr.; Lino Spiteri, production mgr.; Rev. H. Born, program consultant; H. Scorey, news editor; J. G. Vassallo, head of current affairs.

Represented in U.S. by Intercontinental Services Ltd.; in England by Rediffusion International Ltd.; in Canada by Air-time Sales Ltd.

Rates (July 1966): Spot 60 sec., 30; 7 sec., 8 (Pounds); program rates on request.

## Martinique

(System K 625-line standards)  
Sets in use: 3,000

- FORT DE FRANCE**—Office de Radiodiffusion Television Francaise (ORTF), Clairiere, Box 662, Fort de France. Tel. 60-60. (Govt., non-commercial).

Personnel: Fernand Jacquemart, regional dir.

- LA TRINITE**—ORTF. Ch. 6. Transmitter 50 watts. Started Dec. 1964.

## Mauritius

(CCIR 625-line standards)  
Sets in use: 10,000

- CUREPIPE**—MBC-TV, Mauritius Broadcasting Corp. (Commercial), Broadcasting House, Pasteur St., Forest Side, Mauritius. Tel. Curepipe 507-808. Ch. E-4. Transmitter 5 kw, ERP 15 kw. Started Feb. 1965. Low-power repeaters on Ch. E-7, E-9, E-11.

Hours of operation: Daily 1430-1800 GMT.

Personnel: Gerry Gaughan, director general; Jaques Cantin, sales manager; Jean Delaitre, program controller; Noel Lambert, chief engineer; Percy McGaw, head of news.

Rates: 60 sec., 96.00; 7 sec. 24:00 (Mauritian rupees).

Represented in U.S. & U.K. by TIE Sales Ltd.

## Mexico

(525-line standards)  
Sets in use: 2,200,000

All stations commercial except where noted

- CHIHUAHUA, Chihuahua**—XHFI-TV, Televisora de Chihuahua S.A. (affiliated with Telesistema Mexicano). Ch. 5. ERP 250 watts. Started April 1957.
- COATZACOALCOS, Veracruz**—XHCV-TV, Televisora del Sur de Veracruz S.A., Prolongacion Aquiles Serdan s/n, Apartado Postal No. 336 (affiliated with Telesistema Mexicano). Ch. 3 ERP 18 kw. Started Sept. 1965.
- COLIMA, Colima**—XHCC-TV, Television de Colima S.A. de C.V., Anillo Circunvalacion num. 1080 Nte., Colima. Ch. 5. ERP 1 kw.
- CULIACAN, Sinaloa**—XHQ-TV, TV de Culiacan S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 24 kw. Started Aug. 1964.
- DURANGO, Durango**—XHA-TV, Television XHA-TV, Cerro de los Remedios, Apartado Postal No. 405 (affiliated with Telesistema Mexicano). Ch. 10. ERP 450 watts. Started April 1967.
- ENSENADA, Baja California**—XHS-TV, Antonio Suarez Reyes, Av. Punta Banda y Eugenia, Fraccionamiento Chapultepec, Ensenada. Ch. 23. ERP 120 watts.
- GUADALAJARA, Jalisco**—XEHL-TV, Television Tapatia S.A. de C.V., Circunvalacion num. 265, Guadalajara. Ch. 6. ERP 5 kw. Started Aug. 1960.
- GUADALAJARA, Jalisco**—XEWOTV, Televisora de Guadalajara S.A. (affiliated with Telesistema Mexicano). Ch. 2. ERP 5 kw. Started May 1958.
- GUADALAJARA, Jalisco**—XHGT-TV, Televisora de Occidente S.A. (affiliated with Telesistema Mexicano). Ch. 4. ERP 5 kw.
- HERMOSILLO, Sonora**—XEWHTV, Televisora de Hermosillo S.A. (affiliated with Telesistema Mexicano). Ch. 6. ERP 100 kw. Started July 1959.
- JUAREZ, Chihuahua**—XEJ-TV, Television de la Frontera S.A., Vicente Guerrero num. 704, Ciudad Juarez. Ch. 5. ERP 500 watts. Started May 1954.
- JUAREZ, Chihuahua**—XEPMTV, Sergio R. Molinar Fernandez, Apartado Postal num. 271, Ciudad Juarez. Ch. 2. ERP 10 kw. Started Jan. 1961.
- LAREDO, Tamaulipas**—XEFE-TV, Rafael Tijerina Carranza, Aldama num. 2611, Nuevo Laredo. Ch. 2. ERP 500 watts.
- MADERO, Tamaulipas**—XHGO-TV, Televisora del Golfo S.A. (affiliated with Telesistema Mexicano). Ch. 7. ERP 3 kw. Started Oct. 1964.
- MERIDA, Yucatan**—XHY-TV, Televisora de Yucatan S.A. Calle 60 num. 385 (affiliated with Telesistema Mexicano). Ch. 3. ERP 24 kw. Started Feb. 1963.

# International TV Directory

**MEXICALI, Baja California**—XHBC-TV, Televisora de Mexicali S.A., Apartado Postal num. 1356, Mexicali (affiliated with Telesistema Mexicano). Ch. 3. ERP 30 kw. Started Oct. 1957.

**MEXICO CITY, Distrito Federal**—XEIP-TV, Instituto Politecnico Nacional, Casco de Santo Tomas, Mexico, D.F. (Govt., cultural, non-commercial). Ch. 11. ERP 5 kw.

**MEXICO CITY, Distrito Federal**—XEQ-TV, Radio Panamericana S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 9. ERP 50 kw.

**MEXICO CITY, Distrito Federal**—XEW-TV, Televimex S.A., Av. Chapultepec num. 18, Mexico, D.F. Owned & operated by Telesistema Mexicano. Ch. 2. ERP 100 kw. TV tape recording facilities. Started Oct. 1951.

Personnel: Emilio Azcarraga Vidaurreta, director general; Romulo O'Farrill, general manager; Ernesto Barrientos, sales manager; Luis de Llano, program manager; Miguel Torres, film buyer; Mario de la Piedra, production manager; Alvaro Chaveste, chief engineer.

Represented in U.S. by: Joseph Rank, Station KMEX-TV, 721 N. Bronson Ave., Hollywood, Cal. (90038). Phone: 213-466-8131. Emilio Nicholas, Station KWEX-TV, 111 Martinez St., San Antonio, Tex. Phone: 512-227-4141. Rene Anselmo, Spanish International Network, N.Y.

Rates (Jan. 1968, peak): 27 min., 12,750; 13 min., 8,150; 30 sec., 4,390; 20 sec., 2,925 (Pesos).

**MEXICO CITY, Distrito Federal**—XEX-TV, Television Paso de Cortes S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 7. ERP 5 kw.

**MEXICO CITY, Distrito Federal**—XHGC-TV, Television Gonzalez Camarena S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 5. ERP 100 kw. Started 1954.

Rates (Jan. 1968, peak): 27 min., 4,050; 13 min., 2,450; 30 sec., 1,315; 20 sec., 875 (Pesos).

**MEXICO CITY, Distrito Federal**—XHTV, Television de Mexico S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 4. ERP 100 kw. Started Nov. 1956.

Rates (Jan. 1968, peak): 27 min., 11,050; 13 min., 7,150; 30 sec., 3,660; 20 sec., 2,440 (Pesos).

**MONTERREY, Nuevo Leon**—XEFB-TV, Cadena Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 5 kw. Started July 1958.

**MONTERREY, Nuevo Leon**—XET-TV, Television del Norte S.A., Apartado Postal num. 1833, Monterrey. Ch. 6. ERP 20 kw. Started Nov. 1960.

**MONTERREY, Nuevo Leon**—XHX-TV, Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 5 kw. Started Sept. 1955.

**MORELIA, Michoacan**—XHKW-TV, Television de Michoacan S.A., Avenida da Acueducto y Lacas de Uruapan (affiliated with Telesistema Mexicano). Ch. 10, ERP 6 kw. Started Sept. 1967.

**OBREGON, Sonora**—XHI-TV, Televisora del Yaqui S.A., 5 de Febrero num. 8, Ciudad Obregon. Ch. 2. ERP 25 kw. Started May 1965.

**PARRAL, Chihuahua**—XHJMA-TV, Televisora de Parral, Plazuela Independencia 4 (affiliated with Telesistema Mexicano). Ch. 3. ERP 2 kw. Started Oct. 1967.

**TIJUANA, Baja California**—XETV, Radio Television S.A., Calle Quinta num. 210, Desps. 14-16, Edificio Barbachano, Tijuana. Ch. 6. ERP 100 kw. Started Feb. 1953.

**TIJUANA, Baja California**—XEWTV-TV, Televisora de Calimex S.A. (affiliated with Telesistema Mexicano). Ch. 12. ERP 30 kw. Started July 1960.

**TORREON, Coahuila**—XELN-TV, Televisora de la Laguna S.A. Dom. Fuego num. 266, Col. Jardines Del Pedregal de San Angel, Mexico, D.F. Ch. 4. ERP 500 watts.

**TORREON, Coahuila**—XHIA-TV, Television de Torreon, Matamoros 808 Poniente (affiliated with Telesistema Mexicano). Ch. 2. ERP 4 kw. Started March 1967.

**VERACRUZ, Veracruz**—XHFM-TV, Carlos Ferraez Matos, Calle Bolivar entre Diaz Miron y Boulevard Miguel Aleman, Veracruz. Ch. 2. ERP 20 kw.

## Planned:

**MEXICO CITY, Distrito Federal**—Corporacion Mexicana de Radio y Television S.A., Torre Latino Americana, Madero 1, Mexico 1, D.F. Tel. 10-46-70. Ch. 13. ERP 326 kw. TV tape recording facilities. Plans to establish affiliated stations in all major markets of Mexico. To begin operation latter half of 1968.

Personnel: Francisco Aguirre, chairman of board; Francisco Leal, chief engineer.

Represented in U.S. by Kevin Corrigan, 29 East 61st St., Suite 4-D, New York, N.Y. (10022). Phone: 838-2610.

**MEXICO CITY, Distrito Federal**—Fomento de Television Nacional. Ch. 8.

## Miquelon

(See St. Pierre)

## Mónaco

(French 819-line standards)

Sets in use: 15,000

**MONTE CARLO**—TMC, Tele Monte-Carlo (Commercial), 16 Boulevard Princess Charlotte, Monte Carlo. Tel. 305940. Ch. F-10. Transmitter 5 kw, ERP 50 kw. TV tape recorder facilities. Started Nov. 1954.

Personnel: Jean Frydman, director general; J. F. Micheo, general manager; Jacques Antoine, program & production mgr.

## Morocco

(CCIR 625-line standards)

Sets in use: 51,000

Radiodiffusion Television Marocaine (Govt., non-commercial), 1 Zenkat Pierre Parent, Rabat, Morocco.

**CASABLANCA**—Ch. M-10. ERP 180 kw. Started 1954.

**KOUALI**—Ch. M-6. ERP 1 kw.

**MARRAKECH**—Ch. M-6. ERP 300 watts. Started 1962.

**OUED ZEM**—Ch. M-7. ERP 3 kw. Started 1966.

**RABAT**—Ch. M-7. ERP 180 kw. Started 1954.

**SAFI**—Ch. M-10. ERP 600 watts.

**TAZEKKA**—Ch. M-8. ERP 2 kw.

**ZERHOUN**—Ch. M-4. ERP 180 kw. Started 1962.

Low-power repeaters: CAP SPARTEL, CHARF, FES, KHENIFRA, SARSAR.

## Netherlands

(CCIR 625-line standards)

Sets in use: 2,630,000

Nederlandse Televisie Stichting (Govt.-private, limited-commercial), P.O. Box 10, Hilversum, Netherlands. Tel. 16851. Cable: TELEVISIE. Tape recorder facilities. Hours of operation: Daily 18:55-22:30 average First Program; 18:55-22:25 average Second Program; educational television, 6 hrs. weekly. Began color telecasting Oct. 1967, PAL system.

Rates (1968): First Program, sec., 320; Second Program, sec., 64 (Guilders).

Personnel (Executive Board): E. A. Schuttenhelm, chairman, in charge of general affairs; J. W. Rengelink, member in charge of programming; A. H. van de Veen, member in charge of engineering; Ch. E. van der Ploeg, member in charge of economic affairs; K. de Wilde, member in charge of personnel & social affairs; P. de Vlaam, chief engineer; Th. F. J. van der Hoeven, film buyer.

**DEN HELDER**—NTS, Ch. E-10. Transmitter 1 kw, ERP 2 kw. Satellite of Lopik. Started Oct. 1959.

**GOES**—NTS, Ch. E-7. Transmitter 1 kw, ERP 5 kw. Satellite of Lopik. Started Nov. 1957.

**GOES**—NTS Second Program, Ch. E-29. Transmitter 25 kw, ERP 125 kw.

**GOES**—NTS, Second Program, Ch. E-32. Transmitter 25 kw, ERP 125 kw. Started Jan. 1966.

**LOPIK**—NTS, Ch. E-4. Transmitter 20 kw, ERP 500 kw. Started Oct. 1951. Increased power Jan. 1961.

**LOPIK**—NTS Second Program, Ch. E-27. Transmitter 200 kw, ERP 500 kw. Started Oct. 1964.

**MARKELO**—NTS, Ch. E-7. Transmitter 6 kw, ERP 30 kw. Satellite of Lopik. Started Jan. 1959.

**MARKELO**—NTS Second Program, Ch. E-54. Transmitter 60 kw, ERP 300 kw. Started Feb. 1966.

**ROERMOND**—NTS, Ch. E-5. Transmitter 10 kw, ERP 50 kw. Satellite of Lopik. Started Oct. 1958.

**ROERMOND**—NTS Second Program, Ch. E-31. Transmitter 100 kw, ERP 500 kw. Started Dec. 1965.

**SMILDE**—NTS, Ch. E-6. Transmitter 8 kw, ERP 40 kw. Satellite of Lopik. Began Dec. 1959.

**SMILDE**—NTS Second Program, Ch. E-47. Transmitter 200 kw ERP 500 kw. Started Nov. 1965.

**WIERINGERMEER**—NTS Second Program, Ch. E-45. Transmitter 60 kw, ERP 300 kw. Started Dec. 1966.

**WIERINGERMEER**—NTS First Program, Ch. E-39. Transmitter 50 kw, ERP 300 kw. Started Dec. 1966.

## Netherlands Antilles (West Indies)

(CCIR 625-line standards)

Sets in use: 18,000

Government Radio & Telegraph Administration, P. O. Box 103, Curacao, owns all stations. They are operated under lease by NATEC (Commercial), a subsidiary of Bartell Media Corp.: TeleAruba & TeleCuracao, P.O. Box 415, Curacao, Netherlands Antilles. Tel. 13140. Hours of operation: Daily 16:00-23:15.

Personnel: Eitel C. Hernandez, general manager & film buyer; Jack Lashley, assistant general manager; P. J. Hoogesteger, chief engineer.

Rates (July 1964): Spot 60 sec., 52; 10 sec., 25; program 1 hr., 220; 10 min., 77 (Florin).

**WILLEMSTAD, Curacao**—PJC-TV, TeleCuracao. Ch. 8 (V-181.25, A-185.75). Transmitter 500 watts, ERP 2 kw. Started July 1960.

**ORANJESTAD, Aruba**—PJA-TV, TeleAruba. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts, ERP 3 kw. Started Sept. 1963.

Low-power repeater: BONAIRE.

(Continued on next page)



# International TV Directory

## New Caledonia

(System K 625-line standards)  
Sets in use: 3,000

**NOUMEA**—Office de Radiodiffusion Television Francaise (ORTF), Box 327, Noumea. Tel. 28-56. (Govt., non-commercial). Roger Le Leizour, chief of service; G. Guesdon, chief engineer. Ch. 8 (V-207.75, A-213.75); Ch. 6 (V-191.25, A-197.75); Ch. 4 (V-175.25, A-181.75); transmitters 50 watts. Started Oct. 1965. Hours of operation: Weekdays, 19:00-21:45; Sun., 18:30-22:30. Planned: 2 low-powered repeaters.

## New Zealand

(CCIR 625-line standards)  
Sets in use: 560,000

New Zealand Broadcasting Corporation (Statutory public body), operates all stations. Head office: Bowen State Building, Bowen Street, P.O. Box 98, Wellington. Tel. 48-200. Program material consists of 75% imported, 14% national, 11% local. Hours of operation: All Channels—commercial, Tues., Wed., Thurs., 2 p.m.-5 p.m. & 6 p.m.-11 p.m., Sat., 2 p.m.-12 midnight; non-commercial, Mon., 2 p.m.-11 p.m., Tues., Wed. Thurs, 5 p.m.-6 p.m., Fri., 2 p.m.-12 midnight, Sun., 2 p.m.-11 p.m. Personnel: G. H. Stringer, director general; N. R. Palmer, director of television; W.R.M. Shaw, commercial manager; T. F. A. Shankland, controller, television programs; R. M. Melford, chief producer television; J. N. M. Norman, director of engineering. Rates (1967 peak): All advertising time is arranged from Head Office Television, P.O. Box 98, Wellington. Tel. 48-200. Rates are quoted for individual originating stations below: AKTV-2, Auckland—Spot 90 sec., 388.16.0; 60 sec., 259.4.0; 10 sec., 64.16.0. CHTV-3, Christchurch—Spot 90 sec., 133.4.0; 60 sec., 88.16.0; 10 sec., 22.4.0. DNTV-2, Dunedin—Spot 90 sec., 90.0.0; 60 sec., 60.0.0; 10 sec., 15.0.0. WNTV-1, Wellington—Spot 90 sec., 270.0.0; 60 sec., 180.0.0; 10 sec., 45.0.0 (N.Z. Pound)

### Originating Stations

**AUCKLAND**—AKTV-2, Shortland St., P.O. Box 2209, Auckland. Tel. 45-810. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 100 kw. TV tape recording facilities. Started June 1960.  
**CHRISTCHURCH**—CHTV-3, Gloucester St., P.O. Box 1484, Christchurch. Tel. 64-549. Ch. 3 (V-62.25, A-67.75, same as Ch. E-4). ERP 100 kw. TV tape recording facilities. Started June 1961.  
**DUNEDIN**—DNTV-2, Dowling St., P.O. Box 888, Dunedin. Tel. 76-050. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 10 kw. TV tape recording facilities. Started July 1962.  
**WELLINGTON**—WNTV-1, Waring Taylor St., P.O. Box 6, Wellington. Tel. 48-200. Ch. 1 (V-45.25, A-50.75). ERP 100 kw. TV tape recording facilities. Started July 1961.

### Repeaters

**HIKURANGI PEAK (Northland)**—Ch. 3 (V-62.25, A-67.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.  
**HOROKAKA PEAK (Northland)**—Ch. 5 (V-182.25, A-187.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.  
**KURIWAO HILL (South Otago)**—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats DNTV-2, Dunedin. Started Aug. 1964.  
**MASTERTON**—Ch. 7 (V-196.25, A-201.75). ERP 100 watts. Repeats WNTV-1, Wellington. Started May 1963.  
**MT. EGMONT (Tatanaki)**—Ch. 6 (V-189.25, A-194.75). ERP 2 kw. Repeats WNTV-1, Wellington. Started Dec. 1966.  
**MT. ERIN (Hawkes Bay)**—Ch. 6 (V-189.25, A-194.75). ERP 5 kw. Repeats WNTV-1, Wellington. Started Dec. 1964.  
**MT. HEDGEHOPE (Southland)**—Ch. 1 (V-45.25, A-50.75). ERP 3 kw. Repeats DNTV-2, Dunedin. Started Dec. 1964.  
**MT. STUDHOLME (South Canterbury)**—Ch. 4 (V-175.25, A-180.75). ERP 2 kw. Repeats CHTV-3, Christchurch. Started Dec. 1965.  
**MT. TE AROHA (Waikato)**—Ch. 1 (V-45.25, A-50.75). ERP 100 kw. Repeats AKTV-2, Auckland. Started March 1964.  
**MT. WHAKAPUNAKE (Poverty Bay)**—Ch. 3 (V-62.25, A-67.75). ERP 10 kw. Repeats WNTV-1, Wellington. Started 1968.  
**PARAHAKI HILL (Northland)**—Ch. 7 (V-196.25, A-201.75). ERP 50 watts. Repeats AKTV-2, Auckland. Started July 1966.  
**WHARITE PEAK (Southern Ruahines)**—Ch. 2 (V-55.25, A-60.75). ERP 100 kw. Repeats WNTV-1, Wellington. Started Dec. 1963.

Low-power translators, mini-translators & repeaters: 325 in operation nation-wide.

## Nicaragua

(525-line standards)  
Sets in use: 25,000

Television de Nicaragua S. A. (Commercial), P.O. Box 1505, Managua DN, Nicaragua. Tel. 5404. Cable: TEVENIC. TV tape recording facilities. Both stations carry same program. Hours of operation: Daily, 12:30-2:00 p.m., 5:00-11:00 p.m. Personnel: Rafael O. Cano, gen. mgr. & film buyer; Rodolfo A. Silva, sales mgr.; Fernando Cruz Ramirez, chief engineer. Rates (Oct. 1967): Spot 60 sec., 120.00; 30 sec., 80.00; 20 sec., 60.00; program 52 min., 680.00; 26 min., 380.00 (Nicaragua cordoba).  
**MANAGUA**—YNSA-TV, Ch. 6 (82-88 mc). Transmitter 2 kw, ERP 6 kw. Started Dec. 1961.  
**MANAGUA**—YNSA-TV, Ch. 8 (181-187 mc). Transmitter 100 watts, ERP 300 watts. Started Aug. 1956.

## Nigeria

(CCIR 625-line standards)  
Sets in use: 38,000

Broadcasting Company of Northern Nigeria Ltd. (BCNN), Television House, P.O. Box 250, Kaduna, Nigeria (Commercial). Tel. 2294. Hours of operation: 6:30 p.m.-10:30 p.m. daily. Ownership: Radio Corp. of Northern Nigeria (Govt.); Granada Group Ltd.; EMI Ltd. Personnel: Alhaji Abba Zoru, deputy chief executive; G. P. J. White, chief engineer; B. B. Heshon, secy. & chief accountant; Alhaji Sani Katsina, head of television; Alhaji Saka Aleshinloye, head of news; Mallam Dahiru Modibbo, head of radio. Represented internationally by Granada Television Ltd., London. Rates (Nov. 1965): Spot 60 sec., 10.0.0; 10 sec., 2.10.0 (Pounds).

Eastern Nigeria Television (ENTV), P.O. Box 350, Enugu, Nigeria (Commercial). Tel. 2579. Lagos commercial office: J. C. Thos-Okolo, 17/19 Obun Eko Street, Idumota, Lagos, Nigeria. Tel. 25044. Aba commercial office: P. M. Bag 1126, Aba. Tel. 2691 & 2692.

Represented in U.S. by Pan American Broadcasting Co.; in England by Richard Meyer Assoc. Ltd.

Rates (July 1966): Spot 60 sec., 10.10; 15 sec., 4.10; program 60 min., 40; 15 min., 16 (Pounds).

Ownership: Eastern Nigeria Broadcasting Corp. (Govt.). Personnel: O. A. Esin, chairman; M. A. Oluonu, acting controller; F. F. Higgwe, acting secy.; D. S. Reid, chief engineer; J. D. Ekwere, acting program dir.; R. G. Lotz, commercial mgr.; S. O. Achuzia, sr. accountant.

Nigerian Television Service (NTS), P.M. Bag 12005, Victoria Island, Lagos, Nigeria (Commercial). Tel. 26391. Hours of operation: 5:30 p.m.-10:30 p.m. daily.

Ownership: Federal Republic of Nigeria (Govt.). Personnel: G. Roger Bower, gen. mgr.; Adisa Williams, sales mgr.; Christopher Kolade, program mgr.; Femi Asekun, film buyer; Segun Olusola, production mgr.; Carl Rust, chief engineer; Victor Osinowo, public relations officer; Donald A. Smith, dir. of administration. Rates (Sept. 1965): Spot 60 sec., 15.0.0; 10 sec., 7.0.0; program 60 min., 60.0.0; 5 min., 24.0.0 (Pounds).

Western Nigeria Radiovision Service Ltd. (WNTV), owned by Western Nigeria Govt. Broadcasting Corp. (Govt., commercial), Television House, P.O. Box 1460, Ibadan, Nigeria. Tel. 24381. Hours of operation: 11-11:30 a.m.; 1-2 p.m.; 6-10:30 p.m. Personnel: O. Oyeleye, general manager & chief engineer; A. Oyelowo, secy.; J. O. Olagbaju, public relations officer & sales manager; Ayo Ogunlade, controller of programs; S. F. Ayo-Vaughan, head of news. Rates: Spot 60 sec., 12.0.0; 7 sec., 3.10.0; programs 60 min., 48.0.0; 5 min., 12.0.0 (pounds).

**ABA**—ENTV, Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 60 kw. Started April 1964.

**ENUGU**—ENTV, Ch. E-2 (V-48.25, A-53.75). ERP 60 kw. Started Oct. 1960, increased power May 1964.

**IBADAN**—WNTV, Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. TV tape recording facilities. Started Oct. 1959. Plans to increase power to 60 kw June 1968.

**KADUNA**—BCNN, Ch. E-4. ERP 48 kw. Started March 1962.

**KANO**—BCNN, Ch. E-10. ERP 24 kw. Repeats BCNN, Kaduna. Started Feb. 1963.

**LAGOS (Abafon)**—WNTV, Ch. E-3. Satellite of WNTV, Ibadan. Transmitter 5 kw, ERP 15 kw. Started Oct. 1959. Plans to increase power to 57 kw ERP in 1968.

**LAGOS**—NTS, Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 40 kw. TV tape recording facilities. Started April 1962.

**ZARIA**—BCNN, Ch. E-4. ERP 40 kw. Started July 1962.

### Planned:

**IBADAN**—NTS, Ch. E-2 (V-48.25, A-53.75). Transmitter 2 kw, ERP 6 kw. Repeats NTS, Lagos.

## Norway

(CCIR 625-line standards)  
Sets in use: 670,000

Norsk Rikskringkasting—NRK (Govt., non-commercial), Bjornstjerne Bjornsons Plass 1, Oslo. Tel. 46 38 20. All transmitters carry same program. Main studios in Oslo have tape recorder facilities. Hours of operation: Weekdays, 19-22:00; Sat., Sun., 18-23:00.

Personnel: Hans Jacob Ustvedt, director-general of both radio & television; Odd Granlund, administrative director; T. Navel-saker, technical director; Otto Nes, program director. Program editors: Tollef Berg (news); Jan Frydenlund, Oddvar Foss, Erik Diesen (light entertainment); Lauritz Johnson (children's and youth programs); Tore Breda Theresen (plays); Arne Okkenhaug (culture programs).

**ANDALSNES**—Ch. E-9. (V-203.25, A-208.75). ERP 450 watts. Started 1965.

**BERGEN**—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 140 kw. Started Aug. 1960.

**BJERKREIM**—Ch. E-6 (V-182.25, A-187.75). ERP 7 kw. Started Nov. 1966.

**BOKN (Stavanger)**—Ch. E-8. (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. Started Oct. 1961.

**BREMANGER**—Ch. E-4 (V-62.25, A-67.75). ERP 30 kw. Started June 1964.

**FISTER**—Ch. E-11 (V-217.25, A-222.75). ERP 1.5 kw. Started August 1965.

**FORDE**—Ch. E-5 (V-175.25, A-180.75). ERP 1.2 kw. Started July 1967.



# International TV Directory

## Pakistan

(CCIR 625-line standards)  
Sets in use: 30,000

Pakistan Television Corp. Ltd. (Public limited co., commercial), 1 Tulsa Road, Lalazar Colony, P.O. Box 230, Rawalpindi, West Pakistan.

Personnel: A.M.S. Ahmad, managing director; Kazi Anwarul Islaam, finance director; Riaz Ahmad, chief engineer; A. F. Kalimullah, director of program planning & news; Nurul Islam, chief of film production; A. Nasir Siddiqui, administrative manager; A. B. Ahmad, general manager, Lahore; A. Z. Khan, general manager, Dacca; A. Azhar, general manager, Rawalpindi; Z. A. Bokhari, general manager, Karachi; S. N. Shamsie, sales manager, Karachi.

Hours of operation: 13:00-17:00 daily, except Mon.

All stations originate local programs and have TV tape recording facilities.

Rates (Sept. 1967): 60 sec., 225.00; 30 sec., 135.00; 7 sec., 60.00 (Pakistan rupees).

**DACCA**—Ch. E-9. Transmitter 300 watts. Started Nov. 26, 1964.

**ISLAMBAD-RAWALPINDI**—Ch. E-6. Transmitter 5 kw. ERP 25 kw. Started 1967.

**KARACHI**—Ch. E-4. Transmitter 6 kw, ERP 36 kw. Dec. 1966.

**LAHORE**—Ch. E-9. Transmitter 300 watts. Started Dec. 25, 1964.

**Planned:**

**CHITTAGONG**—Ch. E-5. ERP 30 kw. Dec. 1968.

**PESHAWAR**—Ch. E-3. ERP 30 kw. Dec. 1968.

## Panama

(525-line standards)  
Sets in use: 83,000†

(Viewers also tune to U.S. Armed Forces stations, Canal Zone)

**DAVID**—Ch. 6, repeats Ch. 4. ERP 5 kw. Started Dec. 1963.

**DAVID**—Ch. 2 repeater. ERP 100 watts. Started June 1966.

**EL VALLE**—Ch. 6, repeats Ch. 2. Transmitter 500 watts, ERP 48 kw. Started May 1964.

**PANAMA**—RPC-TV, Corporacion Panamena de Radiodifusion (Commercial), P.O. Box 1795, Panama, R.P. Tel. 5-0160. Ch. 4. Transmitter 25 kw, ERP 250 kw. TV tape recorders. Started Sept. 1959. Hours of operation: Mon.-Fri., 11 a.m.-midnight, Sat., 10:30 a.m.-midnight; Sun., 9 a.m.-midnight.

Personnel: Fernando Eleta A., president; Jaime de la Guardia Jr., general manager & film buyer; Armando Diaz Wong, sales manager; Lloyd O'Meally, chief engineer.

Represented in U.S. by Caribbean Networks Inc., 20 West 43rd St., New York, N.Y. 10036.

**PANAMA**—RPC-TV, Ch. 12, repeats Ch. 4. ERP 25 kw. Started Feb. 1962.

**PANAMA**—TV-2, Televisora Nacional S.A. (Commercial), Apt. 8371, Panama, R.P. Tel. 3-9322. Ch. 2. Transmitter 2 kw, ERP 90 kw. Originates programs and has TV tape recorders. Started April 1962. Hours of operation: 11:30 a.m.-12:00 midnight EST.

Personnel: Rodolfo E. Chiari, president; Rodolfo Garcia de Paredes Chiari, general manager; Francisco A. Leyton, sales manager; Julio Stabile, chief engineer.

Represented in U.S. by ABC International Television Inc., 77 West 66th St., New York, N.Y. 10023.

**SONA**—Ch. 7 repeats Ch. 4. ERP 5 kw. Started Nov. 1963.

**SONA**—Ch. 9 repeats Ch. 2. ERP 100 watts. Started June 1966.

**Planned:**

**BOCAS DEL TORO**—Ch. 12 to repeat Ch. 4.

**Note:** See also U.S. Armed Forces stations.

†Does not include viewers in Canal Zone.

## Paraguay

(625-line standards)  
Sets in use: 12,500

**ASUNCION**—Television Cerro Cora S.A., Edificio Independencia Nacional 349, 2° Piso, Dept. 205, Asuncion, Paraguay. Tel. 9228/4398. Ch. 9 (V-187.25, A-191.75). ERP 6 kw. Started Sept. 29, 1965. Hours of operation: Daily, 17:00-00:30.

Personnel: Arnaldo Ramirez Goiburu, president; Dr. Carlos Morinigo Delgado, director; Jorge A. Barchini, director; Julio Sedano Acosta, promotion manager; Armando Ellman, chief engineer.

## Peru

(525-line standards)  
Sets in use: 300,000

**AREQUIPA**—Televisora sur Peruana S.A. (Commercial), P.O. Box 514, Arequipa. Tel. 3090. Ch. 2. Transmitter 500 watts. Started Aug. 1959.

**AREQUIPA**—Radio Continental TV (Commercial), M. de Orbegora 338, Arequipa. Ch. 6. Transmitter 8 kw.

**CHICLAYO**—Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 9. Transmitter 8 kw.

**CHIMBOTE**—Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 9.

(Continued on next page)

**GAMLEMSVETEN**—Ch. E-3 (V-55.25, A-60.75). ERP 60 kw. Started June 1964.

**GREIPSTAD (Kristiansand)**—Ch. E-2 (V-48.25, A-53.75). Transmitter 5 kw, ERP 15 kw. Started Dec. 1962.

**GRIMO**—Ch. E-6 (V-182.25, A-187.75). ERP 550 watts. Started Feb. 1965.

**GRONG**—Ch. E-5 (V-175.25, A-180.75). ERP 30 kw. Started Sept. 1965.

**GULEN**—Ch. E-2 (V-48.25, A-53.75). ERP 8 kw. Started Dec. 1963.

**HADSEL**—Ch. E-4 (V-62.25, A-67.75). ERP 10 kw. Started Dec. 1966.

**HEMNES**—Ch. E-3 (V-55.25, A-60.75). ERP 12 kw. Started 1965.

**HOVDEFJELL**—Ch. E-7 (V-189.25, A-194.75). Transmitter 5 kw, ERP 30 kw. Started Aug. 1962.

**JETTA**—Ch. E-8 (V-196.25, A-201.75). ERP 4 kw. Started Dec. 1966.

**KAPPFJELL**—Ch. E-8 (V-196.25, A-201.75). ERP 1.2 kw. Started July 1967.

**KISTEFJELL**—Ch. E-8 (V-196.25, A-201.75). ERP 4 kw. Started Nov. 1966.

**KJELDEKNATTEN**—Ch. E-3 (V-55.25, A-60.75). ERP 150 watts. Started Feb. 1964.

**KONGSBERG**—Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 100 kw. Started Aug. 1960.

**LILLEHAMMER**—Ch. E-10 (V-210.25, A-215.75). ERP 1 kw. Started Dec. 1963.

**LYNGDAL**—Ch. E-9 (V-203.25, A-208.75). ERP 15 kw. Started Sept. 1966.

**LONAHORGI**—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1963.

**MELHUS (Trondheim)**—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 100 kw. Started Dec. 1961.

**NORDHUE**—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 1962.

**ORKDAL**—Ch. E-5 (V-175.25, A-180.75). ERP 110 watts. Started Nov. 1963.

**OSLO**—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 1957, increased power Aug. 1960.

**REINSFJELL**—Ch. E-6 (V-217.25, A-222.75). ERP 60 kw. Started Feb. 1965.

**SALTEN**—Ch. E-7 (V-189.25, A-194.75). ERP 12 kw. Started Dec. 1964.

**SOGNDAL**—Ch. E-7 (V-189.25, A-194.75). ERP 20 kw. Started June 1965.

**STEIGEN**—Ch. E-2 (V-48.25, A-53.75). ERP 12 kw. Started Nov. 1965.

**TROLLTIND**—Ch. E-11 (V-217.25, A-222.75). ERP 8 kw. Started Nov. 1966.

**TRON**—Ch. E-9 (V-203.25, A-208.75). ERP 30 kw. Started Nov. 1963.

**VEGA**—Ch. E-9 (V-203.25, A-208.75). ERP 5 kw. Started Dec. 1966.

Low-powered satellites: 116 in operation, 27 planned.

Stations planned or under construction:

**ALTA**—To start 1968. **TANA**—To start 1968.

**HAMMERFEST**—To start 1968. **VARANGER**—To start 1968.

**HONNINGSVAG**—To start 1968. **VEALOS**—To start 1968.

**KARASJOK**—To start 1968. **YTRE NAMSEN**—To start 1969.

**KAUTOKEINO**—To start 1968.

**KONGSVINGER/SOLOR**—To start 1968.

**NARVIK**—To start 1968.

**OSTFOLD**—To start 1968.

**OVRE TELEMARK**—To start 1968.

## Okinawa

(Ryukyu Islands)  
(525-line standards)  
Sets in use: 153,000

**NAHA**—KSDW-TV, Okinawa TV Bcstg. Ltd. (Commercial), 1-chome, Matsuyama-cho, Naha, Okinawa. Ch. 10. Transmitter 2 kw, ERP 5 kw. Japanese and English. Started Dec. 1959.

Personnel: Jugo Toma, director general; Yasujiro Yamashiro, general manager; Yasuhiro Matayoshi, sales manager; Katsuhito Nagahama, program manager, film buyer and production manager; Sonei Sakugawa, chief engineer.

**NAHA**—KSAR-TV, Ryukyus Broadcasting Corp. (Commercial), C.P.O. Box 4, Naha, Okinawa. Studio: 66-1, Kumoji-cho, Naha. Tel. 3-2151. Ch. 12 (V-205.25, A-209.75). Transmitter 5 kw, ERP 120 kw. TV tape recording facilities. Transmits in Japanese & English. Started June 1960.

Hours of operation: Daily, 06:40-24:00.

Personnel: Seitoku Zayasu, president; Shosei Yamazato, general manager & chief engineer, Tadashi Washimine, sales manager; Shiko Toma, production manager; Takeo Sakai, executive director.

Represented in the United States by ABC International.

Rates: Spot 15 sec., \$67; program 1 hr., \$600; 5 min., \$210.

Low-powered repeater: Kumejima, Ch. 7, repeats KSAR-TV, Naha.

**Note:** See also U.S. Armed Forces stations.

# International TV Directory

## PERU—(Continued)

- CUZCO**—Televisora sur Peruana S.A. (Commercial). See main station in Arequipa. Ch. 4.
- HUACHO**—Televisora America (Commercial). See main station in Lima. Ch. 6.
- HUACHO**—Televisora El Sol (Commercial). See main station in Lima. Ch. 7.
- ICA**—Televisora El Sol (Commercial). See main station in Lima. Ch. 11.
- IQUITOS**—Televisora Victoria (Commercial). See main station in Lima. Ch. 6.
- LIMA**—OAD-TV. Ministry of Education (Govt., educational-cultural, non-commercial), Ministerio de Educacion Publica. Direccion de Cultura, Lima. Tel. 75737. Ch. 7. Transmitter 100 watts, ERP 150 watts. Started Jan. 1958. Personnel: R. Garrido M., director general; A. E. Mousalve, dir. of engineering.
- LIMA**—OAX4U-TV. Televisora America (Commercial), Montero Rosas, Lima. Tel. 38305. Ch. 4. Transmitter 3 kw, ERP 6 kw. Started Dec. 1958. Personnel: N. Gonzalez, gen. mgr.; D. Capella, tech. director.
- LIMA**—OBX4X-TV. Televisora El Sol (Commercial), Av. Uruguay 355, Lima. Tel. 35945. Ch. 9. Transmitter 10 kw. Started July 1959. Personnel: A. Pereyra, director general; N. Gonzalez V., gen. mgr.
- LIMA**—OAY4A-TV. Panamericana Television S.A. (Commercial), Ave. Arequipa 1110, Lima. Tel. 34240. Ch. 5. Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities.  
Personnel: Genaro Delgado, gen. mgr.; Gustavo Reusens, tech. director; Hector Delgado, sales mgr.; Alberto Terry, program mgr.; Hugo Fernandez, production mgr.
- LIMA**—OAX4X-TV. Teledos S.A. (Commercial), Av. Tacna 225, Lima. Tel. 81694. Ch. 2. Transmitter 10 kw. Alexander Prada, gen. mgr. & film buyer; Erich Fromcke, chief engineer. Rates (Jan. 1967): Spot 60 sec., 650; 10 sec., 190 (Soles).
- LIMA**—Televisora BEGO (Commercial), Av. Manco Capac 333, LaVictoria, Lima. Ch. 11. Started 1966. A. Belmont, gen. mgr.
- LIMA**—Panamericana Teleducacion Asociacion de Fomento Cultural (Educational), Ave. Arequipa 1110, Lima. Ch. 13. Transmitter, 5 kw, ERP 10.5 kw. Studios, Universidad de Lima. Tel 34240.
- PIURA**—Ch. 7. Panamericana Television S.A. (Commercial). See main station in Lima.
- TRUJILLO**—Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 7.

### Planned:

- TACNA**—Ch. 2. Televisora sur Peruana S.A. Ch. 2.

## Philippines

(525-line standards)  
Sets in use: 190,000

- Bolinao Electronics Corp. (Commercial), CBN Bldg., Intramuros, Manila. Tel. Manila 8-46-84. Cable: BOLINAO. E. Lopez, exec. v.p.
- Chronicle Broadcasting Network (Commercial), The Manila Chronicle, CBN Bldg., Aduana St., Intramuros, Manila. P.O. Box 1593. Tel. 3-00-61. E. Lopez Jr., pres. & gen. mgr.
- Inter-Island Broadcasting Corp. (Commercial), Philippine Herald Bldg., 61 Muralla, Intramuros, Manila.
- Metropolitan Broadcasting Co. (Commercial), 964 Taft Ave., Manila.
- The Manila Times, Florentine Torres St., Manila.
- Radio Philippines Network Inc. (Commercial), 1195 Florida St., Ermita, Manila.
- Republic Broadcasting System (Commercial), c/o Loreto F. De Hemedes, RBS Building, Diliman, Quezon City. Tel. 70-02-21. Personnel: Robert L. Stewart, gen. mgr.; M. Samia, tech. director.
- BACOLOD CITY**—DYXL-TV, Chronicle Broadcasting Network. Ch. 4 (V-67.25, A-71.75). ERP 2 kw. Started Nov. 1962. Hours of operation: 00:00-16:00 GMT.
- BAGUIO CITY**—DZBS-TV, Radio Philippines Network Inc. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts. Started Dec. 1962. Hours of operation: 09:00-13:00 GMT.
- CEBU CITY**—DYSS-TV, Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 100 watts. Hours of operation: 09:00-15:30 GMT.
- CEBU CITY**—DYCB-TV, Bolinao Electronics Corp. Ch. 3 (V-61.25, A-65.75). Transmitter 2 kw, ERP 5 kw. Hours of operation: 04:00-16:00 GMT.
- CEBU CITY**—DYTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 2.24 kw. Started May 1965. Hours of operation: 08:00-14:00 GMT.
- DAGUPAN CITY**—DZRI-TV, Bolinao Electronics Corp. Ch. 6 (V-83.25, A-87.75). 1-watt translator carrying DZAQ-TV Manila. Started June 1964. Hours of operation: 12:00-15:00 GMT.
- DAVAO CITY**—DXTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 500 watts. Hours of operation: 07:00-15:00 GMT.
- MANILA**—DZAQ-TV, Bolinao Electronics Corp. Ch. 3 (V-61.25, A-65.75). Transmitter 10 kw. Started Oct. 1953. Hours of operation: 23:00-16:00 GMT. Color: Live & film, NTSC.

- MANILA**—DZBB-TV, Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw. Started Oct. 1959. Hours of operation: 23:00-16:00 GMT.
- MANILA**—DZRH-TV, Metropolitan Broadcasting Co. Ch. 11 (V-199.25, A-203.75). Transmitter 5 kw. Started Nov. 1962. Hours of operation: 08:00-15:00 GMT.
- MANILA**—DZTM-TV, The Manila Times. Ch. 5 (V-77.25, A-81.75). Transmitter 10 kw. Started July 1962. Hours of operation: 04:00-16:00 GMT.
- MANILA**—DZTV, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 6 kw. Started Jan. 1960. Hours of operation: 07:00-14:30 GMT.
- MANILA**—DZXL-TV, Bolinao Electronics Corp. Ch. 9 (V-187.25, A-191.75). Transmitter 5 kw. Started July 1958. Hours of operation: 01:00-16:00 GMT.
- MANILA**—DZFU-TV, Feati University, Helios St., Sta. Cruz, Manila. (Educational) Ch. 14 (V-471.25, A-475.75). Transmitter 400 watts. Hours of operation: 02:00-15:00 GMT.

Note: See also U.S. Armed Forces stations.

## Poland

(OIRT 625-line standards)  
Sets in use: 2,710,000

- Polskie Radio i Telewizja (Govt., non-commercial), Plac Powstancow 7, Warsaw 1, Poland. Tel. 26-30-93, 27-10-48.  
Personnel: W. Sokorski, president; Stanislaw Stefanski, director general; Stanislaw Stampf, program manager; Witalis Janowski, film buyer; Leon Adamczyk, production manager; Ryszard Dzwonik, chief engineer; Tadeusz Kedzierski, head of foreign relations.
- BIALYSTOK**—Ch. R-8. ERP 100 kw. Started 1963.
- BYDGOSZCZ**—Ch. R-1. ERP 100 kw. Started Dec. 1962.
- GDANSK**—Ch. R-10. ERP 100 kw. Started 1963.
- GIZYCKO**—Ch. R-9. Started 1964.
- KATOWICE**—Ch. R-8. ERP 265 kw. Started 1958.
- KIELCE**—Ch. R-3. ERP 200 kw. Started 1965.
- KOSZALIN**—Ch. R-8. ERP 100 kw. Started 1965.
- KRAKOW**—Ch. R-10. ERP 100 kw. Started 1959, increased power 1963.
- LODZ**—Ch. R-7. ERP 2.5 kw. Started 1956.
- LUBLIN**—Ch. R-9. ERP 100 kw. Started 1962.
- OLSZTYN**—Ch. R-6. ERP 10 kw. Started July 1960.
- OPOLE**—Ch. R-10. Started 1966.
- POZNAN**—Ch. R-9. ERP 100 kw. Started 1957, increased power 1963.
- RZESZOW**—Ch. R-12. ERP 100 kw. Started 1963.
- SZCZECIN**—Ch. R-12. ERP 100 kw. Started 1960, increased power 1964.
- WARSAWA**—Ch. R-2. ERP 100 kw. Started July 1954, increased power 1964.
- WROCLAW**—Ch. R-12, ERP 170 kw. Started 1958.
- ZGORZELEC**—Ch. R-11. Started 1961.
- ZIELONA GORA**—Ch. R-3. ERP 200 kw. Started 1963.

### REPEATERS

- CZARNKOW**—Ch. R-11. Started 1964.
- DUSZNIKI**—Ch. R-10. Started 1964.
- DZIALOSZYN**—Ch. R-3. Started 1965.
- GDANSK**—Ch. R-3. Started 1965.
- GDYNIA**—Ch. R-3. Started 1965.
- GLUSZYCA**—Ch. R-1. Started 1964.
- JELENIA GORA**—Ch. R-10. Started 1960.
- KALISZ**—Ch. R-2. Started 1961.
- KAMIENNA GORA**—Ch. R-3. Started 1962.
- KLODZKO**—Ch. R-8. Started 1962.
- KOLO**—Ch. R-12. Started 1966.
- KONIN**—Ch. R-5. Started 1962.
- KOWARY**—Ch. R-9. Started 1966.
- KRYNICA**—Ch. R-10. Started 1966.
- KUDOWA**—Ch. R-7. Started 1965.
- KUDOWA-GORA PARKOWA**—Ch. R-7. Started 1965.
- KUDOWA-KULIN**—Ch. R-3. Started 1965.
- LESNA**—Ch. R-6. Started 1962.
- LIDZBARK WARMINSKI**—Ch. R-2. Started 1967.
- LUBAN SLASKI**—Ch. R-9. Started 1962.
- LUBON WIELKI**—Ch. R-7. Started 1963.
- LUBAWA**—Ch. R-9. Started 1965.
- MIEDZYZDROJE**—Ch. R-10. Started 1966.
- MIROSZOW**—Ch. R-7. Started 1967.
- MLAWA**—Ch. R-3. Started 1967.
- MRAGOWO**—Ch. R-6. Started 1966.
- NOWA RUDA**—Ch. R-7. Started 1962.
- NOWE MIASTO LUBAWSKIE**—Ch. R-12. Started 1965.

NOWY SACZ—Ch. R-6. Started 1961.  
 PILA—Ch. R-7. Started 1966.  
 PIWNICZNA—Ch. R-1. Started 1965.  
 PLOCK—Ch. R-3. Started 1965.  
 PRZEMYSL—Ch. R-7. Started 1963.  
 RZEPEDI—Ch. R-7. Started 1965.  
 SZCZYTNA SLASKA—Ch. R-9. Started 1967.  
 SWIERADOW ZDROJ—Ch. R-9. Started 1962.  
 SZCZAWNICA—Ch. R-3. Started 1965.  
 TOMASZOW MAZOWIECKI—Ch. R-11. Started 1963.  
 TUREK—Ch. R-11. Started 1966.  
 USTRZYKI DOLNE—Ch. R-3. Started 1967.  
 WALBRZYCH—Ch. R-9. Started 1964.  
 WISLA—Ch. R-3. Started 1964.  
 WLOCLAWEK—Ch. R-8. Started 1959.  
 WOJCIESZOW—Ch. R-7. Started 1964.  
 ZAKOPANE—Ch. R-12. Started 1960.  
 ZYWIEC—Ch. R-12. Started 1963.

## Portugal

(CCIR 625-line standards)  
 Sets in use: 277,000

Radiotelevisao Portuguesa, S.A.R.L. (Commercial concessionaire), Rua de S. Domingos (a Lapa), 26, Lisbon, 3. Tel. 66-61-34. Studios and Operations: Alameda das Linhas de Torres, 44. Tel. 79-05-12. General Management, Direction of Programs, External Relations Division: Alameda das Linhas de Torres, 95, Lisbon, 5. Tel. 79-21-86.

Hours of operation: (Summer) Weekdays, 19:30-24:00, Sun., 12:30-13:00 and 18:30-24:00; Oct. to end of June, weekdays 15:00-2:40, Sun., 12:15-13:30 and 15:00-24:00.

Personnel: Dr. Joao Neves Duque, chairman of the board; Eduardo Matos Correia, assistant general manager for programs; Francisco Xavier A. Conceicao, assistant general manager of administration; Carlos Miguel de Araujo, director of programs; Jose Manuel de Alenquer, director of operations; Francisco Bordalo Machado, technical director; Antonio Neves de Bivar, head external relations dept.; Pedro Geraldes Cardoso, head of legal dept.

Rates (Oct. 1966): Sociedade Movierecord Portuguesa, S.A.R.L., 17 Av. Fontes Pereira de Melo, Lisbon, holds exclusive contract for commercial TV advertising. Spot 60 sec., 13,450; 15 sec., 4,400; 6 sec., 2,350 (Escudo).

LISBON (Serra do Monsanto)—RTP, Ch. E-7 (V-189.25, A-194.75) Transmitter 10 kw, ERP 100 kw. TV tape recording & playback facilities. Started experimentally Aug. 1956; regular operation started Nov. 23, 1957.

COIMBRA (Serra da Lousa)—RTP, Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 23, 1957.

MENDRO (Beja)—RTP, Ch. E-5 (V-175.25, A-180.75). ERP 20 kw. Started Dec. 1, 1965.

MONTEJUNTO—RTP, Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 1 kw. Started March 10, 1958.

MURO—RTP, Ch. E-2 (V-48.25, A-53.75). ERP 40 kw. Started Dec. 11, 1966.

OPORTO (Monte da Virgem)—RTP, Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Dec. 31, 1957.

### REPEATER STATIONS

AROUCA—RTP, Ch. E-11. ERP 10 watts. Started July 1964.

BORNES—RTP, Ch. E-7. ERP 1.5 kw. Started Aug. 1960.

GUARDUNHA—RTP, Ch. E-8. ERP 1 kw. Started Dec. 14, 1966.

MANTEIGAS—RTP, Ch. E-11. ERP 10 watts. Started Sept. 1963.

MARAO—RTP, Ch. E-6. Transmitter 85 watts, ERP 1.5 kw. Started May 1962.

MAROFA—RTP, Ch. E-5. ERP 5 kw, directional. Started July 1960.

MERTOLA—RTP, Ch. E-9. ERP 1 watt. Started April 16, 1966.

MINHEU—RTP, Ch. E-8. ERP 1 kw. Started Oct. 27, 1966.

MIRA D'AIRE—RTP, Ch. E-8. ERP 5 watts. Started 1965.

MONCHIQUE—RTP, Ch. E-8. ERP 15 kw, directional. Started April 1958.

NOGUEIRA—RTP, Ch. E-11. ERP 800 watts directional. Started Dec. 1962.

ODEMIRA—RTP, Ch. E-10. ERP 1 watt, directional. Started Jan. 1964.

S. DOMINGOS—RTP, Ch. E-11. ERP 15 watts. Started 1965.

S. MAMEDE—RTP, Ch. E-10. ERP 5 kw, directional. Started Nov. 1965.

S. PEDRO SUL—RTP, Ch. E-10. ERP 40 watts, directional. Started Sept. 1965.

SANTIAGO DO CACEM—RTP, Ch. E-11, ERP 2 kw. Started Dec. 24, 1966.

# International TV Directory

## Reunion

(System K 625-line standards)  
 Sets in use: 4,500

ST. DENIS DE LA REUNION—Office de Radiodiffusion Television Francaise (ORTF), Box 309, St. Denis de la Reunion. Tel. 8-68. (Govt., non-commercial). Bernard Guyot, chief of service. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Dec. 1964. Low-powered repeaters at Le Port, Ch. 4; St. Suzanne, Ch. 5; Piton Textor, Ch. 9; St. Pierre, Ch. 7.

## Rhodesia

(CCIR 625-line standards)  
 Sets in use: 45,000

Rhodesia Broadcasting Corp. (Statutory Board) owns and operates all transmitters. RTV—Rhodesia Television Ltd. (Commercial), P.O. Box HG 200, Highlands, Salisbury. Tel. 46591. P.O. Box 777, Bulwayo. Tel. 64222. RTV is program contactor in charge of daily programming. Only spot announcements are used.

Personnel: J. M. Helliwell, chairman; W. R. Whaley, vice chairman; John Terry, managing director; C. Jaffe, head of production; P. L. E. Bennett, head of engineering. Note: RBC has majority shareholding in RTV.

SALISBURY—RTV, Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Nov. 15, 1960. Rates: Spot 60 sec., 35; 15 sec., 13 (Pounds). Weekdays: 60 sec., 33; 15 sec., 12 (Pounds).

BULAWAYO—RTV, Ch. E-3. Transmitter 1 kw, ERP 3.5 kw. Started June 1961. Rates: Spot 60 sec., 18.10.0; 15 sec., 7 (Pounds). Weekdays: 60 sec., 17.10.0; 15 sec., 6.10.0 (Pounds).

## Rumania

(OIRT 625-line standards)  
 Sets in use: 570,000

Televiziunea Romina (Govt., limited commercial), Str. Moliere 2, Bucuresti, Rumania. Tel. 13 46 10. D. Natu, chief of foreign relations dept.

### MAIN TRANSMITTERS

BACAU—Ch. R-1. Transmitter 600 watts, ERP 3 kw.

BUURESTI—Ch. R-2. Transmitter 20 kw, ERP 100 kw. Started 1957.

CLUJ—Ch. R-11. Transmitter 4 kw, ERP 15 kw.

DOBROGEA—Ch. R-10. Transmitter 4 kw, ERP 50 kw.

HUNEDOARA—Ch. R-12. Transmitter 4 kw, ERP 40 kw.

IASI—Ch. R-9. Transmitter 4 kw, ERP 15 kw.

MUGES—Ch. R-5. ERP 15 kw.

ORADEA—Ch. R-3. Transmitter 20 kw, ERP 120 kw.

TIMISOARA—Ch. R-9. Transmitter 4 kw, ERP 50 kw.

### REPEATERS

BAIA MARE—Ch. R-7. Transmitter 20 watts.

BIRLAD—Ch. R-8. Transmitter 10 watts.

BRASOV—Ch. R-3. Transmitter 80 watts.

CRAIOVA—Ch. R-8. Transmitter 40 watts.

DRAGASANI—Ch. R-5. Transmitter 20 watts.

PITESTI—Ch. R-4. Transmitter 25 watts.

RESITA—Ch. R-4. Transmitter 20 watts.

RIMNICUL VILCEA—Ch. R-4. Transmitter 20 watts.

SIBIU—Ch. R-6. Transmitter 20 watts.

VICTORIA—Ch. R-7. Transmitter 20 watts.

## St. Pierre & Miquelon

(System K 625-line standards)

SAINT PIERRE—Office de Radiodiffusion Television Francaise (ORTF), St. Pierre. Tel. 051. Ch. 4. Transmitter 50 watts. Started April 1967. Fernand Le Rec, chief of service.

## Samoa (American)

(525-line standards)  
 Sets in use: 1,000

PAGO PAGO—KVZK-2 (Ch. 2), KVZK-4 (Ch. 4), KVZK-5 (Ch. 5), KVZK-8 (Ch. 8), KVZK-10 (Ch. 10), KVZK-12 (Ch. 12). Dept. of Education, Govt. of American Samoa, Pago Pago (Govt., non-commercial). Six-channel educational TV system. ERP 40 kw, Ch. 2, Ch. 4 & Ch. 5. ERP 100 kw, Ch. 8, Ch. 10 & Ch. 12. TV tape recording facilities. Started Sept. 1964. American agents: National Association of Educational Broadcasters, 1346 Connecticut Ave. N.W., Washington, D.C. 20036. Vernon Bronson, director of project, station & program representative; Roy Cobb, director of education; Dennis Falk, production supervisor; F. L. Morris, chief engineer.

Hours of operation: Mon.-Fri., 7:30 a.m.-10:30 p.m.; 6:30-10 p.m., Sat.

Low-powered repeaters: Six channels, 10 watts, on Island of Ofu.

(Continued on next page)



# International TV Directory

## Saudi Arabia

(525-line standards & CCIR 625-line standards)  
Sets in use: 40,000

**DHAHRAN**—HZ-22-TV. Aramco TV (non-commercial), Arabian American Oil Co., P.O. Box 1359, Dhahran, Saudi Arabia. Ch. 2 (V-55.25, A-59.75). Transmitter 6 kw, ERP 12 kw. TV tape recording facilities. Started Sept. 1957. Personnel: Saleh Al-Mozaini, producer; Sami M. Kubelsy, asst. producer; L. R. Wilson, chief engineer.

**HOFUF**—Ch. 13 (V-211.25, A-215.75). Repeats Ch. 2, Dhahran. Transmitter 500 watts, directional antenna. Started Sept. 1963

**JEDDAH**—Ministry of Information (Govt.), Airport Road, Jeddah. Ch. E-10. ERP 10 kw.

**RIYADH**—Ministry of Information. Ch. E-5. ERP 10 kw.

Planned: Stations at Medina and Buraydh (Govt.).

## Senegal

(CCIR 625-line standards)  
Sets in use: 100

**DAKAR**—Board de la Republique (Govt., non-commercial), B.P. 2375, Dakar, Senegal. Tel. 321-62. Ch. 7 (V-199.25, A-205.75). ERP 50 watts. Started Feb. 1965. Experimental station for adult education. TV tape recorder facilities.

## Sierra Leone

(CCIR 625-line standards)  
Sets in use: 2,000

**FREETOWN (Aberdeen Hill)**—SLTV, Sierra Leone Television (Commercial), Private Mail Bag, Freetown, Sierra Leone. Tel. 3997. Station is govt.-owned, operated by consortium consisting of Thomson TV (International) Ltd., Television International Enterprises Ltd. & NBC. Ch. E-2 (V-48.25, A-53.75). Transmitter 100 watts, ERP 400 watts. Started April 1963. Personnel: A. H. Khanu, acting general manager & chief engineer; M. G. Hastings Spain, sales manager; C. A. Thomas, film librarian; B. A. Davies, acting production manager; M. E. Renner-Lewis, administrative assistant; A. C. Thomas, accountant.  
Rates: Spot 60 sec., 20.00; 7 sec., 4.95 (Leones).

## Singapore

(CCIR 625-line standards)  
Sets in use: 94,000

**SINGAPORE**—Television Singapura (Govt., commercial), Broadcasting Department, Ministry of Culture, P.O. Box 1902, Singapore. Tel. 50401. Ch. E-5 (Singapore I) and Ch. E-8 (Singapore II). Transmitters 5 kw, ERP 80 kw. Started 1963. TV tape recording facilities. Programs are transmitted in 4 languages—English (35%), Chinese (Mandarin, Cantonese, Teochew & Hokkien, 35%), Malay (20%) and Tamil (10%), neither channel having the same program or the same language at the same time. Programs are normally subtitled in yet another language.

Personnel: P. S. Raman, director; George Ang, deputy director; Lee Hoong Fong, commercial manager; C. V. Dorai, assistant director, programs; B.I.L. da Cunha, assistant director, engineering; S. T. Keong, controller, news; V.C. Palmer, controller, radio; Wong-lee Siok Tin, controller, central productions; Tan Siew Loon, controller, services; James Sebastian, film organizer.  
Hours of operation: Ch. 5, Mon.-Fri., approximately 6:30-11:30; Sat. & Sun., 1-11:30 p.m. Ch. 8, daily, 7-10:15 p.m.

Rates: Spot 20 sec., 192.50 (Chinese), 167.50 (English), 72.50 (Malay & Indian), 432.50 (Network); 60 sec., 432.50 (Chinese), 312.00 (English), 167.00 (Malay & Indian), 911.50 (Network), (Malayan Dollars).

## Federation of South Arabia

(See Aden)

## Spain

(CCIR 625-line standards)  
Sets in use: 2,350,000

Television Espanola (Govt., commercial), Direction General de Radiodifusion y Television, Ministerio de Informacion y Turismo, Centro de Produccion de Programas de Prado del Rey, Madrid. Tel. 2-38-20-40. Telex 07694.

Hours of operation: First program, weekdays 13:45-17:20 and 19:10-00:30; Sat., 13:45-01:20; Sun., 10:00-00:30. Second program, 20:30-24:00.

Personnel: Jesus Aparicio Bernal-Sanchez, director general of radio & television; Luis Ezcurra Carrillo, deputy director general of television & director of Television Espanola; Adolfo Suarez Gonzalez, director, First program; Salvador Pons Munoz, director, Second program; Eduardo Gavilan Estelat, technical director; Eduardo de Toledo del Castillo, financial director; Jose de las Casas Acevedo, news service director.

Rates: 15 sec. (film) 15,000-100,000 (Pesetas).

Production centers: Prado del Rey, Madrid; Miramar, Barcelona; Las Palmas, Canary Islands.

### FIRST PROGRAM

**ALICANTE (Aitana)**—Ch. E-3. Transmitter 10 kw, ERP 60 kw. Started July 1962.

**ASTURIAS (Sierra de Aramo)**—Ch. E-3. Transmitter 10 kw, ERP 60 kw. Started Feb. 1964.

**BARCELONA (Tibidabo)**—Ch. E-4. Transmitter 25 kw, ERP 150 kw. TV tape recording facilities. Started Feb. 1959.

**BILBAO (Sollube)**—Ch. E-4. Transmitter 10 kw, ERP 60 kw. Started Aug. 1960.

**BURGOS (Villadiego)**—Ch. E-8. Transmitter 500 watts, ERP 13 kw. Started July 1967.

**CANARY ISLANDS**—See Tenerife.

**GRANADA (Sierra de Lujar)**—Ch. E-7. Transmitter 20 kw, ERP 150 kw. Started June 1964.

**LERIDA (Alpicat)**—Ch. E-5. Transmitter 500 watts, ERP 3 kw. Started Nov. 1963.

**MADRID**—Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. Started Nov. 1957.

**MADRID (Navacerrada)**—Ch. E-2. Transmitter 50 kw, ERP 500 kw. Started Oct. 1959.

**MALLORCA (Alfabia)**—Ch. E-6. Transmitter 500 watts, ERP 3 kw. Started May 1964.

**SANTIAGO DE COMPOSTELA (Monte Pedroso)**—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Sept. 1961.

**SEVILLA (Guadalcanal)**—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Oct. 1961.

**TENERIFE (Izana)**—Ch. E-3. Transmitter 25 kw, ERP 300 kw. Started Feb. 1964.

**VALENCIA (Torrente)**—Ch. E-5. Transmitter 500 watts, ERP 10 kw. Started July 1966.

**ZARAGOZA (La Muela)**—Ch. E-3. Transmitter 10 kw, ERP 35 kw. Started Feb. 1959.

Low-powered repeaters: 421 in operation.

### SECOND PROGRAM

**ALICANTE (Aitana)**—Ch. E-32. Transmitter 10 kw, ERP 100 kw. Started July 1967.

**BARCELONA (Tibidabo)**—Ch. E-31. Transmitter 20 kw, ERP 300 kw. Started Sept. 1965.

**BILBAO (Archanda)**—Ch. E-22. Transmitter 10 kw, ERP 60 kw. Started July 1966.

**MADRID**—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started Jan. 1965.

**MADRID (Navacerrada)**—Ch. E-24. Transmitter 50 kw, ERP 1500 kw. Started Oct. 1965.

**SAN SEBASTIAN (Jaizquibel)**—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1966.

**SEVILLA (Valencina)**—Ch. E-52. Transmitter 10 kw, ERP 100 kw. Started July 1967.

**VALENCIA (Torrente)**—Ch. E-22. Transmitter 10 kw, ERP 60 kw. Started July 1966.

**ZARAGOZA (La Muela)**—Ch. E-33. Transmitter 10 kw, ERP 250 kw. Started Oct. 1965.

Low-powered repeaters: 4 in operation.

## Sudan

(CCIR 625-line standards)  
Sets in use: 10,000

**OMDURMAN**—Sudan Television Service (Govt., commercial), Omdurman, Sudan. Tel. 53279. Ch. E-5 (V-178.25, A-180.75). ERP 600 watts. Started Nov. 1963. Personnel: Ali M. Shummo, controller.

Planned: 3 low-powered repeaters to cover WAD MEDANI area, new station at ATBARAH or PORT SUDAN.

## Sweden

(CCIR 625-line standards)  
Sets in use: 2,260,000

Swedish Board of Telecommunications (Govt.), Box 16065, Stockholm, 16. Tel. 081236040. Programming is provided by Sveriges Radio AB. Box 955, Stockholm 1 (Semi-Govt., non-commercial), although the Govt. controls broadcasting hours, development rates, etc. The Swedish Broadcasting Corp. has major program production units for television & radio in Stockholm and 11 regional staffs. Hours of operation: 6 p.m.-10:30 p.m. The hours do not apply to 15 additional hours per week of school television, Eurovision, Nordvision and afternoon repeat broadcasts. TV tape recording facilities in Stockholm with mobile units available for use in other parts of the country. Weekly experimental telecasts in color. Incoming Eurovision programs in color, rebroadcast in color. PAL system.

Ownership: Shares of Sveriges Radio AB are allotted in fixed proportions between the press (1/5), major national organizations and associations (3/5), commercial and industrial interests, primarily the radio industry (1/5). Personnel: Governor Per Eckerberg, chairman; Olof Rydbeck, director general; Johan von Utfall, director of engineering; Lennart Ohrstrom, director of finance; Nils Ragna, staff administration; Nils-Olof Franzen, program director for sound; Nils Erik Baehrendtz, TV program director; Olof Wahlund, deputy director for TV; Philip von Krusenstierna, head of information.

Represented in U.S. by Claes Dahlgren, 1290 Ave. of the Americas, New York, N.Y. (10019). Tel. Circle 7-6565.

**AMMARNAS**—Ch. E-7. ERP 0.15 kw. Started June 1967.

**ANGE**—Ch. E-8. ERP 15 kw. Started Aug. 1960.

**ARE**—Ch. E-10. ERP 0.15 kw. Started April 1961.

**ARJEPLOG**—Ch. E-9<sup>1</sup>. ERP 0.15 kw. Started June 1964.

**ARVIDSJAUR**—Ch. E-5. ERP 60 kw. Started Dec. 1961.

**BACKEFORS**—Ch. E-8. ERP 60 kw. Started Oct. 1960.

**BISPFORS**—Ch. E-2. ERP 0.15 kw. Started Aug. 1967.

**BJORKLIDEN**—Ch. E-9<sup>1</sup>. ERP 0.15 kw. Started Feb. 1964.

**BODEN**—Ch. E-4. ERP 60 kw. Started Nov. 1961.



BOLLNAS—Ch. E-6. ERP 60 kw. Started May 1959.  
 BORAS—Ch. E-6. ERP 3 kw. Started Oct. 1959.  
 BORLANGE—Ch. E-10. ERP 60 kw. Started March 1959.  
 BREDBYN—Ch. E-8. ERP 0.15 kw. Started June 1967.  
 EMMABODA—Ch. E-8. ERP 60 kw. Started Aug. 1959.  
 ENAFORS—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 FINNVEDEN—Ch. E-4<sup>1</sup>. ERP 3 kw. Started March 1967.  
 FREDRIKSBERG—Ch. E-5. ERP 0.15 kw. Started May 1965.  
 FUNASDALEN—Ch. E-10. ERP 0.15 kw. Started Dec. 1964.  
 GADDEDE—Ch. E-6. ERP 0.15 kw. Started Dec. 1961.  
 GALLIVARE—Ch. E-9. ERP 60 kw. Started Dec. 1961.  
 GAVLE—Ch. E-9. ERP 60 kw. Started Dec. 1958.  
 GOTEBOG—Ch. E-9. ERP 60 kw. Started May 1958.  
 GREBBESTAD—Ch. E-6<sup>1</sup>. ERP 0.15 kw. Started Dec. 1961.  
 HALMSTAD—Ch. E-7. ERP 60 kw. Started Nov. 1958.  
 HALSINGBORG—Ch. E-9. ERP 1 kw. Started Nov. 1958.  
 HAPARANDA—Ch. E-8. ERP 60 kw. Started June 1962.  
 HARNOSAND—Ch. E-9. ERP 0.15 kw. Started Nov. 1959.  
 HEMAVAN—Ch. E-8. ERP 0.15 kw. Started April 1966.  
 HOLJES—Ch. E-4. ERP 0.15 kw. Started Dec. 1963.  
 HORBY—Ch. E-2. ERP 100 kw. Started Oct. 1959.  
 HORBY—Ch. E-43. ERP 500 kw. Started Dec. 1965.  
 HUDIKSVALL—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1959.  
 HULTSFRED—Ch. E-9. ERP 0.15 kw. Started Dec. 1959.  
 IDRE—Ch. E-10. ERP 0.15 kw. Started Dec. 1962.  
 JOESTROM—Ch. E-4. ERP 0.15 kw. Started Oct. 1967.  
 JONKOPING—Ch. E-8. ERP 0.15 kw. Started July 1959.  
 KALARNE—Ch. E-9<sup>1</sup>. ERP 0.15 kw. Started June 1964.  
 KARESUANDO—Ch. E-10. ERP 0.15 kw. Started Feb. 1963.  
 KARLSHAMN—Ch. E-11. ERP 10 kw. Started Jan. 1964.  
 KARLSHAMN—Ch. E-11. ERP 10 kw. Started Dec. 1966.  
 KARLSKRONA—Ch. E-9<sup>1</sup>. ERP 3 kw. Started Sept. 1959.  
 KARLSTAD—Ch. E-5<sup>1</sup>. ERP 1 kw. Started Dec. 1958.  
 KIRUNA—Ch. E-6. ERP 60 kw. Started Dec. 1961.  
 KISA—Ch. E-11. ERP 30 kw. Started Feb. 1964.  
 KIVIK—Ch. E-6. ERP 0.15 kw. Started June 1967.  
 KOPMANHOLMEN—Ch. E-9. ERP 0.15 kw. Started Dec. 1961.  
 KRAMFORS—Ch. E-10. ERP 0.15 kw. Started Dec. 1963.  
 KUNGSHAMN—Ch. E-5<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 LAISVALL—Ch. E-7<sup>1</sup>. ERP .15 kw. Started Nov. 1962.  
 LIDEN—Ch. E-3. ERP 0.15 kw. Started Jan. 1966.  
 LINKOPING—Ch. E-9. ERP 1 kw. Started Dec. 1958.  
 LJUNGDALEN—Ch. E-11. ERP 0.15 kw. Started June 1967.  
 LOFFSTRAND—Ch. E-4<sup>1</sup>. ERP 0.15 kw. Started Dec. 1961.  
 LYCKSELE—Ch. E-8<sup>1</sup>. ERP 30 kw. Started Aug. 1960.  
 MALMO—Ch. E-10. ERP 1 kw. Started May 1958.  
 MALUNG—Ch. E-5<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 MJALLOM—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 MOLIDEN—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 MORA—Ch. E-8<sup>1</sup>. ERP 10 kw. Started Dec. 1960.  
 MOTALA—Ch. E-7. ERP 3 kw. Started Dec. 1958.  
 MUODOSLOMPOLO—Ch. E-4<sup>1</sup>. ERP 0.15 kw. Started July 1963.  
 NASSJO—Ch. E-10. ERP 60 kw. Started Nov. 1958.  
 NORRKOPING—Ch. E-5. ERP 60 kw. Started May 1958.  
 OREBRO—Ch. E-2. ERP 60 kw. Started April 1960.  
 ORKELLJUNGA—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started Sept. 1967.  
 ORNSKOLDSVIK—Ch. E-6<sup>1</sup>. ERP 3 kw. Started Aug. 1960.  
 OSTERSUND—Ch. E-4. ERP 60 kw. Started April 1960.  
 OSTHAMMAR—Ch. E-11. ERP 30 kw. Started Dec. 1961.  
 OVERKALIX—Ch. E-10. ERP .15 kw. Started Sept. 1965.  
 PAJALA—Ch. E-7. ERP 60 kw. Started Dec. 1961.  
 RAGUNDA—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 RAMSELE—Ch. E-10. ERP 0.15 kw. Started May 1967.  
 SARNA—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 SEITEVARE—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Feb. 1963.  
 SKELLEFTEA—Ch. E-6. ERP 10 kw. Started Aug. 1960.  
 SKOVDE—Ch. E-3. ERP 60 kw. Started Dec. 1958.  
 SOLLEFTEA—Ch. E-7. ERP 60 kw. Started June 1960.  
 SOLLEFTEA-HALLSTA—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1960.  
 STOCKHOLM—Ch. E-4. ERP 60 kw. Started Sept. 1956.  
 STORDALEN—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 STORUMAN—Ch. E-10. ERP 60 kw. Started June 1961.

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STROMSTAD—Ch. E-5. ERP 0.15 kw. Started April 1962.  
 SUNDSVALL—Ch. E-5. ERP 60 kw. Started May 1959.  
 SUNNE—Ch. E-7. ERP 60 kw. Started Aug. 1960.  
 SVANSTEIN—Ch. E-5. ERP 0.15 kw. Started Sept. 1967.  
 SVEG—Ch. E-3. ERP 60 kw. Started Dec. 1960.  
 SVINESUND—Ch. E-2. ERP 0.15 kw. Started May 1964.  
 SVARDSJO—Ch. E-4. ERP 0.15 kw. Started Jan. 1966.  
 SYSSLEBACK—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1961.  
 TARNABY—Ch. E-6. ERP 0.15 kw. Started Dec. 1962.  
 TASJO—Ch. E-9. ERP 60 kw. Started June 1961.  
 TOCKFORS—Ch. E-10. ERP 0.15 kw. Started Oct. 1967.  
 TORNETRASK—Ch. E-4<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 TORPSHAMMAR—Ch. E-9. ERP 0.15 kw. Started Dec. 1963.  
 TRANAS—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started April 1961.  
 TRANSTRAND—Ch. E-6<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 TROLLHATTAN—Ch. E-7. ERP 1 kw. Started May 1960.  
 UDDEVALLA—Ch. E-2<sup>1</sup>. ERP 5 kw. Started Dec. 1959.  
 UPPSALA—Ch. E-6. ERP 3 kw. Started May 1960.  
 VADDO—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started Oct. 1967.  
 VALDEMARSVIK—Ch. E-8. ERP 0.15 kw. Started Oct. 1967.  
 VANNAS—Ch. E-2. ERP 60 kw. Started Aug. 1960.  
 VARBERG—Ch. E-10<sup>1</sup>. ERP 1 kw. Started Nov. 1959.  
 VASSIJAURE—Ch. E-3. ERP 0.15 kw. Started Feb. 1964.  
 VASTERAS—Ch. E-8. ERP 10 kw. Started July 1959.  
 VASTERVIK—Ch. E-6. ERP 25 kw. Started Dec. 1959.  
 VIRSERUM—Ch. E-7. ERP 0.15 kw. Started July 1965.  
 VISBY—Ch. E-9. ERP 25 kw. Started Dec. 1959.  
 VISLANDA—Ch. E-5<sup>1</sup>. ERP 5 kw. Started April 1962.  
 Low-powered repeaters (less than 100 watts ERP): 37 in operation, 75 planned.

<sup>1</sup> Vertical polarization.

### Switzerland

(CCIR 625-line standards)

Sets in use: 850,000

Swiss Broadcasting Corp. (Govt., commercial), Giacomettistrasse 1, 3000 Berne, Switzerland. Studios at Zurich, Geneva & Lugano produce programs in German, French & Italian. Under terms of the Govt. license SBC directs program services (radio & television) and PTT is responsible for technical operations.

Personnel: Marcel Bezencon, director general; Edouard Haas, director, Swiss television; Frank R. Tappolet, head, TV coordination.

Program service, German language, Studio Bellerive, Kreuzstrasse 26, 8022 Zurich. Tel. (051) 34 80 30 and (051) 47 68 00. Dr. Guido Frei, regional TV director. Program service, French language, Studio de television, 66, Boulevard Carl-Vogt, 1200 Geneva. Tel. (022) 24 72 50 and (022) 35 90 60. Rene Schenker, regional TV director. Program service, Italian language, Studio-TV, 6903 Lugano-Besso. Tel. (091) 3 20 21. Franco Marazzi, regional TV director.

Hours of operation: 19:00-22:30, average weekdays; 16:00-22:35, average Sun. Rates (Jan. 1, 1967): Spot 60 sec., 7000; 20 sec., 3150 (Swiss franc).

Color test programs began April 1967, PAL system.

BASLE (St. Crischona)—Ch. E-11. ERP 50 kw, directional. German language. Started April 1954.  
 BERNE (Bantiger)—Ch. E-2. ERP 100 kw. German language. Started Dec. 1954.  
 BERNE (Bantiger)—Ch. E-10. ERP 100 kw, directional. French language. Started Jan. 1962.  
 BOENIGEN—Ch. E-5. ERP 120 watts, directional. German language. Started Jan. 1964.  
 CELERINA—Ch. E-9. ERP 6 kw. German language. Started Dec. 1965.  
 CHAMOSSAIRE—Ch. E-12. ERP 160 watts. French language. Started Dec. 1965.  
 GEBIDEM—Ch. E-11. ERP 400 watts. French language. Started Dec. 1964.  
 GENEVA (La Dole)—Ch. E-4. ERP 144 kw, directional. French language. Started Feb. 1955.  
 HAUTE NENDAZ—Ch. E-7. ERP 3 kw. French language. Started Nov. 1966.  
 LA CHAUX-DE-FONDS (Jura)—Ch. E-9. ERP 4.5 kw, directional. French language. Started Jan. 1961.  
 LES ORDONS—Ch. E-7. ERP 6 kw. French language. Started Dec. 1962.  
 LEUK-FESCHEL—Ch. E-8. ERP 120 watts. French language. Started Jan. 1967.

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## SWITZERLAND—(Continued)

- LEUK-FESCHEL**—Ch. E-5. ERP 120 watts. German language. Started July 1967.
- LUCERNE (Rigi)**—Ch. E-6. ERP 30 kw, directional. German language. Started Nov. 1960.
- MONTE CENERI (Ticino)**—Ch. E-5. ERP 4.5 kw, directional. Italian language. Started June 1958.
- MONT PELERIN (Vaud)**—Ch. E-11. ERP 3.5 kw, directional. French language. Started Aug. 1960.
- MONTE SAN SALVATORE**—Ch. E-10. ERP 10 kw. Italian language. Started Nov. 1958.
- NIEDERHORN**—Ch. E-12. ERP 5 kw, directional. German language. Started Sept. 1961.
- PFAENDER (Austria)**—Ch. E-11. ERP 200 watts, directional. German language. Started July 1, 1965.
- RAVOIRE (Valais)**—Ch. E-9. ERP 1.8 kw, directional. French language. Started Aug. 1960.
- RUSCHEIN (Grisons)**—Ch. E-9. ERP 110 watts, directional. Locally-owned repeater. German language. Started Aug. 1960.
- SAENTIS (St. Gall)**—Ch. E-7. ERP 15 kw, directional. German language. Started April 1958.
- SION (Vevey)**—Ch. E-6. ERP 400 watts, directional. French language. Started April 1958.
- VALZEINA**—Ch. E-10. ERP 5 kw, directional. German language. Started Jan. 1962.
- ZURICH (Uetliberg)**—Ch. E-3. ERP 100 kw. German language. Started July 1953.

Low-powered repeaters (less than 100 watts ERP): Swiss PTT Enterprises operates 14 French-language, 18 Italian-language & 26 German-language repeaters; in addition, local authorities or viewer associations operate 1 French-language, 1 Italian-language & 6 German-language repeaters.

## Syria

(CCIR 625-line standards)

Sets in use: 70,000

- Syrian Arab Television—S.A.T.**—(Govt., commercial), Directorate General of Broadcasting & Television, Omayad Square, Damascus. Tel. 12.000, 12.001.
- Personnel: Abdallah Haurani, director general of Radiodiffusion & Television; Khdre Chaare, director of programs, television; Yassine Chukra, director of programs, radio; Faycal Yasser, production of programs, television; Adnan Attar, technical director; Said Baage, chief of publicity services.
- Advertising is contracted through the Arab Advertising Organization, 28 Moutanabi St., P.O. Box 2842, Damascus. Tel. 25219.
- Rates: Spot 60 sec., 160; 10 sec., 50; program to 60 min. (6 min. adv. time), 1,000; 15 min. (2 min. adv. time), 450 (Syrian pound).
- ALEPPO—S.A.T.**, Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 30 kw. Started July 1961. Repeats Damascus Ch. 5.
- DAMASCUS—S.A.T.**, Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 150 kw. TV tape recording facilities. Started July 1960.
- HOMS—S.A.T.**, Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 30 kw. Repeats Damascus Ch. 5. Started Sept. 1961.
- SAROUKHIYAH—S.A.T.**, Ch. E-8 (V-196.25, A-201.75). Transmitter 75 watts, ERP 2.25 kw. Repeats Damascus Ch. 5. Started July 1963.
- SLENFE—S.A.T.**, Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 150 kw. Repeats Damascus Ch. 5. Started Oct. 1965.
- Planned: TAVTUS.

## Tahiti

(See French Polynesia)

## Taiwan (Formosa)

(Republic of China)

(525-line standards)

Sets in use: 100,000

- TAIPEI—BET 21**, Taiwan Television Enterprise Ltd. (Commercial), 990 Chung-Cheng Road, Taipei. Tel. 48685-9. Ch. 7. Transmitter 5 kw, ERP 75 kw (directional). Started Oct. 1962. Hours of operation: 12:30-2:00 & 5:30-11:45 p.m. Mon.-Sat.; 12:00-3:05 & 5:30-11:45 p.m. Sun.
- Personnel: Lim Peck-siu, chairman; Thomas S. Chou, pres.; Mu-yu Kuan, sales mgr.; Yi-mou Ho, program mgr. & film buyer; Edward W. Chang, chief, production section; Richard L. C. Huang, chief engineer.
- TAIPEI—NETV**, Ministry of Education (Govt., educational, non-commercial), 41 Nan-hai Road, Taipei, Taiwan. Tel. 36166. Ch. 11. Transmitter 1 kw, ERP 4 kw. Started Feb. 1962. Personnel: Prof. Chia-chun Liu, managing director; Der-hui Lin, correspondence secretary; Do-shing Wang, program manager; C. C. Yun, chief engineer.
- Hours of operation: 14:00-17:00, daily.
- KAOSIUNG—BET 23**, Taiwan Television Enterprise Ltd. Ch. 7. Transmitter 1 kw, ERP 14 kw (directional). Started Oct. 1965. Repeats programs of BET 21, Taipei.
- YUANLIN—BET 22**, Taiwan Television Enterprise Ltd. Ch. 12. Transmitter 5 kw. Started Oct. 1965. Repeats programs of BET 21, Taipei.
- Planned—8 low-powered repeater stations for NETV Ch. 11.

## Thailand

(525-line standards)

Sets in use: 210,000

- BANGKOK—HST-TV**, Thai TV (Commercial), Thai Television Co. Ltd., Mansion B, Rajdamnern Ave., Bangkok. Tel. 817044. Ch. 4 (V-67.25, A-71.75). Transmitter 10 kw, ERP 29 kw. TV tape recording facilities. Started June 1955.
- Personnel: Gen. K. Punagunta, chairman of board; K. Keapanich, secretary to board; Prasong Hongsanand, managing director; Ch. Rangikul, programming & film director, promotion & sales manager; P. Vasnasong, arts & designs director, producer; R. Sakornpan, production chief; A. Pojanapisute, technical director & chief engineer; M. L. P. Yamasmitt, sales representative.
- Hours of operation: Mon., Wed. & Fri., 10:00-10:30; Tues. & Thurs., 10:00-11:00; Sat. & Sun., 10:00-24:00; daily, 17:00-24:00.
- BANGKOK—HSA-TV**, Army TV (Govt., commercial), Royal Thai Army Signal Corps, Sanam Pao, Phaholyothin Rd., Bangkok. Tel. 70428. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw, ERP 15 kw. Started Jan. 1958.
- CHIANG MAI, Lampang Province—HSLK-TV**, TVT-8 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 8 (V-181.25, A-185.75). Transmitter 2 kw, ERP 10.7 kw. TV tape recording facilities. Started March 1962. Experimental operation. Prasom Buranahetu, resident manager. Hours of operation: Daily, 19:00-23:00.
- HADYAI, Sengkha Province—HSBK-TV**, TVT-9 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts, ERP 21 kw. TV tape recording facilities. Started May 1961. Experimental operation. Thaval Utaccashane, resident manager. Hours of operation: Daily, except Thurs., 19:00-23:00.
- KHONKAEN—HSSK-TV**, TVT-5 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 5 (V-77.25, A-81.75). Transmitter 6 kw, ERP 5.9 kw. TV tape recording facilities. Started Feb. 1962. Experimental operation. Raksak W. Panich, resident manager. Hours of operation: Weekdays, 18:00-23:00; Sat. & Sun., 09:00-12:30.

## Trinidad

(525-line standards)

Sets in use: 32,000

- PORT OF SPAIN—Trinidad & Tobago TV Co. Ltd.** (Commercial), Television House, Maraval Road, Port-of-Spain. Tel. 24141. Ownership: Rediffusion of London, 40%; Greenwood Finance Co., 40%; CBS, 10%; Trinidad govt., 10%. Ch. 2 (V-55.25, A-59.75). Ch. 13 (V-211.25, A-215.75). Transmitters 5 kw, ERP 15 kw max. Started Nov. 1962.
- Personnel: Frederick A. Rawlins, gen. mgr.; Mervyn E. Telfer, sales mgr.; Barry Gordon, program dir.

## Tunisia

(CCIR 625-line standards)

Sets in use: 5,500

Programs are picked up from Italy

- Radiodiffusion Television Tunisienne (Govt.), 139 Avenue de Paris, Tunis. Tel. 259311. Mohamed Mzali, director general.
- TUNIS (Bou-Kornine)**—Ch. E-6. ERP 1.3 kw.
- ZAGHOUAN**—Ch. E-11. ERP 280 kw, directional. Started May 1966.
- Under construction: Transmitters at Sfax, Cap Bon, Beja, Bizerta and Ain Draham.

## Turkey

(CCIR 625-line standards)

Sets in use: 2,000

- ISTANBUL—Teknik Universite** (Govt.). Ch. E-4 (experimental). Transmitter 100 watts. ERP .05 kw. Started June 1952.
- Planned:
- ANKARA—TRT**, Turkish Radio-Television Corp., Genel Mudurlugu, Ankara. Ch. 5 (V-175.25, A-180.75). ERP 3 kw. This experimental station is expected to start in 1967.
- Personnel: Adnan Oztrak, director general; Fahrettin Isikci, general manager; Semih Tugrul, program manager; Kaya Sur, film buyer; Fahrettin Meric, chief engineer.

**ADANA**—Ch. E-4. ERP 30 kw.

**ANKARA**—Ch. E-3. ERP 100 kw.

**BURSA**—Ch. E-2. ERP 60 kw.

**ISTANBUL**—Ch. E-4. ERP 100 kw.

**IZMIR**—Ch. E-3. ERP 100 kw.

**KONYA**—Ch. E-10. ERP 30 kw.

## Uganda

(CCIR 625-line standards)

Sets in use: 8,500

- KAMPALA—Uganda Television** (Govt., commercial), P.O. Box 4260, Kampala. Tel. Kampala 54461. Ch. E-5. ERP 55 kw. TV tape recording facilities. Started Oct. 1963.
- Personnel: Robert Coulter, director of television; Robert Astles, operations manager; Allen Aldridge, chief engineer; Harry M. Engel, television adviser.
- Hours of operation: 18:00-23:00, daily; 10:00-12:30, Sat.; 2:30-5:30, Sun.
- LIRA—Uganda Television**. Ch. E-7. Started Dec. 1964.
- MASAKA—Uganda Television**. Ch. E-8. Started Dec. 1964.
- MBALE—Uganda Television**. Ch. E-8. Started Dec. 1964.

MBARARA—Ch. E-10. Started Dec. 1966.

SOROTI—Uganda Television. Ch. E-10. Started Dec. 1964.

## United Arab Republic

(CCIR 625-line standards)

Sets in use: 475,000

United Arab Republic Broadcasting Corp. (Govt., commercial), Television Bldg., Cornish Road, P.O. Box 1186, Cairo, Egypt. Tel. 812970. Personnel: Arafa Zayan, president, board of directors; Ali Abu Kandeel, director general; Abdel-Latif I. Ahmed, chief engineer.

Rates (Cairo I & II): Spot 60 sec., 45; 10 sec., 14 (Egyptian Pounds).

Hours of operation: First Program, Sat.-Thurs., 15:00-21:30; Fri. 09:00-21:30; Second Program, daily, 14:00-21:00; Third Program, daily 16:00-19:00 GMT.

ALEXANDRIA I—Ch. E-6. ERP 25 kw. Started Jan. 1961.

ALEXANDRIA II—Ch. E-11. ERP 24 kw. Started July 1963.

ASSUAN—Ch. E-5. ERP 10 kw. TV tape recording facilities. Started July 1962.

ASSUIT I—Ch. E-10. ERP 50 kw. TV tape recording facilities. Started Sept. 1966.

BENI-ALI—Ch. E-6. ERP 8 kw. Started Sept. 1967.

BENI-SUEF—Ch. E-11. ERP 80 kw. Started Sept. 1967.

CAIRO I—Ch. E-5. ERP 100 kw. TV tape recording facilities. Started July 1960.

CAIRO II—Ch. E-7. ERP 20 kw. TV tape recording facilities. Started July 1960.

CAIRO III—Ch. E-9. ERP 20 kw. TV tape recording facilities. Started July 1962.

EL-MINYA—Ch. E-8. ERP 160 kw. Started Sept. 1967.

ISMAILIA—Ch. E-6. ERP 6 kw. Started July 1962.

LUXOR—Ch. E-11. ERP 5 kw. Started Aug. 1967.

MANSOURA—Ch. E-8. ERP 25 kw. Started Feb. 1961.

PORT SAID—Ch. E-3. ERP 10 kw. Started Dec. 1961.

QUASSASSIN—Ch. E-9. ERP 6 kw. Started July 1962.

QENA—Ch. E-5. ERP 10 kw. Started Aug. 1967.

SOHAG—Ch. E-7. ERP 50 kw. Started April 1967.

SUEZ—Ch. E-9. ERP 6 kw. Started July 1962.

TANTA—Ch. E-10. ERP 135 kw. Started July 1963.

Low-powered repeaters: 10 in operation.

## United Kingdom

(British 405-line & UK 625-line standards)

Sets in use: 15,200,000

British Broadcasting Corp. (Public service; non-commercial), Broadcasting House, London, W. 1. Tel. Langham 4468. For complete details see listing at end of International TV Directory.

Independent Television Authority (Commercial), 70, Brompton Road, London, S.W. 3. Tel. 584-7011. For complete details, including commercial program contractors, see listings at end of International TV Directory.

ABERDEEN (Meldrum)—BBC-1, Ch. B-4. Transmitter 5 kw, ERP 17 kw (directional). Started Oct. 1955.

ANGLESEY (Holyhead)—BBC Wales, Ch. B-4. Transmitter 10 watts, max. ERP 10.6 watts (directional). Started March 1964.

ANGLESEY (Llanddona)—BBC Wales, Ch. B-1. Transmitter 1 kw, ERP 6 kw (directional). Started May 1962.

ANGLESEY (Llanddona)—BBC-2, Ch. E-63 (UK 625 line standards). ERP 100 kw (directional). Started June 1967.

ARFON—ITA, Ch. B-10. Transmitter 1 kw, ERP 10 kw. Started Nov. 1962.

ASHKIRK—BBC-1, Ch. B-1. Transmitter 2 kw, ERP 18 kw (directional). Started June 1963.

AYR—BBC-1, Ch. B-2. ERP 50 watts (directional). Started July 1967.

BALA—ITA, Ch. B-3. Transmitter 20 watts, ERP 100 watts. Started July 1967.

BALLACHULISH—BBC-1, Ch. B-2. Transmitter 100 watts, ERP 110 watts (directional). Started March 1963.

BALLYCASTLE—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 40 watts (directional). Started Dec. 1966.

BARNSTAPLE—BBC-1, Ch. B-3. Transmitter 100 watts, ERP 200 watts. Started May 1966.

BATH—BBC-1, Ch. B-6. ERP 250 watts (directional). Started Oct. 1967.

BELFAST (Black Mt.)—ITA, Ch. B-9. Transmitter 4 kw, ERP 100 kw. Started Oct. 1959.

BELFAST (Divis)—BBC-1, Ch. B-1. ERP 35 kw (directional). Started July 1955.

BELFAST (Divis)—BBC-2, Ch. E-27 (UK 625 line standards). ERP 500 kw. Started March 1967.

BELMONT (East Lincolnshire)—ITA, Ch. B-7. Transmitter 1 kw, ERP 20 kw (directional). Started Dec. 1965.

BELMONT—BBC-1, Ch. B-13. ERP 20 kw (directional). Started Nov. 1966.

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BEXHILL—BBC-1, Ch. B-3. ERP 150 watts. Started March 1966.

BIRMINGHAM (Lichfield)—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw (directional). Started Feb. 1956.

BIRMINGHAM (Sutton Coldfield)—BBC-1, Ch. B-4. ERP 100 kw. Started Dec. 1949.

BIRMINGHAM (Sutton Coldfield)—BBC-2, Ch. E-40. (UK 625 line standards). ERP 1,000 kw. Started Sept. 1965, replacing ERP 50 kw operation which began Dec. 1964.

BODMIN—BBC-1, Ch. B-5. ERP 10 watts. Started Sept. 1966.

BRESSAY (Shetland)—BBC-1, Ch. B-3. ERP 6 kw (directional). Started April 1964.

BRIGHTON (Whitehawk Hill)—BBC-1, Ch. B-2. ERP 0.4 kw (directional). Started Aug. 1959, replacing temporary operation from Truleigh Hill since May 1953.

BRISTOL—Bristol Technical College, experimental operation on 432.3 mc. Started April 1964.

BROMSGROVE—BBC-2, Ch. E-27 (UK 625 line standards). ERP 45 kw (directional). Started March 1967.

BUDE—BBC-1, Ch. B-4. ERP 100 watts (directional). Started Nov. 1966.

CALDBECK—ITA, Ch. B-11. Transmitter 4 kw, ERP 100 kw. Started Sept. 1961.

CAMBRIDGE—BBC-1, Ch. B-2. ERP 100 watts. Started March 1966.

CANTERBURY—BBC-1, Ch. B-5. Max. ERP 30 watts (directional). Started June 1964.

CARADON HILL—ITA, Ch. B-12. Transmitter 8 kw, ERP 200 kw. Started April 1961.

CARDIFF (St. Hilary)—ITA, Ch. B-10. Transmitter 20 kw, ERP 200 kw. Started Jan. 1958.

CARDIFF (Wenvoe)—BBC-1, Ch. B-5. ERP 100 kw. Started Aug. 1952.

CARDIFF (Wenvoe)—BBC-2, Ch. E-51. (UK 625 line standards). ERP 500 kw. Started Sept. 1965.

CARDIFF (Wenvoe)—BBC Wales, Ch. B-13. Transmitter 20 kw, max. ERP 200 kw (directional). Started Feb. 1964.

CARDIGAN—BBC Wales, Ch. B-2. ERP 20 watts (directional). Started Feb. 1967.

CARLISLE (Sandale)—BBC-1, Ch. B-4. ERP 10-28 kw (directional). Started Nov. 1956.

CARLISLE (Sandale)—BBC-1, Ch. B-6. ERP 70 kw (directional). Started Sept. 1965.

CARMARTHEN—BBC Wales, Ch. B-1. ERP 20 watts. Started March 1965.

CENTRAL SCOTLAND (Kirk O'Shotts)—BBC-1, Ch. B-3. ERP 100 kw. Started March 1952.

CENTRAL SCOTLAND (Black Hill)—BBC-2, Ch. E-46. (UK 625 line standards). ERP 500 kw. Started July 1966.

CENTRAL SCOTLAND (Blackhill)—ITA, Ch. B-10. Transmitter 16 kw, ERP max. 475 kw (directional). Started Aug. 1957.

CENTRAL WALES (Llandrindod Wells)—BBC Wales, Ch. B-1. ERP 1.3 kw. Started Dec. 1961.

CHANNEL ISLANDS (Fremont Point)—ITA, Ch. B-9. Transmitter 1 kw, ERP 10 kw. Started Sept. 1962.

CHANNEL ISLES (Les Platons, Jersey)—BBC-1, Ch. B-4. ERP 1 kw. Started Oct. 1955.

CHURCHDOWN HILL (Cheltenham, Gloucester)—BBC-1, Ch. B-1. ERP 250 watts. Started Nov. 1965.

DOVER (Swingate)—BBC-1, Ch. B-2. ERP 1.5 kw (directional). Started April 1959.

DOVER—ITA, Ch. B-10. Transmitter 4 kw, ERP 100 kw. Started Jan. 1960.

DOVER—BBC-2, Ch. E-56 (UK 625 line standards). ERP 100 kw (directional). Started Feb. 1967.

DUNDEE—BBC-1, Ch. B-2. Max. ERP 10 watts (directional). Started July 1964.

DUNDEE (Angus)—ITA, Ch. B-11. Transmitter 1 kw, ERP 50 kw (directional). Started Oct. 1965.

DURRIS—ITA, Ch. B-9. Transmitter 8 kw, ERP 400 kw. Started Sept. 1961.

DURRIS—BBC-2, Ch. E-28 (UK 625 line standards). ERP 500 kw. Started July 1967.

EAST ANGLIA (Mendlesham, near Stowmarket)—ITA, Ch. B-11. Transmitter 10 kw, ERP 200 kw. Started Oct. 1959.

EAST ANGLIA (Tacolneston)—BBC-1, Ch. B-3. ERP 40 kw (directional). Started Feb. 1955.

EAST ANGLIA (Tacolneston)—BBC-2, Ch. E-55 (UK 625 line standards). ERP 250 kw. Started Sept. 1967.

EASTBOURNE—BBC-1, Ch. B-5. Max. ERP 50 watts (directional). Started Dec. 1963.

ENNISKILLEN—BBC-1, Ch. B-5. Max. ERP 7 kw (directional). Started Feb. 1964.

FOLKESTONE—BBC-1, Ch. B-4. ERP 40 watts (directional). Started July 1958.

(Continued on next page)



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## UNITED KINGDOM—(Continued)

- FORFAR**—BBC-1, Ch. B-5. Max. ERP 5 kw (directional). Started July 1964.
- FORT WILLIAM**—BBC-1, Ch. B-5. ERP 1.5 kw. Started Feb. 1963.
- GIRVAN**—BBC-1, Ch. B-4. ERP 20 watts (directional). Started Dec. 1966.
- GRANTOWN ON SPEY**—BBC-1, Ch. B-1. ERP 400 watts. Started Feb. 1965.
- GUILDFORD**—BBC-2, Ch. E-46 (UK 625 line standards). ERP 2.5 kw (directional). Started Dec. 1966.
- HASTINGS**—BBC-1, Ch. B-4. ERP 15 watts (directional). Started Dec. 1960.
- HEBRIDES (Melvaig)**—BBC-1, Ch. B-4. ERP 23 kw (directional). Started April 1965.
- HEREFORD**—BBC-1, Ch. B-2. Max. ERP 50 watts (directional). Started Sept. 1964.
- HERTFORD**—BBC-2, Ch. E-64. ERP 500 watts. Started Oct. 1965.
- INVERNESS (Rosemarkie)**—BBC-1, Ch. B-2. ERP 20 kw (directional). Started Aug. 1957.
- IPSWICH (Manningtree)**—BBC-1, Ch. B-4. ERP 5 kw (directional). Started May 1962.
- ISLE OF MAN (Douglas)**—BBC-1, Ch. B-5. ERP 3 kw (directional). Started Dec. 1953.
- ISLE OF WIGHT (Chillerton Down)**—ITA, Ch. B-11. Transmitter 4 kw, ERP 1-100 kw (directional). Started Aug. 1958.
- ISLE OF WIGHT (Rowridge)**—BBC-1, Ch. B-3. ERP 100 kw (directional). Started Nov. 1954.
- ISLE OF WIGHT (Rowridge)**—BBC-2, Ch. E-24. (UK 625 line standard). ERP 500 kw. Started Jan. 1966.
- ISLE OF WIGHT (Ventnor)**—BBC-1, Ch. B-5. Max. ERP 10 watts (directional). Started May 1964.
- KENDAL**—BBC-1, Ch. B-1. ERP 25 watts. Started April 1966.
- KIDDERMINSTER**—BBC-2, Ch. E-64 (UK 625 line standards). ERP 2 kw (directional). Started June 1967.
- KILKEEL**—BBC-1, Ch. B-1, ERP 25 watts (directional). Started March 1967.
- KINGUSSIE**—BBC-1, Ch. B-5. ERP 35 watts (directional). Started Dec. 1966.
- KINLOCHLEVEN**—BBC-1, Ch. B-1. ERP 5 watts (directional). Started April 1963.
- LANCASHIRE (Morecambe Bay)**—BBC-1, Ch. B-3. ERP 5 kw (directional). Started Dec. 1962.
- LANCASHIRE (Winter Hill)**—BBC-1, Ch. B-12. Max. ERP 125 kw (directional). Started April 1964.
- LANCASHIRE (Winter Hill)**—BBC-2, Ch. E-62 (UK 625 line standards). ERP 500 kw. Started Oct. 1965.
- LANCASHIRE (Winter Hill)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.
- LARK STOKE**—BBC-2, Ch. E-26. (UK 625 line standards). ERP 2.5 kw (directional). Started May 1967.
- LARNE (N. Ireland)**—BBC-1, Ch. B-3. ERP 50 watts. Started April 1965.
- LLANIDLOES**—BBC Wales, Ch. B-13. ERP 20 watts (directional). Started Dec. 1966.
- LOCHGILPHEAD**—BBC-1, Ch. B-1. ERP 20 watts (directional). Started May 1967.
- LONDON (Crystal Palace)**—BBC-1, Ch. B-1. ERP 200 kw. Started Nov. 1936 at Alexandra Palace, March 1956 at Crystal Palace.
- LONDON (Crystal Palace)**—BBC-2, Ch. E-33 (UK 625 line standards). ERP 500 kw. Started April 1964.
- LONDON (Croydon)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 400 kw. Started Sept. 1955.
- LONDONDERRY (Sheriffs Mt.)**—BBC-1, B-2. ERP 1.5 kw (directional). Started Dec. 1957.
- MACHYNLLETH (Wales)**—BBC-1, Ch. B-5. ERP 50 watts. Started June 1965.
- MADDYBENNY MORE (Portruser)**—BBC-1, Ch. B-5. ERP 20 watts (directional). Started April 1967.
- MANCHESTER (Holme Moss)**—BBC-1, Ch. B-2. ERP 100 kw. Started Oct. 1951.
- MEMBURY (Central Berkshire)**—ITA, Ch. B-12. Transmitter 1 kw, ERP 30 kw (directional). Started April 1965.
- MOEL-y-PARC**—ITA, Ch. B-11. Transmitter 1 kw, ERP 25 kw. Started Jan. 1963.
- MOUNTEAGLE**—ITA, Ch. B-12. Transmitter 2 kw, ERP 50 kw. Started Sept. 1961.
- NEWCASTLE (Pontop Pike)**—BBC-1, Ch. B-5. ERP 17 kw. Started May 1953.
- NEWCASTLE (Pontop Pike)**—BBC-1, Ch. B-5. ERP 17 kw. Started ards). ERP 500 kw. Started Nov. 1966.
- NEWCASTLE (Burnhope)**—ITA, Ch. B-8. Transmitter 4 kw, ERP 100 kw (directional). Started Jan. 1959.
- NEWRY (N. Ireland)**—BBC-1, Ch. B-4. ERP 30 watts (directional). Started March 1965.
- NORTHAMPTON**—BBC-1, Ch. B-3. ERP 100 watts (directional). Started Sept. 1966.
- NORTH WALES (Moel-y-Parc)**—BBC Wales, Ch. B-6. Max. ERP 20 kw (directional). Started Oct. 1965.
- OBAN**—BBC-1, Ch. B-4. ERP 3 kw (directional). Started June 1963.
- OKEHAMPTON**—BBC-1, Ch. B-4. ERP 40 watts. Started July 1964.
- ORKNEY**—BBC-1, Ch. B-5. ERP 15 kw (directional). Started Dec. 1958.
- OXFORD**—BBC-1, Ch. B-2. ERP 0.65 kw (directional). Started Jan. 1962.
- PEMBROKESHIRE (Haverfordwest)**—BBC Wales, Ch. B-4. Max. ERP 10 kw (directional). Started Feb. 1964.
- PENIFILER (Skye)**—BBC-1, Ch. B-1. ERP 25 watts. Started March 1965.
- PERTH**—BBC-1, Ch. B-4. ERP 25 watts (directional). Started Oct. 1964.
- PETERBOROUGH**—BBC-1, Ch. B-5. ERP 1 kw. Started Oct. 1959.
- PITLOCHRY**—BBC-1, Ch. B-1. ERP 200 watts (directional). Started Dec. 1964.
- PLYMOUTH (N. Hessary Tor)**—BBC-1, Ch. B-2. ERP 15 kw (directional). Started Dec. 1954.
- PONTYPRIDD**—BBC-2, Ch. E-28 (UK 625 line standards). ERP 500 watts (directional). Started Oct. 1967.
- PRESELY**—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Sept. 1962.
- REIGATE**—BBC-2, Ch. E-46 (UK 625 line standards). ERP 2.5 kw (directional). Started Oct. 1966.
- RICHMOND HILL (Isle of Man)**—ITA, Ch. B-8. Transmitter 2.5 kw, ERP 10 kw (directional). Started March 1965.
- ROTHESAY (Toward)**—BBC-1, Ch. B-5. Max. ERP 250 watts. Started Jan. 1965.
- RUMSTER FOREST (Caithness)**—ITA, Ch. B-8. Transmitter 1 kw, ERP 30 kw (directional). Started June 1965.
- SANDY HEATH (Bedford)**—ITA, Ch. B-6. Transmitter 1 kw, ERP 30 kw (directional). Started July 1965.
- SCARBOROUGH (Yorkshire)**—ITA, Ch. B-6. Transmitter 330 watts, ERP 1 kw (directional). Started July 1965.
- SCARBOROUGH**—BBC-1, Ch. B-1. Max. ERP 500 watts (directional). Started March 1965.
- SELKIRK**—ITA, Ch. B-13. Transmitter 1 kw, ERP 25 kw. Started Dec. 1961.
- SHEFFIELD**—BBC-1, Ch. B-1. ERP .05 kw. Started Dec. 1960.
- SKEGNESS**—BBC-1, Ch. B-1. ERP 60 watts. Started Aug. 1963.
- SKRIAIG (Skye)**—BBC-1, Ch. B-3. ERP 12 kw. Started March 1966.
- STOCKLAND HILL**—ITA, Ch. B-9. Transmitter 7.2 kw, ERP 100 kw. Started April 1961.
- STRABANE**—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Feb. 1963.
- SWINDON**—BBC-1, Ch. B-3. Max. ERP 200 watts (directional). Started Nov. 1962.
- TUNBRIDGE WELLS**—BBC-2, Ch. E-44. ERP 4 kw. Started Oct. 1965.
- WEARDALE**—BBC-1, Ch. B-1. ERP 150 watts. Started Feb. 1966.
- WEST CORNWALL (Redruth)**—BBC-1, Ch. B-1. ERP 10 kw (directional). Started Feb. 1962.
- WEST WALES (Blaen-Plwyf)**—BBC Wales, Ch. B-3. ERP 3 kw (directional). Started April 1957.
- WICK (Thrumster)**—BBC-1, Ch. B-1. ERP 7 kw (directional). Started Dec. 1958.
- YORKSHIRE (Emley Moor)**—BBC-2, Ch. E-62. (UK 625 line standards). ERP 1,000 kw. Started Jan. 1966.
- YORKSHIRE (Emley Moor)**—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

## Upper Volta

(OIRT 625-line standards)  
Sets in use: 250

**OUAGADOUGOU**—Radiodiffusion Television Voltaique (Govt., non-commercial), Ministry of Information, P.O. Box 511, Ouagadougou. Tel. 2214. Ch. R-6 (V-175.25, A-181.75). ERP 750 watts. Started Aug. 1963. Ceased operation Jan. 1966. Date for resumption of service under consideration.  
Personnel: Raphael Zongo, director general; Jean Modeste Ouedraogo, chief engineer, chief of technical services; Mme. Sanogoh, program director.

## Uruguay

(525-line standards)  
Sets in use: 200,000

**FRAY BENTOS**—Rio Uruguay Television (Commercial), Zorrilla y Argentina, Fray Bentos, Dept. de Rio Negro. Ch. 12. Affiliated with Montecarlo Television, Ch. 4, Montevideo. Personnel: Daniel Romay Salvo.

**MONTEVIDEO**—SAETA, Sociedad Anonima de Emisoras de Television y Anexos (Commercial), Tacuarembó 1234, Montevideo. Tel. 4-4034 & 4-6674. Ch. 10 (V-193, A-197). Transmitter 2.5 kw, ERP 94 kw. TV tape recording facilities. Started Dec. 1956.



Personnel: Raul Fontaina, pres.; Juan Enrique De Feo, v.p.; Raul Fontaina Jr., gen. mgr.; Eduardo Antonio, sales manager; Alfonso Galimberti, chief engineer. Hours of operation: 10:15 a.m.-0.15 p.m.

**MONTEVIDEO**—Montecarlo Television (Commercial), 18 de Julio 1855, Montevideo. Tel. 40 21 46. Ch. 4. Transmitter 2.5 kw, ERP 22 kw. Started April 1961.

Personnel: Hugo Romay Salvo, general manager; Pedro Mino, accountant-administrator; Julio Picos, director of program & production departments; Ivo Facca, engineer, chief of technical department.  
Hours of operation: 9:35 a.m.-0.30 p.m.

**MONTEVIDEO**—Larranaga S.A. (Commercial), Enriqueta Compte y Riquet 1276, Montevideo. Tel. 2 58 56. Ch. 12. Transmitter 3 kw, ERP 40 kw. Started April 1962. Personnel: Horacio Schek, gen. mgr.; Ruben Rodriguez, commercial manager; Mario Giampietro, chief engineer. Hours of operation: 9:35 a.m.-12:00 p.m.

**MONTEVIDEO**—SODRE, Servicio Oficial de Difusion Radioelectrica (Govt., commercial). Street Colorado No. 2362. Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Started April 1963. Hours of operation: 6 a.m.-0.30 p.m.

**ROCHA**—Tele-Rocha (Commercial), O. de los Santos 105. Ch. 7. Personnel: Francisco Elices, chief engineer.  
Hours of operation: 19:00-23:30.

## USSR

(OIRT 625-line standards)  
Sets in use: 20,000,000

Soviet Television (Govt., commercial), ul Sjabolovka 53, Moscow. Main studio in Moscow, Soviet Central Television (C.T.), is part of govt. committee in charge of radio & television which operates under the Council of Ministers. Regional studios are part of local committees of same nature.

126 television program studios are in operation. First Program of C.T. is received by 161 cities through 48 studios relaying Moscow programming. Second Program is transmitted by Leningrad studios. All local studios originate programming; 27 have 2 program transmissions, the first available for local originations or programs from other studios, the second transmits First Program from C.T. exclusively. Third Program is available to the Leningrad & Tashkent studios.

Personnel: G. A. Ivanov, deputy chairman of state committee for radio & television, and A.V. Bogomolov, chief editor, acting general directors; N.I. Sakonikov, in charge of purchases of foreign films; A.I. Salman, director of Moscow C.T. in charge of production.

C.T. has four programs: First Program transmitted on Ch. 1, Second Program on Ch. 3, Third Program on Ch. 8, Fourth Program on Ch. 11.

98 high-powered, 600 low-powered retransmitters in operation.

Rates: Min., \$2,000 (foreign advertisers); 21 rubles (local customers). Includes cost of film making. Commercial advertising is included in the First & Second Programs of C.T. & programs of regional studios during special pauses between programs. Began telecasting in color Oct. 1967 (SECAM system). Color programming scheduled Sat. & Sun. on Ch. 1 & Ch. 8.

Note: Current reorganization of C.T. and planned move into Ostankino TV Center will change call signs, visual station identifications and personnel.

Information above received from Soviet Television. Station list below was compiled from information previously received from various sources.

**ABAKAN**—Ch. R-1. TV center. Started 1959.

**AKHTA**—Satellite. Started 1959.

**AKHALTSIKHE**—Satellite. Started 1960.

**ALMA ATA**—Started 1958.

**ANDIZHAN**—Satellite. Started 1959.

**ARKHANGELSK**—Ch. R-1.

**ARMAVIR**—TV center. Started 1959.

**ASHKHABAD**—Ch. R-1. TV center. Started 1959.

**ASTRAKHAN**—TV center. Started 1960.

**BAKU**—Ch. R-3. Started 1956.

**BARANOVICHI**—Satellite. Started 1959.

**BARNAUL**—Started early 1957.

**BEGOVAT**—Satellite. Started 1958.

**BELAYA TSERKOV**—Satellite. Started 1959.

**BELGOROD**—Ch. R-12. Satellite. Started 1960.

**BIYSK**—Ch. R-1. Started second quarter 1957.

**BLAGOVESHCHENSK**—Ch. R-3. ERP 5 kw. Experimental.

**BOBRUYSK**—Satellite. Started 1958.

**BOGUSLAV**—Satellite. Started 1959.

**BOLNISI**—Satellite. Started 1959.

**BORISOGLEBSK**—Satellite. Started 1960.

**BRIANSK**—Ch. R-2. TV center. Started 1959.

**CHELYABINSK**—Ch. R-4. Started 1958.

**CHEREPOVETS**—Ch. R-5. TV center. Started 1960.

**CHERNIGOV**—Ch. R-6. Satellite. Started 1960.

**CHIMKENT**—Satellite. Started 1957.

**CHISTOPOL**—Ch. R-7.

## International TV Directory

**DIVICHI**—Satellite. Started 1960.

**DNIEPROPETROVSK**—Ch. R-5. ERP 5 kw. Started 1956.

**DONETSK**—Ch. R-4.

**DRUSKININKAI**—Satellite. Started 1959.

**DUDINKA**—Satellite. Started 1960.

**DUSHETI**—Satellite. Started 1959.

**DZHEZKAZGAN**—TV center. Started 1960

**FERGANA**—Satellite. Started 1957.

**FRUNZE**—Ch. R-1. Started 1958.

**GOMEL**—Ch. R-3. TV center. Started 1959.

**GORI**—Satellite. Started 1958.

**GORKIY**—Ch. R-2. TV center. Started 1957.

**GORNO-ALTAYSK**—Satellite. Started 1960.

**GORNYAK**—Satellite. Started 1959.

**GRODNO**—Started 1958.

**GROZNY**—Ch. R-3. TV center. Started 1960.

**GURDZHAANI**—Satellite. Started 1959.

**IRKUTSK**—Ch. R-3. Started 1958.

**IVANOV**—Ch. R-5. Satellite. Started 1958.

**IZHEVSK**—Ch. R-2. Started Nov. 1956.

**KALININ**—Ch. R-2. Started 1954.

**KALININGRAD**—Ch. R-4. TV center. Started 1957.

**KALUGA**—Ch. R-4. Satellite. Started 1957.

**KARAGANDA**—TV center. Started 1958.

**KAUNAS**—Ch. R-7. Satellite. Started 1960.

**KAZAN**—Ch. R-1. TV center. Started 1959.

**KEDAINIAI**—Satellite. Started 1959.

**KEMEROVO**—Ch. R-5. Started 1958.

**KHABAROVSK**—Ch. R-3. Amateur station. Started Sept. 1956.

**KHARKOV**—Ch. R-3. ERP 7 kw. Started 1951.

**KHERSON**—TV center. Started 1959.

**KIEV**—Ch. R-2. Transmitter 5 kw. ERP 15 kw. Started 1952.

**KIROV**—Ch. R-3. TV center. Started 1958.

**KISHINEV**—Ch. R-3. ERP 15 kw. Started 1958.

**KLAYPEDA**—Ch. R-7. Satellite. Started 1960.

**KOKAND**—Satellite. Started 1959.

**KOLOMNA**—Satellite. Started 1959.

**KOMSOMOLSK**—Ch. R-1. TV center. Started 1959.

**KONOTOP**—TV center. Started 1960.

**KOSTROMA**—Ch. R-3. Started 1958.

**KRASNODAR**—Ch. R-5. TV center. Started 1958.

**KRASNOTURINSK**—Satellite. Started 1957

**KRASNOVODSK**—Satellite. Started 1958.

**KRASNOYARSK**—Ch. R-2. Started Sept. 1957.

**KRIVOY ROG**—Ch. R-1. Satellite. Started 1960.

**KUBA**—Satellite. Started 1958.

**KUBYSHEV**—Ch. R-3. TV center. Started 1957.

**KULDIGA**—Ch. R-1. Satellite. Started 1957.

**KURGAN**—Ch. R-5. TV center. Started 1960.

**KURSK**—Ch. R-9. TV center. Started 1959.

**LENINABAD**—Satellite. Started 1959.

**LENINAKAN**—Satellite. Started 1960.

**LENINGORI**—Satellite. Started 1959.

**LENINOGORSK**—Satellite. Started 1959.

**LENINGRAD**—Ch. R-1. ERP 15 kw. Started 1946.

**LENINGRAD II**—Ch. R-3.

**LENKORAN**—Satellite. Started 1959.

**LIEPAYA**—Ch. R-5. Satellite. Started 1960.

**LIPETSK**—Ch. R-9. Satellite. Started 1960.

**LISICHANSK**—Satellite. Started 1959.

**LUGANSK**—Ch. R-2. TV center. Started 1958.

**LVOV**—Ch. R-1. TV center. Started 1958.

**MAGADAN**—Ch. R-1. TV center. Started 1957.

**MAGNITOGORSK**—Ch. R-3.

**MAKHACHKALA**—TV center. Started 1960.

**MINSK**—Ch. R-1. ERP 5 kw. Started 1956.

**MOGILEV**—Satellite. Started 1958.

**MORSHANSK**—Satellite. Started 1960.

(Continued on next page)

# International TV Directory

## USSR—(Continued)

MOSCOW—Ch. R-1. ERP 15 kw. Started 1946.  
MOSCOW—Ch. R-3. ERP 7.5 kw. Started 1956.  
MOSCOW—Ch. R-8 (Color). Started 1963.  
MURMANSK—Ch. R-3. TV center. Started Nov. 1957.  
NALCHIK—Ch. R-1. Started early 1957.  
NAMANGAN—Satellite. Started 1958.  
NEFTECHALA—Satellite. Started 1959.  
NIKELI—Norwegian language. Started 1964.  
NIKOLAYEV—Ch. R-2. TV center. Started 1959.  
NIKOLSK—TV center. Started 1960.  
NIZHNI TAGIL—Satellite. Started 1957.  
NOVGOROD—Ch. R-4. Satellite. Started 1958.  
ODESSA—Ch. R-5. ERP 15 kw.  
OMSK—Ch. R-1. Started 1955.  
PANEVEZHIS—Satellite. Started 1959.  
PENZA—Ch. R-4. Started 1958.  
PERM—Ch. R-1. Started 1958.  
PETROPAVLOVSK (KAZAKH)—TV center. Started 1960.  
PETROZAVODSK—Ch. R-2. ERP 5 kw. TV center. Started 1959.  
PUSHKINO—Satellite. Started 1959.  
POLTAVA—Satellite. Started 1958.  
PYATIGORSK—Ch. R-2. Started 1958.  
RAYCHIKINSK—TV center. Started 1957.  
RIGA—Ch. R-3. ERP 5 kw. Started 1954.  
ROSLAVL—Satellite. Started 1959.  
ROSTOV-ON-DON—Ch. R-1. Started 1958.  
RUBTSOVSK—TV center. Started 1958.  
RYAZAN—Ch. R-2. Satellite. Started Nov. 1956.  
RYBINSK—Satellite. Started 1957.  
SALAVAT—Ch. R-4. Satellite. Started 1959.  
SALYANY—Satellite. Started 1959.  
SAMARKAND—Satellite. Started 1958.  
SARATOV—Ch. R-1.  
SEVASTAPOL—Started 1957.  
SHEMAKHA—Satellite. Started 1958.  
SIMFEROPOL—Ch. R-3. TV center. Started 1959.  
SMOLENSK—Ch. R-5. Satellite. Started 1959.  
SOCHI—Ch. R-1. TV center. Started 1959.  
STAVROPOL—Satellite. Started 1960.  
SUKHUMI—Satellite. Started 1959.  
SVERDLOVSK—Ch. R-3. Started Oct. 1955.  
TALLIN—Ch. R-2. ERP 15 kw. Finnish language. Started July 1955.  
TAMBOV—Ch. R-6. Satellite. Started 1960.  
TASHKENT—Ch. R-3. Started Nov. 1956.  
TBILISI—Experimental. Started Dec. 1956  
TELAVI—Satellite. Started 1959.  
TOMSK—Ch. R-1. Started 1955.  
TSESVANIE—Ch. R-8. Satellite. Started 1960.  
TYUMEN—Ch. R-2. Started 1958.  
UFA—Ch. R-1. TV center. Started 1959.  
UKHTA—Ch. R-3. TV center. Started 1960.  
ULYANOVSK—Ch. R-5. TV center. Started 1960.  
USSURIYSK—Ch. R-6. Satellite. Started 1959.  
UST KAMENOGORSK—Ch. R-1. Started 1958.  
VENTSPILS—Ch. R-5. Satellite. Started 1960.  
VILNIUS—Ch. R-4. ERP 15 kw. Started second quarter 1957.  
VINNITSA—Started 1955.  
VITEBSK—TV center. Started 1960.  
VLADIMIR—Ch. R-4. Started 1956.  
VLADIVOSTOK—Experimental. Ch. R-1.  
VOLSK—Satellite. Started 1960.  
VORKUTA—Ch. R-3. TV center. Started 1957.  
VORONEZH—Ch. R-1. Started second quarter 1957.  
VYSHNY VOLOCHEK—Satellite. Started 1958.  
YALTA—Satellite. Started 1960.  
YANGI YER—Satellite. Started 1958.  
YANGI YUL—Satellite. Started 1957.

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YAROSLAVL—Ch. R-2. Started 1955.  
YEREVAN—Ch. R-1. Started Nov. 1956.  
YOSHKAR-OLA—Ch. R-7. TV center. Started 1960.  
YUZHNO-SAKHALINSK—TV center. Started 1960.  
ZAPOROZHE—Ch. R-6. Started 1958.

## Venezuela

(CCIR 625-line standards, U.S. channeling)

Sets in use: 650,000

Televisora Nacional (Govt., non-commercial), Aptdo. 3979, Caracas. Tel. 54-54-36/9. Personnel: Pedro Francisco Lizardo, director general; Hector Manrique, program manager; Raul Omar Aveledo, production manager; Martin A. Burgos, chief engineer.

Vene Vision (Commercial) Corporacion Venezolana de Television S.A. Apartado No. 6674, Caracas. Tel. 72.27.41/49.

Personnel: Diego Cisneros, president; Valeriano Humpieres, director general; Enrique Cusco, general manager; Carlos Marrero, sales manager; Irwin Klein, film buyer; Sergio Gomez, controller; Zsigmond Fekete, chief engineer, Caracas; Toshio Ueno, chief engineer, interior.  
Represented in the U.S. by ABC International.

Tele Trece (Commercial) Subsidiary of Vene Vision. Apartado de Correos No. 9349, Caracas. Tel. 34.46.11.

Personnel: Noel Montanez, general manager. For corporate listing see Vene Vision.  
Represented in the U.S. by ABC International.

Radio Caracas Television (Commercial), Corporacion Radiofonica Venezolana C.A., Barceñas a Rio, Aptdo. 2057, Caracas. Tel. 41-89-71. Personnel: William H. Phelps Jr., pres.; Guillermo Tucker, general manager; Dr. Armando Henrique Guia, technical director; Peter Bottome, program manager & film buyer; Oswaldo Yepes, sales manager. All stations have TV tape recorder facilities.  
Hours of operation: Daily 9 a.m.-12 p.m.

Radio Valencia Television (Commercial), Valencia. Personnel: Mauricio Gomez Leal, director general; S. Serrera, technical director.

BARCELONA-PTO. LA CRUZ-PORLAMAR—Vene Vision, Ch. 7. Transmitter 5 kw, ERP 100 kw. Repeats YVXA Caracas.

BARCELONA-PTO. LA CRUZ-MARGARITA—Radio Caracas Television. Ch. 3. ERP 80 kw. Repeats YVKS-TV, Caracas.

BARQUISIMETO—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

BARQUISIMETO (Terepaima)—YVXC, Vene Vision. Ch. 6. Transmitter 5 kw, ERP 65 kw. Repeats YVXA Caracas.

CARABOBO—Radio Caracas Television. Ch. 7. Transmitter 2 kw, ERP 12.8 kw. Repeats YVKS-TV, Caracas.

CARACAS—Proventel. Ch. 8. Transmitter 5 kw. Started Aug. 1964.

CARACAS—Ch. 11. Canal Once Television S.A. (Screen Gems & Amable Espina, owners). Amable Espina, general manager.

CARACAS—YVKA-TV, Televisora Nacional. Ch. 5. Transmitter 10 kw, ERP 332 kw. Started Nov. 1952.

CARACAS—YVKS-TV, Radio Caracas Television. Ch. 2. Transmitter 10 kw, ERP 65 kw. TV tape recording facilities. Started Sept. 1953.

CARACAS—YVXA, Vene Vision. Ch. 4. Transmitter 18 kw, ERP 100 kw. Started June 1953 as Televisa; March 1961, Vene Vision.

CARACAS (Humboldt)—YVXP, Tele Trece Services. Ch. 13. Transmitter 2 kw. Repeats originations of YVXO, Valencia.

CARUPANO—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

CORO—YVXF, Vene Vision. Ch. 12. Translator ERP 1.5 kw. Repeats YVXA Caracas.

CORO (Falcon)—Radio Caracas Television. Ch. 10. Transmitter 10 kw, ERP 330 kw. Repeats YVKS-TV, Caracas. Started May 1956.

LA GUAIRA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas. Started June 1956.

LITORAL-CARACAS—YVXE, Vene Vision. Ch. 9. Translator ERP 18 kw. Repeats YVXA Caracas.

MARACAIBO—Radio Caracas Television. Ch. 2. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas. Started Dec. 1956.

MARACAIBO—YVXD, Vene Vision. Ch. 4. Transmitter 10 kw, ERP 35 kw. Started Dec. 1956.

MATURIN—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

MERIDA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

ORIENTE (Barcelona, Pto. La Cruz, Margarita)—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

PUERTO CABELLO—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

SAN CRISTOBAL—Vene Vision, Ch. 9. Translator 300 watts, ERP 6 kw.

TACHIRA—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

EL TIGRE (Anzoategui)—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

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**TRUJILLO**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 500 watts. Repeats YVKS-TV, Caracas.

**VALENCIA**—YULD-TV, Radio Valencia Television. Ch. 3. ERP 4 kw.

**VALENCIA-MARACAY**—Radio Caracas Television. Ch. 7. ERP 92 kw. Repeats YVKS-TV, Caracas. Started 1956.

**VALENCIA (Picacho)**—YVXB, Vene Vision, Ch. 9. Transmitter 5 kw, ERP 75 kw. Repeats YVXA Caracas.

**VALENCIA (Picacho)**—YVXO, Tele Trece Services. Ch. 13. Transmitter 2 kw.

**Planned:**

Seven transmitters for the west side of the country.

**Yugoslavia**

(CCIR 625-line standards)

Sets in use: 850,000

Jugoslovenska Radio-Televizija is the association of all Yugoslav radio & TV stations (listed below by regional organization), and is responsible for coordinating the joint programs of the stations. Address: Boriso Kidrica 70/1, Belgrade. Tel. 43-693; 43-677. Personnel: Dr. Ivko Pustisek, secretary general; Ivo Bojanic, president of administrative council; Nateja Matevski, president of television committee; Mrs. Olivera Vojvodic, secretary of foreign relations committee; Milan Milosavjevic, secretary, TV program committee; Mrs. Zlatija Nicolic, film buyer.

**RADIO-TELEVISION BELGRADE (Serbia)**

Radio-Television Belgrade (Public Corp., limited commercial), Hilendarska 2, Belgrade. Tel. 20-122. Personnel: Zdravko Vukovic, director general; Dragoljub Ilic, director of television; Rodoljub Zizic, technical director. Originates local programs and has tape facilities. Started Aug. 23, 1958.

**AVALA**—Ch. E-6. ERP 100 kw. Started Aug. 1958.

**CRNI VRH**—Ch. E-11. ERP 35 kw.

**CRVENI COT**—Ch. E-10. ERP 100 kw. Started Oct. 1958.

**GOLES**—Ch. E-7. ERP 35 kw.

**JASTREBAC**—Ch. E-5. ERP 100 kw. Started Nov. 1959.

**KOPAONIK**—Ch. E-3. ERP 50 kw.

**OVCAR**—Ch. E-8. ERP 8 kw. Started 1965.

**TUPIZNICA**—Ch. E-10. ERP 35 kw.

**RADIO-TELEVISION ZAGREB (Croatia)**

Radio-Television Zagreb (Public Corp., limited commercial), 4 Rue Jurisiceva, Zagreb. Tel. 37-741. Personnel: Ivo Bojanic, director general; Tomislav Golubovic, director of television; Vojko Trs, technical director. Originates local programs and has tape facilities. Started May 1956.

**CELEVAC**—Ch. E-8. ERP 50 kw. Started 1965.

**LABISTICA**—Ch. E-4. ERP 15 kw. Started July 1963.

**PSUNJ**—Ch. E-4. ERP 100 kw.

**SLJEME**—Ch. E-9. ERP 100 kw. Started May 1956.

**SRDJ**—Ch. E-6. ERP 5 kw.

**UCKA**—Ch. E-11. ERP 100 kw.

**RADIO-TELEVISION LJUBLJANA (Slovenia)**

Radio-Television Ljubljana (Public Corp., limited commercial), 17 Rue Tavcarjeva, Ljubljana. Tel. 311-922. Personnel: Boris Mikos, director general; Dusan Fortic, director of television; Slavko Pernus, director of engineering. Originates local programs and has tape facilities. Started on experimental basis Oct. 11, 1958.

**KRVAVEC**—Ch. E-5. ERP 50 kw. Started Jan. 1957.

**KUM**—Ch. E-3. ERP 50 kw. Started Aug. 1960.

**LJUBLJANA KRVAVEC**—Ch. E-21. ERP 5 kw.

**NANOS**—Ch. E-6. ERP 35 kw. Started Aug. 1960.

**PLESIVEC**—Ch. E-6. ERP 35 kw.

**POHORJE**—Ch. E-11. ERP 10 kw. Started Nov. 1963.

**RADIO-TELEVISION SARAJEVO (Bosnia & Herzegovina)**

Radio-Television Sarajevo (Public Corp., limited commercial), 10 Rue Daniela Ozme, Sarajevo. Tel. 26-505. Personnel: Voja Savic, director general; Dragan Kecman, director of TV programs; Franjo Lastavec, technical director. Started July 1961.

**HUM**—Ch. E-8. ERP 10 kw. Started July 1963.

**KOZARA**—Ch. E-6. ERP 10 kw. Started April 1963.

**VLASIC**—Ch. E-11. ERP 100 kw. Started June 1964.

**RADIO-TELEVISION SKOPJE (Macedonia)**

Radio-Television Skopje (Public Corp., limited commercial), Dolno Nerezi, Skopje. Tel. 31-437. Personnel: Tozija Dragi, director general; Mateja Matevski, director of television; Kiro Petrovski, technical director. Started May 1961.

**CRNI VRH**—Ch. E-6. ERP 10 kw. Started May 1964.

**MALIVLAI**—Ch. E-9. ERP 3 kw.

**PELISTER**—Ch. E-4. ERP 1.5 kw.

**TURTEL**—Ch. E-11. ERP 2.5 kw.

**International TV Directory**

**RADIO-TELEVISION TITOGRAD (Montenegro)**

Radio-Television Titograd (Public Corp., limited commercial), Titograd. Tel. 24-23. Personnel: Miladin Perovic, director; Ljubomir Kosovic, technical director. Started Nov. 1963.

**BJELASNICA**—Ch. E-12. ERP 16.8 kw. Started May 1963.

**LOVCEN**—Ch. E-8. ERP 67 kw. Started Jan. 1964.

Repeater stations: 129 in operation, nation wide; 40 planned.

**Zambia**

(CCIR 625-line standards)

Sets in use: 17,000

**KITWE**—Zambia Television Ltd. (Govt., commercial), P.O. Box 1100, Kitwe, Zambia. Tel. 3507/8, 2243/4. Ch. E-4. Transmitter 2.5 kw. ERP 40 kw (directional). Started Dec. 1961. Hours of operation: 17.00-23.50.

Personnel: A. T. B. Nkhata, director; G. J. Wykes, television controller; N. Corrigan, sales manager; N. Jere, production manager; J. Allerton, chief engineer.

Hours of operation: Daily, 5:30-11 p.m.

Represented in Zambia by International Television (Zambia) Ltd., Kent Ave. and Salisbury Drive, P.O. Box 1498, Kitwe. Tel. 2243. Represented in London by Richard Meyer Associates Ltd., 28 Margaret St. W.1. Tel. Museum 2617-8.

Rates: Maximum weekdays, spot 60 sec., 17; 45 sec., 14; 30 sec., 10; 15 sec., 6; Sunday, spot 60 sec., 18; 45 sec., 15; 30 sec., 10; 15 sec., 7 (Pound).

**LUSAKA**—Zambia Television Ltd., Simkins Road, Ridgeway, P.O. Box RW 126, Lusaka. Tel. 82526, 82607. Ch. E-3. Transmitter 800 watts, ERP 800 watts. Hours of operation: Daily, 6-10:30 p.m.

**Planned:**

**KABWE**—Zambia Television Ltd. Ch. E-2. Transmitter 800 watts, ERP 3.2 kw. To start 1968.

**Principal Television Systems of the World**

(Based on CCIR Report 308)

System	No. of lines	Ch. width (mc)	Visual band-width	Visual/Aural separation	Vestigial side-band	Visual Modulation	Aural Modulation	Description used in International Directory	Location of principal use
A	405	5	3	-3.5	0.75	Pos.	AM	British	United Kingdom
B	625	7	5	+5.5	0.75	Neg.	FM	CCIR	Western Europe
C	625	7	5	+5.5	0.75	Pos.	AM	CCIR	Belgium
D	625	8	6	+6.5	0.75	Neg.	FM	OIRT	Eastern Europe
E	819	14	10	±11.15	2	Pos.	AM	French	France
F	819	7	5	+5.5	0.75	Pos.	AM	French	Belgium
G	625	8	5	+5.5	0.75	Neg.	FM	CCIR	Western Europe
H	625	8	5	+5.5	1.25	Neg.	FM	CCIR	Western Europe
I	625	8	5.5	+6	1.25	Neg.	FM	CCIR	Western Europe
K	625	8	6	+6.5	0.75	Neg.	FM	CCIR	Western Europe
K	625	4	6	+6.5	1.25	Neg.	FM	System K	French Overseas Territories
L	625	8	6	+6.5	1.25	Pos.	AM	CCIR	Western Europe
M	525	6	4.2	+4.5	0.75	Neg.	FM	525 line	Western Hemisphere, Far East

# Channel Frequencies

As Used in International TV Station Directory

Western European Standards			Italian Channels		
Channel	Vision Carrier (mc)	Sound Carrier (mc) <sup>1</sup>	Channel	Vision Carrier (mc)	Sound Carrier (mc)
E-2	48.25	53.75	A	53.75	59.25
E-2A	49.75	55.75	B	62.25	67.75
E-3	55.25	60.75	C	82.25	87.75
E-4	62.25	67.75	D	175.25	180.75
E-5	175.25	180.75	E	183.75	189.25
E-6	182.25	187.25	F	192.25	197.75
E-7	189.25	194.75	G	201.25	206.75
E-8	196.25	201.75	H	210.25	215.75
E-9	203.25	208.75	H-1	217.25	222.75
E-10	210.25	215.75			
E-11	217.25	222.75			
E-12	224.25	229.75			
E-21	471.25	476.75			
E-22	479.25	484.75			
E-23	487.25	492.75			
E-24	495.25	500.75			
E-25	503.25	508.75			
E-26	511.25	516.75			
E-27	519.25	524.75			
E-28	527.25	532.75			
E-29	535.25	540.75			
E-30	543.25	548.75			
E-31	551.25	556.75			
E-32	559.25	564.75			
E-33	567.25	572.75			
E-34	575.25	580.75			
E-35	583.25	588.75			
E-36	591.25	596.75			
E-37	599.25	604.75			
E-38	607.25	612.75			
E-39	615.25	620.75			
E-40	623.25	628.75			
E-41	631.25	636.75			
E-42	639.25	644.75			
E-43	647.25	652.75			
E-44	655.25	660.75			
E-45	663.25	668.75			
E-46	671.25	676.75			
E-47	679.25	684.75			
E-48	687.25	692.75			
E-49	695.25	700.75			
E-50	703.25	708.75			
E-51	711.25	716.75			
E-52	719.25	724.75			
E-53	727.25	732.75			
E-54	735.25	740.75			
E-55	743.25	748.75			
E-56	751.25	756.75			
E-57	759.25	764.75			
E-58	767.25	772.75			
E-59	775.25	780.75			
E-60	783.25	788.75			
E-61	791.25	796.75			
E-62	799.25	804.75			
E-63	807.25	812.75			
E-64	815.25	820.75			
E-65	823.25	828.75			
E-66	831.25	836.75			
E-67	839.25	844.75			
E-68	847.25	852.75			

Eastern European Standards <sup>2</sup>		
Channel	Vision Carrier (mc)	Sound Carrier (mc)
R-1	49.75	56.25
R-2	59.25	65.75
R-3	77.25	83.75
R-4	85.25	91.75
R-5	93.25	99.75
R-6	175.25	181.75
R-7	183.25	189.75
R-8	191.25	197.75
R-9	199.25	205.75
R-10	207.25	213.75
R-11	215.25	221.75
R-12	223.25	229.75

British Standards		
Channel	Vision Carrier (mc)	Sound Carrier (mc)
B-1	45.00	41.50
B-2	51.75	48.25
B-3	56.75	53.25
B-4	61.75	58.25
B-5	66.75	63.25
B-6	179.75	176.25
B-7	184.75	181.25
B-8	189.75	186.25
B-9	194.75	191.25
B-10	199.75	196.25
B-11	204.75	201.25
B-12	209.75	206.25
B-13	214.75	211.25
B-14	219.75	216.25

Japanese Channels		
Channel	Vision Carrier (mc)	Sound Carrier (mc)
J-1	91.25	95.75
J-2	97.25	101.75
J-3	103.25	107.75
J-4	171.25	175.75
J-5	177.25	181.75
J-6	183.25	187.75
J-7	189.25	193.75
J-8	193.25	197.75
J-9	199.25	203.75
J-10	205.25	209.75
J-11	211.25	215.75
J-12	217.25	221.75
J-45	663.25	667.75
J-46	669.25	673.75
J-47	675.25	679.75
J-48	681.25	685.75
J-49	687.25	691.75
J-50	693.25	697.75
J-51	699.25	703.75
J-52	705.25	709.75
J-53	711.25	715.75
J-54	717.25	721.75
J-55	723.25	727.75
J-56	729.25	733.75
J-57	735.25	739.75
J-58	741.25	745.75
J-59	747.25	751.75
J-60	753.25	757.75
J-61	759.25	763.75
J-62	765.25	769.75

French Standards		
Channel	Vision Carrier (mc)	Sound Carrier (mc)
F-2	52.40	41.25
F-4	65.55	54.40
F-5	164.00	175.15
F-6	173.40	162.25
F-7	177.15	188.30
F-8A	185.25	174.10
F-8	186.55	175.40
F-9	190.30	201.45
F-10	199.70	188.55
F-11	203.45	214.60
F-12	212.85	201.70

French Overseas Territories		
Channel	Vision Carrier (mc)	Sound Carrier (mc)
F-4	175.25	181.75
F-5	183.25	189.75
F-6	191.25	197.75
F-7	199.25	205.75
F-8	207.25	213.75
F-9	215.25	221.75

<sup>1</sup> For channels E-21 through E-68, sound frequency is for systems G & H. For system I, image/sound separation, 6 mc; systems K & L, 6.5 mc.  
<sup>2</sup> OIRT channels use Roman numerals, as OIRT-I, but this book uses R-1 instead because it is more consistent with other channel designations.

# World TV Stations and Sets

Stations and Sets as of January 1, 1968  
 (Low-power satellites & repeaters in parentheses)

Country	Stations	Sets	Country	Stations	Sets
Aden	5	20,000	Kuwait	2	80,000
Albania	1 <sup>1</sup>	1,000	Lebanon	9	165,000
Algeria	6	150,000	Liberia	1	4,000
Antigua	1	3,000	(Low-power: 1)		
(Low-power: 1)			Luxembourg	1	42,000
Argentina	33	1,950,000	(Low-power: 6)		
(Low-power: 3)			Malaysia	8	100,000
Australia	76	2,700,000	Malta	1	38,000
(Low-power: 3)			Martinique	2	3,000
Austria	21	890,000	Mauritius	1	10,000
(Low-power: 66)			(Low-power: 3)		
Barbados	1	10,000	Mexico	33	2,200,000
Belgium	16	1,700,000	Monaco	1	15,000
Bermuda	2	15,000	Morocco	7	51,000
Brazil	44	5,500,000	(Low-power: 5)		
(Low-power: 54)			Netherlands	13	2,630,000
Bulgaria	1	185,000	Netherlands		
(Low-power: 18)			Antilles	2	18,000
Cambodia	2	7,000	(Low-power: 1)		
Canada	324	5,900,000	New		
Chile	3	400,000	Caledonia	1	3,000
China	30	100,000	New Zealand	16	560,000
(Mainland)			(Low-power: 325)		
Colombia	15	450,000	Nicaragua	2	25,000
(Low-power: 5)			Nigeria	8	38,000
Congo	1	500	Norway	34	670,000
(Brazzaville)			(Low-power: 116)		
Congo	1	7,000	Okinawa	2	153,000
(Kinshasha)			(Low-power: 1)		
Costa Rica	3	75,000	Pakistan	3	30,000
(Low-power: 5)			Panama	8	83,000
Cuba	25	550,000	Paraguay	1	12,500
Cyprus	2	23,000	Peru	18	300,000
Czechoslovakia	28	2,800,000	Philippines	14	190,000
(Low-power: 300)			Poland	19	2,710,000
Denmark	18	1,200,000	(Low-power: 45)		
Dominican Republic	7	75,000	Portugal	6	277,000
(Low-power: 16)			Reunion	1	4,500
Ecuador	7	65,000	(Low-power: 4)		
El Salvador	4	35,000	Rhodesia	2	45,000
(Low-power: 1)			Rumania	9	570,000
Ethiopia	1	5,000	(Low-power: 10)		
Finland	53	850,000	St. Pierre & Miquelon	1	—
(Low-power: 18)			Samoa	1	1,000
France	91	7,196,000	(Low-power: 6)		
(Low-power: 716)			Saudia Arabia	4	40,000
French Polynesia	1	1,500	Senegal	1	100
French Somaliland	1	—	Sierra Leone	1	2,000
Gabon	2	1,000	Singapore	2	94,000
Germany			Spain	24	2,350,000
(East)	22	3,600,000	(Low-power: 421)		
(Low-power: 286)			Sudan	1	10,000
Germany	143	13,500,000	Sweden	109	2,260,000
(West)			(Low-power: 37)		
(Low-power: 754)			Switzerland	25	850,000
Ghana	4	5,000	(Low-power: 65)		
Gibraltar	1	5,700	Syria	5	70,000
(Low-power: 1)			Taiwan	4	100,000
Greece	11	7,000	Thailand	5	210,000
Guadeloupe	1	2,500	Trinidad	2	32,000
(Low-power: 1)			Tunisia	2	5,500
Guatemala	2	60,000	Turkey	1 <sup>1</sup>	2,000
Haiti	1	10,000	Uganda	6	8,500
Honduras	5	10,500	United Arab Republic	19	475,000
Hong Kong	2 <sup>2</sup>	85,000	(Low-power: 10)		
Hungary	11	1,200,000	United Kingdom	137	15,200,000
Iceland	1	24,000	Upper Volta	—	250
(Low-power: 11)			Uruguay	6	200,000
India	1	6,000	USSR	126	20,000,000
Indonesia	4	55,000	(Low-power: 698)		
(Low-power: 1)			Venezuela	30	650,000
Iran	4	120,000	Yugoslavia	29	850,000
Iraq	1	175,000	(Low-power: 129)		
Ireland	20	395,000	Zambia	2	17,000
Israel	1	30,000 <sup>3</sup>			
Italy	64	7,605,000			
(Low-power: 807)					
Ivory Coast	1	2,000			
(Low-power: 3)					
Jamaica	9	40,000			
Japan	153	20,000,000			
(Low-power: 367)					
Jordan	—	10,000 <sup>3</sup>			
Kenya	3	14,300			
Korea	3	100,000			
(Low-power: 5)					

<b>TOTAL</b>	<b>2,052</b>	<b>134,381,350</b>
Satellites & repeaters	5,325	
U.S.	785	78,200,000*
U.S. Military	51	
<b>GRAND TOTAL</b>	<b>8,213</b>	<b>212,581,350</b>

<sup>1</sup> Experimental. <sup>2</sup> One closed-circuit system. <sup>3</sup> Receives programs from neighboring countries. \* Preliminary estimate.



# Armed Forces Television Stations

All stations are operated by the Military Departments under the jurisdiction of the Department of Defense. The Assistant Secretary of Defense (Manpower) provides policy guidance through the Director, Office of Information for the Armed Forces (IAF), Washington, D.C. 20305. The Armed Forces Radio & Television Service (AFRTS) in Los Angeles under the jurisdiction of IAF ships the bulk of the television programs to the stations. The U.S. commercial networks provide television programs to AFRTS.

## U.S. and Possessions

- ADAK, ALASKA**—(Ch. 8) U.S. Naval Station, AFRT, Box 19, FPO, Seattle, Wash. (98791). Began July 1956.
- FT. GREELY, ALASKA**—(Ch. 8) AFRT, APO, Seattle, Wash. (98733). Began May 1956.
- GALENA, ALASKA**—(Ch. 8) Station Manager, Armed Forces TV, APO, Seattle, Wash. (98723). Began Jan. 1962.
- KING SALMON, ALASKA**—(Ch. 8) AFRT, 5071st AB Squadron, King Salmon Air Force Base, Alaska (99613). Began Dec. 1963.
- KODIAK, ALASKA**—(Ch. 8) AFRT, U.S. Naval Station, FPO, Seattle, Wash. (98790). Began May 1956.
- NORTHEAST CAPE, ALASKA**—(Ch. 11) 712th ACW Squadron, Northeast Cape Air Force Station, APO, Seattle, Wash. (98714). Began March 1962.
- SHEMYA, ALASKA**—(Closed circuit) Station Manager, AFRT, 5073rd Air Base Squadron, Shemya Air Force Station, APO Seattle, Wash. (98736). Began Nov. 1962.
- JOHNSTON ISLAND**—(Ch. 7) AFRT, JTG 8.6, APO San Francisco, Cal. (96305). Began May 1966.
- MIDWAY**—(Ch. 4) AFRT, U.S. Naval Station, Box 2, FPO San Francisco, Cal. (96614). Began March 1959.
- OKINAWA**—(Ch. 8) AFRT, 313th Air Division, Kadena Air Force Base, APO San Francisco, Cal. (96239). Began Dec. 1955.
- PANAMA CANAL ZONE**—(Ch. 8) Ft. Clayton, Southern Command Network, Box 919, Fort Clayton, Canal Zone. Serves Pacific side of Isthmus. Began May 1956.
- PANAMA CANAL ZONE**—(Ch. 10) Ft. Davis, Southern Command Network, Box 919, Fort Clayton, Canal Zone. Relay from Ft. Clayton, serves Atlantic side of Isthmus. Began May 1956.
- PUERTO RICO**—(Ch. 21) AFRT, Ramey Air Force Base, Box 265, 72nd Bombardment Wing, APO New York, N.Y. (09845). Began April 1957.
- PUERTO RICO**—(Ch. 8) AFRT, Roosevelt Roads Naval Station, Box 29, FPO New York, N.Y. (09551). Began Jan. 1961.

## Outside the United States

- AZORES**—(Ch. 8) Lajes Field, Detachment 9, 7122nd Support Squadron, APO New York, N.Y. (09406). Began Oct. 1954.
- CUBA**—(Ch. 8) Guantanamo Bay U.S. Naval Base, Box 22, FPO New York, N.Y. (09593). Began Nov. 1955.
- CANADA**—(Ch. 8) Labrador, Goose Bay Air Base, 95th Strategic Wing, APO New York, N.Y. (09677). Began Nov. 1956.
- CANADA**—(closed circuit) Labrador, Saglek Bay Air Force Base, AFRT, 924th ACW Squadron, APO New York, N.Y. (09439). Began Nov. 1966.
- CRETE**—(Ch. 8) Iraklion Air Base, O/LA Detachment 7, 7122nd Support Squadron, APO New York, N.Y. (09291). Began May 1960.
- ETHIOPIA**—(Ch. 8) AFRT, Kagnev Station, Asmara, Eritrea, APO New York, N.Y. (09843). Began Dec. 1955.
- GERMANY**—(Ch. 25) Berlin-Dahlem, Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09742). Began Feb. 1967.
- GERMANY**—(Ch. 12) Berlin-Templehof, Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09742). Relay of Dahlem. Began March 1967.

- GERMANY**—(Ch. 26) Ramstein Air Base, Detachment 3, 7122nd Support Squadron, APO New York, N.Y. (09012). Began April 1957.
- GERMANY**—(Ch. 22) Spangdahlem Air Base, O/LB Detachment 3, 7122nd Support Squadron, APO New York, N.Y. (09123). Began April 1957.
- GERMANY**—(Ch. 15) Wiesbaden Air Base, 7122nd Support Squadron, APO New York, N.Y. (09633). Relay of Ramstein Air Base. Began April 1966.
- GREENLAND**—(Ch. 13) Camp Tuto. Translator, repeats Ch. 8, Thule Air Base. Began Nov. 1964.
- GREENLAND**—(Ch. 8) AFRT, Sondrestrom Fjord Air Base, 4684th Base Group, APO New York, N.Y. (09121). Began April 1956.
- GREENLAND**—(Ch. 8) AFRT, Thule Air Base, 4683rd Air Base Group, APO New York, N.Y. (09023). Began May 1955.
- ICELAND**—(Ch. 8) AFRT, Keflavik Airport, U.S. Naval Station, FPO New York, N.Y. (09571). Began March 1955.
- IRAN**—(Ch. 8) AFRT, Teheran, ARMISH—MAAG, APO New York, N.Y. (09205). Began Dec. 1959.
- JAPAN**—(Ch. 73) AFRT, Chitose Air Base, Far East Network, APO San Francisco, Cal. (96281). Began Nov. 1962.
- JAPAN**—(Ch. 73) AFRT, Misawa Air Base, Far East Network, APO San Francisco, Cal. (96519). Began Dec. 1960.
- JAPAN**—(Closed circuit) AFRT, Wakkani Air Base, Far East Network, APO San Francisco, Cal. (96270). Began Feb. 1963.
- KOREA**—(Ch. 2) Seoul, American Forces Korea Network (AFKN), APO San Francisco, Cal. (96301). Began Sept. 1957. Relays at Hwaaksan (Ch. 12), began Oct. 1963; Kunsan (Ch. 2), began July 1963; Paju-Ri (Ch. 4), began Dec. 1957; Pusan (Ch. 2), began Oct. 1964; Taegu (Ch. 12), began Dec. 1963; Taejon (Ch. 12), began Oct. 1964.
- LIBYA**—(Ch. 8) Tripoli, Wheelus Field, Detachment 4, 7122nd Support Squadron, APO New York, N.Y. (09231). Began Dec. 1954.
- PAKISTAN**—(Closed circuit) Peshawar, Detachment 8, 7122nd Support Squadron, APO New York, N.Y. (09665). Began Oct. 1962.
- PHILIPPINES**—(Ch. 8) Luzon, Clark Air Base, American Forces Philippine Network, APO San Francisco, Cal. (96274). Began Nov. 1955.
- TURKEY**—(Closed circuit) Adana, Incirlik Air Base, TUSLOG Detachment 124, AFRT, APO New York, N.Y. (09289). Began Dec. 1963.
- VIETNAM**—(Ch. 11) Saigon, AFRT, MACV Office of Information, APO San Francisco, Cal. (96309). Began Feb. 1966 from airborne facilities; Sept. 1966 from ground transmitter.
- VIETNAM**—(Ch. 11) Qui Nhon, AFRT, Detachment 1, APO San Francisco, Cal. (96238). Began Sept. 1966.
- VIETNAM**—(Ch. 11) DaNang, AFRT, Detachment 2, APO San Francisco, Cal. (96337). Began Oct. 1966.
- VIETNAM**—(Ch. 11) Pleiku, AFRT, Detachment 3, APO San Francisco, Cal. (96318). Began Feb. 1967.
- VIETNAM**—(Ch. 11) Hue, AFRT-Hue, Box 170, APO San Francisco, Cal. (96258). Began May 1967.
- VIETNAM**—(Ch. 11) Nha Trang, AFRT, Detachment 4, APO San Francisco, Cal. (96337). Began March 1967.
- VIETNAM**—(Ch. 11) Tuy Hoa, AFRT-Tuy Hoa, APO San Francisco, Cal. (96316). Began May 1967.

# Television Systems of the United Kingdom

**BRITISH BROADCASTING CORP.**—Broadcasting House, London W. 1. Telephone: 01-480-4468. Television Centre, Wood Lane, London W. 12. Telephone: Shepherds Bush 8000. Operates 108 TV transmitters.

**Board of Governors of BBC:** Lord Hill of Luton, chairman; Lord Fulton, vice chairman; Lady Baird, national governor for Scotland; Professor Glanmor Williams, national governor for Wales; Lord Dunleath, national governor for Northern Ireland; J. H. P. Trower, Sir Ralph Murray, Dame Anne Godwin.

**Board of Management:** Sir Hugh Greene, director general; Oliver Whitley, chief assistant to the director general; F. G. Gillard, director of radio; Kenneth Adam, dir. of television; C. J. Curran, director of external broadcasting; Sir F. C. McLean, director of engineering; J. H. Arkell, director of administration.

**Engineering Direction:** D. B. Weigall, deputy director of engineering; J. Redmond, asst. dir. of engineering; J. E. F. Voss, chief engineer, administration; D. E. Creasey, head of engineering establishment department; E. L. E. Pawley, chief engineer, external relations; L. W. Turner, head of engineering information dept.; J. A. Fitzgerald, head of engineering secretariat; H. Henderson, head of engineering training dept.; S. N. Watson, head of designs dept.; F. D. Bolt, head of transmitter service planning; D. R. Morse, head of studio planning & installation; D. E. Todd, head of transmitter planning & installation; G. G. Gouriet, head of research dept.; T. J. Allport, head of equipment dept.; R. A. Brown, head of building dept.; A. P. Monson, chief engineer, radio; T. H. Bridgewater, chief engineer, television.

**Television Executives:** H. P. Wheldon, controller, programmes; I. M. Peacock, chief of programs, BBC-1; D. Attenborough, chief of programs, BBC-2; I. R. Atkins, controller, TV program services; Stuart G. Williams, controller of TV administration; D. G. Scuse, general manager, television enterprises; Mrs. J. R. Spicer, head of TV program planning; S. Newman, head of TV drama; T. Sloan, head of TV light entertainment; J. H. Mewett, head of TV films; H. M. Burton, head of TV music productions; Peter Dimmock, gen. mgr. outside TV broadcasts; Richard Levin, head

of design TV; T. H. Bridgewater, chief engineer, TV; Miss D. Stephens, editor, head of family programmes, TV; Richard Bright, TV publicity organizer; K. Fawdry, head of school broadcasting, TV; D. M. Taylor, editor, TV News.

**BBC U.S. Offices:** 630 Fifth Ave., New York, N.Y. Circle 7-0656. J. Aistrop, representative in the U.S.; R. F. Vigurs, senior engineer. G. Priestland, C. Wheeler, Washington correspondents, National Press Bldg., Executive 3-1465. A. H. Wigan, New York correspondent, Eldorado 5-4244.

**INDEPENDENT TELEVISION AUTHORITY**—70, Brompton Road, London S.W.3. Telephone: 584-7011. Controlling body for independent TV system which transmits from stations owned and operated by the Authority.

**Governing body:** Lord Aylestone, chairman; Sir Sidney Caine, dir. of the London School of Economics, deputy chairman; W. Macfarlane Gray; The Baroness Burton of Coventry (Lady Burton), consultant to John Waddington and Courtaulds; Mrs. Mary Adams; Sir Patrick (George) Hamilton, chairman of Expanded Metal Co., Ltd.; Professor Hugh Hunt, professor of drama, Manchester U; David Gilliland; Professor Sir Owen Alfred Saunders, professor of Mechanical Engineering, University of London; Sir Vincent Tewson, retired gen. secy. of T.U.C.; Sir Ben Bowen Thomas, pres. of National Institute of Adult Education; Baroness Beatrice Plummer, J.P.

**Permanent Staff:** Sir Robert Fraser, dir.-gen.; B. C. Sendall, deputy dir.-gen. (programme services); A. W. Pragnell, deputy dir.-gen. (administrative services); B. C. L. Keelan, head of information; Howard Steele, chief engineer; B. Rook, acting secy.; A. S. Curbishley, head of finance; A. Graham, head of advertising control; J. Weltman, head of programme services; Michael Hallett, publicity officer; Eric Croston, publications editor; A. M. Beresford-Cooke, deputy chief engineer; R. C. Harman, head of operations & maintenance; Dr. Haldane, head of research.

## ITA Commercial Program Contractors

**A. B. C. TELEVISION LTD.**—1 Hanover Sq., London W.1., Hyde Park 7222. Teddington studios: Broom Rd., Teddington, Middlesex, Teddington Lock 3252. Programs weekends over Midland area (Lichfield & Membury) & North England (Emley Moor & Winter Hill & Scarborough) outlets. **Regional & Sales offices:** Television House, 12 Mount St., Manchester 2, Deansgate 4597; City Centre House, 30 Union St., Birmingham 2, Midland 6083; Permanent House, The Headrow, Leeds 1, Leeds 22901. **Studios:** ABC Television Studios, Parris Wood Rd., Didsbury, Manchester 20, Didsbury 8181; Alpha Television Studios, Aston Cross, Birmingham 6, Aston 3091.

**Directors:** Sir Philip Warter, chairman; Robert Clark, deputy chairman; Howard Thomas, managing dir.; D. J. Goodlatte; George A. Cooper; Bernard R. Greenhead; B. E. Marr; Brian Tesler.

**Executives:** C. J. Orr, company secy.; D. J. Conway, regional advertisement mgr.; David Southwood, chief of outside broadcasts; Lloyd Shirley, drama supervisor; Michael Redington, supervisor of features; Geoffrey Lugg, head of presentation; Barry Wynne, publicity mgr.; A. Kaupe, head of promotions; T. W. Pace, mgr. Manchester studio; Antony John, program liaison officer; M. Lawson, accountant; Mrs. L. E. Ashwell, schedules & corrections; Miss M. Spear, billings; Philip Jones, supervisor for light entertainment; D. Flach, research mgr.

**ANGLIA TELEVISION LTD.**—Brook House, Park Lane, London W.1., Hyde Park 8331. Anglia House, Norwich, Norfolk, Norwich 28366. **Northern sales office:** T.V. House, 10-12 Mount St., Manchester 2, Blackfriars 8575. Programs full time over East Anglia (Mendlesham, Sandy Heath & Belmont) outlet.

**Directors:** The Marquess Townshend of Raynham, chairman; Aubrey Buxton; Laurence Scott & John Woolf, exec. dirs.; Donald Albery; Sir Robert Bignold; W. O. Copeman; Glyn Daniel; Sir Peter Greenwell.

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**Executives:** Derek Williams, secy.; Ron Denny, general manager (Elstree); John Walton, staff relations controller; Anthony Lucas, legal adviser; Leonard Mathews, general manager (Midlands); Guy Spencer, general sales manager-Midlands; David Stevens, chief press officer; Bill Ward, executive dir., documentaries, religion & education; John Wardrop, gen. sales mgr.-London; Cecil Clarke, exec. producer, drama; Robert Heller, head of factual programming.

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For British TV Stations

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**GRAMPIAN TELEVISION LTD.**—The Television Studios, Queen's Cross, Aberdeen. Aberdeen 53553. London Office: Nuffield House, 41 Piccadilly, London, W. 1. Regent 7090. Provides programs all week in N.E. Scotland (Durriss, Mouteagle, Rumster Forest, Angus) outlets.

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**Executive Directors:** Fred Boud, gen. mgr.; Barrie Heads, exec. producer; Peter M. Rennie, sales dir.

**Executives:** Reg Hammans, dir. of engineering; Sir Gerald Barry, arts & education; Alan Gilbert, chief accountant. Programme committee: Philip Mackie, Derek Granger, Kenneth Brierley, secy.; Barrie Heads; David Plowright; Julian Amyes; Sidney L. Bernstein; Cecil C. Bernstein.

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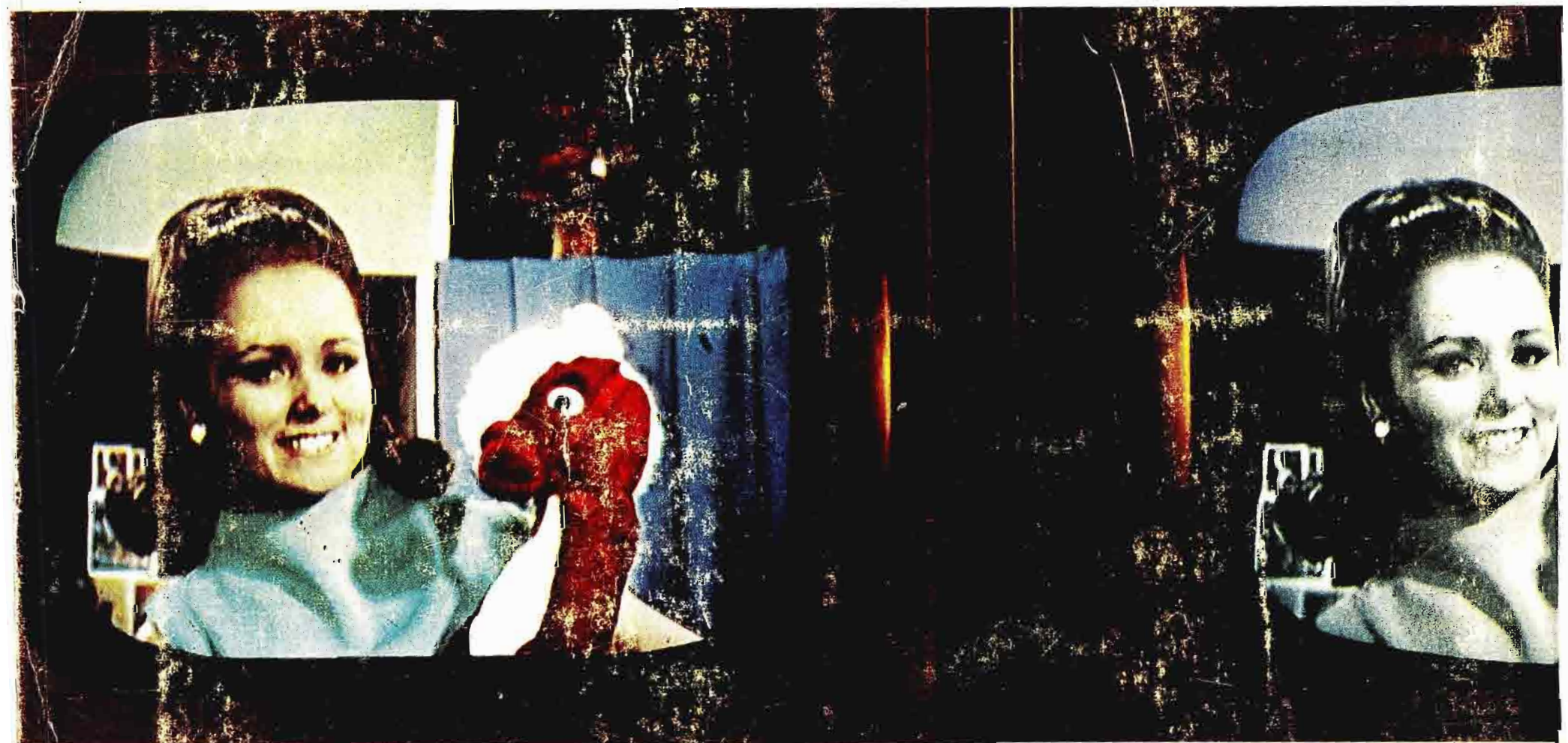
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