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STATIONS

This 1972-73 Edition of Television Factbook, Number 42,

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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This edition supersedes Television Factbook No. 41 (1971-72 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 Service Order Card in the back of this volume.

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Ref.

U. S. Television Station Directory

Data Updated to March 30, 1972

Includes Rate Digests, Personnel, Facilities and Other Data

CP Holders Reported Due by Summer 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.


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 directory following that section.

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

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IDAHO	217-b
ILLINOIS	225-b
INDIANA	252-b
IOWA	273-b
KANSAS	294-b
KENTUCKY	310-b
LOUISIANA	325-b
MAINE	350-b
MARYLAND	360-b
MASSACHUSETTS	369-b
MICHIGAN	382-b
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MISSISSIPPI	423-b
MISSOURI	435-b
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NEW YORK	525-b
NORTH CAROLINA	563-b
NORTH DAKOTA	584-b
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OREGON	642-b
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SOUTH CAROLINA	691-b
SOUTH DAKOTA	707-b
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[Redacted text]

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."

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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. Each of these counties is then delineated by three circulation categories which include those in which the station's circulation is 50% or more, 25%-49% and 5%-24%. In a few instances, counties listed do not appear on the maps, since the re-

duction in scale required to include them would impair the legibility of the maps.

The station circulation estimates which determined the allocation of each county to the proper category were derived from samples obtained over several survey periods. The estimates were based on ARB market surveys conducted for May and November 1970, and February/March 1971.

The Total Households and Television Households which are listed for each county qualifying for inclusion in one of the three circulation categories are current ARB projections as of January 1972 (see Definitions of ARB Terms).

Net Weekly and Average Daily Circulation totals for each station are based on the above surveys.

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DEFINITIONS OF ARB TERMS

Total Households—A household is a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total households figures shown in the current study are Market Statistics Inc. estimates projected to January 1, 1972, 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 1972. This penetration percentage is then applied to MSI total households 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 surveys. TV penetration is derived from the same basic technique as described above, using current regional penetration estimates derived by the Advertising Research Foundation from U.S. Bureau of the Census surveys conducted in accordance with ARF specifications. The most recent ARF estimates are as of January 1969.

Net Weekly Circulation—The estimated number of different television households viewing a particular station at least once per week, Monday-Sunday, Sign-on to Sign-off.

Average Daily Circulation—The estimated average number of different television households reached by a particular station on each day of the week, Sign-on to Sign-off.

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 mail to inform them of their selection for the survey. They are then contacted by telephone to secure their cooperation in the survey and to elicit basic information as to television set ownership, number of sets owned and presence of color set(s) in the household. 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 two 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 three times each year, ARB surveys every county to provide viewing information for every television market in the country. Further details on ARB sampling procedures are available from the American Research Bureau.

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 individuals, 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.

Station Directory Description

For the purpose of this survey, the whole of Canada is divided into over 300 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 county, census division, Metropolitan or Greater Urban areas, as defined by Statistics Canada.

The Survey, in addition to the regular ratings and Station totals, also 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 50% and over of all persons
- (b) those BBM areas in which it reached 25-49% of all persons
- (c) those areas in which it reached 5-24% of all persons.

This is the arrangement followed in the *Factbook*.

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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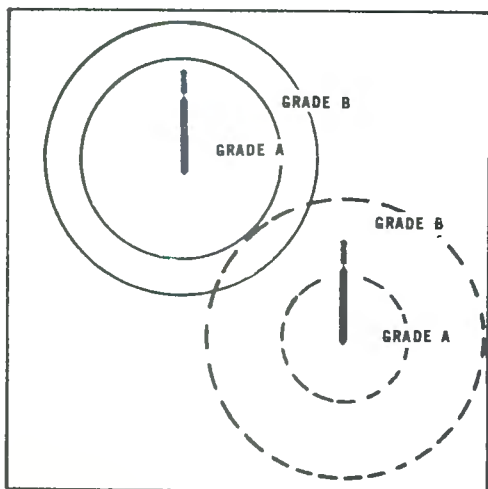
THE FACTBOOK: An Explanation of Map Symbols and Figures

THE STATION PAGES

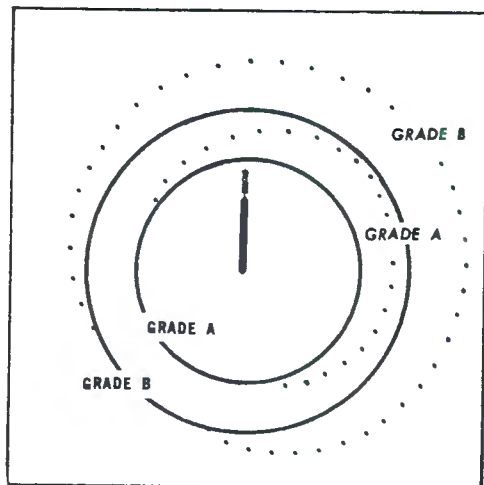
ARB Net Weekly Circulation levels are shown in the tables and in the predicted contour maps, for each county, by the following tone art:



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.



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, two rankings for each market are shown: American Research Bureau's Net Weekly Circulation and American Research Bureau's Area of Dominant Influence Television Households. In the Net Weekly Circulation ranking, the figure is that of the station in the market with the highest total.

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

Operating commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of March 1, 1972.

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KOOK-TV.....Billings, Mont. (2)
KOOL-TV.....Phoenix, Ariz. (10)
KORK-TV.....Las Vegas, Nev. (3)
KORN-TV.....
.....Mitchell-Sioux Falls, S.D. (5)
KOSA-TV.....Odessa, Tex. (7)
KOTA-TV.....Rapid City, S.D. (3)
KOTI.....Klamath Falls, Ore. (2)
KOTV.....Tulsa, Okla. (6)
KQVR.....Stockton, Cal. (13)

KPAX-TV.....Missoula, Mont. (8)
KPAZ-TV.....Phoenix, Ariz. (21)
KPBS-TV.....San Diego, Cal. (15)
KPEC-TV.....Tacoma, Wash. (56)
KPHO-TV.....Phoenix, Ariz. (5)
KPIC.....Roseburg, Ore. (4)
KPX.....San Francisco (5)
KPLC-TV.....Lake Charles, La. (7)
KPLM-TV.....Palm Springs, Cal. (42)
KPLR-TV.....Reliance, S.D. (6)
KPLR-TV.....St. Louis, Mo. (11)
KPNB-TV.....North Platte, Neb. (9)
KPOB-TV.....Poplar Bluff, Mo. (15)
KPRC-TV.....Houston, Tex. (2)
KPTS.....Wichita, Kan. (8)
KPTV.....Portland, Ore. (12)
KPUA-TV.....Hilo, Hawaii (9)

†KQEC.....San Francisco, Cal. (32)
†KQED.....San Francisco, Cal. (9)
KQTV.....St. Joseph, Mo. (2)

KRBC-TV.....Abilene, Tex. (9)
KRCC.....Jefferson City, Mo. (13)
KRCC-TV.....Redding, Cal. (7)
KRDO-TV.....Colorado Springs (13)
KREM-TV.....Spokane, Wash. (2)
KREX-TV.....Grand Junction, Colo. (5)
KREY-TV.....Montrose, Colo. (10)
KREZ-TV.....Durango, Colo. (6)
KRGV-TV.....Weslaco, Tex. (5)
KRIS-TV.....Corpus Christi, Tex. (6)
†KRMA-TV.....Denver, Colo. (6)
†KRNE-TV.....Merriman, Neb. (12)
KRNT-TV.....Des Moines, Ia. (8)
KROC-TV.....Rochester, Minn. (10)
KROD-TV.....El Paso, Tex. (4)
KRON-TV.....San Francisco (4)
KRSD-TV.....Rapid City, S.D. (7)
KRTV.....Great Falls, Mont. (3)

KSAT-TV.....San Antonio, Tex. (12)
KSBW-TV.....Salinas, Cal. (8)
KSBY-TV.....San Luis Obispo (6)
KSD-TV.....St. Louis, Mo. (5)
KSEL-TV.....Lubbock, Tex. (28)
KSHO-TV.....Las Vegas, Nev. (13)
KSL-TV.....Salt Lake City (5)
KSLA-TV.....Shreveport, La. (12)
KSMD-TV.....Anaconda, Mont. (2)
KSP0-TV.....Sioux Falls, S.D. (13)
†KSPS-TV.....Spokane, Wash. (7)
KSTF.....Scottsbluff, Neb. (10)
KSTP-TV.....Minneapolis-St. Paul (5)
KSWO-TV.....Lawton, Okla. (7)
KSWs-TV.....Roswell, N.M. (8)
KSYS.....Medford, Ore. (8)

KTAL-TV.....Shreveport-Texarkana (6)
KTAR-TV.....Phoenix, Ariz. (12)
KTBC-TV.....Austin, Tex. (7)
KTBS-TV.....Shreveport, La. (3)
†KTCA-TV.....St. Paul, Minn. (2)
†KTCI-TV.....St. Paul, Minn. (17)
†KTEH.....San Jose, Cal. (54)
KTEN.....Ada, Okla. (10)
KTEW.....Tulsa, Okla. (2)
KTHI-TV.....Fargo, N.D. (11)
KTHV.....Little Rock, Ark. (11)
KTV.....Sioux City, Ia. (4)
KTLA.....Los Angeles, Cal. (5)
KTMA-TV.....Minneapolis-St. Paul (23)
†KTNE-TV.....Alliance, Neb. (13)
KTNT-TV.....Tacoma, Wash. (11)
KTOV-TV.....Denver, Colo. (31)
†KTPS.....Tacoma, Wash. (62)
KTRE-TV.....Lufkin, Tex. (9)
KTRK-TV.....Houston, Tex. (13)
KTSB.....Topeka, Kan. (27)

†KTSC.....Pueblo, Colo. (8)
†KTSD-TV.....Pierre, S.D. (10)
KTSF-TV.....San Francisco, Cal. (26)
KTSM-TV.....El Paso, Tex. (9)
KTTV.....Los Angeles, Cal. (11)
KTUL-TV.....Tulsa, Okla. (8)
KTVA.....Anchorage, Alaska (11)
KTVB.....Boise, Ida. (7)
KTVG.....Ensign, Kan. (6)
KTVE.....
.....El Dorado, Ark.-Monroe, La. (10)
KTVF.....Fairbanks, Alaska (11)
KTVH.....Hutchinson, Kan. (12)
KTVI.....St. Louis, Mo. (2)
KTVK.....Phoenix, Ariz. (3)
KTVM.....Butte, Mont. (6)
KTVN.....Reno, Nev. (2)
KTVO.....
.....Kirksville, Mo.-Ottumwa, Ia. (3)
KTVR.....La Grande, Ore. (13)
KTVS.....Sterling, Colo. (3)
KTVT.....Fort Worth, Tex. (11)
KTVU.....Oakland, Cal. (2)
KTVW.....Tacoma, Wash. (13)
KTWO-TV.....Casper, Wyo. (2)
†KTWU.....Topeka, Kan. (11)
KTXX.....Texarkana, Tex. (17)
KTXL.....Sacramento, Cal. (40)
KTXS-TV.....Sweetwater, Tex. (12)
†KTXT-TV.....Lubbock, Tex. (5)

†KUAC-TV.....College, Alaska (9)
KUAM-TV.....Agana, Guam (8)
†KUAT-TV.....Tucson, Ariz. (6)
KUDO.....San Francisco, Cal. (38)
†KUED.....Salt Lake City (7)
KUHJ-TV.....Joplin, Mo. (16)
†KUHT.....Houston, Tex. (8)
†KUID-TV.....Moscow, Ida. (12)
KULR-TV.....Billings, Mont. (8)
KUMV-TV.....Williston, N.D. (8)
†KUON-TV.....Lincoln, Neb. (12)
KUPK-TV.....Garden City, Kan. (13)
†KUSD-TV.....Vermillion, S.D. (2)
KUTV.....Salt Lake City (2)

KVAL-TV.....Eugene, Ore. (13)
†KVCR-TV.....San Bernardino, Cal. (24)
KVDO-TV.....Salem, Ore. (3)
KVEW.....Kennewick, Wash. (42)
KVFD-TV.....Ft. Dodge, Ia. (21)
†KVIE.....Sacramento, Cal. (6)
KVIJ-TV.....Amarillo, Tex. (7)
KVIQ-TV.....Eureka, Cal. (6)
KVMP.....Tulsa, Okla. (29)
KV0A-TV.....Tucson, Ariz. (4)
KV0S-TV.....Bellingham, Wash. (12)
KVRL.....Houston, Tex. (26)
KVRW.....Rawlins, Wyo. (11)
KVTV.....Laredo, Tex. (13)
KVUE.....Austin, Tex. (24)
KVVU.....Henderson, Nev. (5)

KWAB-TV.....Big Spring, Tex. (4)
†KWCM-TV.....Appleton, Minn. (10)
†KWCV-TV.....Ogden, Utah (18)
KWEX-TV.....San Antonio, Tex. (41)
KWGN-TV.....Denver, Colo. (2)
KWHY-TV.....Los Angeles, Cal. (22)
KWRB-TV.....Riverton, Wyo. (10)
†KWSU-TV.....Pullman, Wash. (10)
KWTV.....Oklahoma City (9)
KWTX-TV.....Waco, Tex. (10)
KWVL-TV.....Waterloo, Ia. (7)

KXGN-TV.....Glendive, Mont. (5)
KXII.....Ardmore, Okla. (12)
KXIX.....Victoria, Tex. (19)
KXJB-TV.....Valley City, N.D. (4)
KXLF-TV.....Butte, Mont. (4)
KXLY-TV.....Spokane, Wash. (4)
KXMB-TV.....Bismarck, N.D. (12)
KXMC-TV.....Minot, N.D. (13)
KXMD-TV.....Williston, N.D. (11)
†KXNE-TV.....Norfolk, Neb. (19)
KXTV.....Sacramento, Cal. (10)

KYAY-TV.....W. Monroe, La. (39)
†KYNE-TV.....Omaha, Neb. (26)
KYTV.....Springfield, Mo. (3)
KYUS-TV.....Miles City, Mont. (3)
†KYVE-TV.....Yakima, Wash. (47)
KYW-TV.....Philadelphia, Pa. (3)

KZAZ.....Tucson-Nogales, Ariz. (11)
KZTV.....Corpus Christi, Tex. (10)

W

WAAV-TV.....Huntsville, Ala. (31)
WABC-TV.....New York, N.Y. (7)
WABG-TV.....Greenwood, Miss. (6)
WABI-TV.....Bangor, Me. (5)
†WABV-TV.....Pelham, Ga. (14)
†WACS-TV.....Dawson, Ga. (25)
WAE0-TV.....Rhinelander, Wis. (12)
WAFB-TV.....Baton Rouge (9)
WAGA-TV.....Atlanta, Ga. (5)
WAGM-TV.....Presque Isle, Me. (8)
WAIM-TV.....Anderson, S.C. (40)
†WAIQ.....Montgomery, Ala. (26)
WAKR-TV.....Akron, O. (23)
WALA-TV.....Mobile, Ala. (10)
WALB-TV.....Albany, Ga. (10)
WANC-TV.....Asheville, N.C. (21)
WAND.....Decatur, Ill. (17)
WANE-TV.....Ft. Wayne, Ind. (15)
WAOW-TV.....Wausau, Wis. (9)
WAPA-TV.....San Juan, P.R. (4)
WAPI-TV.....Birmingham, Ala. (13)
WAPT.....Jackson, Miss. (16)
WARD-TV.....Johnstown, Pa. (19)
WAST.....Albany, N.Y. (13)
WATE-TV.....Knoxville, Tenn. (6)
WATL-TV.....Atlanta, Ga. (36)
WATR-TV.....Waterbury, Conn. (20)
WATU-TV.....Augusta, Ga. (26)
WAVE-TV.....Louisville, Ky. (3)
WAVY-TV.....Portsmouth, Va. (10)

WBAL-TV.....Baltimore, Md. (11)
WBAP-TV.....Ft. Worth-Dallas (5)
WBAY-TV.....Green Bay, Wis. (2)
WBBH-TV.....Ft. Myers, Fla. (20)
WBBJ-TV.....Jackson, Tenn. (7)
WBBM-TV.....Chicago, Ill. (2)
WBEN-TV.....Buffalo, N.Y. (4)
WBFF.....Baltimore, Md. (45)
†WBGU-TV.....Bowling Green, O. (70)
†WBIQ.....Birmingham, Ala. (10)
WBIR-TV.....Knoxville, Tenn. (10)
WBJA-TV.....Binghamton, N.Y. (34)
WBKO.....Bowling Green, Ky. (13)
WBLG-TV.....Lexington, Ky. (62)
WBMG.....Birmingham, Ala. (42)
WBNB-TV.....Charlotte Amalie (10)
WBNS-TV.....Columbus, O. (10)
WBOC-TV.....Salisbury, Md. (16)
WBOY-TV.....Clarksburg, W.Va. (12)
†WBRA-TV.....Roanoke, Va. (15)
WBRC-TV.....Birmingham, Ala. (6)
WBRE-TV.....Wilkes-Barre, Pa. (28)
WBZ.....Baton Rouge, La. (2)
WBTW.....Charlotte, N.C. (3)
WBTW.....Florence, S.C. (13)
WBZ-TV.....Boston, Mass. (4)

†WCAE.....St. John, Ind. (50)
WCAU-TV.....Philadelphia, Pa. (10)
WCAX-TV.....Burlington, Vt. (3)
†WCBB.....Augusta, Me. (10)
WCBT-TV.....Charleston, S.C. (2)
WCBI-TV.....Columbus, Miss. (4)
WCBS-TV.....New York, N.Y. (2)
WCCB-TV.....Charlotte, N.C. (18)
WCCO-TV.....Minneapolis, Minn. (4)
WCCT.....Fayetteville, N.C. (40)
WCDC.....Adams, Mass. (19)
WCEE-TV.....Freeport, Ill. (23)
†WCES-TV.....Wrens, Ga. (20)
†WCET.....Cincinnati, O. (48)
WCFL-TV.....Chicago, Ill. (38)
WCFT-TV.....Tuscaloosa, Ala. (33)
WCHS-TV.....Charleston, W.Va. (8)
WCIA.....Champaign, Ill. (3)
WCIC.....Ithaca, N.Y. (52)
†WC1Q.....Mt. Cheaha State
.....Park, Ala. (7)
WCIU-TV.....Chicago, Ill. (26)
WCIV.....Charleston, S.C. (4)
WCIX-TV.....Miami, Fla. (6)
WCJB.....Gainesville, Fla. (20)
WCKT.....Miami, Fla. (7)
†WCLP-TV.....Chatsworth, Ga. (18)
WCMC-TV.....Wildwood, N.J. (40)
†WCMU-TV.....Mt. Pleasant, Mich. (14)
†WCNY-TV.....Syracuse, N.Y. (24)
WCOT-TV.....Akron, O. (55)
WCOV-TV.....Montgomery, Ala. (20)
†WCPB.....Salisbury, Md. (28)
WCPO-TV.....Cincinnati, O. (9)
WCSC-TV.....Charleston, S.C. (5)
WCSH-TV.....Portland, Me. (6)
WCTF.....Cleveland, O. (19)
WCTI-TV.....New Bern, N.C. (12)
WCTV.....Tallahassee-Thomasville (6)

WCVB-TV Boston (5)
 †WCVF-TV Richmond, Va. (23)
 †WCVN Covington, Ky. (54)
 †WCVW Richmond, Va. (57)
 WCWB-TV Macon, Ga. (41)
 WCYB-TV Bristol, Va. (5)

WDAF-TV Kansas City, Mo. (4)
 WDAM-TV Laurel, Miss. (7)
 WDAU-TV Scranton, Pa. (22)
 WDAY-TV Fargo, N.D. (6)
 WDAZ-TV Devils Lake, N.D. (8)
 WDBJ-TV Roanoke, Va. (7)
 WDBO-TV Orlando, Fla. (6)
 WDCA-TV Washington, D.C. (20)
 †WDCN-TV Nashville, Tenn. (2)
 †WDCO-TV Cochran, Ga. (15)
 WDEF-TV Chattanooga, Tenn. (12)
 WDHN Dothan, Ala. (18)
 WDHQ-TV Toledo, O. (24)
 WDJQ-TV Duluth, Minn. (10)
 †WDIQ Dozier, Ala. (2)
 WDRB-TV Louisville, Ky. (41)
 †WDSM-TV Duluth-Superior (6)
 WDSU-TV New Orleans, La. (6)
 WDTV Weston, W.Va. (5)
 WDXR-TV Paducah, Ky. (29)

WEAR-TV Pensacola, Fla. (3)
 WEAT-TV W. Palm Beach (12)
 WEAU-TV Eau Claire, Wis. (13)
 †WEBA-TV Allendale, S.C. (14)
 WECT Wilmington, N.C. (6)
 †WEDB-TV Berlin, N.H. (40)
 †WEDH Hartford, Conn. (24)
 †WEDN Norwich, Conn. (53)
 †WEDU Tampa, Fla. (3)
 †WEDW Bridgeport, Conn. (49)
 WEEK-TV Peoria, Ill. (25)
 WEEQ-TV La Salle, Ill. (35)
 WEHT Evansville, Ind. (25)
 †WEIQ Mobile, Ala. (42)
 †WEKW-TV Keene, N.H. (52)
 WEMT Bangor, Me. (7)
 †WENH Durham, N.H. (11)
 WENY-TV Elmira, N.Y. (36)
 WESH-TV Daytona Beach, Fla. (2)
 †WETA-TV Washington, D.C. (26)
 †WETK Burlington, Vt. (33)
 †WETV Atlanta, Ga. (30)
 WEWS Cleveland, O. (5)
 WEZI Louisville, Ky. (21)

WFAA-TV Dallas, Tex. (8)
 WFAN-TV Washington, D.C. (14)
 WFBC-TV Greenville, S.C. (4)
 WFBG-TV Altoona, Pa. (10)
 WFBM-TV Indianapolis, Ind. (6)
 WFCB-TV Miami, Fla. (45)
 WFIE-TV Evansville, Ind. (14)
 †WFIQ Florence, Ala. (36)
 WFLA-TV Tampa, Fla. (3)
 WFLD-TV Chicago, Ill. (32)
 WFMJ-TV Youngstown, O. (21)
 WFMV-TV Greensboro, N.C. (2)
 WFRV-TV Green Bay, Wis. (5)
 †WFSU-TV Tallahassee, Fla. (11)
 WFTV Orlando, Fla. (9)
 †WFFY-TV Indianapolis, Ind. (20)

WGAL-TV Lancaster, Pa. (8)
 WGAN-TV Portland, Me. (13)
 †WGBH-TV Boston, Mass. (2)
 †WGBX-TV Boston, Mass. (44)
 †WGBY-TV Springfield, Mass. (57)
 WGEN-TV Quincy, Ill. (10)
 WGGT-TV Greenville, S.C. (16)
 WGHF-TV High Point N.C. (8)
 †WGIQ Louisville, Ala. (43)
 WGN-TV Chicago, Ill. (9)
 WGN0-TV New Orleans, La. (26)
 WGR-TV Buffalo, N.Y. (2)
 †WGSF Newark, O. (31)
 WGST-TV Washington D.C. (50)
 †WGTG-TV Toledo, O. (30)
 WGTU Traverse City, Mich. (29)
 †WGTW Athens, Ga. (8)
 †WGVG Grand Rapids, Mich. (35)

†WHA-TV Madison, Wis. (21)
 WHAE-TV Atlanta, Ga. (46)
 WHAG-TV Hagerstown, Md. (25)
 WHAS-TV Louisville, Ky. (11)
 WHBF-TV Rock Island, Ill. (4)
 WHBQ-TV Memphis, Tenn. (13)
 WHCT Hartford, Conn. (18)
 WHEC-TV Rochester, N.Y. (10)

†WHED-TV Hanover, N.H. (15)
 WHEN-TV Syracuse, N.Y. (5)
 WHIO-TV Dayton, O. (7)
 †WHIQ Huntsville, Ala. (25)
 WHIS-TV Bluefield, W. Va. (6)
 WHIZ-TV Zanesville, O. (18)
 WKHY-TV Hickory, N.C. (14)
 WHMA-TV Anniston, Ala. (40)
 WHNB-TV New Britain, Conn. (30)
 WHNT-TV Huntsville, Ala. (19)
 WDAU-TV Des Moines, Ia. (13)
 WHP-TV Harrisburg, Pa. (21)
 †WHRO-TV Hampton, Va. (15)
 WHTN-TV Huntington, W.Va. (13)
 WHTV Meridian, Miss. (24)
 WHYN-TV Springfield, Mass. (40)
 †WHYY-TV Wilmington (12)

WIBW-TV Topeka, Kan. (13)
 WICD Champaign, Ill. (15)
 WICS Springfield, Ill. (20)
 WICU-TV Erie, Pa. (12)
 WICZ-TV Binghamton, N.Y. (40)
 WIEW-TV Mt. Vernon, Ill. (13)
 WIIC-TV Pittsburgh, Pa. (11)
 †WIIQ Demopolis, Ala. (41)
 †WILL-TV Champaign-Urbana (12)
 WILX-TV Lansing, Mich. (10)
 WINK-TV Fort Myers, Fla. (11)
 †WIPB Muncie, Ind. (49)
 †WIPM-TV Mayaguez, P.R. (3)
 †WIPR-TV San Juan, P.R. (6)
 WIRT Hibbing, Minn. (13)
 WIS-TV Columbia, S.C. (10)
 WISC-TV Madison, Wis. (3)
 WISH-TV Indianapolis, Ind. (8)
 WISN-TV Milwaukee, Wis. (12)
 †WITF-TV Hershey, Pa. (33)
 WITI-TV Milwaukee, Wis. (6)
 WITN-TV Washington, N.C. (7)
 †WITV Charleston, S.C. (7)

WJAC-TV Johnstown, Pa. (6)
 WJAN Canton, O. (17)
 WJAR-TV Providence (10)
 WJBF Augusta, Ga. (6)
 WJBK-TV Detroit (2)
 WJCL Savannah, Ga. (22)
 †WJCT Jacksonville, Fla. (7)
 WJET-TV Erie, Pa. (24)
 WJHG-TV Panama City, Fla. (7)
 WJHL-TV Johnson City, Tenn. (11)
 WJIM-TV Lansing, Mich. (6)
 WJLY-TV Jacksonville, Ill. (14)
 WJKS-TV Jacksonville, Fla. (17)
 WJMN-TV Escanaba, Mich. (3)
 WJMR-TV New Orleans (20)
 WJMY Allen Park, Mich. (20)
 †WJPM-TV Florence, S.C. (33)
 WJRT-TV Flint, Mich. (12)
 †WJSP-TV Columbus, Ga. (28)
 WJTV Jackson, Miss. (12)
 WJW-TV Cleveland, O. (8)
 WJXT Jacksonville, Fla. (4)
 WJZ-TV Baltimore, Md. (13)

WKAB-TV Montgomery, Ala. (32)
 WKAQ-TV San Juan, P.R. (2)
 †WKAU-TV East Lansing, Mich. (23)
 †WKAZ Ashland, Ky. (25)
 WKBD-TV Detroit, Mich. (50)
 WKBF-TV Cleveland, O. (61)
 WKBG-TV Cambridge, Mass. (56)
 WKBM-TV Caguas, P.R. (11)
 WKBN-TV Youngstown, O. (27)
 WKBS-TV Burlington, N.J. (48)
 WKBT LaCrosse, Wis. (8)
 WKBW-TV Buffalo, N.Y. (7)
 WKEF Dayton, O. (22)
 †WKG Bowling Green, Ky. (53)
 †WKHA Hazard, Ky. (35)
 WKID Ft. Lauderdale, Fla. (51)
 †WKMJ Louisville, Ky. (68)
 WKJG-TV Fort Wayne, Ind. (33)
 †WKL Lexington, Ky. (46)
 †WKMA Madisonville, Ky. (35)
 †WKMJ Louisville, Ky. (68)
 †WKMR Morehead, Ky. (38)
 †WKMU Murray, Ky. (21)
 †WKN0-TV Memphis, Tenn. (10)
 WKNX-TV Saginaw, Mich. (25)
 †WKN Owenton, Ky. (52)
 WKOW-TV Madison, Wis. (27)
 †WKPC-TV Louisville, Ky. (15)
 †WKPI Pikesville, Ky. (22)
 WKPT-TV Kingsport, Tenn. (19)
 WKRC-TV Cincinnati, O. (12)
 WKRG-TV Mobile, Ala. (5)
 WKRL Kenosha, Wis. (55)

Call Letters

†WKS0 Somerset, Ky. (29)
 WKTR-TV Kettering, O. (16)
 WKTV Utica, N.Y. (2)
 WKYH-TV Hazard, Ky. (57)
 WKYT-TV Lexington, Ky. (27)
 WKY-TV Oklahoma City (4)
 WKYC-TV Cleveland, O. (3)
 WKZO-TV Kalamazoo (3)
 †WKZT Elizabethtown, Ky. (23)

WLAC-TV Nashville, Tenn. (5)
 WLBT Jackson, Miss. (3)
 WLBY-TV Bangor, Me. (2)
 WLCY-TV Tampa, Fla. (10)
 †WLED-TV Littleton, N.H. (49)
 WLEX-TV Lexington, Ky. (18)
 WLFI-TV Lafayette, Ind. (18)
 WLIO Lima, O. (35)
 †WLIW Garden City, N.Y. (21)
 †WLJT-TV Lexington, Tenn. (11)
 WLKY-TV Louisville, Ky. (32)
 WLLC-TV Leesburg, Fla. (55)
 WLOS-TV Asheville, N.C. (13)
 WLOX-TV Biloxi, Miss. (13)
 WLS-TV Chicago, Ill. (7)
 WLT Miami, Fla. (23)
 WLUC-TV Marquette, Mich. (6)
 WLUK-TV Green Bay, Wis. (11)
 WLVA-TV Lynchburg, Va. (13)
 †WLVTV Allentown, Pa. (39)
 WLWC Columbus, O. (4)
 WLWD Dayton, O. (2)
 WLWI Indianapolis, Ind. (13)
 WLWT Cincinnati, O. (5)
 WLXT Aurora, Ill. (60)
 WLYH-TV Lebanon, Pa. (15)

†WMAA Jackson, Miss. (29)
 †WMA8 State College, Miss. (2)
 †WMAH Biloxi, Miss. (19)
 WMAL-TV Washington, D.C. (7)
 †WMA0 Greenwood, Miss. (23)
 WMAQ-TV Chicago, Ill. (5)
 WMAR-TV Baltimore (2)
 †WMAU Bude, Miss. (17)
 †WMAV Oxford, Miss. (18)
 †WMAW Meridian, Miss. (14)
 WMAZ-TV Macon, Ga. (13)
 WMBD-TV Peoria, Ill. (31)
 WMC-TV Memphis, Tenn. (5)
 WMCV Nashville, Tenn. (17)
 †WMEB-TV Orono, Me. (12)
 †WMED-TV Calais, Me. (13)
 †WMEM-TV Presque Isle, Me. (10)
 WMET-TV Baltimore, Md. (24)
 †WMTG-TV Orlando, Fla. (24)
 WMGZ Mayaguez, P.R. (16)
 †WMHT Schenectady, N.Y. (17)
 †WMPB Baltimore, Md. (67)
 †WMSB Onondaga, Mich. (10)
 WMSL-TV Decatur, Ala. (48)
 WMT-TV Cedar Rapids, Ia. (2)
 WMTU-TV Memphis, Tenn. (30)
 WMTV Madison, Wis. (15)
 WMTW-TV Poland Spring, Me. (8)
 †WMTV-TV Oxford, O. (14)
 †WMTV-TV Huntington, W.Va. (33)
 WMUR-TV Manchester, N.H. (9)
 †WMTV Milwaukee, Wis. (10)
 †WMTV Milwaukee, Wis. (36)

WNAC-TV Boston (7)
 WNBC-TV New York, N.Y. (4)
 WNBC-TV Binghamton, N.Y. (12)
 WNCI-TV Columbus, O. (28)
 WNCT-TV Greenville, N.C. (9)
 WNDU-TV South Bend, Ind. (16)
 WNUD-TV Buffalo, N.Y. (17)
 WNEM-TV Bay City, Mich. (5)
 †WNEO-TV Alliance, O. (45)
 WNEP-TV Scranton, Pa. (16)
 †WNET New York-Newark (13)
 WNEW-TV New York, N.Y. (5)
 †WNN Evansville, Ind. (9)
 †WNNB New Brunswick, N.J. (58)
 †WNNM Little Falls, N.J. (50)
 †WNNJ Camden, N.J. (23)
 †WNNJ Trenton, N.J. (52)
 WNNJ-TV New York-Newark (47)
 †WNNV-TV Plattsburgh, N.Y. (57)
 WNO-TV Columbia, S.C. (19)
 †WNPB Marquette, Mich. (13)
 †WNPV-TV Watertown, N.Y. (16)
 †WNPV-TV Norwood, N.Y. (18)
 †WNTV Greenville, S.C. (29)
 †WNVTV Goldvein, Va. (53)

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Call Letters

- #WNYC-TV.....New York (31)
 †WNYY-TV.....New York, N.Y. (25)
 WNYX-TV.....Syracuse, N.Y. (9)
- WAOI-TV.....San Antonio (4)
 WQAY-TV.....Oak Hill, W.Va. (4)
 WOC-TV.....Davenport, Ia. (6)
 WOI-TV.....Ames, Ia. (5)
 WOKR.....Rochester, N.Y. (13)
 WOLE-TV.....Aguadilla, P.R. (12)
 WOLO-TV.....Columbia, S.C. (25)
 WONH.....Syracuse, N.Y. (43)
 WOOD-TV.....Grand Rapids, Mich. (8)
 WOR-TV.....New York, N.Y. (9)
 WORA-TV.....Mayaguez, P.R. (5)
 †WOSU-TV.....Columbus, O. (34)
 †WOUB-TV.....Athens, O. (20)
 †WQUC-TV.....Cambridge, O. (44)
 WOV-TV.....Omaha, Neb. (6)
 WOWL-TV.....Florence, Ala. (15)
- WPBN-TV.....Traverse City, Mich. (7)
 †WPBO-TV.....Portsmouth, O. (42)
 †WPBT.....Miami, Fla. (2)
 WPGH-TV.....Pittsburgh, Pa. (53)
 WPHL-TV.....Philadelphia, Pa. (17)
 WPXI.....New York, N.Y. (11)
 WPLG-TV.....Miami, Fla. (10)
 †WPNE.....Green Bay, Wis. (38)
 WPRI-TV.....Providence, R.I. (12)
 WPSD-TV.....Paducah, Ky. (6)
 WPSJ.....Ponce, P.R. (14)
 †WPSX-TV.....Clearfield, Pa. (3)
 †WPTA.....Ft. Wayne, Ind. (21)
 WPTV.....Palm Beach, Fla. (5)
 WPTZ.....Plattsburgh, N.Y. (5)
 WPMI-TV.....Philadelphia (6)
 WPYH.....Rochester, N.Y. (31)
- WQAD-TV.....Moline, Ill. (8)
 †WQED.....Pittsburgh, Pa. (13)
 †WQEX.....Pittsburgh, Pa. (16)
 †WQLN.....Erie, Pa. (54)
 WQTV.....Boston, Mass. (68)
 WQXI-TV.....Atlanta, Ga. (11)
- WRAL-TV.....Raleigh, N.C. (5)
 WRAU-TV.....Peoria, Ill. (19)
 WRBL-TV.....Columbus, Ga. (3)
 WRBT.....Baton Rouge, La. (33)
 WRC-TV.....Washington, D.C. (4)
 WRCB-TV.....Chattanooga, Tenn. (3)
 WRDU-TV.....Durham, N.C. (28)
 WRDW-TV.....Augusta, Ga. (12)
 WREC-TV.....Memphis, Tenn. (3)
 WRET-TV.....Charlotte, N.C. (36)
 WREX-TV.....Rockford, Ill. (13)
 WRFT-TV.....Roanoke, Va. (27)
 WRGB.....Schenectady, N.Y. (6)
 WRIK-TV.....Ponce, P.R. (7)
 WRIP-TV.....Chattanooga, Tenn. (61)
 WRLH.....Lebanon, N.H. (31)
 †WRLK-TV.....Columbia, S.C. (35)
 WRLP.....Greenfield, Mass. (32)
 WROC-TV.....Rochester, N.Y. (8)
- WSAU-TV.....Wausau, Wis. (7)
 WSAV-TV.....Savannah, Ga. (3)
 WSAZ-TV.....Huntington, W.Va. (3)
 WSB-TV.....Atlanta, Ga. (2)
 WBSA-TV.....York, Pa. (43)
- †WSBE-TV.....Providence, R.I. (36)
 WSBK-TV.....Boston, Mass. (38)
 WSBT-TV.....South Bend, Ind. (22)
 †WSEC-TV.....Miami, Fla. (17)
 WSEE.....Erie, Pa. (35)
 WSFA-TV.....Montgomery, Ala. (12)
 WSIL-TV.....Harrisburg, Ill. (3)
 †WSIU-TV.....Carbondale, Ill. (8)
 WSIX-TV.....Nashville, Tenn. (8)
 †WSJK-TV.....Sneedville, Tenn. (2)
 WSJS-TV.....Winston-Salem (12)
 WSJV.....Elkhart, Ind. (28)
 †WSKG.....Binghamton, N.Y. (46)
 WSLA.....Selma, Ala. (8)
 WSLT-TV.....Roanoke, Va. (10)
 WSM-TV.....Nashville, Tenn. (4)
 WSMW-TV.....Worcester, Mass. (27)
 WSNL-TV.....Patchogue, N.Y. (67)
 WSNS-TV.....Chicago, Ill. (44)
 WSOC-TV.....Charlotte, N.C. (9)
 WSPA-TV.....Spartanburg, S.C. (7)
 WSPD-TV.....Toledo, O. (13)
 †WSRE.....Pensacola, Fla. (23)
 WSTE.....Fajardo, P.R. (13)
 WSTV-TV.....Steubenville, O. (9)
 WSUN-TV.....St. Petersburg, Fla. (38)
 WSUR-TV.....Ponce, P.R. (9)
 WSWA-TV.....Harrisonburg, Va. (3)
 WSVI.....Christiansted, V.I. (8)
 †WSVN-TV.....Norton, Va. (47)
 WSWB-TV.....Orlando, Fla. (35)
 WSWO-TV.....Springfield, O. (26)
 †WSWP-TV.....Grandview, W.Va. (9)
 WSYE-TV.....Elmira, N.Y. (18)
 WSYR-TV.....Syracuse, N.Y. (3)
- WTAE-TV.....Pittsburgh, Pa. (4)
 WTAF-TV.....Philadelphia, Pa. (29)
 WTAP-TV.....Parkersburg, W.Va. (15)
 WTAR-TV.....Norfolk, Va. (3)
 WTCG.....Atlanta, Ga. (17)
 †WTCJ.....Chattanooga, Tenn. (45)
 WTCN-TV.....Minneapolis (11)
 WTEN.....Albany, N.Y. (10)
 WTEV.....Providence-New Bedford (6)
 WTHI-TV.....Terre Haute, Ind. (10)
 †WTHS-TV.....Miami, Fla. (2)
 †WTIC-TV.....Hartford, Conn. (3)
 †WTJU.....Bloomington, Ind. (30)
 †WTJX-TV.....Charlotte Amalie, V.I. (12)
 WTLV.....Jacksonville, Fla. (12)
 WTMJ-TV.....Milwaukee, Wis. (4)
 WTNH-TV.....New Haven, Conn. (8)
 WTOC-TV.....Savannah, Ga. (11)
 WTOG.....St. Petersburg, Fla. (44)
 WTOK-TV.....Meridian, Miss. (11)
 WTOL-TV.....Toledo, O. (11)
 WTOM-TV.....Cheboygan, Mich. (4)
 WTOP-TV.....Washington, D.C. (9)
 WTPA.....Harrisburg, Pa. (27)
 WTRF-TV.....Wheeling, W. Va. (7)
 WTSJ.....San Juan, P.R. (18)
 WTTG.....Washington, D.C. (5)
 WTTV.....Bloomington, Ind. (4)
 †WTTW.....Chicago, Ill. (11)
 WTVG.....Chattanooga, Tenn. (9)
 WTVB.....Durham, N.C. (11)
 WTVG.....Joliet, Ill. (66)
 †WTVI.....Charlotte, N.C. (42)
 WTVJ.....Miami, Fla. (4)
 WTVK.....Knoxville, Tenn. (26)
 WTVM.....Columbus, Ga. (9)
 WTVN-TV.....Columbus, O. (6)
 WTVQ.....Rockford, Ill. (17)
 †WTVP.....Peoria, Ill. (47)
- WTVR-TV.....Richmond, Va. (6)
 †WTVS.....Detroit, Mich. (56)
 WTVT.....Tampa, Fla. (13)
 WTVU.....New Haven, Conn. (59)
 WTVW.....Evansville, Ind. (7)
 WTVX.....Ft. Pierce, Fla. (34)
 WTVY.....Dothan, Ala. (4)
 WTWO.....Terre Haute, Ind. (2)
 WTVV.....Tupelo, Miss. (9)
- WUAB.....Lorain, O. (43)
 †WUCM-TV.....University Ctr. (Bay City) (19)
 †WUFT.....Gainesville, Fla. (5)
 WUHF-TV.....Baltimore, Md. (54)
 WUHQ-TV.....Battle Creek, Mich. (41)
 †WUHY-TV.....Philadelphia, Pa. (35)
 †WUNC-TV.....Chapel Hill, N.C. (4)
 †WUND-TV.....Columbia, N.C. (2)
 †WUNE-TV.....Linville, N.C. (17)
 †WUNF-TV.....Asheville, N.C. (33)
 †WUNG-TV.....Concord, N.C. (58)
 †WUNJ-TV.....Wilmington, N.C. (39)
 †WUNK-TV.....Greenville, N.C. (25)
 †WUNL-TV.....Winston-Salem, N.C. (26)
 WURD.....Indianapolis, Ind. (40)
 †WUSF-TV.....Tampa, Fla. (16)
 †WUST-TV.....Olney, Ill. (16)
 WUTR.....Utica, N.Y. (20)
 WUTV.....Buffalo, N.Y. (29)
- †WVAN-TV.....Savannah, Ga. (9)
 WVEC-TV.....Hampton, Va. (13)
 †WVER.....Rutland, Vt. (28)
 †WVIA-TV.....Scranton, Pa. (44)
 †WVIZ-TV.....Cleveland, O. (25)
 WVNY-TV.....Burlington, Vt. (22)
 †WVPT.....Staunton, Va. (51)
 †WVTA.....Windsor, Vt. (41)
 †WVTB.....St. Johnsbury, Vt. (20)
 WVTV.....Milwaukee, Wis. (18)
 WVUE.....New Orleans, La. (8)
 †WVUT.....Vincennes, Ind. (22)
- WWAY.....Wilmington, N.C. (3)
 WWBT.....Richmond, Va. (12)
 WWHO-TV.....Jackson, Miss. (40)
 WWJ-TV.....Detroit, Mich. (4)
 WWL-TV.....New Orleans, La. (4)
 WWLD-TV.....Jackson, Mich. (18)
 WWLP.....Springfield, Mass. (22)
 WWNY-TV.....Carthage, N.Y. (7)
 WWRO.....Newark, N.J. (68)
 WWTV.....Cadillac, Mich. (9)
 WWUP-TV.....Sault Ste. Marie (10)
 †WWWVU.....Morgantown, W.Va. (24)
- WXEX-TV.....Petersburg, Va. (8)
 †WXGA-TV.....Waycross, Ga. (8)
 WXIX-TV.....Cincinnati, O. (19)
 WXLT-TV.....Sarasota, Fla. (40)
 WXON.....Detroit, Mich. (62)
 WXOW-TV.....La Crosse, Wis. (25)
 WXPO-TV.....Manchester, N.H. (50)
 WXTV.....Paterson, N.J. (41)
 †WXXI.....Rochester, N.Y. (21)
 †WXXW.....Chicago, Ill. (20)
 WXYZ-TV.....Detroit, Mich. (7)
- WYAH-TV.....Portsmouth, Va. (27)
 WYEA-TV.....Columbus, Ga. (38)
 †WYES-TV.....New Orleans, La. (12)
 WYTV.....Youngstown, O. (33)
- WZZM-TV.....Grand Rapids, Mich. (13)

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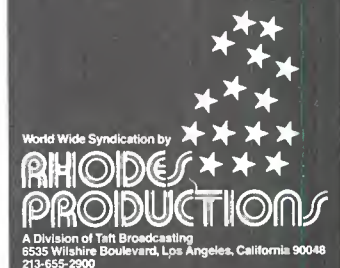
CBAFT Moncton, N.B. (11)
 CBCP-TV-1 Shaunavon, Sask. (7)
 CBCT Charlottetown, P.E.I. (13)
 CBCT-1 New Glasgow, N.S. (7)
 CBFAT Chibougamau, Que. (5)
 CBFAT-1 Chapais, Que. (12)
 CBFACT Cheticamp, N.S. (10)
 CBFACT-1
Magdalen Islands, Que. (12)
 CBFOT Timmins, Ont. (9)
 CBFOT-1 Kapuskasing, Ont. (12)
 CBFOT-2 Hearst, Ont. (7)
 CBFST Sturgeon Falls, Ont. (7)
 CBFST-1 Sudbury, Ont. (13)
 CBFST-2 Temiscaming, Que. (12)
 CBFST-3 Elliot Lake, Ont. (12)
 CBFT Montreal, Que. (2)
 CBFT-1 Mt. Tremblant, Que. (11)
 CBFT-2 Mt. Laurier, Que. (3)
 CBHT Halifax, N.S. (3)
 CBHFT Halifax, N.S. (13)
 CBHFT-1 Yarmouth, N.S. (3)
 CBHT-1 Liverpool, N.S. (12)
 CBHT-2 Shelburne, N.S. (8)
 CBHT-3 Yarmouth, N.S. (11)
 CBHT-4 Sheet Harbour, N.S. (11)
 CBKMT Moose Jaw, Sask. (4)
 CBKMT-2
Fort Qu'Appelle, Sask. (4)
 CBKRT Regina, Sask. (9)
 CBKST Saskatoon, Sask. (11)
 CBKST-1 Stranraer, Sask. (9)
 CBLAT Geraldton, Ont. (13)
 CBLAT-1 Manitowadge, Ont. (8)
 CBLAT-2 White River, Ont. (12)
 CBLAT-3 Wawa, Ont. (9)
 CBLAT-4 Marathon, Ont. (11)
 CBLAT-5 Beardmore, Ont. (9)
 CBLT Toronto, Ont. (6)
 CBMT Montreal, Que. (6)
 CBNAT Grand Falls, Nfld. (11)
 CBNAT-1 Baie Verte, Nfld. (3)
 CBNAT-2 Buchans, Nfld. (7)
 CBNAT-4 St. Anthony, Nfld. (12)
 CBNT St. John's, Nfld. (8)
 CBNT-1 Port Rexton, Nfld. (13)
 CBNT-2 Placentia, Nfld. (12)
 CBNT-3 Marystown, Nfld. (5)
 CBNT-4 St. Albans, Nfld. (9)
 CBOFT Ottawa, Ont. (9)
 CBOT Ottawa, Ont. (4)
 CBTA Lynn Lake, Man. (8)
 CBTA-TV-1 Uranium City, Sask. (8)
 CBTA-TV-2 LaRonge, Sask. (12)
 CBTA-TV-3
Fort McMurray, Alta. (9)
 CBTB-TV
Havre St. Pierre, Que. (12)
 CBTC-TV Churchill Falls, Nfld. (9)
 CBTC-2 Churchill Falls, Nfld. (13)
 CBTD-TV Cassiar, B.C. (7)
 CBTD-TV-1 Fort Nelson, B.C. (8)
 CBTE-TV Pine Point, N.W.T. (4)
 CBTE-TV-1 Watson Lake, Y.T. (8)
 CBTE-TV-2 Clinton Creek, Y.T. (8)
 CBTE-TV-3 Dawson, Y.T. (7)
 CBTE-TV-4 Fort Smith, N.W.T. (8)
 CBTE-TV-5 Elsa, Y.T. (9)
 CBTE-TV-6 Faro, Y.T. (8)
 CBUAT Trail, B.C. (11)
 CBUAT-1 Grand Forks, B.C. (5)
 CBUAT-2 Castlegar, B.C. (3)
 CBU8T Cranbrook, B.C. (10)
 CBU8T-1 Canal Flats, B.C. (12)
 CBUCT Nelson, B.C. (9)
 CBUCT-1 Crawford Bay, B.C. (5)
 CBUCT-2 Creston, B.C. (3)
 CBUDT Bonnington, B.C. (13)
 CBUT Vancouver, B.C. (2)
 CBUT-1 Courtenay, B.C. (9)
 CBUT-2 Chilliwack, B.C. (3)
 CBUT-3 Port Alberni, B.C. (4)
 CBUT-4 Bowen Island, B.C. (13)
 CBUT-5 Squamish, B.C. (11)
 CBUT-6 Hope, B.C. (9)
 CBUT-7 Ucluelet, B.C. (7)
 CBVT Quebec City, Que. (11)
 CBVT-1
St. Georges de Beauce, Que. (2)
 CBVT-2 La Tuque, Que. (3)
 CBVT-3 Lac Megantic, Que. (2)
 CBWAT Kenora, Ont. (8)
 CBWBT Flin Flon, Man. (10)
 CBWCT Fort Frances, Ont. (5)

CBWCT-1 Atikokan, Ont. (7)
 CBWDT Dryden, Ont. (9)
 CBWDT-1 Sioux Lookout, Ont. (12)
 CBWET Red Lake, Ont. (10)
 CBWFT Winnipeg, Man. (3)
 CBWGT Fisher Branch, Man. (10)
 CBWHT Grand Rapids, Man. (8)
 CBWIT The Pas, Man. (7)
 CBWKT Snow Lake, Man. (8)
 CBWLT Gillam, Man. (8)
 CBWT Winnipeg, Man. (6)
 CBWT-2 Lac du Bonnet, Man. (4)
 CBWTT Thompson, Man. (8)
 CBXAT Grande Prairie, Alta. (10)
 CBXAT-1 Peace River, Alta. (7)
 CBXAT-2 High Prairie, Alta. (2)
 CBXAT-3 Manning, Alta. (12)
 CBXT Edmonton, Alta. (5)
 CBXFT Edmonton, Alta. (11)
 CBXT-1 Athabasca, Alta. (8)
 CBXT-2 Whitecourt, Alta. (9)
 CBXT-3 Hinton, Alta. (8)
 CBXT-4 Jasper, Alta. (5)
 CBXT-5 Lac La Biche, Alta. (10)
 CBYAT Deer Lake, Nfld. (12)
 CBYT Corner Brook, Nfld. (5)
 CBYT-1 Stephenville, Nfld. (8)
 CBYT-2 Irishtown, Nfld. (7)
 CBYT-3 Bonne Bay, Nfld. (2)
 CBYT-4
Port aux Basques, Nfld. (3)
 CBYT-5 St. Andrews, Nfld. (6)
 CFAC-TV Calgary, Alta. (2)
 CFAC-TV-1 Drumheller, Alta. (8)
 CFAC-TV-2 Banff, Alta. (13)
 CFAC-TV-3 Lake Louise, Alta. (9)
 CFAC-TV-4 Field, B.C. (2)
 CFCF-TV Montreal, Que. (12)
 CFCF-TV Timmins, Ont. (6)
 CFCL-TV-2 Kearns, Ont. (2)
 CFCL-TV-3 Kapuskasing, Ont. (2)
 CFCL-TV-4 Hearst, Ont. (4)
 CFCL-TV-5 Malartic, Que. (5)
 CFCL-TV-6 Chapleau, Ont. (7)
 CFCM-TV Quebec City, Que. (4)
 CFCN-TV Calgary, Alta. (4)
 CFCN-TV-1 Hand Hills, Alta. (12)
 CFCN-TV-2 Banff, Alta. (8)
 CFCN-TV-3 Brooks, Alta. (9)
 CFCN-TV-4 Burmis, Alta. (5)
 CFCN-TV-5 Lethbridge, Alta. (13)
 CFCN-TV-6 Drumheller, Alta. (10)
 CFEN-TV-1 Enderby, B.C. (4)
 CFEN-TV-2 Enderby, B.C. (11)
 CFFI-TV-1 Malakwa, B.C. (4)
 CFGW-TV-1 Gaspé West, Que. (6)
 CFGW-TV-2 Gaspé South, Que. (8)
 CFJC-TV Kamloops, B.C. (4)
 CFJC-TV-1 Lillooet, B.C. (11)
 CFJC-TV-2 Ashcroft, B.C. (10)
 CFJC-TV-3 Merritt, B.C. (10)
 CFJC-TV-4 Clinton, B.C. (9)
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 CFJC-TV-6 Mt. Timothy, B.C. (5)
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 CFJC-TV-12
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 CFJC-TV-13 Avola, B.C. (3)
 CFJC-TV-14 Valemont, B.C. (8)
 CFJC-TV-15 Bralorne, B.C. (3)
 CFJC-TV-16 Boss Mtn., B.C. (7)
 CFJC-TV-17 Shalath, B.C. (3)
 CFJC-TV-18 Pine Valley, B.C. (2)
 CFJL-TV-1 Sundre, Alta. (7)
 CFKB-TV-1
Newcastle Ridge, B.C. (7)
 CFKB-TV-2 Kokish, B.C. (9)
 CFKB-TV-3 Port Hardy, B.C. (3)
 CFKB-TV-4 Sointula, B.C. (5)
 CFKL-TV Schefferville, Que. (11)
 CFLA-TV Goose Bay, Nfld. (8)
 CFLT-TV-1 Lake Louise, Alta. (6)
 CFMH-TV-1
Rocky Mtn. House, Alta. (12)
 CFMH-TV-2
Crimson Lake, Alta. (9)
 CFNV-TV-1 Camp Woss, B.C. (3)
 CFNV-TV-2 Nimpkish, B.C. (6)
 CFON-TV Oyen, Alta. (2)

CFPL-TV London, Ont. (10)
 CFQC-TV Saskatoon, Sask. (8)
 CFQC-TV-1 Stranraer, Sask. (3)
 CFRN-TV Edmonton, Alta. (3)
 CFRN-TV-1
Grande Prairie, Alta. (13)
 CFRN-TV-3 Whitecourt, Alta. (12)
 CFRN-TV-4 Ashmont, Alta. (12)
 CFRN-TV-5 Lac La Biche, Alta. (6)
 CFRN-TV-6
Ramea, Nfld. (13)
 CFSS-TV Carlyle Lake, Sask. (7)
 CFST-TV-1 Nine Mile Mtn., B.C. (9)
 CFTK-TV Terrace, B.C. (3)
 CFTK-TV-1 Prince Rupert, B.C. (6)
 CFTK-TV-2 Smithers, B.C. (5)
 CFTK-TV-3 Burns Lake, B.C. (4)
 CFTK-TV-4 Kildala, B.C. (5)
 CFTK-TV-5 Kemano, B.C. (2)
 CFTK-TV-6 Nass Camp, B.C. (5)
 CFTK-TV-7 Juskatla, B.C. (2)
 CFTK-TV-8
Aristazabal Island, B.C. (5)
 CFTK-TV-9 Ocean Falls, B.C. (2)
 CFTK-TV-10 Houston, B.C. (2)
 CFTK-TV-11
Nine Mile Mountain, B.C. (9)
 CFTK-TV-12
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 CFWH-TV Whitehorse, Yukon (6)
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 CFWL-TV-2 Parson, B.C. (8)
 CFWS-TV-1 Falkland, B.C. (5)
 CFWS-TV-2 Westwood, B.C. (12)
 CFYK-TV Yellowknife, N.W.T. (8)
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 CHAN-TV Vancouver, B.C. (8)
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 CHAN-TV-2 Bowen Island, B.C. (3)
 CHAN-TV-3 Squamish, B.C. (7)
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 CHAN-TV-5 Brackendale, B.C. (3)
 CHAT-TV Medicine Hat, Alta. (6)
 CHAT-TV-1 Pivot, Alta. (4)
 CHAT-TV-2
Maple Creek, Sask. (10)
 CHAT-TV-3 Bow Island, Alta. (10)
 CHAT-TV-4 Oyen, Alta. (7)
 CHAU-TV Carleton, Que. (5)
 CHAU-TV-1
Ste. Marguerite-Marie, Que. (2)
 CHAU-TV-2
Kedgwick-St. Quentin, N.B. (10)
 CHAU-TV-3 Port Daniel, Que. (10)
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 CHAU-TV-9
L'Anse a Valteau, Que. (7)
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 CHBC-TV-2 Vernon, B.C. (7)
 CHBC-TV-3
Oliver-Osoyoos, B.C. (8)
 CHBC-TV-4 Salmon Arm, B.C. (9)
 CHBC-TV-5 Grinrod, B.C. (72)
 CHBC-TV-6 Celista, B.C. (3)
 CHBC-TV-7 Skaha Lake, B.C. (7)
 CHBC-TV-8 Canoe, B.C. (6)
 CHCH-TV Hamilton, Ont. (11)
 CHEK-TV Victoria, B.C. (6)
 CHEX-TV Peterborough, Ont. (12)
 CHEX-TV-1 Bancroft, Ont. (2)
 CHEX-TV-2 Minden, Ont. (10)
 CHGH-TV Churchill, Man. (4)
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 CHID-TV-2 Lumby, B.C. (9)
 CHKC-TV-1 Keremeos, B.C. (4)
 CHCK-TV-2 Olalla, B.C. (11)
 CHKC-TV-3 Cawston, B.C. (3)
 CHKL-TV Kelowna, B.C. (5)
 CHKL-TV-1 Penticton, B.C. (10)
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 CJCH-TVHalifax, N.S. (5)
 CJCH-TV-1Canning, N.S. (10)
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 CJCN-TVGrand Falls, Nfld. (4)
 CJCN-TV-1St. Alban's, Nfld. (13)
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Bullhead Mountain, B.C. (8)
 CJFB-TVSwift Current, Sask. (5)
 CJFB-TV-1Eastend, Sask. (2)
 CJFB-TV-2Val Marie, Sask. (2)
 CJFB-TV-3Riverhurst, Sask. (10)
- CJIC-TVSault Ste. Marie, Ont. (2)
 CJNA-TV-1 Spences Bridge, B.C. (3)
 CJNP-TV-1Nakusp, B.C. (2)
 CJNP-TV-2Nakusp, B.C. (4)
 CJOC-TVLethbridge, Alta. (7)
 CJOC-TV-1Coleman, Alta. (12)
 CJOC-TV-2Brooks, Alta. (3)
 CJOC-TV-3Burmis, Alta. (3)
 CJOH-TVOttawa, Ont. (13)
 CJON-TVSt. John's, Nfld. (6)
 CJON-TV-1
Corner Brook, Nfld. (10)
 CJON-TV-2Bonavista, Nfld. (10)
 CJON-TV-3Deer Lake, Nfld. (7)
 CJOX-TVArgentia, Nfld. (3)
 CJOX-TV-1 Grand Bank, Nfld. (10)
 CJOX-TV-2Lawn, Nfld. (10)
 CJPM-TVChicoutimi, Que. (6)
 CJSS-TVCornwall, Ont. (8)
 CJTK-TVTemiscaming, Que. (3)
 CJTV-TV-1Port Renfrew, B.C. (11)
 CJWP-TV-1
Waterton Park, Alta. (12)
 CJWR-TV-1Cherryville, B.C. (10)
- CKAM-TVNorth Shore, N.B. (12)
 CKAM-TV-1Newcastle, N.B. (9)
 CKBF-TV-1Balfour, B.C. (4)
 CKBI-TVPrince Albert, Sask. (5)
 CKBI-TV-1Altacane, Sask. (10)
 CKBI-TV-2N. Battleford, Sask. (7)
 CKBI-TV-3
Greenwater Lake, Sask. (4)
 CKBI-TV-4Nipawin, Sask. (2)
 CKBI-TV-5Big River, Sask. (9)
 CKBL-TVMatane, Que. (9)
 CKBL-TV-1 Mt. Climont, Que. (11)
 CKBL-TV-2 Murdochville, Que. (6)
- CKBL-TV-3
Grande Vallee, Que. (11)
 CKBL-TV-4Mont Louis, Que. (2)
 CKBL-TV-5Causapsal, Que. (6)
 CKBL-TV-6Grand Detour, Que. (6)
 CKCC-TV-1Kwinatah, B.C. (7)
 CKCC-TV-2East Georgie, B.C. (9)
 CKCC-TV-3Mt. Dolly, B.C. (11)
 CKCD-TVCampbellton, N.B. (7)
 CKCK-TVRegina, Sask. (2)
 CKCK-TV-1Colgate, Sask. (12)
 CKCK-TV-2
Willow Bunch, Sask. (6)
 CKCO-TVKitchener, Ont. (13)
 CKCO-TV-2
Georgian Bay, Ont. (2)
 CKCQ-TV-1Quesnel, B.C. (13)
 CKCW-TVMoncton, N.B. (2)
 CKHQ-TV-1
Manicouagan, Que. (10)
 CKHQ-TV-2 Outardes 4, Que. (12)
 CKHQ-TV-3Micoua, Que. (6)
 CKHQ-TV-4Outardes 3, Que. (7)
 CKHQ-TV-5
Mont Georges, Que. (13)
 CKLT-TVSaint John, N.B. (9)
 CKLV-TVWindsor, Ont. (9)
 CKMI-TVQuebec, Que. (5)
 CKMJ-TVMarquis, Sask. (7)
 CKMU-TV-1 Murdochville, Que. (2)
 CKMY-TV-1Midway, B.C. (7)
 CKNC-TVSudbury, Ont. (9)
 CKNC-TV-1Elliot Lake, Ont. (7)
 CKNX-TVWingham, Ont. (8)
 CKNY-TVNorth Bay, Ont. (10)
 CKOS-TVYorkton, Sask. (3)
 CKPA-TV-1Port Alice, B.C. (2)
 CKPG-TVPrince George, B.C. (2)
 CKPG-TV-1Hixon, B.C. (10)
 CKPG-TV-3Fort Fraser, B.C. (6)
 CKPG-TV-4MacKenzie, B.C. (6)
 CKPR-TVThunder Bay, Ont. (2)
 CKQV-TV
Fort Qu'Appelle, Que. (11)
- CKRD-TVRed Deer, Alta. (6)
 CKRD-TV-1 Coronation, Alta. (10)
 CKRD-TV-2Banff, Alta. (10)
 CKRN-TV
Rouyn-Noranda, Que. (4)
 CKRN-TV-1Senneterre, Que. (7)
 CKRN-TV-2Val d'Or, Que. (8)
 CKRN-TV-3Ville-Marie, Que. (6)
 CKRN-TV-4Matagami, Que. (7)
 CKRS-TVJonquiere, Que. (12)
 CKRS-TV-1Port Alfred, Que. (9)
 CKRS-TV-2Chicoutimi, Que. (2)
 CKRS-TV-3Roberval, Que. (8)
 CKRS-TV-4Alma, Que. (4)
 CKRT-TV
Riviere-du-Loup, Que. (7)
 CKRT-TV-1Baie St. Paul, Que. (2)
 CKRT-TV-2
Ste. Rose du Degele, Que. (2)
 CKRT-TV-3 St. Patrice, Que. (13)
 CKRT-TV-4Cabano, Que. (5)
 CKRT-TV-5St. Urbain, Que. (5)
 CKSA-TVLloydminster, Alta. (2)
 CKSA-TV-1
Meadow Lake, Sask. (12)
 CKSA-TV-2Bonnyville, Alta. (9)
 CKSO-TVSudbury, Ont. (5)
 CKSO-TV-1Elliot Lake, Ont. (3)
 CKSS-TVDauphin, Man. (8)
 CKTM-TVTrois Rivieres, Que. (13)
 CKUP-TV-1Ucluelet, B.C. (6)
 CKVR-TVBarrie, Ont. (3)
 CKVR-TV-1Parry Sound, Ont. (11)
 CKVR-TV-2Huntsville, Ont. (8)
 CKVR-TV-3Haliburton, Ont. (5)
 CKVS-TV-1
Moyle & Creston, B.C. (5)
 CKWS-TVKingston, Ont. (11)
 CKX-TVBrandon, Man. (5)
 CKX-TV-1
Birtle-Foxwarren, Man. (11)
 CKX-TV-2Melita, Man. (9)



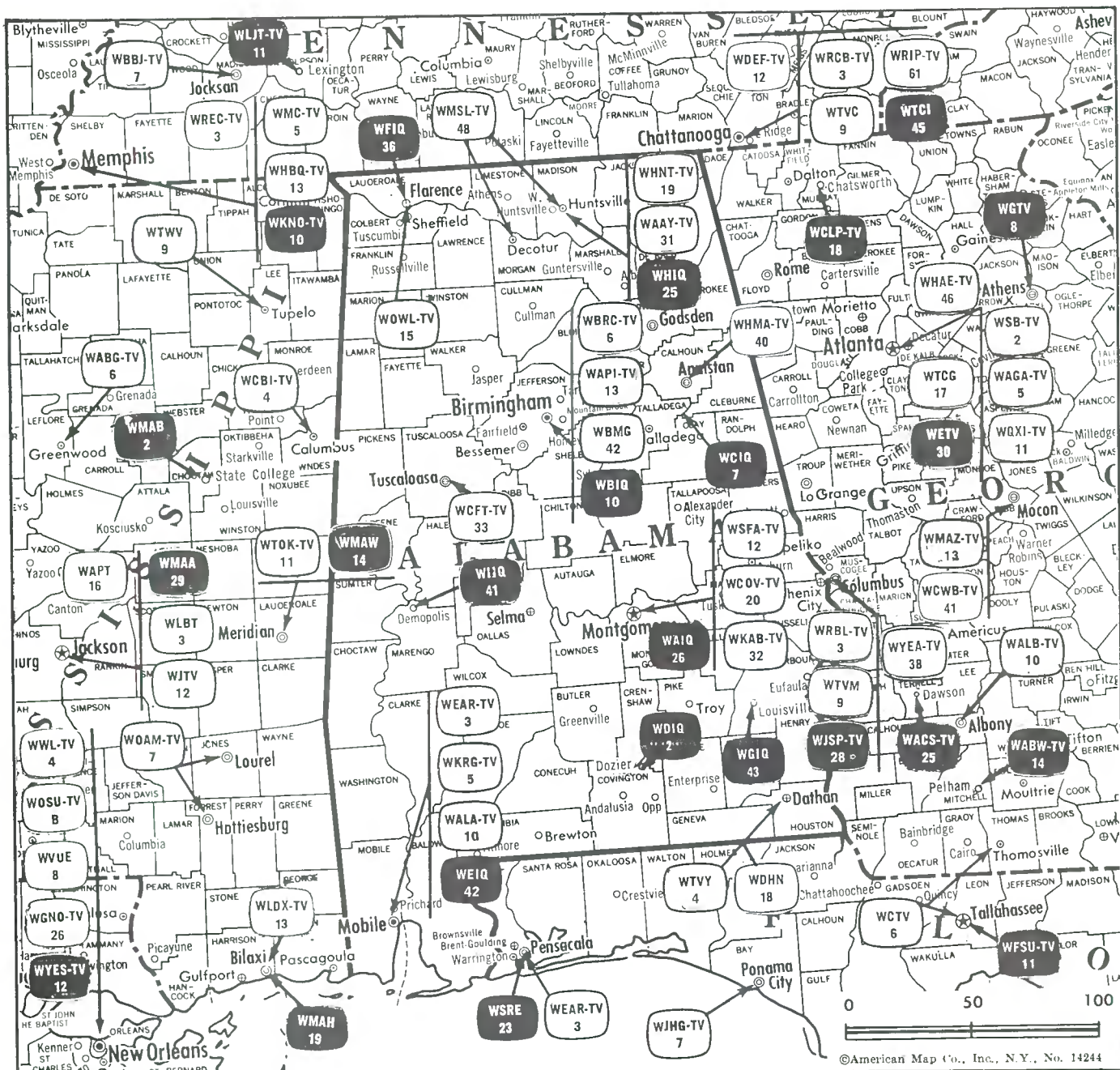
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 A publication of
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 1836 Jefferson Place, N.W. Washington, D.C. 20036
 202/872/9200



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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Birmingham	487,800	35	430,500	35
Mobile-Pensacola	301,600	69	268,100	67
Montgomery	184,200	107	122,200	124
Huntsville-Decatur-Florence	176,000	108	161,300	93
Dothan	144,300	130	76,300	152
Anniston	41,700	199	*	*
Tuscaloosa	28,600	206	*	*

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Alabama

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WMSL-TV, Decatur (See Huntsville-Decatur)

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

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 MHz). 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"

WIIQ

Demopolis

Ch. 41

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1080-ft. above av. terrain, 997-ft. above ground, 1259-ft. above sea level.

Latitude	32°	22'	01"
Longitude	87°	52'	03"

WDIQ

Dozier

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 2 (54-60 MHz). 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

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 36 (602-608 MHz). 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 MHz). 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"

WGIQ

Louisville

Ch. 43

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 708-kw visual, 70.8-kw aural. Antenna: 940-ft. above av. terrain, 795-ft. above ground, 1400-ft. above sea level.

Latitude	31°	44'	00"
Longitude	85°	25'	46"

WEIQ

Mobile

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 42 (638-644 MHz). 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 MHz). 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 MHz). 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"

Alabama Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	6	10	16
<input type="checkbox"/> Educational Television Stations	3	6	9
			25

Alabama—Anniston

WHMA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 174-kw visual, 34.7-kw aural. Antenna: 880-ft. above av. terrain, 235-ft. above ground, 1745-ft. above sea level.

Latitude 33° 40' 52"
Longitude 85° 48' 57"

Transmitter: Top of Blue Mt., 200-ft. S of Lookout Tower.

TV tape: Recording facilities.

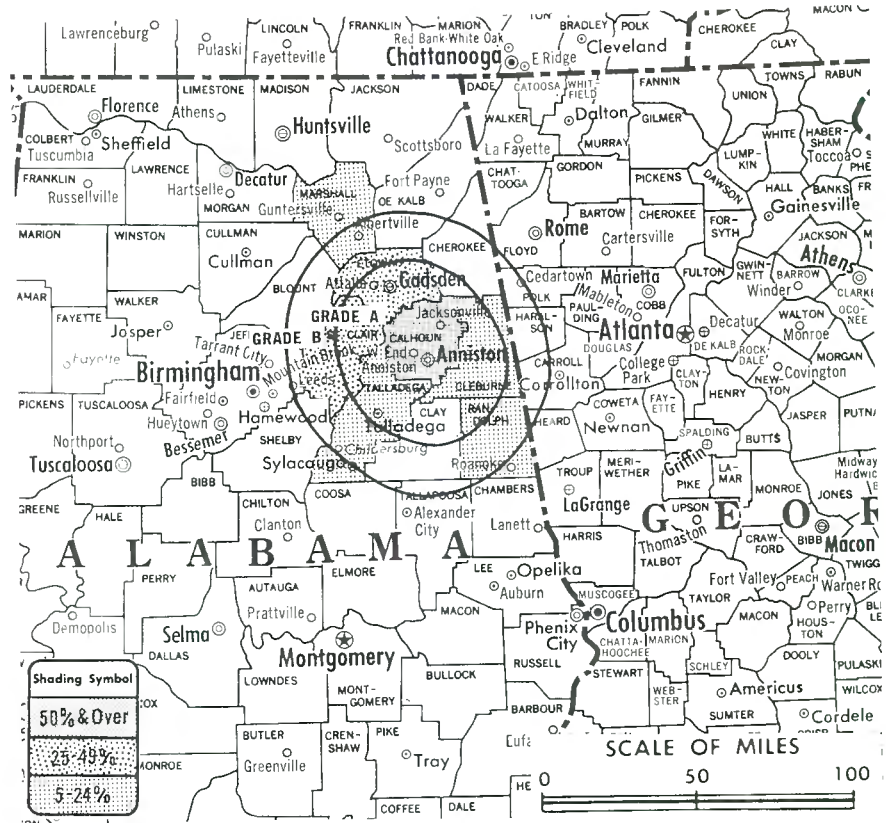
Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WHMA, 1-kw, 1390 kHz.

FM Affiliate: WHMA-FM, 3.7 kw, 100.5 MHz (No. 263), 190-ft.

Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHMA-TV Ref: FCC File No. BMPCT-7049 Granted 7/30/69 ©American Map Co., Inc., N.Y., No. 14244

WHMA-TV

Network Service: CBS.

Licensee: Anniston Broadcasting Co., Radio Bldg., 1330 Noble St., Anniston, Ala.

Studio: Radio-Television Bldg., Anniston, Ala.

Mailing Address: P.O. Box 40, Anniston, Ala. (36201).

Telephone: 205-237-8651.

Ownership: Harry Brandt Ayers, 40%; Elise Ayers Sanquinetti, 40%; Edel Y. Ayers, v.p.; James A. Hudson, v.p. & Malcolm B. Street, treas., Harry E. Mabry, 5% each. Principals also own Anniston Star and Talladega, Ala. Home.

Began Operation: Oct. 26, 1969.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Daly & Joyce.

Represented (engineering) by Claude M. Gray.

Personnel:

HARRY E. MABRY, general manager.
LARRY SHARPTON, program director.
BILL HAGLER, general sales manager.
JAMES A. HUDSON, chief engineer.

DIGEST OF RATE CARD NO. 3—(June 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:31-10 p.m., daily.					
	\$375.00	\$250.00	\$175.00	\$74.00	\$49.00 \$24.00

NETWORK BASE HOURLY RATE: \$90 (CBS).

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		ALABAMA Calhoun	31,100	29,800	96
Between 25-49%		ALABAMA Etowah St Clair	30,800 8,600	29,700 8,100	96 94
Between 5-24%		ALABAMA Cleburne Marshall Randolph Talladega	3,400 16,700 5,900 19,600	3,100 15,800 5,400 18,400	92 95 92 94
Station Totals			111,600	110,300	95
Net Weekly Circulation (1970-71)					41,700
Average Daily Circulation (1970-71)					22,900

Alabama—Birmingham



WAPI-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

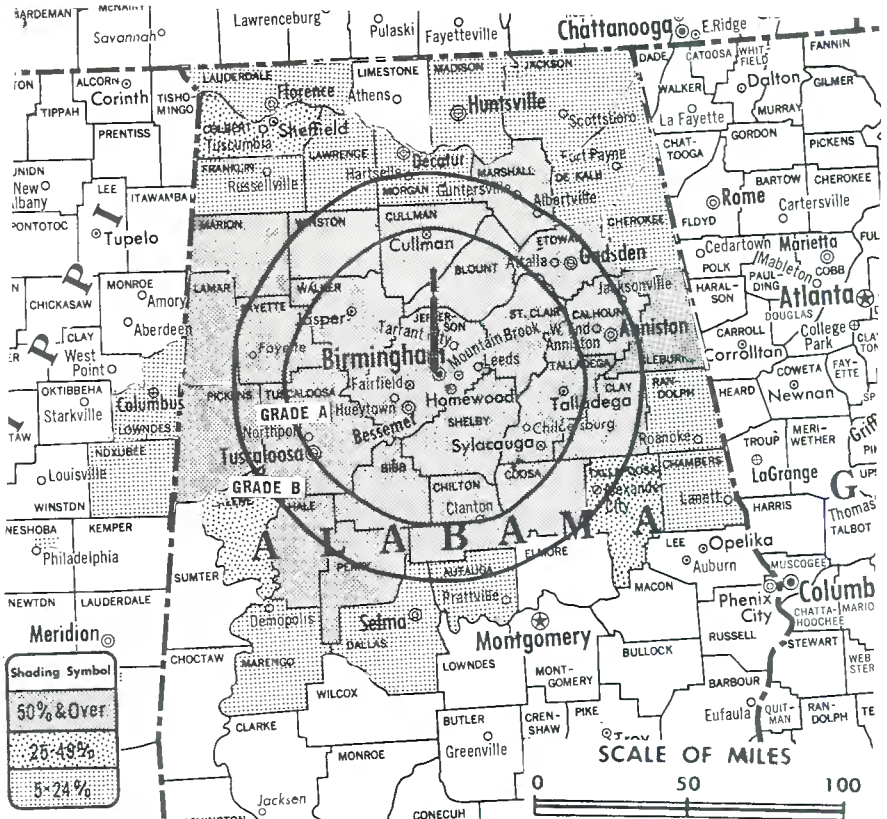
News Wire Service: UPI.

Facsimile Service: UPI.

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

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

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

WAPI-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., Box 10502, Birmingham, Ala. (35202).

Studio: Atop Red Mt.

Telephone: 205-933-2720.

TXW 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.
ROBERT E. SMITH, production manager.

DIGEST OF RATE CARD NO. 27—(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$1250.00 \$938.00 \$460.00 \$375.00 \$270.00* \$225.00* \$115.00*

*Class A1.

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

16-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ALABAMA				
	Bibb	4,100	3,800	93
	Blount	8,700	8,200	94
	Calhoun	31,100	29,800	96
	Chilton	8,200	7,600	93
	Clay	4,200	3,900	93
	Cleburne	3,400	3,100	92
	Coosa	3,200	3,000	92
	Cullman	16,700	16,100	96
	Etowah	30,800	29,700	96
	Fayette	5,400	5,000	93
	Hale	4,200	3,700	87
	Jefferson	206,700	199,900	97
	Lamar	4,800	4,400	93
	Marion	7,700	7,300	94
	Marshall	16,700	15,800	95
	Perry	4,200	3,600	86
	Pickens	6,000	5,300	89
	St Clair	8,600	8,100	94
	Shelby	11,400	10,900	95
	Talladega	19,600	18,400	94
	Tuscaloosa	33,300	31,400	94
	Walker	18,000	17,200	96
	Winston	5,500	5,200	95
Between 25-49%				
ALABAMA				
	Colbert	15,000	14,000	93
	Greene	3,000	2,500	84
	Tallapoosa	10,600	9,900	93
Between 5-24%				
ALABAMA				
	Autauga	6,900	6,300	92
	Chambers	11,600	10,800	93
	Cherokee	5,100	4,800	94
	Dallas	15,900	14,500	91
	De Kalb	13,800	13,000	94

(Continued on page 31-b)

Station Totals	706,700	668,600	95
Net Weekly Circulation (1970-71)			425,000
Average Daily Circulation (1970-71)			260,100

Alabama—Birmingham



WBGM

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1272-kw max. & 1070-kw horizontal visual, 254-kw max. & 214-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 890-ft. above ground, 1805-ft. above sea level.

Latitude 33° 29' 02"
Longitude 86° 48' 21"

Transmitter: 700-ft. NNW of intersection of Valley Ave. & Valley View Dr.

TV tape: Recording facilities.

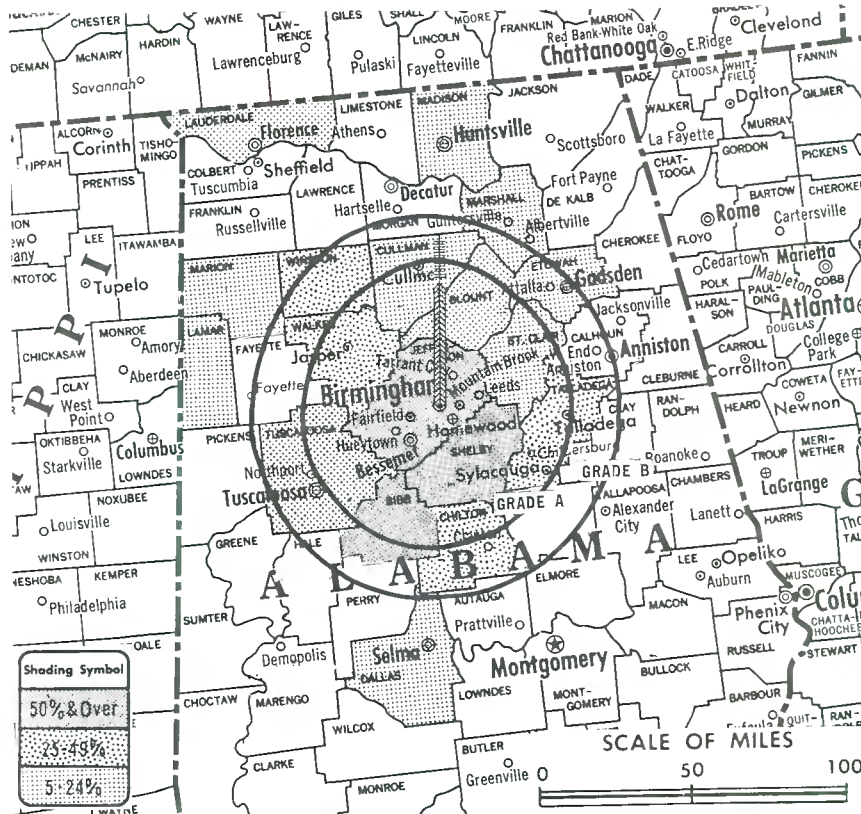
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 2075 Golden Crest Dr.

Telephone: 205-252-9821.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBGM Ref: FCC File No. B1PT-4101 Granted 5/24/68

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WBGM

Network Service: CBS.

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

Ownership: Southern Bcstg. Co. Inc., 32.67% (owns radios WTOB, Winston-Salem, N.C. & WSGN, Birmingham); William P. DuBois, pres., 26.14%; Northwest Growth Fund Inc., 17.14%; Enterprise Funds Inc., 12.25%; Exchange Capital Corp., 6.90%; Hugh M. Smith, v.p., 4.90%.

Began Operation: Oct. 17, 1965.

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch & Morgan.

Personnel:

WILLIAM P. DUBOIS, president.
HUGH M. SMITH, executive vice president & general manager.
CHARLES ROUNDTREE, operations director.
JAMES T. SLEEMAN, chief engineer.
LARRY MATSON, news director.
JUDY VINSON, traffic director.

DIGEST OF RATE CARD NO. 5—(June 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10:01 p.m., daily.
\$550.00 \$330.00 \$220.00 \$165.00* \$105.00* \$95.00* \$53.00*

*Class AA—6:29-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Bibb	4,100	3,800	93
	Jefferson	206,700	199,900	97
Between 25-49%	ALABAMA			
	Chilton	8,200	7,600	93
	Talladega	19,600	18,400	94
	Walker	18,000	17,200	96
Between 5-24%	Winston	5,500	5,200	95
	ALABAMA			
	Blount	8,700	8,200	94
	Cullman	16,700	16,100	96
	Dallas	15,900	14,500	91
	Etowah	30,800	29,700	96
	Lamar	4,800	4,400	93
	Lauderdale	22,000	20,400	93
Madison	56,100	53,000	95	
Marion	7,700	7,300	94	
Marshall	16,700	15,800	95	
St Clair	8,600	8,100	94	
Tuscaloosa	33,300	31,400	94	
Station Totals		494,800	471,900	95
Net Weekly Circulation (1970-71)				205,700
Average Daily Circulation (1970-71)				115,400

Alabama—Birmingham



WBRC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

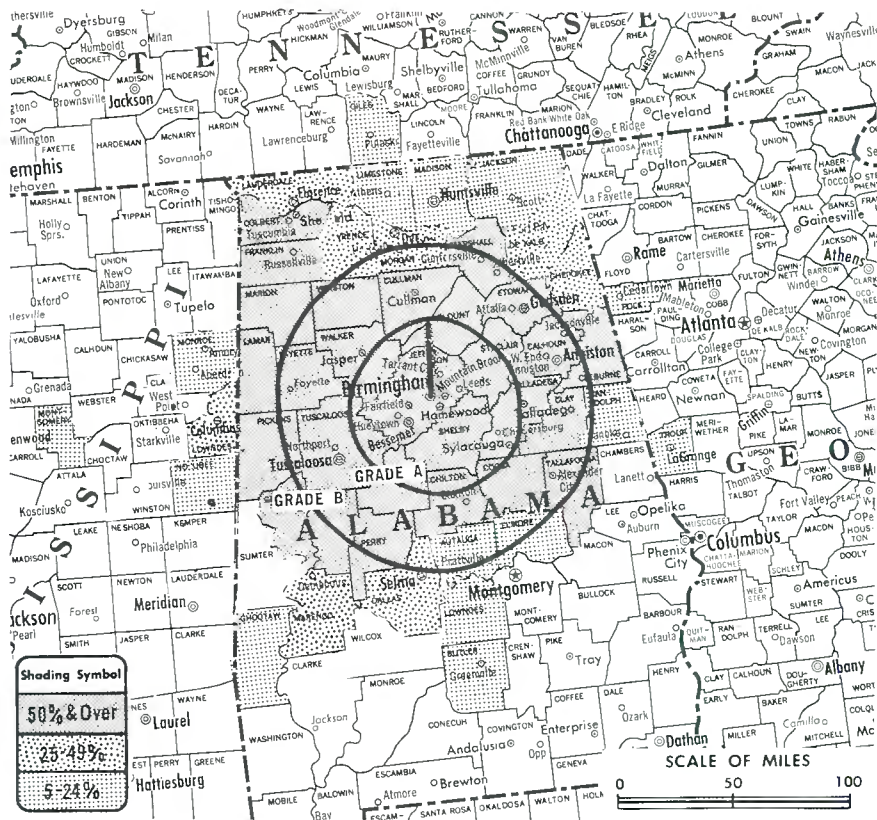
TWX: 810-733-3650.

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

FM Affiliate: WBRC-FM, 21.5-kw, 106.9 MHz (No. 295), 795-ft.

Represented (legal) by Koteen & Burt.

Total Households: ① MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.

Licensee: Taft Broadcasting Co., P.O. Box 6, (35201).

Ownership: See WKRC-TV, Cincinnati. Note: Sale of WBRC-AM-FM pends.

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 Katz Television.

Personnel:

LAWRENCE H. ROGERS II, president.
ROBERT T. SCHLINKERT, v.p. & general manager.
RICHARD S. STEPHEN, general sales manager.
E. KEITH WILLIAMS, local sales manager.
KEITH E. BARZE, program director & film buyer.
RICHARD S. STEPHEN, sales service & merchandising manager.
HARRY L. LAWSON, chief engineer.
SIDNEY M. BURGESS, promotion manager.

DIGEST OF RATE CARD NO. A26—(Sept. 1, 1970)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.
\$1600.00 \$800.00 \$400.00 Graded rates apply*

*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1683 (ABC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Bibb	4,100	3,800	93
	Blount	8,700	8,200	94
	Calhoun	31,100	29,800	96
	Chilton	8,200	7,600	93
	Clay	4,200	3,900	93
	Cleburne	3,400	3,100	92
	Colbert	15,000	14,000	93
	Coosa	3,200	3,000	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA—(Continued)			
	Cullman	16,700	16,100	96
	Etowah	30,800	29,700	96
	Fayette	5,400	5,000	93
	Franklin	8,000	7,400	92
	Greene	3,000	2,500	84
	Hale	4,200	3,700	87
	Jefferson	206,700	199,900	97
	Lamar	4,800	4,400	93
	Marion	7,700	7,300	94
	Marshall	16,700	15,800	95
	Perry	4,200	3,600	86
	Pickens	6,000	5,300	89
	St Clair	8,600	8,100	94
	Shelby	11,400	10,900	95
Talladega	19,600	18,400	94	
Tallapoosa	10,600	9,900	93	
Tuscaloosa	33,300	31,400	94	
Walker	18,000	17,200	96	
Winston	5,500	5,200	95	
Between 25-49%	ALABAMA			
	Cherokee	5,100	4,800	94
	Dallas	15,900	14,500	91
	De Kalb	13,800	13,000	94
	Lauderdale	22,000	20,400	93
Between 5-24%	Lawrence	7,800	7,100	91
	Marengo	6,900	6,100	88
	Morgan	24,600	23,200	94
MISSISSIPPI	Lowndes	14,500	13,700	94
	ALABAMA			
Between 5-24%	Autauga	6,900	6,300	92
	Butler	6,700	6,100	91
(Continued on page 31-b)				
Station Totals		777,900	734,200	94
Net Weekly Circulation (1970-71)			487,800	
Average Daily Circulation (1970-71)			358,400	

Alabama—Dothan



WDHN

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1080.4-kw max. & 398-kw horizontal visual, 162.6-kw max. & 60.3-kw horizontal aural. Antenna: 730-ft. above av. terrain, 796-ft. above ground, 1049-ft. above sea level.

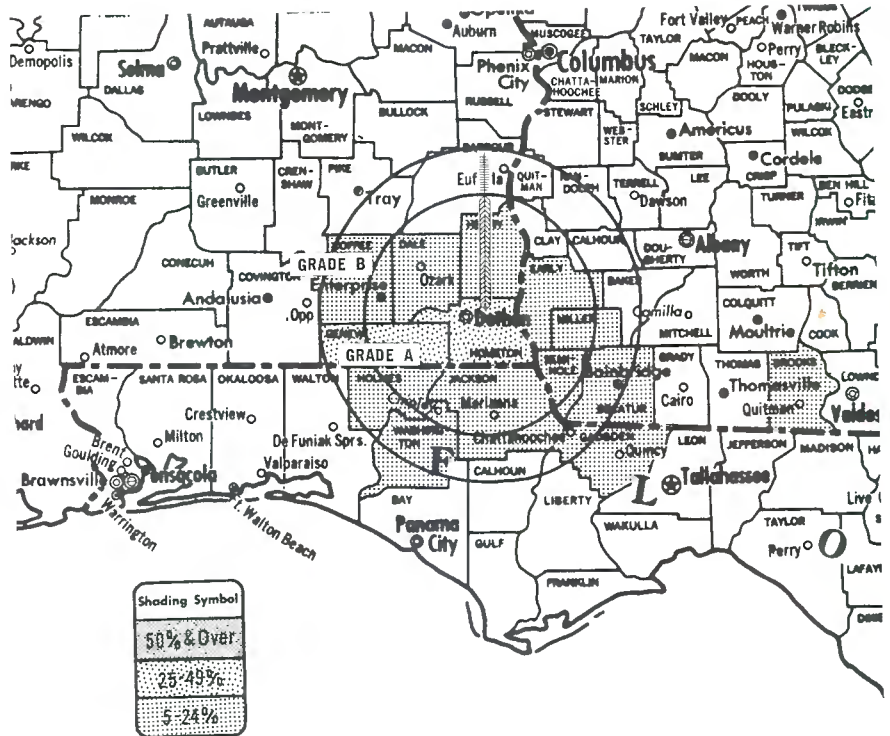
Latitude 31° 14' 30"
Longitude 85° 18' 48"

Transmitter: 1.8-mi. E of Dothan on Rt. 52.

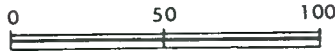
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.



SCALE OF MILES



Total Households: ① MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WDHN Ref: FCC File No. BMPCT-7141 Granted 11/20/69

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

WDHN

Network Service: ABC.

Licensee: Southeast Alabama Broadcasting Co., P.O. Box 2228, Dothan, Ala. (36301).

Studio: 1.8-mi. East of Dothan on Rt. 52.

Telephone: 205-794-2651.

Ownership: Betts Slingluff Jr., chmn., 5.27%; Arthur B. Adams, pres., 7.06%; T. L. Ricketts, v.p., 4.21%; Dorothy Z. Lawrence, secy.-treas.; 30 others, none with more than 14.92%.

Began Operation: August 7, 1970.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Morgan, Lewis & Bockius.

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

Personnel:

CHARLES E. DAVIS, general manager.

C. RONALD WILKINS, program & national sales director.

DENNIS PHILLIPS, chief engineer.

DIGEST OF RATE CARD NO. 1—(Aug. 7, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-9:30 p.m., daily.	\$220.00	\$132.00	\$88.00	\$50.00	\$45.50	\$38.00
	\$19.00					

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Geneva	7,200	6,700	93
	Houston	18,600	17,800	96
Between 5-24%	ALABAMA			
	Coffee	11,000	10,300	93
	Dale	15,000	14,200	95
	Henry	4,000	3,700	92
	FLORIDA			
	Gadsden	9,600	8,700	91
	Holmes	3,500	3,100	88
	Jackson	11,000	9,900	90
	Washington	3,800	3,500	91
	GEORGIA			
Brooks	4,000	3,700	92	
Decatur	6,500	6,100	93	
Early	3,900	3,500	91	
Miller	1,900	1,700	90	
Seminole	2,100	1,900	93	
Station Totals		102,100	94,800	93
Net Weekly Circulation (1970-71)				21,900
Average Daily Circulation (1970-71)				9,600

Alabama—Dothan



WTVY

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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 & tape.

News Wire & Facsimile Service: AP.

Studio: Columbia Hwy.

Telephone: 205-792-3195.

TWX No.: 205-620-2447.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Cohen & Dippell.

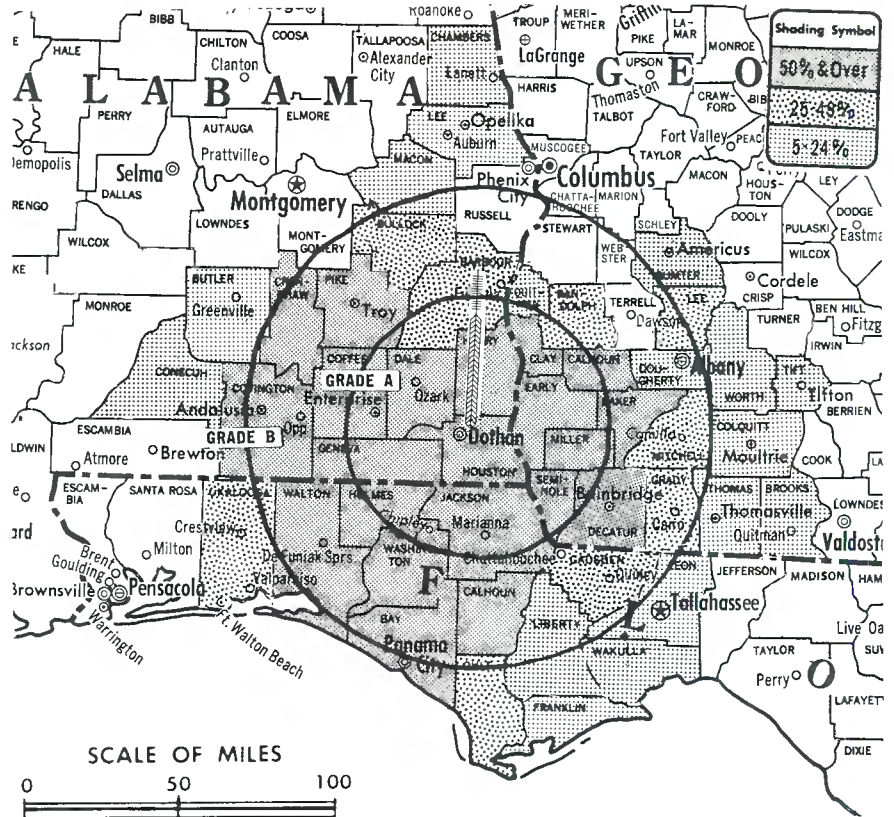
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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 owns WCWB-TV, 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.
 ELDON KLAPAL, assistant manager.
 ART CREAMER, local sales manager.
 ELLIS ANDERSON, director of engineering.
 BOB PETERMANN, program director.
 REBECCA LEDENHAM, promotion manager.
 REX ROACH JR., news director.

DIGEST OF RATE CARD NO. 9—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5:30-9:30 p.m., daily.	\$425.00	\$254.00	\$170.00	\$106.00	\$90.00	\$80.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Coffee	11,000	10,300	93
	Covington	11,500	10,700	93
	Crenshaw	4,400	4,000	92
	Dale	15,000	14,200	95
	Geneva	7,200	6,700	93
	Henry	4,000	3,700	92
	Houston	18,600	17,800	96
	Pike	7,700	7,000	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Bay	24,900	23,900	96
	Calhoun	2,100	1,900	89
	Holmes	3,500	3,100	88
	Jackson	11,000	9,900	90
	Walton	5,300	4,900	92
	Washington	3,800	3,500	91
	GEORGIA			
	Baker	1,100	1,000	88
	Calhoun	1,700	1,400	85
Clay	1,100	1,000	89	
Decatur	6,500	6,100	93	
Early	3,900	3,500	91	
Miller	1,900	1,700	90	
Seminole	2,100	1,900	93	
Between 25-49%	ALABAMA			
	Barbour	6,900	6,200	89
	Bullock	3,300	2,900	88
	FLORIDA			
	Gadsden	9,600	8,700	91
Gulf	3,100	2,900	92	
Okaloosa	27,200	26,300	97	
GEORGIA				
Grady	5,600	5,300	94	
Lee	2,000	1,800	92	
Mitchell	5,400	4,900	92	
Randolph	2,600	2,300	90	
Between 5-24%	ALABAMA			
	Butler	6,700	6,100	91
	Chambers	11,600	10,800	93
	Conecuh	4,800	4,300	89
	Lee	18,100	16,900	93
Macon	6,700	6,000	90	

(Continued on page 31-b)

Station Totals	373,600	348,500	93
Net Weekly Circulation (1970-71)		144,300	
Average Daily Circulation (1970-71)		83,600	

In the Dothan Market



WTVY

Isn't Alone in the Airways!
These Birds Fill the Sky



They Nest at Ft. Rucker, the Army Aviation Center
While They Rest They View:

The Morning Show
M-F 6:45-8 AM

The Farm Show
M-F 12-12:20 PM
SAT. 6-6:30 PM

The Noon News
M-F 12:20-12:30

The Evening Report
M-F 6-6:30 PM

The 10 PM Report
M-F 10-10:30 PM

AND

All of the CBS Network

WTVY, Dothan, Alabama

One of America's Great Regional TV Stations

F. E. BUSBY
PRESIDENT & GENERAL MANAGER

WTVY-TV-FM, Dothan, Ala.

REPRESENTED BY: MEEKER COMPANY
BUSBY, FINCH & WOODS

WCWB-TV, Macon, Ga.

Alabama—Florence

WOWL-TV
Ch. 15

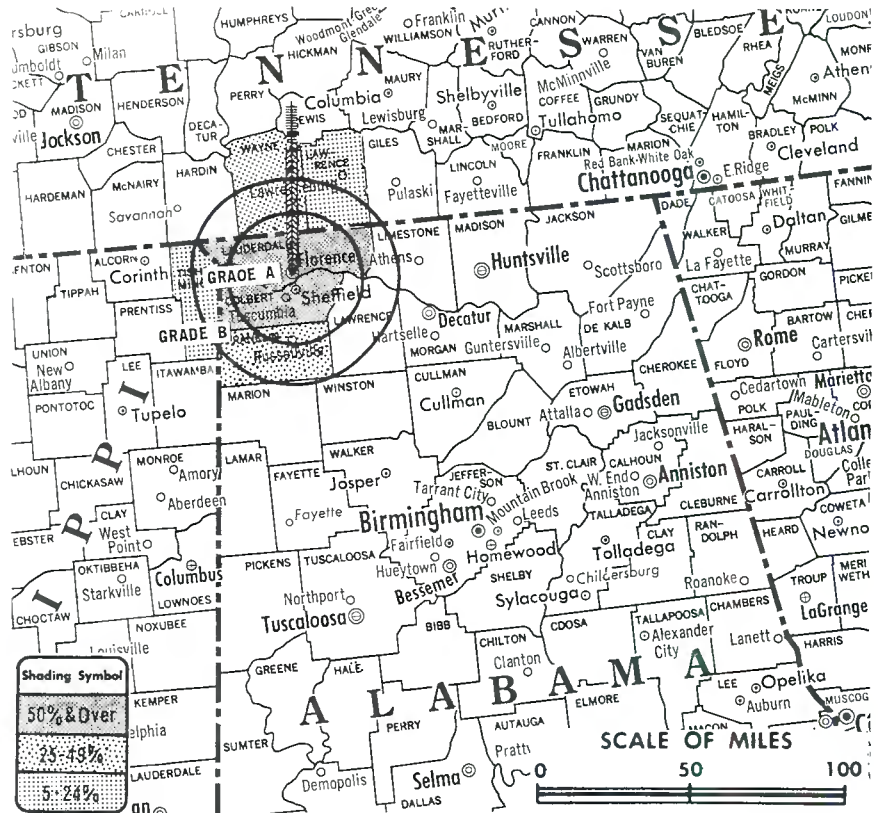
Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 230-kw visual, 23.3-kw aural. Antenna: 400-ft. above average terrain, 358-ft. above ground, 732-ft. above sea level.

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

Transmitter: 840 Cypress Mill Rd.
Color: Network, live, film, slide & tape.

News Wire Service: AP.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WOWL-TV Ref: FCC File No. BPCT-4072 Granted 5/24/68

© 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., 47.7%; Radio Muscle Shoals Inc. (WOWL), 38.9%; Barbara Griffin, 6.7%; Rick Biddle, 6.7%. Richard Biddle owns control of WOWL.

Began Operation: Oct. 28, 1957.

Represented (Sales) by Savalli/Gates Inc. (Southeast); Southern Television System.

Personnel:

RICHARD B. BIDDLE, president, general & national sales manager.
JACK WORLEY, vice president & film buyer.
LARRY ROHLING, dir. of engineering, TV & radio.
RICK BIDDLE, production manager.
MIKE CORNELIUS, operations manager.
CAROLE STAGGS, traffic manager.
RUTH BIDDLE, women's director.
JEANNIE ALGEO, promotion & merchandising manager.
LINCOLN WILLIAMS, film director.

DIGEST OF RATE CARD NO. 6—(Nov. 1, 1970)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—5:59-10 p.m., daily.				
\$350.00	\$250.00	\$70.00	\$60.00	\$50.00
NETWORK BASE HOURLY RATE: \$200.				

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	15,000	14,000	93
	Lauderdale	22,000	20,400	93
Between 25-49%	ALABAMA			
	Franklin	8,000	7,400	92
Between 5-24%	MISSISSIPPI			
	Tishomingo	5,200	4,700	90
	TENNESSEE			
	Lawrence	9,200	8,600	94
	Wayne	3,700	3,300	89
Station Totals		63,100	58,400	93
Net Weekly Circulation (1970-71)				29,900
Average Daily Circulation (1970-71)				19,800

Alabama—Huntsville-Decatur



WAAY-TV

Ch. 31

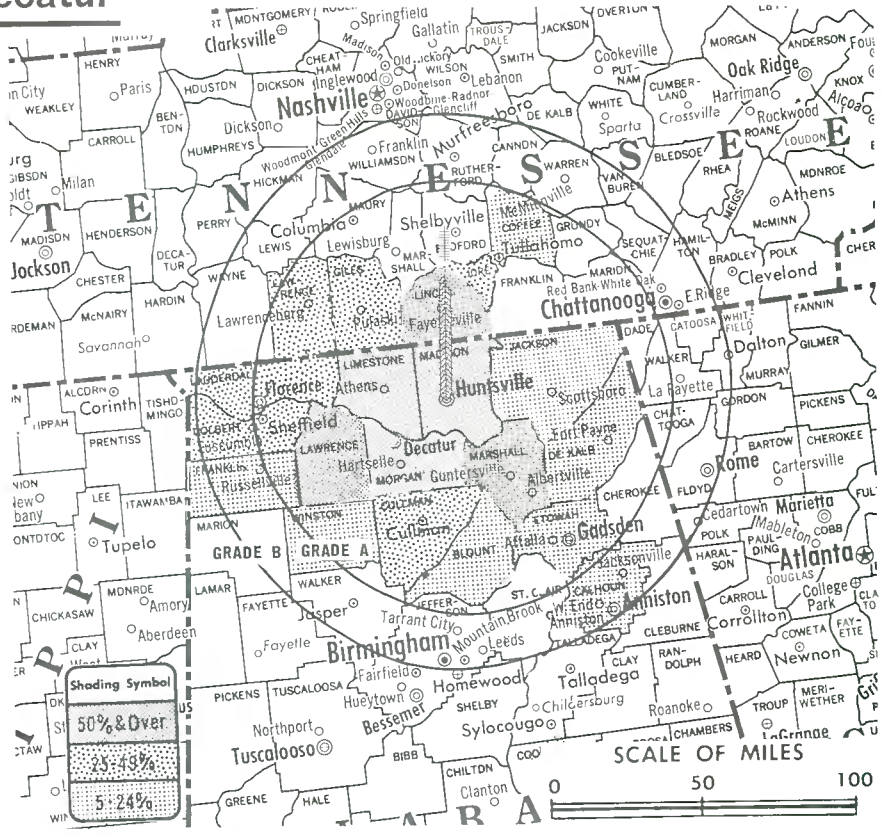
Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1240-kw visual, 124-kw aural. Antenna: 1372-ft. above av. terrain, 455-ft. above ground, 2053-ft. above sea level.

Latitude 34° 44' 16"
Longitude 86° 32' 02"

Transmitter: 1000 Monte Sano Blvd.
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

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



Total Households: 67 MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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

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 (sales) by Adam Young Inc.

Represented (engineering) by Claude M. Gray.

Personnel:

M. D. SMITH IV, president.
DAN WHITSETT, vice president & sales manager.
ROBERT A. GAY, chief engineer.

DIGEST OF RATE CARD NO. 3A (Aug. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6-10:30 p.m., daily.	\$475.00	\$295.00	\$190.00	\$150.00	\$110.00*	\$65.00* \$45.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$325.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		ALABAMA			
		Lawrence	7,800	7,100	91
		Limestone	12,700	11,800	93
		Madison	56,100	53,000	95
		Marshall	16,700	15,800	95
	Morgan	24,600	23,200	94	
Between 25-49%		TENNESSEE			
		Lincoln	8,100	7,500	93
		ALABAMA			
		Colbert	15,000	14,000	93
		Cullman	16,700	16,100	96
	Lauderdale	22,000	20,400	93	
Between 5-24%		TENNESSEE			
		Giles	7,400	6,800	92
		Lawrence	9,200	8,600	94
		Moore	1,200	1,100	92
		ALABAMA			
	Blount	8,700	8,200	94	
	Calhoun	31,100	29,800	96	
	De Kalb	13,800	13,000	94	
	Etowah	30,800	29,700	96	
	Franklin	8,000	7,400	92	
	Jackson	12,600	11,800	93	
	Winston	5,500	5,200	95	
	TENNESSEE				
	Coffee	10,500	10,100	96	
Station Totals			318,500	300,600	94
Net Weekly Circulation (1970-71)				141,500	
Average Daily Circulation (1970-71)				82,400	

Alabama—Huntsville

WHNT-TV Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1279-kw max. & 1002-kw horizontal visual, 254-kw max. & 199-kw horizontal aural. Antenna: 1750-ft. above av. terrain, 944-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 19"
Longitude 86° 31' 56"

Transmitter: 960 Monte Sano Blvd.

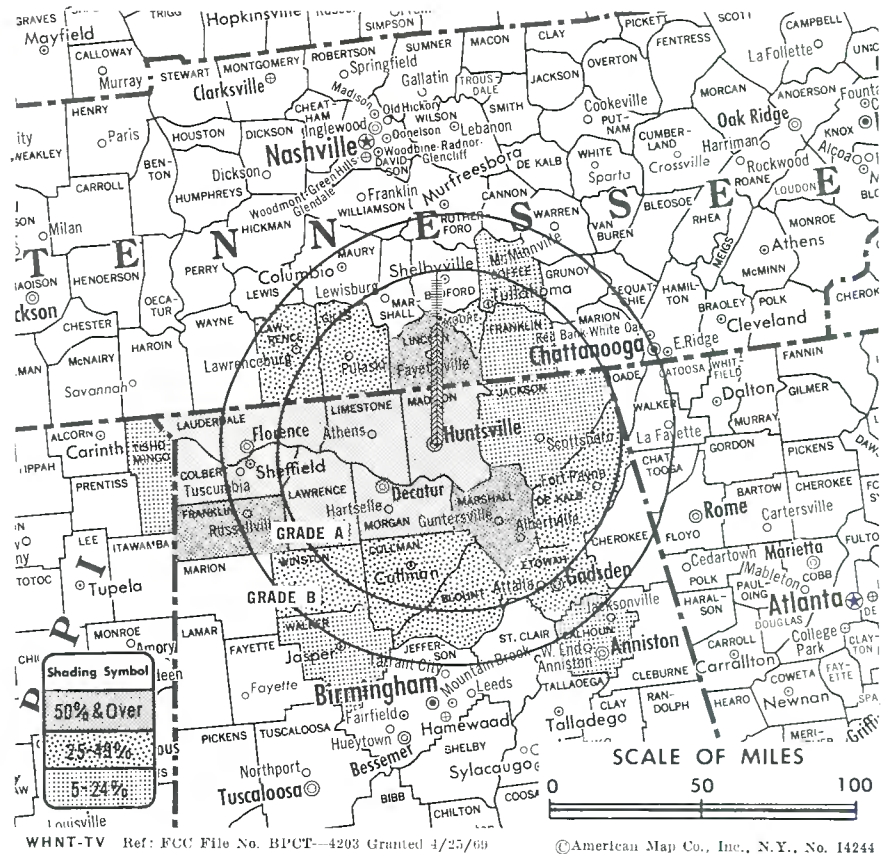
TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: (5) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHNT-TV

Licensee: North Alabama Broadcasters Inc., 960 Monte Sano Blvd., P.O. Box 19, Huntsville, Ala. (35804).

Studio: 960 Monte Sano Blvd.

Telephone: 205-539-5743.

Ownership: Charles F. Grisham, pres., 40%; Tine W. Davis, v.p., 20%; Aaron Aronov, treas., 20%; B. D. Godbold, secy., 20%. Same principals own 50% of WYEA-TV, Columbus, Ga. Grisham owns off-air WSLA-TV, Selma, Ala.

Began Operation: Nov. 28, 1963.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by Gautney & Jones.

Personnel:

CHARLES F. GRISHAM, president.
TOM PERCER, exec. v.p. & general manager.
RALPH A. STANLEY, vice president & gen. sales manager.
JIM FRANCIS, operations manager.
VICTOR BANKOWSKI, chief engineer.
HANS SITARZ, news director.

DIGEST OF RATE CARD NO. 11 (May 31, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class A—6-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$150.00 \$100.00 \$100.00 \$50.00
NETWORK BASE HOURLY RATE: \$450.

For Call Letters of U.S. Television
Stations, see page 7-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	15,000	14,000	93
	Franklin	8,000	7,400	92
	Lauderdale	22,000	20,400	93
	Lawrence	7,800	7,100	91
	Limestone	12,700	11,800	93
	Madison	56,100	53,000	95
TENNESSEE	Marshall	16,700	15,800	95
	Morgan	24,600	23,200	94
Between 25-49%	ALABAMA			
	Blount	8,700	8,200	94
	Cullman	16,700	16,100	96
	De Kalb	13,800	13,000	94
	Etowah	30,800	29,700	96
TENNESSEE	Winston	5,500	5,200	95
Between 5-24%	ALABAMA			
	Calhoun	31,100	29,800	96
	Jackson	12,600	11,800	93
	Walker	18,000	17,200	96
MISSISSIPPI	Tishomingo	5,200	4,700	90
TENNESSEE	Coffee	10,500	10,100	96
Franklin	8,300	7,900	95	
Station Totals		350,000	330,400	94
Net Weekly Circulation (1970-71)			176,000	
Average Daily Circulation (1970-71)			127,200	

Alabama—Huntsville-Decatur



WMSL-TV

Ch. 48

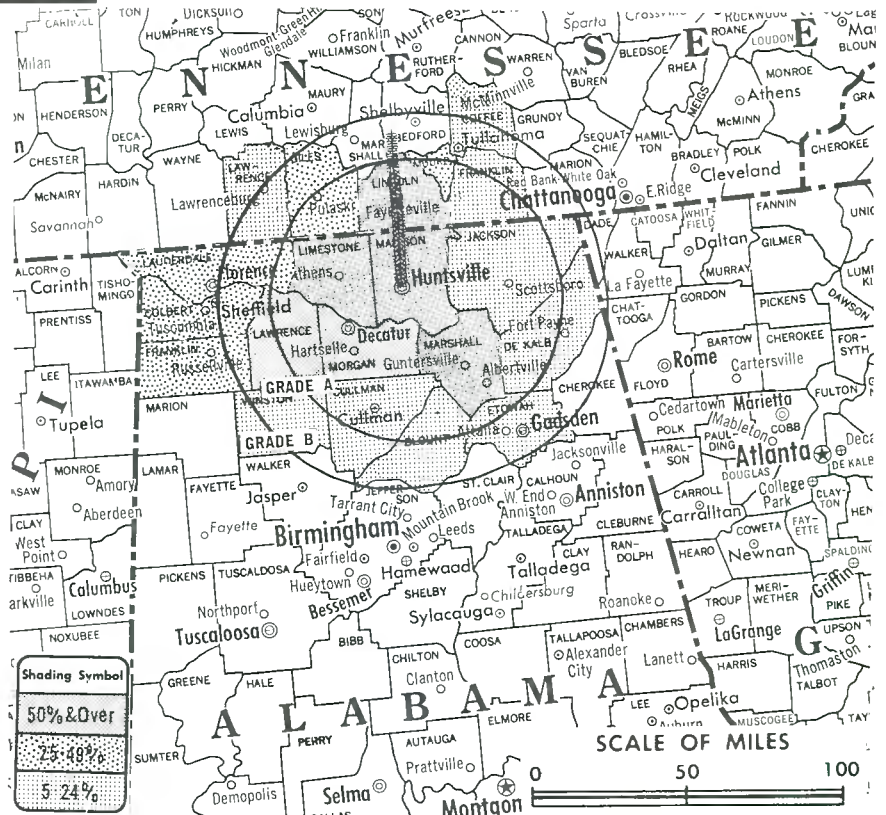
Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1780-kw max. & 700-kw horizontal visual, 132-kw aural. Antenna: 1190-ft. above av. terrain, 818-ft. above ground, 1979-ft. above sea level.

Latitude 34° 42' 39"
Longitude 86° 32' 07"

Transmitter: 5000 Governors Dr., 3-mi. SE of Huntsville.

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

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WMSL-TV

Licensee: Tennessee Valley Radio & TV Corp., Huntsville, Ala. (35801).

Studios: 5000 Governors Dr., Huntsville (35801).

Telephone: 205-534-1666.

Ownership: Frank Whisenant, pres., 54%; Alice A. Whisenant, treas., 5%; following directors: Benny Carl Digesu, 21%; Redus C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

Began Operation: July 4, 1954.

Represented (sales) by Meeker Co.; Busby, Finch & Woods (regional).

Represented (legal) by Daly & Joyce.

Represented (engineering) by John H. Mullaney.

Personnel:

FRANK WHISENANT, president, general manager.
BENNY CARLE, vice president, station manager.
BECKY BEAN, program director.
KENNETH CASEY, chief engineer.

DIGEST OF RATE CARD NO. 3M—(Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., Mon.-Sat.; 4-6 p.m., Sun.	\$400	\$240	\$160	\$125	\$60*	\$30*

*Class A—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

	Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over		ALABAMA				
		Lawrence	7,800	7,100	91	
		Limestone	12,700	11,800	93	
		Madison	56,100	53,000	95	
		Marshall	16,700	15,800	95	
		Morgan	24,600	23,200	94	
Between 25-49%		TENNESSEE				
		Lincoln	8,100	7,500	93	
	Between 5-24%		ALABAMA			
			Colbert	15,000	14,000	93
			Franklin	8,000	7,400	92
			Lauderdale	22,000	20,400	93
		TENNESSEE				
		Giles	7,400	6,800	92	
	Moore	1,200	1,100	92		
Between 5-24%		ALABAMA				
		Blount	8,700	8,200	94	
		Cullman	16,700	16,100	96	
		De Kalb	13,800	13,000	94	
		Etowah	30,800	29,700	96	
		Jackson	12,600	11,800	93	
	Winston	5,500	5,200	95		
	TENNESSEE					
	Coffee	10,500	10,100	96		
	Franklin	8,300	7,900	95		
	Lawrence	9,200	8,600	94		
Station Totals			295,700	278,700	94	
Net Weekly Circulation (1970-71)				134,400		
Average Daily Circulation (1970-71)				69,400		

Alabama—Mobile



WALA-TV



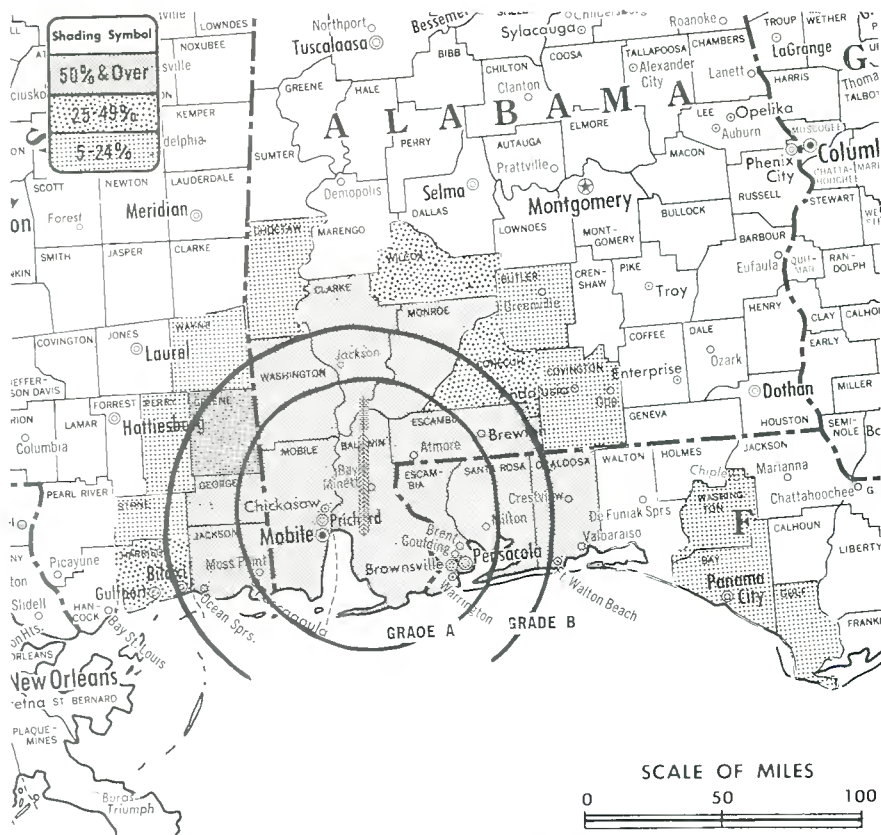
Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WALA-TV Ref: FCC File No. BPCT-2733 Granted 7/7/60

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

WALA-TV

Licensee: Universal Communications Corp., 615 Lafayette Blvd., Detroit, Mich.

Studio: 210 Government St., Mobile, Ala. (36601).

Telephone: 205-433-3754.

TWX No.: 810-741-2642.

Ownership: Evening News Assn. For other interests, see WWJ-TV, Detroit.

Began Operation: Jan. 14, 1953. Sale to present owner by Roywood Corp. approved by FCC Oct. 31, 1969 (Television Digest, Vol. 9:15, 44). Previously, sale to Roywood by W. O. Pape approved Nov. 25, 1964 by FCC (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 Steel, Andrus & Adair.

Personnel:

- H. RAY MCGUIRE, vice president & general manager.
- PETE WILLIAMS, general sales manager.
- CLAUDE R. EVANS, program director.
- GRADY JACKSON, chief engineer.
- CARLTON CORDELL, news director.
- ALAN BATTEN, promotion director.

DIGEST OF RATE CARD NO. 21 (Sept. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$700.00 \$360.00 \$230.00 \$190.00 \$150.00* \$150.00* \$75.00*

*Class AA—6:29-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$655.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA				
		Baldwin	18,600	17,800	96
		Clarke	7,900	7,100	89
		Escambia	10,100	9,300	92
		Mobile	93,200	90,000	97
		Monroe	5,900	5,200	88
		Washington	4,500	4,100	91
	FLORIDA				
		Escambia	63,400	61,400	97
		Okaloosa	27,200	26,300	97
	Santa Rosa	11,800	11,400	96	
MISSISSIPPI					
	George	3,800	3,600	96	
	Greene	2,600	2,300	89	
	Jackson	26,500	25,300	96	
Between 25-49%	ALABAMA				
		Conecuh	4,800	4,300	89
		Wilcox	4,300	3,700	85
	MISSISSIPPI				
	Harrison	38,900	37,400	96	
Between 5-24%	ALABAMA				
		Butler	6,700	6,100	91
		Choctaw	4,700	4,100	88
		Covington	11,500	10,700	93
	FLORIDA				
		Bay	24,900	23,900	96
		Gulf	3,100	2,900	92
		Washington	3,800	3,500	91
	MISSISSIPPI				
	Perry	2,600	2,400	91	
	Stone	2,400	2,200	93	
	Wayne	5,100	4,600	90	
Station Totals			388,300	369,600	95
Net Weekly Circulation (1970-71)				266,100	
Average Daily Circulation (1970-71)				170,300	

Alabama—Mobile



WKRQ-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

Studio: 162 St. Louis St.

AM Affiliate: WKRQ, 1-kw (500-watts night), 710 kHz (CBS).

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

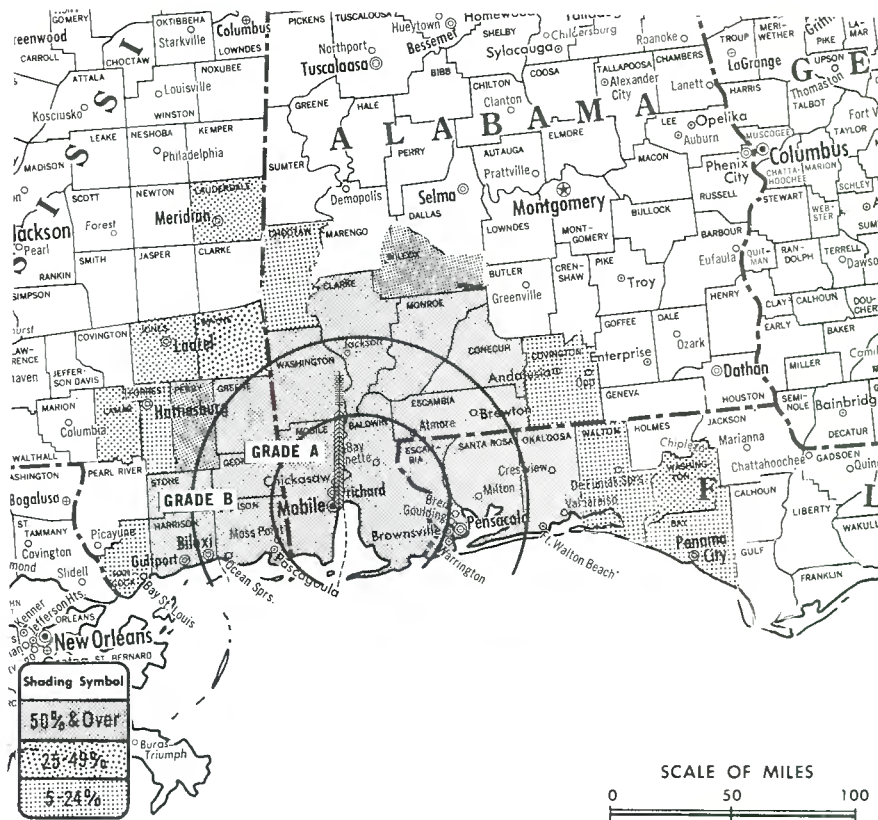
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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

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

WKRQ-TV

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

Telephone: 205-432-5501. TWX No.: 810-741-4263.

Ownership: Giddens Television Inc., 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 Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

MRS. KENNETH R. GIDDENS, president.

C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.

WES DIAMOND, production manager.

THELMA RENAUD, traffic manager.

CURTIS B. WILLARD, chief engineer.

DIGEST OF RATE CARD NO. 10

(Sept. 1, 1969)

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

Class AA—6:30-10:30 p.m., daily.

\$800.00 \$480.00 \$320.00 \$240.00 \$200.00 \$100.00 \$80.00

NETWORK BASE HOURLY RATE: \$875.

**ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.**

Call 800-638-0859 . . . Toll free

Net Weekly Circulation	State County	Total Households	TV Households	%
	ALABAMA			
	Baldwin	18,600	17,800	96
	Clarke	7,900	7,100	89
	Conecuh	4,800	4,300	89
	Escambia	10,100	9,300	92
	Mobile	93,200	90,000	97
	Monroe	5,900	5,200	88
	Washington	4,500	4,100	91
	Wilcox	4,300	3,700	85
50% & Over	FLORIDA			
	Escambia	63,400	61,400	97
	Okaloosa	27,200	26,300	97
	Santa Rosa	11,800	11,400	96
	MISSISSIPPI			
	George	3,800	3,600	96
	Greene	2,600	2,300	89
	Harrison	38,900	37,400	96
	Jackson	26,500	25,300	96
	Perry	2,600	2,400	91
	Stone	2,400	2,200	93
Between 25-49%	MISSISSIPPI			
	Wayne	5,100	4,600	90
Between 5-24%	ALABAMA			
	Choctaw	4,700	4,100	88
	Covington	11,500	10,700	93
	FLORIDA			
	Bay	24,900	23,900	96
	Walton	5,300	4,900	92
	Washington	3,800	3,500	91
	MISSISSIPPI			
	Forrest	18,400	17,500	95
	Hancock	5,100	4,800	94
	Jones	17,500	16,700	95
	Lamar	4,700	4,400	93
	Lauderdale	21,800	20,800	95
Station Totals		451,300	429,700	95
Net Weekly Circulation (1970-71)			301,600	
Average Daily Circulation (1970-71)			216,900	

Alabama—Montgomery

WCOV-TV
Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 224-kw visual, 44.7-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"

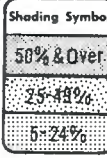
Transmitter: Adrian Lane.

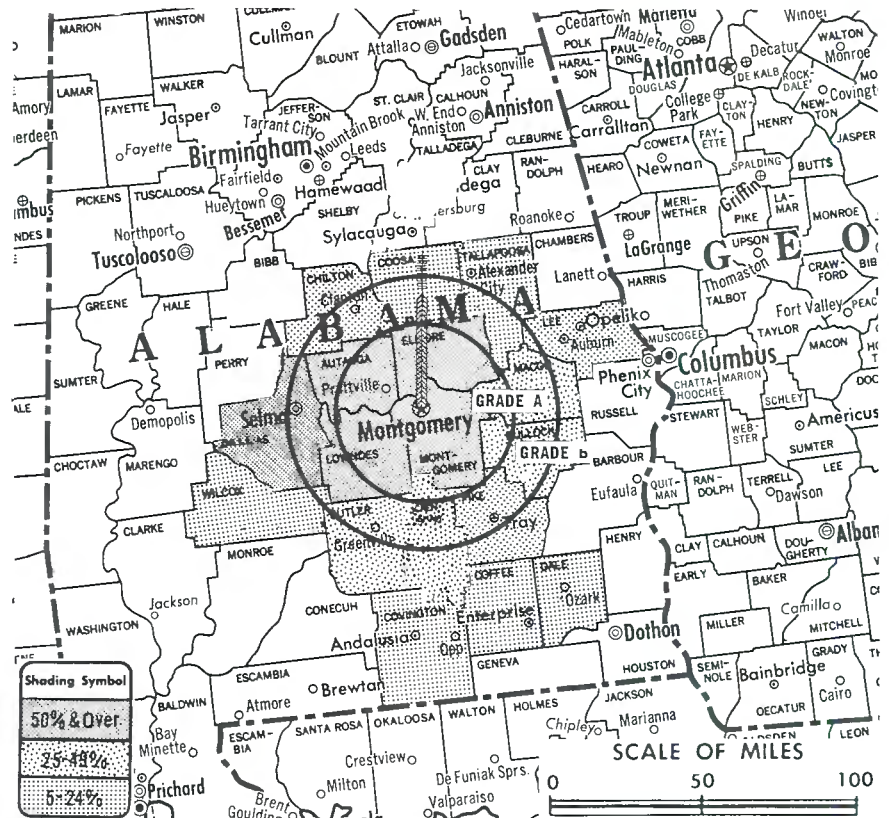
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WCOV, 10-kw (1-kw night), 1170 kHz (NBC).

FM Affiliate: WCOV-FM, 50-kw, 92.3 kHz.

Total Households:  MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

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WCOV-TV

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. (36105).

Studio: P.O. Box 2505 (36105).

Telephone: 205-288-7020. TWX No.: 810-728-6246.

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 & Associates.

Personnel:

KARL RICHARDS, vice president & general manager.

JIM HALL, program director.

PHIL WITT, chief engineer.

DIGEST OF RATE CARD NO. 18 (July 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—6-10 p.m., daily.						
	\$450.00	\$270.00	\$180.00	\$135.00	\$113.00	\$85.00 \$48.00
NETWORK BASE HOURLY RATE: \$225.						

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA				
		Autauga	6,900	6,300	92
		Dallas	15,900	14,500	91
		Elmore	10,100	9,400	93
		Lowndes	3,100	2,700	85
		Montgomery	51,500	48,900	95
Between 25-49%	ALABAMA				
		Bullock	3,300	2,900	88
		Butler	6,700	6,100	91
		Crenshaw	4,400	4,000	92
		Macon	6,700	6,000	90
Between 5-24%	ALABAMA				
		Chilton	8,200	7,600	93
		Coffee	11,000	10,300	93
		Coosa	3,200	3,000	92
		Covington	11,500	10,700	93
		Dale	15,000	14,200	95
		Lee	18,100	16,900	93
	Pike	7,700	7,000	91	
	Tallapoosa	10,600	9,900	93	
	Wilcox	4,300	3,700	85	
Station Totals			198,200	184,100	93
Net Weekly Circulation (1970-71)				91,300	
Average Daily Circulation (1970-71)				54,500	

Alabama—Montgomery



WKAB-TV

Ch. 32

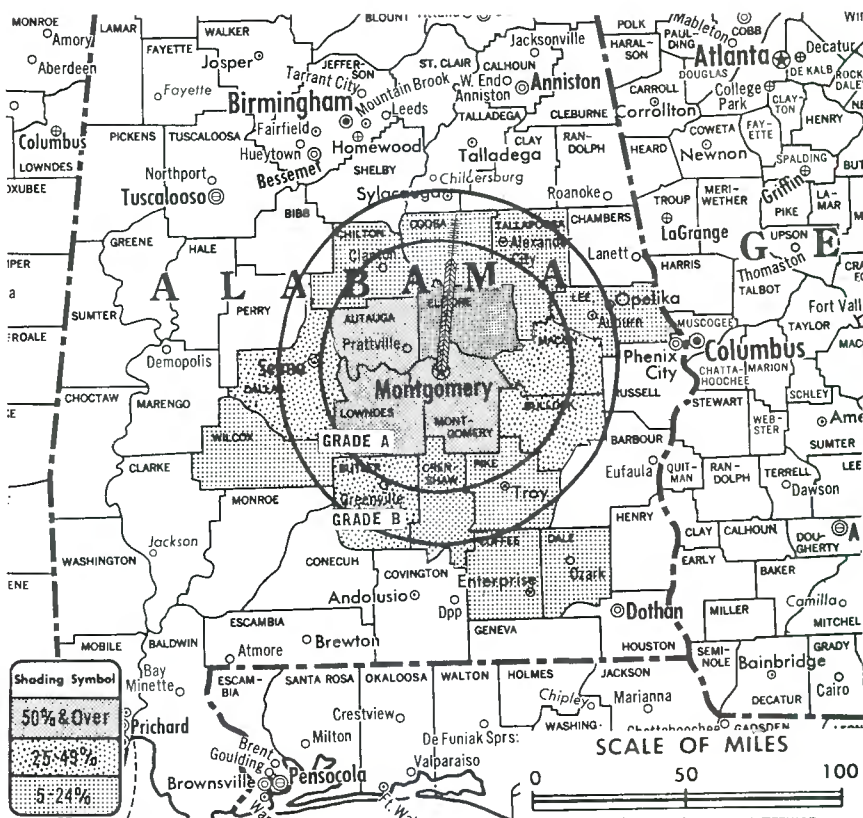
Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1120-kw max. & 813-kw horizontal visual, 115-kw max. & 83.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 762-ft. above ground, 1049-ft. above sea level.

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

Transmitter: 3251 Harrison Rd.

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

News Wire Service: AP.



Total Households: ① MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKAB-TV Ref: FCC File No. BPCT-4096 Granted 7/2/68

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WKAB-TV

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

Studio: 3251 Harrison Rd. (36109). 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 Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president.
GORDON Y. CAMPBELL, general sales manager.
DON KASSNER, v.p., engineering.
DANIEL S. WANKO, operations manager.
H. EDWARD GORDON, chief engineer.

DIGEST OF RATE CARD NO. 7—(May 1, 1971)

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

\$400.00 \$240.00 \$160.00 \$100.00 \$50.00 \$40.00 \$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	6,900	6,300	92
	Elmore	10,100	9,400	93
	Lowndes	3,100	2,700	85
	Montgomery	51,500	48,900	95
Between 25-49%	ALABAMA			
	Bullock	3,300	2,900	88
	Butler	6,700	6,100	91
	Dallas	15,900	14,500	91
	Macon	6,700	6,000	90
Between 5-24%	ALABAMA			
	Chilton	8,200	7,600	93
	Coffee	11,000	10,300	93
	Coosa	3,200	3,000	92
	Crenshaw	4,400	4,000	92
	Dale	15,000	14,200	95
	Lee	18,100	16,900	93
	Pike	7,700	7,000	91
Tallapoosa	10,600	9,900	93	
	Wilcox	4,300	3,700	85
Station Totals		186,700	173,400	93
Net Weekly Circulation (1970-71)				80,400
Average Daily Circulation (1970-71)				39,800

Alabama—Montgomery



WSFA-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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"

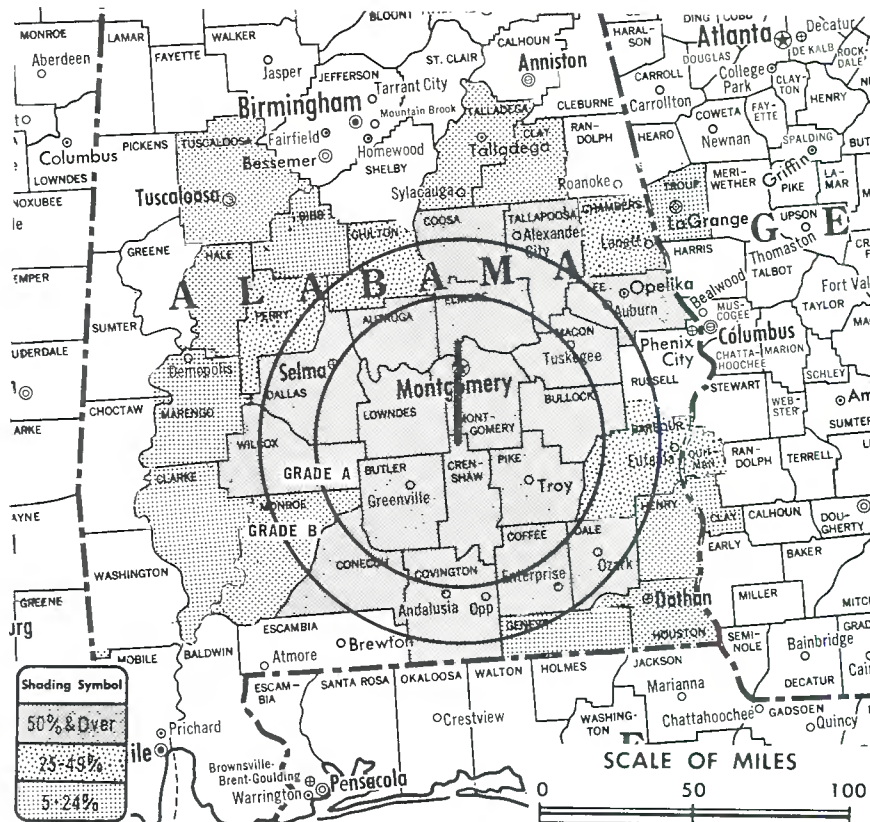
Transmitter: Mt. Carmel, 21 mi. S. of city.

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

News Wire Service: AP.

News Film Service: NBC.

Studio: Delano & Perry Sts.



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

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Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WSFA-TV

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

Telephone: 205-281-2900. TWX No.: 810-728-6245.

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 G. VILLAR, general manager.
WILLIAM MOORE, program/promotion director.
THOMAS J. JOSEPHSEN, asst. gen. mgr. & gen. sales mgr.
FRANK G. POTTS, local sales manager.
ALAN B. BARROWS, national/regional sales manager.
RICHARD PAYNE, chief engineer.
WILLIAM E. MOORE, program & promotion manager.
EDWARD H. SEXAUER, operations manager.
CHARLES CATON, news director.
HAROLD EZELL, production supervisor.
RONNIE J. CATOE, business manager.

DIGEST OF RATE CARD NO. 14—(Sept. 13, 1971)

Hour	30 Min.	Min.	30 Sec.	ID
Class AA—6-10 p.m., daily.				
\$900.00	\$540.00	\$300.00	\$190.00	\$115.00

NETWORK BASE HOURLY RATE: \$625.

Station Totals Do Not Include Counties
in Which Circulation is Less than 5%

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Autauga	6,900	6,300	92
	Bullock	3,300	2,900	88
	Butler	6,700	6,100	91
	Coffee	11,000	10,300	93
	Conecuh	4,800	4,300	89
	Coosa	3,200	3,000	92
	Covington	11,500	10,700	93
	Crenshaw	4,400	4,000	92
	Dale	15,000	14,200	95
	Dallas	15,900	14,500	91
	Elmore	10,100	9,400	93
	Lee	18,100	16,900	93
	Lowndes	3,100	2,700	85
Macon	6,700	6,000	90	
Montgomery	51,500	48,900	95	
Pike	7,700	7,000	91	
Tallapoosa	10,600	9,900	93	
Wilcox	4,300	3,700	85	

Between 25-49%

ALABAMA				
Barbour	6,900	6,200	89	
Chambers	11,600	10,800	93	
Chilton	8,200	7,600	93	
Perry	4,200	3,600	86	
GEORGIA				
Quitman	600	500	90	

Between 5-24%

ALABAMA			
Bibb	4,100	3,800	93
Clarke	7,900	7,100	89
Clay	4,200	3,900	93
Geneva	7,200	6,700	93
Hale	4,200	3,700	87
Henry	4,000	3,700	92

(Continued on page 31-b)

Station Totals	357,300	331,400	93
Net Weekly Circulation (1970-71)			184,200
Average Daily Circulation (1970-71)			138,900

WAPI-TV, Birmingham
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	ALABAMA—(Continued)			
	Franklin	8,000	7,400	92
	Jackson	12,600	11,800	93
	Lauderdale	22,000	20,400	93
	Lawrence	7,800	7,100	91
Between 5-24%	Madison	56,100	53,000	95
	Marengo	6,900	6,100	88
	Morgan	24,600	23,200	94
	Randolph	5,900	5,400	92
	MISSISSIPPI			
	Lowndes	14,500	13,700	94
	Noxubee	3,900	3,300	86

WBRC-TV, Birmingham
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	ALABAMA—(Continued)			
	Choctaw	4,700	4,100	88
	Elmore	10,100	9,400	93
	Jackson	12,600	11,800	93
	Limestone	12,700	11,800	93
	Lowndes	3,100	2,700	85
	Madison	56,100	53,000	95
	Randolph	5,900	5,400	92
Between 5-24%	GEORGIA			
	Polk	9,400	9,000	96
	Troup	14,000	13,100	94
	MISSISSIPPI			
	Monroe	10,800	10,000	93
	Montgomery	3,900	3,400	88
	Noxubee	3,900	3,300	86
	TENNESSEE			
	Giles	7,400	6,800	92

Alabama

WTVY, Dothan
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	FLORIDA			
	Franklin	2,400	2,200	90
	Leon	33,600	31,800	95
	Liberty	1,000	900	91
	Wakulla	2,100	2,000	94
Between 5-24%	GEORGIA			
	Brooks	4,000	3,700	92
	Colquitt	10,100	9,500	94
	Dougherty	26,800	25,500	95
	Quitman	600	500	90
	Sumter	8,000	7,200	90
	Thomas	10,500	9,900	94
	Tift	8,200	7,600	93
	Worth	4,400	4,100	93

WSFA-TV, Montgomery
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	ALABAMA—(Continued)			
	Houston	18,600	17,800	96
	Marengo	6,900	6,100	88
	Monroe	5,900	5,200	88
Between 5-24%	Talladega	19,600	18,400	94
	Tuscaloosa	33,300	31,400	94
	GEORGIA			
	Clay	1,100	1,000	89
	Troup	14,000	13,100	94

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Alabama—Tuscaloosa



WCFT-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 182-kw visual, 36.3-kw aural. Antenna: 556-ft. above av. terrain, 433-ft. above ground, 845-ft. above sea level.

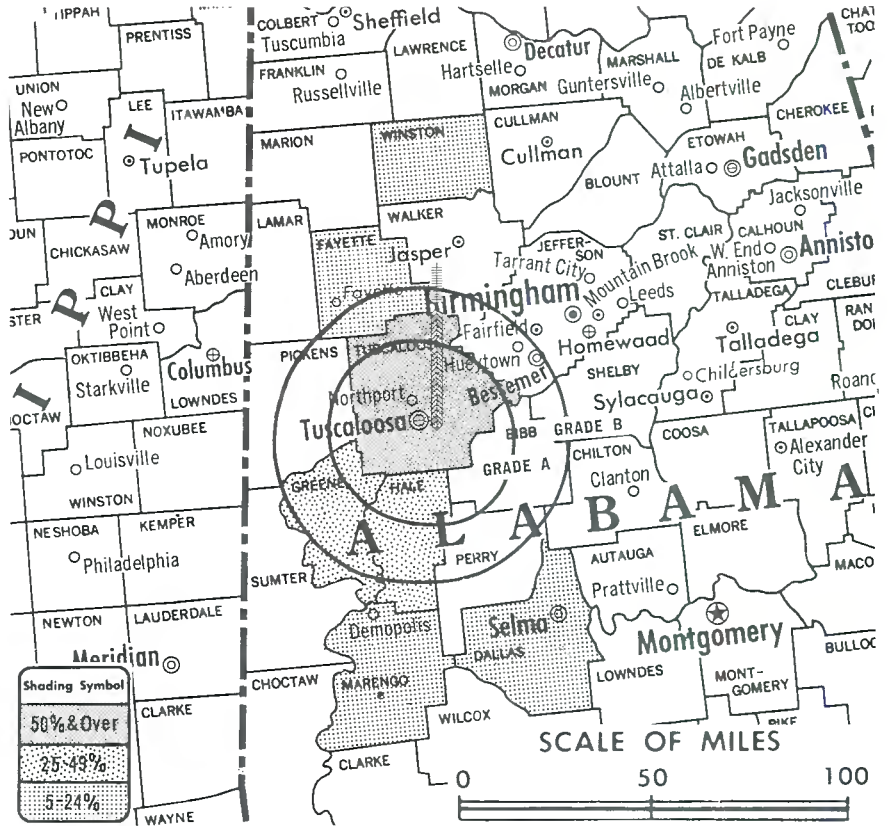
Latitude 33° 10' 25"
Longitude 87° 29' 01"

Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WCFT-TV Ref: FCC File No. BPCT-4055 Granted 4/29/68

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

WCFT-TV

Network Service: CBS.

Licensee: Chapman TV of Tuscaloosa Inc., P.O. Box 5239, Tuscaloosa (35401).

Studio: 41st Ave. at 35th St. (35401).

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 Inc. (national); Hal Parks Inc. (regional).

Personnel:

STAN SIEGAL, vice president & general manager.
TOMMY BOND, local sales manager.
TOMMY RAY, operations manager.
ED TODD, chief engineer.
KAY ARMSTRONG, promotion director.

For Group Ownership of TV Stations
See Services Volume

DIGEST OF RATE CARD NO. 5

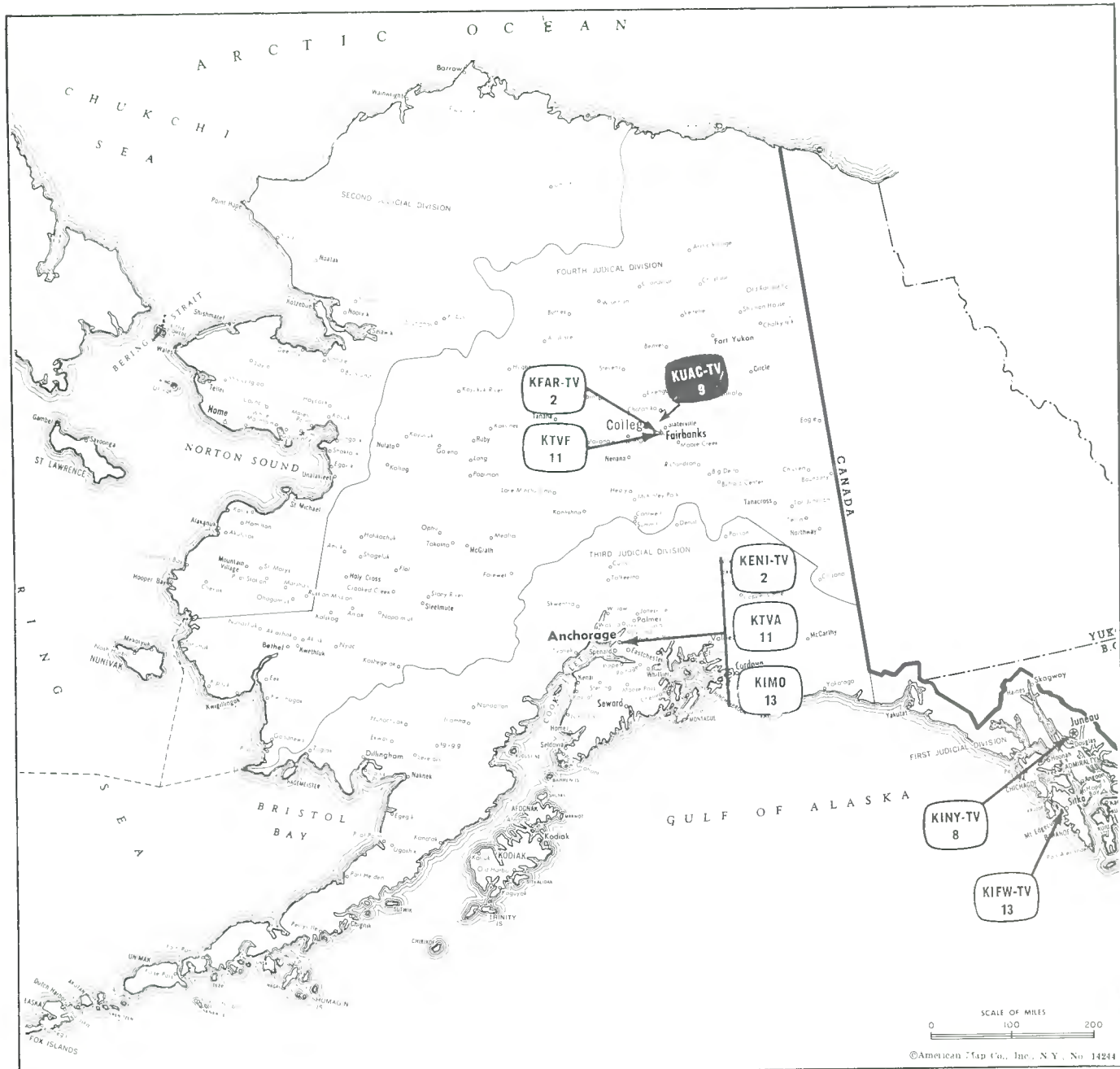
(May 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$200.00	\$140.00	\$95.00	\$45.00*	\$30.00*	\$27.00*	\$22.00*

*Class AA—6:29-9:59 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Tuscaloosa	33,300	31,400	94
Between 25-49%	ALABAMA			
	Greene	3,000	2,500	84
	Hale	4,200	3,700	87
Between 5-24%	ALABAMA			
	Dallas	15,900	14,500	91
	Fayette	5,400	5,000	93
	Marengo	6,900	6,100	88
Winston	5,500	5,200	95	

Station Totals	74,200	68,400	92
Net Weekly Circulation (1970-71)			28,600
Average Daily Circulation (1970-71)			15,300



SCALE OF MILES
0 100 200
©American Map Co., Inc., N.Y., No. 14844

State Educational Technical Facilities
(Complete Data in Educational Directory)

KUAC-TV
College
Ch. 9

Non-Commercial Educational Station

Grantee: University of Alaska, c/o Donald B. Upham, Fine Arts Complex, College (99701).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-kw visual. Antenna: Minus 45-ft. above av. terrain, 148-ft. above ground, 648-ft. above sea level.

Latitude 64° 51' 32"
Longitude 147° 49' 41"

Alaska Station Status as of March 15, 1972

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

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

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

Alaska—Anchorage



KENI-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 26.9-kw visual, 2.69-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level.

Latitude 61° 13' 08"
Longitude 149° 53' 33"

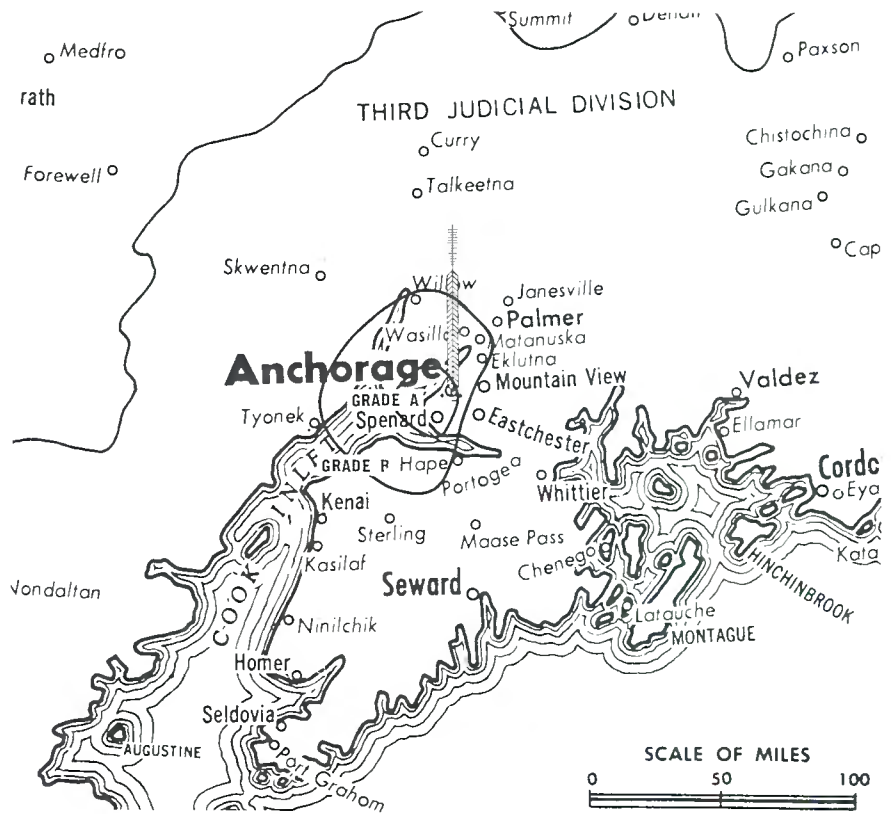
Transmitter: Fourth Avenue Theatre Bldg.

News Wire Service: AP.

News Film Service: NBC.

Color: Film, slide & tape.

AM Affiliate: KENI, 5-kw, 550 kHz (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: NBC.

Licensee: Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99510).

Studio: Fourth Avenue Theatre Bldg.

Telephone: 907-272-7461.

Ownership: Alvin O. Bramstedt, 25.5% (with wife); R. D. Jensen (with wife), 13.7%; James C. Fletcher Jr. (with wife), 11.4%; Merriman Holtz Jr., 8%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks; KINY-TV Juneau and radio stations KENI, Anchorage; KINY, Juneau; KFAR, Fairbanks; KTKN, Ketchikan. Also owns 1/3 of CATV in Ketchikan.

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 William Simpson & Assoc. (Seattle); James C. Fletcher Jr. (New York, Chicago).

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

Personnel:

ALVIN O. BRAMSTEDT, president & general manager.
CHARLES GRAY, v.p., technical director.
ROBERT W. HASTINGS, general sales manager.
SANDRA MOORE, program coordinator.
SCOTT FOSTER, news director.
THEDA COMSTOCK, promotion director.
JANICE EVANS, traffic director.

DIGEST OF RATE CARD NO. 9 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$280.00	\$170.00	\$140.00	\$101.00	\$61.00	\$51.00 \$40.00

Combination rate (KENI-TV, KFAR-TV, Fairbanks & KINY-TV, Juneau): Class AA—7-10 p.m., daily. Min. \$114.00, 30 Sec. \$68.00, 20 Sec. \$58.00, 10 Sec. \$46.00.

Also combination for KENI-TV & KFAR-TV: Class AA—7-10 p.m., daily. Min. \$103.00, 30 Sec. \$61.00, 20 Sec. \$52.00, 10 Sec. \$41.00.

NETWORK BASE HOURLY RATE: \$150, \$300 in combination with KFAR-TV & KINY-TV.

Alaska—Anchorage



KIMO

(formerly KHAR-TV)
Ch. 13

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

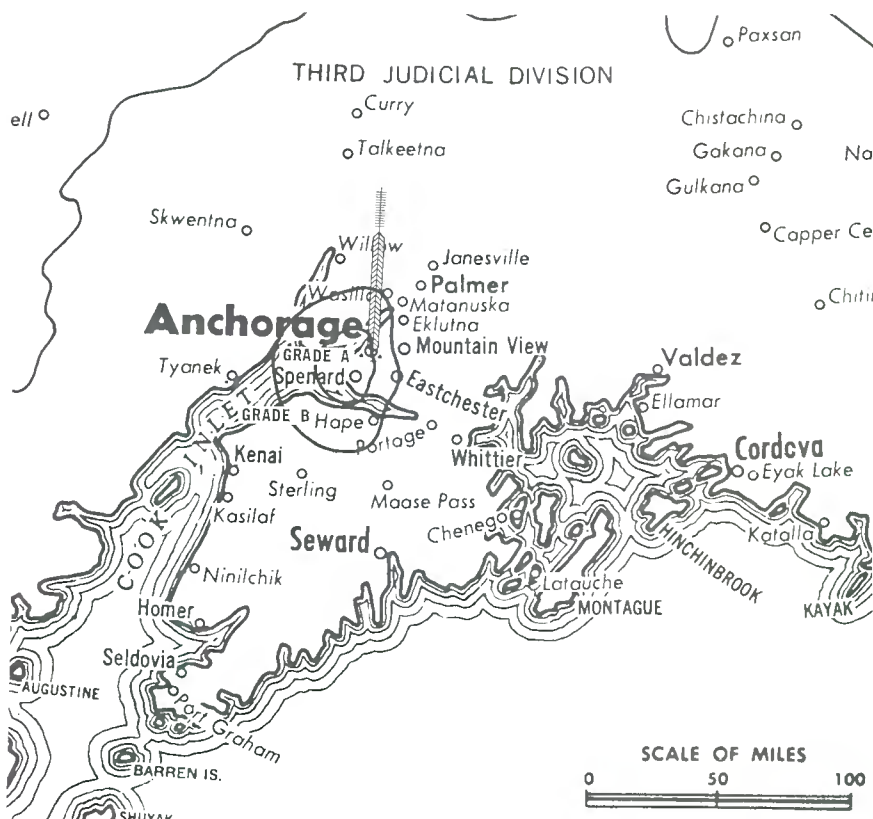
Latitude 61° 11' 07"
Longitude 149° 52' 10"

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

TV tape: Recording facilities.

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

News Wire Service: AP.



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

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

KIMO

Network Service: ABC.

Licensee: Central Alaska Broadcasting Inc., 3910 Seward Hwy.,
Anchorage, Alaska (99502).

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

Ownership: Carl A. Bracale Jr., pres., 21%; Duane L. Triplett, v.p.,
17%; Richard M. Zook, 15%; Robert L. Lewis, 11%; Patricia
Jean Borer, 9%; Jack D. Moore & Jack H. Carlisle, 8% each;
Byron Magbee, 4%; Charles L. Simonds & Belton S. Stephens,
3% each.

Began Operation: Oct. 31, 1967. Transfer of 80% of Sourdough
Bcstrs. Inc. from Harpel estate to Alaska-Hawaii Radio approved
by FCC Dec. 3, 1969 but sale was not consumated. Left air May
21, 1970. Resumed operation Sept. 6, 1970. Sale to present
owners approved by FCC May 28, 1971.

Represented (sales) by Jack Masla & Co. Inc.; The Tacher Co.
(Wash., Ore., Cal.).

Represented (legal) by Haley, Bader & Potts.

Personnel:

CARL A. BRACALE, general manager.
JOHN UTLEY, program director.
DUANE TRIPLETT, sales manager.
STEVE STRAIT, production director.
RICHARD ZOOK, engineering.

DIGEST OF RATE CARD NO. 1 (July 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class AA—6-10 p.m., daily.	\$250.00	\$180.00	\$130.00	\$85.00	\$60.00*	\$42.00*	\$30.00*

*Class AAA—7-10 p.m., daily.



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Malarkey, Taylor & Associates

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Alaska—Anchorage



KTVA

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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, live, film, slide & tape.

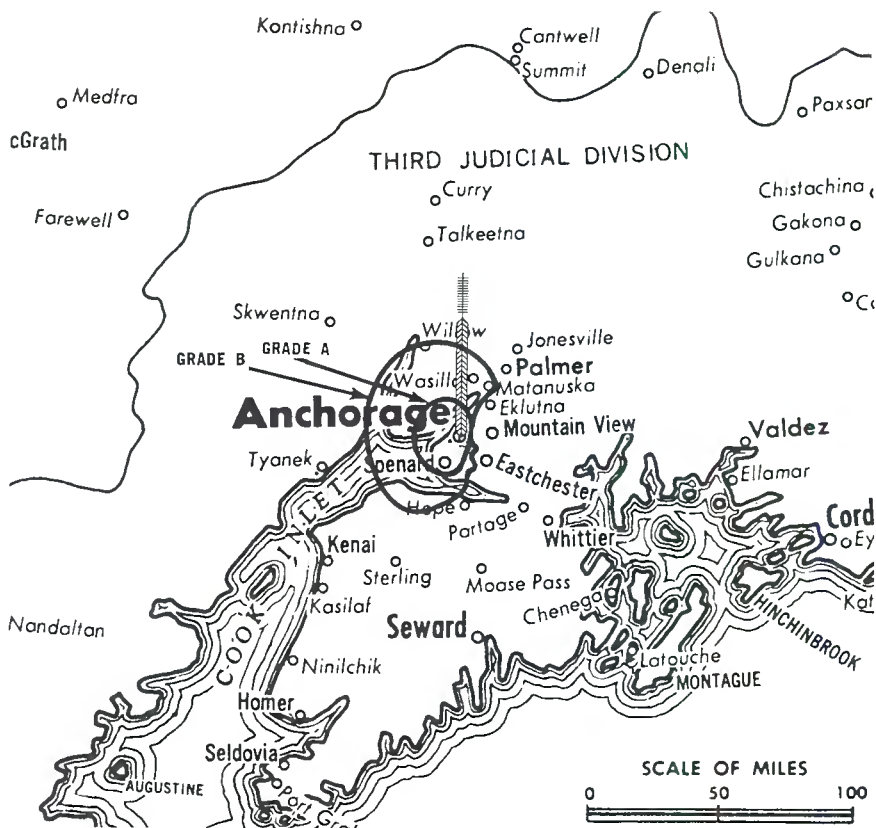
News Wire Service: AP.

Studio: 1007 W. 32nd Ave.

Telephone: 907-272-3456.

AM Affiliate: KBYR, 1-kw, 700 kHz.

FM Affiliate: KNIK-FM, 3.0-kw, 105.5 MHz (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., 42.37%; William English, v.p., 1.30%; Doris Walkowski, secy., 6.53%; Richard Davey, treas., 2.61%; others, none with as much as 3%. For O&D translators, see Services Volume. Same group also owns KTVF, Fairbanks; radios KBYR & KNIK-FM, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Adam Young Inc.; Alaska Radio TV Sales; Gilbert A. Wellington (Portland, Seattle, Vancouver).

Represented (legal) by Booth & Freret.

Personnel:

A. G. HIEBERT, president & general manager.
LLOYD MORRIS, business manager.
J. HARDY JONES, news director.
NORMA GOODMAN, program director.
JEFFREY N. BOWDEN, chief engineer.

DIGEST OF RATE CARD NO. 3

(May 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7-10 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.
\$250.00 \$150.00 \$125.00 \$80.00 \$60.00 \$36.00 \$30.00 \$24.00
NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$300.

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

Alaska—Fairbanks

abc NBC KFAR-TV
Ch. 2

Technical Facilities: Channel No. 2
(54-60 MHz). 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.

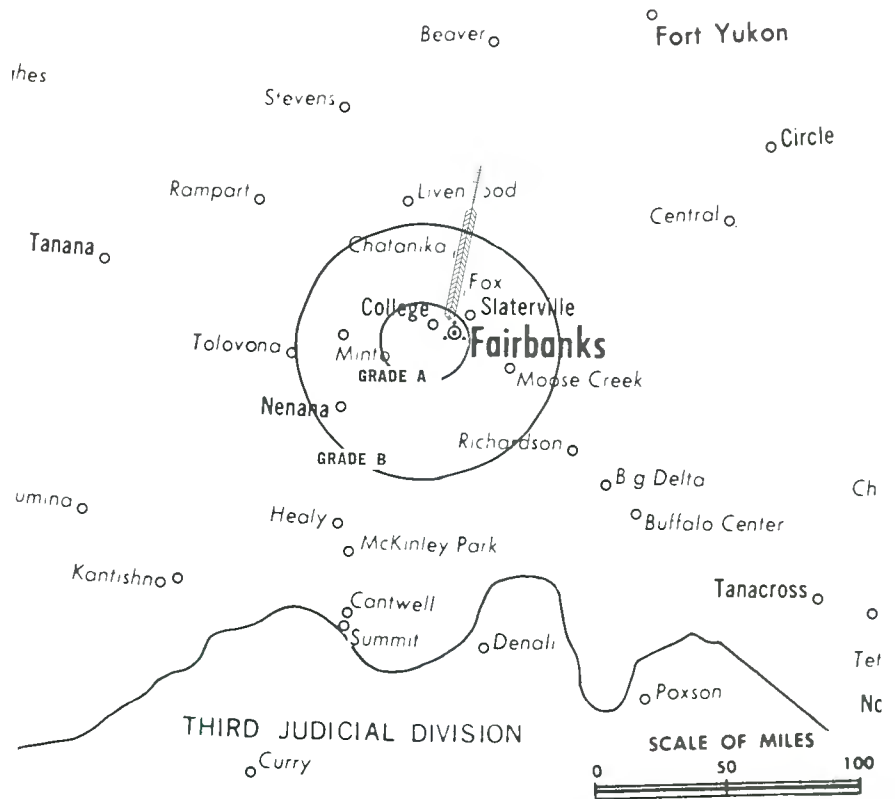
Color: Film, slide & tape.

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

News Wire Service: AP.

Studio: 516 Second Ave.

Telephone: 907-452-2125.



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

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

KFAR-TV

Network Service: ABC, NBC.

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

Ownership: See KENI-TV, Anchorage.

Began Operation: March 1, 1955.

Represented (sales) by William Simpson & Assoc. (West Coast); James C. Fletcher Jr. (New York, Chicago).

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

Personnel:

A. O. BRAMSTEDT, general manager.
DON ANDON, station manager.
DON GARRETT, chief engineer.
LARRY RHODY, program director.
BOB PARSONS, sales manager.
CANDY HUTCHISON, traffic.
MAURY SMITH, news director.
MARK BADGER, director of photography.

DIGEST OF RATE CARD NO. 8

(Aug. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$168.00	\$102.00	\$84.00	\$55.00	\$33.00	\$28.00	\$22.00

Combination Rate: See KENI-TV, Anchorage.

NETWORK BASE HOURLY RATE: \$300 in combination with KENI-TV & KINY-TV (NBC), \$150 (NBC), \$150 (ABC).

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

Alaska—Fairbanks



KTVF
Ch. 11

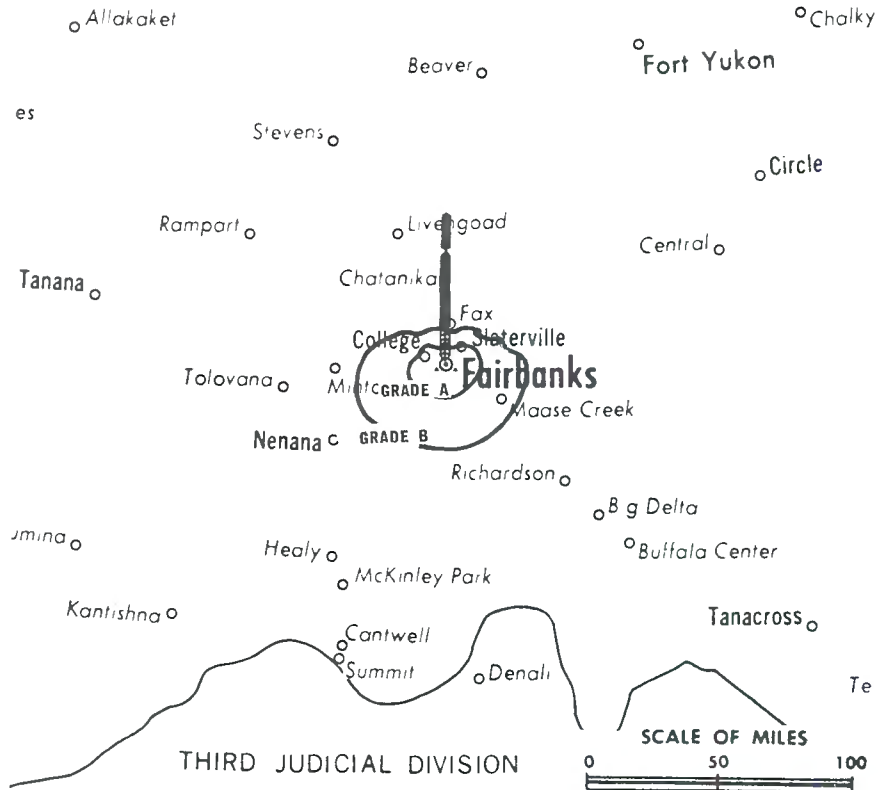
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

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

Transmitter: 3rd & Lacey Sts., Fairbanks.

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

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 (99707).

Studio: 3rd & Lacey Sts., Fairbanks.

Telephone: 907-452-5121.

Ownership: Same as KTVA, Anchorage.

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

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

Represented (legal) by Booth & Freret.

Personnel:

A. G. HIEBERT, president.

TED LEHNE, general manager.

BOB HAMME, operations manager.

MARVIN WEATHERLY, chief engineer.

DIGEST OF RATE CARD NO. 3 (May 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.	\$150.00	\$100.00	\$60.00	\$40.00	\$36.00	\$22.00	\$18.00

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$350.

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

Alaska—Juneau

abc **KINY-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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"

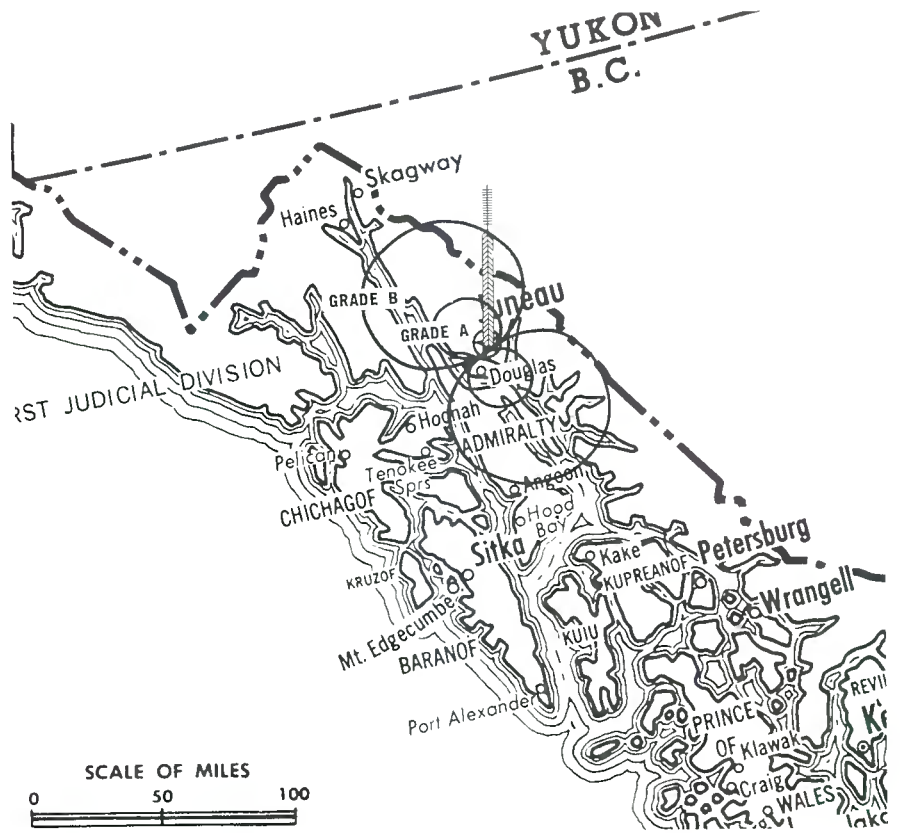
Transmitter: A. J. Rock Dump, Juneau.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: KINY, 5-kw, 800 kHz (ABC & NBC).



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

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

KINY-TV

Network Service: ABC, NBC, CBS (EMP).
Licensee: Midnight Sun Broadcasters Inc., Box 1160 Anchorage, Alaska.
Studio: 231 S. Franklin St., Juneau (99801).
Telephone: 907-586-1800.
Ownership: Midnight Sun Bcstrs. Inc., 100%. For other interests, see KENI-TV, Anchorage.
Began Operation: Feb. 19, 1956. Sale to Midnight Sun & others by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%.
Represented (sales) by: James C. Fletcher Jr., New York; William Simpson & Assoc., Pacific Coast.
Personnel:
 BILL WALLEY, manager.
 DENNIS W. EGAN, operations manager.
 GEORGE SHAGINAW, chief engineer.

DIGEST OF RATE CARD NO. 9 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$84.00	\$51.00	\$42.00	\$27.00	\$17.00	\$14.00	\$11.00
NETWORK BASE HOURLY RATE: \$75 (ABC), \$100 (NBC), \$300 in combination with KFAR-TV & KENI-TV (NBC).						

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 MHz). Authorized power: .199-kw visual, .03-kw aural. Antenna: 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 kHz.

Color: Film, slide & tape.

News Wire Service: AP.



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

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

KIFW-TV

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

Studio: 611 Lake St.

Telephone: 747-3244.

Ownership: Roy Paschal, pres., 72.9%; Dick Deditus, 14.65%; 7 others, none with more than 4%. Sitka Bcstg. also owns radio KNJO, Juneau.

Began Operation: Sept. 25, 1966.

Represented (sales) by Alaska Radio-TV Sales.

Represented (legal) by Haley, Bader & Potts.

Personnel:

ROY PASCHAL, president.

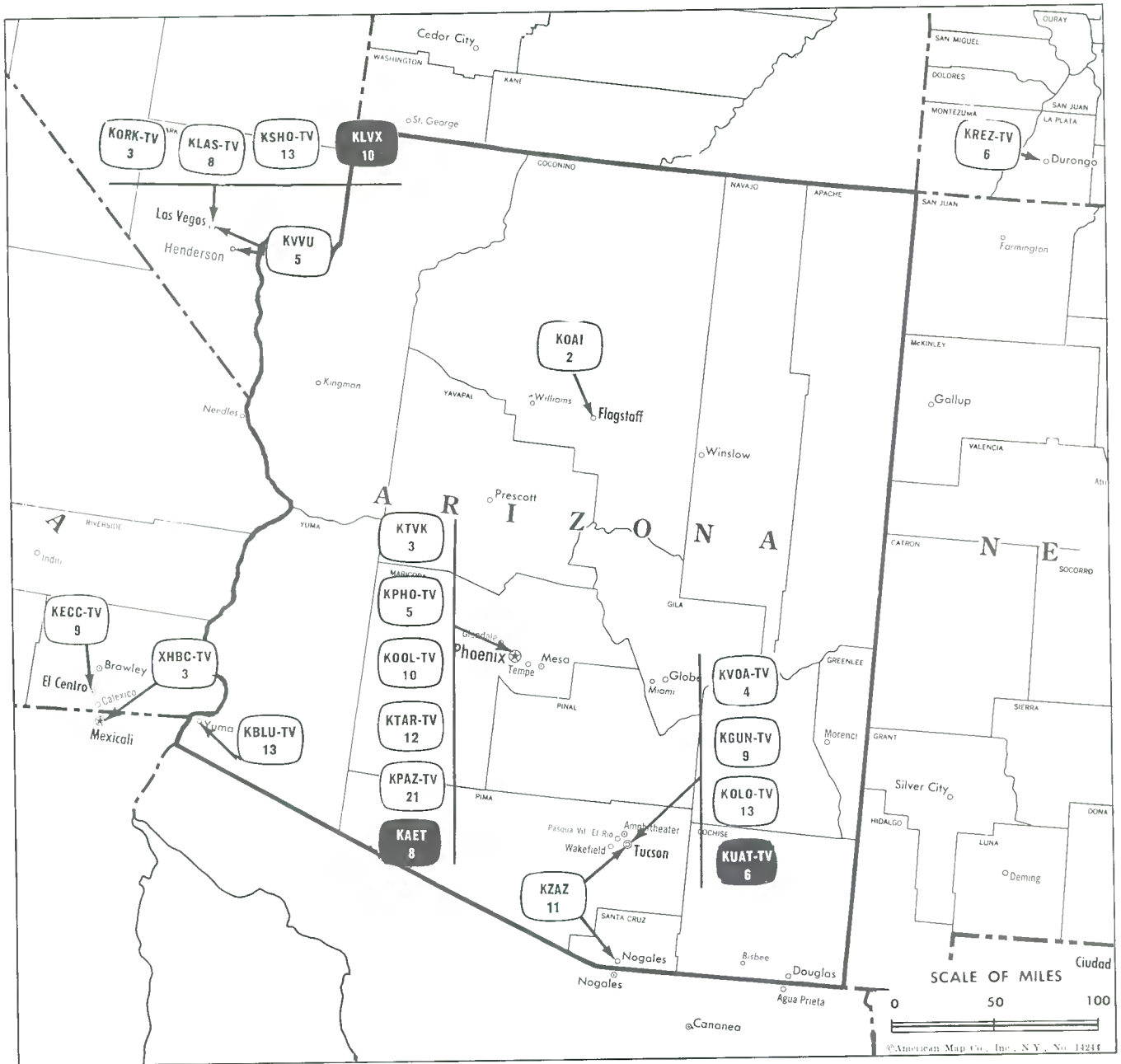
DICK DEDITUS, station manager, secy.-treas. & film buyer.

SAM EDWARDS, chief engineer.

DIGEST OF RATE CARD NO. 3 (May 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$100.00	\$75.00	\$50.00	\$30.00	\$20.00	\$12.00	\$8.00
NETWORK BASE HOURLY RATE:	\$50.						

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



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Phoenix	356,900	57	399,300	41
Tucson	137,500	137	149,200	101

Arizona Station Status as of March 15, 1972

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

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
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Arizona

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.)

KECC-TV

Yuma

(See El Centro, Cal.)

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 MHz). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1620-ft. above av. terrain, 177-ft. above ground, 2830-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 Languages Bldg., Tucson, Ariz. (85721).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	24'	55''
Longitude	110°	42'	54''

ARB Overnight Telephone Coincidental Surveys
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Arizona—Flagstaff

NBC

KOAI

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 24.5-kw visual, 4.9-kw aural. Antenna: 1540-ft. above av. terrain, 284-ft. above ground, 8684-ft. above sea level.

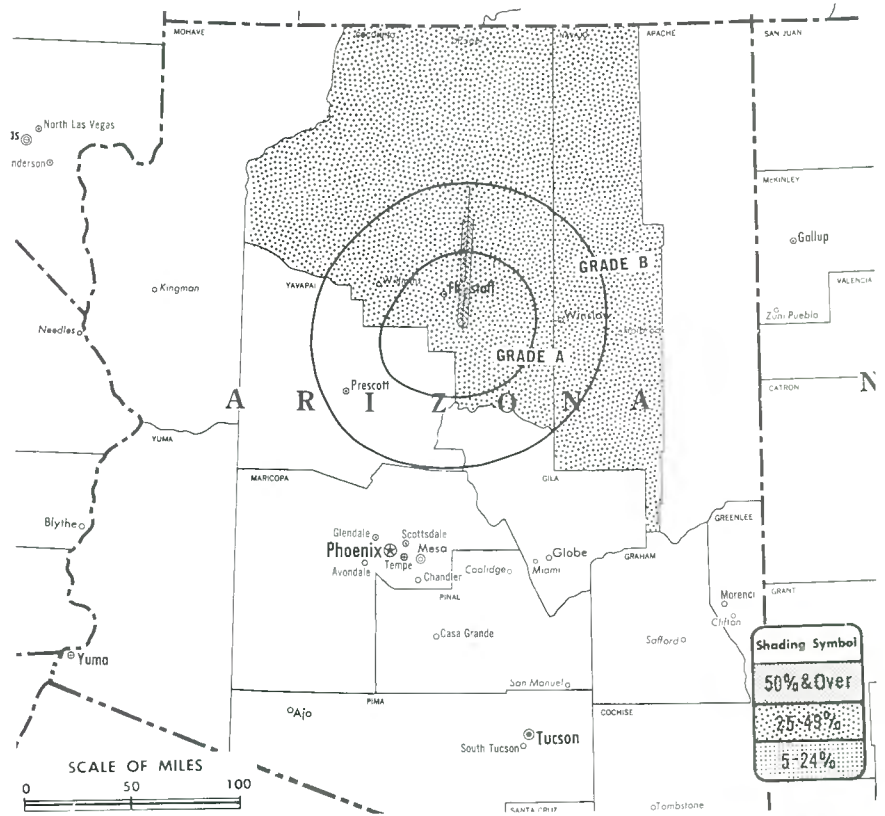
Latitude 34° 58' 06"

Longitude 111° 30' 28"

Transmitter: Mormon Mtn., 18-mi. SSE of Flagstaff.

Color: Network, film & slide.

News Wire Service: AP.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KOAI Ref: FCC File No. BPCT-4211 Granted 9/10/69

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

KOAI

Network Service: NBC.

Licensee: Grand Canyon TV Co., Box 1843, Flagstaff, Ariz. (86001).

Telephone: 602-774-8129.

Ownership: Wendell Elliott, pres., 23.4%; Sam McConnell, v.p., 1%; J. Michael Flournoy, secy.-treas., .812%; Ralph C. Gregg, dir., 1%; Wayne Sekaquaptewa, dir., .2%; Art L. Lee, dir., 3%; Walter Wendell Elliott Jr., dir., 3.32%; Charles Saunders, 14.1%; more than 20 others, none with more than 3%. Saunders owns KCLS, Flagstaff & KUPI, Idaho Falls, Ida.

Began Operation: May 2, 1970.

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by The Devney Organization Inc.

Personnel:

WENDELL ELLIOTT, president & general manager.
 KENNETH KARR, chief engineer.
 WEN ELLIOTT, operations manager.
 BUD GINDHART, news director.

DIGEST OF RATE CARD NO. 2

(Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
	\$120.00	\$75.00	\$60.00	\$45.00	\$30.00	\$26.50
					\$15.00	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Coconino	12,900	11,100	86
	Navajo	12,000	10,000	83
Station Totals		24,900	21,100	85
Net Weekly Circulation (1970-71)				9,400
Average Daily Circulation (1970-71)				6,100

Arizona—Phoenix



KOOL-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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: AP, UPI.

Facsimile Service: UPI, Alden.

News Film Service: CBS.

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

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

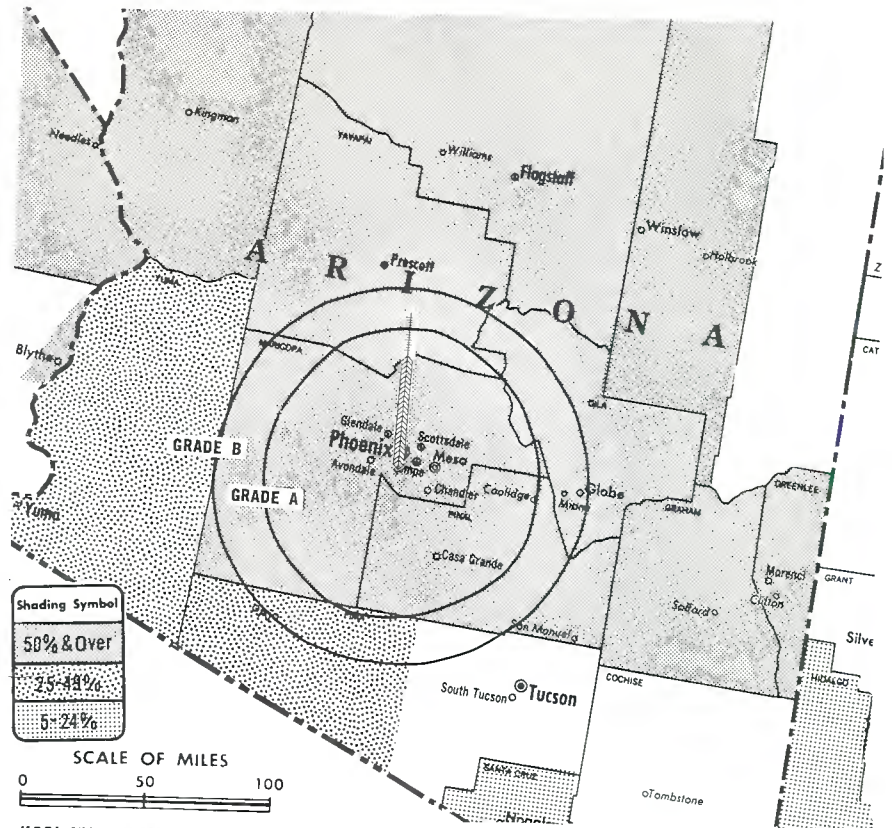
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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, 46.07%; Thomas Chauncey, pres., 47.78%; Frank Beer, 6.15%. Mr. Autry also owns 51% of KTLA(TV), Los Angeles and radio KMPC, Los Angeles, KEX, Portland; KVI, Seattle; 48% of KOPO, Tucson and 50% of KSFO, San Francisco. Mr. Chauncey owns 25.6% of KOPO, Tucson.

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 H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

THOMAS CHAUNCEY, president.

HOMER LANE, v.p. & general manager.

LES LINDVIG, vice president, sales.

ROBERT MARTIN, v.p., programming, promotion, operations, personnel, film buyer.

ROBERT DAVIES, station manager.

MARGARET INJASOULIAN, promotion manager.

ALBIN R. HILLSTROM, director of engineering.

BILL CLOSE, manager, news.

DIGEST OF RATE CARD NO. 18—(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.
\$3000.00 \$1500.00 \$750.00 \$450.00 \$440.00 \$220.00 \$140.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARIZONA				
		Coconino	12,900	11,100	86
		Gila	9,400	8,600	91
		Graham	4,700	4,200	90
		Greenlee	3,200	3,000	94
		Maricopa	323,900	311,400	96
		Mohave	9,700	8,800	91
		Navajo	12,000	10,000	83
		Pinal	19,000	17,800	93
		Yavapai	13,800	12,500	90
		CALIFORNIA			
	Riverside East	3,700	3,500	95	
	San Bernardino East	2,000	1,900	95	
Between 25-49%	ARIZONA				
		Pima West	3,800	3,600	95
	Yuma	18,400	16,500	90	
Between 5-24%	ARIZONA				
		Santa Cruz	3,800	3,600	94
	NEW MEXICO				
	Hidalgo	1,500	1,300	88	
Station Totals		441,800	417,800	95	
Net Weekly Circulation (1970-71)				342,900	
Average Daily Circulation (1970-71)				227,900	

For Index to Contents,
see Services Volume

Arizona—Phoenix

KPHO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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° 03' 40"

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

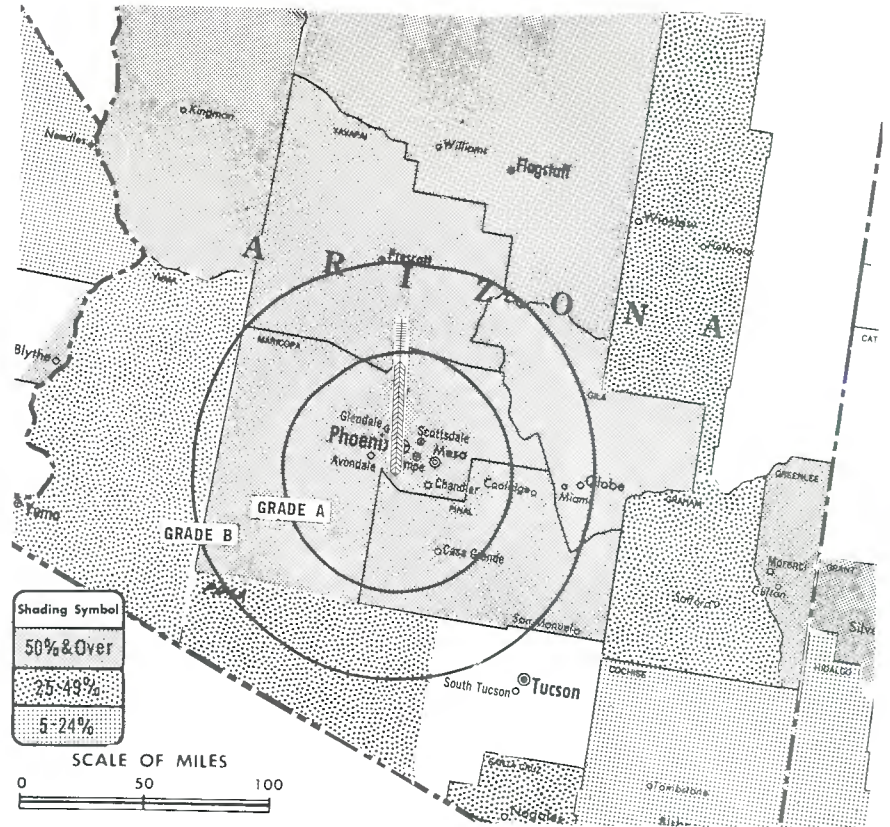
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KPHO, 5-kw, 910 kHz.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KPHO-TV Ref: FCC File No. BPCT-2580 Granted 1/9/69

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

KPHO-TV

Network Service: None, independent.

Licensee: Meredith Corp., 4016 N. Black Canyon, Phoenix, Ariz. (85017).

Studio: 4016 N. Black Canyon.

Telephone: 602-248-7474. TWX No.: 910-951-1519.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Broadcasting Div.: James Conley, corp. v.p. & gen. mgr., 1345 Ave. of the Americas, N.Y. (10019). Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KFUM (FM), Kansas City, Mo.; WOW-TV, WOW & WOW-FM, Omaha, Neb.; WNEM-TV, Saginaw, Mich. Sale of KPHO pending.

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

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

KENNETH W. HEADY, vice president & general manager.
NORRIS REICHEL, general sales manager.
FRED E. HUFF, program director.
LINDA STONE, promotion supervisor.
TOM SHERLOCK, news director.
GLENN THOMPSON, director of engineering.

DIGEST OF RATE CARD NO. A28R-P17
(Aug. 9, 1971)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$180.00	Graded rates apply*		

*Highest rate: \$240.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	12,900	11,100	86
	Gila	9,400	8,600	91
	Greenlee	3,200	3,000	94
	Maricopa	323,900	311,400	96
	Mohave	9,700	8,800	91
	Pinal	19,000	17,800	93
	Yavapai	13,800	12,500	90
	CALIFORNIA			
	Riverside East	3,700	3,500	95
Between 25-49%	NEW MEXICO			
	Grant	6,700	6,000	90
	ARIZONA			
	Graham	4,700	4,200	90
	Navajo	12,000	10,000	83
Pima West	3,800	3,600	95	
Santa Cruz	3,800	3,600	94	
Yuma	18,400	16,500	90	
Between 5-24%	ARIZONA			
	Cochise	18,300	17,000	93
	CALIFORNIA			
	San Bernardino East	2,000	1,900	95
	NEW MEXICO			
Hidalgo	1,500	1,300	88	
Station Totals		466,800	440,800	94
Net Weekly Circulation (1970-71)				277,100
Average Daily Circulation (1970-71)				139,800

For Color Set Penetration,
see Services Volume

Arizona—Phoenix-Mesa



KTAR-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

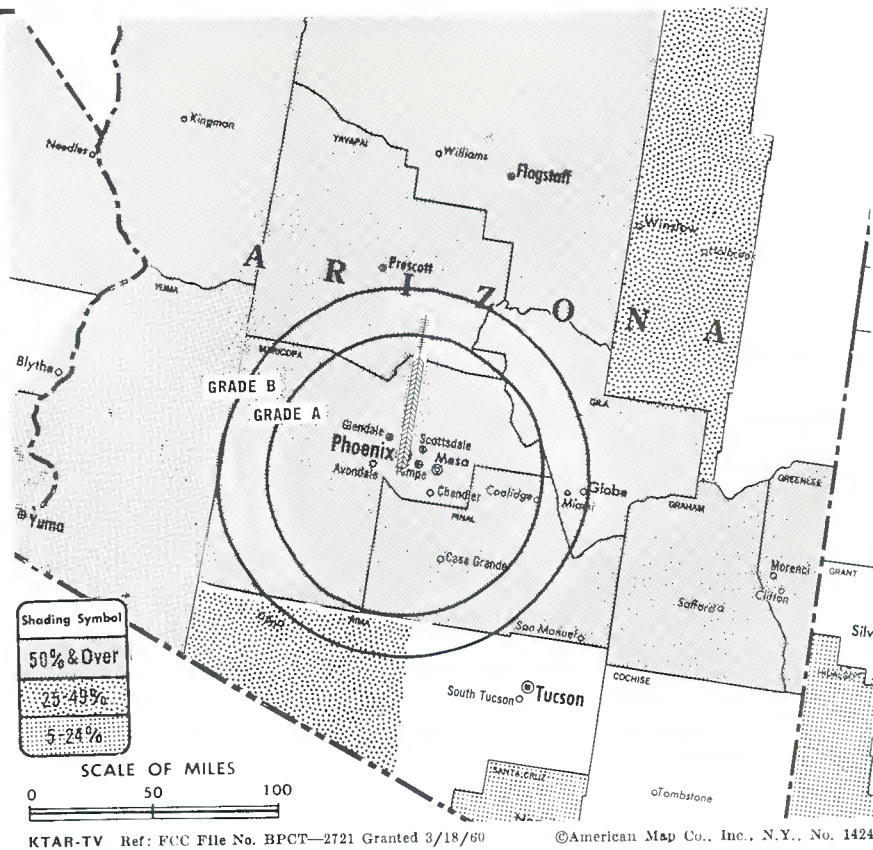
News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

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

Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KTAR-TV

Licensee: KTAR Bcstg. Co., P.O. Box 711, Phoenix, Ariz. (85001).

Studio: 1101 N. Central Ave., P.O. Box 711 (85001).

Telephone: 602-258-7333. TWX No.: 910-951-4214.

Ownership: Combined Communications Corp., 100%. John J. Louis Jr., chmn., 19.46%; Karl Eller, pres., 13.39%; H. W. P. Ballengee, v.p.; Harry T. Goss, v.p. & secy.-treas.; Alvin Flanagan, v.p.; H. Ray Cox, v.p.; Richard A. Fletcher, v.p.; Murray Topham, v.p.; Michael W. Louis, 8.9%; Herbert J. Louis, 9.91%; Wait & Co. (for John J. Louis estate), 21.28%; Henrietta J. Louis, 18.36%; 22 others, none with as much as 3%. Combined Communications also owns KBLU-TV, Yuma; KOCO-TV, Oklahoma City; KBTB, Denver; KARK-TV, Little Rock; Eller Outdoor Advertising Companies of Ariz., Kansas City, St. Louis & Mich.

Began Operation: April 23, 1953. Merger to form present corp. approved by FCC Oct. 16, 1968. Previous sale to John J. Louis family & others by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

JACK CLIFFORD, president & general manager.
ROBERT ALLINGHAM, vice president & station manager.
GLEN BANKS, vice president & controller.
VINCE POLEO, v.p. & general sales manager.
HAMILTON WRIGHT, vice president, production.
BILL LINSMAN, production manager.
CLIFF STEVENS, vice president, engineering.
RAY THOMPSON, vice president, news.
HUGH HARELSON, news director.

DIGEST OF RATE CARD NO. 24—(Jan. 10, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-10:30 p.m., Mon.-Fri.; 7-10 p.m., Sat.; 6-10 p.m., Sun.
\$1400 \$840 \$700 \$420 \$240 \$240 \$150

NETWORK BASE HOURLY RATE: \$700.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARIZONA				
	Coconino	12,900	11,100	86
	Gila	9,400	8,600	91
	Graham	4,700	4,200	90
	Greenlee	3,200	3,000	94
	Maricopa	323,900	311,400	96
	Mohave	9,700	8,800	91
	Pinal	19,000	17,800	93
	Yavapai	13,800	12,500	90
	Yuma	18,400	16,500	90
CALIFORNIA				
	Imperial	21,300	19,400	91
	Riverside East	3,700	3,500	95
	San Bernardino East	2,000	1,900	95
Between 25-49%				
ARIZONA				
	Navajo	12,000	10,000	83
	Pima West	3,800	3,600	95
Between 5-24%				
ARIZONA				
	Santa Cruz	3,800	3,600	94
NEW MEXICO				
	Hidalgo	1,500	1,300	88
Station Totals		463,100	437,200	94
Net Weekly Circulation (1970-71)				356,900
Average Daily Circulation (1970-71)				231,500

For Arizona Translator Stations,
see Services Volume

Arizona—Phoenix



KTVK



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

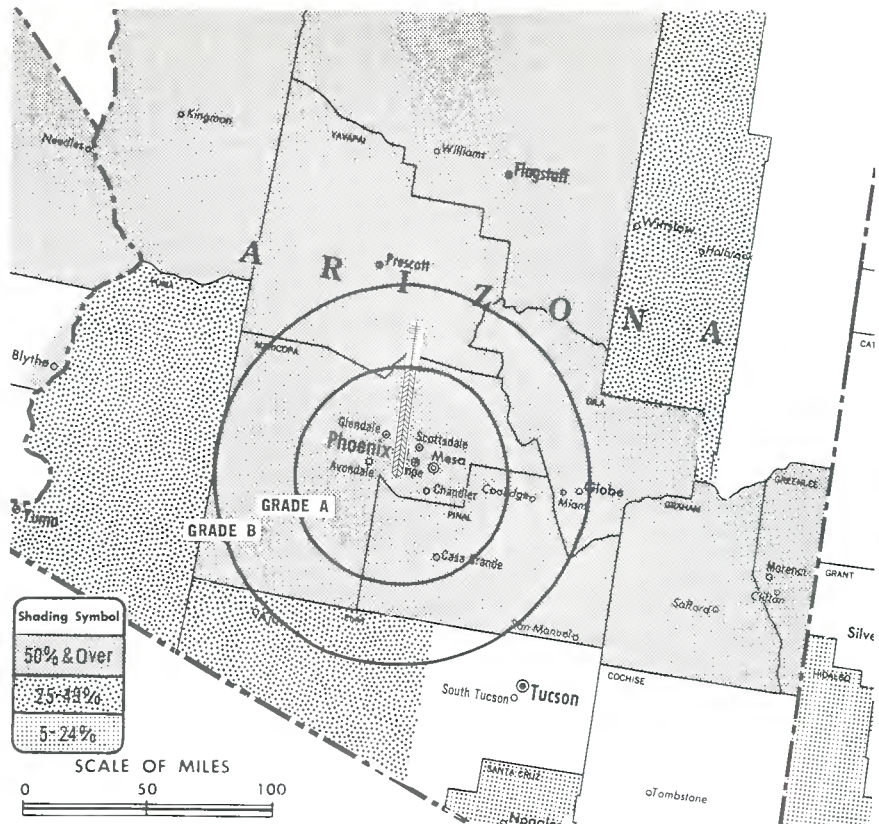
TV tape: Recording facilities.

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

News Wire Service: UPI.

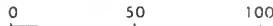
News Film Service: ABC.

Facsimile Service: UPI.



Shading Symbol
50% & Over
25-49%
5-24%

SCALE OF MILES



Total Households: © MSI
 Consumer Market Data as of 1/1/72
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

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., 40.98%; Leon M. Nowell, v.p., 19.67%; Henry R. Larson, secy., 4.92%; Delbert Lewis, treas., 12.37%; Estate of Ralph Watkins, 14.75%; Ruby F. Watkins, 4.92%; Roland Bibolet, asst. secy., 1.97%; Edward Cooper, .2%; Bassett Wright, .22%.

Began Operation: Feb. 28, 1955.

Represented (sales) by Edward Petry & Co.

Represented (engineering) by Lohnes & Culver.

Personnel:

BURTON B. LaDOW, general manager.
 CHARLES GLANCE, program director.
 EARL MEHAFFEY, chief engineer.

DIGEST OF RATE CARD NO. P-III—(March 1, 1971)

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 Graded rates apply*

*Highest rate: \$942.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Coconino	12,900	11,100	86
	Gila	9,400	8,600	91
	Graham	4,700	4,200	90
	Greenlee	3,200	3,000	94
	Maricopa	323,900	311,400	96
	Mohave	9,700	8,800	91
	Pinal	19,000	17,800	93
	Yavapai	13,800	12,500	90
	CALIFORNIA			
Riverside East	3,700	3,500	95	
San Bernardino East	2,000	1,900	95	
Between 25-49%	ARIZONA			
	Navajo	12,000	10,000	83
	Pima West	3,800	3,600	95
Between 5-24%	ARIZONA			
	Santa Cruz	3,800	3,600	94
NEW MEXICO				
Hidalgo	1,500	1,300	88	
Station Totals		441,800	417,800	95
Net Weekly Circulation (1970-71)			332,500	
Average Daily Circulation (1970-71)			203,400	

Arizona—Tucson



KGUN-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

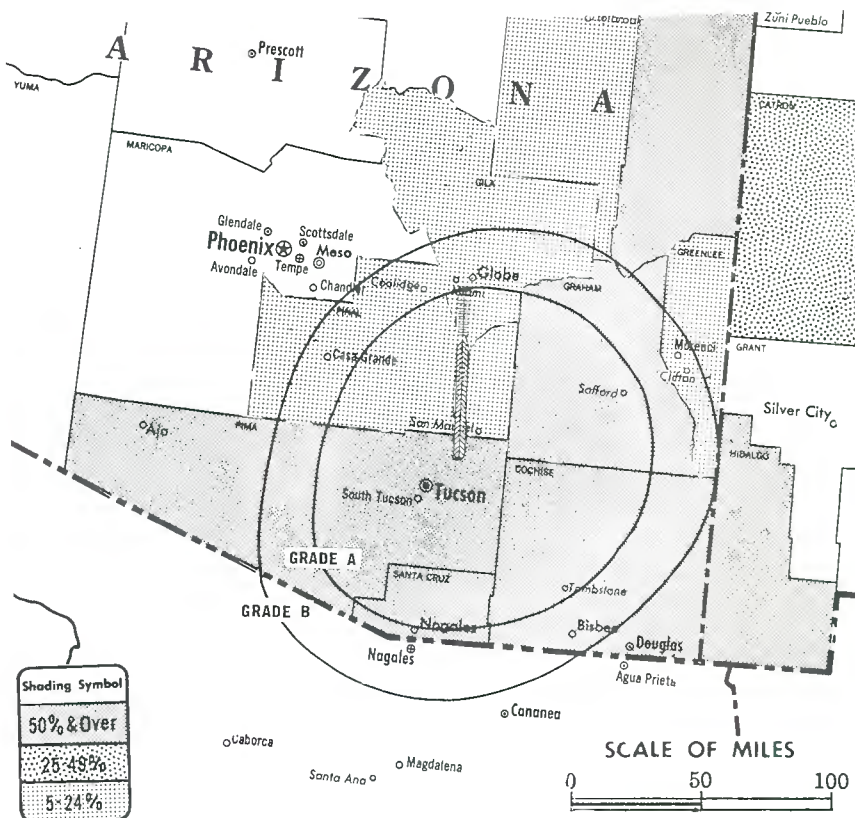
Latitude 32° 24' 25"
Longitude 110° 42' 59.4"

Transmitter: Mt. Bigelow.

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

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KGUN-TV Ref: FCC File No. BMPCT-3294 Granted 9/7/5a

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

KGUN-TV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha, Neb.

Studio: 2175 N. Sixth Ave., Tucson (85705). P.O. Box 5247, Tucson (85703).

Telephone: 602-792-9933. TWX No.: 910-952-1265.

Ownership: See KMTV, Omaha, Neb.

Began Operation: June 3, 1956. Sale to present owner by Gilmore Bcstg. Corp. of Ariz. approved by FCC July 31, 1968 (Television Digest Vol. 8:15, 34). Previous sale to Gilmore by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, Ind. was approved July 15, 1964 by FCC (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 Edward Petry & Co. Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

EDWARD W. MAY, president.
OWEN SADDLER, executive vice president.
GEORGE WALLACE, vice president & general manager.
LARRY SCHNEBLY, local sales manager.
SCOTT VAUGHAN, national sales manager.
PAUL J. FALVEY, comptroller.
JACK JACOBSON, program director.
DON ANDERSEN, chief engineer.
BILL RUDD, production manager.
DUANE JOHNSON, news director.

DIGEST OF RATE CARD—(Oct. 15, 1971)

Hour	30 Min.	15 Min.	Min./30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat.-Sun.					
\$425.00	\$275.00	\$200.00			Graded rates apply*

*Highest rate: \$157.

NETWORK BASE HOURLY RATE: \$363.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache	7,000	5,500	79
	Cochise	18,300	17,000	93
	Graham	4,700	4,200	90
	Pima East	113,900	109,500	96
	Pima West	3,800	3,600	95
50% & Over	Santa Cruz	3,800	3,600	94
	NEW MEXICO			
	Hidalgo	1,500	1,300	88
Between 25-49%	NEW MEXICO			
	Catron	700	600	80
Between 5-24%	ARIZONA			
	Gila	9,400	8,600	91
	Greenlee	3,200	3,000	94
	Navajo	12,000	10,000	83
	Pinal	19,000	17,800	93
Station Totals		197,300	184,700	94
Net Weekly Circulation (1970-71)			134,500	
Average Daily Circulation (1970-71)			87,400	

Arizona—Tucson



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 110-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"

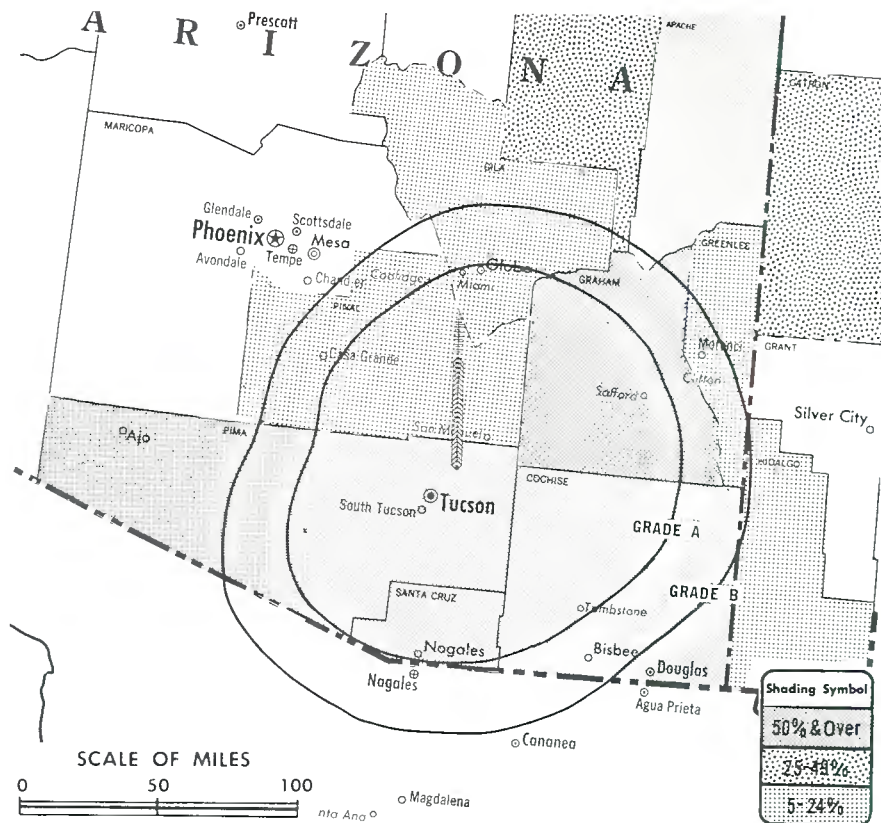
Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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KOLD-TV

Licensee: Universal Communications Corp., 115 W. Drachman St., Tucson, Ariz. (85705).

Studio: 115 W. Drachman.

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

Ownership: Universal Communications Corp. (Evening News Assn.). For other interests, see WWJ-TV, Detroit.

Began Operation: Jan. 13, 1953. Sale to present owner by Gene Autry & assoc. approved by FCC May 21, 1969 (Television Digest, Vol. 9:15, 20).

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

PETER B. CLARK, president.
EDWIN K. WHEELER, executive vice president.
PAUL PLUNKETT, v.p. & general manager.
CHARLES OLSON, station manager.
DAVE REABAN, operations manager.
HOWARD SMITH, chief engineer.

DIGEST OF RATE CARD NO. 15—(Jan. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$600	\$425	\$275	\$100	\$160	\$140
NETWORK BASE HOURLY RATE:	\$300.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache	7,000	5,500	79
	Cochise	18,300	17,000	93
	Graham	4,700	4,200	90
	Pima East	113,900	109,500	96
	Pima West	3,800	3,600	95
	Santa Cruz	3,800	3,600	94
Between 25-49%	ARIZONA			
	Navajo	12,000	10,000	83
	NEW MEXICO			
	Catron	700	600	80
Between 5-24%	ARIZONA			
	Gila	9,400	8,600	91
	Greenlee	3,200	3,000	94
	Pinal	19,000	17,800	93
	NEW MEXICO			
	Hidalgo	1,500	1,300	88
Station Totals		197,300	184,700	94
Net Weekly Circulation (1970-71)				136,900
Average Daily Circulation (1970-71)				91,300

For Other TV Station Group Owners,
see Services Volume

Arizona—Tucson



KVOA-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

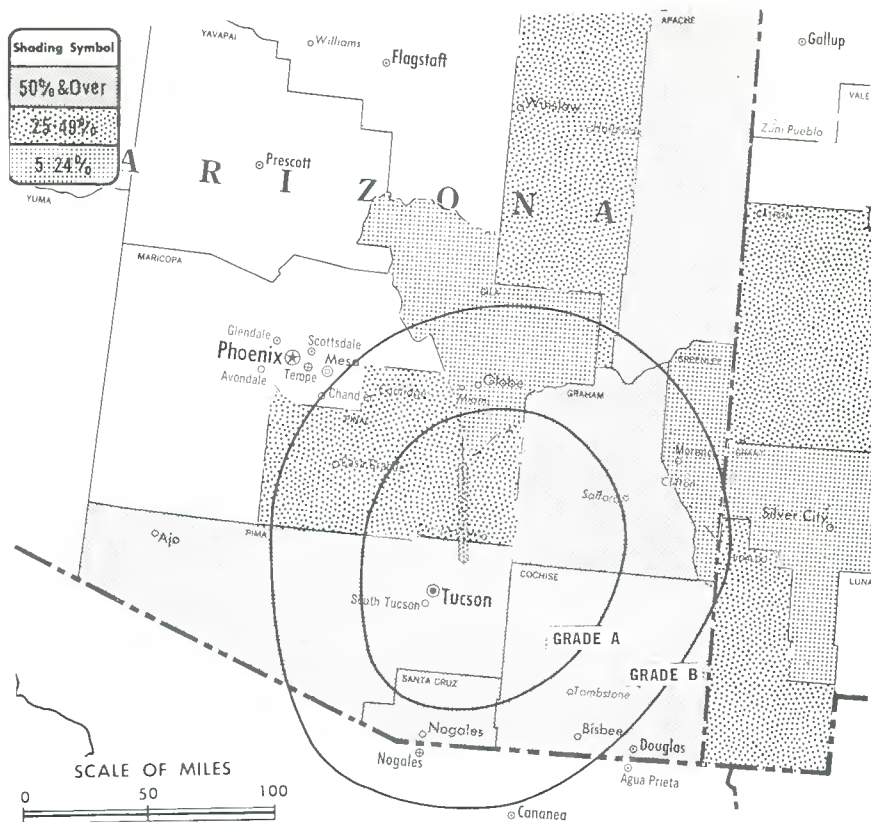
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KVOA-TV Ref: FCC File No. BPCT-2685 Granted 12/2/39

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

KVOA-TV

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

Studio: 10th & Elm St., Tucson, Ariz. (85705).

Telephone: 602-623-2555. TWX No.: 602-792-2659.

Ownership: Pulitzer Publishing Co. For other interests, see KSD-TV, St. Louis. Note: Sale to Donrey Media pends (Television Digest, Vol. 11:15, 20.)

Began Operation: Sept. 27, 1953. Sale to Pulitzer Publishing by WGAL TV (Steinman) approved by FCC July 31, 1968 (Television Digest, Vol. 8:34). Previous sale by Alvarado Television Co. Inc. approved by FCC Jan. 23, 1963 (BRCT-122). Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959, by FCC (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 Blair TV.

Represented (legal) by Marmet & Webster.

Represented (engineering) by James C. McNary.

Personnel:

G. E. (DOC) HAMILTON, general manager & film buyer.
GARRY D. GREENBERG, general sales manager.
ROBERT BOLLINGER, operations manager.
RAYMOND HOLSCLOW, chief engineer.
LOWELL CABLE, production manager.
HANK HUBBARD, public service & talent coordinator.
ROBERT BURTON, film director.
JAY CRELLIN, news director.
CHUCK AMESBURY, art director.
ANNE HEMINGSSEN, business manager.
RENEE BEAR, business manager.

DIGEST OF RATE CARD NO. 16-A—(March 1, 1972)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$280.00	\$160.00*	\$120.00*
Class AA—7:01-9:59 p.m., Mon.-Fri.; 5:30-9:59 p.m., Sun.; 6:31-9 p.m., Sat.				\$60.00	

*Class AA—7:01-9:59 p.m., Mon.-Fri.; 5:30-9:59 p.m., Sun.; 6:31-9 p.m., Sat.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache	7,000	5,500	79
	Cochise	18,300	17,000	93
	Graham	4,700	4,200	90
	Pima East	113,900	109,500	96
	Pima West	3,800	3,600	95
Between 25-49%	Santa Cruz	3,800	3,600	94
	ARIZONA			
	Navajo	12,000	10,000	83
Between 5-24%	Pinal	19,000	17,800	93
	NEW MEXICO			
	Catron	700	600	80
Between 5-24%	Hidalgo	1,500	1,300	88
	ARIZONA			
	Gila	9,400	8,600	91
	Greenlee	3,200	3,000	94
	NEW MEXICO			
Grant	6,700	6,000	90	
Station Totals		204,000	190,700	93
Net Weekly Circulation (1970-71)				137,500
Average Daily Circulation (1970-71)				88,400

Arizona—Tucson-Nogales

KZAZ

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 150-kw visual, 15-kw aural. Antenna: 1570-ft. above av. terrain, 110-ft. above ground, 5980-ft. above sea level.

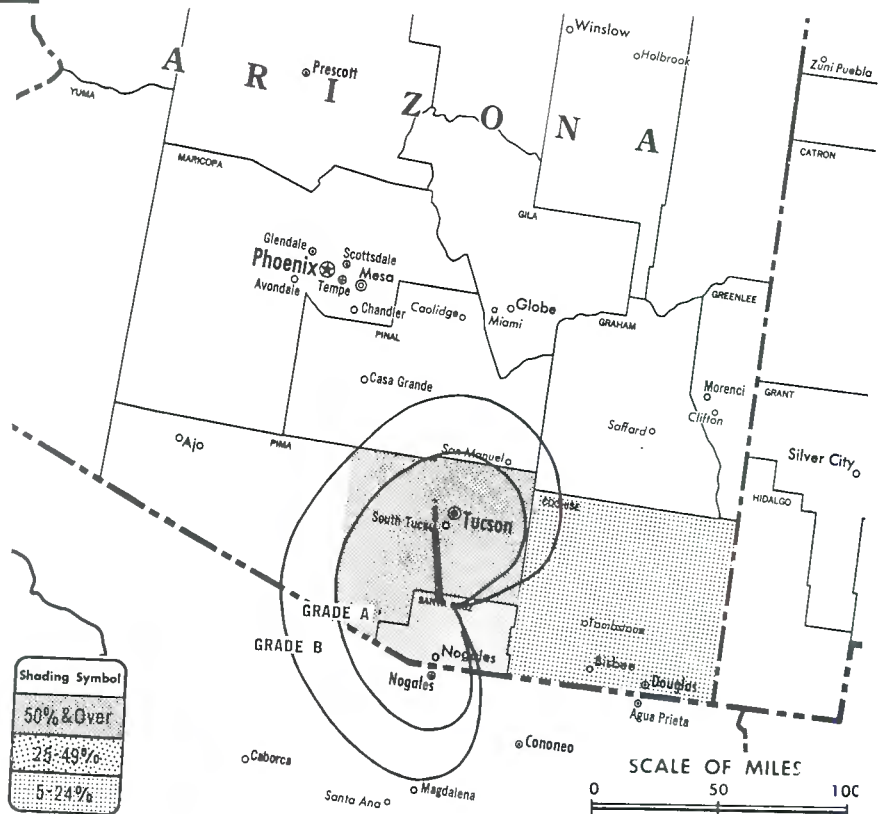
Latitude 31° 42' 18"
Longitude 110° 55' 26"

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

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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KZAZ

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

Studio: 2445 N. Tucson Blvd., Tucson (85716).

Telephone: 602-795-0311 (Tucson).

Ownership: Danny Thomas, 53.03%; Ziffren & Ziffren #2, 17.67%; Mrs. Carlotta C. Kirkeby, 17.929%; Monty Hall, 5.682%; Stefan and Shirley Mildred Hatos, 5.682%.

Began Operation: Feb. 1, 1967.

Represented (sales) by Savalli/Gates Inc.; J. L. McGuire (Denver).

Represented (legal) by Mallyck & Bernton.

Personnel:

GENE ADELSTEIN, general manager.
RICHARD A. HEATLEY, chief engineer.
JANICE CLARK, business manager.
HARRY WEST, operations manager.

DIGEST OF RATE CARD NO. 8 (Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$250.00	\$200.00	\$120.00	\$65.00	\$30.00	\$18.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Pima East	113,900	109,500	96
	Santa Cruz	3,800	3,600	94
Between 5-24%	ARIZONA			
	Cochise	18,300	17,000	93
Station Totals		136,000	130,100	96
Net Weekly Circulation (1970-71)				61,700
Average Daily Circulation (1970-71)				26,700

La Rue Media Brokers, Inc.

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Arizona—Yuma



KBLU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-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.

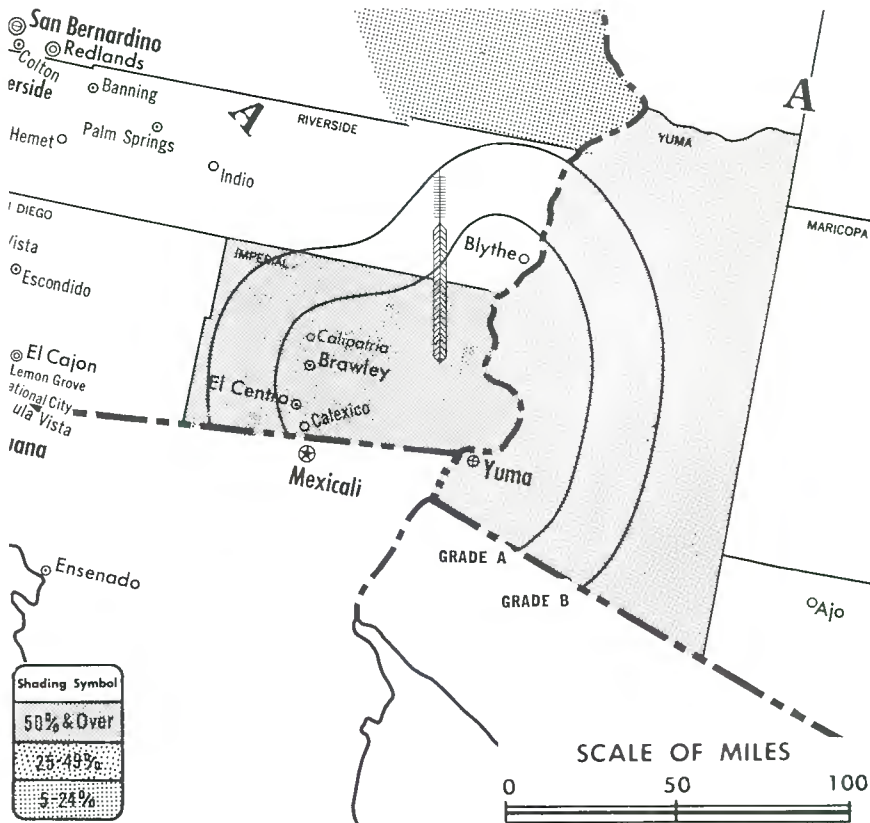
AM Affiliate: KBLU, 1-kw, 560 kHz.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KBLU-TV Ref: FCC File No. BPCT-4331 Granted 6/23/70

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

KBLU-TV

Network Service: NBC.

Licensee: Eller Telecasting Co. of Arizona, P.O. Box 1501, Yuma, Ariz. (85364).

Studio: 3rd Ave. & 13th St.

Telephone: 602-782-3881.

Ownership: See KTAR-TV, Phoenix-Mesa.

Began Operation: Dec. 3, 1963. Merger with KTAR Bcstg. to form Combined Communications Corp. approved by FCC Oct. 22, 1969. Previous sale by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967 by FCC.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ROBERT W. CRITES, president & general manager.

AL LOBECK, sales manager.

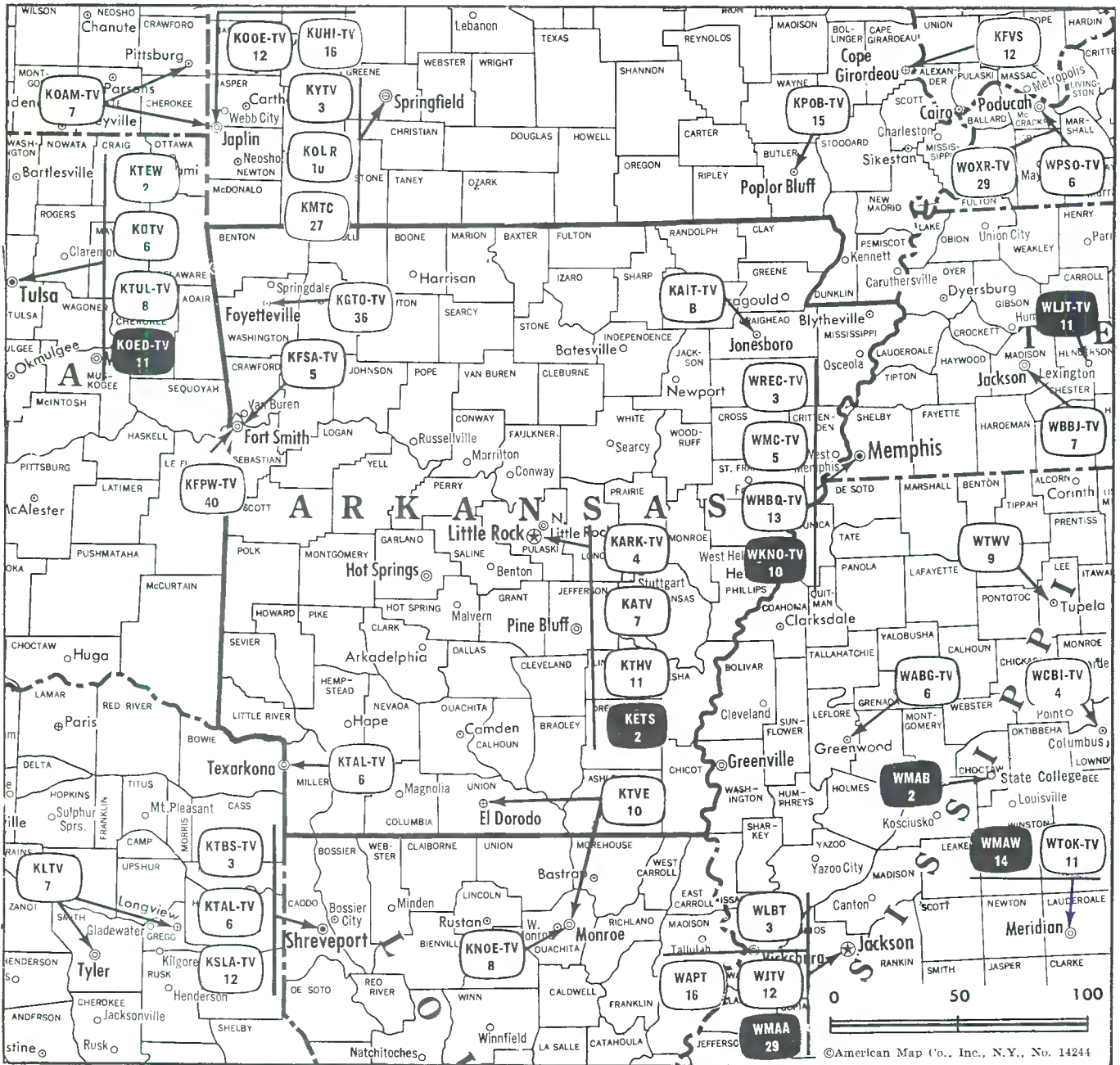
RICHARD NIX, chief engineer.

DIGEST OF RATE CARD NO. 6—(Jan. 10, 1972)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-10:30 p.m., Mon.-Fri.; 7-10 p.m., Sat.; 6-10 p.m., Sun.
\$300 \$175 \$120 \$100 \$85 \$35 \$35 \$25
NETWORK BASE HOURLY RATE: \$140.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Yuma	18,400	16,500	90
	CALIFORNIA			
	Imperial	21,300	19,400	91
Between 5-24%	CALIFORNIA			
	San Bernardino East	2,000	1,900	95
Station Totals		41,700	37,800	92
Net Weekly Circulation (1970-71)				28,200
Average Daily Circulation (1970-71)				18,800

Arkansas



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Little Rock	306,400	68	306,200	57
Monroe-El Dorado	198,700	101	138,800	109
Fort Smith	95,400	165	55,400	162
Jonesboro	63,000	185	28,000	193
Fayetteville	9,500	221	*	*

Arkansas Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	1	0	1
			8

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 (214) 748-0345

KARK-TV, Little Rock
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS—(Continued)			
	White	13,100	12,200	93
	Woodruff	3,900	3,500	90
	Yell	5,000	4,600	92
Between 25-49%	ARKANSAS			
	Baxter	6,000	5,400	90
	Boone	7,100	6,500	91
	Calhoun	1,800	1,600	91
	Crawford	8,600	7,800	91
	Desha	5,700	5,100	90
	Jackson	6,700	6,200	92
	Marion	2,800	2,600	92
	Scott	2,900	2,600	90
	Sebastian	27,300	26,100	96
Sharp	3,200	2,700	84	
Between 5-24%	ARKANSAS			
	Columbia	8,200	7,500	91
	Craighead	17,000	16,200	95
	Cross	6,100	5,600	92
	Fulton	2,900	2,400	82
	Hempstead	6,600	6,000	91
	Howard	3,800	3,500	93
	Lawrence	5,900	5,300	90
	Lee	5,200	4,500	87
	Phillips	11,800	10,400	88
Sevier	4,000	3,700	93	
Union	15,500	14,500	94	
MISSISSIPPI				
Bolivar	12,800	10,900	85	
OKLAHOMA				
Sequoyah	7,400	6,700	91	

KTHV, Little Rock
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Crawford	8,600	7,800	91
	Fulton	2,900	2,400	82
	Jackson	6,700	6,200	92
	Logan	5,800	5,300	92
	Marion	2,800	2,600	92
	Nevada	3,600	3,200	89
	Newton	1,900	1,600	83
	Ouachita	10,100	9,200	91
	Polk	4,900	4,400	89
	Searcy	2,600	2,300	88
Sebastian	27,300	26,100	96	
Sharp	3,200	2,700	84	
Between 5-24%	ARKANSAS			
	Baxter	6,000	5,400	90
	Boone	7,100	6,500	91
	Calhoun	1,800	1,600	91
	Columbia	8,200	7,500	91
	Cross	6,100	5,600	92
	Hempstead	6,600	6,000	91
	Howard	3,800	3,500	93
	Lee	5,200	4,500	87
	Phillips	11,800	10,400	88
Scott	2,900	2,600	90	
Union	15,500	14,500	94	
MISSISSIPPI				
Bolivar	12,800	10,900	85	
MISSOURI				
Oregon	3,300	2,800	84	
OKLAHOMA				
Sequoyah	7,400	6,700	91	

Arkansas

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

KNOE-TV & KTVE
El Dorado
(See Monroe, La.)

•
KTAL-TV
Texarkana
(See Shreveport, La.)

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 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2000-ft. above ground, 2272-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 Households	%
Between 25-49%	ARKANSAS			
	Ashley	7,600	6,900	91
	Chicot	5,500	4,800	86
	Cross	6,100	5,600	92
	Izard	2,900	2,400	84
	Jackson	6,700	6,200	92
	Johnson	4,800	4,300	90
	Lee	5,200	4,500	87
	Nevada	3,600	3,200	89
	Phillips	11,800	10,400	88
	Polk	4,900	4,400	89
St Francis	8,400	7,600	90	
Searcy	2,600	2,300	88	
Union	15,500	14,500	94	
MISSISSIPPI				
Bolivar	12,800	10,900	85	
Between 5-24%	ARKANSAS			
	Baxter	6,000	5,400	90
	Columbia	8,200	7,500	91
	Franklin	3,800	3,500	91
	Hempstead	6,600	6,000	91
	Howard	3,800	3,500	93
	Logan	5,800	5,300	92
	Marion	2,800	2,600	92
	Newton	1,900	1,600	83
	Sebastian	27,300	26,100	96
Sevier	4,000	3,700	93	
Sharp	3,200	2,700	84	
LOUISIANA				
Morehouse	9,700	9,000	93	
MISSISSIPPI				
Washington	20,100	18,100	90	

Arkansas—Fayetteville—Springdale



KGTO-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 1950-kw max. & 1450-kw horizontal visual, 200-kw max. & 148-kw horizontal aural with .5° electrical beam tilt. Antenna: 820-ft. above av. terrain, 405-ft. above ground, 2285-ft. above sea level.

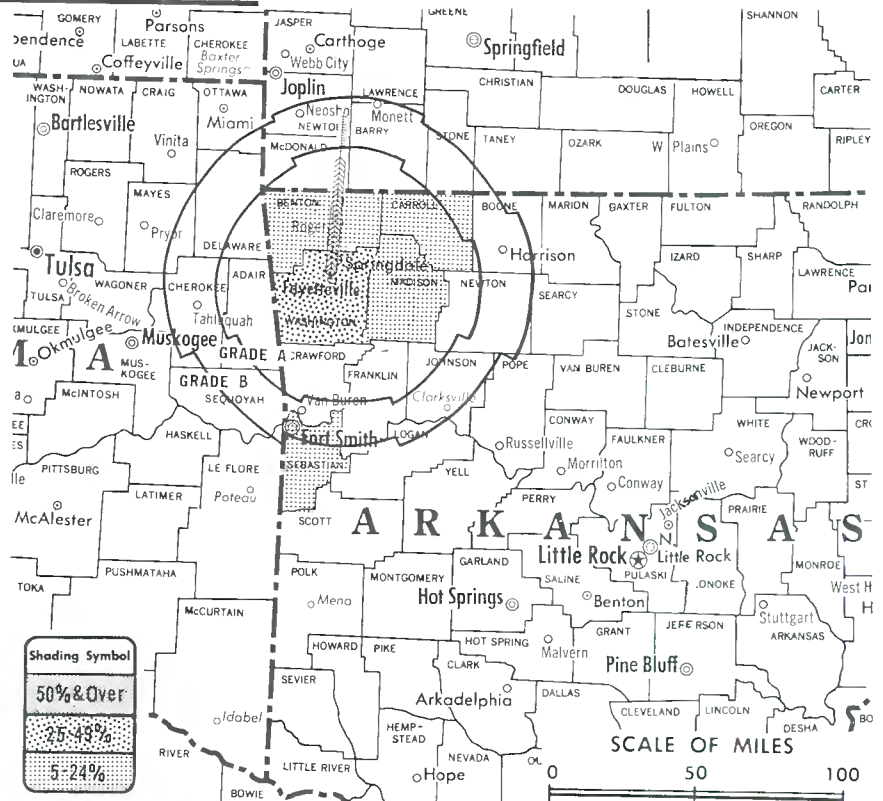
Latitude 36° 01' 02"
Longitude 94° 05' 04"

Transmitter: Robinson Mtn., 5-mi. SE of Fayetteville.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

KGTO-TV Ref: FCC File No. BMPCT-6843 Granted 7/31/68

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

KGTO-TV

Network Service: NBC.

Licensee: Noark Investment Co., P.O. Box 4097, Fayetteville, Ark. (72701).

Studio: 200 W. Center St.

Telephone: 501-521-4111.

Ownership: Paul W. Milam Sr., pres., 42.8%; Paul W. Milam Jr., 46%; E. J. Ball, 11.2%.

Began Operation: Feb. 8, 1969.

Represented (sales) by Savalli/Gates Inc.

Personnel:

PAUL W. MILAM JR., general manager.
DAN NEUMANN, sales director.
JERRY PIPPIN, operations director.
JACK WALTERS, director of engineering.

DIGEST OF RATE CARD NO. 2
(Oct. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-9:59 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$48.00
	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS Washington	25,800	23,500	91
Between 5-24%	ARKANSAS Benton	18,000	16,500	92
	Carroll	4,800	4,400	92
	Madison	3,100	2,600	84
	Sebastian	27,300	26,100	96
Station Totals		79,000	73,100	93
Net Weekly Circulation (1970-71)				9,500
Average Daily Circulation (1970-71)				3,600

Cable Television Management and Engineering Consultants

Malarkey, Taylor & Associates
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

Arkansas—Fort Smith

KFPW-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 811-kw visual, 162-kw aural. Antenna: 420-ft. above av. terrain, 500-ft. above ground, 930-ft. above sea level.

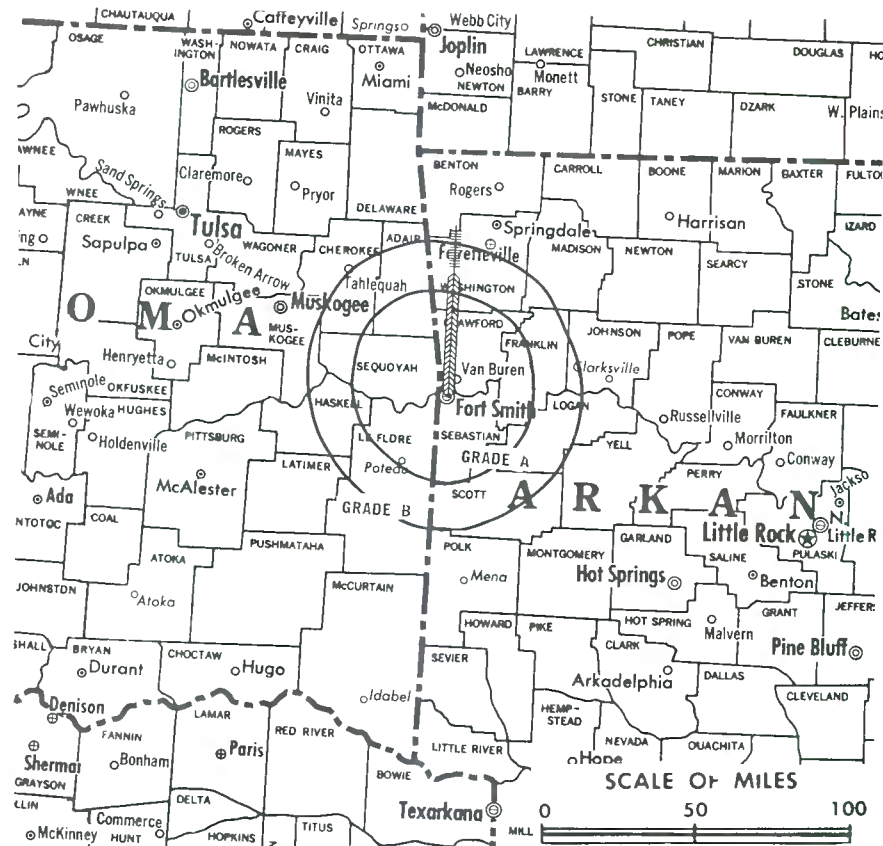
Latitude 35° 24' 06"
Longitude 94° 23' 10"

Transmitter: 2415 N. Albert Pike.

TV tape: Recording facilities.

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

News Wire Service: AP.



KFPW-TV Ref: FCC File No. BPC-3937 Granted 5/28/69

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

KFPW-TV

Network Service: NBC, CBS, ABC.

Grantee: KFPW Broadcasting Co., 2415 N. Albert Pike, Fort Smith, Ark. (72901).

Studio: 2415 N. Albert Pike.

Telephone: 501-783-4105.

Ownership: See KAIT-TV, Jonesboro, Ark.

Began Operation: July 28, 1971.

Represented (legal) by Stambler & Shrinsky.

Represented (sales) by Savalli/Gates Inc.

Personnel:

GEORGE HERNREICH, general manager.

JACK FREEZE, station manager.

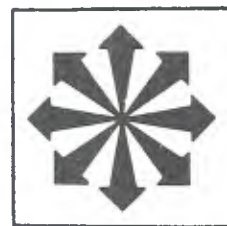
DIGEST OF RATE CARD NO. 1

(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$50.00	\$45.00*	\$35.00*
	\$22.00*					

*Class AA—6:30-9:30 p.m., daily.

BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Arkansas—Fort Smith

abc **KFSA-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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 kHz (ABC).

Transmitter: 9.5-mi. NNE of Fort Smith.

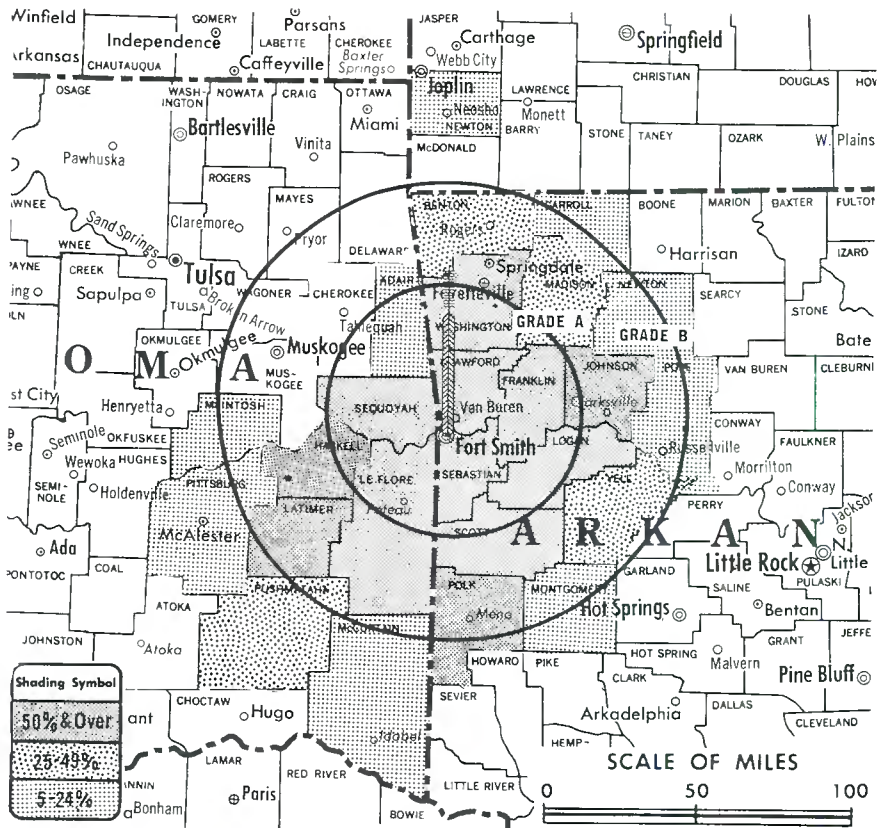
TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: **MSI**
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KFSA-TV Ref: FCC File No. BPT-2980 Granted 1/22/65 ©American Map Co., Inc., N.Y., No. 14244

KFSA-TV

Network Service: CBS, NBC; also ABC.
Licensee: American Television Co. Inc., 318 N. 13th St., Fort Smith, Ark. (72901).
Offices & Studios: P.O. Box 369, 318 N. 13th 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. Herrneich 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. Herrneich 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.; Busby, Finch & Woods.
Represented (legal) by Koteen & Burt.
Personnel:
GEORGE ELLIOTT, vice president & general manager.
AMY McCOMBS, program director.
JAMES ANHALT, chief engineer.
BERT HANEY, news director.

DIGEST OF RATE CARD NO. 10
(May 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-10 p.m., daily.
\$400 \$250 \$175 \$140 \$120 Graded rates apply*

*Highest rate: \$115.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
	Crawford	8,600	7,800	91	
	Franklin	3,800	3,500	91	
	Johnson	4,800	4,300	90	
	Logan	5,800	5,300	92	
	Polk	4,900	4,400	89	
	Scott	2,900	2,600	90	
	Sebastian	27,300	26,100	96	
	Washington	25,800	23,500	91	
	OKLAHOMA				
Haskell	3,100	2,900	93		
Latimer	2,800	2,400	87		
Le Flore	11,000	10,100	92		
Sequoyah	7,400	6,700	91		
Between 25-49%	ARKANSAS				
	Benton	18,000	16,500	92	
	Madison	3,100	2,600	84	
Yell	5,000	4,600	92		
OKLAHOMA					
Pushmataha	3,200	2,800	88		
Between 5-24%	ARKANSAS				
	Carroll	4,800	4,400	92	
	Montgomery	2,100	1,900	90	
	Newton	1,900	1,600	83	
	Pope	9,500	8,800	93	
	MISSOURI				
	Newton	11,600	11,200	96	
	OKLAHOMA				
	Adair	4,900	4,300	88	
	McCurtain	9,300	8,300	90	
McIntosh	4,300	4,000	93		
Pittsburg	12,500	11,700	94		
Station Totals		198,400	182,300	92	
Net Weekly Circulation (1970-71)				95,400	
Average Daily Circulation (1970-71)				69,100	

Arkansas—Jonesboro



KAIT-TV

Ch. B

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 141-kw visual, 28.2-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"

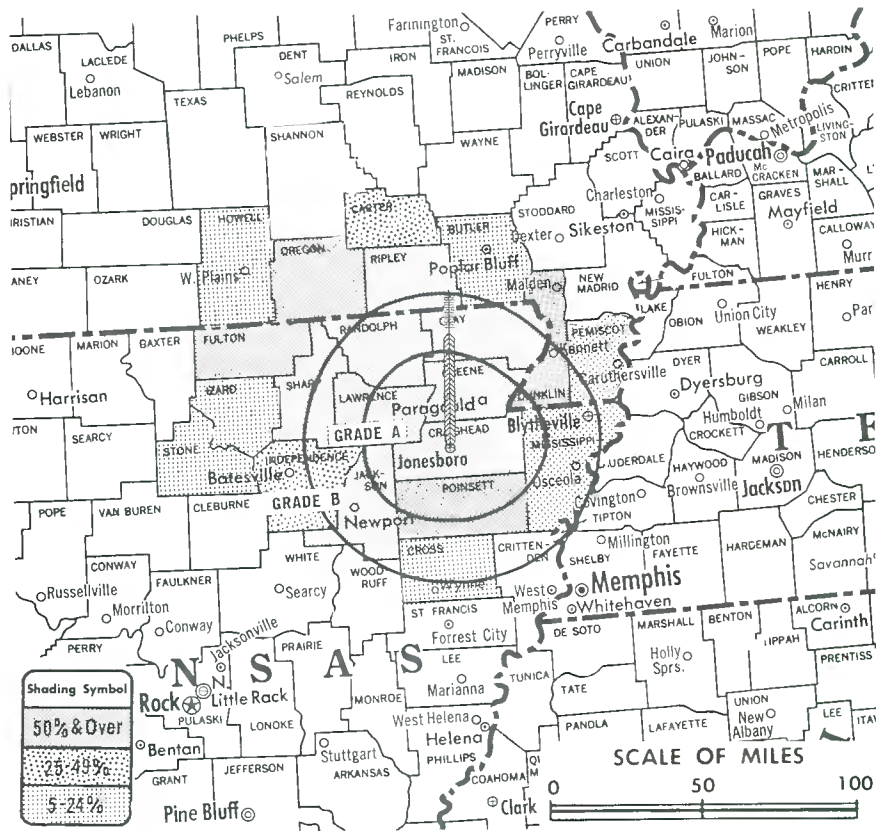
Transmitter: 4.8-mi. N of center of Jonesboro.

Color: Network, live film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

TV tape: Recording facilities.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KAIT-TV Ref: FCC File No. BMPCT-6918 Granted 2/26/68

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

KAIT-TV

Network Service: ABC.

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

Studio: P.O. Box 790, Jonesboro, Ark. (72401).

Telephone: 501-932-4288.

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

Began Operation: July 15, 1963.

Represented (sales) by Savalli/Gates Inc.; Gene Gray (Kan. & Mo.).

Represented (legal) by Stambler & Shrinsky.

Personnel:

ROBERT HERNREICH, general manager.
LONNIE WESTON, operations manager.
L. C. MORRIS, chief engineer.

DIGEST OF RATE CARD (Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$290.00	\$195.00	\$140.00	\$90.00	\$45.00	\$37.00

NETWORK BASE HOURLY RATE: \$125.

For U.S. Television Station Call Letters,
See page 7-b

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ARKANSAS				
		Clay	6,500	6,000	92
		Craighead	17,000	16,200	95
		Fulton	2,900	2,400	82
		Greene	8,500	8,000	94
		Jackson	6,700	6,200	92
		Lawrence	5,900	5,300	90
		Poinsett	8,200	7,700	94
		Randolph	4,200	3,800	89
		Sharp	3,200	2,700	84
	MISSOURI				
		Dunklin	11,800	11,000	93
		Oregon	3,300	2,800	84
	ARKANSAS				
		Independence	8,100	7,500	92
		Carter	1,300	1,100	83
Between 25-49%	ARKANSAS				
		Cross	6,100	5,600	92
		Izard	2,900	2,400	84
		Mississippi	18,500	17,300	93
		Stone	2,100	1,800	88
Between 5-24%	MISSOURI				
		Butler	12,000	11,100	92
		Howell	8,300	7,300	88
	Pemiscot	8,300	7,700	93	
Station Totals		149,200	136,800	92	
Net Weekly Circulation (1970-71)				63,000	
Average Daily Circulation (1970-71)				39,200	

Arkansas—Little Rock



KARK-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

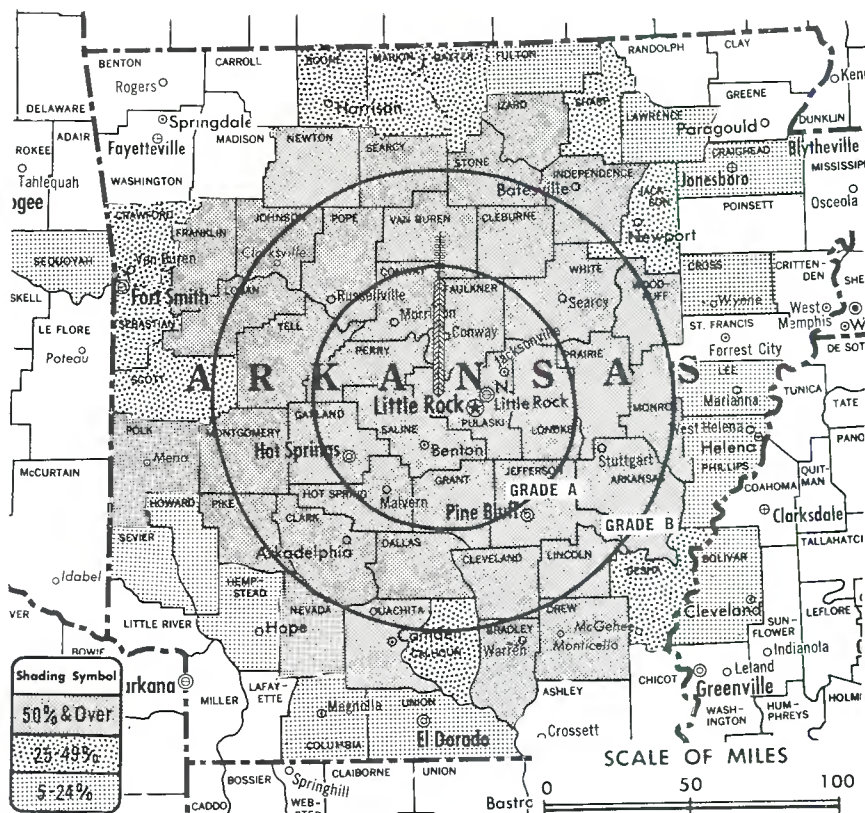
Telephone: 501-376-2481.

TWX No.: 910-722-7417.

TV tape: Recording facilities.

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

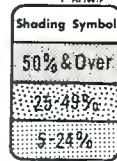
News Wire Service: AP. Facsimile Service: AP. News Film Service: NBC.



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

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

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KARK-TV

Licensee: Combined Communications Corp., 1001 Spring St., Little Rock, Ark. (72203).

Ownership: Combined Communications Corp., 100%. See KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: April 15, 1954. Sale to present owner by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Television Digest, Vol. 11:15, 22; 12:5). Previous sale to Mullins by T. K. Barton family approved Jan. 19, 1966 by FCC (Vol. 5:32, 6:4).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

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

Personnel:

- ROBERT L. BROWN, president & general manager.
- JAMES F. EVERETT, business manager.
- DAVID J. JONES, general sales manager.
- JAMES E. TULEY, program director.
- DEAN HOWARD, chief engineer.
- SUE LICATO, promotion director.
- JOHN REEDER, news director.
- TOM BONNER, director of broadcast.

DIGEST OF RATE CARD NO. 16-B—(Jan. 15, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$700.00	\$465.00	\$280.00	\$450.00	\$225.00	\$100.00

NETWORK BASE HOURLY RATE: \$700.

For Arkansas CATV Systems

see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	ARKANSAS			
	Arkansas	7,700	7,300	94
	Bradley	4,300	3,900	91
	Clark	6,900	6,400	92
	Cleburne	3,800	3,500	92
	Cleveland	2,100	1,900	88
	Conway	6,300	5,800	93
	Dallas	3,200	2,900	92
	Drew	4,700	4,200	89
	Faulkner	9,200	8,600	93
	Franklin	3,800	3,500	91
	Garland	20,900	19,500	93
	Grant	3,300	3,100	93
	Hot Spring	7,400	6,900	93
	Independence	8,100	7,500	92
	Izard	2,900	2,400	84
	Jefferson	26,800	25,000	93
	Johnson	4,800	4,300	90
	Lincoln	3,500	3,100	89
	Logan	5,800	5,300	92
	Lonoke	8,200	7,800	95
	Monroe	4,600	4,000	87
	Montgomery	2,100	1,900	90
	Nevada	3,600	3,200	89
	Newton	1,900	1,600	83
	Quachita	10,100	9,200	91
	Perry	2,000	1,900	94
	Pike	3,100	2,800	91
	Polk	4,900	4,400	89
	Pope	9,500	8,800	93
	Prairie	3,300	3,000	91
	Pulaski	95,800	91,900	96
	Saline	11,400	11,000	96
	Searcy	2,600	2,300	88
	Stone	2,100	1,800	88
	Van Buren	2,900	2,700	92

(Continued on page 55-b)

Station Totals	504,900	467,500	93
Net Weekly Circulation (1970-71)			304,200
Average Daily Circulation (1970-71)			200,400

Arkansas—Little Rock



KATV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

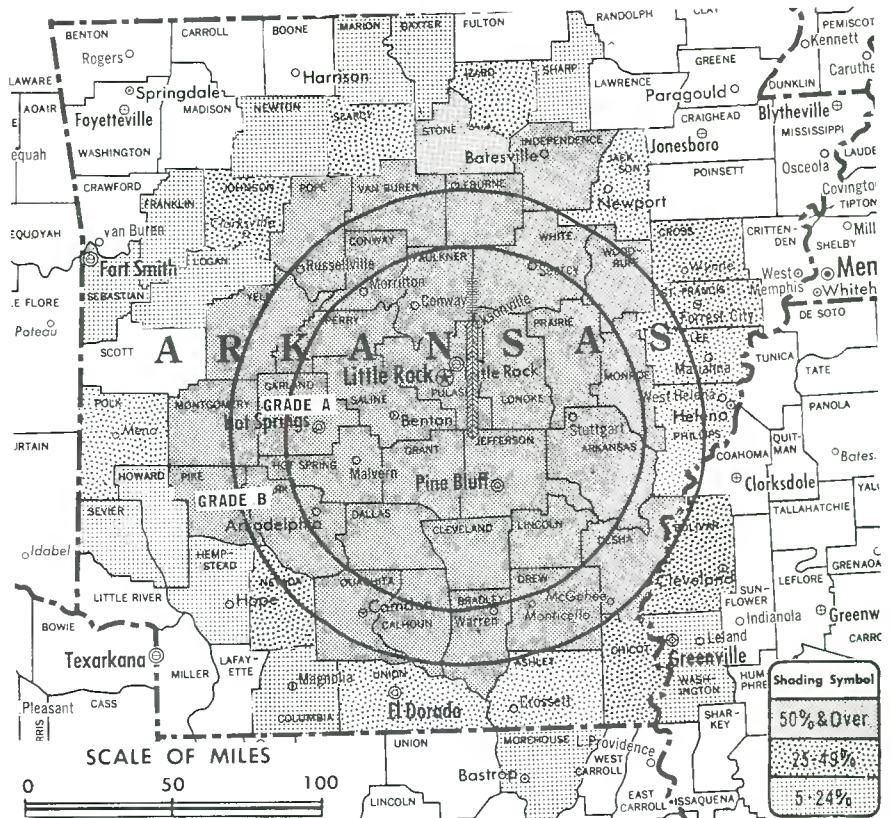
News Film Service: ABC.

Facsimile Service: AP.

Studios: 401 Main St., Little Rock; Jefferson Sq., Pine Bluff.

Represented (engineering) by Cohen & Dippell.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

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

KATV

Licensee: Leake TV Inc., 401 Main St., Little Rock, Ark. (72201).

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

Ownership: Leake Industries Inc. James C. Leake, 13.96%; Marjorie Leake, 55.89%; R. Holliday, trustee for James C. Jr., John G., Jeanne & Nancy Leake, 25.96%; James C. Leake Jr., .98%; John G., Jeanne & Nancy Leake, .96% each; Leake Investment Co., .30%; James C. Leake, trustee for Elizabeth Leake, .03%. Same interests also own KTUL-TV, Tulsa & control CP for WSTE (Ch. 13), Fajardo, P.R.

Began Operation: Dec. 18, 1953. John T. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Reorganization resulted in Griffin owning 55.81%. Transfer of control to Leakes approved by FCC Sept. 19, 1969 (Vol. 9:15).

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

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

Personnel:

ROBERT D. DOUBLEDAY, president & general manager.
ROBERT SNIDER, v.p., engineering.
ERIC NELSON, program manager.
ROBERT HESS, general sales manager.
A. R. GARRETT, chief engineer.
WILLIAM R. RAGAN, promotion manager.

DIGEST OF RATE CARD NO. 19

(June 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$850.00	\$550.00	\$400.00	\$300.00*	\$125.00*

*Class AA—6:30-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation

State County

Total Households

TV Households %

Net Weekly Circulation	State County	Total Households	TV Households	%
ARKANSAS				
	Arkansas	7,700	7,300	94
	Bradley	4,300	3,900	91
	Calhoun	1,800	1,600	91
	Clark	6,900	6,400	92
	Cleburne	3,800	3,500	92
	Cleveland	2,100	1,900	88
	Conway	6,300	5,800	93
	Dallas	3,200	2,900	92
	Desha	5,700	5,100	90
	Drew	4,700	4,200	89
	Faulkner	9,200	8,600	93
	Garland	20,900	19,500	93
	Grant	3,300	3,100	93
	Hot Spring	7,400	6,900	93
	Independence	8,100	7,500	92
	Jefferson	26,800	25,000	93
50% & Over	Lincoln	3,500	3,100	89
	Lonoke	8,200	7,800	95
	Monroe	4,600	4,000	87
	Montgomery	2,100	1,900	90
	Quachita	10,100	9,200	91
	Perry	2,000	1,900	94
	Pike	3,100	2,800	91
	Pope	9,500	8,800	93
	Prairie	3,300	3,000	91
	Pulaski	95,800	91,900	96
	Saline	11,400	11,000	96
	Stone	2,100	1,800	88
	Van Buren	2,900	2,700	92
	White	13,100	12,200	93
	Woodruff	3,900	3,500	90
	Yell	5,000	4,600	92

(Continued on page 55-b)

Station Totals	504,400	466,400	92
Net Weekly Circulation (1970-71)			306,400
Average Daily Circulation (1970-71)			201,700

Arkansas—Little Rock



KTHV
Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). 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.

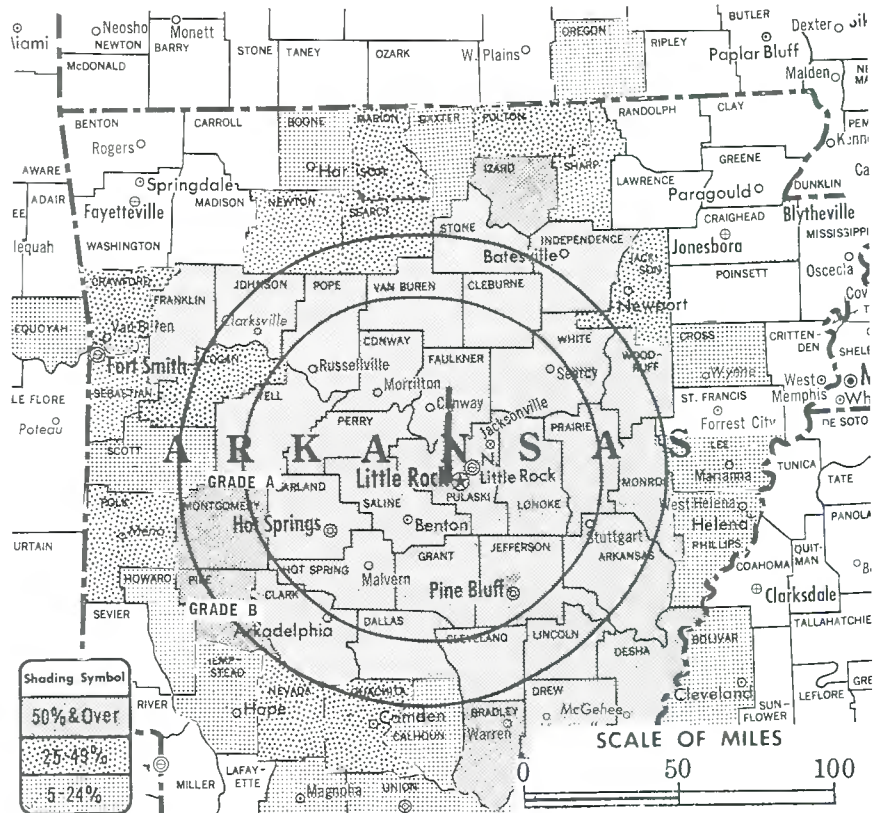
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.



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

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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%; Estate of K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; Clyde E. Lowry, pres.; C. S. Berry, v.p. & treas.; Marcus George, v.p. & dir.; Robert Brown, v.p. & dir.; B. G. Robertson, 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.
JACK BOMAR, program manager.
CURTIS THRELKELD, film director.
CECIL SUITT, chief engineer.

DIGEST OF RATE CARD NO. G-6
(June 1, 1970)

Hour	30 Min.	15 min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$725.00	\$450.00	\$290.00		Graded rates apply*		

*Highest rate: \$360.

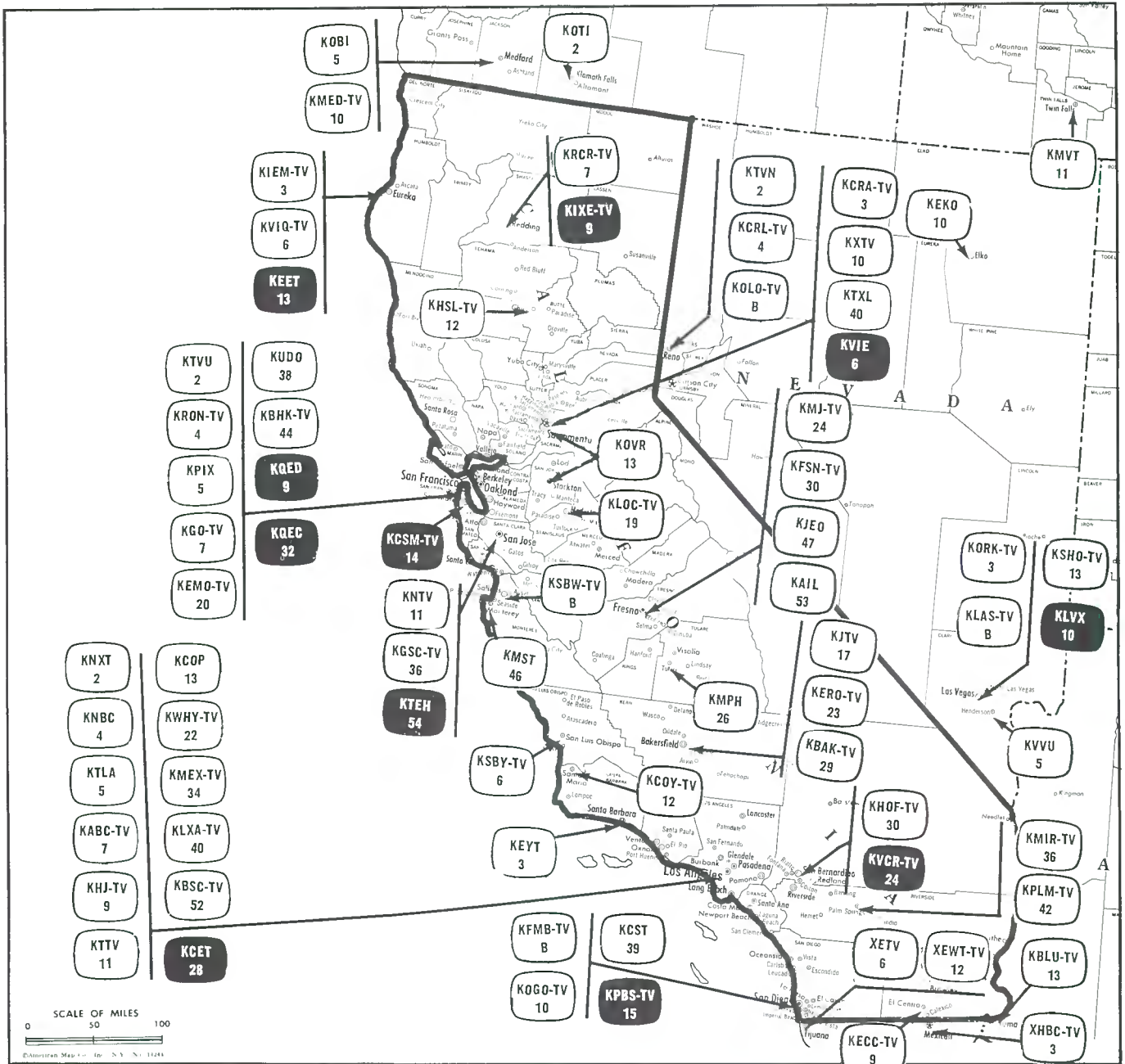
NETWORK BASE HOURLY RATE: \$725.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	ARKANSAS			
	Arkansas	7,700	7,300	94
	Bradley	4,300	3,900	91
	Clark	6,900	6,400	92
	Cleburne	3,800	3,500	92
	Cleveland	2,100	1,900	88
	Conway	6,300	5,800	93
	Dallas	3,200	2,900	92
	Desha	5,700	5,100	90
	Drew	4,700	4,200	89
	Faulkner	9,200	8,600	93
	Franklin	3,800	3,500	91
	Garland	20,900	19,500	93
	Grant	3,300	3,100	93
	Hot Spring	7,400	6,900	93
	Independence	8,100	7,500	92
	Izard	2,900	2,400	84
	Jefferson	26,800	25,000	93
	Johnson	4,800	4,300	90
	Lincoln	3,500	3,100	89
	Lonoke	8,200	7,800	95
	Monroe	4,600	4,000	87
	Montgomery	2,100	1,900	90
	Perry	2,000	1,900	94
	Pike	3,100	2,800	91
	Pope	9,500	8,800	93
	Prairie	3,300	3,000	91
	Pulaski	95,800	91,900	96
	Saline	11,400	11,000	96
	Stone	2,100	1,800	88
	Van Buren	2,900	2,700	92
	White	13,100	12,200	93
	Woodruff	3,900	3,500	90
	Yell	5,000	4,600	92

(Continued on page 55-b)

Station Totals	481,300	445,100	92
Net Weekly Circulation (1970-71)			297,600
Average Daily Circulation (1970-71)			198,000



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Los Angeles	3,399,900	2	3,348,800	2
San Francisco	1,467,400	7	1,502,800	6
Sacramento-Stockton	666,300	24	558,900	26
San Diego	385,200	52	438,100	34
Salinas-Monterey	333,200	61	148,100	102
Fresno	242,800	84	239,600	73
Bakersfield	131,300	140	85,200	149
Santa Barbara-Santa Maria	131,000	141	84,100	150
Chico-Redding	129,300	143	90,200	144
Eureka	42,900	198	40,000	180
El Centro	27,000	208	19,400	200
Palm Springs	23,800	213	43,300	178
Modesto	4,400	224	*	*

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

California

California Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	26	23	49
Educational Television Stations	4	6	10
			<u>59</u>

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

KRCR-TV

Chico

(See Redding, Cal.)



KBSC-TV

Corona

(See Los Angeles, Cal.)



KLXA-TV

Fontana

(See Los Angeles, Cal.)



KSBW-TV

Monterey

(See Salinas, Cal.)



KMST

Monterey

(See Salinas, Cal.)



KMST

San Jose

(See Salinas, Cal.)



KTVU

Oakland

(See San Francisco, Cal.)



KNTV

Salinas-Monterey

(See San Jose, Cal.)

KHSL-TV

Redding

(See Chico, Cal.)



KHOF-TV

San Bernardino

(See Los Angeles, Cal.)



KSBW-TV

San Jose

(See Salinas-Monterey, Cal.)



KOVR

Stockton

(See Sacramento, Cal.)



KTXL

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 MHz). 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

(March 1, 1970)

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	\$80.00	\$60.00	\$40.00

State Educational Technical Facilities
(Complete Data in Educational Directory)

KEET

Eureka

Ch. 13

Non-Commercial Educational Station

Licensee: Redwood Empire ETV Inc., Eureka, Cal. (95502).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 66.1-kw visual, 13.2-kw aural. Antenna: 1510-ft. above av. terrain, 107-ft. above ground, 2907-ft. above sea level.

Latitude	40°	43'	52"
Longitude	123°	57'	06"

KCEI

Los Angeles

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 4400 Sunset Dr.

Technical Facilities: Channel No. 28 (554-560 MHz). 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: N. Cal. ETV Assn., Box 9.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 115-kw visual, 12-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	09"
Longitude	122°	39'	01"

KVIE

Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 1546-ft. above ground, 1544-ft. above sea level.

Latitude	38°	14'	50"
Longitude	121°	30'	03"

KVCR-TV

San Bernardino

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Junior College Dist., 701 S. Mt. Vernon.

Technical Facilities: Channel No. 24 (530-536 MHz). 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"

KPBS-TV

San Diego

Ch. 15

Non-Commercial Educational Station

Licensee: San Diego State College (92115).

Technical Facilities: Channel No. 15 (476-482 MHz). 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"

KQEC

San Francisco

Ch. 32

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 1011 Bryant St., San Francisco, Cal. (94107).

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1402-kw max. & 1016-kw horizontal visual, 280-kw max. & 203-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level.

Latitude	37°	45'	20"
Longitude	122°	27'	05"

KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 1011 Bryant St.

Technical Facilities: Channel No. 9 (186-192 MHz). 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, 45 Santa Teresa, San Jose, Cal. (95110).

Technical Facilities: Channel No. 54 (710-716 MHz). 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 Jr. College Dist., 1700 West Hillsdale Blvd.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.09-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"

For California CATV Systems
See Services Volume

California—Bakersfield



KBak-TV

Ch. 29

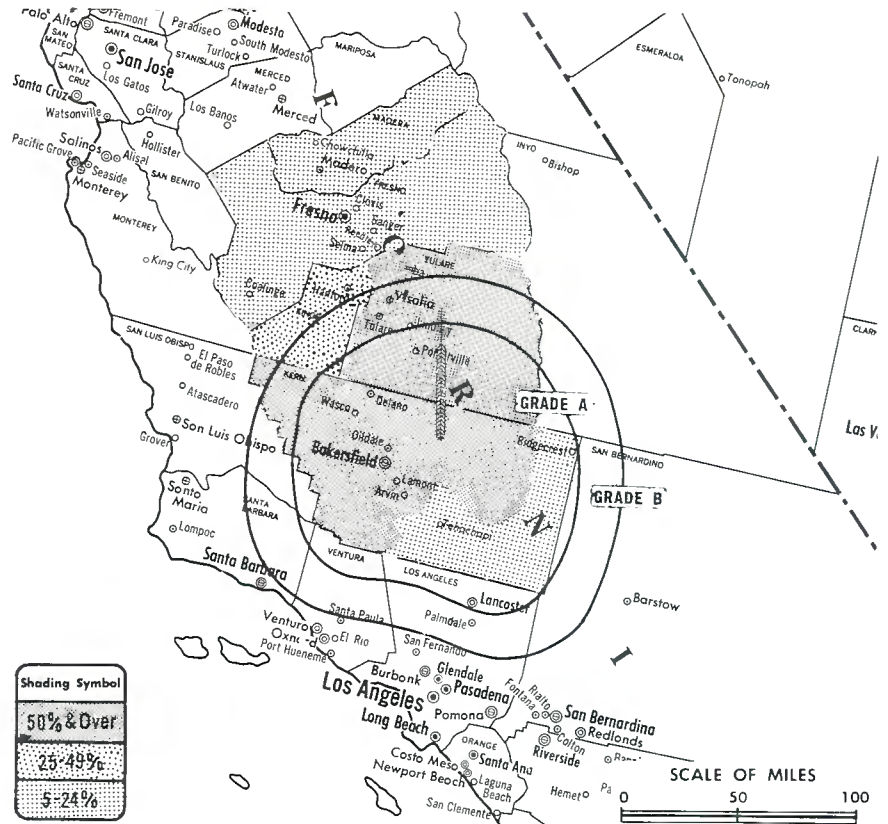
Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1720-kw max. & 77.6-kw horizontal visual, 340-kw max. & 15.5-kw horizontal aural. Antenna: 3730-ft. above av. terrain, 230-ft. above ground, 7775-ft. above sea level.

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

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

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

News Wire Service: AP.



KBak-TV Ref: FCC File No. BPT-4248 Granted 9/23/69

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

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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, Great Falls, Mont.; KULR-TV, Billings, Mont.; 27.5% of KGGM-TV & KGGM, Albuquerque & KVSF, Santa Fe, N.M. Three principals control HarriScope of Chicago Inc. which owns 50% of 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 H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

- BURT I. HARRIS, president.
- GENE DENARI, vice president & general manager.
- AL RUCH, chief engineer.
- ROBERT CURRY, general sales manager.
- VINCENT FLEMING, operations manager.
- BILL HOUCK, news director.

DIGEST OF RATE CARD NO. 21—(April 15, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$450.00	\$275.00	\$175.00	Graded rates apply*	

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$266.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern West	89,300	85,200	95
	Tulare	58,900	55,600	94
Between 25-49%	CALIFORNIA			
	Kings	19,400	18,200	94
Between 5-24%	CALIFORNIA			
	Fresno	130,200	123,700	95
	Kern East	16,400	15,600	95
	Madera	13,200	12,400	94
Station Totals		327,400	310,700	95
Net Weekly Circulation (1970-71)				131,300
Average Daily Circulation (1970-71)				71,700

For UHF Penetration by Markets
See Services Volume

California—Bakersfield



KERO-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). 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"

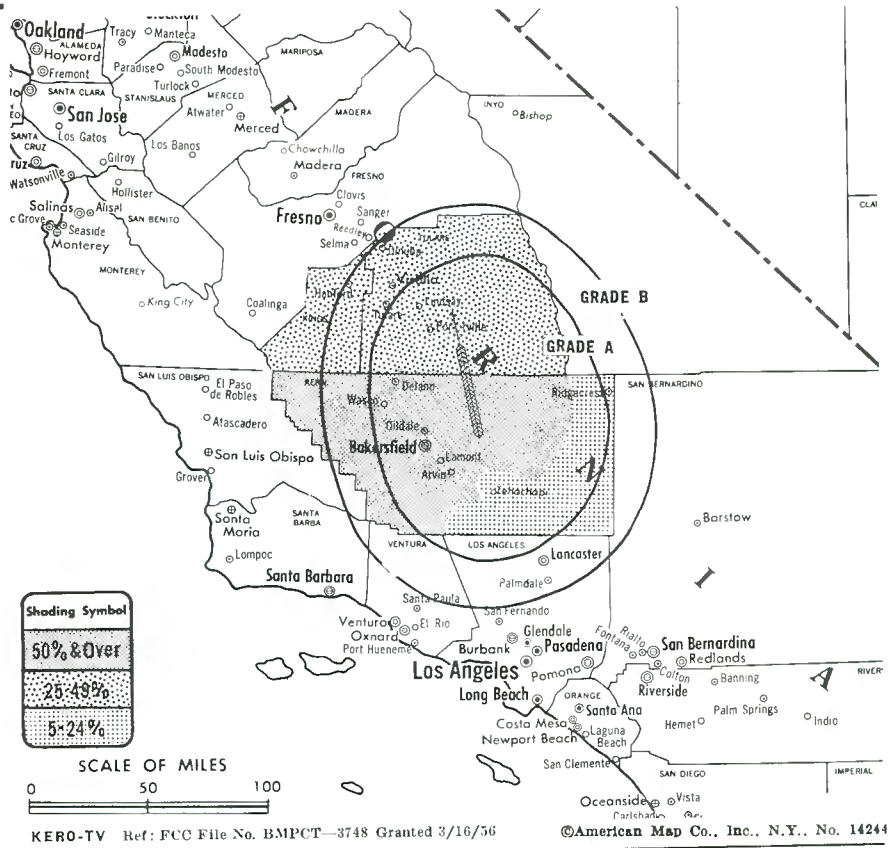
Note: This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23.

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

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

News Wire Service: UPI.

Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KERO-TV

Licensee: McGraw-Hill Broadcasting Co. Inc., 321 21st St., Bakersfield.

Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93303).

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

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership.

Began Operation: Sept. 26, 1953. Sale to present owners by Time-Life Bcst. Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Sale to Time-Life by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (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.
LARRY EDWARDS, production manager.
NORMAN E. HALL, engineering director.
DICK JAMISON, news director.

DIGEST OF RATE CARD NO. 17 (Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—7-10 p.m., daily.
\$450.00 \$300.00 \$200.00 \$150.00 Graded rates apply*

*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Kern West	89,300	85,200	95
Between 25-49%	CALIFORNIA			
	Kings Tulare	19,400 58,900	18,200 55,600	94 94
Between 5-24%	CALIFORNIA			
	Kern East	16,400	15,600	95
Station Totals		184,000	174,600	95
Net Weekly Circulation (1970-71)				122,900
Average Daily Circulation (1970-71)				72,500

California—Bakersfield



KJTV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1150-kw max. & 316-kw horizontal visual, 230-kw max. & 62.8-kw horizontal aural. Antenna: 1391-ft. above av. terrain, 270-ft. above ground, 3795-ft. above sea level.

Latitude 35° 26' 20"
Longitude 118° 44' 23"

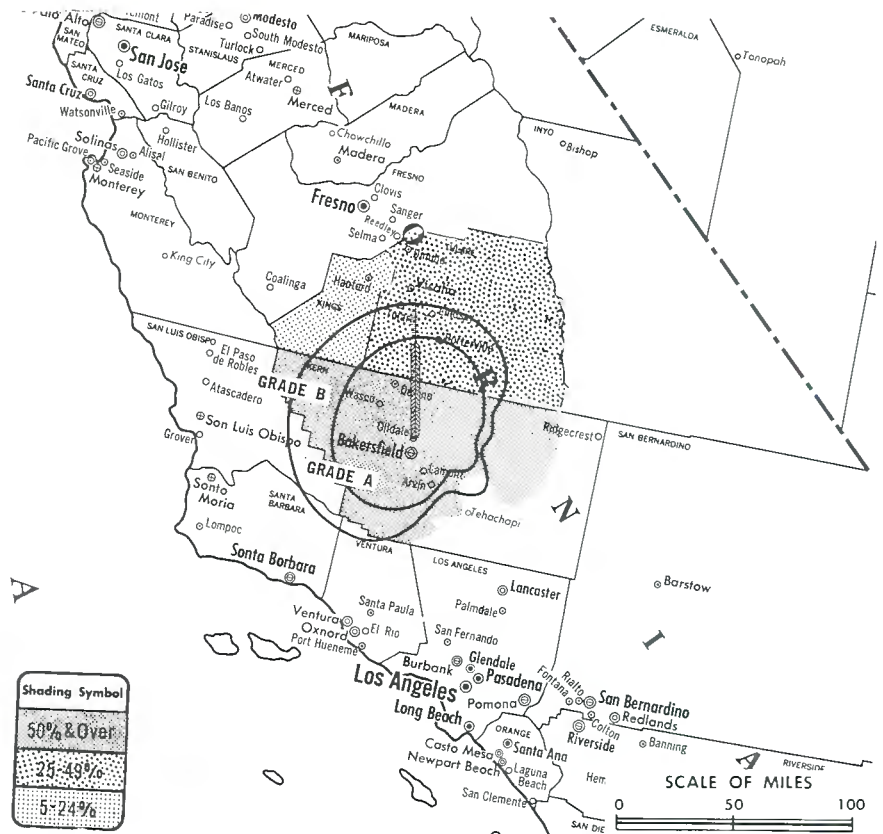
Transmitter: Mt. Adelaide, 16-mi. E of Bakersfield.

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

TV tape: Recording facilities.

News Wire Service: UPI.

Studio: 29th & Eye Sts.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KJTV Ref: FCC File No. BMPCT-6968 Granted 1/14/69

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KJTV

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

Mailing Address: P.O. Box 226, Bakersfield (93302).

Telephone: 805-327-7511. TWX No.: 910-327-1120.

Ownership: Atlantic States Industries Inc., Ralph C. Guild, pres., 37.1%; Daren F. McGavren, chmn., 14%; George R. Fritzinger, exec. v.p.-asst. secy.-treas., 10%; Burke-Stuart Co. Inc., 9%; others none with as much as 2%. Atlantic States also owns WRYT, Boston; WNVY, Pensacola; KROY Sacramento; KFAC AM&FM, Los Angeles; WLOB(FM), Portland, Me. & WERE, Cleveland, Ohio.

Began Operation: Nov. 8, 1959. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved by FCC Sept. 11, 1969 (Television Digest, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (TV Addenda 32-KKKK).

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

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

BARRY POTTER, general manager.
DICK McINTYRE, director of operations & engineering.
JOE NICCOLI, general sales manager.

DIGEST OF RATE CARD NO. 10 (Sept. 13, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. ID
Class AA—7:30-10:30 p.m., daily.
\$800.00 \$400.00 \$250.00 \$225.00 \$200.00 Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	89,300	85,200	95
Between 25-49%	CALIFORNIA Tulare	58,900	55,600	94
Between 5-24%	CALIFORNIA Kings	19,400	18,200	94
Station Totals		167,600	159,000	95
Net Weekly Circulation (1970-71)			98,900	
Average Daily Circulation (1970-71)			53,300	

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

California—Chico



KHSL-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

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

Transmitter: Cohasset Road.

Studio: 180 E. 4th St.

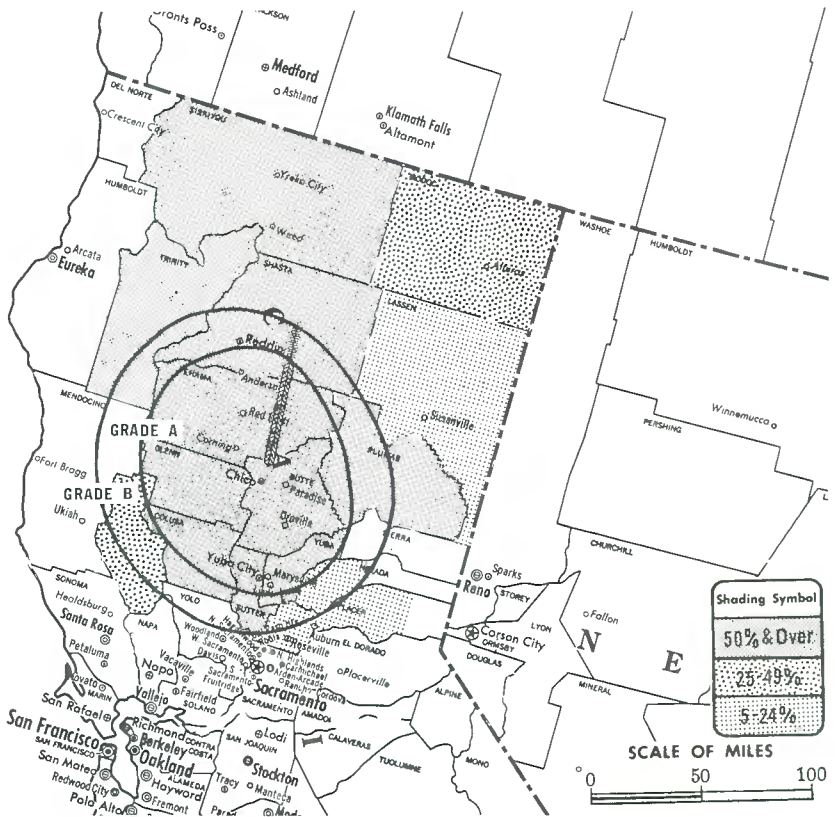
AM Affiliate: KHSL, 5-kw, 1290 kHz (CBS).

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

News Wire Service: UPI.

Represented (engineering) by Kear & Kennedy.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KHSL-TV Ref: FCC File No. BMPCT—6764 Granted 5/9/68

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

KHSL-TV

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95926).

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, & KHSL, Chico, Cal., both AM.

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

C. H. KINSLEY JR., executive vice president.
M. F. WOODLING, manager.
FRED M. STEULPNAGEL, program & production director.
RUSSEL POPE, director of engineering.
GEORGE WUSSOW, chief engineer.

DIGEST OF RATE CARD NO. 14—(July 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—6-11 p.m., daily.	\$450.00	\$240.00	\$170.00	\$125.00	\$85.00*	\$51.00* \$40.00*

*Class AA—6-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Butte	36,600	34,400	94
	Colusa	4,400	4,100	94
	Glenn	5,900	5,600	95
	Plumas	4,100	3,700	91
	Shasta	27,000	25,900	96
	Siskiyou	11,300	10,300	91
	Sutter	13,500	13,000	96
	Tehama	9,800	9,400	96
	Trinity	2,600	2,300	90
Yuba	13,300	12,700	96	
Between 25-49%	CALIFORNIA			
	Lake	8,300	7,500	90
	Modoc	2,600	2,300	90
Between 5-24%	CALIFORNIA			
	Lassen	5,200	4,700	91
	Nevada West	9,200	8,500	92
	Placer West	23,900	22,700	95
Station Totals		177,700	167,100	94
Net Weekly Circulation (1970-71)				129,300
Average Daily Circulation (1970-71)				78,600

California—Redding

NBC abc KRCR-TV

Ch. 7

(Also serves Chico, Cal.)

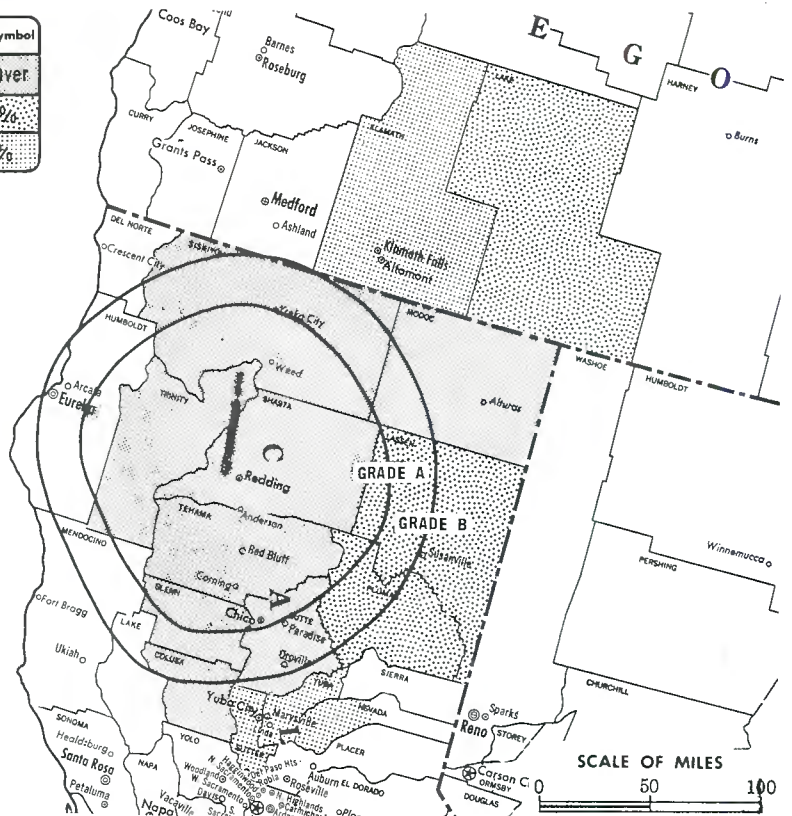
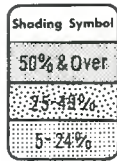
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 115-kw visual, 22.4-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

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: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KRCR-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

©American M&P Co., Inc., N.Y., No. 14244

KRCR-TV

Network Service: NBC, ABC.

Licensee: Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. (96001).

Studio: Pioneer Dr.

Telephone 916-243-7777. TWX No.: 916-243-6721.

Ownership: California-Oregon Broadcasting Inc. See KOB(TV), 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 Inc.; Art Moore & Assoc. (regional).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

RICHARD GREEN, president & general manager.

WILLIAM B. SMULLIN, vice president & director of operations.

NORM HOATSON, chief engineer.

DOREETA DOMKE, program director.

DIGEST OF RATE CARD NO. 11—(March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.	\$450.00	\$270.00	\$175.00	\$150.00	\$90.00
NETWORK BASE HOURLY RATE:	\$375 (ABC), \$375 (NBC).				

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	CALIFORNIA				
		Butte	36,600	34,400	94
		Colusa	4,400	4,100	94
		Glenn	5,900	5,600	95
		Modoc	2,600	2,300	90
		Shasta	27,000	25,900	96
		Siskiyou	11,300	10,300	91
		Tehama	9,800	9,400	96
	Trinity	2,600	2,300	90	
Between 25-49%	CALIFORNIA				
		Lassen	5,200	4,700	91
		Plumas	4,100	3,700	91
	OREGON				
	Lake	2,000	1,800	91	
Between 5-24%	CALIFORNIA				
		Nevada West	9,200	8,500	92
		Sutter	13,500	13,000	96
		Yuba	13,300	12,700	96
	OREGON				
	Klamath	16,800	16,000	95	
Station Totals		164,300	154,700	94	
Net Weekly Circulation (1970-71)				92,000	
Average Daily Circulation (1970-71)				60,200	

For Color Set Penetration by Market
see Services Volume

California—El Centro

KECC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 170-kw max. & 40.7-kw horizontal visual, 35-kw max. & 8.13-kw horizontal aural. Antenna: 1720-ft. above av. terrain, 503-ft. above ground, 2667-ft. above sea level.

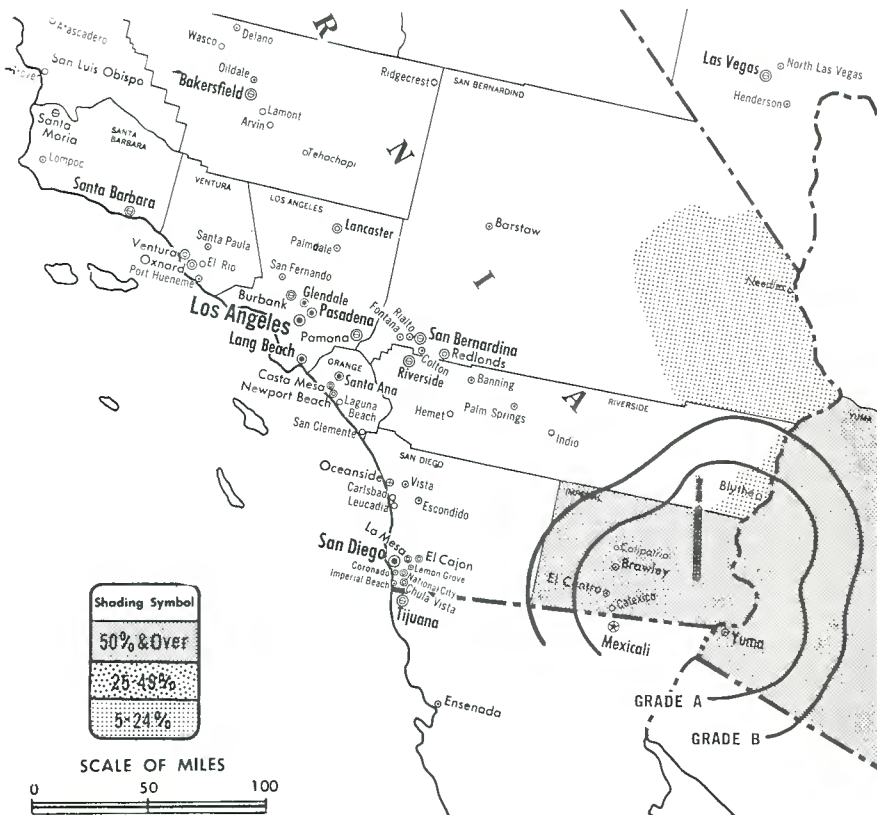
Latitude 33° 03' 18"
Longitude 114° 49' 37"

Transmitter: Top of Black Mtn.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



KECC-TV Ref: FCC File No. BMPCT-6975 Granted 1/25/71

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Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KECC-TV

Network Service: CBS.

Grantee: KECC TV Corp., 778 State St., El Centro.

Studio: 778 State St. (92243).

Telephone: 714-352-9670.

Ownership: United Broadcasting, 100%. For other interests, see Group Ownership.

Began Operation: Dec. 6, 1968.

Represented (sales) by UBC Sales.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.

HAROLD ARMENT, general manager & chief engineer.

DIGEST OF RATE CARD NO. 2 (May 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	ID
Class A—6:59-10:59 p.m., daily.					
\$300.00	\$180.00	\$125.00	\$35.00	\$22.50	\$14.00

NETWORK BASE HOURLY RATE: \$110.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Yuma	18,400	16,500	90
	CALIFORNIA Imperial	21,300	19,400	91
Between 5-24%	CALIFORNIA Riverside			
	East	3,700	3,500	95
	San Bernardino East	2,000	1,900	95
Station Totals		45,400	41,300	91
Net Weekly Circulation (1970-71)				27,000
Average Daily Circulation (1970-71)				14,700

Cable Television
Management and
Engineering Consultants

Malarkey, Taylor & Associates
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

California—Eureka



KIEM-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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"

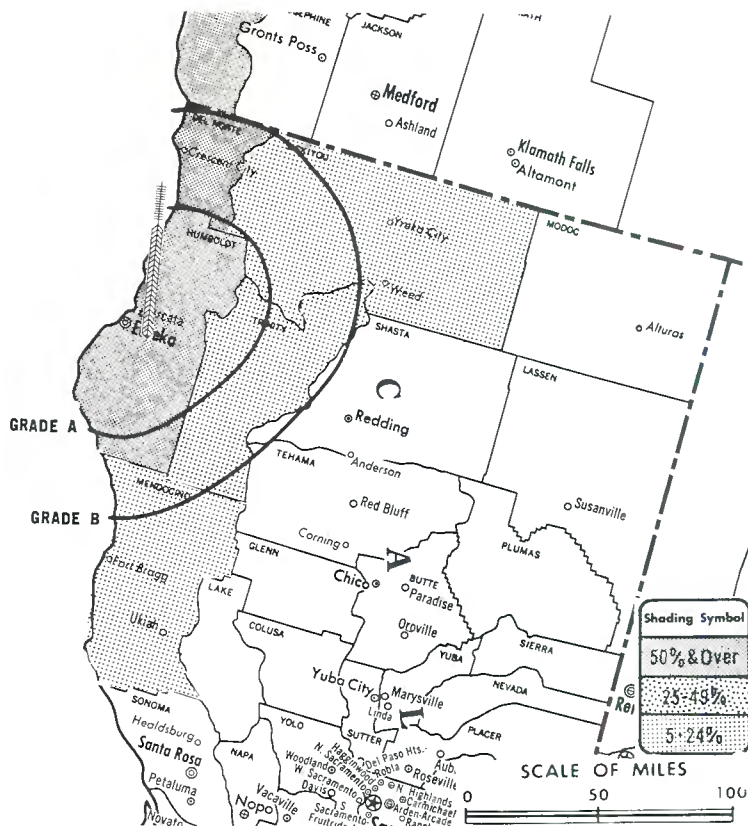
Transmitter: Redwood Peak, 12-mi. SE of Eureka.

AM Affiliate: KRED, 5-kw, 1480 kHz (ABC).

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

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 3E, 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.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

PAUL HOFF, v.p. & general manager.

NEWTON L. STEWARD, v.p., public affairs & news.

DONALD R. KING, chief engineer.

ROBERT R. MILLER, operations manager.

ELMER G. HASKIN JR., sales manager.

DIGEST OF RATE CARD NO. 10—(March 29, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.					
	\$250.00	\$150.00	\$100.00	\$76.00	\$45.00
NETWORK BASE HOURLY RATE: \$225.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	4,900	4,500	91
	Humboldt	33,400	31,600	94
Between 5-24%	OREGON			
	Curry	4,300	3,900	90
	CALIFORNIA			
	Mendocino	17,100	15,400	90
	Siskiyou	11,300	10,300	91
	Trinity	2,600	2,300	90
Station Totals		73,600	68,000	92
Net Weekly Circulation (1970-71)				42,900
Average Daily Circulation (1970-71)				32,800

California—Eureka

abc **KVIQ-TV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

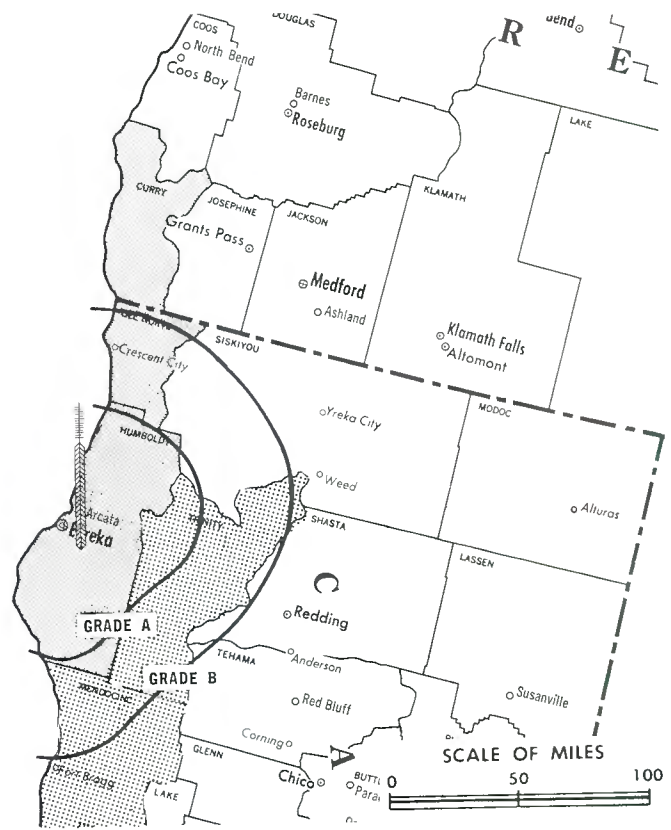
Latitude 40° 43' 36"
Longitude 123° 58' 18"

Requests 10.40-kw aural.

Transmitter: 10.8-mi. SE of Eureka.

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

News Wire Service: AP.



Shading Symbol
50% & Over
25-49%
5-24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KVIQ-TV Ref: FCC File No. BMPCT-4844 Granted 10/9/57
Authorized: FCC File No. BPCT-2784 Granted 9/30/60

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

KVIQ-TV

Network Service: NBC & ABC.

Licensee: California Northwest Broadcasting Co., Box 1019, Eureka, Cal. (95501).

Studio: Humboldt Hill Rd.

Telephone: 707-443-3061.

TWX No.: 707-577-0636.

Ownership: Carl & Leah McConnell, 100%. Carl & Leah McConnell also own radio KCLM, Redding, Cal.

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 H-R Television Inc.; Charles Burrow (Portland, Seattle).

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Hammett & Edison.

Personnel:

CARL R. McCONNELL, president
ALLEN JONES, general manager & national sales manager.
BOB TURNER, program director.
AMOS HARGRAVE, chief engineer.

DIGEST OF RATE CARD NO. 3 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:59 p.m., daily.	\$275.00	\$165.00	\$110.00	\$83.00	\$50.00	\$50.00
NETWORK BASE HOURLY RATE:	\$225 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Del Norte	4,900	4,500	91
	Humboldt	33,400	31,600	94
	OREGON			
	Curry	4,300	3,900	90
Between 5-24%	CALIFORNIA			
	Mendocino	17,100	15,400	90
	Trinity	2,600	2,300	90
Station Totals		62,300	57,700	93
Net Weekly Circulation (1970-71)			40,200	
Average Daily Circulation (1970-71)			30,200	

California—Fresno

KAIL

Ch. 53

Technical Facilities: Channel No. 53 (704-710 MHz). 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.

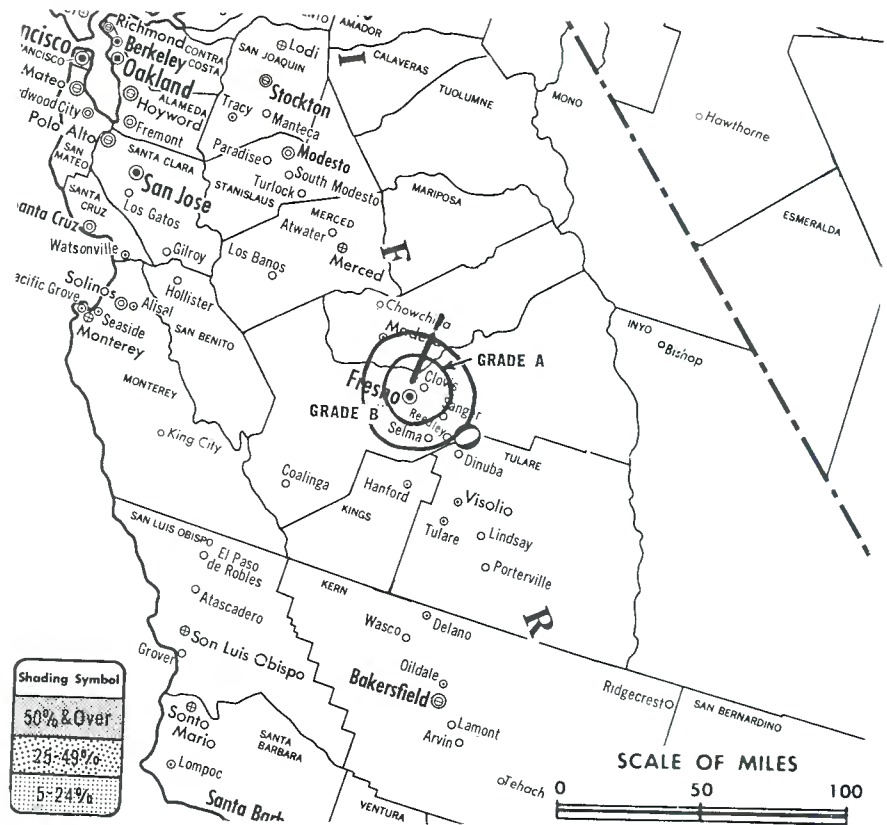
Latitude 36° 50' 38"

Longitude 119° 41' 13"

Transmitter: 5255 E. Alluvial, Fresno.

News Wire Service: AP.

ARB Data: Not available.



KAIL Ref: FCC File No. BMPCT-5578 Granted 7/28/61

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

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 Pierson, Ball & Dowd.

Personnel:

VICTOR D. SANDERS, general manager.

CHARLES GRIGGS, operations director.

JOHN LOCKHART, technical director.

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

La Rue Media Brokers, Inc.

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(212) 265-3430

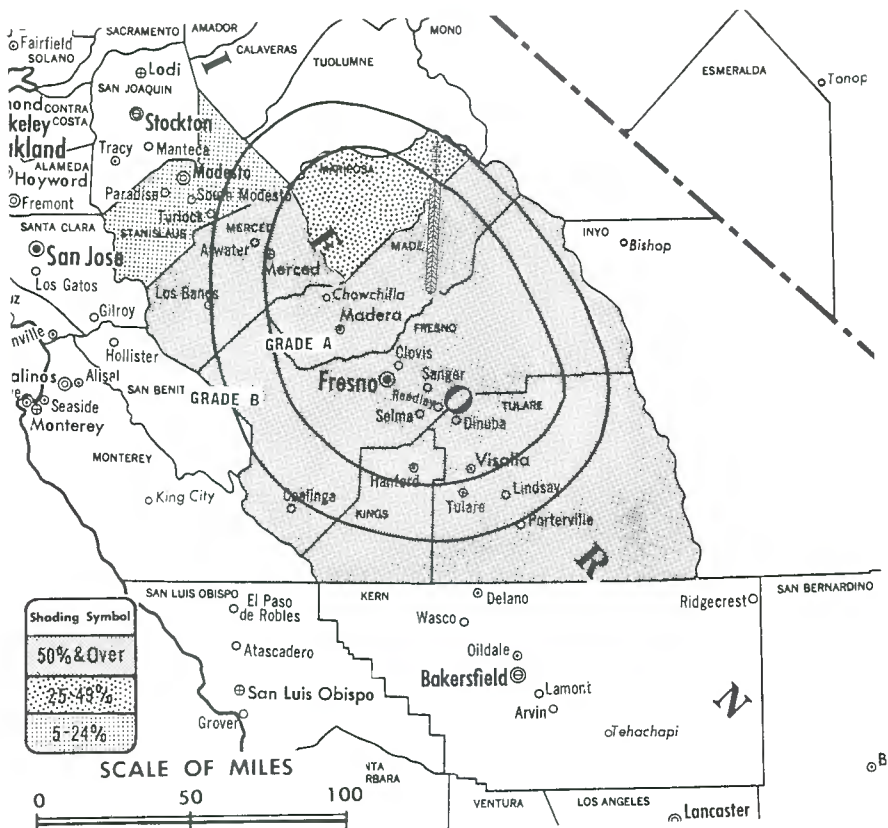
California—Fresno

KFSN-TV
(formerly KFRE-TV)
Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1660-kw max. & 862-kw horizontal visual, 340-kw max. & 35.5-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.
TV tape: Recording facilities.
News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b)

KFSN-TV Ref: FCC File No. BPC2-4226 Granted 6/6/69 ©American Map Co., Inc., N.Y., No. 14244

KFSN-TV

Network Service: CBS.
Licensee: Capital Cities Broadcasting Corp.
Studio: 733 L St., Fresno, Cal. (93721).
Telephone: 209-268-6444. TWX No.: 209-481-1362.
Ownership: Capital Cities Broadcasting Corp. For officers & other interests, see Group Ownership.
Began Operation: May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (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 Wilmer, Cutler & Pickering.
Represented (engineering) by Kear & Kennedy.
Personnel:
PHILIP R. BEUTH, general manager.
RICHARD F. APPLETON, general sales manager.
ANTHONY R. TWIBELL, local sales manager.
PAUL STONE, promotion manager.
STEPHEN WEBER, director of engineering.
LEE JASON, program director.
BOB RIOS, business manager.

DIGEST OF RATE CARD NO. 2-71 (July 26, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.					
	\$950.00	\$650.00	\$450.00	\$250.00	\$230.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	130,200	123,700	95
	Kings	19,400	18,200	94
	Madera	13,200	12,400	94
	Merced	31,300	29,700	95
Tulare	58,900	55,600	94	
Between 25-49%	CALIFORNIA			
	Mariposa	2,400	2,200	90
Between 5-24%	CALIFORNIA			
	Stanislaus	63,800	59,800	94
Station Totals		319,200	301,600	94
Net Weekly Circulation (1970-71)				234,900
Average Daily Circulation (1970-71)				147,400

California—Fresno



KJEO



Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 440-kw max. visual with directional antenna & tilt, 269-kw max. horizontal & 200-kw average horizontal visual, 20-kw max. 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.

Studio: Shaw at Cedar.

Telephone: 209-222-2411.

TWX No.: 910-362-3181.

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

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KJEO Ref: FCC File No. BPCT-2285 Granted 6/23/57

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

KJEO

Licensee: Retlaw Enterprises Inc., P.O. Box 1708, Fresno, Cal. (93717).

Ownership: Retlaw Enterprises Inc. Lillian Disney Truyens, chmn., 20%; William D. Cottrell, pres.; Sharon Disney Lund, v.p., 40%; Diane Disney Miller, v.p., 24% (holds additional 16% as custodian for Christopher & Joanna Miller); Ronald W. Miller, vice chmn.; Royal Clark, v.p.-secy.-treas.; Joseph C. Drilling, v.p. bcstg.; Charles Romero, asst. secy.-treas. Retlaw Enterprises owns KOGO(AM), San Diego and operates 2 major amusement park attractions at Disneyland; has minority interests in certain motion pictures produced by Walt Disney Productions; also owner & licensor of rights to Walt Disney name.

Began Operation: Sept. 20, 1953. Sale to Retlaw Enterprises by Shasta Telecasting Corp. (George C. Fleharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 (Television Digest, Vol. 8:17).

Represented (sales) by Edward Petry & Co.

Represented (engineering) by Hammett & Edison.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JOSEPH C. DRILLING, vice president & general manager.
BILL SAWYERS, station manager.
CHARLES GINGOLD, program director.
ANDY MASTORAS, business manager.
RICHARD C. MEEKER, sales manager.
JAY HILL, chief engineer.
BARBARA RODRIQUEZ, traffic manager.
RICHARD ESTEL, promotion & creative director.

DIGEST OF RATE CARD NO. IV

(June 1, 1969)

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 \$290.00 Graded rates apply*

*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	Fresno	130,200	123,700	95
	Kings	19,400	18,200	94
	Madera	13,200	12,400	94
	Merced	31,300	29,700	95
	Tulare	58,900	55,600	94
Between 25-49%	CALIFORNIA			
	Mariposa	2,400	2,200	90
Station Totals		255,400	241,800	95
Net Weekly Circulation (1970-71)				233,400
Average Daily Circulation (1970-71)				148,900

California—Fresno



KMJ-TV



Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). 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.

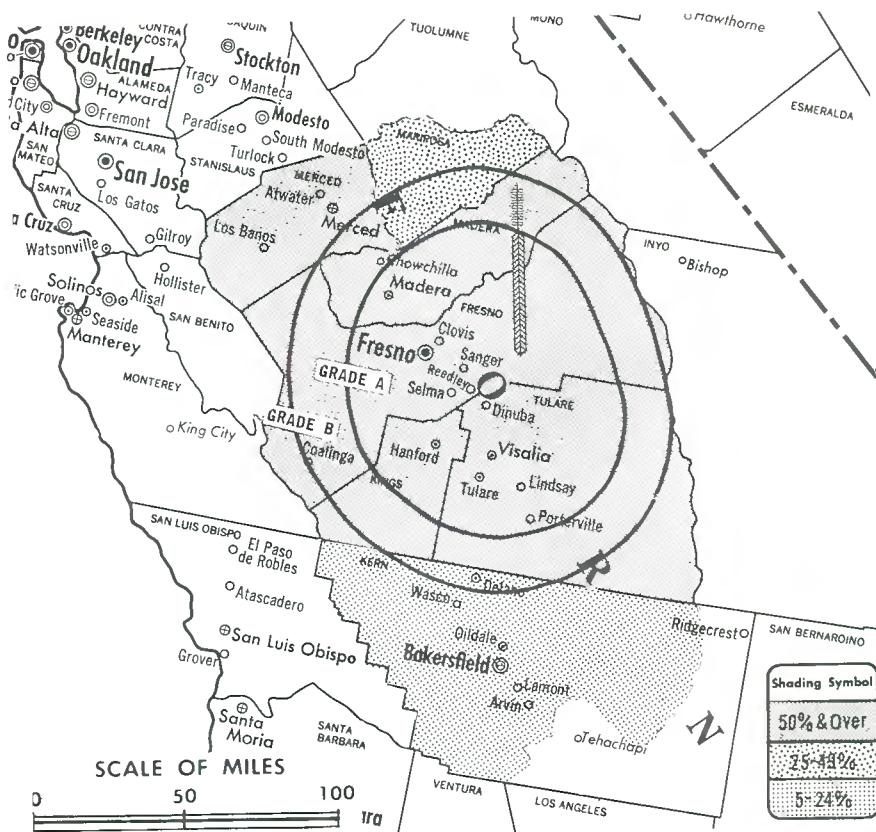
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KMJ-TV Ref: FCC File No. 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 kHz (NBC).

FM Affiliate: KMJ-FM, 7.3-kw, 97.9 MHz (No. 250), 630-ft.

Ownership: Eleanor McClatchy, pres.; Charles K. McClatchy, v.p.; L. R. Matushak, secy.-treas.; John J. Hamlyn, asst. secy.-treas.; Walter P. Jones & Myron Depew, 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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

JEFF NAGLE, manager & film buyer.
EDGAR L. DEATHERAGE, sales manager.
WILLIAM DAVIDSON, program manager.
SHARRYLE CHUNG, traffic manager.
WILLIAM TRETTIN, film editor.
GORDON LEE, chief engineer.
DON LA MONT, promotion manager.

DIGEST OF RATE CARD NO. P33

(Feb. 1, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$900.00	\$575.00	\$400.00			

Graded rates apply*

*Highest rate: \$290.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Fresno	130,200	123,700	95
	Kings	19,400	18,200	94
	Madera	13,200	12,400	94
	Merced	31,300	29,700	95
Tulare	58,900	55,600	94	
Between 25-49%	CALIFORNIA			
	Mariposa	2,400	2,200	90
Between 5-24%	CALIFORNIA			
	Kern West	89,300	85,200	95
Station Totals		344,700	327,000	95
Net Weekly Circulation (1970-71)				242,800
Average Daily Circulation (1970-71)				171,100

California—Los Angeles



KABC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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 kHz (ABC).

FM Affiliate: KLOS, 20-kw, 95.5 MHz (No. 238), 196-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

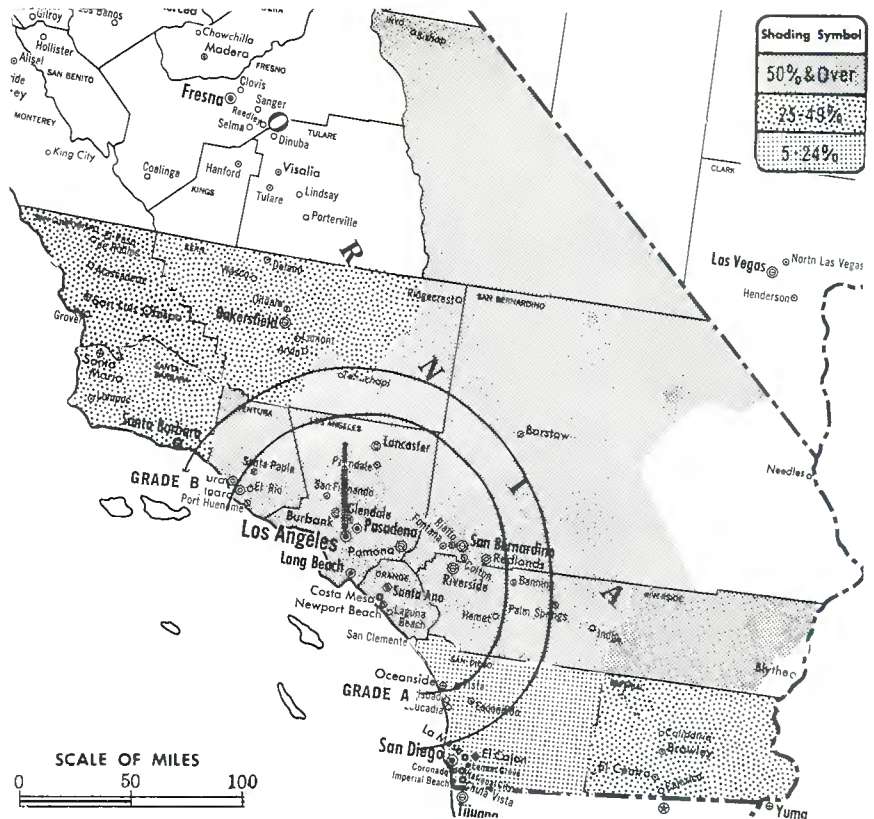
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KABC-TV Ref: FCC File No. BFCT-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 & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN J. McMAHON, vice president & general manager.

LIONEL SCHAEN, general sales manager.

WALTER FLYNN, sales manager.

LAWRENCE EINHORN, program director.

JAMES TAYLOR, assistant program director.

NORMAN H. SLOANE, business manager.

GEORGE L. PIERCE, sales service manager.

NORMA OLSEN, director of program operations.

JACK F. BREMBECK, promotion manager.

WILLIAM F. DRYER, chief engineer.

DIGEST OF RATE CARD WINTER 71/72

(Sept. 21, 1971)

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

Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.

On request \$3800 \$3200 \$2200

NETWORK BASE HOURLY RATE: \$4345.

Net Weekly Circulation	State County	Total Households	TV Households	%
	CALIFORNIA			
	Inyo	5,700	4,900	86
	Kern East	16,400	15,600	95
	Los Angeles	2,533,600	2,441,400	96
	Orange North	312,600	305,200	98
	Orange South	156,800	153,100	98
50% & Over	Riverside			
	West	111,200	105,600	95
	Riverside Central	45,600	43,300	95
	San Bernardino West	221,900	212,500	96
	Ventura	114,200	110,500	97
	CALIFORNIA			
	Imperial	21,300	19,400	91
	Kern West	89,300	85,200	95
	San Luis			
Between 25-49%	Obispo	36,100	34,000	94
	Santa Barbara North	38,200	36,200	95
	Santa Barbara South	50,500	47,900	95
Between 5-24%	CALIFORNIA			
	San Diego	455,100	438,100	96
Station Totals		4,208,500	4,052,900	96
Net Weekly Circulation (1970-71)			3,270,700	
Average Daily Circulation (1970-71)			1,843,800	

California—Los Angeles

KCOP

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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

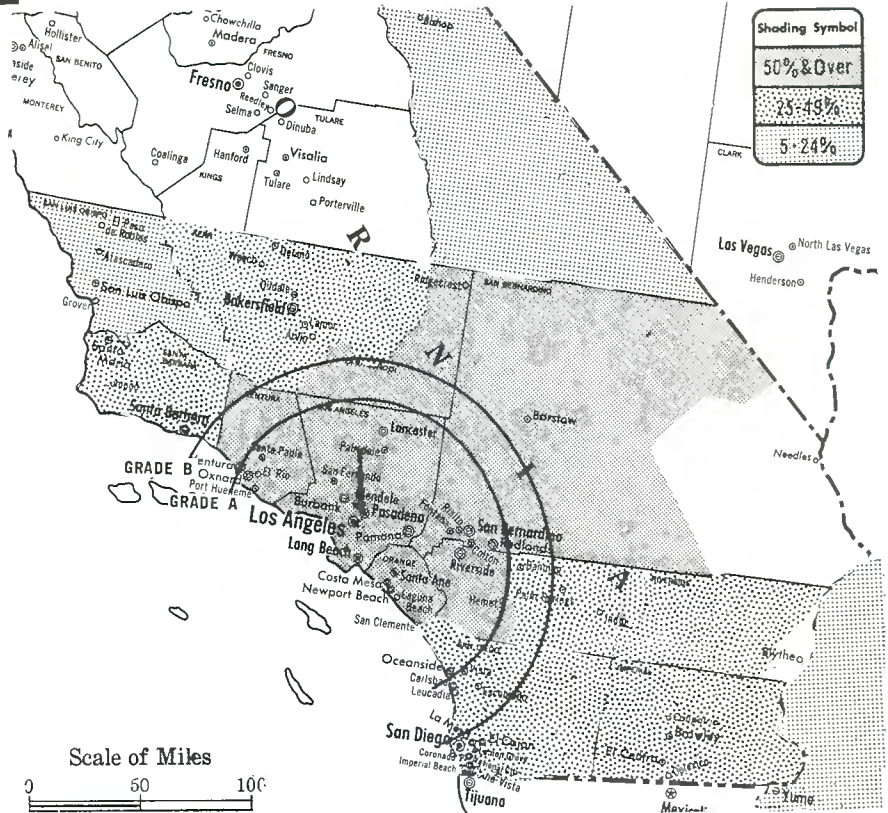
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).



KCOP Ref: FCC File No. BMPCT-240 Granted 8/23/48

©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: 213-851-1000. 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 Tele-Rep Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN HOPKINS, president & general manager.
 BILL ANDREWS, general sales manager.
 DAN MILLER, national sales manager.
 GERRY VELONA, local sales manager.
 GARY WALLER, program director & film buyer.
 JOHN L. GRASSE, director of engineering.
 ROCHELLE SHERMAN, promotion coordinator.
 EARL BACON, business manager.

DIGEST OF RATE CARD NO. 4 (July 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$3300	\$2000	\$1200	\$1020	\$612	\$510

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA				
		Kern East	16,400	15,600	95
		Los Angeles	2,533,600	2,441,400	96
		Orange North	312,600	305,200	98
		Orange South	156,800	153,100	98
		Riverside West	111,200	105,600	95
		San Bernardino West	221,900	212,500	96
	Ventura	114,200	110,500	97	
Between 25-49%	CALIFORNIA				
		Imperial	21,300	19,400	91
		Kern West	89,300	85,200	95
		Riverside Central	45,600	43,300	95
		San Diego	455,100	438,100	96
		Santa Barbara North	38,200	36,200	95
		Santa Barbara South	50,500	47,900	95
	NEW MEXICO				
	Grant	6,700	6,000	90	
Between 5-24%	ARIZONA				
		Yuma	18,400	16,500	90
	CALIFORNIA				
		Inyo	5,700	4,900	86
		San Luis Obispo	36,100	34,000	94
	NEW MEXICO				
		Chaves	13,400	12,900	96
	Eddy	12,600	12,100	9	
	San Juan	13,700	12,200	89	
	Santa Fe	16,100	15,200	94	
Station Totals			4,289,400	4,127,800	96
Net Weekly Circulation (1970-71)				2,180,500	
Average Daily Circulation (1970-71)				877,600	

California—Los Angeles

KHJ-TV Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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: UPI.

Facsimile Service: UPI.

AM Affiliate: KHJ, 5-kw, 930 kHz.

FM Affiliate: KHJ-FM, 58-kw, 101.1 MHz (No. 266), 2950-ft.

Studio: 5515 Melrose Ave.

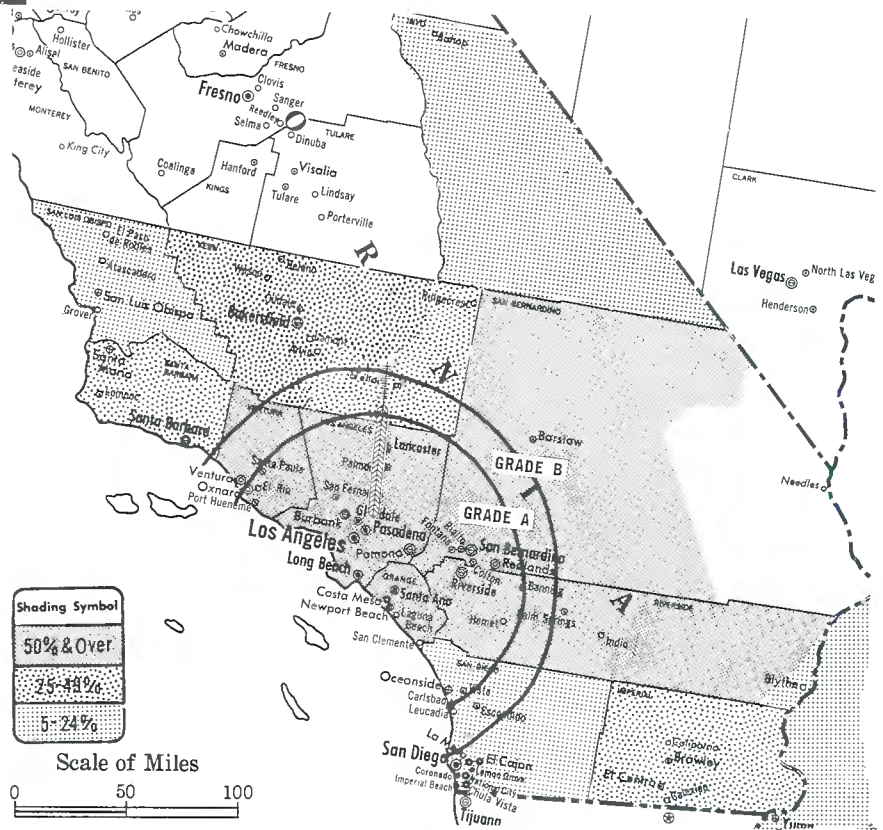
Total Households: ① MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHJ-TV Ref: FCC File No. BPC1-1853 Granted 5/24/54

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

KHJ-TV

Network Service: None, independent.

Licensee: RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. (90038).

Telephone: 213-462-2133. TWX No.: 910-321-2345.

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 Television Representatives Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

THOMAS F. O'NEIL, president RKO General Inc.
CHUCK DWYER, general manager.
BRUCE FLEMING, general sales manager.
WALT BAKER, program director.
JOE KEANE, production manager.
GEORGE TOKAR, chief engineer.
BARBARA MASSEY, film supervisor.
RICHARD FUNES, advertising, publicity & promotion director.

DIGEST OF RATE CARD NO. 23—(March 20, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.	\$3000	\$1800	\$1200	\$800	Graded rates apply*	

*Highest rate: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Los Angeles	2,533,600	2,441,400	96
	Orange North	312,600	305,200	98
	Orange South	156,800	153,100	98
	Riverside West	111,200	105,600	95
	Riverside Central	45,600	43,300	95
(Continued on page 91-b)				
Station Totals		4,277,000	4,116,100	96
Net Weekly Circulation (1970-71)			2,267,900	
Average Daily Circulation (1970-71)			826,200	

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California—Los Angeles

KMEX-TV

Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 MHz). 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.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Not Available.



KMEX-TV Ref: FCC File No. BNPCT-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 Communications Corp., 721 N. Bronson, Los Angeles, Cal. (90038).

Studio: 721 North Bronson Ave., Hollywood, Cal. (90038).

Telephone: 213-466-8131.

Ownership: Fouce Amusement Enterprises Inc., 31%; Emilio Azcarraga V., 20%; Reynold V. Anselmo, 16.24%; Edward Noble, 10.8%; Daniel Villanueva, 5.2%; Emilio Nicolas, 4.46%; Metropolitan Theatres Corp., 3%; Louis Sweeney, 2.55%; Ernesto Servera, 2.25%; 19 others, none with as much as 1%. Same interests also operate KWEX-TV, San Antonio, Tex.; WLTV, Miami, Fla. & hold CP for KFTV, Hanford, Cal. Azcarraga, Anselmo & Fouce Amusement Corp. have interest in WXTV, Paterson, N.J.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRANK L. FOUCE, president.
RENE ANSELMO, executive vice president.
JULIAN M. KAUFMAN, vice president.
DANNY VILLANUEVA, general manager.
ROBERT PORTER, director of engineering.

DIGEST OF RATE CARD NO. 8A (March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$1600	\$1000	\$600	\$350	\$250	\$170	\$130

California—Los Angeles



KNBC

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). 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.

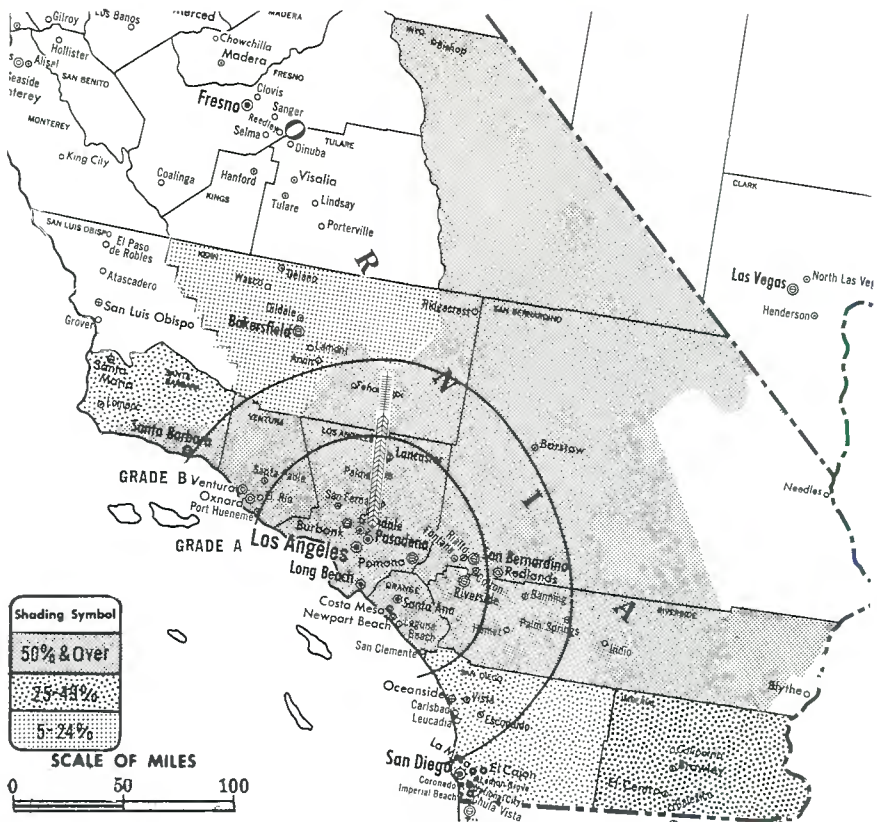
TV tape: Recording facilities.

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

News Wire Service: AP, UPI, City News.

News Film Service: NBC.

Facsimile Service: AP.



KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

©American Map Co., Inc., N.Y., No. 1424-1

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KNBC

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91505).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 213-846-6408. Telex: 67-7237.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

ROBERT T. HOWARD, NBC v.p. & KNBC general manager.
EDMOND R. CHAVANETTE, station manager.
GARY L. ASH, manager, business affairs.
ROBERT KENNEDY, manager, advertising & promotion.
THOMAS M. STRASZEWSKI, general sales manager.
JOHN ROHRBECK, Western sales manager.
LEE SCHULMAN, program manager.
PAUL DE'AK, manager, production & operations.
HOWARD D. STURM, manager, public affairs.
LORING d'USSEAU, executive producer.
JAMES BROOKS, chief engineer.

DIGEST OF RATE CARD NO. 33—(Dec. 20, 1971)

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

Class A—5-7:30 p.m. & 11 p.m.-1 a.m., daily.

\$6500 \$4000 \$2600 \$1600 \$4300* \$3400* \$2000*

*Class I—7:28-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$5000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
CALIFORNIA				
	Inyo	5,700	4,900	86
	Kern East	16,400	15,600	95
	Los Angeles	2,533,600	2,441,400	96
	Orange North	312,600	305,200	98
	Orange South	156,800	153,100	98
	Riverside			
	West	111,200	105,600	95
	Riverside Central	45,600	43,300	95
	San Bernardino West	221,900	212,500	96
	Santa Barbara South	50,500	47,900	95
	Ventura	114,200	110,500	97
Between 25-49%				
CALIFORNIA				
	Imperial	21,300	19,400	91
	San Diego	455,100	438,100	96
	Santa Barbara North	38,200	36,200	95
Between 5-24%				
CALIFORNIA				
	Kern West	89,300	85,200	95
Station Totals		4,172,400	4,018,900	96
Net Weekly Circulation (1970-71)			3,346,600	
Average Daily Circulation (1970-71)			1,932,300	

California—Los Angeles



KNXT



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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 kHz (CBS).

FM Affiliate: KNX-FM, 54-kw, 93.1 MHz (No. 226), 3036-ft. antenna height.

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

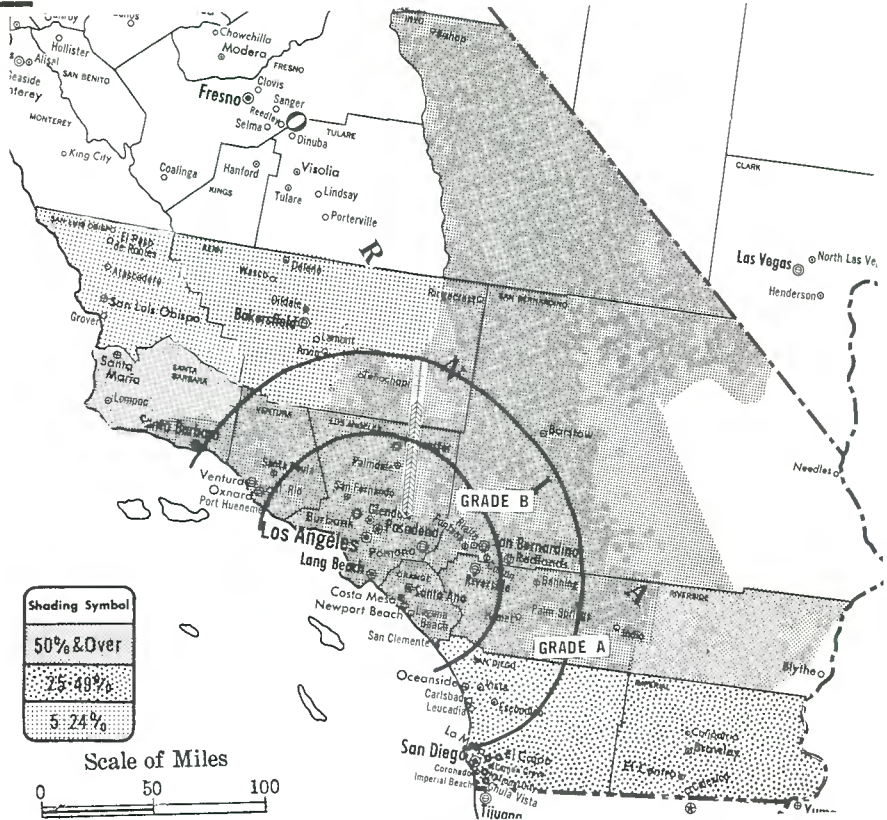
Total Households: MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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:

WILLIAM C. O'DONNELL, vice president & general manager.
ROBERT M. FAIRBANKS, director of sales.
JAMES SOWARDS, sales manager.
ROBERT WARNER, national sales manager.
ALBERTA HACKETT, director, planning & administration.
ROBERT L. NELSON, dir. of promotion & information services.
JOE SANDS, director, broadcasting.
NORMAN COBB, director of technical operation.
BILL EAMES, director of news.
RAY BALL, director, broadcast operations.
FLOREN D. THOMPSON, director of business affairs.

DIGEST OF RATE CARD NO. 28—(Sept. 13, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$5250	\$3150	\$2100	\$5500*	\$2750*	\$2200*
				\$1300*		

*5A—Spot announcement rate.

NETWORK BASE HOURLY RATE: \$5200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Inyo	5,700	4,900	86
	Kern East	16,400	15,600	95
	Los Angeles	2,533,600	2,441,400	96
	Orange North	312,600	305,200	98
	Orange South	156,800	153,100	98
	Riverside			
	West	111,200	105,600	95
	Riverside			
	Central	45,600	43,300	95
	San Bernardino			
	West	221,900	212,500	96
	Santa Barbara			
North	38,200	36,200	95	
Santa Barbara				
South	50,500	47,900	95	
Ventura	114,200	110,500	97	
Between 25-49%	CALIFORNIA			
	Imperial	21,300	19,400	91
	San Diego	455,100	438,100	96
Between 5-24%	CALIFORNIA			
	Kern West	89,300	85,200	95
	San Luis Obispo	36,100	34,000	94
Station Totals		4,208,500	4,052,900	96
Net Weekly Circulation (1970-71)			3,399,900	
Average Daily Circulation (1970-71)			2,047,300	

California—Los Angeles

KTLA
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

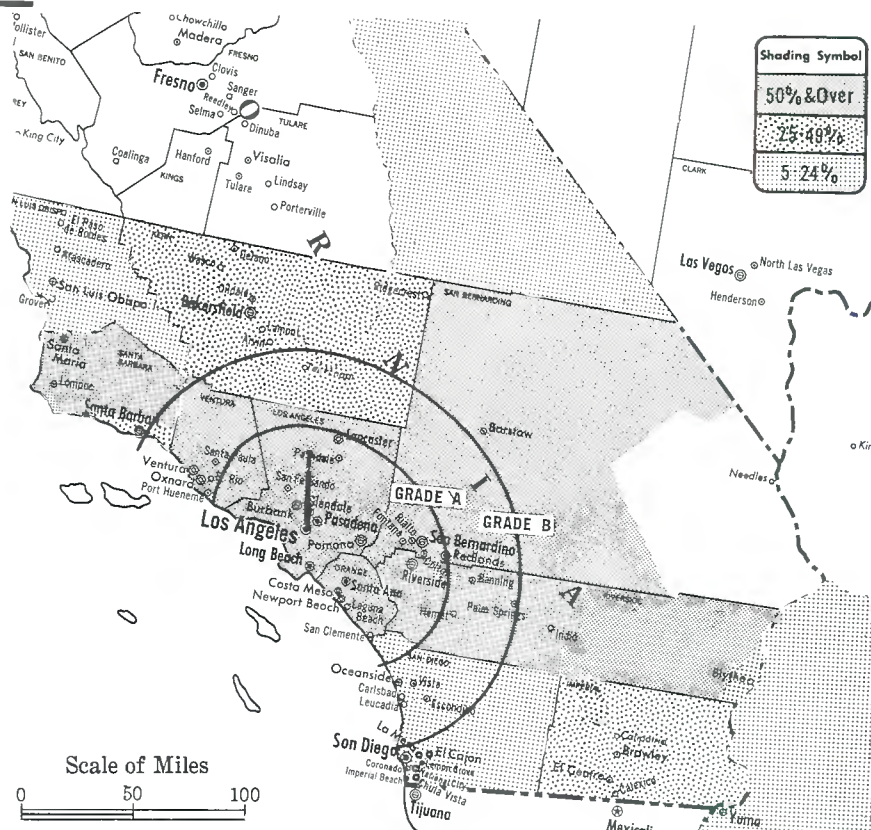
Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: UPI, City News.

Facsimile Service: UPI.



KTLA Ref: FCC File No. BFCT-1698 Granted 7/15/53

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Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTLA

Network Service: None, independent.

Licensee: Golden West Broadcasters Inc., 5800 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5800 Sunset Blvd.

Telephone: 213-469-3181.

TWX No.: 910-321-2417.

Ownership: Golden West Broadcasters, 50.1% (Gene & Ina Mae Autry owners); Signal Industries Inc., 49.9%. Officers: Gene Autry, chmn. of board & pres.; William D. Shaw, exec. v.p.; Clair L. Stout, secy. & treas.; John T. Reynolds, v.p. & gen. mgr., KTLA; Thomas C. Crosnoe, v.p. in charge of engineering. 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 Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.


Personnel:

JOHN T. REYNOLDS, vice president & general manager.
JOHN SERRAO, assistant general manager.
RICH FRANK, national sales manager.
ARTHUR DOTY, director of sales.
J. W. BIRDWELL, director of advertising & promotion.
MIKE BOUDRY, operations manager.
HEC HIGHTON, production manager.
EVAN THOMPSON, business manager.
HARRY WARNER, resident counsel.
JOHN SILVA, chief engineer.
WILLIAM N. COTHRAN, news director.
DON PATTON, mgr., video production sales.

DIGEST OF RATE CARD NO. 14 (Sept. 15, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—5-11 p.m., daily.
\$3500 \$2100 \$1300 Quoted on request

	Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA					
		Los Angeles	2,533,600	2,441,400	96
		Orange North	312,600	305,200	98
		Orange South	156,800	153,100	98
		Riverside			
		West	111,200	105,600	95
50% & Over		Riverside			
		Central	45,600	43,300	95
		San Bernardino			
		West	221,900	212,500	96
		Santa Barbara			
		North	38,200	36,200	95
		Ventura	114,200	110,500	97
CALIFORNIA					
		Imperial	21,300	19,400	91
		Kern East	16,400	15,600	95
		Kern West	89,300	85,200	95
Between 25-49%		Santa Barbara			
		South	50,500	47,900	95
NEW MEXICO					
		Grant	6,700	6,000	90
ARIZONA					
Between 5-24%		Coconino	12,900	11,100	86
		Yavapai	13,800	12,500	90
		Yuma	18,400	16,500	90
(Continued on page 91-b)					
Station Totals			4,305,800	4,142,500	96
Net Weekly Circulation (1970-71)				2,323,900	
Average Daily Circulation (1970-71)				797,200	



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ARB

Information for Decisions

California—Los Angeles

KTTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 166-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.

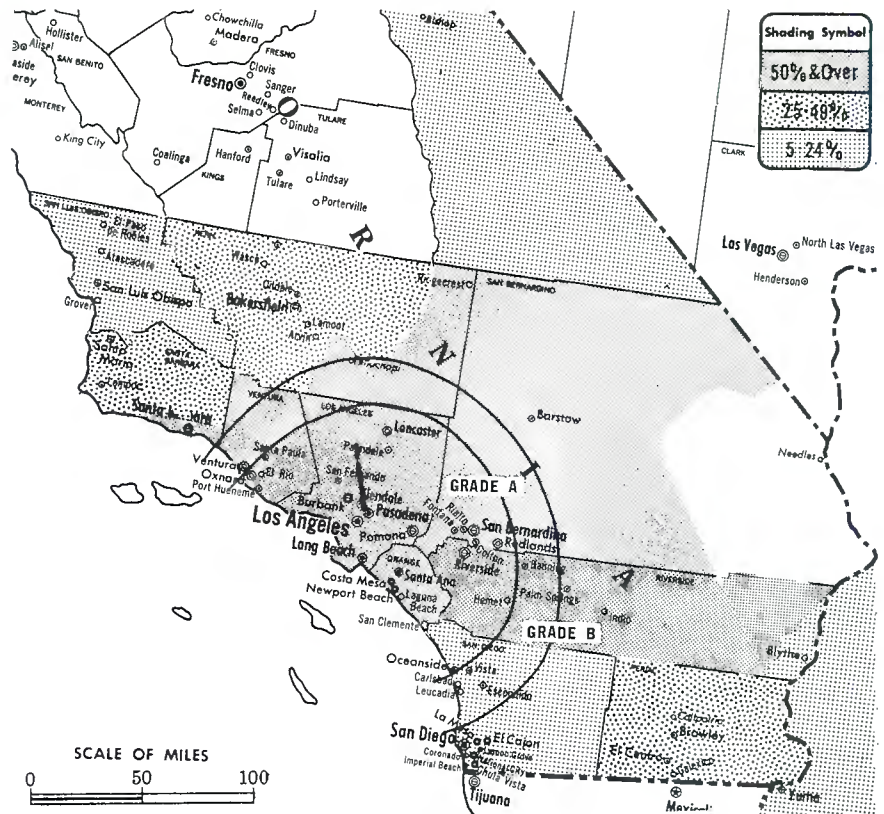
Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: KLAC, 5-kw, 570 kHz.

FM Affiliate: KMET, 58-kw, 94.7 MHz (No. 234), 2835-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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. & Metromedia Television officers, 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:

CHARLES D. YOUNG, v.p. & general manager.
MARTIN BERGMAN, v.p. & general sales manager.
WALTER HART, national sales manager.
STEVE CONDOS, commercial operations director.
ROBERT O'CONNOR, v.p. & program director.
RICHARD DAVID, v.p. & business manager.
JANET FEDE, director of information services.
RICHARD ANDERSON, v.p. & chief engineer.
CHARLES M. RILEY, news director.
RAYMOND GREEN, production manager.
MARTHA BLEVINS, sales service director.

DIGEST OF RATE CARD NO. 29 (Jan. 1, 1971)

Hour	30 Min.	15 Min. or less	30 Sec.*	20 Sec.*	10 Sec.*
Class A—5 p.m.-1 a.m., daily.	\$3000.00	\$1800.00	\$1200.00	\$600.00	\$600.00
	\$3000.00	\$1800.00	\$1200.00	\$600.00	\$300.00

*4 p.m.-midnight, Mon.-Fri.; noon-midnight, Sat. & Sun.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	CALIFORNIA				
	Kern East	16,400	15,600	95	
	Los Angeles	2,533,600	2,441,400	96	
	Orange North	312,600	305,200	98	
	Orange South	156,800	153,100	98	
	Riverside				
	West	111,200	105,600	95	
	Riverside				
	San Bernardino				
	Central	45,600	43,300	95	
Between 25-49%	San Bernardino				
	West	221,900	212,500	96	
	Santa Barbara				
	South	50,500	47,900	95	
	Ventura	114,200	110,500	97	
Between 5-24%	CALIFORNIA				
	Imperial	21,300	19,400	91	
	Kern West	89,300	85,200	95	
50% & Over	ARIZONA				
	Coconino	12,900	11,100	86	
	Yavapai	13,800	12,500	90	
	Yuma	18,400	16,500	90	
	Between 5-24%	CALIFORNIA			
		Inyo	5,700	4,900	86
		Riverside			
		East	3,700	3,500	95
		San Diego	455,100	438,100	96
	San Luis				
Obispo	36,100	34,000	94		
(Continued on page 91-b)					
Station Totals		4,335,600	4,169,900	96	
Net Weekly Circulation (1970-71)			2,599,200		
Average Daily Circulation (1970-71)			1,126,500		

California—Los Angeles

KWHY-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 64.6-kw visual, 9.12-kw aural. Antenna: 2930-ft. above av. terrain, 132-ft. above ground, 5846-ft. above sea level.

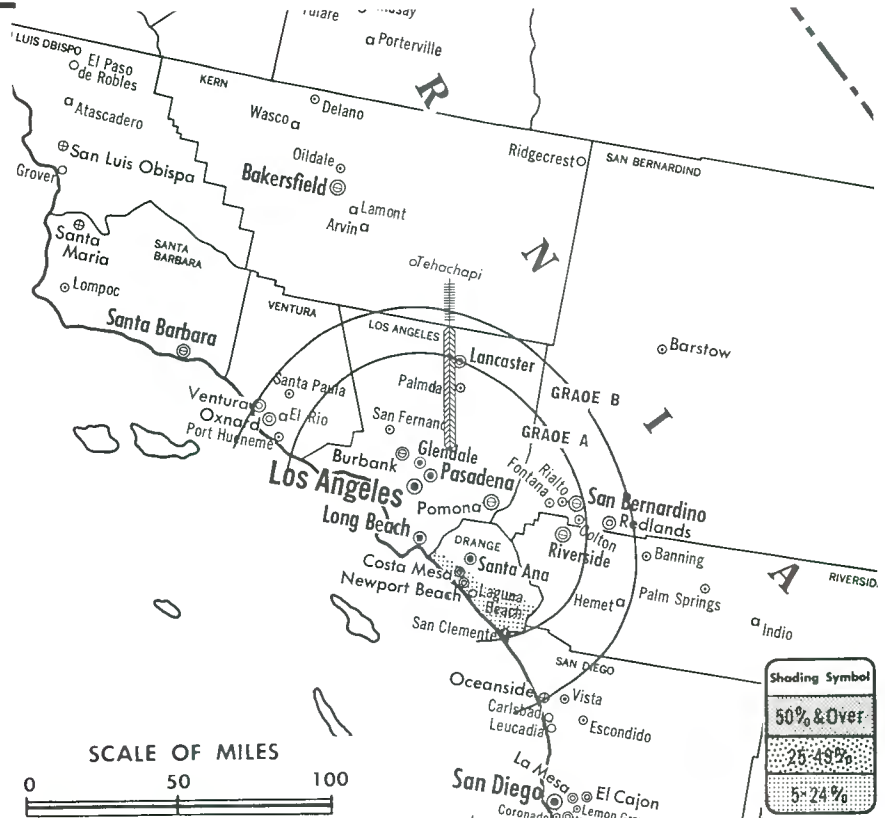
Latitude 34° 13' 36"

Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

Color: Film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KWHY-TV Ref: FCC File No. BMPCT-5796 Granted 1/23/63

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

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 Family, 29%; Harry Straub Family, 29%; Fredrick D. Custer, 18%; Hugh R. Murchison, 10%; Edna M. Jones, 7%; Robertson C. Scott, 5%. Murchison controls Far West Bcstg. which owns KARL-FM, Carlsbad, Cal. Note: Sale pends (Television Digest, Vol. 11:10, 20).

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 Program & Spot Sales.

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

Personnel:

WILEY D. BUNN, president.
 ROBERT W. BUNN, general manager.
 MIKE WAGNER, sales manager.
 MILTON S. MARTIN, account executive.
 JIM NEWMAN, program director.
 EUGENE A. HARRIS, chief engineer, transmitter.
 DAVID J. ZULLI, chief engineer, studio.

DIGEST OF RATE CARD NO. 6 (May 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
\$400.00	\$250.00	\$150.00	\$100.00	\$60.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA Orange South	156,800	153,100	98
Station Totals		156,800	153,100	98
Net Weekly Circulation (1970-71)			59,200	
Average Daily Circulation (1970-71)			26,000	

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 ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
 BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

California—Corona-Los Angeles

KBSC-TV



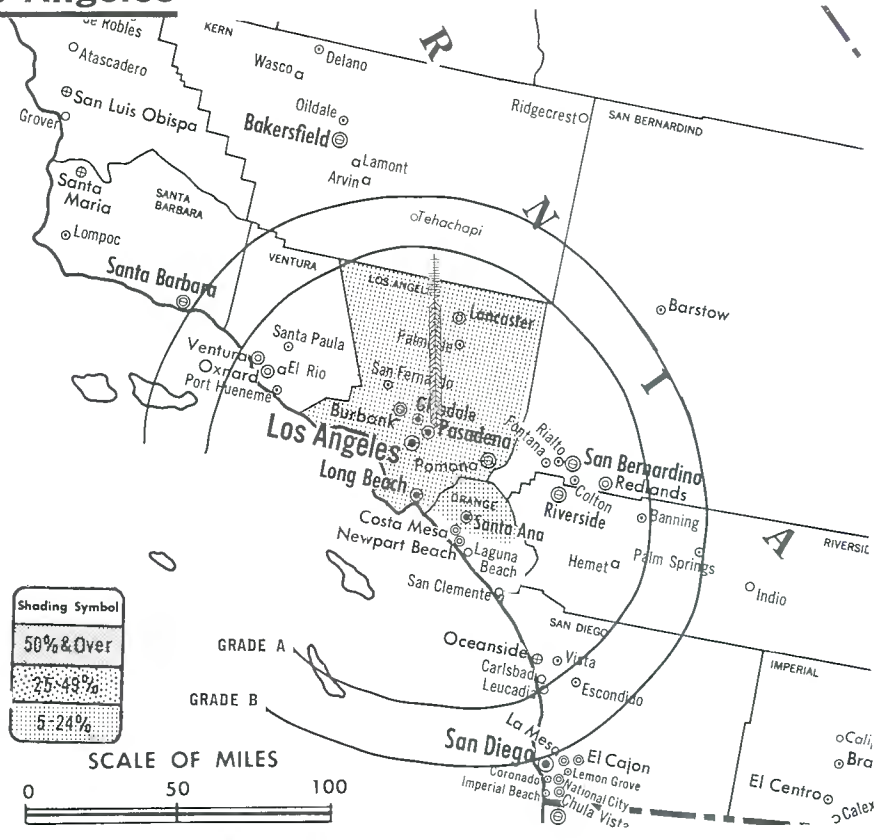
Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 800-kw max. & 447-kw horizontal visual, 120-kw max. & 67.6-kw horizontal aural. Antenna: 2783-ft. above av. terrain, 82-ft. above ground, 5752-ft. above sea level.

Latitude 34° 13' 27"
Longitude 118° 03' 45"

Transmitter: Mt. Wilson.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KBSC-TV Ref: FCC File No. BMP(T)-7145 Granted 9/3/70

© 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: 5752 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-461-3611.

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, WCAS, Cambridge & WJIB (FM), Boston (90%); KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%).

Began Operation: June 29, 1966.

Represented (sales) by Kaiser Broadcasting.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

JAY B. SONDHEIM, general manager.
JAMES S. PARENT, engineering supervisor.
BRUCE JOHANSEN, operations manager.

DIGEST OF RATE CARD NO. 2 (Sept. 6, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—7:30-11 p.m., daily.				
\$500.00	\$350.00	\$200.00	\$150.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Los Angeles	2,533,600	2,441,400	96
	Orange North	312,600	305,200	98
Station Totals		2,846,200	2,746,600	97
Net Weekly Circulation (1970-71)				173,300
Average Daily Circulation (1970-71)				56,500

California—Fontana (Los Angeles)

KLXA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). 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, Latin American News.

Facsimile Service: UPI.



KLXA-TV Ref: FCC File No. BMP* T-6303 Granted 8/1/66

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

KLXA-TV

Network Service: None, independent outlet.

Licensee: International Panorama TV Inc., 816 N. Highland Ave., Hollywood, Cal. (90038).

Studio: 816 North Highland Ave., Hollywood, Cal. (90038).

Telephone: 213-467-7111.

Ownership: Angel Lerma, pres., 100%; Edward Heroyan, v.p. & secy.

Began Operation: Jan. 5, 1967.

Represented (legal) by Molnar & Gammon.

Personnel:

ANGEL LERMA, president & general sales manager.
EDWARD HEROYAN, chief engineer & assistant general mgr.
DOROTHEA GORDON, public relations.

DIGEST OF RATE CARD NO. 5 (1971)

Hour	30 Min.	15 Min.	Min.	20 Sec.
Class A—5:30-sign off, Mon.-Fri.; 9 a.m.-sign-off, Sat. & Sun.				
\$595.00	\$325.00	\$250.00	\$157.50	\$60.00

ARB Data Not Available

California—San Bernardino (Los Angeles)

KHOF-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1120-kw max. & 269-kw horizontal visual, 224-kw max. & 53.7-kw horizontal aural. Antenna: 2340-ft. above av. terrain, 143-ft. above ground, 5533-ft. above sea level.

Latitude 34° 11' 15"
Longitude 117° 41' 58"

Transmitter: Sunset Ridge, 5.5-mi. N of Claremont, Cal.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: KHOF-FM, 100-kw, 99.5 MHz (No. 258), 240-ft.

ARB Data: Not available.



KHOF-TV Ref: FCC File No. BMPCT—6656 Granted 5/10/65

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

KHOF-TV

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal. (91205).

Studio: 1615 S. Glendale Ave.

Telephone: 213-245-7575.

Ownership: A church corporation, Raymond Arthur Schoch, pres.; Howard Allen Skeans, secy.-treas. Faith Center also owns KIFM (FM), Bakersfield & WHCT, Hartford, Conn.

Began Operation: Oct. 12, 1969.

Represented (legal) by Cohen & Berfield.

Personnel:

RAYMOND A. SCHOCH, president.

PAUL CROUCH, general manager.

W. BERNARD MARSTON, operations manager & chief engineer

PAUL CALENTINE, general sales manager.

JOHN CARDOZA, program manager.

DIGEST OF RATE CARD NO. 3 (July 1, 1970)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$50.00	\$30.00	\$22.50

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KHJ-TV, Los Angeles

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA—(Continued)			
	San Bernardino West	221,900	212,500	96
	Ventura	114,200	110,500	97
Between 25-49%	CALIFORNIA			
	Imperial	21,300	19,400	91
	Kern East	16,400	15,600	95
	Kern West	89,300	85,200	95
	Santa Barbara North	38,200	36,200	95
	Santa Barbara South	50,500	47,900	95
	NEW MEXICO Grant	6,700	6,000	90
Between 5-24%	ARIZONA			
	Yuma	18,400	16,500	90
	CALIFORNIA			
	Inyo	5,700	4,900	86
	Riverside East	3,700	3,500	95
	San Diego	455,100	438,100	96
	San Luis Obispo	36,100	34,000	94
	NEW MEXICO			
	Chaves	13,400	12,900	96
	Eddy	12,600	12,100	96
San Juan	13,700	12,200	89	

KTLA, Los Angeles

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Inyo	5,700	4,900	86
	Riverside East	3,700	3,500	95
	San Diego	455,100	438,100	96
	San Luis Obispo	36,100	34,000	94
	NEW MEXICO			
	Chaves	13,400	12,900	96
	Eddy	12,600	12,100	96
	Lea North	4,200	4,000	95
	Lea South	11,600	11,000	95

KTTV, Los Angeles

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO			
	Chaves	13,400	12,900	96
	Eddy	12,600	12,100	96
	Grant	6,700	6,000	90
	Lea North	4,200	4,000	95
	Lea South	11,600	11,000	95
	San Juan	13,700	12,200	89
	Santa Fe	16,100	15,200	94

California

KCRA-TV, Sacramento

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Lassen	5,200	4,700	91
	Merced	31,300	29,700	95
	Napa South	21,800	20,800	95
	Solano West	26,800	25,900	97
	Sonoma South	23,900	22,500	94
	Tehama	9,800	9,400	96
	NEVADA			
	Churchill	3,500	3,400	96
Douglas	2,500	2,300	92	
Lyon	2,600	2,400	92	
Washoe	44,600	42,500	95	

KOVR, Stockton-Sacramento

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Merced	31,300	29,700	95
	Napa North	4,700	4,500	96
	Napa South	21,800	20,800	95
	Solano West	26,800	25,900	97
	Sonoma North	47,400	44,700	94
	Sonoma South	23,900	22,500	94
	Tehama	9,800	9,400	96
	NEVADA			
	Churchill	3,500	3,400	96
Douglas	2,500	2,300	92	
Lyon	2,600	2,400	92	
Ormsby	5,300	5,100	95	
Storey	300	300	89	
Washoe	44,600	42,500	95	

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California—Modesto

KLOC-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). 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"

Holds CP for change to 105-kw max. & 25.7-kw horizontal visual, 15-kw max. & 3.39-kw horizontal aural. BPCT-4488.

Transmitter: Mt. Oso, Patterson, Cal.

TV tape: Recording facilities.

News Wire Service: AP.

AM Affiliate: KLOC, Ceres, .5-kw, 920 kHz.

ARB Data: Not available.



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: 209-529-2024.

Ownership: Chester Smith, pres., 51%; Melvin Querio, v.p., 12%; Charles Val Pittman, 10%; Pauline Davis, 8%; several others with 5% or less.

Began Operation: Aug. 26, 1966.

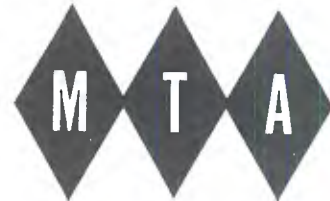
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

CHESTER SMITH, president & general manager.

DIGEST OF RATE CARD NO. 1—(Jan. 15, 1970)

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					



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California—Palm Springs



KMIR-TV



Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 109-kw max. & 32.8-kw horizontal aural. Antenna: 680-ft. above av. terrain, 124-ft. above ground, 1703-ft. above sea level.

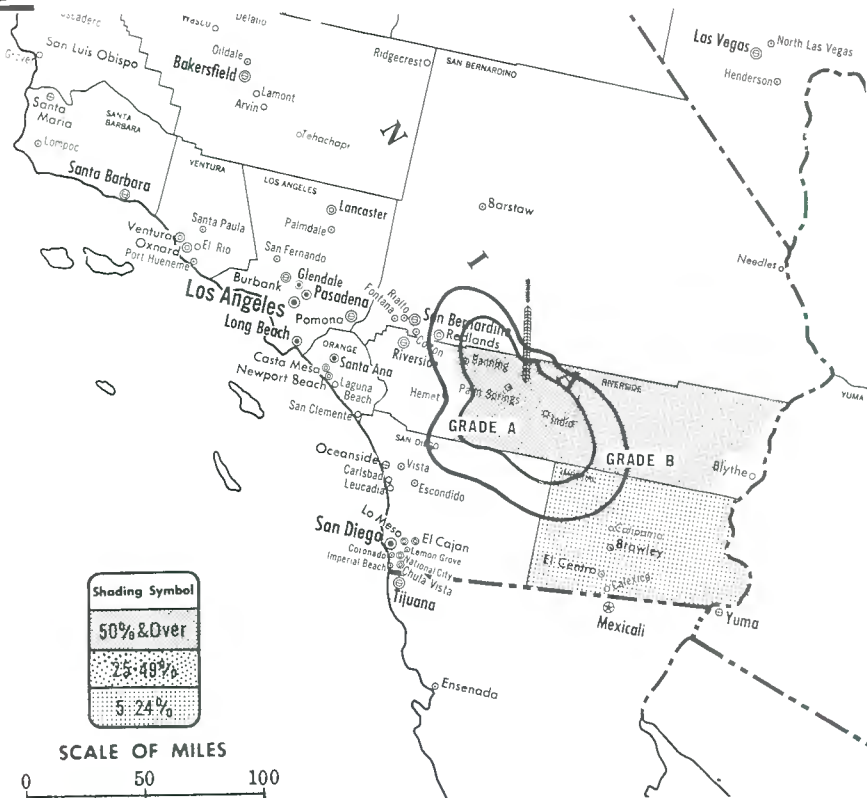
Latitude 33° 52' 00"
Longitude 116° 25' 56"

Transmitter: 7-mi. ENE of center of Palm Springs.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KMIR-TV Ref: FCC File No. BMPCT-6880 Granted 8/30/68

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KMIR-TV

Licensee: Desert Empire TV Corp., El Mirador Hotel, Palm Springs, Cal. (92262).

Studio: El Mirador Hotel.

Telephone: 714-325-7121.

Ownership: John Conte, pres.; Sirpuhe Philibosian Conte, secy.-treas. Mr. & Mrs. Conte hold 100% jointly.

Began Operation: Oct. 26, 1968.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- JOHN CONTE, president & general manager.
- TOM MOORE, local sales manager.
- WILLIAM SECRIST, program manager.
- ROBERT G. MARTINS, chief engineer.
- DON WILSON, assistant to the president.

DIGEST OF RATE CARD NO. 3 (Nov. 1969)

Hour	30 Min	15 Min	5 Min	Min.	30 or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$70.00	\$60.00	\$45.00
NETWORK BASE HOURLY RATE: \$75.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Riverside Central	45,600	43,300	95
	CALIFORNIA Imperial	21,300	19,400	91
Between 5-24%				
Station Totals		66,900	62,700	94
Net Weekly Circulation (1970-71)				22,700
Average Daily Circulation (1970-71)				13,000

California—Palm Springs-Indio



KPLM-TV

Ch. 42

(Also serves Hemet, Yucca Valley & 29 Palms Area)

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 309-kw max. & 154-kw horizontal visual, 61.8-kw max. & 23.1-kw horizontal aural. Antenna: 630-ft. above av. terrain, 130-ft. above ground, 1650-ft. above sea level.
 Latitude 33° 51' 58"
 Longitude 116° 26' 02"

Transmitter: Edom Hill.

TV tape: Recording facilities.

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

News Wire Service: AP.

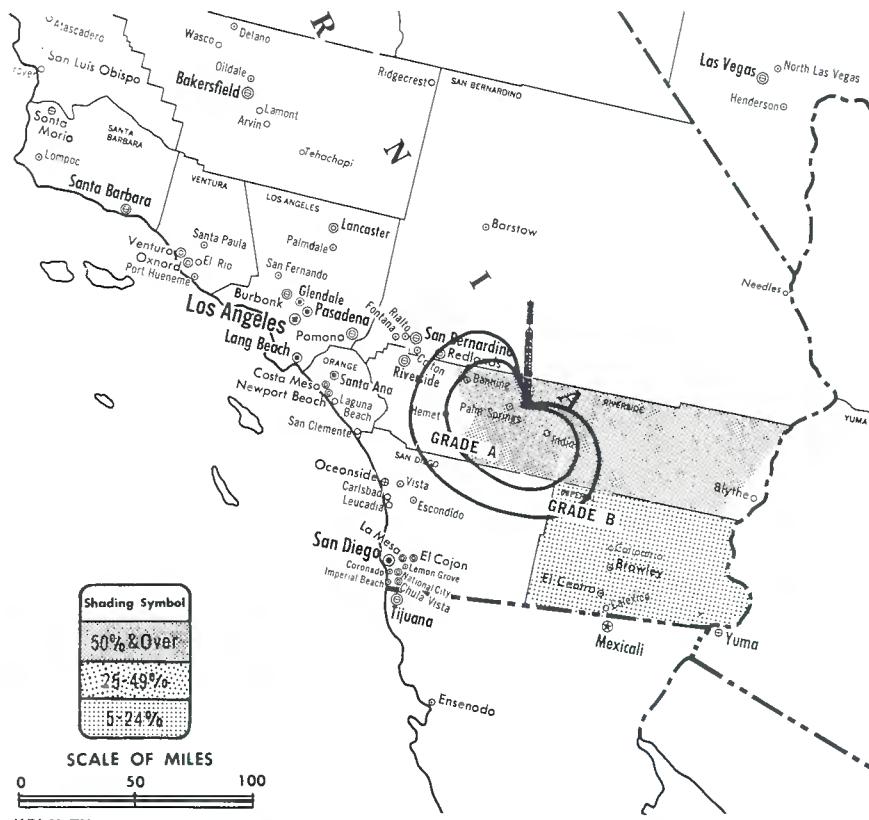
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KPLM-TV Ref: FCC File No. BMPCT-6668 Granted 5/1/68

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

KPLM-TV

Licensee: Pacific Media Corp., 1775 E. Palm Canyon Dr., Palm Springs, Cal. (92262).

Studio: 1775 E. Palm Canyon Dr., Palm Springs, Cal. (92262).

Telephone: 714-327-1431.

Ownership: Robert E. Leonard, pres.-treas., 20%; Paul E. Morgan, v.p., 7%; Edgar L. McCoubrey, v.p., 48%; Norman H. Bolstad, v.p., 10%; Gerald M. Schwartz, v.p. & dir., 10%; John Nelson, v.p., 5%.

Began Operation: Oct. 5, 1968.

Represented (sales) by The Devney Organization Inc. (N.Y., Chicago, Detroit); Hugh Wallace Co. (Los Angeles); Ray Rhodes Co. (San Francisco).

Represented (legal) by Keller & Heckman.

Personnel:

ROBERT E. LEONARD, president & general manager.
 JIM HAWTHORNE, vice president & station manager.
 NORMAN PALMER, general sales manager.
 BERT TAPIA, chief engineer & program director.
 NICK HERLICK, news director.

DIGEST OF RATE CARD NO. 3 (Dec. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—7:30-11 p.m., daily.
 \$400.00 \$200.00 \$150.00 \$100.00 \$70.00 \$45.00 \$40.00 \$35.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Riverside Central	45,600	43,300	95
Between 25-49%	CALIFORNIA			
	Imperial	21,300	19,400	91
Station Totals		66,900	62,700	94
Net Weekly Circulation (1970-71)				23,800
Average Daily Circulation (1970-71)				11,600

California—Sacramento



KCRA-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

Latitude 38° 14' 48"
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.



Shading Symbol
50% & Over
25-49%
5-24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCRA-TV Ref: FCC File No. BPCT—2600 Granted 7/27/60

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

KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95814).

Studio: 310 10th St.

Telephone: 916-444-7300.

TWX No.: 910-367-3557.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kHz (NBC).

FM Affiliate: KCTC, 5-kw, 96.1 MHz (No. 241), 430-ft.

Ownership: Nina N. Kelly, Robert E. Kelly & Jon S. Kelly, 1/3 each. Kelly Bcstg. is buying KOGO-FM, San Diego.

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 Storer TV Sales Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jansky & Bailey.

Personnel:

ROBERT E. KELLY, partner & film buyer.
JON S. KELLY, partner & general manager.
JAMES BIRMINGHAM, co-manager & national sales.
ROGER COOPER, co-manager & national sales.
JOHN DADIW, retail sales manager.
BILL KARPISSEK, chief engineer.
PHIL BOYER, program manager & promotion director.
GALEN DAILY, production manager.
DAVE HUME, manager, news & public affairs.
GARY GEROULD, sports editor.

DIGEST OF RATE CARD NO. 1 (Sept. 12, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-11:00 p.m., daily.	\$2750.00	\$1500.00	\$750.00	\$600.00	Graded rates apply*	

*Highest rate: \$1600.

NETWORK BASE HOURLY RATE: \$1400.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
	CALIFORNIA			
	Amador	4,200	3,900	93
	Butte	36,600	34,400	94
	Calaveras	4,900	4,600	94
	Colusa	4,400	4,100	94
	Contra Costa			
	East	44,500	43,200	97
	El Dorado			
	East	5,500	5,200	95
	El Dorado			
	West	10,600	10,100	95
	Lake	8,300	7,500	90
	Mariposa	2,400	2,200	90
	Nevada East	1,000	900	90
50% & Over	Nevada West	9,200	8,500	92
	Placer East	2,100	2,000	95
	Placer West	23,900	22,700	95
	Plumas	4,100	3,700	91
	Sacramento	211,900	204,300	96
	San Joaquin	95,400	90,100	94
	Solano East	27,600	26,800	97
	Stanislaus	63,800	59,800	94
	Sutter	13,500	13,000	96
	Tuolumne	7,800	7,200	93
	Yolo	29,900	28,400	95
	Yuba	13,300	12,700	96
	NEVADA			
	Ormsby	5,300	5,100	95

Net Weekly Circulation	State County	Total Households	TV Households	%
	CALIFORNIA			
	Contra Costa			
	West	138,000	133,900	97
	Marin	70,600	67,700	96
	Mono	1,500	1,200	82
Between 25-49%	Napa North	4,700	4,500	96
	Sierra	900	800	90
	Sonoma			
	North	47,400	44,700	94

(Continued on page 91-b)

Station Totals	1,092,800	1,043,200	95
Net Weekly Circulation (1970-71)			666,300
Average Daily Circulation (1970-71)			424,200

California—Sacramento-Stockton

KTXL

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1738-kw max. & 622-kw horizontal visual, 374-kw max. & 124.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 998-ft. above sea level.

Latitude 38° 16' 25"
Longitude 121° 30' 11"

Transmitter: Twin Cities Blvd., 2.2-mi. N of Walnut Grove, Cal.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



KTXL Ref: FCC File No. BMPCT—6804 Granted 5/20/68

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Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTXL

Licensee: Camellia City Telecasters Inc., P.O. Box 40, Sacramento, Cal. (95801).

Studio: 4655 Fruitridge Rd., Sacramento (95820).

Telephone: 916-452-8221.

TWX No.: 910-367-3522.

Ownership: Business Men's Assurance Co. of America (William D. Grant, pres. & chmn. of the board), 65%; Jack F. Matranga, 35%.

Began Operation: Oct. 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971.

Represented (sales) by Avco Radio TV Sales.

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

Represented (engineering) by A. E. Towne.

Personnel:

- JACK F. MATRANGA, general manager & film buyer.
- WILLIAM A. MORRISON, national sales manager.
- JAY BARRINGTON, regional sales manager.
- PHIL GOODMAN, local sales manager.
- WILLIAM KLINE, program manager.
- ROBERT NELSON, chief engineer.
- MELVIN J. QUERIO, operations manager.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1970)

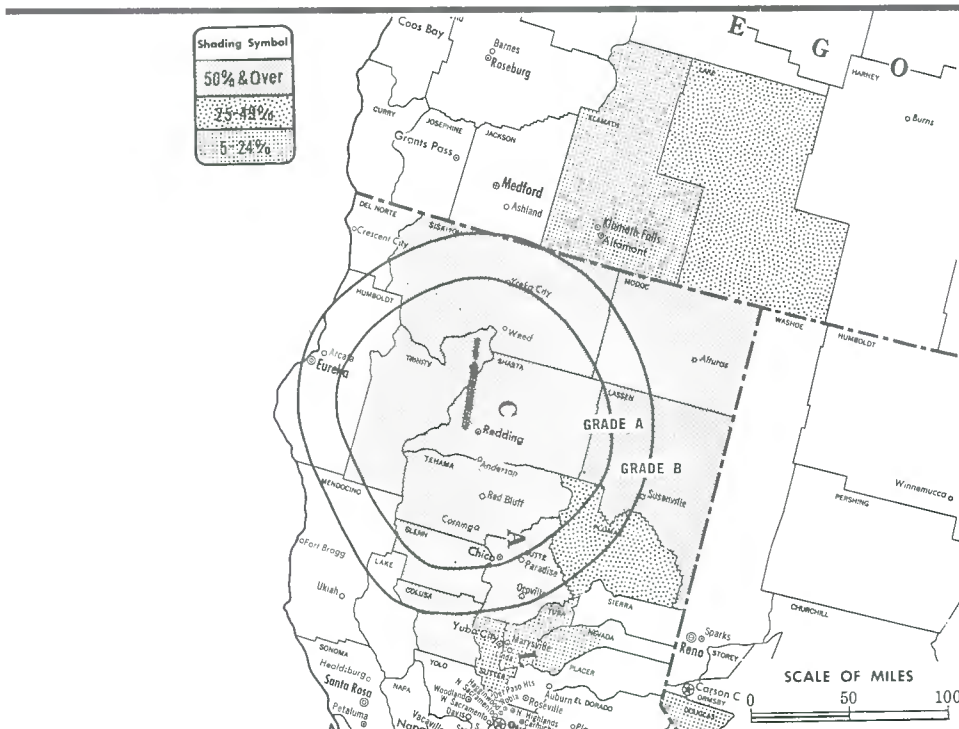
Hour Class	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
AAA				\$115.00	\$58.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Contra Costa			
	East	44,500	43,200	97
	Placer West	23,900	22,700	95
	Sacramento	211,900	204,300	96
	San Joaquin	95,400	90,100	94
	Solano East	27,600	26,800	97
Yolo	29,900	28,400	95	
Yuba	13,300	12,700	96	
Between 5-24%	CALIFORNIA			
	Butte	36,600	34,400	94
	Calaveras	4,900	4,600	94
	Contra Costa West	138,000	133,900	97
	El Dorado West	10,600	10,100	95
	Marin	70,600	67,700	96
	Nevada East	1,000	900	90
	Nevada West	9,200	8,500	92
	Plumas	4,100	3,700	91
	Stanislaus	63,800	59,800	94
Sutter	13,500	13,000	96	
NEVADA				
Ormsby	5,300	5,100	95	
Washoe	44,600	42,500	95	
Station Totals		848,700	812,400	96
Net Weekly Circulation (1970-71)				230,800
Average Daily Circulation (1970-71)				92,300

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the great Northern Sacramento Valley begins.

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KOBI 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.

National Sales Office: 2770 Pioneer Drive, Redding, Calif. 96001

Phone (916) 243-7789

or call ADAM YOUNG, INC.

In the Pacific Northwest ART MOORE & ASSOCIATES

California—Sacramento-Stockton



KXTV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-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.

Facsimile Service: AP.

News Film Service: CBS.

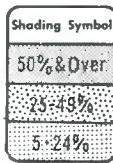
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

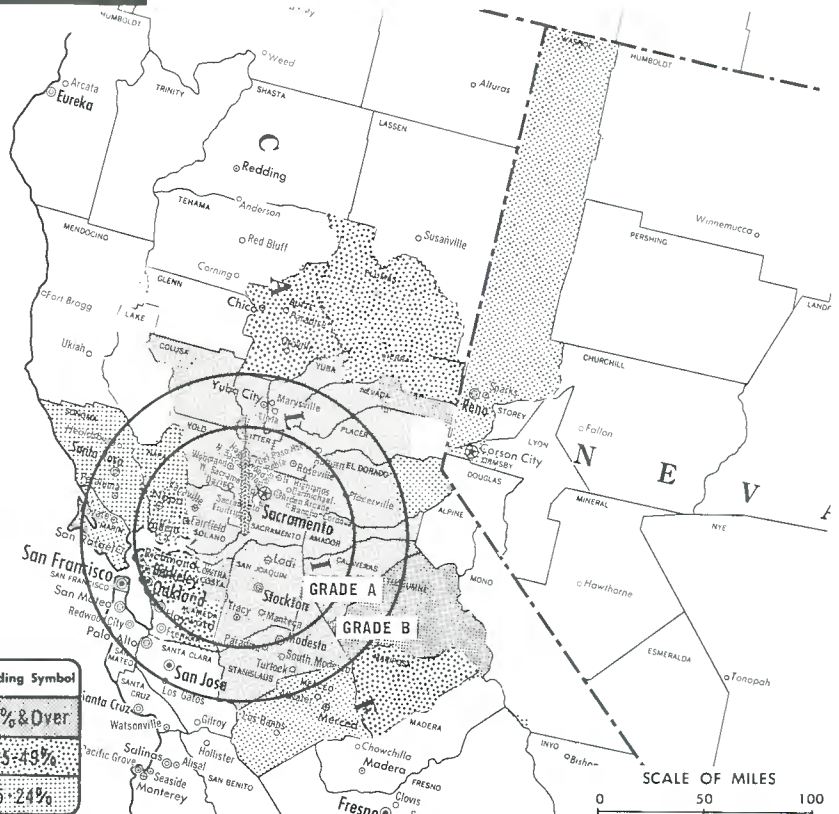
© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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 TeleRep Inc.

Represented (legal) by Covington & Burling.

Personnel:

JAMES C. RICHDALE JR., pres., Corinthian Stations Division.

JOSEPH E. LAKE, v.p. & general manager.

JUSTIN A. (JUD) CASSIDY, general sales manager.

NOLA OBERMIRE, promotion manager.

CAL A. BOLLWINKEL, program manager.

DONALD FERGUSON, chief engineer

DIGEST OF RATE CARD—(Jan. 31, 1972)

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

Class AAA—7-11 p.m., daily.

\$1700.00 Graded rates apply*

Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
CALIFORNIA				
50% & Over	Amador	4,200	3,900	93
	Calaveras	4,900	4,600	94
	Colusa	4,400	4,100	94
	Contra Costa	44,500	43,200	97
	East			
El Dorado	10,600	10,100	95	
West				

Net Weekly Circulation	State County	Total Households	TV Households	%
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CALIFORNIA—(Continued)

50% & Over

Nevada East	1,000	900	90
Nevada West	9,200	8,500	92
Placer West	23,900	22,700	95
Sacramento	211,900	204,300	96
San Joaquin	95,400	90,100	94
Solano East	27,600	26,800	97
Stanislaus	63,800	59,800	94
Sutter	13,500	13,000	96
Tuolumne	7,800	7,200	93
Yolo	29,900	28,400	95
Yuba	13,300	12,700	96

Between 25-49%

CALIFORNIA

Alameda East	27,500	26,400	96
Butte	36,600	34,400	94
Contra Costa	138,000	133,900	97
West			
Mariposa	2,400	2,200	90
Plumas	4,100	3,700	91
Sierra	900	800	90

Between 5-24%

CALIFORNIA

El Dorado	5,500	5,200	95
East			
Marin	70,600	67,700	96
Merced	31,300	29,700	95
Napa North	4,700	4,500	96
Napa South	21,800	20,800	95
Solano West	26,800	25,900	97
Sonoma	47,400	44,700	94
North			
Sonoma			
Sonoma South	23,900	22,500	94
NEVADA			
Ormsby	5,300	5,100	95
Washoe	44,600	42,500	95

Station Totals	1,057,300	1,010,300	96
Net Weekly Circulation (1970-71)		596,100	
Average Daily Circulation (1970-71)		341,500	

California—Stockton-Sacramento



KOVR

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1490-ft. above av. terrain, 1548-ft. above ground, 1549-ft. above sea level.

Latitude 38° 14' 48"

Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

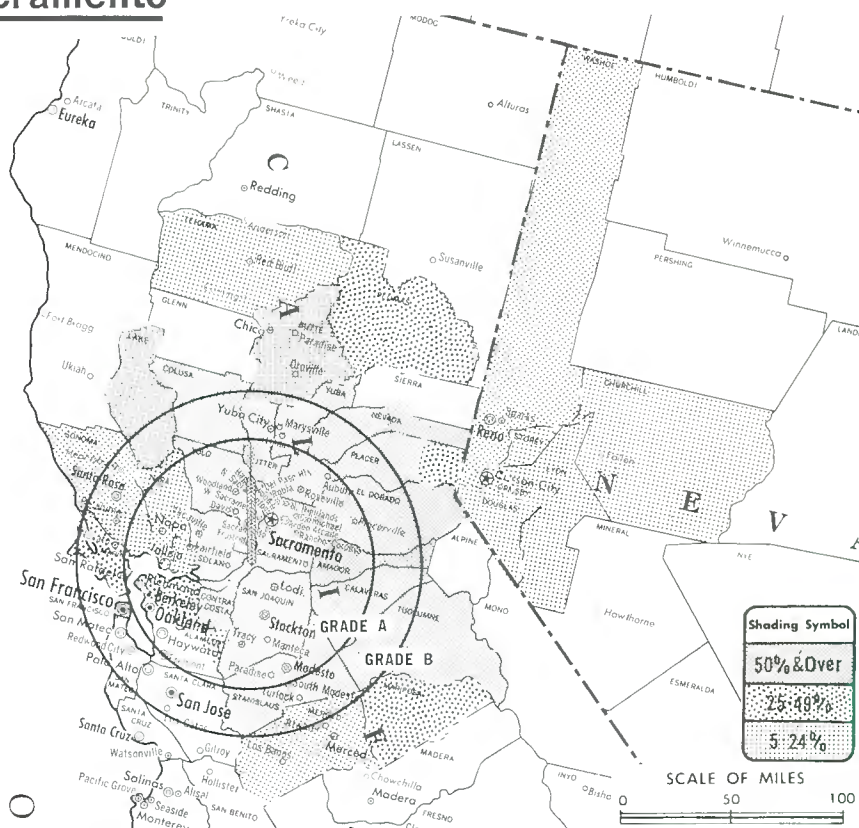
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: 4 MSU
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARR study (see page 1-1).



KOVR Ref: FCC File No. BPCT-2654 Granted 7/27/60

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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.: 209-397-5047, Stockton; 916-367-2396, 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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

RAMSEY ELLIOTT, manager.

JIM THOMPSON, sales manager.

BEL LANGE, program manager.

JOSEPH TOMES, production manager.

DIGEST OF RATE CARD NO. A30a (March 1, 1972)

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

Class AA—7-11 p.m., daily.

\$2000.00 \$1200.00 \$600.00 \$500.00

Graded rates apply*

*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Amador	4,200	3,900	93
	Butte	36,600	34,400	94
	Calaveras	4,900	4,600	94
	Colusa	4,400	4,100	94
	Contra Costa East	44,500	43,200	97
	El Dorado East	5,500	5,200	95
	El Dorado West	10,600	10,100	95
	Lake	8,300	7,500	90
	Nevada East	1,000	900	90
	Nevada West	9,200	8,500	92
	Placer West	23,900	22,700	95
	Sacramento	211,900	204,300	96
	San Joaquin	95,400	90,100	94
	Solano East	27,600	26,800	97
	Stanislaus	63,800	59,800	94
	Sutter	13,500	13,000	96
Tuolumne	7,800	7,200	93	
Yolo	29,900	28,400	95	
Yuba	13,300	12,700	96	

Between 25-49%	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Contra Costa West	138,000	133,900	97
	Marin	70,600	67,700	96
	Mariposa	2,400	2,200	90
	Placer East	2,100	2,000	95
Plumas	4,100	3,700	91	

(Continued on page 91-b)

Station Totals	1,085,500	1,036,800	96
Net Weekly Circulation (1970-71)			628,300
Average Daily Circulation (1970-71)			375,800

California—Monterey-Salinas



KMST

Ch. 46



Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1065-kw max. & 443-kw horizontal visual, 269-kw max. & 88.6-kw horizontal aural. Antenna: 2530-ft. above av. terrain, 222-ft. above ground, 3612-ft. above sea level. Latitude 36° 32' 05" Longitude 121° 37' 14"

Transmitter: Mt. Toro (Baldy Peak), 700 San Benancio Rd., Salinas.

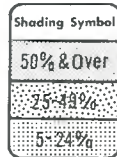
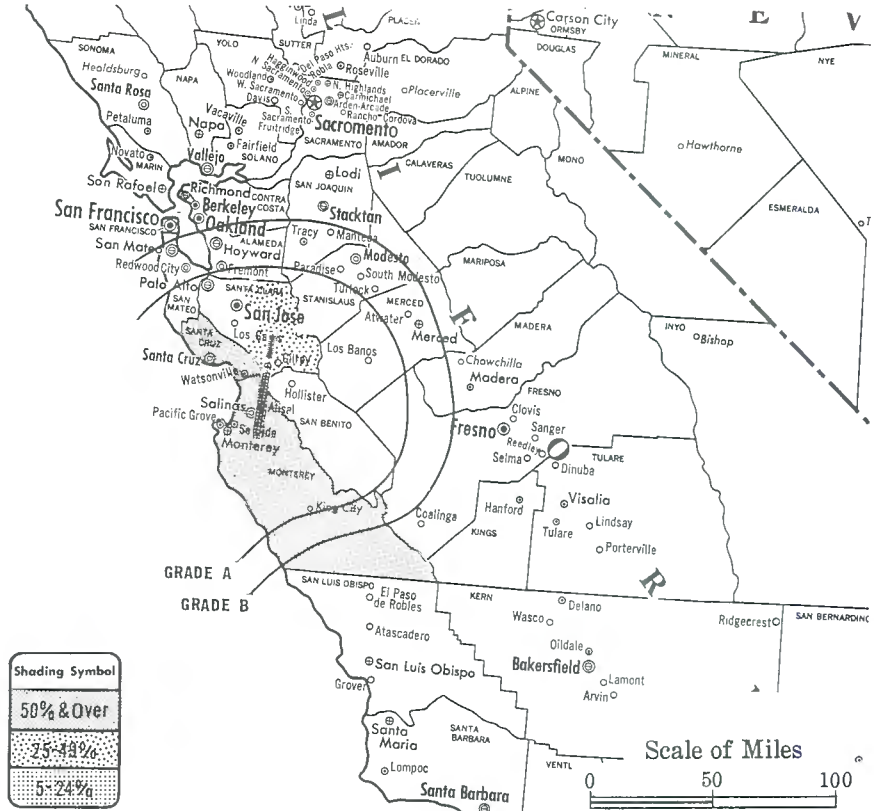
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

FM Affiliate: K WAV, 18-kw, 96.9 MHz (No. 245), 2570-ft.



Total Households: MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KMST Ref: FCC File No. BMPCT-6926 Granted 10/17/68

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KMST

Network Service: CBS.

Licensee: Monterey-Salinas Television, Box 1271, Monterey, Cal (93940).

Studio: 46 Garden Court, Monterey.

Telephone: 408-373-4326. TWX No.: 910-360-7106.

Ownership: Monterey-Salinas Television Inc. (Stoddard P. Johnston, 91%; William H. Schuyler, 9%), 55%; Ward D. Ingram, 22.5%; William D. Pabst, 22.5%.

Began Operation: Feb. 2, 1969.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

Personnel:

STODDARD P. JOHNSTON, president.
 WILLIAM H. SCHUYLER, vice president & general manager.
 JUDY LAW, production coordinator.
 KENNETH F. WARREN, chief engineer.

DIGEST OF RATE CARD NO. 4
 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—7-11 p.m., daily.
 \$600.00 \$360.00 \$240.00 \$170.00 \$100.00* \$100.00* \$60.00*

*Class AA—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey East	35,900	34,100	95
	Monterey West	38,400	36,400	95
	Santa Cruz	46,200	43,600	94
Between 25-49%	CALIFORNIA			
	Santa Clara East	10,000	9,600	96
Station Totals		130,500	123,700	95
Net Weekly Circulation (1970-71)			80,800	
Average Daily Circulation (1970-71)			45,600	

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 BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

California—Salinas-Monterey



KSBW-TV

Ch. 8

[Also operates satellite
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8
(180-186 MHz). Authorized power:
240-kw visual, 44.7-kw aural. Antenna:
2330-ft. above av. terrain, 248-ft.
above sea level using .5° electrical
beam tilt.

Latitude 36° 45' 20"
Longitude 121° 30' 00"

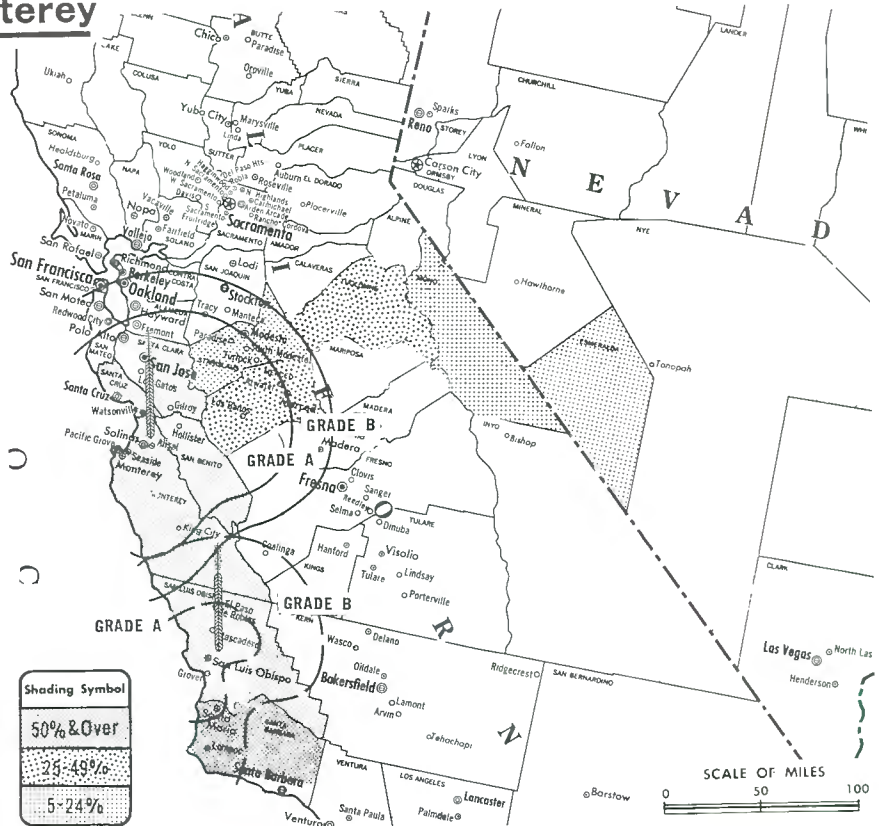
Transmitter: Fremont Peak, 10-mi.
NE of Salinas.

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

News Wire Service: UPI. Facsimile
Service: UPI.

FM Affiliate: KSBW-FM, 18.5-kw,
102.5 MHz (No. 273), 2270-ft.

Total Households: (a) M81
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
(c) 1971 American Research Bureau.
County coverage based on ARB study (see
page 1-1).



KSBW-TV Ref: FCC File No. BNPCT-3913 Granted 6/13/56
KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

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KSBW-TV

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%; estate of Edward Shattuck,
13.2%; 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 & KNKS, Hanford-Fresno,
Cal. For CATV interests, see CATV Group Ownership.

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 Katz Television.

Represented (legal) by Sells & Gregory.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.
BOYD W. LAWLOR, v.p. broadcasting, marketing & sales.
KEITH H. MOON, general sales manager.
LLOYD CHAPPEL, director of personnel.
DWIGHT WHEELER, operations manager.
EARL CORBLY, chief engineer.

DIGEST OF RATE CARD (PEBBLE BEACH MARK IV) (Aug. 31, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—6-11 p.m., daily.						
\$900.00	\$540.00	\$360.00	\$270.00			Graded rates apply*

*Highest rate: \$300.

Note: This is combined rate for KSBW-TV and KSBY-TV, San
Luis Obispo.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey			
	East	35,900	34,100	95
	Monterey			
	West	38,400	36,400	95
	San Benito	5,600	5,200	94
	San Luis Obispo	36,100	34,000	94
	Santa Barbara			
North	38,200	36,200	95	
Santa Clara				
East	10,000	9,600	96	
Santa Cruz	46,200	43,600	94	
Between 25-49%	CALIFORNIA			
	Merced	31,300	29,700	95
Tuolumne	7,800	7,200	93	
Between 5-24%	CALIFORNIA			
	Mono	1,500	1,200	82
	Stanislaus	63,800	59,800	94
NEVADA				
Esmeralda	300	200	76	
Station Totals		315,100	297,200	94
Net Weekly Circulation (1970-71)				227,900
Average Daily Circulation (1970-71)				136,500

ARB Data: Figures include KSBY-TV.

San Luis Obispo. Map reflects
coverage of both stations.

California—San Diego

KCST

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4263-kw max. & 2238-kw horizontal visual, 853-kw max. & 447-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"

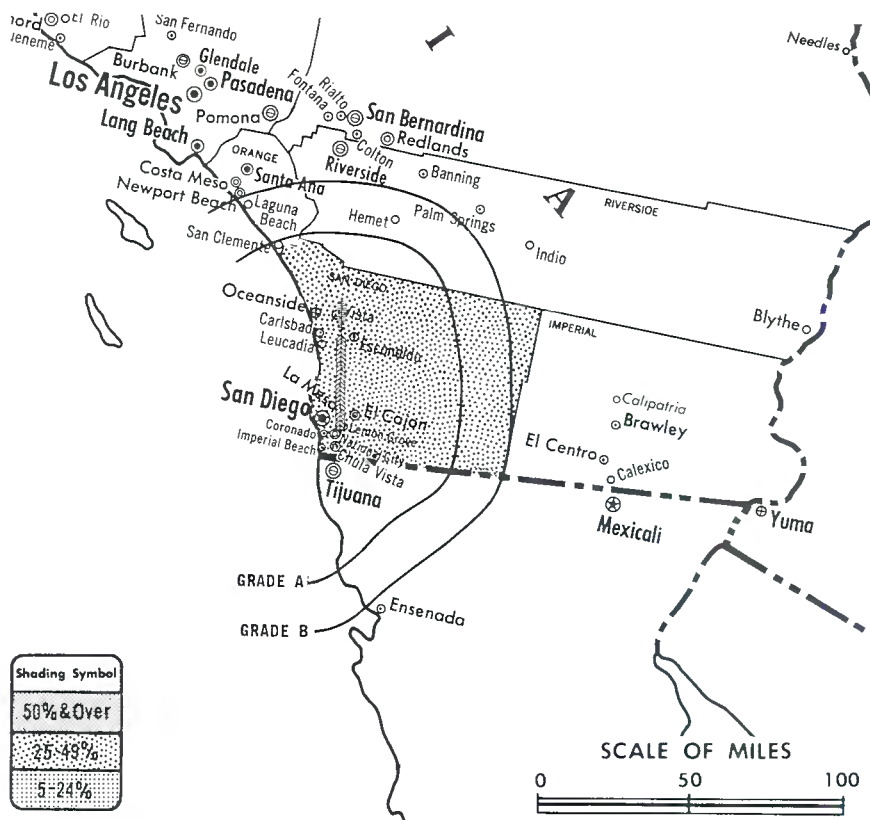
Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCST Ref: FCC File No. B1PCT-4011 Granted 9/11/67
CP: B1PCT-4294 Granted 1/28/70.

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KCST

Network Service: None, independent.

Licensee: Western Telecasters Inc., 8330 Engineer Rd., San Diego, Cal.

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: Perry R. Bass, chmn.; Mel Wheeler, 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.; KFDO-TV, Sayre, Okla.; KAUZ-TV, Wichita Falls, Tex. Mel Wheeler is pres. & chief executive officer of Bass stations. Perry Bass owns 51.58% of Bass Bcstg. Bass Bros. Telecasters also owns KDNT-AM-FM, Denton, Tex.

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 (sales) by H-R Television Inc.

Represented (legal) by Miller, Schroeder & Bankson.

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

Personnel:

MEL WHEELER, president.
BILL E. HOBBS, vice president.
BILL L. FOX, vice president & general manager.
BOB RICHARDS, sales manager.
T. F. (BUCK) EVANS, chief engineer.
MIKE SMITH, sports director.
BILL FOUCH, news & program director.

DIGEST OF RATE CARD NO. 71-3 (Sept. 20, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$350.00	\$225.00	\$140.00	\$100.00	\$50.00	\$40.00	\$20.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA San Diego	455,100	438,100	96
Station Totals		455,100	438,100	96
Net Weekly Circulation (1970-71)				124,600
Average Daily Circulation (1970-71)				43,600

California—San Diego



KFMB-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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 & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: AP.

AM Affiliate: KFMB, 5-kw, 760 kHz (CBS).

FM Affiliate: KFMB-FM, 30-kw, 100.7 MHz (No. 264), 630-ft.

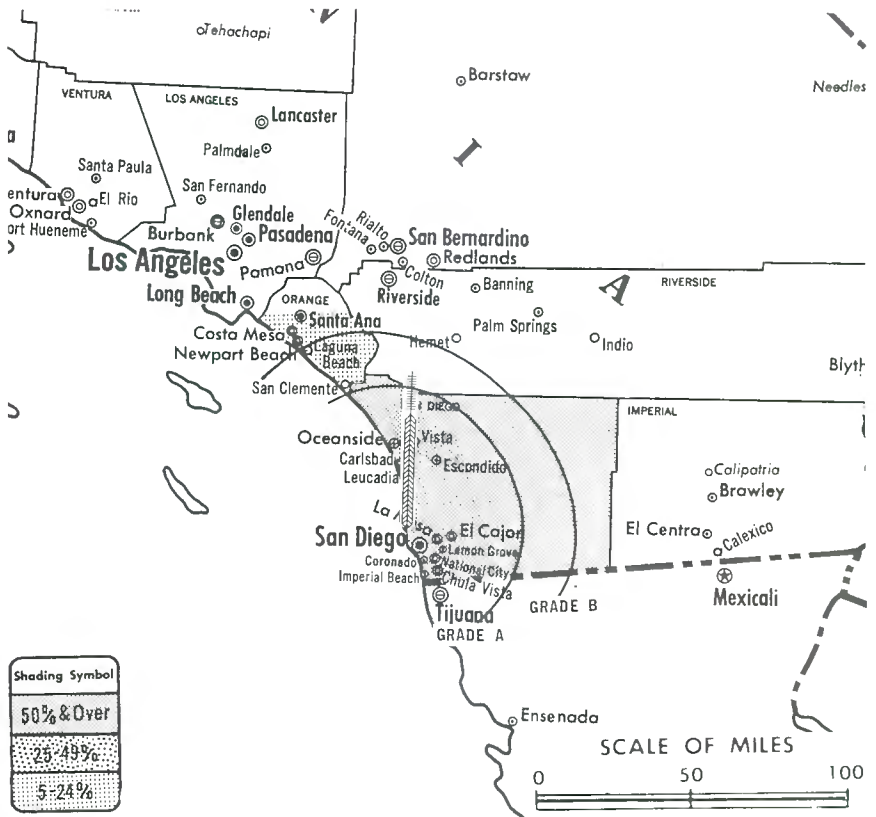
Total Households: ① MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KFMB-TV Ref: FCC File No. BMPCT-3015 Granted 5/12/55

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KFMB-TV

Licensee: Midwest Television Inc., 5th & Ash St., San Diego, Cal. (92101).

Studio: Fifth and Ash (92112).

Telephone: 714-232-2114. TWX No.: 910-335-1245.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Begin 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 Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

AUGUST C. MEYER, president, Midwest Television Inc.
ROBERT MYERS, v.p. & general manager.
BILL MOYLAN, general sales manager.
WELDON DONALDSON, local sales manager.
DICK HERZOG, program director.
RALPH HODGES, production & program manager.
CHARLES ABEL, manager of engineering.
JACK BRADLEY, business manager.
JAMES ANDERSON, promotion manager.

DIGEST OF RATE CARD NO. 28A

(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—8:00-11:00 p.m., daily.
\$1200.00 \$720.00 \$480.00 \$384.00 Graded rates apply*

*Highest rate: \$310.

NETWORK BASE HOURLY RATE: \$1150.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA	455,100	438,100	96
	San Diego			
Between 5-24%	CALIFORNIA	156,800	153,100	98
	Orange South			
Station Totals		611,900	591,200	97
Net Weekly Circulation (1970-71)			376,300	
Average Daily Circulation (1970-71)			239,900	



CABLE TELEVISION

MANAGEMENT AND ENGINEERING CONSULTANTS

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

California—San Diego



KOGO-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

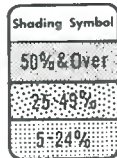
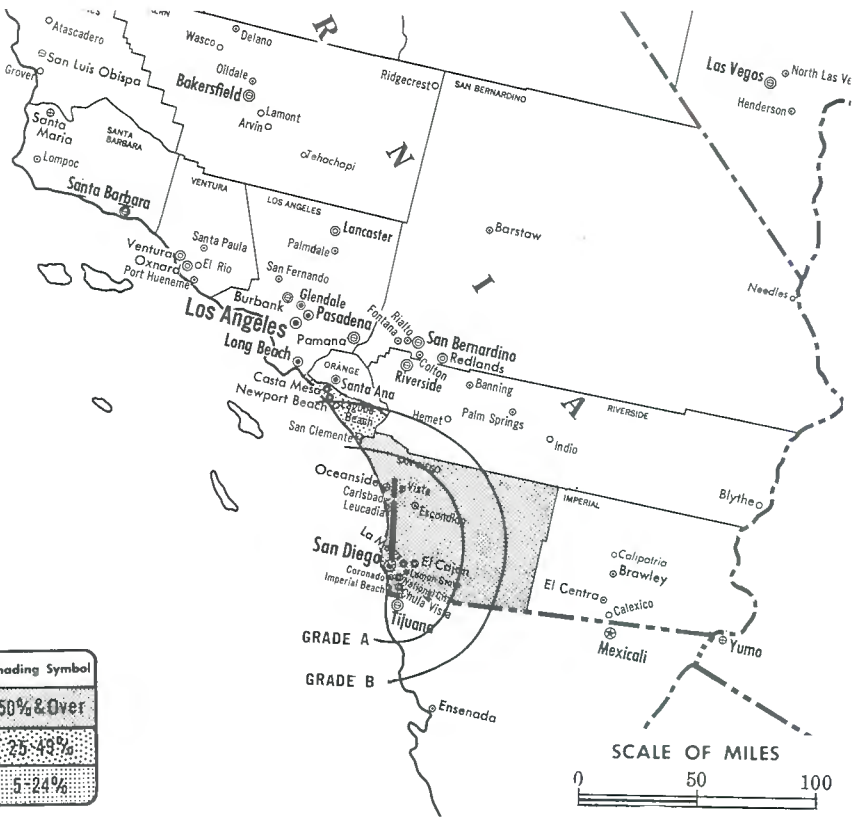
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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KOGO-TV

Licensee: McGraw-Hill Broadcasting Co., P.O. Box 628, San Diego (92112).

Studio: 47th St. & Freeway 94.

Telephone: 714-262-2421. TWX No.: 910-335-1247.

Ownership: McGraw-Hill Inc., 100%. For other interests, see 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). Sale to present owners approved March 8, 1972 (Vol. 12:10, 11).

Represented (sales) by Katz Television.

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.
- LEROY BELLWOOD, director of engineering.
- TOM HACKLEMAN, sales manager.
- RAYMOND WATSON, controller.
- BURKE ORMSBY, program director & film buyer.
- KEITH NICHOLSON, advertising & promotion manager.
- BILL STEVENS, manager, production center.
- INES JOHNSTON, continuity manager.
- CARL SISSKIND, news director.
- MARCIA VYBIRAL, sales service.

DIGEST OF RATE CARD NO. 1-I

(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
 Class AAA—7:30-11 p.m., daily.
 \$1300.00 \$850.00 \$480.00 \$390.00 Graded rates apply*

*Highest rate: \$495.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA San Diego	455,100	438,100	96
Between 5-24%	CALIFORNIA Orange South	156,800	153,100	98
Station Totals		611,900	591,200	97
Net Weekly Circulation (1970-71)			385,200	
Average Daily Circulation (1970-71)			244,000	

For Group Ownership
 See Services Volume

California—Tijuana-San Diego

XEWT-TV

Ch. 12

[Spanish language outlet]

Technical Facilities: Channel No. 12 (204-210 MHz). 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' 25"
Longitude 117° 01' 46"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Predicted contours supplied by station.

©American Map Co., Inc., N.Y., No. 11211

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: 903-385-9201/2, Tijuana. Telex: 0566833.

Ownership: Televisora de Calimex S.A.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network Sales Inc.

Personnel:

JOSE MARQUEZ, general manager.
CARLOS H. LUNA, program promotion manager.
ROBERTO ESPINOZA, business manager.
MARIO ACOSTA, traffic manager.
MAX DUENAS, chief engineer.

DIGEST OF RATE CARD

(April 1, 1972)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.					
\$300.00	\$160.00	\$92.00	\$69.00	\$57.00	\$37.00

ARB Data Not Available

La Rue Media Brokers, Inc.

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(212) 265-3430

California—Tijuana-San Diego



XETV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

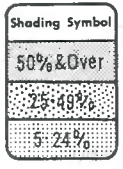
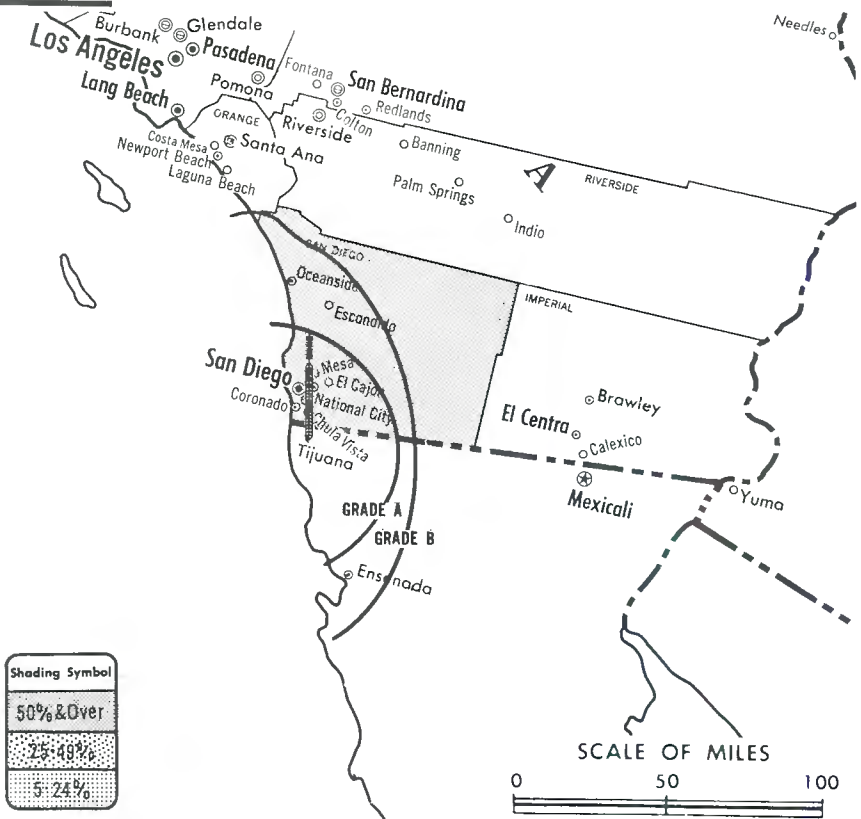
Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: (C) MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

Predicted contours supplied by station.



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XETV

Licensee: Radio-Television, S.A.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

Business Address: 7th & Ash Street, San Diego, Cal. (92101).

Telephone: 714-234-8431.

TWX No.: 910-335-2017.

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.

Represented (legal) by Haley, Bader & Potts.

Personnel:

JULIAN M. KAUFMAN, v.p., general manager & film buyer.
 LOU MEIERS, business manager.
 TED MILLAN, general sales manager & film buyer.
 PHIL FERNANDEZ, exec. dir., operations & engineering.
 TONY FRIAS, chief engineer.
 RUSS TILFORD, program manager & promotion director.

DIGEST OF RATE CARD NO. 1A

(July 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$1300.00	\$800.00	\$500.00	\$400.00	\$345.00*	\$225.00*	\$115.00*

*Prime Time—7:30-11 p.m., Sun.-Fri.; 5-6:30 p.m. & 7:30-10:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Diego	455,100	438,100	96
Station Totals		455,100	438,100	96
Net Weekly Circulation (1970-71)			354,200	
Average Daily Circulation (1970-71)			210,600	

California—San Francisco

KBHK-TV



Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1435-kw max. & 1030-kw horizontal visual, 216-kw max. & 155-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"

Holds CP for change to 1980-kw max. & 871-kw horizontal visual, 198-kw max. & 87.1-kw horizontal aural, 1610-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 20", transmitter to Mt. Sutro. BPCT-4398.

Transmitter: San Bruno Mtn.

TV tape: Recording facilities.

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

News Wire Service: UPI.

*Total Households: (M) MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
(M) BFI American Research Bureau.
County coverage based on ARB study (see page 1 b).



KBHK-TV Ref: FCC File No. BPCT 4079 Granted 3/28/68

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

KBHK-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 420 Taylor St., San Francisco, Cal. (94102).

Telephone: 415-771-5115.

Telex: 34-0691.

Ownership: Kaiser Broadcasting Corp. For other interests, see WKBD-TV, Detroit, Mich.

Began Operation: Jan. 2, 1968.

Represented (sales) by Metro TV Sales.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

CARLO ANNEKE, general manager.
ALLEN FEUER, general sales manager.
GERALDINE B. LANGE, public affairs director.
J. LAWRENCE POZZI, engineering manager.
ROBERT JOHNSON, business manager.
ALBERT B. STURGES, program & promotion manager.

DIGEST OF RATE CARD NO. 8 (Sept. 6, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class A—4-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	\$350.00	\$90.00	\$45.00

For Group Ownership of TV Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	CALIFORNIA				
		Alameda East	27,500	26,400	96
		Alameda West	354,900	340,200	96
		Contra Costa East	44,500	43,200	97
		Contra Costa West	138,000	133,900	97
		Marin	70,600	67,700	96
		San Mateo	192,800	188,000	97
		Santa Clara East	10,000	9,600	96
	Between 5-24%	CALIFORNIA			
			Butte	36,600	34,400
		El Dorado West	10,600	10,100	95
		Glenn	5,900	5,600	95
		Mendocino	17,100	15,400	90
		Napa North	4,700	4,500	96
		Napa South	21,800	20,800	95
		San Francisco	301,200	276,500	92
		Santa Clara West	333,200	321,500	96
		Santa Cruz	46,200	43,600	94
		Shasta	27,000	25,900	96
		Solano East	27,600	26,800	97
		Solano West	26,800	25,900	97
		Sonoma North	47,400	44,700	94
		Sonoma South	23,900	22,500	94
	Sutter	13,500	13,000	96	
	Tehama	9,800	9,400	96	
	Yuba	13,300	12,700	96	
Station Totals		1,804,900	1,722,300	95	
Net Weekly Circulation (1970-71)				382,700	
Average Daily Circulation (1970-71)				133,100	

California—San Francisco

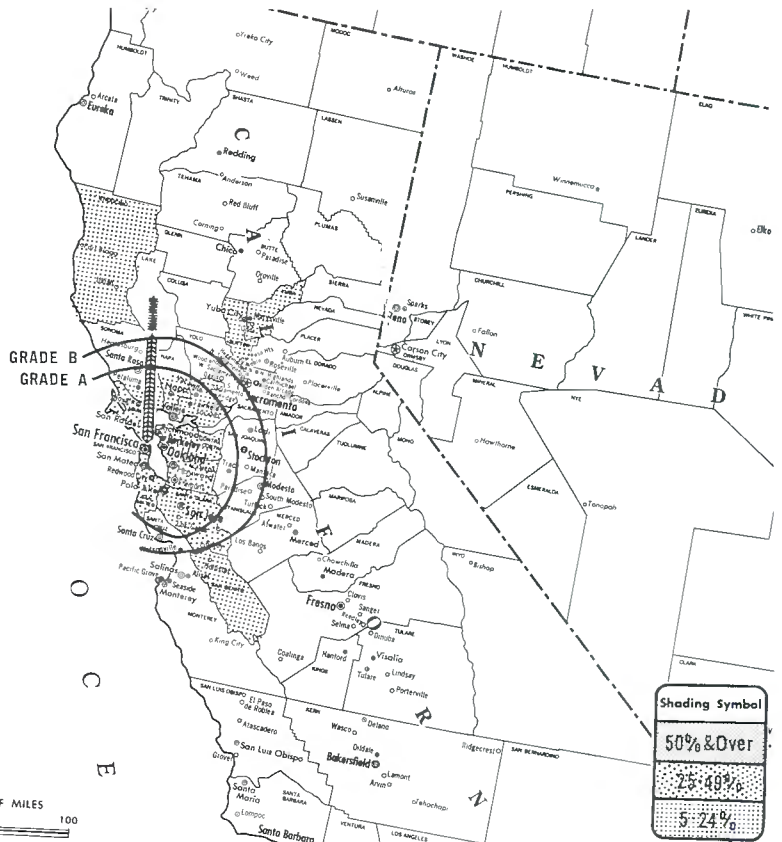
KEMO-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 1700-kw horizontal visual, 692-kw max. & 257-kw horizontal aural. Antenna: 1266-ft. above av. terrain, 251-ft. above ground, 1481-ft. above sea level.

Latitude 37° 41' 17"
Longitude 122° 26' 07"

Transmitter: San Bruno Mt.



Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
(M) 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KEMO-TV Ref: FCC File No. BMRCT-7035 Granted 7/25/69

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KEMO-TV

Network Service: None, independent.

Licensee: Leon A. Crosby, 36692 Riviera Dr., Fremont, Cal.

Studio: 2500 Marin St., San Francisco, Cal. (94124).

Telephone: 415-285-6420.

Ownership: Leon A. Crosby, 100%.

Began Operation: April 1, 1968. Left air March 30, 1971. Sale to present owner approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (Television Digest, Vol. 12:6).

Personnel:

LEON CROSBY, general manager.

MICHAEL MOELLER, sales manager.

DON HUMPHRY, program director.

ROY COSDA, foreign programming director.

RICHARD O'HEARN, chief engineer.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.

Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.

\$800.00 \$500.00 \$300.00 \$200.00 \$150.00 Graded rates apply*

*Highest rate: \$80.

Net Weekly Circulation	State County	Total Households	TV Households	%
	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Alameda West	354,900	340,200	96
Between 25-49%	Contra Costa East	44,500	43,200	97
	Contra Costa West	138,000	133,900	97
	Marin	70,600	67,700	96
	San Mateo	192,800	188,000	97
	Santa Clara East	1,000	9,600	96
		CALIFORNIA		
Between 5-24%	Mendocino	17,100	15,400	90
	Napa South	21,800	20,800	95
	San Benito	5,600	5,200	94
	San Francisco	301,200	276,500	92
	Santa Clara West	333,200	321,500	96
	Solano East	27,600	26,800	97
	Solano West	26,800	25,900	97
	Sonoma South	23,900	22,500	94
	Sutter	13,500	13,000	96
	Yuba	13,300	12,700	96
Station Totals		1,622,300	1,549,300	96
Net Weekly Circulation (1970-71)			354,600	
Average Daily Circulation (1970-71)			107,800	

California—San Francisco



KGO-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

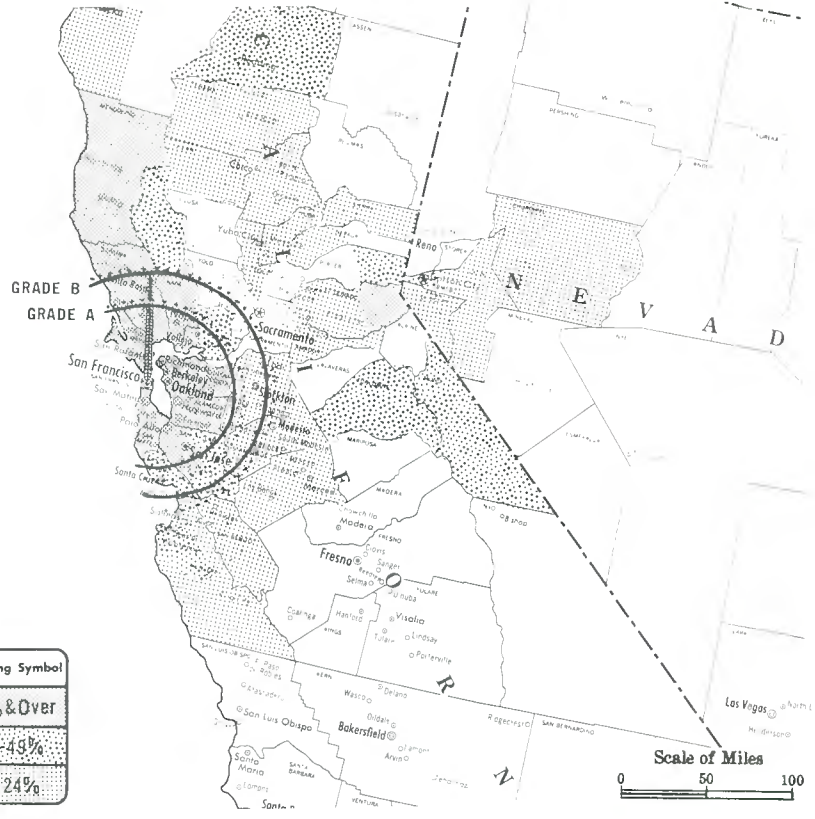
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KGO, 50-kw, 810 kHz (ABC).

FM Affiliate: KSFX, 23.6-kw, 103.7 MHz (No. 279), 1180-ft.

Total Households: © MSI Consumer Market Data as of 1/1/72.
TV Homes: TV₂ and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 1 b).



Shading Symbol
50% & Over
25-49%
5-24%

KGO-TV Ref: FCC File No. BPCT-1514 Granted 5/5/53
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 & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

- DON B. CURRAN, general manager.
- JAMES R. OSBORN, general sales manager.
- BENJAMIN OKULSKI, sales manager.
- HERB VICTOR, program director.
- JACK GARCIA, research director.
- GERALD MINNUCCI, promotion & publicity director.
- ROBERT MITCHELL, film department director.
- JIM VON STRIVER, chief engineer.
- CALVIN THOMAS, production manager.
- PAT POLILLO, director of news.

DIGEST OF RATE CARD—(Jan. 18, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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: \$2600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Alameda West	354,900	340,200	96
	Contra Costa East	44,500	43,200	97

(Continued on page 113-b)

Station Totals	2,162,100	2,058,700	95
Net Weekly Circulation (1970-71)			1,387,100
Average Daily Circulation (1970-71)			740,200

The BIG news in San Francisco is the KGO-TV late edition of **7 news scene**

7 KGO-TV, San Francisco Owned Television Station Represented by ABC Spot Sales

California—San Francisco



KPIX

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

Holds CP for change to 1660-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level. BPCT-4230.

Transmitter: Mt. Sutro Television Center.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

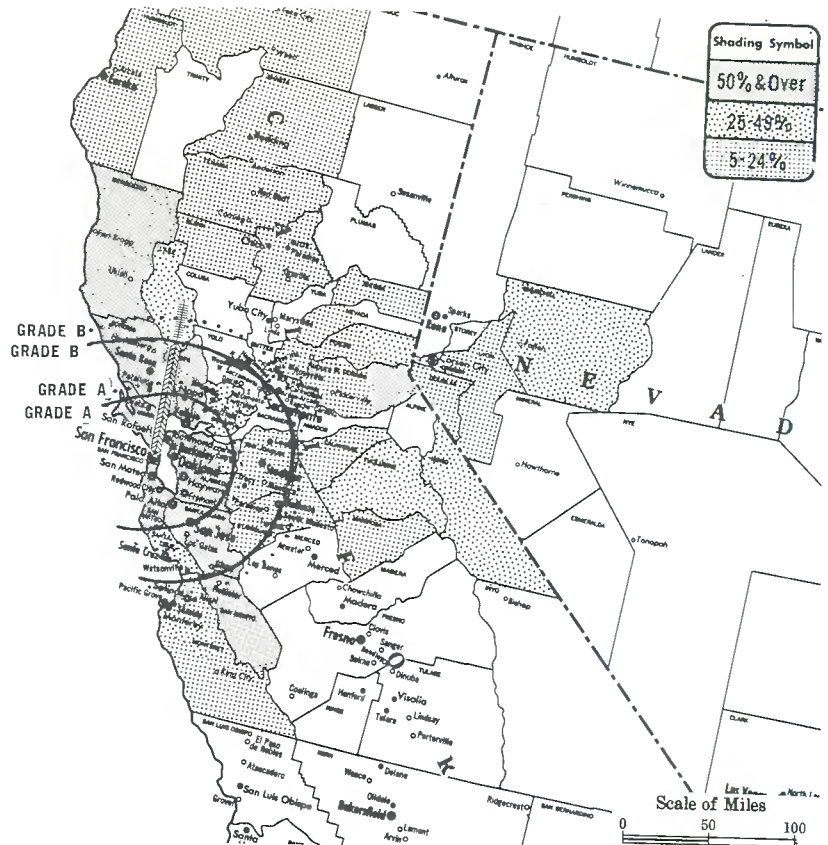
Total Households: (M) MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KPIX Ref: FCC File No. BNPCT-912 Granted 1/2/53
CP: BPCT-4230 Granted 6/24/69

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

KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco, Cal. (94109).

Studio: 2655 Van Ness.

Telephone: 415-776-5100. TWX No.: 415-393-7334.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore & 7 radio stations. For Group W Corporate Data see listing under Group Ownership.

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.
LOUIS S. SIMON, area vice president.
WILLIAM E. OSTERHAUS, general manager.
JOEL SEGALL, business manager.
AUBREY HOLMAN, general sales manager.
DOUGLAS CLARK, sales manager.
ROBERT P. RIMES, creative services manager.
CHARLES C. COANE, public relations director.
LARRY WATKINS, research director.
DAVID ULRICKSON, sales service director.
WILLIAM M. JACKSON, program manager & film buyer.
LEN SCHLOSSER, public affairs director.
RONALD MIRES, news director.
RAY HOLTZ, chief engineer.

DIGEST OF RATE CARD NO. 34—(Aug. 2, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6 p.m.-midnight, daily.	\$2450	\$1470	\$860	\$2000*	\$1800*	\$850*

*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$2500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Alameda West	354,900	340,200	96
	Contra Costa West	138,000	133,900	97
	El Dorado East	5,500	5,200	95
	Marin	70,600	67,700	96
	Mendocino	17,100	15,400	90
	Napa North	4,700	4,500	96
	Napa South	21,800	20,800	95
	San Benito	5,600	5,200	94
	San Francisco	301,200	276,500	92
	San Mateo	192,800	188,000	97
	Santa Clara East	10,000	9,600	96
	Santa Clara West	333,200	321,500	96
	Solano West	26,800	25,900	97
	Sonoma North	47,400	44,700	94
	Sonoma South	23,900	22,500	94
Between 25-49%	CALIFORNIA			
	Contra Costa East	44,500	43,200	97
	Lake	8,300	7,500	90
	Mono	1,500	1,200	82
	Monterey West	38,400	36,400	95
	Placer East	2,100	2,000	95
	Santa Cruz	46,200	43,600	94
	Solano East	27,600	26,800	97
Tuolumne	7,800	7,200	93	
(Continued on page 113-b)				
Station Totals		2,142,300	2,039,200	95
Net Weekly Circulation (1970-71)			1,467,400	
Average Daily Circulation (1970-71)			901,300	

California—San Francisco



KRON-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

Holds CP for change to 15-kw aural, 1660-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Clarendon Hts. between Mt. Sutro & Twin Peaks. BPCT-4236.

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, 50-kw, 96.5 MHz (No. 243), 1220-ft.

Total Households: (c) MSI
Consumer Market Data as of 1/1/72

TV Hours: TV and Circulation

(c) 1971 American Research Bureau.

County coverage based on ARB study (see page 1-1).



KRON-TV Ref: FCC File No. BMPCT-850 Granted 1/2/53
CP: BMPCT-1236 Granted 12/3/69.

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KRON-TV

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave. (94119).

Studio: 1001 Van Ness Ave. (94119).

Telephone: 415-441-4444. TWX No.: 415-393-7632.

Ownership: The 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, chairman of the board.
- ALDO H. CONSTANT, president.
- EDWARD R. TABOR, general manager.
- C. E. COONEY, asst. to gen. mgr. & general sales manager.
- PAUL WISCHMEYER, sales manager.
- A. RICHARD ROBERTSON, promotion manager.
- J. L. BERRYHILL, chief engineer.
- RICHARD BEHRENDT, program manager.
- ROY HEATLY, news manager.
- THOMAS MULLAHEY, public affairs director.

DIGEST OF RATE CARD NO. 27 (Aug. 3, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Prime Time—7:30-11 p.m., daily.	\$2800	\$1680		\$1450*	\$1200*	\$600*

*Prime Time—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$2750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alameda East	27,500	26,400	96
	Alameda West	354,900	340,200	96
	Contra Costa West	138,000	133,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA—(Continued)			
	Marin	70,600	67,700	96
	Mendocino	17,100	15,400	90
	Napa North	4,700	4,500	96
	Napa South	21,800	20,800	95
	San Benito	5,600	5,200	94
	San Francisco	301,200	276,500	92
	San Mateo	192,800	188,000	97
	Santa Clara East	10,000	9,600	96
	Santa Clara West	333,200	321,500	96
	Solano West	26,800	25,900	97
	Sonoma North	47,400	44,700	94
	Sonoma South	23,900	22,500	94
	Between 25-49%	CALIFORNIA		
Contra Costa East		44,500	43,200	97
Lake		8,300	7,500	90
Monterey West		38,400	36,400	95
Santa Cruz		46,200	43,600	94
Between 5-24%	CALIFORNIA			
	Amador	4,200	3,900	93
	Butte	36,600	34,400	94
	Calaveras	4,900	4,600	94
	Glenn	5,900	5,600	95
	Humboldt	33,400	31,600	94
	Merced	31,300	29,700	95

(Continued on page 113-b)

Station Totals	2,067,900	1,969,500	95
Net Weekly Circulation (1970-71)		1,431,600	
Average Daily Circulation (1970-71)		805,100	

California—Oakland-San Francisco

KTVU

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Holds CP for change to 20-kw aural, 1571-ft. above av. terrain, 977-ft. above ground, 1808-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Mt. Sutro, San Francisco. BPCT-4257.

Transmitter: San Bruno Mt.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

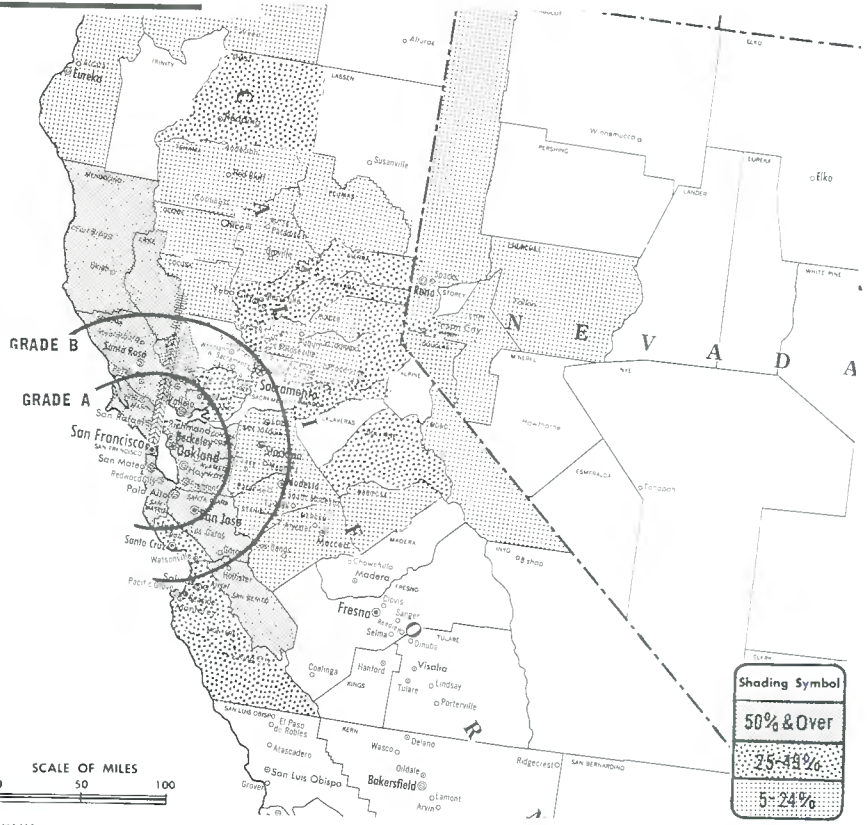
Total Households: (C) MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVU Ref: FCC File No. BPCT-1842 Granted 9/16/57
CP: BPCT-4257 Granted 8/8/69

©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.

Telex: 336-426.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp., James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, exec. 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: Tele-Rep.

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

Personnel:

ROGER D. RICE, vice president & general manager.

GLENN W. MAEHL, general sales manager.

ROBERT I. MART, national sales manager.

FRITZ MANES, local sales manager.

THOMAS A. BREEN, program director.

WILLIAM MUELLER, controller.

IVAN LADIZINSKY, promotion manager.

IAN ZELICK, director of public affairs.

GEORGE LUM, production manager.

RAY JACOBS, news director.

ROBERT ARNE, chief engineer.

DIGEST OF RATE CARD NO. 12

(June 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—6-10 p.m., daily.					
\$2200.00	\$1320.00				Graded rates apply*

*Highest rate: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
CALIFORNIA				
	Alameda East	27,500	26,400	96
	Alameda West	354,900	340,200	96
	Contra Costa East	44,500	43,200	97
	Contra Costa West	138,000	133,900	97
	Lake	8,300	7,500	90
	Marin	70,600	67,700	96
	Mendocino	17,100	15,400	90
	Napa North	4,700	4,500	96
	Napa South	21,800	20,800	95
	San Benito	5,600	5,200	94
	San Francisco	301,200	276,500	92
	San Mateo	192,800	188,000	97
	Santa Clara East	10,000	9,600	96
	Santa Clara West	333,200	321,500	96
	Solano West	26,800	25,900	97
	Sonoma North	47,400	44,700	94
	Sonoma South	23,900	22,500	94
Between 25-49%				
CALIFORNIA				
	Amador	4,200	3,900	93
	El Dorado East	5,500	5,200	95
	Monterey East	35,900	34,100	95
	Monterey West	38,400	36,400	95
	Nevada East	1,000	900	90
	Nevada West	9,200	8,500	92
	Placer East	2,100	2,000	95

(Continued on next page)

Station Totals	2,316,500	2,204,500	95
Net Weekly Circulation (1970-71)		1,242,400	
Average Daily Circulation (1970-71)		581,000	

KGO-TV, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
CALIFORNIA—(Continued)					
50% & Over	Contra Costa West	138,000	133,900	97	
	El Dorado East	5,500	5,200	95	
	Marin	70,600	67,700	96	
	Mendocino	17,100	15,400	90	
	Napa North	4,700	4,500	96	
	Napa South	21,800	20,800	95	
	San Francisco	301,200	276,500	92	
	San Mateo	192,800	188,000	97	
	Santa Clara West	333,200	321,500	96	
	Solano West	26,800	25,900	97	
	Sonoma North	47,400	44,700	94	
	Sonoma South	23,900	22,500	94	
	CALIFORNIA				
	Between 25-49%	Lake	8,300	7,500	90
		Mono	1,500	1,200	82
		Monterey West	38,400	36,400	95
Placer East		2,100	2,000	95	
Santa Clara East		10,000	9,600	96	
Santa Cruz		46,200	43,600	94	
Shasta		27,000	25,900	96	
Solano East		27,600	26,800	97	
Tuolumne		7,800	7,200	93	
NEVADA					
Ormsby		5,300	5,100	95	
CALIFORNIA					
Between 5-24%		Amador	4,200	3,900	93
		Butte	36,600	34,400	94
	El Dorado West	10,600	10,100	95	
	Glenn	5,900	5,600	95	
	Humboldt	33,400	31,600	94	
	Merced	31,300	29,700	95	
	Monterey East	35,900	34,100	95	
	Nevada West	9,200	8,500	92	
	San Benito	5,600	5,200	94	
	San Joaquin	95,400	90,100	94	
	Sierra	900	800	90	
	Stanislaus	63,800	59,800	94	
	Sutter	13,500	13,000	96	
	Tehama	9,800	9,400	96	
	Yuba	13,300	12,700	96	
	NEVADA				
	Churchill	3,500	3,400	96	
	Douglas	2,500	2,300	92	
Lyon	2,600	2,400	92		

KRON-TV, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
CALIFORNIA—(Continued)					
Between 5-24%	Mono	1,500	1,200	82	
	Monterey East	35,900	34,100	95	
	Nevada West	9,200	8,500	92	
	Placer East	2,100	2,000	95	
	Plumas	4,100	3,700	91	
	San Joaquin	95,400	90,100	94	
	Shasta	27,000	25,900	96	
	Sierra	900	800	90	
	Sutter	13,500	13,000	96	
	Tehama	9,800	9,400	96	
	NEVADA				
	Nye	1,500	1,300	84	

California

KTVU, Oakland-San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
CALIFORNIA—(Continued)					
Between 25-49%	Santa Cruz	46,200	43,600	94	
	Shasta	27,000	25,900	96	
	Sierra	900	800	90	
	Solano East	27,600	26,800	97	
	Sutter	13,500	13,000	96	
	Tuolumne	7,800	7,200	93	
	Yuba	13,300	12,700	96	
	NEVADA				
	Ormsby	5,300	5,100	95	
	CALIFORNIA				
Between 5-24%	Butte	36,600	34,400	94	
	Colusa	4,400	4,100	94	
	El Dorado West	10,600	10,100	95	
	Glenn	5,900	5,600	95	
	Humboldt	33,400	31,600	94	
	Mariposa	2,400	2,200	90	
	Merced	31,300	29,700	95	
	Mono	1,500	1,200	82	
	Placer West	23,900	22,700	95	
	Plumas	4,100	3,700	91	
	San Joaquin	95,400	90,100	94	
	Siskiyou	11,300	10,300	91	
	Stanislaus	63,800	59,800	94	
	Tehama	9,800	9,400	96	
NEVADA					
Churchill	3,500	3,400	96		
Douglas	2,500	2,300	92		
Lyon	2,600	2,400	92		
Washoe	44,600	42,500	95		
OREGON					
Jackson	33,000	31,500	96		
Josephine	12,900	11,900	92		
Klamath	16,800	16,000	95		

KPIX, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEVADA			
	Churchill	3,500	3,400	96
	Ormsby	5,300	5,100	95
Between 5-24%	CALIFORNIA			
	Butte	36,600	34,400	94
	Calaveras	4,900	4,600	94
	El Dorado West	10,600	10,100	95
	Glenn	5,900	5,600	95
	Humboldt	33,400	31,600	94
	Mariposa	2,400	2,200	90
	Monterey East	35,900	34,100	95
	Nevada West	9,200	8,500	92
	Placer West	23,900	22,700	95
	San Joaquin	95,400	90,100	94
	Shasta	27,000	25,900	96
	Sierra	900	800	90
	Siskiyou	11,300	10,300	91
Stanislaus	63,800	59,800	94	
Tehama	9,800	9,400	96	
NEVADA				
Douglas	2,500	2,300	92	
Lyon	2,600	2,400	92	

For ARB County-by-County Data
See Services Volume

California—San Jose

KGSC-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2735-kw max. & 406-kw horizontal visual, 273.5-kw max. & 40.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 202-ft. above ground, 2794-ft. above sea level.

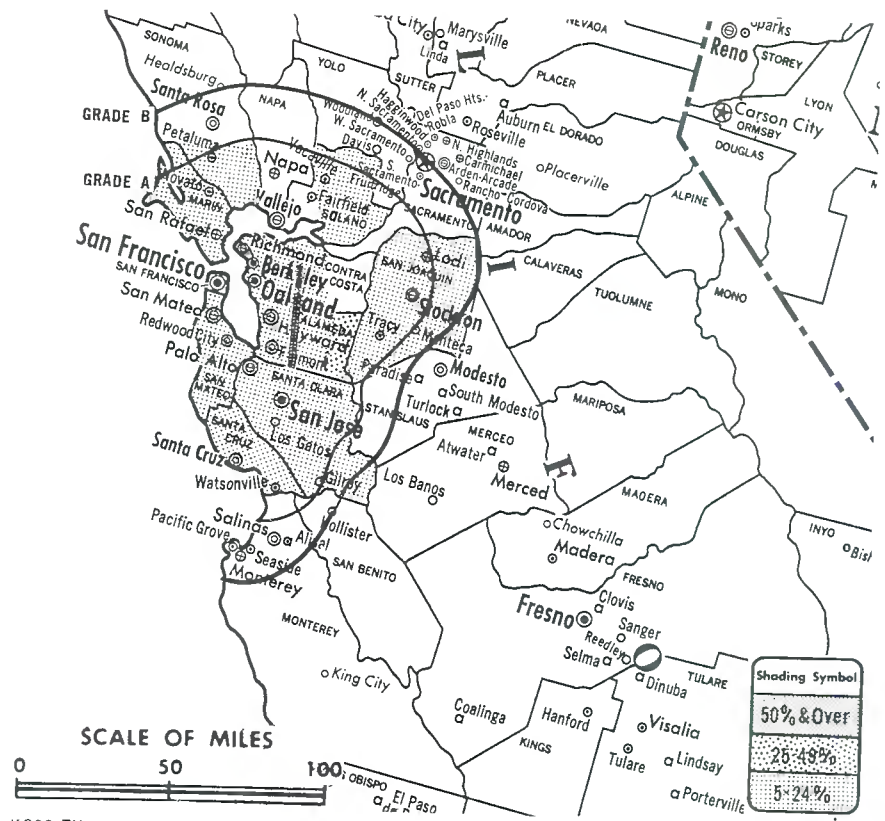
Latitude 37° 29' 05"
Longitude 121° 51' 53"

Transmitter: Monument Peak, 4.5-mi. SE of Mission San Jose.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KGSC-TV Ref: FCC File No. BPCT-4080 Granted 4/17/68

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

KGSC-TV

Network Service: None, independent.

Licensee: 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).

Telephone: 408-298-6676.

Ownership: Vincent B. Welch, chmn., 25.05%; Edward P. Morgan, 17.58%; Richard E. Curtis, secy.-treas., 24.96%; H. Leslie Atliss Jr., 18.5%; Frank G. MacMurray, 5.94%; Edwin D. Jones Jr., 3.65%; George R. Langois, 3.51%; Sid Connolly, .75%. Welch & Morgan each own 8% of WMMJ, Lancaster, N.Y.

Began Operation: Oct. 1, 1967.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel:

VINCENT B. WELCH, chairman of the board.
SID CONNOLLY, vice president & general manager.
ROBERT J. BLUM, general sales manager.
STAN LICHTENSTEIN, national sales manager.
FRANK FOGG, chief engineer.
JACQUIE JILBERT, business manager.
L. M. STURGES, operations manager.
ADEL HALL, community affairs director.

DIGEST OF RATE CARD NO. 36—(Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6-10:30 p.m., daily.	\$600	\$500	\$400	\$275	\$60	\$45

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CALIFORNIA			
	Alameda East	27,500	26,400	96
Between 5-24%	CALIFORNIA			
	Alameda West	354,900	340,200	96
	Contra Costa West	138,000	133,900	97
	Marin	70,600	67,700	96
	San Joaquin	95,400	90,100	94
	San Mateo	192,800	188,000	97
	Santa Clara East	10,000	9,600	96
	Santa Clara West	333,200	321,500	96
	Santa Cruz	46,200	43,600	94
	Solano East	27,600	26,800	97
Sonoma South	23,900	22,500	94	
Station Totals		1,320,100	1,270,300	96
Net Weekly Circulation (1970-71)				152,100
Average Daily Circulation (1970-71)				33,100

California—San Jose



KNTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 24.1-kw visual, 2.7-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"

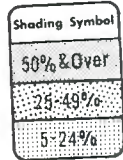
Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

TV tape: Recording facilities.

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

News Wire Service: AP.

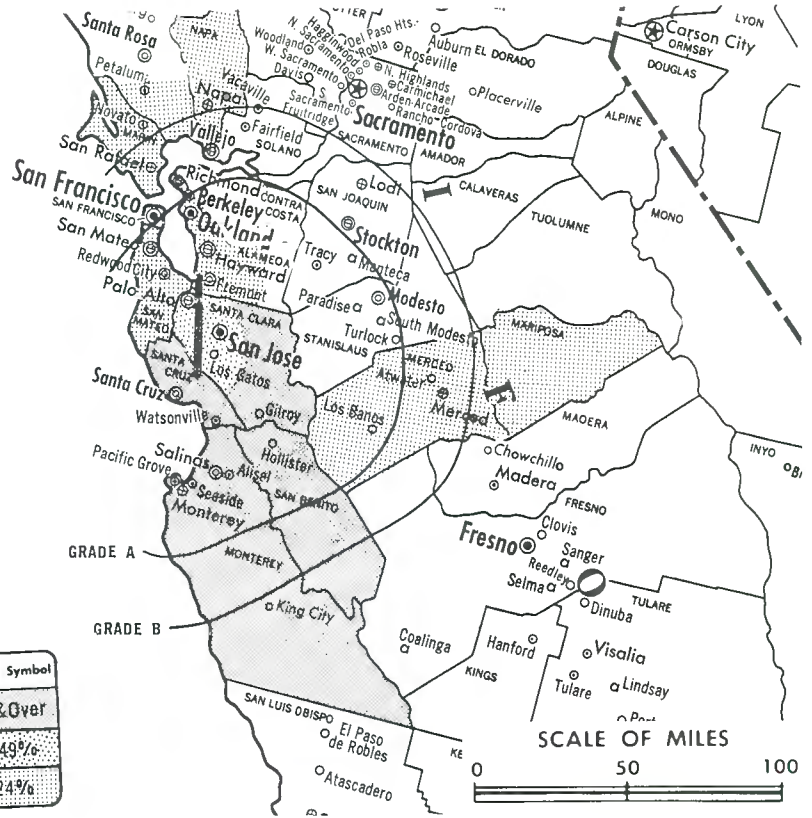
News Film Service: ABC.



Total Households: 45 MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b).

KNTV Ref: FCC File No. BPCT-4265 Granted 8/13/69

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KNTV

Licensee: Gill Industries, 645 Park Ave., San Jose, Cal. (95110).

Studio: 645 Park Ave.

Telephone: 408-286-1111.

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, Kenehan & Hildreth.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel:

ROBERT HOSFELDT, vice president & general manager.

JOHN VERA, general sales manager.

DAN MCCARTHY, national sales manager.

FRED LA COSSE, news director.

DARLENE V. LORAN, promotion director.

STEW PARK, operations manager & film buyer.

LOUIS R. BELL, chief engineer.

DIGEST OF RATE CARD NO. 2-71—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7-11 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$270.00* \$240.00*

*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Monterey East	35,900	34,100	95
	Monterey West	38,400	36,400	95
	San Benito	5,600	5,200	94
	Santa Clara East	10,000	9,600	96
	Santa Cruz	46,200	43,600	94
Between 25-49%	CALIFORNIA			
	Santa Clara West	333,200	321,500	96
Between 5-24%	CALIFORNIA			
	Alameda West	354,900	340,200	96
	Marin	70,600	67,700	96
	Mariposa	2,400	2,200	90
	Merced	31,300	29,700	95
	Napa North	4,700	4,500	96
	Napa South	21,800	20,800	95
	San Mateo	192,800	188,000	97
Sonoma South	23,900	22,500	94	
Station Totals		1,171,700	1,126,000	96
Net Weekly Circulation (1970-71)			333,200	
Average Daily Circulation (1970-71)			147,000	

California—San Luis Obispo



KSBY-TV

Ch. 6

[Satellite of KSBW-TV,
Salinas-Monterey]

Technical Facilities: Channel No. 6
(82-88 MHz). Authorized power:
100-kw visual, 12-kw aural. Antenna:
1780-ft. above av. terrain,
459-ft. above ground, 2904-ft.
above sea level.

Latitude 35° 21' 37.0"
Longitude 120° 39' 17.5"

Transmitter: Los Padres Forest, 5.5-
mi. N of town.

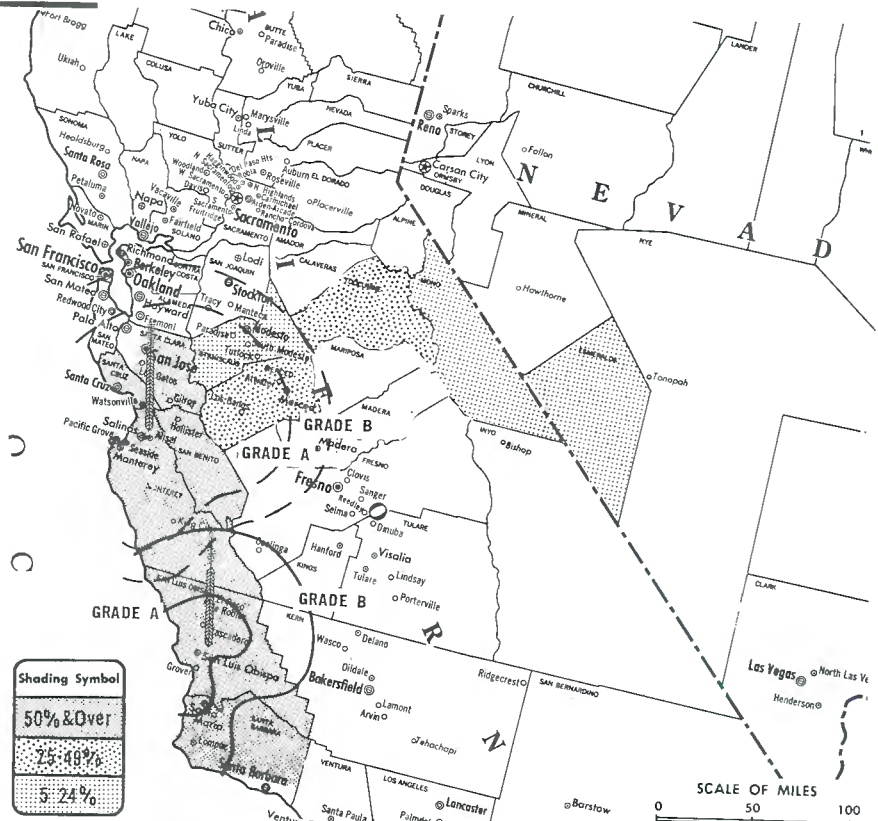
Color: Network, live, film, slide &
tape.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: KSBY-FM, 30-kw, 93.3
MHz (No. 227), 1220-ft. antenna
height.

County coverage based on ARB study (see
page 4-b).



KSBY-TV Ref: FCC File No. BMPCT-1066 Granted 4/29/53

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

KSBY-TV

Network Service: 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 Katz Television.

Represented (legal) by Sells & Gregory.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.
BOYD W. LAWLOR, v.p. broadcasting.
ART HAPGOOD, v.p. & general manager.
KEITH H. MOON, general sales manager.
ROBERT JANECEK, asst. general sales 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.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

California—Santa Maria



KCOY-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

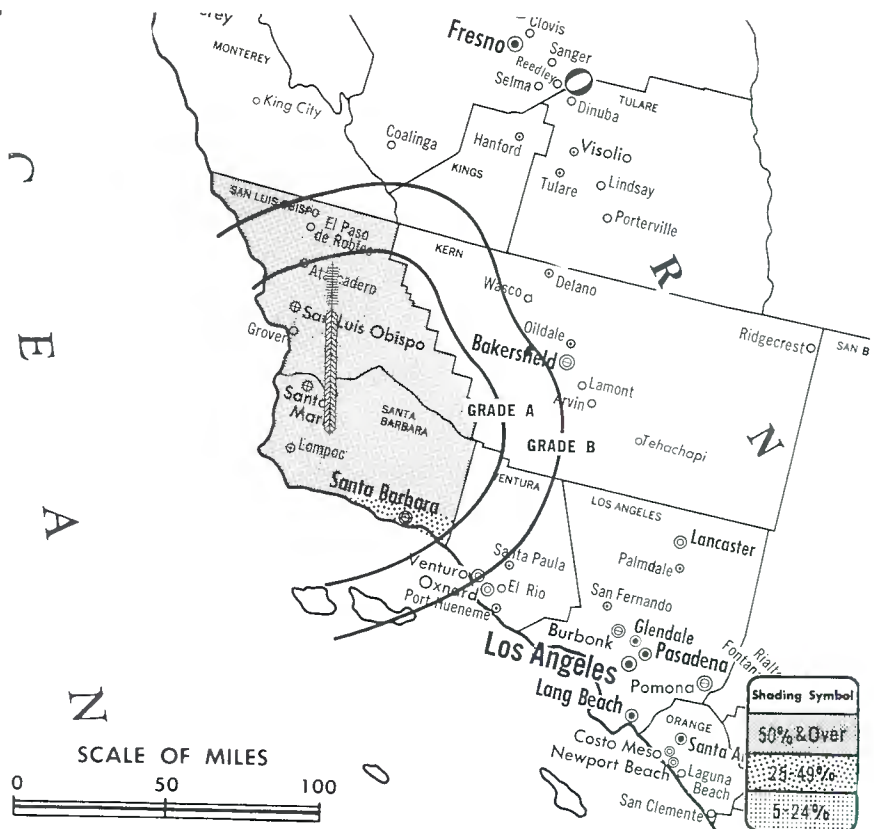
Latitude 34° 54' 37"

Longitude 120° 11' 08"

Transmitter: Tepusquet Peak.

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

News Wire Service: UPI.



KCOY-TV Ref: FCC File No. BPCT-2903 Granted 9/11/63

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

Total Households: (M) MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KCOY-TV

Network Service: CBS.

Licensee: Central Coast Broadcasters Inc., Box 1299 (93454).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Telephone: 805-922-1943.

TWX No.: 910-351-5875.

Ownership: Helen Pedotti, pres., 68.28%; Mili Acquistapace, v.p., 21.08%; Stanley C. Hatch, secy.; Burns Rick, treas., 7.825%.

Began Operation: March 16, 1964. Transfer of negative control from Dale G. Moore approved by FCC June 30, 1971.

Represented (sales) by The Meeker Co.

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

Represented (engineering) by A. E. Towne Associates Inc.

Personnel:

PAUL LESLIE, executive vice president & general manager.

ROD FUNSTON, operations manager.

NINO PEPITONE, program director.

JIM KLUCKER, news director.

BOB MORRISON, sports director.

DIGEST OF RATE CARD NO. 8—(July 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 or 20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$475.00	\$285.00	\$190.00	\$150.00	\$130.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	San Luis Obispo	36,100	34,000	94
	Santa Barbara North	38,200	36,200	95
Between 25-49%	CALIFORNIA			
	Santa Barbara South	50,500	47,900	95
Station Totals		124,800	118,100	95
Net Weekly Circulation (1970-71)				72,300
Average Daily Circulation (1970-71)				39,400

California—Tulare

KMPH

Ch. 26.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2950-kw max. & 363-kw horizontal visual, 406.4-kw aural. Antenna: 2730-ft. above av. terrain, 252-ft. above ground, 5922-ft. above sea level.

Latitude 36° 17' 12"
Longitude 118° 50' 20"

Transmitter: Blue Ridge in Sequoia Forest.

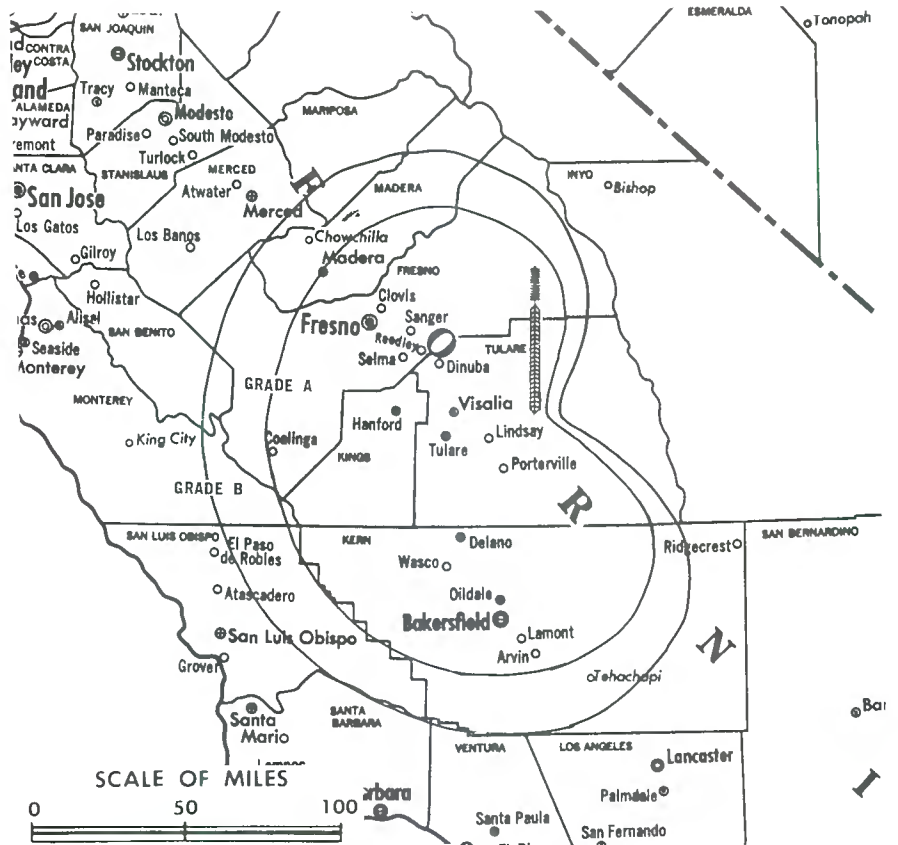
TV tape: Recording facilities.

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

AM Affiliate: KGEN, 1-kw, 1370 kHz.

FM Affiliate: KBOS, .85-kw, 94.9 MHz (No. 235), 5840-ft.

Note: Map does not reflect current coverage because of antenna system changes.



KMPH Ref: FCC File No. BMPCT-7353 Granted 10/4/71

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KMPH

Grantee: Pappas Television Inc., 2600 S. Mooney Blvd., Visalia, Cal. (93277).

Studio: 2600 S. Mooney Blvd., Visalia, Cal. (93277).

Telephone: 209-734-2026. TWX No.: 910-377-3496.

Ownership: Emanuel J. Pappas, pres., 10%; Mario John Pappas, v.p., 10%; Hariton J. Pappas, v.p. & gen. mgr., 10.5%; others, none with more than 4%.

Began Operation: Oct. 11, 1971.

Represented (sales) by Savalli/Gates Inc.

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

Represented (engineering) by Cecil Lynch.

Personnel:

MIKE J. PAPPAS, president.

HARRY J. PAPPAS, vice president & general manager.

GARY VAUTIN, operations manager.

HERSCHEL C. MCKENZIE, director of engineering.

DIGEST OF RATE CARD NO. 1 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6-8:30 p.m., daily.	\$400.00	\$250.00	\$150.00	\$100.00	\$56.00	\$35.00
					\$32.00	

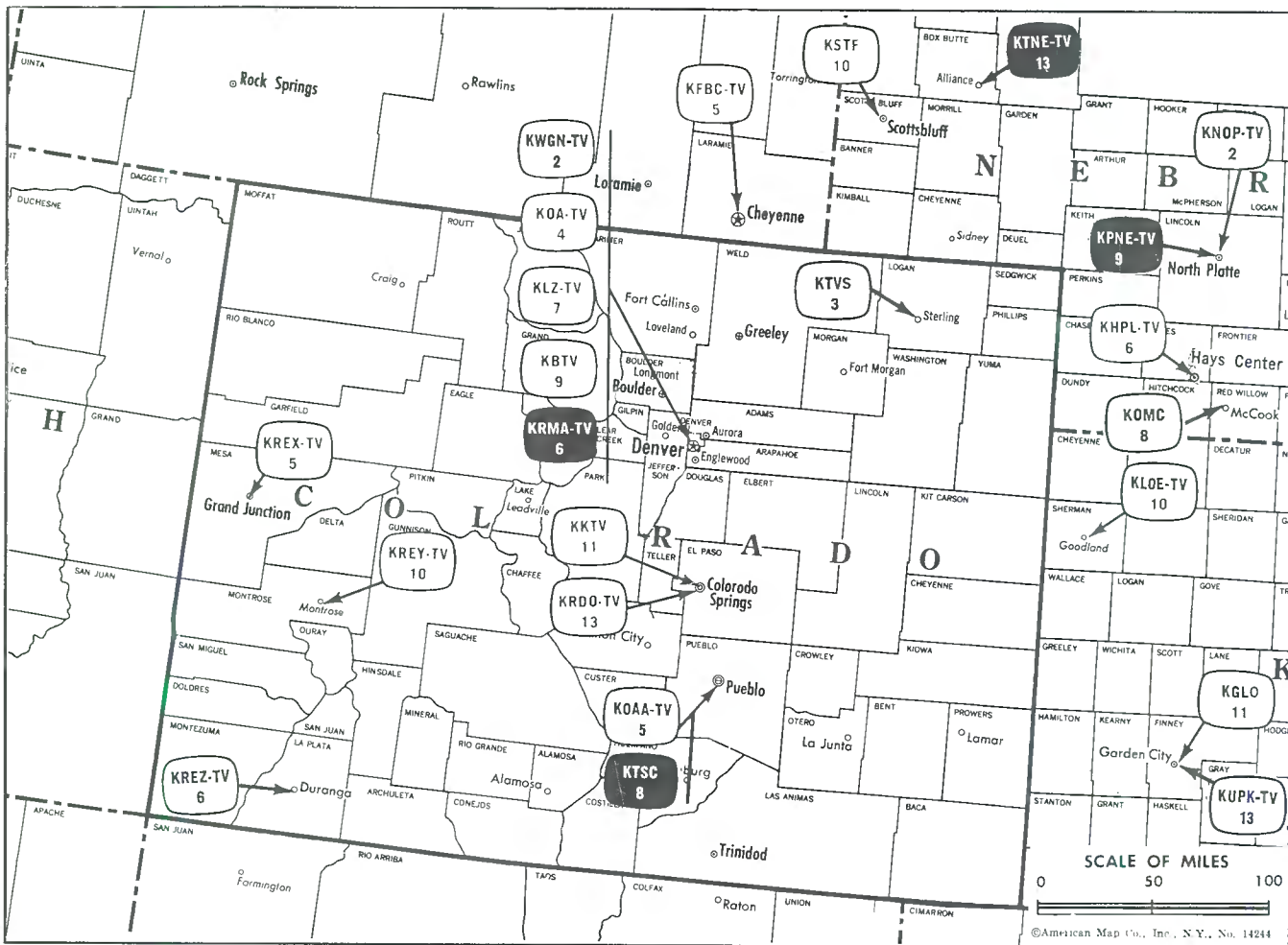


**CABLE TELEVISION
MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

Colorado



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Denver	476,900	39	499,200	29
Colorado Springs-Pueblo	127,300	146	142,800	104
Grand Junction	39,900	201	33,900	184

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 MHz). 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"

KTSC

Pueblo-Colorado Springs

Ch. 8

Non-Commercial Educational Station

Licensee: Southern Colorado State College (81004).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1224-ft. above av. terrain, 977-ft. above ground, 6195-ft. above sea level.

Latitude 38° 22' 24"
Longitude 104° 33' 27"

Colorado Station Status as of March 15, 1972

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

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

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

Colorado

KOAA-TV

Pueblo-Colorado Springs
(See Colorado Springs, Colo.)

KKTV & KRDO-TV, Pueblo
(See Colorado Springs, Colo.)

KLZ-TV, Denver
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	COLORADO			
	Delta	5,600	5,200	92
	El Paso	75,700	73,500	97
	Huerfano	2,200	2,000	89
	Lincoln	1,600	1,500	94
	Mesa	18,200	17,300	95
	Montrose	5,700	5,300	93
	Prowers	4,200	3,700	88
	Rio Grande	3,000	2,700	89
	Yuma	3,100	2,900	92
Between 5-24%	NEBRASKA			
	Dawes	3,100	2,900	92
	Kimball	1,900	1,900	98
	Morrill	1,900	1,800	93
	Scotts Bluff	11,600	11,100	95
	SOUTH DAKOTA			
	Fall River	2,400	2,200	94
	Lawrence	5,400	5,100	95
	Meade	4,100	3,900	95
	Pennington	18,600	18,000	97
	WYOMING			
	Goshen	3,600	3,400	95

KWGN-TV, Denver
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	COLORADO			
	Delta	5,660	5,200	92
	El Paso	75,700	73,500	97
	Huerfano	2,200	2,000	89
	La Plata	5,900	5,400	91
	Lincoln	1,600	1,500	94
	Montrose	5,700	5,300	93
	Prowers	4,200	3,700	88
	Rio Grande	3,000	2,700	89
	Summit	900	800	92
	Teller	1,200	1,100	96
	Yuma	3,100	2,900	92
Between 5-24%	NEBRASKA			
	Dawes	3,100	2,900	92
	Morrill	1,900	1,800	93
	Sheridan	2,300	2,200	95
	SOUTH DAKOTA			
	Beadle	6,600	6,300	95
	Butte	2,600	2,500	95
	Fall River	2,400	2,200	94
	Lawrence	5,400	5,100	95
	Meade	4,100	3,900	95
	Pennington	18,600	18,000	97
	WYOMING			
	Goshen	3,600	3,400	95

KBTV, Denver
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	COLORADO—(Continued)			
	Montrose	5,700	5,300	93
	Park	800	700	92
	Yuma	3,100	2,900	92
	NEBRASKA			
	Box Butte	3,300	3,200	95
	Cheyenne	3,400	3,200	95
	Kimball	1,900	1,900	98
	Scotts Bluff	11,600	11,100	95
Between 25-49%	SOUTH DAKOTA			
	Stanley	700	700	93
	Tripp	2,400	2,300	95
	WYOMING			
	Goshen	3,600	3,400	95
	Natrona	17,300	16,600	96
	Platte	2,200	2,000	90
	COLORADO			
	El Paso	75,700	73,500	97
	Huerfano	2,200	2,000	89
	Lincoln	1,600	1,500	94
	Prowers	4,200	3,700	88
	Rio Grande	3,000	2,700	89
	NEBRASKA			
	Dawes	3,100	2,900	92
	Keith	2,900	2,800	97
	Morrill	1,900	1,800	93
	Sheridan	2,300	2,200	95
	SOUTH DAKOTA			
	Beadle	6,600	6,300	95
	Butte	2,600	2,500	95
	Fall River	2,400	2,200	94
	Lawrence	5,400	5,100	95
	Meade	4,100	3,900	95
	Pennington	18,600	18,000	97

KOA-TV, Denver
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	COLORADO—(Continued)			
	Mesa	18,200	17,300	95
	Yuma	3,100	2,900	92
	NEBRASKA			
	Box Butte	3,300	3,200	95
	Cheyenne	3,400	3,200	95
	Keith	2,900	2,800	97
	Kimball	1,900	1,900	98
	Scotts Bluff	11,600	11,100	95
Between 25-49%	SOUTH DAKOTA			
	Stanley	700	700	93
	Tripp	2,400	2,300	95
	WYOMING			
	Goshen	3,600	3,400	95
	Natrona	17,300	16,600	96
	Platte	2,200	2,000	90
	COLORADO			
	Delta	5,600	5,200	92
	El Paso	75,700	73,500	97
	Kit Carson	2,600	2,300	89
	Montrose	5,700	5,300	93
	Prowers	4,200	3,700	88
	Rio Grande	3,000	2,700	89
Between 5-24%	KANSAS			
	Cheyenne	1,600	1,500	95
	NEBRASKA			
	Dawes	3,100	2,900	92
	Morrill	1,900	1,800	93
	Sheridan	2,300	2,200	95
	SOUTH DAKOTA			
	Pennington	18,600	18,000	97

Colorado—Colorado Springs-Pueblo



KKTV

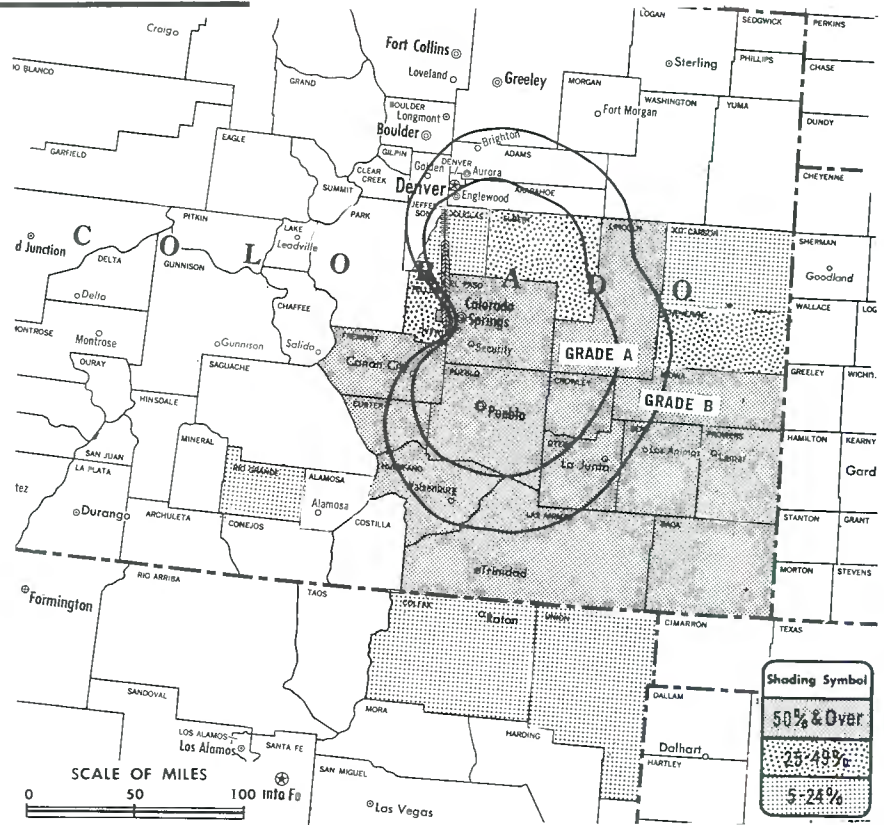
Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 232.6-kw visual, 46.5-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"

Transmitter: Cheyenne Mt.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: AP.
News Film Service: CBS.
Telephone: 303-634-2844.



KKTV Ref: FCC File No. BP-7-2759 Granted 4/27/60

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Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KKTV

Network Service: CBS.
Licensee: Capitol of Colorado Corp., Box 2110, Colorado Springs, Colo. (80901).
Studio: P.O. Box 2110, 3100 N. Nevada Ave., Colorado Springs.
Ownership: Capitol Bcstg. Co. Inc. For other interests, see WJTV, Jackson, Miss.
Began Operation: Dec. 7, 1952. Sale to present owner by Wiliard W. Garvey approved by FCC June 4, 1969 (Television Digest, Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Vol. 3:31).
Represented (sales) by Katz Television; Bob Hix Co. Inc. (Mountain States).
Represented (legal) by Kirkland, Ellis & Rowe.
Represented (engineering) by Edward F. Lorentz & Associates.
Personnel:
GEORGE W. JEFFREY, vice president & general manager.
CHARLES JOHNSON, production manager.
ROBERT BLAUVELT, chief engineer.

DIGEST OF RATE CARD NO. 18A (July 5, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$85.00	\$65.00
	\$32.50					

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO				
	Baca		1,900	1,500	81
	Bent		1,900	1,800	94
	Crowley		1,100	1,100	96
	Custer		400	400	89
	El Paso		75,700	73,500	97
	Fremont		7,300	6,800	93
	Huerfano		2,200	2,000	89
	Kiowa		700	600	89
	Las Animas		5,200	4,600	88
	Lincoln		1,600	1,500	94
	Otero		7,500	7,100	94
	Prowers		4,200	3,700	88
Pueblo		37,100	36,000	97	
Between 25-49%	COLORADO				
	Cheyenne		800	700	89
	Elbert		1,300	1,200	93
	Teller		1,200	1,100	96
Between 5-24%	COLORADO				
	Douglas		2,600	2,600	99
	Kit Carson		2,600	2,300	89
	Rio Grande		3,000	2,700	89
	NEW MEXICO				
Colfax		3,800	3,400	89	
Union		1,700	1,500	87	
Station Totals		163,800	156,100	95	
Net Weekly Circulation (1970-71)				125,600	
Average Daily Circulation (1970-71)				91,100	

Colorado—Pueblo-Colorado Springs



KOAA-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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 (81003).

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

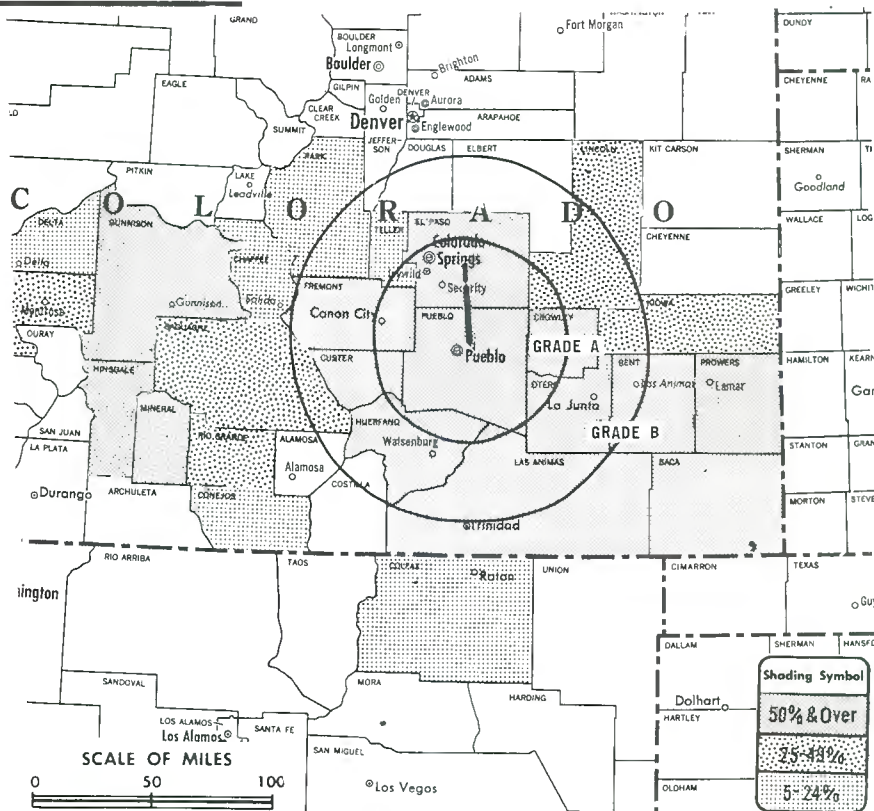
Total Households: ⑤ MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4 b).



KOAA-TV Ref: FCC File No. BMPCT-5334 Granted 7/8/50 ©American Map Co., Inc., N.Y., No. 14244

KOAA-TV

Licensee: Sangre de Cristo Broadcasting Co., P.O. Box 876, Pueblo, Colo. (81002).

Telephone: 303-544-5782.

Ownership: William Grant, pres., 30.445%; Mahlon T. White, v.p., 25.761%; Clifford D. Hendrix, secy.-treas., 5.855% (held jointly with wife Elsie M.); Helen T. White, 25.641%; Howard M. & Cecelia T. Myers, 5.128% jointly; Walter J. & Marjorie L. Predovich, 2.927% jointly; Lester L. & Rosalind H. Ward, 2.927% jointly. Sangre de Cristo Bcstg. also owns KCSJ, Pueblo.

Began Operation: June 29, 1953. Sale to Sangre de Cristo by Metropolitan TV Co. approved by FCC June 6, 1968 (Television Digest, Vol. 8:24). Previous sale by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 by FCC. (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 (sales) by Avery-Knodel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

ROBERT J. McMAHAN, general manager.
JACK SINCLAIR, production & operations manager.
KEN RENFROW, chief engineer.
GERRY OLDFIELD, sales/service manager.
J. PAUL SMITH, news director.
SHARON HALL, traffic director.

DIGEST OF RATE CARD NO. 8
(Jan. 31, 1972)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA	—	—	—	—	—	—
	\$350.00	\$200.00	\$150.00	\$140.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$325.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO				
		Baca	1,900	1,500	81
		Bent	1,900	1,800	94
		Crowley	1,100	1,100	96
		Custer	400	400	89
		El Paso	75,700	73,500	97
		Fremont	7,300	6,800	93
		Gunnison	2,300	2,000	88
		Hinsdale	100	100	98
		Huerfano	2,200	2,000	89
		Las Animas	5,200	4,600	88
		Mineral	300	200	82
		Otero	7,500	7,100	94
	Prowers	4,200	3,700	88	
	Pueblo	37,100	36,000	97	
Between 25-49%	COLORADO				
		Kiowa	700	600	89
		Lincoln	1,600	1,500	94
		Montrose	5,700	5,300	93
		Rio Grande	3,000	2,700	89
	Saguache	1,200	1,100	88	
Between 5-24%	COLORADO				
		Chaffee	3,400	3,100	92
		Conejos	2,000	1,800	90
		Delta	5,600	5,200	92
		Park	800	700	92
	Teller	1,200	1,100	96	
	NEW MEXICO				
	Cofax	3,800	3,400	89	

Station Totals	176,200	167,300	95
Net Weekly Circulation (1970-71)			125,800
Average Daily Circulation (1970-71)			82,500

Colorado—Colorado Springs-Pueblo



KRDO-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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 kHz (ABC).

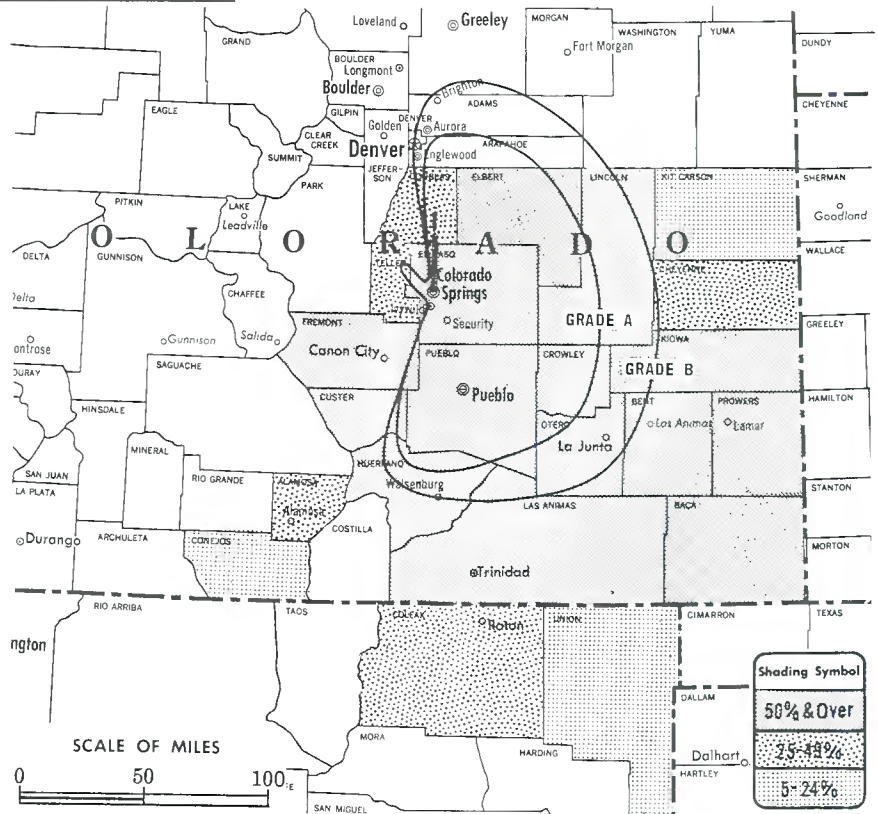
FM Affiliate: KRDO, 96-kw, 95.1 MHz (No. 236), 2010-ft.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KRDO-TV Ref: FCC File No. BPCT-2608 Granted 5/6/59

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

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, Kenehan & Hildreth.

Personnel:

HARRY W. HOTH JR., president.

JAY GARDNER, general manager.

NEIL KLOCKSIEM, sales manager.

DICK BROWN, business manager.

CHARLES UPTON, chief engineer.

DIGEST OF RATE CARD NO. 16 (May 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.
\$400.00 \$240.00 \$170.00 \$145.00 \$100.00* \$100.00* \$58.00*

*Class A—6:30-9:59 p.m.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO				
		Baca	1,900	1,500	81
		Bent	1,900	1,800	94
		Crowley	1,100	1,100	96
		Custer	400	400	89
		Elbert	1,300	1,200	93
		El Paso	75,700	73,500	97
		Fremont	7,300	6,800	93
		Huerfano	2,200	2,000	89
		Kiowa	700	600	89
		Las Animas	5,200	4,600	88
		Lincoln	1,600	1,500	94
		Otero	7,500	7,100	94
	Prowers	4,200	3,700	88	
	Pueblo	37,100	36,000	97	
Between 25-49%	COLORADO				
		Alamosa	3,400	3,100	91
		Cheyenne	800	700	89
		Douglas	2,600	2,600	99
		Teller	1,200	1,100	96
Between 5-24%	NEW MEXICO				
		Colfax	3,800	3,400	89
Between 5-24%	COLORADO				
		Conejos	2,000	1,800	90
		Kit Carson	2,600	2,300	89
	NEW MEXICO				
	Union	1,700	1,500	87	
Station Totals		166,200	158,300	95	
Net Weekly Circulation (1970-71)				127,300	
Average Daily Circulation (1970-71)				90,200	

Colorado—Denver



KBTV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

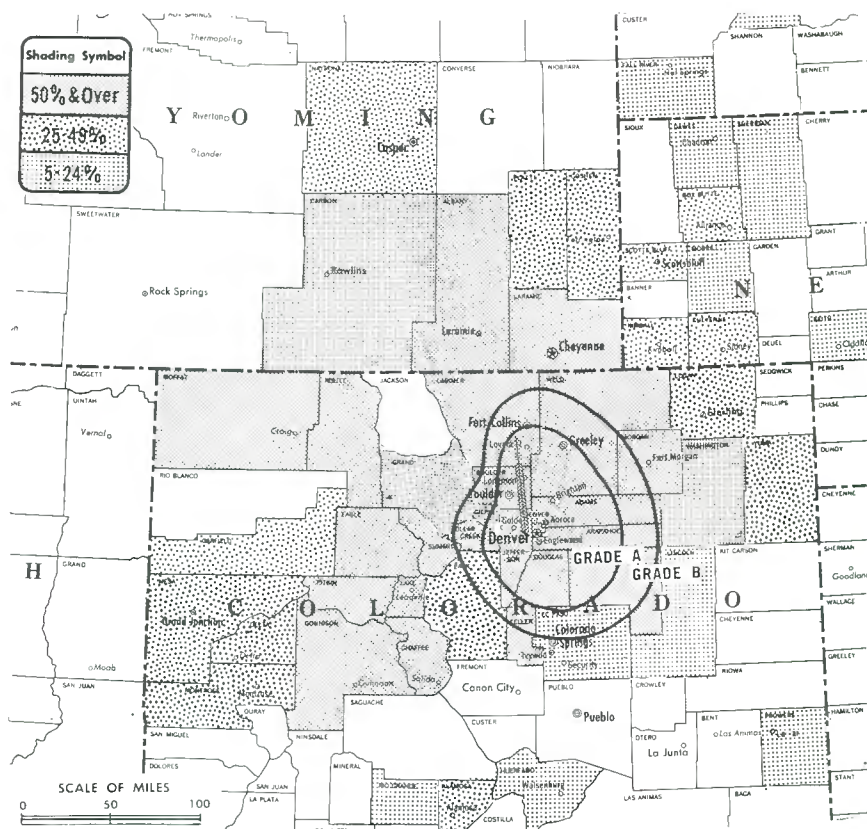
Total Households: 65 MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KBTV Ref: FCC File No. BMPCT-1285 Granted 8/14/53

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

KBTV

Licensee: Combined Communications Corp., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-266-3601. TWX No.: 910-931-2648.

Ownership: See KTAR-TV, Phoenix-Mesa, Ariz.

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). Sale by Mullins Bcstg. to present owner approved by FCC Jan. 26, 1972 (Vol. 11:15, 22:12:5).

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ALVIN G. FLANAGAN, president.
JAMES MOORE, vice president & secretary.
CECIL WALKER, treasurer.
KENNETH W. KING, vice president & general manager.
CHARLES T. LEASURE, program director.
JOE FRANZGROTE, general sales manager.
DICK LEWIS, local sales manager.
DON WHITELEY, director of promotion & advertising.
MAROEE MCKINLAY, public affairs director.
KEN HARMON, production manager.
HERB SCHUBARTH, chief engineer.

DIGEST OF RATE CARD NO. 21 (Aug. 31, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.					
\$1000.00	\$700.00			\$350.00	\$175.00

NETWORK BASE HOURLY RATE: \$1100.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO				
	Adams	53,200	52,400	99	
	Arapahoe	49,900	48,800	98	
	Boulder	44,600	42,400	95	
	Chaffee	3,400	3,100	92	
	Clear Creek	1,700	1,600	94	
	Denver	191,000	183,500	96	
	Douglas	2,600	2,600	99	
	Eagle	2,400	2,100	89	
	Elbert	1,300	1,200	93	
	Gilpin	500	500	94	
	Grand	1,400	1,200	88	
	Gunnison	2,300	2,000	88	
	Jefferson	73,600	72,400	98	
	Lake	2,600	2,400	91	
	Larimer	30,800	29,500	96	
	Moffat	2,100	1,800	88	
	Morgan	6,700	6,500	97	
	Pitkin	2,400	2,000	83	
	Routt	2,300	2,000	86	
	Summit	900	800	92	
Teller	1,200	1,100	96		
Washington	1,800	1,600	91		
Weld	27,900	27,000	97		
SOUTH DAKOTA	Hughes	3,500	3,400	97	
	WYOMING	Albany	8,100	7,400	91
		Carbon	4,400	4,000	91
Laramie		17,600	17,000	97	
Between 25-49%	COLORADO				
	Alamosa	3,400	3,100	91	
	Delta	5,600	5,200	92	
	Garfield	5,300	4,800	91	
	Logan	5,900	5,500	94	
Mesa	18,200	17,300	95		
(Continued on page 121-b)					
Station Totals		771,200	740,600	96	
Net Weekly Circulation (1970-71)			476,900		
Average Daily Circulation (1970-71)			270,500		

Colorado—Denver



KLZ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

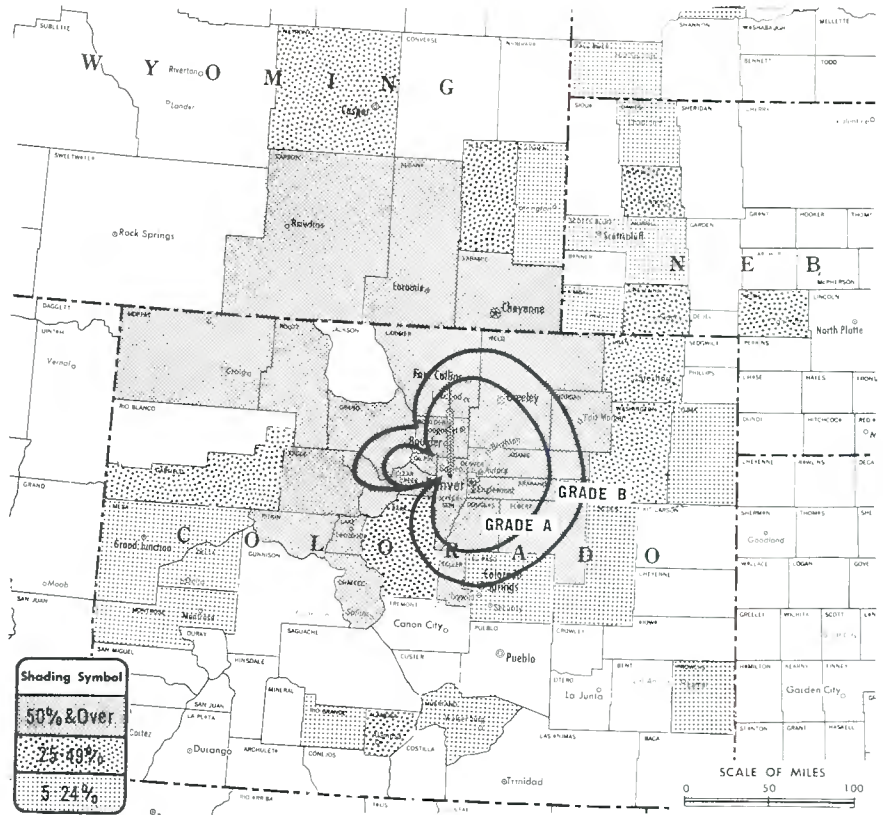
News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

Studio: 123 Speer Blvd.

Represented (legal) by Pierson, Ball & Dowd.



Total Households: ① MST
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KLZ-TV Ref: FCC File No. BAMPCT-1362 Granted 9/15/53

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

KLZ-TV

Licensee: McGraw-Hill Broadcasting Co. Inc., 123 Speer Blvd., Denver, Colo. (80217).

Telephone: 303-292-3456. TWX No.: 303-292-0268.

Ownership: McGraw-Hill Inc. See 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). Sale to present owner by Time-Life Bcst. Inc. approved March 8, 1972 (Vol. 12:10, 11).

Represented (sales) by Katz Television.

Personnel:

HUGH B. TERRY, president & general manager.
SHELDON PETERSON, administrative asst. to president.
JACK TIPTON, manager & director of sales.
BOB HART, general 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. A24 & P17—(Aug. 1, 1970)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:35 p.m., daily.					
\$1000.00	\$600.00	\$325.00	\$300.00*	\$270.00*	\$160.00*

*Class A—6:30-10:35 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	53,200	52,400	99
	Arapahoe	49,900	48,800	98
	Boulder	44,600	42,400	95
	Chaffee	3,400	3,100	92
Clear Creek	1,700	1,600	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Denver	191,000	183,500	96
	Douglas	2,600	2,600	99
	Eagle	2,400	2,100	89
	Elbert	1,300	1,200	93
	Gilpin	500	500	94
	Grand	1,400	1,200	88
	Jefferson	73,600	72,400	98
	Lake	2,600	2,400	91
	Larimer	30,800	29,500	96
	Moffat	2,100	1,800	88
	Morgan	6,700	6,500	97
	Pitkin	2,400	2,000	83
	Routt	2,300	2,000	86
Summit	900	800	92	
Teller	1,200	1,100	96	
Weld	27,900	27,000	97	
WYOMING	Albany	8,100	7,400	91
	Carbon	4,400	4,000	91
	Laramie	17,600	17,000	97
Between 25-49%	COLORADO			
	Alamosa	3,400	3,100	91
	Garfield	5,300	4,800	91
	Logan	5,900	5,500	94
	Park	800	700	92
Washington	1,800	1,600	91	
NEBRASKA	Box Butte	3,300	3,200	95
	Cheyenne	3,400	3,200	95
	Keith	2,900	2,800	97
WYOMING	Natrona	17,300	16,600	96
	Platte	2,200	2,000	90

(Continued on page 121-b)

Station Totals	750,800	721,200	96
Net Weekly Circulation (1970-71)		467,900	
Average Daily Circulation (1970-71)		310,800	

Colorado—Denver

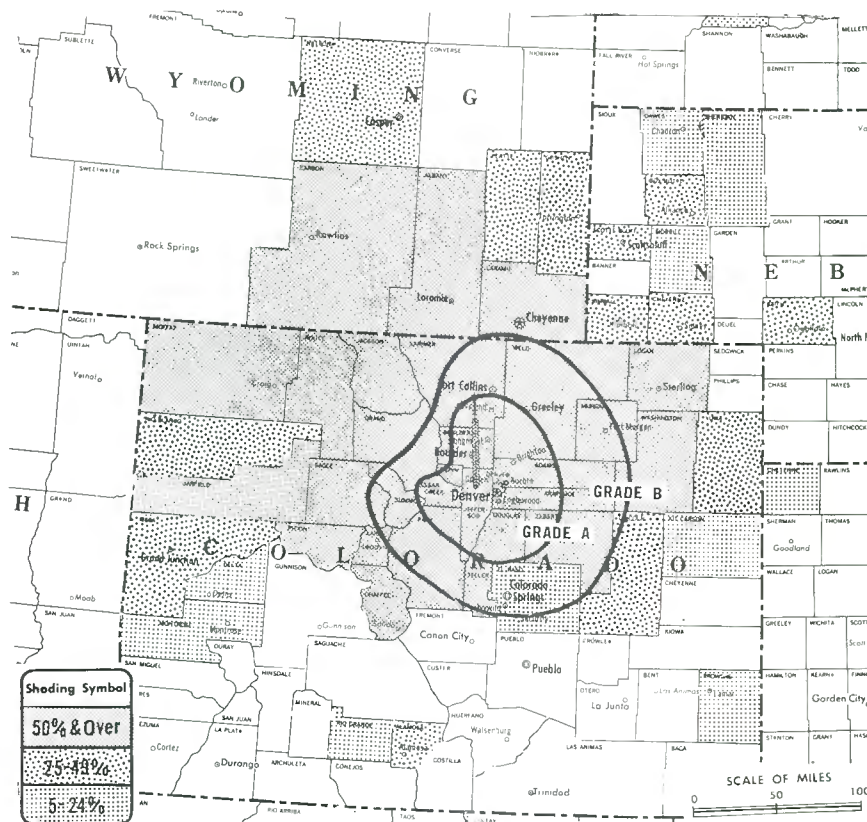


Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

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: AP, UPI.
News Film Service: NBC.
AM Affiliate: KOA, 50-kw, 850 kHz (NBC). FM Affiliate: KOA-FM, 100-kw, 103.5 MHz, 1060-ft.
Represented (engineering) by Kear & Kennedy.

Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
(C) 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KOA-TV Ref: FCC File No. BMPCT-3330 Granted 9/1/55 ©American Map Co., Inc., N.Y., No. 14244

KOA-TV

Licensee: General Electric Bcstg. Co. of Colorado Inc., 1044 Lincoln St., Denver, Colo. (80217).

Studio: 1044 Lincoln St.

Telephone: 303-244-4141. TWX No.: 303-292-3784.

Ownership: General Electric Bcstg. Co. For other interests, see WRGB (TV), Schenectady, N.Y.

Began Operation: Dec. 24, 1953. Sale to General Electric Bcstg. by Metropolitan Television Co. approved by FCC June 5, 1968 (Television Digest, Vol. 8:24). Previous 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.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- A. DONOVAN FAUST, vice president & general manager.
- E. L. CARTWRIGHT, station manager.
- AL PERRY, manager, local sales.
- BILL CAMFIELD, manager, promotion & programs.
- JIM REIMAN, manager, news.
- C. B. TURNER, manager, operations.
- SAM HOUSTON, manager, film.
- BOB MARTIN, manager, sports programs.
- CHUCK MULLER, manager, farm programs.

DIGEST OF RATE CARD NO. 72-1 (Jan. 31, 1972)

Hour	30 Min.	15 Min.	5 Min.	20/30 Sec.
Class A—6-10 p.m., daily.				
\$1150.00	\$750.00	\$675.00	\$450.00	\$450.00*

*A7—Section I.

NETWORK BASE HOURLY RATE: \$1034.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
COLORADO				
	Adams	53,200	52,400	99
	Arapahoe	49,900	48,800	98
	Boulder	44,600	42,400	95
	Chaffee	3,400	3,100	92
	Clear Creek	1,700	1,600	94
	Denver	191,000	183,500	96
	Douglas	2,600	2,600	99
	Eagle	2,400	2,100	89
	Elbert	1,300	1,200	93
	Garfield	5,300	4,800	91
	Gilpin	500	500	94
	Grand	1,400	1,200	88
	Jackson	600	600	93
	Jefferson	73,600	72,400	98
	Lake	2,600	2,400	91
	Larimer	30,800	29,500	96
	Logan	5,900	5,500	94
	Moffat	2,100	1,800	88
	Morgan	6,700	6,500	97
	Park	800	700	92
	Pitkin	2,400	2,000	83
	Routt	2,300	2,000	86
	Summit	900	800	92
	Teller	1,200	1,100	96
	Washington	1,800	1,600	91
	Weld	27,900	27,000	97
SOUTH DAKOTA				
	Hughes	3,500	3,400	97
WYOMING				
	Albany	8,100	7,400	91
	Carbon	4,400	4,000	91
	Laramie	17,600	17,000	97

Between 25-49%	State County	Total Households	TV Households	%
COLORADO				
	Alamosa	3,400	3,100	91
	Lincoln	1,600	1,500	94

(Continued on page 121-b)

Station Totals	750,400	721,000	96
Net Weekly Circulation (1970-71)			472,800
Average Daily Circulation (1970-71)			284,200

Colorado—Denver

KWGN-TV



Ch. 2

Network Service: None, independent.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 440-ft. above ground, 7720-ft. above sea level.

Latitude 39° 43' 59"
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

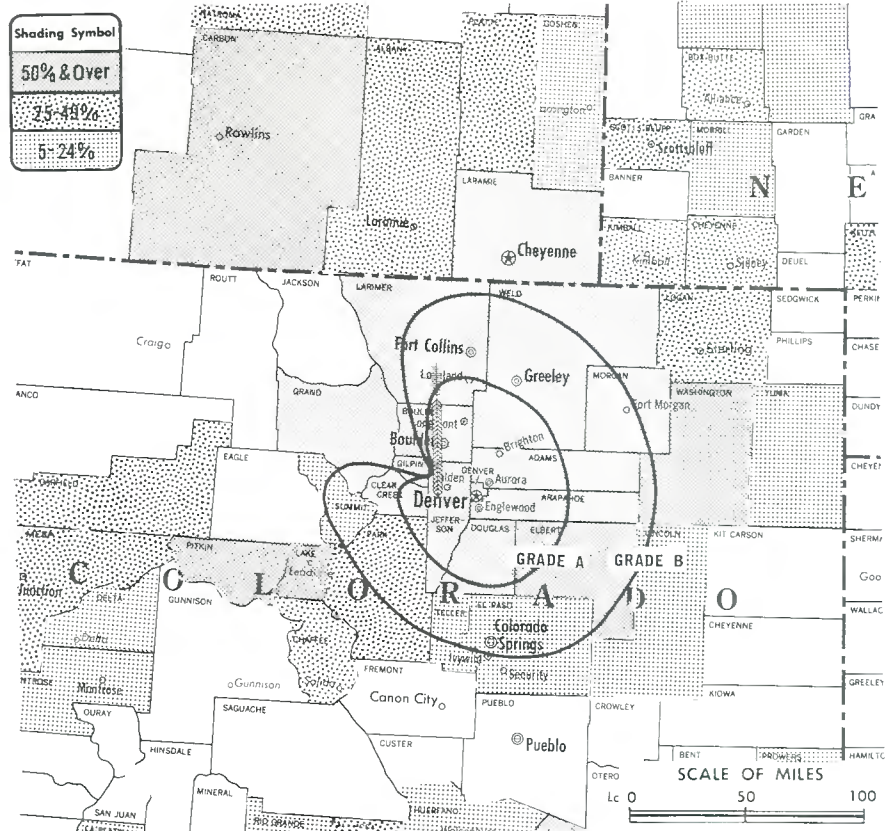
Studio: 550 Lincoln St.

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

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KWGN-TV Ref: FCC No. BPCT-4417 Granted 5/12/71

© American Map 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.

Telephone: 303-222-9525. TWX No.: 910-931-2544.

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 Co.

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

BRUCE C. MAYER, general manager.
E. LEROY OLLIGER, v.p. & program manager.
DON RAYDON, v.p. & chief engineer.
JOHN J. NAGLE, general sales manager.

DIGEST OF RATE CARD NO. 7 (Sept. 1, 1969)

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 \$235.00* \$140.00* \$140.00* \$86.00*

*Section I.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Adams	53,200	52,400	99
	Arapahoe	49,900	48,800	98
	Boulder	44,600	42,400	95
	Clear Creek	1,700	1,600	94
	Denver	191,000	183,500	96
	Douglas	2,600	2,600	99
	Elbert	1,300	1,200	93
	Gilpin	500	500	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grand	1,400	1,200	88
	Jefferson	73,600	72,400	98
	Lake	2,600	2,400	91
	Larimer	30,800	29,500	96
	Las Animas	5,200	4,600	88
	Morgan	6,700	6,500	97
	Pitkin	2,400	2,000	83
	Washington	1,800	1,600	91
	Weld	27,900	27,000	97
	SOUTH DAKOTA			
	Hughes	3,500	3,400	97
WYOMING				
Carbon	4,400	4,000	91	
Laramie	17,600	17,000	97	
Between 25-49%	COLORADO			
	Alamosa	3,400	3,100	91
	Chaffee	3,400	3,100	92
	Garfield	5,300	4,800	91
	Logan	5,900	5,500	94
	Mesa	18,200	17,300	95
	Park	800	700	92
	NEBRASKA			
	Box Butte	3,300	3,200	95
	Cheyenne	3,400	3,200	95
	Keith	2,900	2,800	97
Kimball	1,900	1,900	98	
Scotts Bluff	11,600	11,100	95	
SOUTH DAKOTA				
Stanley	700	700	93	
Tripp	2,400	2,300	95	
WYOMING				
Albany	8,100	7,400	91	
Natrona	17,300	16,600	96	
Platte	2,200	2,000	90	

(Continued on page 121-b)

Station Totals	773,200	742,700	96
Net Weekly Circulation (1970-71)			399,000
Average Daily Circulation (1970-71)			207,300

Colorado—Durango



Ch. 6

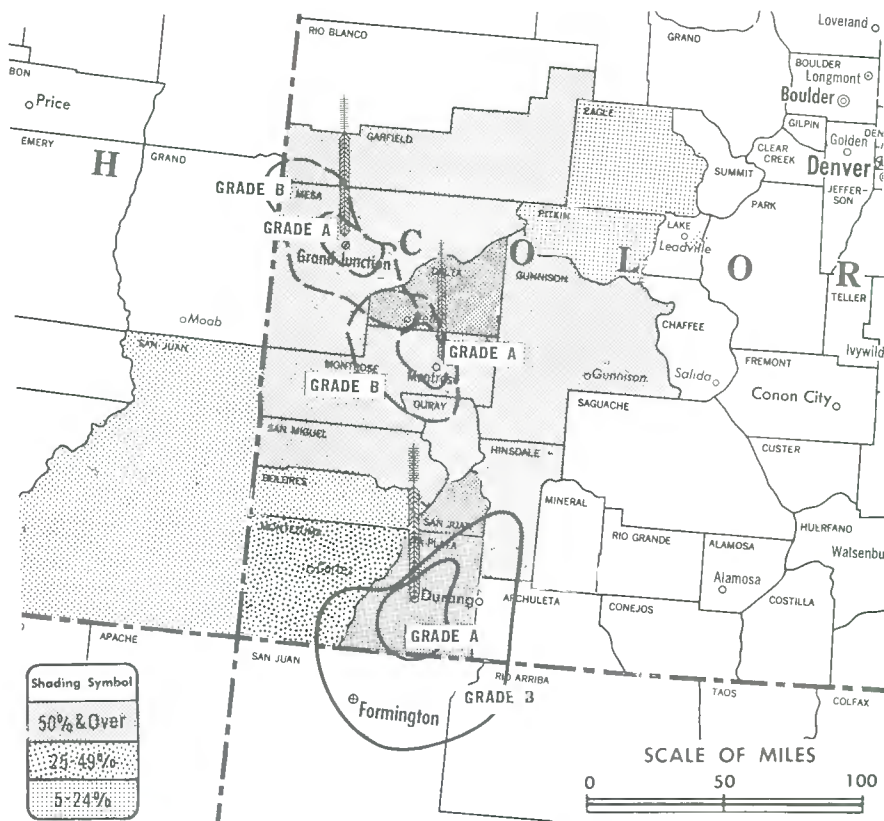
[Satellite of KREX-TV, Grand Junction, Colo.]

Technical Facilities: Channel No. 6 (82-88 MHz). 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 based on ARB study (see page 4-B).

KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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

KREZ-TV

Network Service: Same as KREX-TV.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Studio: West Bldg., Durango.

Telephone: 303-247-0820.

Ownership: XYZ TV Inc. For other interests, 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:

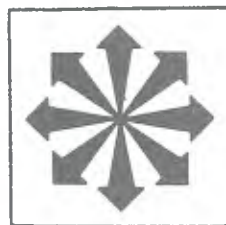
CARL Q. ANDERSON, president & general manager.

Rates: KREZ-TV is sold 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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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Colorado—Grand Junction



[Also operates satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo.]

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

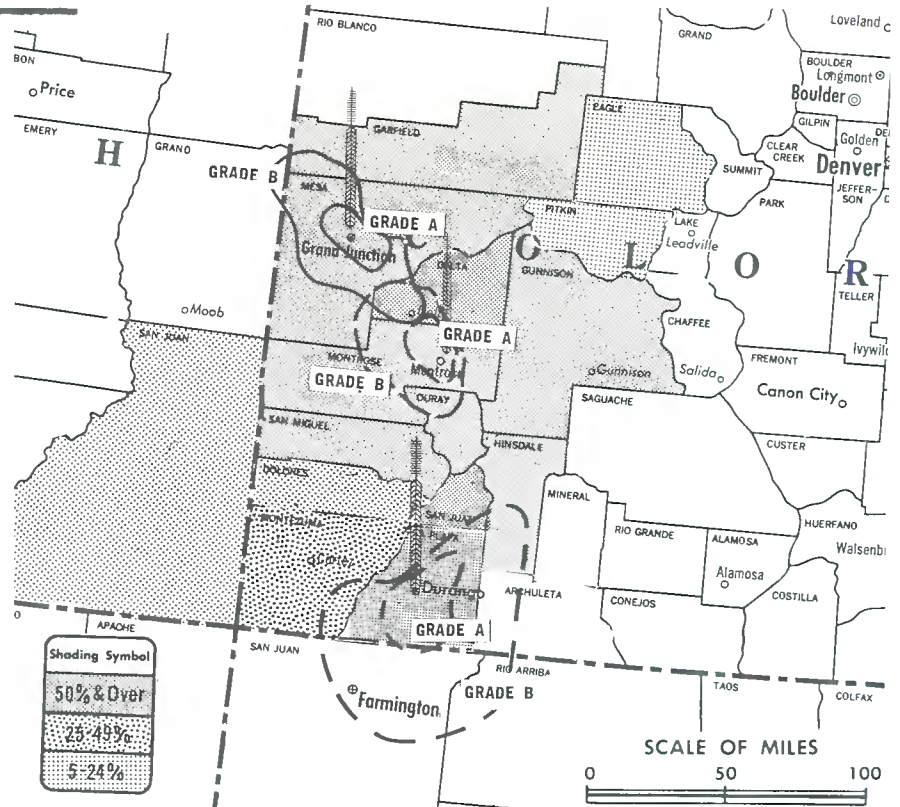
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KREX, 50-kw (10-kw DA night), 1100 kHz (CBS).

FM Affiliate: KREX-FM, 3-kw, 92.3 MHz (No. 222), minus 42-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KREX-TV Ref: FCC File No. BMPCT-3707 Granted 4/20/56
KREY-TV Ref: FCC File No. BPCT-2768 Granted 8/6/60
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. (81501).

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX No.: 303-242-0967.

Ownership: Rex G. Howell, chairman, 9.60%; Carl Q. Anderson, pres., 4%; Lawrence H. Kyte, secy.; Forestville Realty Co., 56.8%; John W. English, 6.3%; Otilie G. English, 8.8%; James B. Donovan, 2.1%; others, none with as much as 3%. Forestville Realty ownership: James R. & William J. Williams and Lawrence H. Kyte, 26.3% each; J. H. Dornheggen, 20%. XYZ TV also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo.

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 H-R Television Inc.; John L. McGuire & Co.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

REX G. HOWELL, chairman of the board.
CARL Q. ANDERSON, president & general manager.
BILL SULLIVAN, sales manager.
JIM MEYER, v.p. & director of engineering.
GROVE THOMAS, program & production dir., film buyer.

DIGEST OF RATE CARD NO. 10—(Jan. 18, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$300.00	\$175.00	\$125.00	\$95.00	\$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: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Delta	5,600	5,200	92
	Garfield	5,300	4,800	91
	Gunnison	2,300	2,000	88
	Hinsdale	100	100	98
	La Plata	5,900	5,400	91
	Mesa	18,200	17,300	95
	Montrose	5,700	5,300	93
	Ouray	500	400	87
	San Juan	300	300	93
San Miguel	600	500	87	
Between 25-49%	COLORADO			
	Montezuma	4,000	3,700	91
Between 5-24%	COLORADO			
	Dolores	400	300	80
	Eagle	2,400	2,100	89
	Pitkin	2,400	2,000	83
NEW MEXICO				
San Juan	13,700	12,200	89	
Station Totals		67,400	61,600	91
Net Weekly Circulation (1970-71)				39,900
Average Daily Circulation (1970-71)				29,800

ARB Data: Figures include satellites KREY-TV, Montrose, and KREZ-TV, Durango, Colo. Map reflects coverage of parent & both satellites.

Colorado—Montrose



Ch. 10

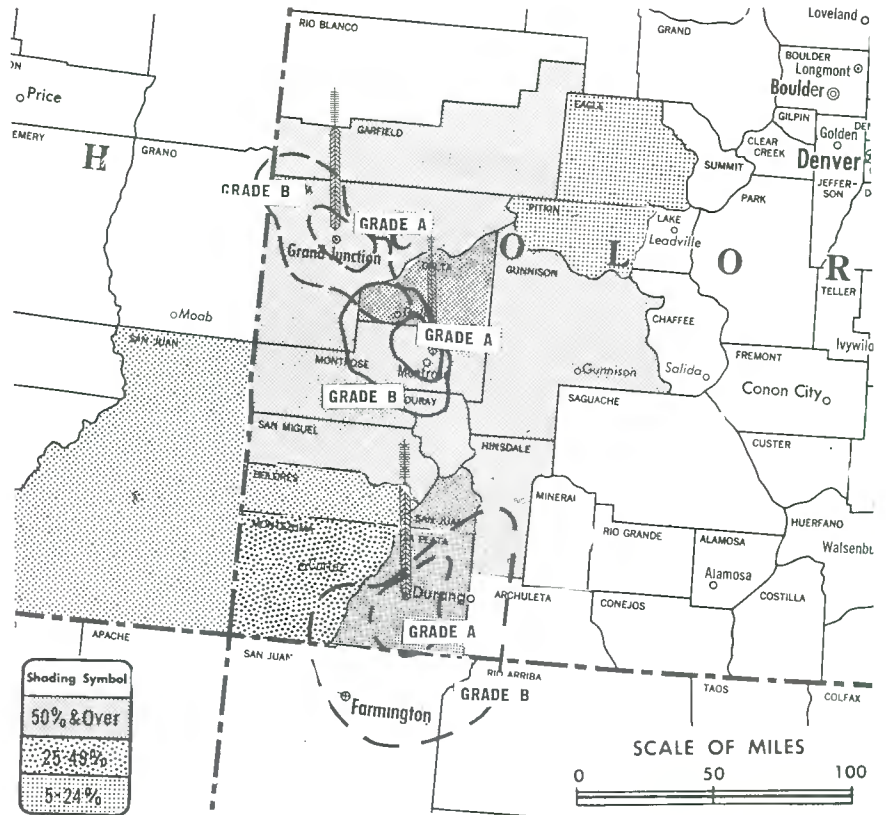
[Satellite of KREX-TV,
Grand Junction]

Technical Facilities: Channel No. 10
(192-198 MHz). 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.



County coverage based on ARB study (see
page 4-b).

KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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

KREY-TV

Network Service: Same as KREX-TV, Grand Junction.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81501).

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 H-R Television; John L. McGuire & Co.
(Denver).

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

CARL Q. ANDERSON, president & general manager.

FRANK BELL, 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.

Colorado—Sterling



KTVS

Ch. 3



[Satellite of KFBC-TV, Cheyenne, Wyo.]

Technical Facilities: Channel No. 3 (60-66 MHz). 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"

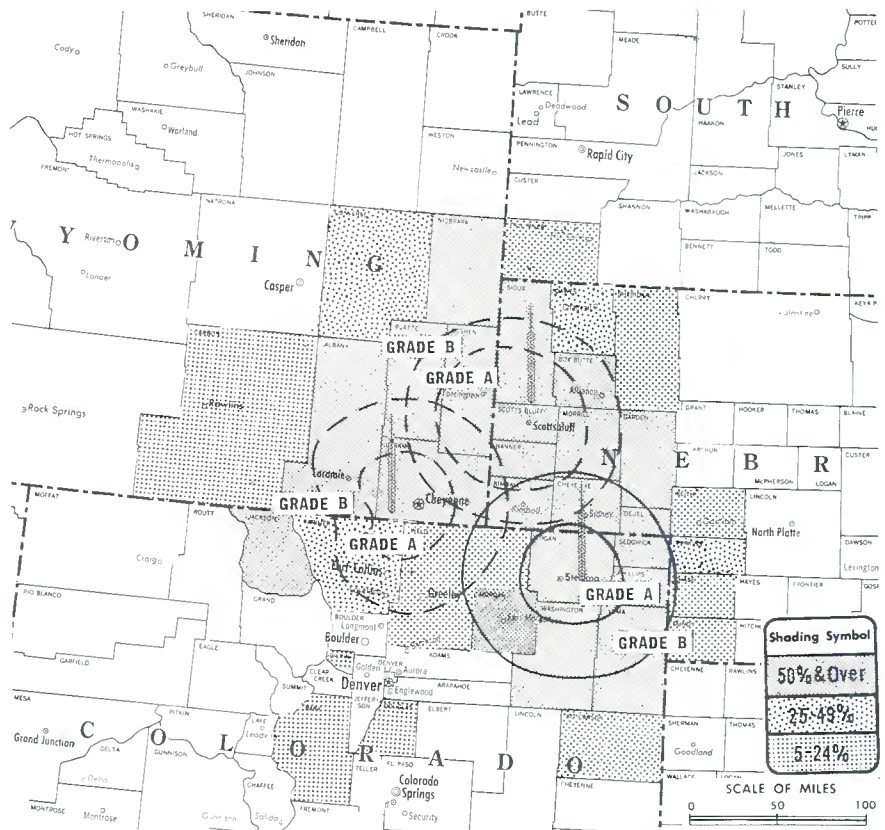
Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

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

News Wire Service: UPI.

News Film Service: CBS.

County coverage based on ARB study (see page 4-b).



KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/63

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

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 H-R Television; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

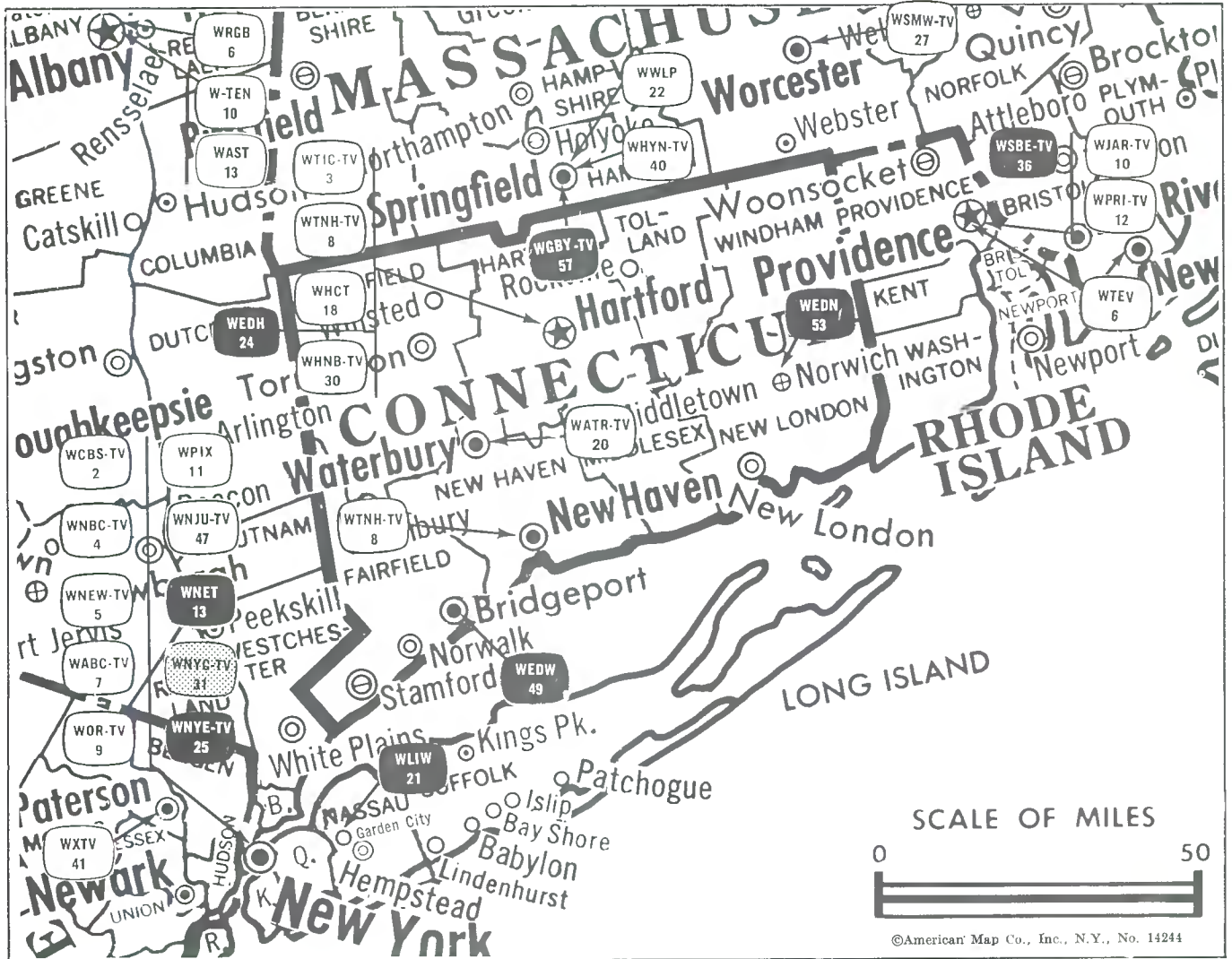
Personnel:

CARL OCCHIPINTI, resident manager.
WILLIAM C. GROVE, executive vice president.
RAY CULLISON, resident engineer.

Rates: Sold 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. Separate rates also available.

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.



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Hartford-New Haven	899,100	12	599,700	21

Connecticut Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	3	3
			8

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Connecticut

State Educational Technical Facilities (Complete Data in Educational Directory)

WEDW Bridgeport

Ch. 49

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 617-kw max. & 380-kw horizontal visual, 123-kw max. & 75.9-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude 41° 16' 46"
Longitude 73° 11' 09"

WEDH Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw

aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude 41° 46' 29"
Longitude 72° 48' 20"

WEDN Norwich

Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. & 316-kw horizontal visual, 56.5-kw max. & 31.6-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"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WHNB-TV & WTNH-TV

Hartford

(Also see New Britain & New Haven)

WHNB-TV New Britain-Hartford (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS Hampden	147,200	143,100	97
	CONNECTICUT New Haven	238,500	232,500	97
Between 5-24%	MASSACHUSETTS Hampshire	35,200	33,800	96

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Connecticut—Hartford

WHCT

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). 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"

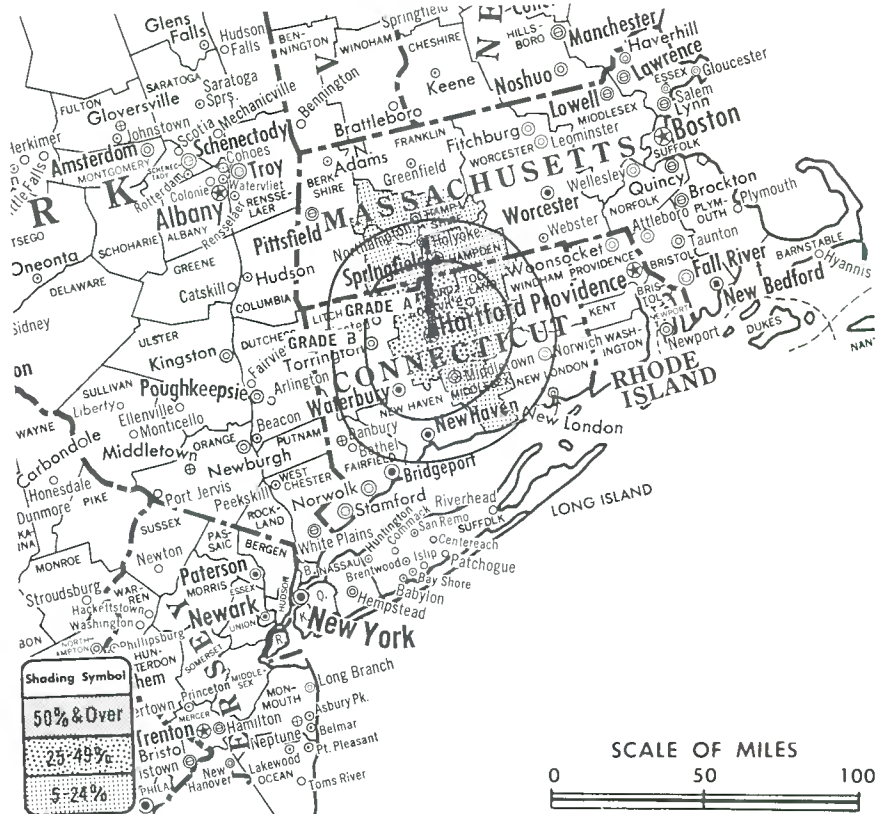
Requests change to 655-kw visual, 65.50-kw aural, 958-ft. above av. terrain, 625-ft. above ground, 1284-ft. above sea level. BPCT-4139.

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

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

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHCT Ref: FCC File No. BXPCT-1890 Granted 5/5/54

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WHCT

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal.

Studio: 555 Asylum St., Hartford.

Telephone: 203-525-2611.

TWX No.: 710-425-6258.

Ownership: A church corp. For officers and other interests, see KHOF-TV, San Bernardino (Los Angeles), Cal.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradin 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). Assignment of license to Faith Center approved Feb. 16, 1972.

Represented (sales) by Savalli/Gates Inc.

Personnel:

WILLIAM C. FINLEY, general manager.
PAUL E. DILLBERG, general sales manager.
HENRY HAMLIN, controller.
ROBERT ANDREWS, program director.
HOWARD FROST, chief engineer.

DIGEST OF RATE CARD NO. 13

(May 4, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.
\$600.00 \$360.00 \$240.00 \$150.00 Graded rates apply*

*Highest rate: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	Hartford	264,900	257,200	97
Between 5-24%	CONNECTICUT			
	Middlesex	36,200	35,000	97
	Tolland	29,900	28,900	97
	MASSACHUSETTS			
Hampden	147,200	143,100	97	
Hampshire	35,200	33,800	96	
Station Totals		513,400	498,000	97
Net Weekly Circulation (1970-71)				133,600
Average Daily Circulation (1970-71)				44,000

Connecticut—Hartford



WTIC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

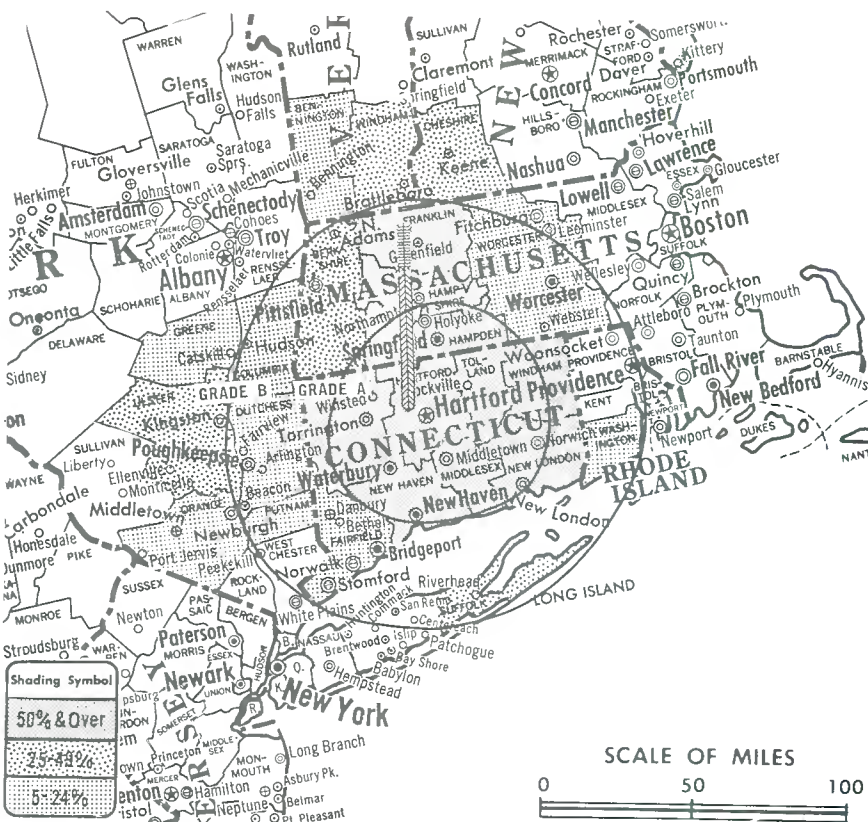
News Wire Service: AP, UPI.

News Film Service: CBS.

AM Affiliate: WTIC, 50-kw, 1080 kHz (NBC).

FM Affiliate: WTIC-FM, 15-kw, 96.5 MHz (No. 243), 810-ft.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-h).



WTIC-TV Ref: FCC File No. BPCT-193 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 Corp., 100%.

Began Operation: Sept. 23, 1957.

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

Represented (legal) by Kirkland, Ellis & Rowe.

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

Personnel:

- LEONARD J. PATRICELLI, president.
- ROBERT S. TYROL, v.p. & general manager.
- KENDALL SMITH, v.p. & station manager.
- G. WOODRUFF SLOAN, general sales manager.
- EUGENE J. MURIATY, v.p., promotion & research.
- RICHARD AHLES, v.p., public affairs.
- HARLEY P. PARK, asst. treasurer & comptroller.
- HAROLD A. DORSCHUG, dir., engineering research & development.
- GEORGE BOWE, v.p., special programs.
- STEPHEN J. MYERS, chief engineer.
- WILLIAM DWYER, program manager.
- ERNEST N. OLIVIERI, chief film editor.

DIGEST OF RATE CARD NO. 16—(June 29, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7:30-11:15 p.m., Mon.-Fri.; 6:30-11:15 p.m., Sat.;
6-11:15 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 Households	%
50% & Over	CONNECTICUT			
	Hartford	264,900	257,200	97
	Litchfield	47,700	46,100	97
	Middlesex	36,200	35,000	97
	New Haven	238,500	232,500	97
	New London	70,600	67,800	96
	Tolland	29,900	28,900	97
	Windham	28,100	27,100	96
	MASSACHUSETTS			
	Franklin	20,000	18,900	94
Hampden	147,200	143,100	97	
Hampshire	35,200	33,800	96	
Between 25-49%	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95
	NEW YORK			
Suffolk East	91,600	89,700	98	
Ulster	45,300	42,700	94	
VERMONT				
Windham	11,000	10,100	92	
Between 5-24%	CONNECTICUT			
	Fairfield	251,800	246,300	98
	MASSACHUSETTS			
	Worcester	198,800	193,800	97
	NEW YORK			
	Columbia	16,800	16,100	96
	Dutchess	63,800	61,100	96
	Greene	11,100	10,700	96
	Orange	67,900	65,200	96
	Putnam	17,300	16,700	97
RHODE ISLAND				
Washington	23,600	22,900	97	
VERMONT				
Bennington	9,700	9,300	95	
Station Totals		1,790,800	1,736,500	97
Net Weekly Circulation (1970-71)				899,100
Average Daily Circulation (1970-71)				600,900

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*Check ARB and NSI television audience estimates for the efficient distribution of audience in Connecticut and western Massachusetts which characterizes WTIC-TV. All estimates are subject to qualifications, available on request.

WTIC  TV3

HARTFORD, CONNECTICUT

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

Connecticut—New Haven-Hartford



WTNH-TV



(formerly WNHC-TV)
Ch. 8

Technical Facilities: Channel No. 8
(180-186 MHz). 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"

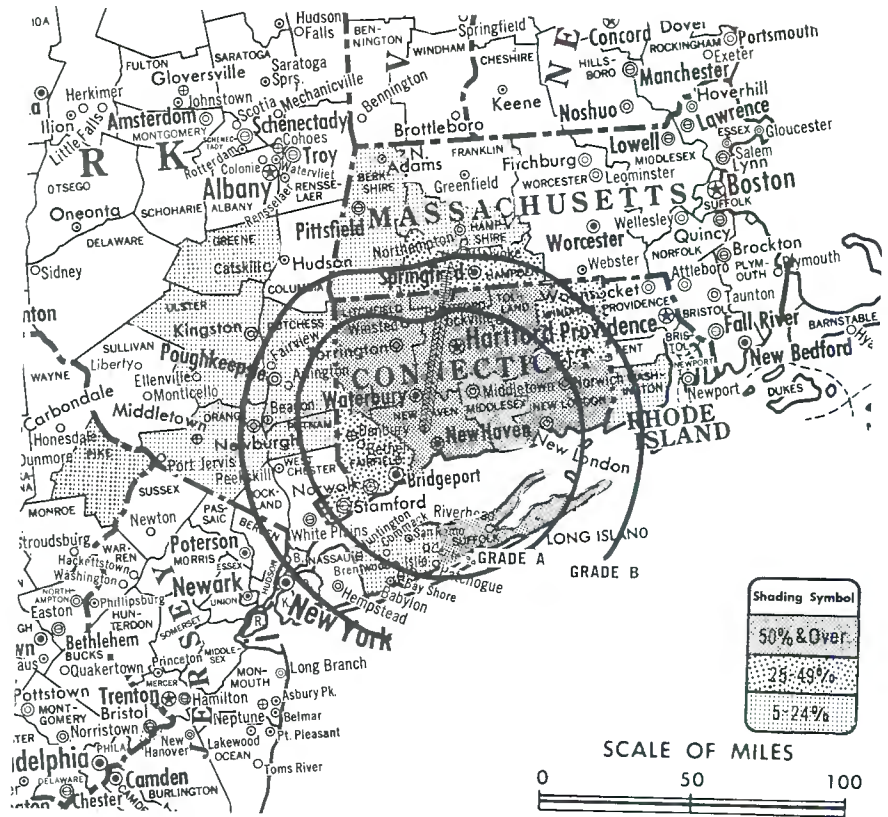
Transmitter: Downes Rd. & Hoadley
Rd., Mad Mare Mt., Hamden,
Conn.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).



WTNH-TV Ref: FCC File No. BPCT-3433 Granted 7/21/65

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

WTNH-TV

Network Service: ABC.

Licensee: Capital Cities Broadcasting Corp., 24 E. 51st St., New
York, N.Y. (10022).

Studio & General Offices: 135 College St., New Haven, Conn.
(06510).

Telephone: 203-777-3611. TWX No.: 710-465-1193.

Ownership: Capital Cities Broadcasting Corp. For other interests
see Group Ownership of TV Stations.

Began Operation: June 15, 1948. Sale to present owners by Tri-
angle Publications approved by FCC Feb. 24, 1971. Previous
sale 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 Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

PETER K. ORNE, vice president & general manager.
NORMAN R. CISSNA, general sales manager.
BRUCE LAWRENCE, local sales manager.
MALCOLM D. POTTER, program manager.
CARMINE IANNUCCI, chief engineer.
WILLIAM ELLISON, director, public affairs & news.
SAM P. MASTRO, business manager.
RICHARD WILLIAMS, news director.

DIGEST OF RATE CARD NO. 71-1—(Aug. 30, 1971)


Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6 p.m.-midnight, daily.	\$2400.00	\$1560.00			\$700.00*	\$350.00*

*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$2250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Hartford	264,900	257,200	97
	Litchfield	47,700	46,100	97
	Middlesex	36,200	35,000	97
	New Haven	238,500	232,500	97
	New London	70,600	67,800	96
	Tolland	29,900	28,900	97
	NEW YORK			
	Suffolk East	91,600	89,700	98
Between 25-49%	CONNECTICUT			
	Fairfield	251,800	246,300	98
	Windham	28,100	27,100	96
	MASSACHUSETTS			
	Hampden	147,200	143,100	97
Between 5-24%	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	Hampshire	35,200	33,800	96
	NEW YORK			
	Dutchess	63,800	61,100	96
	Greene	11,100	10,700	96
	Orange	67,900	65,200	96
	Putnam	17,300	16,700	97
	Suffolk West	222,100	217,400	98
	Ulster	45,300	42,700	94
PENNSYLVANIA				
Pike	4,300	4,000	93	
RHODE ISLAND				
Washington	23,600	22,900	97	
Station Totals		1,744,800	1,694,400	97
Net Weekly Circulation (1970-71)			738,500	
Average Daily Circulation (1970-71)			413,300	

Connecticut—New Britain-Hartford

WB **WHNB-TV** 
Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1220-kw max. and 790-kw horizontal visual, 122-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.

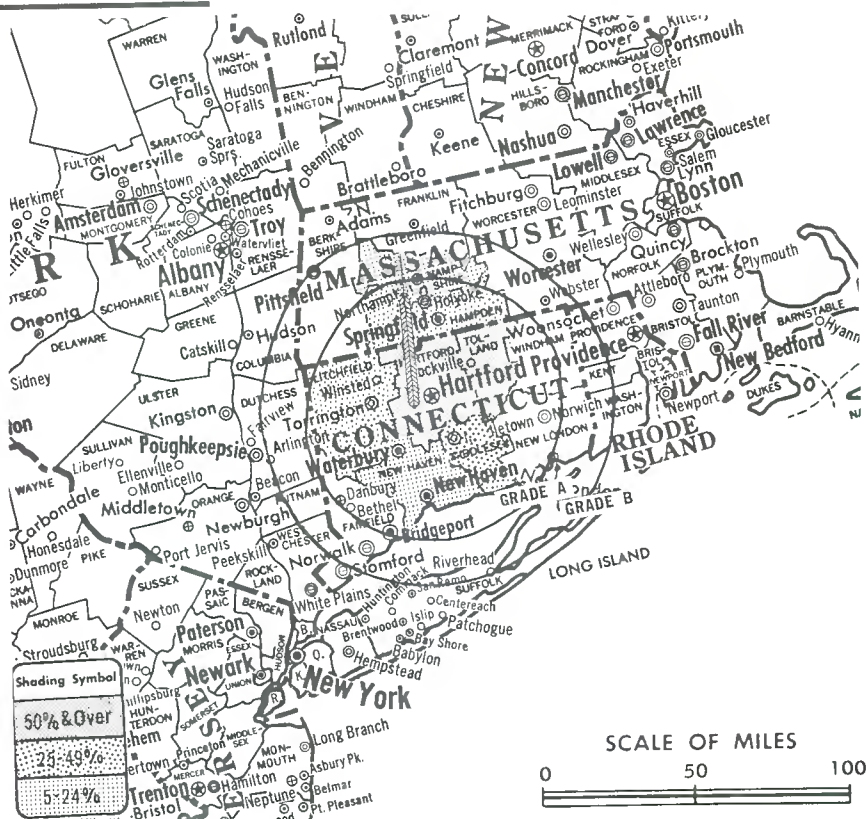
News Film Service: NBC.

Studio: 1422 New Britain Ave., W. Hartford.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Adair.

Total Households: © M&T
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHNB-TV Ref: FCC File No. BPC-3817 Granted 9/28/66 ©American Map Co., Inc., N.Y., No. 1424

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 Inc.; Kettell-Carter (New England); Andy McDermott (Canada).

Personnel:

HERBERT SCHEFTEL, president.
ELMER BALABAN, vice president.
CECILE BURGER, vice president.
HARRY BALABAN, treasurer.
ROBERT W. BRAY, v.p. & general manager.
RAYMOND PETROFSKY, controller & asst. treas.
JACK FOX, general sales manager.
JOHN PALMER, program manager.
PHILIP B. HALE, program operations.

HOWARD WRY, promotion director.
ROBERT DOUGLAS, news director.
WILLIAM CANORA, chief engineer.

DIGEST OF RATE CARD NO. 18—(Aug. 30, 1970)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-10:59 p.m., daily.	\$800	\$480	\$320	\$275	\$345	\$270
				\$173		

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT	264,900	257,200	97
	Hartford	29,900	28,900	97
Between 25-49%	CONNECTICUT	47,700	46,100	97
	Litchfield	36,200	35,000	97

(Continued on page 134-b)

Station Totals	799,600	776,600	97
Net Weekly Circulation (1970-71)			365,200
Average Daily Circulation (1970-71)			219,800



Connecticut—Waterbury



WATR-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). 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"

Holds CP for change to 300-kw max. & 151-kw horizontal visual, 30-kw max. & 16.7-kw horizontal aural. BPCT-4411.

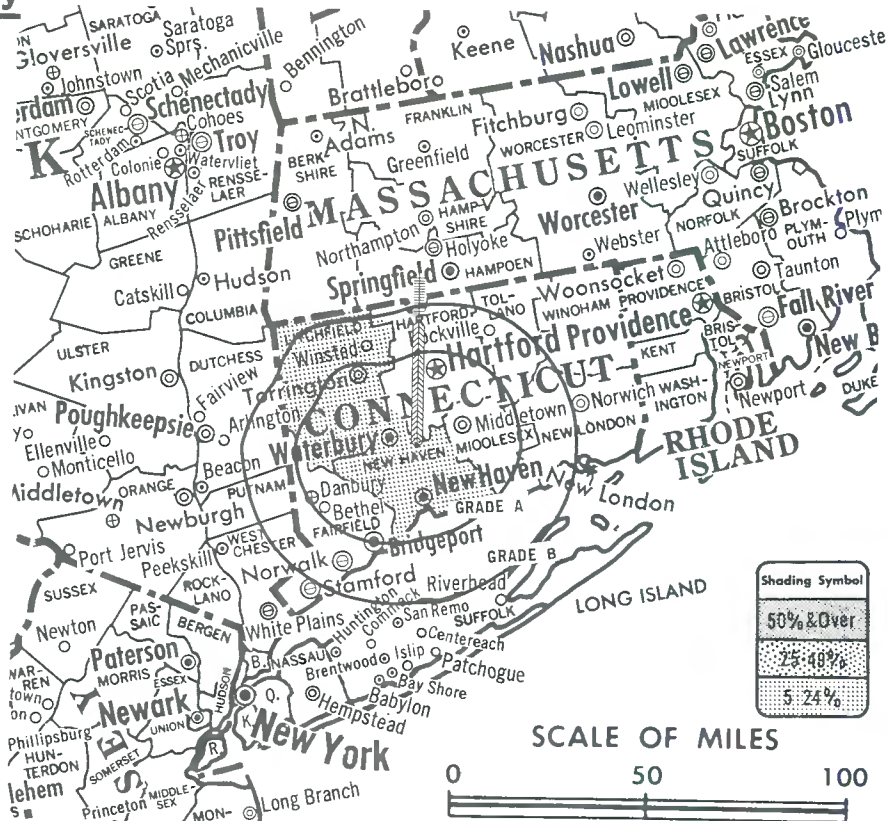
Transmitter: Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, Conn.

Color: Network only. News Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kHz (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 MHz (No. 223), 750-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
Country coverage based on ARB study (see page 4-b).



WATR-TV Ref: FCC File No. BPCT-3281 Granted 5/5/64
CP: BPCT-4411 Granted 3/22/71

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WATR-TV

Licensee: WATR Inc., 440 Meadow St., Waterbury, Conn. (06702).

Studio: 440 Meadow St.

Telephone: 203-755-1121.

Ownership: Mrs. Harold Thomas, pres. 99%. Mrs. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by AAA Representatives; Kettell-Carter Inc. (New England).

Represented (engineering) by Jules Cohen & Associates.

Personnel:

B. PRESTON GILMORE, vice president.
ROBERT HOLCZER, manager & program director.
KEN WHORLEY, chief engineer.

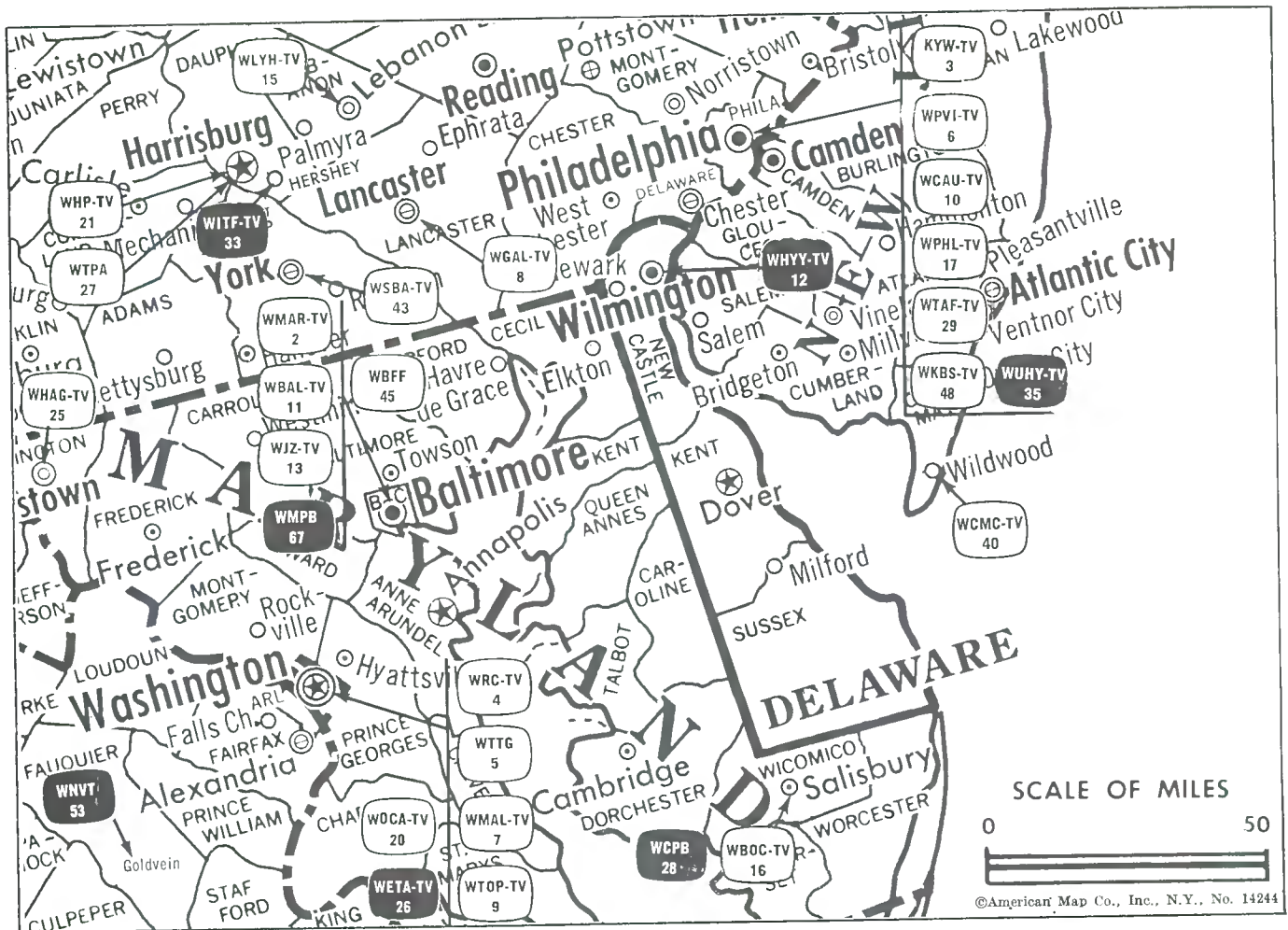
DIGEST OF RATE CARD NO. 2R—(July 1, 1970)

Hour 30 Min. 15 Min. Min. 30 Sec. 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* \$45.00* \$35.00*

*Class AA—7:29-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CONNECTICUT			
	Litchfield	47,700	46,100	97
	New Haven	238,500	232,500	97
Station Totals		286,200	278,600	97
Net Weekly Circulation (1970-71)			40,500	
Average Daily Circulation (1970-71)			15,400	



Delaware Station Status as of March 15, 1972

	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

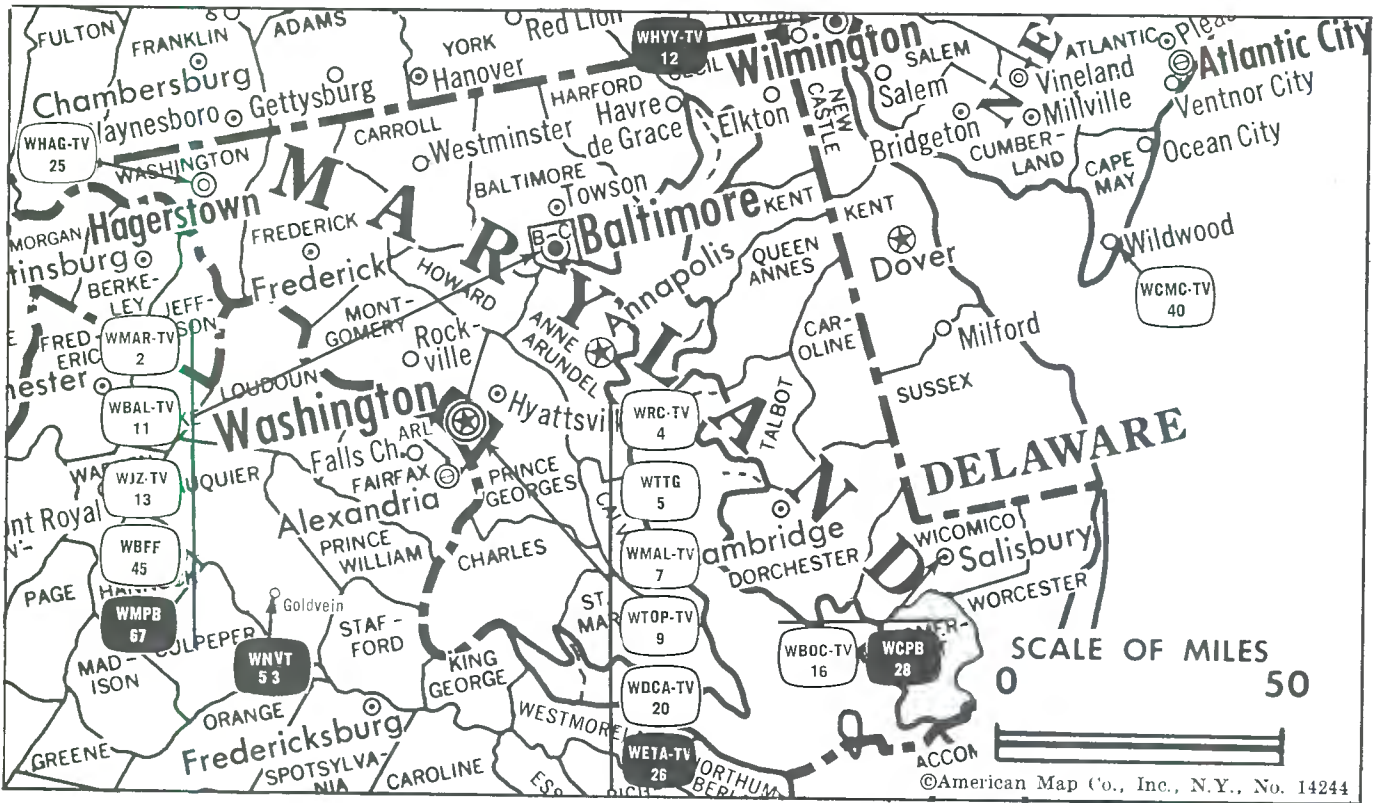
Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 309-kw visual, 30.9-kw aural. Antenna: 960-ft. above av. terrain, 1022-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 30"
Longitude 75° 14' 24"

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District of Columbia



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Washington, D.C.	1,306,300	8	1,168,700	9

District of Columbia Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	4	1	5
Educational Television Stations	0	1	1
			6

For Construction Permits & Applications

See Services Volume

State Educational Technical Facilities

(Complete Data in Educational Directory)

WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational Telecommunications Assn. Inc., 2600 4th St. NW, Washington, D.C. (20001).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1100-kw max. and 794-kw horizontal visual, 219-kw max. and 158-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"

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
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District of Columbia—Washington

WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 4000-kw max. & 3090-kw horizontal visual, 400-kw max. & 309-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, live, film, slide & tape.

News Wire Service: UPI.

Studio: 5202 River Rd.

Telephone: 301-654-2600.

TWX No.: 710-824-9608.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
Continuity coverage based on ARB study (see page 4-b).



WDCA-TV Ref: FCC File No. BPCT-4374 Granted 10/5/70

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

WDCA-TV

Grantee: Channel 20 Inc., 5202 River Rd., Washington, D.C. (20016).

Ownership: Superior Tube Co., Clarence E. Warden Jr., chmn., 18.8%; Paul E. Kelly, pres., 1.9%; Richard H. Gabel, v.p., 10.2%; Charles E. Pugh, secy.-treas., .03%; Cross & Co., 32.8%; Virginia D. Gabel, 10.1%; others, none with as much as 4%.

Began Operation: April 20, 1966. Sale to present owner by Milton Grant & assoc. approved by FCC May 7, 1969 (Television Digest, Vols. 8:50, 9:19).

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

MILTON GRANT, vice president & general manager.
DEAN HINSON, sales manager.
JIM REID, program director.
DON A. DOUGHTY, director of engineering.
LES CORUM, operations & promotion manager.
RICHARD HERBST, business manager.

DIGEST OF RATE CARD NO. 8—(Sept. 1, 1971)

Hour	30 Min.	15 Min.	30 Sec.	ID	
Class A—4 p.m.-sign-off, Mon.-Fri.; sign-on-sign-off, Sat.-Sun.	\$800.00	\$450.00	\$250.00	\$100.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	DISTRICT OF COLUMBIA				
		District of Columbia	268,000	257,100	96
	MARYLAND				
		Allegany	28,600	27,600	97
		Charles	13,000	12,500	96
		Montgomery	166,400	163,900	99
		Prince Georges	206,700	203,900	99
	VIRGINIA				
		Fairfax	146,300	144,200	99
		Loudoun	11,300	10,800	95
	Prince William	29,700	29,000	98	

(Continued on page 147-b)

Station Totals	1,825,500	1,779,700	97
Net Weekly Circulation (1970-71)			361,000
Average Daily Circulation (1970-71)			131,100

THERE'S A NEW WORLD POWER IN WASHINGTON.



WDCA-TV

Now With The World's Most Powerful TV Transmitter.

WDCA-TV has boosted its effective radiated power from one to FOUR million watts, using a revolutionary 220 kilowatt transmitter. WDCA-TV, the real innovator in Washington—FIRST with the world's only free standing candelabra tower, and the city's tallest... FIRST with Broadcasting's pace-setting video-cartridge tape machine... and now, the world's most powerful TV transmitter. WDCA-TV covers the market equal to, if not better than, any VHF signal. MORE power to the people!

District of Columbia—Washington



WMAL-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-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"

Holds CP for change to 780-ft. above av. terrain, 640-ft. above ground, 1050-ft. above sea level, lat. 38° 57' 01", long. 77° 04' 47", transmitter to 4001 Brandywine St. N.W. BPCT-3914.

Transmitter: American University Campus.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: ABC.

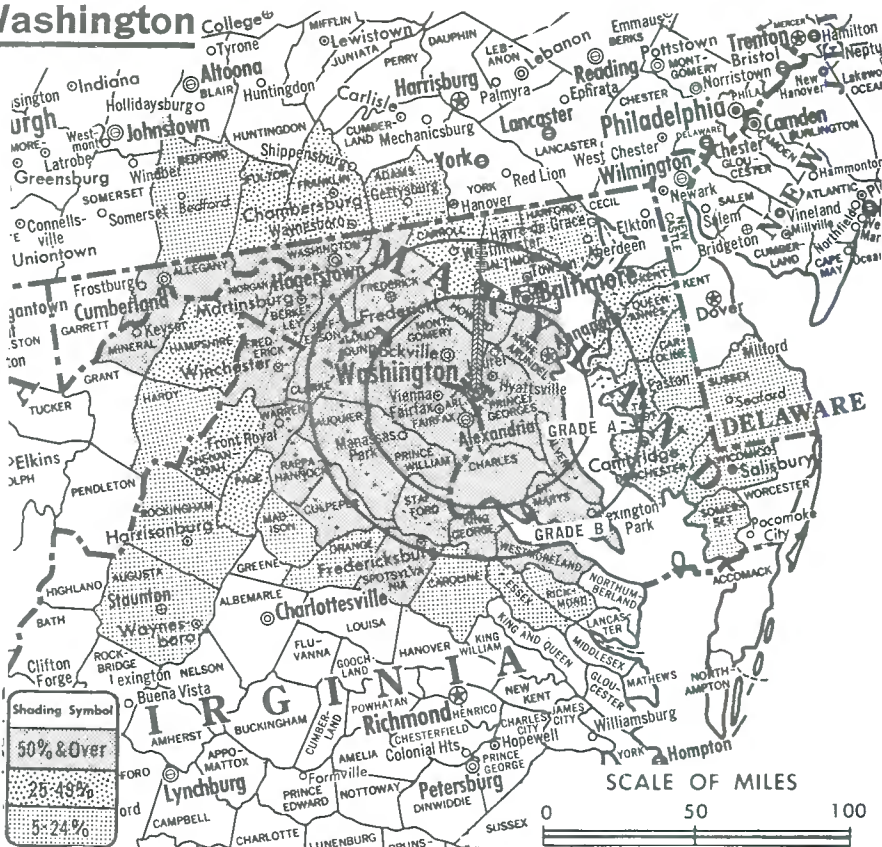
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMAL-TV Ref: FCC File No. MBPCT-4278 Granted 11/5/56
CP: BPCT-3914 Granted 2/8/71

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WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington, D.C. (20008).

Studio: 4461 Connecticut Ave., N.W.

Telephone: 202-686-3000. TWX No.: 710-822-9505.

AM Affiliate: WMAL, 5-kw, 630 kHz (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 MHz (No. 297), 400-ft.

Ownership: Washington Star Communications Inc., 100%; publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Richard S. Stakes, exec. v.p.; Andrew M. Ockershausen, v.p. bcstg.; Paul W. Freas, asst. treas. Also owns WLVA-TV, Lynchburg, Va. (WLVA) and WCIV (TV), Charleston, S.C.

Began Operation: Oct. 3, 1947.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Hogan & Hartson.

Personnel:

THOMAS B. COOKERLY, television manager.
FRED BARBER, broadcast operations manager.
STANLEY M. PEDERSON, advertising manager.
LEONARD R. DEIBERT, news manager.
THEODORE F. SORRELLS, chief engineer.
WILLIAM G. BRANCH, general sales manager.
BOB FINKE, local sales manager.
JULES HUBER, regional sales manager.

DIGEST OF RATE CARD NO. 26 (Jan. 4, 1971)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., daily.	\$2100.00	\$1500.00	\$1700.00*	\$850.00*	\$680.00*	\$425.00*

*Class A1.

NETWORK BASE HOURLY RATE: \$2100.

For U.S. TV Call Letters, see page 7-b

Net Weekly Circulation	State County	Total Households	TV Households	%
DISTRICT OF COLUMBIA				
	District of Columbia	268,000	257,100	96
MARYLAND				
	Allegany	28,600	27,600	97
	Anne Arundel	85,400	83,800	98
	Calvert	5,900	5,600	95
	Charles	13,000	12,500	96
	Frederick	25,600	24,900	97
	Howard	18,200	17,800	98
	Montgomery	166,400	163,900	99
	Prince Georges	206,700	203,900	99
	St Marys	12,500	12,100	97
	Washington	33,400	32,400	97
VIRGINIA				
	Arlington	114,200	111,700	98
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	King George	2,200	2,100	95
	Loudoun	11,300	10,800	95
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	93
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Warren	5,100	4,800	94
	Westmoreland	4,000	3,700	91
WEST VIRGINIA				
	Berkeley	11,900	11,500	97
	Jefferson	6,400	6,200	96
	Mineral	7,500	7,100	95
	Morgan	2,800	2,700	95

(Continued on page 147-b)

Station Totals	2,025,400	1,970,800	97
Net Weekly Circulation (1970-71)		1,118,100	
Average Daily Circulation (1970-71)		597,000	

District of Columbia—Washington



WRC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

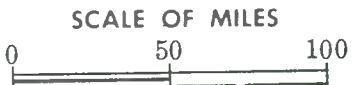
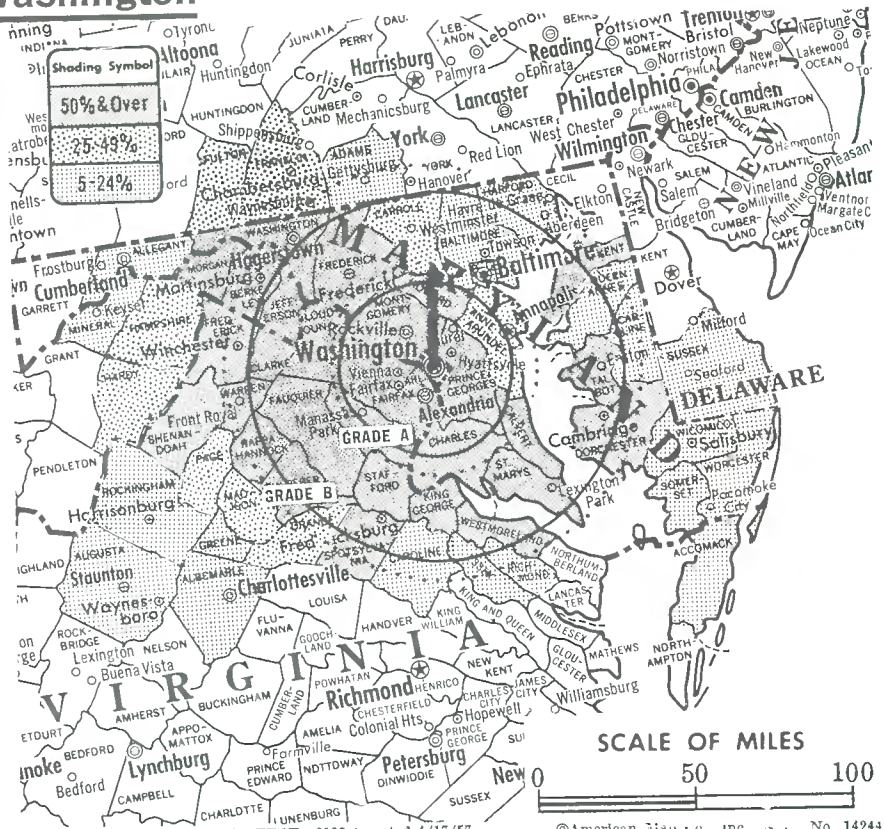
Holds CP for change to 770-ft. above av. terrain, 655-ft. above ground, 1045-ft. above sea level, lat. 38° 56' 23", long. 77° 04' 54", transmitter to 70-ft. from present site. BPCT-4437.

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 kHz (NBC).
FM Affiliate: WRC-FM, 20-kw, 93.9 MHz (No. 230), 480-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WRC-TV Ref: FCC File No. BPCT-2103 Granted 4/17/57
CP: BPCT-4437 Granted 10/18/71
© American Map Co., Inc., N.Y., 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:

- TOM E. PARO, vice president & general manager.
- NOYES SCOTT, station manager.
- MIKE ELLIOT, local sales manager.
- SHERMAN HILDRETH, director of operations.
- RICHARD K. A'HEARN, program manager & film buyer.
- ROBERT ADAMS, production manager.
- WILLIAM WALSH, business affairs manager.
- NED RYAN, mgr., advertising, promotion & public relations.
- BURTON BRIDGENS, mgr., community affairs & bcstg. standards.
- THOMAS HOUGHTON, director, news.

DIGEST OF RATE CARD NO. 29A—(April 6, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11:30 p.m., daily.	\$2200	\$1600		\$1300*	\$1100*	\$575*

*IA—7:28-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Households	%
DISTRICT OF COLUMBIA				
	District of Columbia	268,000	257,100	96
50% & Over	MARYLAND			
	Calvert	5,900	5,600	95
	Charles	13,000	12,500	96
	Dorchester	9,800	9,300	95

(Continued on page 148-b)

Station Totals	2,055,400	1,998,300	97
Net Weekly Circulation (1970-71)			1,095,600
Average Daily Circulation (1970-71)			611,800

Cable Television

Management and Engineering Consultants

Malarkey, Taylor & Associates

1225 Connecticut Ave.,
Washington, D. C.
20036
(202) 223-2345

District of Columbia—Washington



WTOP-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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"

Holds CP for change to 780-ft. above av. terrain, 640-ft. above ground, 1050-ft. above sea level, lat. 38° 57' 01", long. 77° 04' 47", transmitter to 100-ft. N of present site. BPCT-4390.

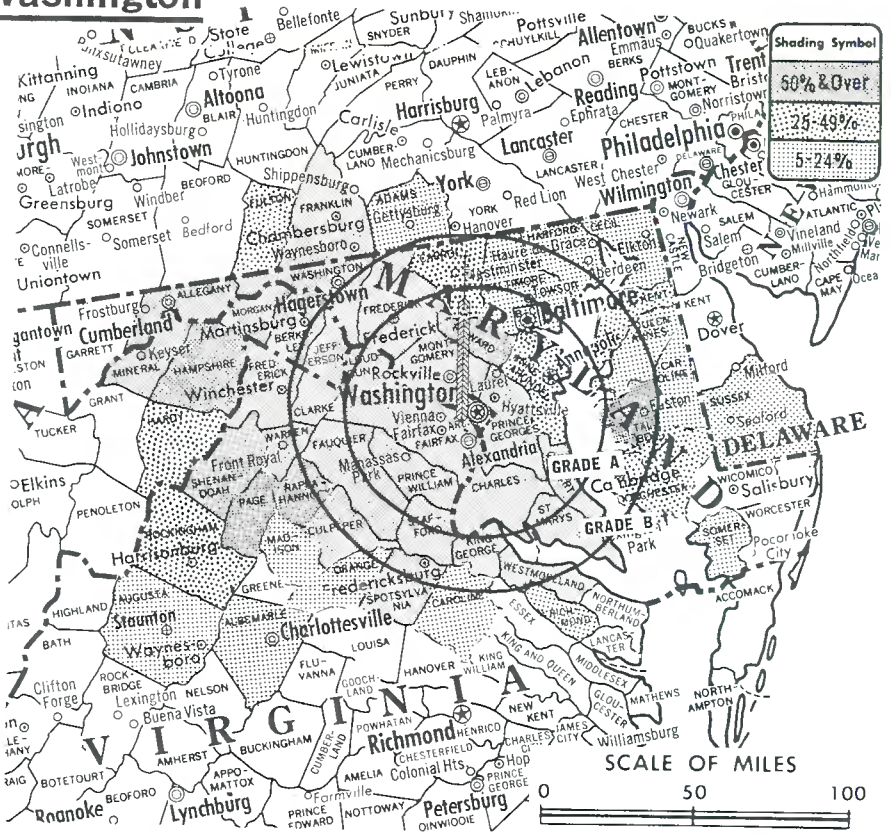
Transmitter: Broadcast House.

TV tape: Recording facilities.

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

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTOP-TV Ref: FCC File No. BMPCT—2161 Granted 6/15/54
CP: BPCT—4390 Granted 2/9/71

©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.

AM Affiliate: WTOP, 50-kw, 1500 kHz (CBS).

Ownership: Same as Washington Post. Also owns WJXT (TV), Jacksonville & WPLG-TV, Miami, Fla. Larry H. Israel, chmn., Post-Newsweek Stations; James E. Allen, exec. v.p.; Ray Hubbard, v.p., programming & production; Leonard T. Giarraputo, v.p., sales; Robert A. J. Bordley, regional sales mgr.; Benjamin Wolfe, v.p., engineering; James L. Snyder, v.p., news.

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 (legal) by Covington & Burling.

Personnel:

DANIEL E. GOLD, vice president & general manager.
LEONARD T. GIARRAPUTO, vice president, sales.
THOMAS F. SHANNON, general sales manager.
FRED PETROSINO, sales manager.
RAY HUBBARD, program director.
JAMES L. SNYDER, vice president, news.
LEO F. O'FARRELL, production manager.
MICHAEL S. ARTIST, promotion manager.
RALPH L. MLASKA, chief television engineer.

DIGEST OF RATE CARD NO. 24—(June 29, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	8 Sec.
Class A—6-11:30 p.m., daily.	\$2100	\$1250	\$800	\$650	\$1300*	\$1000*
					\$600*	

*A-1—5:59-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
DISTRICT OF COLUMBIA				
	District of Columbia	268,000	257,100	96
MARYLAND				
	Allegany	28,600	27,600	97
	Calvert	5,900	5,600	95
	Charles	13,000	12,500	96
	Frederick	25,600	24,900	97
	Howard	18,200	17,800	98
	Montgomery	166,400	163,900	99
	Prince Georges	206,700	203,900	99
	St Marys	12,500	12,100	97
	Talbot	8,100	7,800	97
	Washington	33,400	32,400	97
PENNSYLVANIA				
	Franklin	32,200	30,000	93
VIRGINIA				
	Arlington	114,200	111,700	98
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	King George	2,200	2,100	95
	Loudoun	11,300	10,800	95
	Page	5,500	5,400	98
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	93
	Shenandoah	7,800	7,500	96
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Warren	5,100	4,800	94
	Westmoreland	4,000	3,700	91
WEST VIRGINIA				
	Berkeley	11,900	11,500	97
	Hampshire	3,700	3,400	91

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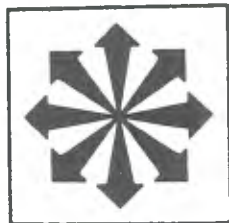
Station Totals	2,031,300	1,976,300	97
Net Weekly Circulation (1970-71)		1,109,400	
Average Daily Circulation (1970-71)		606,000	

WMAL-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Carroll	20,300	19,900	98
	Dorchester	9,800	9,300	95
	Kent	5,200	5,000	97
	Queen Annes	6,000	5,700	96
	Talbot	8,100	7,800	97
	PENNSYLVANIA			
	Franklin	32,200	30,000	93
	Fulton	3,300	3,000	90
	VIRGINIA			
Page	5,500	5,400	98	
Shenandoah	7,800	7,500	96	
WEST VIRGINIA				
Hampshire	3,700	3,400	91	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Baltimore	486,200	477,300	98
	Caroline	6,600	6,300	95
	Hartford	34,400	33,600	98
	Somerset	6,200	5,800	93
	Wicomico	17,800	17,100	96
	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Bedford	13,500	12,700	94
	VIRGINIA			
	Augusta	26,500	25,300	95
	Caroline	3,900	3,600	93
	Essex	2,000	1,800	92
	Madison	2,600	2,400	91
	Orange	4,400	4,000	92
	Richmond	1,800	1,700	94
	Rockingham	19,000	18,100	95
	WEST VIRGINIA			
Hardy	2,800	2,400	87	

BLACKBURN & COMPANY, INC.



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 ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
 BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

WDCA-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Jefferson	6,400	6,200	96
	MARYLAND			
	Anne Arundle	85,400	83,800	98
	Baltimore	486,200	477,300	98
	Calvert	5,900	5,600	95
	Carroll	20,300	19,900	98
	Frederick	25,600	24,900	97
	Howard	18,200	17,800	98
	Kent	5,200	5,000	97
St Marys	12,500	12,100	97	
Washington	33,400	32,400	97	
PENNSYLVANIA				
Franklin	32,200	30,000	93	
VIRGINIA				
Albemarle	24,600	22,800	93	
Arlington	114,200	111,700	98	
Culpeper	5,500	5,200	95	
Fauquier	7,600	7,200	95	
Frederick	14,200	13,600	96	
King George	2,200	2,100	95	
Page	5,500	5,400	98	
Spotsylvania	9,700	9,200	95	
Stafford	6,900	6,600	96	
Warren	5,100	4,800	94	
WEST VIRGINIA				
Berkeley	11,900	11,500	97	
Hampshire	3,700	3,400	91	
Hardy	2,800	2,400	87	
Mineral	7,500	7,100	95	
Morgan	2,800	2,700	95	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Baltimore	486,200	477,300	98
	Caroline	6,600	6,300	95
	Hartford	34,400	33,600	98
	Somerset	6,200	5,800	93
	Wicomico	17,800	17,100	96
	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Bedford	13,500	12,700	94
	VIRGINIA			
	Augusta	26,500	25,300	95
	Caroline	3,900	3,600	93
	Essex	2,000	1,800	92
	Madison	2,600	2,400	91
	Orange	4,400	4,000	92
	Richmond	1,800	1,700	94
	Rockingham	19,000	18,100	95
	WEST VIRGINIA			
Hardy	2,800	2,400	87	

WTOP-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA—(Continued)			
	Jefferson	6,400	6,200	96
	Mineral	7,500	7,100	95
	Morgan	2,800	2,700	95
Between 25-49%	MARYLAND			
	Anne Arundel	85,400	83,800	98
	Carroll	20,300	19,900	98
	Dorchester	9,800	9,300	95
	Kent	5,200	5,000	97
	PENNSYLVANIA			
	Fulton	3,300	3,000	90
	VIRGINIA			
	Rockingham	19,000	18,100	95
	WEST VIRGINIA			
Hardy	2,800	2,400	87	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Baltimore	486,200	477,300	98
	Caroline	6,600	6,300	95
	Cecil	14,600	14,300	98
	Harford	34,400	33,600	98
	Queen Annes	6,000	5,700	96
	Somerset	6,200	5,800	93
	PENNSYLVANIA			
	Adams	17,300	16,500	95
	VIRGINIA			
	Albemarle	24,600	22,800	93
	Augusta	26,500	25,300	95
	Caroline	3,900	3,600	93
	Madison	2,600	2,400	91
	Orange	4,400	4,000	92
	Richmond	1,800	1,700	94

WRC-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MARYLAND—(Continued)			
	Frederick	25,600	24,900	97
	Howard	18,200	17,800	98
	Kent	5,200	5,000	97
	Montgomery	166,400	163,900	99
	Prince Georges	206,700	203,900	99
	St Marys	12,500	12,100	97
	Talbot	8,100	7,800	97
	Washington	33,400	32,400	97
	VIRGINIA			
	Arlington	114,200	111,700	98
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	King George	2,200	2,100	95
	Loudoun	11,300	10,800	95
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	92
	Shenandoah	7,800	7,500	96
	Spotsylvania	9,700	9,200	95
Stafford	6,900	6,600	96	
Warren	5,100	4,800	94	
Westmoreland	4,000	3,700	91	
WEST VIRGINIA				
Berkeley	11,900	11,500	97	
Jefferson	6,400	6,200	96	
Morgan	2,800	2,700	95	
Between 25-49%	MARYLAND			
	Anne Arundel	85,400	83,800	98
	Carroll	20,300	19,900	98
	PENNSYLVANIA			
	Franklin	32,200	30,000	93
	Fulton	3,300	3,000	90
	VIRGINIA			
	Madison	2,600	2,400	91
	Orange	4,400	4,000	92
	Page	5,500	5,400	98
WEST VIRGINIA				
Hampshire	3,700	3,400	91	
Hardy	2,800	2,400	87	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Allegany	28,600	27,600	97
	Baltimore	486,200	477,300	98
	Caroline	6,600	6,300	95
	Harford	34,400	33,600	98
	Queen Annes	6,000	5,700	96
	Somerset	6,200	5,800	93
	Wicomico	17,800	17,100	96
	Worcester	7,900	7,400	93
	PENNSYLVANIA			
	Adams	17,300	16,500	95
	VIRGINIA			
	Accomack	9,600	8,800	92
	Albemarle	24,600	22,800	93
	Augusta	26,500	25,300	95
	Caroline	3,900	3,600	93
	Essex	2,000	1,800	92
	Greene	1,400	1,200	86
	Richmond	1,800	1,700	94
	Rockingham	19,000	18,100	95
WEST VIRGINIA				
Mineral	7,500	7,100	95	

WTTG, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	VIRGINIA—(Continued)			
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Warren	5,100	4,800	94
	Westmoreland	4,000	3,700	91
	WEST VIRGINIA			
	Berkeley	11,900	11,500	97
	Hampshire	3,700	3,400	91
	Hardy	2,800	2,400	87
	Jefferson	6,400	6,200	96
	Mineral	7,500	7,100	95
	Morgan	2,800	2,700	95
	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
Baltimore	486,200	477,300	98	
Harford	34,400	33,600	98	
Somerset	6,200	5,800	93	
Between 25-49%	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Fulton	3,300	3,000	90
	VIRGINIA			
	Albemarle	24,600	22,800	93
	Augusta	26,500	25,300	95
	Caroline	3,900	3,600	93
	Essex	2,000	1,800	92
	Northumberland	3,000	2,800	94
	Orange	4,400	4,000	92
Rockingham	19,000	18,100	95	
Between 5-24%	DELAWARE			
	Kent	24,100	23,300	97
	MARYLAND			
	Cecil	14,600	14,300	98
	PENNSYLVANIA			
	Bedford	13,500	12,700	94
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Perry	9,100	8,600	95
	York	90,600	87,100	96
VIRGINIA				
Accomack	9,600	8,800	92	
Greene	1,400	1,200	86	
Richmond	1,800	1,700	94	
WEST VIRGINIA				
Grant	2,600	2,300	89	

La Rue Media Brokers, Inc.

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116 Central Park, So. New York, N.Y. 10019

(212) 265-3430

District of Columbia—Washington

WTTG

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

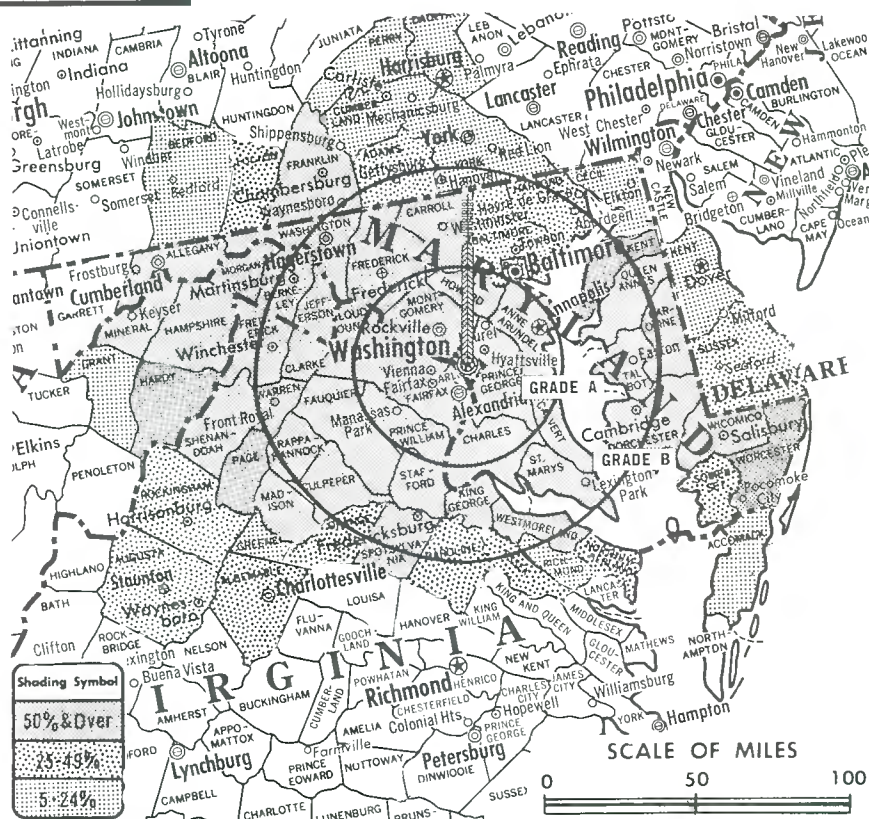
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, WUW, CNS.

Facsimile Service: UPI.

FM Affiliate: WASH, 50-kw, 97.1 MHz (No. 246), 500-ft.

Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
(C) 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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:

- WILLIAM CARPENTER, vice president & general manager.
- MICHAEL W. COLLEN, vice president & national sales manager.
- GLENN POTTER, vice president & general sales manager.
- ED TURNER, vice president & news director.
- REX KALINS, vice president & business manager.
- ALBERT L. HARMON, vice president & chief engineer.
- PAUL SLAPPY, operations manager.
- LEONARD BIEGEL, vice president & director, programming.
- MAUREEN FISHER, director, sales promotion.
- STANLEY RUDICK, director, information services.
- GWEN WOOTEN, director, community affairs.
- TOM FLEMING, manager, production sales.
- JOSEPH PERRY, manager, research.

DIGEST OF RATE CARD NO. 5L—(Sept. 6, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	8 Sec.	
Class A—4 p.m.-sign-off, Mon.-Fri.; 1 p.m.-sign-off, Sat.; noon-sign-off, Sun.	\$2000	\$1200	\$800	\$600	\$900	\$450	\$225

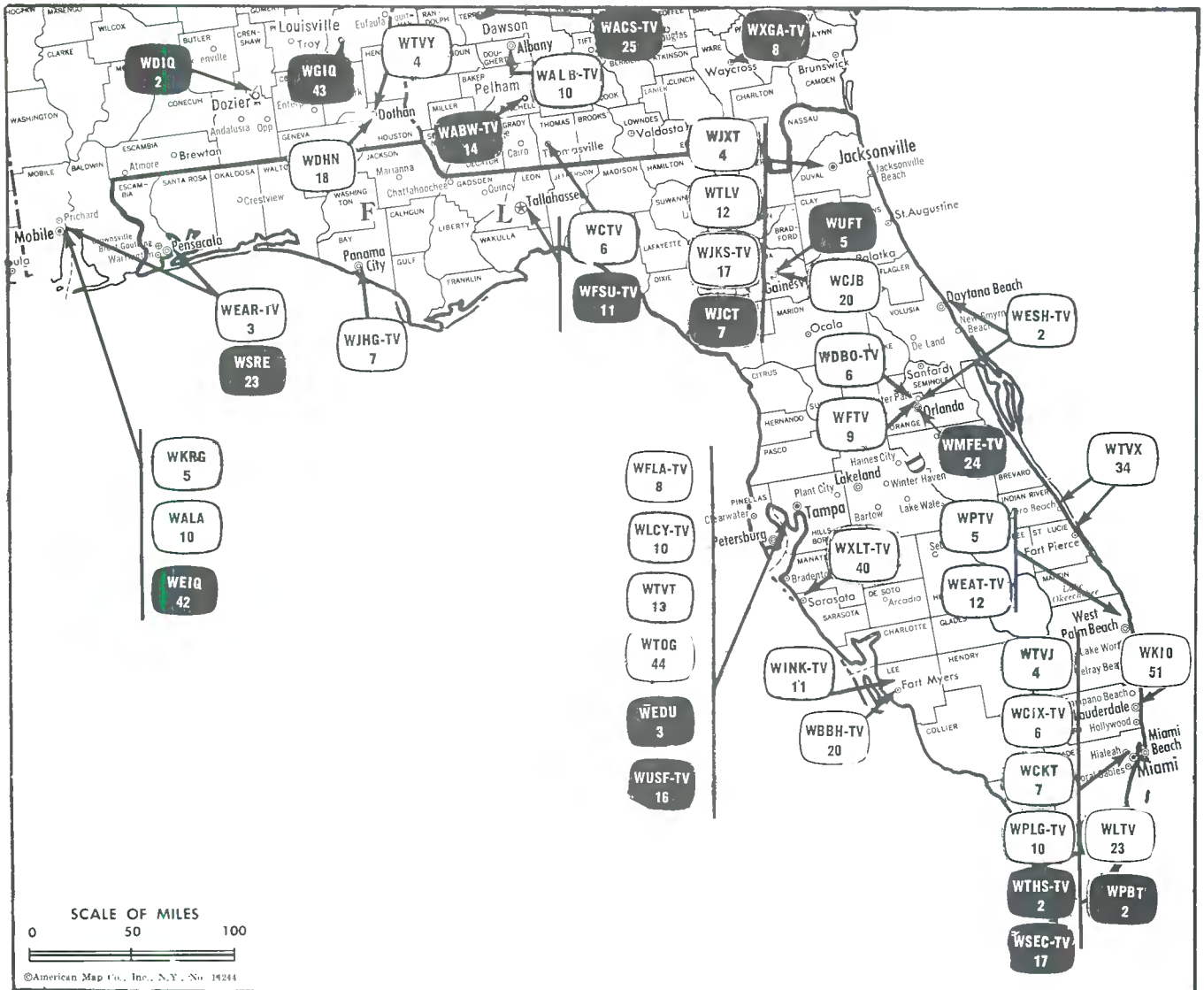
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DISTRICT OF COLUMBIA			
	District of Columbia	268,000	257,100	96
	MARYLAND			
	Allegany	28,600	27,600	97
Anne Arundel	85,400	83,800	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MARYLAND—(Continued)				
	Calvert	5,900	5,600	95
	Caroline	6,600	6,300	95
	Carroll	20,300	19,900	98
	Charles	13,000	12,500	96
	Dorchester	9,800	9,300	95
	Frederick	25,600	24,900	97
	Howard	18,200	17,800	98
	Kent	5,200	5,000	97
	Montgomery	166,400	163,900	99
	Prince Georges	206,700	203,900	99
	Queen Annes	6,000	5,700	96
	St Marys	12,500	12,100	97
	Talbot	8,100	7,800	97
	Washington	33,400	32,400	97
	Wicomico	17,800	17,100	96
	Worcester	7,900	7,400	93
PENNSYLVANIA				
	Franklin	32,200	30,000	93
VIRGINIA				
	Arlington	114,200	111,700	98
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	King George	2,200	2,100	95
	Loudoun	11,300	10,800	95
	Madison	2,600	2,400	91
	Page	5,500	5,400	98
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	93
	Shenandoah	7,800	7,500	96

(Continued on page 148-b)

Station Totals	2,339,500	2,271,000	97
Net Weekly Circulation (1970-71)			1,306,300
Average Daily Circulation (1970-71)			697,500

Florida



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Miami	716,800	18	697,400	18
Tampa-St. Petersburg	544,900	29	619,400	20
Orlando-Daytona Beach	365,300	56	338,000	51
Mobile-Pensacola	301,600	69	268,100	67
Jacksonville	290,900	72	291,800	60
West Palm Beach	243,800	82	171,100	91
Tallahassee	164,100	119	96,900	140
Panama City	103,600	157	33,600	185
Fort Myers	62,600	188	56,000	161
Fort Pierce-Vero Beach	24,600	211	*	*

Florida Station Status as of March 15, 1972 VHF UHF TOTAL

○ Commercial Television Stations	18	8	26
● Educational Television Stations	5	4	9
			<u>35</u>

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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 MHz). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 471-ft. above ground, 651-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 MHz). Authorized power: 302-kw visual, 36.3-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	22"
Longitude	81°	38'	25"

WPBT
Miami
Ch. 2

Non-Commercial Educational Station

Grantee: Community TV Foundation of South Fla. Inc., 14901 NE 20th Ave., North Miami (33162).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 43.6-kw visual, 6.17-kw aural. Shares time with educational WTHS-TV Miami. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

WSEC-TV
Miami
Ch. 17

Non-Commercial Educational Station

Licensee: Dade County School Board, 1410 N.E. 2nd Ave., Miami (33132).

Technical Facilities: Channel No. 17 (488-494 MHz). 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: Dade County School Board.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 16-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level. Shares time with WPBT.

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).

Technical Facilities: Channel No. 24 (530-536 MHz). 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"

WSRE
Pensacola
Ch. 23

Non-Commercial Educational Station

Licensee: District Board of Trustees of Pensacola Jr. College.

Technical Facilities: Channel No. 23 (524-530 MHz). 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: Fla. State University.

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

Florida

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 MHz). 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 MHz). Authorized power: 589-kw visual, 115-kw aural. Antenna: 1010-ft. above av. terrain, 1022 ft. above ground, 1099-ft. above sea level.

Latitude 27° 50' 52.5"
Longitude 82° 15' 48"

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.)

WTOG

Tampa

(See St. Petersburg)

WTVX

Vero Beach

(See Fort Pierce)

WEAT-TV

West Palm Beach

(See Palm Beach)

WCTV, Tallahassee

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA—(Continued)			
	Dougherty	26,800	25,500	95
	Turner	2,800	2,600	92
Between 5-24%	ALABAMA			
	Geneva	7,200	6,700	93
	Henry	4,000	3,700	92
	Houston	18,600	17,800	96
	FLORIDA			
	Columbia	8,100	7,500	93
	Gilchrist	1,200	1,100	93
	Holmes	3,500	3,100	88
	Levy	4,400	3,900	88
	GEORGIA			
	Bacon	2,300	2,100	91
	Coffee	6,800	6,200	91
	Lee	2,000	1,800	92
Wilcox	2,200	2,000	92	

WFLA-TV, Tampa

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA—(Continued)			
	Manatee	40,600	39,100	96
	Pasco	33,300	31,800	96
	Pinellas	227,200	219,900	97
	Polk	75,800	72,800	96
	Sarasota	52,400	50,400	96
Between 25-49%	FLORIDA			
	Sumter	4,800	4,500	93
Between 5-24%	FLORIDA			
	Brevard	73,300	70,600	96
	Lake	25,800	24,700	96
	Lee	40,900	39,000	95
	Levy	4,400	3,900	88
	Marion	23,600	21,800	92
Osceola	9,700	9,200	95	

Florida—Fort Lauderdale

WKID

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1167-kw max. & 355-kw horizontal visual, 233.4-kw max. & 70.8-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1034-ft. above ground, 1040-ft. above sea level.

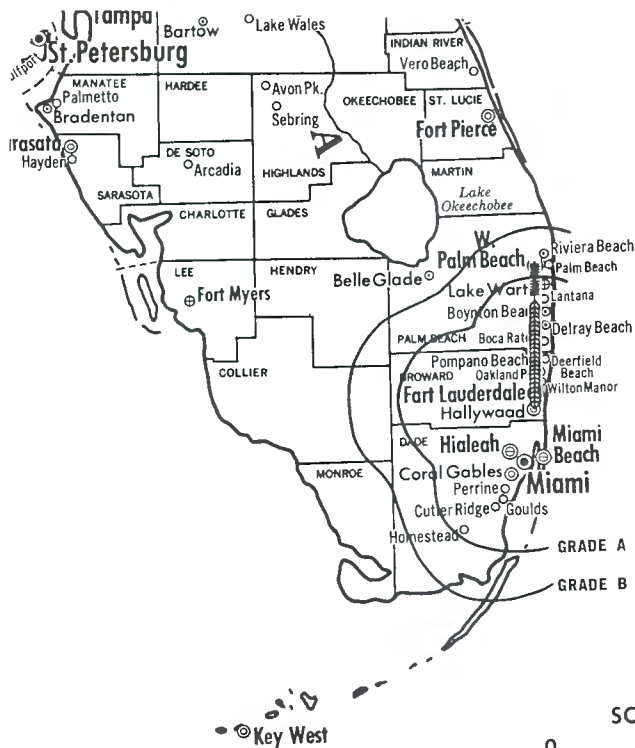
Latitude 25° 59' 37"
Longitude 80° 10' 29"

Transmitter: 3200 Pembroke Rd., Pembroke Park, Fla.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.



WKID Ref: FCC File No. BPCF-4459 Granted 1/12/72

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

WKID

Grantee: Channel 51 Inc., 605 E. Sheridan St., Dania, Fla.

Studio: 605 E. Sheridan St., Dania (33004).

Telephones: 305-920-7804 (Dania); 305-261-0401 (Miami).

National Office: 777 N. W. 72nd Ave., Miami.

Ownership: Recreation Corp. of America Inc., 80%; Paris G. Singer, 12%; William F. Johns Jr., 8%.

Began Operation: Dec. 6, 1968 as WSMS-TV; left air Aug. 10, 1970. Sale to present owner by Gold Coast Telecasting approved by FCC Jan. 12, 1972. Resumed operation Feb. 14, 1972.

Represented (legal) by Everett Johnston.

Represented (sales) by Adam Young Inc.

Personnel:

WILLIAM JOHNS, president & general manager.

DICK VANCE, vice president, sales.

MACEY I. SCHAFFER, v.p., national & regional sales.

JOE JENKINS, production manager.

LEONARD HARRIS, chief engineer.

DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class I—3-5:30 p.m. & 6-7 p.m., Mon.-Fri.						
					\$80.00	\$40.00

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Florida—Fort Myers

WBBH-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 630-kw max. & 524-kw horizontal visual, 63-kw max. & 52.4-kw horizontal aural. Antenna: 970-ft. above av. terrain, 991-ft. above ground, 1019-ft. above sea level.

Latitude 26° 35' 48"
Longitude 81° 37' 53"

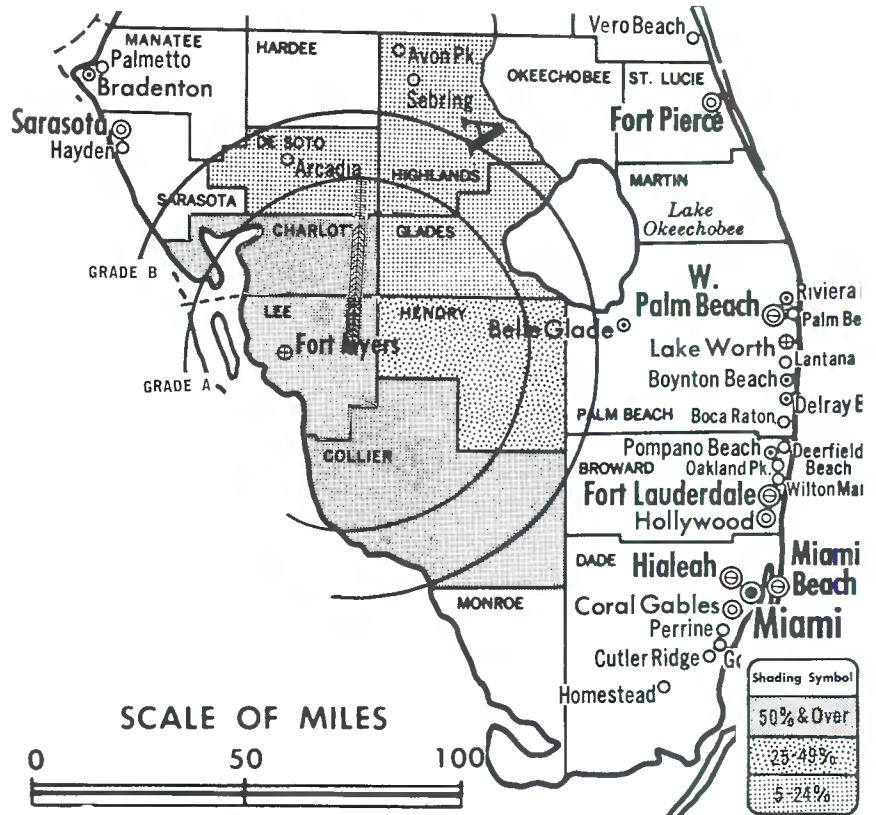
Transmitter: Lehigh Acres, 14.8-mi. E of Ft. Myers.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBBH-TV Ref: FCC File No. BPCT-4129 Granted 7/11/68

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

WBBH-TV

Licensee: Broadcasting-Telecasting Services Inc., 3719 Central Ave.

Studio: 3719 Central Ave., Fort Myers, Fla. (33901).

Telephone: 813-936-0195.

Ownership: Thomas E. Mitchell, chmn., 25.95%; Joseph Buerry Jr., pres., 9.22%; William N. Dakos, v.p., 9.83%; Howard L. Hoffman, secy.-treas., 5.26%; Jackson Burgess, 21.85%; Rex E. Stubbs, 9.28%; Harris Q. Jones Jr., 9.34%; Tom W. Gore Jr., 9.27%.

Began Operation: Dec. 18, 1968.

Represented (sales) by Avery-Knodel Inc.; Dome-Messervy (regional).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

JOSEPH BUERRY JR., president & general manager.
HOWARD HOFFMAN, sales director.
BRAD LACEY, program manager.
LEE PHILLIPS, news director.
EMERSON RAY, chief engineer.
CHRIS BARNES, sports director.

DIGEST OF RATE CARD NO. 6—(Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class AA—6:59-10:30 p.m., daily.	\$280.00	\$200.00	\$140.00	\$90.00	\$52.00*	\$42.00*	\$32.00*

*Class AA—7-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$100.

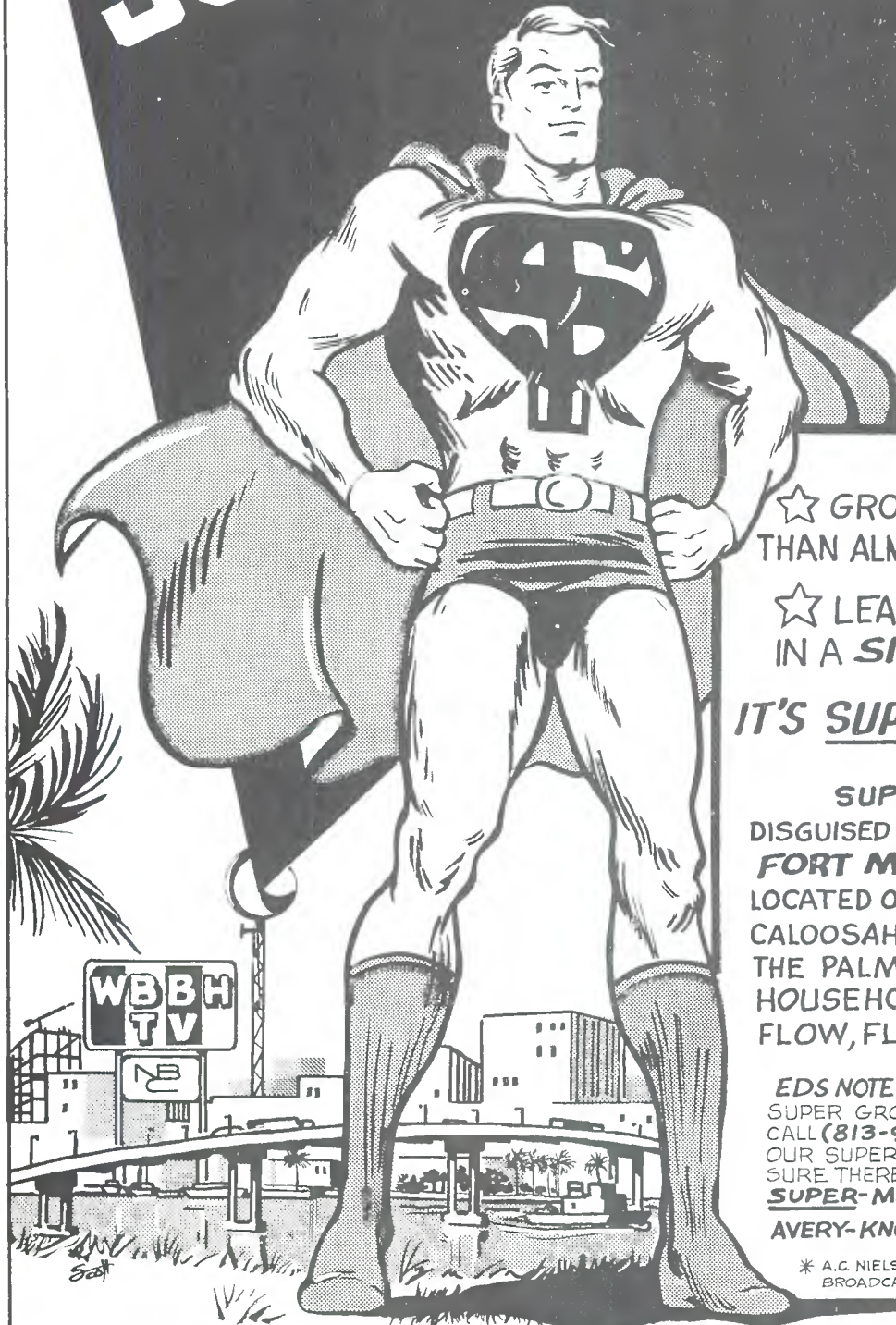
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	12,900	12,200	94
	Collier	14,700	13,500	92
	Lee	40,900	39,000	95
Between 25-49%	FLORIDA			
Hendry	3,900	3,500	90	
Between 5-24%	FLORIDA			
	De Soto	3,900	3,600	93
	Glades	1,200	1,100	89
	Highlands	10,900	10,200	94

Station Totals	88,400	83,100	94
Net Weekly Circulation (1970-71)			42,600
Average Daily Circulation (1970-71)			28,600

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HOUSEHOLD **DOLLARS** FLOW,
FLOW, FLOW AND...**

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OUR SUPER SALESMEN WILL MAKE
SURE THERE IS A **SPOT** FOR YOU IN
SUPER-MARKET.

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* A.C. NIELSEN MARKET-BY-MARKET SURVEY
BROADCASTING NOV. 1 1971

Florida—Fort Myers



WINK-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-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.

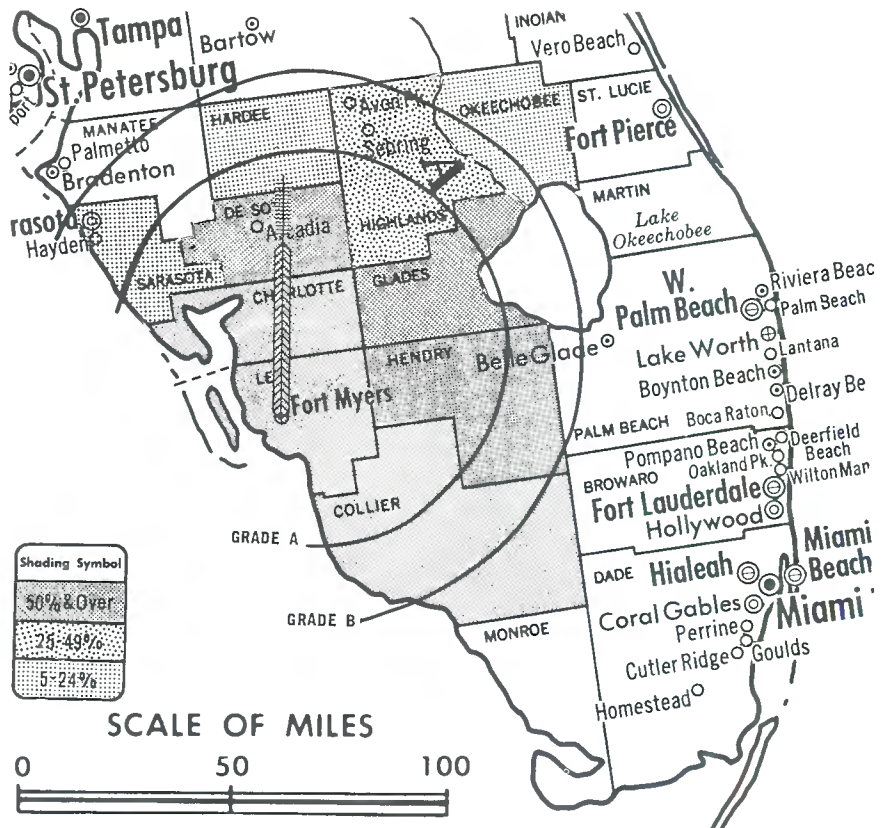
AM Affiliate: WINK, 1-kw, 1240 kHz (CBS).

FM Affiliate: WINK-FM, 44-kw, 96.9 MHz (No. 245), 250-ft.

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

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.

Licensee: Fort Myers Bcstg. Co., 2824 Palm Beach Blvd., Fort Myers, Fla. (33901).

Studio: 2824 Palm Beach Blvd.

Telephone: 813-334-1131. TWX: 510-951-6382.

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.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Russell P. May.

Personnel:

VERNON LUNDQUIST, v.p., news & business administration.
FRANK C. NODINE, v.p., programming & engineering.
J. R. LANDEFELD, commercial manager.
DAVID McKELVEY, chief engineer.

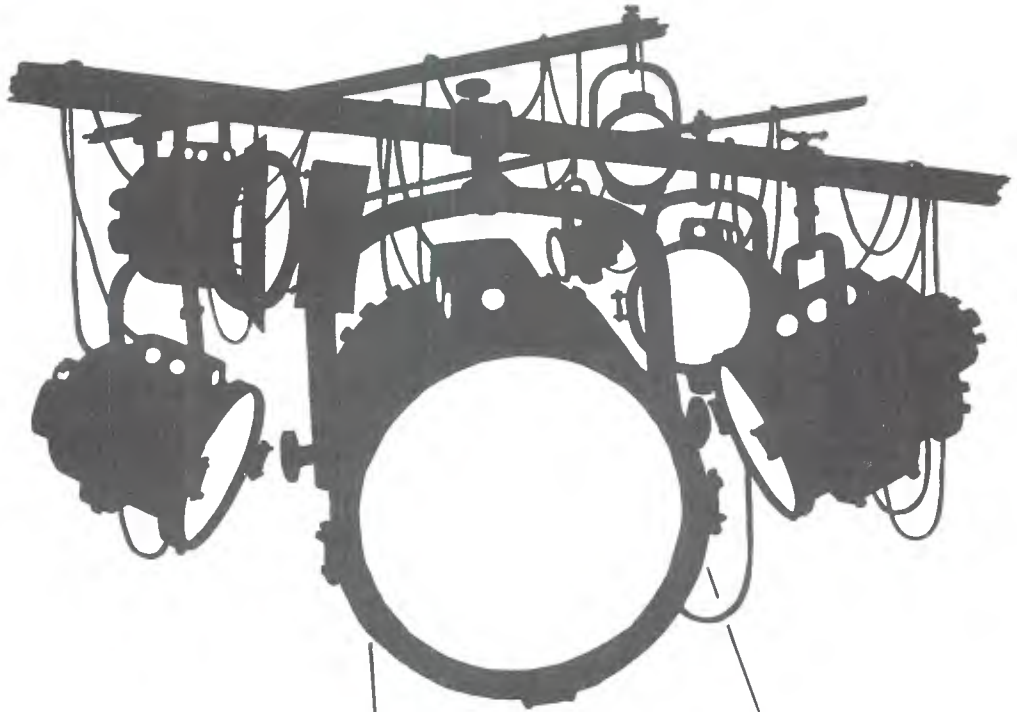
DIGEST OF RATE CARD NO. 4 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—6:59-10:29 p.m., daily.						
\$250.00	\$170.00	\$130.00	\$110.00	\$67.00	\$56.00	\$33.50

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	12,900	12,200	94
	Collier	14,700	13,500	92
	De Soto	3,900	3,600	93
	Glades	1,200	1,100	89
	Hendry	3,900	3,500	90
Lee	40,900	39,000	95	
Between 25-49%	FLORIDA			
	Highlands	10,900	10,200	94
Between 5-24%	FLORIDA			
	Hardee	4,500	4,300	95
	Okeechobee	3,200	3,000	95
Sarasota	52,400	50,400	96	
Station Totals		148,500	140,800	95
Net Weekly Circulation (1970-71)				62,600
Average Daily Circulation (1970-71)				39,800

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See Services Volume



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Colorful
wink-tv
Fort Myers, Florida



Florida—Fort Pierce-Vero Beach



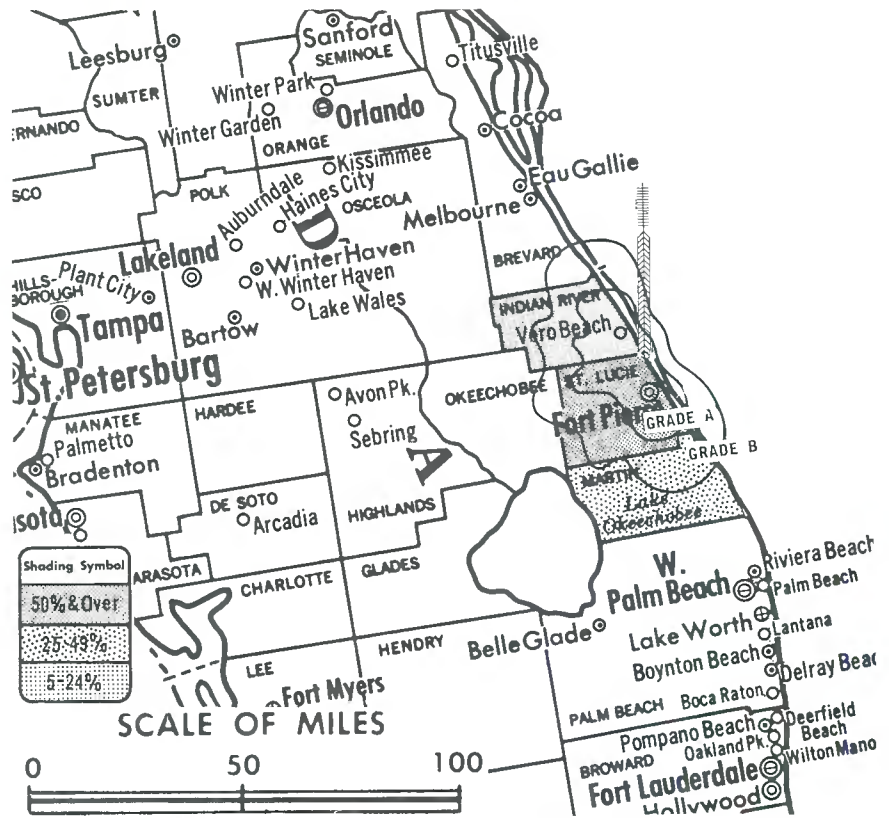
WTVX

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). 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"

Transmitter: North U.S. 1.
Color: Network & tape.
News Wire Service: AP.
TV tape: Recording facilities.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTVX Ref: FCC File No. BPCT-3567 Granted 7/28/65

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

WTVX

Licensee: Indian River Television Inc., Rt. 1, Box 313.

Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.

Telephone: 305-464-5220.

Ownership: William E. Minshall, 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 also owns WCJB (TV), Gainesville, Fla.

Began Operation: April 5, 1966.

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

Personnel:

W. E. MINSHALL, president & general manager.

DIGEST OF RATE CARD NO. 5
(July 5, 1970)

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

Class A—7-11 p.m., daily.

\$180.00 \$130.00 \$90.00 \$75.00 \$50.00 \$40.00 \$30.00 \$15.00

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Indian River	13,100	12,300	94
	St Lucie	17,800	16,900	95
Between 25-49%	FLORIDA			
	Martin	11,000	10,500	95
Station Totals		41,900	39,700	95
Net Weekly Circulation (1970-71)			24,600	
Average Daily Circulation (1970-71)			13,700	

For Station-Owned Translators

See Services Volume

Florida—Gainesville



WCJB
Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 500-kw max. & 427-kw horizontal visual, 100-kw max. & 87.1-kw horizontal aural. Antenna: 680-ft. above av. terrain, 665-ft. above ground, 845-ft. above sea level.

Latitude 29° 42' 45"
Longitude 82° 23' 34"

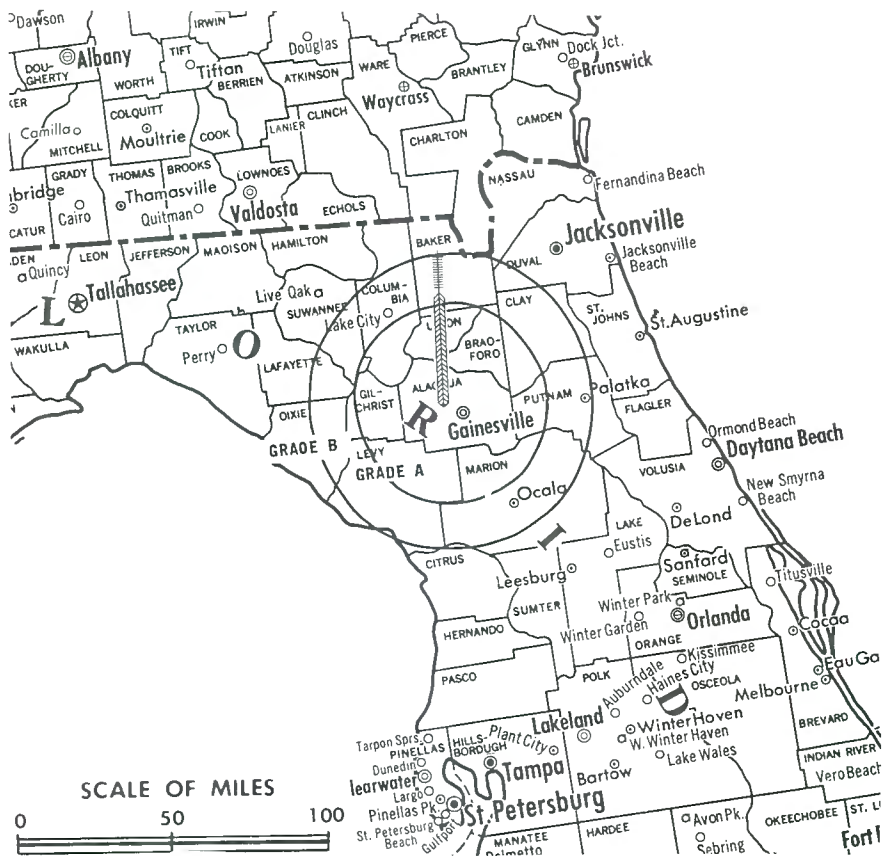
Transmitter: Devil's Mill Hopper, near Gainesville.

TV tape: Recording facilities.

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

News Wire Service: AP.

ARB Data: Not available.



WCJB Ref: FCC File No. BMPCT-7243 Granted 11/4/70

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

WCJB

Network Service: NBC.

Licensee: Minshall Broadcasting Co. Inc., P.O. Box 13413, Gainesville, Fla.

Studio: Drawer 13414, Gainesville (32601).

Telephone: 904-372-3543.

Ownership: William E. Minshall, pres., 100%; Virginia Zehring, v.p. & secy. Minshall also owns 17.8% of WTVX, Ft. Pierce, Fla.; Virginia Zehring owns 4.7% of WTVX.

Began Operation: April 7, 1971.

Represented (sales) by Busby, Finch & Woods.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WILLIAM E. MINSHALL, president & general manager.

GIL FRYER, news director.

OTTO GOETZ, chief engineer.

DIGEST OF RATE CARD NO. 1

(April 1, 1970)

	30 Sec.	20 Sec.	10 Sec.
Min. Grid level 1	\$70.00	\$50.00	\$40.00
		\$20.00	

Florida—Jacksonville



WJKS-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2450-kw max. & 759-kw horizontal visual, 245-kw max. & 75.9-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1012-ft. above ground, 1046-ft. above sea level.

Latitude 30° 16' 36"
Longitude 81° 33' 47"

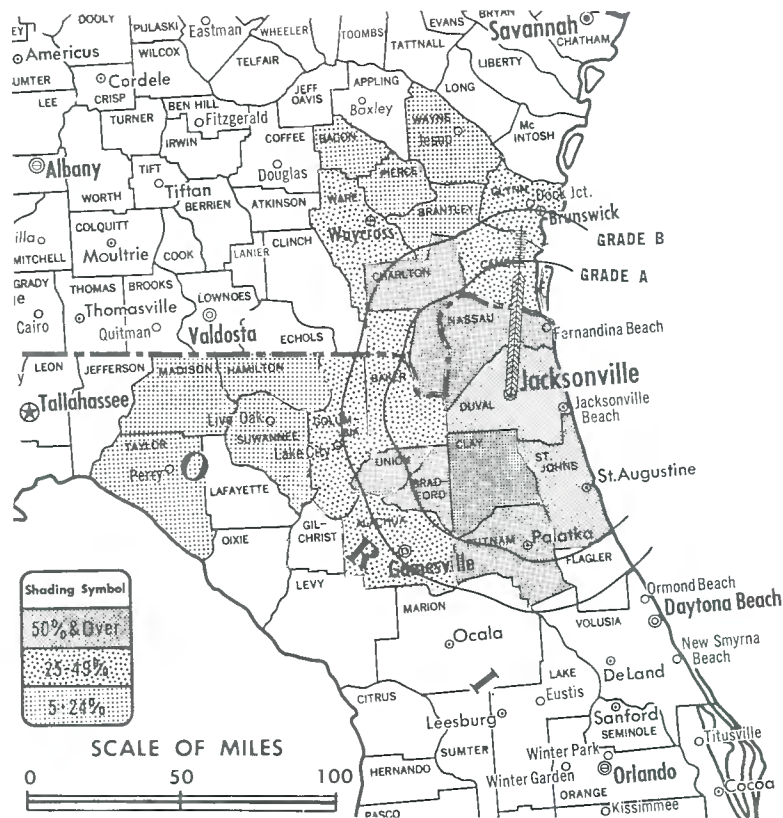
Transmitter: 9117 Hogan Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.



WJKS-TV Ref: FCC File No. BPC-4088 Granted 4/24/68

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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. Beecher.

Personnel:

RALPH BECKER, general manager.
C. CONRAD GENTRY, general sales manager.
RAY CHUMLEY, program manager.
TOM SHEALLY, chief engineer.

DIGEST OF RATE CARD NO. II (April 12, 1971)

Hour 30 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.
\$600.00 \$450.00 \$300.00 \$260.00 Graded rates apply*

*Highest rate: \$157.

NETWORK BASE HOURLY RATE: \$325.

For Index to Contents, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Bradford	4,200	4,000	94
	Clay	10,000	9,500	95
	Duval	169,200	163,900	97
	Nassau	6,500	6,200	96
	Putnam	12,000	11,400	95
	St Johns	10,700	10,200	95
Union	1,800	1,700	92	
Between 25-49%	GEORGIA			
	Charlton	1,500	1,400	92
	FLORIDA			
	Alachua	33,000	30,500	92
	Baker	2,300	2,200	95
Between 5-24%	GEORGIA			
	Columbia	8,100	7,500	93
	Camden	3,300	3,100	95
	Glynn	15,700	15,000	95
	Ware	10,600	10,000	94
Between 5-24%	FLORIDA			
	Hamilton	2,500	2,200	89
	Madison	4,200	3,700	87
	Suwannee	5,000	4,500	90
	Taylor	4,400	4,000	90
Between 5-24%	GEORGIA			
	Bacon	2,300	2,100	91
	Brantley	1,800	1,700	93
	Pierce	2,700	2,500	92
	Wayne	5,400	5,100	94
Station Totals		317,200	302,400	95
Net Weekly Circulation (1970-71)			183,100	
Average Daily Circulation (1970-71)			105,600	

Florida—Jacksonville



WJXT



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 996-ft. above ground, 997-ft. above sea level.

Latitude 30° 18' 47"
Longitude 81° 39' 00"

Transmitter: 1851 Southampton Rd.

Studio: 1851 Southampton Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.

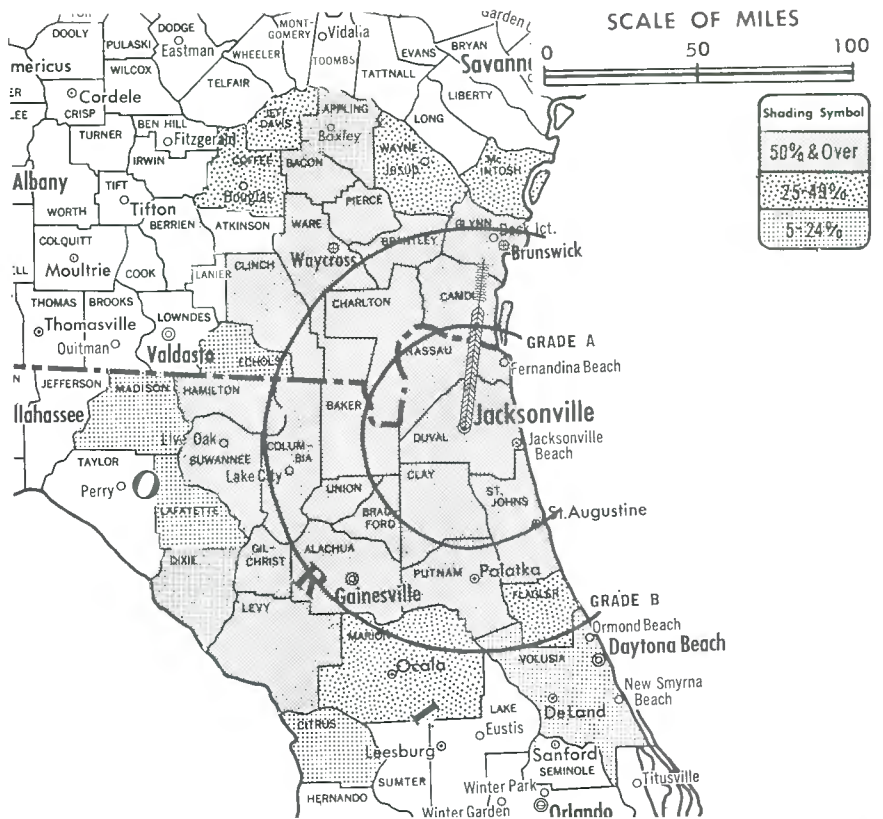
News Film Service: CBS.

Telephone: 904-398-0501.

TWX No.: 904-733-3660.

Represented (legal) by Covington & Burling.

Total Households: (M) MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WJXT Ref: FCC File No. BPCT-2050 Granted 10/27/55

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

WJXT

Licensee: Post-Newsweek Stations Florida Inc., P.O. Box 5270, 1851 Southampton Rd., Jacksonville, Fla. (32207).

Ownership: Post-Newsweek Stations Inc., Larry H. Israel, chmn. 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:

- LARRY ISRAEL, chairman.
- ROBERT W. SCHELLENBERG, vice president & general mgr.
- LEONARD MOSBY, area vice president.
- GARY ADLER, general sales manager.
- HARRY KALKINES, sales manager.
- JOHN McQUAIDE, sales service manager.
- IRWIN P. STARR, program director.
- ROBERT ATKINS, operations manager.
- KENT TAYLOR, production manager.
- GEORGE C. WETMORE, engineering manager.
- JON T. CAUDLE, promotion director.
- MARY BETH CUNNINGHAM, research director.
- WILLIAM P. CASTLEMAN, creative services director.
- WILLIAM GROVE, v.p., news & public affairs.

DIGEST OF RATE CARD NO. 24 (June 14, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$950.00	\$570.00	\$380.00	\$600.00*	\$280.00*	\$150.00*

*Class AA—6:59-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Households	%
Over 50%	FLORIDA			
	Alachua	33,000	30,500	92
	Baker	2,300	2,200	95
	Bradford	4,200	4,000	94
	Clay	10,000	9,500	95
	Columbia	8,100	7,500	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA—(Continued)			
	Dixie	1,900	1,600	87
	Duval	169,200	163,900	97
	Gilchrist	1,200	1,100	93
	Hamilton	2,500	2,200	89
	Levy	4,400	3,900	88
	Nassau	6,500	6,200	96
	Putnam	12,000	11,400	95
	St Johns	10,700	10,200	95
	Suwannee	5,000	4,500	90
	Union	1,800	1,700	92
	GEORGIA			
Appling	3,700	3,300	90	
Bacon	2,300	2,100	91	
Brantley	1,800	1,700	93	
Camden	3,300	3,100	95	
Charlton	1,500	1,400	92	
Clinch	1,800	1,600	91	
Glynn	15,700	15,000	95	
Pierce	2,700	2,500	92	
Ware	10,600	10,000	94	
Between 25-49%	FLORIDA			
	Flagler	1,500	1,400	93
	Marion	23,600	21,800	92
	GEORGIA			
	Coffee	6,800	6,200	91
Jeff Davis	2,900	2,700	91	
Mc Intosh	2,300	2,100	91	
Wayne	5,400	5,100	94	
Between 5-24%	FLORIDA			
	Citrus	8,100	7,500	93
	Lafayette	1,000	900	88
	Madison	4,200	3,700	87
	Volusia	66,400	63,900	96
GEORGIA				
Echols	500	400	87	
Station Totals		438,900	416,800	95
Net Weekly Circulation (1970-71)			290,900	
Average Daily Circulation (1970-71)			219,000	

Florida—Jacksonville



WTLV



(formerly WFGA-TV)
Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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"

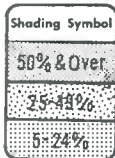
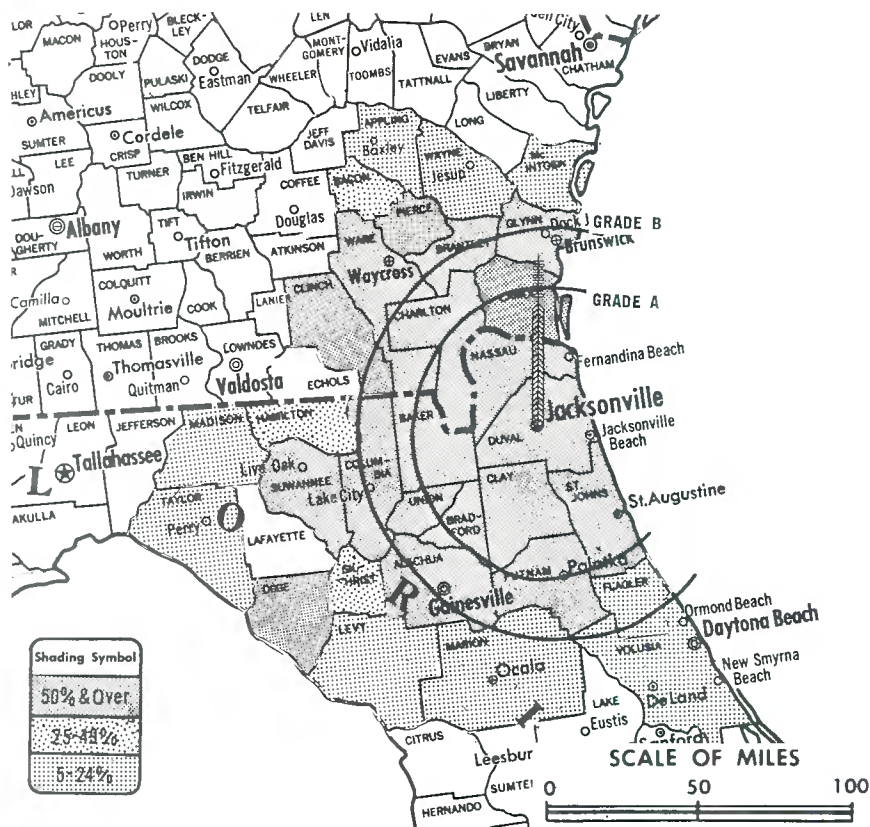
Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTLV Ref: FCC File No. BPCT-1624 Granted 8/29/56

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

WTLV

Network Service: NBC.

Grantee: TeLeVision 12 of Jacksonville Inc., TeLeVision Park, Bx 1212, Jacksonville, Fla. (32201).

Studio: TeLeVision Park, 1070 E. Adams St. (32202).

Telephone: 904-356-3381. TWX No.: 904-733-3310.

Ownership: TeLeVision 12 of Jacksonville Inc., Alexander Brest, chmn.; Farris Bryant, vice chmn.; Gert Schmidt, pres.; Leonard Pavelka, v.p.; Judson Freeman, secy.-treas. Largest stockholders: Community First Corp., 26.6%; Florida Gateway Television Co., 26.6%; The New Horizons Telecasting Co. Inc., 20%.

Begin Operation: Sept. 1, 1957. Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC; operation by Ch. 12 of Jacksonville began April 1, 1969. Operation by present owners began July 23, 1971.

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

Represented (legal) by Mullin, Connor & Rhyne.

Personnel:

- GERT H. W. SCHMIDT, president & general manager.
- RALPH W. NIMMONS, station manager.
- ROBERT M. REUSCHLE, general sales manager.
- THOMAS C. NEELY, national sales manager.
- ART BROWN, regional sales.
- GENE REILLY, local sales manager.
- HERB GOLD, production manager.
- HAROLD BAKER, director of news & special events.
- ROY LANG, promotion manager.
- JONI CROKE, coordinator, public service.
- H. L. WINGFIELD, chief engineer.

DIGEST OF RATE CARD NO. 1—(Sept. 13, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.					
\$975.00	\$585.00	\$355.00	Graded rates apply*		

*Highest rate: \$330.

NETWORK BASE HOURLY RATE: \$925 (NBC).

162-b

	Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	FLORIDA					
		Alachua	33,000	30,500	92	
		Baker	2,300	2,200	95	
		Bradford	4,200	4,000	94	
		Clay	10,000	9,500	95	
		Columbia	8,100	7,500	93	
		Dixie	1,900	1,600	87	
		Duval	169,200	163,900	97	
		Nassau	6,500	6,200	96	
		Putnam	12,000	11,400	95	
		St Johns	10,700	10,200	95	
		Suwannee	5,000	4,500	90	
		Union	1,800	1,700	92	
	Between 25-49%	GEORGIA				
			Brantley	1,800	1,700	93
		Camden	3,300	3,100	95	
		Charlton	1,500	1,400	92	
		Clinch	1,800	1,600	91	
Between 5-24%		Glynn	15,700	15,000	95	
		Pierce	2,700	2,500	92	
		Ware	10,600	10,000	94	
	FLORIDA					
		Gilchrist	1,200	1,100	93	
		Hamilton	2,500	2,200	89	
	GEORGIA					
		Bacon	2,300	2,100	91	
	FLORIDA					
		Flagler	1,500	1,400	93	
	Levy	4,400	3,900	88		
	Madison	4,200	3,700	87		
	Marion	23,600	21,800	92		
	Taylor	4,400	4,000	90		
	Volusia	66,400	63,900	96		
GEORGIA						
	Appling	3,700	3,300	90		
	Mc Intosh	2,300	2,100	91		
	Wayne	5,400	5,100	94		
Station Totals			424,000	403,100	95	
Net Weekly Circulation (1970-71)					252,500	
Average Daily Circulation (1970-71)					162,400	

Florida—Miami

WCIX-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

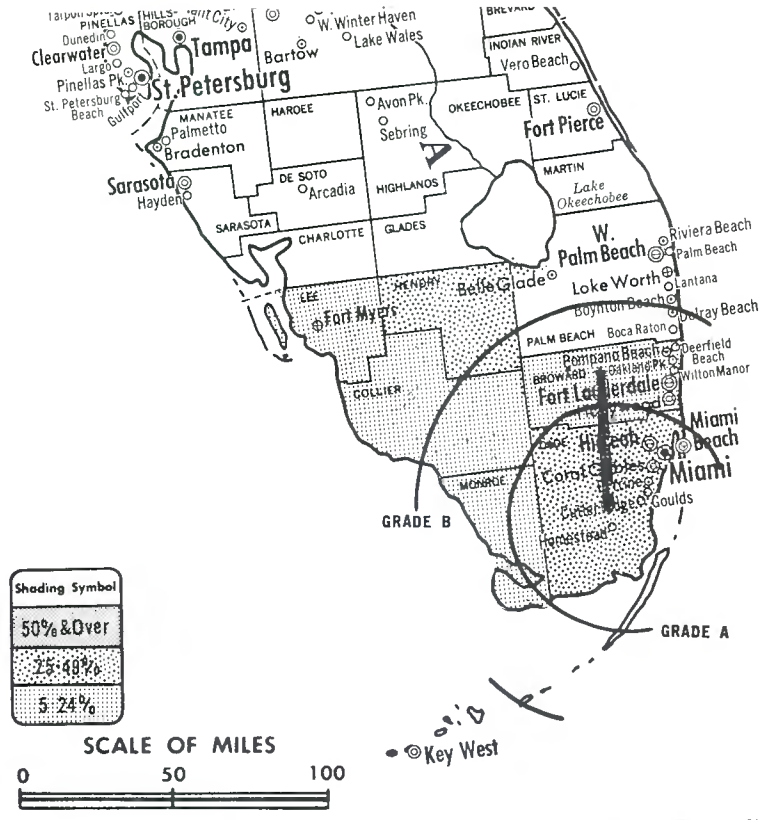
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Arnold & Porter.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

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.

Licensee: Coral Television Corp., 1111 Brickell Ave., Miami, Fla. (33131).

Studio: 1111 Brickell Ave., Miami, Fla.

Telephone: 305-377-0811.

Ownership: Frances D. Clyne, 10%; Terence D. Clyne, 10%; Michael J. Clyne, 10%; Cameron Stewart estate, 6%; E. H. Hill Jr., Leon C. McAskill, Robert A. Peterson, Robert L. Johns, Arthur Adler, 6% each; 15 others, none with more than 5%.
Note: Transfer of control to General Cinema Corp. pends.

Began Operation: Sept. 20, 1967.

Represented (sales) by Metro TV Sales.

Personnel:

C. TERENCE CLYNE, chairman of the board.
EDWARD Q. ADAMS, vice president & general manager.
FRANK HOWELL, sales manager.
JACK COWART, director of engineering.
LARRY H. YOUNG JR., chief engineer.
JACK WILLARD, business manager.
HUMBERTO DELGADO, program operations manager.
JOSE PEREZ, director of Latin business.

DIGEST OF RATE CARD NO. 6-A (May 11, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-11 p.m., Mon.-Fri.; 6-9 p.m., Sat.-Sun.
\$700.00 \$420.00 \$280.00 \$175.00 Graded rates apply*

* Highest rate: \$240.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	FLORIDA			
	Dade	457,800	442,500	97
	Hendry	3,900	3,500	90
Between 5-24 %	FLORIDA			
	Broward	244,600	238,900	98
	Collier	14,700	13,500	92
	Lee	40,900	39,000	95
	Monroe	17,600	16,000	91
Station Totals		779,500	753,400	97
Nte Weekly Circulation (1970-71)				213,600
Average Daily Circulation (1970-71)				88,500

Florida—Miami



WCKT



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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"

Transmitter: Antenna farm, North Dade County, Fla.

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692.

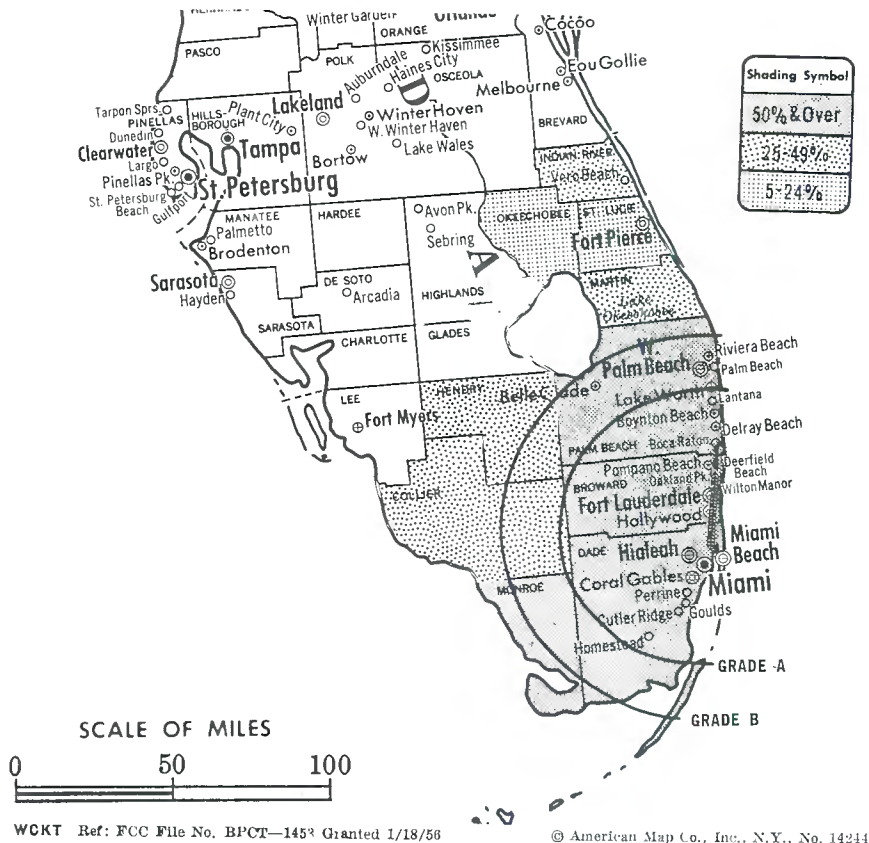
TWX No.: 810-848-6151.

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

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/71.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WCKT

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).

Ownership: Sunbeam Television Corp., 100%. Sidney D. Ansin estate & Sophie Ansin, 23.2% jointly; Edmund N. Ansin, pres. & gen. mgr., 35.8% (including family holdings); Bernard Koteen, 20%; Harold Zinn, 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 Steel, Andrus & Adair.

Personnel:

EDMUND N. ANSIN, president & general manager.
CHARLES H. PHILIPS, vice president, sales.
ALLEN STERNBERG, operations manager.
FRANK STRUZZIERI, film buyer & manager.
GENE STRUL, director of news.
ROBERT H. PAASCH, chief engineer.
GEORGE WHITE, promotion manager.
NEIL MURPHY, comptroller.

DIGEST OF RATE CARD NO. 27—(Jan. 18, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m., daily.
\$1600.00 \$1200.00 \$800.00 \$400.00 Graded rates apply*

* Highest rate: \$850.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Broward	244,600	238,900	98
	Dade	457,800	442,500	97
	Monroe	17,600	16,000	91
	Palm Beach	133,500	127,300	95
Between 25-49%	FLORIDA			
	Collier	14,700	13,500	92
	Hendry	3,900	3,500	90
	Indian River	13,100	12,300	94
	Martin	11,000	10,500	95
Between 5-24%	FLORIDA			
	Okeechobee	3,200	3,000	95
	St. Lucie	17,800	16,900	95
Station Totals		917,200	884,400	96
Net Weekly Circulation (1970-71)			648,400	
Average Daily Circulation (1970-71)			412,000	

Florida—Miami

WLTV Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). 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"

Requests change to 1200-kw max. & 464-kw horizontal visual, 120-kw max. & 46.4-kw horizontal aural, 920-ft. above av. terrain, 937-ft. above ground, 947-ft. above sea level. BMPCT-7335.

Transmitter: Antenna farm, N. Dade County.

TV tape: Recording facilities.

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

News Wire Service: AP.

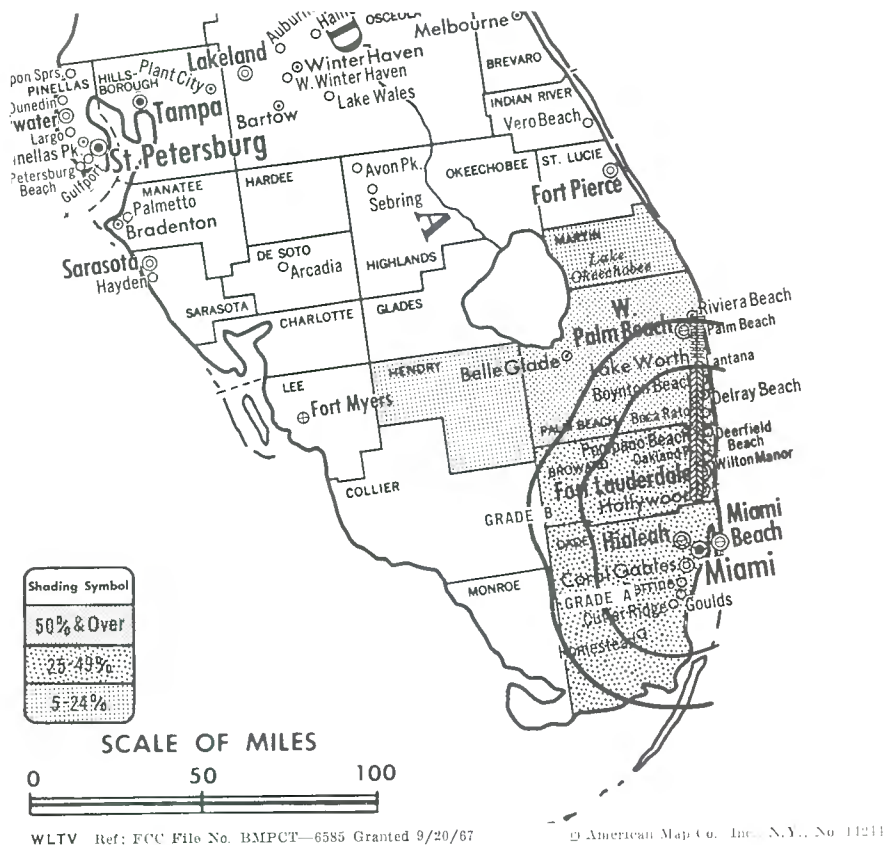
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLTV

Network Service: None, independent.

Licensee: Spanish International Communications Corp., 695 N.W. 199th St., Miami, Fla. (33169).

Studio: 695 N.W. 199th St. (33169). Telephone: 305-625-1301.

Ownership: For ownership & other interests, see KMEX-TV, Los Angeles, Cal.

Began Operation: Dec. 24, 1954, left air April 13, 1957. Sale to present owner by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971. Previously sold by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967.

Represented (sales) by Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

REYNOLD V. ANSELMO, executive vice president.
HUMBERTO ESTEVEZ, general manager.
JOHN P. WILEY, general sales manager.
ANTONIO DIEGUEZ, operations manager.

DIGEST OF RATE CARD NO. 7B (Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
All zones	\$750.00	\$450.00	\$300.00	\$175.00	\$120.00*	\$60.00*
	\$36.00*					

*Zone I—6:30-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat.-Sun.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA			
	Broward	244,600	238,900	98
	Dade	457,800	442,500	97
Between 5-24%	FLORIDA			
	Hendry	3,900	3,500	90
	Martin	11,000	10,500	95
	Palm Beach	133,500	127,300	95
Station Totals		850,800	822,700	97
Net Weekly Circulation (1970-71)			180,800	
Average Daily Circulation (1970-71)			67,000	

**ARB Overnight Telephone
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Important decisions.**

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Florida—Miami



WPLG-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

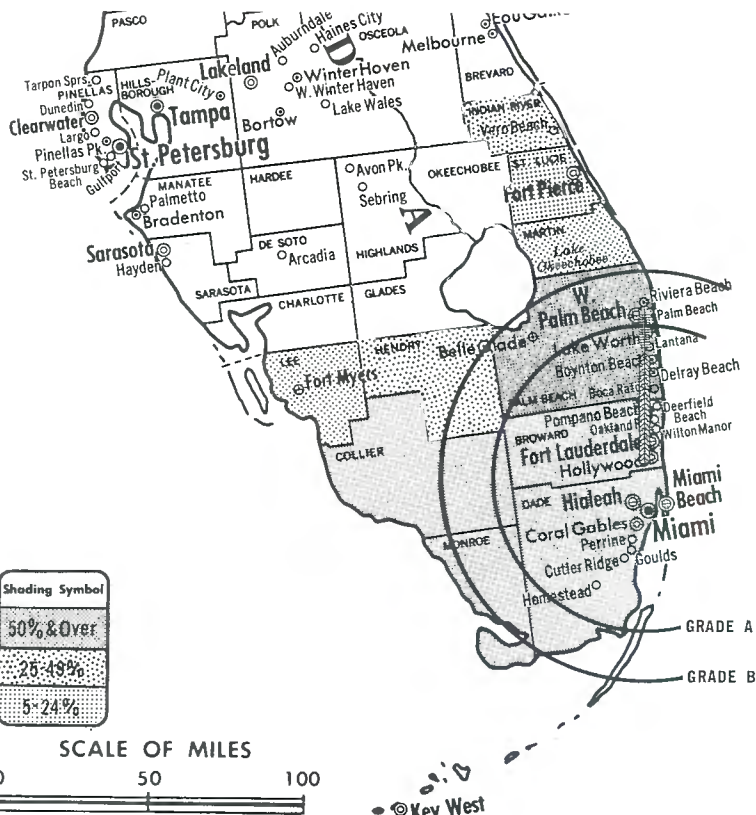
Latitude 25° 57' 59"
Longitude 80° 12' 44"

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, UPI.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WPLG-TV Ref: FCC File No. BMPCT-5781 Granted 9/14/62

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

WPLG-TV

Licensee: Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., Miami, Fla. (33137).

Studio: 3900 Biscayne Blvd.

Telephone: 305-377-8131.

TWX No.: 810-848-6032.

Ownership: Post-Newsweek Stations. For other interests, see WTOP-TV, Washington, D.C.

Began Operation: Nov. 20, 1961. Sale to present owner by C. H. Topmiller, Thomas A. Welstead, et al. approved by FCC Sept. 24, 1969 (Television Digest, Vol. 9:39).

Represented (sales) by Storer Television Sales.

Represented (legal) by Covington & Burling.

Represented (engineering) by Cohen & Dippell.

Personnel:

JAMES LYNAGH, vice president & general manager.
LIN MASON, program standards & practices director.
LEE EDEN, program manager.
WILLIAM LATHAM, engineering manager.
ROBERT E. MAHLMAN, general sales manager.
LEWIS FREIFELD, sales manager.
OWEN URIDGE, promotion director.
KARL F. ZEDEL, news director.
WILLIAM P. JOHNSON, research director.
TED KOHL, production manager.

DIGEST OF RATE CARD NO. 17B—(May 17, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11:30 p.m., daily.
\$1600.00 \$800.00 \$420.00 Graded rates apply*

*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Broward	244,600	238,900	98
	Collier	14,700	13,500	92
	Dade	457,800	442,500	97
	Monroe	17,600	16,000	91
	Palm Beach	133,500	127,300	95
Between 25-49%	FLORIDA			
	Hendry	3,900	3,500	90
	Indian River	13,100	12,300	94
Between 5-24%	FLORIDA			
	Lee	40,900	39,000	95
	Martin	11,000	10,500	95
	St Lucie	17,800	16,900	95
Station Totals		954,900	920,400	96
Net Weekly Circulation (1970-71)				656,900
Average Daily Circulation (1970-71)				352,200

Florida—Miami



WTVJ
Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). 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: 4991 S.W. 28th St., West Hollywood, Fla. (33023).

Studio: 316 N. Miami Ave. (33128).

TV tape: Recording facilities.

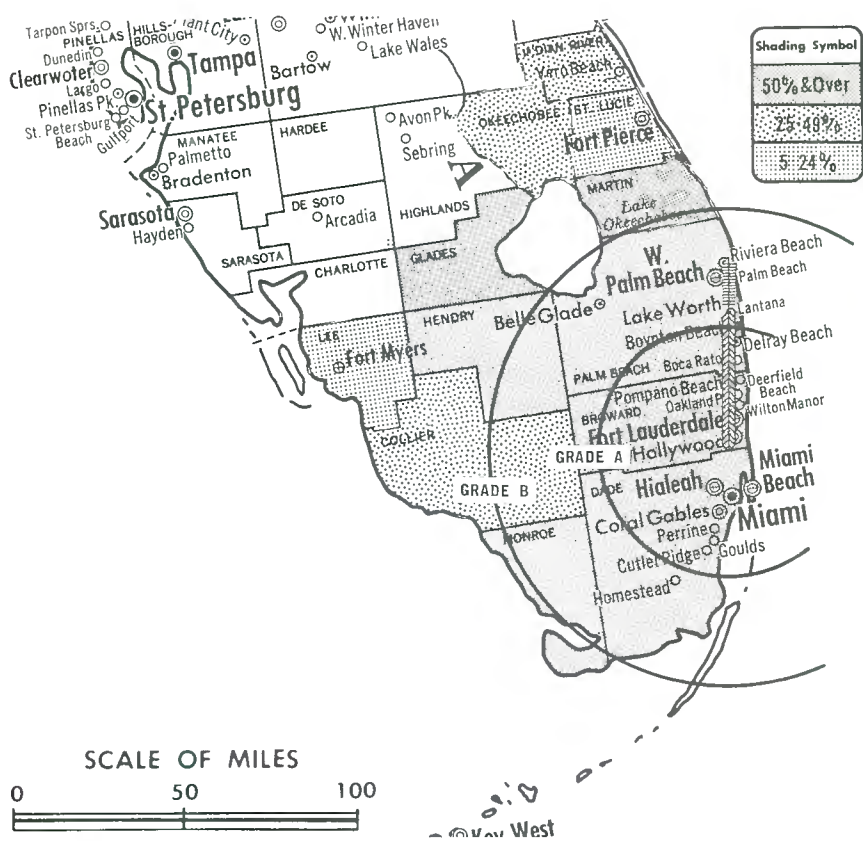
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 owns 99.7% of WLOS-TV, Asheville, N.C.; 100% of KVOS-TV, Bellingham, Wash.; 12% of WTLV, Jacksonville, Fla.

Began Operation: March 21, 1949.

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

Represented (legal) by Cohn & Marks.

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.
DICK HOLLANDS, assistant general manager.
HENRY O'NEILL, general sales manager.
THOMAS E. FRAIOLI, national sales manager.
ROBERT SCHNEIDER, asst. national sales manager.
BERNIE ZIEGLER, sales development manager.
LEE WALLER, program director.
JOE KLINE, director of technical operations.
BILL CLEGG, production manager.
SHERYL GOLD, audience promotion manager.
ROBERT S. BOWER, chief transmitter engineer.

DIGEST OF RATE CARD NO. 29A—(Jan. 3, 1972)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7:30-11 p.m., daily.
\$1700.00 \$1020.00 \$665.00 Graded rates apply*

* Highest rate: \$1110.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Broward	244,600	238,900	98
	Dade	457,800	442,500	97
	Glades	1,200	1,100	89
	Hendry	3,900	3,500	90
	Martin	11,000	10,500	95
Between 25-49%	Monroe	17,600	16,000	91
	Palm Beach	133,500	127,300	95
	FLORIDA			
Between 5-24%	Collier	14,700	13,500	92
	Indian River	13,100	12,300	94
	Okeechobee	3,200	3,000	95
Between 5-24%	FLORIDA			
	Lee	40,900	39,000	95
	St Lucie	17,800	16,900	95
Station Totals		959,300	924,500	96
Net Weekly Circulation (1970-71)				716,800
Average Daily Circulation (1970-71)				506,400

Florida—Orlando



WDBO-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-ft. above av. terrain, 1484-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 08"
Longitude 81° 05' 37"

Transmitter: 3.5-mi. N. of Bithlo.

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

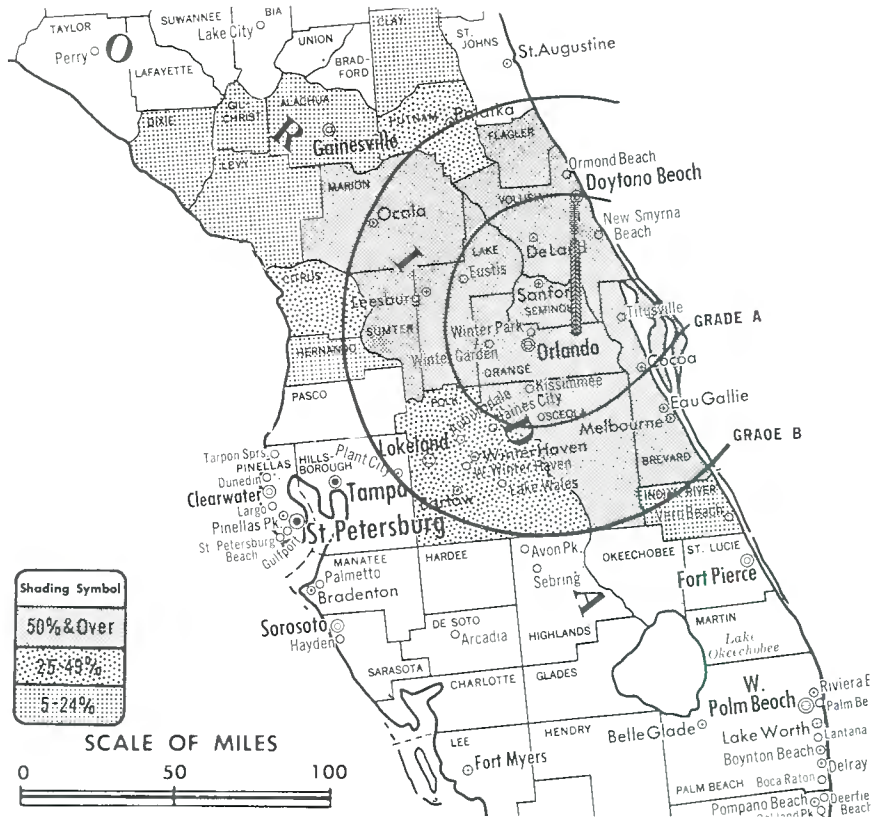
News Wire Service: AP, UPI, CBS.

Studio: 750 N. Texas Ave. (32802).

Represented (engineering) by Lohnes & Culver.

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

FM Affiliate: WDBO-FM, 100-kw, 92.3 MHz (No. 222), 1465-ft.



WDBO-TV Ref: FCC File No. BPCT-4386 Granted 11/3/70

Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WDBO-TV

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Telephone: 305-241-3441. 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 & Sandground.

Personnel:

JOSEPH S. SINCLAIR, chairman.
KENNETH LOGOWITZ, president & chief executive officer.
ARNOLD F. SCHOEN JR., vice president & general manager.
LEONARD S. DAVEY JR., sales manager.
EVERETT H. HUGHES, program director & film buyer.
AGNES CARLSON, sales coordinator.
BENJAMIN AYCRIGG, news director.
CHALMERS S. STROMBERG, chief engineer.

DIGEST OF RATE CARD NO. III—(Feb. 1, 1970)

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

Class AA—7:30-11 p.m., daily.

\$900.00 \$600.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Brevard	73,300	70,600	96
	Flagler	1,500	1,400	93
	Lake	25,800	24,700	96
	Marion	23,600	21,800	92
	Orange	114,800	111,100	97
	Osceola	9,700	9,200	95
	Seminole	27,900	26,900	96
	Sumter	4,800	4,500	93
	Volusia	66,400	63,900	96
Between 25-49%	FLORIDA			
	Citrus	8,100	7,500	93
	Polk	75,800	72,800	96
	Putnam	12,000	11,400	95
Between 5-24%	FLORIDA			
	Alachua	33,000	30,500	92
	Clay	10,000	9,500	95
	Dixie	1,900	1,600	87
	Gilchrist	1,200	1,100	93
	Hernando	6,600	6,200	94
	Indian River	13,100	12,300	94
Levy	4,400	3,900	88	
Station Totals		513,900	490,900	96
Net Weekly Circulation (1970-71)				349,000
Average Daily Circulation (1970-71)				242,900

Florida—Daytona Beach-Orlando



WESH-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Requests change to 85.5-kw visual, 17.1-kw aural, 1466-ft. above av. terrain, 1544-ft. above ground, 1544-ft. above sea level, lat. 28° 50' 31", long. 81° 07' 55"; transmitter to Maytown Rd., Osteen, Fla. BPCT-4158.

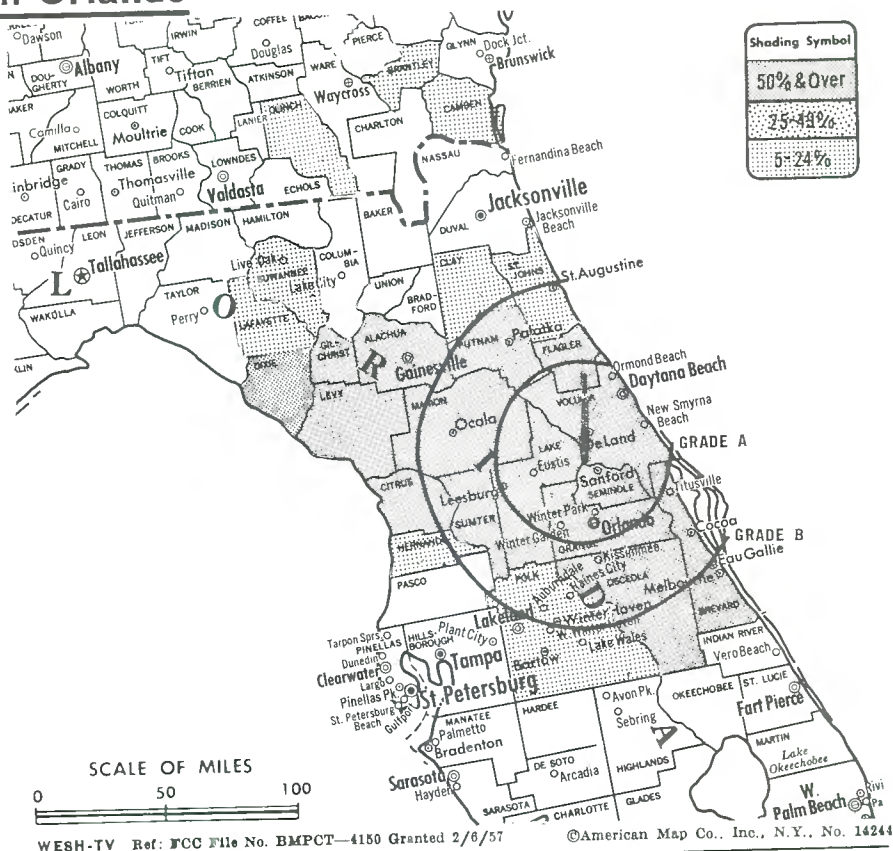
Transmitter: Orange City, Fla., between Daytona Beach & Orlando.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WESH-TV Ref: FCC File No. BMPCT-4150 Granted 2/6/57

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WESH-TV

Licensee: Cowles Florida Broadcasting Inc., Box 1551, Daytona Beach.

Studios: 540 Corporation Ave., Holly Hill (32015); 1501 Minnesota Ave., Winter Park (32789).

Telephones: 904-253-7616, Daytona Beach; 305-647-5705, Orlando.

TWX No.: 810-832-6222, 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 Television.

Represented (legal) by Marmet & Webster.

Personnel:

JOHN M. HABERLAN, president & general manager.
WALTER STROUSE, exec. vice president & station manager.
JACK L. HITCHCOCK, v.p. & general sales manager.
ED QUINN, national sales manager.
KENNETH W. SMITH, operations manager.
JACK LINN, promotion assistant.
MORRISON L. GABLE, chief engineer.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

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

Class A—6-11 p.m., daily.

\$850.00 \$420.00 \$600.00 \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA	33,000	30,500	92
	Alachua	73,300	70,600	96
	Brevard	8,100	7,500	93
	Citrus	1,900	1,600	87
	Dixie	1,500	1,400	93
	Flagler	1,200	1,100	93
	Gilchrist	25,800	24,700	96
	Lake	4,400	3,900	88
	Levy	23,600	21,800	92
	Marion	114,800	111,100	97
	Orange	9,700	9,200	95
	Osceola	12,000	11,400	95
	Putnam	27,900	26,900	96
	Seminole	4,800	4,500	93
Sumter	66,400	63,900	96	
Between 5-24%	FLORIDA	10,000	9,500	95
	Clay	6,600	6,200	94
	Hernando	1,000	900	88
	Lafayette	75,800	72,800	96
	Polk	10,700	10,200	95
	St Johns	5,000	4,500	90
GEORGIA	1,800	1,700	93	
Brantley	3,300	3,100	95	
Camden	1,800	1,600	91	
Stations Totals		524,400	500,600	95
Net Weekly Circulation (1970-71)				348,500
Average Daily Circulation (1970-71)				237,700

Florida—Orlando



WFTV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 302-kw horizontal visual, 31.6-kw max. & 30.2-kw horizontal aural. Antenna: 1370-ft. above av. terrain, 1346-ft. above ground, 1411-ft. above sea level.

Latitude 28° 36' 08"

Longitude 81° 05' 37"

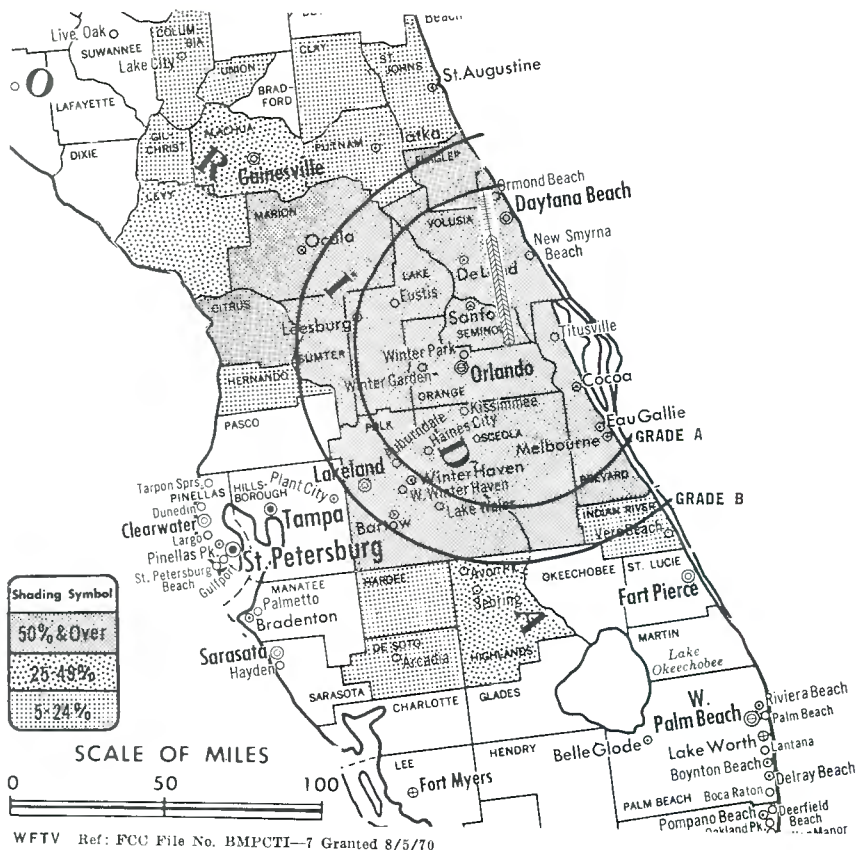
Transmitter: 3.5-mi. N of Bithlo, near Orlando.

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

News Wire Service: AP, UPI, ABC.

News Film Service: ABC.

Studio: 639 West Central (32805).



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WFTV

Licensee: Channel Nine of Orlando, Box 5795, Orlando, Fla. (32805).

Telephone: 305-241-6541. TWX No.: 810-850-0179.

Ownership: Interim operation as a joint venture of Mid-Fla. TV Corp., Central 9 Inc., Comint Corp., Fla. Heartland TV Inc. & TV Nine Inc., all applicants for Ch. 9 Orlando involved in comparative hearing.

Began Operation: Feb. 1, 1958 by Mid-Fla. Inc. Interim operation began April 1, 1969 (Television Digest, Vol. 9:14).

Represented (sales) by Blair Television.

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

Represented (legal) by Mullin, Connor & Rhyne.

Personnel:

- WALTER M. WINDSOR, general manager.
- CLIFTON L. CONLEY, general sales manager.
- CLIFF PINE, production manager.
- ROBERT F. DOTY, program director.
- JAMES H. LEWIS, news director.
- LEE WATSON, sports director.
- CHARLES STUMP, business manager.
- RICHARD GLEICK, promotion manager.
- JAMES HAMMOND, chief engineer.
- MILTON LANG, local sales manager.

DIGEST OF RATE CARD NO. 15—(Jan. 31, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—7:30-11 p.m., daily.

\$900.00 \$540.00 \$330.00 \$330.00 \$165.00

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Brevard	73,300	70,600	96
	Citrus	8,100	7,500	93
	Flagler	1,500	1,400	93
	Lake	25,800	24,700	96
	Marion	23,600	21,800	92
	Orange	114,800	111,100	97
	Osceola	9,700	9,200	95
	Polk	75,800	72,800	96
	Seminole	27,900	26,900	96
Sumter	4,800	4,500	93	
Volusia	66,400	63,900	96	
Between 25-49%	FLORIDA			
	Alachua	33,000	30,500	92
	Highlands	10,900	10,200	94
Levy	4,400	3,900	88	
Between 5-24%	FLORIDA			
	Clay	10,000	9,500	95
	Columbia	8,100	7,500	93
	De Soto	3,900	3,600	93
	Gilchrist	1,200	1,100	93
	Hardee	4,500	4,300	95
	Hernando	6,600	6,200	94
	Indian River	13,100	12,300	94
	Putnam	12,000	11,400	95
	St Johns	10,700	10,200	95
Union	1,800	1,700	92	
Station Totals		551,900	526,800	95
Net Weekly Circulation (1970-71)			365,300	
Average Daily Circulation (1970-71)			228,600	

WALT DISNEY WORLD

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now play host to more than
10 MILLION visitors a year
in Central Florida

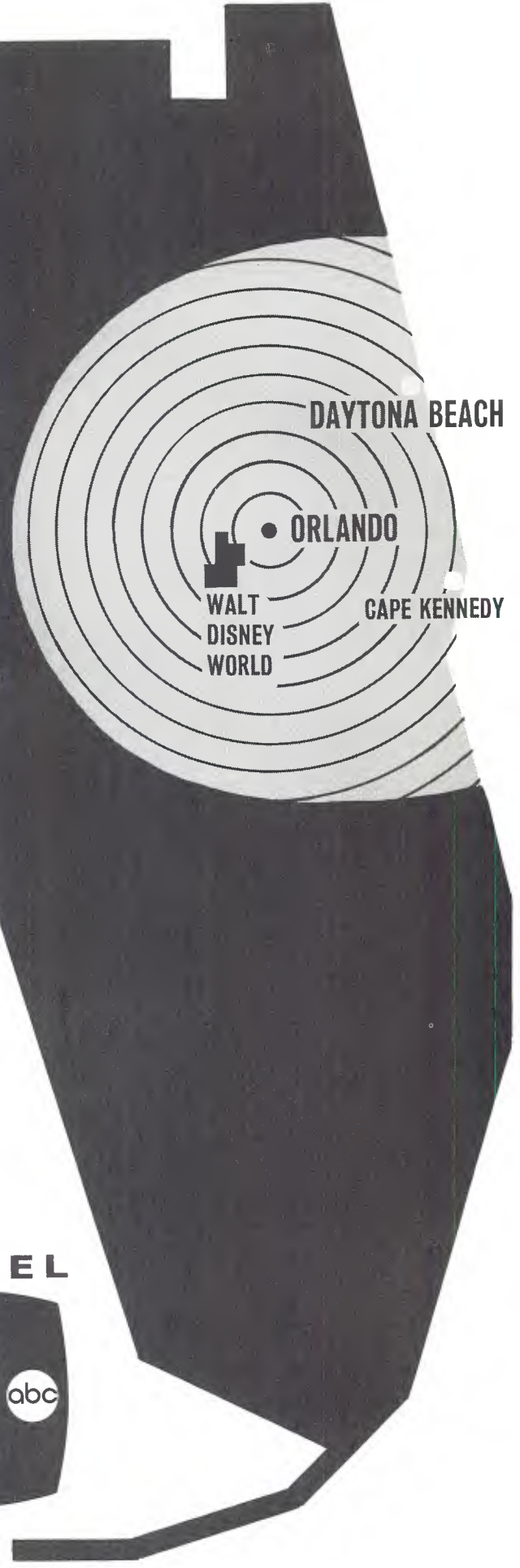
WFTV

ORLANDO-DAYTONA BEACH

serves 366,000 TV homes*
(plus this bonus of visitors)
and is the leader in this...
the fastest-growing area in
the state.

Your best buy in
the **ORLANDO-
DAYTONA BEACH**
Television Market is

CHANNEL



*Net weekly circulation ARB/May 1971

Florida—West Palm Beach

abc **WEAT-TV**
Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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, live, film, slide & tape.

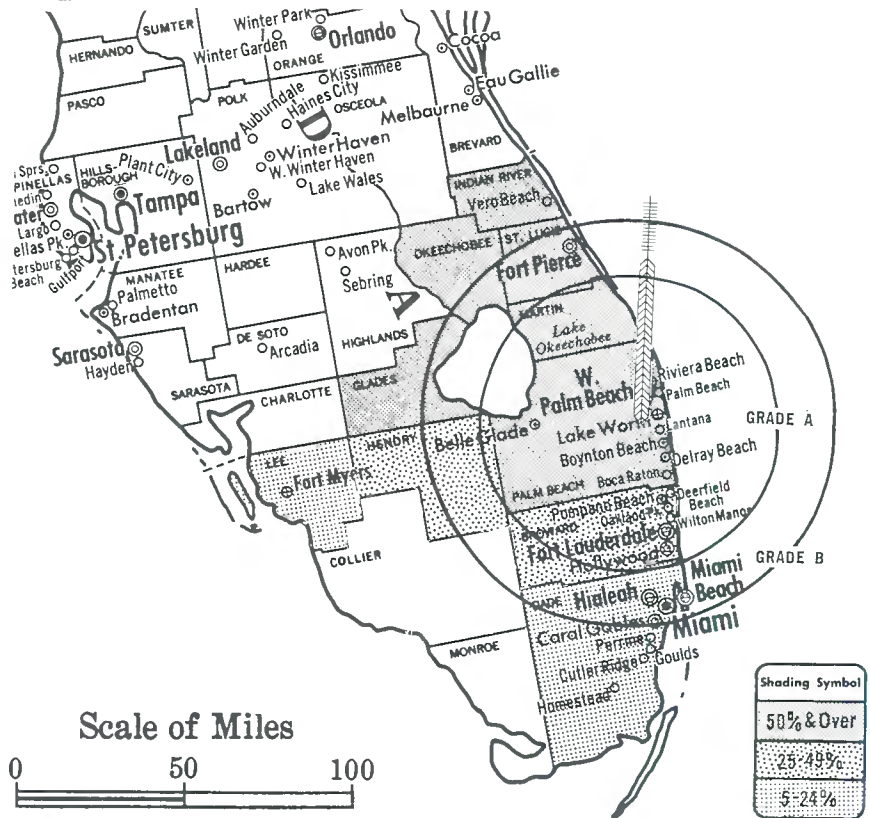
News Wire Service: UPI.

News Film Service: ABC.

AM Affiliate: WEAT, 1-kw, 850 kHz.

FM Affiliate: WEAT-FM, 100-kw, 104.5 MHz (No. 283), 520-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WEAT-TV Ref: FCC File No. BPCT-1916 Granted 2/21/62

©American Map Co., Inc., N.Y., No. 14241

WEAT-TV

Licensee: Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. (33402).

Studio: Congress Ave. & Lark Rd., West Palm Beach (33406).

Telephone: 305-842-1538.

TWX No.: 510-952-6674.

Ownership: Gardens Bcstg. Co. Royal American Industries Inc., 100%. Royal American Industries is 2/3 owned by Bankers Life & Casualty Co.

Began Operation: Jan. 1, 1955. Sale to present owners by Rand Broadcasting & Lebar by RKO Teleradio Pictures Inc. approved 1954 by FCC (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lebar 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 H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN D. MacARTHUR, president.
CHUCK CONRAD, sales manager.
ORAN D. GOUGH, operations director.
R. A. JORDAN, business manager.
ELEANOR L. LARSEN, program director.
WILLIAM J. CODDING, chief engineer.

DIGEST OF RATE CARD NO. 21—(Feb. 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$550.00 \$330.00 \$220.00 \$165.00 \$137.50* \$115.50* \$61.00*

*Class AA—7:29-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Glades	1,200	1,100	89
	Indian River	13,100	12,300	94
	Martin	11,000	10,500	95
	Okeechobee	3,200	3,000	95
Between 25-49%	FLORIDA			
	Broward	244,600	238,900	98
Between 5-24%	FLORIDA			
	Dade	457,800	442,500	97
	Lee	40,900	39,000	95
Station Totals		927,000	895,000	97
Net Weekly Circulation (1970-71)				243,800
Average Daily Circulation (1970-71)				111,000

Florida—Palm Beach



WPTV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

Transmitter: Near Green Acres City & Lantana Rd.

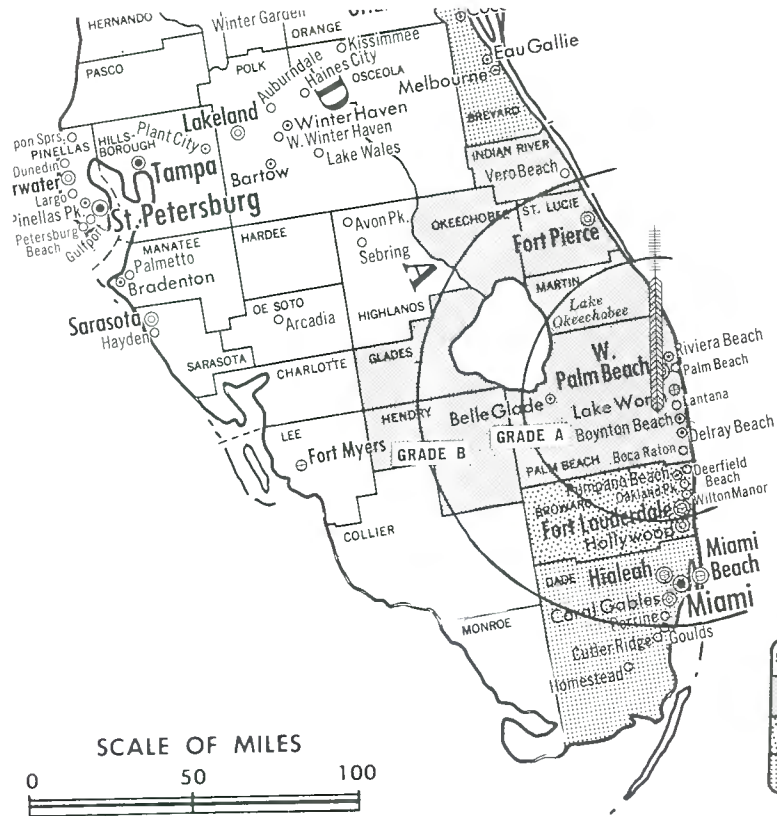
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.



Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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).

Studio: P.O. Box 510, Palm Beach (33480).

Telephone: 305-655-5455.

TWX No.: 510-952-7606.

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:

HARRY LeBRUN, station director.
ROBERT REGALBUTO, general sales manager.
STEVE McCLEASTER, director of operations.
LEWIS EVENDEN, director of engineering.
ED ROOS, chief engineer.
BILL GORDON, news director.

DIGEST OF RATE CARD NO. M-71
(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:28-10:59 p.m., daily.
\$700.00 \$500.00 \$330.00 \$245.00 \$165.00 \$125.00 \$100.00
NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Glades	1,200	1,100	89
	Hendry	3,900	3,500	90
	Indian River	13,100	12,300	94
	Martin	11,000	10,500	95
	Okeechobee	3,200	3,000	95
Between 25-49%	FLORIDA			
	Broward	244,600	238,900	98
Between 5-24%	FLORIDA			
	Brevard	73,300	70,600	96
Dade	457,800	442,500	97	
Station Totals		959,400	926,600	97
Net Weekly Circulation (1970-71)			235,200	
Average Daily Circulation (1970-71)			139,500	

For Index to Contents,
see Services Volume

Florida—Panama City



WJHG-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

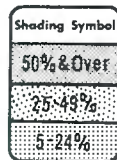
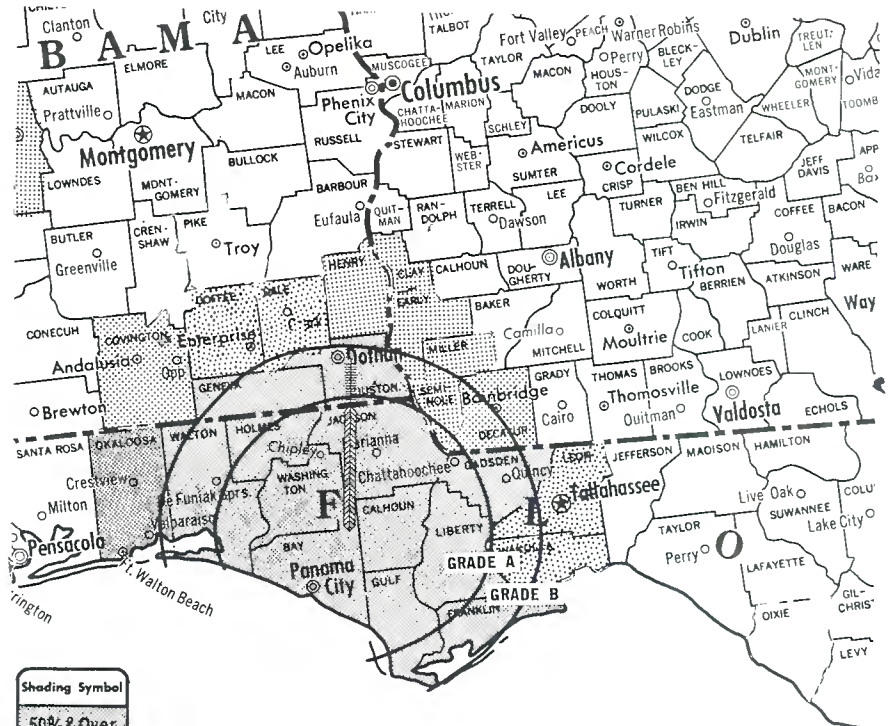
Studio: 8195 W. Highway 98 (32401).

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WJHG-TV Ref: FCC File No. BPCT-3287 Granted 12/31/63

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

WJHG-TV

Network Service: NBC, ABC.

Licensee: WJHG-TV Inc., Albany, Georgia.

Telephone: 305-234-2125.

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 Inc.; James S. Ayers Co. (Atlanta).

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

RAY HOLLOWAY, vice president & general manager.

HUGH ROCHE, sales manager.

JACK REINHART, production manager.

BILL CARPENTER, chief engineer.

DIGEST OF RATE CARD NO. 5—(Aug. 15, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$360.00 \$216.00 \$144.00 \$126.00 \$108.00 \$80.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$300.

For Group Ownership of Television Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Geneva	7,200	6,700	93
	Houston	18,600	17,800	96
	FLORIDA			
	Bay	24,900	23,900	96
	Calhoun	2,100	1,900	89
	Franklin	2,400	2,200	90
	Gadsden	9,600	8,700	91
	Gulf	3,100	2,900	92
	Holmes	3,500	3,100	88
	Jackson	11,000	9,900	90
	Liberty	1,000	900	91
	Okaloosa	27,200	26,300	97
Walton	5,300	4,900	92	
Washington	3,800	3,500	91	
Between 25-49%	ALABAMA			
	Coffee	11,000	10,300	93
	Dale	15,000	14,200	95
FLORIDA				
Leon	33,600	31,800	95	
Wakulla	2,100	2,000	94	
Between 5-24%	ALABAMA			
	Covington	11,500	10,700	93
	Dallas	15,900	14,500	91
	Henry	4,000	3,700	92
	GEORGIA			
	Clay	1,100	1,000	89
	Decatur	6,500	6,100	93
Early	3,900	3,500	91	
Miller	1,900	1,700	90	
Seminole	2,100	1,900	93	
Station Totals		228,300	214,100	94
Net Weekly Circulation (1970-71)			103,600	
Average Daily Circulation (1970-71)			61,800	

STARTLING AS IT MAY SEEM

IT'S A FACT...

**ONE MILLION
TOURISTS ENJOY
OUR BEACHES
EACH YEAR**

IT'S A FACT...

**OVER ONE HALF
MILLION PEOPLE WHO
LIVE IN OUR AREA
ENJOY IT YEAR-ROUND**



WJHG-TV

PANAMA CITY, FLORIDA



REPRESENTED NATIONALLY
BY
ADAM YOUNG, INC.

IN THE SOUTH
BY
JAMES S. AYERS, INC.



GRAY COMMUNICATION SYSTEMS INC.

Florida—Pensacola-Mobile, Ala.



WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Loxley, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

Represented (engineering) by G. Russell Chambers.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.

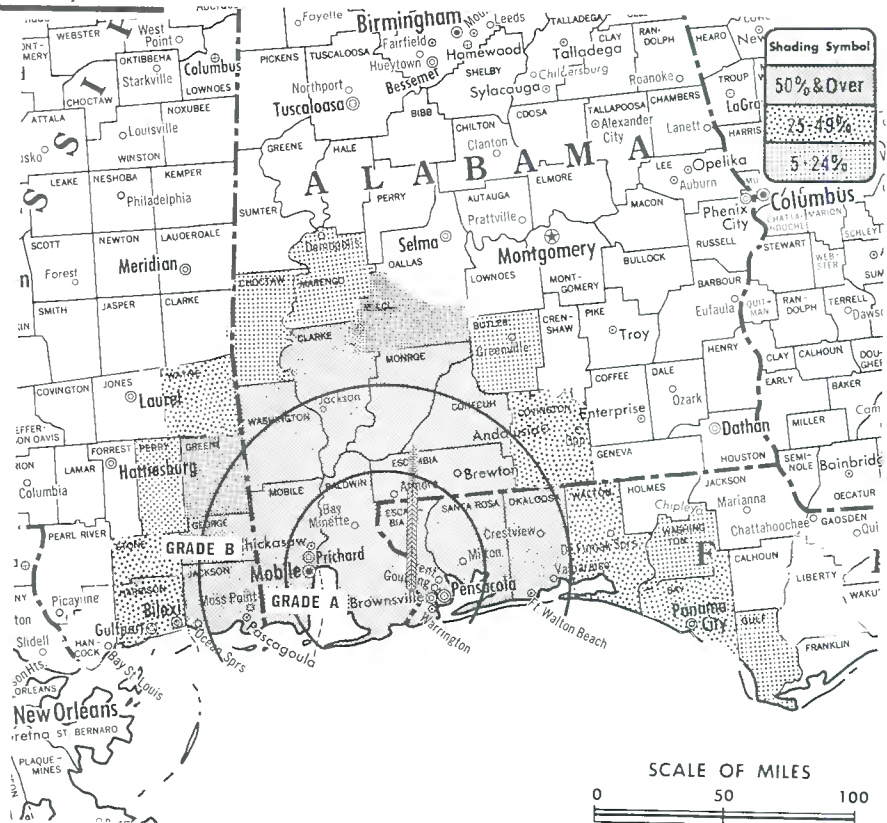
Total Households: ① MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WEAR-TV Ref: FCC File No. BMPT-5313 Granted 7/22/59

©American Map Co., Inc., N.Y. No. 14241

WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla. (32502).

Telephone: 305-455-7311. TWX No.: 510-737-7952.

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 H-R Television.

Represented (legal) by Cohn & Marks.

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.

DAVID BUTTS, operations manager.

HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. 2—(Jan. 20, 1969)

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: \$284.

NETWORK BASE HOURLY RATE: \$725.

Station Studio & Mobile Equipment

Listed in Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	ALABAMA				
		Baldwin	18,600	17,800	96
		Clarke	7,900	7,100	89
		Conecuh	4,800	4,300	89
		Escambia	10,100	9,300	92
		Mobile	93,200	90,000	97
		Monroe	5,900	5,200	88
		Washington	4,500	4,100	91
		Wilcox	4,300	3,700	85
	FLORIDA				
		Escambia	63,400	61,400	97
		Okaloosa	27,200	26,300	97
		Santa Rosa	11,800	11,400	96
MISSISSIPPI					
	George	3,800	3,600	96	
	Greene	2,600	2,300	89	
	Jackson	26,500	25,300	96	
Between 25-49%	ALABAMA				
		Covington	11,500	10,700	93
	FLORIDA				
		Bay	24,900	23,900	96
		Walton	5,300	4,900	92
	MISSISSIPPI				
	Harrison	38,900	37,400	96	
	Stone	2,400	2,200	93	
	Wayne	5,100	4,600	90	
Between 5-24%	ALABAMA				
		Butler	6,700	6,100	91
		Choctaw	4,700	4,100	88
		Marengo	6,900	6,100	88
	FLORIDA				
		Gulf	3,100	2,900	92
	Washington	3,800	3,500	91	
MISSISSIPPI					
	Perry	2,600	2,400	91	
Station Totals		400,500	380,600	95	
Net Weekly Circulation (1970-71)			275,600		
Average Daily Circulation (1970-71)			171,900		

Florida—Sarasota



WXLT-TV

Ch. 40

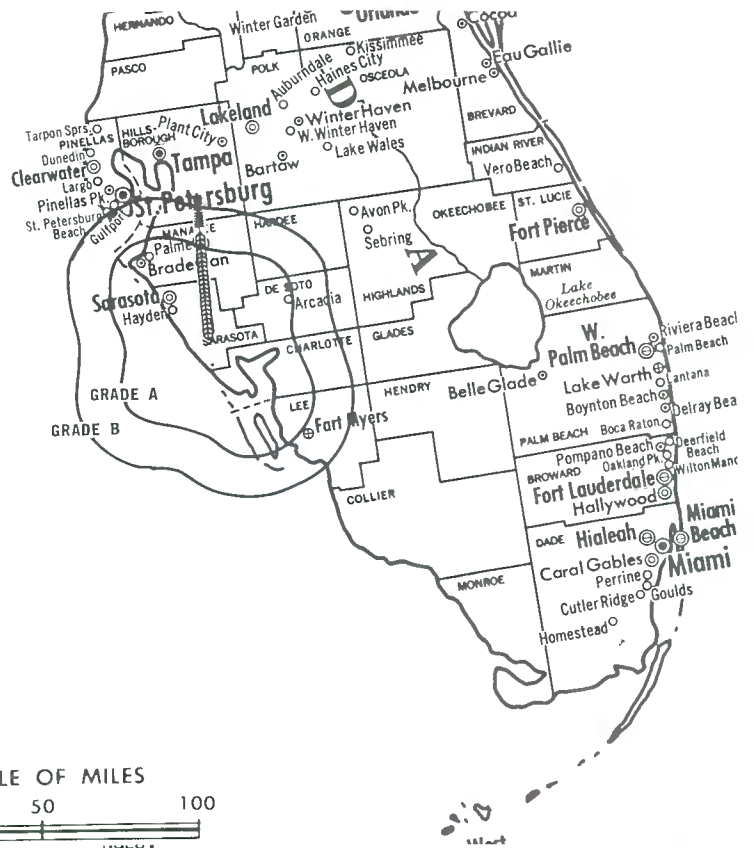
Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1405-kw max. & 589-kw horizontal visual, 281-kw max. & 120-kw horizontal aural. Antenna: 720-ft. above av. terrain, 747-ft. above ground, 762-ft. above sea level.

Latitude 27° 05' 36"
Longitude 82° 20' 16"

Transmitter: 6.5-mi. E of Venice.

TV tape: Recording facilities.

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



WXLT-TV Ref: FCC File No. BMMPT-Granted

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

WXLT-TV

Network Service: ABC.

Licensee: Sarasota-Bradenton Florida Television Co. Inc., P.O. Box 940, Sarasota, Fla. (33578).

Studio: 4101 Clark Rd.

Telephone: 813-922-0777.

Ownership: Robert R. Nelson, pres., 51%; W. E. Schonek, v.p., 9.8%; Bette F. Nelson, secy.-treas., .0008%; Rudolph C. Schonek, John F. Waltz, Clifford E. Beal & R. C. Clipp, 9.8% each. Nelson controls WBRD AM & FM, Bradenton, Fla. Clipp is pres. of WAYK, Lehigh Acres, Fla.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Daly & Joyce.

Represented (engineering) by W. J. Kessler Associates.

Began Operation: Oct. 23, 1971.

Personnel:

ROBERT R. NELSON, president & general manager.
GORDON J. ACKER, production manager.
DAVE SPINDLE, chief engineer.
TED ELESTON, sales manager.

DIGEST OF RATE CARD NO. 2
(Aug. 2, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—8-11 p.m., daily.
\$200.00 \$150.00 \$105.00 \$90.00 \$90.00 \$63.00 \$45.00 \$32.00

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Florida—Tallahassee-Thomasville, Georgia



WCTV

Ch. 6



Technical Facilities: Channel No. 6 (82-88 MHz). 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.

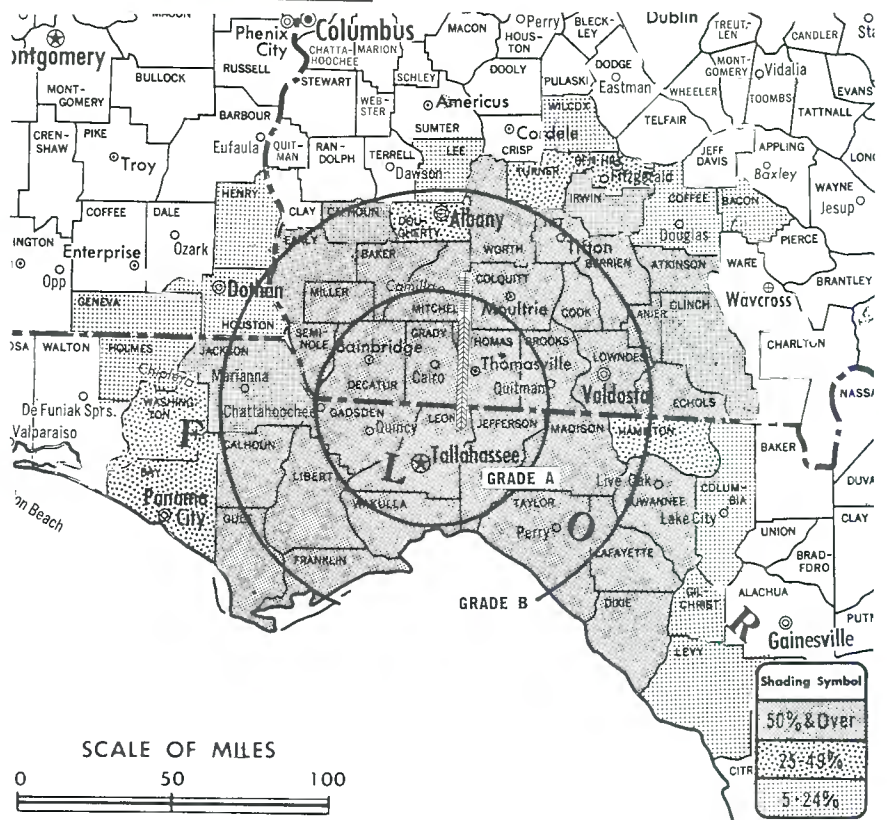
News Wire Service: AP.

News Film Service: CBS.

Telephone: 904-385-2121, Tallahassee.

TWX No.: 810-931-3773.

Total Households: © MSI
TV Homes: TV% and Circulation
Consumer Market Data as of 1/1/72.
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WCTV Ref: FCC File No. BPCT-2591 Granted 6/5/59

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

WCTV

Licensee: John H. Phipps Bcstg. Stations Inc., Box 3048, Tallahassee, Fla. (32303).

Office: 2225 N. Monroe St., Tallahassee, Fla. (32303).

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville, Ga.

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair TV.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

COLIN S. PHIPPS, president.
JOSEPH E. HOSFORD, vice president & general manager.
JERRY L. WILLIAMS, director of operations & film buyer.
W. A. SNOWDEN, director of engineering.
CHARLES CLIFTON, chief engineer.
JOHN R. STUART, national sales manager.

DIGEST OF RATE CARD NO. N15 (Sept. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$650.00	\$400.00	\$150.00 \$90.00

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Calhoun	2,100	1,900	89
	Dixie	1,900	1,600	87
	Franklin	2,400	2,200	90
	Gadsden	9,600	8,700	91
	Gulf	3,100	2,900	92
	Jackson	11,000	9,900	90
	Jefferson	2,500	2,200	89
	Lafayette	1,000	900	88
	Leon	33,600	31,800	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
FLORIDA—(Continued)				
	Liberty	1,000	900	91
	Madison	4,200	3,700	87
	Suwannee	5,000	4,500	90
	Taylor	4,400	4,000	90
	Wakulla	2,100	2,000	94
GEORGIA				
	Atkinson	1,600	1,400	85
	Baker	1,100	1,000	88
	Berrien	3,700	3,300	90
	Brooks	4,000	3,700	92
	Calhoun	1,700	1,400	85
	Clinch	1,800	1,600	91
	Colquitt	10,100	9,500	94
	Cook	3,800	3,500	92
	Decatur	6,500	6,100	93
	Early	3,900	3,500	91
	Echols	500	400	87
	Grady	5,600	5,300	94
	Irwin	2,400	2,200	92
	Lanier	1,500	1,400	90
	Lowndes	16,300	15,100	93
	Miller	1,900	1,700	90
	Mitchell	5,400	4,900	92
	Seminole	2,100	1,900	93
	Thomas	10,500	9,900	94
	Tift	8,200	7,600	93
	Worth	4,400	4,100	93

Between 25-49%	FLORIDA			
	Bay	24,900	23,900	96
	Hamilton	2,500	2,200	89
	Washington	3,800	3,500	91
	GEORGIA			
	Ben Hill	4,100	3,700	90

(Continued on page 152-b)

Station Totals	306,100	284,000	93
Net Weekly Circulation (1970-71)		164,100	
Average Daily Circulation (1970-71)		117,000	

Florida—Tampa-St. Petersburg



WFLA-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 31.6-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"

Transmitter: 14-mi. SE of Tampa.

TV tape: Recording facilities.

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

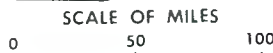
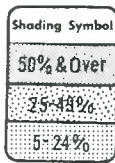
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WFLA, 5-kw, 970 kHz (NBC).

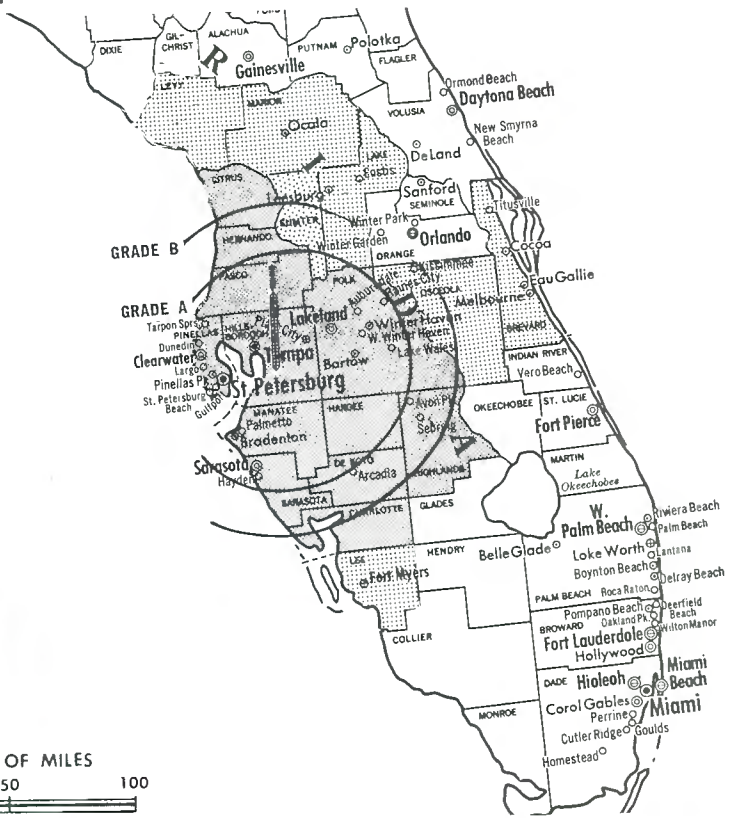
FM Affiliate: WFLA-FM, 100-kw, 93.3 MHz (No. 227), 770-ft.

Total Households: ⑤ MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WFLA-TV Ref: FCC File No. BPCT—363 Granted 8/4/64

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



WFLA-TV

Licensee: WFLA Inc., 905 Jackson St., Tampa, Fla. (33602).

Studio: 905 Jackson St., P.O. Box 1410 (33601).

Telephone: 813-229-7781. TWX No.: 813-2299-981.

Ownership: Media General Inc., 100%. Media General also owns Tampa Tribune and Times, Richmond Times-Dispatch and News-Leader.

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

GEORGE W. HARVEY, chairman of the board.
WILLIAM B. FABER, president.
C. WESLEY QUINN, general sales manager.
HARRY SMITH, local sales manager.
J. E. FARAGHAN, program director & film buyer.
FRANK STRINGER, operations director.
DOUG DUPERRAULT, promotion manager.
BILL HENRY, news director.
PETER HOLST, film editor.
PATRICK McLAUGHLIN, chief engineer.

DIGEST OF RATE CARD NO. 21—(Aug. 2, 1971)

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	\$450.00*	\$270.00*

*Class AAA—7:30-10:30 p.m. daily.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
FLORIDA				
	Charlotte	12,900	12,200	94
	Citrus	8,100	7,500	93
	De Soto	3,900	3,600	93
50% & Over	Hardee	4,500	4,300	95
	Hernando	6,600	6,200	94
	Highlands	10,900	10,200	94
	Hillsborough	167,600	161,400	96
	(Continued on page 152-b)			

Station Totals	826,300	793,100	96
Net Weekly Circulation (1970-71)			538,900
Average Daily Circulation (1970-71)			379,600

**TAMPA
ST. PETERSBURG
IS NOW THE**

20

**th MARKET (ARB-ADI)
Rankings**

The brand new DISNEY WORLD is only 60 miles east of this exciting, fast growing market . . . served best by

WFLA-TV

**Media
General**

BLAIR



Florida—Tampa-St. Petersburg



WLCY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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 CP for change to 303.4-kw visual, 50-kw aural, 1493-ft. above av. terrain, 1534-ft. above ground, 1545-ft. above sea level, lat. 28° 11' 04", long. 82° 45' 39", transmitter to 50-ft. NE of present site. BPCT-4484.

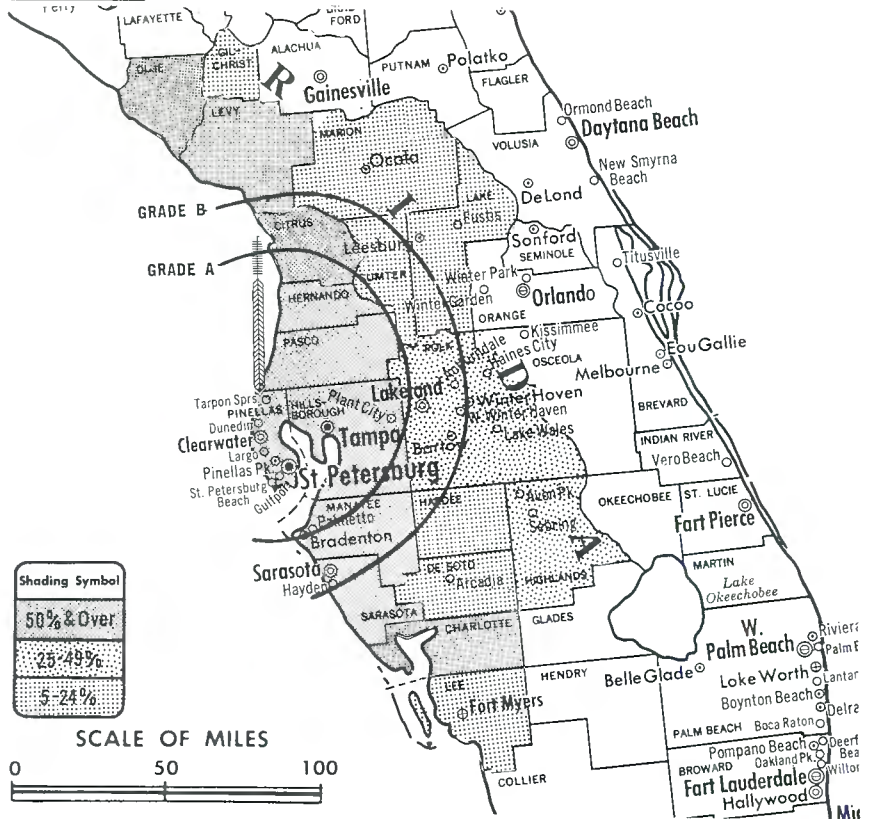
Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WLCY-TV Ref: FCC File No. BMPCT-6094 Granted 5/11/65

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

WLCY-TV

Licensee: WLCY-TV Inc., P.O. Box 14000, St. Petersburg, Fla. (33733).

Studio: 11450 Gandy Blvd., St. Petersburg (33702).

Telephones: 813-525-1111, St. Petersburg; 229-7976, Tampa.

AM Affiliate: WLCY, 5-kw, 1380 kHz.

FM Affiliate: WLCY-FM, 100-kw, 94.9 MHz.

Ownership: Rahall Communications Corp. Harold Holder, pres.; Sam G. Rahall, chmn., exec. committee, 25.38%; N. Joe Rahall, 23.95%; Farris E. Rahall, treas., 23.93%; others, none with more than 3%. Rahall also controls radios WLCY; WKAP, Allentown, Pa.; WWNR, Beckley, W. Va. & WLCY-FM, Tampa and is buying WFBM-AM-FM, Indianapolis. For CATV interests, see Bcstrs. in CATV.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965.

Represented (sales) by RKO Television Representatives Inc.

Represented (legal) by Stambler & Shrinsky.

Represented (engineering) by Kear & Kennedy.

Personnel:

- SAM G. RAHALL, president.
- JEFF EVANS, vice president & general manager.
- JACK WELDON, local sales manager.
- BRYAN BISNEY, program manager.
- SID PERRY, promotion manager.
- AL KOERKEL, film director.
- BRUCE SINGLETON, vice president & 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

NETWORK BASE HOURLY RATE: \$584.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	12,900	12,200	94
	Citrus	8,100	7,500	93
	Dixie	1,900	1,600	87
	Hernando	6,600	6,200	94
	Hillsborough	167,600	161,400	96
	Levy	4,400	3,900	88
	Manatee	40,600	39,100	96
	Pasco	33,300	31,800	96
Pinellas	227,200	219,900	97	
Sarasota	52,400	50,400	96	
Between 25-49%	FLORIDA			
	Highlands	10,900	10,200	94
	Polk	75,800	72,800	96
Between 5-24%	FLORIDA			
	De Soto	3,900	3,600	93
	Gilchrist	1,200	1,100	93
	Hardee	4,500	4,300	95
	Lake	25,800	24,700	96
	Lee	40,900	39,000	95
	Marion	23,600	21,800	92
Sumter	4,800	4,500	93	
Station Totals		746,400	716,000	96
Net Weekly Circulation (1970-71)			419,200	
Average Daily Circulation (1970-71)			227,600	

Florida—Tampa-St. Petersburg



WTVT

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.5-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.

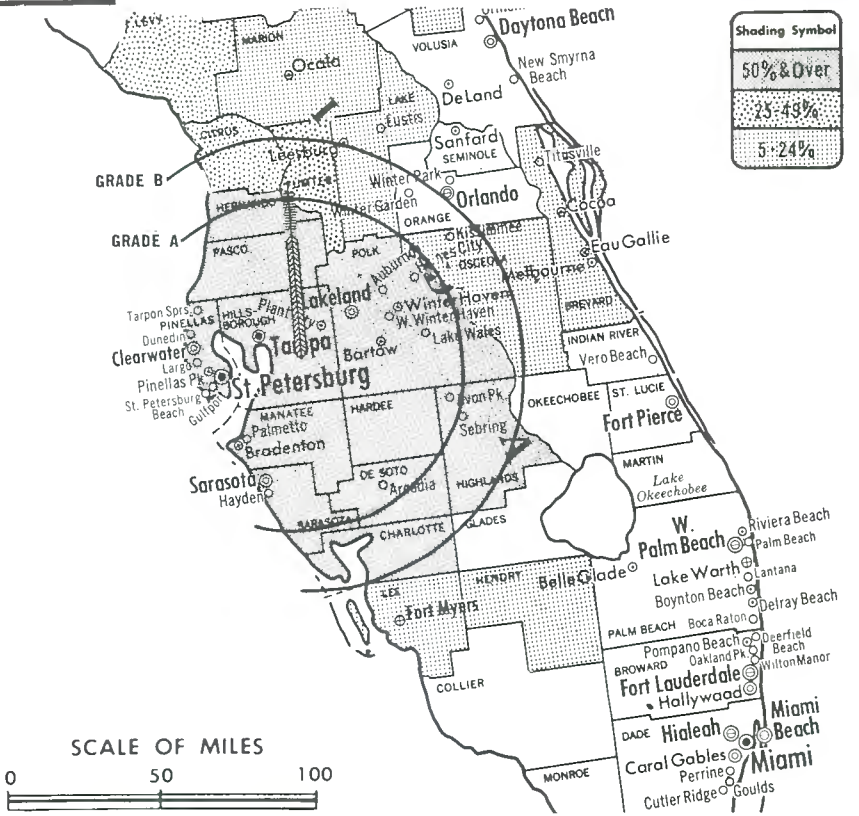
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Studio: 3213 John F. Kennedy Blvd.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTVT Ref: FCC File No. BMPCT—6216 Granted 5/9/66

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

WTVT

Licensee: WKY Television System Inc., Box 22013, Tampa (33622).

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

EUGENE B. DODSON, executive v.p. & general manager.
ROBERT OLSON, assistant manager.
RAY DANTZLER, director of programs, news & public affairs.
HUGH SMITH, news director.
FRANK RIDOLPHI, business manager.
ROBERT FOWLER, general sales manager.
LAWRENCE T. WHITNEY, local sales manager.
WALTER RHOADS, promotion manager.
CHARLES HAMPTON, public service director.
FRANK RANKEL, chief engineer.
DAN BOGER, production manager.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

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

Class AA—8-11 p.m., daily.

\$1200.00 \$720.00 Graded rates apply*

*Highest rate: \$500.00.

NETWORK BASE HOURLY RATE: \$1325.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA				
		Charlotte	12,900	12,200	94
		De Soto	3,900	3,600	93
		Hardee	4,500	4,300	95
		Hernando	6,600	6,200	94
		Highlands	10,900	10,200	94
		Hillsborough	167,600	161,400	96
		Manatee	40,600	39,100	96
		Pasco	33,300	31,800	96
		Pinellas	227,200	219,900	97
	Polk	75,800	72,800	96	
	Sarasota	52,400	50,400	96	
Between 25-49%	FLORIDA				
		Citrus	8,100	7,500	93
		Levy	4,400	3,900	88
		Sumter	4,800	4,500	93
Between 5-24%	FLORIDA				
		Brevard	73,300	70,600	96
		Flagler	1,500	1,400	93
		Gilchrist	1,200	1,100	93
		Hendry	3,900	3,500	90
		Lake	25,800	24,700	96
		Lee	40,900	39,000	95
		Marion	23,600	21,800	92
	Osceola	9,700	9,200	95	
Station Totals			832,900	799,100	96
Net Weekly Circulation (1970-71)				544,900	
Average Daily Circulation (1970-71)				400,500	

Florida—St. Petersburg-Tampa

WTOG

Ch. 44

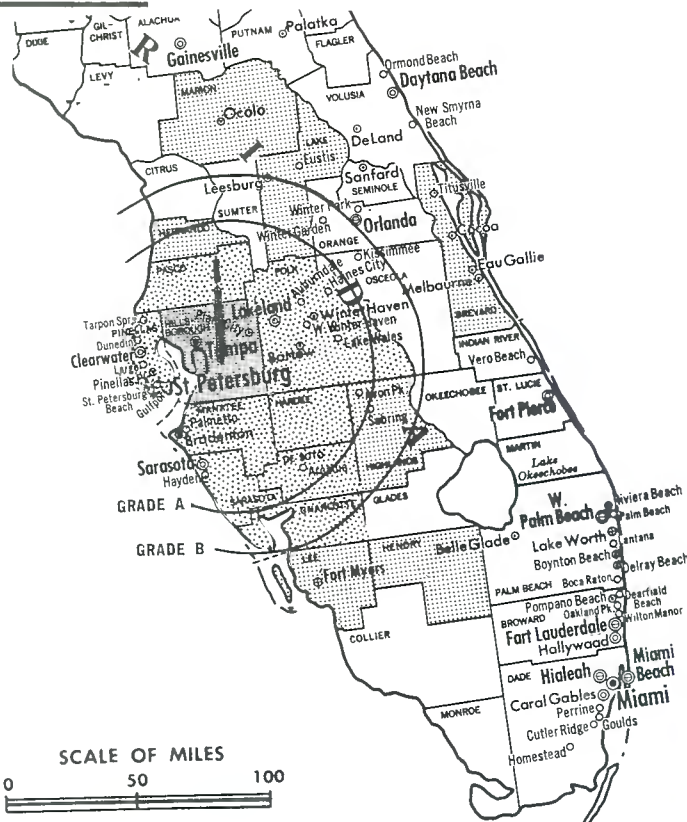
Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1815-kw max. & 828-kw horizontal visual, 363-kw max. & 165-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1474-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 51"
Longitude 82° 16' 00"

Transmitter: 4-mi. SE of Riverview, Fla.

TV tape: Recording facilities.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV^c and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTOG Ref: FCC File No. BMPCT—6769 Granted 3/29/68

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

WTOG

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, Minn.

Studio: 365 105th Terrace N.E., St. Petersburg, Fla. (33702).

Telephone: 813-527-7121.

Ownership: See KSTP-TV, St. Paul, Minn.

Began Operation: Nov. 4, 1968.

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

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hi'dreth.

Represented (engineering) by Lohnes & Culver.

Personnel:

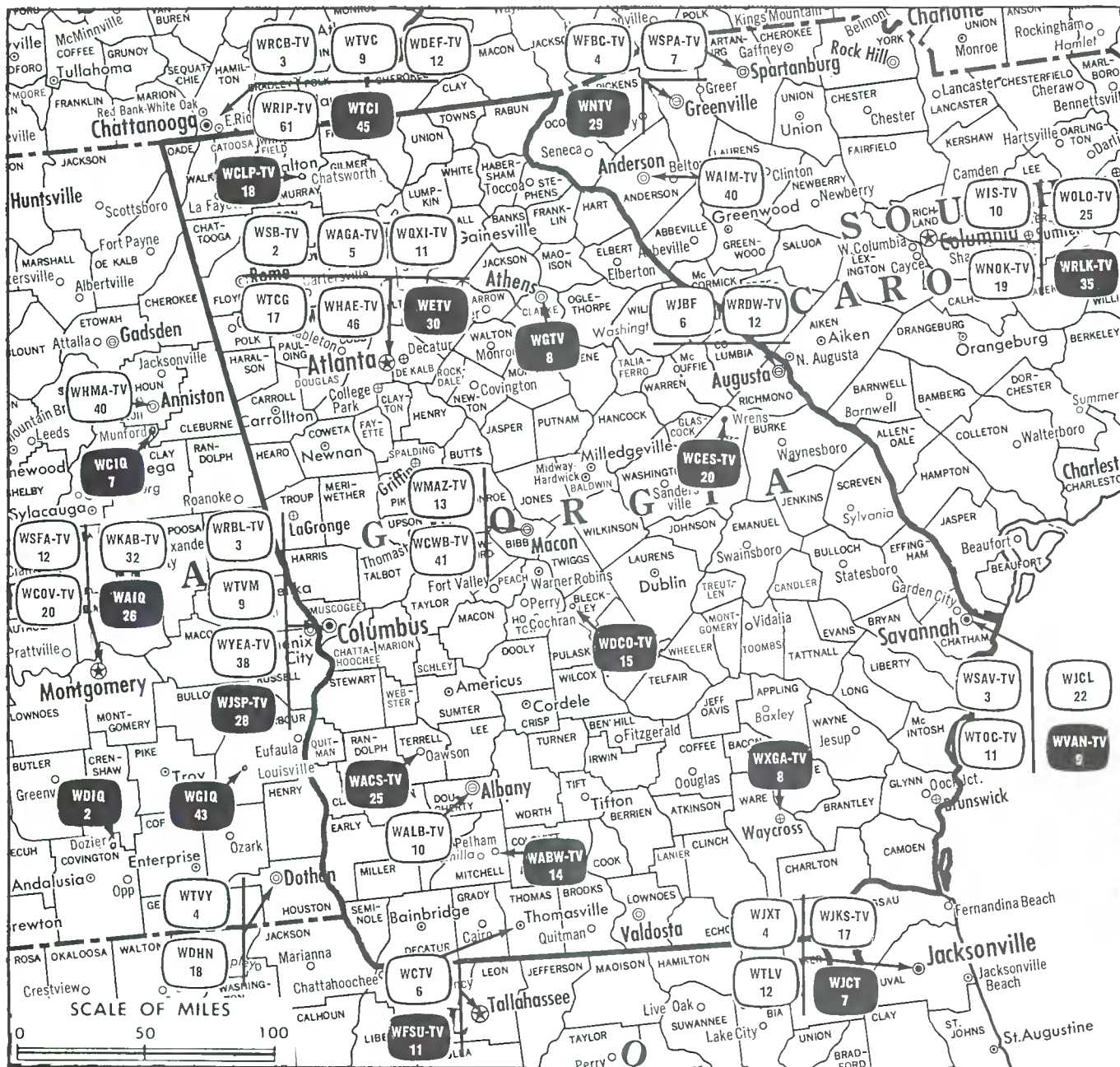
HOWARD R. TRICKEY, general manager.
JAMES L. TOMLIN, general sales manager.
LOREN MATHRE, program director & operations manager.
GEORGE ORGERA JR., chief engineer.
TOM TERITO, production manager.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
\$700.00	\$500.00	\$275.00	\$150.00		Graded rates apply*	

*Highest rate: \$220.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Hillsborough	167,600	161,400	96
Between 25-49%	FLORIDA			
	Charlotte	12,900	12,200	94
	De Soto	3,900	3,600	93
	Hardee	4,500	4,300	95
	Manatee	40,600	39,100	96
	Pasco	33,300	31,800	96
Between 5-24%	FLORIDA			
	Brevard	73,300	70,600	96
	Hendry	3,900	3,500	90
	Hernando	6,600	6,200	94
	Highlands	10,900	10,200	94
	Lake	25,800	24,700	96
Lee	40,900	39,000	95	
Marion	23,600	21,800	92	
Station Totals		803,200	771,500	96
Net Weekly Circulation (1970-71)			250,700	
Average Daily Circulation (1970-71)			114,900	



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Atlanta	716,800	18	714,300	16
Columbus	252,900	80	139,600	108
Augusta	200,000	100	142,800	104
Albany	173,000	111	86,000	148
Tallahassee (Thomasville)	164,100	119	96,900	140
Macon	130,200	142	114,200	129
Savannah	119,100	151	103,100	136

Georgia Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	3	7	10
			26

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

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 MHz). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 420-ft. above ground, 2049-ft. above sea level.

Latitude 33° 48' 18.33"
Longitude 84° 08' 39.70"

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 MHz). Authorized power: 776-kw visual, 77.6-kw aural. Antenna: 1090-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"
Longitude 84° 20' 26"

WCLP-TV

Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 18 (494-500 MHz). 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"

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 MHz). 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 MHz). 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

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 25 (536-542 MHz). 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.

Technical Facilities: Channel No. 14 (470-476 MHz). 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-Pembroke

Ch. 9

Non-Commercial Educational Station

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

Technical Facilities: Channel No. 20 (506-512 MHz). 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"

State Cross Reference List

Communities That Receive Programs of
Stations That Are Located Elsewhere

WCTV, Thomasville (See Tallahassee, Fla.)

WAGA-TV, Atlanta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
GEORGIA—(Continued)				
	Pickens	3,100	2,900	95
	Pike	2,100	1,900	91
	Polk	9,400	9,000	96
	Putnam	2,500	2,300	93
	Rockdale	5,700	5,400	95
	Spalding	12,800	12,200	96
	Towns	1,400	1,300	94
	Troup	14,000	13,100	94
	Union	2,200	2,100	94
	Upson	7,700	7,300	95
	Walton	7,000	6,600	95
	White	2,500	2,300	93
	Whitfield	17,600	17,000	96
NORTH CAROLINA				
	Clay	1,700	1,500	90
Between 25-49 %				
ALABAMA				
	Chambers	11,600	10,800	93
	De Kalb	13,800	13,000	94
GEORGIA				
	Baldwin	7,500	6,900	92
	Bibb	47,400	45,500	96
	Chattooga	6,700	6,400	95
	Houston	18,800	18,100	96
	Jones	3,500	3,300	93
	Laurens	10,200	9,300	91
	Madison	4,400	4,100	94
	Rabun	2,800	2,600	92
	Stephens	6,600	6,200	94
	Talbot	1,700	1,500	90
	Taliaferro	800	700	89
	Washington	5,000	4,400	88
Between 5-24 %				
ALABAMA				
	Calhoun	31,100	29,800	96
	Clay	4,200	3,900	93
	Etowah	30,800	29,700	96
	Lee	18,100	16,900	93
	Talladega	19,600	18,400	94
	Tallapoosa	10,600	9,900	93
FLORIDA				
	Leon	33,600	31,800	95
GEORGIA				
	Berrien	3,700	3,300	90
	Coffee	6,800	6,200	91
	Colquitt	10,100	9,500	94
	Cook	3,800	3,500	92
	Crawford	1,400	1,200	88
	Crisp	5,700	5,200	91
	Elbert	5,700	5,400	95
	Franklin	4,200	4,000	96
	Hancock	2,300	2,000	87
	Harris	3,500	3,200	93
	Lee	2,000	1,800	92
	Lowndes	16,300	15,100	93
	Murray	4,000	3,700	93
	Peach	4,500	4,200	94
	Pulaski	2,600	2,400	91
	Sumter	8,000	7,200	90
	Telfair	3,300	2,900	88
	Thomas	10,500	9,900	94
	Wilcox	2,200	2,000	92
	Wilkes	3,200	2,900	89
	Wilkinson	2,900	2,700	92
NORTH CAROLINA				
	Cherokee	5,300	4,900	92
	Macon	5,300	4,700	89
TENNESSEE				
	Polk	3,800	3,600	94

For U.S. Call Letters, see page 7-b

Georgia

WALB-TV, Albany
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %				
FLORIDA				
	Gadsden	9,600	8,700	91
	Hamilton	2,500	2,200	89
	Leon	33,600	31,800	95
	Taylor	4,400	4,000	90
GEORGIA				
	Dodge	5,000	4,600	93
	Pulaski	2,600	2,400	91
	Randolph	2,600	2,300	90
	Schley	900	800	91
	Ware	10,600	10,000	94
	Webster	600	500	85
Between 5-24 %				
ALABAMA				
	Henry	4,000	3,700	92
	Houston	18,600	17,800	96
FLORIDA				
	Lafayette	1,000	900	88
	Levy	4,400	3,900	88
	Suwannee	5,000	4,500	90
GEORGIA				
	Appling	3,700	3,300	90
	Bleckley	3,200	2,900	92
	Clay	1,100	1,000	89
	Houston	18,800	18,100	96
	Pierce	2,700	2,500	92
	Wheeler	1,400	1,200	88
	Wilkinson	2,900	2,700	92

WRDW-TV, Augusta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %				
GEORGIA—(Continued)				
	Montgomery	1,800	1,600	87
	Oglethorpe	2,200	2,000	92
	Telfair	3,300	2,900	88
	Wheeler	1,400	1,200	88
SOUTH CAROLINA				
	Abbeville	6,500	6,100	93
	Colleton	8,000	7,200	90
	Greenwood	15,800	15,100	96
	Lexington	28,200	26,700	95
	Newberry	9,100	8,600	94
	Richland	62,400	59,300	95

WTCG, Atlanta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %				
GEORGIA—(Continued)				
	Pike	2,100	1,900	91
	Polk	9,400	9,000	96
	Rockdale	5,700	5,400	95
	Spalding	12,800	12,200	96
	Stephens	6,600	6,200	94
	Thomas	10,500	9,900	94
	Troup	14,000	13,100	94
	Upson	7,700	7,300	95
	White	2,500	2,300	93
	Whitfield	17,600	17,000	96

Georgia—Albany



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Transmitter: 2.5-mi. E of Doerun.

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

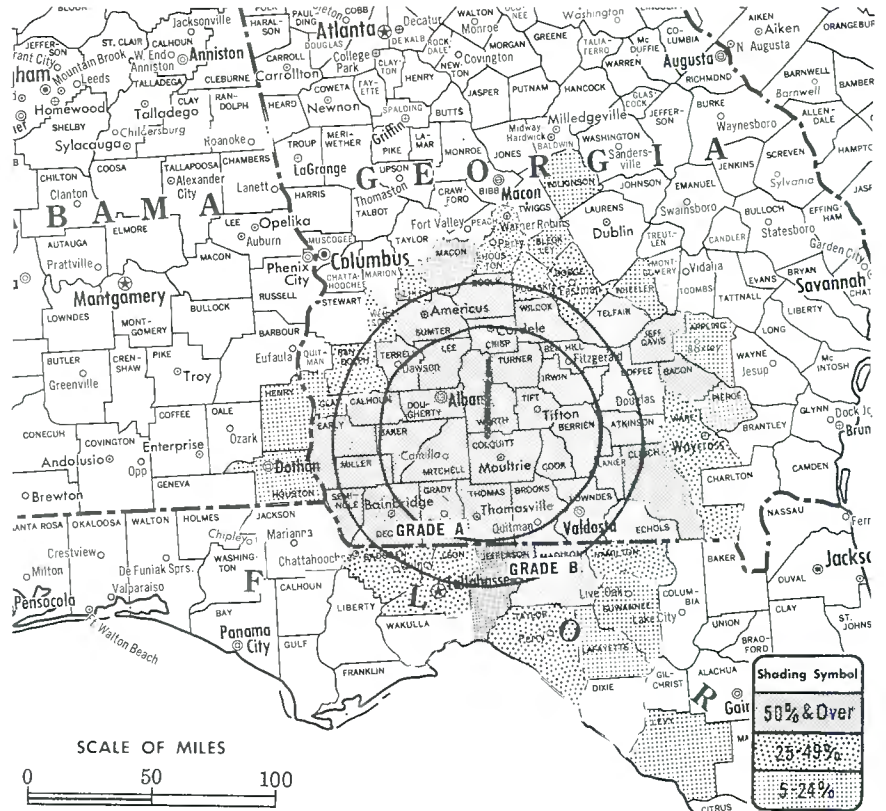
News Wire Service: AP, UPI.

Studio: 1709 Stuart Ave. (31701).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Represented (engineering) by Kear & Kennedy.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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: WALB-TV Inc., P. O. Box 408, Albany, Ga. (31701).

Ownership: Gray Communications Systems Inc. James H. Gray, pres., 50.1%; A. C. & I. C. Gortatwosky, 2.1%; others, none with as much as 2%. Also publishes Albany Herald, and owns WJHG-TV Inc., Panama City, Fla.; KTVE (TV) Inc., El Dorado, Ark.-Monroe, La.; Gray Cablevision Inc., Albany, Ga.; Gray Transportation Co. Inc., Albany, Ga.

Began Operation: April 7, 1954.

Represented (sales) by Adam Young Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

RAYMOND E. CAROW, vice president & general manager.
REBA HILL, national sales & program director.
R. DOUGLAS OLIVER, sales manager.
PERLEY E. EPPLEY, dir. of engineering.
BOB CALLAWAY, production manager.
JIM DAVIS, director of news & public affairs.

DIGEST OF RATE CARD NO. 11—(Nov. 15, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$600.00 \$360.00 \$240.00 \$180.00 \$140.00 \$120.00 \$70.00

NETWORK BASE HOURLY RATE: \$538.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Jefferson	2,500	2,200	89
	Madison	4,200	3,700	87

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	GEORGIA			
	Atkinson	1,600	1,400	85
	Bacon	2,300	2,100	91
	Baker	1,100	1,000	88
	Ben Hill	4,100	3,700	90
	Berrien	3,700	3,300	90
	Brooks	4,000	3,700	92
	Calhoun	1,700	1,400	85
	Clinch	1,800	1,600	91
	Coffee	6,800	6,200	91
	Colquitt	10,100	9,500	94
	Cook	3,800	3,500	92
	Crisp	5,700	5,200	91
	Decatur	6,500	6,100	93
	Dooly	3,100	2,800	92
	Dougherty	26,800	25,500	95
	Early	3,900	3,500	91
	Echols	500	400	87
	Grady	5,600	5,300	94
	Irwin	2,400	2,200	92
	Jeff Davis	2,900	2,700	91
	Lanier	1,500	1,400	90
	Lee	2,000	1,800	92
	Lowndes	16,300	15,100	93
	Macon	3,400	3,100	90
	Miller	1,900	1,700	90
	Mitchell	5,400	4,900	92
	Seminole	2,100	1,900	93
	Sumter	8,000	7,200	90
	Telfair	3,300	2,900	88
	Terrell	3,300	3,000	91
	Thomas	10,500	9,900	94
	Tift	8,200	7,600	93
	Turner	2,800	2,600	92
	Wilcox	2,200	2,000	92
	Worth	4,400	4,100	93

(Continued on page 185-b)

Station Totals	319,600	296,000	93
Net Weekly Circulation (1970-71)		173,000	
Average Daily Circulation (1970-71)		118,500	

**DID YOU EVER WONDER
HOW NBC GETS TO THE
MORE THAN 341,100*
HOMES IN SOUTH GEORGIA
AND NORTH FLORIDA?**

REPRESENTED NATIONALLY
BY
ADAM YOUNG, INC.

IN THE SOUTH
BY
JAMES S. AYERS, INC.



GRAY COMMUNICATION SYSTEMS INC.

*SOURCE: ARB NOVEMBER 1971

Georgia—Atlanta



WAGA-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

TXW 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.

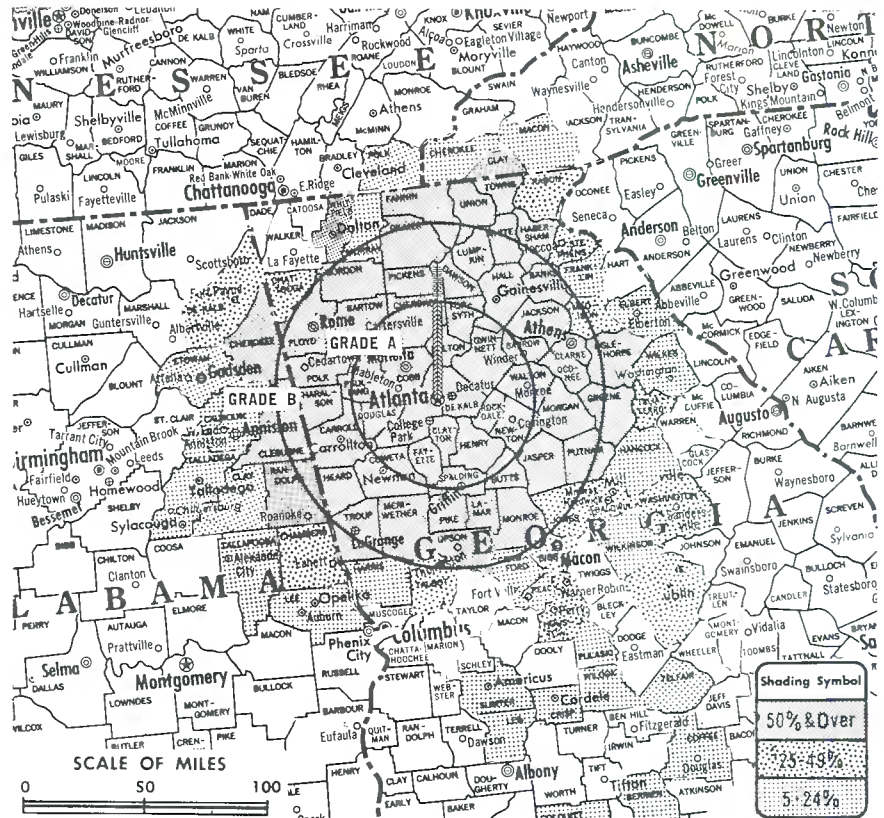
Represented (legal) by Warren C. Zwicky.

Total Households: © MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAGA-TV Ref: FCC File No. BPCT-1879 Granted 8/10/54

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

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.

Begin Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- PAUL RAYMON, vice president & general manager.
- TERRENCE McGUIRK, station manager.
- DAN BERKERY, national sales manager.
- RAY GABER, local sales manager.
- CHUCK LIPTON, director, sales development.
- JAMES FERGUSON, program director.
- MIKE ROMEDY, production manager.
- WAYNE STUDER, promotion manager.
- WILLIAM M. SPELL, research & merchandising.
- DALE CLARK, public affairs manager.
- BOB BRENNAN, news director.
- HUGO BONDY, chief engineer

DIGEST OF RATE CARD NO. 30—(Feb. 14, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$2000	\$1200	\$800	\$600	\$700*	\$540*	\$320*

*AA-1—7:01-11:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cherokee	5,100	4,800	94
	Cleburne	3,400	3,100	92
	Randolph	5,900	5,400	92
50% & Over	GEORGIA			
	Banks	2,100	1,900	92
	Barrow	5,700	5,400	95
	Bartow	10,200	9,800	96
	Butts	3,100	2,900	94

Net Weekly Circulation	State County	Total Households	TV Households	%
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GEORGIA—(Continued)

Carroll	14,600	14,000	96
Cherokee	9,700	9,400	96
Clarke	20,900	19,800	95
Clayton	30,200	29,600	98
Cobb	63,100	62,000	98
Coweta	9,900	9,300	94
Dawson	1,200	1,100	92
De Kalb	133,100	131,100	98
Douglas	9,300	9,000	97
Fannin	4,400	4,100	93
Fayette	3,500	3,300	95
Floyd	23,800	22,800	96
Forsyth	5,300	5,100	97
Fulton	202,900	197,000	97
Gilmer	2,800	2,600	92
Gordon	7,600	7,300	96
Greene	3,000	2,700	91
50% & Over			
Gwinnett	23,100	22,400	97
Habersham	6,400	6,000	94
Hall	18,500	17,800	96
Haralson	5,400	5,100	95
Heard	1,700	1,600	93
Henry	6,900	6,500	94
Jackson	6,900	6,500	95
Jasper	1,800	1,600	90
Lamar	3,200	3,000	94
Lumpkin	2,500	2,400	95
Meriwether	5,600	5,200	93
Monroe	3,100	2,900	93
Morgan	2,800	2,600	92
Newton	8,000	7,600	95
Oconee	2,600	2,500	97
Oglethorpe	2,200	2,000	92
Paulding	5,700	5,500	97

(Continued on page 185-b)

Station Totals	1,186,800	1,134,300	96
Net Weekly Circulation (1970-71)		705,100	
Average Daily Circulation (1970-71)		444,200	

Georgia—Atlanta

WHAE-TV

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1865-kw max. & 1290-kw horizontal visual, 368.8-kw max. & 251-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"
Longitude 84° 20' 26"

Transmitter: Briar Cliff Rd. & Shepherd Lane, N. Druid Hills.

TV tape: Recording facilities.

Color: Live, film, slide & tape.



WHAE-TV Ref: FCC File No. BPCT-1082 Granted 5/15/68

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

WHAE-TV

Grantee: Christian Broadcasting Network Inc., 1318 Spratley St., Portsmouth, Va. (23704).

Studio: 1733 Clifton Rd., NE, Atlanta, Ga. (30329)

Telephone: 404-631-5637.

Ownership: See WYAH-TV, Portsmouth, Va.

Began Operation: June 6, 1971.

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

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

Personnel:

GEORGE IVEY, general manager.

DIGEST OF RATE CARD

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.					
.....	\$120.00	\$90.00	\$90.00	\$60.00

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

Georgia—Atlanta



WQXI-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

Requests CP for change to 316-kw max. & 303.4-kw horizontal visual, 63.2-kw max. & 60.5-kw horizontal aural, 1069-ft. above av. terrain, 1037-ft. above ground, 2046-ft. above sea level. BPCT-4512.

Transmitter: 110 Arizona Ave., N.E.

TV tape: Recording facilities.

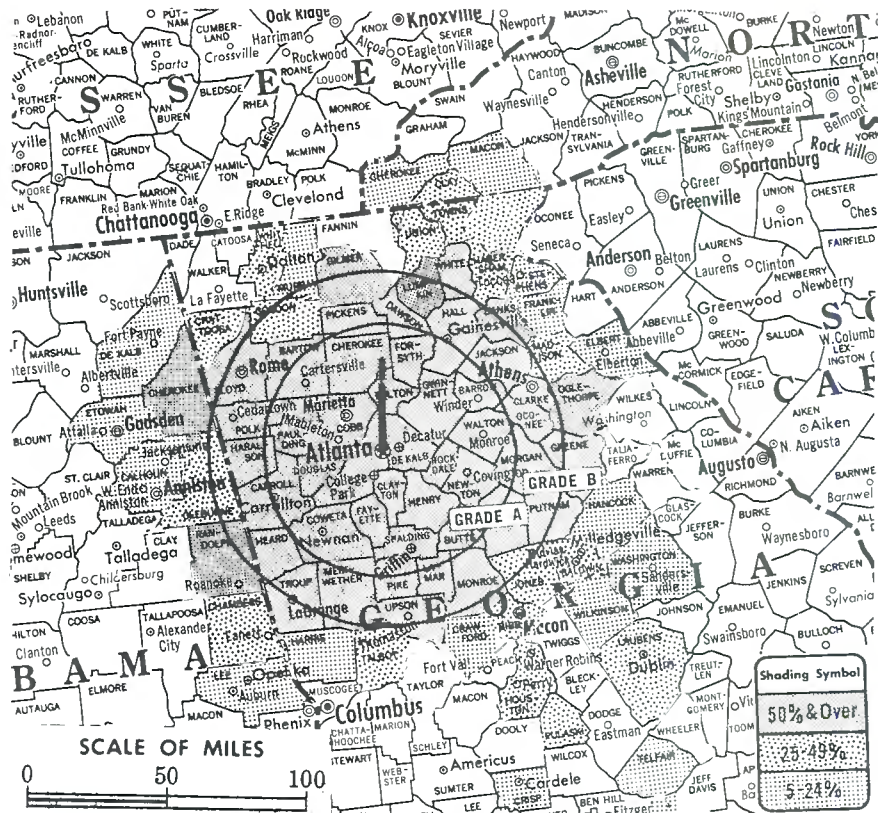
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Lohnes & Culver.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WQXI-TV Ref: FCC File No. BPCT-2463 Granted 5/27/68

©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).

Studio: 1611 W. Peachtree St., N.E.

Telephone: 404-892-1611. Telex: 542217.

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 Metro TV Sales.

Personnel:

- GEORGE HAGAR, vice president & general manager.
- GEORGE RESING JR., station manager.
- JAMES THRASH, general sales manager.
- JIM TRAHEY, national sales manager.
- DON LACHOWSKI, local sales manager.
- DUANE WEISE, director of engineering.
- DAVE UHRICH, operations manager.
- ROBERT W. NEAL, news director.
- LUKE GREENE, dir., special events & community affairs.
- TONY VISK, promotion manager.

DIGEST OF RATE CARD NO. 4—(July 10, 1970)

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

Class AA—7:30-11 p.m., daily.

\$1800.00 \$1200.00 \$800.00 Graded rates apply*

* Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cherokee	5,100	4,800	94
	Randolph	5,900	5,400	92
	GEORGIA			
	Banks	2,100	1,900	92
Barrow	5,700	5,400	95	
Bartow	10,200	9,800	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA—(Continued)				
	Butts	3,100	2,900	94
	Carroll	14,600	14,000	96
	Cherokee	9,700	9,400	96
	Clarke	20,900	19,800	95
	Clayton	30,200	29,600	98
	Cobb	63,100	62,000	98
	Coweta	9,900	9,300	94
	Dawson	1,200	1,100	92
	De Kalb	133,100	131,100	98
	Douglas	9,300	9,000	97
	Fayette	3,500	3,300	95
	Floyd	23,800	22,800	96
	Forsyth	5,300	5,100	97
	Fulton	202,900	197,000	97
	Gilmer	2,800	2,600	92
	Greene	3,000	2,700	91
	Gwinnett	23,100	22,400	97
	Hall	18,500	17,800	96
	Haralson	5,400	5,100	95
	Heard	1,700	1,600	93
	Henry	6,900	6,500	94
	Jackson	6,900	6,500	95
	Jasper	1,800	1,600	90
	Lamar	3,200	3,000	94
	Lumpkin	2,500	2,400	95
	Meriwether	5,600	5,200	93
	Monroe	3,100	2,900	93
	Morgan	2,800	2,600	92
	Newton	8,000	7,600	95
	Oconee	2,600	2,500	97
	Oglethorpe	2,200	2,000	92
	Paulding	5,700	5,500	97
	Pickens	3,100	2,900	95
	Pike	2,100	1,900	91
	Polk	9,400	9,000	96
	Putnam	2,500	2,300	93
	Rockdale	5,700	5,400	95
	Spalding	12,800	12,200	96

(Continued on page 195-b)

Station Totals	1,123,500	1,075,600	96
Net Weekly Circulation (1970-71)		648,400	
Average Daily Circulation (1970-71)		352,500	

Georgia—Atlanta



WSB-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1037-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"
Longitude 84° 21' 42"

Holds CP for change to 1060 ft. above av. terrain, 1204-ft. above ground, 2044-ft. above sea level, lat. 33° 49' 01", long. 84° 22' 16", transmitter to SW of intersection of Piedmont Rd. & Lindbergh Dr., Atlanta. BPCT-4479.

Transmitter: 766 Willoughby Way, N.E.

TV tape: Recording facilities.

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

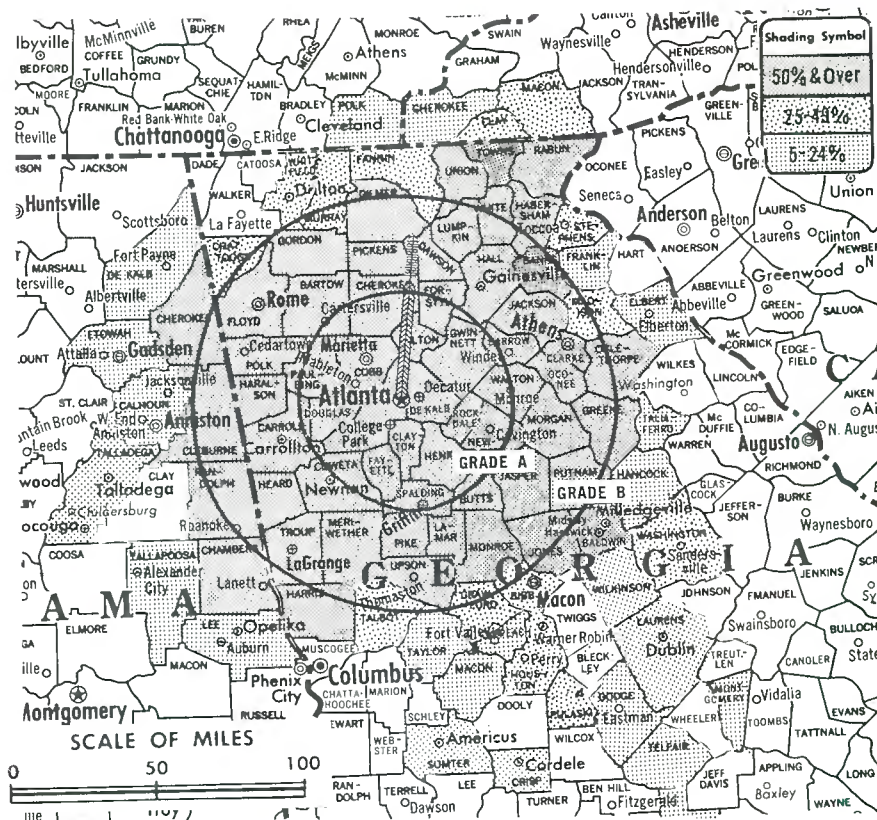
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WSB, 50-kw, 750 kHz (NBC).

FM Affiliate: WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

Total Households: © MSI Consumer Market Data as of 1/1/72. TV Homes: TV% and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4-b).



WSB-TV Ref: FCC File No. BPCT-2303 Granted 5/6/57 ©American Map Co., Inc., N.Y., No. 14244

WSB-TV

Licensee: Cox Broadcasting Corp., 1601 W. Peachtree.
Studio: 1601 W. Peachtree St. NE (30309).
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 Tele-Rep Inc.
Represented (legal) by Dow, Lohnes & Albertson.
Personnel:
J. LEONARD REINSCH, president, Cox Broadcasting Corp.
FRANK GAITHER, exec. v.p., Cox Broadcasting Corp.
DON ELLIOT HEALD, v.p. & general manager.
DALE A. SMITH, asst. gen. mgr. & general sales manager.
JOHN F. CARPENTER, national sales manager.
A. R. VAN CANTFORT, program manager.
RUSTY BRUTON, production manager.
HOLT GEWINNER JR., merchandising director.
HENRY WHITE, chief engineer.
JEAN HENDRIX, promotion & publicity director.
DAVE RIGGS, news director.

DIGEST OF RATE CARD NO. 26—(Sept. 13, 1971)

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.
\$2000.00 \$1400.00 \$1000.00 \$600.00 Graded rates apply*

*Highest rate: \$880.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Chambers	11,600	10,800	93
	Cherokee	5,100	4,800	94
	Cleburne	3,400	3,100	92
	Randolph	5,900	5,400	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	GEORGIA			
	Baldwin	7,500	6,900	92
	Banks	2,100	1,900	92
	Barrow	5,700	5,400	95
	Bartow	10,200	9,800	96
	Butts	3,100	2,900	94
	Carroll	14,600	14,000	96
	Cherokee	9,700	9,400	96
	Clarke	20,900	19,800	95
	Clayton	30,200	29,600	98
	Cobb	63,100	62,000	98
	Coweta	9,900	9,300	94
	Dawson	1,200	1,100	92
	De Kalb	133,100	131,100	98
	Douglas	9,300	9,000	97
	Fayette	3,500	3,300	95
	Floyd	23,800	22,800	96
	Forsyth	5,300	5,100	97
	Fulton	202,900	197,000	97
	Gilmer	2,800	2,600	92
	Gordon	7,600	7,300	96
	Greene	3,000	2,700	91
	Gwinnett	23,100	22,400	97
	Habersham	6,400	6,000	94
	Hall	18,500	17,800	96
	Haralson	5,400	5,100	95
	Harris	3,500	3,200	93
	Heard	1,700	1,600	93
	Henry	6,900	6,500	94
	Jackson	6,900	6,500	95
	Jasper	1,800	1,600	90
	Jones	3,500	3,300	93
	Lamar	3,200	3,000	94
	Lumpkin	2,500	2,400	95
	Meriwether	5,600	5,200	93
	Monroe	3,100	2,900	93
	Morgan	2,800	2,600	92

(Continued on page 195-b)

Station Totals	1,187,700	1,135,100	96
Net Weekly Circulation (1970-71)			716,800
Average Daily Circulation (1970-71)			485,500

Georgia—Atlanta

WTCC

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1021-kw max. & 851-kw horizontal visual, 102.1-kw max. & 85.1-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1038-ft. above ground, 2038-ft. above sea level.

Latitude 33° 46' 57"
Longitude 84° 23' 20"

Transmitter: 1018 W. Peachtree St. N.W.

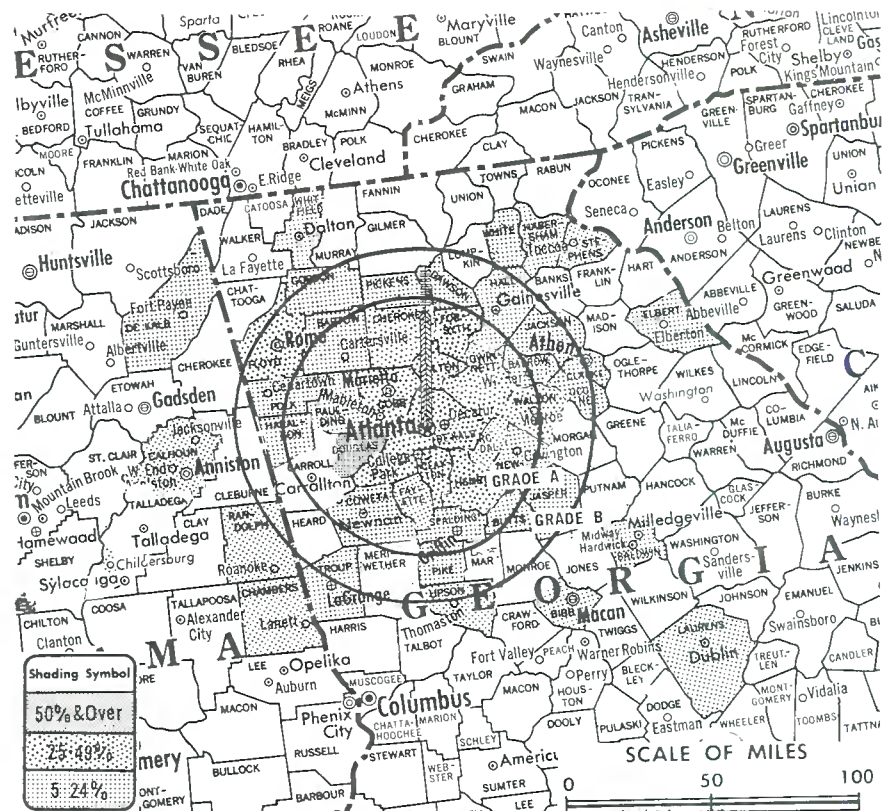
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Gautney & Jones.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTCC Ref: FCC File No. BPC7-4400 Granted 12/8/70

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

WTCC

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

Grantee: Turner Communications Corp., 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: R. E. Turner III, chmn., 44.4% (executor of estate of R. E. Turner) & 3.8% (individually); Norfolk Bcstg. Co. (WABR, Winter Park, Fla., Louis Peterson, 100%), 12%; Jack M. Rice, 6.8%; Charles E. Smith, 7.7%; Robinson-Humphrey Co., 3.49%; others, none with as much as 3%. Turner also owns WRET-TV, Charlotte, N.C.; WGOW, Chattanooga, Tenn.; WTMA & FM, Charleston, S.C. & WMBR, Jacksonville, Fla.

Began Operation: Sept. 1, 1967. Transfer of control from Jack M. Rice et al. to R. E. Turner approved by FCC Dec. 10, 1969.

Represented (legal) by Smith & Pepper.

Represented (sales) by Avco Television Sales.

Personnel:

R. E. TURNER, president.
P. HARRY LAWLESS, general sales manager.
THOMAS J. ASHLEY, asst. general sales manager.
GENE WRIGHT, chief engineer.
SIDNEY PIKE, station manager.

DIGEST OF RATE CARD NO. 10A (Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.	\$900.00	\$490.00	\$250.00	\$180.00	Graded rates apply*	

*Highest rate: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA Douglas	9,300	9,000	97
	GEORGIA Cherokee	9,700	9,400	96
Between 25-49%	GEORGIA Clayton	30,200	29,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA—(Continued)				
Between 25-49%	Cobb	63,100	62,000	98
	De Kalb	133,100	131,100	98
	Floyd	23,800	22,800	96
	Forsyth	5,300	5,100	97
	Fulton	202,900	197,000	97
	Gwinnett	23,100	22,400	97
	Henry	6,900	6,500	94
Walton	7,000	6,600	95	
ALABAMA				
	Calhoun	31,100	29,800	96
	Chambers	11,600	10,800	93
	De Kalb	13,800	13,000	94
	Randolph	5,900	5,400	92
GEORGIA				
Between 5-24%	Baldwin	7,500	6,900	92
	Barrow	5,700	5,400	95
	Bartow	10,200	9,800	96
	Bibb	47,400	45,500	96
	Butts	3,100	2,900	94
	Clarke	20,900	19,800	95
	Coffee	6,800	6,200	91
	Coweta	9,900	9,300	94
	Dawson	1,200	1,100	92
	Elbert	5,700	5,400	95
	Fayette	3,500	3,300	95
	Gordon	7,600	7,300	96
	Habersham	6,400	6,000	94
	Hall	18,500	17,800	96
	Haralson	5,400	5,100	95
Jackson	6,900	6,500	95	
Jasper	1,800	1,600	90	
Laurens	10,200	9,300	91	
Newton	8,000	7,600	95	
Oconee	2,600	2,500	97	
Paulding	5,700	5,500	97	
Pickens	3,100	2,900	95	

(Continued on page 185-b)

Station Totals	863,800	832,500	96
Net Weekly Circulation (1970-71)		216,000	
Average Daily Circulation (1970-71)		90,100	

Georgia—Augusta



WJBF

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

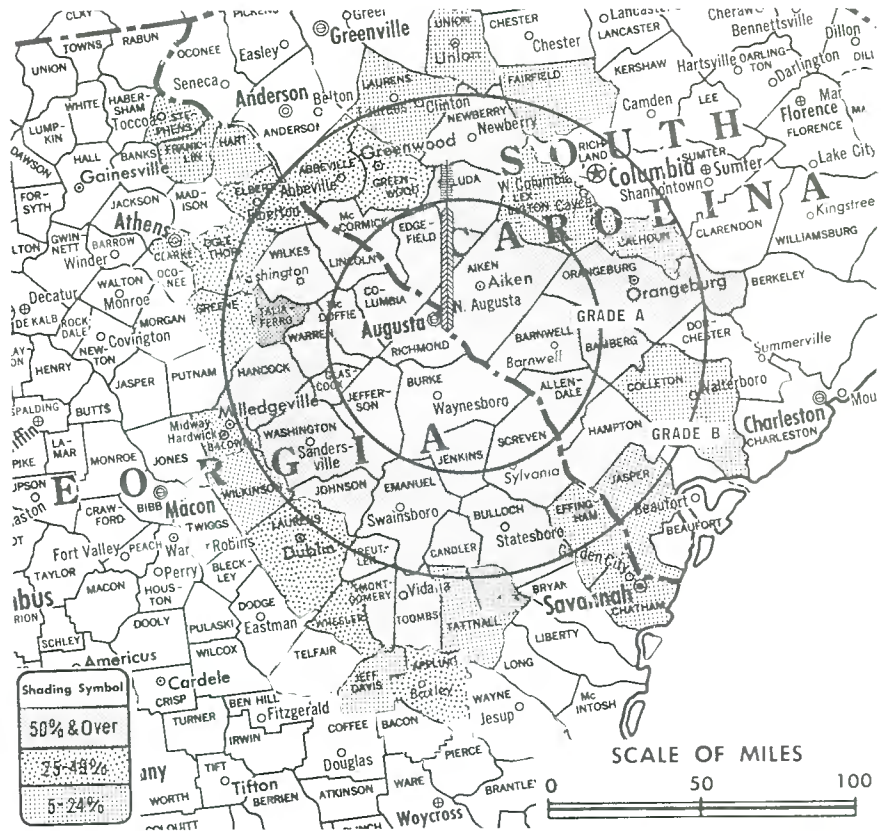
Transmitter: Pine Log Rd., near Beech Island, S.C.

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

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

News Wire Service: UPI.

Facsimile Service: UPI.



WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

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

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WJBF

Network Service: ABC.

Licensee: Fuqua Television Inc., Box 1404 (30903).

Studio: 10th & Reynolds Sts., Augusta (30901).

Telephone: 404-722-6664. TWX No.: 404-724-7698.

Ownership: Gable Industries. J. B. Fuqua, 62%. He controls Fuqua Industries Inc., which owns WTVM (TV), Evansville, Ind.; licensee of WTVM, Columbus, Ga. & WTVC, Chattanooga, Tenn.; WROZ, Evansville, Ind.; WTAC, Flint, Mich.

Began Operation: Sept. 22, 1953.

Represented (sales) by H-R Television.

Personnel:

- J. B. FUQUA, chairman.
- JOHN RADECK, president & general manager.
- WALTER CAMPBELL, vice president, sales.
- JEFF DEY, treasurer.
- TERRY SAMS, v.p., programming.
- GERALD LEVY, production manager.
- JOHN P. JOPLING, v.p., engineering.
- JAMES E. DAVIS, v.p., news.

DIGEST OF RATE CARD NO. 18 (May 1, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:31-9:59 p.m., daily.
\$900.00 \$540.00 \$315.00 \$140.00* \$130.00* \$125.00* \$70.00*

*Class AA—6:29-10:59 p.m., Mon.-Fri.; 7:29-10:59 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Bulloch	10,200	9,600	94
	Burke	5,200	4,700	90
	Candler	1,900	1,700	91
	Columbia	7,100	6,700	95
	Emanuel	5,500	5,000	92
	Evans	2,400	2,300	94
	Glascok	700	600	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Hancock	2,300	2,000	87
	Jefferson	5,100	4,700	91
	Jenkins	2,600	2,400	93
	Johnson	2,300	2,100	93
	Lincoln	1,800	1,700	93
	Mc Duffie	4,500	4,200	94
	Montgomery	1,800	1,600	87
	Richmond	45,500	43,900	96
	Screven	3,700	3,400	91
	Taliaferro	800	700	89
	Toombs	6,000	5,400	90
	Treutlen	1,700	1,500	90
	Warren	1,800	1,600	90
	Washington	5,000	4,400	88
Wilkes	3,200	2,900	89	
Between 25-49%	SOUTH CAROLINA			
	Aiken	28,000	27,000	97
	Allendale	2,800	2,500	89
	Bamberg	4,500	4,100	91
	Barnwell	5,100	4,700	92
	Edgefield	4,300	4,000	93
	Hampton	4,600	4,100	90
	Mc Cormick	2,100	1,900	92
	Newberry	9,100	8,600	94
	Orangeburg	19,400	17,600	91
Saluda	4,200	3,900	93	
Between 25-49%	GEORGIA			
	Appling	3,700	3,300	90
	Elbert	5,700	5,400	95
	Greene	3,000	2,700	91
	Laurens	10,200	9,300	91
Oglethorpe	2,200	2,000	92	
Wheeler	1,400	1,200	88	
Between 25-49%	SOUTH CAROLINA			
	Abbeville	6,500	6,100	93
Greenwood	15,800	15,100	96	

(Continued on page 203-b)

Station Totals	439,200	412,100	94
Net Weekly Circulation (1970-71)		200,000	
Average Daily Circulation (1970-71)		137,000	

Georgia—Augusta

WRDW-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

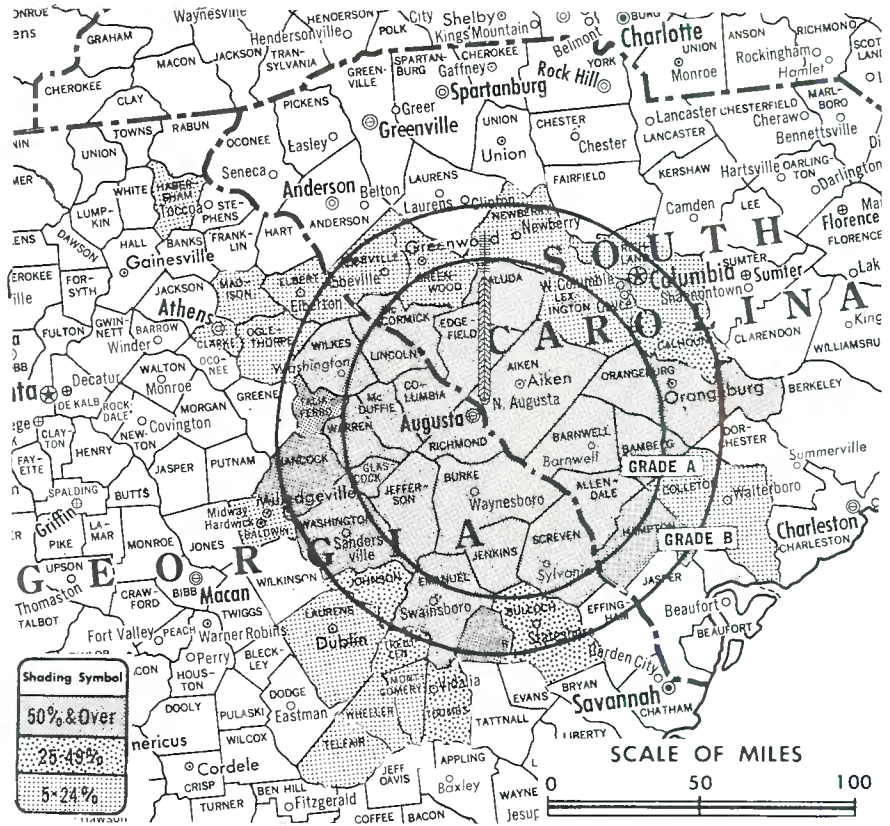
News Wire Service: AP.

Telephone: 803-279-1811.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by The Katz Agency.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WRDW-TV Ref: FCC File No. BPCT-3054 Granted 9/28/62

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

WRDW-TV

Licensee: Rust Craft Broadcasting Co.

Studio: Television Hill, N. Augusta, S.C. (29841).

Ownership: Rust Craft Broadcasting Co., 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 South-eastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to South-eastern 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.

Personnel:

MARSHALL BERKMAN, president.
FRED WEBER, exc. vice president.
JAMES N. ARMISTEAD, general manager.
LARRY FISCHER, sales manager.
ED GOFORTH, chief engineer.
LEE SHERIDAN, operations manager.
JAY JAFFE, news director.

DIGEST OF RATE CARD NO. P14 & A15—(Sept. 1, 1970)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$650.00 \$490.00 \$200.00 \$130.00 \$100.00 \$100.00 \$65.00

NETWORK 8ASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Burke	5,200	4,700	90
	Candler	1,900	1,700	91
	Columbia	7,100	6,700	95
	Emanuel	5,500	5,000	92
	Glascock	700	600	92
	Hancock	2,300	2,000	87

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Jefferson	5,100	4,700	91
	Jenkins	2,600	2,400	93
	Lincoln	1,800	1,700	93
	Mc Duffie	4,500	4,200	94
	Richmond	45,500	43,900	96
	Scriven	3,700	3,400	91
	Taliaferro	800	700	89
	Warren	1,800	1,600	90
	Washington	5,000	4,400	88
	Wilkes	3,200	2,900	89
	SOUTH CAROLINA			
	Aiken	28,000	27,000	97
Allendale	2,800	2,500	89	
Bamberg	4,500	4,100	91	
Barnwell	5,100	4,700	92	
Edgefield	4,300	4,000	93	
Hampton	4,600	4,100	90	
Mc Cormick	2,100	1,900	92	
Orangeburg	19,400	17,600	91	
Saluda	4,200	3,900	93	
Between 25-49%	GEORGIA			
	Bulloch	10,200	9,600	94
	Johnson	2,300	2,100	93
	Toombs	6,000	5,400	90
Treutlen	1,700	1,500	90	
SOUTH CAROLINA				
Calhoun	3,000	2,700	90	
Between 5-24%	GEORGIA			
	Baldwin	7,500	6,900	92
	Clarke	20,900	19,800	95
	Elbert	5,700	5,400	95
	Habersham	6,400	6,000	94
	Laurens	10,200	9,300	91
Madison	4,400	4,100	94	
(Continued on page 185-b)				
Station Totals		388,700	363,900	94
Net Weekly Circulation (1970-71)			170,700	
Average Daily Circulation (1970-71)			113,000	

WSB-TV, Atlanta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	GEORGIA—(Continued)				
	Newton	8,000	7,600	95	
	Oconee	2,600	2,500	97	
	Oglethorpe	2,200	2,000	92	
	Paulding	5,700	5,500	97	
	Pickens	3,100	2,900	95	
	Pike	2,100	1,900	91	
	Polk	9,400	9,000	96	
	Putnam	2,500	2,300	93	
	Rabun	2,800	2,600	92	
	Rockdale	5,700	5,400	95	
	Spalding	12,800	12,200	96	
	Towns	1,400	1,300	94	
	Troup	14,000	13,100	94	
	Union	2,200	2,100	94	
	Upson	7,700	7,300	95	
	Walton	7,000	6,600	95	
	White	2,500	2,300	93	
	Between 25-49%	GEORGIA			
		Bibb	47,400	45,500	96
		Chattooga	6,700	6,400	95
Crawford		1,400	1,200	88	
Fannin		4,400	4,100	93	
Houston		18,800	18,100	96	
Lowndes		16,300	15,100	93	
Madison		4,400	4,100	94	
Murray		4,000	3,700	93	
Pulaski		2,600	2,400	91	
Stephens		6,600	6,200	94	
Talbot		1,700	1,500	90	
Washington		5,000	4,400	88	
Whitfield	17,600	17,000	96		
NORTH CAROLINA	Clay	1,700	1,500	90	
	Macon	5,300	4,700	89	
Between 5-24%	ALABAMA				
	Calhoun	31,100	29,800	96	
	De Kalb	13,800	13,000	94	
	Etowah	30,800	29,700	96	
	Lee	18,100	16,900	93	
	Talladega	19,600	18,400	94	
	Tallapoosa	10,600	9,900	93	
	FLORIDA				
	Leon	33,600	31,800	95	
	GEORGIA				
	Berrien	3,700	3,300	90	
	Coffee	6,800	6,200	91	
	Colquitt	10,100	9,500	94	
Cook	3,800	3,500	92		
Crisp	5,700	5,200	91		
Dodge	5,000	4,600	93		
Elbert	5,700	5,400	95		
Franklin	4,200	4,000	96		
Hancock	2,300	2,000	87		
Laurens	10,200	9,300	91		
Macon	3,400	3,100	90		
Montgomery	1,800	1,600	87		
Peach	4,500	4,200	94		
Sumter	8,000	7,200	90		
Taliaferro	800	700	89		
Taylor	2,300	2,100	92		
Telfair	3,300	2,900	88		
Thomas	10,500	9,900	94		
Wilkinson	2,900	2,700	92		
NORTH CAROLINA					
Cherokee	5,300	4,900	92		
TENNESSEE					
Polk	3,800	3,600	94		

WQXI-TV, Atlanta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	GEORGIA—(Continued)			
	Troup	14,000	13,100	94
	Upson	7,700	7,300	95
	Walton	7,000	6,600	95
	White	2,500	2,300	93
Between 25-49%	ALABAMA			
	Chambers	11,600	10,800	93
	Cleburne	3,400	3,100	92
	GEORGIA			
	Baldwin	7,500	6,900	92
	Bibb	47,400	45,500	96
	Chattooga	6,700	6,400	95
	Gordon	7,600	7,300	96
	Habersham	6,400	6,000	94
	Houston	18,800	18,100	96
	Jones	3,500	3,300	93
	Laurens	10,200	9,300	91
	Lowndes	16,300	15,100	93
Madison	4,400	4,100	94	
Pulaski	2,600	2,400	91	
Rabun	2,800	2,600	92	
Talbot	1,700	1,500	90	
Towns	1,400	1,300	94	
Union	2,200	2,100	94	
Whitfield	17,600	17,000	96	
NORTH CAROLINA				
Clay	1,700	1,500	90	
Between 5-24%	ALABAMA			
	Calhoun	31,100	29,800	96
	De Kalb	13,800	13,000	94
	Etowah	30,800	29,700	96
	Lee	18,100	16,900	93
	FLORIDA			
	Leon	33,600	31,800	95
	GEORGIA			
	Berrien	3,700	3,300	90
	Coffee	6,800	6,200	91
	Colquitt	10,100	9,500	94
	Cook	3,800	3,500	92
	Crisp	5,700	5,200	91
Elbert	5,700	5,400	95	
Franklin	4,200	4,000	96	
Hancock	2,300	2,000	87	
Harris	3,500	3,200	93	
Murray	4,000	3,700	93	
Stephens	6,600	6,200	94	
Telfair	3,300	2,900	88	
Thomas	10,500	9,900	94	
Washington	5,000	4,400	88	
Wilkinson	2,900	2,700	92	
NORTH CAROLINA				
Cherokee	5,300	4,900	92	
Macon	5,300	4,700	89	

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Georgia—Columbus



WRBL-TV



Ch. 3

Technical Facilities: Channel No. 3 (62-66 MHz). 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.

Facsimile Service: UPI.

AM Affiliate: WRBL, 5-kw, 1420 kHz (CBS).

FM Affiliate: WRBL-FM, 100-kw, 102.9 MHz (No. 275), 1520-ft. antenna height.

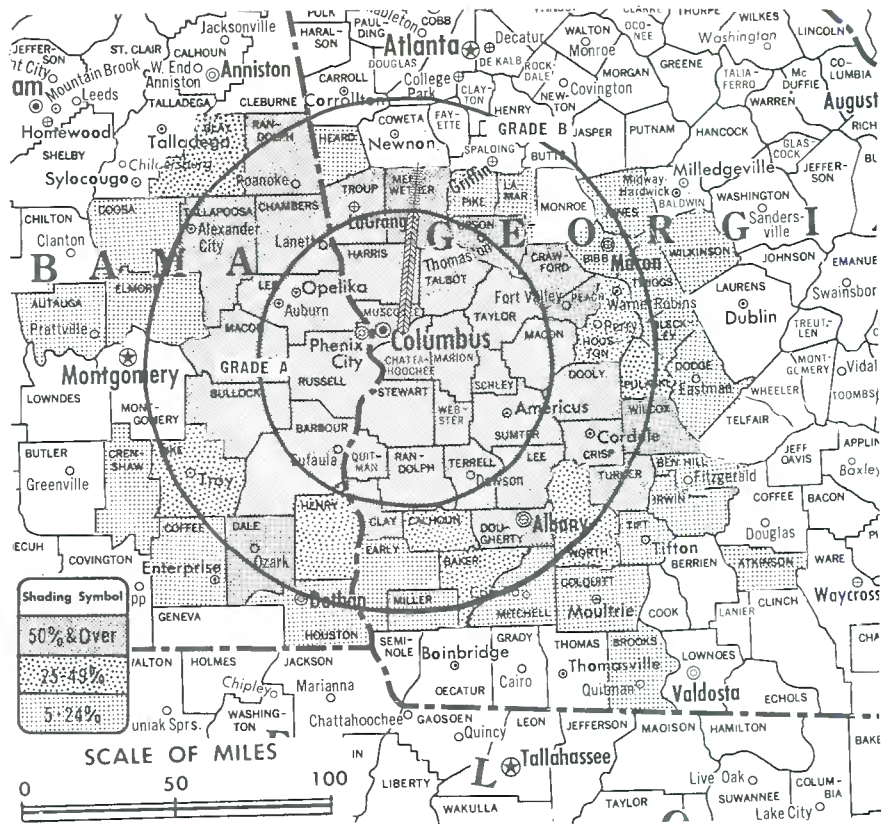
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

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County coverage based on ARB study (see page 4-b).



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%; J. W. Woodruff Jr., 39.8%; J. Barnett Woodruff, 9.2%. 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 radio WGPC, Albany, 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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

J. W. WOODRUFF JR., president & general manager.
RIDLEY BELL, station manager & film buyer.
ROBERT WALTON, general sales manager.
GEORGE A. GINGELL, director of public affairs.
JOE A. GAMBLE, chief engineer.
BILL WADSWORTH, TV technical director.
CHRIS JOINER, director of photography.
AL ROWE, production director.
ROZELL FAIR, director of women's programs.
ELEANOR WHITELAW, news director.
RAY CARROLL, promotion director.

DIGEST OF RATE CARD NO. A9a (Aug. 1, 1970)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.				
\$600.00	\$360.00	\$140.00	\$140.00	\$70.00

NETWORK BASE HOURLY RATE: \$750.

196-b

Net Weekly Circulation	State County	Total Households	TV Households	%
ALABAMA				
	Barbour	6,900	6,200	89
	Bullock	3,300	2,900	88
	Chambers	11,600	10,800	93
	Dale	15,000	14,200	95
	Lee	18,100	16,900	93
	Macon	6,700	6,000	90
	Randolph	5,900	5,400	92
	Russell	13,300	12,400	93
	Tallapoosa	10,600	9,900	93
GEORGIA				
	Chattahoochee	1,700	1,700	97
	Clay	1,100	1,000	89
	Crawford	1,400	1,200	88
	Crisp	5,700	5,200	91
	Dooly	3,100	2,800	92
	Dougherty	26,800	25,500	95
	Harris	3,500	3,200	93
	Lee	2,000	1,800	92
	Macon	3,400	3,100	90
	Marion	1,400	1,200	87
	Meriwether	5,600	5,200	93
	Muscogee	53,100	51,200	97
	Peach	4,500	4,200	94
	Quitman	600	500	90
	Randolph	2,600	2,300	90
	Schley	900	800	91
	Stewart	1,800	1,600	87
	Sumter	8,000	7,200	90
	Talbot	1,700	1,500	90
	Taylor	2,300	2,100	92
	Terrell	3,300	3,000	91
	Troup	14,000	13,100	94
	Turner	2,800	2,600	92
	Upson	7,700	7,300	95
	Webster	600	500	85
	Wilcox	2,200	2,000	92

(Continued on page 203-b)

Station Totals	464,600	434,500	94
Net Weekly Circulation (1970-71)		228,800	
Average Daily Circulation (1970-71)		145,500	

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* 1971 ARB MARKET ANALYSIS

Georgia—Columbus



WTVM

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). 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"

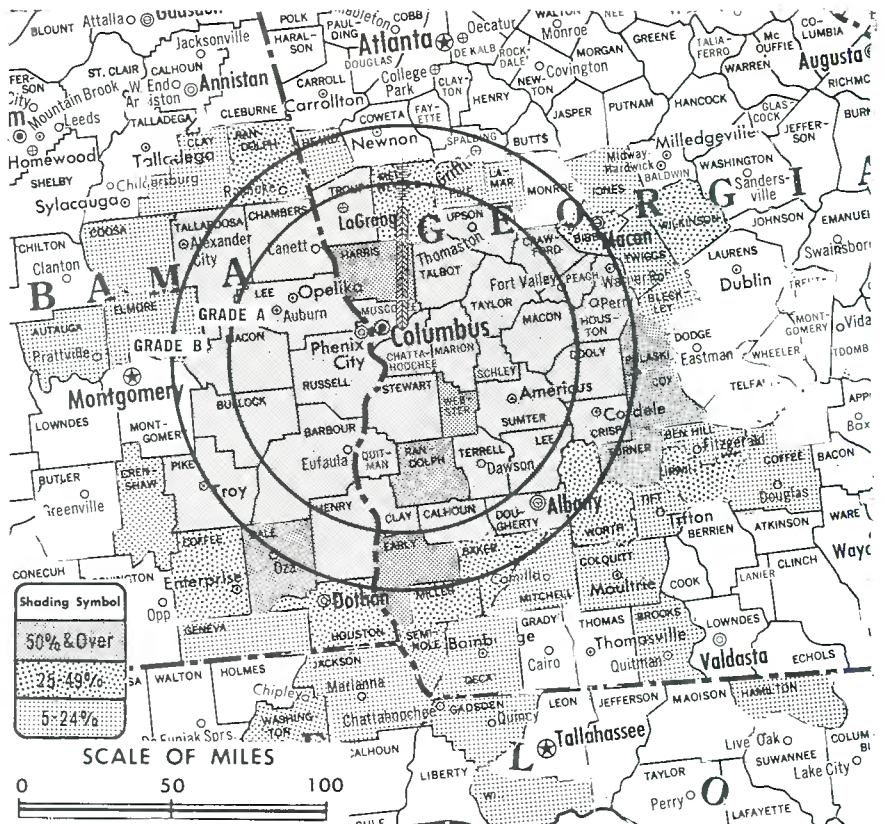
Transmitter: Lafayette Rd., 1.2-mi. N. of Cusseta.

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

News Wire Service: AP.

Studio: 1909 Wynnton Rd. (31901).

Represented (legal) by Cohn & Marks.



WTVM Ref: FCC File No. BMPCT-5490 Granted 7/11/60

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

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTVM

Network Service: ABC.

Licensee: WTVM Inc., Box 1848, Columbus, Ga. (31901).

Telephone: 404-324-6471. TWX No.: 810-758-4326.

Ownership: WTVM Inc. is owned by Martin Theatres, a subsidiary of Fuqua Industries Inc. For other Fuqua interests, see WJBF, Augusta, Ga.

Began Operation: Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969.

Represented (sales) by Blair-TV.

Personnel:

JOE WINDSOR, vice president & general manager.
LYNN AVERY, vice president & sales manager.
W. CARROLL WARD, director of programs & public affairs.
ANDY BARBER, chief engineer.
AL FLEMING, news director.
EDDIE BLAND, production director.

DIGEST OF RATE CARD NO. 1-71—(May 31, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.
\$700.00 \$420.00 \$252.00 \$175.00 \$125.00 \$75.00
NETWORK BASE HOURLY RATE: \$796.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Barbour	6,900	6,200	89
	Bullock	3,300	2,900	88
	Chambers	11,600	10,800	93
	Dale	15,000	14,200	95
	Henry	4,000	3,700	92
	Lee	18,100	16,900	93
	Macon	6,700	6,000	90
	Pike	7,700	7,000	91
	Russell	13,300	12,400	93
	Tallapoosa	10,600	9,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	GEORGIA			
	Calhoun	1,700	1,400	85
	Chattahoochee	1,700	1,700	97
	Clay	1,100	1,000	89
	Crawford	1,400	1,200	88
	Crisp	5,700	5,200	91
	Dooly	3,100	2,800	92
	Dougherty	26,800	25,500	95
	Early	3,900	3,500	91
	Harris	3,500	3,200	93
	Houston	18,800	18,100	96
	Lee	2,000	1,800	92
	Macon	3,400	3,100	90
	Marion	1,400	1,200	87
	Muscogee	53,100	51,200	97
	Peach	4,500	4,200	94
	Pulaski	2,600	2,400	91
	Quitman	600	500	90
	Randolph	2,600	2,300	90
	Schley	900	800	91
	Stewart	1,800	1,600	87
	Sumter	8,000	7,200	90
	Talbot	1,700	1,500	90
	Taylor	2,300	2,100	92
	Terrell	3,300	3,000	91
	Troup	14,000	13,100	94
	Turner	2,800	2,600	92
	Upson	7,700	7,300	95
	Webster	600	500	85
	Wilcox	2,200	2,000	92
Between 25-49%				
	ALABAMA			
	Coffee	11,000	10,300	93
	Houston	18,600	17,800	96
	Randolph	5,900	5,400	92
	GEORGIA			
	Baker	1,100	1,000	88

(Continued on page 203-b)

Station Totals	516,600	482,200	93
Net Weekly Circulation (1970-71)		252,900	
Average Daily Circulation (1970-71)		143,400	

Georgia—Columbus



WYEA-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1480-kw max. & 1070-kw horizontal visual, 209-kw max. & 216.8-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1319-ft. above ground, 1704-ft. above sea level.

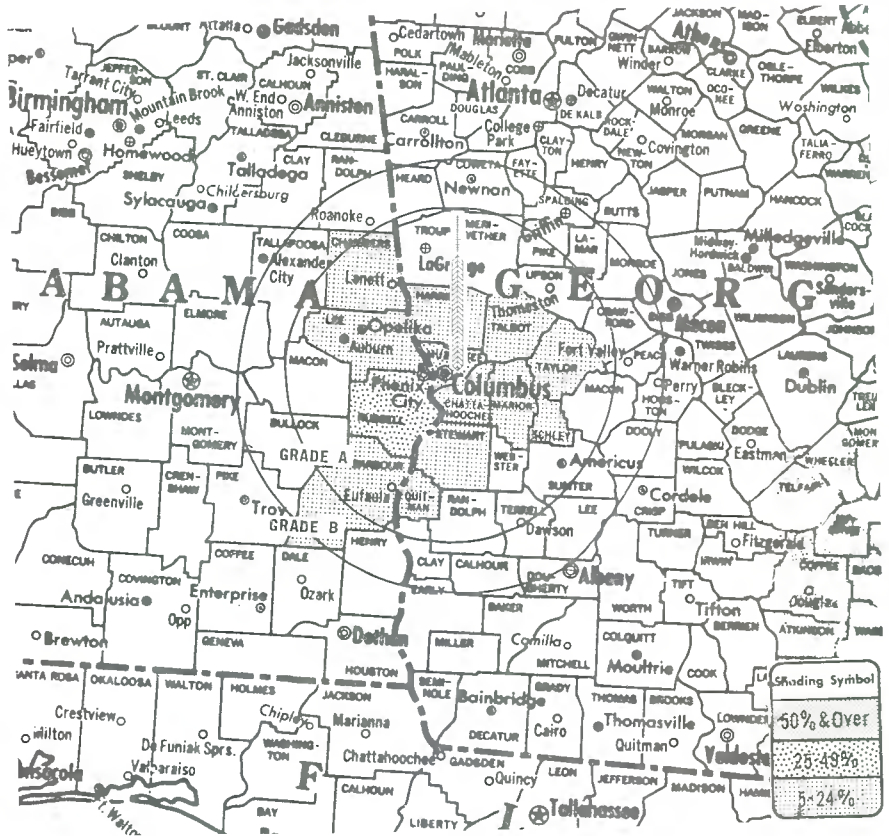
Latitude 32° 27' 28"
Longitude 84° 53' 08"

Transmitter: 3.6-mi. E of Columbus, .34-mi. S of Buena Vista Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.



WYEA-TV Ref: FCC File No. BMPCT-7006 Granted 10/22/69

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WYEA-TV

Grantee: Eagle Bcstg. Co., P.O. Box 6389, Columbus, Ga. (31907).

Studio: 6140 Buena Vista Rd., Columbus, Ga. (31907).

Mailing Address: Box 6389, Lindsey Creek Station, Columbus (31907).

Telephone: 404-563-3932. TWX No.: 810-758-4312.

Ownership: Gala Bcstg. Co. & Inland Bcstg. Co., 50% each. Eagle Bcstg. officers: Charles F. Grisham, pres.; David Rothschild II, v.p.-treas.; Lee R. Redmond Jr., secy. Inland Bcstg. ownership: David Rothschild II, pres., 40%; John H. Swift, v.p., 15%; S. Douglas Smith, secy.-treas., 5%; J. Kyle Spencer, 40%. For Gala Bcstg. ownership & other interests, see WHNT-TV, Huntsville, Ala.

Began Operation: October 29, 1970.

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

Represented (engineering) by Gautney & Jones.

Represented (sales) by Avery-Knodel.

Personnel:

CHARLES GRISHAM, president.
DAVID ROTHSCHILD II, vice president & treasurer.
LEE R. REDMOND JR., secretary.
MAURY FARRELL, general manager.
LARRY WOOD, operations manager.
FRANK HARDMAN, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 15, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$50.00	\$50.00
NETWORK BASE HOURLY RATE:	\$150.				

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Russell	13,300	12,400	93
	GEORGIA Muscogee	53,100	51,200	97
Between 5-24%	ALABAMA			
	Barbour	6,900	6,200	89
	Chambers	11,600	10,800	93
	Lee	18,100	16,900	93
	GEORGIA			
	Chattahoochee	1,700	1,700	97
	Harris	3,500	3,200	93
	Marion	1,400	1,200	87
	Quitman	600	500	90
	Schley	900	800	91
	Stewart	1,800	1,600	87
Talbot	1,700	1,500	90	
Taylor	2,300	2,100	92	
Station Totals		116,900	110,100	94
Net Weekly Circulation (1970-71)			35,000	
Average Daily Circulation (1970-71)			19,800	

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Georgia—Macon



WCWB-TV

Ch. 41

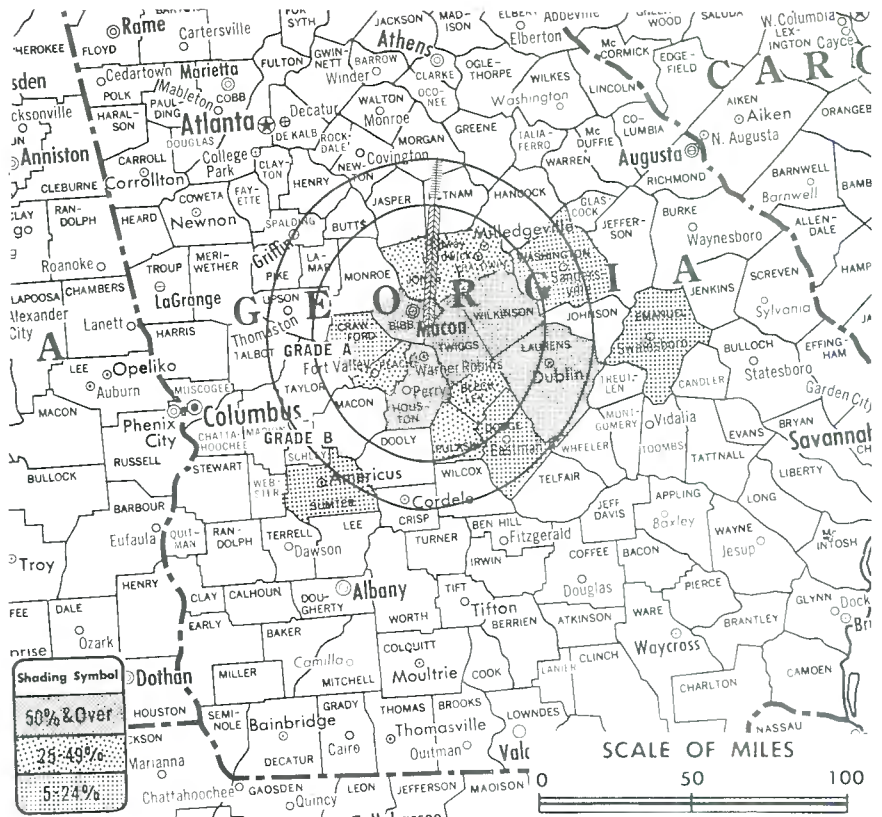
Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1050-kw max. & 760-kw horizontal visual, 210-kw max. & 152-kw horizontal aural. Antenna: 787-ft. above av. terrain, 893-ft. above sea level.
 Latitude 32° 45' 12"
 Longitude 83° 33' 46"

Transmitter: 4.6-mi. S of Lanier Hts. on W side of U.S. Rt. 23, Swift-creek Twp., Ga.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: (M) MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TVG and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WCWB-TV Ref: FCC File No. BMPCT-6614 Granted 8/26/68

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

WCWB-TV

Licensee: WTVY Inc., Box 1089, Dothan, Ala. (36301).
 Studio: 6525 Cochran Short Route, Macon, Ga.
 Mailing Address: P.O. Box 4328, Macon, Ga. (31208).
 Telephone: 912-746-1455. TWX No.: 810-783-5549.
 Ownership: See WTVY, Dothan, Ala.
 Began Operation: Dec. 19, 1968.
 Represented (sales) by Meeker Co.; Busby, Finch & Woods (Southeast & Southwest).
 Represented (legal) by Miller, Schroeder & Bankson.
 Represented (engineering) by Cohen & Dippell.
 Personnel:
 F. E. BUSBY, president.
 W. J. GROOME JR., general manager.
 LINFORD C. RICKARD, operations manager.
 JOE SPEARS, chief engineer.
 FRANK ASKEW, production manager.

DIGEST OF RATE CARD NO. 3—(Nov. 8, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—6:01-11 p.m., daily.
 \$250.00 \$150.00 \$110.00 \$75.00 \$48.00 \$40.00 \$20.00
 NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Bibb	47,400	45,500	96
	Houston	18,800	18,100	96
	Laurens	10,200	9,300	91
	Twiggs	2,100	1,900	91
Wilkinson	2,900	2,700	92	
Between 25-49%	GEORGIA			
	Baldwin	7,500	6,900	92
	Bleckley	3,200	2,900	92
	Jones	3,500	3,300	93
	Peach	4,500	4,200	94
Pulaski	2,600	2,400	91	
Between 5-24%	GEORGIA			
	Crawford	1,400	1,200	88
	Dodge	5,000	4,600	93
	Emanuel	5,500	5,000	92
	Sumter	8,000	7,200	90
Washington	5,000	4,400	88	
Station Totals		127,600	119,600	94
Net Weekly Circulation (1970-71)				56,800
Average Daily Circulation (1970-71)				29,600

Georgia—Macon



WMAZ-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

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

News Wire Service: AP.

News Film Service: CBS.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

FM Affiliate: WMAZ-FM, 65-kw, 99.1 MHz (No. 256), 660-ft.

Represented (engineering) by Jules Cohen & Associates.

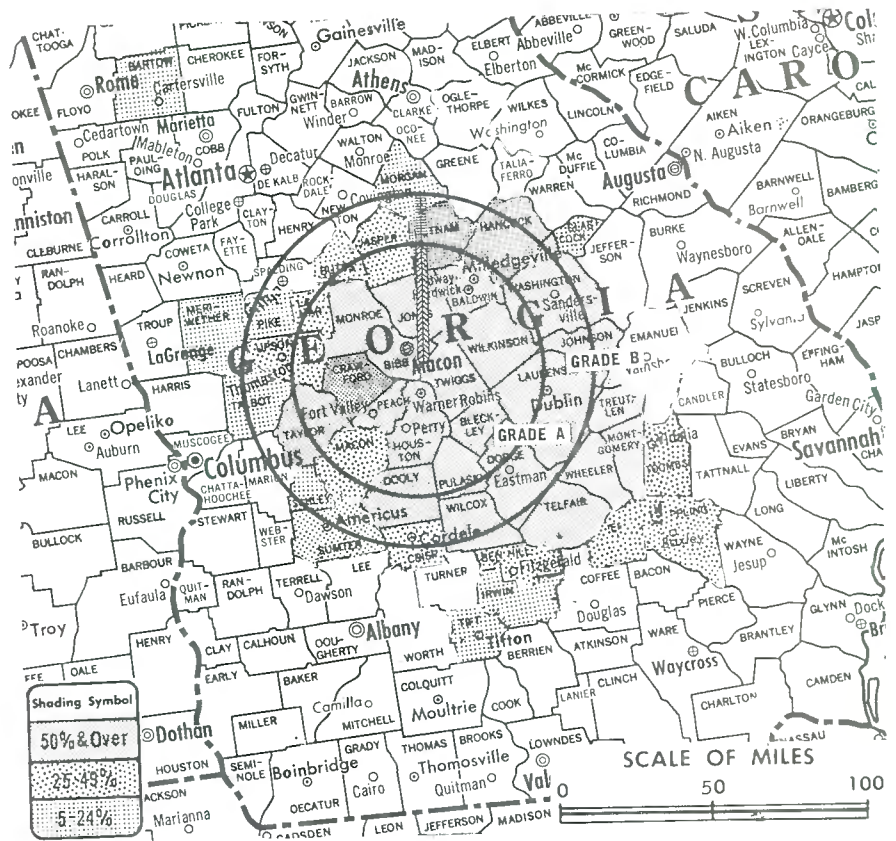
*Total Households: (M) MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMAZ-TV Ref: FCC File No. BPCT-3557 Granted 6/17/65

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

WMAZ-TV

Network Service: CBS, ABC.

Licensee: Multimedia Inc., 505 Rutherford St., Greenville, S.C.

Studio: U.S. 129, 7-mi. SE of Macon; P.O. Box 5008 (31208).

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 Katz Television.

Personnel:

- ALBERT SANDERS, general manager.
- ELMO SIMMONS, general sales manager.
- BOB SAVAGE, director of operations.
- J. D. LAWHON, chief engineer.
- DICK JOHNSON, director of administration.
- JIM ARNOLD, traffic manager.
- WILLIAM TRIBBLE, news director.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7:30-11 p.m., daily.

\$750.00 \$475.00 Graded rates apply*

*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA	7,500	6,900	92
	Baldwin			
	Bibb	47,400	45,500	96
	Bleckley	3,200	2,900	92
	Crawford	1,400	1,200	88
	Dodge	5,000	4,600	93
	Dooly	3,100	2,800	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
GEORGIA—(Continued)				
	Hancock	2,300	2,000	87
	Houston	18,800	18,100	96
	Johnson	2,300	2,100	93
	Jones	3,500	3,300	93
	Laurens	10,200	9,300	91
	Monroe	3,100	2,900	93
	Montgomery	1,800	1,600	87
	Peach	4,500	4,200	94
	Pulaski	2,600	2,400	91
	Putnam	2,500	2,300	93
	Taylor	2,300	2,100	92
	Telfair	3,300	2,900	88
	Treutlen	1,700	1,500	90
	Twiggs	2,100	1,900	91
	Washington	5,000	4,400	88
	Wheeler	1,400	1,200	88
	Wilcox	2,200	2,000	92
	Wilkinson	2,900	2,700	92
Between 25-49%				
	GEORGIA			
	Appling	3,700	3,300	90
	Ben Hill	4,100	3,700	90
	Butts	3,100	2,900	94
	Crisp	5,700	5,200	91
	Jasper	1,800	1,600	90
	Jeff Davis	2,900	2,700	91
	Lamar	3,200	3,000	94
	Macon	3,400	3,100	90
	Toombs	6,000	5,400	90
	Upson	7,700	7,300	95
Between 5-24%				
	GEORGIA			
	Bartow	10,200	9,800	96
	Glascocock	700	600	92
	Irwin	2,400	2,200	92
	Meriwether	5,600	5,200	93
(Continued on page 203-b)				
Station Totals		224,300	208,400	93
Net Weekly Circulation (1970-71)			130,200	
Average Daily Circulation (1970-71)			97,600	

Georgia—Savannah



WJCL

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 891-kw max. & 537-kw horizontal visual, 53.7-kw aural. Antenna: 1430-ft. above av. terrain, 1478-ft. above ground, 1496-ft. above sea level.

Latitude 32° 03' 30"
Longitude 81° 20' 20"

Transmitter: State Hwy. #204, approx. 15-mi. W of Savannah.

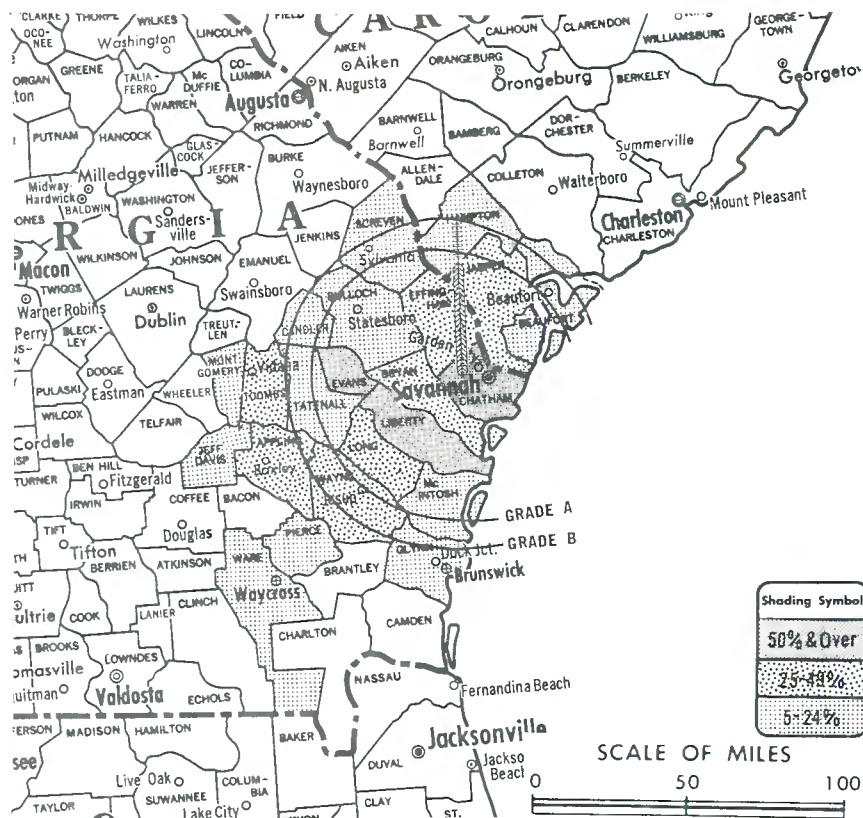
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WJCL Ref: FCC File No. BNPCT-7072 Granted 10/23/69

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

WJCL

Network Service: ABC.

Licensee: Lewis Bostg. Corp., 1001 Abercorn St. Extension, Savannah (31406).

Studio: 10001 Abercorn St. Extension.

Telephone: 912-352-2022.

Ownership: J. C. Lewis Jr., pres. & treas., 100%.

Began Operation: July 18, 1970.

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

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

J. FRED PIERCE, exec. vice president & station manager.

CHRISTOPHER A. BARBIERI, vice president, sales.

RICHARD PELUSO, operations director.

PAUL WOLFE, program & promotion director.

EDGAR BIGBIE, vice president, engineering.

DON ADDINGTON, chief engineer.

DIGEST OF RATE CARD NO. 1 (April 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Prime Time	\$200.00	\$120.00	\$90.00	\$50.00	\$35.00	\$30.00
	\$200.00	\$120.00	\$90.00	\$50.00	\$35.00	\$20.00

For UHF Penetration by Market
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	GEORGIA			
	Chatham	60,000	57,700	96
	Evans	2,400	2,300	94
	Liberty	4,400	4,100	93
	GEORGIA			
	Appling	3,700	3,300	90
Between 25-49%	Bryan	1,900	1,800	94
	Effingham	3,900	3,700	94
	Long	1,100	1,000	91
	Toombs	6,000	5,400	90
	Wayne	5,400	5,100	94
	SOUTH CAROLINA			
	Jasper	3,300	3,000	90
Between 5-24%	GEORGIA			
	Bulloch	10,200	9,600	94
	Candler	1,900	1,700	91
	Glynn	15,700	15,000	95
	Jeff Davis	2,900	2,700	91
	Mc Intosh	2,300	2,100	91
	Montgomery	1,800	1,600	87
	Pierce	2,700	2,500	92
	Screven	3,700	3,400	91
	Tattnall	4,300	4,000	93
	WARE	10,600	10,000	94
	SOUTH CAROLINA			
	Beaufort	12,700	12,000	94
	Hampton	4,600	4,100	90
Station Totals		165,500	156,100	94
Net Weekly Circulation (1970-71)				49,900
Average Daily Circulation (1970-71)				26,200

WTVM, Columbus
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	GEORGIA—(Continued)			
	Bibb	47,400	45,500	96
	Irwin	2,400	2,200	92
	Meriwether	5,600	5,200	93
	Miller	1,900	1,700	90
	Wilkinson	2,900	2,700	92
	Worth	4,400	4,100	93
Between 5-24 %	ALABAMA			
	Autauga	6,900	6,300	92
	Clay	4,200	3,900	93
	Coosa	3,200	3,000	92
	Crenshaw	4,400	4,000	92
	Elmore	10,100	9,400	93
	Geneva	7,200	6,700	93
	FLORIDA			
	Gadsden	9,600	8,700	91
	Hamilton	2,500	2,200	89
	Jackson	11,000	9,900	90
	Washington	3,800	3,500	91
	GEORGIA			
	Ben Hill	4,100	3,700	90
	Bleckley	3,200	2,900	92
	Brooks	4,000	3,700	92
	Coffee	6,800	6,200	91
	Colquitt	10,100	9,500	94
	Decatur	6,500	6,100	93
	Habersham	6,400	6,000	94
	Heard	1,700	1,600	93
Jones	3,500	3,300	93	
Lamar	3,200	3,000	94	
Mitchell	5,400	4,900	92	
Pierce	2,700	2,500	92	
Pike	2,100	1,900	91	
Seminole	2,100	1,900	93	
Tift	8,200	7,600	93	
Twiggs	2,100	1,900	91	

WJBF, Augusta
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	GEORGIA			
	Baldwin	7,500	6,900	92
	Chatham	60,000	57,700	96
	Clarke	20,900	19,800	95
	Effingham	3,900	3,700	94
	Hart	4,900	4,700	95
	Jeff Davis	2,900	2,700	91
	Stephens	6,600	6,200	94
	Tattnall	4,300	4,000	93
	Wilkinson	2,900	2,700	92
	SOUTH CAROLINA			
	Calhoun	3,000	2,700	90
	Colleton	8,000	7,200	90
	Fairfield	5,400	4,900	91
	Jasper	3,300	3,000	90
	Laurens	14,600	13,900	95
	Lexington	28,200	26,700	95
	Union	9,100	8,700	96

WRBL-TV, Columbus
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	ALABAMA			
	Clay	4,200	3,900	93
	Henry	4,000	3,700	92
	Pike	7,700	7,000	91
	GEORGIA			
	Baker	1,100	1,000	88
	Calhoun	1,700	1,400	85
Houston	18,800	18,100	96	
Pulaski	2,600	2,400	91	
Worth	4,400	4,100	93	
Between 5-24 %	ALABAMA			
	Autauga	6,900	6,300	92
	Coffee	11,000	10,300	93
	Coosa	3,200	3,000	92
	Crenshaw	4,400	4,000	92
	Elmore	10,100	9,400	93
	Houston	18,600	17,800	96
	GEORGIA			
	Atkinson	1,600	1,400	85
	Ben Hill	4,100	3,700	90
	Bibb	47,400	45,500	96
	Bleckley	3,200	2,900	92
	Brooks	4,000	3,700	92
	Colquitt	10,100	9,500	94
	Dodge	5,000	4,600	93
	Early	3,900	3,500	91
	Heard	1,700	1,600	93
	Irwin	2,400	2,200	92
	Jones	3,500	3,300	93
	Lamar	3,200	3,000	94
	Miller	1,900	1,700	90
Mitchell	5,400	4,900	92	
Pike	2,100	1,900	91	
Tift	8,200	7,600	93	
Twiggs	2,100	1,900	91	
Wilkinson	2,900	2,700	92	

WMAZ-TV, Macon
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	GEORGIA—(Continued)			
	Morgan	2,800	2,600	92
	Pike	2,100	1,900	91
	Schley	900	800	91
	Sumter	8,000	7,200	90
	Talbot	1,700	1,500	90
	Tift	8,200	7,600	93

Cable Television Management and Engineering Consultants

Malarkey, Taylor & Associates
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

Georgia—Savannah



WSAV-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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"

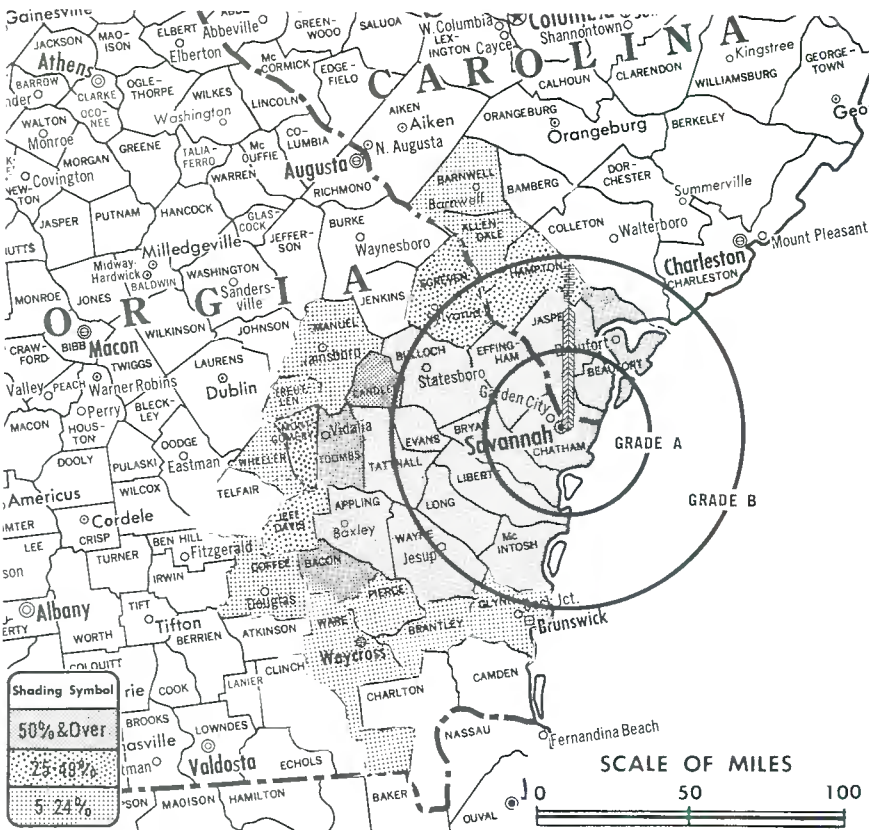
Transmitter: E. Victory Drive.

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

News Wire Service: AP.

Studio: 1430 E. Victory Dr. (31404).

AM Affiliate: WSAV, 5-kw, 630 kHz (NBC).



Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WSAV-TV Ref: FCC File No. BPC-2477 Granted 7/18/58

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

WSAV-TV

Network Service: NBC.

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 H-R Television.

Personnel:

HARBEN DANIEL, president & general manager.
 MEREDITH E. THOMPSON, v.p. & operations manager.
 MACK HUMPHIDGE, commercial manager.
 GEORGE GIBBS, news director.
 CURT AVERY, production manager.
 BYRON STRONG, chief engineer.

DIGEST OF RATE CARD NO. 10 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 or 20 Sec.	ID	
Class AA—6:59-10 p.m., daily.	\$500.00	\$255.00	\$170.00	\$105.00	\$108.00	\$65.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	3,700	3,300	90
	Bacon	2,300	2,100	91
	Bryan	1,900	1,800	94
	Bulloch	10,200	9,600	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Candler	1,900	1,700	91
	Chatham	60,000	57,700	96
	Effingham	3,900	3,700	94
	Evans	2,400	2,300	94
	Liberty	4,400	4,100	93
	Long	1,100	1,000	91
	Mc Intosh	2,300	2,100	91
	Tattnall	4,300	4,000	93
	Toombs	6,000	5,400	90
Wayne	5,400	5,100	94	
SOUTH CAROLINA	Beaufort	12,700	12,000	94
	Jasper	3,300	3,000	90
	GEORGIA			
Between 25-49%	Jeff Davis	2,900	2,700	91
	Montgomery	1,800	1,600	87
	Screven	3,700	3,400	91
SOUTH CAROLINA	Hampton	4,600	4,100	90
	GEORGIA			
Between 5-24%	Brantley	1,800	1,700	93
	Coffee	6,800	6,200	91
	Emanuel	5,500	5,000	92
	Glynn	15,700	15,000	95
	Pierce	2,700	2,500	92
	Treutlen	1,700	1,500	90
	Ware	10,600	10,000	94
	Wheeler	1,400	1,200	88
SOUTH CAROLINA	Allendale	2,800	2,500	89
	Barnwell	5,100	4,700	92
Station Totals		192,900	181,000	94
Net Weekly Circulation (1970-71)			119,100	
Average Daily Circulation (1970-71)			83,800	

Georgia—Savannah



WTOT-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

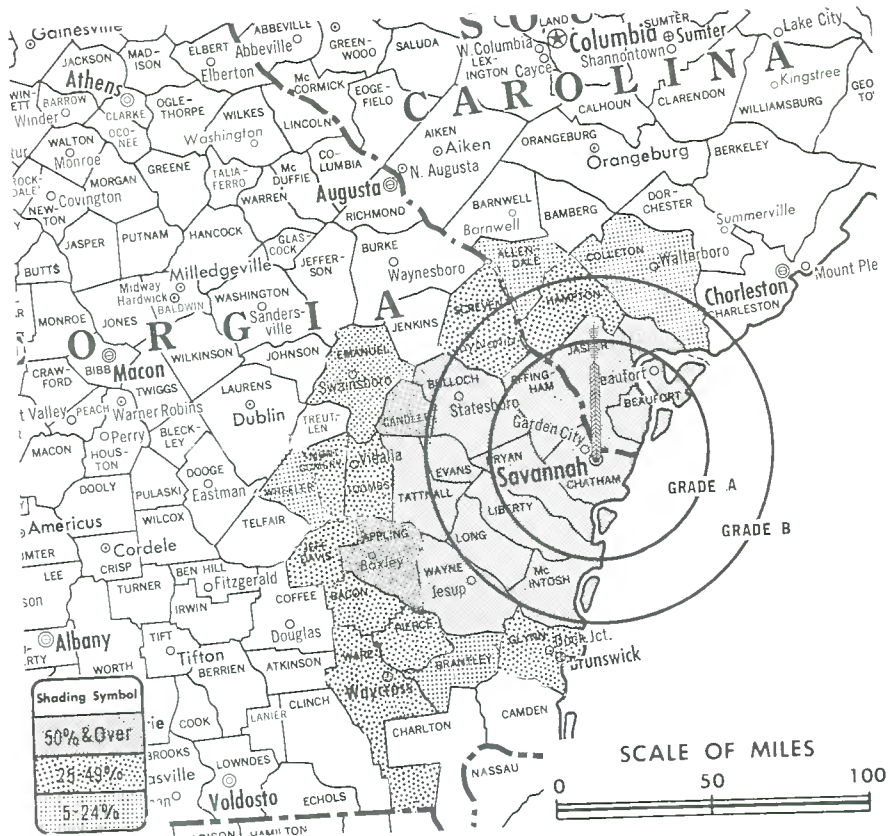
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WTOT, 5-kw, 1290 kHz (CBS).

FM Affiliate: WTOT-FM, 97.25-kw, 94.1 MHz (No. 231), 372-ft. antenna height.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTOT-TV Ref: FCC File No. BPCT-2802 Granted 9/27/60

©American Map Co., Inc., N.Y., No. 14234

WTOT-TV

Network Service: CBS.

Licensee: Savannah Bcstg. Co. Inc., Box 8086, 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 & Bankson.

Represented (engineering) by Cohen & Dippell.

Personnel:

F. SCHLEY KNIGHT, president & general manager.
JESS MOONEY, television sales manager.
DWIGHT J. BRUCE, v.p., program manager & film buyer.
STUART KNIGHT, vice president & treas.
KYLE E. GOODMAN, director of engineering.

DIGEST OF RATE CARD NO. 14 (June 1, 1970)

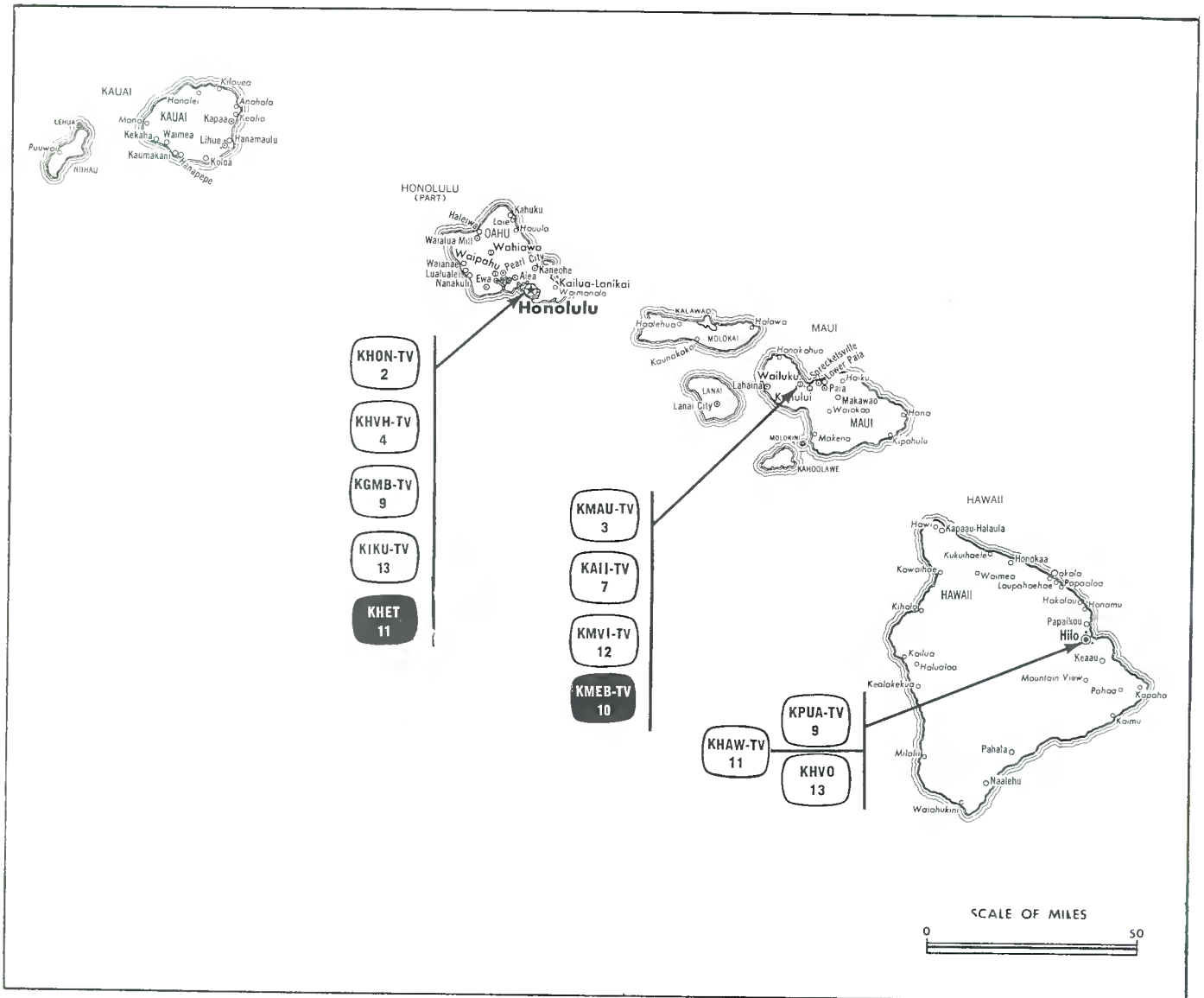
Hour	30 Min.	15 Min.	10 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$550.00	\$275.00	\$190.00	\$140.00	\$100.00	\$60.00 \$40.00

NETWORK BASE HOURLY RATE: \$450.

Translator Directory is in Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	3,700	3,300	90
	Bryan	1,900	1,800	94
	Bulloch	10,200	9,600	94
	Candler	1,900	1,700	91
	Chatham	60,000	57,700	96
	Effingham	3,900	3,700	94
	Evans	2,400	2,300	94
	Liberty	4,400	4,100	93
	Long	1,100	1,000	91
	Mc Intosh	2,300	2,100	91
	Tattall	4,300	4,000	93
	Wayne	5,400	5,100	94
	SOUTH CAROLINA			
Beaufort	12,700	12,000	94	
Jasper	3,300	3,000	90	
Between 25-49%	GEORGIA			
	Bacon	2,300	2,100	91
	Glynn	15,700	15,000	95
	Jeff Davis	2,900	2,700	91
	Montgomery	1,800	1,600	87
	Pierce	2,700	2,500	92
	Screven	3,700	3,400	91
	Toombs	6,000	5,400	90
Ware	10,600	10,000	94	
SOUTH CAROLINA				
Hampton	4,600	4,100	90	
Between 5-24%	GEORGIA			
	Brantley	1,800	1,700	93
	Emanuel	5,500	5,000	92
	Wheeler	1,400	1,200	88
	SOUTH CAROLINA			
	Allendale	2,800	2,500	89
Colleton	8,000	7,200	90	
Station Totals		187,300	175,800	94
Net Weekly Circulation (1970-71)				117,800
Average Daily Circulation (1970-71)				79,600

Hawaii



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Honolulu	169,300	113	201,800	81

Hawaii Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	0	2
			12

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

Hawaii—Hilo

NB KHAW-TV

Ch. 11

[Satellite of KHON-TV, Honolulu]

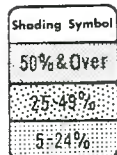
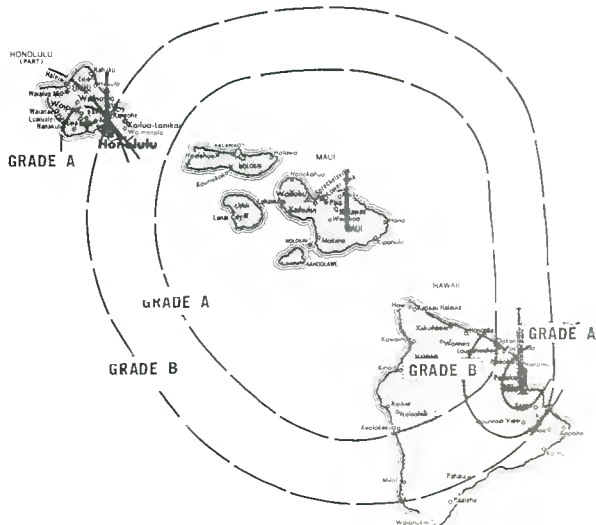
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, .275-kw aural. Antenna: minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56"
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.

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

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KHAW-TV Ref: FCC File No. BPCT-3246 Granted 10/17/63

©American Map Co., Inc., N.Y., No. 14211

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 Metro TV.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold in combination with KHON-TV, Honolulu and KAIL-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 KAIL, Wailuku.

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 MHz). 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, 1776 University Ave., Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

Hawaii—Hilo



KHVO

Ch. 13

[Satellite of KHVH-TV, Honolulu]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

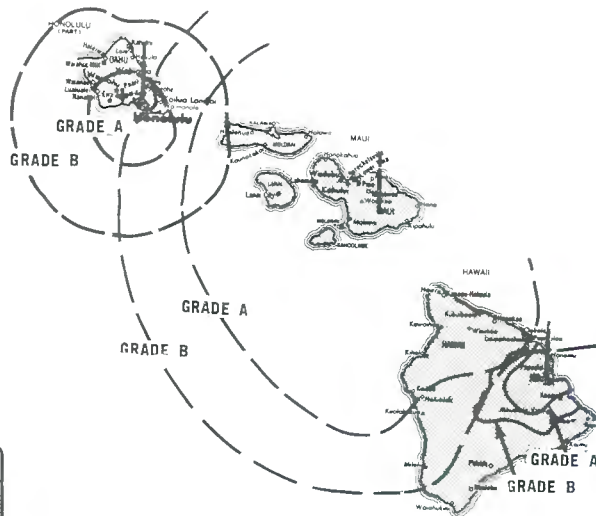
Latitude 19° 43' 57"
Longitude 155° 04' 04"

Transmitter: Naniloa Hotel, Hilo, Hawaii.

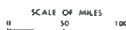
Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.



Shading Symbol
50% & Over
25-49%
5-24%



County coverage based on ARB study (see page 4-b).

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: 935-8289, 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 in combination with KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu.

ARB Data for this Station Included with Parent
KHVH-TV, Honolulu

Hawaii—Hilo



KPUA-TV

Ch. 9

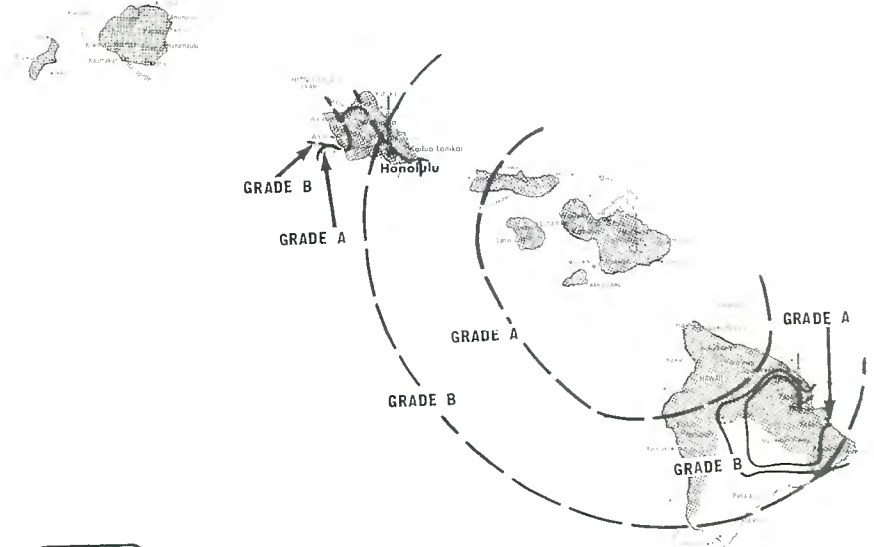
[Satellite of KGMB-TV Honolulu]

Technical Facilities: Channel No. 9 (186-192 MHz). 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: Piihonua Rd.

AM Affiliate: KPUA, 5-kw, 970 kHz.



Shading Symbol
50% & Over
25-49%
5-24%

SCALE OF MILES
0 50 100

County coverage based on ARB study (see page 4-b).

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 Enterprises Inc.

Telephones: 941-3011, Honolulu; 935-5461, Hilo.

Studio: 58 Manaolana Place, Hilo, Hawaii (96720).

Ownership: See KGMB-TV, Honolulu.

Began Operation: May 15, 1955.

Represented (sales) by RKO Television Representatives Inc.

Personnel:

CECIL HEFTEL, president.
HAL BOUDREAU, general manager.
JAY DONOHUE, station manager.

Rates: Sold 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 MHz). 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"

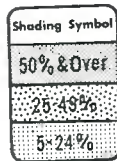
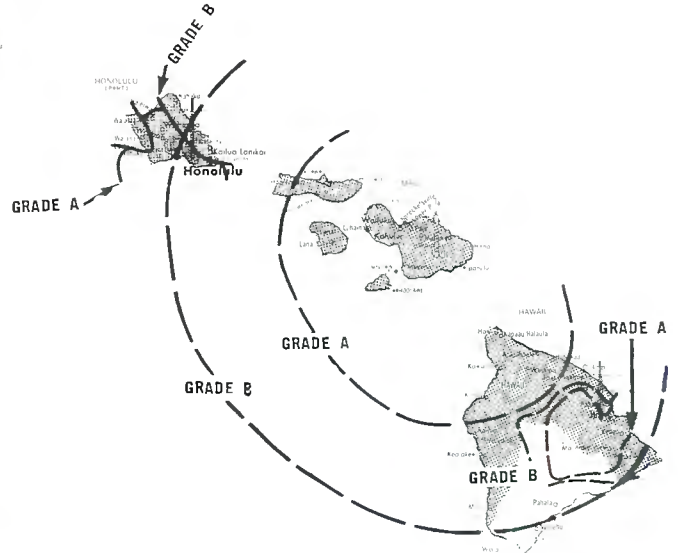
Transmitter: 1534 Kapiolani Blvd.

TV tape: Recording facilities.

News Wire Service: UPI.

AM Affiliate: KGMB, 5-kw, 590 kHz.

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



Total Households: © MIS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation

© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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

KGMB-TV

Licensee: Pacific Broadcasting Co. Inc.

Studio: 1534 Kapiolani Blvd. (96814).

Telephone: 941-3011. TWX No.: 743-0020 & 723-363.

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. For other interests, see KUTV, Salt Lake City.

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).

Represented (sales) by RKO Television Representatives Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CECIL HEFTEL, president.
ALVIN CHANG, chief engineer.
GENE ERGER, general manager.
EARL McDANIEL, station manager.
ROBERT H. TEMPLE, national sales manager.
ROBERT W. SEVEY, news director.

ARB Data for this Station Includes Satellites
KPUA-TV, Hilo & KMAU-TV, Wailuku.

DIGEST OF RATE CARD NO. 12 REV.—(May 15, 1970)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—5:30-10:30 p.m., daily.				
\$1500.00	\$1000.00		Graded rates apply*	

*Highest rate: \$600.

Above rates include satellite operation of KPUA-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	HAWAII				
	Hawaii 1	2,500	2,200	86	
	Hawaii 2	1,500	1,300	86	
	Hawaii 3	10,400	9,000	86	
	Hawaii 4	3,000	2,600	86	
	Honolulu 1	26,100	24,600	94	
	Honolulu 2	16,200	15,300	94	
	Honolulu 3	6,700	6,400	94	
	Honolulu 4	128,500	121,300	94	
	Kauai	8,900	6,200	70	
	Maui 1	2,200	2,000	90	
	Maui 2	6,500	5,800	90	
	Maui 3	3,200	2,900	90	
	Maui 4	1,500	1,400	90	
	Station Totals		217,200	201,000	93
	Net Weekly Circulation (1970-71)			169,300	
Average Daily Circulation (1970-71)			128,500		

Hawaii—Honolulu

NB KHON-TV

Ch. 2

[Also operates satellites KAI-TV, Wailuku & KHAW-TV, Hilo.]

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

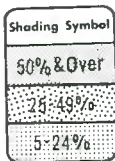
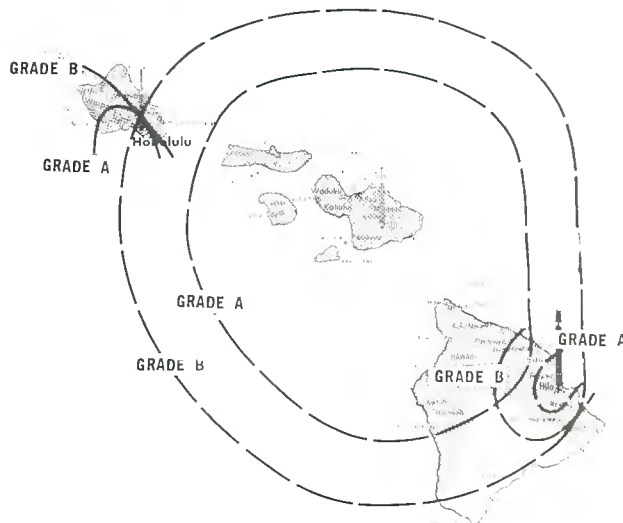
Transmitter: 1170 Auahi St.

Studio: 1170 Auahi St. (96814).

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

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.; WQXI-FM, Smyrna, Ga.; WSAI-AM-FM, Cincinnati; KRHM (FM), Los Angeles, Cal.; KIMN, Denver, Colo.; KYXI, Oregon City, Ore.; WJRZ, Hackensack, N.J. 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 Metro TV Sales.

Represented (legal) by Haley, Bader & Potts.

Personnel:

ARTHUR H. MCCOY, president (New York).
DUANE R. HARM, vice president & general manager.
JOHN FEENEY, station manager.
RICHARD SCHALLER, general sales manager.
ROBERT BASSO, news director.
ALFRED ONO, chief engineer.
DAVID BEGGIN, production manager.
PAUL YAMAMOTO, traffic supervisor.
NAT BAKER, promotion manager.

DIGEST OF RATE CARD NO. 11-A—(Jan. 15, 1972)

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

Class AA—6-10 p.m., daily.

\$1050 \$700 \$500 \$195 \$140 \$140 \$98

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
HAWAII				
	Hawaii 1	2,500	2,200	86
	Hawaii 2	1,500	1,300	86
	Hawaii 3	10,400	9,000	86
	Hawaii 4	3,000	2,600	86
	Honolulu 1	26,100	24,600	94
50% & Over	Honolulu 2	16,200	15,300	94
	Honolulu 3	6,700	6,400	94
	Honolulu 4	128,500	121,300	94
	Kauai	8,900	6,200	70
	Maui 1	2,200	2,000	90
	Maui 2	6,500	5,800	90
	Maui 3	3,200	2,900	90
	Maui 4	1,500	1,400	90
Station Totals		217,200	201,000	93
Net Weekly Circulation (1970-71)				152,500
Average Daily Circulation (1970-71)				82,100

ARB Data for this Station Includes Satellites KAI, Wailuku & KHAW-TV, Hilo.

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 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: minus 140-ft. above av. terrain, 365-ft. above ground, 370-ft. above sea level.

Latitude 21° 17' 44"
Longitude 157° 51' 06"

Transmitter: 1290 Ala Moana.

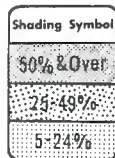
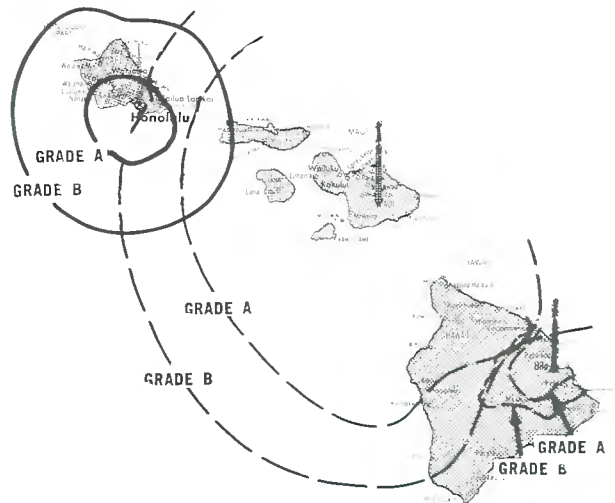
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

TWX No.: KHVH 723-387.



Total Households: © MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KHVH-TV Ref: FCC File No. BPC-4279 Granted 10/21/69

KHVH-TV

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. (96814). Telephone: 537-3991.

AM Affiliate: KHVH, 5-kw, 1040 kHz.

Ownership: Western Telestations Inc., 100%. It is owned by Lawrence S. Berger, 40%; Mrs. Fred Goodstein, 29%; Benjamin N. Berger, 11%; 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 & general manager.

DICK GRIMM, station manager.

CHUCK HARTMAN, chief engineer.

MUNEO HAMADA, business manager.

DON ROCKWELL, news director.

ROBERT S. SMITH, program director.

CHARLIE RILEY, production manager.

PHYLLIS MITSUDA, promotion & publicity director.

DIGEST OF RATE CARD NO. A26—(Sept. 13, 1971)

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 Graded rates apply*

*Highest rate: \$240.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
	HAWAII			
	Hawaii 1	2,500	2,200	86
	Hawaii 2	1,500	1,300	86
	Hawaii 3	10,400	9,000	86
	Hawaii 4	3,000	2,600	86
	Hawaii 5	1,000	800	86
	Honolulu 1	26,100	24,600	94
	Honolulu 2	16,200	15,300	94
	Honolulu 3	6,700	6,400	94
	Honolulu 4	128,500	121,300	94
	Kauai	8,900	6,200	70
	Mau 1	2,200	2,000	90
	Mau 2	6,500	5,800	90
	Mau 3	3,200	2,900	90
	Mau 4	1,500	1,400	90
	Station Totals	218,200	201,800	92
	Net Weekly Circulation (1970-71)			164,400
	Average Daily Circulation (1970-71)			105,000

ARB Data for this Station Includes Satellites
KMVI-TV, Wailuku & KHVO, Hilo

Hawaii—Honolulu

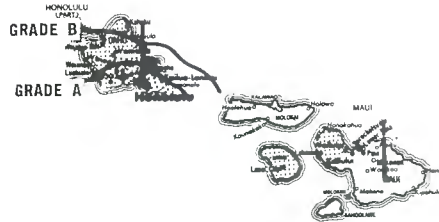
KIKU-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.



Shading Symbol
50% & Over
25-49%
5-24%

SCALE OF MILES
0 50 100

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KIKU-TV Ref: FCC File No. BPCT-3013 Granted 4/26/62

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

KIKU-TV

Licensee: KIKU-TV Corp., 150-B Puuhale Rd., Honolulu (96819).

Ownership: Richard Eaton, 100%. For other interests see Group Ownership.

Began Operation: July 4, 1962. Sale to Friendly Bcstg. by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.
JOANNE NINOMIYA, general manager.

DIGEST OF RATE CARD NO. 2 (Feb. 1, 1969)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$200.00	\$100.00	\$50.00	\$40.00	\$28.00	\$20.00

Class AAA—6-10 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	HAWAII Honolulu 4	128,500	121,300	94
	HAWAII Honolulu 1	26,100	24,600	94
Between 5-24%	Honolulu 2	16,200	15,300	94
	Honolulu 3	6,700	6,400	94
	Maui 1	2,200	2,000	90
Station Totals		179,700	169,600	94
Net Weekly Circulation (1970-71)				37,000
Average Daily Circulation (1970-71)				15,800

For CPs and Applications
See Services Volume

Hawaii—Wailuku



KAIL-TV

Ch. 7

[Satellite of KHON-TV, Honolulu]

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

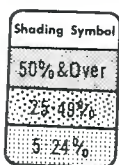
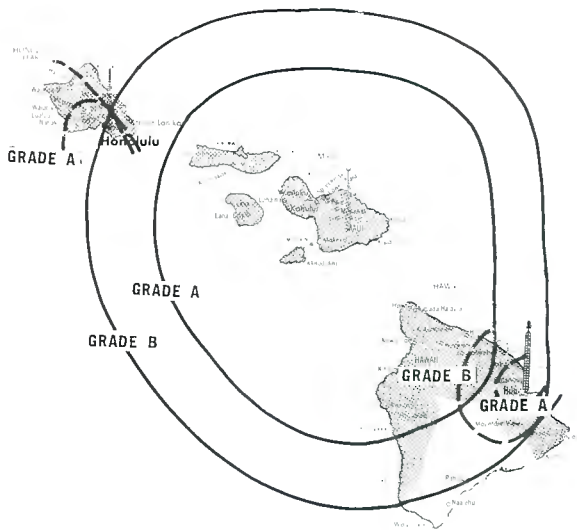
Latitude 20° 42' 41"
Longitude 156° 15' 26"

Transmitter: Mt. Haleakala, Maui.

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

News Wire Service: AP.

Studio: 1170 Auahi St., Honolulu.



County coverage based on ARB study (see page 4-b).

KAIL-TV Ref: FCC File No. BPCT-2906 Granted 10/20/61

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

KAIL-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 Metro TV Sales.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold 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.

BLACKBURN & COMPANY, INC.

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WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Hawaii—Wailuku

☉ KMAU-TV

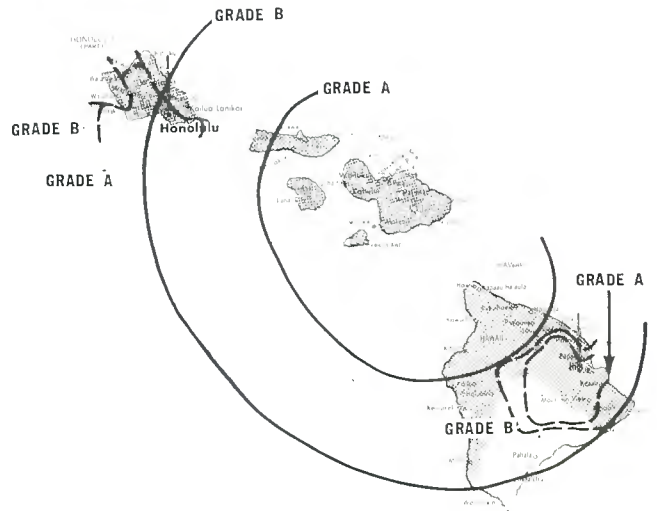
Ch. 3

[Satellite of KGMB-TV, Honolulu]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 14.1-kw visual, 2.69-kw aural, 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude 20° 42' 41"
Longitude 156° 15' 35"

Transmitter: Mt. Haleakala, Maui.



Shading Symbol
50% & Over
25-49%
5-24%

County coverage based on ARB study (see page 4-b).

KMAU-TV Ref: FCC File No. BMPCT-2821 Granted 2/25/55

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

KMAU-TV

Licensee: John S. Young Associates Inc., P.O. Box 1574, Kahului, Hawaii (96732).

Ownership: John S. Young, pres., 100%.

Began Operation: April 24, 1955. Sale to present owners by Pacific Bcstg. (Glasmann interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 by FCC (Television Digest, Vol. 4:42, 5:19).

Represented (sales) by RKO Television Representatives Inc.

Personnel:

JOHN S. YOUNG, general manager.

JULIUS M. VETTER, station manager & chief engineer.

Rates: Sold in combination with KGMB-TV, Honolulu, and latter's other satellite KPUA-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: \$50.

ARB Data for this Station Included with
Report for Parent KGMB-TV, Honolulu.

Hawaii—Wailuku



KMVI-TV

Ch. 12

[Semi-satellite of separately-owned KHVH-TV, Honolulu]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

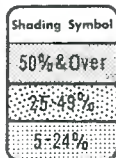
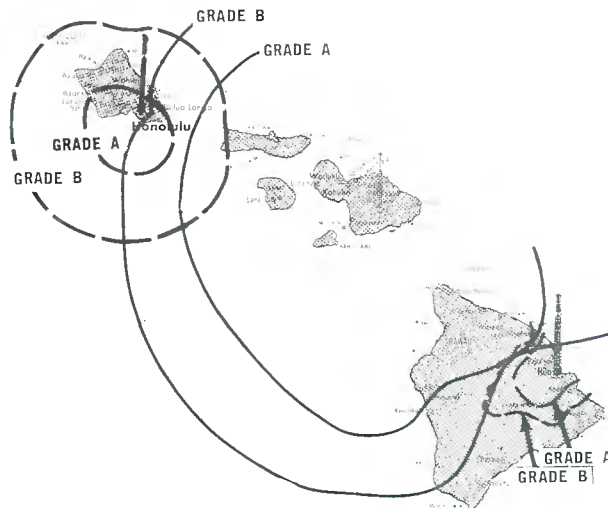
Latitude 20° 42' 43"

Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

AM Affiliate: KMVI, 5-kw, 550 kHz (CBS).

Color: Network.



County coverage based on ARB study (see page 4-b).

KMVI-TV Ref: FCC File No. BPCT-1981 Granted 5/25/55

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

KMVI-TV

Network Service: ABC, same as KHVH-TV, Honolulu.

Grantee (STA): Maui Publishing Co. Ltd., Box 374 (96793).

Studio: 1290 Ala Moana, Honolulu.

Telephone: 24-3981.

Ownership: J. Walter Cameron, 94.4%; Colin C. Cameron, 3.6%; Fumio Tsuji, 3.6%; 4 other stockholders, none with as much as 1%.

Began Operation: Dec. 4, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM O. PAINE, executive vice president.

NORA I. COOPER, station manager.

Rates: See KHVH-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KHVH-TV, Honolulu.

ARB Data for this Station Included with Report
for KHVH-TV, Honolulu

Idaho

Idaho Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	6	0	6
Educational Television Stations	3	0	3
			9

State Educational Technical Facilities
(Complete Data in Educational Directory)

KAID

Boise

Ch. 4

Non-Commercial Educational Station

Grantee: State Board of Education, State Office Bldg., Boise, Ida. (83707).

Technical Facilities: Channel No. 4 (66-72MHz). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 2474-ft. above av. terrain, 142-ft. above ground, 7092-ft. above sea level.

Latitude 43° 40' 08"
Longitude 116° 06' 10"

**ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.**

Call 800-638-0859 . . . Toll free

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 MHz). 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"

KGBL-TV

Pocatello

Ch. 10

Non-Commercial Educational Station

Grantee: State Board of Education, acting as Board of Trustees of Idaho State U., Pocatello (83201).

Technical Facilities: Channel No. 10 (198-204 MHz). Authorized power: 66.1-kw visual, 12.9-kw aural. Antenna: 1450-ft. above av. terrain, 87-ft. above ground, 6762-ft. above sea level.

Latitude 43° 30' 02"
Longitude 112° 39' 36"

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.)

Idaho—Boise



KBOI-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). 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, 50-kw, 670 kHz (CBS).

FM Affiliate: KBOI-FM, 17.5-kw, 97.9 MHz.

Represented (legal) by Wilkinson, Cragun & Barker.

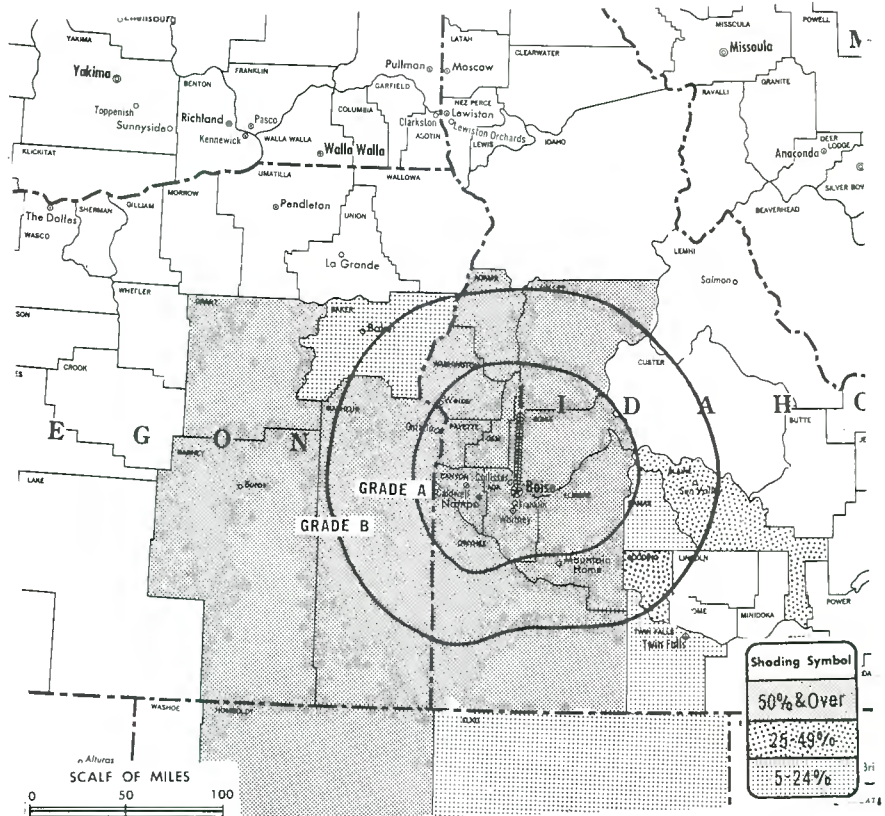
Total Households: ① MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KBOI-TV Ref: FCC File No. BPCT—2146 Granted 7/11/56

©American Map Co., Inc., N.Y., No. 14211

KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St. (83702).

Telephone: 208-342-9331. TWX No.: 208-375-4455.

Ownership: H. Westerman Whillock, pres., 5.6%; Paul S. Boyd, v.p. & dir., 2%; Annabel Woodmore, secy., 1.0%; Robert W. Howell, treas. & dir., 10.3%; Adelaide Reynolds, asst. secy.-treas., .4%; J. A. Albertson, dir., 4.1%; Rudy Andersen, dir., 2.6%; Saul Haas, dir., 4.1%; James J. Coughlin, M.D., dir., 2.2%; John E. Walsh, dir., .8%; Mrs. Stanley E. King, dir., 9.9%; Douglas H. Rae, dir., 1.4%; Theresa Whillock, 4.2%; E. A. Snow, 5.4%; 127 others, none with more than 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

WESTERMAN WHILLOCK, president & general manager.
JAMES A. JOHNTZ JR., vice president & asst. general manager.
BRITT BOWDEN, vice president, television sales.
DENA HOWELL, program director.
ROBERT HOWELL, film editor.
DICK EARDLEY, news editor.
AL BUCH, assistant news editor.
MANSON McCLURE, chief engineer.

DIGEST OF RATE CARD NO. 14—(March 1, 1972)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$500.00	\$300.00	\$200.00	\$90.00	\$40.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	37,600	36,300	97
	Adams	900	800	92
	Boise	600	600	95
	Canyon	20,000	19,000	95
	Elmore	5,200	5,000	96
	Gem	2,900	2,800	96
	Owyhee	1,800	1,700	96
	Payette	4,100	3,900	96
	Valley	1,200	1,100	92
	Washington	2,500	2,300	94
NEVADA	Humboldt	2,100	2,000	93
	OREGON			
	Grant	2,300	1,900	83
Between 25-49%	Harney	2,500	2,200	89
	Malheur	7,000	6,600	94
Between 5-24%	IDAHO			
	Blaine	2,100	1,900	93
	Gooding	2,800	2,700	96
IDAHO	Camas	300	300	98
	Twin Falls	14,300	13,900	97
NEVADA	Elko	4,800	4,200	87
	OREGON			
Baker	5,100	4,700	92	
Station Totals		120,100	113,900	95
Net Weekly Circulation (1970-71)				84,700
Average Daily Circulation (1970-71)				64,700

Idaho—Boise



KTVB

Ch. 7



[Also operates satellite KTVR, La Grande, Ore.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 213-kw visual, 26.9-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

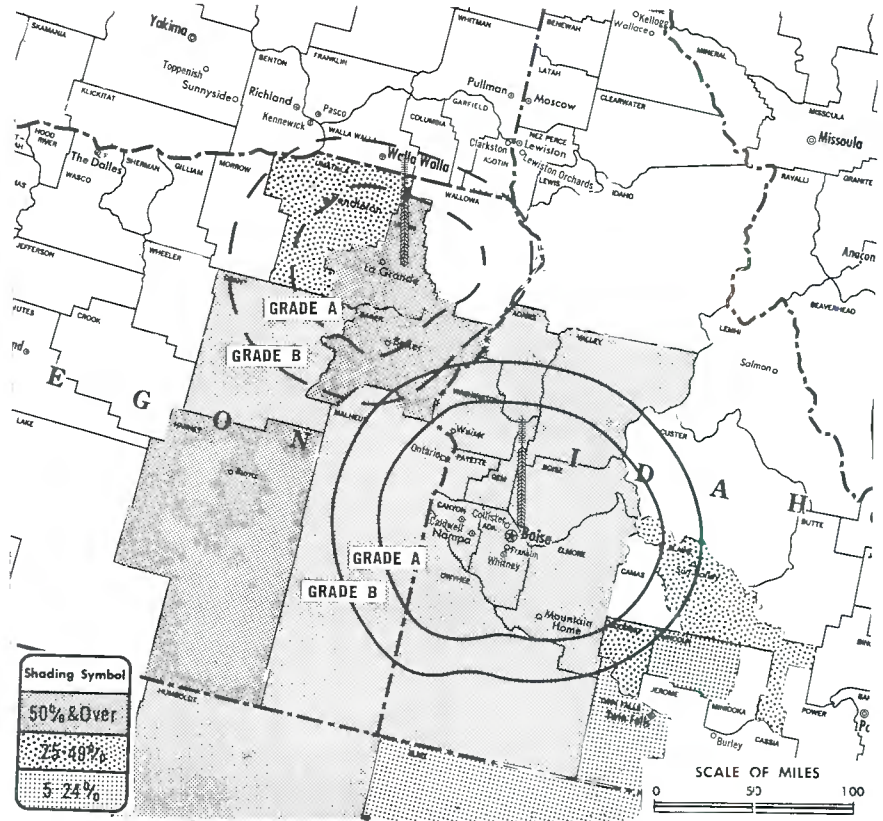
Latitude 43° 45' 08"
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.

Studio: 5407 Fairview Ave.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTVB Ref: FCC File No. BPC2-2086 Granted 4/27/56

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

KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., 5407 Fairview Ave., Boise, Ida. (83704).

Telephone: 208-375-7277.

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); Television Network of Idaho; Andy McDermott Sales Ltd. (Canada); Simpson/Reilly & Assoc. (Seattle-Portland).

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

Personnel:

GEORGIA M. DAVIDSON, president.
ROBERT E. KRUEGER, exec. v.p., gen. mgr. & program dir.
REX McARTHUR, sales manager.
JOHN LEWIS, national sales manager.
RAY BARP, promotion director.
HAROLD W. TOEDTEMEIER, director of operations.
DAN SMEDE, news director.

DIGEST OF RATE CARD NO. 23—(Jan. 31, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$475	\$285	\$190	\$190	\$85	\$70	\$40

NETWORK BASE HOURLY RATE: \$425.

ARB Data: Figures for this station include coverage of satellite KTVR, La Grande, Ore.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	37,600	36,300	97
	Adams	900	800	92
	Boise	600	600	95
	Canyon	20,000	19,000	95
	Elmore	5,200	5,000	96
	Gem	2,900	2,800	96
	Owyhee	1,800	1,700	96
	Payette	4,100	3,900	96
	Valley	1,200	1,100	92
	Washington	2,500	2,300	94
	NEVADA			
	Humboldt	2,100	2,000	93
OREGON				
Baker	5,100	4,700	92	
Grant	2,300	1,900	83	
Harney	2,500	2,200	89	
Malheur	7,000	6,600	94	
Union	6,700	6,100	91	
Between 25-49%	IDAHO			
	Blaine	2,100	1,900	93
	Gooding	2,800	2,700	96
OREGON				
Umatilla	15,100	13,800	92	
Between 5-24%	IDAHO			
	Lincoln	1,000	1,000	95
	Twin Falls	14,300	13,900	97
NEVADA				
Elko	4,800	4,200	87	
Station Totals		142,600	134,500	94
Net Weekly Circulation (1970-71)				98,100
Average Daily Circulation (1970-71)				69,500

Idaho—Idaho Falls-Pocatello-Blackfoot



KID-TV
Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: CBS.

Telephone: 208-522-5100.

AM Affiliate: KID, 5-kw (1-kw night), 590 kHz (CBS).

FM Affiliate: KID-FM, 100-kw, 96.1 MHz (No. 241), 1500-ft.

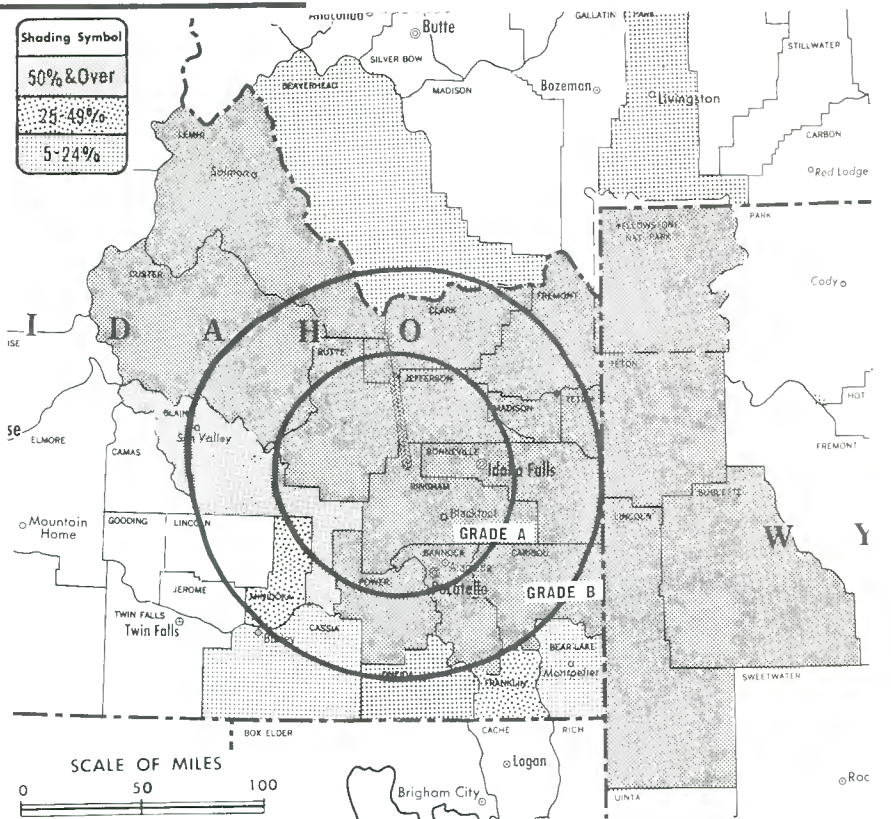
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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: KID Broadcasting Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Studio: 1255 E. 17th St.

Ownership: LaVere A. and/or Lucille J. Ricks, 15.66%; A. W. Schwieder, 14.41%; David Smith, 11.21%; Warren E. Wright, 8.81%; 29 others, none with as much as 6%.

Began Operation: Dec. 20, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- J. ALLEN JENSEN, president & general manager.
- CLAUDE CAIN, station & sales manager.
- DAVE WAYNE, operations manager.
- CARROLL SECRIST, chief engineer.
- RAY SUMMERS, news director.
- BARBARA OZMUN, promotion manager.

DIGEST OF RATE CARD NO. 18
(Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID	
Class A—6:30-10 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$80.00	\$50.00	\$25.00

NETWORK BASE HOURLY RATE: \$325.

For Idaho CATV Systems
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO				
		Bannock	15,800	15,100	96
		Bingham	7,900	7,700	97
		Blaine	2,100	1,900	93
		Bonneville	14,800	14,400	98
		Butte	800	800	97
		Caribou	1,900	1,800	94
		Clark	300	300	92
		Custer	1,000	900	90
		Fremont	2,600	2,500	97
		Jefferson	3,200	3,200	98
		Lemhi	1,700	1,500	87
		Madison	3,000	2,900	97
		Power	1,400	1,300	93
		Teton	600	600	99
	WYOMING				
		Lincoln	2,500	2,300	91
		Sublette	900	800	89
		Teton	1,700	1,600	92
		Yellowstone National Park	100	100	93
Between 25-49%	IDAHO				
		Franklin	2,200	2,100	95
	Minidoka	4,800	4,600	95	
Between 5-24%	IDAHO				
		Bear Lake	1,800	1,700	94
		Cassia	5,100	4,900	97
		Oneida	900	900	96
	MONTANA				
	Beaverhead Park	2,800	2,500	88	
		3,900	3,600	93	
Station Totals			83,800	80,000	95
Net Weekly Circulation (1970-71)					62,800
Average Daily Circulation (1970-71)					46,800

Idaho—Idaho Falls-Pocatello-Blackfoot

NB abc KIFI-TV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

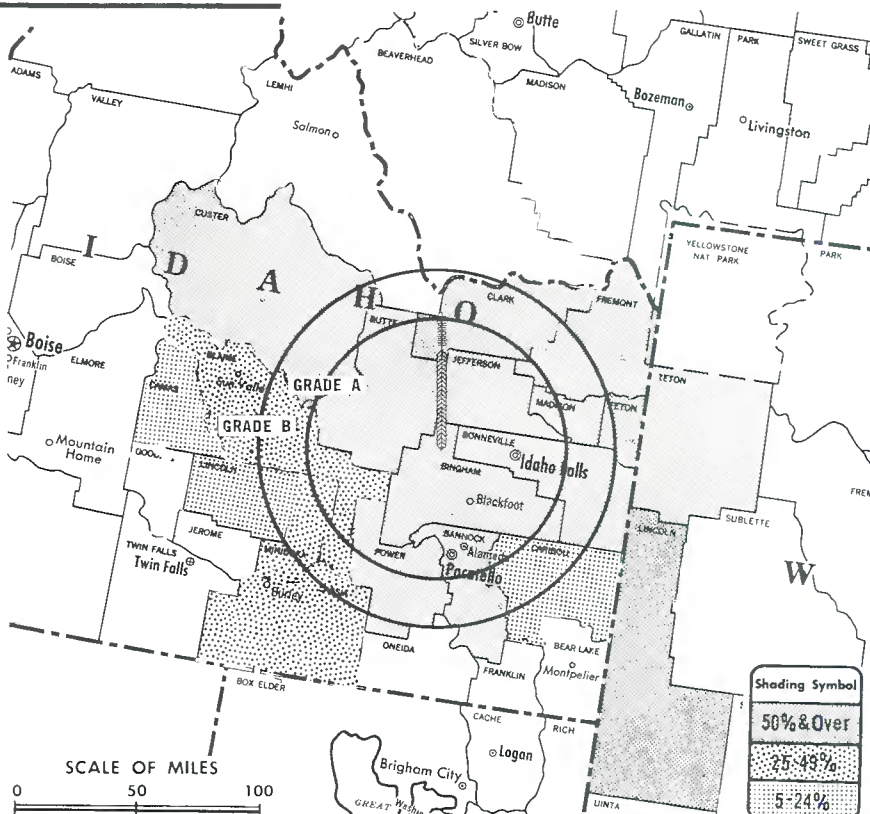
Latitude 43° 30' 02"

Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

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

News Wire Service: AP.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

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

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 Avery-Knodel Inc. (National); Simpson/Reilly & Assoc. (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.

DIGEST OF RATE CARD NO. 12 (Feb. 28, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$325.00	\$195.00	\$45.00	\$36.00	\$23.00

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bannock	15,800	15,100	96
	Bingham	7,900	7,700	97
	Bonneville	14,800	14,400	98
	Butte	800	800	97
	Clark	300	300	92
	Custer	1,000	900	90
	Fremont	2,600	2,500	97
	Jefferson	3,200	3,200	98
	Madison	3,000	2,900	97
	Power	1,400	1,300	93
	Teton	600	600	99
	WYOMING			
Lincoln	2,500	2,300	91	
Teton	1,700	1,600	92	
Between 25-49%	IDAHO			
	Blaine	2,100	1,900	93
	Cassia	5,100	4,900	97
Minidoka	4,800	4,600	95	
Between 5-24%	IDAHO			
	Camas	300	300	98
	Caribou	1,900	1,800	94
Lincoln	1,000	1,000	95	
Station Totals		70,800	68,100	96
Net Weekly Circulation (1970-71)				56,200
Average Daily Circulation (1970-71)				40,100

Idaho—Lewiston

● KLEW-TV

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

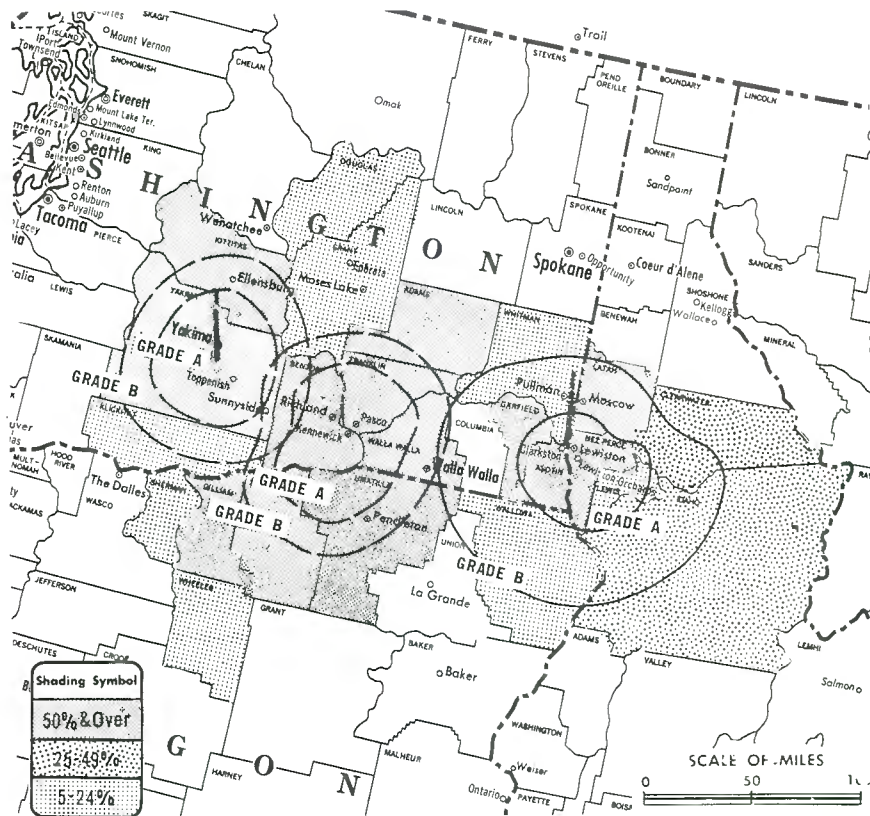
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.30-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

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, live, film, slide & tape.

News Wire Service: AP.



KLEW-TV Ref: FCC File No. BMPT-3459 Granted 10/6/55 ©American Map Co., Inc., N.Y., No. 14244

County coverage based on ARB study (see page 4-b).

KLEW-TV

Network Service: CBS.

Licensee: Cascade Broadcasting Co. (a Filmways Co.), Box 702, Yakima, Wash. (98901).

Studio: 1115 Idaho St. (83501).

Telephone: 208-746-2636.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by H-R Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

DALE HALL, manager.
BERNARD REISDORF, chief engineer.
TOD OWENS, news director.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100. Combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco, \$650.

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.

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Idaho—Twin Falls



KMVT
Ch. 11



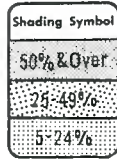
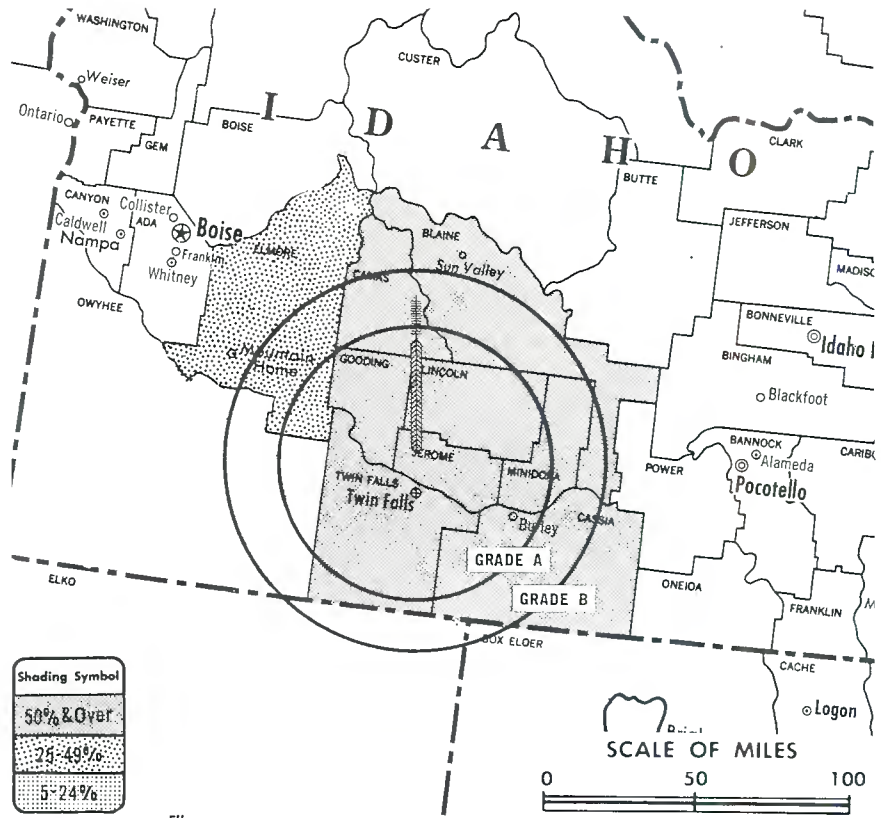
Technical Facilities: Channel No. 11
(198-204 MHz). Authorized power:
316-kw visual, 38-kw aural. Antenna:
1060-ft. above av. terrain,
665-ft. above ground, 4968-ft.
above sea level.

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: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).

KMVT Ref: FCC File No. BPCT-3062 Granted 7/24/62

©American Map Co., Inc., N.Y., No. 14241

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: KMSO-TV Inc. Dale G. Moore, 79.36%; A. J. Mosby,
20.63%. For other interests, see KGVO-TV, Missoula, Mont.

Began Operation: May 30, 1955. Sale to present owners by KLIX
Corp. (A. L. Glasmann family) approved by FCC Dec. 16, 1970.
Previous sale by Frank C. Carman-Grant Wrathall interests approved
March 7, 1956 by FCC (Television Digest, Vol. 11:31,
12:10).

Represented (sales) by Television Network of Idaho; Avery-Knodel
Inc.; Simpson/Reilly & Assoc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

DALE G. MOORE, president.
EARL E. MORGENROTH, vice president.
HAROLD O. HIRTE, general manager.
BUZZ LANGDON, asst. general manager.
LYNN MIKLES, sales manager.
GILBERT ANDERSON, director of engineering.

DIGEST OF RATE CARD NO. 15
(Sept. 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$50.00 \$50.00 \$25.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Blaine	2,100	1,900	93
	Camas	300	300	98
	Cassia	5,100	4,900	97
	Gooding	2,800	2,700	96
	Jerome	3,300	3,200	97
	Lincoln	1,000	1,000	95
	Minidoka	4,800	4,600	95
	Twin Falls	14,300	13,900	97
	Between 25-49%	IDAHO		
Elmore	5,200	5,000	96	
Between 5-24%	WYOMING			
Teton	1,700	1,600	92	
Station Totals		40,600	39,100	96
Net Weekly Circulation (1970-71)				32,600
Average Daily Circulation (1970-71)				26,100

Cable Television
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Engineering Consultants

Malarkey, Taylor & Associates
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

Illinois

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Chicago	2,372,000	3	2,614,600	3
Davenport-Rock Island-Moline (Quad City)	294,400	71	267,900	68
Springfield-Decatur-Champaign	278,600	74	249,500	71
Paducah-Cape Girardeau-Harrisburg	229,500	90	241,100	72
Rockford	204,800	99	153,300	97
Peoria	185,500	105	177,300	87
Quincy-Hannibal	128,300	144	123,100	123

Illinois Station Status as of March 15, 1972

- Commercial Television Stations
 Educational Television Stations

VHF	UHF	TOTAL
10	12	22
3	3	6
		28

WCIA, Champaign (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	La Salle	36,300	34,900	96
	Lawrence	6,100	5,800	95
	Macoupin	15,200	14,600	96
	Menard	3,400	3,200	95
Between 5-24 %	Richland	5,500	5,200	94
	Woodford	8,600	8,200	95
INDIANA				
	Montgomery	11,300	11,000	97
	Newton	3,800	3,700	96
	Parke	5,200	5,100	97
	Vigo	37,400	36,200	97

WSIL-TV, Harrisburg (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Clay	5,100	4,700	92
	Edwards	2,600	2,400	92
	Marion	13,600	13,000	96
	Randolph	9,900	9,500	96
Between 5-24 %	KENTUCKY			
	Hopkins	12,600	11,900	94
	Trigg	2,700	2,600	95
	Webster	4,800	4,400	93
MISSOURI				
	Carter	1,300	1,100	83
	New Madrid	7,400	6,900	93
	Perry	4,600	4,300	94
	Wayne	3,000	2,700	91
TENNESSEE				
	Obion	10,700	10,200	95

WHBF-TV, Rock Island (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Marshall	4,300	4,100	96
	Ogle	13,900	13,400	97
Between 5-24 %	Stephenson	16,300	15,700	96
	IOWA			
	Jones	5,900	5,800	97
WISCONSIN				
	Grant	13,600	12,800	94
	Lafayette	5,200	5,000	96

WGN-TV, Chicago (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
	Cass	13,300	12,800	96
	Grant	26,200	25,200	96
	Miami	12,200	11,800	96
	Tippecanoe	33,900	32,300	95
Between 25-49 %	Wabash	11,200	10,700	95
	White	7,000	6,700	96
IOWA				
	Dubuque	24,900	23,900	96
WISCONSIN				
	Walworth	19,500	18,900	97
ILLINOIS				
	Bureau	12,900	12,400	96
	Ford	5,500	5,300	97
	Jo Daviess	6,800	6,400	94
	Lee	11,000	10,700	97
	Ogle	13,900	13,400	97
	Vermilion	32,300	31,100	96
	Whiteside	19,700	19,100	97
	Winnebago	79,000	76,900	97
INDIANA				
	Benton	3,500	3,400	96
	Fulton	6,000	5,800	97
Between 5-24 %	Marshall	11,300	10,900	96
	St Joseph	77,900	76,000	98
	Warren	2,700	2,600	95
IOWA				
	Lee	14,100	13,700	97
MICHIGAN				
	Cass	14,300	13,900	97
	Kalamazoo	61,900	60,300	97
	St Joseph	16,000	15,600	98
	Van Buren	17,900	17,500	98
WISCONSIN				
	Portage	13,200	12,800	97
	Rock	40,300	39,400	98

WBBM-TV, Chicago (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Lee	11,000	10,700	97
Between 5-24 %	Ogle	13,900	13,400	97
INDIANA				
	St Joseph	77,900	76,000	98
	White	7,000	6,700	96

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WICS & WAND, Champaign
(See Springfield & Decatur, Ill.)

WCIA & WICS, Decatur
(See Champaign & Decatur, 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 & WAND, Springfield
(See Champaign & Decatur, Ill.)

WCIA, 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. (62901).

Technical Facilities: Channel No. 8 (180-186 MHz). 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 MHz). 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 MHz). 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"

WUSI-TV
Olney

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. University, Carbondale, Ill. (62903).

Technical Facilities: Channel No. 16 (482-488 MHz). 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"

WTVP
Peoria

Ch. 47

Non-Commercial Educational Station

Licensee: Illinois Valley Public Telecommunications Corp., 1501 W. Bradley Ave., Peoria, Ill. (61606).

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1570-kw max. & 1260-kw horizontal visual, 314-kw max. & 251-kw horizontal aural. Antenna: 337-ft. above av. terrain, 352-ft. above ground, 959-ft. above sea level.

Latitude	40°	41'	56"
Longitude	89°	37'	00"

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 MHz). 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



WCIA



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

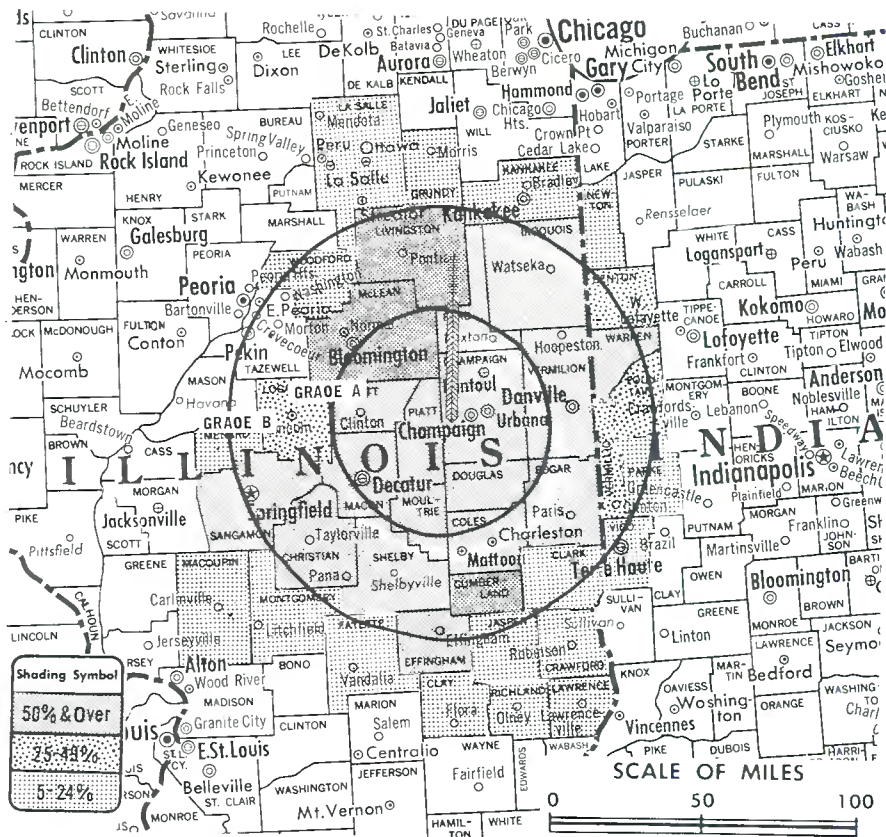
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



WCIA Ref: FCC File No. BNPCT-1315 Granted 8/17/53 American Map Co., Inc., N.Y., No. 14244

Total Households: 4,751
Consumer Market Data as of 1/1/72.
TV Homes: TVG and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-11).

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%; Lindsay-Schaub Newspapers Inc., 20%; Estate of Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., 98.4% owned by the stockholders of Lindsay-Schaub Newspapers Inc., Decatur, is licensee of radios WSOY & FM, Decatur; WSEI (FM), Olney, Ill.; WLAP & FM, Lexington, Ky. Estate of Helen M. Stevick owns 51% and Marajen S. Chinigo owns 44.5% of the Champaign News-Gazette, licensee of WDWS & FM, Champaign. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB-TV-AM-FM, San Diego.

Began Operation: Nov. 14, 1953.

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

Represented (legal) by Covington & Burling.

Personnel:

- AUGUST C. MEYER, president.
- CLARA R. MEYER, vice president.
- GUY MAIN, executive vice president.
- JAMES FIELDING, secy.-treas. & station manager.
- LEN DAVIS, national sales manager.
- JERRY JOHNSON, sales manager.
- JOHN KETTERER, film buyer.
- BILL HELMS, program dir. & sales service manager.
- JACK EVERETTE, asst. to pres. & dir. of engineering.

DIGEST OF RATE CARD NO. 14A (Aug. 25, 1971)

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: \$400.

NETWORK BASE HOURLY RATE: \$1250.

228-b

	Net Weekly Circulation	State County	Total Households	TV Households	%
		ILLINOIS			
		Champaign	49,500	47,600	96
		Christian	12,000	11,500	96
		Coles	15,300	14,700	96
		Cumberland	3,300	3,100	94
		De Witt	6,000	5,800	96
		Douglas	6,200	6,000	96
		Edgar	7,700	7,400	96
		Effingham	7,700	7,200	93
		Ford	5,500	5,300	97
		50% & Over			
		Iroquois	10,900	10,400	96
		Livingston	12,500	11,900	95
		Mc Lean	32,500	31,100	96
		Macon	41,900	40,600	97
		Moultrie	4,200	4,000	94
		Piatt	5,400	5,300	98
		Sangamon	55,400	53,000	96
		Shelby	7,500	7,000	94
		Vermillion	32,300	31,100	96
		INDIANA			
		Warren	2,700	2,600	95
		ILLINOIS			
		Logan	10,200	9,800	96
		Between 25-49%			
		INDIANA			
		Benton	3,500	3,400	96
		Fountain	6,200	6,000	97
		Vermillion	6,100	5,900	97
		ILLINOIS			
		Clark	5,800	5,500	95
		Clay	5,100	4,700	92
		Crawford	7,600	7,300	96
		Fayette	6,800	6,400	94
		Grundy	8,800	8,600	98
		Jasper	3,500	3,300	94
		Kankakee	28,600	27,700	97

(Continued on page 226-b)

Station Totals	543,500	522,100	96
Net Weekly Circulation (1970-71)			278,600
Average Daily Circulation (1970-71)			192,000

TV Factbook No. 42

Illinois—Champaign



WICD

Ch. 15

[Auxiliary outlet of WICS,
Springfield, Ill.]

Technical Facilities: Channel No. 15
(476-482 MHz). Authorized power:
1000-kw max. & 647-kw horizontal
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.

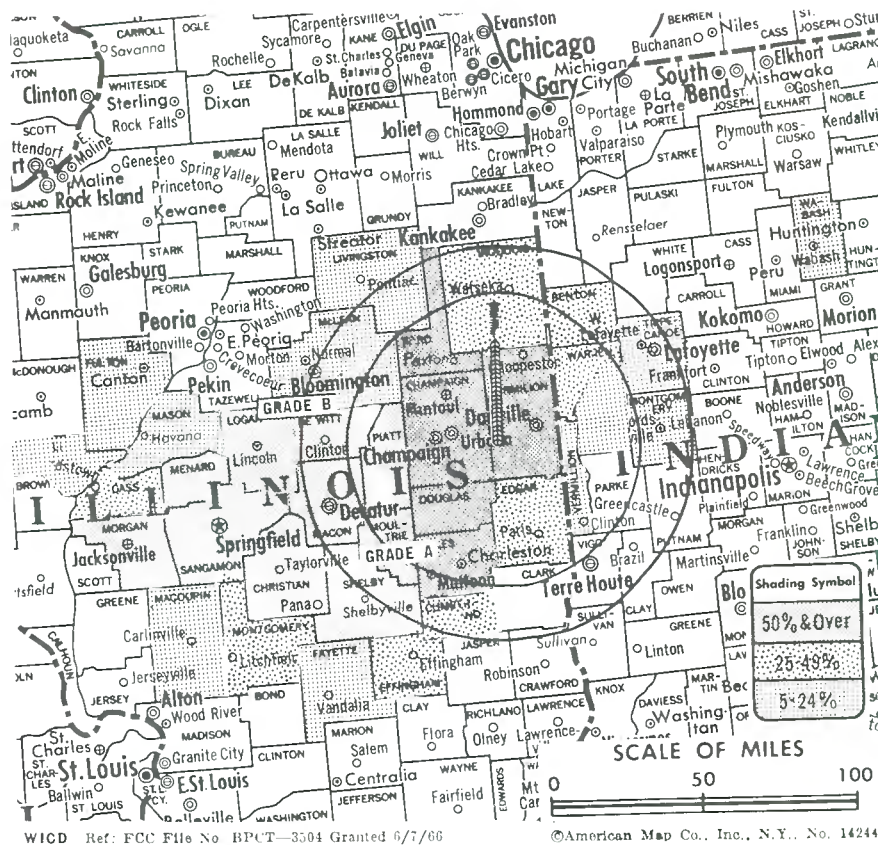
Color: Network, live, film, slide &
tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Steel,
Andrus & Adair.

County coverage based on ARB study (see
page 14b).



WICD Ref: FCC File No BPC-3504 Granted 6/7/66

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

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 & Kittner.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.

ROBERT B. FARROW, general sales manager.

TOM PETERSEN, station manager.

DAVID A. BOYER, chief engineer.

KEN LADAGE, program manager.

DIGEST OF RATE CARD NO. A12—(Oct. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$225.00	\$135.00	\$90.00	\$82.50	\$75.00	Graded rates apply**	

*Highest rate: \$70.

NETWORK BASE HOURLY RATE: \$250.

ARB Data for this station included with parent

WICS, Springfield, Ill.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Illinois—Chicago



WBBM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1368-ft. above av. terrain, 1453-ft. above ground, 2046-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Transmitter: John Hancock Bldg., 875 N. Michigan Ave.

AM Affiliate: WBBM, 50-kw, 780 kHz (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

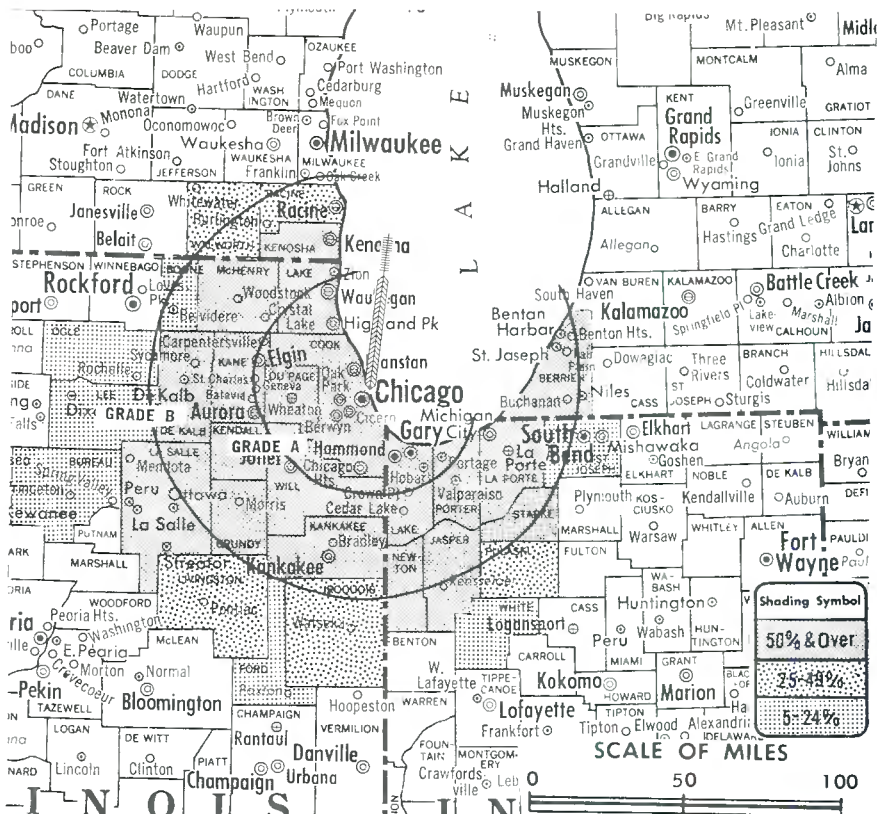
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBBM-TV Ref: FCC File No. BPCT—4209 Granted 5/6/69

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

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 Television Stations National Sales.

Personnel:

LEON DREW, vice president & general manager.
CHARLES KADLEC, director, planning & administration.
ROGER GARDNER, director, broadcasting.
STEVEN R. ORR, director, sales.
JOHN OWEN CONNELL, sales manager.
ALBERT JEROME, eastern sales manager.
JEFFREY KINNEY, local sales manager.
DON DASHCUND, operations manager.
CHARLES E. HINDS JR., program director.
HAL BIARD, director, promotion & information services.
STUART TEMKIN, business affairs director.
SANA HALE, traffic manager.
ALICE NECKER, film director.
AL MANN, news director.
LUTHER A. PIERCE, director of technical operations.
TOM DOOLEY, director of research.

DIGEST OF RATE CARD NO. 24

(Aug. 4, 1971)

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	\$2100.00*	\$1300.00*

*Class AAA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4750.


230-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ILLINOIS				
	Cook	1,811,500	1,758,500	97
	Dekalb	20,900	20,300	97
	Dupage	144,700	142,700	99
	Grundy	8,800	8,600	98
	Kane	77,000	75,000	97
	Kankakee	28,600	27,700	97
	Kendall	8,000	7,900	98
	Lake	107,800	106,200	99
	La Salle	36,300	34,900	96
	McHenry	34,300	33,800	99
	Will	74,100	72,500	98
INDIANA				
	Jasper	6,000	5,800	96
	Lake	165,400	161,300	98
	La Porte	32,500	31,800	98
	Newton	3,800	3,700	96
	Porter	25,700	25,100	97
	Starke	6,200	6,000	96
MICHIGAN				
	Berrien	53,400	51,600	97
WISCONSIN				
	Kenosha	36,100	35,300	98
ILLINOIS				
	Iroquois	10,900	10,400	96
	Livingston	12,500	11,900	95
Between 25-49%				
INDIANA				
	Pulaski	4,000	3,800	94
WISCONSIN				
	Racine	50,700	49,900	98
	Walworth	19,500	18,900	97
ILLINOIS				
Between 5-24%				
	Boone	8,200	7,900	97
	Bureau	12,900	12,400	96
	Ford	5,500	5,300	97

(Continued on page 226-b)

Station Totals	2,915,100	2,836,000	97
Net Weekly Circulation (1970-71)			2,358,600
Average Daily Circulation (1970-71)			1,433,800

TV Factbook No. 42



Be first to know What they watched Last night.

You'll be the first to know in the morning what the viewers watched last night with an ARB Overnight Telephone Coincidental survey.

Whether it's a special, a premiere or a new time period; audience response is measured and reported for next day analysis.

You select the time frame. You define the survey area. Confidential reports are delivered by telephone the next working day after the survey.

When you need current information for important decisions, talk it over with your ARB representative. Or call the ARB Overnight Telephone Coincidental Department toll free. 800-638-0859

ARB

Information for Decisions

Illinois—Chicago

WCIU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1162-kw max. & 961-kw horizontal visual, 174-kw max. & 144-kw horizontal aural. Antenna: 650-ft. above av. terrain, 684-ft. above ground, 1279-ft. above sea level.

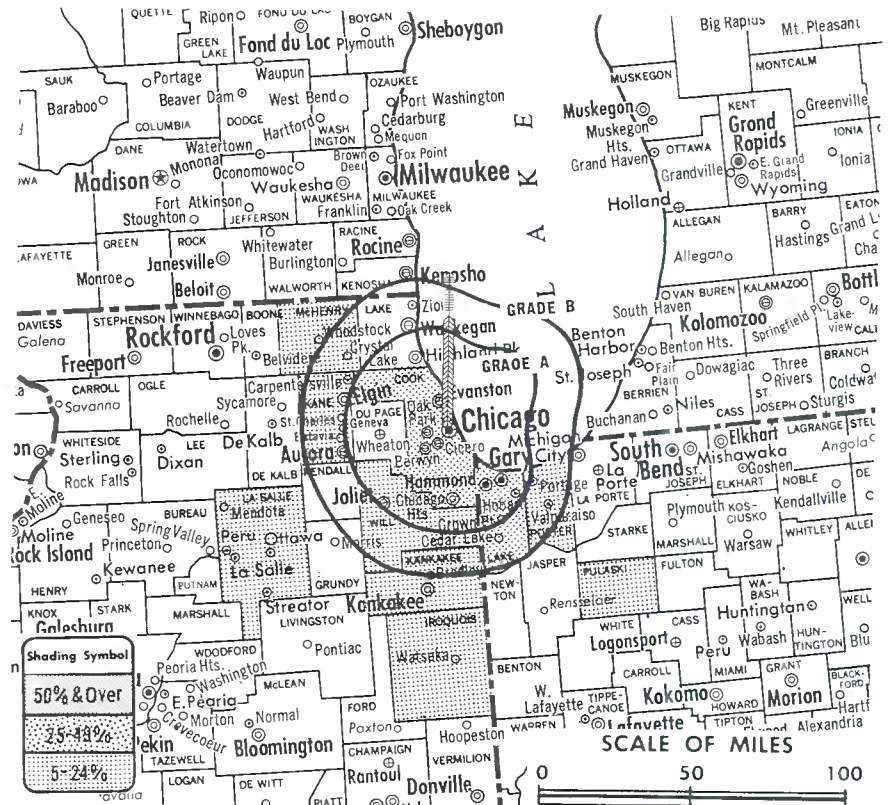
Latitude 41° 52' 39"
Longitude 87° 38' 02"

Transmitter: 141 W. Jackson Blvd.

TV tape: Recording facilities.

News Wire Service: UPI.

Telephone: 312-663-0260.



Total Households: MSU
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WCIU-TV Ref: FCC File No. BMPCT-6695 Granted 4/21/68

© 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. (60604).

Ownership: Howard Shapiro and J. W. O'Connor, 35.6% each; remainder of stock is held by others. O'Connor owns 70% of WRAC, Racine, Wis.

Began Operation: Feb. 6, 1964.

Represented (sales) by Jack Masla & Co. Inc.; Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

J. W. O'CONNOR, president & general manager.
RICHARD D. FOERSTER, asst. station mgr. & gen. sales mgr.
KERBY O'CONNOR, program director.
GLENN STEWART, film director.
RICHARD ASHENFELTER, chief engineer.
BEN LARSON & JOHN Q. ADAMS, co-news directors.

DIGEST OF RATE CARD NO. 9 (Oct. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class AA—4 p.m.-midnight, daily.					
\$700.00	\$420.00	\$280.00	\$140.00	\$140.00	\$70.00

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	ILLINOIS				
		Cook	1,811,500	1,758,500	97
		Iroquois	10,900	10,400	96
		Kane	77,000	75,000	97
		Kankakee	28,600	27,700	97
		La Salle	36,300	34,900	96
		McHenry	34,300	33,800	99
		Will	74,100	72,500	98
	INDIANA				
		Lake	165,400	161,300	98
	Porter	25,700	25,100	97	
	Pulaski	4,000	3,800	94	
Station Totals		2,267,800	2,203,000	97	
Net Weekly Circulation (1970-71)				211,700	
Average Daily Circulation (1970-71)				59,900	

Illinois—Chicago

WFLD-TV

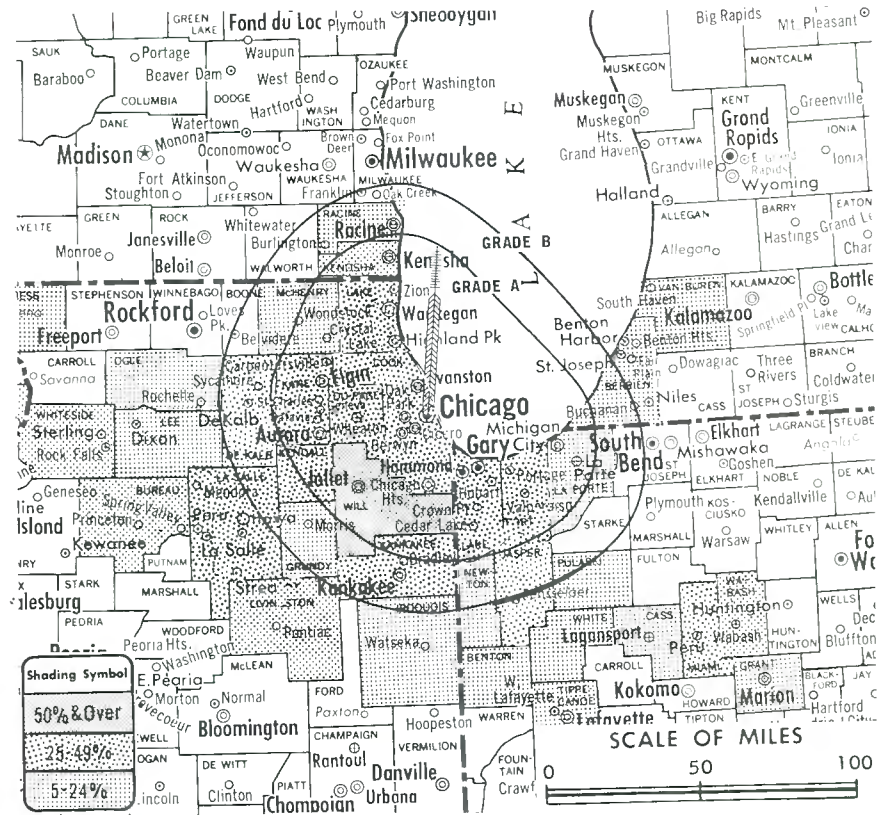
Ch. 32



Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2500-kw max. & 1110-kw horizontal visual, 500-kw max. & 222-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.
 Latitude 41° 53' 55.5"
 Longitude 87° 37' 23.0"

Transmitter: John Hancock Bldg.
 TV tape: Recording facilities.
 Color: Live, film, slide & tape.
 News Wire Service: AP, UPI.
 Facsimile Service: AP.
 Represented (legal) by Dow, Lohnes & Albertson.
 Represented (engineering) by Cohen & Dippell.

Total Households: 1,000,000
 Consumer Market Data as of 1/1/72
 TV Homes: TV2 and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 13).



WFLD-TV Ref: FCC File No. BPC2 4194 Granted 4/10/69

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

WFLD-TV

Network Service: None, independent.
 Licensee: Field Communications Corp., 401 N. Wabash Ave.
 Studio: Marina City, 300 N. State St. (60610).
 Telephone: 312-527-4300.
 Ownership: Field Enterprises Inc., 100%. For other interests, see Chicago-Sun-Times under Newspaper Ownership of TV Stations.
 Began Operation: Jan. 4, 1966.
 Represented (sales) by Katz Television.
 Personnel:
 E. H. SHOMO, president & general manager.
 JACK BIVANS, general sales manager.
 FRANK X. DALY, national sales manager & research.
 MARSHALL BLACK, local sales manager.
 CLIFFORD BRAUN, program manager.
 KIP JAMISON, mgr., advertising & sales promotion.
 DWIGHT BISCHEL, director, news & public affairs.
 JERRY FIELD, film manager.

DIGEST OF RATE CARD NO. 10A—(April 1, 1971)

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

\$260.00 \$156.00 \$156.00 \$104.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS Will	74,100	72,500	98
	ILLINOIS Cook	1,811,500	1,758,500	97
Between 25-49%	Dekalb	20,900	20,300	97
	Dupage	144,700	142,700	99
	Kane	77,000	75,000	97
	Kankakee	28,600	27,700	97
	Kendall	8,000	7,900	98
	Lake	107,800	106,200	99
	La Salle	36,300	34,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA Jasper	6,000	5,800	96
	Lake	165,400	161,300	98
	Miami	12,200	11,800	96
	Porter	25,700	25,100	97
Between 5-24%	ILLINOIS Bureau	12,900	12,400	96
	Grundy	8,800	8,600	98
	Iroquois	10,900	10,400	96
	Jo Daviess	6,800	6,400	94
	Lee	11,000	10,700	97
	Livingston	12,500	11,900	95
	McHenry	34,300	33,800	99
	Ogle	13,900	13,400	97
	Whiteside	19,700	19,100	97
	INDIANA Benton	3,500	3,400	96
Cass	13,300	12,800	96	
Grant	26,200	25,200	96	
La Porte	32,500	31,800	98	
Newton	3,800	3,700	96	
Pulaski	4,000	3,800	94	
Tippecanoe	33,900	32,300	95	
Wabash	11,200	10,700	95	
White	7,000	6,700	96	
IOWA Dubuque	24,900	23,900	96	
Lee	14,100	13,700	97	
MICHIGAN Berrien	53,400	51,600	97	
Van Buren	17,900	17,500	98	
WISCONSIN Kenosha	36,100	35,300	98	
Racine	50,700	49,900	98	
Station Totals		2,981,500	2,898,700	97
Net Weekly Circulation (1970-71)			1,014,800	
Average Daily Circulation (1970-71)			400,200	

Illinois—Chicago

WGN-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 22-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

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 kHz.

Studio: 2501 Bradley Place.

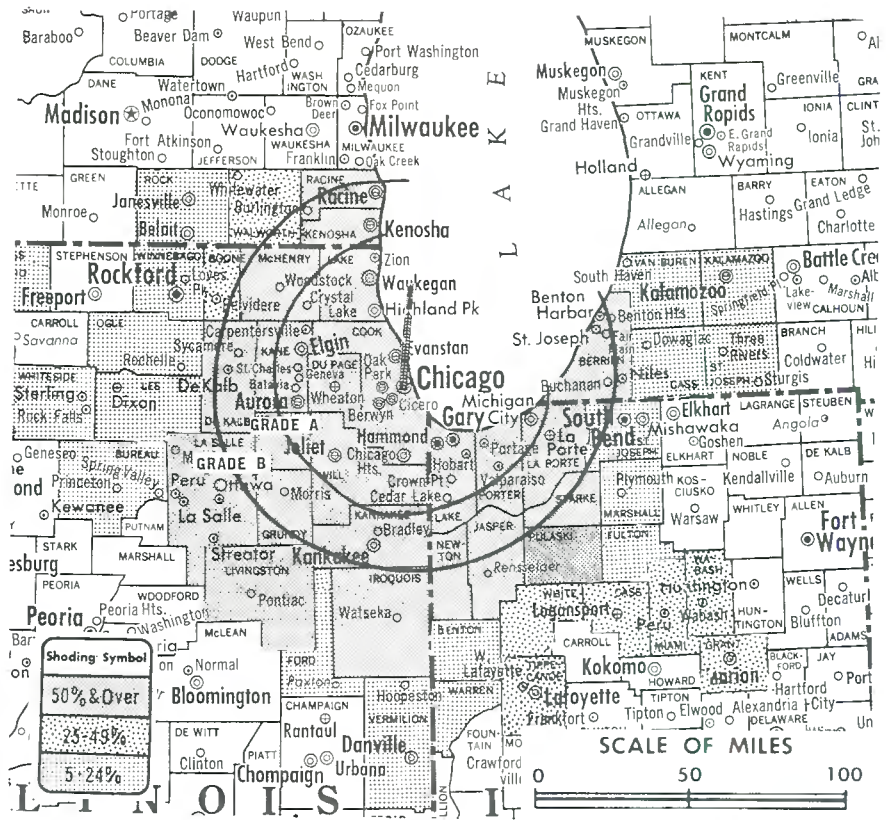
Total Households: ① MS1

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

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County coverage based on ARB study (see page 4-b).



WGN-TV Ref: FCC File No. 181CT 4179 Granted 3/26/69

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

WGN-TV

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

Telephone: 312-528-2311. TWX No.: 312-222-9280.

Ownership: Tribune Co., 100%, publisher of Chicago Tribune and Chicago Today. Interlocking ownership with WPIX-TV and WPIX-FM, News Syndicate Co. Inc. (New York Daily News) which also owns WICC Bridgeport, Conn. WGN Continental Broadcasting Co. also owns: WGN-AM, Chicago; KDAL-AM-TV, Du-luth/Superior; KWGN-TV, Denver; WGN Continental Productions Company, Chicago; WGN Electronic Systems Co. For CATV interests, see Broadcasters in CATV. Tribune Co. also owns Fort Lauderdale News, Pompano Beach Sun-Sentinel, Orlando Morning Sentinel & Afternoon Star.

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 500 N. Michigan Ave., Chicago. WGN Continental Sales Co. (New York, San Francisco, Los Angeles, Tokyo, Japan); Edward Petry & Co. Inc. (Atlanta, Dallas, Detroit, St. Louis, Philadelphia); Harry S. Hyatt Co. (Minneapolis); Bill Creed Associates (Boston, New England); Bob Hix Co. Inc. (Denver); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

WARD L. QUaal, president.
DANIEL T. PECARO, exec. v.p. & general manager.
RALPH F. BATT, v.p. & engineering manager.
JOHN M. McDANIELS, v.p. & general sales manager.
ALEXANDER C. FIELD JR., v.p. & mgr. public affairs, WGN group stations.
JOHN J. (JACK) BRENNAN, national sales manager.
BRUCE DENNIS, v.p. & news manager, group stations.
DANIEL CALIBRARO, v.p. & assistant to the president.
DANIEL JACOBSON, v.p. & program manager.
DONALD H. KNAUTZ, operations manager.
EUGENE C. FILIP, manager, public affairs.
ROBERT D. MANEWITH, editorial director.
WOODROW CRANE, chief engineer.
JACK BRICKHOUSE, v.p. & sports manager.
JAMES G. HANLON, v.p., public relations & advertising.
E. BOYD SEGHERS JR., sales promotion & research manager.
CHARLES HARRISON, news manager.

DIGEST OF RATE CARD NO. 31—(June 15, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7 p.m.—midnight, daily.	\$4100	\$2600	\$1800	\$1000	\$950*	\$570* \$285*

*Section 1—A.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Cook	1,811,500	1,758,500	97
	Dekalb	20,900	20,300	97
	Dupage	144,700	142,700	99
	Grundy	8,800	8,600	98
	Iroquois	10,900	10,400	96
	Kane	77,000	75,000	97
	Kankakee	28,600	27,700	97
	Kendall	8,000	7,900	98
	Lake	107,800	106,200	99
	La Salle	36,300	34,900	96
	Livingston	12,500	11,900	95
50% & Over	McHenry	34,300	33,800	99
	Will	74,100	72,500	98
INDIANA				
	Jasper	6,000	5,800	96
	Lake	165,400	161,300	98
	La Porte	32,500	31,800	98
	Newton	3,800	3,700	96
	Porter	25,700	25,100	97
	Pulaski	4,000	3,800	94
	Starke	6,200	6,000	96
MICHIGAN				
	Berrien	53,400	51,600	97
WISCONSIN				
	Kenosha	36,100	35,300	98
	Racine	50,700	49,900	98

Between 25-49% ILLINOIS Boone 8,200 7,900 97
(Continued on page 226-b)

Station Totals	3,375,800	3,282,100	97
Net Weekly Circulation (1970-71)			2,261,400
Average Daily Circulation (1970-71)			1,299,400



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in broadcasting*

WGN Continental Broadcasting Company

- **Chicago :** WGN Radio, WGN Television,
WGN Continental Productions Company,
WGN World Travel Services, Inc.
- **Duluth-Superior :** KDAL Radio and KDAL Television
- **Denver :** KWGN Television
- **Michigan and California :** WGN Electronic Systems Company
- **New York, Chicago, Los Angeles, San Francisco and Tokyo :**
WGN Continental Sales Company

Illinois—Chicago



WLS-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). 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.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kHz (ABC).

FM Affiliate: WDAI-FM, 20-kw, 94.7 MHz (No. 234), 580-ft.

Studio: 190 N. State St.

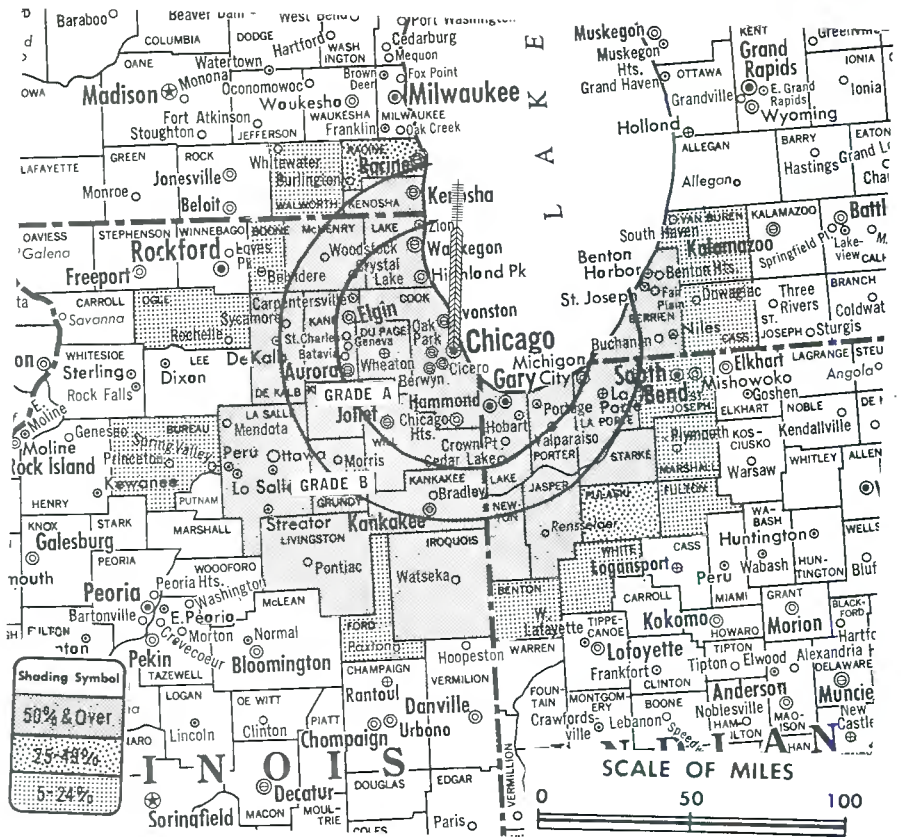
Total Households: MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

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County coverage based on ARB study (see page 4-b).



WLS-TV Ref: FCC File No. BPC-3033 Granted 9/21/62

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

WLS-TV

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. (60601).

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 & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN SEVERINO, general manager.

JON F. RUBY, general sales manager.

CLAR W. HEIDER, administrative assistant.

MARK MANDALA, sales manager.

SQUIRE RUSHNELL, director of programming.

ERNST LEDEBUHR, comptroller.

JOHN MIES, news director.

ROY POLEVOY, research director.

EDWARD P. WEBER, advertising & promotion director.

EDWARD C. HIPPE, director of engineering.

DIGEST OF RATE CARD NO. 8—(Sept. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
6 p.m.-midnight, daily.

\$5090 \$3060 \$2030 \$1280 \$3500* \$2800* \$1750*

*1A.

NETWORK BASE HOURLY RATE: \$4500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Cook	1,811,500	1,758,500	97
	Dekalb	20,900	20,300	97
	Dupage	144,700	142,700	99
	Grundy	8,800	8,600	98
	Iroquois	10,900	10,400	96
	Kane	77,000	75,000	97
Kankakee	28,600	27,700	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Kendall	8,000	7,900	98
	Lake	107,800	106,200	99
	La Salle	36,300	34,900	96
	Livingston	12,500	11,900	95
	McHenry	34,300	33,800	99
	Will	74,100	72,500	98
50% & Over	INDIANA			
	Jasper	6,000	5,800	96
	Lake	165,400	161,300	98
	La Porte	32,500	31,800	98
	Newton	3,800	3,700	96
	Porter	25,700	25,100	97
	Starke	6,200	6,000	96
	MICHIGAN			
	Berrien	53,400	51,600	97
Between 25-49%	INDIANA			
	Pulaski	4,000	3,800	94
	WISCONSIN			
	Racine	50,700	49,900	98
Between 5-24%	ILLINOIS			
	Boone	8,200	7,900	97
	Bureau	12,900	12,400	96
	Ford	5,500	5,300	97
	Ogle	13,900	13,400	97
	INDIANA			
	Benton	3,500	3,400	96
Fulton	6,000	5,800	97	
Marshall	11,300	10,900	96	
St Joseph	77,900	76,000	98	
White	7,000	6,700	96	
MICHIGAN				
Cass	14,300	13,900	97	
Van Buren	17,900	17,500	98	
WISCONSIN				
Walworth	19,500	18,900	97	
Station Totals		2,957,100	2,876,800	97
Net Weekly Circulation (1970-71)			2,372,000	
Average Daily Circulation (1970-71)			1,485,100	

Illinois—Chicago



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 41.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1316-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

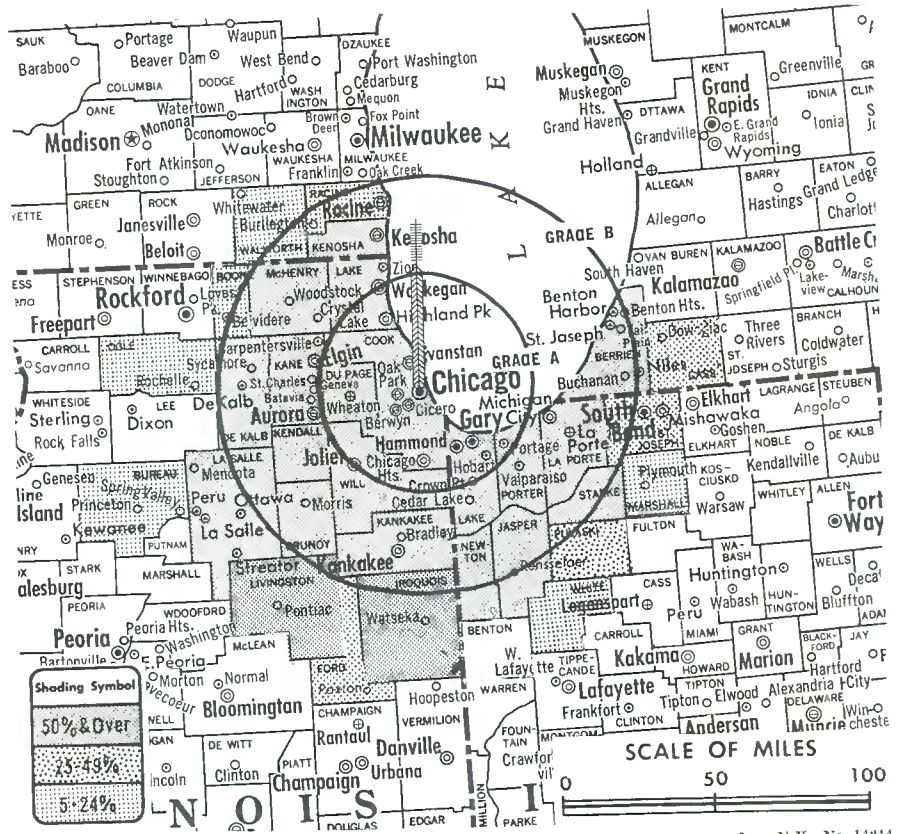
Facsimile Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: WMAQ, 50-kw, 670 kHz (NBC).

FM Affiliate: WMAQ-FM, 6-kw, 101.1 MHz (No. 266), 1167-ft.

Total Households: 4,481,000
Consumer Market Data as of 1/1/72
TV Homes: TV 7 and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b).



WMAQ-TV Ref: FCC File No. BPCT—4223 Granted 5/14/69 © 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, mgr., advertising, promotion & publicity.
- JAMES R. HOEL, local sales manager.
- ROBERT WALSH, manager, sales.
- JAY CHILDS, manager, business affairs.
- HARRY TRIGG, program manager & film buyer.
- JOHN C. BURNS, asst. program manager.
- CURT PIERCE, director, technical operations.
- LLOYD DOBYNS, news director.
- DAVE HART, manager, public affairs.

DIGEST OF RATE CARD NO. 31—(Sept. 14, 1970)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6 p.m.-midnight, daily.				
\$5000	\$3000	\$3200*	\$2800*	\$1800*

*Class AA—6:29-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$4800.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Cook	1,811,500	1,758,500	97
50% & Over	Dekalb	20,900	20,300	97
	Dupage	144,700	142,700	99
	Grundy	8,800	8,600	98
	Iroquois	10,900	10,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Kane	77,000	75,000	97
	Kankakee	28,600	27,700	97
	Kendall	8,000	7,900	98
	Lake	107,800	106,200	99
	La Salle	36,300	34,900	96
	Livingston	12,500	11,900	95
	McHenry	34,300	33,800	99
	Will	74,100	72,500	98
50% & Over	INDIANA			
	Jasper	6,000	5,800	96
	Lake	165,400	161,300	98
	La Porte	32,500	31,800	98
	Newton	3,800	3,700	96
	Porter	25,700	25,100	97
	Starke	6,200	6,000	96
	MICHIGAN			
	Berrien	53,400	51,600	97
	WISCONSIN			
	Kenosha	36,100	35,300	98
Between 25-49%	INDIANA			
	Pulaski	4,000	3,800	94
	ILLINOIS			
	Boone	8,200	7,900	97
	Bureau	12,900	12,400	96
	Ford	5,500	5,300	97
	Ogle	13,900	13,400	97
Between 5-24%	INDIANA			
	Marshall	11,300	10,900	96
	St Joseph	77,900	76,000	98
	White	7,000	6,700	96
	MICHIGAN			
	Cass	14,300	13,900	97
	WISCONSIN			
	Racine	50,700	49,900	98
	Walworth	19,500	18,900	97
Station Totals		2,929,700	2,850,100	97
Net Weekly Circulation (1970-71)				2,358,500
Average Daily Circulation (1970-71)				1,523,600

Illinois—Chicago

WSNS-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 2500-kw max. & 610-kw horizontal visual, 500-kw max. & 122-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1452-ft. above ground, 2046-ft. above sea level.

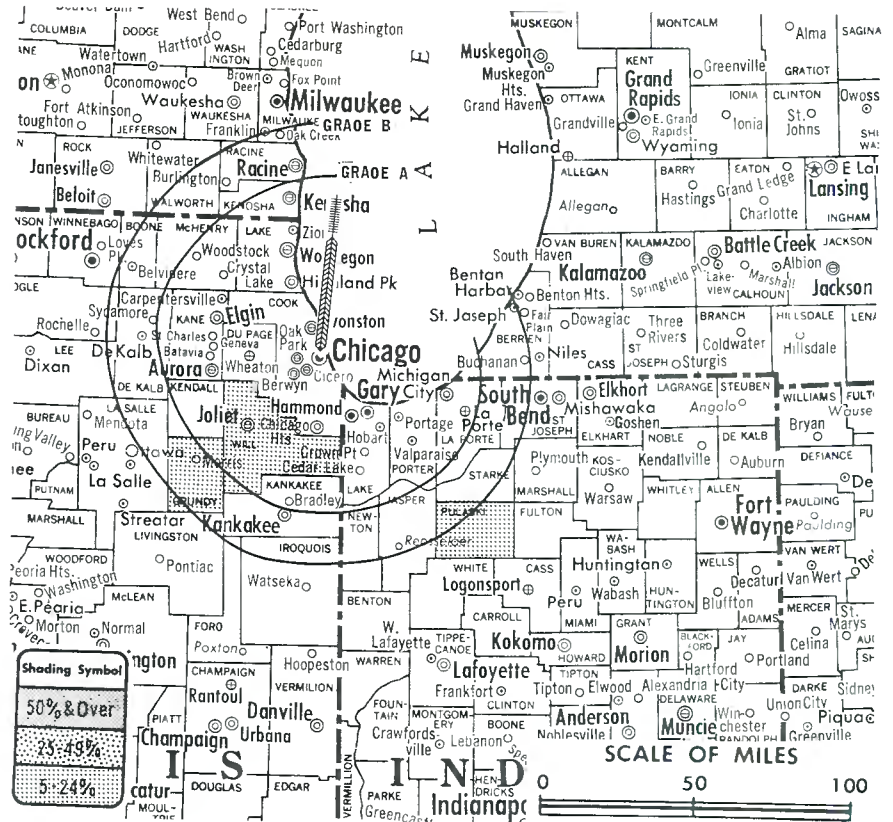
Latitude 41° 53' 55.5"
Longitude 87° 37' 23.0"

Transmitter: Hancock Bldg., 875 N. Michigan Ave.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.



Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WSNS-TV Ref: FCC File No. BNPCT-6816 Granted

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

WSNS-TV

Network Service: None, independent.

Licensee: Video 44, a Joint Venture, 430 W. Grant Pl., Chicago, Ill. (60614).

Studio: 430 W. Grant Place, Chicago, Ill. (60614).

Telephone: 312-929-1200.

Ownership: Harriscope of Chicago Inc., 50%; Rivergrove Theatre Corp., 20%; Velma Entertainment Corp., 20%; Riverdale Drive-In Inc., 10%. For other Harriscope interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: April 5, 1970.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, pres., Harriscope (Los Angeles).
ALAN SILVERMAN, pres., Essaness Theatre Corp.
EDWARD MORRIS, vice president & general manager.
MAL D. WYMAN, assistant general manager.
HAL FELDMAN, general sales manager.
KEVIN J. MURPHY, director of engineering.
PETER STRAND, programming & production director.
BILL WARRICK, news director.

DIGEST OF RATE CARD NO. 6
(June 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—5-10:30 p.m., daily.			\$250.00	\$150.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Grundy	8,800	8,600	98
	Will	74,100	72,500	98
	INDIANA			
	Pulaski	4,000	3,800	94
Station Totals		86,900	84,900	98
Net Weekly Circulation (1970-71)			37,200	
Average Daily Circulation (1970-71)			11,300	

La Rue Media Brokers, Inc.

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Illinois—Decatur



WAND

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). 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.

Telephone: 217-428-4304.

TWX No.: 910-243-0458.

TV tape: Recording facilities.

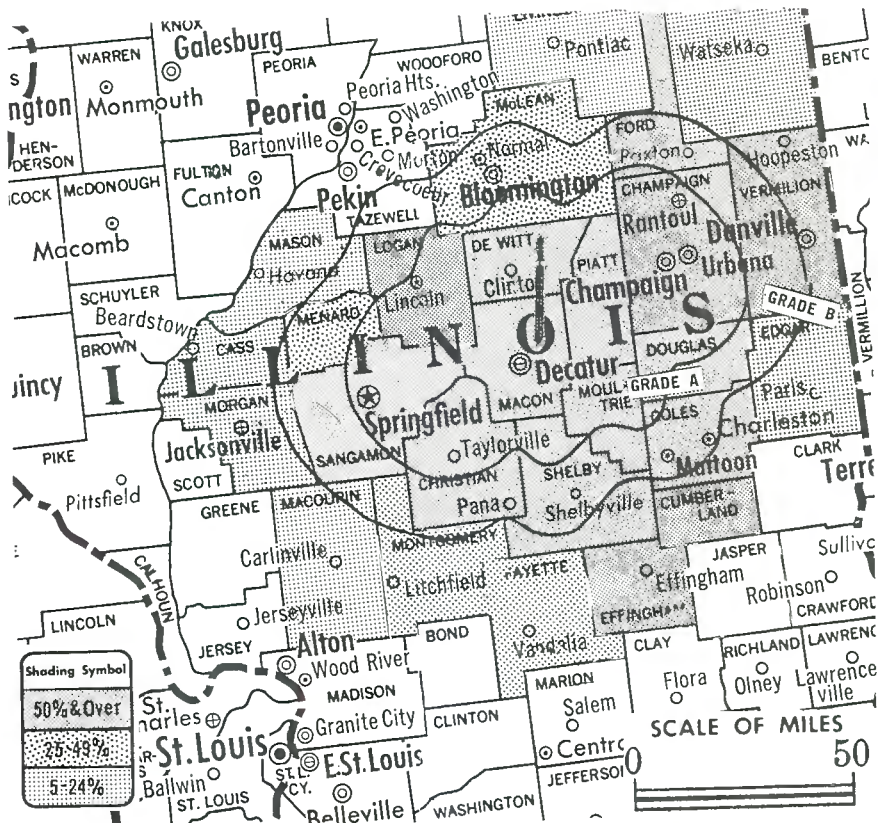
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: 1,000,000
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 1-10).



WAND

Licensee: WFIL Inc., 4100 City Line Ave., Philadelphia, Pa.

Studio: South Side Dr., Box 631, Decatur, Ill. (62525).

Ownership: Publicly owned LIN Bcstg. owns 100% of WAND Television. LIN principals are: Donald A. Pels, pres. & chief exec. officer; Phillip D. Marella, v.p., television; Ralph Beaudin, v.p., radio; Joseph Lord, v.p., administration; Barrett Geoghegan, v.p.; John D. Diamond, secy. LIN Bcstg. also owns WAVY-TV, Portsmouth, Va.; radios KAAY & FM, Little Rock; KEEL & FM, Shreveport; WAKY, Louisville; KILT & FM, Houston; WBBF & FM, Rochester, N.Y.; WIL & FM, St. Louis & WFIL, Philadelphia.

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 Edward Petry & Co.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

BARRETT GEOGHEGAN, president & general manager.
JACK KUSSART, v.p. & asst. general manager.
CAL COLEMAN, national sales manager.
GENE BELL, general sales manager.
T. J. VAUGHAN, program director.
WAYNE SEMPLE, chief engineer.

DIGEST OF RATE CARD NO. 17—(Sept. 12, 1971)

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

Class A—6:30-10 p.m., daily.

\$800.00 \$600.00 \$400.00 \$200.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$496.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Champaign	49,500	47,600	96
	Christian	12,000	11,500	96
	Coles	15,300	14,700	96
	Cumberland	3,300	3,100	94
	De Witt	6,000	5,800	96
	Douglas	6,200	6,000	96
	Effingham	7,700	7,200	93
	Ford	5,500	5,300	97
	Logan	10,200	9,800	96
	Macon	41,900	40,600	97
	Moultrie	4,200	4,000	94
	Piatt	5,400	5,300	98
Sangamon	55,400	53,000	96	
Shelby	7,500	7,000	94	
Vermilion	32,300	31,100	96	
Between 25-49%	ILLINOIS			
	Mc Lean	32,500	31,100	96
	Menard	3,400	3,200	95
Between 5-24%	ILLINOIS			
	Cass	4,800	4,600	95
	Edgar	7,700	7,400	96
	Fayette	6,800	6,400	94
	Iroquois	10,900	10,400	96
	Livingston	12,500	11,900	95
	Macoupin	15,200	14,600	96
	Mason	5,800	5,600	97
	Montgomery	10,600	10,100	96
Morgan	11,600	11,000	95	
Station Totals		384,200	368,300	96
Net Weekly Circulation (1970-71)				217,000
Average Daily Circulation (1970-71)				136,500

Illinois—La Salle



WEEQ-TV



Ch. 35

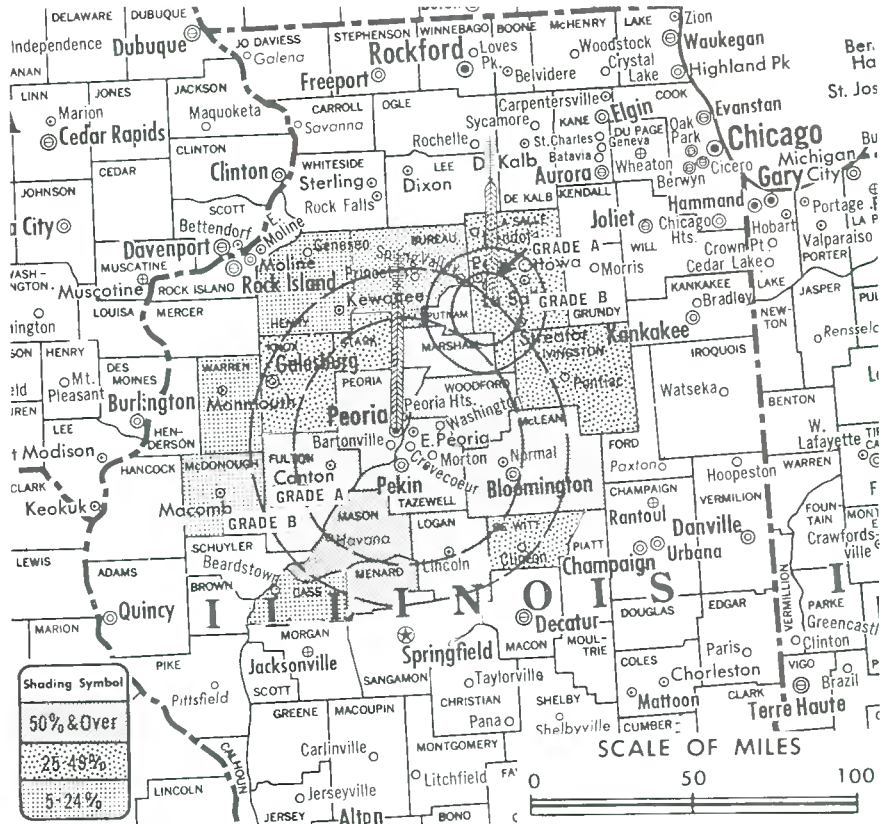
[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 15.1-kw visual, 3.02-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.



County coverage based on ARB Study (see page 1-b).

WEEQ-TV Ref: FUC File No. BPCP-1180 Granted 2/13/57

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

WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 815-442-8213.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc.

Personnel:

EARL McMULLEN, chief engineer.

Rates: Sold 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 MHz). Authorized power: 282-kw visual, 56.2-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"

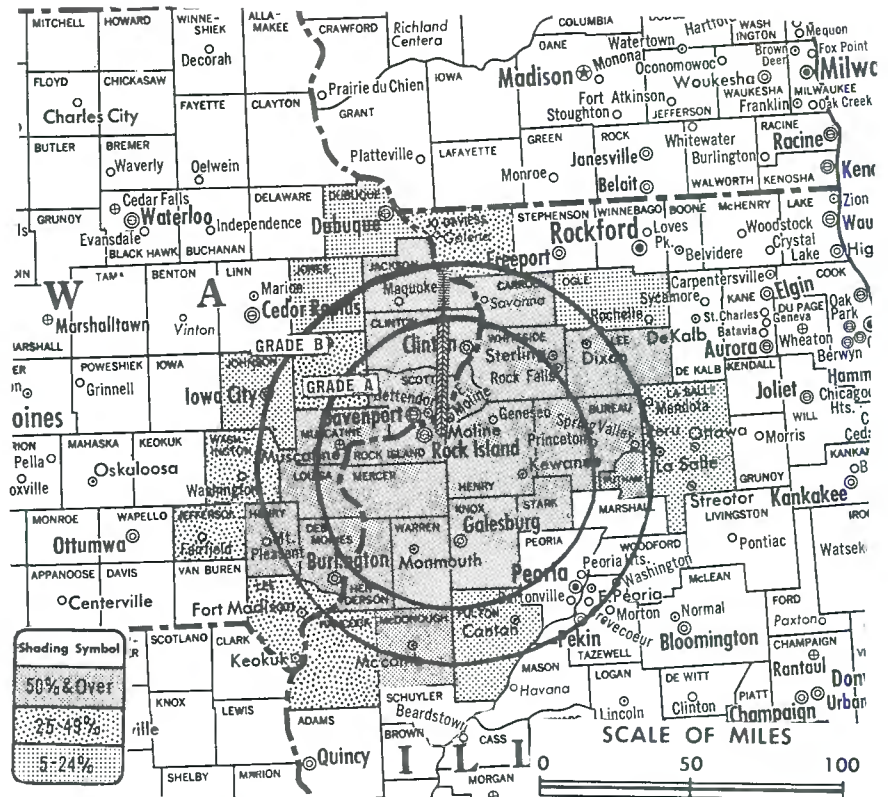
Transmitter: 2.8-mi. S of Orion on U.S. 150.

TV tape: Recording facilities.

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

News Wire Service: AP.

Facsimile Service: AP.



WQAD-TV Ref: FCC File No. BPCT-2440 Granted 5/16/62

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

Total Households: (MSI)
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WQAD-TV

Licensee: Moline Television Corp., 3003 Park 16th St. (61265)

Studio: 3003 Park 16th St. Telephone: 309-764-9694.

Ownership: Francis J. Coyle, chmn., 11.2%; Arthur M. Swift, exec. v.p., 9.9%; Charles G. Agnew, v.p., 4.5%; Victor B. Day, v.p., 9.0%; Richard Stengel, v.p., 8.1%; Samuel M. Gilman, secy-treas., 4.5%; Frank P. Schreiber, 9.0%; Harry McLaughlin, 4.5%; David Parson, 9.0%; Philip Sitrick, 2.2%; Thomas M. Thomas, Mrs. Paul Versluis, Richard Waxenberg, 4.5% each; George Young, 3.6%; 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.

Personnel:

ARTHUR M. SWIFT, executive vice president & general manager.
WILLIAM L. SNYDER, general sales manager.
RON KLAYMAN, director of programming & promotion.
LLOYD BOLKCOM, director of community affairs.
RAY KRUEGER, chief engineer.

DIGEST OF RATE CARD NO. A-12 & P-7—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—	6:30-10 p.m., daily.					
\$1000.00	\$600.00	\$360.00	\$320.00			Graded rates apply*

*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bureau	12,900	12,400	96
	Carroll	6,300	6,100	97
	Henderson	2,800	2,700	95
	Henry	17,800	17,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Knox	20,500	20,000	98
	Lee	11,000	10,700	97
	Mc Donough	10,500	10,100	96
	Mercer	5,600	5,500	98
	Putnam	1,700	1,600	93
	Rock Island	54,700	53,700	98
	Stark	2,600	2,500	97
	Warren	7,100	6,900	97
	Whiteside	19,700	19,100	97
	IOWA			
	Clinton	18,000	17,600	98
Des Moines	15,800	15,300	97	
Henry	6,000	5,700	94	
Jackson	6,400	6,100	96	
Louisa	3,400	3,300	96	
Muscatine	12,100	11,800	97	
Scott	45,800	44,800	98	
Between 25-49%	ILLINOIS			
	Hancock	7,900	7,600	97
	Jo Daviess	6,800	6,400	94
	IOWA			
	Cedar	5,400	5,300	97
Jefferson	5,300	5,100	96	
Lee	14,100	13,700	97	
Washington	6,300	6,000	95	
Between 5-24%	ILLINOIS			
	Fulton	14,800	14,200	96
	La Salle	36,300	34,900	96
	Ogle	13,900	13,400	97
IOWA				
Dubuque	24,900	23,900	96	
Johnson	23,600	22,400	95	
Jones	5,900	5,800	97	
Station Totals		445,900	431,900	97
Net Weekly Circulation (1970-71)			268,600	
Average Daily Circulation (1970-71)			165,500	

Illinois—Peoria



WEEK-TV



Ch. 25

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 25 (536-542 MHz). 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.

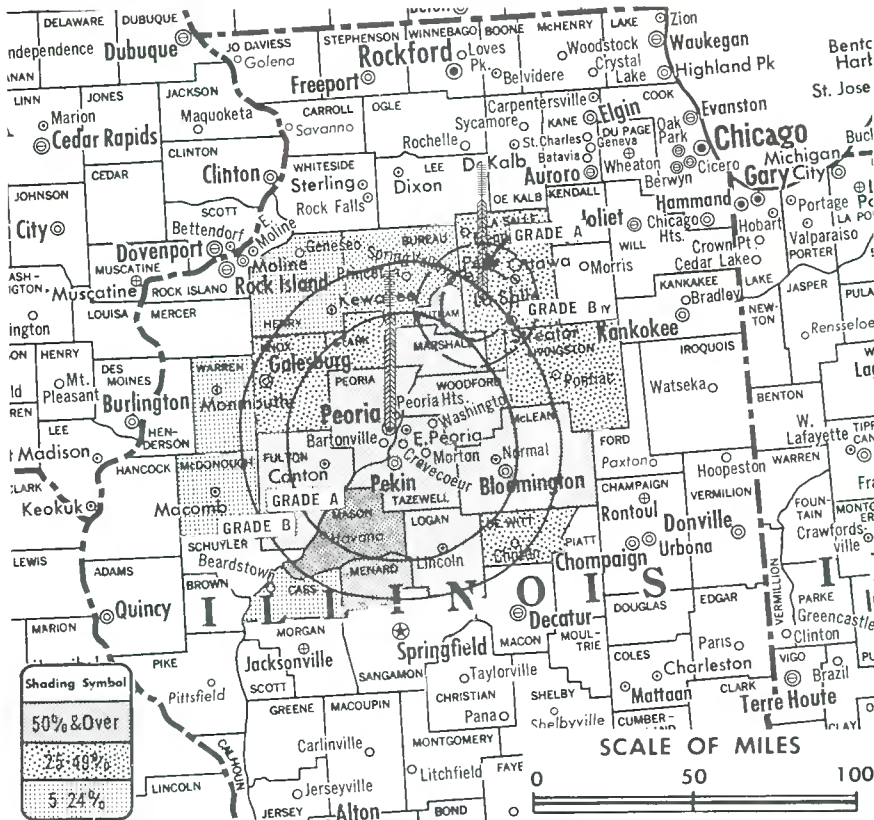
Latitude 40° 37' 42"
Longitude 89° 32' 51.2"

Transmitter: 2907 Springfield Hill Rd.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.



WEEK-TV CP: BPCT—3205 Granted 8/30/63

© American Map Co., Inc., N.Y., No. 11244

Total Households. © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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.: 910-652-4455.

Ownership: Mid-America is a wholly-owned subsidiary of Kansas City Southern Industries Inc. For other interests, see KRCC, Jefferson City, Mo.

Begin Operation: Feb. 1, 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.

Represented (engineering) by Kear & Kennedy.

Represented (legal) by Dow, Lohnes & Albertson.

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.
- TOM CONNOR, news director.
- ROBERT KROEPEL, film editor.

DIGEST OF RATE CARD NO. A24
(Aug. 6, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$600.00 \$420.00 Graded rates apply*

*Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	14,800	14,200	96
	Logan	10,200	9,800	96
	Mc Lean	32,500	31,100	96
	Marshall	4,300	4,100	96
	Mason	5,800	5,600	97
	Menard	3,400	3,200	95
	Peoria	65,000	62,900	97
	Putnam	1,700	1,600	93
	Tazewell	37,600	36,600	97
Woodford	8,600	8,200	95	
Between 25-49%	ILLINOIS			
	De Witt	6,000	5,800	96
	Knox	20,500	20,000	98
	La Salle	36,300	34,900	96
	Livingston	12,500	11,900	95
Stark	2,600	2,500	97	
Between 5-24%	ILLINOIS			
	Bureau	12,900	12,400	96
	Cass	4,800	4,600	95
	Henry	17,800	17,300	97
	Mc Donough	10,500	10,100	96
Warren	7,100	6,900	97	
Station Totals		314,900	303,700	96
Net Weekly Circulation (1970-71)				815,500
Average Daily Circulation (1970-71)				126,900

ARB Data for this Station Includes Satellite WEEQ-TV, La Salle, Ill.

Illinois—Peoria



WMBD-TV

Ch. 31



Technical Facilities: Channel No. 31 (572-578 MHz). 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.

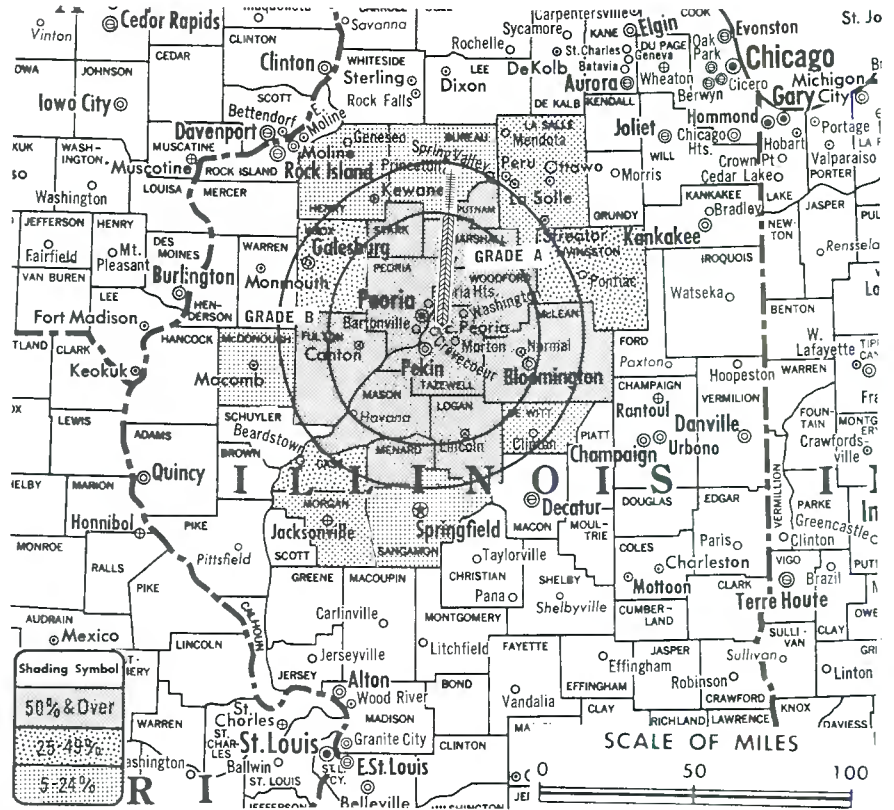
Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WMBD, 5-kw, 1470 kHz (CBS).

FM Affiliate: WMBD-FM, 27-kw, 93.3 MHz (No. 227), 562-ft.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WMBD-TV Ref: FCC File No. BPCT-2541 Granted 11/10/58

© 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 Peters, Griffin, Woodward Inc.

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, vice president & general manager.
GENE C. ROBINSON, sales manager.
NEIL BURK, chief engineer.
JOHN KETTERER, program director.
JAMES N. KOERTGE, operations manager.

DIGEST OF RATE CARD NO. 15A—(Aug. 25, 1971)

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

Class AA—6:30-10 p.m., daily.

\$600.00 \$360.00 Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	14,800	14,200	96
	Logan	10,200	9,800	96
	Mc Lean	32,500	31,100	96
	Marshall	4,300	4,100	96
	Mason	5,800	5,600	97
	Menard	3,400	3,200	95
	Peoria	65,000	62,900	97
	Putnam	1,700	1,600	93
	Stark	2,600	2,500	97
Tazewell	37,600	36,600	97	
Woodford	8,600	8,200	95	
Between 25-49%	ILLINOIS			
	Cass	4,800	4,600	95
	Knox	20,500	20,000	98
Livingston	12,500	11,900	95	
Between 5-24%	ILLINOIS			
	Bureau	12,900	12,400	96
	De Witt	6,000	5,800	96
	Henry	17,800	17,300	97
	La Salle	36,300	34,900	96
	Mc Donough	10,500	10,100	96
Morgan	11,600	11,000	95	
Sangamon	55,400	53,000	96	
Station Totals		374,800	360,800	96
Net Weekly Circulation (1970-71)			183,800	
Average Daily Circulation (1970-71)			119,400	

Illinois—Peoria



WRAU-TV

(formerly WIRL-TV)

Ch. 19



Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2090-kw max. & 813-kw horizontal visual, 209-kw max. & 81.3-kw horizontal aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"
Longitude 89° 35' 13"

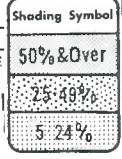
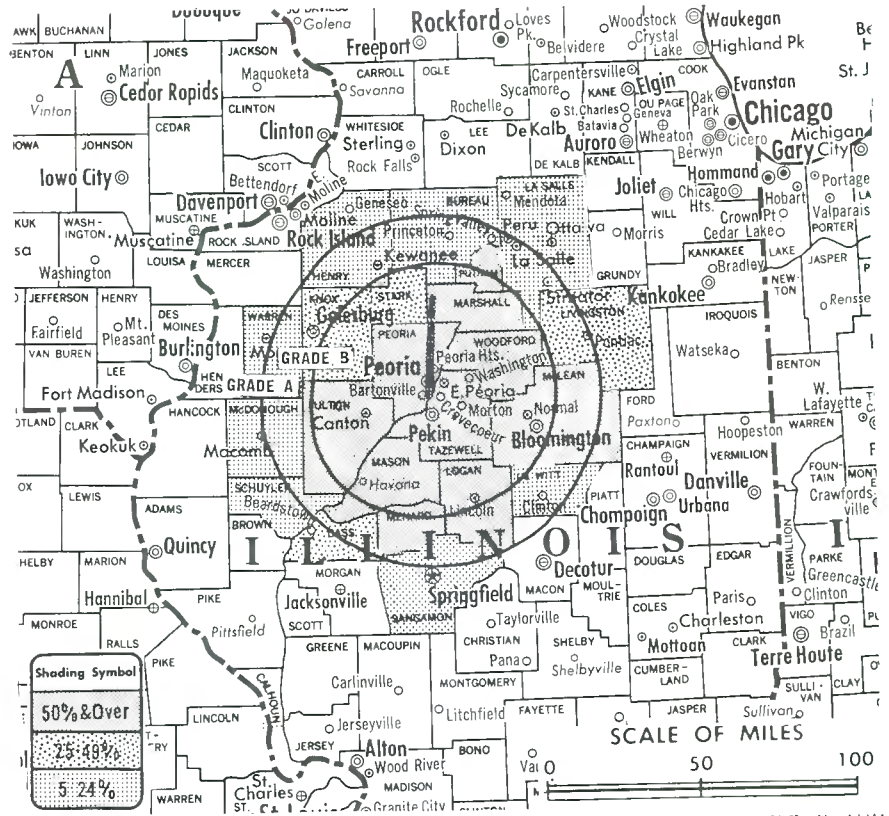
Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Studio: 500 N. Stewart St., Creve Coeur, Ill.



Total Households: © MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WRAU-TV Ref: FCC File No. BPT-4447 Granted 7/26/71

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

WRAU-TV

Licensee: Forward of Illinois Inc., 500 N. Stewart St., Creve Coeur, Ill. (61611).

Telephone: 309-694-4351. TWX No.: 910-652-3955.

Ownership: Forward Communications Inc. For Forward ownership & other interests, see WSAU-TV, Wausau, Wis.

Began Operation: Oct. 20, 1953. Sale to present owner by Mid America Media Inc. approved by FCC March 24, 1971 (Television Digest, Vol. 10:13; 11:13). Previous sale to Mid America by Metromedia approved July 21, 1965 (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 Edward Petry & Co.; Harry S. Hyett Co. (Minneapolis); CCI (Indianapolis).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT RICE, executive vice president & general manager.
WILLIAM THORSON, general sales manager.
WILLIAM BRACKETT, operations manager.
DON CLAUSEN, chief engineer.

DIGEST OF RATE CARD NO. VI—(Sept. 12, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00		Graded rates apply*

*Class AA—6:30-10 p.m., daily. Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Fulton	14,800	14,200	96
	Logan	10,200	9,800	96
	Mc Lean	32,500	31,100	96
	Marshall	4,300	4,100	96
	Mason	5,800	5,600	97
	Menard	3,400	3,200	95
	Peoria	65,000	62,900	97
Between 25-49%	Putnam	1,700	1,600	93
	Tazewell	37,600	36,600	97
	Woodford	8,600	8,200	95
	ILLINOIS			
Between 5-24%	Cass	4,800	4,600	95
	Knox	20,500	20,000	98
	Livingston	12,500	11,900	95
Between 5-24%	Stark	2,600	2,500	97
	ILLINOIS			
	Bureau	12,900	12,400	96
	De Witt	6,000	5,800	96
	Henry	17,800	17,300	97
	La Salle	36,300	34,900	96
	Mc Donough	10,500	10,100	96
Sangamon	55,400	53,000	96	
Schuyler	2,900	2,800	96	
Warren	7,100	6,900	97	
Station Totals		373,200	359,500	96
Net Weekly Circulation (1970-71)			183,500	
Average Daily Circulation (1970-71)			113,700	

Illinois—Quincy-Hannibal, Mo.



WGEM-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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 (62301).

TV tape: Recording facilities.

Color: Network, live, film & slide.

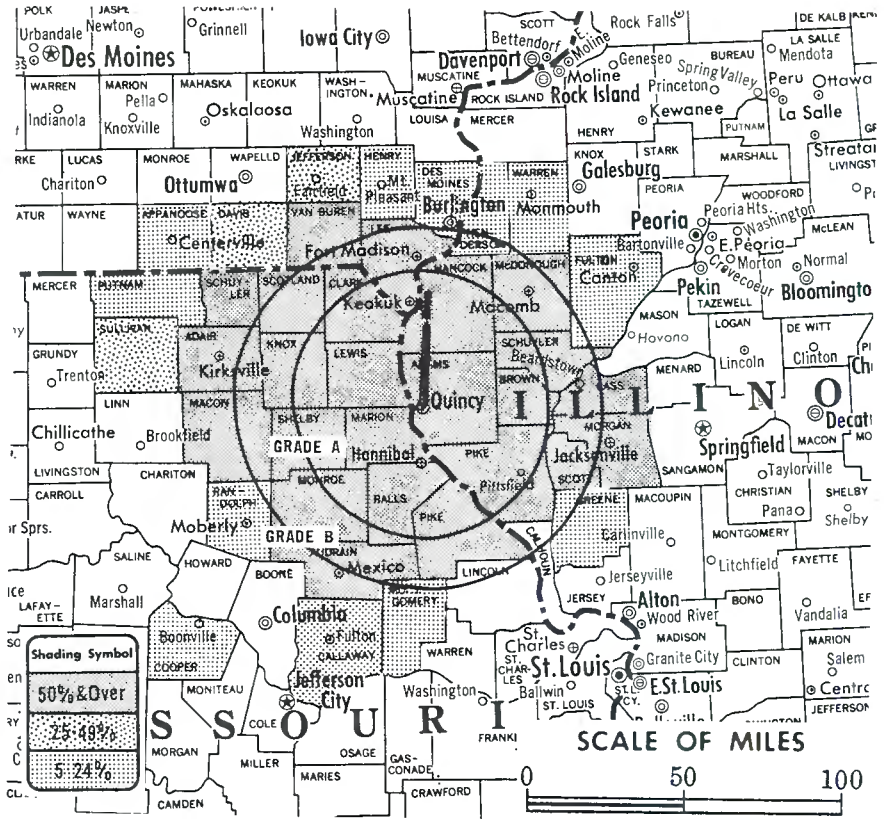
News Wire Service: UPI.

Facsimile Service: AP.

AM Affiliate: WGEM, 5-kw, 1440 kHz.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft. antenna height.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.

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 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. 9A—(May 1, 1971)

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

\$600.00 \$350.00 \$250.00 \$150.00 \$115.00 \$70.00 \$60.00 \$30.00

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Adams	23,600	22,900	97
	Brown	2,000	1,900	95
	Cass	4,800	4,600	95
	Hancock	7,900	7,600	97
	Mc Donough	10,500	10,100	96
	Morgan	11,600	11,000	95
	Pike	6,700	6,400	95
	Schuyler	2,900	2,800	96
	Scott	2,100	2,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Lee	14,100	13,700	97
	Van Buren	3,000	2,800	95
	MISSOURI			
	Adair	7,800	7,500	96
	Audrain	8,700	8,400	96
	Clark	2,900	2,800	95
	Knox	2,100	2,000	96
	Lewis	3,600	3,400	95
	Macon	6,200	5,900	95
Marion	10,100	9,800	97	
Monroe	3,300	3,200	96	
Pike	5,900	5,600	94	
Ralls	2,800	2,700	97	
Schuyler	1,800	1,700	92	
Scotland	2,000	1,900	96	
Shelby	3,000	2,800	95	
Between 25-49%	IOWA			
	Davis	2,900	2,800	96
	JEFFERSON	5,300	5,100	96
MISSOURI				
Sullivan	2,900	2,800	95	
Between 5-24%	ILLINOIS			
	Fulton	14,800	14,200	96
	Greene	5,700	5,500	96
	Henderson	2,800	2,700	95
	Warren	7,100	6,900	97
	IOWA			
	Appanoose	5,400	5,100	95
Des Moines	15,800	15,300	97	
Henry	6,000	5,700	94	
MISSOURI				
Callaway	8,000	7,700	96	
Cooper	5,100	4,900	95	
Montgomery	4,000	3,800	95	
Putnam	2,300	2,200	97	
Randolph	8,000	7,600	96	
Station Totals		245,500	235,800	96
Net Weekly Circulation (1970-71)			122,100	
Average Daily Circulation (1970-71)			78,800	

Illinois—Rockford



WREX-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 652-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.

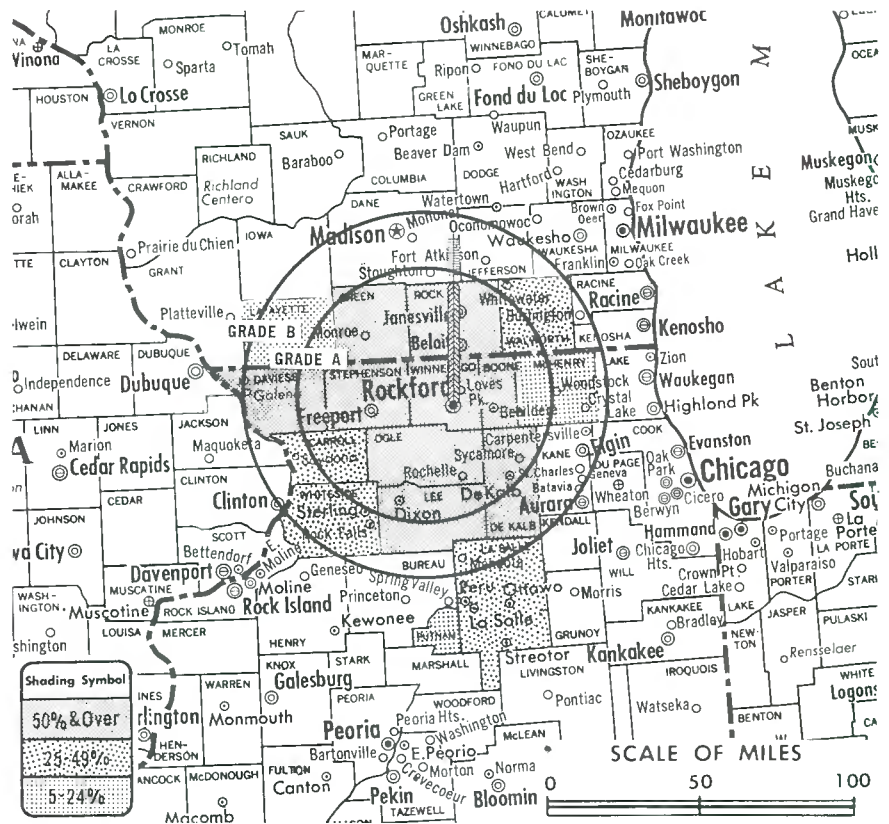
News Wire Service: UPI.

News Film Service: ABC.

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813.

Total Households: © MSA
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WREX-TV Ref: FCC File No. BPCT-3263 Granted 1/3/64

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WREX-TV

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., W. Auburn & Winnebago Rds., Rockford, Ill. (61103).

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: James S. Gilmore Jr., 100.0% For other interests, see KODE-TV, Joplin, Mo.

Began Operation: Sept. 18, 1953. Sale to present owner by Gannett Co. Inc. approved by FCC Aug. 29, 1969 (Television Digest, Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963 by FCC.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

JACK MAZZIE, vice president & general manager.
JOHN McWEENEY, general sales manager.
WARREN A. ANDERSON, local sales manager.
GENE HINES, film manager.

DIGEST OF RATE CARD NO. 12—(Sept. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec.

Class AA—7-10 p.m., daily.

\$700.00 \$420.00 \$280.00 \$175.00 Graded rates apply*

*Highest rates: \$200; \$161.

NETWORK BASE HOURLY RATE: \$750 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS				
		Boone	8,200	7,900	97
		Dekalb	20,900	20,300	97
		Jo Daviess	6,800	6,400	94
		Lee	11,000	10,700	97
		Ogle	13,900	13,400	97
	Stephenson	16,300	15,700	96	
	Winnebago	79,000	76,900	97	
Between 25-49%	WISCONSIN				
		Green	8,600	8,300	96
		Rock	40,300	39,400	98
Between 5-24%	ILLINOIS				
		Carroll	6,300	6,100	97
		La Salle	36,300	34,900	96
		Whiteside	19,700	19,100	97
	WISCONSIN				
	Walworth	19,500	18,900	97	
Station Totals			328,000	318,400	97
		Net Weekly Circulation (1970-71)			204,800
	Average Daily Circulation (1970-71)				131,100

Illinois—Rockford

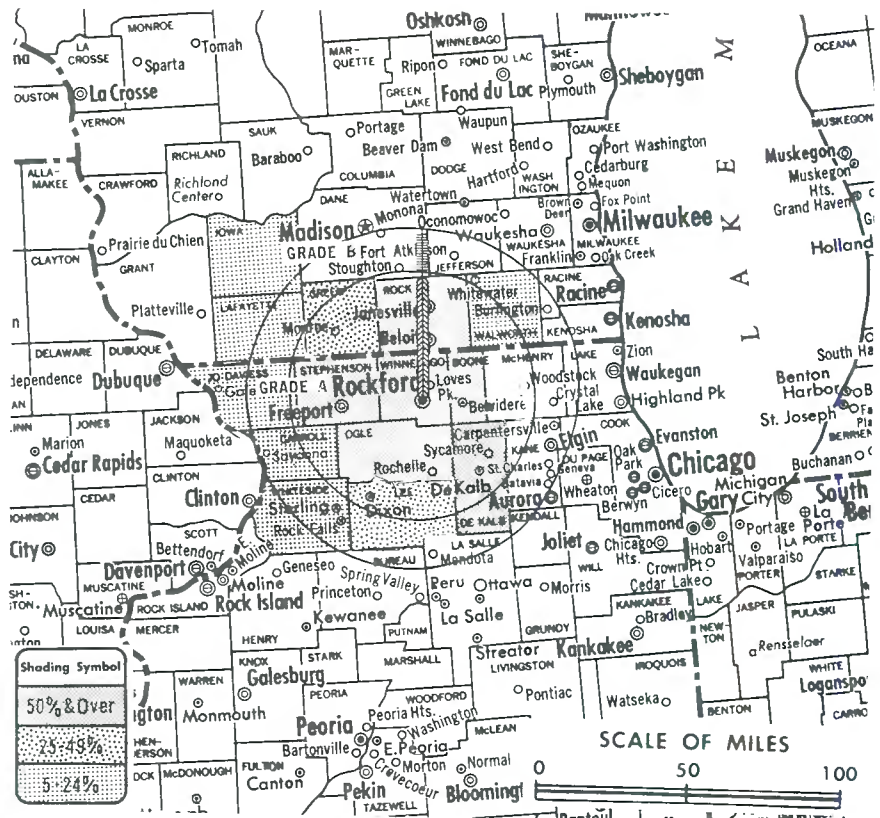
WTVO
Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1175-kw max. & 759-kw horizontal visual, 124-kw max. & 79.4-kw horizontal aural. Antenna: 674-ft. above av. terrain, 710-ft. above ground, 1501-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.
Studio: Meridian Rd.
Represented (engineering) by Alfred J. Petzke.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTVO Ref: FCC File No. BMPCT-6269 Granted 1/11/67

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

WTVO

Licensee: Winnebago Television Corp., 1917 N. Meridian Rd., Box 470 (61105).

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: May 3, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

HAROLD FROELICH, general manager.
TOM D. ANDERSON, general sales manager.
JOHN ADAMANY, local sales manager.
RICHARD McDANIEL, program director.
AL PETZKE, chief engineer.
HANK TAYLOR, film director.

DIGEST OF RATE CARD NO. 15—(Sept. 15, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$600.00	\$350.00	\$300.00	\$120.00	\$110.00	\$96.00
NETWORK BASE HOURLY RATE: \$450.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	8,200	7,900	97
	Dekalb	20,900	20,300	97
	Ogle	13,900	13,400	97
	Stephenson	16,300	15,700	96
Winnebago	79,000	76,900	97	
WISCONSIN	Rock	40,300	39,400	98
Between 25-49%	ILLINOIS			
	Lee	11,000	10,700	97
WISCONSIN	Green	8,600	8,300	96
Between 5-24%	ILLINOIS			
	Carroll	6,300	6,100	97
	Jo Daviess	6,800	6,400	94
	Whiteside	19,700	19,100	97
	WISCONSIN	Iowa	5,500	5,200
Lafayette	5,200	5,000	96	
Walworth	19,500	18,900	97	
Station Totals		261,200	253,300	97
Net Weekly Circulation (1970-71)			154,600	
Average Daily Circulation (1970-71)			93,100	

Illinois—Freeport-Rockford



WCEE-TV

Ch. 23



Technical Facilities: Channel No. 23 (524-530 MHz). 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.

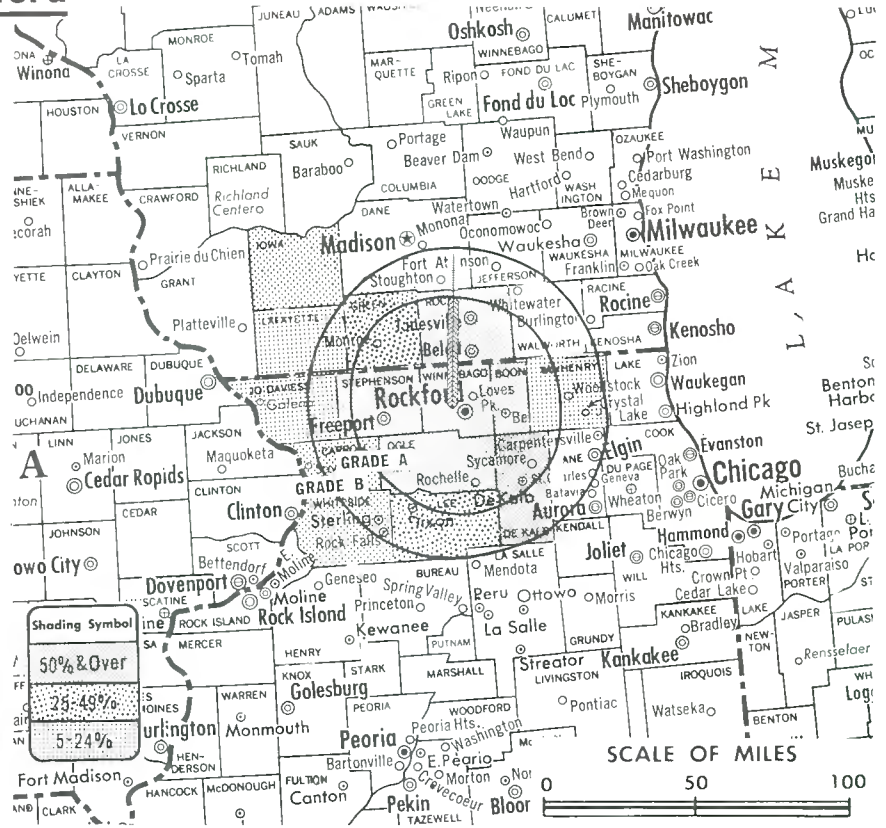
News Wire Service: UPI.

Facsimile Service: UPI.

Studio: 2523 N. Meridian Rd., P.O. Box 957.

Telephone: 815-965-0523.

Total Households: (MST)
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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).

Ownership: Edward B. Holt, pres., 5.5%; C. Gordon Smith, 3.3%; David S. Paddock, secy., 5.73%; Harley W. Mullins, treas., 7%; David A. Carlson, 7%; 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, general sales manager.
JOHNNY BROWN, local sales manager.
CHUCK FABER, managing editor, news.
DEAN TURMAN, chief engineer.
TOM GEORGE, production manager.

DIGEST OF RATE CARD NO. 4—(Feb. 1, 1971)

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

\$250.00 \$175.00 \$150.00 \$125.00 Graded rates apply*

*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Boone	8,200	7,900	97
	Dekalb	20,900	20,300	97
	Ogle	13,900	13,400	97
	Stephenson	16,300	15,700	96
Winnebago	79,000	76,900	97	
	WISCONSIN			
	Rock	40,300	39,400	98
Between 25-49%	ILLINOIS			
	Lee	11,000	10,700	97
	WISCONSIN			
	Green	8,600	8,300	96
Between 5-24%	ILLINOIS			
	Carroll	6,300	6,100	97
	Jo Daviess	6,800	6,400	94
	McHenry	34,300	33,800	99
	Whiteside	19,700	19,100	97
	WISCONSIN			
	Iowa	5,500	5,200	95
	Lafayette	5,200	5,000	96
Station Totals		276,000	268,200	97
Net Weekly Circulation (1970-71)				156,800
Average Daily Circulation (1970-71)				97,400

Illinois—Rock Island



WHBF-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

AM & FM Affiliates: See below.

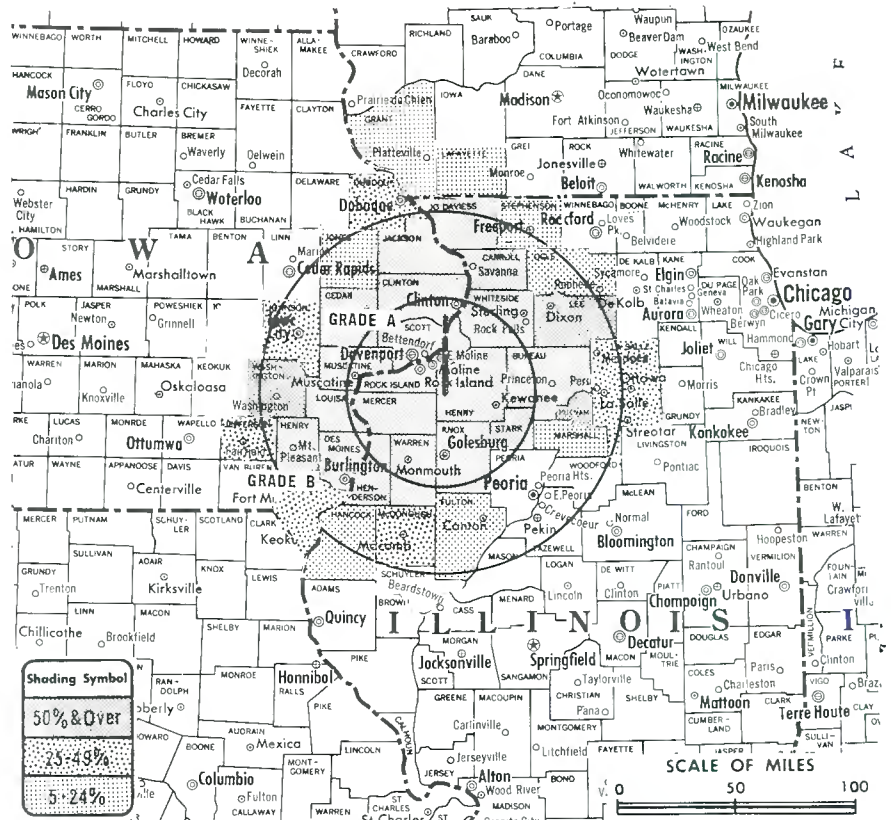
Total Households: ① MS1

Consumer Market Data as of 1/1/72

TV Homes: TV% and Circulation

① 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WHBF-TV Ref: FCC File No. BPCT-2747 Granted 2/12/60

© American Map Co., Inc., N.Y., No. 11241

WHBF-TV

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Studio: Telco Bldg. (61201).

Telephone: 309-786-5441. TWX No.: 309-788-0712.

AM Affiliate: WHBF, 5-kw, 1270 kHz (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 MHz (No. 255), 900-ft. antenna height.

Ownership: Marguerite F. Potter, pres., 25.73%; J. W. Potter Co. (publisher of Rock Island Argus), 22.88%; estate of John W. Potter (Marguerite Potter, trustee), 25.7%; Ribat & Co., 25.7%. J. W. Potter Co. and Potter family also own radio KBUW, 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:

MAURICE CORKEN, vice president & general manager.

TED ARNOLD, vice president, sales director.

GEORGE KOPLOW, program mgr. & film buyer.

DEWEY L. NELSEN, manager, national sales.

EDWARD E. DeLONG, promotion & merchandising manager.

WILLIAM ELLISON, TV news director.

ROBERT J. SINNETT, vice president, engineering.

JERRY KEEFE, asst. chief engineer, television.

DIGEST OF RATE CARD NO. 5b

(Feb. 14, 1972)

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

Class AA—7-10 p.m., daily.

\$1050.00 \$630.00 Graded rates apply*

*Highest rate: \$191.

NETWORK BASE HOURLY RATE: \$1050.

250-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ILLINOIS				
	Bureau	12,900	12,400	96
	Carroll	6,300	6,100	97
	Henderson	2,800	2,700	95
	Henry	17,800	17,300	97
	Jo Daviess	6,800	6,400	94
	Knox	20,500	20,000	98
	Lee	11,000	10,700	97
	Mercer	5,600	5,500	98
	Putnam	1,700	1,600	93
	Rock Island	54,700	53,700	98
	Stark	2,600	2,500	97
	Warren	7,100	6,900	97
	Whiteside	19,700	19,100	97
IOWA				
	Cedar	5,400	5,300	97
	Clinton	18,000	17,600	98
	Des Moines	15,800	15,300	97
	Henry	6,000	5,700	94
	Jackson	6,400	6,100	96
	Louisa	3,400	3,300	96
	Muscatine	12,100	11,800	97
	Scott	45,800	44,800	98
	Washington	6,300	6,000	95
Between 25-49%				
ILLINOIS				
	La Salle	36,300	34,900	96
	Mc Donough	10,500	10,100	96
IOWA				
	Dubuque	24,900	23,900	96
	Jefferson	5,300	5,100	96
	Johnson	23,600	22,400	95
	Lee	14,100	13,700	97
Between 5-24%				
ILLINOIS				
	Fulton	14,800	14,200	96
	Hancock	7,900	7,600	97

(Continued on page 226-b)

Station Totals	485,300	469,500	97
Net Weekly Circulation (1970-71)			294,400
Average Daily Circulation (1970-71)			202,200

TV Factbook No. 42

Illinois—Springfield



WICS

Ch. 20

[Also operates WICD, Champaign, Ill.]

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 316-kw max. & 142-kw horizontal visual, 31.6-kw max. & 14.2-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1454-ft. above ground, 2045-ft. above sea level.

Latitude 39° 48' 15"
Longitude 89° 27' 40"

Request CP for change to 1515-kw max. & 684-kw horizontal visual, 151.5-kw max. & 68.4-kw horizontal aural. BPCT-4487.

Transmitter: Mechanicsburg, Ill.

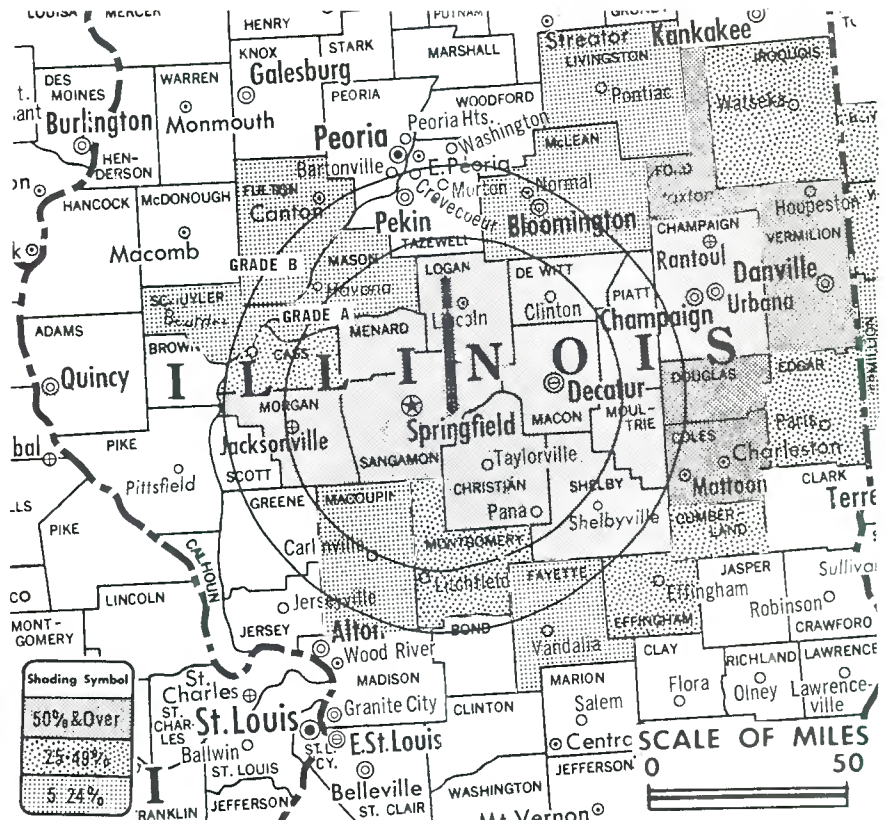
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

ARB Data: Figures include WICD, Champaign, Ill.

Total Households: MHI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WICS Ref: FCC File No. BMPCT-7045 Granted 8/8/69 © American Map Co., Inc., N.Y., No. 12421

WICS

Licensee: Plains Television Corp., 2680 East Cook St.

Studio: 2680 East Cook St. (62703).

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. Scheftel also has interest in WXTV, Paterson, N.J. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. 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 & Kittner.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.
ROBERT B. FARROW, general sales manager.
JERROLD MERRITT, director of engineering.
JACK HOSKINS, program manager & film buyer.
H. K. SPRINGER, controller.
WAYNE COX, news director.

DIGEST OF RATE CARD NO. A16—(Feb. 15, 1971)

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

Class AAA—7-10 p.m. daily.

\$900.00 \$540.00 \$360.00 \$330.00 \$300.00 Graded rates apply*

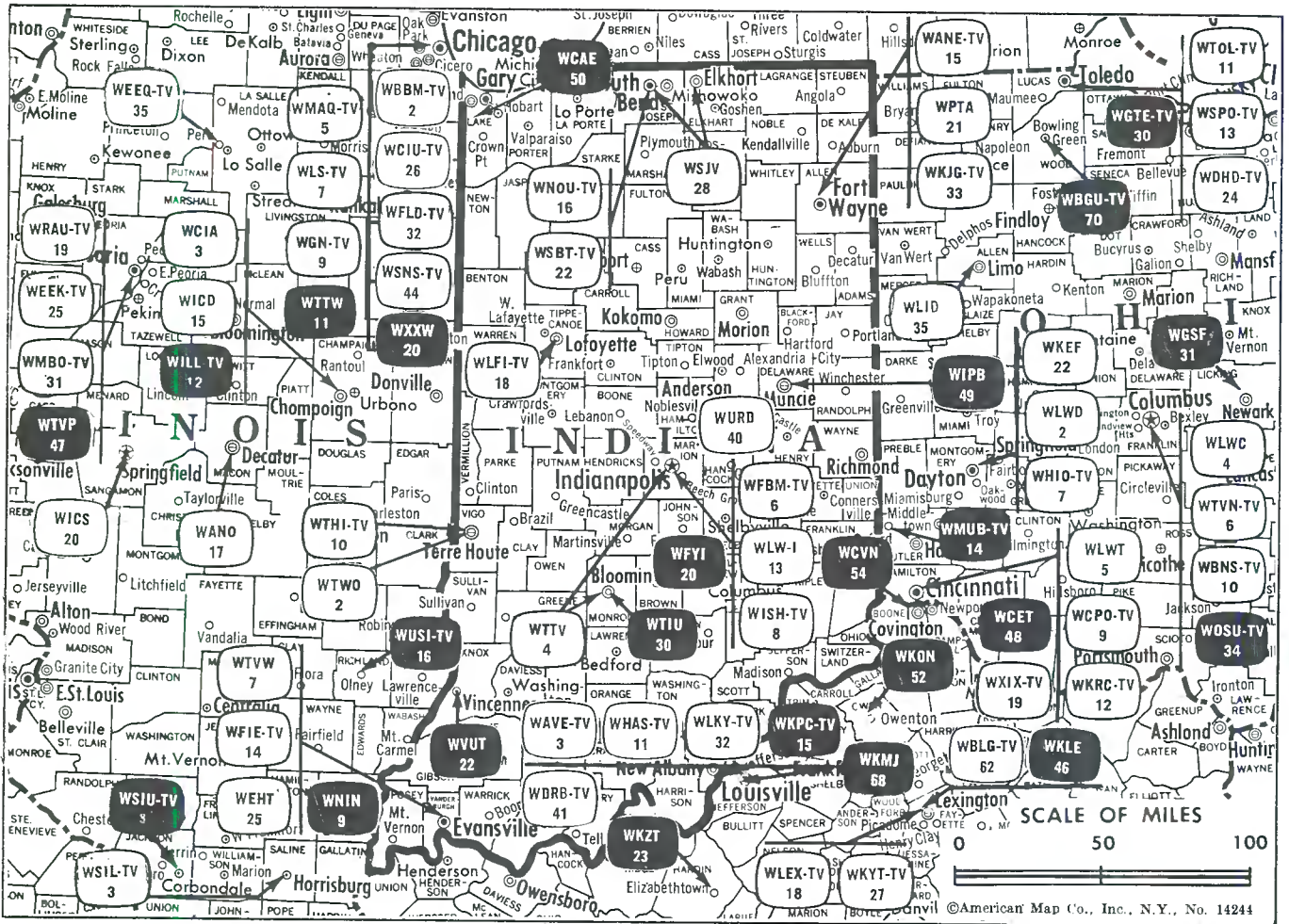
*Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$421.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Champaign	49,500	47,600	96
	Christian	12,000	11,500	96
	Coles	15,300	14,700	96
	De Witt	6,000	5,800	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Douglas	6,200	6,000	96
	Ford	5,500	5,300	97
	Logan	10,200	9,800	96
	Macon	41,900	40,600	97
	Menard	3,400	3,200	95
	Morgan	11,600	11,000	95
	Moultrie	4,200	4,000	94
	Piatt	5,400	5,300	98
	Sangamon	55,400	53,000	96
	Shelby	7,500	7,000	94
	Vermilion	32,300	31,100	96
	Between 25-49%	ILLINOIS		
Cass		4,800	4,600	95
Cumberland		3,300	3,100	94
Edgar		7,700	7,400	96
Effingham		7,700	7,200	93
Between 5-24%	ILLINOIS			
	Fayette	6,800	6,400	94
	Fulton	14,800	14,200	96
	Livingston	12,500	11,900	95
	Mc Lean	32,500	31,100	96
Between 5-24%	ILLINOIS			
	Macoupin	15,200	14,600	96
	Mason	5,800	5,600	97
	Schuyler	2,900	2,800	96
	INDIANA			
	Fountain	6,200	6,000	97
	Montgomery	11,300	11,000	97
	Tippecanoe	33,900	32,300	95
	Vermillion	6,100	5,900	97
	Wabash	11,200	10,700	95
Station Totals		476,800	457,200	96
Net Weekly Circulation (1970-71)			239,100	
Average Daily Circulation (1970-71)			146,100	

Indiana



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Indianapolis	691,500	21	699,700	17
South Bend-Elkhart	242,600	85	176,500	88
Evansville	228,200	91	184,700	85
Ft. Wayne	197,300	102	160,300	94
Terre Haute	184,800	106	138,000	112
Lafayette	49,000	195	32,300	189

Indiana Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	7	10	17
Educational Television Stations	1	5	6
			23

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

WSJV
Elkhart (See South Bend, Ind.)

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1429 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

State Educational Technical Facilities

(Complete Data in Educational Directory)

WTIU Bloomington

Ch. 30

Non-Commercial Educational Station

Licensee: Trustees of Indiana U., Bloomington, Ind. (47401).

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 214-kw max. & 200-kw horizontal visual, 42.6-kw max. & 39.8-kw horizontal aural. Antenna: 710-ft. above av. terrain, 644-ft. above ground, 1444-ft. above sea level.

Latitude 39° 08' 32"
Longitude 86° 29' 43"

WNIN Evansville

Ch. 9

Non-Commercial Educational Station

Licensee: Evansville-Vanderburgh School Corp., 1 S.E. Ninth St., Evansville, Ind. (47708).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1040-ft. above sea level.

Latitude 38° 01' 31"
Longitude 87° 21' 43"

WFYI Indianapolis

Ch. 20

Non-Commercial Educational Station

Licensee: Metropolitan Indianapolis TV Assn. Inc., 4001 N. Meridian St., Indianapolis, Ind. (46202).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 676-kw visual, 132-kw aural. Antenna: 250-ft. above av. terrain, 262-ft. above ground, 1092-ft. above sea level.

Latitude 39° 53' 59"
Longitude 86° 12' 02"

WIPB Muncie

Ch. 49

Non-Commercial Educational Station

Licensee: Ball State University, 2000 University Ave., Muncie, Ind. (47303).

Technical Facilities: Channel No. 49 (680-686 MHz). 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"

WCAE St. John

Ch. 50

Non-Commercial Educational Station

Licensee: Lake Central School Corp., St. John, Ind. (46373).

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1037-ft. above sea level.

Latitude 41° 28' 01"
Longitude 87° 28' 25"

Indiana

WVUT Vincennes

Ch. 22

Non-Commercial Educational Station

Licensee: Board of Trustees for Vincennes University, 1002 N. First St.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 56.2-kw visual, 5.62-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"

WFBM-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
INDIANA—(Continued)					
Between 25-49 %	Jackson	10,900	10,600	97	
	Jennings	5,600	5,400	96	
	Sullivan	6,900	6,600	96	
	Vermillion	6,100	5,900	97	
	Vigo	37,400	36,200	97	
	Wayne	25,700	24,900	97	
ILLINOIS					
Between 5-24 %	Clark	5,800	5,500	95	
	Crawford	7,600	7,300	96	
	Edgar	7,700	7,400	96	
	Vermillion	32,300	31,100	96	
	INDIANA				
	Daviess	8,800	8,300	94	
Franklin	4,700	4,400	94		
Knox	13,800	13,300	96		
Martin	3,200	3,000	95		
Ripley	6,800	6,500	95		
Union	2,000	1,900	95		
Washington	6,100	5,700	94		

WISH-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
ILLINOIS					
Between 5-24 %	Edgar	7,700	7,400	96	
	INDIANA				
	Benton	3,500	3,400	96	
	Franklin	4,700	4,400	94	
	Greene	9,600	9,200	96	
	Newton	3,800	3,700	96	
	Ripley	6,800	6,500	95	
	Scott	5,300	5,000	94	
	Sullivan	6,900	6,600	96	
	Union	2,000	1,900	95	
	Vermillion	6,100	5,900	97	
Vigo	37,400	36,200	97		
Warren	2,700	2,600	95		
Washington	6,100	5,700	94		

**ARB Overnight Telephone
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With current information for
Important decisions.**

Call 800-638-0859 . . . Toll free

Indiana—Evansville



WEHT
Ch. 25



Technical Facilities: Channel No. 25 (536-542 MHz). 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.

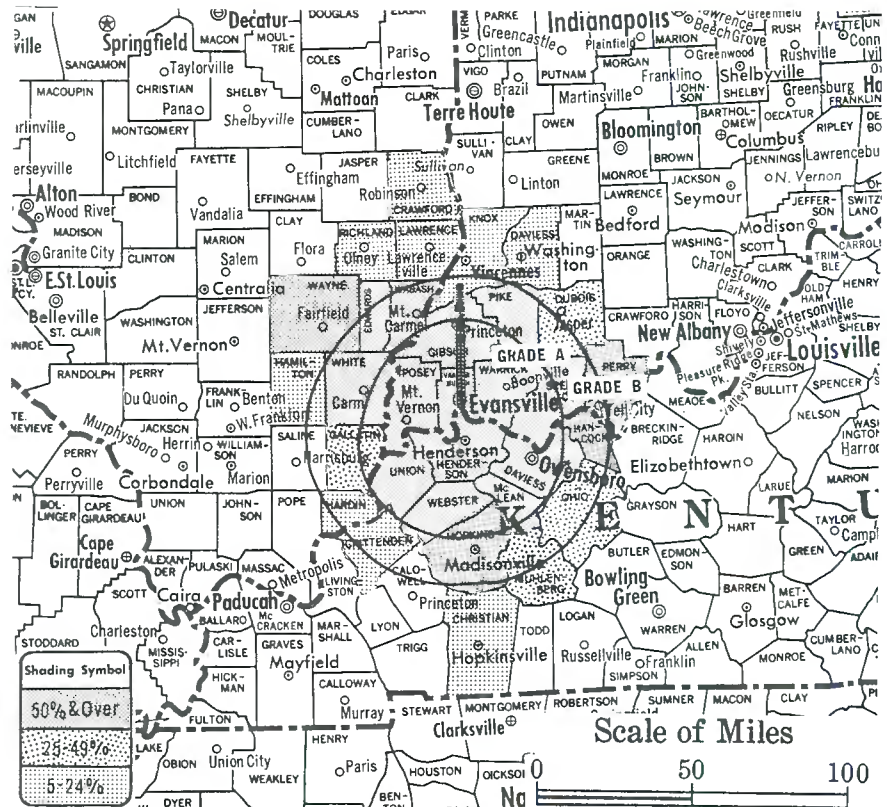
Latitude 37° 51' 56"
Longitude 87° 34' 04"

Transmitter: Marywood Dr., Henderson County, Ky.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WEHT Ref: FCC Doc. No. 14,229 Granted 7/15/65

© American Map Co., Inc., N.Y., No. 11211

WEHT

Licensee: Gilmore Broadcasting Corp., 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 Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by Cohen & Dippell.

Personnel:

HAMILTON SHEA, executive vice president.
WILLIAM R. HIGHT, general manager & film buyer.
JAMES H. MANION, general sales manager.
BROD SEYMOUR, program director.
ELMER CHANCELLOR, chief engineer.

DIGEST OF RATE CARD NO. 19 (June 1, 1970)

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	\$154.00	\$125.00	\$105.00	\$53.00

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Edwards	2,600	2,400	92
	Wabash	4,400	4,200	94
	Wayne	6,100	5,600	91
	White	6,200	5,700	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Gibson	10,500	10,100	96
	Perry	5,900	5,500	94
	Pike	4,400	4,100	94
	Posey	6,900	6,500	94
	Spencer	5,000	4,800	95
	Vanderburgh	55,100	53,000	96
	Warrick	8,700	8,300	96
	KENTUCKY			
	Daviess	24,700	23,700	96
Between 25-49%	Hancock	2,300	2,100	93
	Henderson	11,700	11,200	95
	Hopkins	12,600	11,900	94
	Mc Lean	2,900	2,800	95
	Union	4,500	4,300	95
	Webster	4,800	4,400	93
	ILLINOIS			
	Gallatin	2,600	2,400	91
	INDIANA			
	Dubois	8,700	8,200	94
KENTUCKY				
Muhlenberg	9,200	8,700	95	
Ohio	6,300	5,900	94	
Between 5-24%	ILLINOIS			
	Crawford	7,600	7,300	96
	Hamilton	3,200	2,900	90
	Hardin	1,800	1,700	95
	Lawrence	6,100	5,800	95
	Richland	5,500	5,200	94
	INDIANA			
	Daviess	8,800	8,300	94
	Knox	13,800	13,300	96
	KENTUCKY			
Christian	15,200	14,500	95	
Crittenden	3,100	2,900	93	
Station Totals		271,200	257,700	95
Net Weekly Circulation (1970-71)			150,800	
Average Daily Circulation (1970-71)			103,900	

Indiana—Evansville



WFIE-TV

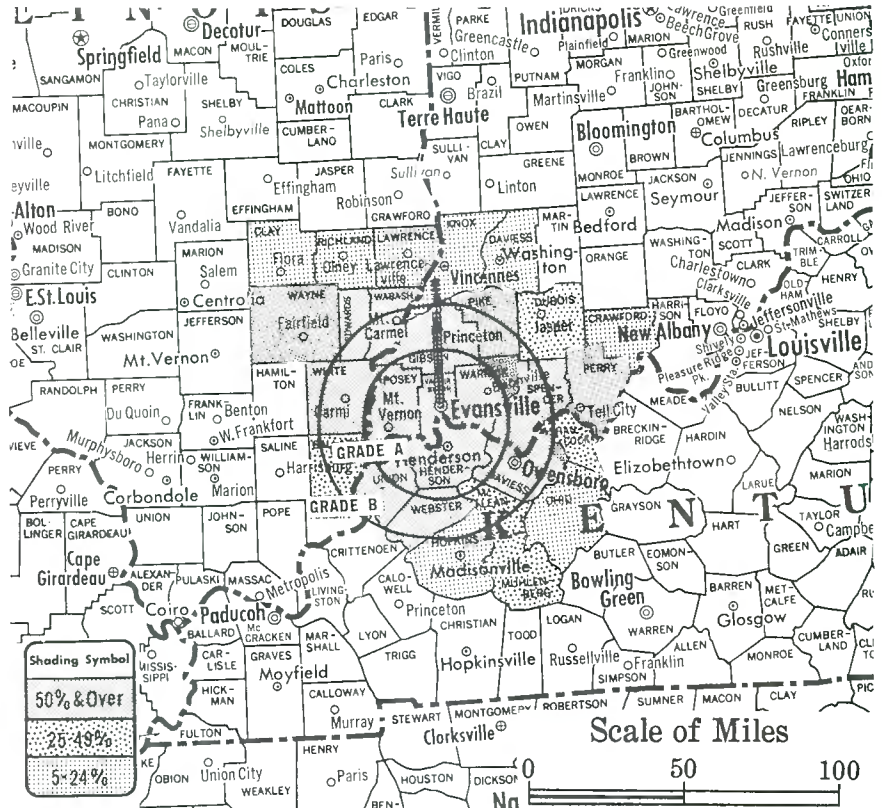


Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 200-kw max. & 178-kw horizontal visual, 40-kw max. & 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: © MSA
Consumer Market Data as of 1/1/72
TV Homes: TV & Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/57

© American Map Co., Inc., N.Y., No. 11244

WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd. (47712).
Studio: 1115 Mount Auburn Rd. Telephone: 812-425-6201.
Ownership: Orion Bcstg., 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., gen. mgr. & natl. sales mgr.
T. BALLARD MORTON JR., secretary-treasurer.
CHET BEHRMAN, program manager.
PAUL HARMON, production manager.
LARRY POND, news director.
MARION B. PAUL, chief engineer.

DIGEST OF RATE CARD NO. P16 & A23
(Aug. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—6:30-10 p.m., daily.
\$425.00 \$275.00 \$140.00 \$119.00 Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$425.

La Rue Media Brokers, Inc.
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(212) 265-3430

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS	Edwards	2,600	2,400	92
		Wabash	4,400	4,200	94
		Wayne	6,100	5,600	91
		White	6,200	5,700	91
	INDIANA	Gibson	10,500	10,100	96
		Perry	5,900	5,500	94
		Pike	4,400	4,100	94
		Posey	6,900	6,500	94
		Spencer	5,000	4,800	95
		Vanderburgh	55,100	53,000	96
KENTUCKY	Warrick	8,700	8,300	96	
	Daviess	24,700	23,700	96	
	Henderson	11,700	11,200	95	
	Union	4,500	4,300	95	
KENTUCKY	Webster	4,800	4,400	93	
	ILLINOIS	Gallatin	2,600	2,400	91
	INDIANA	Dubois	8,700	8,200	94
		KENTUCKY	Hancock	2,300	2,100
Between 25-49%	Mc Lean	2,900	2,800	95	
	Muhlenberg	9,200	8,700	95	
	ILLINOIS	Clay	5,100	4,700	92
		Lawrence	6,100	5,800	95
Richland		5,500	5,200	94	
Between 5-24%	INDIANA	Crawford	2,800	2,600	92
		Daviess	8,800	8,300	94
	KENTUCKY	Knox	13,800	13,300	96
		Hopkins	12,600	11,900	94
Ohio	6,300	5,900	94		
Station Totals			248,200	235,700	95
Net Weekly Circulation (1970-71)					132,900
Average Daily Circulation (1970-71)					78,100

Indiana—Evansville



WTVW

Ch. 7

Technical Facilities Channel No. 7 (174-180 MHz). 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' 27"
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.

Represented (sales) by H-R Television.

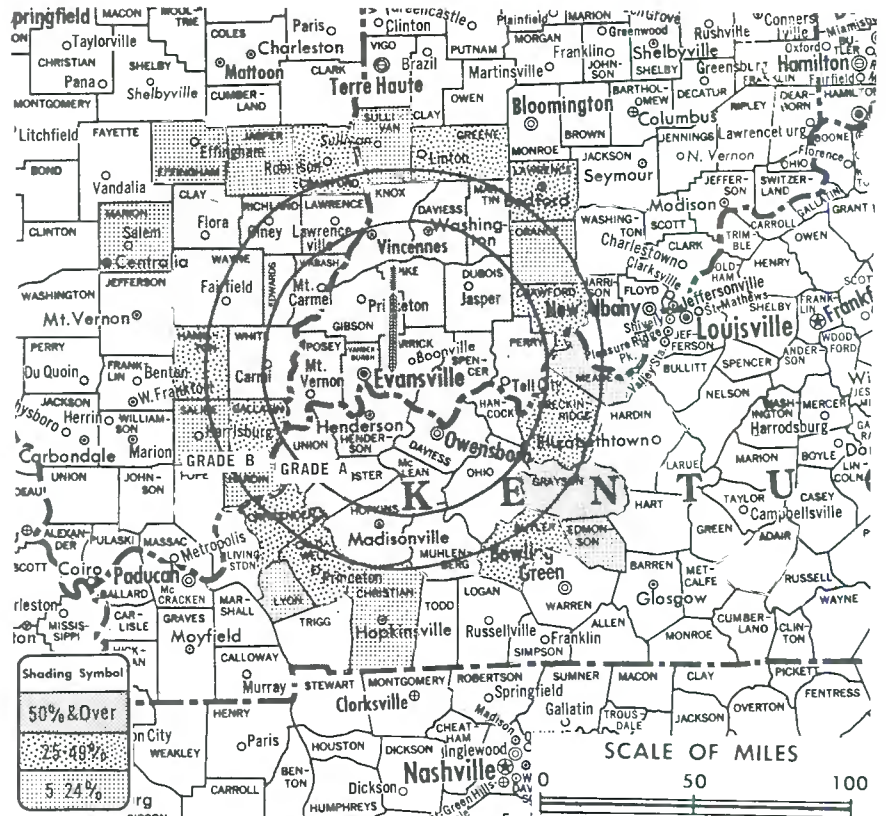
Total Households: 4,381

Consumer Market Data as of 1/1/72.

TV Homes: TV² and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTVW Ref: FCC File No. BPCT-3991 Granted 6/29/67

© American Map Co., Inc., N.Y., No. 11244

WTVW

Licensee: Evansville Television Inc., 405 Carpenter St., Evansville, Ind. (47701).

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).

Personnel:

ASA STALLWORTH JR., president.
E. BERRY SMITH, vice president & general manager.
I. A. SAUCIER JR., vice president, sales.
JIM ABBOTT, program director.
BILL McCORMICK, news director.
DON SMITH, creative services director.
JOHN SCHUTA, chief engineer.
HAL KATTAU, promotion manager.

DIGEST OF RATE CARD NO. G2—(Jan. 15, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$850.00 \$510.00 \$297.00 \$212.00 Graded rates apply*

*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$888.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clay	5,100	4,700	92
	Edwards	2,600	2,400	92
	Lawrence	6,100	5,800	95
	Richland	5,500	5,200	94
	Wabash	4,400	4,200	94
	Wayne	6,100	5,600	91
	White	6,200	5,700	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Daviess	8,800	8,300	94
	Dubois	8,700	8,200	94
	Gibson	10,500	10,100	96
	Knox	13,800	13,300	96
	Martin	3,200	3,000	95
	Perry	5,900	5,500	94
	Pike	4,400	4,100	94
	Posey	6,900	6,500	94
	Spencer	5,000	4,800	95
	Vanderburgh	55,100	53,000	96
	Warrick	8,700	8,300	96
	KENTUCKY			
	Daviess	24,700	23,700	96
Grayson	5,400	5,000	92	
Hancock	2,300	2,100	93	
Henderson	11,700	11,200	95	
Hopkins	12,600	11,900	94	
Mc Lean	2,900	2,800	95	
Muhlenberg	9,200	8,700	95	
Ohio	6,300	5,900	94	
Union	4,500	4,300	95	
Webster	4,800	4,400	93	
Between 25-49%	ILLINOIS			
	Crawford	7,600	7,300	96
	Gallatin	2,600	2,400	91
	Hamilton	3,200	2,900	90
	INDIANA			
	Crawford	2,800	2,600	92
	Greene	9,600	9,200	96
	Lawrence	12,700	12,300	96
	KENTUCKY			
	Breckinridge	4,700	4,400	94
Butler	3,400	3,200	93	
Caldwell	4,600	4,200	92	
Crittenden	3,100	2,900	93	

(Continued on page 272-b)

Station Totals	379,800	360,500	95
Net Weekly Circulation (1970-71)		228,200	
Average Daily Circulation (1970-71)		142,500	

Indiana—Fort Wayne



WANE-TV



Ch. 15

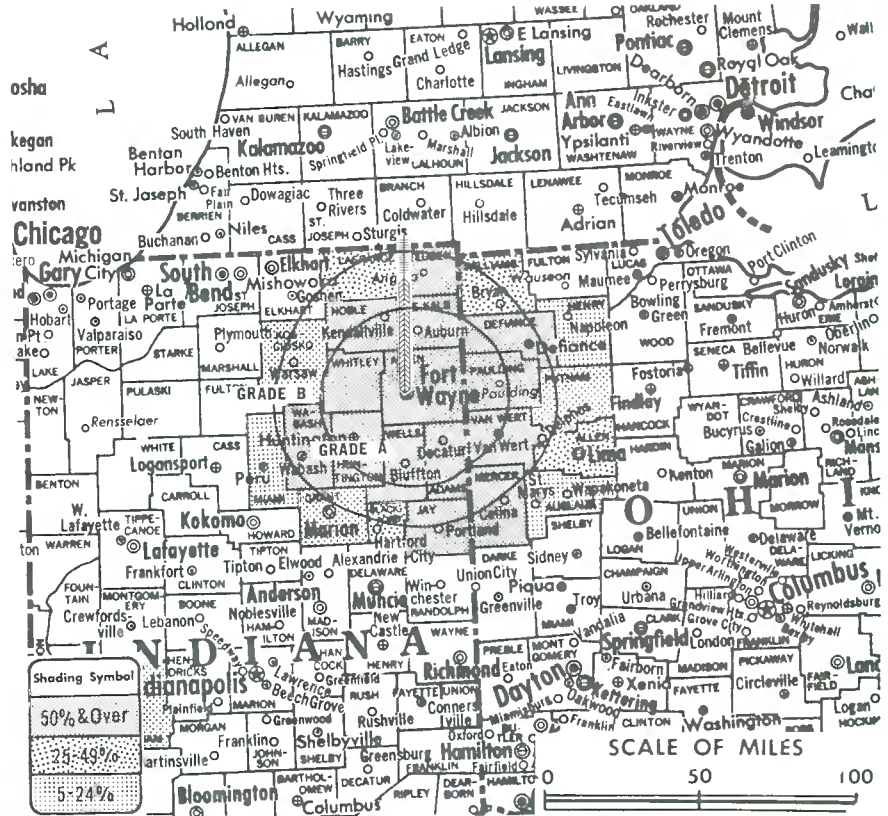
Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 436-kw maximum and 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

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.
News Film Service: CBS.

Total Households: 50% & Over
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page I-b).



WANE-TV Ref: FCC File No. BPCT—2515 Granted 7/30/58

© American Map Co., Inc., N.Y., No. 11241

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 Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Personnel:

JAMES C. RICHDALE JR., president.
REID G. CHAPMAN, v.p., general manager & film buyer.
FRANCIS H. CONWAY, general sales manager.
ELIZABETH YUNKER, promotion director.
HARRY MICHAELS, program director.
WALTER H. JONES, chief engineer.

DIGEST OF RATE CARD NO. 12—(Sept. 14, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., daily.
\$550.00 \$375.00 \$195.00 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$525.

For Index to Contents
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA				
		Adams	8,000	7,700	96
		Allen	89,000	86,500	97
		De Kalb	9,600	9,400	98
		Huntington	11,300	11,000	97
		Jay	7,600	7,200	95
		Noble	10,100	9,700	96
		Steuben	6,700	6,500	97
		Wabash	11,200	10,700	95
		Whitley	7,600	7,300	96
Between 25-49%	OHIO				
		Defiance	11,100	10,800	97
		Mercer	10,000	9,700	97
		Paulding	5,700	5,500	97
Between 5-24%	INDIANA				
		Blackford	5,200	5,000	97
		La Grange	5,900	5,400	91
	OHIO				
	Allen	34,700	33,600	97	
	Williams	10,900	10,500	96	
Station Totals	INDIANA				
		Grant	26,200	25,200	96
		Kosciusko	16,000	15,400	96
		Miami	12,200	11,800	96
	OHIO				
	Auglaize	11,900	11,500	97	
	Henry	8,200	8,000	98	
	Putnam	8,600	8,300	96	
Station Totals			344,800	333,400	97
Net Weekly Circulation (1970-71)				194,100	
Average Daily Circulation (1970-71)				131,400	

Indiana—Fort Wayne



WKJG-TV



Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). 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"

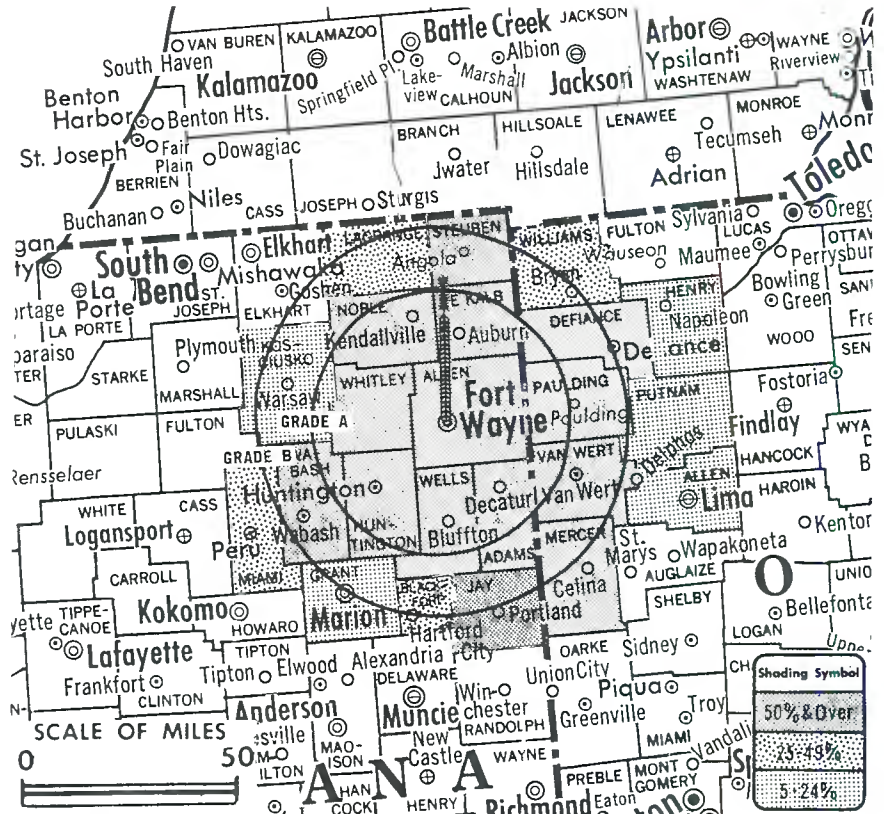
Transmitter: 2633 West State Blvd.
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKJG-TV Ref: FCC File No. BPCT-518 Granted 5/21/53

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

WKJG-TV

Licensee: Federated Media Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-422-7474.

TWX No.: 219-241-2083.

Ownership: Federated Media Inc., 100%. FMI also owns WBNB-TV, Charlotte Amalie, Virgin Islands & KNWA (FM), Fayetteville, Ark.

Began Operation: Nov. 21, 1953. Sale to present owner by Truth Publishing Co. approved by FCC March 10, 1971 (Television Digest, Vol. 10:27). Previous sale by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Vol. 13:5, 11).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- HILLIARD GATES, v.p. & general manager.
- WILLIAM KLINE, commercial manager.
- CALO O. MAHLOCK, program & promotion mgr. & film buyer.
- WILLIAM NICHOLS, operations manager.
- RICHARD FLOREA, news director.
- WAYNE ROTHGEB, farm director.
- EUGENE A. CHASE, chief engineer.

DIGEST OF RATE CARD NO. 1-71 (Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$550.00 \$340.00 \$220.00 \$140.00 \$180.00* \$150.00* \$75.00*

*Section 1.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	INDIANA				
		Adams	8,000	7,700	96
		Allen	89,000	86,500	97
		De Kalb	9,600	9,400	98
		Huntington	11,300	11,000	97
		Jay	7,600	7,200	95
		Noble	10,100	9,700	96
		Steuben	6,700	6,500	97
		Wabash	11,200	10,700	95
		Wells	7,600	7,300	96
		Whitley	7,500	7,300	97
		OHIO			
		Defiance	11,100	10,800	97
		Mercer	10,000	9,700	97
	Paulding	5,700	5,500	97	
	Van Wert	9,600	9,400	98	
Between 25-49%	INDIANA				
		Blackford	5,200	5,000	97
		La Grange	5,900	5,400	91
		Miami	12,200	11,800	96
	OHIO				
	Williams	10,900	10,500	96	
Between 5-24%	INDIANA				
		Grant	26,200	25,200	96
		Kosciusko	16,000	15,400	96
	OHIO				
		Allen	34,700	33,600	97
	Henry	8,200	8,000	98	
	Putnam	8,600	8,300	96	
Station Totals		332,900	321,900	97	
Net Weekly Circulation (1970-71)				182,300	
Average Daily Circulation (1970-71)				120,000	

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

Indiana—Fort Wayne



WPTA



Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 175-kw max. \$ 110-kw horizontal visual, 30.8-kw max. & 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.

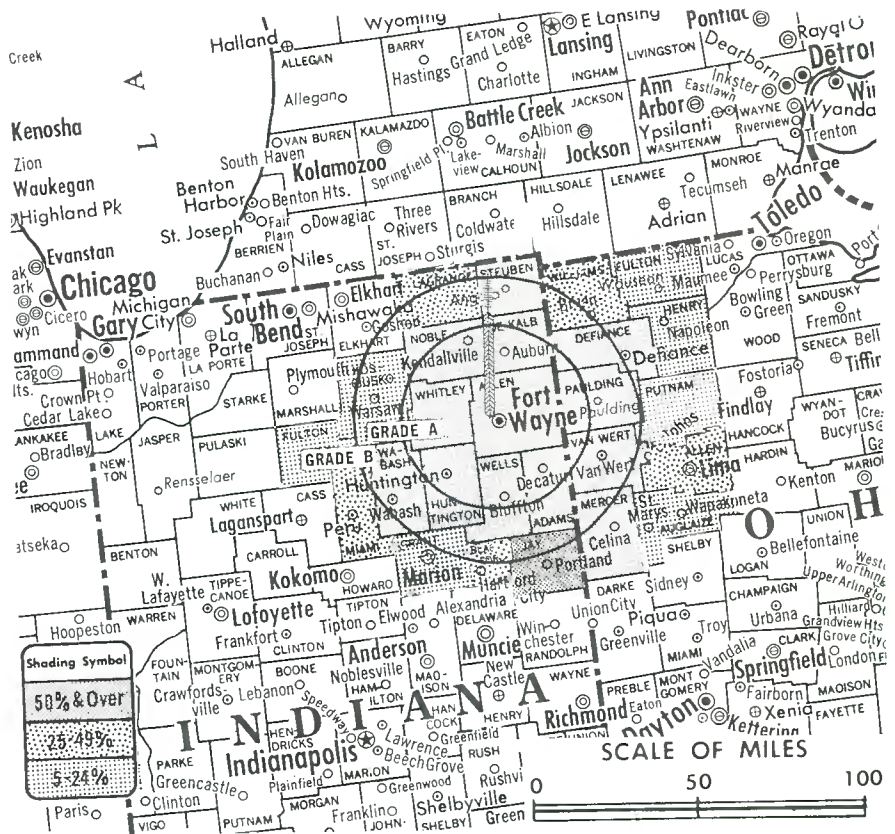
FM Affiliate: WPTH, 44-kw, 95.1 MHz (No. 236), 680-ft. antenna.

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

News Wire Service: AP.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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. (46808).

Telephone: 219-483-0584. Telex: 232434.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Metro TV Sales.

Represented (legal) by Cohn & Marks.

Personnel:

SARKES TARZIAN, president.

DON DILLION, general manager.

MARVIN GOTTLIEB, general sales manager.

GEORGE CASTLE, chief engineer.

TOM PRICE, creative director.

KATHI NADOLNY, promotion director.

DIGEST OF RATE CARD NO. 18
(Jan. 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$550.00	\$350.00	\$225.00	\$185.00	\$140.00	\$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$525.						

For Index to Contents
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	INDIANA					
		Adams	8,000	7,700	96	
		Allen	89,000	86,500	97	
		De Kalb	9,600	9,400	98	
		Huntington	11,300	11,000	97	
		Jay	7,600	7,200	95	
		Noble	10,100	9,700	96	
		Steuben	6,700	6,500	97	
		Wabash	11,200	10,700	95	
		Whitley	7,600	7,300	96	
Between 25-49%	OHIO					
		Defiance	11,100	10,800	97	
		Mercer	10,000	9,700	97	
		Paulding	5,700	5,500	97	
Between 5-24%	INDIANA					
		Blackford	5,200	5,000	97	
		La Grange	5,900	5,400	91	
	Miami	12,200	11,800	96		
Station Totals	OHIO					
		Allen	34,700	33,600	97	
		Williams	10,900	10,500	96	
		INDIANA				
		Fulton	6,000	5,800	97	
	Grant	26,200	25,200	96		
	Kosciusko	16,000	15,400	96		
	OHIO					
	Auglaize	11,900	11,500	97		
	Fulton	10,100	9,700	96		
	Henry	8,200	8,000	98		
	Putnam	8,600	8,300	96		
Station Totals			360,900	348,900	97	
Net Weekly Circulation (1970-71)				197,300		
Average Daily Circulation (1970-71)				117,100		

Indiana—Indianapolis



WFBM-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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 kHz.

FM Affiliate: WFBM-FM, 51.9-kw, 94.7 MHz (No. 234).

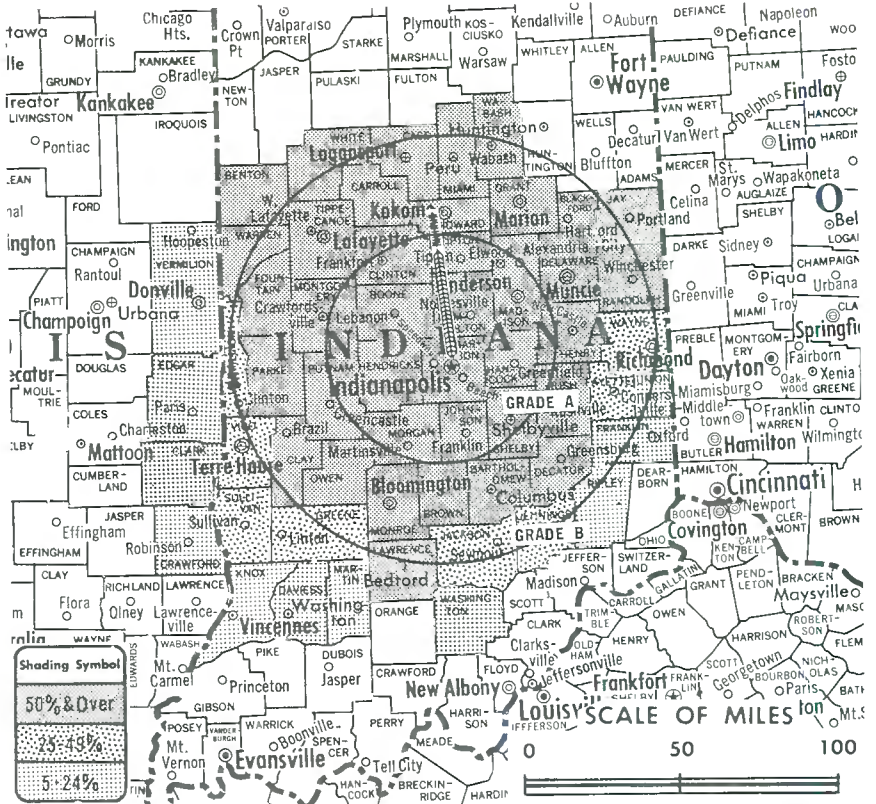
Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

Studio: 1330 N. Meridian St.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARI study (see page 4-b).



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53 © American Map Co., Inc., N.Y., No. 14244

WFBM-TV

Licensee: McGraw-Hill Broadcasting Co., 1330 Meridian St., Indianapolis, Ind. (46202).

Telephone: 317-635-9326. TWX No.: 317-634-5992.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by Time-Life approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Previous sale by H. M. Bitner interests approved by FCC April 17, 1957. (Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- ELDON CAMPBELL, v.p. & general manager.
- JERRY R. CHAPMAN, station manager.
- JAMES B. MATHIS, sales manager.
- EARL JOHNSON, program manager & film buyer.
- KEITH C. STRANGE, promotion manager.
- WILLIAM DAVIDSON, management services director.
- CHARLES O'DONNELL, assistant program manager.
- JULIO FERNANDEZ, production manager.
- ROBERT FLANDERS, director of engineering.
- ROBERT GAMBLE, news & information services manager.
- TOM CARNEGIE, sports director.

DIGEST OF RATE CARD NO. A38—(Aug. 17, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$1550	\$1150	\$825	\$415	\$600*	\$450*
Class AA—8-10:30 p.m., daily.					\$225	

*Class AA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1625.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Bartholomew	18,200	17,600	97
	Benton	3,500	3,400	96
	Blackford	5,200	5,000	97
	Boone	10,300	10,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
INDIANA—(Continued)				
	Brown	2,900	2,800	97
	Carroll	6,000	5,800	97
	Cass	13,300	12,800	96
	Clay	8,400	8,100	97
	Clinton	10,200	9,900	97
	Decatur	7,400	7,100	96
	Delaware	40,500	39,400	97
	Fountain	6,200	6,000	97
	Grant	26,200	25,200	96
	Hamilton	17,200	16,800	98
	Hancock	11,500	11,200	98
	Hendricks	17,000	16,600	98
	Henry	17,100	16,600	97
	Howard	26,600	25,900	97
	Jay	7,600	7,200	95
	Johnson	18,200	17,900	98
	Lawrence	12,700	12,300	96
	Madison	45,800	44,800	98
	Marion	259,800	253,000	97
	Miami	12,200	11,800	96
	Monroe	26,800	25,400	95
	Montgomery	11,300	11,000	97
	Morgan	13,600	13,200	97
	Owen	4,100	3,900	96
	Parke	5,200	5,100	97
	Putnam	8,200	7,900	97
	Randolph	9,900	9,600	96
	Rush	6,600	6,500	98
	Shelby	12,600	12,300	98
	Tippecanoe	33,900	32,300	95
	Tipton	5,500	5,400	98
	Wabash	11,200	10,700	95
	Warren	2,700	2,600	95
	White	7,000	6,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Fayette	8,500	8,200	97
	Greene	9,600	9,200	96

(Continued on page 253-b)

Station Totals	972,100	941,200	97
Net Weekly Circulation (1970-71)		691,500	
Average Daily Circulation (1970-71)		449,700	

Indiana—Indianapolis



WISH-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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"

Transmitter: 553 South Post Rd. (46239).

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

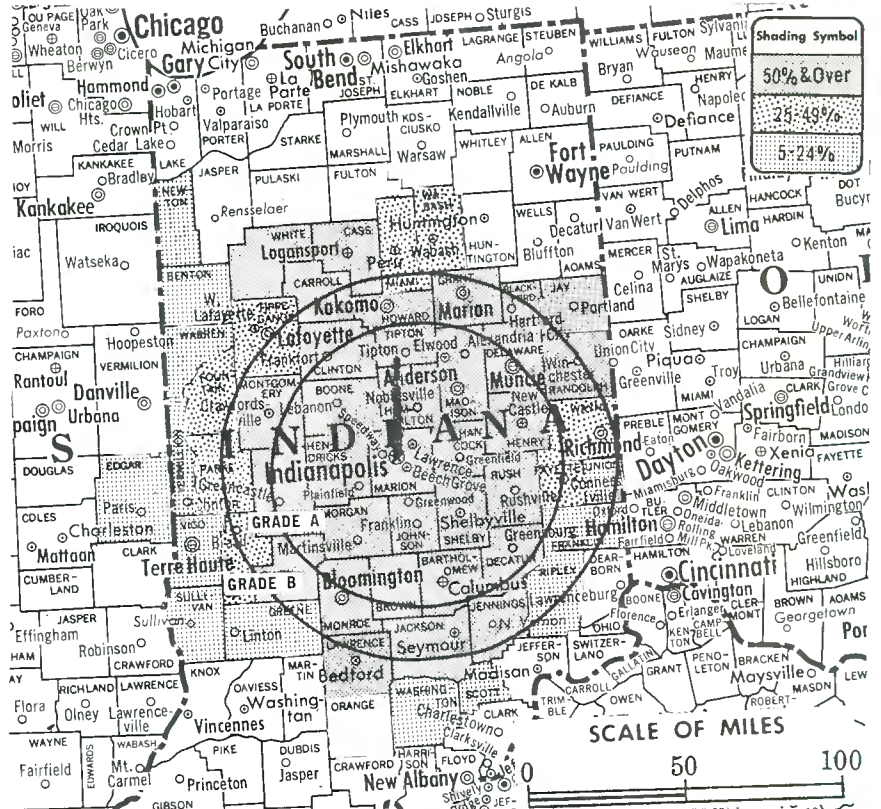
News Film Service: CBS.

Facsimile Service: UPI.

Represented (legal) by Covington & Burling.

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WISH-TV Ref: FCC File No. BFCT-110 Granted 1/28/64

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

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 Tele-Rep Inc.

Personnel:

- JAMES C. RICHDALE, president.
- ROBERT B. McCONNELL, v.p., general manager.
- KEVIN WEIS, secretary & treasurer.
- HOWARD BUNNELL, general sales manager.
- WILLIAM B. STOUGH, national sales manager.
- JAMES CULBERTSON, advertising & promotion director.
- DAVE SMITH, program manager.
- JOSEPH MISSICK, chief engineer.
- LEE GILES, news director.

DIGEST OF RATE CARD NO. 71-3—(April 25, 1971)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1550	\$1200	\$650	\$500	Graded rates apply*

*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
	Bartholomew	18,200	17,600	97
	Blackford	5,200	5,000	97
	Boone	10,300	10,000	98
	Brown	2,900	2,800	97
	Carroll	6,000	5,800	97
	Cass	13,300	12,800	96
50% & Over				

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
	Clinton	10,200	9,900	97
	Decatur	7,400	7,100	96
	Delaware	40,500	39,400	97
	Grant	26,200	25,200	96
	Hamilton	17,200	16,800	98
	Hancock	11,500	11,200	98
	Hendricks	17,000	16,600	98
	Henry	17,100	16,600	97
	Howard	26,600	25,900	97
	Jackson	10,900	10,600	97
	Jay	7,600	7,200	95
	Jennings	5,600	5,400	96
50% & Over	Johnson	18,200	17,900	98
	Lawrence	12,700	12,300	96
	Madison	45,800	44,800	98
	Marion	259,800	253,000	97
	Monroe	26,800	25,400	95
	Montgomery	11,300	11,000	97
	Morgan	13,600	13,200	97
	Owen	4,100	3,900	96
	Putnam	8,200	7,900	97
	Randolph	9,900	9,600	96
	Rush	6,600	6,500	98
	Shelby	12,600	12,300	98
	Tipton	5,500	5,400	98
	White	7,000	6,700	96
Between 25-49%				
	INDIANA			
	Clay	8,400	8,100	97
	Fayette	8,500	8,200	97
	Fountain	6,200	6,000	97
	Miami	12,200	11,800	96
	Parke	5,200	5,100	97
	Tippecanoe	33,900	32,300	95
	Wabash	11,200	10,700	95
	Wayne	25,700	24,900	97
(Continued on page 253-b)				
Station Totals		909,700	881,400	97
Net Weekly Circulation (1970-71)			642,900	
Average Daily Circulation (1970-71)			420,300	

Indiana—Indianapolis



WLVI



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-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: AP.

Facsimile Service: AP.

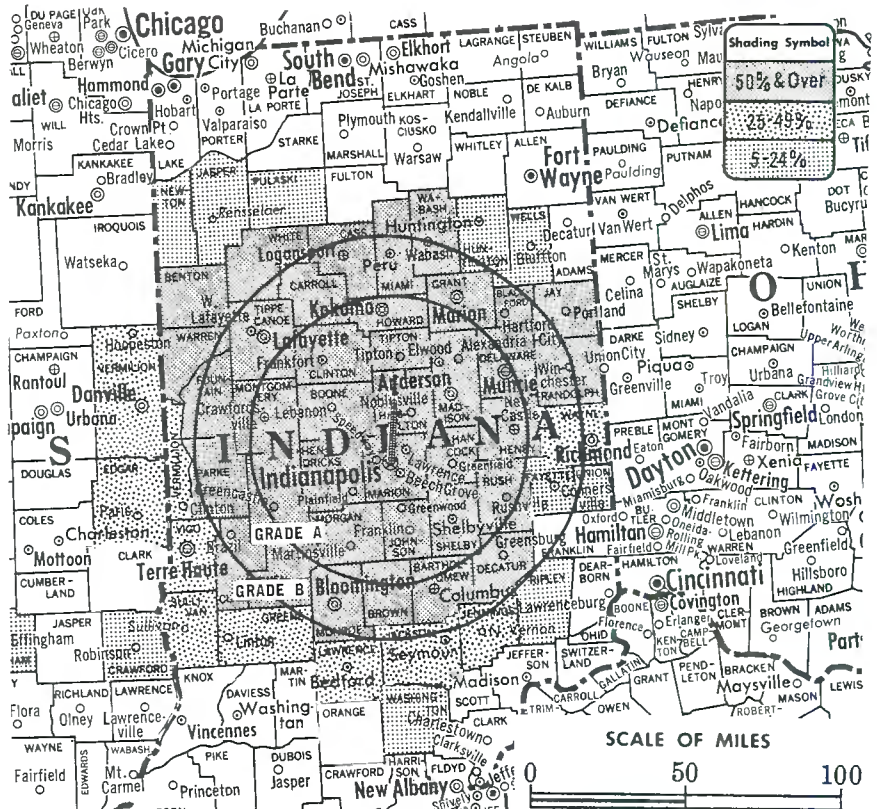
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLVI-1 Ref: FCC File No. BPCT-1837 Granted 3/8/57

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

WLVI

Licensee: Avco Broadcasting Corp., 1401 N. Meridian St., Indianapolis, Ind. (46202).

Telephone: 317-639-2311.

Ownership: Subsidiary of Avco Corp. For other interests, see WLWT, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (Sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN T MURPHY, president.
WALTER E. BARTLETT, sr. v.p., television.
WILLIAM E. WUERCH, vice president & general manager.
WILLIAM RISMILLER, general sales manager.
ROBERT SHINE, local sales manager.
JOHN SCHMUHL, program director.
DAVID H. KENWORTHY, promotion & publicity director.
WILLIAM H. DEAN JR., news director.
PAUL GITELSON, production manager.
NORMAN NIXON, chief engineer.
CHARLES LARSEN, director, community services.
LINDA McELWAIN, traffic manager.
MARY MANDABACH, operations manager.

DIGEST OF RATE CARD NO. 71-5
(Aug. 15, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
\$1800.00	\$1200.00	\$900.00	\$635.00	\$470.00	\$235.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	INDIANA			
	Bartholomew	18,200	17,600	97
	Benton	3,500	3,400	96
	Blackford	5,200	5,000	97
	Boone	10,300	10,000	98
	Brown	2,900	2,800	97
	Carroll	6,000	5,800	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
INDIANA—(Continued)				
	Cass	13,300	12,800	96
	Clay	8,400	8,100	97
	Clinton	10,200	9,900	97
	Decatur	7,400	7,100	96
	Delaware	40,500	39,400	97
	Fountain	6,200	6,000	97
	Grant	26,200	25,200	96
	Hamilton	17,200	16,800	98
	Hancock	11,500	11,200	98
	Hendricks	17,000	16,600	98
	Henry	17,100	16,600	97
	Howard	26,600	25,900	97
	Jay	7,600	7,200	95
	Johnson	18,200	17,900	98
	Madison	45,800	44,800	98
	Marion	259,800	253,000	97
	Miami	12,200	11,800	96
	Monroe	26,800	25,400	95
	Montgomery	11,300	11,000	97
	Morgan	13,600	13,200	97
	Owen	4,100	3,900	96
	Parke	5,200	5,100	97
	Putnam	8,200	7,900	97
	Randolph	9,900	9,600	96
	Rush	6,600	6,500	98
	Shelby	12,600	12,300	98
	Tiptecanoe	33,900	32,300	95
	Tipton	5,500	5,400	98
	Wabash	11,200	10,700	95
	Warren	2,700	2,600	95
	White	7,000	6,700	96
Between 25-49%				
	ILLINOIS			
	Edgar	7,700	7,400	96
	Vermilion	32,300	31,100	96

(Continued on page 272-b)

Station Totals	973,700	943,000	97
Net Weekly Circulation (1970-71)	680,400		
Average Daily Circulation (1970-71)	387,100		

Indiana—Indianapolis

WURD

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 937-kw max. & 676-kw horizontal visual, 187-kw max. & 135-kw horizontal aural. Antenna: 470-ft. above av. terrain, 497-ft. above ground, 1322-ft. above sea level.

Latitude 40° 00' 55"
Longitude 85° 58' 58"

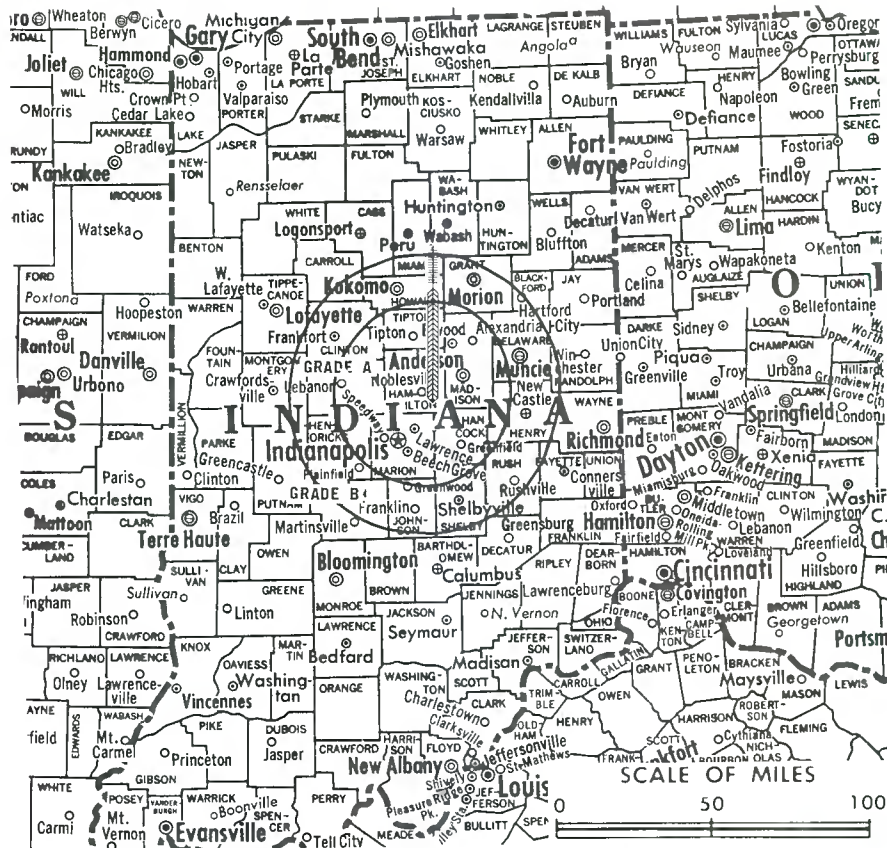
Transmitter: Howe Rd., 1.8-mi. SE of city limits.

Color: Live, film, slide & tape.

News Wire Service: UPI.

News Film Service: UPI.

ARB Data: Not available.



WURD Ref: FCC File No. BMPCT—6987 Granted 4/30/69

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

WURD

Grantee: White River Radio Corp., Box 50250, Indianapolis, Ind. (46250).

Studio: State Hwy. 238, Noblesville, Ind. (46060).

Telephone: 317-773-2232.

Ownership: Dr. Wendell Hansen. Dr. Hansen also owns WMNE(AM) & WDMW(FM), Menomonie, Wis.

Began Operation: January 25, 1971.

Represented (legal) by Lauren A. Colby.

Represented (engineering) by E. H. Munn Jr.

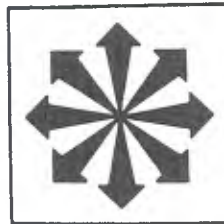
Personnel:

- DR. WENDELL HANSEN, president & general manager.
- ROBERT MORRIS, operations director.
- W. A. BREINING, program manager.
- THOMAS SANDLIN, business manager.
- WANDA LINVILLE, traffic manager.
- HUGH KELLY, chief engineer.

DIGEST OF RATE CARD NO. 1 (Jan. 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$210.00 \$198.00 \$156.00 \$120.00 \$99.00 \$81.00 \$50.00 \$35.00

BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Indiana—Bloomington-Indianapolis

WTTV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 56.2-kw visual, 11.2-kw aural. Antenna: 1190-ft. above av. terrain, 1225-ft. above ground, 2100-ft. above sea level.

Latitude 39° 24' 26.5"
Longitude 86° 08' 52.0"

Transmitter: Trafalgar, Ind.

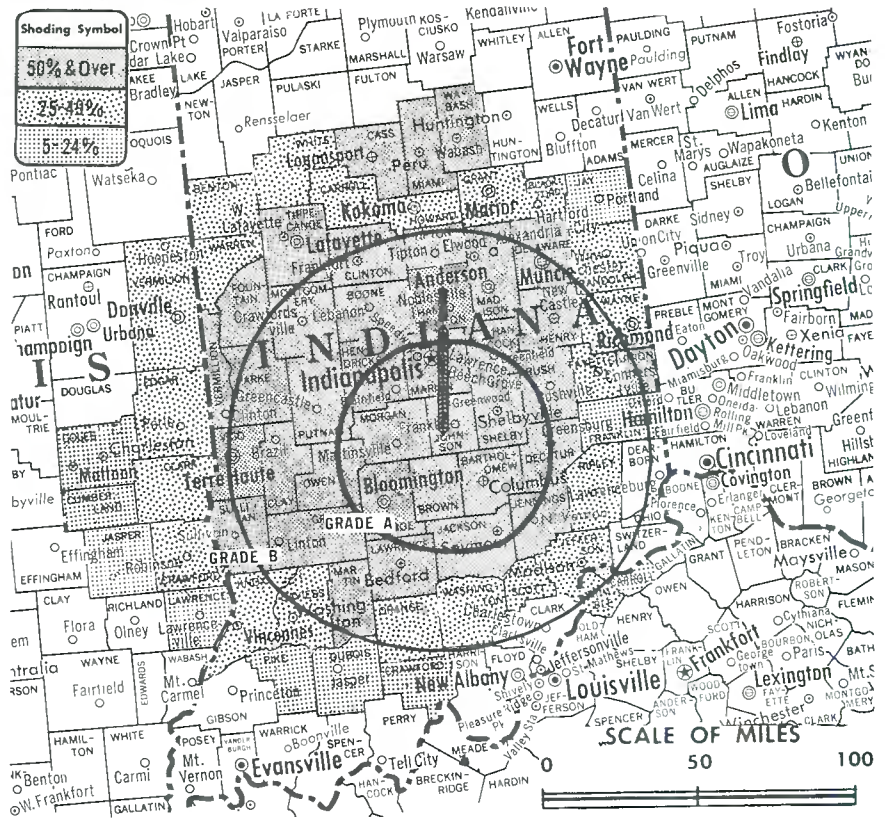
TV tape: Recording facilities.

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

AM Affiliate: WTTS, 5-kw, (.5-kw-N), 1370 kHz (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 MHz (No. 222), 1090-ft. antenna height.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTTV Ref: FCC File No. BPCT-4220 Granted 5/6/69

©American Map Co., Inc., N.Y., No. 14241

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); WPTH-FM, Ft. Wayne; WATI, Indianapolis.

Began Operation: Nov. 11, 1949.

Represented (sales) by Metro Television Sales.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

SARKES TARZIAN, president.
ELMER SNOW, general manager.
DONALD TILLMAN, program manager.
CLYDE V. DUTTON, general sales manager.
BERNARD J. SOUERS, local sales manager.
DONALD H. MORGAN, chief engineer.
MIKE UNGERSMA, news director.
CHUCK MARLOW, sports director.
TERRENCE E. SIMPSON, promotion manager.
MIKE O'ROURKE, production manager.
BOB BLOEM, public service director.
JIM HAIR, operations manager.

DIGEST OF RATE CARD NO. 26
(Sept. 13, 1971)

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

Class A—4:30-11:30 p.m., Mon.-Fri.; 2-11:30 p.m., Sat.-Sun.

\$700.00 \$420.00 \$280.00 \$175.00 \$300.00* \$180.00* \$150.00*

*Class A—3:30 p.m.-midnight., Mon.-Fri.; noon-11 p.m., Sat.; 2-11 p.m., Sun.

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
	Bartholomew	18,200	17,600	97
	Boone	10,300	10,000	98
	Brown	2,900	2,800	97
	Cass	13,300	12,800	96
	Clay	8,400	8,100	97
	Clinton	10,200	9,900	97
	Decatur	7,400	7,100	96
	Delaware	40,500	39,400	97
	Fountain	6,200	6,000	97
	Greene	9,600	9,200	96
	Hamilton	17,200	16,800	98
	Hancock	11,500	11,200	98
	Hendricks	17,000	16,600	98
	Henry	17,100	16,600	97
	Jackson	10,900	10,600	97
	Jennings	5,600	5,400	96
	Johnson	18,200	17,900	98
	Lawrence	12,700	12,300	96
50% & Over	Madison	45,800	44,800	98
	Marion	259,800	253,000	97
	Martin	3,200	3,000	95
	Miami	12,200	11,800	96
	Monroe	26,800	25,400	95
	Montgomery	11,300	11,000	97
	Morgan	13,600	13,200	97
	Owen	4,100	3,900	96
	Parke	5,200	5,100	97
	Putnam	8,200	7,900	97
	Rush	6,600	6,500	98
	Shelby	12,600	12,300	98
	Sullivan	6,900	6,600	96
	Tippecanoe	33,900	32,300	95
	Tipton	5,500	5,400	98
	Union	2,000	1,900	95
	Vermillion	6,100	5,900	97
	Vigo	37,400	36,200	97
	Wabash	11,200	10,700	95

(Continued on page 272-b)

Station Totals	1,040,000	1,005,700	97
Net Weekly Circulation (1970-71)			603,200
Average Daily Circulation (1970-71)			327,400

Indiana—Lafayette



WFLI-TV

Ch. 18



Technical Facilities: Channel No. 18 (494-500 MHz). 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"

Holds CP for change to 1270-kw max. & 447-kw horizontal visual, 254-kw max. & 89.1-kw horizontal aural, 790-ft. above av. terrain, 787-ft. above ground, 1557-ft. above sea level, lat. 40° 23' 20", long. 86° 36' 46", transmitter to 600 West Rd. on N side of 700 North Rd., near Rossville in Ross Twp., Ind. BPCT-4383.

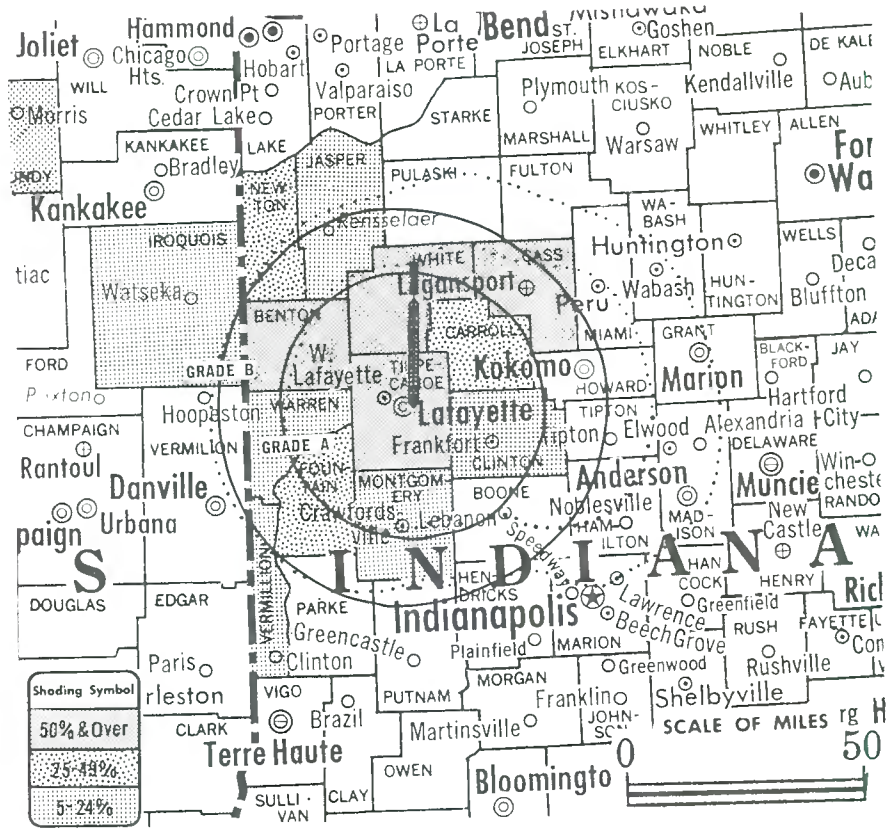
Transmitter: McCarty Lane.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: (6) MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WFLI-TV Ref: FCC File No. BPCT-2258 Granted 4/3/57
CP: BPCT-4383 Granted 10/14/71

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

WFLI-TV

Network Service: CBS.

Licensee: RJN Broadcasting Inc., 2605 Yeager Rd., West Lafayette, Ind.

Studio: 2605 Yeager Rd. (47906).

Telephone: 317-463-3516.

Ownership: Richard F. Shively, pres., 100%; Harold O Shively, v.p.; Eula K. Reid, secy. Shively has 16.67% of Fer-Rich Bcstg. Inc., which in turn has 98.2% of KNOP-TV, North Platte, Neb. Shively also has CATV interests (see CATV Group Ownership).

Began Operation: May 8, 1953 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 Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

HAROLD SHIVELY, v.p. & general manager.
ROBERT HARDIE, chief engineer.
WILL MURPHY, news director.
ED PEARSON, operations manager.
ROBERT G. SKADBERG, sales manager.

DIGEST OF RATE CARD NO. 8—(July 15, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$300.00 \$180.00 \$120.00 \$75.00 \$80.00 \$50.00 \$45.00 \$25.00
NETWORK BASE HOURLY RATE: \$85.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Benton	3,500	3,400	96
	Cass	13,300	12,800	96
	Tippecanoe	33,900	32,300	95
	White	7,000	6,700	96
Between 25-49%	INDIANA			
	Carroll	6,000	5,800	97
	Fountain	6,200	6,000	97
	Newton	3,800	3,700	96
Between 5-24%	ILLINOIS			
	Grundy	8,800	8,600	98
	Iroquois	10,900	10,400	96
	INDIANA			
	Clinton	10,200	9,900	97
	Jasper	6,000	5,800	96
	Montgomery	11,300	11,000	97
	Vermillion	6,100	5,900	97
	Warren	2,700	2,600	95
Station Totals		129,700	124,900	96
Net Weekly Circulation (1970-71)				49,000
Average Daily Circulation (1970-71)				25,500

Indiana—South Bend



WNDU-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural. Antenna: 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level.

Latitude 41° 36' 20"
Longitude 86° 12' 44.5"

Transmitter: Ironwood & Kern Rds.

AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kHz (ABC).

FM Affiliate: WNDU-FM, 20-kw, 92.9 MHz (No. 225), 485-ft.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

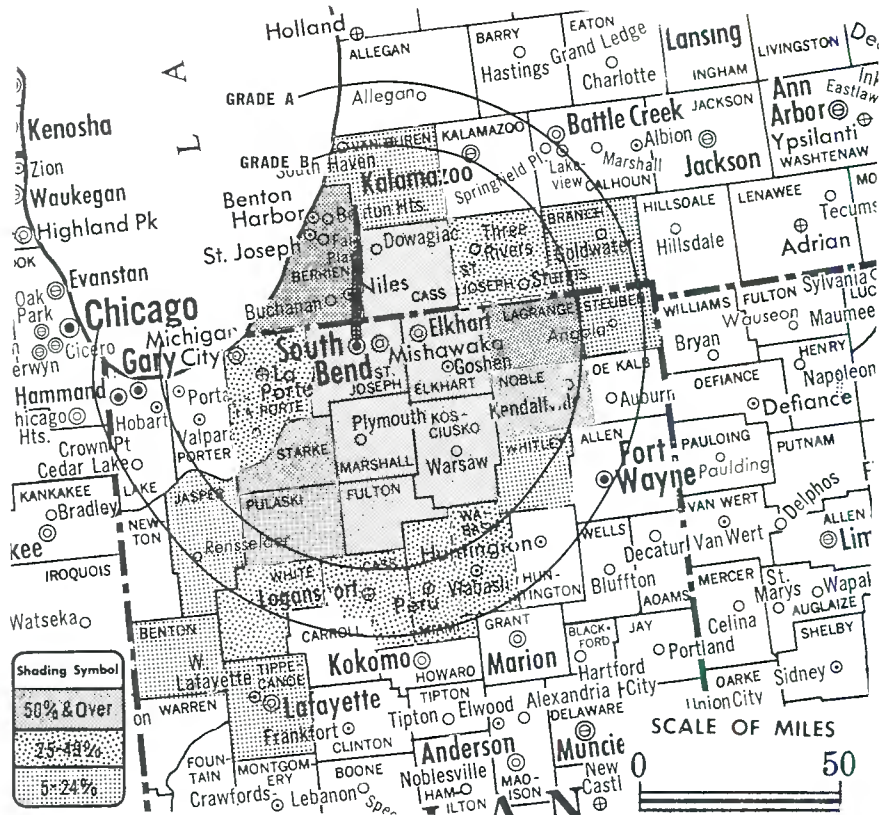
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WNDU-TV Ref: FCC File No. BPCT-4222 Granted 12/10/69

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

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 Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

WM. THOMAS HAMILTON, exec. v.p. & general manager.
BAZIL O'HAGAN, v.p., TV, radio & CATV operations.
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 SIMINSKI, production manager.
THOMAS DENNIN, sports director.
HARRY KEVORKIAN, director of news & public affairs.
RAY JACKSON, chief engineer.

DIGEST OF RATE CARD NO. 14b (Nov. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10:30 p.m., daily.	\$630.00	\$375.00	\$252.00	\$157.00		
	Graded rates apply*					

*Class AA—7-10 p.m., summer; 8-10:30 p.m., winter. Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	41,000	39,300	96
	Fulton	6,000	5,800	97
	Kosciusko	16,000	15,400	96
	La Grange	5,900	5,400	91
	Marshall	11,300	10,900	96
	Noble	10,100	9,700	96
	Pulaski	4,000	3,800	94
	St. Joseph	77,900	76,000	98
	Starke	6,200	6,000	96
MICHIGAN	Berrien	53,400	51,600	97
	Cass	14,300	13,900	97
Between 25-49%	INDIANA			
	Cass	13,300	12,800	96
	La Porte	32,500	31,800	98
	Miami	12,200	11,800	96
	Wabash	11,200	10,700	95
White	7,000	6,700	96	
MICHIGAN	St. Joseph	16,000	15,600	98
Between 5-24%	INDIANA			
	Benton	3,500	3,400	96
	Jasper	6,000	5,800	96
	Steuben	6,700	6,500	97
	Tippecanoe	33,900	32,300	95
Whitley	7,500	7,300	97	
MICHIGAN	Branch	11,500	11,200	97
Van Buren	17,900	17,500	98	
Station Totals		425,300	411,200	97
Net Weekly Circulation (1970-71)			236,500	
Average Daily Circulation (1970-71)			147,200	

Indiana—South Bend

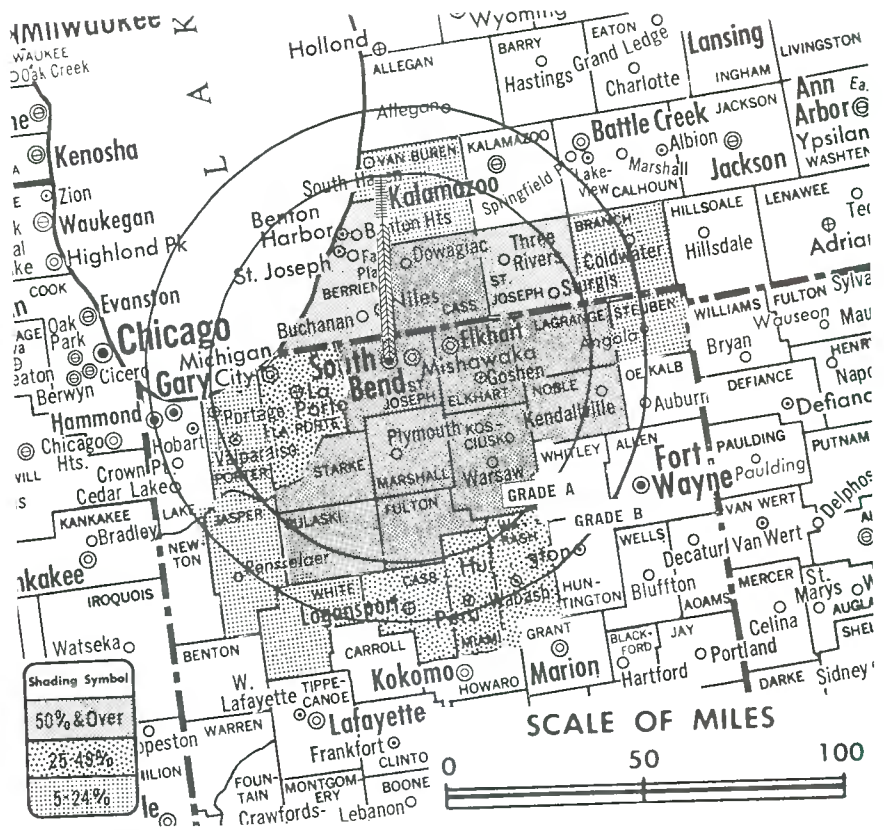


Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"
Longitude 86° 13' 01"

Transmitter: 60351 Ironwood Rd.
TV tape: Recording facilities.
AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).
FM Affiliate: WSBT-FM, 10-kw, 101.5 MHz (No. 268), 959-ft.
Color: Network, live, film, slide & tape.
News Wire Service: AP, Western Union Sports.
News Film Service: CBS.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WSBT-TV Ref: FCC File No. BPC-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 which also owns WDBJ-TV, Roanoke, Va. & publishes 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 Steel, Andrus & Adair.
Represented (legal) by Hogan & Hartson.
Represented (sales) by The Katz Agency Inc.
Personnel:
JACK E. DOUGLAS, general manager.
NORBERT J. GASSENSMITH, program director & film buyer.
WALTER A. SWEITZER, public service director.
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. A20—(Jan. 17, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7-11 p.m., daily.
\$625.00 \$425.00 \$225.00 \$225.00 \$200.00 \$135.00 \$68.00
NETWORK BASE HOURLY RATE: \$584.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	41,000	39,300	96
	Fulton	6,000	5,800	97
	Kosciusko	16,000	15,400	96
	La Grange	5,900	5,400	91
	Marshall	11,300	10,900	96
	Noble	10,100	9,700	96
	Pulaski	4,000	3,800	94
	St. Joseph	77,900	76,000	98
	Starke	6,200	6,000	96
MICHIGAN	Berrien	53,400	51,600	97
	Cass	14,300	13,900	97
	St Joseph	16,000	15,600	98
Between 25-49%	INDIANA			
	Cass	13,300	12,800	96
	La Porte	32,500	31,800	98
	Miami	12,200	11,800	96
Wabash	11,200	10,700	95	
Between 5-24%	INDIANA			
	Jasper	6,000	5,800	96
	Porter	25,700	25,100	97
	Steuben	6,700	6,500	97
White	7,000	6,700	96	
MICHIGAN				
Branch	11,500	11,200	97	
Van Buren	17,900	17,500	98	
Station Totals		406,100	393,300	97
Net Weekly Circulation (1970-71)				242,600
Average Daily Circulation (1970-71)				165,200

Indiana—Elkhart-South Bend



WSJV



Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4160-kw max. & 412-kw horizontal visual, 760-kw max. & 75.2 kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1044-ft. above ground, 1914-ft. above sea level.

Latitude 41° 36' 58"
Longitude 86° 11' 38"

Requests CP for change to 1515-kw max. & 413-kw horizontal visual, 274-kw max. & 75-kw horizontal aural. BPCT-4494.

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

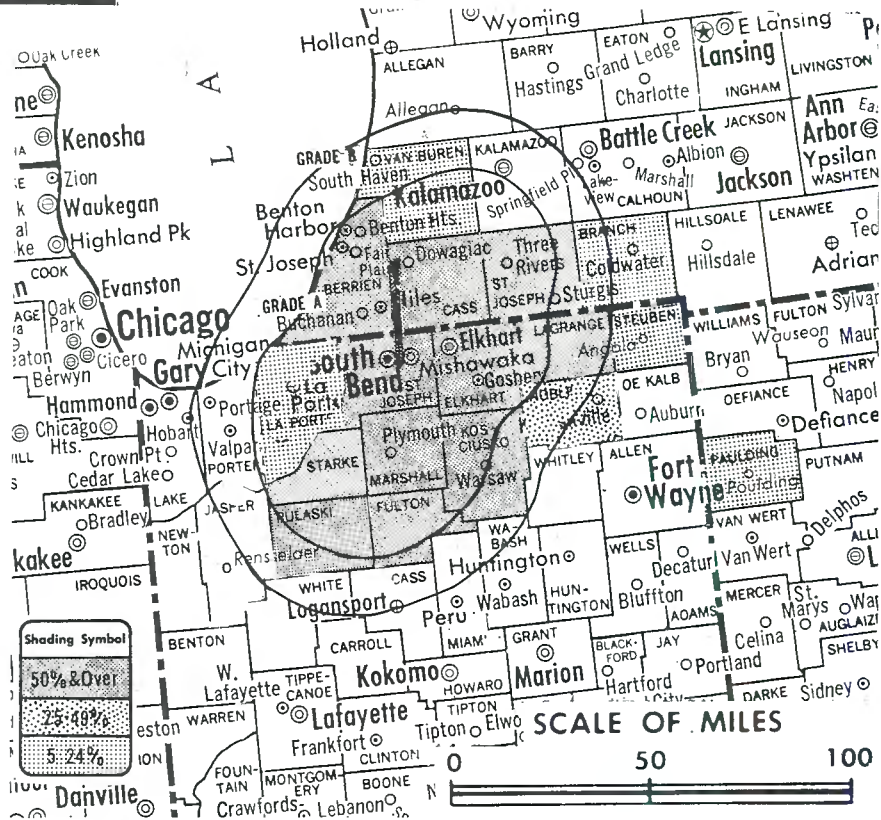
AM Affiliate: WTRC, 1-kw, 1340 kHz (NBC).

FM Affiliate: WFIM, 14.5-kw, 100.7 MHz (No. 264), 550-ft.

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

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WSJV Ref: FCC File No. BPCT-4165 Granted 12/10/69

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

WSJV

Licensee: Truth Publishing Co. Inc., 423 S. 2nd St., Elkhart.

Mailing Address: P.O. Box 700, Elkhart, Ind. (46514).

Studio: 3600 Oakland Ave., Elkhart (46514).

Telephone: 219-293-8616, 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. Mr. Dille also owns WMEE & WMEF(FM), Fort Wayne, Ind. and has interest in WKJG-TV, Fort Wayne and WBNB-TV, Charlotte Amalie, V.I.

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, vice president & general manager.
KEN OWENS, assistant station manager.
ANDY RINALDI, general sales manager.
JAMES BLACKLAW, program & operations manager.
LOUIS SWIFT, chief engineer.

DIGEST OF RATE CARD NO. 20 (May 1, 1970)

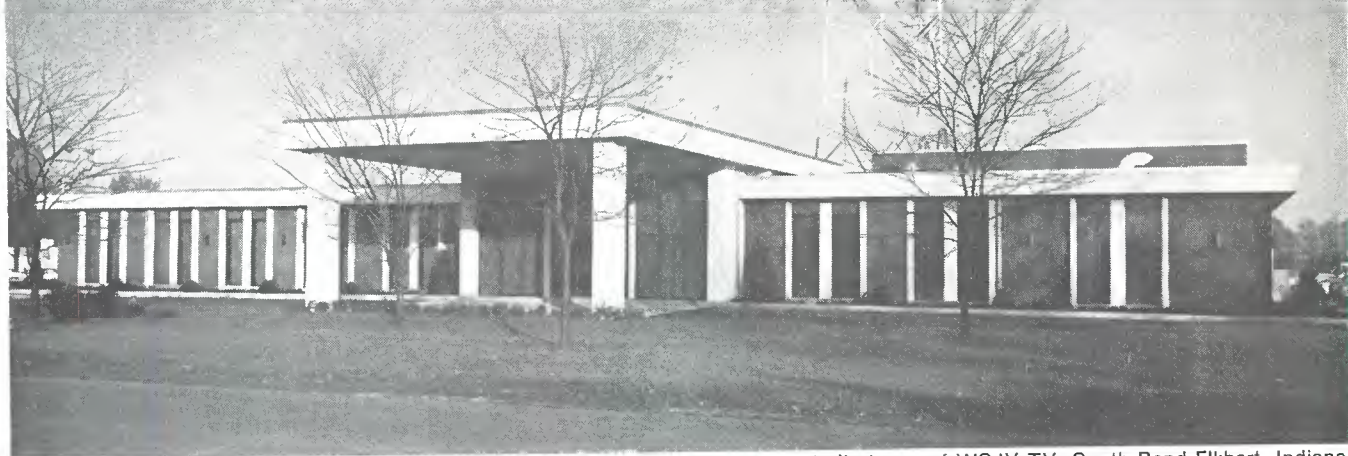
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$500.00 \$300.00 \$200.00 \$125.00 \$140.00 \$120.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Elkhart	41,000	39,300	96
	Fulton	6,000	5,800	97
	Kosciusko	16,000	15,400	96
	La Grange	5,900	5,400	91
	Marshall	11,300	10,900	96
	Pulaski	4,000	3,800	94
	St Joseph	77,900	76,000	98
	Starke	6,200	6,000	96
	MICHIGAN	Berrien	53,400	51,600
Cass		14,300	13,900	97
St Joseph		16,000	15,600	98
Between 25-49%	INDIANA			
	Noble	10,100	9,700	96
Between 5-24%	INDIANA			
	La Porte	32,500	31,800	98
	Steuben	6,700	6,500	97
	MICHIGAN			
	Branch	11,500	11,200	97
Van Buren	17,900	17,500	98	
OHIO				
Paulding	5,700	5,500	97	
Station Totals		336,400	325,900	97
Net Weekly Circulation (1970-71)			203,200	
Average Daily Circulation (1970-71)			115,600	

For U.S. TV Call Letters, see page 7-b

IN THIS LABORATORY...



New studio home of WSJV-TV, South Bend-Elkhart, Indiana.

WSJV-TV found the Secret Formula to sell the \$4 Billion Michiana Market.

WSJV-TV cleverly mixed

- People-reaching power
- The most modern broadcast facilities in the South Bend-Elkhart area
- Surging ABC Network service
- Extra-appealing local programming

It's no real secret now. But it's still doing the best job. Just ask our happy advertisers who need profitable penetration to the people in southern Michigan and northern Indiana, with estimated effective buying income of more than \$4 billion.



THE COMMUNICANA GROUP, JOHN F. DILLE, JR., PRESIDENT
The Communicana Group also includes WKJG-AM and FM, FT. Wayne;
WTRC and WFIM-FM, Elkhart; and the *Elkhart Truth* (Daily)



BLAIR TELEVISION

Indiana—Terre Haute



WTHI-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). 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, 5-kw (1-kw night), 1480 kHz (ABC).

FM Affiliate: WTHI-FM, 20-kw, 99.9 MHz (No. 260), 420-ft. antenna height.

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

News Wire Service: AP.

News Film Service: CBS.

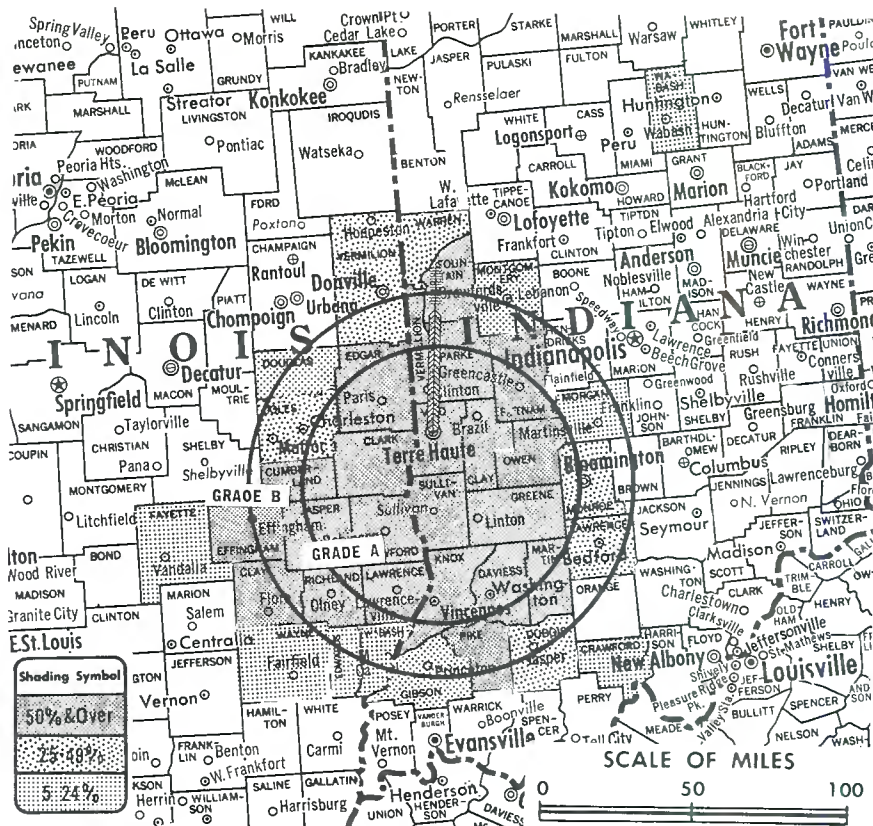
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTHI-TV Ref: FCC File No. BPC7-3289 Granted 6/18/64

©American Map Co., Inc., N.Y., No. 14241

WTHI-TV

Network Service: ABC, CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).

Telephone: 812-232-9481. TWX No. 812-235-7190.

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 Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Cohen & Dippell.

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. 8—(Jan. 17, 1972)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 10 Sec.
Class AA—7-11 p.m., daily.
\$700.00 \$420.00 \$280.00 \$245.00 \$210.00 Graded rates apply*

*Highest rate: \$145.

NETWORK BASE HOURLY RATE: \$725 (CBS), \$725 (ABC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clark	5,800	5,500	95
	Clay	5,100	4,700	92
	Crawford	7,600	7,300	96
	Cumberland	3,300	3,100	94
	Edgar	7,700	7,400	96
	Effingham	7,700	7,200	93
Jasper	3,500	3,300	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Lawrence	6,100	5,800	95
	Richland	5,500	5,200	94
	INDIANA			
	Clay	8,400	8,100	97
	Daviess	8,800	8,300	94
	Fountain	6,200	6,000	97
	Greene	9,600	9,200	96
	Knox	13,800	13,300	96
	Martin	3,200	3,000	95
	Owen	4,100	3,900	96
	Parke	5,200	5,100	97
	Pike	4,400	4,100	94
Putnam	8,200	7,900	97	
Sullivan	6,900	6,600	96	
Vermillion	6,100	5,900	97	
Vigo	37,400	36,200	97	
Between 25-49%	ILLINOIS			
	Coles	15,300	14,700	96
	Vermilion	32,300	31,100	96
INDIANA				
Dubois	8,700	8,200	94	
Lawrence	12,700	12,300	96	
Monroe	26,800	25,400	95	
Warren	2,700	2,600	95	
Between 5-24%	ILLINOIS			
	Douglas	6,200	6,000	96
	Edwards	2,600	2,400	92
	Fayette	6,800	6,400	94
	Wabash	4,400	4,200	94
	Wayne	6,100	5,600	91
INDIANA				
Crawford	2,800	2,600	92	
Gibson	10,500	10,100	96	
Montgomery	11,300	11,000	97	
Morgan	13,600	13,200	97	
Wabash	11,200	10,700	95	
Station Totals		348,600	333,600	96
Net Weekly Circulation (1970-71)			184,800	
Average Daily Circulation (1970-71)			123,000	

Indiana—Terre Haute



WTWO



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

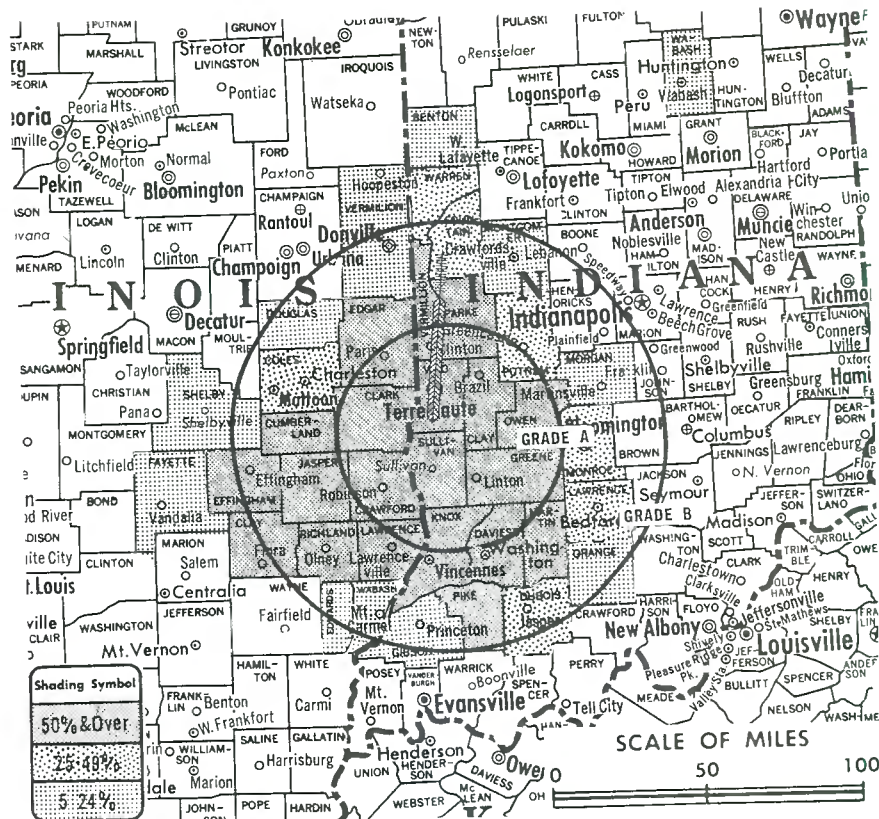
Latitude 39° 14' 33"
Longitude 87° 23' 29"

Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTWO Ref: FCC File No. BMPCT-6077 Granted 4/2/65

© American Map Co., Inc., N.Y., No. 14243

WTWO

Network Service: NBC. ABC on per program basis.

Licensee: Illiana Telecasting Corp., P.O. Box 299.

Studio: P.O. Box 299 (47808).

Telephone: 812-232-9504.

Ownership: Booth Newspapers Inc., 100%. Booth Newspapers ownership: Booth family, approx. 50%; Cranbrook Foundation 1960 Supplemental Trust, 20%; remainder publicly held. Booth publishes 7 Mich. newspapers. John L. Booth (9.6% of Booth Newspapers) owns Booth American Co., licensee of WHIB(AM) & WMZL(FM), Detroit; WSBM(FM), Jackson, Mich.; WABQ (AM) & WXEN(FM), Cleveland; WTOD(AM) & WKLR(FM), Toledo; WJAV(AM) & WRBR(FM), South Bend & WIOU(AM) & WKMO(FM), Kokomo, Ind. For Booth American CATV interests, see CATV Group Ownership.

Began Operation: Sept. 1, 1965. Sale to present owners by J. R. Livesay, John T. Gelder, et al., approved by FCC Jan. 6, 1971.

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, asst. gen. mgr. & sales manager.
JAMES A. UNDERWOOD, operations manager.
ARDEN RAMSEY, chief engineer.
JOHN PALMER, news director.

DIGEST OF RATE CARD NO. 3—(Sept. 12, 1971)

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 Households	%
50% & Over	ILLINOIS				
		Clark	5,800	5,500	95
		Clay	5,100	4,700	92
		Crawford	7,600	7,300	96
		Cumberland	3,300	3,100	94
		Edgar	7,700	7,400	96
		Effingham	7,700	7,200	93
		Jasper	3,500	3,300	94
		Lawrence	6,100	5,800	95
		Richland	5,500	5,200	94
50% & Over	INDIANA				
		Clay	8,400	8,100	97
		Daviess	8,800	8,300	94
		Greene	9,600	9,200	96
		Knox	13,800	13,300	96
		Martin	3,200	3,000	95
		Owen	4,100	3,900	96
		Parke	5,200	5,100	97
		Pike	4,400	4,100	94
		Sullivan	6,900	6,600	96
Between 25-49%	ILLINOIS				
		Coles	15,300	14,700	96
	INDIANA				
		Dubois	8,700	8,200	94
		Fountain	6,200	6,000	97
		Lawrence	12,700	12,300	96
Between 5-24%	ILLINOIS				
		Monroe	26,800	25,400	95
		Putnam	8,200	7,900	97
		Warren	2,700	2,600	95
		Edwards	2,600	2,400	92
(Continued on page 272-b)					
Station Totals			356,400	341,200	96
Net Weekly Circulation (1970-71)					172,400
Average Daily Circulation (1970-71)					98,800

Indiana

WLWI, Indianapolis

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Greene	9,600	9,200	96
	Jackson	10,900	10,600	97
	Jennings	5,600	5,400	96
	Lawrence	12,700	12,300	96
	Sullivan	6,900	6,600	96
	Vermillion	6,100	5,900	97
	Vigo	37,400	36,200	97
	Wayne	25,700	24,900	97
	Between 5-24%	ILLINOIS		
Crawford		7,600	7,300	96
Effingham		7,700	7,200	93
Jasper		3,500	3,300	94
INDIANA				
Fayette		8,500	8,200	97
Huntington		11,300	11,000	97
Newton		3,800	3,700	96
Pulaski		4,000	3,800	94
Ripley		6,800	6,500	95
Union	2,000	1,900	95	
Washington	6,100	5,700	94	
Wells	7,600	7,300	96	

WTVW, Evansville

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Effingham	7,700	7,200	93
	Hardin	1,800	1,700	95
	Jasper	3,500	3,300	94
	Marion	13,600	13,000	96
	Saline	9,700	9,200	94
	INDIANA			
	Orange	5,700	5,400	95
	Sullivan	6,900	6,600	96
	KENTUCKY			
Christian	15,200	14,500	95	
Edmonson	2,800	2,500	90	
Lyon	1,700	1,600	93	
Meade	5,500	5,400	97	

ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.

Call 800-638-0859 . . . Toll free

WTTV, Indianapolis

(ARB Data Continued)

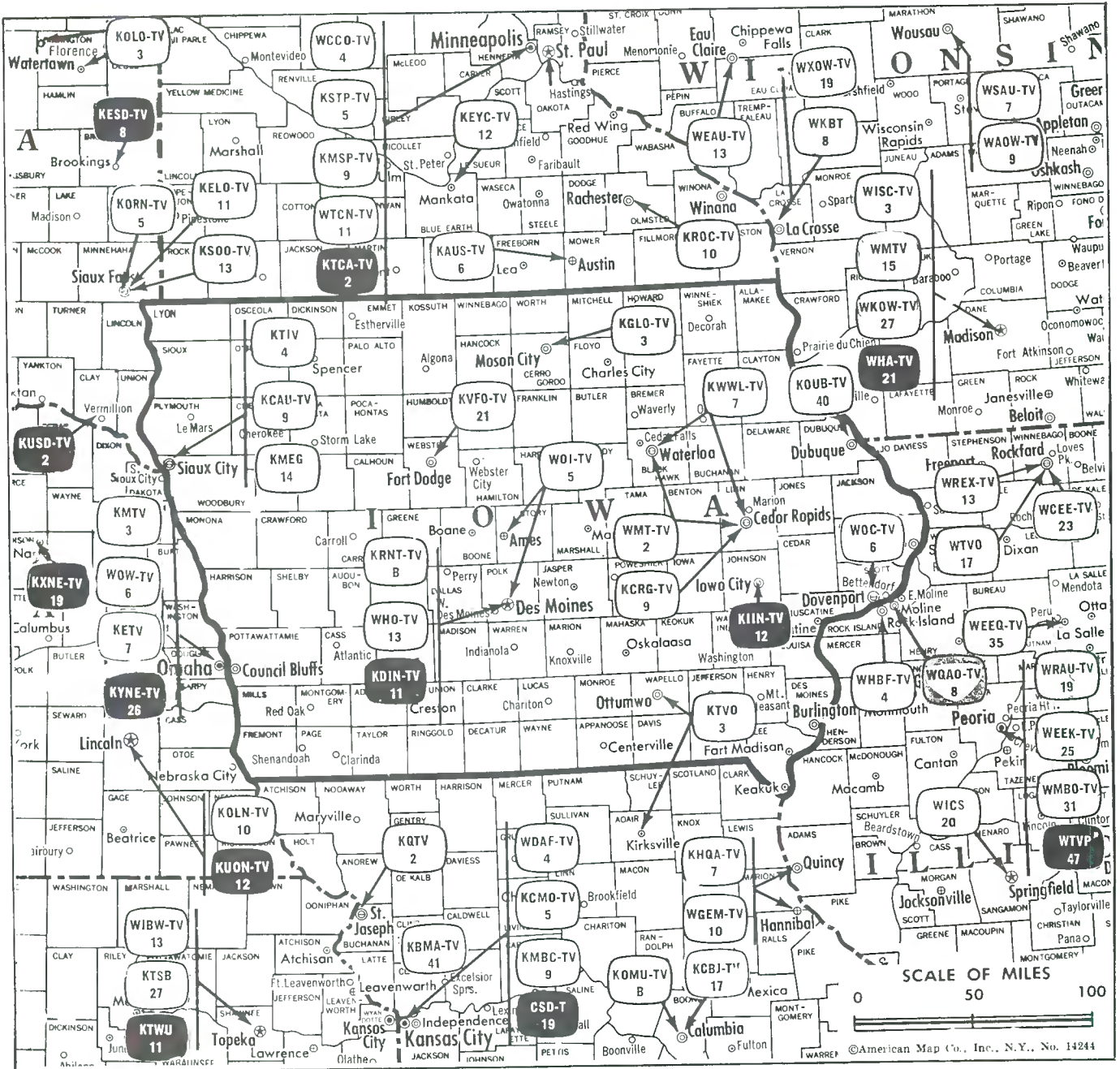
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Clark	5,800	5,500	95
	Crawford	7,600	7,300	96
	Edgar	7,700	7,400	96
	Vermillion	32,300	31,100	96
	INDIANA			
	Benton	3,500	3,400	96
	Blackford	5,200	5,000	97
	Carroll	6,000	5,800	97
	Daviess	8,800	8,300	94
	Fayette	8,500	8,200	97
	Grant	26,200	25,200	96
	Howard	26,600	25,900	97
	Jefferson	8,300	8,000	96
	Knox	13,800	13,300	96
	Orange	5,700	5,400	95
	Randolph	9,900	9,600	96
	Ripley	6,800	6,500	95
	Scott	5,300	5,000	94
	Warren	2,700	2,600	95
Washington	6,100	5,700	94	
Wayne	25,700	24,900	97	
White	7,000	6,700	96	
KENTUCKY				
Trimble	1,700	1,600	96	

Between 5-24%	ILLINOIS			
	Coles	15,300	14,700	96
	Cumberland	3,300	3,100	94
	Jasper	3,500	3,300	94
	INDIANA			
	Lawrence	6,100	5,800	95
	INDIANA			
	Crawford	2,800	2,600	92
	Dubois	8,700	8,200	94
	Franklin	4,700	4,400	94
Jay	7,600	7,200	95	
Pike	4,400	4,100	94	
KENTUCKY				
Carroll	2,800	2,700	95	

WTWO, Terre Haute

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS—(Continued)			
	Fayette	6,800	6,400	94
	Shelby	7,500	7,000	94
	Vermillion	32,300	31,100	96
	Wabash	4,400	4,200	94
	INDIANA			
	Benton	3,500	3,400	96
	Gibson	10,500	10,100	96
	Montgomery	11,300	11,000	97
	Morgan	13,600	13,200	97
Orange	5,700	5,400	95	
Wabash	11,200	10,700	95	



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Davenport-Rock-Island-Moline (Quad City)	294,400	71	267,900	68
Cedar Rapids-Waterloo	268,200	76	273,600	64
Des Moines	241,100	87	257,300	70
Sioux City	167,100	115	133,600	115
Rochester-Mason City-Austin	150,200	127	127,500	119
Ottumwa-Kirkville	96,900	164	31,900	190
Ft. Dodge	34,100	202	*	*
Dubuque	21,300	214	*	*

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1429 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

Iowa

Iowa Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	10	3	13
<input type="checkbox"/> Educational Television Stations	2	0	2
			15

State Educational Technical Facilities (Complete Data in Educational Directory)

KDIN-TV Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Ia. (50306).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw max. & 221-kw horizontal visual, 31.6-kw max. & 22.1-kw horizontal aural. Antenna: 1973-ft. above av. terrain, 2000-ft. above ground, 2988-ft. above sea level.

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

KIIN-TV Iowa City

Ch. 12

Non-Commercial Educational Station

Grantee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines (50306).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1449-ft. above ground, 2249-ft. above sea level.

Latitude	41°	43'	14.5"
Longitude	91°	20'	29.5"

WMT-TV, Cedar Rapids

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA—(Continued)			
	Jasper	11,700	11,400	97
	Louisa	3,400	3,300	96
	Muscatine	12,100	11,800	97
	Wapello	14,500	14,100	97
Between 5-24 %	Worth	3,000	2,900	97
	Wright	5,700	5,500	97
	MINNESOTA			
	Houston	4,900	4,700	96
	WISCONSIN			
	Lafayette	5,200	5,000	96
	Vernon	7,800	7,400	95

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.)

KAUS-TV & KROC-TV, Mason City

(See Austin & Rochester, Minn.)

KCRG-TV & WMT-TV, Waterloo

(See Cedar Rapids, Ia.)

KCRG-TV, Cedar Rapids-Waterloo

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA—(Continued)			
	Hamilton	6,200	6,000	97
	Henry	6,000	5,700	94
	Jasper	11,700	11,400	97
	Lee	14,100	13,700	97
	Louisa	3,400	3,300	96
Between 5-24 %	Mitchell	3,900	3,800	97
	Monroe	3,200	3,100	96
	Muscatine	12,100	11,800	97
	Wapello	14,500	14,100	97
	Wright	5,700	5,500	97
	WISCONSIN			
	Iowa	5,500	5,200	95
	Lafayette	5,200	5,000	96

Iowa—Cedar Rapids-Waterloo



KCRG-TV



Ch. 9

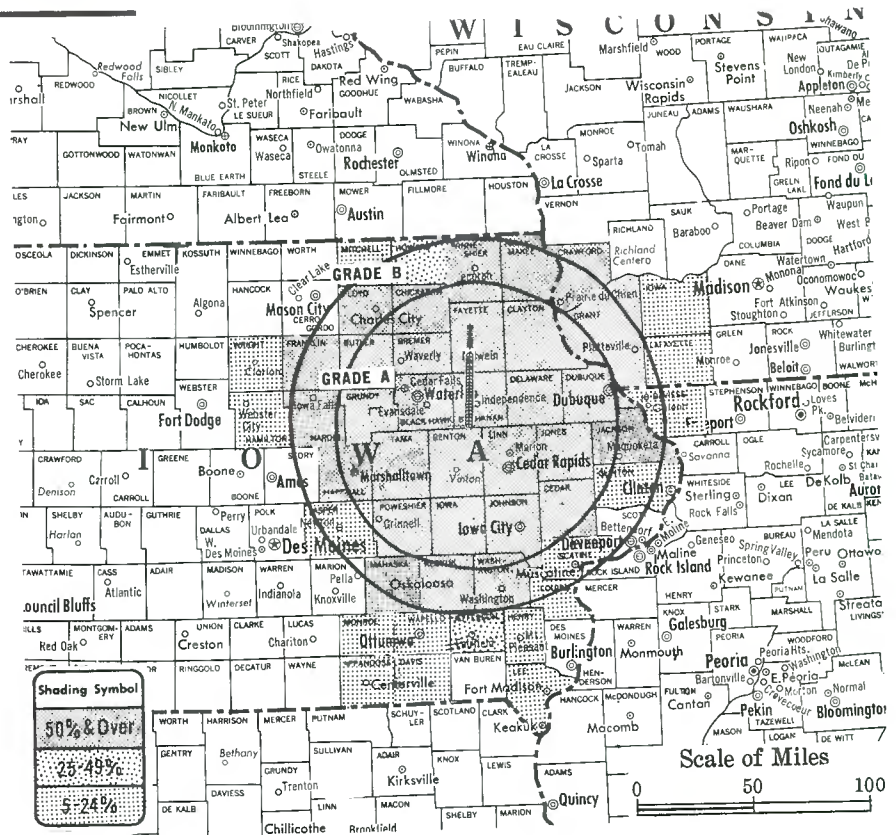
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2934-ft. above sea level.

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

Transmitter: 4.5-mi. NW of Walker.
Color: Network, live, film, slide & tape.

News Wire Service: AP.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCRG-TV Ref: FCC File No. BNPCT-6432 Granted 1/11/67

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

KCRG-TV

Licensee: Cedar Rapids Television Co., 500 Third Ave. SE, Cedar Rapids, Ia. (52406).

Studio: First St. at First Ave. S.W.

Telephone: 319-366-7891. 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 & Rowe.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOSEPH F. HLADKY JR., president.
ED LASKO, general manager.
RONALD L. STACK, general sales manager.
EDNA A. HERBST, promotion, publicity & public affairs.
JACK GILBERT, program director.
WALTER ALLISS, chief engineer.
ERV SHOEMAKER, creative director.

DIGEST OF RATE CARD NO. III—(Sept. 22, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$775.00	\$465.00	\$280.00	\$180.00	Graded rates apply*

*Highest rate: \$382.

NETWORK BASE HOURLY RATE: \$771.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	4,500	4,300	96
	Benton	7,600	7,400	98
	Black Hawk	40,200	39,300	98
	Bremer	6,900	6,700	97
Buchanan	6,600	6,400	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA—(Continued)			
	Butler	5,700	5,500	96
	Cedar	5,400	5,300	97
	Chickasaw	4,500	4,300	96
	Clayton	6,500	6,200	95
	Delaware	5,500	5,300	97
	Dubuque	24,900	23,900	96
	Fayette	8,500	8,200	97
	Floyd	6,400	6,200	97
	Franklin	4,600	4,500	98
	Grundy	4,700	4,600	98
	Hardin	7,500	7,300	97
	Iowa	5,000	4,800	96
	Jackson	6,400	6,100	96
	Johnson	23,600	22,400	95
	Jones	5,900	5,800	97
	Keokuk	4,800	4,600	95
	Linn	51,700	50,600	98
	Mahaska	7,600	7,300	96
	Marshall	13,600	13,400	98
Poweshiek	6,400	6,200	97	
Tama	6,600	6,400	97	
Washington	6,300	6,000	95	
Winneshiek	6,200	5,900	95	
WISCONSIN	Crawford	4,300	4,100	96
	Grant	13,600	12,800	94
Between 25-49%	IOWA			
	Howard	3,600	3,400	93
Jefferson	5,300	5,100	96	
Between 5-24%	ILLINOIS			
	Jo Daviess	6,800	6,400	94
Between 5-24%	IOWA			
	Appanoose	5,400	5,100	95
	Clinton	18,000	17,600	98
Davis	2,900	2,800	96	

(Continued on page 274-b)

Station Totals	445,500	430,800	97
Net Weekly Circulation (1970-71)			267,000
Average Daily Circulation (1970-71)			160,100

Iowa—Cedar Rapids-Waterloo



WMT-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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 kHz (CBS).

FM Affiliate: WMT-FM, 32-kw, 96.5 MHz (No. 243) 540-ft.

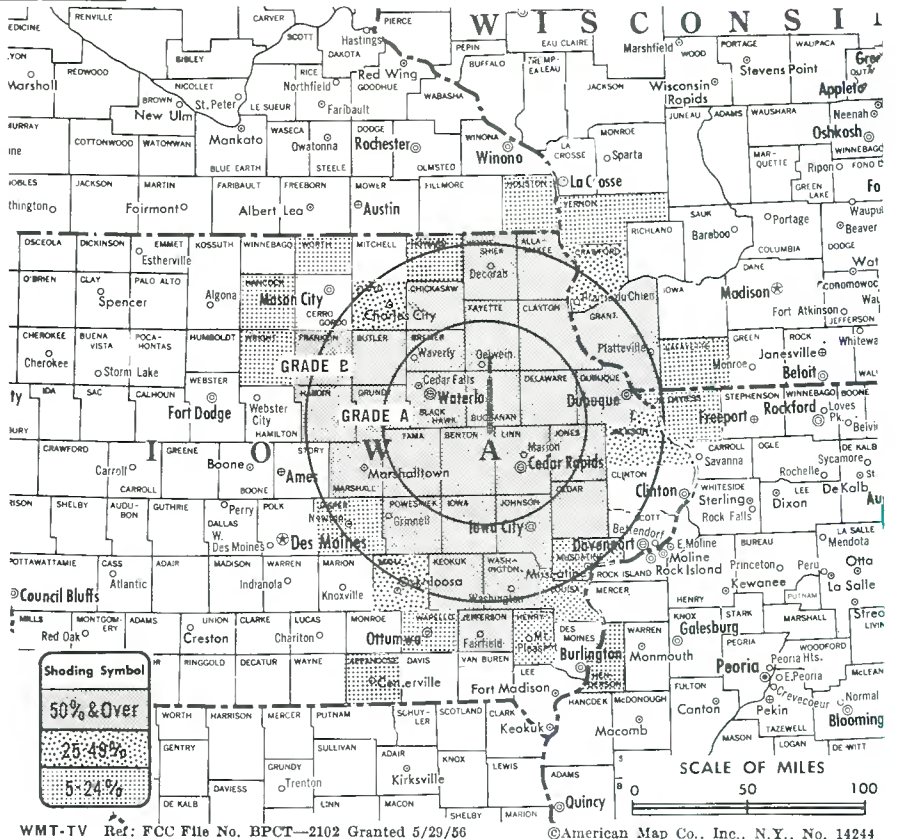
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMT-TV

Licensee: WMT Inc., Box 2147, Cedar Rapids (52406).

Ownership: WMT Inc., wholly-owned subsidiary of Orion Bcstg. Inc. For other interests, see WAVE-TV, Louisville, Ky.

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

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

RALPH S. JACKSON, president.
LEW VAN NOSTRAND, vice president & general manager.
DOUGLAS B. GRANT, v.p., TV operations & film buyer.
T. BALLARD MORTON JR., secretary-treasurer.
JOHN STOCK, assistant secretary-treasurer.
WILLIAM ALFORD, director of sales.
BRUCE ANDERSON, creative & promotional director.
GRANT PRICE, director news & public affairs.
BOB NANCE, farm director.
ROSS L. WILSON, chief engineer.

DIGEST OF RATE CARD NO. A27—(Jan. 31, 1972)

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: \$250.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	4,500	4,300	96
	Benton	7,600	7,400	98
	Black Hawk	40,200	39,300	98
	Bremer	6,900	6,700	97
	Buchanan	6,600	6,400	97
	Butler	5,700	5,500	96

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA—(Continued)				
	Cedar	5,400	5,300	97
	Chickasaw	4,500	4,300	96
	Clayton	6,500	6,200	95
	Delaware	5,500	5,300	97
	Dubuque	24,900	23,900	96
	Fayette	8,500	8,200	97
	Franklin	4,600	4,500	98
	Grundy	4,700	4,600	98
	Hardin	7,500	7,300	97
	Iowa	5,000	4,800	96
50% & Over	Jefferson	5,300	5,100	96
	Johnson	23,600	22,400	95
	Jones	5,900	5,800	97
	Keokuk	4,800	4,600	95
	Linn	51,700	50,600	98
	Marshall	13,600	13,400	98
	Poweshiek	6,400	6,200	97
	Tama	6,600	6,400	97
	Washington	6,300	6,000	95
	Winneshiek	6,200	5,900	95
WISCONSIN				
	Grant	13,600	12,800	94
Between 25-49%	IOWA			
	Floyd	6,400	6,200	97
	Jackson	6,400	6,100	96
	Mahaska	7,600	7,300	96
WISCONSIN				
	Crawford	4,300	4,100	96
ILLINOIS				
	Henderson	2,800	2,700	95
	Jo Daviess	6,800	6,400	94
Between 5-24%	IOWA			
	Appanoose	5,400	5,100	95
	Hancock	4,200	4,100	97
	Henry	6,000	5,700	94
	Howard	3,600	3,400	93
(Continued on page 274-b)				
Station Totals		414,400	400,400	97
Net Weekly Circulation (1970-71)			268,200	
Average Daily Circulation (1970-71)			194,800	

Iowa—Davenport



WOC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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' 50"
Longitude 90° 28' 36"

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

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

News Wire Service: AP, UPI.

News Film Service: NBC.

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

FM Affiliate: WOC-FM, 43-kw, 103.7 MHz (No. 279), 860-ft.

Studio: 805 Brady St.

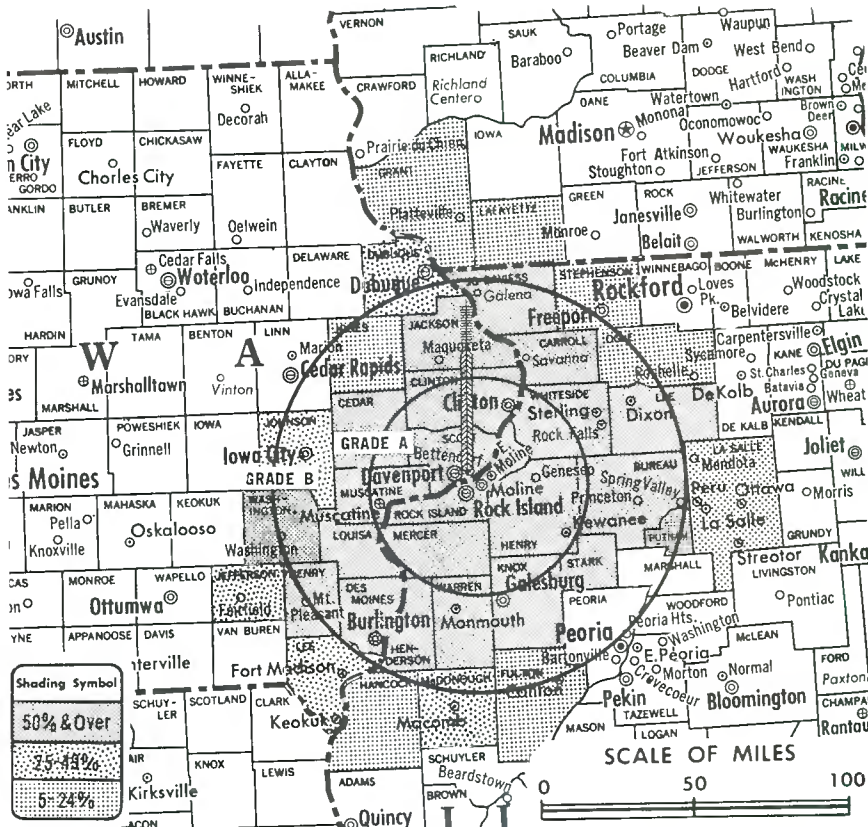
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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).

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.
WAYNE BLICK, secretary.
LEE MARTS, general manager.
HAROLD R. HEATH, sales manager.
ED ZACK, program director.
JACK THOMSEN, news director.
COY BULLARD, director of engineering.

DIGEST OF RATE CARD NO. 23—(Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	
Class AA—6:30-10 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$250.00	\$275.00*	\$250.00*

*Class AA—6:29-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bureau	12,900	12,400	96
	Carroll	6,300	6,100	97
	Henderson	2,800	2,700	95
	Henry	17,800	17,300	97
	Jo Daviess	6,800	6,400	94
	Knox	20,500	20,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Lee	11,000	10,700	97
	Mercer	5,600	5,500	98
	Putnam	1,700	1,600	93
	Rock Island	54,700	53,700	98
	Stark	2,600	2,500	97
	Warren	7,100	6,900	97
	Whiteside	19,700	19,100	97
50% & Over	IOWA			
	Cedar	5,400	5,300	97
	Clinton	18,000	17,600	98
	Des Moines	15,800	15,300	97
	Henry	6,000	5,700	94
	Jackson	6,400	6,100	96
	Louisa	3,400	3,300	96
	Muscatine	12,100	11,800	97
	Scott	45,800	44,800	98
	Washington	6,300	6,000	95
Between 25-49%	ILLINOIS			
	Mc Donough	10,500	10,100	96
	IOWA			
	Dubuque	24,900	23,900	96
	Jefferson	5,300	5,100	96
	Johnson	23,600	22,400	95
	Lee	14,100	13,700	97
Between 5-24%	ILLINOIS			
	Fulton	14,800	14,200	96
	Hancock	7,900	7,600	97
	La Salle	36,300	34,900	96
	Ogle	13,900	13,400	97
	Stephenson	16,300	15,700	96
IOWA				
Jones	5,900	5,800	97	
WISCONSIN				
Grant	13,600	12,800	94	
Lafayette	5,200	5,000	96	
Station Totals		481,000	465,400	97
Net Weekly Circulation (1970-71)			294,300	
Average Daily Circulation (1970-71)			200,000	

Iowa—Des Moines



KRNT-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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"

Requests CP for change to 316-kw max. & 197-kw horizontal visual, 47.4-kw max. & 29.5-kw horizontal aural, 1939-ft. above av. terrain, 1997-ft. above ground, 2962-ft. above sea level, lat. 41° 48' 34", long. 93° 37' 15", transmitter to 1-mi. SW of Alleman, Iowa.

Transmitter: KRNT Center.

TV tape: Recording facilities.

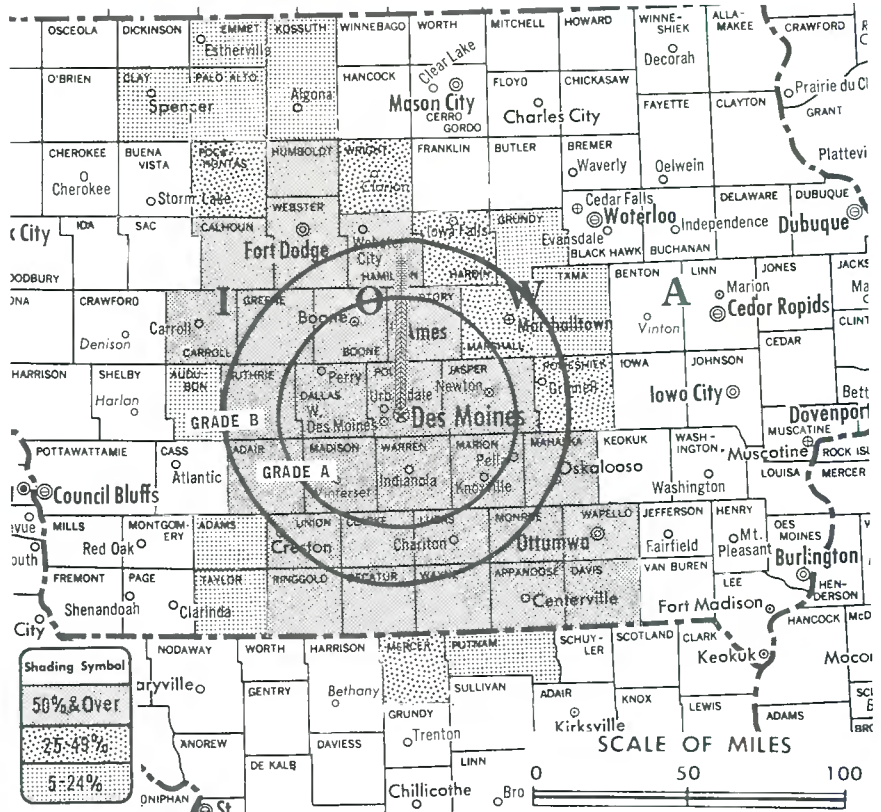
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

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

FM Affiliate: KRNT-FM, 100-kw, 102.5 MHz (No. 273), 510-ft.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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. (50308).

Telephone: 515-243-4141.

Ownership: Cowles Communications, 100%. Cowles Communications also owns 100% of radio affiliate KRNT; WESH-TV, Daytona Beach-Orlando, Fla. & radio WREC, Memphis, Tenn. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 100% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Marmet & Webster.

Personnel:

WILLIAM HIPPEE, president & general manager.
JOE HUDGENS, program director & film buyer.
NOLAN QUAM, general sales manager.
GUY KOENIGSBERGER, promotion manager.
JAKE SNELLER, chief engineer.
DICK PERCIVAL, business manager.

DIGEST OF RATE CARD NO. A22 (Feb. 15, 1971)

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.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,400	3,300	97
	Appanoose	5,400	5,100	95
	Boone	8,700	8,500	98
	Calhoun	4,700	4,500	97
	Carroll	6,700	6,600	98
	Clarke	2,700	2,600	96
	Dallas	8,900	8,700	97
	Davis	2,900	2,800	96
	Decatur	3,100	2,900	93
	Greene	4,500	4,400	98
	Guthrie	4,300	4,200	97
	Hamilton	6,200	6,000	97
	Humboldt	4,200	4,000	96
	Jasper	11,700	11,400	97
	Lucas	3,600	3,400	94
	Madison	4,000	3,900	98
	Mahaska	7,600	7,300	96
	Marion	8,400	8,100	97
	Monroe	3,200	3,100	96
Polk	96,000	93,800	98	
Ringgold	2,300	2,200	97	
Story	18,800	18,200	97	
Union	4,800	4,600	96	
Wapello	14,500	14,100	97	
Warren	8,500	8,300	98	
Wayne	3,200	3,000	94	
Webster	15,200	14,700	97	
Between 25-49%	IOWA			
	Hardin	7,500	7,300	97
	Marshall	13,600	13,400	98
	Pocahontas	4,100	3,900	96
	Poweshiek	6,400	6,200	97
Wright	5,700	5,500	97	
(Continued on page 289-b)				
Station Totals		350,900	340,100	97
Net Weekly Circulation (1970-71)			241,100	
Average Daily Circulation (1970-71)			176,900	

Iowa—Des Moines



WHO-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 223-kw horizontal visual, 47.9-kw max. & 33.3-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"

Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

TV tape: Recording facilities.

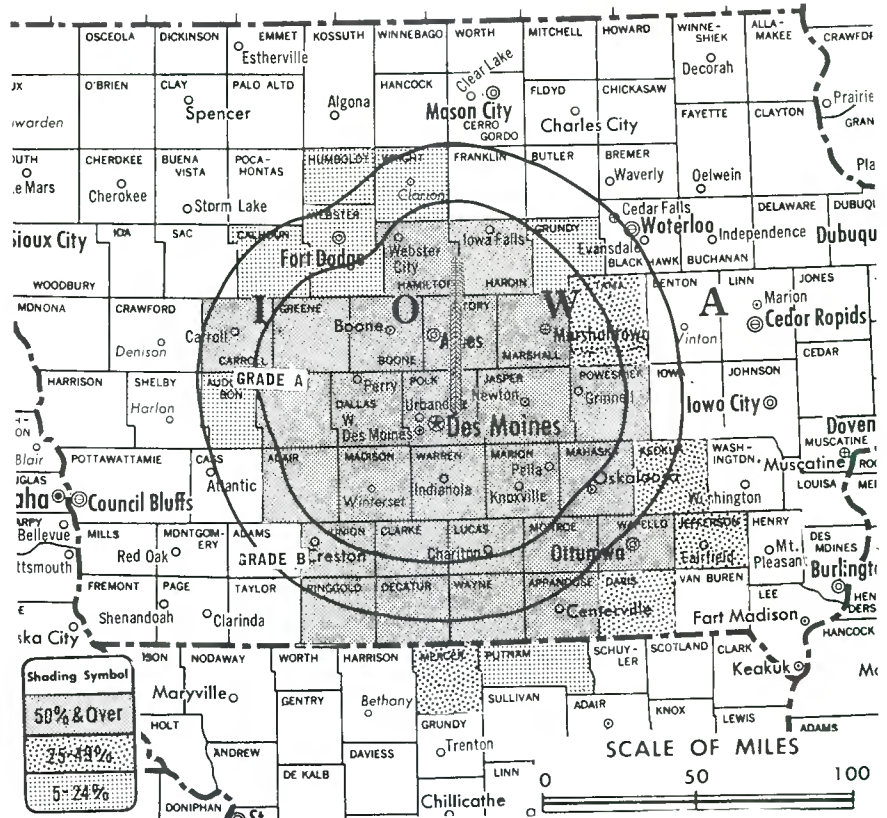
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

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

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



Total Households: ① MS1
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WHO-TV Ref: FCC File No. BMPCT-7337 Granted 12/27/71

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

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., 77.59%; Robert H. Harter, exec. v.p.; Wayne J. Blick, secy.; 19.23% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa (WOC-TV, WOC & WOC-FM); WNOG & WNFM (FM), Naples, Fla.; 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.
 ROBERT H. HARTER, exec. v.p. & general manager.
 GEORGE C. CARPENTER, sales manager.
 ALVIN H. BARCHESKI, program director.
 WARD E. McCLEARY, promotion manager.
 WAYNE J. BLICK, secretary & auditor.
 ROBERT G. ENGELHARDT, chief engineer.

DIGEST OF RATE CARD NO. 14—(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
 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 Households	%
50% & Over				
	IOWA			
	Adair	3,400	3,300	97
	Appanoose	5,400	5,100	95
	Boone	8,700	8,500	98
	Carroll	6,700	6,600	98
	Clarke	2,700	2,600	96
	Dallas	8,900	8,700	97
	Decatur	3,100	2,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
IOWA—(Continued)				
	Greene	4,500	4,400	98
	Guthrie	4,300	4,200	97
	Hamilton	6,200	6,000	97
	Hardin	7,500	7,300	97
	Jasper	11,700	11,400	97
	Lucas	3,600	3,400	94
	Madison	4,000	3,900	98
	Mahaska	7,600	7,300	96
	Marion	8,400	8,100	97
	Marshall	13,600	13,400	98
	Monroe	3,200	3,100	96
	Polk	96,000	93,800	98
	Poweshiek	6,400	6,200	97
	Ringgold	2,300	2,200	97
	Story	18,800	18,200	97
	Union	4,800	4,600	96
	Wapello	14,500	14,100	97
	Warren	8,500	8,300	98
	Wayne	3,200	3,000	94
Between 25-49%				
	IOWA			
	Davis	2,900	2,800	96
	Jefferson	5,300	5,100	96
	Keokuk	4,800	4,600	95
	Tama	6,600	6,400	97
	MISSOURI			
	Mercer	2,000	1,900	93
Between 5-24%				
	IOWA			
	Audubon	3,200	3,100	97
	Calhoun	4,700	4,500	97
	Grundy	4,700	4,600	98
	Humboldt	4,200	4,000	96
	Webster	15,200	14,700	97
	Wright	5,700	5,500	97
	MISSOURI			
	Putnam	2,300	2,200	97
Station Totals		329,600	320,000	97
Net Weekly Circulation (1970-71)			224,900	
Average Daily Circulation (1970-71)			152,400	

Iowa—Ames-Des Moines



WOI-TV



Ch. 5

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

Latitude 41° 48' 33"

Longitude 93° 36' 53"

Transmitter: 1-mi. S of Alleman.

Studio: WOI-TV Bldg.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

AM Affiliate: WOI, 5-kw, 640 kHz.

FM Affiliate: WOI-FM, 100-kw, 90.1 MHz (No. 211), 530-ft.

Represented (engineering) by Jansky & Bailey.

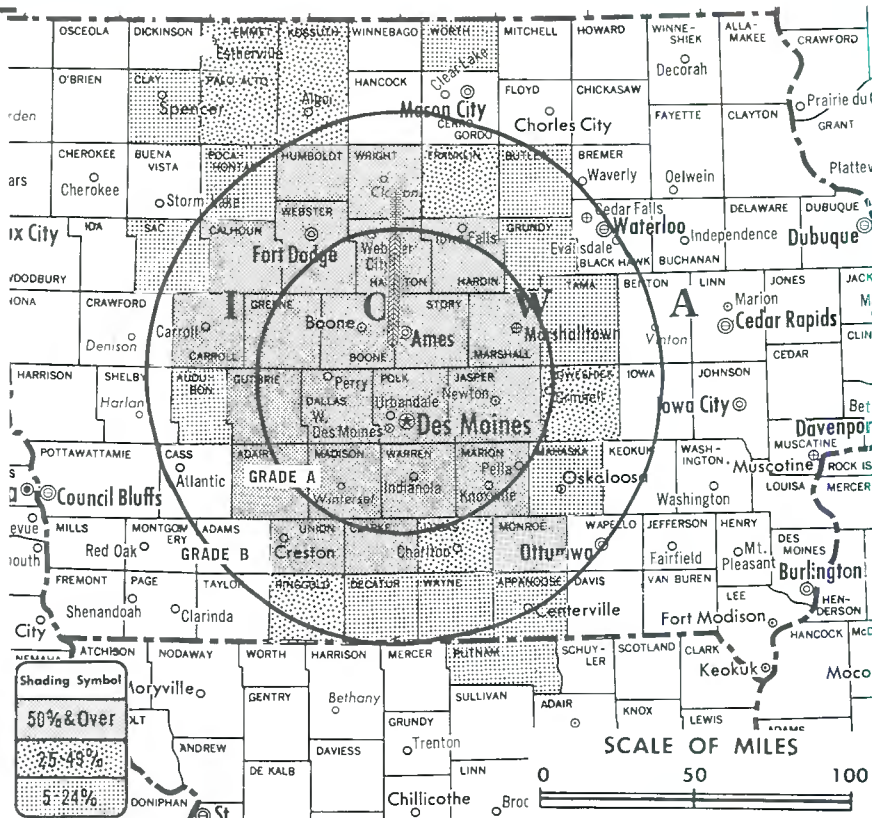
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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 Cohn & Marks.

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.

RALPH WILLEY, sales service & promotion manager.

JANIS MARVIN, traffic & merchandising manager.

TOM WHEELER, film director.

KEITH KETCHAM, chief engineer.

DIGEST OF RATE CARD NO. 14

(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: \$701.

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
	Adair	3,400	3,300	97
	Boone	8,700	8,500	98
	Calhoun	4,700	4,500	97
	Carroll	6,700	6,600	98
	Clarke	2,700	2,600	96
	Dallas	8,900	8,700	97
	Greene	4,500	4,400	98
	Guthrie	4,300	4,200	97
	Hamilton	6,200	6,000	97
50% & Over				

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA—(Continued)				
	Hardin	7,500	7,300	97
	Humboldt	4,200	4,000	96
	Jasper	11,700	11,400	97
	Madison	4,000	3,900	98
	Marion	8,400	8,100	97
50% & Over	Marshall	13,600	13,400	98
	Monroe	3,200	3,100	96
	Polk	96,000	93,800	98
	Story	18,800	18,200	97
	Union	4,800	4,600	96
	Warren	8,500	8,300	98
	Webster	15,200	14,700	97
	Wright	5,700	5,500	97
IOWA				
	Emmet	4,400	4,100	93
	Franklin	4,600	4,500	98
Between 25-49%	Kossuth	6,900	6,700	97
	Lucas	3,600	3,400	94
	Palo Alto	4,200	3,900	94
	Poweshiek	6,400	6,200	97
	Ringgold	2,300	2,200	97
IOWA				
	Appanoose	5,400	5,100	95
	Audubon	3,200	3,100	97
	Butler	5,700	5,500	96
	Clay	6,300	6,000	95
	Decatur	3,100	2,900	93
Between 5-24%	Grundy	4,700	4,600	98
	Mahaska	7,600	7,300	96
	Pocahontas	4,100	3,900	96
	Sac	5,200	5,000	96
	Tama	6,600	6,400	97
	Wayne	3,200	3,000	94
	Worth	3,000	2,900	97
MISSOURI				
	Putnam	2,300	2,200	97
Station Totals		344,500	334,000	97
Net Weekly Circulation (1970-71)			220,600	
Average Daily Circulation (1970-71)			127,300	

Iowa—Dubuque



KDUB-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 645-kw max. & 538-kw horizontal visual, 129-kw max. & 108-kw horizontal aural. Antenna: 793-ft. above av. terrain, 786-ft. above ground, 1635-ft. above sea level.

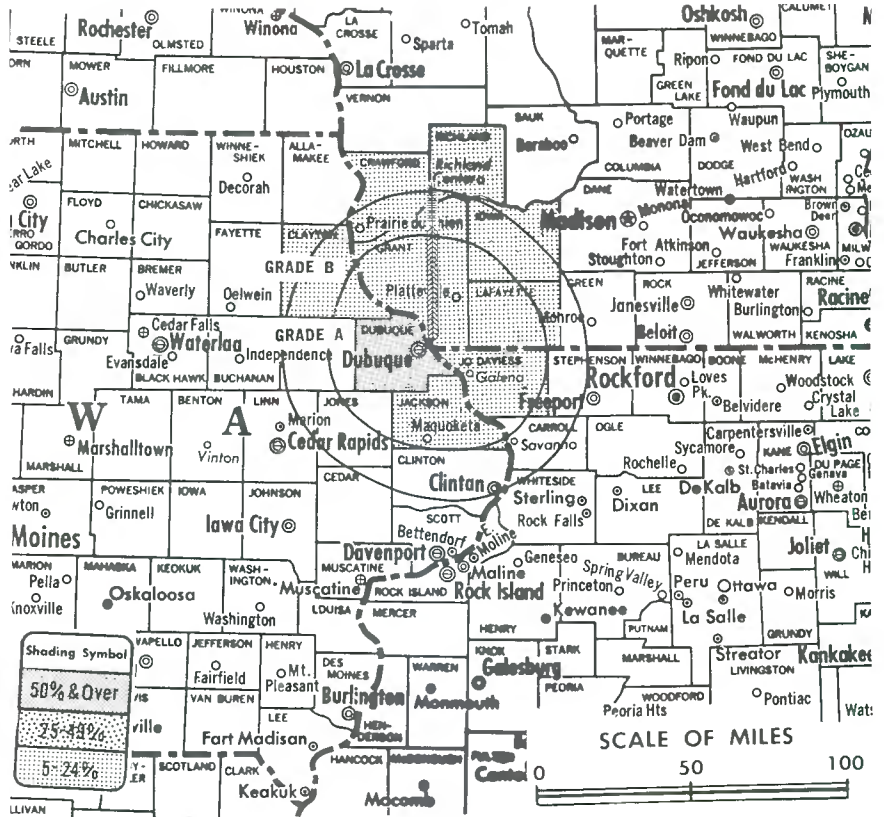
Latitude 42° 31' 05"
Longitude 90° 37' 16"

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

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI Consumer Market Data as of 1/1/72. TV Homes: TV% and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4-b).

KDUB-TV Ref: FCC File No. BMPT-7093 Granted 12/9/69

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KDUB-TV

Network Service: ABC.

Grantee: Dubuque Communications Corp., Box 1166, Dubuque, Ia. (52001).

Studio: Evergreen Park, Dubuque.

Telephone: 319-556-4040.

Ownership: Gerald J. & Timothy M. Green, 27.45% each; H. J. Pohlman & Cy N. Lampe, 7.6% each; Nicholas J. Schrup, 6.1%; N. J. Schrup, 4.6% individually & 1.5% as custodian; Arnold J. Fladoos, 4.6%; Richard J. Smith, 4.4%; Gene J. Schilling & Dayton G. Howe, 3% each; 3 others, none with as much as 2%.

Began Operation: June 1, 1970.

Represented (sales) by The Meeker Co.

Represented (legal) by Mallick & Bernton.

Represented (engineering) by Kean, Sklom & Stephens.

Personnel:

- GERALD GREEN, president & general manager.
- KEN ELKINS, station manager.
- EARL GOODRICK, production director.
- JIM ESMOIL, news director.
- W. J. McNAMARA, sales manager.
- BOB ROWELL, assistant chief engineer.

DIGEST OF RATE CARD NO. 1 (June 1970)

30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$200.00	\$150.00	\$100.00	\$69.00	\$52.75	\$34.50

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Dubuque	24,900	23,900	96
	ILLINOIS Jo Daviess	6,800	6,400	94
Between 5-24%	IOWA Clayton	6,500	6,200	95
	IOWA Jackson	6,400	6,100	96
	WISCONSIN Crawford	4,300	4,100	96
	Grant	13,600	12,800	94
	Iowa Lafayette	5,200	5,000	96
	Richland	5,300	5,000	95
Station Totals		78,500	74,700	95
Net Weekly Circulation (1970-71)				21,300
Average Daily Circulation (1970-71)				12,300

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Iowa—Fort Dodge

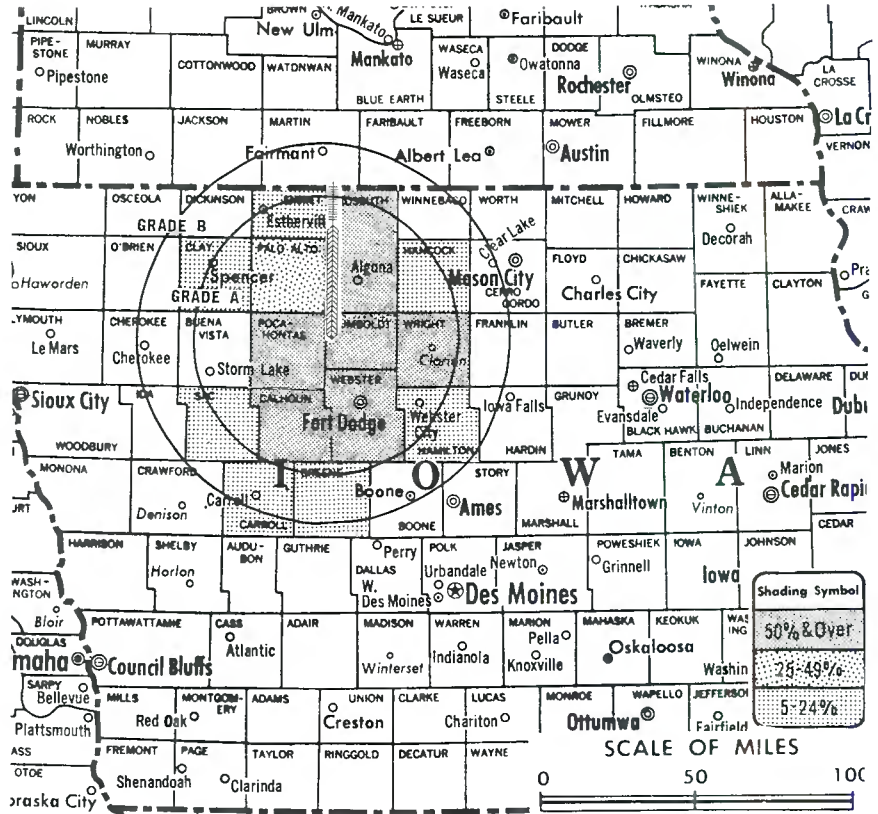
KVFD-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 872-kw max. & 414-kw horizontal visual, 87.2-kw max. & 41.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1206-ft. above ground, 2362-ft. above sea level.

Latitude 42° 49' 03"
Longitude 94° 24' 41"

Transmitter: 1-mi N of Bradgate.
Color: Network, live, film, slide & tape.
News Wire Service: AP.
Represented (sales) by Howard Television.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KVFD-TV Ref: FCC File No. BPCT-4251 Granted 10/29/69

©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., 18.9%; 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.

Personnel:

EDWARD BREEN, president & film buyer.
EVE RUBENSTEIN, station manager.
LYLE BARTLETT, program director.
DAVID SINCLAIR, vice president, engineering.

DIGEST OF RATE CARD NO. 7—(Aug. 1, 1971)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.				
\$300.00	\$195.00	\$60.00*	\$60.00*	\$50.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Calhoun	4,700	4,500	97
	Humboldt	4,200	4,000	96
	Kossuth	6,900	6,700	97
	Pocahontas	4,100	3,900	96
	Webster	15,200	14,700	97
Wright	5,700	5,500	97	
Between 25-49%	IOWA			
	Palo Alto	4,200	3,900	94
Between 5-24%	IOWA			
	Carroll	6,700	6,600	98
	Clay	6,300	6,000	95
	Emmet	4,400	4,100	93
	Greene	4,500	4,400	98
	Hamilton	6,200	6,000	97
	Hancock	4,200	4,100	97
Sac	5,200	5,000	96	
Station Totals		82,500	79,400	96
Net Weekly Circulation (1970-71)				34,100
Average Daily Circulation (1970-71)				19,600

Iowa—Mason City



Technical Facilities: Channel No. 3 (60-66 MHz). 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° 22' 25"
Longitude 92° 50' 00"

Transmitter: 4-mi. E of St. Ansgar, Ia.

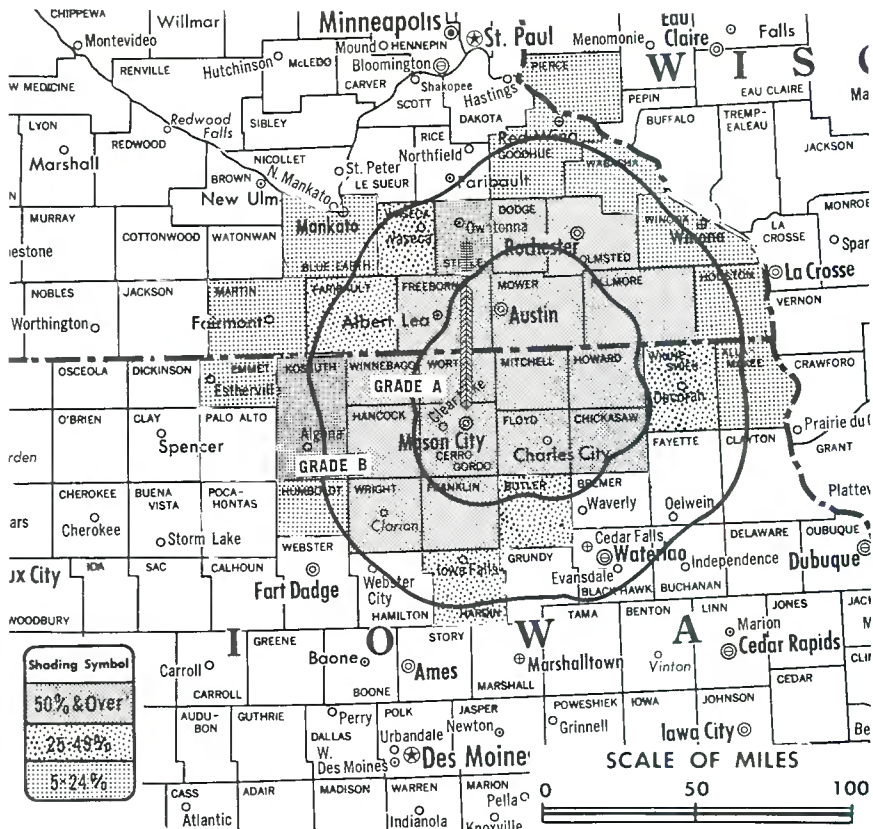
Studio: 2nd & Pennsylvania Ave.

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

News Wire Service: UPI.

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

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KGLO-TV Ref: FCC File No. BPCT--3275 Granted 3/10/65

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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 Steel, Andrus & Adair.
Personnel:
MERRITT MILLIGAN, general manager, broadcast divisions.
LLOYD D. LOERS, general manager.
ROBERT G. FRUEHE, national sales manager.
HOWARD KENNEDY, program director.
BART CURRAN, production director.
KEN KEW, news director.
AL HEINZ, farm director.
DAVID R. SAPPENFIELD, chief engineer.

DIGEST OF RATE CARD NO. 15A—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class 1—6:59-10:01 p.m., daily.	\$450.00	\$270.00	\$180.00	\$140.00	\$100.00	\$65.00 \$45.00

DIGEST OF RATE CARD NO. 15*

\$700.00	\$420.00	\$280.00	\$200.00	\$155.00	\$95.00	\$60.00
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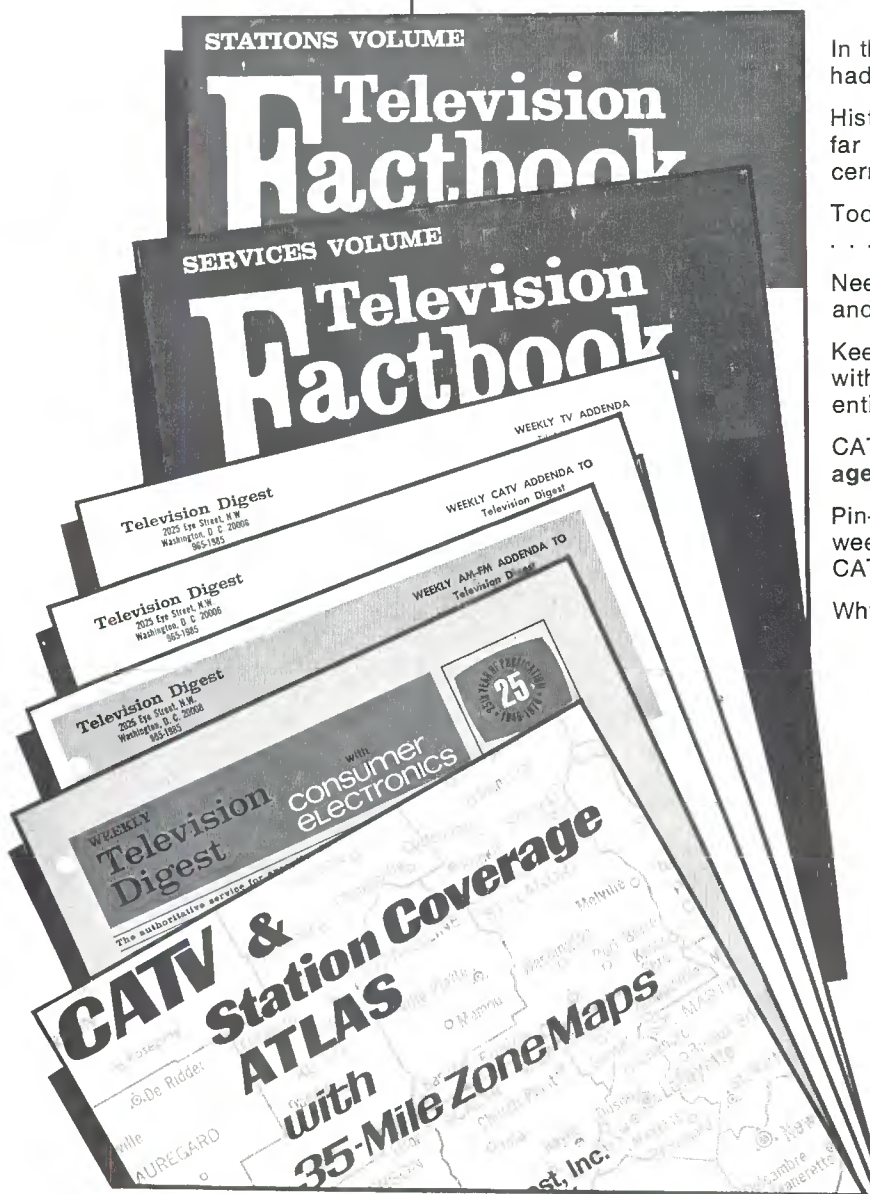
*Sold nationally in combination with KEYC-TV Mankato, Minn.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	16,600	16,200	97
	Chickasaw	4,500	4,300	96
	Floyd	6,400	6,200	97
	Franklin	4,600	4,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA—(Continued)			
	Hancock	4,200	4,100	97
	Howard	3,600	3,400	93
	Kossuth	6,900	6,700	97
	Mitchell	3,900	3,800	97
	Winnebago	4,300	4,200	97
	Worth	3,000	2,900	97
	Wright	5,700	5,500	97
	MINNESOTA			
	Dodge	4,000	3,800	95
Fillmore	7,000	6,700	96	
Freeborn	11,800	11,400	97	
Mower	13,400	13,100	98	
Olmsted	26,400	25,700	97	
Steele	8,400	8,200	97	
Between 25-49%	IOWA			
	Butler	5,700	5,500	96
	Hardin	7,500	7,300	97
	Winneshiek	6,200	5,900	95
	MINNESOTA			
Faribault	6,900	6,600	96	
Waseca	5,300	5,100	97	
Between 5-24%	IOWA			
	Allamakee	4,500	4,300	96
	Emmet	4,400	4,100	93
	Humboldt	4,200	4,000	96
	MINNESOTA			
	Blue Earth	15,500	14,900	96
	Goodhue	11,200	10,800	97
	Houston	4,900	4,700	96
	Martin	8,100	7,800	96
	Wabasha	5,400	5,200	97
Winona	13,200	12,600	95	
WISCONSIN				
Pierce	7,700	7,500	97	
Station Totals		245,400	237,000	97
Net Weekly Circulation (1970-71)			122,600	
Average Daily Circulation (1970-71)			80,800	

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Iowa—Ottumwa—Kirksville, Mo.



KTVO
Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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.: 910-520-1455.

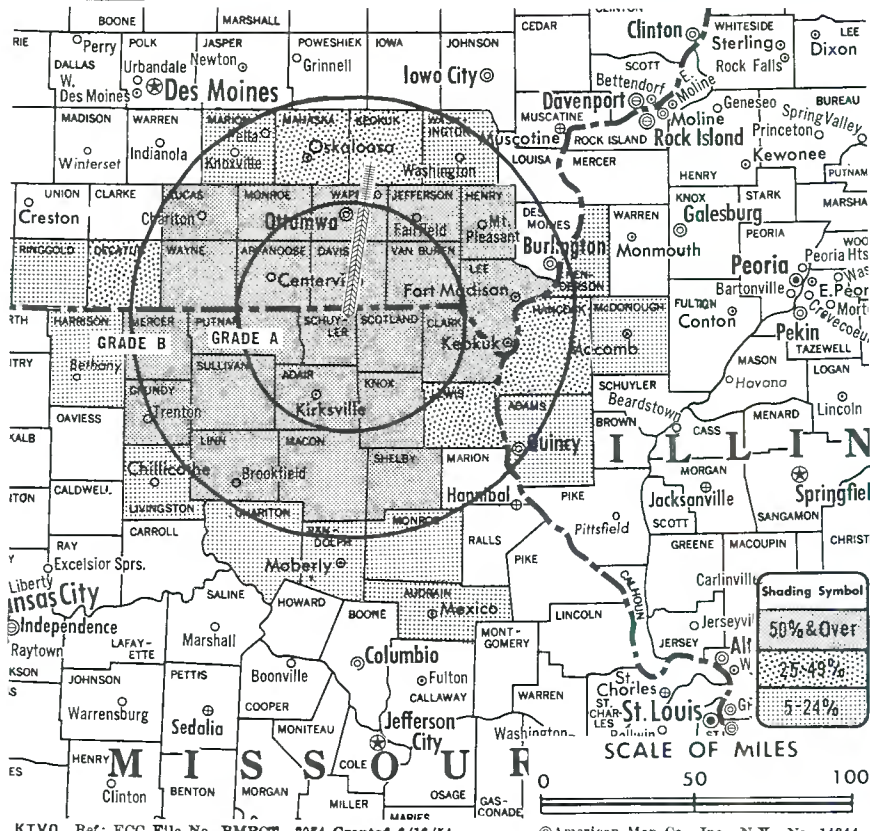
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Cohen & Dippell.

Represented (sales) by H-R Television.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KTVO Ref: FCC File No. BMPCT-2074 Granted 6/16/54

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

KTVO

Network Service: ABC; also NBC & CBS.

Licensee: KTVO Inc., 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, v.p. & 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.

Personnel:

ALVINA BRITZ, general manager.
JACK PARIS, station manager.
GARY CUNNINGHAM, film buyer.
GERALD F. DREGER, chief engineer.
TOM GAGNON, sales manager.

DIGEST OF RATE CARD NO. 7—(June 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:29-10 p.m., daily.

\$350.00 \$210.00 \$150.00 \$120.00 \$85.00* \$85.00* \$51.00*

*Class AA

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Appanoose	5,400	5,100	95
	Davis	2,900	2,800	96
	Henry	6,000	5,700	94
	Jefferson	5,300	5,100	96
	Lee	14,100	13,700	97
	Lucas	3,600	3,400	94
	Monroe	3,200	3,100	96
	Van Buren	3,000	2,800	95
	Wapello	14,500	14,100	97
	Wayne	3,200	3,000	94

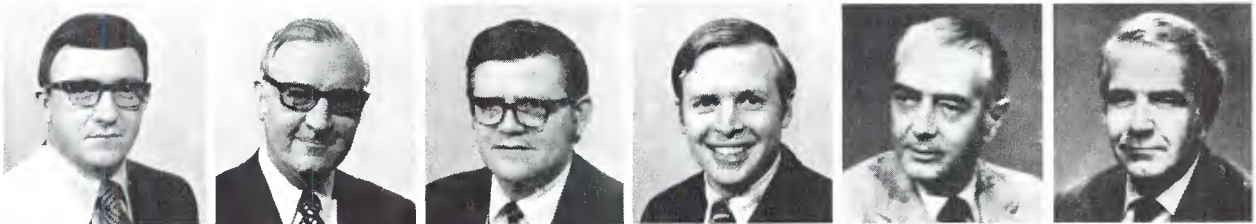
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Adair	7,800	7,500	96
	Clark	2,900	2,800	95
	Grundy	4,600	4,300	94
	Knox	2,100	2,000	96
	Linn	5,800	5,500	94
	Macon	6,200	5,900	95
	Mercer	2,000	1,900	93
	Putnam	2,300	2,200	97
	Schuyler	1,800	1,700	92
	Scotland	2,000	1,900	96
	Shelby	3,000	2,800	95
Sullivan	2,900	2,800	95	
Between 25-49%	ILLINOIS			
	Hancock	7,900	7,600	97
	IOWA			
Decatur	3,100	2,900	93	
Keokuk	4,800	4,600	95	
Mahaska	7,600	7,300	96	
Between 5-24%	MISSOURI			
	Lewis	3,600	3,400	95
	ILLINOIS			
Adams	23,600	22,900	97	
Henderson	2,800	2,700	95	
Mc Donough	10,500	10,100	96	
Between 5-24%	IOWA			
	Marion	8,400	8,100	97
	Ringgold	2,300	2,200	97
	Washington	6,300	6,000	95
Between 5-24%	MISSOURI			
	Audrain	8,700	8,400	96
	Chariton	3,900	3,600	93
	Harrison	3,900	3,700	95
	Livingston	5,600	5,300	94
	Monroe	3,300	3,200	96
	Perry	4,600	4,300	94
	Randolph	8,000	7,600	96
Station Totals	223,500	214,000	96	
Net Weekly Circulation (1970-71)			96,900	
Average Daily Circulation (1970-71)			60,000	

KTVO has demonstrated a remarkable growth in audience over last year.

KTVO Daytime . . . up 28%
KTVO 6 pm News . . . up 24%
KTVO Prime time . . . up 20%
KTVO 10 pm News . . . up 10%

In fact, KTVO has outgrown the conventional half-hour local news report which is the widely accepted format for most television stations. KTVO is pioneering an exciting new concept in regional news reporting, by gathering stories from Southern Iowa, Northern Missouri and Western Illinois: presenting the soft news features, sidelights to news happenings, in-depth interviews with news makers. These, along with the daily hard 'n' hot news, are presented on Channel 3 in a 90-minute report to the Heartland, Monday through Friday at 5 p.m. Six top journalists, Chris Wilson, Kenn Sylvester, John McConnell, Dave Pierce, Howard K. Smith and Harry Reasoner, tell it like it is.

The results? Obvious . . . KTVO viewers are aware!



"Serving the Heartland of America"



a Post Corporation station

Source: NSI Rating Reports, Average Audience four weeks ending 11/24/71 vs. 11/25/70. All audience data quoted are based upon estimates from the rating service cited. Qualifications available upon request.

Iowa—Sioux City



KCAU-TV



Ch. 9

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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

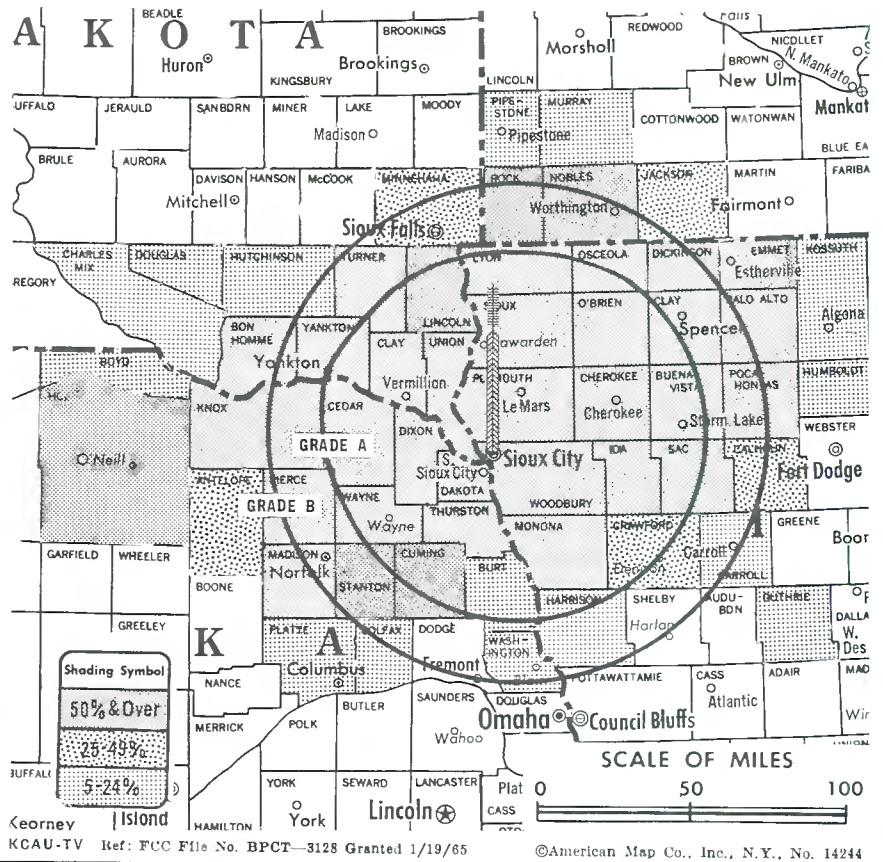
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 4-b).



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); Bob Hix Co. Inc. (Mountain States).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

WILLIAM F. TURNER, exec. vice president & general manager.
CLAIR W. GILES, assistant general manager.
PAUL J. O'BRYAN, general sales manager.
SCOTT MARRINER, local sales manager.
DAVID L. SLATER, operations manager.
BILL HARLING, production director.
CHARLES HARNESS, news director.
GLEN LARSEN, technical director.
JIM HENRY, promotion manager.
PAT FRANCIS, traffic manager.
GENE SHERMAN, sports director.
GEORGE LINBLADE, director of creative film services.

DIGEST OF RATE CARD NO. 18
(Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$180.00		\$125.00	\$62.00

NETWORK BASE HOURLY RATE: \$900.

For Group Ownership of Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Buena Vista	6,900	6,700	97
	Cherokee	5,700	5,500	97
	Clay	6,300	6,000	95
	Dickinson	4,300	4,100	95
	Emmet	4,400	4,100	93
	Ida	3,000	2,900	97
	Lyon	4,200	4,000	96
	Monona	4,300	4,100	96
	O'Brien	5,600	5,500	98
	Osceola	2,800	2,700	96
	Palo Alto	4,200	3,900	94
	Plymouth	7,300	7,100	97
	Pocahontas	4,100	3,900	96
	Sac	5,200	5,000	96
	Sioux	8,200	7,700	94
	Woodbury	33,300	32,500	98
	MINNESOTA			
	Nobles	7,100	6,900	97
50% & Over	Rock	3,400	3,300	98
	NEBRASKA			
	Cedar	3,200	3,100	97
	Cuming	3,800	3,600	96
	Dakota	4,000	3,900	98
	Dixon	2,500	2,400	97
	Holt	4,200	3,800	90
	Knox	3,700	3,400	92
	Madison	9,300	8,800	94
	Pierce	2,800	2,700	96
	Stanton	1,900	1,800	94
	Thurston	2,100	2,000	95
	Wayne	3,000	2,900	98
	SOUTH DAKOTA			
	Bon Homme	2,700	2,500	93
	Clay	3,800	3,700	97
	Lincoln	3,900	3,800	97
	Turner	3,400	3,300	96
	Union	3,100	3,100	98
	Yankton	5,200	5,000	96

(Continued on page 289-b)

Station Totals	293,700	282,900	96
Net Weekly Circulation (1970-71)			167,100
Average Daily Circulation (1970-71)			113,600

KRNT-TV, Des Moines

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI Mercer	2,000	1,900	93
	IOWA Adams	2,300	2,200	94
Between 5-24%	Audubon	3,200	3,100	97
	Clay	6,300	6,000	95
	Emmet	4,400	4,100	93
	Grundy	4,700	4,600	98
	Kossuth	6,900	6,700	97
	Palo Alto	4,200	3,900	94
	Tama	6,600	6,400	97
	Taylor	3,200	3,000	94
	MISSOURI Putnam	2,300	2,200	97

KCAU-TV, Sioux City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA Calhoun	4,700	4,500	97
	Crawford	6,000	5,800	97
	MINNESOTA Jackson	4,500	4,300	95
	NEBRASKA Antelope	3,200	3,000	93
	SOUTH DAKOTA Minnehaha	29,300	28,800	98
	IOWA Carroll	6,700	6,600	98
Between 5-24%	Guthrie	4,300	4,200	97
	Harrison	5,400	5,200	97
	Humboldt	4,200	4,000	96
	Kossuth	6,900	6,700	97
	MINNESOTA Murray	3,700	3,600	96
	Pipestone	4,000	3,900	96
	NEBRASKA Boyd	1,200	1,100	93
	Burt	3,400	3,300	98
	Colfax	3,300	3,100	94
	Platte	8,000	7,800	97
	Washington	4,300	4,200	98
	SOUTH DAKOTA Charles Mix	3,000	2,700	91
	Douglas	1,300	1,200	92
	Hutchinson	3,400	3,200	94

Iowa

KTIV, Sioux City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA Calhoun	4,700	4,500	97
	Crawford	6,000	5,800	97
	Lyon	4,200	4,000	96
	NEBRASKA Cuming	3,800	3,600	96
	SOUTH DAKOTA Lincoln	3,900	3,800	97
	Turner	3,400	3,300	96
Between 5-24%	IOWA Carroll	6,700	6,600	98
	MINNESOTA Jackson	4,500	4,300	95
	Nobles	7,100	6,900	97
	Rock	3,400	3,300	98
	NEBRASKA Boyd	1,200	1,100	93
	Burt	3,400	3,300	98
	Platte	8,000	7,800	97
	SOUTH DAKOTA Charles Mix	3,000	2,700	91
	Douglas	1,300	1,200	92
	Hutchinson	3,400	3,200	94
	Minnehaha	29,300	28,800	98

KWWL-TV, Waterloo-Cedar Rapids

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA Appanoose	5,400	5,100	95
	Henry	6,000	5,700	94
	Jasper	11,700	11,400	97
	Jefferson	5,300	5,100	96
	Louisa	3,400	3,300	96
	Mitchell	3,900	3,800	97
	Monroe	3,200	3,100	96
	Muscatine	12,100	11,800	97
	Wright	5,700	5,500	97
	WISCONSIN Lafayette	5,200	5,000	96

Hogan - Feldmann, Inc.
 MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Iowa—Sioux City



KMEG

Ch. 14



Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural, 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

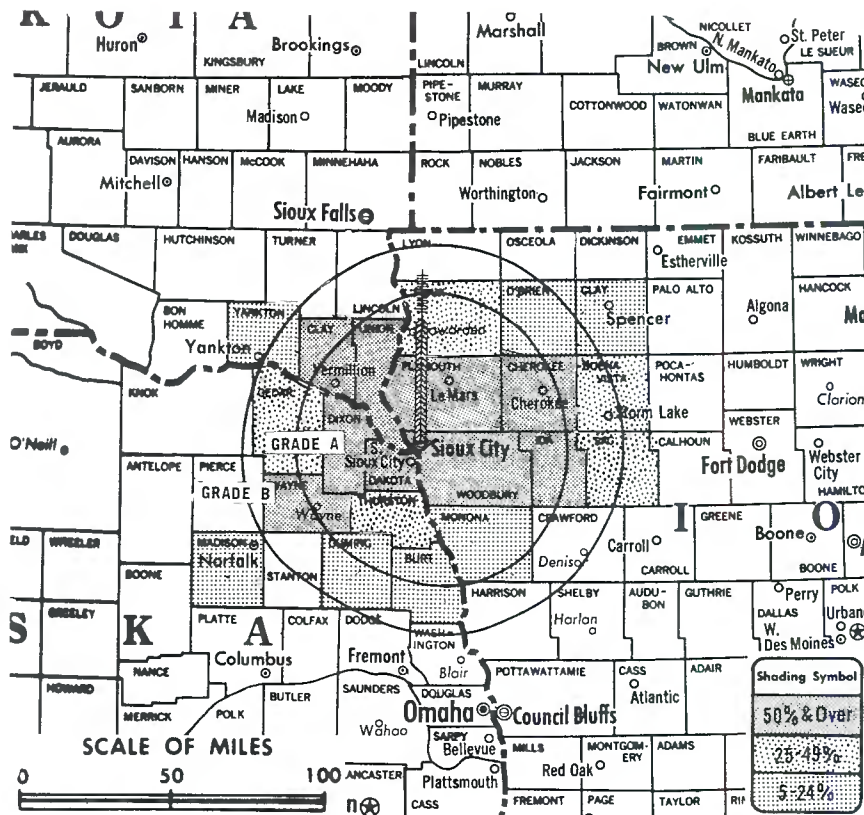
Latitude 42° 30' 53"
Longitude 96° 18' 14"

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

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

TV tape: Recording facilities.

News Wire Service: UPI.



50% & Over
25-49%
5-24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KMEG Ref: FCC File No. BPCT-3871 Granted 2/13/67

© American Map Co., Inc., N. Y., No. 14246

KMEG

Network Service: CBS.

Licensee: 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: Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Sept. 5, 1967. Sale to present owner by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Avery-Knodel Inc.

Personnel:

- JOHN E. FETZER, president.
- ROBERT B. DONOVAN, vice president & general manager.
- LYLE JOHNSON, chief engineer.
- JACK PARRIS, program manager.
- GREG FUNK, business manager.
- RICHARD McCLOSKEY, sales manager.
- JON POSTON, news director.
- DAN UDVIG, promotion manager.

DIGEST OF RATE CARD NO. 8
(Jan. 15, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$225.00	\$150.00	\$90.00	\$70.00	Graded rates apply*	

*Highest rate: \$50.

NETWORK BASE HOURLY RATE: \$120.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cherokee	5,700	5,500	97
	Ida	3,000	2,900	97
	Plymouth	7,300	7,100	97
	Woodbury	33,300	32,500	98
	NEBRASKA			
	Dakota	4,000	3,900	98
	Dixon	2,500	2,400	97
	Wayne	3,000	2,900	98
	SOUTH DAKOTA			
Clay	3,800	3,700	97	
Union	3,100	3,100	98	
Between 25-49%	IOWA			
	Buena Vista	6,900	6,700	97
	Sac	5,200	5,000	96
	Sioux	8,200	7,700	94
	NEBRASKA			
Cedar	3,200	3,100	97	
Thurston	2,100	2,000	95	
Between 5-24%	IOWA			
	Clay	6,300	6,000	95
	Monona	4,300	4,100	96
	O'Brien	5,600	5,500	98
	NEBRASKA			
	Burt	3,400	3,300	98
	Cuming	3,800	3,600	96
Madison	9,300	8,800	94	
SOUTH DAKOTA				
Yankton	5,200	5,000	96	
Station Totals		129,200	124,800	97
Net Weekly Circulation (1970-71)				58,400
Average Daily Circulation (1970-71)				35,800



10:30 - Midnight weekday market share up 26%.



Local news up 200% at 6:00.



Saturday morning shares up 46%.



Prime time up 25%.

You get more than you bargain for when you buy KMEG-TV.

All local newscasts up 74%. Early evening up 11%. Saturday kid programming up 38%. Our ratings don't fluctuate. They just go higher every year. It's the Sioux City growth station.*

*All figures based on ARB Metro Data, November 1970-71.

	<p><i>The Feltzer Stations</i></p> <p>RADIO WKZO KALAMAZOO-BATTLE CREEK WJEF GRAND RAPIDS WJFM GRAND RAPIDS-KALAMAZOO WWAM/WWTV-FM CADILLAC</p> <p>TELEVISION WKZO-TV GRAND RAPIDS-KALAMAZOO WWTV / CADILLAC TRAVERSE CITY WWUP-TV SAULT STE. MARIE KOLN-TV LINCOLN, NEBRASKA KGIN-TV GRAND ISLAND, NEB. KMEG-TV SIOUX CITY, IOWA</p>	<p>KMEG-TV</p> <p>A CBS Affiliate</p> <p>A megawatt of sales power for Sioux City</p> <p>Avery-Knodel, Inc., Exclusive National Representatives</p>
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Iowa—Sioux City



KTIV

Ch. 4



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

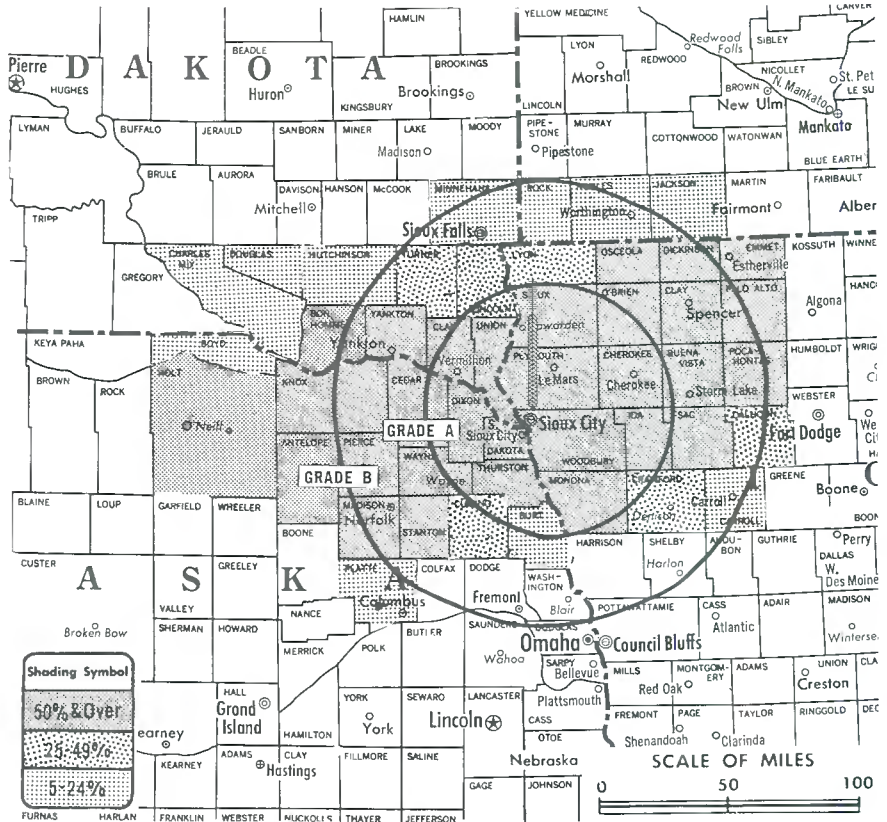
Latitude 42° 35' 12.39"
Longitude 96° 13' 56.98"

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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. (51103).

Studio: 10th & Grandview Blvd.

Telephone: 712-258-0545.

TWX No.: 910-968-1708.

Ownership: Perkins Bros. Co. 100%. KTIV officers: Elizabeth Sammons, pres.; Gene Flaherty, exec. v.p.; Dietrick Dirks, v.p.; Duane Kidder, v.p.; Bernard Marks, secy.

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 Katz Television Inc.; Soderlund Co. (Omaha).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- ELIZABETH SAMMONS, president.
- GENE FLAHERTY, exec. vice president & general manager.
- DON STONE, station manager.
- WILLIAM YENERICH, sales manager.
- LYNN CARVER, promotion director.
- GENE QUILLEASH, production director.
- ROGER MANSFIELD, continuity director.
- JACK TODD, news director.
- AL SMITH, chief engineer.

DIGEST OF RATE CARD NO. 14—(July 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$575.00 \$350.00 \$195.00 Graded rates apply*

*Highest rate: \$100.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Buena Vista	6,900	6,700	97
	Cherokee	5,700	5,500	97
	Clay	6,300	6,000	95
	Dickinson	4,300	4,100	95
	Emmet	4,400	4,100	93
	Ida	3,000	2,900	97
	Monona	4,300	4,100	96
	O'Brien	5,600	5,500	98
	Osceola	2,800	2,700	96
	Palo Alto	4,200	3,900	94
	Plymouth	7,300	7,100	97
	Pocahontas	4,100	3,900	96
	Sac	5,200	5,000	96
	Sioux	8,200	7,700	94
	Woodbury	33,300	32,500	98
	NEBRASKA			
50% & Over	Antelope	3,200	3,000	93
	Cedar	3,200	3,100	97
	Dakota	4,000	3,900	98
	Dixon	2,500	2,400	97
	Holt	4,200	3,800	90
	Knox	3,700	3,400	92
	Madison	9,300	8,800	94
	Pierce	2,800	2,700	96
	Stanton	1,900	1,800	94
	Thurston	2,100	2,000	95
	Wayne	3,000	2,900	98
	SOUTH DAKOTA			
	Bon Homme	2,700	2,500	93
	Clay	3,800	3,700	97
	Union	3,100	3,100	98
	Yankton	5,200	5,000	96
	(Continued on page 289-b)			
Station Totals		257,600	248,000	96
Net Weekly Circulation (1970-71)			143,600	
Average Daily Circulation (1970-71)			94,000	

Iowa—Waterloo-Cedar Rapids



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1980-ft. above av. terrain, 2000-ft. above ground, 2980-ft. above sea level.

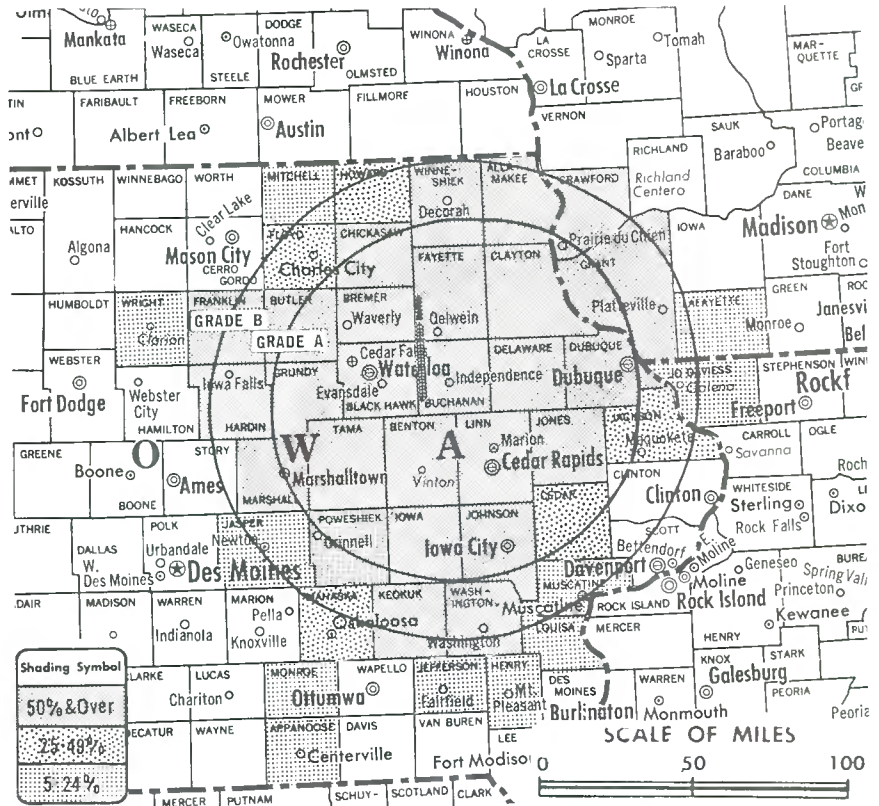
Latitude 42° 24' 04"
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, Iowa.
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

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



Total Households: ① MSI
(Consumer Market Data as of 1/1/72.)
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KWWL-TV Ref: FCC File No. BmPCT-6729 Granted 1/4/68

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KWWL-TV

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

Studio: 500 E. 4th St.

Telephone: 319-234-4404. TWX No.: 910-525-1271.

Ownership: Thomas L. Trunnell, Robert A. Young & Robert Buckmaster, Trustees, 31.2%; Robert Buckmaster, pres., 12.6%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; the following directors: T. L. Trunnell, 2.8%; Robert J. McCoy, 1.7%; 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.

Began Operation: Nov. 25, 1953.

Represented (sales) by Blair Television.

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT BUCKMASTER, president.
JAMES BRADLEY, vice president & general manager.
LYN STOYER, vice president, television sales.
WARREN MEAD, v.p. & director of public affairs.
EDWARD M. TINK, v.p. & director of engineering.
JOHN A. MacGREGOR, local & regional sales manager.
TIM NOONAN, operations.

DIGEST OF RATE CARD NO. I-72 (Jan. 31, 1972)

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

Class AA—7-9:30 p.m., daily.

\$725.00 \$450.00 \$270.00 \$150.00 Graded rates apply*

*Highest rate: \$180.

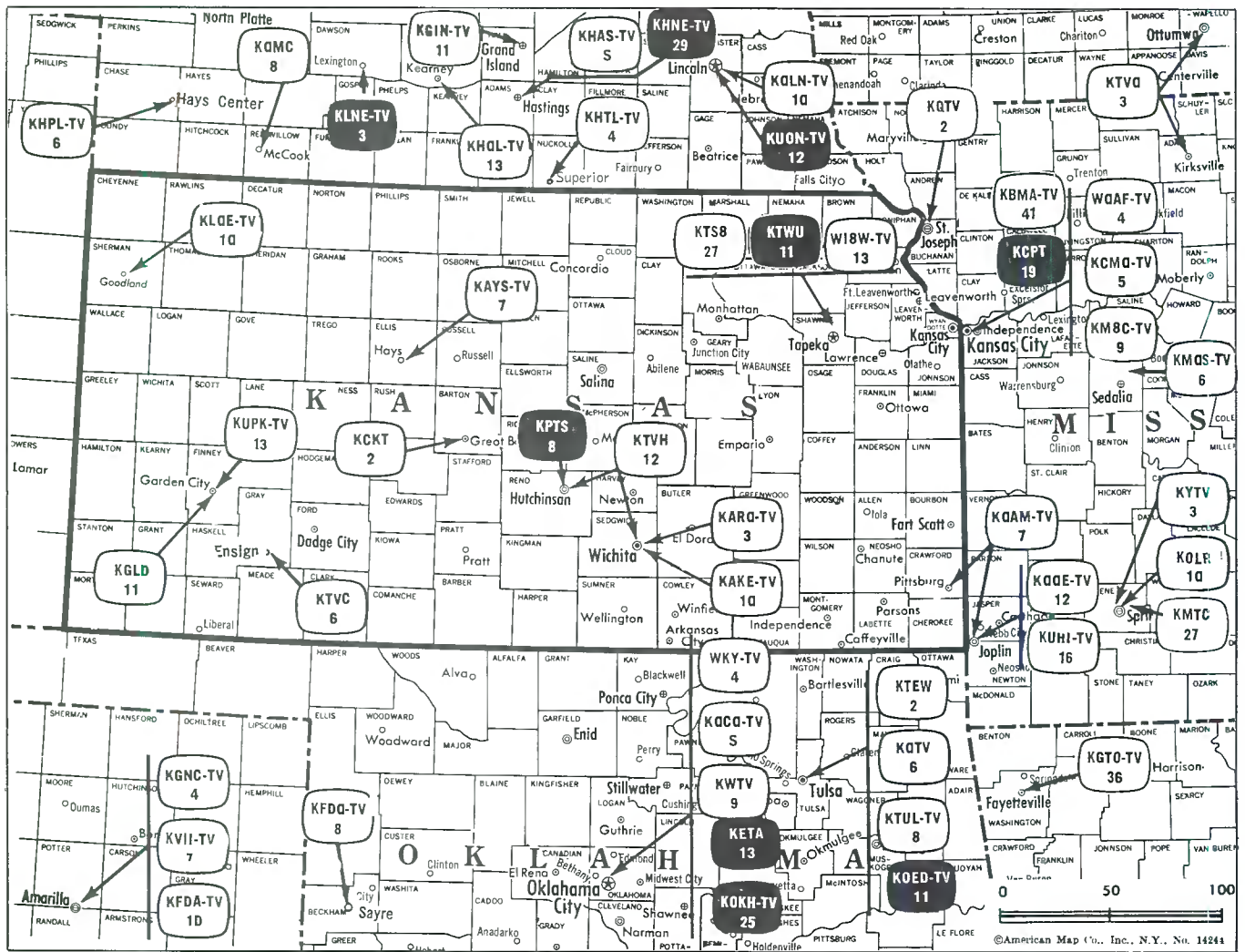
NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Allamakee	4,500	4,300	96
	Benton	7,600	7,400	98
	Black Hawk	40,200	39,300	98
	Bremer	6,900	6,700	97
	Buchanan	6,600	6,400	97
	Butler	5,700	5,500	96
	Chickasaw	4,500	4,300	96
	Clayton	6,500	6,200	95
	Delaware	5,500	5,300	97
	Dubuque	24,900	23,900	96
	Fayette	8,500	8,200	97
	Franklin	4,600	4,500	98
50% & Over	Grundy	4,700	4,600	98
	Hardin	7,500	7,300	97
	Iowa	5,000	4,800	96
	Johnson	23,600	22,400	95
	Jones	5,900	5,800	97
	Keokuk	4,800	4,600	95
	Linn	51,700	50,600	98
	Marshall	13,600	13,400	98
	Poweshiek	6,400	6,200	97
	Tama	6,600	6,400	97
	Washington	6,300	6,000	95
	Winneshiek	6,200	5,900	95
	WISCONSIN			
	Crawford	4,300	4,100	96
	Grant	13,600	12,800	94
	IOWA			
Between 25-49%	Cedar	5,400	5,300	97
	Floyd	6,400	6,200	97
	Howard	3,600	3,400	93
	Jackson	6,400	6,100	96
	Mahaska	7,600	7,300	96
	ILLINOIS			
Between 5-24%	Jo Daviess	6,800	6,400	94

(Continued on page 289-b)

Station Totals	384,300	371,400	97
Net Weekly Circulation (1970-71)			253,000
Average Daily Circulation (1970-71)			158,000

Kansas



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Wichita-Hutchinson	327,300	62	340,500	50
Joplin-Pittsburg	160,200	121	132,600	116
Topeka	151,100	126	118,300	127

Kansas Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	2	0	2
			14

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1429 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

KAKE-TV, Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS—(Continued)			
	Stevens	1,300	1,200	91
	Sumner	8,000	7,700	96
	Wichita	900	800	93
	OKLAHOMA			
	Beaver	2,200	2,100	94
Between 25-49%	KANSAS			
	Dickinson	7,400	7,000	95
	Elk	1,500	1,400	93
	Ellis	7,600	7,400	97
	Ellsworth	2,200	2,100	94
	Hodgeman	900	800	93
	Lyon	11,200	10,500	94
	Ottawa	2,200	2,000	92
	Riley	15,600	14,700	94
	Woodson	1,800	1,700	92
	OKLAHOMA			
	Alfalfa	2,800	2,600	93
	Grant	2,700	2,600	95
Kay	17,600	16,800	96	
Texas	5,400	5,100	94	
Between 5-24%	KANSAS			
	Clay	3,700	3,400	92
	Edwards	1,600	1,500	96
	Greeley	600	600	95
	Lincoln	1,700	1,600	92
	Ness	1,600	1,500	95
	OKLAHOMA			
	Garfield	19,600	18,900	96
	Harper	1,700	1,600	94

WIBW-TV, Topeka

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS—(Continued)			
	Saline	15,100	14,500	96
	Wilson	4,200	3,900	93
	MISSOURI			
	Atchison	3,200	3,100	96
	Buchanan	30,800	29,600	96
	Holt	2,600	2,400	92
	Nodaway	7,200	6,800	95
	NEBRASKA			
	Gage	8,200	7,900	96
Richardson	4,500	4,300	96	

KAYS-TV, Hays

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Barton	10,000	9,800	98
	Decatur	1,800	1,700	95
	Ellsworth	2,200	2,100	94
	Kiowa	1,400	1,300	91
	Lane	1,000	1,000	96
	Ottawa	2,200	2,000	92
	Scott	1,800	1,700	96
	Smith	2,400	2,300	95
	NEBRASKA			
	Chase	1,300	1,300	96
	Hayes	500	500	95

Kansas

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 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above av. terrain, 952 ft. above ground, 2029-ft. above sea level.

Latitude 39° 03' 51"
Longitude 95° 45' 49"

KPTS

Wichita-Hutchinson

Ch. 8

Non-Commercial Educational Station

Licensee: Sunflower ETV Corp., 309 E. Third St., Wichita (67202).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 800-ft. above av. terrain, 780-ft. above ground, 2325-ft. above sea level.

Latitude 38° 03' 21"
Longitude 97° 46' 35"

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.)

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Kansas—Ensign



KTVV

Ch. 6



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

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

Latitude 37° 38' 26"

Longitude 100° 20' 33"

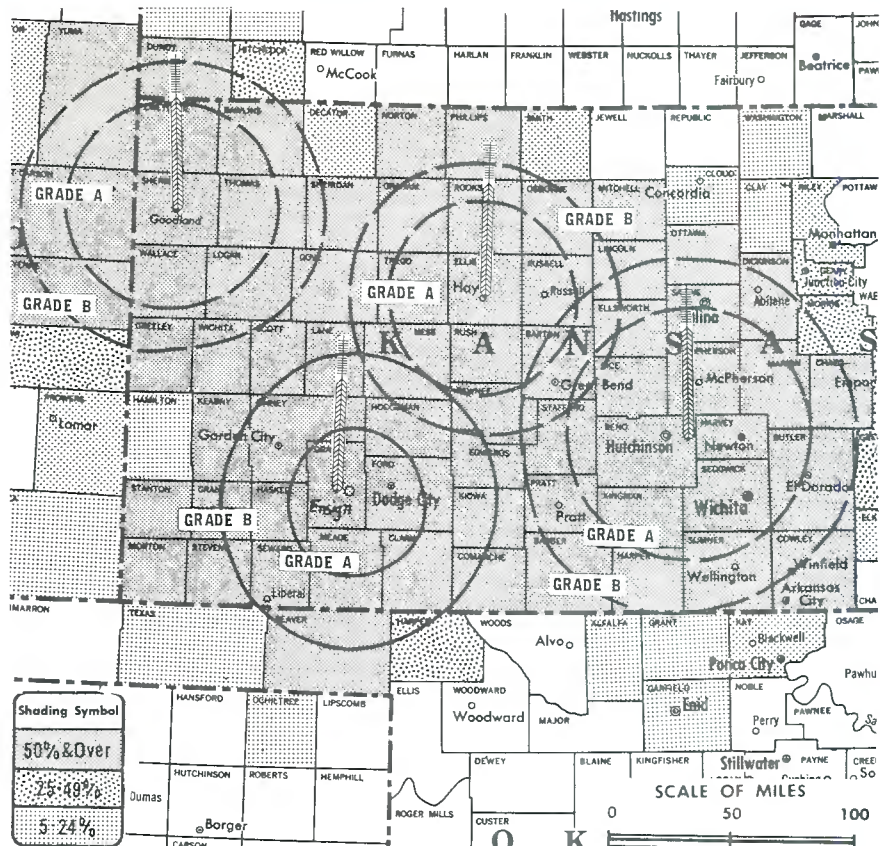
Transmitter: State Hwy. 23, 20-mi. SW of Dodge City.

Telephone: 316-227-3121.

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

News Wire Service: UPI.

Represented (legal) by Wilner, Scheiner & Greeley.



County coverage based on ARB study (see page 1-b).

KTVV Ref: FCC File No. BPCT-3474 Granted 1/29/65

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

KTVV

Network Service: CBS, KBS (private relay from KTVH).

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

Office: Box 157, Dodge City, Kan. (67801).

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

Ownership: Leigh Warner, 55.32%; Sidney Warner, 5%; Diane Janoff, 12%; 12 others, none with more than 3%.

Began Operation: July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969.

Represented (sales) by Avery-Knodel Inc.

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

Personnel:

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

DIGEST OF RATE CARD NO. 6—(Jan. 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$156.00	\$102.00	\$66.00	\$54.00	\$42.00	\$26.50	\$19.00

NETWORK BASE HOURLY RATE: \$135.

ARB Data: Included with KTVH, Hutchinson-Wichita. Map reflects coverage of parent & satellites.

Kansas—Garden City



KGLD

Ch. 11



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

Technical Facilities: Channel No. 11
(198-204 MHz). Authorized power:
200-kw visual, 24.5-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"

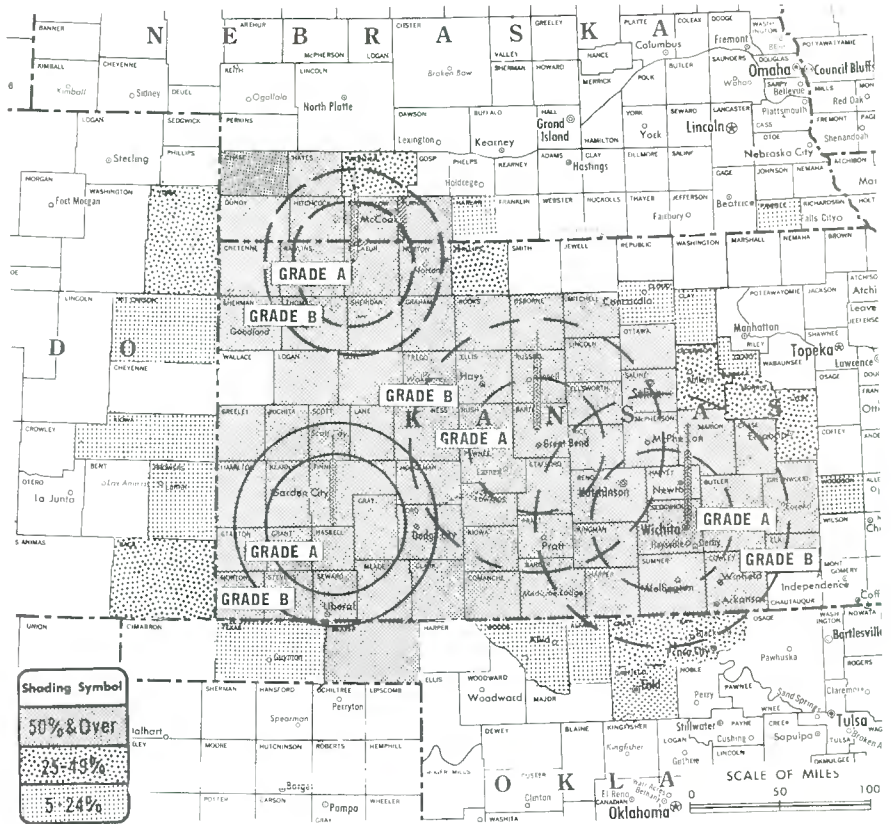
Transmitter: U.S. Hwy. 83, 12.6-mi.
S of Garden City.

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

Telephone: 316-276-2311.

Color: Network, live, film & slide.

News Wire Service: AP.



County coverage based on ARB study (see
page 4-b).

KGLD Ref: FCC File No. BPCT-3871 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., P.O. Box 333, Wichita, Kan.
(67201).

Ownership: See KARD-TV, Wichita, Kan.

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

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES BANKS, station manager.
NORM CLORE, news director.
MORRIS GWYNN, chief engineer.

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.



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Washington, D.C. 20036
(202) 233-2345

Kansas—Garden City



KUPK-TV



Ch. 13

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

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

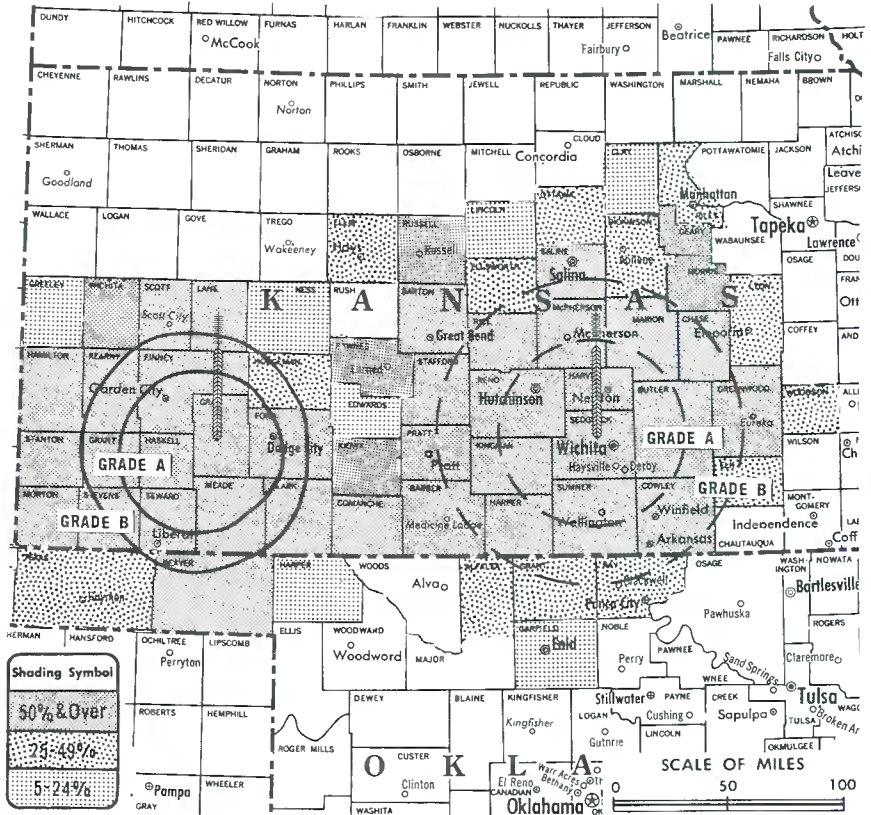
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KUPK, 5-kw, 1050 kHz.

FM Affiliate: KUPK-FM, 11-kw, 97.3 MHz, 230-ft.



County coverage based on ARB study (see page 4-b).

KUPK-TV

Licensee: KAKE-TV & Radio Inc., Box 10, Wichita, Kan. (67201).

Studios: Box 216, Copeland, Kan. (67837).

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

MARTIN UMANSKY, vice president & general manager.
BOB SURBER, vice president & station manager.
BRYCE BAKER, sales manager.
BOB SHIPLEY, news director.
PAUL HINDERLITER, chief engineer.
JOHN STRAUSS, program director.

DIGEST OF RATE CARD NO. A1

(May 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$165.00	\$95.00	\$60.00	\$35.00	\$24.00	\$12.00

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

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.

Kansas—Goodland



Ch. 10

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

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

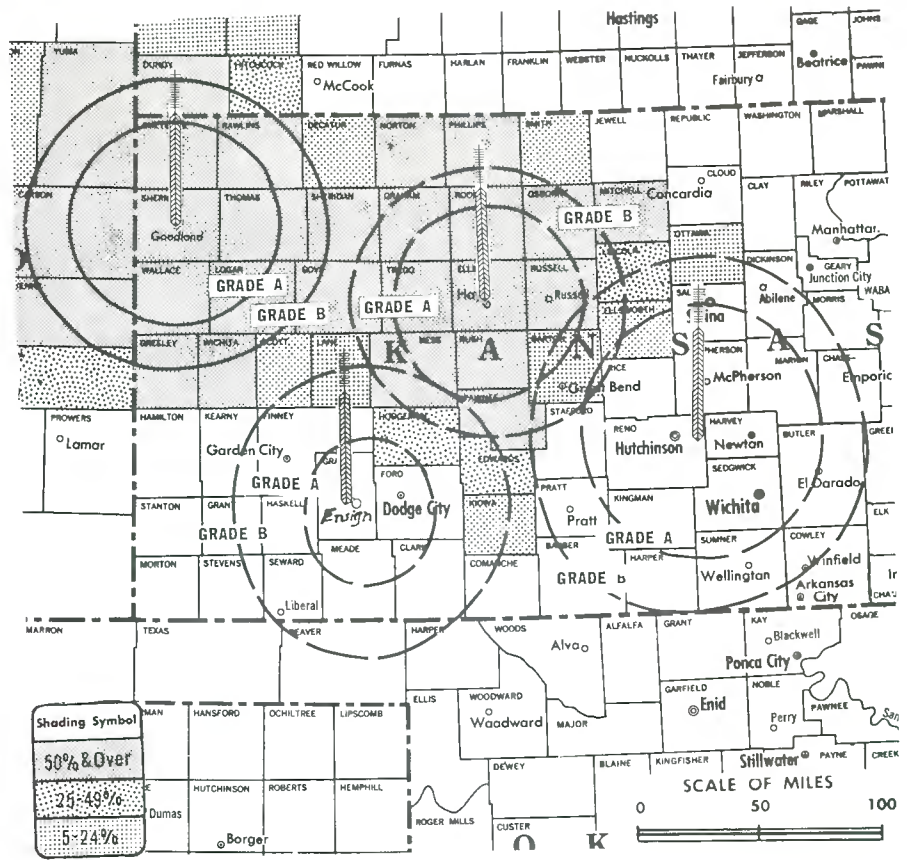
Studio: 17th St. & Broadway Ave.

Telephone: 913-625-2578.

Color: Network, live, film & slide.

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

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

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

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

KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 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.

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.

NETWORK BASE HOURLY RATE: \$75. Combination rate with KAYS-TV, Hays, \$250.

ARB Data for this Station Included with Report of Parent KAYS-TV, Hays, Kan. Above Map Reflects Coverage of both Parent & Satellite.

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ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

Kansas—Great Bend



KCKT



Ch. 2

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

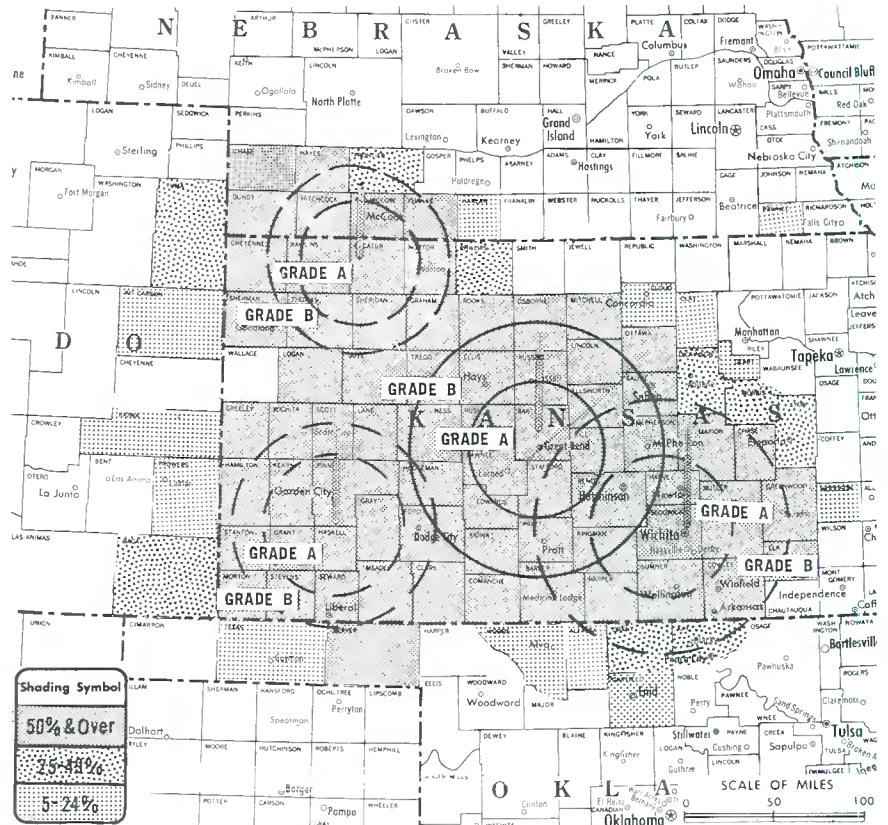
Technical Facilities: Channel No. 2
(54-60 MHz). Authorized power:
100-kw visual, 17.8-kw aural. Antenna:
970-ft. above av. terrain,
1006-ft. above ground, 2875-ft.
above sea level.

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

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

News Wire Service: AP.

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



County coverage based on ARB study (see
page 4-b).

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

©American Map Co., Inc., N.Y., No. 14241

KCKT

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan.
(67201).

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, Garden 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 Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

DON SECORD, station manager.
BOB DUNDAS, news director.
BILL RANKER, chief engineer.

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: \$325.

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 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

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

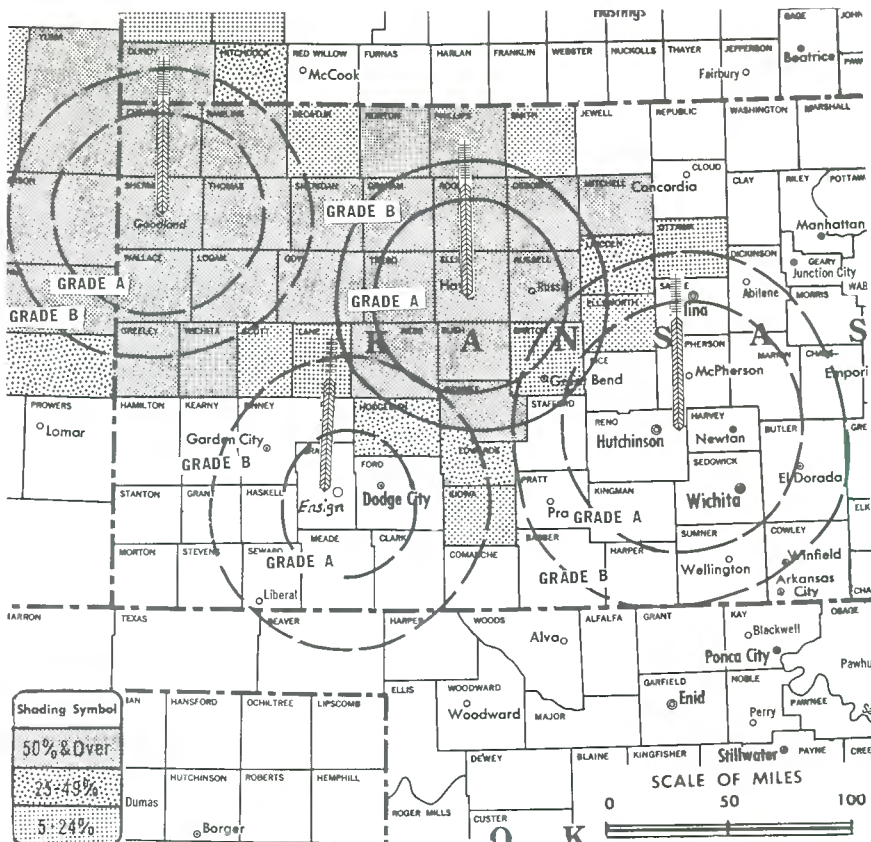
Transmitter: 2300 Hall St.

AM Affiliate: KAYS, 1-kw (.25-kw night), 1400 kHz.

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

New Wire Service: AP.

ARB Data: Figures include coverage of satellite KLOE-TV.



Shading Symbol
50% & Over
25-49%
5-24%

Total Households: (C) MSF

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KAYS-TV Ref: FCC File No. BPCT-4033 Granted 10/16/67
KLOE-TV Ref: FCC File No. BPCT-9818 Granted 4/20/56

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

KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays.

Studio: 2300 Hall St.

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.; Blair TV (Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KTVG, Ensign & KLOE-TV, Goodland).

Represented (legal) by A. L. Stein.

Personnel:

ROBERT E. SCHMIDT, general manager.
BERNARD BROWN, station manager.
DON COEN, director of engineering.
ERROL WUERTZ, production manager.

DIGEST OF RATE CARD NO. 4
(Nov. 1, 1970)*

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	\$65.00	\$60.00	\$45.00 \$30.00

*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Cheyenne	800	700	89
	Kit Carson	2,600	2,300	89
	Yuma	3,100	2,900	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Cheyenne	1,600	1,500	95
	Ellis	7,600	7,400	97
	Gove	1,200	1,100	92
	Graham	1,500	1,400	96
	Greeley	600	600	95
	Logan	1,200	1,100	93
	Mitchell	2,800	2,600	93
	Ness	1,600	1,500	95
	Norton	2,500	2,400	95
	Osborne	2,400	2,200	92
	Pawnee	2,800	2,700	96
	Phillips	2,900	2,700	91
	Rawlins	1,400	1,300	95
	Rooks	2,600	2,500	96
	Rush	1,800	1,700	96
	Russell	3,300	3,100	95
	Sheridan	1,200	1,100	94
	Sherman	2,600	2,500	96
	Thomas	2,500	2,300	93
Trego	1,600	1,500	93	
Wallace	700	700	93	
Wichita	900	800	93	
NEBRASKA	Dundy	1,100	1,000	94
	COLORADO			
Kiowa	700	600	89	
Between 25-49%	KANSAS			
	Edwards	1,600	1,500	96
	Hodgeman	900	800	93
Lincoln	1,700	1,600	92	
NEBRASKA	Hitchcock	1,500	1,500	97
	Between 5-24%	COLORADO		
Washington		1,800	1,600	91

(Continued on page 295-b)

Station Totals	87,700	82,900	94
Net Weekly Circulation (1970-71)			45,500
Average Daily Circulation (1970-71)			32,500

Kansas—Pittsburg-Joplin, Mo.



KOAM-TV



Ch. 7

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

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

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

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

TV tape: Recording facilities.

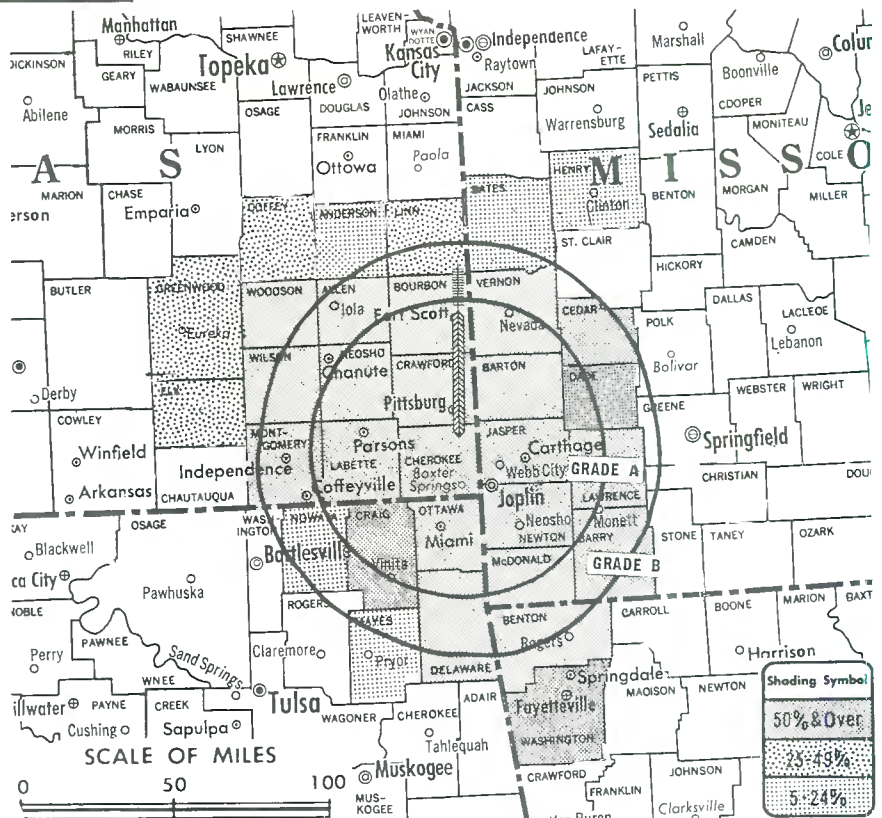
AM Affiliate: KOAM, 10-kw (5-kw night), 860 kHz (NBC).

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

News Wire Service: UPI.

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

©American Map Co., Inc., N.Y., No. 14241

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 L. Cox, chairman; E. V. Baxter, pres.; Bill Bengtson, v.p. & gen. mgr.; Mildred Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Lester E. Cox estate owns 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Mildred Cox, 12.5%. Rogers and Hughes representing Joplin Globe. Mildred 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 Fisher, Wayland, Southmayd & Cooper.

Personnel:

BILL BENGTON, v.p., general manager & film buyer.
LOUIS R. MARTIN, program director.
LEO S. STAFFORD, chief engineer.

DIGEST OF RATE CARD NO. A16—(Aug. 31, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$550 \$330 \$250 \$100* \$100* \$50*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	18,000	16,500	92
	Washington	25,800	23,500	91
	KANSAS			
	Allen	5,400	5,100	94
	Bourbon	5,700	5,400	95

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS—(Continued)				
	Cherokee	7,900	7,600	97
	Crawford	14,100	13,600	96
	Labette	9,300	8,900	95
	Montgomery	14,800	14,000	95
	Neosho	6,800	6,500	96
	Wilson	4,200	3,900	93
	Woodson	1,800	1,700	92
MISSOURI				
	Barry	7,400	7,000	94
	Barton	3,800	3,600	95
50% & Over	Cedar	3,500	3,300	93
	Dade	2,600	2,500	95
	Jasper	29,300	28,100	96
	Lawrence	9,000	8,500	94
	Mc Donald	4,400	4,200	95
	Newton	11,600	11,200	96
	Vernon	6,400	6,000	94
OKLAHOMA				
	Craig	4,600	4,300	94
	Delaware	6,200	5,600	90
	Ottawa	10,700	10,300	96
Between 25-49%	KANSAS			
	Coffey	2,800	2,600	92
	Elk	1,500	1,400	93
	Greenwood	3,400	3,200	94
	Linn	3,000	2,800	95
Between 5-24%	KANSAS			
	Anderson	2,900	2,800	95
	Morton	1,100	1,000	94
	MISSOURI			
	Bates	5,800	5,400	94
	Henry	7,200	6,800	95
OKLAHOMA				
	Mayer	8,200	7,700	94
	Nowata	3,500	3,400	96
Station Totals		252,700	238,400	94
Net Weekly Circulation (1970-71)			160,200	
Average Daily Circulation (1970-71)			111,500	

Kansas—Topeka



KTSB



Ch. 27

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

Latitude 39° 05' 33.5"
Longitude 95° 47' 04.1"

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

TV tape: Recording facilities.

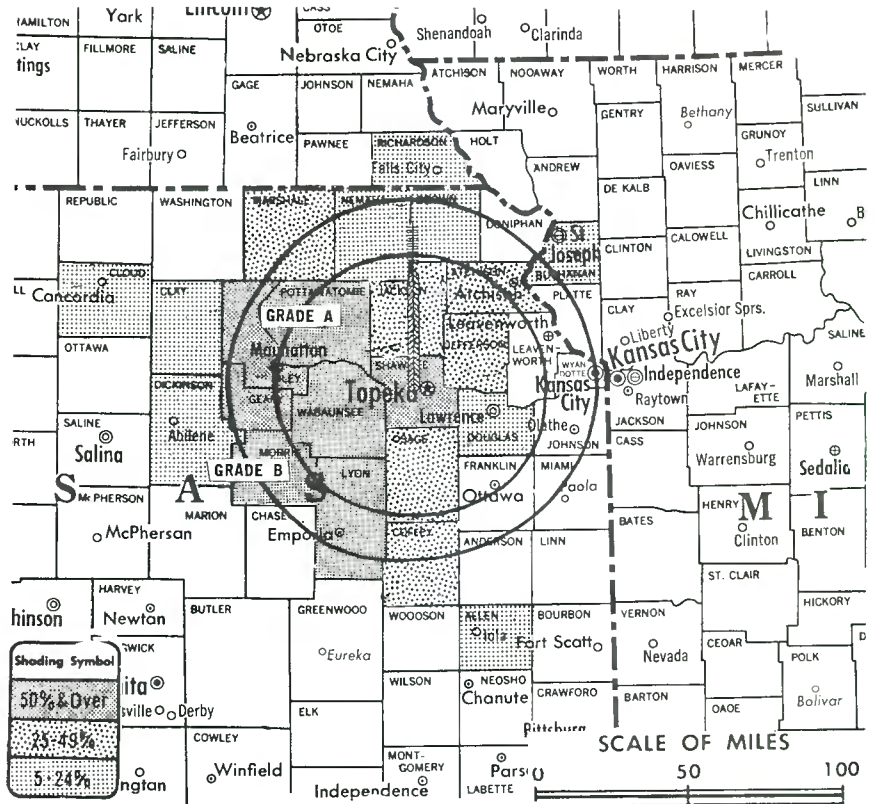
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KTSB Ref: FCC File No. BMPCT-6498 Granted 10/12/66

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

KTSB

Network Service: NBC; ABC on per program basis.

Licensee: Studio Broadcasting System Div., Highwood Service Inc.

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

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 H-R Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

ALAN BRUCE BENNETT, vice president & general manager.
HARRY L. STRADER, director of production & operations.
HERBERT L. BROWN, director of sales.
GEORGE R. TEPLANSKY, director of engineering.
LARRY K. TURNBULL, director of accounting.

DIGEST OF RATE CARD NO. TSB-2-69

(July 1, 1969)

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

Class AA—6:30-10 p.m., daily.

\$420.00 \$252.00 \$189.00 \$105.00 \$80.00 \$48.00 \$40.00 \$26.00

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Geary	9,000	8,700	96
	Lyon	11,200	10,500	94
	Morris	2,400	2,200	93
	Pottawatomie	4,000	3,800	95
	Riley	15,600	14,700	94
	Shawnee	51,900	50,400	97
Wabaunsee	2,200	2,100	93	
Between 25-49%	KANSAS			
	Atchison	6,000	5,800	97
	Coffey	2,800	2,600	92
	Jackson	3,900	3,700	95
	Jefferson	3,900	3,700	95
	Marshall	4,600	4,300	94
Osage	4,800	4,600	95	
Between 5-24%	KANSAS			
	Allen	5,400	5,100	94
	Brown	4,300	4,100	95
	Clay	3,700	3,400	92
	Cloud	4,600	4,300	93
	Dickinson	7,400	7,000	95
Douglas	18,200	17,300	95	
Nemaha	3,800	3,600	96	
MISSOURI	Buchanan	30,800	29,600	96
NEBRASKA	Richardson	4,500	4,300	96
Station Totals		205,000	195,800	96
Net Weekly Circulation (1970-71)				71,600
Average Daily Circulation (1970-71)				37,100

Kansas—Topeka



WIBW-TV

Ch. 13



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

Latitude 39° 00' 18.5"
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 kHz (CBS).

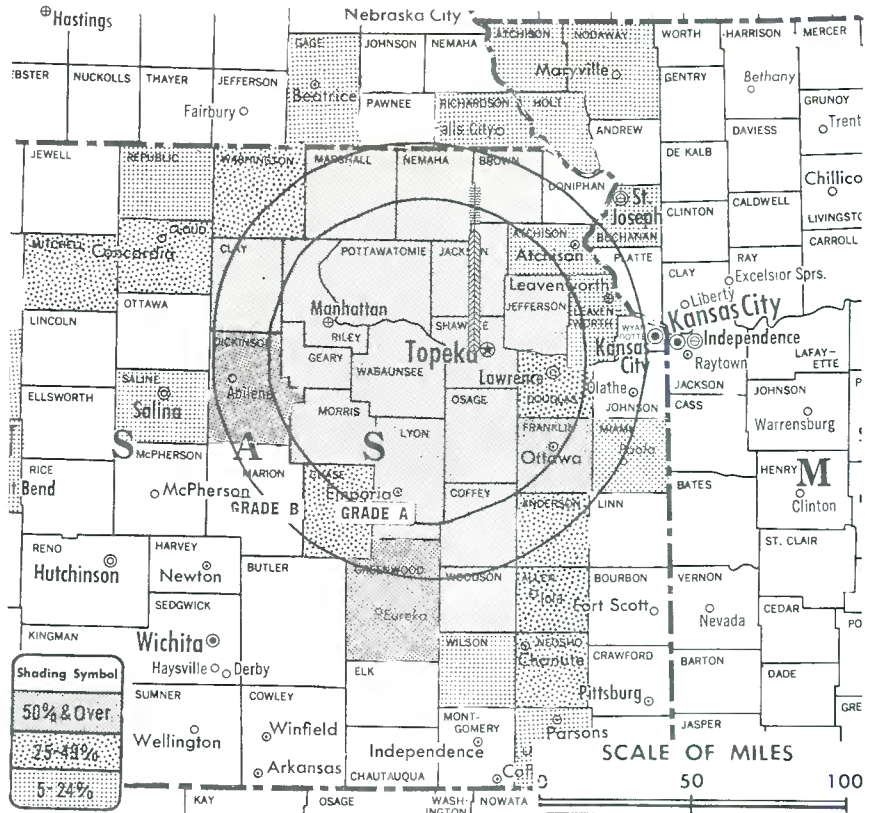
FM Affiliate: WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: (M) MBI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WIBW-TV Ref: FCC File No. BPCT-2745 Granted 8/1/82

©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, KSOK, Arkansas City, Kan.; KGFF, Shawnee Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansas; 17 smaller daily newspapers in Kansas, Oklahoma, Nebraska, Missouri, South Dakota & Colorado. 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 Dow, Lohnes & Albertson.

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

Personnel:

THAD M. SANDSTROM, vice president, broadcasting.

JERRY HOLLEY, station manager.

RAY C. SENATE, national sales manager.

PAUL WINDERS, operations manager.

GEORGE LOGAN, farm director.

FRED WHITE, sports director.

TOM PARMLEY, news director.

LARRY SLAWSON, promotion & art director.

DIGEST OF RATE CARD NO. 19—(Feb. 21, 1972)

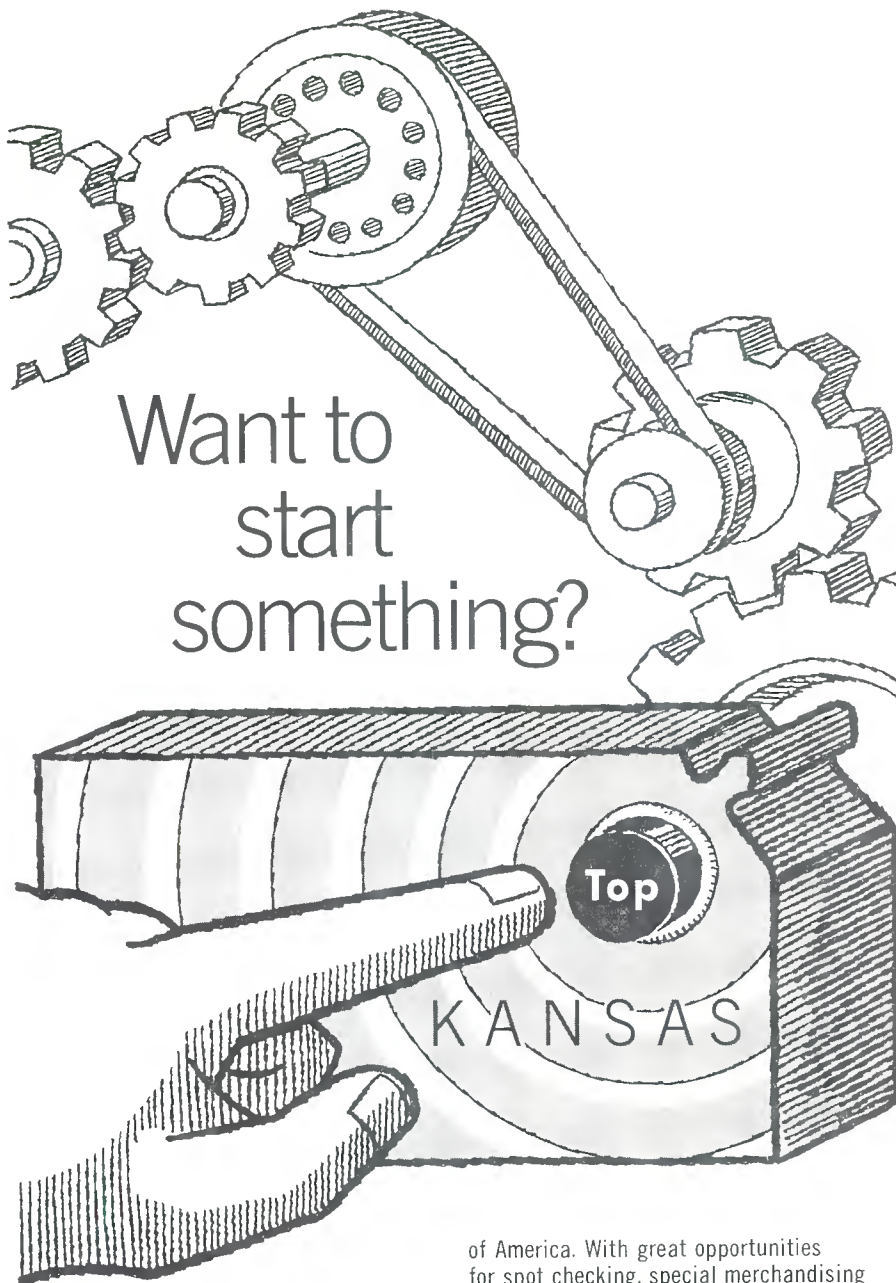
Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-10:30 p.m., daily.
\$600.00 \$360.00 \$240.00 \$150.00 \$140.00* \$140.00* \$70.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Brown	4,300	4,100	95
	Clay	3,700	3,400	92
	Coffey	2,800	2,600	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS—(Continued)			
	Dickinson	7,400	7,000	95
	Franklin	7,000	6,700	96
	Geary	9,000	8,700	96
	Greenwood	3,400	3,200	94
	Jackson	3,900	3,700	95
	Jefferson	3,900	3,700	95
	Lyon	11,200	10,500	94
	Marshall	4,600	4,300	94
	Morris	2,400	2,200	93
	Nemaha	3,800	3,600	96
	Osage	4,800	4,600	95
	Pottawatomie	4,000	3,800	95
	Riley	15,600	14,700	94
Shawnee	51,900	50,400	97	
Wabaunsee	2,200	2,100	93	
Woodson	1,800	1,700	92	
Between 25-49%	KANSAS			
	Allen	5,400	5,100	94
	Anderson	2,900	2,800	95
	Chase	1,300	1,200	93
	Cloud	4,600	4,300	93
	Douglas	18,200	17,300	95
	Mitchell	2,800	2,600	93
	Neosho	6,800	6,500	96
Washington	3,300	3,100	93	
Between 5-24%	KANSAS			
	Atchison	6,000	5,800	97
	Barton	10,000	9,800	98
	Ellis	7,600	7,400	97
	Labette	9,300	8,900	95
	Leavenworth	14,800	14,400	97
Miami	6,400	6,200	98	
Republic	3,300	3,100	94	
Russell	3,300	3,100	95	
(Continued on page 295-b)				
Station Totals		329,500	315,100	96
Net Weekly Circulation (1970-71)			151,100	
Average Daily Circulation (1970-71)			102,400	



Want to
start
something?

How big does a test have to be to give measurable results! Topeka provides 150,000 homes where the giant Fleming Company (groceries) and Drug Distributors (drug sundries) has its headquarters. Demographics that give you a sample from top to bottom—economically, socially and at the heart

of America. With great opportunities for spot checking, special merchandising and all that. Plus Mini cost-per-thousand. But best of all, a spot schedule on WIBW—alone—will deliver it. With dominance. In a quality mix.

Why knock yourself out? Talk to Avery-Knodel, or call Topeka, 913-272-3456.

Where else but
Top *ekc*



TOPEKA
TV—Radio—FM

Affiliate: KGNC, TV-Radio-FM, Amarillo, Texas

Kansas—Wichita



KAKE-TV



Ch. 10

[Operates satellite KUPK-TV, Garden City, Kan.]

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

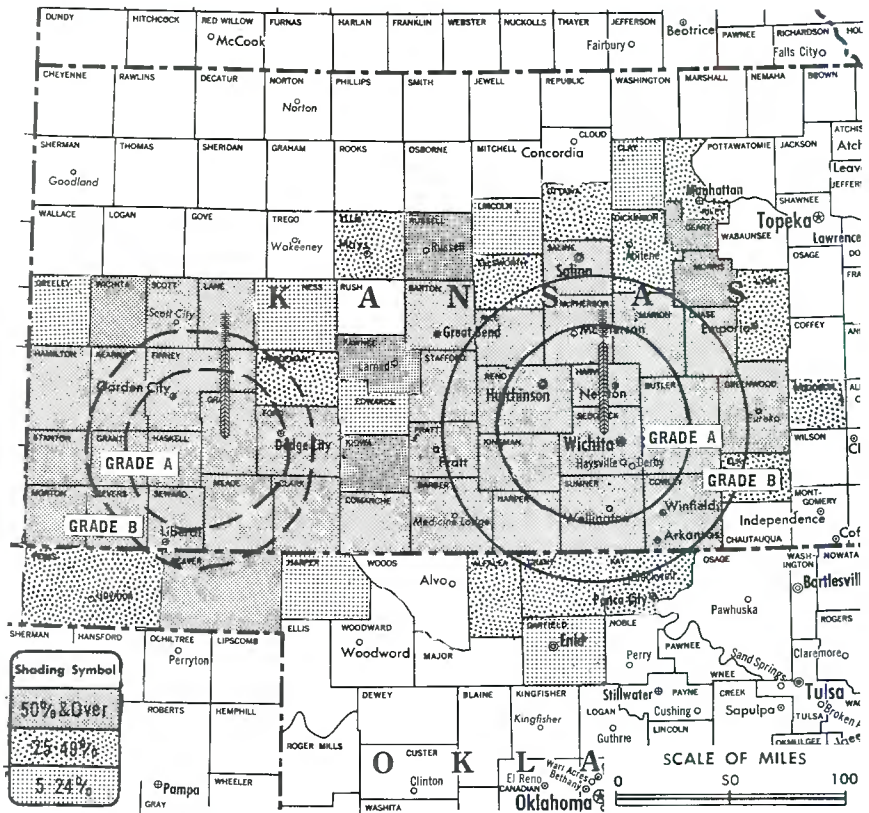
Color: Network, live, film, slide & tape.

AM Affiliate: KAKE, 1-kw (.25-kw N), 1240 kHz (ABC).

News Wire Service: UPI. Facsimile Service: UPI.

Studio: 1500 North West St. (67201).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KAKE-TV Ref: FCC File No. BMPCT-2215 Granted 7/16/64

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KAKE-TV

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 10.

Telephone: 316-943-4221. TWX No.: 316-554-9452.

Ownership: Mark H. Adams, pres., 3%; Martin Umansky, v.p., 4%; Harold Newby, v.p., 2%; Theodore Gore, v.p., 9%; Charles E. Jones, secy., 6%; Owen McEwen, treas., 7%; Tom Palmer estate, 19%; George Bruce, 2%; Sherrill Corwin, 13%; S. O. Beren, 2%; others. 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 Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

- MARTIN UMANSKY, v.p. & general manager.
- HAROLD NEWBY, v.p. & chief engineer.
- BRYCE BENEDICT, v.p. & general sales manager.
- JOHN FROOME, v.p. & program manager.
- DOUG JANZEN, promotion & public service director.
- BETTY HANNAH, traffic director.
- PAUL THRELFALL, v.p. & manager, news.
- AL MARRARA, production manager.
- ARNOLD WEDEL, v.p. & comptroller.

DIGEST OF RATE CARD NO. A5—(Feb. 15, 1972)

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

Class AA—6:30-10 p.m., daily.

\$800.00 \$450.00 \$305.00 \$207.00 Graded rates apply*

*Highest rate: \$240.

NETWORK BASE HOURLY RATE: \$950.

ARB Data: Figures include
KUPK-TV, Garden City, Kan.

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
	Barber	2,500	2,400	94
	Barton	10,000	9,800	98
	Butler	12,700	12,300	97
	Chase	1,300	1,200	93
	Clark	1,100	1,100	96
	Comanche	1,000	900	91
	Cowley	12,400	11,800	95
	Finney	5,900	5,700	96
	Ford	7,400	7,200	97
	Geary	9,000	8,700	96
	Grant	1,700	1,600	95
	Gray	1,500	1,400	95
	Greenwood	3,400	3,200	94
	Hamilton	1,000	900	92
	Harper	3,200	3,100	96
	Harvey	8,900	8,500	95
	Haskell	1,200	1,200	96
	Kearny	1,000	1,000	96
	Kingman	3,000	2,900	97
	Kingman	3,000	2,900	97
	Kiowa	1,400	1,300	91
	Lane	1,000	1,000	96
	Mc Pherson	8,900	8,300	93
	Marion	4,700	4,400	94
	Meade	1,700	1,700	99
	Morris	2,400	2,200	93
	Morton	1,100	1,000	94
	Pawnee	2,800	2,700	96
	Pratt	3,700	3,600	96
	Reno	20,800	20,200	97
	Rice	4,200	4,100	97
	Russell	3,300	3,100	95
	Saline	15,100	14,500	96
	Scott	1,800	1,700	96
	Sedgwick	115,300	112,300	97
	Seward	5,300	5,100	95
	Stafford	2,400	2,300	96
	Stanton	700	600	92
(Continued on page 295-b)				
Station Totals		406,600	390,600	96
Net Weekly Circulation (1970-71)			281,200	
Average Daily Circulation (1970-71)			185,100	

50% & Over

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 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain. 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, Kan.

TV tape: Recording facilities.

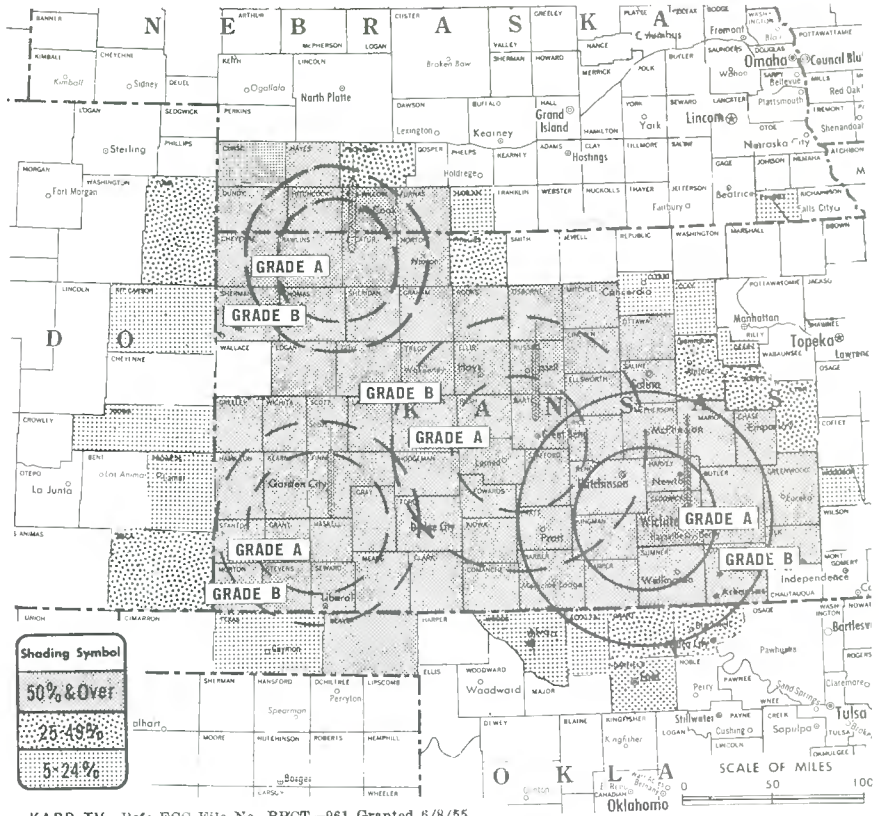
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

FM Affiliate: KARD, 30-kw, 107.3 MHz (No. 297), 860-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KARD-TV Ref: FCC File No. BPCT-961 Granted 8/8/55
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

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KARD-TV

Licensee: Kansas State Network Inc., P.O. Box 333 (67201).
Studio: 833 N. Main St., Wichita (67203); P.O. Box 333 (67201).
Telephone: 316-265-5631. TWX No.: 910-741-6976.
Ownership: Kansas State Network Inc., 100%. Also owns KCKT, Great Bend, Kan., KGLD, Garden City, Kan.; KOMC, McCook, Neb. (Oberlin, Kan.) & KARD (FM), Wichita.

Began Operation: Sept. 1, 1955.

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES L. BROWN, chairman of board.
DON SBARRA, president.
C. E. HENDRICKSON, v.p. & general sales manager.
BILL SIKES, v.p. & program director.
R. HERRING, v.p. & engineering director.
DONALD B. TENER, v.p., secretary-treasurer.
G. R. (BARRY) STOVER, promotion manager.
GREG GAMER, v.p., news.
GLENN BELL, chief engineer.

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: \$285.

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 Households	%
KANSAS				
Barber		2,500	2,400	94
Barton		10,000	9,800	98
Butler		12,700	12,300	97
Chase		1,300	1,200	93
Cheyenne		1,600	1,500	95
Clark		1,100	1,100	96
Comanche		1,000	900	91
Cowley		12,400	11,800	95
Decatur		1,800	1,700	95
Edwards		1,600	1,500	96
Eik		1,500	1,400	93
Ellis		7,600	7,400	97
Ellsworth		2,200	2,100	94
Finney		5,900	5,700	96
Ford		7,400	7,200	97
Gove		1,200	1,100	92
Graham		1,500	1,400	96
Grant		1,700	1,600	95
Gray		1,500	1,400	95
Greeley		600	600	95
Greenwood		3,400	3,200	94
Hamilton		1,000	900	92
Harper		3,200	3,100	96
Harvey		8,900	8,500	95
Haskell		1,200	1,200	96
Hodgeman		900	800	93
Kearny		1,000	1,000	96
Kingman		3,000	2,900	97
Kiowa		1,400	1,300	91
Lane		1,000	1,000	96
Lincoln		1,700	1,600	92
Logan		1,200	1,100	93
Mc Pherson		8,900	8,300	93
Marion		4,700	4,400	94
Meade		1,700	1,700	99
Mitchell		2,800	2,600	93
Morton		1,100	1,000	94

(Continued on page 309-b)

Station Totals	457,600	437,800	96
Net Weekly Circulation (1970-71)			327,300
Average Daily Circulation (1970-71)			230,700

Kansas—Hutchinson-Wichita



KTVH

Ch. 12



[Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, Kan.]

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

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

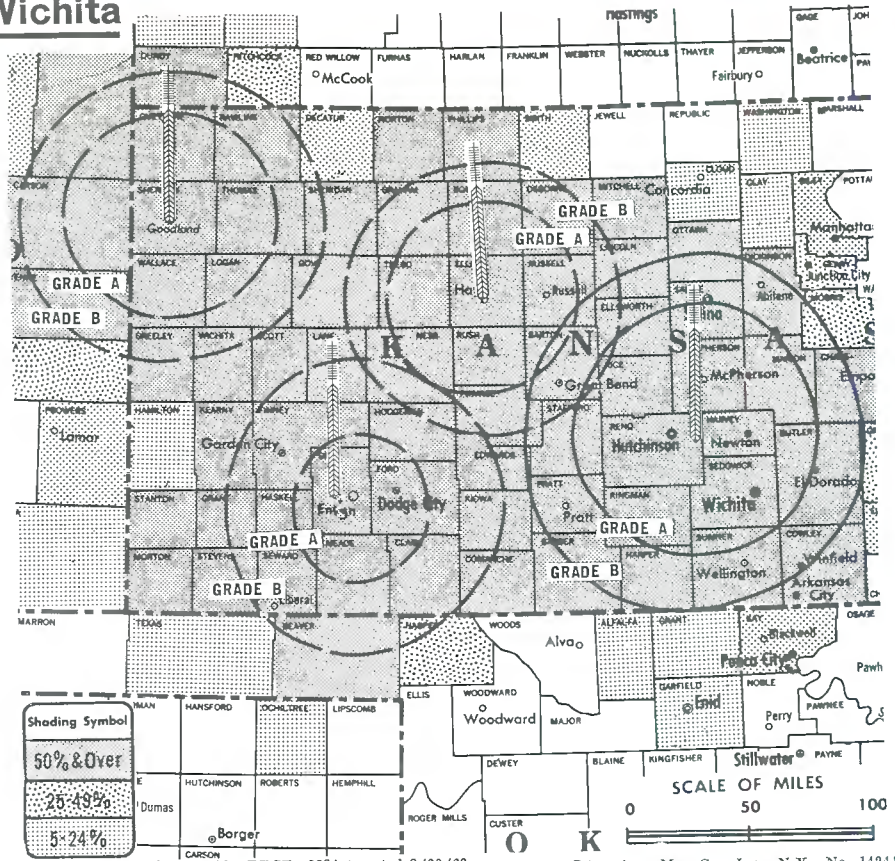
Transmitter: 9-mi. E of Hutchinson.

TV tape: Recording facilities.

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

News Wire Service: AP.

ARB Data: Figures include KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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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, 100%. Officers (representing Minneapolis Star and Tribune Co.) are: John Cowles Jr., chmn. of the board; Robert White, pres.; M. Dale Larsen, exec. v.p. & gen. mgr.; Otto A. Silha, v.p.; William Beattie, v.p. & treas.; Howard Mithun, v.p. & secy. Minneapolis Star and Tribune is controlled by John Cowles & John Cowles Jr. John Cowles is the brother of Gardner Cowles, chmn. of board, Cowles Communications Inc. For other Cowles interests, see KRNT-TV, Des Moines.

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 Blair Television.

Represented (legal) by Marmet & Webster.

Represented (engineering) by Jansky & Bailey.

Personnel:

- M. DALE LARSEN, exec. v.p. & general manager.
- G. W. (JERRY) CARR, national/regional sales manager.
- JOHN S. MILEHAM, promotion director.
- JULIUS EFFLANDT, director of programming.
- DALE HECKEL, director of engineering.
- GUS GREBE, sports director.
- TOM GILLIES, news director.

DIGEST OF RATE CARD NO. 1-72—(March 13, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	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: \$200.

NETWORK BASE HOURLY RATE: \$750.

308-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
COLORADO				
	Cheyenne	800	700	89
	Kit Carson	2,600	2,300	89
	Yuma	3,100	2,900	92
KANSAS				
	Barber	2,500	2,400	94
	Barton	10,000	9,800	98
	Butler	12,700	12,300	97
	Chase	1,300	1,200	93
	Cheyenne	1,600	1,500	95
	Clark	1,100	1,100	96
	Comanche	1,000	900	91
	Cowley	12,400	11,800	95
	Dickinson	7,400	7,000	95
	Edwards	1,600	1,500	96
	Ellis	7,600	7,400	97
	Ellsworth	2,200	2,100	94
	Finney	5,900	5,700	96
	Ford	7,400	7,200	97
	Gove	1,200	1,100	92
	Graham	1,500	1,400	96
	Grant	1,700	1,600	95
	Gray	1,500	1,400	95
	Greeley	600	600	95
	Harper	3,200	3,100	96
	Harvey	8,900	8,500	95
	Haskell	1,200	1,200	96
	Hodgeman	900	800	93
	Kearny	1,000	1,000	96
	Kingman	3,000	2,900	97
	Kiowa	1,400	1,300	91
	Lane	1,000	1,000	96
	Lincoln	1,700	1,600	92
	Logan	1,200	1,100	93
	Mc Pherson	8,900	8,300	93
	Marion	4,700	4,400	94
	Meade	1,700	1,700	99
	Mitchell	2,800	2,600	93
	Morton	1,100	1,000	94

(Continued on page 309-b)

Station Totals	470,000	449,500	96
Net Weekly Circulation (1970-71)			318,000
Average Daily Circulation (1970-71)			215,000

TV Factbook No. 42

KARD-TV, Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS—(Continued)				
	Ness	1,600	1,500	95
	Norton	2,500	2,400	95
	Osborne	2,400	2,200	92
	Ottawa	2,200	2,000	92
	Pawnee	2,800	2,700	96
	Pratt	3,700	3,600	96
	Rawlins	1,400	1,300	95
	Reno	20,800	20,200	97
	Rice	4,200	4,100	97
	Rooks	2,600	2,500	96
	Rush	1,800	1,700	96
	Russell	3,300	3,100	95
	Saline	15,100	14,500	96
	Scott	1,800	1,700	96
	Sedgwick	115,300	112,300	97
50% & Over	Seward	5,300	5,100	95
	Sheridan	1,200	1,100	94
	Sherman	2,600	2,500	96
	Stafford	2,400	2,300	96
	Stanton	700	600	92
	Stevens	1,300	1,200	91
	Sumner	8,000	7,700	96
	Thomas	2,500	2,300	93
	Trego	1,600	1,500	93
	Wichita	900	800	93
NEBRASKA				
	Chase	1,300	1,300	96
	Dundy	1,100	1,000	94
	Furnas	2,400	2,200	94
	Hayes	500	500	95
	Hitchcock	1,500	1,500	97
	Red Willow	4,200	4,100	96
OKLAHOMA				
	Beaver	2,200	2,100	94
COLORADO				
	Baca	1,900	1,500	81
	Yuma	3,100	2,900	92
KANSAS				
Between 25-49%	Dickinson	7,400	7,000	95
	Lyon	11,200	10,500	94
	Morris	2,400	2,200	93
	Phillips	2,900	2,700	91
NEBRASKA				
	Frontier	1,300	1,200	96
OKLAHOMA				
	Grant	2,700	2,600	95
	Kay	17,600	16,800	96
COLORADO				
	Kiowa	700	600	89
	Kit Carson	2,600	2,300	89
	Prowers	4,200	3,700	88
KANSAS				
Between 5-24%	Clay	3,700	3,400	92
	Cloud	4,600	4,300	93
	Geary	9,000	8,700	96
	Woodson	1,800	1,700	92
NEBRASKA				
	Harlan	1,600	1,500	96
	Pawnee	1,500	1,400	93
OKLAHOMA				
	Alfalfa	2,800	2,600	93
	Garfield	19,600	18,900	96
	Texas	5,400	5,100	94
	Woods	4,200	3,900	94

For Kansas CATV Systems

See Services Volume

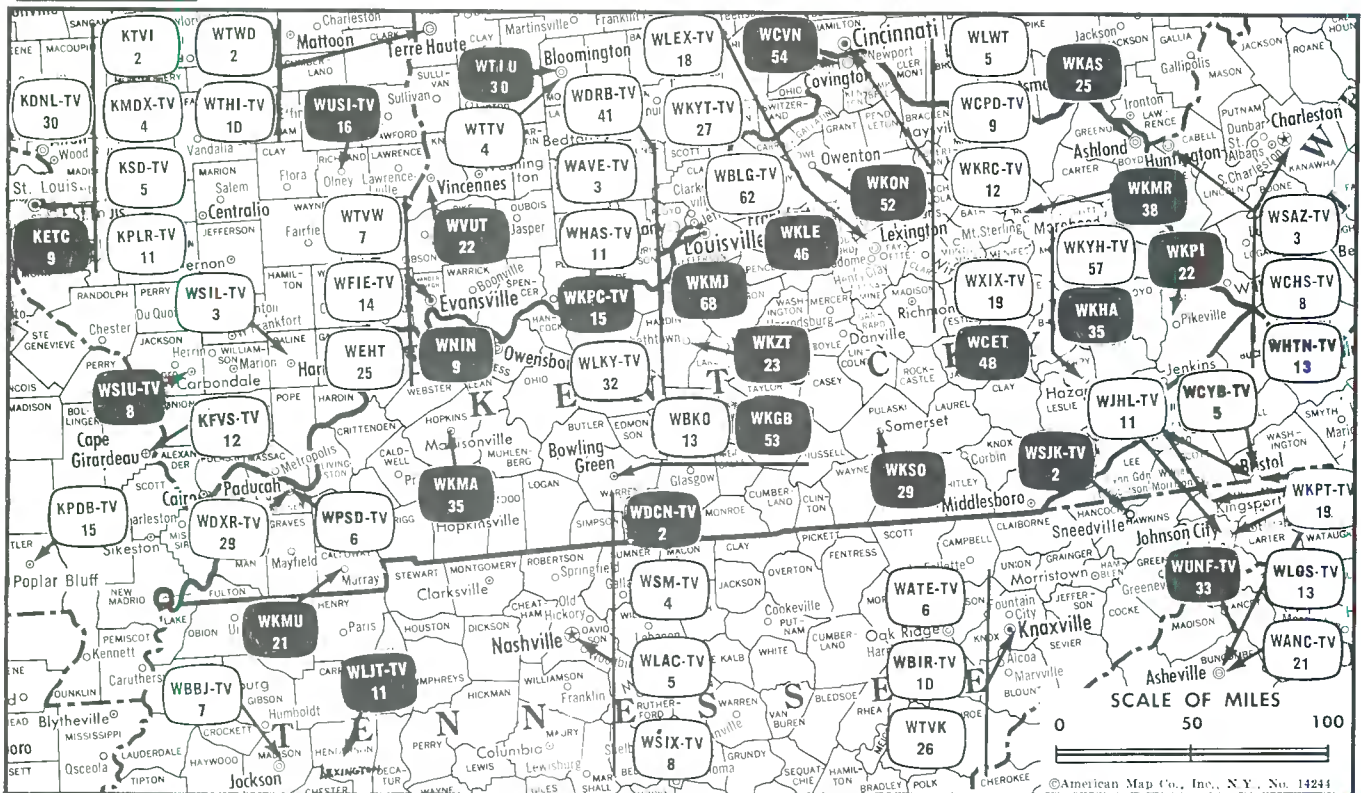
Kansas—Wichita

KTVH, Hutchinson-Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS—(Continued)				
	Ness	1,600	1,500	95
	Norton	2,500	2,400	95
	Osborne	2,400	2,200	92
	Ottawa	2,200	2,000	92
	Pawnee	2,800	2,700	96
	Phillips	2,900	2,700	91
	Pratt	3,700	3,600	96
	Rawlins	1,400	1,300	95
	Reno	20,800	20,200	97
	Rice	4,200	4,100	97
	Rooks	2,600	2,500	96
	Rush	1,800	1,700	96
	Russell	3,300	3,100	95
	Saline	15,100	14,500	96
	Scott	1,800	1,700	96
50% & Over	Sedgwick	115,300	112,300	97
	Seward	5,300	5,100	95
	Sheridan	1,200	1,100	94
	Sherman	2,600	2,500	96
	Stafford	2,400	2,300	96
	Stanton	700	600	92
	Stevens	1,300	1,200	91
	Sumner	8,000	7,700	96
	Thomas	2,500	2,300	93
	Trego	1,600	1,500	93
	Wallace	700	700	93
	Wichita	900	800	93
NEBRASKA				
	Dundy	1,100	1,000	94
OKLAHOMA				
	Beaver	2,200	2,100	94
COLORADO				
	Kiowa	700	600	89
KANSAS				
Between 25-49%	Geary	9,000	8,700	96
	Greenwood	3,400	3,200	94
	Lyon	11,200	10,500	94
	Morris	2,400	2,200	93
NEBRASKA				
	Hitchcock	1,500	1,500	97
OKLAHOMA				
	Harper	1,700	1,600	94
COLORADO				
	Baca	1,900	1,500	81
	Prowers	4,200	3,700	88
	Washington	1,800	1,600	91
KANSAS				
	Clay	3,700	3,400	92
	Cloud	4,600	4,300	93
	Decatur	1,800	1,700	95
	Elk	1,500	1,400	93
	Hamilton	1,000	900	92
	Riley	15,600	14,700	94
	Smith	2,400	2,300	95
	Washington	3,300	3,100	93
Between 5-24%	NEBRASKA			
	Chase	1,300	1,300	96
	Hayes	500	500	95
OKLAHOMA				
	Alfalfa	2,800	2,600	93
	Garfield	19,600	18,900	96
	Grant	2,700	2,600	95
	Kay	17,600	16,800	96
	Texas	5,400	5,100	94
TEXAS				
	Ochiltree	3,100	3,000	95

Kentucky



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Louisville	431,000	47	402,200	40
Paducah-Cape Girardeau-Harrisburg	229,500	90	241,100	72
Lexington	157,500	123	141,200	106
Bowling Green	26,500	209	*	*
Hazard	1,700	227	*	*

Kentucky Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	4	7	11
Educational Television Stations	0	14	14
			25

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.)

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

State Educational Technical Facilities

(Complete Data in Educational Directory)

WKAS

Ashland

Ch. 25

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 9.6-kw visual, 1.92-kw aural. Antenna: 500-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level.

Latitude	38°	27'	45"
Longitude	82°	37'	13"

WKGB

Bowling Green

Ch. 53

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 667-kw max. & 550-kw horizontal visual, 113-kw max. & 110-kw horizontal aural. Antenna: 810-ft. above av. terrain, 614-ft. above ground, 1370-ft. above sea level.

Latitude	37°	05'	22"
Longitude	86°	38'	05"

WCVN

Covington

Ch. 54

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 8-kw visual, 1.6-kw aural. Antenna: 405-ft. above av. terrain, 309-ft. above ground, 1129-ft. above sea level.

Latitude	39°	01'	50"
Longitude	84°	30'	23"

WKZT

Elizabethtown

Ch. 23

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 688-kw max. & 575-kw horizontal visual, 128-kw max. & 115-kw horizontal aural. Antenna: 652-ft. above av. terrain, 651-ft. above ground, 1446-ft. above sea level.

Latitude	37°	40'	55"
Longitude	85°	50'	32"

WKHA

Hazard

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 645-kw max. & 417-kw horizontal visual, 129-kw max. & 83.2-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 605-ft. above ground, 2630-ft. above sea level.

Latitude	37°	11'	34"
Longitude	83°	11'	16"

Kentucky

WKLE

Lexington-Richmond

Ch. 46

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 625-kw max. & 525-kw horizontal visual, 125-kw max. & 105-kw horizontal aural. Antenna: 874-ft. above av. terrain, 854-ft. above ground, 1764-ft. above sea level.

Latitude	37°	52'	45"
Longitude	84°	19'	33"

WKMJ

Louisville

Ch. 68

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1176-kw max. & 794-kw horizontal visual, 219-kw max. & 159-kw horizontal aural. Antenna: 820-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02"
Longitude	85°	49'	53"

WKPC-TV

Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newburg Rd., Louisville (40218).

Technical Facilities: Channel No. 15 (476-682 MHz). Authorized power: 295-kw max. & 263-kw horizontal visual, 52.8-kw max. & 46.8-kw horizontal aural. Antenna: 877-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02"
Longitude	85°	49'	53"

WKMA

Madisonville

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 614-kw max. & 513-kw horizontal visual, 123-kw max. & 102-kw horizontal aural. Antenna: 1043-ft. above av. terrain, 995-ft. above ground, 1545-ft. above sea level.

Latitude	37°	11'	25"
Longitude	87°	30'	47"

WKMR

Morehead

Ch. 38

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 683-kw max. & 562-kw horizontal visual, 137-kw max. & 112-kw horizontal aural. Antenna: 965-ft. above av. terrain, 605-ft. above ground, 1986-ft. above sea level.

Latitude	38°	10'	38"
Longitude	83°	24'	18"

Kentucky

WKMU Murray-Mayfield

Ch. 21

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 691-kw max. & 575-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 663-ft. above av. terrain, 652-ft. above ground, 1182-ft. above sea level.

Latitude 36° 41' 33"
Longitude 88° 32' 10"

WKON Owenton

Ch. 52

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 691-kw max. & 550-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 710-ft. above av. terrain, 598-ft. above ground, 1548-ft. above sea level.

Latitude 38° 31' 32"
Longitude 84° 48' 40"

WKPI Pikeville

Ch. 22

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1320-kw max. & 468-kw horizontal visual, 264-kw max. & 93.3-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 153-ft. above ground, 2994-ft. above sea level.

Latitude 37° 17' 06"
Longitude 82° 31' 29"

WKSO Somerset

Ch. 29

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 584-kw max. & 378-kw horizontal visual, 117-kw max. & 75.6-kw horizontal aural. Antenna: 1460-ft. above av. terrain, 996-ft. above ground, 2526-ft. above sea level.

Latitude 37° 10' 00"
Longitude 84° 49' 28"

WKYT-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	KENTUCKY—(Continued)			
	Bracken	2,400	2,300	96
	Carroll	2,800	2,700	95
	Greenup	9,800	9,400	96
	Harrison	4,700	4,500	95
	Henry	3,700	3,500	95
	Knott	3,800	3,300	86
	Knox	6,900	6,100	89
Between 5-24 %	Laurel	8,400	7,600	90
	Lewis	3,600	3,300	92
	Marion	4,500	4,300	96
	Mason	5,500	5,200	95
	Owen	2,600	2,400	93
	Robertson	700	700	95
	Taylor	5,500	5,100	93
	Washington	3,200	3,000	95
	Wayne	4,300	3,600	84
	Whitley	7,500	6,900	92

WLEX-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	KENTUCKY—(Continued)			
Between 25-49 %	Robertson	700	700	95
	Rowan	4,100	3,800	92
	Wolfe	1,700	1,500	86
	KENTUCKY			
	Bell	9,400	8,700	92
	Bracken	2,400	2,300	96
	Clay	4,700	4,100	87
	Grant	3,300	3,100	95
	Henry	3,700	3,500	95
	Knox	6,900	6,100	89
Between 5-24 %	Laurel	8,400	7,600	90
	Lewis	3,600	3,300	92
	Marion	4,500	4,300	96
	Mason	5,500	5,200	95
	Owen	2,600	2,400	93
	Shelby	6,200	6,000	96
	Taylor	5,500	5,100	93
	Washington	3,200	3,000	95
	Wayne	4,300	3,600	84
	Whitley	7,500	6,900	92

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Kentucky—Bowling Green



WBKO

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 595-ft. above ground, 1335-ft. above sea level.

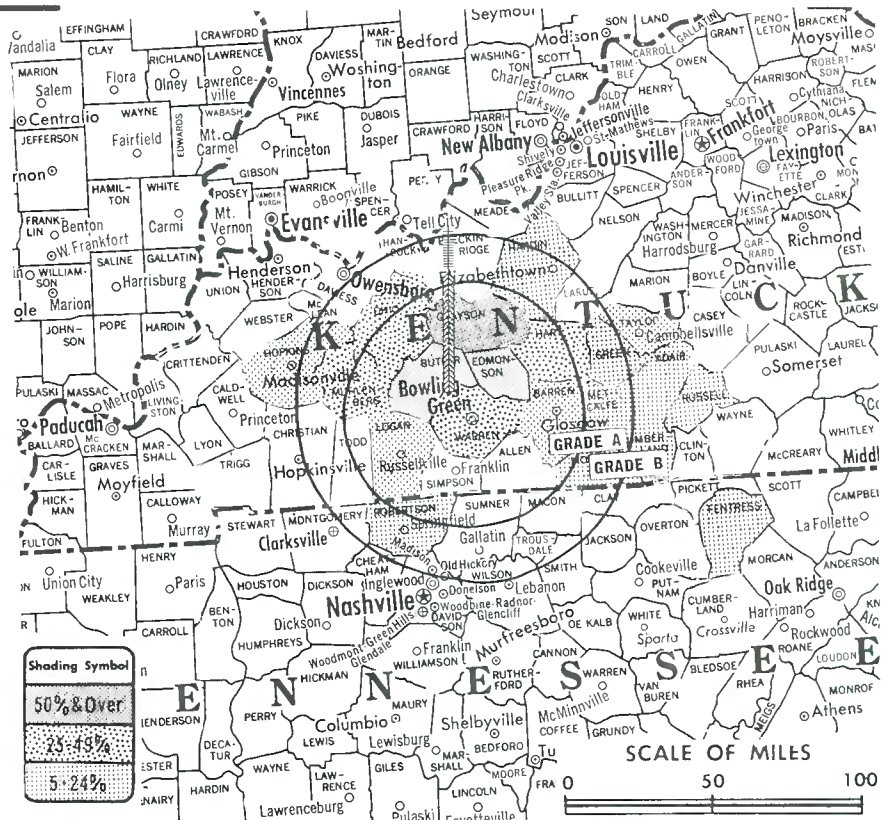
Latitude 37° 03' 52"
Longitude 86° 26' 07"

Transmitter: Off State Hwy. 67, 1/2-mi. NE of Rays Branch, Bowling Green, Ky.

Telephones: 502-781-1313 (studio); 502-777-3575 (transmitter).

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

News Wire Service: AP.



Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WBKO Ref: FCC File No. BPCT—4372 Granted 7/27/70

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

WBKO

Network Service: ABC.

Licensee: Professional Telecasting Systems Inc., Box 1198, Bowling Green (42101).

Studio: 537 E. 10th St., P.O. Box 1198, Bowling Green (42101).

Ownership: D. C. Combs, 35%; John M. Berry Sr., 30%; F. Kevin Hildenbrand, 5%; Charles C. Carney, 2%; William P. Saunders, 1%; Citizens Fidelity Bank & Trust Co., executor, 15%; 4 others, none with as much as 1%.

Began Operation: June 3, 1962. Sale to present owner by Argus Bcstg. Co. (George A. Brown Jr., et. al.) approved by FCC June 11, 1970.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Koteen & Burt.

Personnel:

CLYDE G. PAYNE, exec. v.p. & general manager.
W. RANDALL ODIL, sales manager.
DAVID L. CHUMLEY, director of engineering.
WALLACE McCOY, chief engineer.
RAY HIEB, operations manager.

DIGEST OF RATE CARD NO. 3—(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.
\$282.00 \$169.00 Graded rates apply*

*Highest rate: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Butler	3,400	3,200	93
	Edmonson	2,800	2,500	90
	Grayson	5,400	5,000	92
Between 25-49%	KENTUCKY			
	Hart	4,600	4,300	94
	Muhlenberg	9,200	8,700	95
	Ohio	6,300	5,900	94
	Warren	18,500	17,600	95
Between 5-24%	KENTUCKY			
	Adair	4,000	3,500	88
	Barren	9,300	8,800	95
	Cumberland	2,200	2,000	89
	Green	3,300	3,000	92
	Hardin	17,700	17,100	97
	Hopkins	12,600	11,900	94
	Logan	7,100	6,700	95
	Metcalfe	2,700	2,500	93
	Monroe	3,700	3,500	94
	Russell	3,500	3,200	91
	Taylor	5,500	5,100	93
TENNESSEE				
	Fentress	3,800	3,400	90
	Robertson	9,400	9,000	96
Station Totals		135,000	126,900	94
Net Weekly Circulation (1970-71)				26,500
Average Daily Circulation (1970-71)				10,400

Kentucky—Hazard

NB WKYH-TV
Ch. 57

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 15-kw visual, 2.9-kw aural. Antenna: 800-ft. above av. terrain, 438-ft. above ground, 2118-ft. above sea level.

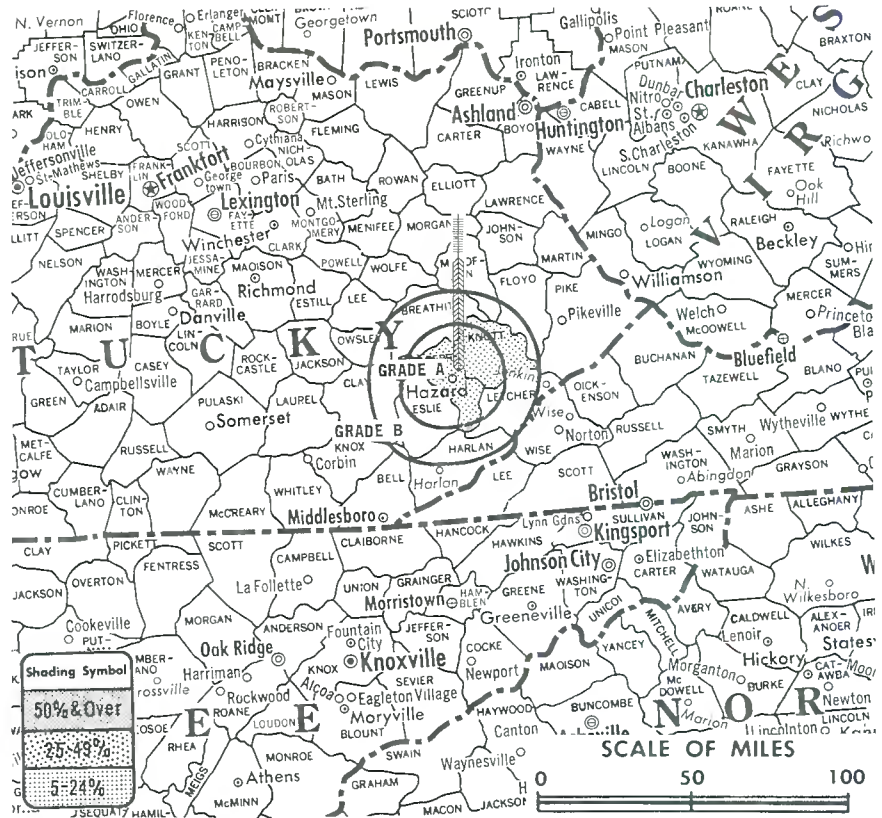
Latitude 37° 15' 21"
Longitude 83° 07' 56"

Transmitter: Tower Rd., Gorman Ridge, Hazard.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKYH-TV Ref: FCC File No. BPCT-3996 Granted 3/5/69

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WKYH-TV

Network Service: NBC.

Licensee: Hazard Television Co. Inc., Main St., Hazard, Ky. (41701).

Studio: 569 N. Main (41701). Telephones: 606-436-4444; 606-436-2522.

Business Address: Hazard Investment Bldg. (41701). Telephone: 606-436-2824. TWX No.: 510-474-7198.

Ownership: William D. Gorman, pres., 90%; Julian C. Leedy, 7%; C. J. Mellott, 3%. Hazard TV also owns a CATV system in Hazard.

Began Operation: Oct. 20, 1969.

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

Personnel:

WILLIAM D. GORMAN, president.
WILLIAM D. GORMAN JR., vice president & general manager.
WILLIAM RAGON HELTON, v.p. & sales manager.
WENDELL PENNINGTON, chief engineer.

DIGEST OF RATE CARD NO. 1 (June 15, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$275.00	\$175.00		\$33.00			

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	KENTUCKY			
	Knott	3,800	3,300	86
	Perry	7,100	6,200	88
Station Totals		10,900	9,500	87
Net Weekly Circulation (1970-71)				1,700
Average Daily Circulation (1970-71)				600

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Kentucky—Lexington



WBLG-TV

Ch. 62

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1340-kw max. & 492-kw horizontal visual, 134-kw max. & 49.2-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1998-ft. above sea level. Latitude 38° 02' 00" Longitude 84° 23' 42"

Transmitter: Bryant Rd., near U.S. 60.

TV tape: Recording facilities.

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

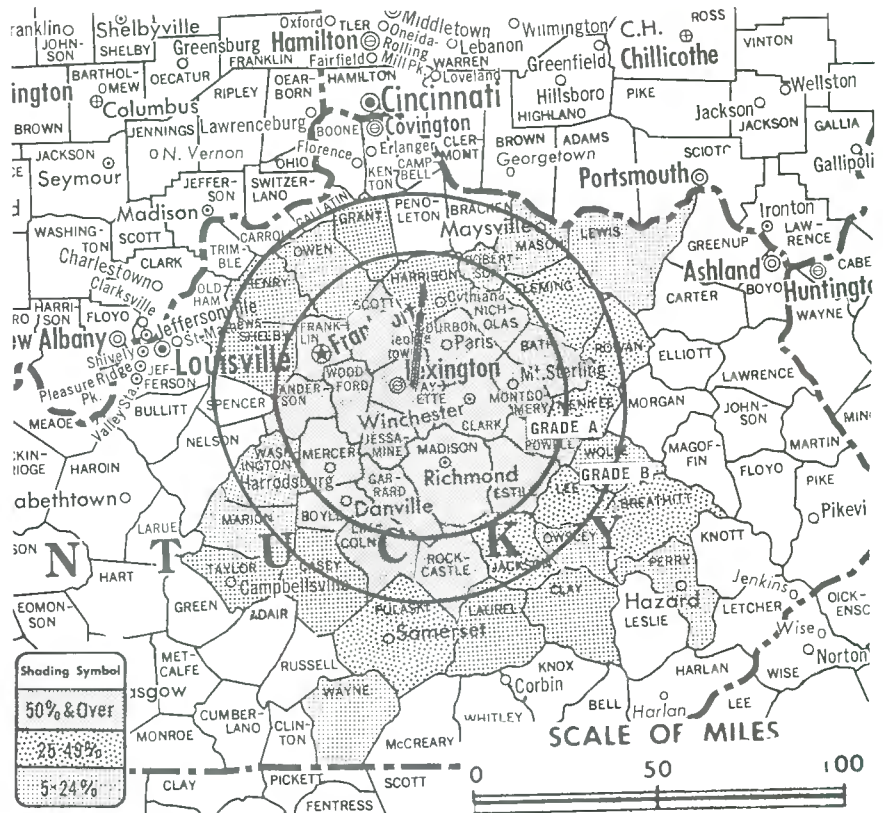
AM Affiliate: WBLG, 1-kw, 1300 kHz.

News Wire Service: AP.

Studio: Bryant Rd.

Represented (engineering) by Lohnes & Culver.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBLG-TV Ref: FCC File No. BPC1-4264 Granted 8/21/69

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

WBLG-TV

Network Service: ABC.

Licensee: WBLG-TV Inc., P.O. Box 1748, Lexington, Ky. (40501).

Telephone: 606-299-6262. TWX No.: 510-476-8806.

Ownership: Roy B. White Jr., pres., 50%; Reeves Telecom Corp., 50%. White owns WBLG, Lexington. For other Reeves interests, see WHTN-TV, Huntington, W. Va.

Began Operation: June 2, 1968.

Represented (sales) by H-R Television Inc.

Personnel:

ROY B. WHITE JR., president & general manager.
RODERICK A. GUERDAN, general sales manager.
WILLIAM F. BRATTON JR., chief engineer.
JOE CATT, news & public affairs director.
J. PAUL WARNECKE, operations manager.

DIGEST OF RATE CARD NO. 8—(Sept. 13, 1971)

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

Class AA—7-10 p.m., daily.

\$450.00 \$270.00 \$225.00 \$135.00 Graded rates apply*

*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	3,100	3,000	96
	Bath	3,100	2,800	90
	Bourbon	6,200	5,900	95
	Boyle	7,100	6,700	94
	Clark	8,000	7,500	94
	Estill	3,900	3,300	86
	Fayette	57,400	55,200	96
	Franklin	11,500	11,000	96
	Garrard	3,100	2,900	93
	Jessamine	5,500	5,100	92
	Lincoln	5,400	4,900	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY—(Continued)			
	Madison	11,900	10,900	91
	Mercer	5,400	5,100	94
	Montgomery	4,900	4,400	90
	Nicholas	2,200	2,000	92
	Powell	2,400	2,000	85
	Rockcastle	3,300	2,800	86
Between 25-49%	KENTUCKY			
	Breathitt	3,800	3,100	83
	Fleming	3,500	3,300	93
	Jackson	3,000	2,500	83
	Lee	2,000	1,700	84
	Menifee	1,200	1,100	90
	Pulaski	11,900	10,500	88
Between 5-24%	KENTUCKY			
	Rowan	4,100	3,800	92
	Casey	4,100	3,600	89
	Clay	4,700	4,100	87
	Grant	3,300	3,100	95
	Harrison	4,700	4,500	95
	Henry	3,700	3,500	95
	Laurel	8,400	7,600	90
	Lewis	3,600	3,300	92
	Marion	4,500	4,300	96
Mason	5,500	5,200	95	
Owen	2,600	2,400	93	
Owsley	1,500	1,200	80	
Perry	7,100	6,200	88	
Robertson	700	700	95	
Shelby	6,200	6,000	96	
Taylor	5,500	5,100	93	
Washington	3,200	3,000	95	
Wayne	4,300	3,600	84	
Wolfe	1,700	1,500	86	
Station Totals		259,400	240,000	93
Net Weekly Circulation (1970-71)				132,900
Average Daily Circulation (1970-71)				78,100

Kentucky—Lexington



Ch. 27

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

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

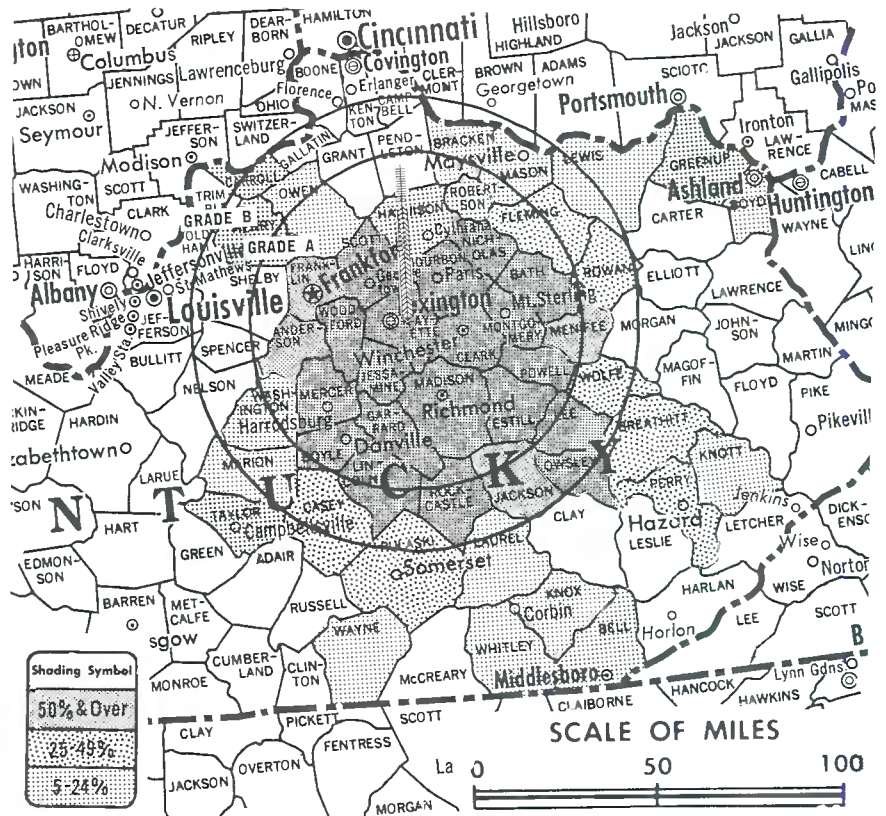
Transmitter: N side of U.S. Rt. 60, 2.8-mi. E of New Circle Rd.

TV tape: Recording facilities.

News Film Service: CBS.

News Wire Service: UPI.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKYT-TV Ref: FCC File No. BPCT-6938 Granted 12/6/68

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WKYT-TV

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Box 5057, Lexington, Ky. (40505).

Studio: Rte. 4, Winchester Rd.

Mailing Address: P.O. Box 5037, Lexington, Ky. (40505).

Telephone: 606-299-0411. TWX No.: 510-476-8850.

Ownership: Mid-Central Investment Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc. Garvice D. Kincaid, bd. chmn. & pres.; William E. Burnett Jr., secy.-treas. Kincaid owns 60% of WVLC & FM, Lexington; WH00 & FM, Orlando; WFFG, Marathon, Fla. & WINN, Louisville.

Began Operation: Sept. 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (Television Digest, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 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 Avery-Knodel Inc.

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

Represented (engineering) by Kear & Kennedy.

Personnel:

RAYMOND P. HOLBROOK, executive vice president.
AL TAYLOR, operations manager & program director.
RALPH W. GABBARD, general sales manager.
HAROLD SCHUMACHER, director of engineering.
HUDSON CLAY, film director.
HOWARD RIGGINS, news director.

DIGEST OF RATE CARD NO. 11—(June 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$400.00 \$240.00 \$160.00 \$140.00 \$110.00* \$95.00* \$55.00*

*Class A—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$400.

316-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KENTUCKY				
	Anderson	3,100	3,000	96
	Bath	3,100	2,800	90
	Bourbon	6,200	5,900	95
	Boyle	7,100	6,700	94
	Clark	8,000	7,500	94
	Estill	3,900	3,300	86
	Fayette	57,400	55,200	96
	Franklin	11,500	11,000	96
	Garrard	3,100	2,900	93
	Jackson	3,000	2,500	83
	Jessamine	5,500	5,100	92
	Lee	2,000	1,700	84
	Lincoln	5,400	4,900	91
	Madison	11,900	10,900	91
	Menifee	1,200	1,100	90
	Mercer	5,400	5,100	94
	Montgomery	4,900	4,400	90
	Nicholas	2,200	2,000	92
	Owsley	1,500	1,200	80
	Powell	2,400	2,000	85
	Rockcastle	3,300	2,800	86
	Scott	5,600	5,300	94
	Woodford	4,600	4,300	94
Between 25-49%				
KENTUCKY				
	Breathitt	3,800	3,100	83
	Casey	4,100	3,600	89
	Fleming	3,500	3,300	93
	Perry	7,100	6,200	88
	Pulaski	11,900	10,500	88
	Rowan	4,100	3,800	92
	Wolfe	1,700	1,500	86
Between 5-24%				
KENTUCKY				
	Bell	9,400	8,700	92
	Boyd	16,800	16,400	98

(Continued on page 312-b)

Station Totals	304,600	282,600	93
Net Weekly Circulation (1970-71)			149,400
Average Daily Circulation (1970-71)			99,400

TV Factbook No. 42

Kentucky—Lexington



WLEX-TV

Ch. 18

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

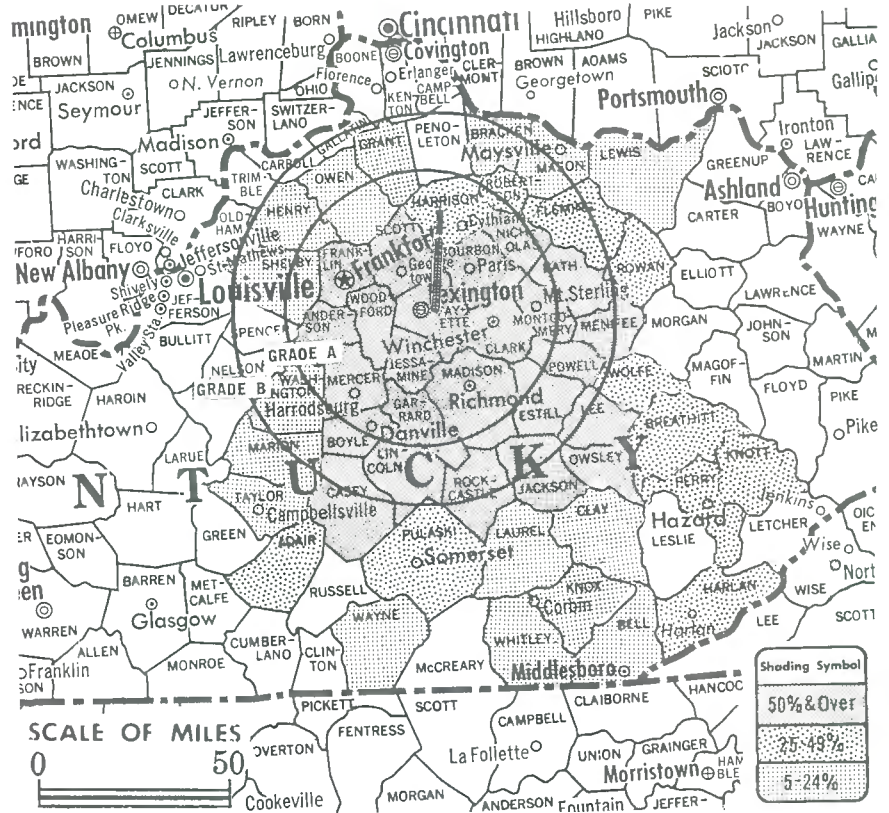
Latitude 38° 03' 56"
Longitude 84° 29' 13"

Transmitter: Russell Cave Pike.

TV tape: Recording facilities.

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

News Wire Service: AP.



WLEX-TV Ref: FCC File No. BPCT-4123 Granted 5/27/68

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

Total Households: ○ MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WLEX-TV

Network Service: NBC.

Licensee: WLEX-TV Inc., Box 1457 (40501).

Studio: Russell Cave Pike.

Telephone: 606-255-4404. TWX No.: 510-476-8896.

FM Affiliate: WLEX-FM, 50-kw, 98.1 MHz (No. 251), 350-ft.

Ownership: J. D. Gay, chairman-treas., 41.96%; Estate of H. Guthrie Bell, 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 WLEX-FM, Lexington; WCOV-TV & WCOV AM & FM, Montgomery, Ala.

Began Operation: March 15, 1955.

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

Represented (engineering) by Jules Cohen & Associates.

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

Personnel:

- HARRY C. BARFIELD, president & general manager.
- ED WHITE, v.p., national & regional sales.
- ROBERT D. JONES, operations director & film buyer.
- J. W. ROBERTSON, v.p., engineering.
- LARRY BATTEN, production manager.
- BOB DAVIDSON, vice president, local sales.
- BILL THOMPSON, news director.
- ALBERT W. SCHEER, chief engineer.

DIGEST OF RATE CARD NO. 16

(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:29-10:59 p.m., daily.	\$500.00	\$300.00	\$180.00	\$115.00	\$148.00	\$74.00
NETWORK BASE HOURLY RATE:	\$468.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KENTUCKY				
	Anderson	3,100	3,000	96
	Bath	3,100	2,800	90
	Bourbon	6,200	5,900	95
	Boyle	7,100	6,700	94
	Casey	4,100	3,600	89
	Clark	8,000	7,500	94
	Estill	3,900	3,300	86
	Fayette	57,400	55,200	96
	Franklin	11,500	11,000	96
	Garrard	3,100	2,900	93
	Jackson	3,000	2,500	83
	Jessamine	5,500	5,100	92
	Lee	2,000	1,700	84
	Lincoln	5,400	4,900	91
	Madison	11,900	10,900	91
	Menifee	1,200	1,100	90
	Mercer	5,400	5,100	94
	Montgomery	4,900	4,400	90
	Nicholas	2,200	2,000	92
	Owsley	1,500	1,200	80
	Powell	2,400	2,000	85
	Rockcastle	3,300	2,800	86
	Scott	5,600	5,300	94
	Woodford	4,600	4,300	94
Between 25-49%				
KENTUCKY				
	Adair	4,000	3,500	88
	Breathitt	3,800	3,100	83
	Fleming	3,500	3,300	93
	Harlan	10,900	10,000	92
	Harrison	4,700	4,500	95
	Knott	3,800	3,300	86
	Perry	7,100	6,200	88
	Pulaski	11,900	10,500	88

(Continued on page 312-b)

Station Totals	304,300	280,800	92
Net Weekly Circulation (1970-71)			157,500
Average Daily Circulation (1970-71)			103,600

Kentucky—Louisville



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

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

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.

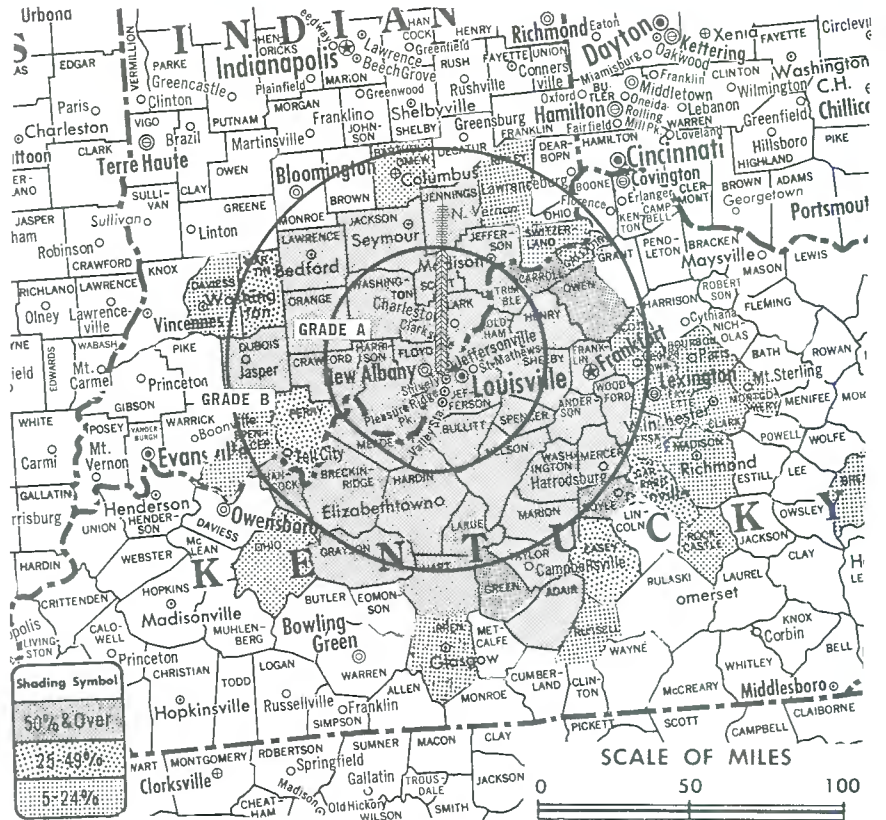
TV tape: Recording facilities.

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

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

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

Total Households: ⑥ MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

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

WAVE-TV

Licensee: Orion Bcstg. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Mailing Address: P.O. Box 1000, Louisville, Ky. (40201).

Ownership: Jane Morton Norton, 91.41%; 4 others, 8.59%. Orion Bcstg. Inc. also owns WFIE-TV, Evansville, Ind.; WFRV-TV, Green Bay, Wis.; WJMN-TV, Escanaba, Mich. and WMT-TV-AM-FM, Cedar Rapids, Iowa.

Began Operation: Nov. 24, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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.
- FRANK MILLER, program & operations director.
- BILL LOGAN, promotion director.
- RODNEY FORD, editorial director.
- ROY MEYER, news director.
- CONRAD CAGLE, production manager.
- H. B. HOLTMAN, chief engineer.
- ARTHUR J. METZLER, community contact coordinator.

DIGEST OF RATE CARD NO. A33—(Aug. 16, 1970)

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 Graded rates apply*

*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	24,700	23,900	97
	Crawford	2,800	2,600	92
	Dubois	8,700	8,200	94
	Floryd	18,400	17,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
	Harrison	6,400	6,100	96
	Jackson	10,900	10,600	97
	Jefferson	8,300	8,000	96
	Jennings	5,600	5,400	96
	Lawrence	12,700	12,300	96
	Orange	5,700	5,400	95
	Scott	5,300	5,000	94
	Washington	6,100	5,700	94
KENTUCKY				
	Adair	4,000	3,500	88
	Anderson	3,100	3,000	96
	Boyle	7,100	6,700	94
	Breckinridge	4,700	4,400	94
	Bullitt	7,400	7,200	97
	Carroll	2,800	2,700	95
	Franklin	11,500	11,000	96
	Grayson	5,400	5,000	92
	Green	3,300	3,000	92
	Hancock	2,300	2,100	93
	Hardin	17,700	17,100	97
	Hart	4,600	4,300	94
	Henry	3,700	3,500	95
	Jefferson	224,200	219,100	98
	Larue	3,300	3,100	95
	Marion	4,500	4,300	96
	Meade	5,500	5,400	97
	Mercer	5,400	5,100	94
	Nelson	6,400	6,100	96
	Oldham	4,100	4,000	97
	Owen	2,600	2,400	93
	Shelby	6,200	6,000	96
	Spencer	1,700	1,600	96
	Taylor	5,500	5,100	93
	Trimble	1,700	1,600	96
	Washington	3,200	3,000	95
	Woodford	4,600	4,300	94

(Continued on page 324-b)

Station Totals	656,300	629,200	96
Net Weekly Circulation (1970-71)		431,000	
Average Daily Circulation (1970-71)		306,100	

Kentucky—Louisville

WDRB-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

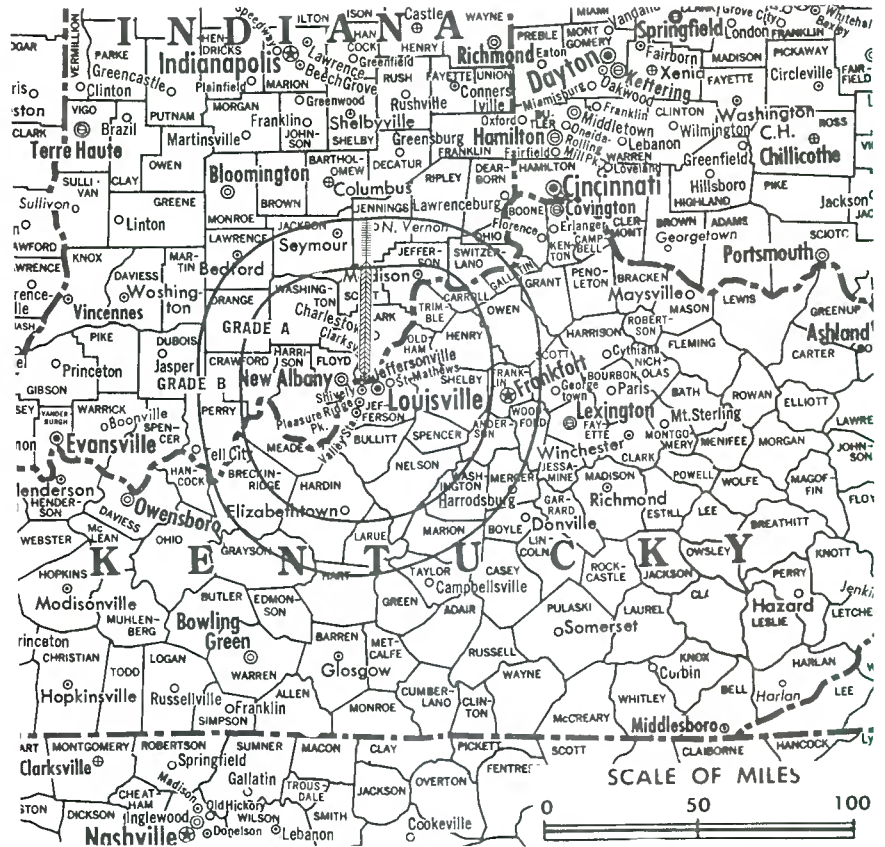
Latitude 38° 21' 00"
Longitude 85° 50' 56.5"

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

TV tape: Recording facilities.

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

ARB Data: Not available.



WDRB-TV Ref: FCC File No. BMPCT—7222 Granted 11/4/70

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

WDRB-TV

Licensee: Consolidated Broadcasting Co., 1051 E. Main St., Louisville, Ky. (40206).

Studio: 1051 E. Main St.

Telephone: 502-584-8152. TWX No.: 810-535-3328.

Ownership: Arlie Howard, pres.; Edgerton Welch, v.p.; J. P. Morgan, secy., 16% each; Owsley Welch, 14%; others.

Began Operation: Feb. 28, 1971.

Represented (sales) by Adam Young Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Cohen & Dippell.

Personnel:

ELMER F. JASPAN, executive vice president & general manager.
GEORGE E. JOHNSON, general sales manager.
WILSON L. HATCHER, operations director.
ROBERT M. CLEVELAND, chief engineer.

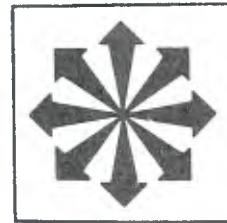
DIGEST OF RATE CARD NO. 3
(Jan. 31, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.						

\$800.00 \$480.00 \$320.00 \$200.00 Graded rates apply*

*Highest rate: \$250.

BLACKBURN & COMPANY, INC.



RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Kentucky—Louisville



WHAS-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

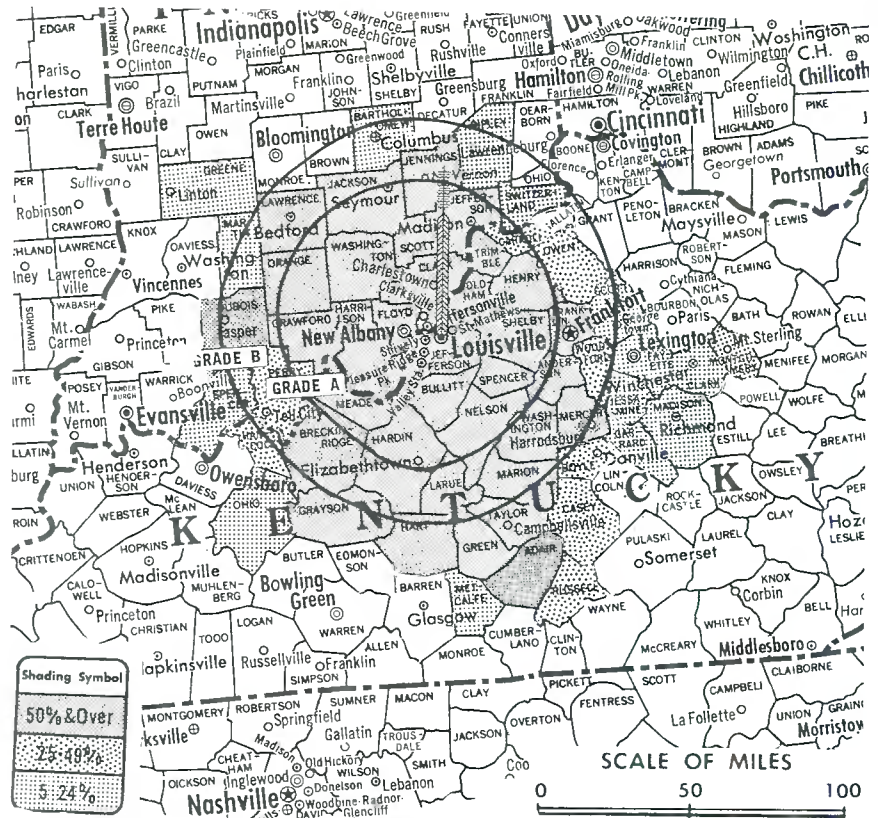
AM Affiliate: WHAS, 50-kw, 840 kHz.

FM Affiliate: WHAS-FM, 100-kw, 97.5 MHz (No. 248), 505-ft. antenna height.

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

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHAS-TV Ref: FCC File No. BPCT—8187 Granted 7/1/84 ©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: 502-582-7840. 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 Cohn & Marks.
Personnel:
BARRY BINGHAM, chairman.
VICTOR A. SHOLIS, president.
E. F. SHADBURNE, executive vice president.
CYRUS L. MacKINNON, vice president.
BARRY BINGHAM JR., vice president.
THOMAS BURKHART, general sales manager.
BIGGS TABLER, regional sales manager.
RICHARD SWEENEY, operations director.
BOB MORSE, news director.
WILLIAM C. HUNTER, director of engineering.

DIGEST OF RATE CARD NO. 21, Rev. 1
(Jan. 18, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1300.00	\$780.00	\$520.00	\$325.00	\$420.00* \$210.00*

*A.
NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	24,700	23,900	97
	Crawford	2,800	2,600	92
	Dubois	8,700	8,200	94
	Floyd	18,400	17,900	97
	Harrison	6,400	6,100	96
Jackson	10,900	10,600	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
INDIANA—(Continued)				
	Jefferson	8,300	8,000	96
	Jennings	5,600	5,400	96
	Lawrence	12,700	12,300	96
	Orange	5,700	5,400	95
	Scott	5,300	5,000	94
	Washington	6,100	5,700	94
KENTUCKY				
	Adair	4,000	3,500	88
	Anderson	3,100	3,000	96
	Breckinridge	4,700	4,400	94
	Bullitt	7,400	7,200	97
	Franklin	11,500	11,000	96
	Grayson	5,400	5,000	92
	Green	3,300	3,000	92
	Hardin	17,700	17,100	97
	Hart	4,600	4,300	94
	Henry	3,700	3,500	95
	Jefferson	224,200	219,100	98
	Larue	3,300	3,100	95
	Marion	4,500	4,300	96
	Meade	5,500	5,400	97
	Mercer	5,400	5,100	94
	Nelson	6,400	6,100	96
	Oldham	4,100	4,000	97
	Shelby	6,200	6,000	96
	Spencer	1,700	1,600	96
	Taylor	5,500	5,100	93
	Trimble	1,700	1,600	96
	Washington	3,200	3,000	95
INDIANA				
	Perry	5,900	5,500	94
KENTUCKY				
	Boyle	7,100	6,700	94
	Carroll	2,800	2,700	95
	Casey	4,100	3,600	89
(Continued on page 324-b)				
Station Totals		635,900	610,800	96
Net Weekly Circulation (1970-71)			419,800	
Average Daily Circulation (1970-71)			290,700	

Kentucky—Louisville



WLKY-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). 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"

Requests CP for change to 1064-kw max. & 291-kw horizontal visual, 212.8-kw max. & 58.2-kw horizontal aural. BPCT-4513.

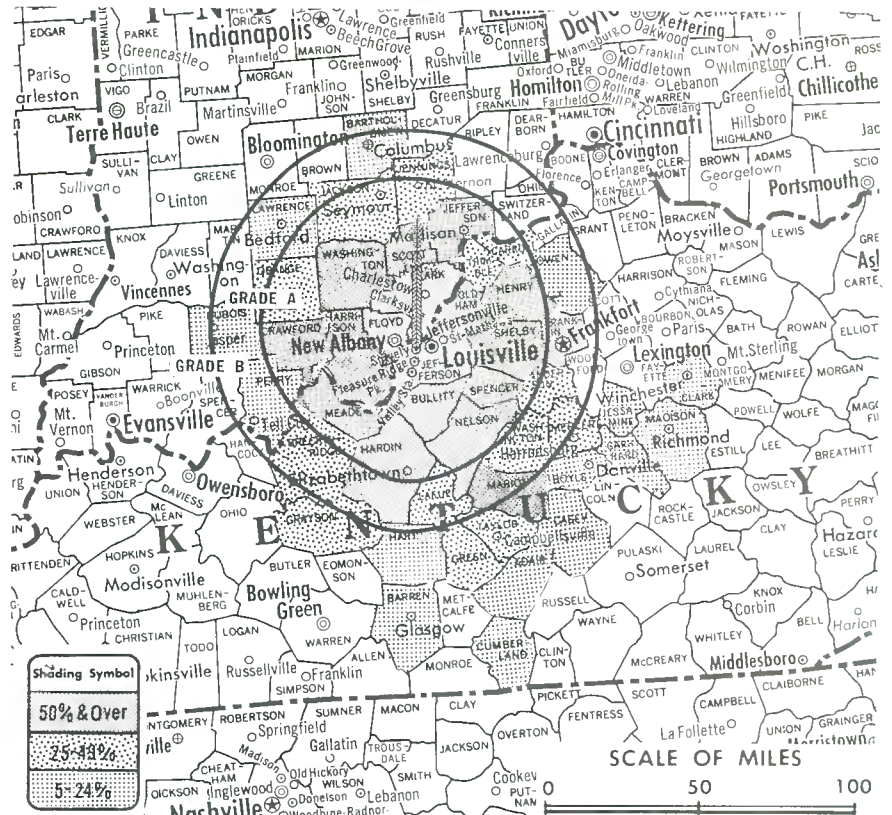
Transmitter: Floyds Knob, near New Albany, Ind.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV₂ and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WLKY-TV Ref: FCC File No. BPCT-3427 Granted 1/25/65 © American Map Co., Inc., N.Y., No. 14211

WLKY-TV

Licensee: WLKY-TV Inc., 1918 Mellwood Ave., P.O. Box 6205, Louisville, Ky. (40206).

Telephone: 502-893-3671. TWX No.: 810-535-3212.

Ownership: Sonderling Bcstg. Corp., 83.4%. Sonderling Bcstg. ownership: Egmont Sonderling, pres., 24.625%; Richard Goodman, 1st v.p., 19.375%; Alan Henry, exec. v.p.; Mason A. Loundy, secy.-treas., 7%; A. Harry Becker, 1.5%; over 1,300 other stockholders. Sonderling also owns WAST (TV), Albany-Schenectady-Troy, N.Y. and radios WOPA AM-FM, Oak Park, Ill.; WWRL, New York; WDIA & WTCV (FM), Memphis, Tenn.; KFOX, Long Beach, Cal.; KFOX-FM, Los Angeles; WOL AM & 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 Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Kear & Kennedy.

Personnel:

EGMONT SONDERLING, president.
WOODFORD DULANEY, exec. vice president & general manager.
JEFF DAVIDSON, vice president, sales.
WILLIAM W. CAMPBELL, general sales manager.
KEN CUNNAGIN, operations manager.
JOHN DORKIN, program director.

DIGEST OF RATE CARD NO. 20 (June 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.					
\$1000.00	\$600.00	\$400.00	\$250.00	\$350.00	\$280.00

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	24,700	23,900	97
	Crawford	2,800	2,600	92
	Floyd	18,400	17,900	97
	Harrison	6,400	6,100	96
	Jefferson	8,300	8,000	96
	Scott	5,300	5,000	94
	Washington	6,100	5,700	94
	KENTUCKY			
	Bullitt	7,400	7,200	97
	Franklin	11,500	11,000	96
	Hardin	17,700	17,100	97
	Henry	3,700	3,500	95
	Jefferson	224,200	219,100	98
Marion	4,500	4,300	96	
Meade	5,500	5,400	97	
Nelson	6,400	6,100	96	
Oldham	4,100	4,000	97	
Shelby	6,200	6,000	96	
Spencer	1,700	1,600	96	
Between 25-49%	INDIANA			
	Jackson	10,900	10,600	97
	Jennings	5,600	5,400	96
	Orange	5,700	5,400	95
	KENTUCKY			
	Anderson	3,100	3,000	96
	Breckinridge	4,700	4,400	94
	Carroll	2,800	2,700	95
	Grayson	5,400	5,000	92
	Green	3,300	3,000	92
	Larue	3,300	3,100	95
	Mercer	5,400	5,100	94
Taylor	5,500	5,100	93	
Trimble	1,700	1,600	96	
Washington	3,200	3,000	95	

(Continued on page 324-b)

Station Totals	533,400	513,200	96
Net Weekly Circulation (1970-71)			312,600
Average Daily Circulation (1970-71)			178,600

Kentucky—Paducah

WDXR-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 759-kw visual, 110-kw aural. Antenna: 710-ft. above av. terrain, 650-ft. above ground, 1140-ft. above sea level.

Latitude 36° 57' 42"
Longitude 88° 41' 22"

Transmitter: 2-mi. NE of Melber.

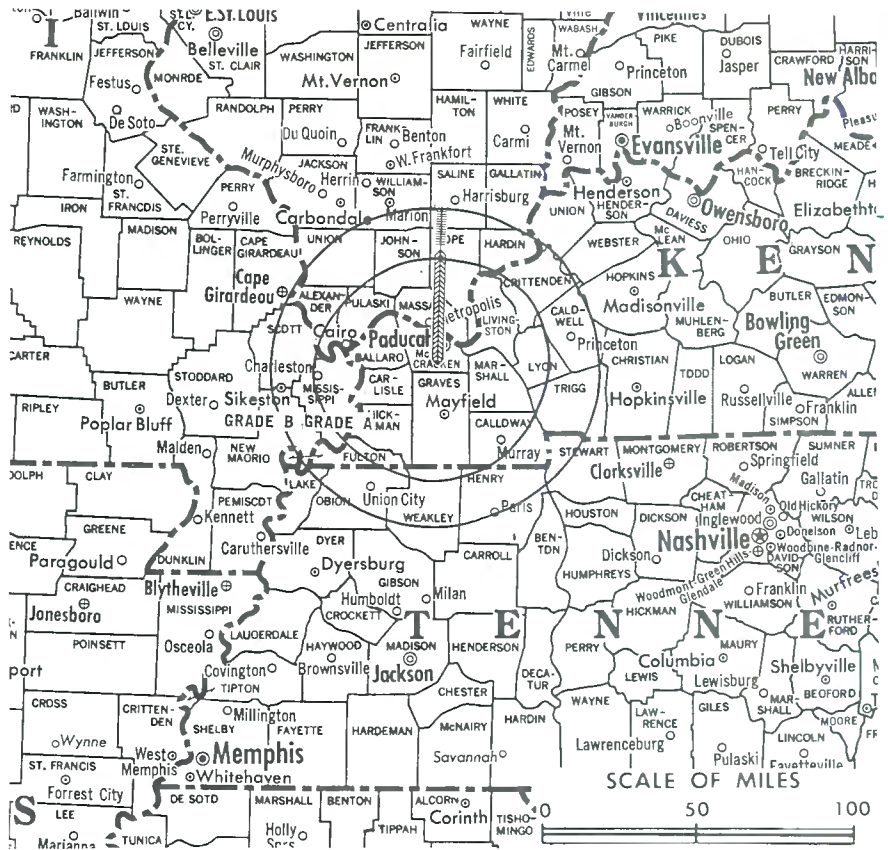
TV tape: Recording facilities.

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

News Wire Service: AP.

AM Affiliate: WDXR, 10-kw (1-kw night), 1560 kHz.

ARB Data: Not available.



WDXR-TV Ref: FCC File No. BMPCT-7131 Granted 10/6/70

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

WDXR-TV

Licensee: WDXR-TV Inc., P.O. Box 298, Paducah, Ky. (42001).

Studio: 400 Kentucky Ave., Paducah.

Telephone: 502-443-1737.

Ownership: E. Weaks McKinney-Smith, Lady Sarah McKinney-Smith & George T. Bailey 1/3 each. McKinney-Smith also owns WDXR, Paducah.

Began Operation: May 31, 1971.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Ralph J. Bitzer.

Personnel:

E. WEAKS MCKINNEY-SMITH, general manager.
C. D. (KIT) KITTELSON, technical director.
CHARLES KATTERJOHN, production manager.
RAY BLEDSOE, photo director.

DIGEST OF RATE CARD NO. 1 (April 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.	\$300	\$180	\$120	\$75	\$41	\$35
					\$30	\$20

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Kentucky—Paducah



WPSD-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

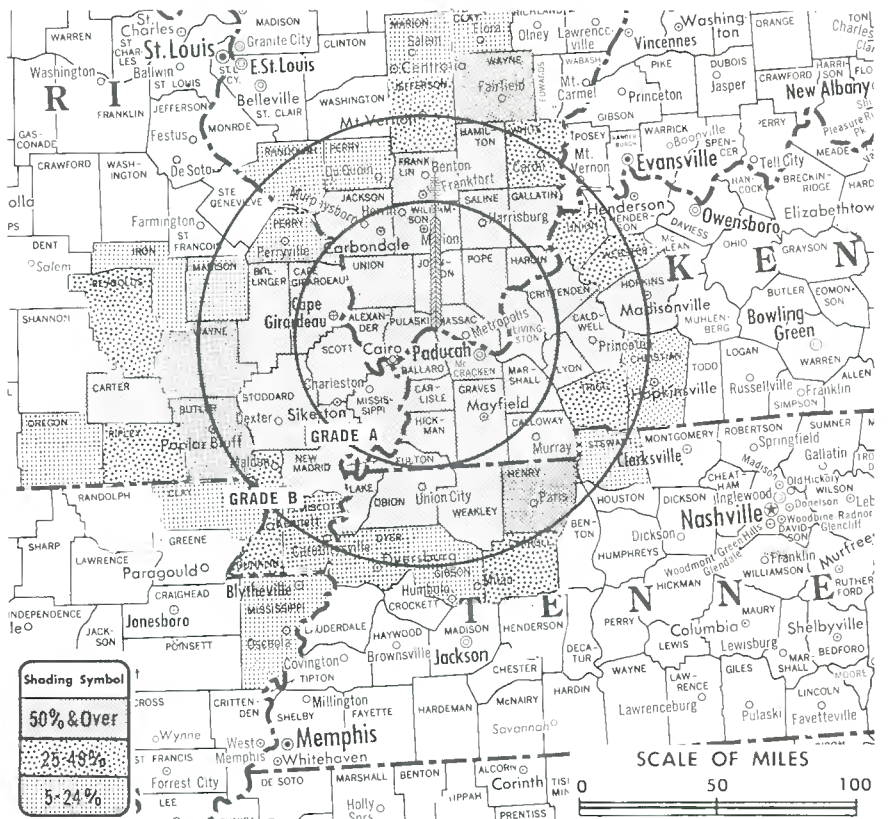
Latitude 37° 11' 31"
Longitude 88° 58' 53"

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

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

News Wire Service: AP.

News Film Service: NBC.



Total Households. © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WPSD-TV Ref: FCC File No. BPCT—2823 Granted 12/8/60

© American Map Co., Inc., N.Y., No. 11211

WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, Ky. (42001).

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX No.: 510-546-2047.

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 Stambler & Shrinsky.

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 & operations director.
BOB SWISHER, production manager.
TOM BUTLER, news director.
DON BROWN, chief engineer.

DIGEST OF RATE CARD NO. 21—(July 15, 1971)

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

Class AA—6:30-10 p.m., daily.

\$700.00 \$420.00 \$280.00 \$210.00 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Alexander	4,300	4,000	92
	Franklin	14,600	13,800	95
	Gallatin	2,600	2,400	91
	Hamilton	3,200	2,900	90
	Hardin	1,800	1,700	95
	Jackson	16,900	15,900	94
	Johnson	2,800	2,600	93
	Massac	4,900	4,600	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Pope	1,300	1,200	90
	Pulaski	3,000	2,800	92
	Saline	9,700	9,200	94
	Union	5,600	5,300	95
	Wayne	6,100	5,600	91
	Williamson	17,600	16,700	95
	MISSOURI			
	Bollinger	3,000	2,800	92
	Butler	12,000	11,100	92
50% & Over	Cape Girardeau	16,200	15,500	96
	Carter	1,300	1,100	83
	Mississippi	5,300	5,000	95
	New Madrid	7,400	6,900	93
	Scott	10,700	10,300	96
	Stoddard	8,800	8,300	95
	Wayne	3,000	2,700	91
	TENNESSEE			
	Henry	8,300	7,700	93
	Lake	2,400	2,200	93
Obion	10,700	10,200	95	
Weakley	9,800	9,200	94	

(Continued on page 324-b)

Station Totals	460,600	433,100	94
Net Weekly Circulation (1970-71)			229,500
Average Daily Circulation (1970-71)			159,000

Kentucky

WPSD-TV, Paducah (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Jefferson	10,900	10,200	94
	White	6,200	5,700	91
	KENTUCKY			
	Trigg	2,700	2,600	95
	Union	4,500	4,300	95
	Webster	4,800	4,400	93
	MISSOURI			
	Dunklin	11,800	11,000	93
	Reynolds	2,200	1,900	88
Ripley	3,400	2,900	85	
TENNESSEE				
Carroll	9,000	8,300	93	
Between 5-24%	ARKANSAS			
	Clay	6,500	6,000	92
	Mississippi	18,500	17,300	93
	ILLINOIS			
	Clay	5,100	4,700	92
	Marion	13,600	13,000	96
	Perry	7,100	6,700	95
	Randolph	9,900	9,500	96
	KENTUCKY			
	Christian	15,200	14,500	95
	MISSOURI			
	Iron	3,200	2,900	92
	Madison	3,100	2,900	93
	Oregon	3,300	2,800	84
	Pemiscot	8,300	7,700	93
	Perry	4,600	4,300	94
	TENNESSEE			
	Dyer	10,600	10,000	95
Gibson	16,600	15,600	94	
Stewart	2,500	2,400	95	

WLKY-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA			
	Bartholomew	18,200	17,600	97
	Dubois	8,700	8,200	94
	Lawrence	12,700	12,300	96
	Perry	5,900	5,500	94
	KENTUCKY			
	Adair	4,000	3,500	88
	Barren	9,300	8,800	95
	Boyle	7,100	6,700	94
	Casey	4,100	3,600	89
	Clark	8,000	7,500	94
	Cumberland	2,200	2,000	89
	Garrard	3,100	2,900	93
	Hart	4,600	4,300	94
	Jessamine	5,500	5,100	92
	Madison	11,900	10,900	91
	Owen	2,600	2,400	93

WAVE-TV, Louisville (ARB Data Continued)

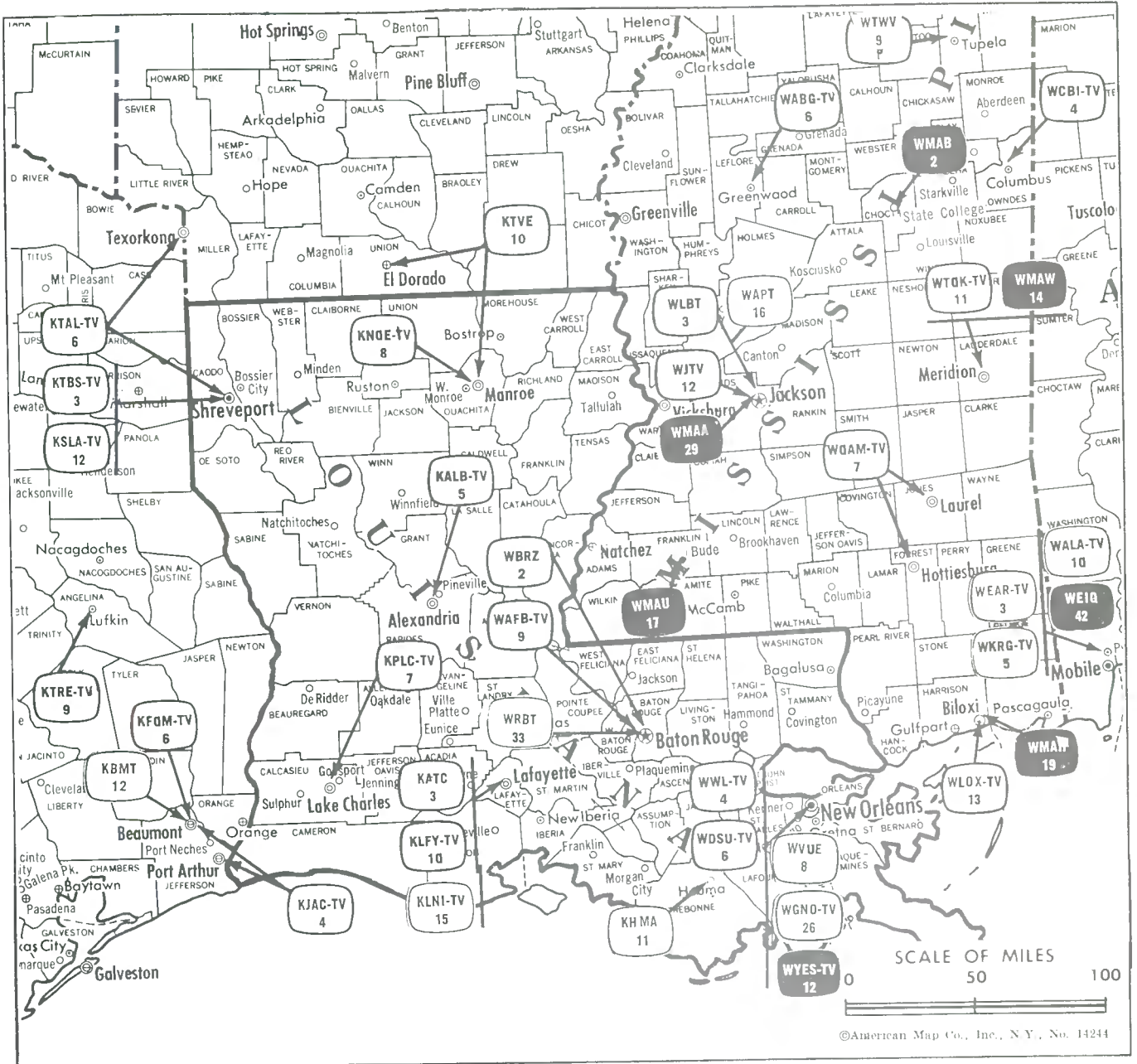
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Martin	3,200	3,000	95
	Perry	5,900	5,500	94
	KENTUCKY			
	Casey	4,100	3,600	89
	Garrard	3,100	2,900	93
Between 5-24%	INDIANA			
	Bartholomew	18,200	17,600	97
	Daviess	8,800	8,300	94
	Ripley	6,800	6,500	95
	Spencer	5,000	4,800	95
	Switzerland	2,100	2,000	94
	KENTUCKY			
	Barren	9,300	8,800	95
	Bourbon	6,200	5,900	95
	Breathitt	3,800	3,100	83
	Clark	8,000	7,500	94
	Fayette	57,400	55,200	96
	Gallatin	1,300	1,200	95
	Jessamine	5,500	5,100	92
	Madison	11,900	10,900	91
	Montgomery	4,900	4,400	90
	Ohio	6,300	5,900	94
	Rockcastle	3,300	2,800	86
Russell	3,500	3,200	91	
Scott	5,600	5,300	94	

WHAS-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY—(Continued)			
	Hancock	2,300	2,100	93
	Owen	2,600	2,400	93
	Russell	3,500	3,200	91
	Woodford	4,600	4,300	94
Between 5-24%	INDIANA			
	Bartholomew	18,200	17,600	97
	Greene	9,600	9,200	96
	Martin	3,200	3,000	95
	Ripley	6,800	6,500	95
	Spencer	5,000	4,800	95
	Switzerland	2,100	2,000	94
	KENTUCKY			
	Clark	8,000	7,500	94
	Fayette	57,400	55,200	96
	Garrard	3,100	2,900	93
	Jessamine	5,500	5,100	92
	Madison	11,900	10,900	91
	Metcalfe	2,700	2,500	93
	Montgomery	4,900	4,400	90
Ohio	6,300	5,900	94	
Scott	5,600	5,300	94	

For ARB Explanatory Data,
See page 4-b.

Louisiana



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
New Orleans	481,800	37	423,600	38
Shreveport-Texarkana	309,500	66	317,800	55
Baton Rouge	241,300	86	152,200	98
Monroe-El Dorado	198,700	101	138,800	109
Lafayette	194,400	104	124,400	122
Alexandria	138,300	136	56,800	160
Lake Charles	71,400	177	44,000	174

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Louisiana

WBRZ, Baton Rouge

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	LOUISIANA—(Continued)				
		Evangeline	9,900	8,800	89
		Lafourche	18,900	18,100	96
		Rapides	34,500	32,900	95
		St. Tammany	19,300	18,400	95
		Terrebonne	20,400	19,400	95
		Vermilion	13,300	12,600	95
		Washington	13,300	12,200	92
	MISSISSIPPI				
		Lincoln	8,400	7,700	92

KNOE-TV, Monroe

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MISSISSIPPI				
		Jefferson	2,400	2,000	84
		Washington	20,100	18,100	90
Between 5-24%	ARKANSAS				
		Bradley	4,300	3,900	91
		Columbia	8,200	7,500	91
		Desha	5,700	5,100	90
	LOUISIANA				
		Allen	6,200	5,700	92
		Avoyelles	11,300	10,400	92
		Sabine	5,900	5,100	87
	MISSISSIPPI				
		Amite	4,000	3,600	89
		Bolivar	12,800	10,900	85
		Claiborne	2,800	2,400	87
		Franklin	2,500	2,200	88
		Sharkey	2,300	2,000	88
		Sunflower	9,100	7,800	86
		Tallahatchie	5,400	4,600	86
		Wilkinson	3,000	2,600	86

KALB-TV, Alexandria

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	MISSISSIPPI—(Continued)				
		Jefferson	2,400	2,000	84
		Wilkinson	3,000	2,600	86
	TEXAS				
		Jasper	7,700	7,100	92
		Newton	3,500	3,100	88
	Sabine	2,400	2,100	86	

Louisiana Station Status as of March 15, 1972

	VHF	UHF	TOTAL
○ Commercial Television Stations	14	4	18
● Educational Television Stations	1	0	1
			19

State Educational Technical Facilities
(Complete Data in Educational Directory)

WYES-TV New Orleans

Ch. 12

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. 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"

WAFB-TV, Baton Rouge

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MISSISSIPPI				
		Franklin	2,500	2,200	88
		Pike	9,800	8,900	91
	Walthall	3,700	3,300	89	
Between 5-24%	LOUISIANA				
		Acadia	15,300	14,300	94
		Allen	6,200	5,700	92
		Concordia	6,900	6,100	88
		Evangeline	9,900	8,800	89
		Rapides	34,500	32,900	95
		Washington	13,300	12,200	92
	MISSISSIPPI				
		Adams	11,400	10,400	91

La Rue Media Brokers, Inc.

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New York, N.Y. 10019116 Central Park, So.
(212) 265-3430

Louisiana—Alexandria



KALB-TV



Ch. 5

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

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

Transmitter: Forest Hill, La.

TV tape: Recording facilities.

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

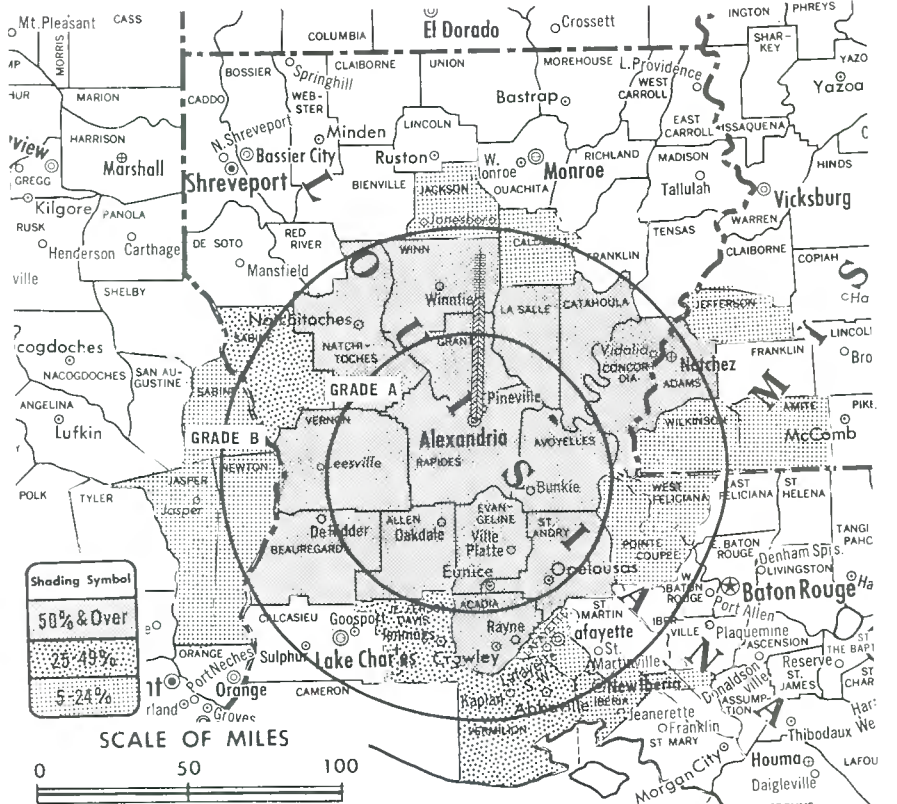
News Wire Service: AP.

News Film Service: NBC.

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

FM Affiliate: KSLI, 100-kw, 96.9 MHz (No. 245), 850-ft. antenna height.

Total Households: 5 MST
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



KALB-TV Ref: FCC File No. BPCT-3449 Granted 1/13/65

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KALB-TV

Network Service: NBC.

Licensee: Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, La. (71301).

Studio: 605-21 Washington St.

Telephone: 318-445-2456.

TWX No.: 510-976-5709.

Ownership: T. B. Lanford, 68%; William L. Fox, 32%. Lanford also owns 100% of KCTV, San Angelo, Tex.; radios KALB & KSLI, Alexandria, La. and KRMD & KJKL, Shreveport, La.; 74% of WYOU, Tampa and WZST, Leesburg, Fla.; 13.8% of WJTV, Jackson, Miss. & KKTU, Colorado Springs, Colo.; 23% of WSLI AM-FM, Jackson, Miss.

Began Operation: Sept. 29, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Kirkland, Ellis & Rowe.

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

Personnel:

T. B. LANFORD, president & film buyer.
ROBERT E. MILLER, general manager.
BERT CHAUDOIR, general sales manager.
TOM MAYNARD, sales manager.
FRANKLIN WHITEHEAD, sales service manager.
RON SAUNDERS, program director.
WILLIAM T. HOLT, chief engineer.

DIGEST OF RATE CARD NO. A8—(May 31, 1971)

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

Class AA—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$175.00 Graded rates apply*

*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	LOUISIANA				
		Acadia	15,300	14,300	94
		Allen	6,200	5,700	92
		Avoyelles	11,300	10,400	92
		Beauregard	7,200	6,500	90
		Catahoula	3,400	2,900	87
		Concordia	6,900	6,100	88
		Evangeline	9,900	8,800	89
		Grant	4,500	4,100	91
		La Salle	4,600	4,200	91
		Natchitoches	10,100	8,800	87
		Rapides	34,500	32,900	95
		St Landry	22,200	20,100	91
		Vernon	10,500	9,400	90
	Winn	5,600	5,000	90	
Between 25-49%	MISSISSIPPI				
		Adams	11,400	10,400	91
	LOUISIANA				
		Jefferson	8,700	8,200	94
Between 5-24%	LOUISIANA				
		Davis	5,900	5,100	87
		Sabine	13,300	12,600	95
		Vermilion	2,700	2,500	91
		Caldwell	16,500	15,700	95
		Iberia	5,200	4,800	93
		Jackson	32,000	30,600	96
		Lafayette	5,800	5,300	91
		Pointe Coupee	1,600	1,400	89
		West Feliciana	4,000	3,600	89
MISSISSIPPI					
	Amite	4,000	3,600	89	
(Continued on page 326-b)					
Station Totals		278,300	256,300	92	
Net Weekly Circulation (1970-71)				138,300	
Average Daily Circulation (1970-71)				84,100	

Louisiana—Baton Rouge



WBRZ



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1685-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

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

Transmitter: Plaquemine Pt., La.
TV tape: Recording facilities.
AM Affiliate: WJBO, 5-kw, 1150 kHz (NBC).
FM Affiliate: WJBO-FM, 100-kw, 102.5 MHz (No. 251), 730-ft.
Color: Network, live, film, slide & tape.
News Wire Service: AP.
Facsimile Service: AP.
News Film Service: NBC.
Represented (engineering) by Cohen & Dippell.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WBRZ Ref: FCC File No. BPCT-4173 Granted 3/5/70

© American Map Co., Inc., N.Y., No. 11214

WBRZ

Network Service: NBC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-344-2641. TWX No.: 504-993-3576.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, 33.3%; Charles P. Manship Jr., 33.3%. 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 Avco Radio Television Sales Inc.

Represented (legal) by Cohn & Marks.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.
JULES L. MAYEUX, station & general sales manager.
ROBERT J. HEADLEE, local & regional sales manager.
JOHN FERGUSON, program manager.
RAY ALEXANDER, operations & production manager.
J. PATRICK WEATHERSBY, chief engineer.
FRANK A. JONES, promotion director.

DIGEST OF RATE CARD NO. 20—(March 1, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$800.00 \$480.00 \$320.00 \$200.00* \$150.00* \$140.00* \$70.00*

*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$675.

328-b

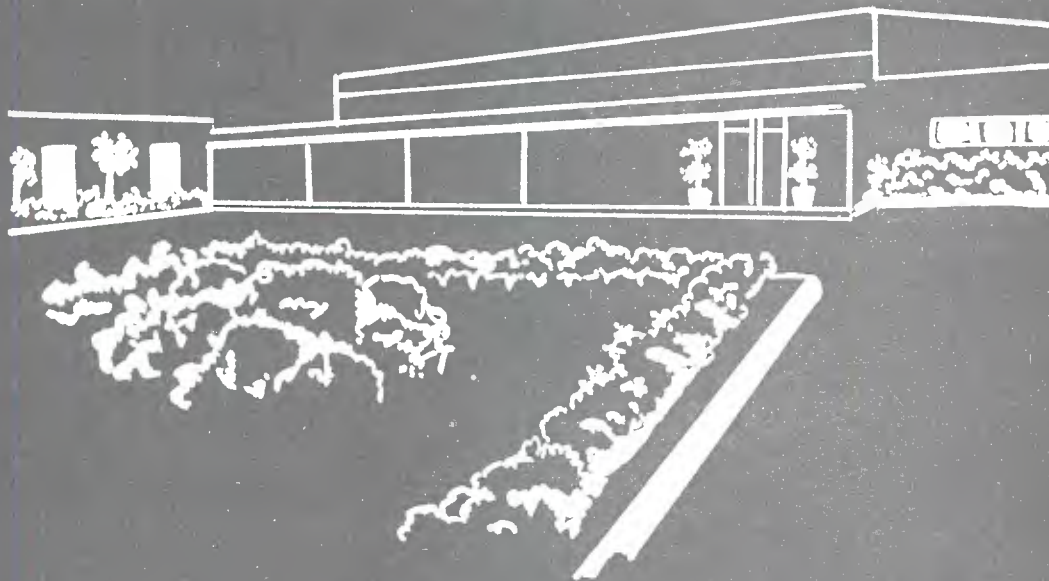
Net Weekly Circulation	State County	Total Households	TV Households	%
	LOUISIANA			
	Ascension	10,600	9,700	92
	Assumption	5,200	4,700	91
	East Baton Rouge	83,700	80,600	96
	East Feliciana	3,900	3,400	88
	Iberia	16,500	15,700	95
	Iberville	8,500	7,900	93
	Livingston	11,000	10,200	92
	Pointe Coupee	5,800	5,300	91
	St Helena	2,700	2,400	88
	St James	4,700	4,400	93
	St Martin	8,900	8,400	94
	St Mary	16,900	16,100	95
	Tangipahoa	19,300	17,800	92
	West Baton Rouge	4,600	4,300	93
	West Feliciana	1,600	1,400	89
	MISSISSIPPI			
	Amite	4,000	3,600	89
	Pike	9,800	8,900	91
	Wilkinson	3,000	2,600	86
	LOUISIANA			
	Avoynes	11,300	10,400	92
	Lafayette	32,000	30,600	96
	St John The Baptist	6,000	5,600	93
	St Landry	22,200	20,100	91
	MISSISSIPPI			
	Adams	11,400	10,400	91
	Franklin	2,500	2,200	88
	LOUISIANA			
	Acadia	15,300	14,300	94
	Concordia	6,900	6,100	88

(Continued on page 326-b)

Station Totals	466,300	437,200	94
Net Weekly Circulation (1970-71)			229,300
Average Daily Circulation (1970-71)			152,400

TV Factbook No. 42

Channel **2** Television...



highly respected leader...

*in a 3-station television market. With two established VHF and one new UHF station, Channel 2 has been able to capture *265,000 unduplicated homes! Unprecedented in the Baton Rouge market in 16 years! *64% of the news audience at 6 p.m. and 10 p.m. is further evidence that WBRZ is the highly respected leader in this million dollar television market!*

**(Source: November 1971 ARB, Baton Rouge. All figures are estimates, subject to stated limitations and conditions.)*

 Represented Nationally by
RADIO TELEVISION SALES, INC.



BATON ROUGE, LA.

Louisiana—Baton Rouge

WAFB-TV

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). 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"

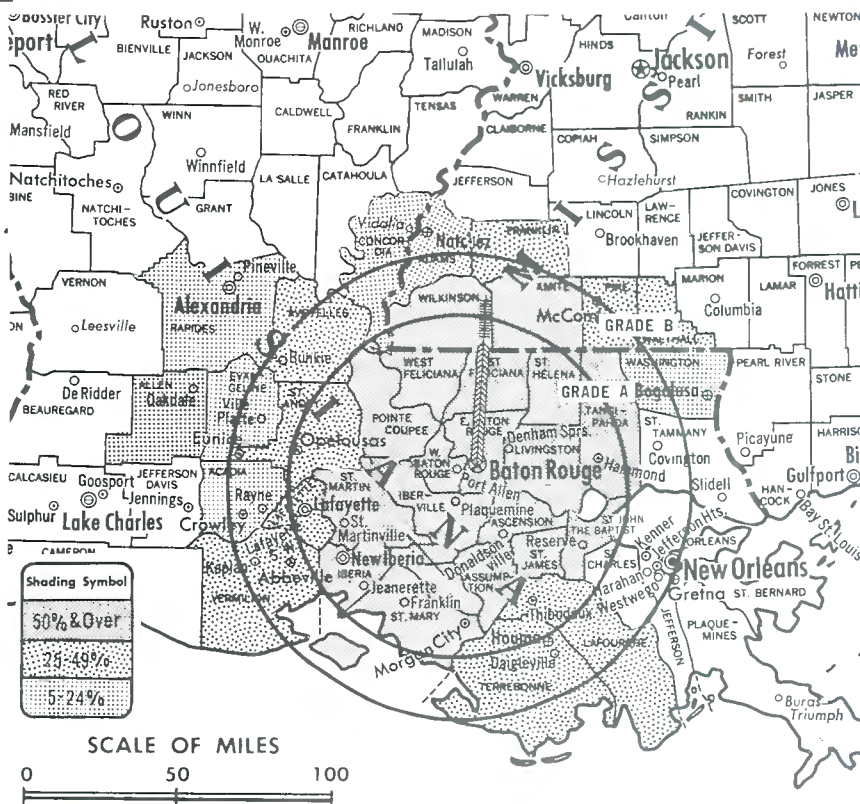
Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

TV tape: Recording facilities.

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

News Wire Service: AP.

FM Affiliate: WAFB-FM, 10-kw, 98.1 MHz (No. 251), 1550-ft.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WAFB-TV Ref: FCC File No. BPCT-3437 Granted 1/22/65

© American Map Co., Inc., N.Y., No. 11211

WAFB-TV

Network Service: CBS.

Licensee: Guaranty Bcstg. Corp., 844 Government St., Baton Rouge, La. (70821).

Studio: 844 Government St.

Telephone: 504-348-4921. TWX No.: 504-926-3251.

Ownership: Guaranty Broadcasting Corp., 100%. George A. Foster Jr., chmn. of the board; Thomas E. Gibbens, pres. & gen. mgr.; Harry P. Gamble Jr., v.p. & gen. counsel; W. P. Welch, secy. of minutes; James D. Russell, secy.; Clarence H. Willett, treas.; Mervyn Rhys, v.p., sales; Donald K. Allan, v.p., engineering. Gibbens owns 40% of WPFA, Pensacola, 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 (Vol. 4:3).

Represented (sales) by The Katz Agency, Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

TOM E. GIBBENS, president & general manager.
MERVYN RHYS, commercial manager.
DONALD K. ALLAN, chief engineer & operations manager.
ED LAMY JR., program director.
GRACE McELVEEN, promotion & merchandising director.
CARLTON CREMEENS, news director.

DIGEST OF RATE CARD NO. A10 & P8A—(Feb. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$190.00	\$175.00*	\$140.00* \$75.00*

*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$775.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA				
		Ascension	10,600	9,700	92
		Assumption	5,200	4,700	91
		East Baton Rouge	83,700	80,600	96
		East Feliciana	3,900	3,400	88
		Iberia	16,500	15,700	95
		Iberville	8,500	7,900	93
		Livingston	11,000	10,200	92
		Pointe Coupee	5,800	5,300	91
		St Helena	2,700	2,400	88
		St James	4,700	4,400	93
		St John The Baptist	6,000	5,600	93
		St Martin	8,900	8,400	94
		St Mary	16,900	16,100	95
		Tangipahoa	19,300	17,800	92
		West Baton Rouge	4,600	4,300	93
		West Feliciana	1,600	1,400	89
Between 25-49%	MISSISSIPPI				
		Amite	4,000	3,600	89
		Wilkinson	3,000	2,600	86
	LOUISIANA				
		Avoyelles	11,300	10,400	92
	Lafayette	32,000	30,600	96	
	Lafourche	18,900	18,100	96	
	St Landry	22,200	20,100	91	
	Terrebonne	20,400	19,400	95	
	Vermilion	13,300	12,600	95	
(Continued on page 326-b)					
Station Totals			448,500	420,100	94
Net Weekly Circulation (1970-71)					241,300
Average Daily Circulation (1970-71)					151,700

Louisiana—Baton Rouge



WRBT

Ch. 33



Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1014-kw max. & 871-kw horizontal visual, 200.9-kw max. & 174-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1030-ft. above ground, 1050-ft. above sea level.

Latitude 30° 22' 22"
Longitude 91° 12' 15"

Transmitter: 1.35-mi. E of River Rd. in Sect. 46, T8S, R1W.

TV tape: Recording facilities.

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



WRBT Ref: FCC File No. BMPCT-7119 Granted 2/4/71

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

WRBT

Network Service: ABC.

Licensee: Rush Broadcasting Corp., 101 St. Ferdinand St., Baton Rouge, La.

Studio: 5220 Essen Lane, Baton Rouge.

Mailing Address: P.O. Box 14685, Baton Rouge (70808). Telephone: 504-927-6120.

Ownership: Richard O. Rush, 45%; Southern Educators Life Insurance Co., 20%; Ramon V. Jarrell & Charles C. Rush, 12.5% each; Richard O. Rush Jr., 10%. For other Rush interests, see WAPT(TV), Jackson, Miss.

Began Operation: Oct. 16, 1971.

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

Represented (legal) by Mallick & Bernton.

Represented (engineering) by Willis C. Beecher.

Personnel:

RICHARD O. RUSH, president.
DON MOORE, vice president & general manager.
SAM SPIVEY, station manager.
GARY RICKETTS, operations manager.

DIGEST OF RATE CARD NO. 1 (Oct. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10:30 p.m., daily.	\$550	\$330	\$250	\$200	\$180*	\$135*	\$115*
Class AAA—6:30-10 p.m., daily.							\$60

*Class AAA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$100.

BLACKBURN & COMPANY, INC.

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NEGOTIATIONS • FINANCING • APPRAISALS**

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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Louisiana—Houma

KHMA

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 500-ft. above sea level.

Latitude 29° 33' 18.1"
Longitude 90° 46' 49.2"

Transmitter: U.S. Hwy. 90 SW of Houma.

TV tape: Recording facilities.

Color: Live & film.

News Wire Service: AP.



KHMA Ret: FCC File No. BMPCT-7344 Granted 11/3/71

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

KHMA

Grantee: St. Anthony Television Corp., Box 79, Houma, La. (70360).

Studio: Hwy. 90 West.

Telephone: 504-876-2194.

Ownership: Frank Conwell, pres. 29.50%; S. Clark Collins, v.p. 14.8%; C. R. Patterson, secy.-treas., 19.7%; Thomas H. Givens, .65%; V. L. Caldwell, 6.6%; W. V. Seeber Jr., 4.9%; E. W. Jemison, 14.05%; Richard V. McMullen, 4.9%; Joseph S. Strada, 3%; Keith T. Kenney, 1.9%.

Began Operation: March 1, 1972.

Represented (legal) by Smith & Pepper.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN COCO, general manager.

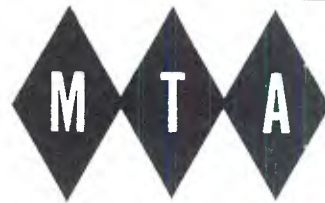
BILL DOVER, general sales manager.

HAROLD JEANSOONE, program director.

PAUL BOYKIN, chief engineer.

GARLIN ROBINETTE, news director.

Rates: No information available.



CABLE TELEVISION

**MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.

Washington, D.C. 20036

(202) 233-2345

Louisiana—Lafayette



KATC



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1239-ft. above ground, 1244-ft. above sea level.

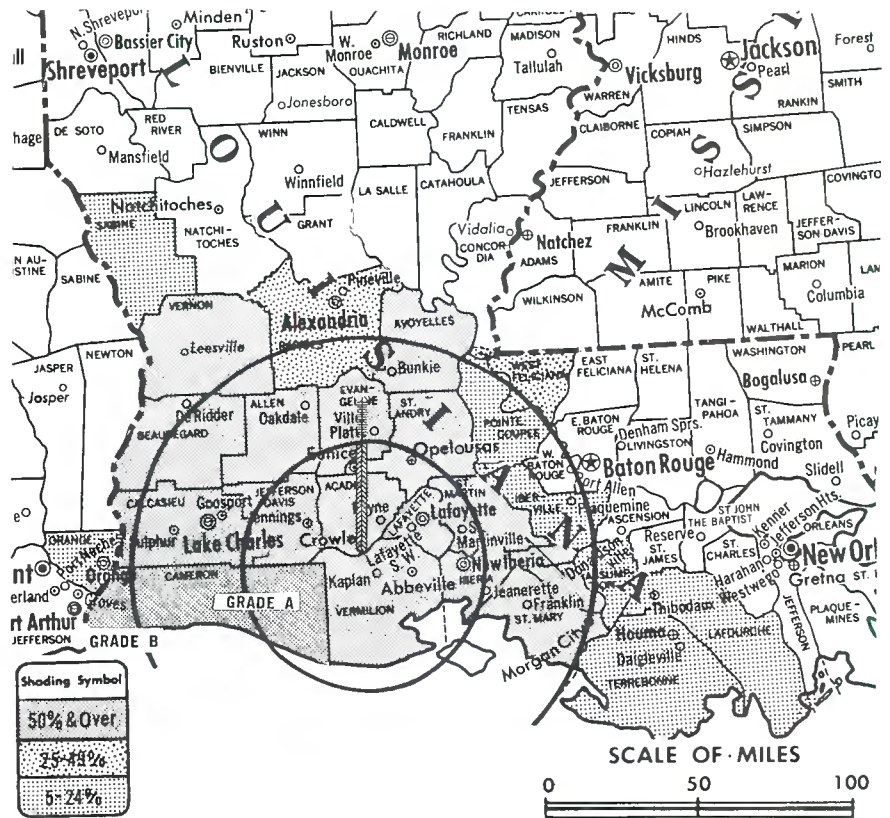
Latitude 30° 02' 38"
Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 4-b).

KATC Ref: FCC File No. BPCT—3328 Granted 5/14/64

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

KATC

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd. (70501).

Telephone: 318-232-6111.

TWX No.: 510-975-5043.

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%; Frank A. Godchaux III, 1.312%; Mrs. Shirley K. Gouaux, 19.847%; Aubrey G. LaHaye, 2.918%; Joseph Elvin LaHaye, 2.918%; J. Leaton Duhe, 3.422%; Milton H. Knox, 2.291%; Washington Life Insurance Co., 10%; 149 others, none owning more than 2%.

Began Operation: September 19, 1962.

Represented (sales) by The Meeker Co.; James S. Ayers Co. Inc. (Southeast); Busby, Finch & Woods (Southwest).

Represented (legal) by Jorgensen & Resnick.

Personnel:

MRS. FRANCES T. KURZWEG, president.
WILLIAM A. PATTON, vice president & general manager.
ROY K. RHODES, sales manager.

DIGEST OF RATE CARD NO. 9 (May 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$175.00	\$125.00	\$110.00*	\$55.00*

*Class AA—6:30-9:59 p.m., daily. Section I.

NETWORK BASE HOURLY RATE: \$374.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	15,300	14,300	94
	Allen	6,200	5,700	92
	Avoyelles	11,300	10,400	92
	Beauregard	7,200	6,500	90
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	Evangeline	9,900	8,800	89
	Iberia	16,500	15,700	95
	Jefferson			
	Davis	8,700	8,200	94
	Lafayette	32,000	30,600	96
	St Landry	22,200	20,100	91
St Martin	8,900	8,400	94	
St Mary	16,900	16,100	95	
Vermilion	13,300	12,600	95	
Vernon	10,500	9,400	90	
Between 25-49%	LOUISIANA			
	Rapides	34,500	32,900	95
	West Feliciana	1,600	1,400	89
Between 5-24%	LOUISIANA			
	Assumption	5,200	4,700	91
	Iberville	8,500	7,900	93
	Lafourche	18,900	18,100	96
	Pointe Coupee	5,800	5,300	91
	Sabine	5,900	5,100	87
	Terrebonne	20,400	19,400	95
TEXAS				
Orange	21,700	20,900	96	
Station Totals		347,300	326,500	94
Net Weekly Circulation (1970-71)				182,300
Average Daily Circulation (1970-71)				114,500

Louisiana—Lafayette

KLFY-TV
Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 301-kw visual, 49-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

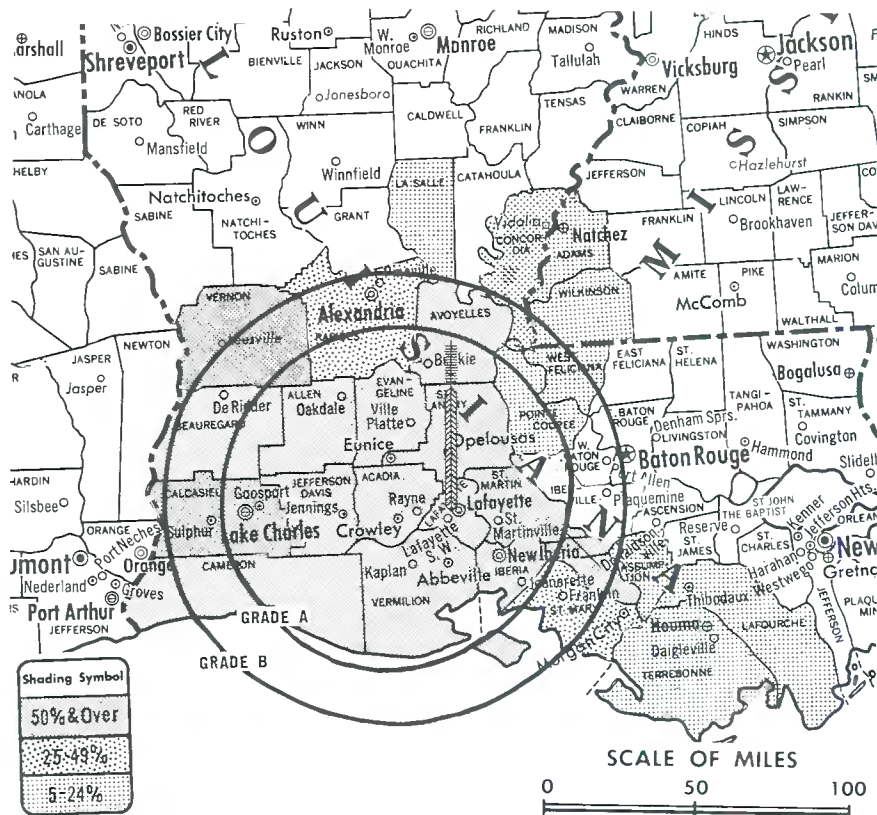
Latitude 30° 19' 18"
Longitude 92° 22' 41"

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, La.

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

News Wire Service: UPI.

Facsimile Service: UPI.



*Total Households: (M) MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
(C) 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KLFY-TV Ref: FCC File No. BPCT-4241 Granted 9/5/69

(C) American Map Co., Inc., N.Y., No. 14244

KLFY-TV

Licensee: Texoma Broadcasters Inc., Box 3687, Lafayette, La. (70501).

Studio: 2101 Jefferson St.

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 H-R Television.

Represented (legal) by Cordon & Jacobs.

Personnel:

THOMAS G. PEARS, general manager.
TERRY DOVER, operations manager.
KEITH TOWNSDIN, chief engineer.


DIGEST OF RATE CARD NO. 15 (May 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., daily.	\$550.00	\$330.00	\$180.00	\$140.00	\$119.00*	\$83.00*

*Class AA—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	15,300	14,300	94
	Allen	6,200	5,700	92
	Avoyelles	11,300	10,400	92
	Beauregard	7,200	6,500	90
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	Evangeline	9,900	8,800	89
	Iberia	16,500	15,700	95
	Jefferson			
	Davis	8,700	8,200	94
	Lafayette	32,000	30,600	96
	St Landry	22,200	20,100	91
St Martin	8,900	8,400	94	
Vermilion	13,300	12,600	95	
Vernon	10,500	9,400	90	
Between 25-49%	LOUISIANA			
	Rapides	34,500	32,900	95
	St Mary	16,900	16,100	95
Between 5-24%	LOUISIANA			
	Assumption	5,200	4,700	91
	Concordia	6,900	6,100	88
	Lafourche	18,900	18,100	96
	La Salle	4,600	4,200	91
	Pointe Coupee	5,800	5,300	91
	Terrebonne	20,400	19,400	95
	West Feliciana	1,600	1,400	89
	MISSISSIPPI			
	Adams	11,400	10,400	91
Wilkinson	3,000	2,600	86	
Station Totals		337,100	315,900	94
Net Weekly Circulation (1970-71)			194,400	
Average Daily Circulation (1970-71)			129,900	



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ARB

Information for Decisions

Louisiana—Lafayette-New Iberia

KLNI-TV
Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1585-kw max. & 832-kw horizontal visual, 282-kw max. & 147-kw horizontal aural. Antenna: 490-ft. above av. terrain, 529-ft. above sea level.

Latitude 30° 02' 54"
Longitude 91° 59' 49"

Transmitter: 3.25-mi. S of Youngsville, La.

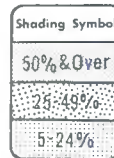
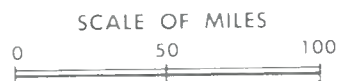
TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: (c) MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV7 and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 4-b).



KLNI-TV Ref: FCC File No. BAPCT- 6827 Granted 7/18/68

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

KLNI-TV

Licensee: Southwestern Louisiana Communications Inc., Highway 90 South, Lafayette, La. (70501).

Studio: La. Hwy. 3025. Telephone: 318-232-1582.

Mailing Address: P.O. Box 52409, Lafayette (70501).

Ownership: Charles A. Castille Jr., pres., 47.3%; John Bricker, 10.8%; J. W. Francisco, 7.4%; James R. Smith, 6.4%; Thomas Latiolais, 4.5%; Al W. Beacham, 3.1%; others, none with as much as 3%.

Began Operation: Sept. 16, 1968.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel:

- CHARLES A. CASTILLE, president.
- JIM TRAHAN, general manager & sales manager.
- W. J. MCGOFFIN, operations manager.
- CLYDE SYLVESTER, chief engineer.

DIGEST OF RATE CARD NO. 2a (Oct. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$200.00	\$125.00	\$100.00	\$50.00	\$24.00	\$20.00	\$15.00
NETWORK BASE HOURLY RATE: \$100.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA Iberia	16,500	15,700	95
	Lafayette	32,000	30,600	96
	Between 25-49%	LOUISIANA Acadia	15,300	14,300
	St Martin	8,900	8,400	94
	Vermilion	13,300	12,600	95
Station Totals		86,000	81,600	95
Net Weekly Circulation (1970-71)				36,900
Average Daily Circulation (1970-71)				18,500

Louisiana—Lake Charles

NBC **KPLC-TV** 
Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 489-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 1/4 of SE 1/4 Section 32-T7S-R6W, near Fenton, La. BPCT-4012.

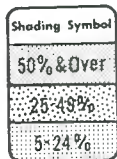
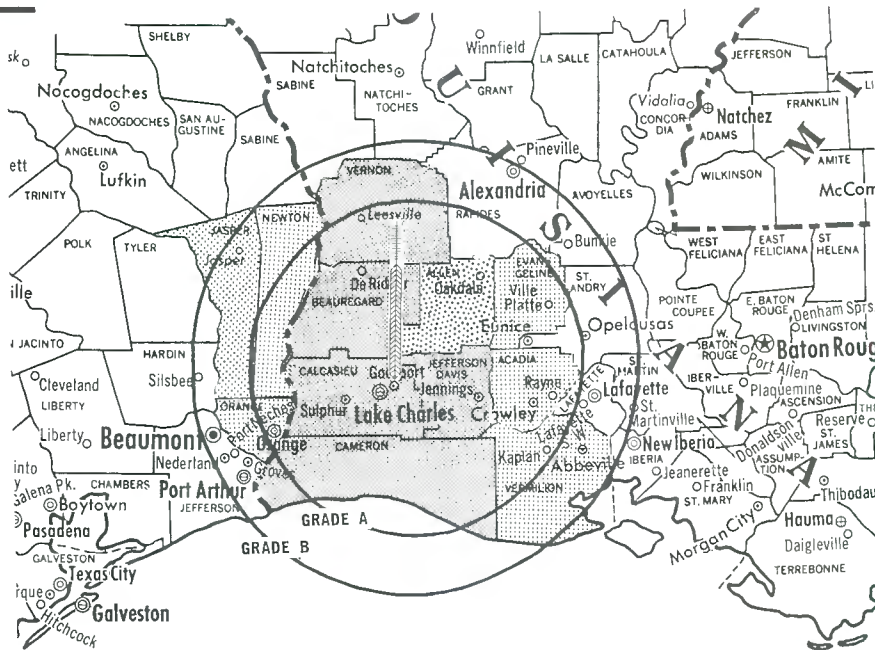
Transmitter: 320 Division St.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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. (70601).

Studio: 320 Division St. (70601).

Telephone: 318-439-9071. TWX No.: 510-971-7570.

Ownership: Lake Charles TV Inc., G. Russell Chambers, pres. & secy., 100%; Dr. Russell Carlyle Chambers, v.p. & treas.

Began Operation: Sept. 29, 1954. Sale to present owners by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Previous sale to Calcasieu 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 Cohen & Dippell.

Represented (legal) by Cohn & Marks.

Personnel:

G. RUSSELL CHAMBERS, president.
KENT J. CARTER, operations manager.
BILL DAVIS, local sales manager.
JEB ROBERTS, national sales & promotion mgr.
RICHARD SCHMIDT, traffic director.
GARY TYLER, news director.
JIM SMITH, chief engineer.

DIGEST OF RATE CARD NO. 11
(May 1, 1971)

Hour 30 Min. 15 Min. 10 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$470.00 \$283.00 \$202.00 \$182.00 \$95.00 \$85.00 \$75.00 \$50.00
NETWORK BASE HOURLY RATE: \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	7,200	6,500	90
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	Jefferson			
Between 25-49%	DAVIS	8,700	8,200	94
	VERNON	10,500	9,400	90
	LOUISIANA			
Between 5-24%	ALLEN	6,200	5,700	92
	LOUISIANA			
	Acadia	15,300	14,300	94
	Evangeline	9,900	8,800	89
5-24%	VERMILION	13,300	12,600	95
	TEXAS			
	Jasper	7,700	7,100	92
	Newton	3,500	3,100	88
Orange	21,700	20,900	96	
Station Totals		149,900	140,600	94
Net Weekly Circulation (1970-71)				71,400
Average Daily Circulation (1970-71)				46,800

La Rue Media Brokers, Inc.

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(212) 265-3430

Louisiana—Monroe-West Monroe



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-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 kHz.

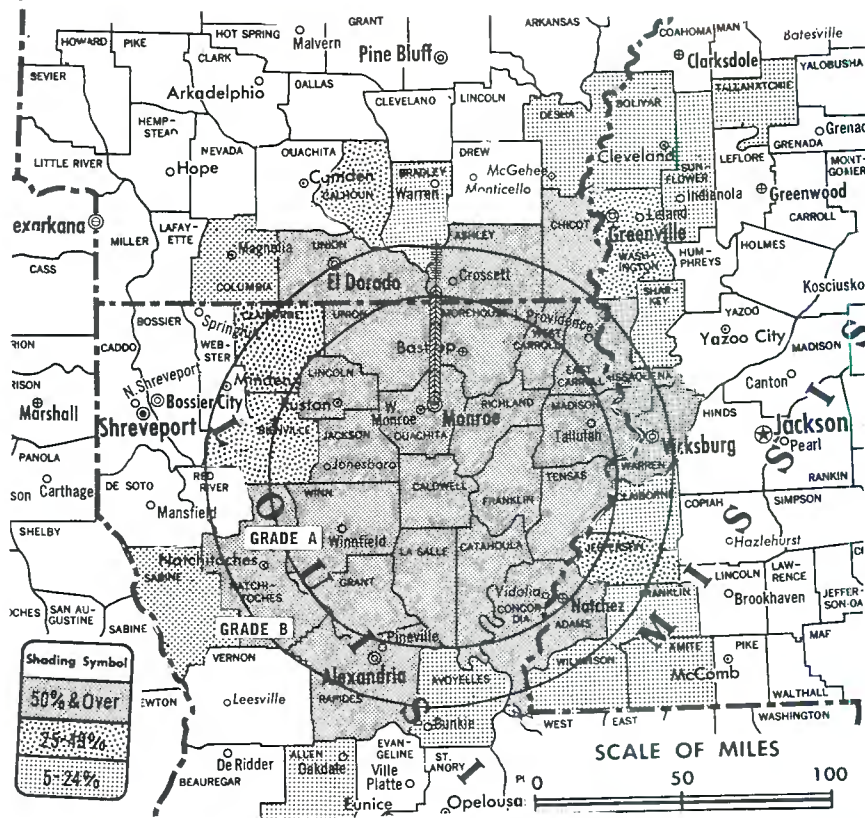
FM Affiliate: KNOE-FM, 97-kw, 101.9 MHz (No. 270), 1670-ft.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KNOE-TV Ref: FCC File No. BPCT-3313 Granted 10/2/64

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

KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 4067, Monroe (71201).

Studio: Knoe Rd.

Telephone: 318-322-8155. TWX No.: 510-977-5384.

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

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television.

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

Represented (legal) by Cohn & Marks.

Personnel:

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

W. S. MORGAN, v.p. & asst. general manager.

HARRY ARTHUR, vice president, programs.

RAY BOYD, v.p. & technical director.

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

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

EARL CASEY, news director.

LEON NOLAND JR., chief photographer.

FREDDY ROBERTS, chief engineer.

DIGEST OF RATE CARD NO. 17

(May 1, 1971)

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

Class AAA—6-10 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$250.00* \$250.00* \$125.00*

*Class AAA—6:29-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$850.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS				
		Ashley	7,600	6,900	91
		Chicot	5,500	4,800	86
		Union	15,500	14,500	94
	LOUISIANA				
		Caldwell	2,700	2,500	91
		Catahoula	3,400	2,900	87
		Concordia	6,900	6,100	88
		East Carroll	3,600	3,100	87
		Franklin	6,900	6,300	92
	Grant	4,500	4,100	91	
	Jackson	5,200	4,800	93	
	La Salle	4,600	4,200	91	
	Lincoln	9,600	9,200	95	
	Madison	4,500	4,000	88	
	Morehouse	9,700	9,000	93	
	Natchitoches	10,100	8,800	87	
	Ouachita	35,700	34,200	96	
	Rapides	34,500	32,900	95	
	Richland	6,300	5,800	91	
	Tensas	2,900	2,500	87	
	Union	5,700	5,400	94	
	West Carroll	4,100	3,700	91	
	Winn	5,600	5,000	90	
MISSISSIPPI					
	Adams	11,400	10,400	91	
	Issaquena	700	600	86	
	Warren	13,900	12,800	92	
Between 25-49%	ARKANSAS				
		Calhoun	1,800	1,600	91
	LOUISIANA				
	Bienville	5,200	4,700	91	
	Claiborne	5,600	5,100	91	
(Continued on page 326-b)					
Station Totals			339,700	309,800	91
Net Weekly Circulation (1970-71)					198,700
Average Daily Circulation (1970-71)					143,700

**THE STATION . . .
in the Ark-La-Miss**

KNOE-TV

Here are the latest average week TV audience estimates October 28 thru November 28, 1971 in the Monroe-El Dorado N. S. I. TV market.

* MONDAY THRU FRIDAY	SHARE OF HOMES
9 AM to 12 Noon	KNOE-TV — 73% Station "Z" — 27%
12:30 PM to 1 PM (As the World Turns)	KNOE-TV — 94% Station "Z" — 6%
1 PM to 3:30 PM	KNOE-TV — 86% Station "Z" — 14%
3:30 PM to 5 PM	KNOE-TV — 86% Station "Z" — 14%
5 PM to 6:30 PM	KNOE-TV — 77% Station "Z" — 23%
6:30 PM to 7:00 PM	KNOE-TV — 73% Station "Z" — 27%
10 PM to 10:30 PM	KNOE-TV — 74% Station "Z" — 26%
SUNDAY THRU SATURDAY	SHARE OF HOMES
6:30 PM to 10 PM	KNOE-TV — 68% Station "Z" — 32%
9:00 AM to 12:00 Midnight	KNOE-TV — 75% Station "Z" — 25%

* **"IN THE TOP FIVE . . . NATIONALLY"**

KNOE-TV moves to 5th place in the United States with the "CBS MORNING NEWS" Monday thru Friday 7:00-8:00 a.m. Listed below are the first five stations in the United States:

New York	73,000	Memphis	24,000
Los Angeles	31,000	Monroe	23,000
San Francisco	24,000		

KNOE-TV

Channel 8

• CBS • ABC

A James A. Noe Station

James A. Noe, Chairman of the Board
Monroe-West Monroe, Louisiana.

* SOURCE: Nielsen Station Index — Network Programs by Markets November 1971

* . . . All audience measurement data are estimates only, subject to defects and limitations of source material and methods. Hence may not be accurate measures of the true audience.

Louisiana—Monroe-El Dorado, Ark.



KTVE
Ch. 10



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

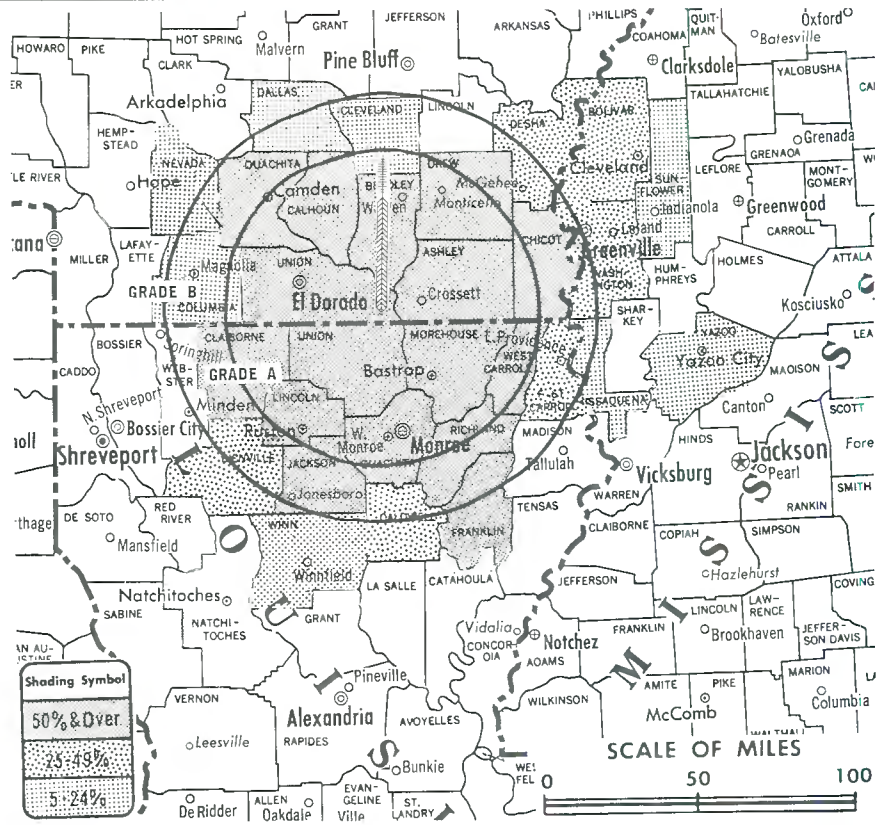
Latitude 33° 04' 41"
Longitude 92° 13' 40.6"

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

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

News Wire Service: AP.

TWX No.: 910-720-7881.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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

KTVE

Network Service: NBC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. (71730).

Offices & Studios: 206 Catalpa, Monroe, La. (71203); 400 W. Main, El Dorado, Ark. (71730).

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

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 Meeker Co.; James S. Ayres Co. (South); Clyde Melville Co. (Texas).

Personnel:

JAMES S. TIGHE, vice president & general manager.
JOHN H. LONG, chief engineer.
ROBERT WEAVER, sales manager.
HELEN JOHNSON, national sales traffic.
ROY LaMERE, program director.
CHARLES TRAVIS, news director.

DIGEST OF RATE CARD NO. 10—(May 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$150.00 \$85.00 \$85.00 \$72.00

NETWORK BASE HOURLY RATE: \$550 (ABC, NBC & CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Ashley	7,600	6,900	91
	Bradley	4,300	3,900	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS—(Continued)			
	Calhoun	1,800	1,600	91
	Chicot	5,500	4,800	86
	Drew	4,700	4,200	89
	Ouachita	10,100	9,200	91
	Union	15,500	14,500	94
	LOUISIANA			
	Claiborne	5,600	5,100	91
	Franklin	6,900	6,300	92
	Jackson	5,200	4,800	93
Between 25-49%	Lincoln	9,600	9,200	95
	Morehouse	9,700	9,000	93
	Ouachita	35,700	34,200	96
	Richland	6,300	5,800	91
	Union	5,700	5,400	94
	West Carroll	4,100	3,700	91
	ARKANSAS			
	Desha	5,700	5,100	90
	LOUISIANA			
	Bienville	5,200	4,700	91
Caldwell	2,700	2,500	91	
East Carroll	3,600	3,100	87	
MISSISSIPPI				
Bolivar	12,800	10,900	85	
Washington	20,100	18,100	90	
Between 5-24%	ARKANSAS			
	Cleveland	2,100	1,900	88
	Columbia	8,200	7,500	91
	Dallas	3,200	2,900	92
	Nevada	3,600	3,200	89
	LOUISIANA			
	Winn	5,600	5,000	90
	MISSISSIPPI			
	Issaquena	700	600	86
	Sunflower	9,100	7,800	86
Yazoo	8,000	7,200	91	
Station Totals		228,900	209,100	91
Net Weekly Circulation (1970-71)			134,300	
Average Daily Circulation (1970-71)			81,500	



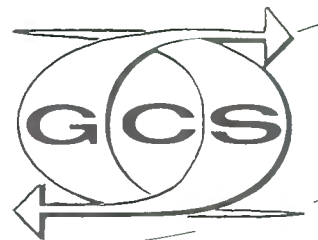
The background features a map of the El Dorado-Monroe area. A radio tower is shown in the upper right quadrant. Concentric circles represent signal coverage areas. A dashed line separates the 'ARKANSAS' and 'LOUISIANA' regions. The locations 'EL DORADO' and 'MONROE' are marked with a circle and a dot. The text 'this is KTVE' is overlaid on the map.

this is KTVE

The **ONLY** TV Station
covering the entire Monroe-
El Dorado metro with a
Grade B signal.*

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TELL YOU MORE. In the South...
JAMES S. AYERS, INC. In Texas...
CLYDE MELVILLE.**

*We have a Grade A signal in 99% of this area too!



GRAY COMMUNICATIONS SYSTEMS INC.

Louisiana—New Orleans



WDSU-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

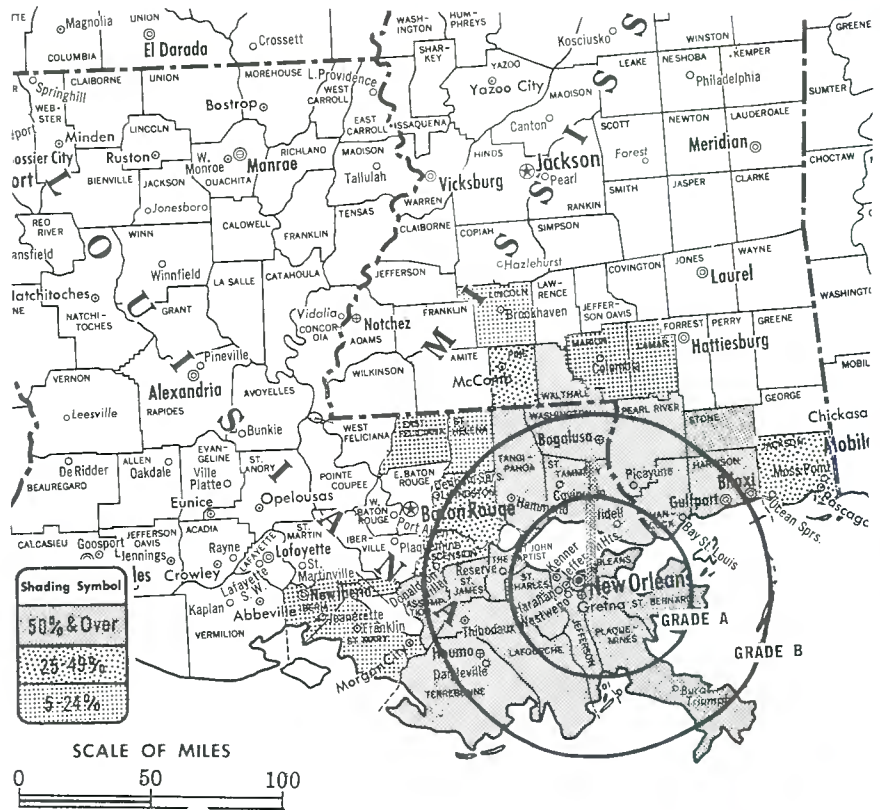
AM Affiliate: WDSU, 5-kw, 1280 kHz (NBC).

FM Affiliate: WDSU-FM, 100-kw, 93.3 MHz (No. 227), 850-ft. antenna height.

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

News Wire Service: AP, UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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

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WDSU-TV

Licensee: WDSU-TV Inc., 520 Royal St., New Orleans, La. (70130).

Telephone: 504-588-9378. TWX No.: 504-822-6166.

Ownership: Royal Street Corp. Officers: Edgar B. Stern Jr., pres., 55.61%; A Louis Read, exec. v.p., 13.12%; Dwight W. Martin, v.p. & treas., 10.63%; other stockholders & trusts combined, 20.64%.

Begin Operation: Dec. 18, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

A. LOUIS READ, president.

DWIGHT W. MARTIN, v.p. & treasurer.

ROBERT S. SCHULTIS, v.p. & general sales manager.

LINDSEY RIDDLE, v.p. & chief engineer.

JERRY ROMIG, vice president, programming.

ED PLANER, vice president, news.

MAURY A. MIDLO, dir. of promotion & merchandising.

ELDON DURAND, operations manager.

DIGEST OF RATE CARD NO. 23

(July 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AAA—7-10 p.m., daily.
\$1550.00 \$950.00 \$700.00 \$600.00 \$450.00 \$400.00 \$200.00
NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA Assumption	5,200	4,700	91
	Jefferson	102,800	100,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
LOUISIANA—(Continued)				
	Lafourche	18,900	18,100	96
	Orleans	194,900	186,700	96
	Plaquemines	6,400	6,100	95
	St Bernard	14,600	14,400	99
	St Charles	7,900	7,600	96
	St James	4,700	4,400	93
	St John The Baptist	6,000	5,600	93
	St Tammany	19,300	18,400	95
	Tangipahoa	19,300	17,800	92
	Terrebonne	20,400	19,400	95
	Washington	13,300	12,200	92
MISSISSIPPI				
	Hancock	5,100	4,800	94
	Harrison	38,900	37,400	96
	Pearl River	8,500	7,900	93
	Stone	2,400	2,200	93
	Walthall	3,700	3,300	89
Between 25-49%				
	LOUISIANA Ascension	10,600	9,700	92
	Livingston	11,000	10,200	92
MISSISSIPPI				
	Jackson	26,500	25,300	96
	Pike	9,800	8,900	91
Between 5-24%				
LOUISIANA				
	East Feliciana	3,900	3,400	88
	Iberia	16,500	15,700	95
	St Helena	2,700	2,400	88
	St Mary	16,900	16,100	95
MISSISSIPPI				
	Lamar	4,700	4,400	93
	Lincoln	8,400	7,700	92
	Marion	7,000	6,300	90
Station Totals		610,300	581,300	95
Net Weekly Circulation (1970-71)			469,100	
Average Daily Circulation (1970-71)			318,400	

Louisiana—New Orleans

WGNO-TV

(formerly WWOM-TV)

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 501-kw visual, 50.1-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.

TV tape: Recording facilities.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WGNO-TV Ref: FCC File No. BPCT-4316 Granted 4/13/70

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

WGNO-TV

Network Service: ABC, CBS, NBC.

Grantee: Communications Corp. of the South Inc., Canal St., New Orleans, La. (70130).

Studio: International Trade Mart, Canal St.

Telephone: 504-522-6211.

Ownership: Cascade Development Corp., 70%; Raymond Clyde Abercrombie, Morris L. Trahan Sr. & Paul Joseph Yacich, v.p.s., 10% each. Cascade ownership: Seymour Smith, 90%; Florence Anne Smith, 10%.

Began Operation: Oct. 14, 1967. Sale to present owner by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

Represented (sales) by Adam Young Inc.

Represented (legal) by Molnar & Gammon.

Personnel:

SEYMOUR SMITH, president.
R. CLYDE ABERCROMBIE, v.p. & manager.
MORRIS TRAHAN, v.p. & general sales manager.
PAUL YACICH, v.p. & program & production manager.
WILLIAM TAYLOR, chief engineer.
XAVIER DeSOTO, news director.

DIGEST OF RATE CARD NO. 1
(Jan. 15, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$500.00				\$57.00	\$57.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	LOUISIANA Orleans	194,900	186,700	96
Between 5-24%	LOUISIANA Jefferson	102,800	100,200	98
	Plaquemines	6,400	6,100	95
	St Bernard	14,600	14,400	99
	St Charles	7,900	7,600	96
	St James	4,700	4,400	93
Station Totals		331,300	319,400	96
Net Weekly Circulation (1970-71)				71,200
Average Daily Circulation (1970-71)				15,700

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Coincidental Surveys provide you
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Important decisions.**

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Louisiana—New Orleans



WVUE

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"

Longitude 89° 56' 58"

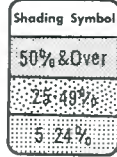
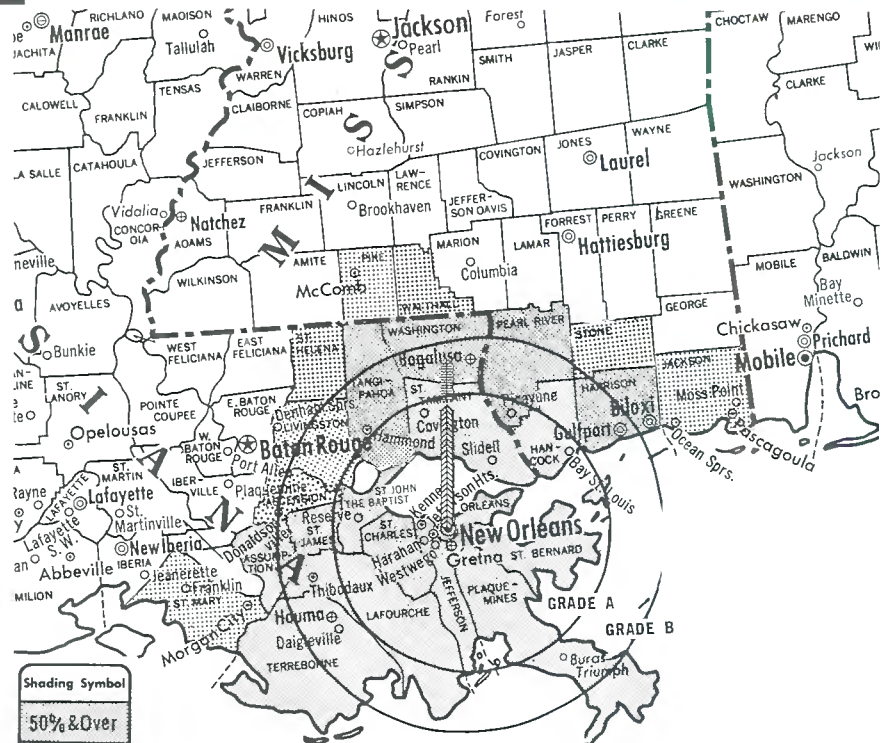
Transmitter: Paris Rd., near Chalmette, La.

Studio: 1418 Cleveland Ave.

Telephone: 504-525-9011.

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

News Wire Service: AP.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WVUE Ref: FCC Doc. 18390

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

WVUE

Licensee: Screen Gems Stations Inc., 1418 Cleveland Ave., New Orleans, La. (70112).

Ownership: Columbia Pictures Industries Inc., 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. Paretto and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970.

Represented (sales) by Metro TV Sales.

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

Personnel:

NORMAN LOUVAU, president.
 DOUGLAS J. ELLESON, vice president & general manager.
 ZVI SHOUBIN, program director.
 JACK C. LONG, general sales manager.
 JOHN B. SIMPSON, promotion manager.
 ALLEN GUNDERSON, chief engineer.
 EDWIN F. MOISE, operations & production manager.

DIGEST OF RATE CARD NO. 18—(Aug. 2, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$1300.00	\$750.00	\$410.00	\$400.00	\$390.00	Graded rates apply*

*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$935.

Net Weekly Circulation	State County	Total Households	TV Households	%		
50% & Over	LOUISIANA					
		Assumption	5,200	4,700	91	
		Jefferson	102,800	100,200	98	
		Lafourche	18,900	18,100	96	
		Orleans	194,900	186,700	96	
		Plaquemines	6,400	6,100	95	
		St Bernard	14,600	14,400	99	
		St Charles	7,900	7,600	96	
		St James	4,700	4,400	93	
		St John The Baptist	6,000	5,600	93	
		St Tammany	19,300	18,400	95	
		Tangipahoa	19,300	17,800	92	
		Terrebonne	20,400	19,400	95	
		Washington	13,300	12,200	92	
	Between 25-49%	MISSISSIPPI				
			Hancock	5,100	4,800	94
			Harrison	38,900	37,400	96
		Pearl River	8,500	7,900	93	
Between 5-24%		LOUISIANA				
			Ascension	10,600	9,700	92
		LOUISIANA				
			Livingston	11,000	10,200	92
			St Helena	2,700	2,400	88
			St Mary	16,900	16,100	95
	MISSISSIPPI					
	Jackson	26,500	25,300	96		
	Pike	9,800	8,900	91		
	Stone	2,400	2,200	93		
	Walthall	3,700	3,300	89		
Station Totals		569,800	543,800	95		
Net Weekly Circulation (1970-71)				419,600		
Average Daily Circulation (1970-71)				270,300		

Louisiana—New Orleans



WVTV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"
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: WVTV, 50-kw, 870 kHz (CBS).

FM Affiliate: WVTV-FM, 95-kw, 101.9 MHz (No. 270), 830-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

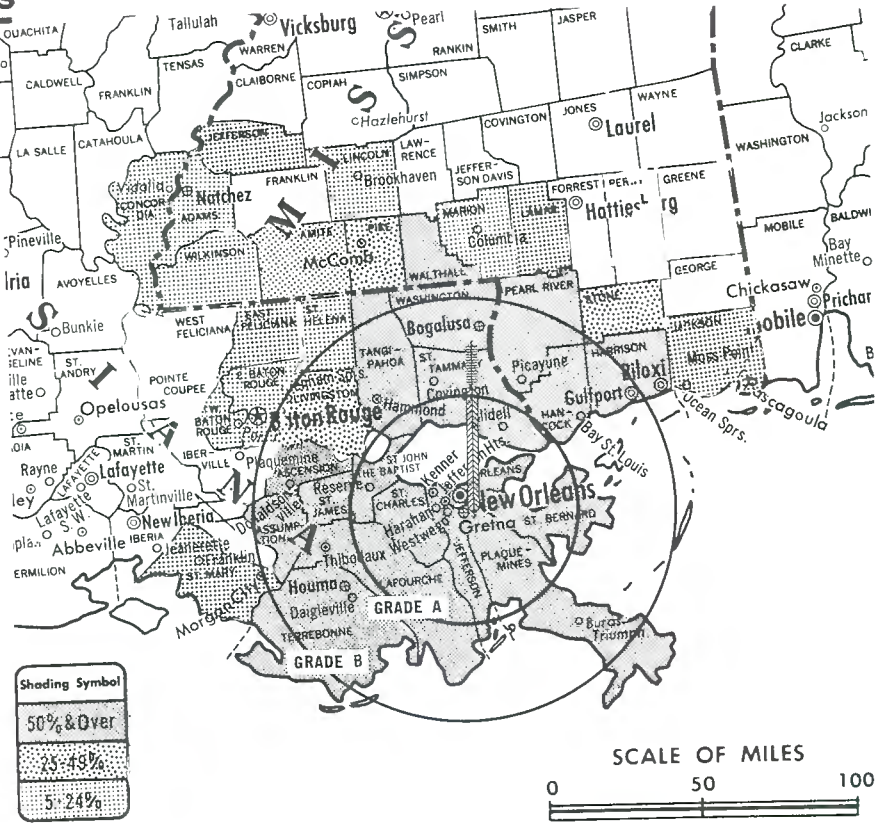
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WVTV Ref: FCC File No. BPCT-3071 Granted 11/1/62

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

WVTV

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Ownership: Loyola University. Very Rev. Michael F. Kennelly, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Marmet & Webster.

Personnel:

J. MICHAEL EARLY, v.p. broadcasting & general manager.
MAURICE GUILLERMAN, asst. gen. mgr. & gen. sales manager.
RUPERT COPPONEX, dir. of creative services & film buyer.
PHIL JOHNSON, news director.
FRANCIS JACOB JR., chief engineer.
MICKEY WELLMAN, promotion director.

DIGEST OF RATE CARD NO. A22a—(Aug. 1, 1970)

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 Graded rates apply*

*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	10,600	9,700	92
	Assumption	5,200	4,700	91
	Jefferson	102,800	100,200	98
	Lafourche	18,900	18,100	96
	Orleans	194,900	186,700	96
	Plaquemines	6,400	6,100	95
	St Bernard	14,600	14,400	99
	St Charles	7,900	7,600	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA—(Continued)			
	St James	4,700	4,400	93
	St John The Baptist	6,000	5,600	93
	St Tammany	19,300	18,400	95
	Tangipahoa	19,300	17,800	92
	Terrebonne	20,400	19,400	95
	Washington	13,300	12,200	92
	MISSISSIPPI			
	Hancock	5,100	4,800	94
	Harrison	38,900	37,400	96
Between 25-49%	LOUISIANA			
	Livingston	11,000	10,200	92
	MISSISSIPPI			
	Pike	9,800	8,900	91
	Stone	2,400	2,200	93
	LOUISIANA			
	Concordia	6,900	6,100	88
	East Baton Rouge	83,700	80,600	96
	East Feliciana	3,900	3,400	88
	St Helena	2,700	2,400	88
St Mary	16,900	16,100	95	
Between 5-24%	LOUISIANA			
	West Baton Rouge	4,600	4,300	93
	MISSISSIPPI			
	Adams	11,400	10,400	91
	Amite	4,000	3,600	89
	Jackson	26,500	25,300	96
	Jefferson	2,400	2,000	84
	Lamar	4,700	4,400	93
	Lincoln	8,400	7,700	92
	Marion	7,000	6,300	90
Wilkinson	3,000	2,600	86	
Station Totals		709,800	675,200	95
Net Weekly Circulation (1970-71)			481,800	
Average Daily Circulation (1970-71)			341,200	

Louisiana—Shreveport



KTBS-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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"

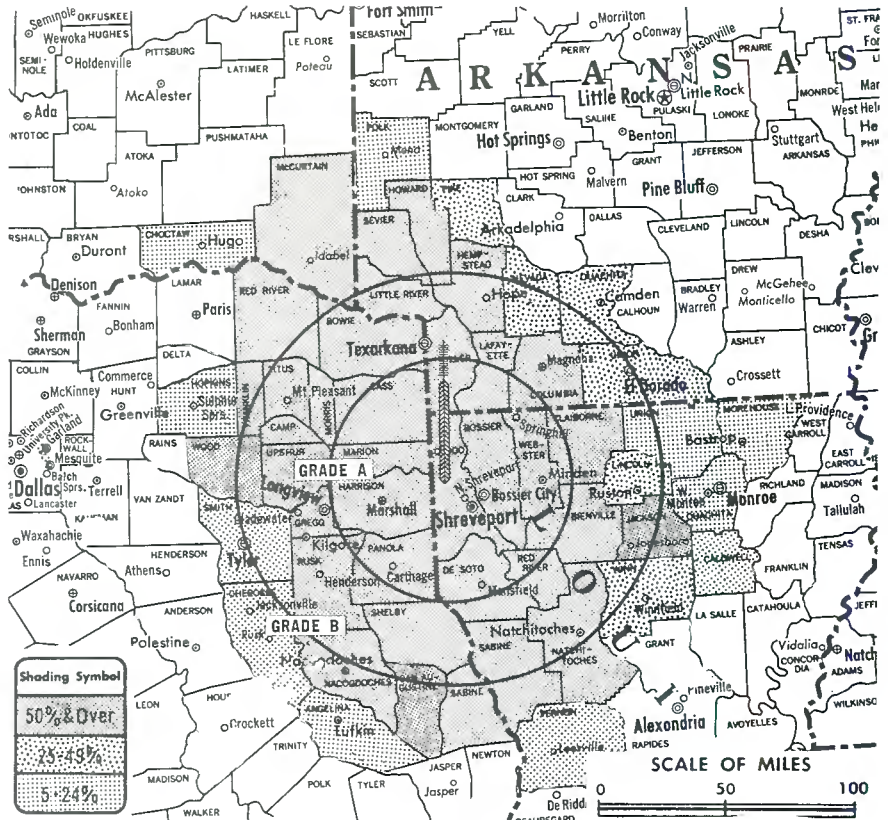
Transmitter: 1.5-mi. SE of Mooringsport, La.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTBS-TV Ref: FCC File No. BMPCT-5808 Granted 12/18/62

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

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., 43.055%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Evelyn Wray Smith, 4.166%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

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

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

Personnel:

- E. NEWTON WRAY, president & general manager.
- DEANE R. FLETT, station manager & film buyer.
- JACK TACKETT, sales manager.
- ORAL LINK, production manager.
- GENE McINNIS, promotion manager.
- MARVIN L. PERRY JR., film director & program manager.
- CLAUDE R. SCOTT, chief engineer.
- ORLAND DODSON, news director.

DIGEST OF RATE CARD NO. A17 & P16—(July 5, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$900.00	\$565.00	\$315.00	\$240.00	\$400.00*	\$200.00*
Class AA—6:30-10 p.m., daily.					\$100.00	

NETWORK BASE HOURLY RATE: \$725 (ABC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	8,200	7,500	91
	Hempstead	6,600	6,000	91
	Howard	3,800	3,500	93
	Lafayette	3,200	3,000	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARKANSAS—(Continued)				
	Little River	3,500	3,100	89
	Miller	11,200	10,500	94
	Sevier	4,000	3,700	93
LOUISIANA				
	Bienville	5,200	4,700	91
	Bossier	20,100	19,200	96
	Caddo	74,900	71,500	95
	Claiborne	5,600	5,100	91
	De Soto	7,300	6,600	90
	Jackson	5,200	4,800	93
	Natchitoches	10,100	8,800	87
	Red River	2,900	2,600	88
	Sabine	5,900	5,100	87
	Webster	13,300	12,400	93
OKLAHOMA				
	Mc Curtan	9,300	8,300	90
TEXAS				
	Bowie	23,000	21,900	95
	Camp	2,700	2,400	90
	Cass	8,000	7,500	93
	Franklin	1,900	1,700	91
	Gregg	25,800	24,500	95
	Harrison	14,600	13,600	93
	Marion	3,000	2,700	90
	Morris	3,900	3,700	94
	Nacogdoches	11,800	10,600	90
	Panola	5,600	5,200	93
	Red River	5,000	4,400	88
	Rusk	11,800	11,100	94
	Sabine	2,400	2,100	86
	San Augustine	2,400	2,100	87
	Shelby	7,000	6,300	90
	Titus	5,900	5,500	92
	Upshur	7,100	6,600	93
	Wood	6,800	6,400	93

(Continued on page 348-b)

Station Totals	537,900	500,800	93
Net Weekly Circulation (1970-71)			309,500
Average Daily Circulation (1970-71)			201,700

Louisiana—Shreveport



KSLA-TV

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). 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.

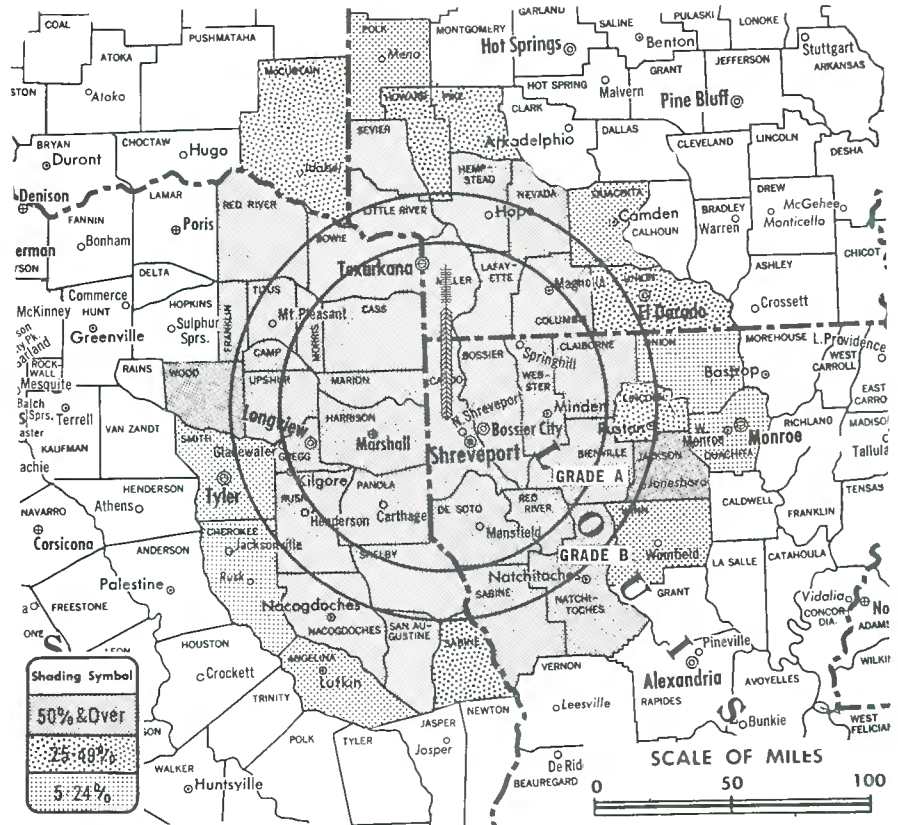
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KSLA-TV Ref: FCC File No. BMPCT-5970 Granted 5/5/64

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

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, Righter & Parsons Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WINSTON B. LINAM, general manager.
BEN B. McLAUGHLIN, sales manager.
JOHN RENSHAW, program director.

ROBERT WEIMAR, production manager.
JOHN HITT, chief engineer.
DON OWEN, news director.

DIGEST OF RATE CARD NO. 24—(Feb. 1, 1971)

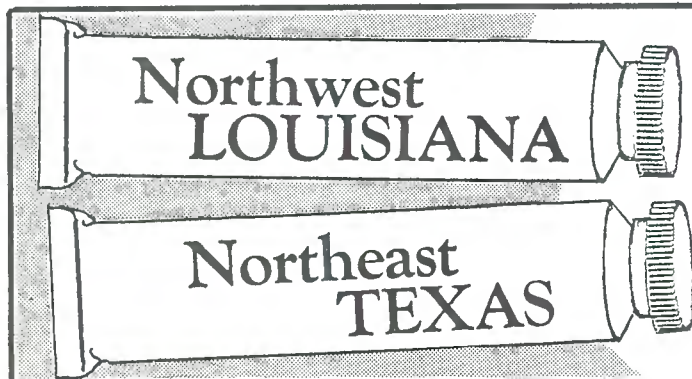
Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10 p.m., daily.

\$800.00 \$480.00 \$320.00 \$196.00 \$250.00* \$225.00* \$125.00*

*A1.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	8,200	7,500	91
	Hempstead	6,600	6,000	91
	Lafayette	3,200	3,000	93
(Continued on page 348-b)				
Station Totals		501,900	468,100	93
Net Weekly Circulation (1970-71)			296,200	
Average Daily Circulation (1970-71)			205,100	



BUY ONE - GET ONE FREE!

LOUISIANA'S NO.2 MARKET OFFERS
136,000 LOUISIANA ADI HOMES
+ 136,200 TEXAS ADI HOMES
No Cavities In Coverage

KSLA-TV 12 SHREVEPORT

Represented by Harrington, Righter & Parsons.

Louisiana

KTAL-TV, Shreveport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	ARKANSAS			
	Pike	3,100	2,800	91
	Polk	4,900	4,400	89
	Union	15,500	14,500	94
	LOUISIANA			
	Lincoln	9,600	9,200	95
	Natchitoches	10,100	8,800	87
Sabine	5,900	5,100	87	
TEXAS				
Wood	6,800	6,400	93	
Between 5-24 %	ARKANSAS			
	Ouachita	10,100	9,200	91
	LOUISIANA			
	Jackson	5,200	4,800	93
	Morehouse	9,700	9,000	93
	Ouachita	35,700	34,200	96
	Union	5,700	5,400	94
	Vernon	10,500	9,400	90
	Winn	5,600	5,000	90
	TEXAS			
	Cherokee	10,500	9,500	91
	Hopkins	7,600	7,100	93
	Nacogdoches	11,800	10,600	90
	Smith	32,400	30,700	95

KTBS-TV, Shreveport (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	ARKANSAS			
	Nevada	3,600	3,200	89
	Ouachita	10,100	9,200	91
	Pike	3,100	2,800	91
	Union	15,500	14,500	94
LOUISIANA	Lincoln	9,600	9,200	95
	Winn	5,600	5,000	90
Between 5-24 %	ARKANSAS			
	Polk	4,900	4,400	89
	LOUISIANA			
	Caldwell	2,700	2,500	91
	Morehouse	9,700	9,000	93
	Ouachita	35,700	34,200	96
	Union	5,700	5,400	94
	Vernon	10,500	9,400	90
	OKLAHOMA			
	Choctaw	5,500	4,700	86
TEXAS				
Angelina	16,200	15,300	94	
Cherokee	10,500	9,500	91	
Hopkins	7,600	7,100	93	
Smith	32,400	30,700	95	

KSLA-TV, Shreveport

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS—(Continued)			
	Little River	3,500	3,100	89
	Miller	11,200	10,500	94
	Nevada	3,600	3,200	89
	Sevier	4,000	3,700	93
	LOUISIANA			
	Bienville	5,200	4,700	91
	Bossier	20,100	19,200	96
	Caddo	74,900	71,500	95
	Claiborne	5,600	5,100	91
	De Soto	7,300	6,600	90
	Jackson	5,200	4,800	93
	Natchitoches	10,100	8,800	87
	Red River	2,900	2,600	88
	Sabine	5,900	5,100	87
	Webster	13,300	12,400	93
	TEXAS			
	Bowie	23,000	21,900	95
	Camp	2,700	2,400	90
	Cass	8,000	7,500	93
	Franklin	1,900	1,700	91
	Gregg	25,800	24,500	95
Harrison	14,600	13,600	93	
Marion	3,000	2,700	90	
Morris	3,900	3,700	94	
Nacogdoches	11,800	10,600	90	
Panola	5,600	5,200	93	
Red River	5,000	4,400	88	
Rusk	11,800	11,100	94	
San Augustine	2,400	2,100	87	
Shelby	7,000	6,300	90	
Titus	5,900	5,500	92	
Upshur	7,100	6,600	93	
Wood	6,800	6,400	93	
Between 25-49 %	ARKANSAS			
	Howard	3,800	3,500	93
	Pike	3,100	2,800	91
	Union	15,500	14,500	94
	LOUISIANA			
Lincoln	9,600	9,200	95	
OKLAHOMA				
Mc Curtain	9,300	8,300	90	
TEXAS				
Sabine	2,400	2,100	86	
Between 5-24 %	ARKANSAS			
	Ouachita	10,100	9,200	91
	Polk	4,900	4,400	89
	LOUISIANA			
	Ouachita	35,700	34,200	96
	Union	5,700	5,400	94
	Winn	5,600	5,000	90
	TEXAS			
	Angelina	16,200	15,300	94
	Cherokee	10,500	9,500	91
Smith	32,400	30,700	95	

Louisiana—Shreveport-Textarkana, Texas



KTAL-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"
Longitude 94° 00' 22"

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

TV tape: Recording facilities.

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

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

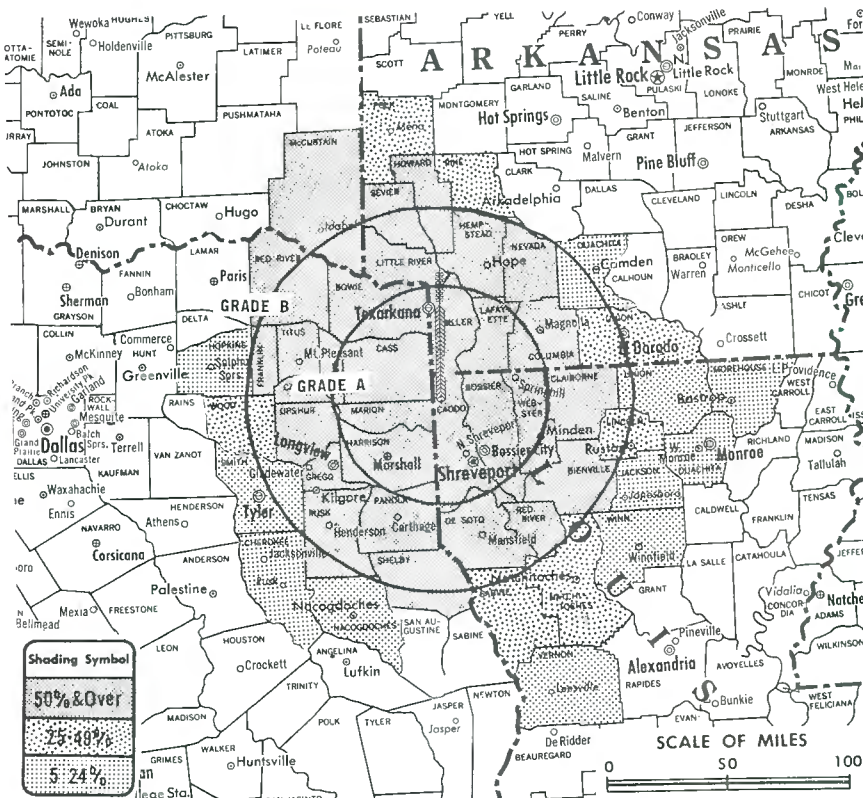
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



KTAL-TV Ref: FCC File No. BLCT-1135 Granted 7/24/62

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KTAL-TV

Licensee: KCMC Inc., 3227 Summerhill Rd., Texarkana, Tex.

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

Telephones: 214-793-1133 (Texarkana); 318-425-2422 (Shreveport).

TWX No.: 510-973-4169 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.93% (Walter E. Hussman individually & as trustee holds 60.91% of Camden News, Betty P. Hussman holds 36.24%); Walter E. Hussman, pres., 20.28%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana; KAMD & KWEH-FM, Camden, Ark.; 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. For CATV interests, see Research Assoc. under CATV Group Ownership.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

WALTER E. HUSSMAN, president.
H. LEE BRYANT, vice president & general manager.
ALAN B. JOHNSTONE, general sales manager.
JEAN BYRD, program director.
WILSON FRAZIER, news director.
DAVE HENDRICKS, chief engineer.

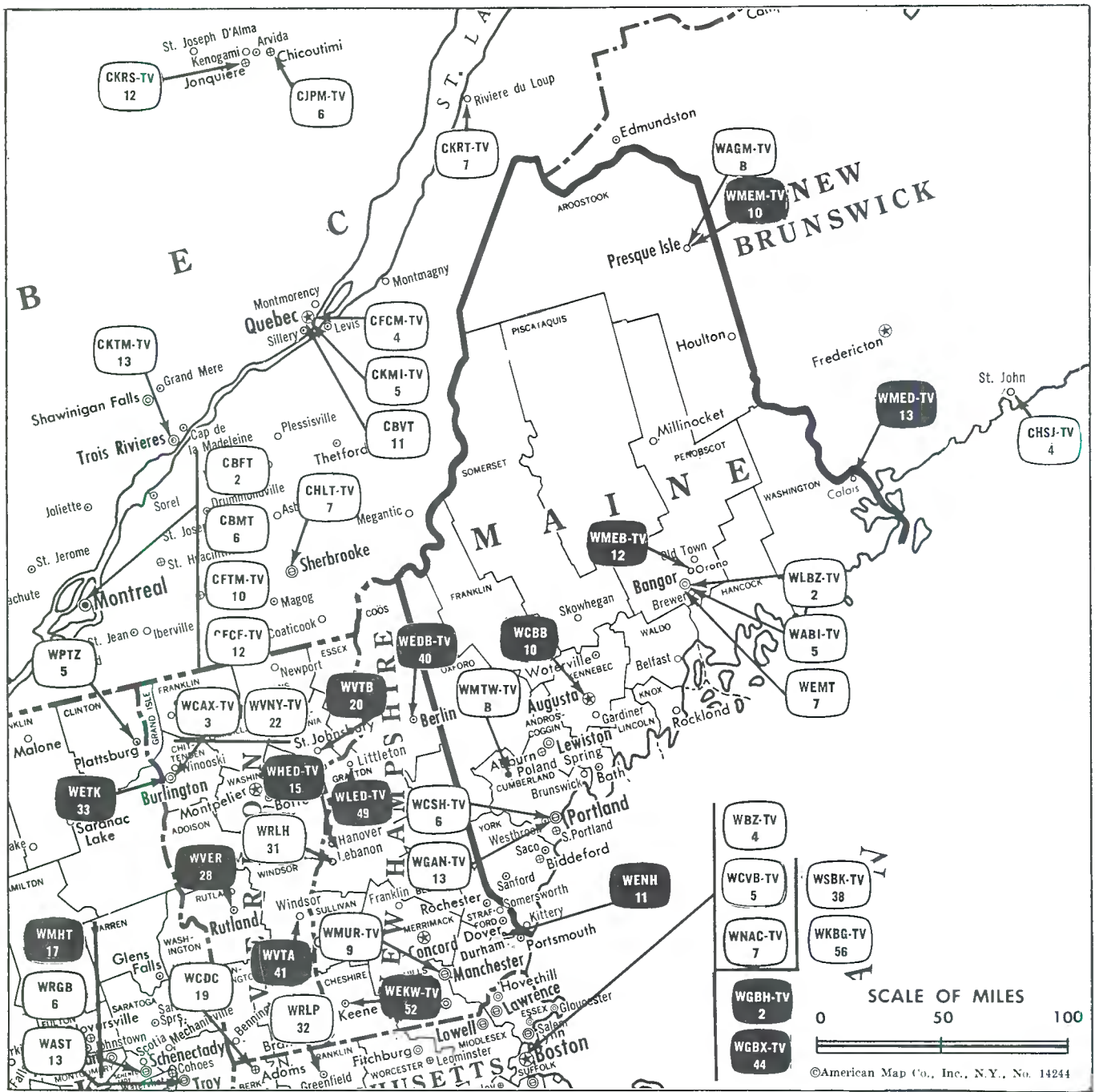
DIGEST OF RATE CARD NO. 12
(Feb. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$800.00	\$500.00	\$300.00	\$225.00	\$190.00 \$95.00

NETWORK BASE HOURLY RATE: \$650.00

Net Weekly Circulation	State County	Total Households	TV Households	%
	ARKANSAS			
	Columbia	8,200	7,500	91
	Hempstead	6,600	6,000	91
	Howard	3,800	3,500	93
	Lafayette	3,200	3,000	93
	Little River	3,500	3,100	89
	Miller	11,200	10,500	94
	Nevada	3,600	3,200	89
	Sevier	4,000	3,700	93
	LOUISIANA			
	Bienville	5,200	4,700	91
	Bossier	20,100	19,200	96
	Caddo	74,900	71,500	95
	Claiborne	5,600	5,100	91
	De Soto	7,300	6,600	90
	Red River	2,900	2,600	88
	Webster	13,300	12,400	93
50% & Over	OKLAHOMA			
	Mc Curtain	9,300	8,300	90
	TEXAS			
	Bowie	23,000	21,900	95
	Camp	2,700	2,400	90
	Cass	8,000	7,500	93
	Franklin	1,900	1,700	91
	Gregg	25,800	24,500	95
	Harrison	14,600	13,600	93
	Marion	3,000	2,700	90
	Morris	3,900	3,700	94
	Panola	5,600	5,200	93
	Red River	5,000	4,400	88
	Rusk	11,800	11,100	94
	Shelby	7,000	6,300	90
	Titus	5,900	5,500	92
	Upshur	7,100	6,600	93
	(Continued on page 348-b)			
Station Totals		508,700	474,100	93
Net Weekly Circulation (1970-71)				276,100
Average Daily Circulation (1970-71)				158,300

Maine

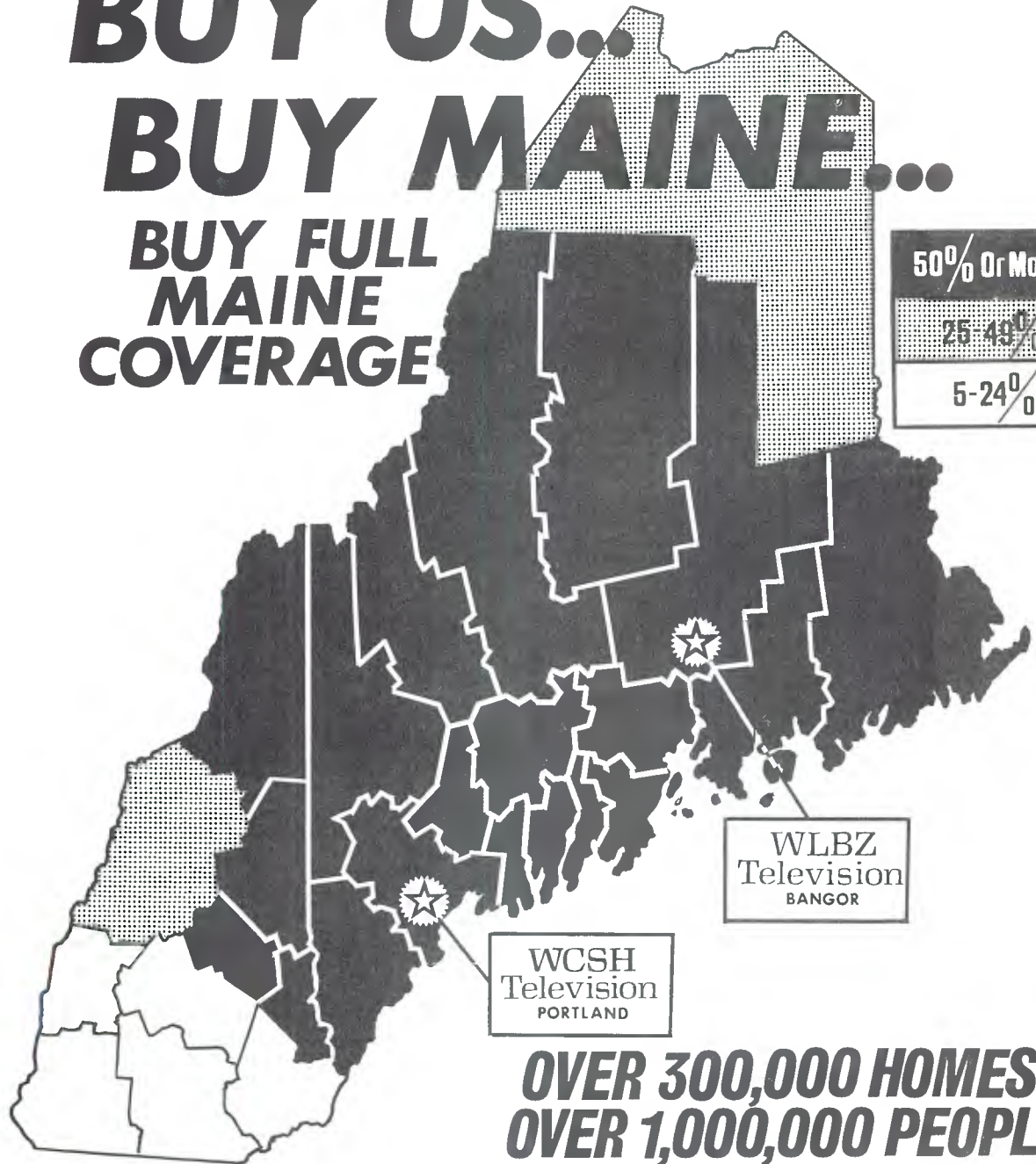


Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Portland-Poland Spring	274,400	75	236,800	74
Bangor	110,200	154	88,800	145
Presque Isle	24,000	212	23,800	197

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COVERAGE**



OVER 300,000 HOMES*
OVER 1,000,000 PEOPLE

** net weekly combined circulation based on
American Research Bureau County Study*

MAINE BROADCASTING SYSTEM
WCSH
TELEVISION
PORTLAND

WLBZ
TELEVISION
BANGOR



Affiliates

Represented by



KATZ TELEVISION

Maine

Maine Station Status as of March 15, 1972

<input type="checkbox"/> Commercial Television Stations	VHF	UHF	TOTAL
	7	0	7
<input type="checkbox"/> Educational Television Stations	4	0	4
			<u>11</u>

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 Households	%
	MAINE			
	Piscataquis	5,200	5,000	96
	Waldo	7,200	6,900	95
	NEW HAMPSHIRE			
	Rockingham	38,200	37,300	98
	NEW YORK			
	Clinton	19,200	18,700	97
	Essex	10,800	10,400	96
	Washington	15,600	15,000	96
	VERMONT			
	Bennington	9,700	9,300	95
	Chittenden	29,200	28,300	97
	Franklin	9,600	9,400	98
	Grand Isle	1,100	1,100	98
	Rutland	16,400	15,700	95

Between
5-24%

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

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 MHz). 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, Orono, Me. (04473).

Technical Facilities: Channel No. 13 (210-216 MHz). 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, Orono, Me. (04473).

Technical Facilities: Channel No. 12 (204-210 MHz). 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, Orono, Me. (04473).

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Maine—Bangor



WABI-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

AM Affiliate: WABI, 5-kw, 910 kHz (ABC).

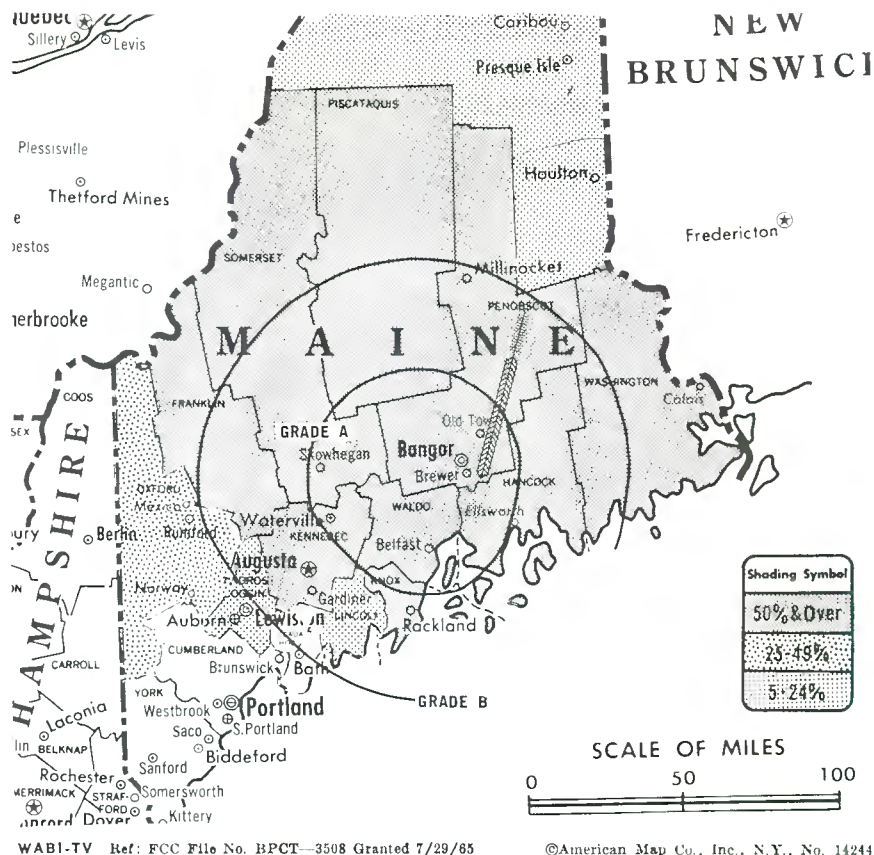
FM Affiliate: WABI-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. antenna height.

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

News Wire Service: AP.

Studio: 35 Hildreth St.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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: Diversified Communications Inc. (WABI), 100%. Community Bestg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), and other members of Hildreth family, 92.783%; other minority stockholders 7.21%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres.; Harland Blanchard, treas. Operates WAGM-TV & radio WAGM, Presque Isle, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by H-R Television; Kettell-Carter.

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

Represented (engineering) by Cohen & Dippell.

Personnel:

WALTER L. DICKSON, president & general manager.

GEORGE GONYAR, manager of operations.

JOHN RICHARDS, director of engineering.

ALEC SKIFFINGTON, operations director.

MIKE DOLLEY, production director.

WAYNE ALLEN, art director.

RALPH LOWE, news director.

KENNETH LITTLE, chief engineer.

DIGEST OF RATE CARD NO. 10—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.						
\$500.00	\$300.00	\$200.00	\$125.00	Graded rates apply ²		

²Highest rate: \$80.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Franklin	6,700	6,300	94
	Hancock	11,500	11,100	97
	Kennebec	28,600	27,500	96
	Knox	10,000	9,500	95
	Penobscot	36,400	35,200	97
	Piscataquis	5,200	5,000	96
	Somerset	12,500	12,000	96
	Waldo	7,200	6,900	95
Washington	9,600	9,100	95	
Between 25-49%	MAINE			
	Oxford	13,700	13,300	97
Between 5-24%	MAINE			
	Androscoggin	29,000	28,200	97
	Aroostook	25,000	23,800	95
	Lincoln	7,200	6,900	96
Station Totals		202,600	194,800	96
Net Weekly Circulation (1970-71)				110,200
Average Daily Circulation (1970-71)				80,000

Maine—Bangor

abc
WEMT
Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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° 15' 35"
Longitude 68° 34' 01"

Holds CP for change to 316-kw visual, 31.6-kw aural. BPCT-4464.

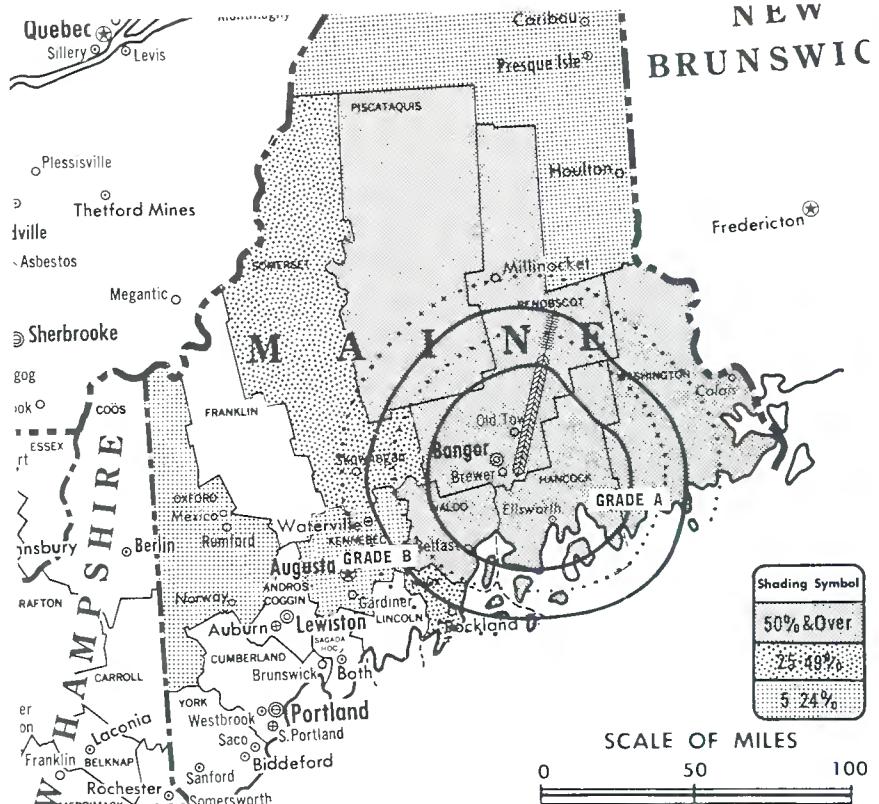
Transmitter: Black Cap Mt., Eddington, Me.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.

Total Households: \odot MST
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WEMT Ref: FCC File No. BNPCT-6139 Granted 8/2/65
CP: BPCT-4464 Granted 12/27/71

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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.

Ownership: Herbert S. Hoffman, chmn. of the board, 12.5%; Roger A. Saunders, pres., 12.5%; Martin H. Alpert, treas., 12.5%; Donald Saunders, secy.; Melvin L. Stone, 25%; Donald S. Day, 19%; Aaron O. Cohen, 12.5%; William H. Hart, 4%. M. L. Stone, with wife, owns radios WGUY, Bangor & WRUM, Rumford, Me. H. S. Hoffman owns WBOS & Cablevision Corp. of America, Boston, Mass.

Began Operation: Oct. 15, 1965.

Represented (sales) by Jack Masla & Co.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- PHILIP J. GILDART, executive vice president.
- STEVE CURRIE, vice president, sales.
- JOHN YOUNG, program & production manager.
- PAUL BUNKER, chief engineer.
- STAN CLISH, news director.
- DEBORAH ERVIN, traffic manager.
- KENT MOCKLER, film director.

DIGEST OF RATE CARD NO. 3—(Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$80.00	\$60.00	\$30.00
NETWORK BASE HOURLY RATE: \$150.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE Hancock	11,500	11,100	97
	Penobscot	36,400	35,200	97
	Piscataquis	5,200	5,000	96
	Waldo	7,200	6,900	95
	Washington	9,600	9,100	95
Between 25-49%	MAINE Knox	10,000	9,500	95
	Somerset	12,500	12,000	96
Between 5-24%	MAINE Aroostook	25,000	23,800	95
	Kennebec	28,600	27,500	96
	Oxford	13,700	13,300	97
Station Totals		159,700	153,400	96
Net Weekly Circulation (1970-71)				74,800
Average Daily Circulation (1970-71)				40,000

Maine—Bangor



WBZ-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

Transmitter: Riders Peak, near Holden, Me.

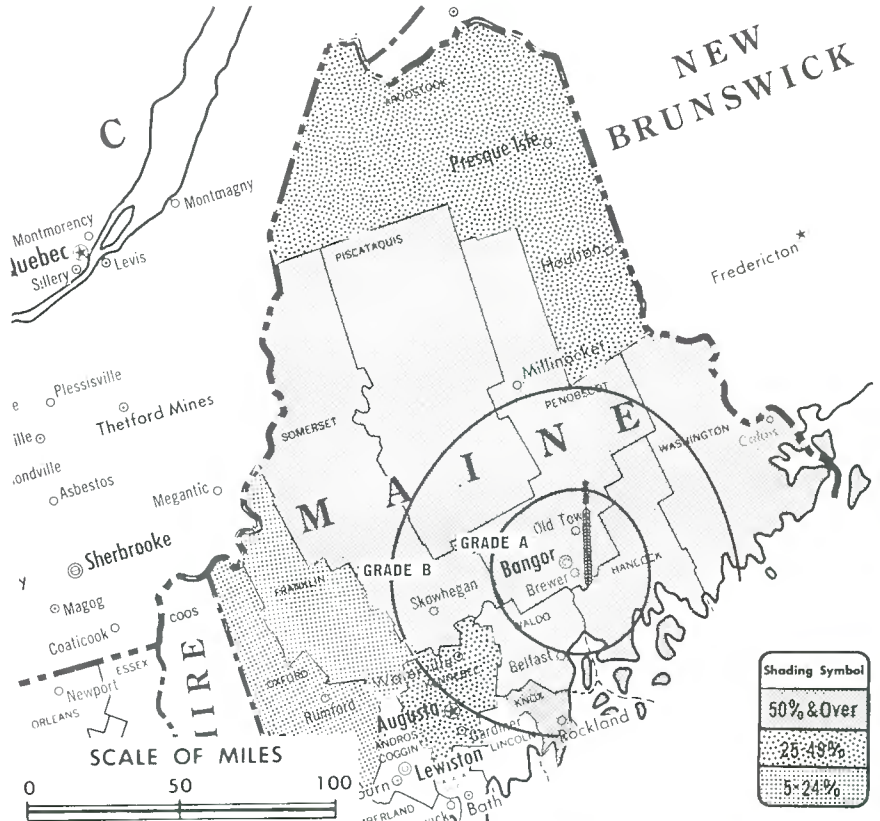
AM Affiliate: WBZ, 5-kw, 620 kHz (NBC).

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: ① MST
Consumer Market Data as of 1/1/72.
TV Homes: TV₂ and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBZ-TV Ref: FCC File No. BPC-2655 Granted 12/22/58

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WBZ-TV

Licensee: WBZ Television Inc., Box 934, Bangor, Me. (04401).

Studio: Mt. Hope Ave. (04401).

Telephone: 207-942-4822.

TWX No.: 207-989-4656.

Ownership: Estate of William H. Rines, 50%; Mary Rines Thompson, 50%. For other interests, see 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 Katz Television.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

JACK S. ATWOOD, executive vice president.
EDWARD E. GUERNSEY, station manager.
BRUCE K. SCOTT, chief engineer.

DIGEST OF RATE CARD NO. A15 (July 5, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$425.00	\$255.00	\$180.00	\$110.00	\$120.00*	\$60.00* \$30.00*

*Prime time.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Hancock	11,500	11,100	97
	Knox	10,000	9,500	95
	Penobscot	36,400	35,200	97
	Piscataquis	5,200	5,000	96
	Somerset	12,500	12,000	96
	Waldo	7,200	6,900	95
Washington	9,600	9,100	95	
Between 25-49%	MAINE			
	Aroostook	25,000	23,800	95
	Kennebec	28,600	27,500	96
Between 5-24%	MAINE			
	Franklin	6,700	6,300	94
	Oxford	13,700	13,300	97
Station Totals		166,400	159,700	96
Net Weekly Circulation (1970-71)				96,100
Average Daily Circulation (1970-71)				64,700

For Index to Contents

See Services Volume

Maine—Poland Spring



WMTW-TV



Ch. 8

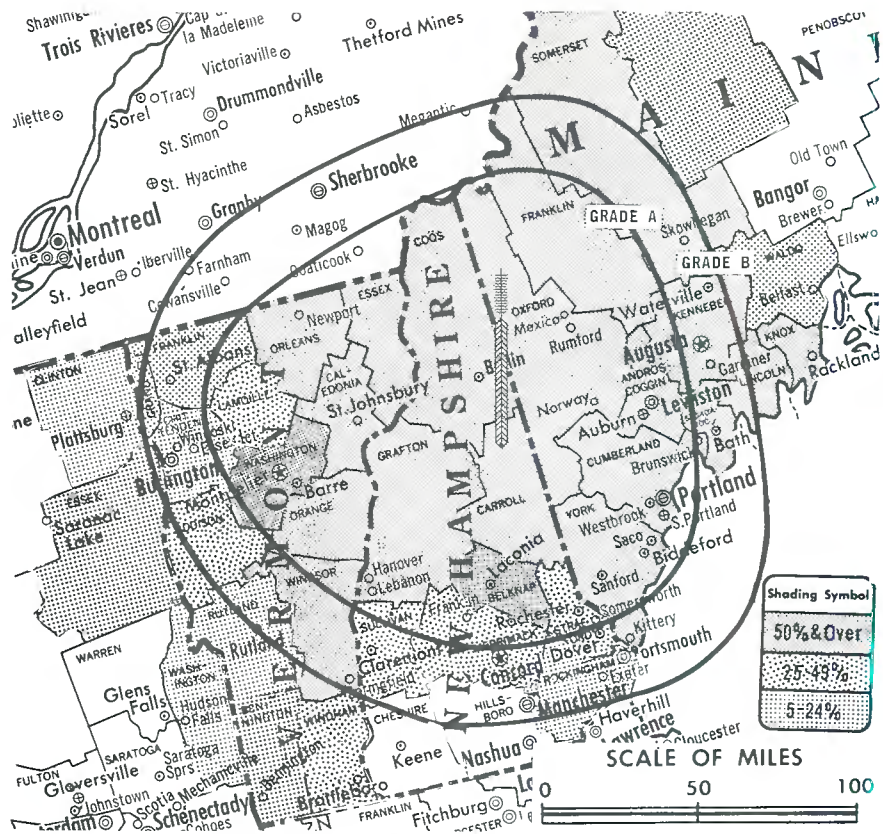
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

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

Transmitter: Mt. Washington, N.H.
TWX No.: Portland 207-781-5539.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WMTW-TV Ref: FCC File No. BPO7-1580 Granted 7/8/53

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

WMTW-TV

Licensee: Mid New York Bcstg., Poland Spring, Me. (04274).

Sales Office: Congress Bldg., Portland, Me. (04101).

Studio: Riccar Inn, Poland Spring.

Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

Ownership: Mid New York Broadcasting Corp. For other interests see WKTV, 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 H-R Television; Stephens & Towndrow (Canada).

Represented (legal) by Hogan & Hartson.

Personnel:

- PAUL F. HARRON, president.
- JOHN C. FLYNN, vice president & general manager.
- ROBERT M. JOYCE, station manager & asst. general manager.
- JACK MARTIN, regional sales manager.
- RICHARD GOVE, promotion manager.
- PARKER H. VINCENT, chief engineer.
- JOHN RICKER, assistant chief engineer.
- CLAUS WIESE, production manager.
- PHYLLIS BOUCHLES, traffic manager.
- DOROTHY GANNON, traffic manager.

DIGEST OF RATE CARD NO. 19—(Jan. 10, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7:30-10:30 p.m., daily.
\$750.00 \$450.00 \$300.00 \$188.00 \$300.00 \$300.00 \$112.00
NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
MAINE				
	Androscoggin	29,000	28,200	97
	Cumberland	61,400	59,700	97
	Franklin	6,700	6,300	94
	Kennebec	28,600	27,500	96
	Knox	10,000	9,500	95
	Lincoln	7,200	6,900	96
	Oxford	13,700	13,300	97
	Sagadahoc	7,600	7,300	96
	Somerset	12,500	12,000	96
	York	35,300	34,400	98
50% & Over	NEW HAMPSHIRE			
	Belknap	10,900	10,600	97
	Carroll	6,500	6,300	97
	Coos	10,700	10,400	97
	Grafton	16,700	15,800	94
	VERMONT			
	Caledonia	7,300	7,000	96
	Essex	1,600	1,600	97
	Orange	5,400	5,100	95
	Orleans	6,100	5,900	97
	Washington	14,800	14,300	97
	Windsor	14,700	13,900	95
	NEW HAMPSHIRE			
	Merrimack	26,600	25,600	96
	Strafford	21,000	20,300	97
	Sullivan	10,200	9,600	94
Between 25-49%	VERMONT			
	Addison	6,900	6,600	95
	Lamoille	4,100	4,000	97
	Windham	11,000	10,100	92

(Continued on page 352-b)

Station Totals	548,700	529,300	96
Net Weekly Circulation (1970-71)			274,400
Average Daily Circulation (1970-71)			151,900

(Station also received in Canadian Markets)

Maine—Portland



WCSH-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

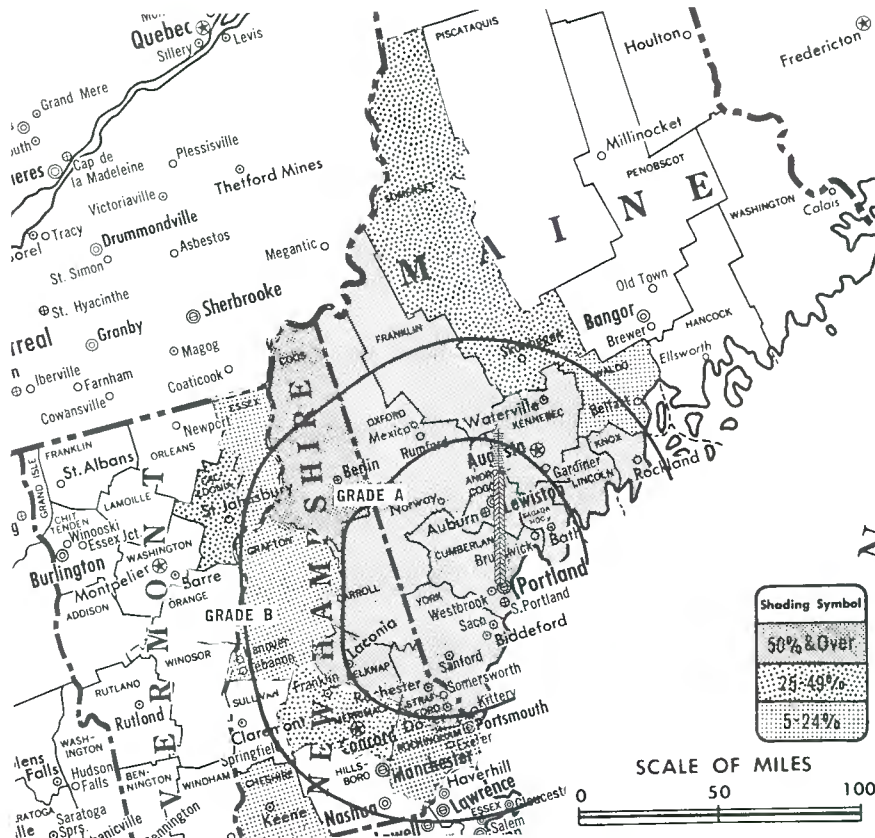
AM Affiliate: WCSH, 5-kw, 970 kHz (NBC).

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

News Wire Service: UPI.

Studio: 579 Congress St.

Represented (engineering) by Jules Cohen and Associates.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WCSH-TV Ref: FCC File No. BMPCT-5800 Granted 1/14/65

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

WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St. Portland, Me. (04101).

Telephone: 207-772-0181. TWX No.: 207-781-5533.

Ownership: Estate of Henry P. Rines, 100% (Adeline B. Rines, Mary R. Thompson, trustees). William H. Rines estate and Mary R. Thompson are the two principal stockholders of WLBZ-AM-TV, Bangor, Maine and WRDO-AM, Augusta, Maine.

Begin Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Theodore Baron.

Personnel:

MARY RINES THOMPSON, 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. A26
(July 5, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	8 Sec.
Class A—	6-11 p.m., daily.					
\$700.00	\$420.00	\$280.00	\$200.00	Graded rates apply*		

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	29,000	28,200	97
	Cumberland	61,400	59,700	97
	Franklin	6,700	6,300	94
	Kennebec	28,600	27,500	96
	Knox	10,000	9,500	95
	Lincoln	7,200	6,900	96
	Oxford	13,700	13,300	97
	Sagadahoc	7,600	7,300	96
	York	35,300	34,400	98
	NEW HAMPSHIRE			
	Belknap	10,900	10,600	97
	Carroll	6,500	6,300	97
Coos	10,700	10,400	97	
Strafford	21,000	20,300	97	
Between 25-49%	MAINE			
	Somerset	12,500	12,000	96
	NEW HAMPSHIRE			
	Merrimack	26,600	25,600	96
VERMONT				
	Caledonia	7,300	7,000	96
Between 5-24%	MAINE			
	Waldo	7,200	6,900	95
	NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95
	Grafton	16,700	15,800	94
	Rockingham	38,200	37,300	98
VERMONT				
Essex	1,600	1,600	97	
Station Totals		374,800	362,200	97
Net Weekly Circulation (1970-71)			223,600	
Average Daily Circulation (1970-71)			149,900	

Maine—Portland



Technical Facilities: Channel No. 13 (210-216 MHz). 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' 28"
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond, Me.

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

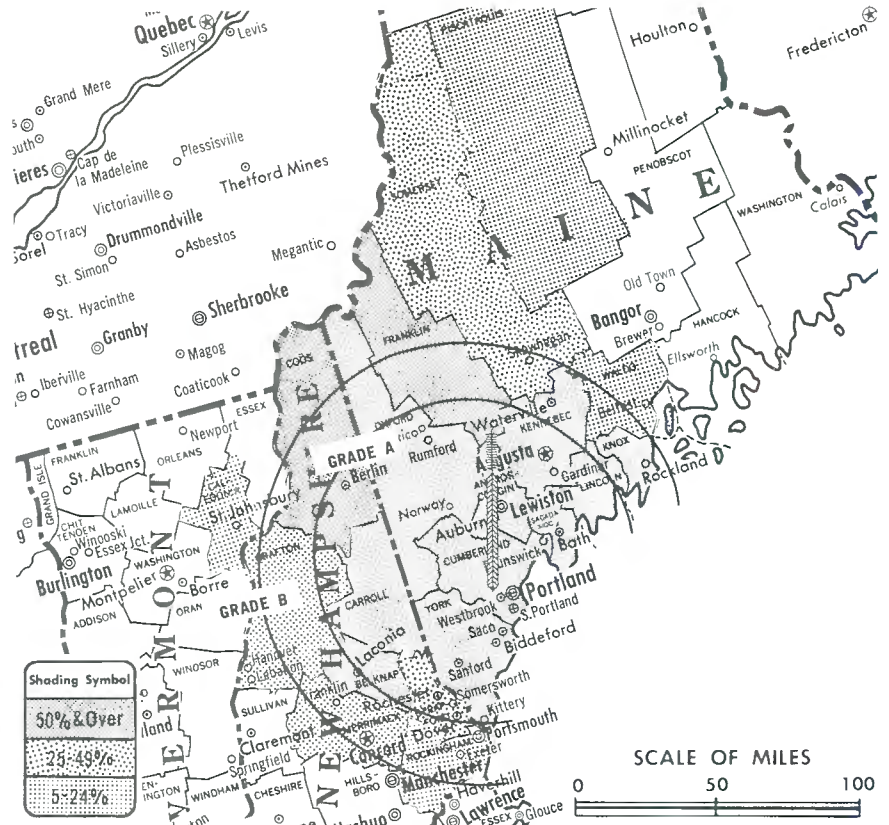
FM Affiliate: WGAN-FM, 100-kw, 102.9 MHz (No. 275), 1460-ft.

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

News Wire Service: UPI.

News Film Service: CBS.

Studio: 390 Congress St. (04111).



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WGAN-TV Ref: FCC File No. BMPCT-2508 Granted 11/1/59

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

WGAN-TV

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731
Telephone: 207-772-4661.

Ownership: Guy Gannett Publishing Co. Officers: Jean Gannett Hawley, pres.; George H. Anderson, exec. v.p.; Alvin F. Wright, asst. treas. Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine. Gannett also own 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 HAWLEY, president.
GEORGE H. ANDERSON, executive vice president.
CHARLES R. SANFORD, vice president & general manager.
ROBERT R. SARACEN, general sales manager.
DAVID KING, sales manager.
RAYMOND A. GILVARD, station manager.
HENRY VAN AMBURGH, chief engineer.
HENRY A. MAGNUSON JR., news director.
KENNETH MacKENZIE, film dept. manager.
LLOYD R. KNIGHT, marketing manager.

DIGEST OF RATE CARD NO. 14—(April 26, 1971)

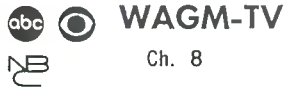
Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7:30-11 p.m., daily.
\$810.00 \$480.00 \$120.00* \$120.00* \$90.00*

*Class AA—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE				
		Androscoggin	29,000	28,200	97
		Cumberland	61,400	59,700	97
		Franklin	6,700	6,300	94
		Kennebec	28,600	27,500	96
		Knox	10,000	9,500	95
		Lincoln	7,200	6,900	96
		Oxford	13,700	13,300	97
		Sagadahoc	7,600	7,300	96
		York	35,300	34,400	98
Between 25-49%	NEW HAMPSHIRE				
		Belknap	10,900	10,600	97
		Carroll	6,500	6,300	97
Between 5-24%	MAINE				
		Piscataquis	5,200	5,000	96
		Waldo	7,200	6,900	95
	NEW HAMPSHIRE				
		Grafton	16,700	15,800	94
		Merrimack	26,600	25,600	96
		Rockingham	38,200	37,300	98
	VERMONT				
		Caledonia	7,300	7,000	96
	Station Totals			362,300	350,300
Net Weekly Circulation (1970-71)				205,700	
Average Daily Circulation (1970-71)				139,200	

Maine—Presque Isle



Technical Facilities: Channel No. 8 (180-186 MHz). 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.

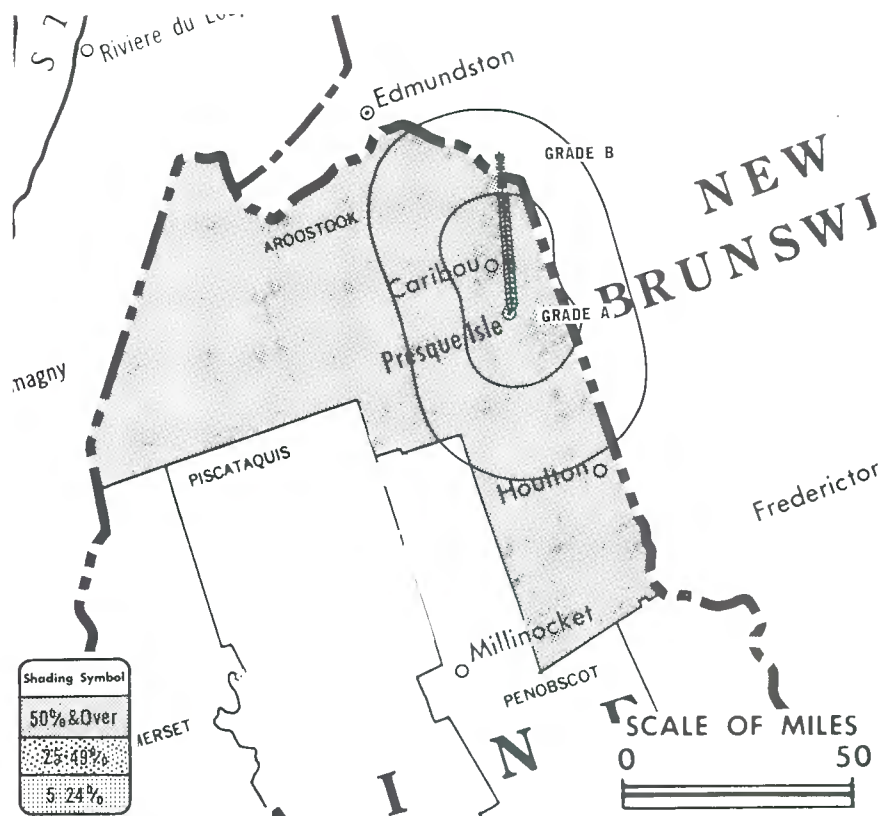
Latitude 46° 43' 44"
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

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

Color: Network & tape.

News Wire Service: AP.



Shading Symbol
50% & Over
2% - 49%
5 - 24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WAGM-TV Ref: FCC File No. BMPCT-4232 Granted 10/8/66

©American Map Co., Inc., N.Y., No. 14241

WAGM-TV

Network Service: CBS; also NBC & ABC (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.: 710-229-1631.
Ownership: Community Bcstg. Service, 95.09%; 16 individual stockholders hold other 4.9%. Also operates radio WAGM. Community Bcstg. Service 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 H-R Television; Kettell-Carter Inc. (New England); Andy McDermott Sales Ltd. (Canada).
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.
Represented (engineering) by Cohen & Dippell.
Personnel:
HORACE A. HILDRETH, president.
WALTER DICKSON, vice president.
STANLEY LYONS, vice president & general manager.
KEITH H. FOWLES, operations manager.
NORMAN JOHNSON, engineering supervisor.
KEN THEOBALD, sales manager, northern district.

DIGEST OF RATE CARD NO. 11
(Nov. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-9:59 p.m., daily.
\$225.00 \$135.00 \$113.00 \$68.00 \$65.00 \$43.00 \$38.00 \$25.00
NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE Aroostook	25,000	23,800	95
Station Totals		25,000	23,800	95
Net Weekly Circulation (1970-71)				24,000
Average Daily Circulation (1970-71)				20,200

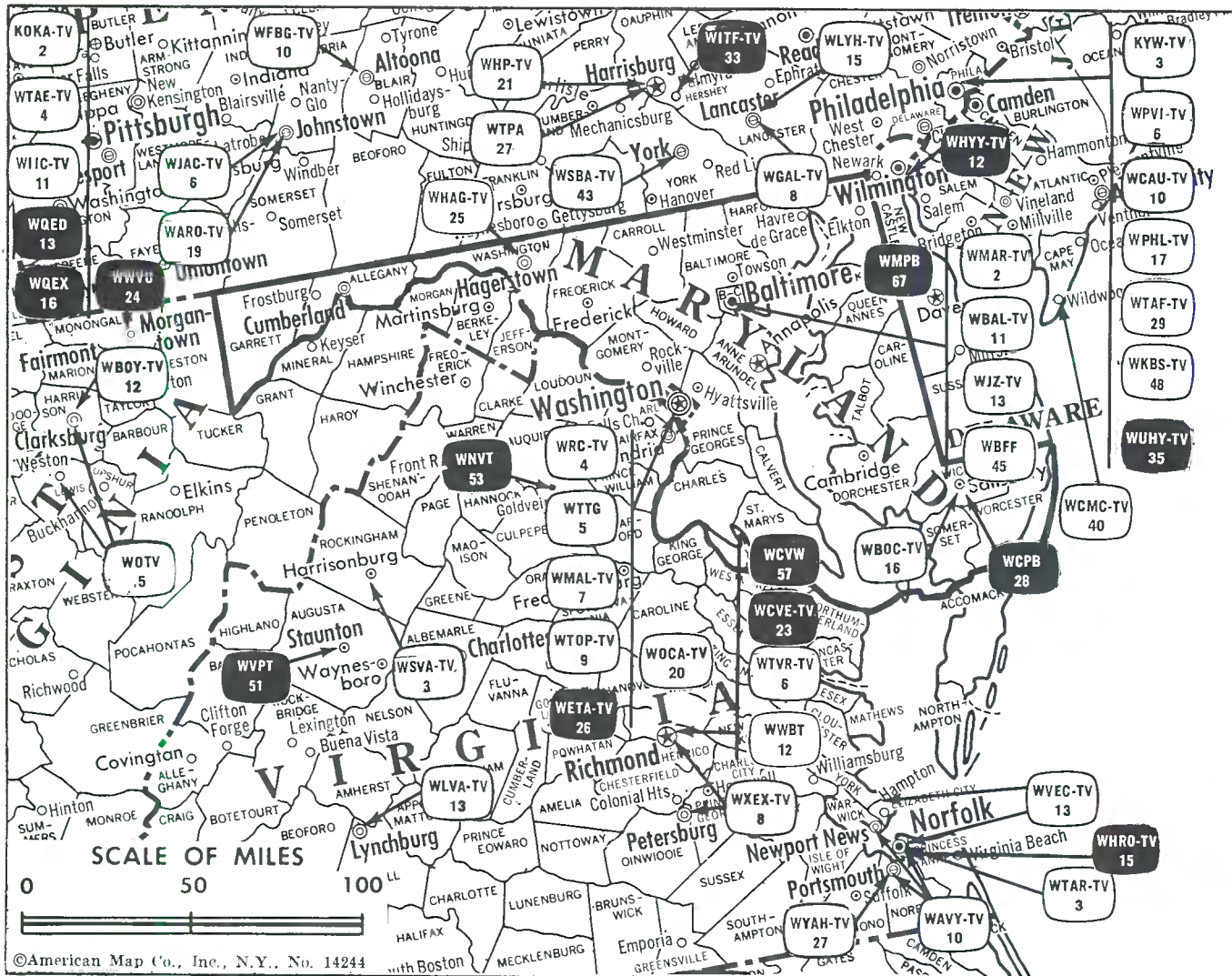


**CABLE TELEVISION
MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

Maryland



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Baltimore	890,500	13	680,800	19
Salisbury	52,600	193	54,500	164
Hagerstown	44,100	197	*	*

Maryland Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	3	3	6
Educational Television Stations	0	2	2
			8

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

State Educational Technical Facilities

(Complete Data in Educational Directory)

WMPB Baltimore

Ch. 67

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 200-kw max. & 129-kw horizontal aural. Antenna: 820-ft. above av. terrain, 693-ft. above ground, 1349-ft. above sea level.

Latitude 39° 27' 01.0"
Longitude 76° 46' 36.5"

WCPB Salisbury

Ch. 28

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 786-kw max. & 708-kw horizontal visual, 166-kw max. & 149-kw horizontal aural. Antenna: 513-ft. above av. terrain, 551-ft. above ground, 575-ft. above sea level.

Latitude 38° 23' 09"
Longitude 75° 35' 32.5"

WJZ-TV, Baltimore

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MARYLAND—(Continued)			
	Prince Georges	206,700	203,900	99
	St. Marys	12,500	12,100	97
	Washington	33,400	32,400	97
	NEW JERSEY			
	Salem	19,200	18,600	97
	PENNSYLVANIA			
	Berks	99,800	96,300	96
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Fulton	3,300	3,000	90
	Lebanon	31,400	29,900	95
	Lycoming	36,700	34,300	93
	Perry	9,100	8,600	95
	VIRGINIA			
	Arlington	114,200	111,700	98
	Clarke	2,500	2,400	97
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	Loudoun	11,300	10,800	95
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Westmoreland	4,000	3,700	91
	WEST VIRGINIA			
	Hampshire	3,700	3,400	91
	Mineral	7,500	7,100	95
	Morgan	2,800	2,700	95

Between
5-24 %

Between
5-24 %

WMAR-TV, Baltimore

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MARYLAND—(Continued)			
	Charles	13,000	12,500	96
	Montgomery	166,400	163,900	99
	Prince Georges	206,700	203,900	99
	PENNSYLVANIA			
	Berks	99,800	96,300	96
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Fulton	3,300	3,000	90
	Lancaster	99,800	92,700	93
	Lebanon	31,400	29,900	95
	VIRGINIA			
	Accomack	9,600	8,800	92
	Arlington	114,200	111,700	98
	Augusta	26,500	25,300	95
	Clarke	2,500	2,400	97
	Fairfax	146,300	144,200	99
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	King George	2,200	2,100	95
	Loudoun	11,300	10,800	95
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	93
	Shenandoah	7,800	7,500	96
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Westmoreland	4,000	3,700	91
	WEST VIRGINIA			
	Hardy	2,800	2,400	87
	Mineral	7,500	7,100	95

WBAL-TV, Baltimore

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MARYLAND—(Continued)			
	Prince Georges	206,700	203,900	99
	St. Marys	12,500	12,100	97
	Washington	33,400	32,400	97
	PENNSYLVANIA			
	Lancaster	99,800	92,700	39
	Lebanon	31,400	29,900	95
	VIRGINIA			
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Fairfax	146,300	144,200	99
	Frederick	14,200	13,600	96
	Prince William	29,700	29,000	98
	Rappahannock	1,500	1,400	93
	Shenandoah	7,800	7,500	96
	WEST VIRGINIA			
	Hampshire	3,700	3,400	91
	Jefferson	6,400	6,200	96
	Morgan	2,800	2,700	95

Between
5-24 %

Maryland—Baltimore

NB **WBAL-TV** 
Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper 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 kHz (NBC).

FM Affiliate: WBAL-FM, 20-kw, 97.9 MHz (No. 250), 960-ft. antenna height.

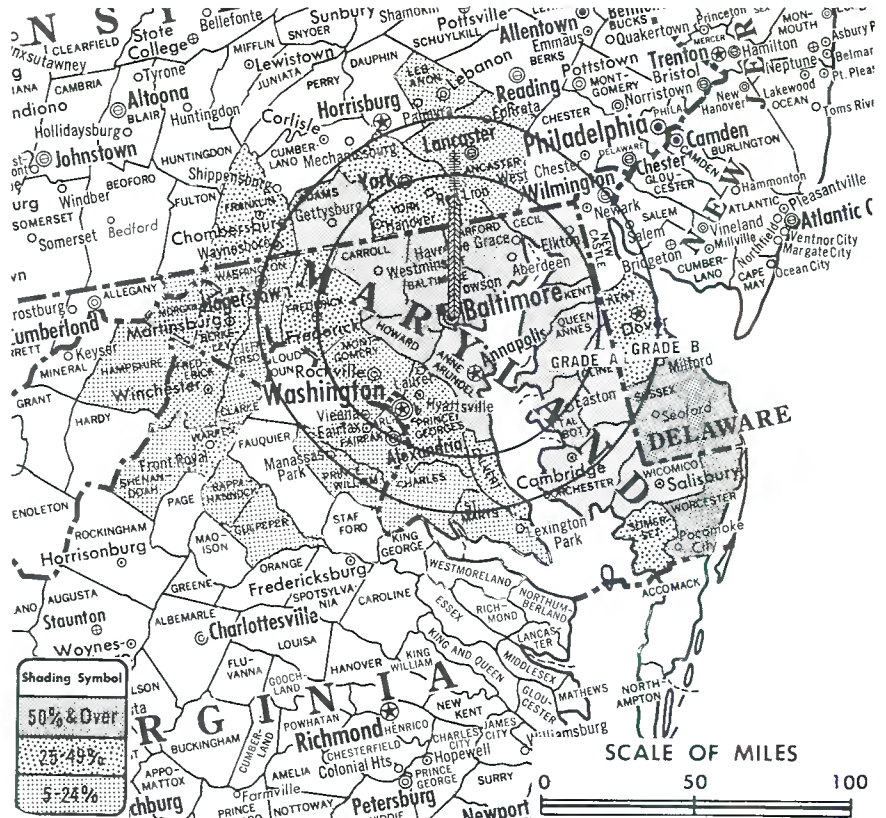
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBAL-TV Ref: FCC File No. BMPCT-5141 Granted 8/5/68

©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.: 710-234-1086.

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 Tele-Rep Inc.

Represented (legal) by Dempsey & Koplovitz.

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

Personnel:

BRENT O. GUNTS, vice president & general manager.
JOHN FRANKENFIELD, asst. station mgr. & program director.
DAVID E. MICHELS, director of sales.
RICHARD ARMPFIELD, asst. director of sales.
RITA BAIKAUSKUS, sales service manager.
ROBERT G. KINGWELL, advertising & promotion director.
WES POTTER, assistant program director.
JOSEPH SULLIVAN, operations manager.
J. SYDNEY KING, community service manager.
JERRY MORING, news manager.
OTTO CLAUS, chief engineer.

DIGEST OF RATE CARD—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 \$700.00 Graded rates apply*

*Highest rate: \$1100.

NETWORK BASE HOURLY RATE: \$1800.

For Color Set Penetration by Markets
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Anne Arundel	85,400	83,800	98
	Baltimore	486,200	477,300	98
	Caroline	6,600	6,300	95
	Carroll	20,300	19,900	98
	Cecil	14,600	14,300	98
	Dorchester	9,800	9,300	95
	Harford	34,400	33,600	98
Howard	18,200	17,800	98	
Kent	5,200	5,000	97	
Queen Annes	6,000	5,700	96	
Talbot	8,100	7,800	97	
Wicomico	17,800	17,100	96	
Worcester	7,900	7,400	93	
PENNSYLVANIA				
Adams	17,300	16,500	95	
Between 25-49%	DELAWARE			
	Kent	24,100	23,300	97
	MARYLAND			
	Calvert	5,900	5,600	95
	Frederick	25,600	24,900	97
	Somerset	6,200	5,800	93
	PENNSYLVANIA			
	Franklin	32,200	30,000	93
	York	90,600	87,100	96
	VIRGINIA			
Warren	5,100	4,800	94	
WEST VIRGINIA				
Berkeley	11,900	11,500	97	
Between 5-24%	MARYLAND			
	Charles	13,000	12,500	96
Montgomery	166,400	163,900	99	

(Continued on page 361-b)

Station Totals	1,748,500	1,702,000	97
Net Weekly Circulation (1970-71)			770,200
Average Daily Circulation (1970-71)			443,500

Maryland—Baltimore

WBFF

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1580-kw max. & 1350-kw horizontal visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 706-ft. above ground, 1249-ft. above sea level.

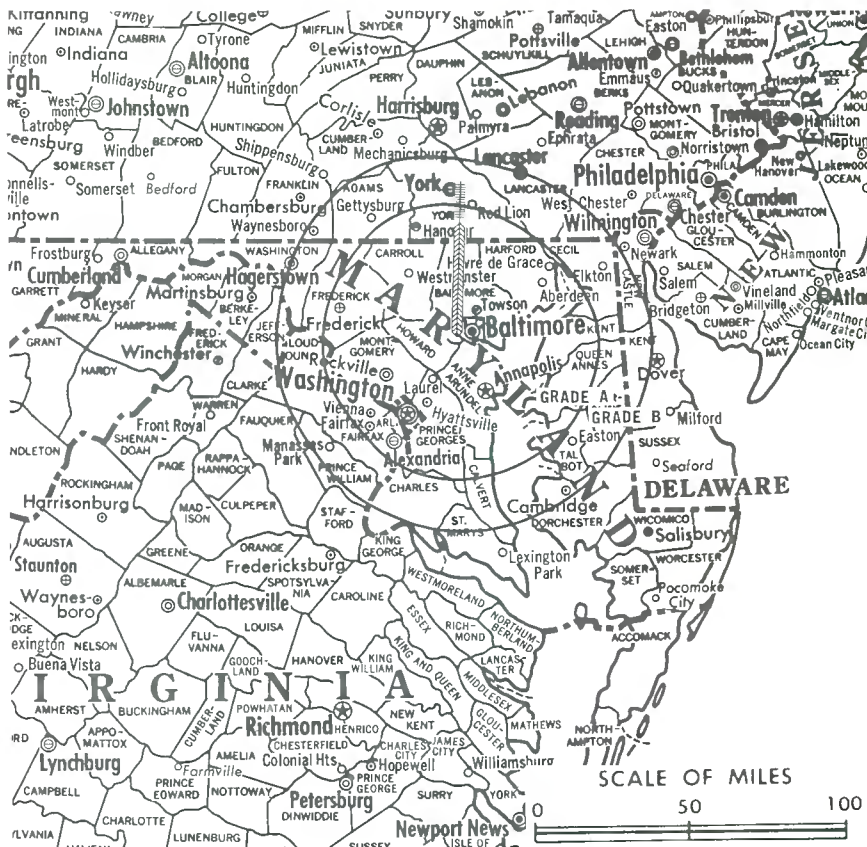
Latitude 39° 17' 13"
Longitude 76° 45' 16"

Transmitter: 1200 N. Rolling Rd.

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

TV tape: Recording facilities.

ARB Data: Not available.



WBFF Ref: FCC File No. BMPCT—6980 Granted 5/29/69

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

WBFF

Licensee: Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore (21211).

Studio: 3500 Parkdale Ave., Baltimore (21211).

Telephone: 301-462-4500.

Ownership: Julian S. Smith, 49.019%; Frederick M. Himes Jr., 3.921%; Raymond E. Hoop, Daniel D. Moore Jr., Jules R. Clemens, Stanley Resnick, 1.960% each; Commercial Radio Institute, Inc., 39.215%.

Began Operation: April 11, 1971.

Represented (sales) by H-R Television Inc.

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

Represented (engineering) by Gautney & Jones.

Personnel:

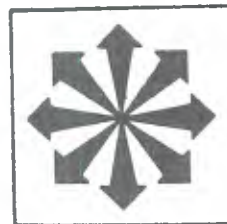
JULIAN S. SMITH, general manager.
FREDERICK M. HIMES JR., operations manager.
ROBERT SIMMONS, general sales manager.
WILLIAM LeFEVRE, program manager.
GEORGE LEWIS, production manager.
AUGUSTINE LEVERO, marketing manager.
ANTHONY RICHARDSON, chief engineer.

DIGEST OF RATE CARD (Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class A—7:30-11 p.m., daily.	\$1300	\$900	\$575	\$275		Graded rates apply*

*Highest rate: \$300.

BLACKBURN & COMPANY, INC.



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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Maryland—Baltimore



Technical Facilities: Channel No. 2 (54-60 MHz). 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.

FM Affiliate: WMAR, 29-kw, 106.5 MHz (No. 293), 622-ft.

Studio: Television Park, 6400 York Rd.; P.O. Box 1957 (21203).

Telephone: 301-377-2222.

TWX No.: 301-377-4574.

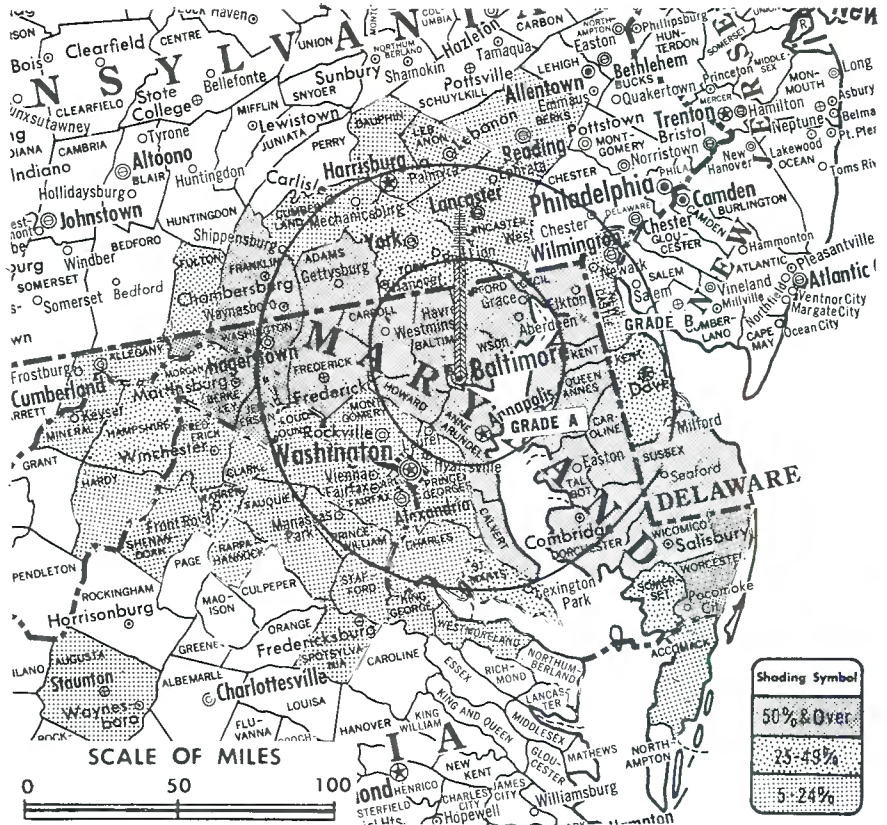
TV tape: Recording facilities.

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

News Wire Service: AP, CBS.

Facsimile Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 WMAR (FM), Baltimore; WBOC-TV (WBOC & WBOC-FM), Salisbury, Md.

Begin Operation: Oct. 27, 1947.

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

- DONALD P. CAMPBELL, general manager.
- ROBERT B. COCHRANE, assistant general manager.
- ANTHONY BATTAGLIA, sales manager.
- DALE WRIGHT, business manager.
- A. G. PICHA, promotion & publicity manager.
- C. G. NOPPER, director of engineering.
- EDWIN B. MICK, production manager.
- THOMAS J. SEVERIN, operations & public service director.
- RUSSELL A. JONES, chief accountant.
- DAVID V. STICKLE, director of public affairs.
- GEORGE F. ROGERS JR., news director.

DIGEST OF RATE CARD NO. A26—(July 1, 1970)

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

Class AA—7:30-11 p.m., daily.

\$1700 \$1020 \$640 \$500 Graded rates apply*

*Highest rate: \$800.

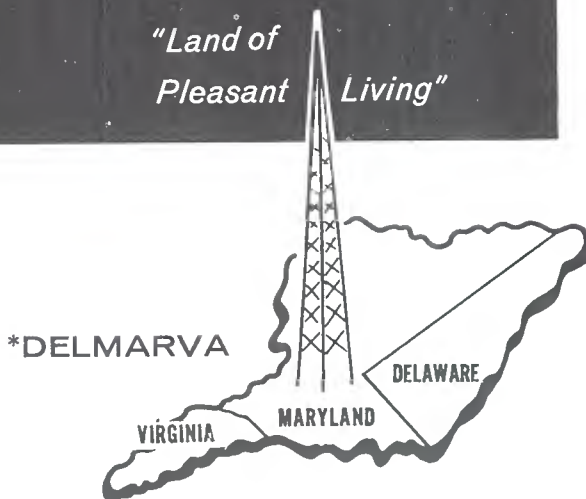
NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Anne Arundel	85,400	83,800	98
	Baltimore	486,200	477,300	98
	Calvert	5,900	5,600	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND—(Continued)			
	Caroline	6,600	6,300	95
	Carroll	20,300	19,900	98
	Cecil	14,600	14,300	98
	Dorchester	9,800	9,300	95
	Frederick	25,600	24,900	97
	Harford	34,400	33,600	98
	Howard	18,200	17,800	98
	Kent	5,200	5,000	97
	Queen Annes	6,000	5,700	96
	Talbot	8,100	7,800	97
	Washington	33,400	32,400	97
	Wicomico	17,800	17,100	96
	Worcester	7,900	7,400	93
Between 25-49%	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Franklin	32,200	30,000	93
Between 5-24%	WEST VIRGINIA			
	Berkeley	11,900	11,500	97
	Jefferson	6,400	6,200	96
Between 25-49%	DELAWARE			
	Kent	24,100	23,300	97
Between 25-49%	MARYLAND			
	St Marys	12,500	12,100	97
	Somerset	6,200	5,800	93
Between 25-49%	PENNSYLVANIA			
	York	90,600	87,100	96
Between 25-49%	VIRGINIA			
	Warren	5,100	4,800	94
Between 25-49%	WEST VIRGINIA			
	Hampshire	3,700	3,400	91
	Morgan	2,800	2,700	95
Between 25-49%	DELAWARE			
	New Castle	119,700	117,800	98
Between 25-49%	MARYLAND			
	Allegany	28,600	27,600	97
(Continued on page 361-b)				
Station Totals		2,323,300	2,258,000	97
Net Weekly Circulation (1970-71)			890,500	
Average Daily Circulation (1970-71)			544,600	

**BALTIMORE
WASHINGTON
STATIONS
DO NOT
BLANKET
MARYLAND**

*"Land of
Pleasant Living"*



Adam Young, Inc. — National Rep.

Dome-Messervey — Regional Rep.



CHECK

WBOC-TV

**SALISBURY,
MARYLAND**

*Total Broadcast
Service for
Delmarva**

+ PLUS

**100,000
Weekly Population
Swell in Summer
Resort Areas**

Maryland—Baltimore



WJZ-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"
Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Telephone: 301-664-7600.

TWX No.: 301-955-1178.

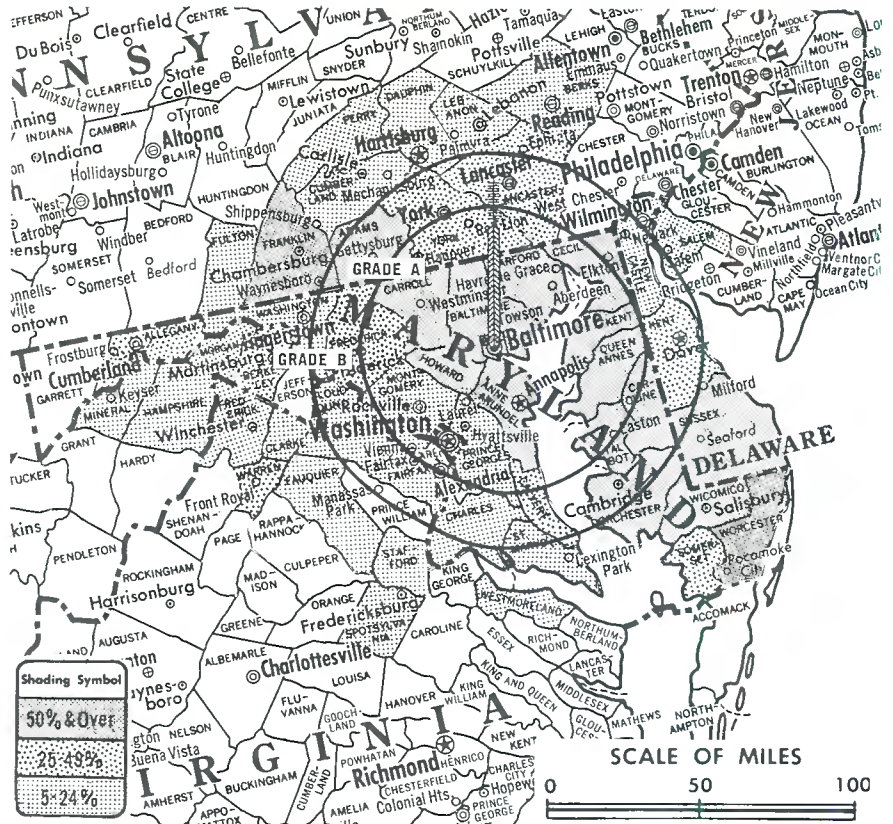
TV tape: Recording facilities.

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

News Wire Service: AP, UPI, Group W News Bureau.

Facsimile Service: AP.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WJZ-TV Ref: FCC File No. BPCT—2248 Granted 2/5/67

©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. For officers and other interests, see Group W in Group Ownership of Television 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.
- ALAN BELL, general manager.
- JONATHAN HAYES, general sales manager.
- WILLIAM KUNKEL JR., sales manager.
- WILLIAM H. HILLER, program manager.
- CHARLES BERRY, operations manager.
- THOMAS BECHERER, news director.
- SHERRI SIEVING, advertising & sales promotion manager.
- ROBERT O. DONAHUE, chief engineer.
- FRED KOEHLER, business manager.

DIGEST OF RATE CARD NO. 33—(Aug. 2, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class A—7:30-11 p.m., daily.
\$1750.00 \$1050.00 \$700.00 \$600.00 \$850.00 \$850.00 \$400.00

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Anne Arundel	85,400	83,800	98
	Baltimore	486,200	477,300	98
Caroline	6,600	6,300	95	
Carroll	20,300	19,900	89	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND—(Continued)			
	Cecil	14,600	14,300	98
	Dorchester	9,800	9,300	95
	Harford	34,400	33,600	98
	Howard	18,200	17,800	98
	Kent	5,200	5,000	97
	Queen Annes	6,000	5,700	96
	Talbot	8,100	7,800	97
	Wicomico	17,800	17,100	96
	Worcester	7,900	7,400	93
PENNSYLVANIA	Adams	17,300	16,500	95
	Franklin	32,200	30,000	93
DELAWARE	Kent	24,100	23,300	97
MARYLAND	Allegany	28,600	27,600	97
	Calvert	5,900	5,600	95
	Frederick	25,600	24,900	97
PENNSYLVANIA	Somerset	6,200	5,800	93
	MARYLAND	Lancaster	99,800	92,700
York		90,600	87,100	96
VIRGINIA	Warren	5,100	4,800	94
WEST VIRGINIA	Berkeley	11,900	11,500	97
DELAWARE	New Castle	119,700	117,800	98
	DISTRICT OF COLUMBIA	District Of Columbia	268,000	257,100
MARYLAND		Charles	13,000	12,500
	Montgomery	166,400	163,900	99
(Continued on page 361-b)				
Station Totals		2,569,800	2,493,900	97
Net Weekly Circulation (1970-71)				859,600
Average Daily Circulation (1970-71)				478,800

Maryland—Hagerstown



WHAG-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 724-kw max. & 513-kw horizontal visual, 64.12-kw max. & 51.3-kw horizontal aural. Antenna: 2226-ft. above av. terrain, 444-ft. above ground, 1884-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

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

TV tape: Recording facilities.

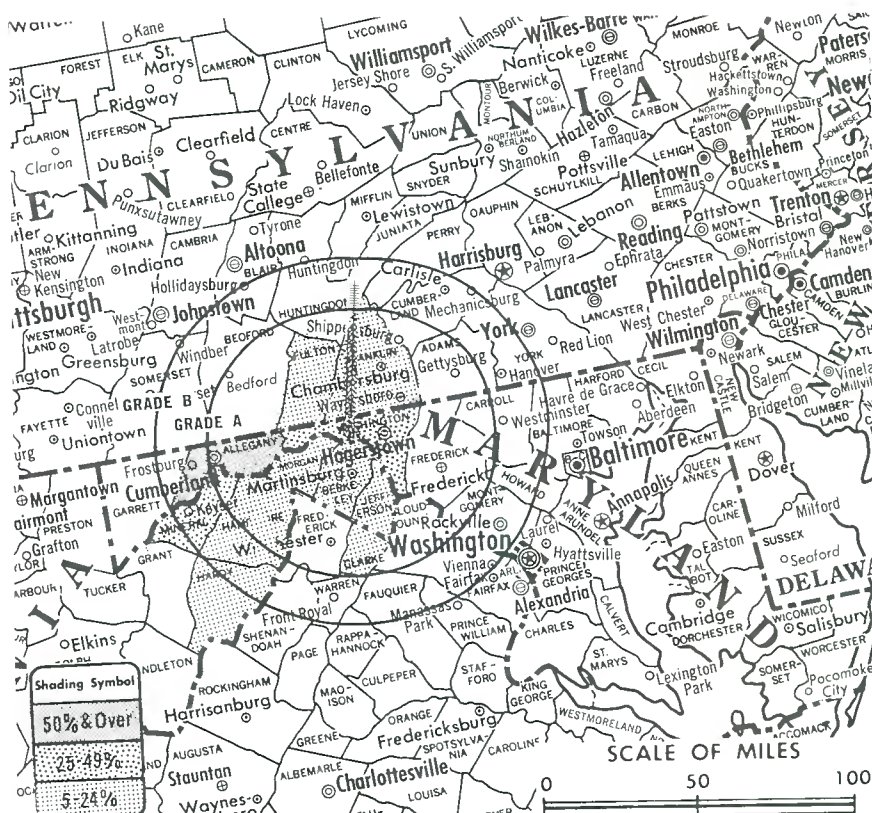
Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WHAG, 1-kw, 1410 kHz.

FM Affiliate: WHAG-FM, 3-kw, 96.7 MHz (No. 244), 160-ft.

Total Households: © MSL
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHAG-TV Ref: FCC File No. BPCT-4007 Granted 7/2/68

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

WHAG-TV

Licensee: Adler Communications Corp., P.O. Box 481, Hagerstown, Md. (21740).

Studio: Alexander Motor Inn, On the Square, Hagerstown, Md.

Telephone: 301-797-4400.

Ownership: Adler Communications Corp. Warren Adler, pres., 88.41%; W. Ronald Smith, v.p., 5%; John L. Bozza, treas., 2.5%; Joseph Luria, secy.; others, none with as much as 3%. Adler Communications also owns WHAG AM & FM and WAYE, Baltimore.

Began Operation: Jan. 3, 1970.

Represented (sales) by Adam Young Inc.

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

Represented (engineering) by Cohen & Dippell.

Personnel:

WARREN ADLER, president.

W. RONALD SMITH, exec. v.p., gen. & commercial manager.

JOSEPH EVERETT, operations manager.

JAMES GRANT, assistant manager.

DIGEST OF RATE CARD NO. 3—(March 15, 1971)

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

Class AA—6-11:30 p.m., daily.

\$500.00 \$300.00 \$200.00 \$140.00* \$130.00* \$110.00* \$55.00*

*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: Bonus to Network.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	28,600	27,600	97
Between 25-49%	MARYLAND			
	Washington	33,400	32,400	97
	WEST VIRGINIA			
	Mineral	7,500	7,100	95
Between 5-24%	PENNSYLVANIA			
	Franklin	32,200	30,000	93
	Fulton	3,300	3,000	90
	VIRGINIA			
	Clarke	2,500	2,400	97
	WEST VIRGINIA			
	Berkeley	11,900	11,500	97
Hampshire	3,700	3,400	91	
Hardy	2,800	2,400	87	
Jefferson	6,400	6,200	96	
Morgan	2,800	2,700	95	
Station Totals		135,100	128,700	95
Net Weekly Circulation (1970-71)				44,100
Average Daily Circulation (1970-71)				23,100

For Color, Multi-Set & UHF Penetration by Market See Services Volume

Maryland—Salisbury



Technical Facilities: Channel No. 16 (482-488 MHz). 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.

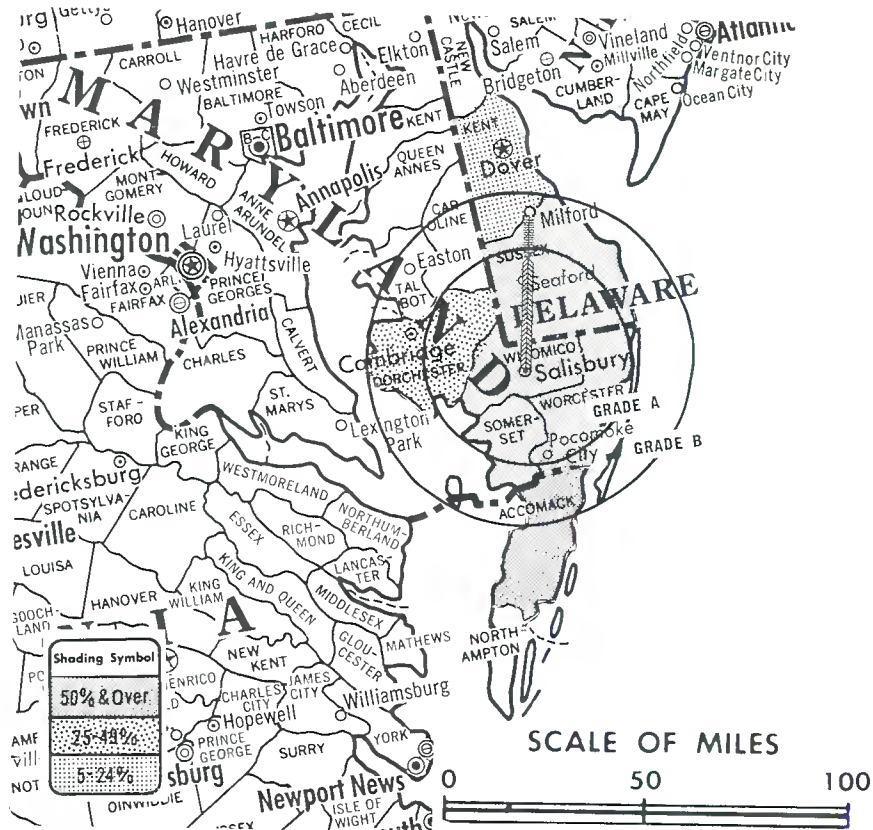
AM Affiliate: WBOC, 5-kw (1-kw night), 960 kHz.

FM Affiliate: WBOC-FM, 30-kw, 104.7 MHz (No. 284), 590-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBOC-TV Ref: FCC File No. BPCT-8035 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: 301-749-1111.

TWX No.: 301-344-4947.

Ownership: WBOC Inc. Wholly-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.

Began Operation: July 15, 1954.

Represented (sales) by Adam Young Inc.; Dome-Messervy Co. Inc. (regional).

Represented (legal) by Hogan & Hartson.

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

Personnel:

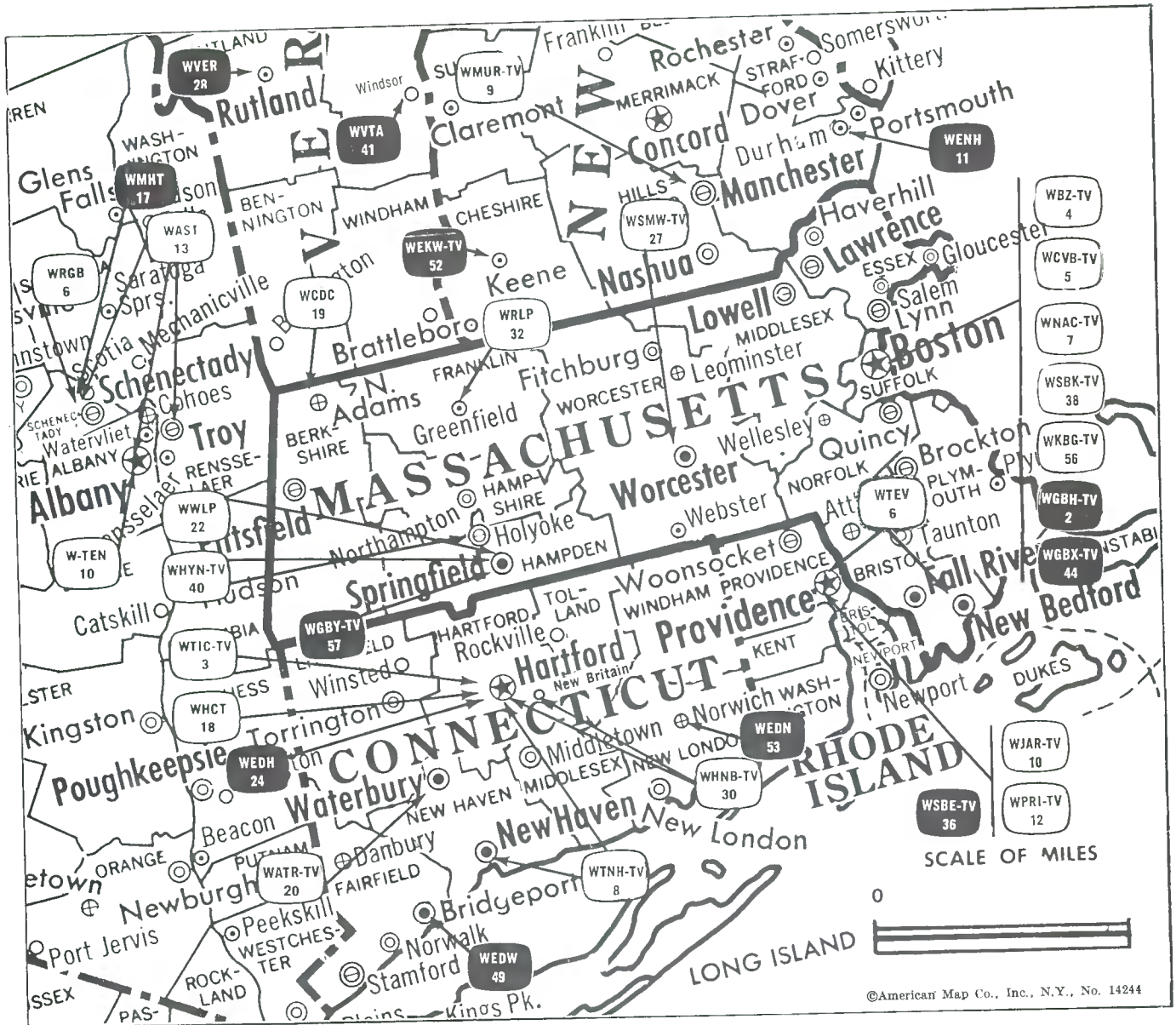
SAMUEL S. CAREY, general manager.
JOHN W. DOWNING JR., program director.
JACK W. WARD, operations manager.
ALAN M. LANDAY, news director.
BERNARD F. SPARKS, chief engineer.

For Index to Contents
See Services Volume

DIGEST OF RATE CARD NO. 10A (April 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:29-10:59 p.m., Mon.-Fri.; 6:59-10:59 p.m., Sat.-Sun.						
\$400.00	\$250.00	\$200.00	\$170.00	\$150.00	\$75.00	\$42.00
NETWORK BASE HOURLY RATE: \$300.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
	Somerset	6,200	5,800	93
	Wicomico	17,800	17,100	96
	Worcester	7,900	7,400	93
	VIRGINIA			
	Accomack	9,600	8,800	92
Between 25-49%	MARYLAND			
	Dorchester	9,800	9,300	95
Between 5-24%	DELAWARE			
	Kent	24,100	23,300	97
Station Totals		100,900	95,900	95
Net Weekly Circulation (1970-71)				52,600
Average Daily Circulation (1970-71)				38,200



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Boston	1,657,300	5	1,532,100	5
Springfield	233,200	89	195,800	84
Worcester	174,900	109	*	*

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WTEV, New Bedford
(See Providence, R.I.)

Massachusetts Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	1	2	3
			13

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

Massachusetts

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 MHz). 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, 125 Western Ave., Boston, (02134).

Technical Facilities: Channel No. 44 (650-656 MHz). 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"

WGBY-TV

Springfield

Ch. 57

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1192-kw max. & 843-kw horizontal visual, 238.2-kw max. & 169.8-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 234-ft. above ground, 1342-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 54"

WNAC-TV, Boston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95
	Hillsborough	69,400	67,700	98
	Merrimack	26,600	25,600	96
	Rockingham	38,200	37,300	98
	Strafford	21,000	20,300	97
Between 25-49%	RHODE ISLAND			
	Providence	192,800	188,400	98
	CONNECTICUT			
	Windham	28,100	27,100	96
	MAINE			
	York	35,300	34,400	98
	MASSACHUSETTS			
	Dukes	2,400	2,200	93
	Franklin	20,000	18,900	94
	NEW HAMPSHIRE			
Belknap	10,900	10,600	97	

WBZ-TV, Boston

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	34,600	33,500	97
	Bristol	144,900	141,900	98
	Dukes	2,400	2,200	93
	Essex	207,200	202,900	98
	Middlesex	419,800	410,900	98
	Nantucket	1,400	1,300	94
	Norfolk	183,800	180,600	98
	Plymouth	102,100	99,800	98
	Suffolk	245,200	234,800	96
	Worcester	198,800	193,800	97
	NEW HAMPSHIRE			
	Belknap	10,900	10,600	97
Cheshire	16,100	15,300	95	
Hillsborough	69,400	67,700	98	
Merrimack	26,600	25,600	96	
Rockingham	38,200	37,300	98	
Strafford	21,000	20,300	97	
Sullivan	10,200	9,600	94	
Between 25-49%	CONNECTICUT			
	Tolland	29,900	28,900	97
	MAINE			
	York	35,300	34,400	98
	MASSACHUSETTS			
	Franklin	20,000	18,900	94
	NEW HAMPSHIRE			
	Grafton	16,700	15,800	94
	RHODE ISLAND			
	Bristol	13,800	13,600	98
	Kent	44,800	44,100	98
	Newport	25,000	24,400	98
Providence	192,800	188,400	98	
Washington	23,600	22,900	97	
VERMONT				
Caledonia	7,300	7,000	96	
Windham	11,000	10,100	92	
Windsor	14,700	13,900	95	
Between 5-24%	CONNECTICUT			
	New London	70,600	67,800	96
	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	Hampshire	35,200	33,800	96
	NEW HAMPSHIRE			
	Carroll	6,500	6,300	97
	Coos	10,700	10,400	97
	VERMONT			
	Bennington	9,700	9,300	95

WNAC-TV, Boston—(Continued)

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	RHODE ISLAND			
	Bristol	13,800	13,600	98
	Kent	44,800	44,100	98
	Newport	25,000	24,400	98
	Washington	23,600	22,900	97
	VERMONT			
Windham	11,000	10,100	92	
Between 5-24%	CONNECTICUT			
	New London	70,600	67,800	96
	Tolland	29,900	28,900	97
	MASSACHUSETTS			
	Hampshire	35,200	33,800	96
	Nantucket	1,400	1,300	94
	NEW HAMPSHIRE			
	Coos	10,700	10,400	97
	Sullivan	10,200	9,600	94
	VERMONT			
Windsor	14,700	13,900	95	

Massachusetts—Adams



WCDC



Ch. 19

[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 MHz). 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"

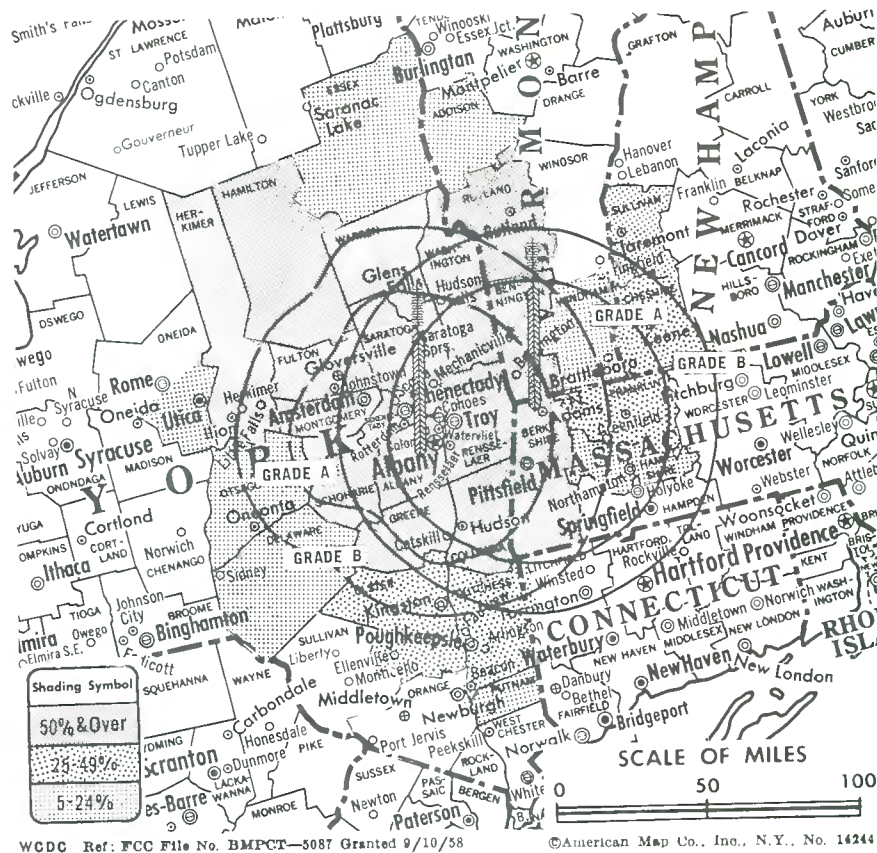
Transmitter: Atop Mt. Greylock, Adams, Mass.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



County coverage based on ARB study (see page 4-b).

WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.

Licensee: Albany TV Inc., Box 10, Albany, N.Y. (12201).

Studio: W-TEN, Albany, N.Y.

Telephone: Albany, 518-436-4822. TWX No. 710-441-8203.

Ownership: Poole Bcstg., 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 Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971.

Personnel: Same as W-TEN, Albany, N.Y.

Rates: Sold 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



WCVB-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 980-ft. above av. terrain, 1190-ft. above ground, 1340-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, Mass.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: ABC.



WCVB-TV Ref: FCC File No. BMPCT-7316 Granted 7/29/71

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

WCVB-TV

Network Service: ABC.

Grantee: Boston Broadcasters Inc., 5 TV Place, Needham, Mass. (02192).

Studio: 5 TV Place.

Telephone: 617-449-0400.

Ownership: Leo L. Beranek, pres., 6.06%; Matthew Brown, chmn., 5.77%; Robert M. Bennett, v.p. & gen. mgr. operations, 2.99%; Thomas G. Maney, v.p., 1.25%; Joseph A. Ryan, asst. v.p., 0.36%; William J. Poorvu, treas., 6.11%; Alford P. Rudnick, 6.57%; Charles C. Marran, 5.60%; Nathan H. David, 5.22%; Robert C. Gardner, 4.08%; Jordan J. Baruch, Edward C. Bursk & Alfred L. Morse, 3.96% each; others, none with as much as 4%.

Began Operation: March 19, 1972.

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

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

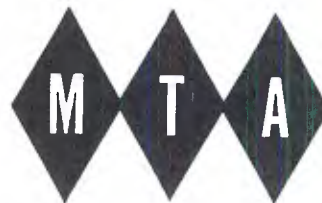
Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

DR. LEO L. BERANEK, president.
ROBERT M. BENNETT, v.p. & general manager, operations.
RICHARD S. BURDICK, v.p. & general manager, creative services.
THOMAS G. MANEY, v.p., asst. gen. mgr. & director of sales.
JOHN P. TWADDLE, program manager.
LAWRENCE PICKARD, director of news & public affairs.
WILLIAM MOCKBEE, director of advertising & research.
STEVE DE SATNICK, director of engineering.
JOSEPH A. RYAN, director of community services.
JAMES P. MILLER, business manager & controller.
VALDO CONTE, commercial operations manager.

DIGEST OF RATE CARD NO. 1 (March 19, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—5-11 p.m., daily.	\$3700	\$3000	\$1200	\$1100	\$1700	\$1360	\$850



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On March 19, 1972, Channel 5 moved out of Boston and into New England



Channel 5 has a new look. With new call letters, WCVB-TV, and a new network, ABC, we're opening a new world of television entertainment... specifically

keyed to the interests of the New England audience. You'll be hearing more from us. And, we hope to be hearing from you, at our new address...

WCVB-TV. The new Channel 5.
5 TV Place, Needham, Mass. 02192, (617) 449-0400.



Represented nationally by **hrp** HARRINGTON, RIGHTER
& PARSONS, INC.

Massachusetts—Boston



WBZ-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-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 kHz.

FM Affiliate: WBZ-FM, 18-kw, 106.7 MHz (No. 294), 758-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

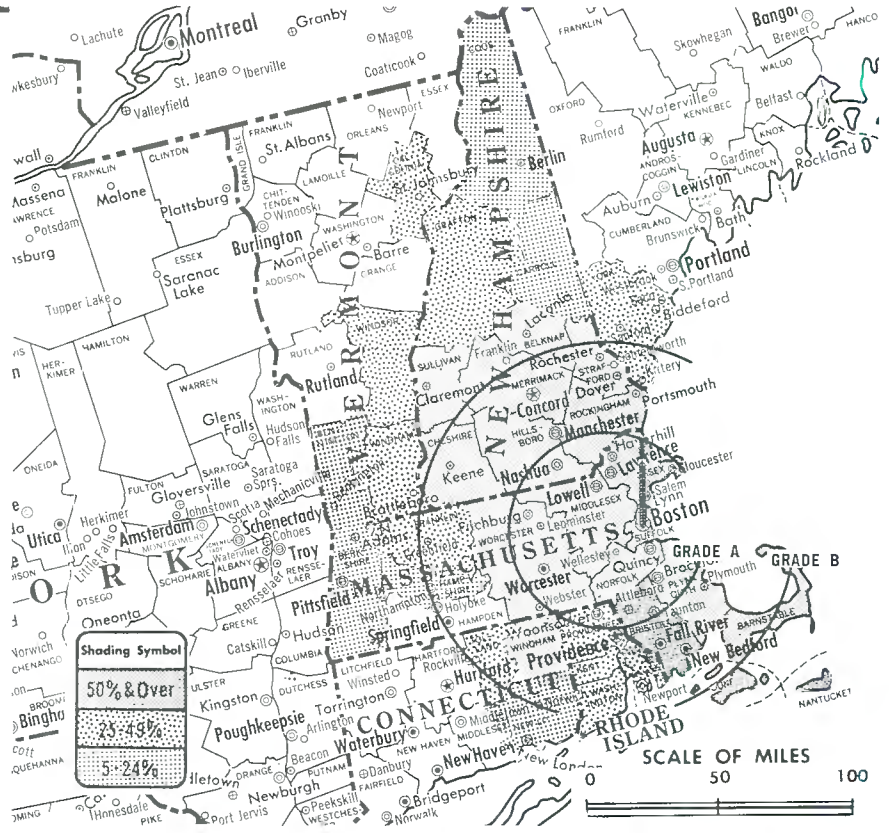
Total Household: © MSA

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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.: 710-330-0283.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres. & chairman; 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:

LAMONT L. THOMPSON, vice president (Boston).
WINTHROP P. BAKER, v.p. & general manager.
STEPHEN SEYMOUR, general sales manager.
RICHARD A. BAILEY, sales manager.
ARNOLD KLEINER, local sales manager.
PAUL D. COSS, program manager.
JEFF SCHIFFMAN, executive producer.

SUSAN BURRIDGE, press information coordinator.

ALEX S. DUSEK, creative services director.

DICK ELLIS, director of engineering.

KLAUS BINDER, chief engineer.

JIM THISTLE, news director.

A. A. PALMER, business manager.

JOHN K. MULLANEY, manager, research & development.

DIGEST OF RATE CARD NO. 28—(Aug. 4, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—4:30-11:30 p.m., daily.	\$3700	\$3000	\$1200	\$1100	\$2000*	\$2000*	\$800*

*Prime Time—Section I, 7-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$3450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT Windham	28,100	27,100	96
(Continued on page 370-b)				
Station Totals		2,376,000	2,311,400	97
Net Weekly Circulation (1970-71)			1,627,600	
Average Daily Circulation (1970-71)			1,050,400	

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EYEWITNESS NEWS

4
WBZ-TV

WBZ-TV, 1170 SOLDIERS FIELD ROAD
BOSTON, MASSACHUSETTS, 02134
TELEPHONE, — (617) 254-5670

Massachusetts—Boston



WNAC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Road, Newton, Mass.

TV tape: Recording facilities.

AM Affiliate: WRKO, 50-kw, 680 kHz.

FM Affiliate: WROR, 11-kw, 98.5 MHz (No. 253), 910-ft.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

Facsimile Service: UPI.

Studio: RKO Bldg., Govt. Center.

ARB Note: Station changed network affiliation after the survey was made.

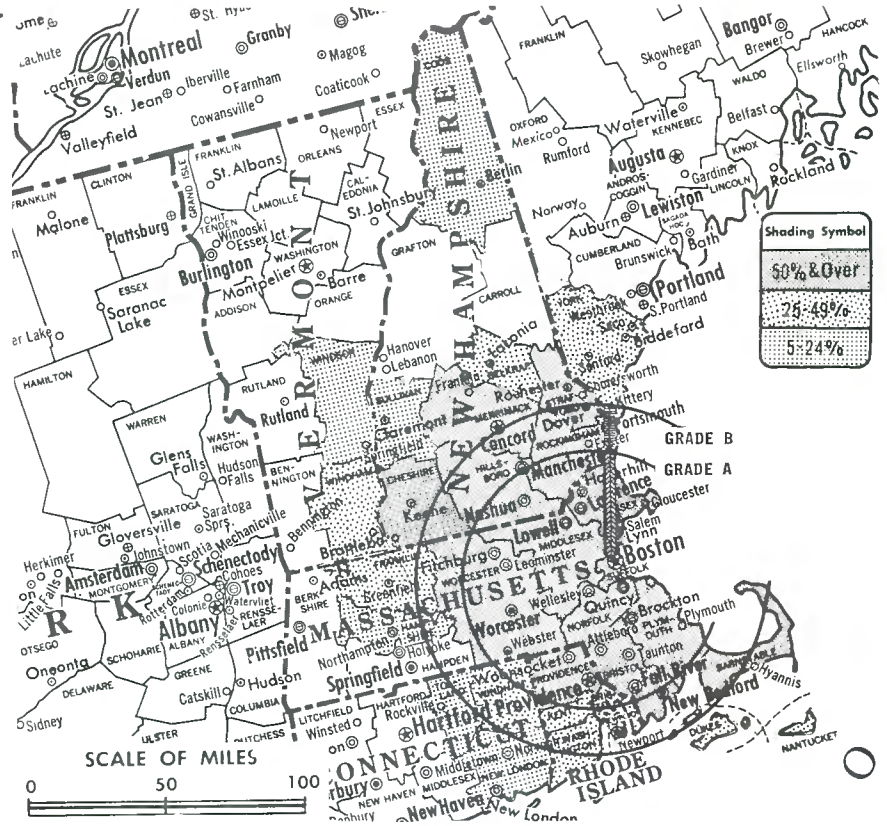
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WNAC-TV Ref: FCC File No. BPCT-3057 Granted 3/27/63

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

WNAC-TV

Licensee: RKO General Inc. (Yankee Division), Govt. Center, Boston, Mass. (02114).

Telephone: 617-742-9000. TWX No.: 710-321-0361.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by RKO Television Representatives Inc.; RKO Distributing Corp. of Canada Ltd.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WILLIAM M. McCORMICK, vice president, New England area.

ROBERT L. GILBERTSON, general manager.

LAD HLAVATY, director of engineering.

PETER LA BRUZZO, director of sales.

JOHN ATKINSON, program director.

EARL DAVIS, advertising & promotion director.

JOHN BARBERA, sales manager.

WAYNE THOMAS, news & public affairs director.

RICHARD H. MINER, production manager.

KENNETH McGOWAN, chief of engineering.

GUY GIAMPAPA, film manager.

DIGEST OF RATE CARD NO. 22—(Sept. 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$5000	\$3200	\$2100	\$1500	\$1700*	\$1360*
					\$850*	

*Grid AA—Section 1.

NETWORK BASE HOURLY RATE: \$3250.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MASSACHUSETTS				
		Barnstable	34,600	33,500	97
		Bristol	144,900	141,900	98
		Essex	207,200	202,900	98
		Middlesex	419,800	410,900	98
		Norfolk	183,800	180,600	98
		Plymouth	102,100	99,800	98
		Suffolk	245,200	234,800	96
	Worcester	198,800	193,800	97	

(Continued on page 370-b)

Station Totals	2,288,100	2,226,800	97
Net Weekly Circulation (1970-71)			1,526,500
Average Daily Circulation (1970-71)			852,000



A BETTER TIME FOR EVERYONE!
MERV GRIFFIN 4:30 PM

WNAC-TV BOSTON 7

RKO GENERAL BUILDING, GOVERNMENT CENTER, BOSTON, MASS. 02114 617-742-9000
AN RKO GENERAL TELEVISION STATION REPRESENTED BY RKO TELEVISION REPRESENTATIVES, INC.

Massachusetts—Boston

WSBK-TV



Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2755-kw max. & 1260-kw horizontal visual, 270-kw max. & 123-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1197-ft. above ground, 1345-ft. above sea level.

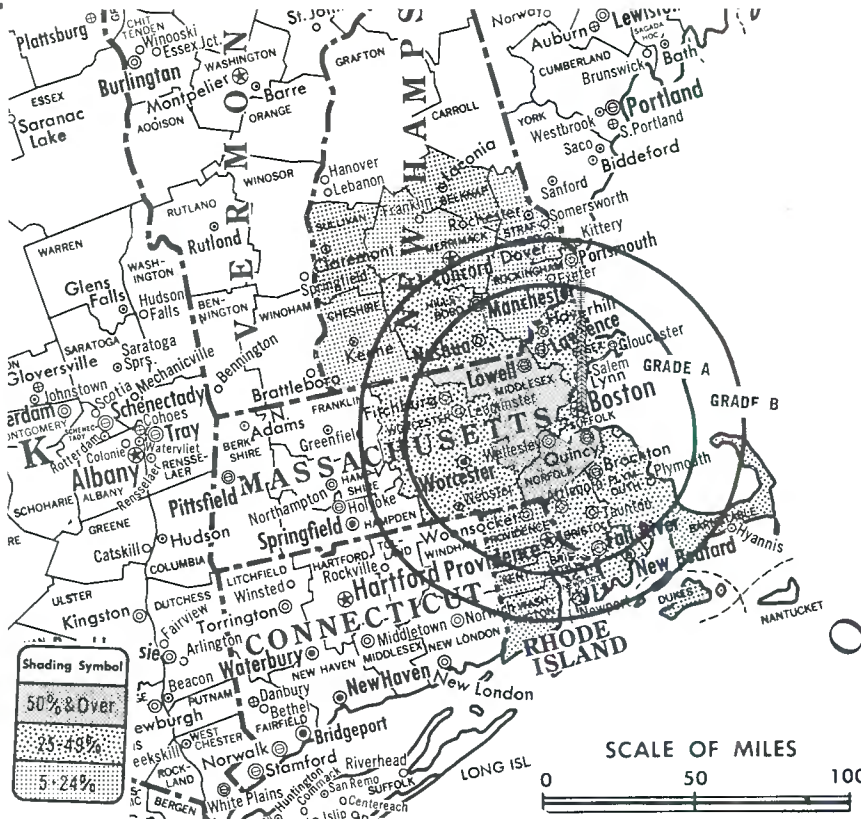
Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: .33-mi. E of Highland Ave. & Rt. 128, Needham.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WSBK-TV Ref: FCC File No. BPCT—4243 Granted 8/13/69

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

WSBK-TV

Network Service: NBC (secondary affiliation), ABC, CBS.

Licensee: New Boston Television Inc., 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Studio: 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Telephone: 617-783-3838.

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, v.p. & general manager.
- JOSEPH S. DIMINO, general sales manager.
- JOHN ANDERSON, local sales manager.
- WILLIAM B. KNIGHT, comptroller.
- RICHARD D. BEACH, program manager.
- DOUG HENDERSON, chief engineer.
- CHRISTIE JEWEL, promotion manager.

DIGEST OF RATE CARD NO. 8 (Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6:30-11 p.m., daily.	\$900	\$540	\$350	\$250	\$500*	\$250*	\$210*	\$150*

*Class I.

NETWORK BASE HOURLY RATE: \$225.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS				
		Middlesex	419,800	410,900	98
		Norfolk	183,800	180,600	98
Between 25-49%	MASSACHUSETTS				
		Bristol	144,900	141,900	98
		Essex	207,200	202,900	98
		Plymouth	102,100	99,800	98
		Suffolk	245,200	234,800	96
		Worcester	198,800	193,800	97
Between 5-24%	NEW HAMPSHIRE				
		Hillsborough	69,400	67,700	89
	RHODE ISLAND				
		Bristol	13,800	13,600	98
		Newport	25,000	24,400	98
	MASSACHUSETTS				
		Barnstable	34,600	33,500	97
		Dukes	2,400	2,200	93
	NEW HAMPSHIRE				
		Belknap	10,900	10,600	97
		Cheshire	16,100	15,300	95
		Merrimack	26,600	25,600	96
	Rockingham	38,200	37,300	98	
	Strafford	21,000	20,300	97	
	Sullivan	10,200	9,600	94	
RHODE ISLAND					
	Kent	44,800	44,100	98	
	Providence	192,800	188,400	98	
	Washington	23,600	22,900	97	
Station Totals			2,031,200	1,980,200	97
Net Weekly Circulation (1970-71)				687,600	
Average Daily Circulation (1970-71)				270,600	

Massachusetts—Cambridge-Boston

WKBG-TV



Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"
Longitude 71° 13' 08"

Transmitter: 140 Cabot St., Needham, Mass.

AM Affiliate: WCAS, Cambridge, 250-kw D, 740 kHz.

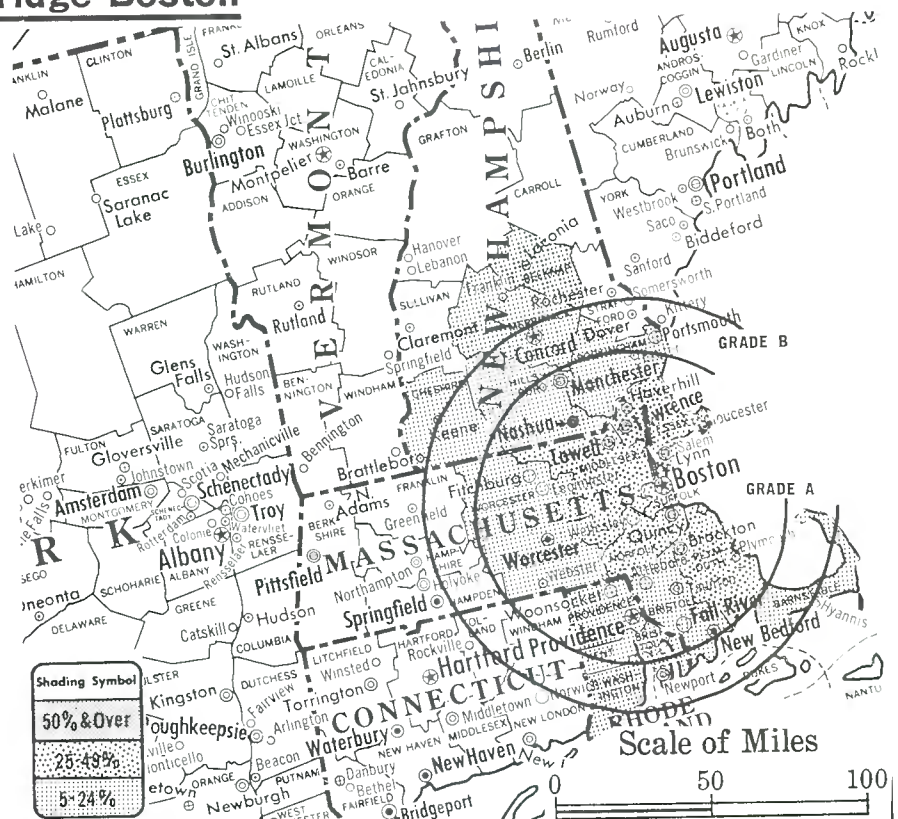
FM Affiliate: WJIB-FM, Boston, 8.71-kw, 96.9 MHz (No. 245), 1005-ft.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKBG-TV Ref: FCC File No. BPCT-4314 Granted 10/7/70

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

WKBG-TV

Network Service: None, independent.

Licensee: Kaiser-Globe Broadcasting Corp., Box 56, Boston, Mass. (02101).

Studio: Box 56, 75 Wm. T. Morrissey Blvd., Boston, Mass. (02101).

Telephone: 617-288-3200.

Ownership: Kaiser-Globe Bcstg. Corp. (Kaiser Broadcasting, 90%; Boston Globe, 10%). Richard C. Block, v.p. & gen. mgr. For other Kaiser interests, see WKBD-TV, Detroit, Mich.

Began Operation: Aug. 31, 1953 as WTA0-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 Metro TV Sales.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

JAY Q. BERKSON, general manager.
KING PATTERSON, general sales manager.
CARL D. ZIMMERMAN, program manager.
RAY RAJEWSKI, accounting manager.
EDWARD H. HERLIHY, engineering manager.
ERNEST N. WHITMEYER, production manager.
ARCH MacDONALD, news director.

DIGEST OF RATE CARD NO. 3
(March 1, 1971)

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: \$500.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MASSACHUSETTS			
	Essex	207,200	202,900	98
	Middlesex	419,800	410,900	98
	Norfolk	183,800	180,600	98
	Plymouth	102,100	99,800	98
Suffolk	245,200	234,800	96	
Between 5-24%	MASSACHUSETTS			
	Barnstable	34,600	33,500	97
	Bristol	144,900	141,900	98
	Worcester	198,800	193,800	97
	NEW HAMPSHIRE			
Belknap	10,900	10,600	97	
Cheshire	16,100	15,300	95	
Hillsborough	69,400	67,700	98	
Merrimack	26,600	25,600	96	
Rockingham	38,200	37,300	98	
RHODE ISLAND				
Bristol	13,800	13,600	98	
Kent	44,800	44,100	98	
Newport	25,000	24,400	98	
Providence	192,800	188,400	98	
Washington	23,600	22,900	97	
Station Totals		1,997,600	1,948,100	98
Net Weekly Circulation (1970-71)			532,100	
Average Daily Circulation (1970-71)			239,100	

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Massachusetts—Greenfield



WRLP

Ch. 32

[Satellite of WWLP, Springfield, Mass.]

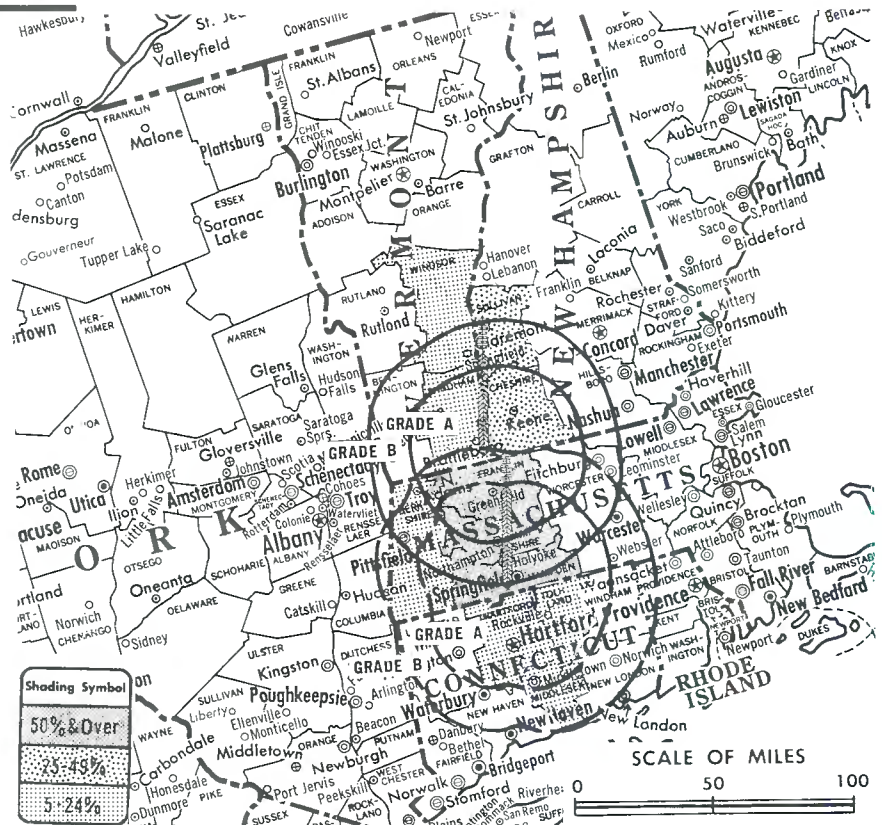
[Also licensed to Keene, N.H. & Brattleboro, Vt.]

Technical Facilities: Channel No. 32 (578-584 MHz). 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 based on ARB study (see page 4-b).

WRLP Ref: FCC File No. BMPCT-4149 Granted 2/13/87

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

WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Mailing Address: Box 2210, Springfield, Mass.

Telephone: 413-786-2200.

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by H-R Television; Kettell-Carter Inc. (Boston).

Represented (legal) by Finkelstein & 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 MHz). Authorized power: 3680-kw visual, 368-kw aural. Antenna: 1004-ft. above av. terrain, 152-ft. above ground, 1352-ft. above sea level.

Latitude 42° 14' 30"
Longitude 72° 38' 56"

Transmitter: Top of Mt. Tom.

AM Affiliate: WHYN, 5-kw, 560 kHz.

FM Affiliate: WHYN-FM, 10-kw, 93.1 MHz (No. 226), 953-ft.

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

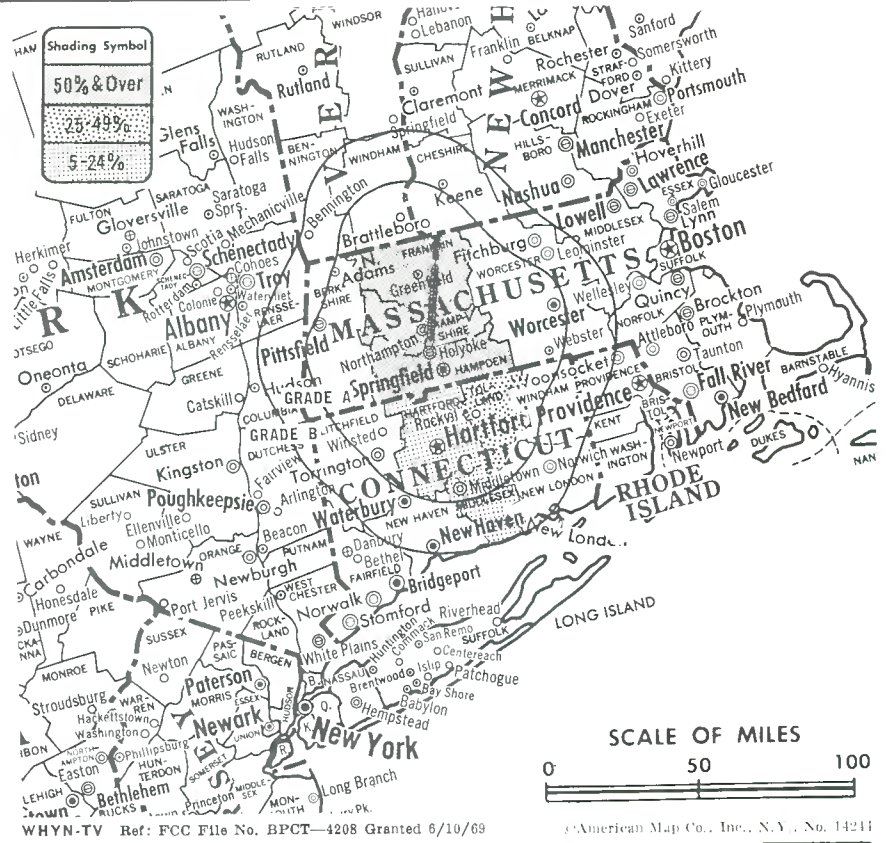
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Studio: 1300 Liberty St., Springfield.

Total Households: © MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 13).



WHYN-TV Ref: FCC File No. BPC1-4208 Granted 6/10/69

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

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 Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JAMES A. KONTOLEON, vice president & general manager.
- RICHARD WYLIE, national sales manager.
- PHILIP J. RENISON, local sales manager.
- TED GRATKOWSKI, chief engineer.
- GILBERT M. LEFKOVICH, television station manager.

DIGEST OF RATE CARD NO. 12 (May 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.						
	\$600.00	\$360.00	\$216.00	\$190.00	\$196.00	\$157.00
NETWORK BASE HOURLY RATE: \$500 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	20,000	18,900	94
	Hampden Hampshire	147,200 35,200	143,100 33,800	97 96
Between 25-49%	CONNECTICUT			
	Tolland	29,900	28,900	97
Between 5-24%	CONNECTICUT			
	Hartford Middlesex	264,900 36,200	257,200 35,000	97 97
Station Totals		533,400	516,900	97
Net Weekly Circulation (1970-71)				222,600
Average Daily Circulation (1970-71)				128,600

Massachusetts—Springfield



WWLP

Ch. 22

[Also operates satellite WRLP, Greenfield, Mass., also licensed to Keene, N.H. and Brattleboro, Vt.]

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. and 933-kw horizontal visual, 93.3-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"

Transmitter: Provin Mt., Agawam, Mass.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures include WRLP, Greenfield.

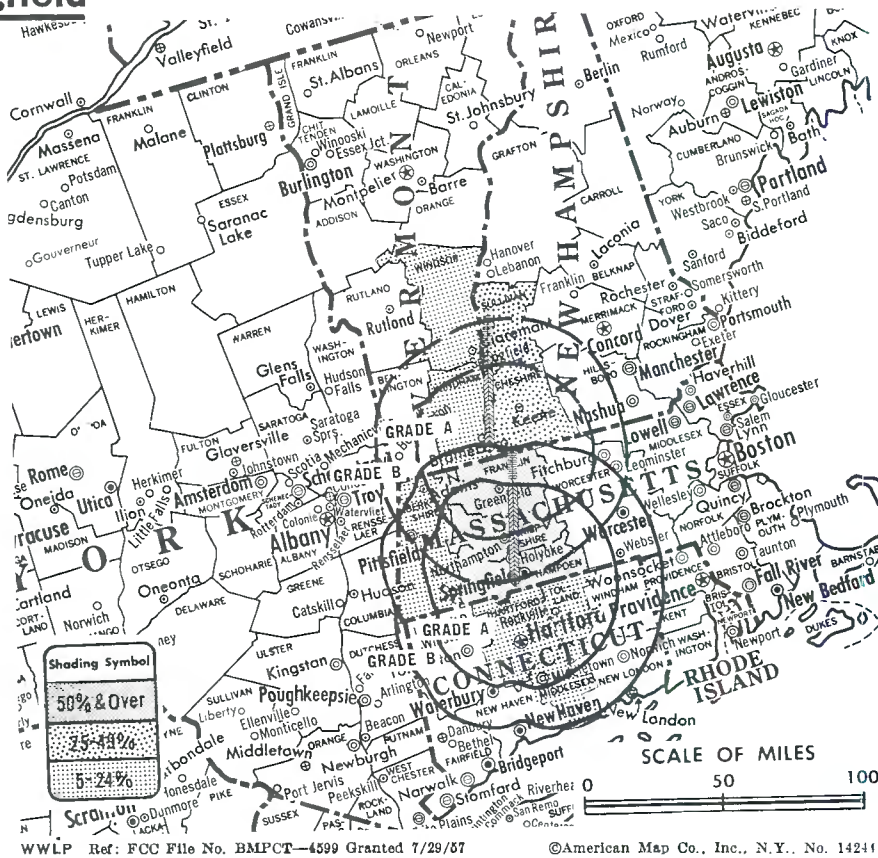
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ABB study (see page 4-b).



WWLP Ref: FCC File No. BNPCT-4599 Granted 7/29/67

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

WWLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Studio: Provin Mt., Agawam, Mass.

Telephone: 413-786-2200. 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.

Began Operation: March 17, 1953.

Represented (sales) by H-R Television; Kettell-Carter (Boston).

Represented (legal) by Finkelstein & 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.
- E. HOLLAND LOW, national sales manager.
- DANIEL T. SULLIVAN JR., local sales manager.
- 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. G2—(Dec. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$900.00 \$540.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Franklin	20,000	18,900	94
	Hampden	147,200	143,100	97
	Hampshire	35,200	33,800	96
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95
	Sullivan	10,200	9,600	94
Between 5-24%	CONNECTICUT			
	Hartford	264,900	257,200	97
	Middlesex	36,200	35,000	97
	Tolland	29,900	28,900	97
Between 5-24%	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	VERMONT			
	Windham	11,000	10,100	92
	Windsor	14,700	13,900	95
Station Totals		633,100	612,000	97
Net Weekly Circulation (1970-71)			233,200	
Average Daily Circulation (1970-71)			136,000	

Massachusetts—Worcester

WSMW-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1151-kw max. & 513-kw horizontal visual, 227.5-kw max. & 102-kw horizontal aural. Antenna: 1530-ft. above av. terrain, 1344-ft. above ground, 2044-ft. above sea level.

Latitude 42° 20' 01"
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Boylston, 2.6-mi. N of Shrewsbury.

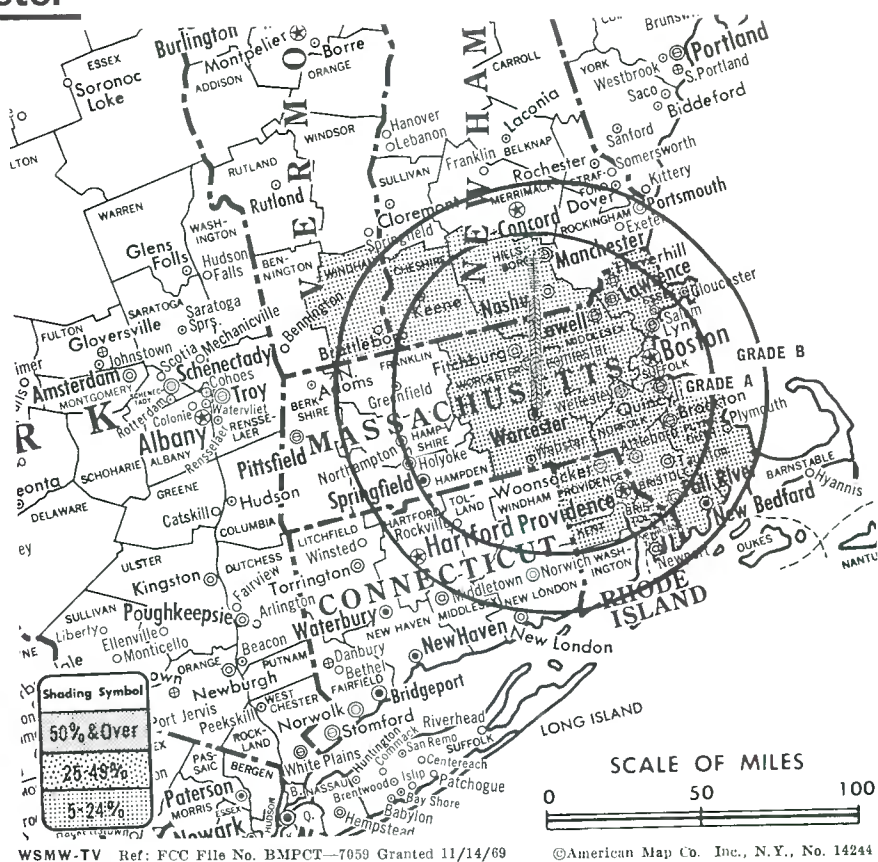
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WSMW-TV Ref: FCC File No. BNPCT-7059 Granted 11/14/69

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

WSMW-TV

Licensee: State Mutual Bcstg. Corp., 127 Beverly Rd., Worcester, Mass. (01605).

Studio: 127 Beverly Rd., Worcester, Mass. (01605).

Telephone: 617-852-0027.

Ownership: W. Douglas Bell, chmn.-pres.; Fred Fedeli & Paul F. Foley, v.p.s.; Martin C. Brooks, treas.; Richard J. Baker, clerk-asst. counsel. S.M.A. Management Corp., 100%.

Began Operation: Jan. 2, 1970.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

- WILLIAM G. MOLL, vice president & general manager.
- BRIAN A. HIGGINS, asst. manager & program director.
- PAUL D. HAMEL, general sales manager.
- ROBERT RUTTENBERG, news director.
- LIONEL WITTENBERG, chief engineer.
- RAY CONLON, production manager.
- DONALD J. REILLY, business manager.

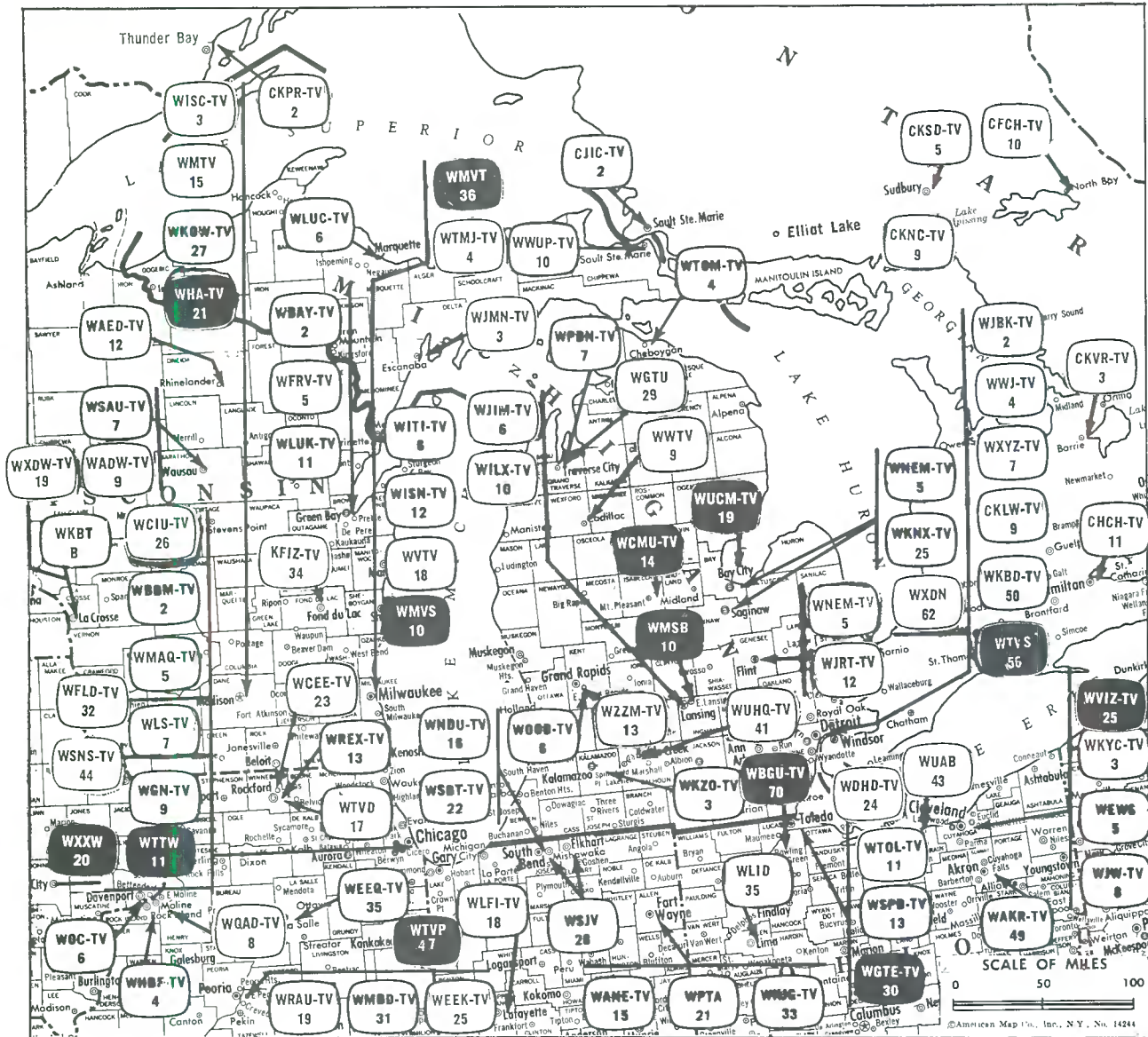
DIGEST OF RATE CARD NO. 2 (Aug. 4, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—5:30-10 p.m., daily.
\$700.00 \$400.00 \$280.00 \$200.00 \$80.00 \$40.00 \$29.00 \$22.00

Net Weekly Circulation	State County	Total Households	TV Households	%
	MASSACHUSETTS			
	Bristol	144,900	141,900	98
	Essex	207,200	202,900	98
	Middlesex	419,800	410,900	98
	Norfolk	183,800	180,600	98
	Plymouth	102,100	99,800	98
	Suffolk	245,200	234,800	96
	Worcester	198,800	193,800	97
	Between 5-24%			
	NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95
	Hillsborough	69,400	67,700	98
	RHODE ISLAND			
	Bristol	13,800	13,600	98
	Kent	44,800	44,100	98
	Newport	25,000	24,400	98
	Providence	192,800	188,400	98
	VERMONT			
	Windham	11,000	10,100	92
Station Totals		1,874,700	1,828,300	98
Net Weekly Circulation (1970-71)			174,900	
Average Daily Circulation (1970-71)			42,900	

For National Sales Representatives
of TV Stations
See Services Volume

Michigan



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Detroit	1,517,600	6	1,493,200	7
Grand Rapids-Kalamazoo	461,200	42	427,400	36
Flint-Saginaw-Bay City	442,200	46	343,000	49
Lansing	401,200	50	166,700	92
Traverse City-Cadillac	140,900	133	111,300	131
Marquette	65,400	182	45,700	170

Michigan Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	16	5	21
Educational Television Stations	1	3	4
			25

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1429 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

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.)

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.)

WILX-TV & WMSB

Jackson

(See Lansing, Mich.)

WUHQ-TV

Kalamazoo

(See Battle Creek, Mich.)

WOOD-TV & WZZM-TV

Kalamazoo

(See Grand Rapids, 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., 7441 2nd Blvd., Detroit, Mich. (48202).

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 95.8-kw max. & 61.7-kw horizontal visual, 61.7-kw aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

WCMU-TV

Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 530-ft. above av. terrain, 547-ft. above ground, 1344-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 MHz). 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"

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 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal 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—Battle Creek-Kalamazoo



WUHQ-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 3140-kw max. & 1740-kw horizontal visual, 314-kw max. & 174-kw horizontal aural. Antenna: 1073-ft. above av. terrain, 960-ft. above ground, 1949-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: Mullen & Norris Rds., Orangeville.

TV tape: Recording facilities.

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

News Wire Service: UPI.

ARB Data: Not available.



WUHQ-TV Ref: FCC File No. BMPCT-7264 Granted 2/3/71

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

WUHQ-TV

Licensee: Channel 41 Inc., P. O. Box 1616, Battle Creek, Mich. (49016).

Studio: 5200 Dickman Rd.

Telephone: 616-968-9341. TWX No.: 810-276-2201.

Ownership: George E. McKay, chmn., 4%; H. Lewis Batts Jr., vice chmn., 8%; James R. Searer, pres., 20%; Carl A. Gardner, secy. & James R. Laird, treas., 4% each; John W. Lawrence & William H. Lawrence, 8% each; 13 others, none with as much as 5%.

Began Operation: July 24, 1971.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

JAMES R. SEARER, president & general manager.
LARRY W. WHITE, chief engineer.
CHARLES WOLFE, local sales manager.
MARY EBERHART, traffic.

DIGEST OF RATE CARD NO. 2

(Jan. 31, 1972)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.

\$400.00 \$240.00 \$160.00 \$90.00 \$60.00 \$50.00 \$30.00

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Michigan—Bay City-Saginaw-Flint

WNEM-TV 
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-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"

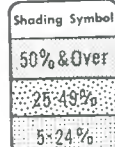
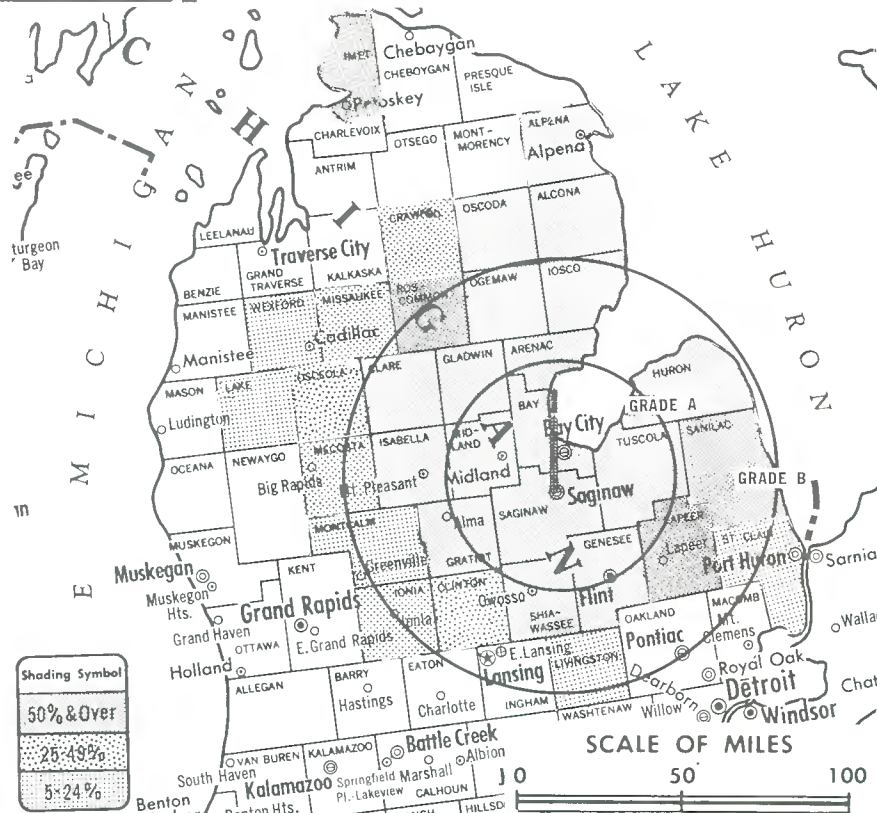
Transmitter: 5700 Becker Rd., Saginaw, Mich.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WNEM-TV Ref: FCC File No. BMEPT-3547 Granted 6/8/66 ©American Map Co., Inc., N.Y., No. 14244

WNEM-TV

Licensee: Meredith Corp., 5700 Becker Rd., Saginaw, Mich. (48601).

Studios & Offices: 5700 Becker Rd., Saginaw (48601). Telephone: 517-755-8191. G-3426 Miller Rd., Flint. Telephone: 313-732-2050.

TWX Nos.: 810-265-1203 (Saginaw); 313-742-8724 (Flint).

Ownership: Meredith Corp., 100.% For other interests, see WOW-TV, Omaha, Neb.

Began Operation: Feb. 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

- W. C. McREYNOLDS, vice president & general manager.
- RICHARD DeANGELIS, general sales manager.
- TODD HOLMES, local sales manager.
- EDWARD AIKEN, program manager.
- TOM SODEN, promotion & publicity director.
- WILLIAM STRUBE, chief engineer.
- TOM EYNON, director of community affairs.
- THOMAS P. CRANE, news director.
- MARC WESLEY, sports director.

DIGEST OF RATE CARD NO. A15b
(Oct. 25, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., Sun.-Thurs.; 7-10:30 P.M., Fri.-Sat.
\$1100.00 \$660.00 \$440.00 \$308.00 \$280.00* \$250.00* \$150.00*

*Class AAA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

For Group Ownership of TV Stations.
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MICHIGAN				
	Alcona	2,600	2,400	93
	Alpena	8,800	8,200	93
	Arenac	3,500	3,400	96
	Bay	35,100	34,400	98
	Clare	5,800	5,500	96
	Emmet	5,600	5,300	95
	Genesee	135,800	133,200	98
	Gladwin	4,300	4,100	96
	Gratiot	11,800	11,400	97
	Huron	10,600	10,200	96
	Iosco	7,900	7,700	97
	Isabella	11,700	11,300	96
	Lapeer	14,500	14,200	98
	Midland	19,300	19,000	98
	Ogemaw	4,000	3,800	96
	Oscoda	1,700	1,500	91
	Roscommon	3,800	3,700	98
	Saginaw	65,500	64,100	98
	Sanilac	11,100	10,700	96
	Shiawassee	19,400	18,900	97
	Tuscola	14,000	13,600	97

Between 25-49%				
MICHIGAN				
	Clinton	14,200	13,900	98
	Osceola	4,800	4,600	96

Between 5-24%				
MICHIGAN				
	Chippewa	9,100	8,700	95
	Crawford	2,100	2,000	94
	Ionia	13,100	12,800	98
	Lake	2,000	1,900	94
	Livingston	18,000	17,700	98
	Mecosta	8,100	7,800	96
	Missaukee	2,400	2,200	94
	Montcalm	12,600	12,200	97
	St Clair	37,500	36,600	98
	Wexford	6,500	6,300	97

Station Totals		527,200	513,300	97
Net Weekly Circulation (1970-71)			337,100	
Average Daily Circulation (1970-71)			230,400	

Michigan—Cadillac-Traverse City



WWTW



Ch. 9

[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

AM Affiliate: WWAM, 5-kw (1-kw N), 1370 kHz.

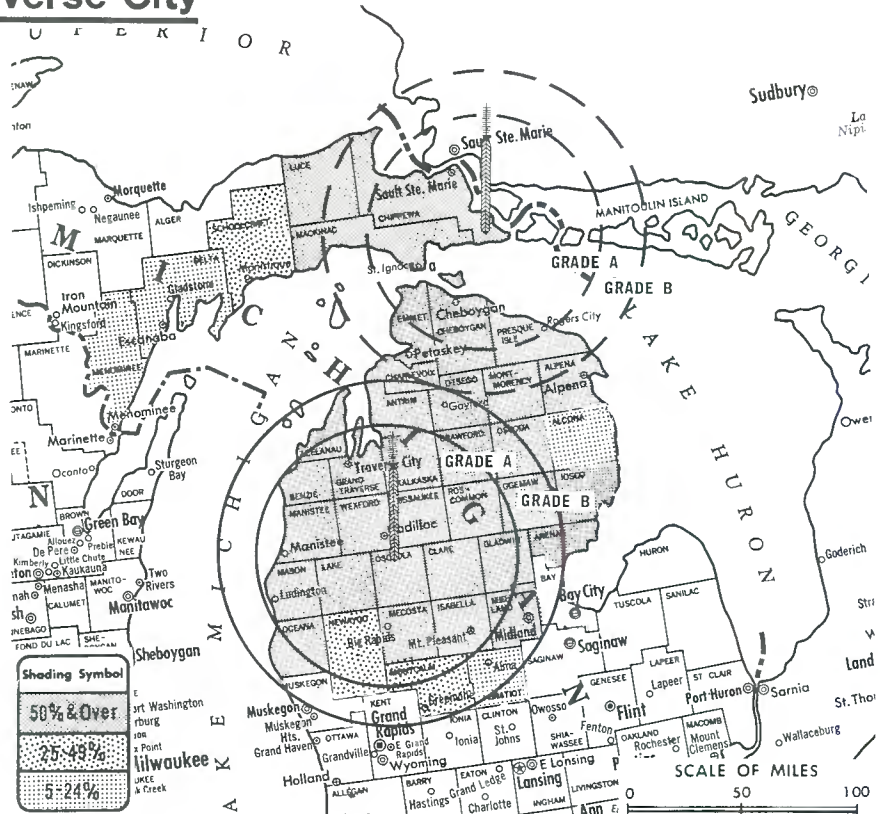
FM Affiliate: WWTW-FM, 100-kw, 92.9 MHz (No. 225), 900-ft.

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

News Wire Service: AP.

ARB Data: Figures include WWUP-TV.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WWTW Ref: FCC Doc. No.—14230 Granted 4/12/62
WWUP-TV Ref: FCC File No. BPCT—3565 Granted 7/19/65

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

WWTW

Network Service: CBS.

Licensee: Fetzer Broadcasting Co., 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 Spartan 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.

Represented (engineering) by Lohnes & Culver.

Personnel:

GENE ELLERMAN, vice president & general manager.
RICHARD SCHAPPA, asst. to gen. mgr. & local sales manager.
MURRAY TUCKER, director of technical operations.
JOHN WHEAT, program director & film buyer.
KEN TAISHOFF, promotion & creative director.
BOB LEE, director, news, community & public affairs.

DIGEST OF RATE CARD NO. 14—(June 15, 1970)

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.; 7:30-11 p.m., Sun.

\$575.00 \$345.00 \$220.00 \$174.00 Graded rates apply*

*Highest rate: \$165.

WWTW is sold in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	8,800	8,200	93
	Antrim	4,100	3,900	96
	Arenac	3,500	3,400	96
	Benzie	2,900	2,800	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Charlevoix	5,200	5,000	96
	Cheboygan	5,200	4,900	94
	Chippewa	9,100	8,700	95
	Clare	5,800	5,500	96
	Crawford	2,100	2,000	94
	Emmet	5,600	5,300	95
	Gladwin	4,300	4,100	96
	Grand Traverse	11,800	11,300	96
	Iosco	7,900	7,700	97
	Isabella	11,700	11,300	96
	Kalkaska	1,900	1,800	95
	Lake	2,000	1,900	94
	Leelanau	3,600	3,400	96
	Luce	1,800	1,700	94
	Mackinac	2,800	2,700	95
	Manistee	6,600	6,400	96
	Mason	7,300	6,800	94
	Mecosta	8,100	7,800	96
	Midland	19,300	19,000	98
	Missaukee	2,400	2,200	94
Montmorency	1,900	1,700	92	
Oceana	5,700	5,400	94	
Ogemaw	4,000	3,800	96	
Osceola	4,800	4,600	96	
Oscoda	1,700	1,500	91	
Otsego	3,300	3,200	96	
Presque Isle	3,800	3,500	92	
Roscommon	3,800	3,700	98	
Wexford	6,500	6,300	97	
Between 25-49%	MICHIGAN			
	Montcalm	12,600	12,200	97
	Newaygo	8,700	8,400	96
	Schoolcraft	2,600	2,400	93
Between 5-24%	MICHIGAN			
	Alcona	2,600	2,400	93
	Delta	11,300	10,800	96
	Gratiot	11,800	11,400	97
Menominee	7,800	7,500	97	
Station Totals		236,700	226,600	96
Net Weekly Circulation (1970-71)			140,900	
Average Daily Circulation (1970-71)			96,900	

Michigan—Cheboygan



Ch. 4

[Affiliated with WPBN-TV,
Traverse City, Mich.]

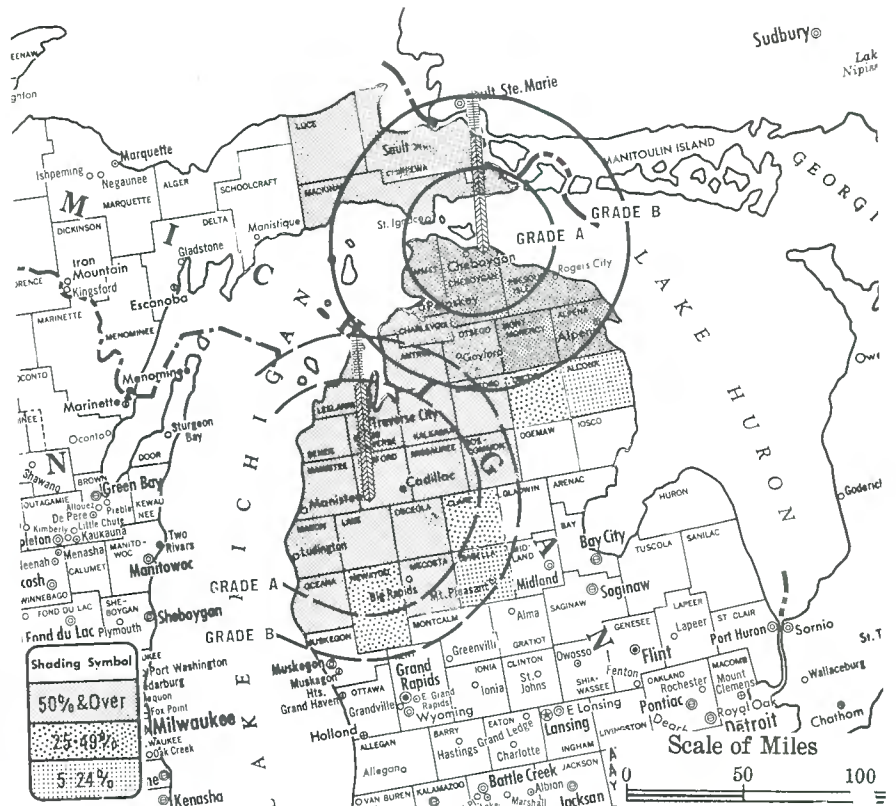
Technical Facilities: Channel No. 4
(66-72 MHz). Authorized power:
100-kw visual, 20-kw aural. An-
tenna: 620-ft. above av. terrain,
590-ft. above ground, 1290-ft.
above sea level.

Latitude 45° 39' 01"
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E
of Cheboygan.

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

News Wire Service: AP.



County coverage based on ARB study (see
page 1-b).

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 Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Cohen & Dippell.

Personnel:

LES BIEDERMAN, president.

HARRY R. LIPSON, general manager & film buyer.

ROBERT L. DREHER, sales manager.

WILLIAM H. KIKER, vice president & chief engineer.

DIGEST OF RATE CARD NO. 4

(December 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:29-10:31 p.m., daily.	\$360.00	\$270.00	\$147.00	\$113.00	\$80.00	\$70.00	\$35.00

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 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield, Mich.

TV tape: Recording facilities.

AM Affiliate: WDEF 50-kw (5-kw night), 1500 kHz.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

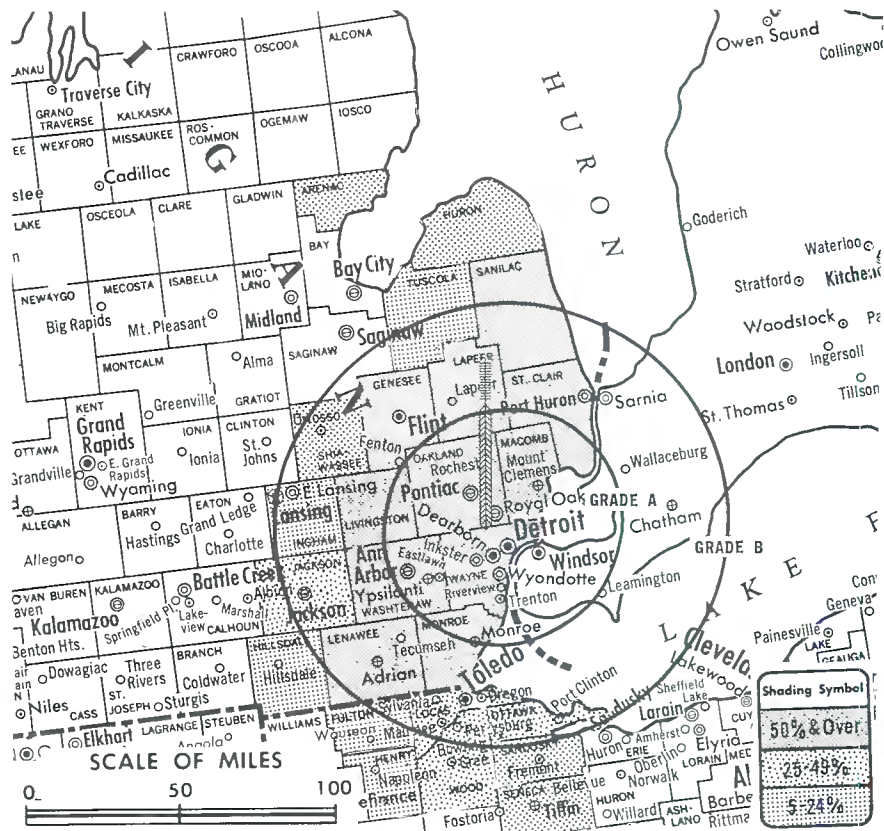
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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., Number Two Storer Pl., Southfield, Mich. (48075).

Studio: Number Two Storer Place, Southfield, Mich. (48075).

Telephone: 313-557-9000. TWX No.: 810-224-4876.

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.
TODD A. SPOERI, program manager.
RONALD A. DAVID, director of advertising & promotion.
CARL CEDERBERG, news & community affairs director.
HENRY R. OWEN, chief engineer.
MILES MANGRUM, general executive.

DIGEST OF RATE CARD NO. 30B

(Aug. 15, 1971)

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

Class A—7 p.m.-midnight, daily.

\$3500 \$2300 \$1600 \$970 \$1900* \$1460* \$880*

*Class A-1—7:01 p.m.-12:01 a.m., daily.

NETWORK BASE HOURLY RATE: \$3200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Genesee	135,800	133,200	98
	Lapeer	14,500	14,200	98
	Lenawee	25,200	24,500	97
	Livingston	18,000	17,700	98
	Macomb	180,200	178,300	99
	Monroe	34,200	33,600	98
	Oakland	276,300	272,900	99
	St Clair	37,500	36,600	98
	Sanilac	11,100	10,700	96
	Washtenaw	72,000	69,000	96
Wayne	853,800	835,700	98	
Between 25-49%	MICHIGAN			
	Jackson	43,500	42,600	98
	OHIO			
	Lucas	158,900	155,700	98
Ottawa	12,000	11,800	98	
Wood	26,600	26,000	98	
Between 5-24%	MICHIGAN			
	Arenac	3,500	3,400	96
	Hillsdale	11,800	11,300	96
	Huron	10,600	10,200	96
	Ingham	80,100	78,000	97
	Shiawassee	19,400	18,900	97
	Tuscola	14,000	13,600	97
	OHIO			
	Fulton	10,100	9,700	96
	Henry	8,200	8,000	98
Sandusky	19,200	18,800	98	
Seneca	17,900	17,400	97	
Station Totals		2,094,400	2,051,800	98
Net Weekly Circulation (1970-71)				1,517,600
Average Daily Circulation (1970-71)				1,039,300

(Station also received in Canadian markets)

Michigan—Detroit

WKBD-TV



Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

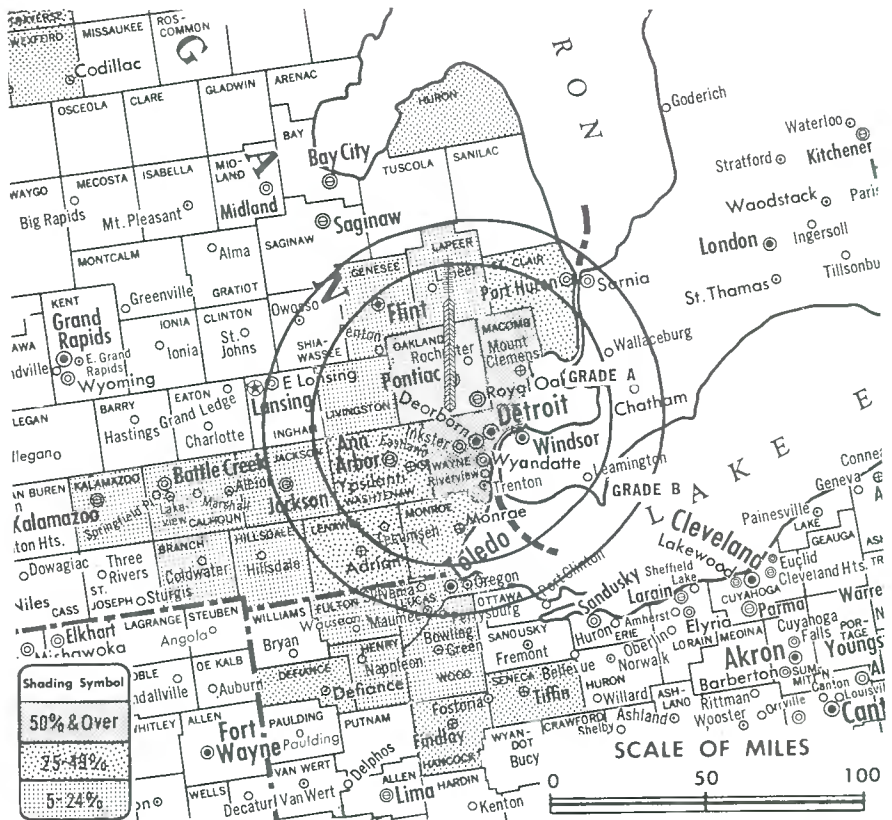
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (sales) by Metro TV Sales Inc.

Represented (engineering) by Gautney & Jones.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
① 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKBD-TV Ref: FCC File No. BPCT-4349 Granted 12/11/70

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

WKBD-TV

Licensee: 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, WCAS (AM), Cambridge & WJIB-FM, Boston (90%); KBSC-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%); KFOG (FM) San Francisco.

Began Operation: Jan. 10, 1965.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- L. WILLIAM WHITE, vice president & general manager.
- GEORGE J. KAPEL, general sales manager.
- MERLE H. BARACKMAN, local sales manager.
- GEORGE A. SPERRY, program manager.
- RAYMOND SIMKO, business manager.
- AL MARTIN, engineering manager.
- ARTHUR L. FREEMAN, production manager.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1972)

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: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Macomb	180,200	178,300	99
	Oakland	276,300	272,900	99
	Wayne	853,800	835,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Alpena	8,800	8,200	93
	Charlevoix	5,200	5,000	96
	Grand Traverse	11,800	11,300	96
	Lenawee	25,200	24,500	97
	Monroe	34,200	33,600	98
	St. Clair	37,500	36,600	98
Washtenaw	72,000	69,000	96	
Between 5-24%	MICHIGAN			
	Branch	11,500	11,200	97
	Calhoun	45,400	44,500	98
	Cheboygan	5,200	4,900	94
	Chippewa	9,100	8,700	95
	Genesee	135,800	133,200	98
	Hillsdale	11,800	11,300	96
	Huron	10,600	10,200	96
	Jackson	43,500	42,600	98
	Kalamazoo	61,900	60,300	97
Lapeer	14,500	14,200	98	
Leelanau	3,600	3,400	96	
Livingston	18,000	17,700	98	
Mackinac	2,800	2,700	95	
Otsego	3,300	3,200	96	
Wexford	6,500	6,300	97	
OHIO	Defiance	11,100	10,800	97
	Fulton	10,100	9,700	96
	Hancock	20,300	19,800	98
	Henry	8,200	8,000	98
	Lucas	158,900	155,700	98
	Seneca	17,900	17,400	97
Wood	26,600	26,000	98	
Station Totals		2,141,600	2,096,900	98
Net Weekly Circulation (1970-71)			847,900	
Average Daily Circulation (1970-71)			425,500	
(Station also received in Canadian markets)				

Michigan—Detroit



WWJ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kHz (NBC).

FM Affiliate: WWJ-FM, 50-kw, 97.1 MHz (No. 246), 480-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

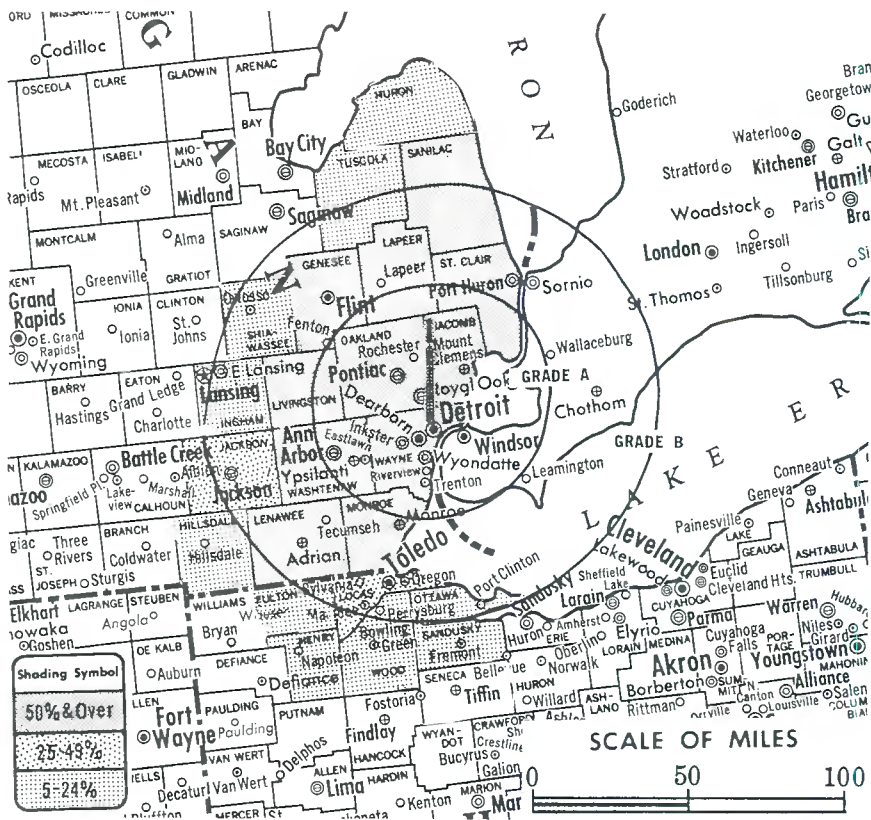
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/64

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

WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Studio: 622 Lafayette Blvd.

Telephone: 313-222-2000. TWX No.: 313-222-5004.

Ownership: Evening News Assn., publisher of The Detroit News; Peter B. Clark, pres. Evening News Assn. also owns KOLD-TV, Tucson, Ariz. & WALA-TV, Mobile, Ala.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

- DON F. DeGROOT, vice president & general manager.
- FRANKLIN G. SISSON, station manager.
- JAMES S. MORGAN, sales manager.
- JAMES C. DAGES, national sales manager.
- JACK C. BRUSSEL, sales development manager.
- A. GLENN KYKER, promotion development manager.
- LAWRENCE M. CLAMAGE, program & production mgr. & film buyer.
- DAVID J. KELLY, news director.
- PAUL WILLIAMS, public affairs manager.
- DONALD L. BALCOLM, chief engineer.
- WILLIAM R. WILLIAMS, promotion manager.

DIGEST OF RATE CARD NO. 30
(June 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—8-11 p.m., daily.	\$3600	\$2200		\$2000	\$1800	\$1000

NETWORK BASE HOURLY RATE: \$3400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Genesee	135,800	133,200	98
	Lapeer	14,500	14,200	98
	Lenawee	25,200	24,500	97
	Livingston	18,000	17,700	98
	Macomb	180,200	178,300	99
	Monroe	34,200	33,600	98
	Oakland	276,300	272,900	99
	St. Clair	37,500	36,600	98
	Sanilac	11,100	10,700	96
Washtenaw	72,000	69,000	96	
Wayne	853,800	835,700	98	
Between 25-49%	MICHIGAN			
	Jackson	43,500	42,600	98
	OHIO			
Lucas	158,900	155,700	98	
Between 5-24%	MICHIGAN			
	Hillsdale	11,800	11,300	96
	Huron	10,600	10,200	96
	Ingham	80,100	78,000	97
	Shiawassee	19,400	18,900	97
	Tuscola	14,000	13,600	97
	OHIO			
	Fulton	10,100	9,700	96
	Henry	8,200	8,000	98
	Ottawa	12,000	11,800	98
Sandusky	19,200	18,800	98	
Wood	26,600	26,000	98	

Station Totals	2,073,000	2,031,000	98
Net Weekly Circulation (1970-71)			1,506,300
Average Daily Circulation (1970-71)			989,200

(Station also received in Canadian markets)

For BBM Weekly Circulation
 See Canadian Section

Michigan—Detroit

WXON

Ch. 62

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 723-kw max. & 548-kw horizontal visual, 74.5-kw max. & 56.5-kw horizontal aural. Antenna: 824-ft. above av. terrain, 790-ft. above ground, 1749-ft. above sea level.

Latitude 42° 31' 40.8"
Longitude 83° 27' 53.0"

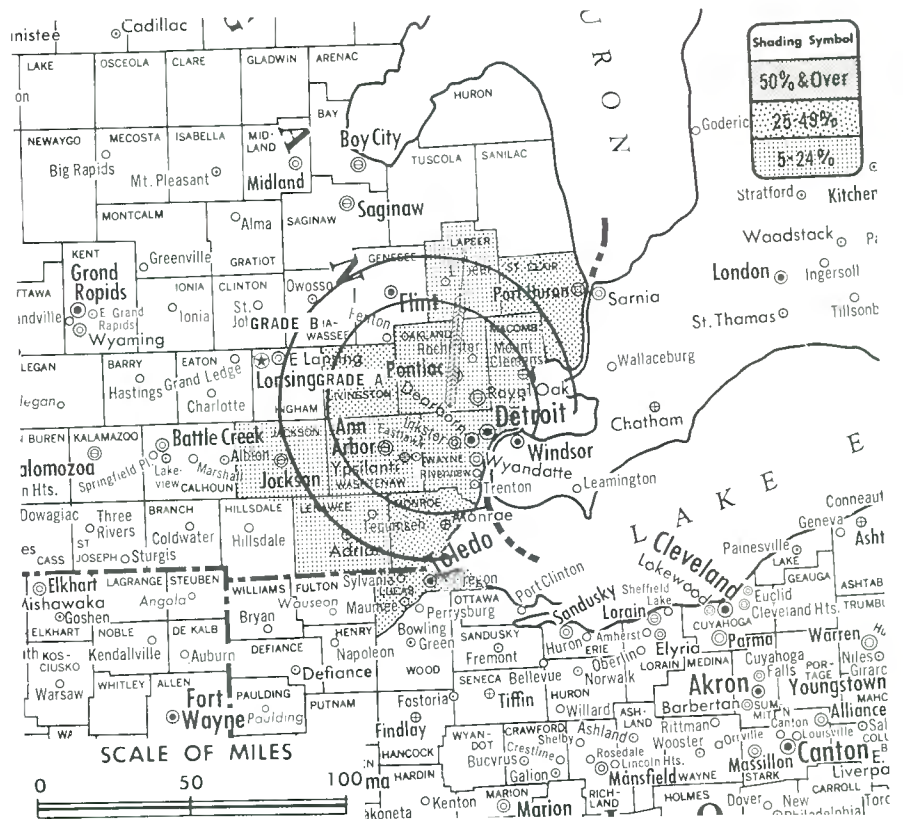
Requests change to STV.

Transmitter: Near intersection of Decker & Fourteen Mile Rds.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WXON Ref: FCC File No. BMPCT-6859 Granted 8/5/68

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

WXON

Licensee: WXON-TV Inc., 100 Decker Rd., Walled Lake, Mich. (48088).

Studio: 100 Decker Rd., Walled Lake, Mich. (48088).

Telephone: 313-851-3444.

Ownership: WXON-TV Inc., Aben E. Johnson Jr., 70%.

Began Operation: Sept. 15, 1968.

Represented (legal) by Lauren A. Colby.

Represented (engineering) by E. H. Munn Jr.

Personnel:

ABEN E. JOHNSON, general manager.

KATHY FRYE, traffic sales.

A. J. SCHWEIZER, operations manager.

RICHARD NEVINS, chief engineer.

SPOT ANNOUNCEMENTS

(Nov. 15, 1970)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.			\$100.00	\$75.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MICHIGAN			
	Jackson	43,500	42,600	98
	Lapeer	14,500	14,200	98
	Lenawee	25,200	24,500	97
	Livingston	18,000	17,700	98
	Macomb	180,200	178,300	99
	Monroe	34,200	33,600	98
	Oakland	276,300	272,900	99
	St Clair	37,500	36,600	98
	Washtenaw	72,000	69,000	96
	Wayne	853,800	835,700	98
	OHIO			
	Lucas	158,900	155,700	98
	Station Totals		1,714,100	1,680,800
Net Weekly Circulation (1970-71)			204,500	
Average Daily Circulation (1970-71)			52,500	

Station also received in Canadian markets

Michigan—Detroit



WXYZ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 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 kHz (ABC).

FM Affiliate: WRIF, 27.2-kw, 101.1 MHz (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.

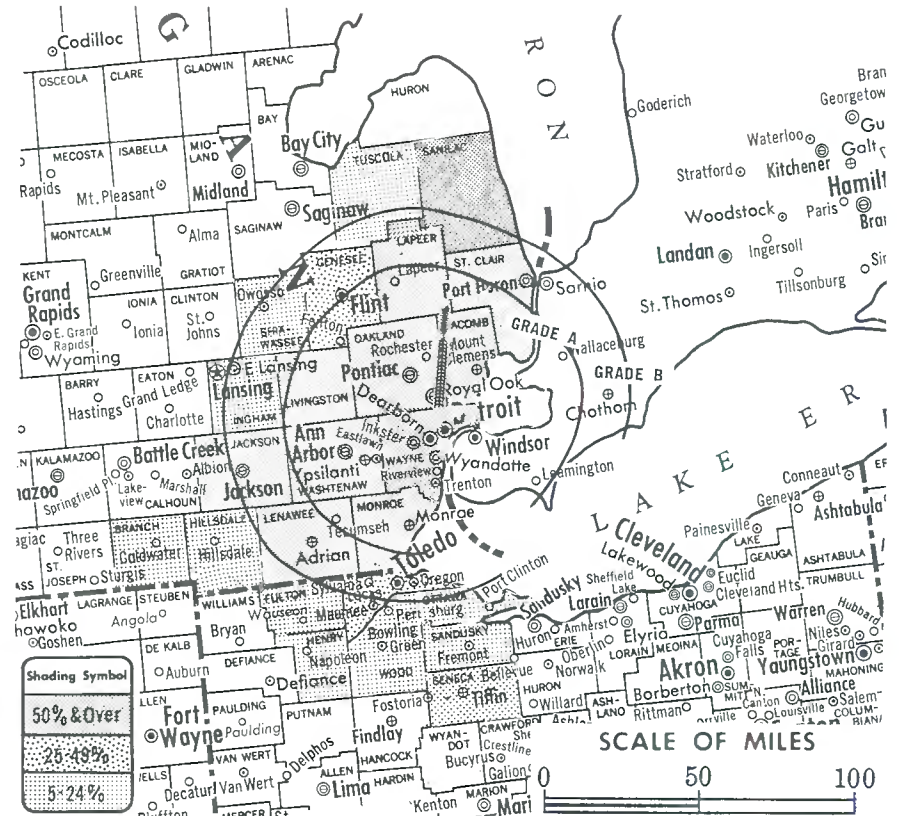
Total Households: MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/68

©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 & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

DONALD F. KECK, general manager.
JACK B. ALLEN, general sales manager.
STEPHEN P. MATHIS, sales manager.
JAN COIL, local sales service manager.
IVAN RICH, dir. of advertising & press information.
RALPH DAWSON, commercial tape manager.
CHARLES KOCHER, chief engineer.
PHIL NYE, news director.
JOSEPH MAZZA, research director.
LOWELL NEWTON, editorial director.
SEYMOUR HOROWITZ, program director.

DIGEST OF RATE CARD NO. 37—(Sept. 12, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$3500.00	\$2800.00	\$1200.00	\$1600.00*	\$1300.00*	\$650.00*

*1A.

NETWORK BASE HOURLY RATE: \$3300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Jackson	43,500	42,600	98
	Lapeer	14,500	14,200	98
	Lenawee	25,200	24,500	97
	Livingston	18,000	17,700	98
	Macomb	180,200	178,300	99
	Monroe	34,200	33,600	98
	Oakland	276,300	272,900	99
	St Clair	37,500	36,600	98
	Sanilac	11,100	10,700	96
Washtenaw	72,000	69,000	96	
Wayne	853,800	835,700	98	
Between 25-49%	MICHIGAN			
	Genesee	135,800	133,200	98
	OHIO			
Lucas	158,900	155,700	98	
Between 5-24%	MICHIGAN			
	Branch	11,500	11,200	97
	Hillsdale	11,800	11,300	96
	Ingham	80,100	78,000	97
	Shiawassee	19,400	18,900	97
	Tuscola	14,000	13,600	97
	OHIO			
	Fulton	10,100	9,700	96
	Henry	8,200	8,000	98
	Ottawa	12,000	11,800	98
Sandusky	19,200	18,800	98	
Seneca	17,900	17,400	97	
Wood	26,600	26,000	98	
Station Totals		2,091,800	2,049,400	98
Net Weekly Circulation (1970-71)			1,460,400	
Average Daily Circulation (1970-71)			851,600	

(Station also received in Canadian markets)

Michigan—Windsor, Ont.

CKLW-TV

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 185-kw aural. Antenna: directional, 655-ft. above av. terrain, 650-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

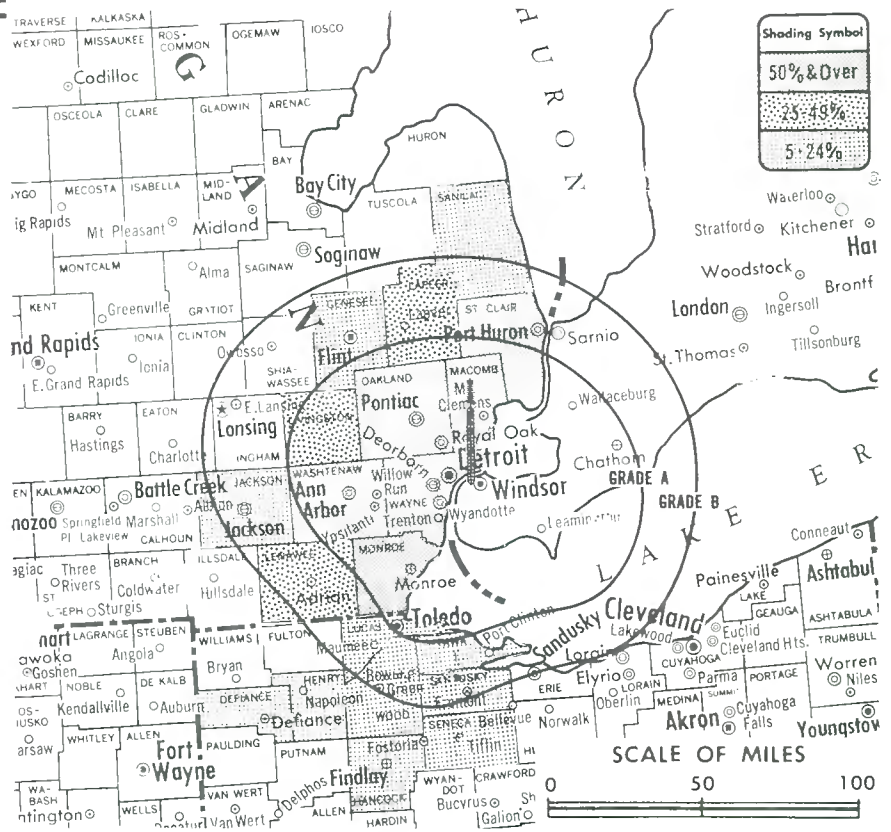
TV tape: Recording facilities.

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

News Wire Service: CBC, UPI.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



CKLW-TV

Network Service: CBC.

Licensee: CKLW-TV, 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.: 610-362-0763.

Ownership: Baton Broadcasting Ltd., 75%; St. Clair River Broadcasting Ltd., a wholly-owned subsidiary of CBC, 25%.

Began Operation: Sept. 16, 1954. Transferred from RKO General Inc. on June 24, 1970 in accordance with CRTC's directions on Canadian ownership.

Represented (sales) by Bolton/Burnside International Ltd.

Personnel:

GORDON V. ASHWORTH, president.
DOUGLAS G. BROCK, vice president & sales manager.
JACK F. RUTTLE, vice president & program manager.
JAMES L. NEIL, local sales manager.
DONALD WEST, news editor.
STEWART CLARK, engineering director.

DIGEST OF RATE CARD NO. 4 (Nov. 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
				\$320.00	\$255.00	\$150.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Macomb	180,200	178,300	99
	Monroe	34,200	33,600	98
	Oakland	276,300	272,900	99
	St. Clair	37,500	36,600	98
	Washtenaw	72,000	69,000	96
Wayne	853,800	835,700	98	
Between 25-49%	MICHIGAN			
	Lapeer	14,500	14,200	98
	Lenawee	25,200	24,500	97
Livingston	18,000	17,700	98	
Between 5-24%	MICHIGAN			
	Genesee	135,800	133,200	98
	Jackson	43,500	42,600	98
	Sanilac	11,100	10,700	96
	OHIO			
	Defiance	11,100	10,800	97
	Hancock	20,300	19,800	98
	Henry	8,200	8,000	98
	Lucas	158,900	155,700	98
	Ottawa	12,000	11,800	98
Sandusky	19,200	18,800	98	
Seneca	17,900	17,400	97	
Wood	26,600	26,000	98	
Station Totals		1,976,300	1,937,300	98
Net Weekly Circulation (1970-71)			916,500	
Average Daily Circulation (1970-71)			345,000	

(Station also received in Canadian markets)

Michigan—Escanaba



WJMN-TV



Ch. 3

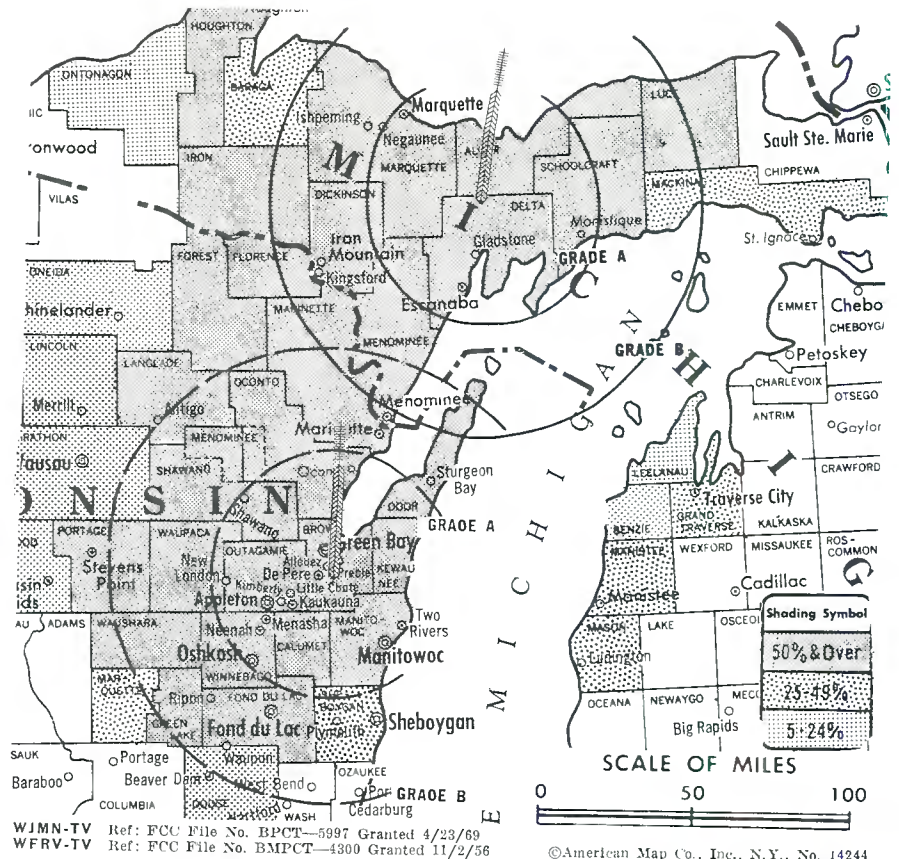
[Satellite of WFRV-TV, Green Bay, Wis.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude 46° 08' 04"
Longitude 86° 56' 52"

Transmitter: 4.3-mi. S of Trenary, Mich.

Color: Network.



County coverage based on ARB study (see page 4-b).

WJMN-TV

Network Service: NBC.

Licensee: WFRV Inc., Mason at Roosevelt, Green Bay, Wis. (54305).

Studio: See WFRV-TV, Green Bay, Wis.

Ownership: See WFRV-TV, Green Bay, Wis.

Began Operation: Oct. 7, 1969.

Represented (sales) by The Katz Agency.

Represented (legal) by Covington & Burling.

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

Personnel: See WFRV-TV, Green Bay.

Rates: See WFRV-TV, Green Bay.

ARB Data: Included with WFRV-TV, Green Bay, Wis. Map reflects coverage of both.

BLACKBURN & COMPANY, INC.

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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Michigan—Flint-Saginaw-Bay City



WJRT-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

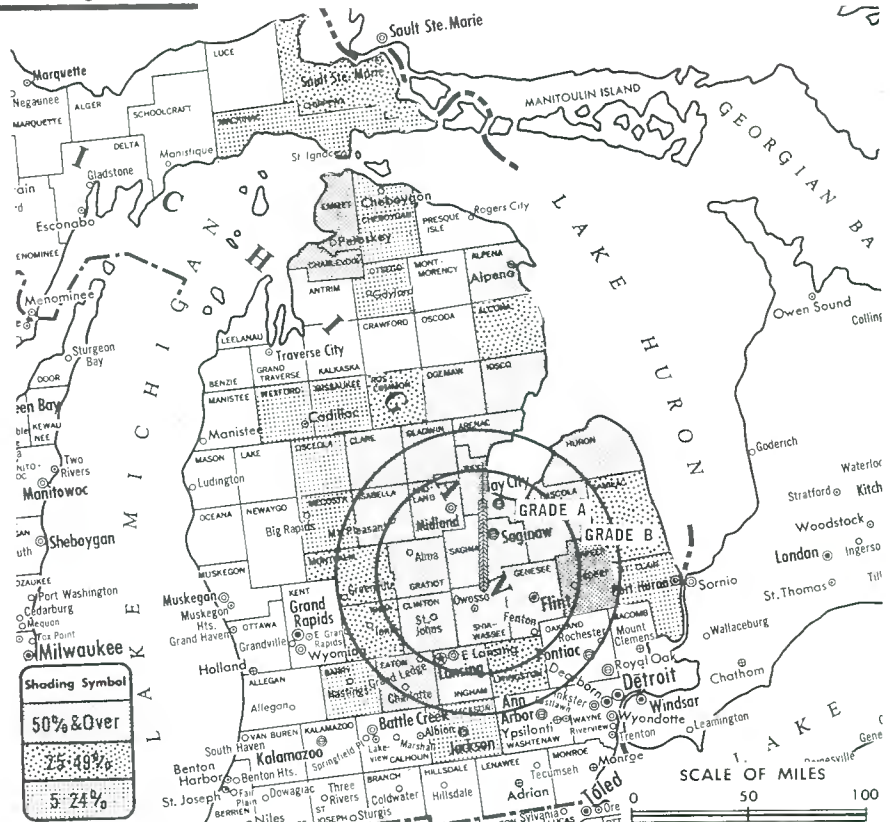
Latitude 43° 13' 48"
Longitude 84° 03' 35"

Transmitter: Chesaning, Mich.

TV tape: Recording facilities.

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

News Wire Service: AP.



WJRT-TV Ref: FCC File No. BMPCT-2689 Granted 4/13/55

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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, chmn., 65%; Albert J. Gillen, pres.; Robert H. Battersby, v.p. & treas. Poole interests also own WPRI-TV, Providence, R.I.; WTEN, Albany, N.Y. & WCDC, Adams, Mass.

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:

PAUL M. HUGHES, vice president & general manager.
ROBERT E. SWAYZE, chief engineer.
THOMAS F. HARTMAN, general sales manager.
MARK YOUNGBLOOD, local sales manager.
BURDICK MYRE, program manager.
DARRELL TALIFARRO, community services director.

DIGEST OF RATE CARD NO. 17—(Jan. 1, 1971)

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

Class AA—7:30-11 p.m., daily.

\$1250.00 \$750.00 \$415.00 \$310.00 \$400.00 \$350.00 \$210.00

NETWORK BASE HOURLY RATE: \$1209.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	8,800	8,200	93
	Arenac	3,500	3,400	96
	Bay	35,100	34,400	98
	Charlevoix	5,200	5,000	96
	Clare	5,800	5,500	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN—(Continued)			
	Clinton	14,200	13,900	98
	Eaton	21,400	20,900	98
	Emmet	5,600	5,300	95
	Genesee	135,800	133,200	98
	Gladwin	4,300	4,100	96
	Gratiot	11,800	11,400	97
	Huron	10,600	10,200	96
	Ingham	80,100	78,000	97
	Iosco	7,900	7,700	97
	Isabella	11,700	11,300	96
	Lapeer	14,500	14,200	98
	Midland	19,300	19,000	98
	Ogemaw	4,000	3,800	96
Saginaw	65,500	64,100	98	
Shiawassee	19,400	18,900	97	
Tuscola	14,000	13,600	97	
Between 25-49%	MICHIGAN			
	Alcona	2,600	2,400	93
	Chippewa	9,100	8,700	95
	Ionia	13,100	12,800	98
	Livingston	18,000	17,700	98
	Montcalm	12,600	12,200	97
Roscommon	3,800	3,700	98	
Sanilac	11,100	10,700	96	
Between 5-24%	MICHIGAN			
	Barry	11,900	11,600	98
	Cheboygan	5,200	4,900	94
	Jackson	43,500	42,600	98
	Mackinac	2,800	2,700	95
	Mecosta	8,100	7,800	96
	Missaukee	2,400	2,200	94
	Osceola	4,800	4,600	96
Otsego	3,300	3,200	96	
St Clair	37,500	36,600	98	
Wexford	6,500	6,300	97	
Station Totals		694,800	676,800	97
Net Weekly Circulation (1970-71)			442,200	
Average Daily Circulation (1970-71)			289,000	

Michigan—Grand Rapids



WOOD-TV



Ch. 8

(Also serves Kalamazoo, Mich.)

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

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

News Wire Service: AP.

News Film Service: NBC.

Studio: 120 College Ave. SE.

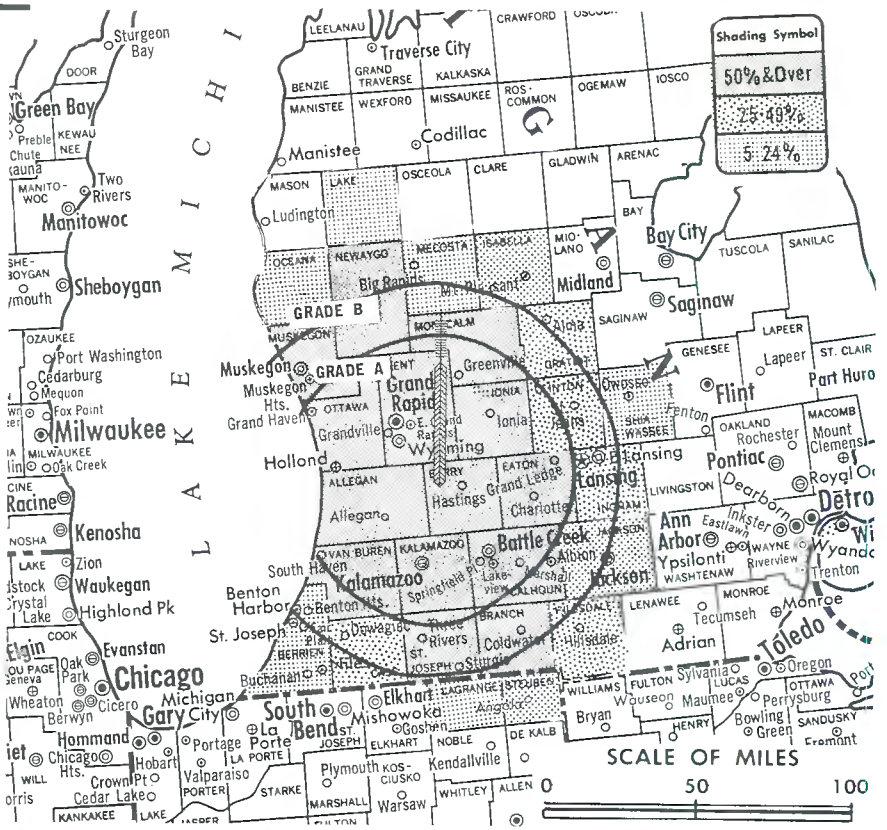
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WOOD-TV Ref: FCC File No. BMPCT-5402 Granted 4/5/71

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

WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids, Mich. (49502).

Telephone: 616-459-4125. TWX No.: 810-273-6920.

Ownership: Time-Life Broadcast Inc. For other interests, see CATV Group Ownership.

Began Operation: Aug. 15, 1949. Sale to McGraw-Hill Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11) but sale was not consummated. Previous sale by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) 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 manager.

ROBERT KIRBY, sales manager.

ANDY AMYX, promotion manager.

MARV CHAUVIN, program director.

WILLIAM B. WILD, asst. program director.

RICHARD TILLSTROM, public affairs director.

DAVID HOYLE, continuity director.

CHARLES ROBISON, chief engineer.

R. C. SMITH, engineering manager.

LEONARD BRIDGE, business manager.

DIGEST OF RATE CARD NO. A-28a—(Jan. 3, 1972)

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

Class AA—7:30-11 p.m., daily.

\$1200.00 \$720.00 \$420.00 \$345.00 \$350.00 \$250.00 \$150.00

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

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
	Allegan	20,000	19,500	98
	Barry	11,900	11,600	98
	Branch	11,500	11,200	97
	Calhoun	45,400	44,500	98
	Eaton	21,400	20,900	98
	Ionia	13,100	12,800	98
50% & Over	Kalamazoo	61,900	60,300	97
	Kent	128,700	124,900	97
	Montcalm	12,600	12,200	97
	Muskegon	47,800	46,600	97
	Newaygo	8,700	8,400	96
	Ottawa	37,900	36,900	97
	St Joseph	16,000	15,600	98
	Van Buren	17,900	17,500	98
MICHIGAN				
Between 25-49%	Cass	14,300	13,900	97
	Clinton	14,200	13,900	98
	Gratiot	11,800	11,400	97
	Hillsdale	11,800	11,300	96
	Ingham	80,100	78,000	97
INDIANA				
	La Grange	5,900	5,400	91
	Steuven	6,700	6,500	97
MICHIGAN				
Between 5-24%	Berrien	53,400	51,600	97
	Isabella	11,700	11,300	96
	Jackson	43,500	42,600	98
	Lake	2,000	1,900	94
	Mecosta	8,100	7,800	96
	Oceana	5,700	5,400	94
	Shiawassee	19,400	18,900	97
Station Totals		743,400	722,800	97
Net Weekly Circulation (1970-71)				461,200
Average Daily Circulation (1970-71)				293,600

Michigan—Grand Rapids



WZZM-TV



Ch. 13

(Also serves Muskegon and Kalamazoo)

Technical Facilities: Channel No. 13 (210-216 MHz). 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, 50-kw, 95.7 MHz (No. 239), 175-ft.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Represented (engineering) by Kear & Kennedy.

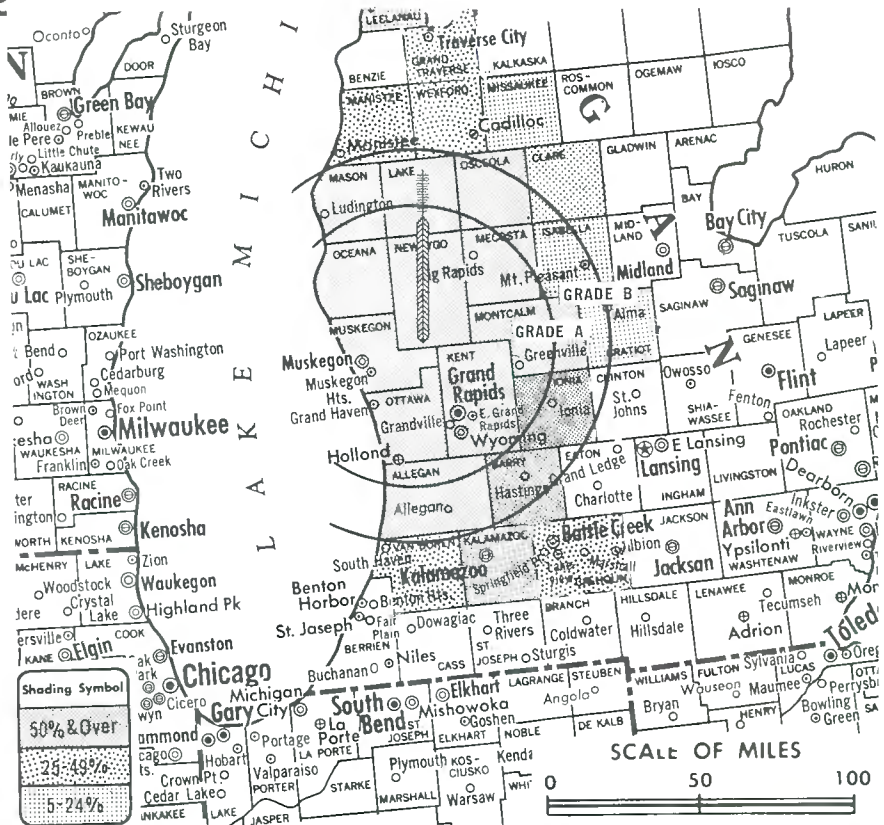
Total Households: © MSI

Consumer Market Data as of 1/1/72

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WZZM-TV Ref: FCC File No. BPCT-I-4 Granted 7/25/62

American Map Co., Inc., N.Y., No. 14211

WZZM-TV

Licensee: West Michigan Telecasters Inc., Box Z, Grand Rapids, Mich. (49501).

Studios: 645 Three Mile Rd., Walker, Mich. (49504).

Mailing Address: Box Z, Grand Rapids, Mich. (49501).

Telephone: 616-364-9551. TWX No.: 616-949-2260.

Ownership: Synercom Communication Corp., Henry M. Hogan pres., 39.85%; William C. Dempsey estate, 6.4%; Elinor Bunin, v.p., 2.5%; Charles A. Paukstis, treas.; 24 others, none with more than 2.03%. Synercom also owns WZZM-FM, The Birmingham Eccentric, Elinor Bunin Productions Inc., Instructional Fair Inc., Averill Press Inc. & Towne Courier.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation with William C. Dempsey & others Jan. 25, 1965. Transfer of control to present owners approved by FCC Sept. 17, 1969.

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

Represented (legal) by Arnold & Porter.

Personnel:

GEORGE LYONS, vice president & general manager.

BILL SMITH, general sales manager.

RUSS VOSSSEN, operations manager.

NANCY DEMPSEY, community relations director.

DALE WOLTERS, chief engineer.

CLARE FLIETSTRA, local sales manager.

EDWARD KUNST, regional sales manager.

DIGEST OF RATE CARD NO. 18—(Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10 p.m., Sun.	\$1200	\$700	\$500	\$360	\$300*	\$250*
						\$150*

*Class AA—8-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$850.

	Net Weekly Circulation	State County	Total Households	TV Households	%
		MICHIGAN			
		Allegan	20,000	19,500	98
		Barry	11,900	11,600	98
		Ionia	13,100	12,800	98
		Kalamazoo	61,900	60,300	97
		Kent	128,700	124,900	97
		Lake	2,000	1,900	94
50% & Over		Mason	7,300	6,800	94
		Mecosta	8,100	7,800	96
		Montcalm	12,600	12,200	97
		Muskegon	47,800	46,600	97
		Newaygo	8,700	8,400	96
		Oceana	5,700	5,400	94
		Osceola	4,800	4,600	96
		Ottawa	37,900	36,900	97
		MICHIGAN			
		Calhoun	45,400	44,500	98
Between 25-49%		Grand Traverse	11,800	11,300	96
		Manistee	6,600	6,400	96
		Van Buren	17,900	17,500	98
		Wexford	6,500	6,300	97
		MICHIGAN			
Between 5-24%		Clare	5,800	5,500	96
		Gratiot	11,800	11,400	97
		Isabella	11,700	11,300	96
		Leelanau	3,600	3,400	96
		Missaukee	2,400	2,200	94
Station Totals			494,000	479,500	97
Net Weekly Circulation (1970-71)				312,100	
Average Daily Circulation (1970-71)				201,600	

Michigan—Kalamazoo



WKZO-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

TV tape: Recording facilities.

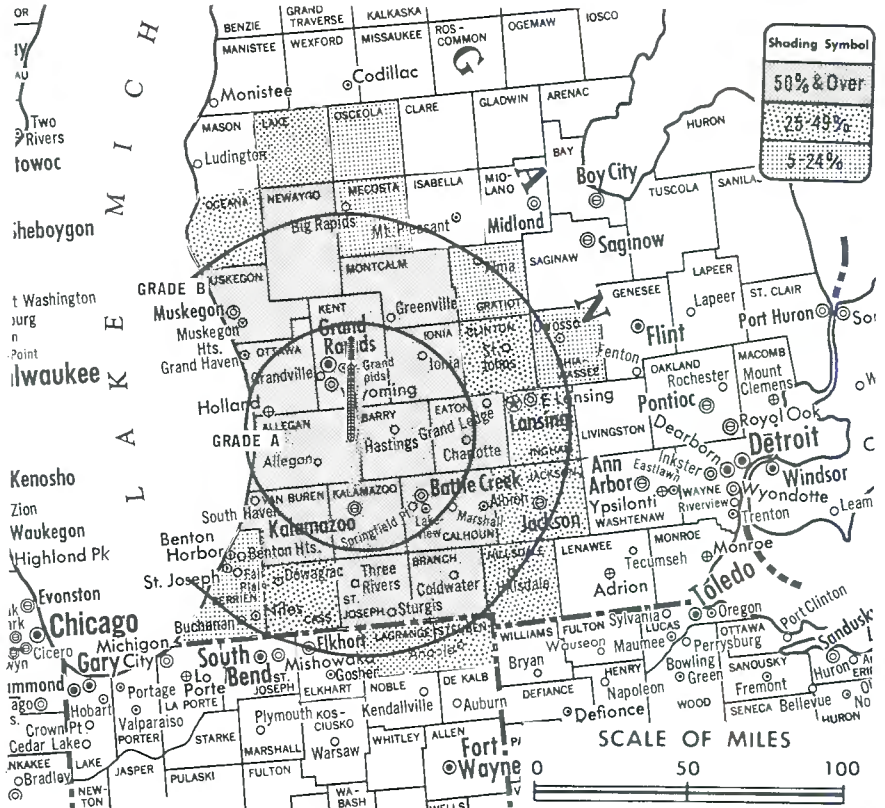
AM Affiliate: WKZO, 5-kw, 590 kHz (CBS).

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

News Wire Service: AP.

Represented (engineering) by: Lohnes & Culver.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKZO-TV Ref: FCC File No. BFC7-2745 Granted 6/29/60

©American Map Co., Inc., N.Y., No. 14211

WKZO-TV

Licensee: Fetzer Television Corp., 590 W. Maple St. (49001).

Studio: 590 W. Maple St.

Telephone: 616-345-2101.

Ownership: Fetzer Communications Inc., 90.48%; Carl E. Lee, 5.09%; 11 others, none with more than 1%. Fetzer Communications Inc. also owns 100% of Cornhusker Television Corp., owner of KOLN-TV, Lincoln & satellite KGIN-TV, Grand Island, Neb. Fetzer Television Corp. owns 100% of Medallion Broadcasters Inc., owner of KMEG-TV, Sioux City, Iowa. John E. Fetzer owns 93.2% of Fetzer Communications Inc., and 92.5% of Fetzer Broadcasting Co., owner of WKZO-AM, Fetzer CableVision and Muzi-Tronic Services, Kalamazoo, Mich.; WJEF & WJFM, Grand Rapids, Mich.; WWTV, Cadillac & satellite WWUP-TV, Sault Ste. Marie, Mich.; WWAM & WWTV-FM, Cadillac, and 50% of Wolverine Cablevision Inc., Battle Creek, Mich.

Began Operation: June 1, 1950.

Represented (sales) by: Avery-Knodel Inc.

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

Personnel:

JOHN E. FETZER, chairman & president.
CARL E. LEE, exec. v.p. & general manager.
DONALD DeSMIT, TV administrative asst. & sales manager.
GORDON S. ANDERSON, operations director.
FRED DOUGLAS, news director.
CARL COLLIN, farm director.
ARTHUR COVELL, chief engineer.
DARYL SEBASTIAN, public affairs director.

DIGEST OF RATE CARD NO. 27
(Feb. 1, 1971)

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

Class AA—7:30-11 p.m., daily.

\$1400.00 \$840.00 \$420.00 Graded rates apply*

*Highest rate: \$465.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	MICHIGAN				
		Allegan	20,000	19,500	98
		Barry	11,900	11,600	98
		Branch	11,500	11,200	97
		Calhoun	45,400	44,500	98
		Eaton	21,400	20,900	98
		Ionia	13,100	12,800	98
		Kalamazoo	61,900	60,300	97
		Kent	128,700	124,900	97
		Montcalm	12,600	12,200	97
		Muskegon	47,800	46,600	97
		Newaygo	8,700	8,400	96
		Ottawa	37,900	36,900	97
	St Joseph	16,000	15,600	98	
	Van Buren	17,900	17,500	98	
Between 25-49%	INDIANA				
		Steuben	6,700	6,500	97
	MICHIGAN				
		Cass	14,300	13,900	97
		Clinton	14,200	13,900	98
Between 5-24%	INDIANA				
		La Grange	5,900	5,400	91
	MICHIGAN				
		Berrien	53,400	51,600	97
		Gratiot	11,800	11,400	97
		Lake	2,000	1,900	94
		Mecosta	8,100	7,800	96
	Shiawassee	19,400	18,900	97	
Station Totals		736,500	716,100	97	
Net Weekly Circulation (1970-71)				456,800	
Average Daily Circulation (1970-71)				309,600	

Michigan—Lansing (Onondaga)



WILX-TV



Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Requests modification of license to change from share time to unlimited operation. BMLCT-725.

Transmitter: Rossman Rd., Onondaga.

TV tape: Recording facilities.

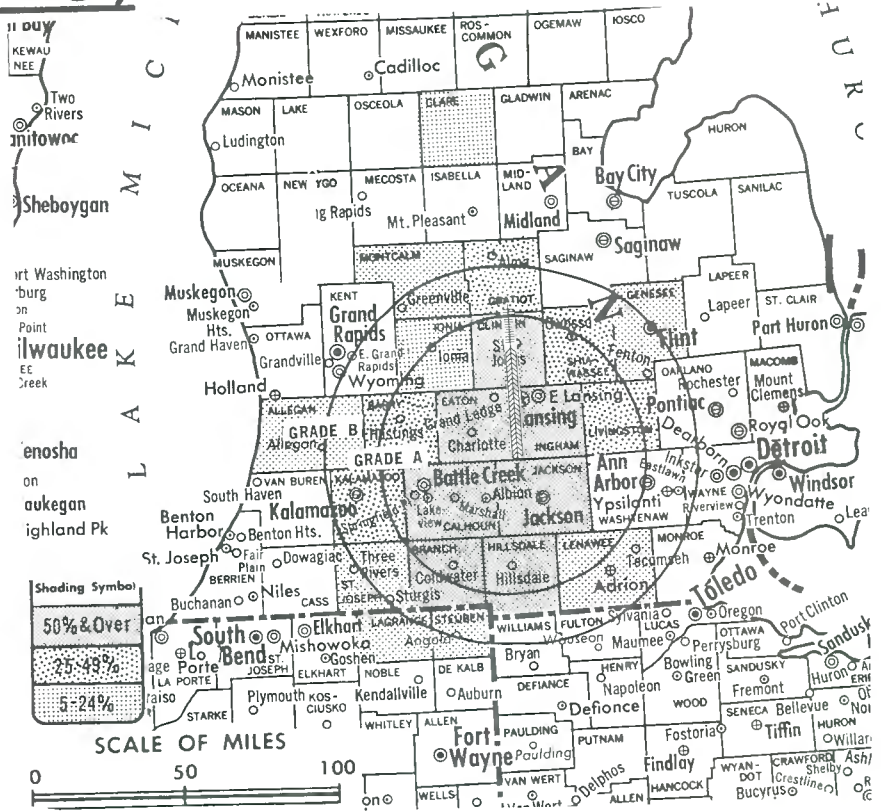
AM Affiliate: WJCO, Jackson, 5-kw, 1510 kHz.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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., 1048 Michigan National Tower, Lansing, Mich. (48933).

Studios: 1048 Michigan National Tower, 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 WJLS), 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 Jorgensen & Resnick.

Represented (engineering) by John H. Mullaney & Assoc.

Personnel:

WILLIAM HART, general manager & film buyer.
EUGENE WHITE, national sales manager.
STUART S. HAZARD, production supervisor.
RENWOOD C. FLAGG, chief engineer.

DIGEST OF RATE CARD NO. 14A
(Sept. 22, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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 \$195.00* \$156.00* \$117.00*

*Grid A.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	11,500	11,200	97
	Calhoun	45,400	44,500	98
	Clinton	14,200	13,900	98
	Eaton	21,400	20,900	98
	Hillsdale	11,800	11,300	96
	Ingham	80,100	78,000	97
Jackson	43,500	42,600	98	
Between 25-49%	MICHIGAN			
	Barry	11,900	11,600	98
	Gratiot	11,800	11,400	97
	Kalamazoo	61,900	60,300	97
	Livingston	18,000	17,700	98
Shiawassee	19,400	18,900	97	
Between 5-24%	INDIANA			
	La Grange	5,900	5,400	91
	Steuben	6,700	6,500	97
MICHIGAN				
Allegan	20,000	19,500	98	
Clare	5,800	5,500	96	
Genesee	135,800	133,200	98	
Ionia	13,100	12,800	98	
Lenawee	25,200	24,500	97	
Montcalm	12,600	12,200	97	
St Joseph	16,000	15,600	98	
Station Totals		592,000	577,500	98
Net Weekly Circulation (1970-71)			226,900	
Average Daily Circulation (1970-71)			104,900	

For Index to Contents, See Services Volume

Michigan—Lansing



WJIM-TV

Ch. 6



(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

TV tape: Recording facilities.

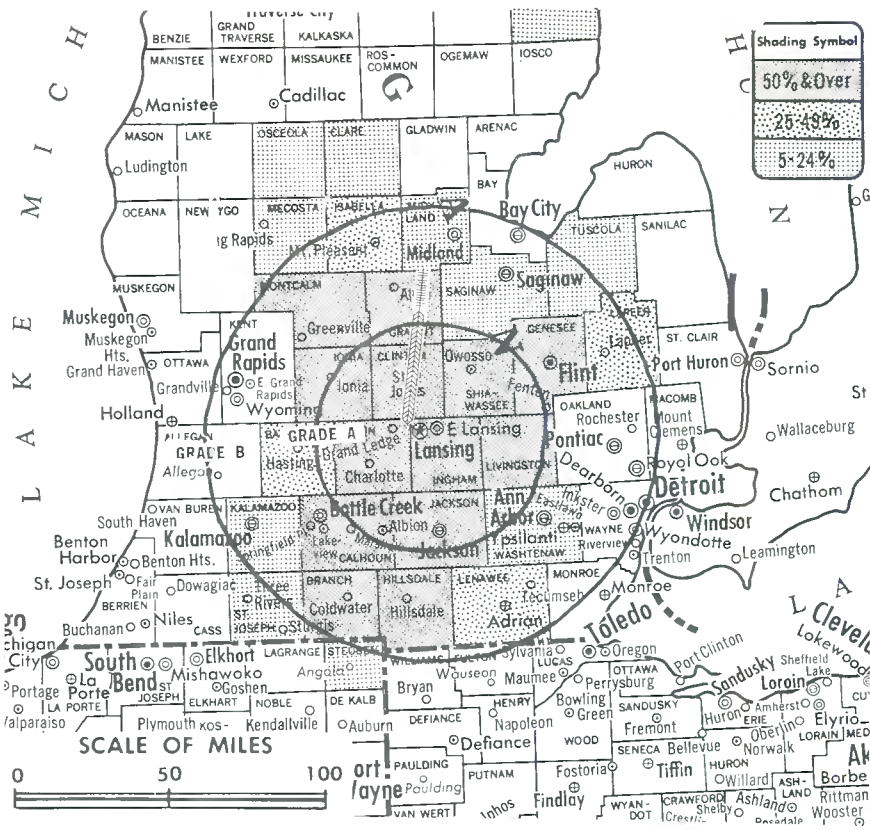
AM Affiliate: WJIM, 1000-kw, 1240 kHz (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 MHz (No. 248), 440-ft. antenna height.

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

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WJIM-TV Ref: FCC File No. BPCT-2041 Granted 11/23/55

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

WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48904).

Telephone: 517-372-8282. TWX No.: 810-251-0805.

Ownership: Harold F. Gross, chmn., 26.7%; James H. Gross, pres., individually & as trustee, 12.9%; as custodian for Jonathan Gross, .25%; Phil Sherck, secy.; Gary F. Gross, individually & as trustee, 11.5%; remainder publicly owned. Gross Telecasting also owns WKBT (TV), La Crosse, Wis.

Began Operation: May 1, 1950.

Represented (sales) by Harrington, Righter & Parsons.

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

Personnel:

JAMES H. GROSS, president.
PHIL SHERCK, sales manager.
THOMAS B. JONES, operations director.
CARL ONKEN, chief engineer.

DIGEST OF RATE CARD NO. 16
(Sept. 14, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:31-10:59 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$250.00 \$350.00* \$275.00* \$175.00*

*Code A1.

NETWORK BASE HOURLY RATE: \$950.

For Translator Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
MICHIGAN					
	Branch	11,500	11,200	97	
	Calhoun	45,400	44,500	98	
	Clinton	14,200	13,900	98	
	Eaton	21,400	20,900	98	
	Genesee	135,800	133,200	98	
50% & Over	Gratiot	11,800	11,400	97	
	Hillsdale	11,800	11,300	96	
	Ingham	80,100	78,000	97	
	Ionia	13,100	12,800	98	
	Jackson	43,500	42,600	98	
	Livingston	18,000	17,700	98	
	Montcalm	12,600	12,200	97	
	Shiawassee	19,400	18,900	97	
	MICHIGAN				
	Between 25-49%	Barry	11,900	11,600	98
Isabella		11,700	11,300	96	
Lapeer		14,500	14,200	98	
Lenawee		25,200	24,500	97	
INDIANA					
	Steuven	6,700	6,500	97	
MICHIGAN					
Between 5-24%	Alcona	2,600	2,400	93	
	Clare	5,800	5,500	96	
	Kalamazoo	61,900	60,300	97	
	Mecosta	8,100	7,800	96	
	Midland	19,300	19,000	98	
	Osceola	4,800	4,600	96	
	Saginaw	65,500	64,100	98	
	St Joseph	16,000	15,600	98	
	Tuscola	14,000	13,600	97	
	Washtenaw	72,000	69,000	96	
Station Totals		778,600	758,600	97	
Net Weekly Circulation (1970-71)				401,200	
Average Daily Circulation (1970-71)				241,900	

Michigan—Marquette



WLUC-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

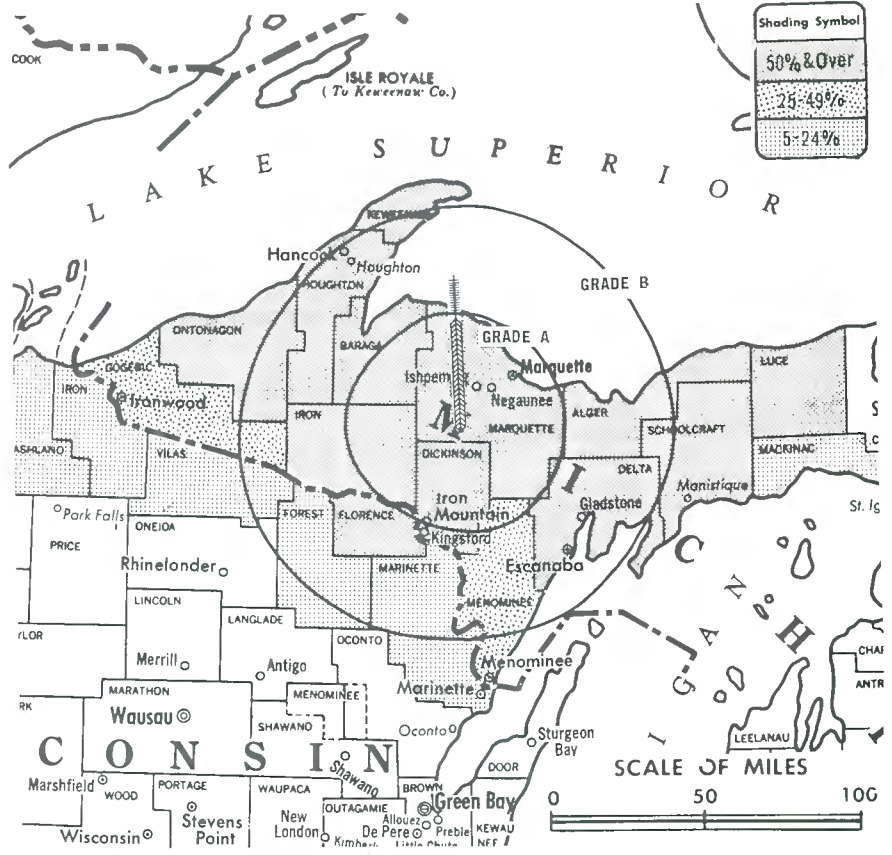
Holds CP for change to 970-ft. above av. terrain, 1015-ft. above ground, 2495-ft. above sea level, lat. 46° 20' 10", long. 87° 50' 55", transmitter to 3-mi. W of Rt. 581, 14-mi. SW of Ishpeming. BPCT-4454.

Transmitter: Cliffs Hill Tower Rd.

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

News Wire Service: UPI.

Total Households: 6 MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WLUC-TV Ref: FCC File No. BMPCT-3414 Granted 10/19/55
CP: BPCT-4454 Granted 9/24/71
©American Map Co., Inc., N.Y., No. 14244

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.

Personnel:

- LOU W. CHAPPELL, general mgr. & national sales manager.
- JACK LaFOREST, program manager & traffic.
- ELMER EVERSON, sales manager.
- DON RYAN, operations 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. 13—(June 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec 10 Sec.
Class AA—7-11 p.m., daily.
\$495.00 \$275.00 \$200.00 \$150.00 \$110.00* \$110.00* \$55.00*

*Class AA—6:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alger	2,700	2,600	95
	Baraga	2,600	2,500	96
	Delta	11,300	10,800	96
	Dickinson	8,100	7,900	97
	Houghton	11,300	10,600	94
	Iron	4,800	4,600	96
	Keweenaw	800	800	96
	Luce	1,800	1,700	94
	Marquette	18,700	18,200	98
Ontonagon	3,300	3,000	92	
Schoolcraft	2,600	2,400	93	
WISCONSIN				
Florence	1,000	1,000	96	
Between 25-49%	MICHIGAN			
	Gogebic	7,300	7,000	95
	Menominee	7,800	7,500	97
Between 5-24%	MICHIGAN			
	Mackinac	2,800	2,700	95
	WISCONSIN			
	Ashland	5,400	5,200	96
	Forest	2,200	2,000	92
	Iron	2,300	2,200	97
Marinette	11,400	11,200	98	
Vilas	3,900	3,700	95	
Station Totals		112,100	107,600	96
Net Weekly Circulation (1970-71)				65,400
Average Daily Circulation (1970-71)				51,000

(Station also received in Canadian markets)

Michigan—Saginaw



WKNX-TV



Ch. 25

(Also serves Bay City, Mich.)

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 302-kw visual, 30.2-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"

Holds CP for change to 4040-kw max. & 1350-kw horizontal visual, 404-kw max. & 135-kw horizontal aural, 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level, lat. 43° 13' 01", long. 83° 43' 17", transmitter to S side of Willard Rd., 2.8-mi. N of Clio, Mich. BPCT-4480.

Transmitter: Bridgeport Twp.

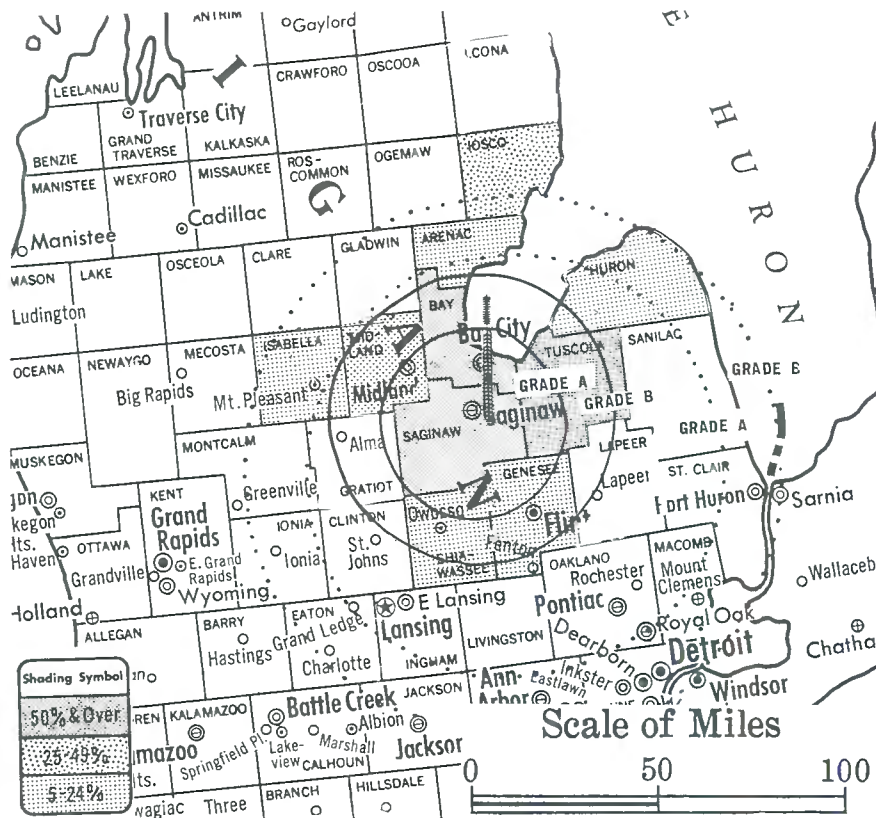
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKNX-TV Ref: FCC File No. BPCT-4260 Granted 8/11/69

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

WKNX-TV

Network Service: CBS.

Licensee: Rust Craft Broadcasting Co., 680 Fifth Ave., New York, N.Y.

Studio: Television Center, 5200 State St., Saginaw, Mich. (48603).

Telephone: 517-799-1000.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33 1/3% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

JOHN KEENAN, vice president & general manager.
HOWARD H. WOLFE, station manager.
ROBERT D. FRYE, director of technical operations.
LEE PURVIS, comptroller.
DAVID PAWLICK, program director & film buyer.

DIGEST OF RATE CARD NO. 6—(Feb. 15, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—7:31-10:31 p.m., daily.
\$375.00 \$225.00 \$150.00 \$93.75 \$125.00 \$65.00 \$40.00
NETWORK 8ASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Bay	35,100	34,400	98
	Saginaw	65,500	64,100	98
	Tuscola	14,000	13,600	97
Between 25-49%	MICHIGAN			
	Iosco	7,900	7,700	97
Between 5-24%	MICHIGAN			
	Arenac	3,500	3,400	96
	Genesee	135,800	133,200	98
	Huron	10,600	10,200	96
	Isabella	11,700	11,300	96
	Midland	19,300	19,000	98
Shiawassee	19,400	18,900	97	
Station Totals		322,800	315,800	98
Net Weekly Circulation (1970-71)				104,100
Average Daily Circulation (1970-71)				53,700

Michigan—Sault Ste. Marie



WWUP-TV



Ch. 10

[Satellite of WWTW, Cadillac, Mich.]

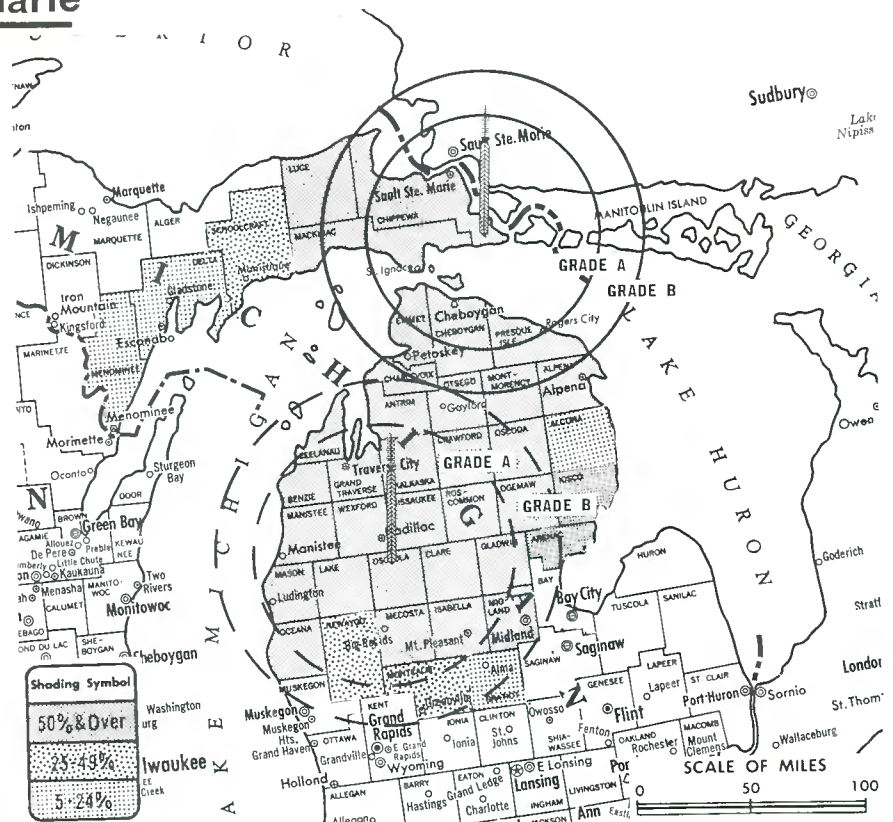
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

Latitude 46° 03' 49"
Longitude 84° 06' 08"

Transmitter: Goetzville.

News Wire Service: AP.

Facsimile Service: AP.



County coverage based on ARB study (see page 4-b).

WWUP-TV Ref: FCC File No. BPCT-3585 Granted 7/19/65 © American Map Co., Inc., N.Y., No. 14244

WWUP-TV

Network Service: CBS, same as WWTW.

Licensee: Fetzer Broadcasting Co., 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)

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Michigan—Traverse City



WGTU



Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
Longitude 85° 04' 08"

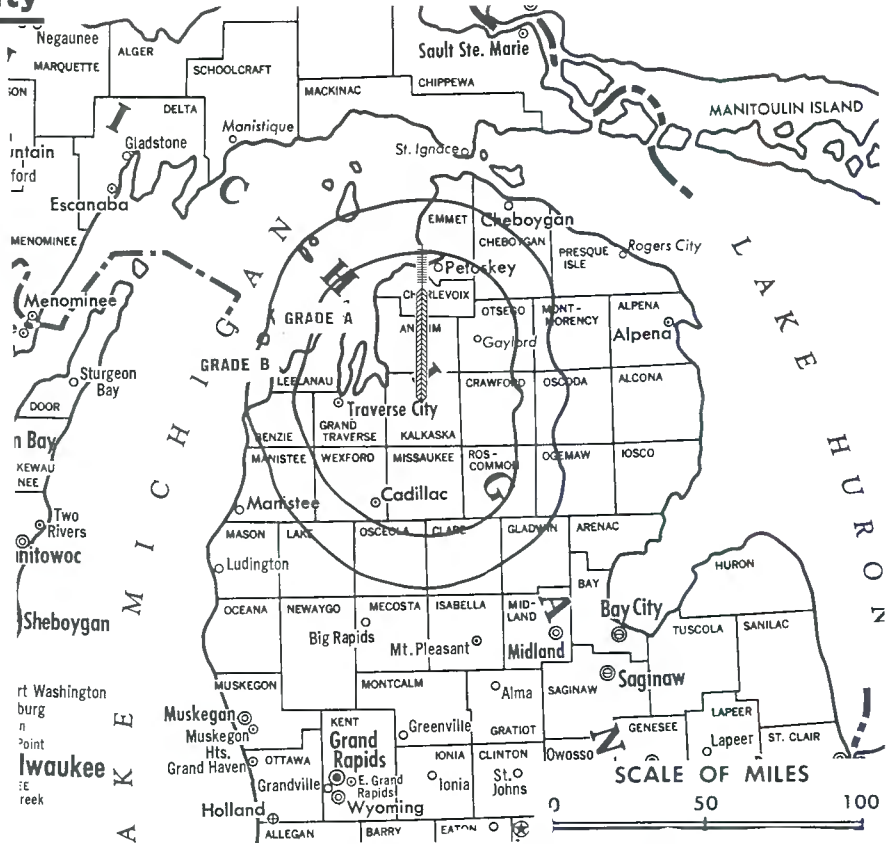
Transmitter: 5.3-mi. N, .078 E of Kalkaska on Hangi Rd., Excelsior Twp.

TV tape: Recording facilities.

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

News Wire Service: AP.

ARB Data: Not available.



WGTU Ref: FCC File No. BMPCT-7279 Granted 4/29/71

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

WGTU

Network Service: ABC.

Licensee: Northern Entertainment Inc., 201 E. Front St., Traverse City, Mich. (49684).

Studio: 201 E. Front St.

Telephone: 616-946-2900. TWX No.: 810-291-3364.

Ownership: Northern Investors Inc., 26.76%; Harry Calcutt, 9.86%; Maxwell Crandell, Mrs. John Batdorff, William Becker & William R. Brown, 8.92% each; Thomas W. Kiple, 6.57%; Roy N. Gruenberg, 5.94%; Paul K. Cousino, 9.27%; Paul L. Nine, 2.82%; others, none with as much as 3%.

Began Operation: Aug. 23, 1971.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Browne-Renaud Associates Inc.

Personnel:

THOMAS W. KIPLE, president & general manager.
JAMES J. MATTHEWS, general sales manager.
RONALD M. BAKER, chief engineer & operations manager.
JAMES CLAYTON, program manager.
CHARLES HOLLYDAY, production manager.

DIGEST OF RATE CARD NO. 1 (March 1, 1971)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.	\$300.00	\$225.00	\$100.00	\$60.00	\$45.00	\$35.00



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Michigan—Traverse City



Ch. 7

(Also Serves Cadillac, Mich.)

[Affiliated with WTOM-TV, Cheboygan, Mich.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"
Longitude 85° 42' 45"

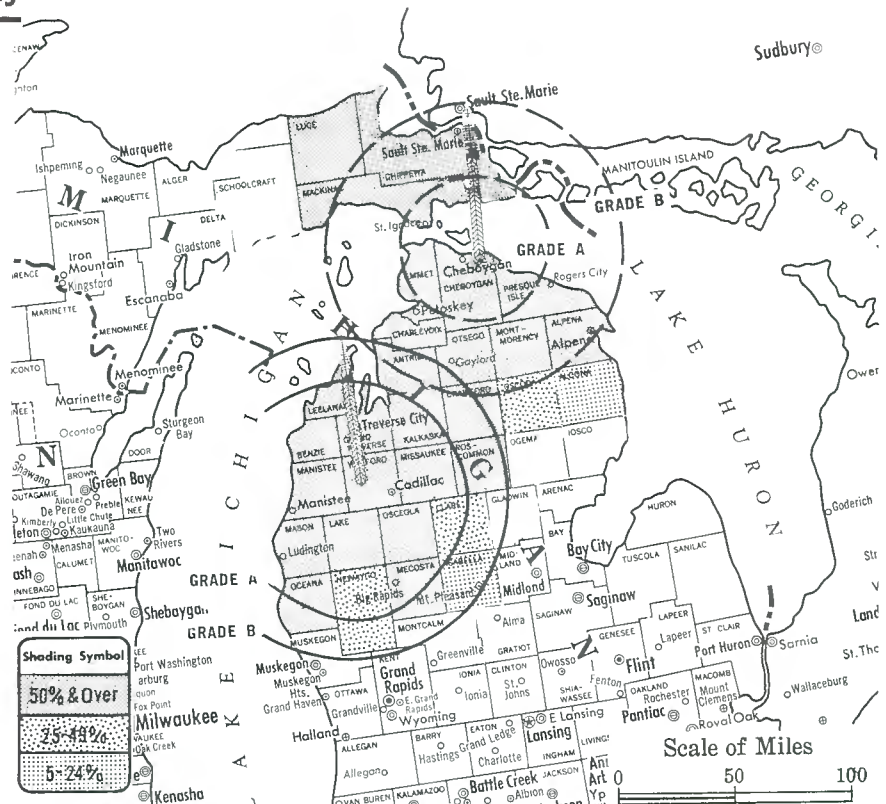
Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kHz (NBC).

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

News Wire Service: AP.

Total Households: ① MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WPBN-TV Ref: FCC File No. BPCT—3879 Granted 2/14/66
WTOM-TV Ref: FCC File No. BPCT—2717 Granted 12/9/59

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

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%; estate of Fred Zierle, 16.25%. Also operates WTCM, Traverse City; 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 Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) Cohen & Dippell.

Personnel:

LES BIEDERMAN, president.
HARRY R. LIPSON, general manager & film buyer.
ROBERT L. DREHER, sales manager.
WILLIAM H. KIKER, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 4 (Dec. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:29-10:31 p.m., daily.						
\$360.00	\$270.00	\$147.00	\$113.00	\$80.00	\$70.00	\$35.00

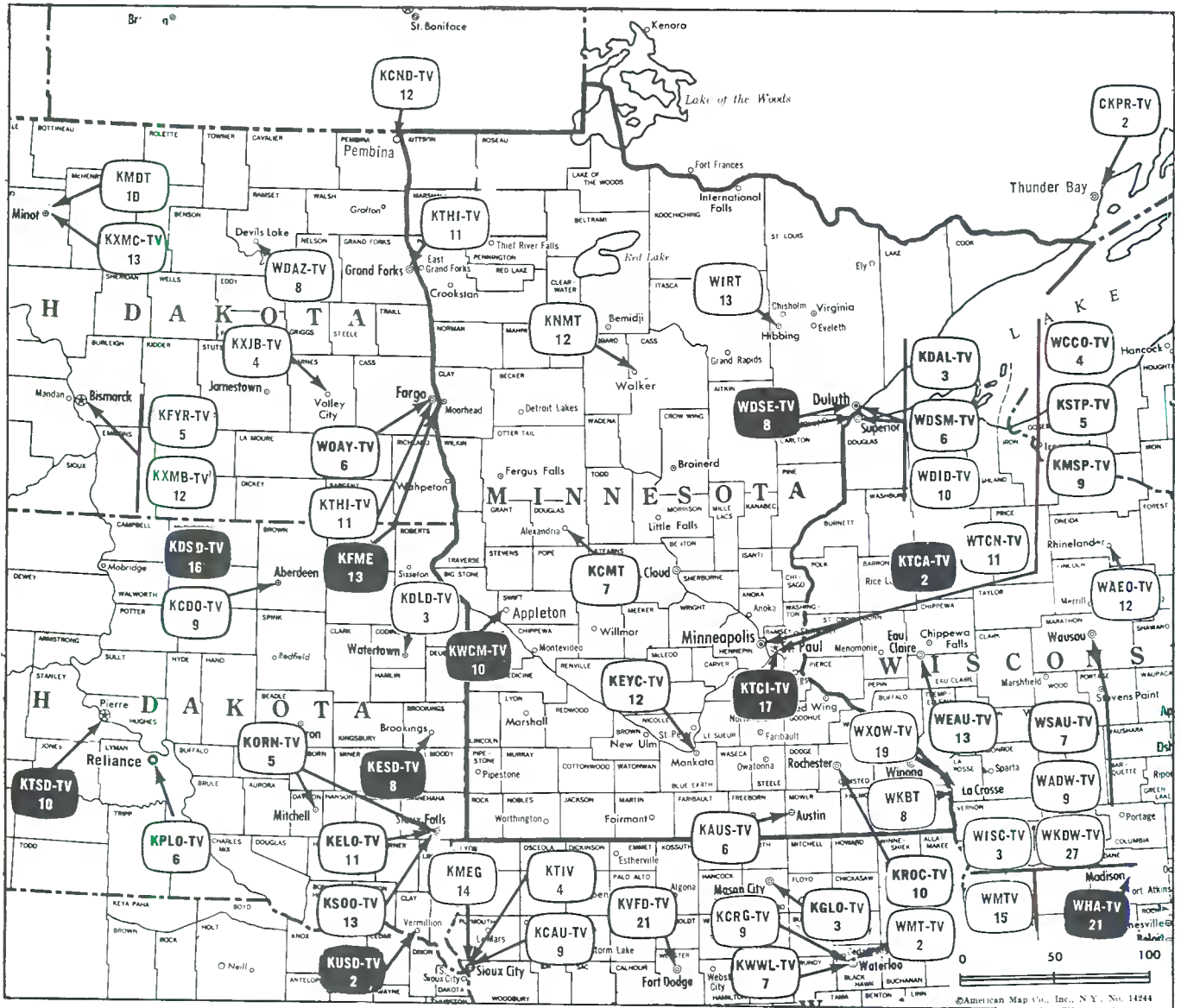
Note: This is combination rate with WTOM-TV, Cheboygan.

NETWORK BASE HOURLY RATE: \$350.

ARB Data: Figures for this station include affiliated WTOM-TV, Cheboygan, Mich.
(Station also received in Canadian markets)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alpena	8,800	8,200	93
	Antrim	4,100	3,900	96
	Benzie	2,900	2,800	95
	Charlevoix	5,200	5,000	96
	Cheboygan	5,200	4,900	94
	Chippewa	9,100	8,700	95
	Crawford	2,100	2,000	94
	Emmet	5,600	5,300	95
	Grand			
	Traverse	11,800	11,300	96
	Kalkaska	1,900	1,800	95
	Lake	2,000	1,900	94
	Leelanau	3,600	3,400	96
	Luce	1,800	1,700	94
	Mackinac	2,800	2,700	95
	Manistee	6,600	6,400	96
	Mason	7,300	6,800	94
	Mecosta	8,100	7,800	96
	Missaukee	2,400	2,200	94
Montmorency	1,900	1,700	92	
Oceana	5,700	5,400	94	
Osceola	4,800	4,600	96	
Otsego	3,300	3,200	96	
Presque Isle	3,800	3,500	92	
Roscommon	3,800	3,700	98	
Wexford	6,500	6,300	97	
Between 25-49%	MICHIGAN			
	Clare	5,800	5,500	96
	Newaygo	8,700	8,400	96
	Oscoda	1,700	1,500	91
Between 5-24%	MICHIGAN			
	Alcona	2,600	2,400	93
	Isabella	11,700	11,300	96
Station Totals		151,600	144,300	95
Net Weekly Circulation (1970-71)				94,700
Average Daily Circulation (1970-71)				62,100

Minnesota



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Minneapolis-St. Paul	733,300	16	772,800	13
Rochester-Mason City-Austin	150,200	127	127,500	119
Duluth-Superior	148,600	128	144,000	103
Alexandria	111,300	153	74,200	153
Mankato	87,900	169	44,900	173

Minnesota Station Status as of March 15, 1972

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
3	1	4

17

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Minnesota

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 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 1530-ft. above sea level.

Latitude 45° 10' 04"
Longitude 95° 59' 54"

WDSE-TV

Duluth-Superior, Wis.

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., 210 Bradley Bldg., Duluth, Minn. (55802).

Technical Facilities: Channel No. 8 (180-186 MHz). 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 MHz). Authorized power: 39.7-kw max. & 28.8-kw horizontal visual, 7.94-kw max. & 5.75-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27.0"

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 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1310-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27.0"

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.)

KAUS-TV, Rochester

(See Austin, Minn.)

KSTP-TV, Minneapolis

(See St. Paul, Minn.)

KCMT, Alexandria

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MINNESOTA—(Continued)			
	Lincoln	2,500	2,400	95
	Lyon	7,200	6,800	94
	Mille Lacs	5,000	4,800	95
	Sherburne	5,100	4,900	97
	Wright	11,500	11,100	96
	SOUTH DAKOTA			
	Deuel	1,800	1,700	95
	Roberts	3,400	3,200	94
Between 5-24%				

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Minnesota—Alexandria



KCMT

Ch. 7

[Affiliated with KNMT, Walker, Minn.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

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

News Wire Service: AP.

Facsimile Service: AP.

Studio: 8th & Hawthorne.

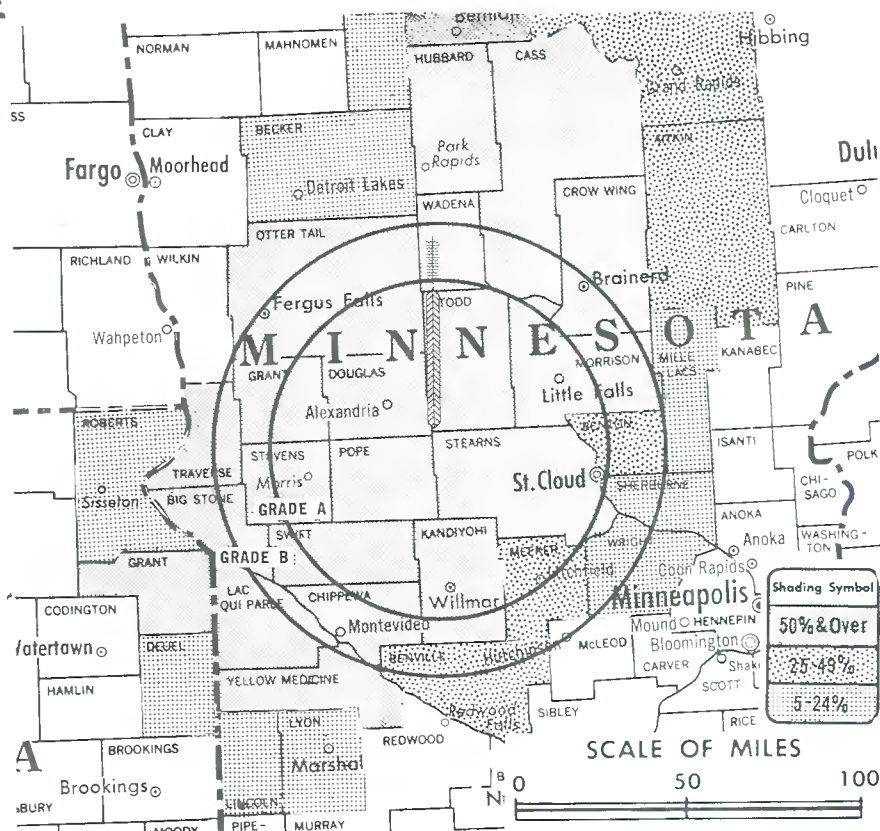
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KCMT Ref: FCC File No. BPT-3898 Granted 12/5/57

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

KCMT

Licensee: Central Minnesota Television Co., Box 612, Alexandria, Minn. (56308).

Telephone: 612-763-5166.

Ownership: Joseph O. Perino, pres., 8.3%; Thomas K. Barnes, bd. chmn. & chief exec. officer, 40.5%; Julius Hetland, v.p., 23.4%; Glenn W. Flint, v.p., 7.7%; John J. McCarten, secy.-treas., 8.3%; Kenneth C. Bechtel, director, 7.7%. Central Minnesota Television also owns KNMT (TV), Walker, Minn., KVOX & KIDA-FM, Moorhead, Minn.; KCMT-FM, Alexandria, Minn. Barnes owns 5% of KS00-TV, Sioux Falls & KCOO-TV, Aberdeen, S.D.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Marmet & Webster.

Personnel:

GLENN FLINT, vice president & general manager.
KENNETH BECHTEL, station manager.
JAMES SYRDAL, sales manager.
CARL IVERSON, chief engineer.

DIGEST OF RATE CARD NO. 7* (June 1, 1968)

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	\$130.00
	\$70.00					

*Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.
NETWORK BASE HOURLY RATE: \$460 (NBC), \$435 (ABC).

ARB Data: Figures Include
KNMT, Walker, Minn.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MINNESOTA				
	Beltrami	7,700	6,700	88
	Big Stone	2,500	2,400	96
	Cass	5,600	4,900	88
	Chippewa	5,000	4,700	94
	Crow Wing	11,200	10,500	94
	Douglas	7,400	7,000	95
	Grant	2,300	2,200	97
	Hubbard	3,600	3,200	88
	Kandiyohi	9,300	8,700	94
	Lac Qui Parle	3,600	3,400	95
	Morrison	7,800	7,300	93
	Otter Tail	14,600	13,700	94
	Pope	3,600	3,300	93
	Stearns	23,900	22,900	96
	Stevens	3,200	3,100	95
	Swift	4,200	4,000	95
	Todd	6,900	6,400	92
	Traverse	1,900	1,800	95
	Wadena	3,700	3,300	90
	Yellow Medicine	4,500	4,000	90
SOUTH DAKOTA				
	Grant	2,600	2,500	95
Between 25-49%				
MINNESOTA				
	Aitkin	4,000	3,800	95
	Benton	5,800	5,600	96
	Itasca	10,800	10,200	94
	Meeker	6,300	6,000	95
	Renville	6,600	6,200	94
Between 5-24%				
MINNESOTA				
	Becker	7,600	7,200	94
	Clearwater	2,500	2,200	89
	Koochiching	5,400	4,900	90

(Continued on page 407-b)

Station Totals	220,600	207,000	94
Net Weekly Circulation (1970-71)			111,300
Average Daily Circulation (1970-71)			82,900

Minnesota—Austin



KAUS-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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, live, film, slide & tape.

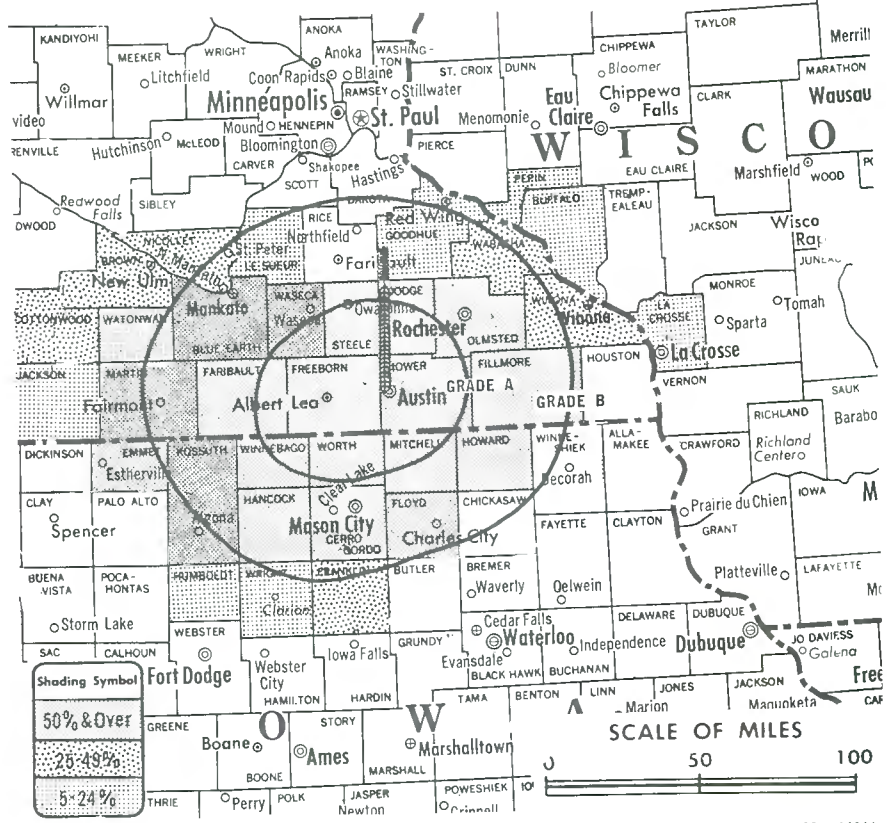
News Wire Service: UPI.

AM Affiliate: KAUS, 1-kw, 1480 kHz (MBS).

FM Affiliate: KAUS-FM, 100-kw, 99.9 MHz (No. 260), 930-ft.

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
① 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KAUS-TV Ref: FCC File No. BPCT-3911 Granted 6/28/67

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

KAUS-TV

Network Service: ABC.

Licensee: Minnesota-Iowa Television Co., Highway 105 S., Austin, Minn. (55912).

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 Blair Television.

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.
LARRY M. HARRIS, v.p. & general sales manager.
KENT L. COLBY, operations manager & program director.
JOHN O'ROURKE, news & sports director.
JERALD JONES, v.p., engineering.

DIGEST OF RATE CARD NO. 1-71 (July 28, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7-9:30 p.m., daily.
\$350.00 \$210.00 \$100.00 \$105.00 Graded rates apply*

*Highest rate: \$100.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	16,600	16,200	97
	Emmet	4,400	4,100	93
	Floyd	6,400	6,200	97
	Hancock	4,200	4,100	97
	Howard	3,600	3,400	93
	Kossuth	6,900	6,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA—(Continued)			
	Mitchell	3,900	3,800	97
	Winnebago	4,300	4,200	97
	Worth	3,000	2,900	97
	MINNESOTA			
	Blue Earth	15,500	14,900	96
	Dodge	4,000	3,800	95
	Faribault	6,900	6,600	96
	Fillmore	7,000	6,700	96
	Freeborn	11,800	11,400	97
	Martin	8,100	7,800	96
	Mower	13,400	13,100	98
	Olmsted	26,400	25,700	97
Steele	8,400	8,200	97	
Waseca	5,300	5,100	97	
Watsonwan	4,200	4,000	94	
Between 25-49%	IOWA			
	Franklin	4,600	4,500	98
	MINNESOTA			
	Brown	8,700	8,200	95
	Cottonwood	4,700	4,200	89
Between 5-24%	Nicollet	6,600	6,400	96
	Wabasha	5,400	5,200	97
	Winona	13,200	12,600	95
	IOWA			
	Humboldt	4,200	4,000	96
Wright	5,700	5,500	97	
MINNESOTA				
Goodhue	11,200	10,800	97	
Jackson	4,500	4,300	95	
Le Sueur	6,600	6,400	96	
Lyon	7,200	6,800	94	
WISCONSIN				
Buffalo	4,000	3,800	96	
La Crosse	24,600	24,000	98	
Pepin	2,100	2,000	95	
Station Totals		277,600	267,600	96
Net Weekly Circulation (1970-71)			150,200	
Average Daily Circulation (1970-71)			88,400	

Minnesota—Duluth-Superior, Wis.

KDAL-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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: 425 W. Superior St.

TV tape: Recording facilities.

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

News Wire Service: AP.

AM Affiliate: KDAL, 5-kw, 610 kHz (CBS).

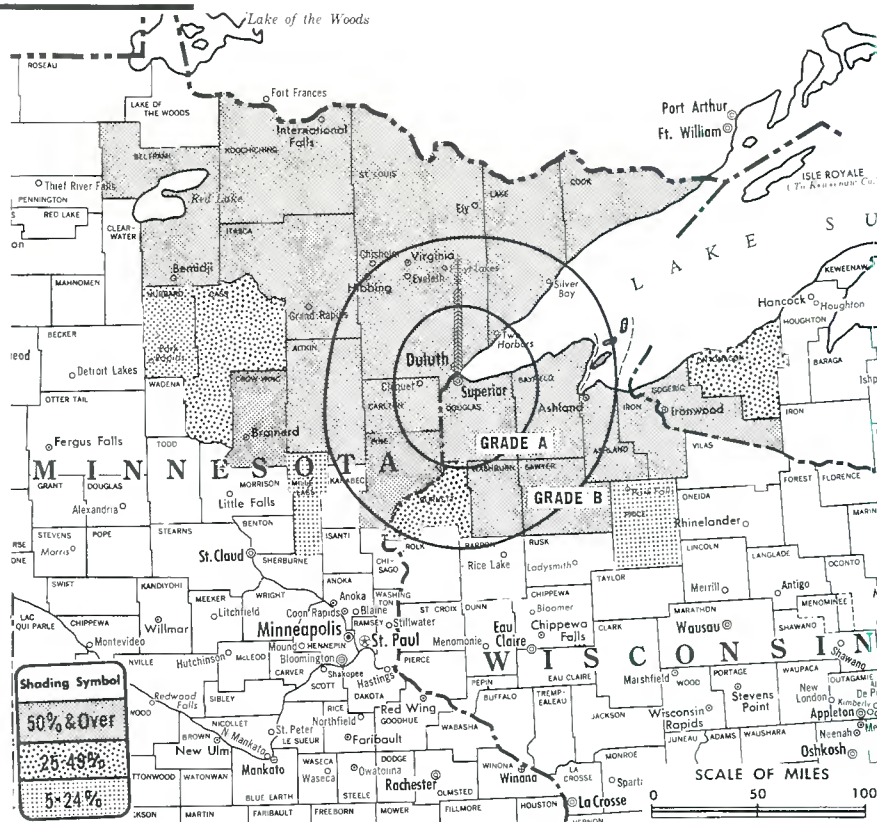
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KDAL-TV Ref: FCC File No. BMPCT-3130 Granted 6/13/65

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

Network Service: CBS.

Licensee: KDAL Inc., KDAL Bldg., 425 W. Superior St., Duluth, Minn. (55802).

Telephone: 218-727-8911. TWX No.: 910-561-2522.

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 WGN Continental Sales; Edward Pety & Co. Inc.; Harry S. Hyett Co.; William Creed; Bob Hix Co. Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.
JOE GOLDEN, vice president & sales manager.
EARL HENTON, vice president & manager, public affairs.
JOHN F. LaFORGE, vice president & operations manager.
CARL CASPERSON, promotion manager.
RUDY LUUKINEN, chief engineer.

DIGEST OF RATE CARD NO. 19 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10:01 p.m., daily.	\$1100.00	\$700.00	\$550.00	\$375.00	Graded rates apply*	

*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$700.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		MICHIGAN			
		Gogebic	7,300	7,000	95
		MINNESOTA			
		Aitkin	4,000	3,800	95
		Beltrami	7,700	6,700	88
		Carlton	8,300	8,100	97
		Cook	1,200	1,100	93
		Crow Wing	11,200	10,500	94
		Itasca	10,800	10,200	94
		Koochiching	5,400	4,900	90
	Lake	3,900	3,800	97	
	Pine	5,300	5,000	94	
	St Louis	70,700	68,400	97	
		WISCONSIN			
		Ashland	5,400	5,200	96
		Bayfield	3,900	3,800	96
		Douglas	14,400	14,000	97
		Iron	2,300	2,200	97
Between 25-49%		Sawyer	3,200	3,000	93
		Washburn	3,600	3,500	96
		MICHIGAN			
	Ontonagon	3,300	3,000	92	
Between 5-24%		MINNESOTA			
		Cass	5,600	4,900	88
	WISCONSIN				
	Burnett	3,300	3,100	94	
Between 5-24%		MINNESOTA			
		Hubbard	3,600	3,200	88
		Mille Lacs	5,000	4,800	95
	WISCONSIN				
	Price	4,700	4,400	93	
Station Totals			194,100	184,600	95
Net Weekly Circulation (1970-71)					148,600
Average Daily Circulation (1970-71)					111,300
(Station also received in Canadian markets)					

Minnesota—Duluth



WDIO-TV

Ch. 10

[Operates satellite WIRT, Hibbing, Minn.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

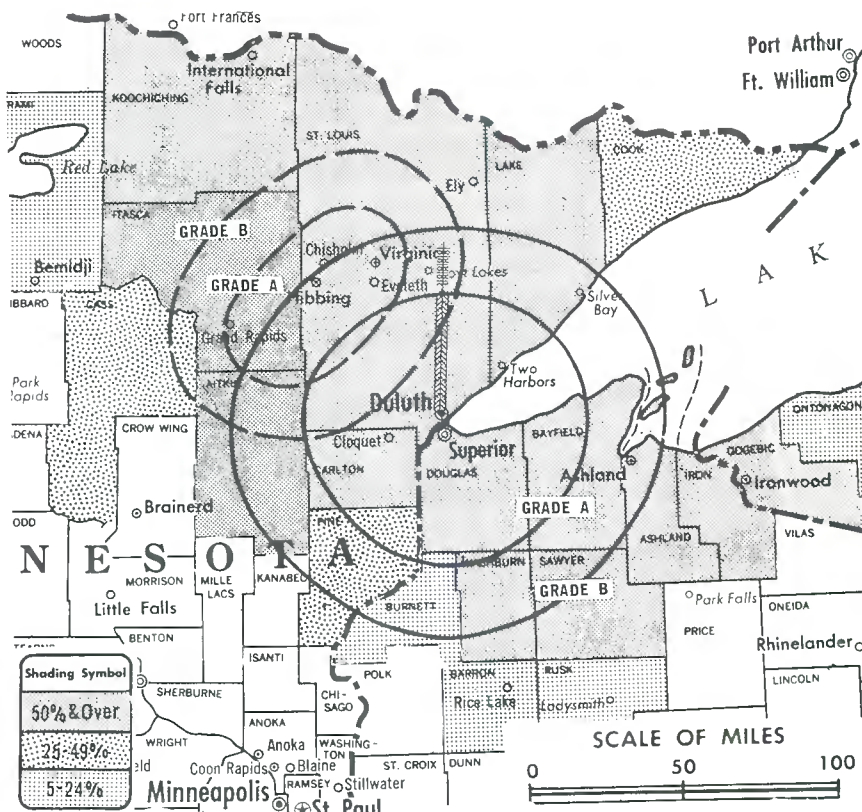
Latitude 46° 47' 13"
Longitude 92° 07' 17"

Transmitter: 10 Observation Road.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
② 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WDIO-TV Ref: FCC File No. BPCT-3404 Granted 8/25/65

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

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: Frank P. Befera, pres., 12.56%; William Hedenberg, 27.80%; John Poole, 13.80%; Robert Nickloff, 4.51%; Donald K. Melander, 4.31%; Jacob Grahek, 4.31%; Irene Cohen, 4.20%; Gerald Heaney, 4%; Carl Bloomquist, 3.55%; Norman Fugelso, 3.22%; others, none with as much as 3%. Frank P. Befera owns radios WMFG & FM, Hibbing and WHLB & FM, Virginia, both Minn. Bloomquist owns radio WEVE, Eveleth, Minn. Poole owns major interest in KNJO (FM), Thousand Oaks, Cal. WDIO Inc. also owns satellite WIRT (TV), Hibbing, Minnesota.

Began Operation: Jan. 24, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Lohnes & Culver.

Personnel:

- FRANK P. BEFERA, president & general manager.
- ERV PARTHE, program director.
- GEORGE W. WOODY, chief engineer.
- DUANE EASTVOLD, sales manager.
- JACK MCKENNA, promotion manager.
- DICK GOTTSCHALD, news director.

DIGEST OF RATE CARD NO. 11 (June 1, 1971)

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

\$750.00 \$450.00 \$300.00 \$225.00 Graded rates apply*

*Highest rate: \$145.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,300	7,000	95
	MINNESOTA			
	Aitkin	4,000	3,800	95
	Carlton	8,300	8,100	97
	Itasca	10,800	10,200	94
	Koochiching	5,400	4,900	90
	Lake	3,900	3,800	97
	St. Louis	70,700	68,400	97
	WISCONSIN			
Ashland	5,400	5,200	96	
Bayfield	3,900	3,800	96	
Douglas	14,400	14,000	97	
Iron	2,300	2,200	97	
Sawyer	3,200	3,000	93	
Washburn	3,600	3,500	96	
Between 25-49%	MINNESOTA			
	Cass	5,600	4,900	88
	Cook	1,200	1,100	93
Pine	5,300	5,000	94	
Between 5-24%	MICHIGAN			
	Ontonagon	3,300	3,000	92
	MINNESOTA			
	Beltrami	7,700	6,700	88
	WISCONSIN			
	Barron	10,900	10,300	95
Burnett	3,300	3,100	94	
Rusk	4,400	4,200	95	
Station Totals		184,900	176,200	95
Net Weekly Circulation (1970-71)				127,700
Average Daily Circulation (1970-71)				89,800

(Station also received in Canadian markets)

For Translator Directory, See Services Volume

Minnesota—Duluth-Superior, Wis.



Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 5th Ave. W. & 10th St., Duluth

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

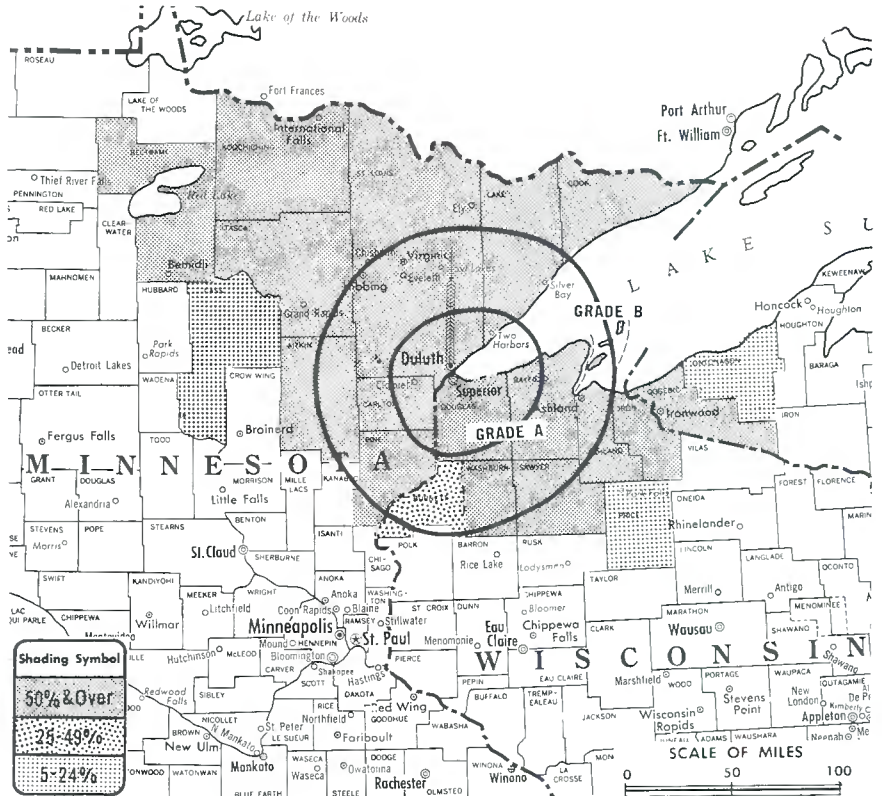
News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kHz (NBC).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WDSM-TV Ref: FCC File No. BPCT-2412 Granted 10/11/57

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

WDSM-TV

Network Service: NBC.

Licensee: Northwest Publications Inc., WDSM Bldg., Duluth.

Studios: WDSM Bldg., Duluth & 1708 Belknap St., Superior, Wis. (55802).

Telephones: 218-727-8484, Duluth; 715-394-2261, 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.
DON LE MASURIER, production manager.
AL SANDERS, art manager.
ED CONRAD, public affairs director.
NORM GILL, chief engineer.

DIGEST OF RATE CARD NO. 22—(Feb. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class AA—6:59-10 p.m., daily.	\$950.00	\$570.00	\$427.00	\$285.00	\$116.00* \$80.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$700 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,300	7,000	95
	MINNESOTA			
	Aitkin	4,000	3,800	95
	Beltrami	7,700	6,700	88
	Carlton	8,300	8,100	97
	Cook	1,200	1,100	93
	Itasca	10,800	10,200	94
	Kooshchiching	5,400	4,900	90
	Lake	3,900	3,800	97
Pine	5,300	5,000	94	
St. Louis	70,700	68,400	97	
WISCONSIN	Ashland	5,400	5,200	96
	Bayfield	3,900	3,800	96
	Douglas	14,400	14,000	97
	Iron	2,300	2,200	97
	Sawyer	3,200	3,000	93
Washburn	3,600	3,500	96	
Between 25-49%	WISCONSIN			
	Burnett	3,300	3,100	94
Between 5-24%	MICHIGAN			
	Ontonagon	3,300	3,000	92
	MINNESOTA			
Cass	5,600	4,900	88	
WISCONSIN				
Price	4,700	4,400	93	
Station Totals		174,300	166,100	95
Net Weekly Circulation (1970-71)			134,800	
Average Daily Circulation (1970-71)			88,600	

(Station also received in Canadian markets)

Minnesota—Hibbing



WIRT

Ch. 13

[Satellite of WDIO-TV,
Duluth, Minn.]

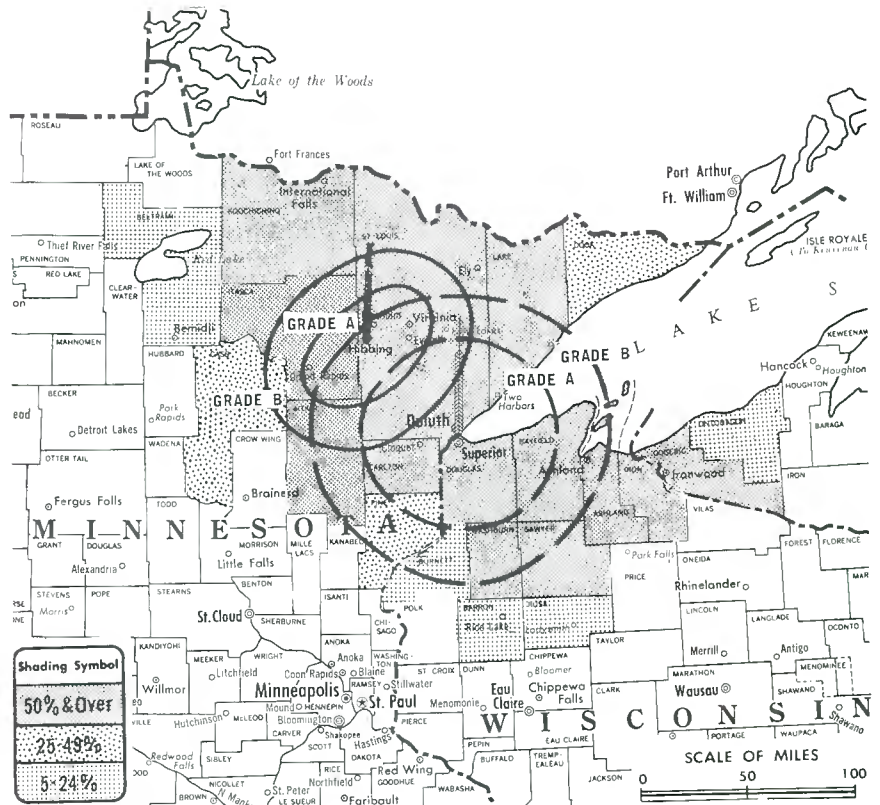
Technical Facilities: Channel No. 13
(210-216 MHz). Authorized power:
125-kw visual, 21.6-kw aural. Antenna:
666-ft. above av. terrain,
473-ft. above ground, 2123-ft.
above sea level.

Latitude 47° 22' 52"
Longitude 92° 57' 18"

Transmitter: Maple Hill.

Color: Network, film & slide.

ARB Data: Figures for this station
are included with parent WDIO-
TV, Duluth.



County coverage based on ARB study (see
page 4-b).

WIRT Ref: FCC File No. BPC-T-2422 Granted 2/20/58

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

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 & Kittner.

Represented (engineering) by Lohnes & Culver.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: \$100.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Minnesota—Mankato



KEYC-TV



Ch. 12

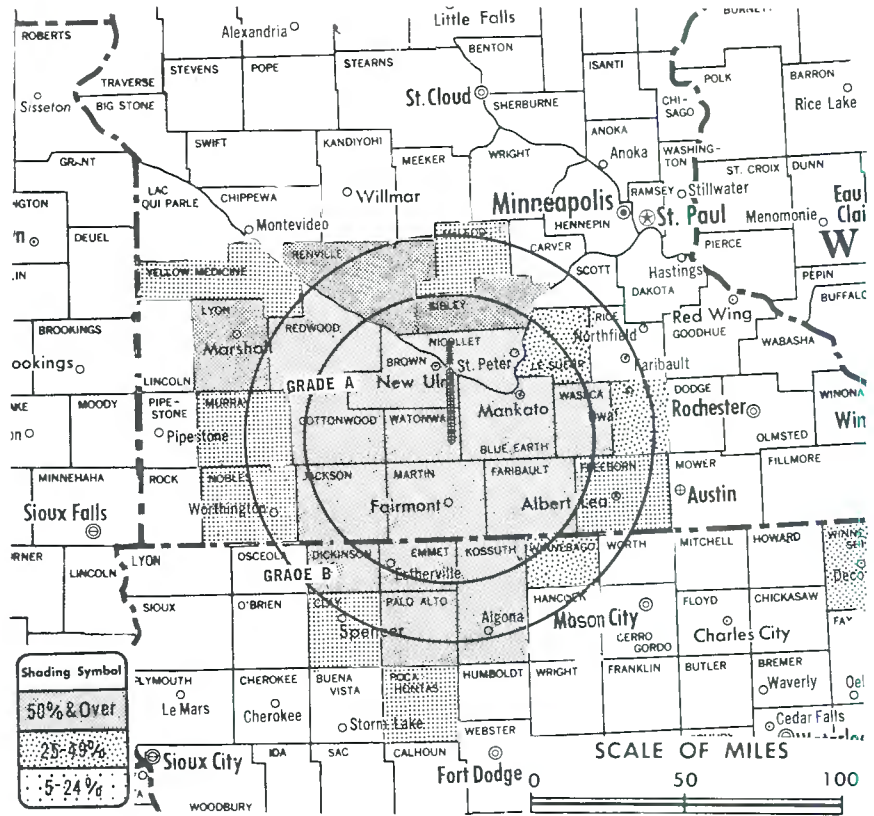
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, Minn.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/68

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

KEYC-TV

Grantee: Lee Enterprises Inc., P.O. Box 128, Mankato, Minn. (56001).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: TV Enterprises Inc., 100%. For other interests see KHQA-TV, Hannibal, Mo.

Began Operation: Oct. 5, 1960.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

MERRITT MILLIGAN, general manager, broadcast div.
DONALD HARER, general manager.
ELAINE PETERSON, operations manager.
HAP HALLIGAN, sales manager.
ROBERT G. FRUEHE, national sales manager.

DIGEST OF RATE CARD NO. 15A (Nov. 1, 1969)

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 \$140.00 \$100.00* \$60.00* \$45.00*

*Class AA—6:31-10 p.m., daily.

For combination rates see KGLD-TV, Mason City, Iowa.

NETWORK BASE HOURLY RATE: \$225.

For National Sales Offices of Group Stations,

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dickinson	4,300	4,100	95
	Emmet	4,400	4,100	93
	Kossuth	6,900	6,700	97
	Palo Alto	4,200	3,900	94
	MINNESOTA			
	Blue Earth	15,500	14,900	96
	Brown	8,700	8,200	95
	Cottonwood	4,700	4,200	89
	Faribault	6,900	6,600	96
Jackson	4,500	4,300	95	
Lyon	7,200	6,800	94	
Martin	8,100	7,800	96	
Nicollet	6,600	6,400	96	
Redwood	6,100	5,600	92	
Renville	6,600	6,200	94	
Sibley	4,900	4,700	96	
Waseca	5,300	5,100	97	
Watonwan	4,200	4,000	94	
Between 25-49%	IOWA			
	Winnebago	4,300	4,200	97
	MINNESOTA			
Le Sueur	6,600	6,400	96	
Steele	8,400	8,200	97	
Between 5-24%	IOWA			
	Clay	6,300	6,000	95
	Pocahontas	4,100	3,900	96
	Winnesiek	6,200	5,900	95
	MINNESOTA			
	Freeborn	11,800	11,400	97
	McLeod	8,700	8,400	97
	Murray	3,700	3,600	96
	Nobles	7,100	6,900	97
	Yellow			
Medicine	4,500	4,000	90	
Station Totals		180,800	172,500	95
Net Weekly Circulation (1970-71)				87,900
Average Daily Circulation (1970-71)				58,100

Minnesota—Minneapolis-St. Paul

abc **KMSP-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1440-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"
Longitude 93° 07' 27"

Transmitter: Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

TV tape: Recording facilities.

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

News Wire Service: UPI.

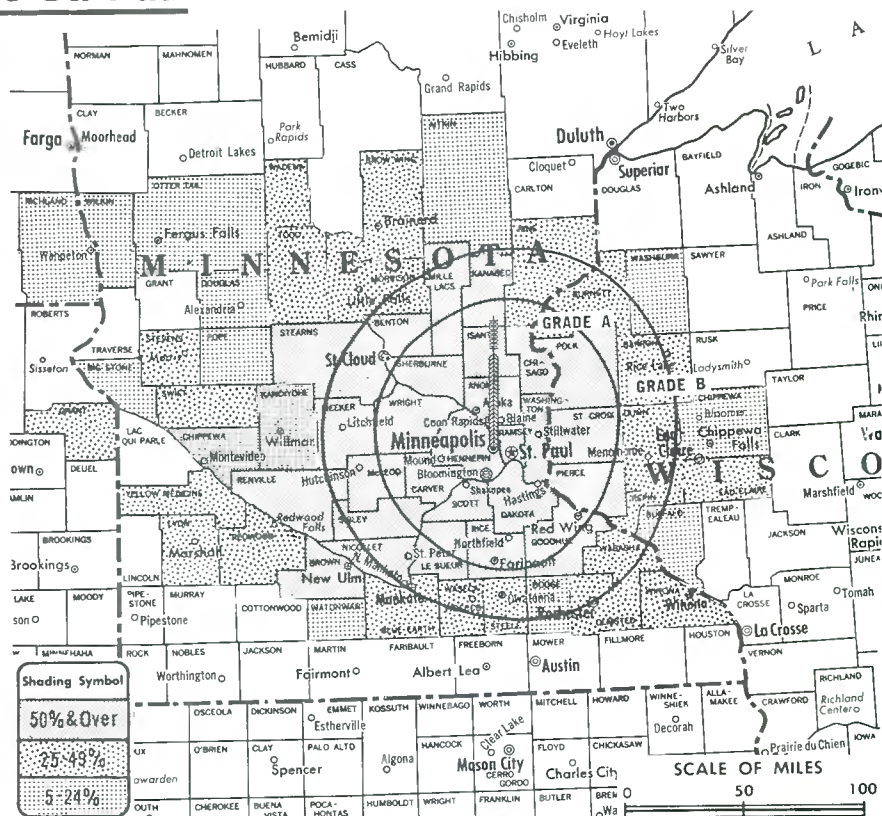
Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Total Households: (9) SRDS
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KMSP-TV Ref: FCC File No. BNPCT-7201 Granted 9/3/70

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

KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis, Minn. (55402).

Studio: 120 South 9th St. (55402).

Telephone: 612-339-8811. TWX No.: 910-576-2926.

Ownership: 20th Century-Fox Film Corp.

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.

Personnel:

DON SWARTZ, president, general manager & film buyer.
RICHARD V. FAIRBANKS, general sales manager.
RONALD KING, national sales manager.
JERRY SMITH, director of news.
JOE CARNEY, director of operations.
GLENN SMITH, director of engineering.
JERRY A. BRONSTON, director of public relations.

DIGEST OF RATE CARD NO. 21—(Jan. 15, 1969)

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: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	42,600	42,200	99
	Benton	5,800	5,600	96
	Brown	8,700	8,200	95
	Carver	8,400	8,200	98
	Chippewa	5,000	4,700	94
	Chisago	5,500	5,300	96
	Dakota	40,600	39,900	98
	Goodhue	11,200	10,800	97
	(Continued on page 420-b)			

Station Totals	1,023,100	990,200	97
Net Weekly Circulation (1970-71)			681,800
Average Daily Circulation (1970-71)			383,100

it's UP!

twin cities tallest tower (1466')

■ better picture quality for thousands more area viewers

■ increased geographic areas: almost double in grade "B"

KMSP-9

MINNEAPOLIS • ST. PAUL **abc**

Represented by Blair Television

Minnesota—Minneapolis-St. Paul



Technical Facilities: Channel No. 4 (66-72 MHz). 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"

Holds CP for change to 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level, lat. 45° 03' 45", long. 93° 08' 21.3"; transmitter to County Rd. F., 0.4-mi. E of Lexington Ave., Shoreview. BMPCT—7126.

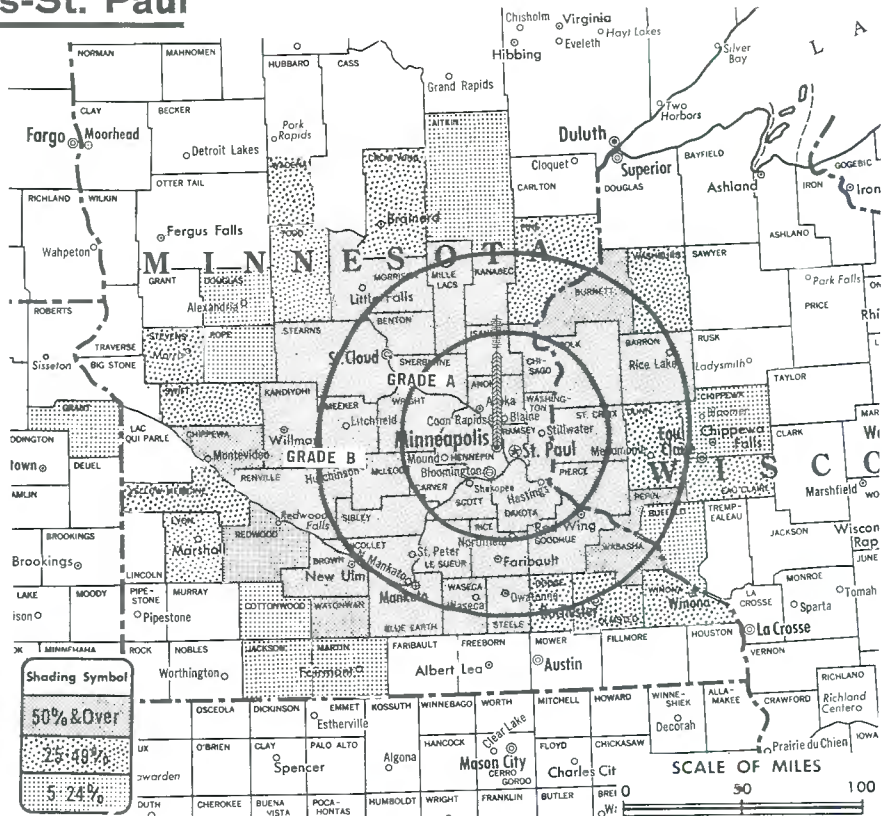
Transmitter: Falcon Heights.
Telephone: 612-338-0552.
TXW No.: 612-321-1306.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. News Film Service: CBS.

AM Affiliate: WCCO, 50-kw, 830 kHz.

Map Note: Reflects proposed facilities.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WCCO-TV Ref: FCC File No. BMPCT—933 Granted 12/19/52
CP: BMPCT—7126 Granted 1/8/70

©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 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 Forks (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.) Independent and Star-News, San Jose (Cal.) News and Mercury, West Orange (Cal.) News, Gary (Ind.) Post-Tribune, Boulder (Colo.) Camera. Ridder owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia. **Officers:** Robert B. Ridder, chmn. of bd.; Clarence J. Mulrooney, vice chmn. of bd.; F. Van Konyneburg, chmn., exec. committee; Lawrence F. Haeg, pres.; H. W. Dornseif, exec. v.p.

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).

Personnel:

- SHERMAN K. HEADLEY, general manager.
- ROBERT A. HUELSTER, regional sales manager.
- JACK HANSEN, national sales manager.
- DON R. GILLIES, national sales coordinator.
- CHARLES SORLEIN, production manager.
- RON HANDBERG, news director.
- HAL SCOTT, sports director.
- TOM COUSINS, promotion director.
- JOHN M. SHERMAN, director of engineering.
- ROLLIE JOHNSON, director, special projects.

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

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

(For ARB Data & Digest of Rate Card see next page)

Station Totals	1,014,800	982,200	97
Net Weekly Circulation (1970-71)			733,300
Average Daily Circulation (1970-71)			520,900

The most-watched, best-loved and most-quoted newscasts in Minneapolis/St. Paul are all on 4 WCCO* TV

*If you have any doubts check any ARB or Nielson Book since January 1968

WCCO-TV

(Continued)

DIGEST OF RATE CARD NO. 23—(Aug. 15, 1970)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—7-10 p.m., daily.
 \$2350.00 \$1400.00 \$900.00 Graded rates apply*

*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
	Anoka	42,600	42,200	99
	Benton	5,800	5,600	96
	Blue Earth	15,500	14,900	96
	Brown	8,700	8,200	95
	Carver	8,400	8,200	98
	Chippewa	5,000	4,700	94
	Chisago	5,500	5,300	96
	Dakota	40,600	39,900	98
	Goodhue	11,200	10,800	97
	Hennepin	319,300	310,900	97
	Isanti	4,900	4,700	96
	Kanabec	3,300	3,100	94
	Kandiyohi	9,300	8,700	94
	Le Sueur	6,600	6,400	96
	Mc Leod	8,700	8,400	97
	Meeker	6,300	6,000	95
	Mille Lacs	5,000	4,800	95
	Morrison	7,800	7,300	93
	Nicollet	6,600	6,400	96
50% & Over	Ramsey	152,000	148,300	98
	Redwood	6,100	5,600	92
	Renville	6,600	6,200	94
	Rice	11,300	10,900	96
	Scott	8,800	8,700	98
	Sherburne	5,100	4,900	97
	Sibley	4,900	4,700	96
	Stearns	23,900	22,900	96
	Steele	8,400	8,200	97
	Wabasha	5,400	5,200	97
	Waseca	5,300	5,100	97
	Washington	22,700	22,300	98
	Watonwan	4,200	4,000	94
	Wright	11,500	11,100	96
WISCONSIN				
	Barron	10,900	10,300	95
	Burnett	3,300	3,100	94
	Pepin	2,100	2,000	95
	Pierce	7,700	7,500	97
	Polk	8,400	8,200	97
	St Croix	10,000	9,800	98
MINNESOTA				
	Crow Wing	11,200	10,500	94
	Dodge	4,000	3,800	95
	Lyon	7,200	6,800	94
	Olmsted	26,400	25,700	97
	Pine	5,300	5,000	94
	Stevens	3,200	3,100	95
Between 25-49%	Swift	4,200	4,000	95
	Todd	6,900	6,400	92
	Wadena	3,700	3,300	90
	Winona	13,200	12,600	95
	Yellow Medicine	4,500	4,000	90
WISCONSIN				
	Dunn	8,700	8,300	96
	Eau Claire	20,400	19,700	97
	Washburn	3,600	3,500	96
MINNESOTA				
	Aitkin	4,000	3,800	95
	Cottonwood	4,700	4,200	89
	Douglas	7,400	7,000	95
	Jackson	4,500	4,300	95
Between 5-24%	Martin	8,100	7,800	96
	Pope	3,600	3,300	93
SOUTH DAKOTA				
	Grant	2,600	2,500	95
WISCONSIN				
	Buffalo	4,000	3,800	96
	Chippewa	13,700	13,000	97

Minneapolis-St. Paul, Minn.

WTCN-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA—(Continued)				
	Kandiyohi	9,300	8,700	94
	Lyon	7,200	6,800	94
	Olmsted	26,400	25,700	97
	Pine	5,300	5,000	94
	Redwood	6,100	5,600	92
	Sibley	4,900	4,700	96
	Steele	8,400	8,200	97
	Stevens	3,200	3,100	95
	Swift	4,200	4,000	95
Between 25-49%	Todd	6,900	6,400	92
	Waseca	5,300	5,100	97
	Winona	13,200	12,600	95
	Yellow Medicine	4,500	4,000	90
SOUTH DAKOTA				
	Grant	2,600	2,500	95
WISCONSIN				
	Barron	10,900	10,300	95
	Burnett	3,300	3,100	94
	Dunn	8,700	8,300	96
	Eau Claire	20,400	19,700	97
MINNESOTA				
	Aitkin	4,000	3,800	95
	Big Stone	2,500	2,400	96
	Dodge	4,000	3,800	95
	Douglas	7,400	7,000	95
	Itasca	10,800	10,200	94
	Jackson	4,500	4,300	95
	Martin	8,100	7,800	96
	Morrison	7,800	7,300	93
	Otter Tail	14,600	13,700	94
Between 5-24%	Pope	3,600	3,300	93
	Wadena	3,700	3,300	90
	Wilkin	2,600	2,500	97
NORTH DAKOTA				
	Richland	5,900	5,700	96
SOUTH DAKOTA				
	Beadle	6,600	6,300	95
	Brown	11,600	11,300	98
WISCONSIN				
	Buffalo	4,000	3,800	96
	Chippewa	13,700	13,300	97
	La Crosse	24,600	24,000	98
	Pepin	2,100	2,000	95
	Washburn	3,600	3,500	96

Hogan-Feldmann, Inc.
 MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545
 Burbank, California 91505
 Area Code 213 849-3201

Minnesota—Minneapolis-St. Paul

WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

Holds CP for change to 316-kw visual, 63.2-kw aural, 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level, lat. 45° 03' 45", long. 93° 08' 21.3"; transmitter to 960 West County Rd. F, Shoreview Township, Minn., 5-mi. NE of Minneapolis city limits. BPCT—7228.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

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

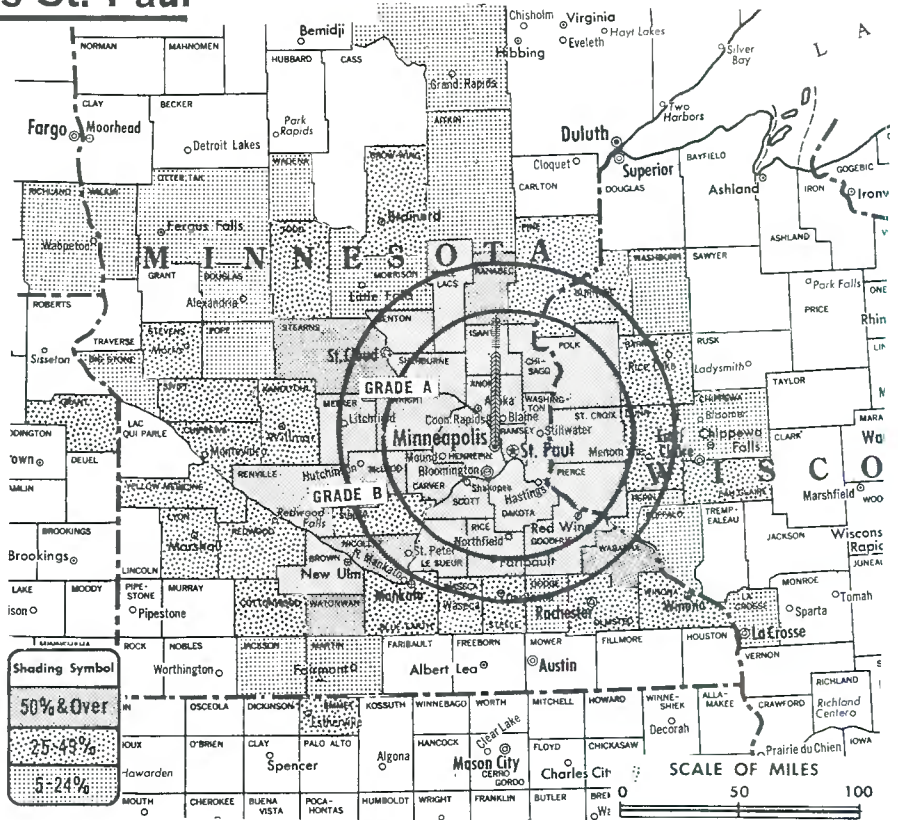
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WTCN-TV Ref: FCC File No. BMPCT—1177 Granted 7/2/53
CP: BMPCT—7228 Granted 10/7/70

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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.: 910-576-2825.

Ownership: Chris-Craft Industries, Inc., 100%. For other interests, see KPTV, Portland, Ore. Note: Sale to Metromedia pends (Television Digest, Vol. 11:31).

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 Tele-Rep.

Represented (legal) by Hogan & Hartson.

Personnel:

ROBERT C. FRANSEN, v.p. & general manager.
J. WILLIAM BEINDORF, general sales manager.
ROBERT C. ROHDE, local sales manager.
MARGERY PILHOFER, promotion manager.
HOWARD RESER, program director & film buyer.
LEO F. DOMEIER, chief engineer.
RICHARD MODIG, business manager.

DIGEST OF RATE CARD NO. 22
(Sept. 20, 1970)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$1700	\$850	\$400	\$380	\$360	\$425*	\$255*
Class AAA.							\$128

Map reflects proposed facilities

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MINNESOTA				
	Anoka	42,600	42,200	99
	Benton	5,800	5,600	96
	Brown	8,700	8,200	95
	Carver	8,400	8,200	98
	Chisago	5,500	5,300	96
	Dakota	40,600	39,900	98
	Goodhue	11,200	10,800	97
	Hennepin	319,300	310,900	97
	Isanti	4,900	4,700	96
	Kanabec	3,300	3,100	94
	Le Sueur	6,600	6,400	96
	McLeod	8,700	8,400	97
	Meeker	6,300	6,000	95
	Mille Lacs	5,000	4,800	95
	Nicollet	6,600	6,400	96
	Ramsey	152,000	148,300	98
	Renville	6,600	6,200	94
	Rice	11,300	10,900	96
	Scott	8,800	8,700	98
	Sherburne	5,100	4,900	97
	Stearns	23,900	22,900	96
	Wabasha	5,400	5,200	97
	Washington	22,700	22,300	98
	Watsonwan	4,200	4,000	94
	Wright	11,500	11,100	96
WISCONSIN				
	Pierce	7,700	7,500	97
	Polk	8,400	8,200	97
	St Croix	10,000	9,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
IOWA				
	Emmet	4,400	4,100	93
MINNESOTA				
Between 25-49%				
	Blue Earth	15,500	14,900	96
	Chippewa	5,000	4,700	94
	Cottonwood	4,700	4,200	89
	Crow Wing	11,200	10,500	94

(Continued on page 417-b)

Station Totals	1,098,400	1,062,400	97
Net Weekly Circulation (1970-71)			626,700
Average Daily Circulation (1970-71)			333,600

Minnesota—St. Paul-Minneapolis



KSTP-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

Holds CP for change to 1430-ft. above av. terrain, 1370-ft. above ground, 2370-ft. above sea level, lat. 45° 03' 45", long. 93° 08' 21.3", transmitter to 2.5-mi. E of New Brighton, Shoreview, Minn. BPCT—4111.

Transmitter: 3415 University Ave.

TV tape: Recording facilities.

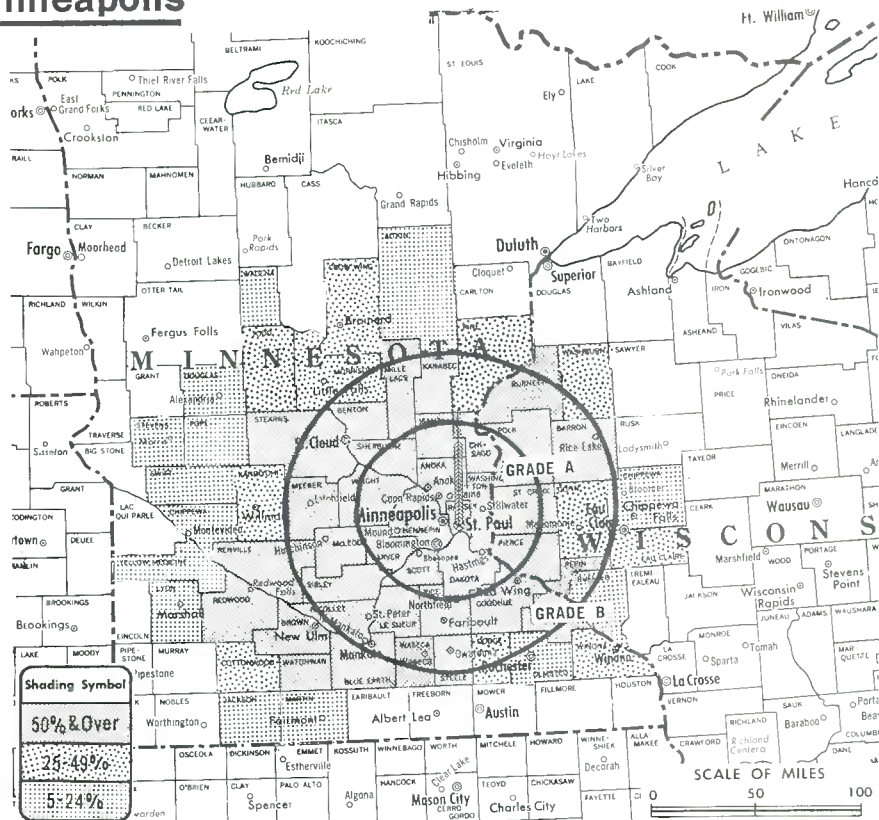
Color: Network, live, film, slide & tape.

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

AM Affiliate: KSTP, 50-kw, 1500 kHz (NBC).

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 550-ft.

Total Households: ① MSI Consumer Market Data as of 1/1/72. TV Homes: TV% and Circulation ② 1971 American Research Bureau. County coverage based on ARB study (see page 11).



KSTP-TV Ref: FCC File No. BPCT—765 Granted 12/23/52
CP: BPCT—4111 Granted 12/16/69

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

KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Studio: 3415 University Ave.

Telephone: 612-645-2724. TWX No.: 612-551-0918.

Ownership: Stanley E. Hubbard, 61.79%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg estate, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette B. Harrison, 5.65%; The Hubbard Foundation .38%. Directors: Stanley E. Hubbard, chmn.; D. S. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Others: Stanley S. Hubbard, pres.; Marvin L. Rosene, v.p.; Gerald D. Deeney, v.p. & treas. Hubbard Bcstg. Inc. also owns KSTP-AM-FM, St. Paul-Minneapolis, KOB-TV-AM-FM, Albuquerque, N.M.; WTOG(TV), St. Petersburg, Fla.; WGTO, Cypress Gardens, Fla. For other Harrison interests, see KHON-TV, Honolulu.

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.
GERALD D. DEENEY, v.p. & treasurer.
RALPH J. DOLAN, operations manager.
JAMES E. BLAKE, general sales manager.
JAMES C. DOWDLE, national sales manager.
WILLIAM E. MCGIVERN, promotion & public affairs director.
THOMAS MURRAY, director of news operations.
KENNETH R. BARRY, director of TV production.
GEORGE G. MERRILL, chief, engineering operations.
LAWRENCE A. LARSON, chief, engineering research & planning.

DIGEST OF RATE CARD NO. 30—(Sept. 13, 1971)

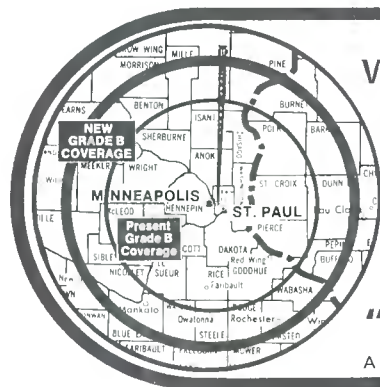
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID
Class AA—7-10 p.m., daily.
\$2310.00 \$1380.00 \$920.00 \$725.00 Graded rates apply*

*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$1700.

(For ARB Data, see next page)

Station Totals	1,012,200	979,700	97
Net Weekly Circulation (1970-71)			707,800
Average Daily Circulation (1970-71)			441,700



WE'RE EXPANDING OUR CIRCLE OF FRIENDS

NEW 1427-FT. TOWER WILL INCREASE REACH BY 250,000

- Total coverage area will exceed 3 million persons when new tower goes into operation in October '72.
- Increase in Grade B coverage will add more than 250,000 great people to our great market.
- Great shows like Tonight, Dial 5 and The World Today news. Make new friends. Expand with us.

"TAKE 5" IN THE TWIN CITIES: KSTP-TV 5

A Division of Hubbard Broadcasting Inc. Contact your Petry rep or Jim Dowdle at 612-645-2724.

Minneapolis-St. Paul, Minn.

KMSP-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
MINNESOTA—(Continued)					
50% & Over	Hennepin	319,300	310,900	97	
	Isanti	4,900	4,700	96	
	Kanabec	3,300	3,100	94	
	Kandiyohi	9,300	8,700	94	
	Le Sueur	6,600	6,400	96	
	Mc Leod	8,700	8,400	97	
	Meeker	6,300	6,000	95	
	Mille Lacs	5,000	4,800	95	
	Nicollet	6,600	6,400	96	
	Ramsey	152,000	148,300	98	
	Renville	6,600	6,200	94	
	Rice	11,300	10,900	96	
	Scott	8,800	8,700	98	
	Sherburne	5,100	4,900	97	
	Sibley	4,900	4,700	96	
	Stearns	23,900	22,900	96	
	Washington	22,700	22,300	98	
	Wright	11,500	11,100	96	
	WISCONSIN				
		Pierce	7,700	7,500	97
	Polk	8,400	8,200	97	
	St Croix	10,000	9,800	98	
MINNESOTA					
Between 25-49%	Blue Earth	15,500	14,900	96	
	Crow Wing	11,200	10,500	94	
	Lyon	7,200	6,800	94	
	Morrison	7,800	7,300	93	
	Olmsted	26,400	25,700	97	
	Pine	5,300	5,000	94	
	Redwood	6,100	5,600	92	
	Steele	8,400	8,200	97	
	Stevens	3,200	3,100	95	
	Swift	4,200	4,000	95	
	Todd	6,900	6,400	92	
	Wabasha	5,400	5,200	97	
	Wadena	3,700	3,300	90	
	Waseca	5,300	5,100	97	
	Winona	13,200	12,600	95	
	Yellow Medicine	4,500	4,000	90	
	SOUTH DAKOTA				
	Grant	2,600	2,500	95	
WISCONSIN					
	Barron	10,900	10,300	95	
	Bunnett	3,300	3,100	94	
	Dunn	8,700	8,300	96	
	Eau Claire	20,400	19,700	97	
	Pepin	2,100	2,000	95	
MINNESOTA					
Between 5-24%	Aitkin	4,000	3,800	95	
	Big Stone	2,500	2,400	96	
	Dodge	4,000	3,800	95	
	Douglas	7,400	7,000	95	
	Otter Tail	14,600	13,700	94	
	Pope	3,600	3,300	93	
	Watonwan	4,200	4,000	94	
	Wilkin	2,600	2,500	97	
	NORTH DAKOTA				
		Richland	5,900	5,700	96
WISCONSIN					
	Buffalo	4,000	3,800	96	
	Chippewa	13,700	13,300	97	
	Washburn	3,600	3,500	96	

KSTP-TV

(ARB Data)

Net Weekly Circulation	State County	Total Households	TV Households	%	
MINNESOTA					
50% & Over	Anoka	42,600	42,200	99	
	Benton	5,800	5,600	96	
	Blue Earth	15,500	14,900	96	
	Brown	8,700	8,200	95	
	Carver	8,400	8,200	98	
	Chisago	5,500	5,300	96	
	Dakota	40,600	39,900	98	
	Goodhue	11,200	10,800	97	
	Hennepin	319,300	310,900	97	
	Isanti	4,900	4,700	96	
	Kanabec	3,300	3,100	94	
	Le Sueur	6,600	6,400	96	
	Mc Leod	8,700	8,400	97	
	Meeker	6,300	6,000	95	
	Mille Lacs	5,000	4,800	95	
	Nicollet	6,600	6,400	96	
	Ramsey	152,000	148,300	98	
	Redwood	6,100	5,600	92	
	Renville	6,600	6,200	94	
	Rice	11,300	10,900	96	
	Scott	8,800	8,700	98	
	Sherburne	5,100	4,900	97	
	Sibley	4,900	4,700	96	
	Stearns	23,900	22,900	96	
	Steele	8,400	8,200	97	
Wabasha	5,400	5,200	97		
Waseca	5,300	5,100	97		
Washington	22,700	22,300	98		
Watonwan	4,200	4,000	94		
Wright	11,500	11,100	96		
WISCONSIN					
	Barron	10,900	10,300	95	
	Burnett	3,300	3,100	94	
	Pepin	2,100	2,000	95	
	Pierce	7,700	7,500	97	
	Polk	8,400	8,200	97	
	St Croix	10,000	9,800	98	
MINNESOTA					
Between 25-49%	Cottonwood	4,700	4,200	89	
	Crow Wing	11,200	10,500	94	
	Dodge	4,000	3,800	95	
	Kandiyohi	9,300	8,700	94	
	Morrison	7,800	7,300	93	
	Pine	5,300	5,000	94	
	Todd	6,900	6,400	92	
	Winona	13,200	12,600	95	
	WISCONSIN				
		Dunn	8,700	8,300	96
	Eau Claire	20,400	19,700	97	
	Washburn	3,600	3,500	96	
MINNESOTA					
Between 5-24%	Aitkin	4,000	3,800	95	
	Chippewa	5,000	4,700	94	
	Douglas	7,400	7,000	95	
	Jackson	4,500	4,300	95	
	Lyon	7,200	6,800	94	
	Martin	8,100	7,800	96	
	Olmsted	26,400	25,700	97	
	Pope	3,600	3,300	93	
	Stevens	3,200	3,100	95	
	Swift	4,200	4,000	95	
	Wadena	3,700	3,300	90	
	Yellow Medicine	4,500	4,000	90	
	WISCONSIN				
	Buffalo	4,000	3,800	96	
	Chippewa	13,700	13,300	97	

Minnesota—Rochester



KROC-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

Studio: 601 1st Ave. S.W. (55901).

Telephone: 507-288-4444.

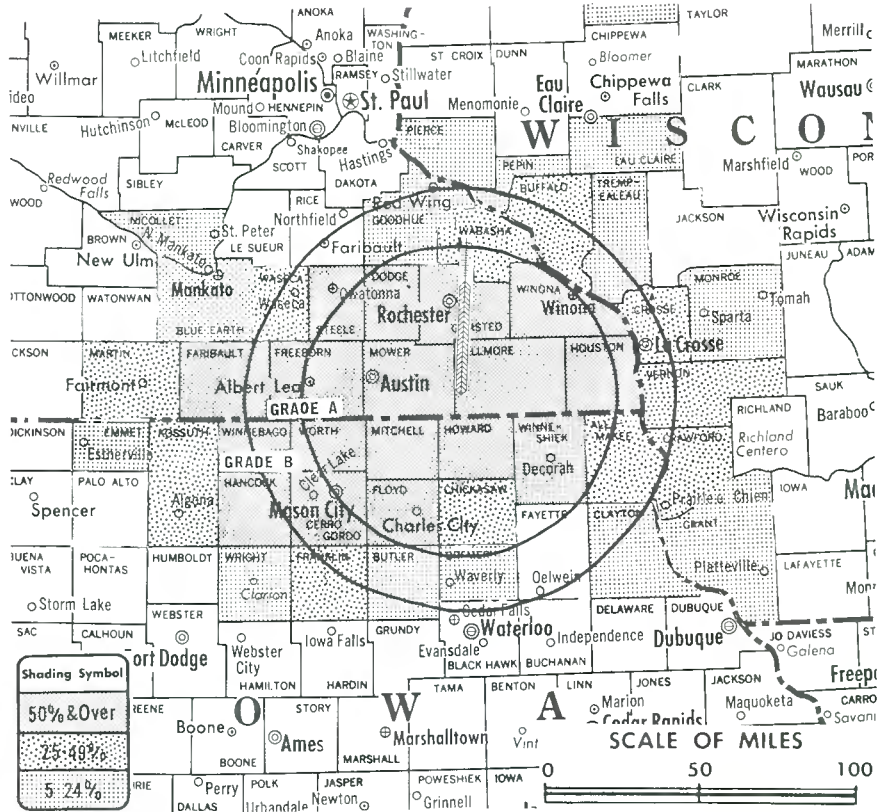
TWX No.: 910-565-2477.

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

News Wire Service: UPI.

News Film Service: UPI.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kHz (NBC).



Shading Symbol

50% & Over
25-49%
5-24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co.

Represented (engineering) by Jansky & Bailey.

Represented (legal) by Cordon & Jacob.

Personnel:

- G. DAVID GENTLING, president & chief exec. officer.
- RUSSELL E. KRUSE, general sales manager.
- GREGORY GENTLING, operations manager.
- VIRGINIA FIRNSCHILD, promotion manager.
- RONALD GRUBER, production manager.
- ROBERT W. CROSS, chief engineer.

DIGEST OF RATE CARD NO. 15—(Feb. 28, 1972)

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

Class AA—6:30-10:30 p.m., daily.

\$500.00 \$300.00 \$200.00 \$138.00 Graded rates apply*

*Highest rate: \$90.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	16,600	16,200	97
	Floyd	6,400	6,200	97
	Hancock	4,200	4,100	97
	Howard	3,600	3,400	93
	Mitchell	3,900	3,800	97
	Winnebago	4,300	4,200	97
	Winneshiak	6,200	5,900	95
	Worth	3,000	2,900	97
	MINNESOTA			
Dodge	4,000	3,800	95	
Faribault	6,900	6,600	96	
Fillmore	7,000	6,700	96	
Freeborn	11,800	11,400	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA—(Continued)			
	Houston	4,900	4,700	96
	Mower	13,400	13,100	98
	Olmsted	26,400	25,700	97
	Steele	8,400	8,200	97
Winona	13,200	12,600	95	
Between 25-49%	IOWA			
	Allamakee	4,500	4,300	96
	Chickasaw	4,500	4,300	96
	Franklin	4,600	4,500	98
	Kossuth	6,900	6,700	97
	MINNESOTA			
	Martin	8,100	7,800	96
	Wabasha	5,400	5,200	97
	Waseca	5,300	5,100	97
	WISCONSIN			
Buffalo	4,000	3,800	96	
Crawford	4,300	4,100	96	
La Crosse	24,600	24,000	98	
Vernon	7,800	7,400	95	
Between 5-24%	IOWA			
	Bremer	6,900	6,700	97
	Butler	5,700	5,500	96
	Clayton	6,500	6,200	95
	Emmet	4,400	4,100	93
	Wright	5,700	5,500	97
	MINNESOTA			
	Blue Earth	15,500	14,900	96
	Goodhue	11,200	10,800	97
	Nicollet	6,600	6,400	96
Yellow				
Medicine	4,500	4,000	90	
WISCONSIN				
Eau Claire	20,400	19,700	97	
Grant	13,600	12,800	94	
Monroe	9,500	9,100	96	
Pepin	2,100	2,000	95	
Pierce	7,700	7,500	97	
Rusk	4,400	4,200	95	
Trempealeau	7,300	6,900	94	
Station Totals		356,200	343,000	96
Net Weekly Circulation (1970-71)				148,000
Average Daily Circulation (1970-71)				82,200

Minnesota—Walker



KNMT

Ch. 12

[Affiliated with KCMT, Alexandria, Minn.]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31-kw visual, 6.17-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

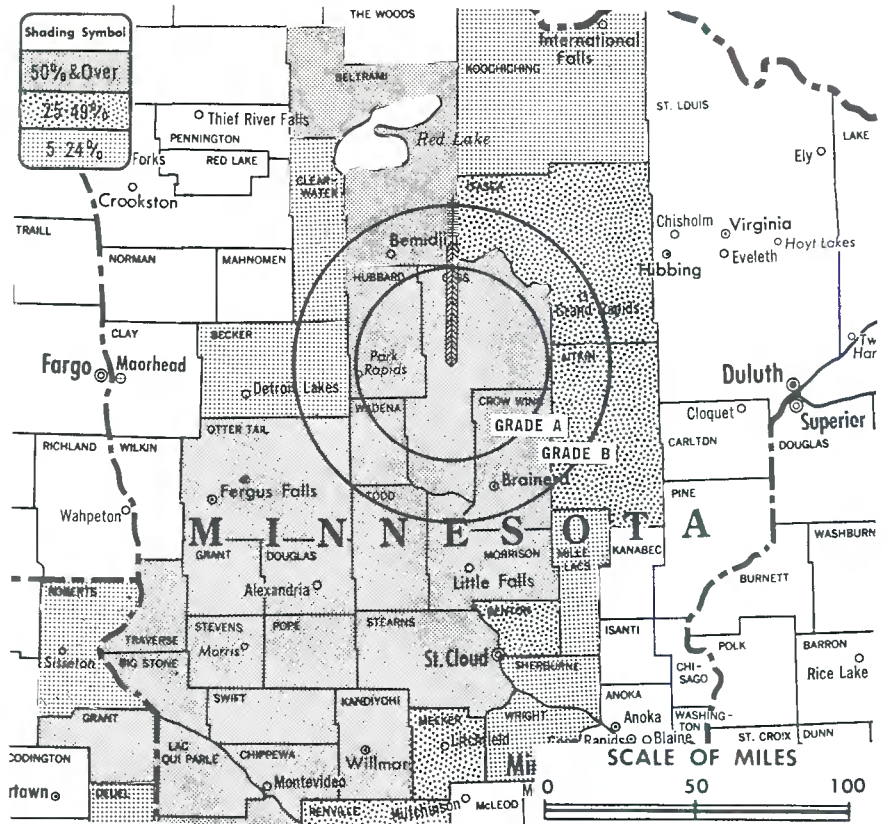
Latitude 46° 56' 03"
Longitude 94° 27' 25"

Transmitter: 3-mi. E of Hackensack.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



County coverage based on ARB study (see page 4-b).

KNMT Ref: FCC File No. BPCT-2889 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 Marmet & Webster.

Personnel:

GLENN W. FLINT, vice president & general manager.

KENNETH BECHTEL, station manager.

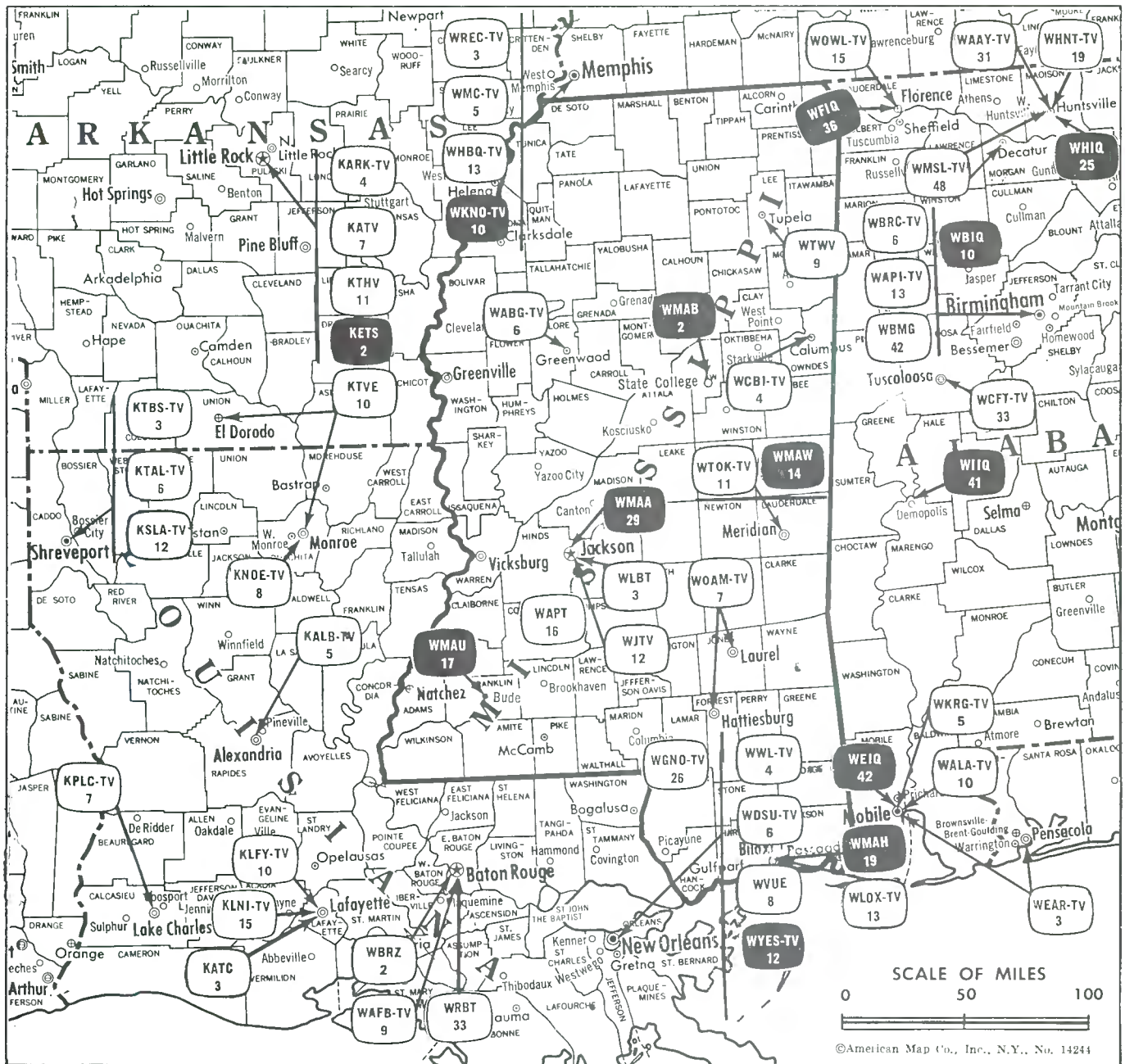
JAMES SYRDAL, sales manager.

CARL IVERSON, chief engineer.

Rates: Sold 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



Market	ARB Net Weekly		ARB ADI	
	Circulation	Rank	TV Households	Rank
Jackson	267,700	77	209,000	79
Biloxi-Gulfport-Pascagoula	120,000	150	39,600	181
Greenwood-Greenville	105,500	156	45,000	172
Meridian	98,600	160	62,200	158
Columbus	92,800	166	49,900	168
Laurel-Hattiesburg	81,200	172	53,600	166
Tupelo	52,400	194	23,400	198

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
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Mississippi

State Educational Technical Facilities (Complete Data in Educational Directory)

WMAH

Biloxi

Ch. 19

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1480-kw max. & 631-kw horizontal visual, 267-kw max. & 120-kw horizontal aural. Antenna: 1565-ft. above av. terrain, 1535-ft. above ground, 1715-ft. above sea level.

Latitude 30° 45' 15"
Longitude 88° 56' 44"

WMAU

Bude

Ch. 17

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1121-ft. above av. terrain, 1062-ft. above ground, 1542-ft. above sea level.

Latitude 31° 22' 19"
Longitude 90° 45' 05"

WMAA

Jackson

Ch. 29

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 452-kw max. & 307-kw horizontal visual, 90.4-kw max. & 61.4-kw horizontal aural. Antenna: 1958.5-ft. above av. terrain, 1850-ft. above ground, 2270-ft. above sea level.

Latitude 32° 12' 46"
Longitude 90° 22' 54"

WMAW

Meridian

Ch. 14

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1207-ft. above av. terrain, 1065-ft. above ground, 1694-ft. above sea level.

Latitude 32° 08' 18"
Longitude 89° 05' 36"

WMAB

State College

Ch. 2

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1254-ft. above av. terrain, 1086-ft. above ground, 1727-ft. above sea level.

Latitude 33° 21' 07"
Longitude 89° 08' 56"

Mississippi Station Status as of March 15, 1972

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	1	9
● Educational Television Stations	1	4	5
			14

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 Households	%
Between 25-49%	LOUISIANA			
	Concordia	6,900	6,100	88
	Richland	6,300	5,800	91
	MISSISSIPPI			
	Jones	17,500	16,700	95
	Webster	3,200	2,900	90
Between 5-24%	ARKANSAS			
	Chicot	5,500	4,800	86
	LOUISIANA			
	Catahoula	3,400	2,900	87
	Franklin	6,900	6,300	92
	West Carroll	4,100	3,700	91
	MISSISSIPPI			
	Bolivar	12,800	10,900	85
	Forrest	18,400	17,500	95
	Lamar	4,700	4,400	93
Lauderdale	21,800	20,800	95	
Noxubee	3,900	3,300	86	
Tallahatchie	5,400	4,600	86	
Wilkinson	3,000	2,600	86	

WJTV

Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI			
	Carroll	2,500	2,100	84
	Choctaw	2,700	2,400	89
	Jasper	4,700	4,400	93
	Montgomery	3,900	3,400	88
	Neshoba	6,600	6,100	93
	Newton	6,100	5,700	93
Walshall	3,700	3,300	89	
Between 5-24%	ARKANSAS			
	Chicot	5,500	4,800	86
	LOUISIANA			
	Catahoula	3,400	2,900	87
	Franklin	6,900	6,300	92
	Morehouse	9,700	9,000	93
	West Carroll	4,100	3,700	91
	MISSISSIPPI			
	Amite	4,000	3,600	89
	Bolivar	12,800	10,900	85
	Forrest	18,400	17,500	95
	Grenada	6,100	5,500	90
	Jones	17,500	16,700	95
	Lamar	4,700	4,400	93
Lauderdale	21,800	20,800	95	
Tallahatchie	5,400	4,600	86	
Webster	3,200	2,900	90	
Winston	5,700	5,100	90	

Mississippi—Biloxi-Gulfport-Pascagoula



WLOX-TV
Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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 & tape.

News Wire Service: AP, UPI.

AM Affiliate: WLOX, 1-kw (.250 night), 1490 kHz (MBS).



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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., P.O. Drawer 4596, West Biloxi Station, Biloxi, Miss. (39531).

Studio: Dubuys Rd.

Telephone: 601-388-1490.

Ownership: J. S. Love, pres., 39.05%; Mrs. J. S. Love, 24.45%; Ray Butterfield, v.p., 1.50%; Juanita Baltar, secy., 1.05%; T. B. Majure, treas., .30%; J. S. Love III, 8.950%; Mrs. Jo Love Little & Mrs. Mary E. Love McMillan, 8.925% each; Vance Thompson Estate, 4%; 9 others, none with more than 1%.

Began Operation: Sept. 15, 1962.

Represented (sales) by Savalli/Gates Inc. (national); Busby, Finch & Woods (Southern).

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

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

Personnel:

RAY BUTTERFIELD, general manager.
T. B. MAJURE, chief engineer.
EARL BLESSEY, general sales manager.
STEVE SAUCIER, program director.

DIGEST OF RATE CARD NO. 6 (March 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
	\$325.00	\$195.00	\$130.00	\$100.00	\$78.00	\$65.00
NETWORK BASE HOURLY RATE:	\$234.					

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI				
		Forrest	18,400	17,500	95
		Greene	2,600	2,300	89
		Hancock	5,100	4,800	94
		Harrison	38,900	37,400	96
		Jackson	26,500	25,300	96
		Jones	17,500	16,700	95
		Lamar	4,700	4,400	93
		Marion	7,000	6,300	90
		Pearl River	8,500	7,900	93
		Perry	2,600	2,400	91
		Stone	2,400	2,200	93
	Walthall	3,700	3,300	89	
Between 25-49%	LOUISIANA				
		Washington	13,300	12,200	92
	MISSISSIPPI				
		Covington	4,000	3,600	91
	George	3,800	3,600	96	
	Wayne	5,100	4,600	90	
Between 5-24%	ALABAMA				
		Mobile	93,200	90,000	97
	LOUISIANA				
		St Tammany	19,300	18,400	95
	MISSISSIPPI				
		Amite	4,000	3,600	89
		Jasper	4,700	4,400	93
		Jefferson			
	Davis	3,700	3,300	88	
	Pike	9,800	8,900	91	
	Smith	4,100	3,700	91	
Station Totals			302,900	286,800	95
Net Weekly Circulation (1970-71)					120,000
Average Daily Circulation (1970-71)					62,600

Mississippi—Columbus



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"
Longitude 88° 23' 38"

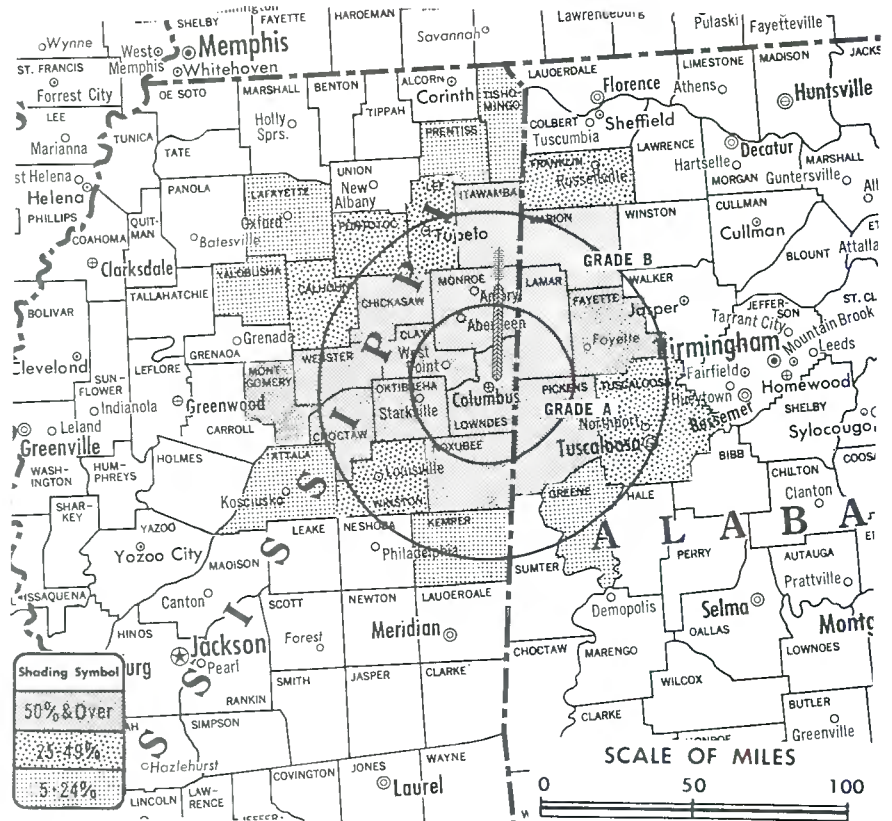
Transmitter: Hwy. 12, 4-mi. NE of Columbus.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kHz (MBS).



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WCBI-TV Ref: FCC File No. BMPCT-4247 Granted 12/9/69

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

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, Box 271 (39701).

Telephone: 601-328-5631.

TWX No.: 510-982-9481.

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.

DIGEST OF RATE CARD NO. 11 (July 1, 1969)

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

Class AA—6:30-10 p.m., daily.

\$375.00 \$250.00 \$150.00 \$85.00 \$55.00 \$50.00 \$30.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Fayette	5,400	5,000	93
	Lamar	4,800	4,400	93
	Marion	7,700	7,300	94
	Pickens	6,000	5,300	89
	MISSISSIPPI			
	Chickasaw	5,100	4,600	91
	Choctaw	2,700	2,400	89
	Clay	5,300	4,800	91
	Itawamba	5,400	5,000	93
Lowndes	14,500	13,700	94	
Monroe	10,800	10,000	93	
Montgomery	3,900	3,400	88	
Noxubee	3,900	3,300	86	
Oktibbeha	8,000	7,100	89	
Webster	3,200	2,900	90	
Between 25-49%	ALABAMA			
	Franklin	8,000	7,400	92
	Tuscaloosa	33,300	31,400	94
	MISSISSIPPI			
	Calhoun	4,500	4,100	91
Lee	14,700	13,700	93	
Pontotoc	5,700	5,300	92	
Winston	5,700	5,100	90	
Between 5-24%	ALABAMA			
	Greene	3,000	2,500	84
	MISSISSIPPI			
	Attala	6,100	5,500	89
	Kemper	2,900	2,600	88
	Lafayette	6,700	6,200	92
Prentiss	6,500	6,000	93	
Tishomingo	5,200	4,700	90	
Yalobusha	3,700	3,300	89	
Station Totals		192,700	177,000	92
Net Weekly Circulation (1970-71)				92,800
Average Daily Circulation (1970-71)				64,900

Mississippi—Greenwood-Greenville



WABG-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

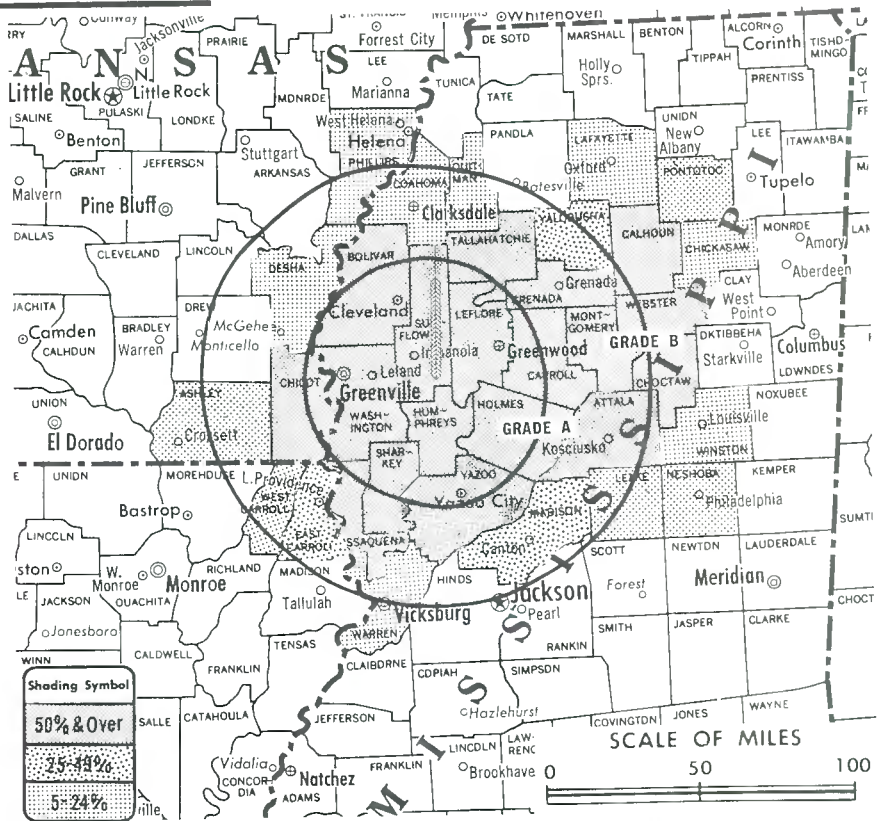
Transmitter: 3¾ mi. NE of Inverness, Miss.

Color: Network, live, film & slide.

News Wire Service: AP.

Telephone: 601-453-4001.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kc.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WABG-TV Ref: FCC File No. BPCT-3852 Granted 2/25/66

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

WABG-TV

Licensee: Mississippi Telecasting Co. Inc., P.O. Box 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 Savalli/Gates 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. 6 (Feb. 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-9:59 p.m., daily.	\$408	\$245	\$163	\$120*	\$72*	\$66*

*Class AA—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$354.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Chicot	5,500	4,800	86
	MISSISSIPPI			
	Attala	6,100	5,500	89
	Bolivar	12,800	10,900	85
	Calhoun	4,500	4,100	91
	Carrall	2,500	2,100	84
	Choctaw	2,700	2,400	89
	Grenada	6,100	5,500	90

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI—(Continued)			
	Holmes	6,500	5,700	88
	Humphreys	3,800	3,400	89
	Issaquena	700	600	86
	Leflore	12,100	10,700	89
	Montgomery	3,900	3,400	88
	Sharkey	2,300	2,000	88
	Sunflower	9,100	7,800	86
	Tallahatchie	5,400	4,600	86
	Washington	20,100	18,100	90
	Webster	3,200	2,900	90
Yazoo	8,000	7,200	91	
Between 25-49%	LOUISIANA			
	East Carroll	3,600	3,100	87
	MISSISSIPPI			
	Madison	7,800	7,000	90
	Yalobusha	3,700	3,300	89
Between 5-24%	ARKANSAS			
	Ashley	7,600	6,900	91
	Desha	5,700	5,100	90
	Phillips	11,800	10,400	88
	LOUISIANA			
	West Carroll	4,100	3,700	91
	MISSISSIPPI			
	Chickasaw	5,100	4,600	91
	Coahoma	11,500	10,100	88
	Lafayette	6,700	6,200	92
	Leake	5,400	5,000	92
	Neshoba	6,600	6,100	93
	Pontotoc	5,700	5,300	92
Quitman	4,400	3,900	89	
Warren	13,900	12,800	92	
Winston	5,700	5,100	90	
Station Totals		224,600	200,300	89
Net Weekly Circulation (1970-71)			105,500	
Average Daily Circulation (1970-71)			65,200	

Mississippi—Jackson



WAPT



Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

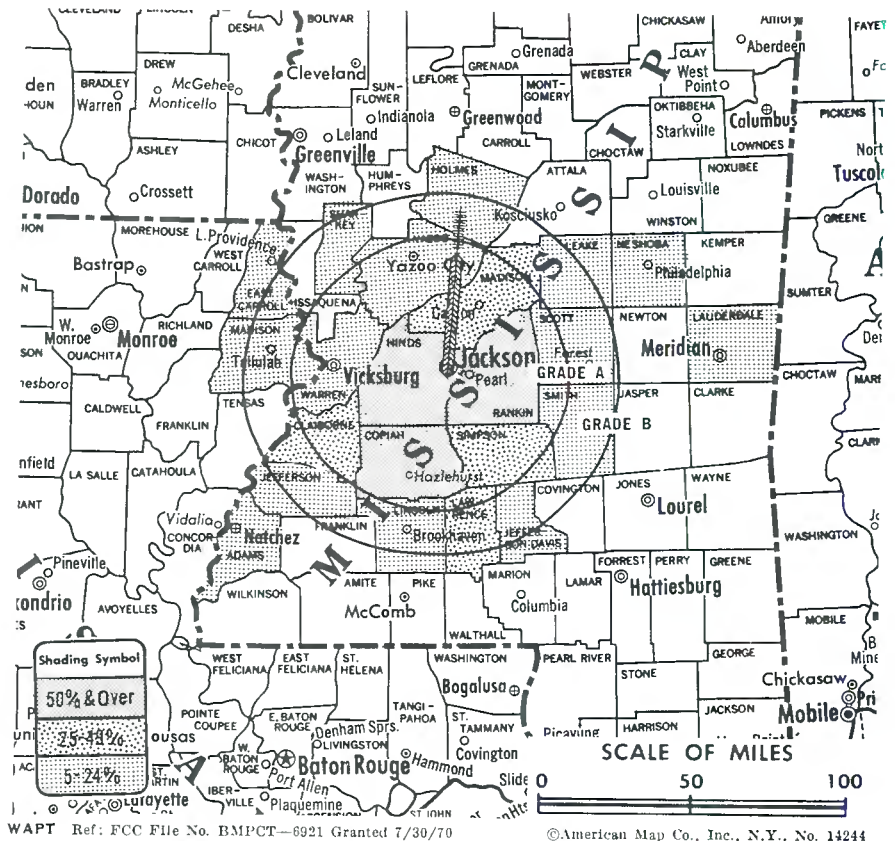
Latitude 32° 16' 39"
Longitude 90° 17' 41"

Transmitter: Ammac Dr.

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

TV tape: Recording facilities.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WAPT

Licensee: American Public Life Broadcasting Co., Box 10297, Jackson (39209).

Studio: Ammac Drive.

Telephone: 601-922-1607.

TWX No.: 810-966-2734.

Ownership: American Public Life Insurance Co., 100%. Richard O. Rush, who owns 53% of American Public Life, also owns 50% of WRBT, Ch. 33 Baton Rouge, La.

Began Operation: October 3, 1970.

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

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

RICHARD O. RUSH, president.
DON MOORE, executive vice president & general manager.
JERRY COLVIN, station manager & sales manager.
JACK REA, operations manager.
JOE ROOT, production manager.
GEORGE CAUSEY, chief engineer.
ARNOLD YOUNG, comptroller.

DIGEST OF RATE CARD NO. 4 (Feb. 1, 1972)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10:30 p.m., daily.	\$385	\$230	\$165	\$125	\$100	\$90
NETWORK BASE HOURLY RATE:	\$175.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Copiah	7,200	6,600	92
	Hinds	65,500	62,900	96
	Rankin	11,900	11,200	94
Between 25-49%	MISSISSIPPI			
	Claiborne	2,800	2,400	87
	Lawrence	3,400	3,100	90
	Madison	7,800	7,000	90
	Simpson	6,100	5,700	93
Between 5-24%	LOUISIANA			
	East Carroll	3,600	3,100	87
	Madison	4,500	4,000	88
	MISSISSIPPI			
	Adams	11,400	10,400	91
	Holmes	6,500	5,700	88
	Jefferson	2,400	2,000	84
	Jefferson			
	Davis	3,700	3,300	88
	Lauderdale	21,800	20,800	95
	Leake	5,400	5,000	92
Lincoln	8,400	7,700	92	
Neshoba	6,600	6,100	93	
Scott	6,400	5,900	93	
Sharkey	2,300	2,000	88	
Smith	4,100	3,700	91	
Warren	13,900	12,800	92	
Yazoo	8,000	7,200	91	
Station Totals		213,700	198,600	93
Net Weekly Circulation (1970-71)				62,100
Average Daily Circulation (1970-71)				34,400

Mississippi—Jackson



WJTV

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). 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.

News Film Service: CBS.

AM Affiliate: WSLI, 5-kw, 930 kHz (ABC).

FM Affiliate: WSLI-FM, 80-kw, 96.3 MHz (No. 242), 1420-ft.

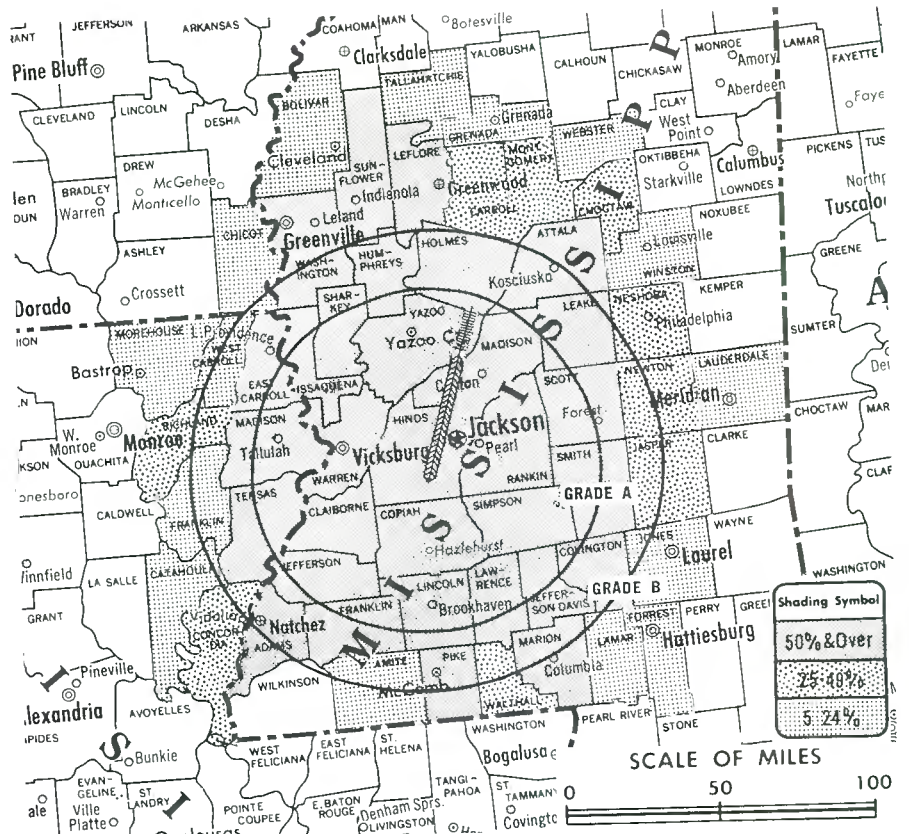
*Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV % and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJTV Ref: FCC File No. BPCT-2540 Granted 1/10/62

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

WJTV

Network Service: CBS.

Licensee: Capitol 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%. For other Lanford interests, see KALB-TV, Alexandria, La. Capitol Bcstg. also owns KKTU, Colorado Springs, Colo.

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 & Rowe.

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

Personnel:

L. M. SEPAUGH, general manager.

OWENS F. ALEXANDER, station, national sales manager & film buyer.

WILL CRULL, sales coordinator.

L. M. SEPAUGH JR., film director.

C. A. PERKINS, chief engineer.

VASSAR DUBARD, program administrator.

RAY McGRATH, public affairs & promotion.

JOE ASHKER, production director.

DIGEST OF RATE CARD NO. A19—(July 5, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$800.00	\$500.00	\$375.00	..	\$180.00*	\$100.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$850.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA				
	East Carroll	3,600	3,100	87
	Madison	4,500	4,000	88
	Tensas	2,900	2,500	87
MISSISSIPPI				
	Adams	11,400	10,400	91
	Attala	6,100	5,500	89
	Claiborne	2,800	2,400	87
	Copiah	7,200	6,600	92
	Covington	4,000	3,600	91
	Franklin	2,500	2,200	88
	Hinds	65,500	62,900	96
	Holmes	6,500	5,700	88
	Humphreys	3,800	3,400	89
	Issaquena	700	600	86
	Jefferson	2,400	2,000	84
50% & Over				
	Jefferson Davis	3,700	3,300	88
	Lawrence	3,400	3,100	90
	Leake	5,400	5,000	92
	Leflore	12,100	10,700	89
	Lincoln	8,400	7,700	92
	Madison	7,800	7,000	90
	Marion	7,000	6,300	90
	Pike	9,800	8,900	91
	Rankin	11,900	11,200	94
	Scott	6,400	5,900	93
	Sharkey	2,300	2,000	88
	Simpson	6,100	5,700	93
	Smith	4,100	3,700	91
	Sunflower	9,100	7,800	86
	Warren	13,900	12,800	92
	Washington	20,100	18,100	90
	Yazoo	8,000	7,200	91

Between 25-49%	LOUISIANA	Total Households	TV Households	%
	Concordia	6,900	6,100	88
	Richland	6,300	5,800	91

(Continued on page 424-b)

Station Totals	436,000	399,300	92
Net Weekly Circulation (1970-71)			237,600
Average Daily Circulation (1970-71)			155,800

Mississippi—Jackson



WLBT

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

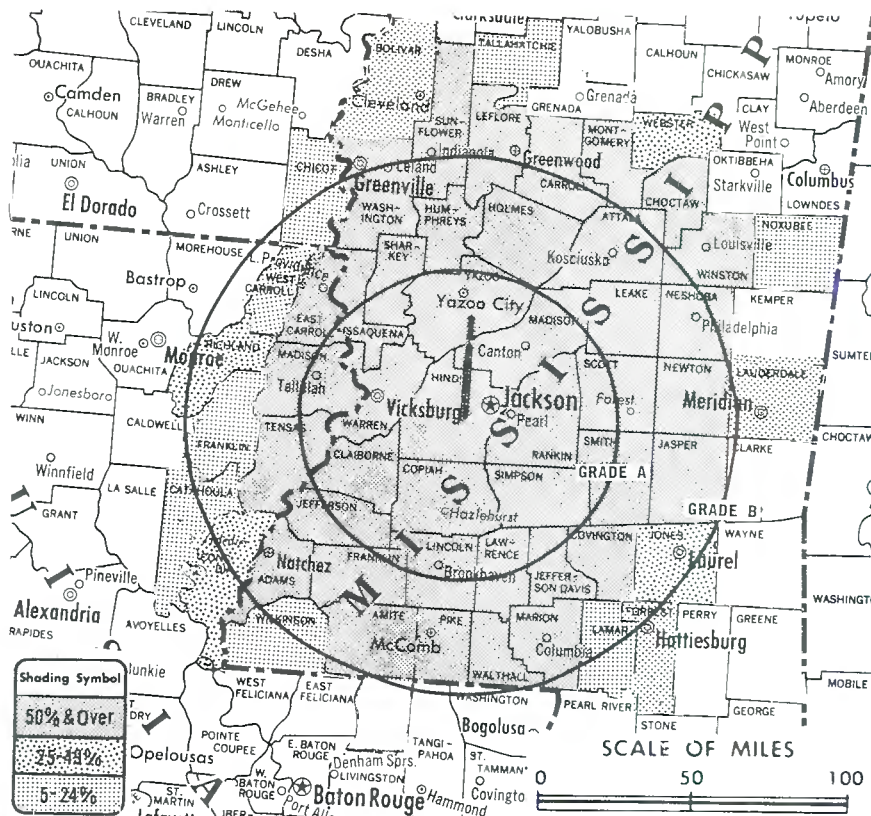
Latitude 32° 12' 46"
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

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



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WLBT Ref: FCC File No. BPCT-3807 Granted 9/21/66

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

WLBT

Network Service: NBC.

Licensee: Communications Improvement Inc., Box 1712, Jackson, Miss. (39205).

Studio: 715 S. Jefferson St. (39201).

Telephone: 601-948-3333. TWX No.: 601-948-0726.

Ownership: Communications Improvement Inc., a non-profit corp. Kenneth L. Dean, pres.; Aaron Shirley, v.p.; Jackson O. Shuford Jr., secy.-treas.

Began Operation: Dec. 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted to present licensee which is not an applicant for regular authorization, June 2, 1971. Communications Improvement began operation July 14, 1971.

Represented (sales) by H-R Television.

Represented (legal) by Moore, Berson, Hamburg & Bernstein.

Personnel:

- BOB McRANEY JR., general manager.
- HOMER MANN, commercial manager.
- HEWITT GRIFFIN, program director & film buyer.
- MILTON HOLCOMBE, promotion director.
- FORREST COX, farm director.
- DAVE MIEHER, news director.
- FLOYD KINARD, chief engineer.
- HARRY BICKELHAUPT, assistant commercial manager.
- NEHEMIAH FLOWERS, public affairs director.
- EMERY EDWARDS, production director.

DIGEST OF RATE CARD NO. 16—(May 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:59-9:59 p.m., daily.

\$800.00 \$480.00 \$320.00 \$270.00 Graded rates apply*

*Highest average rate: \$159.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	East Carroll	3,600	3,100	87
	Madison	4,500	4,000	88
	Tensas	2,900	2,500	87

Net Weekly Circulation	State County	Total Households	TV Households	%
MISSISSIPPI				
	Adams	11,400	10,400	91
	Amite	4,000	3,600	89
	Attala	6,100	5,500	89
	Carroll	2,500	2,100	84
	Choctaw	2,700	2,400	89
	Claiborne	2,800	2,400	87
	Copiah	7,200	6,600	92
	Covington	4,000	3,600	91
	Franklin	2,500	2,200	88
	Hinds	65,500	62,900	96
	Holmes	6,500	5,700	88
	Humphreys	3,800	3,400	89
	Issaquena	700	600	86
	Jasper	4,700	4,400	93
	Jefferson	2,400	2,000	84
	Jefferson Davis	3,700	3,300	88
	Lawrence	3,400	3,100	90
50% & Over	Leake	5,400	5,000	92
	Leflore	12,100	10,700	89
	Lincoln	8,400	7,700	92
	Madison	7,800	7,000	90
	Marion	7,000	6,300	90
	Montgomery	3,900	3,400	88
	Neshoba	6,600	6,100	93
	Newton	6,100	5,700	93
	Pike	9,800	8,900	91
	Rankin	11,900	11,200	94
	Scott	6,400	5,900	93
	Sharkey	2,300	2,000	88
	Simpson	6,100	5,700	93
	Smith	4,100	3,700	91
	Sunflower	9,100	7,800	86
	Walthall	3,700	3,300	89
	Warren	13,900	12,800	92
Washington	20,100	18,100	90	
Winston	5,700	5,100	90	
Yazoo	8,000	7,200	91	

(Continued on page 424-b)

Station Totals	427,100	390,700	91
Net Weekly Circulation (1970-71)		267,700	
Average Daily Circulation (1970-71)		180,100	

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. of Eastabuchie.

Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

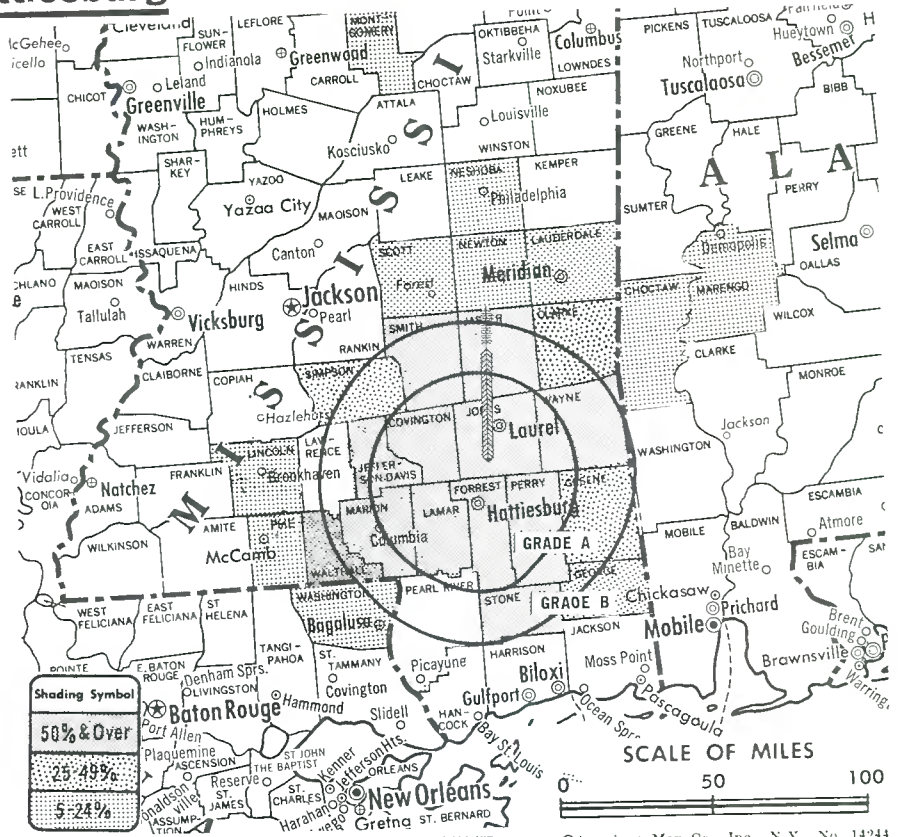
Telephones: 601-582-7117, Hattiesburg; 601-428-4188, Laurel.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Represented (engineering) by Gautney & Jones.



WDAM-TV Ref: FCC File No. BPCT-2031 Granted 2/20/57

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WDAM-TV

Network Service: NBC.

Licensee: Chapman TV of Tuscaloosa Inc., Box 1978, Hattiesburg, Miss. (39401).

Ownership: Wm. S. Smylie, pres., 10.42%; 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%; Mrs. J. F. Thompson, 8.33%. 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 Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

MARVIN REUBEN, v.p., general manager & film buyer.
JERRY KEITH, v.p., sales manager & exec. news director.
NELL SUMRALL, program director.
BOBBY J. SMITH, chief engineer & operations manager.
CLIFF BROWN, news director.
EMILIE RUNDELL, traffic manager.
ROGER BRINEGAR, production manager.
JIMMY PIPPEN, assistant production manager.

DIGEST OF RATE CARD NO. 7—(Aug. 2, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:59-9:31 p.m., daily.
\$400.00 \$240.00 \$160.00 \$130.00 \$80.00 \$65.00 \$40.00
NETWORK BASE HOURLY RATE: \$375 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI				
		Covington	4,000	3,600	91
		Forrest	18,400	17,500	95
		Jasper	4,700	4,400	93
		Jefferson			
		Davis	3,700	3,300	88
		Jones	17,500	16,700	95
		Lamar	4,700	4,400	93
		Marion	7,000	6,300	90
		Perry	2,600	2,400	91
		Smith	4,100	3,700	91
		Stone	2,400	2,200	93
	Walshall	3,700	3,300	89	
	Wayne	5,100	4,600	90	
Between 25-49%	MISSISSIPPI				
		Clarke	4,700	4,300	92
		Greene	2,600	2,300	89
	Simpson	6,100	5,700	93	
Between 5-24%	ALABAMA				
		Choctaw	4,700	4,100	88
		Marengo	6,900	6,100	88
	LOUISIANA				
		Washington	13,300	12,200	92
	MISSISSIPPI				
		George	3,800	3,600	96
		Lauderdale	21,800	20,800	95
		Lincoln	8,400	7,700	92
		Montgomery	3,900	3,400	88
	Neshoba	6,600	6,100	93	
	Newton	6,100	5,700	93	
	Pike	9,800	8,900	91	
	Scott	6,400	5,900	93	
Station Totals			183,000	169,200	92
Net Weekly Circulation (1970-71)					81,200
Average Daily Circulation (1970-71)					57,200

For NBC Network Listing
See Services Volume

Mississippi—Meridian



WTOK-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTOK-TV Ref: FCC File No. BMPT-3043 Granted 5/2/55

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

WTOK-TV

Network Service: CBS, ABC.

Licensee: Southern Television Corp., Box 2988, Meridian, Miss. (39301).

Studio: Southern Bldg.

Telephone: 601-693-1441. 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 Avery-Knodel Inc.

Represented (engineering) by Gautney & Jones.

Represented (legal) by McKenna, Wilkinson & Kittner.

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. 10 (June 28, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.						
\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$80.00	\$50.00

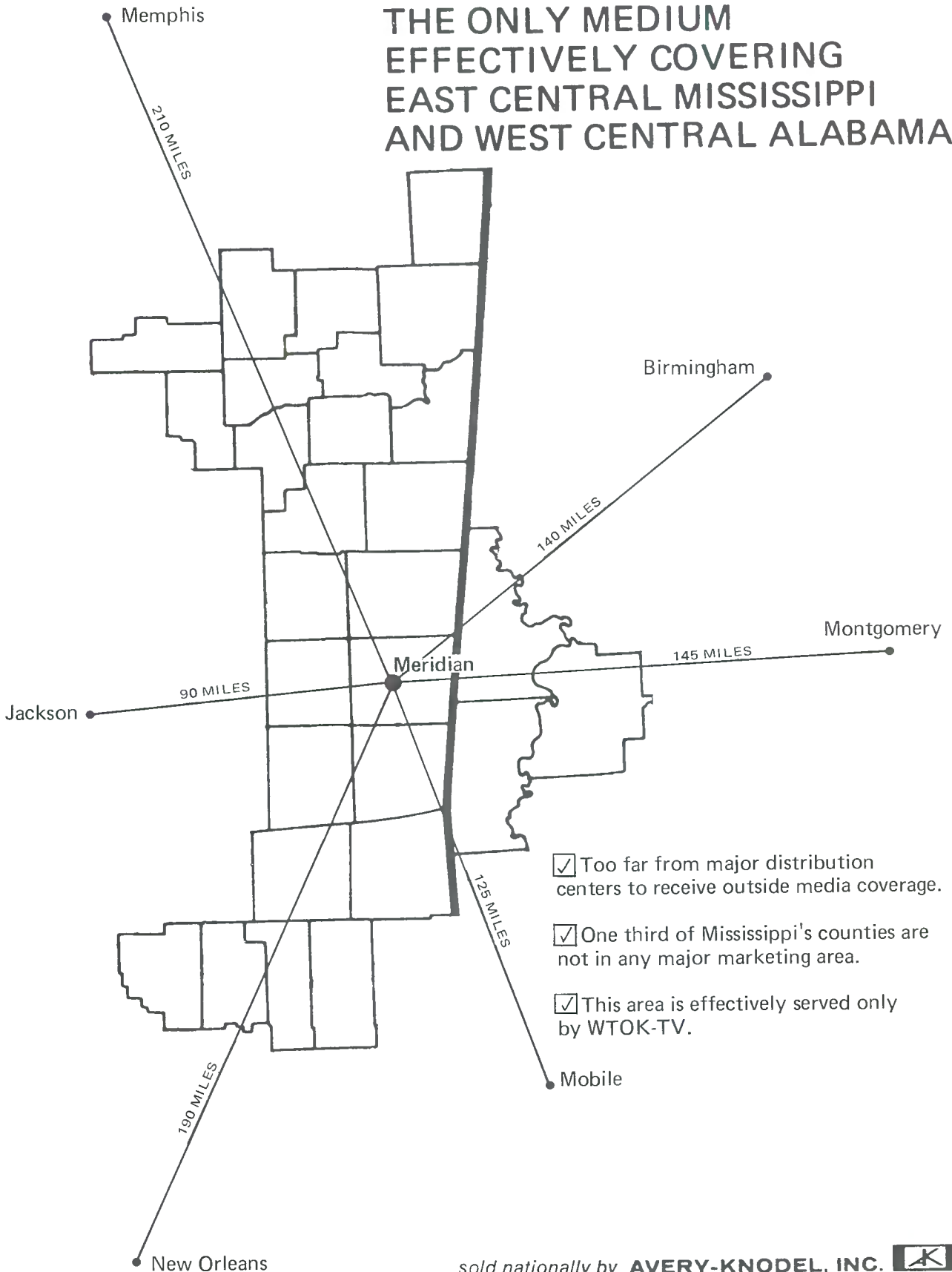
NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Choctaw	4,700	4,100	88
	Greene	3,000	2,500	84
	Marengo	6,900	6,100	88
	Sumter	4,700	4,100	88
	MISSISSIPPI			
	Clarke	4,700	4,300	92
	Jasper	4,700	4,400	93
	Jones	17,500	16,700	95
	Kemper	2,900	2,600	88
Between 25-49%	Lauderdale	21,800	20,800	95
	Neshoba	6,600	6,100	93
	Newton	6,100	5,700	93
	Noxubee	3,900	3,300	86
	Wayne	5,100	4,600	90
	Winston	5,700	5,100	90
	ALABAMA			
	Hale	4,200	3,700	87
	MISSISSIPPI			
	Oktober	8,000	7,100	89
Scott	6,400	5,900	93	
Between 5-24%	ALABAMA			
	Clarke	7,900	7,100	89
	Dallas	15,900	14,500	91
	Pickens	6,000	5,300	89
	Tuscaloosa	33,300	31,400	94
	Wilcox	4,300	3,700	85
	MISSISSIPPI			
	Attala	6,100	5,500	89
	Choctaw	2,700	2,400	89
	Clay	5,300	4,800	91
Forrest	18,400	17,500	95	
Lowndes	14,500	13,700	94	
Smith	4,100	3,700	91	
Station Totals		235,400	216,700	92
Net Weekly Circulation (1970-71)				98,600
Average Daily Circulation (1970-71)				69,800

WTOK-TV MERIDIAN

A CBS Affiliate

THE ONLY MEDIUM
EFFECTIVELY COVERING
EAST CENTRAL MISSISSIPPI
AND WEST CENTRAL ALABAMA



- Too far from major distribution centers to receive outside media coverage.
- One third of Mississippi's counties are not in any major marketing area.
- This area is effectively served only by W TOK-TV.

sold nationally by **AVERY-KNODEL, INC.** 

Mississippi—Tupelo

WTWV
Ch. 9

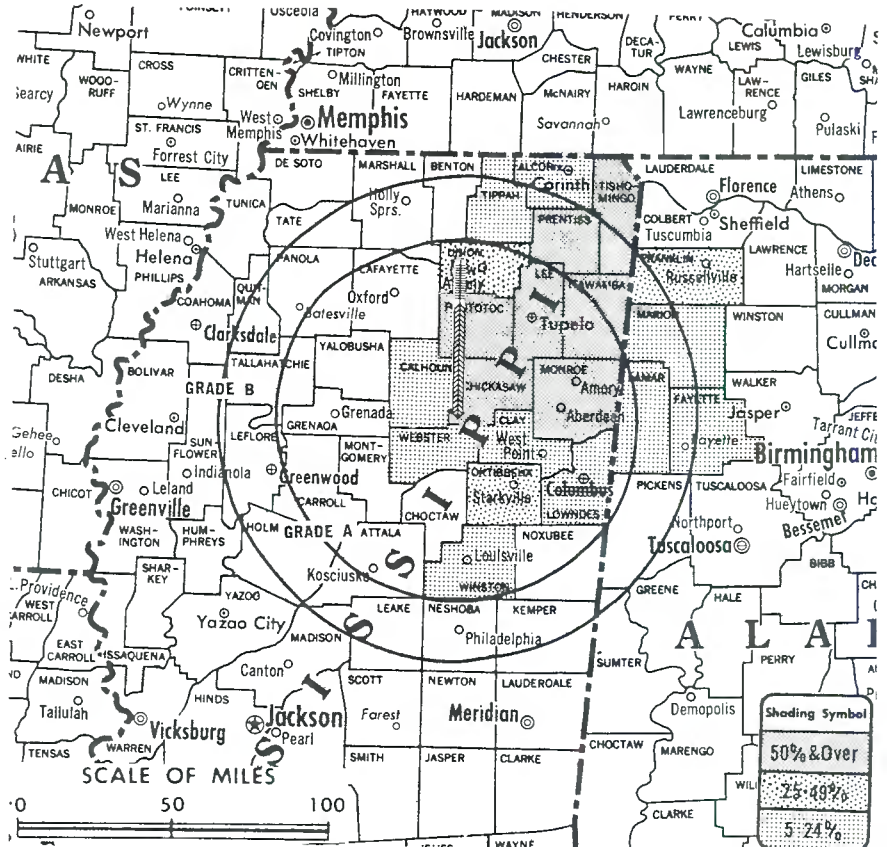
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTWV Ref: FCC File No. BPC-4384 Granted 3/17/71

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

WTWV

Network Service: NBC.

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 estate, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%. Note: Central Television Inc., which is controlled by Frank K. Spain, also owns off-air WHTV, Meridian.

Began Operation: March 18, 1957.

Represented (legal) by Haley, Bader & Potts.

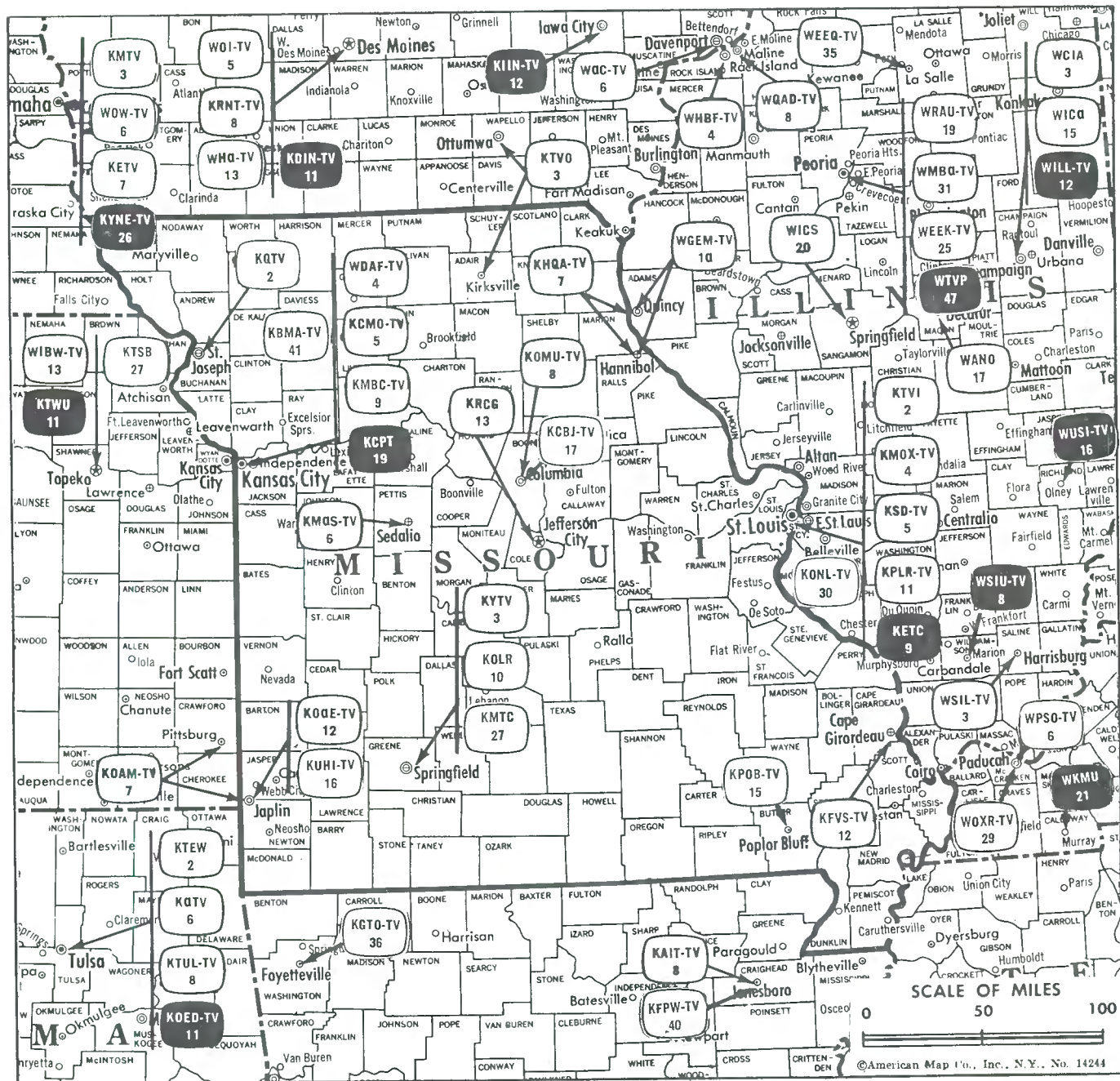
Personnel:

FRANK K. SPAIN, president.
PAUL A. MOORE, executive vice president.
JOHN E. CLARK, vice president, administration.
CHARLES H. HICKS JR., station & sales manager.
CHARLES ED BISHOP, program director.
JIMMIE A. STEMBRIDGE, chief engineer.
BOB YOUNG, operations manager.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$265.00	\$160.00	\$105.00	\$90.00	\$75.00	\$45.00 \$23.00
NETWORK BASE HOURLY RATE: \$175.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Chickasaw	5,100	4,600	91
	Itawamba	5,400	5,000	93
	Lee	14,700	13,700	93
	Monroe	10,800	10,000	93
	Pontotoc	5,700	5,300	92
Between 25-49%	Prentiss	6,500	6,000	93
	Tishomingo	5,200	4,700	90
	ALABAMA			
Franklin	8,000	7,400	92	
Between 5-24%	MISSISSIPPI			
	Oktibbeha	8,000	7,100	89
Union	6,300	6,000	96	
Between 5-24%	ALABAMA			
	Fayette	5,400	5,000	93
	Lamar	4,800	4,400	93
	Marion	7,700	7,300	94
	MISSISSIPPI			
	Alcorn	9,000	8,300	92
	Calhoun	4,500	4,100	91
	Clay	5,300	4,800	91
	Lowndes	14,500	13,700	94
	Tippah	5,000	4,700	94
Webster	3,200	2,900	90	
Winston	5,700	5,100	90	
MISSOURI				
Dunklin	11,800	11,000	93	
Station Totals		152,600	141,100	92
Net Weekly Circulation (1970-71)			52,400	
Average Daily Circulation (1970-71)			30,500	



Missouri Station Status as of March 15, 1972

	VHF	UHF	TOTAL
○ Commercial Television Stations	17	6	23
● Educational Television Stations	1	1	2
			25

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Missouri

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
St. Louis	844,900	14	885,000	12
Kansas City	674,900	23	579,300	23
Paducah-Cape Girardeau-Harrisburg	229,500	90	241,100	72
Joplin-Pittsburg	160,200	121	132,600	116
Springfield	159,700	122	175,800	90
St. Joseph	144,200	131	46,600	169
Quincy-Hannibal	128,300	144	123,100	123
Columbia-Jefferson City	120,800	149	119,900	126
Ottumwa-Kirksville	96,900	164	31,900	190

State Educational Technical Facilities

(Complete Data in Educational Directory)

KCPT

Kansas City

Ch. 19

Non-Commercial Educational Station

Licensee: Community-Service Broadcasting Mid-America Inc., 1600 Federal Reserve Bank Bldg., Kansas City, Mo. (64106).

Technical Facilities: Channel No. 19 (500-506 MHz). 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 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 1078-ft. above av. terrain, 1073-ft. above ground, 1648-ft. above sea level.

Latitude 38° 28' 56"
Longitude 90° 23' 53"

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.)

KTVO, Kirksville

(See Ottumwa, Iowa)

KFVS-TV, Cape Girardeau

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Caldwell	4,600	4,200	92
	Calloway	9,800	9,300	95
	MISSOURI			
	Dunklin	11,800	11,000	93
	Iron	3,200	2,900	92
	Madison	3,100	2,900	93
	Pemiscot	8,300	7,700	93
	TENNESSEE			
	Dyer	10,600	10,000	95
Between 5-24%	ARKANSAS			
	Mississippi	18,500	17,300	93
	Randolph	4,200	3,800	89
	ILLINOIS			
	Clay	5,100	4,700	92
	Marion	13,600	13,000	96
	Randolph	9,900	9,500	96
	White	6,200	5,700	91
	KENTUCKY			
	Christian	15,200	14,500	95
	Union	4,500	4,300	95
	MISSOURI			
	Dent	4,400	3,900	88
	Oregon	3,300	2,800	84
Shannon	2,500	2,100	84	
TENNESSEE				
Carroll	9,000	8,300	93	
Gibson	16,600	15,600	94	
Henry	8,300	7,700	93	

Missouri—Cape Girardeau



KFVS-TV

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). 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: 310 Broadway.

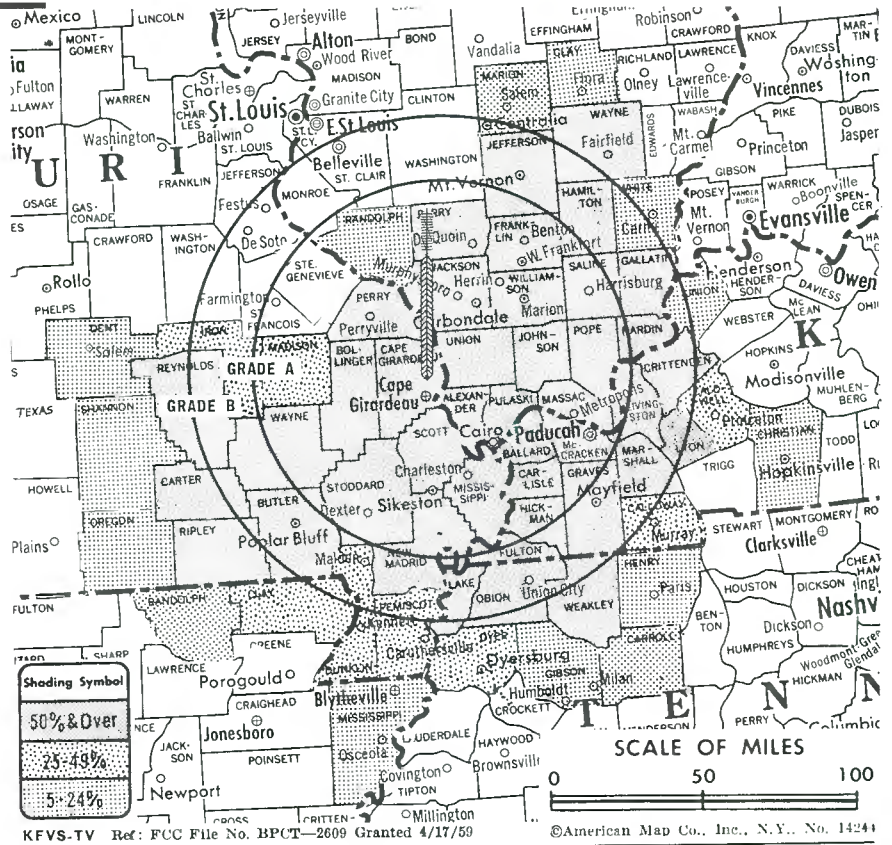
Telephone: 314-335-5511.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

AM Affiliate: KFVS, 5-kw (5 kw night), 960 kHz.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

KFVS-TV Ref: FCC File No. BPCT-2609 Granted 4/17/59

©American Map Co., Inc., N.Y., No. 14241

KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. (63701).

Ownership: Oscar C. Hirsch, pres., 88.67%; Robert O. Hirsch, v.p., 3.33%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; James F. Hirsch & Marjorie H. Deimund, 3.33% each. 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. 25 (April 15, 1971)

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

Class AA—6-9:59 p.m., daily.

\$600.00 \$360.00 \$240.00 \$200.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Alexander	4,300	4,000	92
	Franklin	14,600	13,800	95
	Galatin	2,600	2,400	91
	Hamilton	3,200	2,900	90
	Hardin	1,800	1,700	95
50% & Over	Jackson	16,900	15,900	94
	Jefferson	10,900	10,200	94
	Johnson	2,800	2,600	93
	Massac	4,900	4,600	94
	Perry	7,100	6,700	95
	Pope	1,300	1,200	90
	Pulaski	3,000	2,800	92
	Saline	9,700	9,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Union	5,600	5,300	95
	Wayne	6,100	5,600	91
	Williamson	17,600	16,700	95
KENTUCKY				
	Ballard	2,900	2,800	96
	Carlisle	2,100	2,000	97
	Crittenden	3,100	2,900	93
	Fulton	3,400	3,200	95
	Graves	11,000	10,600	96
	Hickman	2,200	2,100	95
	Livingston	2,800	2,600	94
	Lyon	1,700	1,600	93
	Mc Cracken	20,500	19,800	97
	Marshall	7,000	6,800	97
50% & Over	MISSOURI			
	Bollinger	3,000	2,800	92
	Butler	12,000	11,100	92
	Cape Girardeau	16,200	15,500	96
	Carter	1,300	1,100	83
	Mississippi	5,300	5,000	95
	New Madrid	7,400	6,900	93
	Perry	4,600	4,300	94
	Reynolds	2,200	1,900	88
	Ripley	3,400	2,900	85
	Scott	10,700	10,300	96
	Stoddard	8,800	8,300	95
	Wayne	3,000	2,700	91
TENNESSEE				
	Lake	2,400	2,200	93
	Obion	10,700	10,200	95
	Weakley	9,800	9,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Clay	6,500	6,000	92

(Continued on page 436-b)

Station Totals	449,100	421,600	94
Net Weekly Circulation (1970-71)	227,100		
Average Daily Circulation (1970-71)	173,200		

Missouri—Columbia



KCBJ-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 740-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

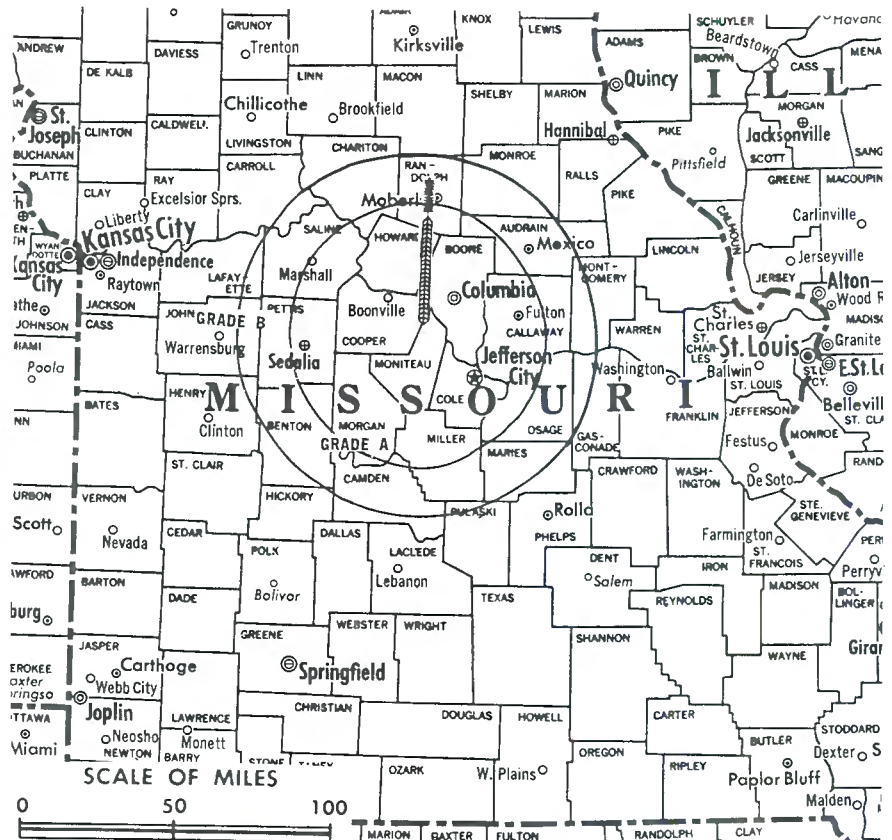
Transmitter: 3.5-mi. W of James-town.

TV tape: Recording facilities.

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

News Wire Service: AP.

ARB Data: Not available.



KCBJ-TV Ref: FCC File No. BMPCT-7323 Granted 7/14/71

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

KCBJ-TV

Network Service: ABC.

Licensee: Channel Seventeen Inc., Box 1072, Columbia, Mo. (65201).

Studio: 14 S. 7th St. (65201).

Telephone: 314-449-0917.

Ownership: Richard E. Koenig, pres., 55%; Robert H. Koenig, 45%.

Began Operation: Dec. 5, 1971.

Represented (legal) by Bilger & Blair.

Personnel:

RICHARD KOENIG, president & general manager.

L. WAYNE HILL, station & sales manager.

TOM JOHNS, chief engineer.

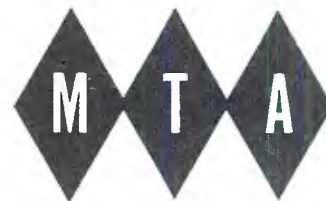
SYLVIA G. SHENK, program director.

DAVID McCLELLAN, promotion & sports manager.

DIGEST OF RATE CARD NO. 1

(Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-9:59 p.m., daily.						
.....	\$50.00	\$50.00	\$25.00



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Missouri—Columbia



KOMU-TV



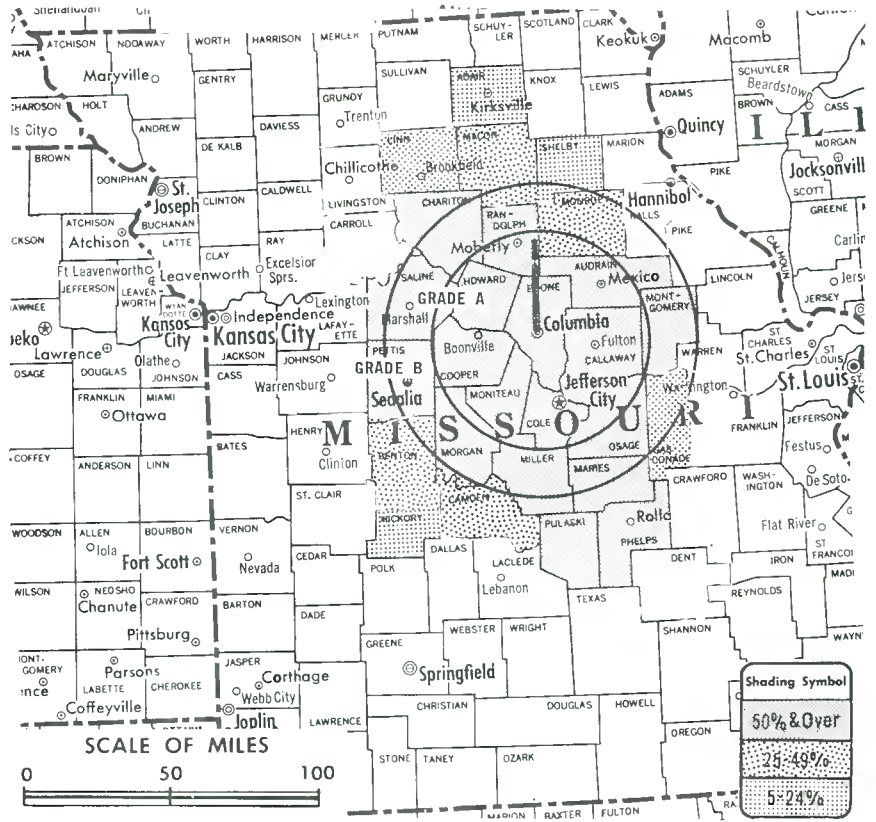
Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 30.2-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, live, film, slide & tape.
News Wire Service: AP, UPI.
News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KOMU-TV Ref: FCC File No. BMPCT—7084 Granted 11/14/69

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

KOMU-TV

Network Service: NBC.
Licensee: Curators of the University of Missouri, Columbia, Mo. (65201).
Studio: Hwy. 63 South.
Telephone: 314-442-1122.
TWX No.: 910-760-1444.
Ownership: University of Missouri.
Began Operation: Dec. 21, 1953.
Represented (sales) by Avery-Knodel Inc.
Represented (legal) by Fisher, Wayland, Southmayd & Cooper.
Represented (engineering) by Lohnes & Culver.
Personnel:
ROBERT E. DRESSLER, general manager.
DON RUGGLES, sales manager.
MONTE GURWIT, program director.
ROD GELATT, director of public affairs.
ROGER ALLBEE, operations manager.
WILLIAM J. REAGAN, chief engineer.

DIGEST OF RATE CARD NO. 15 (Feb. 1, 1971)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$380.00	\$230.00	\$140.00*	\$70.00*	\$35.00*

*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$475.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI				
		Audrain	8,700	8,400	96
		Boone	26,200	25,000	96
		Callaway	8,000	7,700	96
		Chariton	3,900	3,600	93
		Cole	14,600	14,200	97
		Cooper	5,100	4,900	95
		Howard	3,500	3,300	95
		Maries	2,300	2,100	93
		Miller	5,300	5,000	95
		Moniteau	3,700	3,500	95
		Montgomery	4,000	3,800	95
		Morgan	3,900	3,700	95
		Osage	3,400	3,100	92
		Pettis	12,200	11,600	95
		Phelps	9,400	8,700	92
	Pulaski	10,000	9,400	94	
	Randolph	8,000	7,600	96	
	Saline	8,200	7,800	95	
Between 25-49%	MISSOURI				
		Benton	4,000	3,700	91
		Camden	5,200	4,800	93
		Monroe	3,300	3,200	96
Between 5-24%	MISSOURI				
		Adair	7,800	7,500	96
		Gasconade	4,400	4,100	93
		Hickory	1,800	1,700	93
		Linn	5,800	5,500	94
		Perry	4,600	4,300	94
	Shelby	3,000	2,800	95	
Station Totals			186,500	176,900	95
Net Weekly Circulation (1970-71)					106,600
Average Daily Circulation (1970-71)					67,500

Missouri—Hannibal-Quincy, Ill.

KHQA-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). 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.

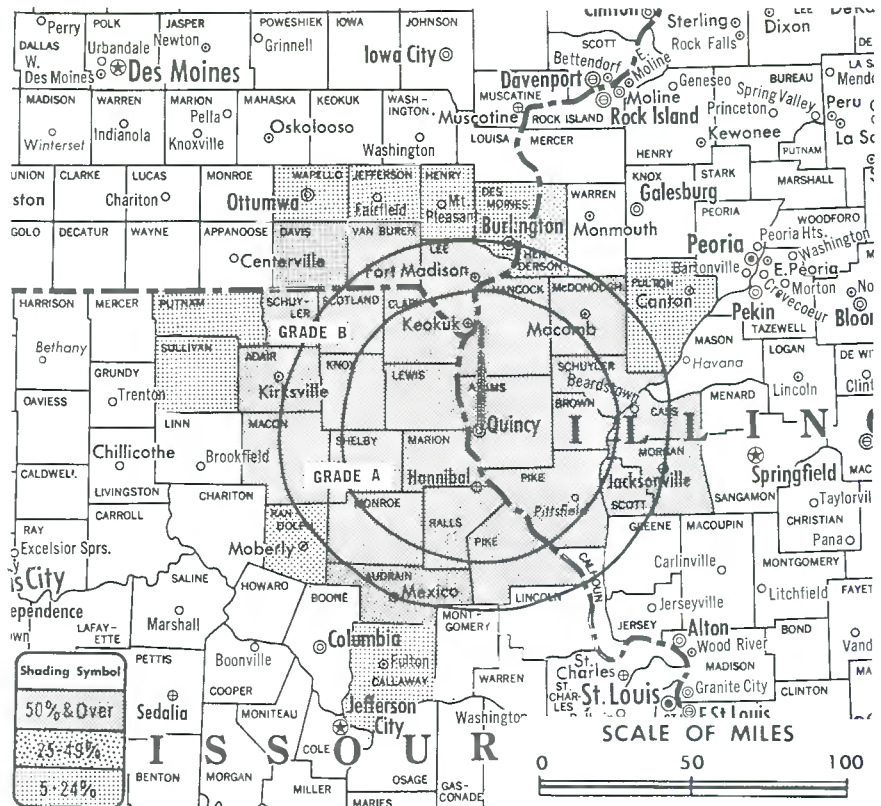
News Film Service: CBS.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kHz (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 MHz (No. 258), 751-ft.

TWX No.: 910-246-3204.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KHQA-TV Ref: FCC File No. BMPCT-1234 Granted 7/24/53

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

KHQA-TV

Network Service: 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.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Enterprises Inc. David K. Gottlieb, pres., treas. & dir.; Walter J. Rothschild, v.p. & dir.; Lloyd D. Schermer, v.p. & dir.; Merritt Milligan, v.p.; C. D. Waterman Jr., secy.; Richard P. Galligan, asst. treas. & asst. secy.; J. Strand Hilleboe, Harry Fischer Jr., J. Martin Wolman, Alfred G. Magnusson, Dean Earl English & John Dewey, dirs. Also licensee of KGLO-TV & KGLO, Mason City, Iowa; KEYC-TV & KEYC-FM, Mankato, Minn.; WSAZ-TV, Huntingdon, W. Va.; radios WTAD & FM, Quincy, Ill.; WMDR (FM), Moline, Ill.

Began Operation: Aug. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

MERRITT MILLIGAN, v.p. & gen. mgr., broadcast divs.
JOHN PHILLIPS, general manager.
ROBERT G. FRUEHE, national sales manager.
GENE TERRY, public relations & news director.
TOM ROBEY, program director.
JACK ROSE, local sales manager.
W. J. SCHAFER, director, TV continuity & promotions.
CHARLES KUPPLER, farm director.
LEE ELLIS, technical director, Lee Stations.

DIGEST OF RATE CARD NO. 16—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$170.00	\$110.00*	\$60.00*
	\$45.00*					

*Class AA—6:31-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Adams	23,600	22,900	97
	Brown	2,000	1,900	95
	Cass	4,800	4,600	95
	Hancock	7,900	7,600	97
	Mc Donough	10,500	10,100	96
	Morgan	11,600	11,000	95
	Pike	6,700	6,400	95
	Schuyler	2,900	2,800	96
	Scott	2,100	2,000	97
IOWA				
	Davis	2,900	2,800	96
	Lee	14,100	13,700	97
	Van Buren	3,000	2,800	95
50% & Over	MISSOURI			
	Adair	7,800	7,500	96
	Audrain	8,700	8,400	96
	Clark	2,900	2,800	95
	Knox	2,100	2,000	96
	Lewis	3,600	3,400	95
	Macon	6,200	5,900	95
	Marion	10,100	9,800	97
	Monroe	3,300	3,200	96
	Pike	5,900	5,600	94
	Ralls	2,800	2,700	97
	Schuyler	1,800	1,700	92
	Scotland	2,000	1,900	96
	Shelby	3,000	2,800	95
ILLINOIS				
	Fulton	14,800	14,200	96
	Henderson	2,800	2,700	95
IOWA				
Between 5-24%	Des Moines	15,800	15,300	97
	Henry	6,000	5,700	94
	Jefferson	5,300	5,100	96
	Wapello	14,500	14,100	97
(Continued on page 449-b)				
Station Totals		232,700	223,700	96
Net Weekly Circulation (1970-71)				128,300
Average Daily Circulation (1970-71)				91,600

Missouri—Jefferson City



KRCG

Ch. 13

[Operates satellite KMOS-TV, Sedalia, Mo.]



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 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, live, film, slide & tape.

News Wire Service: AP.

ARB Data: The table below includes satellite KMOS-TV, Sedalia, Mo.

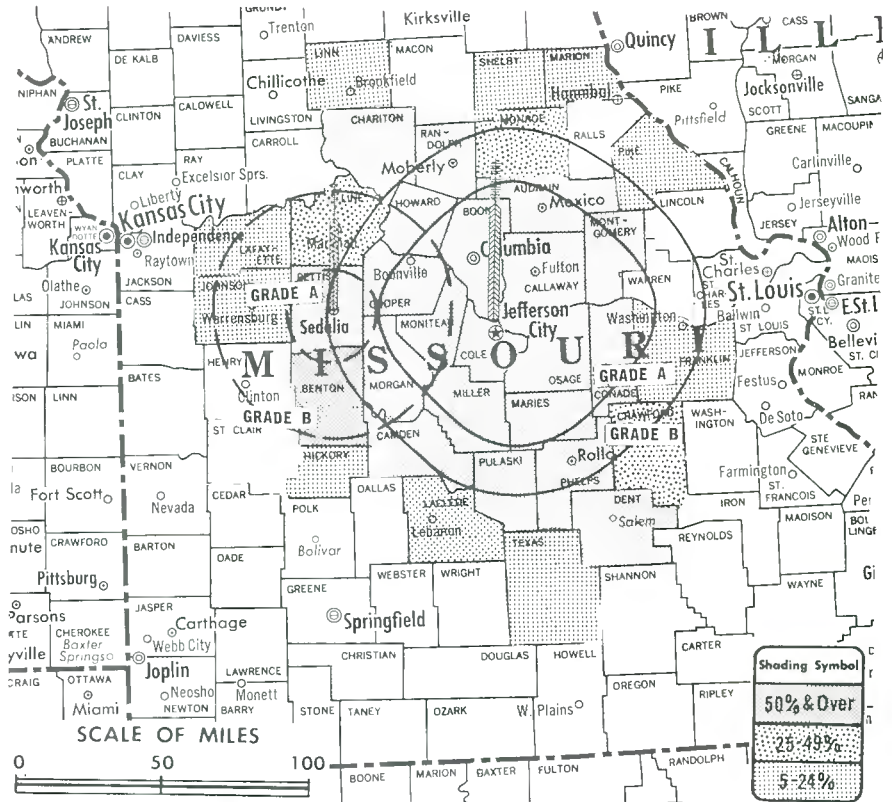
Total Households: (C) MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

(P) 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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: 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.; 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 Mid-America TV 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.

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.
DON SHINKLE, news director.

DIGEST OF RATE CARD NO. 11—(June 28, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$475.00	\$275.00	\$195.00	\$110.00	\$125.00	\$63.00

NETWORK BASE HOURLY RATE: \$525.

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(212) 265-3430

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	8,700	8,400	96
	Benton	4,000	3,700	91
	Boone	26,200	25,000	96
	Callaway	8,000	7,700	96
	Camden	5,200	4,800	93
	Chariton	3,900	3,600	93
	Cole	14,600	14,200	97
	Cooper	5,100	4,900	95
	Dent	4,400	3,900	88
	Gasconade	4,400	4,100	93
	Howard	3,500	3,300	95
	Maries	2,300	2,100	93
	Miller	5,300	5,000	95
	Moniteau	3,700	3,500	95
	Montgomery	4,000	3,800	95
	Morgan	3,900	3,700	95
	Osage	3,400	3,100	92
	Pettis	12,200	11,600	95
	Phelps	9,400	8,700	92
Pulaski	10,000	9,400	94	
Randolph	8,000	7,600	96	
Between 25-49%	MISSOURI			
	Crawford	5,400	4,900	90
	Monroe	3,300	3,200	96
	Saline	8,200	7,800	95
Between 5-24%	MISSOURI			
	Franklin	17,700	17,100	97
	Hickory	1,800	1,700	93
	Johnson	10,600	10,200	96
	Laclede	7,100	6,700	94
	Lafayette	9,300	9,000	96
	Linn	5,800	5,500	94
	Marion	10,100	9,800	97
Pike	5,900	5,600	94	
Shelby	3,000	2,800	95	
Texas	6,400	5,700	90	
Station Totals		244,800	232,100	95
Net Weekly Circulation (1970-71)				120,800
Average Daily Circulation (1970-71)				84,000

Missouri—Joplin



KODE-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 37.4"
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

AM Affiliate: KODE, 1-kw (.25-kw-night), 1230 kHz (CBS).

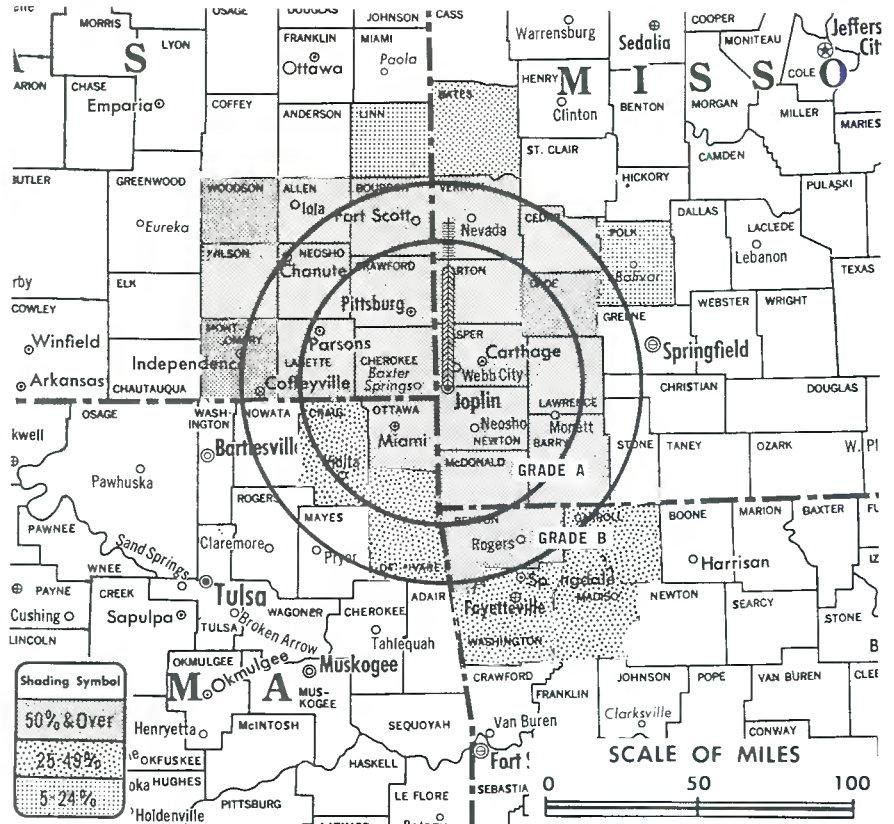
Total Households: ① MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KODE-TV

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., 1928 W. 13th St., Joplin, Mo. (64801).

Studio: 1928 W. 13th St.

Telephone: 417-623-7260.

Ownership: James S. Gilmore Jr., 100%. He also owns WSWA-TV, Harrisonburg, Va. (WSVA & FM); WEHT (TV), Evansville, Ind. & WREX-TV, Rockford, Ill.

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.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by Willis C. Beecher.

Personnel:

JAMES S. GILMORE, president.

D. T. KNIGHT, vice president & general manager.

BOB LEE, vice president & station manager.

JOHN HOLMES, sales manager.

ED WILSON, program manager.

DON MIER, chief engineer.

JIM LOBBEY, promotion manager.

DIGEST OF RATE CARD NO. 17—(Feb. 7, 1972)

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

Class A—6-10:30 p.m., daily.

\$485.00 \$291.00 \$154.00 \$99.00 Graded rates apply*

*Highest rate: \$125.

NETWORK BASE HOURLY RATE: \$748.

442-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	18,000	16,500	92
	KANSAS			
	Allen	5,400	5,100	94
	Bourbon	5,700	5,400	95
	Cherokee	7,900	7,600	97
	Crawford	14,100	13,600	96
	Labette	9,300	8,900	95
	Montgomery	14,800	14,000	95
	Neosho	6,800	6,500	96
	Wilson	4,200	3,900	93
	Woodson	1,800	1,700	92
	MISSOURI			
	Barry	7,400	7,000	94
Barton	3,800	3,600	95	
Cedar	3,500	3,300	93	
Dade	2,600	2,500	95	
Jasper	29,300	28,100	96	
Lawrence	9,000	8,500	49	
Mc Donald	4,400	4,200	95	
Newton	11,600	11,200	96	
Vernon	6,400	6,000	94	
OKLAHOMA				
Ottawa	10,700	10,300	96	
Between 25-49%	ARKANSAS			
	Carroll	4,800	4,400	92
	Madison	3,100	2,600	84
	Washington	25,800	23,500	91
OKLAHOMA				
Craig	4,600	4,300	94	
Delaware	6,200	5,600	90	
Between 5-24%	KANSAS			
	Linn	3,000	2,800	95
	Morton	1,100	1,000	94
	MISSOURI			
Bates	5,800	5,400	94	
Polk	5,500	5,100	93	
Station Totals		236,600	222,600	94
Net Weekly Circulation (1970-71)				147,700
Average Daily Circulation (1970-71)				87,700

Missouri—Joplin



KUHI-TV

Ch. 16

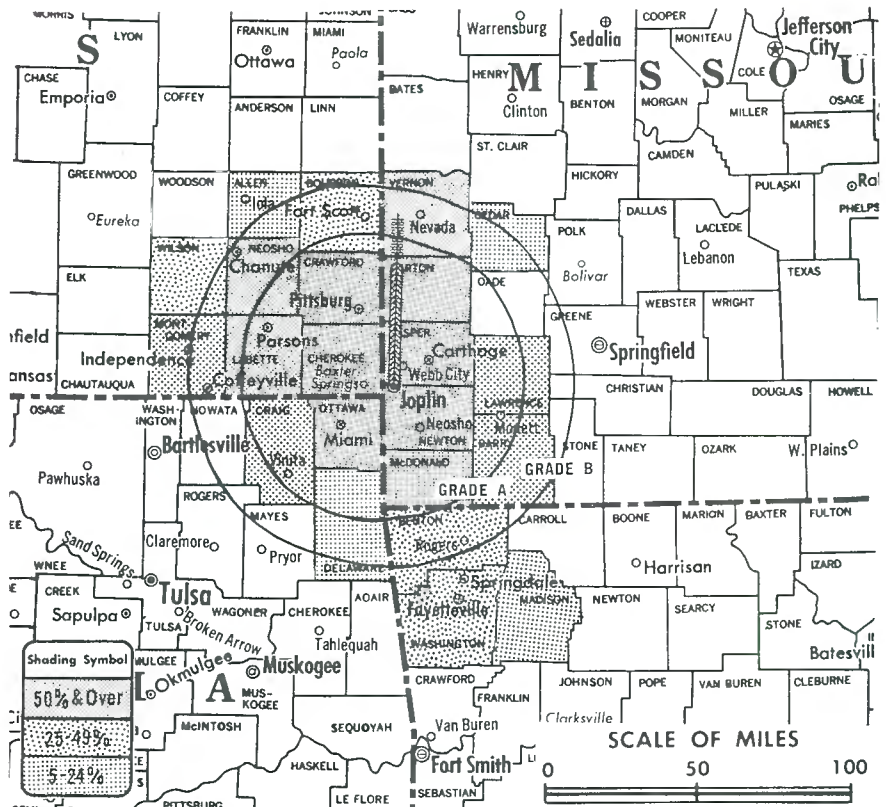
Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2040-kw max. & 852-kw horizontal visual, 410-kw max. & 171-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1009-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.

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

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

KUHI-TV Ref: FCC File No. BPCT-4360 Granted 7/10/70

© 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.

TWX No.: 910-774-4520.

Ownership: Melvin B. Caldwell, pres., 19%; Jean F. Eberle Sr., 8%; James V. Hightower, 6.94%; Dr. Vernon A. Berkey, 4.71%; Virginia S. Hickey, 4.90%; Dr. Albert E. Upsher, 5.49%; Dr. Bart F. Wooldridge, 4.31%; others, none with as much as 4%. Note: Caldwell owns 10.35% of Monroe TV Inc. which is buying KYAY-TV, West Monroe, La.

Began Operation: Sept. 2, 1967.

Represented (sales) by The Meeker Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

MELVIN B. CALDWELL, president & general manager.
WILLIAM R. HIRSHEY, vice president & assistant manager.
FRED HUTCHING, sales manager.
LLOYD C. FRAZIER, chief engineer.
BOB HUBBARD, program director.
HOOP MORGAN, news director.
WILLIAM B. YORK JR., operations manager.
FRED LEMLEY, production manager.

DIGEST OF RATE CARD NO. 4
(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$460.00 \$280.00 \$160.00 \$100.00 \$60.00* \$60.00* \$45.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS				
		Cherokee	7,900	7,600	97
		Crawford	14,100	13,600	96
		Labette	9,300	8,900	95
		Neosho	6,800	6,500	96
	MISSOURI				
		Barton	3,800	3,600	95
		Jasper	29,300	28,100	96
		Mc Donald	4,400	4,200	95
		Newton	11,600	11,200	96
	Vernon	6,400	6,000	94	
OKLAHOMA					
	Ottawa	10,700	10,300	96	
Between 25-49%	ARKANSAS				
		Benton	18,000	16,500	92
		Washington	25,800	23,500	91
	KANSAS				
		Bourbon	5,700	5,400	95
	Wilson	4,200	3,900	93	
Between 5-24%	ARKANSAS				
		Madison	3,100	2,600	84
	KANSAS				
		Allen	5,400	5,100	94
		Montgomery	14,800	14,000	95
	MISSOURI				
		Barry	7,400	7,000	94
		Cedar	3,500	3,300	93
		Lawrence	9,000	8,500	94
	OKLAHOMA				
	Craig	4,600	4,300	94	
	Delaware	6,200	5,600	90	
Station Totals			212,000	199,700	94
Net Weekly Circulation (1970-71)					91,900
Average Daily Circulation (1970-71)					58,100

Missouri—Kansas City

KBMA-TV

Ch. 41

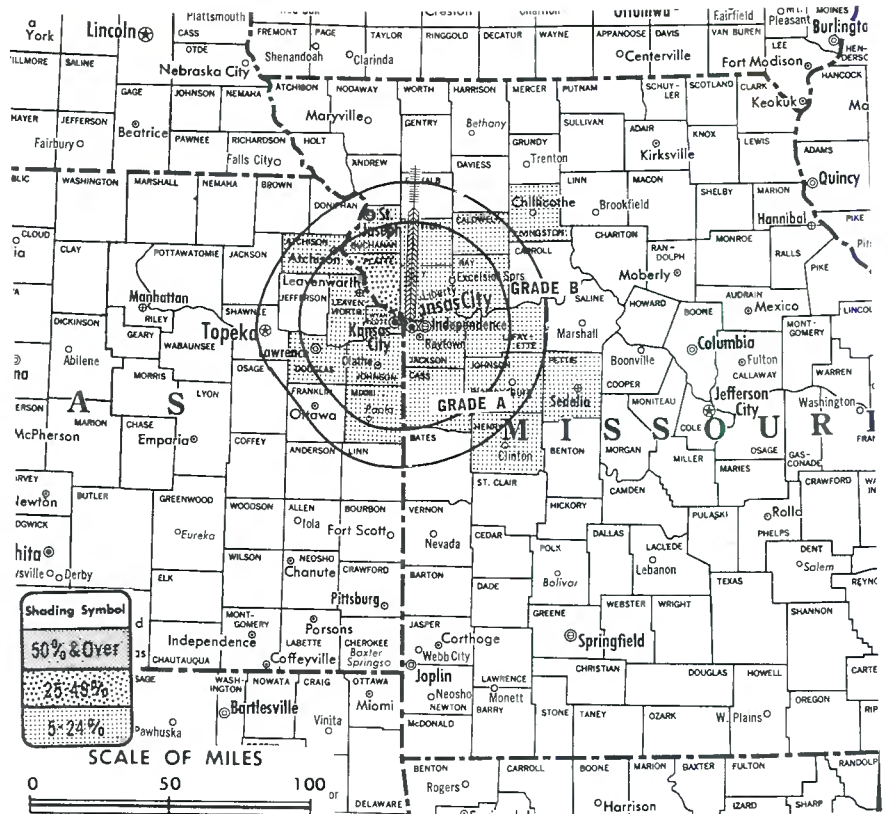
Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural, 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level. Latitude 39° 04' 20" Longitude 94° 35' 45"

Transmitter: 3017 Belleview, Kansas City.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape

News Wire Service: AP.



Total Households: (M) MNI Consumer Market Data as of 1/1/72. TV Homes: TV% and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4-b).

KBMA-TV Ref: FCC File No. BMPT-7235 Granted 9/4/70

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

KBMA-TV

Licensee: Westport TV Inc., BMA Tower, 1 Penn Valley Park, Kansas City, Mo. (64108).

Studio: 3017 Belleview, Kansas City.

Telephone: 816-756-1441.

Ownership: Benno C. Schmidt, 62%; John L. Weller, 20.4%; Wesley J. Barta, 10.2%; Paul L. Willson, 5.1%.

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971.

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

Represented (engineering) by Paul Godley Co.

Represented (sales) by H-R Television.

Personnel:

BOB WORMINGTON, general manager.
STUART POWELL, general sales manager.
MEL HOUSE, program manager.
HAROLD DeGOOD, chief engineer.

DIGEST OF RATE CARD NO. 2 (Sept. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$500.00 \$275.00 \$190.00 \$110.00 Graded rates apply*

*Highest rate: \$120.

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MISSOURI				
	Platte	10,400	10,100	97	
	KANSAS	Atchison	6,000	5,800	97
		Douglas	18,200	17,300	95
		Johnson	69,700	68,700	99
		Leavenworth	14,800	14,400	97
		Miami	6,400	6,200	98
	Wyandotte	62,700	61,000	97	
	MISSOURI	Buchanan	30,800	29,600	96
		Caldwell	3,100	3,000	96
		Cass	13,100	12,700	97
		Clay	40,700	39,900	98
		Clinton	4,400	4,200	96
Henry		7,200	6,800	95	
Jackson		248,400	239,700	97	
Johnson		10,600	10,200	96	
Between 5-24%	Lafayette	9,300	9,000	96	
	Livingston	5,600	5,300	94	
	Pettis	12,200	11,600	95	
	Ray	6,300	6,100	96	
Station Totals		579,900	561,600	97	
Net Weekly Circulation (1970-71)				100,100	
Average Daily Circulation (1970-71)				33,800	

Missouri—Kansas City



KCMO-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

TV tape: Recording facilities.

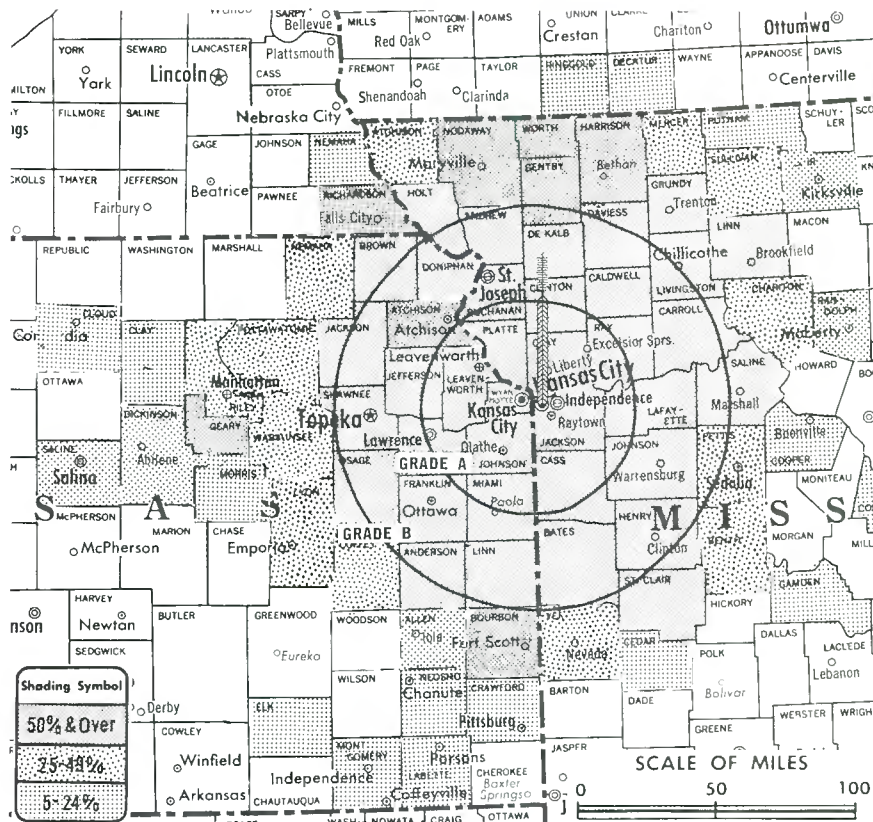
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kHz (ABC).

FM Affiliate: KFMU, 100-kw, 94.9 MHz (No. 235), 850-ft. antenna height.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KCMO-TV Ref: FCC File No. BNPCT-2317 Granted 10/26/54

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

KCMO-TV

Licensee: Meredith Corp., 125 E. 31st St., Kansas City, Mo. (64108).

Studio: 125 E. 31st St.

Telephone: 816-531-6789. TWX No.: 910-771-3112.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives, see Book & Periodical Publishing Ownership. Bcstg. Div., 1345 Ave. of the Americas (36th Floor), New York, N.Y. (10019). James Conley, corp. v.p. & gen. mgr. Same interests own KCMO & KFMU (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 & KFMX (FM), Omaha, Neb.; KPHO-TV, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.

Began Operation: Sept. 27, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

CHARLES M. McABEE, vice president & general manager.
RICHARD F. LOVETON, general sales manager.
STEVE SMITH, director of engineering.
GENE CLESS, program director.
JOSEPH KRAMER, news director.
JIM MONROE, director, public affairs.
GEORGE STEPHENS, agricultural director.

DIGEST OF RATE CARD NO. 18—(Sept. 14, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1600.00	\$960.00	\$640.00	Graded rates apply*	

*Highest rate: \$1300.

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KANSAS				
	Anderson	2,900	2,800	95
	Atchison	6,000	5,800	97
	Bourbon	5,700	5,400	95
	Brown	4,300	4,100	95
	Doniphan	2,900	2,800	95
	Douglas	18,200	17,300	95
	Franklin	7,000	6,700	96
	Geary	9,000	8,700	96
	Jackson	3,900	3,700	95
	Jefferson	3,900	3,700	95
	Johnson	69,700	68,700	99
	Leavenworth	14,800	14,400	97
	Linn	3,000	2,800	95
	Miami	6,400	6,200	98
	Osage	4,800	4,600	95
	Shawnee	51,900	50,400	97
	Wyandotte	62,700	61,000	97
MISSOURI				
	Andrew	4,200	4,000	96
	Bates	5,800	5,400	94
	Buchanan	30,800	29,600	96
	Caldwell	3,100	3,000	96
	Carroll	4,600	4,400	95
	Cass	13,100	12,700	97
	Clay	40,700	39,900	98
	Clinton	4,400	4,200	96
	Daviess	3,300	3,100	95
	De Kalb	2,500	2,400	94
	Gentry	3,100	2,900	94
	Grundy	4,600	4,300	94
	Harrison	3,900	3,700	95
	Henry	7,200	6,800	95
	Holt	2,600	2,400	92
	Jackson	248,400	239,700	97
	Johnson	10,600	10,200	96
	Lafayette	9,300	9,000	96
	Linn	5,800	5,500	94

(Continued on page 449-b)

Station Totals	956,800	920,700	96
Net Weekly Circulation (1970-71)			674,900
Average Daily Circulation (1970-71)			450,500

For Color Set Penetration by Markets
See Services Volume

Missouri—Kansas City



KMBC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

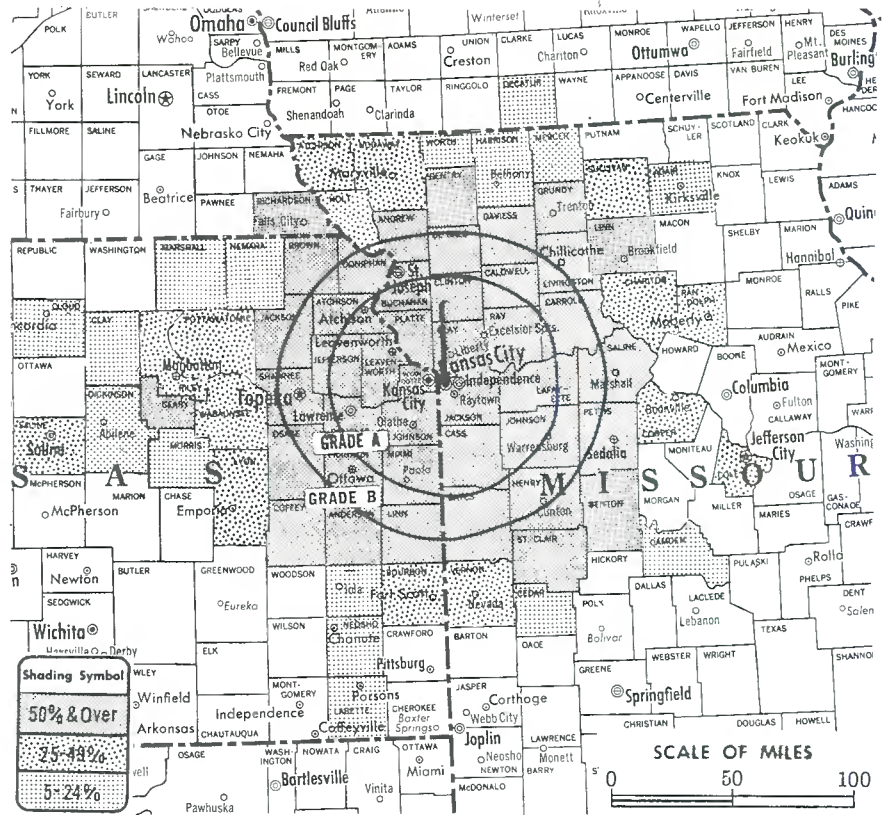
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KMBC-TV Ref: FCC File No. B1CT-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).

Studio: KMBC Bldg., 11th & Central.

Telephone: 816-421-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM (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.

Personnel:

ELLIS SHOOK, vice president & general manager.
KEVIN P. O'BRIEN, general sales manager.
EDWIN L. DENNIS, vice president, local sales.
LARRY CAZAVAN, program director.
STEVE KARGMAN, sales service manager.
GERALD GOLDEN, business manager.
CLAUDE DORSEY, v.p. & dir., news & public affairs.
RAY MARKOFF, production manager.
ART PARKS, promotion manager.
WALLY WURZ, chief engineer.
PAT FELTON, traffic manager.

DIGEST OF RATE CARD NO. 19

(Sept. 12, 1971)

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

Class AA—6:30-10 p.m., daily.

\$1600.00 \$1200.00 \$750.00 \$415.00 Graded rates apply*

*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1450.

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Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
	Anderson	2,900	2,800	95
	Atchison	6,000	5,800	97
	Brown	4,300	4,100	95
	Coffey	2,800	2,600	92
	Doniphan	2,900	2,800	95
	Douglas	18,200	17,300	95
	Franklin	7,000	6,700	96
	Geary	9,000	8,700	96
	Jackson	3,900	3,700	95
	Jefferson	3,900	3,700	95
	Johnson	69,700	68,700	99
	Leavenworth	14,800	14,400	97
	Linn	3,000	2,800	95
	Miami	6,400	6,200	98
	Osage	4,800	4,600	95
	Russell	3,300	3,100	95
	Shawnee	51,900	50,400	97
	Wyandotte	62,700	61,000	97
50% & Over	MISSOURI			
	Andrew	4,200	4,000	96
	Bates	5,800	5,400	94
	Benton	4,000	3,700	91
	Buchanan	30,800	29,600	96
	Caldwell	3,100	3,000	96
	Carroll	4,600	4,400	95
	Cass	13,100	12,700	97
	Clay	40,700	39,900	98
	Clinton	4,400	4,200	96
	Davies	3,300	3,100	95
	De Kalb	2,500	2,400	94
	Gentry	3,100	2,900	94
	Grundy	4,600	4,300	94
	Henry	7,200	6,800	95
	Jackson	248,400	239,700	97
	Johnson	10,600	10,200	96
	Lafayette	9,300	9,000	96
	Linn	5,800	5,500	94

(Continued on page 457-b)

Station Totals	936,100	901,000	96
Net Weekly Circulation (1970-71)		653,100	
Average Daily Circulation (1970-71)		404,800	

TV Factbook No. 42

Missouri—Kansas City



WDAF-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Studio: Signal Hill.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: WDAF-FM, 31-kw, 102.1 MHz (No. 271), 940-ft.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

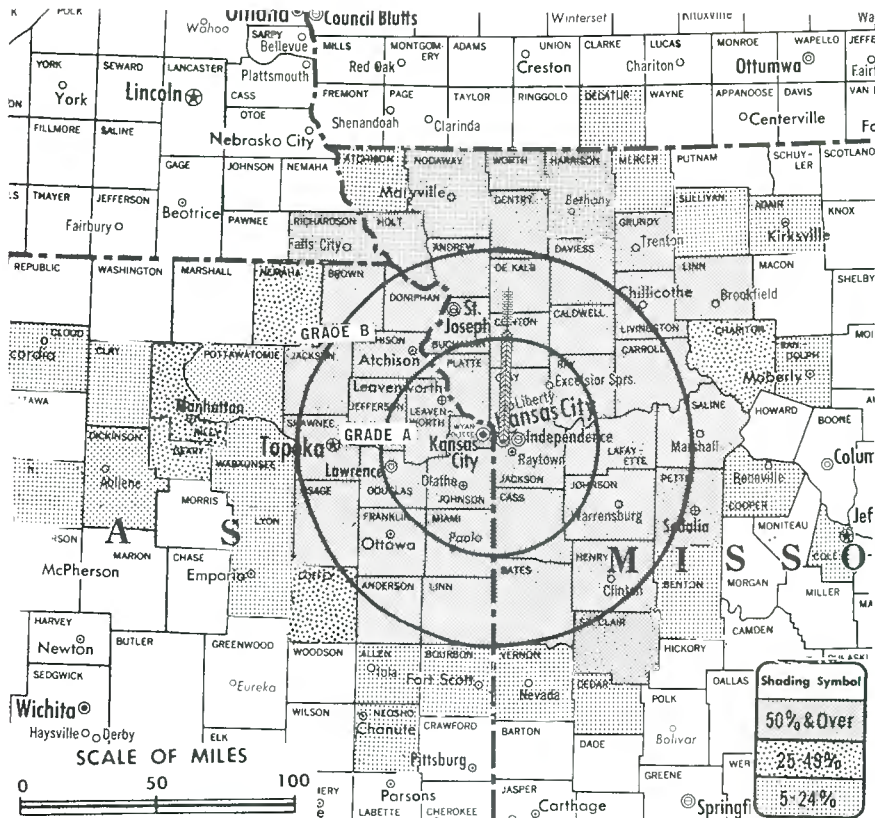
Total Households: (MST)

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WDAF-TV Ref: FCC File No. BMPCT-6552 Granted 7/7/67

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

WDAF-TV

Licensee: Taft Broadcasting Co., Signal Hill (64108).

Telephone: 816-753-4567. TWX No.: 910-771-2047.

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.
NICK BOLTON, vice president & general manager.
CARL FLICKINGER, general sales manager.
MICKY ROTH, program manager.
GEORGE BROWN, production manager.
BARBARA M. PARR, program coordinator.
JAMES SCHMIDT, chief engineer.
DONALD L. KEOUGH, news director.
ROBERT STEINBERG, business manager.

DIGEST OF RATE CARD NO. A32—(Aug. 2, 1971)

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

Class AA—6:30-10 p.m., daily.

\$3000.00 \$2000.00 \$1200.00

Graded rates apply*

*Highest rate: \$425.

NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Anderson	2,900	2,800	95
	Atchison	6,000	5,800	97
	Brown	4,300	4,100	95
	Doniphan	2,900	2,800	95

Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS—(Continued)				
	Douglas	18,200	17,300	95
	Franklin	7,000	6,700	96
	Jackson	3,900	3,700	95
	Jefferson	3,900	3,700	95
	Johnson	69,700	68,700	99
	Leavenworth	14,800	14,400	97
	Linn	3,000	2,800	95
	Miami	6,400	6,200	98
	Osage	4,800	4,600	95
	Shawnee	51,900	50,400	97
	Wyandotte	62,700	61,000	97
MISSOURI				
	Andrew	4,200	4,000	96
	Bates	5,800	5,400	94
	Buchanan	30,800	29,600	96
	Caldwell	3,100	3,000	96
	Carroll	4,600	4,400	95
	Cass	13,100	12,700	97
	Clay	40,700	39,900	98
	Clinton	4,400	4,200	96
	Daviess	3,300	3,100	95
	De Kalb	2,500	2,400	94
	Gentry	3,100	2,900	94
	Grundy	4,600	4,300	94
	Harrison	3,900	3,700	95
	Henry	7,200	6,800	95
	Holt	2,600	2,400	92
	Jackson	248,400	239,700	97
	Johnson	10,600	10,200	96
	Lafayette	9,300	9,000	96
	Linn	5,800	5,500	94
	Livingston	5,600	5,300	94
	Nodaway	7,200	6,800	95
	Pettis	12,200	11,600	95
	Platte	10,400	10,100	97
	Ray	6,300	6,100	96
	St. Clair	3,100	2,800	92
	Saline	8,200	7,800	95
	Worth	1,200	1,200	97

50% & Over

(Continued on page 449-b)

Station Totals	897,000	863,600	96
Net Weekly Circulation (1970-71)			649,200
Average Daily Circulation (1970-71)			388,100

Missouri—Poplar Bluff



KPOB-TV

Ch. 15

[Satellite of WSIL-TV,
Harrisburg, Ill.]

Technical Facilities: Channel No. 15
(476-482 MHz). Authorized power:
15.1-kw visual, 1.58-kw aural.
Antenna: 620-ft. above av. terrain,
546-ft. above ground, 1046-ft.
above sea level.

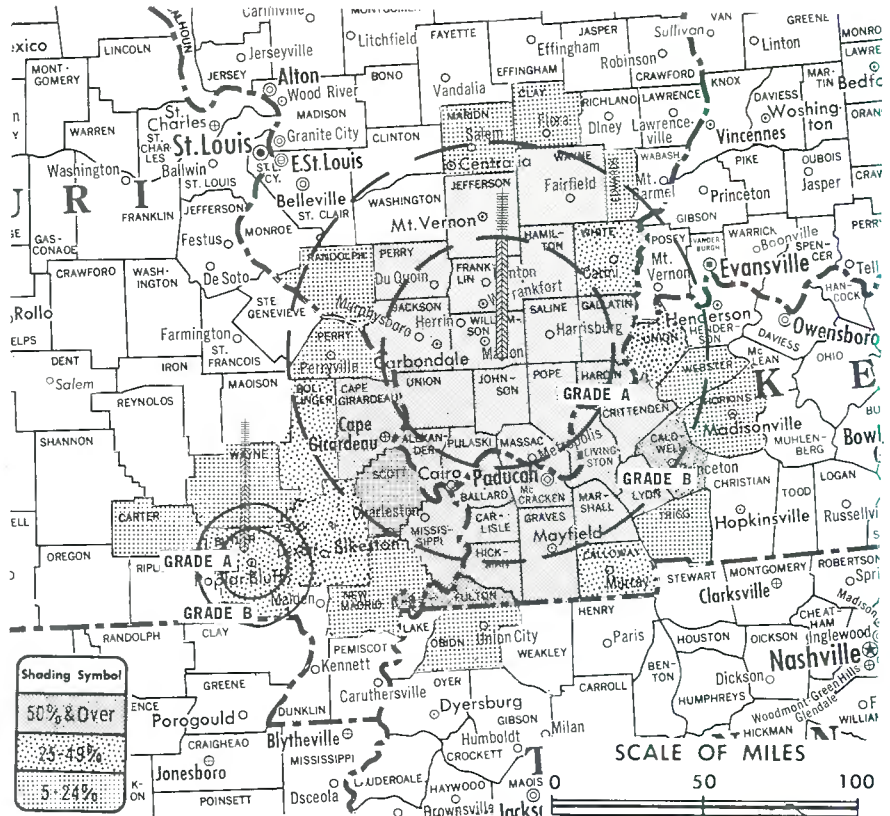
Latitude 36° 48' 02"
Longitude 90° 27' 03"

Transmitter: Oak Grove Community,
U.S. Rte. 67.

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

News Wire Service: UPI.

ARB Data: Included with parent
WSIL-TV, Harrisburg, Ill.



County coverage based on ARB study (see
page 1-b).

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., Harrisburg, 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 Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Raymond Rohrer & Associates.

Rates: Sold in combination with WSIL-TV, Harrisburg, Ill.

BLACKBURN & COMPANY, INC.

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WASHINGTON, D.C. 1725 K Street, N.W. (202) 333-9270
CHICAGO 333 N. Michigan Ave. (312) 346-6460
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

KQTV, St. Joseph

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Decatur	3,100	2,900	93
	Page	6,600	6,300	96
	Union	4,800	4,600	96
	KANSAS			
	Anderson	2,900	2,800	95
	Clay	3,700	3,400	92
	Douglas	18,200	17,300	95
	Johnson	69,700	68,700	99
	Leavenworth	14,800	14,400	97
	Linn	3,000	2,800	95
	Marshall	4,600	4,300	94
	Morris	2,400	2,200	93
	Osage	4,800	4,600	95
	Pottawatomie	4,000	3,800	95
	Wabaunsee	2,200	2,100	93
	Wyandotte	62,700	61,000	97
	MISSOURI			
	Bates	5,800	5,400	94
	Carroll	4,600	4,400	95
	Clay	40,700	39,900	98
	Jackson	248,400	239,700	97
	Johnson	10,600	10,200	96
	Lafayette	9,300	9,000	96
	Linn	5,800	5,500	94
	Pettis	12,200	11,600	95
	Ray	6,300	6,100	96
	Sullivan	2,900	2,800	95
	NEBRASKA			
	Nemaha	3,100	3,000	95
	Otoe	5,400	5,200	97

Between
5-24%

KCMO-TV, Kansas City
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
MISSOURI—(Continued)					
50% & Over	Livingston	5,600	5,300	94	
	Nodaway	7,200	6,800	95	
	Platte	10,400	10,100	97	
	Ray	6,300	6,100	96	
	St. Clair	3,100	2,800	92	
	Saline	8,200	7,800	95	
	Worth	1,200	1,200	97	
NEBRASKA					
	Richardson	4,500	4,300	96	
KANSAS					
Between 25-49%	Coffey	2,800	2,600	92	
	Lyon	11,200	10,500	94	
	Nemaha	3,800	3,600	96	
	Pottawatomie	4,000	3,800	95	
	Riley	15,600	14,700	94	
	Russell	3,300	3,100	95	
	Wabaunsee	2,200	2,100	93	
	MISSOURI				
		Atchison	3,200	3,100	96
		Benton	4,000	3,700	91
	Chariton	3,900	3,600	93	
	Mercer	2,000	1,900	93	
	Pettis	12,200	11,600	95	
	Sullivan	2,900	2,800	95	
	Vernon	6,400	6,000	94	
IOWA					
Between 5-24%	Decatur	3,100	2,900	93	
	Ringgold	2,300	2,200	97	
	KANSAS				
		Allen	5,400	5,100	94
		Clay	3,700	3,400	92
		Cloud	4,600	4,300	93
		Crawford	14,100	13,600	96
		Dickinson	7,400	7,000	95
		Elk	1,500	1,400	93
		Ellis	7,600	7,400	97
		Labette	9,300	8,900	95
		Montgomery	14,800	14,000	95
		Morris	2,400	2,200	93
		Neosho	6,800	6,500	96
		Saline	15,100	14,500	96
	MISSOURI				
		Adair	7,800	7,500	96
	Camden	5,200	4,800	93	
	Cedar	3,500	3,300	93	
	Cole	14,600	14,200	97	
	Cooper	5,100	4,900	95	
	Putnam	2,300	2,200	97	
	Randolph	8,000	7,600	96	
NEBRASKA					
	Nemaha	3,100	3,000	95	

KSD-TV, St. Louis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
ILLINOIS					
Between 5-24%	Adams	23,600	22,900	97	
	Brown	2,000	1,900	95	
	Cass	4,800	4,600	95	
	Clay	5,100	4,700	92	
	Effingham	7,700	7,200	93	
	Franklin	14,600	13,800	95	
	Hamilton	3,200	2,900	90	
	Jackson	16,900	15,900	94	
	Wayne	6,100	5,600	91	
	MISSOURI				
		Audrain	8,700	8,400	96
		Bollinger	3,000	2,800	92
		Butler	12,000	11,100	92
	Callaway	8,000	7,700	96	
	Marion	10,100	9,800	97	
	Osage	3,400	3,100	92	
	Randolph	8,000	7,600	96	
	Wayne	3,000	2,700	91	

Missouri

WDAF-TV, Kansas City
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEBRASKA				
	Richardson	4,500	4,300	96	
Between 25-49%	KANSAS				
	Coffey	2,800	2,600	92	
	Geary	9,000	8,700	96	
	Mitchell	2,800	2,600	93	
	Nemaha	3,800	3,600	96	
	Riley	15,600	14,700	94	
	Russell	3,300	3,100	95	
MISSOURI					
	Chariton	3,900	3,600	93	
Between 5-24%	IOWA				
	Decatur	3,100	2,900	93	
	KANSAS				
	Allen	5,400	5,100	94	
	Bourbon	5,700	5,400	95	
	Clay	3,700	3,400	92	
	Cloud	4,600	4,300	93	
	Dickinson	7,400	7,000	95	
	Lyon	11,200	10,500	94	
	Neosho	6,800	6,500	96	
	Pottawatomie	4,000	3,800	95	
	Saline	15,100	14,500	96	
	Wabaunsee	2,200	2,100	93	
	MISSOURI				
		Adair	7,800	7,500	96
		Atchison	3,200	3,100	96
		Benton	4,000	3,700	91
	Cedar	3,500	3,300	93	
	Cole	14,600	14,200	97	
	Cooper	5,100	4,900	95	
	Mercer	2,000	1,900	93	
	Randolph	8,000	7,600	96	
	Sullivan	2,900	2,800	95	
	Vernon	6,400	6,000	94	

KHQA-TV, Hannibal
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Callaway	8,000	7,700	96
	Putnam	2,300	2,200	97
	Randolph	8,000	7,600	96
	Sullivan	2,900	2,800	95

KYTV, Springfield
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Benton	18,000	16,500	92
	Stone	2,100	1,800	88
	Washington	25,800	23,500	91
	KANSAS			
	Bourbon	5,700	5,400	95
	MISSOURI			
	Barton	3,800	3,600	95
	Carter	1,300	1,100	83
	Henry	7,200	6,800	95
	Jasper	29,300	28,100	96
	Maries	2,300	2,100	93
	Miller	5,300	5,000	95
	Newton	11,600	11,200	96
Pettis	12,200	11,600	95	
Reynolds	2,200	1,900	88	

Missouri—St. Joseph



KQTV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
Longitude 94° 47' 53"

Requests CP for change to 2000-ft. above av. terrain, 1945-ft. above ground, 3035-ft. above sea level, lat. 39° 28' 22", long. 95° 08' 10", transmitter to 2.2-mi. W of Hwy. 73 on farm, 3.9-mi. E of Hwy. 59, 3.2-mi. NE of Potter, Kan. BPCT-4473.

Transmitter: 40th & Faraon Sts.

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

News Wire Service: AP.

TV tape: Recording facilities.

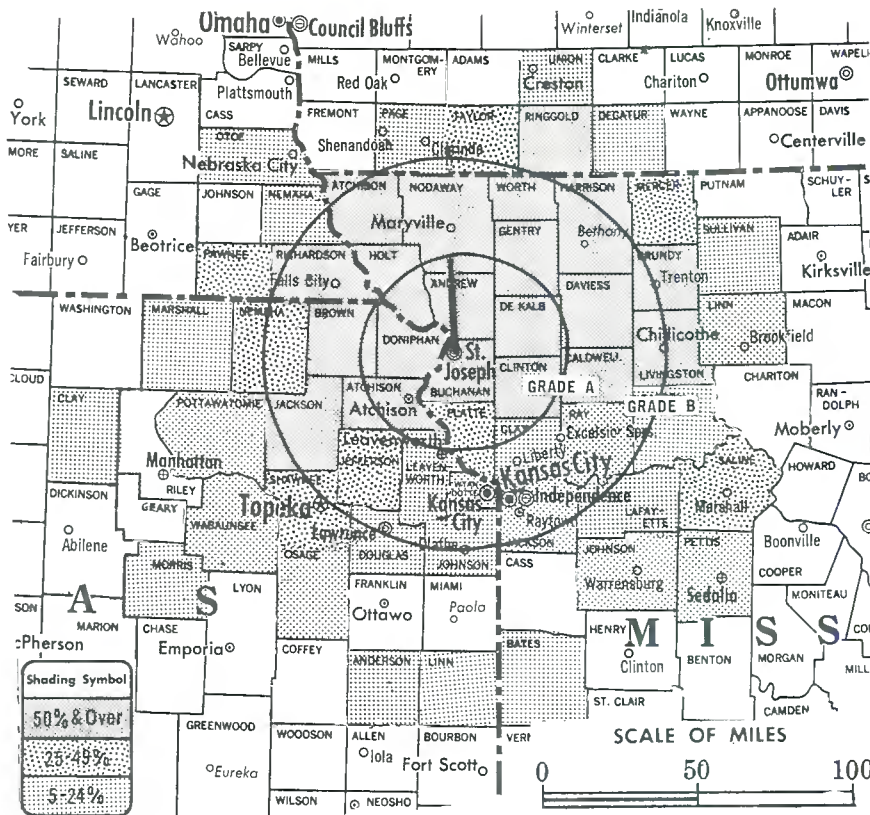
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KQTV Ref: FCC File No. BPCT—2219 Granted 12/4/56

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

KQTV

Network Service: ABC, CBS.

Licensee: Intermedia Inc.

Studio: 40th & Faraon Sts. (64506).

Telephone: 816-233-2528.

Ownership: ISC Industries, 100%. Intermedia officers: Paul Hamilton Jr., chmn.; Mark Wodlinger, pres.; Clayton Norris, exec. v.p.; A. J. Blasco, sr. v.p.; Paul R. Stewart, v.p. & secy.; Tom Matthews, v.p. & gen. mgr.; J. T. Nestor, treas.; Howard Strickland, controller; Angela R. Hoedl, asst. secy. ISC Industries also owns KBEA, Mission, Kan. & KBEY(FM), Kansas City, Mo.; KGRV(FM), St. Louis & KLYX(FM), Clear Lake, Tex.

Begin Operation: Sept. 13, 1953. Sale to present owners by Panax Corp. approved by FCC July 2, 1969 (Television Digest, Vol. 8:49; 9:27). Previous sale by Jesse D. Fine family was approved Aug. 30, 1963 by FCC (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 Stambler & Shrinky.

Personnel:

MARK WODLINGER, president.
TOM MATTHEWS, vice president & general manager.
CARLETON SCHIRMER, station & sales manager.
LARRY BEAUCHAMP, program director.
KENNY LUX, chief engineer.
JERRY CONDRA, news director.

DIGEST OF RATE CARD NO. 14
(Jan. 15, 1971)

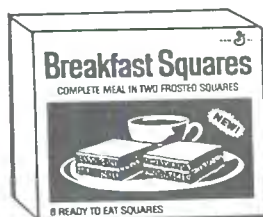
Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., Mon.-Fri.; 6-10:15 p.m., Sat.-Sun.
\$450.00 \$270.00 \$180.00 \$113.00 \$70.00 \$50.00 \$30.00

NETWORK BASE HOURLY RATE: \$450.

450-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Ringgold	2,300	2,200	97
	KANSAS			
	Atchison	6,000	5,800	97
	Brown	4,300	4,100	95
	Doniphan	2,900	2,800	95
	Jackson	3,900	3,700	95
	MISSOURI			
	Andrew	4,200	4,000	96
	Atchison	3,200	3,100	96
Buchanan	30,800	29,600	96	
Caldwell	3,100	3,000	96	
Clinton	4,400	4,200	96	
Daviess	3,300	3,100	95	
De Kalb	2,500	2,400	94	
Gentry	3,100	2,900	94	
Grundy	4,600	4,300	94	
Harrison	3,900	3,700	95	
Holt	2,600	2,400	92	
Livingston	5,600	5,300	94	
Nodaway	7,200	6,800	95	
Worth	1,200	1,200	97	
NEBRASKA				
Richardson	4,500	4,300	96	
IOWA				
Taylor	3,200	3,000	94	
KANSAS				
Jefferson	3,900	3,700	95	
Nemaha	3,800	3,600	96	
Shawnee	51,900	50,400	97	
Between 25-49%	MISSOURI			
Mercer	2,000	1,900	93	
Platte	10,400	10,100	97	
Saline	8,200	7,800	95	
NEBRASKA				
Pawnee	1,500	1,400	93	
(Continued on page 448-b)				
Station Totals		751,100	724,800	96
Net Weekly Circulation (1970-71)				144,200
Average Daily Circulation (1970-71)				66,200

take your 'Q' from these & other advertisers...



Soft Touch



...who know they can't sell all of northwest Missouri with just Kansas City advertising.

KQTV 2

St. Joseph, Missouri

abc AVERY-KNODEL, INC.

Missouri—St. Louis

KDNL-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1190-kw max. & 1060-kw horizontal visual, 218-kw max. & 212-kw horizontal aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
Longitude 90° 19' 43"

Transmitter: Kenrick Seminary Ground, Shrewsbury, Mo.

TV tape: Recording facilities.

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

News Wire Service: Reuters.

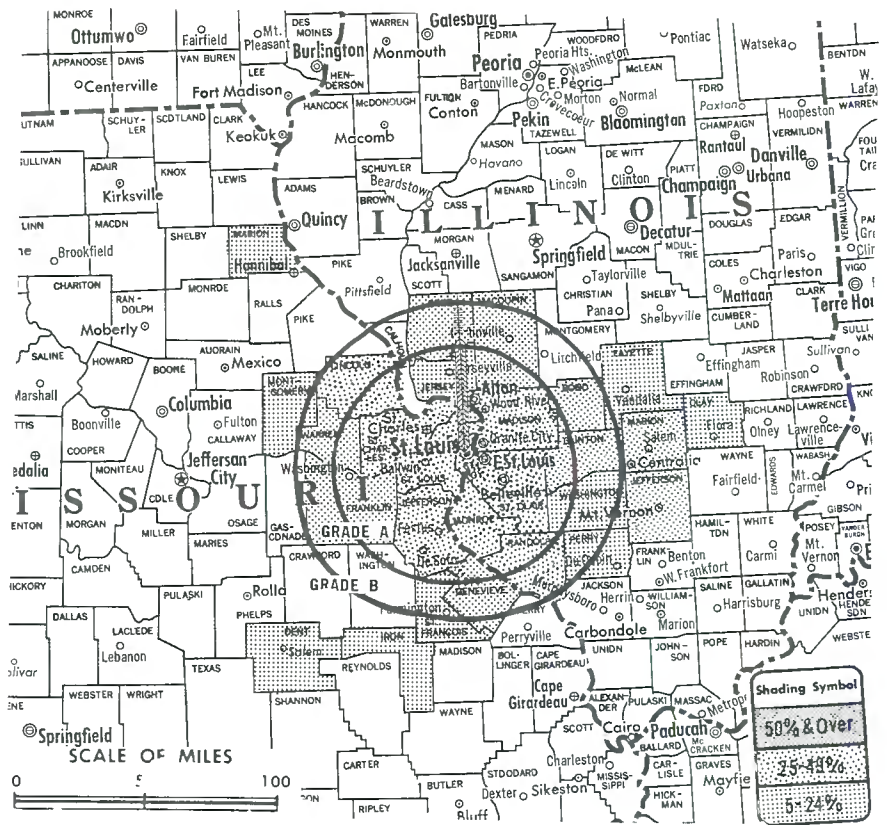
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KDNL-TV Ref: FCC File No. BMPCT-6924 Granted 11/1/68

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

KDNL-TV

Grantee: Evans Broadcasting Corp., 300 Park Ave., New York, N.Y.

Studio: 1215 Cole St., St. Louis, Mo. (63106).

Telephone: 314-436-3030.

Ownership: Thomas N. Evans, 100%; Edward P. Evans, pres.

Began Operation: June 8, 1969.

Represented (sales) by Evans Bcstg. Corp.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

JACK PETRIK, vice president & general manager.

THOMAS KOON, general sales manager.

LEN ZIEGEL, eastern sales manager.

DAVE BLOCKER, midwestern sales manager.

CLAIR K. BELLOW, local sales manager.

W. E. ANDERSON, chief engineer.

JACK FANSHER, production manager.

LARRY McNABB, promotion manager.

DOROTHY GLASS, business manager.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1970)

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

Class A—3-11 p.m., daily.

\$750 \$450 \$270 \$240 \$170 Graded rates apply*

*Highest rate: \$180.

For Color, UHF & Multi-Set
Penetration by Market
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	ILLINOIS				
		Madison	80,600	78,500	97
		Monroe	6,100	5,900	96
		Randolph	9,900	9,500	96
		St Clair	88,400	85,400	97
	MISSOURI				
		Jefferson	32,200	31,400	98
		Lincoln	6,200	5,900	95
		St Charles	28,000	27,300	98
		St Louis	504,000	488,100	97
Between 5-24%	ILLINOIS				
		Bond	4,500	4,200	94
		Clay	5,100	4,700	92
		Clinton	8,200	7,900	97
		Fayette	6,800	6,400	94
		Greene	5,700	5,500	96
		Jefferson	10,900	10,200	94
		Jersey	5,600	5,400	96
		Macoupin	15,200	14,600	96
		Marion	13,600	13,000	96
	Perry	7,100	6,700	95	
	Washington	4,600	4,300	94	
MISSOURI					
	Dent	4,400	3,900	88	
	Franklin	17,700	17,100	97	
	Iron	3,200	2,900	92	
	Marion	10,100	9,800	97	
	Montgomery	4,000	3,800	95	
	St Francois	12,400	11,900	96	
	Ste Genevieve	3,800	3,600	96	
	Warren	3,200	3,000	94	
Station Totals		901,500	870,900	97	
Net Weekly Circulation (1970-71)				287,100	
Average Daily Circulation (1970-71)				110,500	

Missouri—St. Louis



KMOX-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, Mo.

TV tape: Recording facilities.

AM Affiliate: KMOX, 50-kw, 1120 kHz (CBS).

FM Affiliate: KMOX-FM, 47-kw, 103.3 MHz (No. 277), 900-ft.

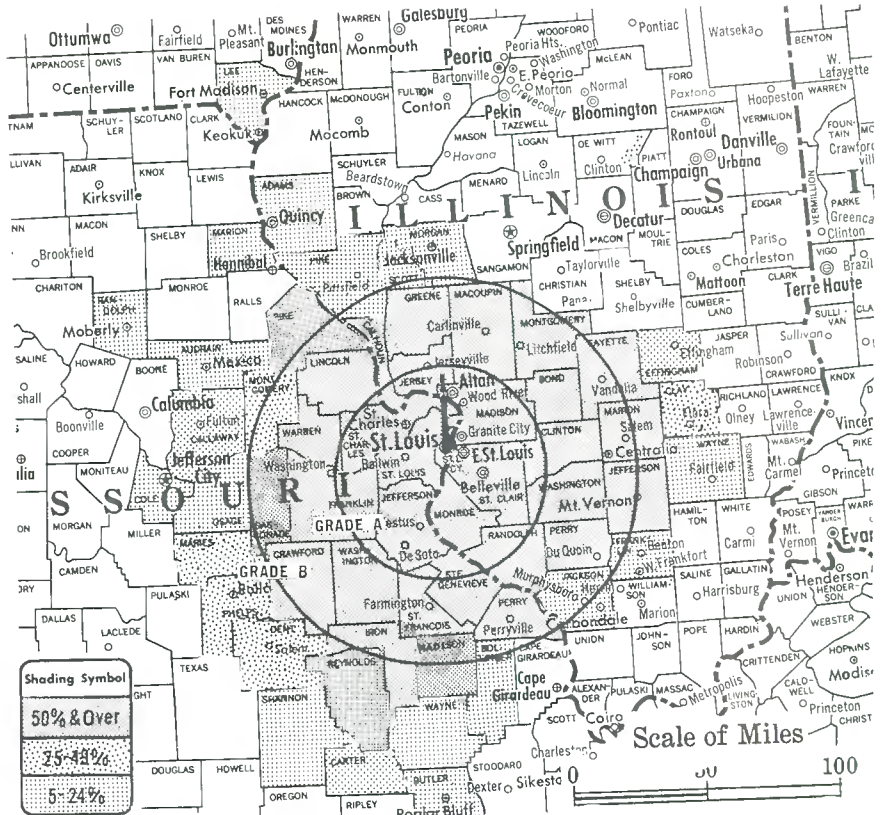
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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., One Memorial Dr., St. Louis, Mo. (63102).

Studio: One Memorial Dr.

Telephone: 314-621-2345. 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:

- THOMAS M. BATTISTA, vice president & general manager.
- NORMAN BACON, director of administration & business affairs.
- CHRISTOPHER DUFFY, director, broadcasting.
- SPENCER ALLEN, editorial director.
- DON MARKLEY, program director & film buyer.
- THOREN SCHROECK, sales director.
- WILLIAM T. CROWELL, national sales manager.
- GENE LOTHERY, eastern sales manager.
- ROBERT SCHAEFER, director of news.
- DAVE ALLEN, executive producer.
- HUGH WOOLSEY, production manager.
- FRED HEYWOOD, manager, publicity & public relations.
- WALLY WESLEY, director of technical operations.
- JAMES BEHLING, director of information services.

DIGEST OF RATE CARD NO. 20—(March 8, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Prime Time—7-10 p.m., daily.
\$2200.00 \$1335.00 \$975.00 \$810.00 Graded rates apply*

*Highest rate: \$2160.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS Bond	4,500	4,200	94
	Calhoun	1,800	1,700	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ILLINOIS—(Continued)				
	Clinton	8,200	7,900	97
	Fayette	6,800	6,400	94
	Greene	5,700	5,500	96
	Jefferson	10,900	10,200	94
	Jersey	5,600	5,400	96
	Macoupin	15,200	14,600	96
	Madison	80,600	78,500	97
	Marion	13,600	13,000	96
	Monroe	6,100	5,900	96
	Montgomery	10,600	10,100	96
	Perry	7,100	6,700	95
	Randolph	9,900	9,500	96
	St Clair	88,400	85,400	97
	Washington	4,600	4,300	94
MISSOURI				
	Crawford	5,400	4,900	90
	Franklin	17,700	17,100	97
	Gasconade	4,400	4,100	93
	Iron	3,200	2,900	92
	Jefferson	32,200	31,400	98
	Lincoln	6,200	5,900	95
	Madison	3,100	2,900	93
	Perry	4,600	4,300	94
	Pike	5,900	5,600	94
	Reynolds	2,200	1,900	88
	St Charles	28,000	27,300	98
	St Francois	12,400	11,900	96
	St Louis	504,000	488,100	97
	Ste Genevieve	3,800	3,600	96
	Warren	3,200	3,000	94
	Washington	4,700	4,400	94
Between 25-49%				
	ILLINOIS Clay	5,100	4,700	92
MISSOURI				
	Dent	4,400	3,900	88
	Maries	2,300	2,100	93
	Montgomery	4,000	3,800	95
	Phelps	9,400	8,700	92
(Continued on page 457-b)				
Station Totals		1,123,800	1,080,900	96
Net Weekly Circulation (1970-71)				838,700
Average Daily Circulation (1970-71)				564,700

Missouri—St. Louis

KPLR-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, Mo.

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: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Cohen & Dippell.

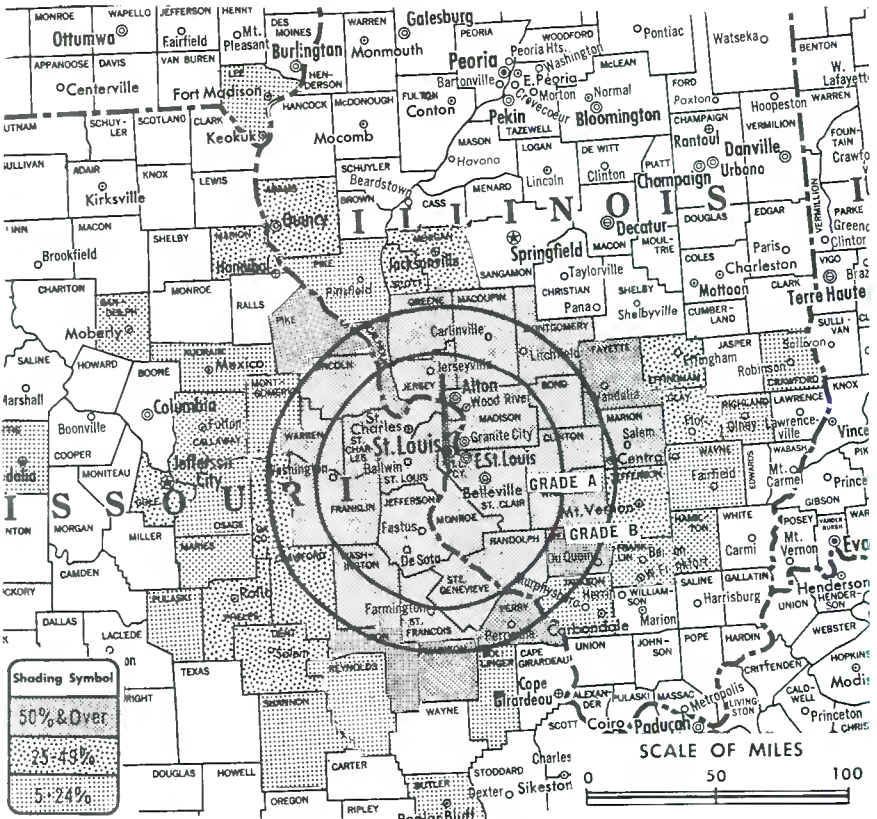
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/50

©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: Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%; estate of Sam Koplar, 5%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar, (votes 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (sales) by Metro TV Sales.

Represented (legal) by Koteen & Burt.

Personnel:

JAMES R. HERD, vice president & general manager.

JOHN A. McELFRESH, general sales manager.

KIRIL KIRCHOFF, local sales manager.

JAMES WRIGHT, production manager.

JAMES CORNO, traffic & operations manager.

THOMAS COHAN, comptroller.

JAMES R. ANIANS, film director.

MELVYN SMITH, director of promotion.

BILL ADDISON, news director.

DIGEST OF RATE CARD NO. 14—(Feb. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	8 Sec.
Class A—5-10:30 p.m., daily.	\$1500.00	\$900.00	\$400.00	\$300.00	\$300.00	\$180.00 \$150.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	4,500	4,200	94
	Calhoun	1,800	1,700	95
	Clinton	8,200	7,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Fayette	6,800	6,400	94
	Greene	5,700	5,500	96
	Jersey	5,600	5,400	96
	Macoupin	15,200	14,600	96
	Madison	80,600	78,500	97
	Marion	13,600	13,000	96
	Monroe	6,100	5,900	96
	Montgomery	10,600	10,100	96
	Perry	7,100	6,700	95
	Randolph	9,900	9,500	96
	St Clair	88,400	85,400	97
	Washington	4,600	4,300	94
	MISSOURI			
Franklin	17,700	17,100	97	
Iron	3,200	2,900	92	
Jefferson	32,200	31,400	98	
Lincoln	6,200	5,900	95	
Madison	3,100	2,900	93	
Perry	4,600	4,300	94	
Pike	5,900	5,600	94	
St Charles	28,000	27,300	98	
St Francois	12,400	11,900	96	
St Louis	504,000	488,100	97	
Ste Genevieve	3,800	3,600	96	
Warren	3,200	3,000	94	
Washington	4,700	4,400	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Adams	23,600	22,900	97
	Clay	5,100	4,700	92
	Effingham	7,700	7,200	93
	Jefferson	10,900	10,200	94
Morgan	11,600	11,000	95	
Scott	2,100	2,000	97	
MISSOURI				
Cole	14,600	14,200	97	
Crawford	5,400	4,900	90	
Dent	4,400	3,900	88	

(Continued on page 457-b)

Station Totals	1,187,300	1,141,600	96
Net Weekly Circulation (1970-71)			690,200
Average Daily Circulation (1970-71)			333,700

Missouri—St. Louis



KSD-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

Studio: 1111 Olive St. (63101).

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kHz (NBC).

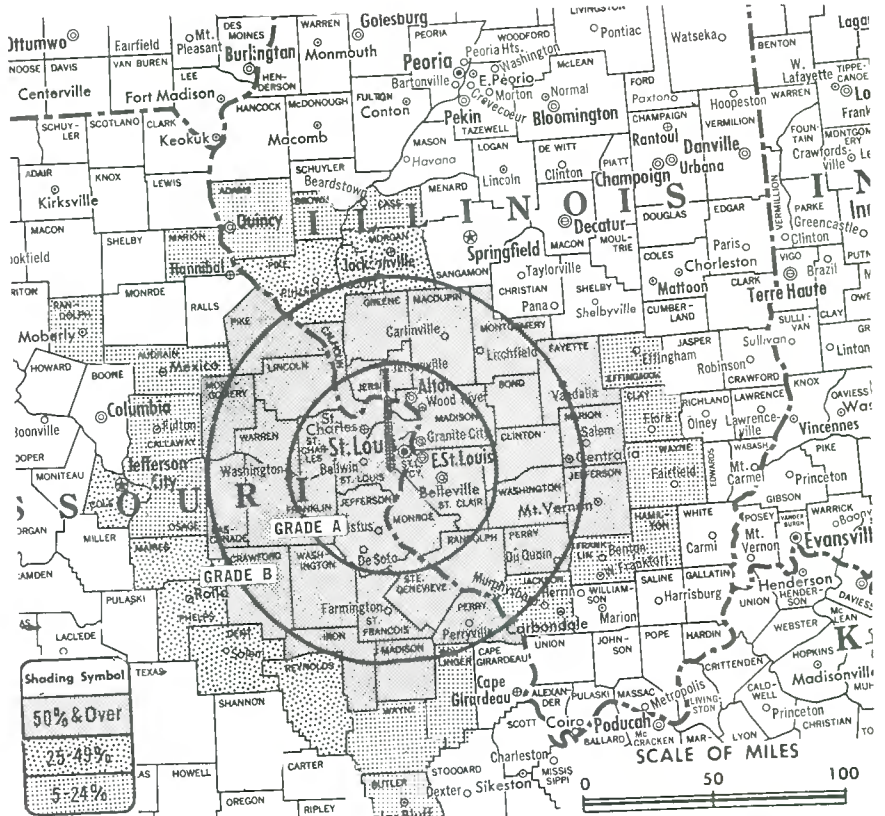
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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.: 910-761-1037.

Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres. Pulitzer Publishing also owns KVOA-TV, Tucson, Ariz. and KOAT-TV, Albuquerque, N.M.

Began Operation: Feb. 8, 1947.

Represented (sales) by Blair Television.

Represented (legal) by Marmet & Webster.

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

Personnel:

- HAROLD GRAMS, vice president, broadcasting.
- RAY KARPOWICZ, general manager.
- KEITH GUNTHER, program manager.
- ANTHONY E. BELLO, general sales manager.
- MICHAEL P. DUFFY, local sales manager.
- DON S. SCHOMBURG, office manager.
- HARRY HONIG, director, creative services.
- FRED J. MUELLER, corporate & sales promotion manager.
- AUSTIN BRIDGMAN, news editor.
- ED RISK, chief engineer.

DIGEST OF RATE CARD NO. 23—(July 1, 1970)

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

Class AAA—6:30-10:30 p.m., daily.

\$2500.00 \$1580.00 \$920.00 \$850.00 \$775.00 \$620.00 \$390.00

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	4,500	4,200	94
	Calhoun	1,800	1,700	95
	Clinton	8,200	7,900	97
	Fayette	6,800	6,400	94
	Greene	5,700	5,500	96
	Jefferson	10,900	10,200	94
	Jersey	5,600	5,400	96
	Macoupin	15,200	14,600	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Madison	80,600	78,500	97
	Marion	13,600	13,000	96
	Monroe	6,100	5,900	96
	Montgomery	10,600	10,100	96
	Perry	7,100	6,700	95
	Randolph	9,900	9,500	96
	St Clair	88,400	85,400	97
	Washington	4,600	4,300	94
	MISSOURI			
Crawford	5,400	4,900	90	
Franklin	17,700	17,100	97	
Gasconade	4,400	4,100	93	
Iron	3,200	2,900	92	
Jefferson	32,200	31,400	98	
Lincoln	6,200	5,900	95	
Madison	3,100	2,900	93	
Montgomery	4,000	3,800	95	
Perry	4,600	4,300	94	
Pike	5,900	5,600	94	
St Charles	28,000	27,300	98	
St Francois	12,400	11,900	96	
St Louis	504,000	488,100	97	
Ste Genevieve	3,800	3,600	96	
Warren	3,200	3,000	94	
Washington	4,700	4,400	94	
Between 25-49%	ILLINOIS			
	Morgan	11,600	11,000	95
	Pike	6,700	6,400	95
	Scott	2,100	2,000	97
	MISSOURI			
Cole	14,600	14,200	97	
Dent	4,400	3,900	88	
Maries	2,300	2,100	93	
Phelps	9,400	8,700	92	
Reynolds	2,200	1,900	88	
(Continued on page 449-b)				
Station Totals		1,115,900	1,073,400	96
Net Weekly Circulation (1970-71)			844,900	
Average Daily Circulation (1970-71)			570,000	

Missouri—St. Louis



KTVI

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"

Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

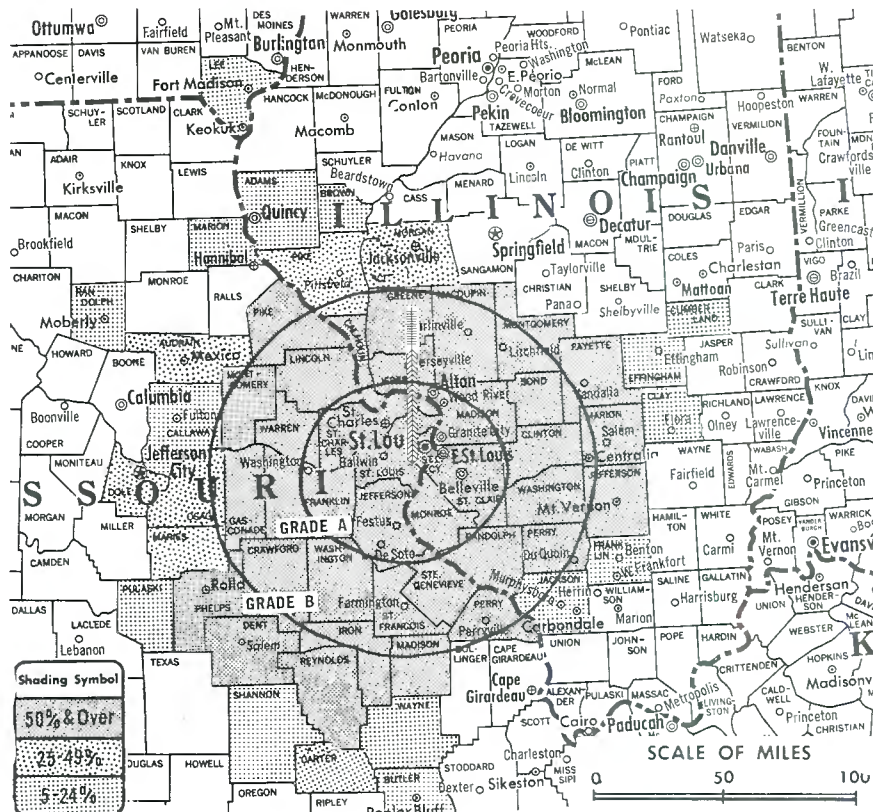
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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 Harrington, Righter & Parsons Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Surrey, Karasik, Gould & Greene.

Personnel:

- RALPH HANSEN, general manager.
- MANNE RUSSO, general sales manager.
- WILLIAM MILLER, local sales manager.
- VIC SKAGGS, program manager.
- CLARK GRANT, promotion manager.
- GLENN WILSON, news director.
- RICHARD J. TRÖMPETER, chief engineer.

DIGEST OF RATE CARD NO. 19 REV. 2
(Jan. 3, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.	\$1950	\$1170	\$650	\$500	\$600*	\$500*
					\$300*	

*A1.

NETWORK BASE HOURLY RATE: \$1636.

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS				
	Bond	4,500	4,200	94
	Calhoun	1,800	1,700	95
	Clinton	8,200	7,900	97
	Fayette	6,800	6,400	94
	Greene	5,700	5,500	96
	Jefferson	10,900	10,200	94
	Jersey	5,600	5,400	96
	Macoupin	15,200	14,600	96
	Madison	80,600	78,500	97
	Marion	13,600	13,000	96
	Monroe	6,100	5,900	96
	Montgomery	10,600	10,100	96
	Perry	7,100	6,700	95
	Randolph	9,900	9,500	96
	St. Clair	88,400	85,400	97
	Washington	4,600	4,300	94
MISSOURI				
50% & Over	Crawford	5,400	4,900	90
	Dent	4,400	3,900	88
	Franklin	17,700	17,100	97
	Gasconade	4,400	4,100	93
	Iron	3,200	2,900	92
	Jefferson	32,200	31,400	98
	Lincoln	6,200	5,900	95
	Madison	3,100	2,900	93
	Montgomery	4,000	3,800	95
	Perry	4,600	4,300	94
	Phelps	9,400	8,700	92
	Pike	5,900	5,600	94
	Reynolds	2,200	1,900	88
	St. Charles	28,000	27,300	98
	St. Francois	12,400	11,900	96
	St. Louis	504,000	488,100	97
	Ste. Genevieve	3,800	3,600	96
	Warren	3,200	3,000	94
	Washington	4,700	4,400	94

(Continued on page 457-b)

Station Totals	1,130,000	1,086,900	96
Net Weekly Circulation (1970-71)			814,600
Average Daily Circulation (1970-71)			468,100

For Color Set Penetration by Markets
See Services Volume

KMOX-TV, St. Louis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	ILLINOIS			
	Adams	23,600	22,900	97
	Effingham	7,700	7,200	93
	Franklin	14,600	13,800	95
	Jackson	16,900	15,900	94
	Morgan	11,600	11,000	95
	Pike	6,700	6,400	95
	Scott	2,100	2,000	97
	Wayne	6,100	5,600	91
	IOWA			
	Lee	14,100	13,700	97
Between 5-24%	MISSOURI			
	Audrain	8,700	8,400	96
	Bollinger	3,000	2,800	92
	Butler	12,000	11,100	92
	Callaway	8,000	7,700	96
	Carter	1,300	1,100	83
	Cole	14,600	14,200	97
	Marion	10,100	9,800	97
	Osage	3,400	3,100	92
	Randolph	8,000	7,600	96
	Shannon	2,500	2,100	84
	Wayne	3,000	2,700	91

KMBC-TV, Kansas City
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MISSOURI—(Continued)			
	Livingston	5,600	5,300	94
	Pettis	12,200	11,600	95
	Platte	10,400	10,100	97
50% & Over	Ray	6,300	6,100	96
	St. Clair	3,100	2,800	92
	Saline	8,200	7,800	95
	NEBRASKA			
	Richardson	4,500	4,300	96
	KANSAS			
	Bourbon	5,700	5,400	95
	Lyon	11,200	10,500	94
	Pottawatomie	4,000	3,800	95
	Riley	15,600	14,700	94
	Saline	15,100	14,500	96
	Wabaunsee	2,200	2,100	93
Between 25-49%	MISSOURI			
	Atchison	3,200	3,100	96
	Chariton	3,900	3,600	93
	Cole	14,600	14,200	97
	Cooper	5,100	4,900	95
	Holt	2,600	2,400	92
	Nodaway	7,200	6,800	95
	Randolph	8,000	7,600	96
	Sullivan	2,900	2,800	95
	Vernon	6,400	6,000	94
	IOWA			
	Decatur	3,100	2,900	93
	KANSAS			
	Allen	5,400	5,100	94
	Barton	10,000	9,800	98
	Clay	3,700	3,400	92
	Cloud	4,600	4,300	93
	Dickinson	7,400	7,000	95
	Ellis	7,600	7,400	97
	Labette	9,300	8,900	95
	Marshall	4,600	4,300	94
Between 5-24%	Mitchell	2,800	2,600	93
	Morris	2,400	2,200	93
	Nemaha	3,800	3,600	96
	Neosho	6,800	6,500	96
	MISSOURI			
	Adair	7,800	7,500	96
	Camden	5,200	4,800	93
	Cedar	3,500	3,300	93
	Harrison	3,900	3,700	95
	Mercer	2,000	1,900	93
	Worth	1,200	1,200	97

Missouri

KTVI, St. Louis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	ILLINOIS			
	Morgan	11,600	11,000	95
	Pike	6,700	6,400	95
	Scott	2,100	2,000	97
Between 25-49%	MISSOURI			
	Audrain	8,700	8,400	96
	Cole	14,600	14,200	97
	Maries	2,300	2,100	93
	Osage	3,400	3,100	92
	ILLINOIS			
	Adams	23,600	22,900	97
	Brown	2,000	1,900	95
	Clay	5,100	4,700	92
	Cumberland	3,300	3,100	94
	Effingham	7,700	7,200	93
	Franklin	14,600	13,800	95
	Jackson	16,900	15,900	94
Between 5-24%	IOWA			
	Lee	14,100	13,700	97
	MISSOURI			
	Butler	12,000	11,100	92
	Callaway	8,000	7,700	96
	Carter	1,300	1,100	83
	Marion	10,100	9,800	97
	Pulaski	10,000	9,400	94
	Randolph	8,000	7,600	96
	Shannon	2,500	2,100	84
	Wayne	3,000	2,700	91

KPLR-TV, St. Louis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MISSOURI—(Continued)			
Between 25-49%	Gasconade	4,400	4,100	93
	Marion	10,100	9,800	97
	Phelps	9,400	8,700	92
	ILLINOIS			
	Crawford	7,600	7,300	96
	Franklin	14,600	13,800	95
	Hamilton	3,200	2,900	90
	Jackson	16,900	15,900	94
	Pike	6,700	6,400	95
	Richland	5,500	5,200	94
	Wayne	6,100	5,600	91
	IOWA			
	Lee	14,100	13,700	97
Between 5-24%	MISSOURI			
	Audrain	8,700	8,400	96
	Bollinger	3,000	2,800	92
	Butler	12,000	11,100	92
	Callaway	8,000	7,700	96
	Jasper	29,300	28,100	96
	Maries	2,300	2,100	93
	Montgomery	4,000	3,800	95
	Osage	3,400	3,100	92
	Pettis	12,200	11,600	95
	Pulaski	10,000	9,400	94
	Randolph	8,000	7,600	96
	Reynolds	2,200	1,900	88
	Shannon	2,500	2,100	84

For Missouri CATV Systems
See Services Volume

Missouri—Sedalia



KMOS-TV



Ch. 6

[Satellite of KRCG,
Jefferson City, Mo.]

Technical Facilities: Channel No. 6
(82-88 MHz). 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"

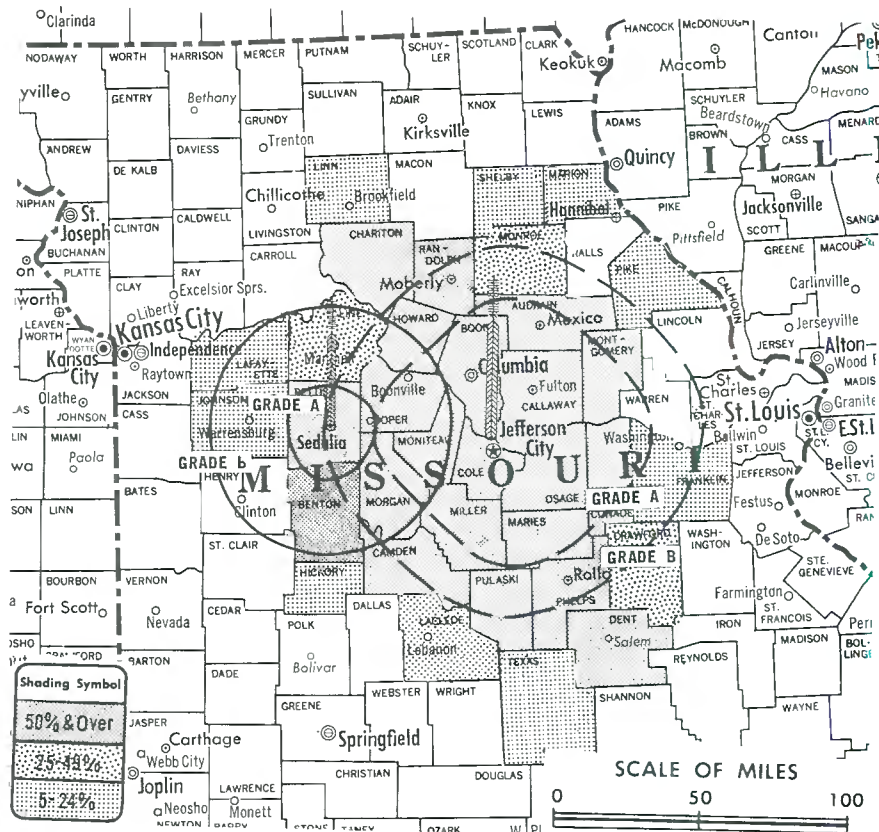
Transmitter: 2100 W. Broadway.

Color: Network.

News Wire Service: AP.

Studio: 2100 W. Broadway.

Represented (legal) by Dow, Lohnes
& Albertson.



County coverage based on AIB study (see
page 1-b).

KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

©American Map Co., Inc., N.T., 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; Eugene F. Gray Co. (Missouri,
Kansas & Neb.).

Personnel:

EDWARD J. SCHUELEIN, general manager.
STEWART GRESSLEY, 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.

ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.

Call 800-638-0859 . . . Toll free

Missouri—Springfield



KMTC

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1038-kw max. & 240-kw horizontal visual, 209-kw max. & 48-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1621-ft. above sea level. Latitude 37° 11' 40" Longitude 92° 56' 04"

Holds CP for change to 1900-kw max. & 436-kw horizontal visual, 379-kw max. & 81.3-kw horizontal aural. BPCT—4477.

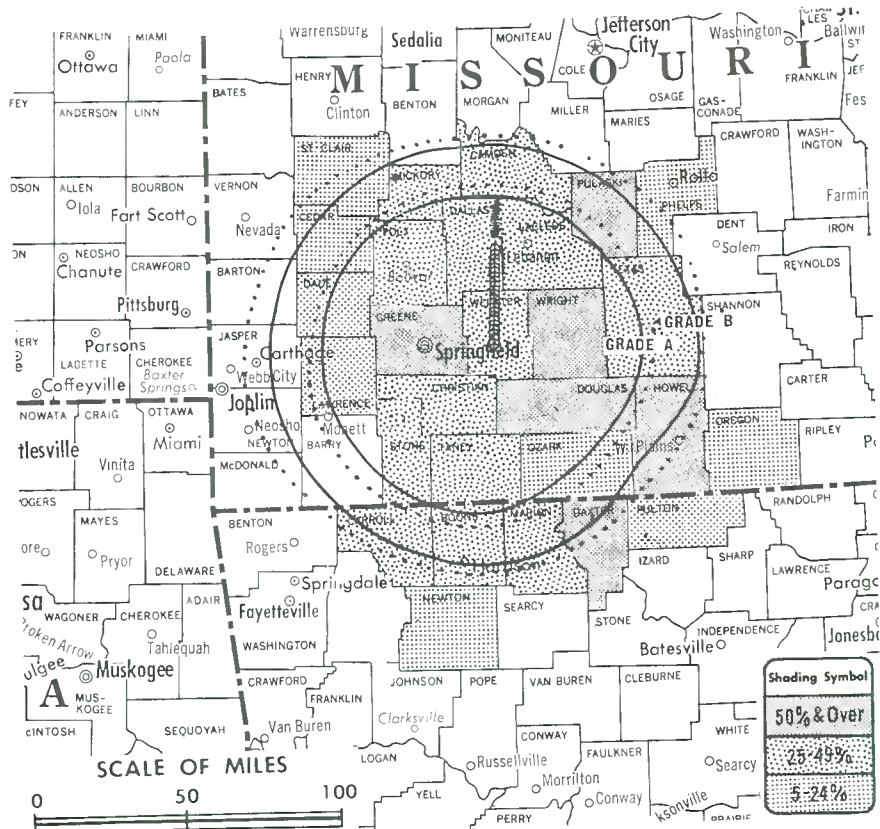
Transmitter: R. R., Fordland, Mo.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).



KMTC Ref: FCC File No. BMPCT—6903 Granted 9/23/68
 CP: BPCT—1477 Granted 2/29/72
 © American Map Co., Inc., N.Y. No. 14244

KMTC

Network Service: ABC.

Grantee: Midland TV Corp., 2322 S. Cedarbrook, Springfield, Mo. (65804).

Studio: 3000 E. Cherry St. (65804).

Telephone: 417-862-7091.

Ownership: Kenneth E. Meyer, pres. & gen. mgr., 12.27%; Thomas A. Barneby, secy., 6.93%; Morris Burks, treas., 5.04%; Nick M. van Gelder, Julian R. Goodwin, H. C. Wattner, George W. Reed, Gerald F. Doran, J. T. Gahm, Dr. Inks Franklin, Steve W. Ball & W. E. Carter, 5.07% each; Alex Fellini, 5.04%; Kenneth W. Rhoden, 4.8%. Meyer owns 31% of KTXR(FM), Springfield, Barneby, 31%. Meyer, Barneby & Franklin own 33% each of KFAL & KKCA (FM), Fulton, Mo. and KLEX-AM-FM, Lexington, Mo. Note: Principals have interest in Monroe TV Inc. which is buying KYAY-TV, West Monroe, La.

Began Operation: Oct. 2, 1968.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Melvin B. Caldwell.

Personnel:

- KENNETH E. MEYER, president & general manager.
- B. D. BLANKENSHIP, chief engineer.
- AL WILLIAMS, sales manager
- RON WILLIAMS, promotion manager.
- BEN KUEHNLE, production manager.
- B. H. ALLEY, women's director.

DIGEST OF RATE CARD NO. 2N
 (May 31, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	Graded rates apply*		

*Highest rate: \$80.

NETWORK BASE HOURLY RATE: \$149.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		ARKANSAS			
		Baxter	6,000	5,400	90
		MISSOURI			
		Douglas	3,100	2,900	93
		Greene	53,800	52,100	97
		Dallas	8,300	7,300	88
Between 25-49%		Pulaski	10,000	9,400	94
		Wright	4,800	4,400	91
		ARKANSAS			
		Boone	7,100	6,500	91
		Carroll	4,800	4,400	92
		Marion	2,800	2,600	92
		MISSOURI			
		Camden	5,200	4,800	93
		Christian	5,600	5,300	95
		Dallas	3,700	3,500	95
		Hickory	1,800	1,700	93
		Laclede	7,100	6,700	94
Between 5-24%		Polk	5,500	5,100	93
		Stone	3,800	3,500	91
		Taney	5,100	4,800	95
		Texas	6,400	5,700	90
		Webster	5,400	5,000	93
		ARKANSAS			
		Fulton	2,900	2,400	82
		Newton	1,900	1,600	83
		MISSOURI			
		Cedar	3,500	3,300	93
		Dade	2,600	2,500	95
		Lawrence	9,000	8,500	94
	Oregon	3,300	2,800	84	
	Ozark	2,100	1,900	91	
	Phelps	9,400	8,700	92	
	St. Clair	3,100	2,800	92	
	Station Totals		188,100	175,600	93
	Net Weekly Circulation (1970-71)				66,300
	Average Daily Circulation (1970-71)				35,700

Missouri—Springfield



KOLR
(formerly KTTS-TV)
Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). 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.

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

News Wire Service: AP.

News Film Service: CBS.

TWX No.: 417-889-0161.

Represented (legal) by Dempsey & Koplovitz.

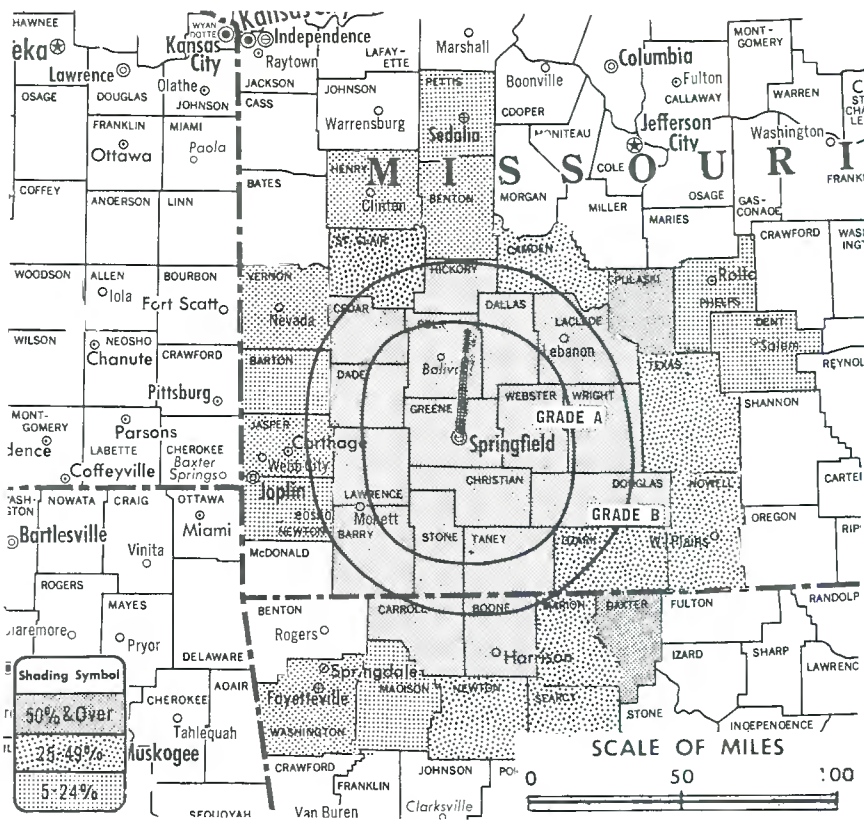
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOLR Ref: FCC File No. BMPCT—3293 Granted 8/18/55

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

KOLR

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St. Telephone: 417-862-7474.

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%; others, none holding as much as 5%

Began Operation: March 14, 1953.

Represented (sales) by H-R Television.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.

JERRY SWEANEY, assistant manager.

WILLIAM F. CURRY, chief engineer.

KEVIN McANDREWS, program director.

JACK LLOYD, sales director.

DIGEST OF RATE CARD NO. 14—(Sept. 13, 1971)

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.	\$475.00	\$285.00	\$190.00	\$145.00	Graded rates apply*	

*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	6,000	5,400	90
	Boone	7,100	6,500	91
	Carroll	4,800	4,400	92
	MISSOURI			
	Barry	7,400	7,000	94
	Cedar	3,500	3,300	93
	Christian	5,600	5,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dade	2,600	2,500	95
	Dallas	3,700	3,500	95
	Douglas	3,100	2,900	93
	Greene	53,800	52,100	97
	Hickory	1,800	1,700	93
	Laclede	7,100	6,700	94
	Lawrence	9,000	8,500	94
	Polk	5,500	5,100	93
	Pulaski	10,000	9,400	94
	Stone	3,800	3,500	91
	Taney	5,100	4,800	95
Webster	5,400	5,000	93	
Wright	4,800	4,400	91	
Between 25-49%	ARKANSAS			
	Marion	2,800	2,600	92
	Newton	1,900	1,600	83
	Searcy	2,600	2,300	88
	MISSOURI			
	Camden	5,200	4,800	93
	Howell	8,300	7,300	88
	Ozark	2,100	1,900	91
	St Clair	3,100	2,800	92
	Texas	6,400	5,700	90
Between 5-24%	ARKANSAS			
	Madison	3,100	2,600	84
	Washington	25,800	23,500	91
	MISSOURI			
	Barton	3,800	3,600	95
	Benton	4,000	3,700	91
	Dent	4,400	3,900	88
	Henry	7,200	6,800	95
	Jasper	29,300	28,100	96
Newton	11,600	11,200	96	
Pettis	12,200	11,600	95	
Phelps	9,400	8,700	92	
Vernon	6,400	6,000	94	
Station Totals		299,700	280,700	94
Net Weekly Circulation (1970-71)			126,100	
Average Daily Circulation (1970-71)			82,000	

Missouri—Springfield



KYTV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

Telephone: 417-866-2766.

TWX No.: 910-775-4714.

TV tape: Recording facilities.

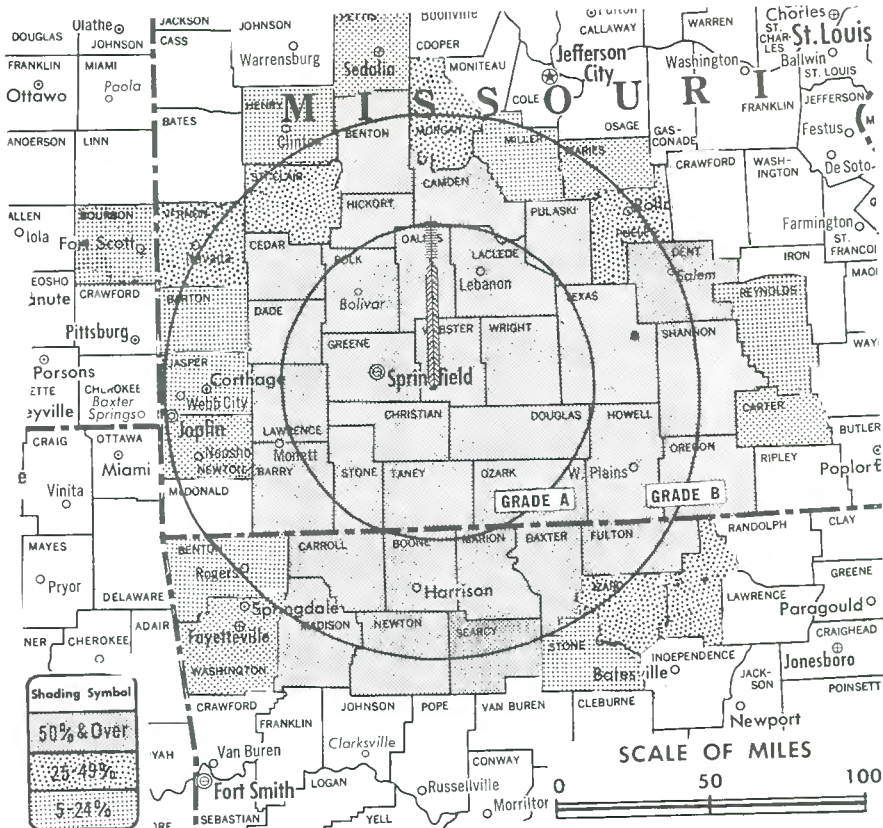
Color: Network, live, film, slide & tape.

News Wire Service: AP.

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

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

Total Households: (M) MST
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KYTV Ref: FCC File No. PBCT-4342 Granted 6/22/70

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

KYTV

Network Service: NBC.

Licensee: Springfield Television Inc., 999 W. Sunshine (65804).

Studio: 999 W. Sunshine.

Ownership: Grand Prairie Investment Co., 50%; Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press); also operates radio stations KGBX, Springfield & KHMO, Hannibal, Mo. Lester L. Cox, pres.; Keith G. Wells, v.p., .033%; W. W. Weber, secy., .033%; Lynn E. Bussy, treas.; A. A. Watson, .033%; Tams Bixby III, .033% (gen. mgr., Springfield Newspapers). Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussy (and wife). Lester L. Cox is chmn. of board of KOAM-TV & KOAM, Pittsburg, Kan.

Began Operation: Oct. 1, 1953.

Represented (sales) by Blair Television.

Personnel:

DONALD S. MOELLER, vice president & general manager.
CARL FOX, vice president, programming & public affairs.
THOMAS E. FLANAGAN, national sales & marketing manager.
FRED RAINS, operations manager.
CLARENCE MARTIN, promotion manager.
BILL AVERY, news director.
E. DENNIS WHITE, chief engineer.

DIGEST OF RATE CARD NO. 1-72

Hour	30 Min.	15 Min.	30 or 20 Sec.	10 Sec.	
Class A—6-10 p.m., daily.	\$600.00	\$360.00	\$300.00	\$160.00*	\$80.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$575 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Baxter	6,000	5,400	90
	Boone	7,100	6,500	91
	Carroll	4,800	4,400	92
	Fulton	2,900	2,400	82
Madison	3,100	2,600	84	

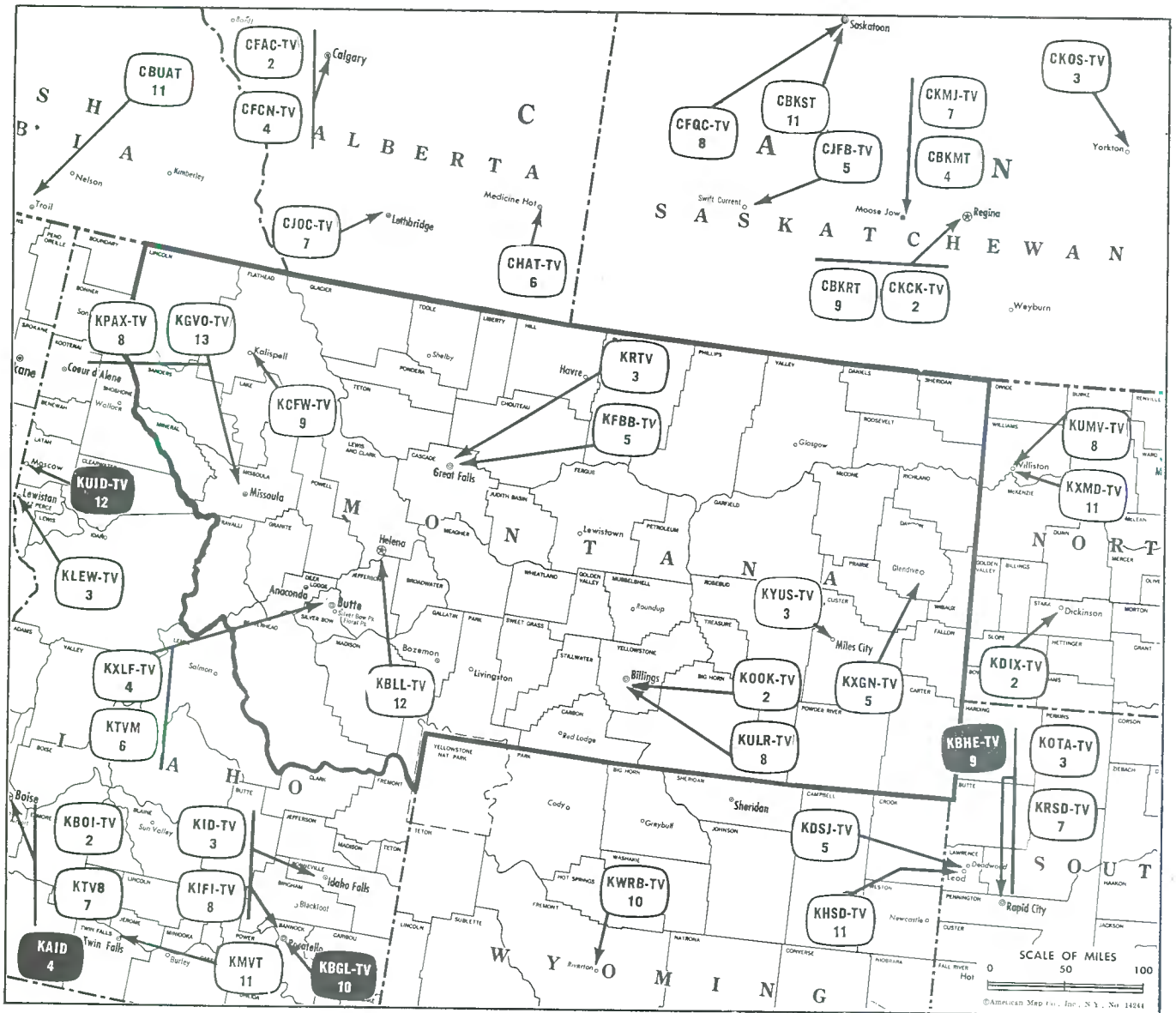
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS—(Continued)			
	Marion	2,800	2,600	92
	Newton	1,900	1,600	83
	Searcy	2,600	2,300	88
	MISSOURI			
	Barry	7,400	7,000	94
	Benton	4,000	3,700	91
	Camden	5,200	4,800	93
	Cedar	3,500	3,300	93
	Christian	5,600	5,300	95
	Dade	2,600	2,500	95
	Dallas	3,700	3,500	95
	Dent	4,400	3,900	88
	Douglas	3,100	2,900	93
	Greene	53,800	52,100	97
	Hickory	1,800	1,700	93
	Howell	8,300	7,300	88
Laclede	7,100	6,700	94	
Lawrence	9,000	8,500	94	
Oregon	3,300	2,800	84	
Ozark	2,100	1,900	91	
Polk	5,500	5,100	93	
Pulaski	10,000	9,400	94	
Shannon	2,500	2,100	84	
Stone	3,800	3,500	91	
Taney	5,100	4,800	95	
Texas	6,400	5,700	90	
Webster	5,400	5,000	93	
Wright	4,800	4,400	91	

Between 25-49%	ARKANSAS			
	Izard	2,900	2,400	84
	Sharp	3,200	2,700	84
	MISSOURI			
Morgan	3,900	3,700	95	
Phelps	9,400	8,700	92	
St Clair	3,100	2,800	92	
Vernon	6,400	6,000	94	

(Continued on page 449-b)

Station Totals	355,300	330,600	93
Net Weekly Circulation (1970-71)			159,700
Average Daily Circulation (1970-71)			115,100

Montana



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Butte	64,800	184	33,600	185
Missoula	62,900	186	37,700	182
Billings	62,600	188	59,800	159
Great Falls	54,800	192	43,900	176
Helena	9,600	220	10,200	205
Glendive	6,400	223	3,500	207
Miles City	2,100	226	*	*

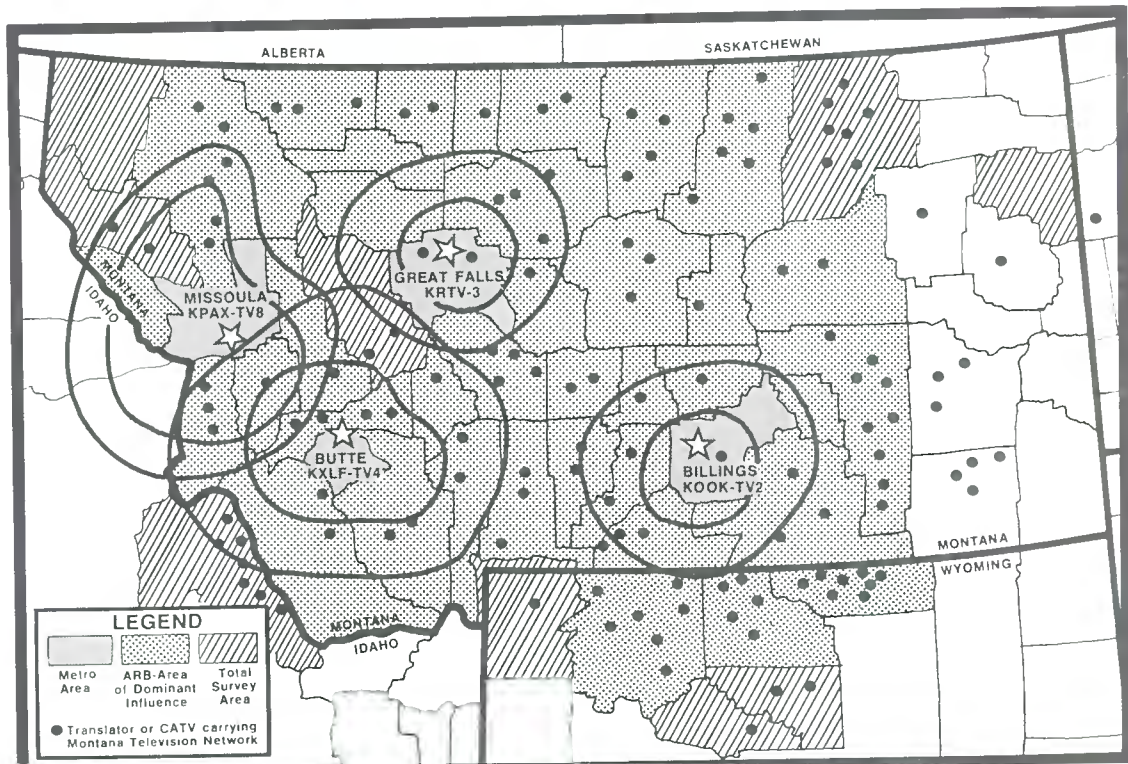
Montana Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	12	0	12
Educational Television Stations	0	0	0
			12

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

Montana!

A one-market buy delivered by mtn



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MTN delivers a combined Area of Dominant Influence that is equivalent to the 91st largest market in the United States.

COMBINED MTN - ADI: 175,000 homes.

Mtn is your television zip code for Montana

MONTANA TELEVISION NETWORK

With Stations in BILLINGS (KOOK-TV 2), BUTTE (KXLF-TV 4), GREAT FALLS (KRTV 3), MISSOULA (KPAX-TV 8)
Donald G. Bradley, General Manager
P. O. Box 2557, Billings, Montana 59103

REPRESENTED BY: AVERY-KNODEL, INC., NATIONALLY
ART MOORE & ASSOCIATES, SEATTLE-PORTLAND • ANDY McDERMOTT SALES, LTD., CANADA

Montana—Billings



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"
Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

AM Affiliate: KOOK, 5-kw, 970 kHz.

TV tape: Recording facilities.

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

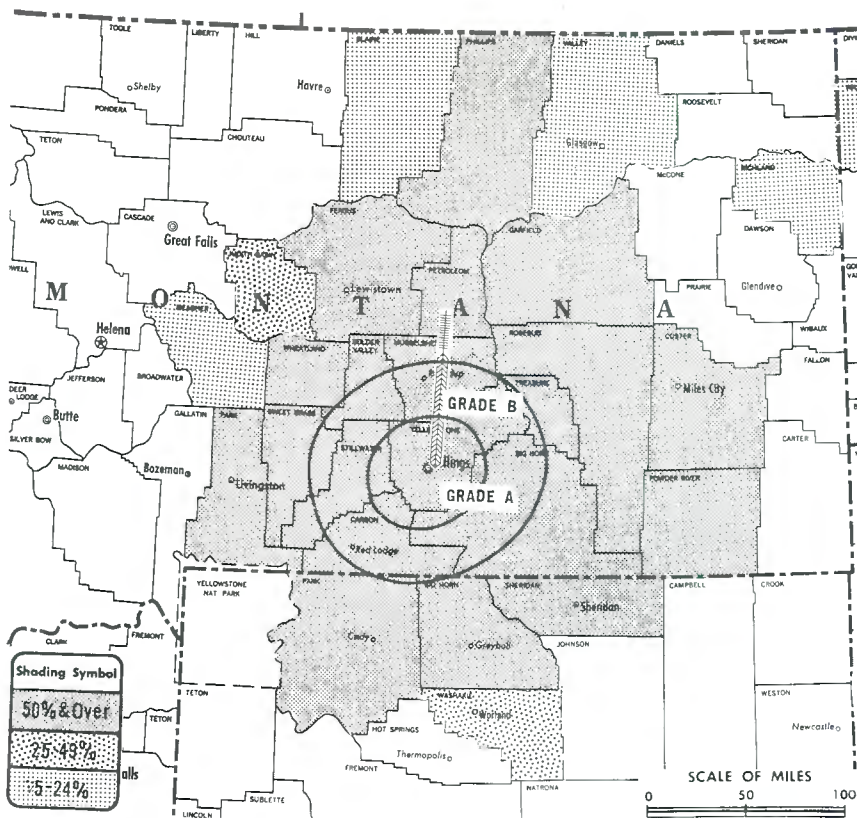
News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 406-252-5611. TWX No.: 910-975-1030.

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%. Same interests also own KXLF-TV & KXLF, Butte; KRTV, Great Falls & KPAX-TV, Missoula, all Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by Avery-Knodel Inc.; Montana Television Network; Art Moore & Assoc. (Seattle & Portland); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

VICTOR MILLER, general manager.
DON BRADLEY, national sales manager.
BERNIE STYLES, local commercial manager.
LEE LAREVA, program & operations director.
J. R. MIDDLETON, chief engineer.
MARLENE HOVDE, merchandising director.
JOSEPH S. SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 17

(Sept. 20, 1971)

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

\$325.00 \$200.00 \$150.00 \$125.00 \$100.00 \$34.00 \$34.00 \$26.00

Note: For combination rates, Montana Television Network, Box 2557, Billings, Mont.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	2,700	2,400	90
	Carbon	2,600	2,400	93
	Custer	3,800	3,400	89
	Fergus	4,000	3,600	90
	Garfield	600	500	77
	Golden Valley	300	300	88
	Musselshell	1,300	1,200	90
	Park	3,900	3,600	93
	Petroleum	200	200	87
	Phillips	1,700	1,500	86
	Powder River	900	700	82
	Rosebud	1,900	1,700	88
	Stillwater	1,500	1,500	97
	Sweet Grass	1,000	900	87
	Treasure	300	300	89
	Wheatland	800	700	91
Yellowstone	28,400	27,500	97	
WYOMING	Big Horn	3,100	2,800	92
	Park	5,800	5,300	92
	Sheridan	6,400	5,800	90
Between 25-49%	MONTANA			
	Judith Basin	900	800	90
	WYOMING			
Washakie	2,400	2,200	94	
Between 5-24%	MONTANA			
	Blaine	2,000	1,700	86
	Meagher	700	600	88
	Richland	3,100	2,900	93
	Valley	3,100	2,800	90
NORTH DAKOTA				
Williams	5,900	5,700	96	
Station Totals		89,300	83,000	93
Net Weekly Circulation (1970-71)				62,600
Average Daily Circulation (1970-71)				43,000

Montana!

A one-market buy delivered by Kook tv2, Billings and 3 other mtn stations

Billings is the focal point of the Midland Empire. It's the rich center of a vast trading area, southeast Montana. When you buy the "Magic City," KOOK-TV bonuses a good part of northern Wyoming. The people in the Midland Empire feel "at home"

watching KOOK. You couldn't ask for a better selling atmosphere.

You can have Billings and the rest of Montana with one order and one billing through MTN.

MTN is your television zip code for Montana

MONTANA TELEVISION NETWORK

With Stations in BILLINGS (KOOK-TV 2), BUTTE (KXLF-TV 4), GREAT FALLS (KRTV 3), MISSOULA (KPAX-TV 8)

Donald G. Bradley, General Manager

P. O. Box 2557, Billings, Montana 59103

REPRESENTED BY: AVERY-KNODEL, INC., NATIONALLY

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND • ANDY McDERMOTT SALES, LTD., CANADA

Montana—Billings

abc KULR-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"

Longitude 108° 27' 14"

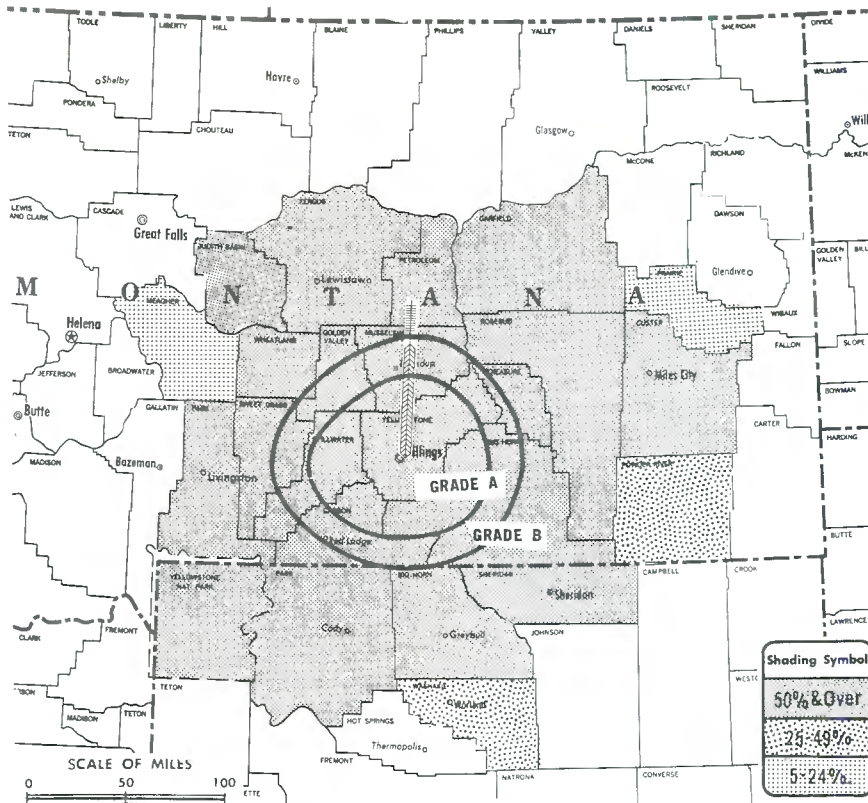
Transmitter: 2.7-mi. E of Billings.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).



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).

Studio: 2.7-mi. E of Billings.

Telephone: 406-252-4676. TWX No.: 910-975-1020.

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); Harry S. Hyett Co. Inc. (Minneapolis); Simpson/Reilly & Assoc. (Seattle & Portland).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

- BURT I. HARRIS, president & film buyer (Los Angeles).
- RALPH H. DAVISON JR., vice president & general manager.
- DALE FAIRLEE, sales manager.
- HUGH BADER, operations director.
- DEAN JANSMA, chief engineer.
- RON OLSEN, news director.

DIGEST OF RATE CARD NO. 11—(Dec. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$300.00	\$200.00	\$150.00	\$100.00	\$50.00*	\$33.00*

*Class A—6:29-10 p.m., daily.

Combination Rates (Great West Group).

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	2,700	2,400	90
	Carbon	2,600	2,400	93
	Custer	3,800	3,400	89
	Fergus	4,000	3,600	90
	Garfield	600	500	77
	Golden Valley	300	300	88
	Judith Basin	900	800	90
	Musselshell	1,300	1,200	90
	Park	3,900	3,600	93
	Petroleum	200	200	87
	Rosebud	1,900	1,700	88
	Stillwater	1,500	1,500	97
	Sweet Grass	1,000	900	87
	Treasure	300	300	89
	Wheatland	800	700	91
	Yellowstone	28,400	27,500	97
WYOMING				
Big Horn	3,100	2,800	92	
Park	5,800	5,300	92	
Sheridan	6,400	5,800	90	
Yellowstone Natl Park	100	100	93	
Between 25-49%	MONTANA			
	Powder River	900	700	82
	WYOMING			
Washakie	2,400	2,200	94	
Between 5-24%	MONTANA			
	Meagher	700	600	88
Prairie	600	500	83	
Station Totals		74,200	69,000	93
Net Weekly Circulation (1970-71)				58,900
Average Daily Circulation (1970-71)				41,100

Montana—Butte

NB abc KTVM

Ch. 6

[Satellite of KGV0-TV, Missoula, Mont.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

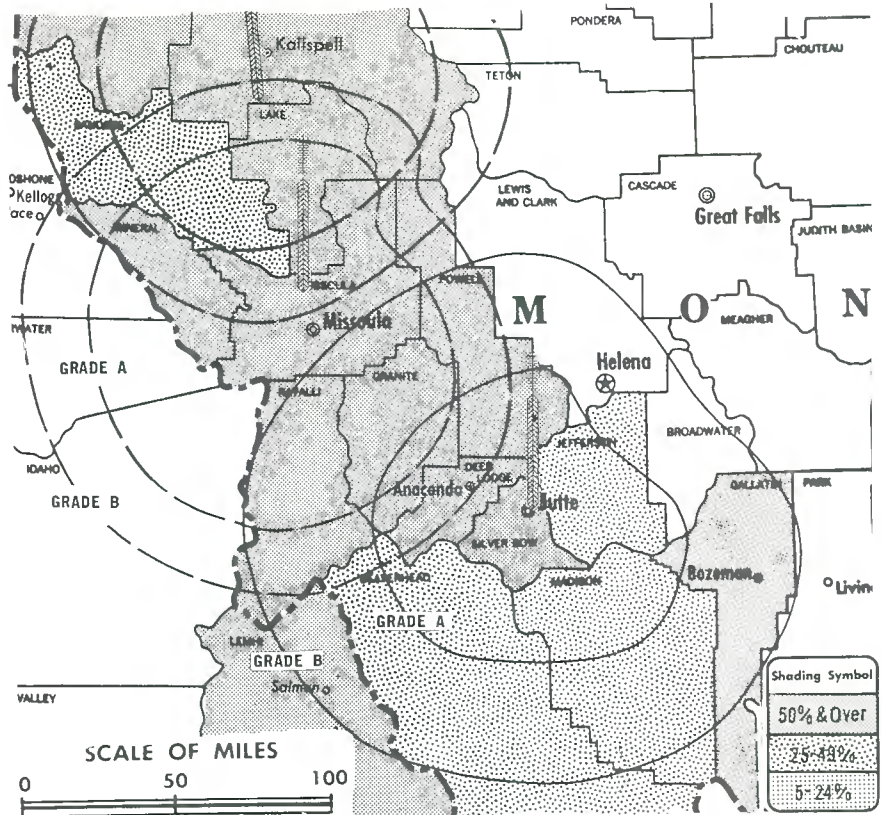
Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: On mountain peak, 2.6-mi. E of Butte.

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

News Wire Service: UPI.

ARB Data: Included with KGV0-TV, Missoula.



County coverage based on ARB study (see page 4-b).

KTVM Ref: FCC File No. BPCT-4187 Granted 12/3/69

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

KTVM

Licensee: KMS0-TV Inc., 340 W. Main St., Missoula, Mont. (59801).

Studio: See KGV0-TV, Missoula.

Ownership: See KGV0-TV, Missoula.

Began Operation: May 15, 1970.

Represented (sales) by The Meeker Co.

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

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

Personnel:

DALE G. MOORE, president.
EARL E. MORGENROTH, vice president & general manager.
LYNN KOCH, station mgr. & national sales manager.
JOHN HONEA, director of engineering.
DON WESTON, news director.

Rates: Sold in combination with KGV0-TV, Missoula.

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

Montana—Butte



Ch. 4

[Operates satellite KPAX-TV, Missoula, Mont.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

TV tape: Recording facilities.

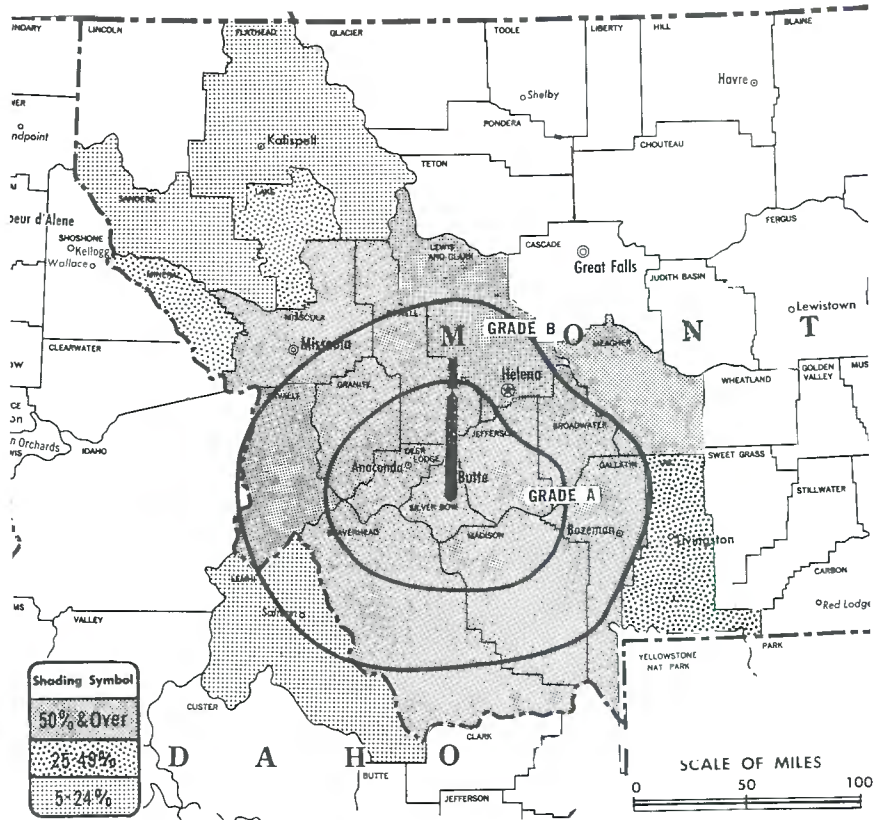
AM Affiliate: KXLF, 5-kw, 1370 kHz (NBC).

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

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI
(Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KXLF-TV Ref: FCC File No. BPC-3765 Granted 5/12/66

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

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%. For other interests, see KOOK-TV, Billings, Mont.

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.; Art Moore & Assoc. (Seattle & Portland); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager.
PAUL SIMITZES, operations director.
WELDON PAULSEN, chief engineer.
JOE SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 19

(Sept. 20, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$355.00 \$220.00 \$165.00 \$140.00 \$115.00 \$75.00 \$45.00 \$30.00

Note: For combination rates, Montana Television Network, Box 2557, Billings, Mont.

NETWORK BASE HOURLY RATE: \$350 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
	MONTANA			
	Beaverhead	2,800	2,500	88
	Broadwater	800	700	91
	Deer Lodge	4,600	4,400	96
	Gallatin	10,300	9,600	93
	Granite	900	900	94
50% & Over	Jefferson	1,300	1,200	92
	Lewis & Clark	10,900	10,200	93
	Madison	1,800	1,700	96
	Meagher	700	600	88
	Missoula	18,100	16,900	94
	Powell	2,100	1,900	92
	Ravalli	4,900	4,600	94
	Silver Bow	13,800	13,200	96
	MONTANA			
Between 25-49%	Lake	4,700	4,400	94
	Mineral	1,000	900	94
	Park	3,900	3,600	93
	IDAHO			
Between 5-24%	Lemhi	1,700	1,500	87
	MONTANA			
	Flathead	12,600	11,800	94
	Sanders	2,500	2,200	87
Station Totals		99,400	92,800	93
Net Weekly Circulation (1970-71)				64,800
Average Daily Circulation (1970-71)				45,500

ARB Data: Figures include coverage of KPAX-TV, Missoula. Map reflects coverage of both.

Montana!

A one-market buy delivered by Kxlf tv4, Butte and 3 other mtn stations

Butte sits atop "the richest hill on earth" where copper is king. Right in the middle is the KXLF-TV signal covering a vast geographical area. The people we reach are individualists. But, they share one view,

KXLF-TV is their station. And we keep it that way because it helps you sell better. You can have Butte and the rest of Montana with one order and one billing through MTN.

MTN is your television zip code for Montana

MONTANA TELEVISION NETWORK

With Stations in BILLINGS (KOOK-TV 2), BUTTE (KXLF-TV 4), GREAT FALLS (KRTV 3), MISSOULA (KPAK-TV 8)
Donald G. Bradley, General Manager
P. O. Box 2557, Billings, Montana 59103

REPRESENTED BY: AVERY-KNODEL, INC., NATIONALLY
ART MOORE & ASSOCIATES, SEATTLE-PORTLAND • ANDY McDERMOTT SALES, LTD., CANADA

Montana—Glendive

KXGN-TV Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-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.

Studio: 210 S. Douglas St. (59330).

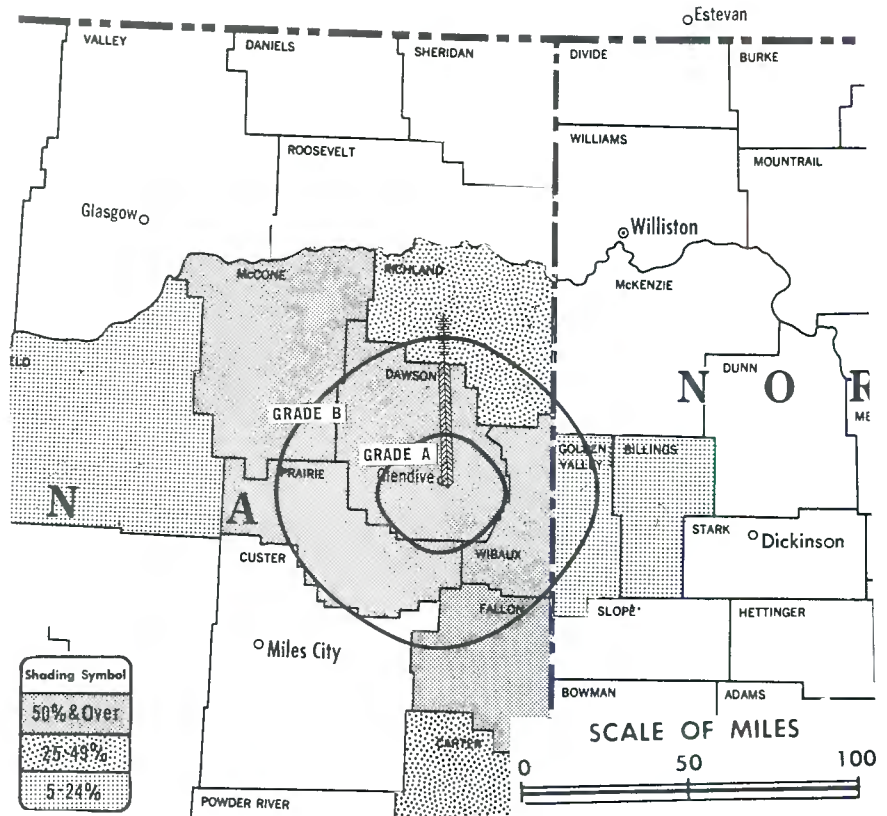
Telephone: 406-365-3377.

AM Affiliate: KXGN, .25-kw, 1400 kHz.

Color: Network, film & slide.

News Wire Service: AP.

Represented (engineering) by John H. Mullaney.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KXGN-TV Ref: FCC File No. BPCT-3003 Granted 3/24/63

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

KXGN-TV

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

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, Mont. (59330).

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. (New York); Bob Hix Co. (Denver); Hugh Feltis (Seattle).

Represented (legal) by Daly & Joyce.

Personnel:

LEWIS W. MOORE, president & film buyer.
ROBERT D. TOWE, general manager.
DONALD J. POWERS, chief engineer.

DIGEST OF RATE CARD—(Dec. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$130.00	\$75.00	\$52.00	\$48.00	\$40.00	\$32.00
NETWORK BASE HOURLY RATE: \$50.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Dawson	3,300	3,000	92
	Fallon	1,200	1,100	91
	Mc Cone	900	800	90
	Prairie	600	500	83
Wibaux	400	400	92	
Between 25-49%	MONTANA			
	Carter	600	500	86
Richland	3,100	2,900	93	
Between 5-24%	MONTANA			
	Garfield	600	500	77
	NORTH DAKOTA			
Billings	300	300	96	
Golden Valley	800	800	96	
Station Totals		11,800	10,800	92
Net Weekly Circulation (1970-71)				6,400
Average Daily Circulation (1970-71)				4,200

Montana—Great Falls



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

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

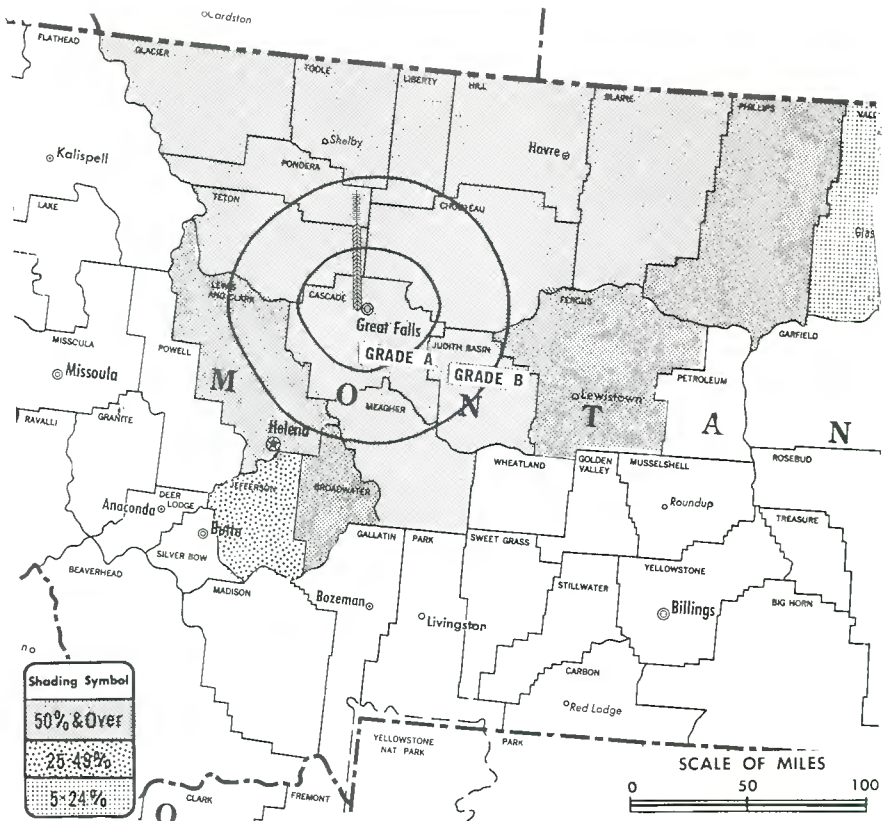
News Wire Service: UPI.

News Film Service: ABC.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KFBF-TV Ref: FCC File No. BPCT-4340 Granted 5/7/70

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

KFBF-TV

Network Service: ABC, CBS, NBC.

Licensee: Harriscop Broadcasting Corp., Box 1139 (59403).

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Telephone: 406-453-4377. TWX No.: 910-975-1917.

Ownership: Harriscop 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.; Simpson/Reilly & Assoc. (Seattle-Portland); John L. McGuire (Denver); Harry S. Hyett (Minneapolis-St. Paul).

Personnel:

BURT J. HARRIS, president & film buyer (Los Angeles).
DONALD McCLINTOCK, v.p. & general manager.
JACK OLSON, general sales manager.
RICHARD MONACO, operations manager.
EARL W. CROWDER, chief engineer.
BONITA M. MERRICK, controller.
GARY TEDDY, programming manager.

DIGEST OF RATE CARD NO. 13—(June 1, 1971)

Hour	3 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class A—6:29-10:01 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$80.00	\$40.00 \$24.00
NETWORK BASE HOURLY RATE: \$425 (ABC), \$250 (CBS), \$300 (NBC).						

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
	Blaine	2,000	1,700	86
	Broadwater	800	700	91
	Cascade	25,200	24,300	96
	Chouteau	2,100	2,000	95
	Fergus	4,000	3,600	90
	Glacier	3,000	2,700	90
50% & Over	Hill	5,200	4,900	94
	Judith Basin	900	800	90
	Lewis & Clark	10,900	10,200	93
	Liberty	700	700	94
	Meagher	700	600	88
	Phillips	1,700	1,500	86
	Pondera	1,900	1,800	95
	Teton	2,000	1,900	95
	Toole	1,900	1,800	95
Between 25-49%	MONTANA			
	Jefferson	1,300	1,200	92
Between 5-24%	MONTANA			
	Mineral	1,000	900	94
	Valley	3,100	2,800	90
Station Totals		68,400	64,100	94
Net Weekly Circulation (1970-71)				54,800
Average Daily Circulation (1970-71)				35,400

For Group Ownership, See Services Volume

Montana—Great Falls

NB **KRTV**
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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' 57"
Longitude 111° 16' 44"

Holds CP for change to 87.1-kw visual, 17.4-kw aural, 590-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level, lat. 47° 32' 09", long. 111° 17' 02", transmitter to U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls. BPCT-4457.

Transmitter: 15th St., 2-mi. N of Great Falls.

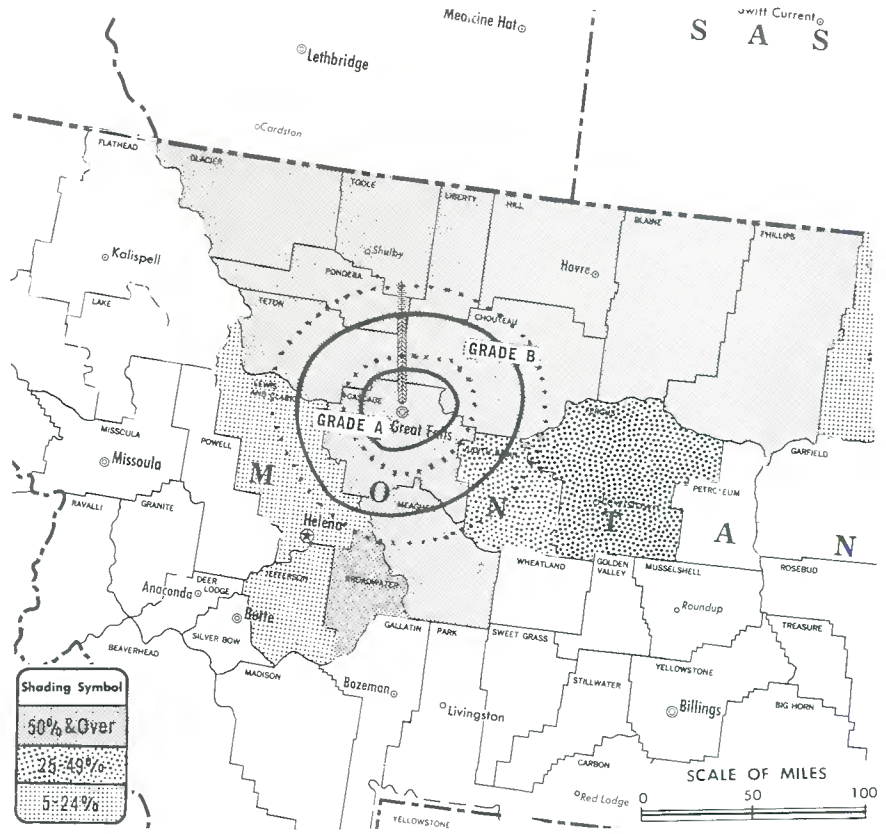
Color: Network, live, film, slide & tape.

News Wire Service: UPI, Mtn. News.

Studio: 15th St., 2-mi. N of Great Falls.

Telephone: 406-453-2433.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KRTV Ref: FCC File No. BMPCT-4495 Granted 4/28/58
CP: BPCT-4457 Granted 10/18/71

©1960 American Research Bureau Inc.

KRTV

Licensee: Garryowen-Cascade TV Inc., Box 1331, N. 15th St., Great Falls, Mont. (59403).

Ownership: Garryowen Cascade TV Inc. Joseph S. Sample, pres-treas., .009%; Harvey D. Backman, v.p., .009%; Jerome Anderson, secy., .009%; Garryowen Bcstg. System, 35.98%; The Montana Network (KOOK-TV-AM), 34.27%; Garryowen Butte TV Inc. (KXLF-TV), 29.73%. Sample owns 99.96%, Backman & Anderson each own .02% of Garryowen Bcstg. System. Same principals also own KXLF-TV & KXLF, Butte, KOOK-TV & KOOK, Billings and KPAX-TV, Missoula.

Began Operation: Oct. 5, 1958. Sale to present owner by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale 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); Andy McDermott Sales Ltd. (Toronto & Montreal); Montana Television Network, Billings, Mont.

Personnel:

CLIFF EWING, general manager & national sales manager.
GLENN LOCKWOOD, operations director.
KARL BLACK, chief engineer.
JOSEPH S. SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 18A—(Feb. 28, 1972)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$325.00 \$200.00 \$150.00 \$125.00 \$100.00 \$70.00 \$42.00 \$28.00
NETWORK BASE HOURLY RATE: \$260.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MONTANA				
	Blaine	2,000	1,700	86
	Broadwater	800	700	91
	Cascade	25,200	24,300	96
	Chouteau	2,100	2,000	95
	Glacier	3,000	2,700	90
	Hill	5,200	4,900	94
	Liberty	700	700	94
	Meagher	700	600	88
	Phillips	1,700	1,500	86
	Pondera	1,900	1,800	95
	Teton	2,000	1,900	95
	Toole	1,900	1,800	95
Between 25-49%				
MONTANA				
	Fergus	4,000	3,600	90
	Judith Basin	900	800	90
Between 5-24%				
MONTANA				
	Jefferson	1,300	1,200	92
	Lewis & Clark Valley	10,900	10,200	93
		3,100	2,800	90
Station Totals		67,400	63,200	94
Net Weekly Circulation (1970-71)				51,200
Average Daily Circulation (1970-71)				39,000

MONTANA!

A one-market buy delivered by Krtv3, Great Falls and 3 other mtn stations

Great Falls sits astride the mighty Missouri river. The city's nickname, "The Electric City," derives from the four hydroelectric plants on "The Great Falls of the Missouri," discovered by the Lewis & Clark Expedition. Great Falls is the center of a rich farming area. And, the KRTV signal reaches out and captures Montana audiences as far

away as 275 miles. That's not all, KRTV delivers the southern part of Alberta and Saskatchewan, Canada, as a bonus.

It's a big area and we sell to it best.

You can have Great Falls and the rest of Montana with one order and one billing through MTN.

Mtn is your television zip code for Montana

MONTANA TELEVISION NETWORK

With Stations in BILLINGS (KOOK-TV 2), BUTTE (KXLF-TV 4), GREAT FALLS (KRTV 3), MISSOULA (KPAX-TV 8)
Donald G. Bradley, General Manager
P. O. Box 2557, Billings, Montana 59103

REPRESENTED BY: AVERY-KNODEL, INC., NATIONALLY

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND • ANDY McDERMOTT SALES, LTD., CANADA

Montana—Helena

NBC abc KBLL-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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 kHz.

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

News Wire Service: UPI.

Facsimile Service: UPI.

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

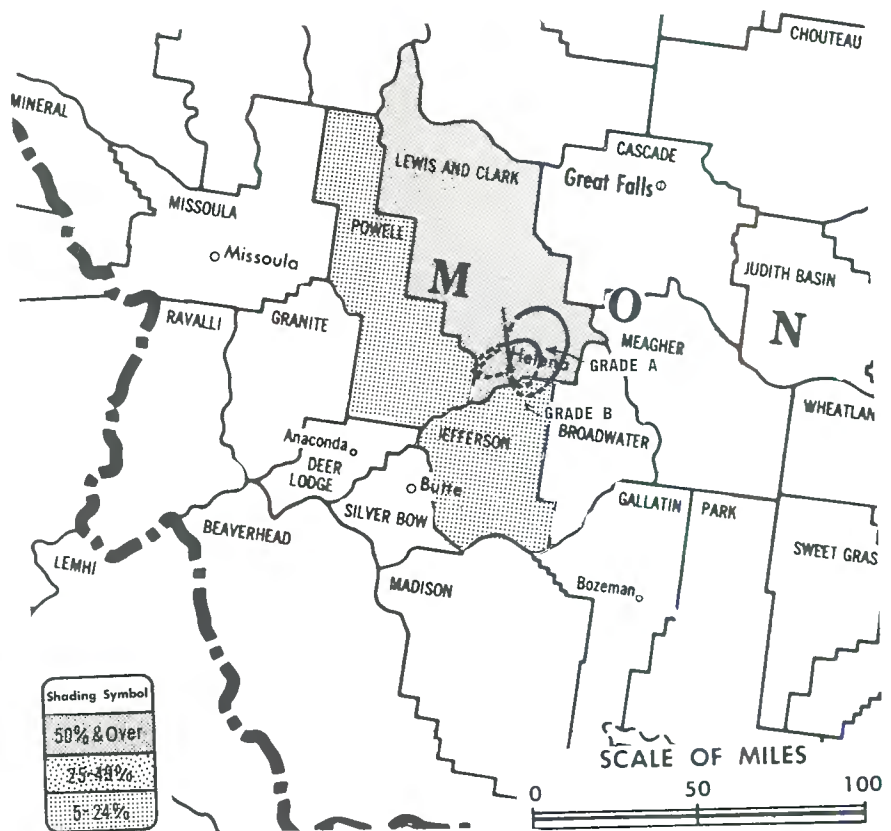
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

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

KBLL-TV

Network Service: NBC, ABC.

Licensee: Capital City TV Inc., Colonial Motor Inn, Helena, Mont.

Studio: 2433 N. Montana Ave. (59601).

Telephone: 406-442-6620.

Ownership: Tim Babcock, 56 $\frac{2}{3}$ %; Robert Magness, 43 $\frac{1}{3}$ %. For Magness CATV holdings, see Group CATV Ownership. Capital City TV also owns CP for Ch. 2, Anaconda, Mont. satellite.

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 by Helena TV Inc. approved by FCC June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968.

Represented (sales) by Jack Masla & Co. Inc.; William L. Simpson & Associates (Wash.-Ore.); J. A. Lucas & Co. (West Coast).

Personnel:

DAVE HOLIDAY, general manager.
BOB TOWE, TV manager & sales manager.
DON KOTERBA, director of engineering.

DIGEST OF RATE CARD NO. 8

(Sept. 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class AA—6:59-10:01 p.m., daily.

\$136.00 \$81.50 \$55.00 \$48.00 \$41.00 \$34.00 \$20.40 \$17.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	MONTANA			
	Lewis & Clark	10,900	10,200	93
Between 5-24%	MONTANA			
	Jefferson	1,300	1,200	92
	Powell	2,100	1,900	92
Station Totals		14,300	13,300	93
Net Weekly Circulation (1970-71)				9,600
Average Daily Circulation (1970-71)				6,500

Montana—Kalispell



KCFW-TV

Ch. 9

[Satellite of KGVO-TV, Missoula, Mont.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"
Longitude 114° 21' 55"

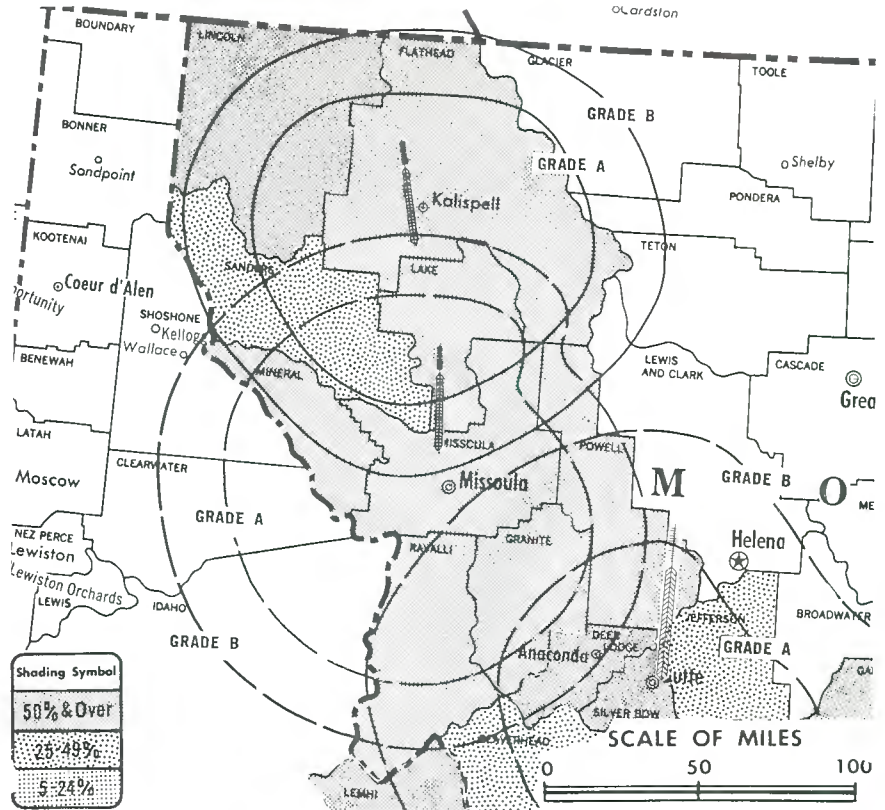
Transmitter: Blacktail Mtn., 6.5-mi. W of Lakeside, Mont.

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

TV tape: Recording facilities.

News Wire Service: UPI.

ARB Data: Included with KGVO-TV, Missoula.



County coverage based on ARB study (see page 4-b)

KCFW-TV Ref: FCC File No. BPCT-3985 Granted 12/20/67

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

KCFW-TV

Licensee: KMSO-TV Inc., P.O. Box 1503, Missoula, Mont. (59801).

Studio: 401 First Ave. E., Kalispell (59901); P.O. Box 857.

Telephone: 406-756-9990.

Ownership: See KGVO-TV, Missoula, Mont.

Began Operation: June 10, 1968.

Represented (sales) by The Meeker Co.; Simpson/Reilly & Assoc. (Northwest); Bob Hix & Co. (Denver); Harry S. Hyett Co. (Minneapolis).

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

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

Personnel:

DALE G. MOORE, president.
EARL MORGENROTH, vice president.
SCOTT GRABER, general manager.
LYNN KOCH, national sales manager.
MIKE STOCKLIN, news director.
BILL PHILEY, chief engineer.

Rates: See KGVO-TV, Missoula, Mont.

NETWORK BASE HOURLY RATE: \$100

BLACKBURN & COMPANY, INC.



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WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Montana—Miles City

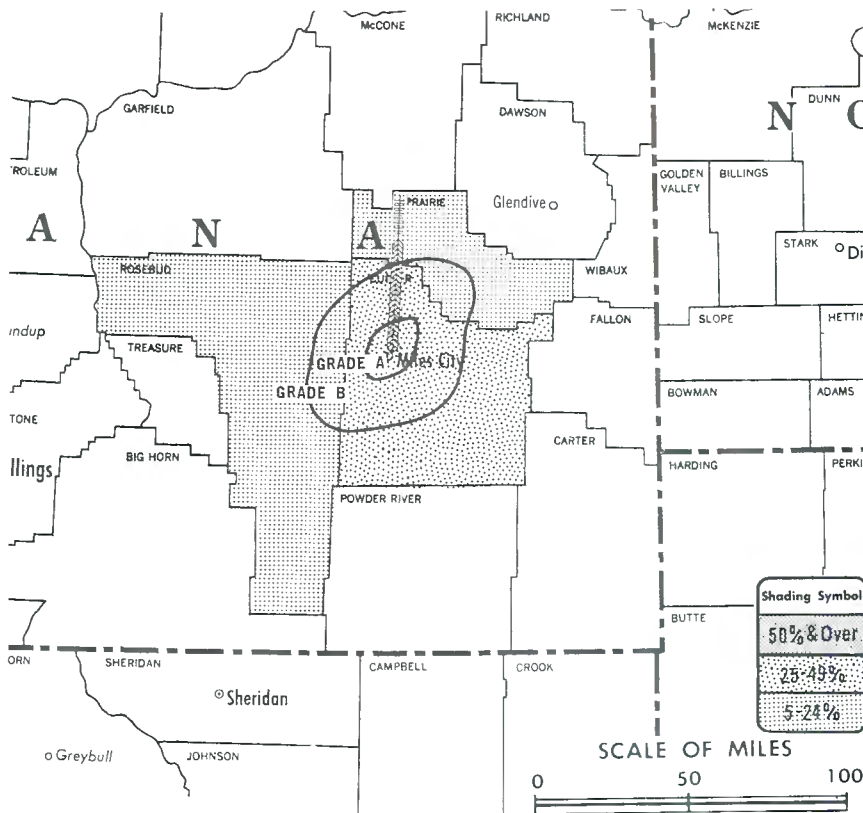
NBC abc KYUS-TV
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"
Longitude 105° 51' 31"

Transmitter: 1-mi. NW of Miles City.
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KYUS-TV Ref: FCC File No. BPCT-4020 Granted 1/8/69

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

KYUS-TV

Network Service: NBC, ABC.

Licensee: Custer Bcstg. Corp., Box 760, Miles City (59301).

Studio: 1-mi. NW of Miles City.

Telephone: 406-232-3540.

Ownership: David G. Rivenes & L. B. Foster, 49.98% each.

Began Operation: Sept. 1, 1969.

Represented (sales) by Savalli/Gates; Simpson/Reilly & Assoc.; Bob Hix (Denver).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

DAVID G. RIVENES, general manager.
ELLA M. RIVENES, operations manager & program director.
RON SCHLOSSER, chief engineer.

DIGEST OF RATE CARD NO. 1 (March 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$120.00	\$72.00	\$48.00	\$30.00	\$27.50	\$25.00
	\$15.00					

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA Custer	3,800	3,400	89
Between 5-24%	MONTANA Prairie	600	500	83
	Rosebud	1,900	1,700	88
Station Totals		6,300	5,600	89
Net Weekly Circulation (1970-71)				2,100
Average Daily Circulation (1970-71)				900

La Rue Media Brokers, Inc.

RADIO • TV • CATV

SALES • CONSULTANTS • APPRAISALS

116 Central Park, So. New York, N.Y. 10019

(212) 265-3430

Montana—Missoula

NBC abc KGVO-TV

Ch. 13

[Operates satellites KCFW-TV, Kalispell & KTVM, Butte, Mont.]

Technical Facilities: Channel No. 13 (210-216 MHz). 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, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Figures include satellites KCFW-TV, Kalispell & KTVM, Butte.

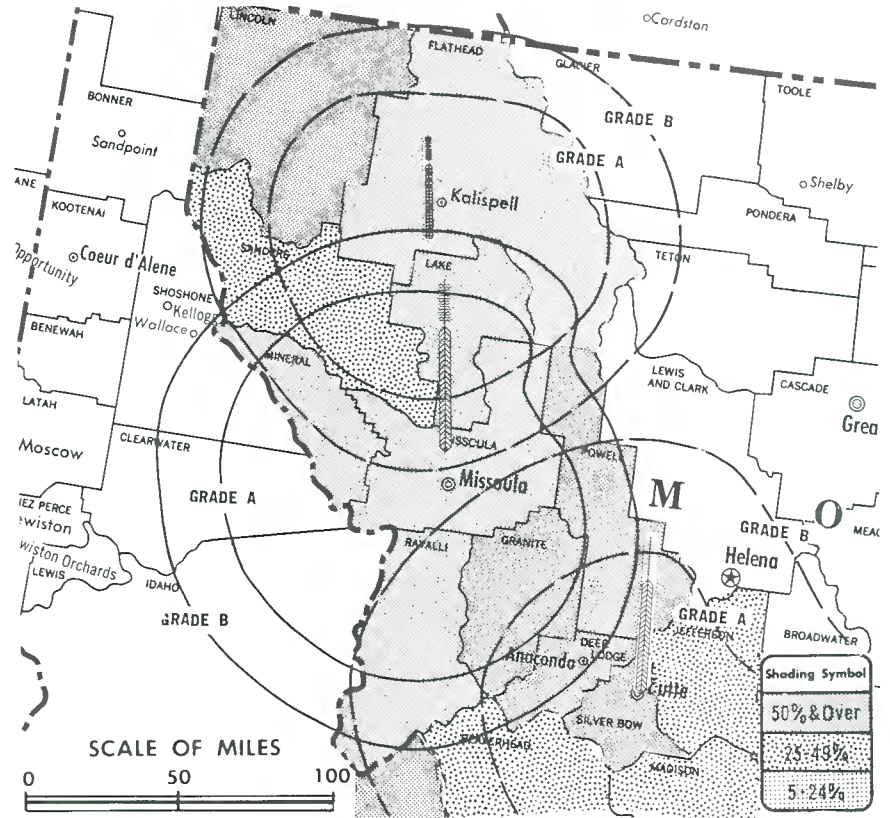
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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., 99.97%; Earl E. Morgenroth, v.p. & gen. mgr.; W. C. Blanchette, exec. v.p., 0.1%; Corrin Magruder, secy.-treas., .01%; Shirley Mae Moore, .01%. Moore controls radios KGVO, Missoula; KCAP, Helena, Mont. & KTFI, Twin Falls, Ida. KMSO-TV also owns KCFW-TV, Kalispell & KTVM, Butte, both Mont.; KMVT (TV), Twin Falls, Ida.

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); Simpson/Reilly & Assoc. (Seattle & Portland); Harry Hyett (Minneapolis); Radio-Television Representatives Ltd. (Toronto & Montreal).

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

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

Personnel:

DALE G. MOORE, president.
EARL E. MORGENROTH, vice president.
DOUGLAS DRADER, chief engineer.
LYNN KOCH, general mgr. & national sales manager.
VAL LINDSTROM, traffic director.
GEORGE SCOTT, news director.
PAUL MEISSNER, program director.

DIGEST OF RATE CARD NO. 13—(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$70.00	\$42.00	\$37.00
NETWORK BASE HOURLY RATE: \$350.						

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IDAHO				
		Lemhi	1,700	1,500	87
	MONTANA				
		Deer Lodge	4,600	4,400	96
		Flathead	12,600	11,800	94
		Gallatin	10,300	9,600	93
		Granite	900	900	94
		Lake	4,700	4,400	94
		Lincoln	5,700	5,200	92
		Mineral	1,000	900	94
		Missoula	18,100	16,900	94
		Powell	2,100	1,900	92
		Ravalli	4,900	4,600	94
	Silver Bow	13,800	13,200	96	
Between 25-49%	MONTANA				
		Beaverhead	2,800	2,500	88
		Jefferson	1,300	1,200	92
		Madison	1,800	1,700	96
	Sanders	2,500	2,200	87	
Station Totals		88,800	82,900	93	
Net Weekly Circulation (1970-71)				62,900	
Average Daily Circulation (1970-71)				43,800	

Montana—Missoula

abc **KPAX-TV**

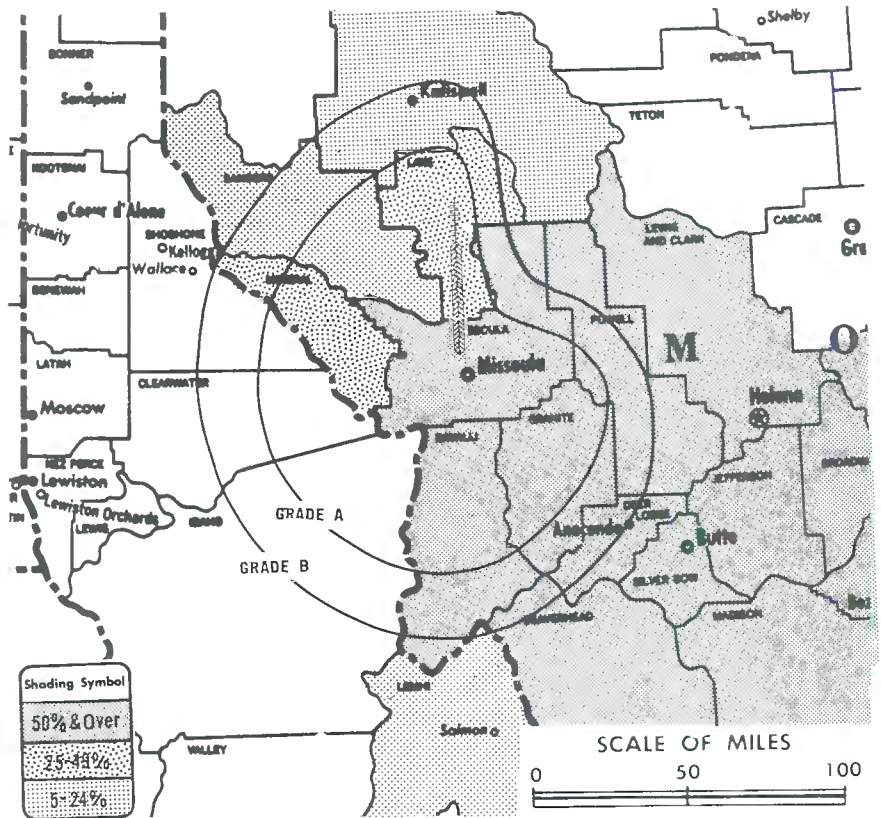
Ch. 8

[Satellite of KXLF-TV, Butte, Mont.]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48.0-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level. Latitude 47° 01' 06" Longitude 114° 00' 41"

Transmitter: TV Mountain, 4-mi. E of Evaro.

ARB Data: Included with KXLF-TV, Butte. Map reflects coverage of both.



County coverage based on ARB study (see page 4-b).

KPAX-TV Ref: FCC File No. BMPCT-7160 Granted 5/22/70

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

KPAX-TV

Licensee: Garryowen Butte TV Inc., Box 3500 (59701).

Studio: See KXLF-TV, Butte.

Ownership: See KXLF-TV, Butte.

Began Operation: May 1, 1970.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDMUND L. PEISS, general manager.

PAUL SIMITZES, operations director.

WELDON PAULSEN, chief engineer.

JOE SAMPLE, film buyer.

Rates: Sold in combination with KXLF-TV Butte.

Montana!

A one-market buy delivered by Kpax tv8, Missoula and 3 other mtn stations

KPAX-TV covers Missoula plus the timber-rich part of Montana. The west slope is Montana's playground. KPAX-TV, a full-powered satellite of Butte's KXLF-TV, is right in the middle of the fastest-growing area of Montana and the people trust us.

That's an important atmosphere for your selling message.

You can have Missoula and the rest of Montana with one order and one billing through MTN.

Mtn is your television zip code for Montana

MONTANA TELEVISION NETWORK

With Stations in BILLINGS (KOOK-TV 2), BUTTE (KXLF-TV 4), GREAT FALLS (KRTV 3), MISSOULA (KPAX-TV 8)

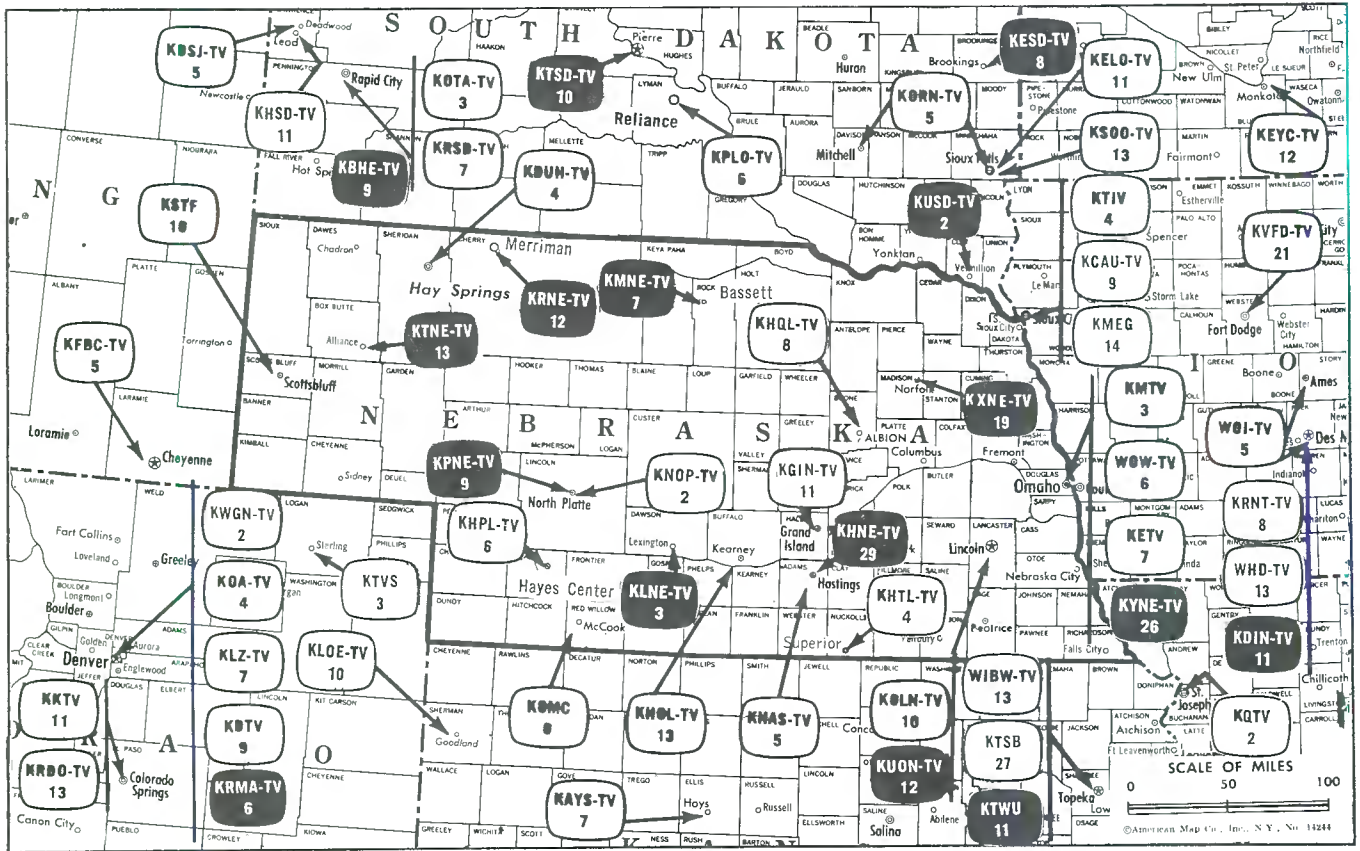
Donald G. Bradley, General Manager

P. O. Box 2557, Billings, Montana 59103

REPRESENTED BY: AVERY-KNODEL, INC., NATIONALLY

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND • ANDY McDERMOTT SALES, LTD., CANADA

Nebraska



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Omaha	345,700	59	276,100	63
Lincoln-Hastings-Kearney	210,900	97	203,100	80
North Platte	21,300	214	14,000	203

Nebraska Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1429 TRIBUNE TOWER, CHICAGO, ILL. 60611 (312) 337-2754

State Educational Technical Facilities
(Complete Data in Educational Directory)

KTNE-TV

Alliance

Ch. 13

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Technical Facilities: Channel No. 13 (210-216 MHz). 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

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1484-ft. above av. terrain, 1524-ft. above ground, 4049-ft. above sea level.

Latitude	42°	20'	17.4"
Longitude	99°	29'	17.7"

KHNE-TV

Hastings

Ch. 29

Non-Commercial Educational Station

Grantee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1568-kw max. & 383-kw horizontal visual, 76.6-kw aural. Antenna: 1216-ft. above av. terrain, 1238-ft. above ground, 3049-ft. above sea level.

Latitude	40°	46'	16.5"
Longitude	98°	05'	21.9"

KLNE-TV

Lexington

Ch. 3

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 3 (60-66 MHz). 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

Licenses: University of Nebraska, Lincoln, Nebraska (68508).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 310-kw visual, 31-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

KRNE-TV

Merriman

Ch. 12

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 182-kw visual, 18.2-kw aural. Antenna: 1066-ft. above av. terrain, 1029-ft. above ground, 4567-ft. above sea level.

Latitude	42°	40'	37.9"
Longitude	101°	42'	35.5"

KXNE-TV

Norfolk

Ch. 19

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2830-kw max. & 308-kw horizontal visual, 61.6-kw aural. Antenna: 1042-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

KPNE-TV

North Platte

Ch. 9

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4216-ft. above sea level.

Latitude	41°	01'	16.3"
Longitude	101°	09'	9.8"

KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Licenses: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 26 (542-548-MHz). 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



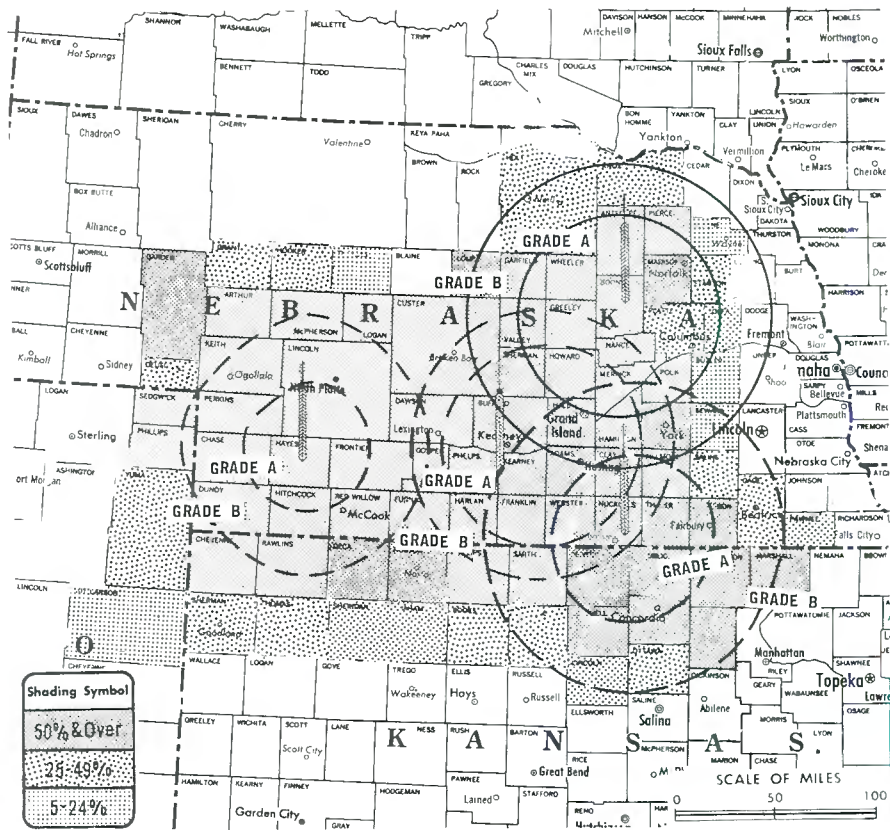
Ch. 8

[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 8 (180-186 MHz). 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.



Shading Symbol	
[Darkest shading]	50% & Over
[Medium shading]	25-49%
[Lightest shading]	5-24%

County coverage based on ARB study (see page 4-b).

KHQL-TV Ref: FCC File No. BPT-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: 308-793-2494, Axtell, Neb.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by The Meeker Co. Inc.

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

Personnel:

F. WAYNE BREWSTER, president.

JAMES D. JOHNSON, manager.

W. M. GREELY, director of engineering.

Rates: Sold 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.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Nebraska—Grand Island



KGIN-TV



Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"
Longitude 98° 48' 10"

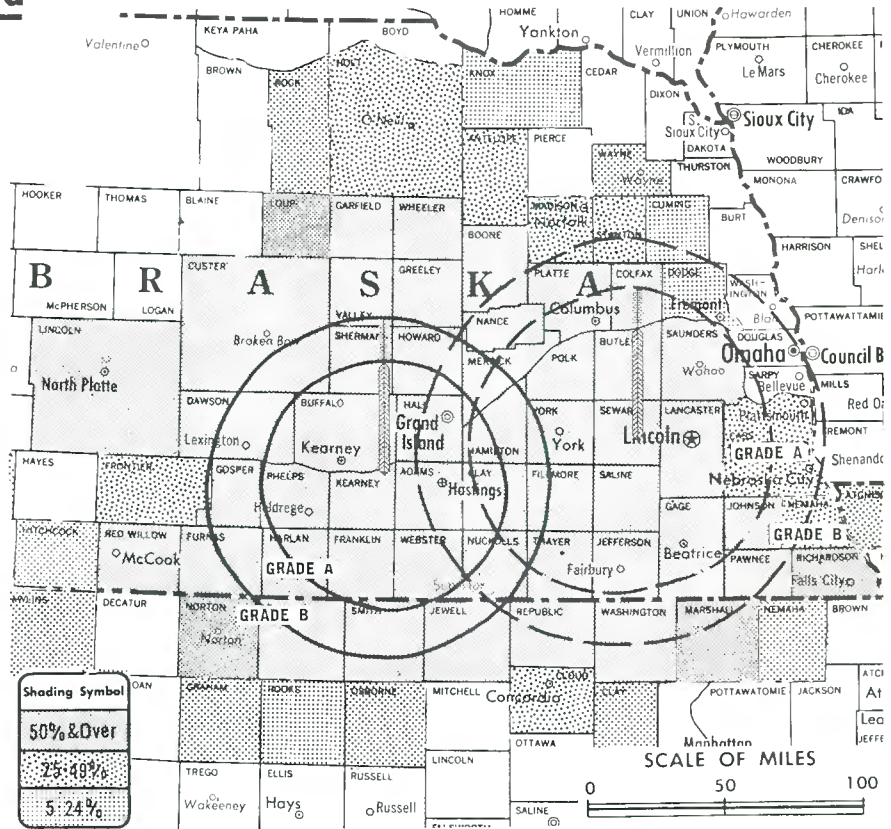
Transmitter: 10-mi. N.E. of Minden. Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



County coverage based on ARB study (See page 1-10).

KGIN-TV Ref: FCC File No. BMPCT—5631 Granted 8/24/61

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

KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 231 S. Locust St., Grand Island, Neb. (68801).

Telephone: 308-382-6100. 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.



**CABLE TELEVISION
MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

Nebraska—Hastings



KHAS-TV



Ch. 5

Technical Facilities: Channel No. 5
100-kw visual, 16.2-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.

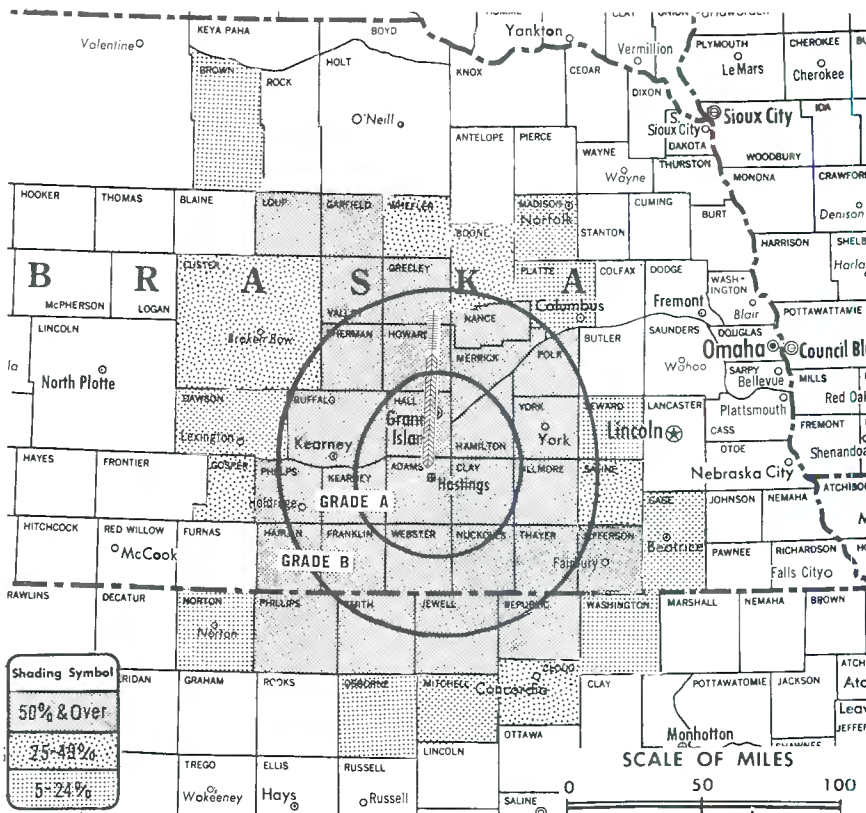
Studio: Hwy. 281, 3-mi. N of Hastings.

AM Affiliate: KHAS, 1-kw, 1230 kHz.

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

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KHAS-TV Ref: FCC File No. BMPCT-3248 Granted 8/5/55

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

KHAS-TV

Licensee: Nebraska Television Corp., 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.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, v.p. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers. Meves owns KPLK, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- DUANE L. WATTS, v.p., general manager & film buyer.
- BOB BOOE, assistant general manager.
- SCOTT BONHAM, traffic manager.
- DUANE B. ALLISON, chief engineer.
- CHUCK WARREN, news director.

DIGEST OF RATE CARD NO. 5 (March 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:59-9:59 p.m., daily.
\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$90.00 \$80.00 \$45.00
NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	2,200	2,000	90
	Phillips	2,900	2,700	91
	Republic	3,300	3,100	94
	Smith	2,400	2,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Adams	10,400	10,100	97
	Buffalo	10,300	10,000	97
	Clay	2,800	2,800	99
	Fillmore	2,800	2,700	97
	Franklin	1,700	1,600	96
	Garfield	900	800	93
	Greeley	1,400	1,300	92
	Hall	14,100	13,700	97
	Hamilton	2,600	2,500	97
	Harlan	1,600	1,500	96
	Howard	2,200	2,100	95
	Jefferson	3,900	3,700	96
	Kearney	2,300	2,300	99
	Loup	300	300	94
	Merrick	2,700	2,600	96
	Nance	1,700	1,600	95
	Nuckolls	2,400	2,300	94
	Phelps	3,300	3,200	98
Polk	2,200	2,200	98	
Sherman	1,500	1,400	94	
Thayer	2,900	2,800	96	
Valley	2,000	1,800	92	
Webster	2,400	2,300	97	
York	4,800	4,500	95	
Between 25-49%	KANSAS			
	Cloud	4,600	4,300	93
	NEBRASKA			
	Boone	2,500	2,400	96
	Custer	5,000	4,700	94
Between 5-24%	Gosper	700	700	97
	Saline	4,500	4,300	96
	Wheeler	300	300	91
Between 5-24%	KANSAS			
	Mitchell	2,800	2,600	93
Norton	2,500	2,400	95	

(Continued on page 491-b)

Station Totals	160,800	153,900	96
Net Weekly Circulation (1970-71)			76,200
Average Daily Circulation (1970-71)			44,500

Nebraska—Hay Springs



Ch. 4

[Affiliate of KOTA-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 4
(66-72 MHz). Authorized power:
100-kw visual, 20-kw aural. An-
tenna: 2000-ft. above av. terrain,
1961-ft. above ground, 6316-ft.
above sea level.

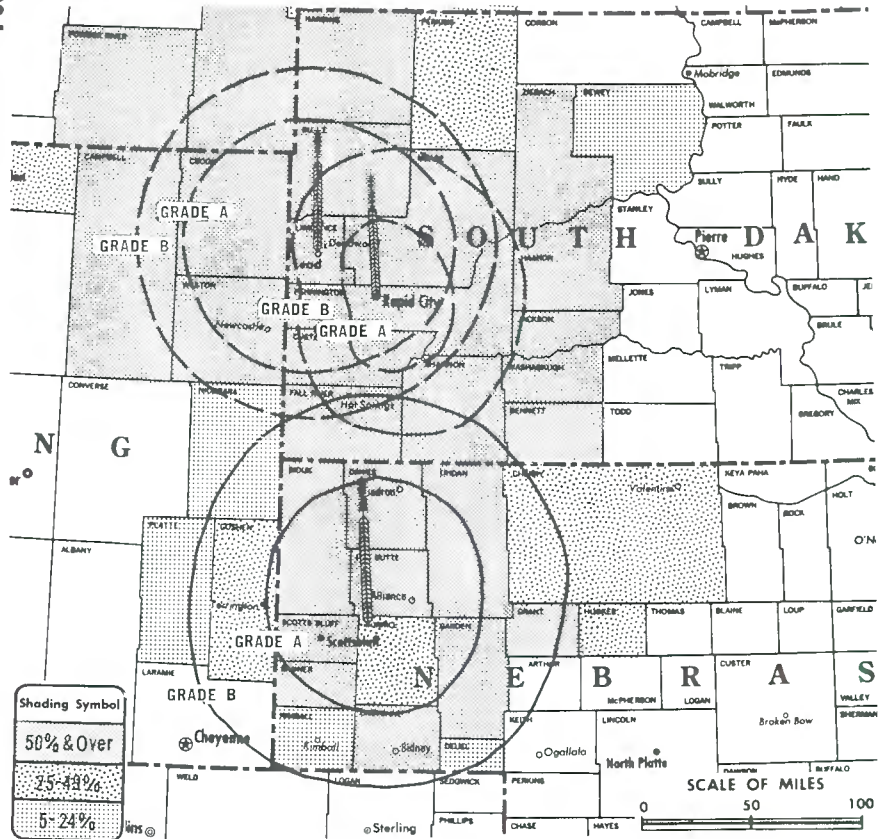
Latitude 42° 10' 21"
Longitude 103° 13' 57"

Transmitter: 13.1-mi. SW of Heming-
ford, Neb.

Color: Network, live, film & slide.

News Wire Service: UPI.

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



County coverage based on ARB study (see
page 1-b).

KDUH-TV Ref: FCC File No. B1-P-4269 Granted 11/25/69

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

KDUH-TV

Network Service: NBC & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.
(57701).

Studio: Hwy. 87.

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Avery-Knodel Inc.; Wayne Evans & Associates
(Minneapolis); The Soderlund Company (Omaha-Lincoln); John
McGuire Co. (Denver).

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

Personnel:

AL BRINKMAN, resident manager.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: \$100.

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



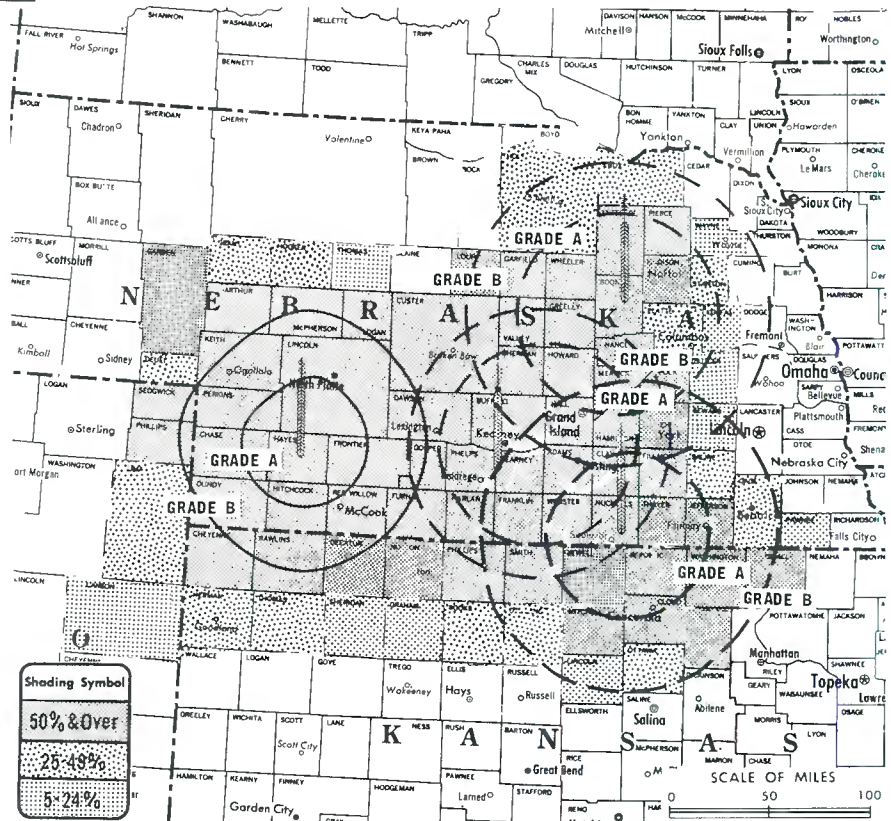
Ch. 6

[Satellite of KHOL-TV,
Kearney, Neb.]

Technical Facilities: Channel No. 6
(82-88 MHz). Authorized power:
100-kw visual, 11.2-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 based on ARB study (see
page 4-b).

KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58

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

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: 308-743-2494, Axtell, Neb.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by The Meeker Co. Inc.

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

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

Personnel:

F. WAYNE BREWSTER, president.
JAMES D. JOHNSON, manager.
W. M. GREELY, director of engineering.

RATES: Sold 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.

La Rue Media Brokers, Inc.

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Nebraska—Kearney-Holdrege



KHOL-TV



Ch. 13

[Also operates satellite KHPL-TV, Hayes Center, Neb.; semi-satellites KHQL-TV, Albion & KHTL-TV, Superior, Neb.]

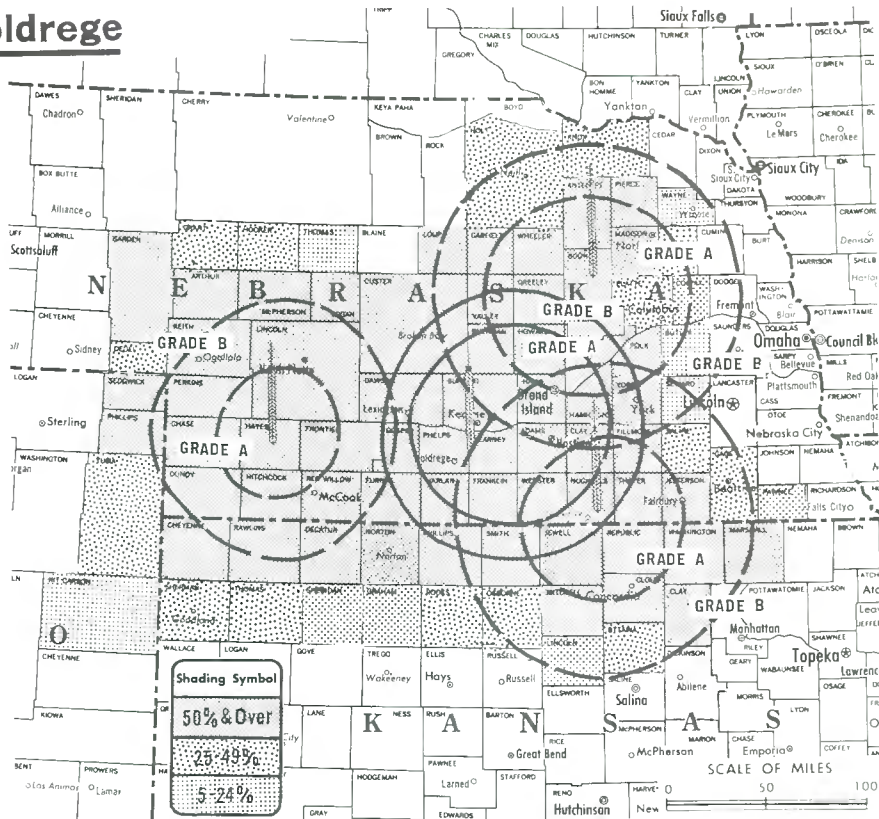
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

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 & tape.

News Wire Service: UPI.



Shading Symbol	Percentage
(Solid shading)	50% & Over
(Dotted shading)	25-49%
(Cross-hatched shading)	5-24%

Total Households: © MS1
(Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

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-3182 Granted 2/5/64
KHTL-TV Ref: FCC File No. BNPCT-6083 Granted 4/22/65

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

KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephone: 308-743-2494, Axtell, Neb.

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, Southmayd & Cooper.

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

Personnel:

F. WAYNE BREWSTER, president.
JAMES D. JOHNSON, manager.
W. M. GREELY, director of engineering.

DIGEST OF RATE CARD NO. 13—(Aug. 12, 1971)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.				
\$653.00	\$406.00	\$100.00	\$100.00	\$50.00

NETWORK BASE HOURLY RATE: \$561.

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 Households	%
COLORADO				
	Phillips	1,500	1,400	97
	Sedgwick	1,100	1,000	94
KANSAS				
	Cheyenne	1,600	1,500	95
	Clay	3,700	3,400	92
	Cloud	4,600	4,300	93
	Decatur	1,800	1,700	95
	Jewell	2,200	2,000	90
	Marshall	4,600	4,300	94
	Mitchell	2,800	2,600	93
	Norton	2,500	2,400	95
	Phillips	2,900	2,700	91
	Rawlins	1,400	1,300	95
	Republic	3,300	3,100	94
	Smith	2,400	2,300	95
	Washington	3,300	3,100	93
NEBRASKA				
50% & Over	Adams	10,400	10,100	97
	Antelope	3,200	3,000	93
	Arthur	200	200	93
	Boone	2,500	2,400	96
	Buffalo	10,300	10,000	97
	Chase	1,300	1,300	96
	Clay	2,800	2,800	99
	Custer	5,000	4,700	94
	Dawson	6,800	6,600	96
	Dundy	1,100	1,000	94
	Fillmore	2,800	2,700	97
	Franklin	1,700	1,600	96
	Frontier	1,300	1,200	96
	Furnas	2,400	2,200	94
	Garden	1,100	1,000	90
	Garfield	900	800	93
	Gosper	700	700	97
	Greeley	1,400	1,300	92
	Hall	14,100	13,700	97
	Hamilton	2,600	2,500	97
	Harlan	1,600	1,500	96
(Continued on page 491-b)				
Station Totals		252,000	239,800	95
Net Weekly Circulation (1970-71)				145,000
Average Daily Circulation (1970-71)				84,500

Nebraska—Lincoln



KOLN-TV



Ch. 10

[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

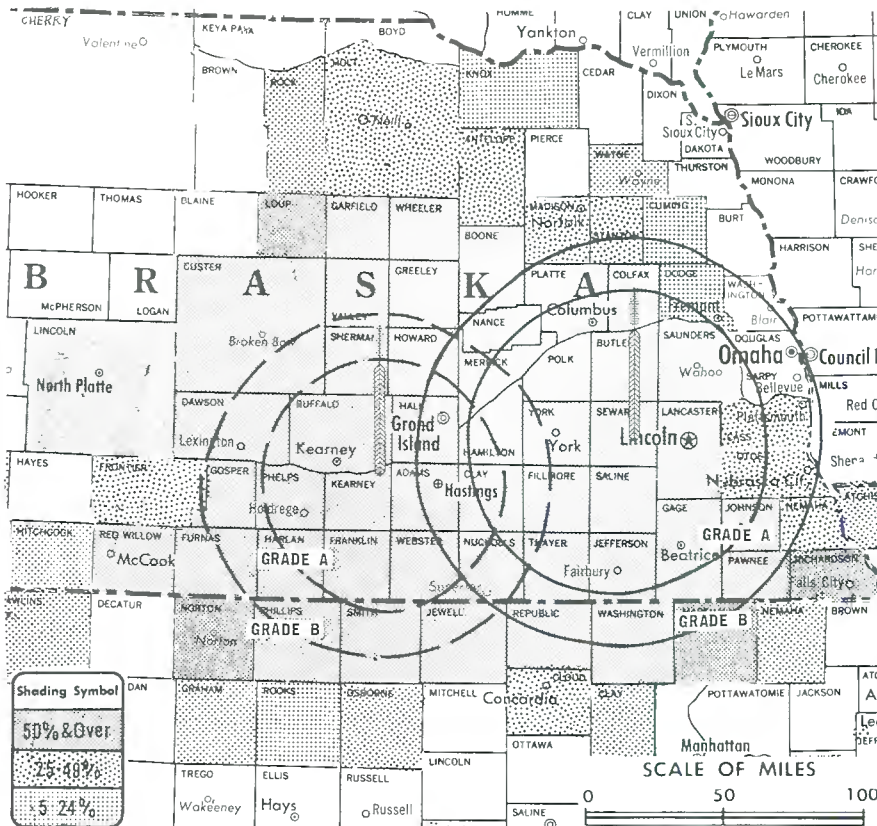
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Studio: 40th & W Sts.

Represented (engineering) by Lohnes & Culver.



KOLN-TV Ref: FCC File No. BPCT-3649 Granted 12/15/65

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

Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

Shading Symbol
50% & Over
25-49%
5-24%

KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts. (68501).

Telephone: 402-434-8251.

TWX No.: 402-591-1544.

Ownership: Fetzer Communications. 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, vice president & manager.
- PAUL JENSEN, assistant manager & program director.
- DUANE HOLMAN, sales manager.
- BOB TAYLOR, news director.
- BOB FURMAN, production director.
- DALE HOLT, public service director.
- LYNNE GRASZ, promotion director.
- LLOYD OLIVER, farm director.
- RAY TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 19—(June 14, 1971)

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

Class AA—7-10 p.m., daily.

\$675.00 \$390.00 Graded rates apply*

*Highest rate: \$200.

Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$775.00.

ARB Data: Figures include Satellite KGIN-TV, Grand Island, Neb.

Net Weekly Circulation	State County	Total Households	TV Households	%
	KANSAS			
	Jewell	2,200	2,000	90
	Marshall	4,600	4,300	94
	Norton	2,500	2,400	95
	Phillips	2,900	2,700	91
	Republic	3,300	3,100	94
	Smith	2,400	2,300	95
	Washington	3,300	3,100	93
	NEBRASKA			
	Adams	10,400	10,100	97
	Boone	2,500	2,400	96
	Buffalo	10,300	10,000	97
	Butler	3,100	2,900	95
	Clay	2,800	2,800	99
	Colfax	3,300	3,100	94
	Custer	5,000	4,700	94
	Dawson	6,800	6,600	96
	Fillmore	2,800	2,700	97
	Franklin	1,700	1,600	96
	Furnas	2,400	2,200	94
	Gage	8,200	7,900	96
	Garfield	900	800	93
	Gosper	700	700	97
	Greeley	1,400	1,300	92
	Hall	14,100	13,700	97
	Hamilton	2,600	2,500	97
	Harlan	1,600	1,500	96
	Howard	2,200	2,100	95
	Jefferson	3,900	3,700	96
	Johnson	1,900	1,800	96
	Kearney	2,300	2,300	99
	Lancaster	54,800	53,300	97
	Lincoln	10,000	9,600	96
	Loup	300	300	94
	Merrick	2,700	2,600	96
	Nance	1,700	1,600	95
	Nuckolls	2,400	2,300	94
	Pawnee	1,500	1,400	93
	Phelps	3,300	3,200	98

50% & Over

(Continued on page 491-b)

Station Totals	324,300	311,000	96
Net Weekly Circulation (1970-71)			210,900
Average Daily Circulation (1970-71)			156,800

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 \$1,356,591,000, is one. The other is Lincoln-Hastings-Kearney, where retail sales are a robust \$1,119,209,000.

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 53%. Early evenings (4-6:30) we get 55%. We dominate with a 76% 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 11% prime time coverage.

Data source: ARB and SRDs November 1971. 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 Felzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJFM GRAND RAPIDS-KALAMAZOO
 WWAM/WWTW-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.
 KMED-TV SIOUX CITY, IOWA

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.]

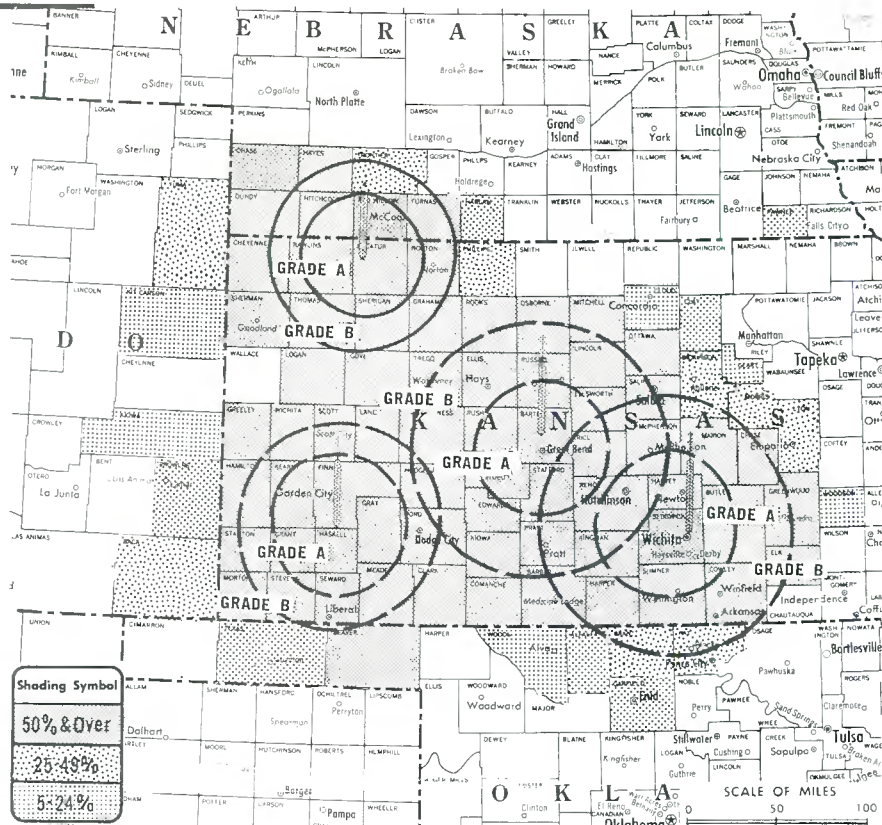
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"
Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Color: Network, live, film & slide.

News Wire Service: AP.



County coverage based on ARB study (see page 1-b).

KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

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

KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan. (67201).

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 Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT BERKHEIMER, station manager.

BRUCE PALMER, news director.

DELMER COSS, chief engineer.

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.

KHOL-TV, Kearney (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	NEBRASKA—(Continued)			
	Hayes	500	500	95
	Hitchcock	1,500	1,500	97
	Howard	2,200	2,100	95
	Jefferson	3,900	3,700	96
	Kearney	2,300	2,300	99
	Keith	2,900	2,800	97
	Lincoln	10,000	9,600	96
	Logan	300	300	90
	Loup	300	300	94
	Mc Pherson	200	200	89
	Madison	9,300	8,800	94
50% & Over	Merrick	2,700	2,600	96
	Nance	1,700	1,600	95
	Nuckolls	2,400	2,300	94
	Perkins	1,200	1,200	99
	Phelps	3,300	3,200	98
	Pierce	2,800	2,700	96
	Polk	2,200	2,200	98
	Red Willow	4,200	4,100	96
	Sherman	1,500	1,400	94
	Thayer	2,900	2,800	96
	Valley	2,000	1,800	92
	Webster	2,400	2,300	97
	Wheeler	300	300	91
	York	4,800	4,500	95
	COLORADO			
	Yuma	3,100	2,900	92
	KANSAS			
	Osborne	2,400	2,200	92
	Ottawa	2,200	2,000	92
	Rooks	2,600	2,500	96
	Sherman	2,600	2,500	96
	Thomas	2,500	2,300	93
Between 25-49%	NEBRASKA			
	Deuel	1,000	1,000	96
	Gage	8,200	7,900	96
	Grant	300	300	87
	Holt	4,200	3,800	90
	Hooker	300	300	98
	Knox	3,700	3,400	92
	Platte	8,000	7,800	97
	Saline	4,500	4,300	96
	Stanton	1,900	1,800	94
	COLORADO			
	Kit Carson	2,600	2,300	89
	KANSAS			
	Graham	1,500	1,400	96
	Lincoln	1,700	1,600	92
	Sheridan	1,200	1,100	94
Between 5-24%	NEBRASKA			
	Butler	3,100	2,900	95
	Colfax	3,300	3,100	94
	Pawnee	1,500	1,400	93
	Seward	4,500	4,300	95
	Thomas	400	300	86
	Wayne	3,000	2,900	98

KHAS-TV, Hastings (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	KANSAS—(Continued)			
	Osborne	2,400	2,200	92
	Washington	3,300	3,100	93
	NEBRASKA			
Between 5-24%	Brown	1,400	1,300	91
	Dawson	6,800	6,600	96
	Gage	8,200	7,900	96
	Madison	9,300	8,800	94
	Platte	8,000	7,800	97
	Seward	4,500	4,300	95

Nebraska

KOLN-TV, Lincoln (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	NEBRASKA—(Continued)			
	Platte	8,000	7,800	97
	Polk	2,200	2,200	98
	Red Willow	4,200	4,100	96
	Richardson	4,500	4,300	96
	Saline	4,500	4,300	96
50% & Over	Saunders	5,500	5,300	97
	Seward	4,500	4,300	95
	Sherman	1,500	1,400	94
	Thayer	2,900	2,800	96
	Valley	2,000	1,800	92
	Webster	2,400	2,300	97
	Wheeler	300	300	91
	York	4,800	4,500	95
	KANSAS			
	Cloud	4,600	4,300	93
	NEBRASKA			
Between 25-49%	Antelope	3,200	3,000	93
	Cass	6,000	5,800	97
	Frontier	1,300	1,200	96
	Holt	4,200	3,800	90
	Madison	9,300	8,800	94
	Nemaha	3,100	3,000	95
	Otoe	5,400	5,200	97
	Stanton	1,900	1,800	94
	IOWA			
	Union	4,800	4,600	96
	KANSAS			
	Clay	3,700	3,400	92
	Graham	1,500	1,400	96
	Nemaha	3,800	3,600	96
	Osborne	2,400	2,200	92
	Rawlins	1,400	1,300	95
	Rooks	2,600	2,500	96
Between 5-24%	MISSOURI			
	Atchison	3,200	3,100	96
	NEBRASKA			
	Chase	1,300	1,300	96
	Cuming	3,800	3,600	96
	Dodge	11,800	11,600	98
	Hitchcock	1,500	1,500	97
	Knox	3,700	3,400	92
	Rock	700	700	93
	Wayne	3,000	2,900	98

BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C. 1725 K Street, N.W. (202) 333-9270
CHICAGO 333 N. Michigan Ave. (312) 346-6460
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

Nebraska—North Platte

KNOP-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

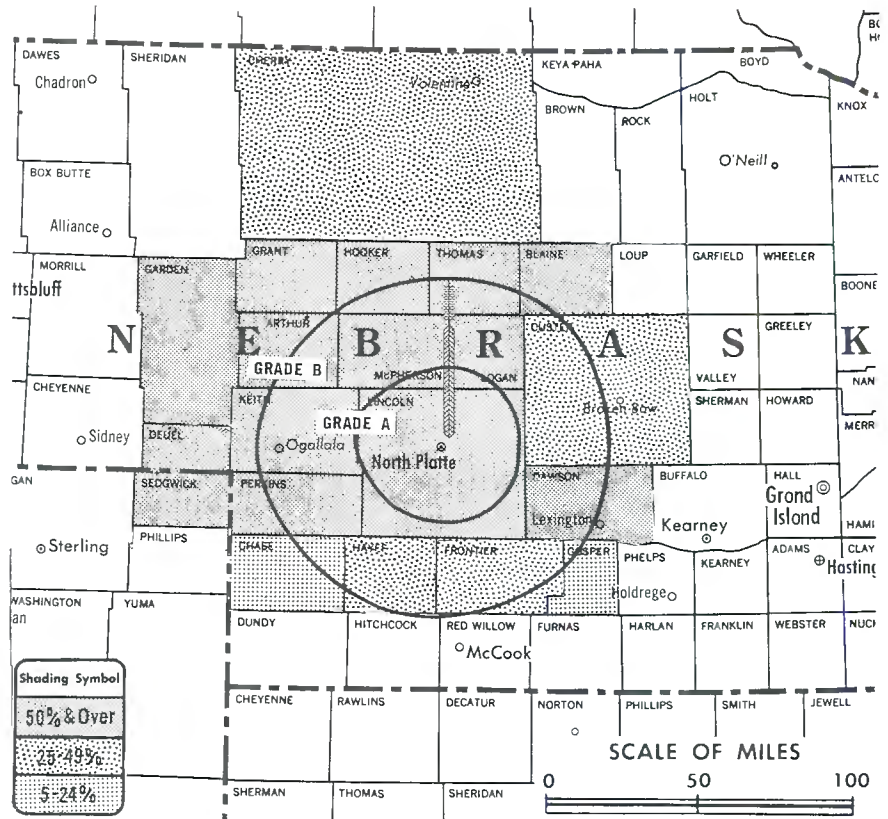
Transmitter: 4.7-mi. NNE of center of town.

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

News Wire Service: AP.

Studio: 4.7-mi. NNE of center of town.

Telephone: 308-532-2222.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KNOP-TV Ref: FCC File No. BMPCT-5042 Granted 7/2/58

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

KNOP-TV

Licensee: North Platte Television Inc., Box 749 (69101).

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 have CATV interests (see CATV Group Ownership). Shively owns RJN Bcstg. Inc., WLFJ-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 Jack Masla Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ULYSSES A. CARLINI, general manager.
GENE LARSEN, news director.
DANE RINEHART, sports director.
ROGER HIRD, chief engineer.
NANCY CROMER, traffic director.

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 Households	%	
50% & Over	COLORADO				
		Sedgwick	1,100	1,000	94
	NEBRASKA				
		Arthur	200	200	93
		Blaine	300	300	86
		Dawson	6,800	6,600	96
		Deuel	1,000	1,000	96
		Garden	1,100	1,000	90
		Grant	300	300	87
		Hooker	300	300	98
		Keith	2,900	2,800	97
		Lincoln	10,000	9,600	96
		Logan	300	300	90
		Mc Pherson	200	200	89
	Perkins	1,200	1,200	99	
	Thomas	400	300	86	
Between 25-49%	NEBRASKA				
		Cherry	2,300	2,200	94
		Custer	5,000	4,700	94
		Frontier	1,300	1,200	96
Between 5-24%	NEBRASKA				
		Chase	1,300	1,300	96
	Gosper	700	700	97	
Station Totals		37,200	35,700	96	
Net Weekly Circulation (1970-71)			21,300		
Average Daily Circulation (1970-71)			15,300		

Nebraska—Omaha



KETV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1360-ft. above av. terrain, 1362.5-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

Studio: 27th & Douglas Sts.

Telephone: 402-345-7777.

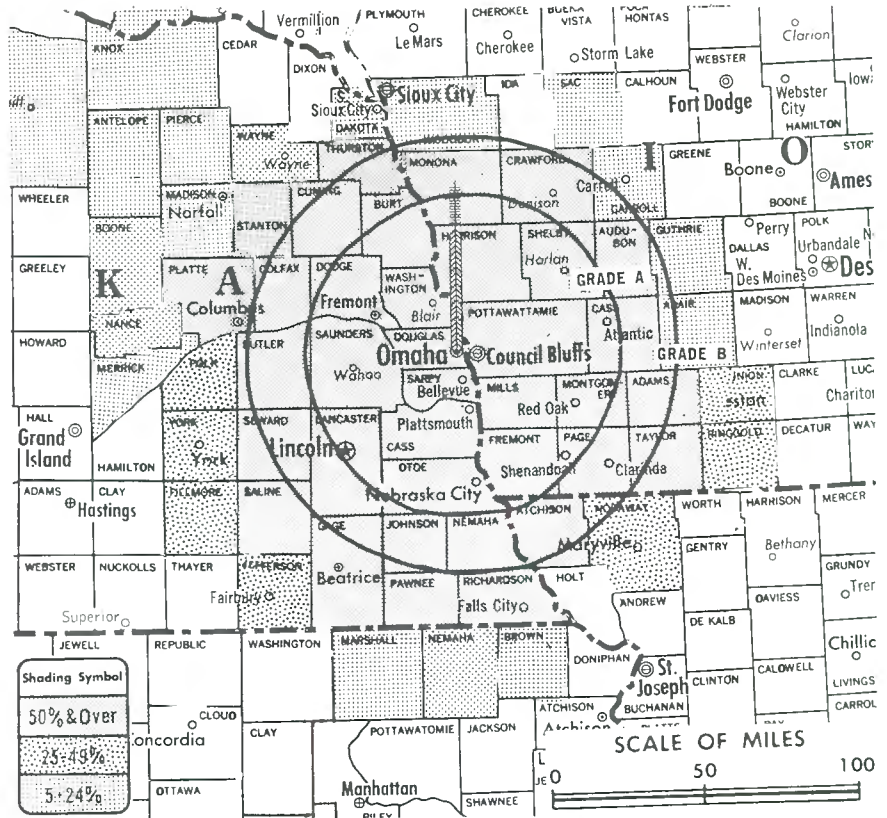
TWX No.: 910-622-0710.

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

News Wire Service: AP

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by Kear & Kennedy.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KETV Ref: FCC File No. BPCT-3701 Granted 4/25/66

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

KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha (68131).

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Peter Kiewit, v.p.; Kenneth H. James, v.p.; James L. Koley, secy.; Donald E. Baker, treas.). Herald Corp. is a majority-owned subsidiary of Peter Kiewit Sons' Inc.

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 Peters, Griffin, Woodward Inc.

Personnel:

- BEN H. COWDERY, president.
- KENNETH H. JAMES, vice president & general manager.
- JAMES S. DUGAN, general sales manager.
- AL DULLNIG, program & public service manager.
- ROSALEE ROBERTS, promotion manager.
- LEE TERRY, managing editor of news division.
- RUSSELL V. GOYETTE, chief engineer.

DIGEST OF RATE CARD NO. 22—(May 3, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID	
Class AA—7-10 p.m., daily.	\$1000.00	\$600.00	\$380.00	\$400.00*	\$300.00*	\$200.00*

*Class A1.

NETWORK BASE HOURLY RATE: \$1029.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,300	2,200	94
	Audubon	3,200	3,100	97
	Cass	6,000	5,800	97
	Crawford	6,000	5,800	97
Fremont	3,300	3,200	98	

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA—(Continued)				
	Harrison	5,400	5,200	97	
	Mills	3,600	3,500	97	
	Monona	4,300	4,100	96	
	Montgomery	4,600	4,400	97	
	Page	6,600	6,300	96	
	Pottawattamie	27,100	26,300	97	
	Shelby	4,600	4,500	97	
	Taylor	3,200	3,000	94	
	MISSOURI	Atchison	3,200	3,100	96
	NEBRASKA	Burt	3,400	3,300	98
	Butler	3,100	2,900	95	
	Cass	6,000	5,800	97	
	Colfax	3,300	3,100	94	
	Cuming	3,800	3,600	96	
Dodge	11,800	11,600	98		
Douglas	126,700	123,400	97		
Gage	8,200	7,900	96		
Johnson	1,900	1,800	96		
Lancaster	54,800	53,300	97		
Nemaha	3,100	3,000	95		
Otoe	5,400	5,200	97		
Pawnee	1,500	1,400	93		
Platte	8,000	7,800	97		
Richardson	4,500	4,300	96		
Saline	4,500	4,300	96		
Sarpy	16,900	16,700	99		
Saunders	5,500	5,300	97		
Seward	4,500	4,300	95		
Stanton	1,900	1,800	94		
Thurston	2,100	2,000	95		
Washington	4,300	4,200	98		
Between 25-49%	IOWA				
	Ringgold	2,300	2,200	97	
Union	4,800	4,600	96		

(Continued on page 496-b)

Station Totals	505,700	488,900	97
Net Weekly Circulation (1970-71)			345,700
Average Daily Circulation (1970-71)			226,000

Nebraska—Omaha



KMTV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

TV tape: Recording facilities.

AM Affiliate: KFAB, 50-kw, 1110 kHz (NBC).

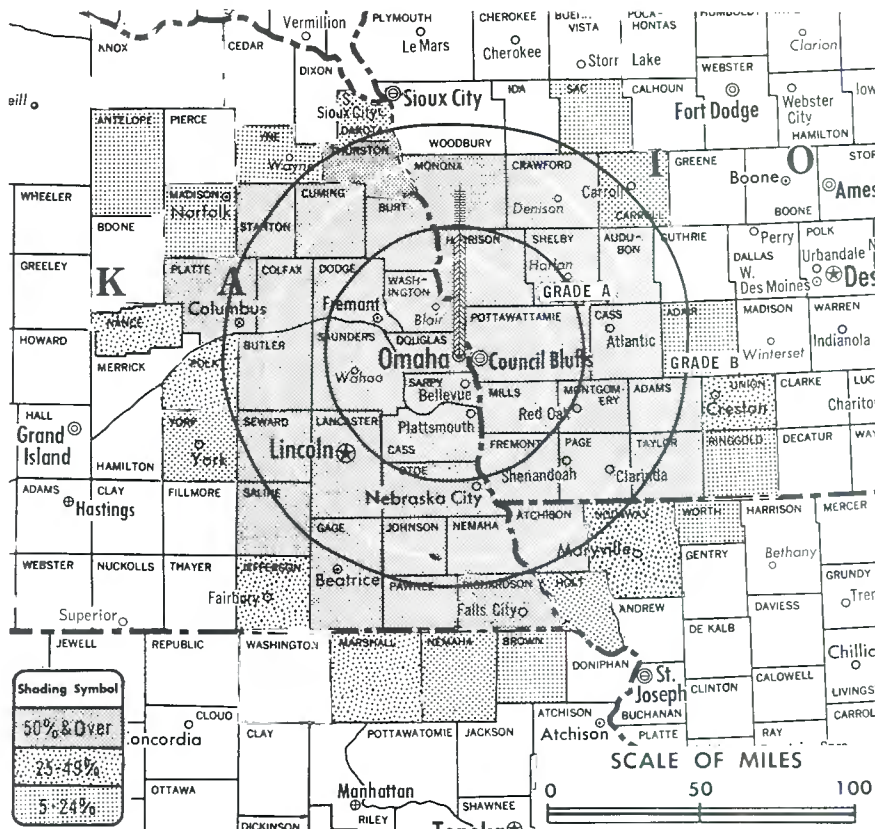
FM Affiliate: KFAB-FM, 115-kw 99.9 MHz (No. 260), 500-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KMTV Ref: FCC File BPC1-3288 Granted 4/26/66

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

KMTV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha (68131).

Studio: 2615 Farnam St.

Telephone: 402-345-3333.

TWX No.: 402-348-1109.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. also owns KGUN-TV, Tucson, Ariz. & 48.86% of KFAB, Omaha. Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; Raymond J. Schroeder, v.p., engineering; James B. Shaum, secy.-treas.; and the following directors: Gertrude W. May, Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., Raymond J. Schroeder and O. L. Saddler.

Began Operation: Sept. 1, 1949.

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

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDWARD W. MAY, president.
OWEN SADDLER, executive v.p. & general manager.
NORMAN W. WILLIAMS, business manager.
JOE BAKER, general program director.
WILLIAM G. HUGHES, general sales manager.
ARTHUR JACOBSON, program operations director.
ARTHUR JANTZ, program production director.
AMOS E. EASTRIDGE, director, marketing & research.
KENNETH MICHELSON, film director.
R. J. SCHROEDER, v.p., engineering.
GALE TOTTEN, chief engineer.

DIGEST OF RATE CARD

(June 14, 1971)

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

Class AA—7-10 p.m., daily.

\$1100.00 \$650.00 Graded rates apply*

*Highest rate: \$245.

NETWORK BASE HOURLY RATE: \$1050.

494-b

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA				
	Adams	2,300	2,200	94
	Audubon	3,200	3,100	97
	Cass	6,000	5,800	97
	Crawford	6,000	5,800	97
	Fremont	3,300	3,200	98
	Harrison	5,400	5,200	97
	Mills	3,600	3,500	97
	Monona	4,300	4,100	96
	Montgomery	4,600	4,400	97
	Page	6,600	6,300	96
	Pottawattamie	27,100	26,300	97
	Shelby	4,600	4,500	97
	Taylor	3,200	3,000	94
MISSOURI				
	Atchison	3,200	3,100	96
NEBRASKA				
	Burt	3,400	3,300	98
	Butler	3,100	2,900	95
	Cass	6,000	5,800	97
	Colfax	3,300	3,100	94
	Cuming	3,800	3,600	96
	Dodge	11,800	11,600	98
	Douglas	126,700	123,400	97
	Gage	8,200	7,900	96
	Johnson	1,900	1,800	96
	Lancaster	54,800	53,300	97
	Nemaha	3,100	3,000	95
	Otoe	5,400	5,200	97
	Pawnee	1,500	1,400	93
	Platte	8,000	7,800	97
	Richardson	4,500	4,300	96
	Saline	4,500	4,300	96
	Sarpy	16,900	16,700	99
	Saunders	5,500	5,300	97
	Seward	4,500	4,300	95
	Stanton	1,900	1,800	94
	Thurston	2,100	2,000	95
	Washington	4,300	4,200	98

50% & Over

(Continued on page 496-b)

Station Totals	445,600	431,000	97
Net Weekly Circulation (1970-71)		336,400	
Average Daily Circulation (1970-71)		217,200	

Nebraska—Omaha



WOW-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1380-ft. above av. terrain, 1358-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 40"
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

TV tape: Recording facilities.

AM Affiliate: WOW, 5-kw, 590 kHz (ABC).

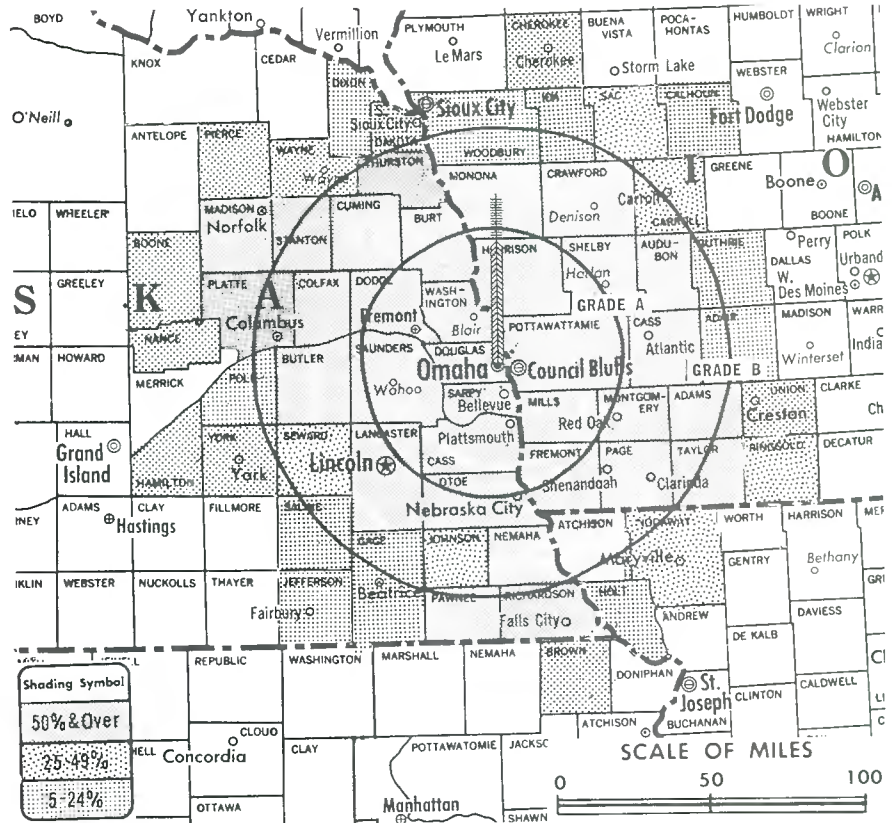
FM Affiliate: KFMX, 40-kw, 92.3 MHz (No. 222) 480-ft. (ABC).

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WOW-TV Ref: FCC File No. BPCT-3671 Granted 4/27/66

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

WOW-TV

Licensee: Meredith Corp., 3501 Farnam St., Omaha, Neb. (68131).

Studio: 3501 Farnam St.

Telephone: 402-346-3400. TWX No.: 910-622-0488.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp executives see Book & Periodical Publishers Ownership. Bcstg. Div., James Conley, corp. v.p. & gen. mgr., 1345 Ave. of the Americas, New York, N.Y. (10019). Same interests own WOW & KFMX (FM), Omaha; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KFMU (FM), Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz. & WNEM-TV, Bay City-Saginaw-Flint, Mich. Note: Sale of KPHO (AM), Phoenix, pends.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (Television Digest, Vol. 7:32, 39).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

- HOWARD L. STALNAKER, v.p. & general manager.
- ED ZACHARY, general sales manager.
- BOB METZ, local sales manager.
- HOWARD GREGORY, program director.
- GLENN FLYNN, director of engineering.
- JUDY HORAN, promotion manager.
- RUTH WILLIAMS, continuity director.
- ARNOLD PETERSON, farm director.
- JAMES McGAFFIN, director, public affairs.
- MIKE ROACH, operations supervisor.
- WILLIAM F. TEMPLIN, accounting & office manager.

DIGEST OF RATE CARD NO. A28
(July 12, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$1000.00	\$575.00	\$390.00			Graded rates apply*

*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$950.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Adams	2,300	2,200	94
	Audubon	3,200	3,100	97
	Cass	6,000	5,800	97
	Crawford	6,000	5,800	97
	Fremont	3,300	3,200	98
	IOWA			
	Harrison	5,400	5,200	97
	Mills	3,600	3,500	97
	Minona	4,300	4,100	96
	Montgomery	4,600	4,400	97
	Page	6,600	6,300	96
	Pottawattamie	27,100	26,300	97
	Shelby	4,600	4,500	97
	Taylor	3,200	3,000	94
	MISSOURI			
	Atchison	3,200	3,100	96
	NEBRASKA			
50% & Over	Burt	3,400	3,300	98
	Butler	3,100	2,900	95
	Cass	6,000	5,800	97
	Colfax	3,300	3,100	94
	Cuming	3,800	3,600	96
	Dodge	11,800	11,600	98
	Douglas	126,700	123,400	97
	Lancaster	54,800	53,300	97
	Madison	9,300	8,800	94
	Nemaha	3,100	3,000	95
	Otoe	5,400	5,200	97
	Pawnee	1,500	1,400	93
	Platte	8,000	7,800	97
	Richardson	4,500	4,300	96
	Sarpy	16,900	16,700	99
	Saunders	5,500	5,300	97
	Stanton	1,900	1,800	94
	Thurston	2,100	2,000	95
	Washington	4,300	4,200	98

(Continued on next page)

Station Totals	495,400	479,700	97
Net Weekly Circulation (1970-71)			325,900
Average Daily Circulation (1970-71)			220,500

Nebraska—Omaha

WOW-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Carroll	6,700	6,600	98
	Ringgold	2,300	2,200	97
	Sac	5,200	5,000	96
	MISSOURI			
	Nodaway	7,200	6,800	95
Between 5-24%	NEBRASKA			
	Johnson	1,900	1,800	96
	Seward	4,500	4,300	95
	IOWA			
	Adair	3,400	3,300	97
	Calhoun	4,700	4,500	97
Between 25-49%	Cherokee	5,700	5,500	97
	Guthrie	4,300	4,200	97
	Ida	3,000	2,900	97
	Union	4,800	4,600	96
	Woodbury	33,300	32,500	98
	KANSAS			
	Brown	4,300	4,100	95
	MISSOURI			
	Holt	2,600	2,400	92
	NEBRASKA			
	Boone	2,500	2,400	96
	Dakota	4,000	3,900	98
	Dixon	2,500	2,400	97
	Gage	8,200	7,900	96
	Hamilton	2,600	2,500	97
	Jefferson	3,900	3,700	96
	Nance	1,700	1,600	95
	Pierce	2,800	2,700	96
	Polk	2,200	2,200	98
	Saline	4,500	4,300	96
	Wayne	3,000	2,900	98
	York	4,800	4,500	95

BLACKBURN & COMPANY, INC.



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CHICAGO 333 N. Michigan Ave. (312) 346-6460
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

KETV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MISSOURI			
	Nodaway	7,200	6,800	95
	NEBRASKA			
	Fillmore	2,800	2,700	97
	Jefferson	3,900	3,700	96
	Polk	2,200	2,200	98
Between 5-24%	York	4,800	4,500	95
	IOWA			
	Adair	3,400	3,300	97
	Carroll	6,700	6,600	98
	Guthrie	4,300	4,200	97
	Sac	5,200	5,000	96
	Woodbury	33,300	32,500	98
	KANSAS			
	Brown	4,300	4,100	95
	Marshall	4,600	4,300	94
	Nemaha	3,800	3,600	96
	Norton	2,500	2,400	95
	NEBRASKA			
	Antelope	3,200	3,000	93
	Boone	2,500	2,400	96
	Dakota	4,000	3,900	98
	Garfield	900	800	93
	Holt	4,200	3,800	90
	Knox	3,700	3,400	92
	Loup	300	300	94
	Madison	9,300	8,800	94
	Merrick	2,700	2,600	96
	Nance	1,700	1,600	95
	Pierce	2,800	2,700	96
Wayne	3,000	2,900	98	
SOUTH DAKOTA				
Bon Homme	2,700	2,500	93	

KMTV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Union	4,800	4,600	96
	KANSAS			
	Marshall	4,600	4,300	94
	MISSOURI			
	Nodaway	7,200	6,800	95
Between 5-24%	NEBRASKA			
	Jefferson	3,900	3,700	96
	Nance	1,700	1,600	95
	Polk	2,200	2,200	98
	IOWA			
	Adair	3,400	3,300	97
Between 25-49%	Carroll	6,700	6,600	98
	Ringgold	2,300	2,200	97
	Sac	5,200	5,000	96
	KANSAS			
	Brown	4,300	4,100	95
	Nemaha	3,800	3,600	96
	MISSOURI			
	Holt	2,600	2,400	92
	NEBRASKA			
	Antelope	3,200	3,000	93
	Dakota	4,000	3,900	98
	Madison	9,300	8,800	94
	Wayne	3,000	2,900	98
	York	4,800	4,500	95

Nebraska—Scottsbluff-Gering



KSTF

Ch. 10



[Satellite of KFBC-TV,
Cheyenne, Wyo.]

Technical Facilities: Channel No. 10
(192-198 MHz). Authorized power:
240-kw visual, 24-kw aural.
Antenna: 840-ft. above av. terrain,
674-ft. above ground, 5141-ft.
above sea level.

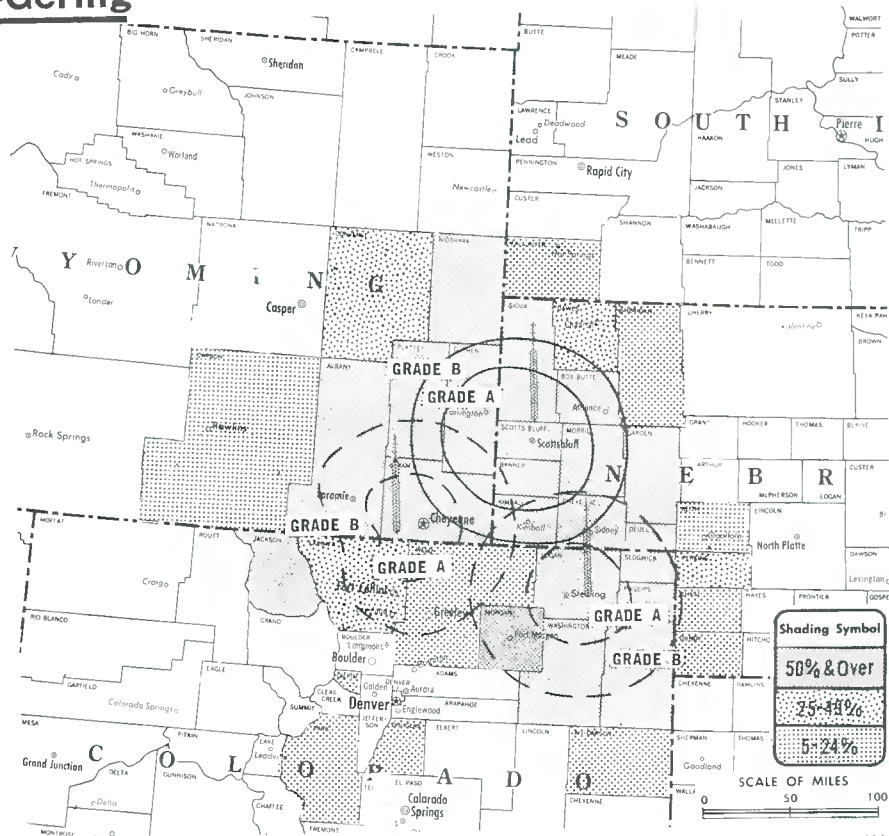
Latitude 41° 59' 58"
Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of
Scottsbluff.

Color: Network, live, film & slide.

News Film Service: CBS.

News Wire Service: UPI.



County coverage based on ARB study (see
page 4-b).

KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

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

KSTF

Network Service: ABC & CBS, 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 H-R Television; 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 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.

Nebraska—Superior



KHTL-TV



Ch. 4

[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.6-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level.

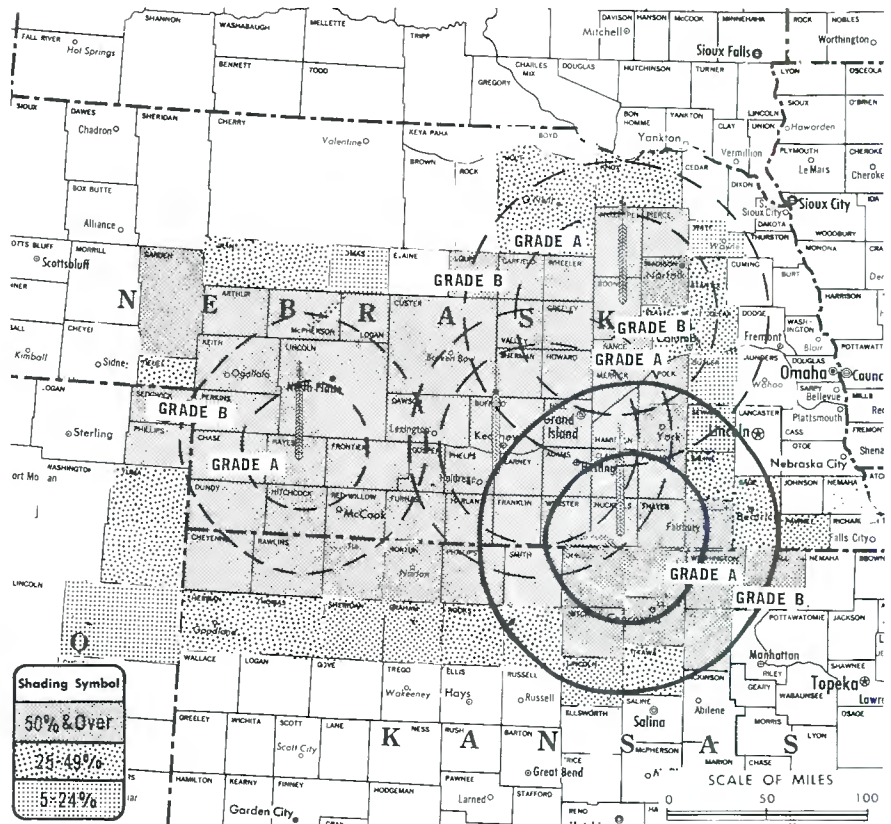
Latitude 40° 05' 13"
Longitude 97° 55' 12"

Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



County coverage based on ARB study (see page 4-b).

KHTL-TV Ref: FCC File No. BMPT-6399 Granted 3/14/67

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

KHTL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephone: 308-743-2494, Axtell, Neb.

Ownership: See KHOL-TV.

Began Operation: Oct. 1, 1965.

Represented (sales) by Meeker Co.

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

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

Personnel:

F. WAYNE BREWSTER, president.

JAMES D. JOHNSON, manager.

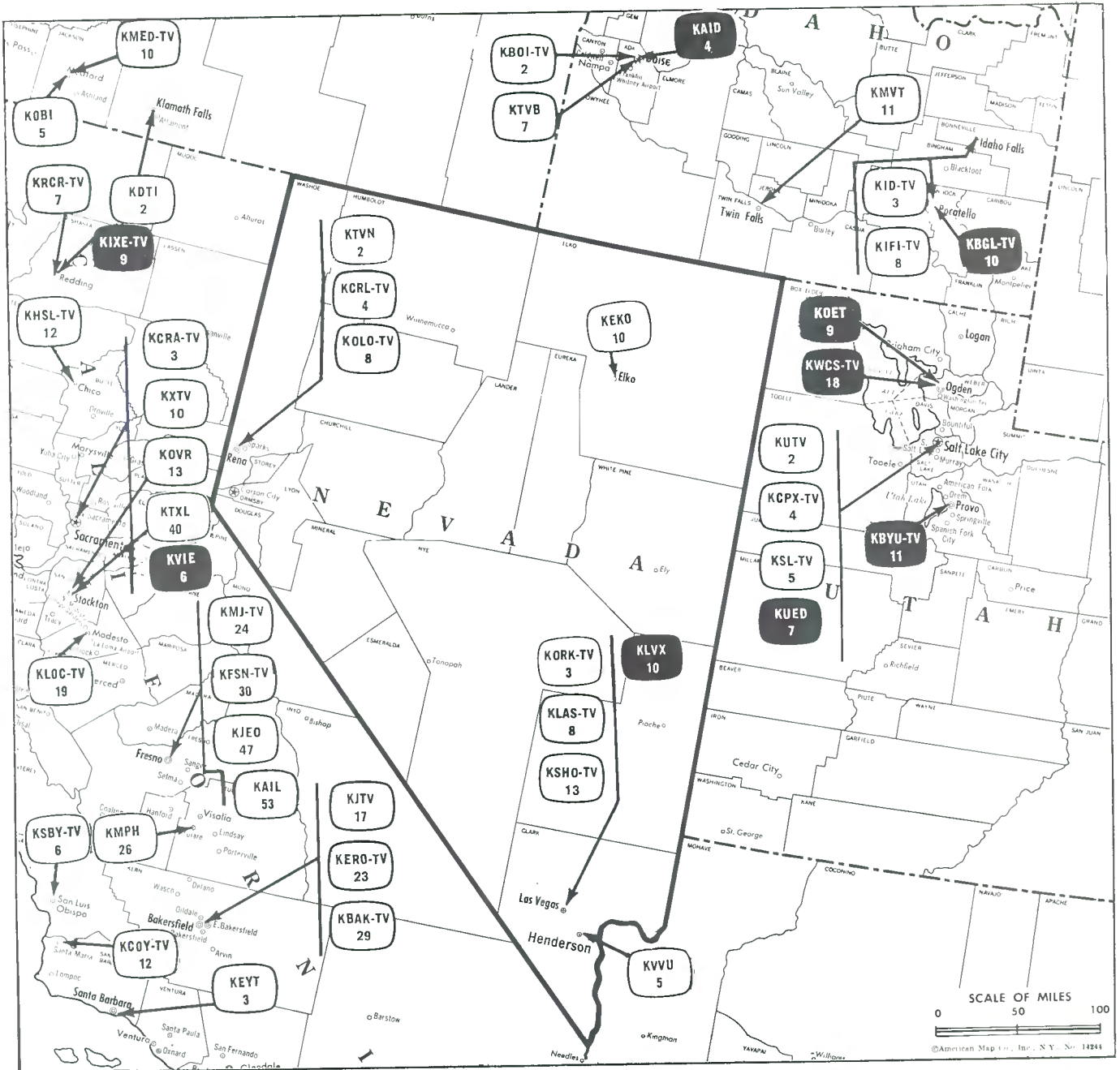
W. M. GREELY, director of engineering.

Rates: Sold 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.

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Las Vegas	98,000	162	92,200	142
Reno	77,600	174	72,100	154

Nevada Station Status as of March 15, 1972

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
1	0	1
		8

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
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Nevada—Elko



KEKO

Ch. 10

[Satellite of KTVN, Reno, Nev.]

(Due to Begin Operation in Summer)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 26.4-kw visual, 5.28-kw aural. Antenna: 1880-ft. above av. terrain, 65-ft. above ground, 7440-ft. above sea level.

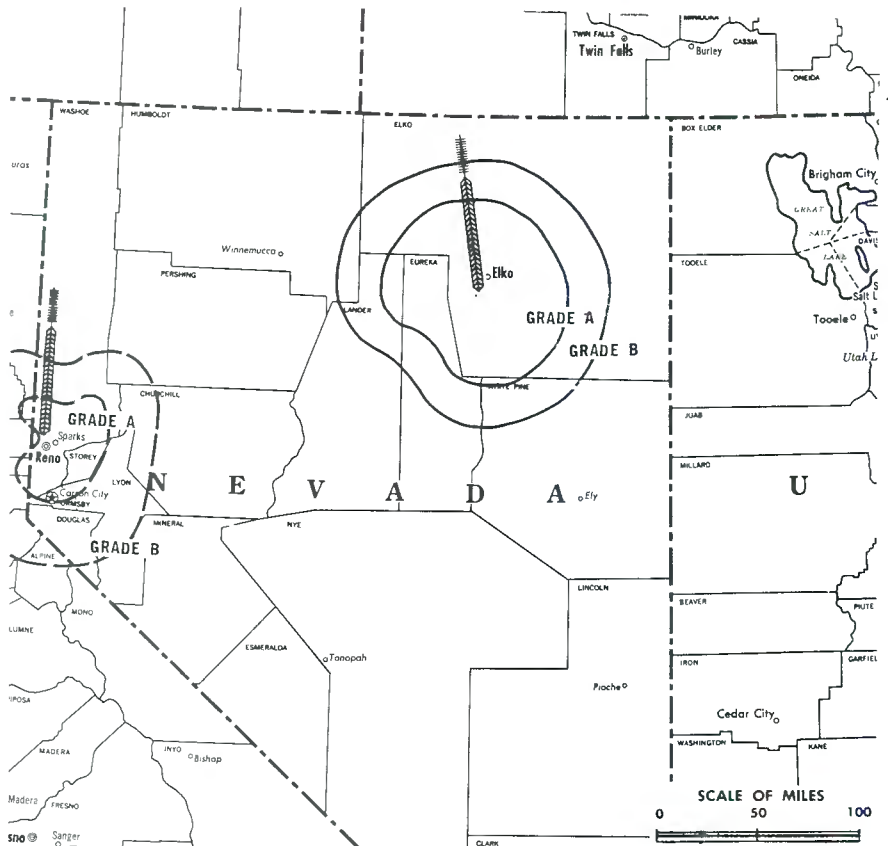
Latitude 40° 41' 52.5"

Longitude 115° 54' 13.0"

Transmitter: Summit of Grindstone Mtn., 12-mi. SW of Elko.

Color: Network.

News Wire Service: AP.



KEKO Ref.: FCC File No. BMPCT--7194 Granted 11/12/71
 KTVN Ref.: FCC File No. BPCCT--3686 Granted 7/27/66

©American Map Co., Inc., N.Y., No. 11244

KEKO

Network Service: CBS.

Grantee: Washoe Empire, 10 Pine St., Reno, Nev. (89505).

Ownership: See KTVN, Reno.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel: See KTVN, Reno.

Rates: See KTVN, Reno.

Cable Television
 Management and
 Engineering Consultants

**Malarkey, Taylor
 & Associates**
 1225 Connecticut Ave.,
 Washington, D.C. 20036
 (202) 223-2345

Nevada—Las Vegas



KLAS-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 291-kw horizontal visual, 63.2-kw max. & 57.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 33"

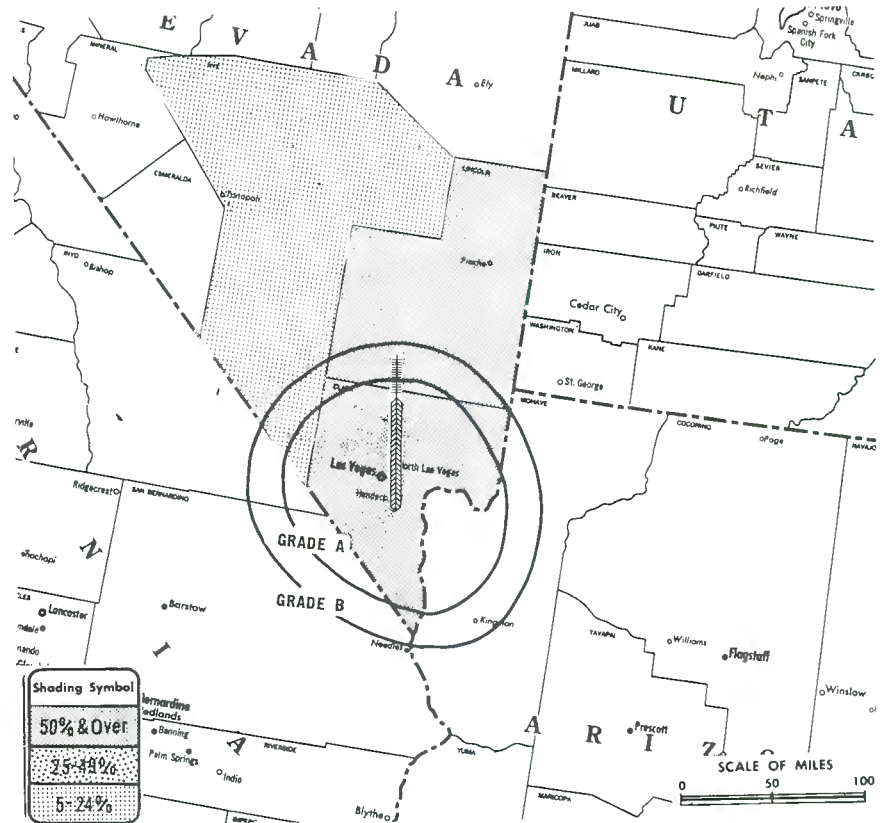
Transmitter: Black Mtn., 7-mi. from Henderson.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KLAS-TV Ref: FCC File No. BPCT-4448 Granted 9/1/71

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

KLAS-TV

Network Service: CBS.

Licensee: Hughes Tool Co. Inc., P. O. Box 15047, Las Vegas, Nev. (89114).

Studio: 250 East Desert Inn Road, Las Vegas (89109).

Telephone: 702-735-7511.

Ownership: Hughes Tool Co., Howard R. Hughes, 100%. Raymond M. Holliday, exec. v.p.-secy.; Frank W. Gay & Maynard E. Montrose, sr. v.p.s; Calvin J. Collier Jr., v.p.-treas.-asst. secy. Hughes also owns Hughes Sports Network & through Hughes Aircraft, owns interest in TelePrompTer (see CATV Group Ownership).

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (Television Digest, Vol. 8:8,9).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Hogan & Hartson.

Personnel:

MARK SMITH, general manager.
ALVYN COHEN, sales manager.
JACK REYNOLDS, director of programming & operations.
JEANNE PRICE, business office manager.
BILL HAUGHT, administrative assistant & chief engineer.

DIGEST OF RATE CARD NO. S11
(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:59 p.m., daily.
\$700.00 \$425.00 \$300.00 \$170.00 \$125.00 \$105.00 \$80.00
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	94,800	91,500	97
	Lincoln	800	700	90
Between 5-24%	NEVADA			
	Nye	1,500	1,300	84
Station Totals		97,100	93,500	96
Net Weekly Circulation (1970-71)				92,100
Average Daily Circulation (1970-71)				63,800

State Educational Technical Facilities
(Complete Data in Educational Directory)

KLTV
Las Vegas
Ch. 10

Non-Commercial Educational Station

Licensee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 294-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"

Nevada—Las Vegas

NBC KORK-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 272-ft. above av. terrain, 510-ft. above ground, 2320-ft. above sea level.

Latitude 36° 07' 50"
Longitude 115° 05' 06"

Requests CP for change to 20-kw aural, 2000-ft. above av. terrain, 274-ft. above ground, 4609-ft. above sea level, lat. 35° 56' 44", long. 115° 02' 35", transmitter to near Black Mtn., 7-mi. SW of Henderson.

Transmitter: 4850 E. Fremont.

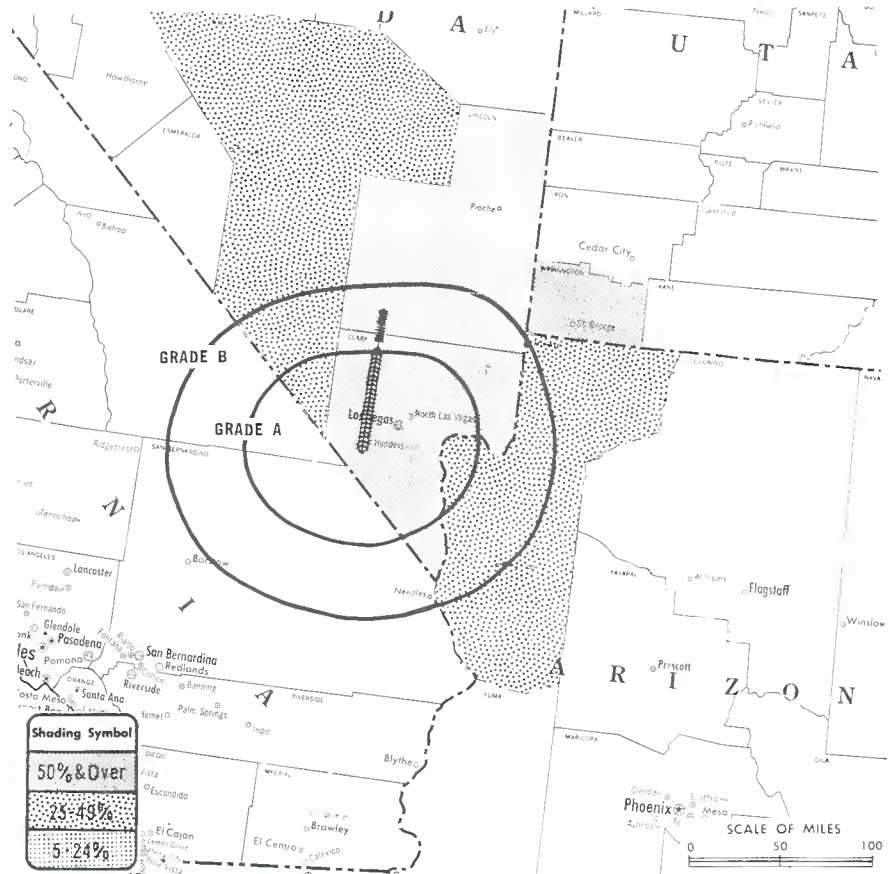
AM Affiliate: KORK, 10-kw, 920 kHz (NBC).

FM Affiliate: KORK-FM, 27-kw, 97.1 MHz (No. 246), 195-ft.

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

News Wire Service: AP.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KORK-TV Ref: FCC File No. BMPCT-2582 Granted 12/6/54 ©American Map Co., Inc., N.Y., No. 14244

KORK-TV

Licensee: Western Communications Inc., Box 550, Las Vegas, Nev. (89101).

Studio: 4100 E. Fremont.

Telephone: 702-737-3916. TWX No.: 910-397-6997.

Ownership: Donrey Inc., Donald W. Reynolds, pres., 100%; Reynolds also controls KOLO-TV, Reno (KOLO); KGNS-TV, Laredo, Tex.; KFSA-TV, Fort Smith (KFSA); radio KBRS, Springdale, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi. Note: Donrey Media is buying KVOA-TV, Tucson, Ariz.

Began Operation: Jan. 23, 1955. Left air temporarily following fire March 6, 1972 (Television Digest, Vol. 12:11).

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

Represented (legal) by: Koteen & Burt.

Represented (engineering) by: Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
ROBERT ORDONEZ, vice president & general manager.
JOHN Z. CSIA, program director.
RICHARD RICHARDSON, sales manager.

DIGEST OF RATE CARD NO. 13—(July 15, 1971)

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


Class AA—7:30-11 p.m., daily.

\$700.00 \$400.00 \$300.00 \$250.00 Graded rates apply*

*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	94,800	91,500	97
	Lincoln	800	700	90
Between 25-49%	UTAH			
	Washington	4,200	3,800	89
	ARIZONA			
Mohave	9,700	8,800	91	
Nye	1,500	1,300	84	
Station Totals		111,000	106,100	96
Net Weekly Circulation (1970-71)				98,000
Average Daily Circulation (1970-71)				75,900



Be first to know What they watched Last night.

You'll be the first to know in the morning what the viewers watched last night with an ARB Overnight Telephone Coincidental survey.

Whether it's a special, a premiere or a new time period; audience response is measured and reported for next day analysis.

You select the time frame. You define the survey area. Confidential reports are delivered by telephone the next working day after the survey.

When you need current information for important decisions, talk it over with your ARB representative. Or call the ARB Overnight Telephone Coincidental Department toll free. 800-638-0859

ARB

Information for Decisions

Nevada—Las Vegas

abc **KSHO-TV**

Ch. 13

Technical Facilities: Channel No. 13
(210-216 MHz). Authorized power:
204-kw visual, 40.7-kw aural.
Antenna: 290-ft. above av. terrain,
437-ft. above ground, 2593-ft.
above sea level.

Latitude 36° 07' 44"
Longitude 115° 11' 21"

Transmitter: 3349 S. Valley View.

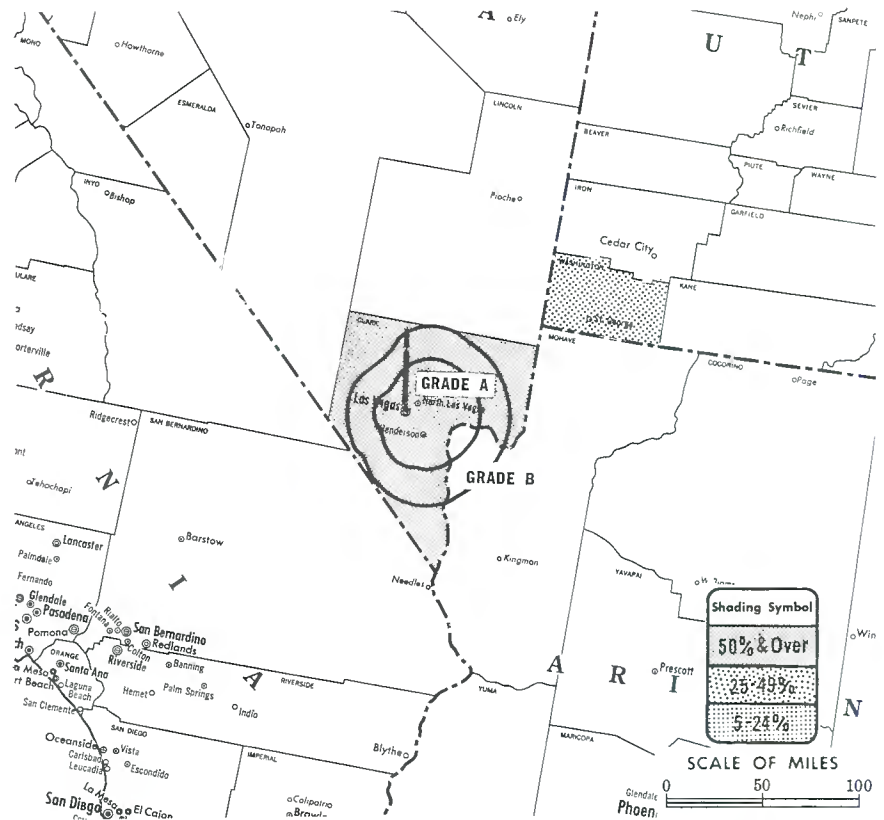
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).



KSHO-TV Ref: FCC File No. BPCT-3973 Granted 4/16/69

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

KSHO-TV

Licensee: Ch. 13 of Las Vegas Inc.

Studio: 3349 S. Valley View, Las Vegas, Nev. (89102).

Telephone: 702-870-2020. TWX No.: 910-397-6984.

Ownership: Arthur Powell Williams, 50%; John A. Ettliger, 31.4%;
Fred L. Vance, 10%; Leonard W. Phillips, 8%; Frank E. Feder,
.6%.

Began Operation: May 4, 1956. Interim authorization granted Aug.
9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc.
(now Ch. 13 of Las Vegas) April 16, 1969 (Television Digest,
Vol. 9:15). Previously, sale to Nevada Bcstrs. Fund Inc. by Mervyn
L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5,
1959 by FCC (Vol. 15:42, 45). Sale to Adelson group by Albert
Zugsmith interests approved Nov. 20, 1957 by FCC (Vol. 13:34,
42, 47); Zugsmith groups' purchase of KSHO-TV with radio
KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol.
12:48)

Represented (sales) by H-R Television Inc.

Represented (legal) by Mullin, Connor & Rhyne.

Personnel:

ARTHUR P. WILLIAMS, president.
FRED L. VANCE, vice president & general manager.
JOHN A. ETTLINGER, vice president & film buyer.
KENT HARMAN, operations manager.
MARILYN SMITH, program & traffic manager.
FRANK ANDERSON, chief engineer.

DIGEST OF RATE CARD NO. 7

(June 15, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$500.00 \$300.00 \$200.00 \$125.00 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$165.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA Clark	94,800	91,500	97
Between 5-24%	UTAH Washington	4,200	3,800	89
Station Totals		99,000	95,300	96
Net Weekly Circulation (1970-71)				87,700
Average Daily Circulation (1970-71)				48,500

For U.S. Television Call Letters,

see page 7-b

Nevada—Henderson-Las Vegas

KVVU

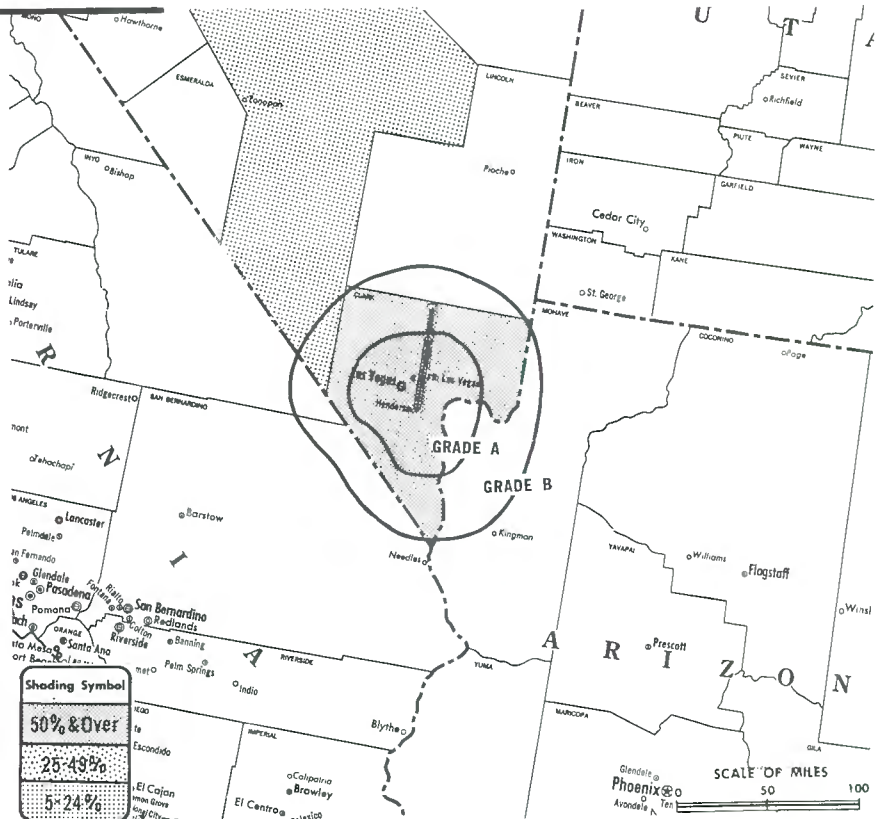
(formerly KHBV)
Ch. 5

Technical Facilities: Channel No. 5
(76-82 MHz). Authorized power:
64.6-kw visual, 12.9-kw aural. Antenna:
1190-ft. above av. terrain, 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.
Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).



KVVU Ref: FCC File No. BPCT-3315 Granted 7/27/66

KVVU

Network Service: None, independent.
Licensee: Nevada Independent Broadcasting Corp., 1800 Boulder Hwy., Henderson, Nev. (89015).
Studio: 1800 Boulder Highway, Henderson, Nev.
Telephone: 702-565-9755.
Ownership: William H. HERNSTADT, pres.-treas., 100%; Elizabeth G. HERNSTADT, secy.; Leslie Terry Jones, asst. secy.
Began Operation: Sept. 10, 1967. Sale to present owner by Levin-Townsend Enterprises approved by FCC Sept. 1, 1971. Previous sale by Charles Vanda approved by FCC May 1, 1969 (Television Digest, Vol. 9:18).
Represented (legal) by Putbren & Healy.
Represented (sales) by AAA Reps.
Personnel:
WILLIAM H. HERNSTADT, president & general manager.
WILLIAM DiMEOLO, station manager & sales manager.
ALLAN HENDERSON, operations manager.
TOM WERNER, chief engineer.
TONY BROWN, news director.
SAL DURANTE, film manager.

DIGEST OF RATE CARD NO. 9-B (Dec. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—7-11 p.m., daily.						
\$350.00	\$250.00	\$150.00	\$100.00	\$60.00	\$45.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA Clark	94,800	91,500	97
	NEVADA Nye	1,500	1,300	84
Station Totals		96,300	92,800	96
Net Weekly Circulation (1970-71)			68,700	
Average Daily Circulation (1970-71)			29,000	

Nevada—Reno



KCRL-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

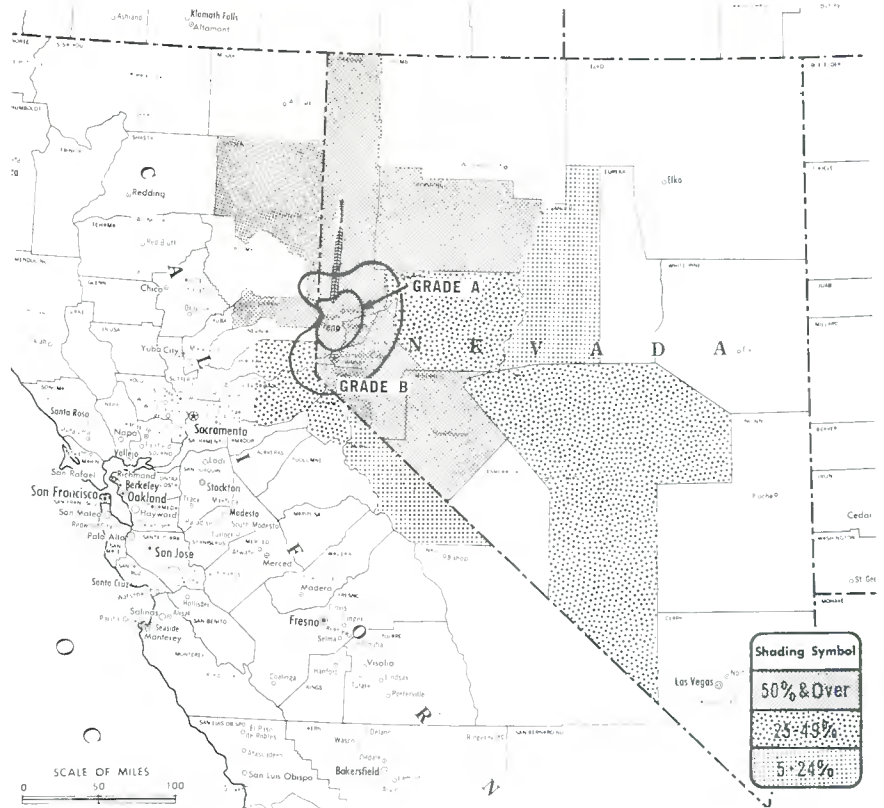
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KCRL, 50-kw, 780 kHz.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KCRL-TV Ref: FCC File No. BPCT-2050 Granted 6/15/61

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

KCRL-TV

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. (national); The Tacher Co. (regional).
Represented (engineering) by Bond & Oakley.
Personnel:
CHARLES E. CORD, pres. & general manager.
ROGER O. VAN DUZER, station manager.
JIM ELLIOTT, sales manager.
RON OAKLEY, chief engineer.
DICK DeWITT, news director.

DIGEST OF RATE CARD NO. 3 (Oct. 15, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$400.00	\$275.00		\$130.00	\$78.00	\$52.00

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

For Station Owned & Operated Translators
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Lassen	5,200	4,700	91
	Sierra	900	800	90
	NEVADA			
	Douglas	2,500	2,300	92
	Lyon	2,600	2,400	92
	Mineral	2,500	2,300	94
	Ormsby	5,300	5,100	95
	Pershing	900	800	93
	Storey	300	300	89
Washoe	44,600	42,500	95	
Between 25-49%	CALIFORNIA			
	Alpine	200	200	82
	El Dorado			
	East	5,500	5,200	95
Placer East	2,100	2,000	95	
NEVADA				
Churchill	3,500	3,400	96	
Nye	1,500	1,300	84	
Between 5-24%	CALIFORNIA			
	Mono	1,500	1,200	82
NEVADA				
Lander	700	600	85	
Station Totals		79,800	75,100	94
Net Weekly Circulation (1970-71)				65,700
Average Daily Circulation (1970-71)				45,600



KCRL-TV

CHANNEL FOUR



OUTSTANDING IN **RENO** NEVADA

REPRESENTED REGIONALLY BY

THE TACHER COMPANY: SEATTLE-PORTLAND

REPRESENTED NATIONALLY BY

AVERY-KNODEL, INC: NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

Nevada—Reno



KOLO-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 20.1-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"

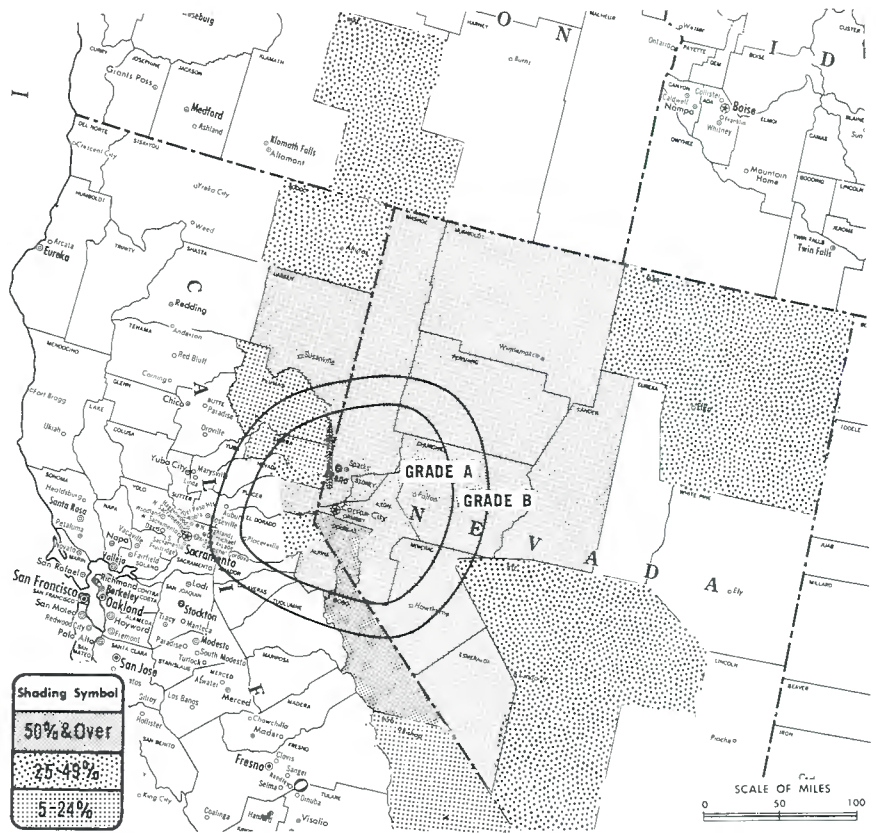
Transmitter: Slide Mt., Washoe County.

TV tape: Recording facilities.

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

News Wire Service: AP.

AM Affiliate: KOLO, 5-kw, 920 kHz.



Total Households: © MSI (Consumer Market Data as of 1/1/72).
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KOLO-TV Ref: FCC File No. BPC-3473 Granted 5/6/65

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

KOLO-TV

Network Service: ABC.

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. For Reynolds' other holdings see KORK-TV, Las Vegas.

Began Operation: Sept. 26, 1953.

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

Represented (legal) by Koteen & Burt.

Represented (engineering) by Hammett & Edison.

Personnel:

- DONALD W. REYNOLDS, president.
- JAMES C. HERZIG, vice president & general manager.
- BILL STOGSDILL, general sales manager.
- BILL RUFF, program/operations manager.
- JIM BULL, chief engineer.
- TAD DUNBAR, news director.

DIGEST OF RATE CARD NO. 20

(July 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:31-10:59 p.m., daily.	\$500.00	\$300.00		\$130.00	\$90.00	\$80.00

NETWORK BASE HOURLY RATE: \$242.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA				
		Alpine	200	200	82
		Lassen	5,200	4,700	91
		Mono	1,500	1,200	82
		Placer East	2,100	2,000	95
	NEVADA				
		Churchill	3,500	3,400	96
		Douglas	2,500	2,300	92
		Esmeralda	300	200	76
		Humboldt	2,100	2,000	93
		Lander	700	600	85
		Lyon	2,600	2,400	92
		Mineral	2,500	2,300	94
	Ormsby	5,300	5,100	95	
	Pershing	900	800	93	
	Storey	300	300	89	
	Washoe	44,600	42,500	95	
Between 25-49%	CALIFORNIA				
		El Dorado	5,500	5,200	95
		East Modoc	2,600	2,300	90
		Nevada East	1,000	900	90
	NEVADA				
	Elko	4,800	4,200	87	
	Nye	1,500	1,300	84	
Between 5-24%	OREGON				
		Lake	2,000	1,800	91
Between 5-24%	CALIFORNIA				
		Inyo	5,700	4,900	86
		Plumas	4,100	3,700	91
		Sierra	900	800	90
Station Totals			102,400	95,100	93
Net Weekly Circulation (1970-71)					77,600
Average Daily Circulation (1970-71)					57,200

Nevada—Reno



KTVN

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 151-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.5"
Longitude 119° 47' 52"

Transmitter: 4-mi. N of Reno Post Office.

TV tape: Recording facilities.

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

News Wire Service: AP.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Note: Satellite KEK0, Elko, Nev. is due to begin operation in Spring.

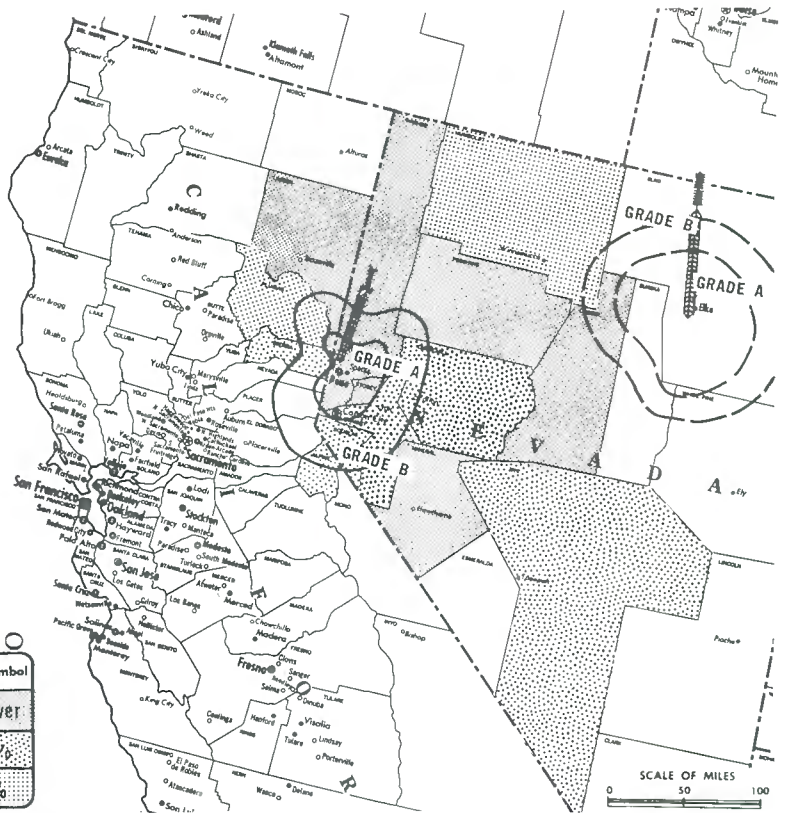
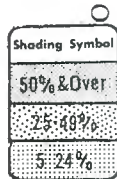
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVN Ref: FCC File No. B1PCT 3686 Granted 7/27/68

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

KTVN

Network Service: CBS.

Licensee: Washoe Empire, 300 S. Virginia St. (89505).

Studio: 10 Pine St., Reno (89505). 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. Washoe Empire is Ch. 10 permittee for Elko, Nev.

Began Operation: June 4, 1967.

Represented (sales) by H-R Television.

Personnel:

LEE D. HIRSHLAND, president & general manager.
WILL CHISM, operations manager.
AL RICHARDS, chief engineer.
JACKSON FLEMING, regional sales manager.
ED PEARCE, news editor.

DIGEST OF RATE CARD NO. 4 (June 12, 1971)

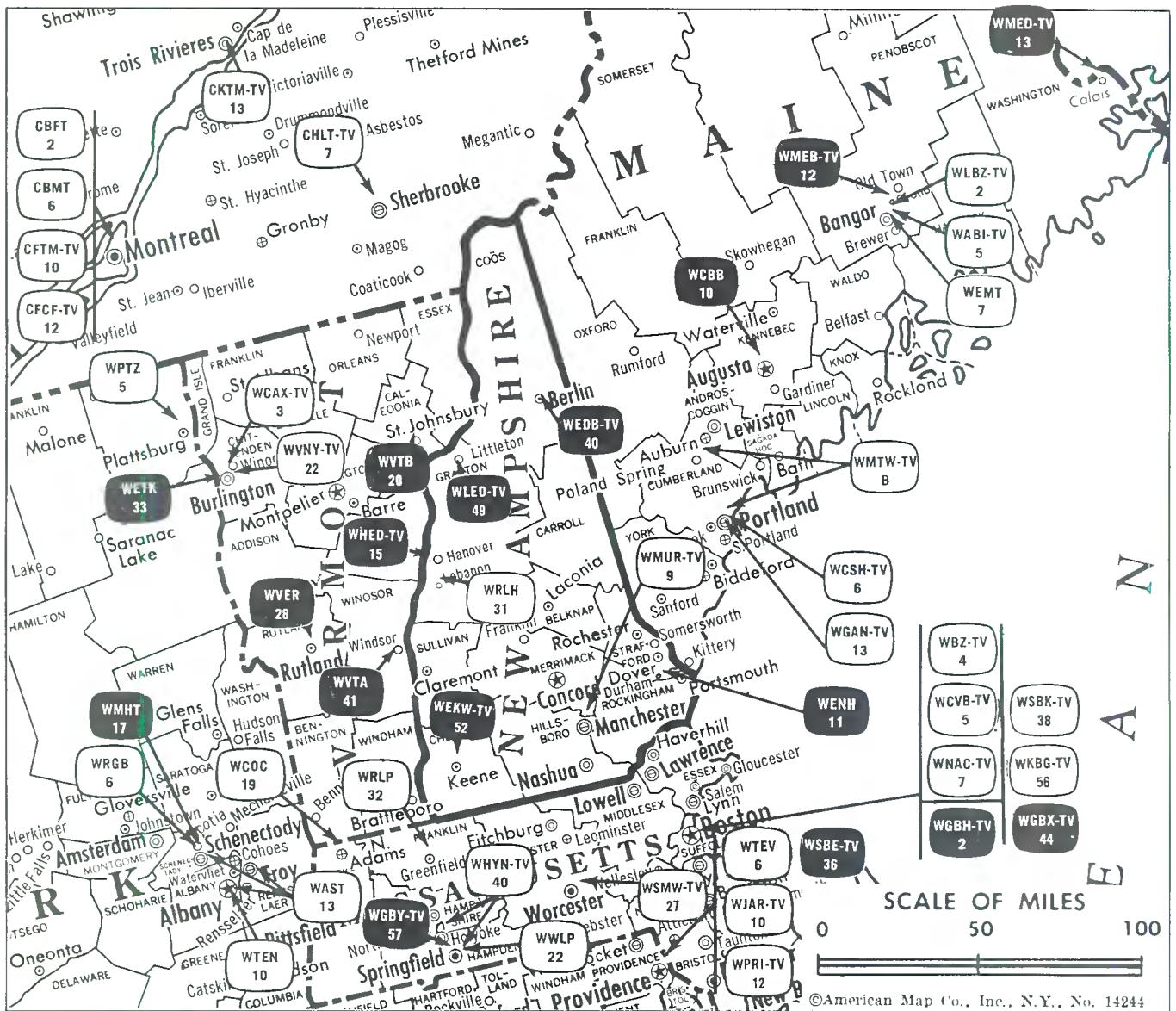
Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:31-10:59 p.m., Mon.-Fri.; 7:01-10:59 p.m., Sat.;
6:31-11 p.m., Sun.

Available on request \$60.00 \$50.00 \$40.00 \$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Lassen	5,200	4,700	91
	NEVADA			
	Lander	700	600	85
	Mineral	2,500	2,300	94
	Ormsby	5,300	5,100	95
	Pershing	900	800	93
Between 25-49%	Storey	300	300	89
	Washoe	44,600	42,500	95
	CALIFORNIA			
	Alpine	200	200	82
	Sierra	900	800	90
Between 5-24%	NEVADA			
	Churchill	3,500	3,400	96
	Douglas	2,500	2,300	92
	Lyon	2,600	2,400	92
	Nye	1,500	1,300	84
Between 5-24%	CALIFORNIA			
	Plumas	4,100	3,700	91
	NEVADA			
	Humboldt	2,100	2,000	93
Station Totals		76,900	72,400	94
Net Weekly Circulation (1970-71)				57,700
Average Daily Circulation (1970-71)				33,800

New Hampshire



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Manchester	312,700	65	*	*
New Hampshire Station Status as of March 15, 1972				
<input type="checkbox"/> Commercial Television Stations	VHF	UHF	TOTAL	
<input checked="" type="checkbox"/> Educational Television Stations	1	1	2	
	1	4	5	
			7	

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.)

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

State Educational Technical Facilities

(Complete Data in Educational Directory)

WEDB-TV

Berlin

Ch. 40

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 10.5-kw visual, 2.09-kw aural. Antenna: 300-ft. above av. terrain, 177-ft. above ground, 2437-ft. above sea level.

Latitude	44°	22'	16"
Longitude	71°	12'	53"

WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 980-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude	43°	10'	34"
Longitude	71°	12'	24"

WHED-TV

Hanover

Ch. 15

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 37.2-kw visual, 7.44-kw aural. Antenna: 1300-ft. above av. terrain, 448-ft. above ground, 2338-ft. above sea level.

Latitude	43°	42'	30"
Longitude	72°	09'	16"

WEKW-TV

Keene

Ch. 52

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 37.5-kw visual, 7.5-kw aural. Antenna: 1800-ft. above av. terrain, 500-ft. above ground, 2017-ft. above sea level.

Latitude	43°	02'	00"
Longitude	72°	22'	04"

WLED-TV

Littleton

Ch. 49

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 36.7-kw visual, 7.35-kw aural. Antenna: 1280-ft. above av. terrain, 443-ft. above ground, 2426-ft. above sea level.

Latitude	44°	21'	14"
Longitude	71°	44'	23"

For Educational Television

Networks, see Services

Volume

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

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Burbank, California 91505

Area Code 213 849-3201

New Hampshire—Lebanon



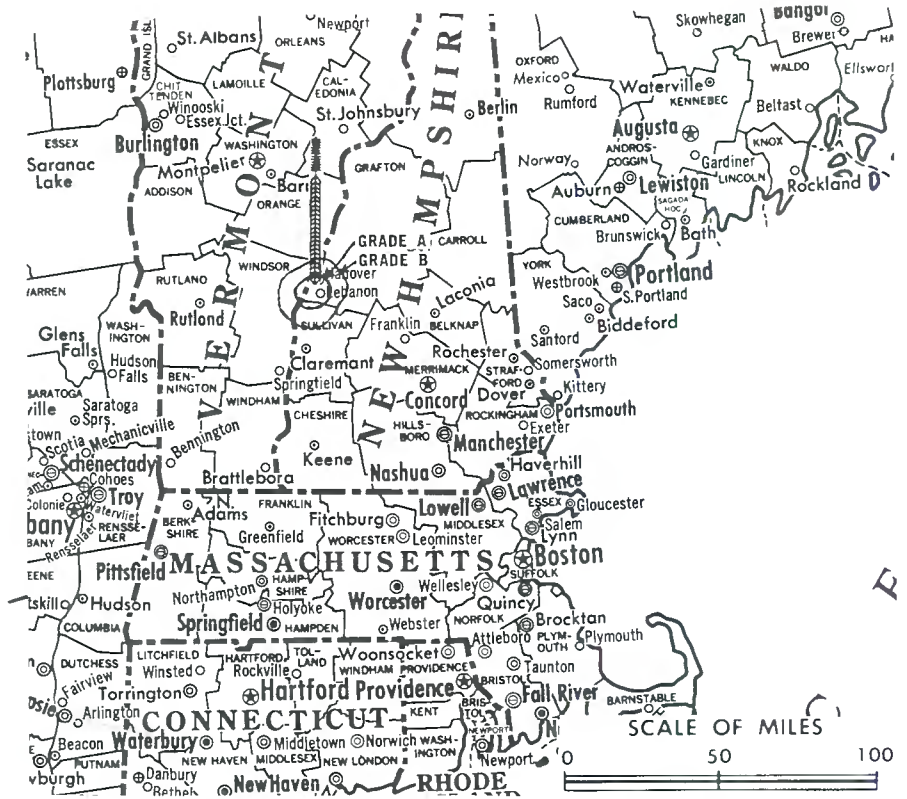
WRLH

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 10.48-kw visual, 3.08-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: 603-448-4550.
Color: Network, film & slide.
News Wire Service: AP.



WRLH Ref: FCC File No. B1PCT-4415 Granted 8/2/71

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

WRLH

Network Service: NBC.

Licensee: Upper Valley TV Broadcasters, On the Mall, Lebanon, N.H. (03766).

Ownership: Page & Baker, 60%; Sconnix Radio Enterprises Inc., 40%.

Began Operation: Sept. 26, 1966. Left air Aug. 23, 1968. Resumed operation Aug. 3, 1971.

Represented (sales) by Kettell-Carter.

Personnel:

SCOTT R. McQUEEN, president.
THEODORE E. NIXON, vice president & general manager.
RANDALL T. ODENEAL, vice president, finance.
COLLINS J. FARR, chief engineer.

DIGEST OF RATE CARD NO. 15 (June 1, 1971)

	Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—6-11 p.m., daily.	\$220.00	\$140.00	\$100.00	\$40.00	\$50.00	\$24.00	\$18.00

ARB Overnight Telephone Coincidental Surveys
Provide you with current information for important decisions.

Call 800-638-0859 . . . Toll free

New Hampshire—Manchester



WMUR-TV

Ch. 9

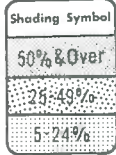
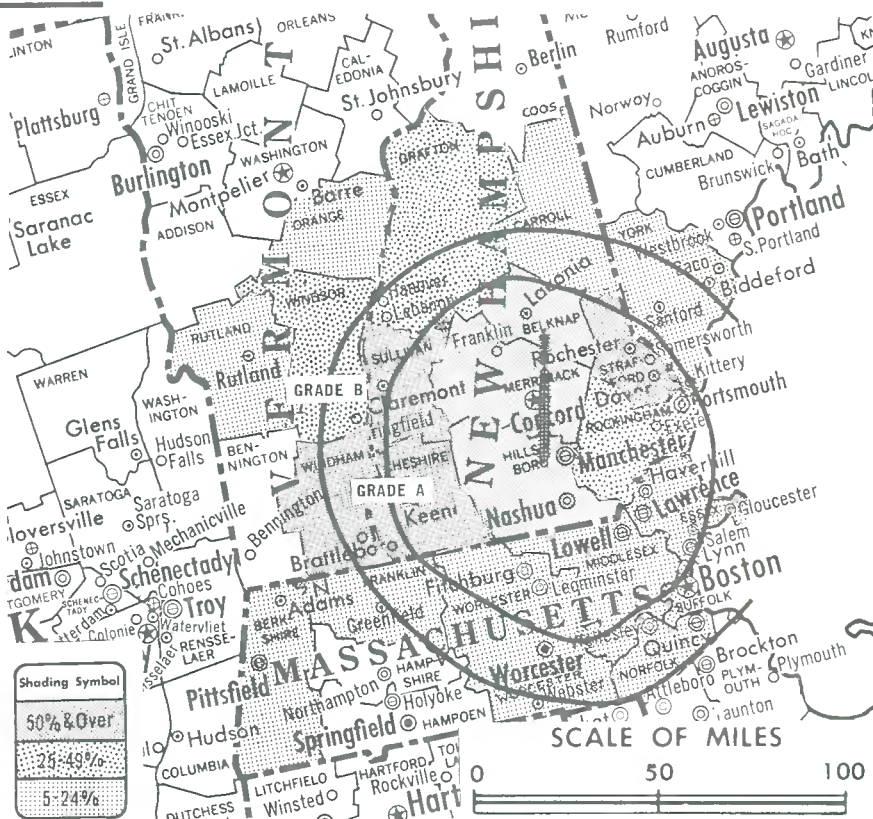
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"
Longitude 71° 35' 19"

Transmitter: Goffstown, N.H.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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. (03105).

Telephone: 603-623-8061.

Ownership: Richard Eaton, 100%. For other interests, see United Bcstg. in Group Ownership.

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; Andy McDermott Sales Ltd. (Canada); Eckels & Queen (Boston).

Represented (legal) by Cohn & Marks.

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.						
					\$120.00	\$84.00 \$60.00

NETWORK BASE HOURLY RATE: \$300.

For Translator Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Belnap	10,900	10,600	97
	Cheshire	16,100	15,300	95
	Hillsborough	69,400	67,700	98
	Merrimack	26,600	25,600	96
	Strafford	21,000	20,300	97
	VERMONT			
	Sullivan	10,200	9,600	94
Between 25-49%	VERMONT			
	Windham	11,000	10,100	92
	NEW HAMPSHIRE			
	Grafton	16,700	15,800	94
	VERMONT			
	Rockingham	38,200	37,300	98
Between 5-24%	VERMONT			
	Windsor	14,700	13,900	95
	MAINE			
	York	35,300	34,400	98
	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	Essex	207,200	202,900	98
	Franklin	20,000	18,900	94
	Middlesex	419,800	410,900	98
	Norfolk	183,800	180,600	98
Suffolk	245,200	234,800	96	
Worcester	198,800	193,800	97	
	NEW HAMPSHIRE			
	Carroll	6,500	6,300	97
	VERMONT			
Orange	5,400	5,100	95	
Rutland	16,400	15,700	95	
Station Totals		1,620,900	1,575,800	97
Net Weekly Circulation (1970-71)				312,700
Average Daily Circulation (1970-71)				109,800

New Hampshire—Manchester

WXPO-TV

Ch. 50

(Due to resume operation in Summer)

Technical Facilities: Channel No. 50
(686-692 MHz). Authorized power:
1135-kw visual, 113.5-kw aural.
Antenna: 615-ft. above av. ter-
rain, 500-ft. above ground, 895-
ft. above sea level.

Latitude 42° 49' 01"
Longitude 71° 16' 12"

Transmitter: Corner of Morrison &
Gov. Dinsmore Rds., Windham, N.H.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

ARB Data: Not available.



WXPO-TV Ref: FCC File No. BNPCT-7026 Granted 10/15/69

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

WXPO-TV

Grantee: Merrimack Valley Communications, P.O. Box 50, Windham, N.H. (03087).

Studios: Morrison & Gov. Dinsmore Rds., Windham, N.H.

Ownership: Neal Cortell, pres., 20%; Aaron Shinberg, 20%; Paul Kazarosian, 20%; others, none with more than 3%. Transfer of control to Vendelco Inc. (65%), is pending FCC approval.

Began Operation: Nov. 5, 1969. Left air March 13, 1970. Plans to resume operation June 1972.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by George R. Townsend.

Personnel:

NEAL P. CORTELL, president & general manager.
JOHN VOLATILE, vice president & sales manager.
PETER FASCIANO, chief engineer.

DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$750	\$600	\$450	\$400	\$350	\$150	\$75 \$60

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ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

New Jersey—Wildwood



WCMC-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 16.6-kw visual, 1.66-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 kHz.

FM Affiliate: WCMC-FM, 3.5-kw, 100.7 MHz (No. 264), 98-ft. antenna height.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WCMC-TV

Network Service: NBC.

Licensee: Jersey Cape Broadcasting Corp., 3010 New Jersey Ave.

Studio: 3010 New Jersey Ave. (08260).

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. (Philadelphia).

Represented (legal) by Harry J. Daly.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.

FRANK STROHM, sales manager.

ED McDONOUGH, program director.

CARLTON S. OWEN, operations manager.

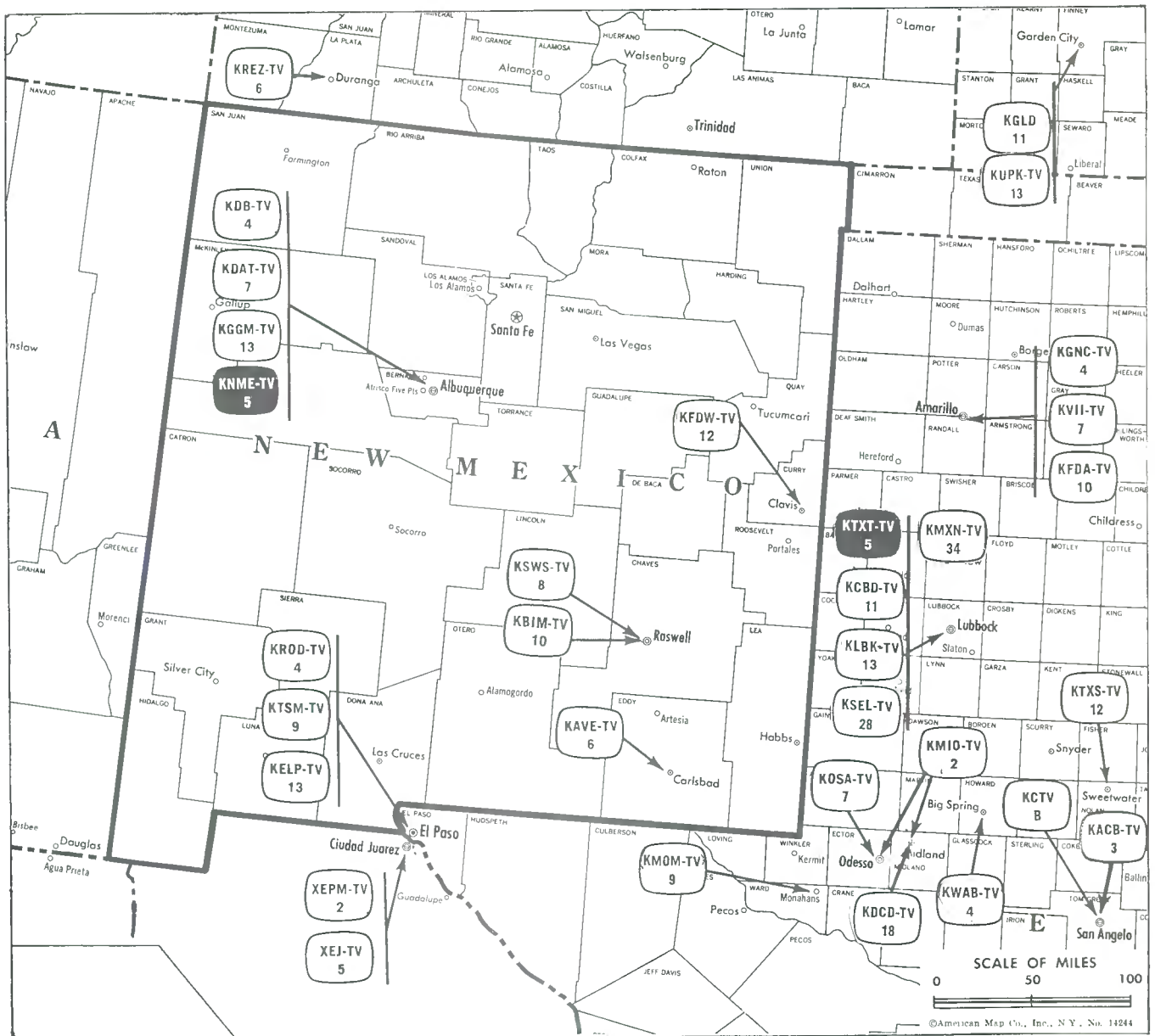
DIGEST OF RATE CARD NO. 1 (Oct. 1, 1964)

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 Households	%
Between 5-24%	NEW JERSEY Cape May	22,100	21,300	96
Station Totals		22,100	21,300	96
Net Weekly Circulation (1970-71)				4,100
Average Daily Circulation (1970-71)				1,600

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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Albuquerque	205,800	98	199,800	83
Roswell	56,800	191	29,000	192

New Mexico Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	7	0	7
Educational Television Stations	1	0	1
			8

For State Educational Technical Facilities, see page 521-b

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

New Mexico—Albuquerque



KGGM-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Studio: 14th & Coal SW. (87103).

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

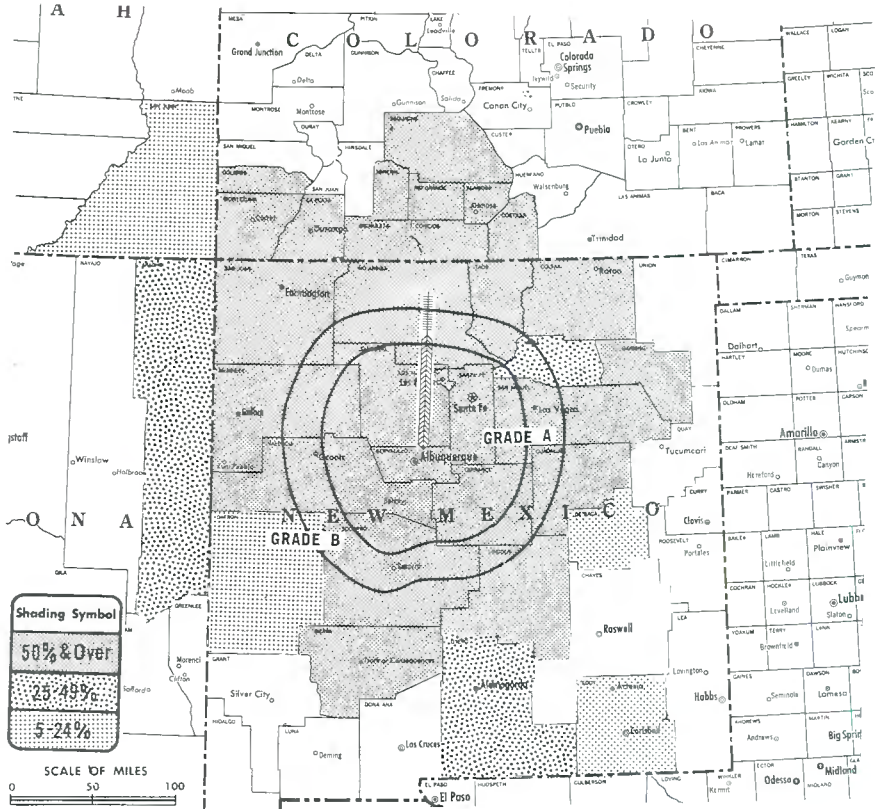
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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: Goldie Hebenstreit, executrix of the estate of A. R. Hebenstreit, 52%; Bruce Hebenstreit, pres.; Mrs. A. R. Hebenstreit, v.p.; N. M. Switzer, secy.; Lucretia Douglas, treas.; Margaret Liberman, executrix of the estate of Maurice Liberman, 5%; Harriscope Bcstg. Corp., 28%; 10 others, none with as much as 5%. Also owns KVSF, Santa Fe. For other Harriscope interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: Oct. 4, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

BRUCE HEBENSTREIT, president & general manager.

W. O. EDHOLM, vice president, sales & asst. general manager.

FRED WUENSCHER, chief engineer.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

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

Class AA—6:30-10 p.m., daily.

\$600.00 \$330.00 Graded rates apply*

*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Alamosa	3,400	3,100	91
	Archuleta	800	700	86
	Conejos	2,000	1,800	90
	Costilla	800	600	80

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO—(Continued)			
	Dolores	400	300	80
	La Plata	5,900	5,400	91
	Mineral	300	200	82
	Montezuma	4,000	3,700	91
	Rio Grande	3,000	2,700	89
	Saguache	1,200	1,100	88
	NEW MEXICO			
	Bernalillo	98,600	95,500	97
	Colfax	3,800	3,400	89
	Guadalupe	1,400	1,200	88
	Harding	400	300	83
	Lincoln	2,500	2,300	92
	Los Alamos	4,500	4,400	97
	Mc Kinley	10,100	8,700	86
	Rio Arriba	6,600	5,700	87
	Sandoval	4,300	3,800	89
	San Juan	13,700	12,200	89
	San Miguel	5,400	4,600	86
	Santa Fe	16,100	15,200	94
Sierra	3,100	2,700	88	
Socorro	2,700	2,600	95	
Taos	5,100	4,300	83	
Torrance	1,600	1,500	91	
Valencia	10,700	10,400	97	
Between 25-49%	ARIZONA			
	Apache	7,000	5,500	79
	NEW MEXICO			
Mora	1,300	1,000	77	
Otero	11,500	11,000	95	
Between 5-24%	NEW MEXICO			
	Catron	700	600	80
	De Baca	900	800	93
Eddy	12,600	12,100	96	
UTAH				
San Juan	2,200	1,900	85	
Station Totals		248,600	231,300	93
Net Weekly Circulation (1970-71)				183,800
Average Daily Circulation (1970-71)				129,800

New Mexico—Albuquerque



KOAT-TV



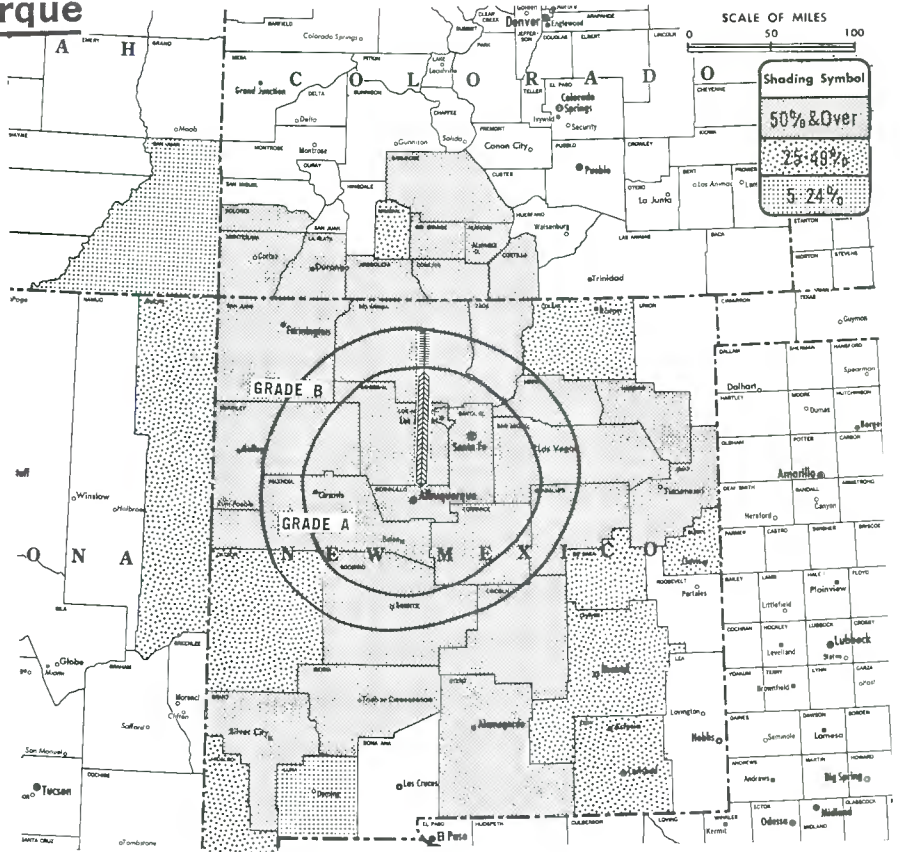
Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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: AP, UPI.
News Film Service: ABC.
Facsimile Service: UPI.
Represented (legal) by Marmet & Webster.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



KOAT-TV Ref: FCC File No. BNPCT-3777 Granted 5/3/56

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

KOAT-TV

Licensee: KOAT TV Inc., 1377 University Blvd., N.E. (87106).
Ownership: Pulitzer Publishing Co. For other interests, see KSD-TV, St. Louis.
Began Operation: Sept. 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (Television Digest, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved by FCC Jan. 23, 1963 (BALCT-196). Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by Blair Television.
Represented (engineering) by A.D. Ring & Associates.
Personnel:

MAX SKLOWER, general manager.
ELVIN SMITH, operations manager & film buyer.
JOE WILLIAMS, promotion manager.
RICHARD KNIPPING, news director.
JAMES SHARMAN, chief engineer
PETER STRASCINA, production manager.

DIGEST OF RATE CARD NO. 20—(Feb. 1, 1971)

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

Prime Time—5:59-10:30 p.m., daily.

\$420.00 \$252.00 \$168.00 Graded rates apply*

*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$509.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Alamosa	3,400	3,100	91
	Archuleta	800	700	86
	Conejos	2,000	1,800	90
	Costilla	800	600	80
	Dolores	400	300	80

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO—(Continued)				
		La Plata	5,900	5,400	91
		Montezuma	4,000	3,700	91
		Rio Grande	3,000	2,700	89
		Saguache	1,200	1,100	88
	NEW MEXICO	Bernalillo	98,600	95,500	97
		Grant	6,700	6,000	90
		Guadalupe	1,400	1,200	88
		Harding	400	300	83
		Lincoln	2,500	2,300	92
		Los Alamos	4,500	4,400	97
		Mc Kinley	10,100	8,700	86
		Mora	1,300	1,000	77
		Otero	11,500	11,000	95
		Quay	3,500	3,200	91
		Rio Arriba	6,600	5,700	87
		Sandoval	4,300	3,800	89
		San Juan	13,700	12,200	89
San Miguel		5,400	4,600	86	
Santa Fe	16,100	15,200	94		
Sierra	3,100	2,700	88		
Socorro	2,700	2,600	95		
Taos	5,100	4,300	83		
Torrance	1,600	1,500	91		
Valencia	10,700	10,400	97		
Between 25-49%	ARIZONA				
	Apache	7,000	5,500	79	
	COLORADO				
	Mineral	300	200	82	
NEW MEXICO					
Catron	700	600	80		
Chaves	13,400	12,900	96		
Colfax	3,800	3,400	89		
Curry	12,300	11,700	95		
(Continued on page 524-b)					
Station Totals		289,600	269,700	93	
Net Weekly Circulation (1970-71)			205,800		
Average Daily Circulation (1970-71)			134,700		

New Mexico—Albuquerque



KOB-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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, 770 kHz (NBC).

FM Affiliate: KOB-FM, 8.2-kw, 93.3 MHz (No. 227), 4150-ft. antenna height.

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

News Wire Service: AP, UPI.

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

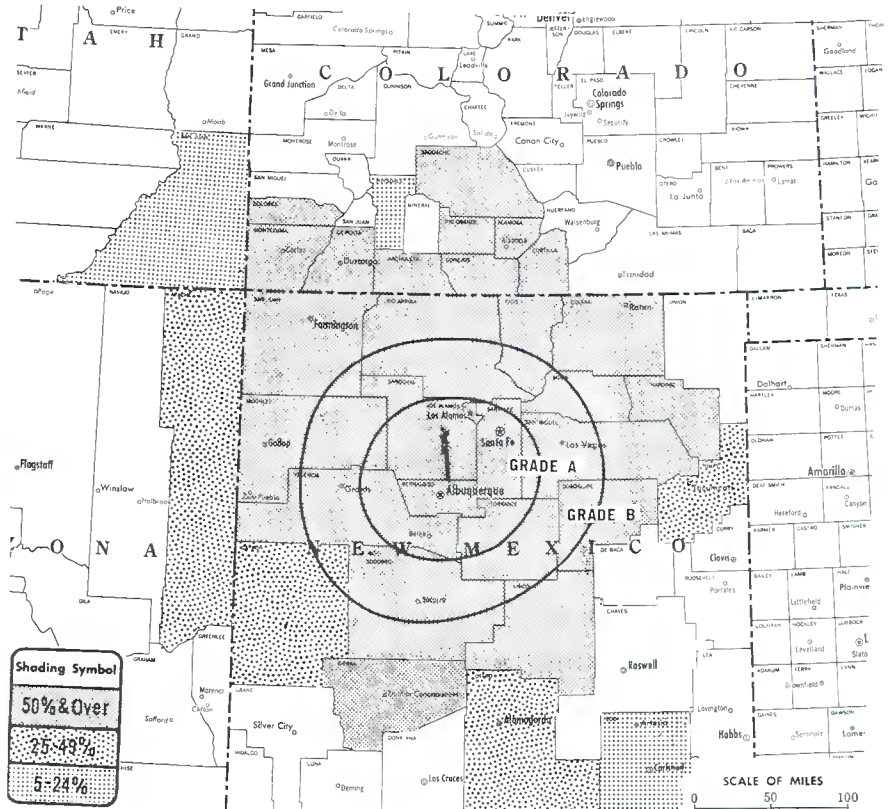
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOB-TV Ref: FCC File No. BPCT-1693 Granted 8/2/63

©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.; Andy McDermott Sales Ltd. (Canada).

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

Personnel:

- STANLEY E. HUBBARD, chairman of the board.
- STANLEY S. HUBBARD, president.
- JERRY DANZIGER, general manager.
- DAVE HERMAN, sales manager.
- DAVE WILKINS, production manager.
- RAY DAVENPORT, promotion manager.
- F. A. BIBEAU, chief engineer.

DIGEST OF RATE CARD NO. 6—(Feb. 15, 1972)

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

Class A—6:30-10 p.m., daily.

\$600.00 \$360.00 \$240.00 \$180.00 Graded rates apply*

*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Household	TV Households	%
50% & Over	COLORADO			
	Alamosa	3,400	3,100	91
	Archuleta	800	700	86
	Conejos	2,000	1,800	90
	Costilla	800	600	80
	Dolores	400	300	80

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO—(Continued)			
	La Plata	5,900	5,400	91
	Montezuma	4,000	3,700	91
	Rio Grande	3,000	2,700	89
	Saguache	1,200	1,100	88
	NEW MEXICO			
	Bernalillo	98,600	95,500	97
	Colfax	3,800	3,400	89
	Guadalupe	1,400	1,200	88
	Harding	400	300	83
	Lincoln	2,500	2,300	92
	Los Alamos	4,500	4,400	97
	Mc Kinley	10,100	8,700	86
	Mora	1,300	1,000	77
	Rio Arriba	6,600	5,700	87
	Sandoval	4,300	3,800	89
	San Juan	13,700	12,200	89
	San Miguel	5,400	4,600	86
	Santa Fe	16,100	15,200	94
	Sierra	3,100	2,700	88
	Socorro	2,700	2,600	95
Taos	5,100	4,300	83	
Torrance	1,600	1,500	91	
Va'lencia	10,700	10,400	97	
Between 25-49%	ARIZONA			
	Apache	7,000	5,500	79
	NEW MEXICO			
	Catron	700	600	80
Otero	11,500	11,000	95	
Quay	3,500	3,200	91	
Between 5-24%	COLORADO			
	Hinsdale	100	100	98
	NEW MEXICO			
	Eddy	12,600	12,100	96
UTAH				
San Juan	2,200	1,900	85	
Station Totals		251,000	233,600	93
Net Weekly Circulation (1970-71)				189,200
Average Daily Circulation (1970-71)				128,500

New Mexico—Carlsbad



KAVE-TV

Ch. 6

[Satellite of KELP-TV, El Paso, Tex.]

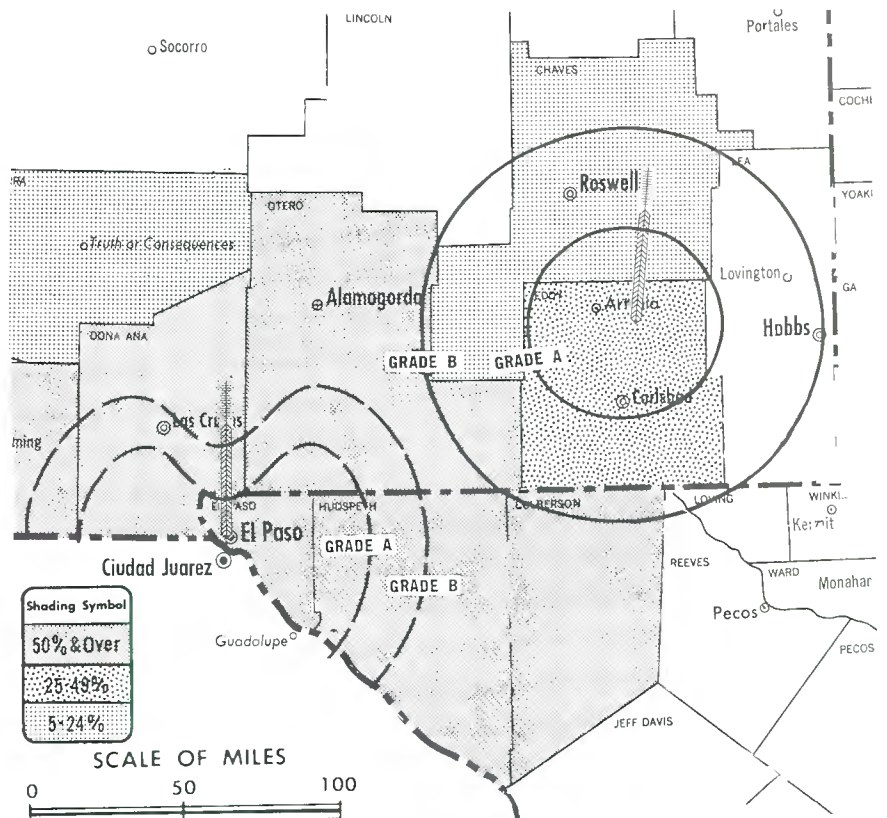
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 26.3-kw visual, 5.3-kw aural. Antenna: 1198-ft. above av. terrain, 1043-ft. above ground, 4754-ft. above sea level.

Latitude 32° 47' 39"
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rt. 83.

Color: Network.

ARB Data: Included with KELP-TV, El Paso, Tex.



County coverage based on ARB study (see page 1-b).

KAVE-TV Ref: FCC File No. BMPCT-7038 Granted 12/17/69

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

KAVE-TV

Network Service: ABC.

Licensee: John B. Walton Jr., Box 12277, El Paso, Tex. (79912).

Ownership: See KELP-TV, El Paso, 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 The Meeker Co. Inc.; Busby, Finch & Woods (Dallas & Atlanta); Bob Hix Co. (Denver).

Represented (legal) by Cohn & Marks.

Personnel:

JOHN B. WALTON JR., owner.
JERRY WRIGHT, general manager.
RUBIN MASTERS, chief engineer.

Rates: On request. In combination with KELP-TV, El Paso.

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 (87102).

Technical Facilities: Channel No. 5 (76-82 MHz). 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.]

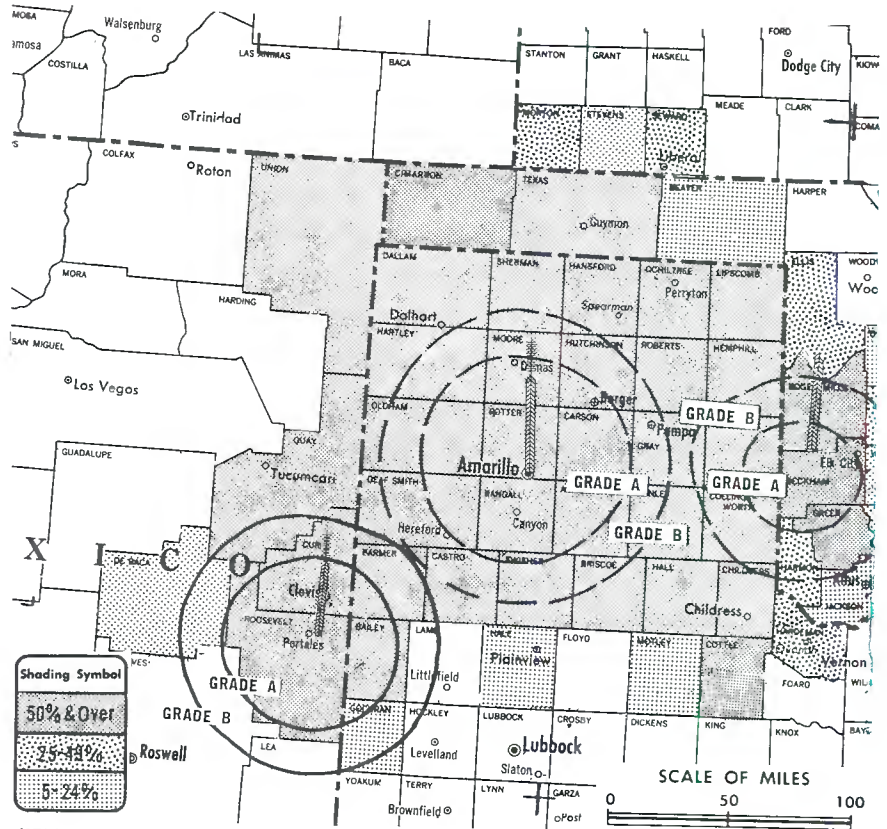
Technical Facilities: Channel No. 12
(204-210 MHz). Authorized power:
178-kw visual, 35.5-kw aural.
Antenna: 670-ft. above av. terrain,
719-ft. above ground, 4749-ft.
above sea level.

Latitude 34° 11' 34"
Longitude 103° 16' 44"

Transmitter: 3.4-mi. ENE of center
of Portales, .55-mi. NE of State
Rt. 88, near Portales, N.M.

Color: Network.

Telephone: 505-276-8444.



County coverage based on ARB study (see
page 4-b).

KFDW-TV Ref: FCC File No. 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).

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 & Bankson.

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

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.

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

New Mexico—Roswell

KBIM-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

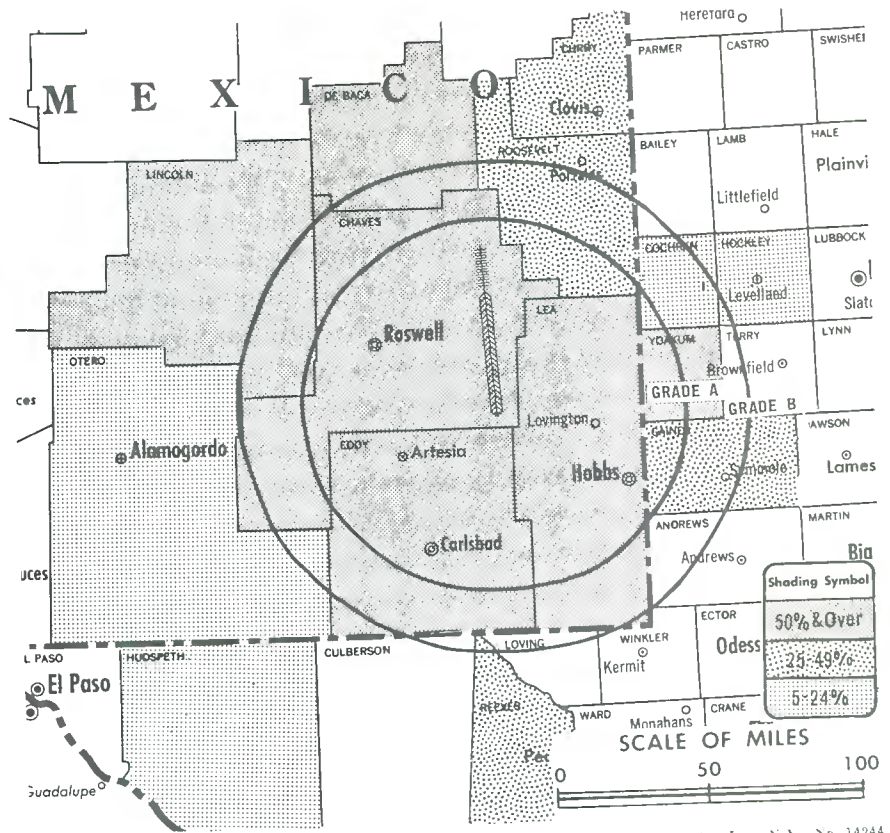
Latitude 33° 03' 20"
Longitude 103° 49' 12"

Transmitter: 2 1/2-mi. E of Hagerman, N.M.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KBIM-TV Ref: FCC File No. BMPCT-6098 Granted 7/14/65

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

KBIM-TV

Licensee: Holsum Inc., Box 910, Roswell, N.M. (88201).

Studio: 308 North Main.

Telephone: 505-622-2120. TWX No.: 910-986-0072.

Ownership: Gene Reischman, 47.72%; J. Kenneth Smith, 26.42%; W. C. Taylor, 14.48%; Betty Taylor King, 5.89%; Homer F. Glover & J. Raymond Harris, 2.42%, each; John Hugh King, 0.65%. All also have interest in radio KBIM & FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

W. C. TAYLOR, executive vice president.
JOE CARRIERE, vice president & sales manager.
J. H. KING, v.p., operations & programming manager.
FRANK TRACY, manager, news dept.
E. C. RADER, chief engineer.

DIGEST OF RATE CARD NO. 4A
(Feb. 1, 1971)

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

Class AA—5:30-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$45.00* 35.00* \$23.00*

*Class AA—5:30-9 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO				
		Chaves	13,400	12,900	96
		De Baca	900	800	93
		Eddy	12,600	12,100	96
		Lea North	4,200	4,000	95
		Lea South	11,600	11,000	95
		Lincoln	2,500	2,300	92
Between 25-49%	TEXAS				
		Yoakum	2,300	2,200	97
	NEW MEXICO				
		Curry	12,300	11,700	95
	Roosevelt	5,600	5,300	94	
Between 5-24%	TEXAS				
		Gaines	3,200	3,100	96
		Reeves	4,600	4,300	93
	NEW MEXICO				
		Otero	11,500	11,000	95
Between 5-24%	TEXAS				
		Cochran	1,400	1,300	95
		Hockley	5,900	5,800	98
	Hudspeth	700	600	86	
Station Totals			92,700	88,400	95
Net Weekly Circulation (1970-71)					56,800
Average Daily Circulation (1970-71)					40,600

New Mexico—Roswell



KSWs-TV

Ch. 8

[Satellite of KCBD-TV, Lubbock, Tex.]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

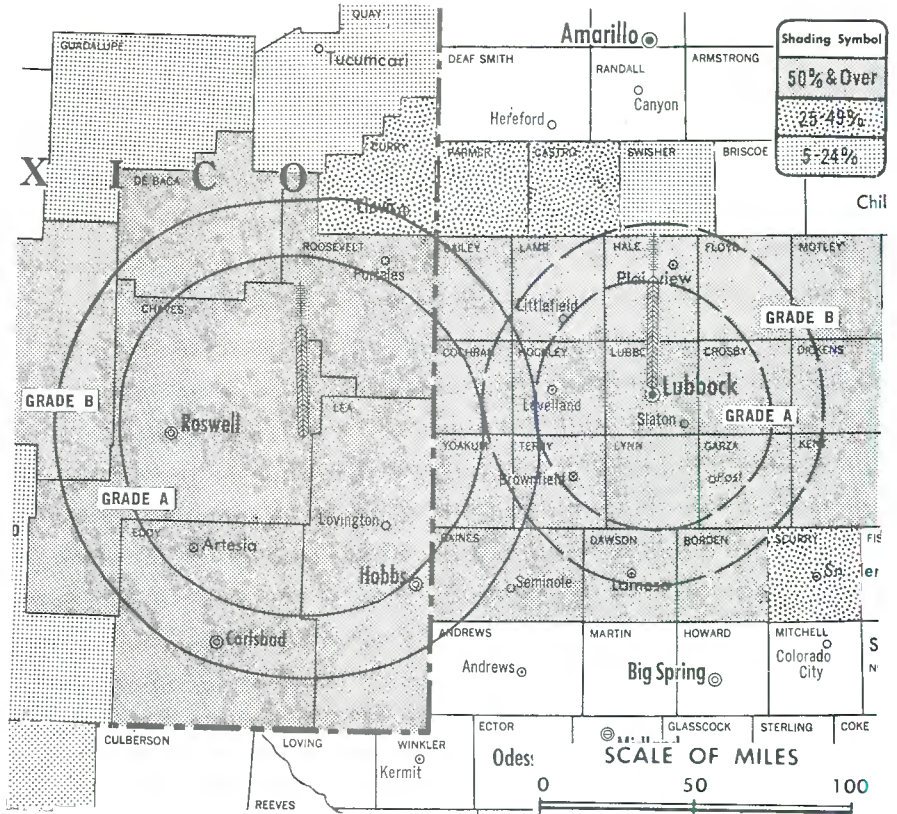
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

ARB Data: Included with KCBD-TV, Lubbock. Map reflects coverage of both.



County coverage based on ARB study (see page 1-b).

KSWs-TV-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63

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KSWs-TV

Network Service: NBC.

Licensee: State Telecasting Co. Inc., Columbia, S.C.

Studio: 5600 Ave. A, Lubbock, Tex.

Telephone: 806-744-1414. TWX No.: 806-747-3893.

Ownership: See WCBD-TV, Charleston, S.C.

Began Operation: June 24, 1953. Sale to present owner by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

Personnel: See KCBD-TV, Lubbock.

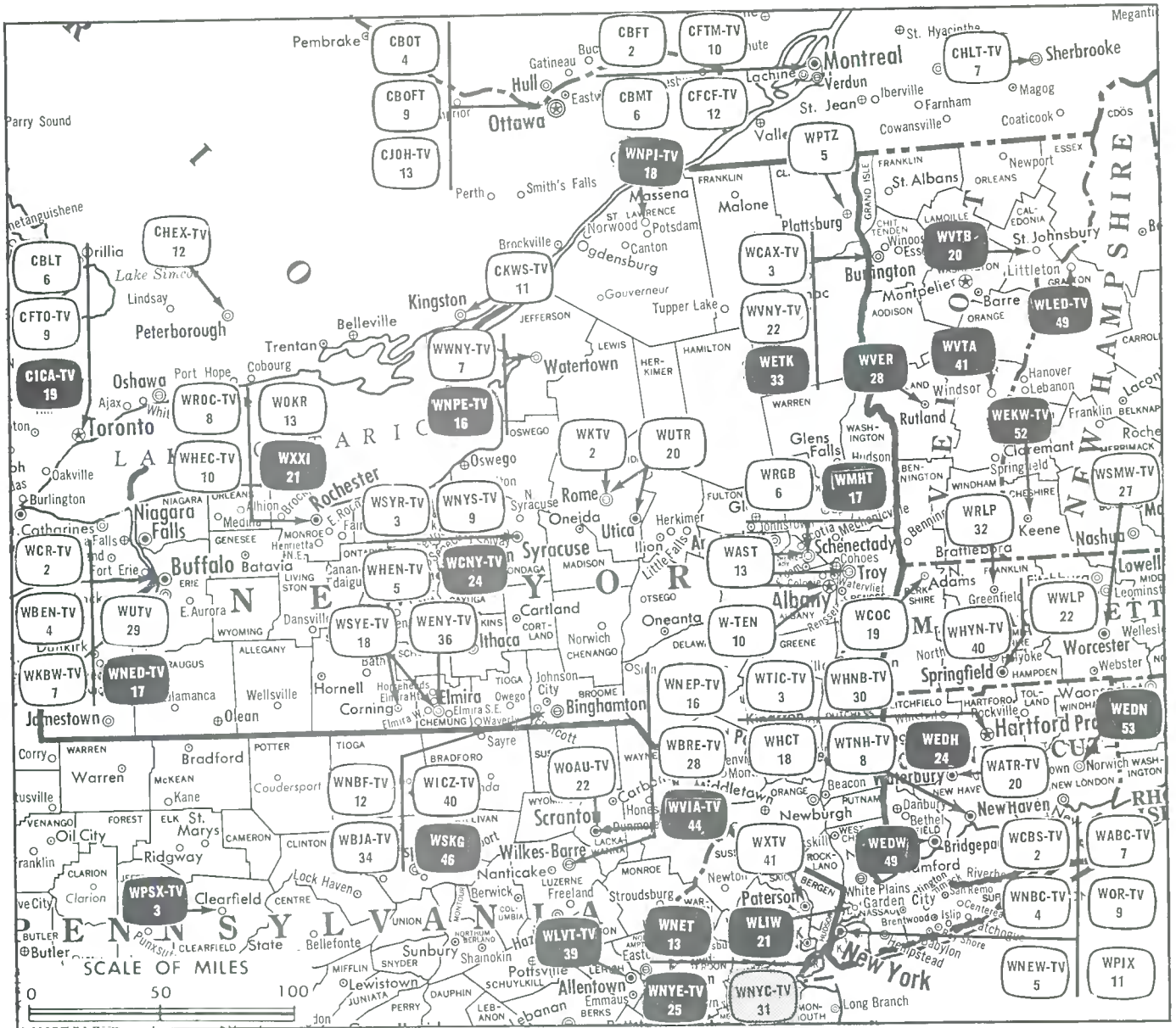
Rates: See KCBD-TV, Lubbock.

NETWORK BASE HOURLY RATE: \$325.

KOAT-TV, Albuquerque

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO—(Continued)			
	De Baca	900	800	93
	Eddy	12,600	12,100	96
	Hidalgo	1,500	1,300	88
Between 5-24%	NEW MEXICO			
	Luna	3,600	3,300	93
	UTAH			
	San Juan	2,200	1,900	85



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
New York City	5,679,700	1	5,947,700	1
Buffalo	572,300	27	571,000	24
Albany-Schenectady-Troy	456,900	43	383,500	44
Syracuse	445,700	45	337,600	52
Rochester	317,200	64	284,700	62
Binghamton	217,100	94	121,900	125
Burlington-Plattsburgh	165,800	116	154,100	96
Utica	138,900	134	91,400	143
Watertown-Carthage	68,300	179	63,700	157
Elmira	65,100	183	41,100	179

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

State Educational Technical Facilities

(Complete Data in Educational Directory)

WSKG

Binghamton

Ch. 46

Non-Commercial Educational Station

Licensee: Southern Tier ETV Assn., Woodrow Wilson School, Binghamton.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 603-kw max. & 500-kw horizontal visual, 121-kw max. & 100-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 924-ft. above ground, 2545-ft. above sea level.

Latitude	42°	03'	22"
Longitude	75°	56'	39"

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 MHz). Authorized power: 1160-kw max. & 910-kw horizontal visual, 116-kw max. & 91-kw horizontal aural. Antenna: 720-ft. above av. terrain, 738-ft. above ground, 1345-ft. above sea level.

Latitude	42°	57'	14"
Longitude	78°	52'	37"

WLIW

Garden City

Ch. 21

Non-Commercial Educational Station

Licensee: Long Island ETV Council Inc., Ellington Ave. W., Garden City, N.Y. (11530).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 724-kw max. & 692-kw horizontal visual, 135-kw max. & 129-kw horizontal aural. Antenna: 380-ft. above av. terrain, 409-ft. above ground, 495-ft. above sea level.

Latitude	40°	43'	55.0"
Longitude	73°	36'	12.4"

WNET

Nek 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 MHz). Authorized power: 176-kw visual, 5.37-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

Licensee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Technical Facilities: Channel No. 25 (536-542 MHz). 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"

WNPI-TV

Norwood

Ch. 18

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 667-kw max. & 556-kw horizontal visual, 100-kw max. & 83.4-kw horizontal aural. Antenna: 794-ft. above av. terrain, 754-ft. above ground, 1989-ft. above sea level.

Latitude	44°	29'	30"
Longitude	74°	51'	29"

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 MHz). 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-Albany-Troy

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Box 17, Schenectady, N.Y. (12301).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 214-kw max. & 191-kw horizontal visual, 42.7-kw max. and 38-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 MHz). 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"

WNPE-TV

Watertown

Ch. 16

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 618-kw max. & 525-kw horizontal visual, 123.6-kw max. & 105-kw horizontal aural. Antenna: 1214-ft. above av. terrain, 939-ft. above ground, 2509-ft. above sea level.

Latitude 43° 51' 44"
Longitude 75° 43' 40"

New York Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	22	8	30
<input type="checkbox"/> Educational Television Stations	1	9	10
<input type="checkbox"/> Non-commercial TV Stations	0	1	1
			41

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: 212-566-2118.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 890-kw visual, 89-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"

Requests CP for change to 5000-kw visual, 500-kw aural, 1560-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat 40° 42' 43", long. 74° 00' 49", transmitter to 1 World Trade Center. BPCT-4428.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WNYC (830 kHz). FM Affiliate: WNYC-FM (93.9 MHz).

Ownership: City of New York Municipal Bcstg. System.

Began Operation: November 1, 1962.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Lohnes & Culver.

Personnel:

SHELDON HOFFMAN, acting director.
BERNARD BUCK, TV program manager.
MORRIS K. KUNINS, chief engineer.

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

WWNY-TV

Carthage

(See Watertown, N.Y.)

WCAX-TV & WVNY-TV

Plattsburgh

(See Burlington, Vt.)

WAST, WRGB & WTEN

Schenectady

(See Albany, N.Y.)

WAST & WRGB

Troy

(See Albany, N.Y.)

WUTR

Rome

(See Utica, N.Y.)

WRGB, Albany-Schenectady-Troy

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW YORK—(Continued)			
	Essex	10,800	10,400	96
	Herkimer	21,700	20,900	96
	VERMONT			
	Chittenden	29,200	28,300	97
	Orange	5,400	5,100	95
	Windham	11,000	10,100	92
	Windsor	14,700	13,900	95

WTEN, Albany

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW YORK—(Continued)			
	Otsego	17,200	16,200	94
	Putnam	17,300	16,700	97
	VERMONT			
	Addison	6,900	6,600	95
	Windham	11,000	10,100	92

New York—Albany-Troy-Schenectady



WAST

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.



Total Households: (M) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WAST Ref: FCC File No. BPT-3099 Granted 2/13/63

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WAST

Licensee: Sonderling 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: Sonderling Bcstg. Corp. For other interests, see WLKY-TV, Louisville, Ky.

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. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969.

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

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

Represented (engineering) by Kear & Kennedy.

Personnel:

EUGENE H. BOHI, vice president & general manager.
R. BURNS TAYLOR, station manager.
MICHAEL J. CORKEN, general sales manager.
ELWOOD (WOODY) HAMILTON, promotion & program manager.
ROBERT S. HENRY, chief engineer.
ROY STARKS, news director.

DIGEST OF RATE CARD 13B—(April 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$250.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$982.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	NEW YORK			
	Albany	94,700	91,300	96
	Columbia	16,800	16,100	96
	Fulton	18,000	17,300	96
	Greene	11,100	10,700	96
	Montgomery	19,300	18,500	96
	Rensselaer	47,500	45,600	96
	Saratoga	37,700	36,700	97
	Schenectady	55,000	53,400	97
	Schoharie	7,300	6,900	95
	Warren	15,700	15,000	95
Washington	15,600	15,000	96	
Between 25-49%	VERMONT			
	Bennington	9,700	9,300	95
Between 5-24%	VERMONT			
	Rutland	16,400	15,700	95
	NEW YORK			
	Delaware	14,300	13,300	93
	Essex	10,800	10,400	96
	Hamilton	1,600	1,500	94
	Herkimer	21,700	20,900	96
	Otsego	17,200	16,200	94
	Ulster	45,300	42,700	94
	VERMONT			
Addison	6,900	6,600	95	
Chittenden	29,200	28,300	97	
Station Totals		559,500	537,600	96
Net Weekly Circulation (1970-71)			347,400	
Average Daily Circulation (1970-71)			202,800	

New York—Albany-Schenectady-Troy



WRGB

Ch. 6



Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"
Longitude 73° 59' 45"

Transmitter: New Scotland, N.Y.

TV tape: Recording facilities.

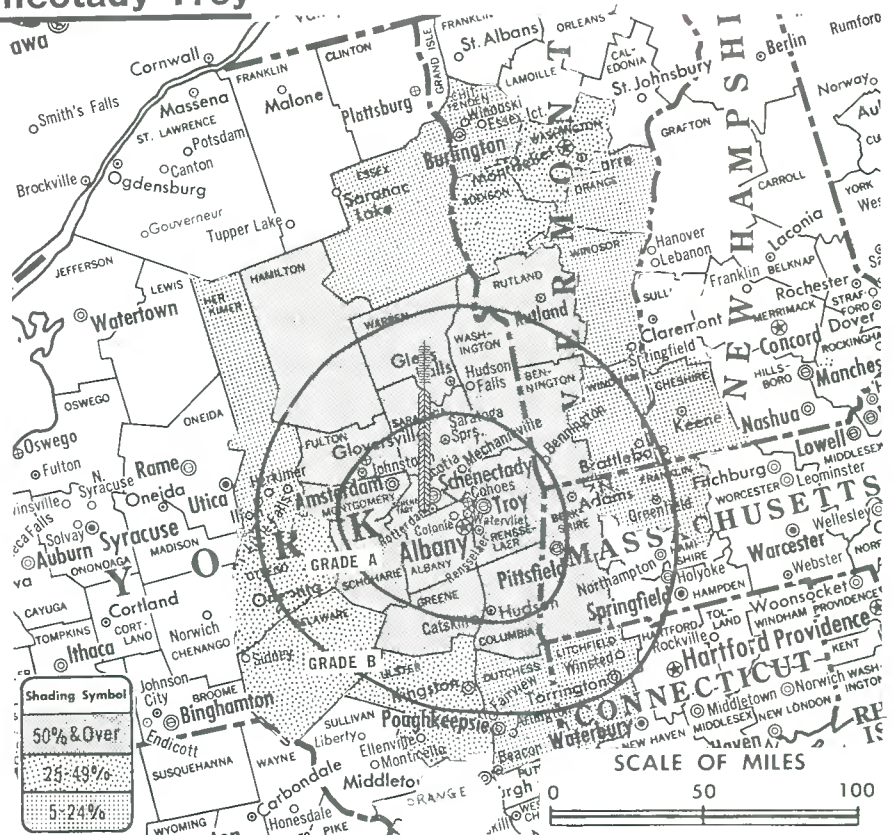
AM Affiliate: WGY, 50-kw, 810 kHz (N8C).

FM Affiliate: WGFM, 10-kw, 99.5 MHz (No. 258), 805-ft. antenna height.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.



Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WRGB Ref: FCC File No. BPCT-1047 Granted 9/16/62

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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: Donald D. Scarff, chairman; Reid L. Shaw, pres. & 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, WSIX & FM and KOA-TV, KOA & FM, Denver, Colo.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- GEORGE F. SPRING, v.p. & general manager.
- REED R. GORDON, general sales manager.
- ARTHUR R. GARLAND, manager, programs.
- CHARLES S. KING, manager, operations.
- CHARLES VERELL, national sales manager.
- DONALD J. DECKER, manager, news.
- GORDON PEIL, manager, promotion & publicity.

DIGEST OF RATE CARD NO. 33 (Jan. 18, 1971)

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: \$500.

NETWORK BASE HOURLY RATE: \$1625.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		MASSACHUSETTS			
		Berkshire	47,700	46,200	97
		NEW YORK			
		Albany	94,700	91,300	96
		Columbia	16,800	16,100	96
		Fulton	18,000	17,300	96
		Greene	11,100	10,700	96
		Hamilton	1,600	1,500	94
		Montgomery	19,300	18,500	96
		Rensselaer	47,500	45,600	96
		Saratoga	37,700	36,700	97
		Schenectady	55,000	53,400	97
		Schoharie	7,300	6,900	95
	Warren	15,700	15,000	95	
	Washington	15,600	15,000	96	
	VERMONT				
	Bennington	9,700	9,300	95	
	Rutland	16,400	15,700	95	
Between 25-49%		NEW YORK			
		Delaware	14,300	13,300	93
		Otsego	17,200	16,200	94
	Ulster	45,300	42,700	94	
	VERMONT				
	Addison	6,900	6,600	95	
	Washington	14,800	14,300	97	
Between 5-24%		CONNECTICUT			
		Litchfield	47,700	46,100	97
		MASSACHUSETTS			
		Franklin	20,000	18,900	94
		NEW HAMPSHIRE			
	Cheshire	16,100	15,300	95	
	NEW YORK				
	Dutchess	63,800	61,100	96	
(Continued on page 527-b)					
Station Totals			753,000	722,400	96
Net Weekly Circulation (1970-71)				430,300	
Average Daily Circulation (1970-71)				315,100	

New York—Albany



W-TEN

Ch. 10



[Also operates satellite WCDC, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Helderberg Mt., New Scotland.

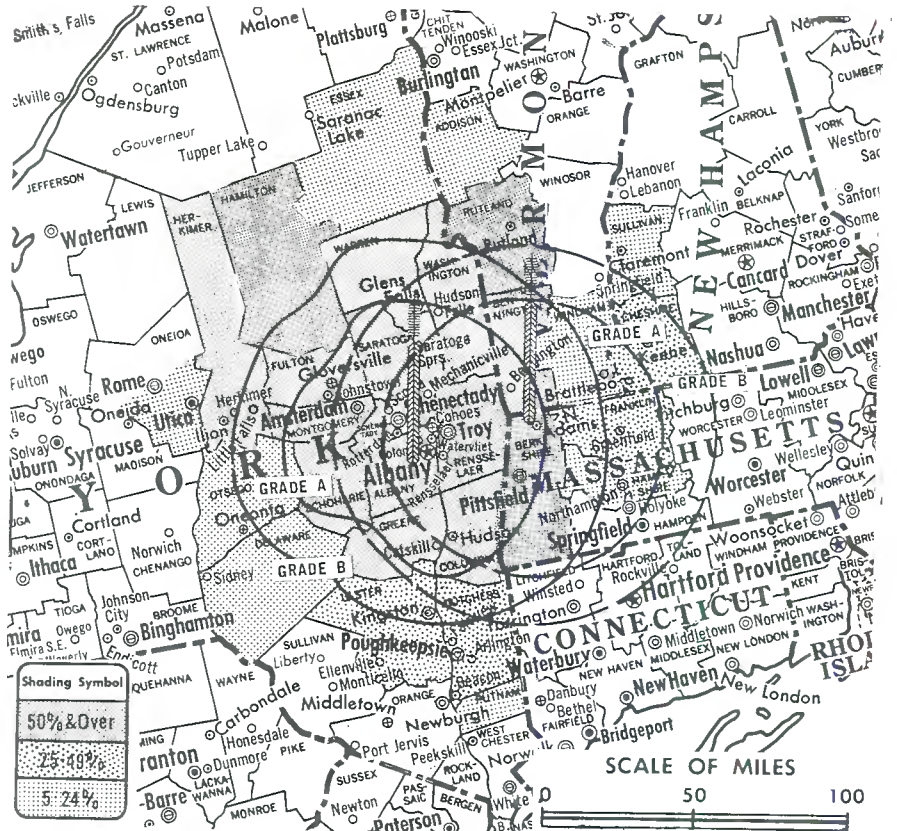
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

ARB Data: Includes Satellite, WCDC, Adams, Mass.



W-TEN Ref: FCC File No. BMPCT-5887-Granted 6/14/63.
WCDC Ref: FCC File No. BMPCT-5087-Granted 9/10/58

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Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

W-TEN

Grantee (STA): Albany TV Inc., Box 10, Albany (12201).

Studio: 341 Northern Blvd., Albany (12204).

Telephone: 518-436-4822.

TWX No.: 710-441-8203.

Ownership: Poole Broadcasting. For other interests, see WJRT-TV, Flint, Mich.

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 WCDC call letters Dec. 1, 1957 (Vol. 13:49). Sale to present owners by Capital Cities Bcstg. approved by FCC Feb. 24, 1971 (Vols. 10:17; 11:9).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

FRANCIS P. SHANNON, vice president & general manager.
CHARLES A. McFADDEN, general sales manager.
VINCENT T. DE LUCA, sales manager.
GENE COLLINS, program manager.
J. ROBERT BRENNAN, business manager.
LEONARD LAVENDOL, chief engineer, transmitters.
THOMAS BRADSHAW, chief engineer, studios.

DIGEST OF RATE CARD NO. 70C—(Sept. 7, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID
Class A—6:30-11:30 p.m., daily.						
\$1350	\$750	\$450	\$450*	\$400*	\$300*	\$200*

*Class A—6:30-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun. Rates include WCDC, Adams, Mass.

NETWORK BASE HOURLY RATE: \$1075.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS				
		Berkshire	47,700	46,200	97
	NEW YORK				
		Albany	94,700	91,300	96
		Columbia	16,800	16,100	96
		Fulton	18,000	17,300	96
		Greene	11,100	10,700	96
		Hamilton	1,600	1,500	94
		Herkimer	21,700	20,900	96
		Montgomery	19,300	18,500	96
		Rensselaer	47,500	45,600	96
		Saratoga	37,700	36,700	97
		Schenectady	55,000	53,400	97
	Schoharie	7,300	6,900	95	
	Warren	15,700	15,000	95	
	Washington	15,600	15,000	96	
Between 25-49%	VERMONT				
		Bennington	9,700	9,300	95
		Rutland	16,400	15,700	95
Between 5-24%	MASSACHUSETTS				
		Franklin	20,000	18,900	94
	NEW HAMPSHIRE				
		Cheshire	16,100	15,300	95
	NEW YORK				
	Dutchess	63,800	61,100	96	
	Ulster	45,300	42,700	94	
Between 5-24%	MASSACHUSETTS				
		Hampshire	35,200	33,800	96
	NEW HAMPSHIRE				
		Sullivan	10,200	9,600	94
NEW YORK					
	Delaware	14,300	13,300	93	
	Essex	10,800	10,400	96	
	Oneida East	56,000	54,300	97	

(Continued on page 527-b)

Station Totals	759,900	729,100	96
Net Weekly Circulation (1970-71)		456,900	
Average Daily Circulation (1970-71)		318,200	

New York—Binghamton



WBJA-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). 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"

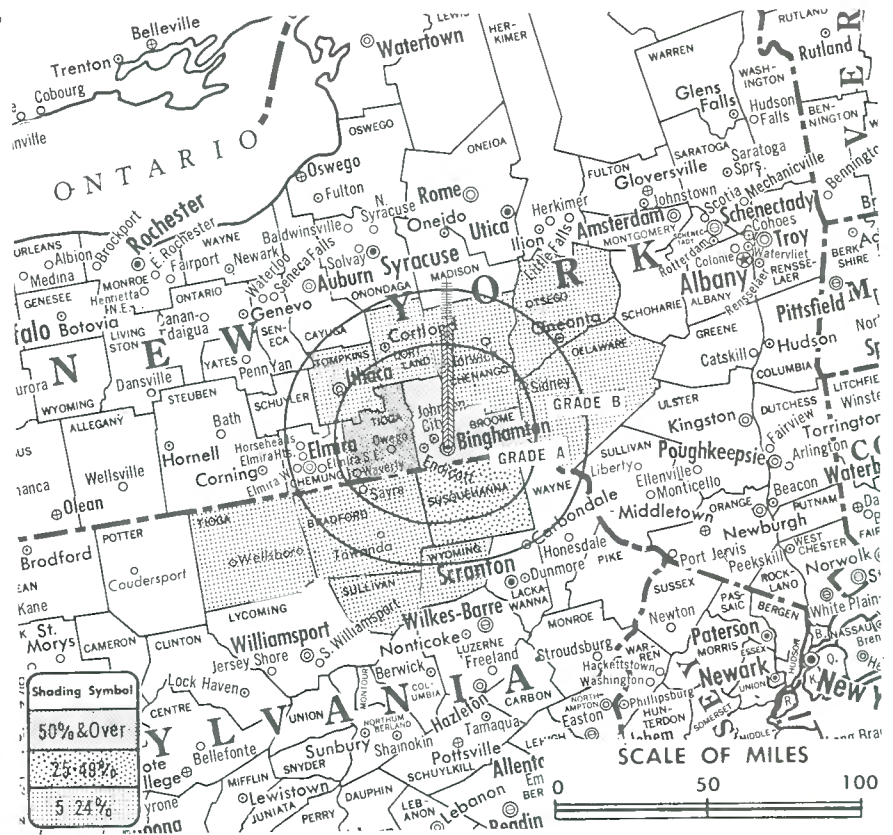
Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

Color: Network & tape.

News Wire Service: AP.

Telephone: 607-798-7111.

Represented (sales) by the Devney Organization Inc.



Total Households: ① MMI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WBJA-TV Ref: FCC File No. Doc. 14274—Effective 1/22/82

©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).

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%.

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 (engineering) by Paul Godley & Associates.

Personnel:

RALPH FABRIZIO, vice president & general manager.
GEORGE RYOOS, general sales manager.

DIGEST OF RATE CARD NO. 7—(July 23, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$375.00 \$275.00 \$210.00 \$85.00 \$70.00 \$45.00 \$40.00 \$35.00
NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	69,500	67,400	97
	Tioga	13,300	12,800	96
Between 25-49%	PENNSYLVANIA			
	Susquehanna	10,400	10,000	96
Between 5-24%	NEW YORK			
	Chenango	14,000	13,400	96
	Cortland	14,000	13,500	96
	Delaware	14,300	13,300	93
	Otsego	17,200	16,200	94
	Tompkins	23,500	21,200	90
	PENNSYLVANIA			
Bradford	17,500	16,700	95	
Sullivan	1,800	1,700	94	
Tioga	11,800	11,000	93	
Wyoming	6,400	6,100	95	
Station Totals		213,700	203,300	95
Net Weekly Circulation (1970-71)			85,700	
Average Daily Circulation (1970-71)			41,800	

New York—Binghamton



WICZ-TV



Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 565-kw max. & 501-kw horizontal visual, 56.5-kw max. & 50.1-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"
Longitude 75° 56' 39"

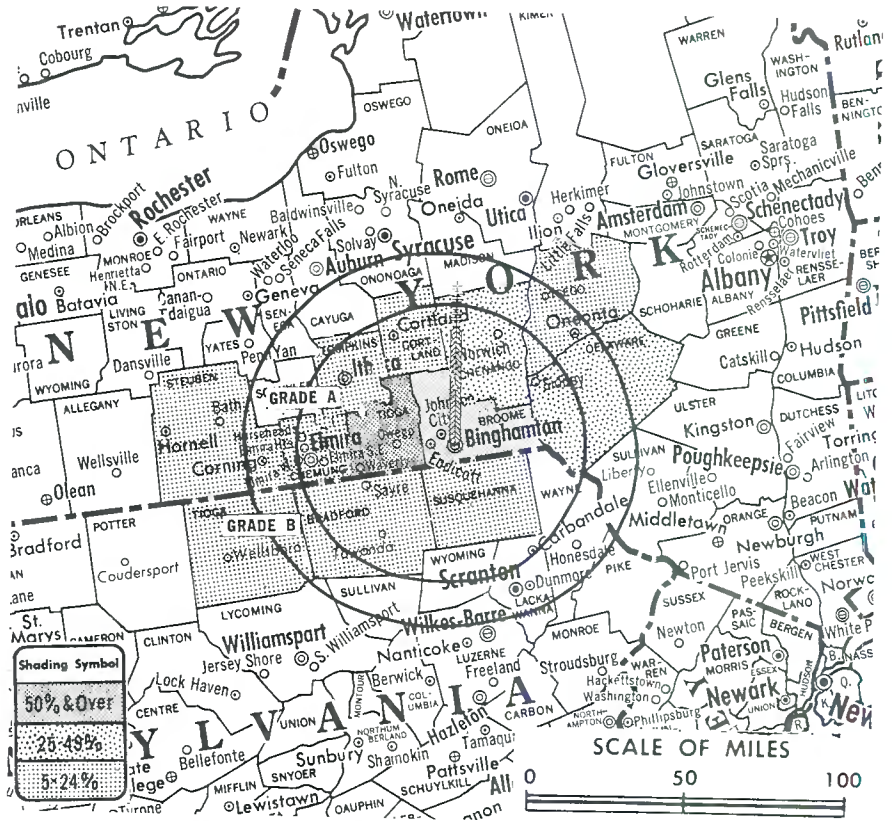
Transmitter: Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

Color: Network, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



WICZ-TV Ref: FCC File No. BPCT-4379 Granted 2/22/71

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

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WICZ-TV

Licensee: Stainless Inc., 70 Henry St. (13901).

Studio: 70 Henry St.

Telephone: 607-723-8251. TWX No.: 607-772-0240.

Ownership: Stainless Inc. Henry J. Guzewicz, pres.

Began Operation: Nov. 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (Television Digest, Vol. 10:31).

Represented (sales) by H-R Television.

Personnel:

EDWARD M. SCALA, vice president & general manager.
RODERIC REEDER, local sales manager.
ROBERT DUNN, production director.
GINO RICCIARDELLI, technical director.

DIGEST OF RATE CARD NO. 5—(Sept. 12, 1971)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.				
\$700.00	\$420.00			Graded rates apply*

*Highest rate: \$136.

NETWORK BASE HOURLY RATE: \$260.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	69,500	67,400	97
	Tioga	13,300	12,800	96
Between 25-49%	NEW YORK			
	Chenango	14,000	13,400	96
	Delaware	14,300	13,300	93
Between 5-24%	NEW YORK			
	Chemung	31,500	30,100	95
	Cortland	14,000	13,500	96
	Otsego	17,200	16,200	94
	Steuben	30,700	29,200	95
Tompkins	23,500	21,200	90	
	PENNSYLVANIA			
	Bradford	17,500	16,700	95
	Susquehanna	10,400	10,000	96
	Tioga	11,800	11,000	93
Station Totals		267,700	254,800	95
Net Weekly Circulation (1970-71)				96,900
Average Daily Circulation (1970-71)				52,500

New York—Binghamton



WNBF-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

AM Affiliate: WNBF, 5-kw, 1290 kHz.

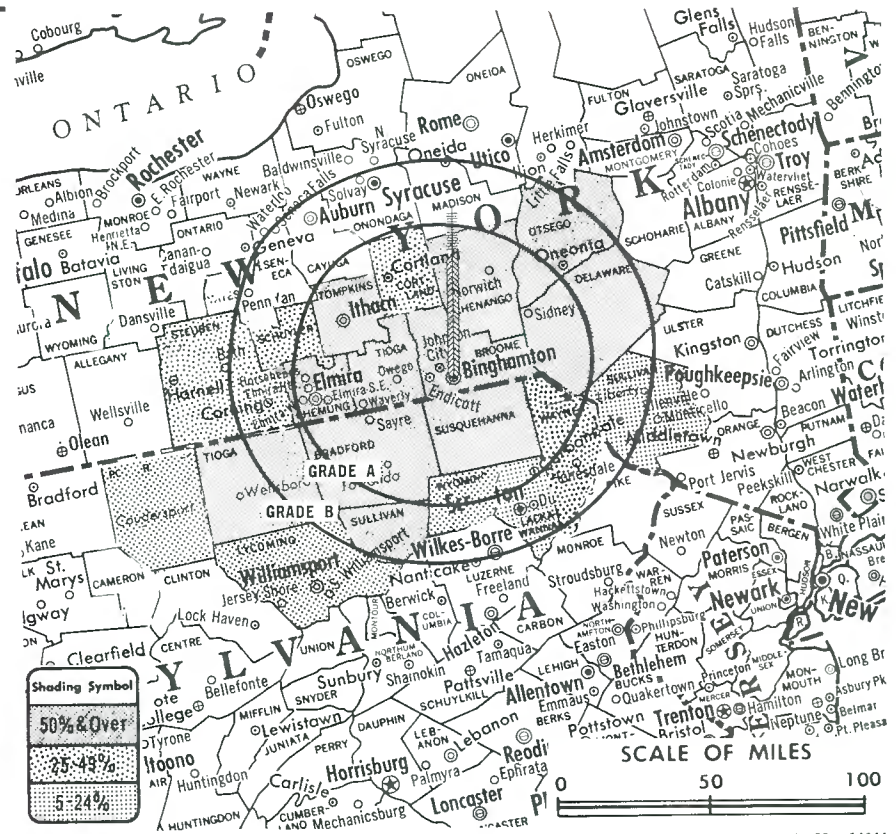
FM Affiliate: WNBF-FM, 10-kw, 98.1 MHz (No. 251), 950-ft.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WNBF-TV Ref: FCC File No. BMPCT-3731 Granted 2/24/56

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

WNBF-TV

Network Service: CBS.

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.: 510-252-1991.

Ownership: Triangle Publications, Inc., see Group Ownership of TV Stations. Note: Sale pends (Television Digest, Vol. 11:50).

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, general sales manager.
- ROBERT W. HARKNESS, local sales manager.
- CAROL WORMAN, promotion director.
- JOHN TURNER, merchandising director.
- E. W. FARNETI, business manager.
- LAMAR COX, chief engineer.
- DONALD F. SNYDER, program director.
- BERNARD J. FIONTE, news director.

DIGEST OF RATE CARD NO. 2-71—(Aug. 16, 1971)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AAA—7:30-11 p.m., daily.				
\$1500.00	\$900.00	\$300.00	\$250.00	\$140.00

NETWORK BASE HOURLY RATE: \$1100 (CBS).

	Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW YORK					
		Broome	69,500	67,400	97	
		Chemung	31,500	30,100	95	
		Chenango	14,000	13,400	96	
		Delaware	14,300	13,300	93	
		Otsego	17,200	16,200	94	
		Tioga	13,300	12,800	96	
	Tompkins	23,500	21,200	90		
Between 25-49%	PENNSYLVANIA					
		Bradford	17,500	16,700	95	
		Sullivan	1,800	1,700	94	
		Susquehanna	10,400	10,000	96	
		Tioga	11,800	11,000	93	
Between 5-24%	NEW YORK					
		Cortland	14,000	13,500	96	
		Schuyler	5,300	5,000	94	
	Steuben	30,700	29,200	95		
Between 5-24%	PENNSYLVANIA					
		Wayne	9,200	8,500	93	
	Between 5-24%	NEW YORK				
			Sullivan	17,500	16,400	94
		PENNSYLVANIA				
		Lackawanna	76,600	74,500	97	
	Lycoming	36,700	34,300	93		
	Potter	5,400	5,100	94		
	Wyoming	6,400	6,100	95		
Station Totals			426,600	406,400	95	
Net Weekly Circulation (1970-71)					217,100	
Average Daily Circulation (1970-71)					150,600	

New York—Buffalo



WGR-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

AM Affiliate: WGR, 5-kw, 550 kHz (NBC).

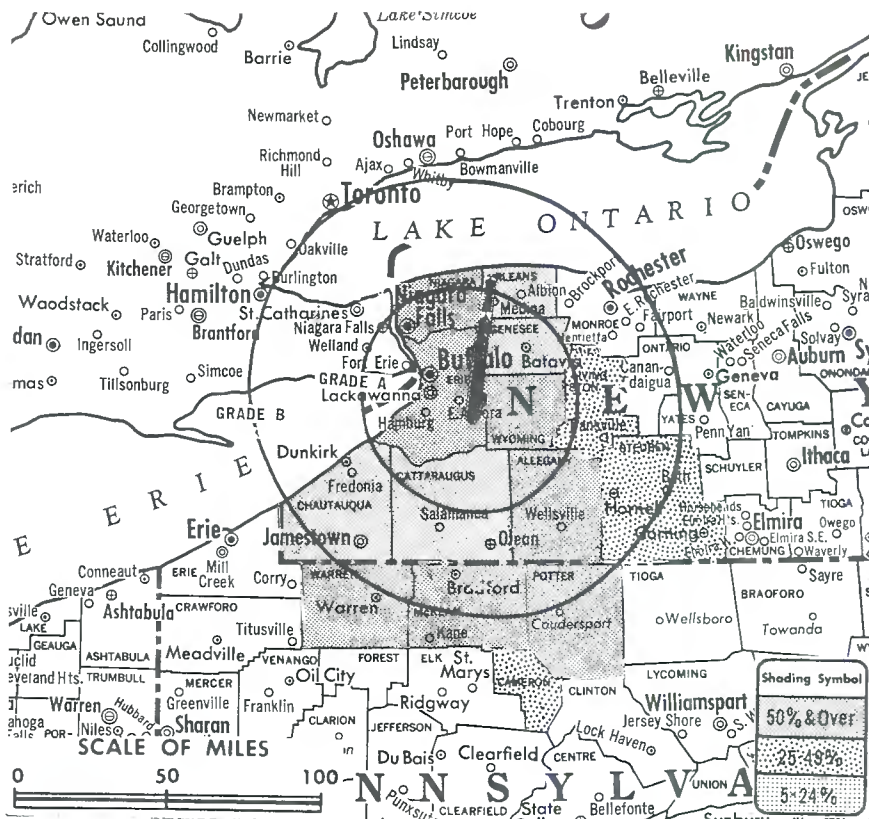
FM Affiliate: WGR-FM, 16-kw, 96.9 MHz (No. 245), 628-ft. antenna.

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

News Wire Service: AP.

Facsimile Service: AP.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

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

WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Studio: 184 Barton St.

Telephone: 716-881-2222. 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; Electromedia Sales Ltd. (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

- EARL BEALL, general manager.
- DONALD L. CHAPIN, vice president, sales.
- ROBERT FANNING, general sales manager.
- DONALD ANGLIM, program manager.
- GENE R. KIRSHENSTEIN, business manager.
- CAROLANN E. HAYES, manager, promotion & sales service.
- JOSEPH F. MAHAN, local sales manager.
- ALVIN DOMPKE, production manager.
- HAROLD A. HIGGINS, manager of engineering.
- SID HAYMAN, news director.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

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

Class AAA—7:30-11 p.m., daily.

\$2000.00 \$1200.00 Graded rates apply*

*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW YORK				
		Allegany	13,900	13,100	94
		Cattaraugus	25,200	24,100	96
		Chautauqua	47,700	46,000	96
		Erie	352,400	343,600	98
		Genesee	18,000	17,500	97
		Niagara	72,900	71,100	98
		Orleans	11,600	11,100	96
		Wyoming	10,700	10,500	98
		PENNSYLVANIA			
	Mc Kean	16,600	15,700	95	
	Potter	5,400	5,100	94	
	Warren	14,200	13,200	93	
Between 25-49%	NEW YORK				
		Livingston	15,700	15,100	96
		Steuben	30,700	29,200	95
	PENNSYLVANIA				
	Cameron	2,400	2,300	97	
Station Totals		637,400	617,600	97	
Net Weekly Circulation (1970-71)			538,800		
Average Daily Circulation (1970-71)			349,900		

(Station also received in Canadian markets)

For BBM Coverage Data
See Canadian Directory

New York—Buffalo

WBEN-TV
Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kHz (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 MHz (No. 273), 1200-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

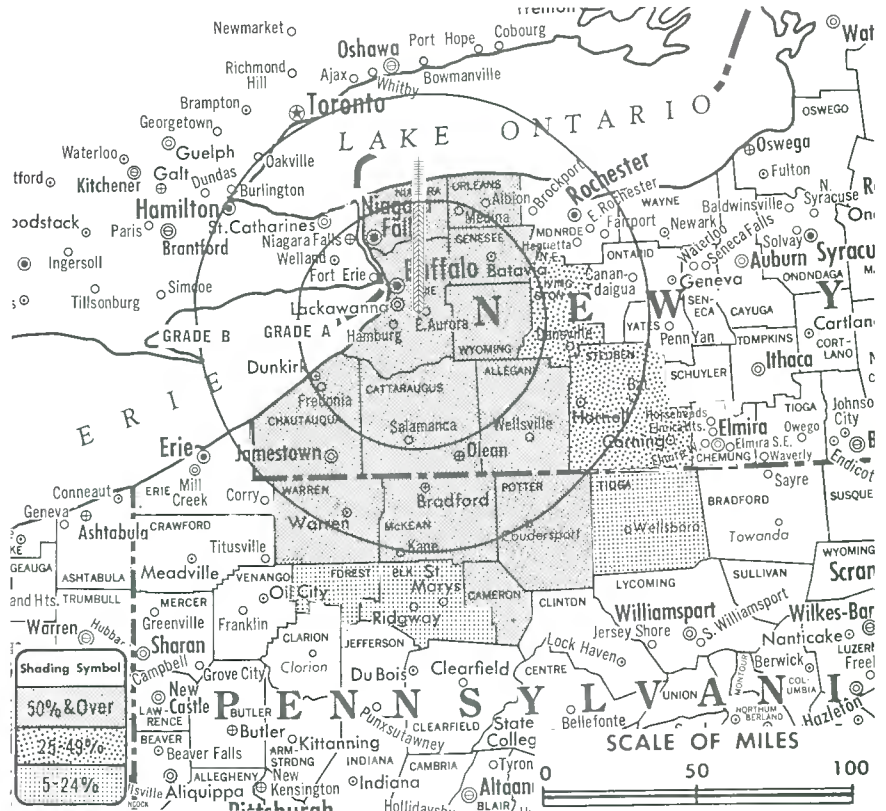
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: MSA
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBEN-TV Ref: FCC File No. BPC-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.: 710-522-1719.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.; Stephens & Towndrow Co. Ltd. (Canada).

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

MRS. E. H. BUTLER, president.
LESLIE G. ARRIS JR., vice president & general manager.
GEORGE R. TORGE, station manager.
GEORGE D. LILLY, television sales manager.
FRANK A. MASER, director of engineering.
WILLIAM PETERS, program director.
EUGENE KLUMPP, operations manager.
MARVIN FREEMAN, promotion director.
BERN ROTMAN, news director.
QUINTIN E. RENNER, film director.
JOSEPH W. KORAL, community services director.

DIGEST OF RATE CARD NO. 25—(Sept. 13, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-11 p.m., daily.					
\$1800.00	\$970.00	\$800.00	\$775.00	\$775.00	\$385.00

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
	Allegany	13,900	13,100	94
	Cattaraugus	25,200	24,100	96
	Chautauqua	47,700	46,000	96
	Erie	352,400	343,600	98
	Genesee	18,000	17,500	97
	Niagara	72,900	71,100	98
	Orleans	11,600	11,100	96
	Wyoming	10,700	10,500	98

(Continued on page 559-b)

Station Totals	661,700	640,700	97
Net Weekly Circulation (1970-71)			572,300
Average Daily Circulation (1970-71)			427,200

(Station also received in Canadian markets)



NEWSMAKERS make news on WBEN-TV

National newsmakers come to Buffalo and stop at WBEN-TV for exclusive "live" interviews with Stephen Rowan on First Team News — the area's only hour-long news program.

6 PM



New York—Buffalo



WKBW-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"
Longitude 78° 37' 12"

Transmitter: E. of Center St., Colden, N.Y.

TV tape: Recording facilities.

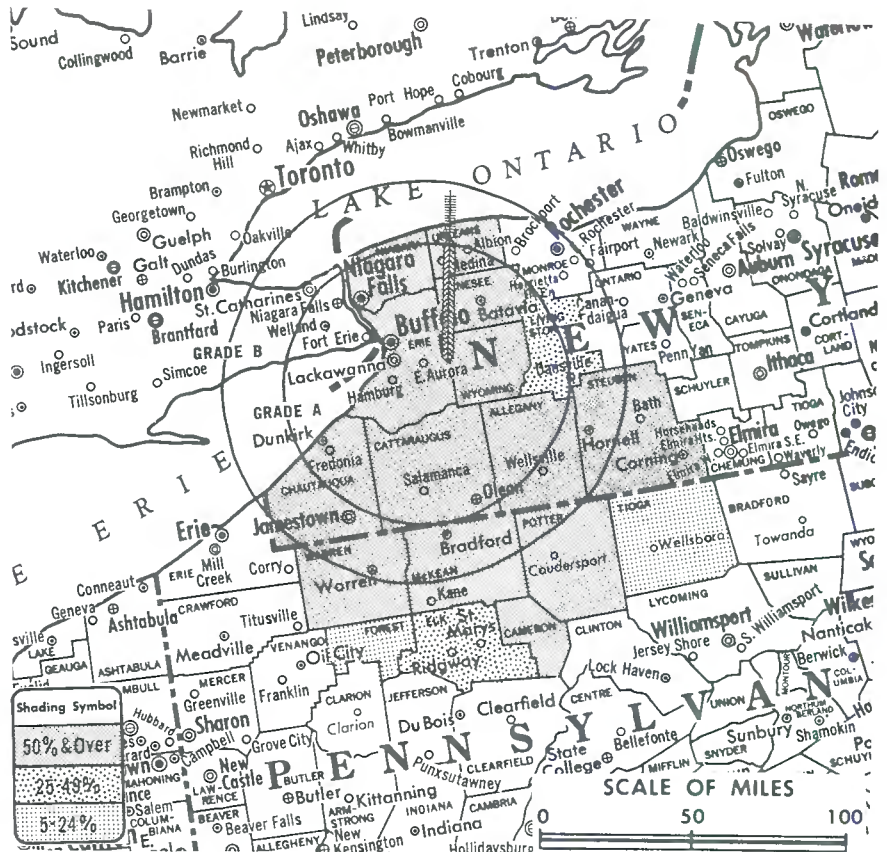
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kHz.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKBW-TV Ref: FCC File No. BPCT-2877 Granted 9/9/59

© American Map Co., Inc., N.Y., No. 14244

WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (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 Group Ownership).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

LAWRENCE POLLOCK, vice president & general manager.
RICHARD SHEPARD, general sales manager.
MARC EDWARDS, local-regional sales manager.
ALAN E. PERRIS, program director.
ROBERT O. NILES, chief engineer.
IRV WEINSTEIN, news director.
CHARLES BRADLEY, production manager.
DON WILBURN, promotion director.
WILLIAM FORD, business manager.

DIGEST OF RATE CARD NO. 20—(June 7, 1971)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.				
\$1700.00	\$1000.00	\$775.00	\$675.00	\$350.00

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW YORK				
		Allegany	13,900	13,100	94
		Cattaraugus	25,200	24,100	96
		Chautauqua	47,700	46,000	96
		Erie	352,400	343,600	98
		Genesee	18,000	17,500	97
		Niagara	72,900	71,100	98
		Orleans	11,600	11,100	96
		Steuben	30,700	29,200	95
		Wyoming	10,700	10,500	98
	PENNSYLVANIA				
		Cameron	2,400	2,300	97
		Mc Kean	16,600	15,700	95
		Potter	5,400	5,100	94
	Warren	14,200	13,200	93	
Between 25-49%	NEW YORK				
		Livingston	15,700	15,100	96
	PENNSYLVANIA				
		Elk	10,900	10,500	96
Between 5-24%	PENNSYLVANIA				
		Forest	1,600	1,600	97
	Tioga	11,800	11,000	93	
Station Totals		661,700	640,700	97	
Net Weekly Circulation (1970-71)				551,200	
Average Daily Circulation (1970-71)				363,100	
(Station also received in Canadian markets)					

New York—Buffalo

WUTV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground 1549-ft. above sea level.

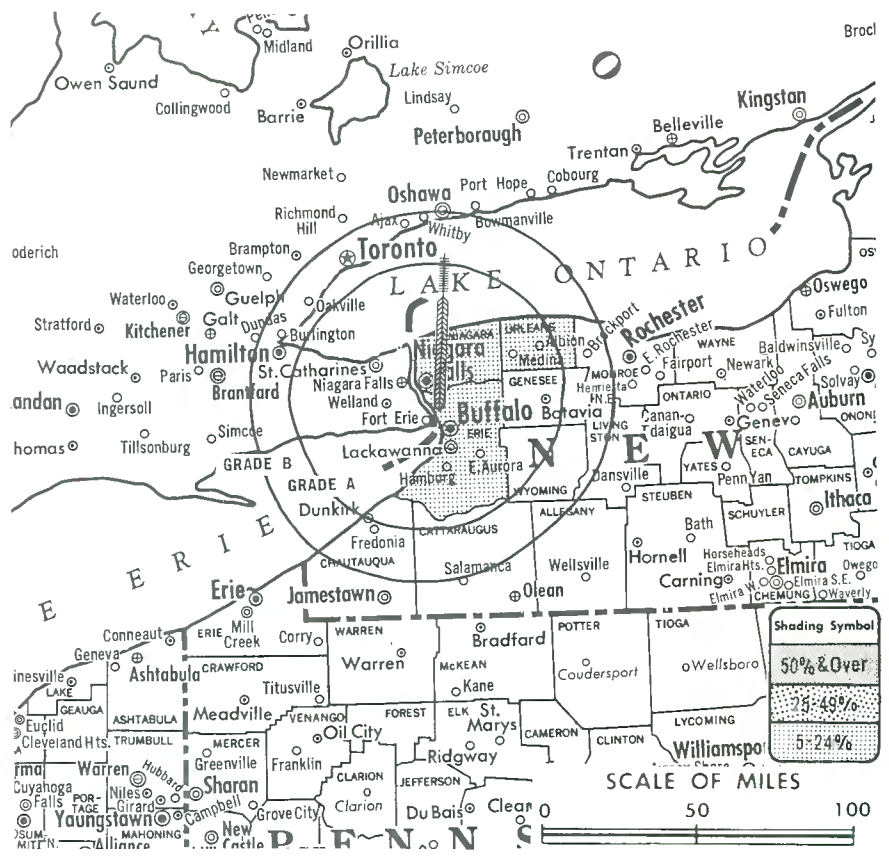
Latitude 43° 01' 27"
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, N.Y.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WUTV Ref: FCC File No. BPCT-3200 Granted 1/21/68 ©American Map Co., Inc., N.Y., No. 14244

WUTV

Licensee: Ultravision Broadcasting Co. Inc., 951 Whitehaven Rd., Grand Island, N.Y.
Studio: 951 Whitehaven Rd., Grand Island (14072).
Telephone: 716-773-7531. TWX No.: 710-260-1351.
Ownership: F. R. Burczynski, chmn., 58.1%; Stan Jasinski, pres., 13.6%; Roger K. Lund, v.p., 3.3%; Edward Posluszny, v.p., 14%.
Began Operation: December 21, 1970.
Represented (sales) by Edward Petry & Co.
Represented (legal) by Welch & Morgan.
Personnel:
HERMAN PEASE, general manager.
GEORGE BABICK, general sales manager.
AL BENZ, assistant sales manager.
GARY COOPER, director, engineering.
DAVE BUTTS, program manager.

DIGEST OF RATE CARD NO. 6 (Sept. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
..... Graded rates apply*
*Highest rate: \$130.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW YORK			
	Erie	352,400	343,600	98
	Niagara	72,900	71,100	98
	Orleans	11,600	11,100	96
Station Totals		436,900	425,800	97
Net Weekly Circulation (1970-71)				66,600
Average Daily Circulation (1970-71)				35,300

(Station also received in Canadian markets)

New York—Elmira



WENY-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WENY-FM, 750 watts, 92.7 MHz (No. 224), 560-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WENY-TV Ref: FCC File No. BMPCT-7044 Grant. 8/20/69

© American Map Co., Inc., N.Y., No. 14241

WENY-TV

Network Service: ABC.

Licensee: WENY Inc., Mark Twain Hotel, Elmira, N.Y. (14902).

Studio: Mark Twain Hotel, Elmira, N.Y. (14902).

Telephone: 607-734-3636.

Ownership: Donald M. Simmons, Howard L. Green, John Stethers, 33 1/3% each. They also own radios WOND, Pleasantville, N.J. & WMGM-FM, Atlantic City.

Began Operation: Nov. 19, 1969.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Lohnes & Culver.

Personnel:

HOWARD L. GREEN, executive vice president & gen. manager.

JOHN F. TITUS, operations manager.

JOHN HERRICK, program & promotion director.

KEITH RICHARDSON, director of engineering.

DIGEST OF RATE CARD NO. 1 (Dec. 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5:59-11:30 p.m., Mon.-Fri.;	7:30-11 p.m., Sat.-Sun.					
\$485.00	\$275.00	\$220.00	\$85.00	\$75.00	\$65.00	\$50.00
NETWORK BASE HOURLY RATE: \$125.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Chemung	31,500	30,100	95
	PENNSYLVANIA Tioga	11,800	11,000	93
Between 25-49%	NEW YORK Schuyler	5,300	5,000	94
	Steuben	30,700	29,200	95
	Tompkins	23,500	21,200	90
Between 5-24%	PENNSYLVANIA Bradford	17,500	16,700	95
	NEW YORK Tioga	13,300	12,800	96
	PENNSYLVANIA Potter	5,400	5,100	94
	Sullivan	1,800	1,700	94
Station Totals		140,800	132,800	94
Net Weekly Circulation (1970-71)				65,100
Average Daily Circulation (1970-71)				33,100

For ARB & Nielsen County-by-County Households, See Services Volume

New York—Elmira-Corning



WSYE-TV



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 MHz). 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"

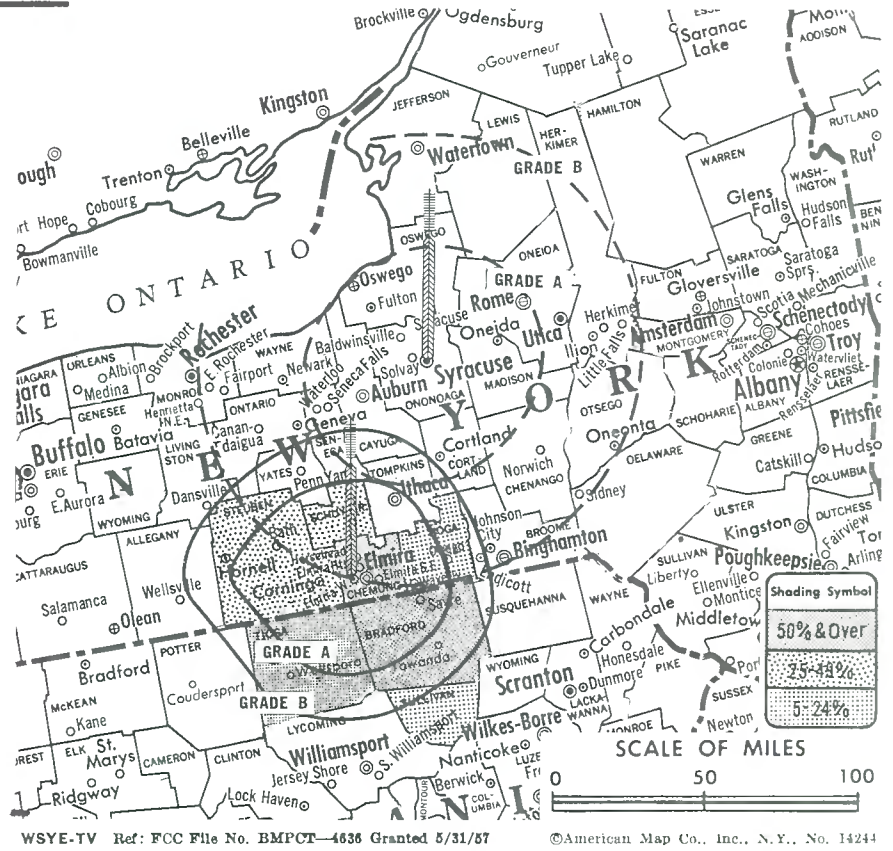
Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Color: Network, live, film & slide.

News Wire Service: UPI.

Map Note: Reflects coverage of WSYE-TV only.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 (engineering) by Lohnes & Culver.
Represented (legal) by Dow, Lohnes & Albertson.
Personnel:
DON BUIES, manager.
T. A. GREEN, chief engineer.
Rates: Sold in combination with WSYR-TV, Syracuse.
NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Chemung	31,500	30,100	95
	PENNSYLVANIA Bradford	17,500	16,700	95
	Tioga	11,800	11,000	93
Between 25-49%	NEW YORK Schuyler	5,300	5,000	94
	Steuben	30,700	29,200	95
Between 5-24%	NEW YORK Tioga	13,300	12,800	96
	PENNSYLVANIA Sullivan	1,800	1,700	94
Station Totals		111,900	106,500	95
Net Weekly Circulation (1970-71)				60,000
Average Daily Circulation (1970-71)				42,200

New York—New York



WABC-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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"

Requests change to 64.6-kw visual, 12.92-kw aural, 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Bldg. of World Trade Center, New York. BPCT-4425.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: UPI.

AM Affiliate: WABC, 50-kw, 770 kHz (ABC). FM Affiliate: WABC-FM, 4.6-kw, 95.5 MHz (No. 238), 1300-ft.

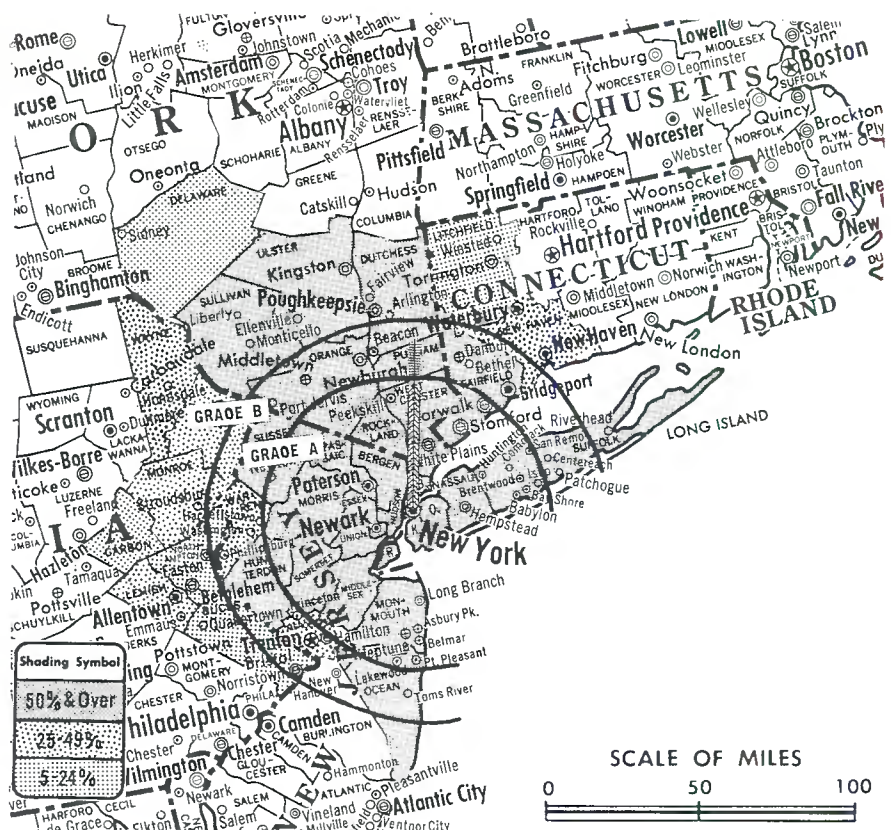
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV % and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



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).

Studio: 1330 Ave. of the Americas.

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 WLS-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & FM, Chicago; WXYZ & FM, Detroit; KXYZ & KAUM(FM), Houston; KGO & KSFX(FM), San Francisco; KABC & FM, Los Angeles; WABC & FM, New York; KQV & WDVE (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 & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

KENNETH H. MacQUEEN, vice president & general manager.
HARRISON E. MULFORD JR., general sales manager.
LEWIS ERLICHT, sales manager.
BERNADETTE GIFFORD, sales service manager.
GORDON KUNZ, production manager.
JOHN QUIGLEY, director of programming.
MARK L. HANDLER, director of research & sales development.
JAMES BAKER, chief engineer.
ROBERT SUTTON, director of advertising & publicity.
PATRICK MULDOWNEY, editorial director.
MARY COYNE, director of community affairs.
RICHARD MERKLE, business affairs manager.
TAK KAKO, program services director.
ALBERT T. PRIMO, director of news & public affairs.

DIGEST OF RATE CARD NO. 37—(Sept. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—8-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.
\$11,500 \$9500 \$4500 \$3000 \$5800 \$4600 \$2600

NETWORK BASE HOURLY RATE: \$8250.

540-b

Net Weekly Circulation	State County	Total Households	TV Households	%	
	CONNECTICUT				
	Fairfield	251,800	246,300	98	
	NEW JERSEY				
	Bergen	287,400	283,200	99	
	Essex	311,300	301,900	97	
	Hudson	211,200	205,300	97	
	Hunterdon	22,000	21,300	97	
	Middlesex	177,000	173,800	98	
	Monmouth	142,900	139,600	98	
	Morris	116,700	114,800	98	
	Ocean	74,300	72,800	98	
	Passaic	152,900	149,100	98	
	Somerset	60,000	58,700	98	
	Sussex	24,700	23,800	96	
	Union	177,600	174,300	98	
	50% & Over NEW YORK				
	Bronx	505,900	488,900	97	
	Dutchess	63,800	61,100	96	
	Kings	895,400	861,200	96	
	Nassau	410,600	405,600	99	
	New York	673,300	600,600	89	
	Orange	67,900	65,200	96	
	Putnam	17,300	16,700	97	
	Queens	695,000	679,400	98	
	Richmond	89,900	88,100	98	
	Rockland	64,200	62,300	97	
	Suffolk East	91,600	89,700	98	
	Suffolk West	222,100	217,400	98	
	Sullivan	17,500	16,400	94	
	Ulster	45,300	42,700	94	
	Westchester	290,800	283,500	97	
	CONNECTICUT				
	New Haven	238,500	232,500	97	
	BETWEEN 25-49% NEW JERSEY				
	Mercer	96,700	93,600	97	
	Warren	24,000	23,200	97	
	(Continued on page 559-b)				
Station Totals		6,907,700	6,668,600	97	
Net Weekly Circulation (1970-71)			5,284,500		
Average Daily Circulation (1970-71)			2,866,900		

TV Factbook No. 42



BOTTLED GOODS

Sometimes a salesman stumbles onto something important. . .worth passing along. And, as Damon Runyon once said, "A story goes with it." One of our representatives was making a presentation to the Vice President and Media Director of one of the Top 10 advertising agencies.

He noticed both volumes of **Television Factbook** on the agency executive's desk. "How do you use the **Factbook**?" our salesman asked. "To open, close or relocate bottling plants," was the answer.

The agency executive explained that among his shop's major clients was one of the nation's largest soft-drink bottlers. He went on to say:

"The TV station contour maps in the **Factbook**, along with your data on county-by-county TV penetration and audience flow, not only help us determine station selection, but also influence our client in opening, closing or relocating bottling plants and adjusting his marketing patterns."

"Can't you get this information direct from a station?" "We save time." "Your book is always here when we need it."

We're not in the agency or soft-drink bottling business, but we're prompted to ask:

"Is there a **Television Factbook** on your desk when you need it?"

Television Factbook
A Publication of

Television Digest, Inc.

1836 Jefferson Place, N.W. Washington, D.C. 20036 202/872/9200
Use Order Card #1 bound inside the back of the Stations Volume.

New York—New York



WCBS-TV
Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Requests change to 20.3-kw visual, 4.06-kw aural, 1577-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49"; transmitter to World Trade Center, New York. BPCT-4280.

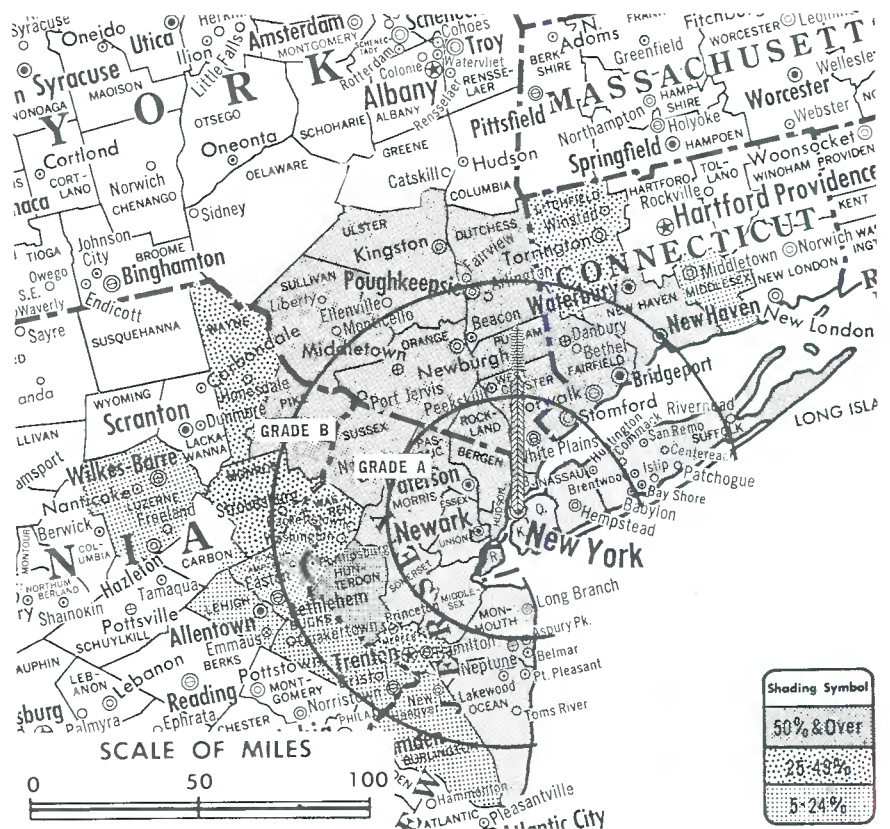
Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kHz (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 MHz (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: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WCBS-TV Ref: FCC File No. BMPCT-971 Granted 2/12/53

©American Map Co., Inc., N.Y., No. 14244

WCBS-TV

Licensee: Columbia Broadcasting System Inc., 51 West 52nd St., New York, N.Y. (10019).

Studio: 524 W. 57th St. Telephone: 212-765-4321. TWX No.: 212-867-7987.

Operation: Operated by CBS Television Stations (a division of CBS Inc.) D. Thomas Miller, pres. of CBS Owned TV stations. CBS Television Stations operates TV stations owned by CBS Inc., and CBS Television Stations National Sales.

Ownership: William S. Paley, chairman of board (stockholdings, 5.3%); Frank Stanton, vice chmn.; Charles T. Ireland Jr., 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:

ROBERT L. HOSKING, v.p. & general manager.
GENE JANKOWSKI, sales director.
MARVIN SHAPIRO, general sales manager.
LARRY FEENEY, national sales manager.
LAURENCE GLASBERG, dir., planning & administration.
GEORGE DESSART, executive assistant to general manager.
EDWARD JOYCE, director of news.
WILLIAM MANDEL, manager of advertising.
ROBERT L. RIERSON, director of broadcasting.
LAWRENCE FORSDICK, program manager.
TRACEY ROSENTHAL, operations manager.
WILLIAM C. LACEY, film & tape operations manager.
PETER KOHLER, editorial director.

DIGEST OF RATE CARD NO. 37—(Sept. 12, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4:30 p.m.-1 a.m. daily.						
\$10,000	\$8000	\$4000	\$3500	\$6000*	\$4000*	\$3000*

*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$9500.

542-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	CONNECTICUT			
	Fairfield	251,800	246,300	98
	New Haven	238,500	232,500	97
	NEW JERSEY			
	Bergen	287,400	283,200	99
	Essex	311,300	301,900	97
	Hudson	211,200	205,300	97
	Hunterdon	22,000	21,300	97
	Middlesex	177,000	173,800	98
	Monmouth	142,900	139,600	98
	Morris	116,700	114,800	98
	Ocean	74,300	72,800	98
	Passaic	152,900	149,100	98
	Somerset	60,000	58,700	98
	Sussex	24,700	23,800	96
	Union	177,600	174,300	98
	NEW YORK			
50% & Over	Bronx	505,900	488,900	97
	Dutchess	63,800	61,100	96
	Kings	895,400	861,200	96
	Nassau	410,600	405,600	99
	New York	673,300	600,600	89
	Orange	67,900	65,200	96
	Putnam	17,300	16,700	97
	Queens	695,000	679,400	98
	Richmond	89,900	88,100	98
	Rockland	64,200	62,300	97
	Suffolk East	91,600	89,700	98
	Suffolk West	222,100	217,400	98
	Sullivan	17,500	16,400	94
	Ulster	45,300	42,700	94
	Westchester	290,800	283,500	97
	PENNSYLVANIA			
	Pike	4,300	4,000	93
Between 25-49%	CONNECTICUT			
	Litchfield	47,700	46,100	97
	(Continued on page 545-b)			
Station Totals		7,139,600	6,894,700	97
Net Weekly Circulation (1970-71)			5,636,400	
Average Daily Circulation (1970-71)			3,525,700	

TV Factbook No. 42

New York—New York



WNBC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 30.2-kw max. & 25.7-kw horizontal visual, 5.13-kw horizontal aural. Antenna: 1440-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"
Longitude 73° 59' 10"

Requests change to 17.54-kw visual, 3.51-kw aural, 1688-ft. above av. terrain, 1762-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Tower, World Trade Center. BPCT-4423.

Transmitter: Empire State Bldg.

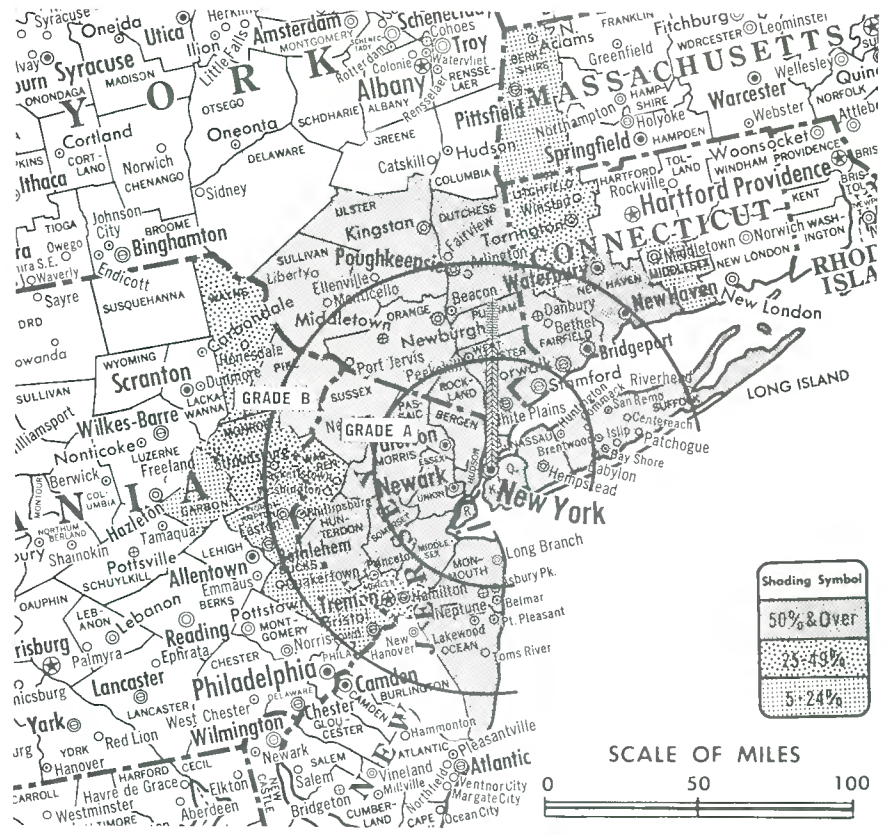
TV tape: Recording facilities.

AM Affiliate: WNBC, 50-kw, 660 kHz (NBC).

FM Affiliate: WNBC-FM, 3.6-kw, 97.1 MHz (No. 246), 1445-ft.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI, Reuters. Facsimile Service: AP.

Total Households: © MBI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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:

ARTHUR A. WATSON, exec. vice president & general manager.
LAWRENCE E. GERSHMAN, station manager.
DIRAN DEMIRJIAN, sales manager.
CHUCK GERBER, local sales manager.
ROGER LEFKON, program manager.
ANN BERK, advertising & promotion manager.
JOSEPH MICHAELS, executive producer.
BILL RYDEN, manager of production.
WILLIAM FENNELL, operations manager.
CHARLES LICAMELI, manager, broadcast standards.
J. KARL BELL, manager, business affairs.

DIGEST OF RATE CARD NO. 38—(Sept. 14, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7 p.m.-midnight, daily.	\$10,700	\$8500		\$6000*	\$5000*	\$2800*

*Class AAA—6:59-11:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$10,000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	251,800	246,300	98
	New Haven	238,500	232,500	97
	NEW JERSEY			
	Bergen	287,400	283,200	99
	Essex	311,300	301,900	97
Hudson	211,200	205,300	97	
Hunterdon	22,000	21,300	97	
Middlesex	177,000	173,800	98	

(Continued on page 545-b)

Station Totals	6,887,700	6,649,800	97
Net Weekly Circulation (1970-71)			5,679,700
Average Daily Circulation (1970-71)			3,528,600

WNBC-TV 4

Your Community-Minded Station

New York—New York

WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

Requests change to 17.54-kw visual, 3.51-kw aural, 1688-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49". BPCT-4434.

Transmitter: Empire State Bldg.

Studio: 205 E. 67th St. (10021)

Telephone: 212-535-1000.

TWX No.: 212-867-4835.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WNEW, 50-kw, 1130 kHz.

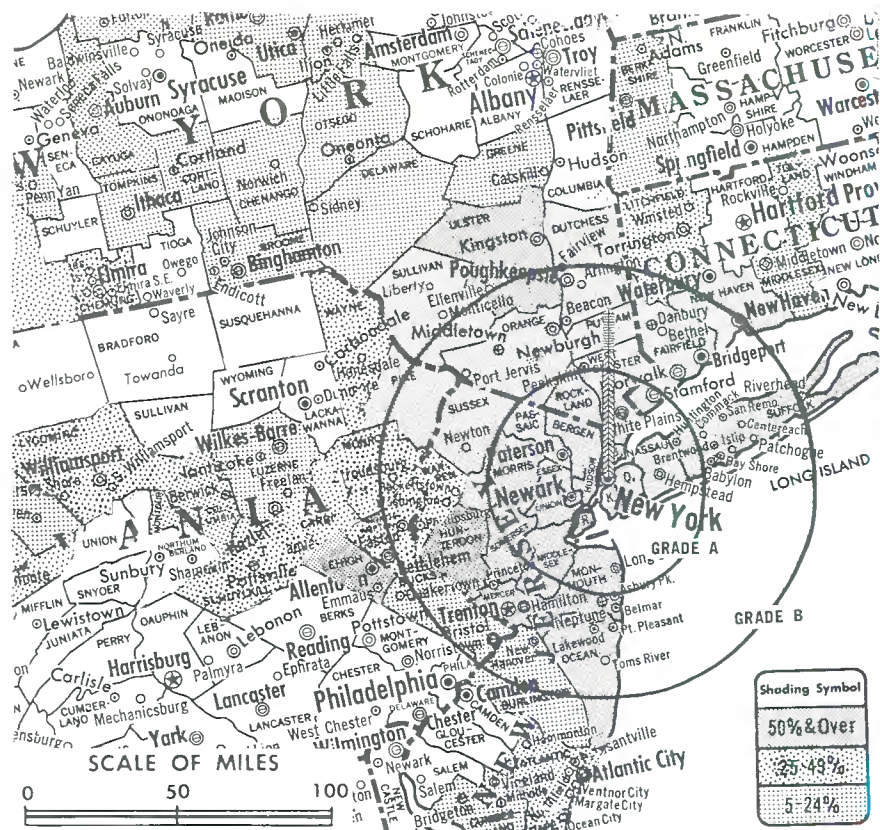
FM Affiliate: WNEW-FM, 1.3-kw, 102.7 MHz (No. 274), 1360-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WNEW-TV Ref: FCC File No. BMPCT—2974 Granted 4/1/55

©American Map Co., Inc., N.Y., No. 14244

WNEW-TV

Licensee: Metromedia Inc., 277 Park Ave., N.Y. (10017).

Ownership: Metromedia Inc. is a publicly-owned company which operates Metromedia Television; Metromedia Radio; Metro TV Sales; Metro Radio Sales; Metro Transit Advertising; Foster & Kleiser Outdoor Advertising; Ice Capades Inc.; Metromail; Mutual Transit Sales; Metromedia Producers Corp.; Metromedia Program Sales; Playbill Magazine; Bravo Magazine; Metromedia Music and Metromedia Records. Metromedia Inc. Officers: John W. Kluge, chairman & pres.; Ross Barrett, group v.p.; Arthur T. Birsh, group v.p.; Alfred L. Schwartz, v.p. & gen. counsel; Clemens Weber, v.p. & treas.; Stanley Landow, v.p. & controller; George Etkin, secy.; Thomas Dougherty, v.p. Metromedia Bcstg.; Mark Evans, v.p.-public affairs; Mary L. McKenna, v.p.-market research; Robert E. Pantell, dir. of personnel admin. Metromedia Television: Albert P. Krivin, pres.; Richard Woollen, v.p.-programming; Reavis Winckler, v.p.-promotion and public relations; Ed Turner, v.p.- news; R. Kent Replogle, v.p.-sales; Harold A. Christiansen, v.p.-controller; Lawrence P. Fraiberg, v.p. & gen. mgr., WNEW-TV; William Carpenter, v.p. & gen. mgr., WTTG, Washington; Charles D. Young, v.p. & gen. mgr., KTTV, Los Angeles; Ellis I. Shook, v.p. & gen. mgr., KMBC-TV, Kansas City. Metromedia Radio: George Duncan, exec. v.p. & gen. mgr., WNEW, New York; William Dalton, v.p. & gen. mgr., WASH(FM), Washington; Donald J. Kelly, v.p. & gen. mgr., WIP, Philadelphia; Cliff Barrett, v.p. & gen. mgr., WCBM, Baltimore; Kenneth Gaines, v.p. & gen. mgr., KNEW, Oakland; L. David Moorhead, v.p. & gen. mgr., WMMS, Cleveland; Joel Samuelsohn, v.p. & gen. mgr., WMMR, Philadelphia; Bruce Johnson, v.p. & gen. mgr., KLAC, Los Angeles; William Lauer, v.p. & gen. mgr., WHK, Cleveland; Nat Asch, v.p. & gen. mgr., KMET, Los Angeles; Willis Duff, v.p. & gen. mgr., KSAN, San Francisco; Varner Paulsen, v.p. & gen. mgr., WNEW-FM, New York; Gerald Carrus, v.p. & controller. Metro TV Sales: Thomas Tilson, pres. Metro Radio Sales: Robert Williamson, pres. Note: Metromedia is buying WTCN-TV, Minneapolis-St. Paul; WXIX-TV, Newport, Ky.-Cincinnati, Ohio; WOMC (FM), Detroit, Mich. and is selling WHK & WMMS (FM), Cleveland, Ohio.

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.

Personnel:

LAWRENCE FRAIBERG, vice president & general manager.
JAMES COPPERSMITH, vice president & general sales manager.
CHARLES MEEHAN, vice president & national sales manager.
ROBERT E. SHAY, v.p. & program director.
WILLIAM D. KELLY, vice president & chief engineer.
RICHARD BALLINGER, v.p., director of advertising & promotion.
TED KAVANAU, vice president & news director.
JAMES FLYNN, business manager.

DIGEST OF RATE CARD NO. 25—(July 15, 1971)

Hour 30 Min. 5 Min. 30 Sec. 8 Sec.

Class A—5 p.m.-1 a.m. Mon.-Fri.; 1 p.m.-sign off, Sat.; noon-sign off, Sun.

\$3600 \$2800 \$1400 Graded rates apply*

*Highest rate: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	CONNECTICUT			
	Fairfield	251,800	246,300	98
	New Haven	238,500	232,500	97
	NEW JERSEY			
	Bergen	287,400	283,200	99
	Essex	311,300	301,900	97
	Hudson	211,200	205,300	97
	Hunterdon	22,000	21,300	97
	Mercer	96,700	93,600	97
50% & Over	Middlesex	177,000	173,800	98
	Monmouth	142,900	139,600	98
	Morris	116,700	114,800	98
	Ocean	74,300	72,800	98
	Passaic	152,900	149,100	98
	Somerset	60,000	58,700	98
	Sussex	24,700	23,800	96
	Union	177,600	174,300	98

(Continued on next page)

Station Totals	8,041,900	7,759,100	96
Net Weekly Circulation (1970-71)		5,237,900	
Average Daily Circulation (1970-71)		2,603,900	

New York—New York

WNEW-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Bronx	505,900	488,900	97
	Dutchess	63,800	61,100	96
	Kings	895,400	861,200	96
	Nassau	410,600	405,600	99
	New York	673,300	600,600	89
	Orange	67,900	65,200	96
	Putnam	17,300	16,700	97
	Queens	695,000	679,400	98
	Richmond	89,900	88,100	98
	Rockland	64,200	62,300	97
	Suffolk East	91,600	89,700	98
	Suffolk West	222,100	217,400	98
	Sullivan	17,500	16,400	94
	Ulster	45,300	42,700	94
	Westchester	290,800	283,500	97
	PENNSYLVANIA			
	Lehigh	85,400	82,800	97
	Pike	4,300	4,000	93
	Between 25-49%	CONNECTICUT		
Litchfield		47,700	46,100	97
NEW JERSEY				
Cape May		22,100	21,300	96
Warren		24,000	23,200	97
NEW YORK				
Chemung		31,500	30,100	95
Steuben		30,700	29,200	95
PENNSYLVANIA				
Carbon		17,200	16,600	96
Centre	28,300	26,600	94	
Lycoming	36,700	34,300	93	
Mc Kean	16,600	15,700	95	
Monroe	15,100	14,500	96	
Northampton	68,500	66,100	97	
Schuylkill	53,600	51,200	95	
Wayne	9,200	8,500	93	
Between 5-24%	CONNECTICUT			
	Middlesex	36,200	35,000	97
	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	PENNSYLVANIA			
	Bucks	122,200	119,800	98
	Carbon	17,200	16,600	96
	Northampton	68,500	66,100	97
	CONNECTICUT			
	Middlesex	36,200	35,000	97
Tolland	29,900	28,900	97	
MASSACHUSETTS				
Berkshire	47,700	46,200	97	
NEW JERSEY				
Atlantic	63,400	60,700	96	
Burlington	88,400	86,700	98	
Cumberland	38,300	37,200	97	
NEW YORK				
Allegany	13,900	13,100	94	
Broome	69,500	67,400	97	
Cattaraugus	25,200	24,100	96	
Cayuga	23,400	22,300	95	
Chautauqua	47,700	46,000	96	
Chenango	14,000	13,400	96	
Cortland	14,000	13,500	96	
Delaware	14,300	13,300	93	
Greene	11,100	10,700	96	
Herkimer	21,700	20,900	96	
Jefferson	28,300	27,400	97	
Oneida East	56,000	54,300	97	
Oneida West	27,400	26,500	97	
Ontario	24,600	23,900	97	
Oswego	29,700	28,800	97	
Otsego	17,200	16,200	94	
Tompkins	23,500	21,200	90	
Yates	6,200	5,900	95	
PENNSYLVANIA				
Bucks	122,200	119,800	98	
Clinton	11,900	11,400	96	
Columbia	18,300	17,500	96	
Luzerne	113,000	109,700	97	
Montour	4,200	3,900	94	
Warren	14,200	13,200	93	

WNBC-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY—(Continued)			
	Monmouth	142,900	139,600	98
	Morris	116,700	114,800	98
	Ocean	74,300	72,800	98
	Passaic	152,900	149,100	98
	Somerset	60,000	58,700	98
	Sussex	24,700	23,800	96
	Union	177,600	174,300	98
	NEW YORK			
	Bronx	505,900	488,900	97
	Dutchess	63,800	61,100	96
	Kings	895,400	861,200	96
	Nassau	410,600	405,600	99
	New York	673,300	600,600	89
	Orange	67,900	65,200	96
	Putnam	17,300	16,700	97
	Queens	695,000	679,400	98
	Richmond	89,900	88,100	98
	Rockland	64,200	62,300	97
	Suffolk East	91,600	89,700	98
Suffolk West	222,100	217,400	98	
Sullivan	17,500	16,400	94	
Ulster	45,300	42,700	94	
Westchester	290,800	283,500	97	
PENNSYLVANIA				
Pike	4,300	4,000	93	
Between 25-49%	CONNECTICUT			
	Litchfield	47,700	46,100	97
	NEW JERSEY			
	Mercer	96,700	93,600	97
	Warren	24,000	23,200	97
PENNSYLVANIA				
Monroe	15,100	14,500	96	
Wayne	9,200	8,500	93	
Between 5-24%	CONNECTICUT			
	Middlesex	36,200	35,000	97
	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	PENNSYLVANIA			
Bucks	122,200	119,800	98	
Carbon	17,200	16,600	96	
Northampton	68,500	66,100	97	

WCBS-TV, New York

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW JERSEY			
	Mercer	96,700	93,600	97
	Warren	24,000	23,200	97
	PENNSYLVANIA			
	Monroe	15,100	14,500	96
Wayne	9,200	8,500	93	
Between 5-24%	CONNECTICUT			
	Middlesex	36,200	35,000	97
	NEW JERSEY			
	Burlington	88,400	86,700	98
	Cape May	22,100	21,300	96
	PENNSYLVANIA			
	Bucks	122,200	119,800	98
	Lehigh	85,400	82,800	97
	Luzerne	113,000	109,700	97
	Northampton	68,500	66,100	97
Union	7,900	7,200	91	

New York—New York

WOR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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"
 Requests change to 62-kw visual, 12.4-kw aural, 1637-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to #1 World Trade Center, New York. BPCT-4440.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

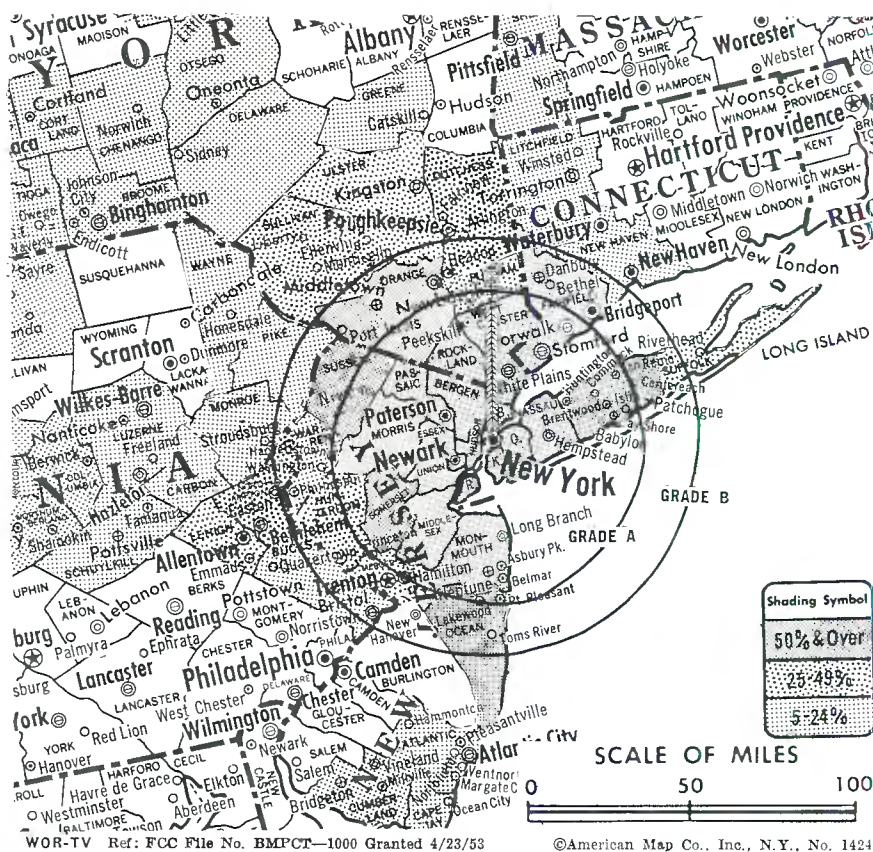
AM Affiliate: WOR, 50-kw, 710 kHz.

FM Affiliate: WOR-FM, 5.4-kw, 98.7 MHz (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: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).



WOR-TV

Licensee: RKO General Inc., 1440 Broadway (10018).

Studio: 1481 Broadway (10018).

Telephone: 212-564-8000.

TWX No.: 710-581-4386.

Ownership: RKO General Inc. Henry V. Greene Jr., v.p. in charge of television. RKO General operates WNAC-TV, Boston (WRKO-AM & WROR-FM); KHJ-TV, Los Angeles (KHJ-AM-FM); WHBQ-TV, Memphis, Tenn. (WHBQ); WHCT, Hartford, Conn.; radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco.

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 TV Reps (Chicago, Los Angeles, San Francisco, Atlanta).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

Personnel:

- ROBERT GLASER, general manager.
- HERBERT MAYES, WOR division controller.
- GEORGE SNOWDEN, vice president & program director.
- ROBERT FELDMAN, general sales manager.
- ROBERT FENNIMORE, national sales manager.
- RUTH ROSS, vice president, research.
- AL KORN, dir. of advertising & promotion.
- RICHARD O'TOOLE, merchandising manager.
- PAUL CLEVELAND, news director.
- ORVILLE SATHER, director of engineering.
- JOHN MURRAY, v.p., public affairs, govt. relations, editorials.

DIGEST OF RATE CARD NO. 24—(Sept. 18, 1971)

Hour 30 Min. 15 Min. 5 Min. Min.
 Class A—6 p.m.-1:30 a.m., Mon.-Fri.; 11-12:30 a.m., Sat.; 11:30-12:30 a.m., Sun.

\$5000 \$3500 \$2000 \$1000 Graded rates apply*

*Highest rate: \$4500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	251,800	246,300	98
	NEW JERSEY			
	Bergen	287,400	283,200	99
	Essex	311,300	301,900	97
	Hudson	211,200	205,300	97
	Middlesex	177,000	173,800	98
	Monmouth	142,900	139,600	98
	Morris	116,700	114,800	98
	Ocean	74,300	72,800	98
	Passaic	152,900	149,100	98
	Somerset	60,000	58,700	98
	Sussex	24,700	23,800	96
	Union	177,600	174,300	98
NEW YORK				
Bronx	505,900	488,900	97	
Kings	895,400	861,200	96	
Nassau	410,600	405,600	99	
New York	673,300	600,600	89	
Orange	67,900	65,200	96	
Queens	695,000	679,400	98	
Richmond	89,900	88,100	98	
Rockland	64,200	62,300	97	
Suffolk West	222,100	217,400	98	
Westchester	290,800	283,500	97	
(Continued on page 549-b)				
Station Totals		8,054,200	7,766,900	96
Net Weekly Circulation (1970-71)				3,802,900
Average Daily Circulation (1970-71)				1,447,500

New York—New York

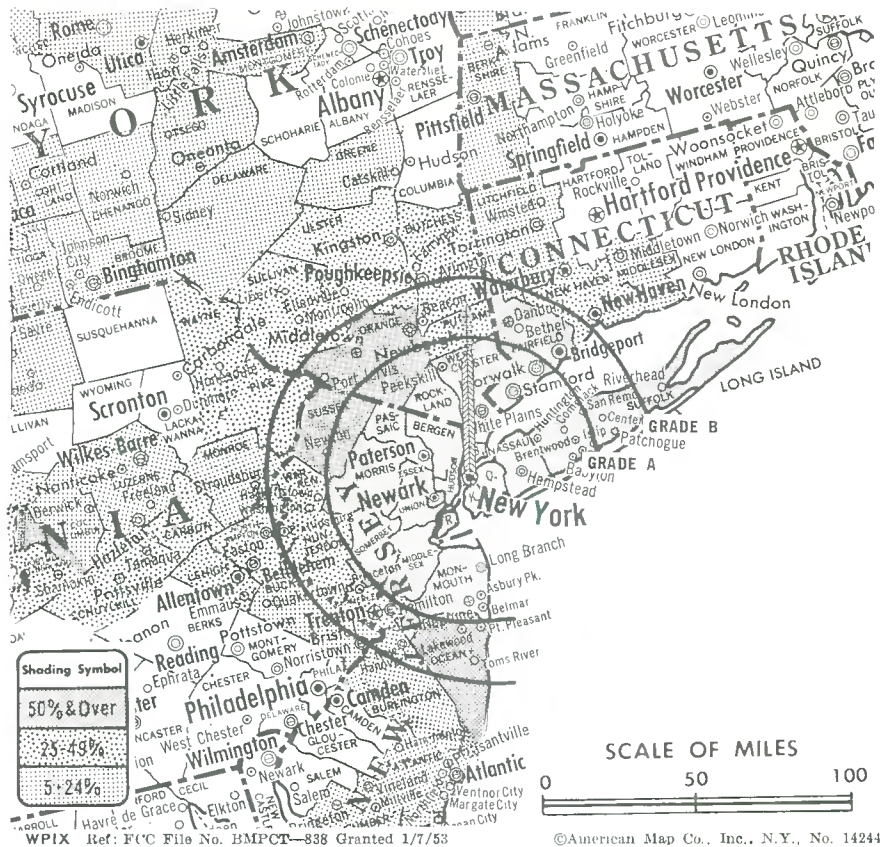
WPIX
Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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 MHz (No. 270), 1220-ft.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.
Facsimile Service: UPI.
Telephone: 212-883-1100.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).
Ownership: New York News Inc., 51.02%; nine executives, 48.98%. 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.
Represented (legal) by Kirkland, Ellis & Rowe.
Personnel:
FRED M. THROWER, president.
LEAVITT J. POPE, v.p. in charge of operations.
T.E. MITCHELL, vice president & treasurer.
HENDRIK BOORAEM JR., v.p., programs.
OTIS FREEMAN, v.p., engineering.
WILLIAM L. COOPER JR., v.p., film.
JAMES P. McCANN, vice president, sales.
LEWIS W. BROWN, v.p., news.
RICHARD N. HUGHES, v.p., community affairs.
DIETRICH GINZEL, national sales manager.
DALE PAINE, research director.
ALICE COOK, operations manager.
DON CARNEY, sports manager.

DIGEST OF RATE CARD NO. 19—(Sept. 6, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.
\$3500 \$2200 \$1100 \$900 Graded rates apply*

*Highest rate: \$1125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	251,800	246,300	98
	NEW JERSEY			
	Bergen	287,400	283,200	99
	Essex	311,300	301,900	97
	Hudson	211,200	205,300	97
	Middlesex	177,000	173,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW JERSEY—(Continued)				
		Monmouth	142,900	139,600	98
		Morris	116,700	114,800	98
		Ocean	74,300	72,800	98
		Passaic	152,900	149,100	98
		Somerset	60,000	58,700	98
		Sussex	24,700	23,800	96
		Union	177,600	174,300	98
		NEW YORK			
		Bronx	505,900	488,900	97
		Kings	895,400	861,200	96
		Nassau	410,600	405,600	99
		Orange	67,900	65,200	96
		Queens	695,000	679,400	98
		Richmond	89,900	88,100	98
	Rockland	64,200	62,300	97	
	Suffolk East	91,600	89,700	98	
	Suffolk West	222,100	217,400	98	
	Westchester	290,800	283,500	97	
	PENNSYLVANIA				
	Cameron	2,400	2,300	97	
	Montour	4,200	3,900	94	
Between 25-49%	CONNECTICUT				
		New Haven	238,500	232,500	97
	NEW JERSEY				
		Hunterdon	22,000	21,300	97
		Mercer	96,700	93,600	97
		Warren	24,000	23,200	97
	NEW YORK				
		Chemung	31,500	30,100	95
		Dutchess	63,800	61,100	96
		New York	673,300	600,600	89
	Putnam	17,300	16,700	97	
	Steuben	30,700	29,200	95	
	Sullivan	17,500	16,400	94	
	Tompkins	23,500	21,200	90	
	Ulster	45,300	42,700	94	
(Continued on page 549-b)					
Station Totals		8,301,500	8,006,500	96	
Net Weekly Circulation (1970-71)			3,855,200		
Average Daily Circulation (1970-71)			1,751,700		

New York—New York—Newark, New Jersey

WNJU-TV

Ch. 47

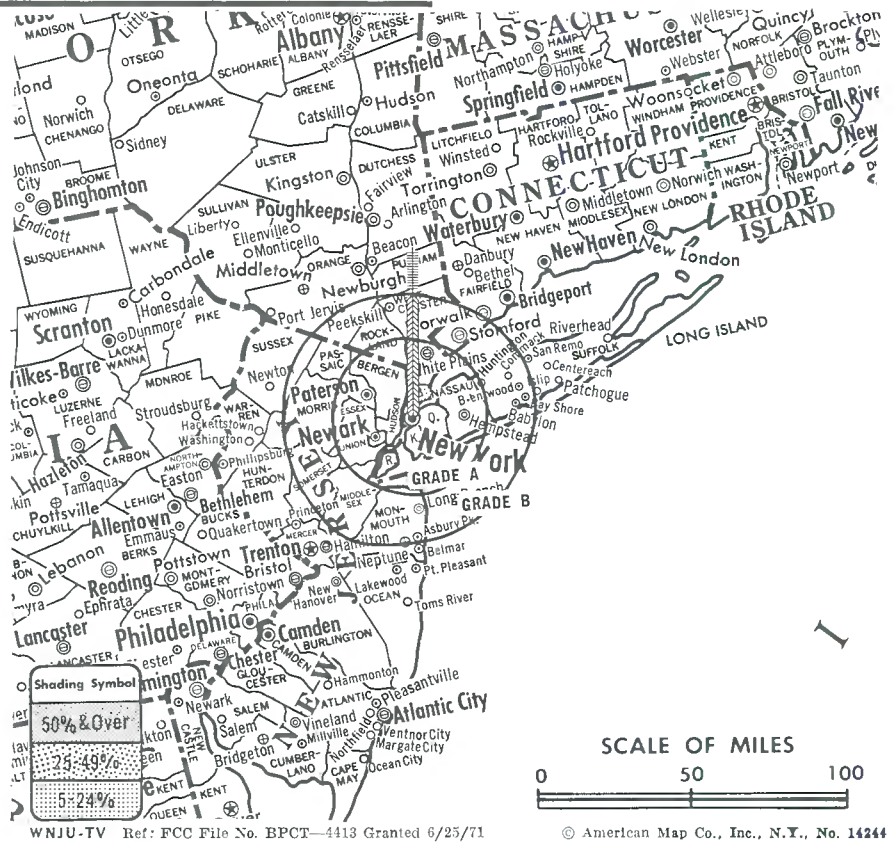
[Channel assigned to Linden, N.J.]

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 380-kw max. & 12-kw horizontal visual, 76.4-kw max. & 2.4-kw horizontal aural. Antenna: 1182-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.
Color: Live, film, slide & tape.
News Wire Service: AP, UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WNJU-TV

Network Service: None, independent.

Licensee: Screen Gems Stations Inc., 1020 Broad St., Newark, N.J. (07102).

Studio: Symphony Hall, 1020 Broad St., Newark.

Telephone: 201-643-9100.

Sales Office: 711 Fifth Ave., New York (10022). Telephone: 212-233-6240.

Ownership: Screen Gems Bcstg. Corp., a subsidiary of Columbia Pictures Industries Inc., 100%. For other interests, see KCPX-TV, Salt Lake City, Utah.

Began Operation: May 16, 1965. Sale to present owner by Henry P. Becton, Fairleigh S. Dickinson Jr., et. al., approved by FCC Sept. 9, 1970 (Television Digest, Vol. 9:24; 10:37).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.
HECTOR L. MODESTTI, general manager.
CARLOS BARBA, sales manager.
WALLY LAMBOURNE, chief engineer.
RALPH AMATRUDI, art & advertising director.

DIGEST OF RATE CARD NO. 9 (Feb. 7, 1971)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$1300	\$800	\$400	\$250	\$145	\$100

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW YORK Bronx	505,900	488,900	97
Station Totals		505,900	488,900	97
Net Weekly Circulation (1970-71)			102,100	
Average Daily Circulation (1970-71)			43,000	

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

WOR-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW JERSEY			
	Hunterdon	22,000	21,300	97
	Mercer	96,700	93,600	97
	NEW YORK			
	Chemung	31,500	30,100	95
	Dutchess	63,800	61,100	96
	Putnam	17,300	16,700	97
	Suffolk East	91,600	89,700	98
	Sullivan	17,500	16,400	94
	Ulster	45,300	42,700	94
	PENNSYLVANIA			
	Centre	28,300	26,600	94
	Lehigh	85,400	82,800	97
	Northampton	68,500	66,100	97
	CONNECTICUT			
	Litchfield	47,700	46,100	97
	New Haven	238,500	232,500	97
	MASSACHUSETTS			
Berkshire	47,700	46,200	97	
NEW JERSEY				
Atlantic	63,400	60,700	96	
Cape May	22,100	21,300	96	
Cumberland	38,300	37,200	97	
Warren	24,000	23,200	97	
NEW YORK				
Allegany	13,900	13,100	94	
Broome	69,500	67,400	97	
Cattaraugus	25,200	24,100	96	
Cayuga	23,400	22,300	95	
Chautauqua	47,700	46,000	96	
Chenango	14,000	13,400	96	
Cortland	14,000	13,500	96	
Delaware	14,300	13,300	93	
Greene	11,100	10,700	96	
Herkimer	21,700	20,900	96	
Jefferson	28,300	27,400	97	
Montgomery	19,300	18,500	96	
Oneida East	56,000	54,300	97	
Oneida West	27,400	26,500	97	
Ontario	24,600	23,900	97	
Oswego	29,700	28,800	97	
Otsego	17,200	16,200	94	
St Lawrence	31,000	29,800	96	
Steuben	30,700	29,200	95	
Tioga	13,300	12,800	96	
Tompkins	23,500	21,200	90	
Yates	6,200	5,900	95	
PENNSYLVANIA				
Bradford	17,500	16,700	95	
Bucks	122,200	119,800	98	
Carbon	17,200	16,600	96	
Clearfield	23,700	22,800	96	
Clinton	11,900	11,400	96	
Columbia	18,300	17,500	96	
Luzerne	113,000	109,700	97	
Lycoming	36,700	34,300	93	
Mc Kean	16,600	15,700	95	
Monroe	15,100	14,500	96	
Montour	4,200	3,900	94	
Northumberland	33,900	31,900	94	
Pike	4,300	4,000	93	
Schuylkill	53,600	51,200	95	
Snyder	8,400	7,700	91	
Tioga	11,800	11,000	93	
Union	7,900	7,200	91	
Warren	14,200	13,200	93	
Wayne	9,200	8,500	93	
Between 5-24%				

New York—New York

WPIX
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Carbon	17,200	16,600	96
	Centre	28,300	26,600	94
	Clinton	11,900	11,400	96
	Lehigh	85,400	82,800	97
	Lycoming	36,700	34,300	93
	Northampton	68,500	66,100	97
	Northumberland	33,900	31,900	94
	Pike	4,300	4,000	93
	Schuylkill	53,600	51,200	95
	Union	7,900	7,200	91
	Wayne	9,200	8,500	93
	CONNECTICUT			
	Litchfield	47,700	46,100	97
	Middlesex	36,200	35,000	97
	MASSACHUSETTS			
	Berkshire	47,700	46,200	97
	NEW HAMPSHIRE			
Belknap	10,900	10,600	97	
NEW JERSEY				
Atlantic	63,400	60,700	96	
Burlington	88,400	86,700	98	
Cape May	22,100	21,300	96	
Cumberland	38,300	37,200	97	
NEW YORK				
Allegany	13,900	13,100	94	
Broome	69,500	67,400	97	
Cattaraugus	25,200	24,100	96	
Cayuga	23,400	22,300	95	
Chautauqua	47,700	46,000	96	
Chenango	14,000	13,400	96	
Cortland	14,000	13,500	96	
Delaware	14,300	13,300	93	
Essex	10,800	10,400	96	
Franklin	12,800	12,100	95	
Greene	11,100	10,700	96	
Herkimer	21,700	20,900	96	
Jefferson	28,300	27,400	97	
Montgomery	19,300	18,500	96	
Oneida East	56,000	54,300	97	
Oneida West	27,400	26,500	97	
Ontario	24,600	23,900	97	
Oswego	29,700	28,800	97	
Otsego	17,200	16,200	94	
St Lawrence	31,000	29,800	96	
Schuylker	5,300	5,000	94	
Tioga	13,300	12,800	96	
Yates	6,200	5,900	95	
PENNSYLVANIA				
Bradford	17,500	16,700	95	
Bucks	122,200	119,800	98	
Clearfield	23,700	22,800	96	
Columbia	18,300	17,500	96	
Elk	10,900	10,500	96	
Jefferson	14,300	13,700	96	
Luzerne	113,000	109,700	97	
Mc Kean	16,600	15,700	95	
Monroe	15,100	14,500	96	
Snyder	8,400	7,700	91	
Tioga	11,800	11,000	93	
Warren	14,200	13,200	93	
VERMONT				
Bennington	9,700	9,300	95	
Chittenden	29,200	28,300	97	
Rutland	16,400	15,700	95	
Between 5-24%				

New York—New York-Paterson, New Jersey

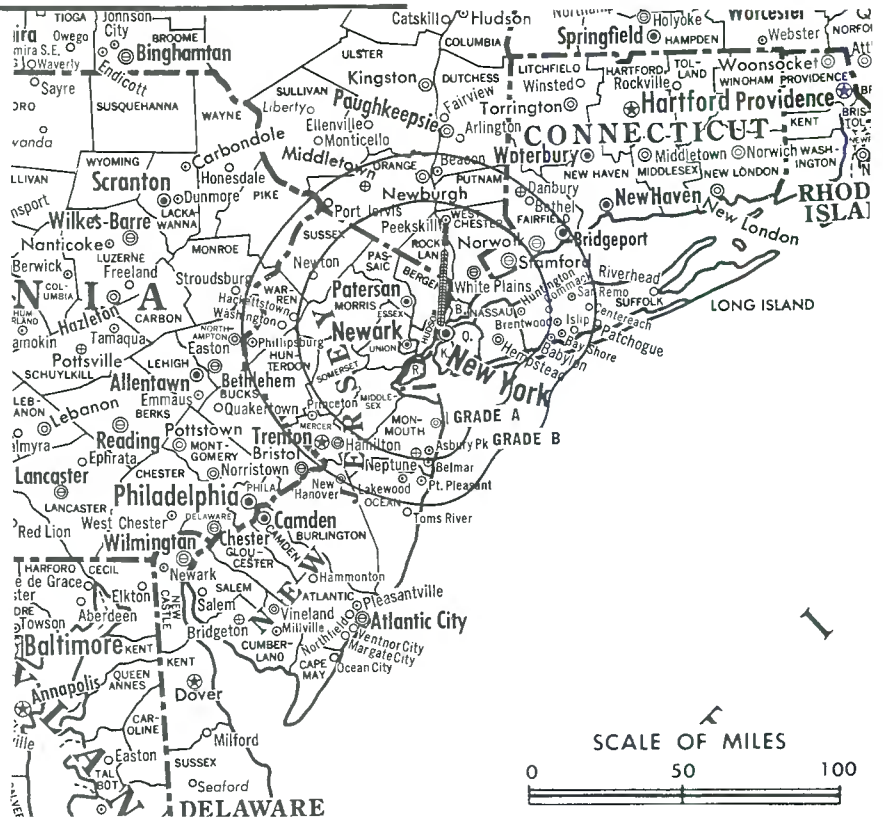
WXTV
Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2190-kw max. & 1020-kw horizontal visual, 438-kw max. & 204-kw horizontal aural. Antenna: 890-ft. above av. terrain, 955-ft. above ground, 968-ft. above sea level.
Latitude 40° 42' 22"
Longitude 74° 00' 28"

Requests CP for change to 1612-kw max. & 291-kw horizontal visual, 322-kw max. & 58.2-kw horizontal aural, 1468-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Bldg., World Trade Center, New York City. BPCT-4483.

Transmitter: 70 Pine St., New York, N.Y.

TV tape: Recording facilities.
Color: Live, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.
ARB Data: Not available.



WXTV Ref: FCC File No. BMPCT-6719 Granted 1/29/68

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WXTV

Licensee: Trans-Tel Corp., 250 Park Ave., New York, N.Y. (10017).
Studio: 641 Main St., Paterson, N.J. (07503).
Telephone: 212-986-8885.
Ownership: Herbert Scheftel, chmn., 20.655% James M. Jacobson, vice chmn., 20.655%; Edward J. DeGray, pres., 2.55%; Reynold V. Anselmo, exec. v.p., 10%; Jack R. Crosby, v.p., 5%; Emanuel Dannett, secy., 2.295%; Emilio Azcarraga, 20%; Fouce Amusement Enterprises Inc. & Fred Lieberman, 5% each; Julian M. Kaufman, 4%; Edward J. Roth, 2.55%; Robert K. Straus, 2.295%. For other Scheftel interests, see WICS, Springfield, Ill. Azcarraga, Anselmo, Kaufman & Fouce Enterprises are principals in KMEX-TV, Los Angeles and KWEX-TV, San Antonio. For other Crosby interests, see CATV Group Ownership.
Began Operation: Aug. 4, 1968.

Represented (sales) by Spanish International Network Inc.
Represented (legal) by McKenna, Wilkinson & Kittner.
Represented (engineering) by Jules Cohen & Associates.
Personnel:
EDWARD J. DeGRAY, president & treasurer.
LEANDRO BLANCO, program director.

DIGEST OF RATE CARD NO. 7 (April 12, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Zone I—7-10:30 p.m., Mon.-Fri.; 7:30-10 p.m., Sun.	\$1700	\$1020	\$680	\$570	\$425	\$260

New York—Plattsburgh



WPTZ

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"
Longitude 73° 40' 29"

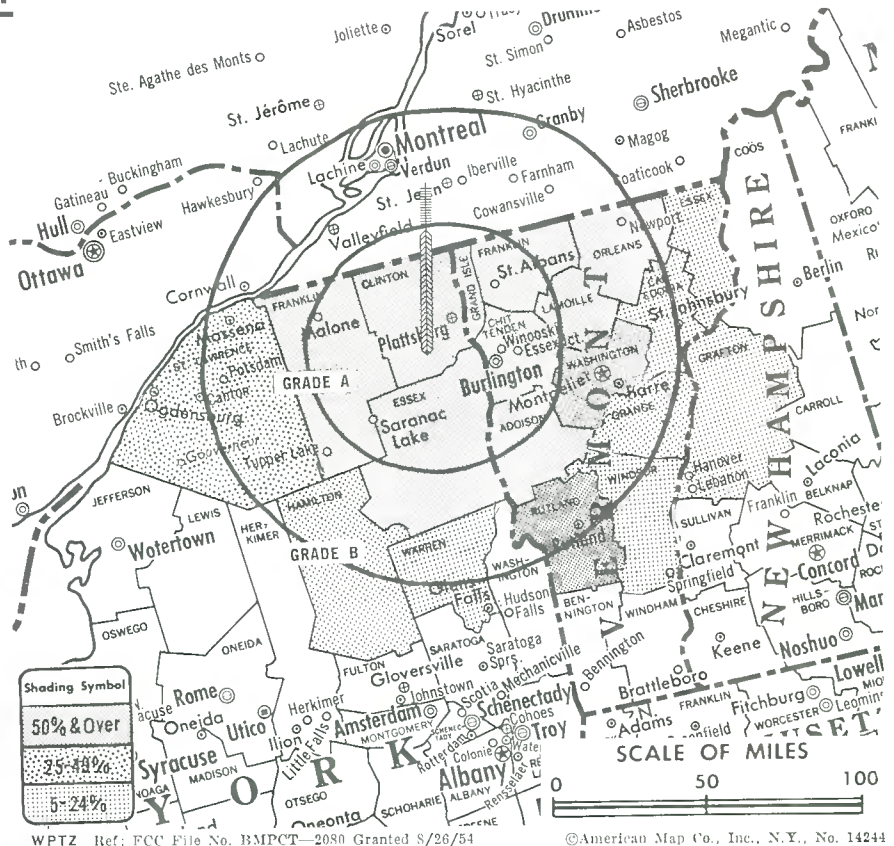
Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y. (12902).

Telephones: 518-561-5555 & 802-862-8817.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WPTZ Ref: FCC File No. B1MPCT-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.; R. Randall Rollins Sr., exec. v.p. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV-AM-FM, Charleston, W. Va. and radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; KDAY, Santa Monica and owns Rollins Outdoor Advertising, Orkin Exterminating Co., Dvoskin Inc., Rollins Services, Dettelbach Pesticide Corp., 90% of Dettelbach Chemical 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 Smith & Pepper.

Personnel:

JAMES C. RODDEY, group vice president, media.
W. P. EATON JR., general manager & national sales manager.
ROBERT CONNELLY, local & regional sales manager.
FRED DELANEY, operations manager.
LINCOLN DIXON, chief engineer.

DIGEST OF RATE CARD NO. 16A—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$550.00 \$300.00 \$200.00 \$175.00 \$90.00 \$90.00 \$45.00
NETWORK BASE HOURLY RATE: \$550 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK				
		Clinton	19,200	18,700	97
		Essex	10,800	10,400	96
		Franklin	12,800	12,100	95
	VERMONT				
		Addison	6,900	6,600	95
	Chittenden	29,200	28,300	97	
	Franklin	9,600	9,400	98	
	Grand Isle	1,100	1,100	98	
	Lamoille	4,100	4,000	97	
	Orleans	6,100	5,900	97	
	Rutland	16,400	15,700	95	
	Washington	14,800	14,300	97	
Between 25-49%	NEW YORK				
		St Lawrence	31,000	29,800	96
Between 5-24%	NEW HAMPSHIRE				
		Grafton	16,700	15,800	94
	NEW YORK				
		Hamilton	1,600	1,500	94
		Warren	15,700	15,000	95
	VERMONT				
		Caledonia	7,300	7,000	96
		Essex	1,600	1,600	97
	Orange	5,400	5,100	95	
	Windsor	14,700	13,900	95	
Station Totals			225,000	216,200	96
Net Weekly Circulation (1970-71)					117,100
Average Daily Circulation (1970-71)					81,500
(Station also received in Canadian markets)					

New York—Rochester



WHEC-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

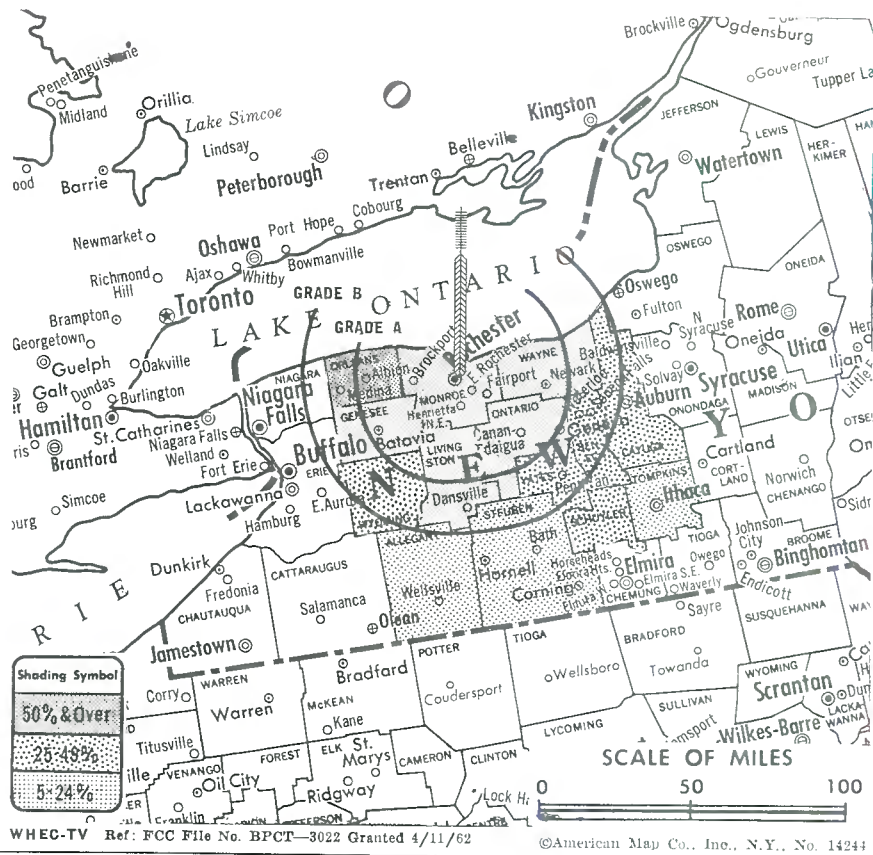
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Lohnes & Culver.

Studio: 191 East Ave.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WHEC-TV

Licensee: WHEC Inc., 191 East Ave., Rochester (14604).

Telephone: 716-546-5670. TWX No.: 716-235-8699.

Ownership: Gannett Co. Inc., 100%. Paul Miller, chmn., 0.394%; Allen H. Neuharth, pres., 0.297%; John E. Heselden, v.p., 0.221%; Frank E. Gannett Newspaper Foundation Inc., 34.6%; more than fifty others, none with as much as 5%. WHEC Inc. officers: C. Glover DeLaney, pres. & gen. mgr. The Gannett Co. owns a chain of New York 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; Plainfield (N.J.) Courier News; Camden (N.J.) Courier Post; Titusville (Fla.) Star Advocate; Cocoa (Fla.) Today & Tribune; Pensacola (Fla.) Journal and News; San Bernardino (Cal.) Sun and Evening Telegram; Rockford (Ill.) Morning Star and Register-Republican; Melbourne (Fla.) Times; Port Huron (Mich.) Times Herald; Honolulu Star Bulletin and Advertiser; Huntington (W. Va.) Herald Dispatch and Advertiser; Dickinson (N.D.) Press; Pacific Daily News and Dateline (Guam); also owns radios WDAN and WDAN-FM, Danville, Ill.

Began Operation: Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

C. GLOVER DeLANEY, president & general manager.
ALFRED KRONQUEST, sales manager.
JOHN F. DECKER, station manager.
HOWARD HUFF, technical administrator.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.
\$900.00 \$540.00 \$360.00 Graded rates apply*

*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	18,000	17,500	97
	Livingston	15,700	15,100	96
	Monroe	228,700	222,100	97
	Ontario	24,600	23,900	97
	Orleans	11,600	11,100	96
Between 25-49%	NEW YORK			
	Cayuga	23,400	22,300	95
	Schuyler	5,300	5,000	94
	Seneca	10,000	9,800	98
	Wyoming	10,700	10,500	98
Between 5-24%	NEW YORK			
	Allegany	13,900	13,100	94
	Steuben	30,700	29,200	95
	Tompkins	23,500	21,200	90
Station Totals		446,800	430,300	96
Net Weekly Circulation (1970-71)				311,300
Average Daily Circulation (1970-71)				212,600
(Station also received in Canadian markets)				

New York—Rochester



WOKR

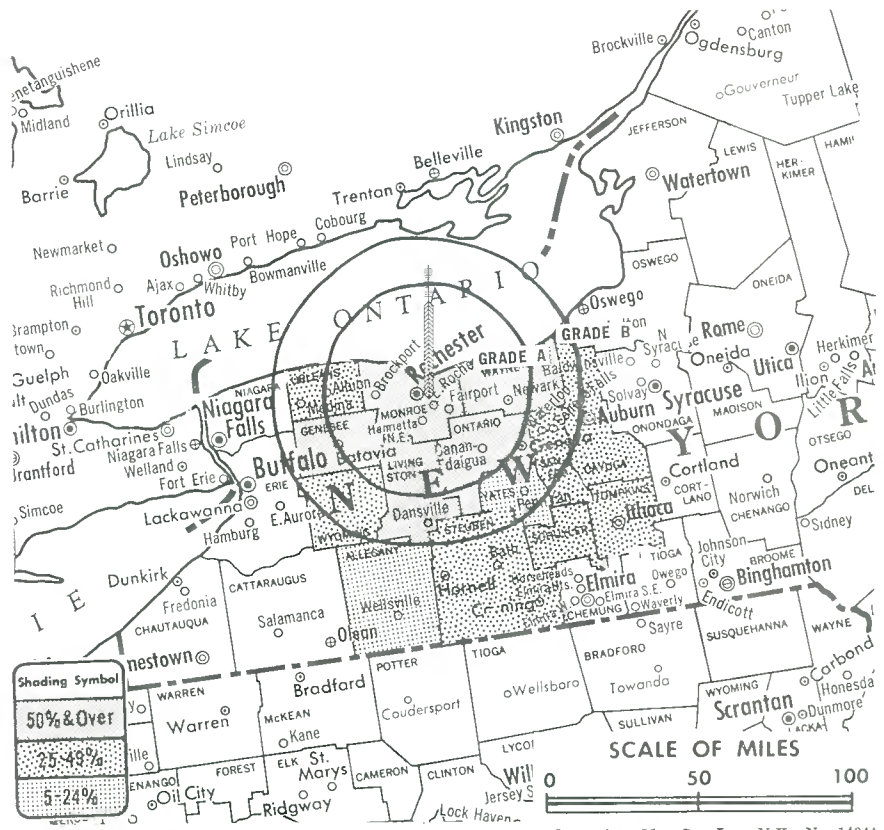


Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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' 03"

Transmitter: Pinnacle Hill, Brighton.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.
News Film Service: ABC.



Total Households: 27 MSL
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

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WOKR

Licensee: Flower City Television Corp., 4225 W. Henrietta Rd., Henrietta, N.Y. (14623).

Studio: 4225 W. Henrietta Rd.

Telephone: 716-334-8700.

Ownership: Flower City Television Corp. J. P. Wilmot, chmn.; John L. Wehle, pres.; Richard Alden, Gordon Auchincloss, Alfred Boylan, Mildred Boylan, Donald Clapp, John Dunn, Manuel Goldman, William Hoot, Frederick Huberlie, Dr. Nathaniel Hurst, Ray Hylan, estate of George Kelly, G. Bennett Larson, James Mangan, estate of Paul McNamara, A. Elmer Raithel, Howard Samuels, Otto Shults, Harper Sibley Jr., Mrs. Beatrice Epstein, Mrs. Harper Sibley, Charles Wadhams, Mrs. John Wehle, Robert Wehle, Gerald Wilmot, Harold Yanowitch, estate of K. C. Townson, estate of Howard Woods, Mrs. Donald Clapp, Sandra Lee Rueckwald.

Began Operation: Sept. 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (Television Digest, Vol. 7:32). Flower City began operation after March 1, 1970.

Represented (sales) by Blair TV; Paul Mulvihill & Co. Ltd.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

G. BENNETT LARSON, exec. v.p. & general manager.
FRANK DIPROSA, general sales manager.
GEORGE DRISCOLL, v.p. & engineering manager.
JERRY CARR, program director.
LEWIS CASTER, comptroller.
MATT RINALDI, promotion manager.
GERRY WALKER, director, public affairs.

DIGEST OF RATE CARD NO. 13
(Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.	\$900	\$610	\$400	\$300	\$350*	\$300*
Class AA—8-10:30 p.m., Mon.-Sat.; 8-11 p.m., Sun.						\$200

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Genesee	18,000	17,500	97
	Livingston	15,700	15,100	96
	Monroe	228,700	222,100	97
	Ontario	24,600	23,900	97
	Wayne	24,500	23,600	96
Between 25-49%	NEW YORK			
	Cayuga	23,400	22,300	95
	Orleans	11,600	11,100	96
	Schuyler	5,300	5,000	94
	Seneca	10,000	9,800	98
	Steuben	30,700	29,200	95
Between 5-24%	NEW YORK			
	Allegany	13,900	13,100	94
	Yates	6,200	5,900	95
Station Totals		446,800	430,300	96
Net Weekly Circulation (1970-71)			309,100	
Average Daily Circulation (1970-71)			186,200	

(Station also received in Canadian markets)

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Coincidental Surveys provide you
With current information for
Important decisions.**

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New York—Rochester



WROC-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

TV tape: Recording facilities.

AM Affiliate: WROC, 5-kw, 1280 kHz (NBC).

FM Affiliate: WROC-FM, 18-kw, 97.9 MHz (No. 250), 399-ft. antenna height.

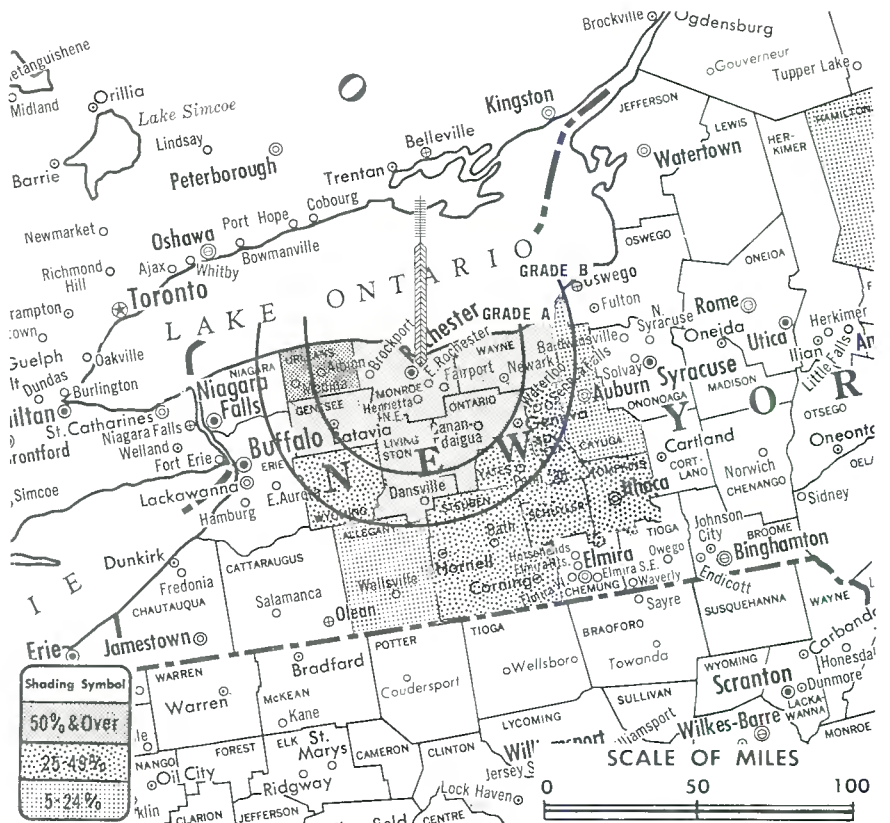
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

*Total Households: (C) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau
County coverage based on ARB study (see page 1-b).



WROC-TV Ref: FCC File No. BPC7-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, Kenehan & Hildreth.

Personnel:

- ERVIN F. LYKE, vice president & managing director.
- F. CHASE TAYLOR JR., program director & asst. gen. manager.
- A. RICHARD TRAPP, national sales manager.
- ART MURRELLWRIGHT, local sales manager.
- ELLEN HOWE, promotion manager.
- TOM DECKER, news director.
- GERALD EVANS, chief engineer.

DIGEST OF RATE CARD NO. 8—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.
\$1000.00 \$600.00 \$400.00 \$250.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$1000.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK				
		Genesee	18,000	17,500	97
		Livingston	15,700	15,100	96
		Monroe	228,700	222,100	97
		Ontario	24,600	23,900	97
		Orleans	11,600	11,100	96
	Wayne	24,500	23,600	96	
Between 25-49%	NEW YORK				
		Schuyler	5,300	5,000	94
		Seneca	10,000	9,800	98
		Steuben	30,700	29,200	95
		Tompkins	23,500	21,200	90
Between 5-24%	NEW YORK				
		Allegany	13,900	13,100	94
		Cayuga	23,400	22,300	95
	Hamilton	1,600	1,500	94	
Station Totals			448,400	431,800	96
Net Weekly Circulation (1970-71)				317,200	
Average Daily Circulation (1970-71)				210,500	
(Station also received in Canadian markets)					

For Group Ownership
See Services Volume

New York—Syracuse



WHEN-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

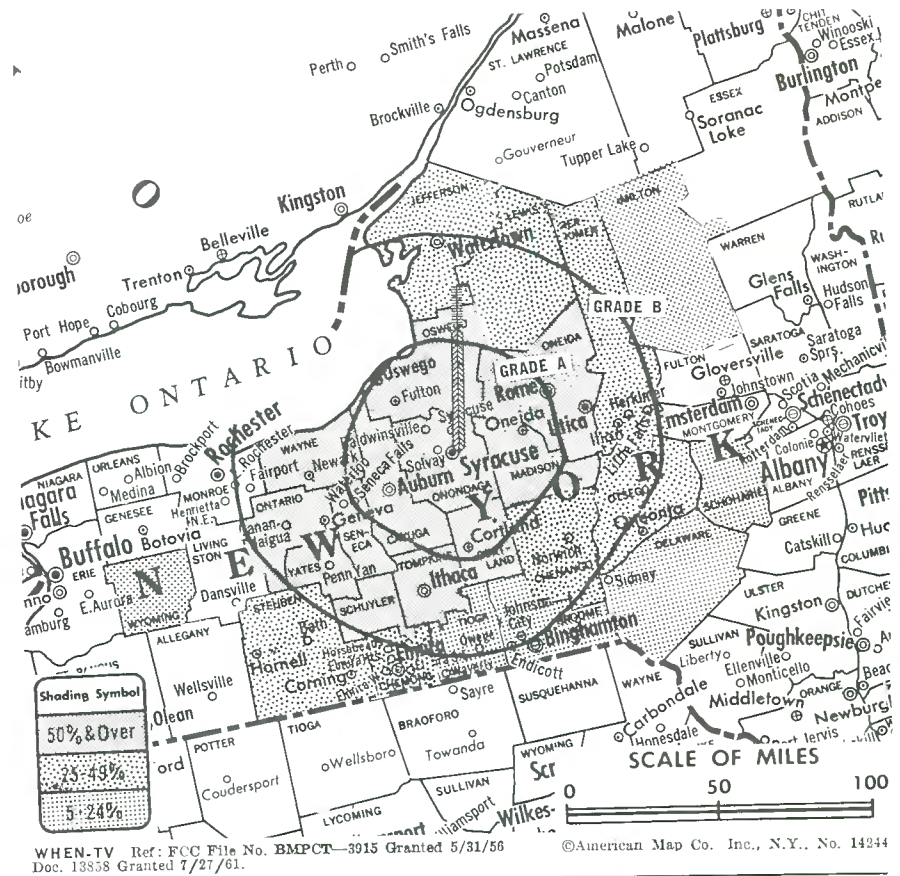
TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TXW No.: 710-541-0443.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WHEN-TV Ref: FCC File No. BNPCT-3915 Granted 5/31/56
Doc. 13858 Granted 7/27/61.

©American Map Co. Inc., N.Y., No. 14244

WHEN-TV

Licensee: Meredith Corp., 980 James St. (13203).

Office & Studio: 980 James St. (13203).

Telephone: 315-474-8511; N.Y.C. tie line, 212-966-2422.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Meredith Broadcasting Div. officers: James Conley, corp. v.p. & gen. mgr., Broadcasting Div.: 1345 Sixth Ave., New York, N.Y. (10019). Phone: 212-757-1400. Same interests own radio WHEN, Syracuse; WOW-TV, WOW & KFMX (FM), Omaha, Neb.; KCMO-TV, KCMO & KFUM (FM), Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.

Began Operation: Dec. 1, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

PAUL ADANTI, vice president & general manager.
LAWRENCE RHODES, station manager.
BRIAN BYRNES, national sales manager.
THOMAS KAVANAUGH, program manager.
ARTHUR GOODWIN, news & public affairs director.
ALBERT H. CHISMAR, director of engineering.

DIGEST OF RATE CARD NO. A29—(July 5, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1100.00					

Graded rates apply*

*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1100.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK				
		Cayuga	23,400	22,300	95
		Cortland	14,000	13,500	96
		Madison	18,400	17,800	97
		Oneida East	56,000	54,300	97
		Oneida West	27,400	26,500	97
		Onondaga	148,200	144,200	97
		Ontario	24,600	23,900	97
		Oswego	29,700	28,800	97
		Schuyler	5,300	5,000	94
		Seneca	10,000	9,800	98
		Tompkins	23,500	21,200	90
		Wayne	24,500	23,600	96
	Yates	6,200	5,900	95	
Between 25-49%	NEW YORK				
		Chemung	31,500	30,100	95
		Chenango	14,000	13,400	96
		Herkimer	21,700	20,900	96
		Jefferson	28,300	27,400	97
		Lewis	6,800	6,500	96
Between 5-24%	NEW YORK				
		Otsego	17,200	16,200	94
		Steuben	30,700	29,200	95
		Broome	69,500	67,400	97
		Delaware	14,300	13,300	93
		Hamilton	1,600	1,500	94
	Schoharie	7,300	6,900	95	
	Tioga	13,300	12,800	96	
	Wyoming	10,700	10,500	98	
Station Totals			678,100	652,900	96
Net Weekly Circulation (1970-71)					445,700
Average Daily Circulation (1970-71)					295,400

New York—Syracuse



WNYS-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

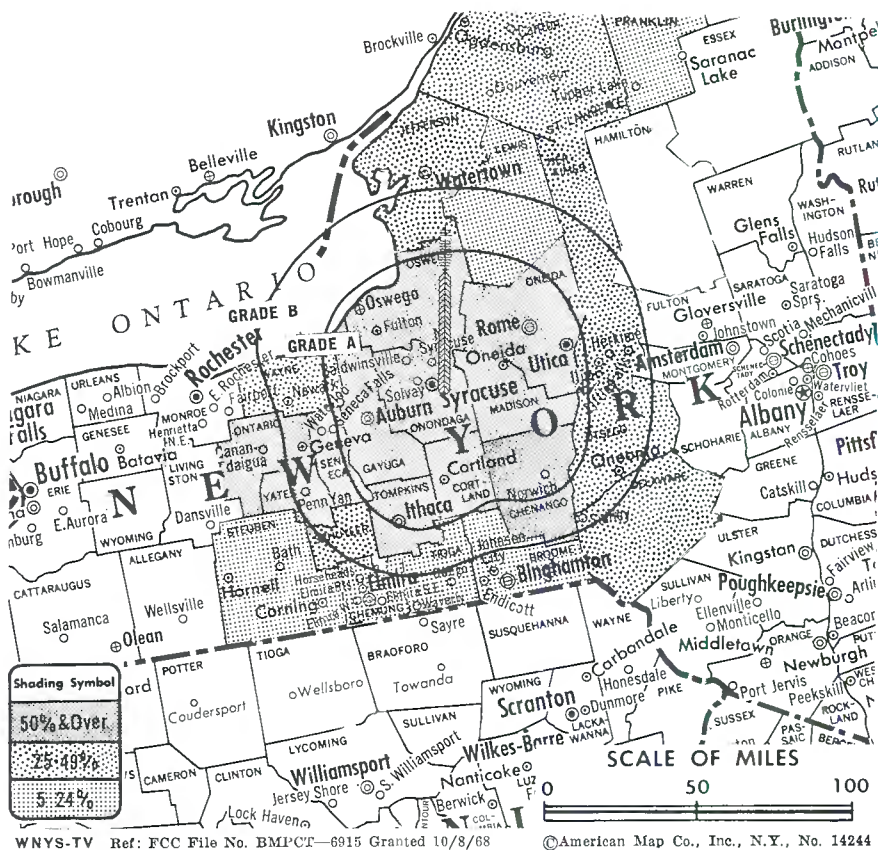
Latitude 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WNYS-TV

Licensee: W.R.G. Baker TV Corp., P.O. Box 9, Syracuse (13214).

Studio: Shoppingtown, Syracuse (13214).

Telephone: 315-446-4780.

TWX No.: 710-541-0565.

Ownership: W.R.G. Baker Inc. (T. Frank Dolan Jr., chmn.; Leonard P. Market, pres.), 40%; Syracuse Television Inc., 20%; Six Nations Television Corp., 20%; Onondaga Bcstg. Inc., 18%; Salt City Bcstg. Corp., 2%. The Outlet Co. owns 50% of Salt City Bcstg. For other Outlet interests, see WJAR-TV, Providence, R.I. Note: Transfer of control to Outlet Co. pends (Television Digest, Vol. 11:20).

Began Operation: Sept. 9, 1962 as joint operation by ten applicants for the channel. Assignment of CP granted by FCC to present owner, a merger of five applicants, May 24, 1968.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN E. McARDLE, vice president & general manager.

JESS A. SPIER, general sales manager.

JOHN A. CARROLL, chief engineer.

DIGEST OF RATE CARD NO. 12 REV.—(Jan. 10, 1972)

Hour 30 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-11 p.m., daily.

\$1100.00 \$660.00 \$220.00 Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
	Cayuga	23,400	22,300	95
	Chenango	14,000	13,400	96
	Cortland	14,000	13,500	96
	Madison	18,400	17,800	97
50% & Over	Oneida East	56,000	54,300	97
	Oneida West	27,400	26,500	97
	Onondaga	148,200	144,200	97
	Ontario	24,600	23,900	97
	Oswego	29,700	28,800	97
	Seneca	10,000	9,800	98
	Tompkins	23,500	21,200	90
	Yates	6,200	5,900	95
NEW YORK				
Between 25-49%	Delaware	14,300	13,300	93
	Herkimer	21,700	20,900	96
	Jefferson	28,300	27,400	97
	Otsego	17,200	16,200	94
	St. Lawrence	31,000	29,800	96
	Schuyler	5,300	5,000	94
	Wayne	24,500	23,600	96
NEW YORK				
Between 5-24%	Broome	69,500	67,400	97
	Chemung	31,500	30,100	95
	Franklin	12,800	12,100	95
	Lewis	6,800	6,500	96
	Steuben	30,700	29,200	95
	Tioga	13,300	12,800	96
Station Totals		702,300	675,900	96
Net Weekly Circulation (1970-71)				385,100
Average Daily Circulation (1970-71)				220,700

New York—Syracuse



WSYR-TV



Ch. 3

[Also operates satellite WSYE-TV, Elmira, N.Y.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

TV tape: Recording facilities.

AM Affiliate WSYR, 5-kw, 570 kHz (NBC). FM Affiliate: WSYR-FM, 100-kw, 94.5 MHz (No. 233), 650-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

ARB Data: Does not include WSYE-TV, Elmira, N.Y.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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

Studio: 1030 James St. (13203).

Telephone: 315-474-3911. 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 & is buying remaining 50%. 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, Righter & 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 V. ROTHNUM, vice president.
- WILLIAM R. ALFORD JR., director of sales.
- LOUIS B. SWITZER, promotion director.
- ROBERT P. WINN, assistant treasurer.
- ALBERT J. EICHOLZER, chief engineer.
- E. JAMES McDONALD, program manager & film buyer.

DIGEST OF RATE CARD NO. 27—(Sept. 14, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1500.00	\$850.00	\$570.00	\$450.00*	\$400.00*	\$200.00*

*A1.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEW YORK				
	Cayuga	23,400	22,300	95
	Chenango	14,000	13,400	96
	Cortland	14,000	13,500	96
	Jefferson	28,300	27,400	97
	Lewis	6,800	6,500	96
	Madison	18,400	17,800	97
	Oneida East	56,000	54,300	97
50% & Over	Oneida West	27,400	26,500	97
	Onondaga	148,200	144,200	97
	Ontario	24,600	23,900	97
	Oswego	29,700	28,800	97
	Schuyler	5,300	5,000	94
	Seneca	10,000	9,800	98
	Tompkins	23,500	21,200	90
	Wayne	24,500	23,600	96
	Yates	6,200	5,900	95
NEW YORK				
Between	Chemung	31,500	30,100	95
25-49%	Herkimer	21,700	20,900	96
	Steuben	30,700	29,200	95
NEW YORK				
Between	Broome	69,500	67,400	97
5-24%	Delaware	14,300	13,300	93

(Continued on page 559-b)

Station Totals	696,500	670,400	96
Net Weekly Circulation (1970-71)			416,000
Average Daily Circulation (1970-71)			271,000

New York—Utica



WKTV
Ch. 2



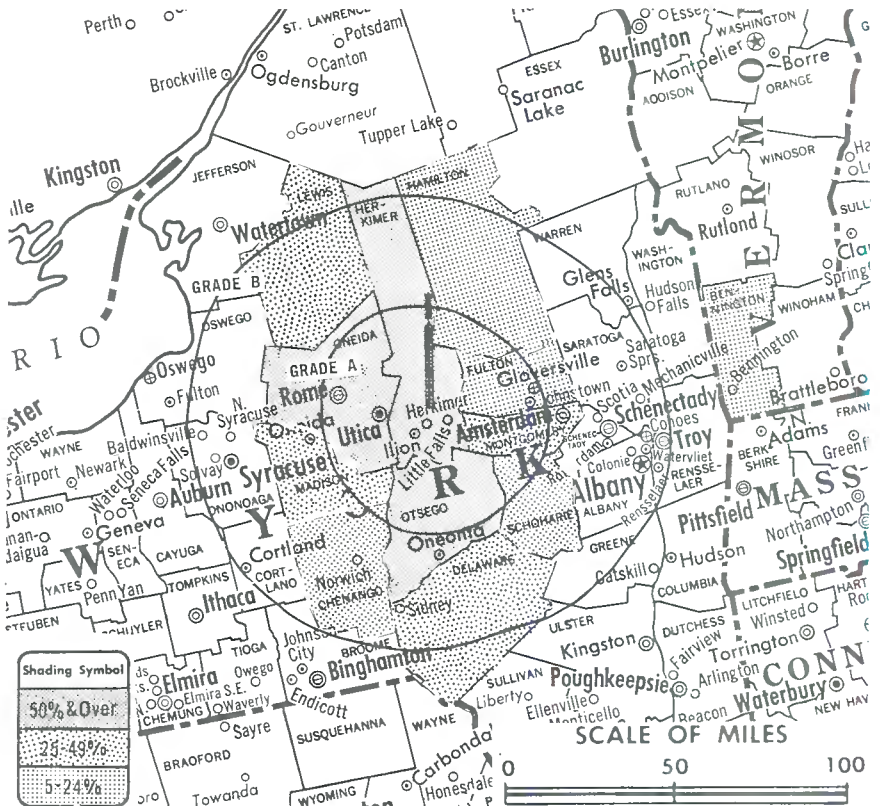
Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"
Longitude 74° 56' 27"

Transmitter: Near Middleville, N.Y.
Color: Network, live, film, slide & tape.

News Wire Service AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKTV Ref: FCC File No. BMPCT-5218 Granted 11/10/58

©American Map Co., Inc., N.Y., No. 14244

WKTV

Network Service: 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, Poland Spring, Me. and Central N.Y. Cable TV Inc. 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.; Stephens & Towndrow Co. 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.
CARL EGOLF, chief engineer.
FRANK GUZZETTI, film buyer.

DIGEST OF RATE CARD NO. 11
(Aug. 1, 1969)

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 \$147.00 \$150.00* \$135.00* \$75.00*

*Class AAA—5-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Herkimer	21,700	20,900	96
	Oneida East	56,000	54,300	97
	Oneida West	27,400	26,500	97
	Otsego	17,200	16,200	94
Between 25-49%	NEW YORK			
	Delaware	14,300	13,300	93
	Lewis	6,800	6,500	96
	Madison	18,400	17,800	97
	Montgomery	19,300	18,500	96
Between 5-24%	NEW YORK			
	Chenango	14,000	13,400	96
	Fulton	18,000	17,300	96
	Hamilton	1,600	1,500	94
	Schoharie	7,300	6,900	95
	VERMONT			
	Bennington	9,700	9,300	95
Station Totals		231,700	222,400	96
Net Weekly Circulation (1970-71)			138,900	
Average Daily Circulation (1970-71)			92,100	

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WBEN-TV
Buffalo
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cameron	2,400	2,300	97
	Mc Kean	16,600	15,700	95
	Potter	5,400	5,100	94
	Warren	14,200	13,200	93
Between 25-49%	NEW YORK			
	Livingston	15,700	15,100	96
	Steuben	30,700	29,200	95
Between 5-24%	PENNSYLVANIA			
	Elk	10,900	10,500	96
	Forest	1,600	1,600	97
	Tioga	11,800	11,000	93

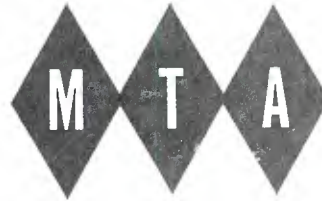
WABC-TV, New York
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Lehigh	85,400	82,800	97
	Monroe	15,100	14,500	96
	Pike	4,300	4,000	93
	Wayne	9,200	8,500	93
Between 5-24%	CONNECTICUT			
	Litchfield	47,700	46,100	97
	NEW YORK			
	Delaware	14,300	13,300	93
	PENNSYLVANIA			
	Bucks	122,200	119,800	98
	Carbon	17,200	16,600	96
Montour	4,200	3,900	94	
Northampton	68,500	66,100	97	

New York

WSYR-TV
Syracuse
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW YORK—(Continued)			
	Hamilton	1,600	1,500	94
	Otsego	17,200	16,200	94
	St Lawrence	31,000	29,800	96
	Tioga	13,300	12,800	96
	PENNSYLVANIA			
	Potter	5,400	5,100	94



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New York—Utica



WUTR

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 813-kw max. & 826-kw horizontal visual, 137.4-kw max. & 123-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

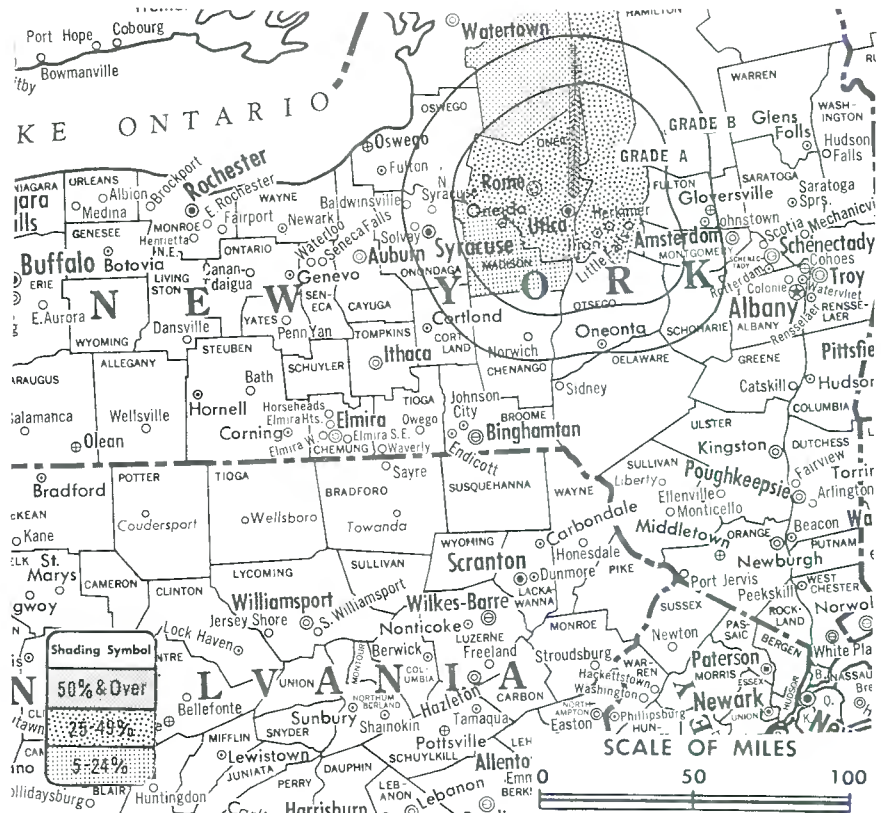
Latitude 43° 08' 43"
Longitude 75° 10' 35"

Transmitter: Atop Smith Hill, approx. 2-mi. NE of city limits.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WUTR Ref: FCC File No. BPC-3977 Granted 10/9/68

© American Map Co., Inc., N.Y., No. 14244

WUTR

Network Service: ABC.

Licensee: Roy H. Park Bcstg. of Utica-Rome Inc., P.O. Box 20, Utica, N.Y. (13503).

Studio: Smith Hill, Deerfield.

Telephone: 315-797-5220.

Ownership: Roy H. Park Bcstg. of Utica-Rome Inc. For other Park Bcstg. interests, see WNCT, Greenville, N.C.

Began Operation: Feb. 28, 1970.

Represented (sales) by Blair Television.

Represented (legal) by Midlen & Reddy.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

FLOYD L. ECKERSON, exec. v.p., general manager & sales manager.

GERALD DEVINE, chief engineer.

HOYLE BROOME JR., v.p., operations.

DIGEST OF RATE CARD NO. 1A—(Feb. 28, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class A—7:30-10:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$90.00	\$80.00	\$70.00	\$45.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Herkimer	21,700	20,900	96
	Oneida East	56,000	54,300	97
Oneida West	27,400	26,500	97	
Between 5-24%	NEW YORK			
	Lewis	6,800	6,500	96
	Madison	18,400	17,800	97
Station Totals		130,300	126,000	97
Net Weekly Circulation (1970-71)				44,800
Average Daily Circulation (1970-71)				21,400

New York—Carthage-Watertown



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 178-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"

Requests CP for change to 316-kw visual, 47-kw aural. BPCT-4508.

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kHz (CBS).

News Wire Service: AP, UPI

News Film Service: CBS.

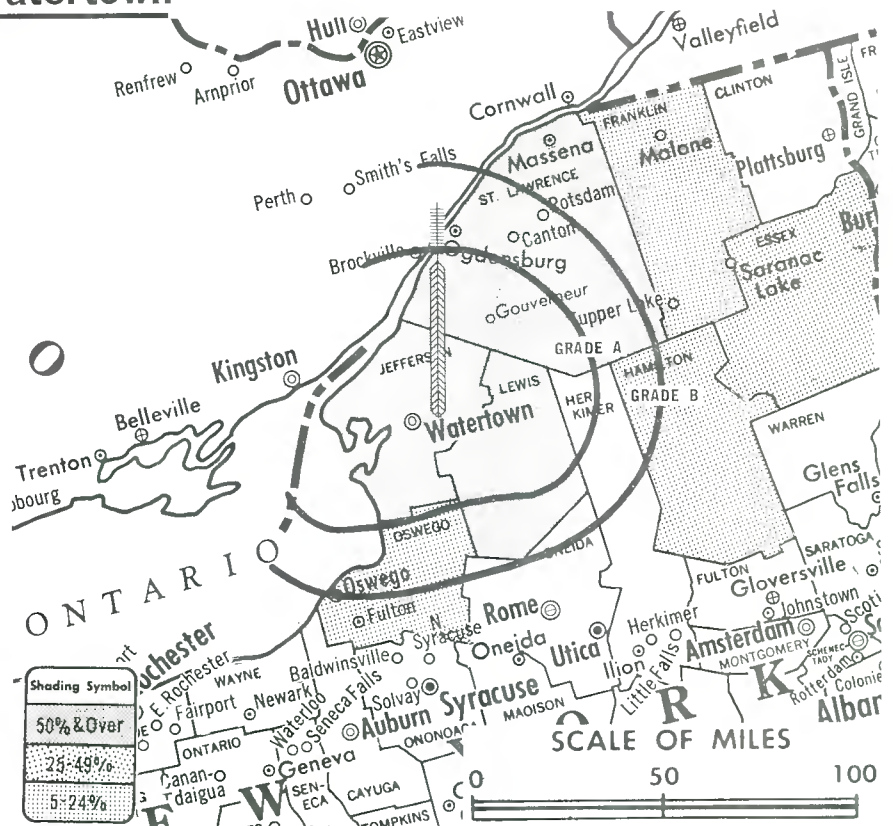
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



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, NBC.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y. (13601).

Studio: 120 Arcade St., Watertown (13601).

Telephone: 315-788-3800, Watertown.

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 Avery-Knodel Inc. (U.S.); Andy McDermott (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Cohen & Dippell.

Personnel:

TONY C. MALARA, manager of broadcasting.

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.

MICHAEL R. YONKOVIG, director of engineering.

DONALD C. MOREHOUSE, chief engineer.

DIGEST OF RATE CARD NO. 11

(May 31, 1971)

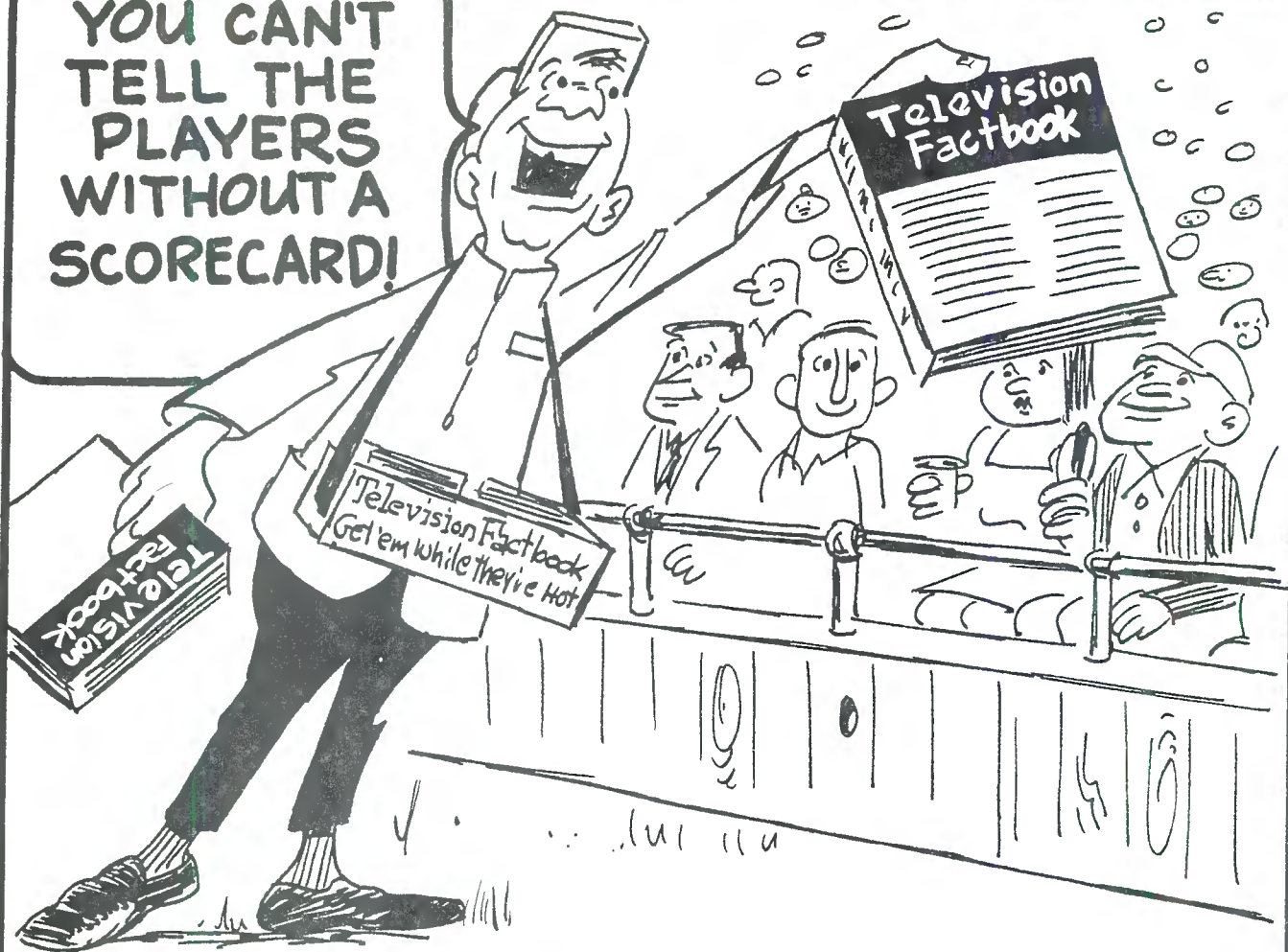
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$475	\$255	\$170	\$106	\$100*	\$90*
Class AA—6-9:30 p.m., Mon.-Fri.; 7-9:30 p.m., Sat.-Sun.						\$55

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	28,300	27,400	97
	Lewis	6,800	6,500	96
	St Lawrence	31,000	29,800	96
Between 5-24%	NEW YORK			
	Essex	10,800	10,400	96
	Franklin	12,800	12,100	95
	Hamilton	1,600	1,500	94
	Oswego	29,700	28,800	97
Station Totals		121,000	116,500	96
Net Weekly Circulation (1970-71)				68,300
Average Daily Circulation (1970-71)				53,400

(Station also received in Canadian markets)

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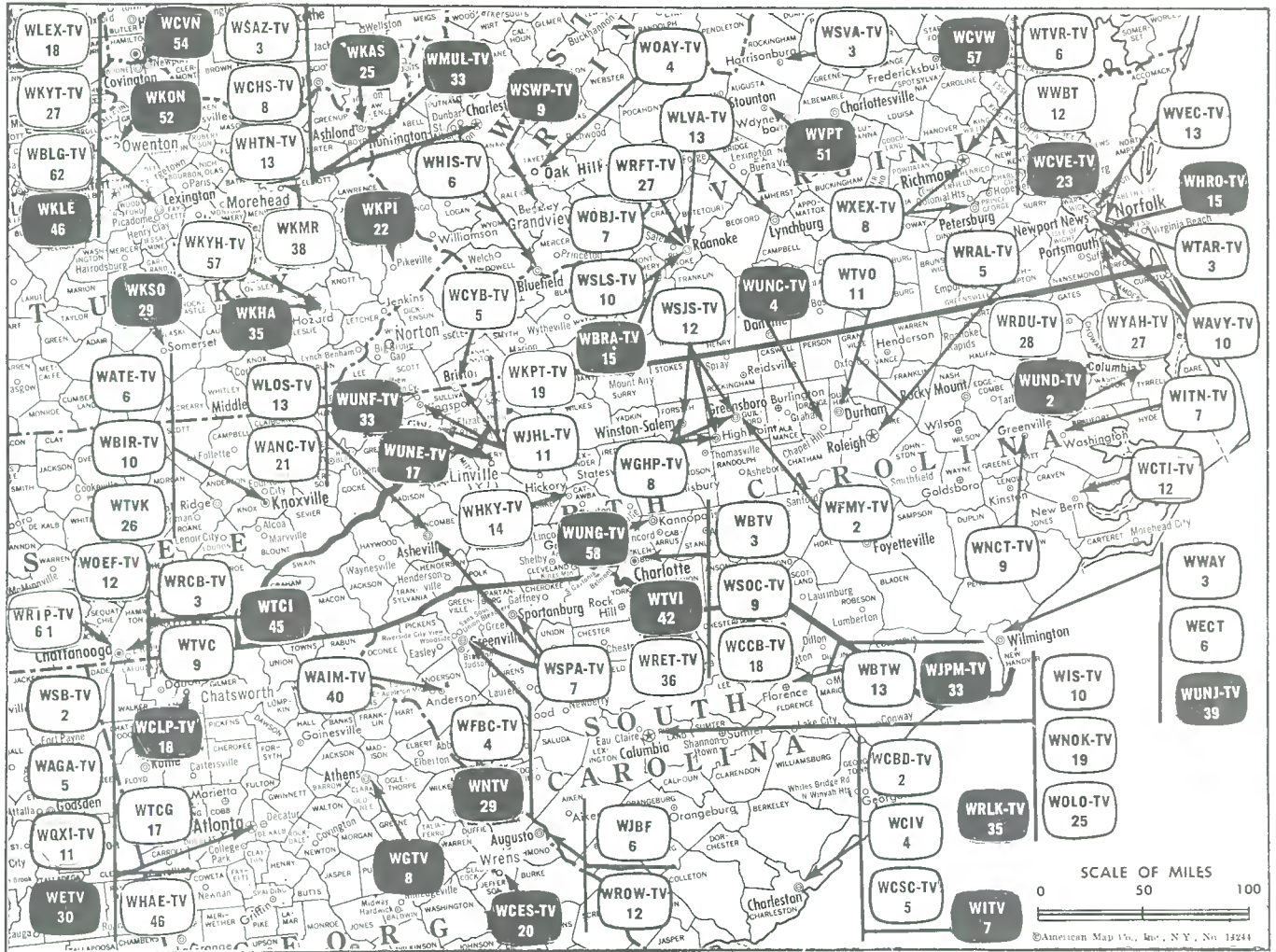
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North Carolina



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Charlotte	530,000	31	449,700	33
Greenville-Spartanburg-Asheville	483,900	36	405,200	39
Greensboro-Winston Salem-High Point	465,500	41	351,000	48
Raleigh-Durham	411,900	49	272,400	65
Greenville-New Bern-Washington	250,500	81	218,300	78
Wilimngton	214,000	95	97,600	139
Hickory	6,500	222	*	*

North Carolina Station Status as of March 15, 1972

	VHF	UHF	TOTAL
☐ Commercial Television Stations	12	5	17
● Educational Television Stations	2	5	7
			24

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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.)

WRDU-TV & WTVD, Durham

(See Raleigh, N.C.)

WGHP-TV, Greensboro

(See Winston-Salem, N.C.)

WITN & WTCI-TV, Greenville

(See Washington & New Bern, N.C.)

WGHP-TV, High Point

(See Greensboro, N.C.)

WNCT-TV & WCTI-TV, Washington

(See Greenville & New Bern, N.C.)

WFMY-TV, WGHP-TV & WSJS-TV Winston-Salem

(See Greensboro, N.C.)

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 MHz). Authorized power: 80-kw max. & 3.63-kw horizontal 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 MHz). 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 MHz). 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

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 2 (54-60 MHz). 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 MHz). Authorized power: 550-kw max. & 191-kw horizontal visual, 85-kw max. & 29-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1305-ft. above ground, 2049-ft. above sea level.

Latitude	35°	15'	05.74"
Longitude	80°	41'	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 MHz). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 265-ft. above ground, 4865-ft. above sea level.

Latitude	36°	03'	47"
Longitude	81°	50'	33"

WUNJ-TV

Wilmington

Ch. 39

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 646-kw max. & 525-kw horizontal visual, 126-kw max. & 105-kw horizontal aural. Antenna: 930-ft. above av. terrain, 963-ft. above ground, 999-ft. above sea level.

Latitude	34°	19'	16.2"
Longitude	78°	13'	42.5"

North Carolina—Asheville

WANC-TV
Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 17.2-kw max. & 12.36-kw horizontal visual, 1.74-kw max. & 1.49-kw horizontal aural. Antenna: 423-ft. above av. terrain, 149-ft. above ground, 2869-ft. above sea level.

Latitude 35° 36' 33.5"
Longitude 82° 32' 11.8"

Transmitter: Sunset Mt.
ARB Data: Not available.



WANC-TV

Licensee: WISE-TV Inc., 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.; CATV system in Asheville.

Began Operation: July 5, 1953.

Represented (legal) by Jorgensen & Resnick.

Represented (engineering) by Cohen & Dippell.

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.						

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BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

North Carolina—Charlotte



WBTB

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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"

Requests change to 1800-ft. above av. terrain, 1863-ft. above ground, 2755-ft. above sea level, lat. 35° 36' 24", long. 81° 02' 16", transmitter to 5.4-mi. N of Denver, adjoining Lake Norman, N.C. BPCT-4168.

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

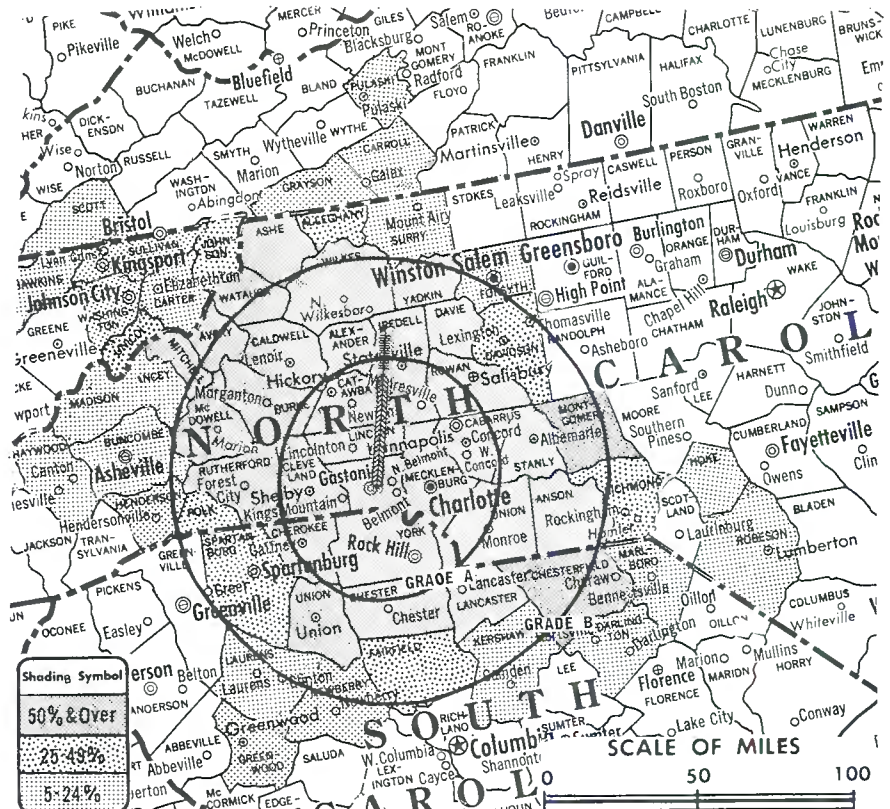
AM Affiliate WBT, 50-kw, 1110 kHz.

FM Affiliate: WBT-FM, 100-kw, 107.9 MHz (No. 300), 950-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBTB Ref: FCC File No. BPCT-805 Granted 12/19/52

© American Map Co., Inc., N.Y., No. 14244

WBTB

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte (28208).

Telephone: 704-374-3500. TWX No.: 810-621-0449.

Studio: One Julian Price Place.

Ownership: Jefferson-Pilot Corp., 100%. Also owns 100% of WWBT (TV), Richmond, Va.; radio WBIG, Greensboro; WBT & FM, Charlotte. Principal Bcstg. officers: Joseph M. Bryan, chmn.; Charles H. Crutchfield, pres.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

CHARLES H. CRUTCHFIELD, president.
WALLACE JORGENSEN, exec. v.p. & managing director.
FRANK F. BATEMAN, v.p., engineering.
J. ROBERT COVINGTON, v.p., research and promotion.
JERRY KING, asst. treasurer & business manager.
LEONARD SOGLIO, general sales manager.
JOHN EDGERTON, program operations manager.
W. H. COGGINS, assistant general sales manager.
JOHN GREENE, news & information manager.
DONALD R. PETTINELLI, promotion manager.
JIM THACKER, sports director.
JOSEPH B. YOUNG, v.p., research & planning.

DIGEST OF RATE CARD NO. 27—(July 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7:30-11:30 p.m., daily.	\$1675	\$1050	\$700	\$500	\$450*	\$450*
					\$450*	\$300*

*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1775.

566-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alexander	6,200	5,900	95
	Anson	7,000	6,500	93
	Ashe	6,300	5,800	91
	Avery	3,800	3,500	91
	Burke	18,000	17,300	96
	Cabarrus	23,900	23,300	97
	Caldwell	17,500	16,800	96
	Catawba	29,200	28,400	97
	Cleveland	22,100	21,200	96
	Davie	6,000	5,600	94
	Gaston	46,200	44,700	97
	Iredell	23,200	22,300	96
	Lincoln	10,400	10,100	97
	Mc Dowell	9,800	9,300	95
	Mecklenburg	114,900	111,400	97
	Mitchell	4,200	3,900	93
	Montgomery	6,000	5,700	95
	Rowan	29,300	28,300	97
	Rutherford	15,400	14,800	96
	Stanly	13,900	13,400	96
	Union	16,400	15,600	95
	Watauga	6,800	6,300	93
	Wilkes	15,500	14,600	94
	Yadkin	8,000	7,600	95
SOUTH CAROLINA				
	Cherokee	11,500	11,000	96
	Chester	8,900	8,400	95
	Chesterfield	9,600	8,900	93
	Lancaster	12,800	12,300	96
	Union	9,100	8,700	96
	York	24,900	23,700	95

Between	State County	Total Households	TV Households	%
25-49%				
	NORTH CAROLINA			
	Alleghany	2,900	2,700	92
	Davidson	30,600	29,400	96
	Polk	3,900	3,600	93
	Richmond	12,300	11,700	95

(Continued on page 571-b)

Station Totals	1,055,400	1,008,200	96
Net Weekly Circulation (1970-71)			530,000
Average Daily Circulation (1970-71)			366,000

North Carolina—Charlotte



WCCB-TV

Ch. 18

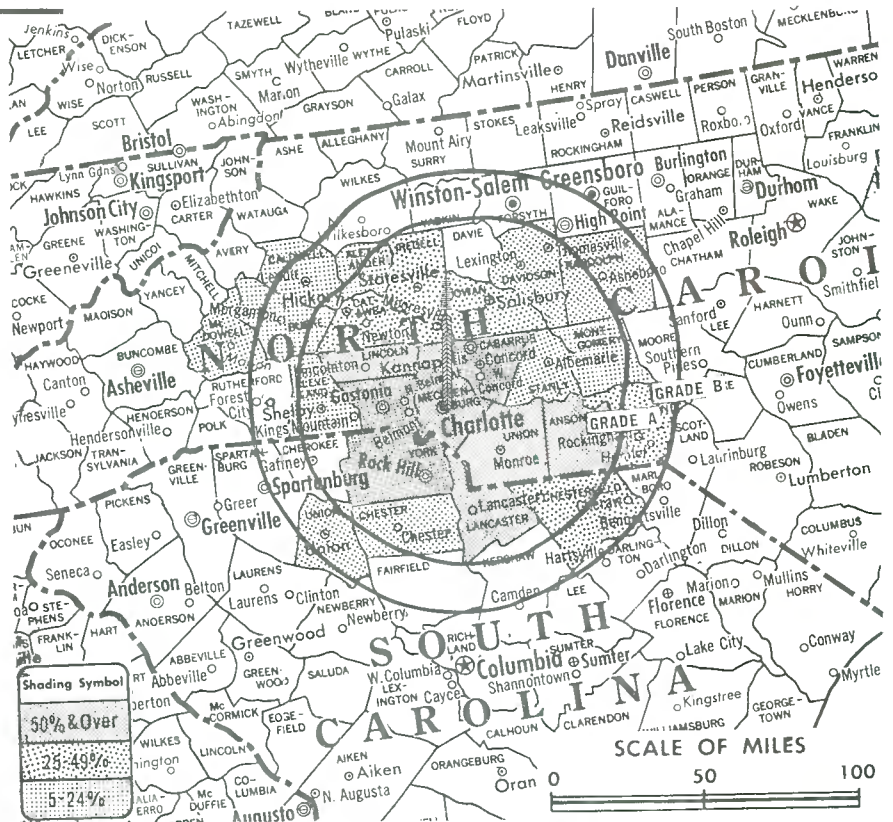
Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. & 518-kw horizontal visual, 500-kw max. & 51.8-kw horizontal aural. Antenna: 1295-ft. above av. terrain, 1249-ft. above ground, 2049-ft. above sea level.

Latitude 35° 15' 56"
Longitude 80° 44' 06"

Transmitter: 1/2 mi. SE of Newell.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: 18 MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WCCB-TV Ref: FCC File No. BPT 1078 Granted 6/26/68

© American Map Co., Inc., N.Y. No. 1424

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.; WOD & 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 H-R Television Inc.

Personnel:

- CY N. BAHAKEL, president.
- DON E. KASSNER, vice president, engineering.
- TALIAFERRO (TALLY) SIMPSON, director, broadcast relations.
- WARREN BRILL, station manager.
- ROBERT Q. TIEDJE, national & regional sales coordinator.
- THOMAS MEACHAM, sales manager.
- GUY TITMAN, chief engineer.
- PATRICIA MOONEY, traffic manager.
- WANDA SHOTZ, sales secretary.
- JIM MARTINSON, director, radio division.

DIGEST OF RATE CARD NO. 15—(Dec. 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec.
Class AA—6:30-11 p.m., daily.
\$750 \$400 \$350 \$300 \$225 \$230 \$115 \$105
NETWORK BASE HOURLY RATE: \$300.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Anson	7,000	6,500	93
		Cabarrus	23,900	23,300	97
		Gaston	46,200	44,700	97
		Lincoln	10,400	10,100	97
	Mecklenburg	114,900	111,400	97	
	Union	16,400	15,600	95	
Between 25-49%	SOUTH CAROLINA				
		Lancaster	12,800	12,300	96
		York	24,900	23,700	95
Between 5-24%	NORTH CAROLINA				
		Catawba	29,200	28,400	97
		Iredell	23,200	22,300	96
		Richmond	12,300	11,700	95
	Rowan	29,300	28,300	97	
	SOUTH CAROLINA				
	Chesterfield	9,600	8,900	93	
Between 5-24%	NORTH CAROLINA				
		Alexander	6,200	5,900	95
		Burke	18,000	17,300	96
		Caldwell	17,500	16,800	96
		Cleveland	22,100	21,200	96
		Davidson	30,600	29,400	96
	Mc Dowell	9,800	9,300	95	
	Montgomery	6,000	5,700	95	

(Continued on page 571-b)

Station Totals	527,400	507,500	96
Net Weekly Circulation (1970-71)			201,600
Average Daily Circulation (1970-71)			91,800

North Carolina—Charlotte

WRET-TV

Ch. 36

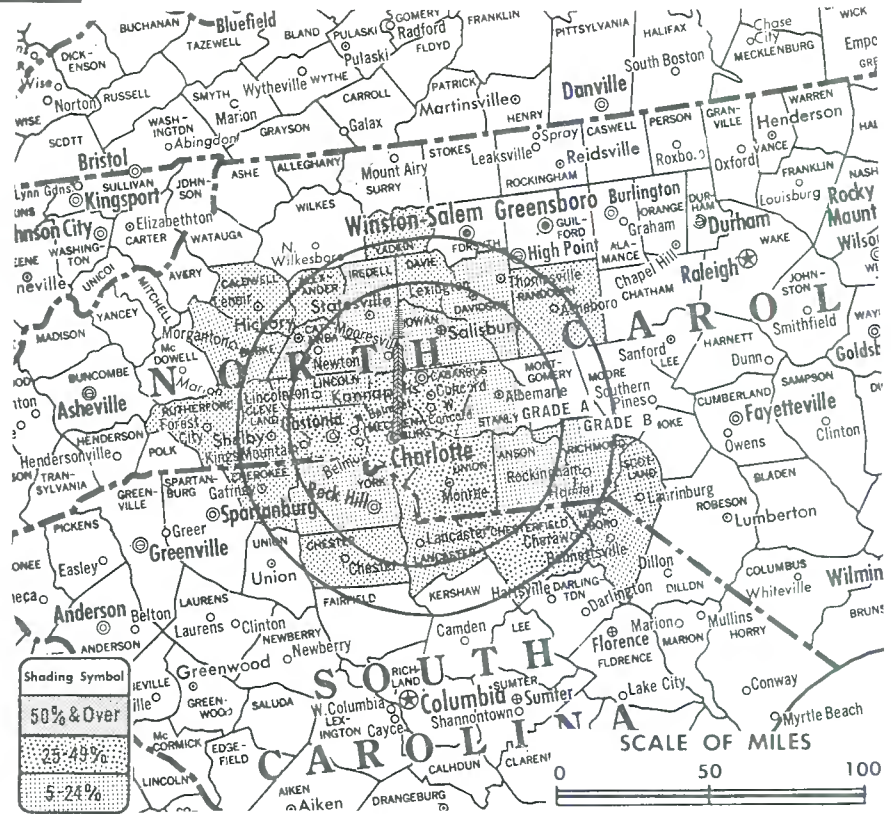
Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 1330-kw max. & 603-kw horizontal visual, 132-kw max. & 60-kw horizontal aural. Antenna: 1350-ft. above av. terrain, 1404-ft. above ground, 2049-ft. above sea level.

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.



Total Households: © MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WRET-TV Ref: FCC File No. BPCT-3830 Granted 2/2/66 © American Map Co., Inc., N.Y., No. 14244

WRET-TV

Licensee: Turner Broadcasting of N.C., P.O. Box 12665, Charlotte (28205).

Studio: Hood Road.

Telephone: 704-536-3636.

TWX No.: 810-621-0517

Ownership: R. E. Turner, 92.5%; Milton Ledet, 7.5%. Turner Communications also owns WTCG(TV), Atlanta, Ga.; radios WGOW, Chattanooga, Tenn.; WMBR, Jacksonville, Fla.; WTMA AM-FM, Charleston, S.C. & an outdoor advertising business.

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to present owners by Emil F. Kratt, Receiver, approved by FCC July 27, 1970.

Represented (sales) by Evans Broadcasting Sales.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

MILTON LEDET, president & general manager.
IAN N. WHEELER, v.p. & station manager.
KIT HALL, promotion.
JACK BARR, chief engineer.

DIGEST OF RATE CARD NO. 1 (Aug. 17, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class A—6-11 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$60.00		Graded rates apply*	

*Highest rate: \$180.

Net Weekly Circulation	State County	Total Households	TV Households	%
	NORTH CAROLINA			
	Cabarrus	23,900	23,300	97
Between 25-49%	Gaston	46,200	44,700	97
	Mecklenburg	114,900	111,400	97
	Union	16,400	15,600	95
	SOUTH CAROLINA			
	Chesterfield	9,600	8,900	93
	NORTH CAROLINA			
Between 5-24%	Alexander	6,200	5,900	95
	Anson	7,000	6,500	93
	Burke	18,000	17,300	96
	Caldwell	17,500	16,800	96
	Catawba	29,200	28,400	97
	Cleveland	22,100	21,200	96
	Davidson	30,600	29,400	96
	Davie	6,000	5,600	94
	Iredell	23,200	22,300	96
	Lincoln	10,400	10,100	97
	Randolph	25,200	24,200	96
	Richmond	12,300	11,700	95
	Rowan	29,300	28,300	97
	Rutherford	15,400	14,800	96
Scotland	7,600	7,100	94	
Stanly	13,900	13,400	96	
Yadkin	8,000	7,600	95	
	SOUTH CAROLINA			
	Cherokee	11,500	11,000	96
	Chester	8,900	8,400	95
	Lancaster	12,800	12,300	96
	Marlboro	7,500	6,900	92
	York	24,900	23,700	95
Station Totals		558,500	536,800	96
Net Weekly Circulation (1970-71)				109,100
Average Daily Circulation (1970-71)				39,100

North Carolina—Charlotte

WSOC-TV
Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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 kHz (NBC).

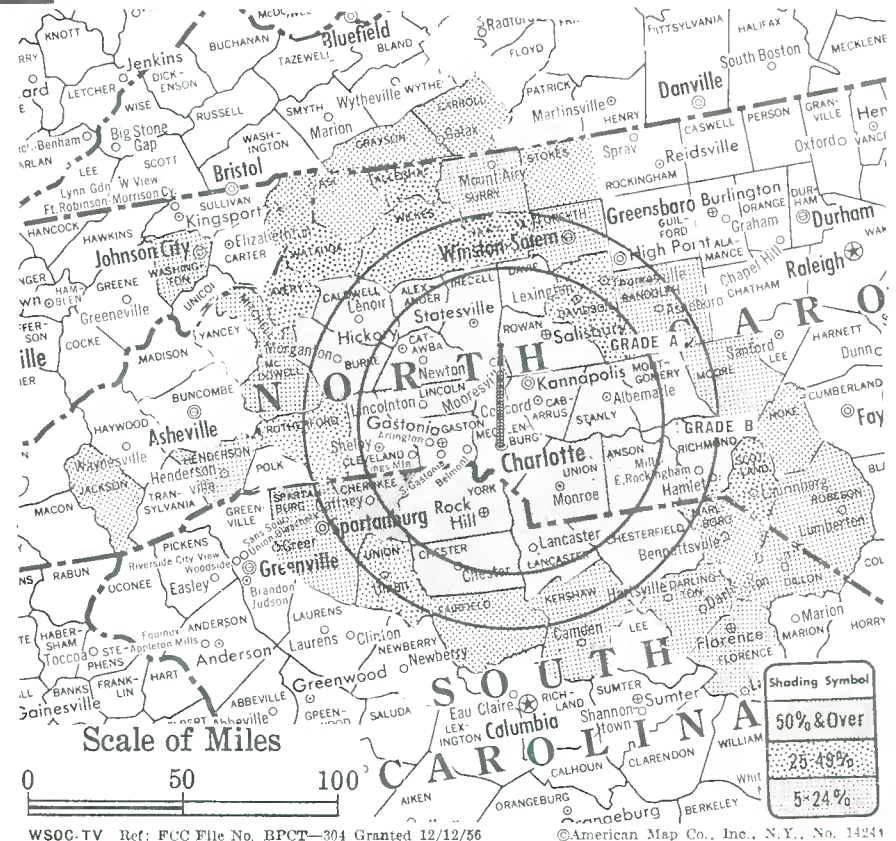
FM Affiliate: WSOC-FM, 97-kw, 103.7 MHz (No. 279), 1040-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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, exec. v.p. For other interests, see WHIO-TV, Dayton, Ohio.

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 Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

J. LEONARD REINSCH, president.
FREEMAN R. JONES, v.p. & general manager.
C. M. MURPHY, treasurer, asst. secy. & controller.
ALBERT R. MUNN, director of sales.
MARVIN PRIDGEN, local sales manager.
RAYMOND D. BARATH, community affairs director.
CHARLES P. ANDREW, promotion manager.
JOHN E. CALLAGHAN, operations manager.
ROBERT McCOURT, production, creative services.
DOUGLAS G. BELL, program director.
C. WAYNE GODSEY, news manager.
CHARLES W. WHITLEY, chief engineer.

DIGEST OF RATE CARD NO. 14 (June 15, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	8 Sec.
Class AAA—7:30-10 p.m., daily.					
\$1500.00	\$900.00				Graded rates apply*

*Highest rate: \$440.

NETWORK BASE HOURLY RATE: \$1400.

1972-73 Edition

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Alexander	6,200	5,900	95
		Anson	7,000	6,500	93
		Burke	18,000	17,300	96
		Cabarrus	23,900	23,300	97
		Caldwell	17,500	16,800	96
		Catawba	29,200	28,400	97
		Cleveland	22,100	21,200	96
		Davie	6,000	5,600	94
		Gaston	46,200	44,700	97
		Iredell	23,200	22,300	96
		Lincoln	10,400	10,100	97
		Mecklenburg	114,900	111,400	97
		Montgomery	6,000	5,700	95
	Richmond	12,300	11,700	95	
	Rowan	29,300	28,300	97	
	Stanly	13,900	13,400	96	
	Union	16,400	15,600	95	
Between 25-49%	SOUTH CAROLINA				
		Cherokee	11,500	11,000	96
		Chester	8,900	8,400	95
		Chesterfield	9,600	8,900	93
		Lancaster	12,800	12,300	96
		York	24,900	23,700	95
Between 25-49%	NORTH CAROLINA				
		Alleghany	2,900	2,700	92
		Avery	3,800	3,500	91
		Davidson	30,600	29,400	96
		Rutherford	15,400	14,800	96
		Scotland	7,600	7,100	94
	Watauga	6,800	6,300	93	
	Wilkes	15,500	14,600	94	
	Yadkin	8,000	7,600	95	
	SOUTH CAROLINA				
	Union	9,100	8,700	96	
(Continued on page 571-b)					
Station Totals			936,600	895,400	96
Net Weekly Circulation (1970-71)				431,700	
Average Daily Circulation (1970-71)				246,300	

North Carolina—Greensboro



WFMY-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Requests change to 1924-ft. above av. terrain, 1995-ft. above ground, 2705-ft. above sea level, lat. 35° 51' 22", long. 79° 50' 25", transmitter to L. N. Adams Farm, County Rd. 1926, New Market, N. C. BPCT-4412.

Transmitter: Phillips Ave. & White St.

TV tape: Recording facilities.

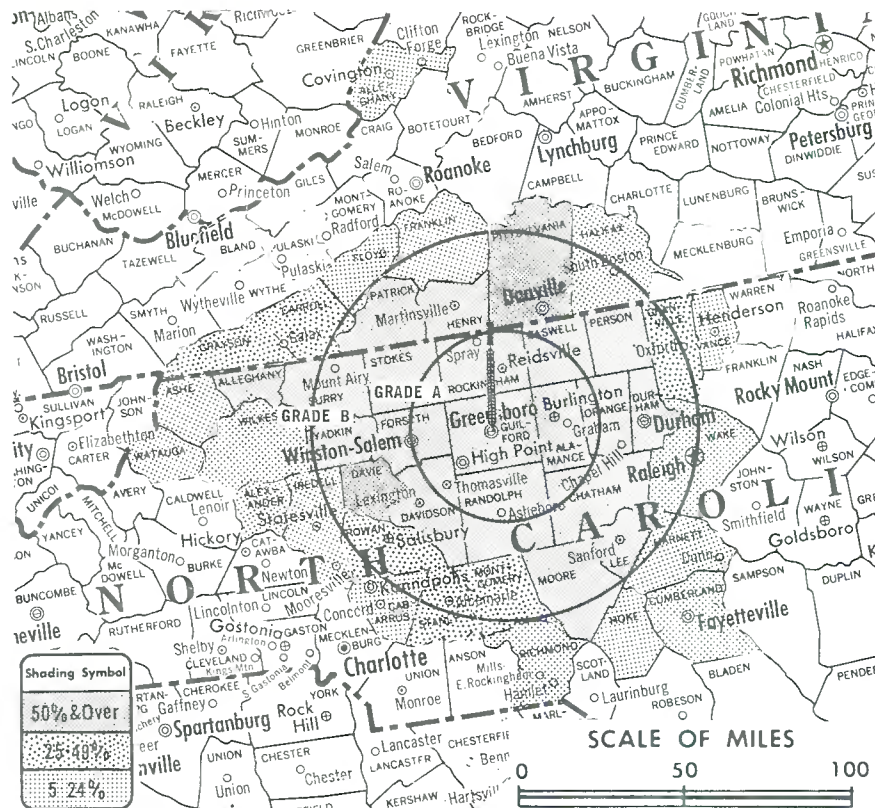
Color: Network, live, film, slide & tape.

News Wire Service: AP & UPI.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

©American Map Co., Inc., N.Y., No. 11244

WFMY-TV

Licensee: WFMY Television Corp., Phillips Ave. (27405).

Studio: Phillips Ave. & White St. (27420).

Telephone: 919-274-0113. TWX No.: 510-925-1193.

Ownership: Wholly owned subsidiary of Landmark Communications Inc., publisher of Greensboro Daily News and Record & the Norfolk Virginian-Pilot & Ledger-Star, which also owns WTAR-TV, WTAR & FM, Norfolk, Va.

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, president & 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. 22—(Sept. 13, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class A—6-11 p.m., daily.
\$1000.00 \$600.00 \$400.00 \$250.00 \$425.00* \$350.00* \$200.00*

*A1.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	31,300	30,400	97
	Alleghany	2,900	2,700	92
	Caswell	5,200	4,900	94
	Chatham	9,100	8,600	95

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA—(Continued)				
50% & Over	Davidson	30,600	29,400	96
	Davie	6,000	5,600	94
	Durham	42,500	40,500	95
	Forsyth	70,100	67,800	97
	Guilford	91,900	89,200	97
	Lee	9,300	8,900	95
	Moore	11,900	11,100	93
	Orange	17,200	16,100	94
	Person	7,900	7,500	95
	Randolph	25,200	24,200	96
	Rockingham	23,100	22,300	96
	Stokes	7,200	6,900	96
	Surry	16,400	15,600	95
	Yadkin	8,000	7,600	95
VIRGINIA				
	Henry	21,300	20,400	96
	Patrick	4,800	4,400	92
	Pittsylvania	32,800	31,100	95
NORTH CAROLINA				
Between 25-49%	Granville	8,600	8,000	93
	Montgomery	6,000	5,700	95
	Rowan	29,300	28,300	97
	Stanly	13,900	13,400	96
VIRGINIA				
	Carroll	9,500	8,800	92
	Grayson	5,000	4,700	94
NORTH CAROLINA				
Between 5-24%	Alexander	6,200	5,900	95
	Ashe	6,300	5,800	91
	Cabarrus	23,900	23,300	97
	Cumberland	56,000	53,500	96
	Harnett	14,900	14,100	95
	Hoke	4,200	3,900	92
	Iredell	23,200	22,300	96
(Continued on next page)				
Station Totals		826,500	790,900	96
Net Weekly Circulation (1970-71)				425,900
Average Daily Circulation (1970-71)				270,500

WFMY-TV, Greensboro
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	NORTH CAROLINA—(Continued)				
		Richmond	12,300	11,700	95
		Vance	10,000	9,500	95
		Wake	71,300	68,600	96
		Watauga	6,800	6,300	93
		Wilkes	15,500	14,600	94
		VIRGINIA			
		Alleghany	9,100	8,700	96
		Floyd	3,100	2,900	94
		Franklin	7,800	7,400	94
	Halifax	8,900	8,300	93	

WSOC-TV, Charlotte
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	NORTH CAROLINA				
		Ashe	6,300	5,800	91
		Forsyth	70,100	67,800	97
		Henderson	14,600	13,800	95
		Hoke	4,200	3,900	92
		Jackson	6,600	6,000	91
		Mc Dowell	9,800	9,300	95
		Mitchell	4,200	3,900	93
		Moore	11,900	11,100	93
		Randolph	25,200	24,200	96
		Robeson	22,200	20,600	93
		Stokes	7,200	6,900	96
		Surry	16,400	15,600	95
		SOUTH CAROLINA			
		Darlington	15,400	14,500	94
		Dillon	7,500	7,000	93
		Fairfield	5,400	4,900	91
		Florence	25,800	24,500	95
		Kershaw	10,500	9,800	93
		Marlboro	7,500	6,900	92
		Spartanburg	54,500	52,400	96
		TENNESSEE			
		Johnson	3,900	3,600	93
		Washington	23,000	22,200	97
		VIRGINIA			
		Carroll	9,500	8,800	92
		Grayson	5,000	4,700	94

WCCB-TV, Charlotte
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	NORTH CAROLINA—(Continued)				
		Randolph	25,200	24,200	96
		Stanly	13,900	13,400	96
		SOUTH CAROLINA			
		Chester	8,900	8,400	95
	Union	9,100	8,700	96	

North Carolina

WBTV, Charlotte
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	SOUTH CAROLINA				
		Fairfield	5,400	4,900	91
		Spartanburg	54,500	52,400	96
		TENNESSEE			
		Johnson	3,900	3,600	93
		Unicoi	5,100	4,800	94
		GEORGIA			
		Franklin	4,200	4,000	96
		Habersham	6,400	6,000	94
		NORTH CAROLINA			
	Buncombe	47,900	45,600	95	
	Forsyth	70,100	67,800	97	
	Haywood	13,300	12,500	94	
	Henderson	14,600	13,800	95	
	Hoke	4,200	3,900	92	
	Madison	4,900	4,400	90	
	Robeson	22,200	20,600	93	
	Surry	16,400	15,600	95	
	Yancey	3,800	3,400	89	
Between 5-24%	SOUTH CAROLINA				
		Darlington	15,400	14,500	94
		Greenwood	15,800	15,100	96
		Kershaw	10,500	9,800	93
		Laurens	14,600	13,900	95
		Marlboro	7,500	6,900	92
		Newberry	9,100	8,600	94
		TENNESSEE			
		Carter	13,900	13,200	95
		Hawkins	10,700	9,900	93
	Sullivan	40,300	39,000	97	
	Washington	23,000	22,200	97	
	VIRGINIA				
	Carroll	9,500	8,800	92	
	Grayson	5,000	4,700	94	
	Pulaski	9,300	8,900	95	
	Scott	7,400	6,700	91	

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

North Carolina—High Point-Greensboro & Winston-Salem



WGHP-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

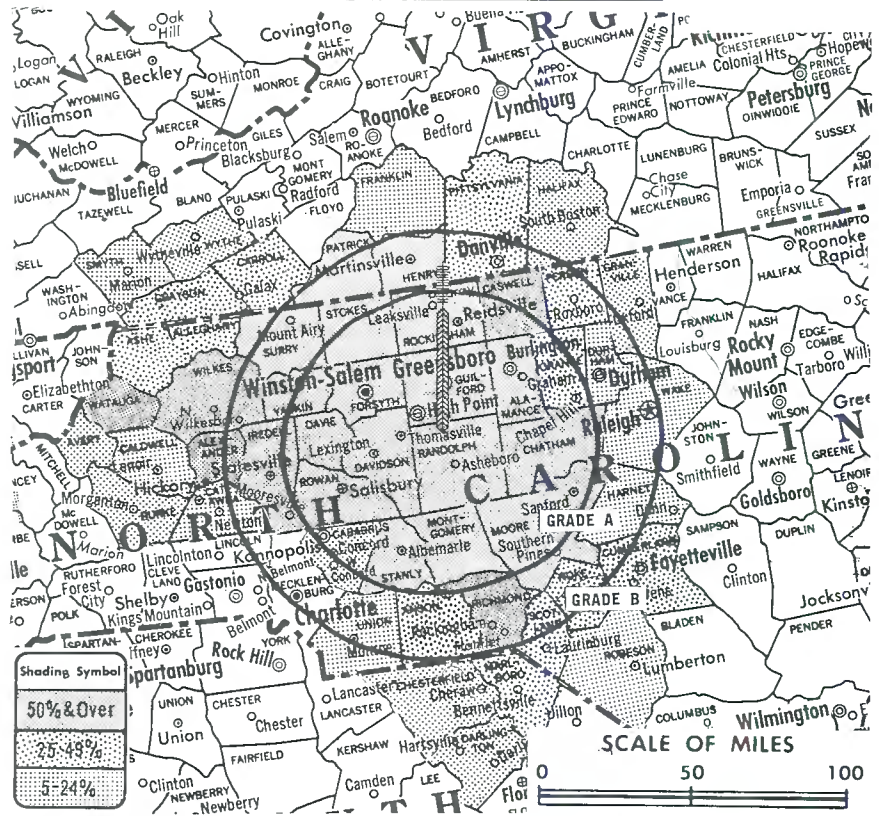
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WGHP-TV

Licensee: Southern Broadcasting Co. Inc., P.O. Box 5176, Winston-Salem, N.C. (27103).

Studio: 400 N. Main St., High Point, N.C. (27260).

Telephone: 919-883-7131.

Ownership: Southern Bcstg. Co., 100%. Officers: John G. Johnson, pres., 9.63%; 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%; James H. Hoke, v.p., 0.17%; Adrian E. Cox, secy.-treas., 0.27%; Earl F. Slick, 22.21%; Albert L. Butler Jr., 11.95%; James W. Coan, 11.63%; Kevin J. Collins, 9.82%; Jonas S. Rice, 7.37%; 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.; WRVA & FM, Richmond, Va. and 1/3 of WBMG, Ch. 42 Birmingham.

Began Operation: October 14, 1963.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

PHILIP J. LOMBARDO, vice president & general manager.
S. L. (BUD) BROOKS, general sales manager.
CHARLES WAY, sales manager.
MICHAEL B. STYER, program director.
JERRY BLANKENBEKER, chief engineer.
CHARLES HARVILLE, sports director.
WALLY WARR, promotion manager.
FRED BLACKMAN, news director.

DIGEST OF RATE CARD NO. 11 (Feb. 1, 1972)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$625.00	\$345.00	\$363.00*	\$275.00*	\$140.00*

*Class AA—7:29-10:59 p.m., Mon.-Sat.; 7:30-10:59 p.m., Sun.

NETWORK BASE HOURLY RATE: \$950.

572-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alamance	31,300	30,400	97
	Alexander	6,200	5,900	95
	Caswell	5,200	4,900	94
	Chatham	9,100	8,600	95
	Davidson	30,600	29,400	96
	Davie	6,000	5,600	94
	Forsyth	70,100	67,800	97
	Gulford	91,900	89,200	97
	Iredell	23,200	22,300	96
	Lee	9,300	8,900	95
	Montgomery	6,000	5,700	95
	Moore	11,900	11,100	93
	Randolph	25,200	24,200	96
	Richmond	12,300	11,700	95
	Rockingham	23,100	22,300	96
	Rowan	29,300	28,300	97
	Stanly	13,900	13,400	96
	Stokes	7,200	6,900	96
	Surry	16,400	15,600	95
	Watauga	6,800	6,300	93
	Wilkes	15,500	14,600	94
	Yadkin	8,000	7,600	95
VIRGINIA				
	Henry	21,300	20,400	96
	Patrick	4,800	4,400	92
Between 25-49%				
NORTH CAROLINA				
	Alleghany	2,900	2,700	92
	Anson	7,000	6,500	93
	Ashe	6,300	5,800	91
	Cumberland	56,000	53,500	96
	Hoke	4,200	3,900	92
	Orange	17,200	16,100	94
	Person	7,900	7,500	95
	Scotland	7,600	7,100	94
(Continued on page 581-b)				
Station Totals		974,400	930,900	96
Net Weekly Circulation (1970-71)				465,500
Average Daily Circulation (1970-71)				260,100

TV Factbook No. 42

North Carolina—Winston-Salem-Greensboro & High Point

WSJS-TV
Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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).

TV tape: Recording facilities.

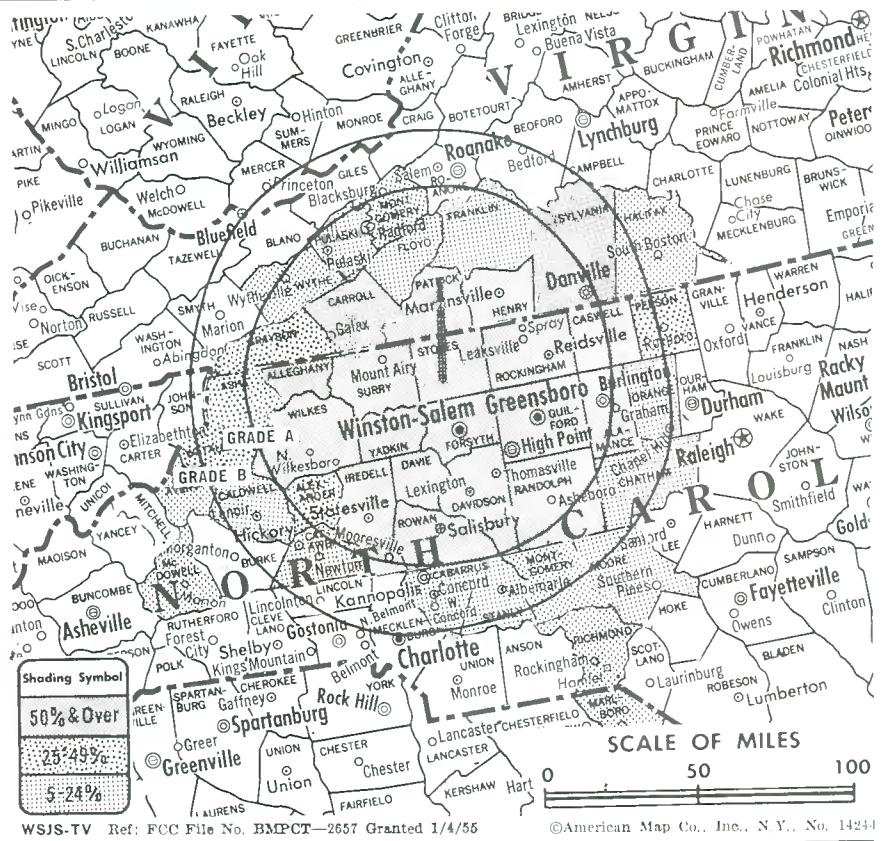
AM Affiliate: WSJS, 5-kw, 600 kHz (NBC).

FM Affiliate: WSJS-FM, 15-kw, 104.1 MHz (No. 281), 1440-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: @ MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WSJS-TV

Licensee: Triangle Bcstg. Corp., Box 3018, Winston-Salem (27102).

Telephone: 919-723-9241. TWX No.: 510-931-3676.

Ownership: Triangle Broadcasting Corp. Officers: Gordon Gray, chmn., 100%; Harold Essex, pres. & treas.; Richard Barron, v.p. & secy.; John Comas, v.p.; Harry B. Shaw, v.p.; Lee R. Wallenhaupt, v.p. Triangle Bcstg. also owns WSJS & FM. Note: Sale to Multimedia pends (Television Digest, Vol. 11:44).

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. WALLEHAUPT, v.p. & station manager.
HARRY B. SHAW, v.p., sales.
JOHN COMAS, v.p., programming & film buyer.
CHARLES A. NOELL, sales manager.
DAVID PLYLER, news director.
CARL WIEGOLD, manager film dept.

DIGEST OF RATE CARD NO. 16—(Sept. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$600.00	\$250.00*	\$200.00*	\$125.00*

*Class AA—7:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Alamance	31,300	30,400	97
		Alleghany	2,900	2,700	92
		Caswell	5,200	4,900	94
		Davidson	30,600	29,400	96
		Davie	6,000	5,600	94
		Forsyth	70,100	67,800	97

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA—(Continued)				
		Guilford	91,900	89,200	97
		Iredell	23,200	22,300	96
		Randolph	25,200	24,200	96
		Rockingham	23,100	22,300	96
		Rowan	29,300	28,300	97
		Stokes	7,200	6,900	96
		Surry	16,400	15,600	95
		Wilkes	15,500	14,600	94
		Yadkin	8,000	7,600	95
Between 25-49%	VIRGINIA				
		Carroll	9,500	8,800	92
		Henry	21,300	20,400	96
		Patrick	4,800	4,400	92
		Pittsylvania	32,800	31,100	95
Between 5-24%	NORTH CAROLINA				
		Alexander	6,200	5,900	95
		Ashe	6,300	5,800	91
		Person	7,900	7,500	95
		Watauga	6,800	6,300	93
Between 5-24%	VIRGINIA				
		Grayson	5,000	4,700	94
	NORTH CAROLINA				
		Avery	3,800	3,500	91
		Cabarrus	23,900	23,300	97
		Caldwell	17,500	16,800	96
		Catawba	29,200	28,400	97
		Chatham	9,100	8,600	95
		Greene	4,000	3,800	94
	Mc Dowell	9,800	9,300	95	
	Montgomery	6,000	5,700	95	
	Moore	11,900	11,100	93	
	Orange	17,200	16,100	94	
(Continued on page 581-b)					
Station Totals			705,500	675,400	96
Net Weekly Circulation (1970-71)					374,400
Average Daily Circulation (1970-71)					217,700

North Carolina—Greenville

WNCT-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). 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, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw 107.7 MHz (No. 299), 560-ft. antenna height (CBS).

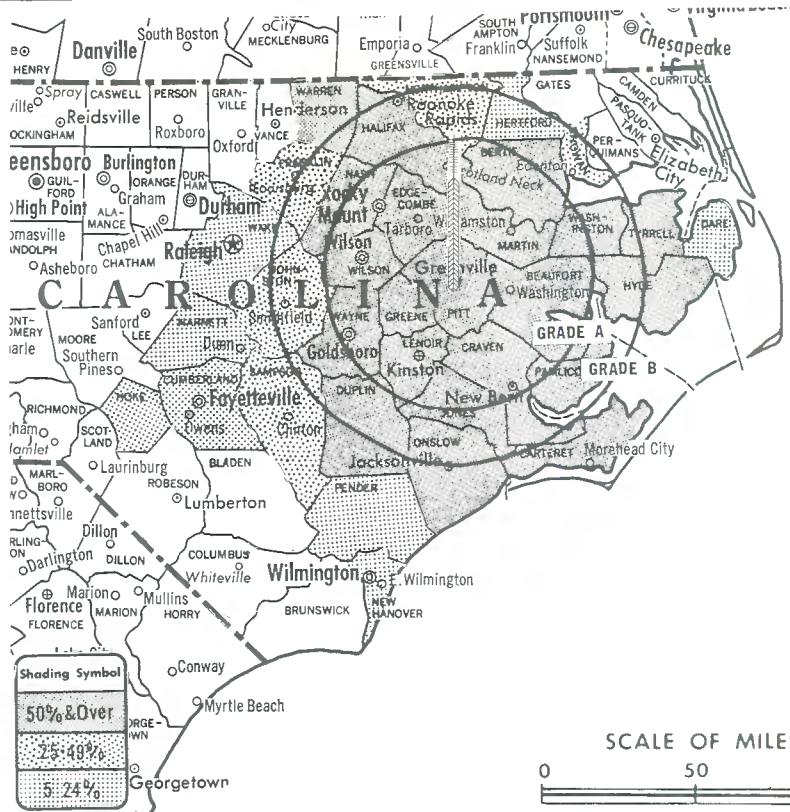
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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%, Roy H. Park Broadcasting Inc. also owns WNCT & FM radios in Greenville, N.C.; Roy H. Park Broadcasting of the Midwest Inc. which owns KRSI & FM, St. Louis Park, Minn.; WEBC, Duluth, Minn. & WNAX, Yankton, S.D.; Roy H. Park Broadcasting of Roanoke Inc. which owns WSLS-TV, WSLS & FM, Roanoke, Va. Park also owns WJHL-TV, Johnson City, Tenn.; WDEF-TV, WDEF & FM, Chattanooga, Tenn.; WTVR-TV, WTVR & FM, Richmond, Va.; WUTR (TV), Utica, N.Y. Park also owns outdoor advertising firms in Binghamton, Ogdensburg, Utica-Rome, Elmira-Corning, Ithaca-Auburn, N.Y. & Scranton-Wilkes Barre, Pa. Note: Sale of WSLS AM & FM, Roanoke, pends.

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 & Kittner.

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. 18A
(June 14, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—6-11 p.m., daily.	\$550.00	\$330.00	\$220.00	\$175.00	\$200.00* \$100.00*

*Class AA—7-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

574-b

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over					
NORTH CAROLINA					
		Beaufort	11,200	10,600	95
		Bertie	5,700	5,200	91
		Carteret	10,300	9,800	95
		Craven	18,100	17,400	96
		Duplin	11,300	10,500	93
		Edgecombe	15,000	14,200	95
		Greene	4,000	3,800	94
		Halifax	15,100	13,800	92
		Hyde	1,700	1,500	88
		Jones	2,700	2,600	94
		Lenoir	16,700	15,900	95
		Martin	7,100	6,700	95
		Nash	17,800	16,800	95
		Onslow	23,800	23,100	97
		Pamlico	3,000	2,900	95
		Pitt	21,800	20,700	95
		Tyrrell	1,200	1,100	91
		Warren	4,300	3,900	91
		Washington	3,800	3,600	94
		Wayne	24,200	23,000	95
		Wilson	17,100	16,200	95
Between 25-49%					
NORTH CAROLINA					
		Chowan	3,200	3,000	94
		Franklin	7,800	7,200	92
		Johnston	19,700	18,600	94
		Northampton	6,200	5,700	92
		Sampson	12,900	12,100	94
Between 5-24%					
NORTH CAROLINA					
		Cumberland	56,000	53,500	96
		Dare	2,600	2,400	91
		Harnett	14,900	14,100	95
		Hertford	6,700	6,300	94
		Hoke	4,200	3,900	92
		New Hanover	27,900	26,800	96
		Pender	5,400	4,900	91
		Wake	71,300	68,600	96
	Station Totals		474,700	450,400	95
	Net Weekly Circulation (1970-71)				238,300
	Average Daily Circulation (1970-71)				159,500

TV Factbook No. 42

North Carolina—Hickory

WHKY-TV



Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). 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.

News Wire Service: AP.

Color: Tape.

AM Affiliate: WHKY, 5-kw, 1290 kHz.

FM Affiliate: WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

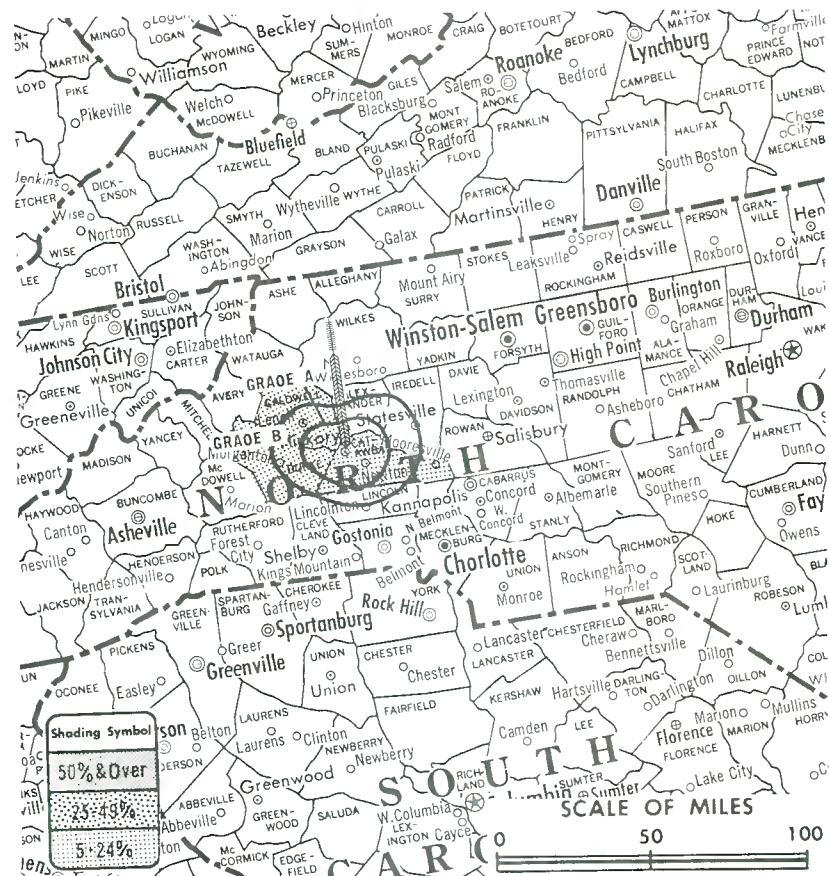
Total Households: MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WHKY-TV Ref: FCC File No. BPCT-3572 Granted 5/13/66

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WHKY-TV

Network Service: None, independent.

Licensee: Catawba Valley Bcstg. Co., Box 1059, Hickory, N.C. (28601).

Studio: 526 Main Ave. S.E., Hickory, N.C. (28601).

Telephone: 704-345-3294.

Ownership: Robert E. Cline, pres., 1.4%; Mrs. Mildred J. Gifford, v.p., 14.3%; Edmund S. Long, secy.-treas., 17.2%; Lester C. Gifford, 14.5%; Mrs. Mary L. Cline, 6.2%; Kaysee & Co., 4.8%; Roberta S. Long, 4.8%; Thomas E. Long, 4.1%; Mrs. B. E. Jordan, 3.2%; John G. Millholland, 3.2%; 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.
RICHARD L. LAIL, program director.

DIGEST OF RATE CARD NO. 2
(July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$105.00	\$63.00	\$42.00	\$26.25	\$30.00	\$22.50 \$15.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Burke	18,000	17,300	96
	Caldwell	17,500	16,800	96
	Catawba	29,200	28,400	97
Station Totals		64,700	62,500	97
Net Weekly Circulation (1970-71)				6,500
Average Daily Circulation (1970-71)				2,200

BLACKBURN & COMPANY, INC.

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WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

North Carolina—New Bern



WCTI-TV

Ch. 12

(Also serves Greenville and Washington, N.C.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 1004-ft. above ground, 1049-ft. above sea level.

Latitude 35° 02' 43"
Longitude 77° 21' 00"

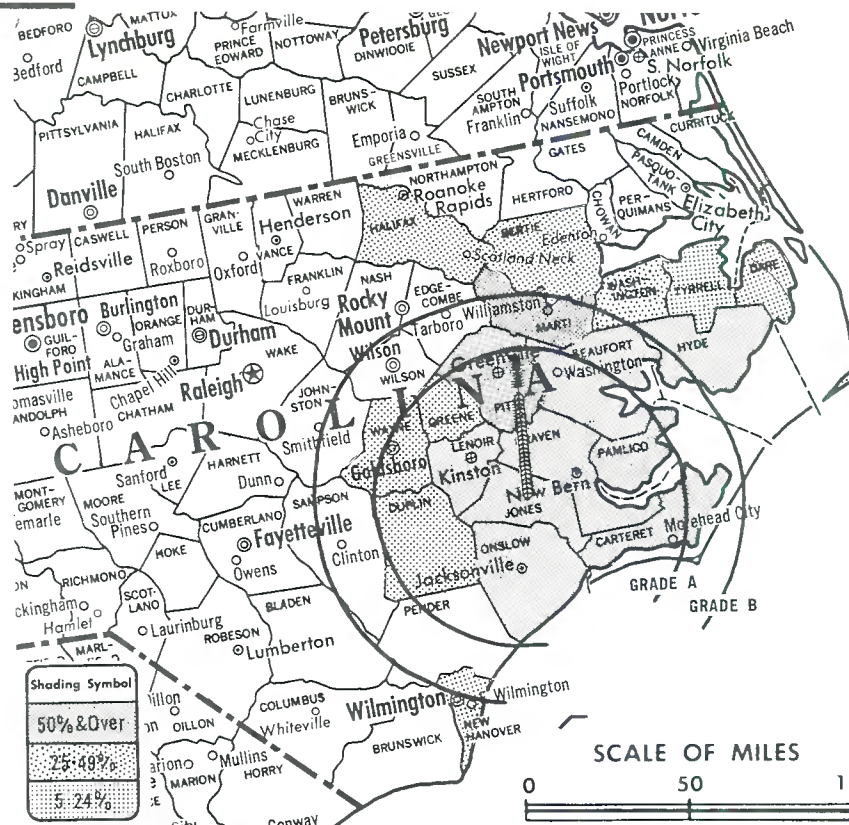
Transmitter: State Route 58, 1.54-mi. S of Trenton, N.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Telephone: 919-637-2111.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WCTI-TV

Licensee: Continental TV Inc., New Bern, N.C.

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Ownership: Continental Communications Inc., 100%. Continental Communications is the licensee of WPDX, Clarksburg, W. Va. & WRGM, Richmond, Va.

Began Operation: Sept. 7, 1963. Sale to present owner by Nathan Frank & Thomsland Inc. approved by FCC April 15, 1969.

Represented (sales) by Avery-Knodel Inc.

Personnel:

- HAROLD TIMKEN, president.
- JOHN RACHEL, vice president & treasurer.
- ROBERT BOLDYARD, vice president & general manager.
- SAMMY BLAND, national sales manager.
- RAYMOND HORN, news director & operations manager.
- JACK BECKNELL, chief engineer.
- KENNETH HARRIS, production manager.

DIGEST OF RATE CARD NO. 6—(Nov. 3, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$450.00 \$270.00 \$180.00 \$120.00 \$60.00* \$60.00* \$30.00*

*Class AA—7-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Beaufort	11,200	10,600	95
		Carteret	10,300	9,800	95
		Craven	18,100	17,400	96
		Hyde	1,700	1,500	88
		Jones	2,700	2,600	94
		Lenoir	16,700	15,900	95
		Martin	7,100	6,700	95
		Onslow	23,800	23,100	97
		Pamlico	3,000	2,900	95
	Pitt	21,800	20,700	95	
Between 25-49%	NORTH CAROLINA				
	Washington	3,800	3,600	94	
Between 5-24%	NORTH CAROLINA				
		Bertie	5,700	5,200	91
		Dare	2,600	2,400	91
		Duplin	11,300	10,500	93
		Greene	4,000	3,800	94
		Halifax	15,100	13,800	92
		New Hanover	27,900	26,800	96
	Tyrrell	1,200	1,100	91	
	Wayne	24,200	23,000	95	
Station Totals		212,200	201,400	95	
Net Weekly Circulation (1970-71)			101,500		
Average Daily Circulation (1970-71)			57,500		

North Carolina—Raleigh-Durham



WRAL-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1180-ft. above av. terrain, 1175-ft. above ground, 1515-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.

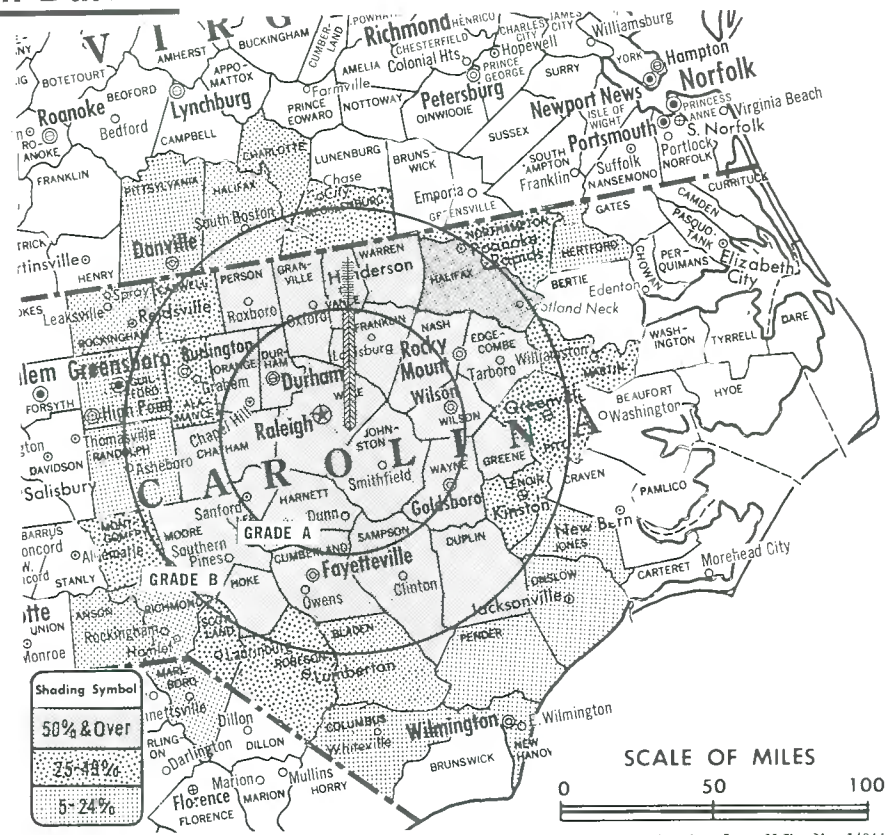
TV tape: Recording facilities.

FM Affiliate: WRAL-FM, 250-kw, 101.5 MHz (No. 268), 990-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



WRAL-TV Ref: FCC File No. BMP/T-824 Granted 6/27/56

©American Map Co., Inc., N.Y., No. 14244

Total Households: 90 MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, N.C. (27605).

Telephone: 919-828-2511. TWX No.: 510-928-1833.

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, Kenahan & 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, production manager & film buyer.
- RAY REEVE, sports director.
- LEMAN B. POOLE, director of engineering.
- SAM BEARD, v.p., news & public affairs.
- RAY WILKINSON, farm director.
- BETTE ELLIOTT, women's director.
- A. H. MOORE JR., v.p., accounting.
- JIM GOODMAN, operations manager.

DIGEST OF RATE CARD NO. A19—(July 5, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7-11 p.m., daily.

\$850.00 \$510.00 \$340.00 \$215.00 Graded rates apply*

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$1350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Chatham	9,100	8,600	95
	Cumberland	56,000	53,500	96
	Duplin	11,300	10,500	93
	Durham	42,500	40,500	95
	Edgecombe	15,000	14,200	95
	Franklin	7,800	7,200	92
	Granville	8,600	8,000	93
	Greene	4,000	3,800	94
	Halifax	15,100	13,800	92
	Harnett	14,900	14,100	95
	Hoke	4,200	3,900	92
	Johnston	19,700	18,600	94
	Lee	9,300	8,900	95
	Moore	11,900	11,100	93
	Nash	17,800	16,800	95
	Orange	17,200	16,100	94
	Person	7,900	7,500	95
	Sampson	12,900	12,100	94
	Vance	10,000	9,500	95
	Wake	71,300	68,600	96
	Warren	4,300	3,900	91
	Wayne	24,200	23,000	95
	Wilson	17,100	16,200	95
Between 25-49%				
NORTH CAROLINA				
	Alamance	31,300	30,400	97
	Caswell	5,200	4,900	94
	Lenoir	16,700	15,900	95
	Martin	7,100	6,700	95
	Montgomery	6,000	5,700	95
	Northampton	6,200	5,700	92
	Pitt	21,800	20,700	95
	Robeson	22,200	20,600	93
	Scotland	7,600	7,100	94
(Continued on page 581-b)				
Station Totals		844,600	802,700	95
Net Weekly Circulation (1970-71)				411,900
Average Daily Circulation (1970-71)				253,800

North Carolina—Durham-Raleigh



WRDU-TV

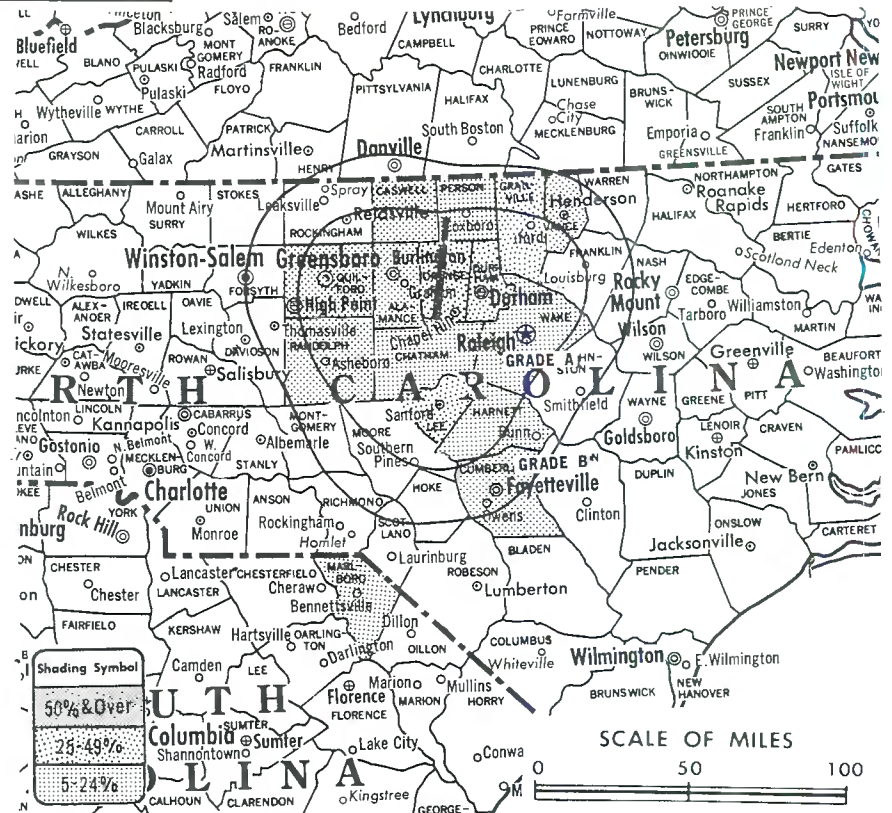
Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2483-kw max. & 1080-kw horizontal visual, 492-kw max. & 214-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 834-ft. above ground, 1549-ft. above sea level. Latitude 35° 52' 20.1" Longitude 79° 09' 28.5"

Transmitter: 5.4-mi. WSW of Chapel Hill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WRDU-TV Ref: FCC File No. BNPCT-6838 Granted 6/28/68 © American Map Co., Inc., N.Y., No. 14244

WRDU-TV

Network Service: NBC.
 Licensee: Triangle Telecasters Inc., Box 8706, Durham, N.C. (27707).
 Studio: Hwy. 54, Durham.
 Telephone: 919-544-1786. TWX No.: 510-927-1818.
 Ownership: R. O. Everett, Katherine R. Everett & Robinson O. Everett, 82.2%; John B. Wilson, 6.7%; E. J. Evans, 5.8%; 5 others, none with as much as 2%.
 Began Operation: Nov. 4, 1968.
 Represented (sales) by Savalli/Gates Inc.
 Represented (legal) by Patton, Blow, Verrill, Brand & Boggs.
 Represented (engineering) by Jules Cohen & Associates.
 Personnel:
 ROBINSON O. EVERETT, president.
 JOHN WILSON, vice president & general manager.
 TOM McCAFFREY, station & general sales manager.
 CHARLES W. MORGAN, chief engineer.
 SKIP CARPENTER, program director.
 CLAYTON B. WEAVER, production manager.

DIGEST OF RATE CARD NO. 5 (Sept. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—6-11 p.m., daily.
 \$400 \$250 \$200 \$175 \$125 \$80 \$75 \$45

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Durham	42,500	40,500	95
	Granville	8,600	8,000	93
	Lee	9,300	8,900	95
	Orange	17,200	16,100	94
Between 5-24%	NORTH CAROLINA			
	Alamance	31,300	30,400	97
	Caswell	5,200	4,900	94
	Chatham	9,100	8,600	95
	Cumberland	56,000	53,500	96
	Guilford	91,900	89,200	97
	Harnett	14,900	14,100	95
	Person	7,900	7,500	95
	Randolph	25,200	24,200	96
	Vance	10,000	9,500	95
Wake	71,300	68,600	96	
	SOUTH CAROLINA			
	Marlboro	7,500	6,900	92
Station Totals		407,900	390,900	96
Net Weekly Circulation (1970-71)				67,700
Average Daily Circulation (1970-71)				21,200

For UHF Set Penetration by Markets
 See Services Volume

North Carolina—Durham-Raleigh



WTVD

Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). 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"

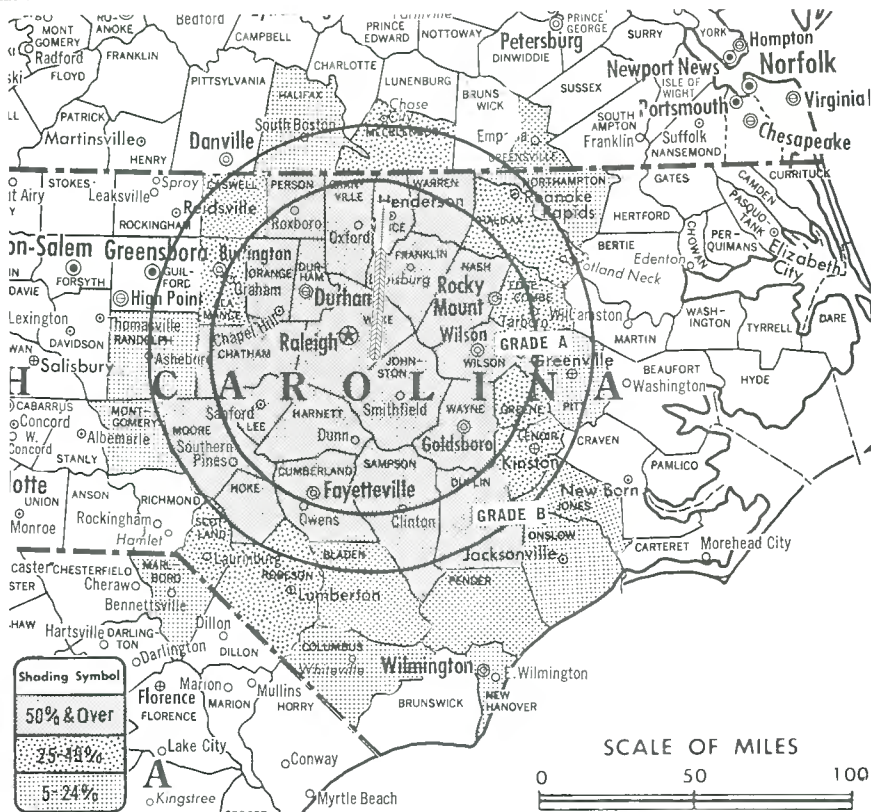
Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, N.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



Total Households - MSB
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 1-D).

WTVD Ref: FCC File No. BMPCT-4812 Granted 4/2/58

©American Map Co., Inc., N.Y., No. 14244

WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham (27702).

Studio: 2410 Broad St., Durham, N.C. (27702).

Raleigh Office: P.O. Box 1326.

Telephone: 919-477-2131. TWX No.: 510-927-1810.

Ownership: Capital Cities Bcstg. Corp., see Group Ownership of TV Stations.

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:

MIKE THOMPSON, vice president & general manager.

JACK WEST, general sales manager.

NAT TUCKER, program manager.

FRANK THOMPSON, news director.

WAYNE WOODWARD, promotion manager.

ERNIE GREUP, director of public affairs.

ED WALL, chief engineer.

ED BRINCEFIELD, production manager.

WILLIAM HIGGS, business manager.

NEIL ROBINSON, sales coordinator.

DIGEST OF RATE CARD NO. 18a
(Sept. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., daily.

\$850.00 \$570.00 \$380.00 \$240.00 \$280.00* \$260.00* \$140.00*

*Class AA—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$1300.

1972-73 Edition

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Chatham	9,100	8,600	95
		Cumberland	56,000	53,500	96
		Duplin	11,300	10,500	93
		Durham	42,500	40,500	95
		Franklin	7,800	7,200	92
		Granville	8,600	8,000	93
		Harnett	14,900	14,100	95
		Hoke	4,200	3,900	92
		Johnston	19,700	18,600	94
		Lee	9,300	8,900	95
		Moore	11,900	11,100	93
		Nash	17,800	16,800	95
		Orange	17,200	16,100	94
		Person	7,900	7,500	95
		Sampson	12,900	12,100	94
	Vance	10,000	9,500	95	
	Wake	71,300	68,600	96	
	Warren	4,300	3,900	91	
	Wayne	24,200	23,000	95	
	Wilson	17,100	16,200	95	
Between 25-49%	NORTH CAROLINA				
		Alamance	31,300	30,400	97
		Edgecombe	15,000	14,200	95
		Greene	4,000	3,800	94
		Halifax	15,100	13,800	92
		Lenoir	16,700	15,900	95
	Robeson	22,200	20,600	93	
	Scotland	7,600	7,100	94	
Between 5-24%	VIRGINIA				
		Mecklenburg	8,800	8,200	93
	NORTH CAROLINA				
	Bladen	7,400	6,700	90	
	Caswell	5,200	4,900	94	
	Columbus	13,500	12,500	93	

(Continued on page 581-b)

Station Totals	664,200	629,300	95
Net Weekly Circulation (1970-71)			371,700
Average Daily Circulation (1970-71)			239,600

North Carolina—Washington



WITN-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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 77° 23' 55"

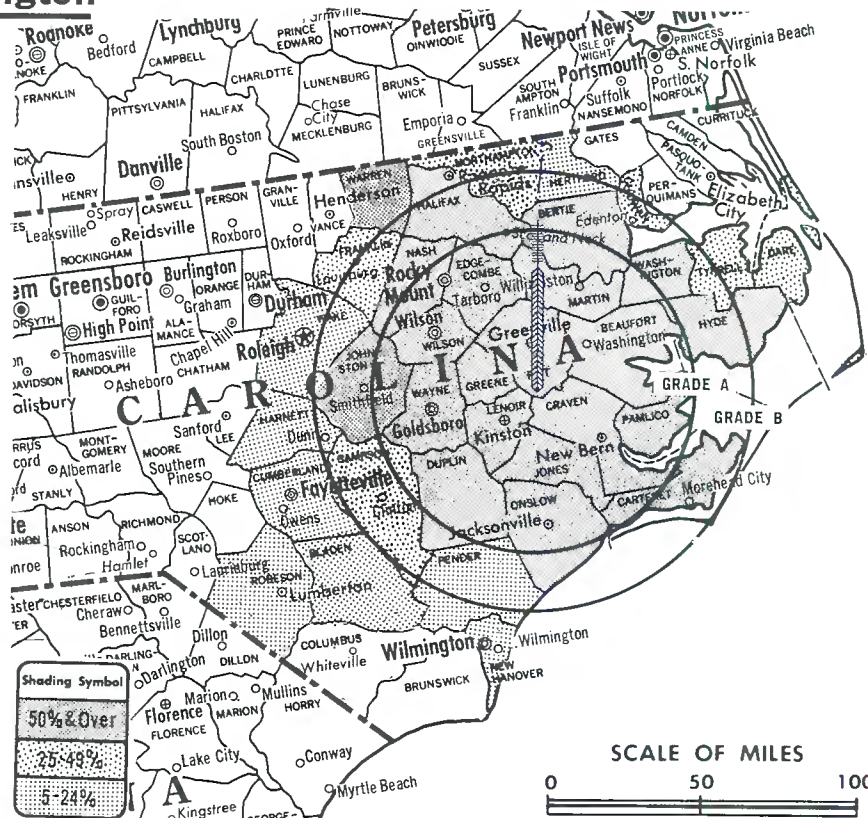
Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

Telephone: 919-946-3131.

TXW No.: 919-530-1675.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WITN-TV Ref: FCC File No. B1PCT-3006 Granted 5/26/55
Authorized: FCC File No. B1PCT-2780 Granted 2/28/61

© American Map Co., Inc., N.Y., No. 14244

WITN-TV

Licensee: North Carolina Television Inc., Box 468 (27889).

Studio: 2.5-mi. S of Washington on U.S. 17.

Ownership: W. R. Roberson Jr. & family, 61%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 4%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Everett D. Johnston.

Represented (engineering) by Cohen & Dippell.

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.

RICHARD PAUL, v.p., operations.

HARVEY MASON, v.p., engineering.

HELEN S. JACKSON, sales promotion manager.

WALTER STILES, production manager.

GEORGE COPELAND, news director.

KAY CURRIE, woman's director.

DIGEST OF RATE CARD NO. 7-C—(March 1, 1972)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:29-10:59 p.m., daily.

\$550.00 \$330.00 \$220.00 Graded rates apply*

*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Beaufort	11,200	10,600	95
	Bertie	5,700	5,200	91
	Carteret	10,300	9,800	95
	Craven	18,100	17,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA—(Continued)				
50% & Over	Duplin	11,300	10,500	93
	Edgecombe	15,000	14,200	95
	Greene	4,000	3,800	94
	Halifax	15,100	13,800	92
	Hyde	1,700	1,500	88
	Johnston	19,700	18,600	94
	Jones	2,700	2,600	94
	Lenoir	16,700	15,900	95
	Martin	7,100	6,700	95
	Nash	17,800	16,800	95
	Onslow	23,800	23,100	97
	Pamlico	3,000	2,900	95
	Pitt	21,800	20,700	95
	Warren	4,300	3,900	91
Washington	3,800	3,600	94	
Wayne	24,200	23,000	95	
Wilson	17,100	16,200	95	
NORTH CAROLINA				
Between 25-49%	Chowan	3,200	3,000	94
	Dare	2,600	2,400	91
	Franklin	7,800	7,200	92
	Northampton	6,200	5,700	92
	Sampson	12,900	12,100	94
Tyrrell	1,200	1,100	91	
NORTH CAROLINA				
Between 5-24%	Bladen	7,400	6,700	90
	Cumberland	56,000	53,500	96
	Harnett	14,900	14,100	95
	Hertford	6,700	6,300	94
	New Hanover	27,900	26,800	96
	Pender	5,400	4,900	91
	Robeson	22,200	20,600	93
Wake	71,300	68,600	96	
Station Totals		500,100	473,800	95
Net Weekly Circulation (1970-71)				250,500
Average Daily Circulation (1970-71)				149,200

WGHP-TV, Winston-Salem
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	SOUTH CAROLINA			
	Marlboro	7,500	6,900	92
	VIRGINIA			
	Carroll	9,500	8,800	92
	Grayson	5,000	4,700	94
	Pittsylvania	32,800	31,100	95
Between 5-24%	NORTH CAROLINA			
	Avery	3,800	3,500	91
	Burke	18,000	17,300	96
	Cabarrus	23,900	23,300	97
	Caldwell	17,500	16,800	96
	Catawba	29,200	28,400	97
	Durham	42,500	40,500	95
	Granville	8,600	8,000	93
	Harnett	14,900	14,100	95
	Robeson	22,200	20,600	93
	Union	16,400	15,600	95
	Wake	71,300	68,600	96
	SOUTH CAROLINA			
	Chesterfield	9,600	8,900	93
	Darlington	15,400	14,500	94
VIRGINIA				
Franklin	7,800	7,400	94	
Halifax	8,900	8,300	93	
Smyth	9,100	8,700	95	
Wythe	6,800	6,300	93	

WSJS-TV, Winston-Salem
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA—(Continued)			
	Richmond	12,300	11,700	95
	Stanly	13,900	13,400	96
	SOUTH CAROLINA			
	Marlboro	7,500	6,900	92
	VIRGINIA			
	Floyd	3,100	2,900	94
	Franklin	7,800	7,400	94
	Halifax	8,900	8,300	93
	Montgomery	17,000	16,300	96
Pulaski	9,300	8,900	95	
Wythe	6,800	6,300	93	

North Carolina

WRAL-TV, Raleigh
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Mecklenburg	8,800	8,200	93
Between 5-24%	NORTH CAROLINA			
	Anson	7,000	6,500	93
	Bladen	7,400	6,700	90
	Columbus	13,500	12,500	93
	Guilford	91,900	89,200	97
	Hertford	6,700	6,300	94
	Jones	2,700	2,600	94
	New Hanover	27,900	26,800	96
	Onslow	23,800	23,100	97
	Pender	5,400	4,900	91
	Randolph	25,200	24,200	96
	Richmond	12,300	11,700	95
	Rockingham	23,100	22,300	96
	SOUTH CAROLINA			
	Marlboro	7,500	6,900	92
VIRGINIA				
Charlotte	3,500	3,300	93	
Halifax	8,900	8,300	93	
Pittsylvania	32,800	31,100	95	

WTVD, Raleigh
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA—(Continued)			
	Jones	2,700	2,600	94
	Montgomery	6,000	5,700	95
	New Hanover	27,900	26,800	96
	Northampton	6,200	5,700	92
	Onslow	23,800	23,100	97
	Pender	5,400	4,900	91
	Pitt	21,800	20,700	95
	Randolph	25,200	24,200	96
	SOUTH CAROLINA			
Marlboro	7,500	6,900	92	
VIRGINIA				
Greensville	4,000	3,700	93	
Halifax	8,900	8,300	93	

North Carolina—Wilmington



WECT



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1940-ft. above av. terrain, 1991-ft. above ground, 2046-ft. above sea level.

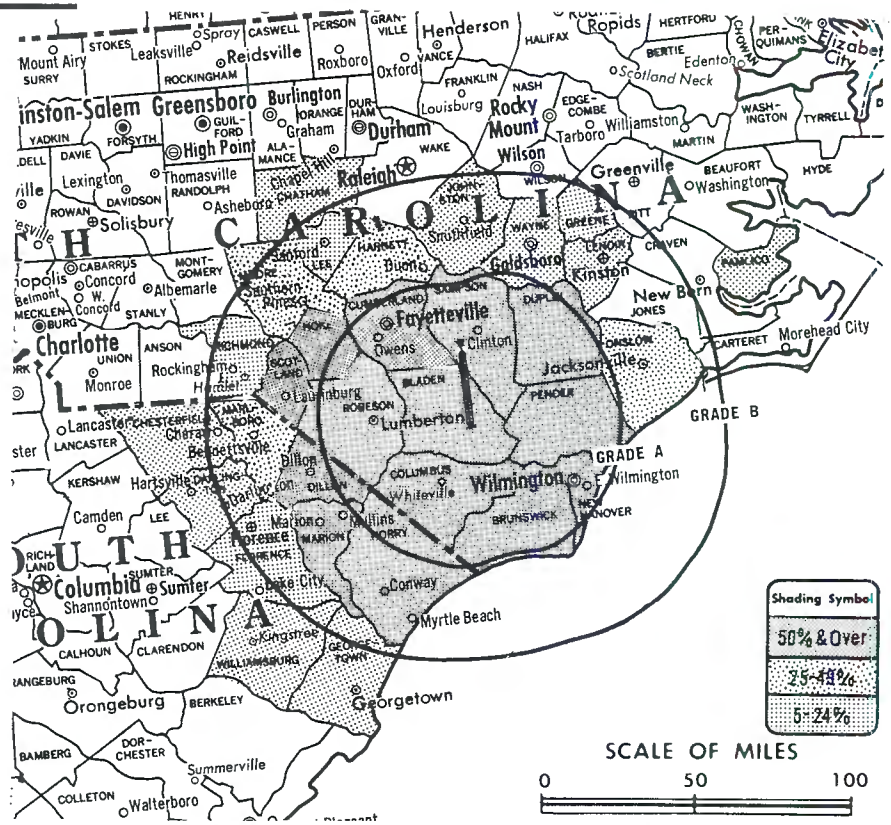
Latitude 34° 34' 32"
Longitude 78° 26' 13"

Transmitter: N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WECT Ref: FCC File No. BMPCT—6919 Granted 10/11/68

©American Map Co., Inc., N.Y., No. 14244

WECT

Network Service: NBC; also CBS (per program).
Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd.
Studio: 322 Shipyard Blvd. (28401).
Telephone: 919-791-8070.
TWX No.: 510-937-0314.
Ownership: MacMillan & Cameron Co., 43%; Sam & Leo Brody, 43%; Port & Co., 14%.
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). Later Park Bcstg. (WNCT) sold its interest.
Represented (sales) by Adam Young Inc.
Represented (legal) by Wilner, Scheiner & Greeley.
Represented (engineering) by Edward F. Lorentz & Associates.
Personnel:
DAN D. CAMERON, president.
WAYNE JACKSON, station manager.
BILL ELKS, technical operations director.
JIM STEWART, production director.
E. I. HERRING, chief engineer.
C. D. MARTIN JR., sales manager.

DIGEST OF RATE CARD NO. 15A—(Sept. 10, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6-11 p.m., daily.	\$550.00	\$330.00	\$220.00	\$165.00	\$150.00	\$150.00
NETWORK BASE HOURLY RATE: \$460.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	7,400	6,700	90
	Brunswick	7,300	6,800	93
	Columbus	13,500	12,500	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA—(Continued)			
	Cumberland	56,000	53,500	96
	Duplin	11,300	10,500	93
	Hoke	4,200	3,900	92
	New Hanover	27,900	26,800	96
	Pender	5,400	4,900	91
	Robeson	22,200	20,600	93
	Sampson	12,900	12,100	94
	Scotland	7,600	7,100	94
	SOUTH CAROLINA			
Dillon	7,500	7,000	93	
Horry	20,700	19,300	93	
Marion	8,400	7,700	91	
Between 25-49%	NORTH CAROLINA			
	Harnett	14,900	14,100	95
	Moore	11,900	11,100	93
	Onslow	23,800	23,100	97
	SOUTH CAROLINA			
Marlboro	7,500	6,900	92	
Between 5-24%	NORTH CAROLINA			
	Chatham	9,100	8,600	95
	Greene	4,000	3,800	94
	Johnston	19,700	18,600	94
	Lee	9,300	8,900	95
	Lenoir	16,700	15,900	95
	Pamlico	3,000	2,900	95
	Richmond	12,300	11,700	95
	Wayne	24,200	23,000	95
	SOUTH CAROLINA			
Chesterfield	9,600	8,900	93	
Darlington	15,400	14,500	94	
Florence	25,800	24,500	95	
Georgetown	9,100	8,300	92	
Williamsburg	8,600	7,700	89	

Station Totals	437,200	411,900	94
Net Weekly Circulation (1970-71)		214,000	
Average Daily Circulation (1970-71)		135,000	

North Carolina—Wilmington



WWAY

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1170-ft. above av. terrain, 1187-ft. above ground, 1247-ft. above sea level.

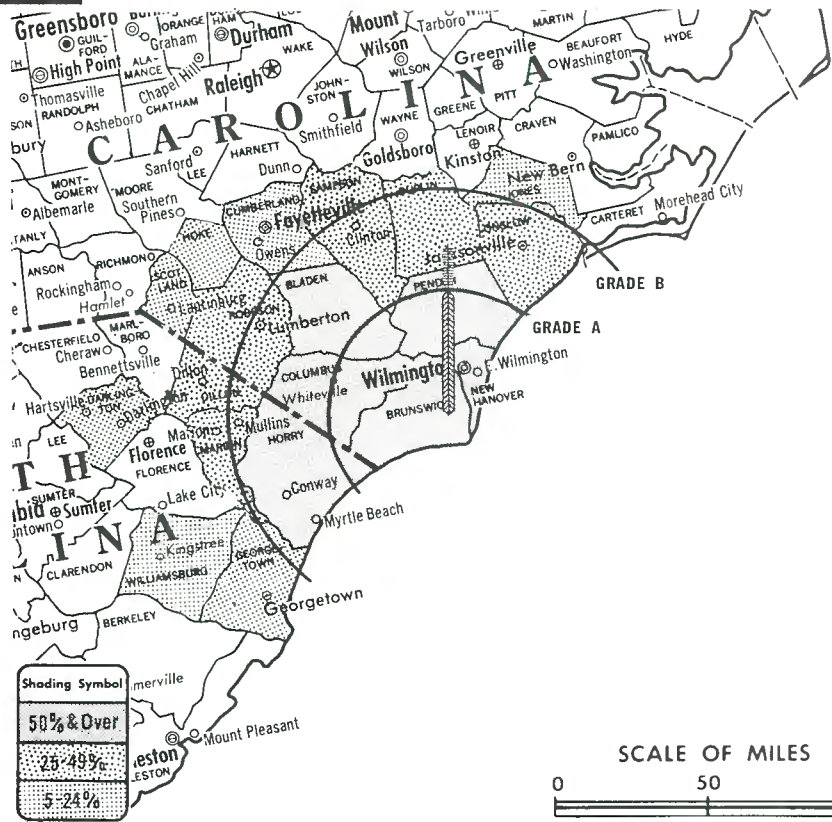
Latitude 34° 03' 00"
Longitude 78° 04' 56"

Transmitter: 3.82-mi. S of Mill Creek, E of State Rt. 87.

Studio: 615 N. Front St. (28401).

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV_v and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WWAY Ref: FCC File No. BMPCT-5929 Granted 6/24/64

© American Map Co., Inc., N.Y. No. 14244

WWAY

Licensee: Clay Broadcasting Corp., Box 2068, 615 N. Front St.
Telephone: 919-762-8581.

Ownership: Clay Communications Inc., publisher of Charleston Daily Mail, 80%; Lyell B. Clay, 20%. Charleston Mail Assn. officers: Lyell B. Clay, chmn. of the board-treas., 31.62%; John F. McGee, pres., 3.07%; Buckner Clay, v.p.-secy., 31.62%; Julie Clark Alexander, 31.62%; others, 2.07%. Charleston Mail Assn. also owns KFDX-TV, Wichita Falls, Tex.

Began Operation: Oct. 30, 1964. Sale to present owner by Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by the FCC Aug. 28, 1968.

Represented (sales) by H-R Television; James S. Ayers.

Personnel:

GEORGE DIAB, president & general manager.
HENRY E. SULLIVAN, sales manager.
GEORGE ALLEN, program-production manager.
ART MADELEY, chief engineer.
JOHN MANGUM, news director.

DIGEST OF RATE CARD NO. 3 (June 1, 1971)

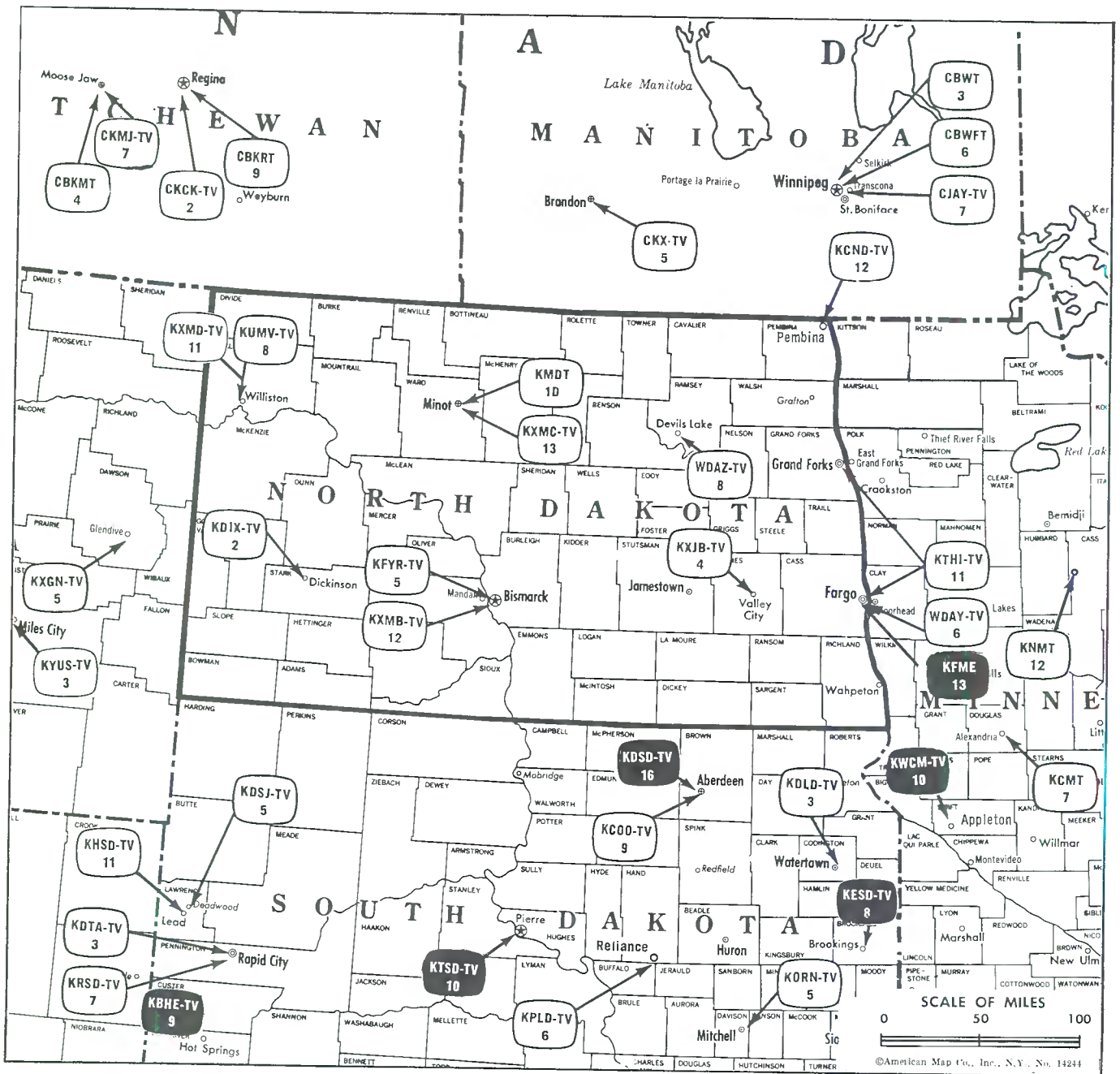
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$425.00	\$300.00	\$100.00	70.00	Graded rates apply*	

*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$257.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Bladen	7,400	6,700	90
		Brunswick	7,300	6,800	93
		Columbus	13,500	12,500	93
		New Hanover	27,900	26,800	96
	Pender	5,400	4,900	91	
Between 25-49%	SOUTH CAROLINA				
		Horry	20,700	19,300	93
	NORTH CAROLINA				
		Duplin	11,300	10,500	93
		Onslow	23,800	23,100	97
	Robeson	22,200	20,600	93	
	Sampson	12,900	12,100	94	
Between 5-24%	SOUTH CAROLINA				
		Dillon	7,500	7,000	93
		Marion	8,400	7,700	91
	NORTH CAROLINA				
		Cumberland	56,000	53,500	96
		Hoke	4,200	3,900	92
		Jones	2,700	2,600	94
		Scotland	7,600	7,100	94
	SOUTH CAROLINA				
	Darlington	15,400	14,500	94	
	Georgetown	9,100	8,300	92	
	Williamsburg	8,600	7,700	89	
Station Totals			271,900	255,600	94
Net Weekly Circulation (1970-71)					110,800
Average Daily Circulation (1970-71)					64,600

North Dakota



SCALE OF MILES
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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Fargo	147,900	129	154,200	95
Minot-Bismarck	102,800	158	95,500	141
Pembina	19,300	216	5,900	206
Dickinson	12,700	219	10,700	204

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KFYR-TV, Bismarck

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	NORTH DAKOTA—(Continued)			
	Ward	17,300	16,700	97
	Wells	2,400	2,300	96
	Williams	5,900	5,700	96
50% & Over	SOUTH DAKOTA			
	Campbell	900	800	91
	Corson	1,200	1,000	87
	Dewey	1,400	1,200	87
	Perkins	1,500	1,400	90
	Walworth	2,500	2,300	92
	MONTANA			
	Dawson	3,300	3,000	92
	Wibaux	400	400	92
Between 25-49%	NORTH DAKOTA			
	Benson	2,300	2,100	93
	Stutsman	7,200	7,000	98
	SOUTH DAKOTA			
	Mc Pherson	1,500	1,400	92
	Potter	1,300	1,200	95
Between 5-24%	MONTANA			
	Garfield	600	500	77
	NORTH DAKOTA			
	Slope	400	400	96

KXJB-TV, Valley City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MINNESOTA			
	Beltrami	7,700	6,700	88
	Hubbard	3,600	3,200	88
	Lake Of The Woods	1,300	1,000	80
	Wadena	3,700	3,300	90
Between 5-24%	NORTH DAKOTA			
	Burleigh	12,500	12,100	97
	Cavalier	2,500	2,200	89
	Logan	1,200	1,100	94
	SOUTH DAKOTA			
	Mc Pherson	1,500	1,400	92
	Roberts	3,400	3,200	94

KXMC-TV, Minot

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA			
	Daniels	1,100	1,000	92
	Valley	3,100	2,800	90
	MONTANA			
	Mc Cone	900	800	90
Between 5-24%	NORTH DAKOTA			
	Adams	1,200	1,100	94
	Dunn	1,200	1,100	93
	Hettinger	1,500	1,400	95
	Ramsey	3,800	3,600	95
	Stark	5,400	5,200	96
	Stutsman	7,200	7,000	98
	SOUTH DAKOTA			
	Mc Pherson	1,500	1,400	92

North Dakota

North Dakota Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	12	0	12
<input checked="" type="checkbox"/> Educational Television Stations	1	0	1
			13

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 MHz). 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"

WDAY-TV, Fargo

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH DAKOTA			
	Wells	2,400	2,300	96
Between 5-24%	MINNESOTA			
	Beltrami	7,700	6,700	88
	Grant	2,300	2,200	97
	Hubbard	3,600	3,200	88
	Lake Of The Woods	1,300	1,000	80
	Traverse	1,900	1,800	95
	NORTH DAKOTA			
	Burleigh	12,500	12,100	97
	Rolette	2,800	2,500	89
	SOUTH DAKOTA			
	Marshall	1,800	1,700	93

North Dakota—Bismarck



KFYR-TV



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"
Longitude 100° 48' 30"

Transmitter: 12-mi. S. of city.

AM Affiliate: KFYR, 5-kw, 550 kHz (NBC).

FM Affiliate: KFYR-FM, 27-kw, 92.9 MHz (No. 225), 600-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

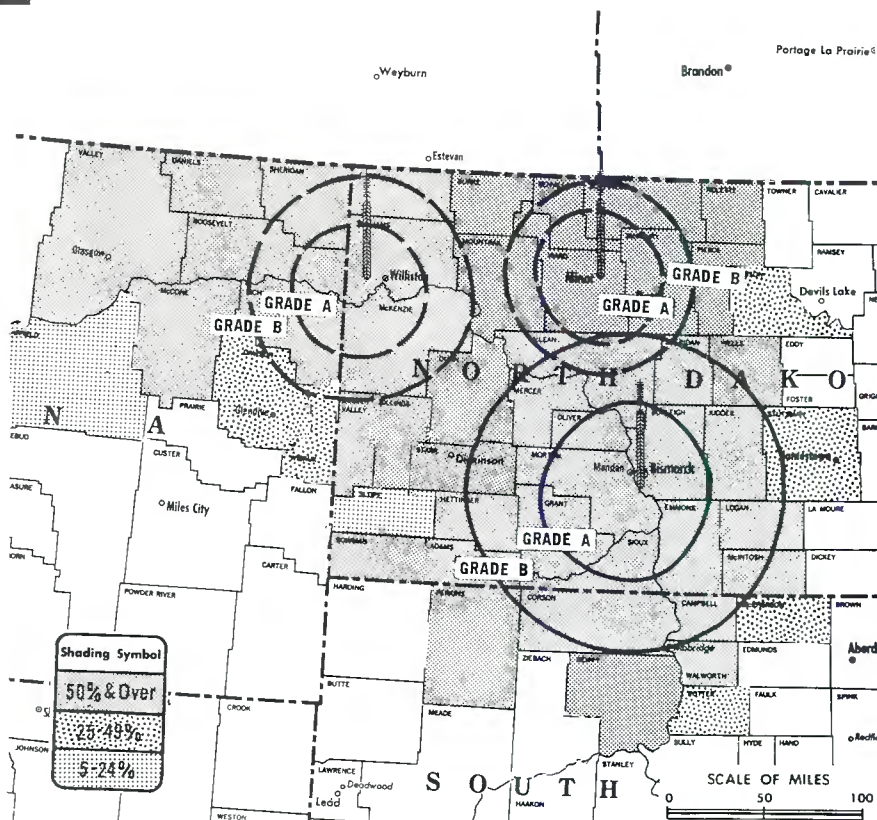
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KFYR-TV Ref: FCC File No. BPCT-2965 Granted 2/24/63

©American Map Co., Inc., N.Y., No. 14241

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., 1%; Mrs. Marietta Meyer Ekberg, 99%. Meyer Bcstg. owns KUMV-TV, Williston; KMOT-TV & FM, Minot & Bismarck Cable TV; also owns radios KOYN, Billings, Mont. & KFYR AM-FM, Bismarck.

Began Operation: Dec. 19, 1953.

Represented (sales) by Blair Television Associates Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Charles Smith.

Personnel:

WILLIAM EKBERG, president & general manager.

DAVE STUART, general sales manager.

MERT JOHNSRUD, director of programming.

CARL ZELLER, director of engineering.

DIGEST OF RATE CARD NO. 1-71

(Aug. 9, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$575.00 \$350.00 \$225.00 \$140.00 \$100.00 \$100.00 \$50.00

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$234.

ARB Data: Figures include satellites KUMV-TV, Williston & KMOT, Minot.

Net Weekly Circulation	State County	Total Households	TV Households	%
	MONTANA			
	Daniels	1,100	1,000	92
	Mc Cone	900	800	90
	Richland	3,100	2,900	93
	Roosevelt	2,900	2,700	94
	Sheridan	1,800	1,700	95
	Valley	3,100	2,800	90
	NORTH DAKOTA			
	Adams	1,200	1,100	94
	Billings	300	300	96
	Bottineau	2,500	2,400	95
	Bowman	1,200	1,100	94
	Burke	1,500	1,400	94
	Burleigh	12,500	12,100	97
	Divide	1,500	1,400	93
	Dunn	1,200	1,100	93
	Emmons	1,900	1,800	96
	Golden Valley	800	800	96
	Grant	1,500	1,400	94
	Hettinger	1,500	1,400	95
	Kidder	1,200	1,200	97
	Logan	1,200	1,100	94
	Mc Henry	2,700	2,600	96
	Mc Intosh	1,800	1,700	92
	Mc Kenzie	1,900	1,800	96
	Mc Lean	3,500	3,400	96
	Mercer	1,900	1,800	93
	Morton East	4,300	4,000	93
	Morton West	1,800	1,800	96
	Mountrail	2,500	2,400	95
	Oliver	600	600	96
	Pierce	1,900	1,800	94
	Renville	1,200	1,200	98
	Rolette	2,800	2,500	89
	Sheridan	1,000	900	95
	Sioux	800	700	88
	Stark	5,400	5,200	96
	(Continued on page 585-b)			

Station Totals	127,100	120,300	95
Net Weekly Circulation (197800-71)			102,800
Average Daily Circulation (1970-71)			78,100

North Dakota—Bismarck

⊙ KXMB-TV

Ch. 12

[Satellite of KXMC-TV, Minot, N.D.]

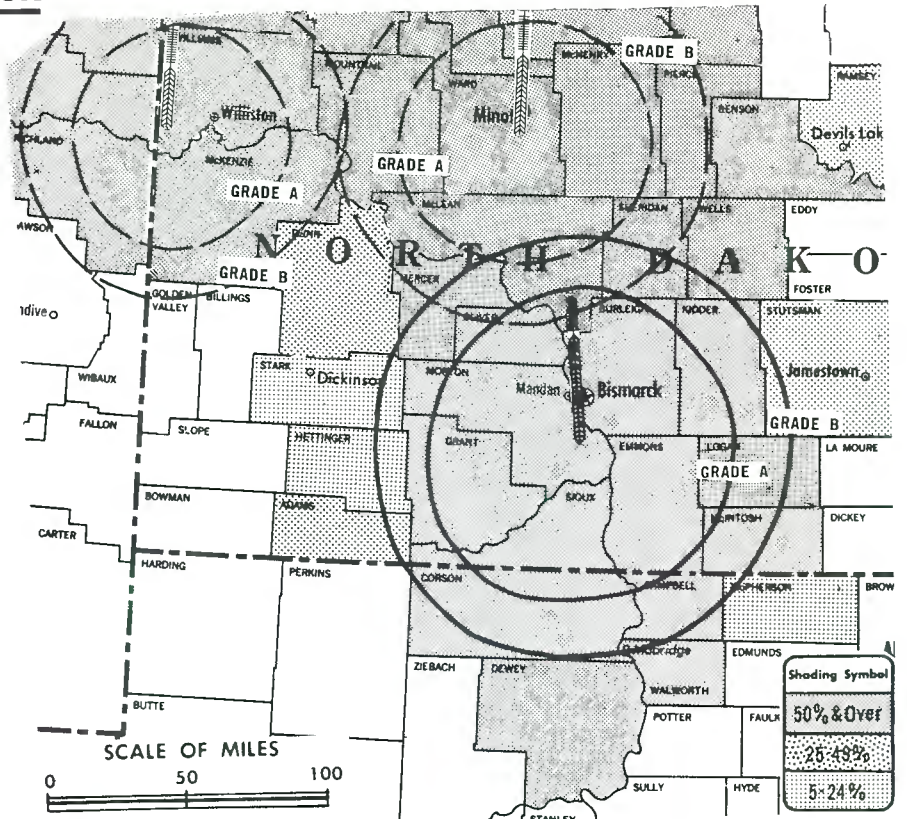
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 278-kw visual, 44.1-kw aural. Antenna: 1530-ft. above av. terrain, 1204-ft. above ground, 3429-ft. above sea level.

Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Color: Network, live, film & slide.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KXMB-TV Ref: FCC File No. BPC7-4250 Granted 7/16/69 © American Map Co., Inc., N.Y., No. 14244

KXMB-TV

Network Service: CBS.

Licensee: Bismarck TV Inc., Box 1686, Minot, N.D.

Business Office: 1811 North 15, Bismarck, N.D. (58501).

Telephone: 701-223-9197.

Studio: 1811 North 15, Bismarck.

Ownership: See KXMC-TV, Minot.

Began Operation: Nov. 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Lloyd R. Amoo.

Personnel:

JIM OLSON, manager.

JOHN KRANCE, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot; KXMD-TV, Williston & KDIX-TV, Dickinson, all N.D.

NETWORK BASE HOURLY RATE: \$150.

ARB Data included with
KXMC-TV, Minot, N.D.
Map reflects coverage of both.



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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 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

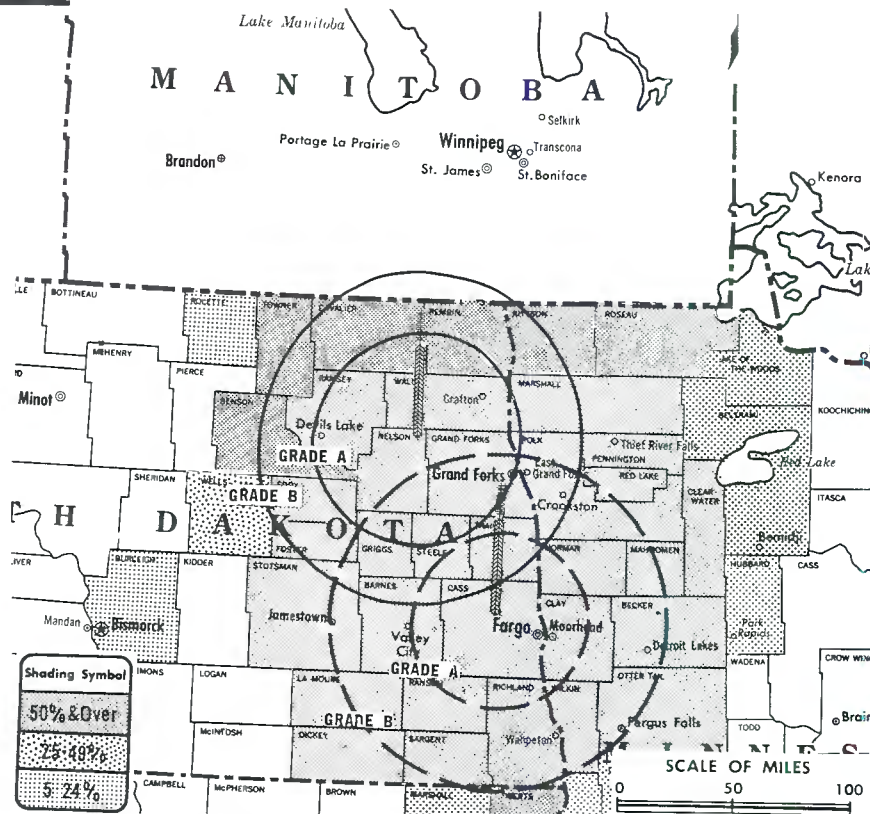
Latitude 48° 08' 24"

Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg, N.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

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 McDermott Ltd. (Canada).
 Represented (legal) by Marmet & Webster.
 Personnel:
 SCOTT PARK, general manager.
 Rates: Sold in combination with WDAY-TV, Fargo, N.D.
 NETWORK BASE HOURLY RATE: \$150.

ARB Data for this Station included with parent WDAY-TV, Fargo. Map reflects coverage of both.

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North Dakota—Dickinson

abc KDIX-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kHz.

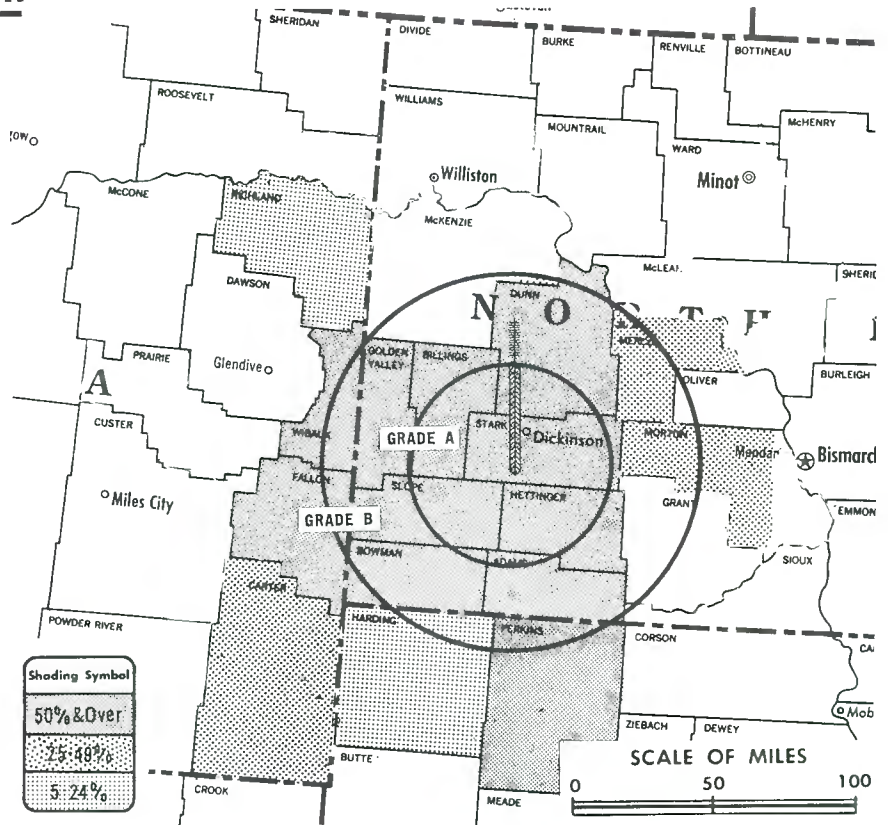
Color: Network, film, slide & tape.

News Wire Service: AP.

Studio: 119 Second Ave. W. (58601).

Telephone: 701-225-5133.

Represented (legal) by Wilner, Scheiner & Greeley.



*Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KDIX-TV Ref: FCC File No. BPCT-3391 Granted 3/18/65

©American Map Co., Inc., N.Y., No. 14244

KDIX-TV

Network Service: CBS, ABC, NBC.

Licensee: Dickinson Broadcasting Corp., Box 1368.

Ownership: Stanley Deck, 99.5%. Deck also owns KISD, Sioux Falls, S.D.

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 H-R Television Inc.; Wm. Hurley (Minneapolis); Soderlund (Omaha).

Personnel:

STANLEY DECK, president.
LAUREN HAACKE, manager.
WARREN VRANNA, sales manager.
M. J. MESSMER, operations director.
WILLIAM KOHLER, chief engineer.

DIGEST OF RATE CARD (1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 10 Sec.
Class AA—6-10:30 p.m., daily.
\$180.00 \$120.00 \$90.00 \$60.00 \$45.00 \$30.00 \$15.00
Combination Rates: See KXMC-TV, Minot, N.D.
NETWORK BASE HOURLY RATE: \$100.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA				
		Fallon	1,200	1,100	91
		Wibaux	400	400	92
	NORTH DAKOTA				
		Adams	1,200	1,100	94
		Billings	300	300	96
		Bowman	1,200	1,100	94
		Dunn	1,200	1,100	93
		Golden Valley	800	800	96
		Hettinger	1,500	1,400	95
	Slope	400	400	96	
	Stark	5,400	5,200	96	
SOUTH DAKOTA					
	Perkins	1,500	1,400	90	
Between 5-24%	MONTANA				
		Carter	600	500	86
		Richland	3,100	2,900	93
	NORTH DAKOTA				
		Mercer	1,900	1,800	93
	Morton West	1,800	1,800	96	
SOUTH DAKOTA					
	Harding	600	600	92	
Station Totals			23,100	21,900	95
Net Weekly Circulation (1970-71)					12,700
Average Daily Circulation (1970-71)					9,800

North Dakota—Fargo-Grand Forks



KTHI-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 23' 36"
Longitude 97° 17' 17"

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.: 910-673-8302.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

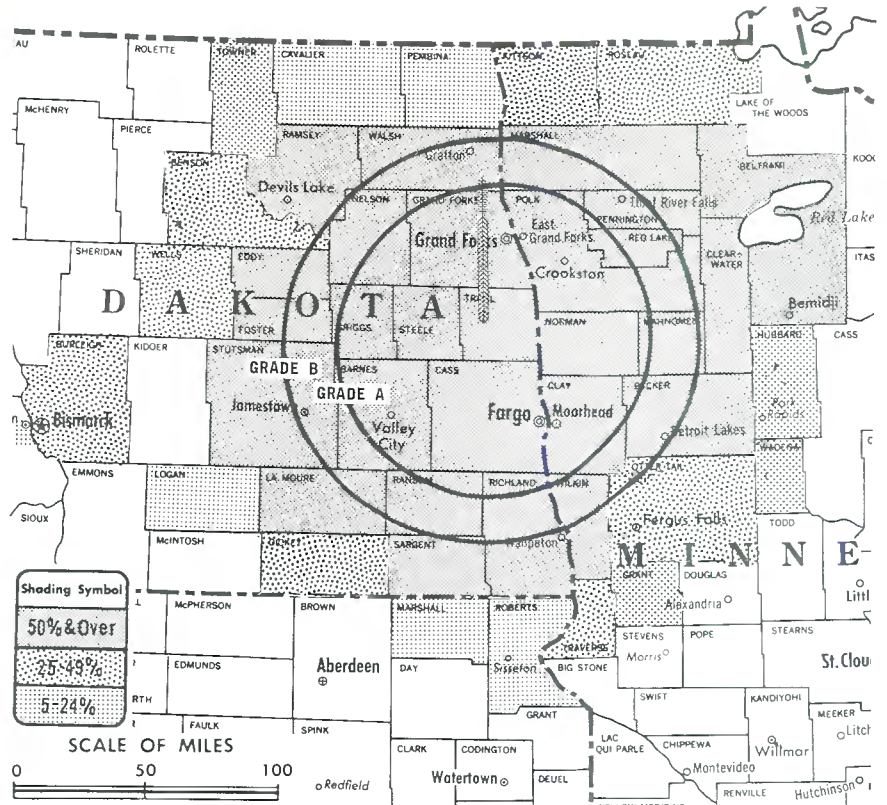
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTHI-TV Ref: FCC File No. BMPCT-5881 Granted 8/13/63

©American Map Co., Inc., N.Y., No. 14244

KTHI-TV

Licensee: Spokane Television Inc., 1350 21st Ave. S., Fargo (58102).

Ownership: Evening Telegram Co. See KXLY-TV, Spokane, Wash.

Began Operation: Oct. 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 by FCC (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 Avery-Knodel.

Represented (legal) by Stambler & Shrinky.

Personnel:

WAYNE F. McNULTY, executive vice president.
R. GARY PIERONE, general sales & station manager.
ROGER BAILEY, operations manager.
LLOYD CHALE, chief engineer.

DIGEST OF RATE CARD NO. 14—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.
\$600.00 \$318.00 \$169.00 Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	7,600	7,200	94
	Beltrami	7,700	6,700	88
	Clay	13,400	13,200	98
	Clearwater	2,500	2,200	89
	Mahnomen	1,500	1,400	94
	Marshall	4,100	3,800	94
	Norman	3,300	3,100	94
	Pennington	4,400	4,100	92
	Polk	10,500	10,000	95
	Red Lake	1,500	1,400	95
	Wilkin	2,600	2,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Barnes	4,600	4,500	97
	Cass	23,200	22,600	97
	Eddy	1,300	1,300	97
	Foster	1,300	1,200	96
	Grand Forks	17,600	17,100	97
	Griggs	1,400	1,400	97
	La Moure	2,300	2,200	96
	Nelson	1,800	1,700	97
	Ramsey	3,800	3,600	95
	Ransom	2,300	2,200	97
	Richland	5,900	5,700	96
	Sargent	1,800	1,700	97
	Steele	1,300	1,300	97
	Stutsman	7,200	7,000	98
	Traill	3,000	2,900	98
	Walsh	4,700	4,500	96
Between 25-49%	MINNESOTA			
	Kittson	2,200	2,000	90
	Otter Tail	14,600	13,700	94
	Roseau	3,500	2,900	83
	Traverse	1,900	1,800	95
Between 5-24%	NORTH DAKOTA			
	Benson	2,300	2,100	93
	Burleigh	12,500	12,100	97
	Dickey	2,200	2,100	94
	Wells	2,400	2,300	96
Between 5-24%	MINNESOTA			
	Grant	2,300	2,200	97
	Hubbard	3,600	3,200	88
	Wadena	3,700	3,300	90
	NORTH DAKOTA			
	Cavalier	2,500	2,200	89
	Logan	1,200	1,100	94
	Pembina	3,300	3,000	91
	Towner	1,400	1,300	94
	SOUTH DAKOTA			
Marshall	1,800	1,700	93	
Roberts	3,400	3,200	94	
Station Totals		207,400	196,700	95
Net Weekly Circulation (1970-71)			133,100	
Average Daily Circulation (1970-71)			81,600	

North Dakota—Fargo



Ch. 6

[Also operates satellite WDAZ-TV, Devils Lake, N.D.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, N.D.

Studio: 207 N. 5th St. (58102).

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 42-kw, 93.7 MHz (No. 229), 1150-ft.

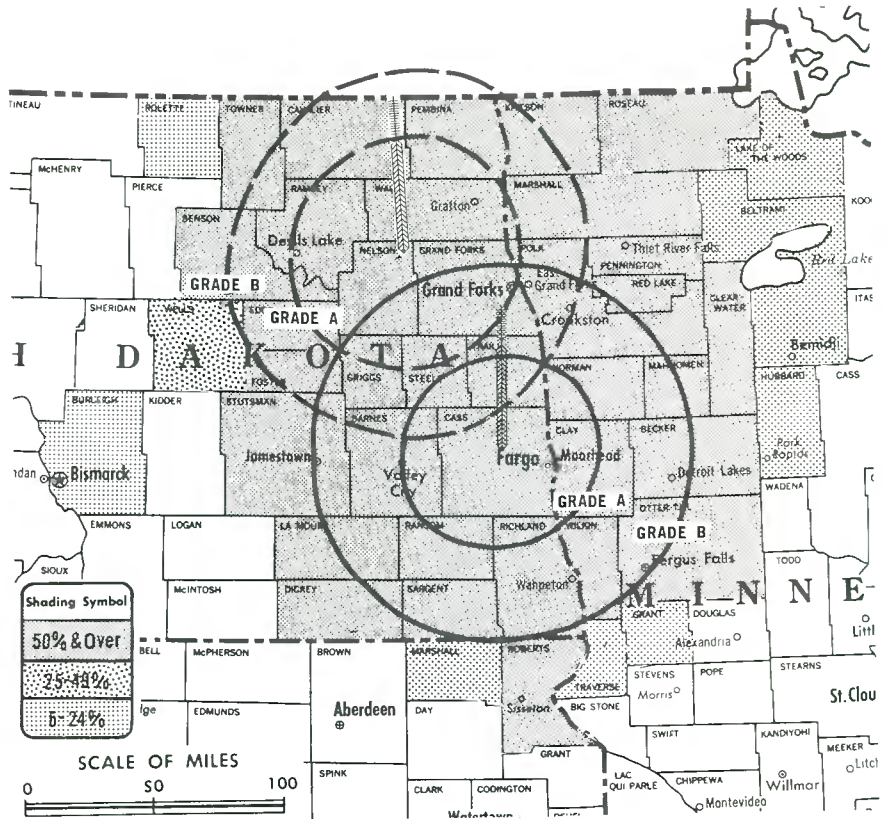
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (legal) by Marmet & Webster.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WDAY-TV Ref: FCC File No. BPCT-2489 Granted 7/31/58

©American Map Co., Inc., N.Y., No. 1424

WDAY-TV

Licensee: WDAY Inc., Box 2466, 207 N. 5th St.

Telephone: 701-237-6500. TWX No.: 910-674-2355.

Ownership: Forum Publishing Co., 55.56%; Norman D. Black Jr. Trust (Jane B. Marcil, William C. Marcil, Mary B. Lewis, Peter D. Lewis, trustees), 4.63%; William Lontz, treas., 6.15%; John D. Paulson, 2.96%; Donald D. Lontz, 4.37%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (Margaret B. Forman, trustee), 12.89%; Jane Stern, 1.78%; Anne Selvig, 1.78%. Forum Publishing Co. publishes **The Fargo Forum**. Forum Publishing ownership: Norman D. Black Jr. Trust, Nancy Jane Black Marcil & Mary Margaret Black Lewis, trustees, 39.4%; John D. Paulson, secy., 14.9%; William C. Lontz, treas., 7.6%; N. D. Black estate (Margaret B. Forman, trustee), 22.4%; Donald D. Lontz, 7.6%; 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).

Personnel:

WILLIAM C. MARCIL, president.
JACK DUNN, executive vice president.
JACK LESTER, general & national sales manager.
KEN KENNEDY, station manager, program & production.
SUMNER RASMUSSEN, technical director.
ROY PEDERSEN, promotion & merchandising manager.
NORM SCHRADER, news director.

DIGEST OF RATE CARD NO. 72—(Jan. 31, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-9:59 p.m., daily.
\$700 \$400 \$260 \$200 \$100 \$100 \$50
NETWORK BASE HOURLY RATE: \$468.

ARB Data: Figures include coverage of satellite WDAZ-TV, Devils Lake, N.D.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
	Becker	7,600	7,200	94
	Clay	13,400	13,200	98
	Clearwater	2,500	2,200	89
	Kittson	2,200	2,000	90
	Mahnomen	1,500	1,400	94
	Marshall	4,100	3,800	94
	Norman	3,300	3,100	94
	Otter Tail	14,600	13,700	94
	Pennington	4,400	4,100	92
	Polk	10,500	10,000	95
	Red Lake	1,500	1,400	95
	Roseau	3,500	2,900	83
	Wilkin	2,600	2,500	97
NORTH DAKOTA				
	Barnes	4,600	4,500	97
	Benson	2,300	2,100	93
	Cass	23,200	22,600	97
	Cavalier	2,500	2,200	89
	Dickey	2,200	2,100	94
	Eddy	1,300	1,300	97
	Foster	1,300	1,200	96
	Grand Forks	17,600	17,100	97
	Griggs	1,400	1,400	97
	La Moure	2,300	2,200	96
	Nelson	1,800	1,700	97
	Pembina	3,300	3,000	91
	Ramsey	3,800	3,600	95
	Ransom	2,300	2,200	97
	Richland	5,900	5,700	96
	Sargent	1,800	1,700	97
	Steele	1,300	1,300	97
	Stutsman	7,200	7,000	98
	Towner	1,400	1,300	94
	Traill	3,000	2,900	98
	Walsh	4,700	4,500	96
SOUTH DAKOTA				
	Roberts	3,400	3,200	94

(Continued on page 585-b)

Station Totals	206,600	195,800	95
Net Weekly Circulation (1970-71)			147,900
Average Daily Circulation (1970-71)			103,000

North Dakota—Minot



KMOT



Ch. 10

[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

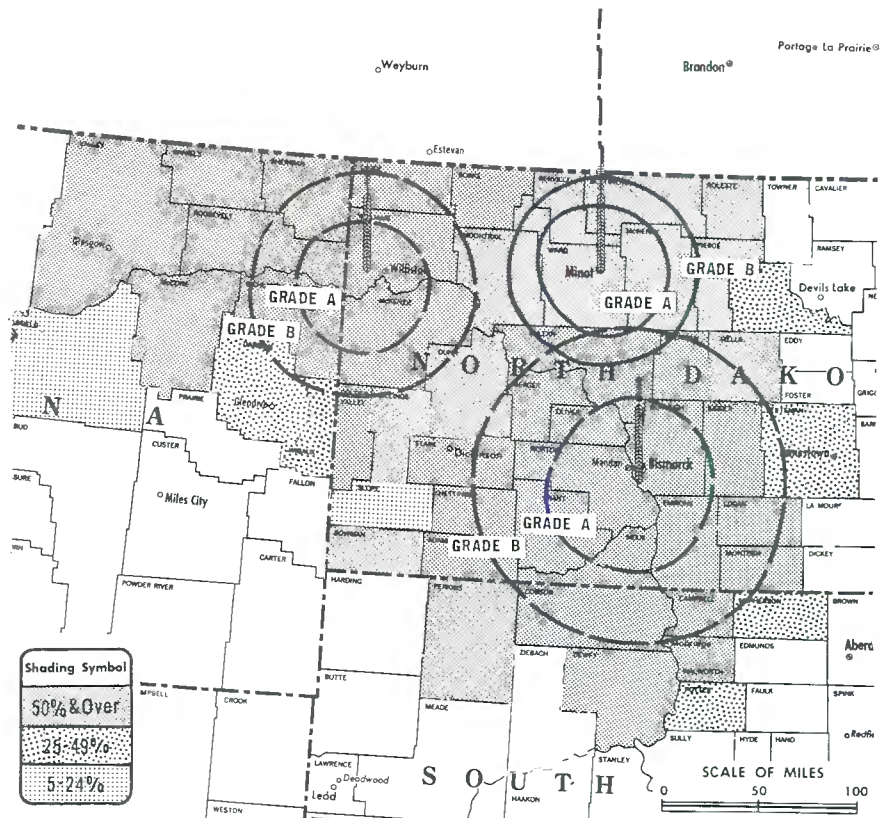
Latitude 48° 12' 56"

Longitude 101° 19' 05"

Transmitter: Southdale, Minot, N.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 1-b).

KMOT Ref: FCC File No. BPCT-4085 Granted 5/1/68

© American Map Co., Inc., N.Y., No. 14244

KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth, Bismarck, N.D. (58501).

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 & general manager (Bismarck).
 STAN WILSON, station manager.
 DAVE STUART, general sales manager (Bismarck).
 RAMON SWENSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$117.

ARB Data: Included with parent KFYP-TV,
 Bismarck

North Dakota—Minot

abc KXMC-TV

Ch. 13

[Operates satellites KXMB-TV, Bismarck & KXMD-TV, Williston, N.D.]

Technical Facilities: Channel No. 13 (210-216 MHz). 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"

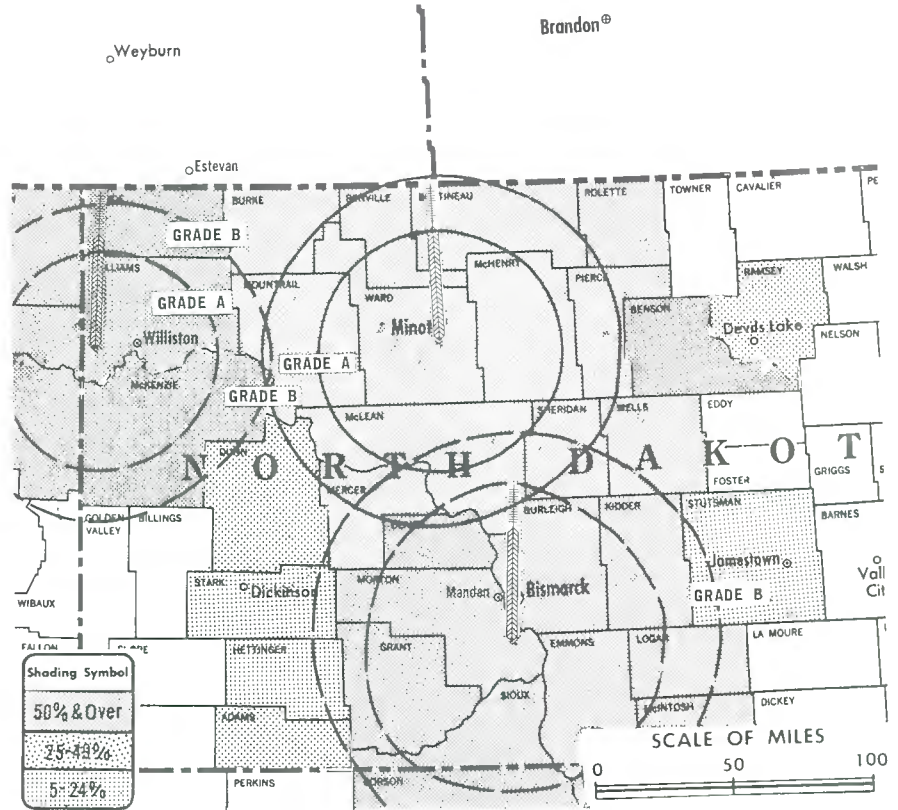
Transmitter: 11.5-mi. S of Minot.

Studio: KXMC Building.

AM Affiliate: KCJB, 1-kw, 910 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

©American Map Co., Inc., N.Y., No. 14244

KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Telephone: 701-838-2104.

TWX No.: 910-675-2496.

Ownership: Chester Reiten, pres., 40%; Lloyd R. Amoo, v.p., 30%; W. L. Hurley, v.p., 3%. Also owns KXMD-TV, Williston; KXMB-TV, Bismarck & 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 radios KCJB & FM, Minot.

Represented (sales) by H-R Television; Wm. L. Hurley (regional).

Represented (engineering) by Lloyd R. Amoo.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

CHESTER REITEN, president, general manager & film buyer.
HENRY BEUHLER, manager.
ROD ROMINE, program director.
DUANE AASE, chief engineer.

DIGEST OF COMBINATION RATE CARD NO. 17

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$600.00	\$400.00	\$300.00	\$150.00	Graded rates apply*	

*Highest rate: \$146.

Rates: Sold in combination with KXMB-TV, Bismarck and KDIX-TV, Dickinson.

NETWORK BASE HOURLY RATE: \$200 (ABC), \$225 (CBS).

ARB Data: Figures include KXMB-TV, Bismarck & KXMD-TV, Williston, N.D.

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
	Richland	3,100	2,900	93
	Roosevelt	2,900	2,700	94
	Sheridan	1,800	1,700	95
NORTH DAKOTA				
	Benson	2,300	2,100	93
	Bottineau	2,500	2,400	95
	Burke	1,500	1,400	94
	Burleigh	12,500	12,100	97
	Divide	1,500	1,400	93
	Emmons	1,900	1,800	96
	Grant	1,500	1,400	94
	Kidder	1,200	1,200	97
	Logan	1,200	1,100	94
	Mc Henry	2,700	2,600	96
	Mc Intosh	1,800	1,700	92
	Mc Kenzie	1,900	1,800	96
	Mc Lean	3,500	3,400	96
	Mercer	1,900	1,800	93
	Morton East	4,300	4,000	93
	Morton West	1,800	1,800	96
	Mountrail	2,500	2,400	95
	Oliver	600	600	96
	Pierce	1,900	1,800	94
	Renville	1,200	1,200	98
	Rolette	2,800	2,500	89
	Sheridan	1,000	900	95
	Sioux	800	700	88
	Ward	17,300	16,700	97
	Wells	2,400	2,300	96
	Williams	5,900	5,700	96
SOUTH DAKOTA				
	Campbell	900	800	91
	Corson	1,200	1,000	87
	Dewey	1,400	1,200	87
	Walworth	2,500	2,300	92

(Continued on page 585-b)

Station Totals	121,100	114,800	95
Net Weekly Circulation (1970-71)			86,800
Average Daily Circulation (1970-71)			64,500

North Dakota—Pembina



KCND-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

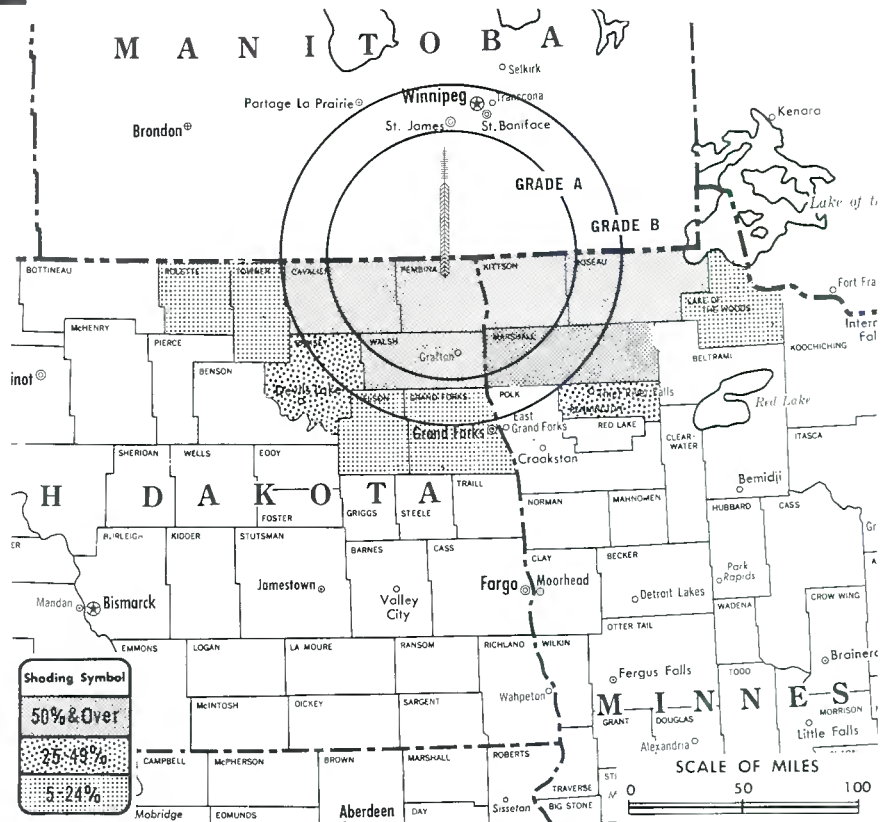
Color: Network, film, slide & tape.

News Wire Service: AP.

Telephone: 214-747-9311.

Studio: Stutsman & Fifth, P.O. Box 191 (58271).

Represented (engineering) by Cohen & Dippell.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

© American Map Co., Inc., N.Y., No. 14244

KCND-TV

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).

Telephone: 701-825-6292, Pembina, N.D.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KNUS (FM), Dallas; KOST (FM), Los Angeles; WWWW-FM, Detroit; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco and WNUS & FM, Chicago. Sale of KABL AM & FM pends.

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 Canadian Standard Broadcast Sales (U.S.); Radio-Television Representatives (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

Represented (legal) by Cohn & Marks.

Personnel:

GORDON McLENDON, president.
G. O. JOHNSON, general manager (Winnipeg).
RICHARD VINCENT, station manager (Pembina).
MAC CHEATER, local sales supervisor.
LEN GZEBB, coordinator.
A. C. HEADLEY, chief engineer.

DIGEST OF RATE CARD NO. 9—(Feb. 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$550.00	\$400.00	\$300.00	\$150.00*	\$90.00*	\$70.00*

*Class AA—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: Bonus.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Kittson	2,200	2,000	90
	Marshall	4,100	3,800	94
	Roseau	3,500	2,900	83
	NORTH DAKOTA			
Cavalier	2,500	2,200	89	
Pembina	3,300	3,000	91	
Walsh	4,700	4,500	96	
Between 25-49%	MINNESOTA			
	Pennington	4,400	4,100	92
Between 5-24%	NORTH DAKOTA			
	Ramsey	3,800	3,600	95
	MINNESOTA			
	Lake Of The Woods	1,300	1,000	80
	NORTH DAKOTA			
Grand Forks	17,600	17,100	97	
Nelson	1,800	1,700	97	
Rolette	2,800	2,500	89	
Towner	1,400	1,300	94	
Station Totals		53,400	49,700	93
Net Weekly Circulation (1970-71)				19,300
Average Daily Circulation (1970-71)				10,800

For BBM Net Weekly Circulation

See Canadian TV Directory

North Dakota—Valley City (Fargo)



KXJB-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"
Longitude 97° 20' 18"

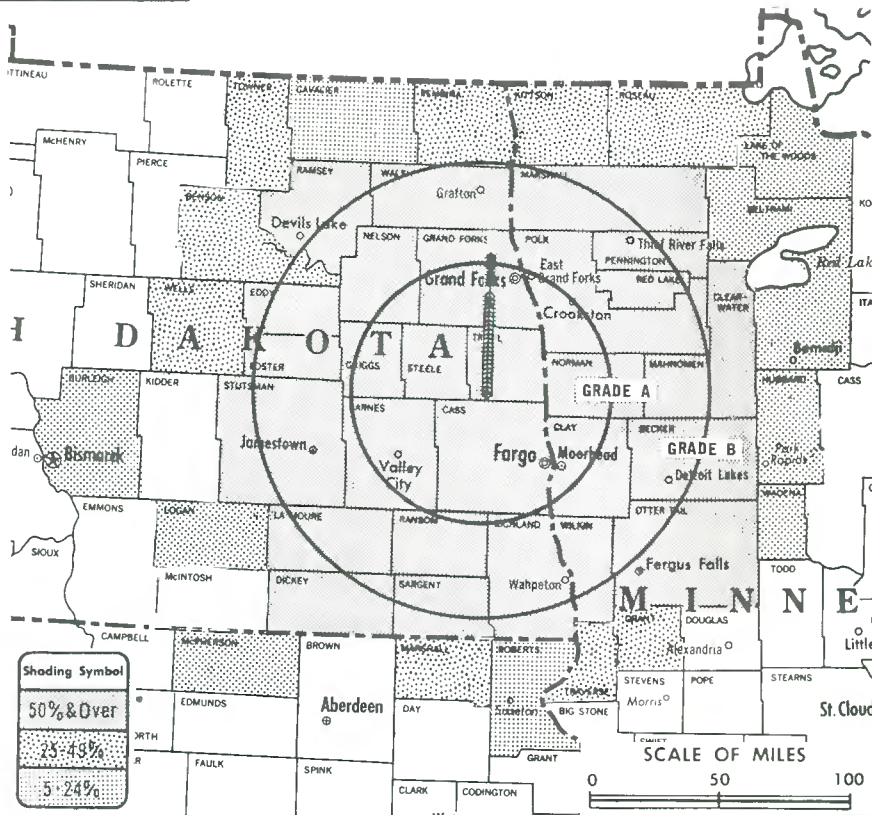
Transmitter: 3-mi. E of Galesburg, N.D.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

KXJB-TV Ref: FCC File No. BPCT—3088 Granted 7/24/64

©American Map Co., Inc., N.Y., No. 14244

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: Community Development Co. Inc., 65%; over 200 other stockholders, none with as much as 1%. Community Development Co., a holding company, Fargo, N.D., is 100% owned by its pres. John Boler.

Began Operation: July 12, 1954.

Represented (engineering) by Kear & Kennedy.

Represented (sales) by H-R Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

JOHN W. BOLER, president.
HAROLD MICHAELS, national sales mgr. & film buyer.
JERRY O'KEEFE, station manager.
LLOYD ERICKSON, chief engineer.

DIGEST OF RATE CARD NO. 17—(June 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.
\$700 \$420 \$280 \$210 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	7,600	7,200	94
	Clay	13,400	13,200	98
	Clearwater	2,500	2,200	89
	Mahnomen	1,500	1,400	94
	Marshall	4,100	3,800	94
	Norman	3,300	3,100	94
	Otter Tail	14,600	13,700	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA—(Continued)			
	Pennington	4,400	4,100	92
	Polk	10,500	10,000	95
	Red Lake	1,500	1,400	95
	Wilkin	2,600	2,500	97
	NORTH DAKOTA			
	Barnes	4,600	4,500	97
	Cass	23,200	22,600	97
	Dickey	2,200	2,100	94
	Eddy	1,300	1,300	97
	Foster	1,300	1,200	96
	Grand Forks	17,600	17,100	97
	Griggs	1,400	1,400	97
	La Moure	2,300	2,200	96
	Nelson	1,800	1,700	97
Ramsey	3,800	3,600	95	
Ransom	2,300	2,200	97	
Richland	5,900	5,700	96	
Sargent	1,800	1,700	97	
Steele	1,300	1,300	97	
Stutsman	7,200	7,000	98	
Traill	3,000	2,900	98	
Walsh	4,700	4,500	96	
Between 25-49%	MINNESOTA			
	Grant	2,300	2,200	97
	Kittson	2,200	2,000	90
	Roseau	3,500	2,900	83
	Traverse	1,900	1,800	95
NORTH DAKOTA				
Benson	2,300	2,100	93	
Pembina	3,300	3,000	91	
Towner	1,400	1,300	94	
Wells	2,400	2,300	96	
SOUTH DAKOTA				
Marshall	1,800	1,700	93	
(Continued on page 585-b)				
Station Totals		210,200	199,100	95
Net Weekly Circulation (1970-71)			140,200	
Average Daily Circulation (1970-71)			101,000	

North Dakota—Williston



KUMV-TV



Ch. 8

[Satellite of KFYZ-TV, Bismarck]

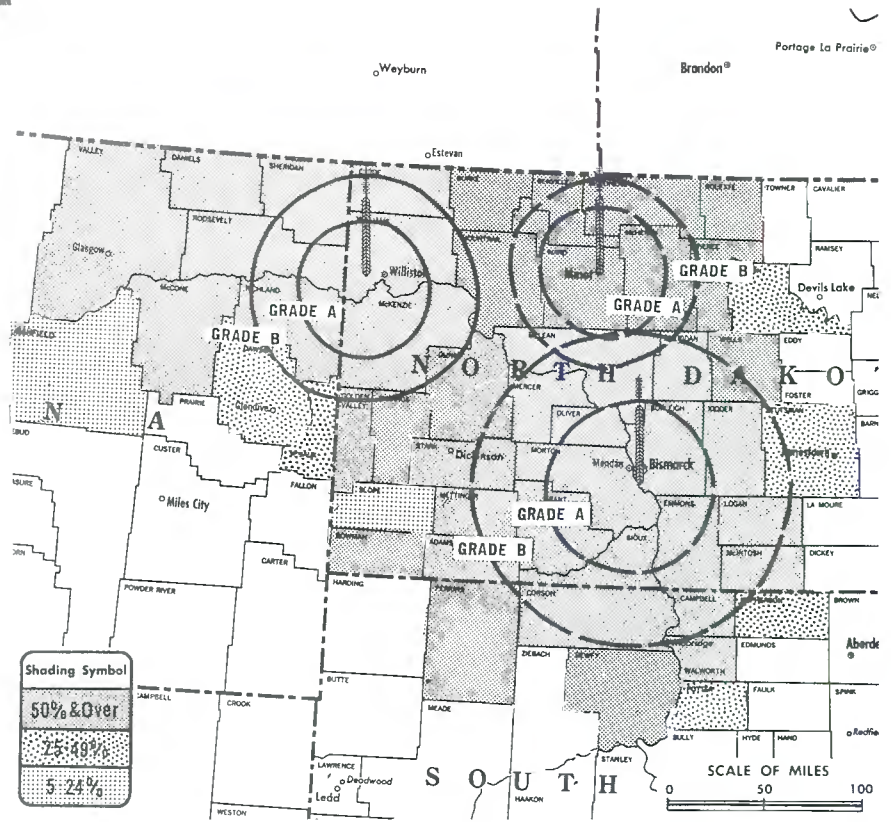
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

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.



County coverage based on ARB study (see page 1-b).

KUMV-TV Ref: FCC File No. BPT-2141 Granted 7/18/56

©American Map Co., Inc., N.Y., No. 14244

KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D. (58501).

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYZ-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM EKBERG, president & general manager (Bismarck).

DAVE STUART, general sales manager (Bismarck).

OSCAR HALVORSON, chief engineer & station manager.

Rates: Sold in combination with KFYZ-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$140 (NBC), \$141 (ABC).

ARB Data for this Station Included with Parent KFYZ-TV, Bismarck. The Above Map Reflects Coverage of Both.

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BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

North Dakota—Williston

abc **KXMD-TV**

Ch. 11

[Satellite of KXMC-TV, Minot, N.D.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 130-kw visual, 13-kw aural. Antenna: 979-ft. above av. terrain, 837-ft. above ground, 3137-ft. above sea level.

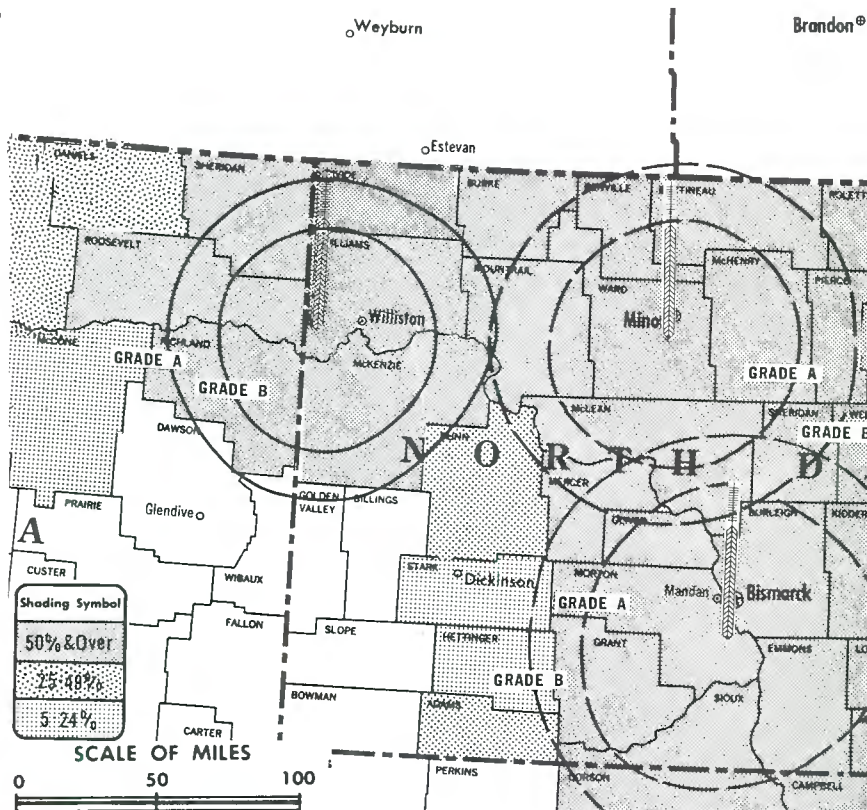
Latitude 48° 08' 22"
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Color: Network, film & slide.

News Wire Service: AP.

ARB Data: Included with KXMC-TV, Minot.



County coverage based on ARB study (see page 4-b).

KXMD-TV Ref: FCC File No. BPCT-4052 Granted 2/5/69
KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

©American Map Co., Inc., N.Y., No. 14244

KXMD-TV

Network Service: CBS, ABC.

Grantee: KXMC-TV Inc., KXMC-TV Bldg., Minot, N.D. (58704).

Studio: See KXMC-TV, Minot.

Ownership: See KXMC-TV, Minot.

Began Operation: Oct. 25, 1969.

Represented (sales) by H-R Television; William L. Hurley (regional).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Lloyd A. Amoo.

Personnel:

ROBERT WILKENS, manager.

ROGER DIVENS, program director.

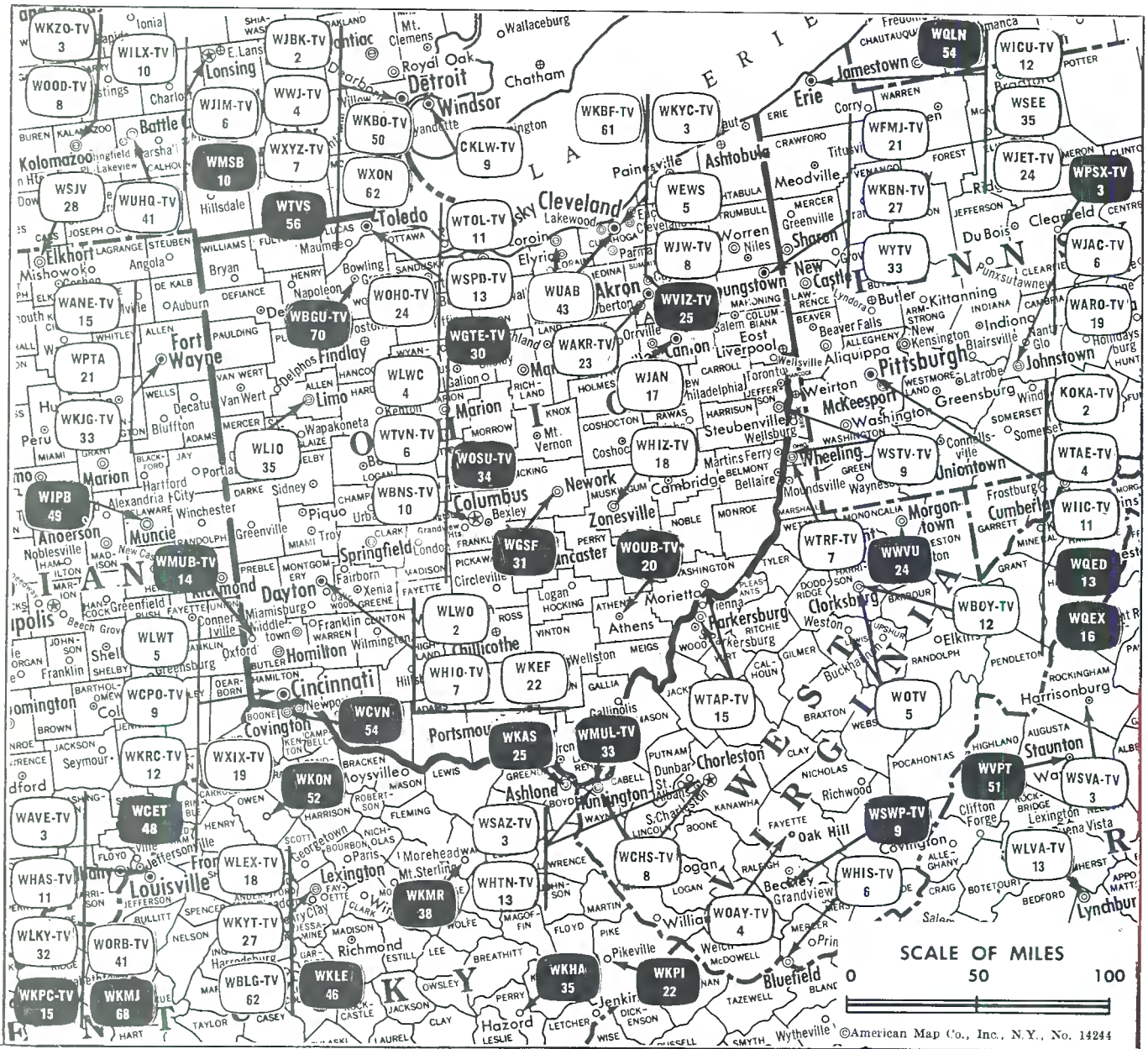
VAN LOWE, news director.

Rates: Sold in combination with KXMC-TV, Minot.

NETWORK BASE HOURLY RATE: \$75.

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

Ohio



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Cleveland	1,253,800	9	1,237,100	8
Cincinnati	723,300	17	582,900	22
Columbus	575,100	26	486,400	30
Dayton	546,000	28	396,700	42
Toledo	467,700	40	303,400	58
Wheeling-Steubenville	450,600	44	151,300	99
Youngstown	264,900	78	200,200	82
Akron	213,700	96	*	*
Lima	69,000	178	33,600	185
Zanesville	40,900	200	24,100	196
Canton	29,400	205	*	*

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Ohio

Ohio Station Status as of March 15, 1972

	VHF	UHF	TOTAL
☐ Commercial Television Stations	14	12	26
● Educational Television Stations	0	8	8
			34

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

WTAP-TV

Marietta

(See Parkersburg, W.Va.)

WTRF-TV

Stuebenville

(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 MHz). 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 MHz). Authorized power: 10.2-kw visual, 1.26-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, Cincinnati, O. (45219).

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. & 473-kw horizontal visual, 100-kw max. & 47.9-kw horizontal aural. Antenna: Mounted on WCPO-TV tower, 880-ft. above av. terrain, 747-ft. above ground, 1749-ft. above sea level.

Latitude	39°	07'	31"
Longitude	84°	29'	57"

WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Licensee: ETV Association of Metropolitan Cleveland.

Technical Facilities: Channel No. 25 (536-542 MHz). 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 MHz). 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. 31

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 North 5th St.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 4.68-kw visual, 0.933-kw aural. Antenna: 497-ft. above av. terrain, 423-ft. above ground, 1503-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 MHz). 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 MHz). Authorized power: 1170-kw visual, 234-kw aural. Antenna: 1017-ft. above av. terrain, 1034-ft. above ground, 1625-ft. above sea level.

Latitude	41°	39'	26.5"
Longitude	83°	25'	55.0"

Ohio—Akron



WAKR-TV



Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: Dreisbach Dr.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kHz.

FM Affiliate: WAKR-FM, 50-kw, 97.5 MHz (No. 248), 500-ft.

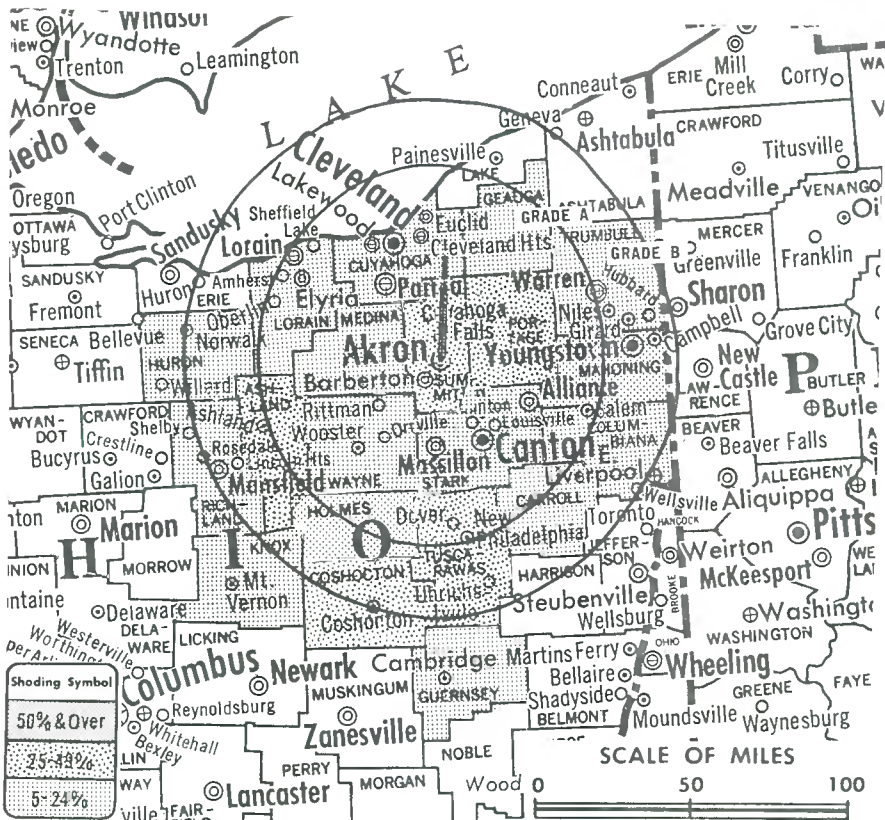
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WAKR-TV Ref: FCC File No. Doc. 16538—Granted 3/17/67

©American Map Co., Inc., N.Y., No. 14244

WAKR-TV

Licensee: The Summit Radio Corp., P.O. Box 1590, Akron (44309).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-535-7831.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; Viola G. Berk, pres.; Roger G. Berk, v.p. & secy., 55%; 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, News, Tallahassee (Fla.) Democrat, Macon (Ga.) Telegraph and Macon News. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynote. 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; KBOX & FM, Dallas, Tex. & KLZ AM&FM, Denver. Knight Newspapers Inc. also owns Philadelphia Inquirer and Philadelphia Daily News.

Began Operation: June 7, 1953.

Represented (sales) by Savalli/Gates Inc.; Pearse Sales (Detroit).

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Cohen & Dippell.

Personnel:

VIOLA G. BERK, president.
ROGER G. BERK, vice president & general manager.
BEN MAIDENBURG JR., sales manager.
ALFRED G. GROSBY, vice president, national sales.
FRED ANTHONY, news director.
WILLIAM J. O'NEIL JR., operations manager.

DIGEST OF RATE CARD NO. 9—(May 17, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class A—6:30-10:59 p.m., daily.

\$550 \$350 \$275 \$250 \$185 \$85 \$65 \$50

NETWORK BASE HOURLY RATE: \$119.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Ashland	13,800	13,500	98
	Coshocton	11,400	10,800	94
	Portage	35,600	34,900	98
	Summit	177,300	174,000	98
	Tuscarawas	25,200	24,200	96
Between 5-24%	OHIO			
	Carroll	6,900	6,700	97
	Columbiana	35,300	34,400	97
	Cuyahoga	565,900	553,700	98
	Geauga	17,900	17,400	97
	Guernsey	12,100	11,500	95
	Holmes	6,000	5,400	89
	Huron	15,200	14,800	97
	Knox	13,300	12,900	97
	Lorain	75,800	74,400	98
	Mahoning	94,900	93,000	98
	Medina	23,900	23,400	98
	Richland	40,700	39,600	97
Stark	118,300	115,600	98	
Trumbull	71,200	69,800	98	
Wayne	26,100	24,900	95	
Station Totals		1,386,800	1,354,900	98
Net Weekly Circulation (1970-71)				213,700
Average Daily Circulation (1970-71)				63,500

Ohio—Canton

WJAN

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 260-kw max. & 230-kw horizontal visual, 47.9-kw max. & 42.6-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.

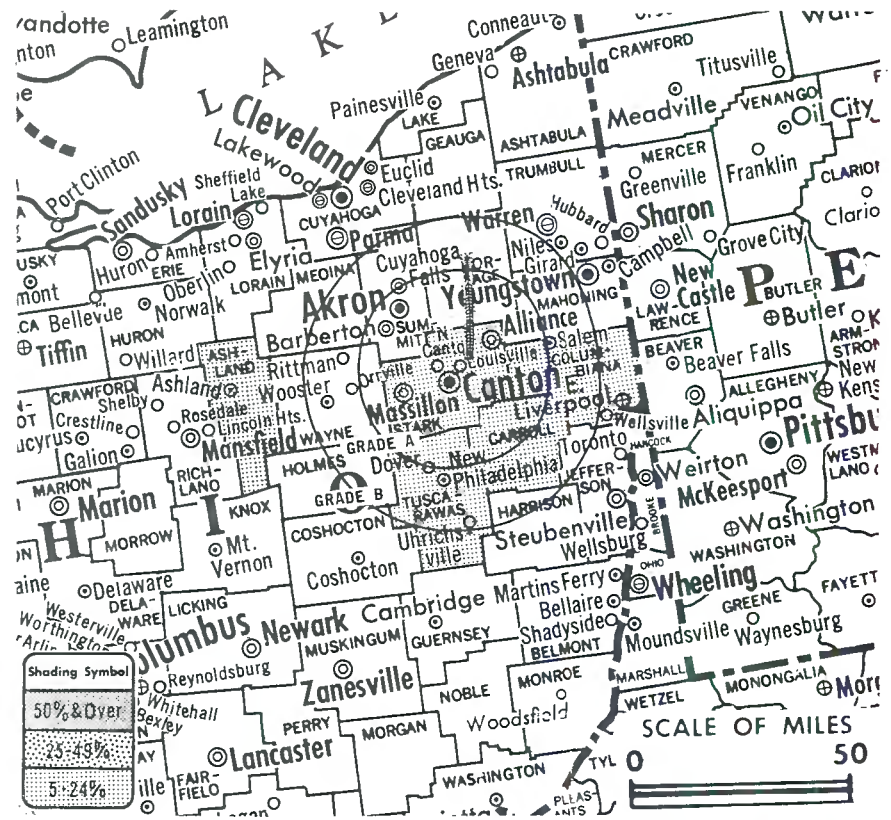
Color: Live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Telephone: 216-875-5542.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WJAN Ref: FCC File No. BPUT-4150 Granted 8/26/68

© American Map Co., Inc., N.Y., No. 14244

WJAN

Licensee: Janson Industries, Box 8110, Canton, O.
Studio: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.; Box 8080, Canton (44711).
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 Gill-Perna Inc. (New York); Walton Bcstg. Sales Corp. (Chicago).
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.
Personnel:
RAYMOND K. JANSON, general manager & national sales manager.
HERB BURKE, director of sales.
RANDALL GERBER, news director.
JAY ANDREWS, film editor.
FRANK HIBBARD, film & publicity director.
SHIRLEY LIBER, accounting.
JIM STEGNER, production manager.
GARRY SCOTT, chief engineer.

DIGEST OF RATE CARD NO. 3 (June 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4-8 p.m., daily.						
\$250.00	\$150.00	\$90.00	\$17.00	\$12.00	\$8.00	\$6.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Ashland	13,800	13,500	98
	Carroll	6,900	6,700	97
	Columbiana	35,300	34,400	97
	Stark	118,300	115,600	98
	Tuscarawas	25,200	24,200	96
Station Totals		199,500	194,400	97
Net Weekly Circulation (1970-71)			29,400	
Average Daily Circulation (1970-71)			6,300	

For U.S. TV Station Call Letters,
See page 7-b

Ohio—Cincinnati



WCPO-TV



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Transmitter: Dover & Symmes Sts.

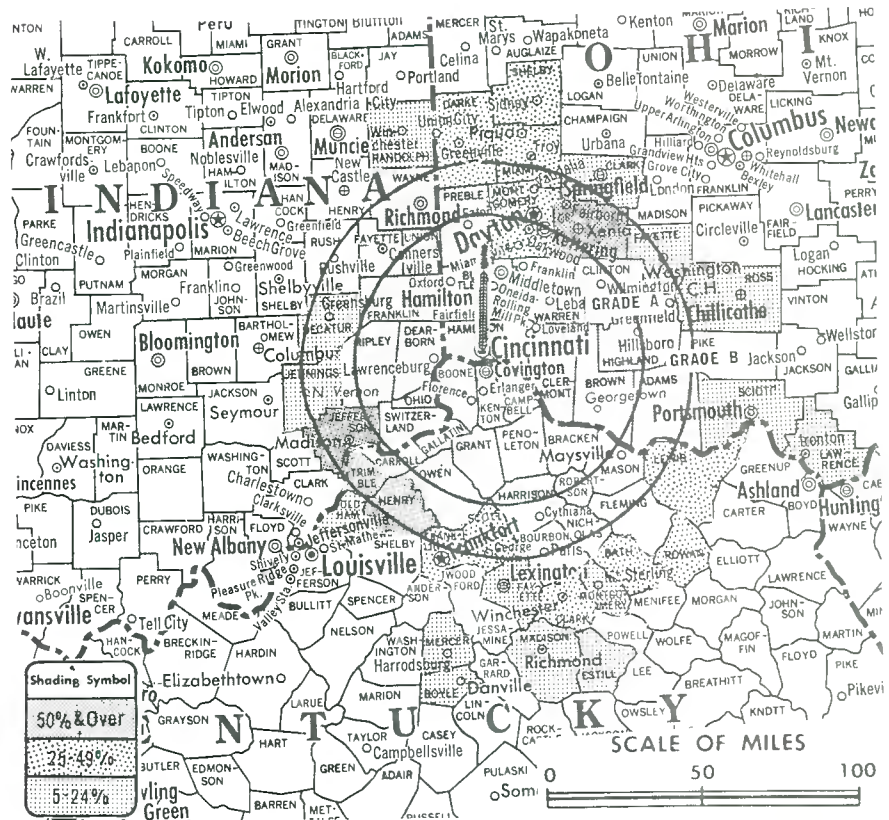
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WCPO-TV Ref: FCC File No. BPC 6555 Grants 17/18/67

©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; WMC-TV, WMC & FM, Memphis; WNOX, Knoxville; WPTV, West Palm Beach, Fla.; KTEW, Tulsa, Okla. 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 D. GORDON, vice president & general manager.
- F. BEN HEVEL, assistant general manager.
- J. DONALD HOWE, general sales manager.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- AL SCHOTTELKOTTE, v.p., news.
- ARCHIE MILLER, chief engineer.
- CARL P. BRODHUN III, promotion/advertising manager.

DIGEST OF RATE CARD NO. 23 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1700	\$1000	\$600	\$450	\$700*	\$560*
Class AAA—8-11 p.m., daily.					\$420*	

*Class AAA—8-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1750.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
	Dearborn	9,200	8,900	97
	Fayette	8,500	8,200	97
	Franklin	4,700	4,400	94
	Jefferson	8,300	8,000	96
	Ohio	1,300	1,300	98
	Ripley	6,800	6,500	95
	Switzerland	2,100	2,000	94
	Union	2,000	1,900	95
	Wayne	25,700	24,900	97
KENTUCKY				
	Boone	9,800	9,600	98
	Bourbon	6,200	5,900	95
	Bracken	2,400	2,300	96
	Campbell	27,000	26,600	98
	Carroll	2,800	2,700	95
	Fleming	3,500	3,300	93
	Gallatin	1,300	1,200	95
	Grant	3,300	3,100	95
	Harrison	4,700	4,500	95
	Henry	3,700	3,500	95
	Kenton	41,300	40,700	98
	Mason	5,500	5,200	95
	Nicholas	2,200	2,000	92
	Owen	2,600	2,400	93
	Pendleton	3,000	2,900	97
	Robertson	700	700	95
	Trimble	1,700	1,600	96
OHIO				
	Adams	5,900	5,400	92
	Brown	8,300	7,900	95
	Butler	69,300	67,700	98
	Clermont	27,400	26,800	98
	Clinton	10,000	9,700	97
	Greene	35,900	35,100	98

(Continued on page 607-b)

Station Totals	1,201,100	1,165,300	97
Net Weekly Circulation (1970-71)	721,200		
Average Daily Circulation (1970-71)	461,600		

Ohio—Cincinnati



WKRC-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 303-kw visual, 30.3-kw aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.4"
Longitude 84° 30' 05.0"

Transmitter: 1906 Highland Ave.

TV tape: Recording facilities.

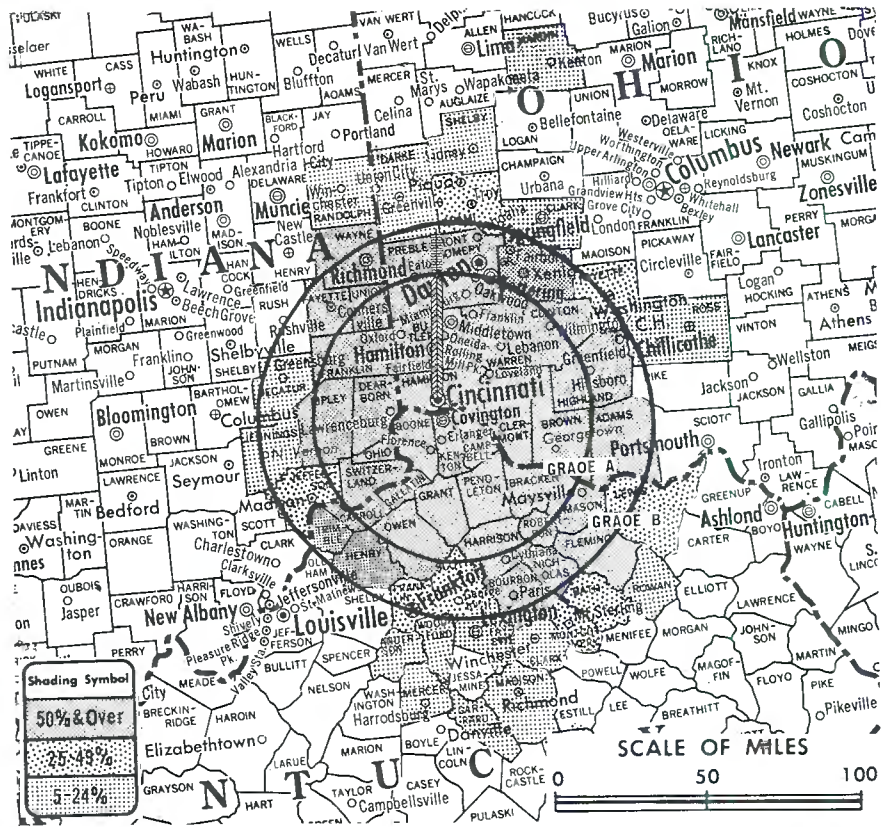
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

FM Affiliate: WKRC-FM, 10-kw, 101.9 MHz (No. 270), 875-ft. antenna.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKRC-TV Ref: FCC File No. BNPCT-6846 Granted 8/20/68

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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: David S. Ingalls, chmn. of board; Charles S. Mechem Jr., chmn., exec. committee; Lawrence H. Rogers II, pres.; John L. McClay, exec. v.p.; L. D. Bolton II, Donald L. Chapin, Eugene C. D'Angelo Jr., William H. Hansher, Samuel T. Johnston, Roger B. Read, Robert T. Schlinkert, Frederick H. von Stade & Robert C. Wiegand, v.p.s.; Dorothy S. Murphy, treas. & asst. secy.; Dudley Taft, secy. Also owns WTVN-TV, WTVN & FM, Columbus; WBRC-TV, WBRC & FM, Birmingham, Ala.; WGR-TV, WGR & FM, Buffalo, N.Y.; WDAF-TV, WDAF & FM, Kansas City, Mo.; WNEP-TV, Scranton-Wilkes-Barre, Pa.; WTAJ-TV, Philadelphia. 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.
RO GRIGNON, vice president & general manager.
KENT SMITH, general sales manager.
TOM SHELburne, program director.
MIKE FISHER, local sales manager.
RAY OWEN, chief engineer.
DAVE KLENK, commercial production manager.
JOHN HILL, film director.

DIGEST OF RATE CARD NO. P23
(Oct. 4, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1900.00 Graded rates apply*

*Highest rate: \$700

NETWORK BASE HOURLY RATE: \$1900.

604-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	INDIANA			
	Dearborn	9,200	8,900	97
	Fayette	8,500	8,200	97
	Franklin	4,700	4,400	94
	Ohio	1,300	1,300	98
	Ripley	6,800	6,500	95
	Switzerland	2,100	2,000	94
	Union	2,000	1,900	95
	Wayne	25,700	24,900	97
	KENTUCKY			
	Boone	9,800	9,600	98
	Bourbon	6,200	5,900	95
	Bracken	2,400	2,300	96
	Campbell	27,000	26,600	98
	Carroll	2,800	2,700	95
	Fleming	3,500	3,300	93
	Gallatin	1,300	1,200	95
	Grant	3,300	3,100	95
	Harrison	4,700	4,500	95
	Henry	3,700	3,500	95
	Kenton	41,300	40,700	98
	Mason	5,500	5,200	95
	Nicholas	2,200	2,000	92
	Owen	2,600	2,400	93
	Pendleton	3,000	2,900	97
	Robertson	700	700	95
	Trimble	1,700	1,600	96
	OHIO			
	Adams	5,900	5,400	92
	Brown	8,300	7,900	95
	Butler	69,300	67,700	98
	Clermont	27,400	26,800	98
	Clinton	10,000	9,700	97
	Greene	35,900	35,100	98
	Hamilton	302,700	294,400	97
	Highland	9,800	9,300	95
	Montgomery	197,500	193,900	98
	Preble	10,400	10,200	98
	Warren	23,900	23,300	98

(Continued on page 607-b)

Station Totals	1,182,800	1,148,000	97
Net Weekly Circulation (1970-71)			723,300
Average Daily Circulation (1970-71)			401,800

Ohio—Cincinnati



WLWT



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: NBC.

Represented (engineering) by A.D. Ring & Associates.

Represented (legal) by Hogan & Hartson.

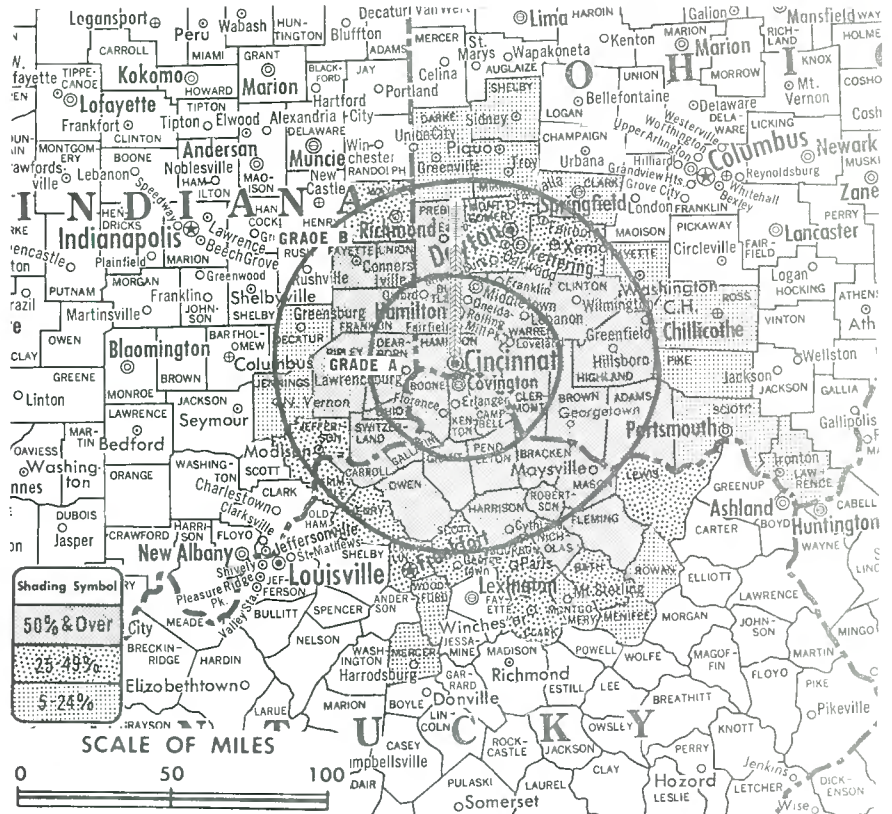
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLWT Ref: FCC File No. BPCT-914 Granted 12/10/72

©American Map Co., Inc., N.Y., No. 14244

WLWT

Licensee: Avco Broadcasting Corp., 140 W. 9th St. (45202).

Telephone: 513-241-1822. TWX No.: 513-577-1258.

Ownership: Subsidiary of Avco Corp. Avco Bcstg. Corp. officers: John T. Murphy, pres.; Walter E. Bartlett, sr. v.p., television; Robert L. Goosman, sr. v.p., treas.; Robert Mace, v.p., secy. & gen. counsel; Donald G. Middendorf, v.p., administration; George J. Gray, v.p., Washington affairs; Clyde G. Haehnle, v.p., technical asst. to the pres.; Donald Dahlman, v.p., TV sales; Eugene McPherson, v.p., corporate TV programming; Mary Bates, v.p., communications; Howard Lepple, v.p., engineering operations, and v.p.s and gen. mgrs. of Avco Bcstg. TV and radio stations. 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; WRTH, Wood River, Ill.

Began Operation: Feb. 9, 1948.

Represented (sales) by Avco Radio Television Sales.

Personnel:

- JOHN T. MURPHY, president.
- WALTER E. BARTLETT, senior v.p., television.
- RICHARD E. REED, vice president & general manager.
- WILLIAM H. SPIEGEL, program director.
- BENJAMIN McKEEL, general sales manager.
- STEVEN L. FISHER, promotion & publicity director.
- DON McMULLIN, news director.
- MORRIS W. BUTLER, director of community services.
- LOUIS J. RAINONE, production manager.
- EDWIN DOOLEY, chief engineer.
- TOM STOREY, film director.

DIGEST OF RATE CARD NO. 27-B—(Aug. 15, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$1850.00 \$1390.00 \$740.00 \$510.00 Graded rates apply*

*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1850.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA				
	Dearborn	9,200	8,900	97
	Fayette	8,500	8,200	97
	Franklin	4,700	4,400	94
	Ohio	1,300	1,300	98
	Ripley	6,800	6,500	95
	Switzerland	2,100	2,000	94
	Union	2,000	1,900	95
KENTUCKY				
	Boone	9,800	9,600	98
	Bracken	2,400	2,300	96
	Campbell	27,000	26,600	98
	Carroll	2,800	2,700	95
	Fleming	3,500	3,300	93
	Gallatin	1,300	1,200	95
	Grant	3,300	3,100	95
	Harrison	4,700	4,500	95
	Kenton	41,300	40,700	98
	Mason	5,500	5,200	95
	Nicholas	2,200	2,000	92
	Owen	2,600	2,400	93
	Pendleton	3,000	2,900	97
	Robertson	700	700	95
OHIO				
	Adams	5,900	5,400	92
	Brown	8,300	7,900	95
	Butler	69,300	67,700	98
	Clermont	27,400	26,800	98
	Clinton	10,000	9,700	97
	Hamilton	302,700	294,400	97
	Highland	9,800	9,300	95
	Preble	10,400	10,200	98
	Warren	23,900	23,300	98

50% & Over

Between 25-49%	Indiana County	Total Households	TV Households	%
	Jefferson	8,300	8,000	96
	Wayne	25,700	24,900	97

(Continued on page 607-b)

Station Totals	1,137,200	1,104,600	97
Net Weekly Circulation (1970-71)		655,900	
Average Daily Circulation (1970-71)		410,700	

Ohio—Cincinnati-Newport, Ky.

WXIX-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1900-kw max. & 925-kw horizontal visual, 287-kw max. & 140-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.

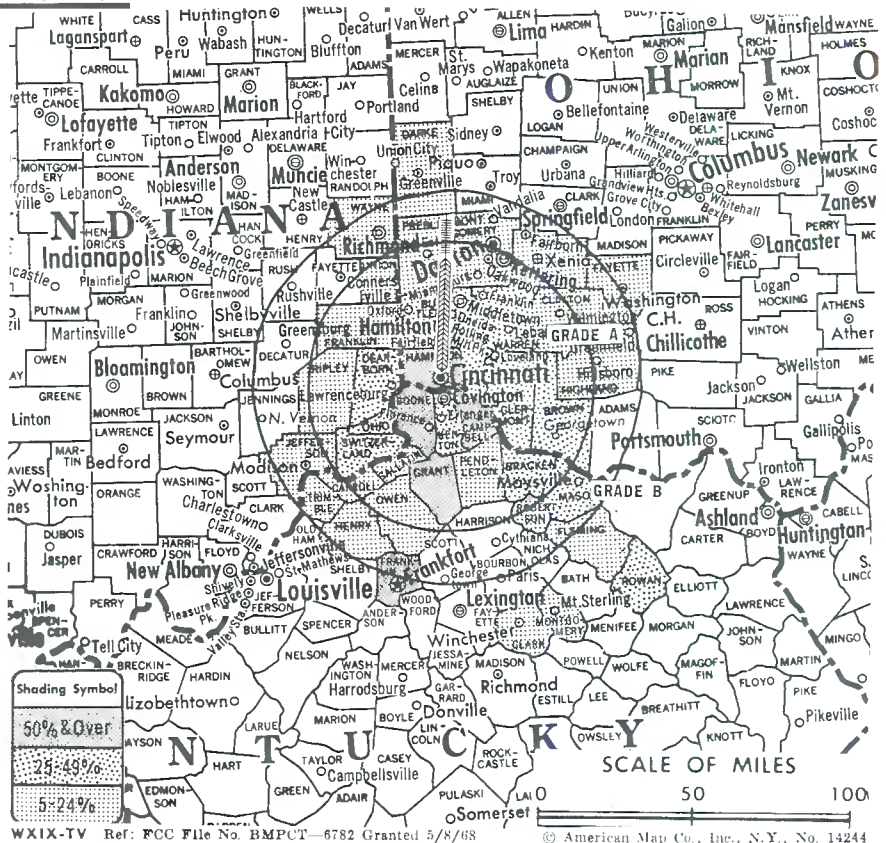
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 10490 Taconic Terrace, Cincinnati (45215).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV & Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WXIX-TV Ref: FCC File No. BMPCT—6782 Granted 5/8/68

© American Map Co., Inc., N.Y., No. 14244

WXIX-TV

Network Service: NBC, ABC & CBS on a per-program basis.

Grantee: U.S. Communications Corp. of Ohio Inc., 1529 Walnut St., Philadelphia, Pa. (19102).

Telephone: 513-772-1441. TWX No.: 810-461-2780.

Ownership: U.S. Communications Corp., a subsidiary of AVC Corp., 80% Frank Minner, pres.; Leonard Stevens, exec. v.p. 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. Note: Sale to Metromedia pending.

Began Operation: Aug. 1, 1968.

Represented (sales) by Metro TV Sales; Bill Creed Assoc. (New England).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

JAMES D. BOAZ, general manager.
ALLAN GINSBERG, station manager.
HAROLD PROTTER, general sales manager.
ADAM POLACEK, sales manager.
MICHAEL ANDERSON, production manager.
DAVID LAUSTSEN, advertising & promotion manager.
JAMES D. PARKER, chief engineer.
MARIANNE FAULKNER, traffic manager.

DIGEST OF RATE CARD NO. 4A—(Jan. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class A—3-11 p.m., daily.

\$800.00 \$600.00 \$400.00 \$300.00 Graded rates apply*

*Highest rate: \$620.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Boone	9,800	9,600	98
	Campbell	27,000	26,600	98
	Franklin	11,500	11,000	96
	Grant	3,300	3,100	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Hamilton	302,700	294,400	97
	INDIANA Dearborn	9,200	8,900	97
	Ohio	1,300	1,300	98
	Switzerland	2,100	2,000	94
Between 25-49%	KENTUCKY Bracken	2,400	2,300	96
	Kenton	41,300	40,700	98
	Mason	5,500	5,200	95
	Rowan	4,100	3,800	92
Between 5-24%	OHIO Brown	8,300	7,900	95
	Butler	69,300	67,700	98
	Clermont	27,400	26,800	98
	Warren	23,900	23,300	98
	INDIANA Franklin	4,700	4,400	94
	Jefferson	8,300	8,000	96
	Ripley	6,800	6,500	95
	Union	2,000	1,900	95
	Wayne	25,700	24,900	97
	KENTUCKY Carroll	2,800	2,700	95
Clark	8,000	7,500	94	
Fleming	3,500	3,300	93	
Gallatin	1,300	1,200	95	
Henry	3,700	3,500	95	
Montgomery	4,900	4,400	90	
Owen	2,600	2,400	93	
Pendleton	3,000	2,900	97	
Robertson	700	700	95	
Trimble	1,700	1,600	96	
OHIO Clinton	10,000	9,700	97	
(Continued on next page)				
Station Totals		916,600	892,100	97
Net Weekly Circulation (1970-71)			297,900	
Average Daily Circulation (1970-71)			137,500	

WCPO-TV, Cincinnati
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO—(Continued)			
	Hamilton	302,700	294,400	97
	Highland	9,800	9,300	95
	Preble	10,400	10,200	98
	Warren	23,900	23,300	98
Between 25-49%	KENTUCKY			
	Bath	3,100	2,800	90
	Clark	8,000	7,500	94
	Franklin	11,500	11,000	96
	Lewis	3,600	3,300	92
	Rowan	4,100	3,800	92
	Scott	5,600	5,300	94
	OHIO			
	Darke	15,700	15,200	97
	Miami	27,400	26,800	98
Montgomery	197,500	193,900	98	
Shelby	11,800	11,500	98	
Between 5-24%	INDIANA			
	Decatur	7,400	7,100	96
	Jennings	5,600	5,400	96
	Randolph	9,900	9,600	96
	KENTUCKY			
	Boyle	7,100	6,700	94
	Estill	3,900	3,300	86
	Fayette	57,400	55,200	96
	Madison	11,900	10,900	91
	Mercer	5,400	5,100	94
	Montgomery	4,900	4,400	90
	Oldham	4,100	4,000	97
	OHIO			
	Clark	49,500	48,500	98
	Fayette	8,500	8,200	97
	Lawrence	17,900	17,300	96
	Scioto	25,400	24,400	96

WKRC-TV, Cincinnati
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Jefferson	8,300	8,000	96
	KENTUCKY			
	Bath	3,100	2,800	90
	Franklin	11,500	11,000	96
	Lewis	3,600	3,300	92
	Montgomery	4,900	4,400	90
	Scott	5,600	5,300	94
	OHIO			
	Fayette	8,500	8,200	97
Miami	27,400	26,800	98	
Between 5-24%	INDIANA			
	Decatur	7,400	7,100	96
	Jennings	5,600	5,400	96
	Randolph	9,900	9,600	96
	KENTUCKY			
	Anderson	3,100	3,000	96
	Clark	8,000	7,500	94
	Fayette	57,400	55,200	96
	Garrard	3,100	2,900	93
	Madison	11,900	10,900	91
	Mercer	5,400	5,100	94
	Rowan	4,100	3,800	92
	Woodford	4,600	4,300	94
	OHIO			
	Clark	49,500	48,500	98
	Darke	15,700	15,200	97
	Hardin	10,600	10,200	96
	Ross	18,700	18,000	96
	Shelby	11,800	11,500	98

Ohio

WLWT, Cincinnati
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Bath	3,100	2,800	90
	Bourbon	6,200	5,900	95
	Clark	8,000	7,500	94
	Franklin	11,500	11,000	96
	Henry	3,700	3,500	95
	Lewis	3,600	3,300	92
	Scott	5,600	5,300	94
	Trimble	1,700	1,600	96
	OHIO			
Greene	35,900	35,100	98	
Montgomery	197,500	193,900	98	
Between 5-24%	INDIANA			
	Decatur	7,400	7,100	96
	Jennings	5,600	5,400	96
	KENTUCKY			
	Menifee	1,200	1,100	90
	Mercer	5,400	5,100	94
	Montgomery	4,900	4,400	90
	Rowan	4,100	3,800	92
	Woodford	4,600	4,300	94
	OHIO			
	Clark	49,500	48,500	98
	Darke	15,700	15,200	97
	Fayette	8,500	8,200	97
	Lawrence	17,900	17,300	96
	Miami	27,400	26,800	98
	Pike	5,900	5,600	95
	Ross	18,700	18,000	96
	Scioto	25,400	24,400	96
	Shelby	11,800	11,500	98

WXIX-TV, Cincinnati-Newport

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO—(Continued)			
	Darke	15,700	15,200	97
	Fayette	8,500	8,200	97
	Greene	35,900	35,100	98
	Highland	9,800	9,300	95
	Montgomery	197,500	193,900	98
	Preble	10,400	10,200	98



CABLE TELEVISION

**MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

Ohio—Cleveland



WEWS



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.

Studio: 3001 Euclid Ave.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by Dempsey & Koplovitz.

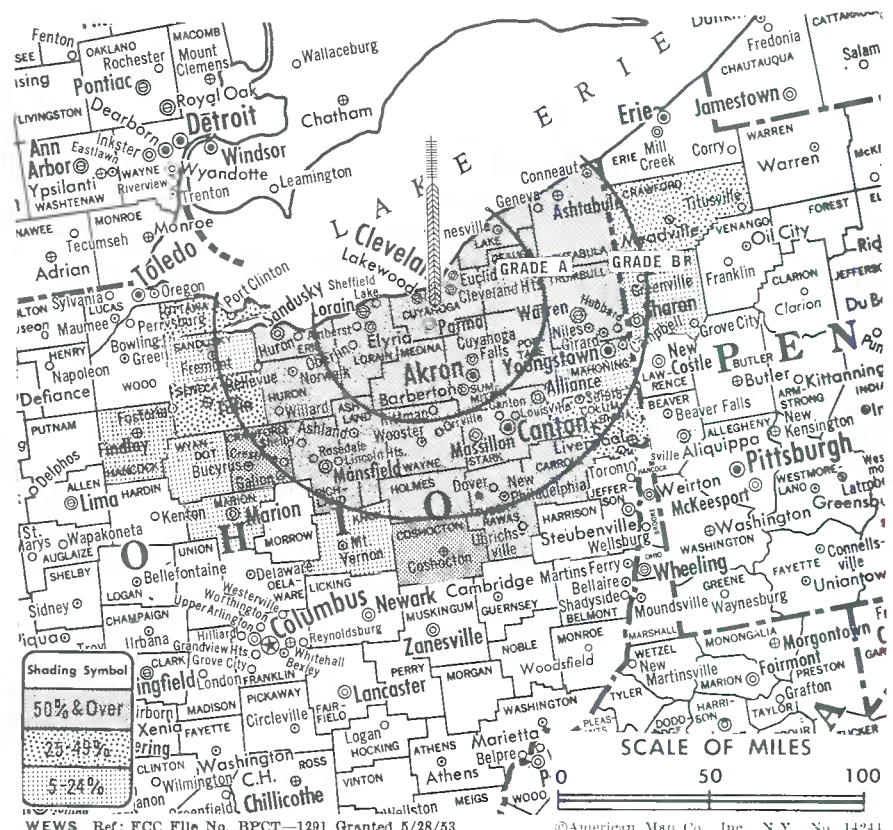
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WEWS Ref: FCC File No. BPCT—1291 Granted 5/28/53

©American Map Co., Inc., N.Y., No. 14241

WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (44115).

Telephone: 216-432-1500. TWX No.: 810-421-8593.

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-Journal. 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, San Juan (P.R.) Star. Scripps-Howard Bcstg. Co. also owns WCPO-TV, Cincinnati; WNOX, Knoxville; WMC-TV, WMC & FM, Memphis; WPTV, West Palm Beach, Fla. & KTEW, Tulsa, Okla.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Personnel:

- DONALD L. PERRIS, vice president & general manager.
- JAY S. KEREKES, exec. asst. to general manager.
- JAMES E. SMITH, asst. general manager for sales.
- PETER HLINKA, Ohio sales manager.
- PAT KENNEY, national sales manager.
- ERNEST E. SINDELAR, operations director.
- EDWARD D. CERVENAK, dir. of news operations.
- JOHN J. RICHARDS, film director.
- FRED GRIFFITH, public affairs director.
- J. B. EPPERSON, engineering v.p.
- JAMES E. BLOYD, chief engineer.
- GARRY H. RITCHIE, news director.

DIGEST OF RATE CARD NO. 28—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.*	20 Sec.*	10 Sec.*
Class AA—7:30-11 p.m., daily.	\$3200	\$2000	\$1200	\$875	\$1350	\$975
				\$1350	\$975	\$550

*Section I rate.

NETWORK BASE HOURLY RATE: \$3132.

608-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO			
	Ashland	13,800	13,500	98
	Ashtabula	30,800	29,900	97
	Carroll	6,900	6,700	97
	Coshocton	11,400	10,800	94
	Crawford	16,400	15,900	97
	Cuyahoga	565,900	553,700	98
	Erie	23,800	23,300	98
	Geauga	17,900	17,400	97
	Holmes	6,000	5,400	89
50% & Over	Huron	15,200	14,800	97
	Lake	58,000	57,300	99
	Lorain	75,800	74,400	98
	Medina	23,900	23,400	98
	Portage	35,600	34,900	98
	Richland	40,700	39,600	97
	Stark	118,300	115,600	98
	Summit	177,300	174,000	98
	Trumbull	71,200	69,800	98
	Tuscarawas	25,200	24,200	96
	Wayne	26,100	24,900	95
	OHIO			
	Columbiana	35,300	34,400	97
Between 25-49%	Ottawa	12,000	11,800	98
	Seneca	17,900	17,400	97
	PENNSYLVANIA			
	Crawford	25,500	24,100	95
	OHIO			
	Hancock	20,300	19,800	98
	Knox	13,300	12,900	97
Between 5-24%	Mahoning	94,900	93,000	98
	Marion	20,700	20,200	98
	Sandusky	19,200	18,800	98
	Wyandot	6,800	6,600	96
	PENNSYLVANIA			
	Mercer	38,800	37,400	96
Station Totals		1,664,900	1,625,900	98
Net Weekly Circulation (1970-71)			1,251,500	
Average Daily Circulation (1970-71)			808,900	

(Station also received in Canadian markets)

Ohio—Cleveland



WJW-TV



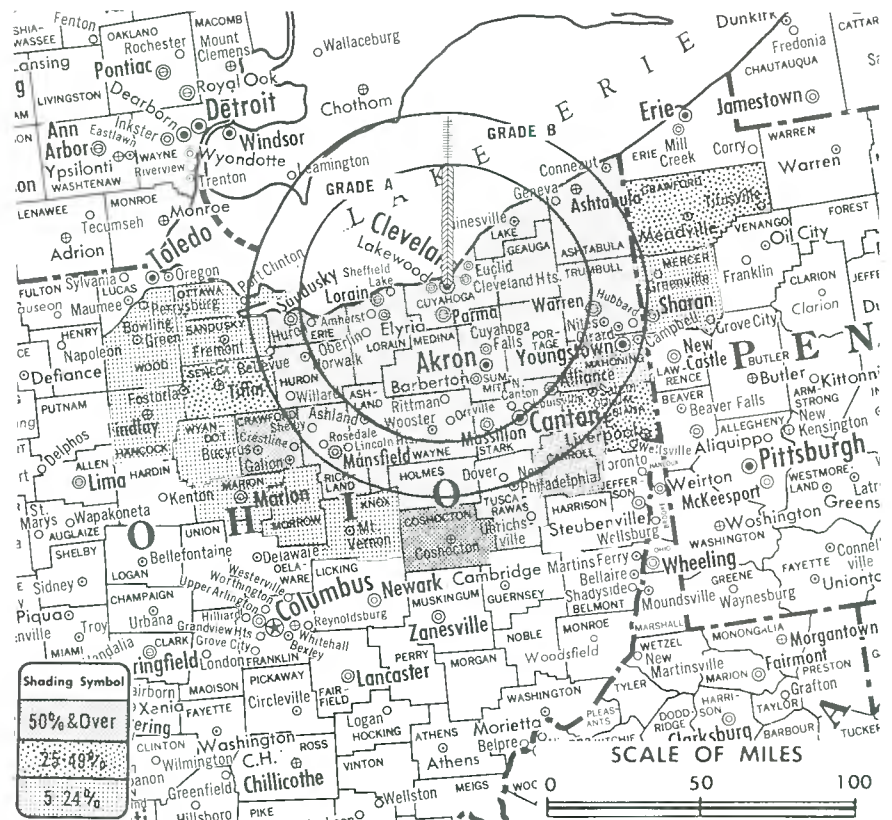
Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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 kHz.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: (c) MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WJW-TV Ref: FCC File No BMPCT-252T Granted 10/21/54

© American Map Co., Inc., N.Y., No. 14244

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.
CHUCK BERGESON, station manager.
PAT BRADY, national sales manager.
JIM KNIGHT, local sales manager.
RODNEY R. WARNER, promotion manager.
ROBERT HUBER, program director.
DOMINICK ORTUSO, production manager.
JAMES B. PERKINS, chief engineer.
WILLIAM J. FEEST, news director.
CHERYL POLING, research/publicity director.

DIGEST OF RATE CARD NO. 32—(Aug. 1, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$3000.00	\$2300.00	\$950.00	\$1500.00	\$1500.00	\$750.00

NETWORK BASE HOURLY RATE: \$2550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	13,800	13,500	98
	Ashtabula	30,800	29,900	97
	Carroll	6,900	6,700	97
	Coshocton	11,400	10,800	94
Crawford	16,400	15,900	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO—(Continued)			
	Cuyahoga	565,900	553,700	98
	Erie	23,800	23,300	98
	Geauga	17,900	17,400	97
	Holmes	6,000	5,400	89
	Huron	15,200	14,800	97
	Lake	58,000	57,300	99
	Lorain	75,800	74,400	98
	Medina	23,900	23,400	98
	Portage	35,600	34,900	98
	Richland	40,700	39,600	97
	Stark	118,300	115,600	98
Summit	177,300	174,000	98	
Trumbull	71,200	69,800	98	
Tuscarawas	25,200	24,200	96	
Wayne	26,100	24,900	95	
Between 25-49%	OHIO			
	Columbiana	35,300	34,400	97
	Seneca	17,900	17,400	97
PENNSYLVANIA	Crawford	25,500	24,100	95
Between 5-24%	OHIO			
	Hancock	20,300	19,800	98
	Knox	13,300	12,900	97
	Mahoning	94,900	93,000	98
	Marion	20,700	20,200	98
	Morrow	6,700	6,500	97
	Ottawa	12,000	11,800	98
	Sandusky	19,200	18,800	98
Wood	26,600	26,000	98	
Wyandot	6,800	6,600	96	
PENNSYLVANIA	Mercer	38,800	37,400	96
Station Totals		1,698,200	1,658,400	98
Net Weekly Circulation (1970-71)			1,253,800	
Average Daily Circulation (1970-71)			860,100	

(Station also received in Canadian markets)

Ohio—Cleveland

WKBF-TV



Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 3020-kw max. & 2240-kw horizontal visual, 302-kw max. & 224-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 919-ft. above ground, 1971-ft. above sea level.

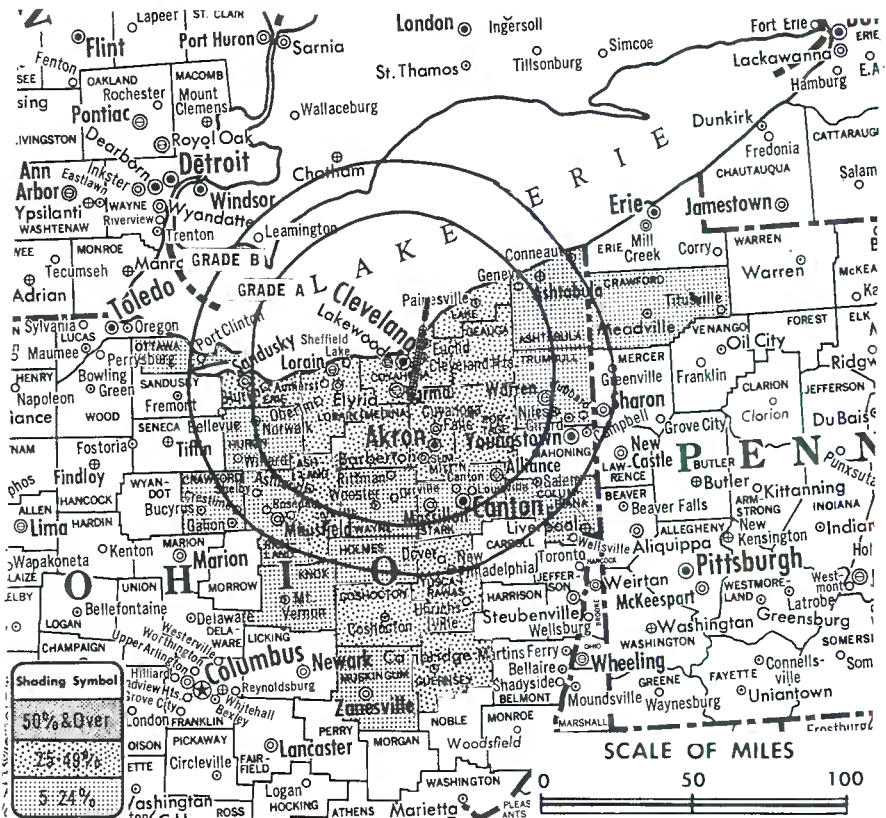
Latitude 41° 22' 45.3"
Longitude 81° 43' 11.7"

Transmitter: 4800 Bruening Rd., Parma.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKBF-TV Ref: FCC File No. BMPCT-7301 Granted 5/27/71

©American Map Co., Inc., N.Y., No. 14244

WKBF-TV

Network Service: None, independent.

Licensee: 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 the estate of Frank C. Mavec, 96%; Raymond F. Blosser, 4%. For other Kaiser Bcstg. interests, see WKBD-TV, Detroit.

Began Operation: Jan. 19, 1968.

Represented (sales) by Metro TV Sales.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

ARTHUR R. HOOK, general manager.
THOMAS V. O'CONNELL, general sales manager.
FRANCIS BYRNE, sales manager.
STAN MARINOFF, production manager.
MELVIN HARRIS, program manager.
PAUL SLAPPY, traffic manager.
ALAN De PETRO, news director.
N. WILLIAM FAUN, engineering manager.

DIGEST OF RATE CARD NO. 7 (Sept. 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.

\$1200.00 \$800.00 \$450.00 \$350.00 Graded rates apply*

*Highest rate: \$90.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Ashland	13,800	13,500	98
	Coshocon	11,400	10,800	94
	Cuyahoga	565,900	553,700	98
	Erie	23,800	23,300	98
	Geauga	17,900	17,400	97
	Guernsey	12,100	11,500	95
	Lake	58,000	57,300	99
	Lorain	75,800	74,400	98
	Medina	23,900	23,400	98
Portage	35,600	34,900	98	
Summit	177,300	174,000	98	
Tuscarawas	25,200	24,200	96	
Between 5-24%	OHIO			
	Ashtabula	30,800	29,900	97
	Columbiana	35,300	34,400	97
	Crawford	16,400	15,900	97
	Holmes	6,000	5,400	89
	Huron	15,200	14,800	97
	Knox	13,300	12,900	97
	Muskingum	25,000	24,100	96
	Ottawa	12,000	11,800	98
	Richland	40,700	39,600	97
Stark	118,300	115,600	98	
Trumbull	71,200	69,800	98	
Wayne	26,100	24,900	95	
PENNSYLVANIA				
Crawford	25,500	24,100	95	
Station Totals		1,476,500	1,441,600	98
Net Weekly Circulation (1970-71)			485,800	
Average Daily Circulation (1970-71)			205,000	

(Station also received in Canadian markets)

Ohio—Cleveland

NBC **WKYC-TV** 
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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° 23' 09.5"
Longitude 81° 41' 23.4"

Transmitter: 6600 Broadview Rd., Parma, O.

TV tape: Recording facilities.

AM Affiliate: WKYC, 50-kw, 1100 kHz.


FM Affiliate: WKYC-FM, 27-kw, 105.7 MHz (No. 289), 900-ft. antenna height.

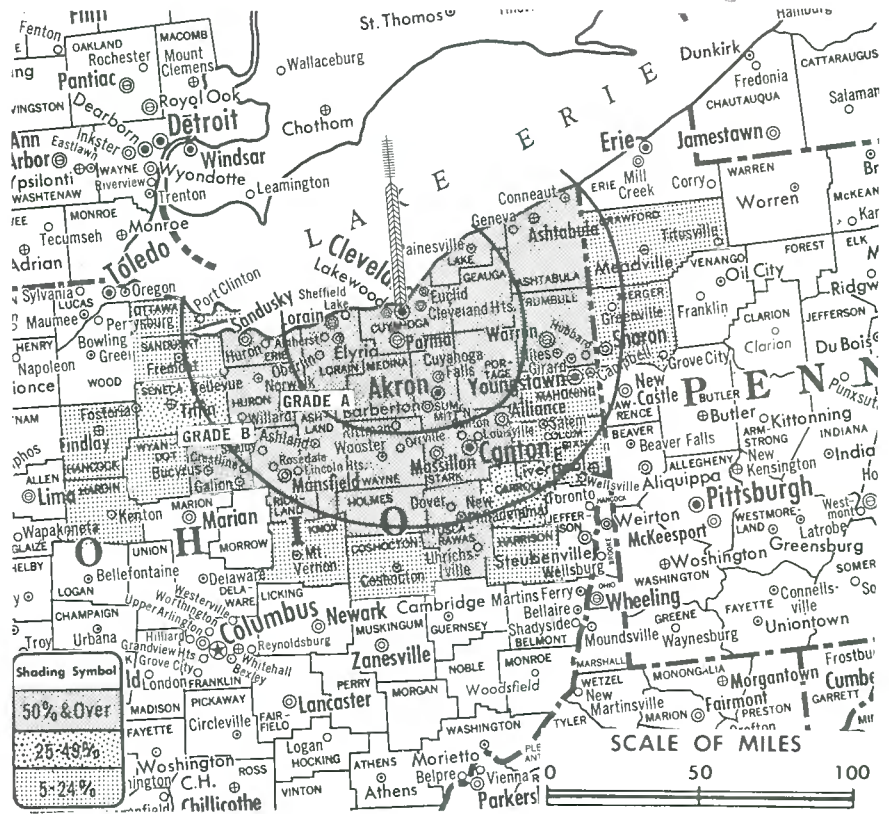
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households:  MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b).



WKYC-TV Ref: FCC File No. BPCT-1789 Granted 1/12/54

©American Map Co., Inc., N.Y., No. 14241

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:

NEAL VAN ELLS, v.p. & general manager.
RAYMOND J. TIMOTHY, station manager.
RAYMOND SMITH, manager of technical operations.
CLIFFORD E. FORD, sales manager.
EUGENE P. McGUIRE, business manager.
RICHARD ROBERTSON, local sales manager.
HELEN SIMPSON, advertising & sales promotion manager.
JOSEPH R. WEBER, production manager.
JOSEPH VARHOLY, program director & film buyer.
ROY WETZEL, news director.
RICHARD Y. TREMBATH, editorial manager.

DIGEST OF RATE CARD NO. 6A—(Jan. 18, 1971)

Hour 30 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.
\$3000.00 \$2100.00 \$1650.00* \$1300.00* \$990.00*

*Class 1-A—7:29-11 p.m., Mon.-Fri.; 6:59-11 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$3300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	13,800	13,500	98
	Ashtabula	30,800	29,900	97
	Crawford	16,400	15,900	97
	Cuyahoga	565,900	553,700	98
	Erie	23,800	23,300	98
	Geauga	17,900	17,400	97
Holmes	6,000	5,400	89	
Huron	15,200	14,800	97	

(Continued on page 623-b)

Station Totals 1,660,300 1,621,200 98
Net Weekly Circulation (1970-71) 1,214,400
Average Daily Circulation (1970-71) 796,500

(Station also received in Canadian markets)

Cleveland's Domination Station

If you're in the market for domination, buy the station that dominates the market.




1403 EAST SIXTH STREET CLEVELAND, OHIO 44114 (216) 696-1100

Ohio—Lorain-Cleveland

WUAB

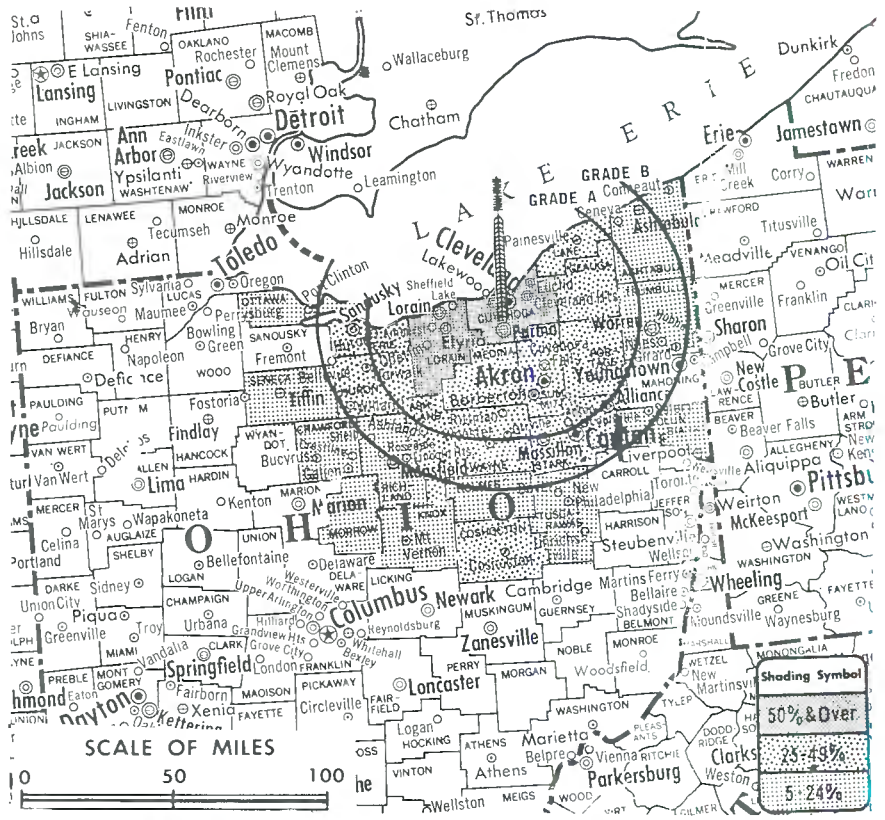
Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1239-kw max. & 1030-kw horizontal visual, 248-kw max. & 220-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 919-ft. above ground, 1971-ft. above sea level.

Latitude 41° 22' 45.3"
Longitude 81° 43' 11.7"

Transmitter: 4800 Bruening Dr., Parma.

TV tape: Recording facilities.
Color: Live, film, slide & tape.
News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WUAB Ref: FCC File No. BMMCT-6813 Granted 6/24/68
© American Map Co., Inc., N.Y. No. 14244

WUAB

Licensee: WUAB Inc., 8443 Day Dr., Parma, Ohio (44129).
Studio: 8443 Day Dr., Parma, Ohio (44129).
Telephone: 216-845-6043.
Ownership: United Artists Bcstg., 100%. United Artists also owns radio WQAL-FM, Philadelphia & a controlling interest in Ponce Television Corp., licensee of WRIK-TV, Ponce, P.R.
Began Operation: Sept. 15, 1968.
Represented (sales) by Edward Petry & Co. Inc.
Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.
Represented (engineering) by Kear & Kennedy.
Personnel:
WILLIAM A. SCHWARTZ, vice president & general manager.
JACK J. MOFFITT, general sales manager.
TED BAZE, program director.
HARRY SYKORA, manager of engineering.
GARY DAVIS, promotion manager.
ANDREW J. KOVACH, controller.

DIGEST OF RATE CARD NO. 3 (June 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m., daily.
\$1000.00 \$600.00 \$350.00 \$250.00 Graded rates apply*

*Highest rate: \$200.

Station also received in Canadian markets.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Cuyahoga	565,900	553,700	98
	Lorain	75,800	74,400	98
	OHIO Ashland	13,800	13,500	98
Between 25-49%	Coshocton	11,400	10,800	94
	Erie	23,800	23,300	98
	Geauga	17,900	17,400	97
	Huron	15,200	14,800	97
	Lake	58,000	57,300	99
	Medina	23,900	23,400	98
	Portage	35,600	34,900	98
	Stark	118,300	115,600	98
	Summit	177,300	174,000	98
	Wayne	26,100	24,900	95
Between 5-24%	OHIO Ashtabula	30,800	29,900	97
	Columbiana	35,300	34,400	97
	Crawford	16,400	15,900	97
	Holmes	6,000	5,400	89
	Knox	13,300	12,900	97
	Morrow	6,700	6,500	97
	Ottawa	12,000	11,800	98
	Richland	40,700	39,600	97
	Seneca	17,900	17,400	97
	Trumbull	71,200	69,800	98
Tuscarawas	25,200	24,200	96	

Station Totals 1,438,500 1,405,800 98
Net Weekly Circulation (1970-71) 571,700
Average Daily Circulation (1970-71) 255,900

Ohio—Columbus

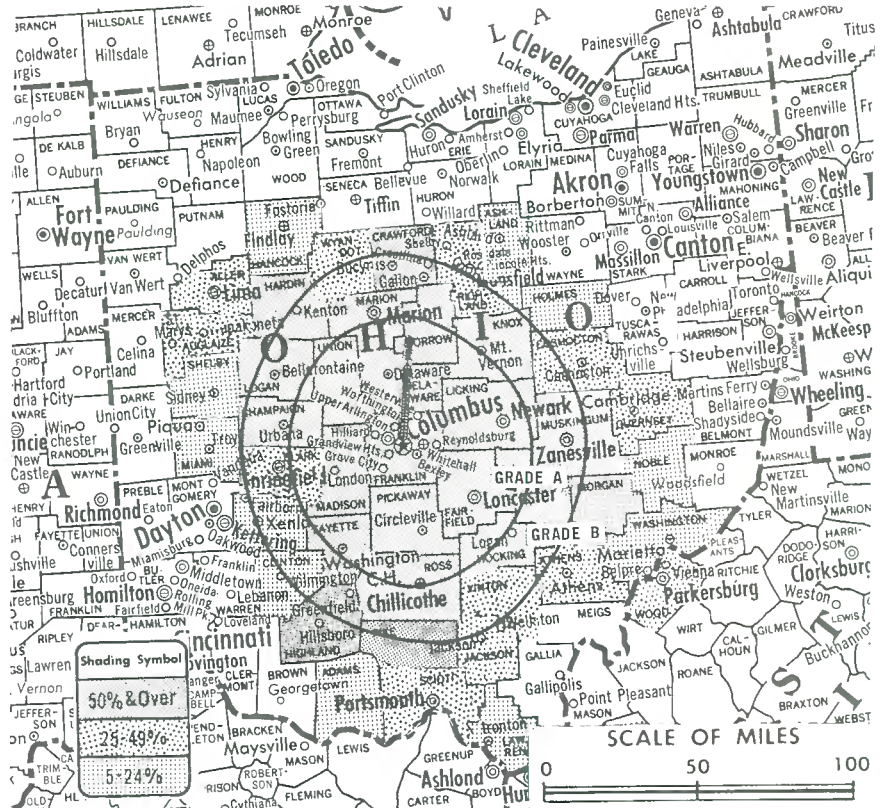


Technical Facilities: Channel No. 10 (192-19B MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 56' 13"
Longitude 83° 01' 27"

- Transmitter: 770 Twin Rivers Dr.
- TV tape: Recording facilities.
- AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz (CBS).
- FM Affiliate: WBNS-FM, 54-kw, 97.1 MHz (No. 246), 400-ft. antenna height.
- Color: Network, live, film, slide & tape.
- News Wire Service: AP, UPI.
- Facsimile Service: AP.
- News Film Service: CBS.

Total Households: © MSL
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBNS-TV Ref: FCC File No. BECT-2204 Granted 4/23/57

© American Map Co., Inc., N.Y., No. 14244

WBNS-TV

Licensee: WBNS-TV Inc., 62 East Broad St. (43215).
Studio: 770 Twin Rivers Dr.
Sales Office: 62 East Broad St.
Telephone: 614-224-7121. TWX No.: 810-482-1619.
Ownership: WBNS-TV Inc., Richard M. Wolfe, 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 M. WOLFE, president.
GENE D'ANGELO, vice president & general manager.
ARNOLD ROUTSON, sales director.
JOHN A. HALDI, vice president, programs.
WILLIAM ORR, vice president, engineering.
ROBERT M. SPROUSE, national sales manager.
FRANK N. JONES, local sales manager.
ED EAKINS, promotion director.
DON KING, operations director.
BETTY DIXON, film buyer.
CHARLES WHITE, public service director.
RICHARD ZIPF, farm director.
THOMAS DORSEY, news director.

DIGEST OF RATE CARD NO. 17 Rev.—(March 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—B:30-10 p.m., daily.	\$1850	\$1100		\$425*	\$375*	\$175*

*Class AAA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
OHIO				
	Champaign	9,700	9,400	97
	Crawford	16,400	15,900	97
	Delaware	13,200	12,900	98
	Fairfield	23,600	23,100	98
	Fayette	8,500	8,200	97
	Franklin	269,200	263,400	98
	Hardin	10,600	10,200	96
	Highland	9,800	9,300	95
	Hocking	6,700	6,400	96
	Knox	13,300	12,900	97
	Licking	34,400	33,600	98
	Logan	11,800	11,400	97
	Madison	8,100	7,800	96
	Marion	20,700	20,200	98
	Morgan	3,800	3,600	94
	Morrow	6,700	6,500	97
	Muskingum	25,000	24,100	96
	Perry	8,400	8,100	97
	Pickaway	11,800	11,600	98
	Pike	5,900	5,600	95
	Ross	18,700	18,000	96
	Union	7,200	7,000	97
OHIO				
	Allen	34,700	33,600	97
	Athens	15,100	14,300	94
	Auglaize	11,900	11,500	97
	Clark	49,500	48,500	98
	Coshocton	11,400	10,800	94
	Guernsey	12,100	11,500	95
	Jackson	8,600	8,200	96
	Richland	40,700	39,600	97
	Scioto	25,400	24,400	96
	Vinton	3,000	2,900	95
	Wyandot	6,800	6,600	96
(Continued on page 623-b)				
Station Totals		961,500	933,100	97
Net Weekly Circulation (1970-71)				575,100
Average Daily Circulation (1970-71)				391,000

Ohio—Columbus



WLWC



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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: 3163 Olentangy River Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

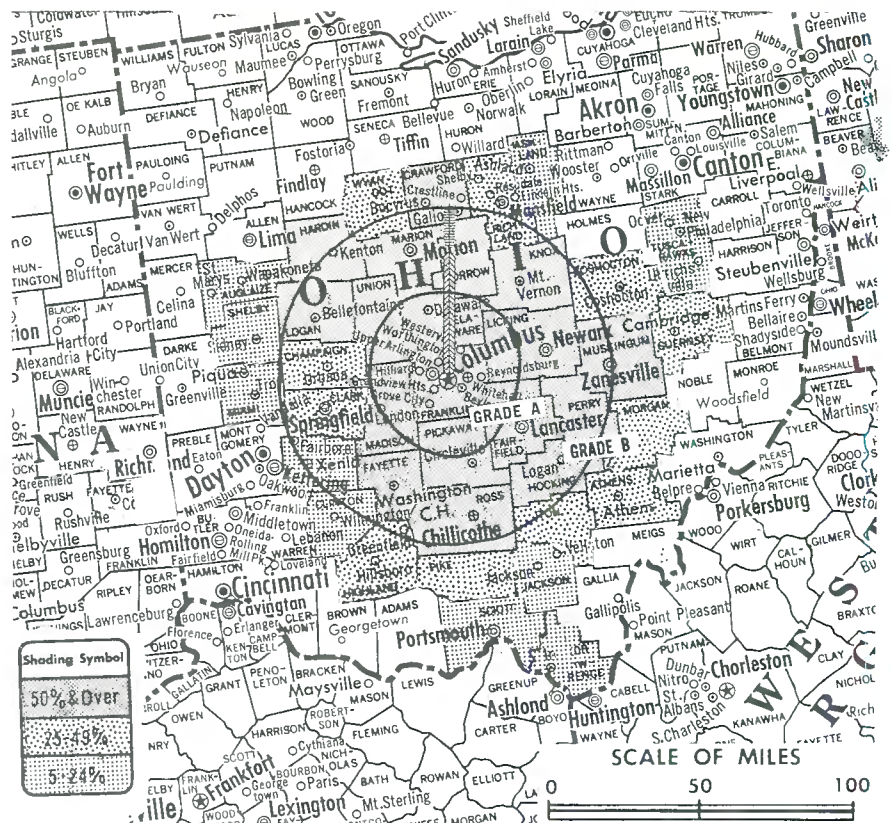
Total Households: © MNI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLWC Ref: FCC File No. BPCT-918 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 14234

WLWC

Licensee: Avco Broadcasting Corp., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: Subsidiary of Avco Corp. For other interests, see WLWT, Cincinnati, Ohio.

Began Operation: April 3, 1949.

Represented (sales) by Avco Radio Television Sales Inc.

Personnel:

JOHN T. MURPHY, president.
WALTER E. BARTLETT, senior vice president, television.
DAVID ABBOTT, vice president & general manager.
LLOYD R. FORREST, general sales manager.
GARY MARSHALL, local sales manager.
WARREN BAKER, program director.
B. D. CRAWFORD, promotion & publicity director.
HUGH DEMOSS, news director.
ANN WALKER, director, community services.
R. K. DYE, chief engineer.
TOM ROPER, production manager.
JUANITA MITCHELL, film director.

DIGEST OF RATE CARD NO. 29B—(Aug. 15, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	8 Sec.
Class AA-7:30-11 p.m., daily.					
\$1300.00	\$780.00	\$480.00	\$400.00	\$320.00	\$160.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Crawford	16,400	15,900	97
	Delaware	13,200	12,900	98
	Fairfield	23,600	23,100	98
	Fayette	8,500	8,200	97
	Franklin	269,200	263,400	98
	Hardin	10,600	10,200	96
	Hocking	6,700	6,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO—(Continued)			
	Knox	13,300	12,900	97
	Licking	34,400	33,600	98
	Logan	11,800	11,400	97
	Madison	8,100	7,800	96
	Marion	20,700	20,200	98
	Morrow	6,700	6,500	97
	Muskingum	25,000	24,100	96
	Perry	8,400	8,100	97
	Pickaway	11,800	11,600	98
Ross	18,700	18,000	96	
Union	7,200	7,000	97	
Between 25-49%	OHIO			
	Athens	15,100	14,300	94
	Champaign	9,700	9,400	97
	Clark	49,500	48,500	98
	Coshocton	11,400	10,800	94
	Guernsey	12,100	11,500	95
	Highland	9,800	9,300	95
	Morgan	3,800	3,600	94
Between 5-24%	Pike	5,900	5,600	95
	Richland	40,700	39,600	97
	Vinton	3,000	2,900	95
	Wyandot	6,800	6,600	96
	OHIO			
	Ashland	13,800	13,500	98
	Auglaize	11,900	11,500	97
	Clinton	10,000	9,700	97
	Greene	35,900	35,100	98
	Jackson	8,600	8,200	96
Lawrence	17,900	17,300	96	
Miami	27,400	26,800	98	
Scioto	25,400	24,400	96	
Shelby	11,800	11,500	98	
Tuscarawas	25,200	24,200	96	
Station Totals		870,000	845,600	97
Net Weekly Circulation (1970-71)			507,800	
Average Daily Circulation (1970-71)			315,300	

Ohio—Columbus



WTVN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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. above Parsons Ave. & Lockbourne Rd.

TV tape: Recording facilities.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kHz (ABC).

FM Affiliate: WBUK-FM, 25-kw, 96.3 MHz (No. 242), 560-ft.

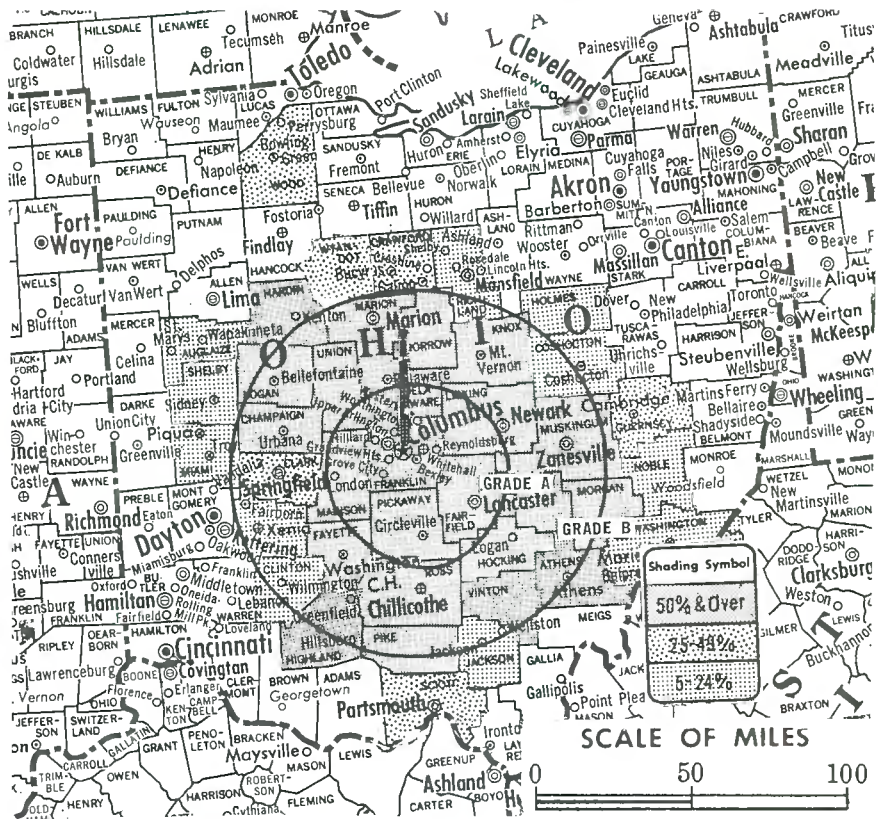
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Koteen & Burt.

Represented (sales) by The Katz Agency Inc.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTVN-TV Ref: FCC File No. BNPCT—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).

Personnel:

LAWRENCE H. ROGERS II, president.
JOHN L. McCLAY, executive vice president.
FRED von STADE, v.p., general manager & film buyer.
RAY BALSOM, general sales manager.
DON CHAPIN, v.p. for national sales.
NICHOLAS A. BASSO, program manager.
PAM SNEDDEN, film director.
JERRY HELLARD, publicity & promotion director.
PATRICIA CRAMER, public affairs director.
EDWARD KOPRIVER, chief engineer.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$1800.00	\$450.00*	\$300.00**	\$150.00*

*Prime Time—8-11 p.m., Wed.-Mon.; **7:30-11 p.m., Tues.

NETWORK BASE HOURLY RATE: \$1216.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Athens	15,100	14,300	94
	Champaign	9,700	9,400	97
	Delaware	13,200	12,900	98
	Fairfield	23,600	23,100	98
	Fayette	8,500	8,200	97
	Franklin	269,200	263,400	98
	Hardin	10,600	10,200	96
	Highland	9,800	9,300	95
	Hocking	6,700	6,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO—(Continued)			
	Knox	13,300	12,900	97
	Licking	34,400	33,600	98
	Logan	11,800	11,400	97
	Madison	8,100	7,800	96
	Marion	20,700	20,200	98
	Morgan	3,800	3,600	94
	Morrow	6,700	6,500	97
	Muskingum	25,000	24,100	96
	Perry	8,400	8,100	97
Between 25-49%	Pickaway	11,800	11,600	98
	Pike	5,900	5,600	95
	Ross	18,700	18,000	96
	Union	7,200	7,000	97
	Vinton	3,000	2,900	95
Between 5-24%	OHIO			
	Clark	49,500	48,500	98
	Crawford	16,400	15,900	97
	Guernsey	12,100	11,500	95
	Scioto	25,400	24,400	96
WEST VIRGINIA	Wood	28,200	27,100	96
Between 5-24%	OHIO			
	Auglaize	11,900	11,500	97
	Clinton	10,000	9,700	97
	Coshocton	11,400	10,800	94
	Greene	35,900	35,100	98
	Holmes	6,000	5,400	89
	Jackson	8,600	8,200	96
	Miami	27,400	26,800	98
Noble	3,400	3,100	92	
Richland	40,700	39,600	97	
Shelby	11,800	11,500	98	
Washington	18,200	17,300	95	
Station Totals		868,900	843,500	97
Net Weekly Circulation (1970-71)			526,200	
Average Daily Circulation (1970-71)			316,800	

Ohio—Dayton



WHIO-TV

Ch. 7

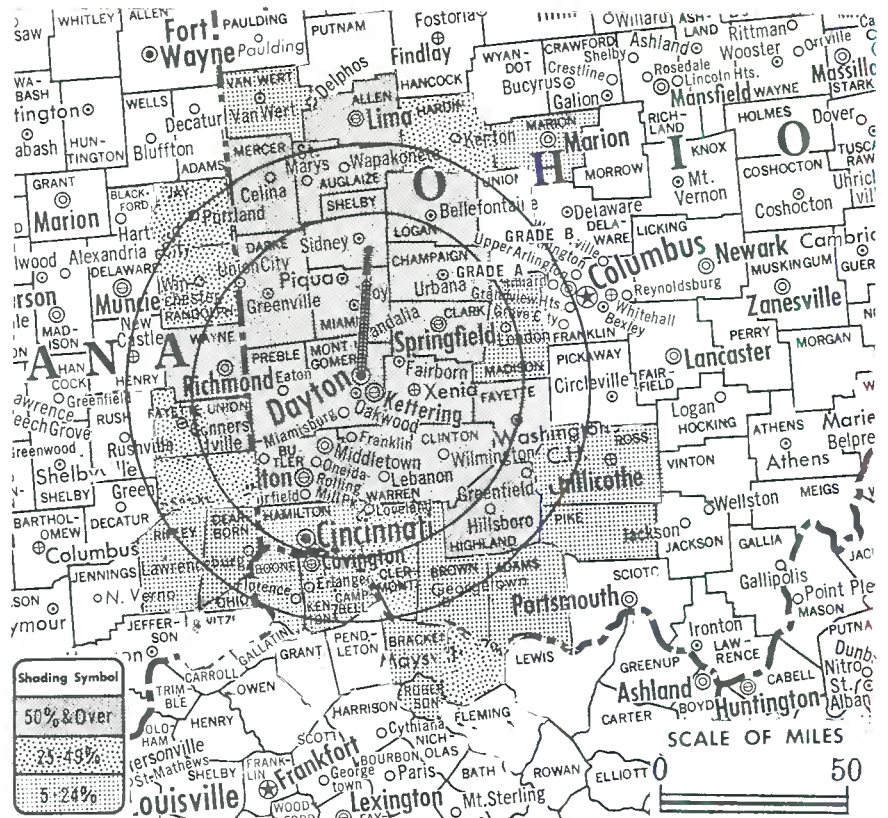


Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.
Facsimile Service: UPI.
AM Affiliate: WHIO, 5-kw, 1290 kHz (CBS).
FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 515-ft. antenna height.

Total Households: © M-I
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHIO-TV Ref: FCC File No. BPCT-890 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 1424

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: Wholly-owned subsidiary of Cox Broadcasting Corp., which is a publicly held corporation. James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, exec. v.p. Cox Broadcasting Corp. is 58.4% owned by Cox Enterprises Inc. which also owns Atlanta Journal and Constitution, Dayton Daily News and Journal Herald, Springfield Daily News and Daily Sun & Miami Daily News. Cox Broadcasting Corp. also operates WSB-TV, WSB & FM, Atlanta; WSOC-TV, WSOC & FM, Charlotte; WIICTV, Pittsburgh; KTVU, Oakland-San Francisco; WIOD & FM, Miami, Fla. For CATV systems, see CATV Group Ownership.

Began Operation: Feb. 23, 1949.

Represented (sales) by Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

STANLEY G. MOUSE, vice president & general manager.
JACK P. McCARTHY, assistant general manager.
NEIL PUGH, national sales manager.
ROY WHITAKER JR., merchandise & promotion manager.
DAVID SMART JR., program director.
JOHN CLARK, director of production.
RICHARD O. BIESER, news director.
HARRY BUTLER, farm director.
ALAN HIGGINS, dir. of engineering, Miami Valley Bcstg.
EUGENE BURGER, chief engineer, WHIO-TV.

DIGEST OF RATE CARD NO. 19—(Sept. 22, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AAA—7:30-10:30 p.m., daily.
\$1800.00 \$1200.00 \$800.00 \$550.00 Graded rates apply*

*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$1650.

616-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Union	2,000	1,900	95
	Wayne	25,700	24,900	97
	OHIO			
	Allen	34,700	33,600	97
	Auglaize	11,900	11,500	97
	Butler	69,300	67,700	98
	Champaign	9,700	9,400	97
	Clark	49,500	48,500	98
	Clinton	10,000	9,700	97
	Darke	15,700	15,200	97
	Fayette	8,500	8,200	97
	Greene	35,900	35,100	98
	Highland	9,800	9,300	95
Logan	11,800	11,400	97	
Mercer	10,000	9,700	97	
Miami	27,400	26,800	98	
Montgomery	197,500	193,900	98	
Preble	10,400	10,200	98	
Shelby	11,800	11,500	98	
Warren	23,900	23,300	98	
Between 25-49%	INDIANA			
	Fayette	8,500	8,200	97
	Franklin	4,700	4,400	94
	Jay	7,600	7,200	95
Randolph	9,900	9,600	96	
KENTUCKY				
Mason	5,500	5,200	95	
OHIO				
Clermont	27,400	26,800	98	
Hardin	10,600	10,200	96	
Between 5-24%	INDIANA			
	Dearborn	9,200	8,900	97
	Ohio	1,300	1,300	98
Ripley	6,800	6,500	95	
(Continued on page 623-b)				
Station Totals		1,128,100	1,098,700	97
Net Weekly Circulation (1970-71)				546,000
Average Daily Circulation (1970-71)				349,100

Ohio—Dayton



WKFE

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1081-kw visual, 108.1-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"

Holds CP for change to 1081-kw max. & 75.9-kw horizontal visual, 108.1-kw max. & 75.9-kw horizontal aural, 1170-ft. above av. terrain, 1097-ft. above ground, 2049-ft. above sea level. BMPCT-7123.

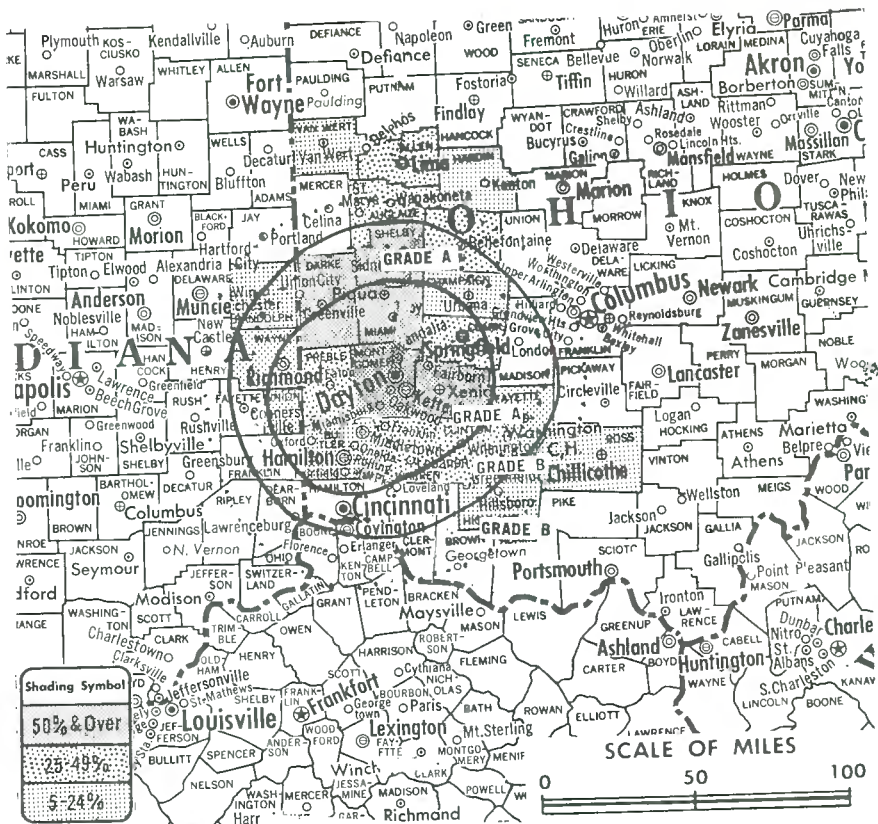
Transmitter: 1731 Soldiers Home Road.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WKFE Ref: FCC File No. BMPCT-7123 Granted 1/14/70
CP: BMPCT-7123 Granted 11/3/71

American Map Co., Inc., N.Y., No. 14244

WKFE

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 H-R Television; Kettell-Carter (New England).

Represented (legal) by Finkelstein & Firestone.

Personnel:

- GEORGE J. MITCHELL, vice president & general manager.
- JAMES GRAHAM, station manager.
- JOHN R. HUGHES, general sales manager.
- HERB SHAW, production manager.
- RAY GEORGE, national sales manager.
- MIKE HENNESSY, local sales manager.
- HARRY WOOLSEY, chief engineer.
- BERL GOLUB, program manager & film buyer.
- JO MANUEL, promotion director.
- MARK PIERCE, news director.

DIGEST OF RATE CARD NO. 9
(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1200.00 \$600.00 \$350.00 \$225.00 Graded rates apply²

*Highest rate: \$395.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Darke	15,700	15,200	97
	Greene	35,900	35,100	98
	Miami	27,400	26,800	98
	Montgomery	197,500	193,900	98
	Shelby	11,800	11,500	98
Between 25-49%	OHIO			
	Allen	34,700	33,600	97
	Auglaize	11,900	11,500	97
	Clark	49,500	48,500	98
	Clinton	10,000	9,700	97
	Logan	11,800	11,400	97
	Preble	10,400	10,200	98
	Warren	23,900	23,300	98
Between 5-24%	INDIANA			
	Randolph	9,900	9,600	96
	Union	2,000	1,900	95
	Wayne	25,700	24,900	97
	OHIO			
Butler	69,300	67,700	98	
Champaign	9,700	9,400	97	
Fayette	8,500	8,200	97	
Hardin	10,600	10,200	96	
Highland	9,800	9,300	95	
Ross	18,700	18,000	96	
Van Wert	9,600	9,400	98	
Station Totals		614,300	599,300	98
Net Weekly Circulation (1970-71)			264,400	
Average Daily Circulation (1970-71)			143,100	

Ohio—Dayton



WLWD



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

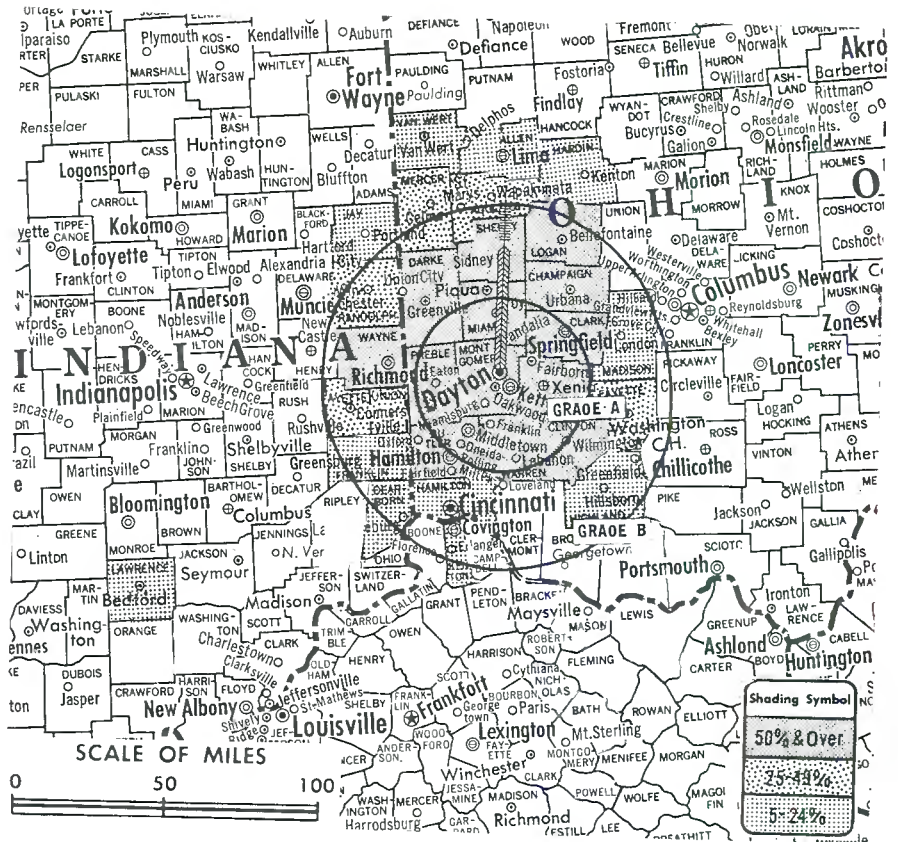
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WLWD Ref: FCC File No. BPCT—916 Granted 12/10/52

© American Map Co., Inc., N.Y., No. 14244

WLWD

Network Service: NBC.
Licensee: Avco Bcstg Corp., 4590 Avco Drive, Dayton (45401).
Ownership: Subsidiary of Avco Corp. For other interests see WLWT, Cincinnati, Ohio.
Studio: 4590 Avco Dr.
Telephone: 513-293-2101.
Began Operation: March 15, 1949.
Represented (sales) by Avco Radio Television Sales Inc.
Represented (legal) by Hogan & Hartson.
Personnel:
JOHN T. MURPHY, president.
WALTER E. BARTLETT, senior vice president, television.
RAY W. COLIE, vice president & general manager.
DONALD MEINEKE, general sales manager.
WILLIAM ROVERSI, local sales manager.
BOYCE LANCASTER, program director.
ED HAMYLN, news director.
DENNIS V. COLSTON, community services director.
HAROLD THOMPSON, chief engineer.
DON PRIJATEL, production manager.
JOSEPH G. EVERSON, office manager.

DIGEST OF RATE CARD NO. 18—(June 1, 1970)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1500.00	\$900.00	\$600.00		Graded rates apply*

*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1650.

La Rue Media Brokers, Inc.
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	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		INDIANA			
		Wayne	25,700	24,900	97
		OHIO			
		Butler	69,300	67,700	98
		Champaign	9,700	9,400	97
		Clark	49,500	48,500	98
		Clinton	10,000	9,700	97
		Darke	15,700	15,200	97
		Greene	35,900	35,100	98
		Logan	11,800	11,400	97
		Miami	27,400	26,800	98
	Montgomery	197,500	193,900	98	
	Preble	10,400	10,200	98	
	Shelby	11,800	11,500	98	
	Warren	23,900	23,300	98	
Between 25-49%		INDIANA			
		Fayette	8,500	8,200	97
		Randolph	9,900	9,600	96
		Union	2,000	1,900	95
		OHIO			
	Auglaize	11,900	11,500	97	
	Fayette	8,500	8,200	97	
	Mercer	10,000	9,700	97	
Between 5-24%		INDIANA			
		Dearborn	9,200	8,900	97
		Franklin	4,700	4,400	94
		Jay	7,600	7,200	95
		Lawrence	12,700	12,300	96
		KENTUCKY			
		Kenton	41,300	40,700	98
		OHIO			
		Allen	34,700	33,600	97
		Hamilton	302,700	294,400	97
	Hardin	10,600	10,200	96	
	Highland	9,800	9,300	95	
	Madison	8,100	7,800	96	
	Van Wert	9,600	9,400	98	
Station Totals			1,000,400	974,900	97
Net Weekly Circulation (1970-71)				442,300	
Average Daily Circulation (1970-71)				279,800	

Ohio—Lima



WLIO

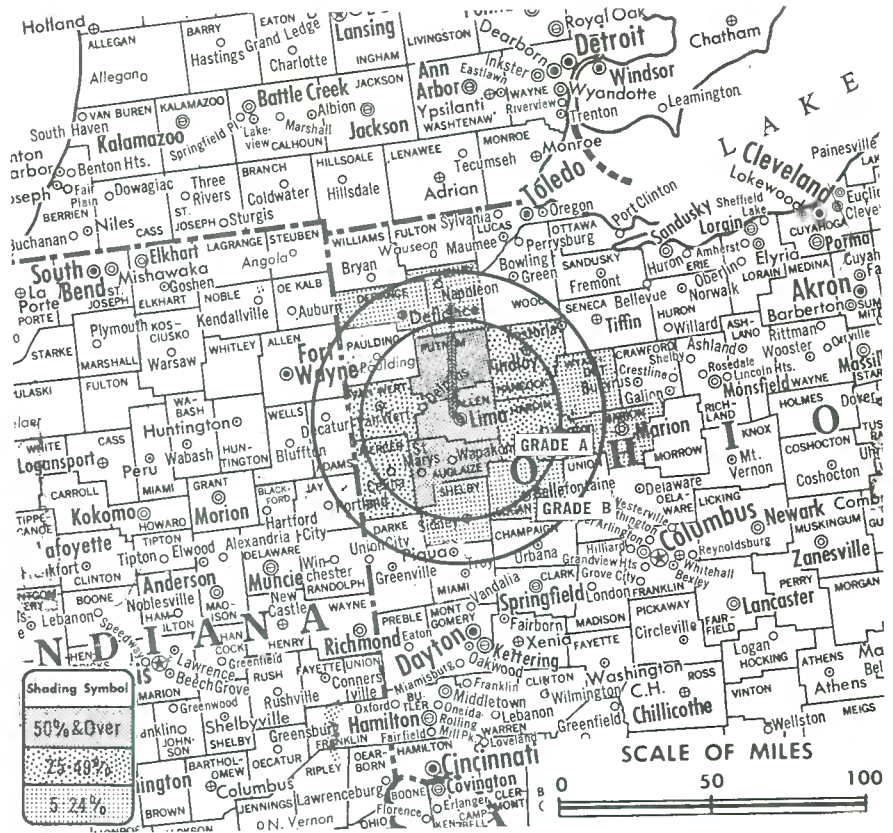


(formerly WIMA-TV)
Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). 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.
Color: Network, live, film, slide & tape.
News Wire Service: AP.
Facsimile Service: AP.

Total Households: © M-S-I
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WLIO Ref: FCC File No. BPCT—3190 Granted 3/30/64

©American Map Co., Inc., N.Y., No. 14244

WLIO

Network Service: NBC, ABC.
Licensee: Lima Communications Corp., 511 Superior St., Toledo, Ohio (43604).
Studio: 1424 Rice Ave. (45805).
Telephone: 419-225-3010. TWX No.: 419-745-4778.
Ownership: Toledo Blade Co., 75%; Midwestern Bcstg. Co., 25%; Officers: Wayne G. Current, pres.; Lewis W. Dickey, v.p.; John D. Willey, v.p.; Bernard R. Baker, secy.; Harold O. Davis, treas. Midwestern Bcstg., owned by Lewis W. Dickey, is licensee of WOHO, Toledo and is buying WGLN-FM, Sylvania, Ohio. The Toledo Blade Co. publishes newspapers in Toledo, Ohio & Pittsburgh, Pa.; has newspaper interests in Monterey, Cal. & Port Clinton, Ohio; interest in Buckeye Cablevision Inc., Toledo.
Began Operation: March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale 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); Pearse Sales (Detroit); Gateway Reps (Pittsburgh).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

LEWIS DICKEY, vice president, operations.
CHARLES E. OSBURN, station manager.
C. B. "BUS" HELLER, sales manager.
DAVE KOEHLER, news director.
M. J. LAMB, chief engineer.

DIGEST OF RATE CARD NO. 6—(Jan. 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 or 20 Sec.	ID	
Class AA—7-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00	\$30.00
NETWORK BASE HOURLY RATE: \$200.							

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	34,700	33,600	97
	Auglaize	11,900	11,500	97
	Putnam	8,600	8,300	96
Between 25-49%	OHIO			
	Hancock	20,300	19,800	98
	Hardin	10,600	10,200	96
	Mercer	10,000	9,700	97
	Van Wert	9,600	9,400	98
Between 5-24%	OHIO			
	Defiance	11,100	10,800	97
	Henry	8,200	8,000	98
	Logan	11,800	11,400	97
	Marion	20,700	20,200	98
	Shelby	11,800	11,500	98
	Wyandot	6,800	6,600	96
Station Totals		176,100	171,000	97
Net Weekly Circulation (1970-71)			69,000	
Average Daily Circulation (1970-71)			39,400	

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Ohio—Steubenville-Wheeling, West Virginia

abc WSTV-TV
Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

TV tape: Recording facilities.

Studio: Altamont Heights.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kHz (MBS).

FM Affiliate: WSTV-FM, 12-kw, 103.5 MHz (No. 278), 880-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

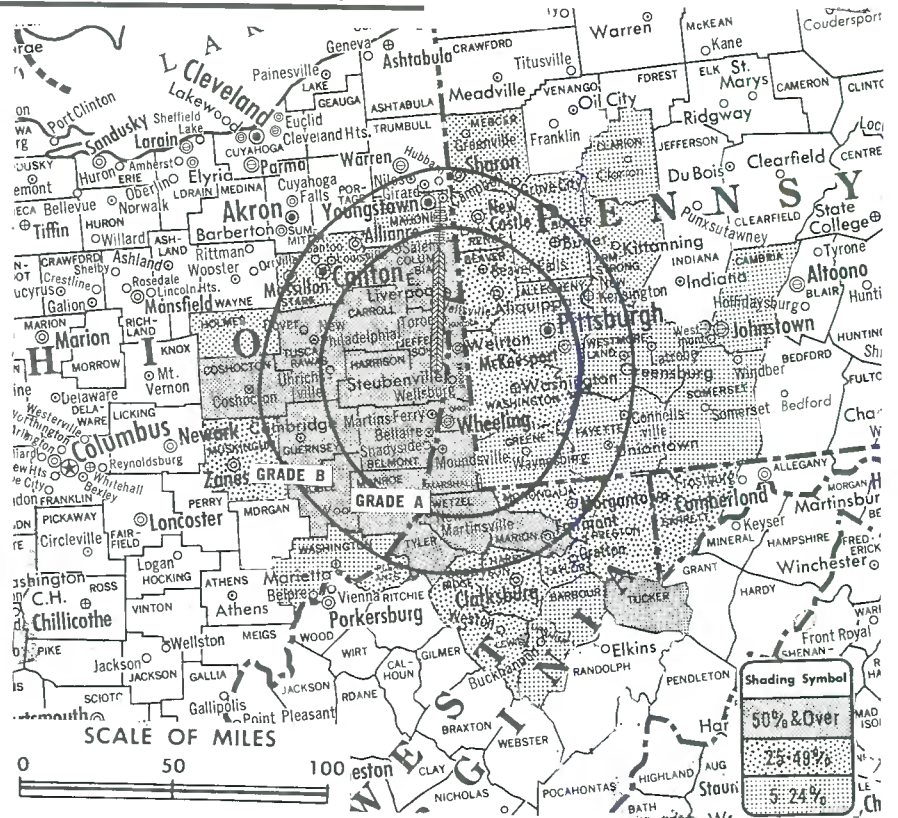
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSTV-TV Ref: FCC File No. BPCT-2786 Granted 6/23/60

© American Map Co. Inc. N.Y. No. 14244

WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio. (43952)

Telephone: 614-282-0911, Steubenville. TWX No.: 614-283-4061.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.4% and Parkersburg Steel Co. (Berkman family majority owner), 9.8%. 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.; WKNX-TV, Saginaw, Mich.; WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WRCP & FM, Philadelphia and WWOL & FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co.

Began Operation: Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vols. 17:30, 33, 2:14).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

MARSHALL BERKMAN, president.
FRED WEBER, executive vice president.
LOUIS ROCKE, vice president & general manager.
AL MATTER, operations manager.
RED DONLEY, news director.
WILLIAM CHESNES, chief engineer.
GEORGIANA HASLEY, promotion manager.

DIGEST OF RATE CARD NO. 15—(Sept 14, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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 Graded rates apply*

*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$825.

620-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	26,600	25,900	97
	Carroll	6,900	6,700	97
	Columbiana	35,300	34,400	97
	Coshocton	11,400	10,800	94
	Guernsey	12,100	11,500	95
	Harrison	5,500	5,300	96
	Jefferson	30,300	29,600	98
	Monroe	5,100	4,800	94
	Noble	3,400	3,100	92
	Tuscarawas	25,200	24,200	96
	WEST VIRGINIA			
Brooke	8,800	8,700	98	
Hancock	12,100	12,000	99	
Marion	20,700	19,900	96	
Marshall	11,700	11,400	97	
Ohio	21,500	21,100	98	
Tucker	2,400	2,200	93	
Tyler	3,100	2,900	94	
Wetzel	6,600	6,300	96	
MARYLAND				
Garrett	6,400	6,000	94	
OHIO				
Muskingum	25,000	24,100	96	
PENNSYLVANIA				
Beaver	65,000	63,300	97	
Butler	38,200	37,200	97	
Lawrence	33,200	32,000	96	
Washington	66,700	64,500	97	
WEST VIRGINIA				
Doddridge	2,000	1,900	93	
Harrison	24,100	23,500	98	
Lewis	5,400	5,100	95	
Monongalia	20,000	18,900	95	
Pleasants	2,100	2,000	96	
(Continued on page 623-b)				
Station Totals		1,648,600	1,597,000	97
Net Weekly Circulation (1970-71)			450,600	
Average Daily Circulation (1970-71)			206,200	

Ohio—Toledo



WDHO-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). 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.

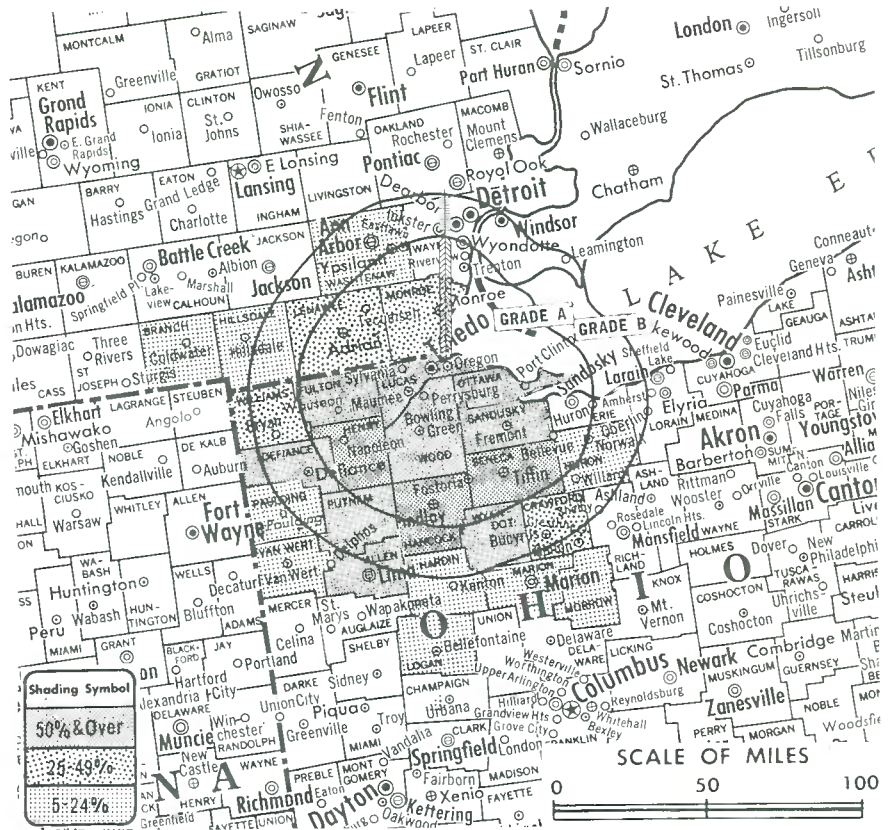
Latitude 41° 40' 03"
Longitude 82° 21' 22"

Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WDHO-TV Ref: FCC File No. BMPCT—6221 Granted 2/17/66

American Map Co., Inc., N.Y., No. 14244

WDHO-TV

Network Service: ABC.

Licensee: D. H. Overmyer Telecasting Co. Inc., 300 S. Byrne Rd., Toledo (43615).

Studio: 300 S. Byrne Rd., Toledo (43615).

Telephone: 419-255-8200. TWX No.: 810-442-1646.

Ownership: Overmyer Co. Inc., D.H. Overmyer, 100%. He also holds 20% of WXIX-TV, Newport, Ky.-Cincinnati, O.; WPGH-TV, Pittsburgh, Pa.; WATL-TV, Atlanta, Ga.

Began Operation: May 3, 1966.

Represented (sales) by Katz Television.

Represented (engineering) by Paul Godley Co.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

- ARTHUR M. DORFNER, president.
- JAMES R. STEELE, vice president, sales.
- PETER S. GOOD, asst. vice president, national sales.
- WILLIAM F. DECKER, traffic operations manager.
- ERNEST RETY, vice president, engineering.
- STEPHEN RICKEL, production service manager.
- JAMES GARNER, program service supervisor.

DIGEST OF RATE CARD NO. A8—(July 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Prime—7:30-11 p.m., daily.

\$600.00 \$360.00 \$240.00 \$145.00 Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$550.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		OHIO			
		Allen	34,700	33,600	97
		Defiance	11,100	10,800	97
		Fulton	10,100	9,700	96
		Hancock	20,300	19,800	98
		Henry	8,200	8,000	98
		Lucas	158,900	155,700	98
		Ottawa	12,000	11,800	98
		Putnam	8,600	8,300	96
		Sandusky	19,200	18,800	98
		Seneca	17,900	17,400	97
	Wood	26,600	26,000	98	
	Wyandot	6,800	6,600	96	
Between 25-49%		MICHIGAN			
		Lenawee	25,200	24,500	97
		Monroe	34,200	33,600	98
Between 5-24%		OHIO			
		Crawford	16,400	15,900	97
		Williams	10,900	10,500	96
		MICHIGAN			
		Branch	11,500	11,200	97
		Hillsdale	11,800	11,300	96
		Washtenaw	72,000	69,000	96
		OHIO			
		Hardin	10,600	10,200	96
		Huron	15,200	14,800	97
	Logan	11,800	11,400	97	
	Marion	20,700	20,200	98	
	Morrow	6,700	6,500	97	
	Paulding	5,700	5,500	97	
	Van Wert	9,600	9,400	98	
	Station Totals		596,700	580,500	97
	Net Weekly Circulation (1970-71)			273,500	
	Average Daily Circulation (1970-71)			150,000	

Ohio—Toledo



WSPD-TV

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). 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 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

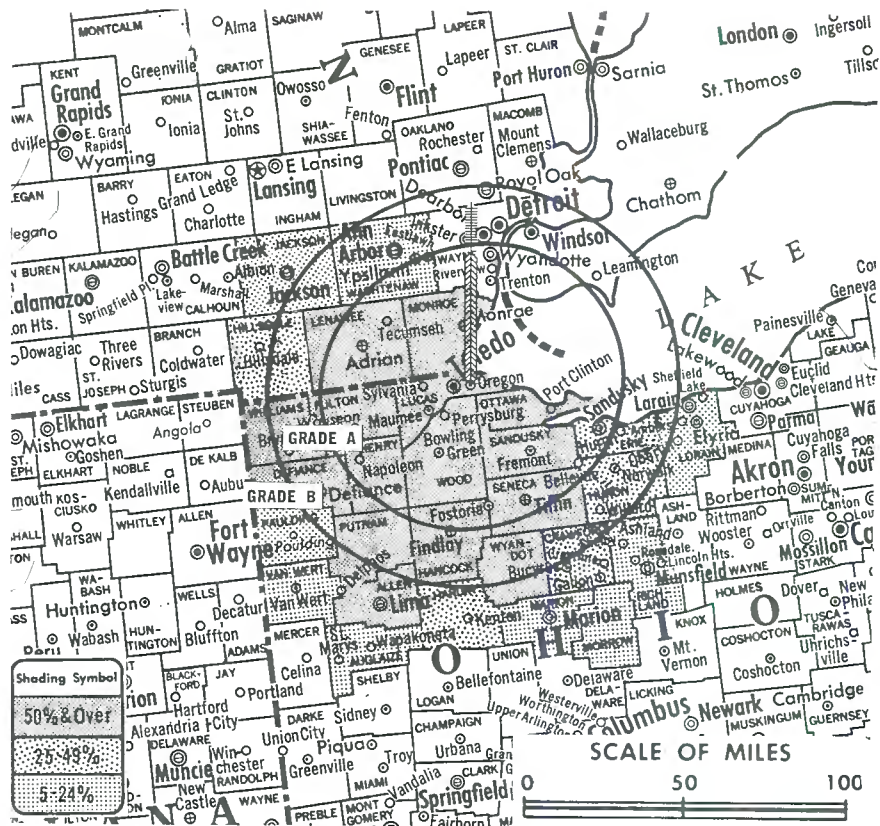
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSPD-TV Ref: FCC File No. BMPCT-4735 Granted 5/13/59

© American Map Co., Inc., N.Y., No. 14244

WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St. (43604).

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.
DOUGLAS KNIGHT, production manager.
JOHN M. GRUBBS, station manager.
EDWARD P. WEBER, promotion manager.
GEORGE FULOP, chief engineer.

DIGEST OF RATE CARD NO. 30A (Aug. 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1500	\$900	\$600	\$450	\$365*	\$280*
Class AA—1.						\$165

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	25,200	24,500	97
	Monroe	34,200	33,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	34,700	33,600	97
	Defiance	11,100	10,800	97
	Fulton	10,100	9,700	96
	Hancock	20,300	19,800	98
	Henry	8,200	8,000	98
	Lucas	158,900	155,700	98
	Ottawa	12,000	11,800	98
	Putnam	8,600	8,300	96
	Sandusky	19,200	18,800	98
	Seneca	17,900	17,400	97
	Williams	10,900	10,500	96
	Wood	26,600	26,000	98
	Wyandot	6,800	6,600	96
Between 25-49%	MICHIGAN			
	Hillsdale	11,800	11,300	96
	OHIO			
	Crawford	16,400	15,900	97
	Erie	23,800	23,300	98
Between 5-24%	OHIO			
	Auglaize	11,900	11,500	97
	Lorain	75,800	74,400	98
	Marion	20,700	20,200	98
	Morrow	6,700	6,500	97
	Paulding	5,700	5,500	97
Station Totals		779,700	759,500	97
	Net Weekly Circulation (1970-71)		402,200	
	Average Daily Circulation (1970-71)		251,700	

WKYC-TV, Cleveland
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	OHIO—(Continued)			
50% & Over	Lake	58,000	57,300	99
	Lorain	75,800	74,400	98
	Medina	23,900	23,400	98
	Portage	35,600	34,900	98
	Richland	40,700	39,600	97
	Stark	118,300	115,600	98
	Summit	177,300	174,000	98
	Trumbull	71,200	69,800	98
	Tuscarawas	25,200	24,200	96
	Wayne	26,100	24,900	95
Between 25-49%	OHIO			
	Carroll	6,900	6,700	97
	Seneca	17,900	17,400	97
Between 5-24%	OHIO			
	Columbiana	35,300	34,400	97
	Coshocton	11,400	10,800	94
	Hancock	20,300	19,800	98
	Hardin	10,600	10,200	96
	Harrison	5,500	5,300	96
	Knox	13,300	12,900	97
	Mahoning	94,900	93,000	98
	Ottawa	12,000	11,800	98
	Sandusky	19,200	18,800	98
Wyandot	6,800	6,600	96	
	PENNSYLVANIA			
	Crawford	25,500	24,100	95
	Mercer	38,800	37,400	96

WSTV-TV, Steubenville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA—(Continued)			
	Preston	7,600	7,100	94
	Taylor	4,500	4,200	94
Between 5-24%	OHIO			
	Holmes	6,000	5,400	89
	Mahoning	94,900	93,000	98
	Stark	118,300	115,600	98
	Washington	18,200	17,300	95
	PENNSYLVANIA			
	Allegheny	516,400	501,700	97
	Armstrong	24,200	23,300	96
	Cambria	56,900	55,200	97
	Clarion	11,600	11,100	95
	Fayette	49,400	47,000	95
	Greene	11,600	11,000	95
	Mercer	38,800	37,400	96
	Somerset	24,800	23,600	95
	Westmoreland	118,400	115,300	97
	WEST VIRGINIA			
	Barbour	4,200	3,900	94
Upshur	6,000	5,600	94	

Ohio

WHIO-TV, Dayton
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Boone	9,800	9,600	98
	Bracken	2,400	2,300	96
	Campbell	27,000	26,600	98
	Kenton	41,300	40,700	98
	Robertson	700	700	95
	OHIO			
Adams	5,900	5,400	92	
Brown	8,300	7,900	95	
Hamilton	302,700	294,400	97	
Madison	8,100	7,800	96	
Marion	20,700	20,200	98	
Pike	5,900	5,600	95	
Ross	18,700	18,000	96	
Van Wert	9,600	9,400	98	

WBNS-TV, Columbus
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Wood	28,200	27,100	96
Between 5-24%	OHIO			
	Adams	5,900	5,400	92
	Ashland	13,800	13,500	98
	Clinton	10,000	9,700	97
	Greene	35,900	35,100	98
	Hancock	20,300	19,800	98
	Holmes	6,000	5,400	89
	Lawrence	17,900	17,300	96
	Miami	27,400	26,800	98
	Noble	3,400	3,100	92
	Shelby	11,800	11,500	98
Washington	18,200	17,300	95	

Hogan-Feldmann, Inc.
 MEDIA BROKERS · CONSULTANTS
 4404 Riverside Drive, Box 1545
 Burbank, California 91505
 Area Code 213 849-3201

Ohio—Toledo



WTOL-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"
Longitude 83° 22' 47"

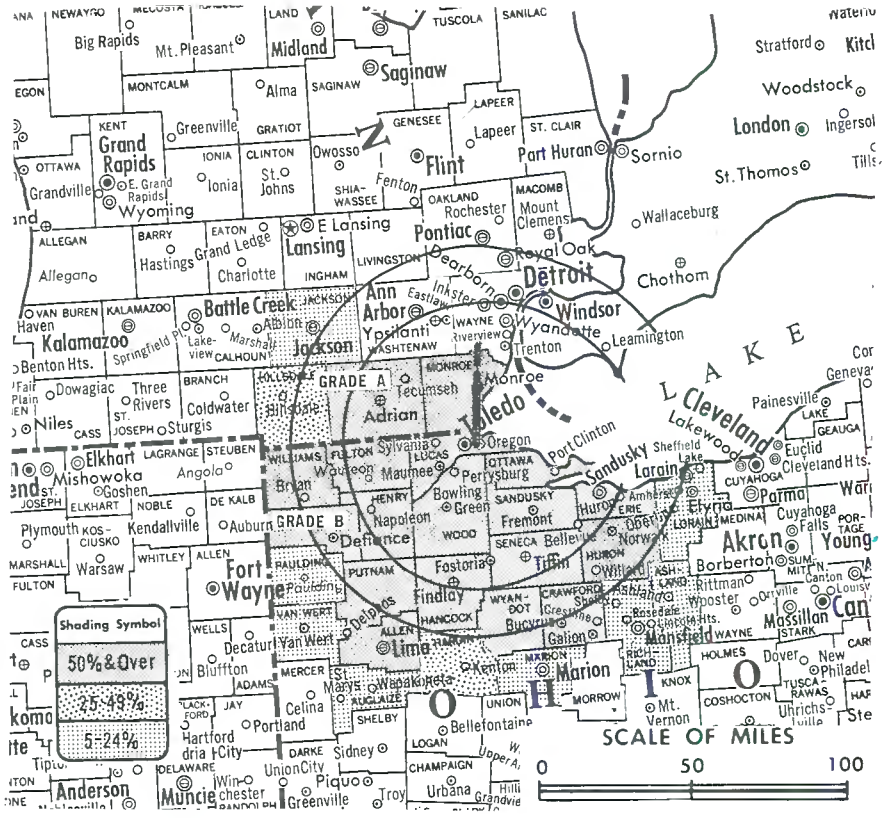
Transmitter: Cedar Point, near Norden Rd., Oregon City, Ohio.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WTOL-TV Ref: FCC File No. BPCT-580 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. 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:

- LAW EPPS, vice president & general manager.
- DONALD M. HESS, program/promotion manager.
- JACK SPRING, general sales manager.
- JACK SANDER, local sales manager.
- JAMES FOLEY, national & regional sales manager.
- DAVID E. MacALLISTER, production manager.
- JOSEPH H. GILLIS JR., special projects director.
- LAMONT McLOUGHLIN, news & public affairs director.
- WYATT McDANIEL, chief engineer.

DIGEST OF RATE CARD NO. 15 (July 15, 1971)

Hour	30 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$1500	\$900	\$530	\$380	\$340	\$300

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	25,200	24,500	97
	Monroe	34,200	33,600	98
	OHIO			
	Allen	34,700	33,600	97
	Crawford	16,400	15,900	97
	Defiance	11,100	10,800	97
	Erie	23,800	23,300	98
	Fulton	10,100	9,700	96
	Hancock	20,300	19,800	98
	Henry	8,200	8,000	98
	Huron	15,200	14,800	97
	Lucas	158,900	155,700	98
Ottawa	12,000	11,800	98	
Putnam	8,600	8,300	96	
Sandusky	19,200	18,800	98	
Seneca	17,900	17,400	97	
Williams	10,900	10,500	96	
Wood	26,600	26,000	98	
Wyandot	6,800	6,600	96	
Between 25-49%	MICHIGAN			
	Hillsdale	11,800	11,300	96
	Washtenaw	72,000	69,000	96
OHIO				
Hardin	10,600	10,200	96	
Between 5-24%	MICHIGAN			
	Huron	10,600	10,200	96
	Jackson	43,500	42,600	98
	OHIO			
	Ashland	13,800	13,500	98
	Auglaize	11,900	11,500	97
	Lorain	75,800	74,400	98
Marion	20,700	20,200	98	
Paulding	5,700	5,500	97	
Richland	40,700	39,600	97	
Van Wert	9,600	9,400	98	
Station Totals		786,800	766,500	97
Net Weekly Circulation (1970-71)			467,700	
Average Daily Circulation (1970-71)			288,800	

Ohio—Youngstown



WFMJ-TV



Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1000-kw max. & 263-kw horizontal visual, 200-kw max. & 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.

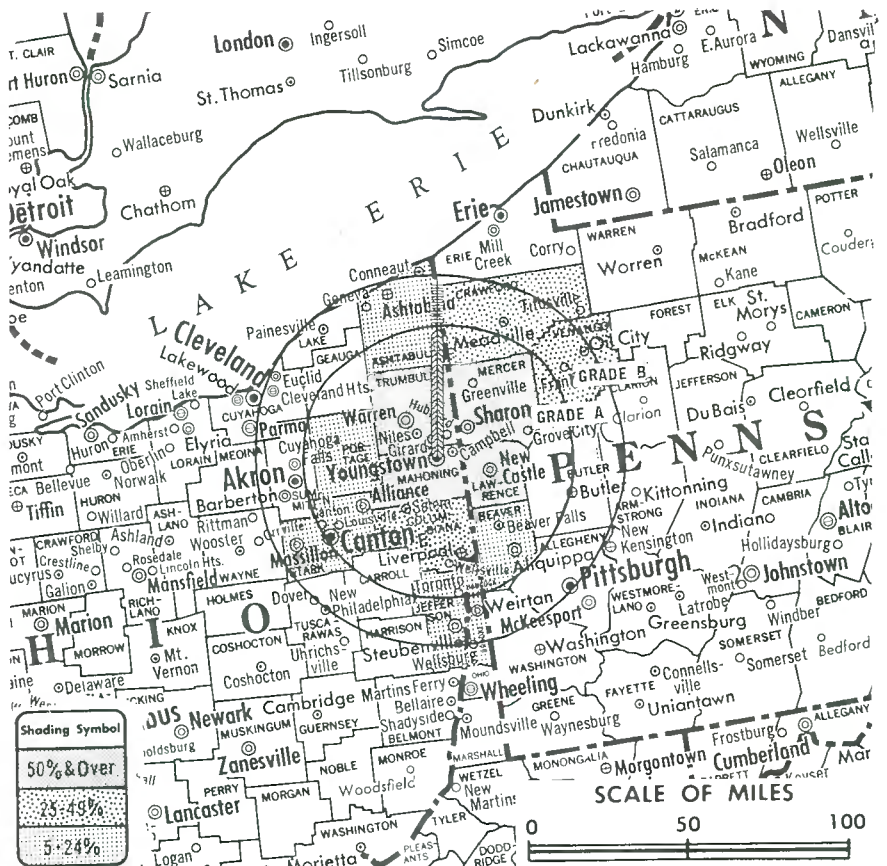
Studio: 101 W. Boardman St.

AM Affiliate: WFMJ, 5-kw, 1390 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WFMJ-TV Ref: FCC File No. BNPCT-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: William J. Brown, pres.-treas., 19.64%; Elizabeth M. Brown, v.p.-secy., 19.64%; William F. Maag Jr. Trust, 21.34%; Alma M. Brown Trust, 15.35%; Gene A. Lower, 5.23%; William F. Maag Jr. Estate, 4.8%; John W. Smith Trust, 3.6%; others, none with as much as 3%.

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, Southmayd & Cooper.

Represented (engineering) by Carl E. Smith.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM J. BROWN, president.
MITCHELL F. STANLEY, manager, sales manager & film buyer.
GENE DONAHAY, television program manager.
RALPH BARONE, film director.
FRANK DIERINGER, chief engineer.

DIGEST OF RATE CARD NO. 13—(Aug. 2, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7:30-11 p.m., daily.

\$600 \$360 \$240 \$150 \$160 \$160 \$80

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Mahoning	94,900	93,000	98
	Trumbull	71,200	69,800	98
	PENNSYLVANIA			
	Lawrence	33,200	32,000	96
	Mercer	38,800	37,400	96
Between 25-49%	OHIO			
	Columbiana	35,300	34,400	97
	PENNSYLVANIA			
	Crawford	25,500	24,100	95
	Venango	19,100	17,900	94
Between 5-24%	OHIO			
	Ashtabula	30,800	29,900	97
	Jefferson	30,300	29,600	98
	Portage	35,600	34,900	98
	Stark	118,300	115,600	98
	PENNSYLVANIA			
	Beaver	65,000	63,300	97
	WEST VIRGINIA			
Brooke	8,800	8,700	98	
Hancock	12,100	12,000	99	
Station Totals		618,900	602,600	97
Net Weekly Circulation (1970-71)				264,900
Average Daily Circulation (1970-71)				170,700

For U.S. TV Station Call Letters
See page 7-b

Ohio—Youngstown



Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 462-kw horizontal visual, 46.8-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"

Requests change to 724-kw max. & 219-kw horizontal visual, 72.4-kw max. & 21.9-kw horizontal aural, 1406-ft. above av. terrain, 1432-ft. above ground, 2549-ft. above sea level. BPCT-4309.

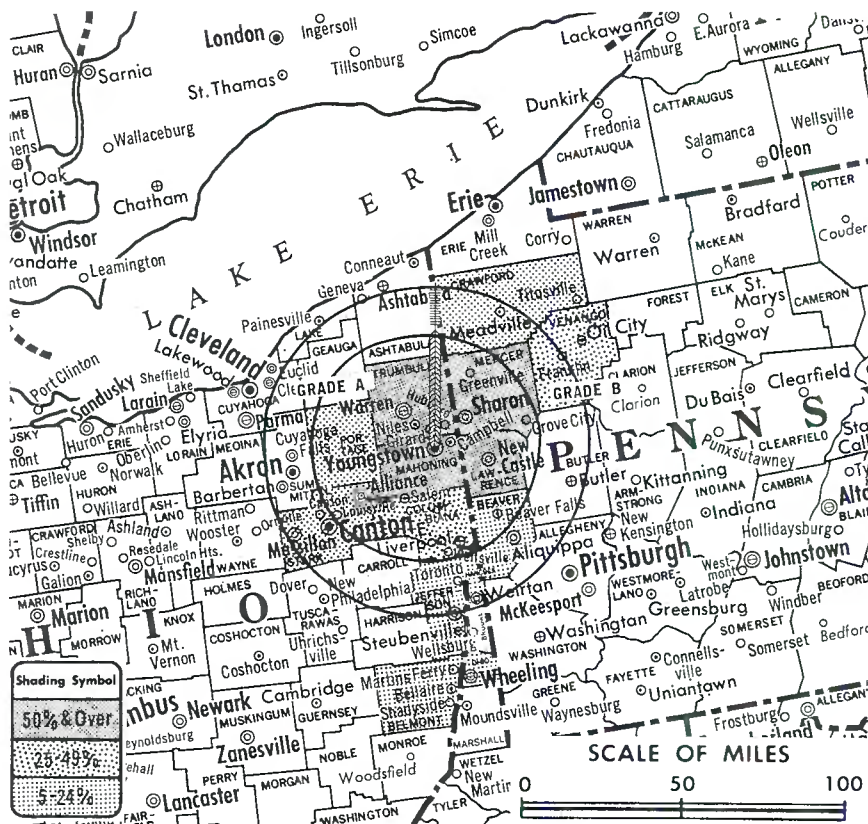
Transmitter: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS). FM Affiliate: WKBN-FM, 50-kw, 98.9 MHz (No. 255), 545-ft.

Color: Network, live, film, slide & tape. News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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).

Studio: 3930 Sunset Blvd.

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; W. P. Williamson III, exec. v.p.; David Stewart, treas.; Ruth L. Cruikshank, secy.

Began Operation: Jan. 11, 1953. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treasury. (Television Digest, Vol. 14:34).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

- W. P. WILLIAMSON JR., president.
- W. P. WILLIAMSON III, executive vice president.
- 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. P12 & 1-I—(Aug. 16, 1971)

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 Graded rates apply*

*Highest rate: \$210.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Mahoning	94,900	93,000	98
	Trumbull	71,200	69,800	98
	Lawrence	33,200	32,000	96
	PENNSYLVANIA			
	Mercer	38,800	37,400	96
Between 25-49%	OHIO			
	Columbiana	35,300	34,400	97
	PENNSYLVANIA			
	Venango	19,100	17,900	94
Between 5-24%	OHIO			
	Belmont	26,600	25,900	97
	Jefferson	30,300	29,600	98
	Portage	35,600	34,900	98
	Stark	118,300	115,600	98
	PENNSYLVANIA			
	Beaver	65,000	63,300	97
	Crawford	25,500	24,100	95
	WEST VIRGINIA			
	Hancock	12,100	12,000	99
	Ohio	21,500	21,100	98
Station Totals		627,400	611,000	97
Net Weekly Circulation (1970-71)			250,300	
Average Daily Circulation (1970-71)			149,100	

For CPs & Applications
See Services Volume

Ohio—Youngstown



WYTV

Ch. 33



Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 232-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"

Requests change to 1000-kw visual, 199-kw aural.

Transmitter: 3800 Shady Run Rd., Youngstown.

Studio: 3800 Shady Run Rd.

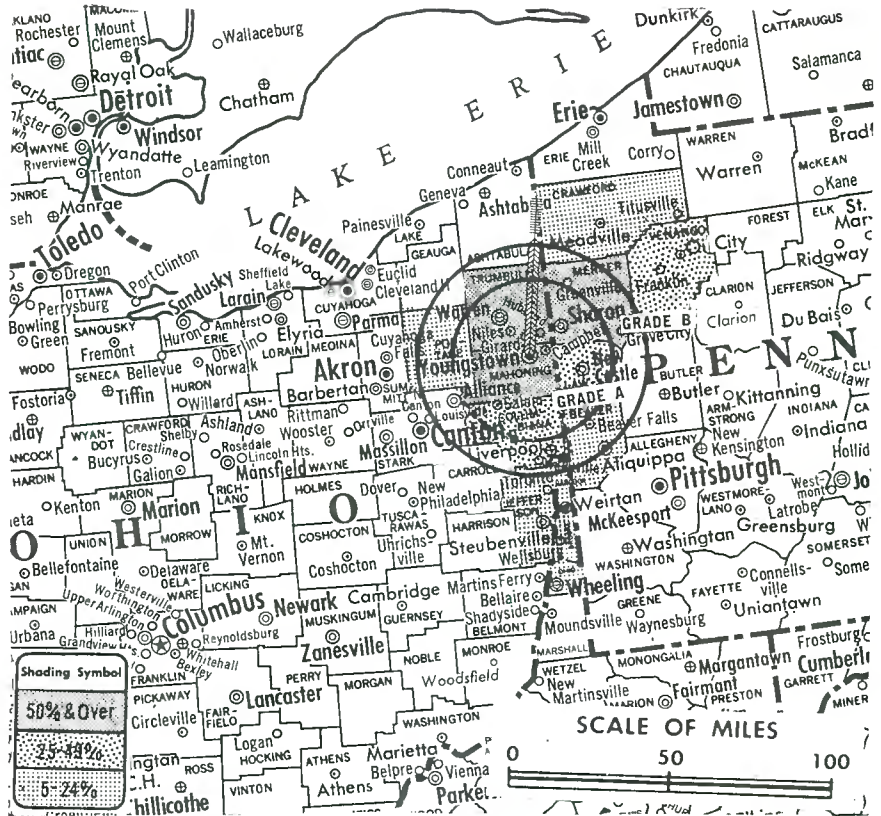
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WYTV Ref: FCC File No. BPCT-2568 Granted 7/29/39

© American Map Co., Inc., N.Y., No. 14244

WYTV

Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).

Telephone: 216-788-2424. TWX No.: 216-736-0110.

Ownership: Aurovideo Inc., a wholly-owned subsidiary of Adams-Russell Co. Inc., 100%. Aurovideo also owns WLOB (AM), Portland, Me. For CATV interests, see Group CATV Ownership.

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 WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vols. 4:47, 5:7). Sale to present owner approved Sept. 2, 1970 (Vol. 10:36).

Represented (sales) by Avery-Knodel.

Represented (legal) by Smith & Pepper.

Personnel:

ROBERT M. CARANO, vice president & general manager.
ARTHUR TAYLOR, vice president, engineering.
DOROTHY M. HILL, station controller.
JOHN R. BEILBY, sales manager.
WILLIAM HARRIS, program director.

DIGEST OF RATE CARD NO. 10
(May 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$450.00 \$300.00 \$160.00 \$140.00 Graded rates apply*

*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Mahoning	94,900	93,000	98
	OHIO Trumbull	71,200	69,800	98
	PENNSYLVANIA Mercer	38,800	37,400	96
Between 25-49%	OHIO Columbiana	35,300	34,400	97
	PENNSYLVANIA Lawrence	33,200	32,000	96
	PENNSYLVANIA Venango	19,100	17,900	94
Between 5-24%	OHIO Jefferson	30,300	29,600	98
	OHIO Portage	35,600	34,900	98
	PENNSYLVANIA Beaver	65,000	63,300	97
	PENNSYLVANIA Crawford	25,500	24,100	95
	WEST VIRGINIA Brooke	8,800	8,700	98
	OHIO Hancock	12,100	12,000	99
OHIO Ohio	21,500	21,100	98	
Station Totals		491,300	478,200	97
Net Weekly Circulation (1970-71)			217,900	
Average Daily Circulation (1970-71)			113,300	

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Ohio—Zanesville



WHIZ-TV



Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). 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"

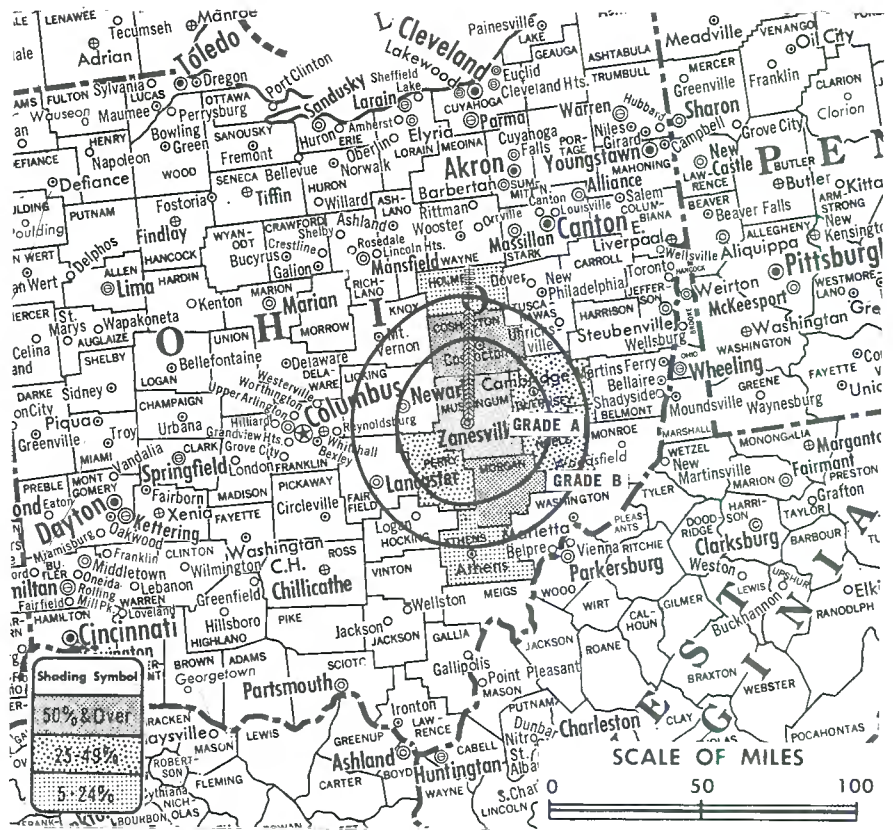
Transmitter: Downerd Rd.

AM Affiliate: WHIZ, 1-kw (.25-kw, night), 1240 kHz (NBC).

FM Affiliate: WHIZ-FM, 20-kw, 102.5 MHz (No. 273), 490-ft. antenna height.

Color: Network, live, film, slide.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WHIZ-TV Ref: FCC File No. BPCT-3305 Granted 4/13/84

©American Map Co., Inc., N.Y., No. 14244

WHIZ-TV

Network Service: 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%; John Graham, James Graham & Ernest Graham Jr., 2% each. Southeastern Ohio Bcstg. System Inc. owners are T/R Inc., 60%; Ernest Graham, 20%; Ernest Graham Jr. & James Graham, 7% each; John Graham, 6%. T/R Inc. also operates radios WNXT & FM, Portsmouth; WOMP & FM, Bellaire, O.

Began Operation: May 23, 1953.

Represented (sales) by Savalli/Gates National Representatives Inc.; Regional Reps Corp.

Represented (legal) by Sells & Gregory.

Personnel:

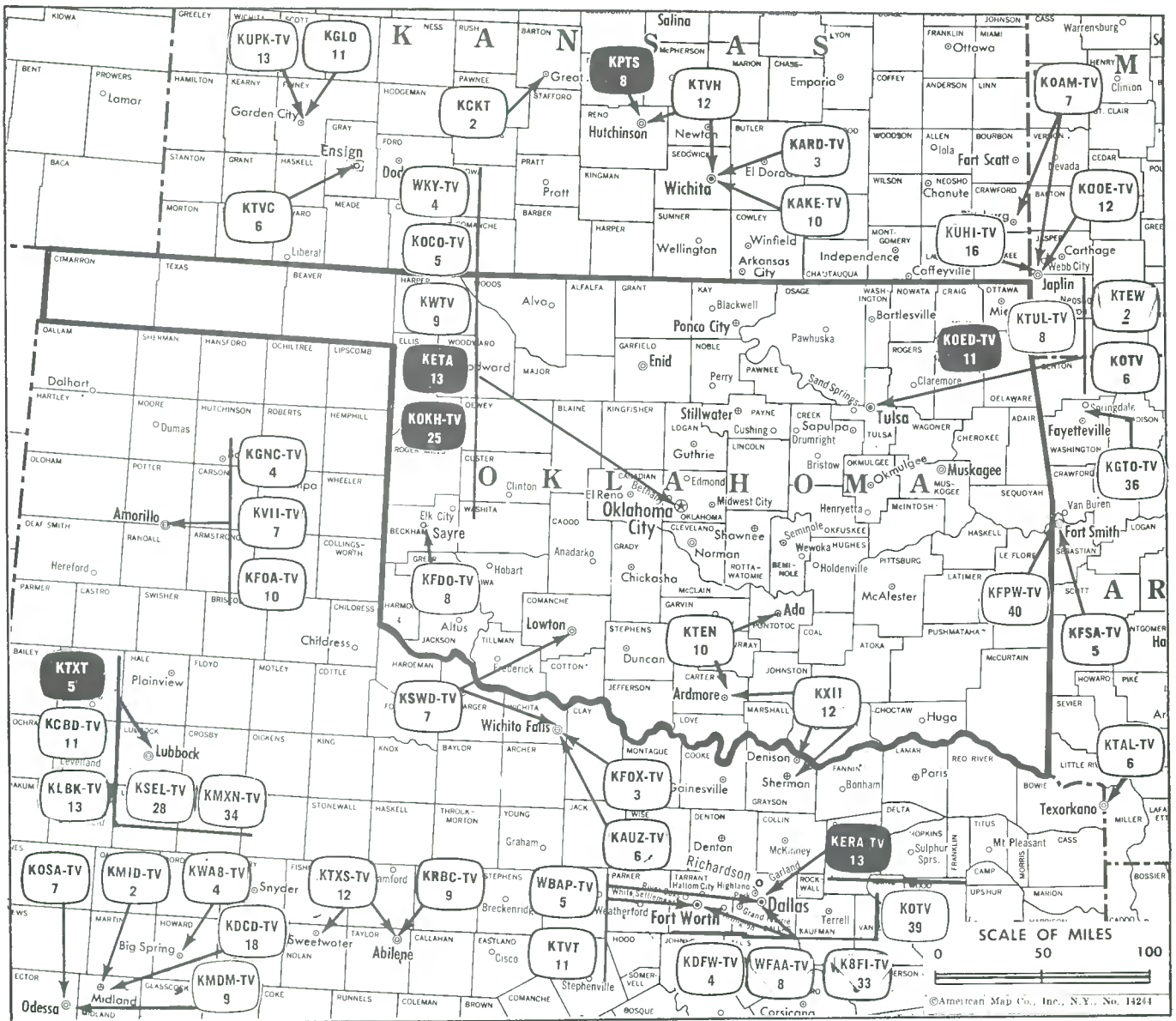
ALLAN LAND, broadcasting group manager & film buyer.
ROBERT HODOUS, general manager.
NATE MILDER, director of sales.
C. E. HARTMEYER, chief engineer.
REED MELLON, director of programs.
RALPH YOUNG, film operation manager.

DIGEST OF RATE CARD NO. 2—(March 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:29-11 p.m., daily.
\$180.00 \$108.00 \$72.00 \$60.00 \$45.00 \$36.00 \$30.00 \$18.00
NETWORK BASE HOURLY RATE: \$140 (NBC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Coshocton	11,400	10,800	94
	Morgan	3,800	3,600	94
	Muskingum	25,000	24,100	96
Between 25-49%	OHIO Guernsey	12,100	11,500	95
	Noble	3,400	3,100	92
	Perry	8,400	8,100	97
Between 5-24%	OHIO Athens	15,100	14,300	94
	Holmes	6,000	5,400	89
Station Totals		85,200	80,900	95
Net Weekly Circulation (1970-71)			40,900	
Average Daily Circulation (1970-71)			29,100	

Oklahoma



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Oklahoma City	392,000	51	394,800	43
Tulsa	352,000	58	330,300	54
Wichita Falls-Lawton	141,000	132	138,200	111
Ardmore-Ada	65,700	181	44,000	174

Oklahoma Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

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Oklahoma

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 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

KOKH-TV Oklahoma City Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Technical Facilities: Channel No. 25 (536-542 MHz). 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"

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 MHz). 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"

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.)

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WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Oklahoma—Ada-Ardmore



KTEN
Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

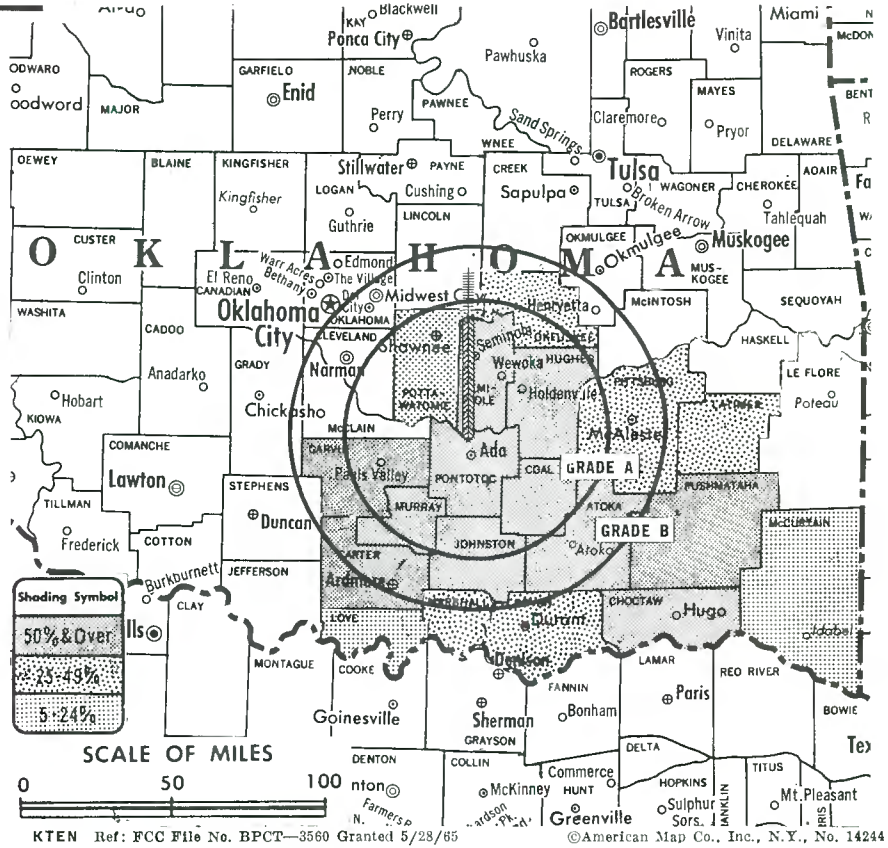
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

FM Affiliate: KTEN-FM, 100-kw, 93.3 MHz (No. 227), 630-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 owns radios KEOR, Atoka; KTEN-FM, Ada & owns KTEN Cablevision which operates a CATV system in Ada.

Began Operation: April 28, 1954.

Represented (sales) by Savalli/Gates.

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.
BOB LAWSON, traffic manager.
JACK M. HOOVER, promotion & radio manager.
GEORGE MILLER, news director.
FRED SMITH, chief engineer.

DIGEST OF RATE CARD NO. 6—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—7-9:30 p.m., daily.

\$300.00 \$180.00 \$150.00 \$120.00 \$105.00 \$100.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$200 (ABC), \$250 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA				
		Atoka	3,500	3,300	95
		Carter	13,300	12,600	95
		Choctaw	5,500	4,700	86
		Coal	1,900	1,800	96
		Garvin	8,700	8,400	97
		Hughes	4,900	4,700	96
		Johnston	2,800	2,600	91
		Murray	3,700	3,600	97
		Pontotoc	9,900	9,600	97
	Pushmataha	3,200	2,800	88	
	Seminole	8,800	8,400	96	
Between 25-49%	KANSAS				
		Barber	2,500	2,400	94
	OKLAHOMA				
		Bryan	9,400	8,600	91
		Latimer	2,800	2,400	87
Between 5-24%		Marshall	2,800	2,700	95
		Okfuskee	3,700	3,400	91
		Pittsburg	12,500	11,700	94
	OKLAHOMA				
		Love	2,000	1,900	93
	Mc Curtain	9,300	8,300	90	
	Pottawatomie	15,000	14,300	95	
Station Totals			126,200	118,200	94
Net Weekly Circulation (1970-71)					52,900
Average Daily Circulation (1970-71)					29,000

Oklahoma—Ardmore & Sherman-Denison, Texas

NBC **KXII**
Ch. 12

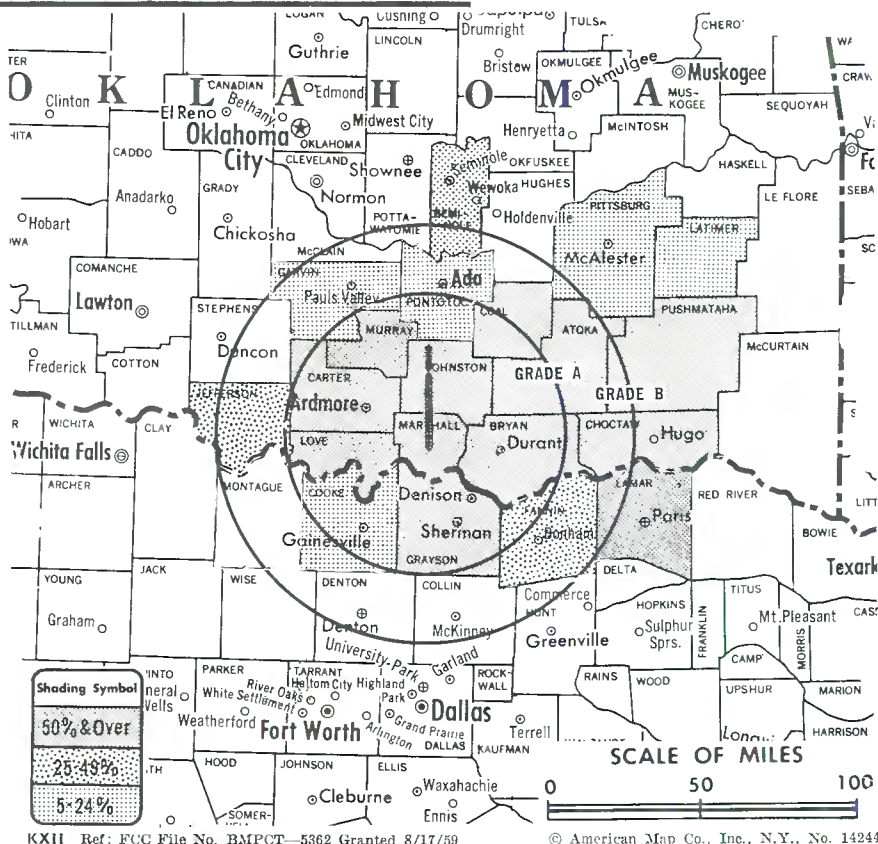
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 214-kw visual, 32.4-kw aural. Antenna: 1030-ft. above av. terrain, 978-ft. above ground, 1828-ft. above sea level.

Latitude 34° 02' 29"
Longitude 96° 48' 04"

Transmitter: 3.8-mi. SSW of Madill. Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



*Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KXII

Network Service: NBC; also CBS, on per program basis.

Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75090).

Studios: Hwy. 75 N., midway between Sherman & Denison; Lincoln Center, Ardmore.

Telephone: 214-892-8123, Sherman; 405-223-0946, Ardmore.

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 H-R Television.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president.
C. H. BALDING, manager.
GIL LEE, operations director.
BILL GREEN, chief engineer.

DIGEST OF RATE CARD NO. 6 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6-10:30 p.m., daily.	\$275.00	\$165.00	\$105.00	\$72.50	\$50.00*	\$45.00*
						\$25.00*

*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Atoka	3,500	3,300	95
	Bryan	9,400	8,600	91
	Carter	13,300	12,600	95
	Choctaw	5,500	4,700	86
	Coal	1,900	1,800	96
	Johnston	2,800	2,600	91
	Love	2,000	1,900	93
	Marshall	2,800	2,700	95
	Murray	3,700	3,600	97
	Pushmataha	3,200	2,800	88
	TEXAS			
Grayson	29,100	27,700	95	
Lamar	12,900	11,200	87	
Between 25-49%	OKLAHOMA			
	Jefferson	2,800	2,700	95
	TEXAS			
Fannin	8,700	8,000	92	
Between 5-24%	OKLAHOMA			
	Ellis	1,900	1,700	87
	Garvin	8,700	8,400	97
	Latimer	2,800	2,400	87
	Pittsburg	12,500	11,700	94
	Pontotoc	9,900	9,600	97
	Seminole	8,800	8,400	96
TEXAS				
Cooke	8,000	7,600	95	
Stephens	3,200	3,000	93	
Station Totals		157,400	147,000	93
Net Weekly Circulation (1970-71)			65,700	
Average Daily Circulation (1970-71)			41,400	

Oklahoma—Lawton



KSWO-TV



Ch. 7

(Also serves Wichita Falls, Tex.)

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

AM Affiliate: KSWO, 1-kw, 1380 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

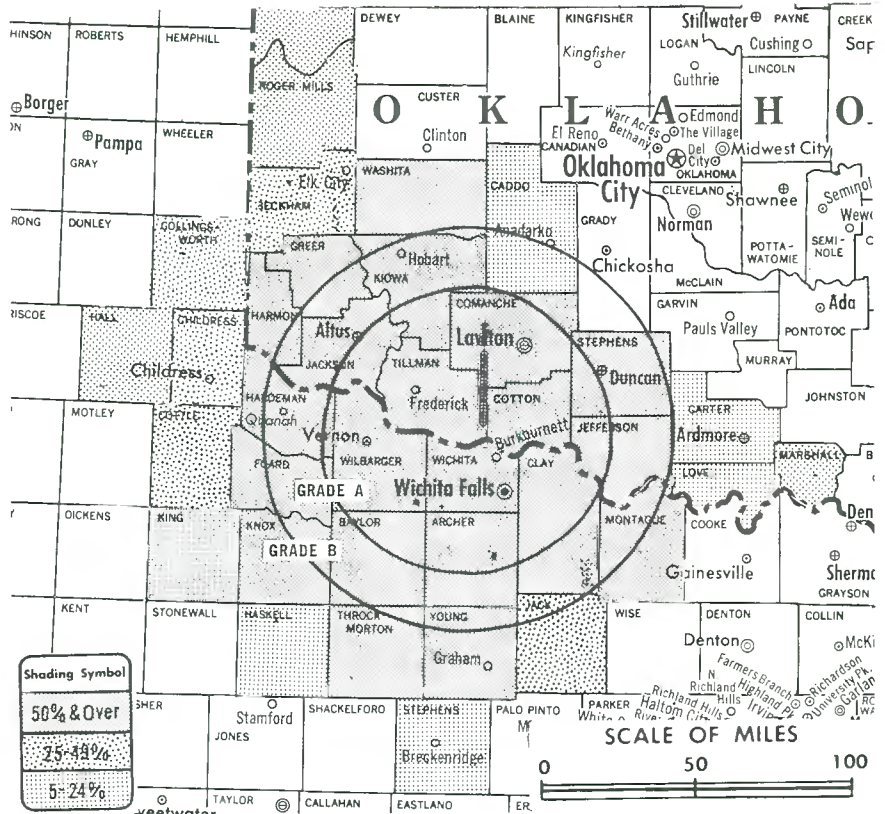
Total Households: (c) MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSWO-TV Ref: FCC File No. BNPCT-5424 Granted 1/18/60

© American Map Co., Inc. N.Y. No. 1424

KSWO-TV

Licensee: KSWO-TV Co. Inc., Box 708 (73502).

Studio: Administration Bldg., 3-mi. E of Lawton.

Telephone: 405-355-7000. TWX No.: 910-836-3600.

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.

BILL FORT, station & general sales manager.

JIMMY LOCKERD, chief engineer.

DON LONG, program director.

DIGEST OF RATE CARD NO. 16—(Aug. 2, 1971)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$450.00	\$270.00	\$140.00	Graded rates apply*	

*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$351.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		OKLAHOMA			
		Comanche	30,000	28,900	96
		Cotton	2,500	2,400	96
		Greer	2,900	2,600	91
		Harmon	1,800	1,700	93
		Jackson	10,200	9,800	96
		Jefferson	2,800	2,700	95
		Kiowa	4,800	4,600	95

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		OKLAHOMA—(Continued)			
		Stephens	13,000	12,500	96
		Tillman	4,600	4,400	95
		Washita	4,000	3,800	96
		TEXAS			
		Archer	1,900	1,900	97
		Baylor	2,000	1,900	97
		Clay	2,900	2,800	97
		Foard	800	800	96
		Hardeman	2,500	2,300	92
Between 25-49%		OKLAHOMA			
		Beckham	5,800	5,300	92
		TEXAS			
		Childress	2,600	2,400	93
		Collingsworth	1,800	1,600	87
		Cottle	1,200	1,100	91
		Jack	2,500	2,400	96
		OKLAHOMA			
		Caddo	9,400	8,900	95
		Carter	13,300	12,600	95
Between 5-24%		OKLAHOMA			
		Ellis	1,900	1,700	87
		Love	2,000	1,900	93
		Marshall	2,800	2,700	95
		Pittsburg	12,500	11,700	94
		Roger Mills	1,600	1,400	90
		TEXAS			
		Hall	2,200	2,000	89
		Haskell	3,000	2,800	94
		Stephens	3,200	3,000	93
Station Totals			212,500	202,800	95
Net Weekly Circulation (1970-71)					132,100
Average Daily Circulation (1970-71)					81,100

Oklahoma—Oklahoma City



KOCO-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-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.

Facsimile Service: AP.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

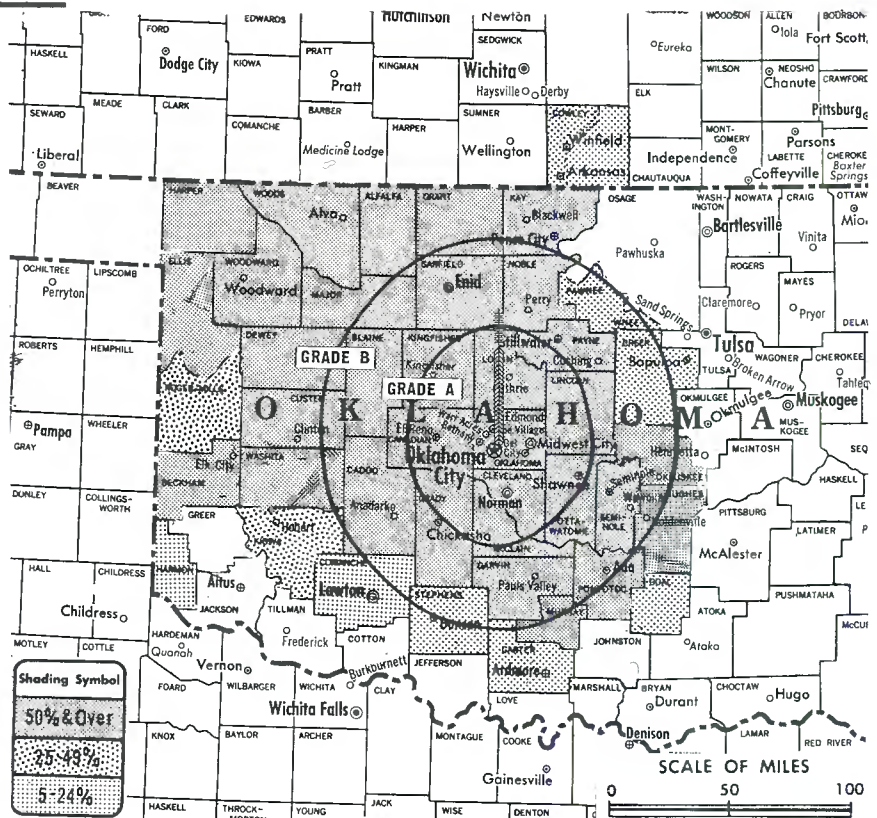
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOCO-TV Ref: FCC File No. BPCT-2794 Granted 8/2/60

©American Map Co., Inc., N.Y., No. 14244

KOCO-TV

Licensee: Cimarron Television Corp., 63rd at Portland, Oklahoma City (73116).

Ownership: Combined Communications Corp. For other interests, see KTAR-TV, Phoenix-Mesa

Began Operation: July 6, 1954. 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). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23, 1, 4). Transfer to present owners approved July 17, 1970 (Vol. 10:30).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Molnar & Gammon.

Personnel:

ARTHUR GLENN, vice president & general manager.
AL PARSONS, general sales manager.
TED NEWCOMB, chief engineer.
JOHN CONWELL, comptroller.
MIKE PALMER, program director.
JAMES RANKIN, operations director.
PHILLIP MILLER, promotion manager.

DIGEST OF RATE CARD NO. 13—(July 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1000 \$600 \$390 \$250 \$285* \$228* \$108*

*Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$818.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,800	2,600	93
	Beckham	5,800	5,300	92
	Blaine	4,100	3,900	95
	Caddo	9,400	8,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
OKLAHOMA—(Continued)				
	Canadian	10,700	10,400	97
	Cleveland	26,800	25,600	95
	Custer	7,800	7,400	95
	Dewey	2,100	1,900	92
	Ellis	1,900	1,700	87
	Garfield	19,600	18,900	96
	Garvin	8,700	8,400	97
	Grady	10,700	10,200	95
	Grant	2,700	2,600	95
	Harper	1,700	1,600	94
	Hughes	4,900	4,700	96
	Kay	17,600	16,800	96
	Kingfisher	4,500	4,400	97
	Lincoln	7,100	6,800	96
	Logan	6,800	6,400	95
	McClain	5,000	4,900	97
	Major	2,700	2,400	89
	Murray	3,700	3,600	97
	Noble	3,600	3,500	96
	Okfuskee	3,700	3,400	91
	Oklahoma	184,800	178,900	97
	Payne	17,100	16,200	95
	Pontotoc	9,900	9,600	97
	Pottawatomie	15,000	14,300	95
	Seminole	8,800	8,400	96
	Washita	4,000	3,800	96
	Woods	4,200	3,900	94
	Woodward	5,200	4,700	91

Between 25-49%	OKLAHOMA	Total Households	TV Households	%
	Kiowa	4,800	4,600	95
	Roger Mills	1,600	1,400	90

Between 5-24%	KANSAS	Total Households	TV Households	%
	Cowley	12,400	11,800	95

(Continued on page 641-b)

Station Totals	522,300	500,400	96
Net Weekly Circulation (1970-71)			369,100
Average Daily Circulation (1970-71)			227,400

Oklahoma—Oklahoma City



KWTW

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). 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' 58"
Longitude 97° 29' 48"

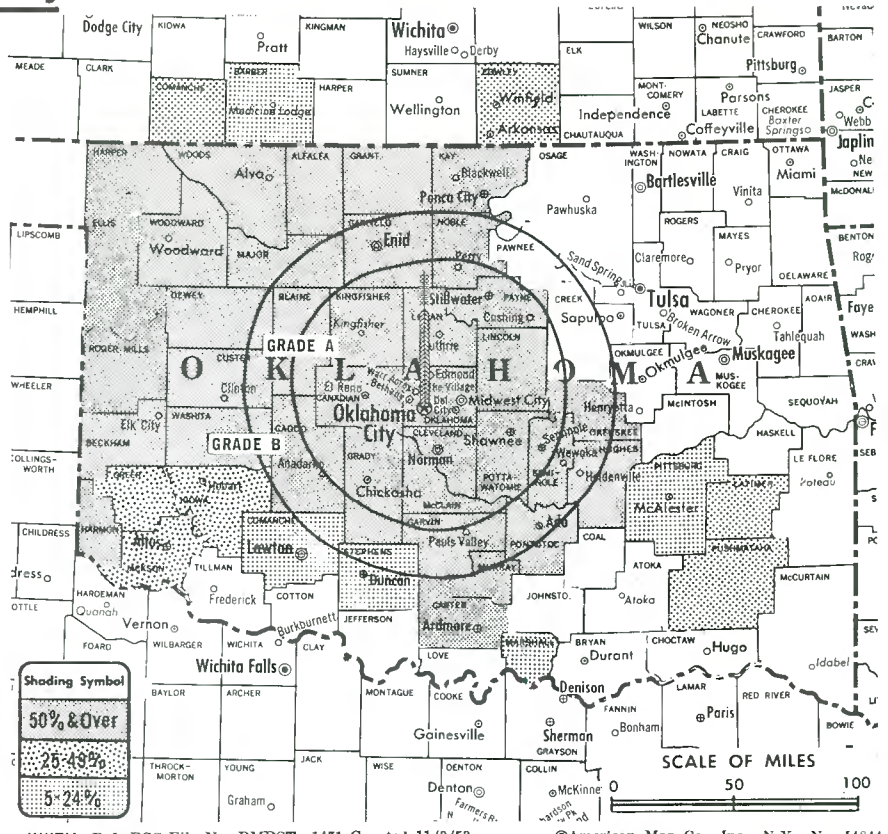
Transmitter: 7401 N. Kelley.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KWTW

Licensee: Griffin Television Inc., Box 14159 (73114).
Studio: 7401 N. Kelley Blvd. (73111).
Telephone: 405-843-6641.
TWX No.: 910-830-6852.
Ownership: John T. Griffin, 100%.
Began Operation: Dec. 20, 1953.
Represented (sales) by Blair Television.
Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.
Represented (engineering) by Cohen & Dippell.
Personnel:
JOHN GRIFFIN, president.
JACQUES DeLIER, executive vice president & general manager.
STEPHEN R. RINTOUL, general sales manager.
JACK SALLASKA, program director & film buyer.
BOB HOYT, news director.
WAYNE C. LILES, farm director.
EUGENE S. CLARK, chief engineer.

DIGEST OF RATE CARD NO. 1-71—(Aug. 30, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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: \$335.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
50% & Over	Alfalfa	2,800	2,600	93
	Beckham	5,800	5,300	92
	Blaine	4,100	3,900	95
	Caddo	9,400	8,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA—(Continued)				
50% & Over	Canadian	10,700	10,400	97
	Carter	13,300	12,600	95
	Cleveland	26,800	25,600	95
	Custer	7,800	7,400	95
	Dewey	2,100	1,900	92
	Ellis	1,900	1,700	87
	Garfield	19,600	18,900	96
	Garvin	8,700	8,400	97
	Grady	10,700	10,200	95
	Grant	2,700	2,600	95
	Harmon	1,800	1,700	93
	Harper	1,700	1,600	94
	Hughes	4,900	4,700	96
	Kay	17,600	16,800	96
	Kingfisher	4,500	4,400	97
	Lincoln	7,100	6,800	96
	Logan	6,800	6,400	95
	Mc Clain	5,000	4,900	97
	Major	2,700	2,400	89
	Murray	3,700	3,600	97
Noble	3,600	3,500	96	
Okfuskee	3,700	3,400	91	
Oklahoma	184,800	178,900	97	
Payne	17,100	16,200	95	
Pontotoc	9,900	9,600	97	
Pottawatomie	15,000	14,300	95	
Roger Mills	1,600	1,400	90	
Seminole	8,800	8,400	96	
Washita	4,000	3,800	96	
Woods	4,200	3,900	94	
Woodward	5,200	4,700	91	

Between 25-49%	State County	Total Households	TV Households	%
OKLAHOMA				
Between 25-49%	Greer	2,900	2,600	91
	Jackson	10,200	9,800	96
	Kiowa	4,800	4,600	95

(Continued on page 641-b)

Station Totals	538,200	514,900	96
Net Weekly Circulation (1970-71)	379,500		
Average Daily Circulation (1970-71)	250,200		

Oklahoma—Oklahoma City



WKY-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

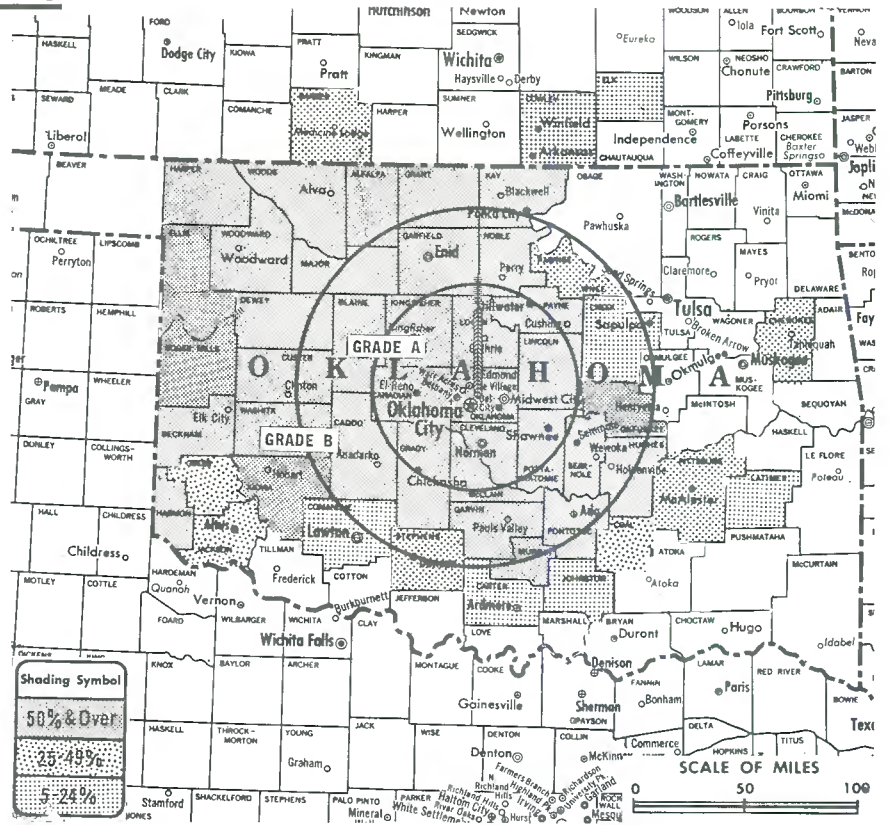
Transmitter: 1300 E. Britton Rd.

TV tape: Recording facilities.

AM Affiliate: WKY, 5-kw, 930 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WKY-TV Ref: FCC File No. BMPCT-5994 Granted 8/13/64

© American Map Co., Inc., N.Y., No. 14244

WKY-TV

Licensee: WKY Television System Inc., Box 14068, Oklahoma City (73114).

Telephone: 405-478-1212.

TWX No.: 405-842-3245.

Studio: 500 E. Britton Rd.

Ownership: Interlocks with Oklahoma Publishing Co., publisher of the Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman. WKY Television System Inc. officers: E. K. Gaylord, chmn.; Edward L. Gaylord, pres.-treas.; Eugene B. Dodson, exec. v.p.; Norman P. Bagwell, v.p.; James R. Terrell, v.p.; Crawford P. Rice, v.p.; S. A. Adams, secy.-asst. treas. Also operates WTVT, Tampa-St. Petersburg, Fla.; WVTM (TV), Milwaukee; KTVT, Dallas-Ft. Worth; 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, television & sales manager.
NICK PANOS, national sales manager.
JOE JERKINS, operations manager.
W. J. WILLIS, promotion manager.
ERNE SCHULTZ, news director.
JOHN BUSHNELL, chief engineer.

DIGEST OF RATE CARD NO. 1-I (Aug. 16, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$400.00	\$200.00
NETWORK BASE HOURLY RATE: \$1175.					

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
	Alfalfa	2,800	2,600	93
	Beckham	5,800	5,300	92
	Blaine	4,100	3,900	95
	Caddo	9,400	8,900	95
	Canadian	10,700	10,400	97
	Cleveland	26,800	25,600	95
	Custer	7,800	7,400	95
	Dewey	2,100	1,900	92
	Ellis	1,900	1,700	87
	Garfield	19,600	18,900	96
	Garvin	8,700	8,400	97
	Grady	10,700	10,200	95
	Grant	2,700	2,600	95
	Harmon	1,800	1,700	93
	Harper	1,700	1,600	94
	Hughes	4,900	4,700	96
	Kay	17,600	16,800	96
50% & Over	Kingfisher	4,500	4,400	97
	Kiowa	4,800	4,600	95
	Lincoln	7,100	6,800	96
	Logan	6,800	6,400	95
	McClain	5,000	4,900	97
	Major	2,700	2,400	89
	Murray	3,700	3,600	97
	Noble	3,600	3,500	96
	Okfuskee	3,700	3,400	91
	Oklahoma	184,800	178,900	97
	Payne	17,100	16,200	95
	Pontotoc	9,900	9,600	97
	Pottawatomie	15,000	14,300	95
	Roger Mills	1,600	1,400	90
	Seminole	8,800	8,400	96
	Washita	4,000	3,800	96
	Woods	4,200	3,900	94
	Woodward	5,200	4,700	91

(Continued on page 641-b)

Station Totals	565,000	540,300	96
Net Weekly Circulation (1970-71)			392,000
Average Daily Circulation (1970-71)			288,800

Oklahoma—Sayre (Elk City)



KFDO-TV



Ch. 8

[Satellite of KFDA-TV, Amarillo, Tex.]

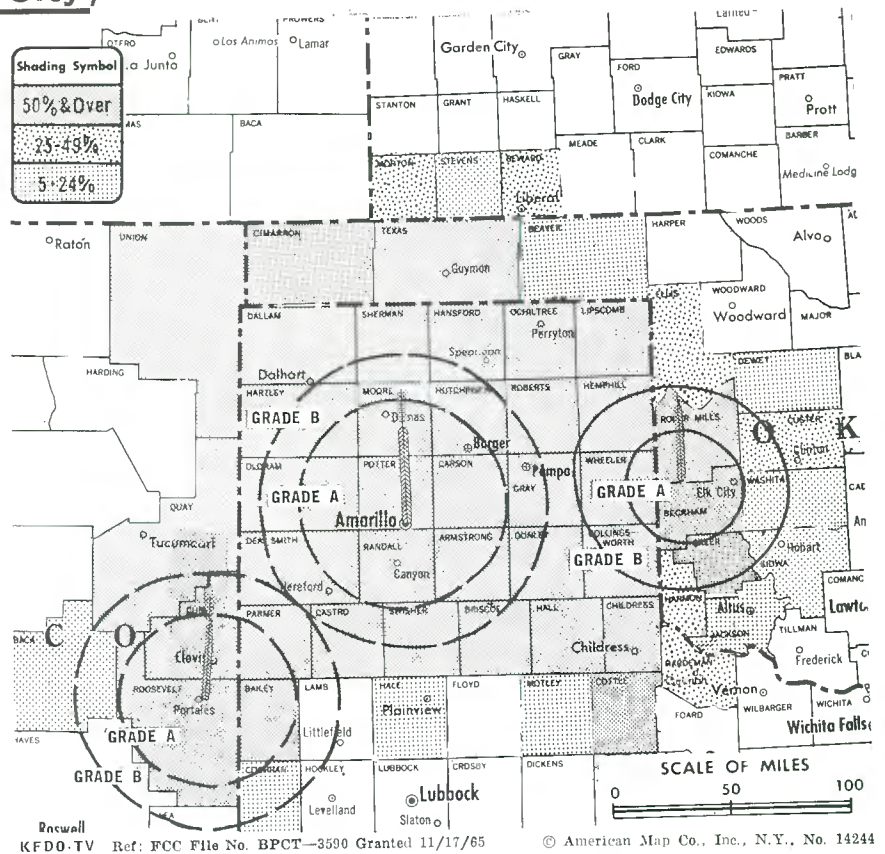
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 26.3-kw visual, 5.26-kw aural. Antenna: 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level.

Latitude 35° 25' 25"
Longitude 99° 50' 30"

Transmitter: 14.3-mi. NW of Sayre.

Color: Network.

ARB Data: Included with parent KFDA-TV, Amarillo. Map reflects coverage of parent & satellites.



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 & Bankson.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

PAT GILBREATH, resident engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

**ARB Overnight Telephone Coincidental Surveys
Provide you with current information for important decisions.**

Call 800-638-0859 . . . Toll free

Oklahoma—Tulsa



KOTV

Ch. 6



Technical Facilities: Channel No. 6 (82-77 MHz). 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. (74120).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by A. D. Ring & Associates.

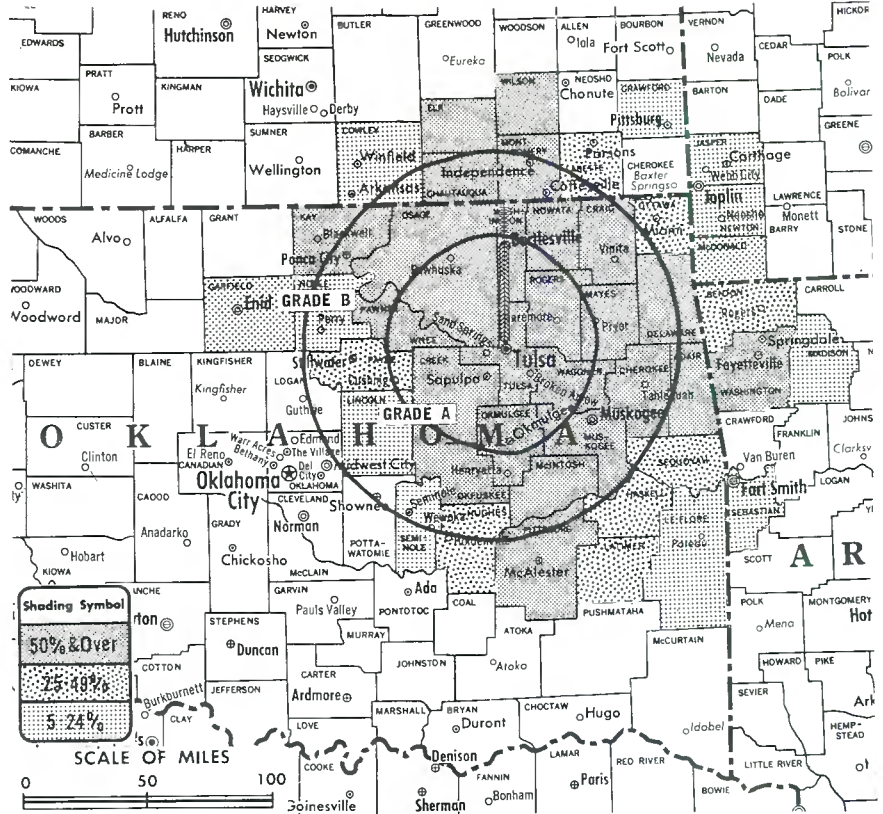
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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. Dun & Bradstreet Inc., 33.2%; John Hay Whitney, 7.3%; 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). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Personnel:

- JAMES C. RICHDALE JR., president.
- GEORGE STEVENS, v.p. & general manager.
- DALE HART, sales manager.
- LEMUEL B. SCHOFIELD, operations, program mgr. & film buyer.
- J. CLYDE PARKER, promotion manager.

DIGEST OF RATE CARD NO. 16 (Sept. 13, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.						
\$1000	\$650	\$525	\$350	Graded rates apply*		

*Highest rate: \$265.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Washington	25,800	23,500	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KANSAS				
	Chautauqua	1,800	1,700	96
	Eik	1,500	1,400	93
	Montgomery	14,800	14,000	95
	Wilson	4,200	3,900	93
OKLAHOMA				
	Adair	4,900	4,300	88
	Cherokee	7,500	7,000	93
	Craig	4,600	4,300	94
	Creek	15,800	14,900	95
	Delaware	6,200	5,600	90
	Kay	17,600	16,800	96
	Mc Intosh	4,300	4,000	93
	Mayes	8,200	7,700	94
	Muskogee	20,700	19,600	95
	Nowata	3,500	3,400	96
	Okfuskee	3,700	3,400	91
	Okmulgee	12,100	11,600	95
	Osage	10,600	10,200	97
	Pawnee	4,300	4,100	95
	Pittsburg	12,500	11,700	94
	Rogers	9,900	9,400	95
	Tulsa	139,300	135,100	97
	Wagoner	7,500	7,100	95
	Washington	14,700	14,300	98
ARKANSAS				
	Benton	18,000	16,500	92
KANSAS				
	Labette	9,300	8,900	95
OKLAHOMA				
Between 25-49%	Haskell	3,100	2,900	93
	Hughes	4,900	4,700	96
	Latimer	2,800	2,400	87
	Ottawa	10,700	10,300	96
	Payne	17,100	16,200	95
	Sequoyah	7,400	6,700	91
(Continued on page 641-b)				
Station Totals		581,600	552,900	95
Net Weekly Circulation (1970-71)				336,700
Average Daily Circulation (1970-71)				230,300

Oklahoma—Tulsa



KTEW

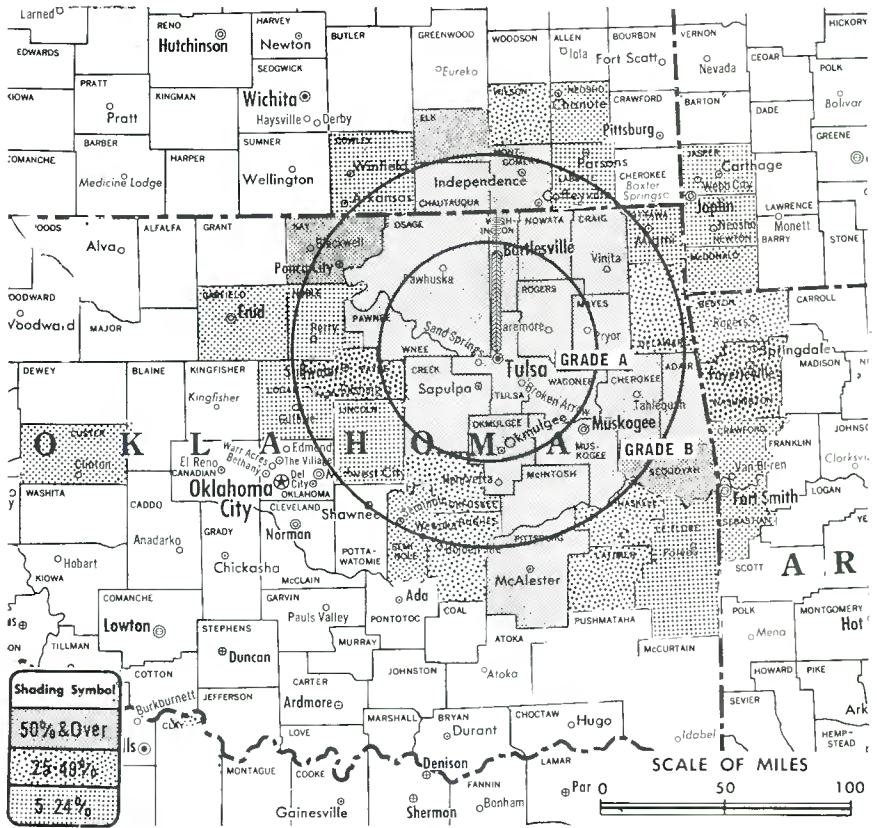
Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). 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.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: UPI.
Facsimile Service: UPI.



Total Households: © MSI
(Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTEW Ref: FCC File No. BMPCT—2625 Granted 12/15/34 ©American Map Co., Inc., N.Y., No. 14241

KTEW

Licensee: Scripps-Howard Broadcasting Co. of Okla. Inc., 3701 S. Peoria.

Studio: 3701 S. Peoria (74105).

Telephone: 918-742-5561. TWX No.: 918-845-2134.

Ownership: Scripps-Howard Bcstg. Co. For other interests, see WEWS, Cleveland, Ohio.

Began Operation: Dec. 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (Television Digest, Vol. 10:24, 48).

Represented (sales) by Blair TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Jansky & Bailey.

Personnel:

- JACK R. HOWARD, president.
- M. C. WATTERS, executive vice president.
- WILLIAM S. RITCHIE, vice president & general manager.
- TOM BELCHER, general sales manager.
- WALLY DUNHAM, assistant general manager.
- BRUCE WASHBURN, program director.
- JACK MORRIS, news director.
- JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. B2 (April 26, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$1000.00 \$600.00 \$500.00 \$250.00 Graded rates apply*

*Highest rate: \$470.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	1,800	1,700	96
	Elk	1,500	1,400	93
	Montgomery	14,800	14,000	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Adair	4,900	4,300	88
	Cherokee	7,500	7,000	93
	Craig	4,600	4,300	94
	Creek	15,800	14,900	95
	Kay	17,600	16,800	96
	Mc Intosh	4,300	4,000	93
	Mayer	8,200	7,700	94
	Muskogee	20,700	19,600	95
	Nowata	3,500	3,400	96
	Oklmulgee	12,100	11,600	95
	Osage	10,600	10,200	97
	Pawnee	4,300	4,100	95
	Pittsburg	12,500	11,700	94
	Rogers	9,900	9,400	95
	Sequoyah	7,400	6,700	91
	Tulsa	139,300	135,100	97
Wagoner	7,500	7,100	95	
Washington	14,700	14,300	98	
Between 25-49%	ARKANSAS			
	Benton	18,000	16,500	92
	Washington	25,800	23,500	91
	KANSAS			
	Wilson	4,200	3,900	93
Between 5-24%	OKLAHOMA			
	Delaware	6,200	5,600	90
	Haskell	3,100	2,900	93
	Hughes	4,900	4,700	96
	Latimer	2,800	2,400	87
	Okfuskee	3,700	3,400	91
	Payne	17,100	16,200	95
Between 5-24%	ARKANSAS			
	Crawford	8,600	7,800	91
	Sebastian	27,300	26,100	96
KANSAS				
Cowley	12,400	11,800	95	

(Continued on page 641-b)

Station Totals	594,400	564,800	95
Net Weekly Circulation (1970-71)			321,800
Average Daily Circulation (1970-71)			196,100

Oklahoma—Tulsa



KTUL-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

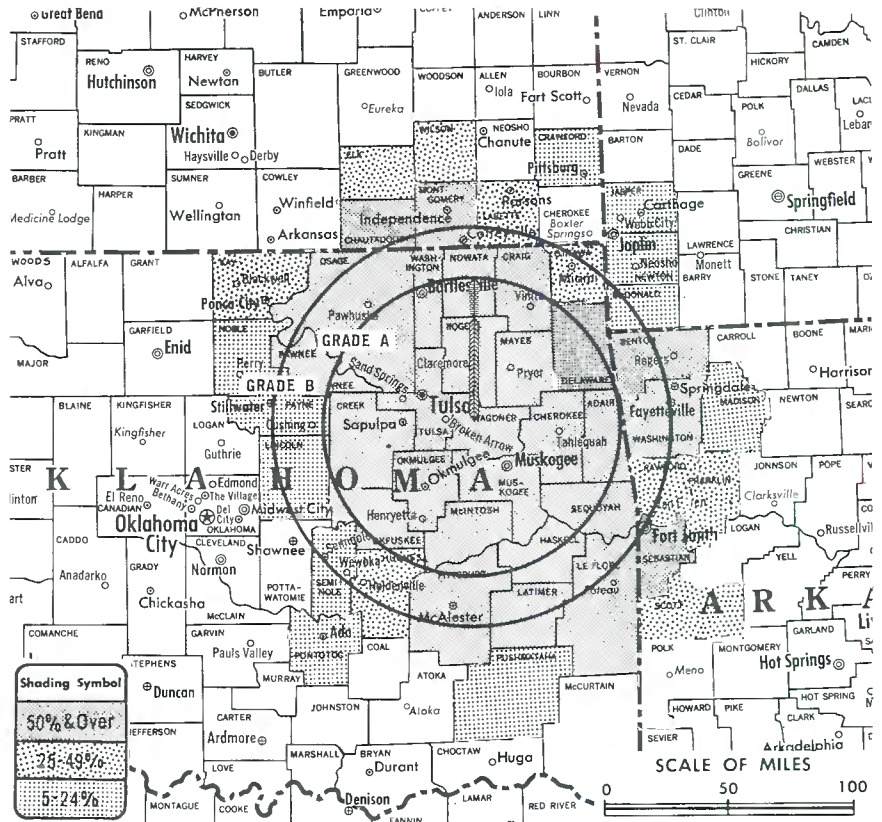
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © M-S-I
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KTUL-TV Ref: FCC File No. BPCT-2941 Granted 2/19/64

© American Map Co., Inc., N.Y., No. 14244

KTUL-TV

Licensee: Leake TV Inc., Box 8, Tulsa (74101).

Studio: Lookout Mt., Tulsa.

Telephone: 918-446-3351. 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, Kenehan & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

- TOM GOODGAME, vice president & general manager.
- ED HUNT, general sales manager.
- BOB HOWER, program director.
- ROBERT E. SNIDER, vice president & dir. of engineering.
- LEWIS E. BROWN, chief engineer.
- BOB GREGORY, vice president, news.
- BETTY BOYD, promotion & community relations director.

DIGEST OF RATE CARD NO. 22A—(Sept. 13, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.					
\$1000.00	\$600.00	\$450.00	Graded rates apply*		

*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	18,000	16,500	92
	Sebastian	27,300	26,100	96
	Washington	25,800	23,500	91
	KANSAS			
Chautauqua	1,800	1,700	96	
Montgomery	14,800	14,000	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Adair	4,900	4,300	88
	Cherokee	7,500	7,000	93
	Craig	4,600	4,300	94
	Creek	15,800	14,900	95
	Delaware	6,200	5,600	90
	Haskell	3,100	2,900	93
	Latimer	2,800	2,400	87
	Le Flore	11,000	10,100	92
	Mc Intosh	4,300	4,000	93
	Mayes	8,200	7,700	94
	Muskogee	20,700	19,600	95
	Nowata	3,500	3,400	96
	Okfuskee	3,700	3,400	91
	Okmulgee	12,100	11,600	95
	Osage	10,600	10,200	97
	Pawnee	4,300	4,100	95
	Pittsburg	12,500	11,700	94
Rogers	9,900	9,400	95	
Sequoyah	7,400	6,700	91	
Tulsa	139,300	135,100	97	
Wagoner	7,500	7,100	95	
Washington	14,700	14,300	98	
Between 25-49%	ARKANSAS			
	Crawford	8,600	7,800	91
	Franklin	3,800	3,500	91
Scott	2,900	2,600	90	
KANSAS				
Eik	1,500	1,400	93	
Labette	9,300	8,900	95	
Wilson	4,200	3,900	93	
OKLAHOMA				
Hughes	4,900	4,700	96	
Kay	17,600	16,800	96	
Ottawa	10,700	10,300	96	
(Continued on next page)				
Station Totals		578,000	548,500	95
Net Weekly Circulation (1970-71)			352,000	
Average Daily Circulation (1970-71)			230,700	

WKY-TV, Oklahoma City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Coal	1,900	1,800	96
	Greer	2,900	2,600	91
	Jackson	10,200	9,800	96
	KANSAS			
	Barber	2,500	2,400	94
	Cowley	12,400	11,800	95
	Elk	1,500	1,400	93
Between 5-24%	OKLAHOMA			
	Carter	13,300	12,600	95
	Cherokee	7,500	7,000	93
	Comanche	30,000	28,900	96
	Creek	15,800	14,900	95
	Johnston	2,800	2,600	91
	Latimer	2,800	2,400	87
	Pawnee	4,300	4,100	95
	Pittsburg	12,500	11,700	94
	Stephens	13,000	12,500	96

KOCO-TV, Oklahoma City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Carter	13,300	12,600	95
	Coal	1,900	1,800	96
	Comanche	30,000	28,900	96
	Creek	15,800	14,900	95
	Harmon	1,800	1,700	93
	Pawnee	4,300	4,100	95
Stephens	13,000	12,500	96	

KWTV, Oklahoma City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Barber	2,500	2,400	94
	Comanche	1,000	900	91
	Cowley	12,400	11,800	95
	OKLAHOMA			
	Comanche	30,000	28,900	96
	Latimer	2,800	2,400	87
	Marshall	2,800	2,700	95
	Pittsburg	12,500	11,700	94
	Pushmataha	3,200	2,800	88
Stephens	13,000	12,500	96	

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Oklahoma

KOTV, Tulsa (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Madison	3,100	2,600	84
	Sebastian	27,300	26,100	96
	KANSAS			
	Cowley	12,400	11,800	95
	Crawford	14,100	13,600	96
	MISSOURI			
	Jasper	29,300	28,100	96
	Mc Donald	4,400	4,200	95
	Newton	11,600	11,200	96
OKLAHOMA				
Garfield	19,600	18,900	96	
Le Flore	11,000	10,100	92	
Lincoln	7,100	6,800	96	
Noble	3,600	3,500	96	
Seminole	8,800	8,400	96	

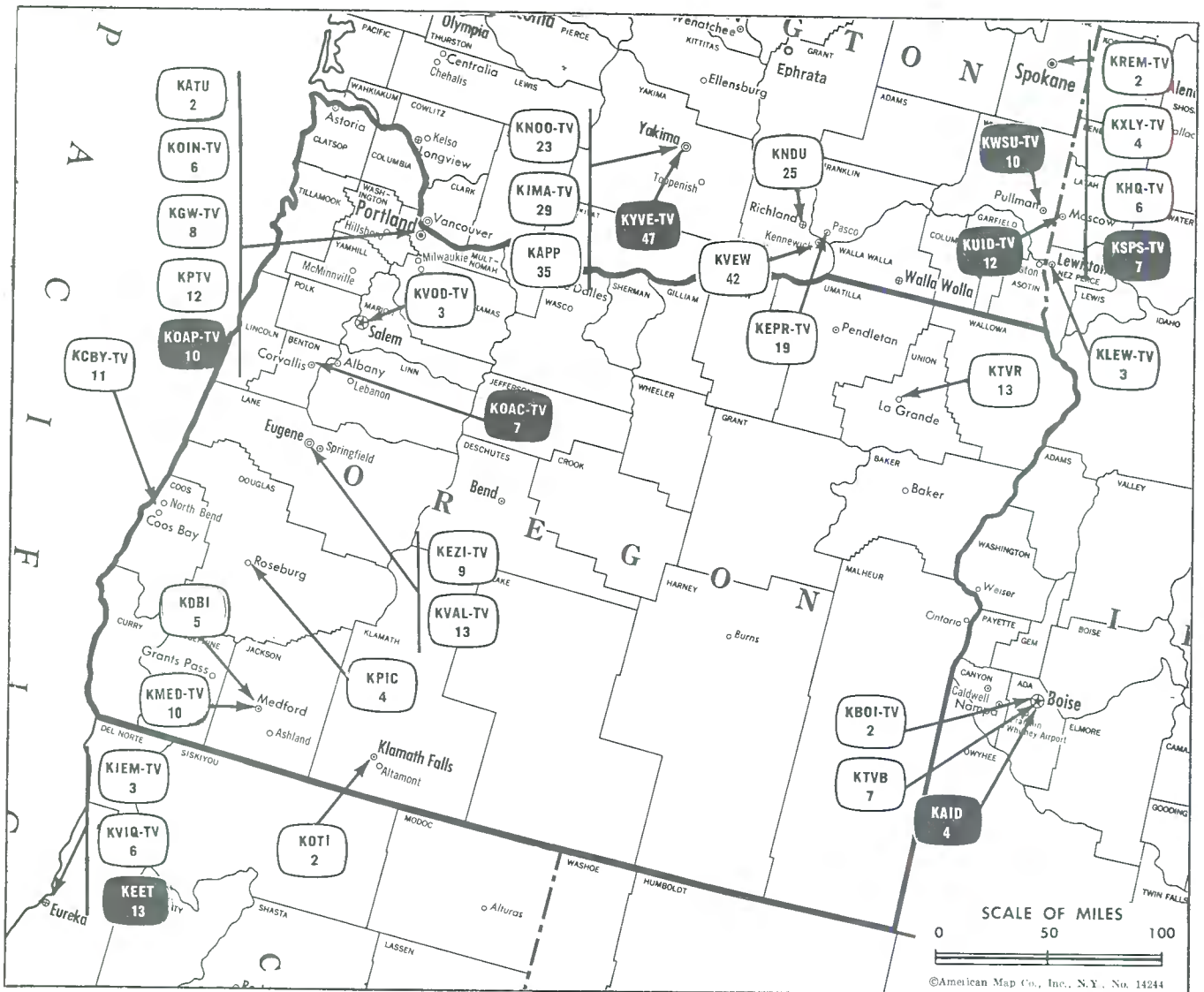
KTUL-TV, Tulsa (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ARKANSAS			
	Madison	3,100	2,600	84
	KANSAS			
	Crawford	14,100	13,600	96
	MISSOURI			
	Jasper	29,300	28,100	96
	Mc Donald	4,400	4,200	95
	Newton	11,600	11,200	96
	OKLAHOMA			
	Lincoln	7,100	6,800	96
Noble	3,600	3,500	96	
Payne	17,100	16,200	95	
Pontotoc	9,900	9,600	97	
Pushmataha	3,200	2,800	88	
Seminole	8,800	8,400	96	

KTEW, Tulsa (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS—(Continued)			
	Labette	9,300	8,900	95
	Neosho	6,800	6,500	96
	MISSOURI			
	Jasper	29,300	28,100	96
	Mc Donald	4,400	4,200	95
	Newton	11,600	11,200	96
	OKLAHOMA			
	Custer	7,800	7,400	95
	Garfield	19,600	18,900	96
Le Flore	11,000	10,100	92	
Lincoln	7,100	6,800	96	
Logan	6,800	6,400	95	
Noble	3,600	3,500	96	
Ottawa	10,700	10,300	96	
Seminole	8,800	8,400	96	

Oregon



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Portland	540,600	30	543,100	27
Eugene	122,800	147	107,300	132
Medford	78,700	173	43,400	177
Salem	57,900	190	*	*
Klamath Falls	19,200	217	17,800	202

Oregon Station Status as of March 15, 1972

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
2	0	2
		15

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
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Oregon—Coos Bay

NBC

KCBy-TV

Ch. 11

[Satellite of KVAL-TV, Eugene, Ore.]




Technical Facilities: Channel No. 11 (198-204 MHz). 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.

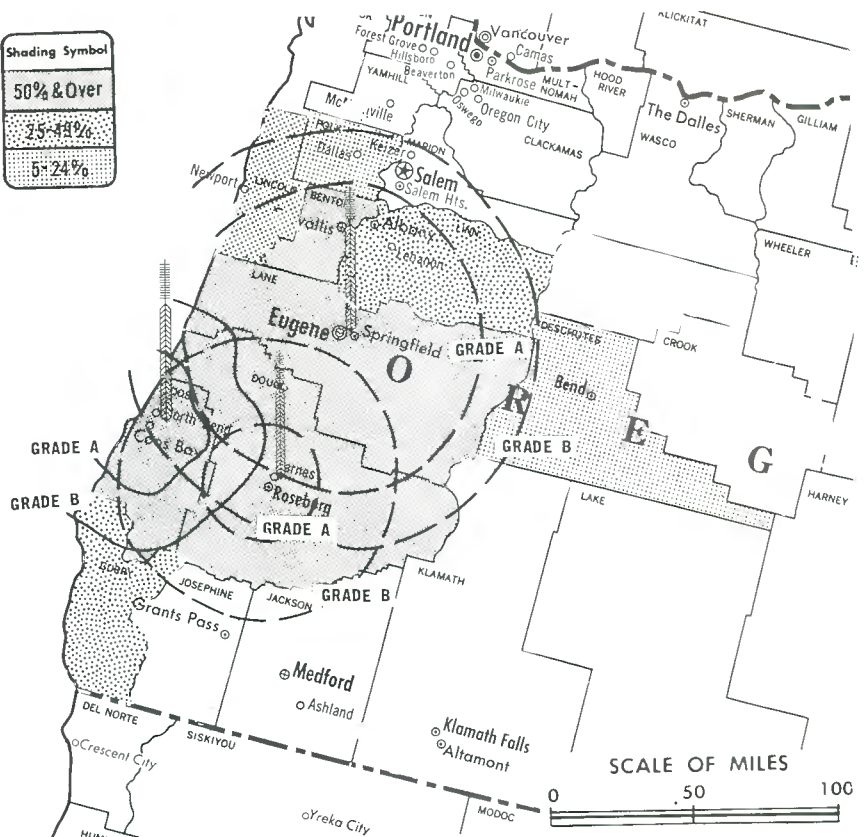
Latitude 43° 23' 26"
Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

Color: Network, film & slide.

News Wire Service: AP.

Shading Symbol	
	50% & Over
	25-49%
	5-24%



County coverage based on ARB study (see page 4 b).

KCBy-TV Ref: FCC File No. BPCT-2309 Granted 9/23/69

©American Map Co., Inc., N.Y., No. 14214

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 H-R Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

S. W. McCREADY, general manager.
GORDON SHAW, operations manager.
IRV BROWN, 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 MHz). 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 MHz). 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 MHz). 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"

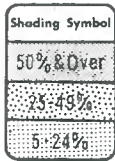
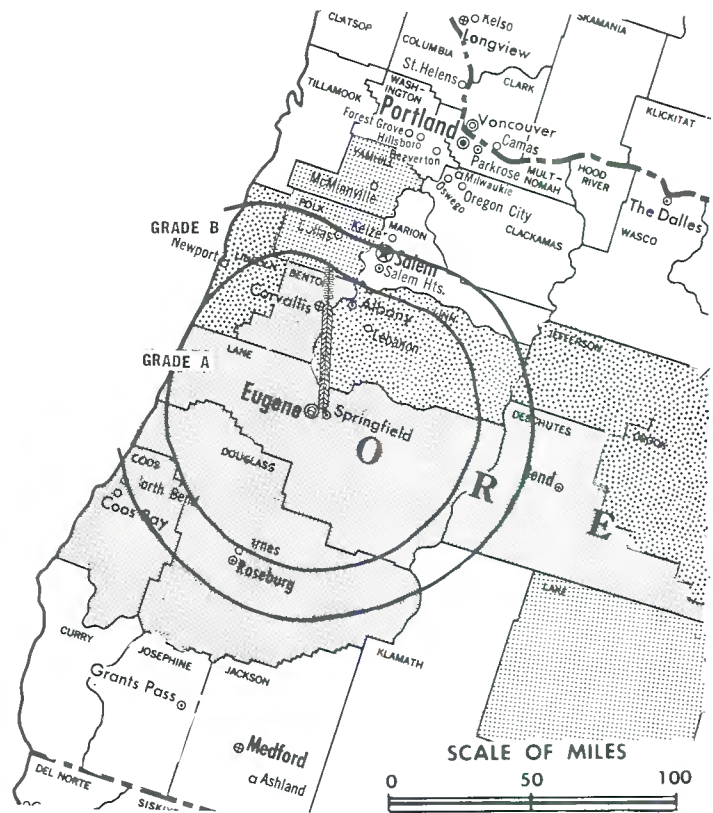
Transmitter: Coburg Hills.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KEZI-TV Ref: FCC File No. BPCT-2436 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14211

KEZI-TV

Network Service: ABC.

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., 11.924%; Durward L. Boyles, 18.968%; Carolyn S. Chambers, 7.154%; Julio W. Silva, 6.856%; C. E. Carlson, 5.964%; U.S. Natl. Bank of Ore. (trustee, estate of Elizabeth M. Silva), 5.962%; J. Hobart Wilson, 5.197%; Ray F. Siegenthaler, 3.158%; William D. Elkins, 3.839%; 132 others, none with as much as 3%. Liberty TV also holds CP for Ch. 8, Medford & has application pending for acquisition of KVDO-TV, Salem, both Ore.

Began Operation: Dec. 19, 1960.

Represented (sales) by Edward Petry & Co.; Tacher Co. (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, station manager.
SHIRLEY SHEPARD, program director.
DAVID WEINKAUF, operations manager.
CHARLES COOKSON, chief engineer.

DIGEST OF RATE CARD NO. III—(Nov. 4, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:59 p.m., daily						
\$375.00	\$190.00	\$95.00	\$80.00	\$160.00	\$80.00	\$64.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	16,600	15,100	91
	Coos	18,900	17,000	90
	Deschutes	10,800	10,000	93
	Douglas	23,300	21,800	94
	Lane Inner	50,700	48,200	95
Lane Outer	21,300	20,300	95	
Between 25-49%	OREGON			
	Crook	3,500	3,200	93
	Jefferson	2,700	2,500	93
	Lincoln	9,400	8,400	90
Linn	23,900	22,700	95	
Between 5-24%	OREGON			
	Lake	2,000	1,800	91
	Polk	11,900	11,300	95
Yamhill	13,200	12,400	94	
Station Totals		208,200	194,700	94
Net Weekly Circulation (1970-71)				117,000
Average Daily Circulation (1970-71)				69,900

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 MHz). 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.

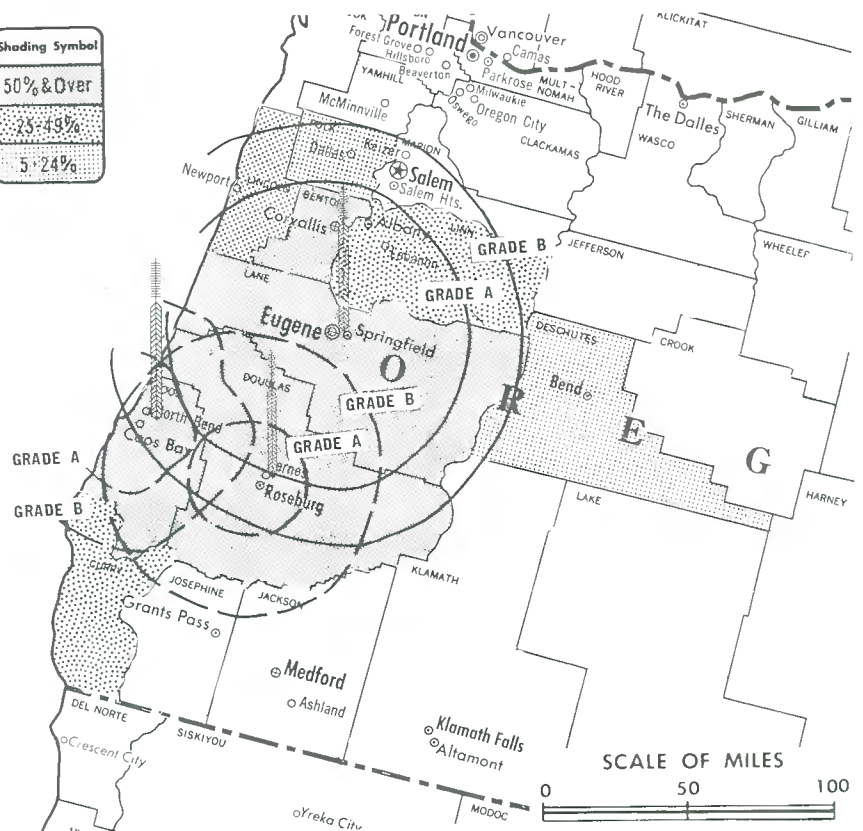
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: \odot MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

Shading Symbol	
	50% & Over
	25-49%
	5-24%



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

©American Map Co., Inc., N.Y., No. 14244

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%; Anne 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 H-R Television; 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.
PAT BROOKS, film director.
WILLIAM R. RILEY, chief engineer.

DIGEST OF RATE CARD NO. 15—(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:31-9:59 p.m., daily.

\$592.00 \$355.00 \$236.00 \$185.00 \$120.00* \$120.00* \$72.00*

*Class AA—7:31-10:59 p.m., Mon.-Sat.; 7:29-10:59 p.m., Sun.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	16,600	15,100	91
	Coos	18,900	17,000	90
	Douglas	23,300	21,800	94
	Lane Inner	50,700	48,200	95
Lane Outer	21,300	20,300	95	
Between 25-49%	OREGON			
	Curry	4,300	3,900	90
Between 5-24%	OREGON			
	Deschutes	10,800	10,000	93
	Lincoln	9,400	8,400	90
Polk	11,900	11,300	95	
Station Totals		191,100	178,700	94
Net Weekly Circulation (1970-71)			122,800	
Average Daily Circulation (1970-71)			90,300	

ARB Data: Figures include coverage of satellites KCBY-TV, Coos Bay and KPIC, Roseburg, Ore.
Map reflects coverage of parent & satellites.

Oregon—Klamath Falls

abc **KOTI**
Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

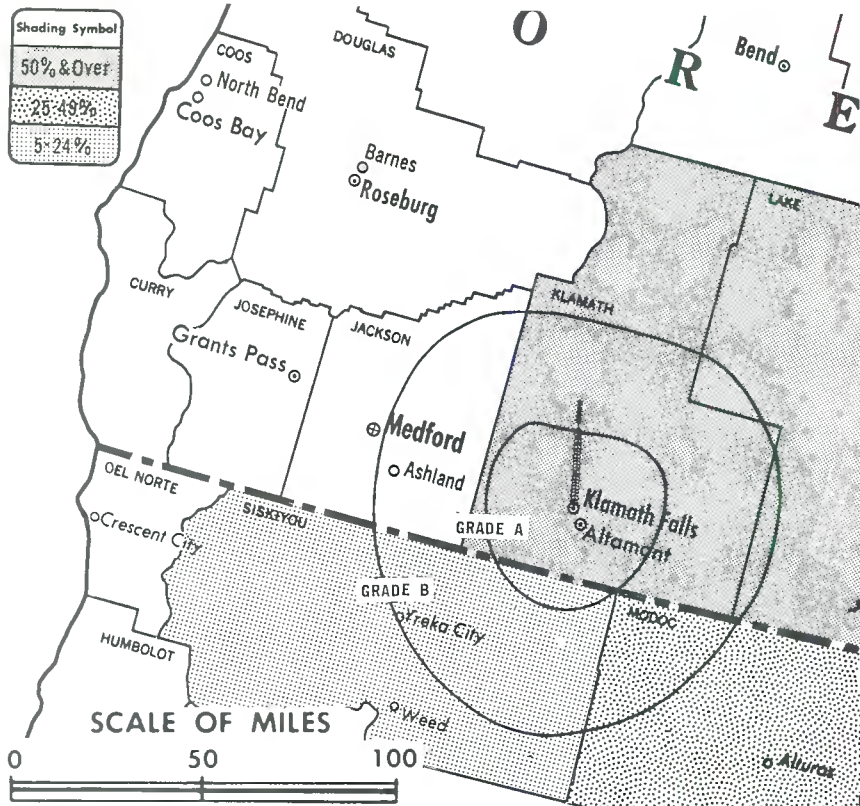
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KOTI Ref: FCC File No. BMPCT-3891 Granted 8/3/56

©American Map Co., Inc., N.Y., No. 14244

KOTI

Network Service: CBS, NBC, ABC.

Licensee: Oregon Broadcasting Co., Box 5M, Medford, Ore. (97501).

Studio: Third & Main Sts., P.O. Box 2K (97601).

Telephone: 503-884-8131.

Ownership: Same as KOB1, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest); Andy McDermott Sales Ltd. (Canada).

Personnel:

WILLIAM B. SMULLIN, president.

DON R. STONEHILL, vice president & station manager.

DAN MARKHAM, national sales manager.

DIGEST OF RATE CARD NO. 9

(March 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$70.00	\$64.00	\$38.00	\$38.00

Note: Also has combination rate with KOB1, Medford, Ore. & KRCC-TV, Redding, Cal.

NETWORK BASE HOURLY RATE: \$110.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Klamath	16,800	16,000	95
	Lake	2,000	1,800	91
Between 25-49%	CALIFORNIA			
	Modoc	2,600	2,300	90
Between 5-24%	CALIFORNIA			
	Siskiyou	11,300	10,300	91
Station Totals		32,700	30,400	93
Net Weekly Circulation (1970-71)				19,200
Average Daily Circulation (1970-71)				14,600

For Index to Contents
See Services Volume

KOTI-TV Klamath Falls serves the dynamic southeastern Oregon market...

Where

The volume of lumber produced annually would build a solid fence — four feet high and supported by a 4x4 inch post every eight feet — extending from the North Pole to the South Pole. This vast output, in the form of forest products shipped out, contributes over \$60 million yearly to Klamath country's economy.

Where

Agriculture adds another \$50 million or more to the local and regional economy.

Where

One of the nation's most ambitious outdoor recreational projects is in the planning stage — a multi-million dollar, year-round alpine wonderland encompassing spectacular skiing facilities, hiking and riding trails, and winter and summer home sites.

Where

The resident population is swelled by hundreds of thousands of tourists, vacationers and sportsmen. Lake and stream fishing abounds. Deer and waterfowl hunting alone lures more than 25,000 persons annually to Klamath country, contributing over \$5 million to the local economy.

Where

Oregon Technical Institute, host to the 1972 National NAIA Wrestling Tournament, continues to grow in enrollment, in scope and in national recognition.

Where

Pride and zest for living are reflected in Klamath Falls' distinction as "youth baseball capital of the world" . . . in the thousands who flock to its annual rodeo . . . in its well-maintained homes and bustling stores. A flourishing market — and KOTI-TV is the only way to reach the total market.

KOTI 2
KLAMATH FALLS, ORE.
ABC NBC CBS

One of the



markets

KOBI 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.
KRCR 7 Redding, Calif.

National Sales Office: 2770 Pioneer Drive, Redding, Calif. 96001
Phone (916) 243-7789
or call ADAM YOUNG, INC.

In the Pacific Northwest ART MOORE & ASSOCIATES

Oregon—LaGrande



KTVR



Ch. 13

[Satellite of KTVB, Boise, Ida.]

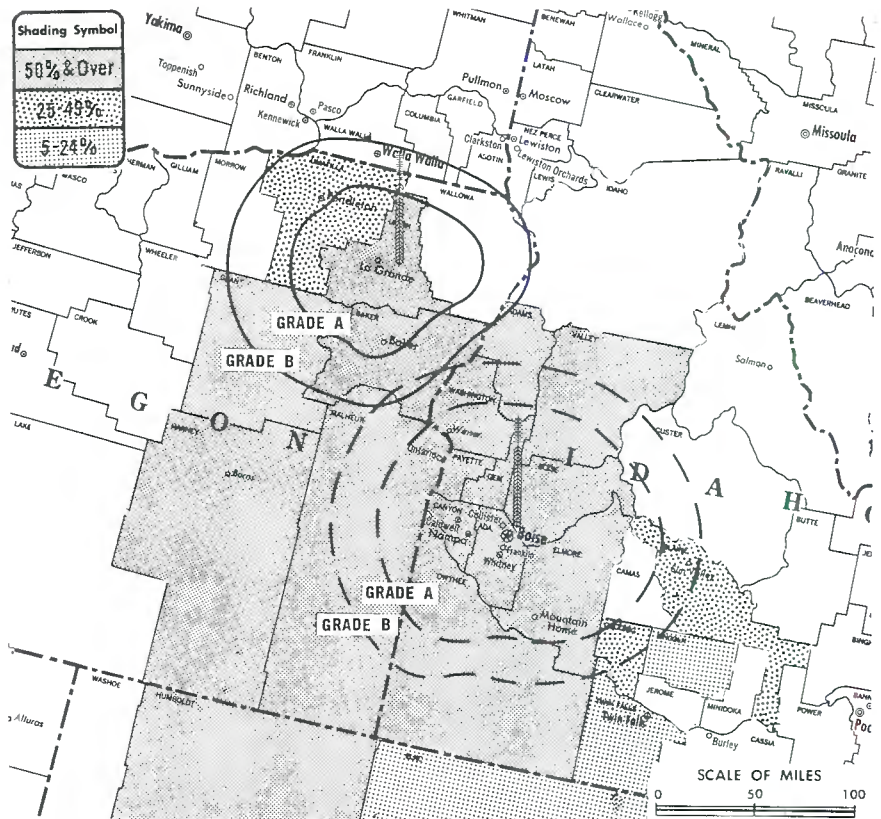
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 12.9-kw visual, 2.45-kw aural. Antenna: 2603-ft. above av. terrain, 87-ft. above ground, 7219-ft. above sea level.

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 based on ARB study (see page 4-b).

KTVR Ref: FCC File No. BPCT-3165 Granted 2/11/63

© American Map Co., Inc., N.Y. No. 14244

KTVR

Licensee: KTVB Inc., 5407 Fairview Ave., Boise, Ida.

Ownership: See KTVB, Boise, Ida.

Began Operation: Dec. 6, 1964.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Television Network of Idaho; Simpson/Reilly & Assoc. (Seattle-Portland).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

GEORGIA M. DAVIDSON, president.

ROBERT E. KRUEGER, exec. v.p. & general manager.

GENE TUTTLE, resident engineer.

Rates: Sold 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.

La Rue Media Brokers, Inc.
RADIO • TV • CATV
BROKERS • CONSULTANTS
New York, N.Y. 10019116 Central Park, So.
(212) 265-3430

Oregon—Medford



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-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.

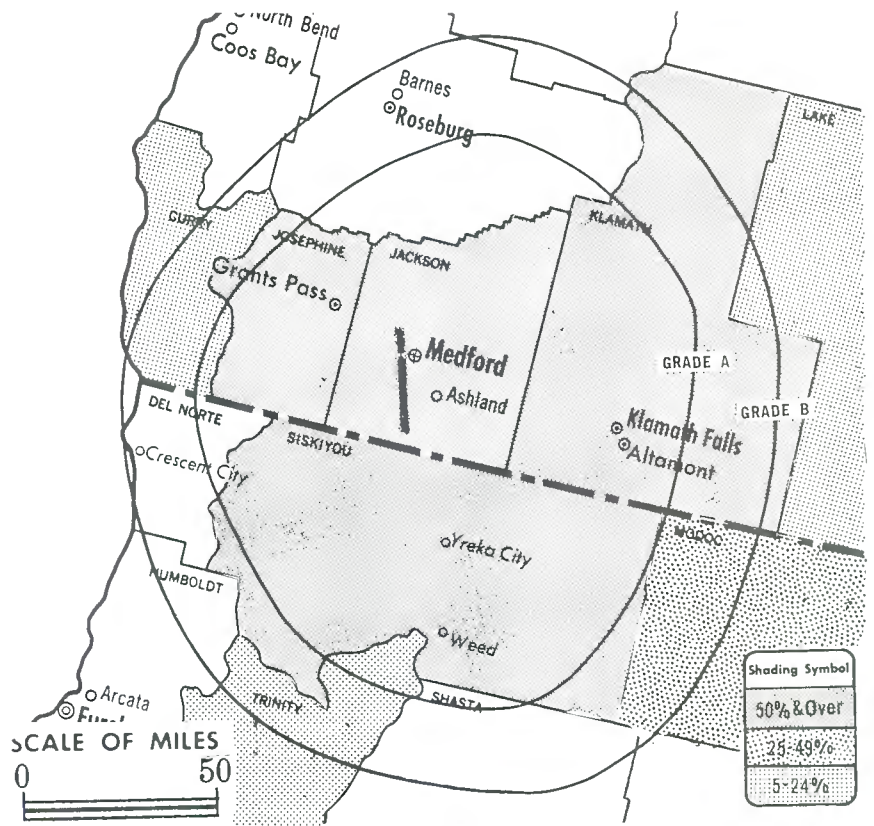
AM Affiliate: KMED, 5-kw (1-kw, night), 1440 kHz (NBC).

FM Affiliate: KMED-FM, 18.5-kw, 93.7 MHz (No. 229), 3260-ft. (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-1).



KMED-TV Ref: FCC File No. BPC-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: Rossanley Dr., Medford.

Telephone: 503-773-7373. TWX No.: 510-757-0606.

Ownership: Radio Medford Inc. Also owns Radio Redding Inc., KQMS, Redding, Cal. J. L. DeArmond, pres., Dwight H. Findley, George R. Johnson, B. L. Lageson, John R. Dellenback, 20% each.

Began Operation: Oct. 3, 1961.

Represented (sales) by H-R Television; Simpson/Reilly & Assoc. (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. & general manager.
ART CHIPMAN, national sales manager.
ELLIS FEINSTEIN, director of engineering.

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.
Class AA—6:30-10:59 p.m., daily.

\$400.00 \$250.00 \$175.00 \$125.00 \$105.00 \$65.00 \$65.00 \$35.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Siskiyou	11,300	10,300	91
	OREGON			
	Jackson	33,000	31,500	96
	Josephine	12,900	11,900	92
	Klamath	16,800	16,000	95
Between 25-49%	CALIFORNIA			
	Modoc	2,600	2,300	90
Between 5-24%	CALIFORNIA			
	Trinity	2,600	2,300	90
	OREGON			
	Curry	4,300	3,900	90
	Lake	2,000	1,800	91
Station Totals		85,500	80,000	94
Net Weekly Circulation (1970-71)				63,200
Average Daily Circulation (1970-71)				44,200

For U.S. TV Station Call Letters

See page 7-b

Oregon—Medford



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz.) Authorized power: 60-kw visual, 8.1-kw aural. Antenna: 2700-ft. above av. terrain, 140-ft. above ground, 5405-ft. above sea level.

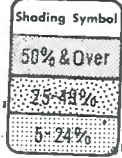
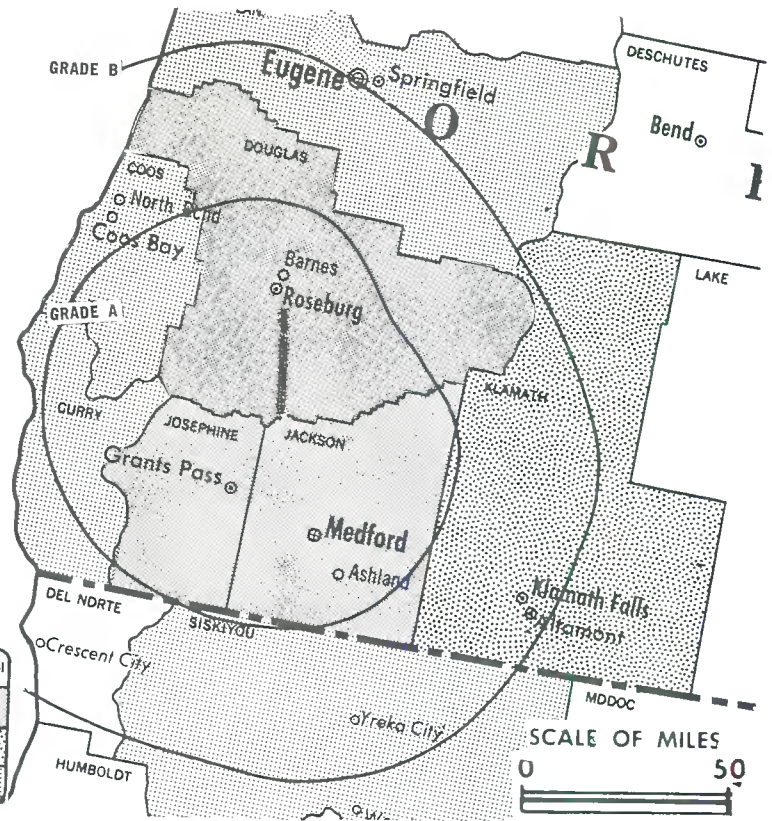
Latitude 42° 41' 49"
Longitude 123° 13' 39"

Transmitter: King Mtn.

AM Affiliate: KAGI (Grants Pass), 5-kw day (1-kw night), 930 kHz (MBS).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

KOB1 Ret: FCC File No. B1PT-3683 Granted 7/26/67

©American Map Co., Inc., N.Y., No. 14244

KOB1

Network Service: ABC, CBS.

Licensee: Oregon Broadcasting Co., Box 5M (97501).

Studio: 2000 Crater Lake Hwy. (97501).

Telephone: 503-779-5555. TWX No.: 510-757-0607.

Ownership: California-Oregon Bcstg. Inc., 100%. (Mr. & Mrs. William Smullin, 70%; Earl E. Voorhies & family, 30%). KOB1 also owns KOTI, Klamath Falls, Ore. Voorhies family owns Grants Pass Courier (KAGI). Cal.-Ore. Bcstg. Inc. 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; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

WILLIAM B. SMULLIN, president.
JEROLD R. POULOS, vice president & general manager.
WILLIAM KOPLOVITZ, station manager.
ART KNOLES, production manager.
WILLIAM KIRK, chief engineer.
ROBERT LINDSTROM, regional sales manager.

For Group Ownership, See Services Volume

DIGEST OF RATE CARD NO. 9—(March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	
Class AA—7-10 p.m., daily.						
Program rates on request				\$122.00	\$72.00	\$72.00

Note: There is a discount from combined rates of stations when KOB1 is ordered with KOTI, Klamath Falls & KRCR-TV, Redding, Cal.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Douglas	23,300	21,800	94
	Jackson	33,000	31,500	96
	Josephine	12,900	11,900	92
Between 25-49%	OREGON			
	Klamath	16,800	16,000	95
Between 5-24%	CALIFORNIA			
	Siskiyou	11,300	10,300	91
	OREGON			
	Coos	18,900	17,000	90
	Curry	4,300	3,900	90
	Lane Inner	50,700	48,200	95
	Lane Outer	21,300	20,300	95

Station Totals	192,500	180,900	94
Net Weekly Circulation (1970-71)			78,700
Average Daily Circulation (1970-71)			51,900



Medford is 51 miles from Medford

ONE IS IN OREGON.
THE OTHER IS PARTLY.

Actually, cities don't move around. But television transmitters do. When comparing Medford's two tv stations, you'll find it profitable to keep in mind that their transmitters are now a full 51 miles apart.

KOBI 5M moved its transmitter north atop strategic King Mountain. The other station moved south towards the California border. Both moves were for the purpose of expanded coverage. But the effects, in favor of KOBI 5M advertisers, are clearly shown in the contour maps in these pages.

KOBI has added a huge, new unduplicated CBS audience—in OREGON. A whole, new area that had been without CBS signal before.

In contrast, the major part of the added coverage of the other station falls across the border into northern California—an area already served with identical network programming from a northern California station. Anything wrong with that? Not unless the market you have in mind is Medford, OREGON. In which case, your best buy is clearly KOBI 5M.

KOBI 5M MEDFORD, ORE.



KOBI 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.
KRCR 7 Redding, Calif.

National Sales Office: 2770 Pioneer Drive, Redding, Calif. 96001
Phone (916) 243-7789

or call ADAM YOUNG, INC.

In the Pacific Northwest ART MOORE & ASSOCIATES

Oregon—Portland



KATU

Ch. 2



Shading Symbol	
	50% & Over
	25-49%
	5-24%

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 883-ft. above ground, 1838-ft. above sea level.

Latitude 45° 31' 15"
Longitude 122° 44' 37.5"

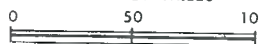
Transmitter: 225 NW Skyline Blvd.
Studio: 2153 N.E. Sandy Blvd., Portland (97208).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

SCALE OF MILES



KATU Ref: FCC File No. BPCT—3063 Granted 6/26/63

© American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV % and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KATU

Licensee: Fisher's Blend Station Inc., Portland.

Telephone: 503-233-2422. TWX No.: 910-464-4700.

Ownership: Fisher Companies Inc. Fisher's Blend Station Inc. is also licensee of KOMO & KOMO-TV, Seattle, Wash.

Began Operation: March 15, 1962.

Represented (sales) by Katz Television; Simpson/Reilly (Northwest).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

W. W. WARREN, president.
W. J. HUBBACH, v.p. & general manager.
THOMAS R. DARGAN, station manager.
TED DOOLEY, program & promotion manager.
WILLIAM VANDERMAY, chief engineer.
SHERWOOD "SKIP" HINMAN, general sales manager.
THEODORE FORE, public affairs manager.

DIGEST OF RATE CARD NO. A22 (Dec. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$1200.00 \$720.00 \$505.00 \$410.00 Graded rates apply*

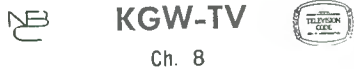
*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Baker	5,100	4,700	92
	Benton	16,600	15,100	91
	Clackamas	55,200	52,800	96
	Clatsop	10,600	9,800	92
	Columbia	9,600	9,100	95
	Crook	3,500	3,200	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON—(Continued)			
	Deschutes	10,800	10,000	93
	Harney	2,500	2,200	89
	Hood River	4,400	4,000	91
	Jefferson	2,700	2,500	93
	Lincoln	9,400	8,400	90
	Linn	23,900	22,700	95
	Marion	50,500	47,800	95
	Multnomah	206,500	196,300	95
	Polk	11,900	11,300	95
	Sherman	700	700	96
	Tillamook	6,200	5,600	90
	Union	6,700	6,100	91
	Wasco	6,700	6,200	92
	Washington	53,500	51,900	97
	Wheeler	700	600	92
	Yamhill	13,200	12,400	94
Between 25-49%	WASHINGTON			
	Clark	43,100	41,600	97
	Cowlitz	23,200	22,200	96
	Klickitat	4,100	3,700	91
Between 5-24%	Pacific	5,800	5,300	92
	Skamania	2,000	1,900	93
	Wahkiakum	1,200	1,100	93
Between 25-49%	OREGON			
	Gilliam	800	700	91
	Morrow	1,400	1,300	90
Umatilla	15,100	13,800	92	
Between 5-24%	WASHINGTON			
	Lewis	15,700	14,700	93
Between 5-24%	OREGON			
	Douglas	23,300	21,800	94
	Jackson	33,000	31,500	96
	Josephine	12,900	11,900	92
	Lake	2,000	1,800	91
	Lane Inner	50,700	48,200	95
Lane Outer	21,300	20,300	95	
Station Totals		766,500	725,200	95
Net Weekly Circulation (1970-71)			507,000	
Average Daily Circulation (1970-71)			299,100	

Oregon—Portland



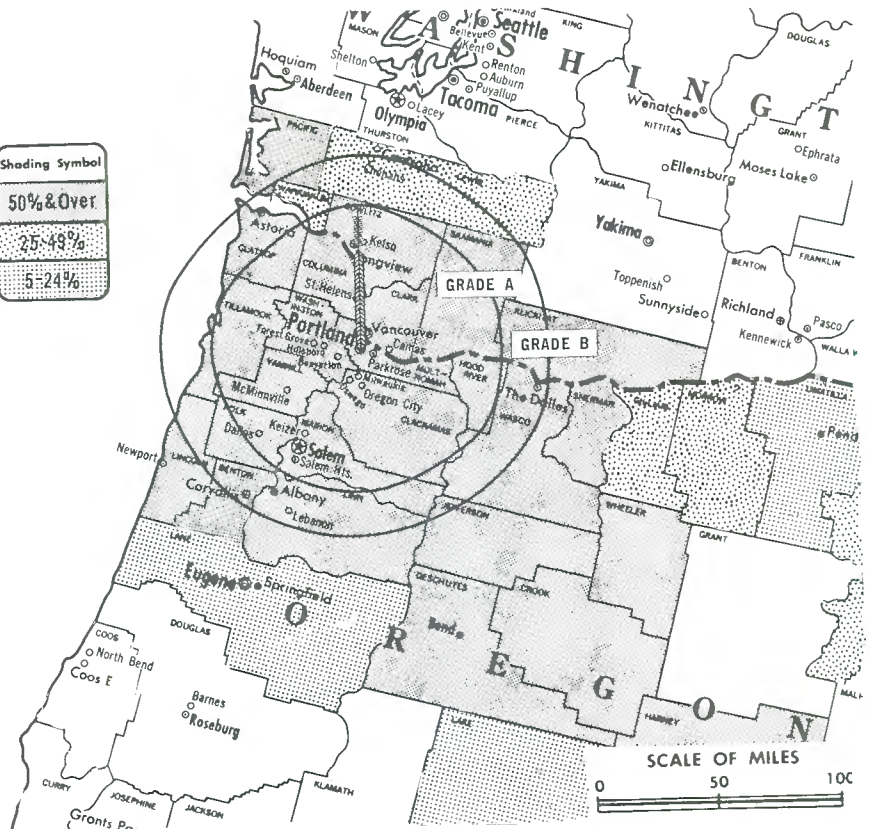
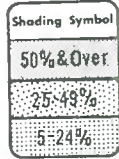
Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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 kHz. (NBC).
FM Affiliate: KINK, 97-kw, 101.9 MHz (No. 270), 1610-ft.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.
News Film Service: NBC.
Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KGW-TV Ref: FCC File No. BNPCT-5918 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: Bullitt Family, majority owner. Officers: Stimson Bullitt, chmn.; Ancil H. Payne, pres.; Payson Hall, v.p., finances; Jay W. Wright, v.p., engineering; Douglass A. Raff, secy. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash.; KREM-TV & KREM-FM, Spokane, Wash. and KGW & KINK(FM), Portland, Ore.
Began Operation: Dec. 15, 1956.
Represented (sales) by Blair-TV.
Represented (legal) by Wilmer, Cutler & Pickering.
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.
Personnel:
FOREST W. AMSDEN, general manager.
JOHN H. PINDELL, general sales manager.
KEITH A. LOLLIS, program director & film buyer.
ED GODFREY, news manager.
CLARE HANAWALT, chief engineer.
RONALD LORENTZEN, publicity & promotion manager.
LeROY SMITH, operations director.

DIGEST OF RATE CARD NO. 15R (Aug. 1, 1970)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7:30-11 p.m., daily.

\$1600.00 \$960.00 Graded rates apply*

*Highest rate: \$550.

NETWORK BASE HOURLY RATE: \$1225.

Net Weekly Circulation	State Countv	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	16,600	15,100	91
	Clackamas	55,200	52,800	96
	Clatsop	10,600	9,800	92
	Columbia	9,600	9,100	95
	Crook	3,500	3,200	93
	Deschutes	10,800	10,000	93
	Harney	2,500	2,200	89
	Hood River	4,400	4,000	91
	Jefferson	2,700	2,500	93
	Lincoln	9,400	8,400	90
	Linn	23,900	22,700	95
	Marion	50,500	47,800	95
	Multnomah	206,500	196,300	95
	Polk	11,900	11,300	95
	Sherman	700	700	96
	Tillamook	6,200	5,600	90
	Wasco	6,700	6,200	92
	Washington	53,500	51,900	97
	Wheeler	700	600	92
	Yamhill	13,200	12,400	94
Between 25-49%	WASHINGTON			
	Clark	43,100	41,600	97
	Cowlitz	23,200	22,200	96
	Klickitat	4,100	3,700	91
	Pacific	5,800	5,300	92
Skamania	2,000	1,900	93	
Between 5-24%	OREGON			
	Baker	5,100	4,700	92
	Gilliam	800	700	91
	Morrow	1,400	1,300	90
Union	6,700	6,100	91	
(Continued on page 657-b)				
Station Totals		697,300	660,000	95
Net Weekly Circulation (1970-71)			499,300	
Average Daily Circulation (1970-71)			315,900	

Oregon—Portland



KOIN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1760-ft. above av. terrain, 984-ft. above ground, 2049-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 kHz (CBS).

FM Affiliate: KOIN-FM, 100-kw, 101.1 MHz (No. 266), 1640-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: MSI

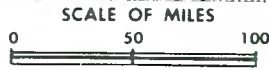
Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

1971 American Research Bureau.

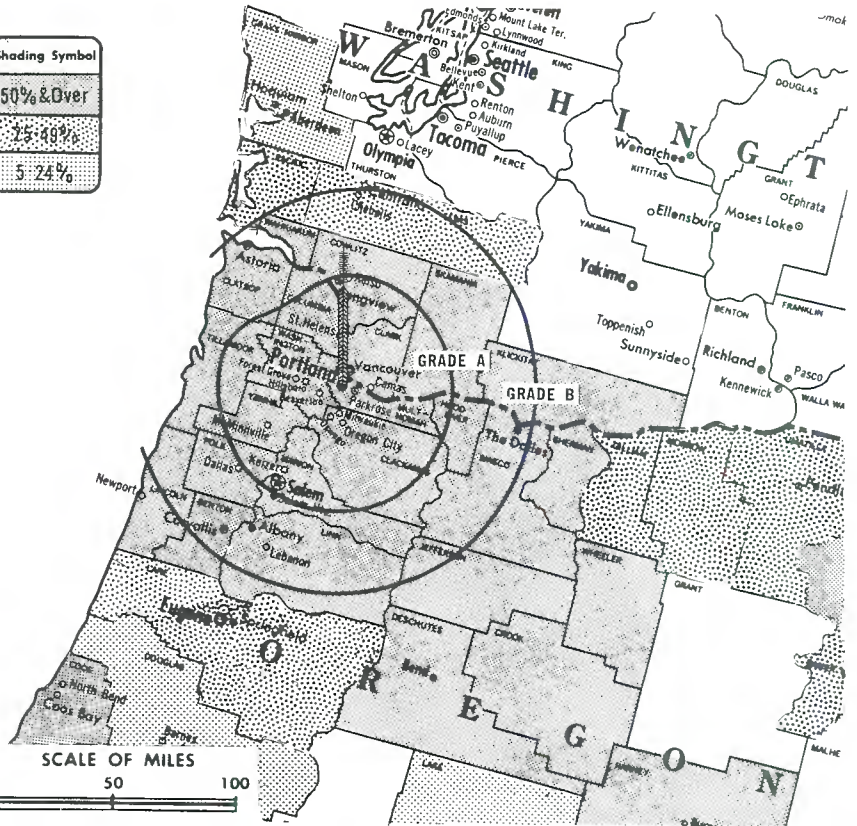
County coverage based on ARB study (see page 4-b).

Shading Symbol



KOIN-TV Ref: FCC File No. BMPCT—5941 Granted 3/19/64

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KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland (97201).

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.; E. R. Vadeboncoeur, v.p.; Andrew Jacobs Jr., v.p.; Harvey S. Benson, secy.; Moe M. Tonkon, treas.; Clyde E. Phillips, 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. Note: FCC approved transfer of remaining 50% interest to Newhouse Bcstg. Sept. 29, 1971, but sale has not yet been consumated.

Began Operation: Oct. 15, 1953.

Represented (sales) by Harrington, Righter & Parsons Inc.; Art Moore & Assoc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

C. HOWARD LANE, president & managing director.
ROBERT MCGILL, general sales manager.
EARLE STEPHENS, local sales manager.
JOHN PALMER, national sales manager.
JULES MORELAND, program director.
JOHN MCGHIE, production manager.
MARILYN DAY, promotion manager.
AL BISHOP, director of engineering.
RALPH GREER, traffic manager.

DIGEST OF RATE CARD NO. 18
(Jan. 31, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1200	\$720	\$400	\$360	\$500	\$400
NETWORK BASE HOURLY RATE:	\$1225.					

654-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	OREGON			
	Benton	16,600	15,100	91
	Clackamas	55,200	52,800	96
	Clatsop	10,600	9,800	92
	Columbia	9,600	9,100	95
	Coos	18,900	17,000	90
	Crook	3,500	3,200	93
	Deschutes	10,800	10,000	93
	Harney	2,500	2,200	89
	Hood River	4,400	4,000	91
	Jefferson	2,700	2,500	93
	Lincoln	9,400	8,400	90
	Linn	23,900	22,700	95
	Marion	50,500	47,800	95
50% & Over	Multnomah	206,500	196,300	95
	Polk	11,900	11,300	95
	Sherman	700	700	96
	Tillamook	6,200	5,600	90
	Union	6,700	6,100	91
	Wasco	6,700	6,200	92
	Washington	53,500	51,900	97
	Wheeler	700	600	92
	Yamhill	13,200	12,400	94
	WASHINGTON			
	Clark	43,100	41,600	97
	Cowlitz	23,200	22,200	96
	Klickitat	4,100	3,700	91
	Skamania	2,000	1,900	93
	Wahkiakum	1,200	1,100	93
	OREGON			
	Baker	5,100	4,700	92
	Gilliam	800	700	91
Between	Lane Inner	50,700	48,200	95
25-49%	Lane Outer	21,300	20,300	95
	Morrow	1,400	1,300	90
	Umatilla	15,100	13,800	92

(Continued on page 657-b)

Station Totals	760,200	717,800	94
Net Weekly Circulation (1970-71)			540,600
Average Daily Circulation (1970-71)			328,400

TV Factbook No. 42

Oregon—Portland

KPTV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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"

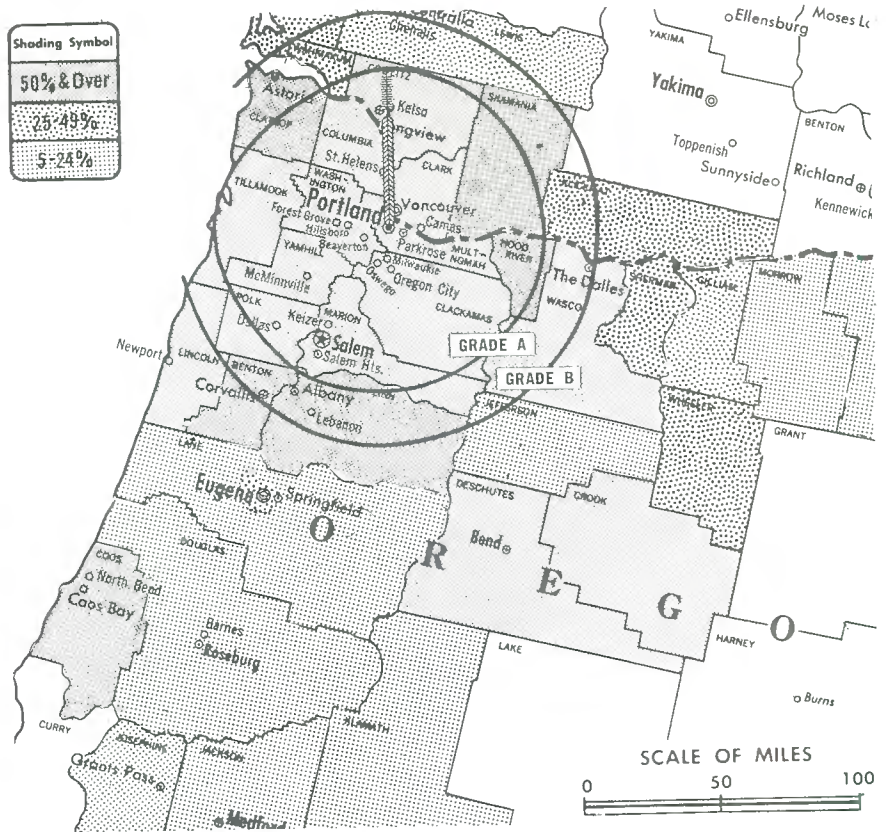
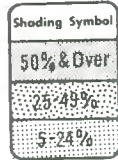
Transmitter: 212 NW Miller Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



*Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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%. Oregon Television Inc. officers are: Herbert J. Siegel, chmn. of board; John S. Hansen, pres.; John Hopkins, v.p.; G. Leonard Gordon, v.p.; Robert Hunter, secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles and WTCN-TV, Minneapolis, Minn. Sale of WTCN-TV pends.

Began Operation: March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10-11, 16, 18). Transfer from George Haggarty to NAFI Corp., approved July 22, 1959 by FCC. (Note: NAFI Corp. name changed to Chris-Craft Industries Inc.). 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). Later Baldwin-Montrose merged into Chris-Craft.

Represented (sales) by Tele-Rep Inc.; Tacher Co. (Seattle).

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN S. HANSEN, president & general manager.
BLAKE BYRNE, sales manager.
COLLIN CHISHOLM, regional sales manager.
GORDON WHITE, program manager & film buyer.
ELIZABETH MORRIS, promotion manager.
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 20 (Nov. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30/20 Sec.
Class AA—7-11 p.m., daily.					
\$1100.00	\$660.00	\$385.00	\$275.00	\$300.00	\$150.00

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	OREGON			
	Benton	16,600	15,100	91
	Clackamas	55,200	52,800	96
	Clatsop	10,600	9,800	92
	Columbia	9,600	9,100	95
	Coos	18,900	17,000	90
	Crook	3,500	3,200	93
	Deschutes	10,800	10,000	93
	Hood River	4,400	4,000	91
	Lincoln	9,400	8,400	90
	Linn	23,900	22,700	95
	Marion	50,500	47,800	95
	Multnomah	206,500	196,300	95
	Polk	11,900	11,300	95
	Tillamook	6,200	5,600	90
	Wasco	6,700	6,200	92
	Washington	53,500	51,900	97
	Yamhill	13,200	12,400	94
	WASHINGTON			
	Clark	43,100	41,600	97
	Cowlitz	23,200	22,200	96
	Skamania	2,000	1,900	93
Between 25-49%				
	OREGON			
	Gilliam	800	700	91
	Lane Inner	50,700	48,200	95
	Sherman	700	700	96
	Wheeler	700	600	92
	WASHINGTON			
	Klickitat	4,100	3,700	91
	Lewis	15,700	14,700	93
	Pacific	5,800	5,300	92
	Wahkiakum	1,200	1,100	93
(Continued on page 657-b)				
Station Totals		818,400	773,200	94
Net Weekly Circulation (1970-71)				474,100
Average Daily Circulation (1970-71)				246,000

Oregon—Roseburg



KPIC

Ch. 4

[Satellite of KVAL-TV, Eugene, Ore.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, .55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

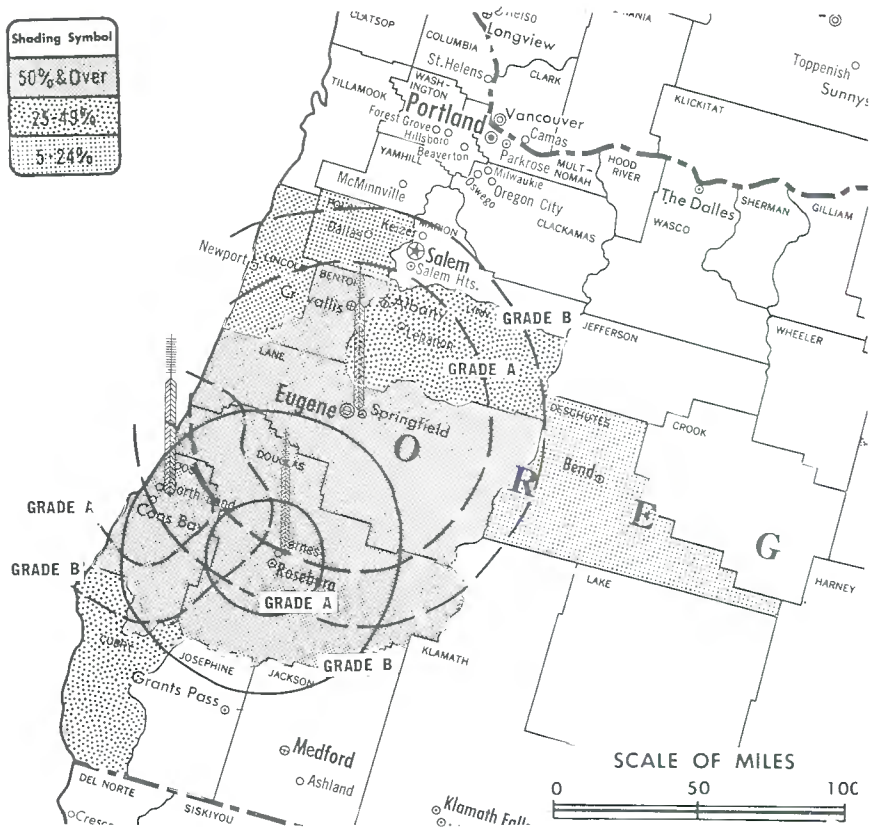
Latitude 43° 14' 39.6"

Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center of Roseburg.

Color: Network, film & slide.

Shading Symbol
50% & Over
25-49%
5-24%



County coverage based on ARB study (see page 4-b).

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. (KOBI, Medford, Ore.), 50%.

Began Operation: April 1, 1956.

Represented (sales) by H-R Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

S. W. McCREADY, general manager.

DAVE COPLIN, operations manager.

DON CLITHERO, 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.

KOIN-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Lewis Pacific	15,700 5,800	14,700 5,300	93 92
Between 5-24%	OREGON			
	Douglas Lake	23,300 2,000	21,800 1,800	94 91
	WASHINGTON Grays Harbor	20,700	19,000	92

KGW-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON			
	Lewis Wahkiakum	15,700 1,200	14,700 1,100	93 93
Between 5-24%	OREGON			
	Lake	2,000	1,800	91
	Lane Inner	50,700	48,200	95
	Lane Outer Umatilla	21,300 15,100	20,300 13,800	95 92

Oregon—Portland

KPTV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OREGON			
	Baker	5,100	4,700	92
	Douglas	23,300	21,800	94
	Jackson	33,000	31,500	96
	Jefferson	2,700	2,500	93
	Josephine	12,900	11,900	92
	Klamath	16,800	16,000	95
	Lane Outer	21,300	20,300	95
	Morrow	1,400	1,300	90
	Umatilla	15,100	13,800	92
	Union	6,700	6,100	91
WASHINGTON				
Grays Harbor	20,700	19,000	92	

For ARB & Nielsen County-by-County
TV Household Data
See Services Volume



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A NAIL
A KINGDOM WAS LOST."**

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Use Order Card #6 bound inside the back of the Stations Volume.

Oregon—Salem

KVDO-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 18.6-kw visual, 3.7-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 1419-ft. above sea level.

Latitude 44° 51' 17"
Longitude 123° 07' 17"

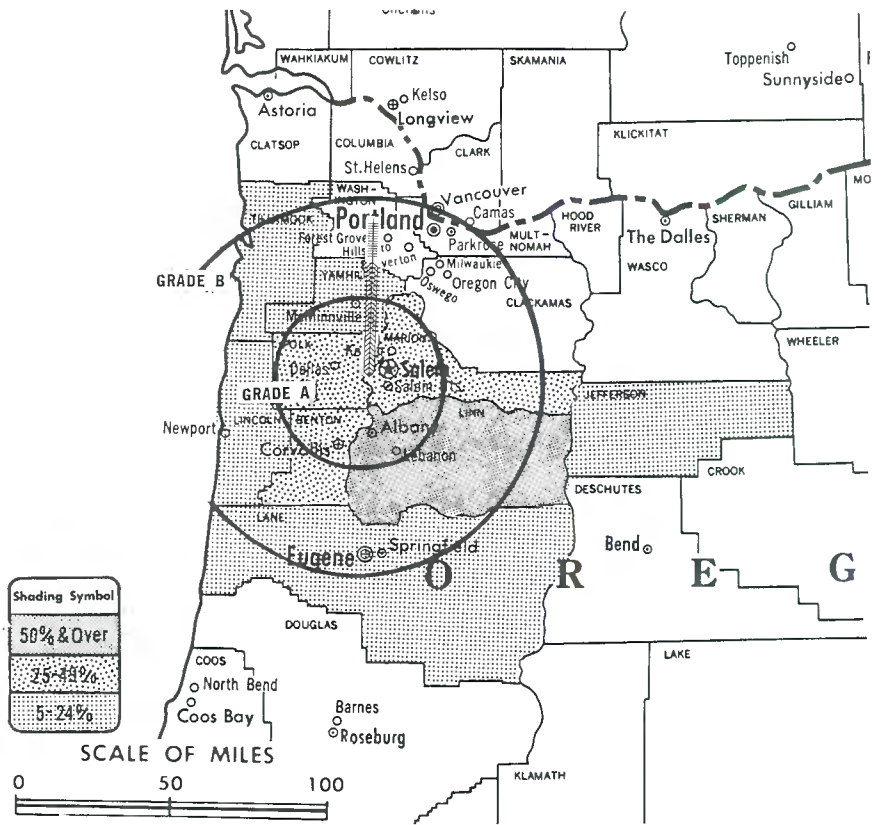
Transmitter: Prospect Hill, 7-mi. SW of Salem.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KVDO-TV Ref: FCC File No. BPC-4050 Granted 3/5/69

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KVDO-TV

Licensee: Channel 3 Inc., 3000 Portland Rd. N.E., Salem, Ore. (97303).

Studio: 3000 Portland Rd. N.E., Salem (97303).

Telephone: 503-581-6300.

Ownership: Harry E. Godsil, pres.; T. Harold Tomlinson, v.p.; Kenneth Sherman, secy.; Margaret S. Marshall (executrix, Willard C. Marshall estate), James L. Payne, Palmer R. Sather, Otto J. Wilson, G. Reynolds Allen, Coburn L. Grabenhorst, Carl A. Gerlinger & Jerry H. Walling, 9% each. Note: Sale to Valley Bcstrs. (Liberty TV, KEZI-TV, Eugene) pends.

Began Operation: Feb. 24, 1970.

Represented (sales) by Savalli/Gates Inc. (national); Tacher Co. (regional).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

HARRY E. GODSIL, general manager.
ROBERT RIDGWAY, chief engineer.
PAT McCORMICK, sales manager.
JIM HOLLON, news director.
JOHN CHURCHILL, operations manager.

For Sales & Transfers
Sec Services Volume

DIGEST OF RATE CARD NO. 3—(Fall 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m.

\$250 \$210 \$180 \$150 Graded rates apply*

*Highest rate: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON Linn	23,900	22,700	95
	OREGON Benton	16,600	15,100	91
Between 25-49%	OREGON Marion	50,500	47,800	95
	OREGON Polk	11,900	11,300	95
	OREGON Jefferson	2,700	2,500	93
Between 5-24%	Lane Inner	50,700	48,200	95
	Lane Outer	21,300	20,300	95
	Lincoln	9,400	8,400	90
	Tillamook	6,200	5,600	90
	Yamhill	13,200	12,400	94
Station Totals		206,400	194,300	94
Net Weekly Circulation (1970-71)				57,900
Average Daily Circulation (1970-71)				18,400

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 MHz). 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, University Park, Pa. (16802).

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Public Bcstg. of N.W. Pa. Inc., Waterford Pike, Erie.

Technical Facilities: Channel No. 54 (710-716 MHz). 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°	03'	57"

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Box Z.

Technical Facilities: Channel No. 33 (584-590 MHz). 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 MHz). 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 Public Bcstg. Inc., 4802 Fifth Ave., Pittsburgh (15213).

Technical Facilities: Channel No. 13 (210-216 MHz). 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 MHz). 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 MHz). 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 MHz). Authorized power: 214-kw visual, 21.9-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.

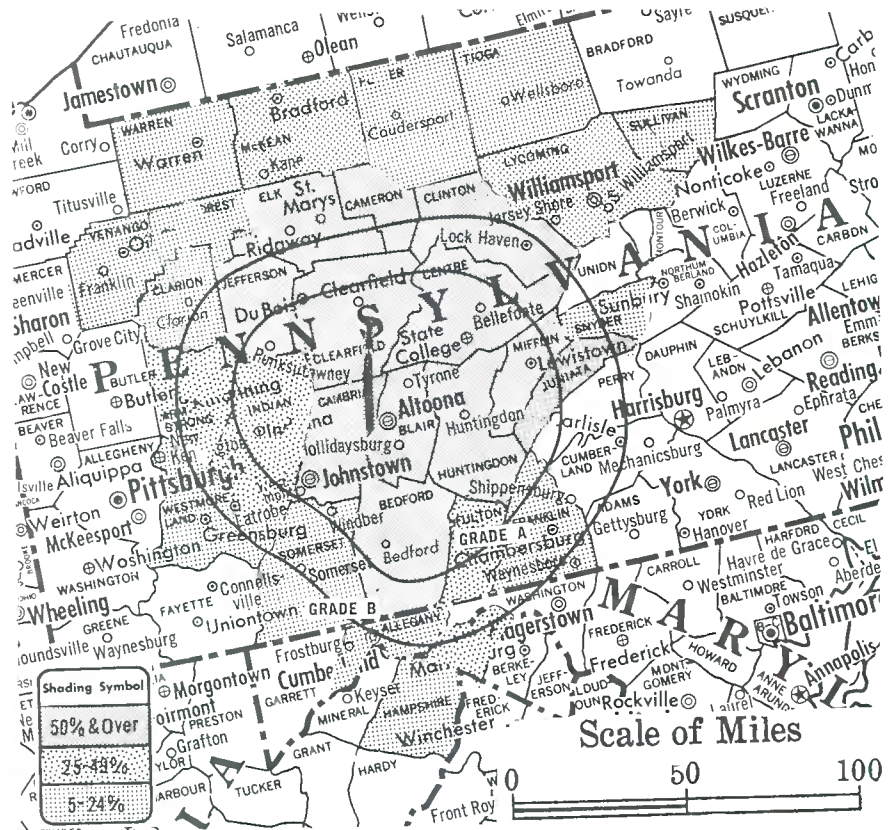
AM Affiliate: WFBG, 5-kw (1-kw night), 1290 kHz (ABC).

FM Affiliate: WFBG-FM, 30-kw, 98.1 MHz (No. 251), 1020-ft. antenna height (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WFBG-TV Ref: FCC File No. BPCT-4443 Granted 8/16/71

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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., Altoona, Pa. (16602).

Telephone: 814-944-2031. TWX No.: 501-691-4841.

Ownership: Triangle Publications, Inc. See Group Ownership of TV Stations. Note: Sale pends (Television Digest, Vol. 11:50).

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; Dome-Messervy Inc. (Pittsburgh, Pa.)

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOHN STILLI, general manager.
- JOSEPH D. LASTORT, general sales manager.
- J. THOMAS CONNERS, local sales manager.
- DON CUNNINGHAM, program director.
- RICHARD KLINE, chief engineer.
- TOM MURPHY, business manager.

DIGEST OF RATE CARD NO. 17 (Feb. 2, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AAA—7:30-11 p.m., daily.
\$1000.00 \$650.00 \$250.00 \$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$1000 (CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA—(Continued)			
	Cameron	2,400	2,300	97
	Centre	28,300	26,600	94
	Clearfield	23,700	22,800	96
	Clinton	11,900	11,400	96
	Elk	10,900	10,500	96
	Huntingdon	12,200	11,500	94
	Jefferson	14,300	13,700	96
Juniata	5,200	4,700	91	
Mifflin	14,900	13,900	93	
Between 25-49%	PENNSYLVANIA			
	Armstrong	24,200	23,300	96
	Fulton	3,300	3,000	90
Indiana	23,700	22,700	96	
Between 5-24%	WEST VIRGINIA			
	Morgan	2,800	2,700	95
Between 5-24%	MARYLAND			
	Allegany	28,600	27,600	97
	PENNSYLVANIA			
	Clarion	11,600	11,100	95
	Forest	1,600	1,600	97
	Franklin	32,200	30,000	93
	Lycoming	36,700	34,300	93
	Mc Kean	16,600	15,700	95
	Potter	5,400	5,100	94
	Snyder	8,400	7,700	91
	Somerset	24,800	23,600	95
	Sullivan	1,800	1,700	94
	Tioga	11,800	11,000	93
	Venango	19,100	17,900	94
	Warren	14,200	13,200	93
	Westmoreland	118,400	115,300	97
	WEST VIRGINIA			
Hampshire	3,700	3,400	91	
Station Totals		627,100	598,600	95
Net Weekly Circulation (1970-71)			235,900	
Average Daily Circulation (1970-71)			154,500	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Bedford	13,500	12,700	94
	Blair	44,000	42,400	96
	Cambria	56,900	55,200	97

Pennsylvania—Erie

WICU-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-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.

Color: Network, live, film, slide & tape.

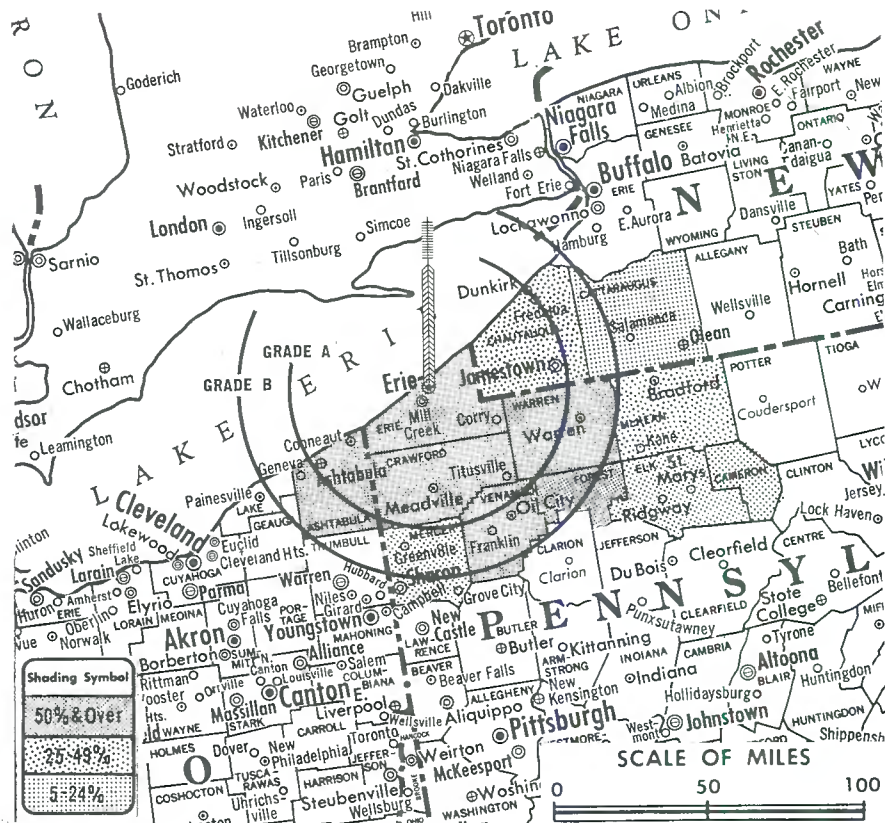
News Wire Service: AP.

Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Represented (sales) by Avery-Knodel Inc.; Radio-TV Sales (Canada).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WICU-TV Ref: FCC File No. BMPCT-1118 Granted 6/28/57

©American Map Co., Inc., N.Y., No. 14244

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 Communications, 89.36%; Edward H. & Prudence Lamb, .07% each; Edward Lamb & Priscilla Lamb Guyton, .02% each; approx. 3000 others. Note: Lamb Communications is buying KFBC-TV, Cheyenne, Wyo.; KSTF (TV), Scottsbluff, Neb.; KTVS (TV), Sterling, Colo. & CP for KVRW (TV), Rawlins, Wyo.

Began Operation: March 15, 1949.

Personnel:

ARTHUR M. INGRAM, president.
ROBERT LUNQUIST, general manager.
CLARENCE PAOLELLA, regional/local sales manager.
MICHAEL CSOP, chief engineer.
ERIC JOHNSON, operations manager.

DIGEST OF RATE CARD NO. 24—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7:30-11 p.m., daily.

\$800.00 \$550.00 \$450.00 \$300.00 \$110.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashtabula	30,800	29,900	97
	PENNSYLVANIA			
	Crawford	25,500	24,100	95
	Erie	79,900	77,700	97
	Forest	1,600	1,600	97
	Venango	19,100	17,900	94
	Warren	14,200	13,200	93
	Between 25-49%			
	NEW YORK			
	Chautauqua	47,700	46,000	96
	PENNSYLVANIA			
	Mc Kean	16,600	15,700	95
Between 5-24%	NEW YORK			
	Cattaraugus	25,200	24,100	96
	PENNSYLVANIA			
	Cameron	2,400	2,300	97
Elk	10,900	10,500	96	
Mercer	38,800	37,400	96	
Station Totals		312,700	300,400	96
Net Weekly Circulation (1970-71)			165,100	
Average Daily Circulation (1970-71)			111,900	

Pennsylvania—Erie



WJET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). 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.

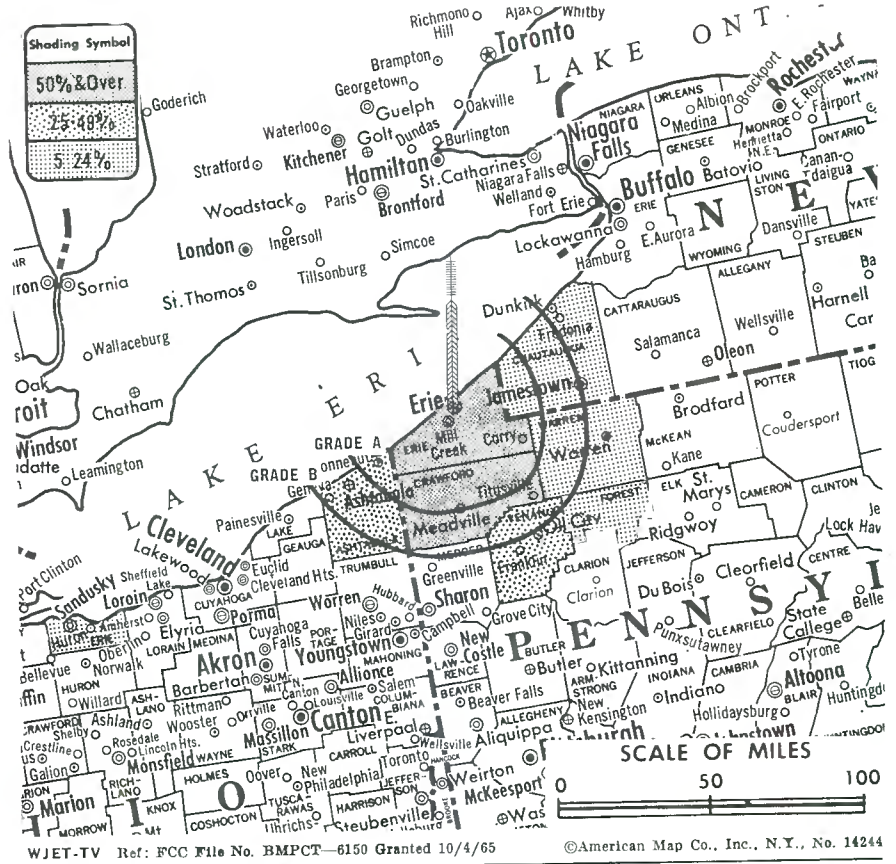
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WJET, 1-kw (.250-kw night), 1400 kHz (MBS).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 Adam Young Inc.
Represented (legal) by Midlen & Reddy.
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. 5 (June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.
Class AA—7:30-10:30 p.m., daily.
\$300.00 \$180.00 \$150.00 \$70.00* \$60.00* \$51.00* \$48.00*

*Class AA—7:30-11:01 p.m., daily.
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford Erie	25,500 79,900	24,100 77,700	95 97
Between 25-49%	OHIO			
	Ashtabula	30,800	29,900	97
Between 5-24%	PENNSYLVANIA			
	Venango	19,100	17,900	94
	NEW YORK			
	Chautauqua	47,700	46,000	96
Between 5-24%	OHIO			
	Erie	23,800	23,300	98
	PENNSYLVANIA			
Forest	1,600	1,600	97	
Warren	14,200	13,200	93	
Station Totals		242,600	233,700	96
Net Weekly Circulation (1970-71)				108,800
Average Daily Circulation (1970-71)				61,500

For U.S. TV Station Call Letters
See page 7-b

Pennsylvania—Erie



WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2000-kw max. & 602-kw horizontal visual, 200-kw max. & 60.2-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.

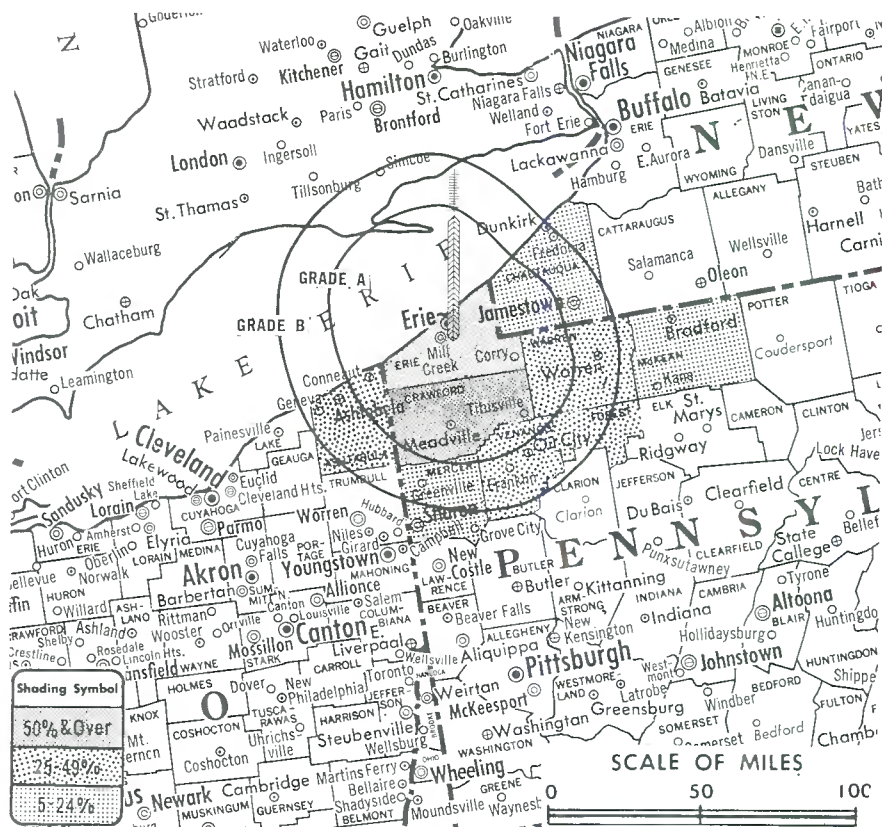
Studio: 1220 Peach St.

Telephone: 814-455-7575.

TWX No.: 814-453-6875.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WSEE Ref: FCC File No. BPCT-4176 Granted 2/20/69

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Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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%; John J. Galbo, 2.705%; Edward Mead, 1.202%; J. Jacob Young, 11.946%; Margaret M. Simmons, co-trustee for estate of J. Thomas Simmons, 8.565%; A. R. Minadeo, 13.824%; Edward G. Zellefrow & James J. Penna, 2.404% each; James Mead, .977%; Mary M. Flanagan, .977%; Grace F. Mead estate, 13.824%; Eleanor B. Boland, executrix for estate of John J. Boland Jr., 7.062%; John J. Held, 1.2021%; Maryann Young & Susan M. Ragan, 1.2772% each. 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); Gateway Reps (Pittsburgh); Busby, Finch & Woods Inc. (South & Southwest); Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDWARD ZELLEFWROW, general manager & film buyer.
JAMES J. PENNA, technical supervisor.
ARTHUR MARTINUCCI, operations coordinator & supervisor.
MELVIN T. KOFOD, general sales manager.
BERT JULIAN, local sales manager.
FRANK HERRICK, film director.
MAC DONALD WHITLEY, office manager.

DIGEST OF RATE CARD NO. 13

(Nov. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec.
Class AA—7:30-11 p.m., daily.
\$440.00 \$265.00 \$175.00 \$155.00 \$110.00 \$50.00 \$50.00

NETWORK BASE HOURLY RATE: \$257.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	25,500	24,100	95
	Erie	79,900	77,700	97
Between 25-49%	OHIO			
	Ashtabula	30,800	29,900	97
	PENNSYLVANIA			
	Forest	1,600	1,600	97
	Venango	19,100	17,900	94
	Warren	14,200	13,200	93
Between 5-24%	NEW YORK			
	Chautauqua	47,700	46,000	96
	PENNSYLVANIA			
	Mc Kean	16,600	15,700	95
	Mercer	38,800	37,400	96
Station Totals		274,200	263,500	96
Net Weekly Circulation (1970-71)				118,600
Average Daily Circulation (1970-71)				70,900

Pennsylvania—Harrisburg



WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1500-kw max. & 1024-kw horizontal visual, 302-kw max. & 204-kw horizontal aural. Antenna: 900-ft. above av. terrain, 172-ft. above ground, 1482-ft. above sea level.

Latitude 40° 20' 44"
Longitude 76° 52' 09"

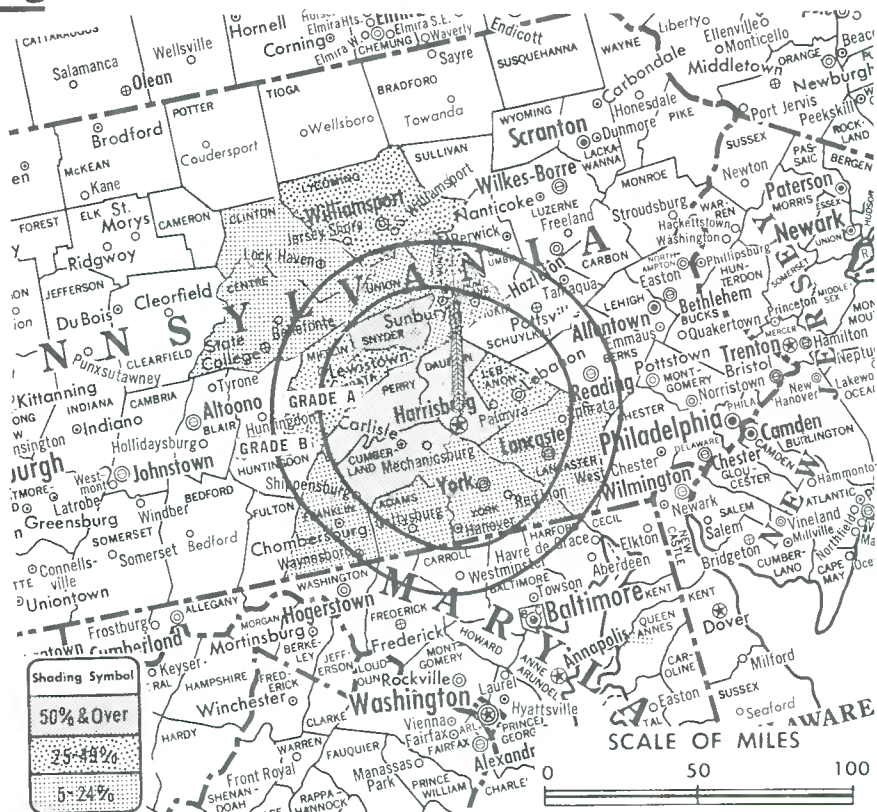
Requests CP for change to 1250-kw max. & 475-kw horizontal visual, 245-kw max. & 95-kw horizontal aural, 1220-ft. above av. terrain, 496-ft. above ground, 1806-ft. above sea level. BPCT-4510.

Transmitter: Blue Mountain.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: UPI.

AM Affiliate: WHP, 5-kw, 580 kHz (CBS). **FM Affiliate:** WHP-FM, 6.5-kw, 97.3 MHz (No. 247), 810-ft. (CBS).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WHP-TV Ref: FCC File No. BMPCT-6845 Granted 9/3/68

©American Map Co., Inc., N.Y., No. 14244

WHP-TV

Licensee: WHP Inc., 216 Locust St., Harrisburg (17108).

Studio: 216 Locust St.

TWX No.: 510-650-0816.

Telephone: 717-234-3211.

Ownership: Telegraph Press Inc., 63.144%; estate of E. J. Stackpole, 19.99%; A. H. Stackpole estate, .238%; Joseph M. Higgins, pres., 6%; Robert W. Perry, secy. & asst. treas.; Meade D. Detweiler III, treas. & asst. secy., 1.14%; Mary Frances Detweiler, .476%.

Began Operation: April 15, 1953.

Represented (sales) by Savalli/Gates Inc.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOSEPH H. HIGGINS, president & general manager.
DONALD YEISER, general sales manager.
FRED EDWARDS, chief engineer.

DIGEST OF RATE CARD NO. 16—(Sept. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-11 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$120.00	Graded rates apply*	

*Highest rate: \$280.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Perry	9,100	8,600	95
	Snyder	8,400	7,700	91
Between 25-49%	PENNSYLVANIA			
	Junata	5,200	4,700	91
	Lebanon	31,400	29,900	95

(Continued on page 667-b)

Station Totals	558,400	528,000	95
Net Weekly Circulation (1970-71)			192,200
Average Daily Circulation (1970-71)			107,400



SAVALLI



GATES

INCORPORATED

NATIONAL RADIO-TELEVISION REPRESENTATIVES

509 Madison Avenue, New York, N. Y. 10022 212-688-2380

**DOMINANT
CBS AFFILIATE
IN HARRISBURG
FOR CENTRAL PENNSYLVANIA**

Pennsylvania—Harrisburg-York-Lebanon



WTPA



Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 426-kw horizontal visual, 200-kw max. & 85.2-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.4"
Longitude 76° 57' 02.2"

Transmitter: W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

TV tape: Recording facilities.

FM Affiliate: WTPA-FM, 104.1 MHz (No. 281), 5-kw, 690-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTPA Ref: FCC File No. BPCT-3028 Granted 5/11/62

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WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17105).

Telephone: 717-238-7171. TWX No.: 510-650-0803.

Ownership: Same interests also publish Harrisburg Patriot and News. For other Newhouse family interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (Television Digest, Vol. 13:15, 20).

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

PAUL S. ABBOTT, general manager & film buyer.
JACK THORNSLEY, sales manager.
PAUL BAKER, program director.
MIKE ROSS, news director.
CHARLES W. BAKER, chief engineer.

DIGEST OF RATE CARD NO. 22—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.

Class AA—7:30-10:30 p.m., daily.


\$500.00 \$300.00 \$200.00 \$125.00 Graded rates apply*

*Highest rate: \$235.

NETWORK BASE HOURLY RATE: \$561.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Lebanon	31,400	29,900	95
	Mifflin	14,900	13,900	93
	Perry	9,100	8,600	95
	Snyder	8,400	7,700	91
Between 25-49%	PENNSYLVANIA			
	Juniata	5,200	4,700	91
	Lancaster	99,800	92,700	93
	Lycoming	36,700	34,300	93
Between 5-24%	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Berks	99,800	96,300	96
	Centre	28,300	26,600	94
	Clinton	11,900	11,400	96
	Franklin	32,200	30,000	93
	Huntingdon	12,200	11,500	94
	Montour	4,200	3,900	94
	Schuylkill	53,600	51,200	95
Sullivan	1,800	1,700	94	
Union	7,900	7,200	91	
Station Totals		725,800	688,700	95
Net Weekly Circulation (1970-71)			269,500	
Average Daily Circulation (1970-71)			149,900	

Pennsylvania—Johnstown

NBC WJAC-TV 
Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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 kHz (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 MHz (No. 238), 1070-ft.

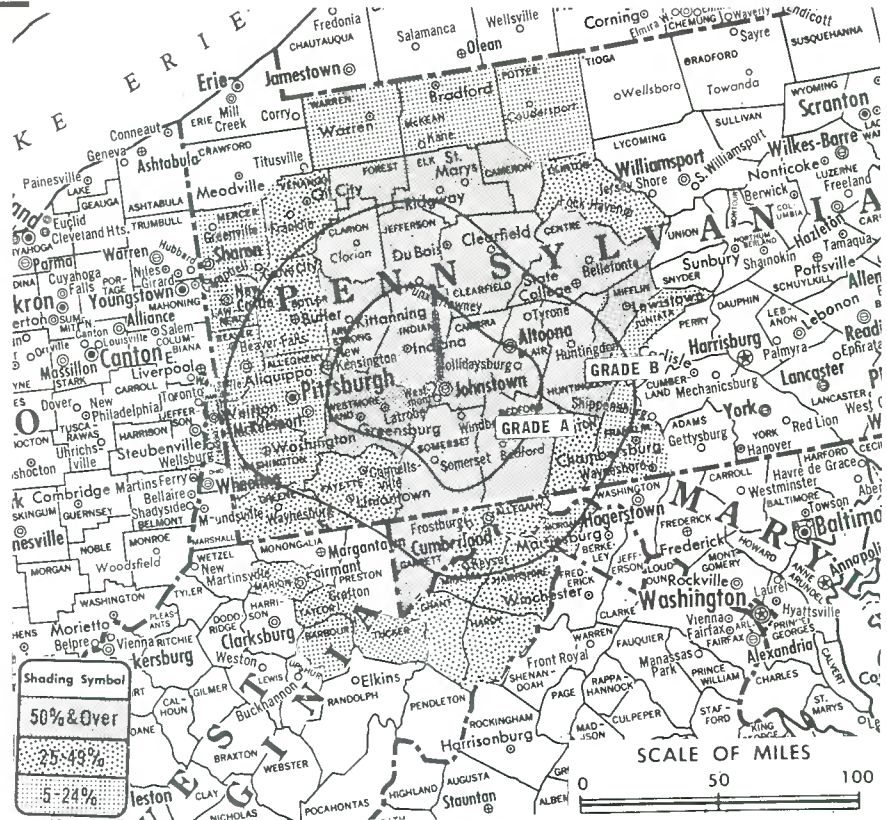
Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: AP.

Represented (engineering) by James C. McNary.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © MSI Consumer Market Data as of 1/1/72. TV Homes: TV % and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4 b).



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 (15907).

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. 22—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 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: \$325.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
	MARYLAND			
	Garrett	6,400	6,000	94
	PENNSYLVANIA			
	Armstrong	24,200	23,300	96
	Bedford	13,500	12,700	94
	Blair	44,000	42,400	96
	Cambria	56,900	55,200	97
	Cameron	2,400	2,300	97
	Centre	28,300	26,600	94
	Clarion	11,600	11,100	95
50% & Over	Clearfield	23,700	22,800	96
	Elk	10,900	10,500	96
	Forest	1,600	1,600	97
	Huntingdon	12,200	11,500	94
	Indiana	23,700	22,700	96
	Jefferson	14,300	13,700	96
	Mifflin	14,900	13,900	93
	Somerset	24,800	23,600	95
	Westmoreland	118,400	115,300	97

(Continued on page 677-b)

Station Totals	1,455,200	1,401,800	96
Net Weekly Circulation (1970-71)			489,200
Average Daily Circulation (1970-71)			299,700

NEED "WOMEN" IN WEST-CENTRAL PENNSYLVANIA?

It's Easy With

CHANNEL



WJAC-TV

Johnstown — Channel 6

5:00 PM to 7:30 PM

*Share of Homes 67%
 *Share of Women 66%
 *Women 18-49 67%

*Source: Nov. '71 ARB

Johnstown-Altoona

*Data used is subject to the qualifications given in report.

Pennsylvania—Johnstown



WARD-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 178-kw max. & 95.6-kw horizontal visual, 15.81-kw max. & 10.47-kw horizontal aural. Antenna: 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Latitude 40° 19' 47"
Longitude 78° 53' 45"

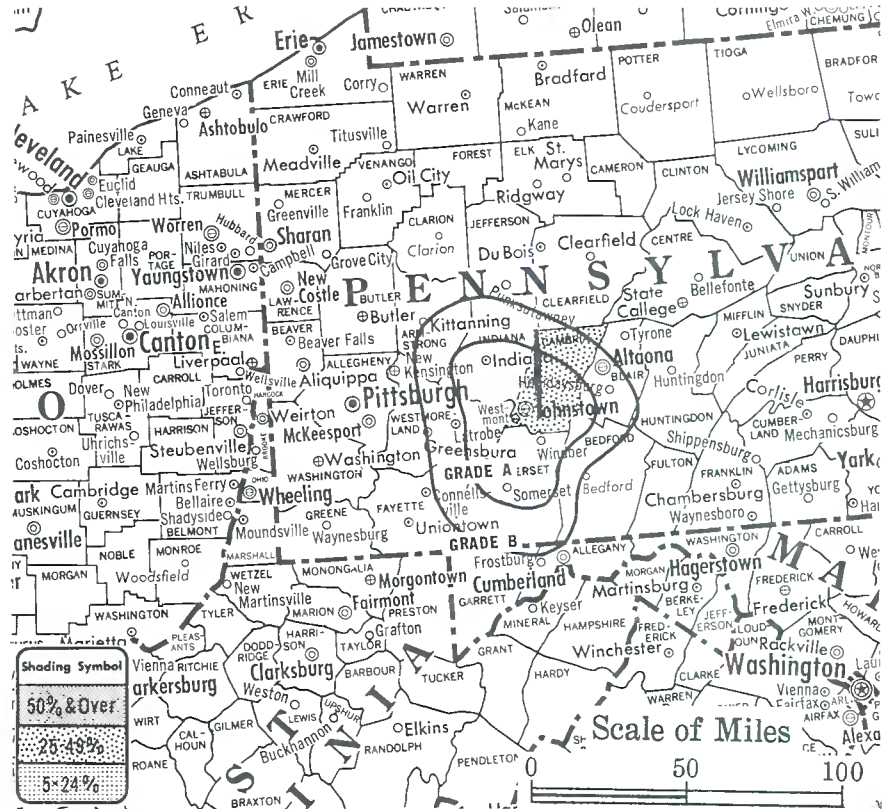
Transmitter: Cover Hill.

AM Affiliate: WARD, 1-kw (.25-kw night), 1490 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WARD-TV Ref: FCC File No. BNPCT-4508 Granted 3/13/57

© American Map Co., Inc., N.Y., No. 14244

WARD-TV

Network Service: CBS.

Licensee: Cover Broadcasting Inc., 341 Lincoln St., Johnstown, Pa. (15901).

Studio: Cover Hill.

Telephone: 814-536-0761.

Ownership: John E. Gelormino, 49%; Benjamin C. Werk, Norman W. Sponseller & Dustin C. Lewis, 17% each.

Began Operation: Oct. 15, 1953. Sale to present owners by Rivoli Realty Co. approved by FCC March 17, 1971.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Lohnes & Culver.

Personnel:

BEN WERK, president & general manager.
GEORGE SCIRANKO, sales manager.
RODGE WOOD, program director.
JOHN KERSHESKEY, chief engineer.
CLARE WERK, promotion.

DIGEST OF RATE CARD NO. 1
(May 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$200.00	\$130.00	\$100.00	\$50.00	\$50.00	\$40.00
Class B—12-5 p.m., daily.	\$150.00	\$100.00	\$50.00	\$50.00	\$40.00	\$25.00

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA Cambria	56,900	55,200	97
Station Totals		56,900	55,200	97
Net Weekly Circulation (1970-71)				17,400
Average Daily Circulation (1970-71)				7,800

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

Pennsylvania—Lancaster



Technical Facilities: Channel No. 8 (180-186 MHz). 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-kHz (NBC).

FM Affiliate: WGAL-FM, 20-kw, 101.3 MHz (No. 267), 940-ft. antenna.

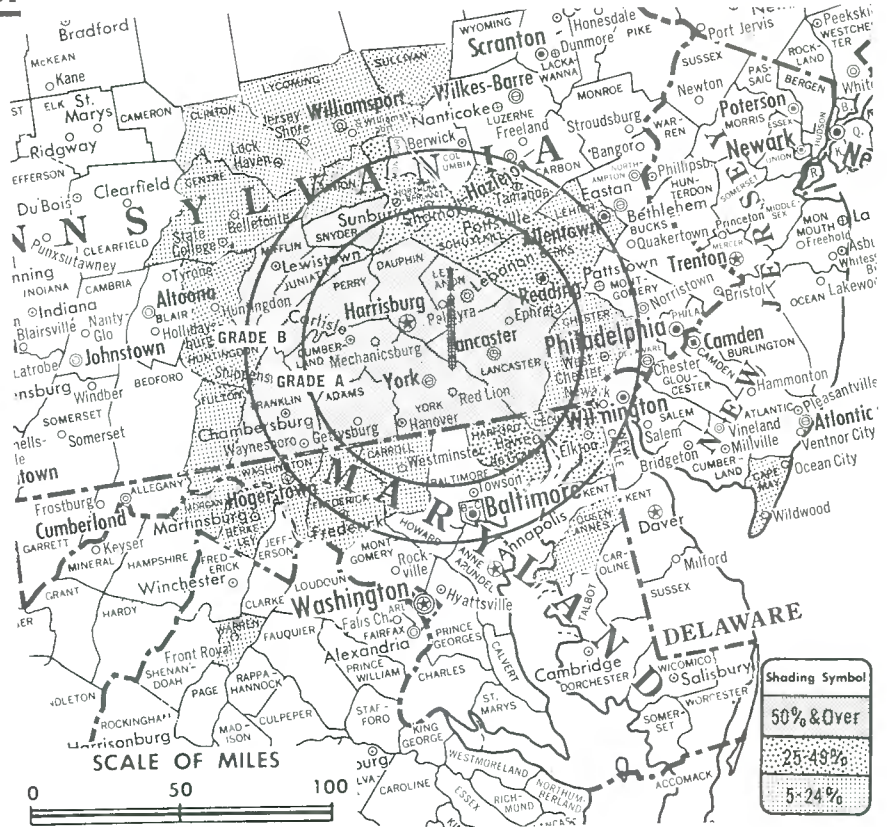
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 J. Hale Steinman family, 100%. Same interests operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WEST, Easton, all in Pennsylvania. WGAL Television Inc. also owns 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.; Kettell-Carter Inc. (Boston); Bob Hix Co. (Denver); Eugene F. Gray (Kansas City); Busby, Finch & Woods (Atlanta & Dallas); Pearse Sales (Detroit).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- CLAIR R. McCOLLOUGH, president & general manager.
- HARRY J. SHAUB JR., assistant general manager.
- HAROLD E. MILLER, station manager.
- NELSON SEARS, program manager.
- LEROY K. STRINE, national sales manager.
- THOMAS McCARTY, regional sales manager.
- ROBERT H. ZIMA, sales service manager.
- J. JUDE SCHLAGER, sales development manager.
- ROBERT WALTHER, production manager.
- PAUL I. WOODLAND, promotion director.
- ROBERT MALICK, farm director.
- WAYNE SEACAT, chief engineer.

DIGEST OF RATE CARD NO. 23—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.
Class AAA—7:30-10:30 p.m., daily.
\$1500.00 \$975.00 \$600.00 \$500.00 Graded rates apply*

*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$1600 (NBC).

1972-73 Edition

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA				
		Adams	17,300	16,500	95
		Cumberland	50,200	48,300	96
		Dauphin	76,400	73,300	96
		Franklin	32,200	30,000	93
		Juniata	5,200	4,700	91
		Lancaster	99,800	92,700	93
		Lebanon	31,400	29,900	95
		Mifflin	14,900	13,900	93
		Perry	9,100	8,600	95
	Snyder	8,400	7,700	91	
	York	90,600	87,100	96	
Between 25-49%	MARYLAND				
		Cecil	14,600	14,300	98
		Harford	34,400	33,600	98
Between 5-24%	PENNSYLVANIA				
		Berks	99,800	96,300	96
		Northumberland	33,900	31,900	94
		Schuylkill	53,600	51,200	95
	MARYLAND				
	Carroll	20,300	19,900	98	
	Frederick	25,600	24,900	97	
	Queen Annes	6,000	5,700	96	
	Washington	33,400	32,400	97	
NEW JERSEY					
	Cape May	22,100	21,300	96	
PENNSYLVANIA					
	Centre	28,300	26,600	94	
	Chester	81,200	78,800	97	
	Clinton	11,900	11,400	96	
	Fulton	3,300	3,000	90	
	Huntingdon	12,200	11,500	94	
	Lehigh	85,400	82,800	97	
	Lycoming	36,700	34,300	93	

(Continued on page 677-b)

Station Totals	1,067,700	1,020,500	96
Net Weekly Circulation (1970-71)			478,300
Average Daily Circulation (1970-71)			294,100

Pennsylvania—Lancaster-Lebanon



WLYH-TV

Ch. 15



Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 130-kw visual, 24-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level.

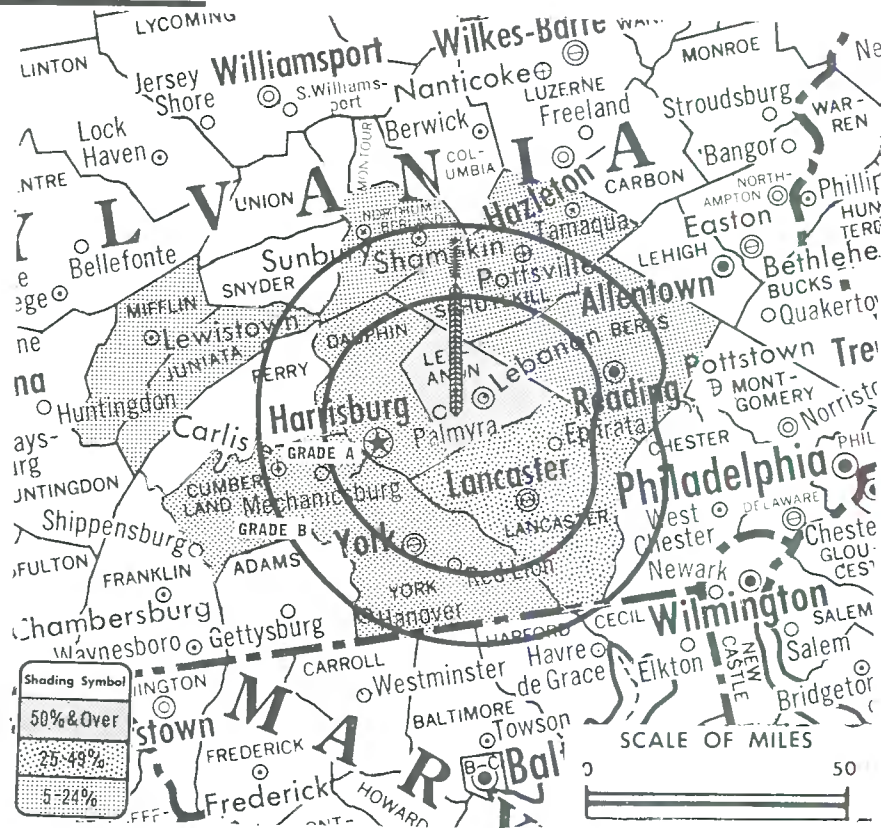
Latitude 40° 15' 49"
Longitude 76° 27' 42"

Transmitter: Television Hill, R.D. #5.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WLYH-TV Ref: FCC File No. BMPCT-1288 Granted 9/1/53

©American Map Co., Inc., N.Y., No. 14244

WLYH-TV

Network Service: CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Park City Center, Lancaster; Television Hill, Lebanon.

Telephone: 717-273-4551. TWX No.: 510-650-4953.

Ownership: Triangle Publications, Inc. See Group Ownership of TV Stations. Note: Sale pends (Television Digest, Vol. 11:50).

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 TV; Dome-Messervy Inc. (Pittsburgh).

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

LEO M. MacCOURTNEY, general manager.
OWEN WEBER, program director.
STEVE PETRICH, sales manager.
ROBERT GOOD, chief engineer.

DIGEST OF RATE CARD NO. 8 (Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$500.00	\$300.00				\$55.00	\$38.00
NETWORK BASE HOURLY RATE: \$100.						

Combination Rates for WLYH-TV & WSBA-TV, York, Pa. (Keystone Group):

DIGEST OF RATE CARD Keystone '71 (Jan. 1, 1971)

Class AA—7:30-10:30 p.m., daily.					
\$1000.00	\$600.00			\$160.00	\$80.00 \$55.00

670-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Lebanon	31,400	29,900	95
	Between 25-49%	PENNSYLVANIA Lancaster	99,800	92,700
Between 5-24%	PENNSYLVANIA Berks	99,800	96,300	96
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Juniata	5,200	4,700	91
	Mifflin	14,900	13,900	93
	Northumberland	33,900	31,900	94
	Schuylkill	53,600	51,200	95
	York	90,600	87,100	96
Station Totals		555,800	529,300	95
Net Weekly Circulation (1970-71)				101,600
Average Daily Circulation (1970-71)				46,100

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

TV Factbook No. 42

Pennsylvania—Philadelphia

KYW-TV
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

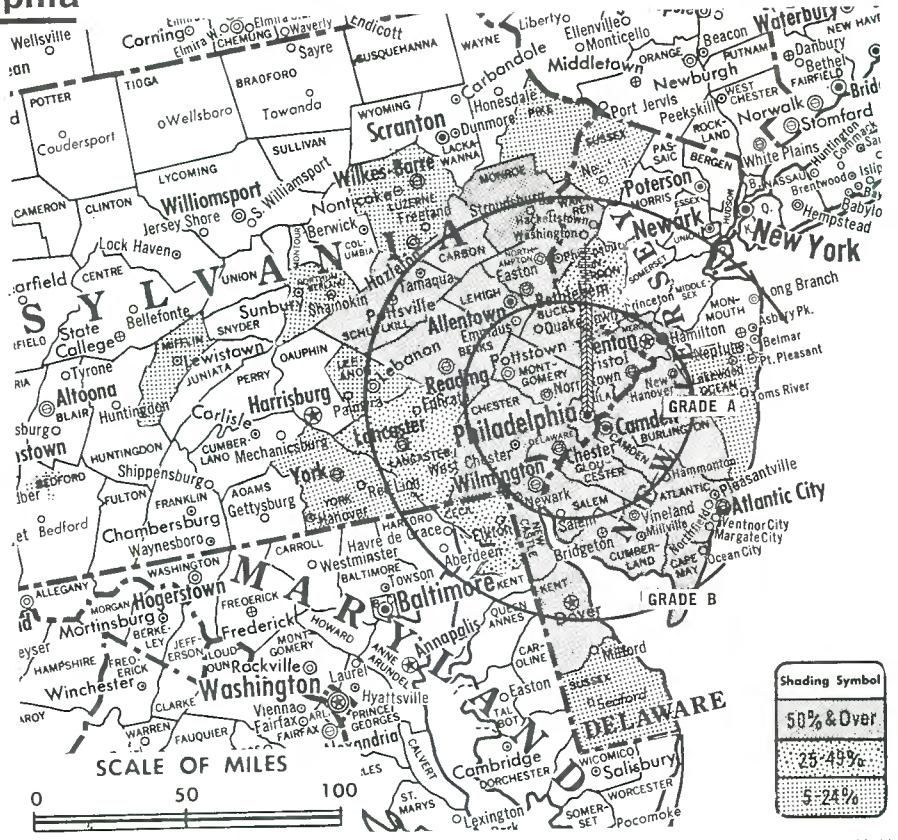
AM Affiliate: KYW, 50-kw, 1060 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KYW-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., 1619 Walnut St., Philadelphia (19103).

Studio: Independence Mall, East Philadelphia, Pa. (19106).

Telephone: 215-238-4700.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Marvin L. Shapiro, exec. v.p. & pres., station group; Franklin A. Tooke, v.p. for Philadelphia area. Also operates TV stations KDKA-TV, Pittsburgh; WBZ-TV, Boston; WJZ-TV, Baltimore; KPIX, San Francisco. For other interests & corporate officers, 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) by Television Advertising Representatives Inc.

Personnel:

FRANKLIN A. TOOKE, area vice president.
JOHN M. ROHRBACH JR., general manager.
LEE E. CARLSON, general sales manager.
ALBERT HOLTZ, sales manager.
JAMES J. SIEGER, program director.
J. CHARLES GIDEL, business manager.
JIM CAPONE, creative services director.
DAVE BEDDOW, executive producer.
GARY FRANKLIN, news director.
CHARLES S. BLAIR, engineering manager.

DIGEST OF RATE CARD NO. 9A—(Sept. 6, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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 \$2660 \$1330 \$650 \$2000* \$1700* \$1000*

*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$4350.

1972-73 Edition

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over		DELAWARE			
		Kent	24,100	23,300	97
		New Castle	119,700	117,800	98
		NEW JERSEY			
		Atlantic	63,400	60,700	96
		Burlington	88,400	86,700	98
		Camden	143,200	140,400	98
		Cape May	22,100	21,300	96
		Cumberland	38,300	37,200	97
		Gloucester	52,300	51,300	98
	Mercer	96,700	93,600	97	
	Salem	19,200	18,600	97	
	Warren	24,000	23,200	97	
		PENNSYLVANIA			
		Berks	99,800	96,300	96
		Bucks	122,200	119,800	98
		Carbon	17,200	16,600	96
		Chester	81,200	78,800	97
		Delaware	183,500	180,300	98
		Lehigh	85,400	82,800	97
	Monroe	15,100	14,500	96	
	Montgomery	194,600	190,200	98	
	Northampton	68,500	66,100	97	
	Philadelphia	646,100	621,700	96	
	Schuylkill	53,600	51,200	95	
Between 25-49%		MARYLAND			
		Cecil	14,600	14,300	98
		NEW JERSEY			
	Hunterdon	22,000	21,300	97	
	PENNSYLVANIA				
	Lancaster	99,800	92,700	93	
Between 5-24%		DELAWARE			
		Sussex	25,500	24,200	95

(Continued on page 677-b)

Station Totals 2,807,600 2,718,000 97
Net Weekly Circulation (1970-71) 2,035,700
Average Daily Circulation (1970-71) 1,305,800

Pennsylvania—Philadelphia



WCAU-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.6-kw aural. Antenna: 1160-ft. above av. terrain, 1137-ft. above ground, 1431-ft. above sea level.

Latitude 40° 02' 36"

Longitude 75° 14' 12"

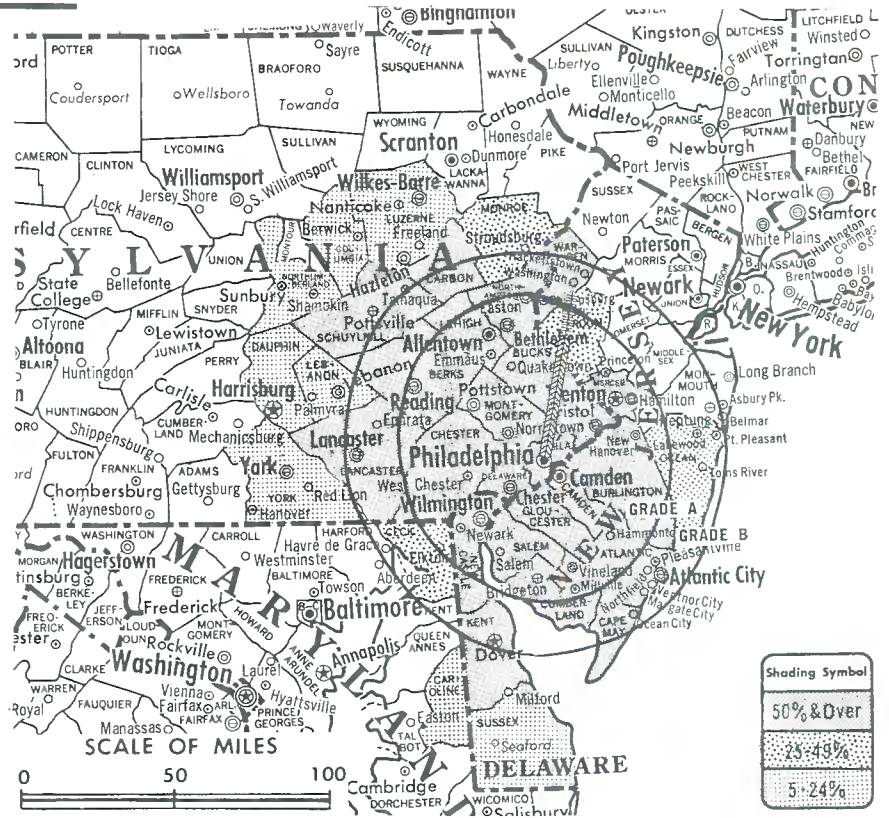
Transmitter: Domino Lane & Fowler St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WCAU-TV Ref: FCC File No. BPCT-4403 Granted 2/25/71

©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 kHz (CBS).

FM Affiliate: WCAU-FM, 10-kw, 98.1 MHz (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:

- GORDON L. FRENCH, vice president & general manager.
- C. ROBERT GROSS, director of engineering.
- EDWARD H. ARMSBY, dir., promotion & information services.
- FRANK C. BEAZLEY JR., sales director.
- W. EDMUND CRAMER, director of broadcasting.
- MELVIN LEVINE, director, planning & administration.
- RICHARD GOLDSTEIN, sales manager.
- WILLIAM J. FAATH, business affairs director.
- ALVIN L. HOLLANDER JR., gen. asst. to general manager.
- JOHN F. HORSTMANN JR., bcstg. operations services mgr.
- GORDON W. WEST, mgr., film & videotape broadcast services.
- JIM HIRSCHFELD, director of program services.
- ANNE J. CAMPBELL, employe & community relations dir.
- BARRY NEMCOFF, news director.

DIGEST OF RATE CARD NO. 27
 (Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
 Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.
 \$5000 \$3000 \$2000 \$1500 \$2100* \$1700* \$900*

*Class A-1—7:29-11:30 p.m., Mon.-Fri.; 6:59-11:30 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4000.

672-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	24,100	23,300	97
	New Castle	119,700	117,800	98
	NEW JERSEY			
	Atlantic	63,400	60,700	96
	Burlington	88,400	86,700	98
	Camden	143,200	140,400	98
	Cape May	22,100	21,300	96
	Cumberland	38,300	37,200	97
	Gloucester	52,300	51,300	98
	Mercer	96,700	93,600	97
	Salem	19,200	18,600	97
	Warren	24,000	23,200	97
	PENNSYLVANIA			
Berks	99,800	96,300	96	
Bucks	122,200	119,800	98	
Carbon	17,200	16,600	96	
Chester	81,200	78,800	97	
Delaware	183,500	180,300	98	
Lancaster	99,800	92,700	93	
Lehigh	85,400	82,800	97	
Montgomery	194,600	190,200	98	
Northampton	68,500	66,100	97	
Philadelphia	646,100	621,700	96	
Schuylkill	53,600	51,200	95	
Between 25-49%	MARYLAND			
	Cecil	14,600	14,300	98
	NEW JERSEY			
Hunterdon	22,000	21,300	97	
PENNSYLVANIA				
Monroe	15,100	14,500	96	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
MARYLAND				
Caroline	6,600	6,300	95	
(Continued on page 677-b)				
Station Totals		2,865,000	2,773,400	97
Net Weekly Circulation (1970-71)			2,070,400	
Average Daily Circulation (1970-71)			1,312,100	

Pennsylvania—Philadelphia (Burlington, N.J.)

WKBS-TV

Ch. 48



Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 2377-kw max. & 2140-kw horizontal visual, 237.7-kw max. & 214-kw horizontal aural. Antenna: 1104-ft. above av. terrain, 1103-ft. above ground, 1356-ft. above sea level.

Latitude 40° 02' 35.5"
Longitude 75° 14' 32.5"

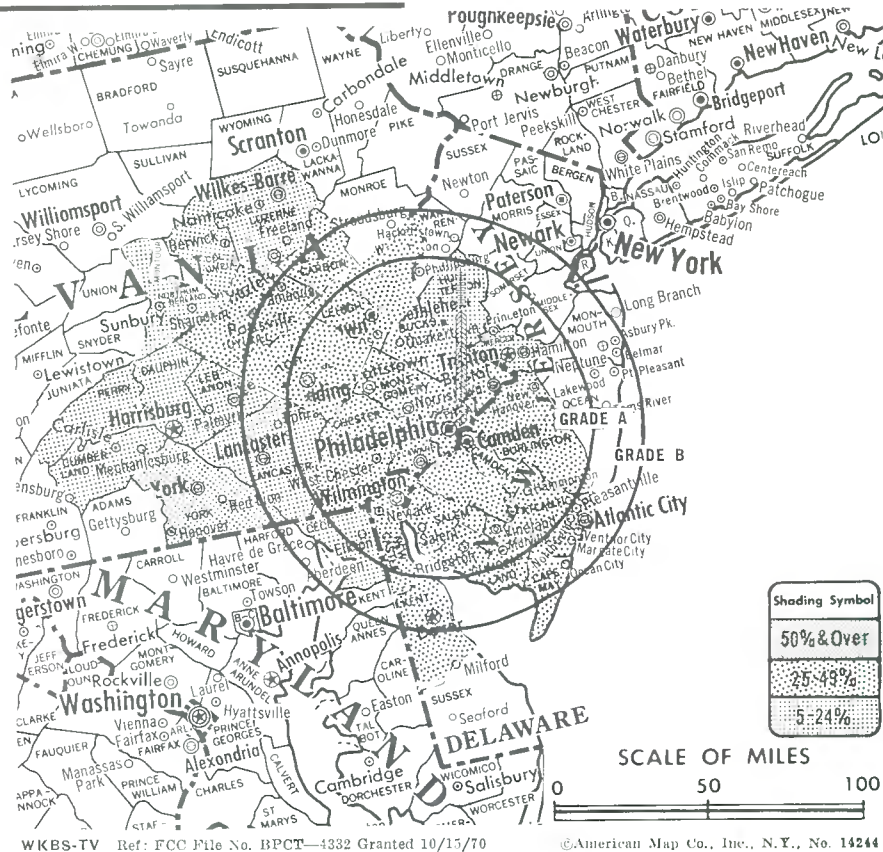
Transmitter: Umbria St., near Domino Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: \approx MSB
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 Peters, Griffin, Woodward Inc.; Stovin-Byles TV Ltd. (Canada).

Represented (engineering) by Gautney & Jones.

Personnel:

- G. WILLIAM RYAN, general manager.
- JAMES WARNER, general sales manager.
- JOHN KLINE, sales manager.
- LON C. LEE, program manager.
- LAWRENCE D. SHACKELFORD, director of information services.
- TERRY L. LIONBERGER, production manager.
- CARL GRANT, news manager.
- JAMES LAWLESS, business manager.
- GLENN H. ROMSOS, engineering manager.

DIGEST OF RATE CARD NO. 4 (Sept. 7, 1971)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00		Graded rates apply*	

*Highest rate: \$300.

For Group Ownership of TV Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
DELAWARE				
	Kent	24,100	23,300	97
	New Castle	119,700	117,800	98
NEW JERSEY				
	Atlantic	63,400	60,700	96
	Burlington	88,400	86,700	98
	Camden	143,200	140,400	98
	Cape May	22,100	21,300	96
	Cumberland	38,300	37,200	97
	Gloucester	52,300	51,300	98
	Salem	19,200	18,600	97
Between 25-49%	PENNSYLVANIA			
	Berks	99,800	96,300	96
	Bucks	122,200	119,800	98
	Carbon	17,200	16,600	96
	Chester	81,200	78,800	97
	Delaware	183,500	180,300	98
	Lehigh	85,400	82,800	97
	Montgomery	194,600	190,200	98
	Northampton	68,500	66,100	97
	Philadelphia	646,100	621,700	96
	Schuylkill	53,600	51,200	95
	MARYLAND			
	Cecil	14,600	14,300	98
	NEW JERSEY			
	Hunterdon	22,000	21,300	97
	Mercer	96,700	93,600	97
Between 5-24%	PENNSYLVANIA			
	Columbia	18,300	17,500	96
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Lancaster	99,800	92,700	93
	Lebanon	31,400	29,900	95
	Luzerne	113,000	109,700	97
	Northumberland	33,900	31,900	94
	Perry	9,100	8,600	95
	York	90,600	87,100	96
Station Totals		2,778,800	2,689,300	97
Net Weekly Circulation (1970-71)				929,100
Average Daily Circulation (1970-71)				390,900

Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 4300-kw max. & 2450-kw horizontal visual, 645-kw max. & 368-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1144-ft. above ground, 1364-ft. above sea level.

Latitude 40° 02' 30"
Longitude 75° 13' 24"

Transmitter: E. Domino Lane.

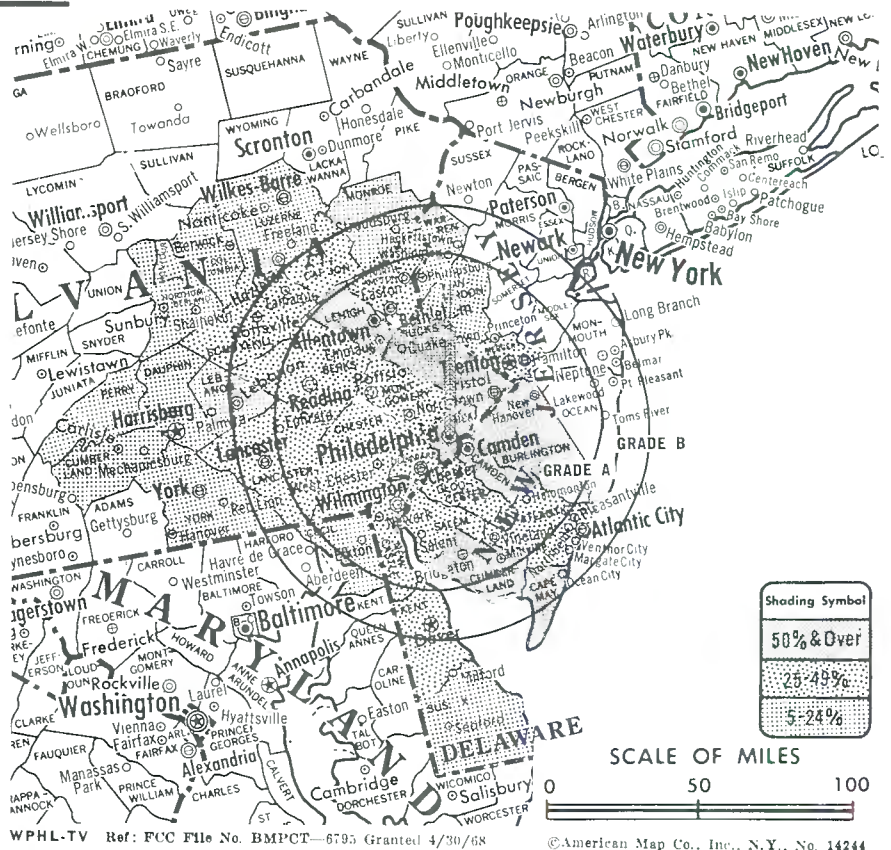
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WPHL-TV Ref: FCC File No. BMPCT-6793 Granted 4/30/68

© American Map Co., Inc., N.Y., No. 14244

WPHL-TV

Network Service: NBC & ABC on per program basis.

Licensee: WPHL-TV Inc., 1529 Walnut St., Philadelphia, Pa. (19102).

Studio: 1230 E. Mermaid Lane, Philadelphia (19118).

Office: 1529 Walnut St., Philadelphia (19102).

Telephones: 215-665-8777 (office); 215-242-2800 (studio).

Telex: 845-400 (sales), 845-301 (studio).

Ownership: Subsidiary of AVC Corp. Also owns controlling interest in off-air WPGH-TV, Pittsburgh; WATL-TV, Atlanta & WXIX-TV, Newport, Ky. (Cincinnati). Sale of WXIX-TV pends.

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).

Represented (legal) by Covington & Burling.

Personnel:

RALPH CALIRI, president.
SAMUEL FEINBERG, vice president & general manager.
BERNARD BRODE, sales manager.
ROBERT FISHMAN, sales manager.
HARRY J. WIEST JR., station manager.
RUSS ARTZ, chief engineer.

DIGEST OF RATE CARD NO. 15
(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
\$700.00 \$460.00 \$200.00 \$175.00 Graded rates apply*

*Highest rate: \$560.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY			
	Burlington	88,400	86,700	98
	Camden	143,200	140,400	98
	Cape May	22,100	21,300	96
	Cumberland	38,300	37,200	97
Between 25-49%	PENNSYLVANIA			
	Bucks	122,200	119,800	98
	Lehigh	85,400	82,800	97
	Philadelphia	646,100	621,700	96
	DELAWARE			
	Kent	24,100	23,300	97
	New Castle	119,700	117,800	98
	NEW JERSEY			
	Atlantic	63,400	60,700	96
	Gloucester	52,300	51,300	98
Between 5-24%	Mercer	96,700	93,600	97
	Salem	19,200	18,600	97
	PENNSYLVANIA			
	Berks	99,800	96,300	96
	Carbon	17,200	16,600	96
	Chester	81,200	78,800	97
	Delaware	183,500	180,300	98
	Lancaster	99,800	92,700	93
	Montgomery	194,600	190,200	98
	Northampton	68,500	66,100	97
Schuylkill	53,600	51,200	95	
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	MARYLAND			
Cecil	14,600	14,300	98	
Between 5-24%	NEW JERSEY			
	Hunterdon	22,000	21,300	97
Warren	24,000	23,200	97	

(Continued on page 677-b)

Station Totals	2,847,600	2,755,100	97
Net Weekly Circulation (1970-71)			1,033,900
Average Daily Circulation (1970-71)			400,100

Pennsylvania—Philadelphia



WPVI-TV
(formerly WFIL-TV)
Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

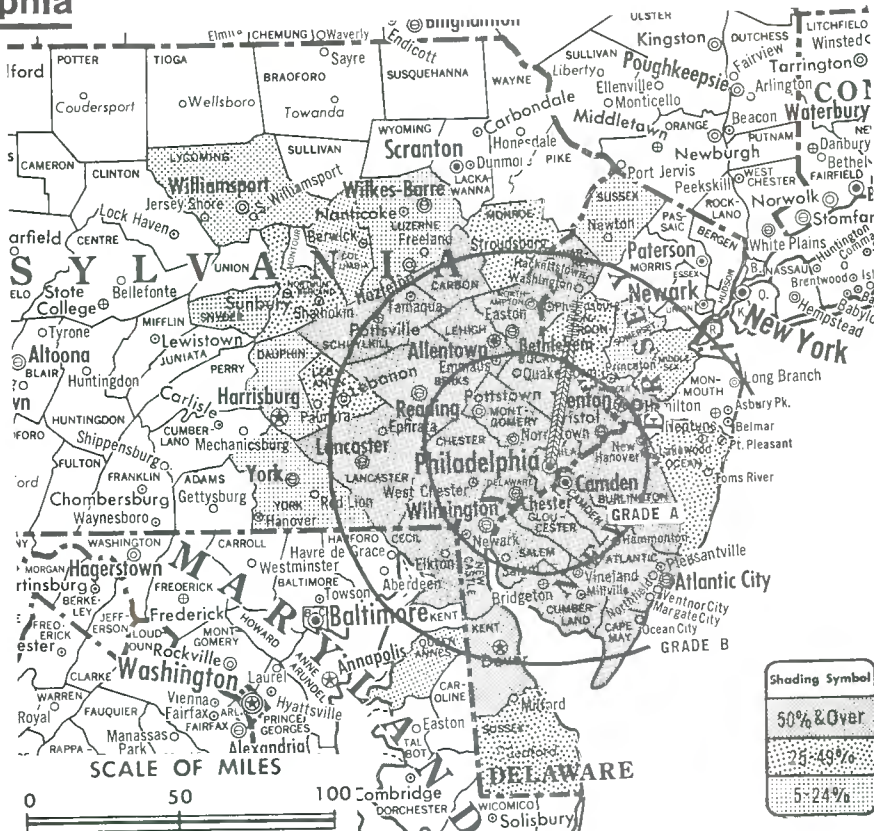
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Kear & Kennedy.

Total Households: © MSA
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WPVI-TV Ref: FCC File No. BPC1-2212 Granted 3/22/57

American Map Co., Inc., N.Y., No. 14244

WPVI-TV

Licensee: Capital Cities Broadcasting Corp., 4100 City Line Avenue, Philadelphia (19131).

Studios: 4100 City Line Avenue.

Telephone: 215-878-9700. TWX No.: 215-569-9730.

Ownership: Capital Cities Broadcasting Corp. For officers and other interests, see Group Ownership of Television Stations in the Services Volume.

Began Operation: Sept. 13, 1947. Sale to present owner by Triangle publications approved by FCC Feb. 24, 1971 (Television Digest, Vols. 10:8 & 9; 11:9).

Represented (sales) by Blair Television (U.S.); Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

EUGENE McCURDY, general manager.
HENRY G. CHADWICK, general sales manager.
NORMAN D. LEEBRON, local sales manager.
WALTER LISS, advertising & promotion manager.
GEORGE WALSH, program director.
IRWIN L. ROSS, chief engineer.
WENDELL VICE, business manager.

DIGEST OF RATE CARD NO. 1971-1—(Jan. 18, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	ID
Class AA—7-11 p.m., daily.					
\$7000.00	\$4250.00		\$4000.00	\$2000.00	\$1000.00

NETWORK BASE HOURLY RATE: \$4950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	24,100	23,300	97
	New Castle	119,700	117,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Cecil	14,600	14,300	98
	NEW JERSEY			
	Atlantic	63,400	60,700	96
	Burlington	88,400	86,700	98
	Camden	143,200	140,400	98
	Cape May	22,100	21,300	96
	Cumberland	38,300	37,200	97
	Gloucester	52,300	51,300	98
	Mercer	96,700	93,600	97
	Salem	19,200	18,600	97
	Warren	24,000	23,200	97
	Between 25-49%	PENNSYLVANIA		
Berks		99,800	96,300	96
Bucks		122,200	119,800	98
Carbon		17,200	16,600	96
Chester		81,200	78,800	97
Between 5-24%	DELAWARE			
	Sussex	25,500	24,200	95
	NEW JERSEY			
	Hunterdon	22,000	21,300	97
	Ocean	74,300	72,800	98
	PENNSYLVANIA			
	Lebanon	31,400	29,900	95
	Monroe	15,100	14,500	96
	Northumberland	33,900	31,900	94
	MARYLAND			
Queen Annes	6,000	5,700	96	
(Continued on page 677-b)				
Station Totals		3,171,200	3,071,100	97
Net Weekly Circulation (1970-71)			2,150,300	
Average Daily Circulation (1970-71)			1,400,800	

Pennsylvania—Philadelphia

WTAF-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1050-kw max. & 825-kw horizontal visual, 105-kw max. & 82.5-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"

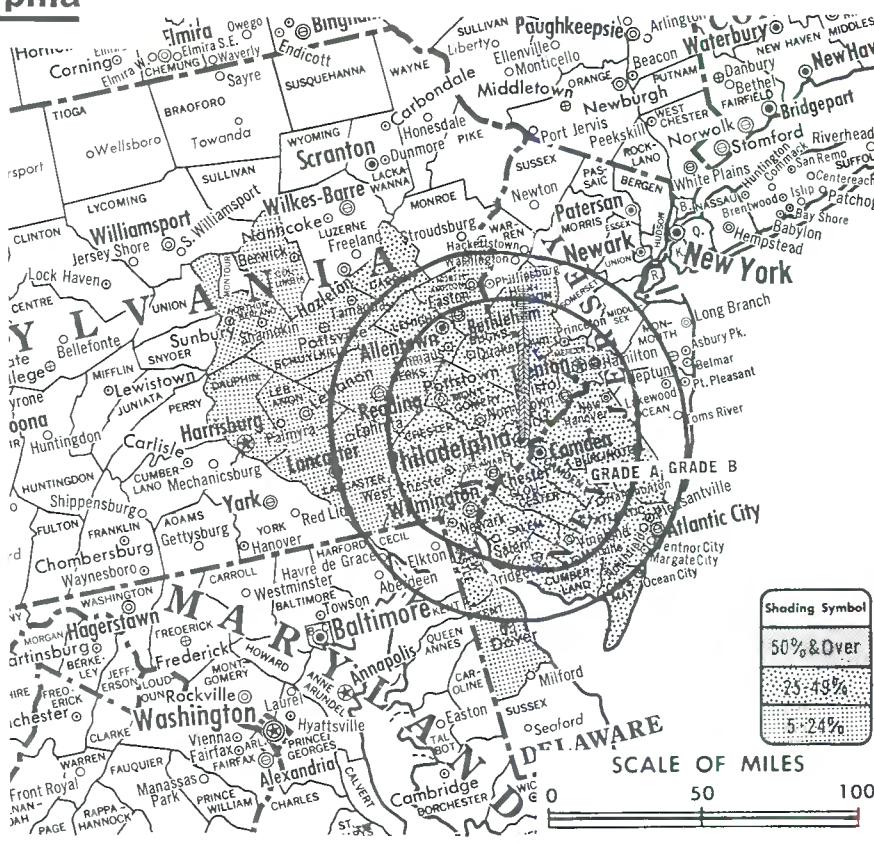
Transmitter: E. Domino Lane.

Color: Network, film, slide, & tape.

News Wire Service: AP, UPI, Reuters.

Studio: The Benson-East.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-h).



WTAF-TV Ref: FCC File No. BPCT-4275 Granted 8/28/69

© American Map Co. Inc., N.Y., No. 14244

WTAF-TV

Network Service: ABC, CBS, NBC on per program basis.

Licensee: Taft Broadcasting Co., Benson East, Jenkintown (19406).

Telephones: 215-546-6971. (Philadelphia); 215-886-2929 (Jenkintown).

Ownership: Taft Bcstg. Co. For other interests, see WKRC-TV, Cincinnati, Ohio.

Began Operation: May 16, 1965. Sale to present owner approved by FCC May 7, 1969 (Television Digest, Vol. 9:21).

Represented (legal) by Koteen & Burt.

Represented (sales) by Katz Television.

Personnel:

ROBERT C. WIEGAND, vice president & general manager.
RICHARD W. OSTRANDER, general sales manager.
RICHARD DREYFUSS, program manager.
MARTIN H. SHANTZ, promotion manager.
BERNARD GUREWICH, chief engineer.
VIC IACONA, local sales manager.
HARDIE MINTZER, news & public affairs director.
JAMES T. MARKS, business manager.

DIGEST OF RATE CARD NO. A11—(July 5, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec.

Class A—6 p.m.-12 a.m., Mon.-Sat.; 7-11 p.m., Sun.

\$800.00 \$500.00 \$250.00 \$200.00 \$150.00 Graded rates apply*

*Highest rate: \$110.

Note: Plans change Summer 1972.

Studio: 330 Market St., Philadelphia, Pa. (19106).

Telephone: 215-925-2929.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	DELAWARE			
	New Castle	119,700	117,800	98
	NEW JERSEY			
	Atlantic	63,400	60,700	96
	Burlington	88,400	86,700	98
	Camden	143,200	140,400	98
	Cape May	22,100	21,300	96
	Cumberland	38,300	37,200	97
	Gloucester	52,300	51,300	98
	Salem	19,200	18,600	97
Between 5-24%	PENNSYLVANIA			
	Bucks	122,200	119,800	98
	Carbon	17,200	16,600	96
	Chester	81,200	78,800	97
	Delaware	183,500	180,300	98
	Lehigh	85,400	82,800	97
	Montgomery	194,600	190,200	98
	Philadelphia	646,100	621,700	96
	DELAWARE			
	Kent	24,100	23,300	97
NEW JERSEY				
Hunterdon	22,000	21,300	97	
Mercer	96,700	93,600	97	
PENNSYLVANIA				
Berks	99,800	96,300	96	
Columbia	18,300	17,500	96	
Dauphin	76,400	73,300	96	
Lancaster	99,800	92,700	93	
Lebanon	31,400	29,900	95	
Northampton	68,500	66,100	97	
Northumberland	33,900	31,900	94	
Schuylkill	53,600	51,200	95	
Station Totals		2,501,300	2,421,300	97
Net Weekly Circulation (1970-71)				696,500
Average Daily Circulation (1970-71)				224,900

KYW-TV, Philadelphia (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW JERSEY			
	Ocean	74,300	72,800	98
	Sussex	24,700	23,800	96
	PENNSYLVANIA			
	Lebanon	31,400	29,900	95
	Luzerne	113,000	109,700	97
	Mifflin	14,900	13,900	93
	Northumberland	33,900	31,900	94
	Pike	4,300	4,000	93
	York	90,600	87,100	96

WCAU-TV, Philadelphia (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW JERSEY			
	Ocean	74,300	72,800	98
	PENNSYLVANIA			
	Columbia	18,300	17,500	96
	Dauphin	76,400	73,300	96
	Lebanon	31,400	29,900	95
	Luzerne	113,000	109,700	97
	Northumberland	33,900	31,900	94
	York	90,600	87,100	96

WPVI-TV, Philadelphia (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NEW JERSEY			
	Middlesex	177,000	173,800	98
	Somerset	60,000	58,700	98
	Sussex	24,700	23,800	96
	PENNSYLVANIA			
	Columbia	18,300	17,500	96
	Dauphin	76,400	73,300	96
	Luzerne	113,000	109,700	97
	Lycoming	36,700	34,300	93
	Snyder	8,400	7,700	91
York	90,600	87,100	96	

WPHL-TV, Philadelphia (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	PENNSYLVANIA			
	Columbia	18,300	17,500	96
	Cumberland	50,200	48,300	96
	Dauphin	76,400	73,300	96
	Lebanon	31,400	29,900	95
	Luzerne	113,000	109,700	97
	Monroe	15,100	14,500	96
	Montour	4,200	3,900	94
	Northumberland	33,900	31,900	94
	Perry	9,100	8,600	95
York	90,600	87,100	96	

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WJAC-TV, Johnstown (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	MARYLAND			
	Allegany	28,600	27,600	97
	PENNSYLVANIA			
	Butler	38,200	37,200	97
	Clinton	11,900	11,400	96
	Fayette	49,400	47,000	95
	Fulton	3,300	3,000	90
	Greene	11,600	11,000	95
	Venango	19,100	17,900	94
	WEST VIRGINIA			
Grant	2,600	2,300	89	
Hampshire	3,700	3,400	91	
Hardy	2,800	2,400	87	
Mineral	7,500	7,100	95	
Between 5-24 %	PENNSYLVANIA			
	Allegheny	516,400	501,700	97
	Beaver	65,000	63,300	97
	Franklin	32,200	30,000	93
	Juniata	5,200	4,700	91
	Lawrence	33,200	32,000	96
	Mc Kean	16,600	15,700	95
	Mercer	38,800	37,400	96
	Potter	5,400	5,100	94
	Warren	14,200	13,200	93
Washington	66,700	64,500	97	
WEST VIRGINIA				
Barbour	4,200	3,900	94	
Brooke	8,800	8,700	98	
Marion	20,700	19,900	96	
Morgan	2,800	2,700	95	
Preston	7,600	7,100	94	
Taylor	4,500	4,200	94	
Tucker	2,400	2,200	93	

WGAL-TV, Lancaster (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	PENNSYLVANIA—(Continued)			
	Sullivan	1,800	1,700	94
	Union	7,900	7,200	91
	VIRGINIA			
	Warren	5,100	4,800	94
	WEST VIRGINIA			
	Berkeley	11,900	11,500	97
	Morgan	2,800	2,700	95

WHP-TV, Harrisburg (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	PENNSYLVANIA—(Continued)			
	Lycoming	36,700	34,300	93
	Mifflin	14,900	13,900	93
	Montour	4,200	3,900	94
	PENNSYLVANIA			
	Adams	17,300	16,500	95
	Centre	28,300	26,600	94
	Clinton	11,900	11,400	96
	Franklin	32,200	30,000	93
	Lancaster	99,800	92,700	93
Northumberland	33,900	31,900	94	
Union	7,900	7,200	91	
York	90,600	87,100	96	

Pennsylvania—Pittsburgh



KDKA-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

TXW No.: 412-642-3113.

TV tape: Recording facilities.

AM Affiliate: KDKA, 50-kw, 1020 kHz.

FM Affiliate: KDKA-FM, 47-kw, 92.9 MHz (No. 225), 890-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.



KDKA-TV Ref: FCC File No. BPCT-1979 Granted 6/12/55

© American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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; Marvin L. Shapiro, exec. v.p. & pres., station group; Edward Wallis, v.p. for Pittsburgh area. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Philadelphia (KYW); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests & corporate officers, 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:

- EDWARD WALLIS, vice president, Pittsburgh.
- JAMES M. KING, general manager.
- WALTER KONJOLKA, general sales manager.
- DAVID E. SALZMAN, program manager.
- IRA L. SLAKTER, promotion manager.
- GLENN LAHMAN, engineering manager.
- JIM MELINDER, business manager.
- ROY HOOVER, chief engineer.

DIGEST OF RATE CARD NO. 29—(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11:30 p.m., Mon.-Fri.; 6:30-11:30 p.m., Sat.-Sun.
\$2200.00 \$1300.00 \$950.00 \$750.00 \$900.00* \$900.00* \$500.00*

*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	6,400	6,000	94
	OHIO			
	Columbiana	35,300	34,400	97
	Jefferson	30,300	29,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Allegheny	516,400	501,700	97
	Armstrong	24,200	23,300	96
	Beaver	65,000	63,300	97
	Butler	38,200	37,200	97
	Cambria	56,900	55,200	97
	Clarion	11,600	11,100	95
	Fayette	49,400	47,000	95
	Forest	1,600	1,600	97
	Greene	11,600	11,000	95
	Indiana	23,700	22,700	96
	Jefferson	14,300	13,700	96
	Lawrence	33,200	32,000	96
	Somerset	24,800	23,600	95
	Venango	19,100	17,900	94
	Washington	66,700	64,500	97
	Westmoreland	118,400	115,300	97
	WEST VIRGINIA			
	Brooke	8,800	8,700	98
	Hancock	12,100	12,000	99
Marion	20,700	19,900	96	
Monongalia	20,000	18,900	95	
Ohio	21,500	21,100	98	
Preston	7,600	7,100	94	
Tucker	2,400	2,200	93	
OHIO				
Belmont	26,600	25,900	97	
Carroll	6,900	6,700	97	
Harrison	5,500	5,300	96	
Monroe	5,100	4,800	94	
Between 25-49%	PENNSYLVANIA			
	Blair	44,000	42,400	96
	Clearfield	23,700	22,800	96
	Crawford	25,500	24,100	95
	Elk	10,900	10,500	96
Mercer	38,800	37,400	96	
(Continued on page 683-b)				
Station Totals		1,630,500	1,577,000	97
Net Weekly Circulation (1970-71)				1,108,600
Average Daily Circulation (1970-71)				795,700

Pennsylvania—Pittsburgh



WIIC-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-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.

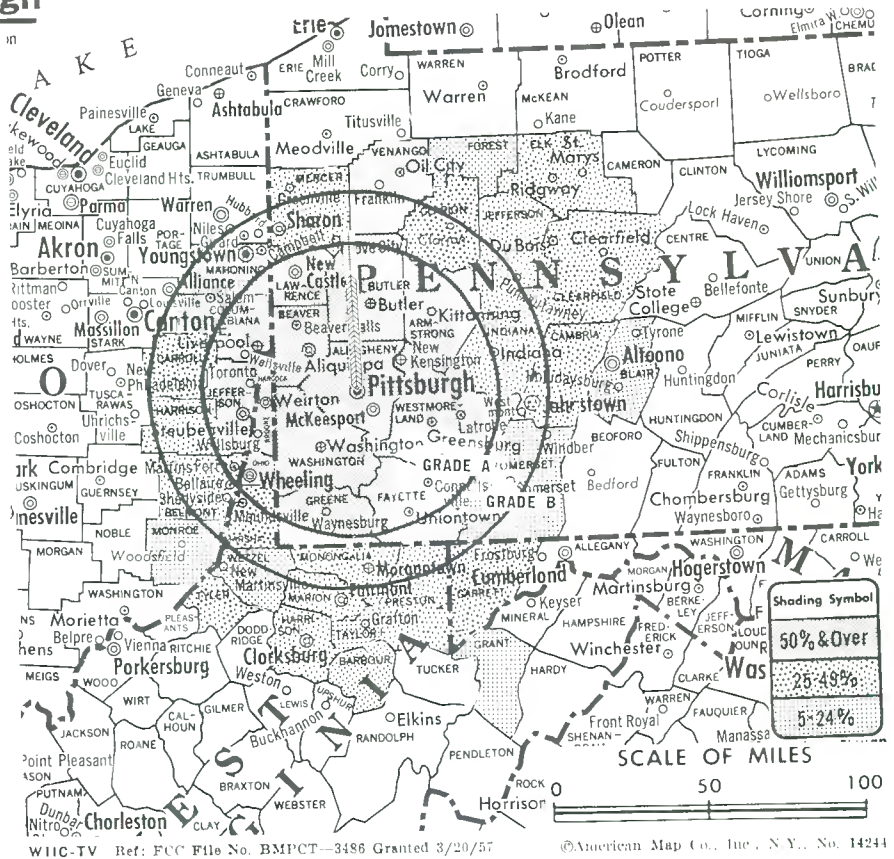
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: 3,181,000
Consumer Market Data as of 1/1/72
TV Homes, TVG and Circulation
© 1971 American Research Bureau
County coverage based on ARB study (see page 151).

WIIC-TV Ref: FCC File No. BNPCT-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 Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JAMES M. COX JR., chairman of the board.
- J. LEONARD REINSCH, president.
- FRANK GAITHER, executive vice president.
- LEONARD A. SWANSON, v.p. & general manager.
- PAT GMITER, general sales manager.
- MERRITT S. ROSE JR., national sales manager.
- RON STEINER, local sales manager.
- DAVID CHASE, program director.
- ROBERT WEHRMAN, chief engineer.
- ROBERT D. WILLIS, director, public relations and promotion.

DIGEST OF RATE CARD NO. 15B—(Dec. 27, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.
\$2200.00 \$1320.00 \$880.00 \$550.00 Graded rates apply*

*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$2350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	35,300	34,400	97
	Jefferson	30,300	29,600	98
50% & Over	PENNSYLVANIA			
	Allegheny	516,400	501,700	97
	Armstrong	24,200	23,300	96
	Beaver	65,000	63,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA—(Continued)			
	Butler	38,200	37,200	97
	Fayette	49,400	47,000	95
	Greene	11,600	11,000	95
	Lawrence	33,200	32,000	96
	Venango	19,100	17,900	94
	Washington	66,700	64,500	97
	Westmoreland	118,400	115,300	97
	WEST VIRGINIA			
	Brooke	8,800	8,700	98
Hancock	12,100	12,000	99	
Ohio	21,500	21,100	98	
Between 25-49%	MARYLAND			
	Garrett	6,400	6,000	94
	OHIO			
	Belmont	26,600	25,900	97
	Carroll	6,900	6,700	97
	Harrison	5,500	5,300	96
	PENNSYLVANIA			
	Cambria	56,900	55,200	97
	Clarion	11,600	11,100	95
	Clearfield	23,700	22,800	96
Elk	10,900	10,500	96	
Indiana	23,700	22,700	96	
Jefferson	14,300	13,700	96	
Mercer	38,800	37,400	96	
WEST VIRGINIA				
Harrison	24,100	23,500	98	
Marion	20,700	19,900	96	
Marshall	11,700	11,400	97	
Monongalia	20,000	18,900	95	
Preston	7,600	7,100	94	
Tyler	3,100	2,900	94	
Between 5-24%	OHIO			
	Mahoning	94,900	93,000	98
	Monroe	5,100	4,800	94
(Continued on page 683-b)				
Station Totals		1,551,000	1,502,100	97
Net Weekly Circulation (1970-71)			912,200	
Average Daily Circulation (1970-71)			516,400	

Pennsylvania—Pittsburgh



WTAE-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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 kHz.

FM Affiliate: WTAE-FM, 16-kw, 96.1 MHz (No. 241), 800-ft.

Color: Network, live, film, slide & tape.

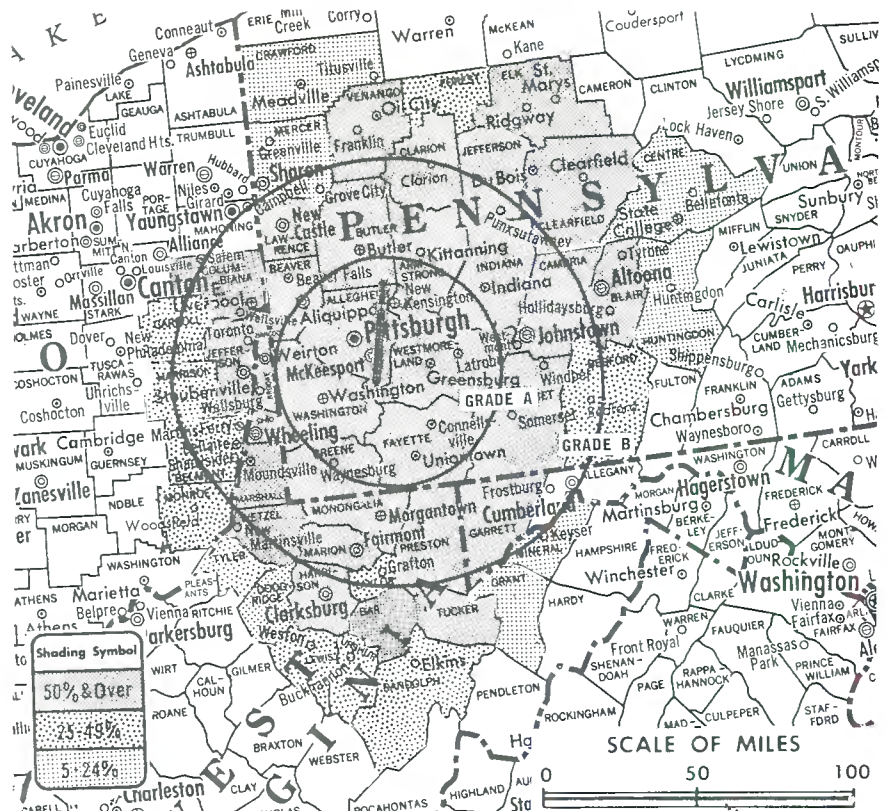
News Wire Service: AP, UPI.

News Film Service: ABC.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Dempsey & Koplovitz.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTAE-TV Ref: FCC File No. BMPCT—5063 Granted 5/9/58

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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 Katz Television.

Personnel:

- FRANKLIN C. SNYDER, v.p., general manager.
- JOHN CONOMIKES, v.p. & station manager.
- E. PRESTON STOVER, program manager.
- TOM BORDEN, executive producer.
- JAMES GORMLY, resident controller.
- DAVID CRANTZ, promotion manager.
- JACK A. W. SHENKAN, general sales manager.
- LOUIS P. WAGNER JR., director of engineering.
- EDWARD YOUNG, operations manager.
- FRED YOUNG, news director.

DIGEST OF RATE CARD NO. 2-1 & P12—(Jan. 20, 1972)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID
Class A—7:30-11 p.m., daily.
\$2500.00 \$1500.00 \$750.00 \$650.00 Graded rates apply*

*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	6,400	6,000	94
	OHIO			
	Columbiana	35,300	34,400	97
	Jefferson	30,300	29,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Allegheny	516,400	501,700	97
	Armstrong	24,200	23,300	96
	Beaver	65,000	63,300	97
	Blair	44,000	42,400	96
	Butler	38,200	37,200	97
	Cambria	56,900	55,200	97
	Clarion	11,600	11,100	95
	Clearfield	23,700	22,800	96
	Elk	10,900	10,500	96
	Fayette	49,400	47,000	95
	Greene	11,600	11,000	95
	Indiana	23,700	22,700	96
	Jefferson	14,300	13,700	96
	Lawrence	33,200	32,000	96
	Somerset	24,800	23,600	95
Venango	19,100	17,900	94	
Washington	66,700	64,500	97	
Westmoreland	118,400	115,300	97	
WEST VIRGINIA				
	Barbour	4,200	3,900	94
	Brooke	8,800	8,700	98
	Hancock	12,100	12,000	99
	Harrison	24,100	23,500	98
	Marion	20,700	19,900	96
	Marshall	11,700	11,400	97
	Monongalia	20,000	18,900	95
	Ohio	21,500	21,100	98
	Preston	7,600	7,100	94
	Tucker	2,400	2,200	93
	Wetzel	6,600	6,300	96
OHIO				
Between 25-49%	Belmont	26,600	25,900	97
	Carroll	6,900	6,700	97
	Harrison	5,500	5,300	96
	Monroe	5,100	4,800	94

(Continued on page 683-b)

Station Totals	1,566,200	1,512,700	97
Net Weekly Circulation (1970-71)			1,121,600
Average Daily Circulation (1970-71)			740,600

Pennsylvania—Scranton & Wilkes-Barre



WDAU-TV



Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3006-kw max. & 750-kw horizontal visual, 550-kw max. & 137-kw horizontal aural. Antenna: tilted electrically, 1560-ft. above av. terrain, 618-ft. above ground, 2744-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 kHz (CBS).

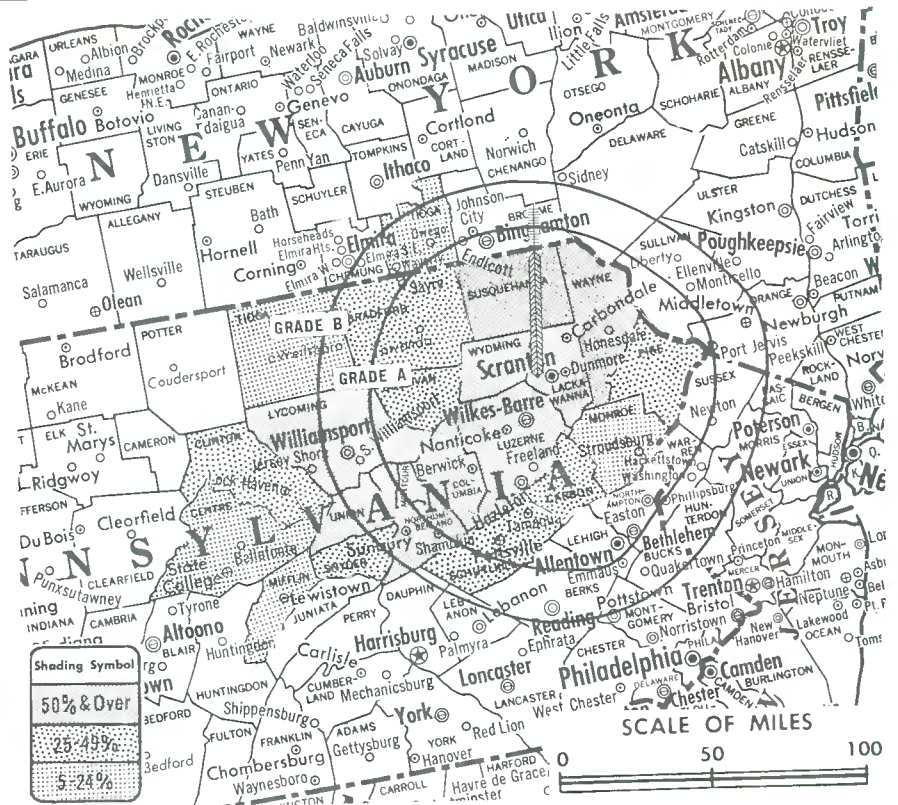
FM Affiliate: WGBI-FM, 2.3-kw, 101.3 MHz (No. 267), 1100-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: CBS.

Studio: 1000 Wyoming Ave.

Total Households: MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WDAU-TV Ref: FCC File No. BMPCT-6640 Granted 4/24/68

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WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

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 re-acquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

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. 18—(Jan. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class AA—7:30-11 p.m., daily.

\$900.00 \$540.00 \$360.00 \$285.00 Graded rates apply*

*Highest rate: \$384.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	PENNSYLVANIA				
		Columbia	18,300	17,500	96
		Lackawanna	76,600	74,500	97
		Luzerne	113,000	109,700	97
		Lycoming	36,700	34,300	93
		Montour	4,200	3,900	94
		Northumberland	33,900	31,900	94
	Susquehanna	10,400	10,000	96	

(Continued on page 683-b)

Station Totals	514,700	491,700	96
Net Weekly Circulation (1970-71)			278,700
Average Daily Circulation (1970-71)			187,700

POWER PROGRAMMING PULLS THE PROSPECTS ON WDAU-TV.

WDAU-TV © SCRANTON/WILKES BARRE
Represented by HR Television, Inc.

Pennsylvania—Scranton & Wilkes-Barre



WNEP-TV



Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). 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.

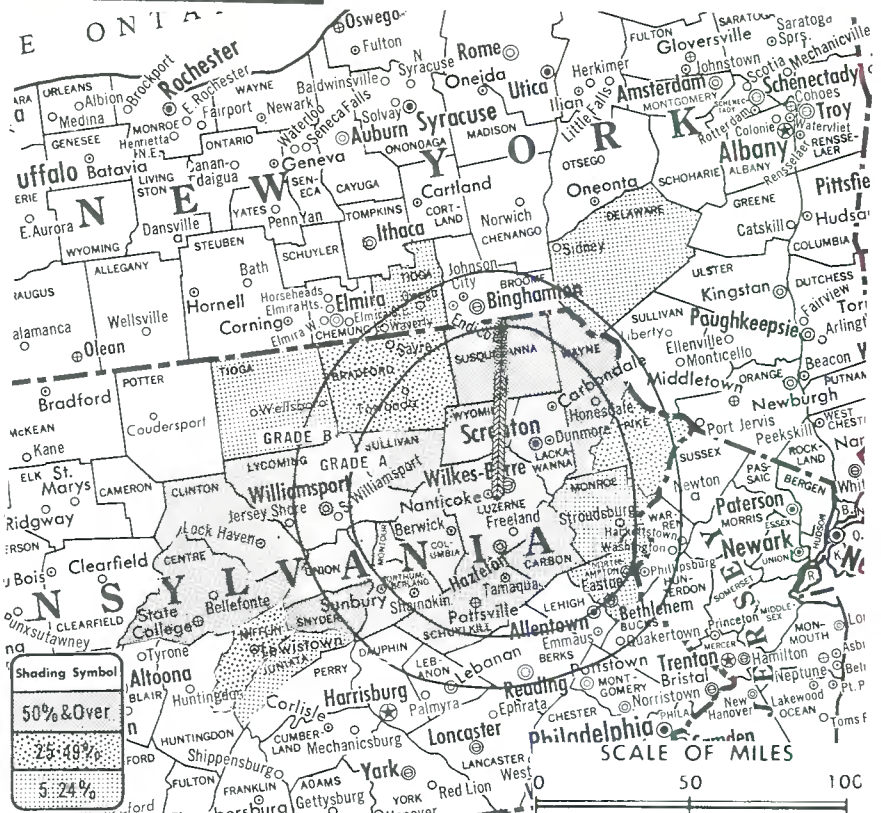
Latitude 41° 10' 58"
Longitude 75° 52' 21"

Transmitter: Penobscot No. 5, Electronic Heights, Wilkes-Barre.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TWX No.: 510-656-3879.



WNEP-TV Ref: FCC File No. BPCT-3885 Granted 12/8/66

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Total Households: \square MSB
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
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County coverage based on ARB study (see page 4-b).

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.

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, vice president & general manager.
JESSE PEVEAR, sales manager.
ADAM SAWICKI, operations manager.
GUS DISTADIO, business manager.
CHESTER SAWICKI, chief engineer.

DIGEST OF RATE CARD NO. 1-1 (Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$800.00 \$460.00 \$260.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$800.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA				
		Carbon	17,200	16,600	96
		Centre	28,300	26,600	94
		Clinton	11,900	11,400	96
		Columbia	18,300	17,500	96
		Lackawanna	76,600	74,500	97
		Luzerne	113,000	109,700	97
		Lycoming	36,700	34,300	93
		Montour	4,200	3,900	94
		Northumberland	33,900	31,900	94
		Schuylkill	53,600	51,200	95
		Snyder	8,400	7,700	91
		Sullivan	1,800	1,700	94
	Susquehanna	10,400	10,000	96	
	Union	7,900	7,200	91	
	Wayne	9,200	8,500	93	
	Wyoming	6,400	6,100	95	
Between 25-49%	PENNSYLVANIA				
		Bradford	17,500	16,700	95
		Mifflin	14,900	13,900	93
	Pike	4,300	4,000	93	
Between 5-24%	NEW YORK				
		Delaware	14,300	13,300	93
		Tioga	13,300	12,800	96
Between 5-24%	PENNSYLVANIA				
		Juniata	5,200	4,700	91
		Monroe	15,100	14,500	96
		Northampton	68,500	66,100	97
	Tioga	11,800	11,000	93	
Station Totals			602,700	575,800	96
Net Weekly Circulation (1970-71)					335,300
Average Daily Circulation (1970-71)					209,400

WTAE-TV, Pittsburgh
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	PENNSYLVANIA			
	Bedford	13,500	12,700	94
	Forest	1,600	1,600	97
	WEST VIRGINIA			
	Lewis	5,400	5,100	95
	Randolph	7,300	6,800	93
	Taylor	4,500	4,200	94
Between 5-24%	Tyler	3,100	2,900	94
	Upshur	6,000	5,600	94
	PENNSYLVANIA			
	Centre	28,300	26,600	94
	Crawford	25,500	24,100	95
	Huntingdon	12,200	11,500	94
	Mercer	38,800	37,400	96
Between 5-24%	WEST VIRGINIA			
	Doddridge	2,000	1,900	93
	Grant	2,600	2,300	89
	Mineral	7,500	7,100	95

WDAU-TV, Scranton
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	PENNSYLVANIA—(Continued)			
	Union	7,900	7,200	91
	Wayne	9,200	8,500	93
	Wyoming	6,400	6,100	95
Between 25-49%	PENNSYLVANIA			
	Bradford	17,500	16,700	95
	Carbon	17,200	16,600	96
	Clinton	11,900	11,400	96
	Pike	4,300	4,000	93
	Schuylkill	53,600	51,200	95
	Snyder	8,400	7,700	91
Between 5-24%	Sullivan	1,800	1,700	94
	NEW YORK			
	Tioga	13,300	12,800	96
	PENNSYLVANIA			
	Centre	28,300	26,600	94
Mifflin	14,900	13,900	93	
Monroe	15,100	14,500	96	
Tioga	11,800	11,000	93	

Pennsylvania

KDKA-TV, Pittsburgh
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WEST VIRGINIA			
	Barbour	4,200	3,900	94
	Harrison	24,100	23,500	98
	Marshall	11,700	11,400	97
	Randolph	7,300	6,800	93
	Taylor	4,500	4,200	94
	Tyler	3,100	2,900	94
Between 5-24%	Wetzel	6,600	6,300	96
	OHIO			
	Mahoning	94,900	93,000	98
	PENNSYLVANIA			
	Bedford	13,500	12,700	94
	Cameron	2,400	2,300	97
	Huntingdon	12,200	11,500	94
Between 5-24%	WEST VIRGINIA			
	Doddridge	2,000	1,900	93
	Grant	2,600	2,300	89
	Lewis	5,400	5,100	95
	Morgan	2,800	2,700	95
	Upshur	6,000	5,600	94

WIIC-TV, Pittsburgh
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	PENNSYLVANIA			
	Blair	44,000	42,400	96
	Forest	1,600	1,600	97
	Somerset	24,800	23,600	95
	WEST VIRGINIA			
	Barbour	4,200	3,900	94
	Grant	2,600	2,300	89
Between 5-24%	Taylor	4,500	4,200	94
	Wetzel	6,600	6,300	96

For Pennsylvania CATV Systems
See Services Volume

Pennsylvania—Wilkes-Barre & Scranton



WBRE-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 820.4-kw max. & 468-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"
Longitude 75° 52' 02"

Transmitter: Penobscot Mtn., Hanover Twp.

TV tape: Recording facilities.

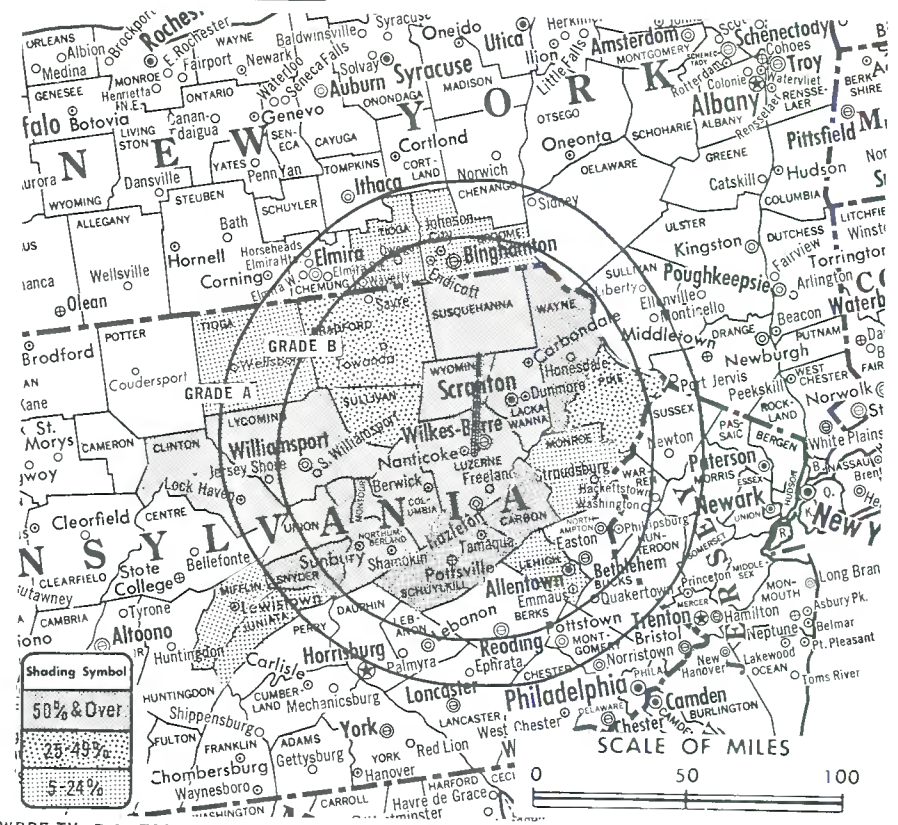
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Studio: 62 S. Franklin St.



Total Households: © MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 4-b).

WBRE-TV Ref: FCC File No. BMPCT-6939 Granted 12/6/68 ©American Map Co., Inc., N.Y., No. 14244

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 kHz (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 MHz (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.
TERRY BALTIMORE, national sales manager.
DON MILLER, film director.
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. IV—(April 1, 1971)

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: \$325.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	PENNSYLVANIA				
		Carbon	17,200	16,600	96
		Clinton	11,900	11,400	96
		Columbia	18,300	17,500	96
		Lackawanna	76,600	74,500	97
		Luzerne	113,000	109,700	97
		Lycoming	36,700	34,300	93
		Montour	4,200	3,900	94
		Northumberland	33,900	31,900	94
		Schuylkill	53,600	51,200	95
		Snyder	8,400	7,700	91
	Susquehanna	10,400	10,000	96	
	Union	7,900	7,200	91	
	Wayne	9,200	8,500	93	
	Wyoming	6,400	6,100	95	
Between 25-49%	PENNSYLVANIA				
		Bradford	17,500	16,700	95
		Pike	4,300	4,000	93
	Sullivan	1,800	1,700	94	
Between 5-24%	NEW YORK				
		Broome	69,500	67,400	97
		Tioga	13,300	12,800	96
	PENNSYLVANIA				
		Juniata	5,200	4,700	91
	Lehigh	85,400	82,800	97	
	Mifflin	14,900	13,900	93	
	Monroe	15,100	14,500	96	
	Tioga	11,800	11,000	93	
Station Totals		646,500	620,000	96	
Net Weekly Circulation (1970-71)				328,400	
Average Daily Circulation (1970-71)				203,900	

Pennsylvania—York

WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2570-kw max. & 1000-kw horizontal visual, 257-kw max. & 100-kw horizontal aural. Antenna: 530-ft. above av. terrain, 400-ft. above ground, 1110-ft. above sea level.

Latitude 39° 56' 25"
Longitude 76° 41' 59"

Transmitter: S. Queen St., extended.

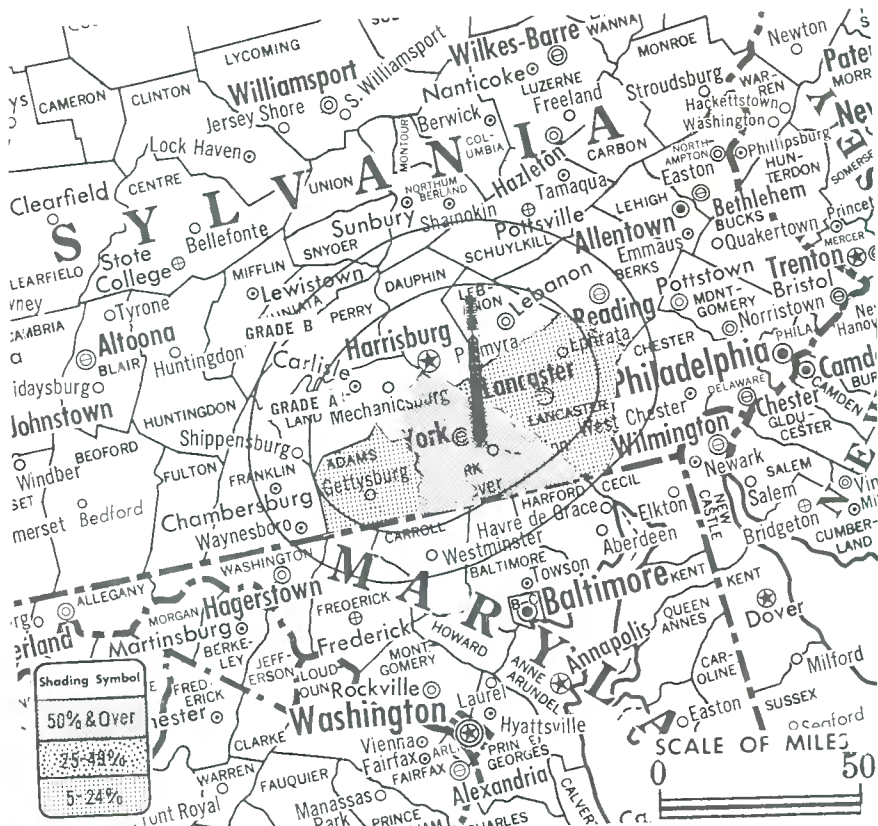
AM Affiliate: WSBA, 5-kw, 910 kHz.

FM Affiliate: WSBA-FM, 6.5-kw, 103.3 MHz (No. 277), 470-ft.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Total Households: 6 MSB
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WSBA-TV Ref: FCC File No. BPCT-1296 Granted 3/18/70

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WSBA-TV

Licensee: Susquehanna Broadcasting Co., 140 E. Market St. (17401).

Studio: 2005 S. Queen St. (17403).

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.; WKIS, Orlando, Fla.; WLQR-FM, Toledo, Ohio; WARM, Scranton; WQBA, Miami, Fla.; WHLO, Akron, O.; WICE, Providence, R.I.; WGBB, Freeport, Long Island, N.Y.; WHLQ (FM), Canton & WAEF (FM), Cincinnati, both Ohio.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

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. 12

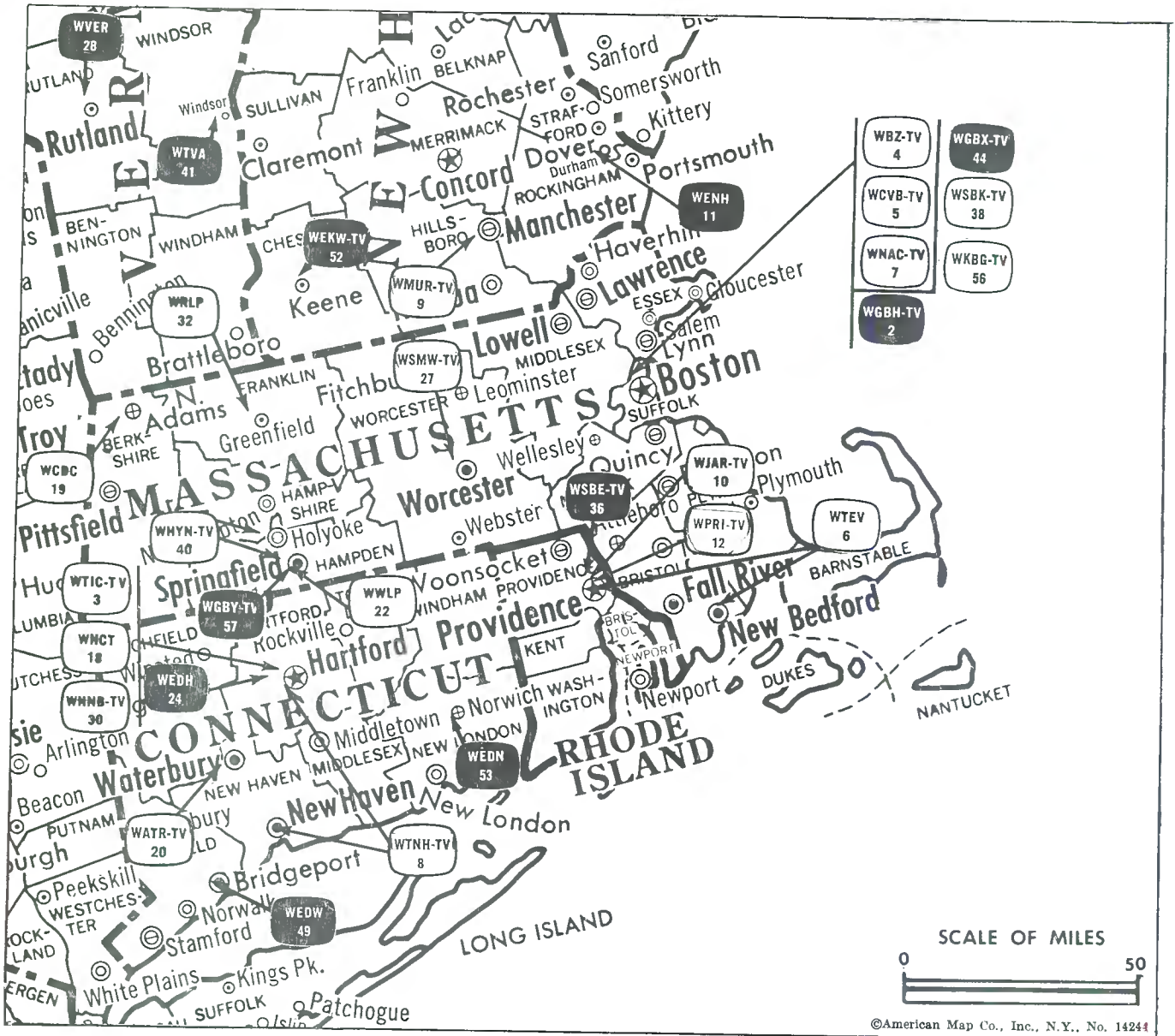
(July 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec
Nighttime—7-11 p.m., daily.	\$300.00	\$180.00	\$150.00	\$90.00	\$50.00	\$40.00

For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.
NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA York	90,600	87,100	96
Between 5-24%	PENNSYLVANIA Adams	17,300	16,500	95
	Lancaster	99,800	92,700	93
Station Totals		207,700	196,300	95
Net Weekly Circulation (1970-71)				53,200
Average Daily Circulation (1970-71)				28,800

Rhode Island



©American Map Co., Inc., N.Y., No. 14244

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Providence	699,400	20	533,700	28

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

Rhode Island

Rhode Island Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	3	0	3
<input checked="" type="checkbox"/> Educational Television Stations	0	1	1
			4

State Educational Technical Facilities
(Complete Data in Educational Directory)

WSBE-TV

Providence

Ch. 36

Non-Commercial Educational Station

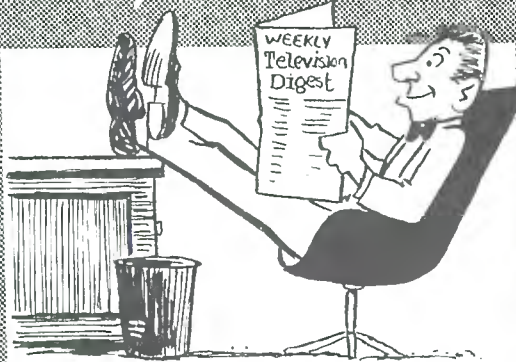
Licensee: Board of Regents for Education, State of Rhode Island & Providence Plantations, 600 Mt. Pleasant Ave., Providence (02908).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 479-kw visual, 95.5-kw aural. Antenna: 600-ft. above av. terrain, 532-ft. above ground, 825-ft. above sea level.

Latitude 41° 48' 18"
Longitude 71° 28' 24"

Note: WTEV Listed Under Providence
Is Licensed to New Bedford, Mass.

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Television Digest's Weekly Addenda Services are so new . . . so current . . . that they reach your desk the first thing every Monday morning. Only with **Television Digest's Weekly Addenda Services** can you keep up-to-the-minute on facilities changes in TV, CATV or AM/FM. **Addenda Services** are part of the **Television Digest Weekly Information Package**.

Television Digest, Inc.

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202/872/9200

Use Order Card #2 bound inside the back
of the Stations Volume

Rhode Island—Providence



WJAR-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

TV tape: Recording facilities.

AM Affiliate: WJAR, 5-kw, 920 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Represented (legal) by Amram, Hahn, Sundlun & Sandground.

Represented (engineering) by Lohnes & Culver.

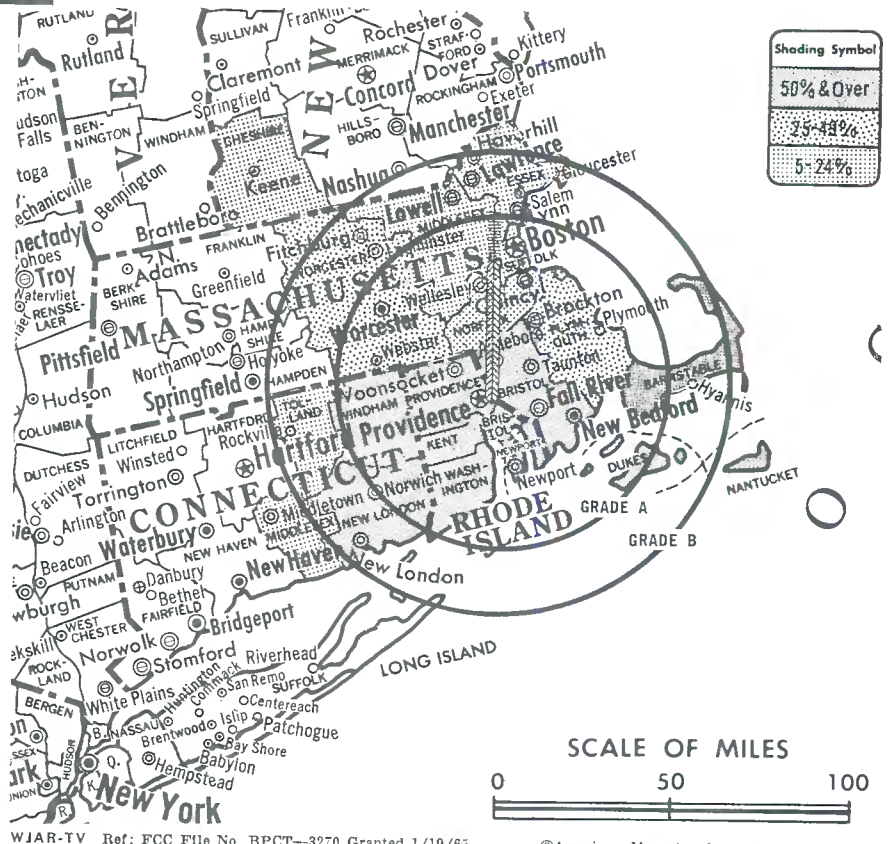
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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).

Studio: 176 Weybosset St.

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 WNYS-TV, Syracuse, N.Y. Note: Transfer of control of WNYS-TV to Outlet Co. pends.

Began Operation: July 10, 1949.

Represented (sales) by Edward Pety & Co.

Personnel:

JOSEPH S. (DODY) SINCLAIR, chairman.
KENNETH LOGOWITZ, president.
ROBERT J. CROHAN, v.p., station manager.
SHERM STRICKHOUSER, program director.
EDWARD BOGHOSIAN, sales development director.
EARL BAKER, general sales manager.
CHUCK KENNEDY, national sales manager.
LESTER B. KEATS, production manager.
ALFRED J. BRASSARD, promotion mgr. & community affairs dir.
HENRY H. HICKS, news director.
PHILIP B. TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 1-71—(June 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—7:30-11 p.m., daily.						
\$1550	\$950	\$700	\$600			Graded rates apply*

*Highest rate: \$1070.

NETWORK BASE HOURLY RATE: \$1450.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT				
		New London	70,600	67,800	96
		Windham	28,100	27,100	96
	MASSACHUSETTS				
		Barnstable	34,600	33,500	97
		Bristol	144,900	141,900	98
		Dukes	2,400	2,200	93
		Nantucket	1,400	1,300	94
	RHODE ISLAND				
		Bristol	13,800	13,600	98
	Kent	44,800	44,100	98	
	Newport	25,000	24,400	98	
	Providence	192,800	188,400	98	
	Washington	23,600	22,900	97	
Between 25-49%	MASSACHUSETTS				
		Plymouth	102,100	99,800	98
		Worcester	198,800	193,800	97
Between 5-24%	CONNECTICUT				
		Middlesex	36,200	35,000	97
		Tolland	29,900	28,900	97
	MASSACHUSETTS				
		Essex	207,200	202,900	98
	Middlesex	419,800	410,900	98	
	Norfolk	183,800	180,600	98	
	Suffolk	245,200	234,800	96	
NEW HAMPSHIRE					
	Cheshire	16,100	15,300	95	
Station Totals			2,021,100	1,969,200	97
Net Weekly Circulation (1970-71)					681,400
Average Daily Circulation (1970-71)					386,800

Rhode Island—Providence



Technical Facilities: Channel No. 12 (204-210 MHz). 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"

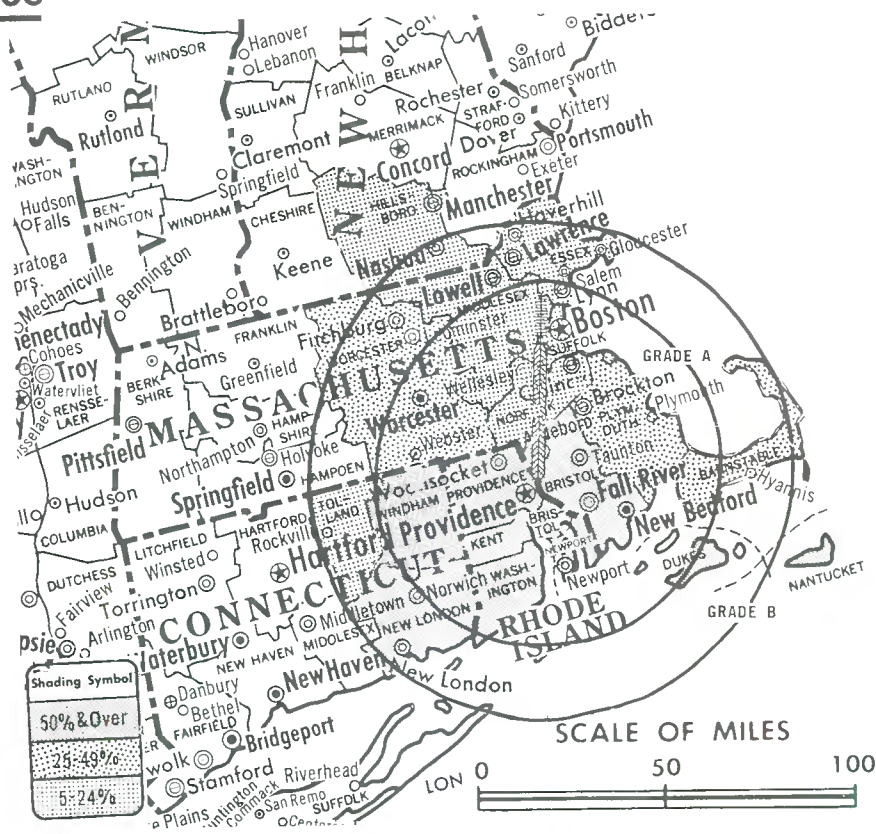
Transmitter: Homestead Ave., Rehoboth, Mass.

Studio: 24 Mason St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WPRI-TV Ref: FCC File No. BPCT-3943 Granted 7/6/67

©American Map Co., Inc., N.Y., No. 14244

WPRI-TV

Licensee: Providence TV Inc., 24 Mason St., Providence (02903).

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.
- STAN NELSON, general sales manager.
- T. ARTHUR BONE, v.p. & chief engineer.
- ROBERT P. CARSON, local sales manager.
- JOSEPH FOGARTY, admin. asst. to gen. mgr.
- WALTER CRYAN, news director.
- THOMAS G. BASS, program operations manager.

DIGEST OF RATE CARD NO. 15 (Jan. 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—	6:30-11 p.m.,	daily.					
\$1800	\$1200	\$800	\$700	\$600	\$500*	\$400*	\$200*

*Class A—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1309.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT				
		New London	70,600	67,800	96
		Windham	28,100	27,100	96
	MASSACHUSETTS				
		Bristol	144,900	141,900	98
	Dukes	2,400	2,200	93	
	Nantucket	1,400	1,300	94	
RHODE ISLAND					
	Bristol	13,800	13,600	98	
	Kent	44,800	44,100	98	
	Newport	25,000	24,400	98	
	Providence	192,800	188,400	98	
	Washington	23,600	22,900	97	
Between 25-49%	MASSACHUSETTS				
		Barnstable	34,600	33,500	97
		Plymouth	102,100	99,800	98
	Worcester	198,800	193,800	97	
Between 5-24%	CONNECTICUT				
		Tolland	29,900	28,900	97
	MASSACHUSETTS				
		Essex	207,200	202,900	98
		Middlesex	419,800	410,900	98
	Norfolk	183,800	180,600	98	
	Suffolk	245,200	234,800	96	
NEW HAMPSHIRE					
	Hillsborough	69,400	67,700	98	
Station Totals			2,038,200	1,986,600	97
Net Weekly Circulation (1970-71)					699,400
Average Daily Circulation (1970-71)					367,000

Rhode Island—Providence (New Bedford, Mass.)



WTEV

Ch. 6



Technical Facilities: Channel No. 6 (82-88 MHz). 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.

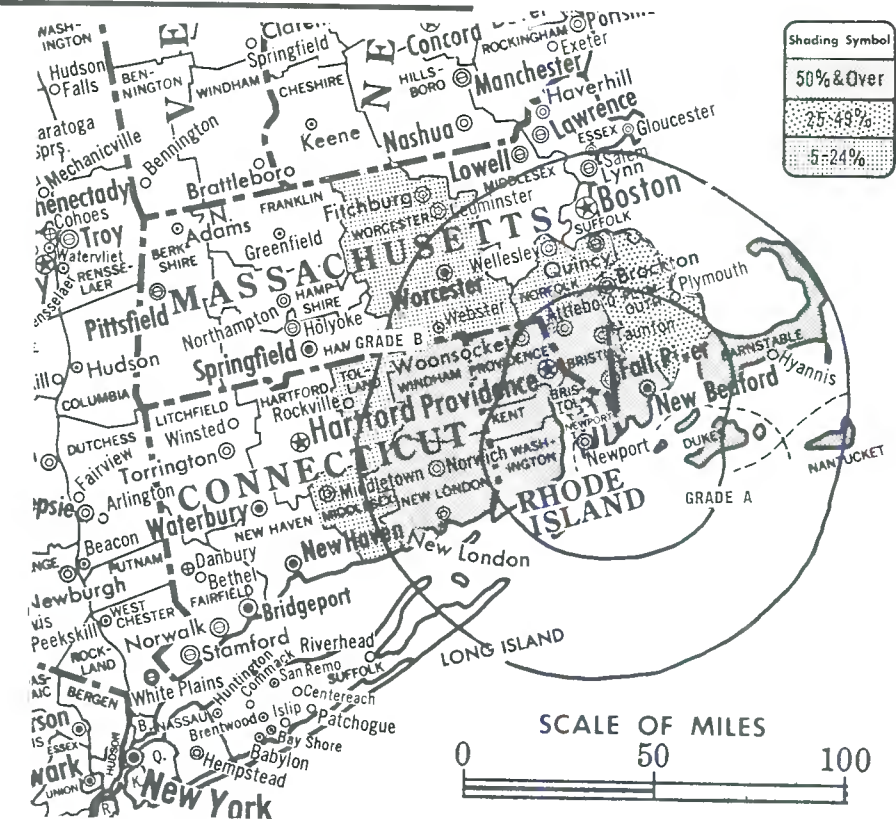
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTEV Ref: FCC File No. BPCT-3450 Granted 12/7/66

©American Map Co., Inc., N.Y., No. 14244

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 sales 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 The Meeker Co. Inc.; Busby, Finch & Woods Inc. (Atlanta & Dallas); Kettell-Carter Inc. (Boston); Bob Hix Co. Inc. (Denver); Pearse Sales (Detroit); Eugene F. Gray Co. (Kansas City & St. Louis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

CLAIR R. McCOLLOUGH, president.
VANCE L. ECKERSLEY, station manager.
JOHN ROBINSON, program manager.
JOHN H. CANDIOTO, sales manager.
MANN REED, regional sales manager.
LEE TANNER, operations manager.
PETER MANDELL, promotion manager.
JACK DELANEY, news director.
MAURICE WYNNE, chief engineer.

DIGEST OF RATE CARD NO. 5 (May 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:31-10:59 p.m., daily.					
\$1200.00	\$720.00	\$480.00	Graded rates apply*		

*Highest rate: \$540.

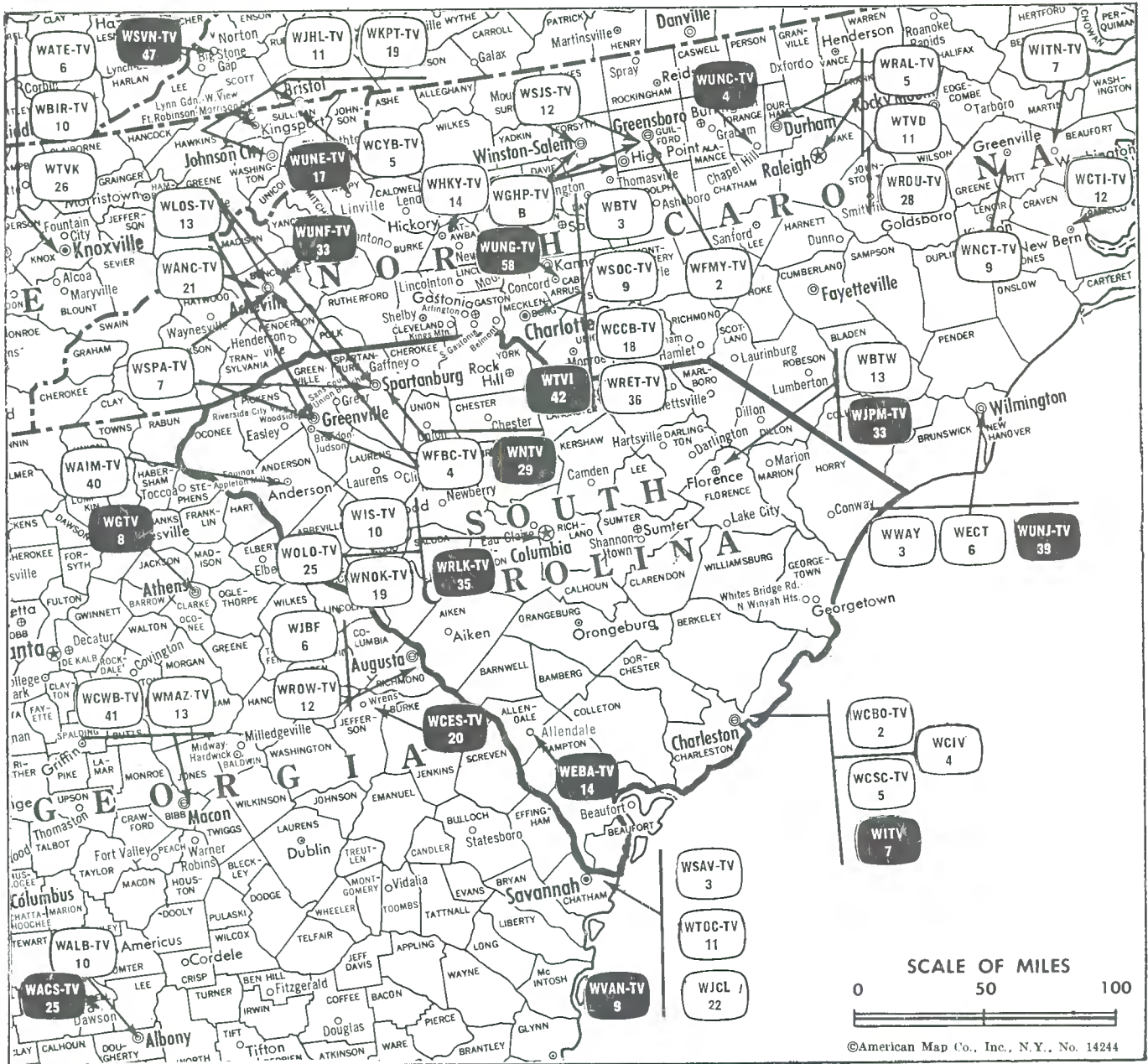
NETWORK BASE HOURLY RATE: \$1275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	New London	70,600	67,800	96
	Windham	28,100	27,100	96
	MASSACHUSETTS			
	Barnstable	34,600	33,500	97
Bristol	144,900	141,900	98	
Dukes	2,400	2,200	93	
Nantucket	1,400	1,300	94	
Between 25-49%	RHODE ISLAND			
	Bristol	13,800	13,600	98
	Kent	44,800	44,100	98
	Newport	25,000	24,400	98
	Providence	192,800	188,400	98
Washington	23,600	22,900	97	
Between 5-24%	MASSACHUSETTS			
	Plymouth	102,100	99,800	98
	CONNECTICUT			
Middlesex	36,200	35,000	97	
Tolland	29,900	28,900	97	
MASSACHUSETTS				
Norfolk	183,800	180,600	98	
Worcester	198,800	193,800	97	
Station Totals		1,132,800	1,105,300	98
Net Weekly Circulation (1970-71)			552,700	
Average Daily Circulation (1970-71)			306,000	

For Group Ownership of Television Stations

See Services Volume

South Carolina



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Greenville-Spartanburg-Asheville	483,900	36	405,200	39
Columbia	243,800	82	150,800	100
Charleston	165,800	116	126,000	120
Florence	156,800	124	67,700	155
Anderson	1,500	228	*	*

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South Carolina

South Carolina Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	3	11
Educational Television Stations	1	4	5
			<hr/> 16

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-Barnwell

Ch. 14

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 14 (470-476 MHz). 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

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 310-kw visual, 62-kw aural. Antenna: Directional, 890-ft. above av. terrain, 1040-ft. above ground, 1045-ft. above sea level.

Latitude	32°	47'	44"
Longitude	79°	50'	27"

WRLK-TV

Columbia

Ch. 35

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 35 (596-602 MHz). 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"

WJPM-TV

Florence

Ch. 33

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 33 (584-590 MHz). 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

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 29 (560-566 MHz). 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"

WIS-TV, Columbia

(ARB Data Continued)

Net Weekly Circulation	State County	Total		%
		Households	TV Households	
NORTH CAROLINA—(Continued)				
	Hoke	4,200	3,900	92
	Richmond	12,300	11,700	95
	Robeson	22,200	20,600	93
SOUTH CAROLINA				
Between 5-24%	Aiken	28,000	27,000	97
	Edgefield	4,300	4,000	93
	Georgetown	9,100	8,300	92
	Greenwood	15,800	15,100	96
	Hampton	4,600	4,100	90
	Horry	20,700	19,300	93
	Laurens	14,600	13,900	95
	Mc Cormick	2,100	1,900	92
	Union	9,100	8,700	96
	York	24,900	23,700	95

Hogan - Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

South Carolina—Anderson

abc **WAIM-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-732 MHz). Authorized power: 166-kw max. & 135-kw horizontal visual, 33.1-kw max. & 26.9-kw horizontal 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.

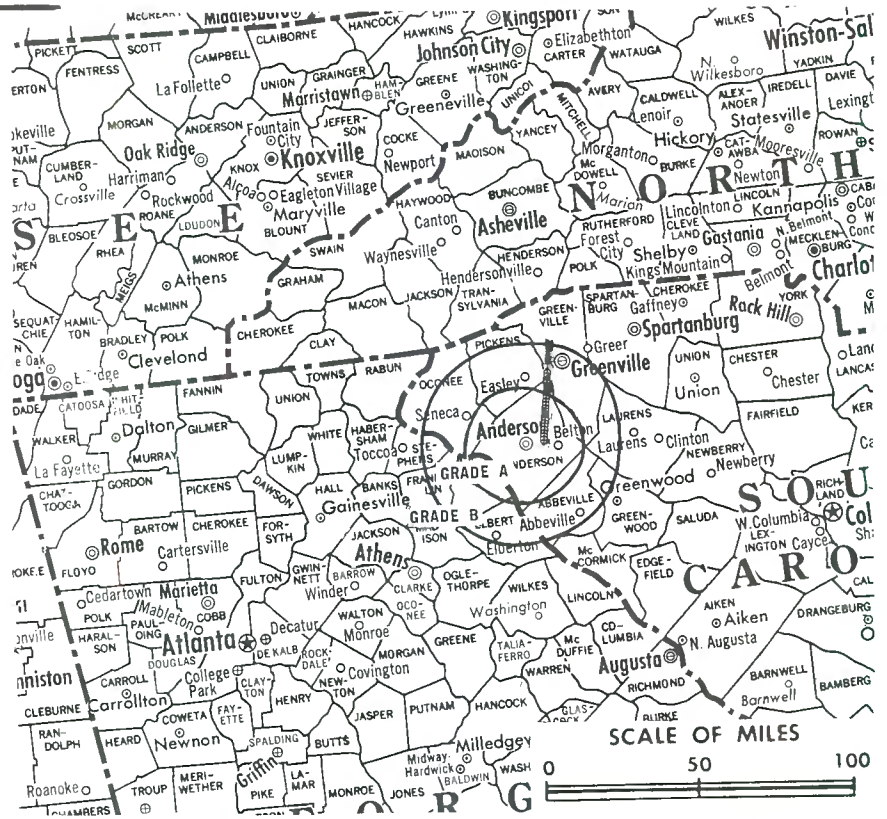
TV tape: Recording facilities.

AM Affiliate: WAIM, 1-kw, 1230 kHz (CBS).

FM Affiliate: WCAC, 6.4-kw, 101.1 MHz (No. 266), 330-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WAIM-TV Ref: FCC File No. BNPCT--6984 Granted 8/28/69

©American Map Co., Inc., N.Y., No. 14244

WAIM-TV

Network Service: CBS; also available on ABC.

Licensee: 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—6:00-11:00 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.

ARB Data Not Available.

South Carolina—Charleston



WCBD-TV



(formerly WUSN-TV)
Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Requests change to 20-kw aural, 1862-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando, S.C. BPCT-4107.

Transmitter: Hwy. 17, E of Cooper River Bridge.

Telephone: 803-884-4141.

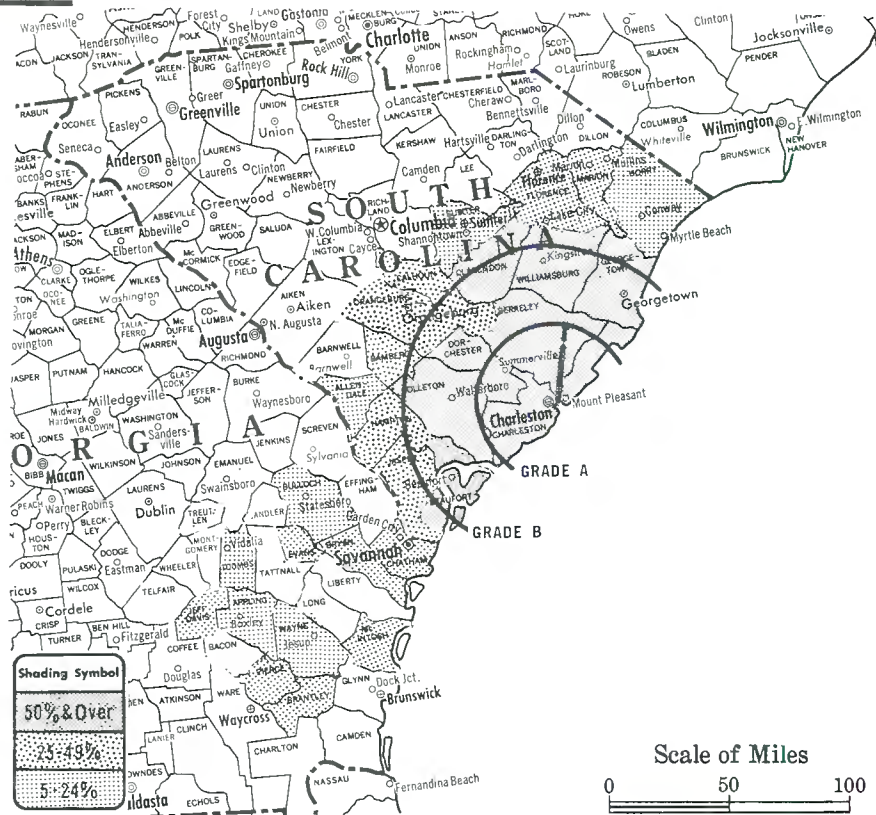
TWX No.: 803-884-9612.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © M-S-I
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WCBD-TV Ref: FCC File No. BMPT-2104 Granted 6/4/54

American Map Co., Inc., N.Y., No. 14244

WCBD-TV

Licensee: State Telecasting Co. Inc., Box 1333, Columbia, S.C.

Studio: Hwy. 17, E of Cooper River Bridge.

Ownership: State Record Co., publisher of State & Record, Columbia, S.C., 100%. State Record ownership: Frank Hampton, Harry R. E. Hampton, Ambrose G. Hampton, Gertrude H. Barringer, Dr. Ambrose G. Hampton Jr., Margaret Barron & Frank E. Barron Jr., trustees, 57.6%; Cecilia E. McMaster, 9.4%; William Elliott Jr., trustee, 9%; Elliott G. McMaster & Consuelo M. McMeans, 3.4% each; others, none with as much as 3%. State Telecasting is also the licensee of KCBT-TV, Lubbock, Tex. & KSWB-TV, Roswell, N.M.

Began Operation: Sept. 25, 1954. Sale to present owner by Reeves Telecom Corp. approved by FCC May 26, 1971 (Television Digest, Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved by FCC July 14, 1960 (Vol. 16:29).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

W. FRANK HARDEN, president.
DOUGLASS M. BRADHAM, manager.
GRANGE S. CUTHBERT JR., general sales manager.
C. STEPHEN CURRIE, director of broadcasting.
JACK HYDRICK, production manager.
WALTER NELSON, engineering director.
BEAMON MEARES, assistant chief engineer.
DALE R. WARD, news director.

DIGEST OF RATE CARD NO. 1—(Feb. 28, 1972)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$550.00	\$330.00	\$220.00		
	Graded rates apply*				

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Beaufort	12,700	12,000	94
	Berkeley	15,400	14,200	92
	Charleston	70,800	67,700	96
	Clarendon	6,400	5,600	87
	Colleton	8,000	7,200	90
	Dorchester	9,400	8,900	94
	Georgetown	9,100	8,300	92
Williamsburg	8,600	7,700	89	
Between 25-49%	SOUTH CAROLINA			
	Bamberg	4,500	4,100	91
	Calhoun	3,000	2,700	90
	Hampton	4,600	4,100	90
	Jasper	3,300	3,000	90
Orangeburg	19,400	17,600	91	
Between 5-24%	GEORGIA			
	Appling	3,700	3,300	90
	Brantley	1,800	1,700	93
	Bryan	1,900	1,800	94
	Bulloch	10,200	9,600	94
	Chatham	60,000	57,700	96
	Evans	2,400	2,300	94
	Jeff Davis	2,900	2,700	91
	Mc Intosh	2,300	2,100	91
Pierce	2,700	2,500	92	
Toombs	6,000	5,400	90	
Wayne	5,400	5,100	94	
SOUTH CAROLINA	Allendale	2,800	2,500	89
	Florence	25,800	24,500	95
	Horry	20,700	19,300	93
	Marion	8,400	7,700	91
	Sumter	21,400	20,000	93
	Station Totals		353,600	331,300
Net Weekly Circulation (1970-71)				153,700
Average Daily Circulation (1970-71)				92,800

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**A service of
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South Carolina—Charleston



WCIV

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). 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"

Requests change to 1955-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando, S.C., studio to Mt. Pleasant, Charleston. BPCT-4121.

Transmitter: Mt. Pleasant, S.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

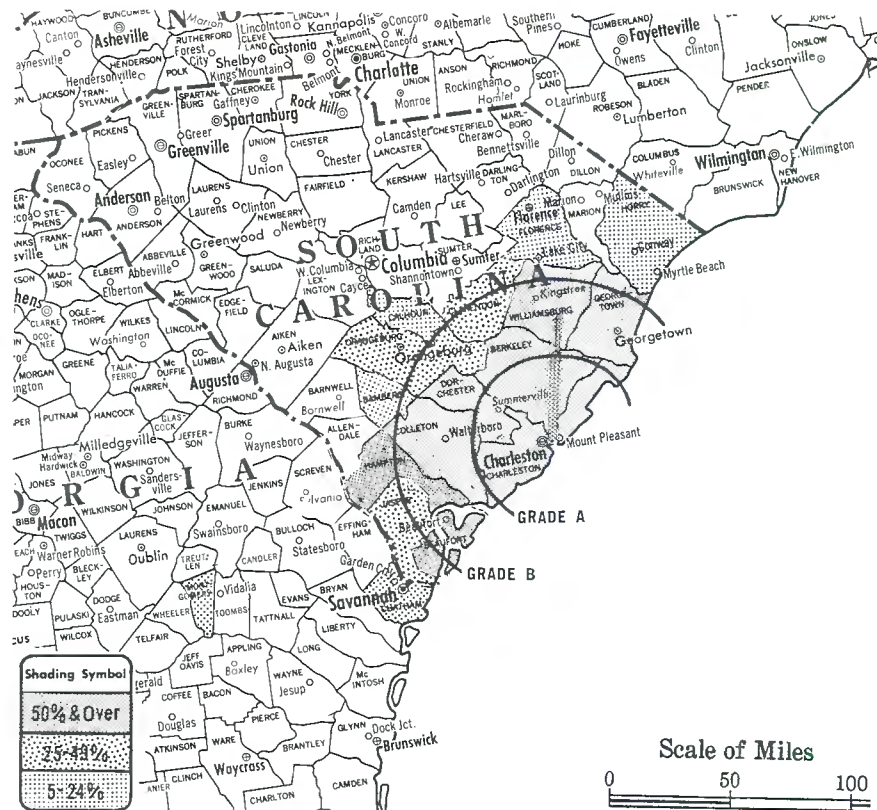
Total Households: © M&I

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB Study (see page 1-b).



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).

Telephone: 803-884-8513.

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 H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

RICHARD S. STAKES, vice president.

WILLIAM E. LUCAS, general manager.

J. G. (RED) EDWARDS, sales manager.

JAMES LUTTRELL, chief engineer.

CHARLES BROYLES, operations manager & film buyer.

DIGEST OF RATE CARD NO. 6A—(May 1, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec.

Class A—6:30-11 p.m., daily.

\$550.00

Graded rates apply*

*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Beaufort	12,700	12,000	94
	Berkeley	15,400	14,200	92
	Charleston	70,800	67,700	96
	Colleton	8,000	7,200	90
	Dorchester	9,400	8,900	94
	Georgetown	9,100	8,300	92
Hampton	4,600	4,100	90	
Williamsburg	8,600	7,700	89	
Between 25-49%	SOUTH CAROLINA			
	Clarendon	6,400	5,600	87
	Jasper	3,300	3,000	90
Orangeburg	19,400	17,600	91	
Between 5-24%	GEORGIA			
	Chatham	60,000	57,700	96
	Montgomery	1,800	1,600	87
	SOUTH CAROLINA			
	Bamberg	4,500	4,100	91
Calhoun	3,000	2,700	90	
Florence	25,800	24,500	95	
Horry	20,700	19,300	93	
Station Totals		283,500	266,200	94
Net Weekly Circulation (1970-71)			140,900	
Average Daily Circulation (1970-71)			89,200	

South Carolina—Charleston



WCSC-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

Requests change to 1955-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. N.E. of Wando, S.C. BPCT-4127.

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

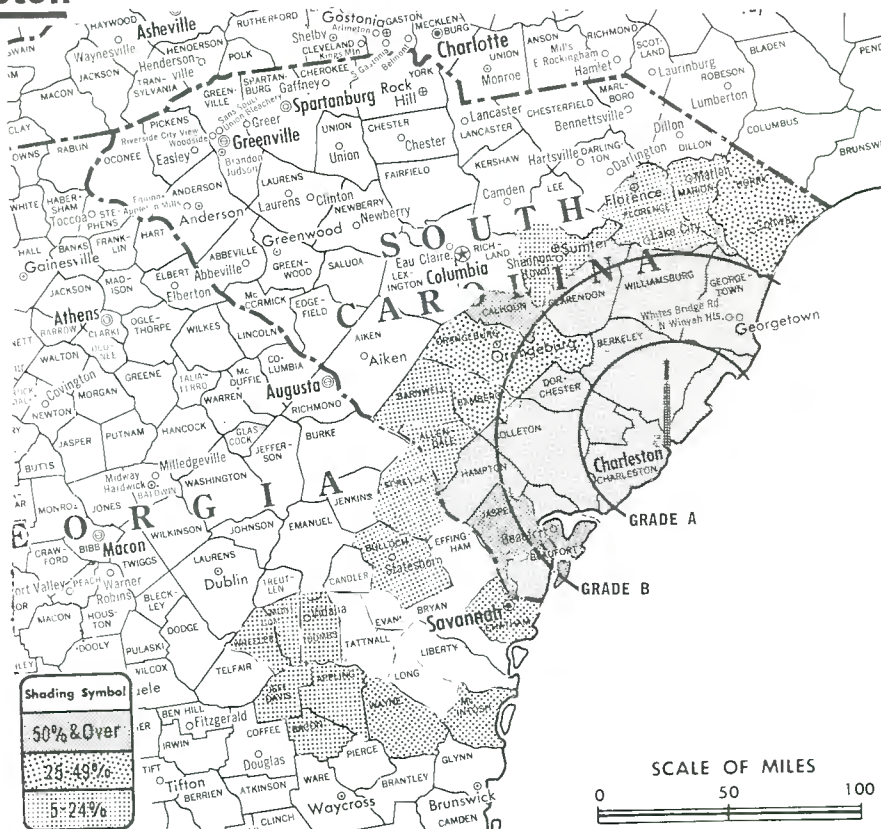
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WCSC, 5-kw, 1390 kHz (CBS).

FM Affiliate: WCSC-FM, 75-kw, 96.9 MHz (No. 245), 778-ft. antenna.

Total Households: © MNI Consumer Market Data as of 1/1/72. TV Homes: TV % and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4-b).



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, P.O. Box 186, Charleston, S.C. (29402).

Telephone: 803-723-8371. TWX No.: 803-881-1867.

Ownership: John M. Rivers, pres.-treas., 60.37%; Martha Rivers, 1st v.p. & secy., .625%; John M. Rivers Jr., v.p., 2.34%; directors I. Mayo Reed (1.06%) and Dr. Robert Wilson Jr. (.968%); Louisa T. Rivers, 3.12%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN M. RIVERS, president and general manager.
ROLAND WEEKS, v.p., station manager & film buyer.
VIRGIL V. EVANS, v.p. & national sales manager.
JOHN M. RIVERS JR., vice president.
FRANK BROUSSEAU, asst. national sales manager.
RALPH THORNLEY, regional sales manager.
THOMAS HARRELL, production manager.
LOIS PARKER, promotion director.
GLORIA S. WILSON, program publicity manager.
CARROLL GODWIN, news director.
MARIETT WICKS, copy chief.
VERNON WORD, film director & operations manager.
JAMES SALEEBY, tape director.
RUDY HUGHES, chief engineer.

DIGEST OF RATE CARD NO. 8—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$600.00 \$330.00 \$240.00 \$180.00 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
	Beaufort	12,700	12,000	94
	Berkeley	15,400	14,200	92
	Calhoun	3,000	2,700	90
	Charleston	70,800	67,700	96
50% & Over	Clarendon	6,400	5,600	87
	Colleton	8,000	7,200	90
	Dorchester	9,400	8,900	94
	Georgetown	9,100	8,300	92
	Hampton	4,600	4,100	90
	Jasper	3,300	3,000	90
	Williamsburg	8,600	7,700	89
SOUTH CAROLINA				
Between 25-49%	Bamberg	4,500	4,100	91
	Horry	20,700	19,300	93
	Orangeburg	19,400	17,600	91
GEORGIA				
Between 5-24%	Appling	3,700	3,300	90
	Bacon	2,300	2,100	91
	Bulloch	10,200	9,600	94
	Chatham	60,000	57,700	96
	Jeff Davis	2,900	2,700	91
	Mc Intosh	2,300	2,100	91
	Montgomery	1,800	1,600	87
	Screven	3,700	3,400	91
	Toombs	6,000	5,400	90
	Wayne	5,400	5,100	94
Wheeler	1,400	1,200	88	
SOUTH CAROLINA				
	Allendale	2,800	2,500	89
	Barnwell	5,100	4,700	92
	Florence	25,800	24,500	95
	Marion	8,400	7,700	91
	Sumter	21,400	20,000	93
Station Totals		359,100	336,000	94
Net Weekly Circulation (1970-71)				165,800
Average Daily Circulation (1970-71)				113,800

South Carolina—Columbia



WIS-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). 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"

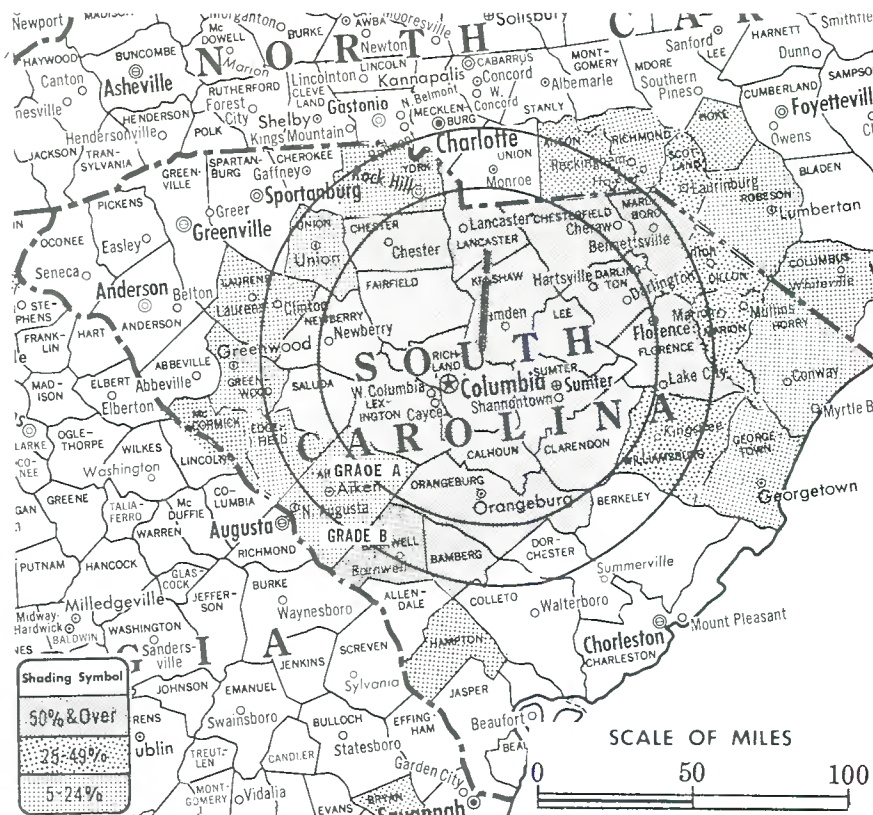
Transmitter: State Hwy. 12, 20-mi. NE of city.

TV tape: Recording facilities.

AM Affiliate: WIS, 5-kw, 560 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © M-M
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

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: Liberty Corp., 100%. Cosmos Bcstg. Corp., TV-radio subsidiary officers: B. Calhoun Hipp, chmn.; Charles A. Batson, pres.; Francis M. Hipp, v.p.-treas.; Herman N. Hipp, v.p.; K. James Yager, sr. v.p.; Law Epps, v.p.; James V. Dunbar Jr., v.p., administration; D. W. Robinson II, secy.; Mary Lou Lyles, asst. secy. Cosmos Bcstg. Corp. also owns & operates WSFA-TV, Montgomery, Ala.; WTOL-TV, Toledo; WIS and is buying WDSU-TV, New Orleans, La.

Began Operation: Nov. 7, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

K. JAMES YAGER, general manager.
MICKEY L. HOOTEN, assistant manager & program director.
RICHARD COULTER, general sales manager.
ALLEN B. LONG, national & regional sales manager.
JOSEPH P. GILL JR., chief engineer.
DICK EDWARDS, news & public affairs director.
SIDNEY PALMER, director of creative program services.
JUNE AIKEN, promotion director.

DIGEST OF RATE CARD NO. 15 (June 15, 1971)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7-11 p.m., daily.					
\$900.00	\$540.00				Graded rates apply*

*Highest rate: \$280.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
	Bamberg	4,500	4,100	91
	Barnwell	5,100	4,700	92
	Calhoun	3,000	2,700	90
	Chester	8,900	8,400	95
	Chesterfield	9,600	8,900	93
	Clarendon	6,400	5,600	87
	Darlington	15,400	14,500	94
	Fairfield	5,400	4,900	91
50% & Over	Florence	25,800	24,500	95
	Kershaw	10,500	9,800	93
	Lancaster	12,800	12,300	96
	Lee	4,700	4,200	90
	Lexington	28,200	26,700	95
	Marlboro	7,500	6,900	92
	Newberry	9,100	8,600	94
	Orangeburg	19,400	17,600	91
	Richland	62,400	59,300	95
	Saluda	4,200	3,900	93
	Sumter	21,400	20,000	93
NORTH CAROLINA				
	Scotland	7,600	7,100	94
Between 25-49%	SOUTH CAROLINA			
	Dillon	7,500	7,000	93
	Marion	8,400	7,700	91
	Williamsburg	8,600	7,700	89
GEORGIA				
	Bryan	1,900	1,800	94
	Habersham	6,400	6,000	94
Between 5-24%	NORTH CAROLINA			
	Anson	7,000	6,500	93
	Bertie	5,700	5,200	91
	Columbus	13,500	12,500	93
(Continued on page 692-b)				
Station Totals		502,800	471,300	94
Net Weekly Circulation (1970-71)				243,800
Average Daily Circulation (1970-71)				169,300

South Carolina—Columbia

WNOK-TV
Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1250-kw max. & 1046-kw horizontal visual, 125-kw max. & 104.6-kw horizontal aural. Antenna: 637-ft. above av. terrain, 553-ft. above ground, 933-ft. above sea level.

Latitude 34° 02' 41"
Longitude 80° 59' 51"

Transmitter: Cushman Rd., .25-mi. W of U.S. Hwy. 1.

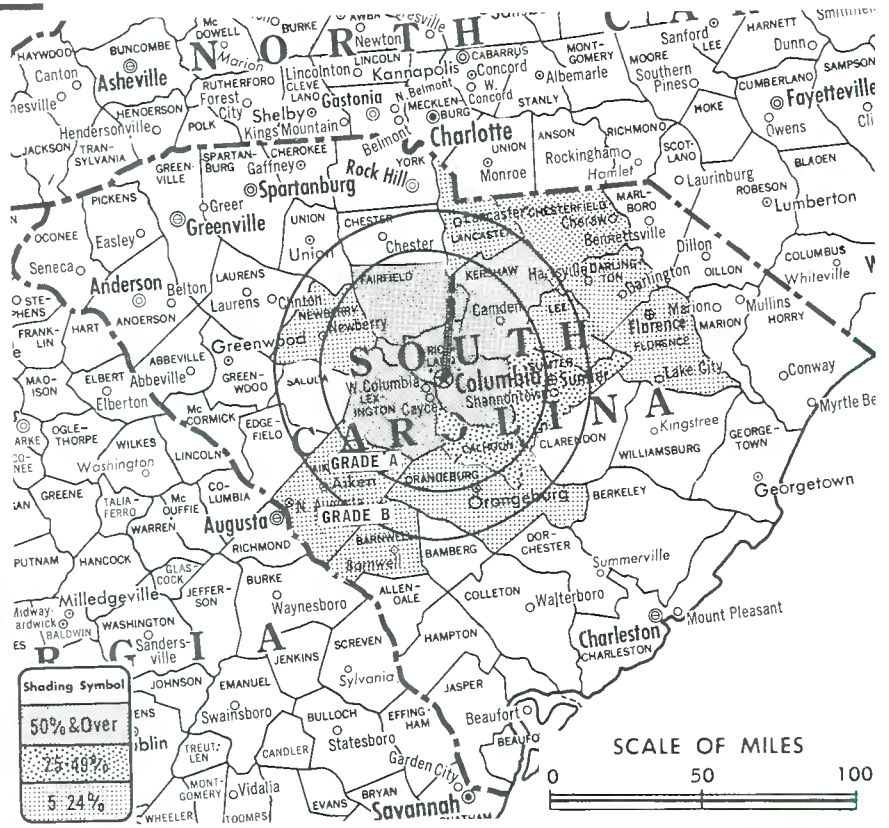
AM Affiliate: WNOK, 1-kw, 1230 kHz.

FM Affiliate: WNOK-FM, 100-kw, 104.7 MHz (No. 284), 460-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WNOK-TV Ref: FCC File No. BPCT-4070 Granted 4/23/68

©American Map Co., Inc., N.Y., No. 14244

WNOK-TV

Licensee: Palmetto Radio Corp., P. O. Drawer M (29205).

Studio: 6027 Devine St.

Telephone: 803-776-3600. TWX No.: 803-733-1131.

Ownership: Irwin Kahn, pres., 31.804%; H. Moody McElveen Jr., exec. v.p., 7.859%; W. Croft Jennings, v.p., 5.891%; J. W. Lindau III, v.p., 10.151%; Carlisle Roberts, secy., 4.687%; Samuel Litman, treas., 8.398%; B. F. Kurtz, 2.874%; Gen. Lewis G. Merritt, 2.845%; 51 others, none with more than 3%.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by Avery-Knodel Inc.; James S. Ayers Co. Inc.

Represented (legal) by Covington & Burling.

Personnel:

H. MOODY McELVEEN JR., executive vice president.
RICHARD T. LAUGHRIDGE, vice president, sales.
DONALD M. BRYANT, program manager & film buyer.
GENE PARKER, director of technical operations.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—7-11 p.m., daily.	\$250	\$170	\$100	\$75	\$100	\$80*	\$60*	\$45*

*Class AA—7-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Fairfield	5,400	4,900	91
	Kershaw	10,500	9,800	93
	Lexington	28,200	26,700	95
	Richland	62,400	59,300	95
Between 25-49%	SOUTH CAROLINA			
	Calhoun	3,000	2,700	90
	Sumter	21,400	20,000	93
Between 5-24%	SOUTH CAROLINA			
	Aiken	28,000	27,000	97
	Barnwell	5,100	4,700	92
	Chesterfield	9,600	8,900	93
	Darlington	15,400	14,500	94
	Florence	25,800	24,500	95
	Lancaster	12,800	12,300	96
	Lee	4,700	4,200	90
Newberry	9,100	8,600	94	
Orangeburg	19,400	17,600	91	
Station Totals		260,800	245,700	94
Net Weekly Circulation (1970-71)				101,600
Average Daily Circulation (1970-71)				61,500

For Index to Contents
See Services Volume

South Carolina—Columbia

abc

WOLO-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1205-kw max. & 904-kw horizontal visual, 149-kw max. & 108-kw horizontal aural, 617-ft. above av. terrain, 528-ft. above ground, 930-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.
Color: Network, live, film, slide & tape.

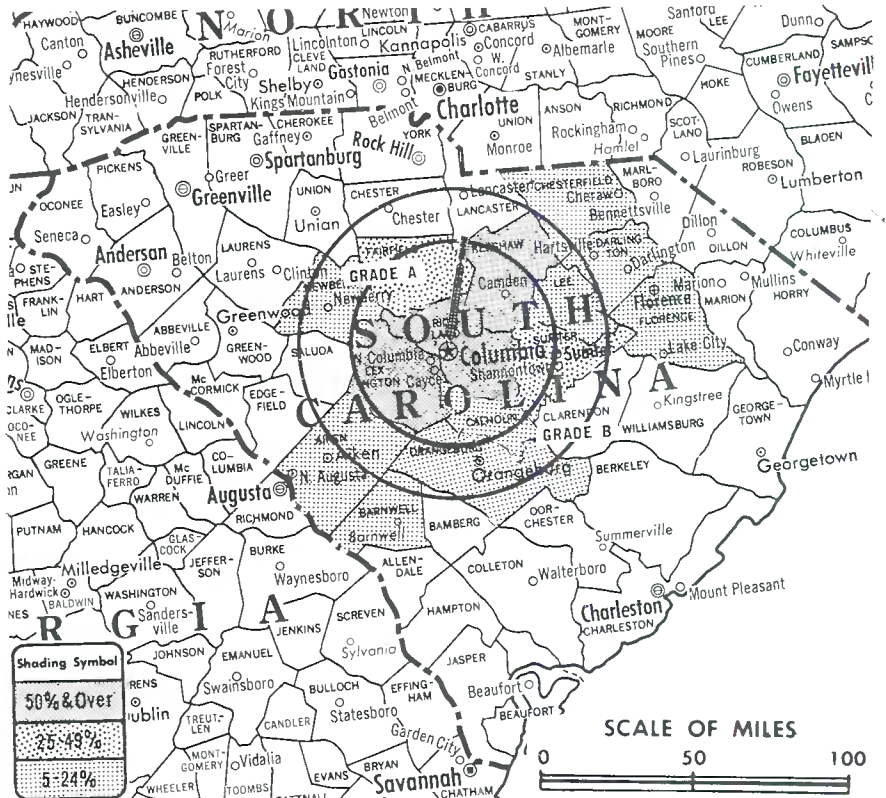
News Wire Service: AP.

Facsimile Service: AP.

Studio: 5807 Shakespeare Rd. (29204).

Telephone: 803-754-7525.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WOLO-TV Ref: FCC File No. BNPCT-6709 Granted 6/28/68

© American Map Co., Inc., N.Y., No. 14244

WOLO-TV

Licensee: Columbia TV Broadcasters Inc., Box 4217 (29204).

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 Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

HENRY W. HUGHES, station & sales manager.
STEPHEN POPP, chief engineer.

DIGEST OF RATE CARD NO. 6—(Feb. 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class AA—7:30-11:01 p.m., daily.	\$225.00	\$150.00	\$110.00	\$150.00	\$60.00	\$30.00
NETWORK BASE HOURLY RATE: \$200.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Kershaw	10,500	9,800	93
	Lexington	28,200	26,700	95
	Richland	62,400	59,300	95
Between 25-49%	SOUTH CAROLINA			
	Fairfield	5,400	4,900	91
	Sumter	21,400	20,000	93
Between 5-24%	SOUTH CAROLINA			
	Aiken	28,000	27,000	97
	Barnwell	5,100	4,700	92
	Calhoun	3,000	2,700	90
	Chesterfield	9,600	8,900	93
	Darlington	15,400	14,500	94
	Florence	25,800	24,500	95
	Lee	4,700	4,200	90
Newberry	9,100	8,600	94	
Orangeburg	19,400	17,600	91	
Station Totals		248,000	233,400	94
Net Weekly Circulation (1970-71)				94,100
Average Daily Circulation (1970-71)				46,500

South Carolina—Florence



WBTV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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"

Requests change to 291-kw visual, 29.1-kw aural, 1957-ft. above av. terrain, 1997-ft. above ground, 2112-ft. above sea level, lat. 34° 22' 05", long. 79° 19' 21", transmitter to 3.1-mi. N of Floyd Dale, Florence. BPCT—4162.

Transmitter: N. Irby St., Extension.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

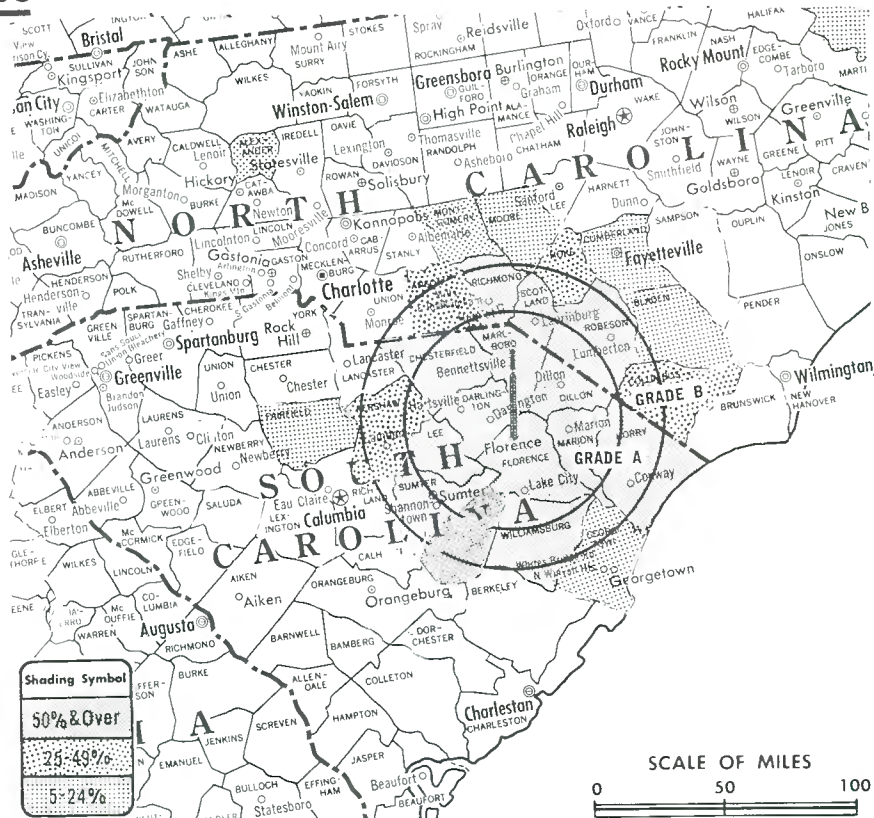
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1-b).



WBTV Ref: FCC File No. BPCT—1841 Granted 11/25/63

©American Map Co., Inc., N.Y., No. 14244

WBTV

Network Service: CBS.

Licensee: Daily Telegraph Printing Co., Box 630, Florence, S.C. (29501).

Studio: N. Irby St. Extension.

Telephone: 803-662-1565. TWX No.: 803-662-2212.

Ownership: Daily Telegraph Printing Co., 100%. For other interests, see WHIS-TV, Bluefield, W.Va.

Began Operation: Oct. 18, 1954. Sale to present owner by Jefferson Standard Life Insurance Co. approved by FCC Feb. 28, 1968 (Television Digest, Vol. 7:43, 8:10).

Represented (sales) by Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOSEPH B. FOSTER, asst. vice president & station manager.

GEORGE L. SANSBURY, sales manager.

HAY GAYMON, news director.

POWELL HUTCHINSON, production manager.

EDWARD L. YOUNG, farm advisor.

BERNARD E. MOORE, technical manager.

DIGEST OF RATE CARD NO. 17 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID

Class AA—7:30-10 p.m., daily.

\$1000.00 \$700.00 \$600.00 \$300.00 \$180.00 \$140.00 \$90.00

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA				
		Richmond	12,300	11,700	95
		Robeson	22,200	20,600	93
		Scotland	7,600	7,100	94
	SOUTH CAROLINA				
		Chesterfield	9,600	8,900	93
		Clarendon	6,400	5,600	87
		Darlington	15,400	14,500	94
		Dillon	7,500	7,000	93
		Florence	25,800	24,500	95
	Horry	20,700	19,300	93	
	Lee	4,700	4,200	90	
	Marion	8,400	7,700	91	
	Marlboro	7,500	6,900	92	
	Sumter	21,400	20,000	93	
	Williamsburg	8,600	7,700	89	
Between 25-49%	NORTH CAROLINA				
		Anson	7,000	6,500	93
		Columbus	13,500	12,500	93
		Hoke	4,200	3,900	92
SOUTH CAROLINA					
	Kershaw	10,500	9,800	93	
Between 5-24%	NORTH CAROLINA				
		Alexander	6,200	5,900	95
		Bertie	5,700	5,200	91
		Bladen	7,400	6,700	90
		Cumberland	56,000	53,500	96
		Montgomery	6,000	5,700	95
	Moore	11,900	11,100	93	
SOUTH CAROLINA					
	Fairfield	5,400	4,900	91	
	Georgetown	9,100	8,300	92	
Station Totals			321,000	299,700	93
Net Weekly Circulation (1970-71)					156,800
Average Daily Circulation (1970-71)					102,400

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WLOS-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 121-kw visual, 18.7-kw aural. Antenna: 2830-ft. above av. terrain, 339-ft. above ground, 6088-ft. above sea level.

Latitude 35° 25' 32.41"
Longitude 82° 45' 25.02"

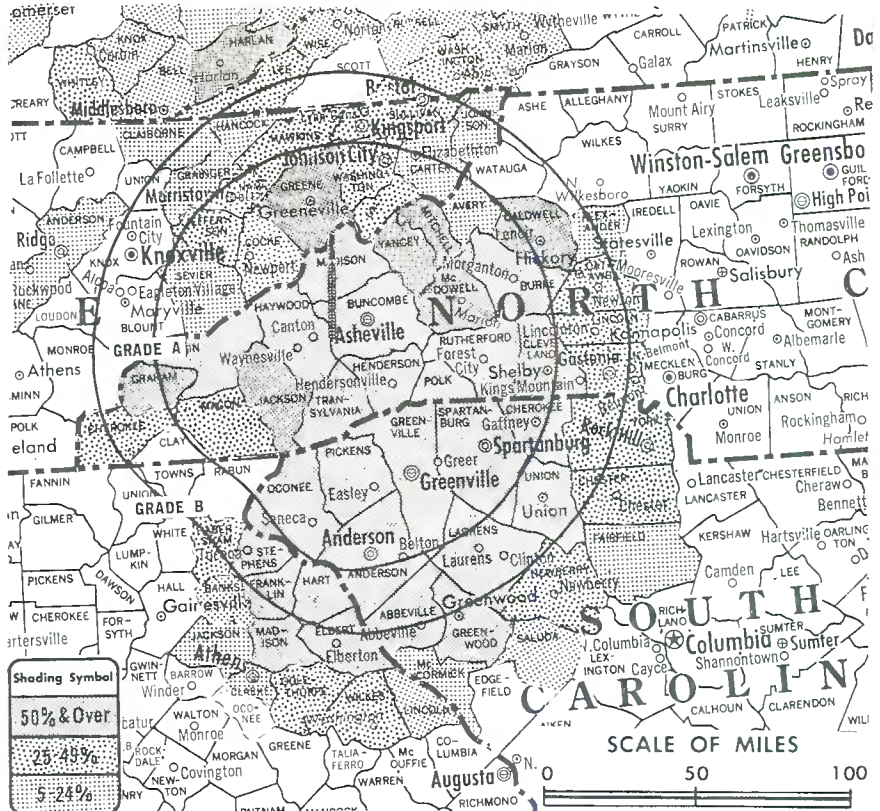
Transmitter: Mt. Pisgah.

TV tape: Recording facilities.

FM Affiliate: WLOS-FM, 36-kw, 99.9 MHz (No. 260), 160-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



WLOS-TV Ref: FCC File No. BPCT-809 Granted 12/9/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WLOS-TV

Licensee: Wometco Skyway Bcstg. Co., Box 2150, Asheville, N.C. (28802).

Studios: Battle House, 288 Macon Ave., Asheville, N.C. (28804); 333 Wade Hampton Blvd., P.O. Box 2363, Greenville, S.C. (29602).

Telephones: 704-254-4321, Asheville; 803-242-6091, Greenville.

TWX No.: 510-933-0166 (Asheville).

Ownership: Wometco Enterprises, 99%. For Wometco Enterprises ownership and interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

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.
DAVE DeARMOND, v.p. & general sales manager.
BILL PFEIFFER, v.p., programming.
LOYD B. LEONARD, retail sales manager.
KEN GLOVER, regional sales manager.
KAY JENKINS, director of sales development.
TONY SMITH, promotion director.
J. MARC DOYLE, news director.
GEORGE SPRAGUE, chief engineer.
BRUCE FREY, business & credit manager.
GLENN ADKINS, production manager.

DIGEST OF RATE CARD NO. 19

(Sept. 14, 1970)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Section I—7-11 p.m., daily.					
\$1000.00	\$600.00	\$400.00			Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$950.

702-b

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Elbert	5,700	5,400	95
		Franklin	4,200	4,000	96
		Hart	4,900	4,700	95
		Madison	4,400	4,100	94
		Stephens	6,600	6,200	94
		KENTUCKY			
		Harlan	10,900	10,000	92
		NORTH CAROLINA			
		Buncombe	47,900	45,600	95
		Burke	18,000	17,300	96
		Caldwell	17,500	16,800	96
		Cleveland	22,100	21,200	96
		Graham	1,900	1,700	92
		Haywood	13,300	12,500	94
	Henderson	14,600	13,800	95	
	Jackson	6,600	6,000	91	
	Mc Dowell	9,800	9,300	95	
	Madison	4,900	4,400	90	
	Mitchell	4,200	3,900	93	
	Poik	3,900	3,600	93	
	Rutherford	15,400	14,800	96	
	Swain	2,500	2,200	87	
	Transylvania	6,000	5,600	94	
	Yancey	3,800	3,400	89	
	SOUTH CAROLINA				
	Abbeville	6,500	6,100	93	
	Anderson	34,000	32,600	96	
	Cherokee	11,500	11,000	96	
	Greenville	76,300	73,800	97	
	Greenwood	15,800	15,100	96	
	Laurens	14,600	13,900	95	
	Oconee	13,400	12,900	96	
	Pickens	18,200	17,200	95	
	Spartanburg	54,500	52,400	96	
	Union	9,100	8,700	96	
	TENNESSEE				
	Greene	15,300	14,500	95	

(Continued on page 705-b)

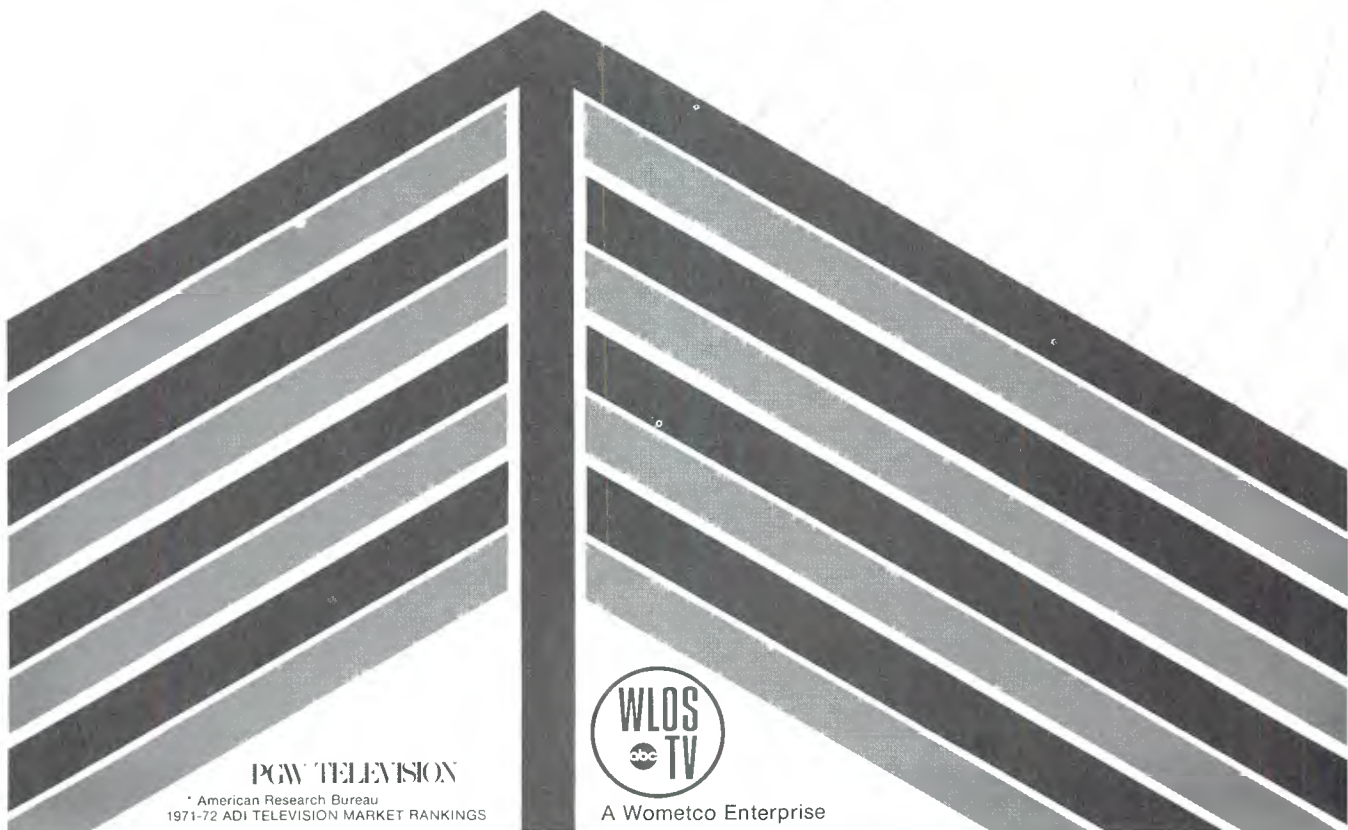
Station Totals	986,500	934,900	95
Net Weekly Circulation (1970-71)			483,900
Average Daily Circulation (1970-71)			282,200

TV Factbook No. 42

You've got to get up to go down South

like about 6000 feet

Greenville-Spartanburg-Asheville is now the 39th U.S. Market*. It's a good market. A mountain market. One of the largest non-flat markets in the South. And growing bigger every day. To reach it, we built our tower high on top of Mt. Pisgah and beam programming into the total market area... to get your message across. We've got the viewers because we've got the reach.



PGW TELEVISION

* American Research Bureau
1971-72 ADI TELEVISION MARKET RANKINGS



A Wometco Enterprise

South Carolina—Greenville-Spartanburg & Asheville, N.C.



WFBC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-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 kHz (NBC). FM Affiliate: WFBC-FM, 100-kw, 93.7 MHz (No. 229), 1850-ft.

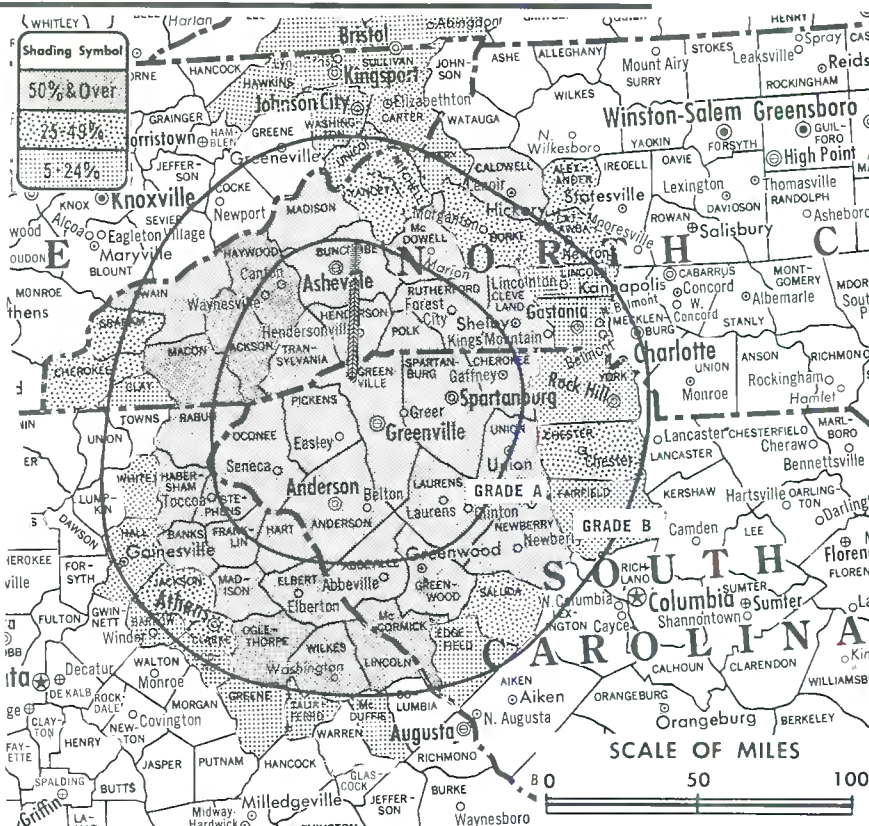
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © MSI Consumer Market Data as of 1/1/72. TV Homes: TV% and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 1-b).



WFBC-TV Ref: FCC File No. BPCT-2396 Granted 11/18/57

©American Map Co., Inc., N.Y., No. 14244

WFBC-TV

Licensee: Multimedia Inc., Box 788 (29602).

Telephone: 803-233-4601. TWX No.: 803-282-1008.

Ownership: Multimedia Inc. Owners: Roger C. Peace estate, 8.49%; J. Kelly Sisk, pres.-treas., 3.41%; Robert Bunnelle, v.p., 1.15%; Edmund A. Ramsaur, v.p.; Wilson C. Wearn, v.p., 0.46%; Alfred F. Burgess, secy., 1.14%; James E. Jolley, 1.60%; Mrs. Frances P. Graham, 9.53%; B. H. 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. Ramsaur, 1.78%; James D. Poag, 2.36%; 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, Asheville Citizen-Times & Montgomery Index & Journal. Multimedia is buying WSJS-TV, Winston-Salem, N.C.

Began Operation: Dec. 31, 1953. Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales) by Katz Television.

Personnel:

WILSON C. WEARN, president.
DOUGLAS A. SMITH, v.p. & general manager.
NORVIN C. DUNCAN JR., asst. mgr., program dir. & film buyer.
WILLIAM E. GARRISON, chief engineer.
MARK CONRAD, sales manager.
H. A. SCOTT JR., operations manager.
DAVID E. GUTHRIE, promotion & public relations director.
WILLIAM E. WHELESS, public affairs director.
BEN LEONARD, farm director.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00

Graded rates apply*

*Highest rate: \$290.

NETWORK BASE HOURLY RATE: \$1050.

704-b

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA				
	Banks	2,100	1,900	92
	Elbert	5,700	5,400	95
	Franklin	4,200	4,000	96
	Habersham	6,400	6,000	94
	Hart	4,900	4,700	95
	Lincoln	1,800	1,700	93
	Madison	4,400	4,100	94
	Oglethorpe	2,200	2,000	92
	Rabun	2,800	2,600	92
	Stephens	6,600	6,200	94
	Wilkes	3,200	2,900	89
NORTH CAROLINA				
	Buncombe	47,900	45,600	95
	Caldwell	17,500	16,800	96
	Cleveland	22,100	21,200	96
	Haywood	13,300	12,500	94
	Henderson	14,600	13,800	95
	Jackson	6,600	6,000	91
	Mc Dowell	9,800	9,300	95
	Macon	5,300	4,700	89
	Madison	4,900	4,400	90
	Polk	3,900	3,600	93
	Rutherford	15,400	14,800	96
	Swain	2,500	2,200	87
	Transylvania	6,000	5,600	94
SOUTH CAROLINA				
	Abbeville	6,500	6,100	93
	Anderson	34,000	32,600	96
	Cherokee	11,500	11,000	96
	Greenville	76,300	73,800	97
	Greenwood	15,800	15,100	96
	Laurens	14,600	13,900	95
	Mc Cormick	2,100	1,900	92
	Newberry	9,100	8,600	94
	Oconee	13,400	12,900	96
	Pickens	18,200	17,200	95
	Spartanburg	54,500	52,400	96
	Union	9,100	8,700	96

(Continued on next page)

Station Totals	841,200	801,100	95
Net Weekly Circulation (1970-71)			438,800
Average Daily Circulation (1970-71)			291,800

TV Factbook No. 42

WFBC-TV, Greenville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	GEORGIA				
		Clarke	20,900	19,800	95
		Jackson	6,900	6,500	95
	NORTH CAROLINA				
		Alexander	6,200	5,900	95
		Burke	18,000	17,300	96
		Catawba	29,200	28,400	97
		Cherokee	5,300	4,900	92
		Graham	1,900	1,700	92
		Mitchell	4,200	3,900	93
		Yancey	3,800	3,400	89
	SOUTH CAROLINA				
	Chester	8,900	8,400	95	
	Saluda	4,200	3,900	93	
Between 5-24%	GEORGIA				
		Barrow	5,700	5,400	95
		Greene	3,000	2,700	91
		Hall	18,500	17,800	96
		Mc Duffie	4,500	4,200	94
		Oconee	2,600	2,500	97
		Taliaferro	800	700	89
		White	2,500	2,300	93
	NORTH CAROLINA				
		Avery	3,800	3,500	91
		Clay	1,700	1,500	90
		Gaston	46,200	44,700	97
		Lincoln	10,400	10,100	97
	SOUTH CAROLINA				
		Edgefield	4,300	4,000	93
		Fairfield	5,400	4,900	91
		York	24,900	23,700	95
	TENNESSEE				
		Carter	13,900	13,200	95
		Hawkins	10,700	9,900	93
		Sullivan	40,300	39,000	97
	Unicoi	5,100	4,800	94	
	Washington	23,000	22,200	97	
VIRGINIA					
	Scott	7,400	6,700	91	
	Washington	17,800	17,000	95	

WSPA-TV, Greenville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%		
Between 25-49%	NORTH CAROLINA—(Continued)					
		Macon	5,300	4,700	89	
		Mitchell	4,200	3,900	93	
		Yancey	3,800	3,400	89	
	SOUTH CAROLINA					
		Fairfield	5,400	4,900	91	
		Mc Cormick	2,100	1,900	92	
		Saluda	4,200	3,900	93	
		York	24,900	23,700	95	
	Between 5-24%	GEORGIA				
			Clarke	20,900	19,800	95
			Hall	18,500	17,800	96
		Jackson	6,900	6,500	95	
		Lincoln	1,800	1,700	93	
		Wilkes	3,200	2,900	89	
NORTH CAROLINA						
		Alexander	6,200	5,900	95	
		Anson	7,000	6,500	93	
		Avery	3,800	3,500	91	
		Madison	4,900	4,400	90	
		Mecklenburg	114,900	111,400	97	
		Watauga	6,800	6,300	93	
		Wilkes	15,500	14,600	94	
SOUTH CAROLINA						
		Edgefield	4,300	4,000	93	
		Lancaster	12,800	12,300	96	
TENNESSEE						
		Greene	15,300	14,500	95	
		Johnson	3,900	3,600	93	

South Carolina

WLOS-TV, Greenville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	GEORGIA				
		Habersham	6,400	6,000	94
		Oglethorpe	2,200	2,000	92
		Wilkes	3,200	2,900	89
	KENTUCKY				
		Knott	3,800	3,300	86
		Whitley	7,500	6,900	92
	NORTH CAROLINA				
		Catawba	29,200	28,400	97
		Cherokee	5,300	4,900	92
		Gaston	46,200	44,700	97
		Lincoln	10,400	10,100	97
	Macon	5,300	4,700	89	
Between 5-24%	SOUTH CAROLINA				
		Chester	8,900	8,400	95
		Newberry	9,100	8,600	94
		York	24,900	23,700	95
	TENNESSEE				
		Cocke	7,800	7,200	92
		Hamblen	12,500	11,800	95
		Hawkins	10,700	9,900	93
		Jefferson	8,000	7,600	95
		Sullivan	40,300	39,000	97
		Unicoi	5,100	4,800	94
		Washington	23,000	22,200	97
VIRGINIA					
	Lee	6,500	5,900	91	
	Washington	17,800	17,000	95	
Between 5-24%	GEORGIA				
		Banks	2,100	1,900	92
		Clarke	20,900	19,800	95
		Jackson	6,900	6,500	95
		Lincoln	1,800	1,700	93
	KENTUCKY				
		Bell	9,400	8,700	92
		Knox	6,900	6,100	89
		Laurel	8,400	7,600	90
		Leslie	3,100	2,500	82
		Letcher	6,600	5,900	89
		Perry	7,100	6,200	88
NORTH CAROLINA					
	Alexander	6,200	5,900	95	
	Avery	3,800	3,500	91	
SOUTH CAROLINA					
	Fairfield	5,400	4,900	91	
	Mc Cormick	2,100	1,900	92	
	Saluda	4,200	3,900	93	
TENNESSEE					
	Anderson	19,300	18,600	96	
	Carter	13,900	13,200	95	
	Claiborne	6,000	5,400	90	
	Grainger	4,500	4,100	91	
	Hancock	2,100	1,900	91	
	Johnson	3,900	3,600	93	
	Roane	12,300	11,700	95	
	Sevier	9,300	8,600	93	
VIRGINIA					
	Russell	6,900	6,400	93	
	Smyth	9,100	8,700	95	
	Wise	11,900	11,000	93	

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South Carolina—Greenville-Spartanburg & Asheville, N.C.



WSPA-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-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 kHz (CBS). FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

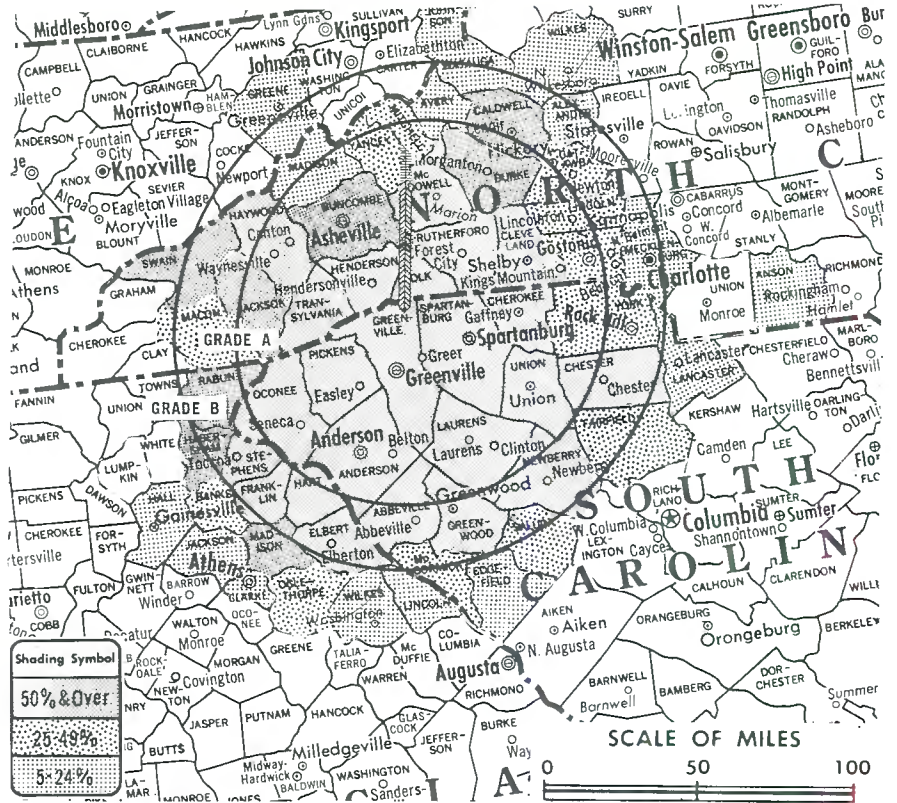
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSPA-TV Ref: FCC File No. BPCT-1216 and BMPCT-5883 Granted 11/25/53 and 9/24/63

©American Map Co., Inc., N.Y., No. 14244

WSPA-TV

Licensee: Spartan Radiocasting Co., 123 N. Converse St., Spartanburg.

Studio: 123 N. Converse St., Spartanburg (29301).

Telephones: 803-585-7777, Spartanburg; 803-233-7777, Greenville; 803-232-7361, Greenville office; 704-684-3771, Asheville.

TXW No.: 810-282-2591.

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 H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

WALTER J. BROWN, president.
CHARLES R. SANDERS, v.p. & general manager.
GLENN JACKSON, station manager.
JAMES B. ANDERSON, general sales manager.
DAVID HANDY, program director.
GENE GIBSON, chief studio engineer.
CLYDE BURDETTE, chief transmitter engineer.
BILL BAILIE, production manager.
CHARLES NEWCOMB, public affairs director.
JAN HYATT, traffic manager.

DIGEST OF RATE CARD NO. 25—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:30 p.m., daily.
\$900.00 \$540.00 \$360.00 \$225.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$750.

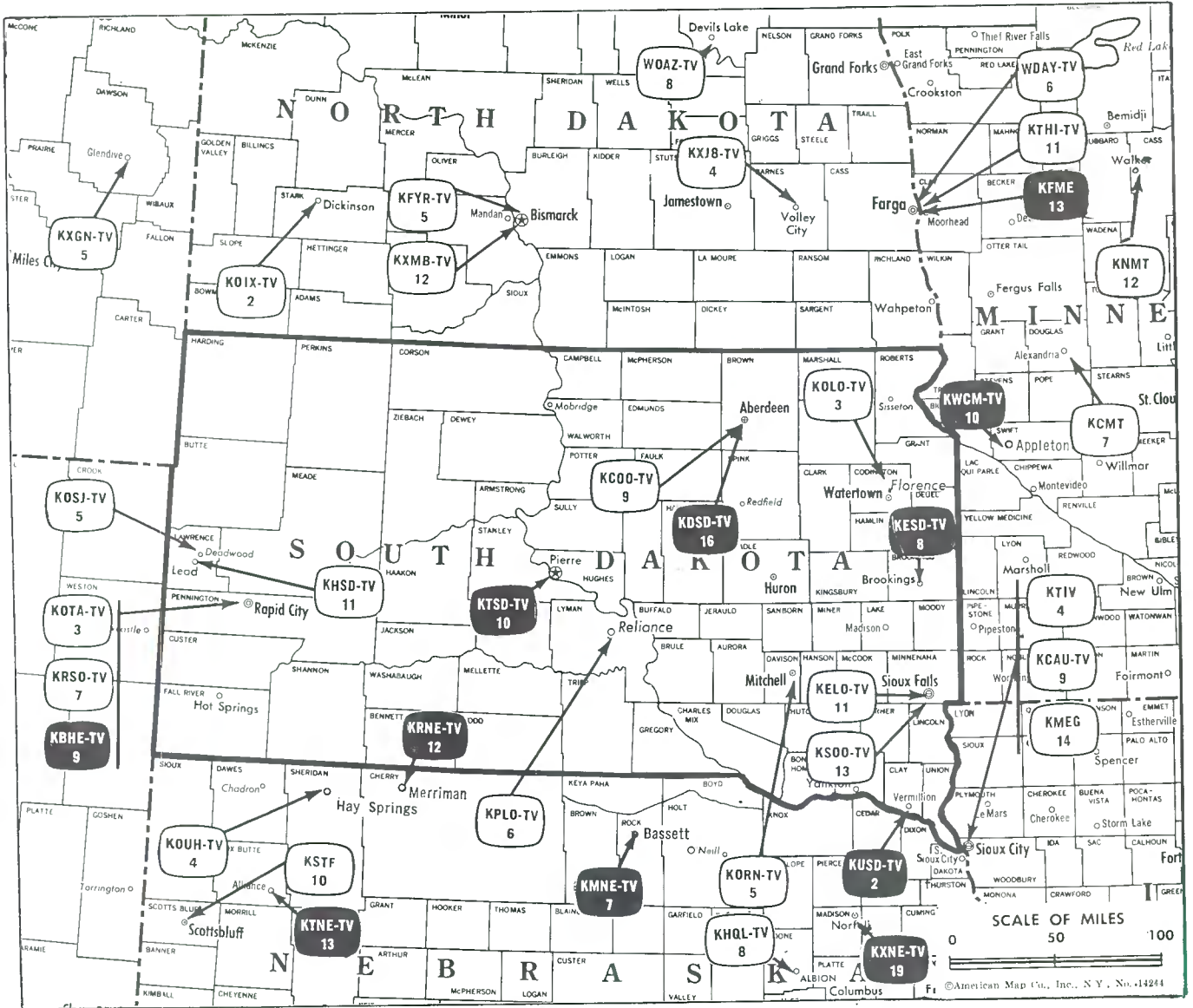
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	5,700	5,400	95
	Franklin	4,200	4,000	96
	Habersham	6,400	6,000	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Hart	4,900	4,700	95
	Madison	4,400	4,100	94
	Rabun	2,800	2,600	92
	Stephens	6,600	6,200	94
	NORTH CAROLINA			
	Buncombe	47,900	45,600	95
	Burke	18,000	17,300	96
	Caldwell	17,500	16,800	96
	Cleveland	22,100	21,200	96
	Haywood	13,300	12,500	94
	Henderson	14,600	13,800	95
	Jackson	6,600	6,000	91
	Mc Dowell	9,800	9,300	95
Polk	3,900	3,600	93	
Rutherford	15,400	14,800	96	
Swain	2,500	2,200	87	
Transylvania	6,000	5,600	94	
SOUTH CAROLINA	Abbeville	6,500	6,100	93
	Anderson	34,000	32,600	96
	Cherokee	11,500	11,000	96
	Chester	8,900	8,400	95
	Greenville	76,300	73,800	97
	Greenwood	15,800	15,100	96
	Laurens	14,600	13,900	95
	Newberry	9,100	8,600	94
	Oconee	13,400	12,900	96
	Pickens	18,200	17,200	95
Spartanburg	54,500	52,400	96	
Union	9,100	8,700	96	
GEORGIA	Banks	2,100	1,900	92
	Oglethorpe	2,200	2,000	92
	NORTH CAROLINA			
Between 25-49%	Catawba	29,200	28,400	97
	Gaston	46,200	44,700	97
	Lincoln	10,400	10,100	97

(Continued on page 705-b)

Station Totals	871,200	831,600	95
Net Weekly Circulation (1970-71)			417,600
Average Daily Circulation (1970-71)			252,300

South Dakota



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Sioux Falls-Mitchell	224,500	92	176,100	89
Rapid City	67,200	180	45,100	171

South Dakota Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	4	1	5
			<hr/> 15

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South Dakota

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

KDSJ-TV

Lead

(See Deadwood, S.D.)

KORN-TV

Mitchell

(See Sioux Falls, S.D.)

KDLO-TV

Watertown

(See Florence, S.D.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

KDSD-TV

Aberdeen

Ch. 16

Non-Commercial Educational Station

Grantee: State Board of Directors for ETV, U of South Dakota, Vermillion, S.D. (57069).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 674-kw max. & 537-kw horizontal visual, 103-kw max. & 81.3-kw horizontal aural. Antenna: 1171-ft. above av. terrain, 1962-ft. above ground, 2920-ft. above sea level.

Latitude 45° 29' 55"
Longitude 97° 40' 35"



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KESD-TV

Brookings

Ch. 8

Non-Commercial Educational Station

Licensee: South Dakota State University, Brookings, S.D. (57006).

Technical Facilities: Channel No. 8 (180-186 MHz). 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"

KTSD-TV

Pierre

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion (57069).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 269-kw horizontal visual, 37.1-kw max. & 31.6-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 1326-ft. above ground, 3404-ft. above sea level.

Latitude 44° 57' 55"
Longitude 99° 35' 56"

KBHE-TV

Rapid City

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Technical Facilities: Channel No. 9 (186-192 MHz). 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: University of South Dakota, Vermillion, S.D. (57069).

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

KOTA-TV, Rapid City

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEBRASKA—(Continued)			
	Hooker	300	300	98
	Morrill	1,900	1,800	93
	SOUTH DAKOTA			
	Perkins	1,500	1,400	90
	WYOMING			
Between 5-24%	Goshen	3,600	3,400	95
	Sheridan	6,400	5,800	90
	NEBRASKA			
	Deuel	1,000	1,000	96
	Kimball	1,900	1,900	98
	NORTH DAKOTA			
	Adams	1,200	1,100	94
	SOUTH DAKOTA			
	Dewey	1,400	1,200	87
	WYOMING			
Niobrara	1,000	900	92	
Platte	2,200	2,000	90	

South Dakota—Aberdeen



KCOO-TV



Ch. 9

[Satellite of KSOO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

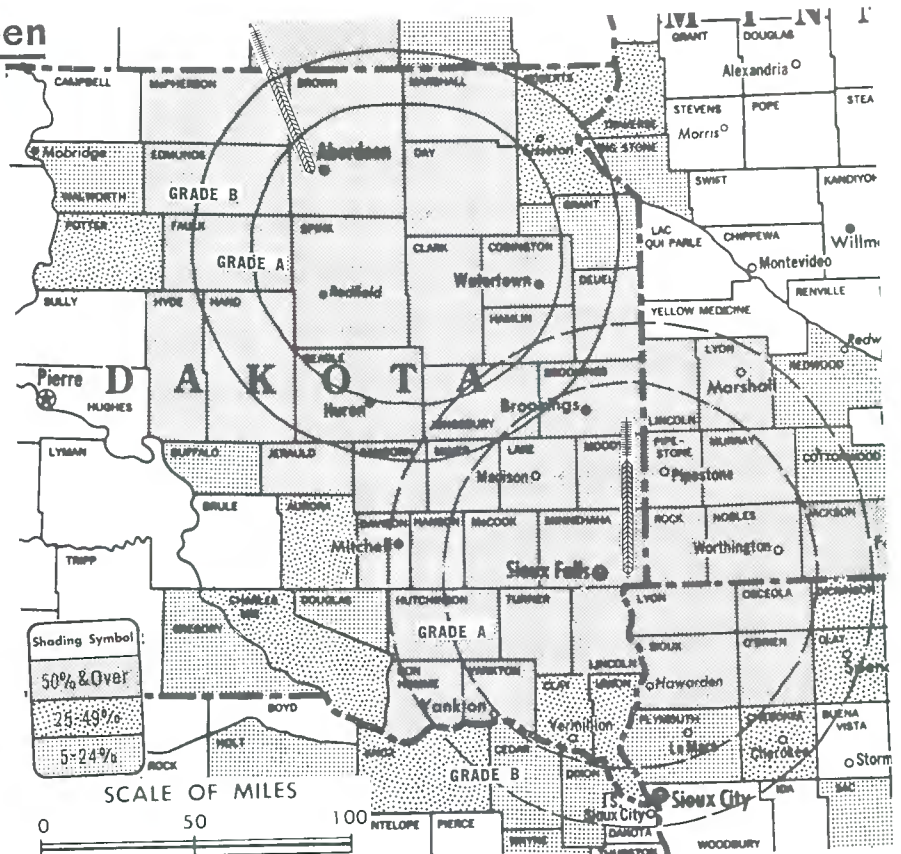
Latitude 45° 06' 32"
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Grandall, S.D.

Color: Network, film & tape.

News Wire Service: AP.

Represented (engineering) by Cohen & Dippell.



County coverage based on ARB study (see page 1-b).

KXAB-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58
KCOO-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58

©American Map Co., Inc., N.Y., No. 14244

KCOO-TV

Network Service: NBC.

Licensee: KSOO-TV Inc., Country Club Rd. (57401).

Mailing Address: Box 1520, Aberdeen (57401).

Studio: Country Club Road, Aberdeen.

Telephone: 605-225-4350.

Ownership: See KSOO-TV, Sioux Falls, S.D.

Began Operation: Nov. 27, 1958. Sale to present owner by John Bofer and others approved by FCC Dec. 23, 1969.

Represented (sales) by Avery Knodel Inc.; Harry S. Hyett Co. (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Marmet & Webster.

Personnel:

GORDON H. RITZ, chairman of board.
MORTON H. HENKIN, president & general manager.
TOM STARKLE, manager.
JIM DUNHAM, national sales manager.
EUGENE SCHULTZ, chief engineer.

Rates: Sold in combination with KSOO-TV, Sioux Falls, S.D.
NETWORK BASE HOURLY RATE: \$175.

ARB Data: Figures are included with KSOO-TV, Sioux Falls, S.D. Map reflects coverage of both.

South Dakota—Deadwood-Lead



KDSJ-TV

Ch. 5

[Satellite of KRSD-TV,
Rapid City, S.D.]

Technical Facilities: Channel No. 5
(76-82 MHz). 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"

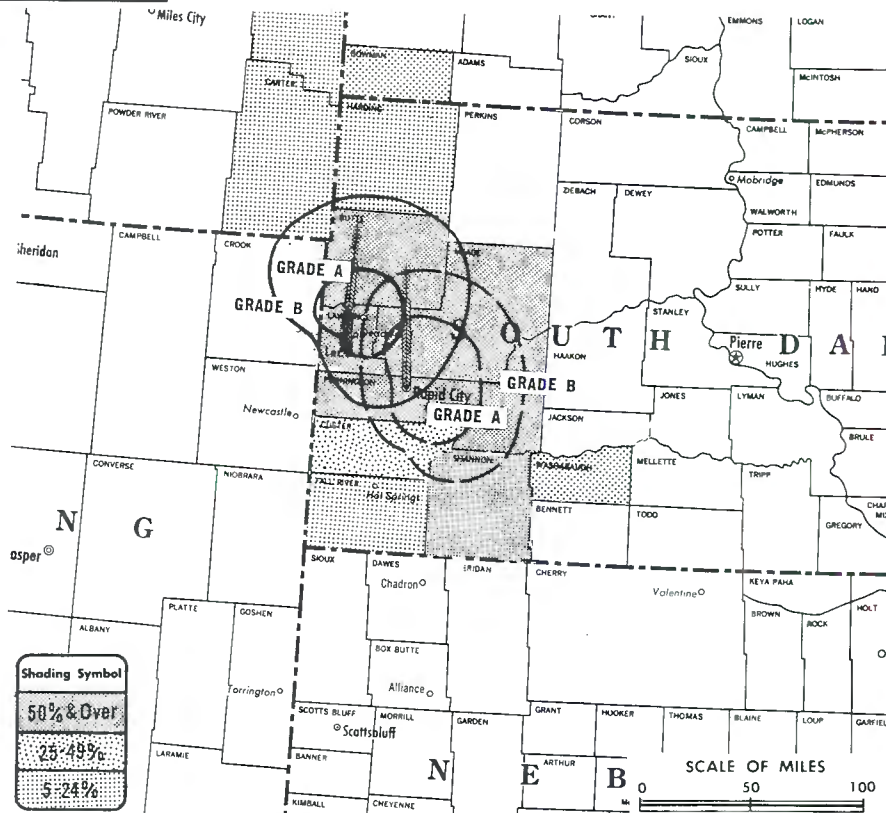
Transmitter: Crusher Hill, Lead, S.D.

AM Affiliate: KDSJ, 1-kw, 980 kHz.

Color: Network.

News Wire Service: UPI.

Represented (legal) by Samuel Miller.



KDSJ-TV Ref: FCC File No. BMPCT-5212 Granted 5/27/59

© American Map Co., Inc., N.Y., No. 14244

County coverage based on ARB study (see page 4-b).

KDSJ-TV

Network Service: CBS, 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.

Ownership: See KRSD-TV, Rapid City.

Began Operation: Jan. 6, 1960.

Personnel:

HARRY DANIELS, resident manager.

Rates: Sold 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.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

South Dakota—Florence-Watertown



KDLO-TV



Ch. 3

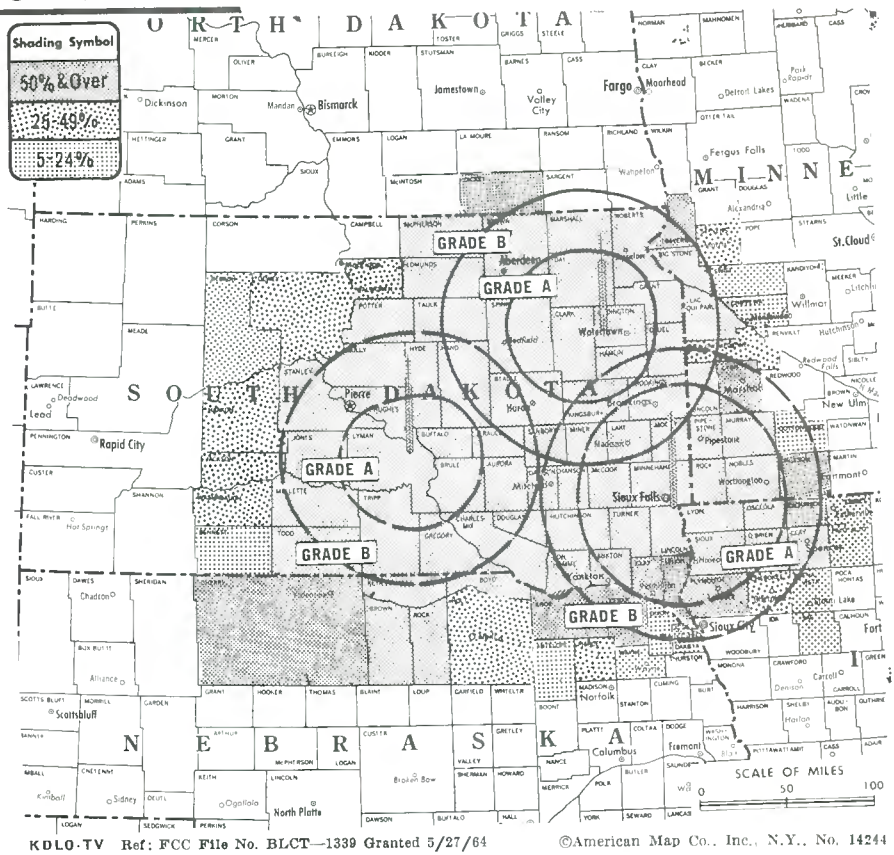
[Satellite of KELO-TV,
Sioux Falls, S.D.]

Technical Facilities: Channel No. 3
(60-66 MHz). 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.



*Contour coverage based on ARB study (see page 1 b).

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); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOE FLOYD, president.
EVANS NORD, v.p. & general manager.
ROY THORSON, chief engineer & resident manager.
LEE HEISEL, director of engineering.

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



Ch. 11

[Satellite of KOTA-TV, Rapid City, S.D.]

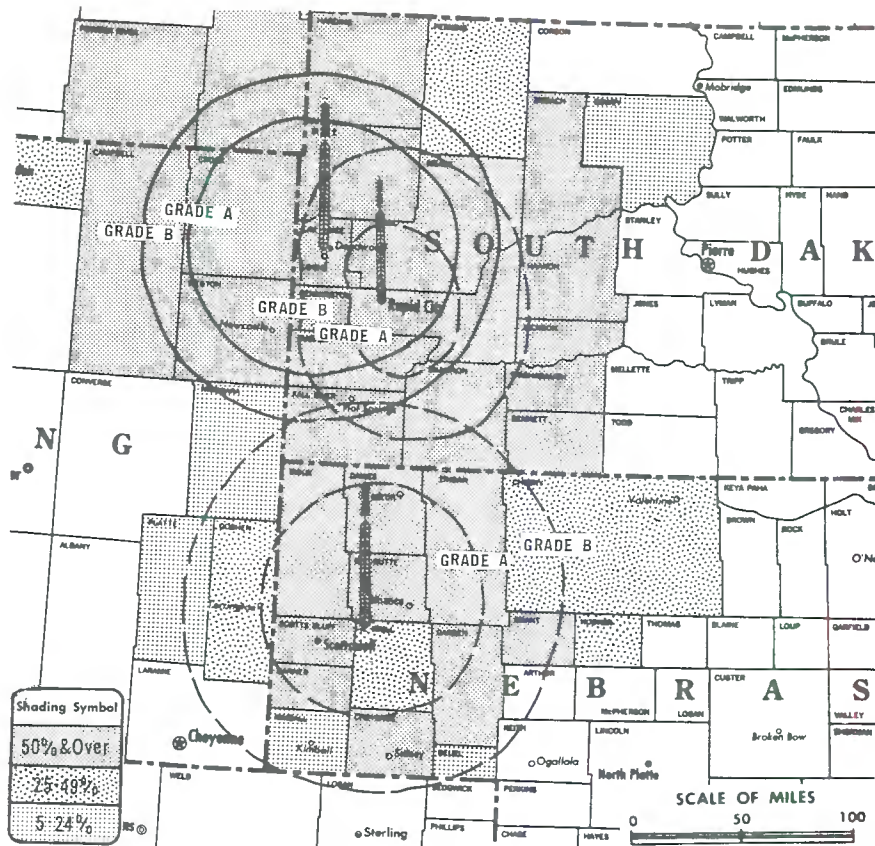
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude 44° 19' 36"
Longitude 103° 50' 12"

Transmitter: Terry Peak.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



County coverage based on ARB study (see page 4-b).

KHSD-TV Ref: FCC File No. BMPTC-7166 Granted 3/26/70

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KHSD-TV

Network Service: NBC & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D. (57701).

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Avery-Knodel Inc.; Wayne Evans & Associates (Minneapolis); The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

ELLIOT BEERS, 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.

South Dakota—Rapid City



Ch. 3

[Also operates affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.]

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

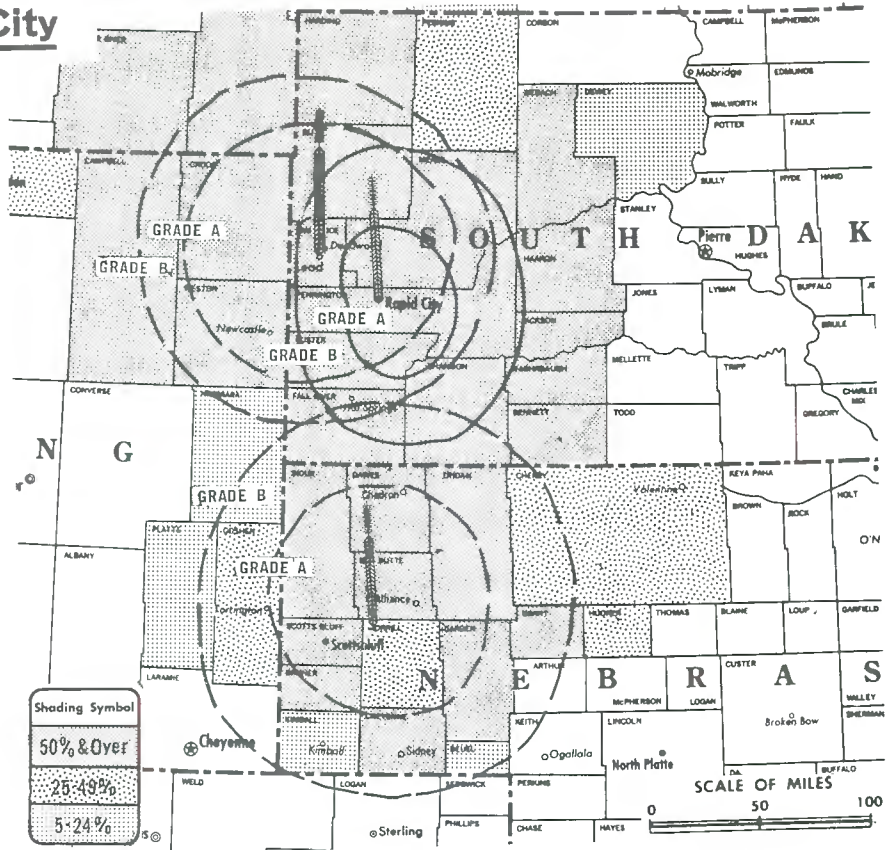
AM Affiliate: KOTA, 5-kw, 1380 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Figures include satellites KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Hours: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KOTA-TV Ref: FCC File No. BMPCT-5990 Granted 8/25/64.
KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

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KOTA-TV

Network Service: NBC; 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., 53.3%; William F. Duhamel, sr. v.p., 26.7%; 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 Avery-Knodel Inc.; Wayne Evans & Assoc. (Minneapolis); The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver); Andy McDermott Sales Ltd. (Canada).
Represented (legal) by Fisher, Wayland, Southmayd & Cooper.
Represented (engineering) by Edward F. Lorentz & Associates.
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.
VERNE SHEPPARD, farm director.
ROBERT LASKOWSKI, sports director.

DIGEST OF RATE CARD NO. 12—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00	\$80.00*	\$65.00*	\$40.00*

*Class AA—6-10 p.m., Mon.-Fri.; 5-10 p.m., Sat.-Sun.

Rates include affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.

NETWORK BASE HOURLY RATE: \$500.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	500	86
	Powder River	900	700	82
	NEBRASKA			
	Banner	300	300	96
	Box Butte	3,300	3,200	95
	Cheyenne	3,400	3,200	95
	Dawes	3,100	2,900	92
	Garden	1,100	1,000	90
	Grant	300	300	87
	Scotts Bluff	11,600	11,100	95
	Sheridan	2,300	2,200	95
	Sioux	600	600	94
	NORTH DAKOTA			
	Bowman	1,200	1,100	94
	SOUTH DAKOTA			
	Bennett	900	800	90
	Butte	2,600	2,500	95
	Custer	1,500	1,400	93
Fall River	2,400	2,200	94	
Haakon	900	800	94	
Harding	600	600	92	
Jackson	500	500	91	
Lawrence	5,400	5,100	95	
Meade	4,100	3,900	95	
Pennington	18,600	18,000	97	
Shannon	1,800	1,500	81	
Washabaugh	300	300	87	
Ziebach	600	500	83	
WYOMING				
Campbell	4,000	3,600	90	
Crook	1,200	1,100	88	
Weston	2,000	1,800	90	

Between 25-49%	State County	Total Households	TV Households	%
	MONTANA			
	Fallon	1,200	1,100	91
	NEBRASKA			
	Cherry	2,300	2,200	94

(Continued on page 708-b)

Station Totals	102,000	95,800	94
Net Weekly Circulation (1970-71)			67,200
Average Daily Circulation (1970-71)			53,000

South Dakota—Rapid City



Ch. 7

[Also operates satellite KDSJ-TV, Deadwood, S.D.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 25.7-kw visual, 12.9-kw aural. Antenna: 540-ft. above av. terrain, 422-ft. above ground, 4191-ft. above sea level.

Latitude 44° 04' 17"
Longitude 103° 15' 07"

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.

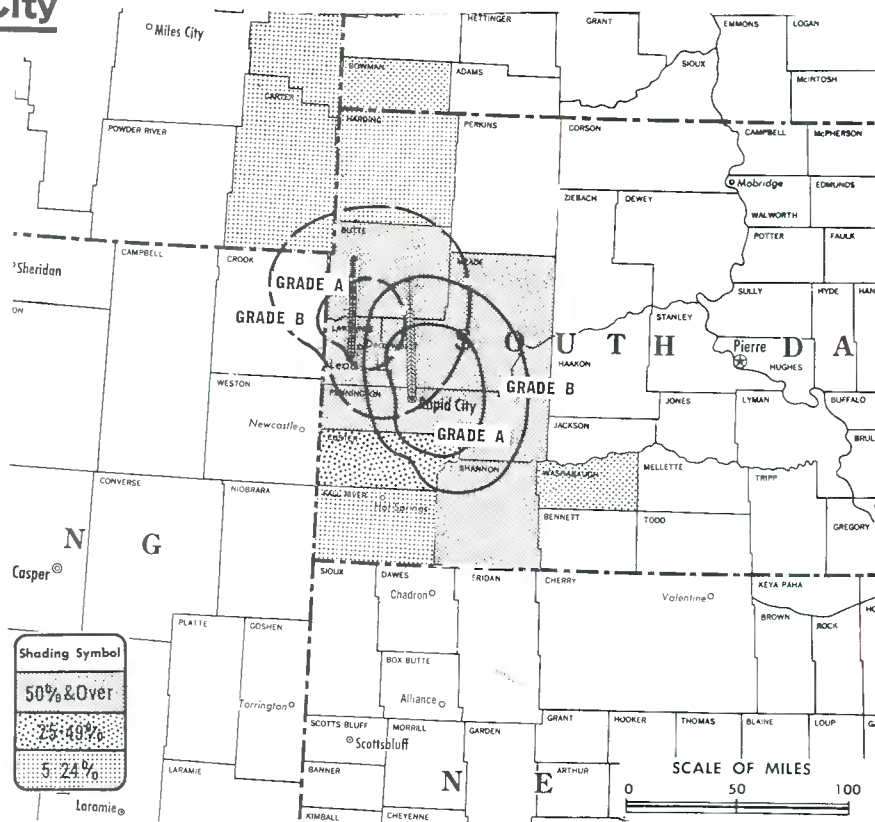
AM Affiliate: KRSD, 1-kw, 1340 kHz.

Color: Network, live, film & slide.

News Wire Service: UPI.

ARB Data: The figures for this station include satellite KDSJ-TV, Deadwood, S.D.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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: CBS; ABC on per program basis.

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. Note: License renewal denied Oct. 28, 1971 (Television Digest, Vol. 11:45).

Represented (sales) by Savalli/Gates Inc.

Personnel:

ELI DANIELS, president & general manager.
PETER G. SIELER, station manager.

DIGEST OF RATE CARD NO. 2
(Nov. 1, 1969)

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	\$26.00	\$16.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Butte	2,600	2,500	95
	Lawrence	5,400	5,100	95
	Meade	4,100	3,900	95
	Pennington	18,600	18,000	97
Shannon	1,800	1,500	81	
Between 25-49%	SOUTH DAKOTA			
	Custer	1,500	1,400	93
Between 5-24%	MONTANA			
	Carter	600	500	86
	Fallon	1,200	1,100	91
	NORTH DAKOTA			
	Bowman	1,200	1,100	94
	SOUTH DAKOTA			
	Fall River	2,400	2,200	94
Harding	600	600	92	
Washabaugh	300	300	87	
Station Totals		40,300	38,200	95
Net Weekly Circulation (1970-71)				24,200
Average Daily Circulation (1970-71)				14,500

South Dakota—Reliance



KPLO-TV



Ch. 6

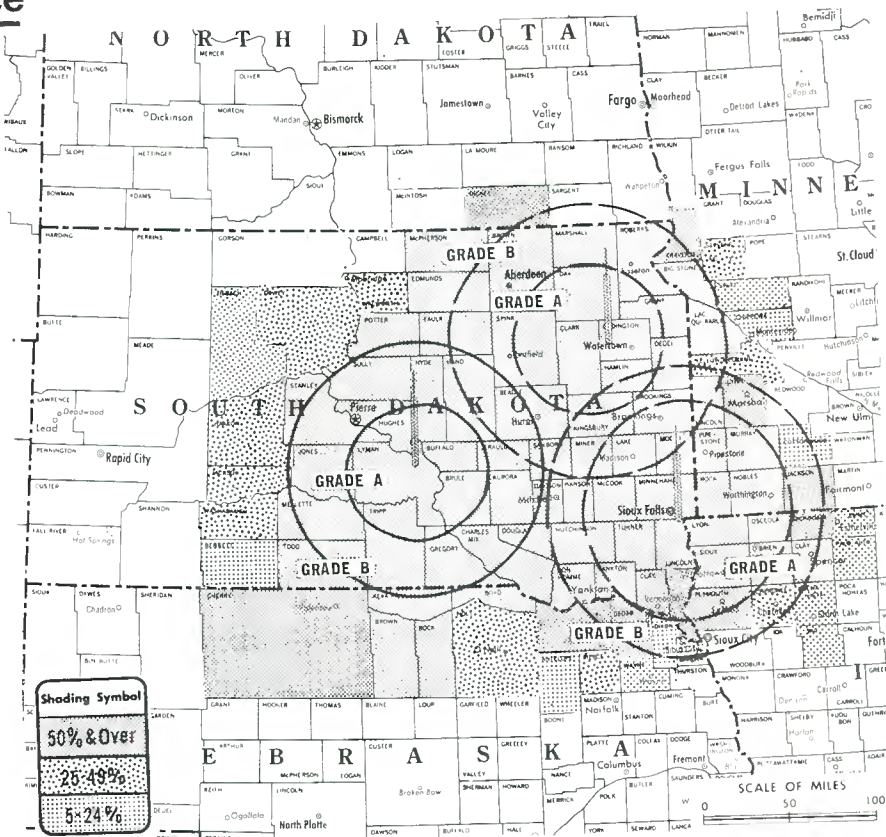
[Satellite of KELO-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 6 (82-88 MHz). 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.



County coverage based on ARB study (see page 1-b).

KPLO-TV

Network Service: CBS, same as KELO-TV, Sioux Falls.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D. (57102).

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); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOE FLOYD, president.
EVANS A. NORD, v.p. & general manager.
DARREL HOUSE, chief engineer.
LEE HEISEL, director of engineering.

Rates: Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S.D.

NETWORK BASE HOURLY RATE: Bonus to KELO-TV, Sioux Falls, S.D.

ARB Data for this station included with report of Parent KELO-TV, Sioux Falls, S.D. Above map Reflects Coverage of Parent and Satellites KPLO-TV & KDLO-TV, Florence, S.D.

La Rue Media Brokers, Inc.

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(212) 265-3430

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 MHz). 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 kHz (NBC).

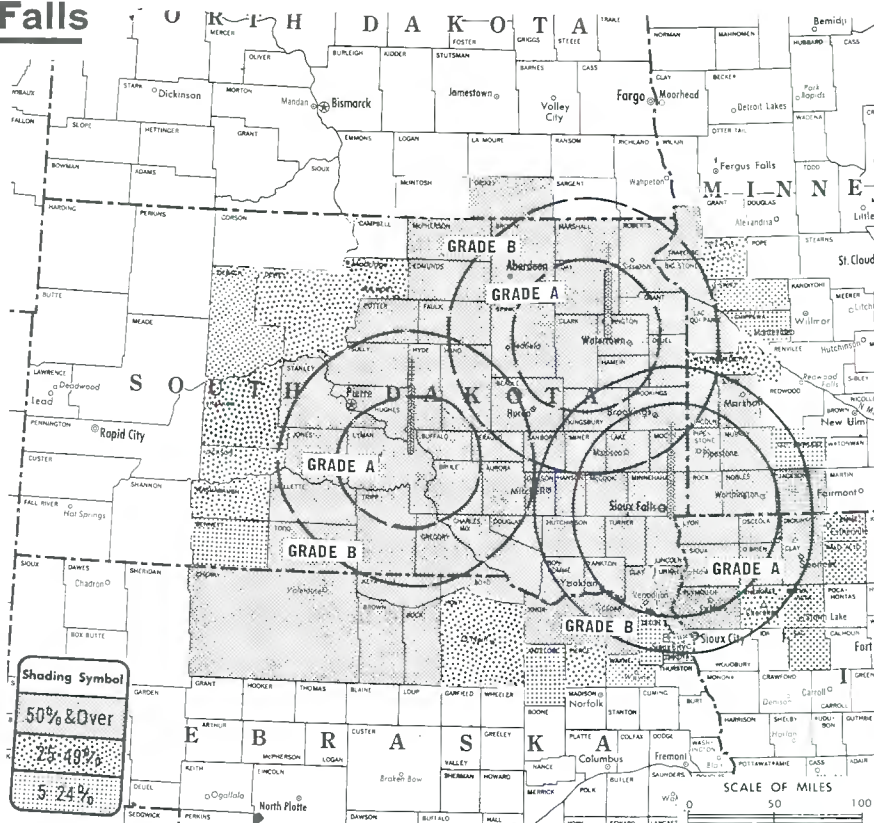
FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

ARB Data: The figures below include satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.

Total Households: © MSI Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation © 1971 American Research Bureau. County coverage based on ARB study (see page 4-b).



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

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KELO-TV

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave. (57102).

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; radio stations WLOL-AM & FM, Minneapolis and WKOW-AM, Madison, Wis.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis); Andy McDermott Sales Ltd. (Canada).

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, studio engineer.
LES FROKE, chief engineer.
DICK BRIGGS, production manager.
LORRAINE LOGAN, promotion manager.
LES HARDING, farm director.
LEE HEISEL, director of engineering.

DIGEST OF RATE CARD NO. 16 REV.—(May 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Prime—6:30-10 p.m., daily.
\$1150.00 \$625.00 \$325.00 \$225.00 Graded rates apply*

*Highest rate: \$225.

Sold in combination with satellites KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: \$1250 (CBS).

716-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Clay	6,300	6,000	95
	Dickinson	4,300	4,100	95
	Lyon	4,200	4,000	96
	O'Brien	5,600	5,500	98
	Osceola	2,800	2,700	96
	Plymouth	7,300	7,100	97
	Sioux	8,200	7,700	94
	MINNESOTA			
	Big Stone	2,500	2,400	96
	Jackson	4,500	4,300	95
	Lac Qui Parle	3,600	3,400	95
	Lincoln	2,500	2,400	95
	Lyon	7,200	6,800	94
	Murray	3,700	3,600	96
	Nobles	7,100	6,900	97
	Pipestone	4,000	3,900	96
	Rock	3,400	3,300	98
	Traverse	1,900	1,800	95
50% & Over	NEBRASKA			
	Boyd	1,200	1,100	93
	Brown	1,400	1,300	91
	Cedar	3,200	3,100	97
	Cherry	2,300	2,200	94
	Keya Paha	400	400	94
	Knox	3,700	3,400	92
	Rock	700	700	93
	NORTH DAKOTA			
	Dickey	2,200	2,100	94
	SOUTH DAKOTA			
	Aurora	1,300	1,200	93
	Beadle	6,600	6,300	95
	Bon Homme	2,700	2,500	93
	Brookings	6,300	6,000	96
	Brown	11,600	11,300	98
	Brule	1,800	1,700	95
	Buffalo	400	300	84
	Charles Mix	3,000	2,700	91

(Continued on page 719-b)

Station Totals	323,900	309,100	95
Net Weekly Circulation (1970-71)			224,500
Average Daily Circulation (1970-71)			168,300

TV Factbook No. 42

South Dakota—Mitchell-Sioux Falls



KORN-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 11.5-kw aural. Antenna: 1510-ft. above av. terrain, 1563-ft. above ground, 3045-ft. above sea level.

Latitude 43° 37' 56"
Longitude 97° 22' 21"

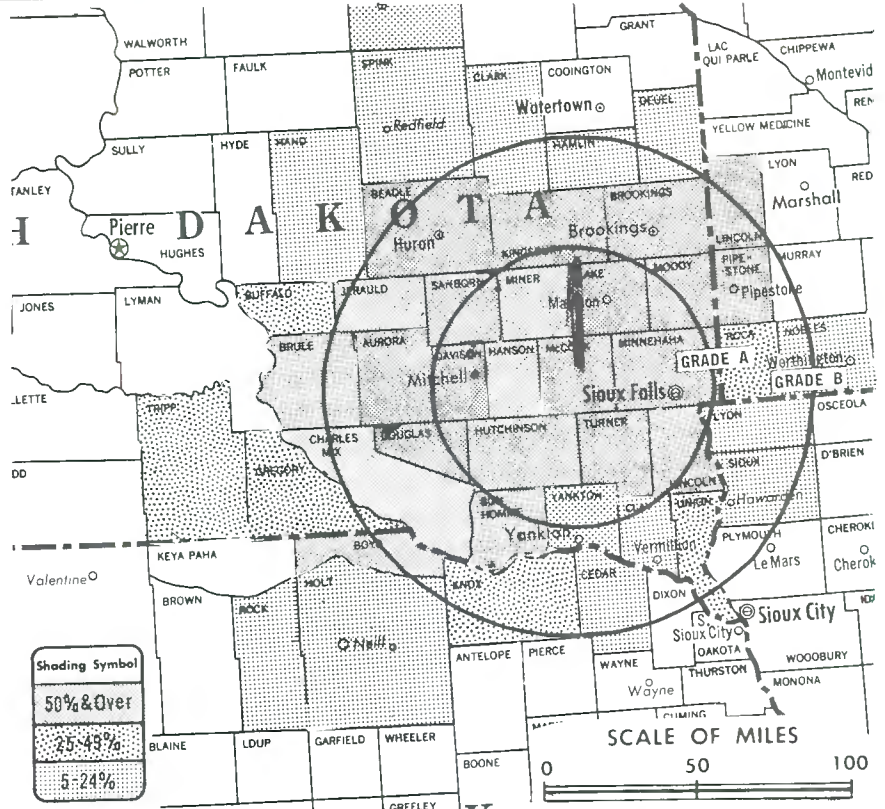
Transmitter: 6.5-mi. S of Salem, S.D.

AM Affiliate: KORN, 1-kw (.25-kw, night), 1490 kHz (MBS)

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KORN-TV Ref: FCC File No. BPCT-4068 Granted 4/24/68

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KORN-TV

Licensee: Mitchell Broadcasting Association Inc., Box 908, Mitchell, S.D. (57301).

Studio: Interstate 90 & Hwy. 37 interchange.

Telephone: 605-996-5621. TWX No.: 910-668-0598.

Ownership: R. V. Eppel, pres. & treas., 98%; Charles N. Rozum, v.p., 1%; G. R. Eppel, 1%.

Began Operation: June 12, 1960.

Represented (sales) by Adam Young Inc.; Wm. Hurley (Minneapolis)

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Gautney & Jones.

Personnel:

R. V. EPEL, president & general manager.
GERALD R. EPEL, commercial manager.
ARNOLD MONDAY, chief engineer.

DIGEST OF RATE CARD NO. 3 (May 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.

\$225.00 \$135.00 \$81.00 \$66.00 \$60.00 \$48.00 \$48.00 \$30.00

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Lincoln	2,500	2,400	95
	Pipestone	4,000	3,900	96
	NEBRASKA			
	Boyd	1,200	1,100	93
	SOUTH DAKOTA			
	Aurora	1,300	1,200	93
	Beadle	6,600	6,300	95
	Bon Homme	2,700	2,500	93
	Brookings	6,300	6,000	96
Brule	1,800	1,700	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
SOUTH DAKOTA—(Continued)				
	Charles Mix	3,000	2,700	91
	Davidson	5,600	5,300	94
	Douglas	1,300	1,200	92
	Hanson	1,100	1,000	95
	Hutchinson	3,400	3,200	94
	Jerauld	1,100	1,000	95
	Kingsbury	2,400	2,300	96
	Lake	3,600	3,500	97
	Lincoln	3,900	3,800	97
	Mc Cook	2,300	2,200	98
	Miner	1,400	1,300	95
	Minnehaha	29,300	28,800	98
	Moody	2,200	2,100	96
	Sanborn	1,200	1,100	94
	Turner	3,400	3,300	96
Between 25-49%				
	MINNESOTA			
	Rock	3,400	3,300	98
	NEBRASKA			
	Knox	3,700	3,400	92
	SOUTH DAKOTA			
	Buffalo	400	300	84
	Gregory	2,200	2,100	94
	Tripp	2,400	2,300	95
	Union	3,100	3,100	98
Between 5-24%				
	IOWA			
	Lyon	4,200	4,000	96
	Sioux	8,200	7,700	94
	MINNESOTA			
	Nobles	7,100	6,900	97
	NEBRASKA			
	Cedar	3,200	3,100	97
	Holt	4,200	3,800	90
	Rock	700	700	93
(Continued on page 719-b)				
Station Totals		165,100	158,200	96
Net Weekly Circulation (1970-71)			81,300	
Average Daily Circulation (1970-71)			41,800	

South Dakota—Sioux Falls



KSOO-TV



Ch. 13

[Operates satellite KCOO-TV, Aberdeen, S.D.]

Technical Facilities: Channel No. 13 (210-216 MHz). 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, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KSOO, 10-kw (5-kw night), 1140 kHz (ABC).

FM Affiliate: KSOO-FM, 51-kw, 97.3 MHz (No. 247), 1880-ft.

Represented (legal) by Marmet & Webster.

ARB Data: Figures include KCOO-TV, Aberdeen, S.D.

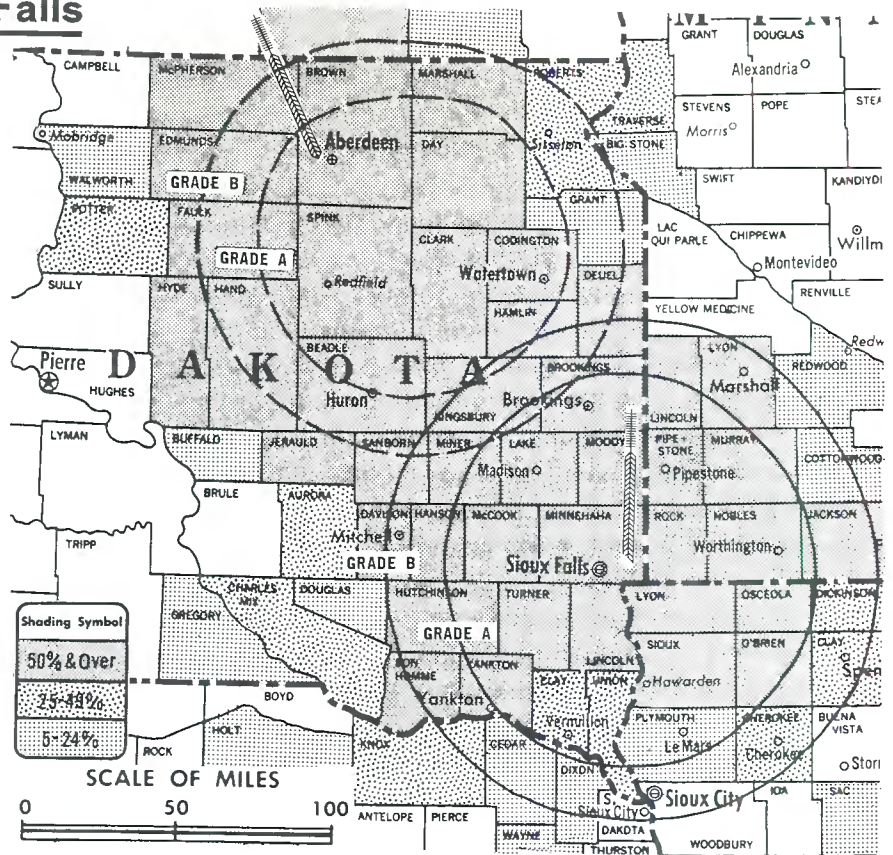
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSOO-TV Ref: FCC File No. BPCT-3802 Granted 9/12/66

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KSOO-TV

Licensee: KSOO-TV Inc., 205 N. Phillips Ave. (57102).

Studio: 205 N. Phillips.

Telephone: 605-336-1300.

TWX No.: 605-331-2252.

Ownership: Gordon H. Ritz, chmn. & chief exec. officer, 36.5%; Morton H. Henkin, pres. & gen. mgr., 10%; Wheelock Whitney (including members of his family), 26%; Thomas M. Reardon, dir., 5%; Edmund J. Phelps, dir.; Harold W. Bangert, 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 35% of KCMT (TV), Alexandria, Minn. which also owns KNMT (TV) Walker & radio KVOX, Moorhead, Minn. KSOO-TV also owns KCOO-TV, Aberdeen, S.D. Bangert & Henkin have interest in Ch. 23 CP, Minneapolis.

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 Cohen & Dippell.

Personnel:

GORDON H. RITZ, chairman & chief executive officer.
MORTON H. HENKIN, president & general manager.
JIM DUNHAM, general sales manager.
MAX PIERCE, director of engineering.
RUSS FELLOWS, production director.
CRAIG LAWRENCE, operations manager.
TERRY ROISUM, promotion manager.
MARGE HOKENSTAD, film director.

DIGEST OF RATE CARD NO. 5

(June 7, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10 p.m., daily.
\$750.00 \$450.00 \$300.00 \$188.00 \$85.00* \$85.00* \$70.00*

*Class AA—6:30-10 p.m., daily.

Sold in combination with KCOO-TV, Aberdeen.

NETWORK BASE HOURLY RATE: \$450.

718-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Lyon	4,200	4,000	96
	O'Brien	5,600	5,500	98
	Osceola	2,800	2,700	96
	Sioux	8,200	7,700	94
	MINNESOTA			
	Jackson	4,500	4,300	95
	Lincoln	2,500	2,400	95
	Lyon	7,200	6,800	94
	Murray	3,700	3,600	96
	Nobles	7,100	6,900	97
	Pipestone	4,000	3,900	96
	Rock	3,400	3,300	98
	NORTH DAKOTA			
	Dickey	2,200	2,100	94
	SOUTH DAKOTA			
	Beadle	6,600	6,300	95
	Bon Homme	2,700	2,500	93
	Brookings	6,300	6,000	96
	Brown	11,600	11,300	98
	Clark	1,800	1,700	96
	Codington	6,200	6,000	97
	Davison	5,600	5,300	94
	Day	2,800	2,700	96
	Deuel	1,800	1,700	95
	Edmunds	1,600	1,500	93
	Faulk	1,200	1,100	94
	Hamlin	1,700	1,600	96
	Hand	1,700	1,600	96
	Hanson	1,100	1,000	95
	Hutchinson	3,400	3,200	94
	Hyde	700	700	97
	Jerauld	1,100	1,000	95
	Kingsbury	2,400	2,300	96
	Lake	3,600	3,500	97
	Lincoln	3,900	3,800	97
	McCook	2,300	2,200	98
	McPherson	1,500	1,400	92
	Marshall	1,800	1,700	93

50% & Over

(Continued on next page)

Station Totals	270,500	258,400	96
Net Weekly Circulation (1970-71)			157,700
Average Daily Circulation (1970-71)			94,000

KORN-TV, Mitchell-Sioux Falls

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA				
Between 5-24 %	Brown	11,600	11,300	98
	Clark	1,800	1,700	96
	Clay	3,800	3,700	97
	Deuel	1,800	1,700	95
	Hamlin	1,700	1,600	96
	Hand	1,700	1,600	96
	Spink	3,100	3,000	97
	Yankton	5,200	5,000	96

KSOO-TV, Sioux Falls

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA—(Continued)				
50% & Over	Miner	1,400	1,300	95
	Minnehaha	29,300	28,800	98
	Moody	2,200	2,100	96
	Sanborn	1,200	1,100	94
	Spink	3,100	3,000	97
	Turner	3,400	3,300	96
	Yankton	5,200	5,000	96

Between 25-49 %	IOWA			
	Cherokee	5,700	5,500	97
	Clay	6,300	6,000	95
	Dickinson	4,300	4,100	95
	MINNESOTA			
	Traverse	1,900	1,800	95
	NEBRASKA			
	Knox	3,700	3,400	92
	SOUTH DAKOTA			
	Aurora	1,300	1,200	93

Between 5-24 %	IOWA			
	Emmet	4,400	4,100	93
	Palo Alto	4,200	3,900	94
	Plymouth	7,300	7,100	97
	Sac	5,200	5,000	96
	MINNESOTA			
	Big Stone	2,500	2,400	96
	Cottonwood	4,700	4,200	89
	Redwood	6,100	5,600	92
	NEBRASKA			
Cedar	3,200	3,100	97	

Between 5-24 %	NORTH DAKOTA			
	Sargent	1,800	1,700	97
	SOUTH DAKOTA			
	Buffalo	400	300	84
	Douglas	1,300	1,200	92
	Grant	2,600	2,500	95
	Gregory	2,200	2,100	94
	Walworth	2,500	2,300	92

**ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.**

Call 800-638-0859 . . . Toll free

South Dakota

KELO-TV, Sioux Falls

(ARB Data Continued)

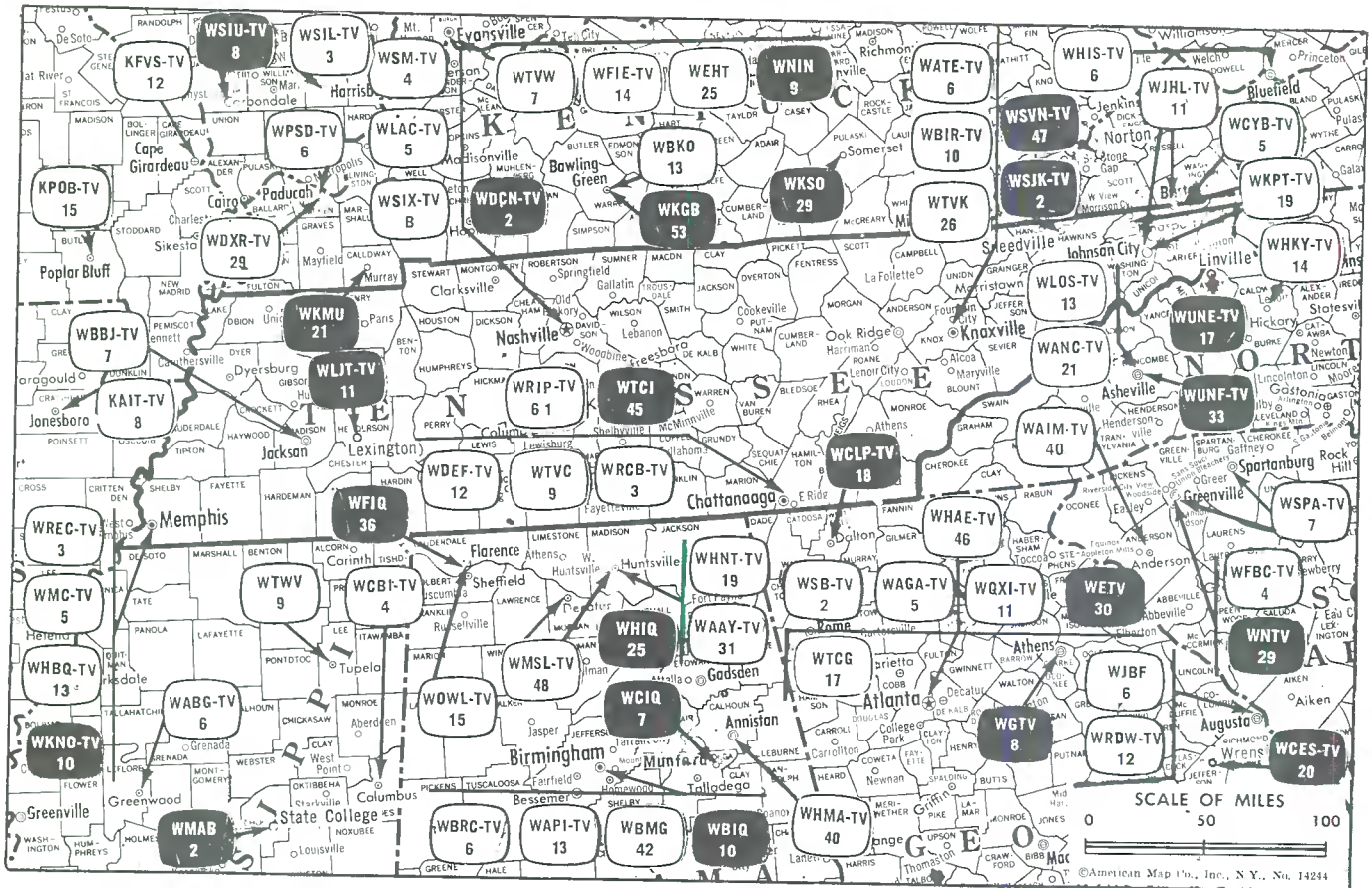
Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH DAKOTA—(Continued)				
50% & Over	Clark	1,800	1,700	96
	Clay	3,800	3,700	97
	Codington	6,200	6,000	97
	Davison	5,600	5,300	94
	Day	2,800	2,700	96
	Deuel	1,800	1,700	95
	Douglas	1,300	1,200	92
	Edmunds	1,600	1,500	93
	Faulk	1,200	1,100	94
	Grant	2,600	2,500	95
	Gregory	2,200	2,100	94
	Hamlin	1,700	1,600	96
	Hand	1,700	1,600	96
	Hanson	1,100	1,000	95
	Hughes	3,500	3,400	97
	Hutchinson	3,400	3,200	94
	Hyde	700	700	97
	Jerauld	1,100	1,000	95
	Jones	600	600	94
	Kingsbury	2,400	2,300	96
	Lake	3,600	3,500	97
	Lincoln	3,900	3,800	97
	Lyman	1,300	1,300	97
	Mc Cook	2,300	2,200	98
	Mc Pherson	1,500	1,400	92
	Marshall	1,800	1,700	93
	Mellette	700	600	90
	Miner	1,400	1,300	95
	Minnehaha	29,300	28,800	98
	Moody	2,200	2,100	96
Potter	1,300	1,200	95	
Roberts	3,400	3,200	94	
Sanborn	1,200	1,100	94	
Spink	3,100	3,000	97	
Stanley	700	700	93	
Sully	700	700	96	
Todd	1,600	1,400	85	
Tripp	2,400	2,300	95	
Turner	3,400	3,300	96	
Union	3,100	3,100	98	
Yankton	5,200	5,000	96	

Between 25-49 %	IOWA			
	Cherokee	5,700	5,500	97
	MINNESOTA			
	Stevens	3,200	3,100	95
	Yellow			
	Medicine	4,500	4,000	90
	NEBRASKA			
	Holt	4,200	3,800	90
	Pierce	2,800	2,700	96
	SOUTH DAKOTA			
Dewey	1,400	1,200	87	

Between 5-24 %	IOWA			
	Buena Vista	6,900	6,700	97
	Emmet	4,400	4,100	93
	Palo Alto	4,200	3,900	94
	Sac	5,200	5,000	96
	MINNESOTA			
	Chippewa	5,000	4,700	94
	Cottonwood	4,700	4,200	89
	Swift	4,200	4,000	95
	NEBRASKA			
Antelope	3,200	3,000	93	

Between 5-24 %	SOUTH DAKOTA			
	Bennett	900	800	90
	Ziebach	600	500	83

Tennessee



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Memphis	520,900	32	470,900	32
Nashville	493,500	33	479,800	31
Knoxville	285,500	73	291,100	61
Chattanooga	235,900	88	229,000	76
Bristol-Kingsport-Johnson City	196,800	103	179,100	86
Jackson	74,400	176	30,900	191

Tennessee Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	13	3	16
Educational Television Stations	4	1	5
			21

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.)

WKPT-TV, Bristol
(See Kingsport, Tenn.)

WJHL-TV, Bristol
(See Johnson City, Tenn.)

WJHL-TV, Kingsport
(See Johnson City, Tenn.)

WKPT-TV, Johnson City
(See Kingsport, Tenn.)

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

WDEF-TV, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	TENNESSEE			
	Anderson	19,300	18,600	96
	Coffee	10,500	10,100	96
	Cumberland	6,300	5,800	91
	Giles	7,400	6,800	92
	Loudon	8,000	7,700	97
	Morgan	3,800	3,500	93

WRCB-TV, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	TENNESSEE			
	Anderson	19,300	18,600	96
	Coffee	10,500	10,100	96
	Cumberland	6,300	5,800	91
	Franklin	8,300	7,900	95
	Loudon	8,000	7,700	97
	Morgan	3,800	3,500	93
	Putnam	11,200	10,500	94

WTVC, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	GEORGIA—(Continued)			
	Union	2,200	2,100	94
	Upson	7,700	7,300	95
	TENNESSEE			
	Coffee	10,500	10,100	96
	Lincoln	8,100	7,500	93
	Loudon	8,000	7,700	97
	Putnam	11,200	10,500	94
	Scott	4,100	3,700	90
	Van Buren	1,200	1,100	90
	White	5,400	5,000	93

WATE-TV, Knoxville

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	GEORGIA			
	Fannin	4,400	4,100	93
	Gilmer	2,800	2,600	92
	KENTUCKY			
	Casey	4,100	3,600	89
	Leslie	3,100	2,500	82
	Rockcastle	3,300	2,800	86
	NORTH CAROLINA			
	Cherokee	5,300	4,900	92
	Jackson	6,600	6,000	91
	Madison	4,900	4,400	90
	Mitchell	4,200	3,900	93
	Swain	2,500	2,200	87
	Yancey	3,800	3,400	89
	TENNESSEE			
	Bledsoe	2,200	2,000	91
	Polk	3,800	3,600	94
	Rhea	5,700	5,300	93
	Sullivan	40,300	39,000	97
	Unicoi	5,100	4,800	94
Washington	23,000	22,200	97	
White	5,400	5,000	93	
VIRGINIA				
Wise	11,900	11,000	93	

Tennessee

State Educational Technical Facilities (Complete Data in Educational Directory)

WTCI

Chattanooga

Ch. 45

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 741-kw max. & 617-kw horizontal visual, 123-kw aural. Antenna: 951-ft. above av. terrain, 296-ft. above ground, 2308-ft. above sea level.

Latitude 35° 12' 26"
Longitude 85° 16' 52"

WLJT-TV

Lexington

Ch. 11

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 640-ft. above av. terrain, 499-ft. above ground, 1167-ft. above sea level.

Latitude 35° 42' 12"
Longitude 88° 36' 10"

WKNO-TV

Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State U., P.O. Box 80,000, Memphis, Tenn. (38152).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

WDCN-TV

Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 12555, Nashville.

Technical Facilities: Channel No. 2 (54-60 MHz). 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

Licensee: Tennessee State Board of Education.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1760-ft. above av. terrain, 499-ft. above ground, 3178-ft. above sea level.

Latitude 36° 22' 52"
Longitude 83° 10' 48"

Tennessee—Chattanooga



WDEF-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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 kHz (NBC).

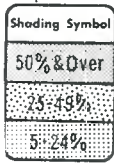
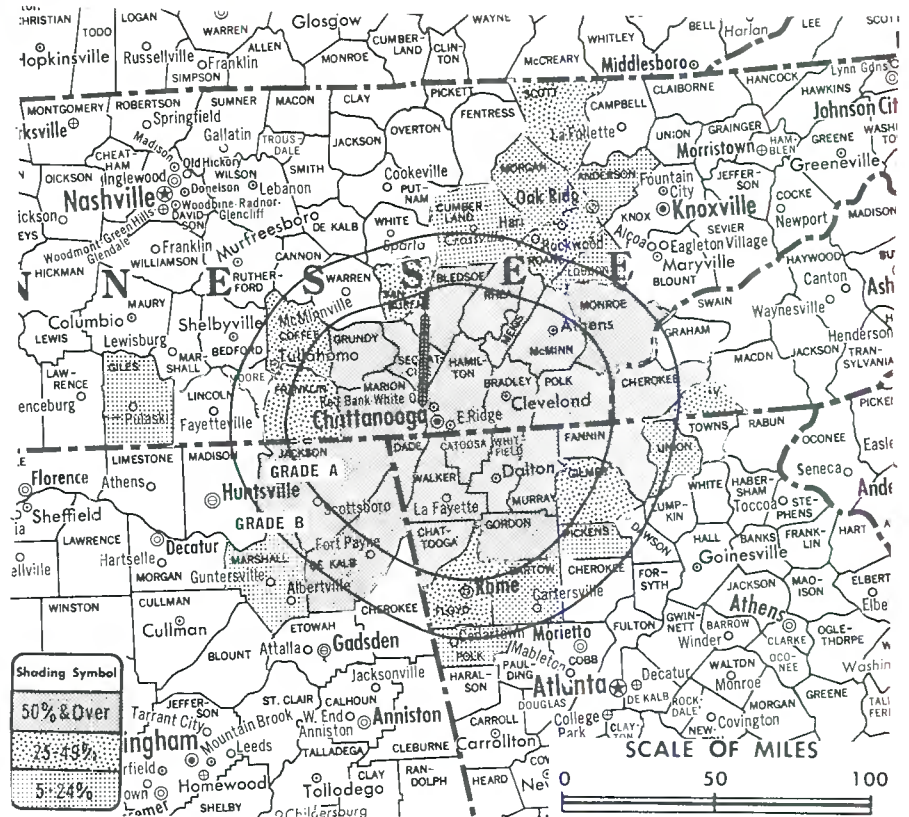
FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Associates.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WDEF-TV Ref: FCC File No. BPCT-3699 Granted 4/11/66

©American Map Co., Inc., N.Y., No. 14244

WDEF-TV

Licensee: Roy H. Park Bcstg. of Tennessee Inc., 3300 Broad St. (37402).

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.

Personnel:

WILLIAM G. EVANS, exec. vice president & general manager.

MRS. LELA GADDIS, national sales service.

CECIL RUFFIN, operations manager.

MORT LLOYD, news director.

HAROLD JOHNSON, chief engineer.

DIGEST OF RATE CARD NO. 14 (Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-10:59 p.m., Mon.-Sat.; 7-10:59 p.m., Sun.
\$575.00 \$365.00 \$255.00 \$190.00 \$200.00 \$180.00 \$100.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	De Kalb	13,800	13,000	94
	Jackson	12,600	11,800	93
	GEORGIA			
	Catoosa	9,200	9,000	98
Chattooga	6,700	6,400	95	
Dade	3,000	2,900	96	
Fannin	4,400	4,100	93	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Gordon	7,600	7,300	96
	Murray	4,000	3,700	93
	Walker	16,100	15,600	97
	Whitfield	17,600	17,000	96
	NORTH CAROLINA			
	Cherokee	5,300	4,900	92
	TENNESSEE			
	Bledsoe	2,200	2,000	91
	Bradley	16,600	16,000	96
	Grundy	3,400	3,100	91
	Hamilton	84,100	81,600	97
	McMinn	11,800	11,200	95
	Marion	6,100	5,800	96
	Meigs	1,600	1,500	95
Monroe	7,200	6,700	93	
Polk	3,800	3,600	94	
Rhea	5,700	5,300	93	
Sequatchie	1,800	1,700	94	
Between 25-49%	GEORGIA			
	Floyd	23,800	22,800	96
	Gilmer	2,800	2,600	92
	NORTH CAROLINA			
	Clay	1,700	1,500	90
	TENNESSEE			
	Franklin	8,300	7,900	95
	Roane	12,300	11,700	95
	Scott	4,100	3,700	90
	Van Buren	1,200	1,100	90
Between 5-24%	ALABAMA			
	Marshall	16,700	15,800	95
	GEORGIA			
	Bartow	10,200	9,800	96
	Pickens	3,100	2,900	95
Polk	9,400	9,000	96	
Union	2,200	2,100	94	
(Continued on page 721-b)				
Station Totals		395,700	377,600	95
Net Weekly Circulation (1970-71)			224,800	
Average Daily Circulation (1970-71)			148,200	

Tennessee—Chattanooga

WRCB-TV
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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. (37405).

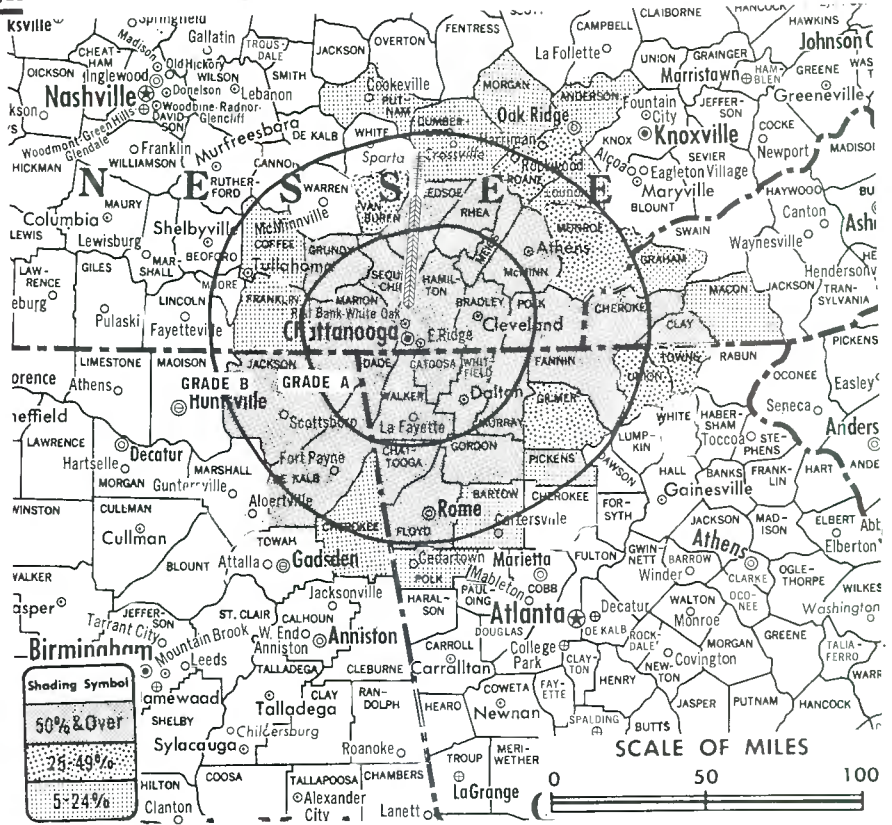
Telephone: 615-267-5412. TWX No.: 810-573-5240.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WRCB-TV Ref: FCC File No. BPCT-882 Granted 2/8/36

©American Map Co., Inc., N.Y., No. 14244

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 Katz Television.

Personnel:

MARSHALL L. BERKMAN, president.
WALTER McCROBA, vice president & general manager.
MARVIN PICARD, sales manager.
REG STAGMAIER, promotion manager.
GENE MILLER, chief engineer.
JIM DUNCAN, operations manager.

DIGEST OF RATE CARD NO. A14
(July 5, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7:30-11 p.m., daily.
\$550.00 \$330.00 \$220.00 \$180.00 Graded rates apply*

*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	De Kalb	13,800	13,000	94
	Jackson	12,600	11,800	93
	GEORGIA			
	Catoosa	9,200	9,000	98
Chattooga	6,700	6,400	95	
Dade	3,000	2,900	96	
Fannin	4,400	4,100	93	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Floyd	23,800	22,800	96
	Gordon	7,600	7,300	96
	Murray	4,000	3,700	93
	Walker	16,100	15,600	97
	Whitfield	17,600	17,000	96
	NORTH CAROLINA			
	Cherokee	5,300	4,900	92
	Clay	1,700	1,500	90
	TENNESSEE			
Bledsoe	2,200	2,000	91	
Bradley	16,600	16,000	96	
Grundy	3,400	3,100	91	
Hamilton	84,100	81,600	97	
McMinn	11,800	11,200	95	
Marion	6,100	5,800	96	
Meigs	1,600	1,500	95	
Polk	3,800	3,600	94	
Rhea	5,700	5,300	93	
Sequatchie	1,800	1,700	94	
Between 25-49%	GEORGIA			
	Gilmer	2,800	2,600	92
	Towns	1,400	1,300	94
	Union	2,200	2,100	94
	TENNESSEE			
Monroe	7,200	6,700	93	
Roane	12,300	11,700	95	
Van Buren	1,200	1,100	90	
Between 5-24%	ALABAMA			
	Cherokee	5,100	4,800	94
	GEORGIA			
	Bartow	10,200	9,800	96
	Pickens	3,100	2,900	95
Polk	9,400	9,000	96	
NORTH CAROLINA				
Graham	1,900	1,700	92	
Macon	5,300	4,700	89	
(Continued on page 721-b)				
Station Totals		392,400	374,300	95
Net Weekly Circulation (1970-71)			235,900	
Average Daily Circulation (1970-71)			163,200	

Tennessee—Chattanooga

WRIP-TV

Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 295-kw max. & 224-kw horizontal visual, 58.9-kw max. & 44.7-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level. Latitude 35° 12' 34" Longitude 85° 16' 39"

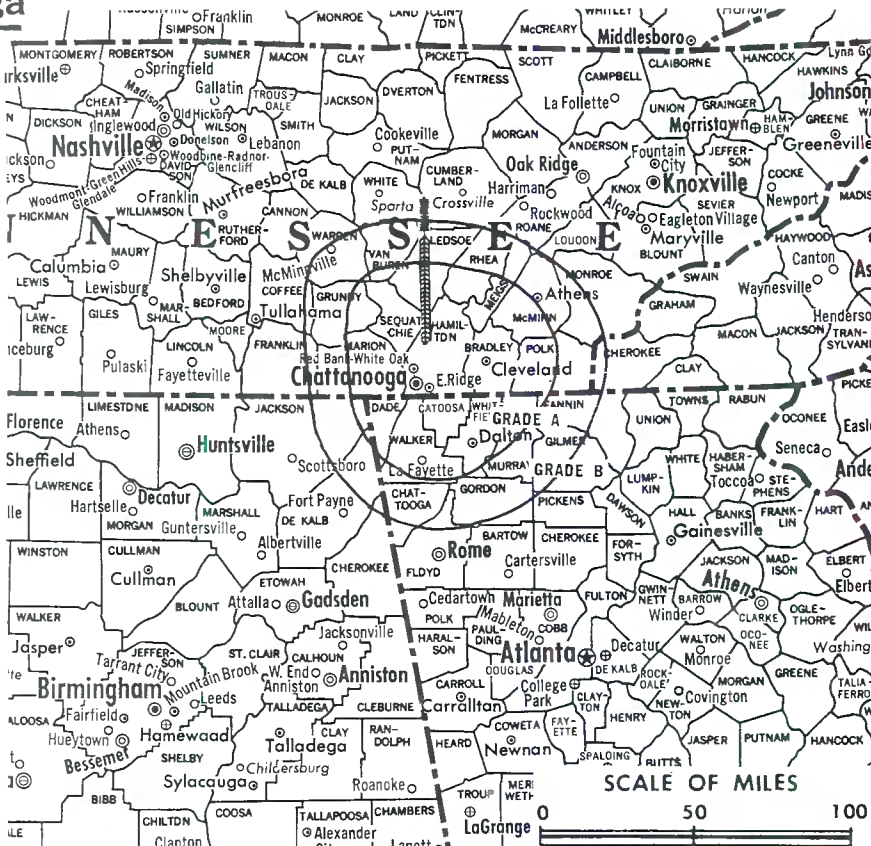
Transmitter: Needleseye, Chattanooga.

AM Affiliate: WRIP, .5-kw, 980 kHz.

FM Affiliate: WRIP-FM, 2.93-kw, 105.5 MHz (No. 288), minus 23-ft.

Color: Live, film, slide & tape.

TV tape: Recording facilities.



WRIP-TV

Network Service: None, independent.

Licensee: Jay Sadow, 270 N. Crest Rd., Chattanooga (37404).

Studio: Ellis Rd., Rossville, Ga.

Telephone: 404-866-3855.

Ownership: Col. Jay Sadow, 100%.

Began Operation: Jan. 24, 1972.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

COL. JAY SADOW, president & general manager.

SYLVIA SADOW, program director.

CHARLES McHAN, chief engineer.

ED ASLINGER, production director.

BOB GLENN, news director.

BOB BROOME, sports director.

JAY SMITH, film director.

WANDA PROCTOR, office manager.

WESLEY CATLETT, chief announcer.

DIGEST OF RATE CARD NO. 1

(Jan. 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA	\$150.00	\$75.00	\$37.50	\$25.00	\$50.00	\$38.00	\$28.00
	\$20.00						

BLACKBURN & COMPANY, INC.



RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Tennessee—Chattanooga



WTVC

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-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, Signal Mtn., Tenn.

Studio: Golden Gateway Shopping Center, 410 W. 6th St. (37402).

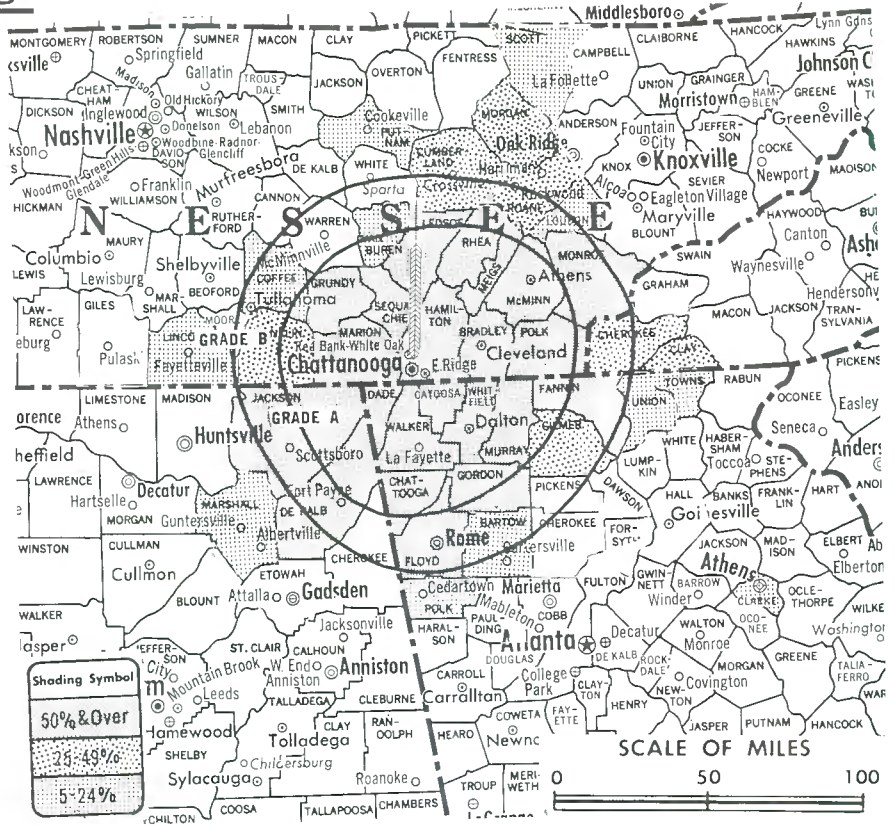
TV tape: Recording facilities.

Telephone: 615-266-4151.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MS1
Consumer Market Data as of 1/1/72.
TV Homes, TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB Study (see page 4 B)



WTVC Ref: FCC File No. BMPCT-4045 Granted 1/30/58

©American Map Co., Inc., N.Y. No. 14241

WTVC

Licensee: WTVC Inc., Box 1150 (37401).

Ownership: WTVC Inc. is a wholly-owned subsidiary of Fuqua Industries. For other Fuqua interests, see WJBF, Augusta, 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). Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Personnel:

REEVE OWEN, v.p., general manager & film buyer.
LEON WEBB, vice president, operations.
TOMMY REYNOLDS, program director.
JACK SAUSMAN, vice president, sales.
CHARLES STEPHENSON, chief engineer.

DIGEST OF RATE CARD NO. 13—(Sept. 12, 1971)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$600.00	\$360.00	\$240.00	Graded rates apply*

*Highest rate: 150.

NETWORK BASE HOURLY RATE: \$538.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	De Kalb	13,800	13,000	94
	Jackson	12,600	11,800	93
	GEORGIA			
	Catoosa	9,200	9,000	98
Chattooga	6,700	6,400	95	
Dade	3,000	2,900	96	
Fannin	4,400	4,100	93	

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA—(Continued)				
		Floyd	23,800	22,800	96
		Gordon	7,600	7,300	96
		Murray	4,000	3,700	93
		Walker	16,100	15,600	97
		Whitfield	17,600	17,000	96
		TENNESSEE			
		Bledsoe	2,200	2,000	91
		Bradley	16,600	16,000	96
		Grundy	3,400	3,100	91
		Hamilton	84,100	81,600	97
		McMinn	11,800	11,200	95
		Marion	6,100	5,800	96
		Meigs	1,600	1,500	95
		Monroe	7,200	6,700	93
	Polk	3,800	3,600	94	
	Rhea	5,700	5,300	93	
	Sequatchie	1,800	1,700	94	
Between 25-49%	GEORGIA				
		Gilmer	2,800	2,600	92
	NORTH CAROLINA				
		Cherokee	5,300	4,900	92
		Clay	1,700	1,500	90
Between 5-24%	TENNESSEE				
		Cumberland	6,300	5,800	91
		Franklin	8,300	7,900	95
		Morgan	3,800	3,500	93
		Roane	12,300	11,700	95
Between 5-24%	ALABAMA				
		Marshall	16,700	15,800	95
	GEORGIA				
		Bartow	10,200	9,800	96
		Clarke	20,900	19,800	95
	Polk	9,400	9,000	96	
	Towns	1,400	1,300	94	
(Continued on page 721-b)					
Station Totals		420,600	400,700	95	
Net Weekly Circulation (1970-71)			230,300		
Average Daily Circulation (1970-71)			138,500		

Tennessee—Jackson



WBBJ-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 640-ft. above av. terrain, 569-ft. above ground, 999-ft. above sea level.

Latitude 35° 38' 32"
Longitude 88° 48' 27"

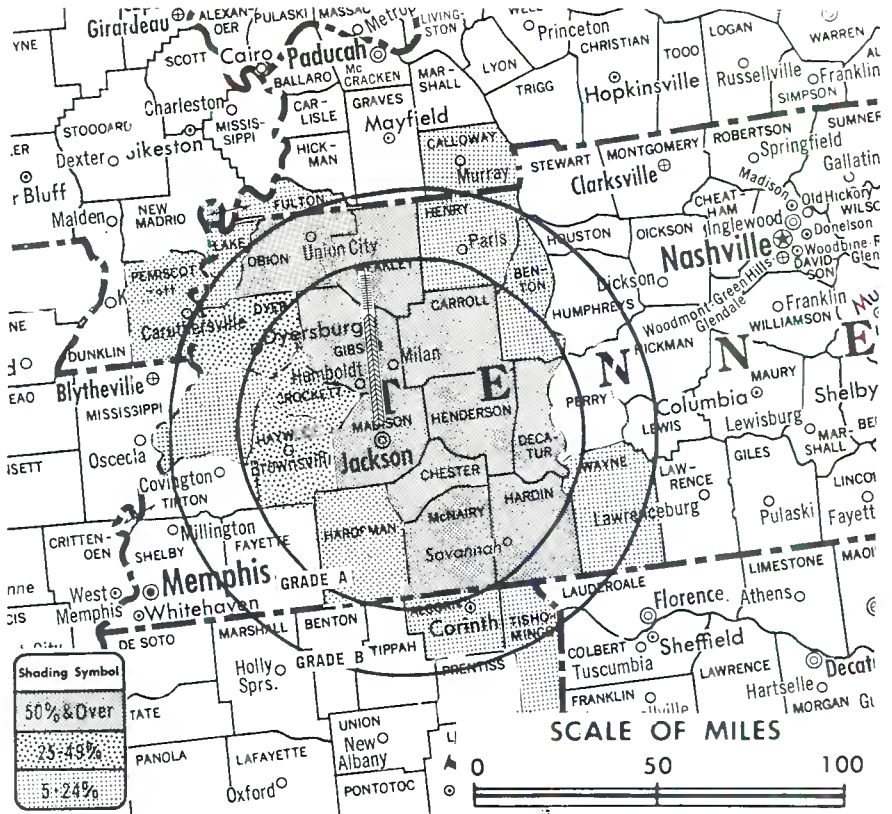
Holds CP for change to 316-kw visual, 31.6-kw aural, 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level, lat. 35° 38' 15", long. 88° 41' 32", transmitter to 6-mi. E of Jackson. BPCT-4266.

Transmitter: Muse St. at city limits.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Total Households: © MSI
(Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBBJ-TV Ref: FCC File No. BPCT-4266 Granted 3/17/70

©American Map Co., Inc., N.Y., No. 1424

WBBJ-TV

Network Service: ABC.

Licensee: Jackson Telecasters Inc., 346 Muse St., 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 Savalli/Gates.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

GERRY QUICK, gen. mgr., natl. & regional sales mgr.

JUDY GABLE, traffic director.

RON LOWERY, local sales manager.

CHARLES ALLEN, program director.

ED WARD, director of engineering.

DIGEST OF RATE CARD NO. 2 (Sept. 15, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$88.00 \$63.00 \$35.00* \$35.00* \$20.00*

*Class AA—6:29-9:58 p.m., Mon.-Fri.; 6:29-8:30 p.m., Sat.; 6:29-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE				
50% & Over	Carroll	9,000	8,300	93
	Chester	3,300	3,100	94
	Decatur	3,400	3,100	92
	Gibson	16,600	15,600	94
	Hardin	6,000	5,400	90
	Henderson	5,800	5,400	93
	Mc Nairy	6,200	5,700	92
	Madison	21,300	20,100	95
	Obion	10,700	10,200	95
	Weakley	9,800	9,200	94
TENNESSEE				
Between 25-49%	Crockett	4,700	4,400	94
	Dyer	10,600	10,000	95
	Haywood	5,400	4,900	91
KENTUCKY				
	Calloway	9,800	9,300	95
	Fulton	3,400	3,200	95
MISSISSIPPI				
	Alcorn	9,000	8,300	92
	Tishomingo	5,200	4,700	90
MISSOURI				
Between 5-24%	Pemiscot	8,300	7,700	93
	TENNESSEE			
	Benton	4,200	3,900	93
	Hardeman	6,100	5,600	92
	Henry	8,300	7,700	93
	Lake	2,400	2,200	93
	Lauderdale	6,200	5,800	94
	Wayne	3,700	3,300	89
Station Totals		179,400	167,100	93
Net Weekly Circulation (1970-71)				74,400
Average Daily Circulation (1970-71)				39,500

Tennessee—Johnson City-Bristol-Kingsport

WJHL-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 245-kw max. visual, 30-kw max. aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"
Longitude 82° 08' 15"

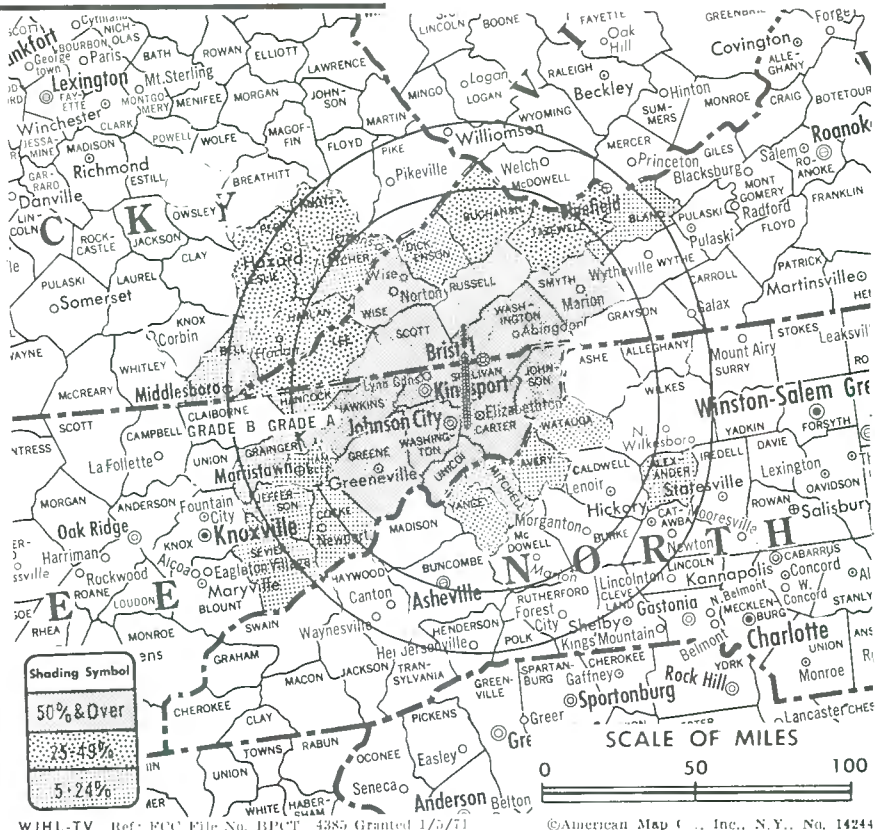
Transmitter: Holston Mtn.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Assoc.

Represented (legal) by McKenna, Wilkinson & Kittner.



Total Households @ MSI
Consumer Market Data as of 1/1/72.
TV Homes, TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b)

WJHL-TV

Network Service: 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.

Personnel:

W. H. LANCASTER JR., exec. vice president & general manager.
J. WILL HALL, sales manager.
ALFRED GREGORY, program director & film buyer.
CARL DICKENSON, chief engineer.

DIGEST OF RATE CARD NO. 14A—(June 7, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:29-10:01 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$150.00*	\$75.00*

*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$525 (CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Carter	13,900	13,200	95
	Greene	15,300	14,500	95
	Hawkins	10,700	9,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
TENNESSEE—(Continued)				
	Johnson	3,900	3,600	93
	Sullivan	40,300	39,000	97
	Unicoi	5,100	4,800	94
	Washington	23,000	22,200	97
50% & Over	VIRGINIA			
	Russell	6,900	6,400	93
	Scott	7,400	6,700	91
	Smyth	9,100	8,700	95
	Washington	17,800	17,000	95
	Wise	11,900	11,000	93
Between 25-49%	KENTUCKY			
	Harlan	10,900	10,000	92
	Knott	3,800	3,300	86
	Leslie	3,100	2,500	82
	Perry	7,100	6,200	88
	VIRGINIA			
	Buchanan	8,700	7,900	91
	Lee	6,500	5,900	91
	Tazewell	11,900	11,300	95
Between 5-24%	KENTUCKY			
	Bell	9,400	8,700	92
	Letcher	6,600	5,900	89
	NORTH CAROLINA			
	Alexander	6,200	5,900	95
	Avery	3,800	3,500	91
	Mitchell	4,200	3,900	93
	Watauga	6,800	6,300	93
	Yancey	3,800	3,400	89
		TENNESSEE		
	Cocke	7,800	7,200	92
	Grainger	4,500	4,100	91
	Hamblen	12,500	11,800	95
	Hancock	2,100	1,900	91
	Jefferson	8,000	7,600	95
	Sevier	9,300	8,600	93
	VIRGINIA			
	Bland	1,500	1,300	88
	Dickenson	4,500	4,200	94
Station Totals		308,300	288,400	94
Net Weekly Circulation (1970-71)			152,500	
Average Daily Circulation (1970-71)			104,800	

Tennessee—Kingsport-Johnson City-Bristol



WKPT-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level. Latitude 36° 25' 54" Longitude 82° 08' 15"

Transmitter: Holston Mtn., Cherokee National Forest.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 222 Commerce St., Kingsport, Tenn. (37662).

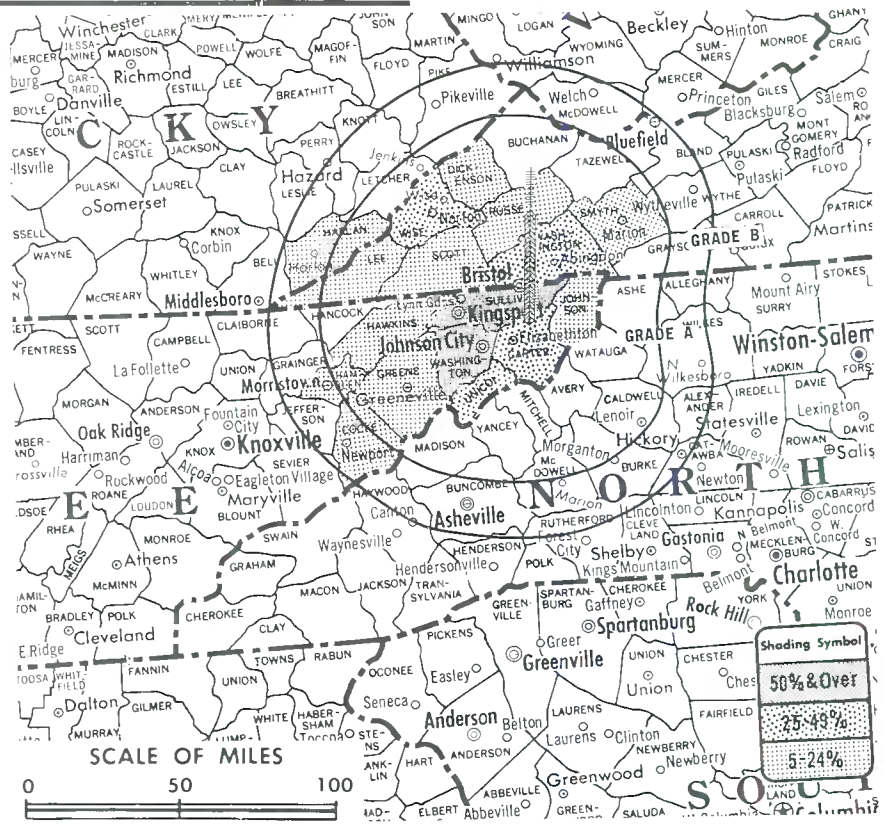
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WKPT-TV Ref: FCC File No. BPC-3760 Granted 12/8/66

©American Map Co., Inc., N.Y., No. 14244

WKPT-TV

Licensee: Holston Valley Broadcasting Corp., P. O. Box 569, Kingsport, Tenn. (37662)

Telephone: 615-245-4161. TWX No.: 810-574-5180.

Ownership: Home News Publishing Co., 97; Robert I. Ratcliff, exec. v.p., 3%. Home News Publishing ownership: Hugh N. Boyd, pres., 31.96%; estate of Kathleen B. Martin, 29.37%; William M. Boyd, v.p., 14.23%; Timothy Martin, asst. v.p., 5.34%; Edward Martin Jr. as guardian for Brian Martin, 5.34%; William M. Boyd as guardian for Hugh M., John D., and Kathryn O'Day Boyd, 4.63%; estate of Ruth O'Day Ridder, 4.16%; 4 others with less than 1% each.

Began Operation: Aug. 20, 1969.

Represented (sales) by Adam Young Inc.

Represented (legal) by Welch & Morgan.

Personnel:

ROBERT I. RATCLIFF, executive vice president & general manager.

ROBERT GROSSMAN, general sales manager.

GEORGE E. DeVault Jr., operations manager.

HAROLD T. DOUGHERTY, chief engineer.

DIGEST OF RATE CARD NO. 2—(Nov. 15, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec.
Class A—7-11 p.m., daily.

\$370.00 \$220.00 \$147.00 \$128.00 \$110.00 \$80.00 \$48.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Sullivan	40,300	39,000	97
	Washington	23,000	22,200	97
Between 25-49%	TENNESSEE			
	Carter	13,900	13,200	95
	Unicoi	5,100	4,800	94
	VIRGINIA			
Washington	17,800	17,000	95	
Wise	11,900	11,000	93	
Between 5-24%	KENTUCKY			
	Harlan	10,900	10,000	92
	TENNESSEE			
	Cocke	7,800	7,200	92
	Greene	15,300	14,500	95
	Hamblen	12,500	11,800	95
	Hawkins	10,700	9,900	93
	Johnson	3,900	3,600	93
	VIRGINIA			
	Dickenson	4,500	4,200	94
Lee	6,500	5,900	91	
Russell	6,900	6,400	93	
Scott	7,400	6,700	91	
Smyth	9,100	8,700	95	
Station Totals		207,500	196,100	95
Net Weekly Circulation (1970-71)				66,300
Average Daily Circulation (1970-71)				32,500

Tennessee—Knoxville



WATE-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level.

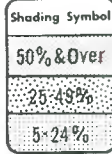
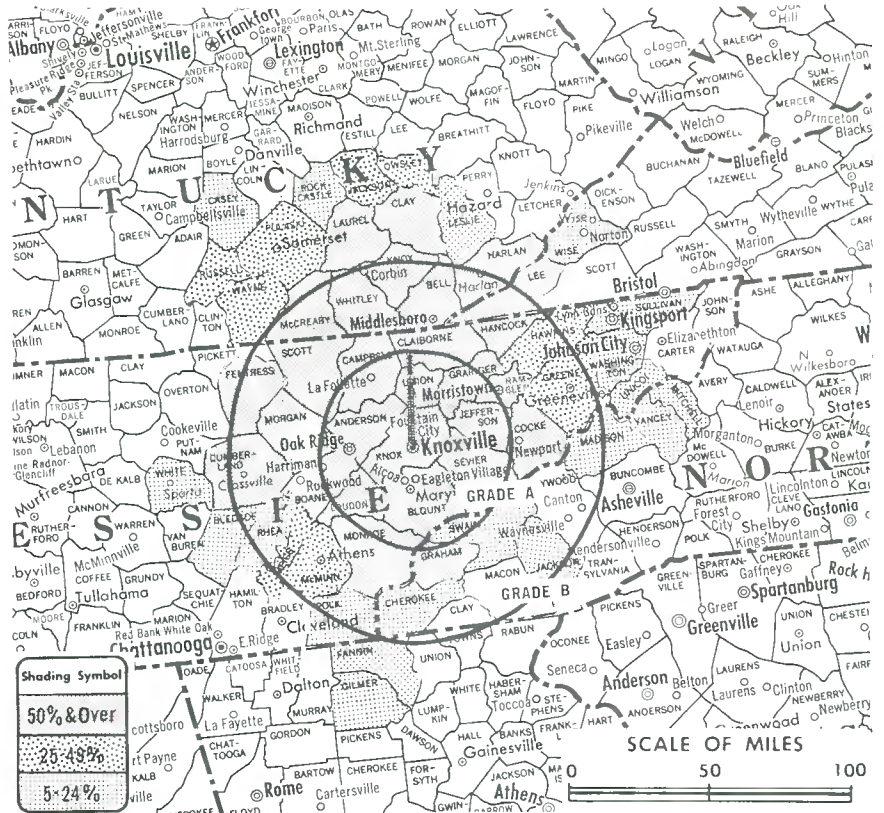
Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharps Ridge Memorial Rd.

Studio: 1306 Broadway, N.E.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WATE-TV Ref: FCC File No. BMPCT-2083 Granted 7/6/64

©American Map Co., Inc., N.Y., No. 14244

WATE-TV

Licensee: Nationwide Communications Inc., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-637-9666. TWX No.: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Edward F. Wagner, pres.; George Campbell Jr., v.p. Also owns WXEX-TV, Richmond-Petersburg, Va.; radios WLEE, Richmond; WRFD & WNCI(FM), Columbus; WGAR & WNCR(FM), Cleveland.

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.
DON E. WATKINS, chief engineer.
JOHN REESE, program director & film buyer.
BILL LINEBAUGH, general sales manager.

DIGEST OF RATE CARD NO. 18—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., Sun.-Fri.; 7-11 p.m., Sat.
\$900.00 \$600.00 \$315.00 \$220.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	9,400	8,700	92
	Clay	4,700	4,100	87
	Harlan	10,900	10,000	92
	Knox	6,900	6,100	89
	Laurel	8,400	7,600	90
	Mc Creary	3,600	3,200	88
Whitley	7,500	6,900	92	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Graham	1,900	1,700	92
	TENNESSEE			
	Anderson	19,300	18,600	96
	Blount	21,100	20,300	96
	Campbell	7,900	7,200	91
	Claiborne	6,000	5,400	90
	Cocke	7,800	7,200	92
	Cumberland	6,300	6,800	91
	Fentress	3,800	3,400	90
	Grainger	4,500	4,100	91
	Hamblen	12,500	11,800	95
	Hancock	2,100	1,900	91
	Jefferson	8,000	7,600	95
	Knox	91,000	87,700	96
	Loudon	8,000	7,700	97
	Monroe	7,200	6,700	93
Morgan	3,800	3,500	93	
Roane	12,300	11,700	95	
Scott	4,100	3,700	90	
Sevier	9,300	8,600	93	
Union	2,900	2,600	91	
VIRGINIA				
Lee	6,500	5,900	91	
Between 25-49%	KENTUCKY			
	Jackson	3,000	2,500	83
	Owsley	1,500	1,200	80
	Pulaski	11,900	10,500	88
	Russell	3,500	3,200	91
Wayne	4,300	3,600	84	
TENNESSEE				
Greene	15,300	14,500	95	
Hawkins	10,700	9,900	93	
McMinn	11,800	11,200	95	
Meigs	1,600	1,500	95	

(Continued on page 721-b)

Station Totals	503,700	471,100	94
Net Weekly Circulation (1970-71)		273,200	
Average Daily Circulation (1970-71)		193,500	

Tennessee—Knoxville



WBIR-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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 kHz (CBS).

FM Affiliate: WBIR-FM, 100-kw, 103.5 MHz (No. 227), 1720-ft.

Studio: 1513 Hutchison Ave. (37917).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

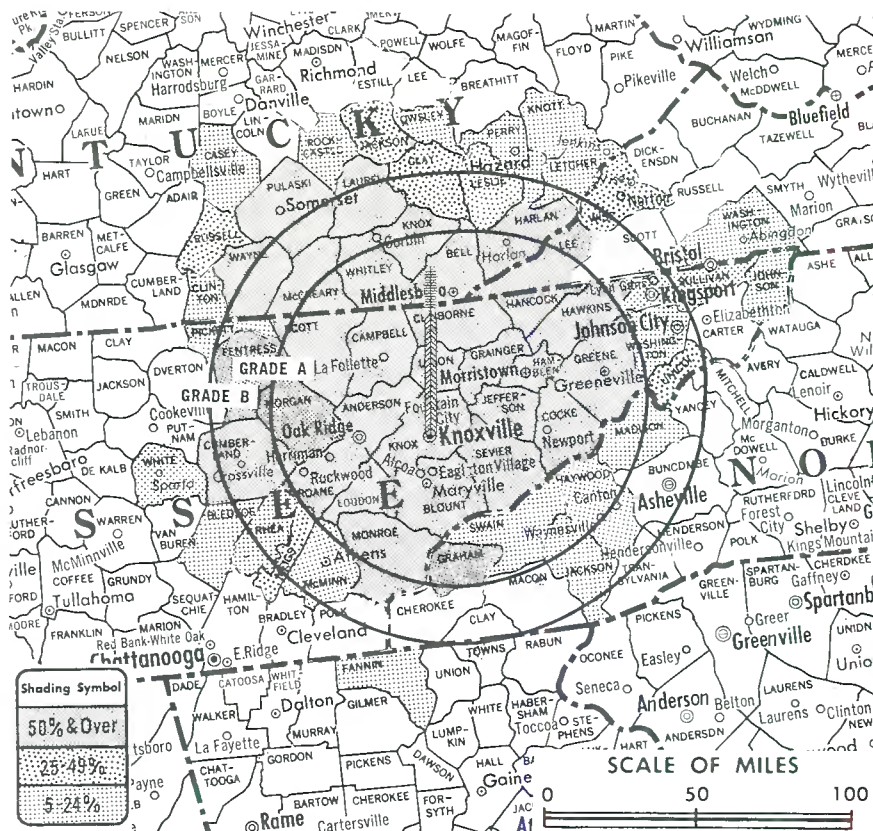
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes, TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBIR-TV Ref: FCC File No. BNPCT—5550 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 Katz Television 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 & asst. manager.
- PETER N. FENNELLY, program director & film buyer.
- WALT H. MARTIN, promotion director.
- J. REX HORTON, chief engineer.
- JAY BEELER, news director.
- JIM EARLY, editorial director.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

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	\$315.00	\$200.00			Graded rates apply*

*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	9,400	8,700	92
	Harlan	10,900	10,000	92
	Knox	6,900	6,100	89

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY—(Continued)			
	Laurel	8,400	7,600	90
	Mc Creary	3,600	3,200	88
	Pulaski	11,900	10,500	88
	Wayne	4,300	3,600	84
	Whitley	7,500	6,900	92
	NORTH CAROLINA			
	Graham	1,900	1,700	92
	TENNESSEE			
	Anderson	19,300	18,600	96
	Blount	21,100	20,300	96
	Campbell	7,900	7,200	91
	Claiborne	6,000	5,400	90
	Cocke	7,800	7,200	92
	Cumberland	6,300	5,800	91
	Fentress	3,800	3,400	90
	Grainger	4,500	4,100	91
	Greene	15,300	14,500	95
	Hamblen	12,500	11,800	95
	Hancock	2,100	1,900	91
	Hawkins	10,700	9,900	93
	Jefferson	8,000	7,600	95
	Knox	91,000	87,700	96
	Loudon	8,000	7,700	97
	Monroe	7,200	6,700	93
	Morgan	3,800	3,500	93
	Roane	12,300	11,700	95
	Scott	4,100	3,700	90
Sevier	9,300	8,600	93	
Union	2,900	2,600	91	
VIRGINIA				
Lee	6,500	5,900	91	
Between 25-49%	KENTUCKY			
	Clay	4,700	4,100	87
	Jackson	3,000	2,500	83
	Leslie	3,100	2,500	82
	Russell	3,500	3,200	91

(Continued on page 733-b)

Station Totals	540,000	504,600	93
Net Weekly Circulation (1970-71)			285,500
Average Daily Circulation (1970-71)			195,100

Tennessee—Knoxville



WTVK

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1000-kw max. & 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.

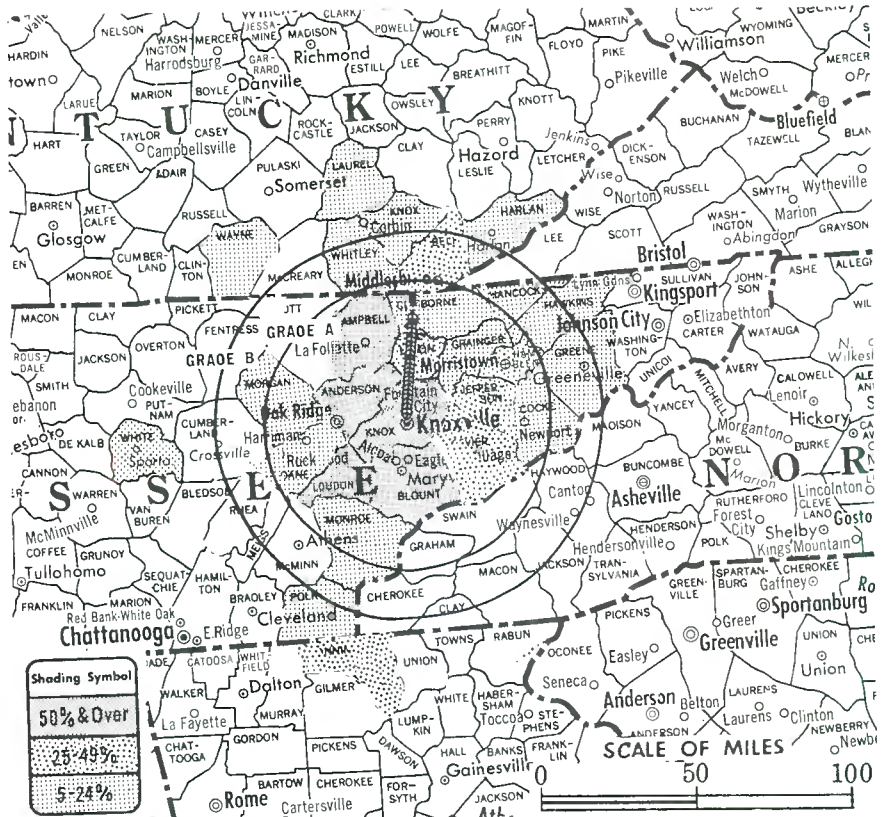
Latitude 36° 00' 36"
Longitude 83° 55' 57"

Transmitter: Sharps Ridge Memorial Park Rd.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft. antenna height.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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 off-air 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 Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. ENGELBRECHT, president & general manager.
WILLIAM E. ECKSTEIN, station & national sales manager.
GUY SMITH, sales manager.
CARL LAWSON, chief engineer.

DIGEST OF RATE CARD NO. 5 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7:30-11 p.m., daily.
\$450.00 \$270.00 \$180.00 \$112.00 Graded rates apply*
*Highest rate: \$90.

NETWORK BASE HOURLY RATE: \$300.

For Color Set Penetration by Market

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Anderson	19,300	18,600	96
	Blount	21,100	20,300	96
	Campbell	7,900	7,200	91
	Knox	91,000	87,700	96
Loudon	8,000	7,700	97	
Between 25-49%	GEORGIA			
	Fannin	4,400	4,100	93
	KENTUCKY			
	Bell	9,400	8,700	92
	TENNESSEE			
Hamblen	12,500	11,800	95	
Jefferson	8,000	7,600	95	
Sevier	9,300	8,600	93	
Union	2,900	2,600	91	
Between 5-24%	KENTUCKY			
	Harlan	10,900	10,000	92
	Knox	6,900	6,100	89
	Laurel	8,400	7,600	90
	Wayne	4,300	3,600	84
	Whitley	7,500	6,900	92
	TENNESSEE			
	Claiborne	6,000	5,400	90
	Cocke	7,800	7,200	92
	Grainger	4,500	4,100	91
	Greene	15,300	14,500	95
	Hancock	2,100	1,900	91
Hawkins	10,700	9,900	93	
Monroe	7,200	6,700	93	
Morgan	3,800	3,500	93	
Polk	3,800	3,600	94	
Roane	12,300	11,700	95	
White	5,400	5,000	93	
Station Totals		310,700	292,600	94
Net Weekly Circulation (1970-71)				134,000
Average Daily Circulation (1970-71)				75,100

Tennessee—Memphis



WHBQ-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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"

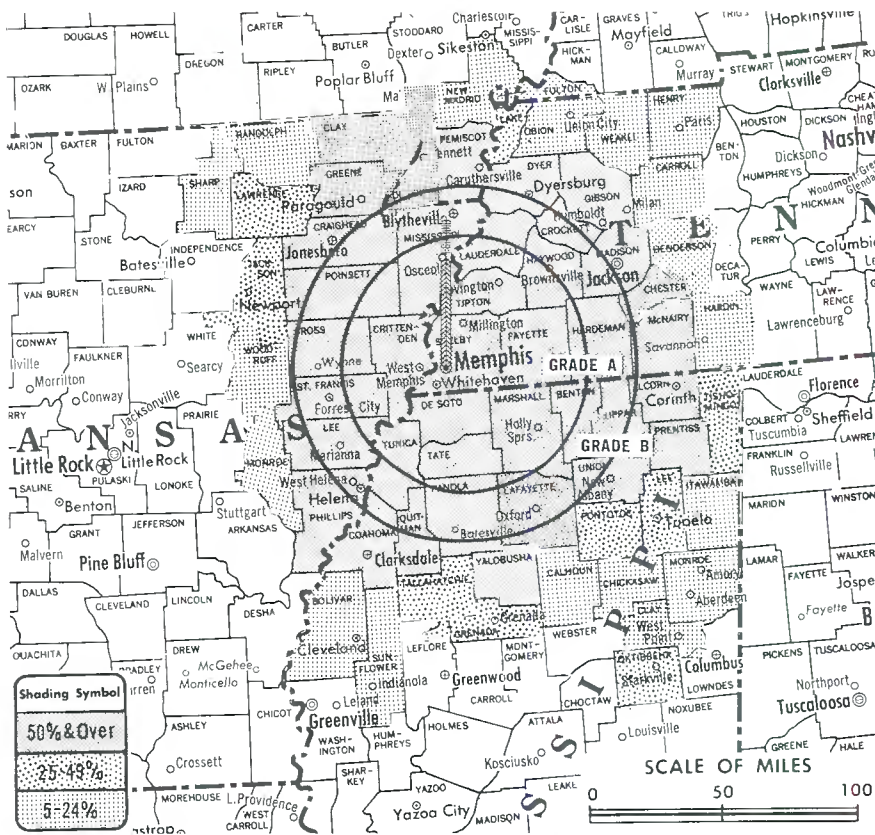
Transmitter: Raleigh-La Grange Rd.
TV tape: Recording facilities.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

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Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WHBQ-TV

Licensee: RKO General Inc., Box 11407, 485 S. Highland, Memphis (38111). Studio: Box 11407, 485 S. Highland.

Telephone: 901-323-7661. TWX No.: 810-591-1877.

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 Television Representatives Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- D. A. NOEL, vice president & 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. 23—(Sept. 12, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1200.00 \$720.00 \$400.00 \$350.00 Graded rates apply*

*Highest rate: \$310.

NETWORK BASE HOURLY RATE: \$1122.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	6,500	6,000	92
	Craighead	17,000	16,200	95
	Crittenden	13,800	12,500	91
	Cross	6,100	5,600	92
	Greene	8,500	8,000	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARKANSAS—(Continued)				
	Lee	5,200	4,500	87
	Mississippi	18,500	17,300	93
	Phillips	11,800	10,400	88
	Poinsett	8,200	7,700	94
	St Francis	8,400	7,600	90
MISSISSIPPI				
	Alcorn	9,000	8,300	92
	Benton	2,100	1,900	91
	Coahoma	11,500	10,100	88
	De Soto	10,000	9,000	90
	Lafayette	6,700	6,200	92
	Marshall	6,000	5,400	90
	Panola	7,300	6,700	92
	Prentiss	6,500	6,000	93
	Quitman	4,400	3,900	89
	Tate	5,100	4,600	91
	Tippah	5,000	4,700	94
	Tunica	3,200	2,800	88
	Union	6,300	6,000	96
	Yalobusha	3,700	3,300	89
MISSOURI				
	Dunklin	11,800	11,000	93
	Pemiscot	8,300	7,700	93
TENNESSEE				
	Chester	3,300	3,100	94
	Crockett	4,700	4,400	94
	Dyer	10,600	10,000	95
	Fayette	5,700	5,100	89
	Gibson	16,600	15,600	94
	Hardeman	6,100	5,600	92
	Haywood	5,400	4,900	91
	Lauderdale	6,200	5,800	94
	Mc Nairy	6,200	5,700	92
	Madison	21,300	20,100	95
	Shelby	224,600	216,400	96
	Tipton	8,200	7,700	93

(Continued on next page)

Station Totals	719,200	669,900	93
Net Weekly Circulation (1970-71)		462,200	
Average Daily Circulation (1970-71)		288,200	

WBIR-TV, Knoxville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	TENNESSEE			
	Meigs	1,600	1,500	95
	Unicoi	5,100	4,800	94
	VIRGINIA			
	Wise	11,900	11,000	93
	GEORGIA			
	Fannin	4,400	4,100	93
	KENTUCKY			
	Casey	4,100	3,600	89
	Clinton	2,500	2,300	90
	Knott	3,800	3,300	86
	Letcher	6,600	5,900	89
	Owsley	1,500	1,200	80
	Perry	7,100	6,200	88
	Rockcastle	3,300	2,800	86
	NORTH CAROLINA			
	Haywood	13,300	12,500	94
Between 5-24 %	Jackson	6,600	6,000	91
	Madison	4,900	4,400	90
	Swain	2,500	2,200	87
	TENNESSEE			
	Bledsoe	2,200	2,000	91
	Johnson	3,900	3,600	93
	McMinn	11,800	11,200	95
	Pickett	1,200	1,100	91
	Rhea	5,700	5,300	93
	Sullivan	40,300	39,000	97
	Washington	23,000	22,200	97
	White	5,400	5,000	93
	VIRGINIA			
	Washington	17,800	17,000	95

WHBQ-TV, Memphis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	ARKANSAS			
	Jackson	6,700	6,200	92
	Lawrence	5,900	5,300	90
	MISSISSIPPI			
	Grenada	6,100	5,500	90
	Lee	14,700	13,700	93
	Oktibbeha	8,000	7,100	89
	Pontotoc	5,700	5,300	92
	Tallahatchie	5,400	4,600	86
	Tishomingo	5,200	4,700	90
	TENNESSEE			
	Lake	2,400	2,200	93
Between 5-24 %	ARKANSAS			
	Monroe	4,600	4,000	87
	Randolph	4,200	3,800	89
	Sharp	3,200	2,700	84
	Woodruff	3,900	3,500	90
	KENTUCKY			
	Fulton	3,400	3,200	95
	MISSISSIPPI			
	Bolivar	12,800	10,900	85
	Calhoun	4,500	4,100	91
	Chickasaw	5,100	4,600	91
	Clay	5,300	4,800	91
	Itawamba	5,400	5,000	93
	Monroe	10,800	10,000	93
	Sunflower	9,100	7,800	86
MISSOURI				
New Madrid	7,400	6,900	93	
	TENNESSEE			
Carroll	9,000	8,300	93	
Hardin	6,000	5,400	90	
Henderson	5,800	5,400	93	
Henry	8,300	7,700	93	
Obion	10,700	10,200	95	
Weakley	9,800	9,200	94	

Tennessee

WMC-TV, Memphis
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TENNESSEE—(Continued)				
	Gibson	16,600	15,600	94	
	Hardeman	6,100	5,600	92	
	Haywood	5,400	4,900	91	
	Lauderdale	6,200	5,800	94	
	Mc Nairy	6,200	5,700	92	
	Madison	21,300	20,100	95	
	Shelby	224,600	216,400	96	
	Tipton	8,200	7,700	93	
		ARKANSAS			
	Sharp	3,200	2,700	84	
	MISSISSIPPI				
Between 25-49 %	Bolivar	12,800	10,900	85	
	Chickasaw	5,100	4,600	91	
	Lee	14,700	13,700	93	
	Montgomery	3,900	3,400	88	
	Oktibbeha	8,000	7,100	89	
	Sunflower	9,100	7,800	86	
	Washington	20,100	18,100	90	
		TENNESSEE			
	Hardin	6,000	5,400	90	
	Henderson	5,800	5,400	93	
Lake	2,400	2,200	93		
Between 5-24 %	ARKANSAS				
	Fulton	2,900	2,400	82	
	Independence	8,100	7,500	92	
	Izard	2,900	2,400	84	
	Monroe	4,600	4,000	87	
	Woodruff	3,900	3,500	90	
	MISSISSIPPI				
	Clay	5,300	4,800	91	
	Itawamba	5,400	5,000	93	
	Leflore	12,100	10,700	89	
Monroe	10,800	10,000	93		
Webster	3,200	2,900	90		
	MISSOURI				
Oregon	3,300	2,800	84		
Ripley	3,400	2,900	85		
Shannon	2,500	2,100	84		
	TENNESSEE				
Carroll	9,000	8,300	93		
Decatur	3,400	3,100	92		
Obion	10,700	10,200	95		
Weakley	9,800	9,200	94		

BLACKBURN & COMPANY, INC.

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ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

Tennessee—Memphis



WMC-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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 kHz (NBC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft.

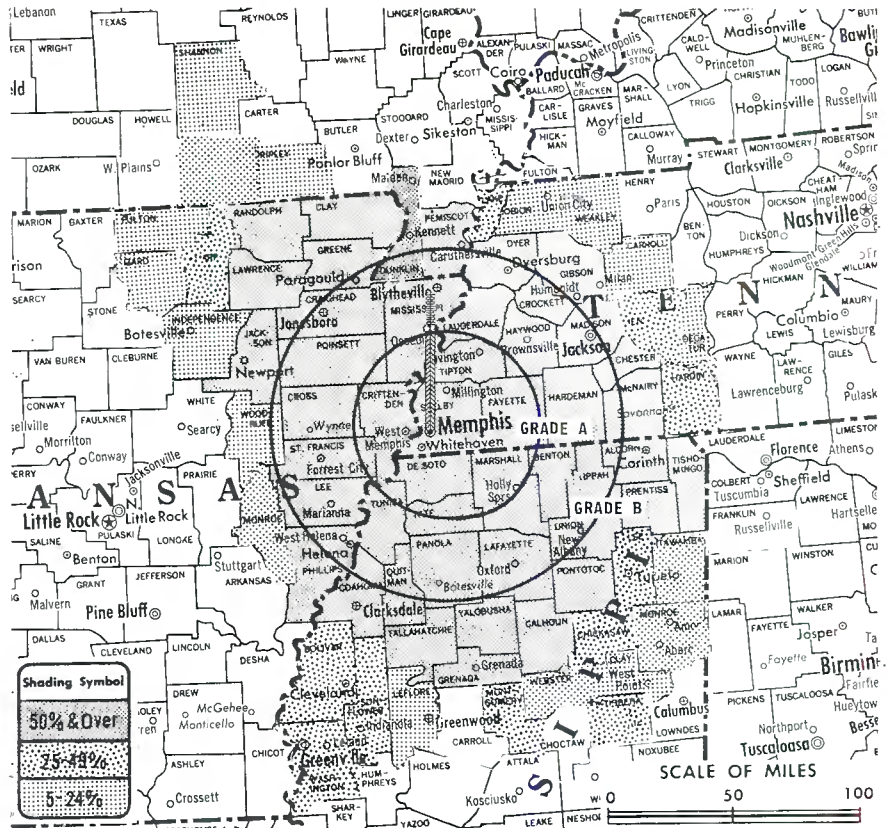
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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. (38104).

Telephone: 901-274-8515.

Ownership: Scripps-Howard also operates WCPO-TV, Cincinnati; TV stations WEWS, Cleveland; KTEW, Tulsa; WPTV, Palm Beach; radio stations 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 Cohen & Dippell.

Personnel:

- M. E. GREINER JR., v.p. & general manager.
- EDWARD F. GREANEY JR., program director & film buyer.
- RAY GILL, national sales manager.
- ROBERT A. FRASE, director of engineering.
- PHILIP SLAVICK, production manager.
- BUDDY SANDERS, farm director.
- NORM BREWER, news director.
- BARTON LAMB, promotion manager.
- J. P. TUCKER, sales manager.

DIGEST OF RATE CARD NO. 26 (March 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.	\$1400	\$770	\$420	\$320	\$250	\$230
NETWORK BASE HOURLY RATE:	\$1239.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	6,500	6,000	92
	Craighead	17,000	16,200	95
	Crittenden	13,800	12,500	91
	Cross	6,100	5,600	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARKANSAS—(Continued)				
	Greene	8,500	8,000	94
	Jackson	6,700	6,200	92
	Lawrence	5,900	5,300	90
	Lee	5,200	4,500	87
	Mississippi	18,500	17,300	93
	Phillips	11,800	10,400	88
	Poinsett	8,200	7,700	94
	Randolph	4,200	3,800	89
	St Francis	8,400	7,600	90
MISSISSIPPI				
	Alcorn	9,000	8,300	92
	Benton	2,100	1,900	91
	Calhoun	4,500	4,100	91
	Coahoma	11,500	10,100	88
	De Soto	10,000	9,000	90
	Grenada	6,100	5,500	90
	Lafayette	6,700	6,200	92
	Marshall	6,000	5,400	90
	Panola	7,300	6,700	92
	Pontotoc	5,700	5,300	92
	Prentiss	6,500	6,000	93
	Quitman	4,400	3,900	89
	Tallahatchie	5,400	4,600	86
	Tate	5,100	4,600	91
	Tippah	5,000	4,700	94
	Tishomingo	5,200	4,700	90
	Tunica	3,200	2,800	88
	Union	6,300	6,000	96
	Yalobusha	3,700	3,300	89
MISSOURI				
	Ounklin	11,800	11,000	93
	Pemiscot	8,300	7,700	93
TENNESSEE				
	Chester	3,300	3,100	94
	Crockett	4,700	4,400	94
	Oyer	10,600	10,000	95
	Fayette	5,700	5,100	89

(Continued on page 733-b)

Station Totals	765,900	710,400	93
Net Weekly Circulation (1970-71)			517,700
Average Daily Circulation (1970-71)			336,700

Tennessee—Memphis



WREC-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Sheraton Peabody Hotel.

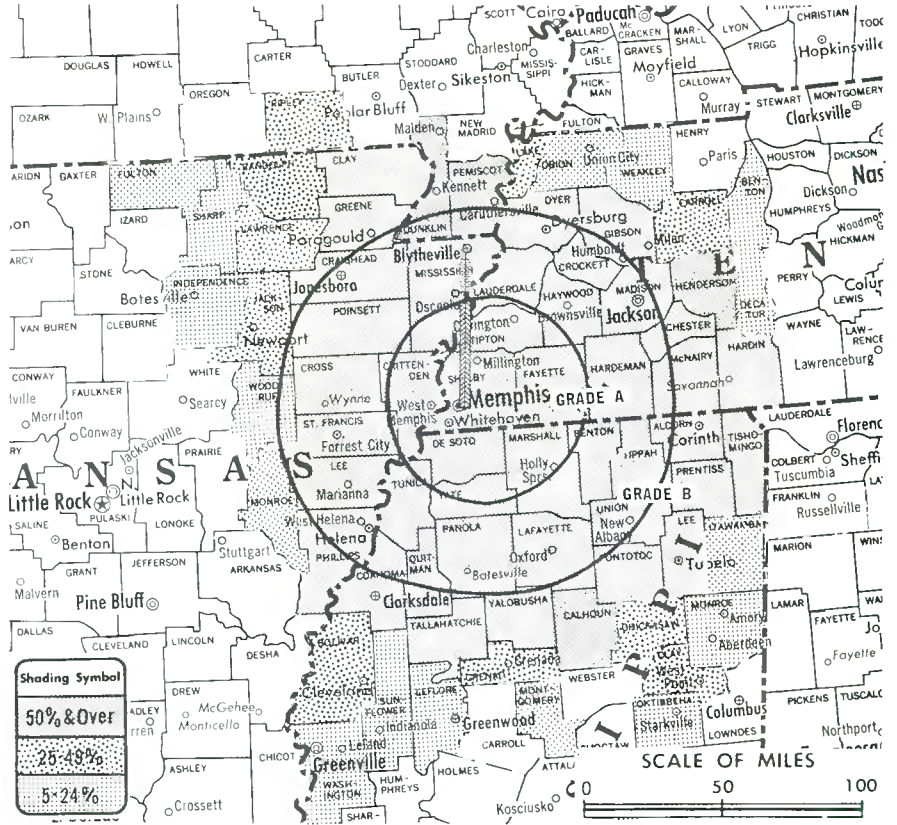
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Associates.

Total Households: 9 MSB
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



WREC-TV Ref: FCC File No. BPCT-452 Granted 5/26/55

©American Map Co., Inc., N.Y., No. 14244

WREC-TV

Licensee: The New York Times Broadcasting Service Inc., Sheraton Peabody Hotel, Memphis, Tenn. (38103).

Telephone: 901-525-1313. TWX No.: 901-278-1469.

Ownership: New York Times Media Co. Inc. N.Y. Times also owns Interstate Bcstg. Co., licensee of WQXR-AM-FM, New York.

Began Operation: Jan. 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES BRAKEFIELD, president & general manager.
G. C. (BUCK) JONES, vice president & general sales manager.
JACK MICHAEL, v.p., program director & film buyer.
BILL W. MILLER, vice president & business manager.
RUSS HODGE, news director.
KITTY KELLY, women's director.
LEROY KNIGHT, chief engineer.
BERNARD COHN, operations manager.
ROBERT L. PARKER, production manager.
OLIN MORRIS, director of public affairs.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec.

Class AA—6:30-10 p.m., daily.
\$1300.00 \$720.00 \$400.00 Graded rates apply*

*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	6,500	6,000	92
	Craighead	17,000	16,200	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARKANSAS—(Continued)				
	Crittenden	13,800	12,500	91
	Cross	6,100	5,600	92
	Greene	8,500	8,000	94
	Lee	5,200	4,500	87
	Mississippi	18,500	17,300	93
	Phillips	11,800	10,400	88
	Poinsett	8,200	7,700	94
	St Francis	3,400	7,600	90
MISSISSIPPI				
	Alcorn	9,000	8,300	92
	Benton	2,100	1,900	91
	Calhoun	4,500	4,100	91
	Coahoma	11,500	10,100	88
	De Soto	10,000	9,000	90
	Lafayette	6,700	6,200	92
	Lee	14,700	13,700	93
	Marshall	6,000	5,400	90
	Panola	7,300	6,700	92
	Pontotoc	5,700	5,300	92
	Prentiss	6,500	6,000	93
	Quitman	4,400	3,900	89
	Tallahatchie	5,400	4,600	86
	Tate	5,100	4,600	91
	Tippah	5,000	4,700	94
	Tishomingo	5,200	4,700	90
	Tunica	3,200	2,800	88
	Union	6,300	6,000	96
	Yalobusha	3,700	3,300	89
MISSOURI				
	Dunklin	11,800	11,000	93
	Pemiscot	8,300	7,700	93
TENNESSEE				
	Chester	3,300	3,100	94
	Crockett	4,700	4,400	94
	Dyer	10,600	10,000	95
	Fayette	5,700	5,100	89
	Gibson	16,600	15,600	94

(Continued on page 736-b)

Station Totals	766,500	712,000	93
Net Weekly Circulation (1970-71)		520,900	
Average Daily Circulation (1970-71)		370,900	

Tennessee

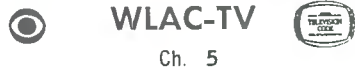
WREC-TV, Memphis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE—(Continued)			
	Hardeman	6,100	5,600	92
	Hardin	6,000	5,400	90
	Haywood	5,400	4,900	91
	Henderson	5,800	5,400	93
	Lauderdale	6,200	5,800	94
	Mc Nairy	6,200	5,700	92
	Madison	21,300	20,100	95
	Shelby	224,600	216,400	96
	Tipton	8,200	7,700	93
Between 25-49%	ARKANSAS			
	Jackson	6,700	6,200	92
	Lawrence	5,900	5,300	90
	Randolph	4,200	3,800	89
	MISSISSIPPI			
	Bolivar	12,800	10,900	85
	Chickasaw	5,100	4,600	91
	Clay	5,300	4,800	91
	Grenada	6,100	5,500	90
	MISSOURI			
Ripley	3,400	2,900	85	
TENNESSEE				
Carroll	9,000	8,300	93	
Lake	2,400	2,200	93	
Between 5-24%	ARKANSAS			
	Fulton	2,900	2,400	82
	Independence	8,100	7,500	92
	Monroe	4,600	4,000	87
	Sharp	3,200	2,700	84
	Woodruff	3,900	3,500	90
	MISSISSIPPI			
	Itawamba	5,400	5,000	93
	Leflore	12,100	10,700	89
	Monroe	10,800	10,000	93
	Montgomery	3,900	3,400	88
	Oktibbeha	8,000	7,100	89
	Sunflower	9,100	7,800	86
	Washington	20,100	18,100	90
	TENNESSEE			
	Benton	4,200	3,900	93
	Decatur	3,400	3,100	92
Franklin	8,300	7,900	95	
Obion	10,700	10,200	95	
Weakley	9,800	9,200	94	

WLAC-TV, Nashville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE—(Continued)			
	Houston	2,100	1,900	92
	Humphreys	4,400	4,200	96
	Jackson	2,600	2,400	91
	Lawrence	9,200	8,600	94
	Lewis	2,400	2,200	93
	Lincoln	8,100	7,500	93
	Macon	4,100	3,900	94
	Marshall	5,900	5,600	96
	Maury	13,800	13,200	95
	Montgomery	16,500	16,000	97
	Moore	1,200	1,100	92
	Overton	4,700	4,300	91
	Perry	1,900	1,800	93
	Pickett	1,200	1,100	91
	Putnam	11,200	10,500	94
	Robertson	9,400	9,000	96
	Rutherford	18,100	17,500	96
	Smith	4,200	4,000	95
	Stewart	2,500	2,400	95
	Sumner	18,500	17,700	96
Trousdale	1,700	1,600	94	
Van Buren	1,200	1,100	90	
Warren	9,000	8,400	93	
Wayne	3,700	3,300	89	
White	5,400	5,000	93	
Williamson	11,000	10,500	95	
Wilson	12,400	11,900	96	
Between 25-49%	KENTUCKY			
	Adair	4,000	3,500	88
	Mc Lean	2,900	2,800	95
	TENNESSEE			
Grunddy	3,400	3,100	91	
Between 5-24%	ALABAMA			
	Limestone	12,700	11,800	93
	Madison	56,100	53,000	95
	Morgan	24,600	23,200	94
	KENTUCKY			
	Grayson	5,400	5,000	92
	Green	3,300	3,000	92
	Lyon	1,700	1,600	93
	Marshall	7,000	6,800	97
	Taylor	5,500	5,100	93
	Wayne	4,300	3,600	84
Webster	4,800	4,400	93	
TENNESSEE				
Cumberland	6,300	5,800	91	
Fentress	3,800	3,400	90	
Hardin	6,000	5,400	90	
Madison	21,300	20,100	95	

Tennessee—Nashville



Technical Facilities: Channel No. 5 (76-82 MHz). 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"

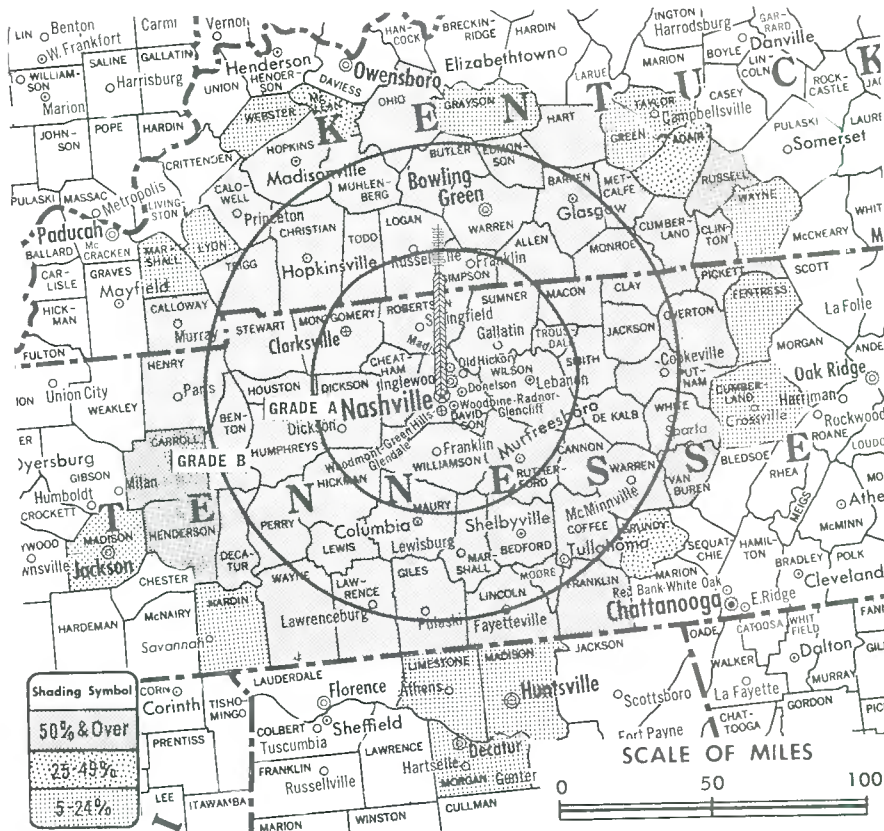
Transmitter: Brick Church Pike & Old Hickory Blvd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © MSI
(Consumer Market Data as of 1/1/72.)
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WLAC-TV Ref: FCC File No. BMEPCT-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.
- HAROLD C. CRUMP, v.p. & station manager.
- RUTH C. TALLEY, v.p. & dir. of administrative affairs.
- RALPH L. HUCABY, v.p. & director of engineering.
- THOMAS E. ERVIN, v.p. & director of sales.
- BILL JAY BUMPUS, operations manager.
- WILLIAM NUNLEY, director of promotion.
- ROY A. SMITH, v.p. & mgr., 21st Century Productions.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID
Class AA—6:30-10 p.m., daily.
\$1180.00 \$750.00 \$380.00 \$305.00 Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$1275.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
	Allen	4,200	3,900	94
	Barren	9,300	8,800	95
	Butler	3,400	3,200	93
	Caldwell	4,600	4,200	92
	Calloway	9,800	9,300	95
	Christian	15,200	14,500	95
	Clinton	2,500	2,300	90
	Cumberland	2,200	2,000	89
	Edmonson	2,800	2,500	90
	Hart	4,600	4,300	94
	Hopkins	12,600	11,900	94
	Logan	7,100	6,700	95
	Metcalfe	2,700	2,500	93
	Monroe	3,700	3,500	94
	Muhlenberg	9,200	8,700	95
	Ohio	6,300	5,900	94
	Russell	3,500	3,200	91
	Simpson	4,400	4,200	95
	Todd	3,600	3,400	95
	Trigg	2,700	2,600	95
	Warren	18,500	17,600	95
TENNESSEE				
	Bedford	8,400	8,000	95
	Benton	4,200	3,900	93
	Cannon	3,000	2,800	94
	Carroll	9,000	8,300	93
	Cheatham	4,100	3,900	96
	Clay	2,200	2,000	91
	Coffee	10,500	10,100	96
	Davidson	145,800	142,200	98
	Decatur	3,400	3,100	92
	De Kalb	3,700	3,400	93
	Dickson	7,500	7,200	96
	Franklin	8,300	7,900	95
	Giles	7,400	6,800	92
	Henderson	5,800	5,400	93
	Henry	8,300	7,700	93
	Hickman	3,900	3,700	94
(Continued on page 736-b)				
Station Totals		727,900	689,900	95
Net Weekly Circulation (1970-71)				493,500
Average Daily Circulation (1970-71)				360,800

Tennessee—Nashville



WSIX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

AM Affiliate: WSIX, 5-kw, 980 kHz (ABC).

FM Affiliate: WSIX-FM, 100-kw, 97.9 MHz (No. 250), 1110-ft.

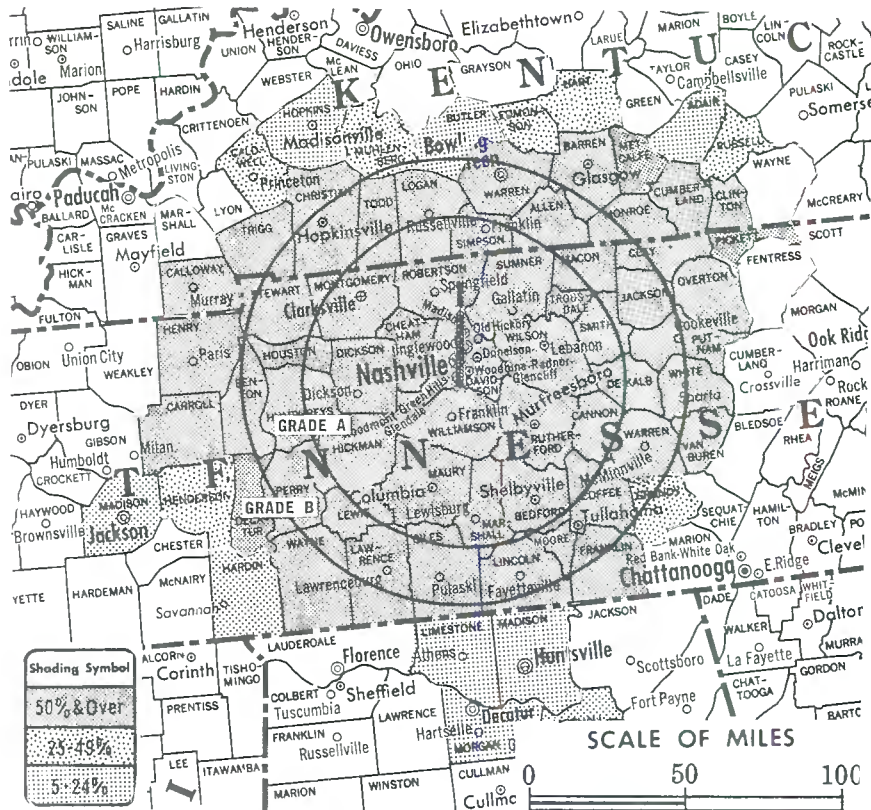
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSIX-TV Ref: FCC File No. BPC2-2418 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: 615-259-2200. TWX No.: 810-371-1943.

Ownership: See WRGB(TV), Schenectady-Albany-Troy, N.Y.

Begin 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 & Kittner.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

CHARLES R. DUKE, vice president & general manager.

JIM WILEY, general sales manager.

JESSE RAGAN, program manager.

ANDREW McMASTER, engineering manager.

JAMES C. ANTHONY, business manager.

MIKE McCRIKARD, promotion manager.

CHARLES MURCHISON, news & public affairs director.

ROBERT HAFNER, production manager.

DIGEST OF RATE CARD NO. 16—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
 Class AA—6:29-9:30 p.m., daily.
 \$1000.00 \$600.00 \$300.00 \$290.00 Graded rates apply*

*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	4,200	3,900	94
	Barren	9,300	8,800	95
	Calloway	9,800	9,300	95
	Christian	15,200	14,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY—(Continued)				
	Clinton	2,500	2,300	90
	Cumberland	2,200	2,000	89
	Logan	7,100	6,700	95
	Metcalfe	2,700	2,500	93
	Monroe	3,700	3,500	94
	Simpson	4,400	4,200	95
	Todd	3,600	3,400	95
	Trigg	2,700	2,600	95
	Warren	18,500	17,600	95
TENNESSEE				
	Bedford	8,400	8,000	95
	Benton	4,200	3,900	93
	Cannon	3,000	2,800	94
	Carroll	9,000	8,300	93
	Cheatham	4,100	3,900	96
	Clay	2,200	2,000	91
	Coffee	10,500	10,100	96
	Davidson	145,800	142,200	98
	Decatur	3,400	3,100	92
	De Kalb	3,700	3,400	93
	Dickson	7,500	7,200	96
	Franklin	8,300	7,900	95
	Giles	7,400	6,800	92
	Henry	8,300	7,700	93
	Hickman	3,900	3,700	94
	Houston	2,100	1,900	92
	Humphreys	4,400	4,200	96
	Jackson	2,600	2,400	91
	Lawrence	9,200	8,600	94
	Lewis	2,400	2,200	93
	Lincoln	8,100	7,500	93
	Macon	4,100	3,900	94
	Marshall	5,900	5,600	96
	Maury	13,800	13,200	95
	Montgomery	16,500	16,000	97
	Moore	1,200	1,100	92
	Overton	4,700	4,300	91

(Continued on page 739-b)

Station Totals	696,300	661,000	95
Net Weekly Circulation (1970-71)		426,900	
Average Daily Circulation (1970-71)		251,000	

WSM-TV, Nashville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TENNESSEE—(Continued)				
		Moore	1,200	1,100	92
		Overton	4,700	4,300	91
		Perry	1,900	1,800	93
		Pickett	1,200	1,100	91
		Putnam	11,200	10,500	94
		Robertson	9,400	9,000	96
		Rutherford	18,100	17,500	96
		Smith	4,200	4,000	95
		Stewart	2,500	2,400	95
		Sumner	18,500	17,700	96
		Trousdale	1,700	1,600	94
		Van Buren	1,200	1,100	90
		Warren	9,000	8,400	93
		Wayne	3,700	3,300	89
		White	5,400	5,000	93
		Williamson	11,000	10,500	95
		Wilson	12,400	11,900	96
	Between 25-49%	KENTUCKY			
		Caldwell	4,600	4,200	92
		Calloway	9,800	9,300	95
		Hart	4,600	4,300	94
		Hopkins	12,600	11,900	94
	Russell	3,500	3,200	91	
	TENNESSEE				
	Grundy	3,400	3,100	91	
	Hardin	6,000	5,400	90	
Between 5-24%	ALABAMA				
		Limestone	12,700	11,800	93
		Madison	56,100	53,000	95
		Morgan	24,600	23,200	94
		KENTUCKY			
		Adair	4,000	3,500	88
		Grayson	5,400	5,000	92
		Lyon	1,700	1,600	93
		Mc Lean	2,900	2,800	95
		Marshall	7,000	6,800	97
		Wayne	4,300	3,600	84
		Webster	4,800	4,400	93
		TENNESSEE			
		Cumberland	6,300	5,800	91
		Fentress	3,800	3,400	90
	Gibson	16,600	15,600	94	
	Madison	21,300	20,100	95	

Tennessee

WSIX-TV, Nashville
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%		
50% & Over	TENNESSEE—(Continued)					
		Perry	1,900	1,800	93	
		Pickett	1,200	1,100	91	
		Putnam	11,200	10,500	94	
		Robertson	9,400	9,000	96	
		Rutherford	18,100	17,500	96	
		Smith	4,200	4,000	95	
		Stewart	2,500	2,400	95	
		Sumner	18,500	17,700	96	
		Trousdale	1,700	1,600	94	
		Van Buren	1,200	1,100	90	
		Warren	9,000	8,400	93	
		Wayne	3,700	3,300	89	
		White	5,400	5,000	93	
		Williamson	11,000	10,500	95	
		Wilson	12,400	11,900	96	
	Between 25-49%	KENTUCKY				
			Caldwell	4,600	4,200	92
			Edmonson	2,800	2,500	90
		Hart	4,600	4,300	94	
		Muhlenberg	9,200	8,700	95	
	Russell	3,500	3,200	91		
	TENNESSEE					
	Grundy	3,400	3,100	91		
	Henderson	5,800	5,400	93		
Between 5-24%	ALABAMA					
		Limestone	12,700	11,800	93	
		Madison	56,100	53,000	95	
		Marshall	16,700	15,800	95	
		Morgan	24,600	23,200	94	
		KENTUCKY				
		Adair	4,000	3,500	88	
		Butler	3,400	3,200	93	
		Hopkins	12,600	11,900	94	
		Morgan	3,000	2,700	90	
		TENNESSEE				
		Hardin	6,000	5,400	90	
		Madison	21,300	20,100	95	

Tennessee—Nashville



WSM-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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: 5700 Knob Rd.

Studio: 5700 Knob Rd. (37209).

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kHz (NBC).

FM Affiliate: WSM-FM, 100-kw, 95.5 MHz (No. 238), 1280-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

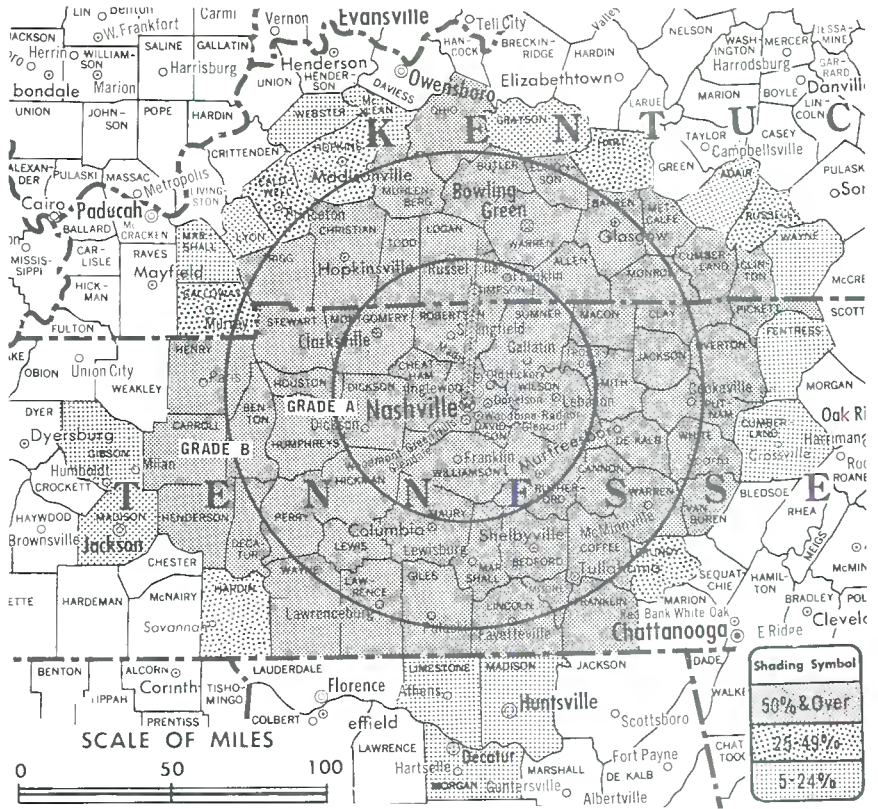
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSM-TV Ref: FCC File No. BMPCT-4658 Granted 5/21/67

©American Map Co., Inc., N.Y., No. 14244

WSM-TV

Licensee: WSM Inc., 5700 Knob Rd. (37209).

Mailing Address: P.O. Box 100 (37202).

Telephone: 615-291-4444. TWX No.: 810-371-1148.

Ownership: 100% subsidiary of NLT Corp. WSM Inc. also owns WSM & FM.

Began Operation: Sept. 30, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

IRVING WAUGH, president.

TOM GRISCOM, vice president & general manager.

THOMAS KING, general sales manager.

SYD OLIVER, commercial manager.

ELMER ALLEY, program director.

AARON SHELTON, technical director.

LEE WHITEHURST, chief engineer.

DAVE DAUGHTRY, news director.

DIGEST OF RATE CARD NO. 3—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$1200.00 \$720.00 \$540.00 \$360.00 Graded rates apply*

*Highest rate: \$345.

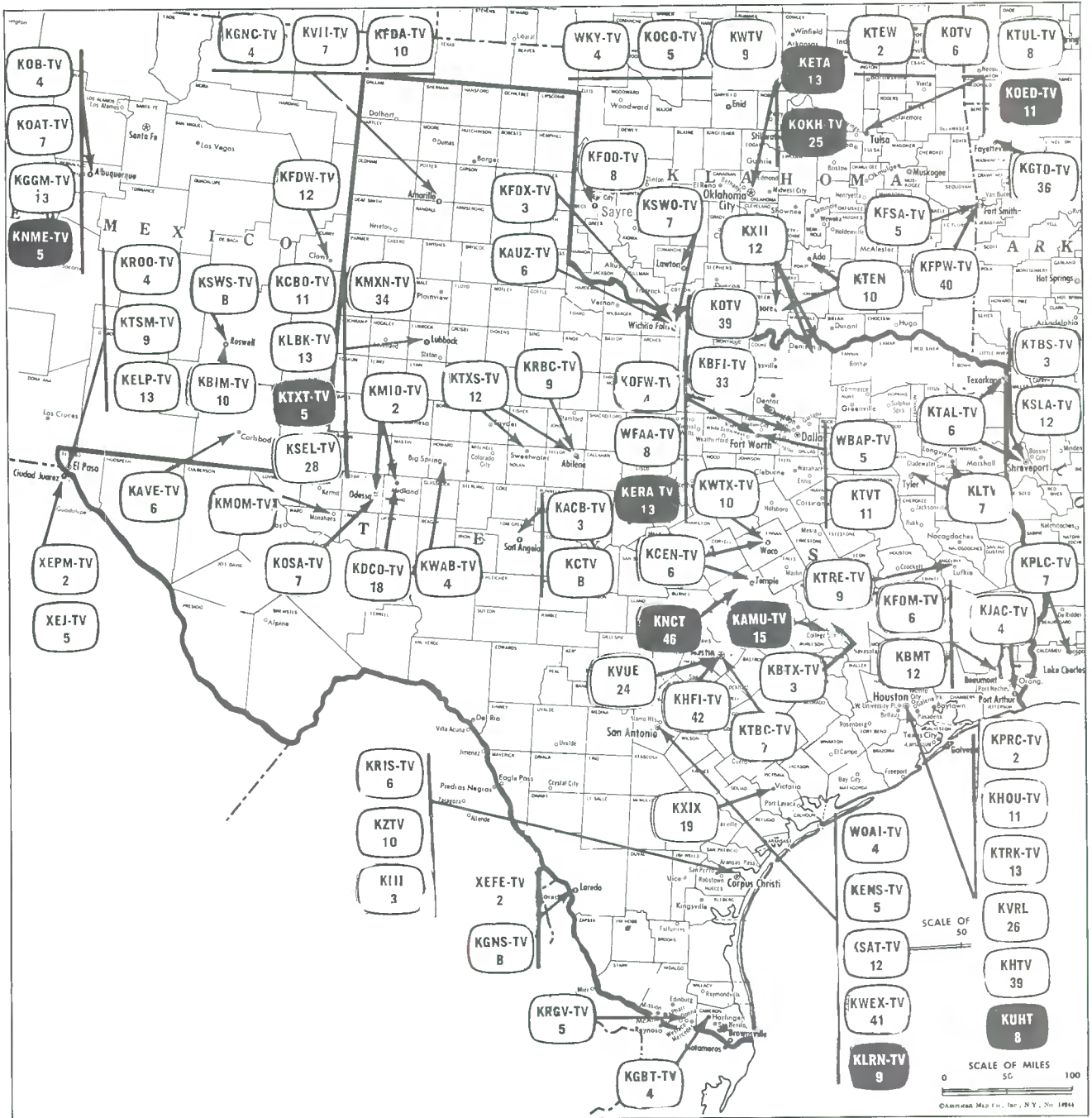
NETWORK BASE HOURLY RATE: \$1175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	KENTUCKY			
	Allen	4,200	3,900	94
	Barren	9,300	8,800	95
	Butler	3,400	3,200	93
	Christian	15,200	14,500	95
	Clinton	2,500	2,300	90
	Cumberland	2,200	2,000	89
	Edmonson	2,800	2,500	90

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KENTUCKY—(Continued)				
	Logan	7,100	6,700	95
	Metcalfe	2,700	2,500	93
	Monroe	3,700	3,500	94
	Muhlenberg	9,200	8,700	95
	Ohio	6,300	5,900	94
	Simpson	4,400	4,200	95
	Todd	3,600	3,400	95
	Trigg	2,700	2,600	95
	Warren	18,500	17,600	95
TENNESSEE				
	Bedford	8,400	8,000	95
	Benton	4,200	3,900	93
	Cannon	3,000	2,800	94
	Carroll	9,000	8,300	93
	Cheatham	4,100	3,900	96
	Clay	2,200	2,000	91
	Coffee	10,500	10,100	76
	Davidson	145,800	142,200	98
	Decatur	3,400	3,100	92
	De Kalb	3,700	3,400	93
	Dickson	7,500	7,200	96
	Franklin	8,300	7,900	95
	Giles	7,400	6,800	92
	Henderson	5,800	5,400	93
	Henry	8,300	7,700	93
	Hickman	3,900	3,700	94
	Houston	2,100	1,900	92
	Humphreys	4,400	4,200	96
	Jackson	2,600	2,400	91
	Lawrence	9,200	8,600	94
	Lewis	2,400	2,200	93
	Lincoln	8,100	7,500	93
	Macon	4,100	3,900	94
	Marshall	5,900	5,600	96
	Maury	13,800	13,200	95
	Montgomery	16,500	16,000	97

(Continued on page 739-b)

Station Totals	735,700	697,400	95
Net Weekly Circulation (1970-71)			475,000
Average Daily Circulation (1970-71)			318,000



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Dallas-Ft. Worth	903,300	11	948,200	11
Houston	682,400	22	743,900	15
San Antonio	370,900	54	358,100	47
Lubbock	173,300	110	105,500	134
Beaumont-Port Arthur	170,700	112	128,400	118

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

Texas

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Amarillo	167,300	114	137,300	114
Waco-Temple	163,800	120	138,500	110
Austin	154,500	125	125,200	121
Wichita Falls-Lawton	141,000	132	138,200	111
Corpus Christi	136,200	139	113,700	130
El Paso	128,200	145	137,400	113
Tyler	114,700	152	67,000	156
Odessa-Midland	100,200	159	100,600	137
Abilene-Sweetwater	97,500	163	86,800	146
McAllen-Brownsville (Lower Rio Grande Valley)	81,600	171	82,100	151
San Angelo	28,600	206	23,000	199
Laredo	19,000	218	18,300	201

Texas Station Status as of March 15, 1972

	VHF	UHF	TOTAL
○ Commercial Television Stations	43	10	53
● Educational Television Stations	4	2	6
			59

State Educational Technical Facilities (Complete Data in Educational Directory)

KNCT

Belton

Ch. 46

Non-Commercial Educational Station

Licensee: Central Texas College, Box 848, Killeen, Tex. (76541).

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 223-kw visual, 33.4-kw aural. Antenna: 1261-ft. above av. terrain, 1126-ft. above ground, 2044-ft. above sea level.

Latitude	30°	59'	12"
Longitude	97°	37'	47"

KAMU-TV

College Station

Ch. 15

Non-Commercial Educational Station

Licensee: Texas A&M University, 105 Bagley Hall, College Station, Tex. (77843).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 10-kw visual, 1-kw aural. Antenna: 263-ft. above av. terrain, 189-ft. above ground, 552-ft. above sea level.

Latitude	30°	37'	00"
Longitude	96°	20'	26"

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Public TV Foundation for North Texas, 3000 Harry Hines Blvd., Dallas (75201).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1504-ft. above av. terrain, 1347-ft. above ground, 2147-ft. above sea level.

Latitude	32°	34'	43"
Longitude	96°	57'	12"

KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1167-ft. above av. terrain, 1167-ft. above ground, 1203-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Tech University, Tech Station Box 4359.

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 43.2-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. (78041).

Telephones: 2-21-82; 2-17-00, Nuevo Laredo, Mex.

Technical Facilities: Channel No. 2 (54-60 MHz). 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					

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.)

KDFW-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.)

KMOM-TV

Odessa

(See Monahans, Tex.)

KJAC-TV & 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.)

Texas—Abilene



KRBC-TV



Ch. 9

[Also operates satellite KACB-TV, San Angelo, Tex.]

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

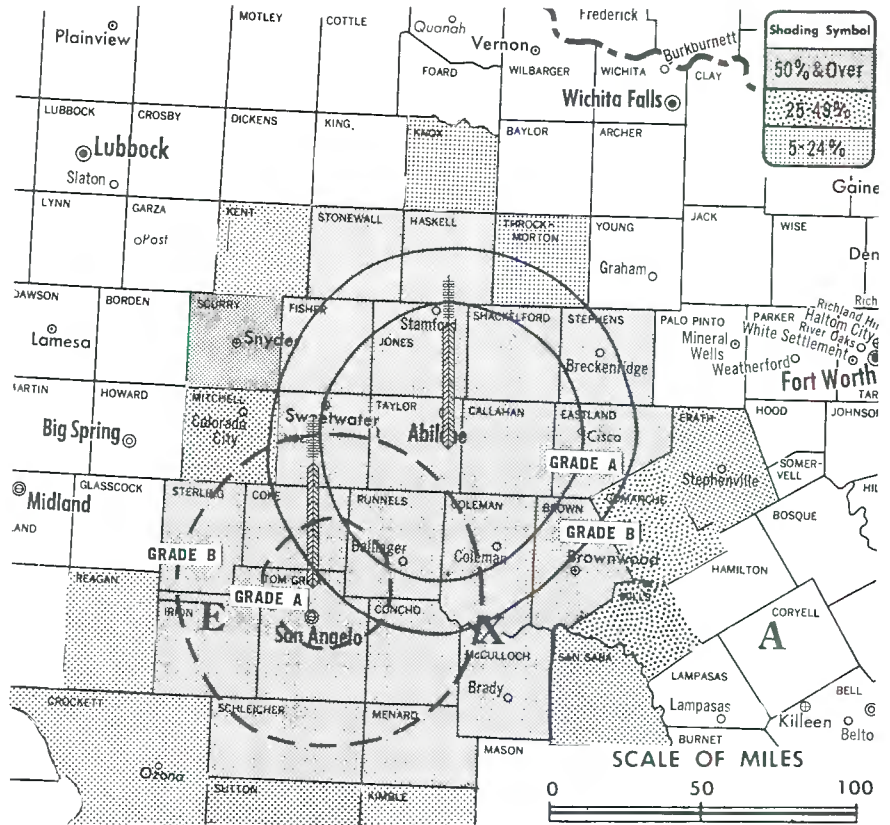
Studio: 4510 S. 14th St.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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 & Bankson.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

DALE ACKERS, president.
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. 15 (June 15, 1970)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$500.00 \$300.00 \$180.00 \$140.00 \$125.00 \$125.00 \$65.00

NETWORK BASE HOURLY RATE: \$500.

ARB Data: Figures include Satellite KACB-TV,

San Angelo, Tex.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TEXAS				
		Brown	9,500	8,700	91
		Callahan	2,900	2,800	95
		Coke	1,100	1,000	95
		Coleman	4,100	3,900	95
		Concho	1,000	900	94
		Eastland	7,000	6,500	93
		Fisher	2,200	2,100	94
		Haskell	3,000	2,800	94
		Irion	400	400	90
		Jones	5,700	5,500	96
		Mc Culloch	3,100	2,700	87
		Menard	1,000	800	79
		Nolan	5,500	5,300	96
		Runnels	4,200	4,000	95
		Schleicher	800	700	92
	Scurry	5,200	5,000	95	
	Shackelford	1,300	1,200	93	
	Stephens	3,200	3,000	93	
	Sterling	300	300	92	
	Stonewall	900	900	97	
	Taylor	31,200	30,200	97	
	Tom Green	22,900	21,900	96	
Between 25-49%	TEXAS				
		Comanche	4,500	4,000	89
	Mills	1,600	1,400	90	
Between 5-24%	TEXAS				
		Crockett	1,200	1,100	90
		Erath	7,200	6,900	96
		Kent	500	500	96
		Kimble	1,400	1,200	84
		Knox	2,100	2,000	93
		Mitchell	3,000	2,800	94
		Reagan	1,000	1,000	98
		San Saba	2,100	1,900	92
		Sutton	1,000	800	85
	Throckmorton	900	800	92	
Station Totals		143,000	135,000	94	
Net Weekly Circulation (1970-71)				97,500	
Average Daily Circulation (1970-71)				72,100	

Texas—Sweetwater-Abilene

abc KTXS-TV
Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

Telephone: 915-677-2281 (Abilene); 915-234-4895 (Sweetwater).

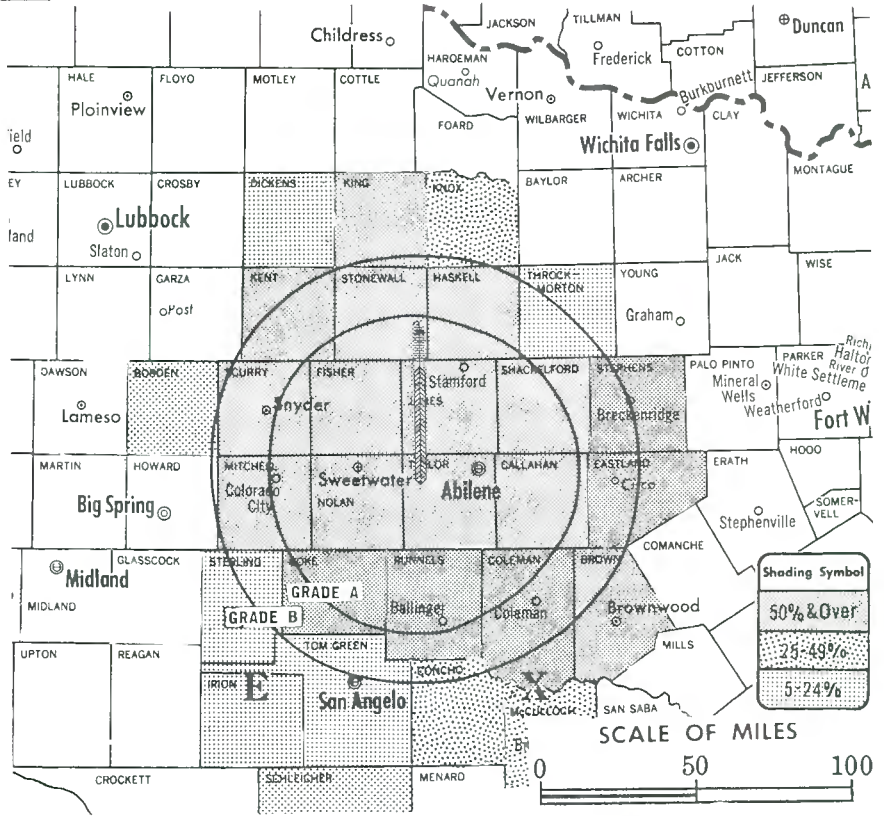
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



KTXS-TV Ref: FCC File No. BMPCT-5021 Granted 4/25/58

©American Map Co., Inc., N.Y., No. 14244

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.: 910-897-5401.

Ownership: Grayson Enterprises, 100%. For other interests, see KLBK-TV, Lubbock, Tex.

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 The Meeker Co.; Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

ROBERT P. JACKSON, general manager.
J. T. ALLEN, director of engineering.
MICHAEL J. SWAYNE, studio chief engineer.
BILL MILLER, transmitter chief engineer.
JAMES HALLMARK, operations manager.

DIGEST OF RATE CARD NO. 4 (Sept. 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$600.00	\$400.00	\$250.00	\$200.00	\$115.00	\$55.00
NETWORK BASE HOURLY RATE: \$550.						

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
	Brown	9,500	8,700	91
	Callahan	2,900	2,800	95
	Coke	1,100	1,000	95
	Coleman	4,100	3,900	95
	Eastland	7,000	6,500	93
	Fisher	2,200	2,100	94
	Haskell	3,000	2,800	94
	Jones	5,700	5,500	96
50% & Over	Kent	500	500	96
	King	200	200	87
	Mitchell	3,000	2,800	94
	Nolan	5,500	5,300	96
	Runnels	4,200	4,000	95
	Scurry	5,200	5,000	95
	Shackelford	1,300	1,200	93
	Stephens	3,200	3,000	93
	Stonewall	900	900	97
	Taylor	31,200	30,200	97
Between 25-49%				
	TEXAS			
	Concho	1,000	900	94
	Knox	2,100	2,000	93
	Mculloch	3,100	2,700	87
Between 5-24%				
	TEXAS			
	Borden	300	300	93
	Dickens	1,400	1,300	94
	Irion	400	400	90
	Schleicher	800	700	92
	Sterling	300	300	92
	Throckmorton	900	800	92
	Tom Green	22,900	21,900	96
Station Totals		123,900	117,700	95
Net Weekly Circulation (1970-71)				76,300
Average Daily Circulation (1970-71)				48,500

Texas—Amarillo



KGNC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1440-ft. above ground, 4902-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: N of Amarillo at Broadway & Mobley Dr.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

AM Affiliate: KGNC, 10-kw, 710 kHz (NBC).

FM Affiliate: KGNC-FM, 14.1-kw, 93.1 MHz (No. 226), 477-ft.

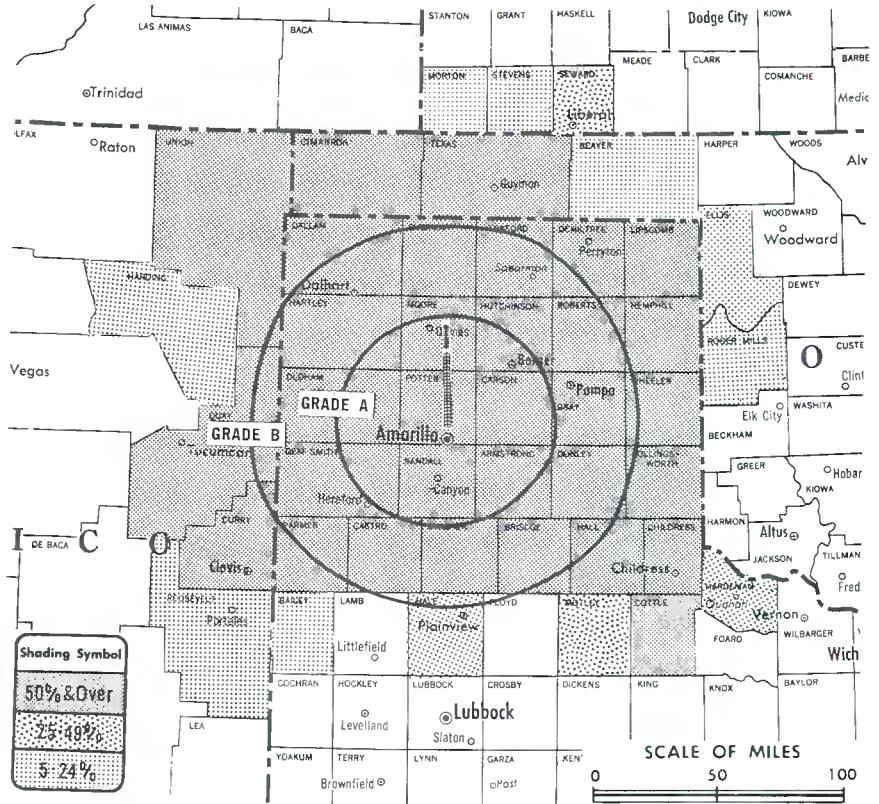
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KGNC-TV Ref: FCC File No. B1PCT-1146 Granted 6/4/69

©American Map Co., Inc., N.Y., No. 14244

KGNC-TV

Licensee: Stauffer Publications Inc., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St. (79107).

Telephone: 806-383-3321. TWX No.: 806-376-5804.

Ownership: Stauffer Publications. 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:

THAD M. SANDSTROM, vice president, broadcasting.

CLIFF CRAIG, station manager.

KEITH ADAMS, operations manager.

GIL W. SCHNEIDER, general sales manager.

CALVIN HANDY, business manager.

ALAN NUZUM, chief engineer.

RUTH GOODWIN, film editor.

PAUL ROBERTS, news director.

DALE SCARBERRY, production manager.

DIGEST OF RATE CARD NO. 25

(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$475.00 \$285.00 \$190.00 \$143.00 Graded rates apply*

*Highest rate: \$100.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	12,300	11,700	95
	Quay	3,500	3,200	91
	Union	1,700	1,500	87

746-b

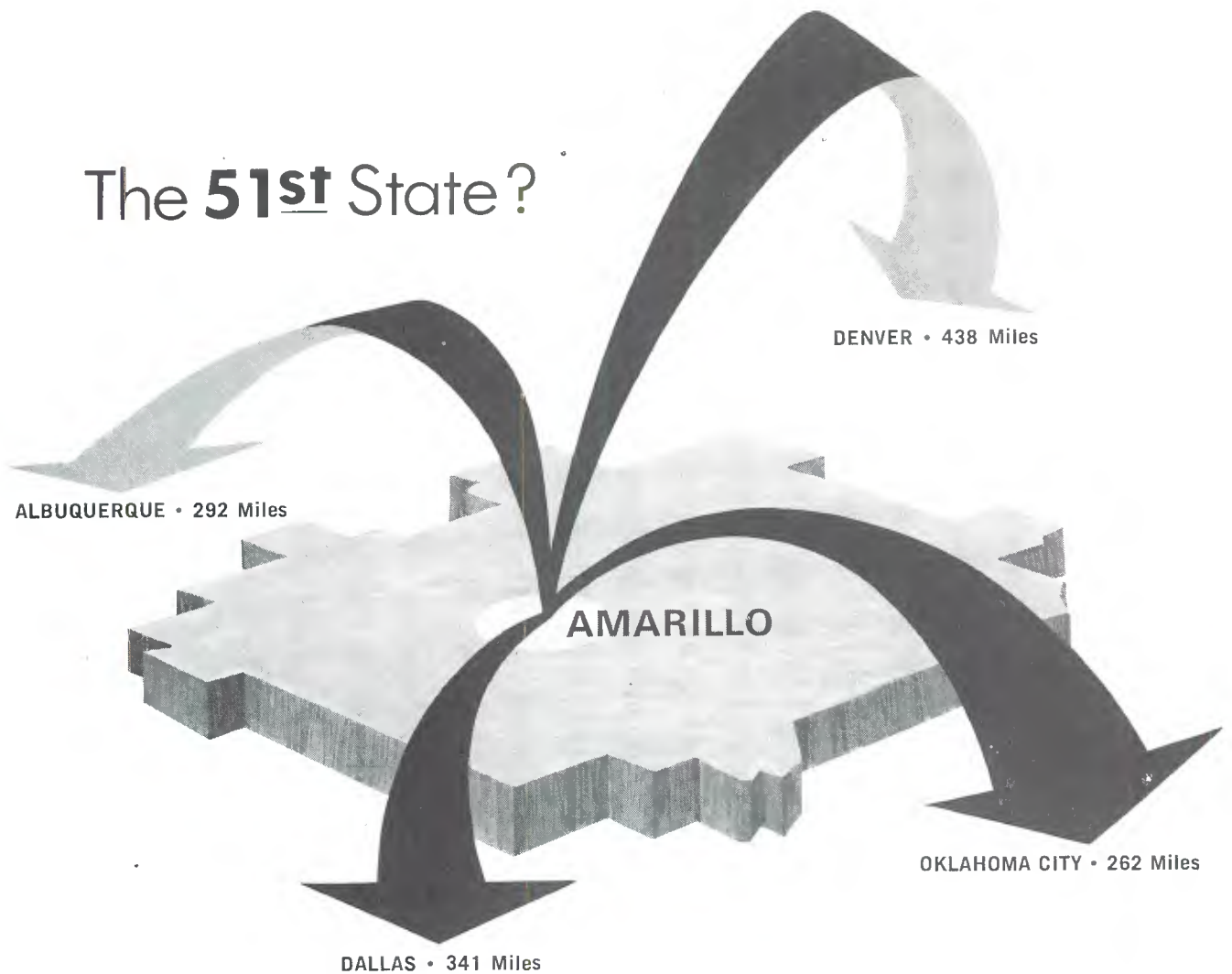
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
OKLAHOMA				
	Cimarron	1,400	1,300	90
	Texas	5,400	5,100	94
TEXAS				
	Armstrong	700	700	95
	Briscoe	900	900	95
	Carson	2,100	2,100	98
	Castro	2,800	2,600	94
	Childress	2,600	2,400	93
	Collingsworth	1,800	1,600	87
	Cottle	1,200	1,100	91
	Dallam	2,000	1,900	93
	Deaf Smith	5,500	5,300	96
	Donley	1,300	1,200	91
	Gray	9,600	9,300	97
	Hall	2,200	2,000	89
	Hansford	2,000	1,900	97
	Hartley	800	800	97
	Hemphill	1,100	1,000	94
	Hutchinson	8,200	8,000	98
	Lipscomb	1,200	1,100	89
	Moore	4,300	4,200	97
	Ochiltree	3,100	3,000	95
	Oldham	600	600	95
	Parmer	3,000	2,800	95
	Potter	30,200	29,300	97
	Randall	17,600	17,400	99
	Roberts	400	400	98
	Sherman	1,200	1,100	95
	Swisher	3,100	3,000	97
	Wheeler	2,400	2,100	89
Between 25-49%				
	KANSAS			
	Seward	5,300	5,100	95
	TEXAS			
	Motley	700	600	86

(Continued on page 764-b)

Station Totals	171,500	163,700	95
Net Weekly Circulation (1970-71)			139,100
Average Daily Circulation (1970-71)			89,500

TV Factbook No. 42

The **51st** State?



Great State of **NW Texas**, of course! And **AMARILLO** is its "CAPITAL"

Or **would be**, if the famous Panhandle should ever set out on its own.

For there's enough here to make another state. A big one.

Fifty counties . . . spilling into four states . . . make up the Amarillo Retail Trading Area.

Retail sales top **ONE BILLION DOLLARS**. Some 350 supermarkets look to Amarillo for everything affluent shoppers want.

This is **BIG** country: Gross Farm Income,

for example, is greater than 26 of the full-size states . . . 50% as big as Iowa and Illinois. Each!

And nearly 150,000 homes tune their television sets to Amarillo . . . where they watch **KGNC-TV** strong and clear on Channel 4 for solid NBC programming . . . direct, and via some 34 cable systems and 19 translators.

This is worth looking into. Let Avery-Knodel tell you all about the distinctive . . . rich . . . exciting . . . one-of-a-kind . . . **GREAT STATE OF NORTHWEST TEXAS.**



TV - Radio - FM
AMARILLO

Affiliate: WIBW, TV Radio FM, Topeka, Kansas

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 MHz). Authorized power: 302-kw visual, 30.2-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.

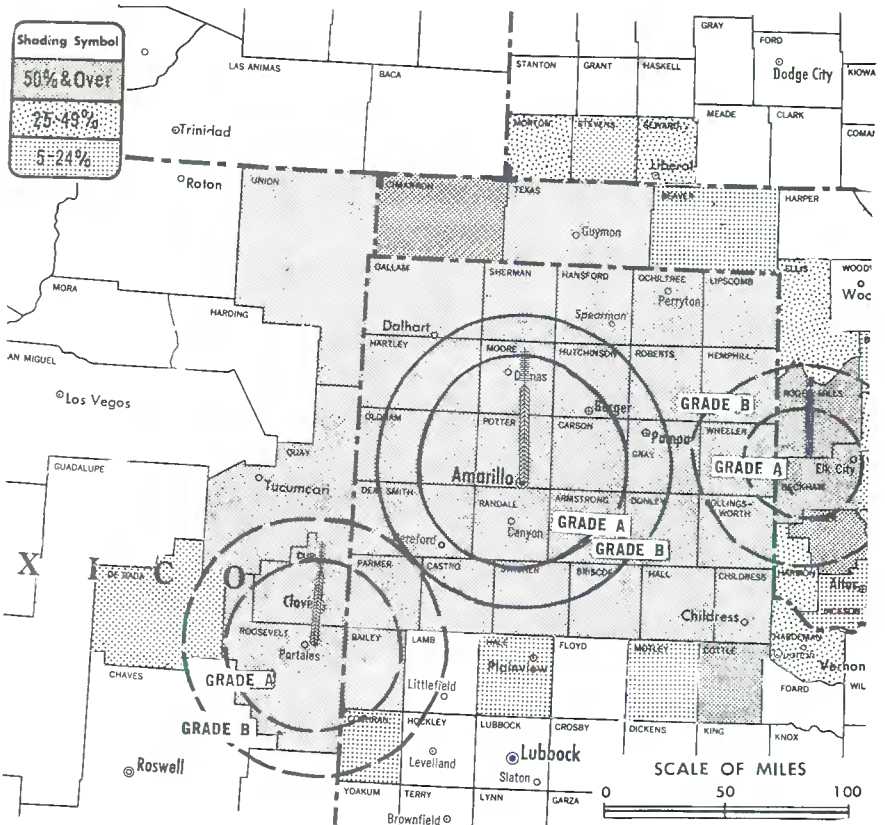
Color: Network, live, film, slide & tape.

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: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.: 910-898-4124.

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. & Bass Brothers Telecasters Inc., wholly-owned subsidiaries of Bass Brothers Enterprises, own KCST (TV), San Diego, Cal.; KAUZ-TV, Wichita Falls, Tex. & KDNT AM&FM, Denton, Tex.

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 & Bankson.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

- MELVIN L. WHEELER, president.
- ALLEN GRANT SHIFRIN, vice president & general manager.
- LEE WEBB, director of news & public affairs.
- DONALD H. FORD, chief engineer.
- JACK E. BYRD, operations manager.
- LARRY S. FALER, sales manager.

DIGEST OF RATE CARD NO. 20—(Feb. 28, 1972)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$225.00	\$115.00	\$140.00	\$70.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	12,300	11,700	95
	Quay	3,500	3,200	91
	Roosevelt	5,600	5,300	94
	Union	1,700	1,500	87

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Beckham	5,800	5,300	92
	Cimarron	1,400	1,300	90
	Greer	2,900	2,600	91
	Roger Mills	1,600	1,400	90
	Texas	5,400	5,100	94
	TEXAS			
	Armstrong	700	700	95
	Bailey	2,500	2,400	95
	Briscoe	900	900	95
	Carson	2,100	2,100	98
	Castro	2,800	2,600	94
	Childress	2,600	2,400	93
	Collingsworth	1,800	1,600	87
	Cottle	1,200	1,100	91
	Dallam	2,000	1,900	93
	Deaf Smith	5,500	5,300	96
	Donley	1,300	1,200	91
	Gray	9,600	9,300	97
	Hall	2,200	2,000	89
	Hansford	2,000	1,900	97
	Hartley	800	800	97
	Hemphill	1,100	1,000	94
	Hutchinson	8,200	8,000	98
Lipscomb	1,200	1,100	89	
Moore	4,300	4,200	97	
Ochiltree	3,100	3,000	95	
Oldham	600	600	95	
Parmer	3,000	2,800	95	
Potter	30,200	29,300	97	
Randall	17,600	17,400	99	
Roberts	400	400	98	
Sherman	1,200	1,100	95	
Swisher	3,100	3,000	97	
Wheeler	2,400	2,100	89	
Between 25-49%	KANSAS			
	Morton	1,100	1,000	94
	Seward	5,300	5,100	95

(Continued on page 764-b)

Station Totals	212,800	202,600	95
Net Weekly Circulation (1970-71)	167,300		
Average Daily Circulation (1970-71)	114,100		

Texas—Amarillo



KVII-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. & 294-kw horizontal visual, 31.6-kw max. & 29.4-kw horizontal aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

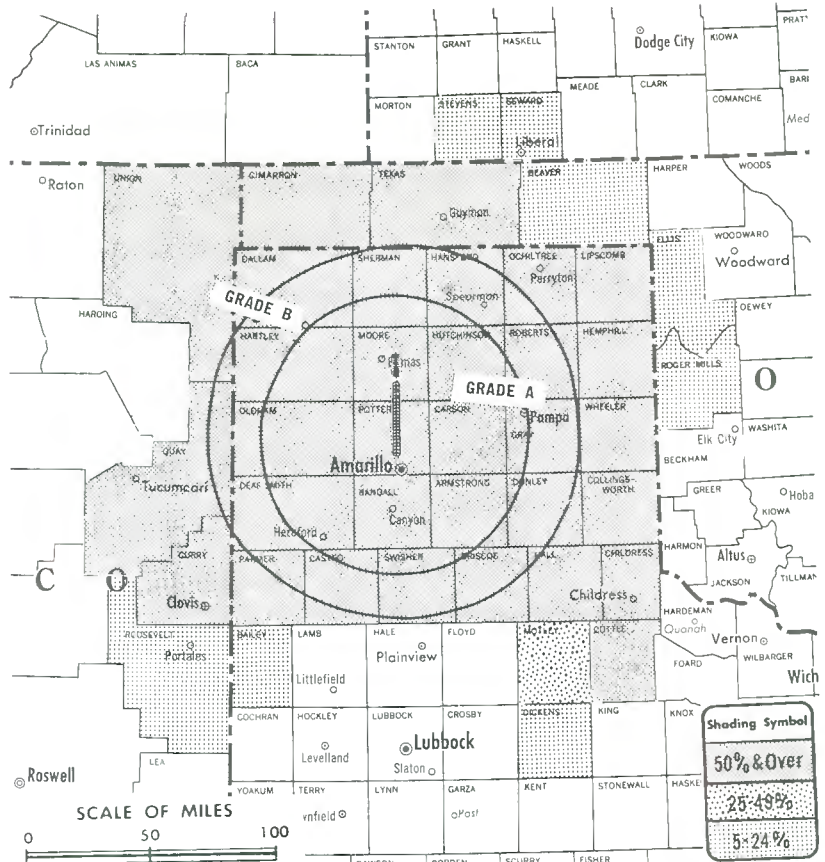
Latitude 35° 22' 29"
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: Vaughn Bldg., 4th & Polk Sts. (79101).



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KVII-TV Ref: FCC File No. BPT-4170 Granted 4/2/69

©American Map Co., Inc., N.Y., No. 14244

KVII-TV

Licensee: Marsh Media Ltd., P.O. Box 925, Amarillo, Tex. (79105).

Telephone: 806-373-1787. TWX No.: 806-376-5785.

Ownership: Stanley Marsh III, 33.75%; Estelle & Michael Marsh, 22.5% each; Tom F. Marsh, 11.25%; John S. Tyler, 10%. Same principals own KFWD-FM, Fort Worth-Dallas.

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 Katz Television.

Represented (legal) by Finkelstein & Firestone.

Personnel:

JOHN S. TYLER, managing partner.
WAYNE M. ROY, general sales manager.
JAMES R. McCORMICK, business manager.
WILLIAM R. CANADY, director of engineering.
JAMES D. PRATT, managing editor, news.
JAMES CURRIE, operations director.
LARRY AUSTIN, production manager.
JUDY DAVIS, promotion manager.

DIGEST OF RATE CARD NO. A14—(Aug. 23, 1971)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. ID
Class AA—7-10 p.m., daily.
\$450.00 \$250.00 \$112.50 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$439.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	12,300	11,700	95
	Quay	3,500	3,200	91
	Union	1,700	1,500	87

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Carson	2,100	2,100	98
	Cimarron	1,400	1,300	90
	Texas	5,400	5,100	94
	TEXAS			
	Armstrong	700	700	95
	Briscoe	900	900	95
	Carson	2,100	2,100	98
	Castro	2,800	2,600	94
	Childress	2,600	2,400	93
	Collingsworth	1,800	1,600	87
	Cottle	1,200	1,100	91
	Dallam	2,000	1,900	93
Deaf Smith	5,500	5,300	96	
Donley	1,300	1,200	91	
Gray	9,600	9,300	97	
Hall	2,200	2,000	89	
Hansford	2,000	1,900	97	
Hartley	800	800	97	
Hemphill	1,100	1,000	94	
Hutchinson	8,200	8,000	98	
Lipscomb	1,200	1,100	89	
Moore	4,300	4,200	97	
Ochiltree	3,100	3,000	95	
Oldham	600	600	95	
Parmer	3,000	2,800	95	
Potter	30,200	29,300	97	
Randall	17,600	17,400	99	
Roberts	400	400	98	
Sherman	1,200	1,100	95	
Swisher	3,100	3,000	97	
Wheeler	2,400	2,100	89	
Between 25-49%	TEXAS			
	Motley	700	600	86
Between 5-24%	KANSAS			
	Seward	5,300	5,100	95
(Continued on page 764-b)				
Station Totals		158,700	151,700	96
Net Weekly Circulation (1970-71)				139,600
Average Daily Circulation (1970-71)				99,100

Texas—Austin



KHFI-TV

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 562-kw max. & 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"

Requests CP for change to Ch. 36, 5000-kw visual, 500-kw aural.

Transmitter: Trail of Madrones Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

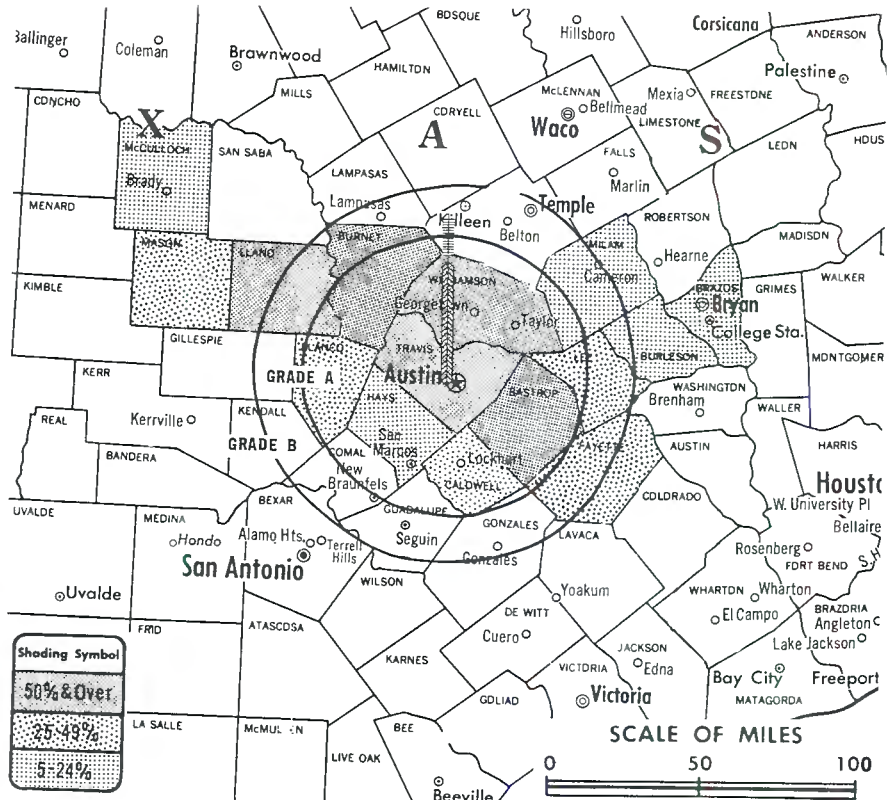
News Film Service: NBC.

AM Affiliate: KTAP, 1-kw, 970 kHz.

FM Affiliate: KHFI-FM, 1.3-kw, 98.3 MHz (No. 252), 419-ft.

Represented (engineering) by William B. Carr.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KHFI-TV Ref: FCC File No. BMPCT-5985 Granted 8/20/64

© American Map Co., Inc., N.Y. No. 14244

KHFI-TV

Network Service: NBC.

Licensee: Kingstip Communications Inc., P.O. Box 490 (78767).

Studio: 908 West 19th St. (78701).

Telephone: 512-476-4611. TWX No.: 910-874-1370.

Ownership: Kingstip Inc., 100%.

Began Operation: Feb. 12, 1965.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (sales) by Avery-Knodel Inc.

Personnel:

JOHN R. KINGSBERY, president.

DAN LOVE, executive vice president & general manager.

JERRY BLAIR, general sales manager.

LARRY HORN, operations manager.

LLOYD WATSON, program director & film buyer.

ED BRANDON, promotion manager.

DIGEST OF RATE CARD NO. G12 REV.—(Feb. 28, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$550.00 \$345.00 \$225.00 \$150.00 \$125.00 \$125.00 \$75.00

NETWORK BASE HOURLY RATE: \$258.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	6,000	5,400	91
	Burnet	4,200	4,000	96
	Llano	3,000	2,800	92
	Travis	96,600	92,200	95
Williamson	12,400	11,600	94	
Between 25-49%	TEXAS			
	Blanco	1,400	1,300	93
	Caldwell	6,200	5,700	92
	Fayette	6,600	5,400	82
	Lee	3,000	2,700	91
Mason	1,300	1,100	85	
Between 5-24%	TEXAS			
	Brazos	17,900	16,800	94
	Burleson	3,400	3,000	88
	Hays	7,700	7,200	94
	Mc Culloch	3,100	2,700	87
Milam	7,100	6,500	91	
Station Totals		179,900	168,400	94
Net Weekly Circulation (1970-71)				92,000
Average Daily Circulation (1970-71)				58,700

Texas—Austin



KTBC-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). 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' 34.9"
Longitude 97° 47' 33.8"

Transmitter: 3.8-mi NW of State Capitol.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: KTBC, 5-kw, (1-kw night), 590 kHz (CBS).

FM Affiliate: KTBC-FM, 93.6-kw, 93.7 MHz (No. 229), 1060-ft.

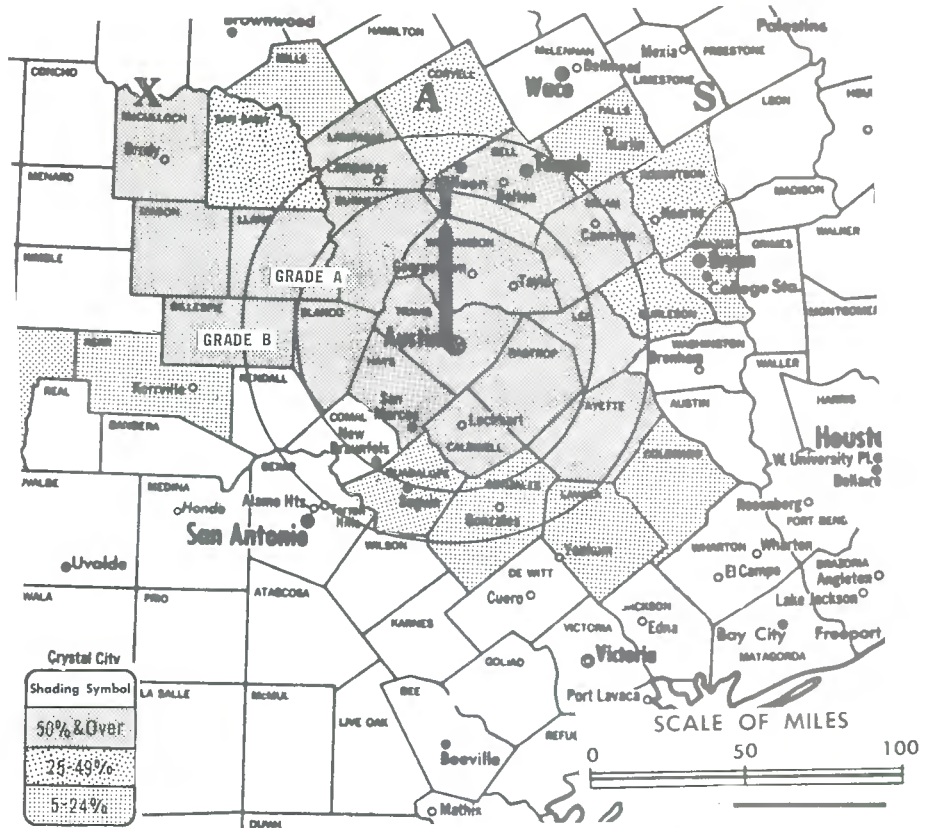
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTBC-TV Ref: FCC File No. BNPCT-4016 Granted 7/27/56

©American Map Co., Inc., N.Y., No. 14244

KTBC-TV

Network Service: CBS.

Licensee: Texas Bcstg. Corp., Tenth & Brazos Sts., Austin (78767).

Studio: Tenth & Brazos Sts., Box 1209 (78767).

Telephone: 512-472-2424. TWX No.: 910-874-1301.

Ownership: Claudia Taylor Johnson, 57.7%; Lynda Bird Robb, 16.9%; Luci Baines Nugent, 16.9%; J. C. Kellam, 6.4%; 4 others own remaining 2.1%. For other interests, see KWTX-TV, Waco.

Began Operation: Nov. 27, 1952.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

J. C. KELLAM, president & general manager.

TOM JOHNSON, executive vice president.

ELMO BROWN, administrative asst., operations dir. & film buyer.

RICHARD (CACTUS) PRYOR, program manager.

AL MUSTIN, promotion manager.

CHARLES L. HOWELL, v.p. & general sales manager.

JOE RODDY, news editor.

GRAYDON HOLMES, chief engineer.

CAROLYN JACKSON, women's editor.

DIGEST OF RATE CARD NO. A15 & P12—(June 28, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$625.00	\$375.00	\$250.00	\$220.00	Graded rates apply*	

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Bastrop	6,000	5,400	91
	Bell	38,700	37,200	96
	Blanco	1,400	1,300	93
	Burnet	4,200	4,000	96
	Caldwell	6,200	5,700	92
	Fayette	6,600	5,400	82
	Gillespie	3,800	3,300	87
	Hays	7,700	7,200	94
	Lampasas	3,400	3,200	95
	Lee	3,000	2,700	91
	Llano	3,000	2,800	92
	Mc Culloch	3,100	2,700	87
	Mason	1,300	1,100	85
	Milam	7,100	6,500	91
	Travis	96,600	92,200	95
	Williamson	12,400	11,600	94
Between 25-49%				
TEXAS				
	Burleson	3,400	3,000	88
	Coryell	8,800	8,400	96
	Robertson	4,800	4,400	92
	San Saba	2,100	1,900	92
Between 5-24%				
TEXAS				
	Brazos	17,900	16,800	94
	Colorado	5,800	5,200	90
	Edwards	700	600	85
	Falls	6,000	5,500	92
	Gonzales	5,400	5,000	92
	Guadalupe	10,800	10,000	93
	Kerr	6,800	6,200	91
	Lavaca	6,300	5,300	84
	Mills	1,600	1,400	90
Station Totals		284,900	266,000	93
Net Weekly Circulation (1970-71)				154,500
Average Daily Circulation (1970-71)				104,000

Texas—Austin



KVUE

Ch. 24

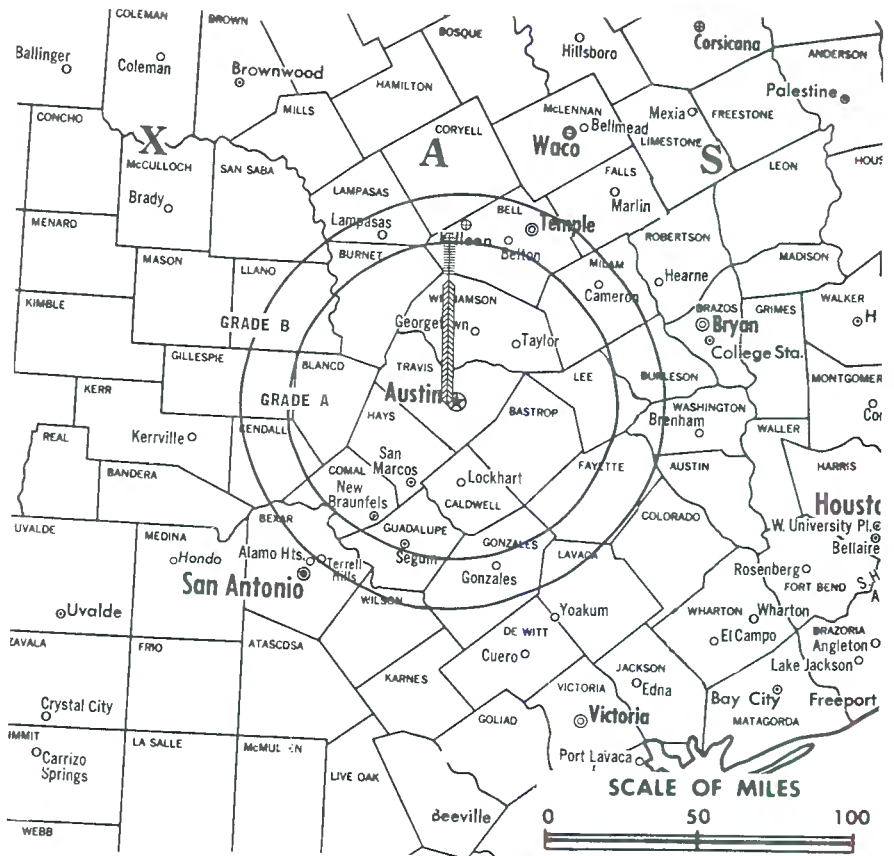
Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 708-kw horizontal visual, 628-kw max. & 141-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1180-ft. above ground, 2045-ft. above sea level.

Latitude 30° 19' 21"
Longitude 97° 48' 10"

Transmitter: On Hill W of Trail of the Madrones Rd., near Austin.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



KVUE Ref: FCC File No. BMPCT-7272 Granted 3/2/71

©American Map Co., Inc., N.Y., No. 14244

KVUE

Network Service: ABC.

Licensee: Channel Twenty-Four Corp., Box 9927, Austin, Tex. (78766).

Studio: 3201 Steck Ave., Austin, Tex. (78758).

Telephone: 512-465-6521.

Ownership: Tolbert Foster, 16.25%; Allan Shivers, 16.25%; W. E. Dyche Jr., 12.10%; Edgar B. Younger Sr., 12.10%; 23 others, none with more than 5%.

Began Operation: Sept. 12, 1971.

Represented (sales) by H-R Television Inc.

Personnel:

TOLBERT FOSTER, president & general manager.

HAL WALLACE, general sales manager.

AL HELTON, program manager.

MICHAEL J. WENGLAR, chief engineer.

DIGEST OF RATE CARD NO. 1

(Sept. 10, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$500 \$300 \$200 \$125 \$145* \$125* \$125* \$70*

*Class A.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

Texas—Beaumont



KBMT

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1022-ft. above ground, 1049-ft. above sea level.

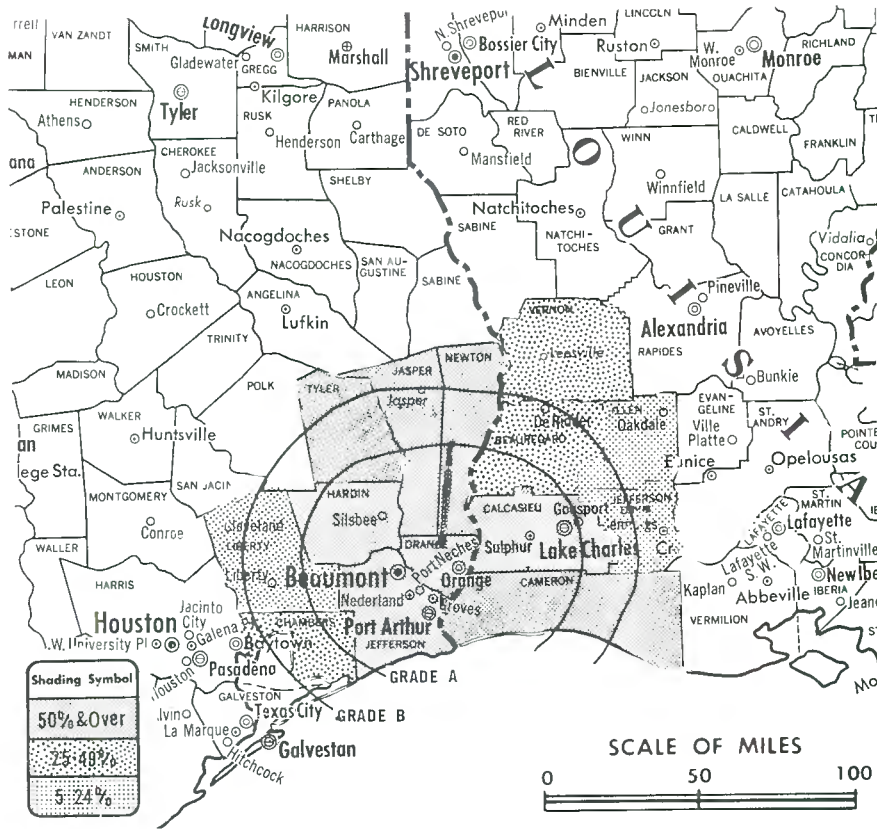
Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KBMT Ref: FCC File No. BPCT-3266 Granted 1/6/65

© American Map Co., Inc., N.Y., No. 14244

KBMT

Licensee: Sabine Broadcasting Co., 1420 Calder, Beaumont.

Studio: 525 Interstate Hwy 10 S. (77704).

Telephone: 713-833-7512.

Ownership: Okay Corp., 100%. John W. Nichols, pres. & chmn. of bd., 15.73%; H. Campbell Stuckeman, 11.85%; Standard Life & Accident Insurance Co., 11.64%; others, none with more than 6.51%.

Began Operation: June 18, 1961.

Represented (sales) by Blair TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

BEN K. WEST, president.
WILLIAM G. HILL JR., vice president & general manager.
DOUG THOMPSON, station & general sales manager.
RON ADKINS, program director.
AL UZZELL, production director.
BILL CULBERTSON, chief engineer.

DIGEST OF RATE CARD NO. 1-72 (Feb. 1, 1972)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.
Class A—6:30-10 p.m., daily.						
\$525	\$325	\$225	\$160	\$130	\$100	\$100

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	TEXAS			
	Hardin	9,400	8,800	94
	Jasper	7,700	7,100	92
	Jefferson North	39,000	37,800	97
	Jefferson South	39,300	38,200	97
	Newton	3,500	3,100	88
	Orange	21,700	20,900	96
Tyler	4,300	3,900	90	
Between 25-49%	LOUISIANA			
	Beauregard	7,200	6,500	90
	Vernon	10,500	9,400	90
TEXAS				
Chambers	4,100	3,900	96	
Between 5-24%	LOUISIANA			
	Allen	6,200	5,700	92
	Jefferson Davis	8,700	8,200	94
	TEXAS			
Liberty	10,700	9,900	93	
Station Totals		218,200	207,400	95
Net Weekly Circulation (1970-71)				153,400
Average Daily Circulation (1970-71)				90,200

Texas—Beaumont



KFDM-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

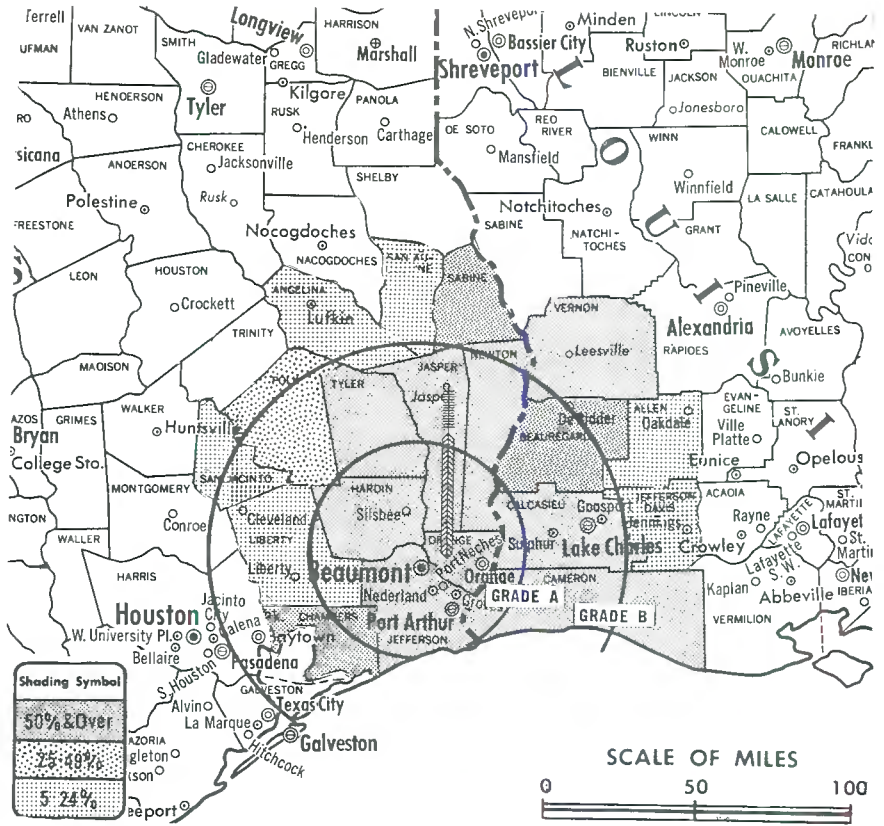
Latitude 30° 08' 24"
Longitude 93° 58' 44"

Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KFDM-TV Ref: FCC File No. BPCT-3107 Granted 1/30/63

©American Map Co., Inc., N.Y., No. 14244

KFDM-TV

Licensee: Beaumont Television Corp., P.O. Box 7128 (77706).
Studio: 2955 Interstate 10 East (77706).
Telephone: 713-892-6622. TWX No.: 910-884-5121.
Ownership: A. H. Belo Corp. For other interests, see WFAA-TV, Dallas.
Began Operation: April 24, 1955. Sale to present owner by Beaumont Bcstg. Corp. approved by FCC May 1969 (Television Digest, Vol. 9:19).
Represented (sales) by Edward Petry & Co.
Represented (legal) by Dempsey & Koplovitz.
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.
Personnel:
MIKE SHAPIRO, president.
GEORGE MILNER, vice president & station manager.
GEORGE GOULD, general sales manager.
RON ALEXANDER, operations manager.
ED PARSONS JR., production manager.
HAROLD BARTLETT, chief engineer.

DIGEST OF RATE CARD NO. 11-E (Jan. 31, 1972)

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			

Graded rates apply*

*Highest rate: \$176.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	7,200	6,500	90
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	Vernon	10,500	9,400	90
	TEXAS			
	Chambers	4,100	3,900	96
	Hardin	9,400	8,800	94
	Jasper	7,700	7,100	92
	Jefferson North	39,000	37,800	97
	Jefferson South	39,300	38,200	97
	Newton	3,500	3,100	88
	Orange	21,700	20,900	96
	Sabine	2,400	2,100	86
Tyler	4,300	3,900	90	
Between 25-49%	TEXAS			
	Polk	4,900	4,400	89
Between 5-24%	LOUISIANA			
	Allen	6,200	5,700	92
	Jefferson Davis	8,700	8,200	94
	TEXAS			
	Angelina	16,200	15,300	94
	Liberty	10,700	9,900	93
San Augustine	2,400	2,100	87	
San Jacinto	2,100	1,800	84	
Station Totals		246,200	233,100	95
Net Weekly Circulation (1970-71)				170,700
Average Daily Circulation (1970-71)				123,600

Texas--Port Arthur-Beaumont



KJAC-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"
Longitude 93° 59' 11"

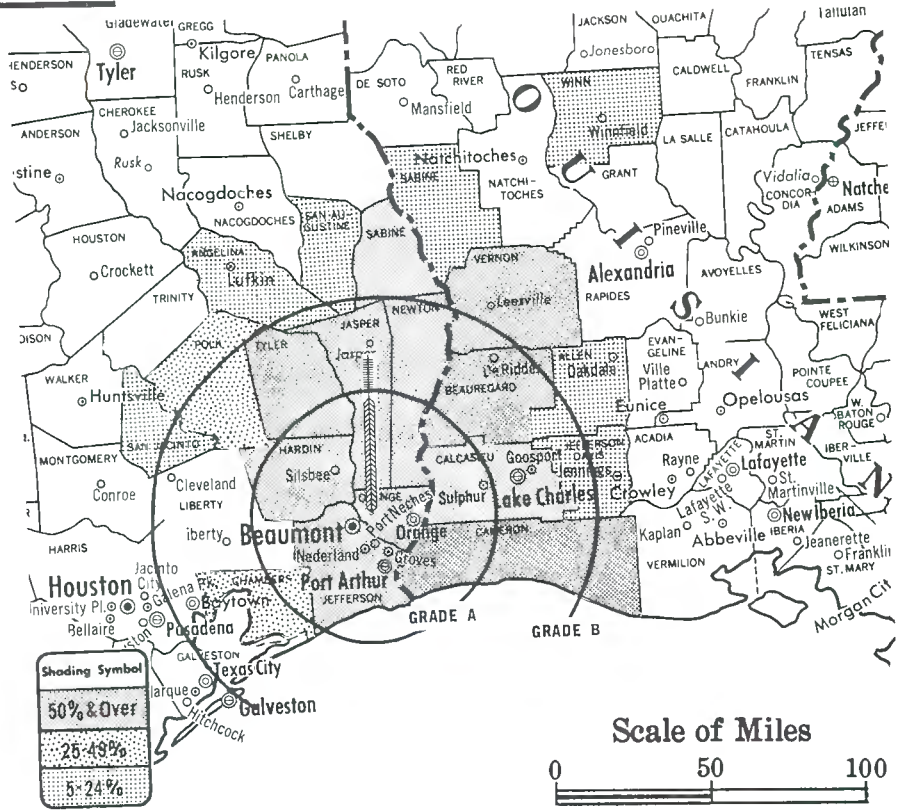
Transmitter: NW of Tex. Rt. 235, 2.8-mi. NE of Vidor.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KJAC-TV Ref: FCC File No. BPCT-4322 Granted 5/13/70

©American Map Co., Inc., N.Y., No. 14244

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: Robert H. Park, 25%; Janet Gordon Jack, 34.83%; Gayle Ann Gordon Brannon & Lynn Gordon Jones, 15.17% each; Valerie Gordon Tucker, 9.83%.

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). Transfer of control from Jefferson Amusement to present owners approved by FCC May 1, 1969. Transfer of negative control from Carl D. Levy to present owners approved Feb. 27, 1970.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD JACK, president.
ROY D. SHOTTS, vice president & general manager.
AGAPITO FALCON, chief engineer.
JACK DAHMER, sales manager.

DIGEST OF RATE CARD NO. A12 (May 31, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20-Sec.	ID
Class A—6:30-10 p.m., daily.						
	\$550.00	\$330.00	\$210.00	\$160.00	\$145.00	\$95.00 \$75.00

NETWORK BASE HOURLY RATE: \$510.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	7,200	6,500	90
	Calcasieu	43,300	41,600	96
	Cameron	2,600	2,400	94
	Vernon	10,500	9,400	90
	TEXAS			
	Hardin	9,400	8,800	94
	Jasper	7,700	7,100	92
	Jefferson North	39,000	37,800	97
	Jefferson South	39,300	38,200	97
Newton	3,500	3,100	88	
Orange	21,700	20,900	96	
Sabine	2,400	2,100	86	
Tyler	4,300	3,900	90	
Between 25-49%	TEXAS			
	Chambers	4,100	3,900	96
	Polk	4,900	4,400	89
Between 5-24%	LOUISIANA			
	Allen	6,200	5,700	92
	Jefferson Davis	8,700	8,200	94
	Sabine	5,900	5,100	87
	Winn	5,600	5,000	90
	TEXAS			
Angelina	16,200	15,300	94	
San Augustine	2,400	2,100	87	
San Jacinto	2,100	1,800	84	
Station Totals		247,000	233,300	94
Net Weekly Circulation (1970-71)			158,100	
Average Daily Circulation (1970-71)			98,600	

Texas—Big Spring



KWAB-TV

Ch. 4

[Satellite of KMOM-TV, Monahans, Tex.]

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

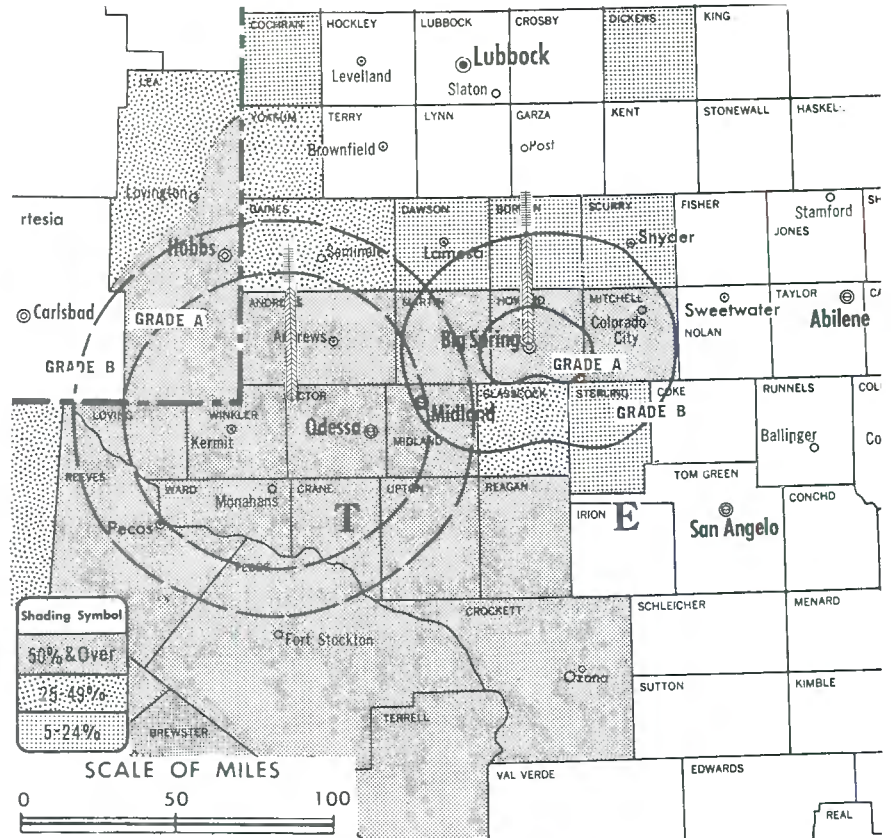
Transmitter: 2500 Kentucky Way, Big Spring.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

News Film Service: CBS.



County coverage based on ARB study (see page 4-b).

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).

Telephones: 915-267-6325; 915-943-3231.

Ownership: See KLBK-TV, Lubbock, Tex.

Began Operation: Jan. 15, 1956.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel: See KMOM-TV, Monahans, Tex.

Rates: Sold in combination with KMOM-TV, Monahans, Tex.

NETWORK BASE HOURLY RATE: \$75.

ARB Data: Figures are included with KMOM-TV, Monahans.



Ch. 3

[Affiliated with KWTX-TV, Waco, with which it has microwave hookup.]

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

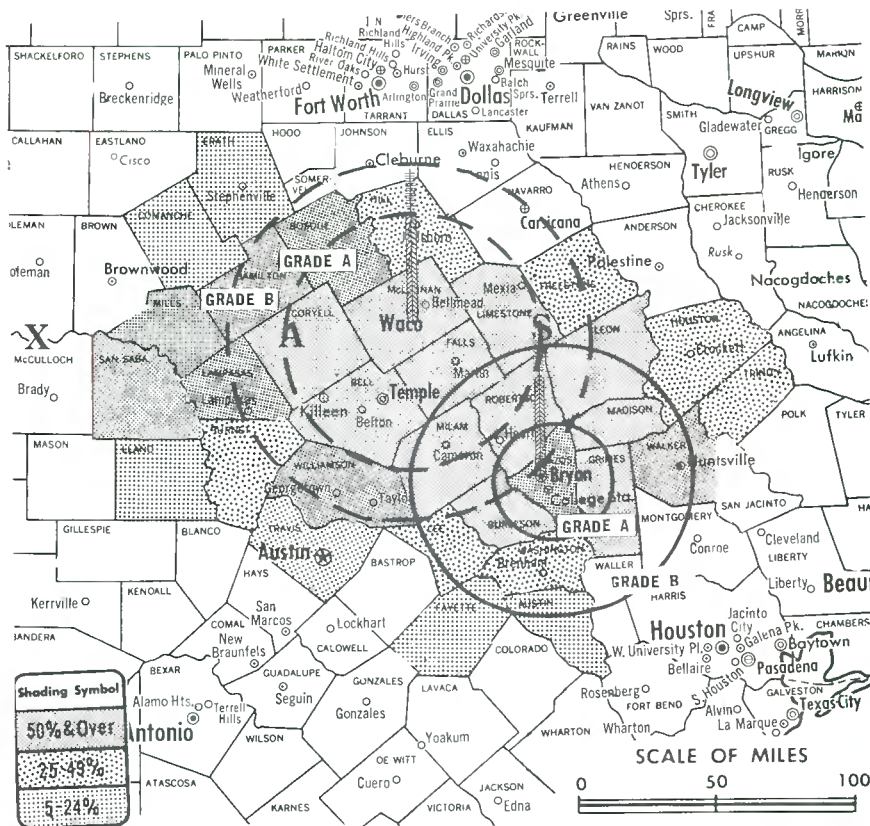
Latitude 30° 38' 39"
Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.



County coverage based on ARB study (see page 4-b).

KBTX-TV Ref: FCC File No. BFCT-2210 Granted 11/8/56

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KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, Tex. (77801).

Studio: 29th St., near Villa Maria Rd. (77801).

Telephone: 713-846-7777.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 75% of radio KNAL, Victoria), M. N. Bostick, pres. & gen. mgr., 10% (also 12.465% owner of KWTX-TV-AM; 29.972% of KXII(TV), Ardmore, Okla. & KLFY-TV, Lafayette, La.; 20% of KNAL); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan, 10%.

Began Operation: May 22, 1957.

Represented (sales) by H-R Television.

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 \$155 (ABC). \$155 (CBS). \$580 combination rate with KWTX-TV (ABC & CBS).

ARB Data for this station included with report for Parent KWTX-TV, Waco, Texas. Above map reflects coverage of both parent & satellite.

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- BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

Texas—Corpus Christi



KIII

Ch. 3

[Operates satellite KXIX, Victoria, Tex.]

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

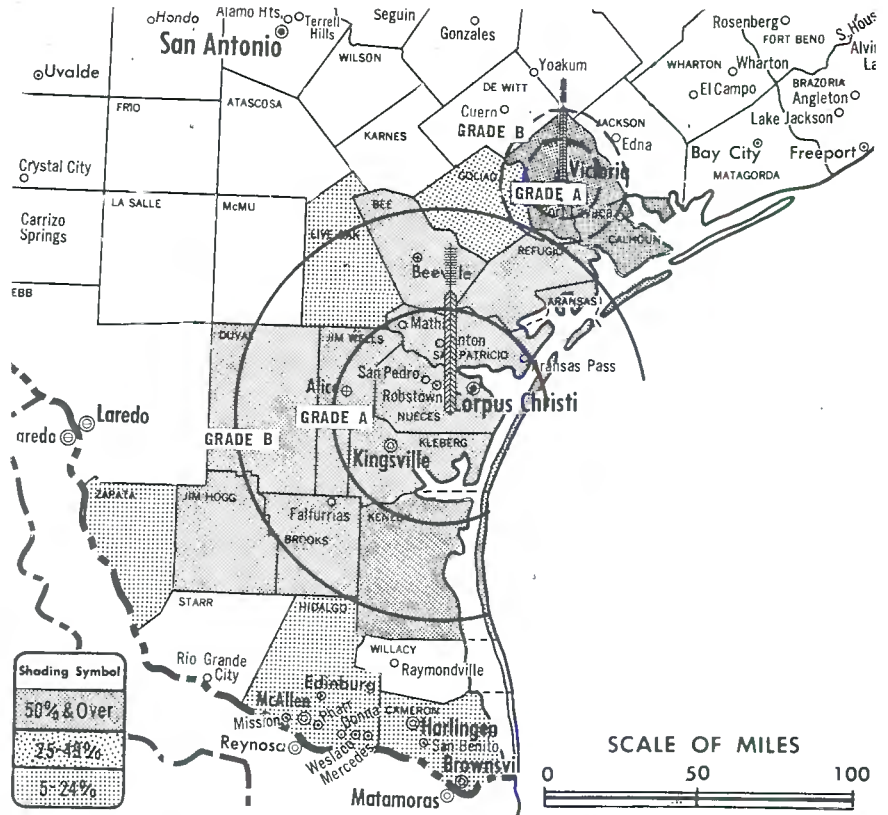
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KIII Ref: FCC File No. BMPCT-5945 Granted 11/7/63
KXIX Ref: FCC File No. BMPCT-6871 Granted 11/19/68

© American Map Co., Inc., N.Y. No. 14244

KIII

Licensee: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.
Studio: Box 6669, S. Padre Island Dr. & Everhart Rd. (78411).
Telephone: 512-854-4733.

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 also owns KXIX (Ch. 19), Victoria, Tex.

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 Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MICHAEL D. MCKINNON, president & general manager.

W. G. HENEGER, auditor.

T. D. AUSTIN, chief engineer.

BOB WHITE, operations & program manager.

JACK FARMER, general sales manager.

DIGEST OF RATE CARD NO. 10 (Feb. 15, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:59-10 p.m., daily.

\$500.00 \$400.00 \$300.00 \$175.00 \$75.00 \$75.00 \$38.00

NETWORK BASE HOURLY RATE: \$327.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	3,200	3,100	96
	Bee	6,700	6,100	92
	Brooks	2,300	2,100	92
	Calhoun	5,000	4,600	92
	Duval	3,400	3,000	87
	Jim Hogg	1,200	1,000	87
	Jim Wells	9,100	8,400	92
	Kenedy	200	200	94
	Kleberg	9,100	8,600	94
	Nueces	69,700	66,300	95
Refugio	2,800	2,700	95	
San Patricio	13,100	12,200	93	
Victoria	16,500	15,300	92	
Between 5-24%	TEXAS			
	Cameron	35,700	33,700	94
	Goliad	1,600	1,400	89
	Hidalgo	44,300	41,300	93
	Live Oak	2,100	1,900	92
Zapata	1,300	1,100	82	
Station Totals		227,300	213,000	94
Net Weekly Circulation (1970-71)			136,200	
Average Daily Circulation (1970-71)			89,100	

ARB Data: Figures include KXIX, Victoria.

Texas—Corpus Christi



KRIS-TV



Ch. 6

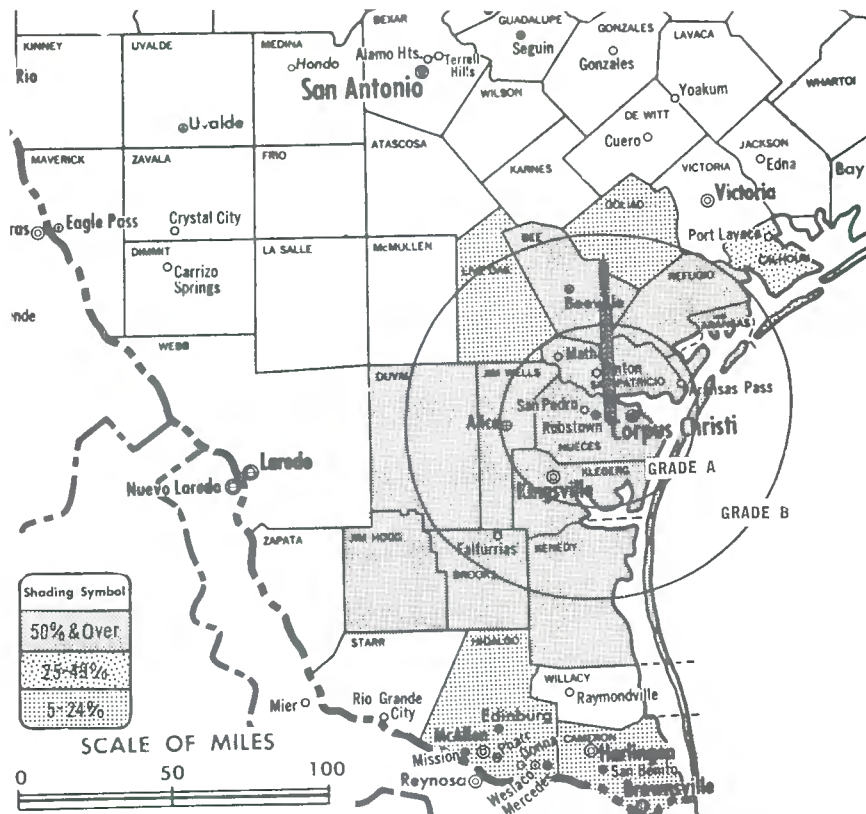
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"
Longitude 97° 37' 31"

Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

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).

Studio: 409 South Staples (78401).

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 (engineering) by Cohen & Dippell.

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.
- BUCK JOHNSON, v.p. & chief studio engineer.
- RUEL SKINNER, chief transmitter engineer.

DIGEST OF RATE CARD NO. 8A (Sept. 13, 1971)

Hour	30 Min.	15 Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$400.00	\$225.00	\$150.00	\$90.00	\$45.00

NETWORK BASE HOURLY RATE: \$385.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Aransas	3,200	3,100	96
	Bee	6,700	6,100	92
	Brooks	2,300	2,100	92
	Duval	3,400	3,000	87
	Jim Hogg	1,200	1,000	87
	Jim Wells	9,100	8,400	92
	Kenedy	200	200	94
	Kleberg	9,100	8,600	94
	Nueces	69,700	66,300	95
	Refugio	2,800	2,700	95
San Patricio	13,100	12,200	93	
Between 25-49%	TEXAS			
	Calhoun	5,000	4,600	92
Between 5-24%	TEXAS			
	Cameron	35,700	33,700	94
	Goliad	1,600	1,400	89
	Hidalgo	44,300	41,300	93
Live Oak	2,100	1,900	92	
Station Totals		209,500	196,600	94
Net Weekly Circulation (1970-71)				120,900
Average Daily Circulation (1970-71)				78,800

For U.S. TV Station Call Letters
See page 7-b

Texas—Corpus Christi



KZTV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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 kHz (CBS).

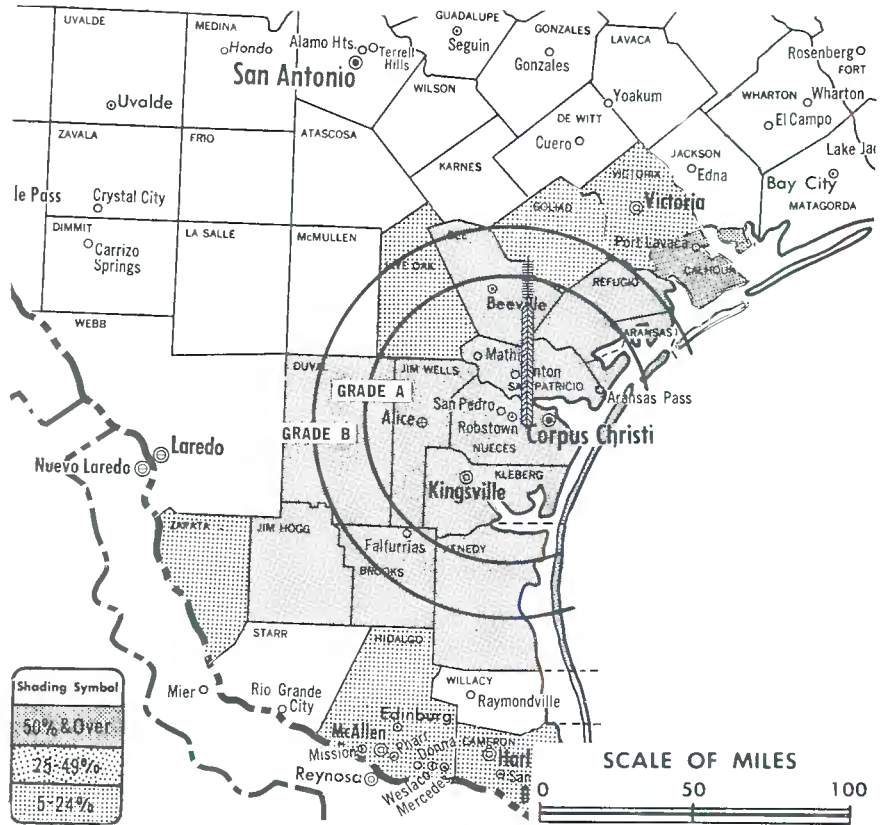
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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. (78401).

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. Mahoney, 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. & is buying KAVU, Ch. 25 CP, Victoria, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

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. C-2—(Aug. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.

Class A—7-10 p.m., daily.

\$400.00 \$220.00 \$150.00 \$115.00 Graded rates apply*

*Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$375 (CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Aransas	3,200	3,100	96
	Bee	6,700	6,100	92
	Brooks	2,300	2,100	92
	Calhoun	5,000	4,600	92
	Duval	3,400	3,000	87
	Jim Hogg	1,200	1,000	87
	Jim Wells	9,100	8,400	92
	Kenedy	200	200	94
	Kleberg	9,100	8,600	94
	Nueces	69,700	66,300	95
Refugio	2,800	2,700	95	
San Patricio	13,100	12,200	93	
TEXAS				
Between 5-24%	Cameron	35,700	33,700	94
	Goliad	1,600	1,400	89
	Hidalgo	44,300	41,300	93
	Live Oak	2,100	1,900	92
	Victoria	16,500	15,300	92
Zapata	1,300	1,100	82	
Station Totals		227,300	213,000	94
Net Weekly Circulation (1970-71)			124,800	
Average Daily Circulation (1970-71)			86,100	

Texas—Dallas—Fort Worth

KBFI-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1359-kw max. & 1000-kw horizontal visual, 136-kw max. & 33.9-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1500-ft. above ground, 2349-ft. above sea level.

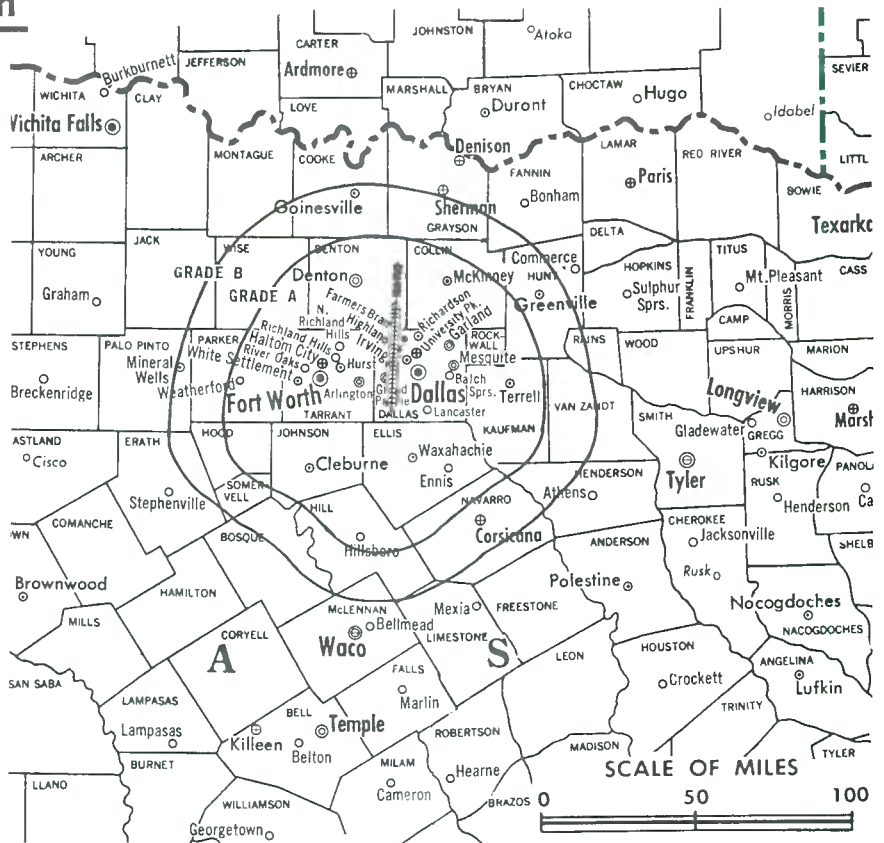
Latitude 32° 34' 55"
Longitude 96° 58' 32"

Transmitter: Belt Line Rd., Cedar Hill.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.



KBFI-TV Ref: FCC File No. BMPCT-7148 Granted 6/22/70

© American Map Co., Inc., N.Y., No. 14244

KBFI-TV

Grantee: Berean Fellowship Foundation Inc., 4500 W. Mockingbird, Dallas, Tex. (75209).

Studio: 4500 W. Mockingbird (75209).

Telephone: 214-350-5751.

Ownership: Warren L. Litzman, Marvin E. Colwill & Robert C. Dawkins, 33% each.

Began Operation: Oct. 1, 1967 as KMEC-TV; left air Oct. 25, 1968. Assignment of CP to present owner approved by FCC Sept. 1, 1971. Resumed operation Feb. 21, 1972.

Represented (sales) by David Wade & Assoc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Charles Crossno Co.

Personnel:

WARREN LITZMAN, president & general manager.
ROBERT DAWKINS, vice president.
J. T. ADAMS, executive producer.
MARVIN COLWILL, sales manager.
C. W. UPCHURCH, chief engineer.

DIGEST OF RATE CARD NO. 1 (March 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6-10 p.m., daily.	\$620	\$450	\$325	\$125	\$135	\$100	\$75



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Texas—Dallas-Ft. Worth



KDFW-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

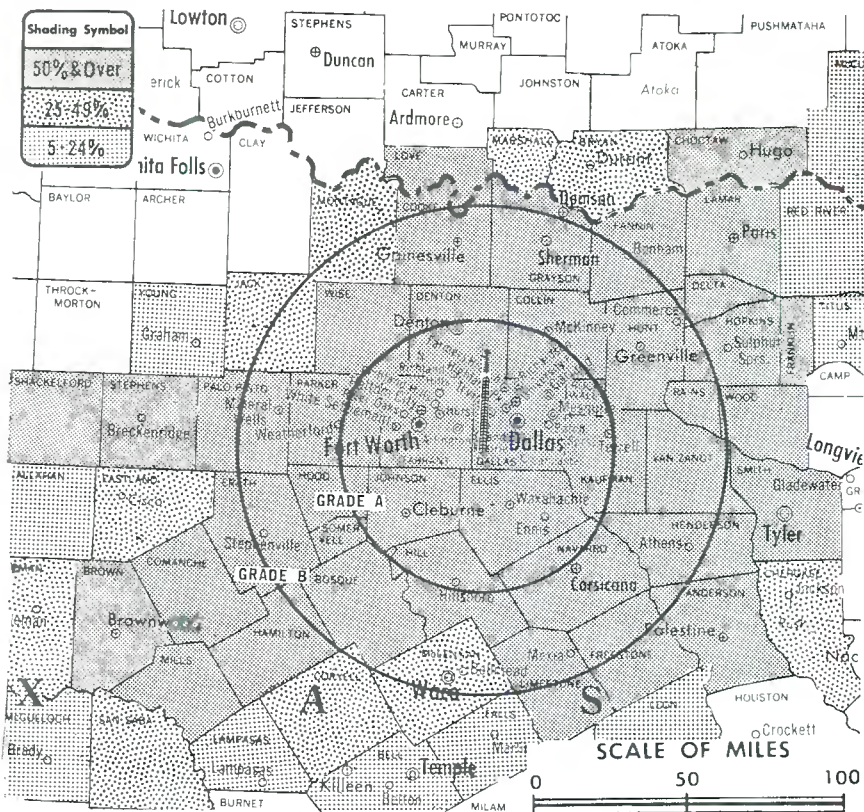
Studio: 400 N. Griffin (75202).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (engineering) by Lohnes & Culver.



Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KDFW-TV Ref: FCC File No. BPCT-1837 Granted 4/2/54

©American Map Co., Inc., N.Y., No. 14244

KDFW-TV

Licensee: Times Herald Printing Co., Herald Square, Dallas.

Telephone: 214-742-5711. TWX No.: 214-899-8072.

Ownership: Times Mirror Co., Los Angeles, 100%. Same as Dallas Times-Herald.

Began Operation: Dec. 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vols. 9:38, 10:20).

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by H-R Television Inc.

Personnel:

JOHN McCRORY, vice president & general manager.
BILL BAKER, v.p., asst. general manager.
GENE CUNY, general sales manager.
BILL SELAH, local sales manager.
NEVIN LYERLY, program manager.
JACK HARRISON, promotion manager.
SAM JOHNSON, creative director.
EDDIE BARKER, news director.
NICK MUELLER, manager film dept.
WILLIAM B. HONEYCUTT, director of engineering.

DIGEST OF RATE CARD NO. G-1—(Jan. 4, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 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: \$1040.

NETWORK BASE HOURLY RATE: \$1823.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Choctaw	5,500	4,700	86
	Love	2,000	1,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Anderson	9,600	8,900	92
	Bosque	4,300	4,000	94
	Brown	9,500	8,700	91
	Collin	23,100	22,000	95
	Comanche	4,500	4,000	89
	Cooke	8,000	7,600	95
	Dallas	450,600	437,100	97
	Delta	1,900	1,700	91
	Denton	25,100	24,200	96
	Ellis	15,500	14,700	95
	Erath	7,200	6,900	96
	Fannin	8,700	8,000	92
	Franklin	1,900	1,700	91
	Freestone	4,000	3,600	91
	Grayson	29,100	27,700	95
	Hamilton	2,800	2,600	92
	Henderson	9,400	8,700	92
	Hill	8,600	8,100	94
	Hood	2,400	2,300	95
	Hopkins	7,600	7,100	93
	Hunt	17,100	16,100	94
	Johnson	15,700	15,100	96
	Kaufman	10,000	9,300	93
	Lamar	12,900	11,200	87
	Limestone	6,000	5,500	91
	Mills	1,600	1,400	90
	Navarro	11,400	10,500	92
	Palo Pinto	10,400	9,700	94
	Parker	11,200	10,800	96
	Rains	1,500	1,400	93
	Rockwall	2,400	2,200	94
	Shackelford	1,300	1,200	93
	Smith	32,400	30,700	95
	Somervell	1,100	1,000	95
	Stephens	3,200	3,000	93

(Continued on page 773-b)

Station Totals	1,272,900	1,217,300	96
Net Weekly Circulation (1970-71)			874,100
Average Daily Circulation (1970-71)			542,000

Texas—Dallas-Fort Worth

KDTV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3090-kw max. & 1410-kw horizontal visual, 310-kw max. & 141-kw horizontal aural, using .8° electrical beam tilt. Antenna: 1690-ft. above av. terrain, 1535-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 07"
Longitude 96° 58' 06"

Transmitter: 1200 W. Beltline Rd.

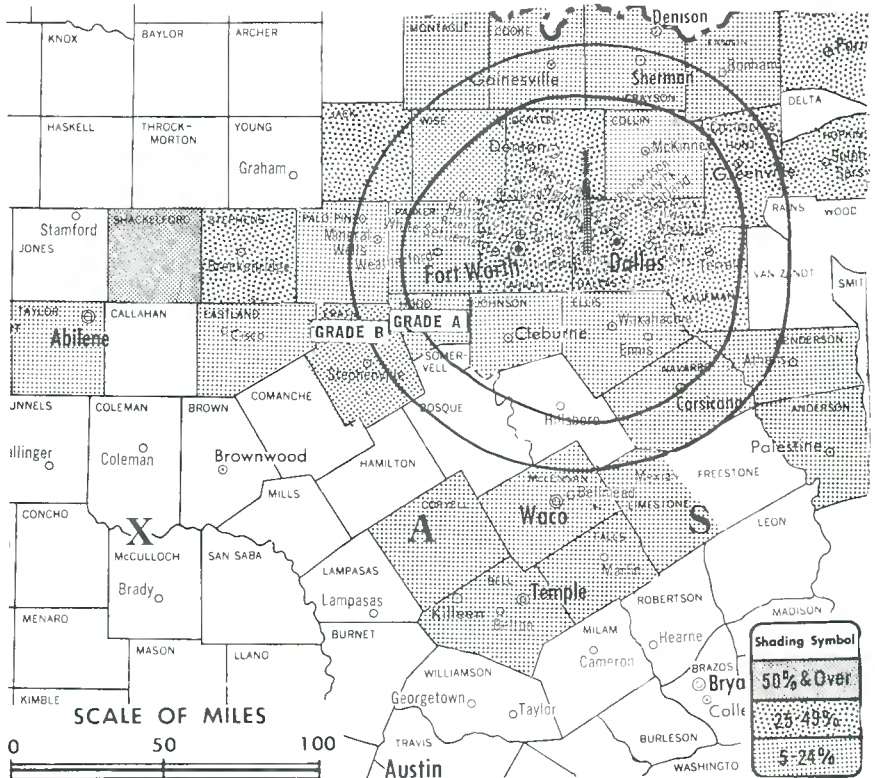
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, DJ, Reuters.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KDTV Ref: FCC File No. BMPCT—8626 Granted 11/21/67

©American Map Co., Inc., N.Y., No. 14244

KDTV

Network Service: None, independent.

Licensee: Doubleday Broadcasting Co. Inc., 277 Park Ave., New York, N.Y. (10017).

Studio: 3900 Harry Hines Blvd., Dallas (75219).

Telephone: 214-521-3900.

Ownership: See KR0D-TV, El Paso.

Began Operation: Feb. 5, 1968.

Represented (sales) by Avco Radio TV Sales.

Personnel:

JOHN VACCA, vice president & general manager.
ROD BARKER, sales manager.
WILLIAM R. SCHOCK, director of engineering.
WILLIAM DUNN, operations manager.

DIGEST OF RATE CARD NO. 4 (June 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.		
Class AA—6:30-10:30 p.m., daily.	\$800	\$500	\$400	\$250	\$180*	\$120*	\$90*

*Class AA—5:30-7:30 p.m., Mon.-Fri.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Shackelford	1,300	1,200	93
Between 25-49%	TEXAS Dallas Denton Hopkins Hunt Jack	450,600 25,100 7,600 17,100 2,500	437,100 24,200 7,100 16,100 2,400	97 96 93 94 96

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
Between 25-49%	Kaufman Lamar Midland Rockwall Scurry Stephens Tarrant	10,000 12,900 20,000 2,400 5,200 3,200 239,800	9,300 11,200 19,400 2,200 5,000 3,000 232,500	93 87 97 94 95 93 97
OKLAHOMA Carter				
		13,300	12,600	95
Between 5-24%	TEXAS Anderson Bell Collin Cooke Coryell Eastland Ector Ellis Erath Falls Fannin Franklin Gaines Grayson Henderson Hood Howard Johnson Limestone Mc Lennan Mitchell Montague	9,600 38,700 23,100 8,000 8,800 7,000 28,500 15,500 7,200 6,000 8,700 1,900 3,200 29,100 9,400 2,400 11,800 15,700 6,000 49,100 3,000 5,900	8,900 37,200 22,000 7,600 8,400 6,500 27,500 14,700 6,900 5,500 8,000 1,700 3,100 27,700 8,700 2,300 11,500 15,100 5,500 47,100 2,800 5,600	92 96 95 95 96 93 97 95 96 92 92 91 96 95 92 95 97 96 91 96 94 95
(Continued on page 764-b)				
Station Totals		1,213,900	1,167,600	96
Net Weekly Circulation (1970-71)			296,700	
Average Daily Circulation (1970-71)			112,100	

Texas

KGNC-TV, Amarillo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	KANSAS			
	Morton	1,100	1,000	94
	Stevens	1,300	1,200	91
	NEW MEXICO			
	Harding	400	300	83
	Roosevelt	5,600	5,300	94
	OKLAHOMA			
	Beaver	2,200	2,100	94
	Ellis	1,900	1,700	87
	Roger Mills	1,600	1,400	90
	TEXAS			
	Bailey	2,500	2,400	95
	Hale	10,200	9,700	96
Hardeman	2,500	2,300	92	

KFDA-TV, Amarillo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	OKLAHOMA			
	Custer	7,800	7,400	95
	Ellis	1,900	1,700	87
	Harmon	1,800	1,700	93
Between 5-24 %	TEXAS			
	Hardeman	2,500	2,300	92
	KANSAS			
	Stevens	1,300	1,200	91
	NEW MEXICO			
	De Baca	900	800	93
	OKLAHOMA			
	Beaver	2,200	2,100	94
	Dewey	2,100	1,900	92
	Jackson	10,200	9,800	96
	Kiowa	4,800	4,600	95
	Washita	4,000	3,800	96
	TEXAS			
	Cochran	1,400	1,300	95
Hale	10,200	9,700	96	
Motley	700	600	86	

KVII-TV, Amarillo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	KANSAS—(Continued)			
	Stevens	1,300	1,200	91
	NEW MEXICO			
	Roosevelt	5,600	5,300	94
	OKLAHOMA			
	Beaver	2,200	2,100	94
	Ellis	1,900	1,700	87
	Roger Mills	1,600	1,400	90
	TEXAS			
	Bailey	2,500	2,400	95
Dickens	1,400	1,300	94	

WFAA-TV, Dallas (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS—(Continued)			
	Tarrant	239,800	232,500	97
	Van Zandt	8,300	7,700	92
	Wise	7,000	6,700	96
Between 25-49 %	OKLAHOMA			
	Bryan	9,400	8,600	91
	Marshall	2,800	2,700	95
	TEXAS			
	Bell	38,700	37,200	96
	Cherokee	10,500	9,500	91
	Coleman	4,100	3,900	95
	Coryell	8,800	8,400	96
	Eastland	7,000	6,500	93
	Howard	11,800	11,500	97
	Mitchell	3,000	2,800	94
	Montague	5,900	5,600	95
	Red River	5,000	4,400	88
	San Saba	2,100	1,900	92
	Scurry	5,200	5,000	95
	Smith	32,400	30,700	95
	Tom Green	22,900	21,900	96
	Wood	6,800	6,400	93
	Young	5,400	5,100	95
Between 5-24 %	NEW MEXICO			
	Lea South	11,600	11,000	95
	OKLAHOMA			
	Carter	13,300	12,600	95
	TEXAS			
	Callahan	2,900	2,800	95
	Camp	2,700	2,400	90
	Crockett	1,200	1,100	90
	Dickens	1,400	1,300	94
	Falls	6,000	5,500	92
	Fisher	2,200	2,100	94
	Gaines	3,200	3,100	96
	Garza	1,800	1,700	95
	Hale	10,200	9,700	96
Haskell	3,000	2,800	94	
Hockley	5,900	5,800	98	
Jones	5,700	5,500	96	
Lampasas	3,400	3,200	95	
Leon	3,200	2,800	86	
Nolan	5,500	5,300	96	
Runnels	4,200	4,000	95	
Taylor	31,200	30,200	97	
Titus	5,900	5,500	92	

KDTV, Dallas (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	TEXAS—(Continued)			
	Navarro	11,400	10,500	92
	Nolan	5,500	5,300	96
	Palo Pinto	10,400	9,700	94
	Parker	11,200	10,800	96
	Randall	17,600	17,400	99
	Taylor	31,200	30,200	97
	Terry	4,100	3,900	95
	Titus	5,900	5,500	92
	Wise	7,000	6,700	96

Texas—Dallas-Ft. Worth



WFAA-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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, 5-kw, 570 kHz (ABC).

FM Affiliate: WFAA-FM, 57-kw, 97.9 MHz (No. 250), 1680-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

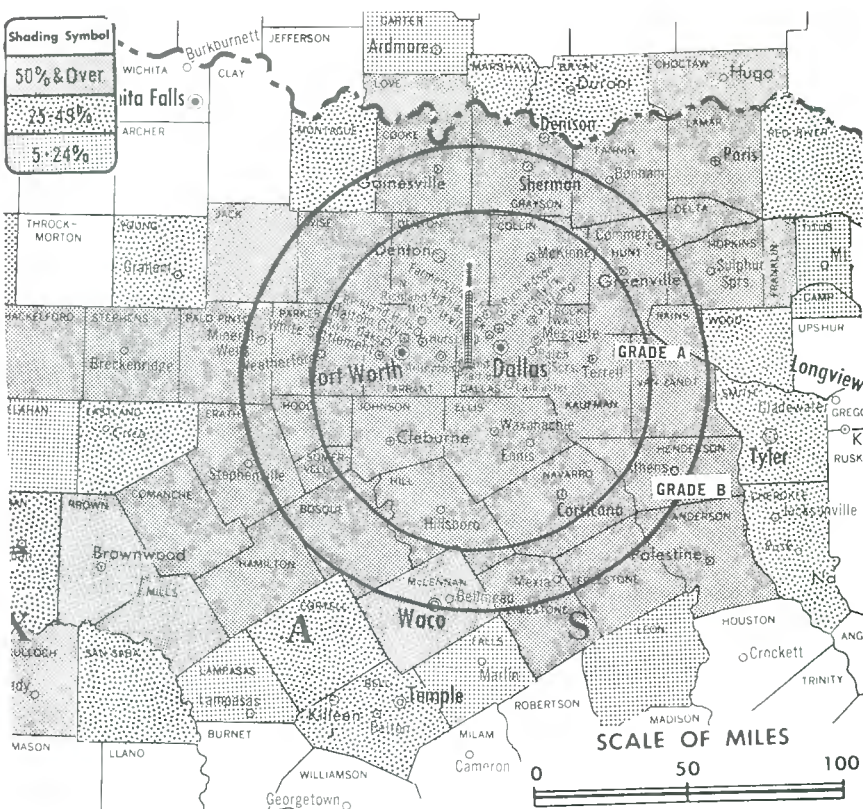
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WFAA-TV Ref: FCC File No. BMPCT-2019 Granted 11/18/54

© American Map Co., Inc., N.Y., No. 14244

WFAA-TV

Licensee: A. H. Belo Corp., Communications Center, Dallas, Tex. (75202).

Studio: Communications Center.

Telephone: 214-748-9631. TWX No.: 214-899-8413.

Ownership: Same as Dallas Morning News; Joseph M. Dealey, pres. A. H. Belo Corp. also owns KFDM-TV, Beaumont, Tex.

Began Operation: Sept. 17, 1949 as KBTV. 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, vice president & general manager.
J. C. HAUSER JR., station manager.
WARD HUEY, director of sales.
DAVE LANE, national sales manager.
CHARLES STRICKLAND, local sales manager.
BOB TURNER, production & operations manager.
JIM PRATT, program & promotion manager.
TRAVIS LINN, news manager.
CHRIS IRBY, chief engineer.

DIGEST OF RATE CARD NO. 10A—(Sept. 12, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 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: \$1500.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Choctaw	5,500	4,700	86
	Love	2,000	1,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
	Anderson	9,600	8,900	92
	Bosque	4,300	4,000	94
	Brown	9,500	8,700	91
	Collin	23,100	22,000	95
	Comanche	4,500	4,000	89
	Cooke	8,000	7,600	95
	Dallas	450,600	437,100	97
	Delta	1,900	1,700	91
	Denton	25,100	24,200	96
	Ellis	15,500	14,700	95
	Erath	7,200	6,900	96
	Fannin	8,700	8,000	92
	Franklin	1,900	1,700	91
	Freestone	4,000	3,600	91
	Grayson	29,100	27,700	95
	Hamilton	2,800	2,600	92
	Henderson	9,400	8,700	92
	Hill	8,600	8,100	94
	Hood	2,400	2,300	95
	Hopkins	7,600	7,100	93
	Hunt	17,100	61,100	94
	Jack	2,500	2,400	96
	Johnson	15,700	15,100	96
	Kaufman	10,000	9,300	93
	Lamar	12,900	11,200	87
	Limestone	6,000	5,500	91
	Mc Culloch	3,100	2,700	87
	Mc Lennan	49,100	47,100	96
	Menard	1,000	800	79
	Mills	1,600	1,400	90
	Navarro	11,400	10,500	92
	Palo Pinto	10,400	9,700	94
	Parker	11,200	10,800	96
	Rains	1,500	1,400	93
	Rockwall	2,400	2,200	94
	Shackelford	1,300	1,200	93
	Somervell	1,100	1,000	95
	Stephens	3,200	3,000	93

50% & Over

(Continued on page 764-b)

Station Totals	1,364,200	1,305,000	96
Net Weekly Circulation (1970-71)			903,300
Average Daily Circulation (1970-71)			545,800

Texas—El Paso



KELP-TV

Ch. 13

[Operates satellite KAVE-TV Carlsbad, N.M.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 820-ft. above av. terrain, 289-ft. above ground, 4909-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

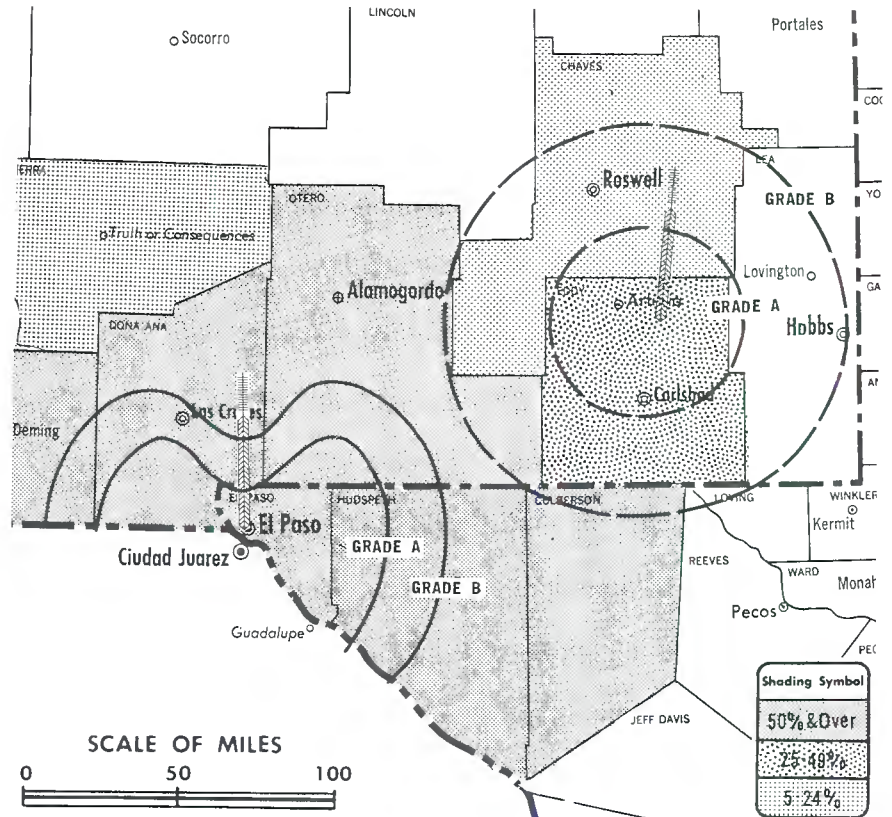
Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KELP-TV Ref: FCC File No. BPCT-2762 Granted 4/9/60

©American Map Co., Inc., N.Y., No. 14244

KELP-TV

Licensee: Walton Enterprises Inc., Box 12277 (79912).

Studio: 5 Executive Center Blvd. (79902).

Telephone: 915-533-5911.

Ownership: John B. Walton Jr., 100%. He also owns KAVE-TV, Carlsbad, N.M. and radios KELP, El Paso; KIKX, Tucson, Ariz.; KDJW & FM, Amarillo; KBUY & FM, Fort Worth & 10% of KIDD, Monterey, Cal.

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 The Meeker Co.; Busby, Finch & Woods (Dallas & Atlanta); Bob Hix Co. (Denver).

Represented (legal) by Cohn & Marks.

Personnel:

JOHN WALTON, president & general manager.
WALT DAVIS, manager, national sales & programming.
BOB GALBRAITH, station manager.
RUBIN MASTERS, operations manager & dir. of engineering.

DIGEST OF RATE CARD NO. 2 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-9:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$110.00	\$95.00
NETWORK BASE HOURLY RATE:	\$291.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	19,600	18,300	93
	Luna	3,600	3,300	93
	Otero	11,500	11,000	95
Between 25-49%	TEXAS			
	Culberson	900	800	90
	El Paso	99,600	96,100	96
Between 5-24%	Hudspeth	700	600	86
	NEW MEXICO			
	Eddy	12,600	12,100	96
	NEW MEXICO			
Chaves	13,400	12,900	96	
Grant	6,700	6,000	90	
Hidalgo	1,500	1,300	88	
Sierra	3,100	2,700	88	
Station Totals		173,200	165,100	95
Net Weekly Circulation (1970-71)				123,000
Average Daily Circulation (1970-71)				72,100

For Index to Contents
See Services Volume

Texas—El Paso



KROD-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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 kHz.

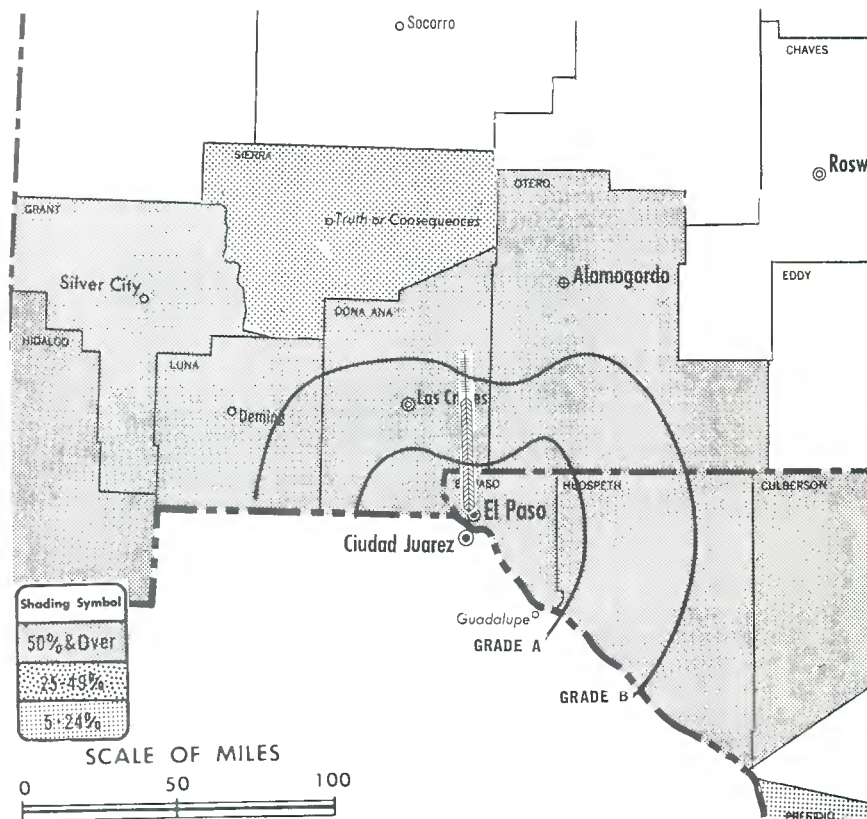
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KROD-TV Ref: FCC File No. BPCT-673 Granted 7/30/52

© American Map Co., Inc., N.Y., No. 14244

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.; KDTV, Dallas; radios KHOW & FM, Denver, Colo.; KITE & KEXL-FM, San Antonio, Tex.; KDEF & FM, Albuquerque, N.M.; KROD, El Paso, Tex. & KRIZ, Phoenix, Ariz. Officers: David G. Scribner, pres.; Nelson Doubleday, chmn. of bd.

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:

DAVID SCRIBNER, president.
ED SLEIGH, general manager.
JERRY ROSE, program manager.
SAM KOBREN, sales manager.
FRANK JORDAN, chief engineer.

DIGEST OF RATE CARD NO. 3—(Sept. 22, 1969)

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 \$145.00 Graded rates apply*

*Highest rate: \$144.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	19,600	18,300	93
	Grant	6,700	6,000	90
	Hidalgo	1,500	1,300	88
	Luna	3,600	3,300	93
	Otero	11,500	11,000	95
Between 5-24%	TEXAS			
	Culberson	900	800	90
	El Paso	99,600	96,100	96
	Hudspeth	700	600	86
Between 5-24%	NEW MEXICO			
	Sierra	3,100	2,700	88
	TEXAS			
	Presidio	1,400	1,200	83
Station Totals		148,600	141,300	95
Net Weekly Circulation (1970-71)			126,900	
Average Daily Circulation (1970-71)			91,900	

Texas—El Paso



KTSM-TV



Ch. 9

Technical Facilities: Channel No. 9. (186-192 MHz). 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 kHz (NBC).

FM Affiliate: KTSM-FM, 27-kw, 99.9 MHz (No. 260), 1860-ft.

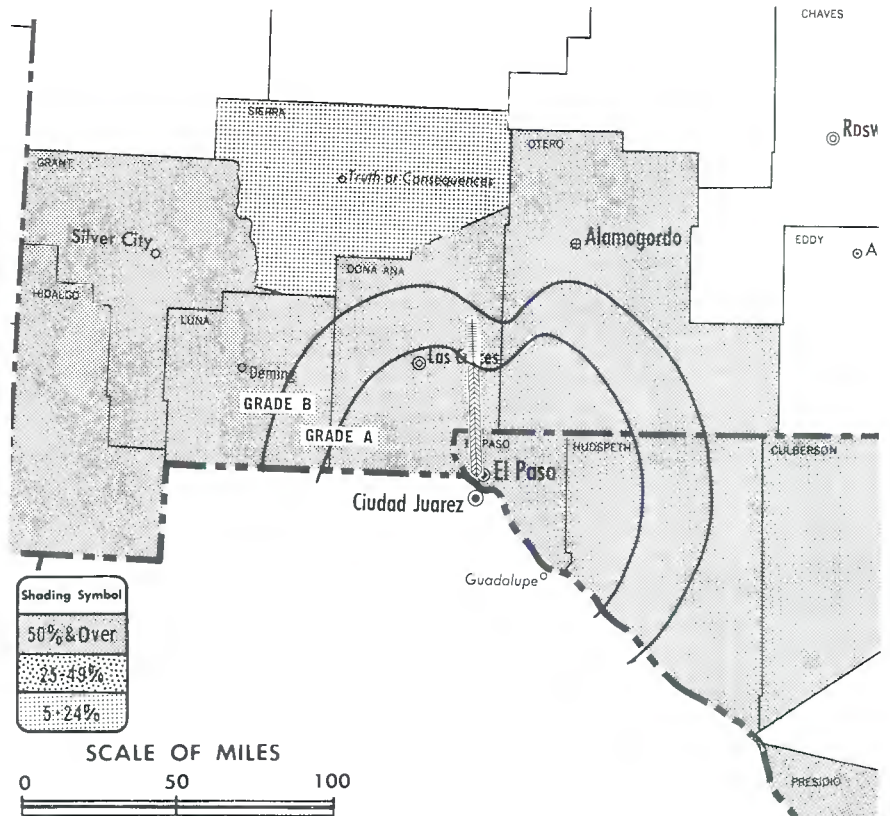
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b)



KTSM-TV Ref: FCC File No. BMPCT-5252 Granted 2/9/59

©American Map Co., Inc., N.Y., No. 14244

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, exec. v.p. & treas.

Began Operation: Jan. 4, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

KARL O. WYLER, president & general manager.
JACK RYE, executive vice president & treasurer.
RICHARD BUSSELL, program operations manager.
TED BENDER, director of public affairs.
JEFF GATES, news director.
W. T. MCGILL, vice president & chief engineer.
JOHN PHELAN, vice president & sales manager.

DIGEST OF RATE CARD NO. 15 (May 10, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m. daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$125.00	\$100.00

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW MEXICO				
		Dona Ana	19,600	18,300	93
		Grant	6,700	6,000	90
		Hidalgo	1,500	1,300	88
		Luna	3,600	3,300	93
		Otero	11,500	11,000	95
	TEXAS				
		Brewster	2,300	2,000	86
		Culberson	900	800	90
		El Paso	99,600	96,100	96
	Hudspeth	700	600	86	
	Presidio	1,400	1,200	83	
Between 5-24%	NEW MEXICO				
	Sierra	3,100	2,700	88	
Station Totals		150,900	143,300	95	
Net Weekly Circulation (1970-71)				128,200	
Average Daily Circulation (1970-71)				96,200	

La Rue Media Brokers, Inc.

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Texas—El Paso (Juarez, Mexico)

XEJ-TV

Ch. 5

[Spanish-language outlet]

Technical Facilities: Channel No. 5 (76-82 MHz). 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 kHz.

XEPM-TV

Ch. 2

[Spanish-language outlet]

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.
 Note: Additional data unavailable.

XEJ-TV

Network Service: None, independent Spanish-language outlet.
 Licensee: Television de la Frontera, S.A., Box 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 (March 3, 1969)

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	\$90.00	\$54.00	\$36.00

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-Dallas



WBAP-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: WBAP, 50-kw, 820 kHz (NBC).

FM Affiliate: WBAP-FM, 88-kw, 96.3 MHz (No. 242), 1440-ft. above av. terrain.

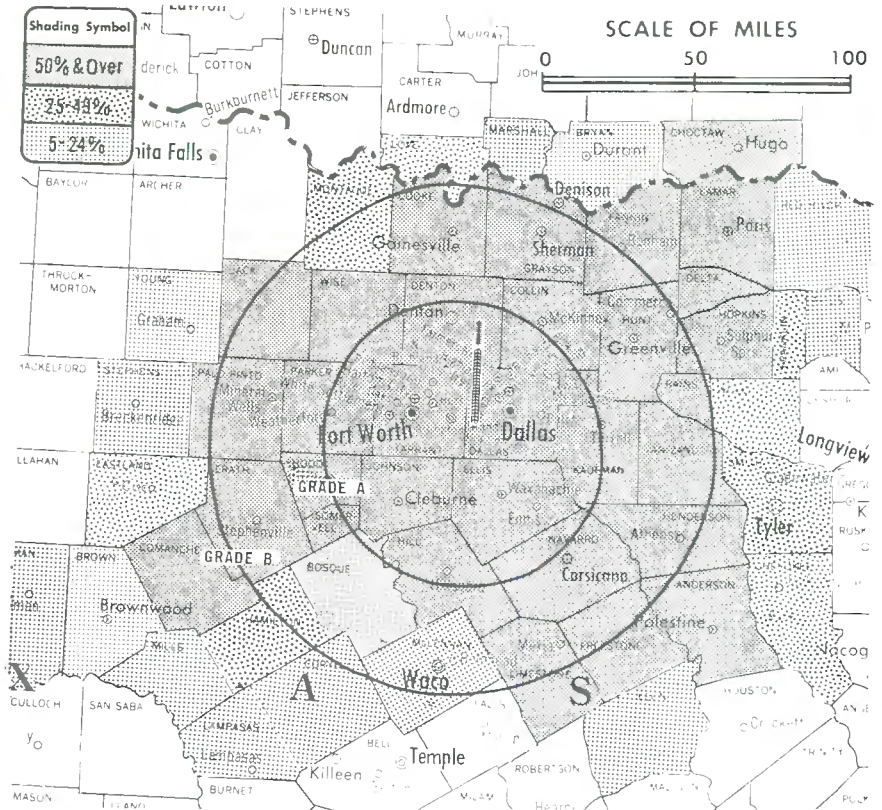
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBAP-TV Ref: FCC File No. BPCT-3233 Granted 3/24/64

American Map Co., Inc., N.Y., No. 14244

WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

Mailing Address: Box 1780, Fort Worth (76101).

Telephone: 817-536-1981. TWX No.: 910-893-5070.

Ownership: Same as Fort Worth Star-Telegram; B. N. Honea, chmn.; Amon G. Carter Jr., pres.

Began Operation: Sept. 29, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JAMES A. BYRON, director of broadcasting.

JETT F. JAMISON, station manager.

L. F. BROYLES, sales manager.

ROBERT GOULD, program director & film buyer.

RUPERT BOGAN, engineering director.

RUSS THORNTON, news manager.

PHIL WYGANT, promotion director.

BOB WALSH, farm director.

FRANK MILLS, director of public affairs.

ROBERT GRAMMER, director of public service.

DIGEST OF RATE CARD NO. 27—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10:30 p.m., daily.

\$2000 \$1250 \$750 \$600 \$800 \$750 \$450

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA Choctaw	5,500	4,700	86

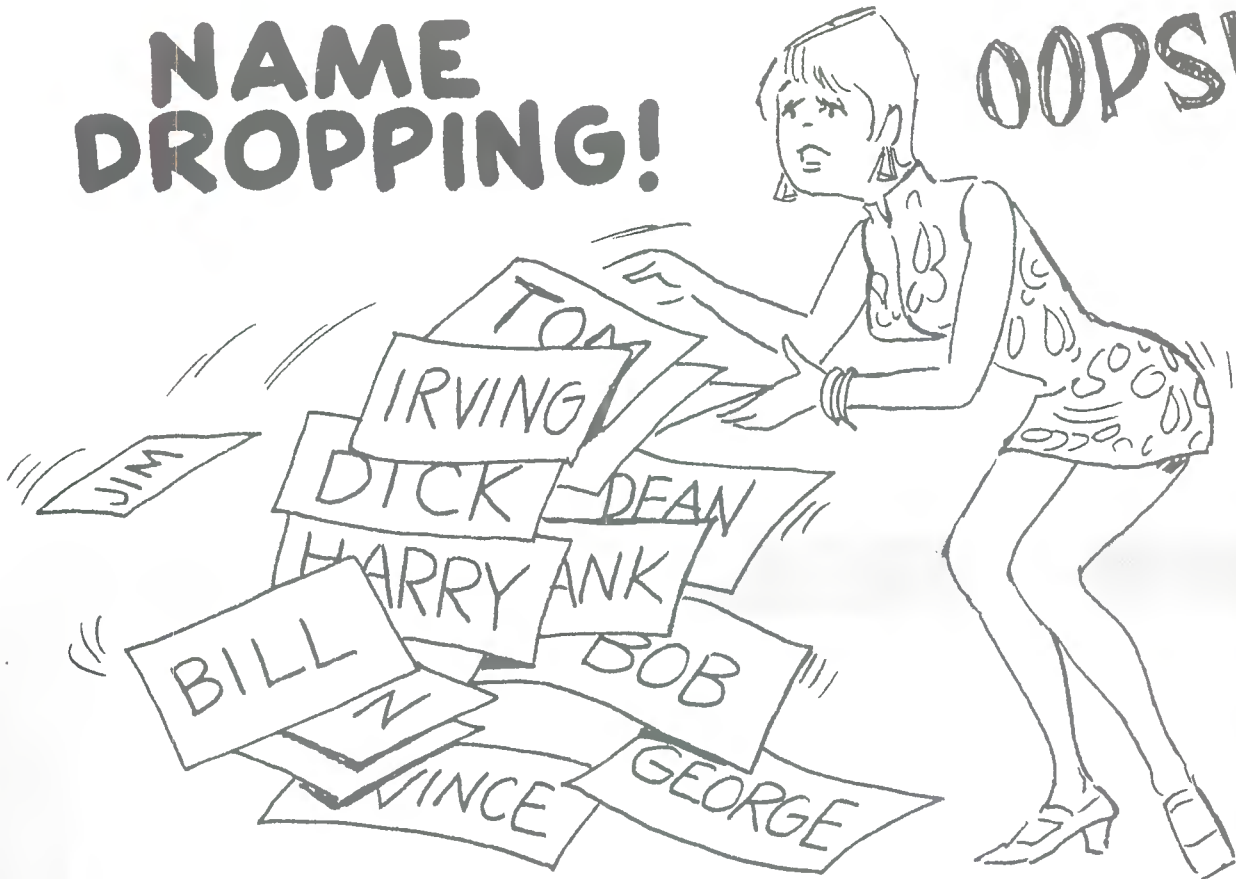
Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
	Anderson	9,600	8,900	92
	Bosque	4,300	4,000	94
	Collin	23,100	22,000	95
	Comanche	4,500	4,000	89
	Cooke	8,000	7,600	95
	Dallas	450,600	437,100	97
	Delta	1,900	1,700	91
	Denton	25,100	24,200	96
	Ellis	15,500	14,700	95
	Erath	7,200	6,900	96
	Fannin	8,700	8,000	92
	Freestone	4,000	3,600	91
	Grayson	29,100	27,700	95
	Henderson	9,400	8,700	92
	Hill	8,600	8,100	94
50% & Over	Hood	2,400	2,300	95
	Hopkins	7,600	7,100	93
	Hunt	17,100	16,100	94
	Jack	2,500	2,400	96
	Johnson	15,700	15,100	96
	Kaufman	10,000	9,300	93
	Lamar	12,900	11,200	87
	Limestone	6,000	5,500	91
	Navarro	11,400	10,500	92
	Palo Pinto	10,400	9,700	94
	Parker	11,200	10,800	96
	Rains	1,500	1,400	93
	Rockwall	2,400	2,200	94
	Somervell	1,100	1,000	95
	Tarrant	239,800	232,500	97
	Van Zandt	8,300	7,700	92
	Wise	7,000	6,700	96
OKLAHOMA				
Between 25-49%	Love	2,000	1,900	93

(Continued on page 773-b)

Station Totals	1,163,100	1,113,100	96
Net Weekly Circulation (1970-71)			816,500
Average Daily Circulation (1970-71)			481,700

NAME DROPPING!

OOPS!



There are more than 100,000 names and addresses in the

1972-73 Television Factbook

And this is no horseback estimate.

The names contained in the **Factbook** are the current key executives of the vast Communications Industry . . . local, national, international. Pinpointed are the names of TV station owners and top echelon personnel, network and corporate group executives, technical people, financiers, manufacturers and suppliers, creative programmers, attorneys, educators and then some.

We're not name dropping when we say, "If names mean business, this is your book." An Order Card #1 bound inside the back of the Stations Volume makes things easy.

Television Factbook

1836 Jefferson Place, N.W.

Washington, D.C. 20036

202/872/9200

Texas—Fort Worth-Dallas

KTVT



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

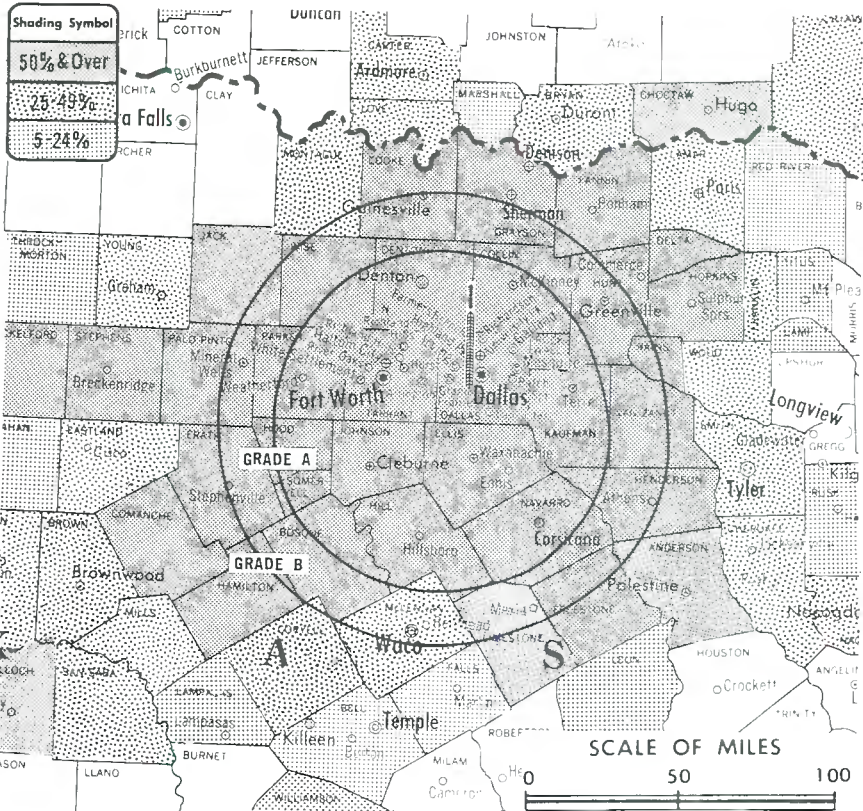
TWX No.: 910-893-5051. TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Associates.



KTVT Ref: FCC File No. BPC7-3268 Granted 3/26/64

©American Map Co., Inc., N.Y., No. 1424

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Studios: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76101); 10111 N. Central Expressway, Dallas, Tex. (75231).

Telephone: 817-738-1951 (Ft. Worth); 214-363-9321 (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, vice president & manager.
JACK BERNING, assistant manager & general sales manager.
CLEM CANDELARIA, program manager.
HOYT ANRES, national sales manager.
BILL KESSEL, chief engineer.
DAVID FORD, promotion-merchandising director.

DIGEST OF RATE CARD NO. A31—(July 19, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.
Class A—3:30 p.m.-12:30 a.m., Mon.-Fri.; 5:30 p.m.-12:30 a.m., Sat.; 6 p.m.-12:30 a.m., Sun.

\$750.00 \$450.00 Graded rates apply*

*Highest rate: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Choctaw	5,500	4,700	86
	TEXAS			
	Anderson	9,600	8,900	92
	Bosque	4,300	4,000	94
	Collin	23,100	22,000	95
	Comanche	4,500	4,000	89

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cooke	8,000	7,600	95
	Dallas	450,600	437,100	97
	Delta	1,900	1,700	91
	Denton	25,100	24,200	96
	Ellis	15,500	14,700	95
	Erath	7,200	6,900	96
	Fannin	8,700	8,000	92
	Freestone	4,000	3,600	91
	Grayson	29,100	27,700	95
	Hamilton	2,800	2,600	92
	Henderson	9,400	8,700	92
	Hill	8,600	8,100	94
	Hood	2,400	2,300	95
	Hopkins	7,600	7,100	93
	Hunt	17,100	16,100	94
	Jack	2,500	2,400	96
	Johnson	15,700	15,100	96
	Kaufman	10,000	9,300	93
	Limestone	6,000	5,500	91
	Mc Culloch	3,100	2,700	87
	Menard	1,000	800	79
	Navarro	11,400	10,500	92
	Palo Pinto	10,400	9,700	94
	Parker	11,200	10,800	96
	Rains	1,500	1,400	93
	Rockwall	2,400	2,200	94
	Shackelford	1,300	1,200	93
	Somervell	1,100	1,000	95
	Stephens	3,200	3,000	93
	Tarrant	239,800	232,500	97
	Van Zandt	8,300	7,700	92
	Wise	7,000	6,700	96
Between 25-49%	OKLAHOMA			
	Bryan	9,400	8,600	91
	Carter	13,300	12,600	95
	Love	2,000	1,900	93
	Mc Curtain	9,300	8,300	90

(Continued on next page)

Station Totals	1,564,600	1,496,700	96
Net Weekly Circulation (1970-71)		784,500	
Average Daily Circulation (1970-71)		407,300	

WBAP-TV, Fort Worth
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	TEXAS			
	Cherokee	10,500	9,500	91
	Eastland	7,000	6,500	93
	Franklin	1,900	1,700	91
	Hamilton	2,800	2,600	92
	Montague	5,900	5,600	95
	Smith	32,400	30,700	95
	Wood	6,800	6,400	93
Between 5-24 %	OKLAHOMA			
	Bryan	9,400	8,600	91
	Marshall	2,800	2,700	95
	TEXAS			
	Brown	9,500	8,700	91
	Coleman	4,100	3,900	95
	Coryell	8,800	8,400	96
	Lampasas	3,400	3,200	95
	Leon	3,200	2,800	86
	Mc Lennan	49,100	47,100	96

KDFW-TV, Dallas
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS—(Continued)			
	Tarrant	239,800	232,500	97
	Van Zandt	8,300	7,700	92
	Wise	7,000	6,700	96
	Wood	6,800	6,400	93
Between 25-49 %	OKLAHOMA			
	Bryan	9,400	8,600	91
	Marshall	2,800	2,700	95
	TEXAS			
	Cherokee	10,500	9,500	91
	Coleman	4,100	3,900	95
	Coryell	8,800	8,400	96
	Eastland	7,000	6,500	93
	Jack	2,500	2,400	96
	Mc Lennan	49,100	47,100	96

Between 5-24 %	OKLAHOMA			
	Mc Curtain	9,300	8,300	90
	TEXAS			
	Bell	38,700	37,200	96
	Callahan	2,900	2,800	95
	Falls	6,000	5,500	92
	Jones	5,700	5,500	96
	Lampasas	3,400	3,200	95
	Leon	3,200	2,800	86
	Mc Culloch	3,100	2,700	87
	Menard	1,000	800	79
	Mitchell	3,000	2,800	94

Texas

KTVT, Forth Worth
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	TEXAS			
	Brown	9,500	8,700	91
	Cherokee	10,500	9,500	91
	Coleman	4,100	3,900	95
	Coryell	8,800	8,400	96
	Dickens	1,400	1,300	94
	Eastland	7,000	6,500	93
	Ector	28,500	27,500	97
	Franklin	1,900	1,700	91
	Garza	1,800	1,700	95
	Howard	11,800	11,500	97
	Lamar	12,900	11,200	87
	Mc Lennan	49,100	47,100	96
	Midland	20,000	19,400	97
	Mills	1,600	1,400	90
	Mitchell	3,000	2,800	94
	Montague	5,900	5,600	95
	Nacogdoches	11,800	10,600	90
	San Saba	2,100	1,900	92
	Scurry	5,200	5,000	95
	Smith	32,400	30,700	95
Taylor	31,200	30,200	97	
Tom Green	22,900	21,900	96	
Wood	6,800	6,400	93	
Young	5,400	5,100	95	
Between 5-24 %	NEW MEXICO			
	Lea South	11,600	11,000	95
	OKLAHOMA			
	Comanche	30,000	28,900	96
	Marshall	2,800	2,700	95
	TEXAS			
	Bell	38,700	37,200	96
	Callahan	2,900	2,800	95
	Camp	2,700	2,400	90
	Falls	6,000	5,500	92
	Fisher	2,200	2,100	94
	Gaines	3,200	3,100	96
	Hale	10,200	9,700	96
Haskell	3,000	2,800	94	
Hockley	5,900	5,800	98	
Jones	5,700	5,500	96	
Lampasas	3,400	3,200	95	
Leon	3,200	2,800	86	
Lubbock	55,200	53,300	97	
Nolan	5,500	5,300	96	
Randall	17,600	17,400	99	
Red River	5,000	4,400	88	
Runnels	4,200	4,000	95	
Rusk	11,800	11,100	94	
Terry	4,100	3,900	95	
Throckmorton	900	800	92	
Titus	5,900	5,500	92	
Williamson	12,400	11,600	94	

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Texas—Harlingen



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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 kHz.

FM Affiliate: KELT, 3.1-kw, 94.5 MHz (No. 233), 700-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

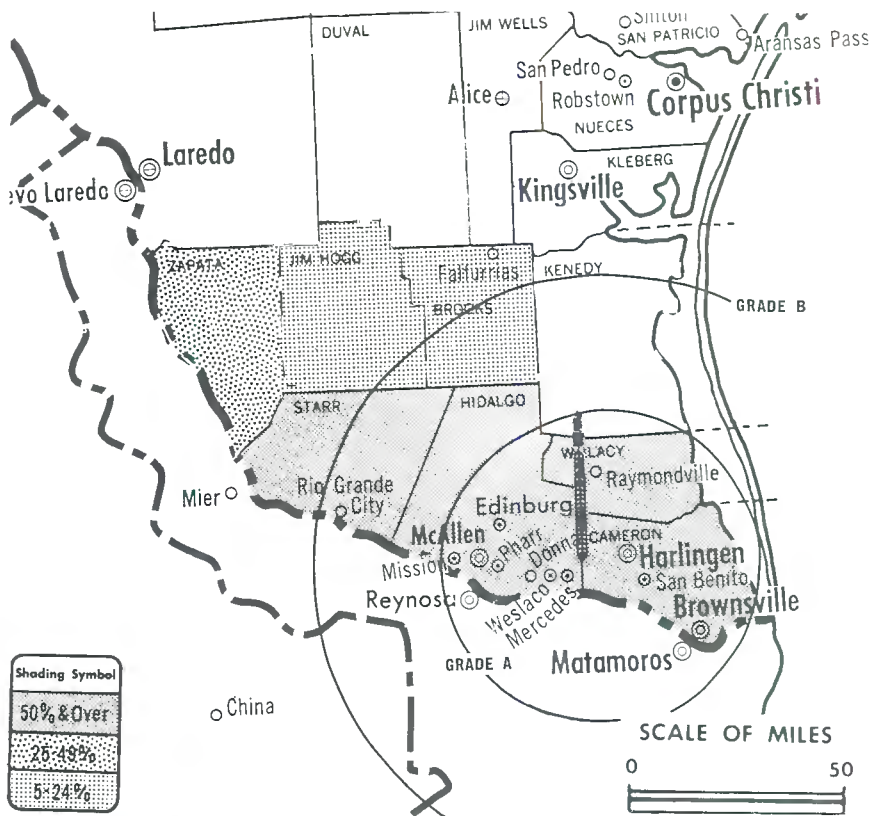
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KGBT-TV Ref: FCC File No. BPCP-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. Harbenito also owns WACO AM-FM, Waco & WGMA, Hollywood, Fla.

Began Operation: Sept. 17, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

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 & station manager.
LARRY BROOK, director of operations.
ALEX GIESE, director of engineering.
JIM MATTISON, chief engineer.

DIGEST OF RATE CARD NO. 19

(May 31, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$550.00 \$330.00 \$220.00 \$140.00 \$120.00* \$95.00* \$60.00*

*Class AA—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	35,700	33,700	94
	Hidalgo	44,300	41,300	93
	Starr	4,100	3,600	88
	Willacy	3,700	3,500	94
Between 25-49%	TEXAS			
	Zapata	1,300	1,100	82
Between 5-24%	TEXAS			
	Brooks	2,300	2,100	92
	Jim Hogg	1,200	1,000	87
Station Totals		92,600	86,300	93
Net Weekly Circulation (1970-71)				81,600
Average Daily Circulation (1970-71)				65,800

Texas—Houston



KHOV-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

Studio: 1945 Allen Parkway, Houston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

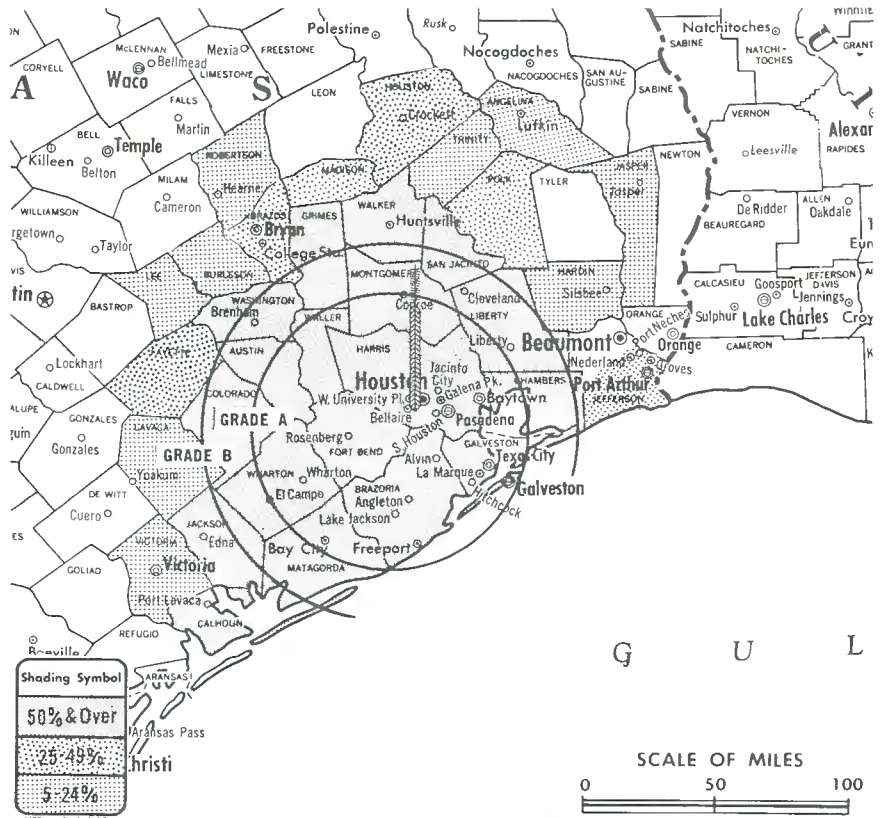
Represented (engineering) by A. D. Ring & Associates.

Total Households: 6,151

Consumer Market Data as of 1/1/72
TV Homes: 75% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 1 B).



KHOV-TV Ref: FCC File No. BPUT 3212 Granted 9/9/67

© American Map Co., Inc., N.Y., No. 14244

KHOV-TV

Licensee: Gulf Television Corp., P.O. Box 11, Houston (77001).

Telephone: 713-526-8811.

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 to 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 Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Personnel:

- DEAN BORBA, vice president & general manager.
- GRANT NORLIN, general sales manager.
- ART ELLIOTT, program manager & operations director.
- JAMES GROBE, promotion manager.
- DICK JOHN, news director.
- ART BIGGS, chief engineer.
- JACK HOLTON, business manager.

DIGEST OF RATE CARD NO. 15 (Jan. 4, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:10 p.m., daily.	\$2000	\$1200	\$800	\$600	\$650	\$390
NETWORK BASE HOURLY RATE: \$1500.						

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	4,900	4,400	89
	Brazoria	32,800	31,600	96
	Calhoun	5,000	4,600	92
	Chambers	4,100	3,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS—(Continued)				
	Colorado	5,800	5,200	90
	Fort Bend	14,800	13,900	94
	Galveston	56,000	53,600	96
	Grimes	4,000	3,600	89
	Harris	579,700	558,600	96
	Jackson	4,100	3,700	91
	Liberty	10,700	9,900	93
	Matagorda	9,100	8,400	93
	Montgomery	16,300	15,100	93
	San Jacinto	2,100	1,800	84
	Walker	7,200	6,300	88
	Waller	3,900	3,500	91
	Washington	6,500	5,600	86
	Wharton	11,000	10,200	93
Between 25-49%				
TEXAS				
	Brazos	17,900	16,800	94
	Fayette	6,600	5,400	82
	Houston	5,500	4,800	88
	Madison	2,500	2,200	88
	Polk	4,900	4,400	89
Between 5-24%				
TEXAS				
	Angelina	16,200	15,300	94
	Burleson	3,400	3,000	88
	Hardin	9,400	8,800	94
	Jasper	7,700	7,100	92
	Jefferson			
	South	39,300	38,200	97
	Lavaca	6,300	5,300	84
	Lee	3,000	2,700	91
	Robertson	4,800	4,400	92
	Trinity	2,700	2,300	86
	Victoria	16,500	15,300	92
Station Totals		924,700	879,900	95
Net Weekly Circulation (1970-71)			682,400	
Average Daily Circulation (1970-71)			449,000	

Texas—Houston

KHTV

Ch. 39



Technical Facilities: Channel No. 39 (620-626 MHz). 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"

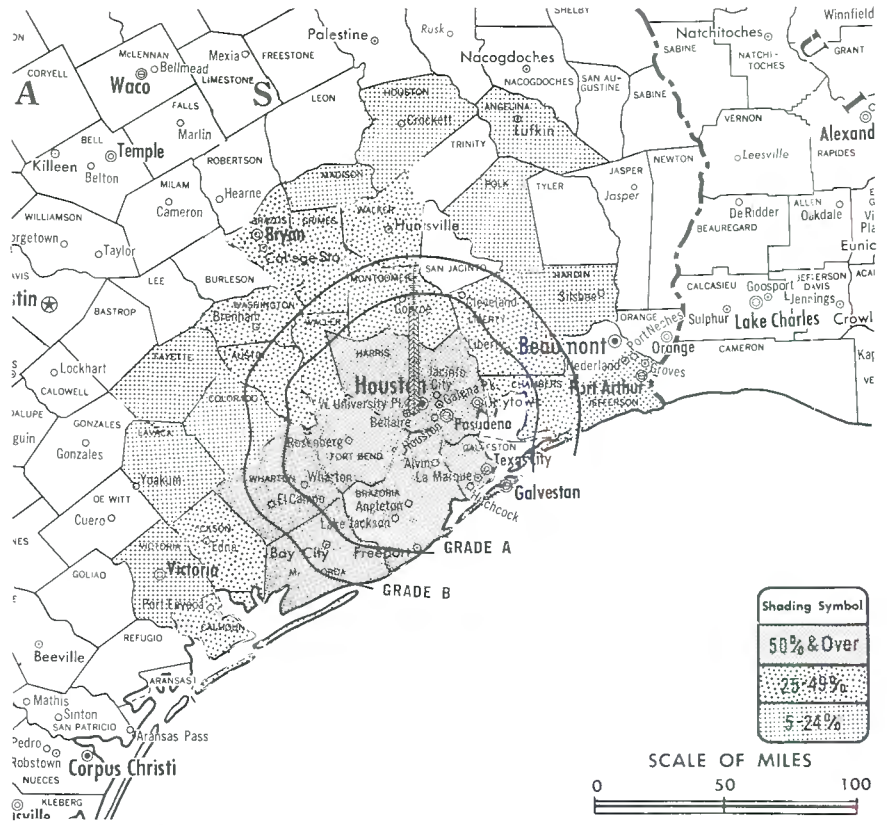
Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KHTV Ref: FCC File No. BMPCT-6337 Granted 9/15/66

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KHTV

Network Service: None, independent.

Licensee: WKY Television System Inc., 7700 Westpark Dr., Houston (77042).

Studio: 7700 Westpark Dr.

Telephone: 713-781-3930.

TWX No.: 910-881-3664.

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 (engineering) by Steel, Andrus & Adair Consulting Engineers.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

CRAWFORD P. RICE, vice president & general manager.
GENE R. JACOBSEN, assistant manager.
HARRY APEL, general sales manager.
DON LEBLANC, local sales manager.
CHARLES ROGERS, production manager.
JACK H. TUDOR, chief engineer.

DIGEST OF RATE CARD NO. 13 (July 12, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—5-11 p.m., Mon.-Fri.; sign-on—11 p.m., Sat. & Sun.
\$400.00 \$240.00 \$160.00 \$100.00 Graded rates apply*

*Highest rate: \$85.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazoria	32,800	31,600	96
	Fort Bend	14,800	13,900	94
	Galveston	56,000	53,600	96
	Harris	579,700	558,600	96
	Matagorda	9,100	8,400	93
	Wharton	11,000	10,200	93
Between 25-49%	TEXAS			
	Austin	4,900	4,400	89
	Brazos	17,900	16,800	94
	Calhoun	5,000	4,600	92
	Chambers	4,100	3,900	96
	Grimes	4,000	3,600	89
	Jackson	4,100	3,700	91
	Liberty	10,700	9,900	93
	Montgomery	16,300	15,100	93
	Walker	7,200	6,300	88
Waller	3,900	3,500	91	
Washington	6,500	5,600	86	
Between 5-24%	TEXAS			
	Angelina	16,200	15,300	94
	Colorado	5,800	5,200	90
	Fayette	6,600	5,400	82
	Hardin	9,400	8,800	94
	Houston	5,500	4,800	88
	Jefferson			
	South	39,300	38,200	97
Lavaca	6,300	5,300	84	
Madison	2,500	2,200	88	
Polk	4,900	4,400	89	
Victoria	16,500	15,300	92	
Station Totals		901,000	858,600	95
Net Weekly Circulation (1970-71)			403,500	
Average Daily Circulation (1970-71)			190,800	

Texas—Houston

KPRC-TV
Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 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 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

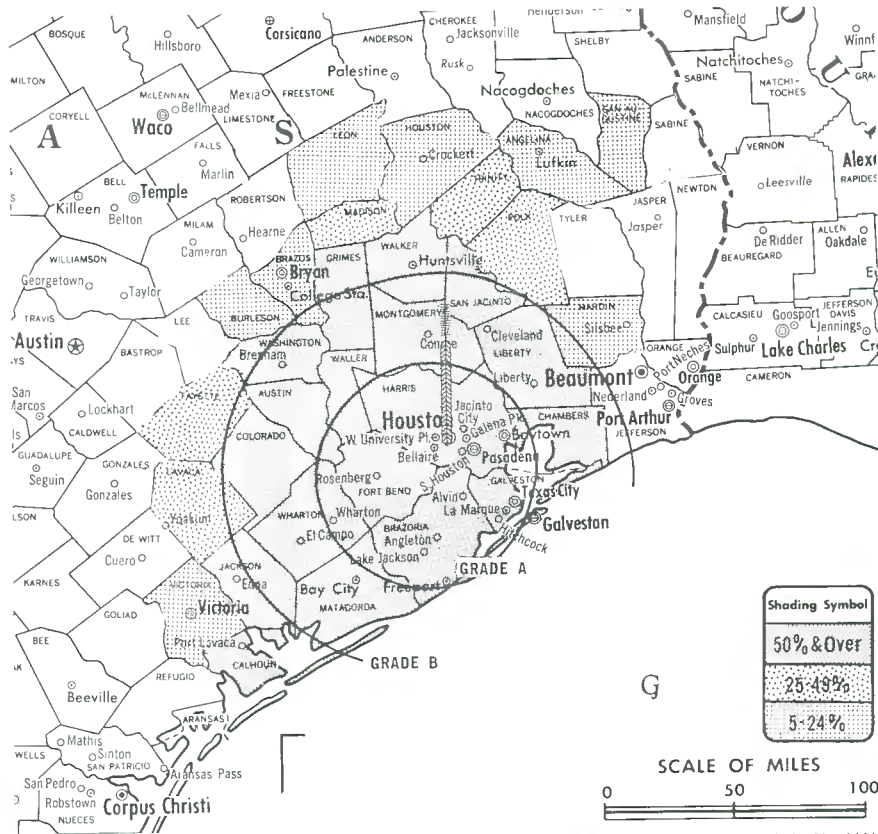
Total Households: c. MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KPRC-TV Ref. FCC File No. BMPCT-5981 Granted 6/30/64

© American Map Co., Inc., N.Y., No. 14244

KPRC-TV

Licensee: Channel Two TV Co., 4747 Southwest Freeway, Houston, Tex. (77027).

Studio: 8181 Southwest Freeway, Houston (77036).

Telephone: 713-771-4631.

TWX No.: 910-881-2587.

Ownership: Oveta Culp Hobby, individually, 20.24%, & as trustee, 24.58%; William P. Hobby Jr. & Jessica Hobby Catto, 25.85% each; remaining 1.48% held in trusts for Mrs. Hobby's grandchildren. Same interests own the Houston Post & 32.5% of KFDM-TV, Beaumont.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JACK HARRIS, president & general manager.

JACK MCGREW, exec. vice president & station manager.

JACK HEALEY, local sales manager.

PAUL HUHNDORFF, vice president, operations.

RAY MILLER, v.p., news & public affairs.

TOM REIFF, program manager.

MARK DAVIS, production manager.

KIRT HARRISS, public affairs director.

ROBERT STALLWORTH, film operation manager.

GEORGE ROESNER, farm director.

KATHRYN ESTES, traffic.

DIGEST OF RATE CARD NO. 26 (Sept. 12, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
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Class AA—7-10 p.m., daily.

\$1800.00	\$1080.00	\$810.00	\$540.00	Graded rates apply*
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*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$1700.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	4,900	4,400	89
	Brazoria	32,800	31,600	96
	Calhoun	5,000	4,600	92
	Chambers	4,100	3,900	96
	Colorado	5,800	5,200	90
	Fort Bend	14,800	13,900	94
	Galveston	56,000	53,600	96
	Grimes	4,000	3,600	89
	Harris	579,700	558,600	96
	Jackson	4,100	3,700	91
	Liberty	10,700	9,900	93
	Matagorda	9,100	8,400	93
	Montgomery	16,300	15,100	93
	San Jacinto	2,100	1,800	84
	Walker	7,200	6,300	88
	Waller	3,900	3,500	91
Washington	6,500	5,600	86	
Wharton	11,000	10,200	93	
Between 25-49%	TEXAS			
	Fayette	6,600	5,400	82
	Lavaca	6,300	5,300	84
	Madison	2,500	2,200	88
	Poik	4,900	4,400	89
Trinity	2,700	2,300	86	
Between 5-24%	TEXAS			
	Angelina	16,200	15,300	94
	Brazos	17,900	16,800	94
	Burleson	3,400	3,000	88
	Hardin	9,400	8,800	94
	Houston	5,500	4,800	88
	Leon	3,200	2,800	86
	Mills	1,600	1,400	90
San Augustine	2,400	2,100	87	
Victoria	16,500	15,300	92	
Station Totals		877,100	833,800	95
Net Weekly Circulation (1970-71)				673,400
Average Daily Circulation (1970-71)				434,700

Texas—Houston



KTRK-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

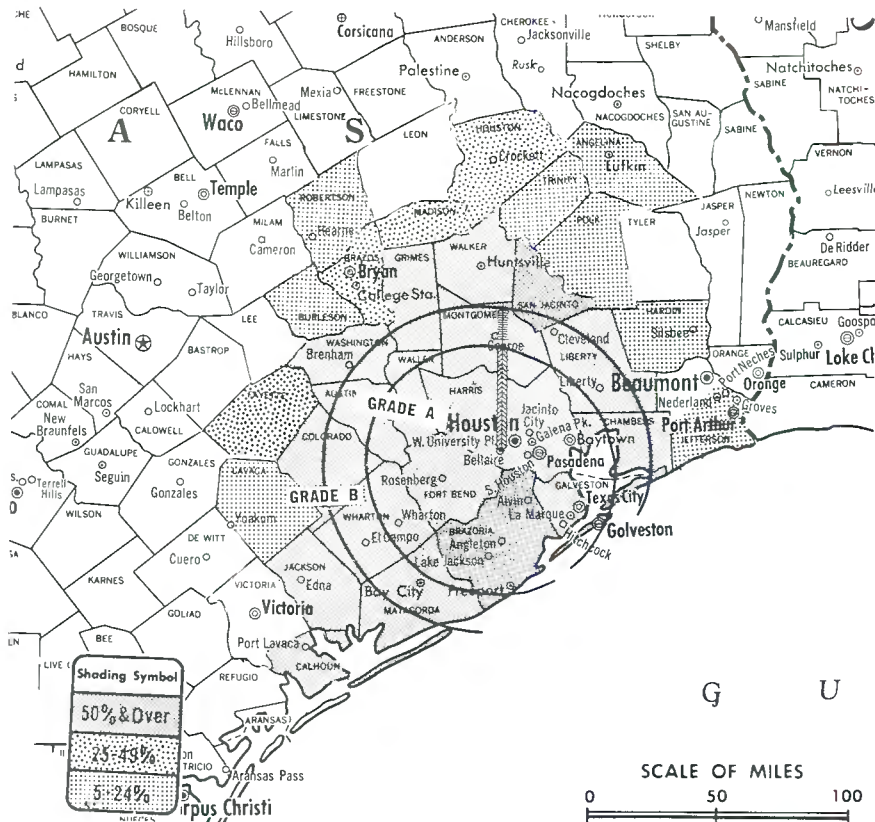
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: ABC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KTRK-TV Ref: FCC File No. BMPCT-2240 Granted 7/7/54

KTRK-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York, N.Y.

Studio: 3310 Bissonnet St., Houston (77005).

Telephone: 713-666-0713.

TWX No.: 910-881-1511.

Ownership: Capital Cities Bcstg. Corp. For other interests, see Group Ownership of TV stations.

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:

KENNETH M. JOHNSON, v.p. & general manager.
PAUL L. BURES JR., general sales manager.
JIM MASUCCI, operations director.
TOM CURRAN, business manager.
JESS MITCHELL, chief studio engineer.
ROBERT SUTTON, chief transmitter engineer.
M. 8. JOHNSON, film director.
LARRY AUTRY, production director.
CHARLES E. WOLF, promotion director.
WALTER HAWVER, manager of news.

DIGEST OF RATE CARD NO. 18-B
(Nov. 30, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.


Class AA—7-10 p.m., daily.

\$2000.00 \$1200.00 \$600.00 ... \$600.00* ... \$300.00*

*Class AAA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1499.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
	Austin	4,900	4,400	89
	Brazoria	32,800	31,600	96
	Calhoun	5,000	4,600	92
	Chambers	4,100	3,900	96
	Colorado	5,800	5,200	90
	Fort Bend	14,800	13,900	94
	Galveston	56,000	53,600	96
	Grimes	4,000	3,600	89
	Harris	579,700	558,600	96
	Jackson	4,100	3,700	91
50% & Over	Liberty	10,700	9,900	93
	Matagorda	9,100	8,400	93
	Montgomery	16,300	15,100	93
	San Jacinto	2,100	1,800	84
	Walker	7,200	6,300	88
	Waller	3,900	3,500	91
	Washington	6,500	5,600	86
	Wharton	11,000	10,200	93
TEXAS				
Between 25-49%	Brazos	17,900	16,800	94
	Fayette	6,600	5,400	82
	Houston	5,500	4,800	88
	Madison	2,500	2,200	88
TEXAS				
Between 5-24%	Angelina	16,200	15,300	94
	Burleson	3,400	3,000	88
	Hardin	9,400	8,800	94
	Jefferson			
	South	39,300	38,200	97
	Lavaca	6,300	5,300	84
	Polk	4,900	4,400	89
	Robertson	4,800	4,400	92
	Trinity	2,700	2,300	86
Station Totals		897,500	854,800	95
Net Weekly Circulation (1970-71)			670,700	
Average Daily Circulation (1970-71)			427,800	



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Information for Decisions

Texas—Houston

KVRL

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2663-kw max. & 1660-kw horizontal visual, 533-kw max. & 331-kw horizontal aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1045-ft. above sea level.

Latitude 29° 45' 32"
Longitude 95° 22' 03"

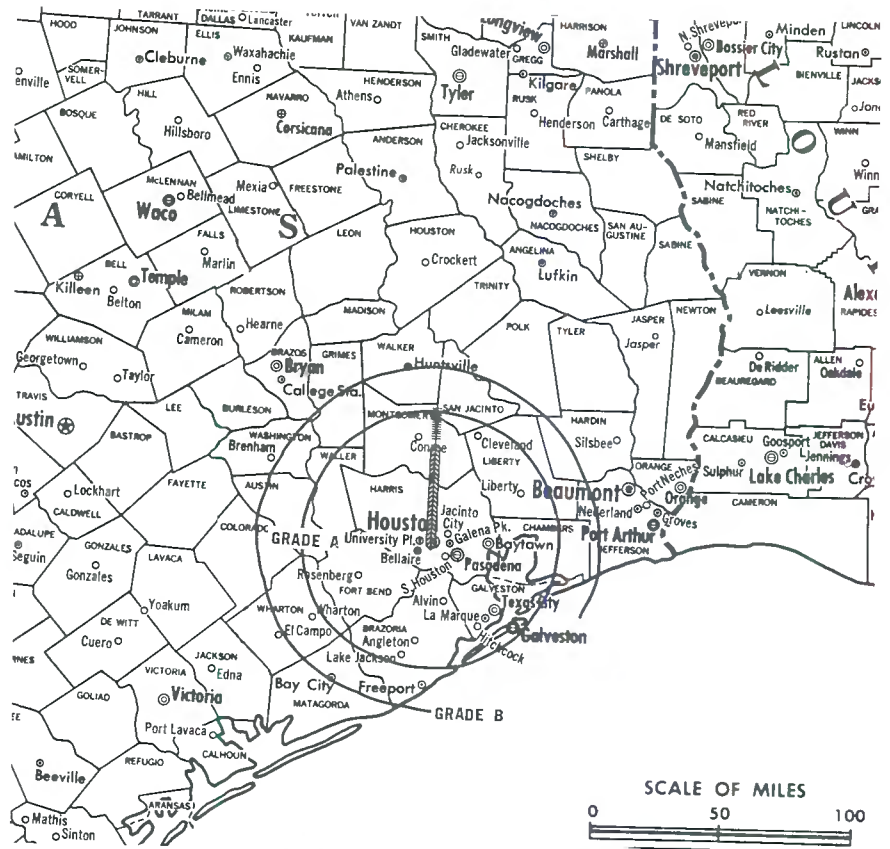
Transmitter: One Shell Plaza Bldg., Smith & McKinney Sts., Houston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



KVRL Ref: FCC File No. BMPCT-7302 Granted 4/23/70

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KVRL

Licensee: Crest Broadcasting Co., 3935 Westheimer Rd., Houston, Tex. (77027).

Studio: 3935 Westheimer Rd. (77027).

Telephone: 713-626-2610.

Ownership: Raymond G. Schindler, pres., 46.90%; Frank W. Head, v.p., 10%; Bruce Kelly, secy.-treas., 1.22%; Leon Schindler, 5.78%; Leroy J. Gloger, 6%; Warner F. Brock, 5%; Gordon Eldridge, 3.50%; Gerald Wright, 2%; Harold Bates, 5%; David R. Haworth, 3%; W. A. Schindler, 5%; 5 others, none with as much as 3%. Gloger owns KIKK, Pasadena & 40% of KSPL AM & FM, Diboll, both Tex. Bates owns 40% of KSPL AM & FM.

Began Operation: Aug. 15, 1971.

Represented (sales) by The Meeker Co.

Represented (legal) by Cottone & Peterson.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

BRUCE KELLY, station manager.

RICHARD H. ALBITZ, general sales manager.

LEE GORDON, operations manager.

H. DAN BOHN, chief engineer.

CHARLES HANSARD, business manager.

DIGEST OF RATE CARD NO. 1
(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.

Class A—5-11 p.m., Mon.-Fri.; 1-11 p.m., Sat.-Sun.

\$450.00 \$250.00 \$180.00 \$120.00 Graded rates apply*

*Highest rate: \$120.00.



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Texas—Laredo



KGNS-TV

Ch. 8

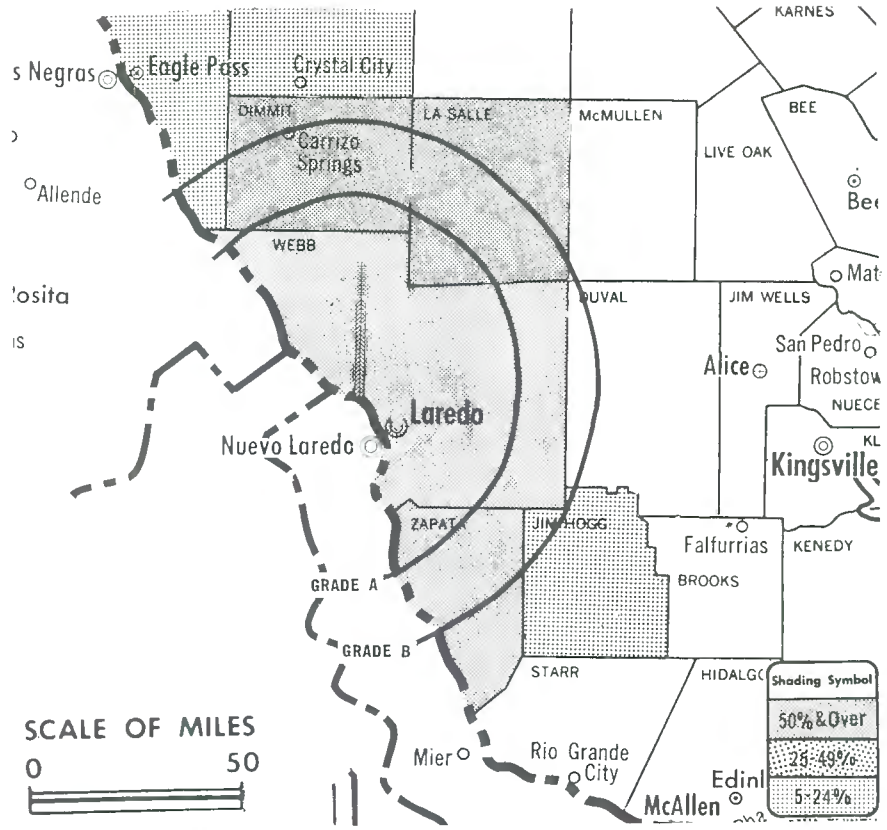
Technical Facilities: Channel No. 8
(180-186 MHz). Authorized power:
316-kw visual, 42.2-kw aural.
Antenna: 1020-ft. above av. ter-
rain, 1049-ft. above ground, 1549-
ft. above sea level.

Latitude 27° 40' 22"
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Isalitas.

News Wire Service: UPI.

Color: Network, live, film, slide &
tape.



Total Households: @ MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b)

KGNS-TV Ref: FCC File No. BNPCT-6319 Granted 9/30/66

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KGNS-TV

Network Service: NBC.

Licensee: Western Communications Inc., Box 1378 (78040).

Studio: Convent & Houston Sts. (78040).

Telephone: 512-723-7457.

Ownership: Western Communications Inc., Donald W. Reynolds,
100%. 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.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.
JAMES W. CATHEY, vice president & general manager.
WAYNE JOHNSTON, chief engineer.

DIGEST OF RATE CARD NO. 9—(Sept. 1, 1968)

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 \$80.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Dimmit	2,200	1,800	83
	La Salle	1,400	1,200	87
	Webb	18,600	17,200	92
Between 5-24%	TEXAS			
	Edwards	700	600	85
	Jim Hogg	1,200	1,000	87
	Maverick	3,700	3,000	80
Zavala	2,600	2,200	83	
Station Totals		31,700	28,100	89
Net Weekly Circulation (1970-71)				19,000
Average Daily Circulation (1970-71)				12,500

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Texas—Lubbock



KCBD-TV

Ch. 11

[Operates satellite KSWs-TV, Roswell, N.M.]

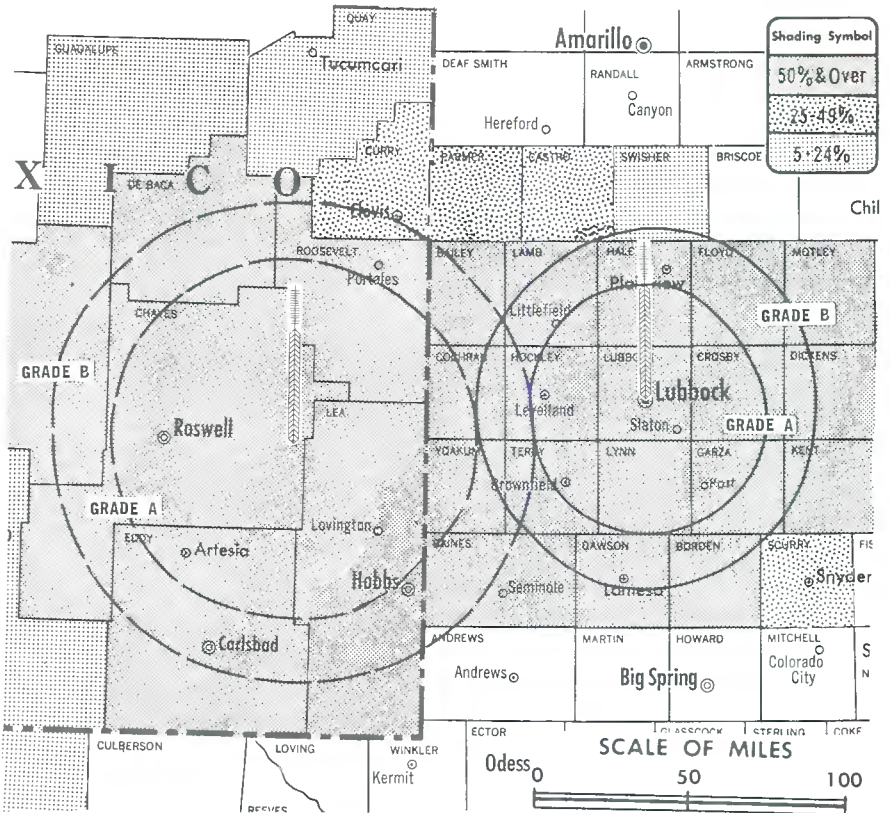
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCBD-TV Ref: FCC File No. BMPCT-5814 Granted 2/1/63
KSWs-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63

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KCBD-TV

Licensee: State Telecasting Co. Inc., 80x 1333, Columbia, S.C.
Studio: 5600 Ave. A, Box 2190 (79408).
Telephone: 806-744-1414. TWX No.: 806-747-3893.
Ownership: State Record Co., 100%. For State Record ownership & other interests, see WCBD-TV, Charleston, S.C. State Telecasting officers: Ben R. Morris, chmn. of the board; D. Frank Harden, pres.
Began Operation: May 10, 1953. Sale to present owner by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (Television Digest, Vol. 11:4).
Represented (sales) by Blair Television.
Represented (legal) by Dow, Lohnes & Albertson.
Represented (engineering) by Lohnes & Culver.
Personnel:
W. ROBERT McKINSEY, general manager.
RAY POINDEXTER, general sales manager.
ROBERT L. SNYDER, vice president for public affairs.
R. FRANK LEE, director of engineering.
LARRY CAIN, program director.
RICHARD BENEDICT, news director.

DIGEST OF RATE CARD NO. 70-2—(Sept. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. ID
Class AA—6:30-10 p.m., daily.
\$700.00 \$420.00 \$280.00 \$245.00 \$200.00 \$150.00 \$80.00

NETWORK BASE HOURLY RATE: \$600; \$900 with KSWs-TV.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Chaves	13,400	12,900	96
	De Baca	900	800	93
	Eddy	12,600	12,100	96
	Lea North	4,200	4,000	95
Lea South	11,600	11,000	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO—(Continued)			
	Lincoln	2,500	2,300	92
	Roosevelt	5,600	5,300	94
	TEXAS			
	Bailey	2,500	2,400	95
	Borden	300	300	93
	Cochran	1,400	1,300	95
	Crosby	2,600	2,500	96
	Dawson	5,100	4,800	94
	Dickens	1,400	1,300	94
	Floyd	3,400	3,300	97
	Gaines	3,200	3,100	96
	Garza	1,800	1,700	95
Hale	10,200	9,700	96	
Hockley	5,900	5,800	98	
Kent	500	500	96	
Lamb	5,500	5,300	96	
Lubbock	55,200	53,300	97	
Lynn	2,800	2,700	96	
Motley	700	600	86	
Terry	4,100	3,900	95	
Yoakum	2,300	2,200	97	
Between 25-49%	NEW MEXICO			
	Curry	12,300	11,700	95
	TEXAS			
	Castro	2,800	2,600	94
Parmer	3,000	2,800	95	
Scurry	5,200	5,000	95	
Between 5-24%	NEW MEXICO			
	Guadalupe	1,400	1,200	88
	Otero	11,500	11,000	95
	Quay	3,500	3,200	91
TEXAS				
Hudspeth	700	600	86	
Swisher	3,100	3,000	97	
Station Totals		203,200	194,200	96
Net Weekly Circulation (1970-71)			173,300	
Average Daily Circulation (1970-71)			117,100	

CHANNEL



**KCBD
LUBBOCK
TV**

KSWS-TV (8) ROSWELL

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**CHANNEL 11 HAS ENJOYED THIS
AUDIENCE DOMINANCE DURING
EVERY ARB VIEWER SURVEY
SINCE MARCH OF 1965.**

Represented Nationally By Blair Television

A Service of State Telecasting Company, Inc.

Audience and related data are based on estimates provided by American Research Bureau and are subject to the qualifications issued by ARB. Copies of such qualifications are available upon request.

Texas—Lubbock



KLBK-TV

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, KMOM-TV, Monahans]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 917-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

TV tape: Recording facilities.

AM Affiliate: KLBK, 1-kw, 1340 kHz.

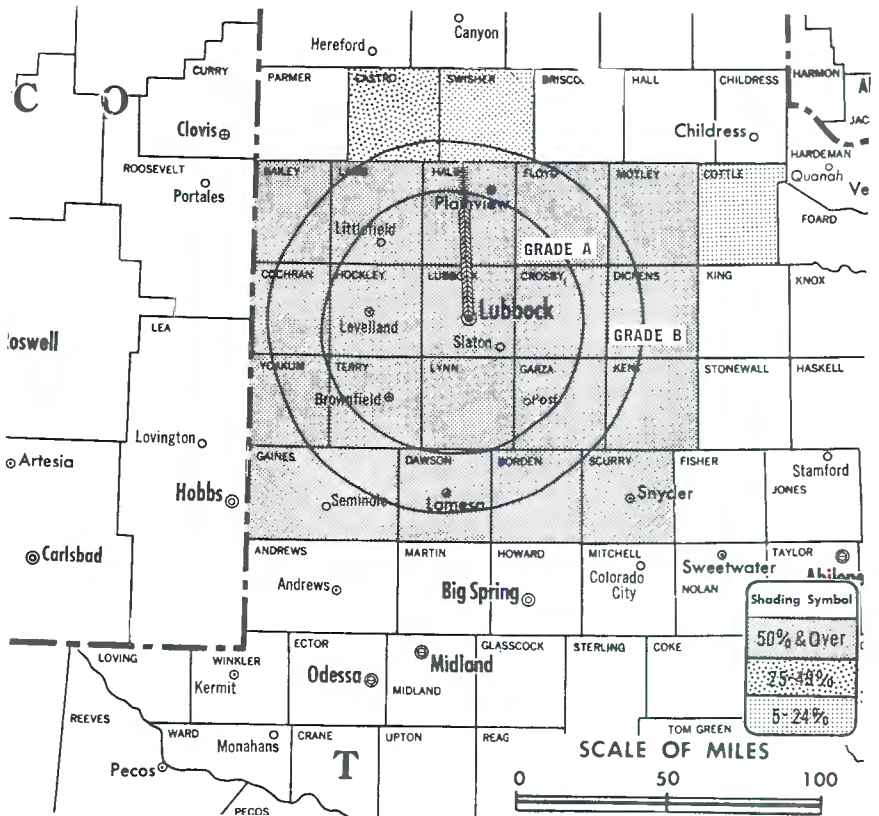
FM Affiliate: KLBK-FM, 100-kw, 94.5 MHz (No. 233), 680-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KLBK-TV Ref: FCC File No. BPCT-4059 Granted 12/27/67

© 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; Dal-Tex Optical Co. Inc., 1/3; Lee Optical and associated companies pension plan trust, 1/3. Dal-Tex is wholly owned by Theodore Shanbaum. Grayson Enterprises also owns KWAB-TV, Big Spring; KTXS-TV, Sweetwater-Abilene and KMOM-TV, Monahans, all Tex. & radios KCCN, Honolulu, Hawaii; KLBK-AM-FM, Lubbock, 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 The Meeker Co.; Bob Hix (Mountain States).

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

W. F. de TOURNILLON, exec. v.p. & general manager.

FORD ROBERTSON, local sales manager.

PAT HALES, operations manager.

DIGEST OF RATE CARD NO. 13—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA	—6:30-10 p.m., daily.					
\$600.00	\$400.00	\$250.00	\$175.00	Graded rates apply*		

*Highest rate: \$129.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Bailey	2,500	2,400	95
	Borden	300	300	93
	Cochran	1,400	1,300	95
	Crosby	2,600	2,500	96
	Dawson	5,100	4,800	94
	Dickens	1,400	1,300	94
	Floyd	3,400	3,300	97
	Gaines	3,200	3,100	96
	Garza	1,800	1,700	95
	Hale	10,200	9,700	96
	Hockley	5,900	5,800	98
	Kent	500	500	96
	Lamb	5,500	5,300	96
	Lubbock	55,200	53,300	97
	Lynn	2,800	2,700	96
	Motley	700	600	86
	Scurry	5,200	5,000	95
	Terry	4,100	3,900	95
	Yoakum	2,300	2,200	97
	Between 25-49%			
	TEXAS			
	Castro	2,800	2,600	94
	Between 5-24%			
	TEXAS			
	Cottle	1,200	1,100	91
	Swisher	3,100	3,000	97
Station Totals		121,200	116,400	96
Net Weekly Circulation (1970-71)				120,200
Average Daily Circulation (1970-71)				89,000

For U.S. TV Station Call Letters
See page 7-b

Texas—Lubbock

KMXN-TV

Ch. 34

[Spanish-language outlet]

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 4080-kw max. & 1185-kw horizontal visual, 813-kw max. & 237-kw horizontal aural. Antenna: 850-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.
Latitude 33° 30' 08"
Longitude 101° 52' 20"

Transmitter: 1.2-mi. S of city limits on University Ave.

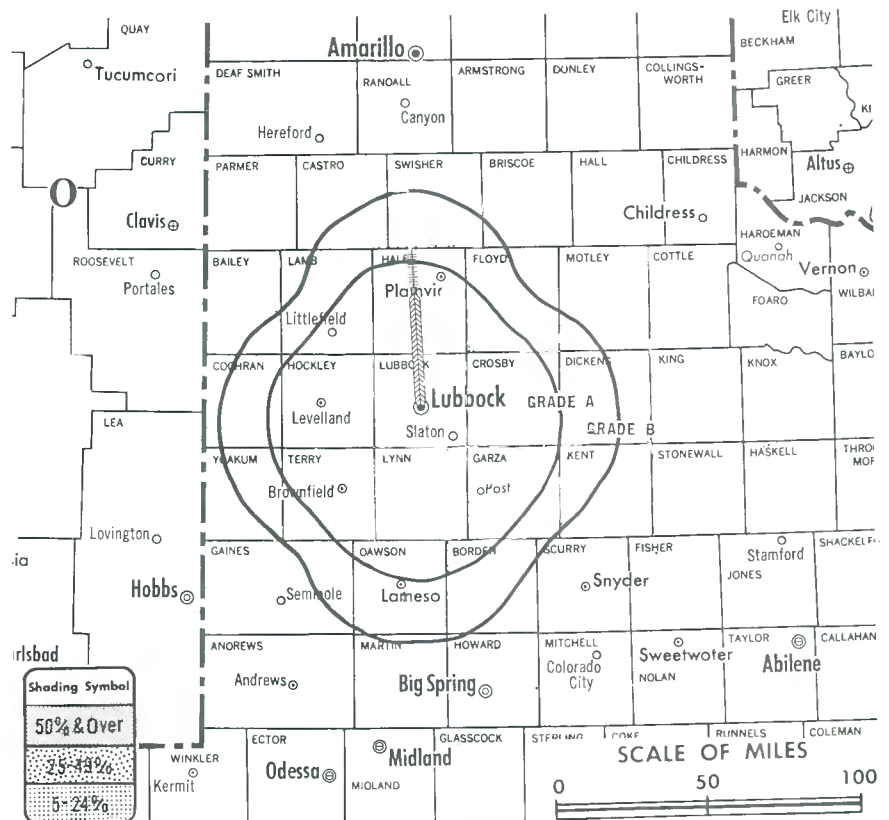
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Not available.



KMXN-TV Ref: FCC File No. BDC7-4157 Granted 10/29/68

American Map Co., Inc., N.Y., No. 14244

KMXN-TV

Network Service: None, independent Spanish-language outlet.

Licensee: Double H Corp., 21 Briercroft Center, Lubbock, Tex.

Studio: 2015 50th St., Lubbock, Tex. (79413).

Telephone: 806-747-4334.

Ownership: Henry L. Huneke, pres., 10%; W. B. Rushing, secy., 90%.

Began Operation: Oct. 20, 1967. Sale to present owners by Chester H. & Clarence L. Kissell approved by FCC Aug. 30, 1968. Left air July 21, 1970; resumed broadcasting Oct. 24, 1970.

Represented (legal) by Daly & Joyce.

Represented (sales) by Spanish International Network.

Personnel:

C. L. HOLGERSON, general manager & sales manager.

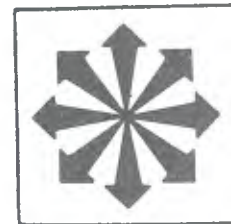
STEVE JOHNSON, production manager.

JOHN VANDENBERG, chief engineer.

DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
\$200.00	\$140.00	\$90.00	\$75.00	\$40.00	\$20.00	\$15.00

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BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Texas—Lubbock



KSEL-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level. Latitude 33° 30' 57" Longitude 101° 50' 54"

Transmitter: .2-mi. SW of intersection of 84th St. & Ave. J, near Lubbock.

TV tape: Recording facilities.

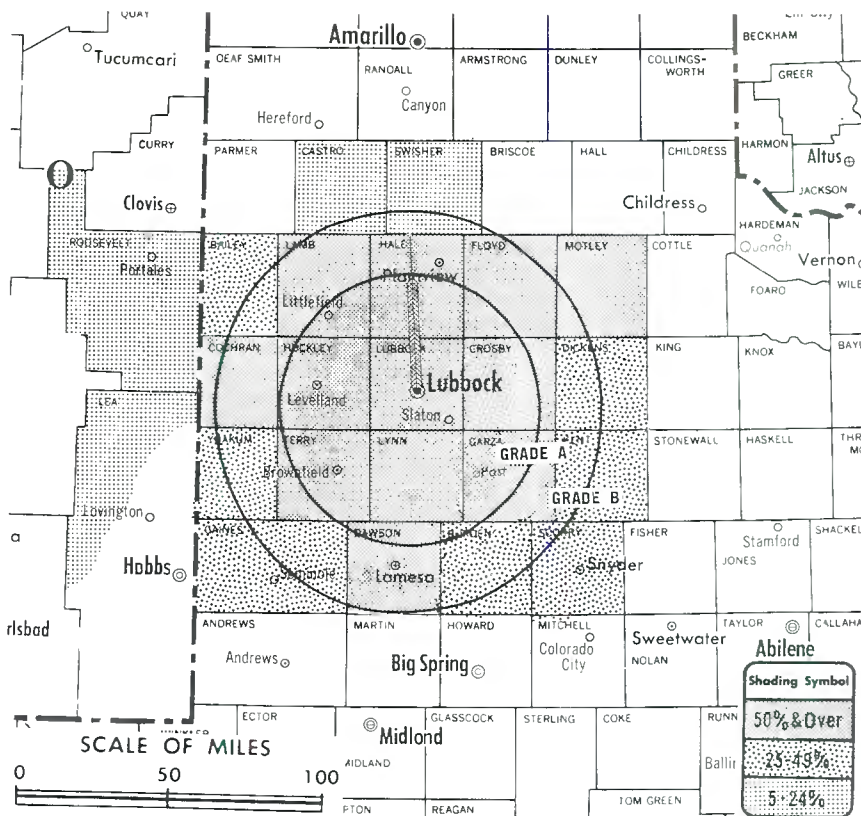
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KSEL, 5-kw (.5-kw N), 950 kHz.

FM Affiliate: KSEL-FM, 93.7 MHz (No. 229), 30-kw, 155-ft.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KSEL-TV Ref: FCC File No. BMMPT-6862 Granted 10/11/68

© American Map Co., Inc., N.Y. No. 14244

KSEL-TV

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 2805, Lubbock, Tex. (79408).

Studio: 1201 84th (79412).

Telephone: 806-747-4561.

Ownership: Tolbert Foster & Allan Shivers, 15.7% each; W. E. Dyche Jr. & Edgar B. Younger Jr., 11.5% each; R. B. & Bill McAlister, 4.2% each; 24 others, none with as much as 4%. McAlisters hold 50% each of McAlister Bcstg., licensee of KSEL AM & FM, Lubbock.

Began Operation: Nov. 11, 1968. Transfer of control to present owners approved by FCC June 10, 1970.

Represented (sales) by H-R Television.

Represented (legal) by Jorgensen & Resnick.

Personnel:

BILL McALISTER, general manager.

PAUL ARCHINAL, sales manager.

BILL BAKER, chief engineer.

A. C. WIMBERLY, program director.

DIGEST OF RATE CARD NO. 4
(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec.

Class AA—6:30-10 p.m., daily.

Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cochran	1,400	1,300	95
	Crosby	2,600	2,500	96
	Dawson	5,100	4,800	94
	Floyd	3,400	3,300	97
	Garza	1,800	1,700	95
	Hale	10,200	9,700	96
	Hockley	5,900	5,800	98
	Lamb	5,500	5,300	96
	Lubbock	55,200	53,300	97
	Lynn	2,800	2,700	96
Motley	700	600	86	
Terry	4,100	3,900	95	
Between 25-49%	TEXAS			
	Bailey	2,500	2,400	95
	Borden	300	300	93
	Dickens	1,400	1,300	94
	Gaines	3,200	3,100	96
	Kent	500	500	96
Between 5-24%	NEW MEXICO			
	Lea North	4,200	4,000	95
	Roosevelt	5,600	5,300	94
TEXAS	Castro	2,800	2,600	94
	Swisher	3,100	3,000	97
Station Totals		129,800	124,600	96
Net Weekly Circulation (1970-71)				92,700
Average Daily Circulation (1970-71)				54,900

Texas—Lufkin

NBC abc KTRE-TV

Ch. 9

[Satellite of KLTV, Tyler, Tex.]

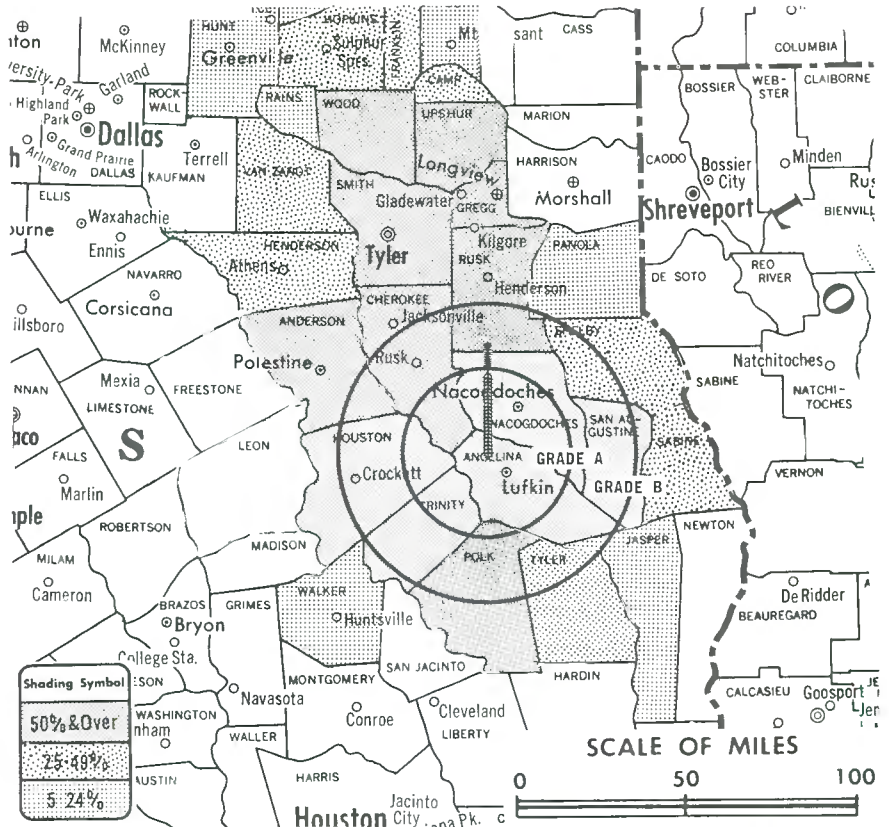
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson. Color: Network, live, film, slide & tape.

News Wire Service: AP.

ARB Data: Included with KLTV, Tyler.



County coverage based on ARB study (see page 4-b).

KTRE-TV Ref: FCC File No. BMPCT-2088 Granted 4/10/55

© 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.

Ownership: Robert P. Buford, Gerald Buford, Geoffrey Buford, 25 $\frac{1}{3}$ % each; Marshall Pengra Jr. & Michael Pengra, 8 $\frac{1}{2}$ % each; Lucille Buford estate, 3 $\frac{1}{2}$ %; Marshall Pengra Sr., 3%. 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 H-R Television.

Personnel:

ROBERT P. BUFORD, president.
BILL CARTER, executive vice president & general manager.
MARY ANN CHRISTOPHER, office manager.
TOM PERRYMAN, chief engineer.
HAZEL STEPHERSON, traffic manager.
LEE WALTON, production supervisor.
BOB BROWNING, news director.
JONIE LAWRENCE, promotion director.

Rates: Sold in combination with KLTV, Tyler-Longview, Tex.

NETWORK BASE HOURLY RATE: \$200.

Hogan-Feldmann, Inc.

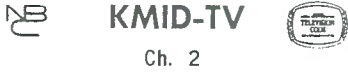
MEDIA BROKERS · CONSULTANTS

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Burbank, California 91505

Area Code 213 849-3201

Texas—Midland & Odessa



Technical Facilities: Channel No. 2 (54-60 MHz). 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"

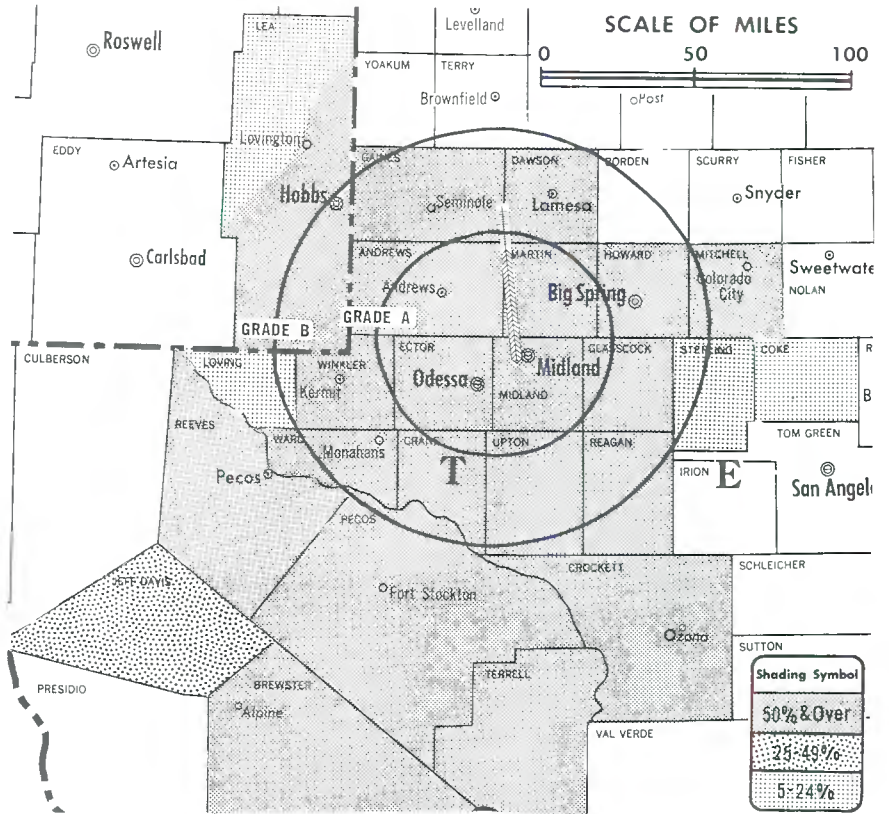
Transmitter: 13.5-mi. NW of Midland.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.: 910-897-5682.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; E. G. Rodman, secy.-treas., 12.3%; R. H. Drewry, director, 29%; T. R. Warkentin heirs, 18.4%; Paul Davis, 5.2%; Ida Elizabeth Oliver, 5.2%; 4 other stockholders, none owns over 5.2%. R. H. Drewry and Warkentin heirs are stockholders in KSWO-TV and KSWO, Lawton, Okla., and radios 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.

JOHN FOSTER, sales manager.

GEORGE WRIGHT, chief engineer.

JOE DOMINEY, operations director.

DIGEST OF RATE CARD NO. 13 (March 1, 1971)

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*	

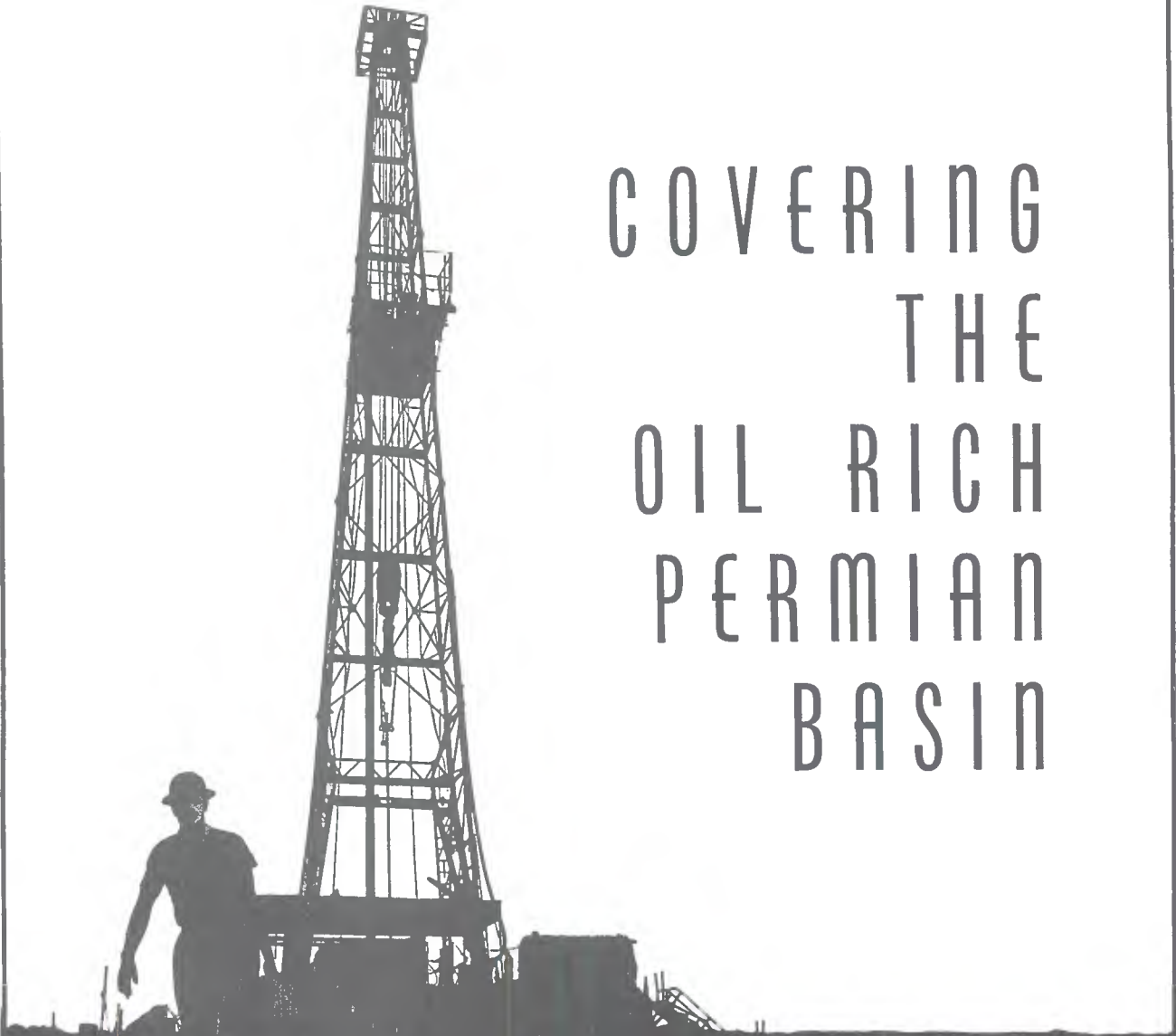
*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$400.

For Station-Owned Translators
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NEW MEXICO				
	Lea South	11,600	11,000	95
TEXAS				
	Andrews	3,100	3,000	95
	Brewster	2,300	2,000	86
	Crane	1,300	1,300	98
	Crockett	1,200	1,100	90
	Dawson	5,100	4,800	94
	Ector	28,500	27,500	97
	Gaines	3,200	3,100	96
	Glasscock	300	300	97
	Howard	11,800	11,500	97
	Martin	1,400	1,400	97
	Midland	20,000	19,400	97
	Mitchell	3,000	2,800	94
	Pecos	4,200	3,900	94
	Reagan	1,000	1,000	98
	Reeves	4,600	4,300	93
	Terrell	600	500	85
	Upton	1,500	1,400	94
	Ward	3,800	3,600	96
	Winkler	3,000	2,900	96
Between 25-49%				
TEXAS				
	Jeff Davis	500	400	83
Between 5-24%				
NEW MEXICO				
	Lea North	4,200	4,000	95
TEXAS				
	Coke	1,100	1,000	95
	Dickens	1,400	1,300	94
	Loving	100	100	97
	Mc Culloch	3,100	2,700	87
	Menard	1,000	800	79
	Sterling	300	300	92
Station Totals		123,200	117,400	95
Net Weekly Circulation (1970-71)				100,200
Average Daily Circulation (1970-71)				65,500

Maximum Power On Channel 2
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COVERING
THE
OIL RICH
PERMIAN
BASIN

KMID TV
channel 2 NBC
M I D L A N D — O D E S S A

AVERY-KNODEL, INC., N. Y.

Texas—Midland

KDCD-TV

Ch. 18

(Left air March 16, 1971)

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: .631-kw visual, .324-kw aural. Antenna: 440-ft. above av. terrain, 444-ft. above ground, 3244-ft. above sea level.

Latitude 31° 59' 54"
Longitude 102° 04' 30"

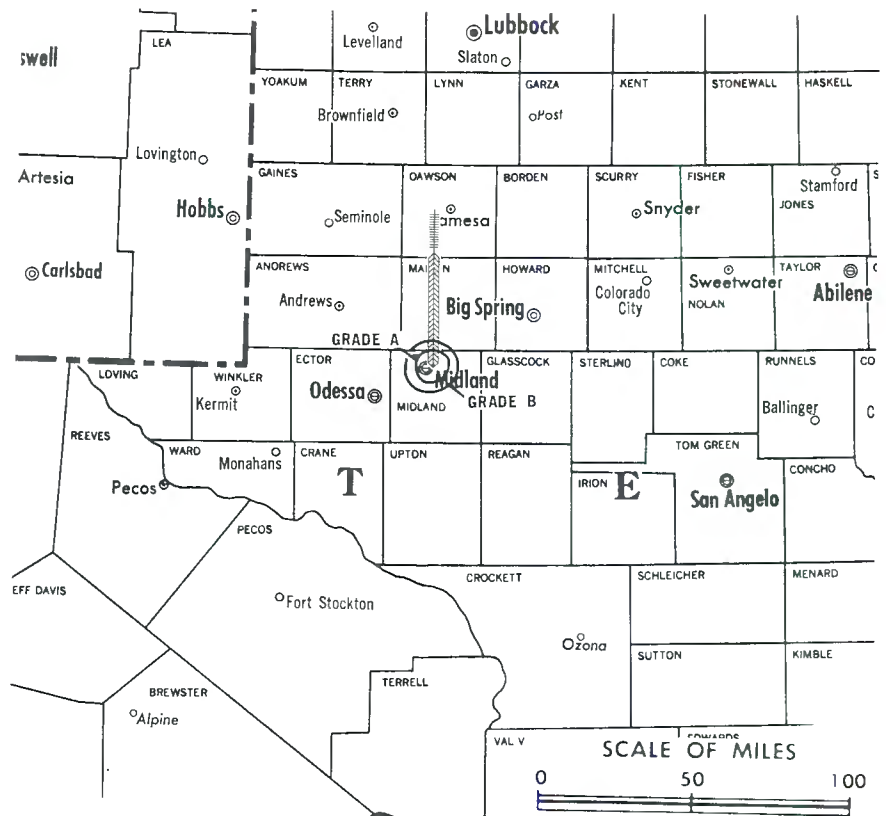
Holds CP for change to 1.6-kw max. & .813-kw horizontal visual, 0.32-kw max. & .162-kw horizontal aural, 390-ft. above av. terrain, 413-ft. above ground, 3194-ft. above sea level. BPCT-4490.

Transmitter: SE corner of Marienfeld at Wall Sts.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

ARB Data: Not available.



KDCD-TV Ref: FCC File No. BMPCT-5660 Granted 10/13/61

©American Map Co., Inc., N.Y., No. 14244

KDCD-TV

Licensee: Midland Telecasting Co. Inc., Box 5345, Wilco Bldg., Marienfeld at Wall, Midland (79701).

Studio: 3201 West Wall St., Midland (79701).

Telephone: 915-694-1213.

Ownership: Henry C. Darwin, 41%; Luther T. Fair, 39%; Louise T. McCracken, 10%.

Began Operation: Dec. 9, 1961. Note: Left air Feb. 16, 1962; resumed operation June 8, 1969. Left air again March 16, 1971; due to resume operation May 21, 1972.

Personnel:

CHET DARWIN, general manager.
BART DARWIN, program director.

DIGEST OF RATE CARD NO. 1A

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$200.00	\$130.00	\$80.00	\$52.00	\$40.00	\$35.00	\$24.00



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Texas—Monahans & Odessa



KMOM-TV

Ch. 9

[Also operates satellite KWAB-TV, Big Spring, Tex.]

Technical Facilities: Channel No. 9 (186-192 MHz). 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"

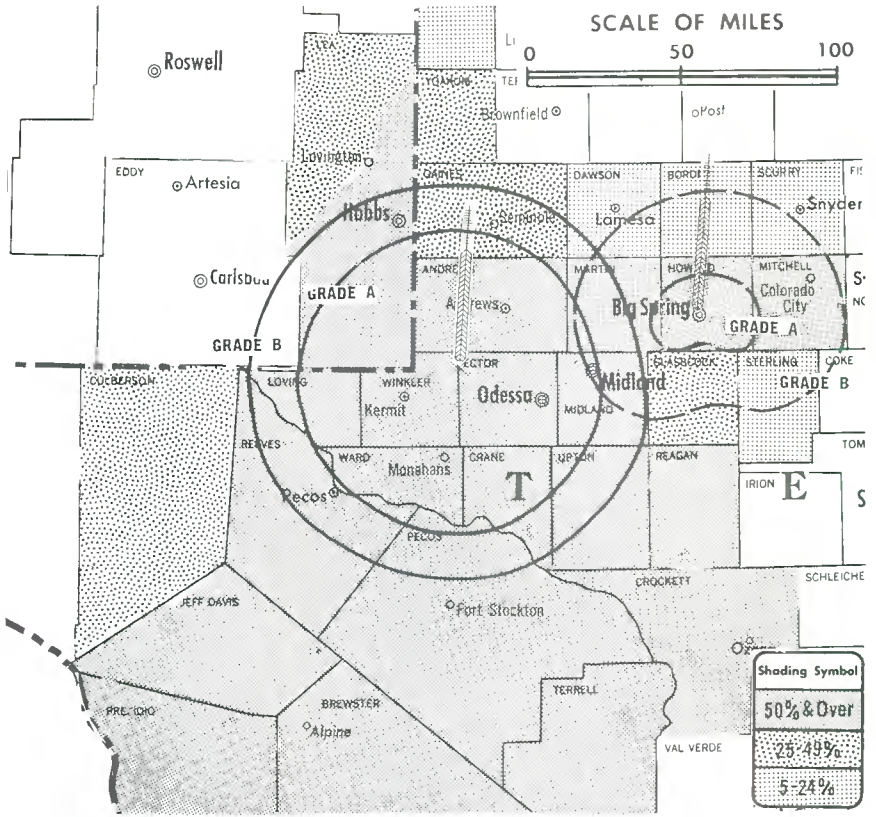
Transmitter: 17-mi. ENE of Kermit, Tex.; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) A. D. Ring & Associates.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KMOM-TV Ref: FCC File No. B1CT-3000 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

KMOM-TV

Licensee: Grayson Enterprises Inc., Drawer N, Monahans (79756).

Mailing Address: Drawer N, Monahans (79756).

Studios: 501 N. Grant, Odessa; 2-mi. N of Monahans on Kermit 18 Hwy.

Telephones: 915-563-1803, Odessa & Midland; 915-943-3231, Monahans.

TWX No.: 915-943-4802.

Ownership: Grayson Enterprises Inc. See KLBK-TV, Lubbock, Tex.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to present owner by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

Personnel:

FRANK LOKEY, general mgr., sales mgr. & program director.

JOE CONNALLY, chief engineer.

BOB LINDLEY, operations & production manager.

IRENE WRIGHT, national sales coordinator.

DIGEST OF RATE CARD NO. 6 (Feb. 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. ID

Class AA—6:30-10 p.m., daily.

\$600.00 \$400.00 \$250.00 \$200.00 \$115.00 \$115.00 \$55.00

NETWORK BASE HOURLY RATE: \$275.

ARB Data: Figures include coverage of satellite KWAB-TV, Big Spring, Tex.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO				
		Lea South	11,600	11,000	95
	TEXAS				
		Andrews	3,100	3,000	95
		Brewster	2,300	2,000	86
		Crane	1,300	1,300	98
		Crockett	1,200	1,100	90
		Ector	28,500	27,500	97
		Howard	11,800	11,500	97
		Jeff Davis	500	400	83
		Loving	100	100	97
		Martin	1,400	1,400	97
		Midland	20,000	19,400	97
		Mitchell	3,000	2,800	94
		Pecos	4,200	3,900	94
		Presidio	1,400	1,200	83
		Reagan	1,000	1,000	98
		Reeves	4,600	4,300	93
		Terrell	600	500	85
	Upton	1,500	1,400	94	
	Ward	3,800	3,600	96	
	Winkler	3,000	2,900	96	
Between 25-49%	NEW MEXICO				
		Lea North	4,200	4,000	95
	TEXAS				
		Culberson	900	800	90
		Gaines	3,200	3,100	96
	Glasscock	300	300	97	
	Yoakum	2,300	2,200	97	
Between 5-24%	TEXAS				
		Borden	300	300	93
		Cochran	1,400	1,300	95
		Dawson	5,100	4,800	94
		Dickens	1,400	1,300	94
		Scurry	5,200	5,000	95
	Sterling	300	300	92	
Station Totals			129,500	123,700	96
Net Weekly Circulation (1970-71)					94,400
Average Daily Circulation (1970-71)					51,700

Texas—Odessa



KOSA-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

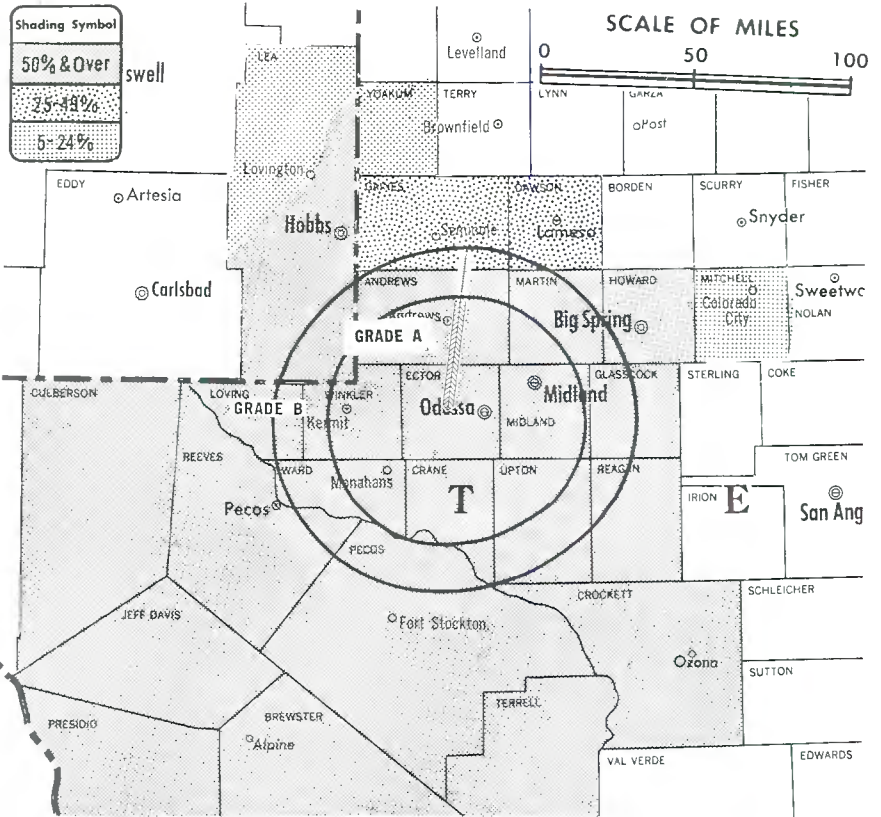
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KOSA-TV Ref: FCC File No. BMPCT-4369 Granted 11/26/56 ©American Map Co., Inc., N.Y., No. 14244

KOSA-TV

Licensee: Doubleday Broadcasting Co. Inc., 3900 Harry Hines Blvd., Dallas, Tex. (75219).

Studio: 1211 N. Whitaker, Odessa, Tex. (79760).

Telephone: 915-337-8301. TWX No.: 915-332-0051.

Ownership: See KROD-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.
DAVE SCRIBNER, president.
JOHN VACCA, v.p., general manager & film buyer.
ED COSTELLO, v.p., station & sales manager.
DOYCE ELLIOTT, national sales manager.
GEORGE McDONALD, operations manager.
DAVE WILLIAMS, chief engineer.

DIGEST OF RATE CARD NO. 11
(April 20, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.
\$400.00 \$240.00 \$160.00 \$120.00 Graded rates apply*

*Highest rate: \$161.

NETWORK BASE HOURLY RATE: \$375.

For Group Ownership of TV Stations
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	NEW MEXICO			
	Lea South	11,600	11,000	95
	TEXAS			
	Andrews	3,100	3,000	95
	Brewster	2,300	2,000	86
	Crane	1,300	1,300	98
	Crockett	1,200	1,100	90
	Culbertson	900	800	90
	Ector	28,500	27,500	97
	Glasscock	300	300	97
	Howard	11,800	11,500	97
50% & Over	Jeff Davis	500	400	83
	Loving	100	100	97
	Martin	1,400	1,400	97
	Midland	20,000	19,400	97
	Pecos	4,200	3,900	94
	Presidio	1,400	1,200	83
	Reagan	1,000	1,000	98
	Reeves	4,600	4,300	93
	Terrell	600	500	85
	Upton	1,500	1,400	94
	Ward	3,800	3,600	96
	Winkler	3,000	2,900	96
Between 25-49%	TEXAS			
	Dawson	5,100	4,800	94
	Gaines	3,200	3,100	96
Between 5-24%	NEW MEXICO			
	Lea North	4,200	4,000	95
	TEXAS			
	Dickens	1,400	1,300	94
	Mitchell	3,000	2,800	94
	Yoakum	2,300	2,200	97
Station Totals		122,300	116,800	96
Net Weekly Circulation (1970-71)				97,000
Average Daily Circulation (1970-71)				68,900

Texas—San Angelo



KACB-TV



Ch. 3

[Satellite of KRBC-TV, Abilene]

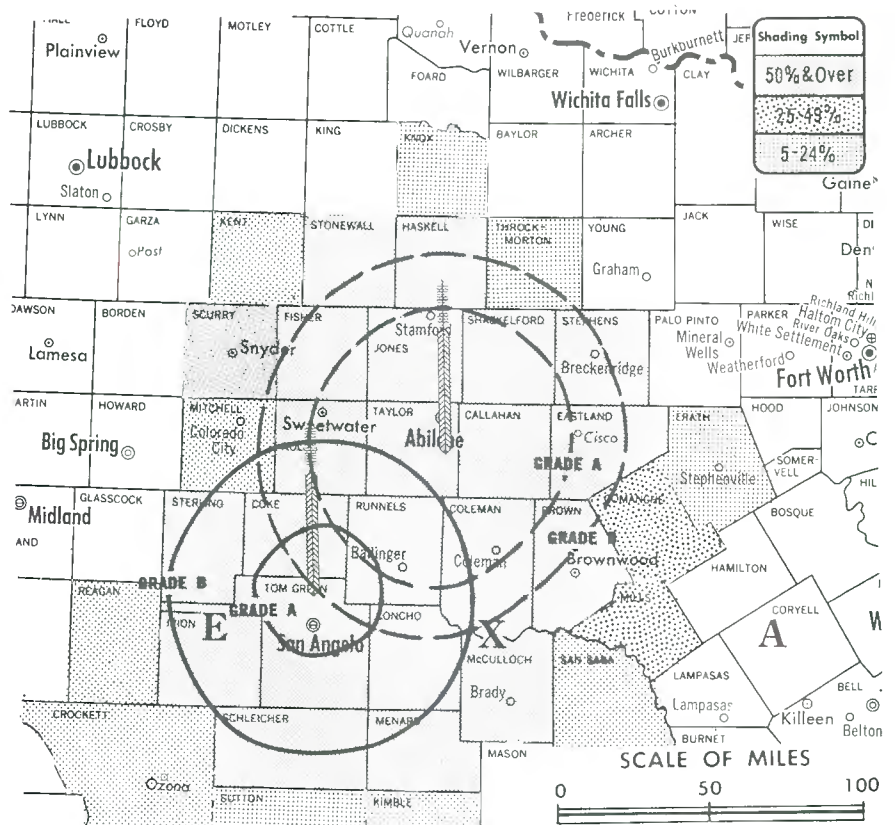
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 596-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

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 based on ARB study (see page 1-b).

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 & Bankson.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

DALE ACKERS, president.
WILLIAM TERRY, station & sales manager.
NORMAND MANN, program director.
GENE SMITH, chief engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Combination rate with KRBC-TV \$500.

ARB Data for this Station Included with Parent KRBC-TV, Abilene. Above Map Reflects Coverage of both Parent & Satellite.

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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Texas—San Angelo

abc KCTV
Ch. 8

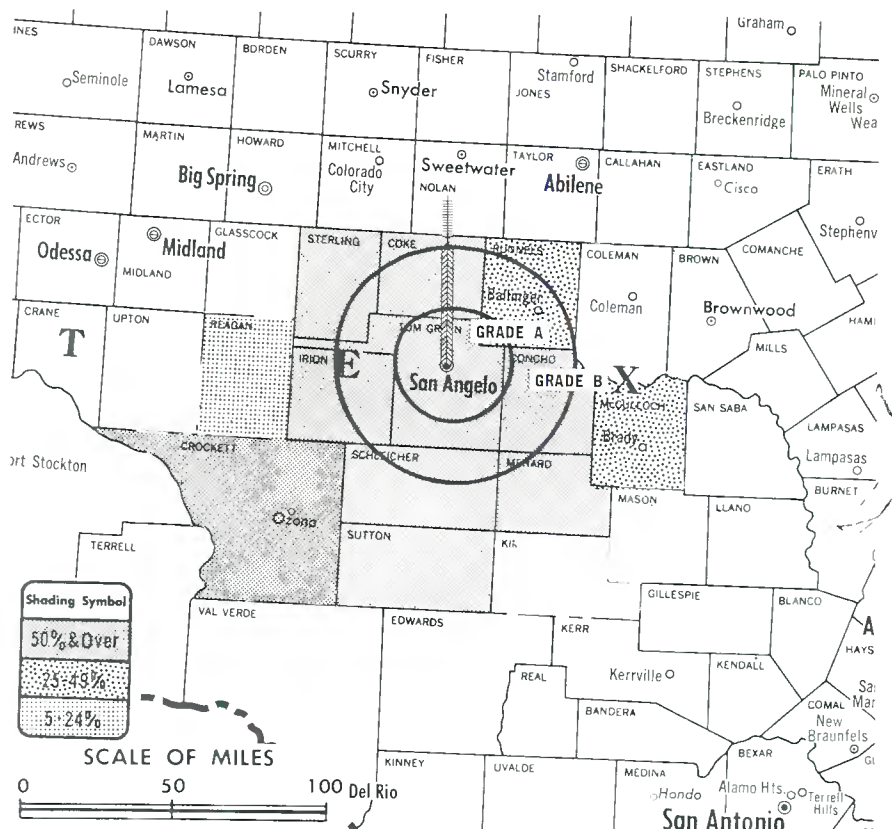
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level.

Latitude 31° 29' 29"
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

©American Map Co., Inc., N.Y., No. 14244

KCTV

Licensee: Jewell TV, Box 1941, San Angelo, Tex. (76901).

Studio: 1011 E. 28th St.

Telephone: 915-655-7383.

TWX No.: 910-897-5535.

Ownership: T. B. Lanford, 100%. For other Lanford interests, see KALB-TV, Alexandria, La.

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 Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved by FCC Jan. 20, 1971.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (sales) by Adam Young Inc.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

HARRY MOORADIAN, general manager.
J. HARRY ABBOTT, general sales manager.
CHARLES STEWART, news director.
ED MATEO, chief engineer.
FRANCES HENSON, business manager.
JOHN MCGEE, sales service manager.

DIGEST OF RATE CARD NO. 8—(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$250.00 \$175.00 \$125.00 \$75.00 \$60.00 \$45.00 \$35.00 \$25.00

NETWORK BASE HOURLY RATE: \$200 (CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,100	1,000	95
	Concho	1,000	900	94
	Crockett	1,200	1,100	90
	Irion	400	400	90
	Menard	1,000	800	79
	Schleicher	800	700	92
	Sutton	1,000	800	85
	Tom Green	22,900	21,900	96
Between 25-49%	TEXAS			
	Mc Culloch	3,100	2,700	87
	Runnels	4,200	4,000	95
Between 5-24%	TEXAS			
Reagan	1,000	1,000	98	
Station Totals		38,000	35,600	94
Net Weekly Circulation (1970-71)				28,600
Average Daily Circulation (1970-71)				21,900

Texas—San Antonio



KENS-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

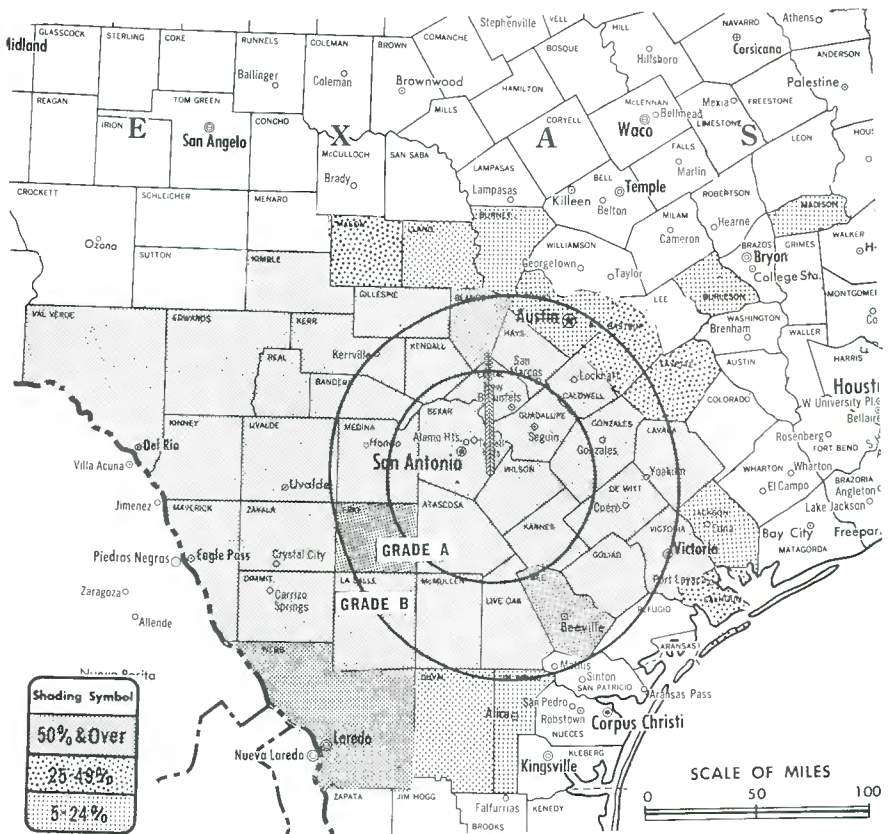
TXW No.: 512-571-0951.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MST
Consumer Market Data as of 1/1/72.
TV Homes, TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KENS-TV Ref: FCC File No. BPCT-3308 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

KENS-TV

Licensee: Express Communications Inc., Ave. E & Fourth St. (78205).

Ownership: Harte-Hanks Newspapers Inc., 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).

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 (legal) by Arnold & Porter.

Represented (engineering) by W. G. Edgerton.

Personnel:

WAYNE KEARL, president & general manager.
BILL LYDLE, v.p. & director of sales.
ELLIOT R. KLEEMAN, asst. sales manager.
WILLIAM SHOMETTE, program manager.
BOB ROGERS, news director.
RAY McMILLAN, chief engineer.

DIGEST OF RATE CARD NO. 71A—(July 1, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$1000.00 \$700.00 Graded rates apply*

*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	5,500	5,100	92
	Bandera	1,900	1,800	95
	Bee	6,700	6,100	92

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS—(Continued)				
	Bexar	246,000	234,600	95
	Blanco	1,400	1,300	93
	Caldwell	6,200	5,700	92
	Comal	8,100	7,700	94
	De Witt	6,500	5,800	90
	Dimmit	2,200	1,800	83
	Edwards	700	600	85
	Frio	3,100	2,700	88
	Gillespie	3,800	3,300	87
	Goliad	1,600	1,400	89
	Gonzales	5,400	5,000	92
	Guadalupe	10,800	10,000	93
	Hays	7,700	7,200	94
	Karnes	3,900	3,600	91
	Kendall	2,600	2,300	90
	Kerr	6,800	6,200	91
	Kimble	1,400	1,200	84
	Kinney	600	500	81
	La Salle	1,400	1,200	87
	Lavaca	6,300	5,300	84
	Live Oak	2,100	1,900	92
	McMullen	400	400	92
	Maverick	3,700	3,000	80
	Medina	5,900	5,400	92
	Real	700	600	80
	Uvalde	5,200	4,700	90
	Val Verde	7,000	6,100	88
	Victoria	16,500	15,300	92
	Webb	18,600	17,200	92
	Wilson	3,800	3,400	90
	Zavala	2,600	2,200	83

Between 25-49%	State County	Total Households	TV Households	%
	TEXAS			
	Bastrop	6,000	5,400	91
	Calhoun	5,000	4,600	92

(Continued on page 799-b)

Station Totals	552,300	516,400	93
Net Weekly Circulation (1970-71)			370,900
Average Daily Circulation (1970-71)			256,900

795-b

Texas—San Antonio



KSAT-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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: UPI, Western Union Sports.

News Film Service: ABC.

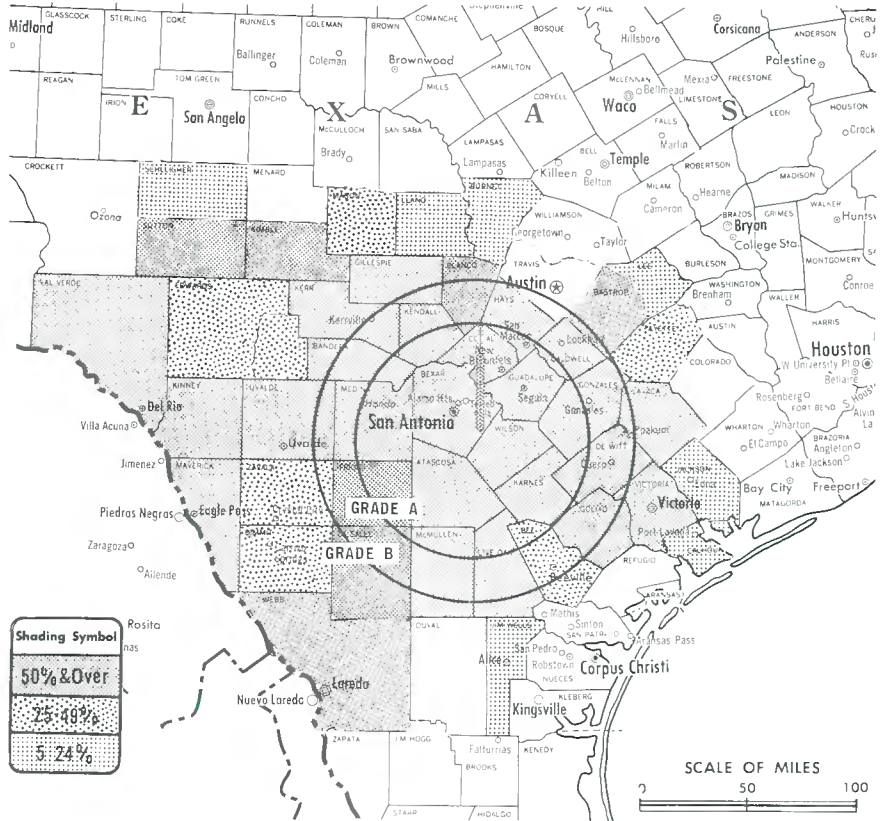
Total Household(s): © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSAT-TV Ref: FCC File No. BPC-2892 Granted 9/27/61

© American Map Co., Inc., N.Y., No. 14244

KSAT-TV

Licensee: The Outlet Co., Box 2478, San Antonio, Tex. (78298).

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 Edward Petry & Co.

Represented (legal) by Amram, Hahn, Sundlun & Sandground.

Personnel:

- JOSEPH S. SINCLAIR, chairman of board.
- KENNETH LOGOWITZ, president & chief executive officer.
- JAMES SCHIAVONE, vice president & general manager.
- JACK DIX, general sales manager.
- CLYDE FORMBY, program manager.
- LEO TRUMBLE, operations manager.
- KATIE FERGUSON, public service director.
- JIM LOGAN, news director.
- BRUCE LAUGHLIN, chief engineer.

DIGEST OF RATE CARD NO. 2

(Sept. 1, 1971)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$950.00 \$570.00 Graded rates apply*

*Highest rate: \$540.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	5,500	5,100	92
	Bandera	1,900	1,800	95
	Bastrop	6,000	5,400	91
	Bexar	246,000	234,600	95
	Blanco	1,400	1,300	93

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
	Caldwell	6,200	5,700	92
	Comal	8,100	7,700	94
	De Witt	6,500	5,800	90
	Frio	3,100	2,700	88
	Gillespie	3,800	3,300	87
	Goliad	1,600	1,400	89
	Gonzales	5,400	5,000	92
	Guadalupe	10,800	10,000	93
	Hays	7,700	7,200	94
	Karnes	3,900	3,600	91
	Kendall	2,600	2,300	90
	Kerr	6,800	6,200	91
50% & Over	Kimble	1,400	1,200	84
	Kinney	600	500	81
	La Salle	1,400	1,200	87
	Lavaca	6,300	5,300	84
	Live Oak	2,100	1,900	92
	McMullen	400	400	92
	Maverick	3,700	3,000	80
	Medina	5,900	5,400	92
	Sutton	1,000	800	85
	Uvalde	5,200	4,700	90
	Val Verde	7,000	6,100	88
	Victoria	16,500	15,300	92
	Webb	18,600	17,200	92
	Wilson	3,800	3,400	90
Between 25-49%				
	TEXAS			
	Bee	6,700	6,100	92
	Dimmit	2,200	1,800	83
	Edwards	700	600	85
	Fayette	6,600	5,400	82
	Mason	1,300	1,100	85

(Continued on page 799-b)

Station Totals	547,800	512,400	94
Net Weekly Circulation (1970-71)			363,200
Average Daily Circulation (1970-71)			230,900

Texas—San Antonio

KWEX-TV

Ch. 41

[Spanish language outlet]

Technical Facilities: Channel No. 41 (632-638 MHz). 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: 411 E. Durango.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

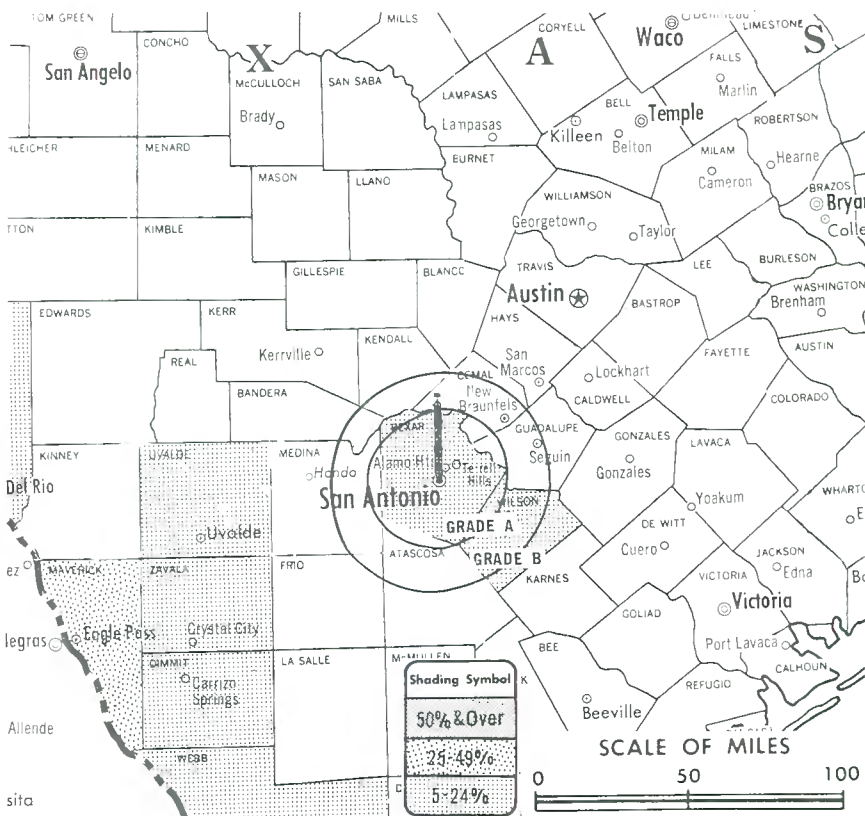
Total Households: + MS1

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KWEX-TV Ref: FCC File No. BPCT-3573 Granted 7/12/65

© American Map Co., Inc., N.Y., No. 14244

KWEX-TV

Network Service: None, independent. Spanish language outlet (Spanish International Broadcasting Network).

Licensee: Spanish International Communications Corp., P.O. Box 9225, San Antonio, Tex. (78204).

Studio: 411 E. Durango. Telephone: 512-227-4141.

Ownership: See KMEX-TV, Los Angeles, Cal.

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 & Kittner.

Personnel:

FRANK FOUCE, president.
RENE ANSELMO, vice president.
JULIAN KAUFMAN, vice president.
EMILIO NICOLAS, vice president & general manager.
JAMES R. MEEK, v.p. & director of engineering.
JUAN GARZA, operations manager.
J. MANUEL CALVO, business manager.
MARTHA TOJERINA, women's program director.
TRIEL GUTIERREZ, production manager.
MICKEY BROUSSEAU, color production manager.

DIGEST OF RATE CARD NO. 9

(March 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Zone I—6:30-10:30 p.m., Mon.-Fri.; 7-10 p.m., Sat.-Sun.					
\$800.00	\$500.00	\$300.00	\$200.00	\$55.00	\$27.50

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Maverick	3,700	3,000	80
Between 5-24%	TEXAS Bexar Dimmit Uvalde Val Verde Webb Wilson Zavala	246,000 2,200 5,200 7,000 18,600 3,800 2,600	234,600 1,800 4,700 6,100 17,200 3,400 2,200	95 83 90 88 92 90 83
Station Totals		289,100	273,000	94
Net Weekly Circulation (1970-71)			56,300	
Average Daily Circulation (1970-71)			28,800	

Texas—San Antonio



WOAI-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N 79 E.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

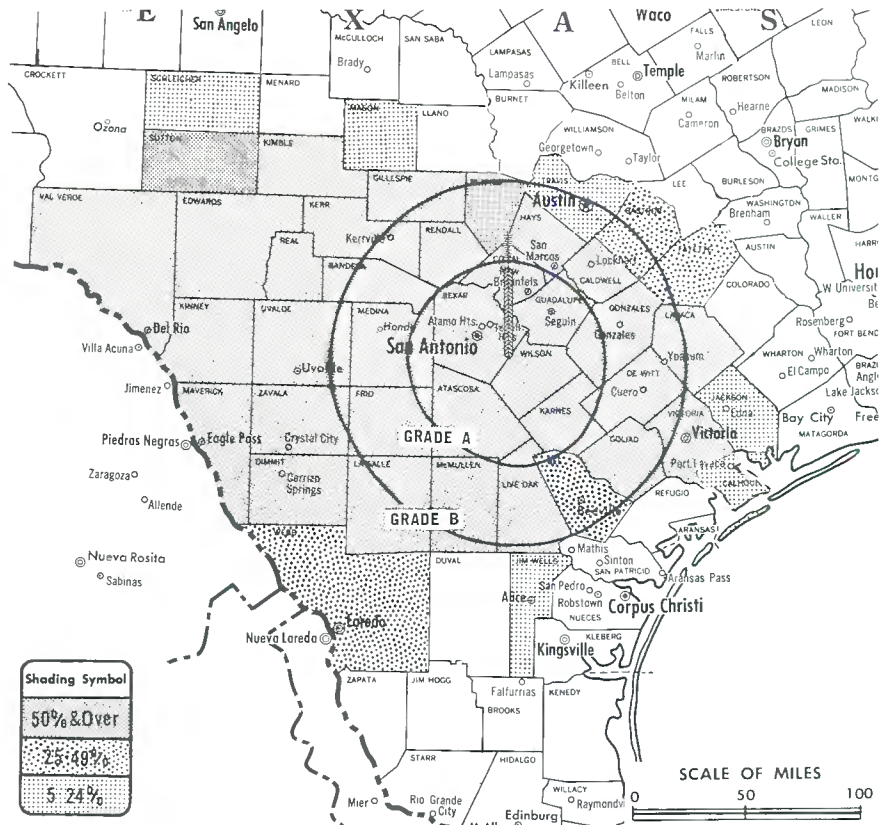
AM Affiliate: WOAI, 50-kw, 1200 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WOAI-TV Ref: FCC File No. BPCT-2297 Granted 8/1/57

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WOAI-TV

Licensee: Avco Broadcasting Corp., 1031 Navarro St., San Antonio (78205).

Telephone: 512-227-4221. TWX No.: 512-571-0920.

Ownership: Subsidiary of Avco Corp. For other interests see WLWT, Cincinnati, Ohio.

Began Operation: Dec. 11, 1949. Sale to present owner by Hugh Half 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:

- JOHN T. MURPHY, president.
- WALTER E. BARTLETT, senior vice president.
- EDWARD V. CHEVIOT, vice president & general manager.
- MORTON A. BARRETT, general sales manager.
- EDWARD GRAHAM, local sales manager.
- JACK CARROLL, program director.
- GENE LIVELY, news director.
- CHARLES L. JEFFERS, director of engineering.
- RAY LAUBE, community services director.
- CHARLES LUTZ, production manager.
- REYNALDO LOPEZ, film director.

DIGEST OF RATE CARD NO. 3—(Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7-10 p.m., daily.	\$975.00	\$600.00				

Graded rates apply*

*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	5,500	5,100	92
	Bandera	1,900	1,800	95
	Bexar	246,000	234,600	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS—(Continued)			
	Blanco	1,400	1,300	93
	Caldwell	6,200	5,700	92
	Comal	8,100	7,700	94
	De Witt	6,500	5,800	90
	Dimmit	2,200	1,800	83
	Edwards	700	600	85
	Frio	3,100	2,700	88
	Gillespie	3,800	3,300	87
	Goliad	1,600	1,400	89
	Gonzales	5,400	5,000	92
	Guadalupe	10,800	10,000	93
	Hays	7,700	7,200	94
	Karnes	3,900	3,600	91
	Kendall	2,600	2,300	90
	Kerr	6,800	6,200	91
	Kimble	1,400	1,200	84
	Kinney	600	500	81
	La Salle	1,400	1,200	87
	Lavaca	6,300	5,300	84
	Live Oak	2,100	1,900	92
	McMullen	400	400	92
	Maverick	3,700	3,000	80
	Medina	5,900	5,400	92
	Real	700	600	80
	Sutton	1,000	800	85
	Uvalde	5,200	4,700	90
	Val Verde	7,000	6,100	88
	Victoria	16,500	15,300	92
	Wilson	3,800	3,400	90
	Zavala	2,600	2,200	83

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%				
	TEXAS			
	Bastrop	6,000	5,400	91
	Bee	6,700	6,100	92
	Fayette	6,600	5,400	82
	Webb	18,600	17,200	92

(Continued on next page)

Station Totals	537,600	502,900	94
Net Weekly Circulation (1970-71)			349,900
Average Daily Circulation (1970-71)			226,600

KENS-TV, San Antonio
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	TEXAS—(Continued)			
	Fayette	6,600	5,400	82
	Mason	1,300	1,100	85
Between 5-24 %	TEXAS			
	Burleson	3,400	3,000	88
	Burnet	4,200	4,000	96
	Duval	3,400	3,000	87
	Jackson	4,100	3,700	91
	Jim Wells	9,100	8,400	92
	Llano	3,000	2,800	92
	Madison	2,500	2,200	88
Travis	96,600	92,200	95	

WOAI-TV, San Antonio
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	TEXAS			
	Calhoun	5,000	4,600	92
	Jackson	4,100	3,700	91
	Jim Wells	9,100	8,400	92
	Mason	1,300	1,100	85
	Schleicher	800	700	92
	Travis	96,600	92,200	95

Texas

KSAT-TV, San Antonio
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	TEXAS—(Continued)			
	Real	700	600	80
	Travis	96,600	92,200	95
	Zavala	2,600	2,200	83
Between 5-24 %	TEXAS			
	Burnet	4,200	4,000	96
	Calhoun	5,000	4,600	92
	Jackson	4,100	3,700	91
	Jim Wells	9,100	8,400	92
	Lee	3,000	2,700	91
	Llano	3,000	2,800	92
Schleicher	800	700	92	

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Texas—Tyler-Longview

abc NBC **KLTV**
Ch. 7

[Operates satellite KTRE-TV, Lufkin, Tex.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 520-ft above av. terrain, 495-ft above ground, 1050-ft. above sea level.

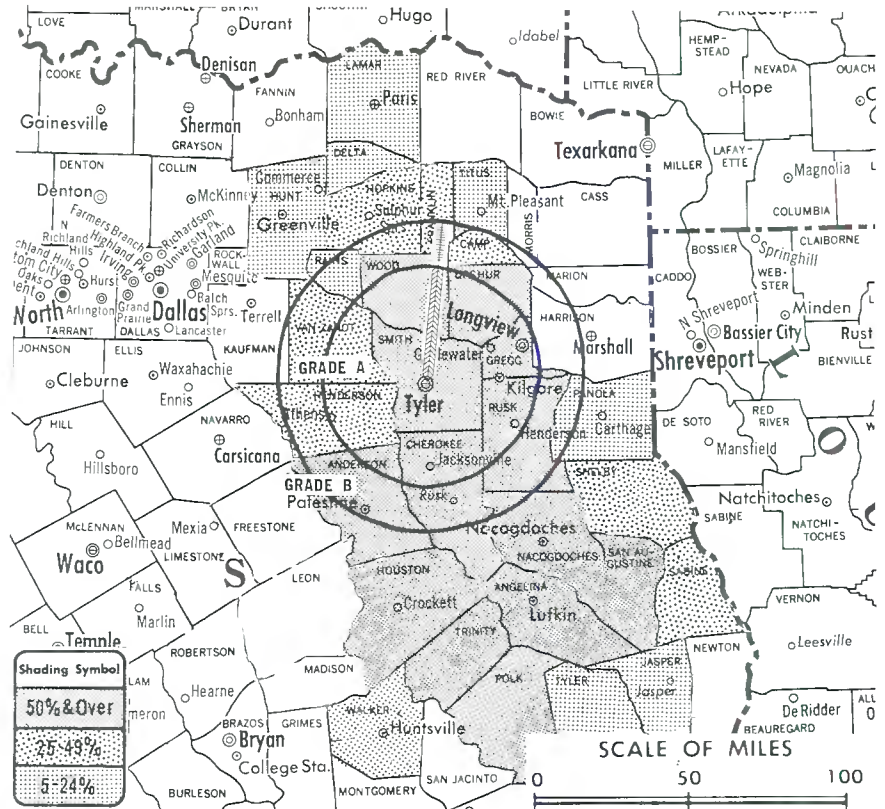
Latitude 32° 21' 06"
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. at Loop 323.

Studio: Kilgore Hwy. at Loop 323.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KLTV Ref: FCC File No. BPCT-2172 Granted 8/30/66

©American Map Co., Inc., N.Y., No. 14244

KLTV

Network Service: ABC, NBC, CBS.

Licensee: Channel 7 Inc., P.O. Box 957, Tyler (75701).

Telephone: 214-592-3873. TWX No.: 910-860-5810.

Ownership: Lucille Buford estate, 46.3%; Robert Paschal Buford, Gerald Barber Buford, Geoffrey Ross Buford, 17.5% each; Hudson Collins & Charles Bowker, .6% each. Same interests also own KTRE-TV, Lufkin, Tex. (KTRE).

Begin Operation: Oct. 14, 1954.

Represented (sales) by H-R Television.

Personnel:

ROBERT BUFORD, president.
CHARLES BOWKER, exec. v.p. & general manager.
RALPH JOHNSON, news director.
HUDSON COLLINS, technical director.
LINDA DELK, traffic director & film buyer.
BERYL BERRY, controller.
JOE STINECIPHER, production director.

DIGEST OF RATE CARD NO. 3*
(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$570.00 \$340.00 \$230.00 \$170.00 \$135.00 \$110.00 \$68.00

*Includes KTRE-TV, Lufkin, Tex.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).

ARB Data: Figures include KTRE-TV,
Lufkin, Tex.
Map reflects coverage of both.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS				
		Anderson	9,600	8,900	92
		Angelina	16,200	15,300	94
		Cherokee	10,500	9,500	91
		Gregg	25,800	24,500	95
		Houston	5,500	4,800	88
		Nacogdoches	11,800	10,600	90
		Polk	4,900	4,400	89
		Rusk	11,800	11,100	94
		San Augustine	2,400	2,100	87
		Smith	32,400	30,700	95
		Trinity	2,700	2,300	86
		Upshur	7,100	6,600	93
		Wood	6,800	6,400	93
Between 25-49%	TEXAS				
		Camp	2,700	2,400	90
		Franklin	1,900	1,700	91
		Henderson	9,400	8,700	92
		Hopkins	7,600	7,100	93
		Sabine	2,400	2,100	86
Between 5-24%	TEXAS				
		Delta	1,900	1,700	91
		Hunt	17,100	16,100	94
		Jasper	7,700	7,100	92
		Lamar	12,900	11,200	87
		Panola	5,600	5,200	93
		Rains	1,500	1,400	93
		Titus	5,900	5,500	92
	Tyler	4,300	3,900	90	
	Walker	7,200	6,300	88	
Station Totals			250,900	231,600	92
Net Weekly Circulation (1970-71)				114,700	
Average Daily Circulation (1970-71)				76,000	

Texas—Victoria



KXIX

Ch. 19

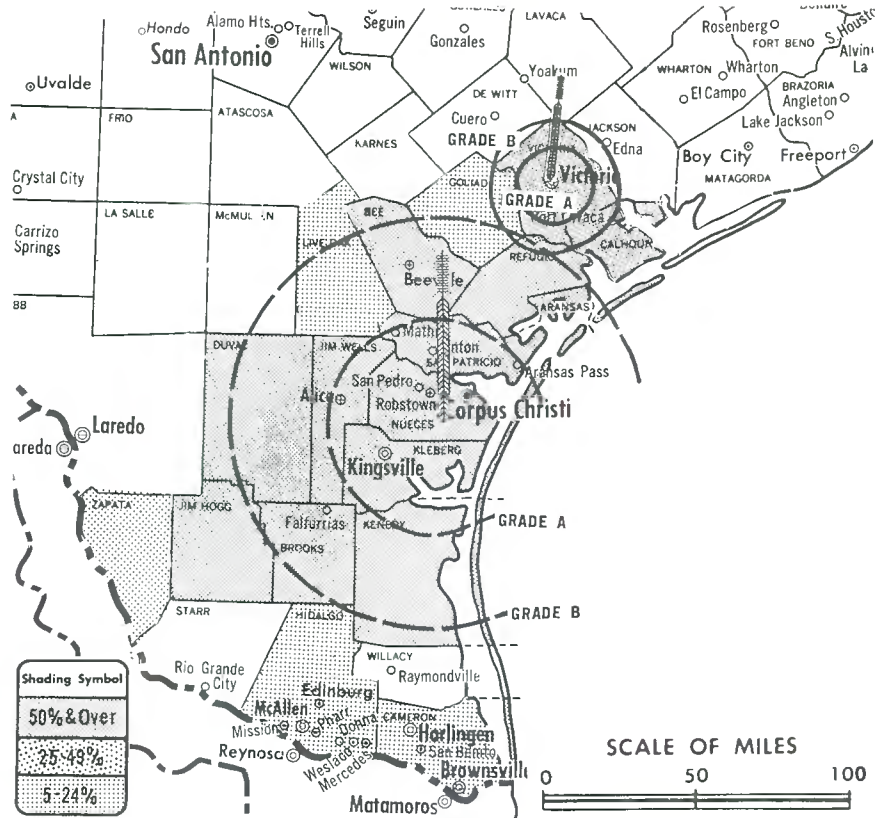
[Satellite of KIII, Corpus Christi, Tex.]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 14.8-kw visual, 2.94-kw aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.
Color: Network, film & slide.

ARB Data: Figures are included with parent KIII, Corpus Christi.



County coverage based on ARB study (see page 4-b).

KXIX Ref: FCC File No. BMPCT—6871 Granted 11/19/68
KIII Ref: FCC File No. BMPCT—5945 Granted 11/7/63

©American Map Co., Inc., N.Y. No. 14244

KXIX

Licensee: South Texas Telecasting Co. Inc., P.O. Box 6669, Corpus Christi, Tex.

Studio: Loop 175 & Port Lavaca Hwy., Victoria.

Telephone: 512-578-3519.

Ownership: South Texas Telecasting Co. Inc. See KIII(TV), Corpus Christi, Tex.

Began Operation: Oct. 1, 1969.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel: See KIII(TV), Corpus Christi.

Rates: See KIII(TV), Corpus Christi.

Cable Television
Management and
Engineering Consultants

Malarkey, Taylor & Associates
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

Texas—Waco



Ch. 10

[Affiliated with KBTX-TV,
Bryan, Texas]

Technical Facilities: Channel No. 10
(192-198 MHz). Authorized power:
257-kw visual, 51.3-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"

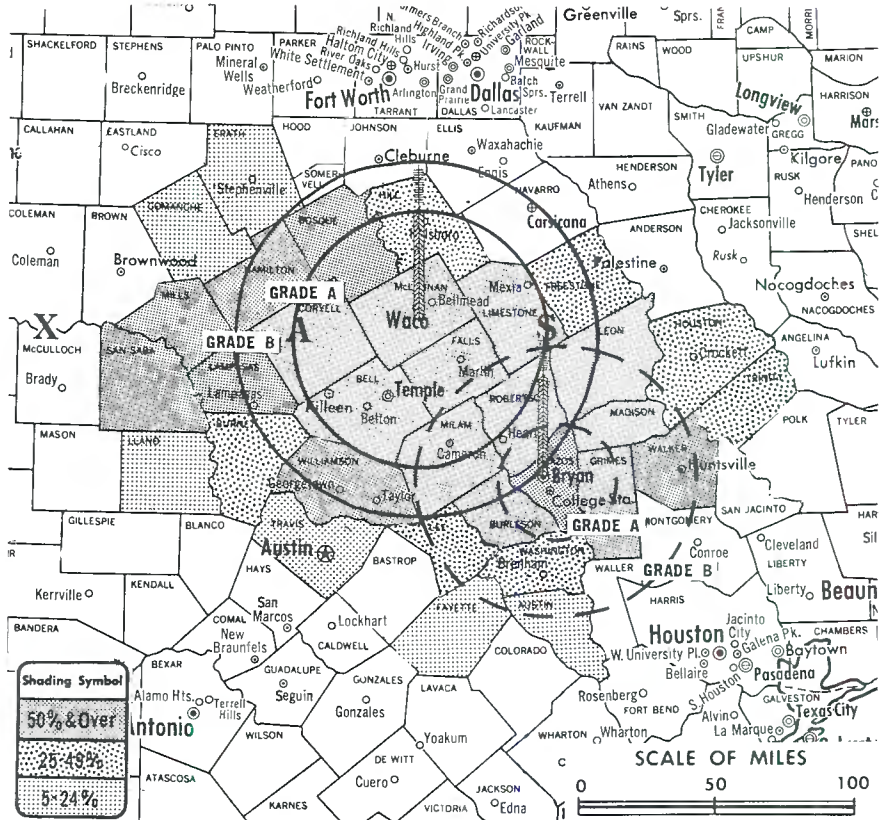
Transmitter: 1.4-mi. NNE of Lorena,
Tex.

AM Affiliate: KWTX, .25-kw, 1230
kHz (MBS).

FM Affiliate: KWTX-FM, 71-kw,
97.5 MHz (No. 248), 890-ft.

Color: Network, live, film, slide &
tape. News Wire Service: UPI.
Facsimile Service: UPI.

ARB Data: Figures for this station
include satellite KBTX-TV, Bryan,
Tex.



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 7528 (76710).

Studio: 4520 Bosque Blvd. (76710).

Telephone: 817-776-1330. TWX No.: 817-772-5001.

Ownership: M. N. Bostick, pres., 12.465%; estate of 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; 29.972% of KXII(TV) & KLFY-TV; 20% owner of radio KNAL.

Began Operation: April 3, 1955.

Represented (sales) by H-R Television.

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.
- J. M. (MACK) BRINEGAR, sales manager.
- RALPH WEBB, program manager.
- JOHN WATKINS, farm & garden editor.
- MARVEL RUSSELL, woman's editor.
- RON HALL, news director.

DIGEST OF RATE CARD NO. 8—(Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-10:30 p.m., daily.
\$550.00 \$330.00 \$220.00 \$140.00 \$110.00* \$90.00* \$75.00*

*Class AA—6-9:59 p.m., daily.

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$475 (ABC & CBS). Combination rate with KBTX-TV, Bryan \$580 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
TEXAS				
	Bell	38,700	37,200	96
	Bosque	4,300	4,000	94
	Brazos	17,900	16,800	94
	Burleson	3,400	3,000	88
	Coryell	8,800	8,400	96
	Falls	6,000	5,500	92
	Grimes	4,000	3,600	89
	Hamilton	2,800	2,600	92
	Lampasas	3,400	3,200	95
	Leon	3,200	2,800	86
	Limestone	6,000	5,500	91
	Mc Lennan	49,100	47,100	96
	Madison	2,500	2,200	88
	Milam	7,100	6,500	91
	Mills	1,600	1,400	90
	Robertson	4,800	4,400	92
	San Saba	2,100	1,900	92
	Walker	7,200	6,300	88
	Williamson	12,400	11,600	94
Between 25-49%				
TEXAS				
	Burnet	4,200	4,000	96
	Freestone	4,000	3,600	91
	Hill	8,600	8,100	94
	Houston	5,500	4,800	88
	Lee	3,000	2,700	91
	Trinity	2,700	2,300	86
	Washington	6,500	5,600	86
Between 5-24%				
TEXAS				
	Austin	4,900	4,400	89
	Comanche	4,500	4,000	89
	Erath	7,200	6,900	96
	Fayette	6,600	5,400	82
	Llano	3,000	2,800	92
	Schleicher	800	700	92
	Travis	96,600	92,200	95
Station Totals		343,400	321,500	94
Net Weekly Circulation (1970-71)			163,800	
Average Daily Circulation (1970-71)			115,100	

Texas—Temple-Waco



KCEN-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

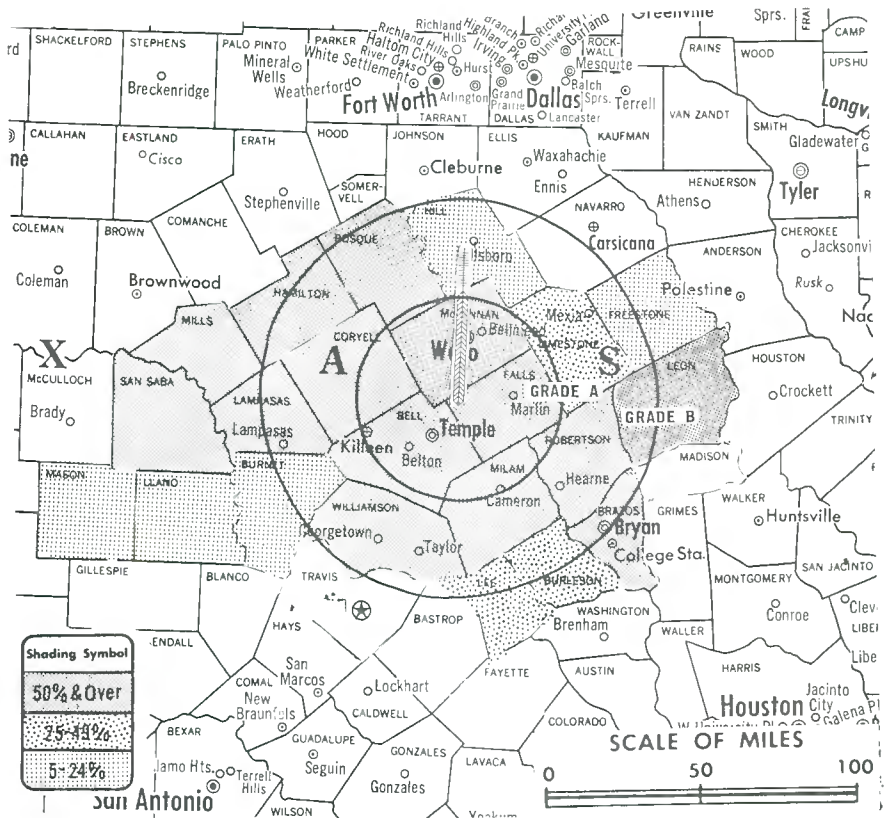
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KCEN-TV Ref: FCC File No. BMPCT-1085 Granted 5/19/53

©American Map Co., Inc., N.Y., No. 14244

KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76501).

Waco Office: 815 Professional Bldg. Telephone: 817-756-0332.

Telephones: 817-773-6868, Temple; 817-859-5481, 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); 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, Southmayd & Cooper.

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.
RUSH K. EVANS, vice president & general manager.
CURTIS CASEY, chief engineer.
HAL ATKINS, local sales manager.
RAYMOND BRITTON, operations manager.

DIGEST OF RATE CARD NO. 13

(June 15, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$500.00 \$300.00 \$180.00 \$115.00 \$135.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	TEXAS			
	Bell	38,700	37,200	96
	Bosque	4,300	4,000	94
	Brazos	17,900	16,800	94
	Coryell	8,800	8,400	96
	Falls	6,000	5,500	92
	Hamilton	2,800	2,600	92
	Lampasas	3,400	3,200	95
	Leon	3,200	2,800	86
	Mc Lennan	49,100	47,100	96
	Milam	7,100	6,500	91
	Mills	1,600	1,400	90
	Robertson	4,800	4,400	92
	San Saba	2,100	1,900	92
	Williamson	12,400	11,600	94
Between 25-49%				
	TEXAS			
	Burleson	3,400	3,000	88
	Lee	3,000	2,700	91
	Limestone	6,000	5,500	91
Between 5-24%				
	TEXAS			
	Burnet	4,200	4,000	96
	Freestone	4,000	3,600	91
	Hill	8,600	8,100	94
	Llano	3,000	2,800	92
	Mason	1,300	1,100	85
Station Totals		195,700	184,200	94
Net Weekly Circulation (1970-71)				130,800
Average Daily Circulation (1970-71)				83,500

Texas—Weslaco



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

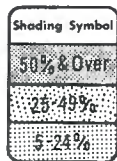
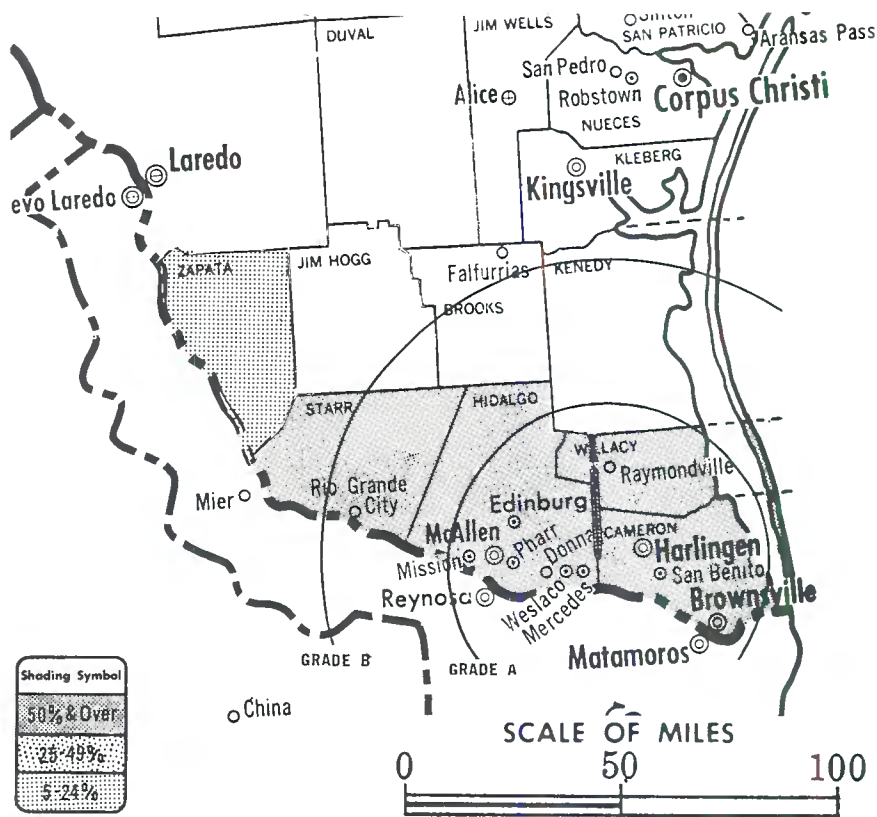
TV tape: Recording facilities.

AM Affiliate: KRGV, 5-kw, 1290 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KRGV-TV Ref: FCC File No. BPT-3788 Granted 8/18/66

©American Map Co., Inc., N.Y., No. 14244

KRGV-TV

Network Service: ABC, NBC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Studio: 900 E. Expressway (78596).

Telephone: 512-968-3131. TWX No.: 512-968-3086.

Ownership: Douglas L. Manship, 50%; Charles P. Manship Jr., 50%. For other interests, see WBRZ, Baton Rouge, La.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved Jan. 28, 1964 by FCC. (Television Digest, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved by FCC Oct. 18, 1961. (Television Digest, Vol. 17:35, BALCF-167). LBJ Co. acquired full control of TV and radio when FCC approved sale of remaining 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales) by H-R Television.

Represented (legal) by Cohn & Marks.

Personnel:

EARL NOEL, general manager.
HANK PAGE, operations director.
WILLIAM R. YORDY SR., chief engineer.

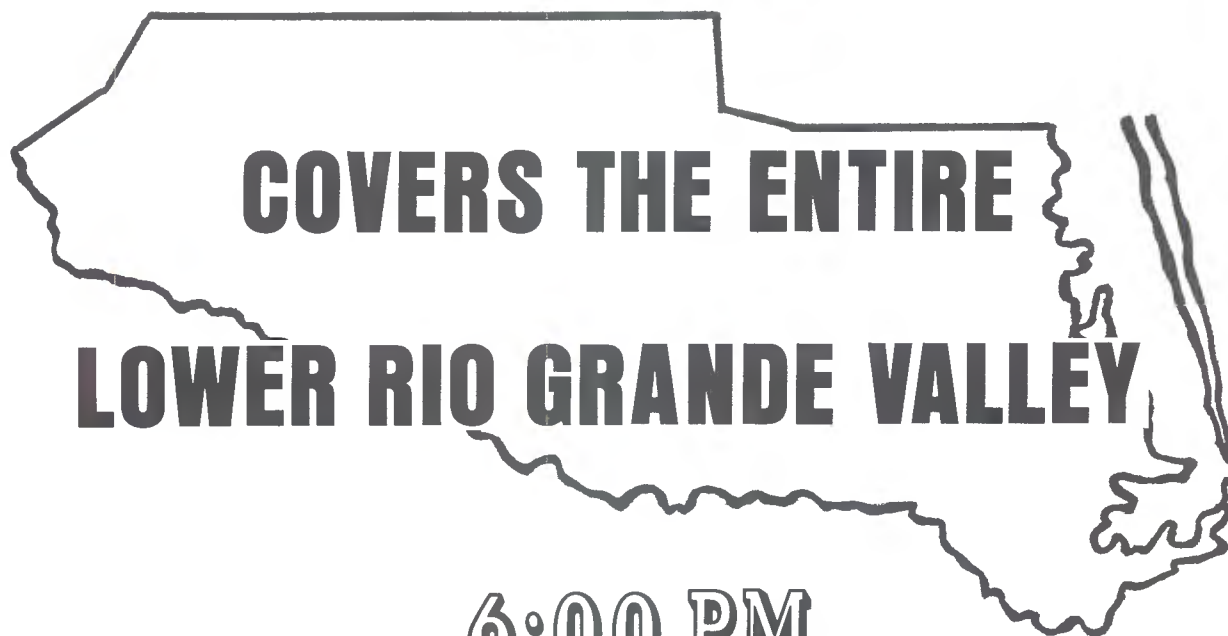
DIGEST OF RATE CARD NO. 10—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$480.00	\$285.00	\$190.00	\$128.00	\$85.00*	\$75.00*	\$51.00*

*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	35,700	33,700	94
	Hidalgo	44,300	41,300	93
	Starr	4,100	3,600	88
	Willacy	3,700	3,500	94
Between 5-24%	TEXAS			
	Zapata	1,300	1,100	82
Station Totals		89,100	83,200	93
Net Weekly Circulation (1970-71)				80,500
Average Daily Circulation (1970-71)				62,300



COVERS THE ENTIRE

LOWER RIO GRANDE VALLEY

6:00 PM

10:00 PM

7 NIGHTS PER WEEK

KRGV-TV

WESLACO, TEXAS

Texas—Wichita Falls



KAUZ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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: AP.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Edward F. Lorentz & Associates.

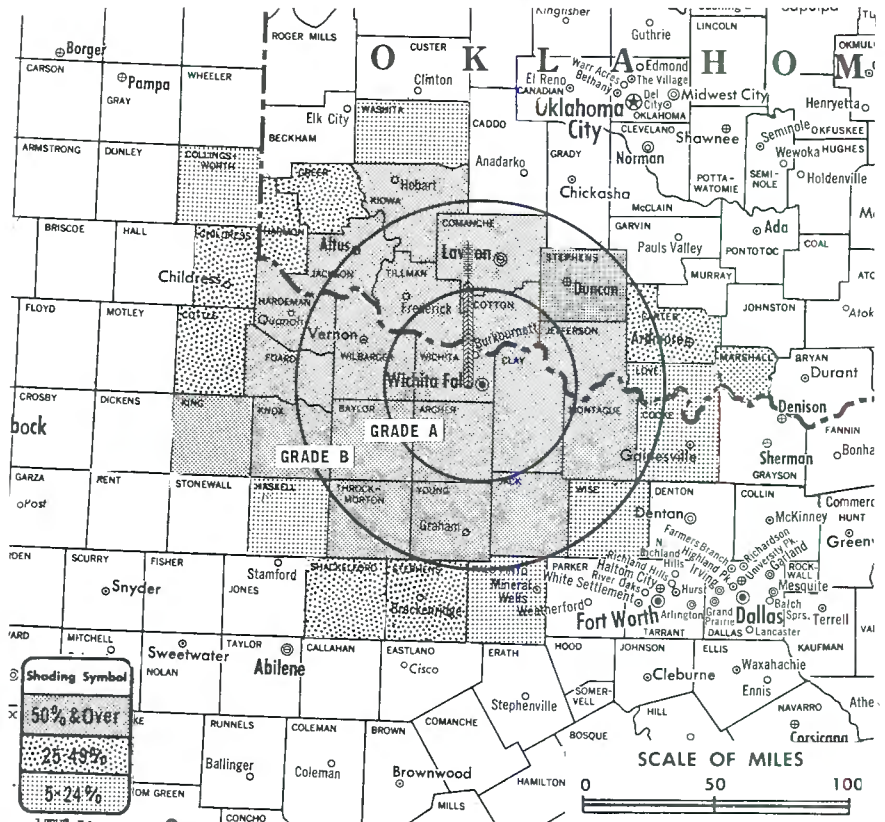
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KAUZ-TV Ref: FCC File No. BPC-2553 Granted 1/14/59

© American Map Co., Inc., N.Y., No. 14244

KAUZ-TV

Licensee: Bass Bros. Telecasters Inc., 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: Bass Brothers Telecasters Inc. For other interests, see KFDA-TV, Amarillo, Tex.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Mid-New York Bcstg. (Paul F. Harron) approved by FCC April 10, 1968. Previously sale 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 Blair Television.

Personnel:

WILLIAM E. HOBBS, vice president & general manager.
JIM HORKY, national sales coordinator.
AMY HARMON, traffic manager.
LEON HOFFNER, chief engineer.
MARY NORWOOD, promotion manager.

DIGEST OF RATE CARD NO. 71-1 (March 1, 1971)

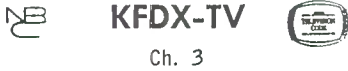
Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$550.00	\$300.00	\$160.00	\$125.00	\$63.00

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	30,000	28,900	96
	Cotton	2,500	2,400	96
	Jackson	10,200	9,800	96
	Jefferson	2,800	2,700	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA—(Continued)			
	Kiowa	4,800	4,600	95
	Stephens	13,000	12,500	96
	Tillman	4,600	4,400	95
	TEXAS			
	Archer	1,900	1,900	97
	Baylor	2,000	1,900	97
	Clay	2,900	2,800	97
	Foard	800	800	96
	Hardeman	2,500	2,300	92
Between 25-49%	Jack	2,500	2,400	96
	King	200	200	87
	Knox	2,100	2,000	93
	Montague	5,900	5,600	95
	Throckmorton	900	800	92
	Wichita	39,800	38,900	98
	Wilbarger	5,700	5,600	98
	Young	5,400	5,100	95
	OKLAHOMA			
	Carter	13,300	12,600	95
Greer	2,900	2,600	91	
Harmon	1,800	1,700	93	
TEXAS				
Childress	2,600	2,400	93	
Cottle	1,200	1,100	91	
Shackelford	1,300	1,200	93	
Stephens	3,200	3,000	93	
Between 5-24%	OKLAHOMA			
	Love	2,000	1,900	93
	Marshall	2,800	2,700	95
	Washita	4,000	3,800	96
	TEXAS			
	Collingsworth	1,800	1,600	87
	Cooke	8,000	7,600	95
	Haskell	3,000	2,800	94
	Palo Pinto	10,400	9,700	94
	Wise	7,000	6,700	96
Station Totals		205,800	197,000	96
Net Weekly Circulation (1970-71)				139,100
Average Daily Circulation (1970-71)				91,800

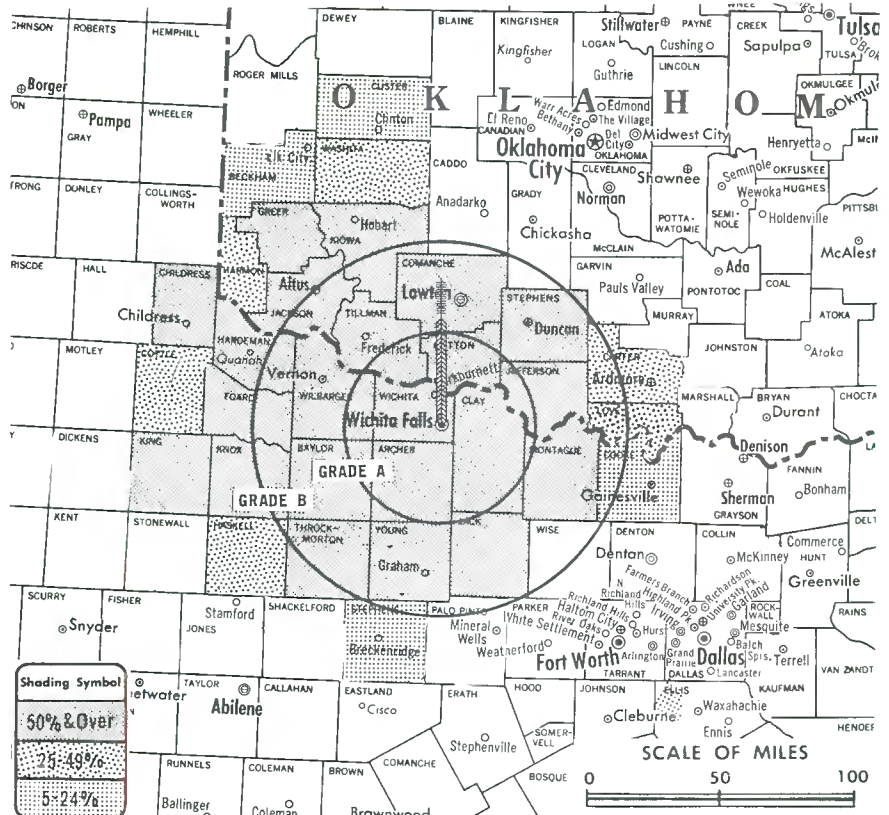
Texas—Wichita Falls



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 24"
Longitude 98° 33' 26"

Transmitter: Old Seymour Rd.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: UPI.
News Film Service: NBC.



KFDX-TV Ref: FCC File No. BPCT-2546 Granted 1/8/59

©American Map Co., Inc., N.Y., No. 14244

Total Households: ① MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KFDX-TV

Licensee: Clay Bcstg. Corp. of Texas, 1001 Virginia St. E., Charleston, W. Va. (25301).

Studio: 4500 Seymour Highway, Box 4000, Wichita Falls, Tex. (76308).

Telephone: 817-692-4530. TWX No.: 817-692-4881.

Ownership: Charleston Mail Assn., 100%. For other interests see WWAY, Wilmington, N.C.

Began Operation: March 29, 1953. Sale to present owners by Darrold A. Cannan, et al., approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales) by Peters, Griffin, Woodward, Inc.
Represented (engineering) by Cohen & Dippell.
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:
LYELL CLAY, chairman of the board.
GEORGE DIAB, president.
WARREN SILVER, general manager.
CHUCK HOWARD, general sales manager.
BILL ENLOE, chief engineer.

DIGEST OF RATE CARD NO. 20 (Sept. 13, 1971)

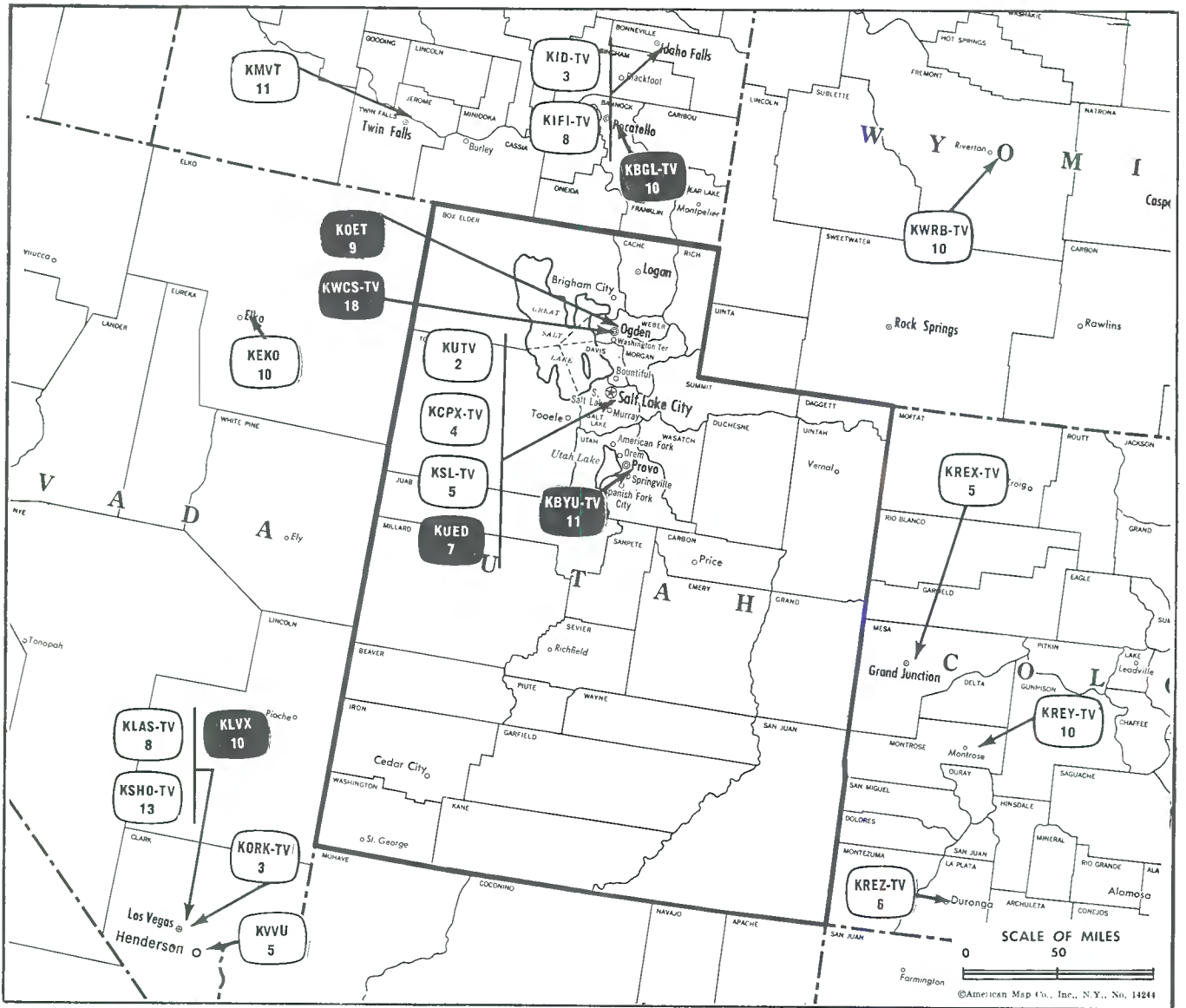
Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$550.00 \$350.00 \$120.00 \$110.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	30,000	28,900	96
	Cotton	2,500	2,400	96
	Greer	2,900	2,600	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA—(Continued)			
	Jackson	10,200	9,800	96
	Jefferson	2,800	2,700	95
	Kiowa	4,800	4,600	95
	Stephens	13,000	12,500	96
	Tillman	4,600	4,400	95
	TEXAS			
	Archer	1,900	1,900	97
	Baylor	2,000	1,900	97
	Childress	2,600	2,400	93
	Clay	2,900	2,800	97
	Foard	800	800	96
	Hardeman	2,500	2,300	92
Jack	2,500	2,400	96	
King	200	200	87	
Knox	2,100	2,000	93	
Montague	5,900	5,600	95	
Throckmorton	900	800	92	
Wichita	39,800	38,900	98	
Wilbarger	5,700	5,600	98	
Young	5,400	5,100	95	
Between 25-49%	OKLAHOMA			
	Carter	13,300	12,600	95
	Harmon	1,800	1,700	93
	Love	2,000	1,900	93
Washita	4,000	3,800	96	
TEXAS				
Cottle	1,200	1,100	91	
Haskell	3,000	2,800	94	
Between 5-24%	OKLAHOMA			
	Beckham	5,800	5,300	92
	Custer	7,800	7,400	95
TEXAS				
Cooke	8,000	7,600	95	
Stephens	3,200	3,000	93	
Station Totals		196,100	187,800	96
Net Weekly Circulation (1970-71)			141,000	
Average Daily Circulation (1970-71)			100,500	

Utah



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Salt Lake City	371,600	53	334,500	53

Utah Station Status as of March 15, 1972

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
3	1	4
		7

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

Utah Educational Technical Facilities

(Complete Data in Educational Directory)

KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Technical Facilities: Channel No. 9 (186-192 MHz). 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

Licensee: Weber County School Dist., 1122 Washington Blvd.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 10-kw visual, 2-kw aural. Antenna: 574-ft. above av. terrain, 157-ft. above ground, 4820-ft. above sea level.

Latitude 41° 15' 17"
Longitude 112° 14' 14"

KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2892-ft. above av. terrain, 96-ft. above ground, 8551-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 MHz). 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"
Longitude 112° 09' 36"

Utah

KCPX-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
UTAH—(Continued)				
	Tooele	6,200	6,100	98
	Uintah	3,600	3,300	93
	Utah	37,100	35,800	96
	Wasatch	1,700	1,600	94
	Washington	4,200	3,800	89
	Wayne	500	500	96
50% & Over	Weber	39,200	38,200	97
WYOMING				
	Campbell	4,000	3,600	90
	Johnson	1,900	1,700	89
	Sweetwater	6,200	5,700	92
	Uinta	2,100	2,000	93
	Washakie	2,400	2,200	94
IDAHO				
	Bannock	15,800	15,100	96
	Cassia	5,100	4,900	97
	Jerome	3,300	3,200	97
	Twin Falls	14,300	13,900	97
MONTANA				
	Beaverhead	2,800	2,500	88
	Dawson	3,300	3,000	92
	Deer Lodge	4,600	4,400	96
	Gallatin	10,300	9,600	93
Between 25-49%	Lewis & Clark	10,900	10,200	93
	Park	3,900	3,600	93
	Richland	3,100	2,900	93
WYOMING				
	Fremont	8,200	7,700	94
	Hot Springs	1,900	1,700	90
	Lincoln	2,500	2,300	91
	Park	5,800	5,300	92
	Sheridan	6,400	5,800	90
	Teton	1,700	1,600	92
COLORADO				
	Dolores	400	300	80
IDAHO				
	Bonneville	14,800	14,400	98
	Elmore	5,200	5,000	96
	Minidoka	4,800	4,600	95
MONTANA				
	Big Horn	2,700	2,400	90
	Carbon	2,600	2,400	93
	Cascade	25,200	24,300	96
	Flathead	12,600	11,800	94
	Powell	2,100	1,900	92
	Silver Bow	13,800	13,200	96
	Valley	3,100	2,800	90
	Yellowstone	28,400	27,500	97
NORTH DAKOTA				
	Williams	5,900	5,700	96
WYOMING				
	Big Horn	3,100	2,800	92
	Sublette	900	800	89

For Educational Television Networks

See Services Volume

Utah—Salt Lake City



KCPX-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). 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 kHz.

FM Affiliate: KCPX-FM, 27-kw, 98.7 MHz (No. 254), 2930-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.

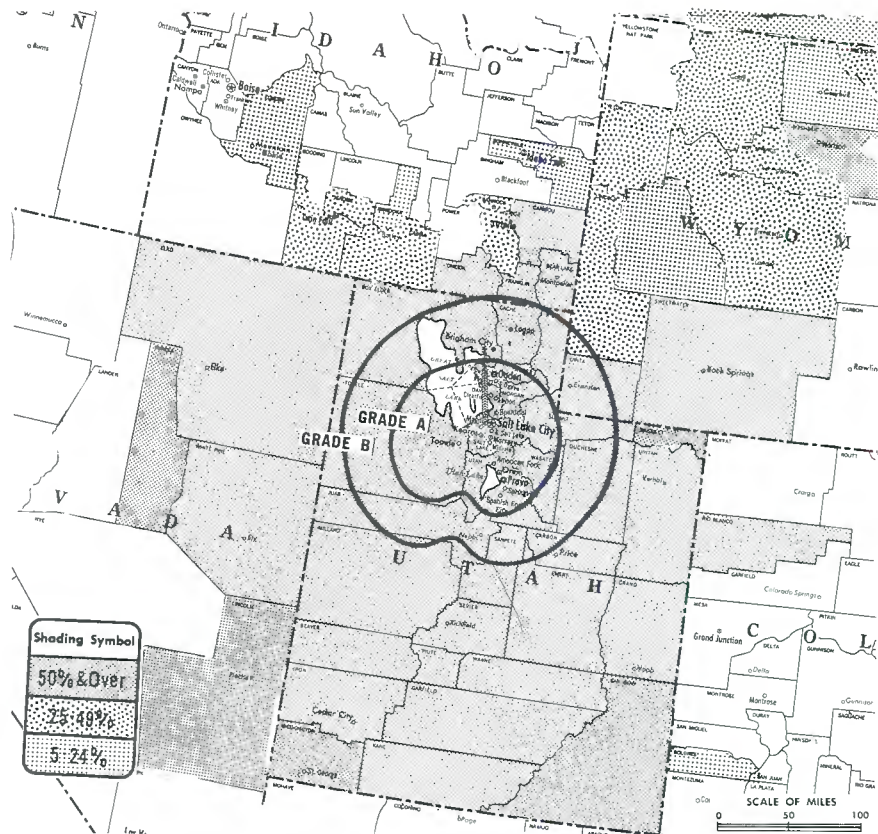
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



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 Stations Inc., 130 Social Hall Ave., Salt Lake City (84111).

Telephone: 801-322-5681. TWX No.: 801-521-2365.

Ownership: Screen Gems, subsidiary of Columbia Pictures Industries Inc., 100%. Screen Gems owns WVUE(TV), New Orleans; WNJU-TV, New York-Newark, N.J. and WAPA-TV, San Juan, P.R. which in turn owns 1/3 of WOLE-TV, Aguadilla, P.R. Columbia Pictures is buying WWVA AM & FM, Wheeling, W. Va. and WYDE (AM), Birmingham, Ala.

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, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.

HAROLD (HACK) WOOLLEY, v.p. & general manager.

L. BOYD MULLINS, director of sales.

FAY WILKES, sales service manager.

GARTH S. LINDSEY, business manager.

DOUG MALLORY, promotion director.

CHARLES HALFORD, art director.

DAN RAINGER, program director, film supervisor & buyer.

A. BOYD ASH, production manager.

WALLY LAMBOURNE, director of engineering.

GARY HORROCKS, chief engineer.

ROY GIBSON, news & special events director.

DIGEST OF RATE CARD NO. 31—(Aug. 15, 1971)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$925.00	\$550.00	\$360.00	\$315.00	Graded rates apply*

*Highest rate: \$370.

NETWORK BASE HOURLY RATE: \$795.

810-b

Net Weekly Circulation	State County	Total Households	TV Households	%
COLORADO				
	Rio Blanco	1,400	1,300	93
IDAHO				
	Bear Lake	1,800	1,700	94
	Caribou	1,900	1,800	94
	Franklin	2,200	2,100	95
	Oneida	900	900	96
MONTANA				
	Custer	3,800	3,400	89
	Fergus	4,000	3,600	90
	Sweet Grass	1,000	900	87
NEVADA				
	Elko	4,800	4,200	87
	Eureka	300	200	80
	Lincoln	800	700	90
	White Pine	3,200	3,000	93
UTAH				
	Beaver	1,200	1,100	95
	Box Elder	8,000	7,800	98
	Cache	12,100	11,500	95
	Carbon	4,900	4,700	95
	Daggett	200	200	85
	Davis	25,000	24,500	98
	Duchesne	1,900	1,700	92
	Emery	1,500	1,400	95
	Garfield	1,000	800	85
	Grand	1,900	1,600	85
	Iron	3,400	3,000	89
	Juab	1,500	1,400	95
	Kane	700	600	81
	Millard	2,100	2,000	95
	Morgan	1,100	1,000	94
	Piute	300	300	93
	Rich	500	500	92
	Salt Lake	140,100	136,200	97
	San Juan	2,200	1,900	85
	Sanpete	3,500	3,300	95
	Sevier	3,300	3,200	96
	Summit	1,800	1,700	96

50% & Over

(Continued on page 809-b)

Station Totals	582,900	556,300	95
Net Weekly Circulation (1970-71)			371,600
Average Daily Circulation (1970-71)			252,600

Utah—Salt Lake City



KSL-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 33.9-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"

Transmitter: Farnsworth Peak, Oquirrh Range.

TV tape: Recording facilities.

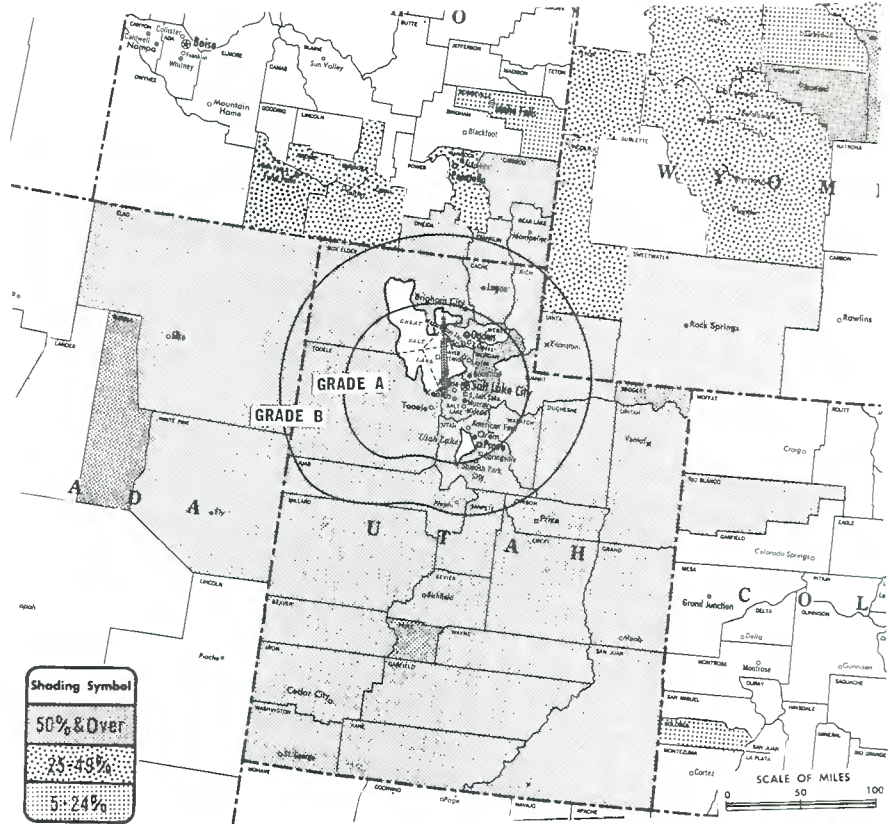
AM Affiliate: KSL, 50-kw, 1160 kHz (CBS). FM Affiliate: KSL-FM, 13-kw, 100.3 MHz (No. 262), 3647-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters. News Film Service: CBS.

Facsimile Service: UPI.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KSL-TV Ref: FCC File BPCT—3673 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: 801-524-2500. TWX No.: 910-925-5822.

Ownership: Bonneville International Corp., 98.2%. Bonneville International is owned by Deseret Management Corp. (Church of Jesus Christ of Latter Day Saints). Also owns 99.9% of KIRO-TV, Seattle (KIRO & FM). Also 100% of international radio WNYW and WRFM (FM), New York, N.Y.; KMBZ & KMBR (FM), Kansas City; KBIG (AM-FM), Los Angeles; WCLR-FM, Skokie, Ill.

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:

L. H. CURTIS, president & general manager, KSL Inc.
JAY W. LLOYD, vice president & station 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. 23—(Nov. 15, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10:30 p.m., daily.

\$1000.00 \$700.00 \$550.00 \$400.00 Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$850.

For Station-Owned Translators
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	COLORADO			
	Rio Blanco	1,400	1,300	93
	IDAHO			
	Bear Lake	1,800	1,700	94
	Caribou	1,900	1,800	94
	Franklin	2,200	2,100	95
	Oneida	900	900	96
	MONTANA			
	Sweet Grass	1,000	900	87
	NEVADA			
	Elko	4,800	4,200	87
	Eureka	300	200	80
	White Pine	3,200	3,000	93
	UTAH			
	Beaver	1,200	1,100	95
	Box Elder	8,000	7,800	98
	Cache	12,100	11,500	95
	Carbon	4,900	4,700	95
	Daggett	200	200	85
	Davis	25,000	24,500	98
	Duchesne	1,900	1,700	92
	Emery	1,500	1,400	95
	Garfield	1,000	800	85
	Grand	1,900	1,600	85
	Iron	3,400	3,000	89
	Juab	1,500	1,400	95
	Kane	700	600	81
	Millard	2,100	2,000	95
	Morgan	1,100	1,000	94
	Piute	300	300	93
	Rich	500	500	92
	Salt Lake	140,100	136,200	97
	San Juan	2,200	1,900	85
	Sanpete	3,500	3,300	95
	Sevier	3,300	3,200	96
	Summit	1,800	1,700	96
	Tooele	6,200	6,100	98
	Uintah	3,600	3,300	93

50% & Over

(Continued on page 813-b)

Station Totals	528,900	505,300	96
Net Weekly Circulation (1970-71)			358,000
Average Daily Circulation (1970-71)			236,800

Utah—Salt Lake City



KUTV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

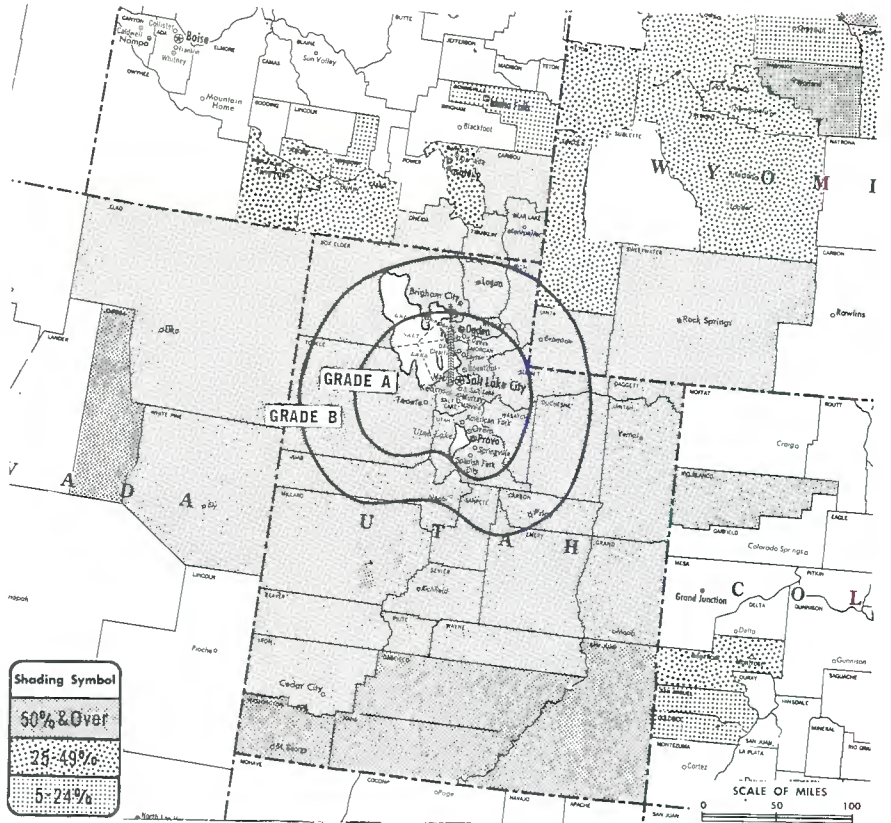
TV tape: Recording facilities.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



Total households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KUTV Ref: FCC File No. BMPCT—2140 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), 80%; Communications Investment Corp. (KALL), 20%; George C. Hatch, pres.; Blaine V. Glasmann, Jr., secy., Ogden Standard Examiner is owned by the Glasmann family, which also operates KGMB-TV and KGMB, Honolulu, Hawaii; KPUA-TV and KPUA, Hilo, Hawaii. Communications Investment Corp. (owned by George C. and Wilda Gene Hatch) operates KALL, KQMU-FM, Salt Lake City; KGHL, Billings, Mont.; and is affiliated with 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 RKO Television Representatives Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE C. HATCH, president.
ROBERT TEMPLE, vice president & general manager.
ALAN BRANCH, national sales manager.
RICHARD CARDWELL, local sales manager.
REID CARPENTER, engineering manager.
DENNIS GUIVER, promotion manager.
JACK IVERS, film manager.
LA MAR SMITH, program manager.
DICK CROOKSTON, production supervisor.

DIGEST OF RATE CARD NO. II (July 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$925.00	\$694.00	\$399.00	\$293.00	Graded rates apply*	

*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$925.

812-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
COLORADO				
	Rio Blanco	1,400	1,300	93
IDAHO				
	Bear Lake	1,800	1,700	94
	Caribou	1,900	1,800	94
	Franklin	2,200	2,100	95
	Oneida	900	900	96
MONTANA				
	Custer	3,800	3,400	89
NEVADA				
	Elko	4,800	4,200	87
	Eureka	300	200	80
	White Pine	3,200	3,000	93
UTAH				
	Beaver	1,200	1,100	95
	Box Elder	8,000	7,800	98
	Cache	12,100	11,500	95
	Carbon	4,900	4,700	95
	Daggett	200	200	85
	Davis	25,000	24,500	98
	Duchesne	1,900	1,700	92
	Emery	1,500	1,400	95
	Garfield	1,000	800	85
	Grand	1,900	1,600	85
	Iron	3,400	3,000	89
	Juab	1,500	1,400	95
	Kane	700	600	81
	Millard	2,100	2,000	95
	Morgan	1,100	1,000	94
	Piute	300	300	93
	Rich	500	500	92
	Salt Lake	140,100	136,200	97
	San Juan	2,200	1,900	85
	Sanpete	3,500	3,300	95
	Sevier	3,300	3,200	96
	Summit	1,800	1,700	96
	Tooele	6,200	6,100	98
	Uintah	3,600	3,300	93
	Utah	37,100	35,800	96

(Continued on next page)

Station Totals	541,900	517,100	92
Net Weekly Circulation (1970-71)			359,000
Average Daily Circulation (1970-71)			220,500

TV Factbook No. 42

KUTV
(ARB Data Continued)

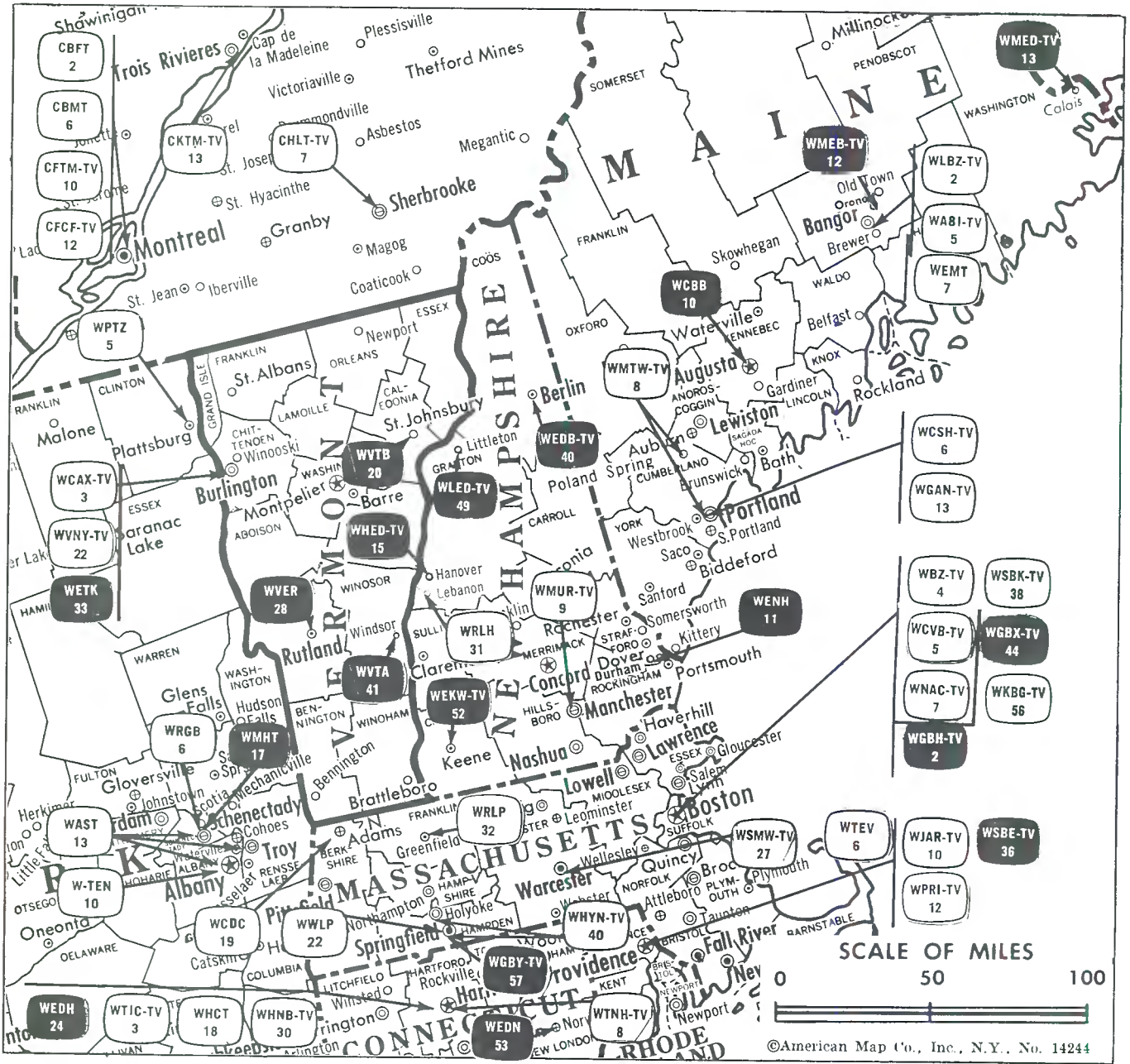
Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	UTAH—(Continued)				
		Wasatch	1,700	1,600	94
		Washington	4,200	3,800	89
		Wayne	500	500	96
		Weber	39,200	38,200	97
		WYOMING			
		Sheridan	6,400	5,800	90
		Sweetwater	6,200	5,700	92
		Uinta	2,100	2,000	93
		Washakie	2,400	2,200	94
Between 25-49%	COLORADO				
		Montrose	5,700	5,300	93
		IDAHO			
		Bannock	15,800	15,100	96
		Cassia	5,100	4,900	97
		Jerome	3,300	3,200	97
		Twin Falls	14,300	13,900	97
		MONTANA			
		Beaverhead	2,800	2,500	88
		Dawson	3,300	3,000	92
Between 5-24%	COLORADO				
		Dolores	400	300	80
		San Miguel	600	500	87
		IDAHO			
		Bonneville	14,800	14,400	98
		Minidoka	4,800	4,600	95
		MONTANA			
		Big Horn	2,700	2,400	90
		Silver Bow	13,800	13,200	96
		Valley	3,100	2,800	90
	Yellowstone	28,400	27,500	97	
	NORTH DAKOTA				
	Williams	5,900	5,700	96	
	WYOMING				
	Big Horn	3,100	2,800	92	

Utah—Salt Lake City

KSL-TV
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	UTAH—(Continued)				
		Utah	37,100	35,800	96
		Wasatch	1,700	1,600	94
		Washington	4,200	3,800	89
		Wayne	500	500	96
		Weber	39,200	38,200	97
		WYOMING			
		Campbell	4,000	3,600	90
		Johnson	1,900	1,700	89
		Sweetwater	6,200	5,700	92
Between 25-49%	IDAHO				
		Bannock	15,800	15,100	96
		Cassia	5,100	4,900	97
		Jerome	3,300	3,200	97
		Minidoka	4,800	4,600	95
		Twin Falls	14,300	13,900	97
		MONTANA			
		Beaverhead	2,800	2,500	88
		Deer Lodge	4,600	4,400	96
		Fergus	4,000	3,600	90
Between 5-24%	COLORADO				
		Dolores	400	300	80
		San Miguel	600	500	87
		IDAHO			
		Bonneville	14,800	14,400	98
		Minidoka	4,800	4,600	95
		MONTANA			
		Big Horn	2,700	2,400	90
		Silver Bow	13,800	13,200	96
		Valley	3,100	2,800	90
	Yellowstone	28,400	27,500	97	
	NORTH DAKOTA				
	Williams	5,900	5,700	96	
	WYOMING				
	Big Horn	3,100	2,800	92	

Vermont



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Burlington-Plattsburgh	165,800	116	154,100	96

Vermont Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	1	1	2
Educational Television Stations	0	4	4
			6

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

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.)

State Educational Technical Facilities
(Complete Data in Educational Directory)

WETK
Burlington
Ch. 33

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 251-kw visual, 50.1-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"

WVER
Rutland
Ch. 28

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 40.7-kw visual, 7.41-kw aural. Antenna: 1400-ft. above av. terrain, 297-ft. above ground, 2273-ft. above sea level.

Latitude 43° 39' 32"
Longitude 73° 06' 25"

WVTB
St. Johnsbury
Ch. 20

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 42.7-kw visual, 7.76-kw aural. Antenna: 1940-ft. above av. terrain, 131-ft. above ground, 3386-ft. above sea level.

Latitude 44° 34' 16"
Longitude 71° 53' 39"

WVTA
Windsor
Ch. 41

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 589-kw visual, 112-kw aural. Antenna: 2260-ft. above av. terrain, 426-ft. above ground, 3291-ft. above sea level.

Latitude 43° 26' 17"
Longitude 72° 27' 08"

ARB Overnight Telephone Coincidental Surveys
Provide you with current information for important decisions.

Call 800-638-0859 . . . Toll free

Vermont—Burlington



WCAX-TV



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

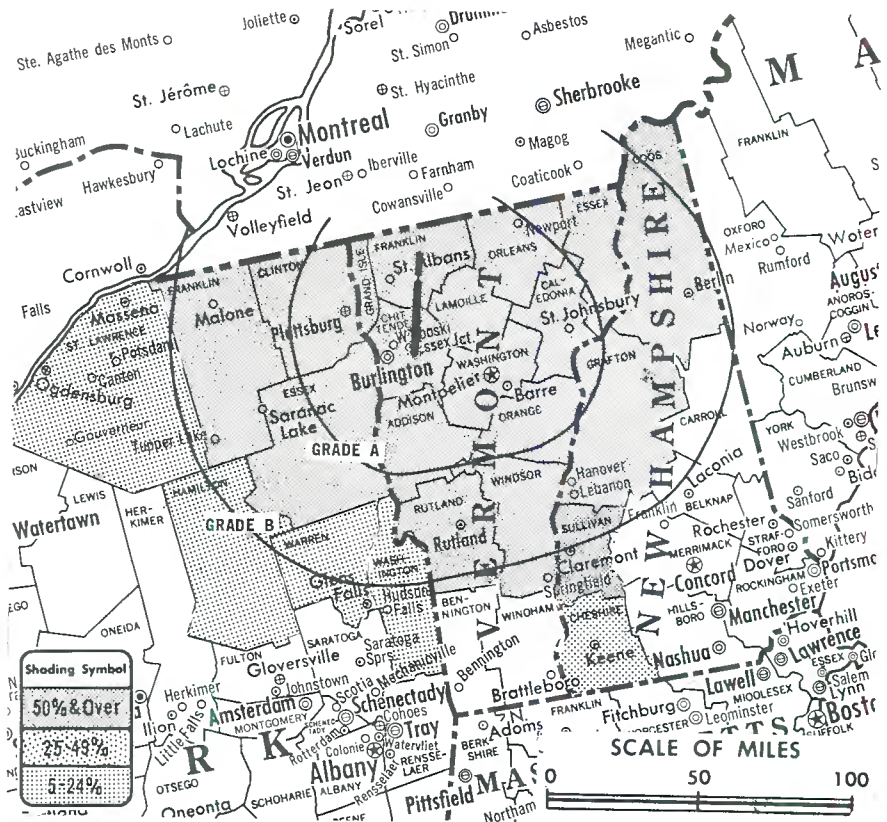
Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WCAX-TV Ref: FCC File No. BPCT-3188 Granted 11/20/64

©American Map Co., Inc., N.Y., No. 14244

WCAX-TV

Network Service: CBS.

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, 34%; S. T. Martin, pres., dir. & gen. mgr., 53.5%; John A. Dobson, 12.5%; A. Pearley Feen, dir., 12.5%.

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, vice president & production manager.
RICHARD GALLAGHER, news editor.
A. S. RUTTER, film manager & buyer.
JAMES W. TIERNEY, chief engineer.

DIGEST OF RATE CARD NO. 13
(Sept. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.						
\$660.00	\$396.00	\$264.00	\$178.00	\$145.00*	\$130.00*	\$65.00*

*Class A—7-10:29 p.m., Mon.-Fri.; 7:30-10:29 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NEW HAMPSHIRE				
		Coos	10,700	10,400	97
		Grafton	16,700	15,800	94
		Sullivan	10,200	9,600	94
	NEW YORK				
		Clinton	19,200	18,700	97
		Essex	10,800	10,400	96
		Franklin	12,800	12,100	95
	VERMONT				
		Addison	6,900	6,600	95
		Caledonia	7,300	7,000	96
		Chittenden	29,200	28,300	97
		Essex	1,600	1,600	97
		Franklin	9,600	9,400	98
		Grand Isle	1,100	1,100	98
		Lamoille	4,100	4,000	97
		Orange	5,400	5,100	95
	Orleans	6,100	5,900	97	
	Rutland	16,400	15,700	95	
	Washington	14,800	14,300	97	
	Windsor	14,700	13,900	95	
Between 5-24%	NEW HAMPSHIRE				
		Cheshire	16,100	15,300	95
	NEW YORK				
		Hamilton	1,600	1,500	94
		St Lawrence	31,000	29,800	96
	Warren	15,700	15,000	95	
	Washington	15,600	15,000	96	
Station Totals		277,600	266,500	96	
Net Weekly Circulation (1970-71)				165,800	
Average Daily Circulation (1970-71)				122,100	
(Station also received in Canadian markets)					

Vermont—Burlington-Plattsburgh, N.Y.



WVNY-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 933-kw max. & 501-kw horizontal visual, 75.9-kw aural. Antenna: 2753-ft. above av. terrain, 324-ft. above ground, 4187-ft. above sea level.

Latitude 44° 31' 40"
Longitude 72° 48' 58"

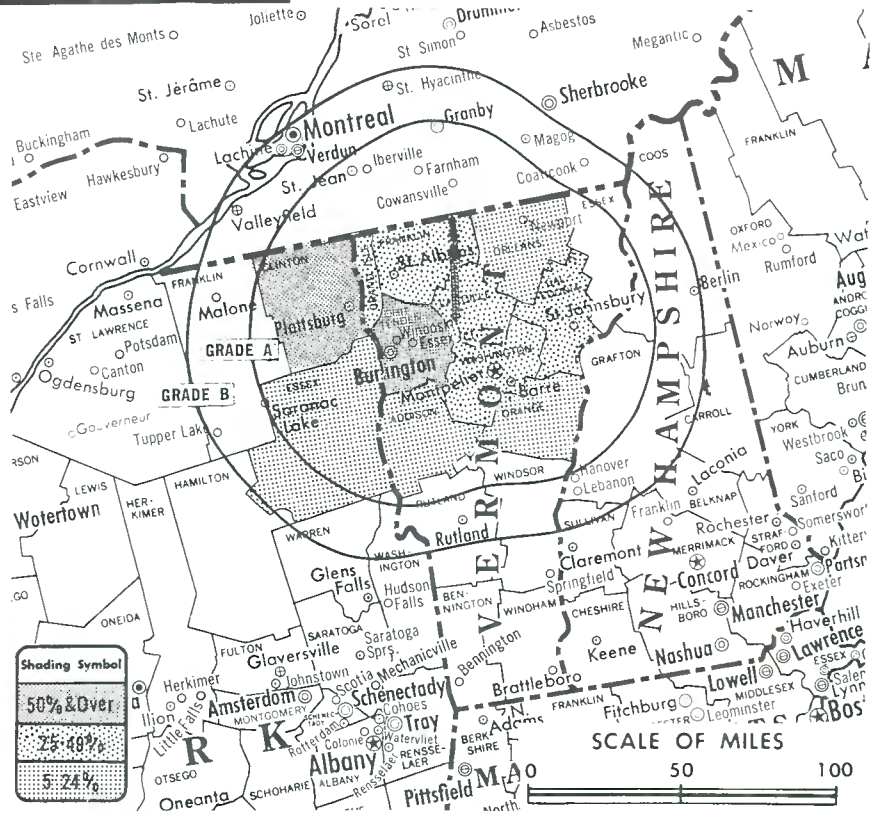
Transmitter: Mt. Mansfield.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WVNY, 36-kw, 92.9 MHz (No. 225), 2700-ft.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WVNY-TV Ref: FCC File No. BPCT-4199 Granted 7/20/70

©American Map Co., Inc. N.Y. No. 14244

WVNY-TV

Licensee: Vermont New York TV Inc., Box 22, Burlington, Vt. (05401).

Studio: 1500 Hegeman Ave., Ft. Ethan Allen, Colchester, Vt. (05446).

Telephone: 802-655-3663.

Ownership: J. L. Siegal, pres. & gen. mgr., 30%; Hilton A. Wick, secy., 8%; I. Munn Boardman Jr., treas., 8%; Henry Strauss, I. Munn Boardman Sr., Charles F. Black, Henry W. Trimble Jr. & John M. Young, 8% each; The Forty-Six Co., 7.64%; H. G. Trentin, 5%. Siegal also is pres. of Able Communications Inc., licensee of KJ01(FM), Los Angeles.

Began Operation: Aug. 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971.

Represented (sales) by Savalli/Gates; Kettell-Carter (regional).

Represented (legal) by Smith & Pepper.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

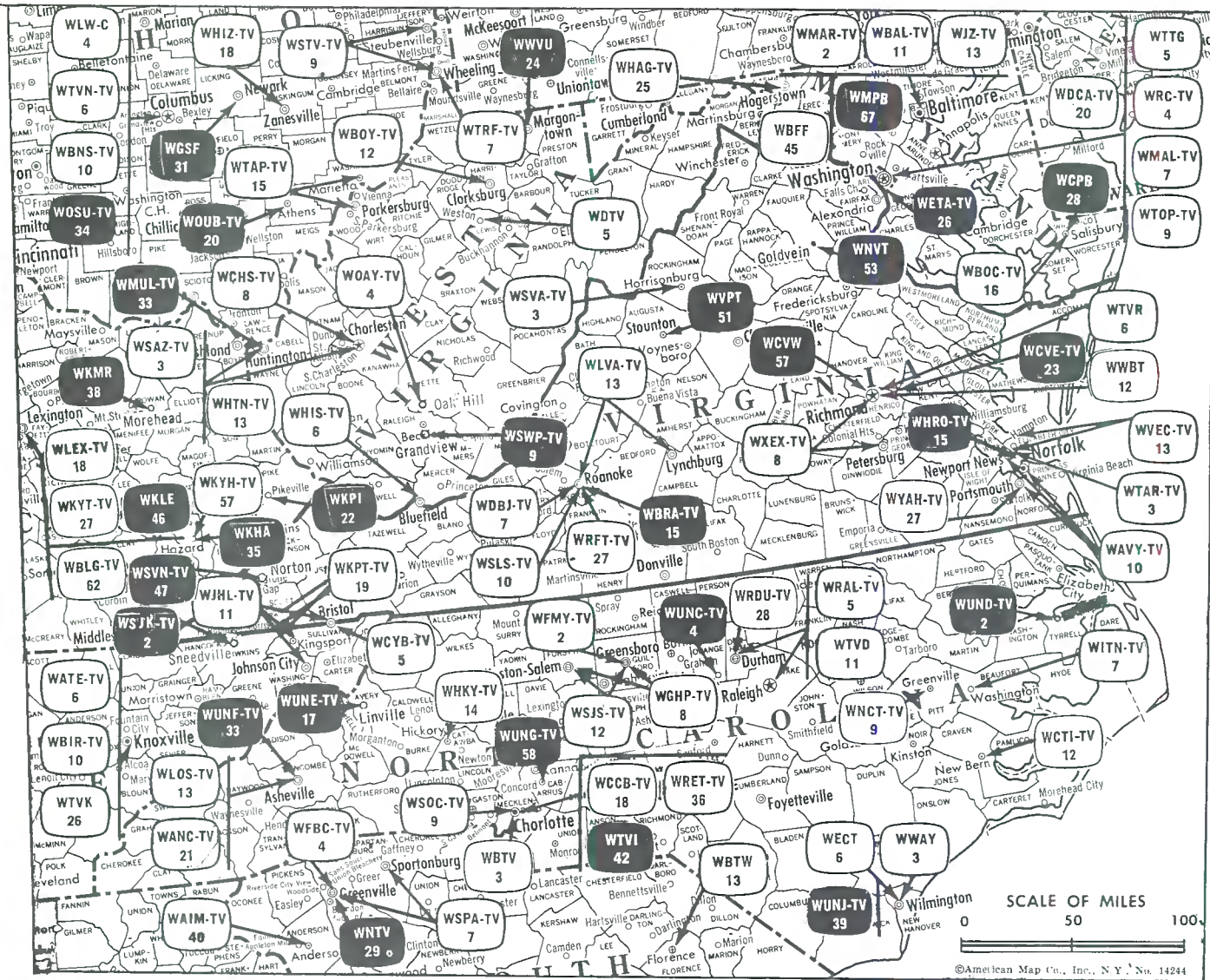
JACK L. SIEGAL, president.
DEAN SLACK, vice president & general manager.
GEORGE ROUSSEAU, operations production manager.
SARGENT CATHRALL, chief engineer.

DIGEST OF RATE CARD NO. 3 (Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7-10 p.m., daily.	\$382	\$229	\$159	\$124	\$60	\$36	\$30

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	19,200	18,700	97
	VERMONT			
	Chittenden	29,200	28,300	97
Between 25-49%	VERMONT			
	Caledonia	7,300	7,000	96
	Franklin	9,600	9,400	98
	Grand Isle	1,100	1,100	98
	Lamoille	4,100	4,000	97
Washington	14,800	14,300	97	
Between 5-24%	NEW YORK			
	Essex	10,800	10,400	96
	VERMONT			
	Addison	6,900	6,600	95
Orange	5,400	5,100	95	
Orleans	6,100	5,900	97	
Station Totals		114,500	110,800	97
Net Weekly Circulation (1970-71)				45,500
Average Daily Circulation (1970-71)				22,500

For U.S. TV Station Call Letters
See page 7-b



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Norfolk-Portsmouth- Newport News-Hampton	365,800	55	361,500	46
Richmond	318,700	63	315,000	56
Roanoke-Lynchburg	309,200	67	269,600	66
Bristol-Kingsport- Johnson City	196,800	103	179,100	86
Harrisonburg	76,000	175	24,800	195

Virginia Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	0	7	7
			20

HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

State Educational Technical Facilities
(Complete Data in Educational Directory)

WNVV
Goldvein

Ch. 53

Non-Commercial Educational Station

Grantee: Northern Virginia ETV Assn., c/o Robert D. Smith, 8325 Little River Tpk., Annandale, Va. (22003).

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2220-kw max. & 1440-kw horizontal visual, 333-kw max. & 214-kw horizontal aural. Antenna: 748-ft. above av. terrain, 653-ft. above ground, 1049-ft. above sea level.

Latitude	38°	37'	42''
Longitude	77°	26'	20''

WHRO-TV
Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1000-kw visual, 100-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''

WSVN-TV
Norton

Ch. 47

Non-Commercial Educational Station

Grantee: Blue Ridge ETV Assn., Inc., Box 15, Roanoke, Va. (24001).

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 629.17-kw max. & 245-kw horizontal visual, 94.375-kw max. & 37.1-kw horizontal aural. Antenna: 1940-ft. above av. terrain, 240-ft. above ground, 4400-ft. above sea level.

Latitude	36°	53'	52''
Longitude	82°	37'	22''

WCVE-TV
Richmond

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1175-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, Richmond, Va. (23235).

Technical Facilities: Channel No. 57 (728-734 MHz). 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''

WBRA-TV
Roanoke

Ch. 15

Non-Commercial Educational Station

Licensee: Blue Ridge Educational TV Association, Box 15, Roanoke, Va. (24001).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 631-kw max. & 283-kw horizontal visual, 92-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''

WVPT
Staunton

Ch. 51

Non-Commercial Educational Station

Licensee: Shenandoah Valley Educational Corp., Port Republic Rd., Harrisonburg, Va. (22801).

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 525-kw max. & 89.1-kw horizontal visual, 67.6-kw max. & 13.5-kw horizontal aural. Antenna: 2230-ft. above av. terrain, 46-ft. above ground, 4382-ft. above sea level.

Latitude	38°	18'	55''
Longitude	79°	18'	50''

State Cross Reference List
Communities That Receive Programs of
Stations That Are Located Elsewhere

WJHL-TV, Bristol
(See Johnson City, Tenn.)

WKPT-TV, Bristol
(See Kingsport, Tenn.)

WVEC-TV, Hampton
(See Norfolk, Va.)

WDBJ-TV & WRFT-TV, Lynchburg
(See Roanoke, Va.)

WLVA-TV, Lynchburg
(See Roanoke, Va.)

WSLS-TV, Lynchburg
(See Roanoke, Va.)

WXEX-TV, Petersburg
(See Richmond, Va.)

Virginia—Bristol-Kingsport & Johnson City, Tennessee



WCYB-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 85.1-kw visual, 10.25-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.

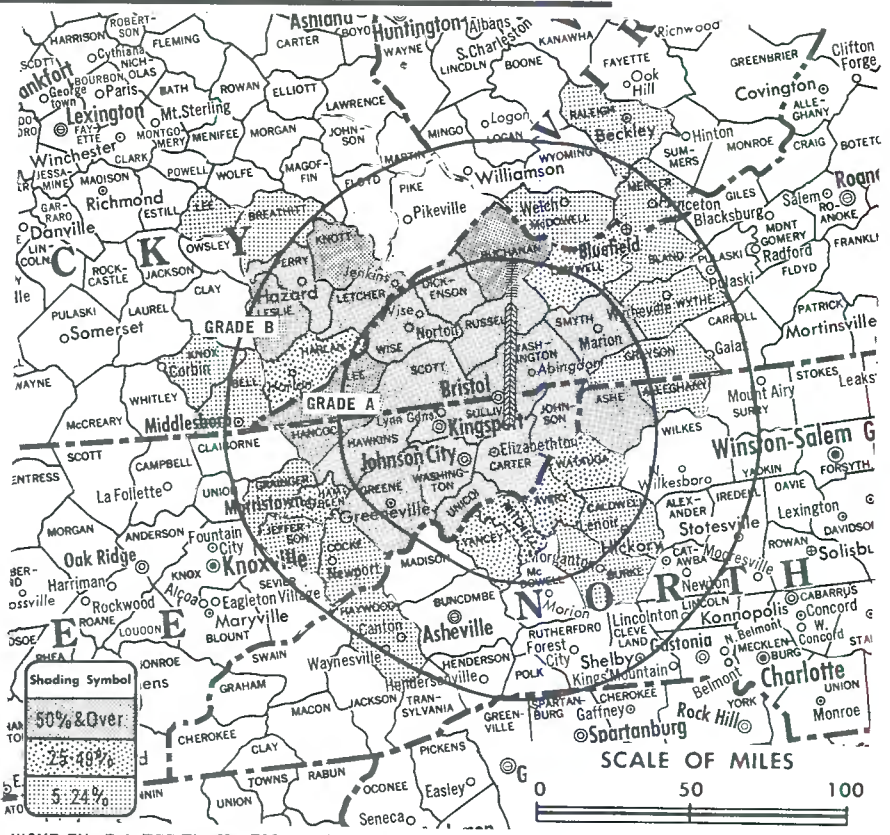
Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © MS1
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WCYB-TV Ref: FCC File No. BMPCT-4520 Granted 3/12/57

© American Map Co., Inc., N.Y., No. 14241

WCYB-TV

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).

Telephone: 703-669-4161. TWX No.: 510-580-4523.

Ownership: Appalachian Broadcasting Corp., wholly-owned subsidiary of Starr Bcstg. Group, 100%. William F. Buckley, chmn., 13.7%. Starr also owns radios KISD, Sioux Falls, S.D.; KUDL, Fairway & KCJC(FM), Kansas City, Kan.; KXLR, North Little Rock, Ark.; WBOK, New Orleans; KYOK, Houston; WLOK, Memphis; KEIR, Dallas and is buying WCAM, Camden, N.J. & KABL AM & FM, Oakland-San Francisco; selling KISD, Sioux Falls, S.D.

Began Operation: Aug. 13, 1956. Sale to present owner by Appalachian Bcstg. Corp. (Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel) approved by FCC Nov. 12, 1970 (Television Digest, Vol. 10:6, 46).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Cohen & Dippell.

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. 1-I (Aug. 16, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class A—6-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	Graded rates apply*

*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
		Knott	3,800	3,300	86
		Leslie	3,100	2,500	82
		Letcher	6,600	5,900	89
		Perry	7,100	6,200	88
	NORTH CAROLINA				
		Ashe	6,300	5,800	91
	TENNESSEE				
		Carter	13,900	13,200	95
		Greene	15,300	14,500	95
		Hancock	2,100	1,900	91
		Hawkins	10,700	9,900	93
		Johnson	3,900	3,600	93
		Sullivan	40,300	39,000	97
		Unicoi	5,100	4,800	94
	Washington	23,000	22,200	97	
Between 25-49%	VIRGINIA				
		Buchanan	8,700	7,900	91
		Dickenson	4,500	4,200	94
		Lee	6,500	5,900	91
		Russell	6,900	6,400	93
		Scott	7,400	6,700	91
		Smyth	9,100	8,700	95
		Washington	17,800	17,000	95
		Wise	11,900	11,000	93
	KENTUCKY				
		Harlan	10,900	10,000	92
	NORTH CAROLINA				
		Avery	3,800	3,500	91
		Mitchell	4,200	3,900	93
		Watauga	6,800	6,300	93
	Yancey	3,800	3,400	89	
TENNESSEE					
	Hamblen	12,500	11,800	95	
VIRGINIA					
	Tazewell	11,900	11,300	95	
(Continued on page 825-b)					
Station Totals		440,500	412,800	94	
Net Weekly Circulation (1970-71)				196,800	
Average Daily Circulation (1970-71)				132,400	

Virginia—Harrisonburg



Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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.

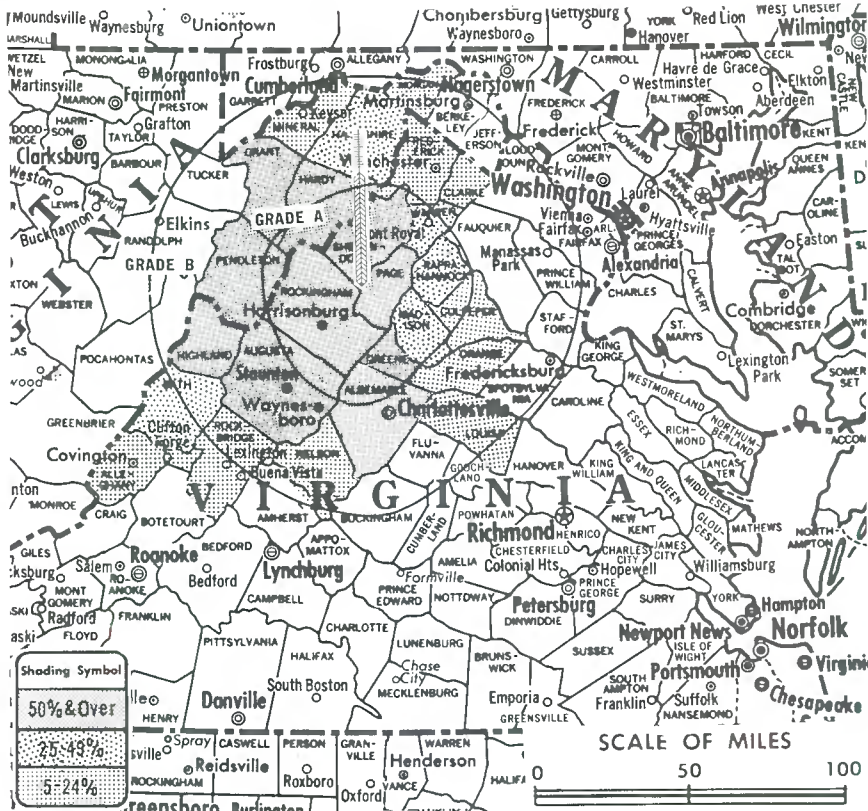
Studio: Rawley Pike.

AM Affiliate: WWSA, 5-kw (1-kw night, 550 kHz (NBC).

FM Affiliate: WWSA-FM, 7.2-kw, 100.7 MHz (No. 264), 345-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WSVA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/53

©American Map Co., Inc., N.Y., No. 1424

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).

WSVA-TV

Network Service: ABC, NBC.

Licensee: Gilmore Broadcasting Corp., 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 & Rowe.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES S. GILMORE JR., president.
HAMILTON SHEA, executive vice president.
ARTHUR HAMILTON, vice president & general manager.
JOHN T. McNAMARA, station & sales manager.
WILLIAM BOWERS, production manager.
VINCENT O'CONNELL, director of engineering.

DIGEST OF RATE CARD NO. 13—(June 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min or 30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$60.00*	\$50.00*
Class A—7-10 p.m., daily.						\$30.00

NETWORK BASE HOURLY RATE: \$500 (ABC).

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	24,600	22,800	93
	Augusta	26,500	25,300	95
	Greene	1,400	1,200	86
	Highland	800	800	94
	Page	5,500	5,400	98
	Rockingham	19,000	18,100	95
WEST VIRGINIA	Shenandoah	7,800	7,500	96
	Grant	2,600	2,300	89
	Hardy	2,800	2,400	87
Between 25-49%	Pendelton	2,200	2,000	91
	VIRGINIA			
	Bath	1,600	1,500	94
	Madison	2,600	2,400	91
WEST VIRGINIA	Rappahannock	1,500	1,400	93
	Warren	5,100	4,800	94
	Hampshire	3,700	3,400	91
Between 5-24%	VIRGINIA			
	Alleghany	9,100	8,700	96
	Clarke	2,500	2,400	97
	Culpeper	5,500	5,200	95
	Frederick	14,200	13,600	96
	Louisa	4,200	3,800	91
	Nelson	3,500	3,200	91
WEST VIRGINIA	Orange	4,400	4,000	92
	Rockbridge	9,100	8,600	94
WEST VIRGINIA	Mineral	7,500	7,100	95
	Morgan	2,800	2,700	95
Station Totals		170,500	160,600	94
Net Weekly Circulation (1970-71)				76,000
Average Daily Circulation (1970-71)				48,800

Virginia—Norfolk



WTAR-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). 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 kHz (CBS).

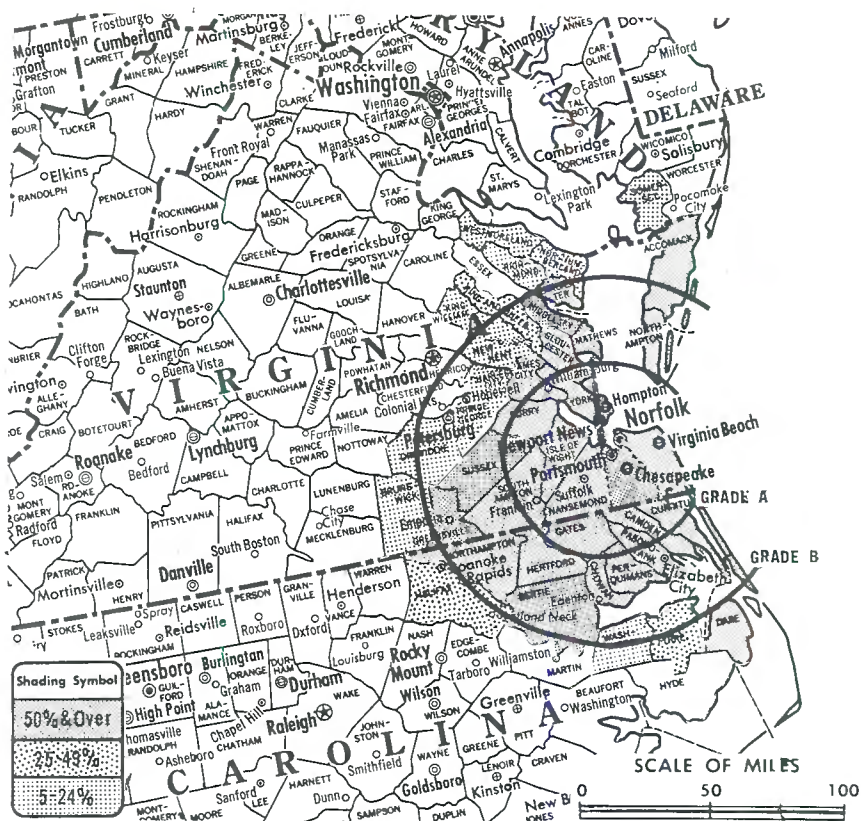
FM Affiliate: WTAR-FM, 15-kw, 95.7 MHz (No. 239), 881-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTAR-TV Ref: FCC File No. BMPCT-1051 Granted 4/7/53

©American Map Co., Inc., N.Y., No. 14244

WTAR-TV

Licensee: WTAR Radio-TV Corp., 720 Boush St. (23510).

Studio: 720 Boush St.

Telephone: 703-625-6711. TWX No.: 703-625-8148.

Ownership: WTAR Radio-TV Corp., subsidiary of Landmark Communications Inc. which owns subsidiary Greensboro News Co. & WFMY Television Corp., Greensboro, N.C. For other interests see Group Ownership.

Began Operation: April 2, 1950.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

LEE C. KITCHIN, president.
RONALD W. PHILIPS, general sales manager, TV.
JOSEPH C. PERKINS, director of TV operations.
JAMES W. EVANS, dir. of sales development & merchandising.
JEFF DANE, promotion manager & creative director.
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. 7—(Sept. 13, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AAA—8-10 p.m., daily.

\$1100 \$660 \$440 \$355 \$275 Graded rates apply*

*Highest rate: \$520.

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bertie	5,700	5,200	91
	Camden	1,600	1,500	96
	Chowan	3,200	3,000	94
	Currituck	2,200	2,000	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA—(Continued)			
	Dare	2,600	2,400	91
	Gates	2,400	2,200	91
	Hertford	6,700	6,300	94
	Northampton	6,200	5,700	92
	Pasquotank	8,200	7,800	95
	Perquimans	2,500	2,400	95
	VIRGINIA			
	Accomack	9,600	8,800	92
	Gloucester	4,500	4,300	96
	Greensville	4,000	3,700	93
	Isle Of Wight	5,200	4,900	95
	James City	6,800	6,500	95
	Lancaster	3,100	2,900	94
	Mathews	2,600	2,400	94
	Middlesex	2,000	1,900	93
	Nansemond	13,200	12,400	94
Norfolk	151,400	146,500	97	
Virginia Beach	48,300	47,100	97	
Northampton	4,600	4,300	93	
Southampton	6,900	6,400	93	
Surry	1,600	1,500	93	
Sussex	3,100	2,800	90	
Hampton-Newport News	76,300	74,300	97	
York	9,500	9,200	96	
Between 25-49%	NORTH CAROLINA			
	Halifax	15,100	13,800	92
	Tyrrell	1,200	1,100	91
	VIRGINIA			
King And Queen	1,800	1,600	91	
Northumberland	3,000	2,800	94	
Between 5-24%	MARYLAND			
	Somerset	6,200	5,800	93
(Continued on page 833-b)				
Station Totals		471,600	451,000	96
Net Weekly Circulation (1970-71)			365,800	
Average Daily Circulation (1970-71)			274,900	

Virginia—Hampton-Norfolk



WVEC-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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 kHz (ABC).

FM Affiliate: WVEC-FM, 50-kw, 101.3 MHz (No. 267), 380-ft. (ABC).

Color: Network, live, film, slide & tape.

New Wire Service: AP.

Facsimile Service: AP.

TWX No.: 710-882-0072.

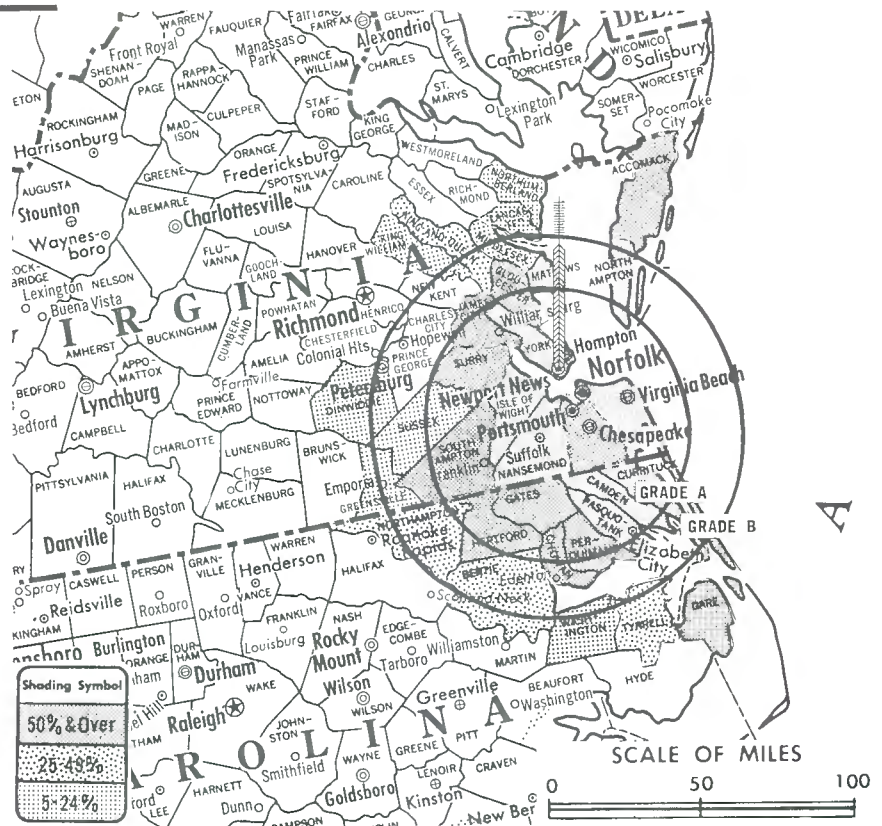
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WVEC-TV Ref: FCC File No. BPC1-3279 Granted 7/29/64

©American Map Co., Inc., N.Y., No. 14244

WVEC-TV

Licensee: Peninsula Bcstg. Corp., Box 400, Hampton (23369).

Studios: 110 Third St., Norfolk (23510); 1930 E. Pembroke Ave., Hampton (23363).

Telephones: 703-622-4674, Norfolk; 703-722-6331, Hampton.

Ownership: Thomas P. Chisman, pres., 22.7%; Harrol A. Brauer Jr., v.p., 8.6%; J. W. Chisman, secy.-treas., 21.5%; other stockholders, none with more than 4.1%.

Began Operation: Aug. 15, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.

HARROL A. BRAUER JR., v.p. sales.

L. W. KLIEWER, v.p. operations.

CHARLES L. COKER, 2nd v.p., sales.

DAVID WHITENER, operations manager.

FRANK DONALDSON, dir., community relations & public affairs.

NORMAN FARROW, graphics director.

JAMES O. GRAY, merchandise & promotion director.

DIGEST OF RATE CARD NO. A21—(July 5, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7:30-11 p.m., daily.

\$1200.00 \$685.00 \$405.00 \$305.00 Graded rates apply*

*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	NORTH CAROLINA				
		Camden	1,600	1,500	96
		Chowan	3,200	3,000	94
		Currituck	2,200	2,000	92
		Dare	2,600	2,400	91
		Gates	2,400	2,200	91
		Hertford	6,700	6,300	94
		Pasquotank	8,200	7,800	95
		Perquimans	2,500	2,400	95
		(Continued on page 825-b)			
Station Totals		423,400	406,000	96	
Net Weekly Circulation (1970-71)				329,900	
Average Daily Circulation (1970-71)				212,800	

WVEC 13 TELEVISION



HAMPTON-NORFOLK, VA.



REPRESENTED BY
KATZ TELEVISION

Virginia—Portsmouth-Norfolk-Newport News



WAVY-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-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.

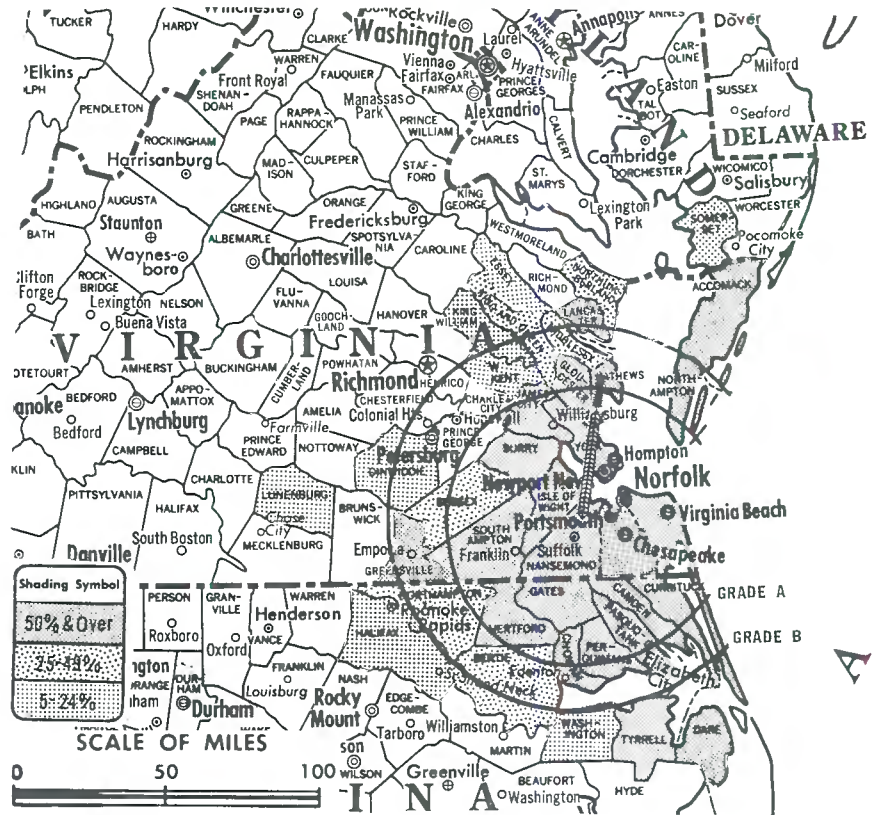
TV tape: Recording facilities.

Studio: 801 Middle St.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

American Map Co., Inc., N.Y., No. 14244

WAVY-TV

Licensee: WAVY TV Inc., 801 Middle St., Portsmouth (23704); P.O. Box 1600, Norfolk, Va. (23501).

Telephone: 703-627-2345, Norfolk; 703-397-3441, Portsmouth; 703-245-3888, Newport News.

TWX No.: 710-882-3271.

Ownership: LIN Broadcasting. For other interests, see WAND (TV), Decatur, Ill.

Began Operation: Sept. 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- PHILIP D. MARELLA, president & general manager.
- HAROLD SOLDINGER, vice president & asst. general manager.
- E. J. HENNESSY, general sales manager.
- CHARLES MOYER, program director.
- GARY B. SMART, national sales representative.
- JOHN WILSON, news director.
- PAUL W. HECHT, chief engineer.

DIGEST OF RATE CARD NO. 12—(Feb. 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$300.00 Graded rates apply*

*Highest rate: \$375.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	1,600	1,500	96
	Chowan	3,200	3,000	94
	Currituck	2,200	2,000	92
	Dare	2,600	2,400	91
	Gates	2,400	2,200	91

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA—(Continued)			
	Hertford	6,700	6,300	94
	Pasquotank	8,200	7,800	95
	Perquimans	2,500	2,400	95
	Tyrrell	1,200	1,100	91
	VIRGINIA			
	Accomack	9,600	8,800	92
	Gloucester	4,500	4,300	96
	Greensville	4,000	3,700	93
	Isle Of Wight	5,200	4,900	95
James City	6,800	6,500	95	
Lancaster	3,100	2,900	94	
Mathews	2,600	2,400	94	
Nansemond	13,200	12,400	94	
Norfolk	151,400	146,500	97	
Virginia Beach	48,300	47,100	97	
Northampton	4,600	4,300	93	
Southampton	6,900	6,400	93	
Surry	1,600	1,500	93	
Hampton-Newport News	76,300	74,300	97	
York	9,500	9,200	96	
Between 25-49%	NORTH CAROLINA			
	Bertie	5,700	5,200	91
	Northampton	6,200	5,700	92
	VIRGINIA			
	King And Queen	1,800	1,600	91
Middlesex	2,000	1,900	93	
Northumberland	3,000	2,800	94	
Sussex	3,100	2,800	90	
Between 5-24%	MARYLAND			
	Somerset	6,200	5,800	93
(Continued on next page)				
Station Totals		451,700	432,100	96
Net Weekly Circulation (1970-71)				345,500
Average Daily Circulation (1970-71)				219,000

WCYB-TV, Bristol
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	KENTUCKY			
	Bell	9,400	8,700	92
	Breathitt	3,800	3,100	83
	Knox	6,900	6,100	89
	Lee	2,000	1,700	84
	NORTH CAROLINA			
	Alleghany	2,900	2,700	92
	Burke	18,000	17,300	96
	Caldwell	17,500	16,800	96
	Haywood	13,300	12,500	94
	SOUTH CAROLINA			
	Union	9,100	8,700	96
	TENNESSEE			
	Cocke	7,800	7,200	92
	Grainger	4,500	4,100	91
	Jefferson	8,000	7,600	95
	VIRGINIA			
	Bland	1,500	1,300	88
	Grayson	5,000	4,700	94
	Wythe	6,800	6,300	93
	WEST VIRGINIA			
Mc Dowell	14,000	13,100	93	
Mercer	20,400	19,500	96	
Raleigh	21,700	20,600	95	

WAVY-TV, Portsmouth
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	NORTH CAROLINA			
	Halifax	15,100	13,800	92
	Washington	3,800	3,600	94
	VIRGINIA			
	Dinwiddie	17,500	16,500	94
	Essex	2,000	1,800	92
	King William	2,100	2,000	95
	Lunenburg	3,500	3,300	94
	New Kent	1,500	1,400	94

WDBJ-TV, Roanoke
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	VIRGINIA			
	Mecklenburg	8,800	8,200	93
	Patrick	4,800	4,400	92
	Smyth	9,100	8,700	95
	WEST VIRGINIA			
	Pendelton	2,200	2,000	91
	Summers	4,300	3,800	89
	NORTH CAROLINA			
	Alamance	31,300	30,400	97
	Ashe	6,300	5,800	91
Orange	17,200	16,100	94	
Stokes	7,200	6,900	96	
Between 5-24 %	VIRGINIA			
	Augusta	26,500	25,300	95
	Buckingham	3,100	2,800	91
	Cumberland	1,800	1,600	90
	Lee	6,500	5,900	91
	Lunenburg	3,500	3,300	94
	Prince Edward	3,800	3,500	93
	Russell	6,900	6,400	93
	Washington	17,800	17,000	95
	WEST VIRGINIA			
	Fayette	15,100	14,500	96
	Mc Dowell	14,000	13,100	93
Raleigh	21,700	20,600	95	
Randolph	7,300	6,800	93	

Virginia

WVEC-TV, Hampton-Norfolk
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Accomack	9,600	8,800	92
	Gloucester	4,500	4,300	96
	Isle Of Wight	5,200	4,900	95
	James City	6,800	6,500	95
	Mathews	2,600	2,400	94
	Nansemond	13,200	12,400	94
	Norfolk	151,400	146,500	97
	Virginia Beach	48,300	47,100	97
	Northampton	4,600	4,300	93
	Southampton	6,900	6,400	93
Surry	1,600	1,500	93	
Hampton-Newport News	76,300	74,300	97	
York	9,500	9,200	96	

Between 25-49 %	NORTH CAROLINA			
	Bertie	5,700	5,200	91
	Northampton	6,200	5,700	92
	Tyrrell	1,200	1,100	91
VIRGINIA				
King And Queen	1,800	1,600	91	

Between 5-24 %	NORTH CAROLINA			
	Washington	3,800	3,600	94
	VIRGINIA			
	Dinwiddie	17,500	16,500	94
	King William	2,100	2,000	95
	Lancaster	3,100	2,900	94
	Middlesex	2,000	1,900	93
	Northumberland	3,000	2,800	94
Sussex	3,100	2,800	90	

WTVR-TV, Richmond
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	VIRGINIA			
	Charlotte	3,500	3,300	93
	Gloucester	4,500	4,300	96
	James City	6,800	6,500	95
	Mecklenburg	8,800	8,200	93
	Page	5,500	5,400	98
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Westmoreland	4,000	3,700	91

Between 5-24 %	MARYLAND			
	Somerset	6,200	5,800	93
	NORTH CAROLINA			
	Halifax	15,100	13,800	92
	Northampton	6,200	5,700	92
	VIRGINIA			
	Accomack	9,600	8,800	92
	Appomattox	3,000	2,800	95
	Culpeper	5,500	5,200	95
	Fauquier	7,600	7,200	95
	Frederick	14,200	13,600	96
	Isle Of Wight	5,200	4,900	95
King George	2,200	2,100	95	
Prince William	29,700	29,000	98	
Shenandoah	7,800	7,500	96	
Southampton	6,900	6,400	93	
Warren	5,100	4,800	94	
York	9,500	9,200	96	

Virginia—Portsmouth

WYAH-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2340-kw max. & 1460-kw horizontal visual, 452-kw max. & 289-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"
Longitude 76° 27' 45"

Transmitter: State Rt. 337, 0.4-mi. E of Jct. Rts. 337 & 626, near Shoulders Hill.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

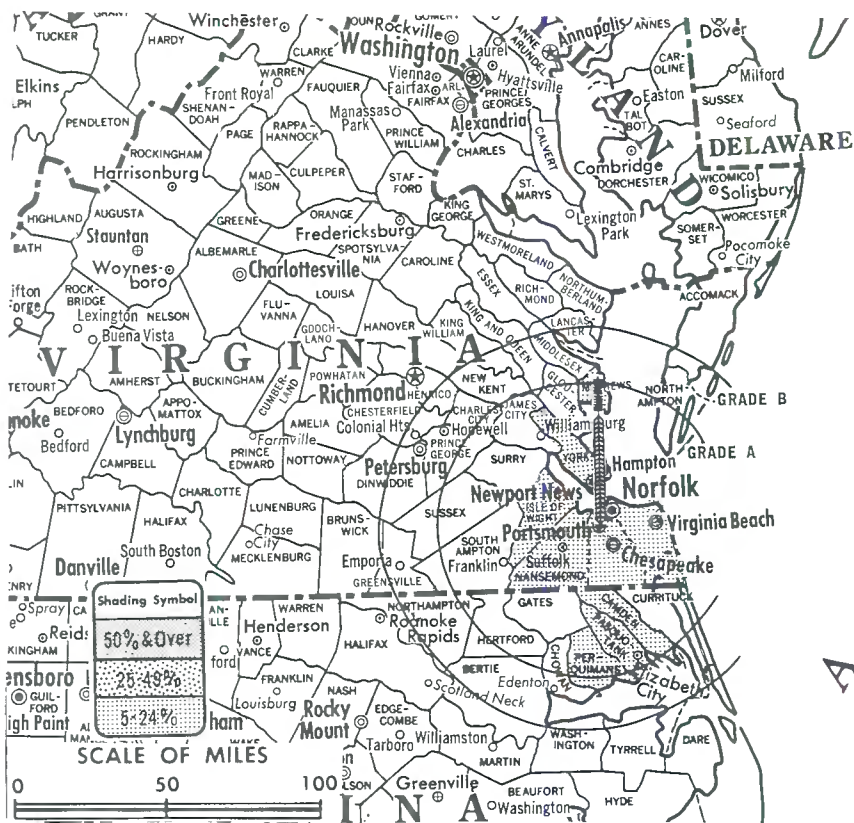
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WYAH-TV Ref: FCC File No. BPCT-4187 Granted 9/18/69

American Map Co. Inc., N.Y. No. 14244

WYAH-TV

Network Service: None, independent.

Grantee: Christian Broadcasting Network Inc., Box 111, Portsmouth, Va. (23705).

Studio: 1318 Spratley St. (23704).

Telephone: 703-393-2505.

Ownership: Non-stock corporation. M. G. Robertson, pres. Christian Bcstg. also owns WXRI-FM, Norfolk, Va.; WBIV, Wethersfield; WEIV, Ithaca; WJIV, Cherry Valley Twp.; WMIV, South Bristol Twp.; WOIV, De Ruyter Twp., all N.Y.; WHAE-TV, Atlanta, Ga. & is buying WMET-TV, Baltimore, Md.

Began Operation: Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July, 1967.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

M. G. ROBERTSON, president & general manager.
W. T. GREGORY, v.p. & chief engineer.
JOHN GILMAN, v.p. & director of network operations.
GEORGE BUNN, v.p. & director of advertising & promotion.
STANLEY DITCHFIELD, v.p. & dir. of marketing.

DIGEST OF RATE CARD NO. 5 (Feb. 1, 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Prime Time: 6-11 p.m., daily.						
\$450	\$300	\$200	\$115	\$95	\$70	\$50

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	NORTH CAROLINA				
		Camden	1,600	1,500	96
		Pasquotank	8,200	7,800	95
		Perquimans	2,500	2,400	95
	VIRGINIA				
		Isle Of Wight	5,200	4,900	95
		Mathews	2,600	2,400	94
		Nansemond	13,200	12,400	94
		Norfolk	151,400	146,500	97
		Virginia Beach	48,300	47,100	97
	Hampton-Newport News	76,300	74,300	97	
	York	9,500	9,200	96	

Station Totals	318,800	308,500	97
Net Weekly Circulation (1970-71)			39,800
Average Daily Circulation (1970-71)			14,900

For Sales & Transfers of TV Stations
See Services Volume

Virginia—Richmond

WTVR-TV Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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 kHz (CBS).

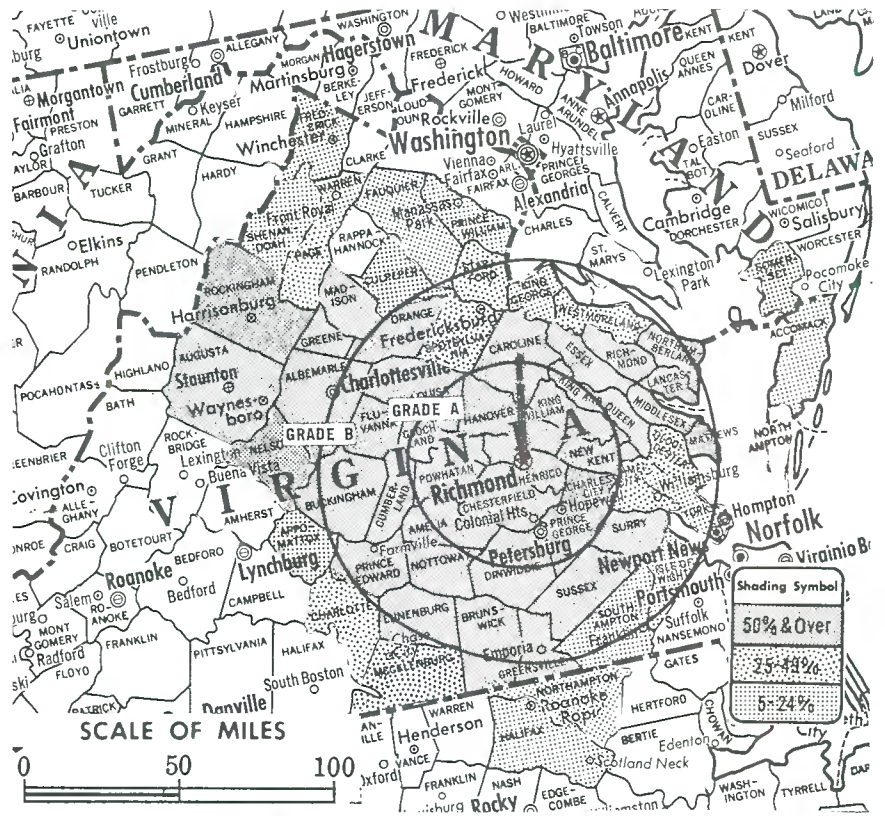
FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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.

Begin 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 Midlen & Reddy.

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.
- BILL ADAMS, 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. A9 (Oct. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.						
\$550.00	*	*	*	\$300.00	\$240.00	\$150.00

*On request.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	VIRGINIA			
	Albemarle	24,600	22,800	93
	Amelia	2,200	2,000	89
	Augusta	26,500	25,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
VIRGINIA—(Continued)				
	Brunswick	4,500	4,100	92
	Buckingham	3,100	2,800	91
	Caroline	3,900	3,600	93
	Charles City	1,300	1,200	90
	Chesterfield	27,400	26,800	98
	Cumberland	1,800	1,600	90
	Dinwiddie	17,500	16,500	94
	Essex	2,000	1,800	92
	Fluvanna	2,100	1,900	92
	Goochland	2,800	2,600	93
	Greene	1,400	1,200	86
	Greensville	4,000	3,700	93
	Hanover	11,000	10,400	94
	Henrico	136,700	132,100	97
	King & Queen	1,800	1,600	91
	King William	2,100	2,000	95
	Lancaster	3,100	2,900	94
	Louisa	4,200	3,800	91
	Lunenburg	3,500	3,300	94
	Madison	2,600	2,400	91
	Mathews	2,600	2,400	94
	Middlesex	2,000	1,900	93
	Nelson	3,500	3,200	91
	New Kent	1,500	1,400	94
	Northumberland	3,000	2,800	94
	Nottoway	4,200	4,000	94
	Orange	4,400	4,000	92
	Powhatan	1,800	1,700	94
	Prince Edward	3,800	3,500	93
	Prince George	13,800	13,300	96
	Richmond	1,800	1,700	94
	Rockingham	19,000	18,100	95
	Surry	1,600	1,500	93
	Sussex	3,100	2,800	90

(Continued on page 825-b)

Station Totals	539,700	512,700	95
Net Weekly Circulation (1970-71)			318,700
Average Daily Circulation (1970-71)			231,000

Virginia—Richmond



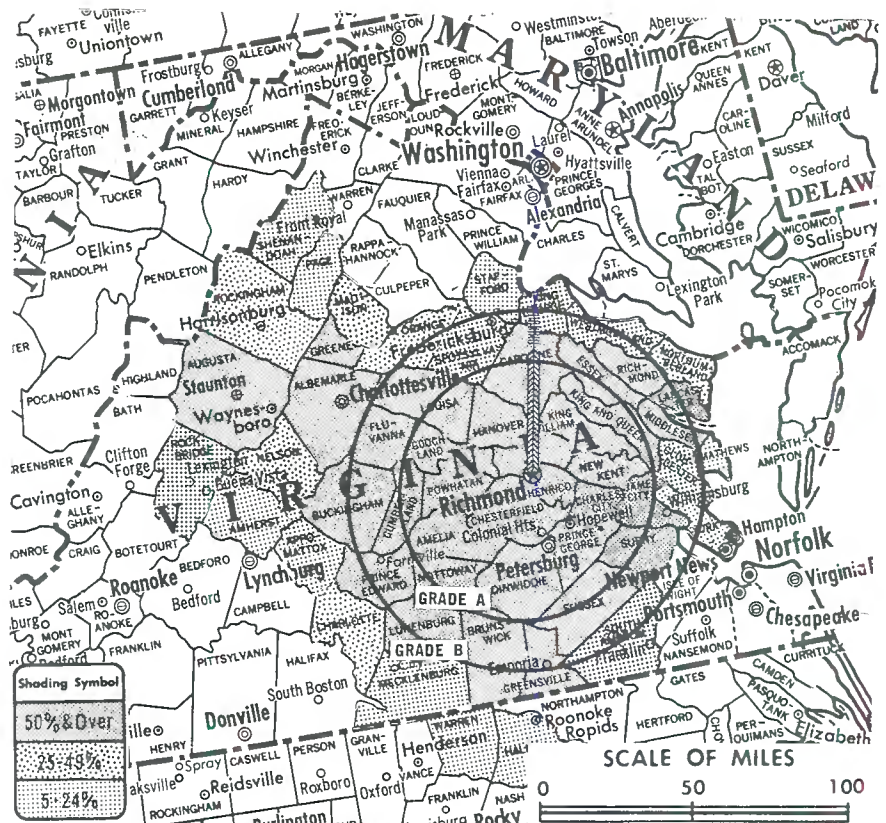
WWBT

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-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.
News Wire Service: AP.
News Film Service: NBC.



WWBT Ref: FCC File No. BFCP-1622 Granted 11/30/55

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WWBT

Licensee: Jefferson Standard Bcstg. Co. of Va., 5710 Midlothian Pike, P.O. Box 12 (23201).

Studio & Office: 5710 Midlothian Pike, Box 12, Richmond (23201).

Telephone: 703-233-5461. TWX No.: 710-956-0196.

Ownership: Jefferson Standard Bcstg. Co. See WBTV, Charlotte, N.C.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Larus Investing Co. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- JAMES G. BABB JR., v.p. & managing director.
- GRADY C. PRIDGEN JR., asst. v.p. & general sales manager.
- SANFORD T. TERRY, technical operations manager.
- CHARLES D. ELLIS, local sales manager.
- BAILEY DWIGGINS, promotion manager.
- DAVID MILLER, program manager.
- DOUG HILL, news manager.
- ROBERT T. GRIGGS, production manager.

DIGEST OF RATE CARD NO. 5—(June 14, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7-11 p.m., daily.
\$750.00 \$450.00 \$315.00 \$195.00 \$220.00* \$200.00* \$110.00*

*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	24,600	22,800	93
	Amelia	2,200	2,000	89
	Augusta	26,500	25,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA—(Continued)			
	Brunswick	4,500	4,100	92
	Buckingham	3,100	2,800	91
	Caroline	3,900	3,600	93
	Charles City	1,300	1,200	90
	Chesterfield	27,400	26,800	98
	Cumberland	1,800	1,600	90
	Dinwiddie	17,500	16,500	94
	Essex	2,000	1,800	92
	Fluvanna	2,100	1,900	92
	Goochland	2,800	2,600	93
	Greene	1,400	1,200	86
	Greensville	4,000	3,700	93
	Hanover	11,000	10,400	94
	Henrico	136,700	132,100	97
	James City	6,800	6,500	95
	King And			
	Queen	1,800	1,600	91
	King William	2,100	2,000	95
	Lancaster	3,100	2,900	94
Louisa	4,200	3,800	91	
Lunenburg	3,500	3,300	94	
Middlesex	2,000	1,900	93	
New Kent	1,500	1,400	94	
Nottoway	4,200	4,000	94	
Powhatan	1,800	1,700	94	
Prince Edward	3,800	3,500	93	
Prince George	13,800	13,300	96	
Richmond	1,800	1,700	94	
Surry	1,600	1,500	93	
Sussex	3,100	2,800	90	

Between 25-49%	VIRGINIA			
	Charlotte	3,500	3,300	93
	Madison	2,600	2,400	91
Nelson	3,500	3,200	91	

(Continued on page 833-b)

Station Totals	470,300	446,300	95
Net Weekly Circulation (1970-71)			273,200
Average Daily Circulation (1970-71)			167,800

Virginia—Richmond-Petersburg



WXEX-TV



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 296-kw visual, 40.4-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 kHz (MBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

TWX No.: 710-957-2329.

Studio: 230 S. Crater Rd., Petersburg (23803).

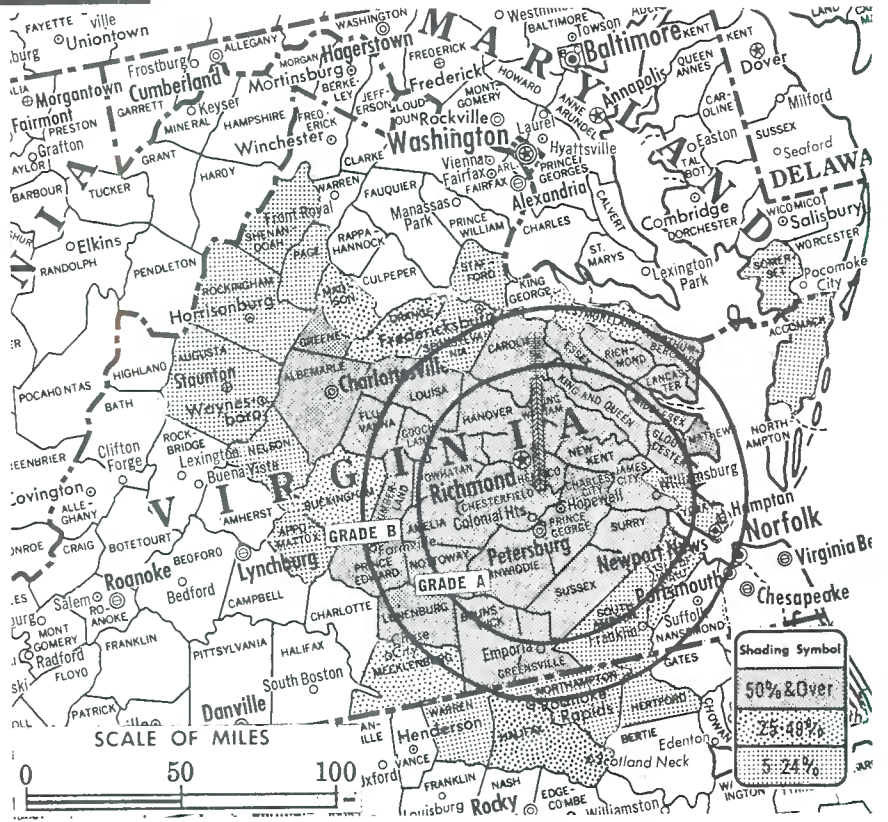
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WXEX-TV

Licensee: Nationwide Communications Inc., 246 N. High St., Columbus, Ohio.

Business Offices: 230 S. Crater Rd., Petersburg (23803); 623 E. Main St., Richmond (23207).

Telephones: 703-733-7876, Petersburg; 703-643-0166, Richmond.

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 Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

GEORGE W. CAMPBELL, corporate vice president.
JACK H. WIEDEMANN, v.p. & general manager.
LAWRENCE SLON, sales manager.
DAVE TOTTY, local sales manager.
JOHN MACKIN, program director.
AL CARPENTER, operations manager.
GEORGE McGUIGAN, chief engineer.
BILL BLANK, film director.
KEN COLLINS, news director.

DIGEST OF RATE CARD NO. 2 & 14—(Sept. 14, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—7-11 p.m., daily.

\$750.00 \$450.00 \$300.00 \$225.00 Graded rates apply*

*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	VIRGINIA			
	Albemarle	24,600	22,800	93
	Amelia	2,200	2,000	89
	Brunswick	4,500	4,100	92
	Caroline	3,900	3,600	93
	Charles City	1,300	1,200	90
	Chesterfield	27,400	26,800	98
	Cumberland	1,800	1,600	90
	Dinwiddie	17,500	16,500	94
(Continued on page 833-b)				
Station Totals		559,200	532,000	95
Net Weekly Circulation (1970-71)				278,600
Average Daily Circulation (1970-71)				158,200

WXEX TV

The Capital City area's answer for Sales Power.

Try it — you'll like it! — just as thousands do!!!



Blandford Manor home of WXEX-TV Virginia's largest and most modern broadcast facility.

Virginia—Roanoke



WDBJ-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Studio: 2001 Colonial Ave. S.W. (24015).

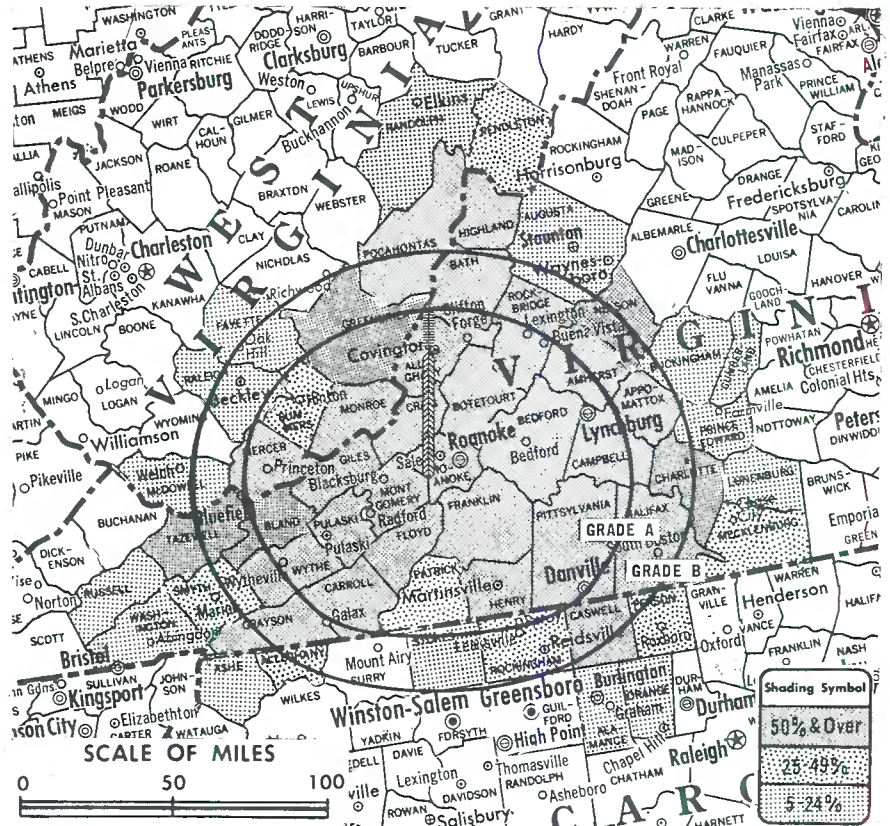
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/56

© American Map Co., Inc., N.Y., No. 14244

WDBJ-TV

Licensee: WDBJ Television Inc., Box 227, Roanoke (24002).

Telephone: 703-343-8031. TWX No.: 703-342-5725.

Ownership: WDBJ Television Inc. is a wholly-owned subsidiary of South Bend Tribune. For other interests, see WSBT-TV South Bend, Ind. Officers of WDBJ Television: Franklin D. Schurz Jr., pres.; Arthur R. D'Neil, exec. v.p. & secy.; John Harkrader, v.p. & gen. mgr.; James G. Young, treas.

Began Operation: Oct. 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Stambler & Shrinsky.

Personnel:

- JOHN W. HARKRADER, v.p. & manager.
- PAUL E. REYNOLDS, asst. manager & film buyer.
- CHARLES H. MCKEEVER, general sales manager.
- CHARLES A. BALLOU, program director.
- WENDELL H. SILER, operations manager.
- LARRY E. MAISEL, news director.
- BDONE BDGGS, director, creative services.
- TED PDWERS, public affairs director.
- J. EDWARD NEWMAN, chief engineer.
- FRANK MARTIN, director, promotion & research.

DIGEST OF RATE CARD NO. 14—(Sept. 15, 1971)

Hour 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 Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA Caswell	5,200	4,900	94

830-b

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
	Alleghany	9,100	8,700	96
	Amherst	6,500	6,100	94
	Appomattox	3,000	2,800	95
	Bath	1,600	1,500	94
	Bedford	9,800	9,300	94
	Bland	1,500	1,300	88
	Botetourt	5,800	5,600	96
	Campbell	31,100	29,800	96
	Carroll	9,500	8,800	92
	Charlotte	3,500	3,300	93
	Craig	1,200	1,100	92
	Floyd	3,100	2,900	94
	Franklin	7,800	7,400	94
	Giles	5,300	5,100	96
50% & Over	Grayson	5,000	4,700	94
	Halifax	8,900	8,300	93
	Henry	21,300	20,400	96
	Highland	800	800	94
	Montgomery	17,000	16,300	96
	Nelson	3,500	3,200	91
	Pittsylvania	32,800	31,100	95
	Pulaski	9,300	8,900	95
	Roanoke	59,900	58,100	97
	Rockbridge	9,100	8,600	94
	Tazewell	11,900	11,300	95
	Wythe	6,800	6,300	93
WEST VIRGINIA				
	Greenbrier	10,200	9,500	93
	Mercer	20,400	19,500	96
	Monroe	3,200	2,800	87
	Pocahontas	2,700	2,300	84
NORTH CAROLINA				
Between 25-49%	Alleghany	2,900	2,700	92
	Person	7,900	7,500	95
	Rockingham	23,100	22,300	96

(Continued on page 825-b)

Station Totals	579,900	550,300	95
Net Weekly Circulation (1970-71)			309,200
Average Daily Circulation (1970-71)			213,500

TV Factbook No. 42

Virginia—Roanoke



WRFT-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 702-kw max. & 589-kw horizontal visual, 140.4-kw max. & 117-kw horizontal aural. Antenna: 2040-ft. above av. terrain, 240-ft. above ground, 4000-ft. above sea level.

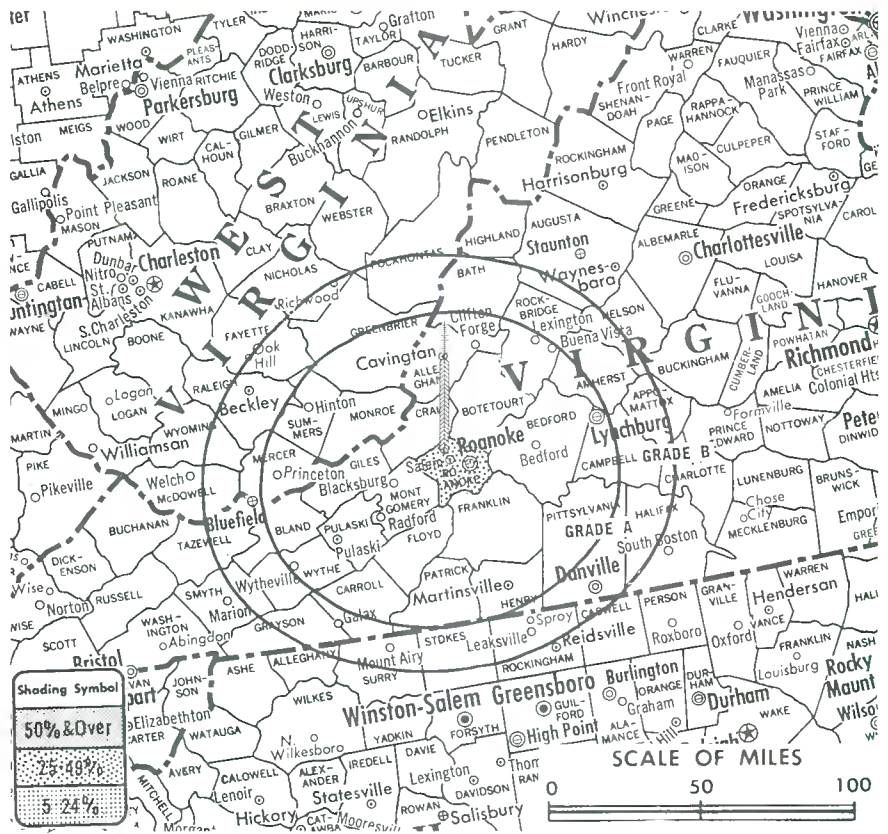
Latitude 37° 11' 55.5"
Longitude 80° 09' 02.5"

Transmitter: Top of Poor Mtn.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WRFT-TV Ref: BPCT-3553 Granted 7/2/65
CP: BIMPCT-7338 Granted 9/14/71

© 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., Box 27 (24001).
Telephone: 703-342-7863.
Ownership: Alexander N. Apostolou, 52.5%; others.
Began Operation: March 4, 1966.
Represented (legal) by Philip M. Baker.
Personnel:

ANDY PETERSEN, general manager.
FRANK TIRICO, sales manager.
ADRIAN CRONAUER, program director & operations manager.
GORDON REID, film director.
DEWEY ANDERSON, traffic manager.
BILL DAVIS, chief engineer.

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 Households	%
Between 25-49%	VIRGINIA Roanoke	59,900	58,100	97
Station Totals		59,900	58,100	97
Net Weekly Circulation (1970-71)				16,900
Average Daily Circulation (1970-71)				6,300

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.

Virginia—Roanoke



WLSL-TV



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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 kHz (NBC).

FM Affiliate: WLSL-FM, 202-kw, 99.1 MHz (No. 256), 1892-ft.

Color: Network, live, film, slide & tape.

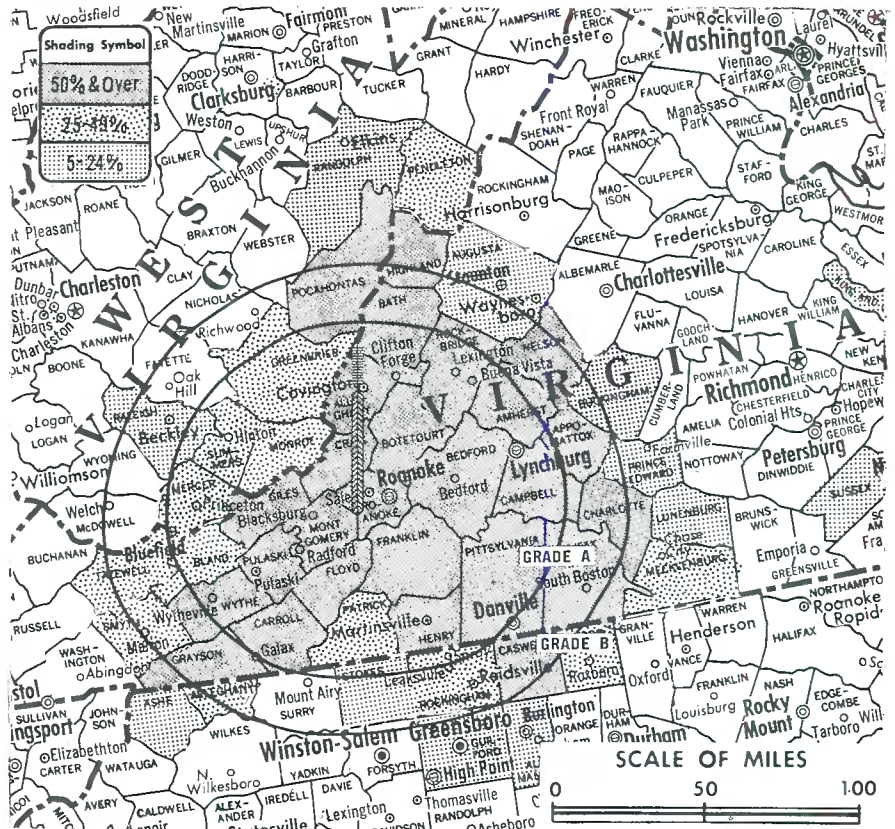
News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by A. D. Ring & Associates.

Studio: Church Ave. at 3rd St. (24011).

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WLSL-TV Ref: FCC File No. BNPCT-1035 Granted 4/20/53

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WLSL-TV

Licensee: Roy H. Park Bcstg. of Roanoke Inc., Church Ave. at 3rd St.

Telephone: 703-344-9226. TWX No.: 710-870-0428.

Ownership: Roy H. Park Bcstg. For other interests, see WNCT-TV, Greenville, N. C. Note: Sales of WLSL AM & FM pends.

Began Operation: Dec. 10, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales) by Blair Television.

Represented (legal) by Midlen & Reddy.

Personnel:

- ROY H. PARK, president.
- ROBERT H. TETER, exec. vice president & general manager.
- GEORGE CHERNAULT, assistant to general manager.
- PORTER F. HULETT, vice president.
- W. M. SKELTON JR., general sales manager.
- J. P. BRIGGS, manager for engineering.
- MEL LINKOUS, operations manager.
- GLENN HOWELL, farm director.
- LEE GARRETT, director of community affairs.
- RICHARD F. BUDDINE, news director.

DIGEST OF RATE CARD NO. A24—(May 31, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$850.00	\$550.00	\$375.00	\$225.00		Graded rates apply*

*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Caswell	5,200	4,900	94
	VIRGINIA			
	Alleghany	9,100	8,700	96
	Amherst	6,500	6,100	94
Appomattox	3,000	2,800	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA—(Continued)			
	Bath	1,600	1,500	94
	Bedford	9,800	9,300	94
	Botetourt	5,800	5,600	96
	Campbell	31,100	29,800	96
	Carroll	9,500	8,800	92
	Charlotte	3,500	3,300	93
	Craig	1,200	1,100	92
	Floyd	3,100	2,900	94
	Franklin	7,800	7,400	94
	Giles	5,300	5,100	96
	Grayson	5,000	4,700	94
	Halifax	8,900	8,300	93
	Henry	21,300	20,400	96
	Highland	800	800	94
	Montgomery	17,000	16,300	96
	Nelson	3,500	3,200	91
	Pittsylvania	32,800	31,100	95
	Pulaski	9,300	8,900	95
	Roanoke	59,900	58,100	97
Rockbridge	9,100	8,600	94	
Wythe	6,800	6,300	93	
WEST VIRGINIA				
Pocahontas	2,700	2,300	84	
NORTH CAROLINA				
Alleghany	2,900	2,700	92	
Person	7,900	7,500	95	
Rockingham	23,100	22,300	96	
VIRGINIA				
Bland	1,500	1,300	88	
Mecklenburg	8,800	8,200	93	
Patrick	4,800	4,400	92	
Smyth	9,100	8,700	95	
Tazewell	11,900	11,300	95	
WEST VIRGINIA				
Greenbrier	10,200	9,500	93	
Mercer	20,400	19,500	96	
(Continued on page 833-b)				
Station Totals		604,800	576,000	95
Net Weekly Circulation (1970-71)			284,800	
Average Daily Circulation (1970-71)			174,200	

WWBT, Richmond
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
VIRGINIA—(Continued)				
Between 25-49 %	Northumberland	3,000	2,800	94
	Orange	4,400	4,000	92
	Rockingham	19,000	18,100	95
NORTH CAROLINA				
	Halifax	15,100	13,800	92
	Warren	4,300	3,900	91
VIRGINIA				
Between 5-24 %	Amherst	6,500	6,100	94
	Appomattox	3,000	2,800	95
	Gloucester	4,500	4,300	96
	King George	2,200	2,100	95
	Mathews	2,600	2,400	94
	Mecklenburg	8,800	8,200	93
	Page	5,500	5,400	98
	Rockbridge	9,100	8,600	94
	Shenandoah	7,800	7,500	96
	Southampton	6,900	6,400	93
	Spotsylvania	9,700	9,200	95
	Stafford	6,900	6,600	96
	Westmoreland	4,000	3,700	91
	York	9,500	9,200	96

WTAR-TV, Norfolk
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
NORTH CAROLINA					
Between 5-24 %	Washington	3,800	3,600	94	
	VIRGINIA				
	Brunswick	4,500	4,100	92	
	Charles City	1,300	1,200	90	
	Dinwiddie	17,500	16,500	94	
	King William	2,100	2,000	95	
	New Kent	1,500	1,400	94	
	Prince George	13,800	13,300	96	
	Richmond	1,800	1,700	94	
	Westmoreland	4,000	3,700	91	

WSLS-TV, Roanoke
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49 %	WEST VIRGINIA—(Continued)			
	Monroe	3,200	2,800	87
	Pendelton	2,200	2,000	91
	Summers	4,300	3,800	89
Between 5-24 %	NORTH CAROLINA			
	Alamance	31,300	30,400	97
	Ashe	6,300	5,800	91
	Guilford	91,900	89,200	97
	Stokes	7,200	6,900	96
	VIRGINIA			
	Augusta	26,500	25,300	95
	Buckingham	3,100	2,800	91
	King And			
	Queen	1,800	1,600	91
	Lunenburg	3,500	3,300	94
	Prince Edward	3,800	3,500	93
	Scott	7,400	6,700	91
	Sussex	3,100	2,800	90
	WEST VIRGINIA			
Raleigh	21,700	20,600	95	
Randolph	7,300	6,800	93	

Virginia

WXEX-TV, Richmond-Petersburg
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
VIRGINIA—(Continued)					
50% & Over	Essex	2,000	1,800	92	
	Fluvanna	2,100	1,900	92	
	Gloucester	4,500	4,300	96	
	Goochland	2,800	2,600	93	
	Greene	1,400	1,200	86	
	Greensville	4,000	3,700	93	
	Hanover	11,000	10,400	94	
	Henrico	136,700	132,100	97	
	James City	6,800	6,500	95	
	King And				
	Queen	1,800	1,600	91	
	King William	2,100	2,000	95	
	Lancaster	3,100	2,900	94	
	Louisa	4,200	3,800	91	
	Lunenburg	3,500	3,300	94	
	Mathews	2,600	2,400	94	
	Middlesex	2,000	1,900	93	
	New Kent	1,500	1,400	94	
	Northumberland	3,000	2,800	94	
	Nottoway	4,200	4,000	94	
	Powhatan	1,800	1,700	94	
	Prince Edward	3,800	3,500	93	
	Prince George	13,800	13,300	96	
	Richmond	1,800	1,700	94	
	Surry	1,600	1,500	93	
Sussex	3,100	2,800	90		
NORTH CAROLINA					
Between 25-49 %	Halifax	15,100	13,800	92	
	VIRGINIA				
	Buckingham	3,100	2,800	91	
	Isle Of Wight	5,200	4,900	95	
	Madison	2,600	2,400	91	
	Mecklenburg	8,800	8,200	93	
	Orange	4,400	4,000	92	
	Westmoreland	4,000	3,700	91	
	MARYLAND				
	Somerset	6,200	5,800	93	
	NORTH CAROLINA				
	Hertford	6,700	6,300	94	
	Northampton	6,200	5,700	92	
	Warren	4,300	3,900	91	
	VIRGINIA				
Between 5-24 %	Accomack	9,600	8,800	92	
	Appomattox	3,000	2,800	95	
	Augusta	26,500	25,300	95	
	Nelson	3,500	3,200	91	
	Page	5,500	5,400	98	
	Rockingham	19,000	18,100	95	
	Shenandoah	7,800	7,500	96	
	Southampton	6,900	6,400	93	
	Spotsylvania	9,700	9,200	95	
	Stafford	6,900	6,600	96	
	Hampton-Newport News	76,300	74,300	97	
	York	9,500	9,200	96	

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Virginia—Lynchburg



WLVA-TV



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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 kHz (ABC).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP. News Film Service: ABC.

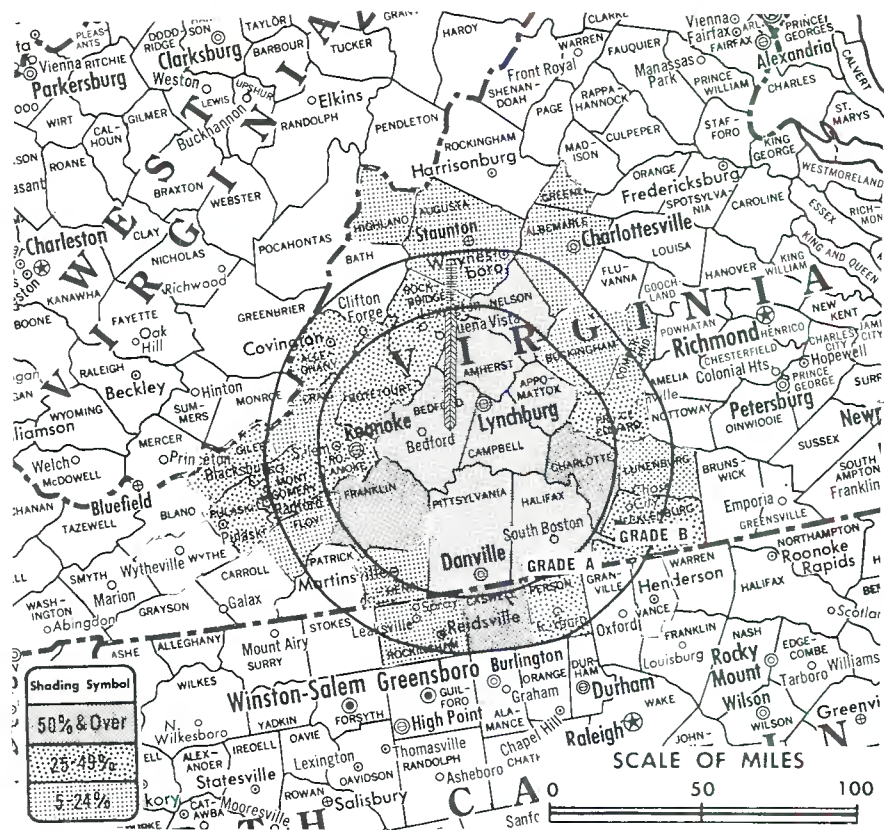
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLVA-TV Ref: FCC File No. BIMPCT—2438 Granted 9/10/54

© American Map Co., Inc., N.Y., No. 14224

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:

- RICHARD S. STAKES, vice president.
- EVERETT MARTIN, general manager.
- HOWARD SUTTON, chief engineer.
- STEVE THOMAS, program manager.
- DAVE SNYDER, local/regional sales manager.
- HOWARD SATTERWHITE, business manager.
- L. RICHARD MARTIN, news director.

DIGEST OF RATE CARD NO. 10—(Jan. 15, 1972)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.	\$500.00	\$250.00	\$125.00			
				Graded rates apply*		

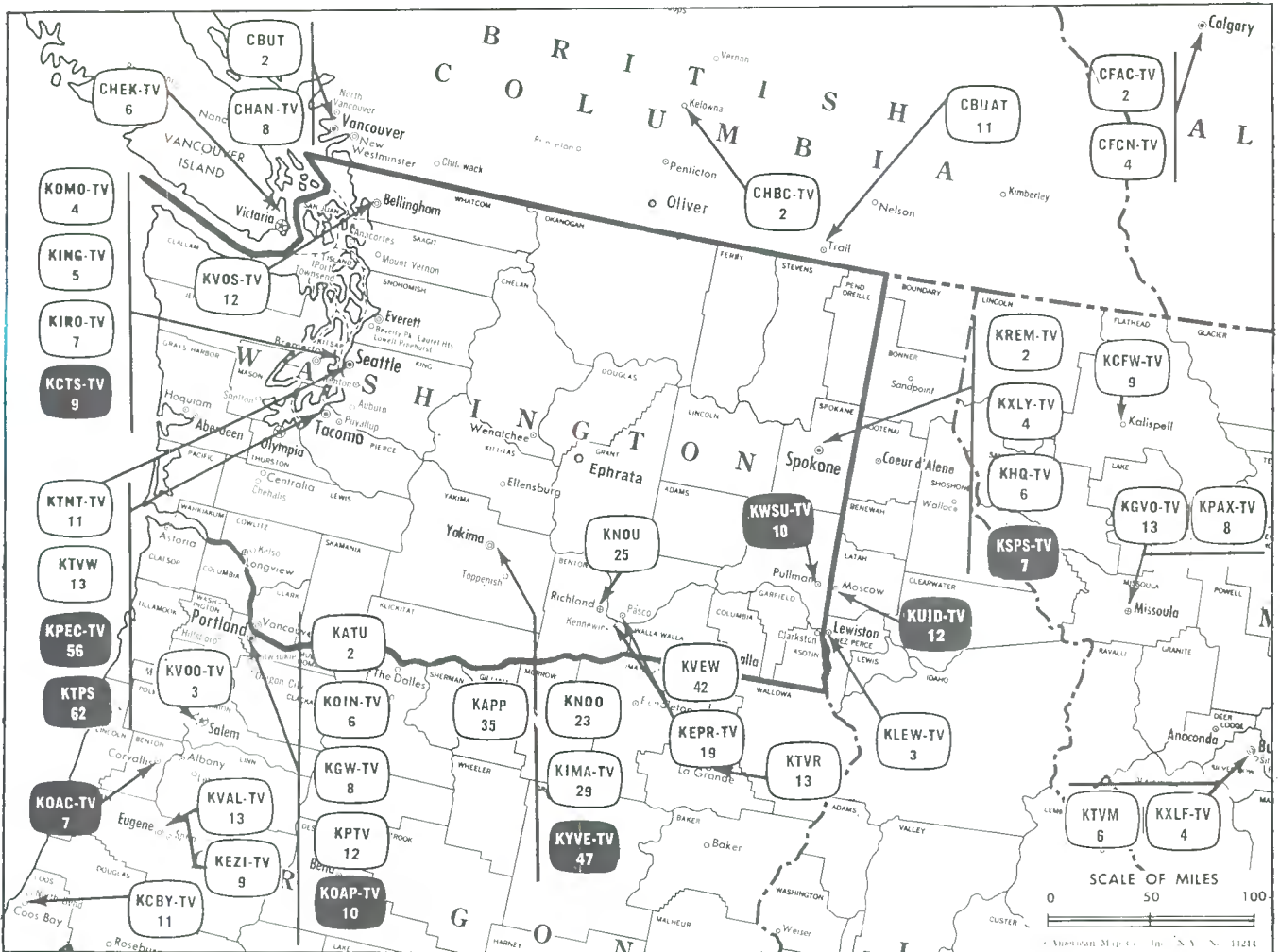
*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$327.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Caswell	5,200	4,900	94
	VIRGINIA			
	Amherst	6,500	6,100	94
Appomattox	3,000	2,800	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
VIRGINIA—(Continued)				
	Bedford	9,800	9,300	94
	Campbell	31,100	29,800	96
	Charlotte	3,500	3,300	93
	Franklin	7,800	7,400	94
	Halifax	8,900	8,300	93
	Nelson	3,500	3,200	91
	Pittsylvania	32,800	31,100	95
Between 25-49%				
NORTH CAROLINA				
	Person	7,900	7,500	95
VIRGINIA				
	Alleghany	9,100	8,700	96
	Botetourt	5,800	5,600	96
	Giles	5,300	5,100	96
	Mecklenburg	8,800	8,200	93
	Montgomery	17,000	16,300	96
	Prince Edward	3,800	3,500	93
	Pulaski	9,300	8,900	95
	Roanoke	59,900	58,100	97
	Rockbridge	9,100	8,600	94
Between 5-24%				
NORTH CAROLINA				
	Rockingham	23,100	22,300	96
VIRGINIA				
	Albemarle	24,600	22,800	93
	Augusta	26,500	25,300	95
	Buckingham	3,100	2,800	91
	Craig	1,200	1,100	92
	Cumberland	1,800	1,600	90
	Floyd	3,100	2,900	94
	Greene	1,400	1,200	86
	Henry	21,300	20,400	96
	Highland	800	800	94
	Lunenburg	3,500	3,300	94
Station Totals		358,500	341,200	95
Net Weekly Circulation (1970-71)			149,400	
Average Daily Circulation (1970-71)			79,300	

Washington



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Seattle-Tacoma	737,700	15	744,700	14
Spokane	262,900	79	222,500	77
Yakima	136,800	138	117,900	128
Bellingham	88,000	168	26,400	194

Washington Station Status as of March 15, 1972

	VHF	UHF	TOTAL
Commercial Television Stations	9	6	15
Educational Television Stations	3	3	6
			<u>21</u>

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Washington

State Educational Technical Facilities (Complete Data in Educational Directory)

KWSU-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 14.3-kw visual, 1.43-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51"
Longitude	117°	10'	00"

KCTS-TV

Seattle

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

Technical Facilities: Channel No. 9 (186-192 MHz). 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

Licensee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 195-kw visual, 22.45-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 MHz). 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 MHz). 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, 104 N. 4th Ave., Yakima, Wash. (98902).

Technical Facilities: Channel No. 47 (668-674 MHz). 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.)

KVEW, Pasco

(See Kennewick, Wash.)

KEPR-TV, Richland

(See Pasco, Wash.)

KVEW, Richland

(See Kennewick, Wash.)

KTNT-TV & KTVW

Seattle

(See Tacoma, Wash.)

Washington—Bellingham



KVOS-TV



Ch. 12

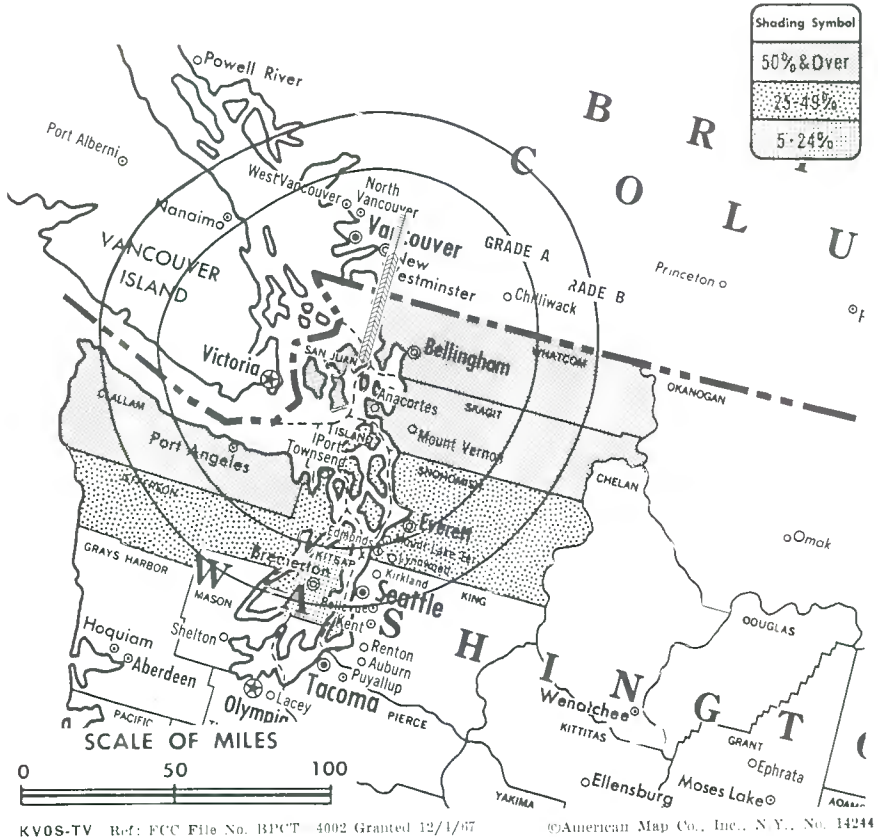
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mt. Constitution, Orcas Island, Wash.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households - MSI
Consumer Market Data as of 1/1/72
TV Home-, TV, and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 18)

KVOS-TV Ref: FCC File No. BPC-T 4002 Granted 12/1/67

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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 Cohn & Marks.

Personnel:

DAVID MINTZ, vice president & manager.

FRANK JANK, film buyer.

JOHN PRICE, chief engineer.

FRED ELSETHAGEN, sales manager.

DIGEST OF RATE CARD NO. 16

(Sept. 1, 1970)

Hour	5 Min.	Split Min.	40 to 60 Sec.	30 or 20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	** \$370.00	\$360.00	\$330.00*	\$255.00*	\$125.00*

*Class AA—6-11:01 p.m., daily.

**On request.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	12,200	11,500	94
	San Juan	1,700	1,600	95
	Skagit	17,900	17,000	95
	Whatcom	28,000	26,400	94
Between 25-49%	WASHINGTON			
	Island	8,900	8,600	97
	Jefferson	4,000	3,800	94
	Snohomish	87,500	84,300	96
Between 5-24%	WASHINGTON			
Kitsap	34,400	33,300	97	
Station Totals		194,600	186,500	96
Net Weekly Circulation (1970-71)			88,000	
Average Daily Circulation (1970-71)			41,500	

(Station Also Received in Canadian Markets)

For Color Set Penetration by Market

See Services Volume

Washington—Kennewick-Pasco-Richland

KVEV

Ch. 42

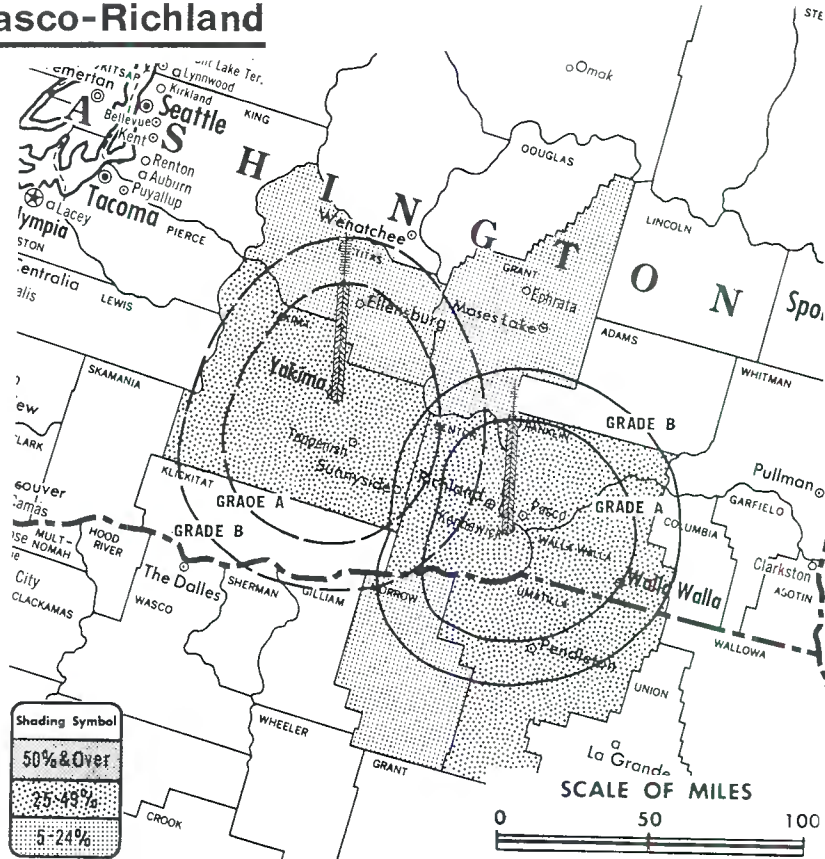
[Satellite of KAPP, Yakima, Wash.]

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 237-kw max. & 94-kw horizontal visual, 47.5-kw max. & 18.7-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level. Latitude 46° 06' 11" Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Color: Network, live, film, slide & tape.

ARB Data: Included with parent KAPP, Yakima.



County coverage based on ARB study (see page 4-b).

KVEV Ref: FCC File No. BMPCT-7117 Granted 7/1/70

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KVEV

Grantee: Apple Valley Bcstg. Inc.

Studio: West 1833 Court Ave., Pasco, Wash.

Ownership: See KXLY-TV, Spokane.

Began Operation: October 29, 1970.

Represented (sales) by Peters, Griffin, Woodward Inc.; Tacher Co.

Represented (legal) by Stambler & Shrinsky.

Represented (engineering) by Jules Cohen & Associates.

Personnel: See KAPP, Yakima.

Rates: Sold in combination with KAPP, Yakima.

**ARB Overnight Telephone
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Call 800-638-0859 . . . Toll free

Washington—Pasco-Kennewick-Richland



KEPR-TV

Ch. 19

[Associated with KIMA-TV, Yakima]

Technical Facilities: Channel No. 19 (500-506 MHz). 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"

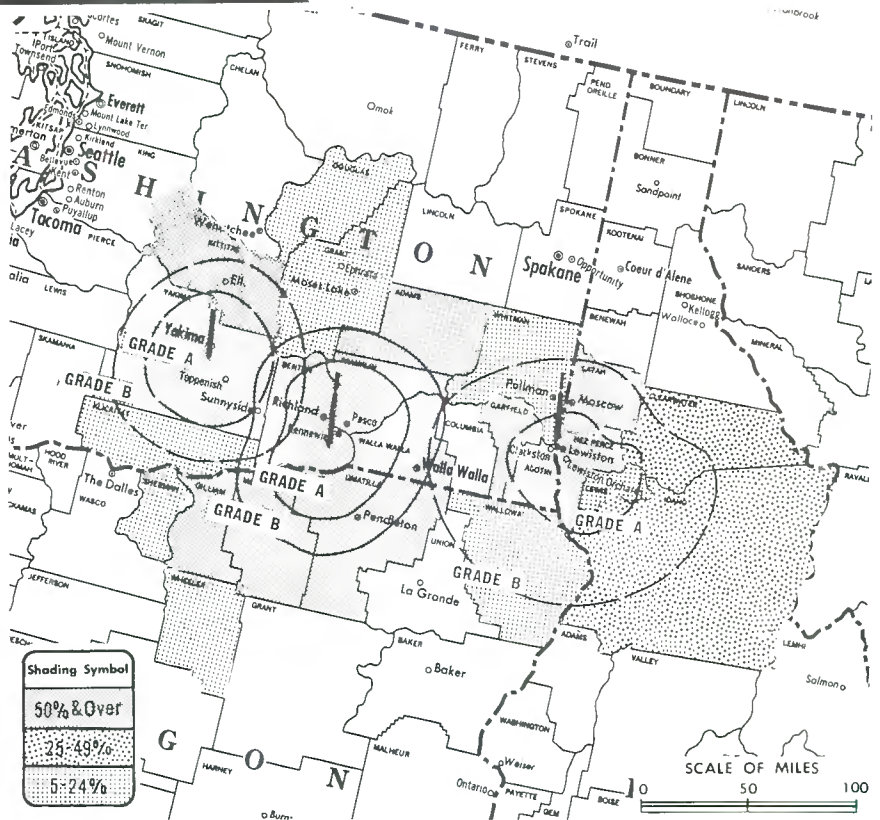
Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

County coverage based on ARB study (see page 4-b).



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, same as KIMA-TV.

Licensee: Cascade Bcstg. Co. Inc. (a Filmways Co.), Box 702, Yakima, Wash. (98901).

Studio: 2807 W. Lewis, Pasco (99301).

Ownership: See KIMA-TV, Yakima.

Began Operation: Dec. 28, 1954

Represented (sales) by H-R Television Inc.; Art Moore & Associates (Pacific Northwest).

Represented (legal) by Smith & Pepper.

Represented (engineering) by Hammett & Edison.

Personnel:

DALE HAZEN, manager.
JIM LEWIS, news director.
MIKE RASTOVICH, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$250.

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.

Washington—Richland-Pasco-Kennewick



KNDU

Ch. 25

[Associated with KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 MHz). 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"

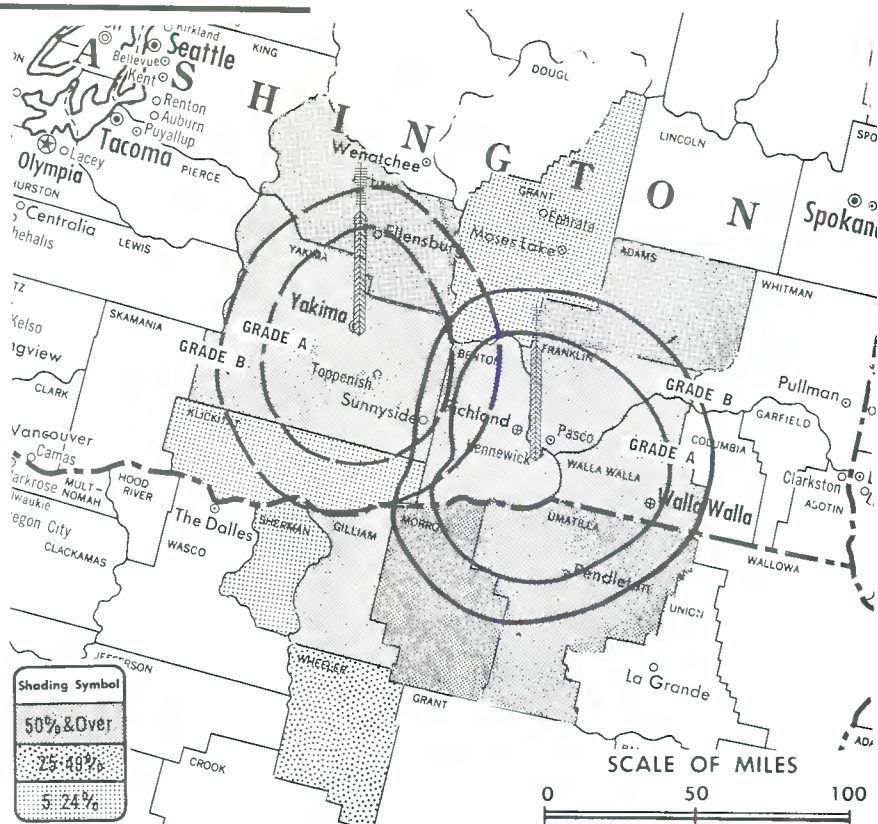
Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



County coverage based on ARB study (see page 4-b).

KNDU Ref: FCC File No. BPCT-3620 Granted 10/22/85

©American Map Co., Inc., N.Y., No. 1424

KNDU

Network Service: NBC, same as KNDO, Yakima, Wash.

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., 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 DAVIS, pres., mgr. programs & operations.
 BEN SHROPSHIRE, v.p. & commercial manager.
 JAMES AGOSTINO, station manager & sales manager.
 RON KROUS, engineering manager.
 FRED BARTELL, chief engineer.
 OPAL LAURENT, accounting manager.
 LARRY VOSHALL, 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.

Washington—Seattle



KING-TV



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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 kHz (NBC).

FM Affiliate: KING-FM, 20-kw, 98.1 MHz (No. 251), 700-ft.

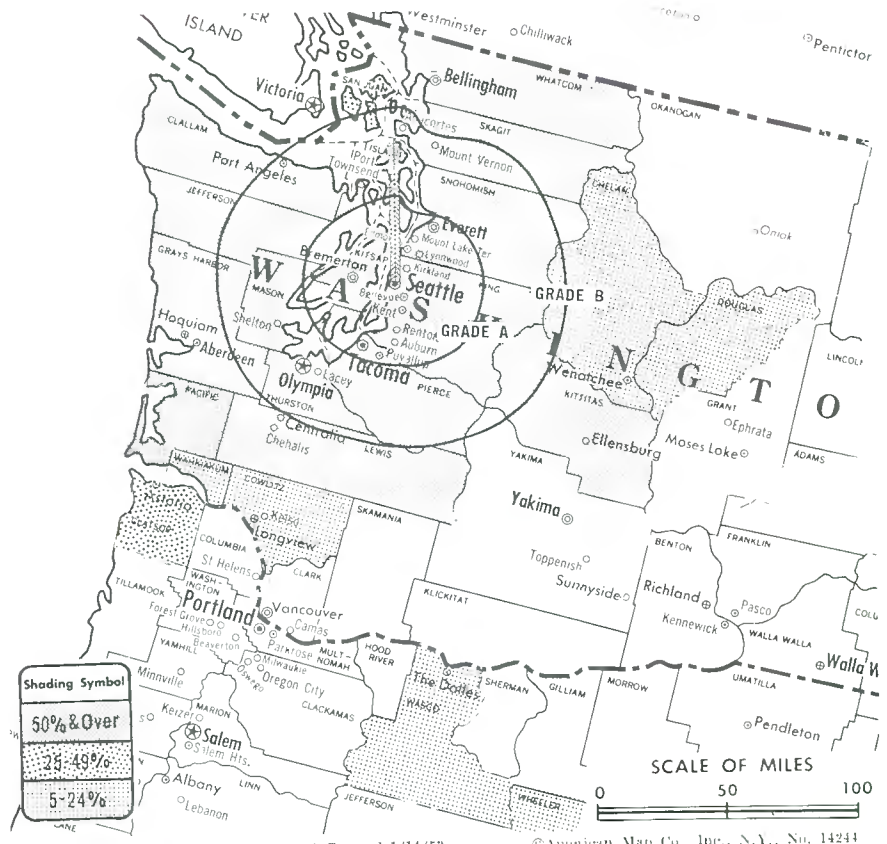
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: * MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



KING-TV Ref: FCC File No. B1CT-732 Granted 1/14/53

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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: Dorothy S. Bullitt, 27.15%; Harriet B. Rice, 18.29%; Priscilla B. Collins, 15.58%; Stimson Bullitt, 13.97%; The Bullitt Foundation Inc., 2.76%; 89 others, none with as much as 2%. King Bcstg. also operates KREM-TV, Spokane, Wash. (KREM & FM) and KGW-TV, Portland, Ore. (KGW & KINK).

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, chairman.
- ANCIL H. PAYNE, president.
- PAYSON HALL, vice president, finance & planning.
- JAY W. WRIGHT, vice president, engineering.
- JONATHAN F. WHETZEL, vice president.
- DOUGLASS RAFF, secretary.
- JOHN H. BLAINE, treasurer.
- ERIC S. BREMNER, general manager.
- ROBERT GUY, director of programming & film buyer.
- TIMOTHY F. MOORE, general sales manager.
- TOM McCANN, local sales manager.
- NORMAN HEFFRON, managing director of news.
- LARUE S. CURD, chief engineer.
- EMORY BUNDY, community services director.
- LOY NORRIS, production manager.
- WILLIAM HALL, program operations manager.
- JOHN H. LANTRY, promotion & merchandising manager.

DIGEST OF RATE CARD NO. 32—(Sept. 1, 1971)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.					
\$1800.00	\$1100.00	\$600.00	Graded rates apply*		

*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	12,200	11,500	94
	Grays Harbor	20,700	19,000	92
	Island	8,900	8,600	97
	Jefferson	4,000	3,800	94
	King	407,100	388,000	95
	Kitsap	34,400	33,300	97
	Kittitas	8,000	7,400	92
	Lewis	15,700	14,700	93
	Mason	7,200	6,900	96
	Pacific	5,800	5,300	92
	Pierce	129,400	125,000	97
	Skagit	17,900	17,000	95
	Snohomish	87,500	84,300	96
Thurston	26,700	25,700	96	
Whatcom	28,000	26,400	94	
Between 25-49%	OREGON			
	Clatsop	10,600	9,800	92
	WASHINGTON			
	San Juan	1,700	1,600	95
(Continued on page 847-b)				
Station Totals		882,300	841,900	95
Net Weekly Circulation (1970-71)				725,700
Average Daily Circulation (1970-71)				467,900

Washington—Seattle



KIRO-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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 kHz (CBS).

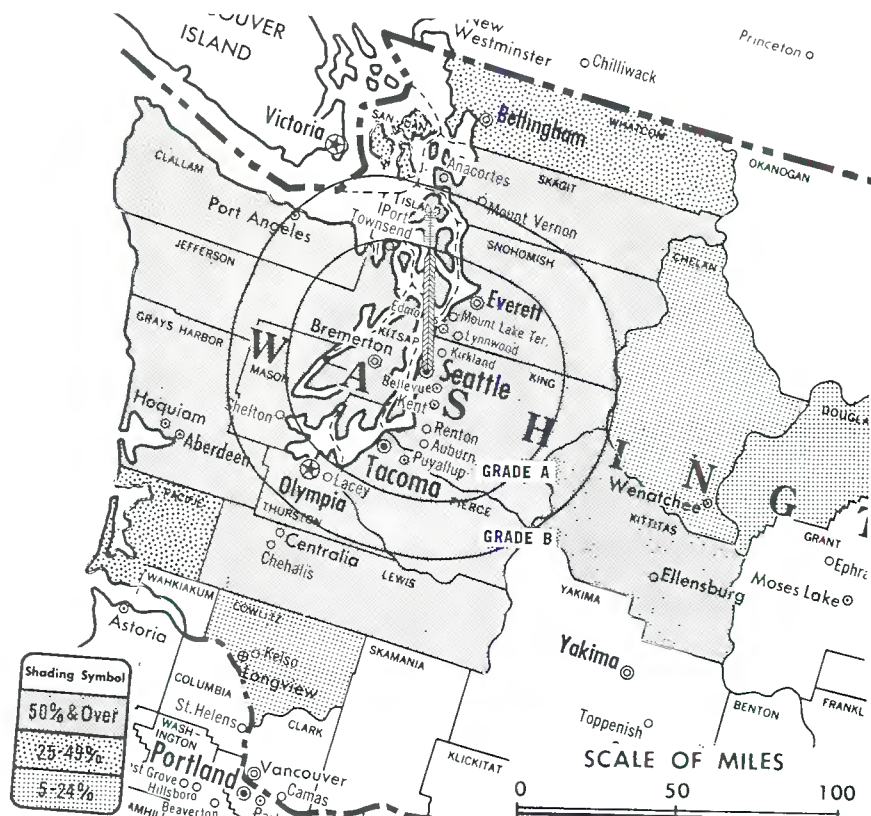
FM Affiliate: KIRO-FM, 100-kw, 100.7 MHz (No. 264), 750-ft.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

Total Households: \odot MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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., Broadcast House, 3rd & Broad, Seattle, Wash. (98121).

Studio: 3rd & Broad.

Telephone: 206-624-7077. TWX No.: 910-444-2233.

Ownership: Bonneville International Corp., 99.91%. 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.; Tacher Co.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

LLOYD E. COONEY, president & general manager.
KENNETH L. HATCH, sr. vice president & station manager.
A. F. MLADENICH, v.p., administration & finance, treasurer.
RICHARD L. COCHRANE, sales manager.
THOMAS STANFORD, promotion director.
CHARLES MORRIS, engineering director.
A. PHILIP CORVO, program director.
GLENN WRIGHT, sales development director.

DIGEST OF RATE CARD NO. 12—(Sept. 6, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$2000	\$1000	\$550	\$420	\$600*	\$480*
					\$600*	\$300*

*Prime time spots.

NETWORK BASE HOURLY RATE: \$1100.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON				
		Clallam	12,200	11,500	94
		Grays Harbor	20,700	19,000	92
		Island	8,900	8,600	97
		Jefferson	4,000	3,800	94
		King	407,100	388,000	95
		Kitsap	34,400	33,300	97
		Kittitas	8,000	7,400	92
		Lewis	15,700	14,700	93
		Mason	7,200	6,900	96
		Pierce	129,400	125,000	97
	Skagit	17,900	17,000	95	
	Snohomish	87,500	84,300	96	
	Thurston	26,700	25,700	96	
Between 25-49%	WASHINGTON				
		Pacific	5,800	5,300	92
		San Juan	1,700	1,600	95
Between 5-24%	WASHINGTON				
		Asotin	4,700	4,500	96
		Chelan	14,600	13,800	94
		Cowlitz	23,200	22,200	96
	Douglas	5,400	5,200	96	
Station Totals			863,100	824,200	95
Net Weekly Circulation (1970-71)					674,100
Average Daily Circulation (1970-71)					404,300

For Washington CATV Systems

See Services Volume

Washington—Seattle



KOMO-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-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.

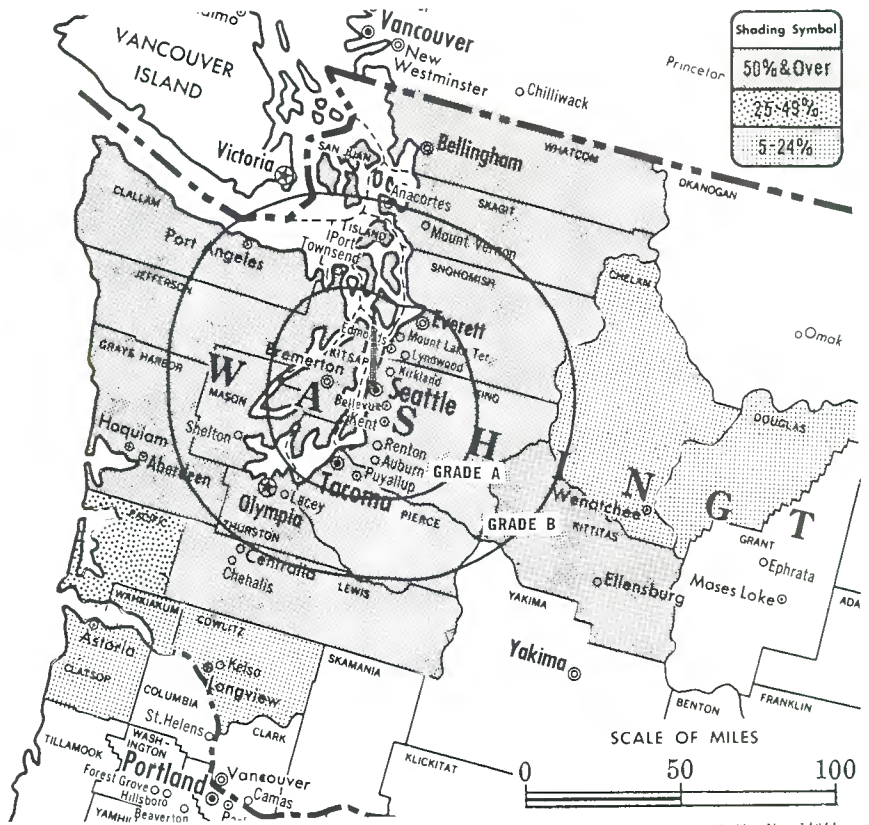
TV tape: Recording facilities.

AM Affiliate: KOMO, 50-kw, 1000 kHz (ABC).

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. News Film Service: ABC.

Represented (engineering) by A. D. Ring & Associates.

Total Households: c. MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b)



KOMO-TV Ref: FCC File No. BPCT-407 Granted 6/10/53

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KOMO-TV

Licensee: Fisher's Blend Station Inc., 100 4th Ave. N, Seattle (98109).

Ownership: Fisher Companies Inc. 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, Southmayd & Cooper.

Personnel:

W. W. WARREN, president & general manager.
JOHN BEHNKE, vice president, television sales.
PHELPS FISHER, asst. television sales manager.
F. W. HAGERTY, sales service & merchandising manager.
DAVE CROCKETT, vice president & film buyer.
ED LACKNER, television program manager.
JACK EDDY, director of television news.
C. E. MILLER, v.p., engineering.
RALPH MIFFLIN, chief engineer.
AL STEWART, TV production manager.

DIGEST OF RATE CARD NO. P-16 & A-23 (July 5, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—5:30-10:30 p.m., daily.
\$2000 \$1200 \$680 \$550 Graded rates apply*

*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1593.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	12,200	11,500	94
	Grays Harbor	20,700	19,000	92
	Island	8,900	8,600	97
	Jefferson	4,000	3,800	94
	King	407,100	388,000	95
	Kitsap	34,400	33,300	97
	Kittitas	8,000	7,400	92
	Lewis	15,700	14,700	93
	Mason	7,200	6,900	96
	Pierce	129,400	125,000	97
	San Juan	1,700	1,600	95
	Skagit	17,900	17,000	95
Snohomish	87,500	84,300	96	
Thurston	26,700	25,700	96	
Whatcom	28,000	26,400	94	
Between 25-49%	WASHINGTON Pacific	5,800	5,300	92
	OREGON			
Between 5-24%	Clatsop	10,600	9,800	92
	Wasco	6,700	6,200	92
	Wheeler	700	600	92
	WASHINGTON			
	Asotin	4,700	4,500	96
	Chelan	14,600	13,800	94
	Cowlitz	23,200	22,200	96
Douglas	5,400	5,200	96	
Wahkiakum	1,200	1,100	93	
Station Totals		882,300	841,900	95
Net Weekly Circulation (1970-71)			737,700	
Average Daily Circulation (1970-71)			525,700	

Washington—Spokane



KHQ-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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' 53.4"
Longitude 117° 17' 46.6"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

TV tape: Recording facilities.

AM Affiliate: KHQ, 5-kw, 590 kHz (NBC). FM Affiliate: KHQ-FM, 47-kw, 98.1 MHz (No. 251), 2031-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by Cohen & Dippell.

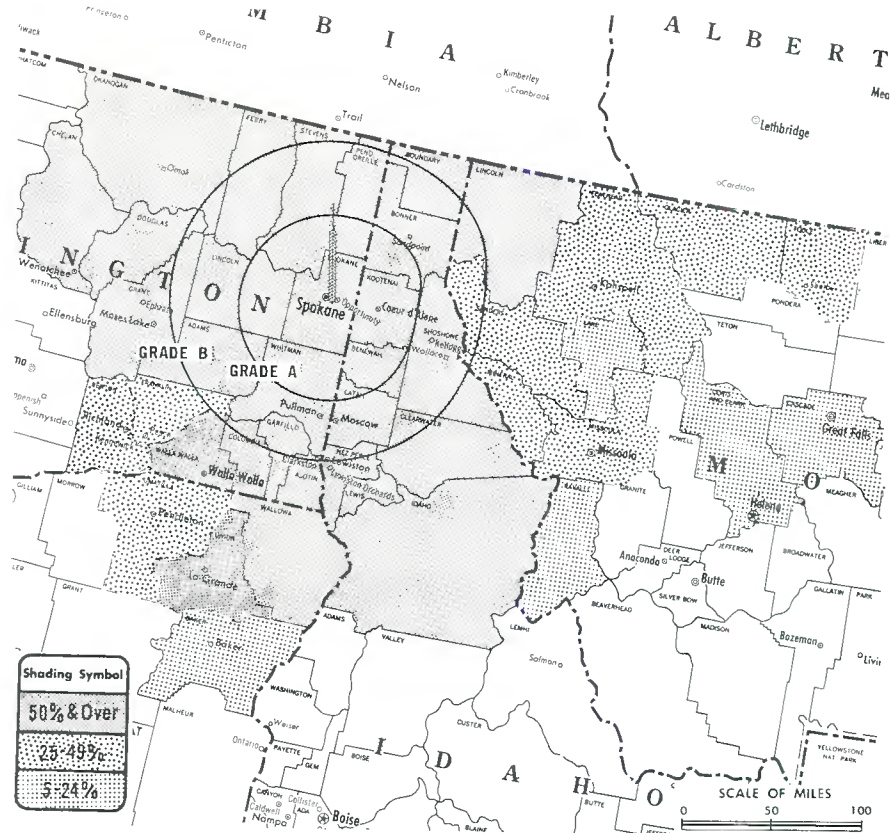
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHQ-TV Ref: FCC File No. BPCU-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: J. Birney Blair, 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 & Rowe.

Personnel:

- J. BIRNEY BLAIR, president & general manager.
- M. O. FRITSCH, assistant secy. & treasurer.
- WILLIAM CARROLL, commercial manager.
- ROD CLEFTON, program director & film buyer.
- IRV SMITH, promotion manager.
- WEYMETH SIMPSON, farm director.
- DEE WAYMIRE, engineering director.
- ROL HERRIGES, news director.
- LARRY GANTS, sales service.

DIGEST OF RATE CARD NO. 1-I—(Aug. 23, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—5:30-11 p.m., daily.

\$750.00 \$380.00 \$240.00 \$200.00 Graded rates apply*

*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	2,100	2,000	95
	Bonner	5,200	4,900	94
	Boundary	2,200	2,000	92
	Clearwater	3,300	3,100	94
	Idaho	3,800	3,400	91
	Kootenai	12,000	11,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO—(Continued)			
	Latah	8,400	7,900	94
	Lewis	1,300	1,200	96
	Nez Perce	10,200	9,800	96
	Shoshone	6,400	6,100	95
	MONTANA			
	Lincoln	5,700	5,200	92
	OREGON			
	Union	6,700	6,100	91
	Wallowa	2,100	1,900	90
	WASHINGTON			
	Adams	3,700	3,500	96
	Asotin	4,700	4,500	96
	Chelan	14,600	13,800	94
	Columbia	1,400	1,300	90
	Douglas	5,400	5,200	96
	Ferry	1,100	1,000	91
	Garfield	900	800	93
	Grant	12,800	12,100	95
	Lincoln	3,300	3,200	96
	Okanogan	8,900	8,200	92
	Pend Oreille	2,100	2,000	94
	Spokane	96,700	92,600	96
	Stevens	5,900	5,500	93
	Walla Walla	13,600	12,500	92
	Whitman	10,900	10,300	94
	Between 25-49%	MONTANA		
Flathead		12,600	11,800	94
Glacier		3,000	2,700	90
Mineral		1,000	900	94
Missoula		18,100	16,900	94
Sanders		2,500	2,200	87
Toole		1,900	1,800	95
OREGON				
Umatilla		15,100	13,800	92
WASHINGTON				
Benton	21,200	20,300	96	
Franklin	8,400	8,000	96	
(Continued on page 847-b)				
Station Totals		397,100	374,700	94
Net Weekly Circulation (1970-71)			257,300	
Average Daily Circulation (1970-71)			169,200	

Washington—Spokane



KREM-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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' 53"

Transmitter: 7 mi. SE of center of Spokane.

TV tape: Recording facilities.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kHz.

FM Affiliate: KREM-FM, 4.8-kw, 92.9 MHz (No. 225), 720-ft.

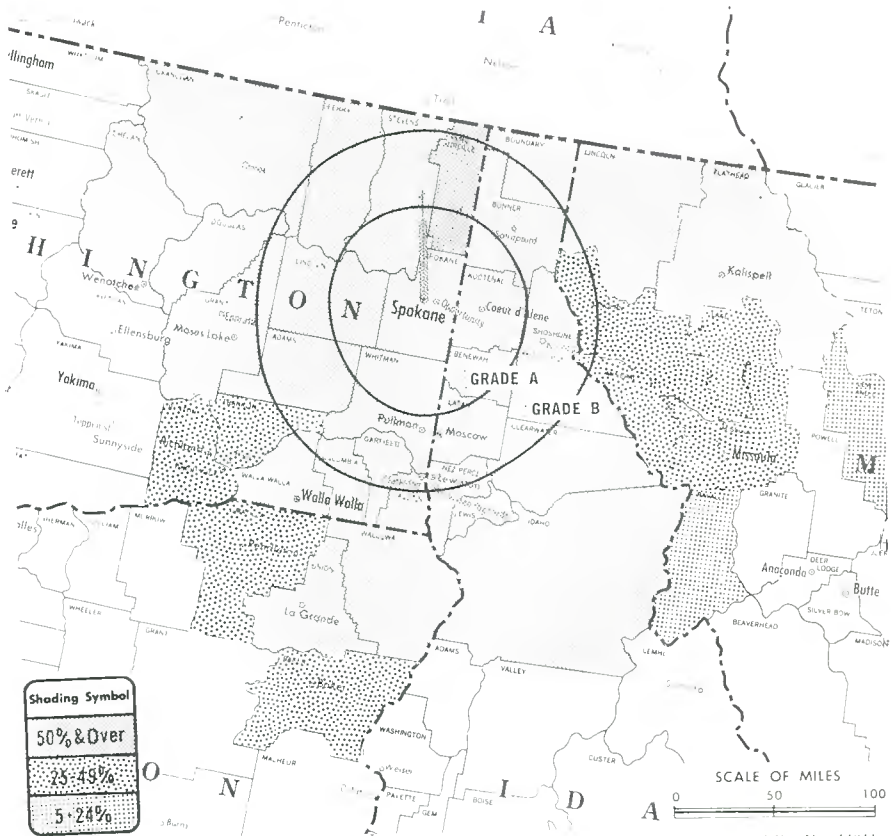
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households - C MSL
Consumer Market Data as of 1/1/72.
TV Homes, TV's and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b).



KREM-TV Ref: FCC File No. BPC-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 & KINK-FM, 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 Wilmer, Cutler & Pickering.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- STIMSON BULLITT, chairman.
- ANCIL PAYNE, president.
- EUGENE WILKIN, general manager.
- JACK HARRIS, sales manager.
- ROBERT LEWIS, operations manager & film buyer.
- BILL DENTON, news director.
- WARREN PRITCHARD, chief engineer.
- TOM LONG, business manager.

DIGEST OF RATE CARD NO. 1-71

(Aug. 16, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$750.00	\$475.00	\$300.00	\$250.00		Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	2,100	2,000	95
	Bonner	5,200	4,900	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO—(Continued)			
	Boundary	2,200	2,000	92
	Clearwater	3,300	3,100	94
	Idaho	3,800	3,400	91
	Kootenai	12,000	11,600	97
	Latah	8,400	7,900	94
	Lewis	1,300	1,200	96
	Nez Perce	10,200	9,800	96
	Shoshone	6,400	6,100	95
	MONTANA			
	Flathead	12,600	11,800	94
	Hill	5,200	4,900	94
	Lincoln	5,700	5,200	92
	OREGON			
	Union	6,700	6,100	91
	Wallowa	2,100	1,900	90
	WASHINGTON			
	Adams	3,700	3,500	96
	Asotin	4,700	4,500	96
	Chelan	14,600	13,800	94
	Columbia	1,400	1,300	90
	Douglas	5,400	5,200	96
Ferry	1,100	1,000	91	
Garfield	900	800	93	
Grant	12,800	12,100	95	
Lincoln	3,300	3,200	96	
Okanogan	8,900	8,200	92	
Pend Oreille	2,100	2,000	94	
Spokane	96,700	92,600	96	
Stevens	5,900	5,500	93	
Walla Walla	13,600	12,500	92	
Whitman	10,900	10,300	94	
Between 25-49%	MONTANA			
	Lake	4,700	4,400	94
Mineral	1,000	900	94	
(Continued on page 847-b)				
Station Totals		390,300	368,700	94
Net Weekly Circulation (1970-71)				262,900
Average Daily Circulation (1970-71)				168,100

Washington—Spokane



KXLY-TV



Ch. 4

[Also has programs repeated by separately-owned satellites CKFB-TV-1, Balfour; CJNP-TV-2, 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 MHz). 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 kHz.

FM Affiliate: KXLY-FM, 8.2-kw, 99.9 MHz (No. 260), 3008-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

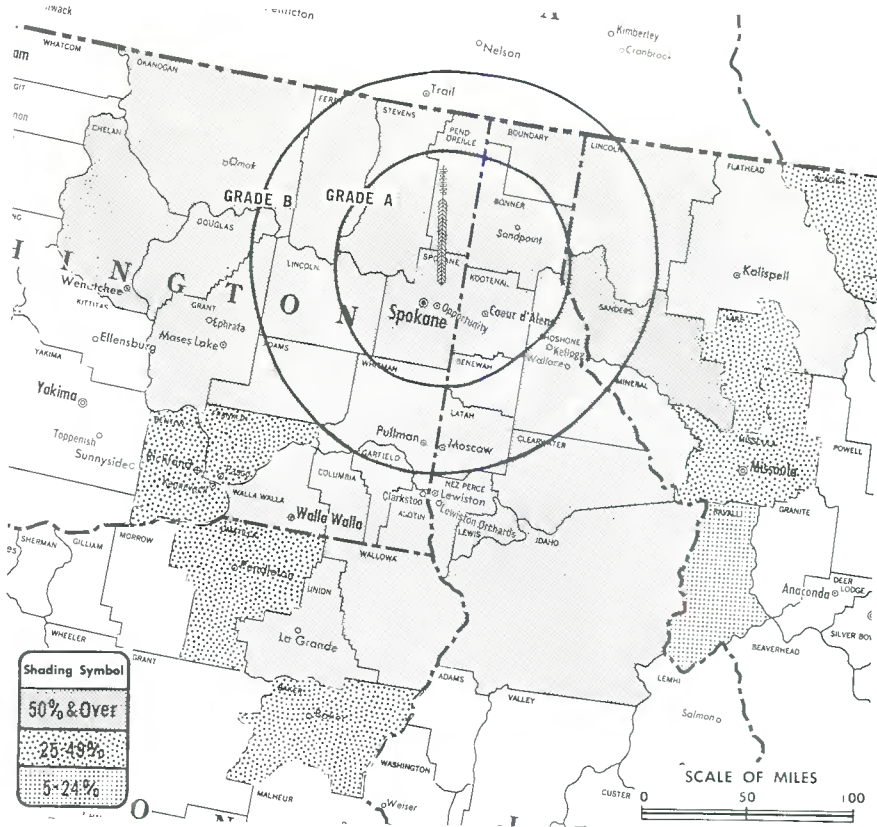
Total Households: @ MSI

Consumer Market Data as of 1/1/72.

TV Homes: TVG and Circulation

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County coverage based on ARB study (see page 4-b).



KXLY-TV Ref: FCC File No. BMPCT-006 Granted 10/17/52

© American Map Co., Inc., N.Y., No. 14214

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), 100%. Spokane TV Inc. also owns KTHI-TV, Fargo, N.D. and has an interest in Apple Valley Bcstg. which operates KAPP (TV), Yakima & KVEW (TV), Kennewick, 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.; William L. Simpson Assoc. (Seattle & Portland); Radio TV Representatives Ltd. (Canada).

Represented (legal) by Stambler & Shrinsky.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WAYNE McNULTY, v.p., general manager & film buyer.
TED BRAVAKIS, national & local sales manager.
DON FLINDERS, operations manager.
T. O. JORGENSEN, director of engineering.

DIGEST OF RATE CARD NO. 25—(Feb. 15, 1971)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$825.00 \$480.00 \$320.00 \$280.00 Graded rates apply*

*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$675.

For Separately-Owned Satellites
See Canadian Directory

Net Weekly Circulation	State County	Total Households	TV Households	%
	IDAHO			
	Benewah	2,100	2,000	95
	Bonner	5,200	4,900	94
	Boundary	2,200	2,000	92
	Clearwater	3,300	3,100	94
	Idaho	3,800	3,400	91
	Kootenai	12,000	11,600	97
	Latah	8,400	7,900	94
	Lewis	1,300	1,200	96
	Nez Perce	10,200	9,800	96
	Shoshone	6,400	6,100	95
	MONTANA			
	Flathead	12,600	11,800	94
	Hill	5,200	4,900	94
	Lincoln	5,700	5,200	92
	Mineral	1,000	900	94
	Sanders	2,500	2,200	87
	OREGON			
50% & Over	Union	6,700	6,100	91
	Wallowa	2,100	1,900	90
	WASHINGTON			
	Adams	3,700	3,500	96
	Asotin	4,700	4,500	96
	Chelan	14,600	13,800	94
	Columbia	1,400	1,300	90
	Douglas	5,400	5,200	96
	Ferry	1,100	1,000	91
	Garfield	900	800	93
	Grant	12,800	12,100	95
	Lincoln	3,300	3,200	96
	Okanogan	8,900	8,200	92
	Pend Orielle	2,100	2,000	94
	Spokane	96,700	92,600	96
	Stevens	5,900	5,500	93
	Walla Walla	13,600	12,500	92
	Whitman	10,900	10,300	94

(Continued on page 847-b)

Station Totals	387,400	365,800	94
Net Weekly Circulation (1970-71)			261,300
Average Daily Circulation (1970-71)			169,900

KHQ-TV, Spokane
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MONTANA			
	Cascade	25,200	24,300	96
	Fergus	4,000	3,600	90
	Lake	4,700	4,400	94
	Lewis & Clark	10,900	10,200	93
	Ravalli	4,900	4,600	94
	Valley	3,100	2,800	90
OREGON				
Baker	5,100	4,700	92	

KREM-TV, Spokane
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA—(Continued)			
	Missoula	18,100	16,900	94
	Sanders	2,500	2,200	87
	OREGON			
	Baker	5,100	4,700	92
Umatilla	15,100	13,800	92	
WASHINGTON				
Benton	21,200	20,300	96	
Franklin	8,400	8,000	96	
Between 5-24%	MONTANA			
	Cascade	25,500	24,300	96
	Lewis & Clark	10,900	10,200	93
Ravalli	4,900	4,600	94	

KING-TV, Seattle
(ARB Data Continued)

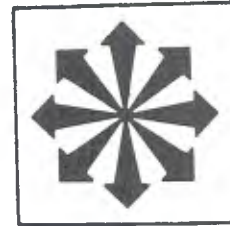
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OREGON			
	Wasco	6,700	6,200	92
	Wheeler	700	600	92
	WASHINGTON			
	Asotin	4,700	4,500	96
	Chelan	14,600	13,800	94
	Cowlitz	23,200	22,200	96
Douglas	5,400	5,200	96	
Wahkiakum	1,200	1,100	93	

Washington

KXLY-TV, Spokane
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA			
	Glacier	3,000	2,700	90
	Lake	4,700	4,400	94
	Missoula	18,100	16,900	94
	Toole	1,900	1,800	95
	OREGON			
	Baker	5,100	4,700	92
Umatilla	15,100	13,800	92	
WASHINGTON				
Benton	21,200	20,300	96	
Franklin	8,400	8,000	96	
Between 5-24%	MONTANA			
	Cascade	25,200	24,300	96
	Ravalli	4,900	4,600	94
Valley	3,100	2,800	90	

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Washington—Tacoma-Seattle

KTNT-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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 kHz.

FM Affiliate: KTNT-FM, 10.5-kw, 97.3 MHz (No. 247), 410-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

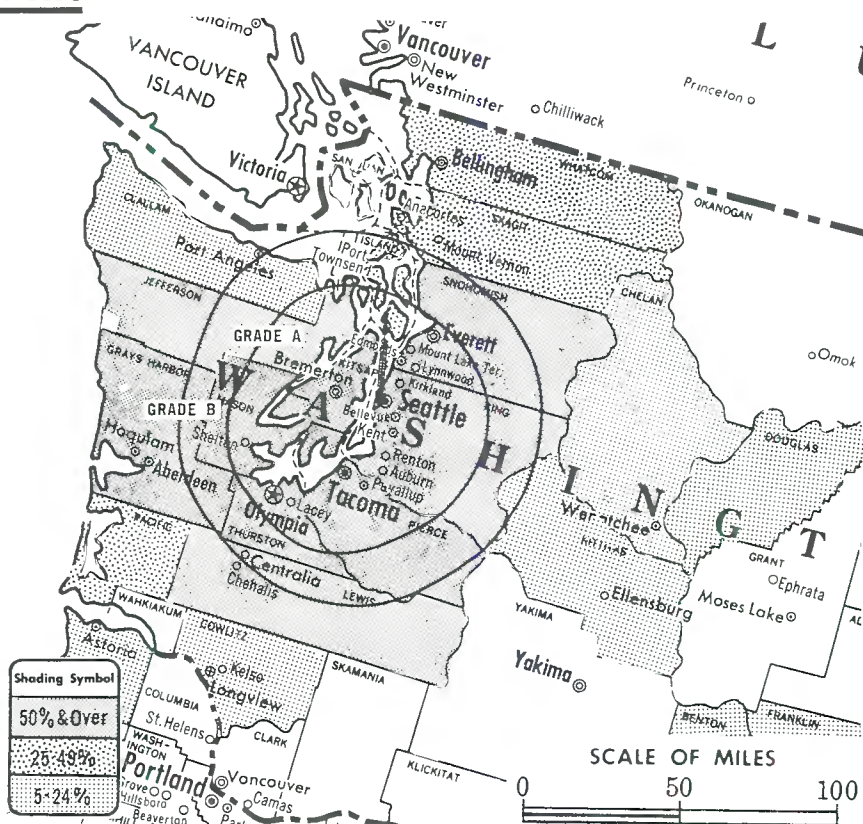
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTNT-TV Ref: FCC File No. BMPCT-1738 Granted 2/19/64

©American Map Co., Inc., N.Y., No. 14244

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.: 910-441-2622, Tacoma; 910-444-2249, Seattle.

Ownership: Same as Tacoma News Tribune. Elbert H. Baker, 28.579%; Mary B. Russell, 28.236%; Elizabeth B. Kelley, 28.579%.

Began Operation: February 22, 1953.

Represented (sales) by Tele Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

MAX BICE, vice president & general manager.

TED KNIGHTLINGER, assistant general manager.

JOHN UPHAM, sales manager.

JAMES D. NEIDIGH, local sales manager.

DELL SPENCER, program director & film buyer.

PAUL CRITTENDEN, chief engineer.

BOB CLELAND, news director.

DIGEST OF RATE CARD NO. 16 (Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA	\$1500.00	\$900.00	\$600.00	\$375.00	Graded rates apply*	

*Highest rate: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Grays Harbor	20,700	19,000	92
	Jefferson	4,000	3,800	94
	King	407,100	388,000	95
	Kitsap	34,400	33,300	97
	Lewis	15,700	14,700	93
	Mason	7,200	6,900	96
	Pierce	129,400	125,000	97
Between 25-49%	Snohomish	87,500	84,300	96
	Thurston	26,700	25,700	96
	WASHINGTON			
	Island	8,900	8,600	97
Between 5-24%	Pacific	5,800	5,300	92
	Skagit	17,900	17,000	95
	Whatcom	28,000	26,400	94
Between 5-24%	IDAHO			
	Nez Perce	10,200	9,800	96
Between 5-24%	OREGON			
	Clatsop	10,600	9,800	92
	WASHINGTON			
	Asotin	4,700	4,500	96
	Benton	21,200	20,300	96
	Chelan	14,600	13,800	94
	Clallam	12,200	11,500	94
	Cowlitz	23,200	22,200	96
	Douglas	5,400	5,200	96
	Franklin	8,400	8,000	96
Kittitas	8,000	7,400	92	
Walla Walla	13,600	12,500	92	
Station Totals		925,400	883,000	95
Net Weekly Circulation (1970-71)			498,000	
Average Daily Circulation (1970-71)			236,600	

Washington—Tacoma

KTVW

Ch. 13

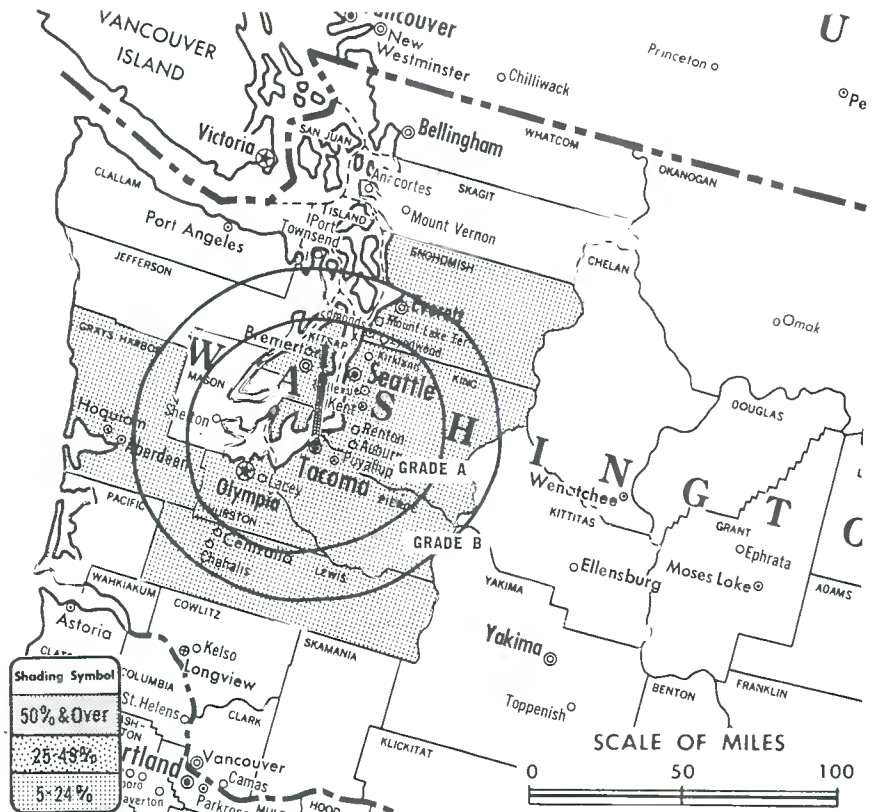
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 214-kw visual, 31.6-kw aural. Antenna: 780-ft. above av. terrain, 536-ft. above ground, 953-ft. above sea level.

Latitude 47° 16' 41"
Longitude 122° 30' 42"

Transmitter: 5544 N. 35th St.

Color: Network.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1 b).

KTVW Ref: FCC File No. BPCT-2895 Granted 6/30/60

©American Map Co., Inc., N.Y. No. 14241

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: Estate of J. Elroy McCaw, 100%. McCaw estate also has interest in CATV system in Chehalis & Centralia, Wash.

Began Operation: Aug. 2, 1953 as KM0-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel:

DON COURTNAY, general manager.

SAM WOODY, program director.

RAY SWALLEY, director of engineering.

DIGEST OF RATE CARD NO. 5 (Aug. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.
Class AA—7 p.m.-12 a.m., daily.					
\$125.00	\$87.50	\$60.00	\$30.00	\$20.00	\$14.00

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WASHINGTON			
	Grays Harbor	20,700	19,000	92
	King	407,100	388,000	95
	Kitsap	34,400	33,300	97
	Lewis	15,700	14,700	93
	Pierce	129,400	125,000	97
	Snohomish	87,500	84,300	96
	Thurston	26,700	25,700	96
Station Totals		721,500	690,000	96
Net Weekly Circulation (1970-71)			60,200	
Average Daily Circulation (1970-71)			14,700	

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Washington—Yakima

KAPP

Ch. 35

[Operates satellite KVEW, Kennewick, Wash.]

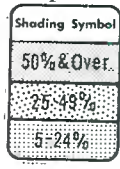
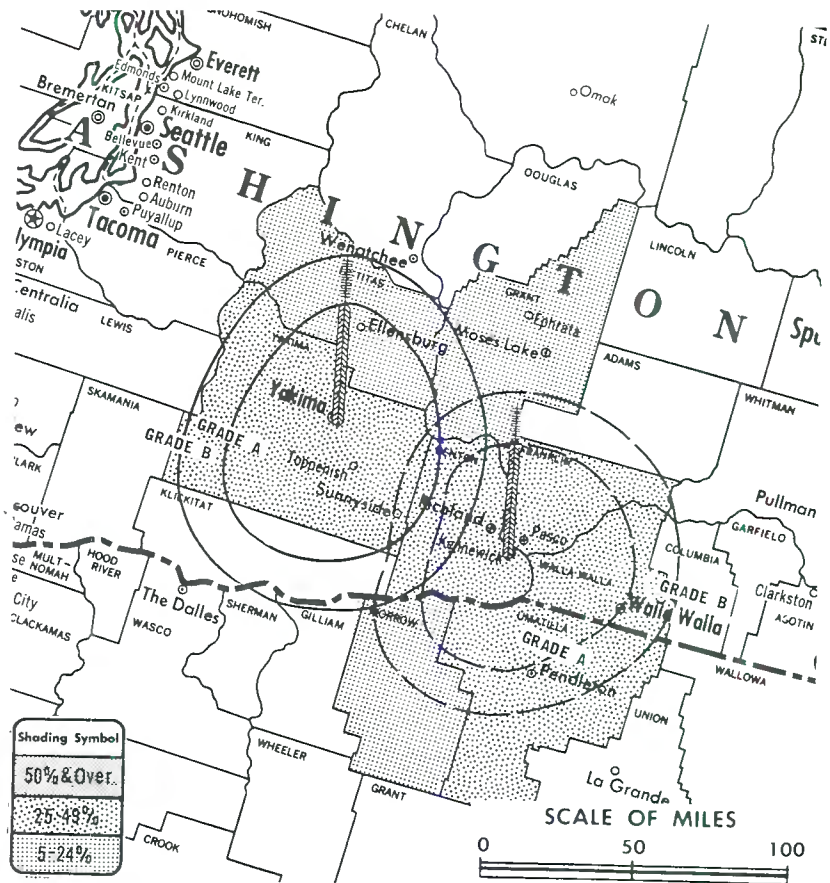
Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 255-kw horizontal visual, 64.6-kw max. & 25.5-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.
 Latitude 46° 31' 57"
 Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

KAPP Ref: FCC File No. BMPCT-7065 Granted 9/3/69

©American Map Co., Inc., N.Y., No. 14214

KAPP

Licensee: Apple Valley Bcstg. Co.

Studio: 35 S. First St., Yakima, Wash. (98901).

Telephone: 509-453-0351.

Ownership: See KXLY-TV, Spokane.

Began Operation: Sept. 21, 1970.

Represented (sales) by Peters, Griffin, Woodward Inc.; Tacher Co. (Seattle, Portland).

Represented (legal) by Stambler & Shrinsky.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- WAYNE McNULTY, vice president.
- FRANK SCHULZ, general sales & station manager.
- DAVID PUGSLEY, chief engineer.
- T. O. JORGENSON, engineering supervisor.
- WAYNE HENRY, news director.

DIGEST OF RATE CARD NO. 1 (Sept. 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$600.00	\$360.00	\$235.00	\$100.00	\$60.00	\$50.00
Note: Above rates include KVEW, Kennewick.						
NETWORK BASE HOURLY RATE:	\$200.					

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON Umatilla	15,100	13,800	92
	WASHINGTON Benton	21,200	20,300	96
	Franklin	8,400	8,000	96
	Walla Walla	13,600	12,500	92
	Yakima	46,800	44,100	94
Between 5-24%	OREGON Morrow	1,400	1,300	90
	WASHINGTON Grant	12,800	12,100	95
	Kittitas	8,000	7,400	92
Station Totals		127,300	119,500	94
Net Weekly Circulation (1970-71)				32,700
Average Daily Circulation (1970-71)				19,000

ARB Data: Figures include KVEW, Kennewick, Wash. & map reflects coverage of both.

Washington—Yakima



KIMA-TV

Ch. 29

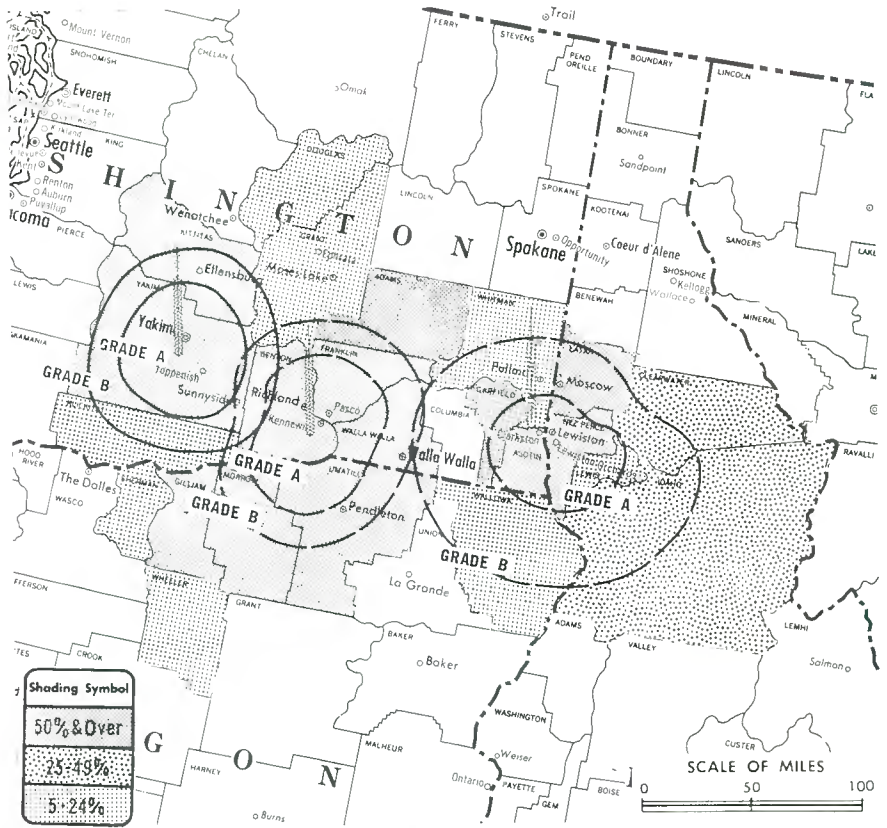
[Also operates associated stations KEPR-TV, Pasco; KLEW-TV, Lewiston, Ida.]

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 155-kw max. & 105-kw horizontal visual, 15.5-kw max. & 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.
Studio: Radio & Television Center.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 1-b).



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

©American Map Co., Inc., N.Y., No. 14244

KIMA-TV

Network Service: CBS.

Licensee: Cascade Broadcasting Co., Radio & Television Center, Box 702 (98901).

Telephone: 509-452-9111. TWX No.: 510-777-5356.

Ownership: Filmways Inc. Cascade Bcstg. also owns KEPR-TV, Pasco, Wash., KLEW-TV, Lewiston, Ida. Note: Sale pends (Television Digest), Vol. 12:4).

Began Operation: July 19, 1953. Merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Previous sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist et al. approved by FCC Feb. 21, 1962 (Television Digest, Vol. 1:14).

Represented (sales) by H-R Television 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 ANDERSON, v.p. operations.
- MEL BURRILL, director of engineering.
- DOW LAMBERT, TV chief engineer.
- T. J. CLOSE, news director.

DIGEST OF RATE CARD NO. 16 (May 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.
Class AA—6-10 p.m., Sat.-Wed.; 6-11 p.m., Thurs.-Fri.
\$650.00 \$450.00 \$325.00 \$200.00 Graded rates apply*

*Highest rate: \$243.

Note: Above rates include KEPR-TV, Pasco and KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$650.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Latah	8,400	7,900	94
	Nez Perce	10,200	9,800	96
	OREGON			
	Gilliam	800	700	91
	Morrow	1,400	1,300	90
	Umatilla	15,100	13,800	92
	WASHINGTON			
	Adams	3,700	3,500	96
	Asotin	4,700	4,500	96
Benton	21,200	20,300	96	
Franklin	8,400	8,000	96	
Garfield	900	800	93	
Kittitas	8,000	7,400	92	
Walla Walla	13,600	12,500	92	
Yakima	46,800	44,100	94	
Between 25-49%	IDAHO			
	Clearwater	3,300	3,100	94
Idaho	3,800	3,400	91	
Between 5-24%	IDAHO			
	Lewis	1,300	1,200	96
	OREGON			
	Sherman	700	700	96
	Wallowa	2,100	1,900	90
	Wheeler	700	600	92
	WASHINGTON			
	Douglas	5,400	5,200	96
	Grant	12,800	12,100	95
	Klickitat	4,100	3,700	91
Whitman	10,900	10,300	94	
Station Totals		188,300	176,800	94
Net Weekly Circulation (1970-71)			136,800	
Average Daily Circulation (1970-71)			97,100	

ARB Data: Figures for this Station Include Satellites KEPR-TV, Pasco, Wash. & KLEW-TV, Lewiston, Ida.

Washington—Yakima

NB

KNDO

Ch. 23

[Also operates associated station KNDU, Richland-Pasco-Kenewick, Wash.]

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 159-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

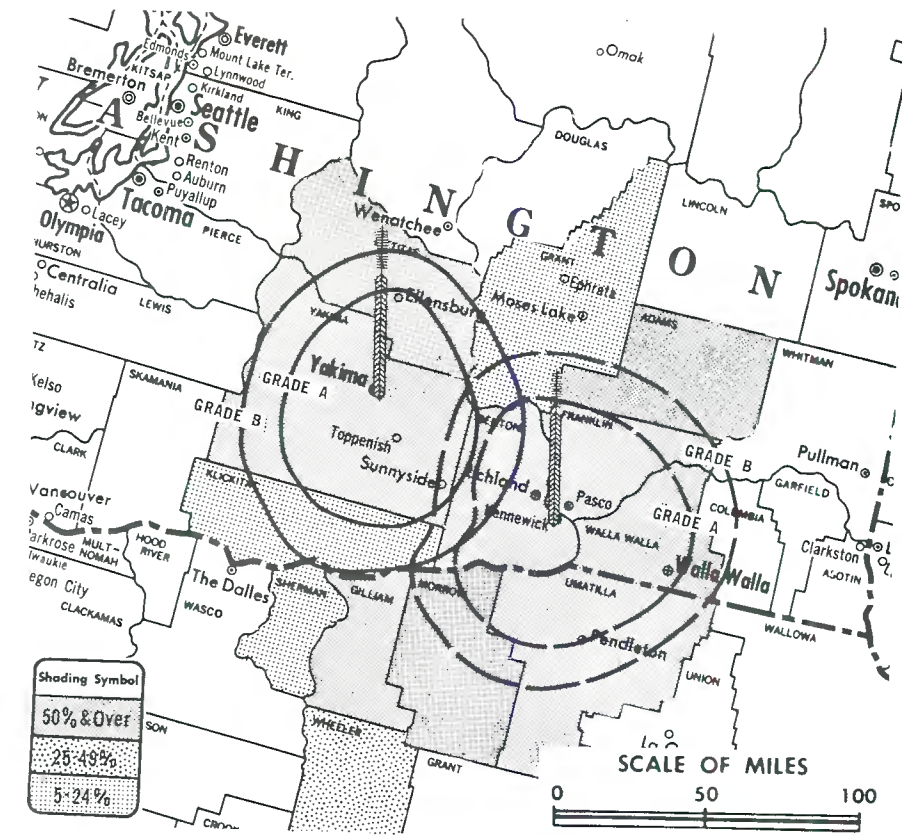
Transmitter: Ahtanum Ridge, S of Yakima.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KNDO Ref: FCC File No. BMPCT-6858 Granted 9/25/68

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KNDO

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. (98901).

Studio: 1608 S. 24th Ave., P.O. Box 466 (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 manager.
BEN SHROPSHIRE, v.p. & commercial manager.
RON KROUS, engineering manager.
WAYNE WHITAKER, chief engineer.
CARL CLARK, news director.
BOB DAVIS, operations manager.
OPAL LAURENT, accounting manager.

DIGEST OF RATE CARD NO. 16—(Aug. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.	\$550	\$330	\$220	\$154	\$100*	\$100*
					\$50*	

*Class AA—7-11 p.m., daily.

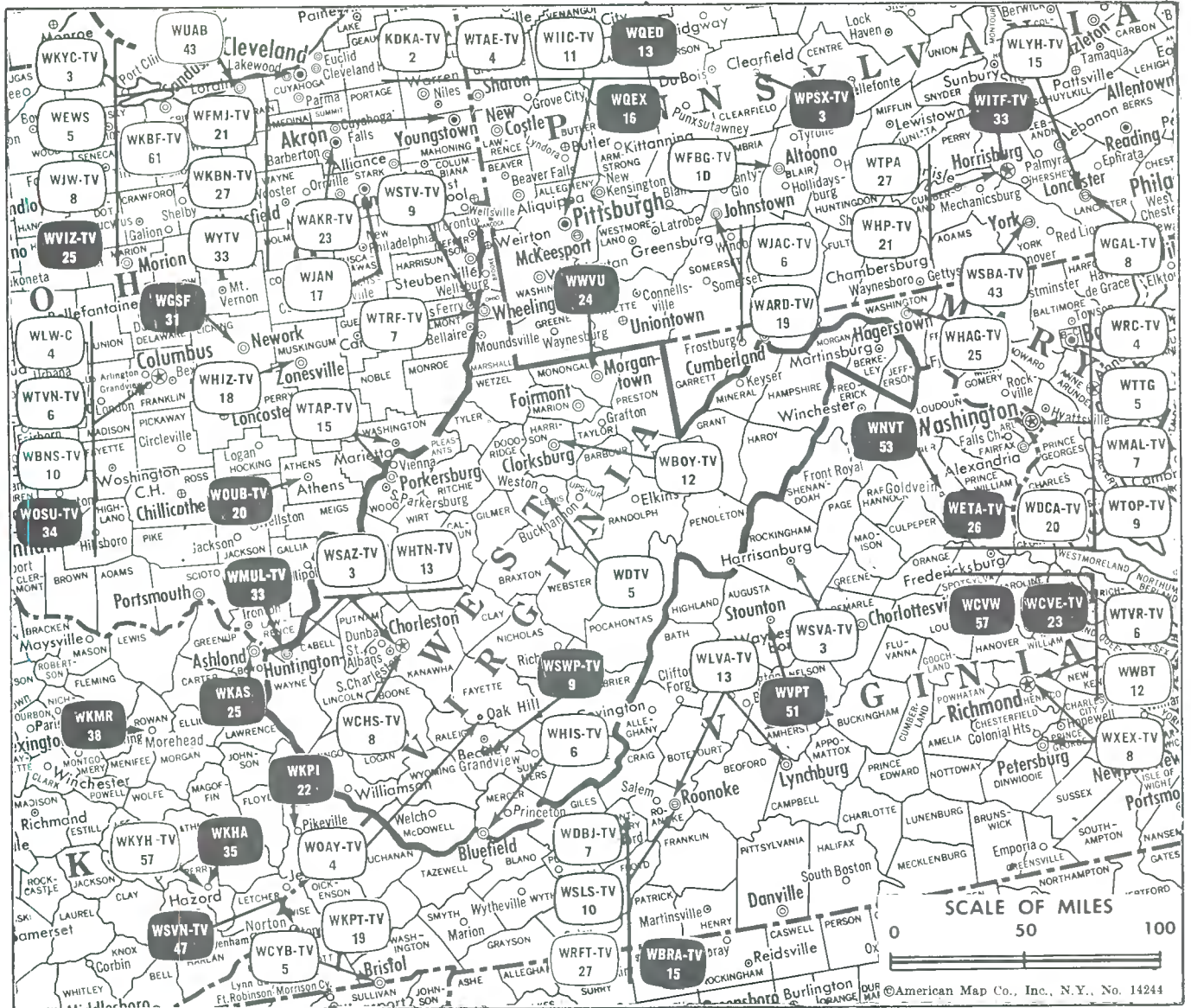
Note: Includes KNDU, Richland-Pasco-Kenewick, Wash.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	800	700	91
	Morrow	1,400	1,300	90
	Umatilla	15,100	13,800	92
	WASHINGTON			
Adams	3,700	3,500	96	
Benton	21,200	20,300	96	
Franklin	8,400	8,000	96	
Kittitas	8,000	7,400	92	
Walla Walla	13,600	12,500	92	
Yakima	46,800	44,100	94	
Between 25-49%	OREGON			
Wheeler	700	600	92	
Between 5-24%	OREGON			
Sherman	700	700	96	
WASHINGTON				
Grant	12,800	12,100	95	
Klickitat	4,100	3,700	91	
Station Totals		137,300	128,700	94
Net Weekly Circulation (1970-71)			113,200	
Average Daily Circulation (1970-71)			77,900	

ARB Data: Figures Include KNDU.

West Virginia



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Wheeling-Steubenville	450,600	44	151,300	99
Charleston-Huntington	420,700	48	425,800	37
Bluefield-Beckley-Oak Hill	122,000	148	98,900	138
Clarksburg-Weston	89,100	167	53,000	167
Parkersburg	32,700	203	*	*

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West Virginia

West Virginia Station Status as of March 15, 1972

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	8	1	9
<input type="checkbox"/> Educational Television Stations	1	2	3
			12

State Educational Technical Facilities
 (Complete Data in Educational Directory)

WSPW-TV

Grandview

Ch. 9

Non-Commercial Educational Station

Licensee: W. Va. Educational Bcstg. Authority, Bldg. 6, Suite 424, Capitol Complex, Charleston, W. Va. (25305).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 450-ft. above ground, 3410-ft. above sea level.

Latitude	37°	53'	46"
Longitude	80°	59'	21"

WMUL-TV

Huntington

Ch. 33

Non-Commercial Educational Station

Licensee: W. Virginia Educational Broadcasting Authority, 1033 Quarrier St., Charleston, W. Va.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1037-kw max. & 398-kw horizontal visual, 207.2-kw max. & 79.4-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1071-ft. above ground, 2049-ft. above sea level.

Latitude	38°	29'	42"
Longitude	82°	12'	03"

WWVU

Morgantown

Ch. 24

Non-Commercial Educational Station

Licensee: W. Va. Board of Regents, W. Va. U., Morgantown (26506).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2750-kw max. & 1875-kw horizontal visual, 550.8-kw max. & 375-kw horizontal aural. Antenna: 1503-ft. above av. terrain, 518-ft. above ground, 3118-ft. above sea level.

Latitude	39°	41'	43"
Longitude	79°	45'	46"

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)

WVAZ-TV, Huntington

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WEST VIRGINIA—(Continued)			
50% & Over	Ritchie	3,400	3,100	92
	Roane	4,300	4,000	93
	Wayne	11,600	11,100	96
	Webster	2,800	2,600	92
	Wirt	1,300	1,200	93
	Wood	28,200	27,100	96
	KENTUCKY			
Between 25-49%	Breathitt	3,800	3,100	83
	Knott	3,800	3,300	86
	Letcher	6,600	5,900	89
	OHIO			
	Morgan	3,800	3,600	94
	VIRGINIA			
	Buchanan	8,700	7,900	91
	WEST VIRGINIA			
	Pleasants	2,100	2,000	96
	Wyoming	8,300	7,700	93
	KENTUCKY			
Between 5-24%	Bath	3,100	2,800	90
	Menifee	1,200	1,100	90
	Owsley	1,500	1,200	80
	Perry	7,100	6,200	88
	OHIO			
	Adams	5,900	5,400	92
	Hocking	6,700	6,400	96
	Noble	3,400	3,100	92
	Perry	8,400	8,100	97
	Ross	18,700	18,000	96
	VIRGINIA			
	Dickenson	4,500	4,200	94
	Tazewell	11,900	11,300	95
	Wise	11,900	11,000	93
	WEST VIRGINIA			
	Greenbrier	10,200	9,500	93
	Lewis	5,400	5,100	95
	Mercer	20,400	19,500	96
	Summers	4,300	3,800	89

West Virginia—Bluefield



WHIS-TV



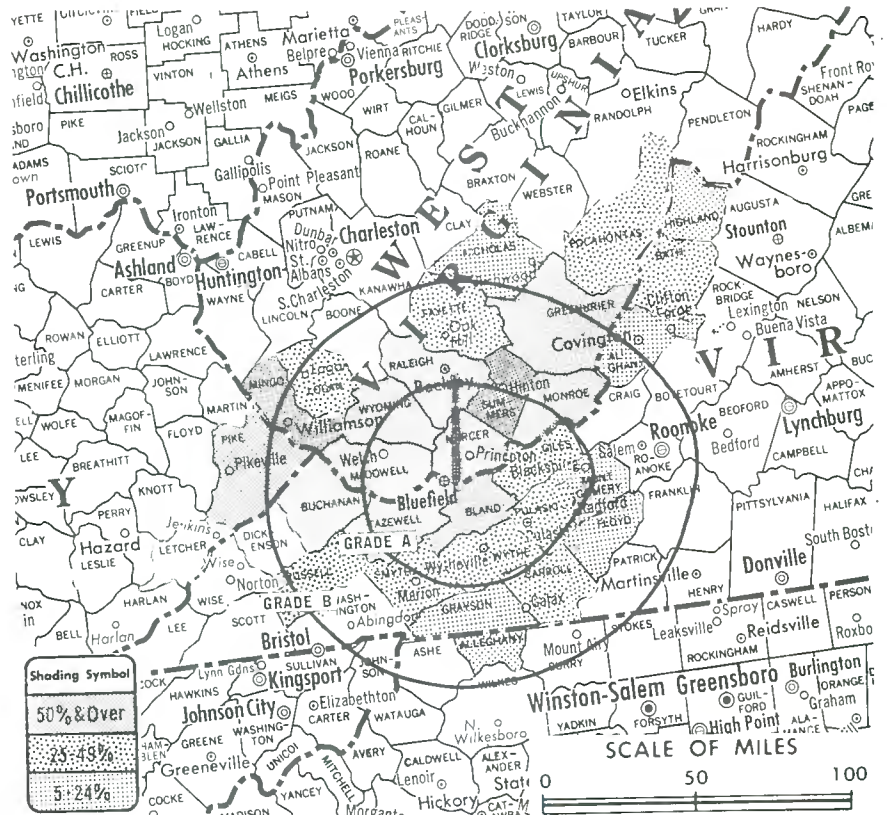
Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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 kHz (NBC).
FM Affiliate: WHIS-FM, 5.9-kw, 104.5 MHz (No. 283), 1170-ft.
Represented (engineering) by A. D. Ring & Associates.
Color: Network, live, film, slide & tape.
News Wire Service: AP.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



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: 304-327-7114.
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, v.p., .18%; Scott Shott, secy.-treas., .18%; Jim H. Shott Estate, 33.10%; G. Clark Brant, 15.87%; Mrs. B. L. Early, .34%; Daily Telegraph Printing Co. Employees Pension Trust, 17.15%. Daily Telegraph Printing Co. also owns 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, vice president & general manager.
SCOTT SHOTT, station manager.
JEAN BALL, program director.
KENNETH DICK, chief engineer.

DIGEST OF RATE CARD NO. 14 (March 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class A—6-10 p.m., daily.	\$500.00	\$300.00	\$150.00	\$100.00	\$90.00	\$80.00	\$45.00
NETWORK BASE HOURLY RATE: \$400.							

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY Pike	17,300	16,000	93

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA				
		Bland	1,500	1,300	88
		Buchanan	8,700	7,900	91
		Tazewell	11,900	11,300	95
	WEST VIRGINIA				
		Greenbrier	10,200	9,500	93
		Mc Dowell	14,000	13,100	93
		Mercer	20,400	19,500	96
		Mingo	8,800	8,200	94
		Monroe	3,200	2,800	87
	Raleigh	21,700	20,600	95	
	Summers	4,300	3,800	89	
	Wyoming	8,300	7,700	93	
Between 25-49%	VIRGINIA				
		Bath	1,600	1,500	94
		Carroll	9,500	8,800	92
		Giles	5,300	5,100	96
		Pulaski	9,300	8,900	95
		Russell	6,900	6,400	93
		Smyth	9,100	8,700	95
		Wythe	6,800	6,300	93
	WEST VIRGINIA				
		Fayette	15,100	14,500	96
	Logan	13,000	12,500	96	
	Pocahontas	2,700	2,300	84	
Between 5-24%	NORTH CAROLINA				
		Alleghany	2,900	2,700	92
	VIRGINIA				
		Alleghany	9,100	8,700	96
		Floyd	3,100	2,900	94
		Grayson	5,000	4,700	94
		Highland	800	800	94
		Montgomery	17,000	16,300	96
	WEST VIRGINIA				
		Nicholas	6,700	6,300	95
Station Totals			254,200	239,100	94
Net Weekly Circulation (1970-71)				122,000	
Average Daily Circulation (1970-71)				82,200	

West Virginia—Charleston-Huntington



WCHS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

TV tape: Recording facilities.

AM Affiliate: WCHS, 5-kw, 580 kHz (CBS).

FM Affiliate: WBES, 16-kw, 96.1 MHz (No. 241), 800-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

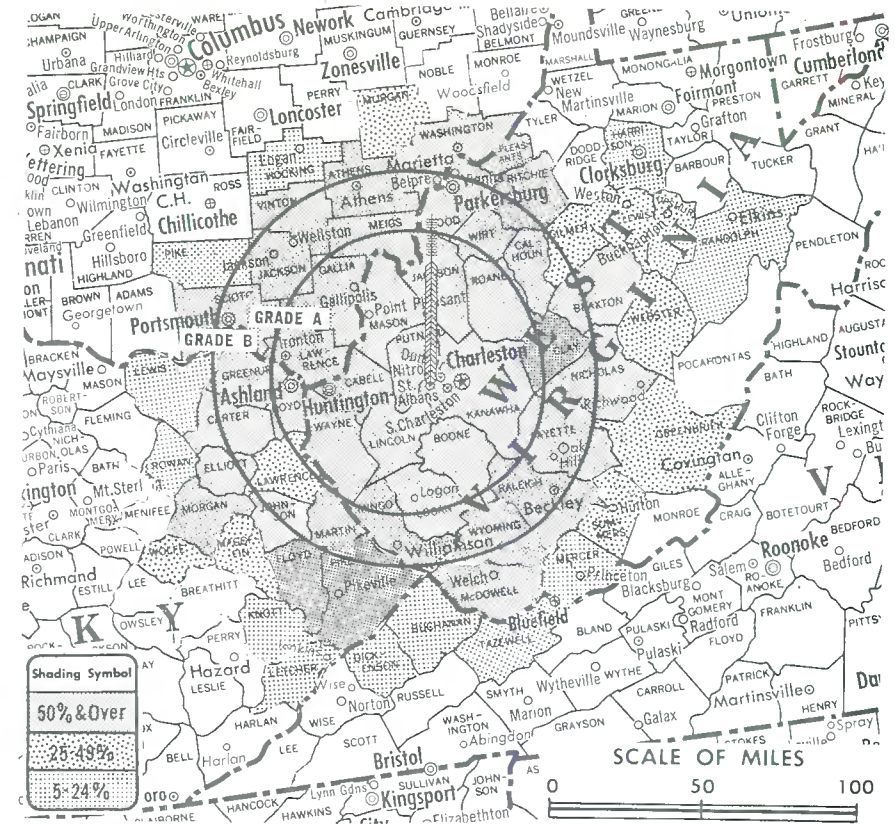
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

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County coverage based on ARB study (see page 4-b).



WCHS-TV Ref: FCC File No. B1PCT-3392 Granted 9/11/56 © American Map Co., Inc., N.Y., No. 1424

WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E. (25324).
 Studio: 1111 Virginia St. E., Charleston.
 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 Smith & Pepper.
 Represented (engineering) by Al Smith.
 Personnel:
 O. WAYNE ROLLINS, president.
 R. RANDALL ROLLINS, senior executive vice president.
 JAMES C. RODDEY, group vice president.
 CURTIS W. BUTLER, general manager.
 JACK ROBINETTE, sales manager.
 HENRY K. YAGGI III, national sales manager.
 WILLIAM K. McALLISTER, operations manager.
 GENE R. BRICK, chief engineer.
 CHARLES RYAN, news director.
 RICHARD JOHNSON, director of films.

DIGEST OF RATE CARD NO. 2-71—(Aug. 9, 1971)

Hour	30 Min.	15 Min.	30 Sec.	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	Graded rates apply*		

*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	16,800	16,400	98
	Carter	6,000	5,600	93
	Elliott	1,600	1,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY—(Continued)			
	Floyd	10,300	9,500	93
	Greenup	9,800	9,400	96
	Johnson	5,300	4,900	93
	Martin	2,500	2,200	90
	Morgan	3,000	2,700	90
	Pike	17,300	16,000	93
	OHIO			
	Athens	15,100	14,300	94
	Gallia	7,600	7,200	95
	Jackson	8,600	8,200	96
	Lawrence	17,900	17,300	96
	Meigs	6,600	6,300	95
	Scioto	25,400	24,400	96
	Vinton	3,000	2,900	95
	Washington	18,200	17,300	95
	WEST VIRGINIA			
	Boone	7,500	7,200	96
	Braxton	3,800	3,400	90
	Cabell	35,400	34,500	97
Calhoun	2,200	2,000	92	
Clay	2,600	2,400	93	
Fayette	15,100	14,500	96	
Jackson	6,200	6,000	97	
Kanawha	73,000	70,900	97	
Lincoln	5,500	5,200	95	
Logan	13,000	12,500	96	
Mc Dowell	14,000	13,100	93	
Mason	7,600	7,400	97	
Mingo	8,800	8,200	94	
Nicholas	6,700	6,300	95	
Pleasants	2,100	2,000	96	
Putnam	8,600	8,300	97	
Raleigh	21,700	20,600	95	
Ritchie	3,400	3,100	92	
Roane	4,300	4,000	93	
Wayne	11,600	11,100	96	
Wirt	1,300	1,200	93	

(Continued on page 865-b)

Station Totals	616,000	585,600	95
Net Weekly Circulation (1970-71)			378,900
Average Daily Circulation (1970-71)			249,500



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West Virginia—Huntington-Charleston



WHTN-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). 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"

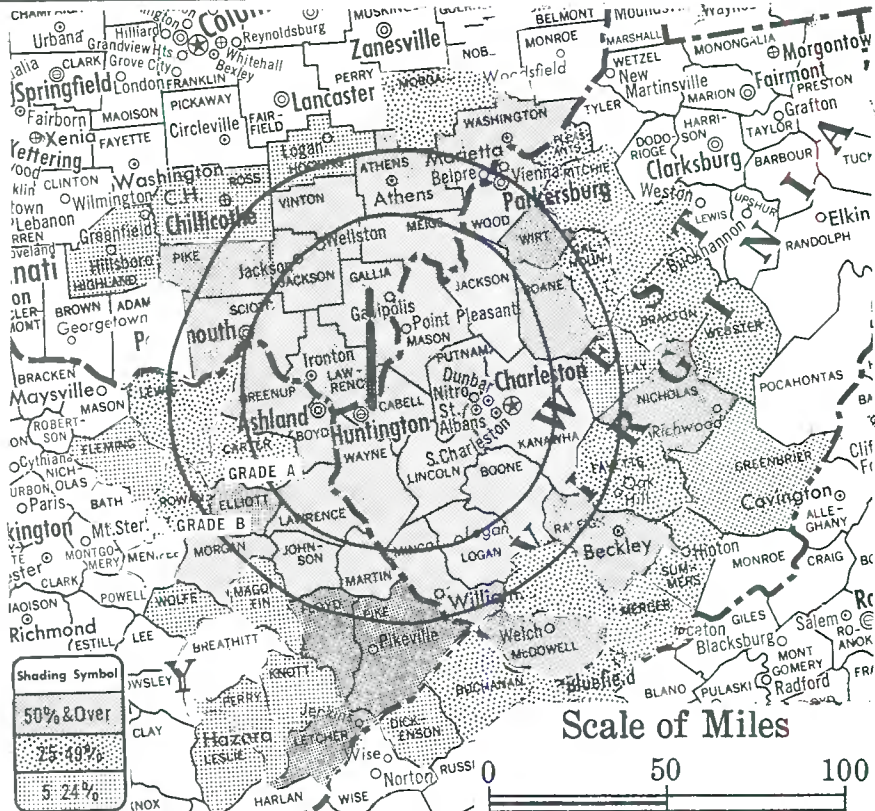
Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.



Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WHTN-TV Ref: FCC File No. BMLCT-100 Granted 6/9/61

©American Map Co., Inc., N.Y., No. 14214

WHTN-TV

Licensee: Reeves Telecom Corp., 625 Fourth Ave. (25701).

Studio: 625 4th Ave., Huntington.

Telephone: 304-525-7661. TWX No.: 710-931-8078.

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 Telecom also owns radios WITH & FM, Baltimore; WKEE & FM, Huntington, W. Va. and 50% of WBLG-TV, Lexington, Ky.

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 Avco Television Sales.

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

Personnel:

CLARK W. DAVIS, vice president & general manager.
GEORGE MILLER, general sales manager.
CHARLES HARPER, operations manager.
PHYLLIS KINGERY, traffic.
BOB SMITH, news director.
HAROLD BLACK, film manager.

DIGEST OF RATE CARD NO. 15

(Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1200.00 \$600.00 \$360.00 \$240.00 Graded rates apply*

*Highest rate: \$390.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	16,800	16,400	98
	Elliott	1,600	1,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
	KENTUCKY—(Continued)			
	Floyd	10,300	9,500	93
	Greenup	9,800	9,400	96
	Johnson	5,300	4,900	93
	Lawrence	3,200	3,000	94
	Letcher	6,600	5,900	89
	Martin	2,500	2,200	90
	Morgan	3,000	2,700	90
	Pike	17,300	16,000	93
	OHIO			
	Athens	15,100	14,300	94
	Gallia	7,600	7,200	95
	Jackson	8,600	8,200	96
	Lawrence	17,900	17,300	96
	Meigs	6,600	6,300	95
	Pike	5,900	5,600	95
	Scioto	25,400	24,400	96
50% & Over	Vinton	3,000	2,900	95
	Washington	18,200	17,300	95
	WEST VIRGINIA			
	Boone	7,500	7,200	96
	Cabell	35,400	34,500	97
	Jackson	6,200	6,000	97
	Kanawha	73,000	70,900	97
	Lincoln	5,500	5,200	95
	Logan	13,000	12,500	96
	Mc Dowell	14,000	13,100	93
	Mason	7,600	7,400	97
	Mingo	8,800	8,200	94
	Nicholas	6,700	6,300	95
	Putnam	8,600	8,300	97
	Raleigh	21,700	20,600	95
	Roane	4,300	4,000	93
	Wayne	11,600	11,100	96
	Wirt	1,300	1,200	93
	Wood	28,200	27,100	96

(Continued on page 865-b)

Station Totals	615,400	583,900	95
Net Weekly Circulation (1970-71)		371,000	
Average Daily Circulation (1970-71)		229,600	

West Virginia—Huntington-Charleston

WSAZ-TV
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

Color: Network, live, film, slide & tape.

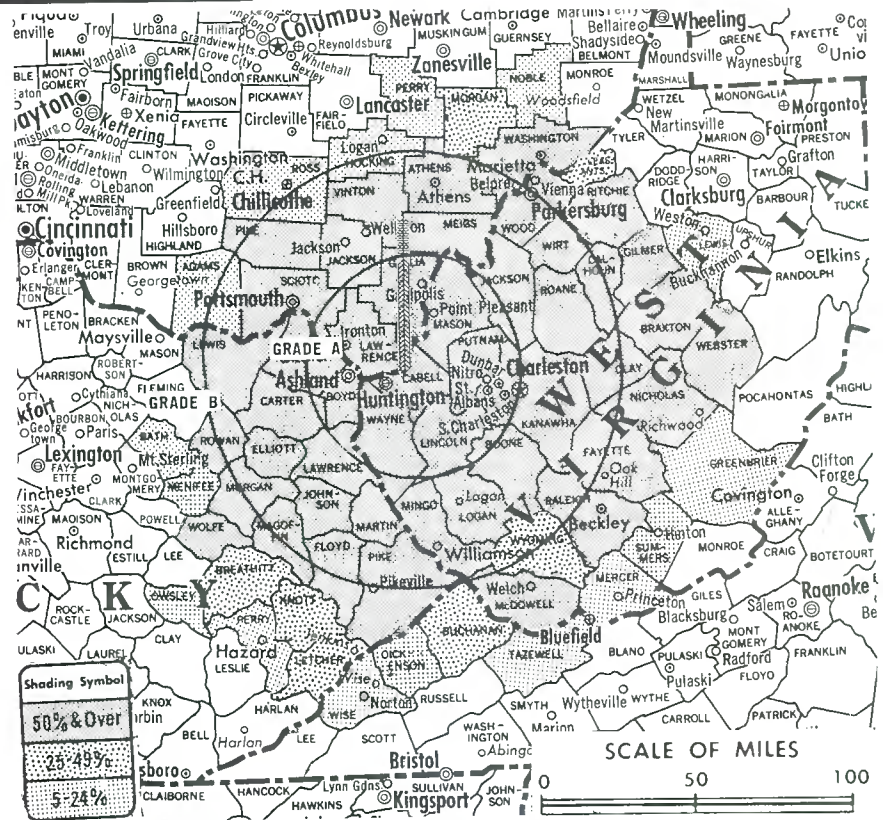
News Wire Service: AP.
News Film Service: NBC.

Studios: WSAZ Bldg., 201 Ninth St., Huntington (25721); auxiliary studio in Charleston.

TWX No.: 710-931-8034.

Represented (legal) by Pierson, Ball & Dowd.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WSAZ-TV Ref: FCC File No. BMPCT-1056 Granted 1/11/64

©American Map Co., Inc., N.Y., No. 14244

WSAZ-TV

Licensee: Lee Enterprises Inc., WSAZ Bldg., 201 Ninth St., Huntington (25721).

Telephones: 304-529-4127, Huntington; 304-344-3521, Charleston.

Ownership: See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: Nov. 15, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale 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.

Personnel:

- GEORGE R. ANDRICK, general manager.
- GEORGE M. CURRY, program manager.
- WILLIAM WATTS, regional sales manager.
- ROBERT HARRIS, operations manager, Charleston office.
- L. J. HINES, manager, Charleston sales operations.
- C. BOSWORTH JOHNSON, news director.
- FRITZ LEICHTNER, operations manager.
- JACK M. WILLIAMS, general sales coordinator.
- JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class A—7:30-11 p.m., daily.					
\$1700.00	\$950.00	\$600.00	\$475.00	Graded rates apply*	

*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	16,800	16,400	98
	Carter	6,000	5,600	93
	Elliott	1,600	1,500	95
	Floyd	10,300	9,500	93
	Greenup	9,800	9,400	96
Johnson	5,300	4,900	93	

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY—Continued				
	Lawrence	3,200	3,000	94
	Lewis	3,600	3,300	92
	Magoffin	2,900	2,600	89
	Martin	2,500	2,200	90
	Morgan	3,000	2,700	90
	Pike	17,300	16,000	93
	Rowan	4,100	3,800	92
	Wolfe	1,700	1,500	86
OHIO				
	Athens	15,100	14,300	94
	Gallia	7,600	7,200	95
	Jackson	8,600	8,200	96
	Lawrence	17,900	17,300	96
	Meigs	6,600	6,300	95
	Pike	5,900	5,600	95
	Scioto	25,400	24,400	96
	Vinton	3,000	2,900	95
	Washington	18,200	17,300	95
50% & Over WEST VIRGINIA				
	Boone	7,500	7,200	96
	Braxton	3,800	3,400	90
	Cabell	35,400	34,500	97
	Calhoun	2,200	2,000	92
	Clay	2,600	2,400	93
	Fayette	15,100	14,500	96
	Gilmer	2,200	2,000	92
	Jackson	6,200	6,000	97
	Kanawha	73,000	70,900	97
	Lincoln	5,500	5,200	95
	Logan	13,000	12,500	96
	Mc Dowell	14,000	13,100	93
	Mason	7,600	7,400	97
	Mingo	8,800	8,200	94
	Nicholas	6,700	6,300	95
	Putnam	8,600	8,300	97
	Raleigh	21,700	20,600	95
(Continued on page 854-b)				
Station Totals		643,600	609,700	95
Net Weekly Circulation (1970-71)			420,700	
Average Daily Circulation (1970-71)			312,500	

West Virginia—Clarksburg



WBOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 129-kw 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.

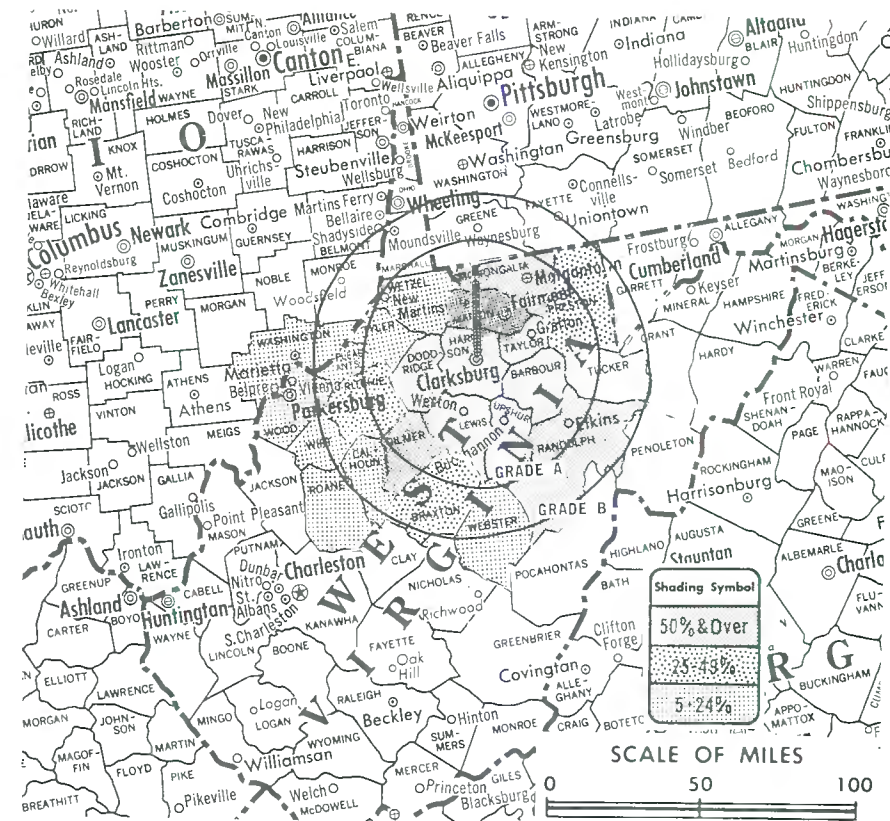
AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Smith & Pepper.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WBOY-TV Ref: FCC File No. B1PCT-4375 Granted 8/24/70

©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.

Studio: 912 W. Pike St., Clarksburg, W.Va. (26301).

Telephone: 304-624-7573. TWX No.: 304-366-2376.

Ownership: 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 Inc.; Regional Reps Inc. (Cincinnati & Cleveland); Dome-Messervy (Pittsburgh).

Personnel:

- NATHAN W. LEVIN, president.
- JOHN J. BORGHI, vice president.
- ROGER GARRETT, managing director & film buyer.
- PETE LYMAN, promotion director.
- BOB TOOTHMAN, program director.
- JOE WRIGHT, chief engineer.

DIGEST OF RATE CARD NO. 3
(Sept. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
 Class A—7:30-10 p.m., daily.
 \$250.00 \$150.00 \$98.00 \$75.00 \$50.00* \$45.00* \$25.00*

*Class A—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%	
WEST VIRGINIA					
50% & Over	Barbour	4,200	3,900	94	
	Doddridge	2,000	1,900	93	
	Gilmer	2,200	2,000	92	
	Harrison	24,100	23,500	98	
	Lewis	5,400	5,100	95	
	Marion	20,700	19,900	96	
	Monongalia	20,000	18,900	95	
	Randolph	7,300	6,800	93	
	Taylor	4,500	4,200	94	
	Tucker	2,400	2,200	93	
Upshur	6,000	5,600	94		
WEST VIRGINIA					
Between 25-49%	Braxton	3,800	3,400	90	
	Preston	7,600	7,100	94	
	Ritchie	3,400	3,100	92	
OHIO					
Between 5-24%	Washington	18,200	17,300	95	
	WEST VIRGINIA				
	Calhoun	2,200	2,000	92	
	Pleasants	2,100	2,000	96	
	Roane	4,300	4,000	93	
	Tyler	3,100	2,900	94	
	Webster	2,800	2,600	92	
	Wetzel	6,600	6,300	96	
	Wirt	1,300	1,200	93	
	Wood	28,200	27,100	96	
Station Totals		182,400	173,000	95	
Net Weekly Circulation (1970-71)			76,700		
Average Daily Circulation (1970-71)			48,200		

West Virginia—Parkersburg-Marietta, O.



WTAP-TV

Ch. 15

Technical Facilities: Channel No. 15
(476-482 MHz). Authorized power:
236-kw max. & 208-kw horizontal
visual, 46.6-kw max. & 41.4-
kw horizontal aural. Antenna: 620-
ft. above av. terrain, 435-ft. above
ground, 1395-ft. above sea level.

Latitude 39° 20' 59"
Longitude 81° 33' 56"

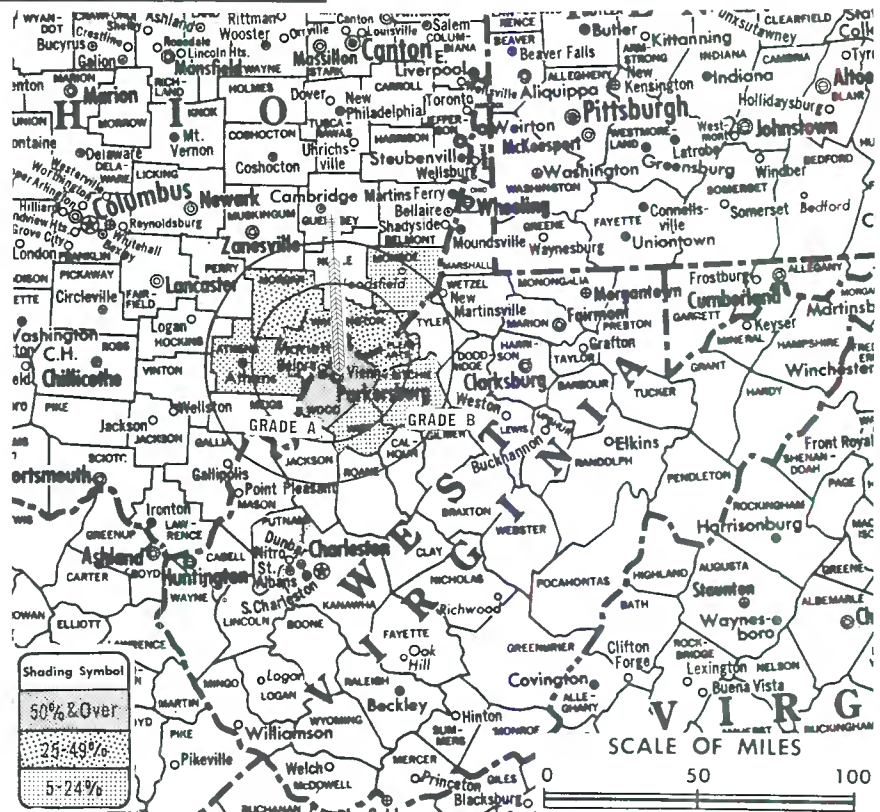
Transmitter: Dole's Knob, Constitu-
tion, O.

AM Affiliate: WTAP, 1-kw (.25-kw
N), 1230 kHz (ABC).

FM Affiliate: WTAP-FM, .720-kw,
103.1 MHz (No. 276), 550-ft.

Color: Network, live, film, slide &
tape.

News Wire Service. AP.



WTAP-TV Ref: FCC File No. BMPCT-7043 Granted 9/30/69

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).

WTAP-TV

Network Service: NBC.

Licensee: Broadcasting Services Inc., 121 W. 7th St., Parkersburg
(26102).

Studio: 121 W. Seventh St., Parkersburg, W. Va. (26102).

Telephone: 304-485-4588.

Ownership: C. T. Garten, pres.; R. L. Drake, v.p.; Robert V. Spayd,
secy.; J. V. Delaney, treas.; R. L. Drake Co., 100%. R. L. Drake
is sole owner of R. L. Drake Co. Bcstg. Services also owns
WGLM(FM), Richmond, Ind.

Began Operation: Oct. 8, 1953. Sale to present owners by T/R
Inc. (Zanesville Publishing) approved by FCC Nov. 2, 1967. Pre-
vious sale by Frank Baer-Howard Chernoff group approved by
FCC March 30, 1955 (Television Digest, Vol. 11:10, 14).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Kirkland, Ellis & Rowe.

Personnel:

C. TOM GARTEN, president & general manager.
CLARENCE HUNTER, chief engineer.
GLENN WILSON, program director.
SAM SLATER, sports director.

DIGEST OF RATE CARD NO. 3
(Aug. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-11 p.m., daily.
\$180.00 \$110.00 \$70.00 \$45.00 \$37.00 \$31.00 \$25.00 \$16.00
NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Wood	28,200	27,100	96
Between 25-49%	OHIO			
	Morgan	3,800	3,600	94
	Washington	18,200	17,300	95
Between 5-24%	WEST VIRGINIA			
	Pleasants	2,100	2,000	96
	OHIO			
	Athens	15,100	14,300	94
	Monroe	5,100	4,800	94
Station Totals	WEST VIRGINIA			
	Ritchie	3,400	3,100	92
	Wirt	1,300	1,200	93
Station Totals		77,200	73,400	95
Net Weekly Circulation (1970-71)				32,700
Average Daily Circulation (1970-71)				19,700

For U.S. TV Station Call Letters
See page 7-b

Now an Official S.M.S.A.

Wood County, W. Va.
Parkersburg

Washington County, O.
Marietta

SERVED BY

WTAP-TV

Channel 15

with studios and daily
programming from both cities.

Truly serving the growing Mid-Ohio Valley

WTAP-TV

NBC

Full Color

West Virginia—Weston-Clarksburg



WDTV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). 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"

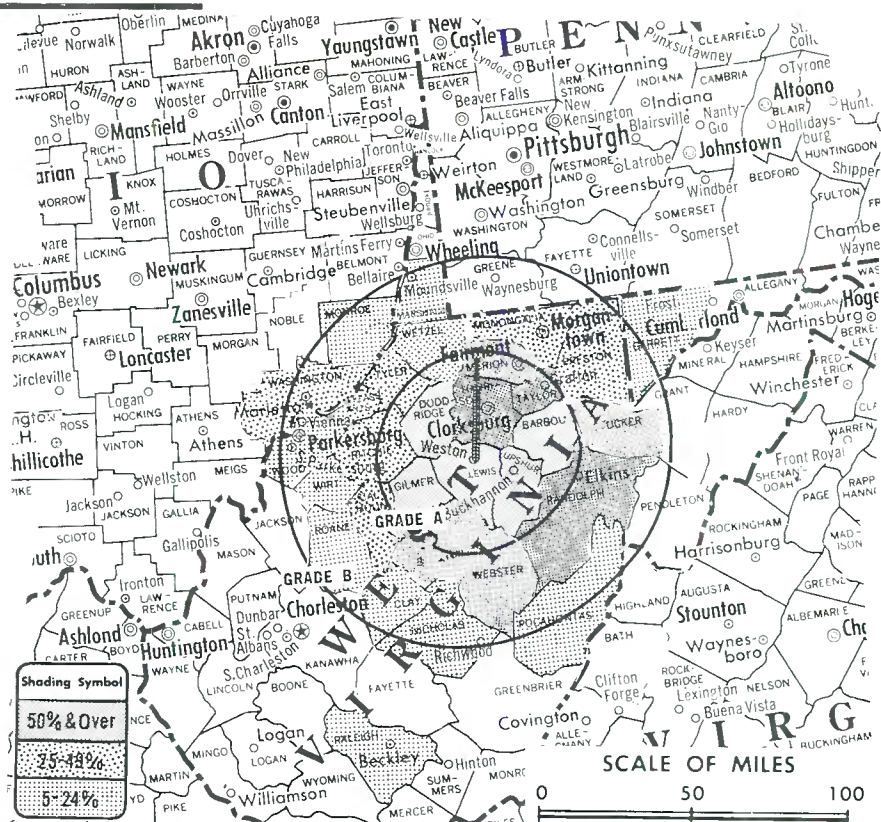
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

Color: Network, film & slide.

News Wire Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.



Total Households: © MSI
 Consumer Market Data as of 1/1/72.
 TV Homes: TV% and Circulation
 © 1971 American Research Bureau.
 County coverage based on ARB study (see page 4-b).

WDTV Ref: FCC File No. BPUT-2310 Granted 11/4/59

©American Map Co., Inc., N.Y. No. 14214

WDTV

Licensee: Broadcast Industries of W. Va. Inc., Box 419, Bridgeport, W. Va. (26330).

Studia: Television Park, Weston, W. Va. (26452).

Telephones: 304-842-3558, Bridgeport; 304-269-2498, Weston.

Ownership: Broadcast Industries Corp., 100%.

Began Operation: June 22, 1960. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of W. Va., approved by FCC June 30, 1971. Sale to Broadcast Industries (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 Savalli/Gates Inc.

Personnel:

M. WILLIAM GROSSMAN, president.
 ROBERT L. JOHNSON, vice president & general manager.
 WILLIAM BROWN, sales manager.
 NICK PELLEGRIN, program director.
 DON MARTINO, production manager.
 WADE DOTSON, news director.
 KERMIT WENDT, chief engineer.

DIGEST OF RATE CARD NO. 6—(Jan. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID
 Class A—6-11 p.m., daily.
 \$215 \$129 \$85 \$65 \$80* \$50* \$46* \$25*

*Class A—7:30-10 p.m., Mon.-Fri.; 6:30-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Barbour	4,200	3,900	94
	Braxton	3,800	3,400	90
	Doddridge	2,000	1,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA—(Continued)			
	Gilmer	2,200	2,000	92
	Harrison	24,100	23,500	98
	Lewis	5,400	5,100	95
	Marion	20,700	19,900	96
	Randolph	7,300	6,800	93
	Taylor	4,500	4,200	94
	Tucker	2,400	2,200	93
Upshur	6,000	5,600	94	
Webster	2,800	2,600	92	
Between 25-49%	OHIO			
	Washington	18,200	17,300	95
	WEST VIRGINIA			
	Calhoun	2,200	2,000	92
	Monongalia	20,000	18,900	95
Between 5-24%	Pleasants	2,100	2,000	96
	Preston	7,600	7,100	94
	Ritchie	3,400	3,100	92
	Tyler	3,100	2,900	94
	MARYLAND			
	Garrett	6,400	6,000	94
	OHIO			
	Monroe	5,100	4,800	94
	WEST VIRGINIA			
	Clay	2,600	2,400	93
Marshall	11,700	11,400	97	
Nicholas	6,700	6,300	95	
Pocahontas	2,700	2,300	84	
Raleigh	21,700	20,600	95	
Roane	4,300	4,000	93	
Wetzel	6,600	6,300	96	
Wirt	1,300	1,200	93	
Wood	28,200	27,100	96	
Station Totals		239,300	226,800	95
Net Weekly Circulation (1970-71)			89,100	
Average Daily Circulation (1970-71)			51,400	

WTRF-TV, Wheeling
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	WEST VIRGINIA—(Continued)			
	Ritchie	3,400	3,100	92
	Taylor	4,500	4,200	94
	Upshur	6,000	5,600	94
Between 5-24 %	OHIO			
	Holmes	6,000	5,400	89
	Morgan	3,800	3,600	94
	Muskingum	25,000	24,100	96
	Stark	118,300	115,600	98
	PENNSYLVANIA			
	Allegheny	516,400	501,700	97
	Armstrong	24,200	23,300	96
	Beaver	65,000	63,300	97
	Butler	38,200	37,200	97
	Fayette	49,400	47,000	95
	Jefferson	14,300	13,700	96
	Lawrence	33,200	32,000	96
	Westmoreland	118,400	115,300	97
WEST VIRGINIA				
Gilmer	2,200	2,000	92	
Wood	28,200	27,100	96	

WHTN-TV, Huntington
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49 %	KENTUCKY			
	Carter	6,000	5,600	93
	Lewis	3,600	3,300	92
	Rowan	4,100	3,800	92
	OHIO			
	Morgan	3,800	3,600	94
	VIRGINIA			
	Buchanan	8,700	7,900	91
	Tazewell	11,900	11,300	95
	WEST VIRGINIA			
	Braxton	3,800	3,400	90
	Calhoun	2,200	2,000	92
	Fayette	15,100	14,500	96
	Gilmer	2,200	2,000	92
	Mercer	20,400	19,500	96
	Pleasants	2,100	2,000	96
	Ritchie	3,400	3,100	92
	Summers	4,300	3,800	89
	Webster	2,800	2,600	92
Wyoming	8,300	7,700	93	
Between 5-24 %	KENTUCKY			
	Fleming	3,500	3,300	93
	Knott	3,800	3,300	86
	Leslie	3,100	2,500	82
	Magoffin	2,900	2,600	89
	Perry	7,100	6,200	88
	Wolfe	1,700	1,500	86
	OHIO			
	Highland	9,800	9,300	95
	Hocking	6,700	6,400	96
	Ross	18,700	18,000	96
VIRGINIA				
Dickenson	4,500	4,200	94	
WEST VIRGINIA				
Clay	2,600	2,400	93	
Greenbrier	10,200	9,500	93	

West Virginia

WCBS-TV, Charleston
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA—(Continued)			
	Wood	28,200	27,100	96
	Wyoming	8,300	7,700	93
	KENTUCKY			
Between 25-49 %	OHIO			
	Morgan	3,800	3,600	94
	WEST VIRGINIA			
	Gilmer	2,200	2,000	92
	Greenbrier	10,200	9,500	93
	Lewis	5,400	5,100	95
	Summers	4,300	3,800	89
	Upshur	6,000	5,600	94
	Webster	2,800	2,600	92
	KENTUCKY			
	Knott	3,800	3,300	86
Letcher	6,600	5,900	89	
Lewis	3,600	3,300	92	
Rowan	4,100	3,800	92	
OHIO				
Hocking	6,700	6,400	96	
Pike	5,900	5,600	95	
VIRGINIA				
Buchanan	8,700	7,900	91	
Dickenson	4,500	4,200	94	
Tazewell	11,900	11,300	95	
WEST VIRGINIA				
Harrison	24,100	23,500	98	
Mercer	20,400	19,500	96	
Randolph	7,300	6,800	93	



**CABLE TELEVISION
MANAGEMENT AND ENGINEERING
CONSULTANTS**

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.

Washington, D.C. 20036

(202) 233-2345

West Virginia—Wheeling



WTRF-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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: 96 16th St., Wheeling.

TV tape: Recording facilities.

FM Affiliate: WTRF, 12.5-kw, 107.5 MHz (No. 298), 900-ft.

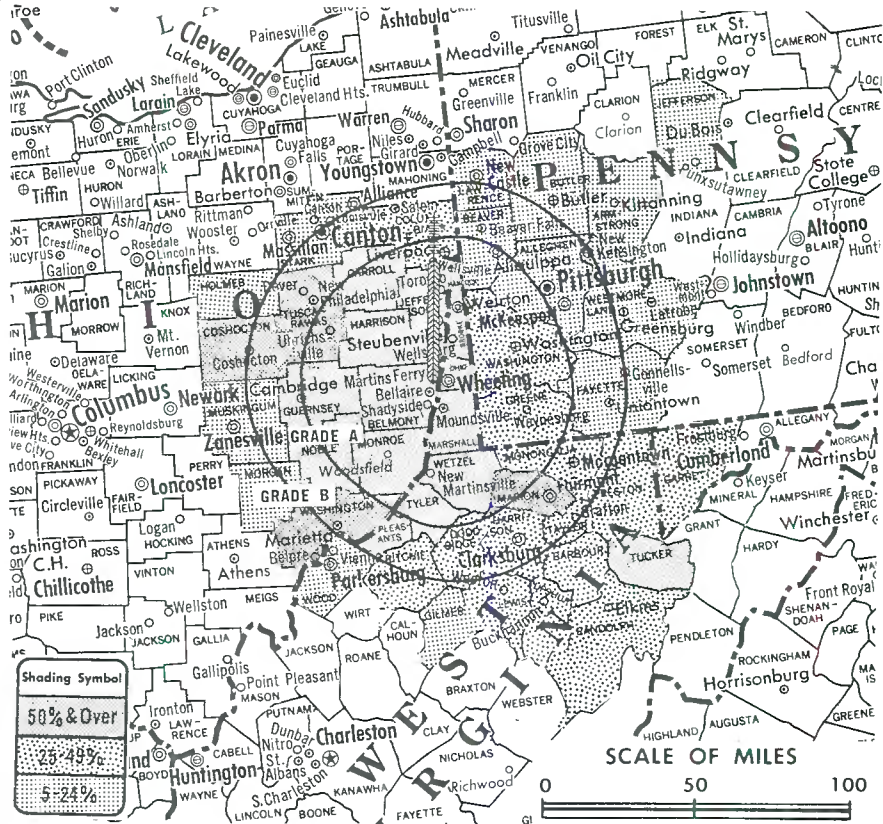
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

*Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WTRF-TV Ref: FCC File No. BPCT-3111 Granted 1/4/63

©American Map Co., Inc., N.Y., No. 14244

WTRF-TV

Licensee: Forward Tele-Productions Inc., 96 16th St., Wheeling (26003).

Telephone: 304-232-7777. TWX No.: 304-232-6897.

Ownership: Forward Tele-Productions Inc. For other interests, see WSAU-TV, Wausau, Wis.

Began Operation: Oct. 24, 1953. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligencer and News Register (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vols. 14:46, 48, 52).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- ROBERT W. FERGUSON, exec. v.p. & general manager.
- FRANK CURTIS, general sales manager.
- GARY VORHEES, operations manager.
- DON SHARPENBERG, local sales manager.
- HOWARD DAUBENMEYER, manager, CATV relations.
- KIRK JACKSON, regional sales manager.
- GEORGE CARROLL, program director.
- WESLEY MANLEY, public affairs director.
- MARY NEAL, promotion manager.
- WILLIAM NEY, film manager.
- ROBERT McFARLAND, chief engineer.

DIGEST OF RATE CARD NO. 17—(March 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—7:30-11 p.m., daily.
\$1000.00 \$600.00 \$325.00 \$250.00 \$170.00 \$170.00 \$85.00
NETWORK BASE HOURLY RATE: \$950.

For Other Sales & Transfers
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	OHIO				
		Belmont	26,600	25,900	97
		Carroll	6,900	6,700	97
		Coshocton	11,400	10,800	94
		Guernsey	12,100	11,500	95
		Harrison	5,500	5,300	96
		Jefferson	30,300	29,600	98
		Monroe	5,100	4,800	94
		Noble	3,400	3,100	92
		Tuscarawas	25,200	24,200	96
	Washington	18,200	17,300	95	
Between 25-49%	WEST VIRGINIA				
		Brooke	8,800	8,700	98
		Hancock	12,100	12,000	99
		Marion	20,700	19,900	96
		Marshall	11,700	11,400	97
		Ohio	21,500	21,100	98
		Pleasants	2,100	2,000	96
		Tucker	2,400	2,200	93
		Tyler	3,100	2,900	94
		Wetzel	6,600	6,300	96
	MARYLAND				
	Garrett	6,400	6,000	94	
	OHIO				
	Columbiana	35,300	34,400	97	
	PENNSYLVANIA				
	Greene	11,600	11,000	95	
	Washington	66,700	64,500	97	
	WEST VIRGINIA				
	Barbour	4,200	3,900	94	
	Doddridge	2,000	1,900	93	
	Harrison	24,100	23,500	98	
	Lewis	5,400	5,100	95	
	Monongalia	20,000	18,900	95	
	Preston	7,600	7,100	94	
	Randolph	7,300	6,800	93	

(Continued on page 865-b)

Station Totals	1,480,800	1,433,000	97
Net Weekly Circulation (1970-71)			339,200
Average Daily Circulation (1970-71)			183,300

Retirement.

The end of work, or the beginning of worry?

Most people look toward retirement as a time of relaxation and enjoyment. And it can be if you prepare for it. But if you don't, it can be a time of worry and discontentment. A time when you can look back and think of a million ways that you could have saved, but didn't.

Well, there's no better time to think about retirement than now, while you're working.

One easy way to save on a regular basis is by purchasing U.S. Savings Bonds through the Payroll Savings Plan where you work.

Now there's a bonus interest rate on all U.S. Savings Bonds—for E Bonds, $5\frac{1}{2}\%$ when held to maturity of 5 years, 10 months

(4% the first year). That extra $\frac{1}{2}\%$, payable as a bonus at maturity, applies to all Bonds issued since June 1, 1970 . . . with a comparable improvement for all older Bonds.

Buy U.S. Savings Bonds.

They'll help make your retirement just what you want it to be.



Bonds are safe. If lost, stolen, or destroyed, we replace them. When needed, they can be cashed at your bank. Tax may be deferred until redemption. And always remember, Bonds are a proud way to save.



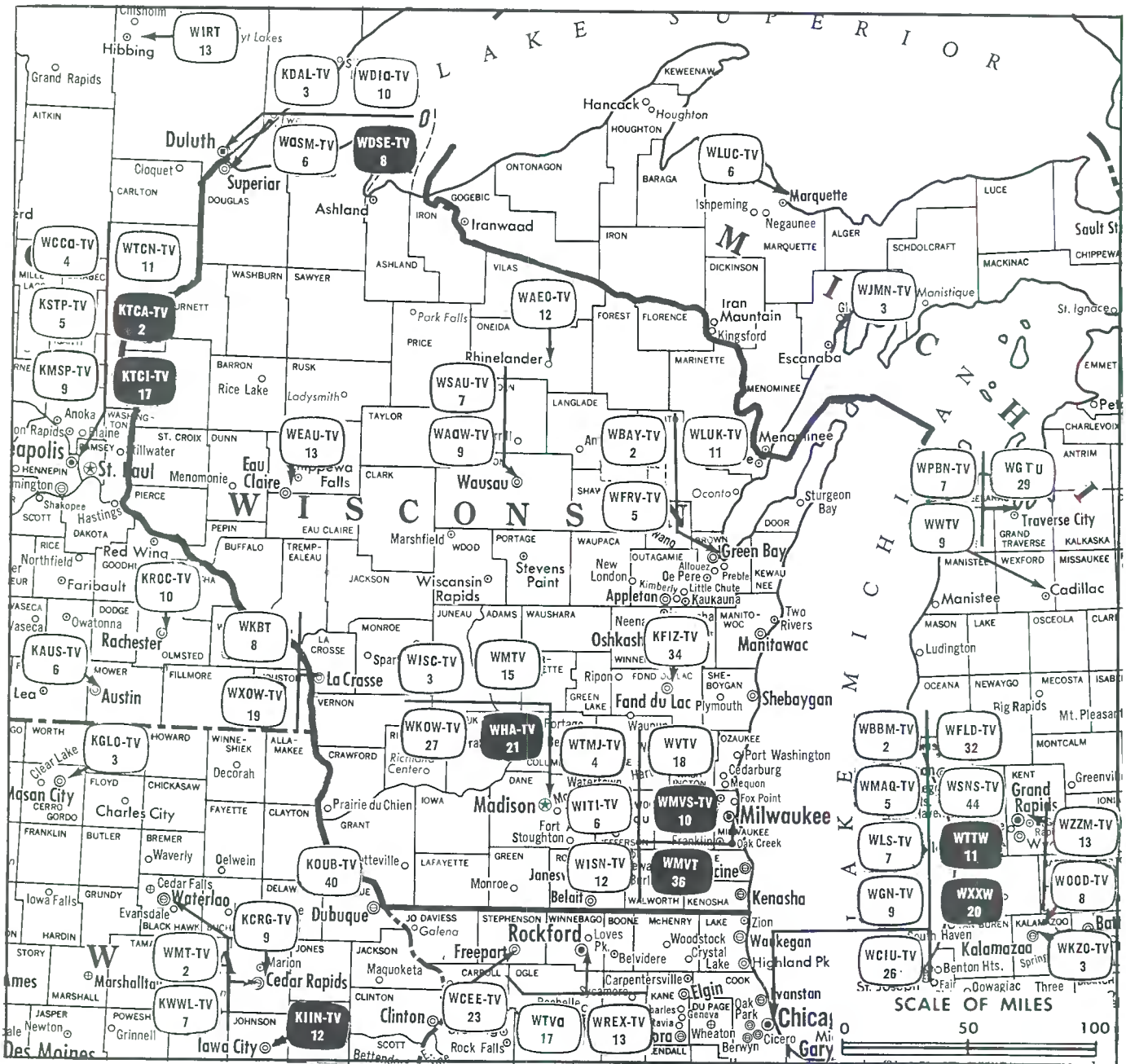
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Now Bonds pay a bonus at maturity.



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Wisconsin



Market	ARB Net Weekly		ARB ADI	
	Circulation	Rank	TV Households	Rank
Milwaukee	598,200	25	566,100	25
Green Bay	298,200	70	262,100	69
Madison	218,300	93	139,800	107
Duluth-Superior	148,600	128	144,000	103
LaCrosse-Eau Claire	138,900	134	130,300	117
Wausau-Rhineland	109,100	155	105,900	133
Fond du Lac	25,500	210	*	*

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	VHF	UHF	TOTAL
Commercial Television Stations	12	5	17
Educational Television Stations	1	2	3
			20

State Educational Technical Facilities
(Complete Data in Educational Directory)

WHA-TV
Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 437 Extension Bldg., Madison, Wis. (53705).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 158-kw visual, 24-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: Dist. 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 10 (192-198 MHz). 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''

WMVT
Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: Dist. 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 316-kw max. & 151-kw horizontal visual, 38.6-kw max. & 18.2-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''

WBAY-TV, Green Bay
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MICHIGAN—(Continued)			
	Oceana	5,700	5,400	94
	Schoolcraft	2,600	2,400	93
	WISCONSIN			
Between 5-24%	Adams	3,200	3,000	94
	Columbia	12,800	12,300	96
	Dodge	20,600	19,900	96
	Lincoln	7,500	7,300	97
	Marathon	29,500	28,900	98
	Washington	18,000	17,700	98
	Wood	19,400	18,900	97

State Cross Reference List
Communities That Receive Programs of Stations That Are Located Elsewhere

WFRV & WLUC-TV
Marinette

(See Green Bay, Wis.)

KDAL-TV, WDSM-TV & WDSE-TV
Superior

(See Duluth, Minn.)

WLUC-TV, Green Bay
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MICHIGAN			
	Benzie	2,900	2,800	95
	Leelanau	3,600	3,400	96
	Ontonagon	3,300	3,000	92
	WISCONSIN			
Between 5-24%	Adams	3,200	3,000	94
	Ashland	5,400	5,200	96
	Dodge	20,600	19,900	96
	Florence	1,000	1,000	96
	Iron	2,300	2,200	97
	Lincoln	7,500	7,300	97
	Marathon	29,500	28,900	98
	Oneida	8,200	7,800	95
	Vernon	7,800	7,400	95

WFRV-TV, Green Bay
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Marquette	2,900	2,700	94
	Sheboygan	31,000	30,400	98
	MICHIGAN			
	Benzie	2,900	2,800	95
	Keweenaw	800	800	96
	Leelanau	3,600	3,400	96
	Ontonagon	3,300	3,000	92
Between 5-24%	WISCONSIN			
	Dodge	20,600	19,900	96
	Lincoln	7,500	7,300	97
	Marathon	29,500	28,900	98
	Oneida	8,200	7,800	95
	Wood	19,400	18,900	97

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Wisconsin—Eau Claire



WEAU-TV



Ch. 13

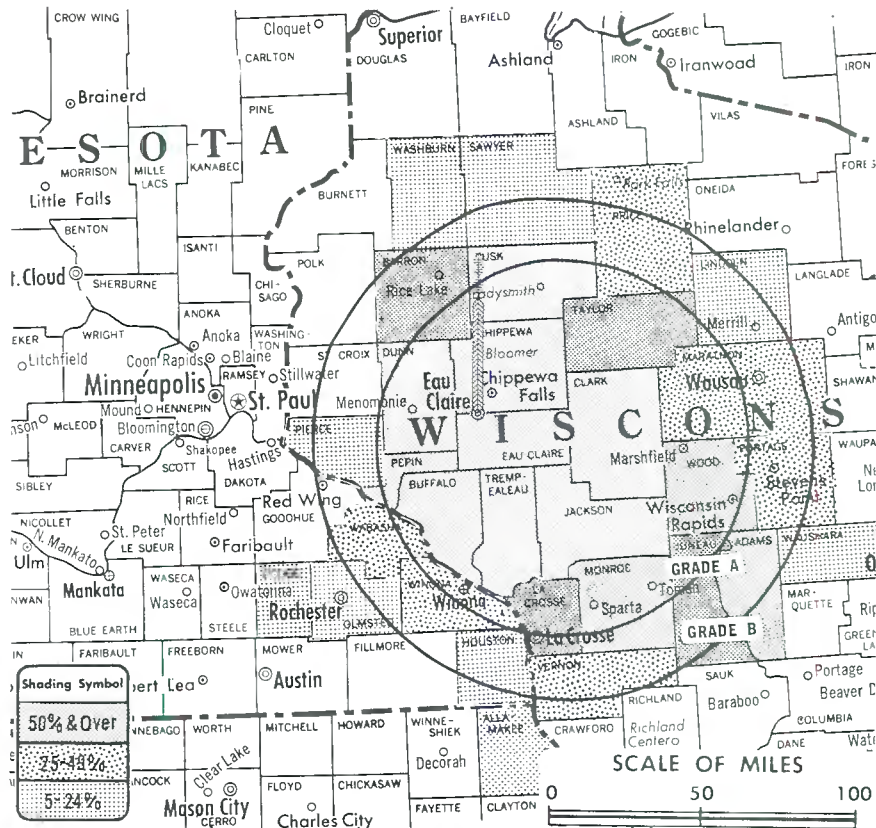
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 195-kw visual, 28.8-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, Wis. on County Rd. "H".

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



*Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).

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.

Licensee: WEAU Inc., 1907 S. Hastings Way (54701).

Studio: 1907 S. Hastings Way.

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, Neenah-Menasha Twin City News Record and West Bend News; Granite City (Ill.) Press-Record; Dedham (Mass.) Transcript. 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.; WXC0, Wausau, Wis. and WEAU-FM, Eau Claire, Wis. Post Corp. officers: V. I. Minahan, pres.; David L. Nelson, exec. 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 H-R Television Inc.; William Hurley (Minneapolis); Andy McDermott (Canada).

Personnel:

ELROY D. STRAND, general manager.
AL HOWARD, national & regional sales manager.
BOB FALLIS, chief engineer.

DIGEST OF RATE CARD NO. 9
(Dec. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. Min. 30 or 20 Sec. 10 Sec.

Class AA—7-9:30 p.m., daily.

\$475.00 \$325.00 \$250.00 \$225.00 Graded rates apply*

*Highest rate: \$200.

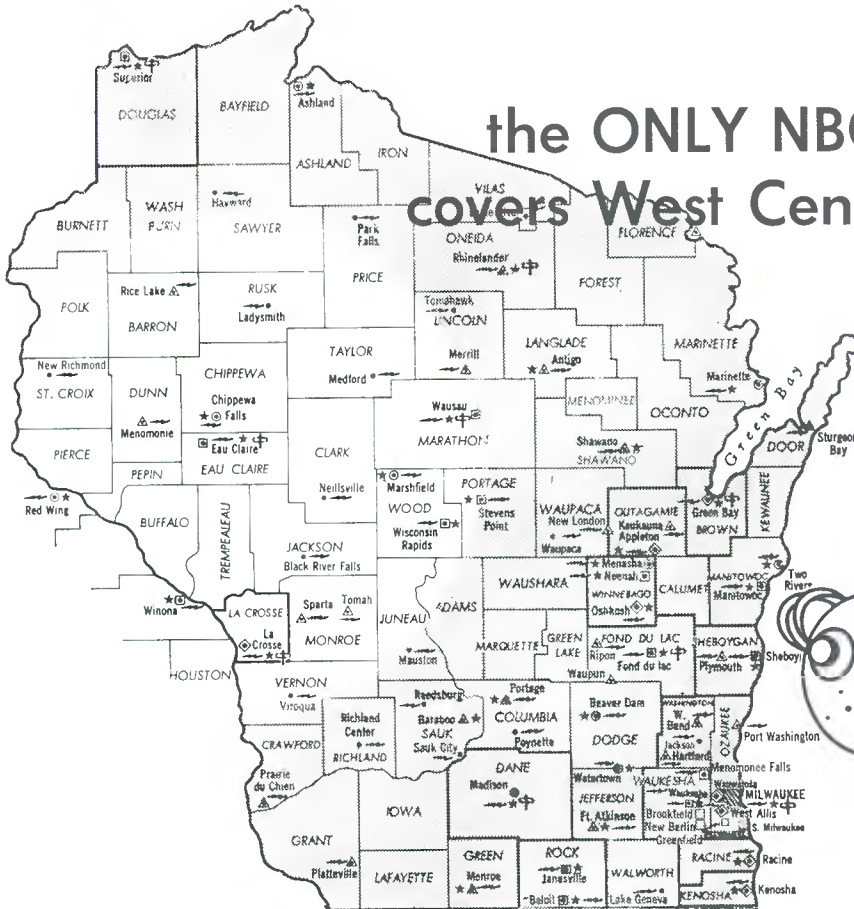
NETWORK BASE HOURLY RATE: \$400.

870-b

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Adams	3,200	3,000	94
		Barron	10,900	10,300	95
		Buffalo	4,000	3,800	96
		Chippewa	13,700	13,300	97
		Clark	9,100	8,600	94
		Dunn	8,700	8,300	96
		Eau Claire	20,400	19,700	97
		Jackson	5,000	4,700	95
		Juneau	5,900	5,500	93
		La Crosse	24,600	24,000	98
		Monroe	9,500	9,100	96
		Pepin	2,100	2,000	95
		Rusk	4,400	4,200	95
	Taylor	4,800	4,600	95	
	Trempealeau	7,300	6,900	94	
	Wood	19,400	18,900	97	
Between 25-49%	MINNESOTA				
		Wabasha	5,400	5,200	97
		Winona	13,200	12,600	95
	WISCONSIN				
		Marathon	29,500	28,900	98
Between 5-24%	IOWA				
		Allamakee	4,500	4,300	96
	MINNESOTA				
		Dodge	4,000	3,800	95
		Houston	4,900	4,700	96
	Olmsted	26,400	25,700	97	
WISCONSIN					
	Lincoln	7,500	7,300	97	
	Pierce	7,700	7,500	97	
	Sawyer	3,200	3,000	93	
	Washburn	3,600	3,500	96	
	Waushara	5,000	4,800	96	
Station Totals		293,600	282,800	96	
Net Weekly Circulation (1970-71)				132,800	
Average Daily Circulation (1970-71)				81,200	

EAU CLAIRE..

the ONLY NBC Station that covers West Central Wisconsin



When it comes to an NBC station to cover West Central Wisconsin, look to WEAU-TV. There is no penetration by other NBC Affiliates north, south or east for hundreds of miles.

WEAU-TV is the station for West Central Wisconsin when it comes to local news, community service programming and full color from a 2,000-foot tower.



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Wisconsin—Fond du Lac

KFIZ-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 698-kw max. & 582-kw horizontal visual, 69.8-kw max. & 58.2-kw horizontal aural. Antenna: 630-ft. above av. terrain, 549-ft. above ground, 1546-ft. above sea level. Latitude 43° 53' 28" Longitude 88° 17' 50"

Transmitter: 9.1-mi. NE of Fond du Lac.

TV tape: Recording facilities.

Color: Network, live, film & slide.

Facsimile Service: AP.

AM Affiliate: KFIZ-AM, 1-kw (250-kw night), 1450 kHz.

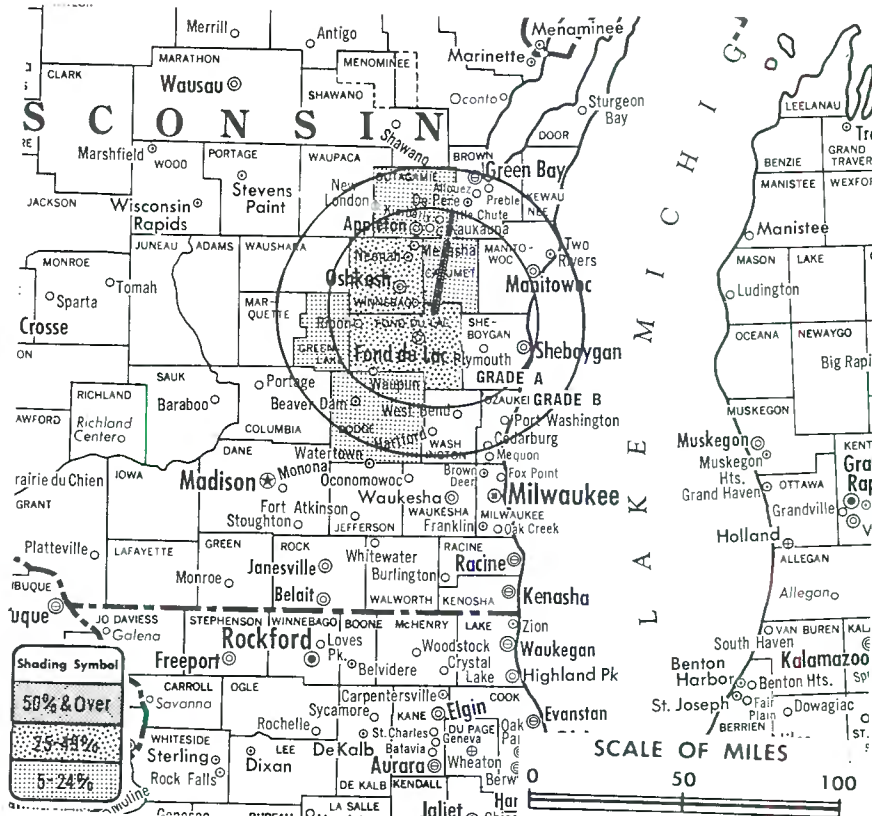
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KFIZ-TV Ref: FCC File No. BMPCT-6665 Granted 4/30/68

© American Map Co., Inc., N.Y. No. 1424a

KFIZ-TV

Licensee: KFIZ Broadcasting Co., 18 W. First St., Fond du Lac, Wis. (54935).

Studio: 18 W. First St. Telephone: 414-921-3770.

Ownership: RK Communications Inc., L. A. Lange Sr., pres., 30.54%; L. A. Lange Jr., v.p., .5%; R. A. Martin, secy., 17.99%; K. H. Millar, treas.; A. H. Lange Trust, 21.5%; E. W. Martin, 17.99%; Jane McNeany, 6.94%; A. H. Schroeder, 2.07%; 5 others, none with as much as 1%. RK Communications owns 100% of Reporter Printing Co., publisher of Commonwealth Reporter, Fond du Lac.

Began Operation: Sept. 16, 1968.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel:

L. A. LANGE JR., president.

WILL DARCH, station manager & program director.

VINCE DAUBE, operations director.

DON MEINDERS, chief engineer.

DIGEST OF RATE CARD NO. 3—(Jan. 11, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—5-10:30 p.m., daily.	\$150.00	\$100.00	\$75.00	\$47.00	\$35.00	\$30.00
					\$21.00	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN			
	Fond Du Lac	24,800	24,000	97
	Winnebago	39,200	38,500	98
Between 5-24%	WISCONSIN			
	Calumet	7,300	7,100	97
	Dodge	20,600	19,900	96
	Green Lake	5,700	5,500	96
Outagamie	33,300	32,900	99	
Station Totals		130,900	127,900	98
Net Weekly Circulation (1970-71)				25,500
Average Daily Circulation (1970-71)				9,100

Wisconsin—Green Bay



WBAY-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). 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' 35"
Longitude 88° 00' 05"

Transmitter: Town of DePere, Wis.
TV tape: Recording facilities.

AM Affiliate: WBAY, 5-kw, 1360 kHz (CBS).

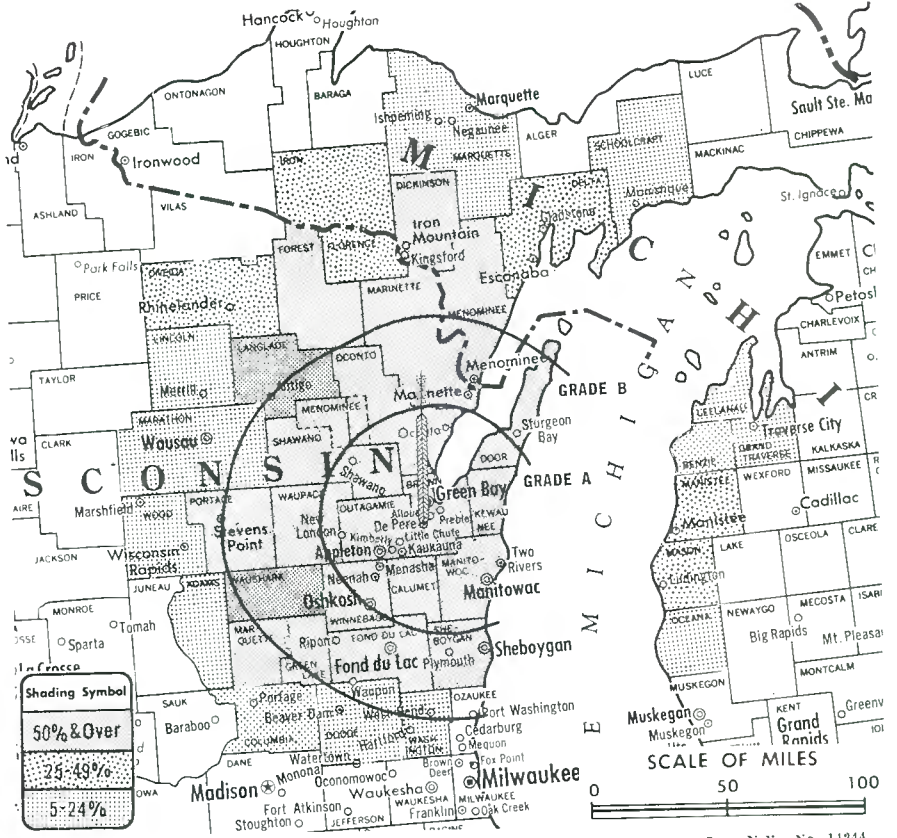
FM Affiliate: WBAY-FM, 100-kw, 101.1 MHz (No. 266), 1039-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSA
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61

© American Map Co., Inc., N.Y., No. 14244

WBAY-TV

Licensee: Norbertine Fathers, 115 South Jefferson St. (54301).

Studio: 115 South Jefferson St.

Telephone: 414-432-3331. TWX No.: 910-263-1260.

Ownership: Norbertine Fathers; Rt. Rev. Gerald Tremel, pres. Also owns radio WHBY, Appleton, Wis.

Began Operation: March 17, 1953.

Represented (sales) by Blair TV.

Represented (legal) by Mullin & Connor.

Represented (engineering) by Kear & Kennedy.

Personnel:

- ROBERT C. NELSON, general manager.
- GREG McELRONE, station manager & film buyer.
- RICHARD BURNTON, general sales manager.
- LYLE LAHEY, promotion director.
- JOHN HRUBESKY, program & production director.
- LES STURMER, farm director.

DIGEST OF RATE CARD NO. 17 (June 14, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AAA—6:30-10 p.m., daily.

\$850.00 \$510.00 \$425.00 \$255.00 \$200.00

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Dickinson	8,100	7,900	97
	Menominee	7,800	7,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	44,800	44,100	99
	Calumet	7,300	7,100	97
	Door	6,700	6,500	98
	Fond Du Lac	24,800	24,000	97
	Forest	2,200	2,000	92
	Green Lake	5,700	5,500	96
	Kewaunee	5,500	5,400	98
	Langlade	6,100	5,900	96
	Manitowoc	24,600	24,200	98
	Marinette	11,400	11,200	98
	Marquette	2,900	2,700	94
	Menominee	500	400	89
	Oconto	7,900	7,600	97
	Outagamie	33,300	32,900	99
Portage	13,200	12,800	97	
Shawano	9,900	9,600	97	
Sheboygan	31,000	30,400	98	
Waupaca	12,400	12,100	97	
Waushara	5,000	4,800	96	
Winnebago	39,200	38,500	98	
Between 25-49%	MICHIGAN			
	Delta	11,300	10,800	96
	Iron	4,800	4,600	96
	Manistee	6,600	6,400	96
Mason	7,300	6,800	94	
WISCONSIN	Florence	1,000	1,000	96
	Oneida	8,200	7,800	95
Between 5-24%	MICHIGAN			
	Benzie	2,900	2,800	95
	Grand Traverse	11,800	11,300	96
	Leelanau	3,600	3,400	96
	Marquette	18,700	18,200	98

(Continued on page 869-b)

Station Totals	505,800	492,000	97
Net Weekly Circulation (1970-71)			276,000
Average Daily Circulation (1970-71)			196,100

Wisconsin—Green Bay



WFRV-TV



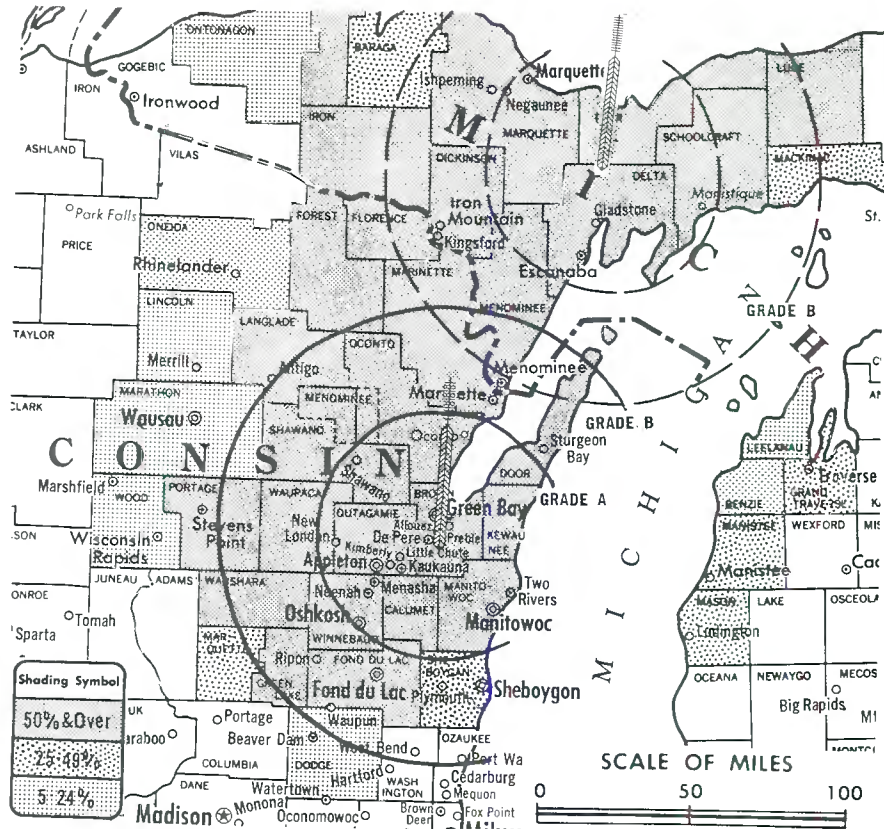
Ch. 5

[Operates satellite WJMN-TV, Escanaba, Mich.]

Technical Facilities: Channel No. 5 (76-82 MHz). 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.
TV tape: Recording facilities.
Color: Network, live, film, slide & tape.
News Wire Service: AP, UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WFRV-TV Ref: FCC File No. BMPCT-4300 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 1424

WFRV-TV

Licensee: WFRV Inc., Mason & Roosevelt Sts. (54301).
Studio: Mason & Roosevelt Sts.
Telephone: 414-437-5411. TWX No.: 910-263-1258.
Ownership: WFRV Inc., 100% owned by Orion Broadcasting. For owners & other interests see WAVE-TV, Louisville, Ky. WFRV-TV owns & operates WJMN-TV, Ch. 3 satellite in Escanaba, 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.
CHARLES LEONARD, news director.
MICHAEL SCHUSTER, production manager.
RICH HULL, farm director.

DIGEST OF RATE CARD NO. 1-I—(Aug. 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$800.00 \$440.00 \$280.00 \$180.00 Graded rates apply*

*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alger	2,700	2,600	95
	Delta	11,300	10,800	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Dickinson	8,100	7,900	97
	Houghton	11,300	10,600	94
	Iron	4,800	4,600	96
	Luce	1,800	1,700	94
	Marquette	18,700	18,200	98
	Menominee	7,800	7,500	97
	Schoolcraft	2,600	2,400	93
	WISCONSIN			
	Brown	44,800	44,100	99
	Calumet	7,300	7,100	97
	Door	6,700	6,500	98
	Florence	1,000	1,000	96
	Fond Du Lac	24,800	24,000	97
	Forest	2,200	2,000	92
	Green Lake	5,700	5,500	96
	Kewaunee	5,500	5,400	98
	Langlade	6,100	5,900	96
	Manitowoc	24,600	24,200	98
Marinette	11,400	11,200	98	
Menominee	500	400	89	
Oconto	7,900	7,600	97	
Outagamie	33,300	32,900	99	
Portage	13,200	12,800	97	
Shawano	9,900	9,600	97	
Waupaca	12,400	12,100	97	
Waushara	5,000	4,800	96	
Winnebago	39,200	38,500	98	
Between 25-49%	MICHIGAN			
	Baraga	2,600	2,500	96
	Grand			
	Traverse	11,800	11,300	96
	Mackinac	2,800	2,700	95
Manistee	6,600	6,400	96	
Mason	7,300	6,800	94	

(Continued on page 869-b)

Station Totals	491,400	477,500	97
Net Weekly Circulation (1970-71)		298,200	
Average Daily Circulation (1970-71)		199,300	

Wisconsin—Green Bay



WLUK-TV



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

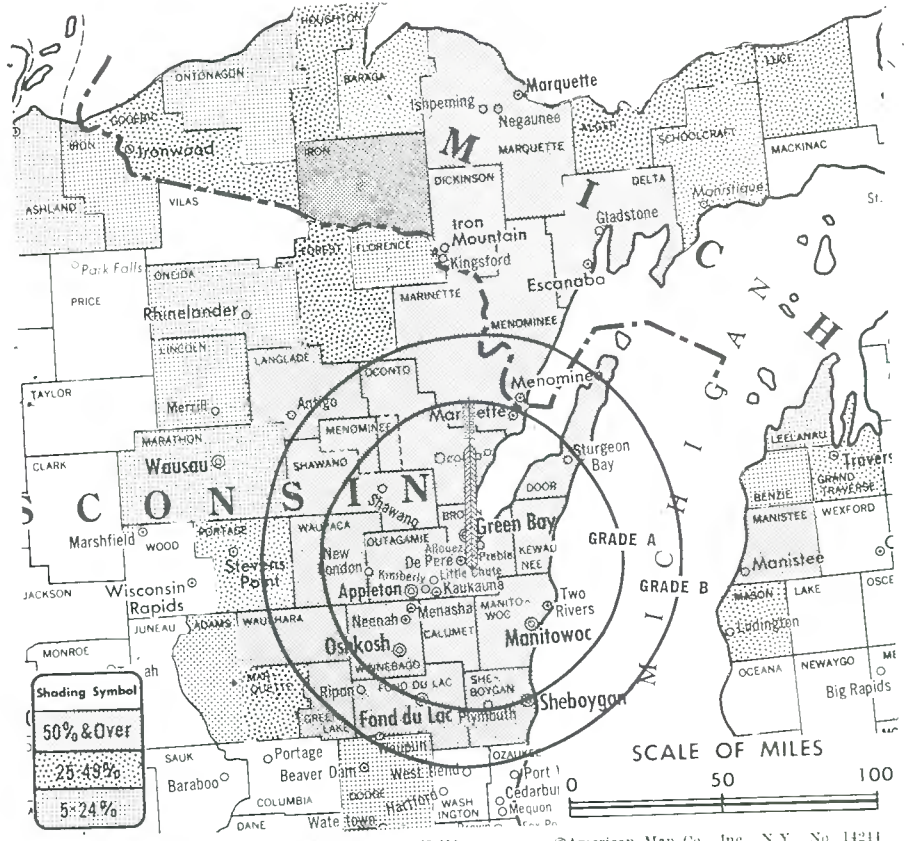
Transmitter: Glenmore Rd., Depere Township.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: 787 Lombardi Ave., Green Bay (54303).



Total Households: * MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau
County coverage based on ARB study (see page 1-1)

WLUK-TV Ref: FCC File BMPCT—5591 Granted 8/7/62

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WLUK-TV

Licensee: WLUK Incorporated, P.O. Box 7711, Green Bay, Wis.

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 Cohen & Dippell.

Personnel:

THOMAS A. HUTCHISON, general manager.
LARRY BUSSE, station manager.
MARSHALL WILLIAMSON, chief engineer.
JOHN WEHRMAN, promotion manager.
MONTY G. STOCK, national sales manager.
RON ERICKSON, production manager.
THOMAS R. TORINUS, news director.

DIGEST OF RATE CARD NO. 17—(Jan. 10, 1972)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID
Class AA—6:30-10 p.m., daily.

\$800.00 \$500.00 \$300.00 \$200.00 Graded rates apply*

*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Delta	11,300	10,800	96
	Dickinson	8,100	7,900	97
	Iron	4,800	4,600	96
	Manistee	6,600	6,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN—(Continued)			
	Marquette	18,700	18,200	98
	Menominee	7,800	7,500	97
	WISCONSIN			
	Brown	44,800	44,100	99
	Calumet	7,300	7,100	97
	Door	6,700	6,500	98
	Fond Du Lac	24,800	24,000	97
	Green Lake	5,700	5,500	96
	Kewaunee	5,500	5,400	98
	Langlade	6,100	5,900	96
	Manitowoc	24,600	24,200	98
	Marinette	11,400	11,200	98
	Menominee	500	400	89
	Oconto	7,900	7,600	97
	Outagamie	33,300	32,900	99
	Shawano	9,900	9,600	97
	Sheboygan	31,000	30,400	98
	Waupaca	12,400	12,100	97
	Waushara	5,000	4,800	96
	Winnebago	39,200	38,500	98
Between 25-49%	MICHIGAN			
	Alger	2,700	2,600	95
	Baraga	2,600	2,500	96
	Gogebic	7,300	7,000	95
	Grand Traverse	11,800	11,300	96
	Houghton	11,300	10,600	94
	Luce	1,800	1,700	94
Mason	7,300	6,800	94	
Schoolcraft	2,600	2,400	93	
WISCONSIN	Forest	2,200	2,000	92
	Marquette	2,900	2,700	94
	Portage	13,200	12,800	97
		(Continued on page 869-b)		
Station Totals		494,400	479,900	97
Net Weekly Circulation (1970-71)				282,400
Average Daily Circulation (1970-71)				169,500

Wisconsin—La Crosse



WKBT

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). 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.

TV tape: Recording facilities.

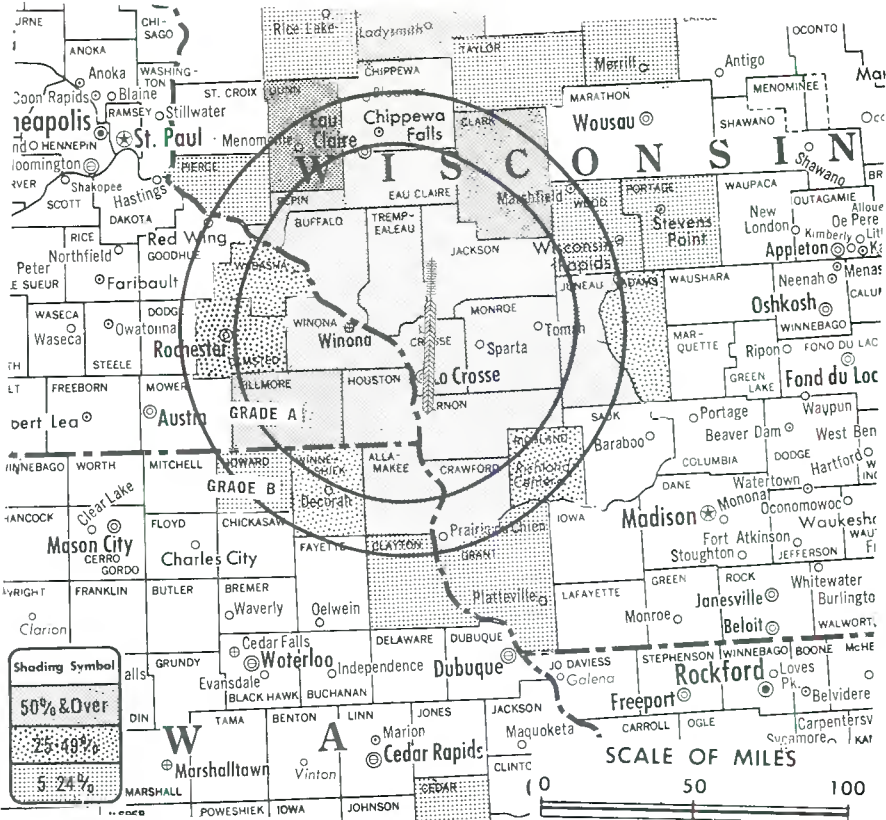
Color: Network, film, slide & tape.

News Wire Service: AP.

Studio: 141 S. 6th St.

Telephone: 608-782-4678.

TWX No.: 910-287-2572.



WKBT Ref: FCC File No. BPCT—2917 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

Total Households: MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WKBT

Network Service: CBS.

Licensee: Gross Telecasting of Wisconsin Inc., 141 S. 6th St. (54601).

Ownership: Gross Telecasting Inc. For other interests, see WJIM-TV, Lansing, Mich.

Began Operation: Aug. 1, 1954. Sale to present owners by La Crosse Tribune, Dahl family & others approved by FCC Dec. 10, 1969 (Television Digest, Vol. 9:24, 50).

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

JAMES GROSS, president.
HOWARD DAHL, vice president & general manager.
ROBERT Z. MORRISON, sales manager.
EDWARD HUTCHINGS, program manager & film buyer.
GENE CARLSON, news director.
AL LEEMAN, chief engineer.

DIGEST OF RATE CARD NO. 17—(June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10 p.m., daily.
\$500.00 \$300.00 \$200.00 \$130.00 \$150.00* \$120.00* \$75.00*

*Class A—6:30-9:30 p.m., daily.

NETWORK HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	4,500	4,300	96
	MINNESOTA			
	Fillmore	7,000	6,700	96
	Houston	4,900	4,700	96
Winona	13,200	12,600	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Buffalo	4,000	3,800	96
	Chippewa	13,700	13,300	97
	Clark	9,100	8,600	94
	Crawford	4,300	4,100	96
	Dunn	8,700	8,300	96
	Eau Claire	20,400	19,700	97
	Jackson	5,000	4,700	95
	Juneau	5,900	5,500	93
	La Crosse	24,600	24,000	98
	Monroe	9,500	9,100	96
Pepin	2,100	2,000	95	
Rusk	4,400	4,200	95	
Trempealeau	7,300	6,900	94	
Vernon	7,800	7,400	95	
Between 25-49%	IOWA			
	Winneshiek	6,200	5,900	95
	MINNESOTA			
Olmsted	26,400	25,700	97	
Wabasha	5,400	5,200	97	
Between 5-24%	WISCONSIN			
	Adams	3,200	3,000	94
	Richland	5,300	5,000	95
	IOWA			
	Cedar	5,400	5,300	97
	Clayton	6,500	6,200	95
	Howard	3,600	3,400	93
WISCONSIN				
Barron	10,900	10,300	95	
Grant	13,600	12,800	94	
Lincoln	7,500	7,300	97	
Pierce	7,700	7,500	97	
Portage	13,200	12,800	97	
Taylor	4,800	4,600	95	
Wood	19,400	18,900	97	
Station Totals		295,500	283,800	96
Net Weekly Circulation (1970-71)			138,900	
Average Daily Circulation (1970-71)			93,000	

Wisconsin—La Crosse



WXOW-TV



Ch. 19

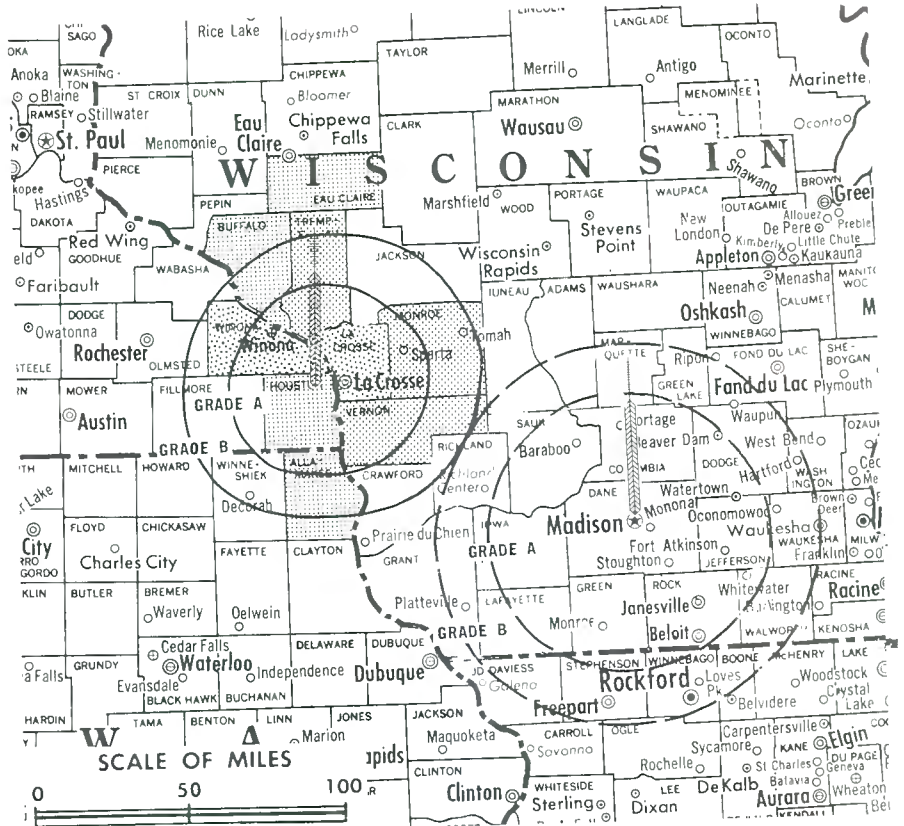
[Satellite of WKOW-TV, Madison, Wis.]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 190.6-kw max. & 132.1-kw horizontal visual, 38.1-kw max. & 26.4-kw horizontal aural. Antenna: 930-ft. above av. terrain, 600-ft. above ground, 1835-ft. above sea level.

Latitude 43° 48' 23"
Longitude 91° 22' 04"

Transmitter: Co. Hwy. 25 & Tchumpe-
r Ridge Rd., La Crescent, Minn.

Map Note: Shading reflects coverage
of WXOW-TV, La Crosse.



Total Households: 0 MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see
page 4-b).

WXOW-TV Ref: FCC File No. BPC-T 3926 Granted 12/13/67
WKOW-TV Ref: FCC File No. BPC-T 3923 Granted 4/18/67

© American Map Co., Inc., N.Y., No. 14244

WXOW-TV

Licensee: Horizons Communications Corp. of Wisconsin, P.O. Box
100, Madison, Wis. (53701).

Studio: See WKOW-TV, Madison.

Ownership: See WKOW-TV, Madison.

Began Operation: March 8, 1970.

Represented (sales) by H-R Television; Wayne-Evans.

Represented (legal) by Marmet & Webster.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JEROME FENIGER, chairman of the board.

TONY MOE, president.

JOHN SCHERMERHORN, manager.

TERRY SHOCKLEY, v.p. & general sales manager.

ARTHUR OSBORN, chief engineer.

Rates: Sold in combination with WKOW-TV, Madison, Wis.

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MINNESOTA			
	Winona	13,200	12,600	95
	WISCONSIN La Crosse	24,600	24,000	98
Between 5-24%	IOWA			
	Allamakee	4,500	4,300	96
	MINNESOTA			
	Houston	4,900	4,700	96
	WISCONSIN			
	Buffalo	4,000	3,800	96
	Eau Claire	20,400	19,700	97
Monroe	9,500	9,100	96	
Trempealeau	7,300	6,900	94	
Vernon	7,800	7,400	95	
Station Totals		96,200	92,500	96
Net Weekly Circulation (1970-71)				21,300
Average Daily Circulation (1970-71)				11,100

Wisconsin—Madison



WKOW-TV



Ch. 27

[Also operates auxiliary outlet WAOW-TV, Wausau, Wis. & WXOW-TV, La Crosse, Wis.]

Technical Facilities: Channel No. 27 (548-554 MHz). 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

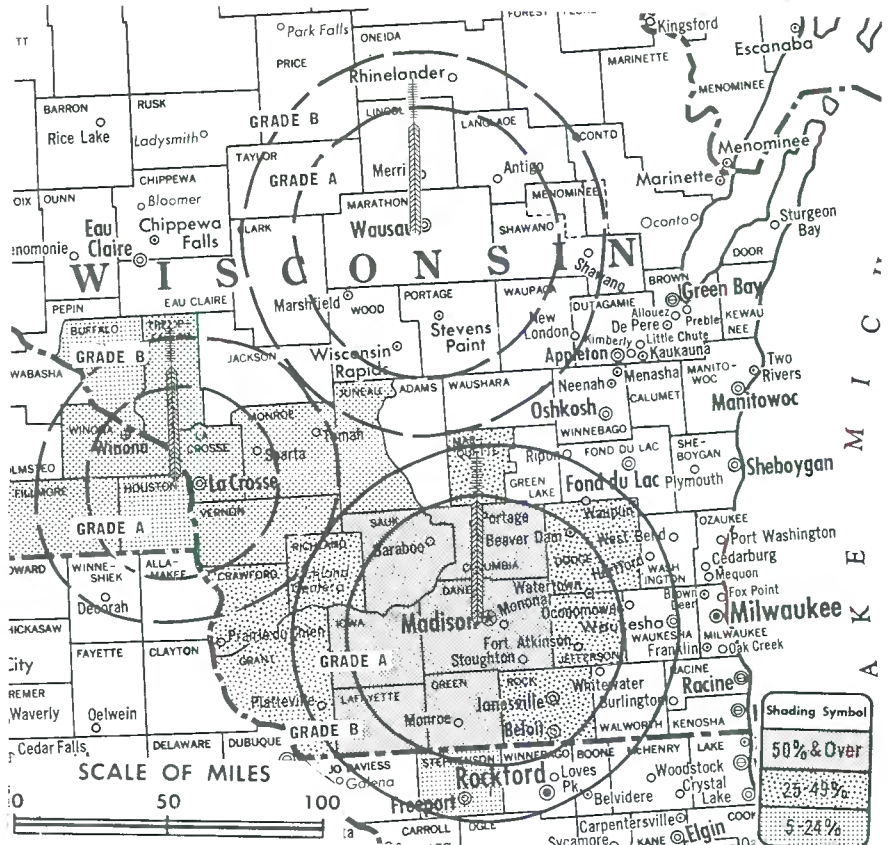
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WKOW-TV Ref: FCC File No. BPCT-3513 Granted 5/5/65
CP: BPCT-3923 Granted 4/18/67

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WKOW-TV

Network Service: ABC.

Licensee: Horizons Communications Corp. of Wisconsin, 5727 Tokay Blvd., Madison (53701).

Studio: 5727 Tokay Blvd.

Telephone: 608-274-1234. TWX No.: 608-654-8213.

Ownership: Jerome Feniger, chmn.; William Mulvey, treas.; Edward Wood Jr., v.p.; Chet Huntley, 23.9% each. Horizons also owns WXOW-TV, La Crosse & WAOW-TV, Wausau, Wis.; KPAT AM & FM, Berkeley, Cal.; Wood, Feniger & Mulvey own 1/3 each of WALK AM & FM, Patchogue; WRIV, Riverhead & CP for WRIV-TV, Riverhead, N.Y.

Began Operation: June 30, 1953. Sale to present owners by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Benton & Edmund R. Ruben) approved by FCC Sept. 9, 1970 (Television Digest, Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 by FCC (Vol. 16:24, 26, 30).

Represented (legal) by Marmet & Webster.

Represented (sales) by H-R Television & Wayne-Evans (Minneapolis).

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JEROME FENIGER, chairman of the board.

ANTON J. (TONY) MOE, president.

TERRY SHOCKLEY, v.p. & general sales manager.

BOB WICKHEM, v.p., director of engineering.

DIGEST OF RATE CARD NO. 13—(April 27, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID

Class AA—6:30-10 p.m., daily.

\$425.00 \$260.00 \$175.00 \$105.00 Graded rates apply*

*Highest rate: \$132.

Combination rates: WKOW-TV, Madison, WAOW-TV Wausau & WXOW-TV, LaCrosse (The Wisconsin TV Network).

Hour 30 Min. 15 Min. 5 Min. 30 Sec. ID

Class AA—6:30-10 p.m., daily.

\$860.00 \$520.00 \$345.00 \$210.00 Graded rates apply*

*Highest rate: \$205.

NETWORK BASE HOURLY RATE: \$374.

878-b

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	12,800	12,300	96
	Dane	93,000	89,300	96
	Green	8,600	8,300	96
	Iowa	5,500	5,200	95
	Lafayette	5,200	5,000	96
Between 25-49%	Sauk	12,600	12,000	95
	WISCONSIN			
	Crawford	4,300	4,100	96
	Dodge	20,600	19,900	96
	Grant	13,600	12,800	94
	Jefferson	18,000	17,500	97
Between 5-24%	Marquette	2,900	2,700	94
	Richland	5,300	5,000	95
	Rock	40,300	39,400	98
	ILLINOIS			
	Stephenson	16,300	15,700	96
	MINNESOTA			
Fillmore	7,000	6,700	96	
Houston	4,900	4,700	96	
Winona	13,200	12,600	95	
WISCONSIN	Buffalo	4,000	3,800	96
	Juneau	5,900	5,500	93
	La Crosse	24,600	24,000	98
	Monroe	9,500	9,100	96
	Trempealeau	7,300	6,900	94
	Vernon	7,800	7,400	95
	Station Totals	343,200	329,900	96
Net Weekly Circulation (1970-71)			153,200	
Average Daily Circulation (1970-71)			84,800	

ARB Data: Figures do not include
WXOW-TV, La Crosse.

WISCONSIN TV NETWORK DESIGNATED MARKET AREA

OUTRANKS 45th U.S. MARKET*

(NIELSEN DMA TOTAL Retail SALES Ranking)



Reach Wisconsin's Number 1 retail sales market (outside of Milwaukee) — 335,600 households — \$1,999,955,000 in metro sales, outranking the nation's 45th DMA* (Charleston/Huntington/Parkersburg).

This reach is achieved with one order, one shipment of film or VTR sent to WKOW-TV, Madison. Your commercial on WKOW-TV is relayed simultaneously to interconnected WAOW-TV, Wausau, and WXOW-TV, La Crosse, providing immediate sales impact in 27 contiguous Wisconsin TV Network DMA counties.



*Sept. 1, 1971 Sales Management Survey of TV Markets

Represented nationally by



In Minneapolis by WAYNE EVANS

Wisconsin—Madison



WISC-TV

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

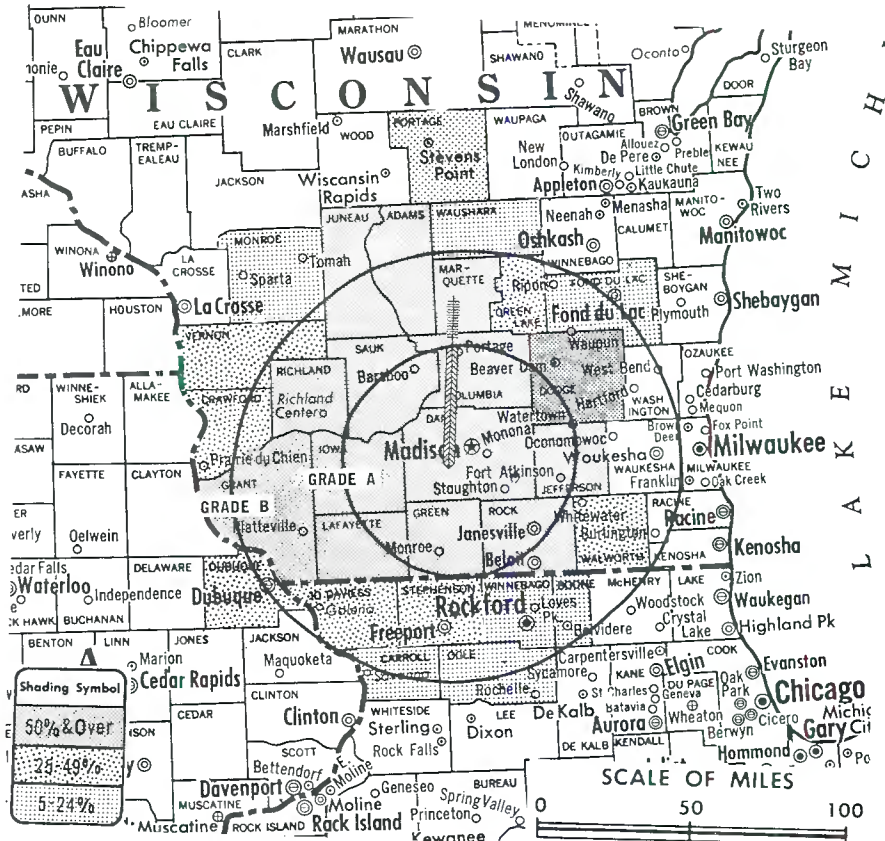
Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Hwy. PD., 6-mi. WSW of Madison.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

TV tape: Recording facilities.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WISC-TV Ref: FCC File No. BPC-2522 Granted 8/1/68

© American Map Co., Inc., N.Y., No. 14244

WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy. (53711).

Studio: 4801 W. Beltline Hwy.

Telephone: 608-271-4321.

TWX No.: 910-286-2720.

Ownership: Evening Telegraph Co., 34.8%; Morgan Murphy estate, 15.2%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Ralph M. Immell estate, 20%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Murphy estate, publishes Superior Evening Telegram & also publishes other newspapers; Morgan Murphy interests own KXLY-TV, Spokane, Wash. and KTHI-TV, Fargo, N.D.; interest in Apple Valley Bcstg. Inc., which operates KAPP(TV), Yakima, Wash. & KVEW, Kennewick, Wash.

Began Operation: June 24, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Stambler & Shrinsky.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

GEORGE STANTIS, general manager.
RICHARD S. NICKESON, sales manager.
ROY MILLER, local sales manager.
HELEN SLAUSON, program director.
WALTER HARIU, chief engineer.

DIGEST OF RATE CARD NO. 9 (June 16, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6:30-10 p.m., daily.

\$750.00 \$450.00 \$270.00 \$225.00 \$175.00 \$175.00 \$88.00
NETWORK BASE HOURLY RATE: \$760.

For Newspaper Ownership of TV Stations,
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Adams	3,200	3,000	94
		Columbia	12,800	12,300	96
		Dane	93,000	89,300	96
		Dodge	20,600	19,900	96
		Grant	13,600	12,800	94
		Green	8,600	8,300	96
		Iowa	5,500	5,200	95
		Jefferson	18,000	17,500	97
		Juneau	5,900	5,500	93
		Lafayette	5,200	5,000	96
		Marquette	2,900	2,700	94
		Richland	5,300	5,000	95
		Rock	40,300	39,400	98
	Sauk	12,600	12,000	95	
Between 25-49%	ILLINOIS				
		Jo Daviess	6,800	6,400	94
		Stephenson	16,300	15,700	96
Between 5-24%	IOWA				
		Dubuque	24,900	23,900	96
	WISCONSIN				
		Crawford	4,300	4,100	96
		Green Lake	5,700	5,500	96
	Vernon	7,800	7,400	95	
	Walworth	19,500	18,900	97	
Between 5-24%	ILLINOIS				
		Boone	8,200	7,900	97
		Carroll	6,300	6,100	97
		Ogle	13,900	13,400	97
		Winnebago	79,000	76,900	97
Between 5-24%	WISCONSIN				
		Fond Du Lac	24,800	24,000	97
		Monroe	9,500	9,100	96
		Portage	13,200	12,800	97
		Waushara	5,000	4,800	96
Station Totals		492,700	474,800	96	
Net Weekly Circulation (1970-71)			218,300		
Average Daily Circulation (1970-71)			136,600		

Wisconsin—Madison



WMTV

Ch. 15



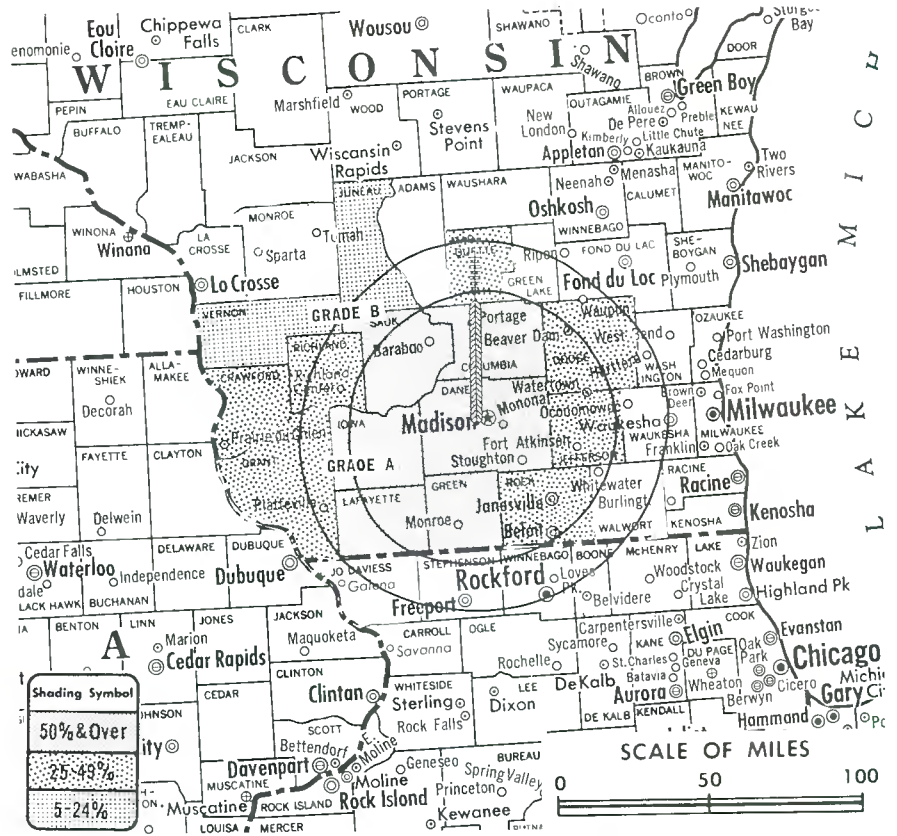
Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 3-b).

WMTV

Licensee: Forward Television Inc., 615 Forward Dr., Madison (53711).

Studio & Business Office: 615 Forward Dr.

Telephone: 608-274-1515. 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 & Kittner.

Personnel:

THOMAS E. BOLGER, executive vice president & general manager.
ADDISON SPRAGUE, sales manager.
KEN LINDE, promotion manager.
DON SCHMITT, news director.
FERN FOWLER, women's director.
ELMER WEISENSEL, chief engineer.
JOE McCLELLAND, operations manager.

DIGEST OF RATE CARD NO. 18—(June 15, 1971)

15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:30-10 p.m., daily.				
\$185	\$150	\$110	\$110	\$66

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 Households	%
50% & Over	WISCONSIN			
	Columbia	12,800	12,300	96
	Dane	93,000	89,300	96
	Green	8,600	8,300	96
	Iowa	5,500	5,200	95
Between 25-49%	Lafayette	5,200	5,000	96
	Sauk	12,600	12,000	95
	WISCONSIN			
	Crawford	4,300	4,100	96
	Dodge	20,600	19,900	96
	Grant	13,600	12,800	94
Between 5-24%	Jefferson	18,000	17,500	97
	Marquette	2,900	2,700	94
	Richland	5,300	5,000	95
	Rock	40,300	39,400	98
Station Totals	WISCONSIN			
	Juneau	5,900	5,500	93
Net Weekly Circulation (1970-71)	Vernon	7,800	7,400	95
	Station Totals	256,400	246,400	96
Net Weekly Circulation (1970-71)				143,100
Average Daily Circulation (1970-71)				84,700

ARB Overnight Telephone Coincidental Surveys provide you With current information for Important decisions.

Call 800-638-0859 ... Toll free

Wisconsin—Milwaukee



WISN-TV



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). 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 kHz (ABC).

FM Affiliate: WISN-FM, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

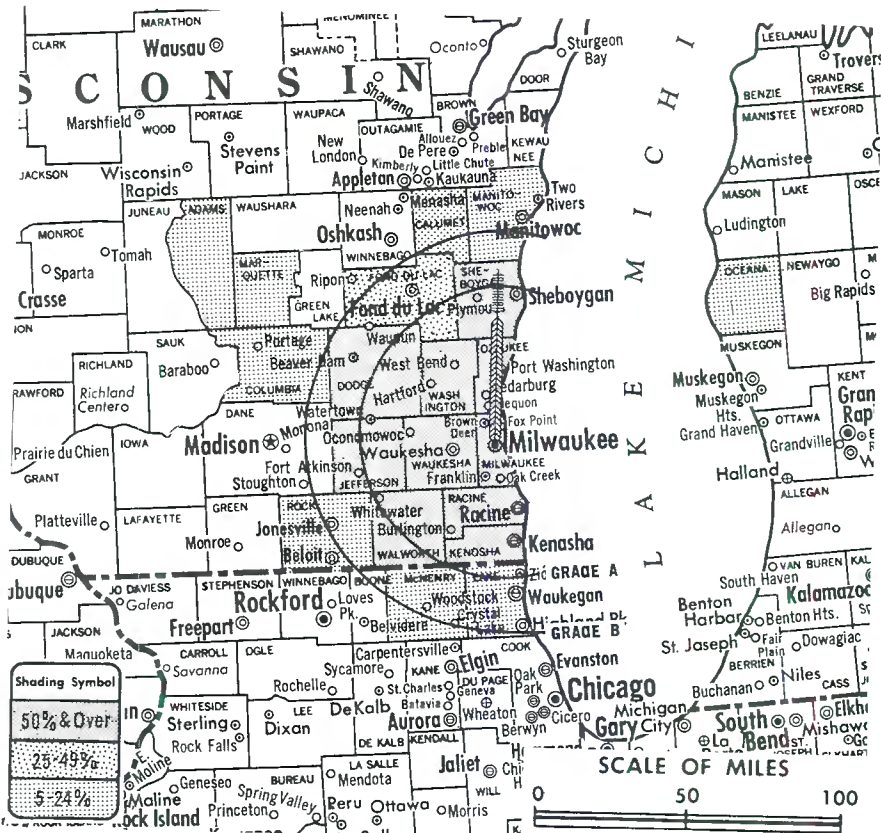
Total Households: © MST

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WISN-TV Ref: FCC File No. BMPCT-3231 Granted 7/20/55

©American Map Co., Inc., N.Y., No. 14244

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 & FM, Milwaukee, WBAL & FM, 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 Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JAMES T. BUTLER, vice president & general manager.

CHARLES LA FORCE, public affairs manager.

TONY BACHMAN, general sales manager.

FRED KOESTERING, local sales manager.

KENNETH WALIGORSKI, executive news director.

THOMAS NEDWEK, promotion-publicity director.

EDDIE DOUGETTE, sports director.

RALPH KUEHN, production director.

JERRY LOEBE, film director.

WAYNE BARRINGTON, program director.

GERALD ROBINSON, chief engineer.

DIGEST OF RATE CARD NO. 20

(Jan. 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—	6:30-10:30 p.m., daily.					
\$1500.00	\$900.00	\$560.00	\$300.00	\$600.00*	\$450.00*	\$300.00*

*Class AAA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

882-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN			
	Dodge	20,600	19,900	96
	Jefferson	18,000	17,500	97
	Kenosha	36,100	35,300	98
	Milwaukee	341,100	333,200	98
50% & Over	Ozaukee	15,600	15,300	98
	Racine	50,700	49,900	98
	Sheboygan	31,000	30,400	98
	Walworth	19,500	18,900	97
	Washington	18,000	17,700	98
	Waukesha	64,500	63,300	98
Between 25-49%	WISCONSIN			
	Fond Du Lac	24,800	24,000	97
	ILLINOIS			
	Lake	107,800	106,200	99
	McHenry	34,300	33,800	99
	MICHIGAN			
	Oceana	5,700	5,400	94
Between 5-24%	WISCONSIN			
	Adams	3,200	3,000	94
	Calumet	7,300	7,100	97
	Columbia	12,800	12,300	96
	Manitowoc	24,600	24,200	98
	Marquette	2,900	2,700	94
	Rock	40,300	39,400	98
Station Totals		878,800	859,500	98
Net Weekly Circulation (1970-71)			583,400	
Average Daily Circulation (1970-71)			361,100	

La Rue Media Brokers, Inc.

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Wisconsin—Milwaukee



WITI-TV



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

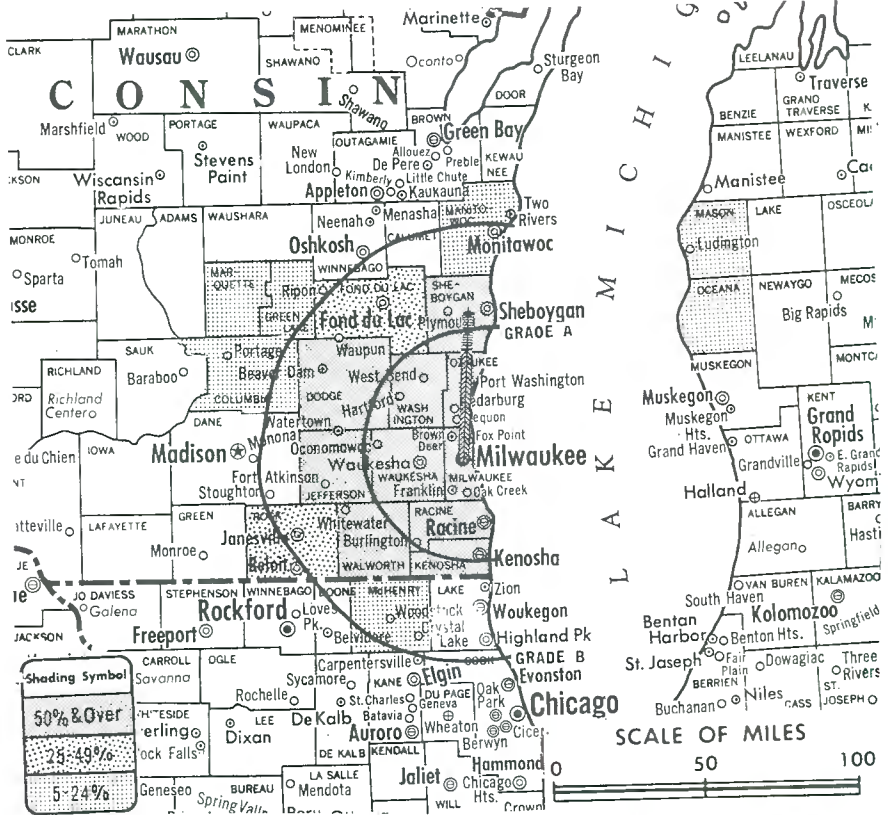
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WITI-TV Ref: FCC File No. BPCT-2807 Granted 3/29/61

© American Map Co., Inc., N.Y., No. 14244

WITI-TV

Licensee: WITI-TV Inc.

Studio: 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.
- HENRY J. DAVIS, station manager.
- ANDREW P. POTOS, general sales manager.
- JAMES F. MAJOR, program & operations manager.
- CECIL SKIDMORE, production manager.
- CARL ZIMMERMANN, news director.
- MICHAEL RUPPE, promotion manager.
- SUE RIORDAN, director of community relations.
- ROBERT TRUSCOTT, chief engineer.
- THOMAS S. REILLY, local sales manager.
- RAYMOND ENGELHART, controller.

DIGEST OF RATE CARD NO. 21A—(Jan. 18, 1971)

Hour 30 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-10:30 p.m., daily.

\$1800.00 1200.00 \$550.00 \$900.00* \$690.00* \$440.00*

*Class AA—6:31-10:31 p.m., Mon.-Sat.; 6:01-10:31 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Dodge	20,600	19,900	96
		Jefferson	18,000	17,500	97
		Kenosha	36,100	35,300	98
		Milwaukee	341,100	333,200	98
		Ozaukee	15,600	15,300	98
		Racine	50,700	49,900	98
		Sheboygan	31,000	30,400	98
	Walworth	19,500	18,900	97	
	Washington	18,000	17,700	98	
	Waukesha	64,500	63,300	98	
Between 25-49%	WISCONSIN				
		Fond Du Lac	24,800	24,000	97
	Rock	40,300	39,400	98	
Between 5-24%	ILLINOIS				
		McHenry	34,300	33,800	99
	MICHIGAN				
		Mason	7,300	6,800	94
		Oceana	5,700	5,400	94
	WISCONSIN				
	Columbia	12,800	12,300	96	
	Green Lake	5,700	5,500	96	
	Manitowoc	24,600	24,200	98	
	Marquette	2,900	2,700	94	
Station Totals		773,500	755,500	98	
Net Weekly Circulation (1970-71)			598,200		
Average Daily Circulation (1970-71)			395,800		

Wisconsin—Milwaukee



WTMJ-TV



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1096-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 kHz (NBC).

FM Affiliate: WTMJ-FM, 5.6-kw, 94.5 MHz (No. 233), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

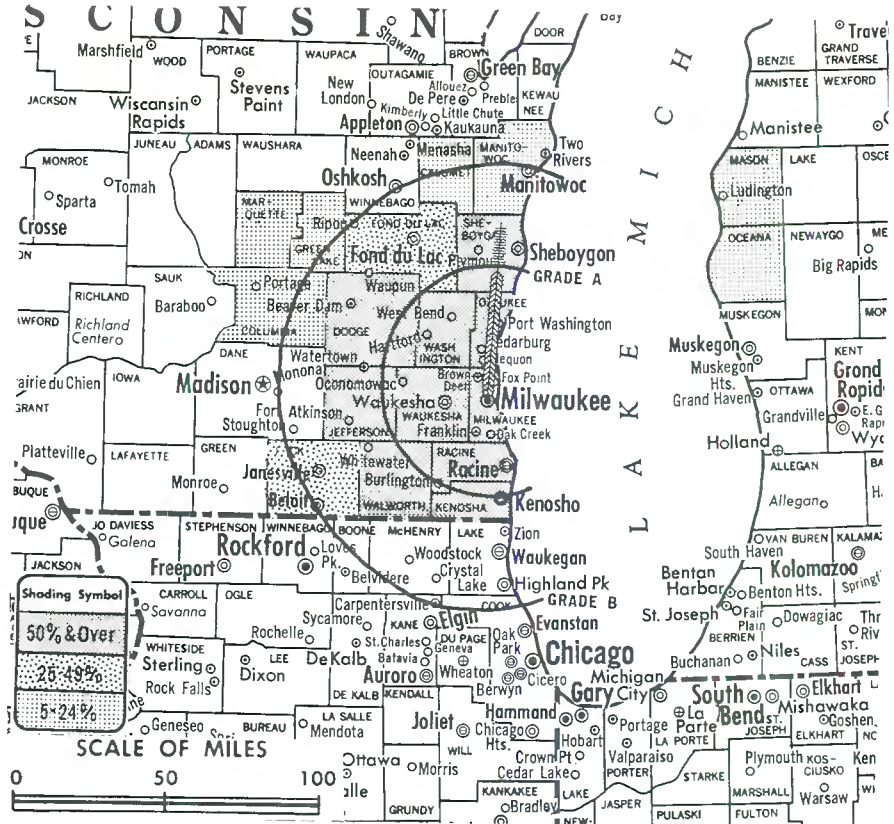
Total Households: © MSI

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTMJ-TV Ref: FCC File No. BPCT—3947 Granted 6/14/67

©American Map Co., Inc., N.Y., No. 14244

WTMJ-TV

Licensee: The Journal Co., 333 W. State St.

Studio: 720 E. Capitol Drive, Milwaukee, Wis. (53211).

Telephone: 414-332-9611. 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.

MICHAEL McCORMICK, manager, radio & TV.

SPRAGUE VONIER, station manager.

ROBERT JOHNSTON, sales manager.

BEN KORDUS, local sales manager.

JIM FITZGERALD, film editor.

JACK KRUEGER, manager of public affairs.

DONALD LOOSE, manager, news operations.

ARTHUR OLSZYK, news editor.

GERALD McGRATH, program manager.

JAMES WULLIMAN, chief engineer, broadcasting.

RAYMOND HERNDAY, asst. chief engineer, broadcasting.

PETER KLODE, promotion & publicity director.

ROD SYNNE, community relations director.

JAMES LESER, sales promotion & merchandising dir.

HANK STODDARD, sports director.

DIGEST OF RATE CARD NO. 40—(Sept. 13, 1971)

Hour	30 Min.	15 Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.				
\$1650.00	\$990.00	\$660.00	\$650.00*	\$325.00*

*A1.

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Dodge	20,600	19,900	96
		Jefferson	18,000	17,500	97
		Kenosha	36,100	35,300	98
		Milwaukee	341,100	333,200	98
		Ozaukee	15,600	15,300	98
		Racine	50,700	49,900	98
		Sheboygan	31,000	30,400	98
	Walworth	19,500	18,900	97	
	Washington	18,000	17,700	98	
	Waukesha	64,500	63,300	98	
Between 25-49%	WISCONSIN				
		Fond Du Lac	24,800	24,000	97
	Rock	40,300	39,400	98	
Between 5-24%	MICHIGAN				
		Mason	7,300	6,800	94
	Oceana	5,700	5,400	94	
Between 5-24%	WISCONSIN				
		Calumet	7,300	7,100	97
		Columbia	12,800	12,300	96
		Green Lake	5,700	5,500	96
		Manitowoc	24,600	24,200	98
		Marquette	2,900	2,700	94
Station Totals		746,500	728,800	98	
Net Weekly Circulation (1970-71)			594,800		
Average Daily Circulation (1970-71)			375,800		

For Station Equipment, see Services Volume

4-sight for hire!

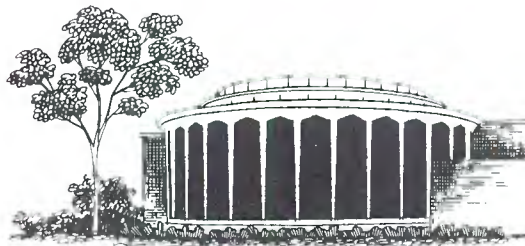
WTMJ-TV

first with TV in Wisconsin

first with network shows in
Milwaukee

first with color in Milwaukee

first with studio-in-the-round
telecasting versatility



When you want to reach
southeastern Wisconsin,
look forward with

WTMJ-TV



Represented nationally by: Harrington, Righter & Parsons

NBC MILWAUKEE

Wisconsin—Milwaukee

WVTV

Ch. 18



Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2000-kw max. & 1100-kw horizontal visual, 200-kw max. & 110-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

Transmitter: Schroeder Hotel.

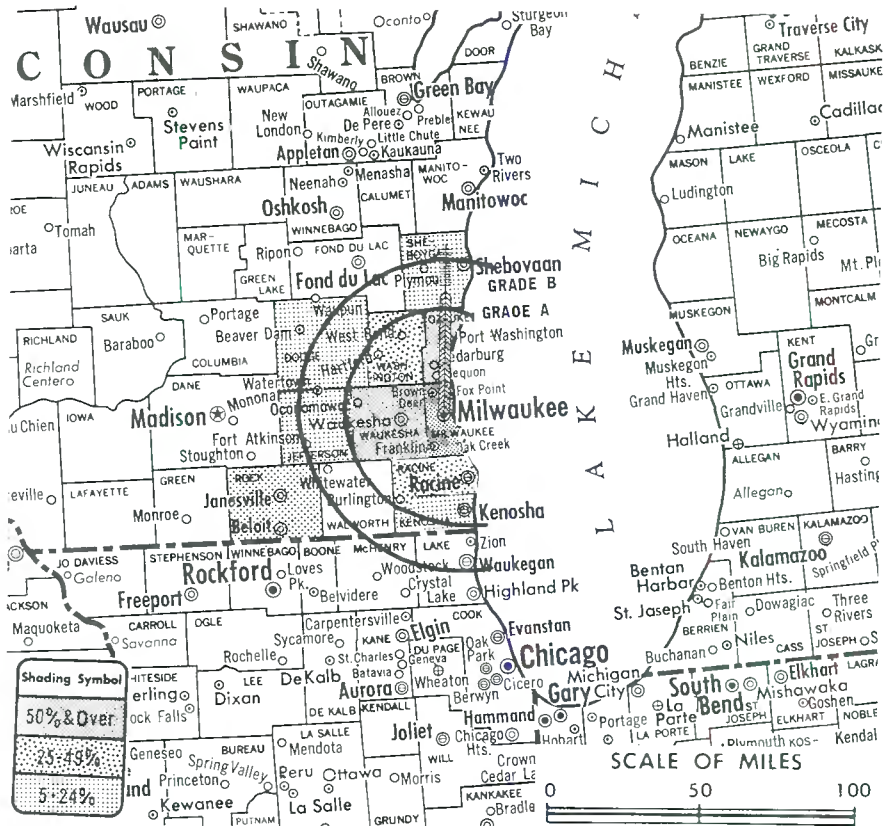
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Telephone: 414-442-7050.

Total Households: © MNI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



WVTV Ref: FCC File No. BPCT-4049 Granted 1/10/68

© American Map Co., Inc., N.Y. No. 14244

WVTV

Network Service: None, independent.

Licensee: WKY TV System Inc., Parklawn Box 6618, Milwaukee (53216).

Studio: 4041 N. 35th St., Parklawn Box 6618 (53216).

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 (sales) by The Katz Agency Inc.

Represented (engineering) by A. D. Ring & Associates.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

JOSEPH LOUGHLIN, station manager.
CHARLES EDWARDS, assistant station manager.
JAMES ANDERSON, local sales manager.
ED HERBERT, operations manager.
HARRY DELANEY, promotion director.
GEORGE LIBERATORE, sales service.
WILLIAM WITT, director of engineering.
JAYNE BOYD, program director & film buyer.

DIGEST OF RATE CARD NO. 20—(July 19, 1971)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—	5-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.						
	\$400	\$240	\$160	\$140	\$100	\$190	\$95 \$57

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN Milwaukee	341,100	333,200	98
	Ozaukee	15,600	15,300	98
	Waukesha	64,500	63,300	98
Between 25-49%	WISCONSIN Racine	50,700	49,900	98
	Washington	18,000	17,700	98
Between 5-24%	WISCONSIN Dodge	20,600	19,900	96
	Jefferson	18,000	17,500	97
	Kenosha	36,100	35,300	98
	Rock	40,300	39,400	98
	Sheboygan	31,000	30,400	98
Station Totals		635,900	621,900	98
Net Weekly Circulation (1970-71)				310,000
Average Daily Circulation (1970-71)				148,000

Wisconsin—Wausau



WAOW-TV



Ch. 9

[Auxiliary outlet of WKOW-TV,
Madison, Wis.]

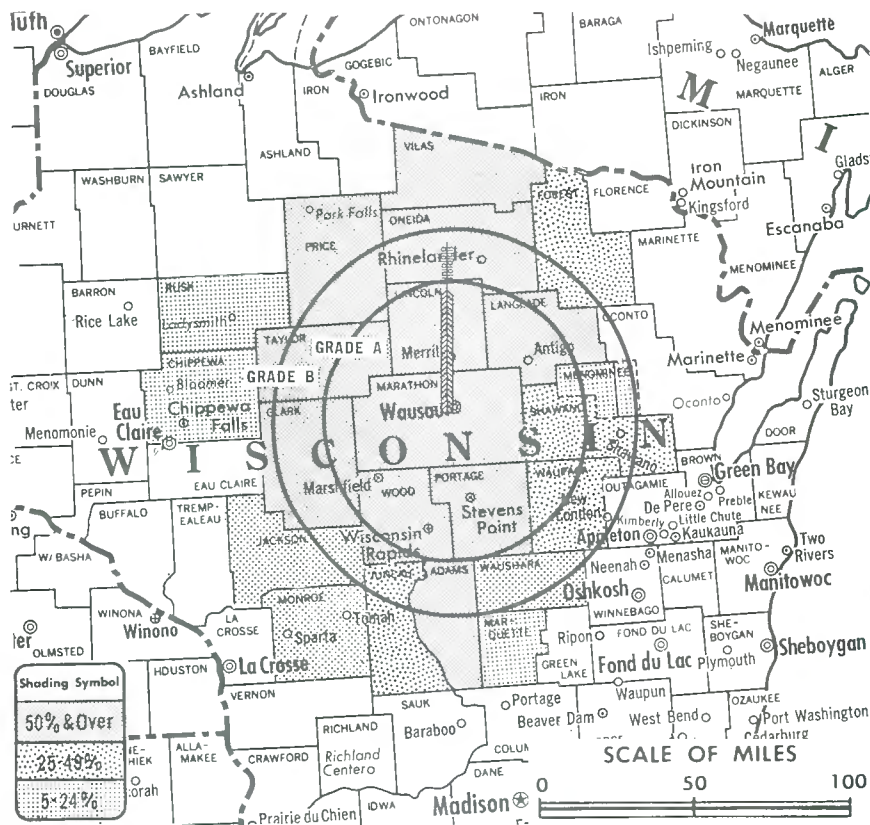
Technical Facilities: Channel No. 9
(186-192 MHz). Authorized power:
316-kw visual, 31.6-kw aural. Antenna:
990-ft. above av. terrain, 392-ft.
above ground, 2289-ft. above sea level.

Latitude 44° 55' 14.3"
Longitude 89° 41' 30.6"

Transmitter: Rib Mountain.

Color: Network, live, film, slide &
tape.

News Wire Service: AP.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see
page 4-b).

WAOW-TV Ref: FCC File No. BMPCT—5955 Granted 11/12/64

© American Map Co., Inc., N.Y., No. 14244

WAOW-TV

Network Service: ABC.

Licensee: Horizons Communications Corp. of Wisconsin.

Studio: 1908 Grand Ave., Wausau (54401).

Telephone: 715-842-2251.

Ownership: Horizons Communications Corp. of Wisconsin. For other
interests, see WKOW-TV, Madison.

Began Operation: May 7, 1965.

Represented (sales) by: H-R Television; Wayne-Evans (Minneapolis).

Represented (legal) by: Marmet & Webster.

Represented (engineering) by: A. D. Ring & Associates.

Personnel:

JEROME FENIGER, chairman of the board.
TONY MOE, president.
WILLIAM E. PAYNE, general manager.
TERRY SHOCKLEY, v.p. & general sales manager.
DAVID BETHKE, chief engineer.

DIGEST OF RATE CARD NO. 4
(April 27, 1971)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$425.00 \$260.00 \$175.00 \$105.00 Graded rates apply*

*Highest rate: \$102.

Combination Rates: See WKOW-TV, Madison, Wis.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	3,200	3,000	94
	Clark	9,100	8,600	94
	Langlade	6,100	5,900	96
	Lincoln	7,500	7,300	97
	Marathon	29,500	28,900	98
	Oneida	8,200	7,800	95
	Portage	13,200	12,800	97
	Price	4,700	4,400	93
	Taylor	4,800	4,600	95
Between 25-49%	WISCONSIN			
	Forest	2,200	2,000	92
	Juneau	5,900	5,500	93
	Shawano	9,900	9,600	97
Between 5-24%	WISCONSIN			
	Chippewa	13,700	13,300	97
	Jackson	5,000	4,700	95
	Marquette	2,900	2,700	94
	Menominee	500	400	89
	Monroe	9,500	9,100	96
Rusk	4,400	4,200	95	
Wausara	5,000	4,800	96	
Station Totals		181,000	174,300	96
Net Weekly Circulation (1970-71)				95,700
Average Daily Circulation (1970-71)				57,400

Wisconsin—Rhineland (Wausau)

WABE-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 288-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

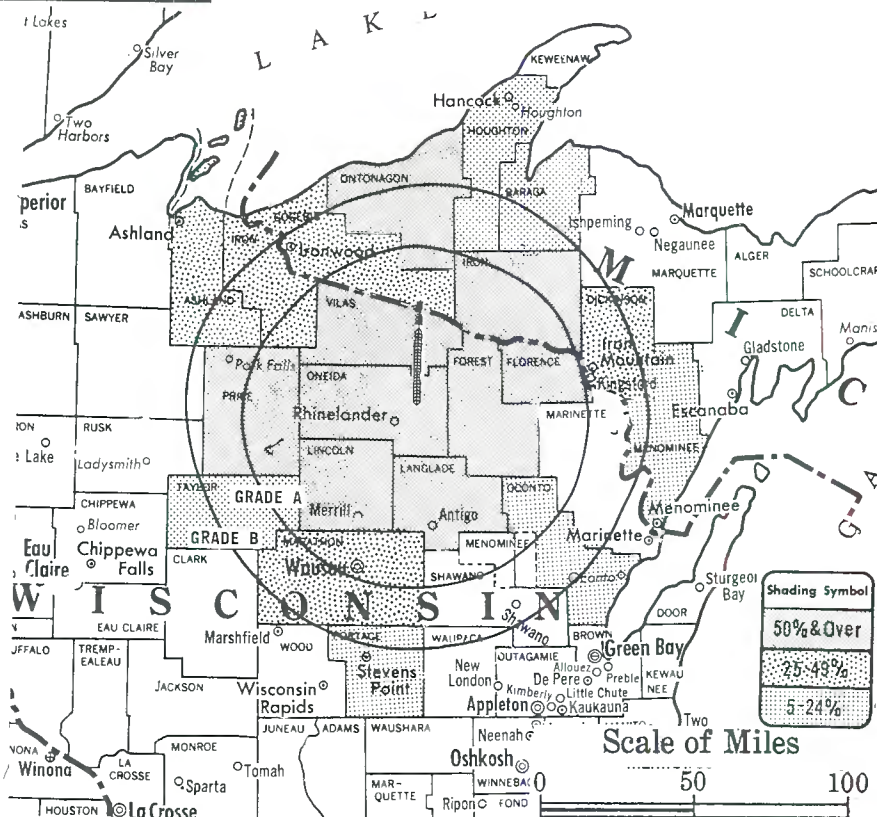
Latitude 45° 40' 02"
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

WABE-TV Ref: File No. BPCT-4216 Granted 4/30/68

© American Map Co., Inc., N.Y., No. 14244

WABE-TV

Licensee: Northland TV Inc., Box 858, Rhineland, Wis.

Studio: S. Oneida Ave. (54501).

Telephone: 715-369-4700.

Ownership: Alvin E. O'Konski, pres., 90%; Thomas T. Teschner, v.p., 1.4%; Veronica H. O'Konski, secy.-treas., 5.7%; remainder held by 3 others, with 1% each.

Began Operation: Oct. 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (Television Digest, Vol. 9:37).

Represented (sales) by Adam Young Inc.; Wm. L. Hurley (Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

ALVIN E. O'KONSKI, president & general manager.
ROBERT DIERKING, station & sales manager.
DENNIS HASTREITER, program director.
DON AHO, production manager.
CARL HILSTROM, news director.
DON BETHMANN, sports director.
MIKE NIEBAURER, 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	\$28.00

NETWORK BASE HOURLY RATE: \$225.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN				
		Iron	4,800	4,600	96
		Ontonagon	3,300	3,000	92
	WISCONSIN				
		Florence	1,000	1,000	96
		Forest	2,200	2,000	92
		Langlade	6,100	5,900	96
		Lincoln	7,500	7,300	97
		Oneida	8,200	7,800	95
		Price	4,700	4,400	93
	Vilas	3,900	3,700	95	
Between 25-49%	MICHIGAN				
		Dickinson	8,100	7,900	97
		Gogebic	7,300	7,000	95
	WISCONSIN				
		Ashland	5,400	5,200	96
	Iron	2,300	2,200	97	
	Marathon	29,500	28,900	98	
Between 5-24%	MICHIGAN				
		Baraga	2,600	2,500	96
		Houghton	11,300	10,600	94
		Menominee	7,800	7,500	97
	WISCONSIN				
	Oconto	7,900	7,600	97	
	Portage	13,200	12,800	97	
	Taylor	4,800	4,600	95	
Station Totals			141,900	136,500	96
Net Weekly Circulation (1970-71)					43,600
Average Daily Circulation (1970-71)					22,800

Wisconsin—Wausau



WSAU-TV



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

AM Affiliate: WSAU, 5-kw, 550 kHz (NBC). FM Affiliate: WIFC, 100-kw, 95.5 MHz (No. 238), 990-ft.

Represented (engineering) by Robert A. Jones.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Studio: 1114 Grand Ave. (54401).

Telephone: 715-845-4211.

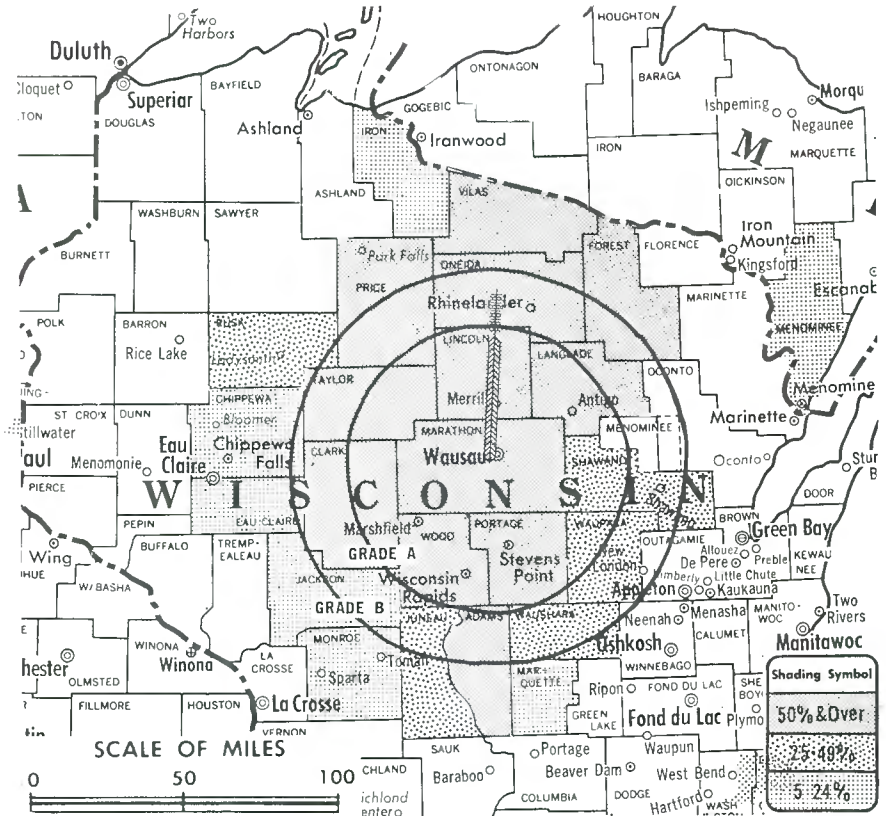
Total Households: © M&I

Consumer Market Data as of 1/1/72.

TV Homes: TV% and Circulation

© 1971 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSAU-TV Ref: FCC File No. BPCT-2289 Granted 9/13/67

© American Map Co., Inc., N.Y., No. 14244

WSAU-TV

Licensee: Forward Communications Corp., Box 1088 (54401).

Ownership: Wausau Record-Herald, 44.6%; Wisconsin Rapids Tribune, 18.2% (9.1% by its radio WFHR); Rhinelander News, 11.2%; Merrill Herald, 11.2%; W. F. McCormick, 2.9%; Richard D. Dudley, 5.3%; Thomas E. Bolger, 2.9%; N. F. Kellnhauser, .4%; S. F. Staples Jr., .8%; Gene R. Anderson, .5%; W. F. Turner, 1.1%; Robert W. Ferguson, .8%; David Raven, .1%. Forward Communications Corp. officers: John C. Sturtevant, chairman (Wausau Record-Herald); Richard D. Dudley, pres. & asst. treas.; J. P. Chilsen, v.p. (Merrill Herald); Thomas E. Bolger, v.p.; Gene R. Anderson, v.p., finance & asst. secy.; W. F. McCormick, secy.; Clifford G. Ferris, treas. (Rhinelander News); S. F. Staples Jr., asst. secy. Forward also owns WMTV, Madison, Wis.; KCAU-TV, Sioux City, Ia.; WTRF-TV & WTRF (FM), Wheeling, W. Va.; WKAU & WKAU-FM, Kaukauna, Wis.; KVGB, Great Bend, Kan.; WRAU-TV, Peoria, Ill.

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 & Kittner.

Personnel:

RICHARD D. DUDLEY, president & general manager.
BART KELLNHAUSER, executive vice president, television.
GENE R. ANDERSON, vice president, finance.
JAMES W. FREY, general sales manager.
JACK CROWLEY, program & promotion manager.
ROLAND W. RICHARDT, director of engineering.
RICHARD EMGE, chief accountant.
DONALD COCHART, chief engineer.

DIGEST OF RATE CARD NO. 19—(June 1, 1971)

15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
\$250.00	\$190.00	\$150.00	\$75.00	\$63.00

Combination Rates: Sold in combination with WMTV, Madison, Wis. as members of Central Wisconsin Combination.

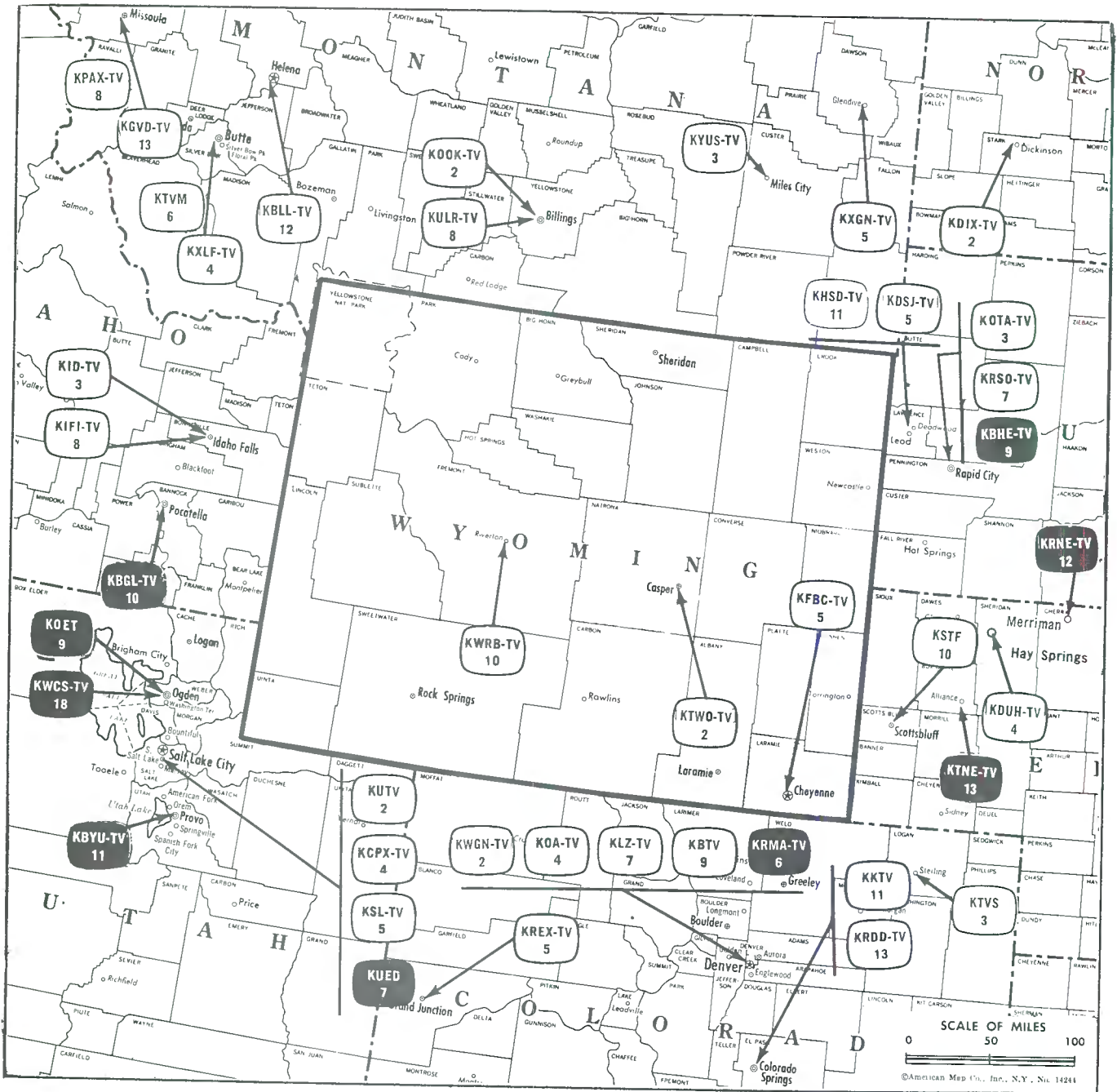
NETWORK BASE HOURLY RATE: \$538.

1972-73 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
WISCONSIN				
	Adams	3,200	3,000	94
	Clark	9,100	8,600	94
	Forest	2,200	2,000	92
	Langlade	6,100	5,900	96
	Lincoln	7,500	7,300	97
	Marathon	29,500	28,900	98
	Oneida	8,200	7,800	95
	Portage	13,200	12,800	97
	Price	4,700	4,400	93
	Taylor	4,800	4,600	95
	Vilas	3,900	3,700	95
	Wood	19,400	18,900	97
Between 25-49%				
WISCONSIN				
	Juneau	5,900	5,500	93
	Rusk	4,400	4,200	95
	Shawano	9,900	9,600	97
	Waupaca	12,400	12,100	97
	Waushara	5,000	4,800	96
Between 5-24%				
MICHIGAN				
	Menominee	7,800	7,500	97
WISCONSIN				
	Chippewa	13,700	13,300	97
	Eau Claire	20,400	19,700	97
	Iron	2,300	2,200	97
	Jackson	5,000	4,700	95
	Marquette	2,900	2,700	94
	Monroe	9,500	9,100	96
Station Totals		211,000	203,300	96
Net Weekly Circulation (1970-71)			109,100	
Average Daily Circulation (1970-71)			79,100	

For Group & Newspaper Ownership of TV Stations, See Services Volume

Wyoming



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Cheyenne	85,600	170	55,400	165
Casper-Riverton	45,400	196	35,200	183

Wyoming Station Status as of March 15, 1972

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3

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Wyoming—Casper

NBC abc KTWO-TV



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-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.

TV tape: Recording facilities.

AM Affiliate: KTWO, 10-kw, 1030 kHz (NBC).

Color: Network, live, film, slide & tape.

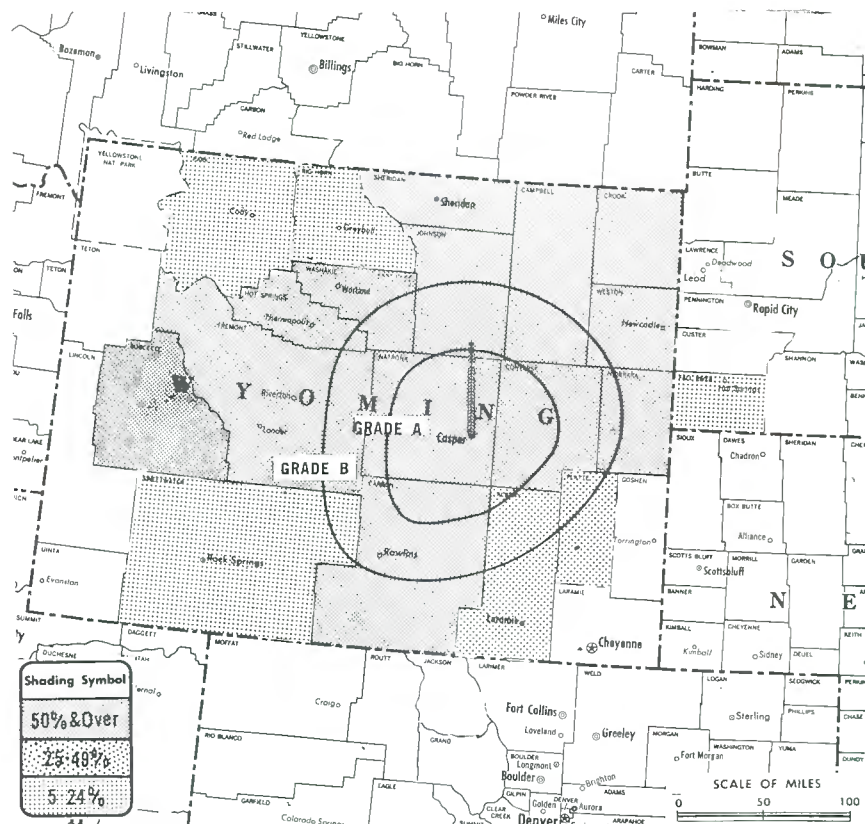
News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Hammett & Edison.

Represented (legal) by Cohn & Marks.

Total Households: © MSI
Consumer Market Data as of 1/1/73.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KTWO-TV Ref: FCC File No. BPC1-3231 Granted 9/25/63

© American Map Co., Inc., N.Y., No. 14244

KTWO-TV

Network Service: NBC, ABC, CBS.

Licensee: HarriScope Broadcasting Corp., 4200 East Second St., Casper (82601).

Studio: 4200 E. 2nd St., Casper.

Telephone: 307-237-3711. TWX No.: 910-949-4462.

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire (Denver); Harry S. Hyett Co. (Minneapolis).

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).

JACK ROSENTHAL, v.p. & general manager.

E. D. (BOB) MERRILL, station manager.

LOUIS TYSVER, chief engineer.

ARLEA RUSHIN, controller.

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*
					\$34.00*	

*6-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$400.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING				
		Campbell	4,000	3,600	90
		Carbon	4,400	4,000	91
		Converse	2,000	1,800	92
		Crook	1,200	1,100	88
		Fremont	8,200	7,700	94
		Hot Springs	1,900	1,700	90
		Johnson	1,900	1,700	89
		Natrona	17,300	16,600	96
		Niobrara	1,000	900	92
		Sheridan	6,400	5,800	90
		Sublette	900	800	89
		Washakie	2,400	2,200	94
	Weston	2,000	1,800	90	
Between 5-24%	SOUTH DAKOTA				
		Fall River	2,400	2,200	94
	WYOMING				
		Albany	8,100	7,400	91
		Big Horn	3,100	2,800	92
		Park	5,800	5,300	92
	Platte	2,200	2,000	90	
	Sweetwater	6,200	5,700	92	
Station Totals			81,400	75,100	92
Net Weekly Circulation (1970-71)				45,400	
Average Daily Circulation (1970-71)				33,000	

Wyoming—Cheyenne



KFBC-TV



Ch. 5

[Also operates satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.]

Technical Facilities: Channel No. 5 (76-82 MHz). 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-mil. WSW of Cheyenne.

AM Affiliate: KFBC, .25-kw, 1240 kHz (ABC).

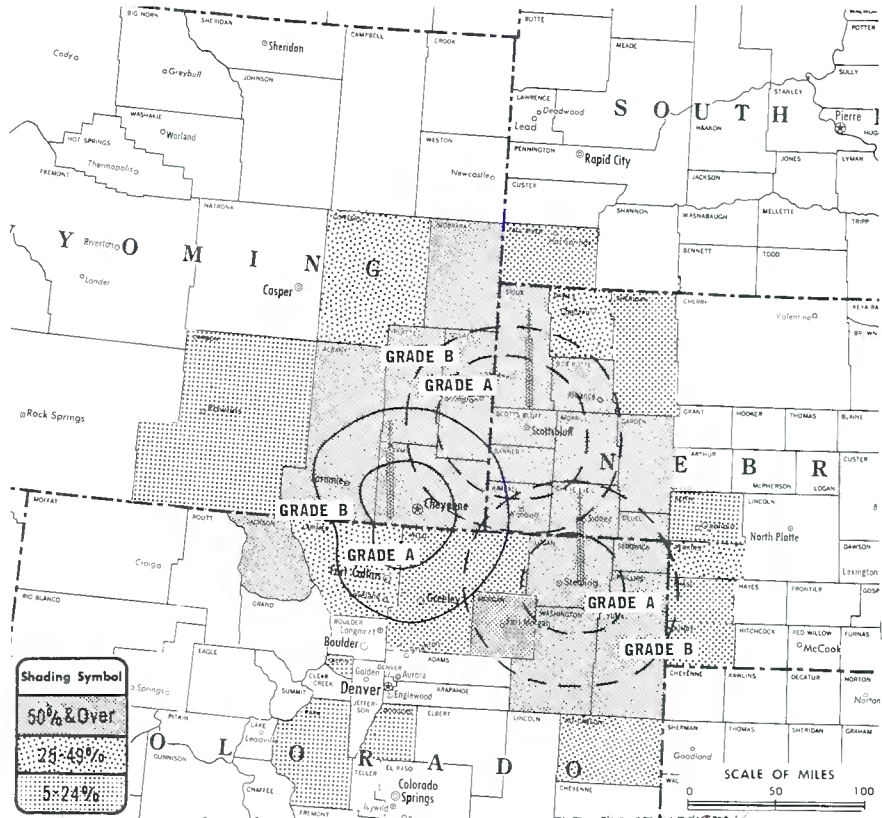
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

ARB Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).



KFBC-TV Ref: FCC File No. BMPCT-1389 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.

© American Map Co., Inc., N.Y., No. 14244

KFBC-TV

Network Service: ABC, CBS.

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., 10%; W. A. Corson, v.p., 5.9%; O. B. Koerfer, secy., 3.2%; Cheyenne Newspapers, 32.5%; F. H. Ricketson Jr., 17%; Lillian D. McCracken, 11.3%; William D. McCracken, 5.7%; D. E. Woodson, 4.7%; 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 KVRS, Rock Springs. Frontier also holds CP for Ch. 11, Rawlins, Wyo. Note: Sale of TV stations to Lamb Communications pending (Television Digest, Vol. 11:47).

Begin Operation: March 22, 1954.

Represented (sales) by H-R Television; 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.
U. E. SIMONTON, national sales manager.
MARY KAZ, program director.

DIGEST OF RATE CARD NO. 9—(July 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.
Class A—5:30-10:30 p.m., daily.
\$460.00 \$280.00 \$190.00 \$120.00 \$80.00* \$80.00* \$40.00*

*Class AA—6:30-10 p.m., daily.

Note: KSTF & KTVS are sold in combination with KFBC-TV, foregoing rates applying at no additional cost. Separate rates also available.

NETWORK BASE HOURLY RATE: \$425.

892-b

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	COLORADO				
		Jackson	600	600	93
		Logan	5,900	5,500	94
		Morgan	6,700	6,500	97
		Phillips	1,500	1,400	97
		Sedgwick	1,100	1,000	94
		Washington	1,800	1,600	91
		Yuma	3,100	2,900	92
		NEBRASKA			
		Banner	300	300	96
		Box Butte	3,300	3,200	95
		Cheyenne	3,400	3,200	95
		Deuel	1,000	1,000	96
	Garden	1,100	1,000	90	
	Kimball	1,900	1,900	98	
	Morrill	1,900	1,800	93	
	Scotts Bluff	11,600	11,100	95	
	Sioux	600	600	94	
	WYOMING				
	Albany	8,100	7,400	91	
	Goshen	3,600	3,400	95	
	Laramie	17,600	17,000	97	
	Niobrara	1,000	900	92	
	Platte	2,200	2,000	90	
Between 25-49%	COLORADO				
		Larimer	30,800	29,500	96
	NEBRASKA				
		Dawes	3,100	2,900	92
	Perkins	1,200	1,200	99	
	WYOMING				
	Converse	2,000	1,800	92	
Between 5-24%	COLORADO				
		Douglas	2,600	2,600	99
	Gilpin	500	500	94	
(Continued on next page)					
Station Totals		164,200	156,300	95	
Net Weekly Circulation (1970-71)				85,600	
Average Daily Circulation (1970-71)				57,700	

Wyoming—Lander—Riverton—Thermopolis—Worland

abc **WY** **KWRB-TV**
Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

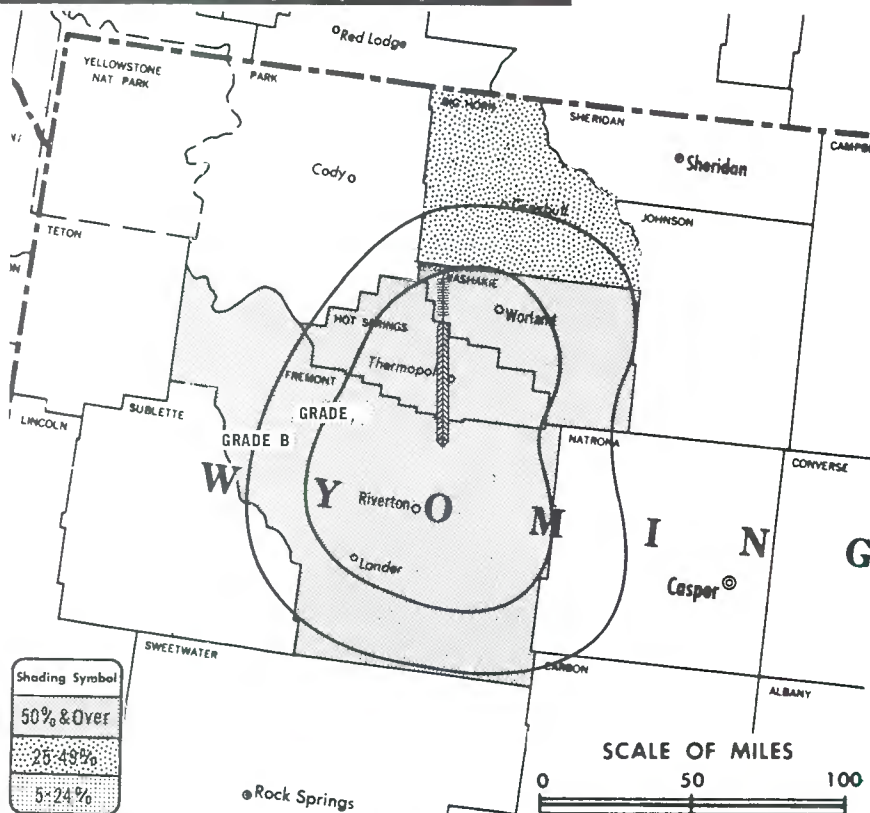
Transmitter: Boysen Peak.

Studio: 500 Arapahoe, Thermopolis, Wyo. (82443).

Telephone: 307-864-2351.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Shading Symbol
50% & Over
25-49%
5-24%

Total Households: © MSI
Consumer Market Data as of 1/1/72.
TV Homes: TV% and Circulation
© 1971 American Research Bureau.
County coverage based on ARB study (see page 4-b).

KWRB-TV Ref: FCC File No. BPCT-2138 Granted 9/28/66

© American Map Co., Inc., N.Y., No. 14244

KWRB-TV

Network Service: NBC, CBS; also ABC, on per program basis.

Licensee: Chief Washakie TV, 500 Arapahoe, Thermopolis.

Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio station KRTR, Thermopolis, Wyo.

Began Operation: Dec. 22, 1957.

Personnel:

MILDRED V. ERNST, general manager.
CALVIN VOIGT, assistant general manager.
KARL V. KERTSON, chief engineer.

DIGEST OF RATE CARD NO. 3 (Sept. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. Min. 30 Sec. 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 \$90 \$60 \$52 \$30 \$21 \$20 \$15

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Fremont	8,200	7,700	94
	Hot Springs	1,900	1,700	90
	Washakie	2,400	2,200	94
Between 25-49%	WYOMING			
	Big Horn	3,100	2,800	92
Station Totals		15,600	14,400	92
Net Weekly Circulation (1970-71)				8,900
Average Daily Circulation (1970-71)				5,000

KFBC-TV, Cheyenne (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	COLORADO—(Continued)				
		Kit Carson	2,600	2,300	89
		Park	800	700	92
		Weld	27,900	27,000	97
		NEBRASKA			
		Chase	1,300	1,300	96
		Dundy	1,100	1,000	94
		Keith	2,900	2,800	97
		Sheridan	2,300	2,200	95
		SOUTH DAKOTA			
		Fall River	2,400	2,200	94
		WYOMING			
		Carbon	4,400	4,000	91

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BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

GUAM

KGTF

Agana

Ch. 12

Non-Commercial Educational Station

Grantee: Guam Educational Telecommunications Commission, Box 3615, Agana, Guam (96910).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 27.6-kw visual, 5.5-kw aural. Antenna: 199-ft. above av. terrain, 187-ft. above ground, 467-ft. above sea level.

Latitude	13°	26'	13"
Longitude	144°	48'	17"

(Complete Data in Educational Directory)



KUAM-TV

Agana

Ch. 8

Network Service: CBS (EMP), NBC, ABC.

Licensee: Pacific Broadcasting Corp., Box 368, Agana, Guam (96910); 1818 Gilbreth Rd., Burlingame, Cal.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: 415-982-9933; Guam, 777-9861. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 25.1-kw visual, 2.57-kw aural. Antenna: 140-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 kHz (MBS, NBC).

Color: Network & live.

News Wire 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 Cohn & Marks.

Represented (engineering) by Gautney & Jones.

Personnel:

W. B. NIELSEN, executive vice president.
H. C. BARTON, general manager.

DIGEST OF RATE CARD NO. 2 (Jan. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class A—6-10:30 p.m., daily.				
	\$230.00	\$140.00	\$90.00	\$46.00
				\$34.20

NETWORK BASE HOURLY RATE: \$100 (CBS), \$100 (NBC).

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 MHz). Authorized power: 35.5-kw visual, 3.55-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 MHz). 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., G.P.O. Box 2050, San Juan, P.R. (00936).

Studio: 17 Comercio St.

Transmitter: Pico Atalaya, Rincon, Puerto Rico.

Technical Facilities: Channel No. 12 (204-210 MHz). 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"

Color: Network. News Wire Service: UPI.

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 Hammett & Edison.

Personnel:

IRWIN YOUNG, president.
ERNESTO SANCHEZ JR., general manager.
MAXIMINO PEREZ, chief engineer.
NILDA MARTINEZ, traffic manager.

DIGEST OF RATE CARD NO. 3 (April 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.						
	\$210.00	\$130.00	\$90.00	\$40.00	\$30.00	\$25.00
						\$20.00

ARB Does Not Provide Coverage Data
for Guam, Puerto Rico or the
Virgin Islands.

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WMGZ

Mayaguez

Ch. 16

[Satellite of WTSJ, San Juan]

Network Service: NBC.

Grantee: Tele San Juan, P.O. Box 1312, San Juan, P.R. (00902).

Transmitter: Pico Atalaya, 3.8-mi. NW of Anasco.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1.95-kw visual, .195-kw aural. Antenna: 1000-ft. above av. terrain, 40-ft. above ground, 1225-ft. above sea level.

Latitude	18°	18'	51"
Longitude	67°	11'	29"

Ownership: See WTSJ, San Juan.

Began Operation: April 15, 1970.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel: See WTSJ, San Juan.

Rates: See WTSJ, San Juan.

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. Technical Facilities: Channel No. 5 (76-82 MHz). 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, live, film, slide & tape.

AM Affiliate: WORA, 5-kw, 760 kHz.

FM Affiliate: WORA-FM, 5.5-kw, 97.5 MHz (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. of San Juan, wholly owned subsidiary, owns WQBS and WQBS-FM, San Juan, P.R.

Began Operation: Oct. 1, 1955.

Represented (sales) by Quality Bcstg., Box 9986, Santurce (San Juan), P.R. (00908). Telephones: 809-725-4020, 809-725-4565 & 809-725-3542.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

ALFREDO R. de ARELLANO JR., president.
GLENN A. TRYON, general manager.
REINALDO RODRIGUEZ, resident manager.
HECTOR NICOLAU, chief engineer.

DIGEST OF RATE CARD NO. 9—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$305.00	\$195.00	\$130.00	\$90.00	\$52.00	\$42.00	\$27.00

WPSJ

Ponce

Ch. 14

[Satellite of WTSJ, San Juan]

Network Service: NBC.

Grantee: Tele San Juan, P.O. Box 1312, San Juan, P.R. (00902).

Transmitter: Intercontinental Hotel, Ponce.

Represented (legal) by McKenna, Wilkinson & Kittner.

1972-73 Edition

Puerto Rico

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: .813-kw visual, .0813-kw aural. Antenna: 110-ft. above av. terrain, 139-ft. above ground, 575-ft. above sea level.

Latitude	18°	01'	25"
Longitude	66°	37'	16"

Ownership: See WTSJ, San Juan.

Began Operation: April 15, 1970.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel: See WTSJ, San Juan.

Rates: See WTSJ, San Juan.

WRIK-TV

Ponce

Ch. 7

Licensee: Ponce Television Corp., Darlington Bldg. (00731).

Studios: Darlington Bldg., Ponce (00731); Stop 8, Puerta de Tierra, San Juan (00902).

Telephones: 809-842-0280 (Ponce); 809-724-7575 (San Juan).

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, P.R.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 116-kw visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 437-ft. above ground, 4374-ft. above sea level.

Latitude	18°	09'	17"
Longitude	66°	33'	16"

Requests CP for change to 176-kw max. & 161-kw horizontal visual, 17.6-kw max. & 16.1-kw horizontal aural, 2821-ft. above av. terrain, 1166-ft. above ground, 4046-ft. above sea level, lat. 18° 07' 06", long. 66° 03' 40", transmitter to Cerro Lucera, 7-mi. E of Cayey, P.R. BPCT-4421.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: United Artists Bcstg., 80.1%; Alfredo R. de Arellano, 19.9%. For other United Artists interests, see WUAB (TV), Lorain-Cleveland, Ohio.

Began Operation: Feb. 2, 1958. Sale to present owners approved by FCC March 11, 1970 (Television Digest, Vol. 9:31). Previously, sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 by FCC (Vol. 5:1).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

ERIC PLESKOW, president.
PETER L. MORENO, general manager.
WILLIAM SOCHUK, program director.
EDMUND REID, chief engineer.
MANUEL MORALES FLORES, news director.

DIGEST OF RATE CARD NO. 12—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.							
\$1300	\$800	\$600	\$350	\$320	\$230	\$200	\$175

WSUR-TV

Ponce

Ch. 9

Network Service: None, independent.

Grantee: American Colonial Bcstg. Corp., Box 4189, San Juan (00905).

Studio: La Rambla, Ponce. Transmitter: Mt. Jayuya.

Sales Office: 1000 Ponce de Leon Ave., Ponce.

Telephone: 842-4178.

(Continued on next page)

Puerto Rico

WSUR-TV, Ponce—(Continued)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

Latitude	18°	10'	17"
Longitude	66°	34'	30"

Color: Live, film, slide & tape.

News Wire Service: AP.

Ownership: Ralph Perez Perry, 100%, also owner of WKBM-TV, Caguas-San Juan and radios WKVM & 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.
LUIS FELIPE RODRIGUEZ, production manager.

DIGEST OF RATE CARD NO. 3—(Aug. 1, 1963)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.						
\$200.00	\$125.00	\$85.00	\$36.00	\$27.00	\$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 MHz). 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: Network, live, film, slide & tape.

News Film Service: CBS.

News Wire Service: UPI.

Ownership: WAPA-TV Bcstg. Corp. (wholly owned subsidiary of Columbia Pictures Industries 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 Metro TV Sales.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.
HECTOR MODESTTI, v.p. & general manager.
ANGEL COMESANA, business manager.
ALBERT FERNANDEZ, director of sales.
RAFAEL DUANY, program director.
WILLIAM DORVILLIER, news director.
JULIO BRITO, chief engineer.

DIGEST OF RATE CARD NO. 16—(Feb. 1, 1972)

Hour	30 Min.	15 Min.	Min.	40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.							
\$1800	\$1135	\$775					Graded rates apply*

*Highest rate: \$540.

NETWORK BASE HOURLY RATE: \$300.

896-b

WKAQ-TV

San Juan

Ch. 2

Grantee (STA): Telemundo Inc., P.O. Box W, San Juan, P.R. (00936).

Studio: 383 Franklin D. Roosevelt Ave., San Juan.

Transmitter: Cerro Marquesa, 1.5-mi. N of Aguas Buena.

Telephone: 764-0202.

Technical Facilities: Channel No. 2 (54-60 MHz). 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"

Holds CP for change to 53.7-kw visual, 10.5-kw aural, 2830-ft. above av. terrain, 1100-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 54", long. 66° 03' 10", transmitter to Cerro La Santa, 21-mi. S of San Juan. BMPCT-7377.

Color: Live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

TV tape: Recording facilities.

AM Affiliate: WKAQ, Hato Rey, 5-kw, 580 kHz.

FM Affiliate: WKAQ-FM, 3.6-kw, 104.7 MHz (No. 284), 1120-ft.

Ownership: Angel Ramos estate (foundation trust), 99.9%; also owns newspaper El Mundo.

Began Operation: March 28, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

RAFAEL RUIZ, general manager.
E. VALDES PAGES, chief engineer.
PABLO FRANKEL, program director.
ROBERTO L. PROHIAS, commercial manager.
HUBERTO E. BIAGGI, business administrator.

DIGEST OF RATE CARD NO. 12 (Sept. 15, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$880.00	\$530.00	\$355.00	\$315.00	\$300.00	\$180.00	\$135.00

WTSJ

San Juan

Ch. 18

[Operates satellites WMGZ, Mayaguez & WPSJ, Ponce]

Network Service: NBC

Licensee: Tele San Juan Inc., Box 1312, San Juan (00902).

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 kHz.

FM Affiliate: WRSJ-FM, 20-kw, 100.7 MHz (No. 264).

Technical Facilities: Channel No. 18 (494-500 MHz). 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"

Requests CP for change to 1000-kw max. & 952-kw horizontal visual, 100-kw max. & 95.2-kw horizontal aural, 272-ft. above av. terrain, 146-ft. above ground, 564-ft. above sea level. BPCT-4511.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

TV Factbook No. 42

Ownership: Radio San Juan Inc., owned 100% by Diversified Media Inc. (O. Ray Chalk). Tele San Juan also owns WMGZ, Mayaguez & 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 & Kittner.

Represented (engineering) by Steel, Andrus & Adair Consulting Engineers.

Personnel:

O. ROY CHALK, president.
K. DEAN STEPHENS, manager.
RAMON COLLAZO, chief engineer.
TIM SCHAEFER, news director.
JACK SCHWARTZ, sales manager.

DIGEST OF RATE CARD NO. 4
(June 1, 1971)

Hour	30 Min.	Min.	30 Sec.	15 Sec.	10 Sec.
Class AA—7-11:15 p.m., daily.					
\$200.00	\$125.00	\$70.00	\$45.00	\$30.00	\$30.00

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 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1180-ft. above av. terrain, 240-ft. above ground, 1913-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

AM Affiliate: WKVM, San Juan, 50-kw, 810 kHz.

FM Affiliate: WKVM-FM, San Juan, 50-kw, 105.7 MHz (No. 289), 1100-ft.

Color: Film & slide.

News Wire Service: AP.

Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radios WKVM & WKVM-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, general manager.
HECTOR RODRIGUEZ, studio operations.
JOSE A. RIBAS, sales manager.
ANGEL L. SANTIAGO, accounting.
JOSE RODRIGUEZ, film department.
MYRNA RIVERA, accounting.

DIGEST OF RATE CARD NO. 3
(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class A—7-10 p.m., daily.						
\$325.00	\$190.00	\$125.00	\$81.00	\$68.00	\$47.00	\$39.00

ARB Does Not Provide Coverage Data for Guam,
Puerto Rico or the Virgin Islands.

VIRGIN ISLANDS



WBNB-TV
Charlotte Amalie
Ch. 10

Network Service: CBS, NBC.

Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I. (00801).

Studio: Market Square. Cable: WBNB.

Telephone: 774-0400 (studio); 774-0300 (office).

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Holds CP for change to 52.5-kw visual, 5.2-kw aural.

Color: Film, slide & tape.

News Wire Service: AP. News Film Service: CBS.

Ownership: See WKJG-TV, Fort Wayne, Ind.

Began Operation: July 1, 1961. Sale to present owner by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved by FCC May 1970 (Television Digest, Vol. 9:16).

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT MOSS, president.

DIGEST OF RATE CARD NO. 5—(June 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.							
\$125.00	\$75.00	\$50.00	\$32.00	\$25.00	\$18.75	\$15.00	\$12.50

NETWORK BASE HOURLY RATE: \$100 (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. (00708).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.5-kw visual, 7.2-kw aural. Antenna: 750-ft. above av. terrain, 77-ft. above ground, 830-ft. above sea level.

Latitude	17°	44'	10"
Longitude	64°	41'	56"

Color: Network. 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 (sales) by T.I.E. States Ltd.

Personnel:

ALFRED R. de ARELLANO JR., president.
RON BURTON, station manager.
JOSE PURAS, chief engineer.
JOHN R. TAYLOR, operations director.

DIGEST OF RATE CARD NO. 3—(Nov. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.							
\$150.00	\$80.00	\$50.00	\$32.00	\$25.00	\$18.00	\$14.00	\$12.00

EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of March 30, 1972

Including Call Letters and Address of Commercially Operated Outlets*

Plus CP Holders Reported Due to Begin Operation by Summer of 1972.

For Educational Television Networks, See Services Volume

ALABAMA

WBIQ

Birmingham

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205). Telephone: 205-328-8756.

Studios: Auburn University; Birmingham Area ETV; University of Alabama; Montgomery ETV Center; Huntsville Public Schools ETV Center; University of Montevallo; Alabama A & M University.

Transmitter: Red Mt. Telephone: 205-322-4359.

Technical Facilities: Channel No. 10 (192-198 MHz). 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''

Color: Network & tape. TV tape: Recording facilities.

Ownership: State of Alabama. Commission members: T. T. Martin, Mrs. Bertha Roberts, Mrs. Jerri McLain, Ned Butler, Leslie S. Wright, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, WEIQ, Mobile, WHIQ, Huntsville, WFIQ, Florence, WGIQ, Louisville & WIQ, Demopolis.

Began Operation: April 28, 1955.

Personnel:

RAYMOND HURLBERT, general manager.
ROBERT E. DOD, assistant manager.
INEZ M. CALHOUN, director of public information.
DENIS N. STORK, director for programming.
AL RENFRO, engineering & technical director.
MADGE LAW, director, records & accounts.

WIIQ Demopolis

Ch. 41

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35202).

Studios: See WBIQ, Birmingham.

Transmitter: 6.2-mi. NW of Linden, Ala.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1080-ft. above av. terrain, 997-ft. above ground, 1259-ft. above sea level.

Latitude	32°	22'	01''
Longitude	87°	52'	03''

Color: Network & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Sept. 7, 1970.

Personnel: See WBIQ, Birmingham.

WDIQ

Dozier

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Merrillis Mill Rd. Telephone: 205-496-3631.

Technical Facilities: Channel No. 2 (54-60 MHz). 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''

Color: Network & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 8, 1956.

Personnel: See WBIQ, Birmingham.

WFIQ

Florence

Ch. 36

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: 1.8-mi. N of Jonesboro. Telephone: 205-332-4422.

Technical Facilities: Channel No. 36 (602-608 MHz). 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''

Color: Network & tape.

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: See WBIQ, Birmingham.

Transmitter: 706 Reed Dr. Telephone: 205-536-8450.

Technical Facilities: Channel No. 25 (536-542 MHz). 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''

Color: Network & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Nov. 15, 1965.

Personnel: See WBIQ, Birmingham.

*Note: Ithaca College operates WICB-TV, Ithaca, N.Y. on local coaxial cable system.

WGIQ Louisville

Ch. 43

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: .4-mi. W of Texasville, Ala.

Telephone: 205-775-8846.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 708-kw visual, 70.8-kw aural. Antenna: 940-ft. above av. terrain, 795-ft. above ground, 1400-ft. above sea level.

Latitude	31°	44'	00"
Longitude	85°	25'	46"

Color: Network & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Sept. 9, 1968.

Personnel: See WBIQ, Birmingham.

WEIQ Mobile

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Near Spanish Fort, 0.6-mi. S of U.S. Hwy. #31.

Telephone: 205-438-9656.

Technical Facilities: Channel No. 42 (638-644 MHz). 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"

Color: Network & tape.

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: See WBIQ, Birmingham.

Alabama-Alaska Educational

Transmitter: Patterson Field, Montgomery, Alabama.

Telephone: 205-265-9341, Montgomery.

Technical Facilities: Channel No. 26 (542-548 MHz). 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"

Color: Network & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: December 18, 1962.

Personnel: See WBIQ, Birmingham.

WCIQ

Mount Cheaha State Park

Ch. 7

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Mt. Cheaha, near Munford.

Technical Facilities: Channel No. 7 (174-180 MHz). 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"

Color: Network & tape.

Began Operation: Jan. 7, 1955.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.

ALASKA

KUAC-TV

College

Ch. 9

Non-Commercial Educational Station

Grantee (STA): University of Alaska, c/o Donald B. Upham, Fine Arts Complex, College (99701).

Studio & Transmitter: Fine Arts Complex, U. of Alaska, College.

(Continued on next page)



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Alaska-Cal. Educational

KUAC-TV College—(Continued)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-kw visual. Antenna: 497-ft. above av. terrain.

Latitude	64°	54'	41''
Longitude	147°	46'	33''

Holds CP for 56.2-kw visual, 10-kw aural, 500-ft. above av. terrain, 150-ft. above ground, 1450-ft. above sea level, lat. 64° 54' 42'', long. 147° 46' 38'', transmitter to ridge approx. 1-mi. N of Farmers Loop Rd., 4.5-mi. from Fairbanks. BMPET-736.

Ownership: U. of Alaska, William A. O'Neill, pres.; Robert E. McFarland, v.p.; Dorothy A. Wrede, secy.; Dr. Hugh B. Fate Jr., treas.

Began Operation: Dec. 22, 1971.

Personnel:

CHARLES M. NORTHRIP, dir. of media service & general manager.
DONALD B. UPHAM, television coordinator, station manager.
RICHARD P. DOWLING, chief engineer.
C. FRANK HERRIOTT, producer-director.

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: 965-3506.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1620-ft. above av. terrain, 177-ft. above ground, 2830-ft. above sea level.

Latitude	33°	19'	54''
Longitude	112°	03'	52''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Operated by Arizona State U. for the Board of Regents.

Began Operation: Jan. 30, 1961.

Personnel:

ROBERT H. ELLIS, director of broadcasting, Arizona State U.
JOSEPH P. ZESBAUGH, assistant director of broadcasting.
JOHN NOVAK, chief engineer.
FRANK BLYTHE, operations manager.

KUAT-TV Tucson Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, University of Arizona, Modern Languages, Bldg., Tucson, Ariz. (85721).

Studio: Modern Languages Bldg., U. of Arizona, Tucson.

Telephone: 884-1434.

Transmitter: Mt. Bigelow, 18 mi. NE of Tucson.

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

900-b

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural, 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	24'	55''
Longitude	110°	42'	54''

Ownership: University of Arizona, John P. Schaefer, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, general manager.
WES MARSHALL, assistant general manager.
JON COOPER, production manager.
HARRY ATWOOD, film production manager.
BRUCE FOWLER, instructional services manager.
SALLY KLENE, film services.
ROBERT C. G. HENDRICKSON, chief engineer.
PAUL CHRISTIAN, promotion manager.
MORT BEACH, news editor.

ARKANSAS

KETS Little Rock Ch. 2

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

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 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude	34°	28'	23''
Longitude	92°	12'	10''

Color: Film, slide & tape.

TV tape: Recording facilities.

Ownership: State Commission. Officers: E. T. Shuffield, chairman; Mrs. Evelyn Pierce Hammons, vice chmn.; Mrs. Jetta Ford Sink, secy.-treas.

Began Operation: Dec. 4, 1966.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

LEE REAVES, director.
HERBERT H. LAWRENCE, instructional administrator.
FRED H. SCHMUTZ, program manager.
VERNON L. DILLAPLAIN, chief engineer.

CALIFORNIA

KEET Eureka Ch. 13

Non-Commercial Educational Station

Licensee: Redwood Empire ETV Inc., Box 13, Eureka, Cal. (95502).

Studio: 333 6th St.

Telephone: 707-442-4513.

Transmitter: Redwood Peak, 12-mi. E of Eureka.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 66.1-kw visual, 13.2-kw aural. Antenna: 1510-ft. above av. terrain, 107-ft. above ground, 2907-ft. above sea level.

Latitude	40°	43'	52''
Longitude	123°	57'	06''

TV tape: Recording facilities. Color: Network, live & tape.

TV Factbook No. 42

Ownership: Non-profit corp. Dr. Donald F. Strahan, pres.; Donald H. Telford, v.p. & gen. mgr.

Began Operation: April 14, 1969.

Personnel:

DONALD H. TELFORD, vice president & director.
RUTHANNE DeMIRJYN, secretary.

KCET
Los Angeles
Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 4400 Sunset Drive, Los Angeles, Cal. (90027).

Studio: 4400 Sunset Dr., Los Angeles, Cal. (90027).

Transmitter: Mt. Wilson.

Telephone: 213-666-6500. TWX No.: 910-321-4396.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1200-kw max. & 45.7-kw horizontal visual, 240-kw max. & 9.12-kw 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"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridge, chairman emeritus; H. Russell Smith, chairman; Dr. James L. Loper, pres. & gen. mgr.; Russell I. Kully, secy.; Dennis C. Stanfill, treas.

Began Operation: Sept. 28, 1964.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

JAMES L. LOPER, president & general manager.
COLIN BARRACLOUGH, director of development.
DOUGLAS NORBERG, senior vice president.
THEODORE UNTIEDT, v.p., engineering & facilities.
BERT N. SNOW, director of community relations.
CHARLES ALLEN, v.p., programming.
MAYNARD ORME, director of educational services.
JOHN YINGLING, director of production operations.
KARLE KOERBLING, director of broadcast operations.

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: Shasta-Bally.

Telephone: 241-7900.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 115-kw visual, 12-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	09"
Longitude	122°	39'	01"

Color: Network.

Ownership: Non-profit association. Pauline K. Abbe, pres., board of directors.

Began Operation: Oct. 5, 1964.

Personnel:

BILL REED, general manager.
BRANTLEY HUNTER, station engineer.
SANDY McCALEB, publicity director.
J. ALLEN LARNER, schoolcast coordinator.

California Educational

KVIE
Sacramento

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: 2490 Garden Highway, Sacramento (95833).

Telephone: 916-922-6563.

Transmitter: .7-mi. NE of Walnut Grove, Cal.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1120-ft. above av. terrain, 1546-ft. above ground, 1544-ft. above sea level.

Latitude	38°	14'	50"
Longitude	121°	30'	03"

TV tape: Recording facilities.

Color: Network.

Ownership: Non-profit corporation. Arthur Small, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Schwartz & Woods.

Personnel:

ARTHUR A. PAUL, general manager.
ARTHUR IRONS, director of program operations.
GORMAN K. BROWN, chief engineer.
LEONARD H. DOWN, business manager.

KVCR-TV
San Bernardino
Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Community 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 MHz). 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"

FM Affiliate: KVCR-FM, 4.9-kw, 91.9 MHz (No. 220), 120-ft.

Color: Network, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Non-profit organization. Donald W. Hunt, chairman; Raymond F. Ellerman, supt.

Began Operation: Sept. 11, 1962.

Personnel:

EDWARD R. ROTHHAAR, general manager.
CARMELO CACCIOLA, chief engineer.
FRED R. BURGESS, program director.
THOMAS W. LITTLE, production manager.
JAMES LANE, news director.
AL GONDOS, community service director.
DON LEIFFER, publicity director.

KPBS-TV
San Diego
Ch. 15

Non-Commercial Educational Station

Licensee: San Diego State College (92115).

Studio: San Diego State College, San Diego.

(Continued on next page)

California Educational

KPBS-TV, San Diego—(Continued)

Transmitter: Mount San Miguel, 13 mi. E of San Diego.

Telephone: 714-286-6415.

Technical Facilities: Channel No. 15 (476-482 MHz). 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, live, film, slide & tape.

News Wire Service: UPI.

FM Affiliate: KPBS-FM, 2-kw, 89.5 MHz (No. 208), 1810-ft. antenna height.

Ownership: State institution.

Began Operation: June 25, 1967.

Represented (legal) by Jorgensen & Resnick.

Personnel:

JOHN D. SUMMERFIELD, general manager.
PAUL STEEN, director of operations.
BRADFORD B. WARNER, program director.
THOMAS E. CLAYTON, manager, San Diego Area Instructional Television Authority.
THOMAS R. McMANUS, FM program director.
C. CHRISTOPHER RAGER, director of engineering.
PAUL MARSHALL, director of production.

KQEC

San Francisco

Ch. 32

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 1011 Bryant St., San Francisco, Cal. (94103).

Studio: 1011 Bryant St. (94103).

Telephone: 415-864-2000.

Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1402-kw max. & 1016-kw horizontal visual, 280-kw max. & 203-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level.

Latitude	37°	45'	20"
Longitude	122°	27'	05"

Holds CP for change to 1330-kw max. & 513-kw horizontal visual, 265-kw max. & 102-kw horizontal aural, 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Mt. San Bruno, San Francisco. BPCT-4395.

Color: Live, film, slide & tape.

Ownership: See KQED, San Francisco.

Began Operation: March 9, 1954 as a commercial station. Left air June 21, 1958; resumed operation Feb. 16, 1966. After purchase by Metromedia, left air again, resumed July 1, 1968. FCC approved gift to present owner by Metromedia Sept. 9, 1970 (Television Digest, Vol. 10:20, 37). Resumed operation June 28, 1971.

Represented (legal) by Covington & Burling.

Personnel: See KQED, San Francisco.

KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 1011 Bryant St., San Francisco, Cal. (94103).

902-b

Studio: 525 Fourth St. Telephone: 415-864-2000.

Transmitter: San Bruno Mt., 2.5-mi. NW of South San Francisco.

Technical Facilities: Channel No. 9 (186-192 MHz). 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"

Requests change to 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Mt. Sutro, San Francisco. BPET-379.

TV tape: Recording facilities.

News Wire Service: UPI. Facsimile Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: Following are officers: Mortimer Fleishhacker, chmn.; Louis H. Heilbron, v. chmn.; Richard O. Moore, pres.; Adrian Cassidy, v.p.; Mrs. Allan E. Charles, v.p.; Mrs. Philip R. Lee, secy.; A. Ford Lovelace, treas.; Stanley Rudney, asst. treas. Also licensee of KQEC (TV) & KQED-FM, San Francisco.

Began Operation: April 2, 1954.

Represented (legal) by Covington & Burling.

Personnel:

RICHARD O. MOORE, general manager.
JONATHAN C. RICE, senior exec. & asst. gen. mgr., programming.
LEE BRAND, asst. gen. mgr., operations.
GERALD MARANS, assistant to general manager.
STANLEY RUDNEY, controller.
GERALD T. PLEMMONS, director of engineering.

KTEH

San Jose

Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 45 Santa Teresa, San Jose, Cal. (95110).

Studio & Transmitter: 2700 Carol Dr.

Telephones: 299-2710 (Studio); 299-3195 (Office).

Technical Facilities: Channel No. 54 (710-716 MHz). 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"

Holds CP for change to 244-kw max. & 234-kw horizontal visual, 48.8-kw max. & 46.7-kw horizontal aural. BPET-384.

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 WHALLEY, chief engineer.
LEO L. BLEIER, program manager.
WILLIAM E. GLAESER, assistant program manager.
RAY McKELVEY, utilization director.
JOAN CONNOR, 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.

TV Factbook No. 42

Telephones: 415-574-6202, 415-574-6586; 415-574-6427 (evenings & weekends).

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.09-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; Clifford G. Erickson, chancellor-superintendent; Dr. Jacob H. Wiens, director, College of the Air; Dr. David H. Mertes, pres., College of San Mateo.

Began Operation: Oct. 12, 1964.

Personnel:

JACOB H. WIENS, general manager.
DOUGLAS B. MONTGOMERY, program manager & film buyer.
DANIEL ODUM, director, music programs.
JOHN HUBBARD, publicity director.
FRANCIS J. MORGAN, chief engineer.
JOHN (JACK) BOONE, dir. of educational services.

COLORADO

KRMA-TV

Denver

Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Studio: 1261 Glenarm Pl., Denver (80204).

Transmitter: 2.5 mi. NE of center of Golden, Colo. on Lookout Mt

Telephone: 244-8899, Ext. 62-67.

Technical Facilities: Channel No. 6 (82-88 MHz). 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; Howard L. Johnson, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Jorgensen & Resnick.

Personnel:

GERALD J. WILLSEA, executive director.
JOHN CULLEN, director of engineering.
JAMES W. LARGENT, engineering supervisor.
DONALD JOHNSON, supervisor of instructional television.
ABEL L. VIGIL, art director.
WALTER F. SCHEUNEMAN, studio supervisor.
WILLARD EASTERLY, transmitter supervisor.
ARLA J. CURTIS, traffic control manager.
JAMES W. CASE, director, special projects.

KTSC

Pueblo-Colorado Springs

Ch. 8

Non-Commercial Educational Station

Licensee: Southern Colorado State College (81004).

Studio: Southern Colo. State College, Orman Campus, Pueblo

Telephone: 303-545-5269.

Transmitter: Baculite Mesa, 8-mi. NE of Pueblo.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1224-ft. above av. terrain, 977-ft. above ground, 6195-ft. above sea level.

Latitude	38°	22'	24''
Longitude	104°	33'	27''

1972-73 Edition

Cal.-Conn. Educational

Color: Network & tape.

TV tape: Recording facilities.

Ownership: State institution.

Began Operation: Feb. 3, 1971.

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

Personnel:

JAMES A. DRYDEN, general manager & program director.
CLAYTON ROEHL, production manager.
RICHARD E. OLDFIELD, chief engineer.
MARIE R. MASIMER, traffic/promotion manager.

CONNECTICUT

WEDW

Bridgeport

Ch. 49

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: Booth Hill, 6.9-mi. N of center of Bridgeport.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 617-kw max. & 380-kw horizontal visual, 123-kw max. & 75.9-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	46''
Longitude	73°	11'	09''

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.

WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: 24 Summit St., Hartford (06106).

Transmitter: Deercliff Rd., Avon, Conn.

Telephone: 203-278-5310.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude	41°	46'	29''
Longitude	72°	48'	20''

Requests CP for change to 725-kw max. & 614-kw horizontal visual, 72.5-kw max. & 61.4-kw horizontal aural, 898-ft. above av. terrain, 489-ft. above ground, 1199-ft. above sea level.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: Connecticut Educational TV Corp. (non-profit organization), 100%. Also operates WEDW, Bridgeport & WEDN, Norwich, Conn.

Began Operation: October 1, 1962.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

(Continued on next page)

Conn.-Florida Educational

WEDH, Hartford—(Continued)

Personnel:

PAUL K. TAFF, president & general manager.
JOHN W. KEAN, vice president, engineering.
JOHN C. LENNHOF, vice president, business affairs.
S. ANDERS YOCOM, vice president, programs.

WEDN

Norwich

Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: 3.2-mi. S. of Fitchville, Conn.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. & 316-kw horizontal visual, 56.5-kw max. & 31.6-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''

Color: Network, film, slide & tape.

Ownership: See WEDH, Hartford.

Began Operation: March 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WEDH, Hartford.

DELAWARE

WHYY-TV

Wilmington

Ch. 12

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

Studios: Fifth & Scott Sts., Wilmington, Del.; 4548 Market St., Philadelphia, Pa. (19139).

Transmitter: Roxborough Antenna Farm, Domino Lane & Umbria Ave., Philadelphia, Pa.

Telephones: 302-654-6255, Wilmington; 215-382-9300, Philadelphia.

TWX No.: 215-569-9815.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 309-kw visual, 30.9-kw aural. Antenna: 960-ft. above av. terrain, 1022-ft. above ground, 1369-ft. above sea level.

Latitude	40°	02'	30''
Longitude	75°	14'	24''

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: Reuters.

Ownership: Same as WUHY-TV, Philadelphia, Pa.

Began Operation: Sept. 12, 1963.

Personnel:

WARREN A. KRAETZER, exec. v.p. & general manager.
NORMAN MARCUS, v.p., programming production.
IRVIN C. RUBY, business & personnel manager, assistant to the general manager.
ROBERT HALL, vice president, engineering.
KARL A. PECKMAN JR., development officer.
RICHARD BACHTEL, traffic director.

DISTRICT OF COLUMBIA

WETA-TV

Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational Telecommunications Assn. Inc., 2600 Fourth St. NW, Washington, D.C. (20001).

Studio: 3620 27th St. S., Arlington, Va. (22206).

Transmitter: 5202 River Rd., Bethesda, Md.

Telephone: 703-820-4500.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1100-kw max. & 794-kw horizontal visual, 219-kw max. & 158-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''

FM Affiliate: WETA-FM, 75-kw, 90.9 MHz (No. 215), 475-ft. antenna height.

TV tape: Recording facilities. News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

Ownership: The Greater Washington Educational Telecommunications Association Inc., a non-profit corporation composed of trustees representing public, educational & cultural institutions in the Washington, D.C., Maryland & Virginia metropolitan area. Sidney L. James, chairman; Donald V. Taverner, pres. & gen. mgr.

Began Operation: October 2, 1961.

Represented (legal) by Jorgensen & Resnick.

Represented (engineering) by John H. Mullaney.

Personnel:

DONALD V. TAVERNER, pres. & general manager.
LARRY BOWIN, director of administration.
MICHAEL HARDGROVE, acting dir. of programming.
RICHARD W. RUSSELL, director of development.
KING HARRISON, director of engineering.
RICHARD PIOLI, director of educational services.
CHARLES A. PROHASKA, asst. to gen. mgr. for technical & plant development.
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. (32601).

Studio: Stadium, U of Florida, Gainesville, Fla.

Transmitter: Devil's Millhopper, 5.5-mi. NW of city.

Telephone: 904-392-0463.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 471-ft. above ground, 651-ft. above sea level.

Latitude	29°	42'	34''
Longitude	82°	23'	51''

Holds CP for change to 27.5-kw visual, 5.5-kw aural, 860-ft. above av. terrain, 865-ft. above ground, 1045-ft. above sea level. BPET-381.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Ownership: Board of Regents of State of Florida: J. J. Daniel, chmn.; Marshall M. Criser, vice chmn.; Chester H. Ferguson, James J. Gardener, E. W. Hopkins Jr., D. Burke Kibler III, Louis C. Murray, Julius F. Parker Jr., Carolyn Pearce. University of Florida also operates radios WRUF and WRUF-FM.

Began Operation: Nov. 17, 1958.

Personnel:

KENNETH A. CHRISTIANSEN, director of television.
MARK DAMEN, program manager.

WJCT
Jacksonville
Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St., Jacksonville, Fla. (32206).

Studio: 2037 Main St., Jacksonville, Fla. (32206).

Transmitter: 1070 E. Adams St. Telephone: 904-354-2806.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 302-kw visual, 36.3-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	22''
Longitude	81°	38'	24''

TV tape: Recording facilities. Color: Network, live, film & tape.

Ownership: Non-profit corp.

Began Operation: Sept. 10, 1958.

Personnel:

FRED REBMAN, president.
CHARLES PRICE, program manager.
GENE NAPIER, chief engineer.
DICK HEUER, production manager.
DANIEL R. KOSSOFF, exec. producer, news & public affairs.
NEIL B. MAHRER, director of development.

WPBT
Miami
Ch. 2

Non-Commercial Educational Station

Grantee: Community TV Foundation of South Fla. Inc., 14901 N.E. 20th Ave., North Miami (33162).

Studio: 14901 N.E. 20th Ave.

Telephone: 305-949-8321.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 81.3-kw visual, 16-kw aural. Shares time with educational WTHS-TV Miami. Antenna: 722-ft. above av. terrain, 720-ft. above ground, 730-ft. above sea level.

Latitude	25°	58'	46''
Longitude	80°	11'	50''

Requests change to 100-kw visual, 20-kw aural, 924-ft. above av. terrain, 1036-ft. above ground, 1046-ft. above sea level. BMPET-734.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation. William S. Frates, chairman.

Began Operation: May 1, 1970.

Personnel:

GEORGE DOOLEY, president & general manager.
JOHN FELTON, program director.
THOMAS H. BARNETT, director of development.
SONDRA CALLAHAN, membership coordinator.
RUTH BERENSTEIN, development assistant.
HELEN KOHEN, auction manager.
KEITH DAVIDSON, news director.
RICHARD LEONE, film director.
ART HAFER, engineering director.

Florida Educational

WSEC-TV **Miami** Ch. 17

Non-Commercial Educational Station

Licensee: Dade County School Board, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 305-350-3163. Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 17 (488-494 MHz). 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''

Requests CP for change to 33.7-kw max. & 30.16-kw horizontal visual, 17.34-kw max. & 16.71-kw horizontal aural, 1007-ft. above av. terrain, 1036-ft. above ground, 1046-ft. above sea level. BPET-425.

TV tape: Recording facilities.

Color: Film & tape.

Ownership: See WTHS-TV.

Began Operation: Sept. 7, 1962.

Represented (legal) by Jorgensen & Resnick.

Personnel: See WTHS-TV.

WTHS-TV **Miami** Ch. 2

Non-Commercial Educational Station

Licensee: Dade County School Board, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 305-350-3163.

TWX No.: 810-848-8732.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 2 (54-60 MHz). Shares time with WPBT. Authorized power: 81.3-kw visual, 16-kw aural. Antenna: 722-ft. above av. terrain, 720-ft. above ground, 730-ft. above sea level.

Latitude	25°	58'	46''
Longitude	80°	11'	50''

TV tape: Recording facilities.

Color: Network, film & tape.

FM Affiliate: WTHS, 8.3-kw, 91.3 MHz (No. 217), 400-ft.

Ownership: Dade County School Board, Dr. Edward L. Whigham, supt. Also operates WSEC-TV, Ch. 17, Miami.

Began Operation: Aug. 12, 1955.

Represented (legal) by Jorgensen & Resnick.

Personnel:

DON MacCULLOUGH, manager.
ALEXANDER H. MacDONALD, chief engineer.
ERIC GRECO, production coordinator.
KITTI CULVER, utilization supervisor.

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).

(Continued on next page)

Florida Educational

WMFE-TV, Orlando—(Continued)

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 MHz). 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"

Requests CP for change to 1265-kw visual, 262-kw aural, 1246-ft. above av. terrain, 1480-ft. above ground, 1549-ft. above sea level, lat. 28° 36' 08", long. 81° 05' 38", transmitter to 3.5-mi. N of Bithlo, Fla. BPET-421.

TV tape: Recording facilities.

Color: Network & tape.

Ownership: Non-profit corp. managed by a board of directors. Ernest Kelly Jr., pres.; G. E. Allison, exec. secy.

Began Operation: March 15, 1965.

Personnel:

RONALD D. MORRISSEAU, general manager.
STEPHEN M. STECK, production manager.
JOSEPH S. HEARN, chief engineer.
FRANK MIELE, assistant chief engineer.

WSRE Pensacola Ch. 23

Non-Commercial Educational Station

Licensee: District Board of Trustees of Pensacola Jr. College, Pensacola, Fla.

Studio: 1000 College Blvd., Pensacola, Fla. (32504).

Transmitter: 1403 W. Fairfield Dr., Pensacola.

Technical Facilities: Channel No. 23 (524-530 MHz). 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"

TV tape: Recording facilities. Color: Network & tape.

Ownership: District Board of Trustees of Pensacola Jr. College.

Began Operation: Sept. 11, 1967.

Personnel:

ERIC C. SMITH JR., station manager.
JAMES STASKO, program manager.
REID WILSON, 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.

Studio: Campus, Florida State U., Tallahassee, Fla. (32306).

Transmitter: 6.9-mi. SW of Holland, Fla. at Apalachicola National Forest Junction.

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

Holds CP for change to 316-kw visual, 31.6-kw aural. BPET-383.

TV tape: Recording facilities. Color: Network.

FM Affiliate: WFSU-FM, 1-kw, 91.5 MHz (No. 236), 205-ft. antenna height.

Ownership: Non-profit educational organization.

Began Operation: Sept. 20, 1960.

Personnel:

EDWARD L. HERP, director, University bcstg. services.
BRUCE PERTLE, program-publicity director.
KEN JOHNSON, art director.
LARRY WATTS, production manager & film director.
WOODY WALKER, 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: 813-974-2341.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 589-kw visual, 115-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1099-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

FM Affiliate: WUSF, 85-kw, 89.7 MHz (No. 209), 820-ft.

News Wire Service: AP.

Color: Network & tape.

Ownership: State of Florida.

Began Operation: Sept. 12, 1966.

Personnel:

G. C. EICHHOLZ, general manager.
WILLIAM BRADY, program director.
HARMON McBRIDE, operations manager.
RICHARD BROWN, production manager.
JOHN RALLE, chief engineer.

WEDU Tampa-St. Petersburg Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Studios: 908 South 20th St., Tampa (33605).

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 813-248-5751.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Network, live, film, slide & tape.

Ownership: WEDU officers: A. P. Perez, pres.; Truman Sims, v.p.; Mary Spencer, secy.; A. G. Divers, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Schwartz & Woods.

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: Stone Mtn.

Telephone: 542-3554.

TWX No.: 810-754-3915.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 420-ft. above ground, 2049-ft. above sea level.

Latitude	33°	48'	18.33"
Longitude	84°	08'	39.70"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: State institution. W. Lee Burge, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Personnel:

DR. WILLIAM HALE JR., general manager.
DOROTHY D. HASTINGS, administrative assistant.
JAMES F. SHEHANE III, 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: 740 Bismark Rd. NE, Atlanta, Ga. (30324).

Telephone: 873-4471.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 776-kw visual, 77.6-kw aural. Antenna: 1090-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude	33°	48'	27"
Longitude	84°	20'	26"

Transmitter: Briarcliff Rd. & Shepherd Lane N.E.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

FM Affiliate: WABE, 10.5-kw, 90.1 MHz (No. 211), 480-ft.

Ownership: Board of Education of the City of Atlanta. Dr. Benjamin E. Mays, pres.

Began Operation: Feb. 17, 1958.

Represented (legal) by Jorgensen & Resnick.

Personnel:

HASKELL BOYTER, director, educational broadcasting.
DON GILPIN, production manager.
PATRICIA MILLER, traffic.
VAN JOYNER, radio program director.
JACK CURRY, chief engineer.
GEORGE McCURDY, film director.
WILLIAM E. SCOTT, program director.

Georgia Educational

WCLP-TV

Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 1540 Stewart Ave., S.W.

Transmitter: Cohutta Mt., 3.3-mi. ESE of Chatsworth.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Telephone: 404-695-2422.

Technical Facilities: Channel No. 18 (494-500 MHz). 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: Roy A. Hendricks, 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.

Personnel:

DR. RICHARD E. OTTINGER, executive director of television.
JOHN R. HANEY, director of programming.
O. MAX WILSON, director of ITV.
T. B. ROTHWELL, director of operations.
ROBERT E. WARE, director of 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).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 7.5 miles NE of Cochran, Ga.

Telephone: 912-934-2220.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Technical Facilities: Channel No. 15 (476-482 MHz). 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"

Began Operation: Jan. 1, 1968.

Ownership: State Board of Education. For officers: see WCLP-TV, Chatsworth, Ga.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.
WALLACE T. LYNCH, chief engineer, Rt. 1, Cochran, Ga. (31014).

Georgia Educational

WJSP-TV

Columbus—Warm Springs

Ch. 28

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: Hwy. 85 W., 3½-mi. S of Warm Springs.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Telephone: 404-655-2145.

Technical Facilities: Channel No. 28 (554-560 MHz). 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.

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

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 12.7-mi. NNW of Dawson.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Telephone: 916-623-2253.

Technical Facilities: Channel No. 25 (536-542 MHz). 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).

All Georgia ETV Stations are interconnected
to comprise the Georgia ETV Network.

WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 3-mi. E of Pelham. Telephone: 912-294-8313.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Technical Facilities: Channel No. 14 (470-476 MHz). 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).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: Pembroke, Ga., Bryan County, 36-mi. W. of Savannah.

Telephone: 912-653-4996.

Technical Facilities: Channel No. 9 (186-192 MHz). 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"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: Sept. 17, 1963.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.

ALFRED F. DARSEY, chief engineer, P.O. Box 367, Pembroke, Ga. (31321).

WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 2.5-mi. S. of Hasty, Ga. Telephone: 912-283-4838.

Technical Facilities: Channel No. 8 (180-186 MHz). 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 Factbook No. 42

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: November 19, 1961.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

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).

Transmitter: 7-mi. NE of Wrens. Telephone: 404-547-2107.

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Technical Facilities: Channel No. 20 (506-512 MHz). 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".

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth, Ga.

Began Operation: Sept. 12, 1966.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.
RABUN F. BOBO, chief engineer, P.O. Box 525, Wrens, Ga.
(30833).

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 MHz). 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.

Color: Network, film, slide & tape.

Ownership: The university is a state institution. Harlan Cleveland, pres.

Began Operation: April 15, 1966.

1972-73 Edition

Georgia-Idaho Educational

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

LARK O. DANIEL, director, educational television broadcasting.
CLIFF EBLEN, program manager.
GEORGE A. HOOPER, production manager.
ALBERT O. PECK, chief engineer.

KMEB-TV

Wailuku, Maui

Ch. 10

(Satellite of KHET, Honolulu, Hawaii)

Non-Commercial Educational Station

Licensee: 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 MHz). 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"

Color: Network, film, slide & tape.

Ownership: See KHET, Honolulu.

Began Operation: Sept. 22, 1966.

Personnel: See KHET, Honolulu.

IDAHO

KAID

Boise

Ch. 4

Non-Commercial Educational Station

Licensee: State Board of Education, c/o D. F. Engelking, State Supt. of Public Instruction, State Office Bldg., Boise, Ida. (83707).

Studio: Boise State College.

Telephone: 208-385-3344.

Transmitter: Deer Pt. TV Lot #3, 10.75-mi. NNE of Boise.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 2474-ft. above av. terrain, 142-ft. above ground, 7092-ft. above sea level.

Latitude	43°	40'	08"
Longitude	116°	06'	10"

Ownership: State Board of Education. J. D. McCollum, pres.; John J. Peacock, Steele Barnett, M. T. Deaton, J. Kenneth Thatcher, John W. Swartley, Dr. J. F. Munson, dirs.

Began Operation: Dec. 31, 1971.

Personnel:

JACK SCHAEFLE, director of educational television.
VAUN McARTHUR, chief engineer.
HOWARD HANSEN, scenic & graphic director.

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. (83843).

Idaho Educational

KUID-TV, Moscow—(Continued)

Transmitter: Paradise Ridge, 3.25-mi. SSE of Moscow.

Telephone: 208-885-6723.

Technical Facilities: Channel No. 12 (204-210 MHz). 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 & tape.

News Wire Service: UPI.

FM Affiliate: KUID-FM, 1.18-kw, 91.7 MHz (No. 219), 1000-ft. antenna height.

Began Operation: Sept. 6, 1965.

Represented (legal) by Lloyd Martinson, Moscow.

Represented (engineering) by H. W. Teodtmeier, Boise, Ida.

Personnel:

PETER A. HAGGART, general manager.
WILLIAM BYRD, program dir. & ITV coordinator.
JOYCE CAMPBELL, production director.
C. W. BONDURANT, director, engineering.
ROY O'BRADY, chief engineer.
GEORGE WISE, transmitter engineer.
JEAN MORAND, transmitter engineer.

KBGL-TV

Pocatello

Ch. 10

Non-Commercial Educational Station

Grantees: State Board of Education, acting as Board of Trustees of Idaho State U., c/o W. O. Witherspoon, Pocatello (83201).

Studio: College of Education Bldg., Idaho State U.

Telephone: 208-236-2857.

Transmitter: East Little Butte, 8.5-mi. NE of Atomic City, Ida.

Technical Facilities: Channel No. 10 (198-204 MHz). Authorized power: 66.1-kw visual, 12.9-kw aural. Antenna: 1450-ft. above av. terrain, 87-ft. above ground, 6762-ft. above sea level.

Latitude	43°	30'	02"
Longitude	112°	39'	36"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: State institution. Officers: John J. Peacock, pres.; Philip A. Dufford, v.p.; Eldon Smith, secy.; D. F. Engelking, exec. secy.

Began Operation: June 7, 1971.

Represented (engineering) by H. W. Toedtmeier.

Personnel:

HERBERT EVERITT, gen. mgr., dir., radio-television service.
ELMO SACKETT, station manager & operations director.
DON ROGERS, program director.
JIM ALEXANDER, production director.
LINDA BANKS, traffic director.
JERRY SMITH, chief engineer.

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ILLINOIS

WSIU-TV

Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62901).

Transmitter: U.S. Hwy. 51, approx. 2-mi. S. of Tamaroa, Ill.

Telephone: 618-453-4343.

Technical Facilities: Channel No. 8 (180-186 MHz). 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, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: UPI.

FM Affiliate: WSIU, 37-kw, 91.9 MHz (No. 220), 290-ft. antenna height.

Ownership: Board of Trustees of Southern Ill. U. Also operates WUSI-TV, Ch. 16, Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

CHARLES SHIPLEY, director, broadcasting service.
JOHN KURTZ, general manager.
DAVE ROCHELLE, station manager.
MYERS WALKER JR., art and staging director.
WALT REHWALDT, coordinator public schools instructional programs.
WILLIAM E. DIXON, chief engineer.
WILLIS SEAMAN, chief transmitter engineer.

WTTW

Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: Chicago Educational Television Center, 5400 N. St. Louis Ave., Chicago.

Telephone: 312-583-5000.

Transmitter: 1000 Lake Shore Plaza, Chicago.

Technical Facilities: Channel No. 11 (198-204 MHz). 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"

Requests CP for change to 160-kw visual, 23-kw aural, 1237-ft. above av. terrain, 1280-ft. above ground, 1873-ft. above sea level, lat. 41° 53' 55.5", long. 87° 37' 23", transmitter to John Hancock Center, 875 N. Michigan Ave. BPET-413.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Sidley & Austin, Chicago.

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Newton N. Minow, chmn.; Irving B. Harris, pres.; William J. McCarter, exec. v.p.; Fairfax M. Cone, Bruce J. Graham, Mrs. Harold L. Perlman, George A. Ranney, Robert E. Straus, Robert B. Wilcox, vice presidents; Carl S. Stanley, treas.; Robert L. Foote, secy. Also owns WXXW, Ch. 20, Chicago.

Personnel:

WILLIAM J. McCARTER, exec. v.p. & general manager.
JOHN C. RAHMANN, deputy general manager.
DAVID E. WILSON, assistant to general manager.
A. G. FERREIRA, business manager.
ROBERT F. FUZY, director of special projects.
RICHARD J. BOWMAN, broadcast operations coordinator.
SHERRY GOODMAN, program production coordinator.
CLARENCE McINTOSH, production manager.
NANCY JOYCE, publicity manager.
ANTOINETTE ROTH, recording services sales 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.

Telephone: 583-5000.

Transmitter: 1000 Lake Shore Plaza.

Technical Facilities: Channel No. 20 (506-512 MHz). 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"

Requests CP for change to 2500-kw visual, 345-kw aural, 1250-ft. above av. terrain, 1283-ft. above ground, 1876-ft. above sea level, lat. 41° 53' 55.5", long. 87° 37' 23", transmitter to John Hancock Center, 875 N. Michigan Ave. BPET-414.

TV tape: Recording facilities.

Ownership: See WTTW, Chicago.

Began Operation: Sept. 20, 1965.

Represented (legal) by Sidley & Austin, Chicago.

Personnel: Same as WTTW, Chicago.

WUSI-TV

Olney

Ch. 16

Non-Commercial Educational Station

Licensee: 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 MHz). 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.

Began Operation: Aug. 19, 1968.

Represented (legal) by Mallick & Bernton.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

CHARLES SHIPLEY, director, broadcasting service.
JOHN KURTZ, general manager.
WILLIAM E. DIXON, chief engineer.
JOHN MONROE, station manager.

Illinois Educational

WTVP

Peoria

Ch. 47

Non-Commercial Educational Station

Licensee: Illinois Valley Public Telecommunications Corp., c/o Philip Weinberg, 1501 W. Bradley Ave., Peoria, Ill. (61606).

Studio: 1501 W. Bradley Ave.

Transmitter: 1501 W. Bradley Ave.

Telephone: 309-676-4747.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1570-kw max. & 1260-kw horizontal visual, 314-kw max. & 251-kw horizontal aural. Antenna: 337-ft. above av. terrain, 352-ft. above ground, 959-ft. above sea level.

Latitude	40°	41'	56"
Longitude	89°	37'	00"

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: Illinois Valley Public Telecommunications Corp.

Began Operation: June 27, 1971.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Donald L. Markley.

Personnel:

PHILIP WEINBERG, president.
JOEL HARTMAN, operations manager.
DAVID RANDOLPH, 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 MHz). 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.

News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

AM Affiliate: WILL, 5-kw, 580 kHz.

FM Affiliate: WILL-FM, 105-kw, 90.9 MHz (No. 215), 850-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

WTIU Bloomington Ch. 30

Non-Commercial Educational Station

Licensee: Trustees of Indiana University, Bloomington, Ind.

Studio: Indiana University, Bloomington (47401).

Telephone: 812-337-5900.

Transmitter: .5-mi. SE of Bloomington.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 214-kw max. & 200-kw horizontal visual, 42.6-kw max. & 39.8-kw horizontal aural. Antenna: 710-ft. above av. terrain, 644-ft. above ground, 1444-ft. above sea level.

Latitude	39°	08'	32"
Longitude	86°	29'	43"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

FM Affiliate: WFIU, 75-kw, 103.7 MHz (No. 279), 245-ft.

Ownership: Indiana University. John Ryan, pres.

Began Operation: March 3, 1969.

Personnel:

DONLEY F. FEDDERSEN, manager.
HERBERT A. SELTZ, program manager.
WILLIAM H. KROLL, operations manager.
EMMET R. BEEKER JR., chief engineer.

WNIN Evansville Ch. 9

Non-Commercial Educational Station

Licensee: Evansville-Vanderburgh School Corp., 1 S.E. Ninth St., Evansville, Ind. (47708).

Studio: 9201 Petersburg Rd., Evansville, Ind. (47711).

Transmitter: Old Plank Rd., Chandler, Ind.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1040-ft. above sea level.

Latitude	38°	01'	31"
Longitude	87°	21'	43"

TV tape: Recording facilities.

Ownership: Licensee of WPSR-FM, Evansville. Trustees: William A. Foster, pres.; Delbert B. Christmas, v.p.; Mrs. Otto H. Schnakenburg, secy.; Guy Nicholson, A. Russell Wood, Guthrie May, Dr. C. K. Newsome.

Began Operation: March 15, 1970.

Represented (engineering) by Paul Ford.

Personnel:

ROBERT S. EDELMAN, director.
FRANCIS HERTEL, chief engineer.
T. O. DONOVAN, program director.
LARRY VONDERAHE, production manager.

WFYI Indianapolis Ch. 20

Non-Commercial Educational Station

Licensee: Metropolitan Indianapolis TV Assn. Inc., 1440 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1440 N. Meridian St.

Telephone: 317-639-5591.

Transmitter: 79th St. & Township Line.

912-b

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 676-kw visual, 132-kw aural. Antenna: 250-ft. above av. terrain, 262-ft. above ground, 1092-ft. above sea level.

Latitude	39°	53'	59"
Longitude	86°	12'	02"

TV tape: Recording facilities. Color: Network & tape.

Began Operation: Oct. 4, 1970.

Ownership: Non-profit corp., David P. Williams III, pres.

Personnel:

JAMES SHEETZ, chief engineer.

WIPB Muncie Ch. 49

Non-Commercial Educational Station

Licensee: Ball State University, 2000 University Ave., Muncie, Ind. (47303).

Transmitter: State Rd. No. 35, SE of Muncie.

Studio: 2000 Euclid Ave. (47304).

Telephone: 317-285-4771.

Technical Facilities: Channel No. 49 (680-686 MHz). 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"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Ball State University. Alexander M. Bracken, pres.; George F. Stevens, v.p.; Will H. Parker, secy.; Dorothy O'Maley, asst. secy.; Harold Wallace, Dr. Dean Speicher & F. Edwin Schouweiler, trustees.

Began Operation: May 8, 1953 as a commercial station. Sale to present owner by Donald A. Burton & assoc. approved by FCC Oct. 8 1971. Non-commercial operation began Oct. 31, 1971.

Represented (legal) by Schwartz & Woods.

Personnel:

ROBERT W. FAULL, general manager.
RICHARD J. STAWICKI, operations director.
RONALD P. WOLF, program director.
GARVIN A. PHILLIPS, chief engineer.

WCAE St. John Ch. 50

Non-Commercial Educational Station

Licensee: Lake Central School Corp., St. John, Ind. (46373).

Studio: 123 Sesame St., St. John, Ind. (46373).

Telephone: 219-365-5150.

Transmitter: Rt. 41.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1037-ft. above sea level.

Latitude	41°	28'	01"
Longitude	87°	28'	25"

Requests change to 2372-kw max. visual, 474-max. aural, 417-ft. above av. terrain, 444-ft. above ground, 1029-ft. above sea level, lat. 41° 39' 28", long. 87° 30' 28"; transmitter to 3800 S. Calumet Ave., Hammond. BPET-394.

TV tape: Recording facilities. Color: Network.

Ownership: Lake Central School Corp.

Began Operation: Sept. 20, 1967.

Personnel:

LOUIS IACONETTI, general manager.
ROBERT BELL, operations engineer.
HARRY GARBA, chief engineer.
TED LUCAS, program director.
DANA GRIFFIN, dir. of promotions & public relations.
JOHN HOPKINS, production director.
VENA PERRINGS, secretary.

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

Licensee: Board of Trustees for Vincennes University, 1002 N. First St. (47591).

Studio: 1029 N. 4th St., Vincennes.

Transmitter: SW of Indiana Hwy. 61, 3-mi. SE of Vincennes.

Telephones: 812-882-3350, Ext. 345 & 812-882-6525.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 56.2-kw visual, 5.62-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"

Requests CP for change to 2870-kw max. visual, 287-kw max. aural, 568-ft. above av. terrain, 562-ft. above ground, 1062-ft. above sea level. BPET-419.

TV tape: Recording facilities. Color: Network & tape.

News Wire Service: UPI.

Ownership: Board of 27 trustees, Clarence J. McCormick, 1st v.p.

Began Operation: Feb. 15, 1968.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

ISAAC K. BECKES, president.

ROBERT R. STEVENS, general manager.

WAYNE SCHULER, chief engineer.

IOWA

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)

KDIN-TV

Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Ia. (50306).

Studio: 2801 Bell Ave., Des Moines, Iowa (50320).

Telephones: 515-685-3132 (Transmitter); 515-280-1120 (Administration). TWX No.: 910-520-2656.

Transmitter: 1-mi. S of Alleman, Iowa.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw max. & 221-kw horizontal visual, 31.6-kw max. & 22.1-kw horizontal aural. Antenna: 1973-ft. above av. terrain, 2000-ft. above ground, 2988-ft. above sea level.

Latitude	41°	48'	33"
Longitude	93°	36'	53"

Indiana-Kansas Educational

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: State of Iowa.

Began Operation: April 27, 1959.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. MONTGOMERY, executive director.

MIKE LABONIA, dir. of programming.

DON SAVERAID, dir. of engineering.

KIIN-TV

Iowa City

Ch. 12

Non-Commercial Educational Station

Grantee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines (50306).

Studio: 2801 Bell Ave., Des Moines (50321).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1449-ft. above ground, 2249-ft. above sea level.

Latitude	41°	43'	14.5"
Longitude	91°	20'	29.5"

Telephones: 319-643-2620 (Transmitter); 515-280-1120 (Administration).

Color: Network.

Ownership: State of Iowa.

Began Operation: Feb. 8, 1970.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. MONTGOMERY, executive director.

MICHAEL J. LABONIA, director of programming.

DON D. SAVERAID, director of engineering.

KANSAS

KTWU

Topeka

Ch. 11

Non-Commercial Educational Station

Licensee: Washburn University of Topeka, 17th & College Sts.

Studio: Signal Hill, Wanamaker Rd. N.

Telephone: 913-272-8181.

Transmitter: 1.5-mi. W of city limits.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above av. terrain, 952-ft. above ground, 2029-ft. above sea level.

Latitude	39°	03'	51"
Longitude	95°	45'	49"

TV tape: Recording facilities.

Color: Network, 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 ETV & station manager.

PAUL CORBIN, program dir. & operations manager.

ERNEST HEDGES, chief engineer.

JOAN HANKAMMER, promotion director.

Kansas-Kentucky Educational

KPTS

Wichita-Hutchinson

Ch. 8

Non-Commercial Educational Station

Licensee: Sunflower ETV Corp., 309 E. 3rd St., Wichita, Kan. (67202).

Studio: 309 E. Third St., Wichita.

Transmitter: E. 4th St. & Buhler Rd., 8.2-mi. E of Hutchinson.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 800-ft. above av. terrain, 780-ft. above ground, 2325-ft. above sea level.

Latitude	38°	03'	21''
Longitude	97°	46'	35''

Telephone: 316-262-8471.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Sunflower ETV Corp. officers: T. T. Morris Jr., pres.; Dale K. Ouzts, exec. v.p.; Richard Dillon, Ken Brasted II, Mrs. Don Reed, Mrs. James Devlin, vice presidents; D. Clifford Allison, secy.; Dale King, treas.

Began Operation: Jan. 5, 1970.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

DALE K. OUZTS, executive vice president & general manager.
ROBERT NELSON, production manager.
LOWELL DUELL, director of instructional television.
DAVID BREWER, program manager.
BARNEY CANSLER, business manager.
HOWARD SMITH, director of engineering.
C. C. WAGNER II, director of development.
LYNNE LARSEN, promotion manager.

KENTUCKY

WKAS

Ashland

Ch. 25

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington. Transmitter: DeBord Hill.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 9.6-kw visual, 1.92-kw aural. Antenna: 500-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level.

Latitude	38°	27'	45''
Longitude	82°	37'	13''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WKGB

Bowling Green

Ch. 53

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: U.S. 231, 2.8-mi. N of Hadley.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 667-kw max. & 550-kw horizontal visual, 113-kw max. & 110-kw horizontal aural. Antenna: 810-ft. above av. terrain, 614-ft. above ground, 1370-ft. above sea level.

Latitude	37°	05'	22''
Longitude	86°	38'	05''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WCVN

Covington

Ch. 54

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky.

Studio: See WKLE, Lexington.

Transmitter: Tower View St., Taylor Mill, Ky.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 8-kw visual, 1.6-kw aural. Antenna: 405-ft. above av. terrain, 309-ft. above ground, 1129-ft. above sea level.

Latitude	39°	01'	50''
Longitude	84°	30'	23''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 8, 1969.

Personnel: See WKLE, Lexington.

WKZT

Elizabethtown

Ch. 23

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education, Frankfort, Ky.

Studio: See WKLE, Lexington.

Transmitter: Hawkins Drive, 1-mi. SE of Elizabethtown.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 688-kw max. & 575-kw horizontal visual, 128-kw max. & 115-kw horizontal aural. Antenna: 652-ft. above av. terrain, 651-ft. above ground, 1446-ft. above sea level.

Latitude	37°	40'	55''
Longitude	85°	50'	32''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WKHA

Hazard

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky.

Studio: See WKLE, Lexington.

Transmitter: Buffalo Knob, 3.6-mi. S of Hazard.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 645-kw max. & 417-kw horizontal visual, 129-kw max. & 83.2-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 605-ft. above ground, 2630-ft. above sea level.

Latitude	37°	11'	34''
Longitude	83°	11'	16''

Ownership: See WKLE, Lexington.

Began Operation: Dec. 16, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

WKLE
Lexington-Richmond

Ch. 46

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Network Center: Cooper Drive, Lexington.

Transmitter: .4-mi. S of Clays Ferry, Ky.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 625-kw max. & 525-kw horizontal visual, 125-kw max. & 105-kw horizontal aural. Antenna: 874-ft. above av. terrain, 854-ft. above ground, 1764-ft. above sea level.

Latitude	37°	52'	45"
Longitude	84°	19'	33"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: Ky. State Board of Education. Operated by Kentucky Authority for ETV. Governing board: Dr. Richard Van Hoose, Marion W. Gumm, Wendell P. Butler, Don C. Bale, Dr. Otis Singletary, Dr. Robert R. Martin, J. M. Ripley, James G. Apple & Alvis Temple.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel:

O. LEONARD PRESS executive director.
RONALD B. STEWART, director of engineering & production.

WKMJ
Louisville

Ch. 68

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Bald Knob, New Albany, Ind.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1176-kw max. & 794-kw horizontal visual, 219-kw max. & 159-kw horizontal aural. Antenna: 820-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02"
Longitude	85°	49'	53"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 2, 1970.

Personnel: See WKLE, Lexington.

WKPC-TV
Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newburg Rd., Louisville (40218).

Studio: 4309 Bishop Lane, Box 1515, Louisville, Ky. (40201).

Telephone: 502-459-9572.

Transmitter: Route 1, Floyd Knobs, Ind. Telephone: 812-945-7851.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 295-kw max. & 263-kw horizontal visual, 52.8-kw max. & 46.8-kw horizontal aural. Antenna: 877-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02"
Longitude	85°	49'	53"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Board of Education, Richard Van Hoose, supt.

Began Operation: Sept. 8, 1958.

1972-73 Edition

Kentucky Educational

Represented (legal) by Schwartz & Woods.

Personnel:

JERRY D. WEAVER, exec. v.p. & general manager.
KENNETH LAM, director for ITV.
GORDON WHITELEY, production manager.
CHARLES T. LANDERS, chief engineer
BOB RICHARDSON, producer-coordinator for ITV.
WAYNE TYLER, administrative assistant for development.
ALLEN BLANKENBAKER, director of graphics, film.
KAY GALBRAITH, director of graphics, general.
JERRY FORDYCE, director of public affairs.
JEANNIE DIETRICH, promotion.

WKMA
Madisonville

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: 2.4-mi. E of St. Charles Rt. 62, Madisonville.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 614-kw max. & 513-kw horizontal visual, 123-kw max. & 102-kw horizontal aural. Antenna: 1043-ft. above av. terrain, 995-ft. above ground, 1545-ft. above sea level.

Latitude	37°	11'	25"
Longitude	87°	30'	47"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WKMR
Morehead

Ch. 38

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Near USDA Lookout Tower.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 683-kw max. & 562-kw horizontal visual, 137-kw max. & 112-kw horizontal aural. Antenna: 965-ft. above av. terrain, 605-ft. above ground, 1986-ft. above sea level.

Latitude	38°	10'	38"
Longitude	83°	24'	18"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WKMU
Murray-Mayfield

Ch. 21

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: 1.67-mi. NNW of Farmington, Ky.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 691-kw max. & 575-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 663-ft. above av. terrain, 652-ft. above ground, 1182-ft. above sea level.

Latitude	36°	41'	33"
Longitude	88°	32'	10"

(Continued on next page)

Kentucky-Maine Educational

WKMU, Murray-Mayfield—(Continued)

Ownership: See WKLE, Lexington.

Began Operation: Oct. 9, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

WKON

Owenton

Ch. 52

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Owen County High School.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 691-kw max. & 550-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 710-ft. above av. terrain, 598-ft. above ground, 1548-ft. above sea level.

Latitude	38°	31'	32"
Longitude	84°	48'	40"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

WKPI

Pikeville

Ch. 22

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Flatwoods Mtn., 5.5-mi. from State Rt. 197.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1320-kw max. & 468-kw horizontal visual, 264-kw max. & 93.3-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 153-ft. above ground, 2994-ft. above sea level.

Latitude	37°	17'	06"
Longitude	82°	31'	29"

Ownership: See WKLE, Lexington.

Began Operation: Jan. 13, 1969.

Personnel: See WKLE, Lexington.

WKSO

Somerset

Ch. 29

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Dye Knob, Rt. 837, near Somerset.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 584-kw max. & 378-kw horizontal visual, 117-kw max. & 75.6-kw horizontal aural. Antenna: 1460-ft. above av. terrain, 996-ft. above ground, 2526-ft. above sea level.

Latitude	37°	10'	00"
Longitude	84°	49'	28"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

LOUISIANA

WYES-TV

New Orleans

Ch. 12

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Studio: 916 Navarre Ave., P. O. Box 24026 (70124).

Transmitter: Paris Rd., near Chalmette, La.

Telephone: 486-5511.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. 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"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation. Officers: Louis Freeman, pres.; Charles L. Blackburn, Alfred W. Brown, Harry S. Kaufman Jr., vice presidents; Mrs. Samuel Logan, secy.; Francis C. Doyle, treas.

Began Operation: April 1, 1957 on Ch. 8. Switched to Ch. 12 June 1970.

Represented (legal) by Jorgensen & Resnick.

Personnel:

W. S. HART, executive vice president & general manager.

WILLIAM G. KOONCE, business manager.

JOHN A. EVANS, director of programming.

A. E. MAURIN, director of engineering.

JEROME P. DICKHAUS, director of development.

WWL-TV

New Orleans

Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALLY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

MAINE

WCBB

Augusta

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Studio: Bates College, Lewiston, Me.

Transmitter: 10-mi. ENE of Lewiston, on Danforth Hill.

Telephone: 783-3542. TWX No.: 710-223-1538.

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Holds CP for change to 309-kw visual, 63-kw aural, 1000-ft. above av. terrain, 640-ft. above ground, 1330-ft. above sea level. BPET-388.

Maine-Maryland Educational**WMEM-TV****Presque Isle**

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Studio: Alumni Hall, U. of Maine, Orono, Me. (04473).

Transmitter: Mars Hill, 15-mi. S of Presque Isle.

Telephone: 207-581-7551 (Orono). TWX No.: 710-229-1091.

TV tape: Recording facilities (at Orono).

Color: Network & tape.

News Wire Service: AP, UPI.

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

MARYLAND**WMPB****Baltimore**

Ch. 67

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio & Transmitter: Owings Mills, Md.

Telephone: 301-356-5600.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 200-kw max. & 129-kw horizontal aural. Antenna: 820-ft. above av. terrain, 693-ft. above ground, 1349-ft. above sea level.

Latitude	39°	27'	01"
Longitude	76°	46'	36.5"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: Maryland Public Bcstg. Commission, Leonard H. Rosenberg, chmn.; Fred I. Archibald, vice chmn.; Frederick Breitenfeld Jr., exec. dir. Maryland Public Broadcasting Commission is also licensee of WCPB (TV), Salisbury & holds a CP for Ch. 31, Hagerstown, Md.

Began Operation: Oct. 5, 1969.

Represented (legal) by Schwartz & Woods.

Personnel:

FREDERICK BREITENFELD JR., executive director.

RICHARD S. DUNCAN, director of engineering.

WARREN S. PARK JR., director of programming & operations.

WILLIAM F. HALLSTEAD, dir. of development & community services.

ALVIN WATSON, director of administrative services.

HOMER C. KORNMAN, technical operations manager.

ROBERT JONES, graphic arts manager.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: Bates College (operator of FM radio WRJR, Lewiston, Me.), 33 1/3%; Colby College, 33 1/3%; Bowdoin College, 33 1/3%. (Operator of FM radio WBOR, Brunswick, Me.).

Began Operation: November 13, 1961.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

H. ODELL SKINNER, general manager.

LESTER J. RICHARDS, program manager.

ROBERT H. GARDNER, director of development.

ROLAND A. DESJARDINS, chief engineer.

MRS. LAINA HUOTARI, traffic manager.

WMED-TV**Calais**

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Studio: Alumni Hall, U. of Maine, Orono, Me. (04473).

Transmitter: Top of Conant Hill, Meddybemps, Me.

Telephone: 207-581-7551 (Orono). TWX No.: 710-229-1091.

TV tape: Recording facilities (at Orono).

Color: Network & tape.

News Wire Service: AP, UPI.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude	45°	01'	44"
Longitude	67°	19'	24"

Ownership: University of Maine, a state institution, see WMEB-TV, Orono, Me.

Began Operation: Sept. 23, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

WMEB-TV**Orono**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Studio: Alumni Hall, U. of Maine, Orono, Me.

Transmitter: 10-mi. SE of Orono on Blackcap Mt., East Eddington.

Telephone: 207-581-7551 (Orono). TWX No.: 710-229-1091.

Technical Facilities: Channel No. 12 (204-210 MHz). 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"

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP, UPI.

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 R. MORISON, general manager.

KENNETH KRALL, television program director.

ROGER W. HODGKINS, assistant to general manager.

EDWARD WINCHESTER, chief engineer.

CARL MASON, network transmitter supervisor.

CALVIN M. THOMAS II, director of program development.

ERIK VAN de BOGART, director of educational services.

Maryland-Mich. Educational

WCPB Salisbury

Ch. 28

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio: See WMPB, Baltimore.

Transmitter: Emerson Ave. at Deers Head Blvd.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 786-kw max. & 708-kw horizontal visual, 166-kw max. & 149-kw horizontal aural. Antenna: 513-ft. above av. terrain, 551-ft. above ground, 575-ft. above sea level.

Latitude	38°	23'	09"
Longitude	75°	35'	32.5"

TV tape: Recording facilities.

Ownership: See WMPB, Baltimore.

Began Operation: March 18, 1971.

Represented (legal) by Schwartz & Woods.

Personnel: See WMPB, Baltimore.

MASSACHUSETTS

WGBH-TV

Boston

Ch. 2

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston, Mass. (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Telephone: 868-3800.

FM Affiliate: WGBH-FM, 100-kw, 89.7 MHz (No. 209), 550-ft.

Technical Facilities: Channel No. 2 (54-60 MHz). 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. News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

Ownership: Foundation trustees: Presidents of Trustees of Boston Symphony Orchestra, Boston, Brandeis, Brown, Harvard, Northeastern, Tufts & Yale Universities, Massachusetts Institute of Technology, Boston, Simmons & Wellesley Colleges, New England Conservatory of Music; Directors of Museum of Fine Arts & Museum of Science; Trustee of Lowell Institute; Vice President & General Manager of WGBH Educational Foundation.

Began Operation: May 2, 1955.

Represented (legal) by Covington & Burling.

Personnel:

DAVID O. IVES, president.
ROBERT L. LARSEN, general manager.
MICHAEL S. RICE, director of programming.
MARK STEVENS, asst. dir., programming & film buyer.
M. PETER DOWNEY, manager of operations.
THOMAS B. KELLER JR., director of engineering.
GREGORY G. HARNEY, exec. producer, "The Advocates."
PAUL G. GAY, manager of business affairs.
SYLVIA DAVIS, public relations director.

For ETV Networks,
See Services Volume

WGBX-TV

Boston

Ch. 44

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Technical Facilities: Channel No. 44 (650-656 MHz). 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"

Holds CP for change to 403.4-kw max. & 269-kw horizontal visual, 80.7-kw max. & 53.7-kw horizontal aural. BPET-411.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 25, 1967.

Personnel: See WGBH-TV, Boston.

JOHN IRVING, director of education division.

WGBY-TV

Springfield

Ch. 57

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studios: One Armory Square, Springfield (01105); WGBH-TV, Boston.

Telephone: 413-781-2801.

Transmitter: Mt. Tom, Holyoke, Mass.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1192-kw max. & 843-kw horizontal visual, 238.2-kw max. & 169.8-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 234-ft. above ground, 1342-ft. above sea level.

Latitude	42°	14'	30"
Longitude	72°	38'	54"

Color: Network, film, slide & tape.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 26, 1971.

Represented (legal) by Covington & Burling.

Personnel:

JOHN T. CALDWELL JR., general manager.
RUSSELL F. CARPENTER, dir. of development & community relations.
WALTER CUMMINGS, engineer in charge.
ELLEN BRAUDE, traffic & continuity.
JEANEANE GRAY, promotion & publicity.

MICHIGAN

WTVS

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 7441 2nd Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd., Detroit.

Telephone: 313-873-7200.

Transmitter: W. Eleven Mile Rd., between Franklin & Inkster Rds., Southfield, Mich.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 955-kw max. & 617-kw horizontal visual, 61.7-kw aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

Ownership: Foundation officers: Dan F. Smith, pres.; R. T. Johnstone, v.p.; E. Harwood Rydholm, v.p.; Richard E. Cross, v.p.; Dr. Charles Wright, v.p.; Norman B. Weston, treas.; James N. Christianson, exec. director. Following are board members: Mandell Berman, Rev. Malcolm Carron, Walker L. Cisler, Anthony G. DeLorenzo, Mrs. Stephen DuBrul, Fred Erb, Edwin O. George, George E. Gullen Jr., C. Allen Harlan, Charles Hicks, Frank McGinnis, Allen W. Merrell, John Poole, J. William Rioux, Willis Woods, Dr. Charles Wolfe, Mary Fisher, Mrs. Clara Jones, Melvir Kieschnick, Solan W. Weeks, Lonnie Peek, Alan E. Schwartz, Irving Bluestone.

Began Operation: Aug. 8, 1955.

Represented (legal) by Jorgensen & Resnick.

Personnel:

JAMES N. CHRISTIANSON, general manager.
EDGAR B. HENDRY, chief engineer.
JEROME K. TRAINOR, program & operations director.
JACK COSTELLO, production director.
GEORGE COLLINS, public relations director.
AGNES SCOTT, development director.

WCMU-TV

Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant. (48858).

Studio: Anspach Hall, Mt. Pleasant.

Transmitter: 0.4-mi. W of Blue Grass Rd. & old U.S. Rt. #27.

Telephone: 517-774-3105.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 530-ft. above av. terrain, 547-ft. above ground, 1344-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

TV tape: Recording facilities. Color: Network & tape.

Ownership: State institution.

Began Operation: March 29, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

WILLIAM J. GRIGALIUNAS, station manager.
PAUL BAUMGARTNER, chief engineer.
MONTE HIGGINS, program director.

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: 517-355-7440.

TV tape: Recording facilities. Color: Network.

News Wire Service: AP.

AM Affiliate: WKAR, 10-kw, 870 kHz.

Mich.-Minnesota Educational

FM Affiliate: WKAR-FM, 125-kw, 90.5 MHz (No. 213), 930-ft.

Technical Facilities: Channel No. 10 (192-198 MHz). 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"

Began Operation: March 15, 1959.

Represented (legal) by Jorgensen & Resnick.

Personnel:

DR. ARMAND L. HUNTER, dir., division broadcasting services.
ROBERT D. PAGE, station manager.
KAY INGRAM, program manager.
RICHARD BRUNDLE, production manager.
DAVID BOUSE, film director.
RAYMOND WILSON, chief engineer.

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. Telephone: 686-0403.

Transmitter: .8-mi. NNW of Delta Rd. & Four Mile Rd. intersection.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude	43°	33'	42.7"
Longitude	83°	58'	53.7"

TV tape: Recording facilities.

Color: Network.

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 Cohn & Marks.

Personnel:

WILLIAM J. BALLARD, station manager.
RAYMOND A. WOODS, chief engineer.
RONALD A. BLACK, program director.
THOMAS E. HASKELL, operations manager.

MINNESOTA

KWCM-TV

Appleton

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave. St. Paul, Minn. (55108).

Studio & Transmitter: 2-mi. SSE of Appleton.

Mailing Address: West Central Minn. ETV, R.R., Appleton, Minn. (56208).

Telephone: 289-2722.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 1530-ft. above sea level.

Latitude	45°	10'	04"
Longitude	95°	59'	54"

Color: Network, film & slide.

(Continued on next page)

Minn.-Miss. Educational

KWCM-TV, Appleton—(Continued)

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.
STANLEY MUELLER, asst. engineer.
LOIS LOVEHAUG, traffic manager.

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., 210 Bradley Bldg., Duluth, Minn. (55802).

Studio: 210 Bradley Bldg., Duluth.

Transmitter: 4th Ave. West & 10th St., Duluth, Minn.

Telephone: 218-727-8734.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Network, live, film, slide & tape.

Ownership: Non-profit corporation. Harry Newby, pres.; Floyd D. Rudy, 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.
RONALD F. ANDERSON, program director.

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: Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Telephone: 645-0471.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5"
Longitude	93°	07'	27"

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: John C. Savage, pres.; Leonard Heller, v.p.; Philip H. Nason, v.p.; John Schwarzwaldler, exec. v.p.; Andrew Scott, secy.; Peter Spokes, treas. Also owns and operates KTCI-TV, St. Paul and owns KWCM-TV, Appleton, Minn. jointly with West Central Minn. ETV Co.

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.
JOSEPH T. McDERMOTT, operations manager.
LARRY MORRISSETTE, director of special projects.
JEAN M. LYNES, administrative assistant.
GEORGE L. ARMS, project coordinator.
JOSEPH NORTH, director of University programs.
RICHARD F. VOGL, director of college programs.

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: Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Telephone: 645-0471.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 39.7-kw max. & 28.8-kw horizontal visual, 7.94-kw max. & 5.75-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5"
Longitude	93°	07'	27"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: See KTCA-TV, St. Paul, Minneapolis.

Began Operation: May 4, 1965.

Personnel: KTCA-TV personnel also serve at KTCI-TV.

MISSISSIPPI

WMAH

Biloxi

Ch. 19

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 13-mi. E of McHenry.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1480-kw max. & 631-kw horizontal visual, 267-kw max. & 120-kw horizontal aural. Antenna: 1565-ft. above av. terrain, 1535-ft. above ground, 1715-ft. above sea level.

Latitude	30°	45'	14"
Longitude	88°	56'	44"

Began Operation: Jan. 14, 1972.

Ownership: See WMAA, Jackson.

Represented (legal) by Schwartz & Woods.

Personnel: See WMAA, Jackson.

WMAU

Bude

Ch. 17

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 7.75-mi. SE of Bude.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1121-ft. above av. terrain, 1062-ft. above ground, 1542-ft. above sea level.

Latitude	31°	22'	19"
Longitude	90°	45'	05"

Ownership: See WMAA, Jackson.

Began Operation: Jan. 14, 1972.

Represented (legal) by Schwartz & Woods.

Personnel: See WMAA, Jackson.

For CPs & Applications,
See Services Volume

WMAA

Jackson

Ch. 29

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: Eastover Dr., Jackson (39211).

Telephone: 601-982-6565.

Transmitter: 4-mi. SE of Raymond.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 452-kw max. & 307-kw horizontal visual, 90.4-kw max. & 61.4-kw horizontal aural. Antenna: 1958.5-ft. above av. terrain, 1850-ft. above ground, 2270-ft. above sea level.

Latitude	32°	12'	46"
Longitude	90°	22'	54"

Ownership: Mississippi Authority for Educational Television which is also licensee of WMAB, State College & operates WMAH, Bude; WMAU, Biloxi; WMAW, Meridian; holds CPs for Ch. 23, Greenwood; & Ch. 18, Oxford, all Miss.

Began Operation: Feb. 1, 1970.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by W. J. Kessler Associates.

Personnel:

WILLIAM R. SMITH JR., executive director.
BOB W. ROWLAND, associate director, programming.
FORREST L. MORRIS, director of engineering.
BENNIE F. LUCROY, director of education.

WMAW

Meridian

Ch. 14

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 5.5-mi. W of Rose Hill.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1207-ft. above av. terrain, 1065-ft. above ground, 1694-ft. above sea level.

Latitude	32°	08'	18"
Longitude	89°	05'	36"

Ownership: See WMAA, Jackson.

Began Operation: Jan. 14, 1972.

Represented (legal) by Schwartz & Woods.

Personnel: See WMAA, Jackson.

WMAB

State College

Ch. 2

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 2.75-mi. NNE of Ackerman, Miss.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1254-ft. above av. terrain, 1086-ft. above ground, 1727-ft. above sea level.

Latitude	33°	21'	07"
Longitude	89°	08'	56"

Ownership: See WMAA, Jackson.

Began Operation: July 4, 1971.

TV tape: Recording facilities.

Personnel: See WMAA, Jackson.

1972-73 Edition

MISSOURI

KOMU-TV

Columbia

Ch. 8

Licensee: Curators of the University of Missouri.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

KCPT

Kansas City

Ch. 19

Non-Commercial Educational Station

Licensee: Community-Service Broadcasting Mid-America Inc., 1600 Federal Reserve Bank Bldg., Kansas City, Mo. (64106).

Studio: Board of Education Building, 1211 McGee St.

Transmitter: City Hall, 414 E. 12th St.

Telephones: 816-221-6789, 816-461-8100.

Technical Facilities: Channel No. 19 (500-506 MHz). 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"

Requests CP for change to 984.44-kw max. & 870-kw horizontal visual, 190-kw max. & 170-kw horizontal aural, 1164-ft. above av. terrain, 1222-ft. above ground, 2046-ft. above sea level, lat. 39° 04' 59", long. 94° 28' 49", transmitter to 21st St. & Stark Ave., Village of Blue Summit. BPET-427.

TV tape: Recording facilities.

Ownership: Nonprofit corp. Edward T. Matheny Jr., pres.; George E. Powell, v.p.; Dr. Carleton Scofield, secy.; Michael F. Mayer, treas.

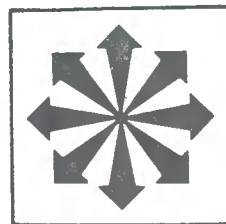
Began Operation: March 22, 1961 as KCSD-TV. Transferred to present owner Dec. 1971.

Represented (legal) by Dow, Lohnes & Albertson, Washington, D.C. Caldwell, Eastin, Blackwell & Oliver, Kansas City, Mo.

Personnel:

ZOEL PARENTEAU, station manager.
TOREY SOUTHWICK, program manager.
CLYDE HOWE, chief engineer.
DAVE POMEROY, promotion director.

BLACKBURN & COMPANY, INC.



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BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Mo.-Nebraska Educational

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: Hageman & Butler Hill Rd.

Telephone: 314-863-0995.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 1078-ft. above av. terrain, 1073-ft. above ground, 1648-ft. above sea level.

Latitude	38°	28'	56"
Longitude	90°	23'	53"

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: Commission officers: William L. Davis, chmn.; C. W. Duffy, vice chmn.; F. W. McCalpin, secy.; Dr. Bob J. Foutes, treas.

Began Operation: Sept. 20, 1954.

Personnel:

ROBERT C. GLAZIER, executive director.
JACK VINES, director of engineering.
JAMES B. BARNES, director of program services.
A. GORDON REEL, director of studio productions.
DON JEFFRIES, director of film productions.

NEBRASKA

KTNE-TV Alliance Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: 4½-mi. ESE of Angora, Neb.

Color: Network.

Telephones: 308-262-1138 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

Personnel: See KUON-TV, Lincoln.

LINDALL ROGOWSKI, transmitter supervisor.
HENRY CRONIN, director of engineering, Lincoln.
JOE VAN LOAN, chief engineer, Lincoln.

KMNE-TV Bassett Ch. 7

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

922-b

Transmitter: 17-mi. SSE of Bassett.

Telephones: 402-684-3850 (Transmitter); 402-472-3611 (Commission Office).

Color: Network.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1484-ft. above av. terrain, 1524-ft. above ground, 4049-ft. above sea level.

Latitude	42°	20'	17.4"
Longitude	99°	29'	17.7"

Ownership: See KLNE-TV, Lexington.

Began Operation: Sept. 1, 1967.

Personnel: See KUON-TV, Lincoln.

RICHARD NELSON, transmitter supervisor.
HENRY CRONIN, director of engineering, Lincoln.
JOE VAN LOAN, chief engineer, Lincoln.

KHNE-TV Hastings Ch. 29

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: 3.5-mi. E of Giltner, Neb.

Telephones: 402-694-3970 (Transmitter); 402-472-3611 (Commission Office).

Color: Network.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1568-kw max. & 383-kw horizontal visual, 76.6-kw aural. Antenna: 1216-ft. above av. terrain, 1238-ft. above ground, 3049-ft. above sea level.

Latitude	40°	46'	16.5"
Longitude	98°	05'	21.9"

Ownership: See KLNE-TV, Lexington.

Began Operation: Nov. 1, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KUON-TV, Lincoln.

EUGENE SEIER, transmitter supervisor.
HENRY CRONIN, director of engineering, Lincoln.
JOE VAN LOAN, chief engineer, Lincoln.

KLNE-TV Lexington Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: 6-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Color: Network, live, film, slide & tape.

Telephone: 308-337-2311 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 3 (60-66 MHz). 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; KYNE-TV, Omaha; KRNE-TV, Merriman; KHNE-TV, Hastings, all Neb.

Began Operation: Sept. 6, 1965.

TV Factbook No. 42

Personnel: See KUON-TV, Lincoln.

HENRY CRONIN, director of engineering, NETC, Lincoln.

BERT SHAVER, transmitter supervisor.

JOE VAN LOAN, chief engineer, Lincoln.

KUON-TV

Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Neb. (68508).

Studio: University of Nebraska, East Campus.

Transmitter: 1.25-mi. W, 3-mi. N. of Memphis, Neb.

Telephone: 402-472-3611.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 310-kw visual, 31-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, live, film, slide & tape.

Ownership: University of Nebraska. KUON-TV is repeated by the separately-owned stations belonging to the Nebraska Educational Television 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.

RON HULL, program manager.

JERRY DE PRENGER, assistant program manager.

W. BOYD ROONEY, asst. general manager, operations.

PAUL FEW, asst. manager, administration.

ED VITZTHUM, information director.

HENRY CRONIN, director of engineering.

LA MOINE CUCAK, distribution specialist.

JOE VAN LOAN, chief engineer.

JOHN FLOWER, special projects coordinator.

KRNE-TV

Merriman

Ch. 12

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: See KLNE-TV, Lexington.

Color: Network.

Transmitter: 17-mi. S of Merriman.

Telephones: 308-684-3300 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 182-kw visual, 18.2-kw aural. Antenna: 1066-ft. above av. terrain, 1029-ft. above ground, 4567-ft. above sea level.

Latitude	42°	40'	37.9"
Longitude	101°	42'	35.5"

Ownership: See KLNE-TV, Lexington.

Began Operation: Dec. 9 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KUON-TV, Lincoln.

HAL WEAKLY, transmitter supervisor.

HENRY CRONIN, director of engineering, Lincoln.

JOE VAN LOAN, chief engineer, Lincoln.

Nebraska Educational

KXNE-TV

Norfolk

Ch. 19

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: 5-mi. SW on Hwy. 94, near Carroll, Neb.

Represented (engineering) by Jansky & Bailey.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2830-kw max. & 308-kw horizontal visual, 61.6-kw aural. Antenna: 1042-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

Color: Network.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington.

Began Operation: Nov. 10, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

GENE HESKETT, transmitter supervisor.

HENRY CRONIN, director of engineering, Lincoln.

JOE VAN LOAN, chief engineer, Lincoln.

KPNE-TV

North Platte

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: Route 25, 11-mi. S of Sutherland, Neb.

Telephones: 308-386-4415 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4216-ft. above sea level.

Latitude	41°	01'	16.3"
Longitude	101°	09'	9.8"

TV tape: Recording facilities. Color: Network & tape.

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: See KUON-TV, Lincoln.

LARRY EVANS, transmitter supervisor.

HENRY CRONIN, director of engineering, Lincoln.

JOE VAN LOAN, chief engineer, Lincoln.

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Neb.-New Hampshire Educational

KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska ETV Commission, Box 83111, Lincoln, Neb. (68501).

Transmitter: U. of Neb. at Omaha campus, Omaha, Neb.

Telephones: 402-553-4700 (Studio & transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 26 (542-548 MHz). 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''

Color: Live, film, slide & tape.

Ownership: Operated as a non-profit commission, see KLNE-TV, Lexington.

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.

PAUL BORGE, station manager.

LEON BENSCHOTER, program director.

GEORGE RAGAN, supervising engineer.

HENRY CRONIN, dir. of engineering, NETC, Lincoln.

JOE VAN LOAN, chief engineer, Lincoln.

NEVADA

KLVX

Las Vegas

Ch. 10

Non-Commercial Educational Station

Licensee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Studio: 5700 Mountain Vista St., Las Vegas (89109).

Telephone: 702-451-1026.

Transmitter: 2-mi. SW of Henderson, Nev.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 294-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 & tape.

Ownership: Clark County School District. Officers: Glen C. Taylor, pres.; Helen Cannon, v.p.

Began Operation: March 25, 1968.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Hammett & Edison.

Personnel:

RONALD D. HAWLEY, director, television services.

JACK LEMEN, station manager.

BILL SPENCER, engineering supervisor.

ALTHEA THOMAS, promotion manager.

JOHN HARKER, operations manager.

RITA FUNK, traffic & continuity assistant.

NEW HAMPSHIRE

WEDB-TV

Berlin

Ch. 40

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: North peak of Pine Mtn., 2-mi. SSW of Gorham.

Studio: See WENH, Durham.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 10.5-kw visual, 2.09-kw aural. Antenna: 300-ft. above av. terrain, 177-ft. above ground, 2437-ft. above sea level.

Latitude	44°	22'	16''
Longitude	71°	12'	53''

Ownership: See WENH, Durham.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

WENH

Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: Memorial Union Bldg. Transmitter: Saddleback Mt.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 980-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. Color: Network & tape.

Ownership: State of N.H.; Thomas N. Bonner, pres., U. of N.H.; N.H. Public Bcstg. Council.

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.

B. THEODORE WARD, assistant program manager.

LYN SAWYER, publicity director.

DAVIS W. GRIFFITH, director of development.

DAVID BURGESS, studio engineering supervisor.

WHED-TV

Hanover

Ch. 15

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: Moose Mtn., 6.3-mi. E of Hanover.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 37.2-kw visual, 7.44-kw aural. Antenna: 1280-ft. above av. terrain, 448-ft. above ground, 2338-ft. above sea level.

Latitude	43°	42'	30''
Longitude	72°	09'	16''

Ownership: See WENH, Durham.

Began Operation: April 11, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

WEKW-TV

Keene

Ch. 52

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: Derry Hill, 8-mi. NNW of Keene.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 37.5-kw visual, 7.5-kw aural. Antenna: 1080-ft. above av. terrain, 500-ft. above ground, 2017-ft. above sea level.

Latitude	43°	02'	00''
Longitude	72°	22'	04''

Ownership: See WENH, Durham.

Began Operation: May 21, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

WLED-TV

Littleton

Ch. 49

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: See WENH, Durham.

Transmitter: 3.8-mi. NE of Littleton-Mann Hill.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 36.7-kw visual, 7.35-kw aural. Antenna: 1280-ft. above av. terrain, 443-ft. above ground, 2426-ft. above sea level.

Latitude	44°	21'	14''
Longitude	71°	44'	23''

Ownership: See WENH, Durham.

Began Operation: February 8, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

Hogan-Feldmann, Inc.

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NEW JERSEY

WNJT

Trenton

Ch. 52

Non-Commercial Educational Station

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Studio: 1573 Parkside Ave.

Transmitter: 3200 Brunswick Pike, Route 1, Lawrence Twp.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1939-kw max. & 818-kw horizontal visual, 302-kw max. & 127-kw horizontal aural. Antenna: 890-ft. above av. terrain, 989-ft. above ground, 1049-ft. above sea level.

Latitude	40°	17'	00''
Longitude	74°	41'	20''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Ownership: State of New Jersey. Dr. Edward J. Meade Jr., chairman, N.J. Public Bcstg. Authority.

Began Operation: April 5, 1971.

Personnel:

DR. LAWRENCE T. FRYMIRE, executive director.
WILLIAM H. KING, associate executive director.
DOUGLAS G. LEONARD, director of programming.
JOHN T. WILNER, director of engineering.
WILLIAM H. PETTIT, director of information.
DONALD C. McMEANS, director of community services.
G. MATHIS SLEEPER, director of development.
MARY JANE PHILLIPS, director of educational services.
SEATON SCHROEDER, director of production facilities.
THADDEUS J. SHEFT, assistant chief of engineering.
LARRY H. WILL, technical operations coordinator.
JOHN KIPPY CASH, director of news services.

NEW MEXICO

KNME-TV

Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque (87102).

Studio: 1130 University N. Transmitter: Sandia Crest.

Telephone: 505-277-2121. TWX No: 910-989-1649.

Technical Facilities: Channel No. 5 (76-82 MHz). 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, live, 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, general manager.
ANTHONY S. TIANO, program manager.
ROBERT M. GORDON, technical manager.
HOWARD A. CHISHOLM, operations & production manager.

NEW YORK

WSKG

Binghamton

Ch. 46

Non-Commercial Educational Station

Licensee: Southern Tier ETV Association Inc., Woodrow Wilson School, 287 Prospect St., Binghamton, N.Y. (13902).

Studio: Woodrow Wilson School. Telephone: 607-798-7177.

Mailing address: P.O. Box 954, Binghamton (13902).

Transmitter: Ingraham Hill Rd., Binghamton, N.Y.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 603-kw max. & 500-kw horizontal visual, 121-kw max. & 100-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 924-ft. above ground, 2545-ft. above sea level.

Latitude	42°	03'	22"
Longitude	75°	56'	39"

TV tape: Recording facilities.

Color: Network & tape.

Ownership: Non-profit organization. Salvatore A. Fauci, chairman.

Began Operation: May 12, 1968.

Personnel:

PHILLIP P. JACKSON, general manager.
DENNIS DUNBAR, chief engineer.
MARY DOOLITTLE, business manager.
CAROL KOFFARNUS, development director.

WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14203).

Studio: Lafayette Hotel. Telephone: 716-854-4756.

Transmitter: 2065 Elmwood Ave.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1160-kw max. & 910-kw horizontal visual, 116-kw max. & 91-kw horizontal aural. Antenna: 720-ft. above av. terrain, 738-ft. above ground, 1345-ft. above sea level.

Latitude	42°	57'	14"
Longitude	78°	52'	37"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Non-stock educational corp. Joseph V. Brocato, 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, president.
GORDON KNAIER, director of engineering.
JOHN L. HUTCHINSON, director of programming.
VINCENT F. SAELE, director of development.
ANTHONY BUTTINO, director of educational services.
WILBUR L. GEORGE, production manager.
GREGG R. BORLAND, publicity manager.
ROBERT TOOLE, business manager.

WLIW
Garden City

Ch. 21

Non-Commercial Educational Station

Licensee: Long Island ETV Council Inc., Ellington Ave. W., Garden City, N.Y. (11530).

926-b

Studio: Ellington Ave. W.

Telephone: 516-248-2140.

Transmitter: Ellington Ave. W., Garden City.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 724-kw max. & 692-kw horizontal visual, 135-kw max. & 129-kw horizontal aural. Antenna: 380-ft. above av. terrain, 409-ft. above ground, 495-ft. above sea level.

Latitude	40°	43'	55.0"
Longitude	73°	36'	12.4"

News Wire Service: UPI.

Ownership: Non-profit educational corp. chartered by Board of Regents. Daniel Sweeney, pres.

Began Operation: Jan. 14, 1969.

Represented (legal) by Jorgensen & Resnick.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

CHARLES R. BELL, general manager.
GERALDINE ROCHOW CARMODY, program director.
EDITH C. IALEGGIO, director of community relations.
SAMUEL C. EDSALL, chief engineer.

WNET

New York-Newark

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York, N.Y. (10019).

Studios: 55th St. & 9th Ave. and 345 E. 46th St., New York, N.Y.; 1020 Broad St., Newark, N.J. (07114).

Office: 304 W. 58th St., New York, N.Y. (10019).

Transmitter: Empire State Bldg.

Telephone: 581-6000.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 176-kw visual, 5.37-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"

Requests CP for change to 62-kw visual, 12.4-kw aural, 1637-ft. above av. terrain, 1726-ft above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to #1 World Trade Center, New York.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Ownership: Educational Corp. Ethan Allen Hitchcock, chairman of board.

Began Operation: Sept. 16, 1962.

Personnel:

JAMES DAY, president.
WARD B. CHAMBERLIN JR., executive vice president.
JOHN J. ISELIN, vice president & general manager.
CURTIS MESSINGER, vice president, finance.
FRANK LEICHT, v.p. & dir., program administration.
JACK WILLIS, program coordinator.
GERARD APPY, vice president, operations.
MALCOLM ALBAUM, director of engineering.

WNYE-TV

New York

Ch. 25

Non-Commercial Educational Station

Licensee: 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.

FM Affiliate: WNYE, 20-kw, 91.5 MHz (No. 218), 415-ft.

TV Factbook No. 42

Technical Facilities: Channel No. 25 (536-542 MHz). 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.

Ownership: Board of Education, City of New York.

Began Operation: April 3, 1967.

Represented (legal) by Cohn & Marks.

Personnel:

JAMES F. MACANDREW, director of broadcasting.
MRS. CECIL H. SUFFERN, asst. dir. of broadcasting, programming & production.
HARRY HIRSCH, asst. director of broadcasting, technical.
FLORENCE M. MONROE, asst. administrative director.
JERRY SILVERSTEIN, supervisor of production.

WNPI-TV

Norwood

Ch. 18

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Studio: See WNPE-TV, Watertown.

Transmitter: Approx. 2.2-mi. ESE of S. Colton.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 667-kw max. & 556-kw horizontal visual, 100-kw max. & 83.4-kw horizontal aural. Antenna: 794-ft. above av. terrain, 754-ft. above ground, 1989-ft. above sea level.

Latitude	44°	29'	30''
Longitude	74°	51'	29''

Began Operation: Sept. 5, 1971.

Ownership: See WNPE-TV, Watertown.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Cohen & Dippell.

Personnel: See WNPE-TV, Watertown.

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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 21 (512-518 MHz). 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''

Ownership: Non-profit association. Edward P. Curtis Jr., chairman.

Began Operation: Sept. 6, 1966.

Represented (legal) by Schwartz & Woods.

Personnel:

WILLIAM J. PEARCE, president & general manager.
WILLIAM E. HALEY, program director.
JAMES W. HARRINGTON, community relations director.
GERALDINE McMULLEN, school relations director.
WALTER M. HARRISON, chief engineer.

New York Educational

WMHT

Schenectady-Albany-Troy

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Box 17, Schenectady, N.Y. (12301).

Studio: 17 Fern Ave., Schenectady. Telephone: 518-356-1700.

Transmitter: RD 1, Voorheesville, N.Y. Twp. of New Scotland, N.Y.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 214-kw max. & 191-kw horizontal visual, 42.7-kw max. & 38-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''

Holds CP for change to 2570-kw max. & 1950-kw horizontal visual, 513-kw max. & 389-kw horizontal aural, 950-ft. above av. terrain, 230-ft. above ground, 1750-ft. above sea level. BPET-392.

TV tape: Recording facilities.

Color: Network, live & tape.

Ownership: Mohawk-Hudson Council on Educational TV Inc., Box 17, Schenectady, N.Y. (12301). Richard Weber, chmn.

Began Operation: March 26, 1962.

Represented (legal) by Schwartz & Woods.

Personnel:

DONALD E. SCHEIN, president & general manager.
CALEB PAINE, vice president.
ALBERT G. ZINK, program manager.
CHARLES L. MADAY JR., instructional services manager.
ROBERT SCHLIEMAN, manager of engineering.
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 MHz). 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, live, film, slide & tape.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

RICHARD H. THOMAS, president & general manager.
S. PAUL BARRON, director of engineering.
THEODORE WEINHEIMER, program manager.
WILLIAM J. UPWOOD, production manager.
JACK DUNN, controller.
M. ELIZABETH NOCERA, instructional services director.

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WNPE-TV

Watertown

Ch. 16

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Studio: P.O. Box 114, Watertown.

Transmitter: State Rt. 194, .7-mi. SW of Pinckney Corners, near Watertown.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 618-kw max. & 525-kw horizontal visual, 123.6-kw max. & 105-kw horizontal aural. Antenna: 1214-ft. above av. terrain, 939-ft. above ground, 2509-ft. above sea level.

Latitude	43°	51'	44"
Longitude	75°	43'	40"

Began Operation: Aug. 9, 1971.

Ownership: Non-profit organization. William H. Case, pres.; James E. McVean, v.p.; Marion G. Wager, secy.; Robert J. Hanrahan, treas. Also licensee of WNPI-TV, Norwood, N.Y.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Cohen & Oippell.

Personnel: RICHARD A. JONES, general manager.
JAMES W. EOWAROS, chief engineer.

NORTH CAROLINA

WUNF-TV

Asheville

Ch. 33

Non-Commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

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.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 80-kw max. & 3.63-kw horizontal 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"

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; Carmichael Bldg., Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephones: 919-933-8191, Administration; 919-933-2088, Engineering.

TV tape: Recording facilities.

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

Color: Network, film, slide & tape.

News Wire Service: AP, UPI, ESSA.

Facsimile Service: UPI.

Ownership: University officials: William C. Friday, pres.; H. Brooks James, v.p. Also operates educational WUNO-TV, Ch. 2, Columbia; WUNF-TV, Ch. 33, Asheville; WUNG-TV, Ch. 58, Concord; WUNE-TV, Ch. 17, Linville; WUNJ-TV, Ch. 39, Wilmington; WUNK-TV, Ch. 25, Greenville & WUNL-TV, Ch. 26, Winston-Salem, all N.C.

Began Operation: Jan. 8, 1955.

Personnel:

GEORGE E. BAIR, director of educational television.

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.

ROBERT E. MISS, director of program operations.

WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Licensee: Charlotte-Mecklenburg Board of Education.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte (28205).

Telephone: 704-372-2422.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 42 (638-644 MHz). 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"

Ownership: Local school board. Or. William C. Self, superintendent.

Began Operation: Aug. 27, 1965.

Personnel:

DONA LEE DAVENPORT, station manager & program manager.

PAUL ABERT, chief engineer.

ELLIOT B. SANDERSON, production manager.

BOB AUSTIN, art director.

OLIANE CRUSE, promotion 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: 919-933-8191; 919-797-4317, transmitter.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: See WUNC-TV, Chapel Hill.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 10, 1965.

Personnel: See WUNC-TV, Chapel Hill.

WUNG-TV

Concord

Ch. 58

Non-Commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

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: 919-933-8191 (Chapel Hill).

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 550-kw max. & 191-kw horizontal visual, 85-kw max. & 29-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1305-ft. above ground, 2049-ft. above sea level.

Latitude	35°	15'	05.74"
Longitude	80°	41'	12.22"

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

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Grandmother Mtn.

Telephone: 919-933-8191 (Chapel Hill).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 265-ft. above ground, 4865-ft. above sea level.

Latitude	36°	03'	47"
Longitude	81°	50'	33"

TV tape: See WUNC-TV, Chapel Hill.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

WUNJ-TV

Wilmington

Ch. 39

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studios: See WUNC-TV, Chapel Hill.

Transmitter: U.S. 74/76, Delco, N.C.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 661-kw max. & 525-kw horizontal visual, 130-kw max. & 105-kw horizontal aural. Antenna: 930-ft. above av. terrain, 963-ft. above ground, 999-ft. above sea level.

Latitude	34°	19'	16.2"
Longitude	78°	13'	42.5"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: June 6, 1971.

Personnel: See WUNC-TV, Chapel Hill.

N.C.-Ohio Educational

NORTH DAKOTA

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 MHz). 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: North Central Educational TV Inc., William Lontz, pres.

Began Operation: Jan. 19, 1964.

Represented (legal) by Marmet & Webster.

Personnel:

DENNIS L. FALK, general manager.
DONALD GEIKEN, director of engineering.
DIANN ROHDE, program/production manager.
CHERYL HELLER, traffic manager.

OHIO

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 MHz). 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.

Color: Tape.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

N. JOSEPH WELLING, director of broadcasting.
DAVID B. LIROFF, program director.
GERTRUDE EYMAN, director of information services.
DON SMITH, chief engineer.
DOUGLAS CALDWELL, news director.
RAYMOND MILLER, production & operations manager.

Ohio Educational

WBGU-TV Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University, Bowling Green, O. (43403).

Studios: South Hall & Troup Ave., Bowling Green University.

Transmitter: Administration Building, Bowling Green University.

Telephone: 419-372-2676. TWX No.: 810-499-2985.

Technical Facilities: Channel No. 70 (806-812 MHz). Authorized power: 10.2-kw visual, 1.26-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"

Color: Film & slide.

News Wire Service: UPI.

FM Affiliate: WBGU, 1.35-kw, 88.1 MHz (No. 201), 110-ft.

Ownership: Non-profit educational organization. Hollis A. Moore Jr., pres.

Began Operation: Feb. 10, 1964.

Personnel:

DR. DUANE E. TUCKER, director of broadcasting.
CHARLES FURMAN, general manager & program director.
WILLIAM LEUTZ, chief engineer.

WCET Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chickasaw St., Cincinnati, O. (45219).

Studio: 2222 Chickasaw Street. Transmitter: 2345 Symmes St.

Telephone: 381-4033.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. & 473-kw horizontal visual, 100-kw max. & 47.9-kw horizontal aural. Antenna: Mounted on WCPQ-TV tower, 880-ft. above av. terrain, 747-ft. above ground, 1749-ft. above sea level.

Latitude	39°	07'	31"
Longitude	84°	29'	57"

TV tape: Recording facilities. Color: Network, live & tape.

Ownership: Foundation officers: C. Bart Hawley, chairman; Charles W. Vaughan, pres.; Harold Bush (supt. of schools, Wyoming, Ohio), secy.; William S. Rowe, treas.

Began Operation: July 26, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Personnel:

CHARLES W. VAUGHAN, president & general manager.
GEORGE H. ROGERS JR., director, community relations.
RONALD L. WILSON, director of programming.
MARJORIE McKINNEY, director, instructional TV.
EDWARD MIDDLETON, director, engineering.

WVIZ-TV Cleveland

Ch. 25

Non-Commercial Educational Station

Licensee: 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 MHz). Authorized power: 500-kw max. & 324-kw horizontal visual, 100-kw max. & 65-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude	41°	20'	28"
Longitude	81°	44'	24"

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: E. W. Sloan Jr., chmn.; Hugh D. Luke, pres.; Louis S. Peirce, chmn.-exec. committee; David F. Leahy, v.p.; Mrs. Paul G. Wagner, v.p.; Richard S. Stoddart, secy.; George Dobra, treas.

Began Operation: Feb. 7, 1965.

Personnel:

BETTY COPE, general manager.
ALAN R. STEPHENSON, assistant manager.
EDWARD STOPKE, chief engineer.
FRANK E. STRNAD, operations manager.

WOSU-TV Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43210).

Studio: 2400 Olentangy River Rd., Columbus (43210).

Telephone: 614-421-2540.

Transmitter: 2470 N. Star Rd.

Technical Facilities: Channel No. 34 (590-596 MHz). 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"

Holds CP for change to 1179-kw max. & 977-kw horizontal visual, 232.8-kw max. & 195-kw horizontal aural, 1080-ft. above av. terrain, 1120-ft. above ground, 2045-ft. above sea level, lat. 40° 09' 33.5", long. 82° 55' 21.5", transmitter to Ohio Rt. 3, approx. 2-mi. N of Westerville. BPET-380.

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

AM Affiliate: WOSU, 5-kw, 820 kHz. FM Affiliate: WOSU-FM, 11-kw, 89.7 MHz (No. 209), 300-ft.

Ownership: Ohio State U. Officers: John G. Ketterer, chairman, board of trustees; Novice G. Fawcett, pres.

Began Operation: Feb. 20, 1956.

Personnel:

RICHARD B. HULL, director.
WILLIAM H. EWING, associate director, instruction.
BURKETT FARQUHAR, associate director, operations.
MARTHA HAUZEISEN, business manager.
MERVIN A. DUREA, program manager & film buyer.
DALE TISH, engineering supervisor.
KATHERINE KIENZLE, public relations.

WGSF Newark

Ch. 31

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 N. 5th St., Newark, O. (43055).

Studio & Transmitter: Horn's Hill.

Telephone: 614-366-5915, transmitter; 614-345-9891, ext. 27, office.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 4.68-kw visual, 0.933-kw aural. Antenna: 497-ft. above av. terrain, 423-ft. above ground, 1503-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 & 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: 513-529-3521. TWX No.: 810-470-8483.

Technical Facilities: Channel No. 14 (470-476 MHz). 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.

Color: Network. News Wire Service: UPI.

FM Affiliate: WMUB, .81-kw, 88.5 MHz (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, associate director & film buyer.
JACK R. NEILL, ETV coordinator.
LEE W. SHUBERT, program manager.
JOSEPH WASSER, chief engineer.

WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm Toledo, O. (43608).

Studio: Manhattan Blvd. at Elm St.

Transmitter: SW corner of Wynn & Corduroy Rds., Oregon, Ohio.

Telephone: 419-255-0304. TWX No.: 810-442-1649.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1170-kw visual, 234-kw aural. Antenna: 1017-ft. above av. terrain, 1034-ft. above ground, 1625-ft. above sea level.

Latitude	41°	39'	26.5"
Longitude	83°	25'	55.0"

Ownership: Foundation officers: William P. Day, pres.; Mrs. Stephen Stranahan, v.p.; Donald F. Melhorn Jr., secy.; Dr. Howard Madigan, treas.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Began Operation: October 10, 1960.

Represented (legal) by Schwartz & Woods.

Personnel:

HELEN DAVIS, general manager.
REX RICKLY, chief engineer.
JEANNE BUCHELE, program manager.
DAVID GILLMORE, operations manager.
PAUL LIEDEL, traffic manager.
WILLIAM SAHLOFF, director of school services.
WILLIAM ROEMER, director of development.
MARY PATERSON, promotion manager.

OKLAHOMA

KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman (73069).

Studios: 1801 N. Ellison, Oklahoma City (73106); The Forum Bldg., Norman.

Telephones: 405-843-6730; Norman, 405-364-2100.

Transmitter: 7301 N. Kelly St.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State Legislature. Also operates KOED-TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN W. DUNN, director.
FRANK DRAPER, production manager.
GILLIA J. WOOD, chief engineer.

KOKH-TV

Oklahoma City

Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Studio: 1801 N. Ellison St.

Transmitter: First National Bank Bldg.

Telephone: 232-0581, ext. 356.

Technical Facilities: Channel No. 25 (536-542 MHz). 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"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

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.
RICHARD NEWTON, program manager.
JOHN GORDON, chief engineer.

For Educational Television Networks,

See Services Volume

Okla.-Oregon Educational

KOED-TV

Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Telephone: 364-2100, Norman.

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

Color: Network, live, film, slide & tape.

Ownership: Statutory corporation established by Oklahoma State Legislature. Also operates KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN W. DUNN, director

FRANK DRAPER, production manager.

GILLIA J. WOOD, chief engineer.

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OREGON

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.

Transmitter: 5-mi. true N of center of Corvallis.

Telephone: 503-754-1311.

Technical Facilities: Channel No. 7 (174-180 MHz). 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 kHz.

Ownership: State of Oregon. Through and by State Board of Higher Education. George Layman, pres.; Roy E. Lieuallen, chancellor; Richard L. Collins, secy.; Donald R. Larson, asst. chancellor for public affairs. Also owns KOAP-TV, Portland, Ore.

Began Operation: Oct. 7, 1957.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

DONALD R. LARSON, administrator, Oregon Educational & Public Broadcasting Service.

ROBERT HINZ, general manager, KOAC-AM-TV.

ROBERT BELL, program manager for television KOAP-TV.

TOM DOGGETT, production manager.

BEN BALLARD, chief engineer.

KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore. (97400).

Studio: 2828 SW Front Ave., Portland (97201).

Telephone: 503-229-4892.

Transmitter: Healy Heights, Portland.

Technical Facilities: Channel No. 10 (192-198 MHz). 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''

TV tape: Recording facilities.

Color: Network.

FM Affiliate: KOAP-FM, 56-kw, 91.5 MHz (No. 218), 960-ft.

Ownership: State of Oregon, thru and by the State Board of Higher Education.

Began Operation: Feb. 6, 1961.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

DONALD R. LARSON, administrator, Oregon Educational & Public Broadcasting Service.

WILLIAM F. McGRATH, general manager KOAP-FM-TV.

ROBERT E. BELL, television program manager.

WENDELL D. JONES, production manager.

PENNSYLVANIA

WLVT-TV

Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Studio: South Mountain Dr. West, Bethlehem, Pa. (18015).

Telephone: 215-867-4677. TWX No.: 510-651-2345.

Transmitter: Salisbury Twp., S of East Rock Rd., Allentown, Pa.

Technical Facilities: Channel No. 39 (620-626 MHz). 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"

TV tape: Recording facilities.

Color: Network, live & tape.

Ownership: Non-profit corp. Officers: C. W. Fuller, pres.; Sheldon P. Siegel, exec. v.p.; Philip I. Berman, v.p.; Herbert F. Cobley, secy.; Mrs. E. Buckley, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, exec. v.p. & general manager.
DONALD ROBERT, program director.
HOMER WENTZ, production manager.
CALLIE ENGLESSION, office manager.
JERRY A. RICHARDS, director of engineering.

WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, University Park, Pa. (16802).

Studio: 201 Wagner Bldg., University Park, Pa. (16802).

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531. TWX No.: 510-691-2674.

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

Color: Network, film, slide & tape.

Ownership: The Pennsylvania State University. G. Albert Shoemaker, pres. of the board.

Began Operation: March 1, 1965.

Represented (legal) by Jorgensen & Resnick.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

DAVID PHILLIPS, director of broadcasting.
WILLIAM POHTS, chief, educational broadcast systems.
LLOYD NIEMANN, chief engineer, maintenance & operation.
ROBERT DUDLEY, asst. dir. of bcstg., program development.
CHARLES DeVAULT, asst. dir. of bcstg., operations & services
JO CHESWORTH, information.
WILLIAM MILLER, asst. dir. of bcstg., programming.

Pennsylvania Educational

WQLN

Erie

Ch. 54

Non-Commercial Educational Station

Licensee: Public Broadcasting of Northwest Pa. Inc., Waterford Pike, Erie, Pa. (16509).

Transmitter: 2.25-mi. SE of Kearsarge.

Studio: Waterford Pike.

Telephone: 814-864-4867.

Technical Facilities: Channel No. 54 (710-716 MHz). 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'	31"
Longitude	80°	03'	57"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: ETV of Northwest Pa. Officers: Louis I. Pollock, pres.; Charles H. Hess, v.p.; Frank C. Layng, v.p.; Edward P. Junker III, treas.; Mary Anne Varnum, secy.

Began Operation: Aug. 13, 1967.

Personnel:

ROBERT J. CHITESTER, general manager.
DONALD L. HAIN, chief engineer.
PAUL J. BROWN, program director.
TED TRAMPENAU, community development.

WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Box Z, Hershey, Pa. (17033).

Studio: Community Center Bldg., Chocolate & Cocoa Aves.

Transmitter: Blue Mt., near Harrisburg, Pa.

Telephone: 717-534-3333.

Technical Facilities: Channel No. 33 (584-590 MHz). 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, live, film, slide & tape.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Dow, Lohnes & Albertson.

Ownership: Non-profit corp. Officers: Dr. Gilmore B. Seavers, pres. (Pres., Shippensburg State College); John C. Schmidt, 1st v.p.; Dr. John O. Hershey, PPTN Commission representative; Paul F. Hurley, secy.; Dr. Charles H. Walters, asst. secy.; Oscar L. Lingle, treas.; Dr. Donald E. Enders, asst. treas.; Andrew M. Bradley, chmn., finance committee.

Began Operation: November 22, 1964.

Personnel:

ROBERT F. LARSON, general manager.
MICHAEL J. ZIEGLER, assistant general manager.
SARA DRAKE, manager, educational services.
MICHAEL GREENWALD, manager, promotion & development.
ROBERT SMITH, business manager.

Pennsylvania Educational

WUHY-TV **Philadelphia**

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc.

Studio: 4548 Market St., Philadelphia, Pa. (19139).

Telephone: 215-382-9300.

Transmitter: Architects Bldg., 17th & Sansom Sts.

Technical Facilities: Channel No. 35 (596-602 MHz). 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: Network, live, film, slide & tape.

News Wire Service: AP, Reuters.

FM Affiliate: WUHY-FM, 20-kw, 90.9 MHz (No. 215), 500-ft.

Ownership: Non-profit corporation composed of business, civic, educational & cultural representatives 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 Schwartz & Woods, Washington D.C.; LaBrum and Doak, Philadelphia.

Personnel:

WARREN A. KRAETZER, executive v.p. & general manager.

NORMAN MARCUS, v.p., programming & production.

IRVIN C. RUBY, business & personnel manager.

RICHARD BACHTEL, traffic director.

ROBERT HALL, v.p., engineering & technical services.

KARL PECKMANN, development officer.



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WQED

Pittsburgh

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Public Bcstg. Inc., 4802 Fifth Ave., Pittsburgh, Pa. (15213).

Telephone: 412-683-1300.

Studio: 4802 Fifth Ave. Transmitter: 2850 Berthoud St.

Technical Facilities: Channel No. 13 (210-216 MHz). 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"

Requests change to 690-ft. above av. terrain, 600-ft. above ground, 1760-ft. above sea level. BPET-397.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

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; Lloyd Kaiser, pres.; George R. Craig, secy.; Francis B. Nimick, Jr., treas.; Samuel J. Francis, asst. secy.-treas. Also operates WQEX (Ch. 16) Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Reed, Smith, Shaw & McClay; Covington & Burling, Washington.

Personnel:

LLOYD KAISER, president & general manager.

THOMAS D. SKINNER, vice president.

JAY RAYVID, vice president.

SAMUEL J. FRANCIS, controller.

RHEA SIKES, director of educational services.

CHARLOTTE WOODSIDE, director of community services.

SAM SILBERMAN, director of programming.

JERRY JONES, director of engineering.

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 MHz). 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"

Holds CP for change to 264-kw max. & 171-kw horizontal visual, 52.8-kw max. & 34.2-kw horizontal aural, 700-ft. above av. terrain, 600-ft. above ground, 1760-ft. above sea level. BMPET-735.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

Personnel:

LLOYD KAISER, president & general manager.

THOMAS SKINNER, vice president.

JAY RAYVID, vice president.

SAMUEL J. FRANCIS, controller.

RHEA SIKES, director of educational services.

CHARLOTTE WOODSIDE, director of community services.

SAM SILBERMAN, director of programming.

JERRY JONES, director of engineering.

WVIA-TV

Scranton & Wilkes-Barre

Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pennsylvania ETV Association, Box 4444, Scranton, Pa. (18509).

Studio: 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.

TWX No.: 510-656-5273.

Technical Facilities: Channel No. 44 (650-656 MHz). 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"

Holds CP for change to 1680-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level. BPET-352.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit association. Officers: John Davidson, chairman; J. Muir Crosby, pres.; George H. Strimel Jr., exec. v.p. & gen. mgr.; Anthony Musso, v.p. & secy.; Theodore A. Evans, solicitor.

Began Operation: Sept. 26, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Steel, Andrus & Adair.

Personnel:

GEORGE STRIMEL JR., executive v.p. & general manager.

GERALD SCHUMACHER, program director.

PAUL EVANOSKY, chief engineer.

GRACE SCHIMELFENIG, office manager.

ROY HOINOWSKI, business manager.

JACK LEWIS, promotion director.

JEFF GRANT, instructional services.

WALTER H. R. MOHR, development director.

RHODE ISLAND

WSBE-TV

Providence

Ch. 36

Non-Commercial Educational Station

Licensee: Board of Regents for Education, State of Rhode Island & Providence Plantations, 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 MHz). Authorized power: 479-kw visual, 95.5-kw aural. Antenna: 600-ft. above av. terrain, 532-ft. above ground, 825-ft. above sea level.

Latitude	41°	48'	18"
Longitude	71°	28'	24"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: State institution. Dr. Fred G. Burke, commissioner.

Began Operation: June 1, 1967.

Represented (legal) by Jorgensen & Resnick.

Personnel:

ROBERT P. DANILOWICZ, general manager.

WALTER COVELL, program manager.

THOMAS K. PRIOR, chief engineer.

1972-73 Edition

Pa.-South Carolina Educational

SOUTH CAROLINA

WEBA-TV

Allendale-Barnwell

Ch. 14

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: 4-mi. SSW of Barnwell on County Rd., #69.

Technical Facilities: Channel No. 14 (470-476 MHz). 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, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

WILLIAM H. JONES, station supervisor.

WITV

Charleston

Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 310-kw max. visual, 62-kw max. aural. Antenna: Directional, 890-ft. above av. terrain, 1040-ft. above ground, 1045-ft. above sea level.

Latitude	32°	47'	44"
Longitude	79°	50'	27"

Requests change to 316-kw max. & 241-kw horizontal visual, 31.6-kw max. & 24.1-kw horizontal aural, 1718-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando.

Color: Network, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

FRANK SIMPSON, station supervisor.

WRLK-TV

Columbia

Ch. 35

Non-Commercial Educational Station

(Operates 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: 803-758-7240.

Studio: 2712 Millwood Ave., Columbia.

Transmitter: Hard Scrabble Rd., 6-mi. NNE of Columbia.

(Continued on next page)

S.C.—South Dakota Educational

WRLK-TV, Columbia—(Continued)

Technical Facilities: Channel No. 35 (596-602 MHz). 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, live, film, slide & tape.

News Wire Service: AP.

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:

DONALD T. FRIERSON, station supervisor.

South Carolina Educational Television Commission Personnel:

HENRY J. CAUTHEN, general manager.

CHARLES S. MORRIS, director, division of operations.

ROBERT M. FRIERSON, director of production.

CHARLTON W. BOWERS, chief engineer.

WILLIAM D. HAY, studio supervisor.

JERRY TIEMANN, graphic arts director.

GENE UPRIGHT, programming supervisor.

DICK PHIPPS, dir. of public relations & information.

WJPM-TV

Florence

Ch. 33

Non-Commercial Educational Station

Licensee: 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 MHz). 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, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 3, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

FRANK JENNE, station supervisor.

WNTV

Greenville

Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Transmitter: Altamont Rd., Paris Mt.

Studio: See WRLK-TV, Columbia.

Technical Facilities: Channel No. 29 (560-566 MHz). 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, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 29, 1963.

Personnel: See WRLK-TV, Columbia.

J. B. COTHRAN, station supervisor.

936-b

SOUTH DAKOTA

KDSD-TV

Aberdeen

Ch. 16

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Studio: See KUSD-TV, Vermillion.

Transmitter: 8-mi. E of Pierpont. Telephone: 605-325-3331.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 674-kw max. & 537-kw horizontal visual, 103-kw max. & 81.3-kw horizontal aural. Antenna: 1171-ft. above av. terrain, 1062-ft. above ground, 2920-ft. above sea level.

Latitude	45°	29'	55''
Longitude	97°	40'	35''

Color: Network.

Ownership: South Dakota ETV Board. See KUSD-TV, Vermillion.

Began Operation: Jan. 1972.

Represented (legal) by Cohn & Marks.

Personnel: See KUSD-TV, Vermillion.

KESD-TV

Brookings

Ch. 8

Non-Commercial Educational Station

Licensee: South Dakota State University, Brookings, S. D. (57006).

Studio: South Dakota State University.

Transmitter: 3-mi. S of Hetland. Telephone: 605-688-4610.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: S.D. State U.

Began Operation: Feb. 4, 1968.

Personnel:

DR. BEN C. MARKLAND, director of educational media.

WOODROW P. WENTZY, television supervisor.

WILBUR KRAFT, chief engineer.

LONNIE JOHNSON, traffic manager.

DENNIS H. PACK, program manager.

KTSD-TV

Pierre

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion (57069).

Transmitter: 6-mi. N of Reliance, S.D.

Studio: See KUSD-TV, Vermillion.

Telephone: 605-271-2151.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 269-kw horizontal visual, 37.1-kw max. & 31.6-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 1326-ft. above ground, 3404-ft. above sea level.

Latitude	44°	57'	55''
Longitude	99°	35'	56''

TV Factbook No. 42

Color: Network.

Began Operation: August 1, 1970.

Ownership: South Dakota ETV Board.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, executive director, S.D. ETV Board.
THOMAS M. ENGEMAN, director of programming.
JAMES PRUSHA, director of engineering.

KBHE-TV

Rapid City

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Transmitter: Hwy. 16 & Skyline Dr.

Telephone: 605-394-2241.

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

Color: Network.

Began Operation: Sept. 13, 1967.

Represented (legal) by Cohn & Marks.

Ownership: South Dakota ETV Board.

Personnel:

Administrative staff: See KUSD-TV, Vermillion.
DENNIS TODD, chief engineer.

KUSD-TV

Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: University of South Dakota, Vermillion, S.D. (57069).

Studio: University campus.

Transmitter: 2-mi. S of Beresford, S.D.

Telephone: 605-677-5270.

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

Color: Network & tape.

News Wire Service: UPI.

AM Affiliate: KUSD, 1-kw, 690 kHz.

Ownership: University of S.D., Martin P. Busch, director.

Began Operation: July 5, 1961.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, director telecommunications center.
THOMAS M. ENGEMAN, director of television.
JAMES PRUSHA, director of engineering.

For Educational
Television Associations
See Services Volume

TENNESSEE

WTCI

Chattanooga

Ch. 45

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hul' Bldg., Nashville, Tenn.

Studio: 4411 Amnicola Highway, Chattanooga, Tenn. (37406).

Transmitter: 12-mi. N of Chattanooga.

TV tape: Recording facilities.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 741-kw max. & 617-kw horizontal visual, 123-kw aural. Antenna: 951-ft. above av. terrain, 296-ft. above ground, 2308-ft. above sea level.

Latitude	35°	12'	26''
Longitude	85°	16'	52''

Ownership: State institution. E. C. Stimbert heads board of 14.

Began Operation: March 8, 1970.

Personnel:

CHESTER HILL, coordinator of ETV.
W. D. POWERS, director of engineering.
GEORGE T. GRIFFIN, director of ETV.
WALTER A. ALLEY, station manager.
HERSCHELL R. BRISCOE JR., chief engineer.
BURFORD A. YOUNG, assistant chief engineer.

WLJT-TV

Lexington

Ch. 11

(Satellite of WKNO-TV, Memphis)

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn. (37219).

Transmitter: 13.5-mi. W of Lexington.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 640-ft. above av. terrain, 499-ft. above ground, 1167-ft. above sea level.

Latitude	35°	42'	12''
Longitude	88°	36'	10''

Color: Network, film, slide & tape.

Ownership: See WSJK-TV, Sneedville.

Began Operation: Feb. 13, 1968.

Personnel:

CHESTER HILL, state ETV coordinator.
W. D. POWERS, director of engineering.
GEORGE GRIFFIN, director of ETV.
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. (38152).

Studio: Memphis State U. (38152). Telephone: 901-458-2521.

Transmitter: 7192 Raleigh-LaGrange Rd.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude	35°	09'	17''
Longitude	89°	49'	20''

(Continued on next page)

Tenn.-Texas Educational

WKNO-TV, Memphis—(Continued)

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Memphis Community Television Foundation; William S. Pollard Jr., chmn.; Robert W. Pharr, secy.; H. D. Holst, treas.

Began Operation: June 25, 1956.

Personnel:

HOWARD D. HOLST, managing director.
FRED WILLIS, program director & film buyer.
A. PRICE BROUGHTON III, 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 MHz). 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.

Color: Network & tape. News Wire Service: AP.

Ownership: Metropolitan Board of Education.

Began Operation: September 10, 1962.

Personnel:

ROBERT L. SHEPHERD, general manager.
GAYLORD L. AYERS, program manager.
RICHARD L. CASTLE JR., production manager.
CARL C. SHIRLEY, chief engineer.
LINDA A. NIX, promotion director.
LOUIS C. STEINMAN, film director.

WSJK-TV

Sneedville

Ch. 2

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn. (37219).

Studios: 209 Communications Bldg., University of Tennessee, Knoxville, Tenn. (37916); Warf-Pickel Bldg., East Tennessee State U., Johnson City (37601).

Transmitter: Approx. 10-mi. S of Sneedville.

Telephone: 615-974-5281, Knoxville.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1760-ft. above av. terrain, 499-ft. above ground, 3178-ft. above sea level.

Latitude	36°	22'	52"
Longitude	83°	10'	48"

Ownership: State institution. E. C. Stimbirt heads board of 14.

Began Operation: March 15, 1967.

Personnel:

CHESTER HILL, state ETV coordinator.
W. D. POWERS, director of engineering.
GEORGE GRIFFIN, director of ETV.
AL CURTIS, station manager.
TAFT HILL, studio manager, Johnson City.

938-b

TEXAS

KNCT

Belton

Ch. 46

Non-Commercial Educational Station

Licensee: Central Texas College, c/o Phillip R. Swartz, Box 848, Killeen, Tex. (76541).

Studio: Central Texas College, Highway 190 West, Killeen, Tex. (76541).

Telephone: 817-526-1268.

Transmitter: Ranch of A. E. Fant, S shore of Stillhouse Hollow Reservoir.

TV tape: Recording facilities. Color: Network & tape.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 223-kw visual, 33.4-kw aural. Antenna: 1261-ft. above av. terrain, 1126-ft. above ground, 2044-ft. above sea level.

Latitude	30°	59'	12"
Longitude	97°	37'	47"

Ownership: State institution. Officers: William S. Bigham, pres.; Birt Wilkerson, v.p.; Mrs. Linus D. Frederick, secy.; W. A. Roach, treas.

Began Operation: Nov. 23, 1970.

Personnel:

RICHARD D. WILSON, general manager.
EDWARD B. JASUTA JR., station manager.
LEEROY FRANKLIN, chief engineer.

KAMU-TV

College Station

Ch. 15

Non-Commercial Educational Station

Licensee: Texas A&M University, 105 Bagley Hall, College Station, Tex. (77843).

Studio: 105 Bagley Hall.

Telephone: 713-845-1526.

TWX No.: 910-880-4425.

Transmitter: Bagley Hall.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 10-kw visual, 1-kw aural. Antenna: 263-ft. above av. terrain, 189-ft. above ground, 552-ft. above sea level.

Latitude	30°	37'	00"
Longitude	96°	20'	26"

TV tape: Recording facilities.

Ownership: Texas A&M University.

Color: Live, film, slide & tape.

Began Operation: Feb. 15, 1970. Left air March 31, 1970. Re-summed operation June 15, 1970.

Personnel:

DR. MEL CHASTAIN, station manager.
NORMAN GODWIN, program director.
GEORGE SHEARER JR., chief engineer.
DAVE WILLIAMS, producer-director.
JOHN HOWARD, producer-director.
JOHN GRAY, video engineer.
MARK WORLEY, transmitter supervisor.
DANNIE SCHERMERHORN, transmitter engineer.

KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Public Television Foundation for North Texas, 3000 Harry Hines Blvd., Dallas, Tex. (75201).

Studio: 3000 Harry Hines Blvd., Dallas (75201).

TV Factbook No. 42

Transmitter: Hwy. 67 S., Cedar Hill, Tex.

Telephone: 214-747-0641. TWX: 910-861-4118.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1504-ft. above av. terrain, 1347-ft. above ground, 2147-ft. above sea level.

Latitude	32°	34'	43"
Longitude	96°	57'	12"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: Non-profit educational organization. Ralph B. Rogers, president.

Began Operation: Sept. 11, 1960.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by A. E. Cullum Jr.

Personnel:

ROBERT A. WILSON, exec. v.p. & general manager.
RON DEVILLIER, program director.
BARRY WELLS, ITV director.
CLYDE MILLER, chief engineer.

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. TWX No.: 910-881-3687.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1167-ft. above av. terrain, 1167-ft. above ground, 1203-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

FM Affiliate: KUHF, 12-kw, 88.7 MHz (No. 204), 107-ft. antenna.

Ownership: University of Houston. A. J. Farfel, chairman, Board of Regents.

Began Operation: May 12, 1953.

Personnel:

JAMES L. BAUER, station manager.
C. P. ZIMMERMAN JR., program director.
GEORGE COLLINS, operations manager.
AL LEVERICK, chief engineer.

KTXT-TV Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Tech University, Tech Station Box 4359, Lubbock, Tex. (79409).

Telephone: 806-742-2209.

Studio & Transmitter: Texas Tech campus. (79409).

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

Color: Network.

Ownership: State institution.

Began Operation: Oct. 16, 1962.

Texas-Utah Educational

Personnel:

D. M. McELROY, dir. of educational television.
JOHN W. HENSON, programming & operations manager.
R. E. L. PATTILLO JR., 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 Institute of Texan Cultures Bldg., San Antonio.

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 512-471-1631, Austin; 512-222-8041, San Antonio.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 43.2-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, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Southwest Texas Educational Television Council (non-profit organization).

Began Operation: September 10, 1962.

Personnel:

R. F. SCHENKKAN, president & general manager.
HARVEY HERBST, vice president & station manager.
BILL ARHOS, program director.
MYRTLE BOYCE, instructional coordinator.
N. W. WILLETT, chief engineer.
LARRY WHITE, manager of station operations, San Antonio.

UTAH

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 MHz). 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:

BEN VAN SHAAR, manager.
JOHN GROSSFIELD, program director.
SAM STEPHENS, director.
KEN MANLEY, chief engineer.
MARVIN COPE, transmitter engineer.

Utah-Vermont Educational

KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Licensee: Weber County School Dist., 1122 Washington Blvd., Ogden, Utah (84404). Telephone: 399-2085.

Transmitter: Little Mtn., W of Ogden.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 10-kw visual, 2-kw aural. Antenna: 574-ft. above av. terrain, 157-ft. above ground, 4820-ft. above sea level.

Latitude	41°	15'	17''
Longitude	112°	14'	14''

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: Harris Fine Arts Bldg., Brigham Young University.

Transmitter: Mt. Vision, near Kearns, Utah (84601).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2892-ft. above av. terrain, 96-ft. above ground, 8551-ft. above sea level.

Latitude	40°	36'	28''
Longitude	112°	09'	22''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Private institution. Dallin H. Oaks, pres.

Began Operation: Nov. 15, 1965.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

MARK HATHAWAY, station manager.

JOE WHITE, operations manager.

RALPH SILVER, chief engineer.

GORDON RIDD, production supervisor.

BARBARA GORDON, traffic & promotion director.

KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City, Utah (84112).

Studio: University campus.

Telephone: 801-581-6336.

Transmitter: Oquirrh Mts., 17-mi. SSW of Salt Lake City.

Technical Facilities: Channel No. 7 (174-180 MHz). 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''
Longitude	112°	09'	36''

Color: Network, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

FM Affiliate: KUER, 1.1-kw, 90.1 MHz (No. 211), 3000-ft.

Ownership: University of Utah; Alfred C. Emery, pres.

940-b

Began Operation: Jan. 20, 1958.

Personnel:

REX CAMPBELL, director, radio-TV.

DAIL OGDEN, associate director, radio-TV.

HERBERT W. HOLTSHOUSE, chief engineer.

BYRON OPENSHAW, program manager.

MAX FORTIE, production manager.

LAVOY TALBOT, programming assistant.

VERMONT

WETK

Burlington

Ch. 33

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College, Educational Television, Burlington, Vt. (05401).

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Mt. Mansfield.

Telephone: 802-656-3311.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 251-kw visual, 50.1-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''

Color: Network. TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: Oct. 16, 1967.

Represented (legal) by Covington & Burling.

Personnel:

JOHN W. DUNLOP, station manager.

WALLACE K. EDWARDS, chief engineer.

GARRY SIMPSON, program manager.

WVER

Rutland

Ch. 28

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Grandpa's Knob.

Telephone: 802-656-3311, Burlington.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 40.7-kw visual, 7.41-kw aural. Antenna: 1400-ft. above av. terrain, 297-ft. above ground, 2273-ft. above sea level.

Latitude	43°	39'	32''
Longitude	73°	06'	25''

Color: Network.

TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

WVTB

St. Johnsbury

Ch. 20

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt.

Transmitter: Summit of Burke Mtn.

Telephone: 802-656-3311, Burlington.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 42.7-kw visual, 7.76-kw aural. Antenna: 1940-ft. above av. terrain, 131-ft. above ground, 3386-ft. above sea level.

Latitude	44°	34'	16''
Longitude	71°	53'	39''

Color: Network.

Began Operation: Feb. 26, 1968.

Ownership: U. of Vermont & State Agricultural College.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

WVTA
Windsor

Ch. 41

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: South Peak, Mt. Ascutney.

Telephone: 802-656-3311, Burlington.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 589-kw visual, 112-kw aural. Antenna: 2260-ft. above av. terrain, 426-ft. above ground, 3291-ft. above sea level.

Latitude	43°	26'	17''
Longitude	72°	27'	08''

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

VIRGINIA

WNVT
Goldvein

Ch. 53

Non-Commercial Educational Station

Grantee: Northern Virginia ETV Assn., c/o Robert D. Smith, 8325 Little River Tpk., Annandale, Va. (22003).

Studio: Central Campus, Northern Va. Community College, Annandale, Va.

Telephone: 703-280-2920.

Transmitter: 15100 Joplin Rd., Independent Hill, Prince William County.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2220-kw max. & 1440-kw horizontal visual, 333-kw max. & 214-kw horizontal aural. Antenna: 748-ft. above av. terrain, 653-ft. above ground, 1049-ft. above sea level.

Latitude	38°	37'	42''
Longitude	77°	26'	20''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Independent nonprofit corp. Officers: Dr. Barnard Joy, pres.; Dr. Huntington Harris, v.p.; Robert D. Smith, v.p. & gen. mgr.; Cecil W. Shuler, secy.-treas.

Began Operation: March 1, 1972.

Personnel:

ROBERT D. SMITH, vice president and general manager.
JACK W. HUNTER, asst. gen. mgr. & dir., programming & production.
RAYMOND G. HARRISON, chief engineer.

Vt.-Virginia Educational

WHRO-TV
Hampton-Norfolk
Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Transmitter: Hwy. 168, 1-mi. E. of Hwy. 239, near Hampton.

Studio: 5200 Hampton Blvd., Norfolk.

Telephone: 703-489-8561.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1000-kw visual, 100-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20''
Longitude	76°	18'	30''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

RANDOLPH S. BRENT, general manager.
GRACE J. WATERS, director of instructional television.
A. BOYD HARRIER, executive producer.
PATRICK ARNOUX, program director.
DEXTER PHIBBS, chief engineer.
SONIA BARLOW, business manager.
ANDERSON MAXEY, production manager.
GERALD ELKINS, assistant chief engineer.
AALDERT VAN DENTEREN, maintenance supervisor.

WSVN-TV
Norton
Ch. 47

Non-Commercial Educational Station

Grantee: Blue Ridge ETV Association Inc., Box 15, Roanoke, Va. (24001).

Studio: See WBRA-TV, Roanoke.

Color: Network, film & slide.

Transmitter: High Knob, Norton.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 629.17-kw max. & 245-kw horizontal visual, 94.375-kw max. & 37.1-kw horizontal aural. Antenna: 1940-ft. above av. terrain, 240-ft. above ground, 4400-ft. above sea level.

Latitude	36°	53'	52''
Longitude	82°	37'	22''

Ownership: See WBRA-TV, Roanoke.

Began Operation: March 30, 1971.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

Personnel: See WBRA-TV, Roanoke.

WCVE-TV
Richmond
Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Studio: 23 Sesame St., Richmond, Va. (23235).

Transmitter: .41-mi. S of Robious Rd. & .85-mi. SE of Robious.

(Continued on next page)

Va.-Washington Educational

WCVE-TV, Richmond—(Continued)

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1175-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. Telephone: 703-272-1466.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Andrew J. Brent, chmn.; Paul Pusey, pres.; H. H. Harris, v.p.; Evans B. Brasfield, secy. & counsel; Franklin M. Halsey, treas.; Gordon Mabey, asst. treas.

Began Operation: Sept. 10, 1964.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Paul Godley Co.

Personnel:

B. W. SPILLER, vice president & general manager.
IDA HILL, director of instruction.
WALTER MCGHEE, public broadcasting director.
RICHARD HALL, production manager.
JOHN A. PRATHER, director of engineering.
DANIEL P. WARD, operations manager.
BRUCE MILLER, director of news & public affairs.
DONNA M. MILLER, business supervisor.
WILLIAM P. PEARSALL JR., director of art.

WCVW

Richmond

Ch. 57

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp.

Transmitter & Studio: 23 Sesame St., Richmond (23235).

Telephone: 703-272-1466.

Technical Facilities: Channel No. 57 (728-734 MHz). 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.

Color: Network, live, film, slide & tape.

Ownership: See WCVE-TV, Richmond.

Began Operation: Dec. 24, 1966.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

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. (24001).

Studio: 1215 McNeil Dr. S.W. Transmitter: Poor Mtn.

Telephone: 703-344-0991.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 631-kw max. & 283-kw horizontal visual, 92-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.

942-b

Color: Network, live, film, slide & tape.

Ownership: Blue Ridge ETV Assn. Officers: Samuel P. McNeil, pres.; E. Dana Cox Jr., v.p. & gen. mgr.; C. W. Watkins, v.p.; Alonzo Monday, secy.; Mrs. Charie B. Miller, treas.

Began Operation: Aug. 1, 1967.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

E. DANA COX JR., vice president & general manager.
E. V. REXRODE JR., chief engineer.
JON BOETTCHER, production manager.
RONALD WILLIAMS, traffic continuity.
BETSY ROSENBERGER, art director.

WVPT

Staunton

Ch. 51

Non-Commercial Educational Station

Licensee: Shenandoah Valley Educational Corp., Port Republic Rd., Harrisonburg, Va. (22801).

Studio: Interstate Hwy. 81 & Port Republic Rd.

Telephone: 703-434-5391. Transmitter: Elliott Knob.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 525-kw max. & 89.1-kw horizontal visual, 67.6-kw max. & 13.5-kw horizontal aural. Antenna: 2230-ft. above av. terrain, 46-ft. above ground, 4382-ft. above sea level.

Latitude	38°	18'	55"
Longitude	79°	18'	50"

Color: Network & tape. TV tape: Recording facilities.

Ownership: State chartered nonprofit corp., G. Tyler Miller, pres.; Arthur Hamilton, 1st v.p.; Charles Cooley, treas.; George Aldhizer II, v.p. & secy.

Began Operation: Aug. 29, 1968.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

DR. G. TYLER MILLER, president.
RICHARD L. PARKER, general manager.
RITA H. GENTILE, director of instructional programming.
DAVID BARNES, chief engineer.

WASHINGTON

KWSU-TV

Pullman

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Studio & Transmitter: Edward R. Murrow Communications Center.

Telephone: 509-335-2681.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 14.3-kw visual, 1.43-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 CP for change to 106-kw visual, 10.6-kw aural, 1353-ft. above av. terrain, 315-ft. above ground, 3915-ft. above sea level, lat. 46° 51' 43", long. 117° 10' 26", transmitter to Kamiak Butte, 4-mi. SW of Palouse, 9-mi. N of Pullman. BPET-415.

AM Affiliate: KWSU, 5-kw, 1250 kHz.

TV tape: Recording facilities. News Wire Service: AP, UPI.

Color: Network, film, slide & tape.

Began Operation: September 24, 1962.

TV Factbook No. 42

Represented (legal) by Cohn & Marks.

Represented (engineering) by James B. Hatfield.

Personnel:

GORDON TUELL, general manager.
TOM ROGSTAD, station manager & program director.
NANCY RAMAKER, information editor.
BOB GESE, tape librarian.
LEAH THIEL, traffic clerk.
FRANK COILE, supervisor of engineering.
CONRAD SMITH, film director.

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 MHz). 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 & tape.

FM Affiliate: KUOW, 86-kw, 94.9 MHz (No. 235), 730-ft. antenna.

Ownership: U. of Washington; Dr. Charles E. Odegaard, pres.

Began Operation: Dec. 7, 1954.

Personnel:

JOHN L. BOOR, manager.
EMERY GUNNERSON, engineering director.
JACK ARMSTRONG, production manager.
KENNETH YEEND, program director.
JUNE DILWORTH, director, school broadcasting.

KSPS-TV

Spokane

Ch. 7

Non-Commercial Educational Station

Licensee: 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 MHz). Authorized power: 195-kw visual, 22.45-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 & tape.

Ownership: Public school district, governed by board of 5 elected directors.

Began Operation: April 24, 1967.

Personnel:

WALTER J. SCHAAR, general manager.
RONALD J. VALLEY, chief engineer.
NEIL DRESSLER, coordinator of school services.
CLAUDE L. KISTLER, operations manager.

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: 206-588-5261, Ext. 421 and 422.

1972-73 Edition

Washington Educational

Technical Facilities: Channel No. 56 (722-728 MHz). 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.

Color: Network & tape.

FM Affiliate: KCPS, .770-kw, 90.9 MHz (No. 215), 116-ft. antenna.

Ownership: Local school district. H. J. Mulholland, pres. of board; T. Olai Hageness, superintendent of schools.

Began Operation: April 1, 1960.

Personnel:

J. ALBERT BREVIK, director of TV education.
C. W. EVANS, chief engineer.
JOHN WATSON, program director.
PAUL HERLINGER, operations director.

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: 383-4986, programming; 272-9367, transmitter.

Technical Facilities: Channel No. 62 (758-764 MHz). 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"

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, director of TV education.
MERLE KIMBALL, supervisor of TV programming.
ROBERT MEERS, chief engineer.

KYVE-TV

Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 104 N. 4th Ave., Yakima, Wash. (98902).

Studio: 1105 S. 15th Ave., Yakima (98902).

Transmitter: Ahtanum Ridge Rd., 2-mi. S.W. of Union Gap.

Telephone: 509-248-2447.

Technical Facilities: Channel No. 47 (668-674 MHz). 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. Dr. Jack Frisk, supt. of schools.

Began Operation: Nov. 1, 1962.

Personnel:

FRANK ROBERTS, general manager.
DIANA IRWIN, traffic manager.
HUGH WETMORE, chief engineer.
LYNN TOBIN, producer.

W.Va.—Wisconsin Educational

WEST VIRGINIA

WSWP-TV

Grandview

Ch. 9

Non-Commercial Educational Station

Licensee: W. Va. Educational Bcstg. Authority, Bldg. 6, Suite 424, Capitol Complex, Charleston, W.Va. (25305).

Offices: 2239 S. Kanawha St., Beckley, W. Va. (25801).

Telephone: 304-252-8611.

Transmitter: On Mann Mtn., approx. 1.1-mi. W of Layland.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 450-ft. above ground, 3410-ft. above sea level.

Latitude	37°	53'	46"
Longitude	80°	59'	21"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: W. Va. Educational Broadcasting Authority.

Began Operation: Nov. 1, 1970.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

FRANK BLAKE, general manager.
H. LEON DRYE, chief engineer.
WILLIAM R. CAMPBELL, program director.
JIM ANDERSON, technical supervisor.

WMUL-TV

Huntington

Ch. 33

Non-Commercial Educational Station

Licensee: West Virginia Educational Broadcasting Authority, 1033 Quarrier St., Charleston, W. Va.

Studios: Marshall University, Communications Bldg., Huntington, W. Va. (25701) & 301 Blackwood Ave., Nitro, W. Va. (25143).

Telephone: 304-696-6630.

Transmitter: Barker Ridge, near Milton, W. Va.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1037-kw max. & 398-kw horizontal visual, 207.2-kw max. & 79.4-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1071-ft. above ground, 2049-ft. above sea level.

Latitude	38°	29'	42"
Longitude	82°	12'	03"

TV tape: Recording facilities. Color: Live, film, slide & tape.

Ownership: Marshall University & Associates Broadcasting.

Began Operation: July 14, 1969.

Personnel:

DR. TERRY M. HOLLINGER, general manager.
GEORGE PARNICZA, chief engineer.
DAVID S. BOND, operations manager.
N. JEAN BIAS, business manager.
LARRY A. BROQUET, utilization director.
CAROL J. BRODRICK, program manager.

WWVU

Morgantown

Ch. 24

Non-Commercial Education Station

Licensee: W. Va. Board of Regents, West Virginia University, Morgantown (26506).

944-b

Studio: 4th Floor, Hotel Morgan (26506).

Telephone: 304-293-6511.

Transmitter: Adjacent to Sand Springs Lookout Tower.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2750-kw max. & 1875-kw horizontal visual, 550.8-kw max. & 375-kw horizontal aural. Antenna: 1503-ft. above av. terrain, 518-ft. above ground, 3118-ft. above sea level.

Latitude	39°	41'	43"
Longitude	79°	45'	46"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: W. Va. Board of Regents. Amos A. Bolen, pres.; Forrest T. Andrews, v.p.; Earl T. Andrews, secy.

Began Operation: Feb. 23, 1969.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

C. GREGORY VAN CAMP, general manager.
PAUL G. YEAZELL, program manager.
KEITH L. MASSIE, engineering manager.
ARTHUR E. ALBRECHT, production manager.
DAVID WILSON, operations supervisor.
MANUEL A. MARQUEZ, studio supervisor.
WAYNE A. MCHENRY, transmitter supervisor.

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)

WHA-TV

Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 437 Extension Bldg., Madison, Wis. (53705).

Studio: 3313 University Ave.

Telephone: 608-263-2121.

TWX No.: 910-286-2764.

Transmitter: 5702 Tokay Blvd.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 158-kw visual, 24-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"

Requests CP for change to 754-kw max. & 340-kw horizontal visual, 150-kw max. & 67.6-kw horizontal aural, 1247-ft. above av. terrain, 1196-ft. above ground, 2245-ft. above sea level, lat. 43° 03' 18", long. 89° 28' 42", transmitter to approx. 250-ft. NNE of present site. BPET-431.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WHA, 5-kw, 970 kHz.

Began Operation: May 3, 1954.

Represented (legal) by Dow, Lohnes and Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

RONALD BORNSTEIN, director of radio & television.
ROD THOLE, associate director of television.
ALAN HINDERSTEIN, production manager.
DONALD BORCHERT, director of engineering.

TV Factbook No. 42

WMVS Milwaukee

Ch. 10

Non-Commercial Educational Station

Licensee: District 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1036 N. 8th St.

Transmitter: NE corner Capitol Drive & Estabrook Pkwy., Shorewood, Wis.

Telephone: 414-271-1036.

Technical Facilities: Channel No. 10 (192-198 MHz). 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: District 9 Area Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, pres.; Frank Zierden, v.p.; Lilliam Sicula, secy.-treas. Also operates WMVT, Ch. 36, Milwaukee.

Began Operation: Oct. 28, 1957.

Personnel:

WILLIAM RAMSEY, executive director.
OTTO F. SCHLAAK, manager.
DONALD BURGESS, program manager.
JOHN LEMKE, film supervisor.
HAROLD G. WAGNER, chief engineer.

WMVT Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: District 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1036 N. 8th St., Milwaukee.

Transmitter: NE corner Capitol Dr. & Estabrook Pkwy., Shorewood, Wis.

Telephone: 414-271-1036.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 316-kw max. & 151-kw horizontal visual, 38.6-kw max. & 18.2-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: District 9 Area Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, pres.; Frank Zierden, v.p.; Lilliam Sicula, secy.-treas. Also operates WMVS, Ch. 10, Milwaukee.

Began Operation: Dec. 20, 1962.

Personnel:

WILLIAM RAMSEY, executive director.
OTTO SCHLAAK, manager, WMVS & WMVT.
DONALD BURGESS, program manager.
JOHN LEMKE, film supervisor.
HAROLD G. WAGNER, chief engineer.

For Educational Television Networks,
See Services Volume

GUAM

KGTF

Agana

Ch. 12

Non-Commercial Educational Station

Licensee: Guam Educational Telecommunications Commission, c/o Daniel W. Smith, chmn., Box 3615, Agana (96910).

Studio: Learning Resources Center, Mangilao Municipality.

Transmitter: Learning Resources Center.

Telephone: 749-2464.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 27.6-kw visual, 5.5-kw aural. Antenna: 199-ft. above av. terrain, 187-ft. above ground, 467-ft. above sea level.

Latitude	13°	26'	13''
Longitude	144°	48'	17''

TV tape: Recording facilities.

Ownership: Guam Educational Telecommunications Commission. Members: Daniel W. Smith, Joel H. Lamphear, Dr. Pedro Sanchez, Franklin J. Quitugua, Joseph Aguan, James Nakamura & Roy Ige.

Began Operation: Oct. 30, 1970.

Represented (engineering) by W. J. Kessler Associates.

Personnel:

DANIEL W. SMITH, director of telecommunications.
JAMES H. SPEAR, program-production director.
CLAUDE F. SHOUSE, chief engineer.
BEN PROTASIO, technical supervisor.
TERRY SHELLENBERGER, production-utilization specialist.

PUERTO RICO

WIPM-TV

Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Studio: Darlington Apartment Bldg., Mayaguez.

Transmitter: 1.7-mi. SE of Cabo Rojo.

Telephone: 832-0164.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 35.5-kw visual, 3.55-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''

Holds CP for change to 79.4-kw max. & 77.8-kw horizontal visual, 7.94-kw max. & 7.78-kw horizontal aural, 2270-ft. above av. terrain, 380-ft. above ground, 3330-ft. above sea level, lat. 18° 09' 00'', long. 66° 59' 00'', transmitter to Hwy. 120, 2.2-mi. S of Maricao, P.R. BPET-407.

Color: Network.

News Wire Service: AP. Facsimile Service: UPI.

Ownership: See WIPR-TV, San Juan.

Began Operation: March 19, 1961.

Represented (legal) by Hamel, Morgan, Park & Saunders.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WIPR-TV, Ch. 6, San Juan.
ELIEZER CARO, resident program manager.
JOSE A. MARTI, resident engineer.

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 MHz). 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: UPI.

AM Affiliate: WIPR, 10-kw, 940 kHz. FM Affiliate: WIPR-FM, 523-kw, 91.3 MHz (No. 217), 1516-ft. antenna height.

Began Operation: Jan. 6, 1958.

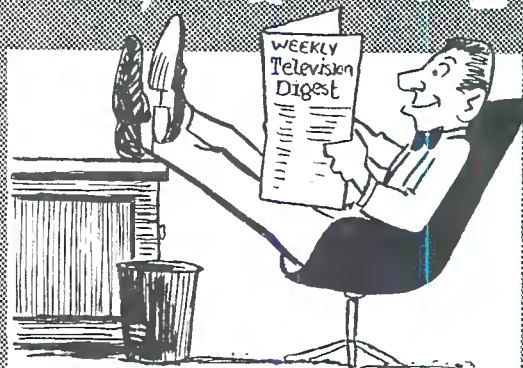
Represented (legal) by Hamel, Morgan, Park & Saunders.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

ELSIE CALERO de MARTINEZ, general manager & film buyer.
GRAFTON OLIVERA, asst. gen. mgr. & dir., tech. services.
HECTOR V. SUAREZ, program manager.
MANUEL MENDEZ SAAVEDRA, assistant program manager.
HECTOR DE JESUS, administrative officer.
SALVADOR SUAUI, asst. to tech. services director.
MANUEL COLLAZO, asst. to tech. services director.
JOSE M. ALVAREZ, director, news dept.

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LICENSEES

- Birmingham, Ala.—KIP-47,** Jefferson County Bd. of Ed., c/o Selton Campbell, 1009 N. 21st St. (35203), Channels A-1-4. Transmitter: 1009 N. 21st St. (lat. 33° 31' 32"; long. 86° 48' 03"); 10-w, 64-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$325,000; yearly operating, \$65,000. File: BPIF-148 (granted 6-12-68); BLIF-102 (granted 12-1-70).
- Birmingham, Ala.—KLC-77,** Bd. of Ed. of Birmingham, c/o Dr. Henry Sparks, 2015 7th Ave. N. Birmingham (35202). Channels E-2-3. Transmitter: Wharton Lookout Tower (lat. 33° 33' 39"; long. 86° 42' 12"); 10-w, 111-ft. Equipment: Emcee transmitter & Prodelin antenna. File: BPIF-160 (granted 8-20-68); BLIF-92 (granted 4-2-70).
- Birmingham, Ala.—KZW-56,** Board of Education of Birmingham, see above. Channels G-1-4. Transmitter: Phillips H. S., 2316 N. 7th Ave., Birmingham (lat. 33° 31' 25"; long. 86° 48' 20"); 1-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-136 (granted 2-14-68); BLIF-70 (granted 4-2-70).
- Birmingham, Ala.—WBN-31,** Board of Trustees University of Alabama, c/o James Anderson, 1919 7th Ave. S., Birmingham (35233). Ch. B-1-2 at 621 S. 9th St., Birmingham (lat. 33° 30' 15"; long. 86° 48' 10"); 10-w, 229-ft. Costs, \$80,987; yearly operating, \$33,500. Equipment, Jerrold. Counsel, William P. Vardaman (Birmingham). File: BPIF-224 (granted 12-30-69); BLIF-137 (granted 12-1-70).
- Brownsville, Ala.—KIP-49,** Jefferson County Bd. of Ed. Ch. C-1-4. Transmitter: SE of L&N Railroad, on Red Mountain, SW of Birmingham Municipal Airport, near Brownsville (lat. 33° 25' 48"; long. 86° 54' 11"); 10-w, 593-ft. For other details, see Birmingham, above. File: BPIF-149 (granted 6-12-68); BLIF-103 (granted 12-1-70).
- Gadsden, Ala.—KCI-53, KCO-38,** Etowah County Board of Education, Etowah County Courthouse, Gadsden (35901). (1) Ch. A-1-2 at Etowah County Health Dept. Bldg. (lat. 34° 00' 55"; long. 86° 00' 47"); 1-w, 60-ft. (2) Ch. E-1-2 at Hensley Mountain, near Gadsden (lat. 33° 58' 00"; long. 86° 00' 12"); 10-w, 106-ft. Cost, \$65,384; yearly operating, \$158,870. Equipment: Micro-Link. Counsel, Hawkins, Rhea & Mitchell (Gadsden). File: BPIF-211-2 (granted 9-8-69); BLIF-121/2 (granted 8-4-70). Note: Seeks modification to change to 5-w & 10-w respectively. BMPIF-250/1.
- 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).
- Anaheim, Cal.—KUZ-56,** 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, \$59,900; yearly operating, \$245,300. Equipment: RCA. Consulting engineer: Merlyn D. Ramson. File: BPIF-68 (granted 9-9-66); BLIF-63 (granted 12-1-70). Note: Seeks modification to change to Channel B-2; .25-w. Equipment: Micro-Link. BMPIF-129.
- Fullerton, Cal.—KVP-26,** Anaheim City School District, 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); BLIF-77 (granted 12-1-70).
- Los Altos, Cal.—KGG-38,** Bd. of Trustees of Stanford U., c/o Dr. Donald J. Grace, Stanford Electronics Laboratories, Stanford (94305). Channels E-1-4. Transmitter: Montebello Rd., 4-mi. SW of Los Altos (lat. 37° 19' 14"; long. 122° 08' 29"); 10-w, 62-ft. Equipment: Jerrold transmitter & Prodelin antenna. Cost, \$334,000, yearly operating, \$54,650. Counsel, Koteen & Burt; consulting engineer, Hammett & Edison (San Francisco). File: BPIF-137 (granted 4-8-68); BLIF-94 (granted 2-13-70).
- Marysville, Cal.—WAE-22,** Marysville Joint Unified School Dist., c/o Mrs. Mary Robertson, 504 J St., Del Monte Square, Marysville, Cal. (95901). Channels B-1-2. Transmitter, 11th & Powerline Rd. Plant, \$104,958; yearly operating, \$54,492. Equipment, Emcee transmitter & Andrew antenna. Counsel, Covington & Burling. File: BPIF-196 (granted 3-19-69); BLIF-106 (granted 11-14-69).
- Oxnard, Cal.—KRU-33,** Rio School Dist., 3300 Cortez St. (93032). Channel A-1. Transmitter: 600 Simon Way. Equipment: Litton. File: BPIF-29 (granted 3-18-66); BLIF-13 (granted 3-18-66).
- 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: Jerrold transmitter & Taco antenna. Counsel: Harold W. Kennedy (county counsel, L. A.). Consulting engineer: Martec Corp. (L.A.). File: BPIF-59 (granted 8-26-66); BLIF-47 (granted 4-16-69).
- 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 5-4-67).
- Belle Glade, Fla.—KZB-28,** Board of Public Instruction of Palm Beach County, Channels A-1-2. Transmitter: On State Rd. 715, 1-mi. N. of intersection of State Rds. 717 & 715, Belle Glade. For other details, see KHU-90 Boynton Beach. File: BPIF-99 (granted 9-25-67); BLIF-65 (granted 4-22-69).
- Boynton Beach, Fla.—KHU-90,** Board of Public Instruction of Palm Beach County, 301 N. Olive Ave., W. Palm Beach (33402). Channels E-1-4. Transmitter: 1.75-mi. W. of Boynton Beach. For delivery of instructional programming to all Palm Beach County Schools. Equipment: Jerrold (KHU-90); Emcee transmitter & Parabolic antenna (KZB-28-30). Cost, \$774,338; yearly operating, \$199,350. Consulting engineer: William R. Evans. File: BPIF-67 (granted 7-26-66); BLIF-64 (granted 4-22-69).
- 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: 6600 S.W. Nova Dr. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-40 (granted 10-22-65); BLIF-164 (granted 1-30-68).
- Ft. Lauderdale, Fla.—KLC-80,** Bd. of Public Instruction of Broward County, 1320 SW 4th St. (33310). Channels B-1-4. Transmitter: Near Broward County Jr. College, Coconut Creek. Ft. Lauderdale (lat. 26° 14' 19"; long. 80° 10' 09"); 10-kw, 190-ft. Repeats KTZ-22 Ft. Lauderdale. Equipment: Microlink. Cost, \$95,000; yearly operating, \$2,000. Consulting engineer: Adair & Brady Inc. (Lake Worth, Fla.). File: BPIF-163 (granted 8-22-68); BLIF-95 (granted 10-6-69).
- Loxahatchee, Fla.—KZB-30,** Board of Public Instruction of Palm Beach County, Ch. H-1-3. Transmitter: .75-mi. N. of U.S. 441 & 98 in Loxahatchee community. For other details, see KHU-90 Boynton Beach. File: BPIF-100 (granted 9-25-67); BLIF-83 (granted 4-1-71).
- Riviera Beach, Fla.—KZB-29,** 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-90 Boynton Beach. File: BPIF-101 (granted 9-25-67); BLIF-66 (granted 4-22-69).
- 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-1-4. 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); BLIF-38 (granted 7-21-67); BLIF-39 (granted 7-19-67).
- Northfield, Ill.—KZB-26,** Bd. of Ed. 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-172 (granted 8-27-68); BLIF-93 (granted 10-6-69).
- Peoria, Ill.—KTZ-30,** Bradley University, 1501 N. Bradley Ave. Channels C-1-4. Transmitter: 1501 N. Bradley Ave. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-51 (granted 10-26-65); BLIF-7 (granted 4-21-69).
- Peanoke, Ill.—KVO-30,** Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels E-1-4; for establishment of repeater system interconnected with presently operating KQZ-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); BLIF-32 (granted 4-21-69).

Instructional Television

LICENSEES—(Continued)



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St. Petersburg, Fla.—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).

Indianapolis, Ind.—WAT-21, Trustees of Ind. U., c/o George T. Lukemeyer, Ind. U. Medical Center (46202). Channels E-1-2 at 1100 W. Michigan St. (lat. 39° 46' 36"; long. 86° 10' 40"); 10-w. Cost, \$41,723; yearly operating, \$5,000. Equipment: Micro-Link. Counsel, none; consulting engineer, Jansky & Bailey. File: BPIF-195 (granted 5-1-69); BLIF-111 (granted 4-2-70).

St. John, Ind.—KPD-40, Trustees of Ind. U., Ind. U., Bloomington (47401). Channels A-1-2. Transmitter: Lake Central High School, St. John. (lat. 48° 28' 01"; long. 87° 28' 25"); 10-w. 300-ft. Equipment: Micro-Link transmitter & Prodell antenna. Cost, \$50,000; yearly operating, \$7,500. Consulting engineer: Jansky & Bailey. File: BPIF-179 (granted 2-27-65); BLIF-109 (granted 4-2-70).

Owensboro, Ky.—KBK-71, Owensboro Vocational School, 1501 Frederica St. (42301). Channels A-1-2 at 1501 Frederica St. (lat. 37° 45' 43"; long. 87° 06' 40"); 10-w. Cost, \$289,086; yearly operating, \$14,306. Equipment, RCA. Counsel, none; consulting engineer, Johnson, Depp & Quisenberry (Owensboro). File: BPIF-205 (granted 7-11-69); BLIF-127 (granted 8-4-70).

Paducah, Ky.—KGA-28, Board of Education of Paducah, Ky. Independent School District, Channels A-1-4. Transmitter, 10th & Clark Sts., Paducah. Plant, \$158,224; yearly operating, \$45,250. Equipment, Jerrold. Counsel, Henry O. Whitlow (Paducah). File: BPIF-146 (granted 5-14-68); BLIF-82 (granted 4-17-69).

Lafayette, La.—WBJ-81, WBJ-82, La. State Board of Education, c/o Bernard L. Crocker, Box 2091, USL, Lafayette (70501). (1) Channel G-1 at Vernon Wharton Bldg., USL Campus, Lafayette (lat. 30° 12' 47"; long. 92° 01' 08"); .01-w, 98-ft. (2) Ch. A-1 at Eraste Landry Rd., Lafayette (lat. 30° 13' 34"; long. 92° 03' 00"); 10-w, 392-ft. Cost, \$129,100; yearly operating, \$40,000. Equipment, Jerrold. Counsel, J. Winston Fontenot (Lafayette); consulting engineer, Floyd F. Bernard (Lafayette). File: BPIF-214/5 (granted 11-25-69); BLIF-129/30 (granted 12-1-70).

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: Blackcap Mountain, 2-mi. S of E. Eddington, Me. (lat. 44° 45' 36"; long. 68° 33' 59"); 10-w. Equipment: Micro-Link. Cost, \$21,075; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-81 (granted 11-7-66); BLIF-62 (granted 4-18-69).

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) & Biddeford (St. Francis College). Transmitter: Bonney Hall. Equipment: Micro-Link. Cost, \$19,575; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-82 (granted 11-7-66); BLIF-58 (granted 6-17-68).

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).

Detroit, Mich.—KVP-20, Wayne State U., c/o Dr. James B. Tintera, dir., div. of mass communications, 5035 Woodward Ave. Channel E-1; for educational programming to Wayne State School of Nursing & 11 other schools of nursing in Detroit metropolitan area. Equipment: RCA. Plant, \$46,160; yearly operating, \$50,345. Licensee has WDET-FM Detroit, is member of Detroit ETV Foundation (WTVS-TV Detroit). Counsel: Solomon Blendenfeld (Detroit). File: BPIF-80 (granted 1-5-67); BLIF-50 (granted 6-17-68).

Osseo, Minn.—KVI-64, Independent School Dist. No. 279, c/o LeRoy V. Norsted, 317 2nd Ave. N. Channel A-1, 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).

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. Licensee currently delivers instructional material via cable. Licensee also owns KOMU-TV Columbia, KCUR-FM Kansas City, KMSM(FM) Rolla & KBIA-FM Columbia. Counsel: Fisher, Wayland, Southmayd & Cooper. File: BPIF-105 (granted 4-27-67); BLIF-51 (granted 3-20-68).

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: 2535 Las Vegas Blvd., Las Vegas, 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); BLIF-116/7 (granted 4-2-70). Note: Seeks modification to change transmitter location to 100 E. Fremont St., Las Vegas (lat. 36° 10' 17"; long. 115° 08' 36"). BPIF-233.

Union, N.J.—WGM-95, Union Twp. Schools, c/o Dr. James M. Caulfield, 2369 Morris Ave., Union (07083). Channel A-1 at Third St., Union (lat. 40° 42' 17"; long. 74° 17' 06"); 10-w; 77-ft. Equipment, Prodell. Cost, \$20,500; yearly operating, \$10,000. Consulting engineer, Communication Technology Corp. (N.J.). File: BPIF-242 (granted 1-14-71); BLIF-148 (granted 9-1-71).

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).

Brooklyn, N.Y.—KVS-31, KZE-20, Roman Catholic Diocese of Brooklyn, 75 Greene Ave., Brooklyn (11238). Channels F-1-4. Transmitter: 1-15 Monlor 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); BLIF-57 (granted 3-20-68); BPIF-130 (granted 10-26-67); BLIF-84 (granted 4-16-69).

Buffalo, N.Y.—WDG-55, State U. of N.Y., c/o L.B. Hitchcock, Parker Engineering Bldg., Buffalo (14214). Channel G-1 at 3415 Main St., Buffalo (lat. 42° 57' 20" long. 78° 49' 01"); 10-w, 150-ft. Equipment, Micro-Link. Cost, \$57,600; yearly operating, \$41,600. Counsel, Sanford H. Levine, assoc. counsel, State U. of N.Y. File: BPIF-233 (granted 8-3-70); BLIF-138 (granted 12-1-70).

Central Islip, N.Y.—KNZ-68, Roman Catholic Diocese of Rockville Center, Channels B-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); BLIF-131 (granted 7-1-71).

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. Note: Seeks addition of Ch. A-3. Equipment: Adler. File: BPIF-2 (granted 3-26-64); BLIF-2 (granted 1-8-65).

Jamaica, N.Y.—KNZ-70, Roman Catholic Diocese of Brooklyn, Channels F-1-4. Transmitter: 176-21 Wexford Terrace, Jamaica. For other details, see KVS-31 Brooklyn. File: BPIF-10 (granted 7-28-64); BLIF-61 (granted 4-17-69).

Kenmore, N.Y.—KWE-21, Union Free School Dist. #1, Town of Tonawanda, c/o David G. Farley, 50 N. Park Ave., Rockville Centre, Long Island (11570). Channel A-1-2 at Administration Bldg., 1500 Colvin Blvd. (lat. 49° 48' 11"; long. 73° 12' 26"); 1-w. Cost, \$100,000; yearly operating, \$40,000. Equipment, Micro-Link. Counsel, Wilner, Scheiner & Greeley; consulting engineer, Jules Cohen & Assoc. File: BPIF-202 (granted 6-26-69); BLIF-114 (granted 4-2-70). Note: Seeks modification of license for 10-w. BMLIF-9.

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-1-4. 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).

Newburgh, N.Y.—KTN-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 A-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, 1801 Main St. E. Channel D-1-3. Transmitter: 1801 Main St. E. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-26 (granted 3-10-65); BLIF-10 (granted 4-15-66).

Rochester, N.Y.—WAX-30, Rochester Institute of Technology, c/o Thomas L. Russell, 1 Lomb Memorial Dr. (14623). Channel A-1. Transmitter, 1 Lomb Memorial Dr. (lat. 43° 05' 14", long. 77° 40' 32"); 10-w. Cost, \$80,000; yearly operating, \$10,000. Equipment, RCA. Counsel, Wilner, Scheiner & Greeley; consulting engineer, W. J. Kesler Assoc. (Gainesville, Fla.). File: BPIF-207 (granted 5-15-69); BLIF-112 (granted 4-2-70).

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 7-26-64); BLIF-119 (granted 4-1-70). Note: Seeks modification to change transmitter & location to 1333 Admiral Lane, Uniondale. BMPIF-200.

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).

Cincinnati, O.—KHX-47, Board of Directors, U. of Cincinnati, c/o Dr. Gunter Grupp, Dept. of Biomedical Communications, College of Medicine, Eden & Bethesda Aves., Cincinnati (45219). Channel A-1 at Burnet Ave., Cincinnati (lat. 39° 08' 16", long. 84° 30' 10"); 10-w, 155-ft. Cost, \$17,054; yearly operating, \$47,371. Equipment, Jerrold. Consulting engineer, John F.X. Brown & Assoc. (Troy, Mich.). File: BPIF-216 (granted 10-2-69); BLIF-125 (granted 8-4-70).

Mt. Vernon, O.—KVT-69, Mt. Vernon City Schools, c/o Dr. Earl Hogan, 401 W. Chestnut St. (43050). Channels A-1-4 at Martinsburg Rd. (lat. 40° 22' 37", long. 82° 28' 24"); 10-w. Cost, \$12,900; yearly operating, \$10,000. Equipment, Jerrold. Counsel, Cole, Zylstra & Raywid; consulting engineer, Squires Inc. (Columbus, O.). File: BPIF-193 (granted 10-16-69); BLIF-128 (granted 8-4-70).

Parma, O.—WGM-96, Parma Board of Education, Parma City School District, 6726 Ridge Rd., Parma, Channel F-3 at Normandy H.S., 2400 W. Pleasant Valley Rd. (lat. 41° 21' 44", long. 81° 41' 56"); 0018-w; 35-ft. Equipment, Micro-Link. Consulting engineer, Browne, Renaud Assoc. Inc. File: BPIF-238 (granted 1-14-71); BLIF-150 (granted 9-2-71).

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).

Bartlesville, Okla.—WGM-91, Okla. State Regents for Higher Education, c/o S. A. Bush, dir., 118 State Capitol Bldg., Oklahoma City (73105). Channels C-1-2 at 5-mi. due E of Bartlesville (lat. 36° 45' 32", long. 95° 50' 52"); 10-w; 232-ft. Equipment, Emcee. Cost, \$43,700; yearly operating, \$10,200. Consulting engineer, Educational TV Consultants (Dallas). File: BPIF-245 (granted 1-5-71); BMPIF-312 (granted 1-18-71); BLIF-147 (granted 9-2-71).

Oklahoma City, Okla.—WGM-93, Okla. State Regents for Higher Education, see Bartlesville, above. Channels A-1-3 at 14th St. & Phillips Ave., Oklahoma City (lat. 35° 29' 00", long. 97° 29' 53"); 10-w; 302-ft. Equipment, Emcee. Cost, \$57,675; yearly operating, \$12,500. File: BPIF-244 (granted 1-5-71); BLIF-145 (9-2-71).

Tulsa, Okla.—WGM-92, Okla. State Regents for Higher Education, see Bartlesville, above. Channels A-1-2 at Atlanta & Marshall Sts., Tulsa (lat. 36° 10' 20", long. 95° 57' 18"); 10-w; 402-ft. Equipment, Emcee. Cost, \$44,950; yearly operating, \$9,400. File: BPIF-243 (granted 1-5-71); BMPIF-313 (granted 1-18-71); BLIF-146 (granted 9-2-71).

Coombs Canyon, Ore.—KYL-45, Umatilla County Intermediate Education District, Channel F-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); BLIF-86 (granted 10-6-69).

Heppner, Ore.—KYL-46, Umatilla County Intermediate Education District, Channel B-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); BLIF-87 (granted 10-6-69).

Milton-Freewater, Ore.—KMA-20, Umatilla County Intermediate Ed. Dist., c/o L.K. Stanhope, Box 38, Pendleton, Ore. (97801). Channel E-1. Transmitter: 6-mi. SE of Milton-Freewater (lat. 45° 52' 32", long. 118° 17' 39"); 10-w, 50-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$20,590. Consulting engineer: George M. Freese (E. Wenatchee, Wash.). File: BPIF-171 (granted 9-16-68); BLIF-99 (granted 10-6-69).

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: Emcee transmitter & Taco antenna. Cost, \$174,935; yearly operating, \$22,000 (this includes KYL-45, KYL-46 & KYL-47). Consulting engineer, George M. Freese (E. Wenatchee, Wash.). File: BPIF-106 (granted 6-19-67); BLIF-85 (granted 10-6-69).

Weston, Ore.—KYL-47, Umatilla County Intermediate Education District, Channel E-1. Transmitter: 2-mi. E of Weston. For other details, see KYL-44 Pendleton. File: BPIF-109 (granted 6-19-67); BLIF-88 (granted 10-6-69).

Altoona, Pa.—KVQ-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); BLIF-56 (granted 3-20-68).

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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, E-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: Micro-Link. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: John P. Gallagher. File: BPIF-60-61 (granted 6-3-66); BLIF-36-37 (granted 3-29-68).

Philadelphia, Pa.—WAU-29, Temple U., c/o William H. Seibel, Tomlinson Hall, 13th & Norris (19122). Channels A-1-4. Transmitter: Carnell Hall, Broad St. & Montgomery Ave. (lat. 39° 58' 55", long. 79° 08' 51"); 10-w, 187-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$247,609; yearly operating, \$50,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-170 (granted 5-8-69); BLIF-142 (granted 4-1-71).

Warminster, Pa.—KOU-74, Tri-State Instructional Bstg. Council, c/o Vernon F. Cook, Morton Ave. Channels G-1-4. 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 (granted 12-11-68); BLIF-113 (granted 4-2-70); BALIF-1 (granted 6-7-71); BMLIF-10 (granted 10-20-71).

Camden, Tenn.—KIK-52, Weakley County Bd. of Public Instruction, Channels C-1-2, C-4. Transmitter: Camden Fire Tower No. WT-20 in Benton County, Camden (lat. 36° 03' 58", long. 88° 10' 06"); 10-w, 180-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-151 (granted 6-14-68); BLIF-72 (granted 4-23-69).

Central, Tenn.—KIK-78/79, Weakley County Bd. of Public Instruction, Channels C-1-2, C-4. Transmitter: Springhill School, Central (lat. 35° 59' 04", long. 89° 07' 27"); 10-w, 250-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-153/154 (granted 6-14-68); BLIF-74/75 (granted 4-23-69).

Henry, Tenn.—KIN-53, Weakley County Bd. of Public Instruction, Channels A-1-2, A-4. Transmitter: Henry School, Henry (lat. 36° 12' 15", long. 88° 24' 42"); 10-w, 300-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-155 (granted 6-14-68); BLIF-76 (granted 4-23-69).

Martin, Tenn.—KIK-50, Weakley County Bd. of Public Instruction, c/o C. David Gate, College Station, Martin (38237). Channels C-1-2 & C-4. Transmitter: Woods Ave. & Hurt St., Martin (lat. 36° 20' 28", long. 88° 51' 39"); 10-w, 300-ft. Equipment: Emcee transmitter & Taco antenna. Cost, \$468,000; yearly operating, \$228,422. Consulting engineer, Signal Engineering & Sales (Birmingham). File: BPIF-150 (granted 6-14-68); BLIF-71 (granted 4-23-69).

Skullbone, Tenn.—KIK-53, Weakley County Bd. of Public Instruction, Channels E-1-2, E-4. Transmitter: Hackson Gravel Rd., Skullbone (lat. 35° 02' 58", long. 88° 46' 21"). Other details, see Martin. File: BPIF-152 (granted 6-14-68); BLIF-73 (4-23-69).

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); BLIF-29 (granted 6-7-67).

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). Holds CP to add Channels D-3-4; change transmitter location to Spring Branch, Independent School District-Career Center, West Belt at Hammerly, Houston (lat. 29° 48' 55", long. 95° 33' 45"). BPIF-261 (granted 3-23-72).

Houston, Tex.—WAU-31, U. of Tex. at Houston Graduate School of Biomedical Sciences Div. of Continuing Education, c/o H. Grant Taylor, Box 20367 (77025). Channels B-1-4 at 6723 Bertner St. (lat. 42° 30' 00", long. 95° 24' 11"); 10-w. Cost, \$29,700; yearly operating, \$76,412. Equipment, MicroLink. File: BPIF-192 (granted 5-8-69); BLIF-126 (granted 8-4-70).

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, Edgewood Independent School District (correspondence to Bennie F. Steinhauer, superintendent, 6458 W. Commerce St., San Antonio). Channels D-1-3-4, to serve elementary, junior high & high schools (20 in all). Transmitter: 1922 S. General McMullen. 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). Note: Seeks modification of license to add Ch. D-2, 10-w. BMLIF-8.

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); BLIF-90 (granted 4-2-70).

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Milwaukee, Wis.—KZH-34, Archdiocese of Milwaukee. Channels G-1-2. Transmitter: 2-mi. SW of Milwaukee (lat. 42° 57' 50"; long. 88° 04' 30"); 10-w, 402-ft. For other details, see KZH-36 Burlington (under permittees). File: BPIF-112 (granted 11-7-67); BMPIF-235 (granted 12-16-69); BLIF-68 (granted 8-14-68).

PERMITTEES

Birmingham, Ala.—KZW-56, Bd. of Ed. of Birmingham, c/o Dr. Henry Sparks, 2015 7th Ave. N. (35202). Channels E-1-4. Transmitter: Birmingham Southern College campus (lat. 33° 30' 45"; long. 86° 51' 15"); 10-w, 262-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 (granted 2-14-68).

Gadsden, Ala.—KWV-56, Etowah County Board of Education, Etowah County Courthouse (35901). Channels A-1-2 at 4-mi. S of Boaz Aurora Fire Tower Site (lat. 34° 08' 47", long. 86° 11' 02"); 10-w, 90-ft. Cost, \$23,993.12; yearly operating, \$145,177. Equipment, Chester, Counsel, Hawkins, Rhea & Mitchell (Gadsden); consulting engineer, Chester Electronic Labs Inc. (Conn.). File: BPIF-225 (granted 3-19-70).

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).

Fresno, Cal.—KYD-25, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. (93721). Channels B-1-4. Transmitter: 2314 Mariposa St.; .002-w. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-98 (granted 4-26-67).

Irvine, Cal.—KWE-35, Regents of the U. of Cal., 485 University Hall, Berkeley (94720). Channels B-1-4. Transmitter: Natural Science Bldg., U. of Cal., Irvine (lat. 33° 38' 46"; long. 117° 50' 39"); 10-w, 83-ft. Equipment: Jerrold. Cost, \$88,380; yearly operating, \$70,948. Consulting engineer: Hammett & Edison. File: BPIF-178 (granted 6-18-69).

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-92-93, Archdiocese of Los Angeles Education & Welfare Corp., 1531 W. 9th St., Los Angeles, Cal. (90006). Channels D-1-4, G-1-4. Transmitters: (1) Encino Reservoir, Encino (lat. 34° 08' 52"; long. 118° 31' 06"). (2) Puente Hills, La Habra Heights; 10-w. Equipment: Litton. File: BPIF-26/7 (granted 5-7-65).

Los Angeles, Cal.—KWE-33, KWE-34, U. of Southern Cal., c/o Dr. Jack Munushian, OHE-500, U. of Southern Cal. (90007). Channels B-1-4, 10-w, F-1-4, 1-w; transmitter, 3800 Mt. Lee Dr. (lat. 34° 08' 04"; long. 118° 19' 11"); McClintock Ave. & 36th Pl. (lat. 34° 01' 16"; long. 118° 17' 15"); respectively. Cost, \$470,219; yearly operating, \$68,000. Equipment, Micro-Link. Counsel, Koteen & Burt; consulting engineer, Hammett & Edison (San Francisco). File: BPIF-203/4 (granted 6-18-69).

Los Angeles, Cal.—KWE-36, Regents of U. of Cal., Business Services Div., University Hall, Berkeley (94720). Channels A-1-4. Transmitter: UCLA Medical Center (lat. 34° 03' 59"; long. 118° 26' 31"); 10-w, 161-ft. Equipment: Jerrold transmitter, Prodelin antenna. Cost, \$506,200; yearly operating, \$65,000. Consulting engineer: Robert E. Bullock. File: BPIF-186 (granted 6-18-69).

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-22, KZB-23, KZB-24, KZB-25, Roman Catholic Welfare Corp. of San Francisco, c/o Msgr. Francis A. Quinn, 441 Church St. (94114). Ch. G-1-4. Transmitter: St. Patrick's Seminary, Middlefield Rd., Menlo Park. Channels B-1-14. Transmitter: St. Patrick's Seminary, Middlefield Rd., Menlo Park. 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).

Torrance, Cal.—WAU-30, Board of Education Torrance Unified School District, Channels C-1-4. Transmitter, Educational Materials Bldg., 2336 Plaza del Amo. Plant, \$250,000; yearly operating, \$38,650. Equipment, Jerrold. Counsel, Covington & Burling. File: BPIF-191 (granted 5-8-69).

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).

Boulder, Colo.—WHA-72, Board of Regents, U. of Colo., c/o Charles A. Huber, P.E., PSR B-1, Rm. 116, Boulder (80302). Channel B-1 at Patty's Peak, rural Boulder (lat. 39° 58' 14"; long. 105° 16' 47"); 10-w; 35-ft. Equipment, Jerrold transmitter; Andrew antenna. Cost, \$29,935; yearly operating, \$3,500. Counsel, none; consulting (granted 7-26-66).

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).

Delray Beach, Fla.—KRL-43, Coleman F. Carroll. Channels A-1-4. Transmitter: Intersection of Simms Rd. & Clint Moore Rd., Boca Raton. For other details, see KRL-41 Miami. File: BPIF-14 (granted 12-16-64); BMPIF-215 (granted 3-24-72).

Ft. Lauderdale, Fla.—KRL-42, Coleman F. Carroll. Channel C-2. Transmitter: 200 NW 80th Ave., Ft. Lauderdale. For other details, see KRL-41 Miami. File: BPIF-13 (granted 12-16-64).

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. File: BPIF-12 (granted 12-16-64).

Miami, Fla.—KTB-84-85, Dade County School Board, 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. Counsel: Krieger & Jorgensen. 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: Harvey Bldg., West Palm Beach. For other details, see KRL-41 Miami. File: BPIF-15 (granted 12-16-64); BMPIF-216 (granted 3-24-72).

St. Petersburg, Fla.—KTO-90, Joseph P. Hurley. Channels A-1-4. Transmitter: 6333 9th Ave. N., St. Petersburg. For other details, see KTW-39 Orlando. File: BPIF-44 (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).

Rock Falls, Ill.—WHA-62, Board of Education of Rock Falls Twp. H.S. District # 301, 101 12th Ave., Rock Falls (61071). Channel H-3 at 101 12th Ave. (lat. 41° 46' 42"; long. 89° 42' 20"); .002-w; 69-ft. Equipment, Mark Products. Cost, \$8,256; yearly operating, \$17,000. Counsel, none; consulting engineer, John Zmolek (Chicago). File: BPIF-237 (granted 3-3-71).

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).

Andover, Mass.—KMA-57, Boston Catholic TV Center Inc., c/o Msgr. Walter L. Flaherty, 25 Granby St., Boston (02115). Channels F-1-4. Transmitter: Wood Hill, Andover (lat. 42° 39' 17"; long. 71° 13' 13"); 10-w, 228-ft. Equipment: Jerrold. Cost, \$113,108; yearly operating, \$2,500. Counsel: Dow, Lohnes & Albertson. File: BPIF-167 (granted 9-19-68).

Boston, Mass.—KQT-47, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels F-1-4 at Chapel Bridge Park, 35 Chapel St., Newton (lat. 42° 21' 18"; long. 71° 12' 10"); 0.1-kw, 55-ft. Cost, \$17,600; yearly operating, \$2,000. Equipment: Jerrold. Counsel, Dow, Lohnes & Albertson. File: BPIF-210 (granted 9-8-69); BMPIF-310 (granted 3-1-71).

Boston, Mass.—KVQ-24, Boston Catholic TV Center Inc., c/o Msgr. Flaherty, 25 Granby St. (02115). 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: Jerrold. 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 B-3-4; for interconnection of TV production studios on campus to various classrooms on main campus & to suburban campus at Burlington, Mass. Transmitter: Prudential Center Tower (lat. 42° 20' 50"; long. 71° 04' 57"). Equipment: Jerrold transmitter & Taco antenna. Cost, \$235,178; yearly operating, \$80,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-102 (granted 7-7-67); BPIF-220 (granted 5-19-70).

Boston, Mass.—WCR-20, Northeastern University, 360 Huntington Ave., Boston (02115). Channels E-3 & E-4 at 360 Huntington Ave.,

Boston (lat. 42° 20' 21"; long. 71° 05' 20"); 10-mw, 94-ft. Cost, \$21,100; yearly operating, \$2,500. Counsel & consulting engineer, Lake Systems Corp. (Newton, Mass.). File: BPIF-221 (granted 5-19-70).

Danvers, Mass.—WAL-20, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels G-1-4. Transmitter: Catholic Chapel, Danvers State Hospital (lat. 42° 34' 57"; long. 70° 59' 15"); 10-w, 102-ft. Equipment: Jerrold. Cost, \$81,000; yearly operating, \$2,500. File: BPIF-188 (granted 4-14-69).

Framingham, Mass.—KLC-85, Boston Catholic TV Center Inc., c/o Msgr. Walter L. Flaherty, 25 Granby St., Boston (02115). Channels G-1-4. Transmitter: Nobscot Hill, Framingham (lat. 42° 20' 46"; long. 71° 27' 05"); 10-w, 83-ft. Equipment: Jerrold. Cost, \$64,500; yearly operating, \$2,500. Counsel: Dow, Lohnes & Albertson. File: BPIF-157 (granted 8-27-68).

Milton, Mass.—KQT-48, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels F-1-4 on top of Great Blue Hill, Milton (lat. 42° 12' 42"; long. 71° 06' 51"); 10-w, 110-ft. Equipment: Jerrold. File: BPIF-213 (granted 9-8-69).

Detroit, Mich.—WDV-66, Regents of the U. of Mich., c/o Hal F. Schulte Jr., Rm. 248, W. Engineering Bldg., Ann Arbor. Channels G-1-2 at 9345 Lawton St., Detroit (lat. 42° 22' 55", long. 83° 06' 50"); 10-w, 425-ft. Equipment, Emcee transmitter & Alford antenna. Cost, \$183,000; yearly operating, \$72,000. File: BPIF-232 (granted 10-16-70).

Minneapolis, Minn.—WIG-33, Regents of U. of Minn., c/o Marshall W. Keith, 107 Main Engineering, U. of Minn. (55455). Channels C-1-2 at Electrical Engineering Bldg., U. of Minn. (lat. 44° 58' 32", long. 93° 13' 57"); 25-w, 93-ft. Equipment: MicroLink. Cost, \$526,500; yearly operating, \$60,000. Counsel, none; consulting engineer, Hammett & Edison. File: BPIF-253 (granted 7-19-71).

Minneapolis, Minn.—WIG-35, Regents of U. of Minn., see Minneapolis, above. Channels E-1-2 at Foshy Tower, Marquette Ave. & 9th St., Minneapolis (lat. 44° 58' 28", long. 93° 16' 17"); 10-w; 151-ft. For other details, see WIG-33 Minneapolis. File: BPIF-255 (granted 7-19-71).

Rochester, Minn.—WIG-34, Regents of U. of Minn., see Minneapolis, above. Channels C-1-2 at 1.5-mi, SE of Hader on SW side of U.S. Hwy. 52, Hader (lat. 44° 21' 02", long. 92° 46' 53"); 25-w; 400-ft. For other details, see WIG-33 Minneapolis. File: BPIF-254 (granted 7-19-71).

McComb, Miss.—WHU-55, McComb Municipal Separate School District of Pike County, Miss., c/o J. D. Prince, Box 868, McComb (39648). Channel D-1 at 10003 Virginia Ave., McComb (lat. 31° 14' 28.17", long. 90° 27' 59.08"); 10-w, 54-ft. Equipment: MicroLink. Cost, \$29,462; yearly operating, \$15,000. Counsel, Joe N. Pigott (McComb); consulting engineer, Rupert E. Houston (Senatobia). File: BPIF-252 (granted 6-23-71).

Omaha, Neb.—KWV-42, School District of the City of Omaha, 3902 Davenport St., Omaha. Ch. A-1-4 at Maple & 52nd Sts., Omaha (lat. 41° 17' 09"; long. 95° 59' 36"); 10-w, 105-ft. Cost, \$37,575; yearly operating, \$1,200. File: BPIF-222 (granted 1-16-70).

Omaha, Neb.—KWV-43, School District of the City of Omaha, 3902 Davenport, Omaha. Ch. D-1-4 at 12200 Burke Blvd., Omaha (lat. 41° 15' 43", long. 96° 06' 04"); 1-w, 45-ft. Cost, \$12,050; yearly operating, \$6,490. File: BPIF-223 (granted 1-16-70).

Huntington, N.Y.—KNZ-67, Roman Catholic Diocese of Rockville Center. Channels A-1-4. Transmitter: 200-ft. SW of intersection of Convent & S. Woods Rds., Syosset. For other details, see KNZ-65 Rockville Center. File: BPIF-7 (granted 7-28-64).

Olean, N.Y.—WHW-57, Board of Cooperative Educational Services in Cattaraugus, Erie & Wyoming Counties, c/o James R. Cross, 124 Main St., Little Valley (14755). Channels A-1-2 at 1.5-mi. NE of Olean (lat. 42° 05' 34", long. 78° 24' 30"); 10-w; 55-ft. Equipment: Jerrold transmitter, Andrews antenna. Cost, \$144,750; yearly operating, \$82,000. File: BPIF-260 (granted 6-29-71).

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 (under licensees). File: BPIF-6 (granted 7-28-64).

Durham, N.C.—KCO-86, Duke U., c/o Sam Agnello, Box 3163, Duke U. Medical Center (27706). Channels C-1-2 at V.A. Hospital (lat. 36° 00' 32"; long. 78° 56' 23"); 0005-w, 128-ft. Equipment: MicroLink. Cost, \$15,730; yearly operating, \$21,500. Counsel, Wilner, Scheiner & Greeley. File: BPIF-180 (granted 9-10-69).

Durham, N.C.—KCO-55, Duke U. Channels G-1-2. Transmitter: Medical Center (lat. 36° 00' 04"; long. 78° 56' 25"); 5-w, 108-ft. Equipment: Litton. Cost, \$16,200; yearly operating, \$22,750. File: BPIF-165 (granted 9-10-69).

Wilmington, N.C.—KCP-81, New Hanover County Schools, c/o Claude H. McAllister, 210 N. 5th Ave. (28401). Channel D-1. Transmitter, 210 N. 5th Ave. (lat. 34° 14' 19"; long. 77° 56' 35"); 10-w. Cost, \$35,074; yearly operating, \$73,232. Equipment, Micro-Link. Counsel, Hogue, Hill & Rowe; consulting engineer, none. File: BPIF-206 (granted 9-12-69).

Akron, O.—KHP-68, Diocese of Cleveland, 1027 Superior Ave., Cleveland, O. (44114). Channels C-1-4. Transmitter: 1.2-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 Khring 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).

Cleveland, O.—KDX-68, ETV Assn. of Metropolitan Cleveland, 4300 Brookpark Rd. (44134). Channel E-1-2. Transmitter, 4300 Brookpark Rd. (lat. 41° 25' 10", long. 81° 42' 49"); 10-w, 315-ft. Equipment, Jerrold. Plant, \$75,000; yearly operating, \$25,000. Counsel, Cohn & Marks. File: BPIF-219 (granted 10-2-69); BMPIF-303 (granted 12-11-70).

Instructional Television

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Cleveland, O.—WJW-20, ETV Assn. of Metropolitan Cleveland, 4300 Brookpark Rd. (44134). Channels A-1-4; C-1-4; E-1-4; G-1-4. Transmitter: Dentzler Rd., Parma (lat. 41° 22' 18"; long. 81° 42' 48"); 10-w, 315-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$75,000; yearly operating, \$25,000. Counsel, Cohn & Marks. File: BPIF-174 (granted 3-21-69).

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).

Altoona, Pa.—KCG-49, 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. (granted 4-11-68).

Altoona, Pa.—KZC-21, KZC-22, Altoona Area School District. Channels G-1-4. Transmitter: Southern area of Highland Park & W of Linnard Rd. (lat. 40° 28' 42"; long. 78° 24' 57"); .0013-w, 60-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 F-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-123 (granted 9-21-67).

Hanover, Pa.—KZB-21, 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 (granted 9-13-67).

Langhorne, Pa.—WCX-21, Tri-State Instructional Bcstg. Council. Channels D-1-4 at 2001 Old Lincoln Hwy., Langhorne; 10-w. Equipment, RCA. File: BPIF-230 (granted 6-9-70).

Nockamixon, Pa.—WJB-74, Tri-State Instructional Bcstg. Council, c/o Vernon F. Cook, Morton Ave., Folsom, Pa. Channels D-1-4 at Coffman Hill, State Game Lands No. 56, .6-mi. N of Lake Warren, Ferndale, Nockamixon (lat. 40° 33' 07", long. 75° 08' 59"); each 10-w; 350-ft. Equipment, RCA transmitter, Andrew antenna. Cost, \$63,600. Counsel, none; consulting engineer, Baker Engineering Co. File: BPIF-239 (granted 10-20-71).

Philadelphia, Pa.—WAU-28, Trustees of U. of Pa., c/o F. H. Shaffmaster, 3451 Walnut St. (19104). Channels E-1-2. Transmitter: TV Ch. 17 Tower, Domino Lane, Roxborough (lat. 40° 02' 30"; long. 75° 14' 24"); 10-w, 213-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$62,700. Consulting engineer: Jansky & Bailey. File: BPIF-169 (granted 5-8-69); BMPIF-296 (granted 1-18-71).

Philadelphia, Pa.—WIW-95, Drexel U., c/o Dr. Samuel Mercer Jr., College of Engineering, 32nd & Chestnut Sts., Philadelphia (19104). Channels C-3-4 at TV Channel 17 Tower, Domino Lane, Roxborough, Philadelphia (lat. 40° 02' 30", long. 75° 14' 24"); 10-w; 137-ft. Equipment: MicroLink. Cost, \$543,219; yearly operating, \$75,000. Counsel, none; consulting engineer, Hammett & Edison. File: BPIF-250 (granted 9-27-71).

Sellersville, Pa.—WCX-20, Tri-State Instructional Bcstg. Council. Channels E-1-4 at West Rock Hill Police Tower, Almont, Pa. (lat. 40° 23' 02", long. 75° 21' 02"); 10-w. Equipment: RCA. File: BPIF-229 (granted 6-9-70); BMPIF-315 (granted 10-20-71); BMPIF-349 (granted 3-23-72).

Ft. Worth, Tex.—KWU-29, Assn. for Graduate Education & Research of North Texas, c/o Robert W. Olson, Box 30365, Dallas (75230). Ch. E-1-4 at Bowie St., between Green & Waits Aves., Ft. Worth (lat. 32° 42' 28"; long. 97° 21' 27"); 10-w, 199-ft. Cost, \$64,000; yearly operating, \$19,000. Equipment, Jerrold transmitter & Alford antenna. Consulting engineer, A. Earl Cullum Jr. & Assoc. (Dallas). File: BPIF-217 (granted 1-8-70).

Richardson, Tex.—KWU-30, Assn. for Graduate Education & Research of North Texas, Ch. F-1-4 at 2400 N. Armstrong Pkwy, Richardson (lat. 32° 59' 22"; long. 96° 45' 01"); 10-w, 268-ft. Cost, \$79,000; yearly operating, \$19,000. Other details same as Ft. Worth, above. File: BPIF-218 (granted 1-8-70). Note: Requests modification of CP to add Channel C-4. BMPIF-344.

Richardson, Tex.—WEF-69, Richardson Independent School District, c/o Richard F. Hays, 400 S. Greenville Ave., Richardson (75080). Channels B-1-4 at Hamilton Park School, 8301 Towns St., Dallas (lat. 32° 55' 02", long. 96° 45' 34"); each 10-w; 185-ft. Equipment, Emcee. Cost, \$128,850; yearly operating, \$74,500. Counsel, none; consulting engineer, Richard L. Luthans (Dallas). File: BPIF-235 (granted 11-23-70); BMPIF-306 (granted 6-23-71).

(Continued on next page)

Instructional Television

PERMITTEES—(Continued)

- Provo, Utah—WDU-30-31, Brigham Young U., c/o Earl J. Glade Jr., C-306 Harris Fine Arts Center, Brigham Young U. (84601), Channels A-1, A-3. Transmitter: BYU Campus (lat. 40° 15' 00"; long. 111° 38' 13"); 1-w, 100-ft. Equipment: Microlink. Cost, \$21,550; yearly operating, \$10,000. Channel D-1. Transmitter: Farnsworth Peak; Ogjuirrh Mountains, near Magna (lat. 40° 39' 35"; long. 112° 12' 05"); 10-w, 20-ft. Equipment: Microlink. Cost, \$13,920; yearly operating, \$5,000. Counsel: Wilkinson, Cragun & Barker. File: BPIF-176/77 (granted 10-14-70).
- Burlington, Wis.—KZH-36, Archdiocese of Milwaukee, c/o Msgr. Edmund J. Goebel, 437 W. Galena St., Milwaukee (53203), Channels G-1-4. Transmitter: 4-mi. E of Elkhorn (lat. 42° 39' 42"; long. 88° 27' 48"); 10-w, 300-ft. To serve all of Waiworth County and portions of Kenosha & Racine Counties. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley, Consulting engineer; Vernon A. Bertrans. File: BPIF-114 (granted 11-7-67); BMPIF-287 granted 9-9-70).
- 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"); 10-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"); 10-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"); 10-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"); 10-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.—KHF-80, Milwaukee Bd. of School Directors, 5225 W. Vliet St. (53208), Channels B-1-2 at Milwaukee Public Schools Administration Bldg., Vliet St. (lat. 43° 02' 54"; long. 87° 58' 46"); 10-w. Cost \$184,737; operating, \$80,000. Equipment, RCA. Counsel, none; consulting engineer, W. J. Kessler Assoc. (Gainesville, Fla.). File: BPIF-208 (granted 8-20-69); BMPIF-283 (granted 10-14-70); BMPIF-339 (granted 1-7-72).
- Milwaukee, Wis.—WAU-27, Milwaukee Regional Medical ITV Station Inc., Lutheran Hospital of Milwaukee, 2200 W. Kilibourn Ave., Milwaukee (53233), Channels E-1-2. Transmitter: VA Hospital, 5000 W. National Ave. (lat. 43° 01' 17"; long. 87° 58' 35");

10-w, 219-ft. Equipment: Jerrold transmitter, Taco antenna. Cost, \$367,096; yearly operating, \$60,000. File: BPIF-189 (granted 5-7-69).

- Milwaukee, Wis.—WDG-56, Regents of U. of Wis., U. of Wis.-Milwaukee, Instructional Media Laboratory, 318 Mitchell Hall, Milwaukee (53201), Channels D-1-4 at Sandberg Hall, Campus of U. of Wis.-Milwaukee (lat. 43° 04' 42", long. 87° 52' 56.5"); 10-w, 457-ft. Cost, \$64,000; yearly operating, \$75,000. Equipment, RCA. File: BPIF-231 (granted 8-6-70).
- 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"); 10-w, 300-ft. To serve all of Ozaukee & Sheboygan Counties. For other details, see KZH-36 Burlington. File: BPIF-116 (granted 11-7-67).

APPLICANTS

- Birmingham, Ala.—New, Jefferson County Bd. of Ed., A-400 Courthouse (35203), Channels A-2-3. Transmitter: Wharton's Lookout Tower, 1.6-mi. N of Irondale (lat. 33° 33' 39"; long. 86° 42' 12"); 10-w, 111-ft. Equipment: Emcee transmitter & Bogner antenna. Cost, \$95,000, yearly operating, \$2,300. Counsel, Dow, Lohnes & Albertson. File: BPIF-175.
- Napa, Cal.—New, Napa County Supt. of Schools, c/o Percy C. Holday, 1130 Main St. (94558), Channels G-1-2. Transmitter: Sugarloaf Peak, 4.38-mi. SE of Napa County Courthouse (lat. 38° 15' 52"; long. 122° 12' 57"); 10-w, 35-ft. Channels C-1-2. Transmitter: 1130 Coombsville Rd., Napa (lat. 38° 17' 44"; long. 122° 15' 40.5"); 1-w, 20-ft. Equipment: Micro-link transmitter & Prodelin antenna. Cost, \$266,104; yearly operating, \$73,000. Counsel: Fletcher, Heald, Rowell, Kenehan & Hildreth. File: BPIF-161/2.
- Vero Beach, Fla.—New, Bd. of Public Instruction, Indian River County, Fla., c/o J.A. Thompson, Box 2170 (32960), Channels B-2, D-2, E-1, F-4. Transmitter: 1707 16th St. (lat. 27° 37' 48"; long. 80° 24' 20"); 10-w, 87-ft. Equipment: Microlink. Cost, \$61,330; yearly operating, \$12,000. File: BPIF-144.
- North Dartmouth, Mass.—New, Southeastern Mass. U., c/o Lester W. Cory, Old Westport Rd. (02747), Channel G-4 at Old Westport Rd., North Dartmouth (lat. 41° 37' 43", long. 71° 00' 25"); 10-w; 250-ft. Equipment: Jerrold. Cost, \$32,000; yearly operating, \$5,000. File: BPIF-264.
- Marion, N.Y.—New, Marion Central School, c/o C. W. Curtis, Marion Central School (14505), Channels A-1-2 at Marion Central School, Warner Rd. (lat. 43° 10' 24", long. 77° 11' 20"); 40-ft. Equipment: Microlink transmitter, Prodelin antenna. Cost, \$15,240.13. Counsel, Nelson Communications; consulting engineer, John Lieb, N.Y. State Education Dept. File: BPIF-256.
- 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.

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American 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 American Forces (IAF), Washington, D.C. 20301. The American 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 (96613). Began Dec. 1963.
- KODIAK, ALASKA**—(Ch. 8) AFRT, U.S. Naval Station, FPO, Seattle, Wash. (98790). Began May 1956.
- SHENYA, ALASKA**—(Ch. 13) 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. 40) 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.
- CRETE**—(Ch. 8) Iraklion Air Base, O/LA Detachment 7, 7122nd Support Squadron, APO New York, N.Y. (09291). Began May 1960.
- ETHIOPIA**—(Ch. 2) AFRT, Kagnew 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. 15) Wiesbaden Air Base, 7122nd Support Squadron, APO New York, N.Y. (09633). Relay of Ramstein Air Base. Began April 1966.
- 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. 7) AFRT, Teheran, ARMISH—MAAG, APO New York, N.Y. (09205). Began Dec. 1959.
- 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; Fusan (Ch. 2), began Oct. 1964; Taegu (Ch. 12), began Dec. 1963; Taejon (Ch. 12), began Oct. 1964.
- PHILIPPINES**—(Ch. 8) Luzon, Clark Air Base, American Forces Philippine Network, APO San Francisco, Cal. (96274). Began Nov. 1955.
- THAILAND**—(Ch. 74) Nakhon Phanom, AFRT, Nakhon Phanom (AFTN), APO San Francisco, Cal. (93601). Began Jan. 1969.
- THAILAND**—(Ch. 80) Sattahip, AFRT—U Tapao, APO San Francisco, Cal. (96330). Relay of U Tapao. Began July 1968.
- THAILAND**—(Ch. 74) U Tapao, AFRT—U Tapao, APO San Francisco, Cal. (96330). Began July 1968.
- 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) Tuy Hoa, AFRT—Tuy Hoa, APO San Francisco, Cal. (96316). Began May 1967.

CANADIAN TELEVISION STATION DIRECTORY

Covering All Commercial Stations in Operation as of March 1, 1972

Plus Those Due to Begin Operation By Summer

For American Forces Stations in Goose Bay, Labrador and Harmon Field,
Newfoundland, See also American 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 MHz). 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)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 3½-mi. NW of Athabasca.

Color: Network.

Technical Facilities: Channel No. 8 (180-186 MHz). 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. 22, 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: Mt. Norquay, Banff.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual (peak pedestal), .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.

CFAC-TV-2

Banff

(Ch. 13)

(Satellite rebroadcasting station of CFAC-TV, Calgary, Alta.)

Network Service: CBC, same as CFAC-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Banff, Alta.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1600-ft. above av. terrain, 20-ft. above ground, 6915-ft. above sea level, lat. 51° 11' 50", long. 115° 36' 40".

Began Operation: Sept. 12, 1966.

Rates: This is an automatic repeater of CFAC-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 MHz). 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 MHz). Authorized power: 20.75-kw visual, 4.15-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.

CHAT-TV-3

Bow Island

(Ch. 10)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC, same as CHAT-TV, Medicine Hat.

Licensee: Monarch Bestg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Bow Island, Alta.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 27-watts visual, 2.7-watts aural. Antenna: 95-ft. above av. terrain, 60-ft. above ground, 2660-ft. above sea level, lat. 49° 51' 50", long. 111° 21' 32".

Began Operation: Oct. 6, 1969.

Rates: This is an automatic repeater of CHAT-TV Medicine Hat, Alta. and is included as a bonus with that station.

For Canadian Population Estimates
See Services Volume

CFCN-TV-3

Brooks

(Ch. 9)

(Satellite rebroadcasting station of CFCN-TV-1, Hand Hills-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 MHz). Authorized power: 5-watts visual, .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.

Rates: This is an automatic repeater of CFCN-TV-1 Drumheller and both are included as a bonus with CFCN-TV, Calgary.

CJOC-TV-2

Brooks

(Ch. 3)

(Satellite rebroadcasting station of CJOC-TV, Lethbridge, Alta.)

Network Service: CBC.

Licensee: Lethbridge Television Ltd., 28th St. N., Lethbridge.

Transmitter: Brooks, Alta.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 275-ft. above av. terrain, 2700-ft. above sea level, lat. 50° 34' 55", long. 111° 53' 51".

Began Operation: July 12, 1968.

Rates: This is an automatic repeater of CJOC-TV, Lethbridge and is included as a bonus with that station.

CFCN-TV-7

Burmis

(Ch. 5)

(Satellite rebroadcasting station of CFCN-TV-5, Lethbridge, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 2-kw visual, .1-kw aural. Antenna: 445-ft. above av. terrain, lat. 49° 31' 54", long. 114° 11' 37".

Began Operation: Dec. 1969.

Rates: This is an automatic repeater of CFCN-TV-5, Lethbridge and is included as a bonus with that station.

CJOC-TV-3

Burmis

(Ch. 3)

(Satellite rebroadcasting station of CJOC-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJOC-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: .225-kw visual, .45-kw aural. Antenna: 4750-ft. above sea level, lat. 49° 31' 54", long. 114° 11' 37".

Began Operation: Dec. 1, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of parent CJOC-TV and is included as a bonus with that station.

CJOC-TV-1

Coleman

(Ch. 12)

(Satellite rebroadcasting station of CJOC-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJOC-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Forestry Lookout, Mt. Ironside, Alta.

Technical Facilities: Channel No. 12 (204-210 MHz). 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 CJOC-TV, and is included as a bonus with that station.

Alberta

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 MHz). Authorized power: 17.6-kw visual, 8.8-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.

CFMH-TV-2

Crimson Lake

(Ch. 9)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Licensee: Rocky Mountain House Chamber of Commerce.

Transmitter: Crimson Lake.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 150-ft. above ground, 3825-ft. above sea level, lat. 52° 31' 24", long. 114° 52' 39".

Began Operation: Feb. 16, 1971.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, Alta. and is included as a bonus with that station.

CFCN-TV-6

Drumheller

(Ch. 10)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary.

Transmitter: Drumheller, Alta.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, .5-watts aural. Additional data not available.

Began Operation: March 18, 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

CFAC-TV-1

Drumheller

(Ch. 8)

(Satellite rebroadcasting station of CFAC-TV, Calgary, Alta.)

Network Service: Same as CFAC-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Drumheller.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Jan. 1963.

Rates: This is an automatic repeater of CFAC-TV, Calgary and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.

Call 800-638-0859 . . . Toll free

Alberta—Calgary

CFCN-TV

(Ch. 4)

(Repeated by CFCN-TV-1, Hand Hills, Alta.; CFCN-TV-2, Banff, Alta.; CFCN-TV-3, Brooks, Alta.; CFCN-TV-5, Lethbridge, Alta.; CFCN-TV-6, Drumheller, Alta.; CFCN-TV Kimberley, B.C.; CFCN-TV-4, Burmis, Alta.; CFON-TV, Oyen, Alta.; CFLL-TV-1 Lake Louise, Alta.; CFJL-TV-1, Sundre, Alta.; CFWL-TV-1, Invermere, B.C.; CFWL-TV-2, Parson, B.C.)

Technical Facilities: Channel No. 4 (66-72 MHz). 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"

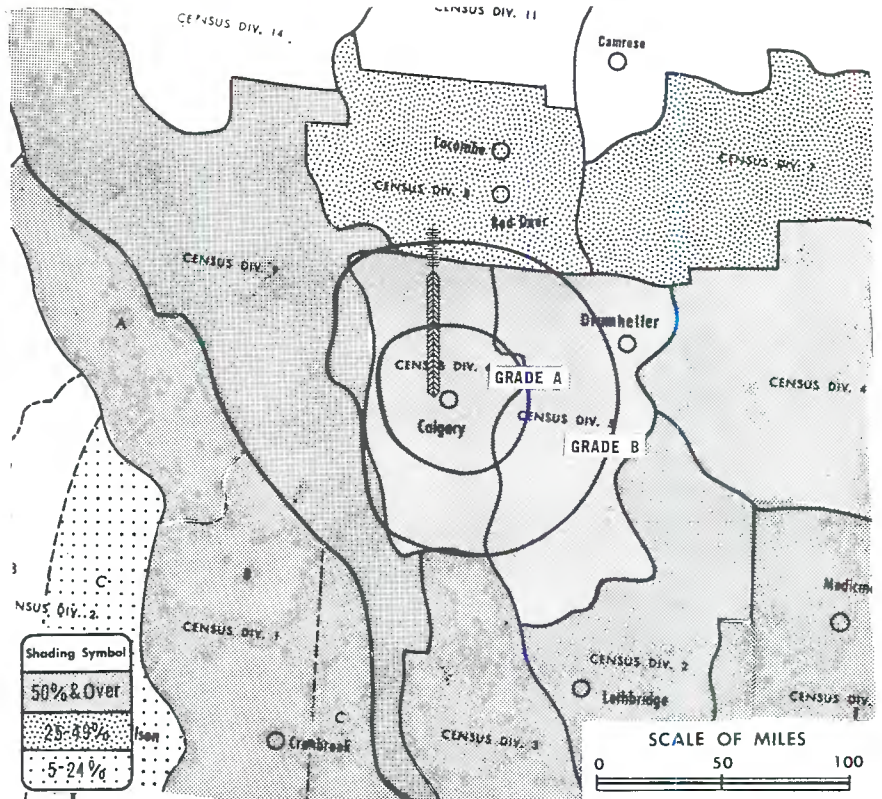
Transmitter: Broadcast House, Calgary.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News & Canadian Press.

AM Affiliate: CFCN, 50-kw, 1060 kHz.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFCN-TV Authorized: 8/19/60

CFCN-TV

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House.

Studio: Broadcast House, Calgary.

Telephone: 403-249-9101. Telex: 038-21637.

Ownership: MacLean-Hunter Publishing Co. Ltd.

Began Operation: Sept. 9, 1960.

Represented (sales) by Stephens & Towndrow (Toronto, Montreal, Vancouver); A. J. Messner & Co. (Winnipeg); Bolton/Burnside International Ltd. (U.S.).

Personnel:

- E. W. (Ted) Chapman, *president.*
- Herbert G. Marshall, *vice president & general manager.*
- Mrs. Marion Rowat, *traffic manager.*
- Wally Kirk, *program manager.*
- Ken Masonchuck, *production manager.*
- Ian Parker, *news director.*
- Ron Nordquist, *director of engineering & operations.*

DIGEST OF RATE CARD NO. 17 (June 1, 1971)

30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
.....**	\$275.00	\$150.00	\$150.00	\$100.00

*On request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	8010	Census Division 1	37,660
	8019	Lethbridge City	38,860
	8020	Census Division 2	83,870
	8030	Census Division 3	29,590
	8045	Census Division 4 and 5	45,690
	8069	Calgary M.A.	396,140
	8070	Census Division 6	437,700
	8090	Census Division 9	19,320
	9010	Census Division 1	39,030
Between 25-49%	8060	Census Division 7	35,830
	8080	Census Division 8	83,460
Between 5-24%	7130	Census Division 13	29,000
	9041	Census Division 2C	28,500
CFCN-TV Total Persons:			869,650
BBM Weekly Circulation (Nov. 1971):			658,243
Metro areas 8069 Calgary M.A.			

For Alberta CATV Systems, see
Canadian CATV Directory

Alberta—Calgary

CFAC-TV

(Ch. 2)

(Operates satellite rebroadcasting stations CFAC-TV-1, Drumheller; CFAC-TV-2, Banff; CFAC-TV-3, Lake Louise, all Alta.; CFAC-TV-4, Field, B.C.)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-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"

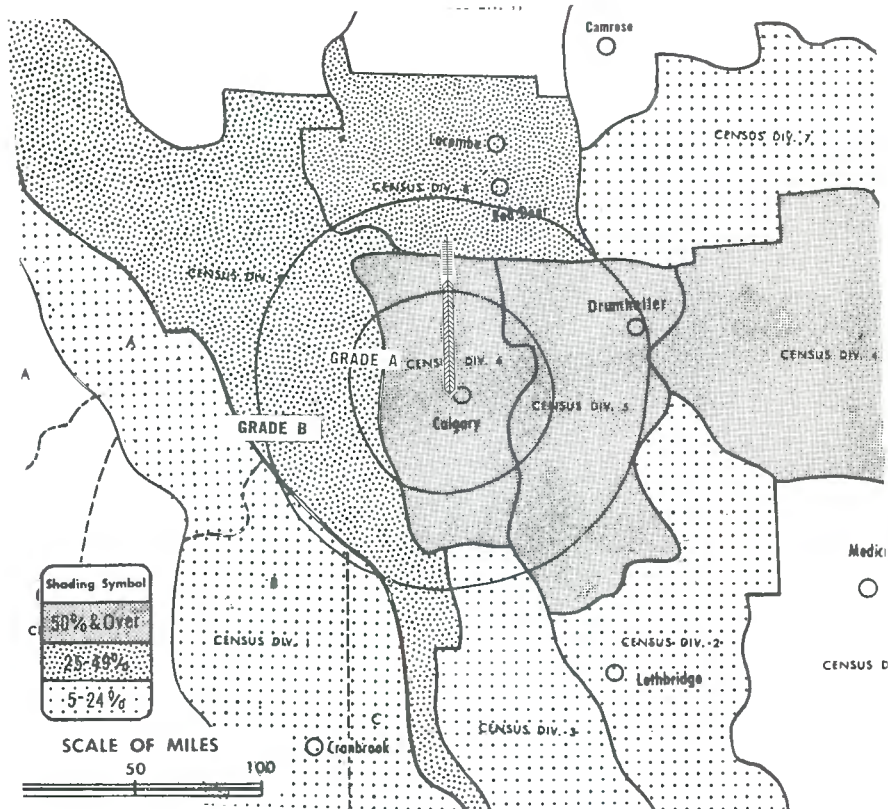
Transmitter: Old Banff Coach Rd.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press.

Studio: 955 Rideau Rd.



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CFAC-TV Authorized: 7/19/54

CFAC-TV

Network Service: CBC.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary 6, Alta.

Telephone: 403-243-3491. **Telex:** 038-22549.

Ownership: Selkirk Holdings Ltd., Toronto.

Began Operation: Oct. 2, 1954.

Represented (sales) by: All-Canada Radio and Television Limited.

Personnel:

Dave Penn, *president & general manager.*

Gary Buss, *national sales manager.*

George A. Brown, *retail sales manager.*

Wendell G. Wilks, *operations manager.*

Dennis C. Corrie, *promotion manager.*

Wm. McCambly, *technical director.*

Gordon Warner, *film editor.*

Ed Whalen, *news & sports director.*

DIGEST OF RATE CARD NO. 7—(June 1, 1971)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6-11 p.m., Mon.-Sat.; 5:30-11 p.m., Sun.						
.....****	\$250.00	\$150.00	\$90.00

*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	8045	Census Division 4 and 5	45,690
	8069	Calgary M.A.	396,140
	8070	Census Division 6	437,700
Between 25-49%	8080	Census Division 8	83,460
	8090	Census Division 9	19,320
Between 5-24%	8020	Census Division 2	83,870
	8030	Census Division 3	29,590
	8060	Census Division 7	35,830
	9010	Census Division 1	39,030
CFAC-TV Total Persons:			774,490
BBM Weekly Circulation (Nov. 1971):			480,430
Metro areas 8069 Calgary M.A.			

For BBM Explanatory Material
See Front of this Volume

Alberta—Edmonton

CBXT

(Ch. 5)

(Repeated by CBXT-1, Athabasca; CBXT-2, Whitecourt; CBXT-3, Hinton; CBXT-4, Jasper; CBXAT, Grande Prairie; CBXAT-1, Peach River; CBXAT-2, High Prairie, CBXAT-3, Manning & CBXT-5, Lac La Biche, all Alta.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 318-kw visual, 34.3-kw aural. Antenna: 669-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

Latitude 53° 30' 53"
Longitude 113° 17' 07"

Transmitter: Hwy. 17, 8-mi. SW of Edmonton.

Color: Network, film & slide.

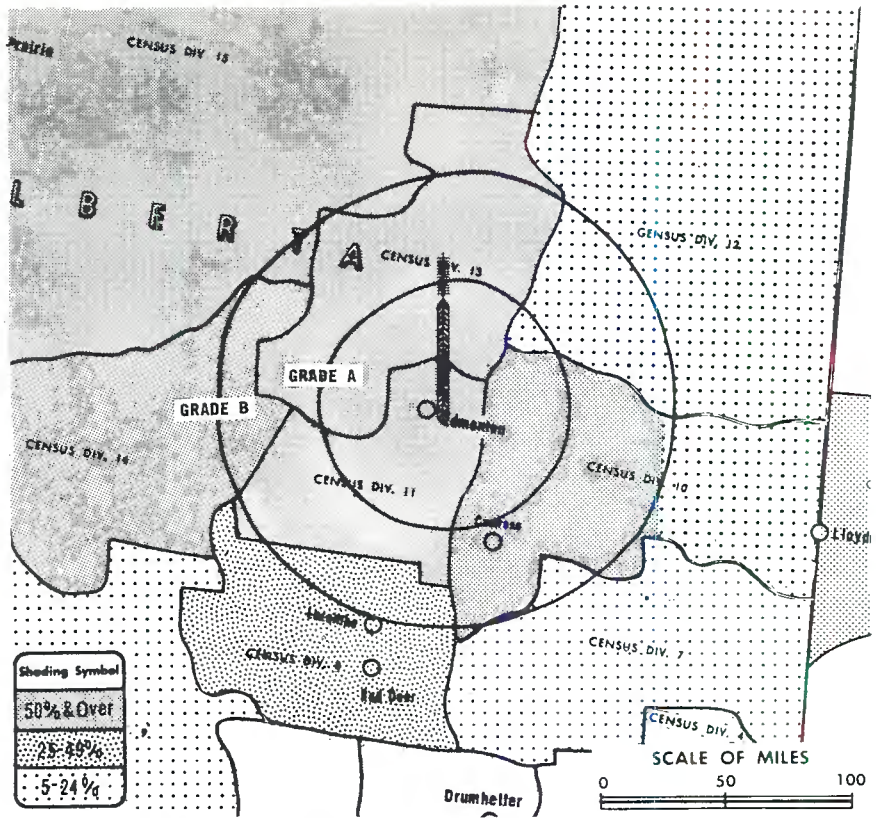
Studio: 8861 75th St., Box 555.

Telephone: 403-469-2321.

Telex: 0372-287.

TV tape: Recording facilities.

AM Affiliate: CBX, 50-kw (DA-2), 740 kHz (CBC).



CBXT Authorized: 8/19/60

Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBXT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Began Operation: October 1, 1961.

Represented (sales) by CBC National Selective Sales.

Personnel:

W. Porth, *station manager*.

R. Kennedy, *public affairs director*.

Armand Baril, *program director*.

J. Anderson, *technical director*.

M. F. Simovitch, *area sales manager*.

D. E. Adams, *news editor-in-chief*.

B. Flye, *supervisor of information services*.

DIGEST OF RATE CARD NO. 12 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$1125.00	\$675.00	\$450.00	\$338.00	\$225.00	\$160.00	\$80.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	8111	Census Division 10 West	37,650
	8119	Edmonton M.A.	462,350
	8120	Census Division 11	540,820
	8140	Census Division 13	42,490
	8150	Census Division 14	20,990
	8161	Census Division 15 East	59,470
	8171	Census Division 15 West	30,160
Between 25-49%	8080	Census Division 8	83,460
Between 5-24%	8060	Census Division 7	35,830
	8090	Census Division 9	19,320
	8101	Census Division 10 East	25,040
	8130	Census Division 12	52,460
	9352	Census Division 10D	25,910
	9700	Census Division 17 Sask.	10 E.A. 53,110
CBXT Total Persons:			973,700
BBM Weekly Circulation (Nov. 1971):			727,291
Metro areas 8119 Edmonton M.A.			

Alberta—Edmonton

CFRN-TV

(Ch. 3)

(Repeated by CFRN-TV-1, Grande Prairie; CFRN-TV-2, Peace River; CFRN-TV-3, Whitecourt; CFRN-TV-4, Ashmont; CFRN-TV-5, Lac La Biche; CFMH-TV-1, Rocky Mountain House; CFMH-TV-2, Crimson Lake, all Alta.)

Technical Facilities: Channel No. 3 (60-66 MHz). 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.

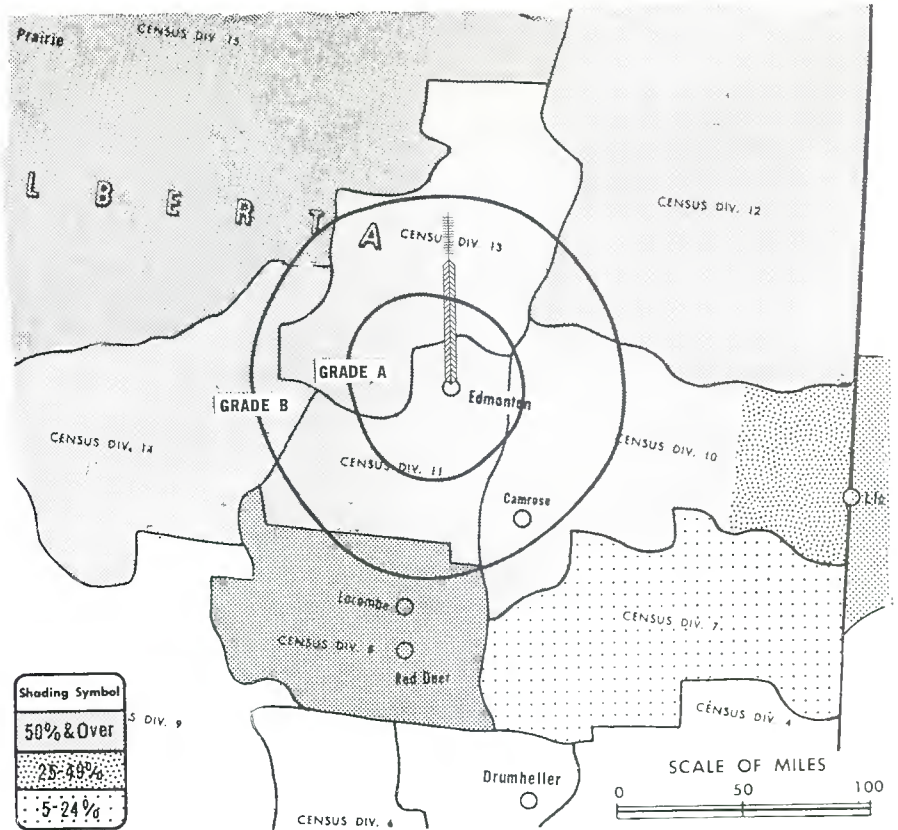
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News & Canadian Press.

AM Affiliate: CFRN, 50-kw, 1260 kHz.

FM Affiliate: CFRN-FM, 16.2-kw, 100.3 MHz (No. 262), 375-ft. antenna height.



Data on circulation & persons 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: 403-484-3311. **Telex:** 037-2257.

Ownership: Sunwapta Broadcasting Ltd., G. R. A. Rice, pres.

Began Operation: Oct. 17, 1954.

Represented (sales) by Radio-Television Reps Ltd. (Canada); Harlan G. Oakes & Assoc. (West Coast).

Personnel:

G. R. A. Rice, *president & general manager*.
Bruce D. Alloway, *manager*.
Derek H. Field, *general sales manager*.
E. W. Hogle, *news & public affairs manager*.
G. T. Kidd, *program manager & film buyer*.
David Harvie, *promotion director*.
T. E. Wadson, *engineering director*.
Bob Gibbons, *chief engineer*.

DIGEST OF RATE CARD NO. 20 (June 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-11 p.m., daily.
.....***** \$310.00 \$220.00 \$220.00 \$120.00

*Program rates available on request

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	8080	Census Division 8	83,460
	8111	Census Division 10 West	37,650
	8119	Edmonton M.A.	462,350
	8120	Census Division 11	540,820
	8130	Census Division 12	52,460
	8140	Census Division 13	42,490
	8150	Census Division 14	20,990
	8161 8171	Census Division 15 East Census Division 15 West	59,570 30,160
Between 25-49%	8101	Census Division 10 East	25,040
	9352	Census Division 10D	25,910
Between 5-24%	8060	Census Division 7	35,830
	9700	Census Division 17 Sask.	10 E.A. 53,110
CFRN-TV Total Persons:			954,380
BBM Weekly Circulation (Nov. 1971):			783,064
Metro areas 8119 Edmonton M.A.			

For BBM Population
Data, See Services Volume

Alberta

CBXFT Edmonton

(Ch. 11)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Studio: 8861 75th St.

Transmitter: 8-mi. SE of Edmonton.

Mailing Address: Box 555, Edmonton, Alta.

Telephone: 403-469-2321.

Telex: 0372-287.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 90-kw visual, 9-kw aural. Antenna: Omnidirectional, 474-ft. above av. terrain, 385-ft. above ground, 2785-ft. above sea level, lat. 53° 30' 53", long. 113° 17' 07".

Began Operation: March 1, 1970.

Personnel:

W. Porth, *station manager*.
A. Baril, *program director*.
Paul Denis, *information officer*.
M. F. Simovitch, *sales manager*.
D. Adams, *news editor in charge*.
J. Anderson, *technical director*.

Rates: No rate card available.

CBXFT Total Persons: 540,820

BBM Weekly Circulation (Nov. 1971): 48,676

CBTA-TV-3 Fort McMurray

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Fort McMurray, Alta.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 33 watts visual, 3.3 watts aural. Antenna: 217-ft. above av. terrain, 264-ft. above ground, 1424-ft. above sea level, lat. 56° 41' 42", long. 111° 21' 53".

Began Operation: January 21, 1970.

Rates: This is an automatic repeater and is included as a bonus with the CBC English network.

CBXAT Grande Prairie

(Ch. 10)

(Repeats CBXT, Edmonton, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 22-mi. N of Grand Prairie near Woking.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 36-kw visual, 18-kw aural. Antenna: 967-ft. above av. terrain, 500-ft. above ground, 3566-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.

CFRN-TV-1 Grande Prairie

(Ch. 13)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Bcstg. Ltd., Broadcast House, Postal Station "E", Edmonton.

Transmitter: Grande Prairie.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 32-kw visual, 6.4-kw aural. Antenna: 1014-ft. above av. terrain, 641.5-ft. above ground, 3681-ft. above sea level, lat. 55° 27' 57", long. 118° 45' 32".

Began Operation: 1970.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, Alta. and is included as a bonus with that station.

CFCN-TV-1 Hand Hills

(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 MHz). 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.

CBXAT-2 High Prairie

(Ch. 2)

Network Service: CBC, same as CBXT, Edmonton, Alta.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Grouard, about 16-mi. NE of High Prairie.

Technical Facilities: Channel No. 2 (54-60 MHz). 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. & both are included as a bonus with CBXT.

CBXT-3 Hinton

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5-mi. W of Hinton.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 350-kw visual, 175-kw aural. Antenna: 312-ft. above av. terrain, 109-ft. above ground, 4239-ft. above sea level, lat. 53° 23' 49", long. 117° 42' 30".

Began Operation: Nov. 30, 1967.

Rates: This is an automatic repeater of CBXT, Edmonton via CBXT-2, Whitecourt, included as a bonus to that station.

CBXT-4 Jasper

(Ch. 5)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pyramid Mountain.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: Nov. 29, 1967.

Rates: Included as bonus with CBXT, Edmonton.

CBXT-5 Lac La Biche

(Ch. 10)

(Rebroadcasting station of CBXT-1, Athabaska)

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 MHz). 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".

Began Operation: March 18, 1968.

Rates: Included as bonus with CBXT, Edmonton.

**CFRN-TV-5
Lac La Biche**

(Ch. 6)

(Satellite rebroadcasting station of CFRN-TV-4, Ashmont, Alta.)
Network Service: CTV.

Licensee: Sunwapta Bestg. Ltd., Broadcast House, Edmonton, Alta.
Transmitter: Lac La Biche, Alta.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: March 1968.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, via CFRN-TV-4, Ashmont, and is included as a bonus.

**CFAC-TV-3
Lake Louise**

(Ch. 9)

(Satellite rebroadcasting station of CFAC-TV, Calgary, Alta.)

Network Service: Same as CFAC-TV, Calgary.

Licensee: Calgary Television Co. Ltd., Calgary, Alta.

Transmitter: Lake Louise, Alta.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-watt visual, .5-watts aural. Antenna: 5000-ft. above av. terrain, 10-ft. above ground, 10,000-ft. above sea level, lat. 115° 50', long. 51° 30'.

Began Operation: July 1, 1971.

Rates: This is an automatic repeater of CFAC-TV, Calgary, and is included as a bonus with 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 MHz). Authorized power: 5-watts visual, 2.5-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: Nov. 1967.

Rates: Included as bonus with CFCN-TV, Calgary.

**CFCN-TV-5
Lethbridge**

(Ch. 13)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Lethbridge, Alta.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 47-kw visual, 7.4-kw aural. Antenna: 593-ft. above av. terrain, lat. 49° 42' 55", long. 112° 47' 56".

Began Operation: August 1968.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

**CJOC-TV
Lethbridge**

(Ch. 7)

(Repeated by CJOC-TV-1, Coleman, Alta.; CJOC-TV-2, Brooks, Alta.; CJOC-TV-3, Burmis, Alta.; CJWP-TV-1, Waterton Park, Alta.; 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: 038-49130.

Alberta

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 96.1-kw visual, 19.2-kw aural. Antenna: 668-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 kHz (CBC).

Ownership: Selkirk Holdings Ltd.

Began Operation: Nov. 20, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

John McColl, *managing director*.
Ron Joevenazzo, *chief engineer*.
Bob Johnson, *production manager*.

**DIGEST OF RATE CARD NO. 5
(June 1, 1970)**

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6-8 p.m., Tues.-Sat.; 6:30-8 p.m., Mon.					\$220.00	\$135.00	\$85.00
.....*							

*On request.

Combination Rates: CHAT-TV, Medicine Hat, CFAC-TV, Calgary & CJOC-TV, Lethbridge.

CJOC-TV Total Persons: 283,660
BBM Weekly Circulation (Nov. 1971): 144,584

**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. Telex: 037-3211.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 116-kw visual, 23.2-kw aural. Antenna: 730-ft. above av. terrain, 676-ft. above ground, 2150-ft. above sea level, lat. 53° 23' 50", long. 110° 00' 40".

Color: Network & tape. AM Affiliate: CKSA, 10-kw, 1080 kHz.

News Wire Service: Canadian Press.

Ownership: Principal stockholders are: Sask.-Alta. Bcstrs. Ltd. (CKSA); Arthur F. Shortell, pres.

Began Operation: Sept. 23, 1960.

Represented (sales) by ABC International; Hardy Radio & TV Ltd. (Toronto, Montreal, Vancouver); Hardy Radio & Television Ltd. (Winnipeg).

Personnel:

Arthur F. Shortell, *president & general manager*.
Tony Stam, *chief engineer*.
Peter Senchuk, *commercial manager*.
Lee A. Wildman, *office manager*.

DIGEST OF RATE CARD NO. 7—(June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.							
\$225.00	\$150.00	\$125.00	\$105.00	\$75.00	\$50.00	\$45.00	\$30.00

CKSA-TV Total Persons: 230,630
BBM Weekly Circulation (Nov. 1971): 115,925

**CBXAT-3
Manning**

(Ch. 12)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 14-mi. S of Manning.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1,770-kw visual, 177-kw aural. Antenna: 446-ft. above av. terrain, 278-ft. above ground, 2436-ft. above sea level, lat. 56° 42' 20", long. 117° 39' 17".

Began Operation: Oct. 7, 1968.

Rates: This is an automatic repeater of CBXT, Edmonton via CBXAT, Grande Prairie and is included as a bonus with that station.

Alberta

CHAT-TV Medicine Hat

(Ch. 6)

(Operates satellite rebroadcasting station CHAT-TV-1, Pivot, Alta.; CHAT-TV-2 Maple Creek, Sask.; CHAT-TV-3, Bow Island, Alta.)

Network Service: CBC.

Licensee: Monarch Broadcasting Co. Ltd., 520 First St., Box 760.

Studio & Transmitter: Redcliff, Alberta.

Telephone: 403-548-3911. Telex: 038-4824.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5.7-kw visual, 3-kw aural. Antenna: 345-ft. above av. terrain, 302-ft. above ground, 2742-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40".

Color: Network, film & slide. News Wire Service: Broadcast News.

AM Affiliate: CHAT, 10-kw, 1270 kHz (CBC).

Ownership: W. H. Yuill, pres. and 100% owner. Also owns satellite CHAT-TV-1, Pivot, Alta.; CHAT-TV-2, Maple Creek, Sask. & CHAT-TV-3, Bow Island, Alta.

Began Operation: Sept. 14, 1957.

Represented (sales) by All-Canada Radio & Television Ltd. both Canada & United States.

Personnel:

Orville Kope, *general manager.*

Tom Gunter, *manager.*

Ian Carson, *national sales manager.*

Sid Gaffney, *technical director.*

Stan Weller, *news director.*

DIGEST OF RATE CARD NO. 5—(June 1, 1970)

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.

\$625.00 \$440.00 \$375.00 \$285.00 \$240.00 \$145.00 \$145.00 \$95.00

NOTE: Combination rate card for CHAT-TV, Medicine Hat, CFAC-TV, Calgary & CJOC-TV, Lethbridge (Southern Alberta Television). For individual rates: 70% of above S.A.T. rates for CFAC-TV, 40% for CJOC-TV & 25% for CHAT-TV.

CHAT-TV Total Persons: 137,120

BBM Weekly Circulation (Nov. 1971): 48,845

CFON-TV

Oyen

(Ch. 2)

(Satellite rebroadcasting station of CFCN-TV Calgary, Alta.)

Network Service: CTV.

Licensee: Oyen and District Television Association, Oyen.

Transmitter: Oyen.

Technical Facilities: Channel 2 (54-60 MHz). Authorized power: 1.2-kw visual, .6-kw aural. Antenna: 365-ft. above av. terrain. Holds authorization to change to .540-kw visual, .270-kw aural.

Began Operation: Dec. 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta. and is included as a bonus with that station.

CHAT-TV-4

Oyen

(Ch. 7)

(Satellite rebroadcasting station of CHAT-TV-1, Pivot, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Broadcasting Co. Ltd., 520 1st St. S.E., Medicine Hat, Alta.

Transmitter: Oyen, Alta.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 35 watts visual, 3.5-watts aural. Antenna: 230-ft. above av. terrain, 200-ft. above ground, 2575-ft. above sea level, lat. 51° 21' 10", long. 110° 24' 30".

Began Operation: Dec. 17, 1971.

Rates: This is an automatic repeater of CHAT-TV, Medicine Hat, via CHAT-TV-1, Pivot and is included as a bonus with that station.

CBXAT-1 Peace River

(Ch. 7)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

966-b

Transmitter: Peace River.

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

CFRN-TV-2 Peace River

(Ch. 3)

(Satellite rebroadcasting station of CFRN-TV-1, Grande Prairie, Alta.)

Network Service: CTV, same as CFRN-TV-1, Grande Prairie, Alta.

Licensee: Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E", Edmonton.

Transmitter: Peace River.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 2.4-kw visual, .24-kw aural. Antenna: 559-ft. above av. terrain, 351-ft. above ground, 2253-ft. above sea level, lat. 56° 08' 47", long. 117° 20' 15".

Began Operation: 1970.

Rates: This is an automatic repeater of CFRN-TV-1, Grande Prairie, Alta. which in turn repeats CFRN-TV Edmonton, Alta. and is included as a bonus with that station.

CHAT-TV-1

Pivot

(Ch. 4)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Bestg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Near Pivot.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.7-kw visual, 2.8-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".

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. Telephone: 347-6681.

Transmitter: 4½-mi. E of city limits.

Technical Facilities: Channel No. 6 (82-88 MHz). 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 & tape. 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 (Montreal & Toronto); Stephens & Town-drow (Vancouver); A. J. Messner (Winnipeg).

Personnel:

H. L. Flock, *president & general manager.*

W. R. Scott, *commercial manager.*

Mel Gordon, *production manager.*

Lorry Luchian, *technical director.*

DIGEST OF RATE CARD NO. 17—(Sept. 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-11 p.m., daily.

Rates on request \$90.00 \$55.00 \$55.00 \$30.00

CKRD-TV Total Persons: 184,300

BBM Weekly Circulation (Nov. 1971): 96, 212

CFMH-TV-1 Rocky Mountain House

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Licensee: Rocky Mountain House Chamber of Commerce.

Transmitter: Rocky Mountain House.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 3375-ft. above sea level, lat. 52° 22' 43", long. 114° 55' 11".

Began Operation: Feb. 16, 1971.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, Alta., and is included as a bonus with that station.

CFJL-TV-1 Sundre

(Ch. 7)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: Sundre Chamber of Commerce, Sundre, Alta.

Transmitter: Sundre.

Technical Facilities: Channel 7 (173-179 MHz). Authorized power: 5-watts visual, .5-watts aural.

Began Operation: May 29, 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary, and is included as a bonus with that station.

CJWP-TV-1 Waterton Park

(Ch. 12)

(Satellite rebroadcasting station of CJOC-TV, Lethbridge, Alta.)

Network Service: Same as CJOC-TV, Lethbridge.

Licensee: Waterton Lakes Television Assn.

Transmitter: Waterton Park Townsite.

Technical Facilities: Channel No. 12 (204-210 MHz). 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 CJOC-TV, Lethbridge, Alta.

CBXT-2 Whitecourt

(Ch. 9)

Network Service: CBC, same as CBXT, Edmonton.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 7½-mi. S of Whitecourt.

Technical Facilities: Channel No. 9 (186-192 MHz). 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' 58", 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 MHz). 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.

1972-73 Edition

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 MHz). Authorized power: 400-watts visual, 200-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.

CFJC-TV-2 Ashcroft

(Ch. 10)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Elephant Mt.

Technical Facilities: Channel No. 10 (192-198 MHz). 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 CFJC-TV, Kamloops, and is included as a bonus with that station.

CFJC-TV-13 Avola

(Ch. 3)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: CBC, same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Avola Mt.

Technical Facilities: Channel No. 3 (60-66 MHz). 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 CFJC-TV, Kamloops and is included as a bonus with that station.

CKBF-TV-1 Balfour

(Ch. 4)

(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. #3, Nelson, B.C.

Transmitter: Yuill Mt.

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

CBUDT Bonnington

(Ch. 13)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 22 watts visual, 2.2 watts aural. Antenna: 1287-ft. above av. terrain, 107-ft. above ground, 2907-ft. above sea level, lat. 49° 28' 33", long. 117° 29' 16".

British Columbia

Began Operation: May 20, 1970.

Rates: This is an automatic repeater and is included as a bonus with the CBC English network.

CFJC-TV-16

Boss Mountain

(Ch. 7)

(Satellite rebroadcasting station of CFJC-TV-6, Mount Timothy, B.C., which repeats CFCJ-TV, Kamloops, B.C.)

Network Service: CBC, same as CFJC-TV, Kamloops, B.C.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Technical Facilities: Channel No. 7 (174-180 MHz). 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 CFJC-TV, Kamloops, B.C., via CFJC-TV-6, Mt. Timothy, and is included as a bonus with that station.

CFJC-TV-9

Boston Bar

(Ch. 5)

(Satellite rebroadcasting station of CFJC-TV-1, Lillooet, B.C.)

Network Service: Same as CFJC-TV, Kamloops, B.C.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: North Bend, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). 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 CFJC-TV-1, Lillooet, both are included as a bonus with CFJC-TV.

CBUT-4

Bowen Island

(Ch. 13)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Bowen Island.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts pedestal power, 2.5-kw aural. Antenna: Directional, 690-ft. above av. terrain, 95-ft. above ground, 1670-ft. above sea level, lat. 49° 23' 10", long. 123° 22' 46".

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 MHz). 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.

CHAN-TV-5

Brackendale

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV-3, Squamish, B.C.)

Network Service: Same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, .5-watts aural. Antenna: 80-ft. above av. terrain, 80-ft. above ground, 500-ft. above sea level, lat. 49° 44' 42", long. 123° 06' 48".

Began Operation: Sept. 9, 1969.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

CFJC-TV-15

Bralorne

(Ch. 3)

(Satellite rebroadcasting station of CFJC-TV-6, Mount Timothy, B.C.)

Network Service: CBC, same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Green Mt.

Technical Facilities: Channel No. 3 (60-66 MHz). 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 CFJC-TV, Kamloops via CFJC-TV-6, Mount Timothy, B.C. and is included as a bonus with CFJC-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 MHz). 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.

CFTK-TV-3

Burns Lake

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-11, Hudson Bay Mtn., 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. 4 (66-72 MHz). 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, Terrace via CFTK-TV-11, Hudson Bay Mtn. and is included as a bonus with that station.

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 MHz). 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)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: Canal Flats.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5.4-kw visual, 1.0-kw aural. Antenna: 805-ft. above av. terrain, 132-ft. above ground, 3326-ft. above sea level, lat. 50° 11' 41", long. 115° 49' 25".

Began Temporary Operation: Dec. 13, 1968.

Rates: Bonus with CBUBT, Cranbrook.

CHBC-TV-8 Canoe

(Ch. 6)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, 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. 6 (82-88 MHz). Authorized power: 5-watts visual, .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, Grinrod and CHBC-TV-4, Salmon Arm, both B.C., and is included as a bonus with CHBC-TV.

CBTD-TV Cassiar

(Ch. 7)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: Cassiar, B.C.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1346-ft. above av. terrain, 100-ft. above ground, 3648-ft. above sea level, lat. 59° 17' 12", long. 129° 51' 00".

Began Operation: Feb. 19, 1969.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

CBUAT-2 Castlegar

(Ch. 3)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: 2½-mi. SE of Castlegar.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Included as a bonus with CBUAT, Trail.

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, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

CHBC-TV-6 Celista

(Ch. 3)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which repeats CHBC-TV, Kelowna, B.C.)

British Columbia

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. 3 (60-66 MHz). Authorized power: 5-watts visual, .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: Included as a bonus with CHBC-TV, Kelowna, B.C.

CFJC-TV-8 Chase

(Ch. 3)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Adams Hill, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

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 MHz). 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".

Began Operation: July 15, 1965.

Rates: Included as a bonus with CHBC-TV, Kelowna, B.C.

CBUT-2 Chilliwack

(Ch. 3)

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 MHz). 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 MHz). 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.

British Columbia

CFJC-TV-10 Clearwater

(Ch. 2)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Clearwater.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 55-watts visual, 5.5-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 CFJC-TV, Kamloops, and is included as a bonus with that station.

CFJC-TV-4 Clinton

(Ch. 9)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Lime Mt.

Technical Facilities: Channel No. 9 (186-192 MHz). 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' 36".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFJC-TV, Kamloops, and is included as a bonus with that station.

CBUT-1 Courtenay

(Ch. 9)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Jap Mt., approx. 2-mi. S of Cumberland, near Courtenay.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 0.625-kw visual, 0.332-kw aural. Antenna: 483-ft. above 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.

CHAN-TV-4 Courtenay

(Ch. 13)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bestg. System Ltd., Box 4700, Vancouver.

Transmitter: Courtenay, B.C.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 930-watts visual, 93-watts aural. Additional data not available.

Began Operation: August 1968.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

CBUBT Cranbrook

(Ch. 10)

(Repeated by CBUBT-1, Canal Flats, B.C.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2¼-mi. NW of Cranbrook.

Technical Facilities: Channel No. 10 (192-198 MHz). 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: 39,030

BBM Weekly Circulation (Nov. 1971): 24,434

CBUCT-1 Crawford Bay

(Ch. 5)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). 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 CBUCT, Nelson and is included as a bonus with CBUAT.

CHMS-TV-1 Crescent Valley

(Ch. 5)

(Satellite of KXLY-TV, Spokane, Wash.; repeated by CHMS-TV-2, Passmore; CHMS-TV-3, Perrys, both 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: Slocan Ridge, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: This is an automatic repeater of KXLY-TV, Spokane and is included as a bonus with that station.

CBUCT-2 Creston

(Ch. 3)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Creston, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). 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 CBUCT-1, Crawford Bay & CBUCT, Nelson, and is included with CBUAT as a bonus to the CBC network rate.

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., 102nd Ave. & 9th St.

Studio: 901 102nd Ave.

Telephone: 782-3341.

Transmitter: Bear Mountain.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10-kw visual, 5-kw aural. Antenna: 1500-ft. above av. 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 kHz.

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, *manager.*

Eric Sorenson, *engineer.*

M. Van Berkel, *traffic manager.*

DIGEST OF RATE CARD NO. 7
(June 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., daily.

.....****** \$40.00 \$26.00 \$26.00 \$20.00
*On request.

CJDC-TV Total Persons: 49,540
BBM Weekly Circulation (Nov. 1971): 50,004

CKCC-TV-2
East Georgie

(Ch. 9)

(Satellite rebroadcasting station of CKCC-TV-1, Kwinatahl, B.C.)

Network Service: CBC.

Licensee: Stewart Community Club, Stewart, B.C.

Transmitter: East Georgie, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-watt visual, .1-watts aural. Antenna: 15-ft. above ground, 5300-ft. above sea level, lat. 55° 41' 45", long. 130° 0' 40".

Began Operation: November, 1969.

Ownership: Stewart Community Club.

Rates: This is an automatic repeater of CKCC-TV-1, Kwinatahl, B.C. which in turns repeats CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

CFEN-TV-1
Enderby

(Ch. 4)

(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. 4 (66-72 MHz). 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.

CFEN-TV-2
Enderby

(Ch. 11)

Licensee: Enderby TV Syndicate.

Transmitter: Enderby.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 47 watts visual, lat. 50° 33' 45", long. 119° 06' 10". Additional information unavailable.

Began Operation: Nov. 1971.

Rates: This is an automatic repeater of CHAN-TV, Vancouver 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.

British Columbia

Technical Facilities: Channel No. 5 (76-82 MHz). 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".

Holds authorization for switch to Ch. 10.

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFAC-TV-4
Field

(Ch. 2)

(Satellite rebroadcasting station of CFAC-TV, Calgary, Alta.)

Network Service: Same as CFAC-TV, Calgary.

Licensee: Calgary Television Co. Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Lake Louise.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 1-watt visual, .5-watts aural. Antenna: 500-ft. above av. terrain, 30-ft. above ground, 5000-ft. above sea level, lat. 116° 30', long. 51° 15'.

Began Operation: July 1971.

Rates: This is an automatic repeater of CFAC-TV, Calgary, Alta., & is included as a bonus with that station.

CKPG-TV-3
Fort Fraser

(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 MHz). Authorized power: 294-watts visual, 182-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.

CBTD-TV-1
Fort Nelson

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Fort Nelson, B.C.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 50-watts visual, 5-watts aural. Antenna: 456-ft. above av. terrain, 265-ft. above ground, 1795-ft. above sea level, lat. 58° 48' 49", long. 122° 42' 46".

Began Operation: June 30, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

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British Columbia

CBUAT-1 Grand Forks (Ch. 5)

Network Service: CBC, same as CBUAT, Trill.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Grand Forks.

Technical Facilities: Channel No. 5 (76-82 MHz). 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, Trill and is included with that station as a bonus to the CBC network rate.

CHBC-TV-5 Grinrod (Ch. 72)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC.

Licensee: Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Approx. 1-mi. ENE of Enderby.

Technical Facilities: Channel No. 72 (818-824 MHz). Authorized power: 20-watts visual, 2.5-watts aural, 625-ft. above av. terrain, lat. 50° 33' 48", long. 119° 06' 10".

Began Operation: Nov. 9, 1964.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

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 MHz). Authorized power: 365-watts visual, 182-kw aural. Antenna: 515-ft. above av. terrain, 212-ft. above ground, 2802-ft. above sea level, lat. 53° 28' 43", long. 122° 38' 00".

Began Operation: June 1, 1965.

Rates: Included as bonus with CKPG-TV, Prince George.

CBUT-6 Hope (Ch. 9)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Network Service: CBC, same as CBUT, Vancouver.

Transmitter: Thacker Mt.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1566-ft. above av. terrain, 90-ft. above ground, 875-ft. above sea level, lat. 49° 23' 16.6", long. 121° 25' 06.35".

Began Operation: May 10, 1968.

Rates: Included as bonus with CBUT, Vancouver.

CFTK-TV-10 Houston (Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-2, Smithers, 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 MHz). 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: Included as bonus with CFTK-TV, Terrace.

CFTK-TV-12 Hudson Bay Mountain (Ch. 7)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace, B.C.

Licensee: Skeena Broadcasters Ltd., 3231 Emerson St., Terrace, B.C.

Transmitter: Hudson Bay Mountain.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1-watt visual, .1-watt aural. Antenna: 5300-ft. above av. terrain, 20-ft. above ground, 8100-ft. above sea level, lat. 54° 48' 05", long. 127° 16' 31".

Rates: Included as bonus with CFTK-TV, Terrace, B.C.

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 MHz). 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 Television Co. Ltd., c/o Invermere Hardware.

Transmitter: 7-mi. W of Invermere.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, .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.)

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 MHz). 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: Included as a bonus with CFTK-TV, Terrace.

CFJC-TV Kamloops (Ch. 4)

(Repeated by CFJC-TV-1, Lillooet; CFJC-TV-2, Ashcroft; CFJC-TV-3, Merritt; CFJC-TV-4, Clinton; CFJC-TV-5, Williams Lake; CFJC-TV-6, Mount Timothy; CFJC-TV-7, Savona; CFJC-TV-8, Chase; CFJC-TV-9, Boston Bar; CFJC-TV-10, Clearwater; CFJC-TV-11, Quesnel; CFJC-TV-12, Promontory Mountain; CFJC-TV-13, Avola; CFJC-TV-14, Valemont; CFJC-TV-15, Bralorne; CFJC-TV-16, Boss Mountain; CFJC-TV-17, Shalath; CJNA-TV-1, Spences Bridge & CFJC-TV-18, Pine Valley, all B.C.)

Network Service: CBC.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Studio: 460 Pemberton Terrace.

Transmitter: Dufferin Hill.

Telephone: 604-372-3322.

Technical Facilities: Channel No. 4 (66-72 MHz). 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' 15", long. 120° 23' 50".

Color: Network. News Wire Service: Broadcast News.

Ownership: David Clark, pres., 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:

Jack Pollard, *managing director*.
Walter Harwood, *commercial manager*.

Combination rate: See CHBC-TV, Kelowna, B.C.

CFJC-TV Total Persons: 135,820

BBM Weekly Circulation (Nov. 1971): 94,713

CHKM-TV Kamloops

(Ch. 6)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Dufferin Mtn.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 4-kw visual, 1-kw aural. Antenna: 536-ft. above av. terrain.

Began Operation: Sept. 1970.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

CHBC-TV Kelowna

(Ch. 2)

(Repeated by CHBC-TV-1, Penticton; CHBC-TV-2, Vernon; CHBC-TV-3, Oliver; CHBC-TV-4, Salmon Arm; CHBC-TV-5, Grinrod; CHBC-TV-6, Celista; CHBC-TV-7, Skaha Lake; CHBC-TV-8, Canoe; CFFI-TV-1, Malakwa; CFWS-TV-1, Falkland; CFWS-TV-2, Westwood; CFZQ-TV-1, Revelstoke; CFZQ-TV-2, Mica Creek; CFZQ-TV-3, Potlatch Creek; CHKC-TV-1, Keremeos; CHKC-TV-2, Olalla; CHKC-TV-3, Cawston; CHPP-TV-1, Mabel Lake; CHPT-TV-1, Peachland; CJWR-TV-1, Cherryville; CHID-TV-1, Lumby; CFEN-TV-1, Enderby; CKMY-TV-1, Midway; CJNP-TV-1, Nakusp, all B.C.)

Network Service: CBC.

Licensee: Okanagan Valley Television Co. Ltd.

Studio: 342 Leon Ave. Transmitter: Blue Grouse Mt.

Telephone: 604-762-4535. Telex: 048-5119.

Technical Facilities: Channel No. 2 (54-60 MHz). 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, live, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CKOV, 1-kw, 630 kHz (CBC).

Ownership: Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; British Columbia Bcstg. System Ltd., 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. 5—(Feb. 1, 1970)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—7-10 p.m., Mon.-Wed., 7-11 p.m., Thurs.-Sat., 6-10 p.m., Sun.

.....**** \$120.00 \$85.00 \$85.00 \$50.00

*On request.
Combination Rates (B.C. Interior Television): CHBC-TV, Kelowna & CFJC-TV, Kamloops, B.C.

CHBC-TV Total Persons: 284,010

BBM Weekly Circulation (Nov. 1971): 159,250

British Columbia

CHKL-TV Kelowna

(Ch. 5)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Blue Grouse Mtn.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 7-kw visual, 1.4-kw aural. Antenna: 1672-ft. above av. terrain.

Began Operation: September 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

ADDITIONAL DATA UNAVAILABLE

CFTK-TV-5 Kemano

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-4, Kildala, 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 MHz). 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. 4)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos, B.C.

Transmitter: Keremeos.

Technical Facilities: Channel No. 4 (66-72 MHz). 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".

Ownership: G. S. Pollard, 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 MHz). 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.

For CBC & CTV Network Listings

See Services Volume

British Columbia

CFKB-TV-2 Kokish

(Ch. 9)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Alert Bay, B.C.

Transmitter: Kokish.

Technical Facilities: Channel No. 9 (186-192 MHz). 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.

CKCC-TV-1 Kwintahl

(Ch. 7)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Kitsault Community Club, Kitsault, B.C.

Transmitter: Kwintahl, B.C.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1-watt visual, .1-watt aural. Antenna: 20-ft. above ground, 6000-ft. above sea level, lat. 55° 23' 05", long. 129° 20' 44".

Ownership: D. Linzey, pres.; G. Willson, 1st v.p.; R. Woodey, 2nd v.p.; M. B. O'Shaughnessy, treas.

Began Operation: November 1969.

Rates: This is an automatic repeater of CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

CFJC-TV-1 Lillooet

(Ch. 11)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)
(Also serves Lytton, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Botanie Mt.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 55-watts visual, 5.5-watts aural. Antenna: 5900-ft. above av. terrain, 30-ft. above ground, 6520-ft. above sea level, lat. 50° 20' 35", long. 121° 35' 25".

Began Operation: Oct. 4, 1961.

Rates: This is an automatic repeater of CFJC-TV, Kamloops and is included as a bonus with that station.

CHLK-TV Logan Lake

(Ch. 13)

(Satellite rebroadcasting station of CHKM-TV, Kamloops, B.C.)

Licensee: Logan Lake Recreational Society.

Transmitter: Logan Lake.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 18-watts visual, lat. 50° 30' 20", long. 121° 01' 15". Additional information unavailable.

Began Operation: June 1971.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

CHID-TV-1 Lumby

(Ch. 4)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Lumby & District T.V. Association, Box 225, Lumby, B.C.

Transmitter: Lumby.

Technical Facilities: Channel No. 4 (66-72 MHz). 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: L. W. Anderson, 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.

CHID-TV-2 Lumby

(Ch. 9)

(Satellite rebroadcasting station of CHKL-TV, Kelowna, B.C.)

Network Service: CTV.

Licensee: Lumby & District TV Association.

Transmitter: Lumby, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 37-watts visual, lat. 50° 12' 35", long. 118° 57' 25". Additional information unavailable.

Began Operation: Nov. 1971.

Rates: This is an automatic repeater of CHAN-TV, Vancouver 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 MHz). 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.

CKPG-TV-4 MacKenzie

(Ch. 6)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC.

Licensee: CKPG Television Ltd., 1220 Sixth Ave., Prince George.

Transmitter: MacKenzie.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: .56 watts visual, .05 watts aural. Antenna: Directional.

Began Operation: Dec. 1969.

Rates: This is an automatic repeater of CKPG-TV, Prince George and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

CFFI-TV-1 Malakwa

(Ch. 4)

(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. 4 (66-72 MHz). 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, secy.

Began Operation: Dec. 30, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

CFJC-TV-3

Merritt

(Ch. 10)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Iron Mt.

Technical Facilities: Channel No. 10 (192-196 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

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, Box 21, Mica Creek.

Transmitter: Near Mica Creek, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

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 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

CKCC-TV-3

Mt. Dolly

(Ch. 11)

(Satellite rebroadcasting station of CKCC-TV-2, East Georgie, B.C.)

Network Service: CBC.

Licensee: Stewart Community Club, Stewart, B.C.

Transmitter: Mt. Dolly, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1-watt visual, 1-watt aural. Antenna: 15-ft. above ground, 5425-ft. above sea level.

Began Operation: November, 1969.

Ownership: Stewart Community Club.

Rates: Included as a bonus with CFTK-TV, Terrace.

CHQC-TV-1

Mt. Poole

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C.)

Network Service: CBC.

Licensee: Sandspit & District Television Society, Sandspit, B.C.

Transmitter: Mt. Poole.

Technical Facilities: Channel No. 4 (66-72 MHz). 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.

1972-73 Edition

British Columbia

CFJC-TV-6

Mt. Timothy

(Ch. 5)

(Satellite rebroadcasting station of CFJC-TV-4, Clinton, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Timothy Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

CKVS-TV-1

Moyie & Creston

(Ch. 5)

(Satellite rebroadcasting station of CJOC-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJOC-TV.

Licensee: Kootenay Valley T.V. Society, 1415 Canyon St., Creston.

Transmitter: Moyie Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). 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".

Began Operation: July 24, 1964.

Rates: Included as a bonus with CJOC-TV, Lethbridge.

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.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

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.

Technical Facilities: Channel No. 4 (66-72 MHz). 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 MHz). 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: Included as a bonus with CFTK-TV, Terrace, B.C.

975-b

British Columbia

CBUCT

Nelson

(Ch. 9)

(Repeated by CBUCT-1, Crawford Bay, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Nelson, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 940-watts visual, 188-watts aural. Antenna: 1377-ft. above av. terrain, 168-ft. above ground, 5759-ft. above sea level. lat. 49° 30' 50", long. 117° 17' 58".

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 MHz). 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: Included as a bonus with CHEK-TV, Victoria.

CHSL-TV-1

New Denver

(Ch. 6)

(Satellite rebroadcasting station of KREM-TV, Spokane)

Network Service: ABC.

Licensee: New Denver-Silverton Cooperative TV Society, New Denver, B.C.

Transmitter: New Denver.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Ownership: Non-profit organization; William Martin, pres.; Thomas Hawthorne, v.p.; Bertha F. Hope, secy.-treas.

Began Operation: Nov. 27, 1967.

Rates: This is an automatic repeater of KREM-TV, Spokane and is included as a bonus with that station.

CFNV-TV-2

Nimkish

(Ch. 6)

(Satellite rebroadcasting station of CFNV-TV-1, Camp Woss, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimkish Valley TV Society, Camp Woss, B.C.

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

For Canadian CATV Systems

See Services Volume

CFST-TV-1

Nine Mile Mountain

(Ch. 9)

(Satellite rebroadcasting station of CFTK-TV-2, Smithers, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace, B.C.

Licensee: Skeena TV Association, Box 236, New Hazelton, B.C.

Transmitter: Hazelton.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 4150-ft. above av. terrain, 20-ft. above ground, 5300-ft. above sea level, lat. 55° 18' 46", long. 127° 30' 17".

Began Operation:

Rates: This is an automatic repeater of CFTK-TV-2, Smithers, B.C. which in turn repeats CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

CFTK-TV-9

Ocean Falls

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-8, Arlitzabal Island, 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 MHz). 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".

Ownership: See CFTK-TV, Terrace.

Began Operation: May 22, 1966.

Rates: Included as a bonus with CFTK-TV, Terrace.

CHKC-TV-2

Olalla

(Ch. 11)

(Satellite rebroadcasting station of CHKC-TV-1, Keremeos, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

CHBC-TV-3

Oliver-Osoyoos

(Ch. 8)

(Satellite rebroadcasting station of 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 MHz). Authorized power: .110-kw visual; .014-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".

Began Operation: March 17, 1960.

Rates: Included as a bonus with CHBC-TV, Kelowna.

CFWL-TV-2

Parson

(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 (180-186 MHz). Authorized power: 5-watts visual, .5-watts aural. Antenna: 1000-ft. above av. terrain, 50-ft. above ground, 4000-ft. above sea level.

Began Operation: Dec. 1965.

Rates: Included as a bonus with CFCN-TV, Calgary, Alta.

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 MHz). 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. 4)

(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. 4 (66-62 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

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 MHz). Authorized power: 300-watts visual, 38-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.

CHKL-TV-1

Penticton

(Ch. 10)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Chute Lake Mtn.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1080 watts visual, 216 watts aural. Antenna: 1173-ft. above av. terrain.

Began Operation: September 1970.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

CHMS-TV-3

Perrys

(Ch. 5)

(Satellite rebroadcasting station of CHMS-TV-2, Passmore, B.C.)

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 Siding, Mount Sentinel, B.C.

Ownership: Mount Sentinel Television Coop.

1972-73 Edition

British Columbia

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

CFJC-TV-18

Pine Valley (Williams Lake)

(Ch. 2)

(Satellite rebroadcasting station of CFJC-TV-6, Mount Timothy, which repeats CFJC-TV, Kamloops, B. C.)

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28-watts visual, 14-watts aural. Antenna: Directional, 3000-ft. above sea level. Additional information unavailable.

Began Operation: Jan. 17, 1972.

Rates: This is an automatic repeater of CFJC-TV, Kamloops, B.C. and is included as a bonus with that station.

CBUT-3

Port Alberni

(Ch. 4)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: Port Alberni, B.C.

Technical Facilities: Channel No. 4 (66-72 MHz). 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' 29", long. 124° 47' 12".

Began Operation: Dec. 10, 1966.

Rates: Included as a bonus with CBUT, Vancouver.

CKPA-TV-1

Port Alice

(Ch. 2)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C.)

Network Service: CBC, same as CHEK-TV, Victoria, B.C.

Licensee: H. V. Hartford, P. O. Box 130, Port Alice.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 14-watts visual, .07-watts aural. Antenna: Directional, 60-ft. above ground, 2650-ft. above sea level, lat. 50° 25' 46", long. 127° 27' 58".

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 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 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.

CJTV-TV-1

Port Renfrew

(Ch. 11)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

(Continued on next page)

British Columbia

Licensee: Port Renfrew Community Assn., Port Renfrew, B.C.
Transmitter: Port Renfrew, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: Oct. 6, 1967.

Rates: Included as a bonus with CHAN-TV, Vancouver.

CKPG-TV Prince George (Ch. 2)

(Operates rebroadcasting satellites CKPG-TV-1, Hixon, B.C. and CKPG-TV-3, 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: 564-8861.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 778-watts visual, 389-watts aural. Antenna: 2675-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 kHz.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Q Bestg. Ltd.

Began Operation: Aug. 20, 1961.

Represented (sales) by Paul Mulvihill Co.; Stephens & Towndrow Co.; A. J. Messner & Co. Ltd. (Winnipeg), ABC International (U.S.).

Personnel:

T. J. Coventry, *station manager*.
August Scerbo, *production manager*.

DIGEST OF RATE CARD NO. 7 (Feb. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Fri. 6:30-11 p.m., Sat.-Sun.							
\$200.00	\$145.00	\$110.00	\$90.00	\$55.00	\$35.00	\$35.00	\$18.00

Note: For combination rates (Great West Television), see CFTK-TV, Terrace, B.C.

CKPG-TV Total Persons: 126,690

BBM Weekly Circulation (Nov. 1971): 91,713

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 MHz). 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.

Rates: Included as a bonus with CFTK-TV, Terrace.

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., P. O. Box 297, Princeton, B.C.

Transmitter: Near Princeton.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

978-b

CFJC-TV-12 Promontory Mountain

(Ch. 5)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: CBC, same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Promontory Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). 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 CFJC-TV, Kamloops and is included as a bonus with that station.

CFJC-TV-11 Quesnel (Ch. 7)

(Satellite rebroadcasting station of CFJC-TV-6, Mt. Timothy, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 7 (174-180 MHz). 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 CFJC-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.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: Quesnel Television Ltd., Quesnel, B.C.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 13 (210-216 MHz). 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: Included as a bonus with CKPG-TV, Prince George.

CFZQ-TV-1 Revelstoke (Ch. 9)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Licensee: Mica Creek, Community Club, Box 21, Mica Creek, B.C.

Transmitter: 40-mi. NW of Revelstoke.

Technical Facilities: Channel No. 9 (186-192 MHz). 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: Included as bonus with CHBC-TV, Kelowna.

CHBC-TV-4 Salmon Arm (Ch. 9)

(Satellite rebroadcasting station of CHBC-TV-5, Grinrod, 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 MHz). Authorized power: 199-watts visual, 25-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: Included as bonus with CHBC-TV, Kelowna.

TV Factbook No. 42

CFJC-TV-7

Savona

(Ch. 8)

(Satellite rebroadcasting station of CFJC-TV, Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Savona.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Included as bonus with CFJC-TV, Kamloops.

CFJC-TV-17

Shalath

(Ch. 3)

(Satellite rebroadcasting station of CFJC-TV-6, Mt. Timothy, B.C., which repeats CFJC-TV, Kamloops, B.C.)

Network Service: CBC.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 62-watts visual, 12.4-watts aural. Antenna: 3500-ft. above av. terrain, 30-ft. above ground, 6300-ft. above sea level, lat. 50° 45' 50", long. 122° 11' 30".

Began Operation: April 30, 1969.

Rates: Included as a bonus with CFJC-TV, Kamloops, B.C.

CHBC-TV-7

Skaha Lake

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV-1, Penticton, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Transmitter: Skaha Lake.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, .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: Included as a bonus with CHBC-TV, Kelowna.

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 MHz). 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.

Rates: Included as a bonus with CFTK-TV, Terrace.

CFKB-TV-4

Sointula

(Ch. 5)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Alert Bay, B.C.

Transmitter: Sointula.

Technical Facilities: Channel No. 5 (76-82 MHz). 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: Included as a bonus with CHEK-TV, Victoria.

1972-73 Edition

British Columbia

CJNA-TV-1

Spences Bridge

(Ch. 3)

(Satellite rebroadcasting station of CFJC-TV-12, Promontory Mountain, B.C.)

Network Service: CBC.

Licensee: Spences Bridge Community Club, Spences Bridge, B.C.

Transmitter: Spences Bridge.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

CBUT-5

Squamish

(Ch. 11)

(Rebroadcasting station of CBUT-4, Bowen Island, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Squamish, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). 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: Included as a bonus with CBUT, Vancouver.

CHAN-TV-3

Squamish

(Ch. 7)

(Satellite rebroadcasting station of CHAN-TV-2, Bowen Island, 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 MHz). 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: Included as bonus with CHAN-TV, Vancouver.

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, Kamano; CFTK-TV-6, Nass Camp; CFTK-TV-7, Juskatla; CFTK-TV-8, Aristazabal Island; CFTK-TV-9, Ocean Falls; CFTK-TV-10, Houston; CKCC-TV-1, Kwinatahl, all B.C.)

Network Service: CBC.

Licensee: Skeena Broadcasters Ltd., 3231 Emerson St.

Studio: 3231 Emerson St.

Telephone: 635-6316. Telex: 047-85529.

Transmitter: Terrace.

Technical Facilities: Channel No. 3 (60-66 MHz). 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".

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

Began Operation: Nov. 1, 1962.

Represented (sales) by Paul Mulvihill Co. (Toronto & Montreal); Stephens & Townsend (Vancouver); A. J. Messner & Co. Ltd. (Winnipeg); ABC International Television Inc. (U.S.).

(Continued on next page)

British Columbia

Personnel:

J. Fred Weber, *managing director*.
Gord Leighton, *general sales manager*.
Al Parfitt, *general manager*.
David Vincent, *program director*.
Doug Hoover, *production manager*.
Pete Crowder, *chief engineer*.

DIGEST OF RATE CARD NO. 1—(Jan. 1, 1972)*

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., daily.

On request \$105.00 \$70.00 \$70.00 \$40.00

*Combination rates: CFTK-TV, Terrace & CKPG-TV, Prince George, B.C.

CFTK-TV Total Persons: 109,460

BBM Weekly Circulation (Nov. 1971): 75,743

CBUAT

Trail

(Ch. 11)

(Repeated by CBUAT-2, Castlegar & CBUAT-1, Grand Forks, B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Monte Cristo Mountain near Rossland, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). 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' 55".

Began Operation: Nov. 3, 1960.

Rates: Included as a bonus to the CBC network rate.

CBUAT Total Persons: 80,780

BBM Weekly Circulation (Nov. 1971): 55,992

CBUT-7

Ucluelet

(Ch. 7)

Network Service: CTV.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Ucluelet.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 2283-ft. above av. terrain, 85-ft. above ground, 2580-ft. above sea level, lat. 48° 59' 08", long. 125° 30' 15".

Began Operation: July 23, 1968.

Rates: Included as bonus with CBUT, Vancouver.

CKUP-TV-1

Ucluelet

(Ch. 6)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: West Coast Community TV Assn., c/o Robert J. Ohs, 305 Argyle St., Port Alberni, B.C.

Transmitter: Ucluelet, B.C.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: Sept. 19, 1967.

Rates: Included as a bonus with CHAN-TV, Vancouver.

CFJC-TV-14

Valemont

(Ch. 8)

(Satellite rebroadcasting station of CFJC-TV-6, Mount Timothy)

Network Service: CBC, same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Canoe Mountain, B.C.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

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 MHz). Authorized power: 310-watts visual, 39-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 kHz (CBC).

Began Operation: Oct. 12, 1957.

Rates: Included as a bonus with CHBC-TV, Kelowna.

CHKL-TV-2

Vernon

(Ch. 12)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Vernon Mtn.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 564 watts visual, 56 watts aural. Antenna: 578-ft. above av. terrain.

Began Operation: September 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

ADDITIONAL DATA UNAVAILABLE

CFWS-TV-2

Westwold

(Ch. 12)

(Satellite rebroadcasting station of CFWS-TV-1, Falkland, 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 MHz). 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: Included as a bonus with CHBC-TV, Kelowna.

CFJC-TV-5

Williams Lake

(Ch. 8)

(Satellite rebroadcasting station of CFJC-TV-6, Mount Timothy)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Williams Lake.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Included as a bonus with CFJC-TV, Kamloops.

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

British Columbia—Vancouver

CBUT

(Ch. 2)

(Also operates 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 MHz). Authorized power: 47.6-kw average visual, 7.6-kw average aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2800-ft. above sea level.

Latitude 49° 21' 12"
Longitude 122° 57' 18"

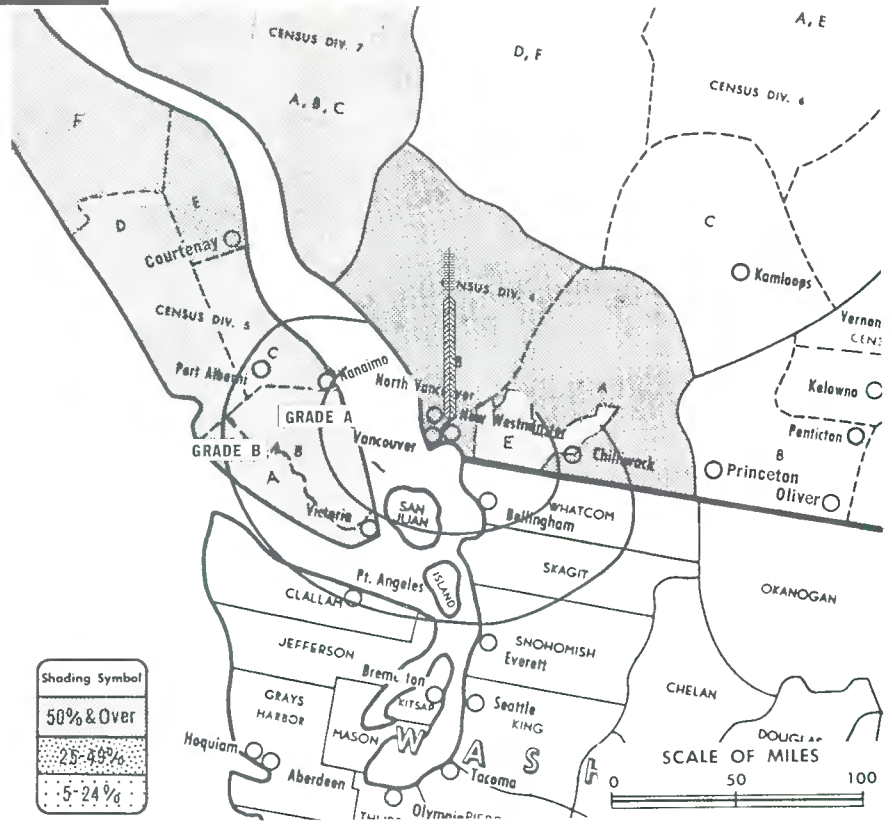
Transmitter: Mt. Seymour, North Vancouver.

Color: Network, film & slide.

TV tape: Recording facilities.

AM Affiliate: CBU, 50-kw, 690 kHz (CBC).

FM Affiliate: CBU-FM, 100-kw, 105.7 MHz (No. 289), 2400-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBUT Authorized: 12/8/53

CBUT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: 684-0246. **Telex:** 045-498.

Studio: 747 Bute St.

Began Operation: Dec. 16, 1953.

Represented (sales) by: CBC National Selective Sales.

Personnel:

R. W. McGall, *director for British Columbia.*

Hugh Palmer, *director of television.*

J. J. Wighton, *regional engineer.*

E. R. Whitehouse, *regional program director.*

L. T. Jackson, *news supervisor.*

R. G. Jessup, *public relations officer.*

A. Sommerfeld, *regional sales manager.*

DIGEST OF RATE CARD NO. 23 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$1500.00	\$750.00	\$600.00	\$450.00	\$300.00	\$218.00	\$194.00
							\$120.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9095	Census Division 4A and 4B	29,380
	9109	Vancouver M.A.	1,020,660
	9121	Census Division 4E East	70,400
	9131	Census Division 4E West	45,870
	9139	Victoria M.A.	190,610
	9145	Census Division 5A and 5B	231,940
	9161	Census Division 5C	55,340
	9171	Census Division 5D	33,320
	9185	Census Division 5E and 5F	57,760
	9260	Census Division 7	23,190
Between 25-49%	None Between 25-49%		
Between 5-24%	None Between 5-24%		
CBUT Total Persons:			1,567,860
BBM Weekly Circulation (Nov. 1971):			1,268,762
Metro areas	9109 Vancouver M.A.		
	9139 Victoria M.A.		

British Columbia—Vancouver

CHAN-TV

(Ch. 8)

(Repeated by CHAN-TV-1, Chilliwack; CHAN-TV-2, Bowen Island; CHAN-TV-3, Squamish; CHAN-TV-4, Courtenay; CHAN-TV-5, Brackendale; CJTV-TV-1, Port Renfrew; CKUP-TV-1, Ucluelet; CHKM, Kamloops; CHKL, Kelowna; CHKL-TV-1, Penticton; CHKL-TV-2, Vernon; CFEN-TV-2, Enderby; CHID-TV-2, Lumby; CHLK-TV-2, Logan Lake, all B.C.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 180-kw max. & 164-kw visual, 94-kw max. & 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.

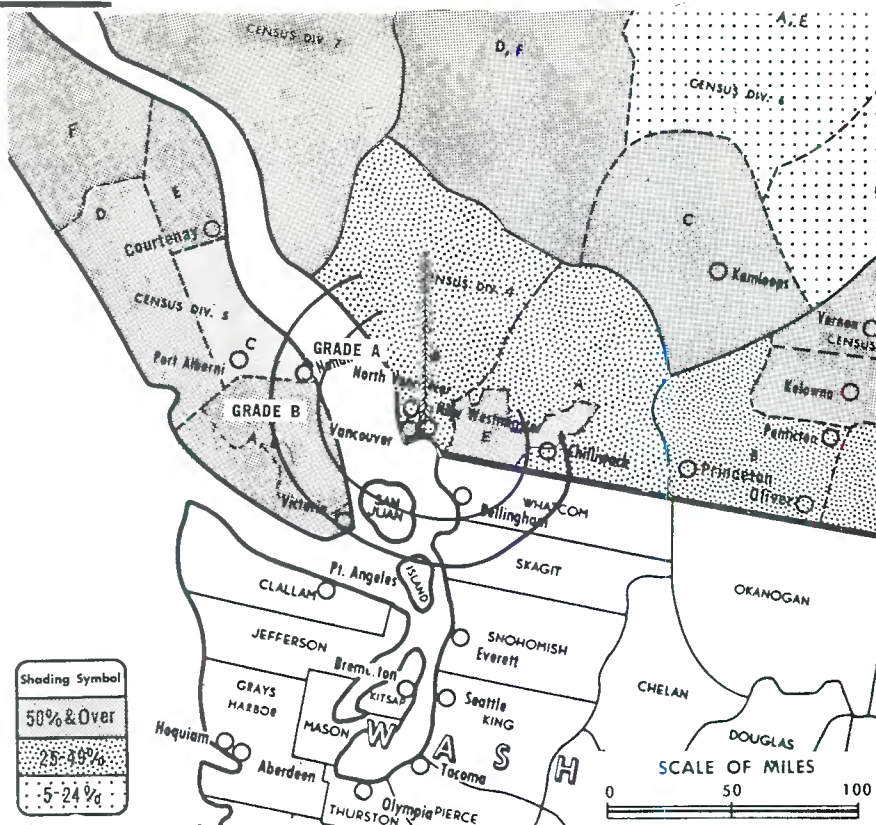
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press & Broadcast News.

Studio: 7850 Enterprise St., Burnaby, B.C.

Data on circulation & persons 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.

Telephone: 604-299-7272. 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:

- J. R. Peters, *president.*
- G. L. Carter, *vice president, sales.*
- W. C. Elliott, *vice president, production.*
- L. D. Colthorp, *vice president, programming.*
- E. G. Rose, *vice president, engineering.*
- A. H. Collins, *vice president, finance & secretary.*
- W. C. Peters, *commercial manager.*

DIGEST OF RATE CARD NO. 12—(Sept. 5, 1971)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
.....***	\$360.00	\$270.00	\$270.00
Class AA—6-11 p.m., daily.					
.....***	\$415.00	\$310.00	\$310.00
Combination rate with CHEK-TV, Victoria:					
.....***	\$415.00	\$310.00	\$310.00
*Program rates on request.					

BBM Weekly Circulation	88M Area No.	Area Description	All Persons
50% & Over	9051	Census Division 3A North	35,320
	9061	Census Division 3A South	53,620
	9109	Vancouver M.A.	1,020,660
	9121	Census Division 4E East	70,400
	9131	Census Division 4E West	45,870
	9139	Victoria M.A.	190,610
	9145	Census Division 5A and 5B	231,940
	9161	Census Division 5C	55,340
	9171	Census Division 5D	33,320
	9185	Census Division 5E and 5F	57,760
9235	Census Division 6C, 6D and 6F	67,070	
9260	Census Division 7	23,190	
Between 25-49%	9075	Census Division 3B and 3C	43,680
	9095	Census Division 4A and 4B	29,380
Between 5-24%	9025	Census Division 2A and 2B	52,280
	9205	Census Division 6A, 6B and 6E	32,040
CHAN-TV Total Persons:			1,851,870
BBM Weekly Circulation (Nov. 1971):			1,306,839
Metro areas	9109 Vancouver M.A.		
	9139 Victoria M.A.		

British Columbia—Vancouver (Bellingham, Wash.)

KVOS-TV

(Ch. 12)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 46-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2350-ft. above sea level.

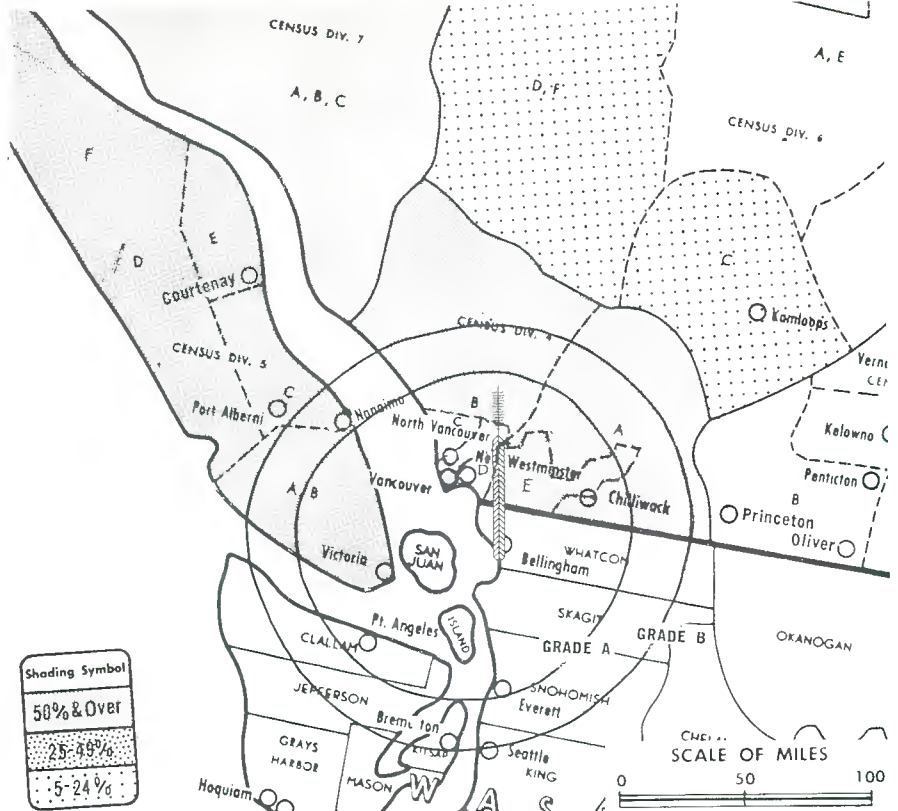
Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mt. Constitution, Orcas Island, Wash.

Represented (engineering) by Kear & Kennedy.

Color: Network, film, slide & tape.

News Wire Service: AP.



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KVOS-TV Ref: FCC File No. BNPCT-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 Cohn & Marks.

Personnel:

David Mintz, *president*.
Doug Davis, *vice president*.
Herman Burkart, *western sales manager*.
John Creelman, *eastern sales manager*.

DIGEST OF RATE CARD NO. 15 (Sept. 1, 1969)

30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.				
\$1000.00	\$370.00	\$255.00*	\$255.00*	\$125.00*

*Class AA—6-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$125.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9095	Census Division 4A and 4B	29,380
	9109	Vancouver M.A.	1,020,660
	9121	Census Division 4E East	70,400
	9131	Census Division 4E West	45,870
	9139	Victoria M.A.	190,610
	9145	Census Division 5A and 5B	231,940
	9161	Census Division 5C	55,340
	9171	Census Division 5D	33,320
	9185	Census Division 5E and 5F	57,760
	9260	Census Division 7	23,190
Between 25-49%		None Between 25-49%	
Between 5-24%	9235	Census Division 6C, 6D and 6F	67,070
KVOS-TV Total Persons:			1,634,930
BBM Weekly Circulation (Nov. 1971):			1,175,089
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; CFKB-TV-4, Sointula, which is repeated by CKPA-TV-1, Port Alice, B.C.; CFNV-TV-1, Camp Woss; CFNV-TV-2, Nimpkish; CFKY-TV-1, Holberg, CHWM-TV-1, Alta Lake, all B.C.)

Technical Facilities: Channel No. 6 (82-88 MHz). 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"

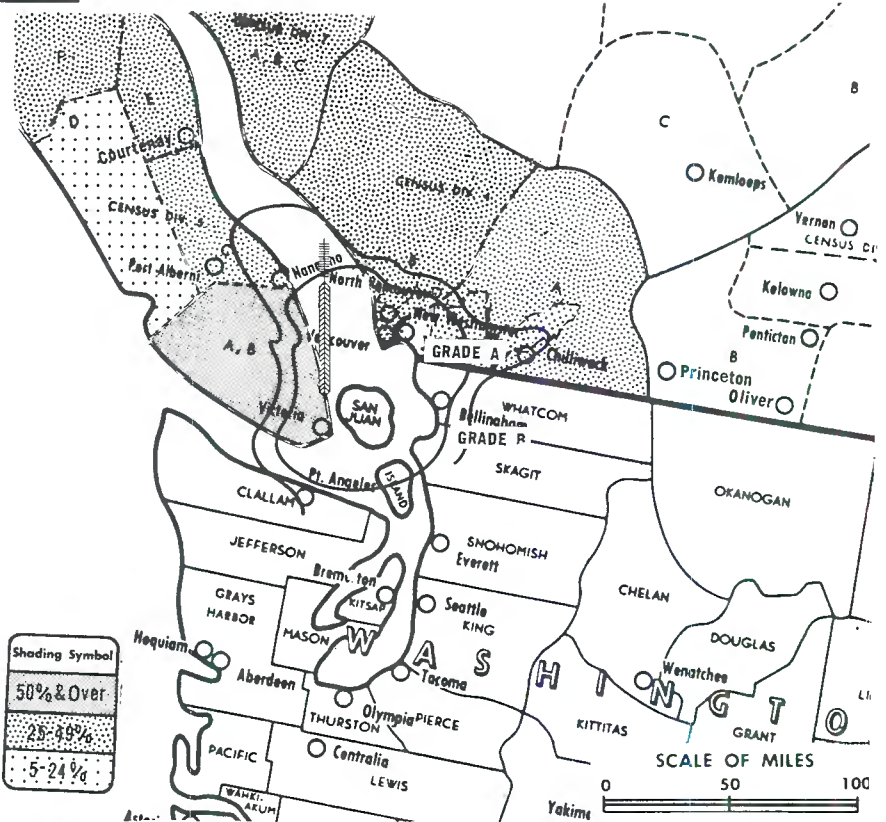
Transmitter: Saturna Island, B.C.

Studio: 7580 Enterprise St., Burnaby, B.C.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: Broadcast News & Canadian Press.



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CHEK-TV Authorized: 2/23/80

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, *vice president, finance*.

DIGEST OF RATE CARD NO. 13—(June 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
.....***	\$120.00	\$90.00	\$90.00	\$42.00

*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9139	Victoria M.A.	190,610
	9145	Census Division 5A and 5B	231,940
Between 25-49%	9095	Census Division 4A and 4B	29,380
	9109	Vancouver M.A.	1,020,660
	9121	Census Division 4E East	70,400
	9161	Census Division 5C	55,340
	9185	Census Division 5E and 5F	57,760
Between 5-24%	9260	Census Division 7	23,190
	9131	Census Division 4E West	45,870
9171	Census Division 5D	33,320	
CHEK-TV Total Persons:			1,567,860
BBM Weekly Circulation (Nov. 1971):			501,911
Metro areas	9139	Victoria M.A.	
	9109	Vancouver M.A.	

MANITOBA

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 MHz). 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: Included as bonus with CKX-TV, Brandon.

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: 204-728-1150. Telex: 03-5016.
Transmitter: 34th St. & Richmond Ave., Brandon.
Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 49.1-kw aural. Antenna: 610-ft. above av. terrain, 606-ft. above ground, 1828-ft. above sea level, lat. 49° 49' 42", long. 99° 59' 09".
Color: Network & film. News Wire Service: Broadcast News.
AM Affiliate: CKX, 10-kw, 1150 kHz (CBC).
Began Operation: Jan. 28, 1955.
Represented (sales) by All-Canada Radio & Television Ltd.
Personnel:
John B. Craig, *president*.
Archie Olson, *sales manager*.
Stuart Craig, *vice president & managing director*.
Lawrence Dubois, *engineer*.

DIGEST OF RATE CARD NO. 13—(June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$240.00	\$190.00	\$170.00	\$100.00	\$85.00	\$60.00	\$60.00	\$30.00

CKX-TV Total Persons: 181,090
BBM Weekly Circulation (Nov. 1971): 139,820

CHGH-TV Churchill

(Ch. 4)

Network Service: CBC.
Licensee: Nanuk Television Inc., Box 266, Churchill, Man.
Telephone: 204-675-2344.
Transmitter: National Harbor's Board property, Churchill.
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 10-watts visual, 4.94-watts aural. Antenna: 95-ft. above av. terrain, 95-ft. above ground, 25-ft. above sea level, lat. 58° 46' 49", long. 94° 11' 16".
Ownership: Community-owned station; M. A. McCullough, pres.
Began Operation: May 17, 1965.
Represented (sales) by Andy McDermott Sales Ltd. (Toronto, Montreal); Broadcast Representatives Ltd. (Winnipeg).
Personnel:
F. P. Ragan, *general manager*.

DIGEST OF RATE CARD NO. 1—(June 1965)

Min.	30 Sec.	20 Sec.	10 Sec.
\$15.00	\$14.00	\$13.00	\$12.00

Manitoba

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.
Telephone: 638-3810.
Transmitter: Baldy Mt.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: Directional, 1147-ft. above av. terrain, 530-ft. above ground, 3257-ft. above sea level, lat. 51° 28' 14", long. 100° 43' 10".

Ownership: See CKOS-TV, Yorkton, Sask.

Color: Network live, film, slide, tape.

Began Operation: June 19, 1960.

Represented (sales) by ABC International Television Inc. (U.S.A.); Stovin-Byles Television Ltd. (Canada).

Rates: Included with CKOS-TV, Yorkton.

CBWGT-1 Fisher Branch

(Ch. 10)

(Satellite rebroadcasting station of CBWT, Winnipeg, Man.)
Network Service: CBC, same as CBWT Winnipeg.
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: 1-mi. W of Fisher Branch.
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 27.4-kw visual, 5.48-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: Included as a bonus to the CBC network.

CBWBT Flin Flon

(Ch. 10)

Network Service: CBC.
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: Flin Flon.
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 7.8-kw visual, 1.6-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.

CBWBT Total Persons: 85,070
BBM Weekly Circulation (Nov. 1971): 59,065

CBWLT Gillam

(Ch. 8)

Network Service: CBC.
Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: Gillam, Man.
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts. Antenna: 113-ft. above av. terrain, 100-ft. above ground, 550-ft. above sea level, lat. 56° 20' 48", long. 94° 42' 23".
Began Operation: October 3, 1969.
Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

Manitoba

CBWHT

Grand Rapids

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Grand Rapids, Man.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts. Antenna: 263-ft. above av. terrain, 240-ft. above ground, 1040-ft. above sea level, lat. 53° 09' 00", long. 99° 17' 30".

Began Operation: Nov. 29, 1968.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

CBWT-2

Lac du Bonnet

(Ch. 4)

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 (66-72 MHz). 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: May 27, 1968.

Rates: This is an automatic repeater of station CBWT, Winnipeg and is included as a bonus with that station.

CBTA-TV

Lynn Lake

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave. Ottawa, Ont.

Transmitter: Lynn Lake.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts. 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.

Cable Television
Management and
Engineering Consultants

**Malarkey, Taylor
& Associates**
1225 Connecticut Ave.,
Washington, D.C. 20036
(202) 223-2345

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 MHz). Authorized power: 188-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.

CBWIT

The Pas

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: The Pas, Man.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 264-kw visual, 653-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 and is included as a bonus with the CBC English network.

CBWKT

Snow Lake

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Snow Lake, Man.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 411-ft. above av. terrain, 385-ft. above ground, 1385-ft. above sea level, lat. 54° 52' 30", long. 100° 00' 50".

Began Operation: Feb. 22, 1969.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

CBWTT

Thompson

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thompson, Man.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 52-watts visual, 5.2-watts aural. Antenna: 153-ft. above av. terrain, 140-ft. above ground, 835-ft. above sea level, lat. 55° 43' 43", long. 97° 51' 48".

Began Operation: April 1, 1965.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

Manitoba—Winnipeg

CBWT

(Ch. 6)

(English Outlet)

(Repeated by CBWGT, Fisher Branch; CBWT-2, Lac du Bonnet; CBWHT, Grand Rapids; CBWLT, Gillam; CBWKT, Snow Lake; CBWTT, Thompson, CBWBT, Flin Flon; CBWIT, The Pas, all Man.; CBWAT, Kenora; CBWDT-1, Sioux Lookout; CBWCT, Fort Frances; CBWCT-1, Atikokan; CBWDT, Dryden; CBWET, Red Lake; CBWJT, Ear Falls, all Ont.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-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.

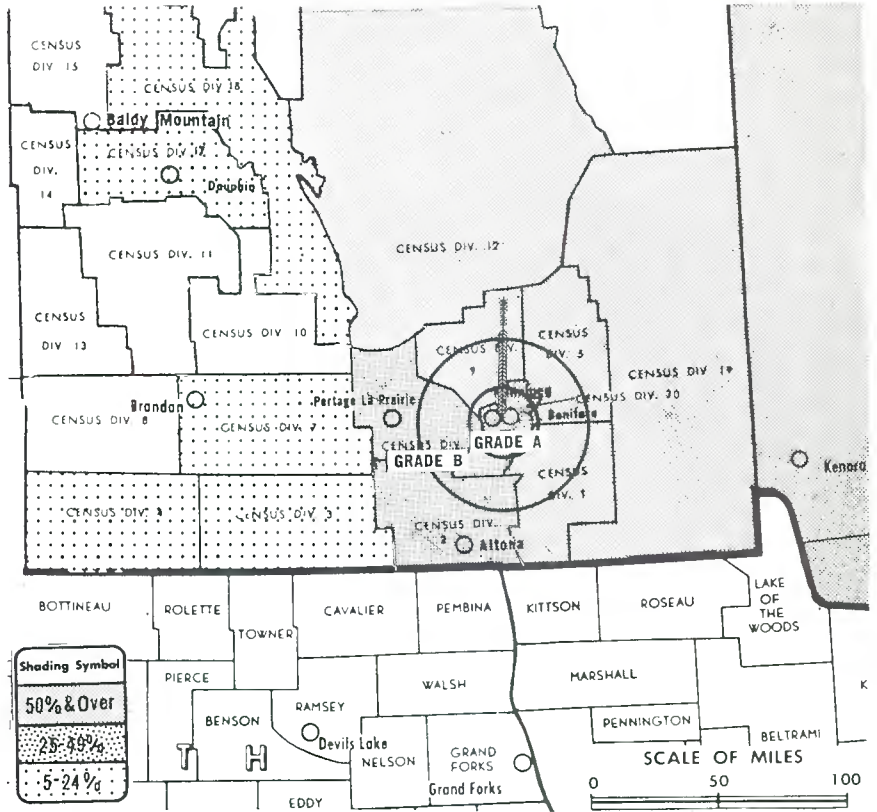
TV tape: Recording facilities.

News Wire Service: Canadian Press, UPI & Broadcast News.

AM Affiliate: CBW, 50-kw, 990 kHz (CBC).

FM Affiliate: CBW-FM, 354-kw, 98.3 MHz (Ch. 252). CBC.

Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.



CBWT Authorized: 5/31/54

CBWT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: 204-774-2541.

Telex: 03-5435.

Studio: 541 Portage Ave. W., Box 160.

Began Operation: May 31, 1954.

Represented (sales) by CBC National Selective Sales.

Personnel:

D. L. Bennett, *director for Prairie Provinces.*
J. Phillips, *regional program director.*
F. Stanley, *regional sales manager.*
R. Horley, *station manager.*
R. D. Fairley, *regional engineer.*
N. Cowan, *supervisor, public relations.*
Dale Nelson, *program director (TV).*
H. Nixon, *news supervisor.*

DIGEST OF RATE CARD NO. 20 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$1300.00	\$780.00	\$520.00	\$390.00	\$260.00	\$173.00	\$154.00
							\$86.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5550	Rainy River	24,740
	5561	Kenora East	32,880
	5562	Kenora West	18,980
	6010	Census Division 1	29,270
	6020	Census Division 2	32,100
	6050	Census Division 5	31,330
	6060	Census Division 19	18,620
	6069	Winnipeg M.A.	525,490
	6080	Census Division 6	29,200
	6125	Census Division 9 and 12	36,600
Between 25-49%	None		Between 25-49%
Between 5-24%	6035	Census Division 3 and 4	30,500
	6090	Census Division 7	51,420
	6185	Census Division 17 and 18	32,780
CBWT Total Persons:			893,910
BBM Weekly Circulation (Nov. 1971):			712,922
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 MHz). Authorized power: 59-kw visual, 7.37-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.

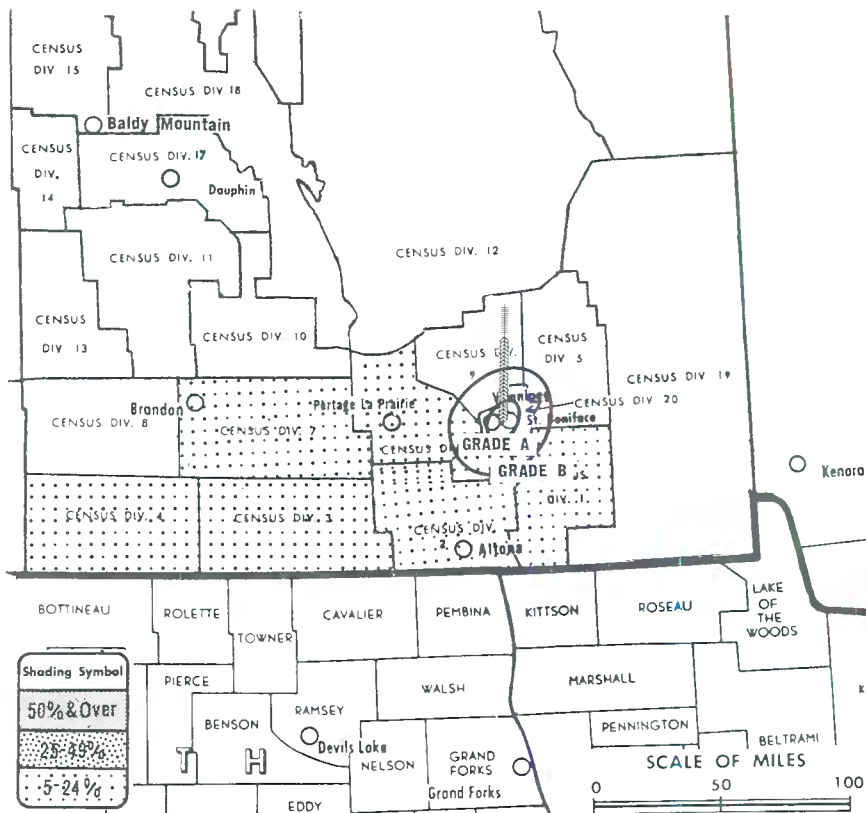
Color: Network, film, slide & tape.

News Wire Service: CBC.

Studio: 541 Portage Ave., P.O. Box 160.

Telephone: 204-774-2541. **Telex:** 03-5435.

TV tape: Recording facilities.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBWFT Authorized: 7/29/59

CBWFT

Network Service: CBC (French).

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Began Operation: April 24, 1960.

Represented (sales) by: CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Personnel:

- D. L. Bennett, *director for Prairie Provinces.*
- R. Horley, *station manager.*
- L. Romillard, *prairie regional head, French language services.*
- J. Phillips, *regional program director.*
- P. Dumaine, *program director (French).*
- H. Nixon, *news supervisor.*
- F. Stanley, *regional sales manager.*
- R. D. Fairley, *regional engineer.*
- N. Cowan, *supervisor, public relations.*

DIGEST OF RATE CARD NO. 12—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—	6-10:30 p.m., Sun.;	7-10:30 p.m., Mon.-Sat.					
	\$125.00	\$75.00	\$50.00	\$38.00	\$25.00	\$23.00	\$20.00
							\$15.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over		None 50% & Over	
Between 25-49%		None Between 25-49%	
Between 5-24%	6010	Census Division 1	29,270
	6020	Census Division 2	32,100
	6035	Census Division 3 and 4	30,500
	6080	Census Division 6	29,200
	6090	Census Division 7	51,420
CBWFT Total Persons:			172,490
BBM Weekly Circulation (Nov. 1971):			31,955

Manitoba—Winnipeg

CJAY-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1003-ft. above av. terrain, 1003-ft. above ground, 1778-ft. above sea level.

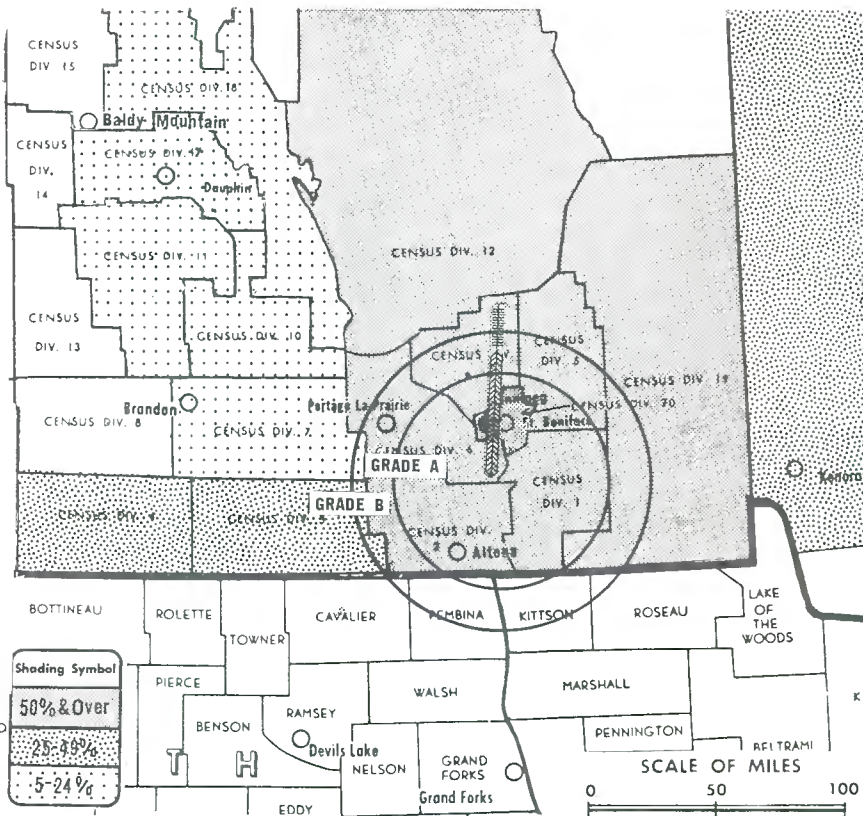
Latitude 49° 34' 46"
Longitude 97° 10' 17"

Transmitter: St. Agathe.

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

TV tape: Recording facilities.



Data on circulation & persons 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: 204-775-0371. Telex: 03-5308.

Ownership: Principal stockholders and officers: Ralph S. Misener, pres.; J. R. Mitchell, 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*.
Jack M. Davidson, *general manager*.
Jim Purvis, *director of programs & asst. manager*.
Don Dennis, *director of engineering*.
Al Johnson, *promotion manager*.
Ian Lillie, *local sales manager*.
W. J. Davidson, *national sales manager*.
W. A. Davis, *controller*.

DIGEST OF RATE CARD NO. 14—(March 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
.....***	\$250.00	\$190.00	\$190.00	\$100.00

*Rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	6010	Census Division 1	29,270
	6020	Census Division 2	32,100
	6050	Census Division 5	31,330
	6060	Census Division 19	18,620
	6069	Winnipeg M.A.	525,490
	6080	Census Division 6	29,200
6125	Census Division 9 and 12	36,600	
Between 25-49%	5562	Kenora West	18,980
	6035	Census Division 3 and 4	30,500
Between 5-24%	5561	Kenora East	32,880
	6090	Census Division 7	51,420
	6145	Census Division 10 and 11	27,730
	6185	Census Division 17 and 18	32,780
CJAY-TV Total Persons:			896,900
BBM Weekly Circulation (Nov. 1971):			664,187
Metro areas	6069	Winnipeg M.A.	

For BBM Bureau of Measurement
Canadian Population Estimates
see Services Volume

Manitoba—Winnipeg-Pembina, North Dakota

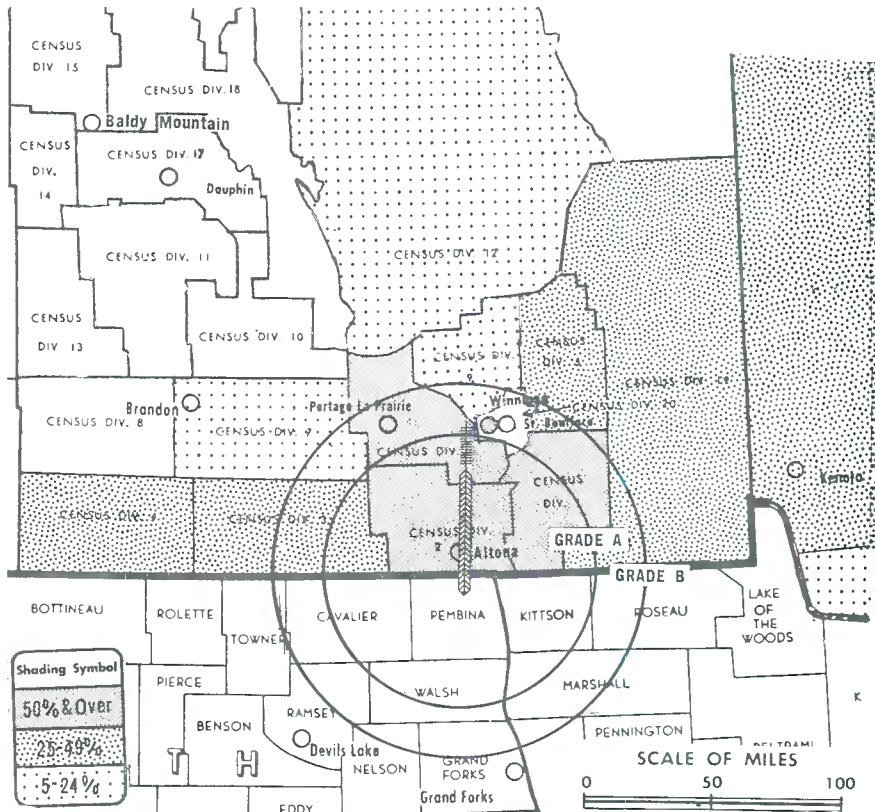
KCND-TV

(Ch. 12)

Technical Facilities: Channel No. 12 (204-210 MHz). 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.
Color: Network, film, slide & tape.
News Wire Service: AP, Broadcast News.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

KCND-TV Ref: FCC File No. BMPCT-5304 Granted 4/13/60

KCND-TV

Network Service: ABC.

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).

Studio: Stutsman & Fifth, P.O. Box 191, Pembina (58271); 2031 Portage Ave., Winnipeg.

Telephones: 701-825-6292, Pembina; 204-888-3212, Winnipeg.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS(FM), Dallas; WYSL & FM, Buffalo, N.Y.; WNUS & FM, Chicago.

Begin 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 Canadian Standard Broadcast Sales (U.S.); Radio-Television Representatives Ltd. (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

Gordon McLendon, *president*.
G. O. Johnson, *general manager (Winnipeg)*.
Richard Vincent, *station manager (Pembina)*.
Mac Cheater, *local sales supervisor*.
Len Gzebb, *co-ordinator*.
A. C. Headley, *chief engineer*.

DIGEST OF RATE CARD NO. 9

(Feb. 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily.						
\$550.00	\$400.00	\$300.00	\$150.00	\$90.00	\$90.00	\$70.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	6010	Census Division 1	29,270
	6020	Census Division 2	32,100
	6069	Winnipeg M.A.	525,490
	6080	Census Division 6	29,200
Between 25-49%	5562	Kenora West	18,980
	6035	Census Division 3 and 4	30,500
	6050	Census Division 5	31,330
	6060	Census Division 19	18,620
Between 5-24%	5550	Rainy River	24,740
	6090	Census Division 7	51,420
	6125	Census Division 9 and 12	36,600

KCND-TV Total Persons:	828,250
BBM Weekly Circulation (Nov. 1971):	490,345
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., Crown & Union Sts., St. John, N.B.

Transmitter: Bon Accord, N.B.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 54.7-kw visual, 27.3-kw aural. Antenna: 1088-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: Included as a bonus with CHSJ-TV, Saint John.

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 MHz). Authorized power: 1.44-kw visual, .720-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: Included as a bonus with CKAM-TV, North Shore.

CJBR-TV-1

Edmundston, N.B.

(Ch. 13)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: Same as CJBR-TV, Rimouski.

Licensee: CJBR-TV Ltee., 273 St. Jean Baptiste St. W., Rimouski, Que.

Transmitter: Power Road.

Technical Facilities: Channel No. 13 (210-216 MHz). 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 MHz). 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.

1972-73 Edition

Maritime Provinces

Studio: 250 Archibald St.

Transmitter: Lutes Mountain, Westmoreland, N.B.

Telephone: 506-855-3370.

Telex: 014-2284.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 163-kw visual, 33-kw aural. Antenna: 781-ft. above av. terrain, 433-ft. above ground, 1049-ft. above sea level, lat. 46° 08' 41", long. 64° 54' 14".

Color: Network.

News Wire Service: CBC, Broadcast News, Canadian Press.

AM Affiliate: CBAF, 5-kw, 1300 kHz (CBC).

Began Operation: Dec. 21, 1959.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

Guy Theriault, *manager*.

Y. Bruchesi, *technical director*.

A. Landry, *sales representative*.

L. J. Cormier, *program director*.

F. Rochon, *news supervisor*.

R. Beaulieu, *information services representative*.

DIGEST OF RATE CARD NO. 14—(June 1, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.

\$100.00 \$60.00 \$40.00 \$35.00 \$30.00 \$20.09 \$17.00 \$15.00 \$11.00

CBAFT Total Persons: 225,640

BBM Weekly Circulation (Nov. 1971): 53,629

CKCW-TV Moncton, N.B.

(Ch. 2)

(Repeated by CKAM-TV, North Shore, N.B.; CKAM-TV-1, Newcastle, N.B.; CKCD-TV, Campbellton, N.B.; CFGW-TV-1, Gaspe West, P.Q.; CFGW-TV-2, Gaspe South, P.Q.; CKMU-TV, Murdochville, P.Q.)

Network Service: CTV.

Licensee: Moncton Bcstg. Ltd., P.O. Box 1220.

Studio: 191 Halifax St. Telephone: 506-855-1220.

Transmitter: Caledonia Mt., near Rosevale.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 25-kw visual, 15-kw aural. Antenna: 990-ft. above av. terrain, 326-ft. above ground, 1656-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".

Color: Network, film, slide & tape.

Facsimile Service: UPI.

News Film Service: UPI, Broadcast News.

AM Affiliate: CKCW, 10-kw, 1220 kHz.

Ownership: F. A. Lynds, *pres.*; Hon. L. G. DesBrisay, *v.p.*; C. E. Leger, *v.p.*; Helen M. Lynds, *secy.-treas.* 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), Stephens & Towndrow (Vancouver) & Canadian Standard Broadcast Sales Inc. (for U.S.).

Personnel:

F. A. Lynds, *president & managing director*.

Joe Irvine, *general manager*.

Bill Murray, *program director*.

Earle Ross, *regional sales manager*.

DIGEST OF RATE CARD NO. 15—(Feb. 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—8-11 p.m., daily.

.....**** \$200.00 \$110.00 \$70.00

*On request.

CKCW-TV Total Persons: 685,320

BBM Weekly Circulation (Nov. 1971): 441,280

CHMT-TV Moncton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: CBC, same as CHSJ-TV, Saint John.

Licensee: New Brunswick Bcstg. Co. Ltd., 335 Union St.

(Continued on next page)

991-b

Maritime Provinces

Transmitter: Riverside, N.B.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1128-ft. above av. terrain, 506-ft. above ground, 1250-ft. above sea level, lat. 45° 48' 32", long. 64° 45' 11".

Began Operation: Sept. 21, 1969.

Rates: This is an automatic repeater of CHSJ-TV, Saint John and is included as a bonus with that station.

CKAM-TV-1 Newcastle, N.B.

(Ch. 9)

(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 No. 9 (186-192 MHz). 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)

(Repeated by CKAM-TV-1, Newcastle & CKCD-TV, Campbellton, N.B.; CFGW-TV-1, Gaspé West; CFGW-TV-2, Gaspé South; CKMU-TV, Murdochville, ali P.Q.)

Network Service: CBC.

Licensee: Moncton Bcstg. Ltd., Knights of Pythias Bldg., Moncton.

Transmitter: Near Upsalquitch Lake, N.B.

Technical Facilities: Channel No. 12 (204-210 MHz). 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.); Paul Mulvihill & Co. Ltd. (Toronto, Montreal); A. J. Messner & Co. Ltd. (Winnipeg); Stephens & Towndrow (Vancouver).

Rates: Available on request.

CKAM-TV Total Persons: 365,190

BBM Weekly Circulation (Nov. 1971): 130,899

CHSJ-TV Saint John, N.B.

(Ch. 4)

(Operates satellite rebroadcasting stations CHSJ-TV-1, Bon Accord, & CHMT-TV, Moncton, N.B.)

Network Service: CBC.

Licensee: New Brunswick Bcstg. Co. Ltd., 335 Union St.

Studio: 335 Union St.

Transmitter: Mt. Champlain.

Telephone: 657-3410.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1263-ft. above av. terrain, 144-ft. above ground, 1599-ft. above sea level, lat. 45° 28' 39", long. 62° 14' 02".

Color: Network, film.

News Wire Service: Broadcast News, Canadian Press.

AM Affiliate: CHSJ, 10-kw, 1150 kHz.

Ownership: Ralph Costello, pres., .1%; New Brunswick Publishing Co. Ltd., 99.9%.

Began Operation: March 22, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

George A. Cromwell, *general manager*.
William Plekarski, *chief engineer*.
Buddy Gullfoyle, *promotion director*.

DIGEST OF RATE CARD NO. 21

(April 1, 1972)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., Mon.-Wed.; 7:30-11 p.m., Thurs.-Fri.; 6:30-11 p.m., Sat.; 6-11 p.m., Sun.							
.....*****	\$170.00	\$110.00	\$110.00 \$60.00

* On request.

CHSJ-TV Total Persons: 787,420

BBM Weekly Circulation (Nov. 1971): 527,571

CKLT-TV Saint John, N.B.

(Ch. 9)

(Rebroadcasting station of CKCW-TV, Moncton, N.B.)

Network Service: CTV.

Licensee: Moncton Bcstg. Ltd.

Studio: 191 Halifax St., Moncton.

Telephone: 506-855-1220.

Transmitter: Mount Champlain.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1361-ft. above av. terrain, 300-ft. above ground, 1460-ft. above sea level, lat. 45° 28' 39", long. 66° 14' 02".

Color: Network & tape.

Ownership: Moncton Bcstg. Ltd.

Began Operation: Sept. 19, 1969.

Represented (sales) by Paul Mulvihill & Co. Ltd.; Stephens & Towndrow Ltd.; A.J. Messner & Co.; Canadian Standard Broadcast Sales.

Personnel:

F. A. Lynds, *president & managing director*.
J. S. Irvine, *general manager*.
Bill Murray, *program director*.
Earle Ross, *regional sales manager*.
Keith MacConnell, *chief engineer*.

Rates: No rate card available.

CJCB-TV-2 Antigonish, N.S.

(Ch. 9)

(Satellite rebroadcasting station of CJCB-TV-1, Inverness, 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 MHz). Authorized power: 133-kw visual, 79.8-kw aural. Antenna: Directional, 921-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: This is an automatic repeater of CJCB-TV, Sydney, and is included as a bonus with that station.

CJCH-TV-2 Caledonia, N.S.

(Ch. 6)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: West Caledonia.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 633-ft. above av. terrain. 968-ft. above sea level, lat. 44° 20' 26", long. 65° 06' 34".

Began Operation: Dec. 15, 1970.

Rates: This is a microwave fed transmitter of CJCH-TV, Halifax and is included as a bonus with that station.

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 MHz). Authorized power: 18-kw visual, 9.05-kw aural. Antenna: 886-ft. above av. terrain, 340-ft. above ground, 1015-ft. above sea level, lat. 45° 12' 12", long. 64° 24' 06".

Color: Network & 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)

(Repeated by 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 MHz). 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' 41", long. 60° 59' 04".

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: 51,350
BBM Weekly Circulation (Nov. 1971): 15,536

●

CBHFT
Halifax

(Ch. 13)
French Outlet

Network Service: CBC French Network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Halifax, N.S.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 135-watts visual, 13.5-watts aural. Antenna: 525-ft. above av. terrain, 650-ft. above ground, 450-ft. above sea level, lat. 44° 39' 03", long. 63° 39' 28".

Began Operation: Dec. 20, 1971.

Rates: This is an automatic repeater of the CBC French network and is included as a bonus with the network rate.

●

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 MHz). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: 1017-ft. above av. terrain, 141-ft. above ground, 1291-ft. above sea level, lat. 46° 09' 13", long. 61° 23' 01".

Began Operation: Nov. 8, 1959.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel: Same as CJCB-TV, Sydney, N.S.

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)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: New Glasgow.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 970-watts visual, 97-watts aural. Antenna: Directional, 647-ft. above av. terrain, 472-ft. above ground, 772-ft. above sea level, lat. 44° 03' 59", long. 64° 43' 00".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater and is included as a bonus with the CBC network rate.

1972-73 Edition

●

CBCT-1
New Glasgow, N.S.

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: New Glasgow.

Technical Facilities: Channel 7 (174-180 MHz). 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".

Began Operation: Jan. 23, 1960. Purchased by CBC Aug. 1, 1968.

Rates: This is an automatic repeater of CBCT, Charlottetown, P.E.I., and is included as a bonus with that station.

●

CBHT-4
Sheet Harbour, N.S.

(Ch. 11)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sheet Harbour, N.S.

Technical Facilities: Channel No. 11 (198-204 MHz). 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)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

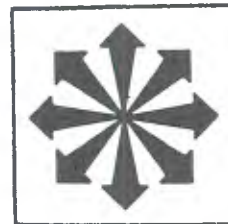
Transmitter: 2 mi. NE of Shelburne, near Hwy. No. 3.

Technical Facilities: Channel No. 8 (180-186 MHz). 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 and is included as a bonus with the CBC network rate.

BLACKBURN
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WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

Maritime Provinces—Halifax, N.S.

CBHT

(Ch. 3)

(Operates rebroadcasting stations CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth & CBHT-4, Sheet Harbour, all N.S.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56-kw average visual, 8.4-kw average aural. Antenna: 688-ft. above av. terrain, 496-ft. above ground, 1112-ft. above sea level.

Latitude 44° 39' 06"
Longitude 63° 39' 52"

Requests change to 5.6-kw aural, 866-ft. above av. terrain.

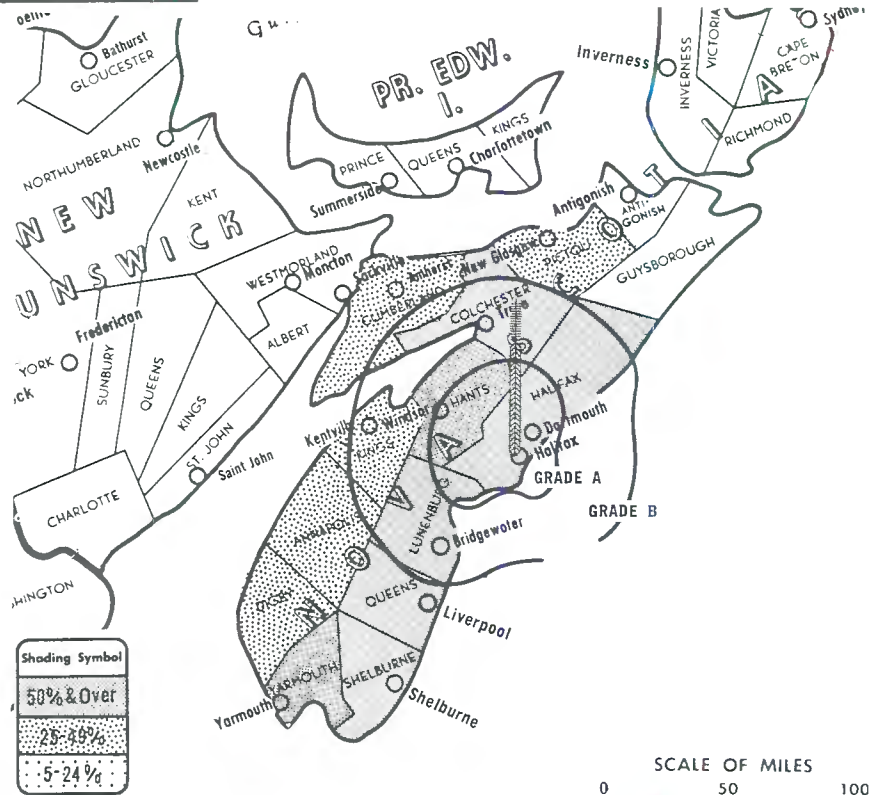
Transmitter: Geizer's Hill, NW of city.

Color: Network, film & slide.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, UPI.

AM Affiliate: CBH, 10-kw, 860-KHz (CBC).



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBHT Authorized: 12/20/54

CBHT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 1840 Bell Rd.

Telephone: 902-422-8311. Telex: 014-422618.

Began Operation: Dec. 20, 1954.

Represented (sales) by CBC National Selective Sales.

Personnel:

S. R. Kennedy, *director for Maritimes.*
A. W. Wilson, *regional affairs & public relations director.*
K. R. Barry, *regional program director.*
G. F. Brickenden, *director of operations.*
E. Baillie, *public relations officer.*
H. K. Urbach, *regional engineer.*
A. P. Lumsden, *production director.*
W. G. Allen, *news supervisor.*
Don LeBlanc, *regional sales manager.*

DIGEST OF RATE CARD NO. 19 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$750.00	\$400.00	\$300.00	\$225.00	\$150.00	\$100.00	\$84.00	\$52.00

BBM Weekly Weekly	BBM Area No.	Area Description	All Persons
50% & Over	2079	Halifax M.A.	201,460
	2080	Halifax County	247,400
	2090	Lunenburg	37,430
	2115	Queens, Shelburne	28,070
	2120	Yarmouth	23,520
	2150	Hants	27,530
2170	Colchester	36,480	
Between 25-49%	None Between 25-49%		
Between 5-24%	2070	Pictou	44,350
	2135	Annapolis, Digby	40,050
	2160	Kings	43,590
	2180	Cumberland	33,280
CBHT Total Persons:			561,700
BBM Weekly Circulation (Nov. 1971):			399,917
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, Caledonia, N.S.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Directional, 815-ft. above av. terrain, 1037-ft. above sea level.

Latitude 44° 39' 04.5"
Longitude 63° 39' 51.6"

Transmitter: Geizer's Hill, Halifax County.

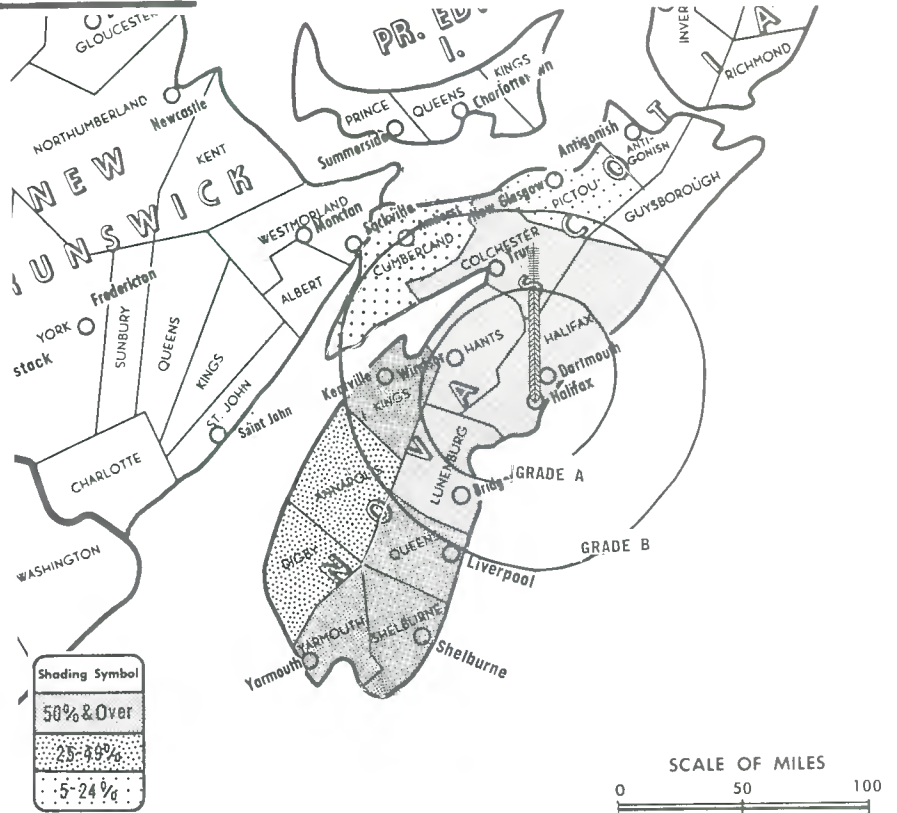
Color: Network & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News.

News Film Service: Palette Productions.

AM Affiliate: CJCH, 10-kw (5-kw night), 920 kHz.



Data on circulation & persons 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:

Fred G. Sherratt, *president & general manager.*

Gordon A. Laws, *general sales manager.*

Suzanne Altman, *promotion & sales merchandising.*

Larry Knoke, *program/traffic manager.*

Jim Hill, *production manager.*

Vic Perry, *operations manager.*

DIGEST OF RATE CARD NO. 13—(June 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Sat.;						
5:30-11 p.m., Sun.						
.....***	\$210.00	\$155.00	\$155.00	\$95.00

*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	2079	Halifax M.A.	201,460
	2080	Halifax County	247,400
	2090	Lunenburg	37,430
	2115	Queens, Shelburne	28,070
	2120	Yarmouth	23,520
	2150	Hants	27,530
	2160	Kings	43,590
	2170	Colchester	36,480
Between 25-49%	2135	Annapolis, Digby	40,050
	2070	Pictou	44,350
Between 5-24%	2180	Cumberland	33,280
	CJCH-TV Total Persons:		
BBM Weekly Circulation (Nov. 1971):			432,912
Metro areas 2079 Halifax M.A.			

Maritime Provinces

CJCB-TV Sydney, N.S.

(Ch. 4)

(Repeated by CJBH-TV-1, Inverness, N.S., and CJCB-TV-2, Antigonish, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd.

Studio & Transmitter: Hardwood Hill, P.O. Box 469.

Telephone: 902-562-5511. Telex: 014-45195.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 130-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 kHz (CBC).

FM Affiliate: CJCB-FM, 1-kw, 94.9 MHz (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*.
Bill Holmes, *operations manager*.

DIGEST OF RATE CARD NO. 18—(June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Sat.; 5:30-11 p.m., Sun.							
.....*****	\$150.00	\$100.00	\$45.00

*On request.

CJCB-TV Total Persons: 337,310

BBM Weekly Circulation (Nov. 1971): 235,755

Hogan-Feldmann, Inc.

MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

CBHT-3

Yarmouth, N.S.

(Ch. 11)

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 MHz). 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: Included as a bonus with the CBC network.

CBHFT-1

Yarmouth

(Ch. 3)

French Outlet

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Approx. 6-mi. N of Yarmouth.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 1.9-kw visual, 0.19-kw aural. Antenna: 558-ft. above av. terrain, 568-ft. above ground, 718-ft. above sea level, lat. 43° 55' 55", long. 66° 06' 10".

Began Operation: Oct. 20, 1970.

Rates: This is an automatic repeater of the CBC French network and is included as a bonus with the network rate.

CBCT

Charlottetown, P. E. I.

(Ch. 13)

(Operates rebroadcasting station CBCT-1, New Glasgow, N.S.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 430 University Ave.

Transmitter: Churchill, P.E.I.

Telephone: 892-3591. Telex: 014-4476.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 38.6-kw visual, 19.3-kw aural. Antenna: Directional, 918-ft. above av. terrain, 683-ft. above ground, 1036-ft. above sea level, lat. 46° 12' 40", long. 63° 20' 25".

TV tape: Recording facilities.

Began Operation: July 1, 1956. Purchased by CBC Aug. 1, 1968.

Represented (sales) by CBC National Selective Sales.

Personnel:

R. G. Smith, *operations manager*.
G. H. MacMillan, *sales representative*.
W. J. Donavon, *news supervisor*.

DIGEST OF RATE CARD NO. 4

(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$325.00	\$195.00	\$130.00	\$98.00	\$65.00	\$45.00	\$36.00	\$24.00

CBCT Total Persons: 244,760

BBM Weekly Circulation (Nov. 1971): 145,806

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 MHz). Authorized power: 14-kw visual, 3.5-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. (U.S.); Electromedia Sales Ltd. (Canada).

Personnel:

Geoff Stirling, *chairman*.
Colin Jamieson, *president*.
Gerald Kennedy, *vice president & comptroller*.

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

CBNAT-1

Baie Verte

(Ch. 3)

(Rebroadcasting station of CBNAT Grand Falls, Nfld.)

Network Service: CBC same as CBNAT Grand Falls.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2.5-mi. S. of Wild Cove, Nfld.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 2.28-kw visual, .46-kw aural. Antenna: 907-ft. above av. terrain, 330-ft. above ground, 1330-ft. above sea level, lat. 49° 57' 34", long. 56° 18' 42".

Began Operation: September 16, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CJON-TV-2

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 MHz). Authorized power: 445-watts visual, 114-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.

CBYT-3

Bonne Bay

(Ch. 2)

(Rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Bonne Bay.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.2-kw visual, 1.2-kw aural. Antenna: 188-ft. above av. terrain, lat. 49° 33' 12", long. 57° 53' 24".

Began Operation: March 12, 1971.

Rates: This is an automatic repeater of CBYT, Corner Brook and is included as a bonus with that station.

Newfoundland

CBNAT-2

Buchans

(Ch. 7)

(Rebroadcasting station of CBNAT, Grand Falls, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Buchans.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 3.4-kw visual, .34-kw aural. Antenna: Directional, 24-ft. above av. terrain, 240-ft. above ground, 930-ft. above sea level, lat. 48° 48' 40", long. 56° 48' 27".

Began Operation: Sept. 29, 1970.

Rates: This is an automatic repeater of CBNT, St. John's and is included as a bonus to that station.

CBTC-TV

Churchill Falls

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Churchill Falls, Nfld.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above av. terrain, 150-ft. above ground, 1370-ft. above sea level, lat. 53° 31' 55", long. 64° 00' 11".

Began Operation: Dec. 25, 1968.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

CBTC-2

Churchill Falls

(Ch. 13)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Churchill Falls, Nfld.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5 watts visual, 2.5 watts aural. Antenna: 35-ft. above av. terrain, 165-ft. above ground, 1385-ft. above sea level, lat. 53° 31' 55", long. 64° 00' 11".

Began Operation: Aug. 29, 1970.

Rates: This is an automatic repeater and is included as a bonus with the CBC French network.

CBYT

Corner Brook

(Ch. 5)

(Repeated by CBYT-1, Stephenville; CBYAT, Deer Lake; CBYT-2, Irishtown; CBYT-3, Bonne Bay; CBYT-4, Port aux Basques; CBYT-5, St. Andrews, all Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10.4-kw visual, 2.12-kw aural. Antenna: 490-ft. above av. terrain, 239-ft. above ground, 1229-ft. above sea level, lat. 48° 56' 01", long. 57° 58' 04".

AM Affiliate: CBY, 10-kw, 990 kHz (CBC).

Studio & Transmitter: Hospital Hill.

Telephone: 709-634-3141.

Telex: 016-44222.

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 CBC National Selective Sales.

Personnel:

R. G. O'Brien, *station manager*.
A. W. Barrett, *manager TV operations*.
G. Kenny, *sales representative*.
D. Blois, *technical supervisor*.

Rates: See CBNT, St. John's, Nfld.

CBYT Total Persons: 116,100
BBM Weekly Circulation (Nov. 1971): 100,418

(Continued on next page)

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 2020, St. John's.

Transmitter: The Hill, Corner Brook, West. Telephone: 634-4752.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1-kw visual, .25-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. (U.S.); Electromedia Sales Ltd.

Personnel:

Joe Parsons, *resident engineer*.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

CBYAT Deer Lake

(Ch. 12)

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 MHz). 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: Included as a bonus with the CBC network.

CJON-TV-3 Deer Lake

(Ch. 7)

(Satellite rebroadcasting station of CJON-TV-1, Corner Brook, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box 2020, St. John's.

Transmitter: Deer Lake.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 169-watts visual, 42 watts aural. Antenna: Directional, 100-ft. above av. terrain, 60-ft. above ground, 250-ft. above sea level, lat. 49° 08' 40", long. 54° 27' 55".

Ownership: Same as CJON-TV, St. John's, Nfld.

Began Operation: June 4, 1970.

Represented (sales) by Weed & Co. (U.S.); Electromedia Sales Ltd.

Personnel:

K. MacDonald, *resident engineer*.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

CFLA-TV Goose Bay

(Ch. 8)

Network Service: CBC.

Ownership: American Forces Television Station. Note: CBC supplies a manager to see that operations are carried in accordance with CRTC regulations.

Telephone: 709-896-3488.

Telex: 016-2-24.

Transmitter: 5-mi. W of Happy Valley, Nfld.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: .870-kw visual, .435-kw aural. Antenna: 23.4-ft. above av. terrain, lat. 53° 17' 47", long. 60° 25' 00".

Began Operation: October 29, 1956.

Personnel:

M. A. Grace, *CBC management representative*.

Rates: This is an automatic repeater of the CBC network.

CFLA-TV Total Persons: 25,070

BBM Weekly Circulation (Nov. 1971): 12,239

CJOX-TV-1 Grand Bank

(Ch. 10)

(Satellite rebroadcasting station of CJOX-TV, Argentia, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E-5189, St. John's.

Transmitter: Bennets Hill, near Grand Bank.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: .08-kw visual, .02-kw aural. Antenna: Directional, 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.

Rates: Included as a bonus with CJON-TV, St. John's.

CBNAT Grand Falls

(Ch. 11)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Botwood.

Technical Facilities: Channel No. 11 (198-204 MHz). 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: See CBNT, St. John's, Nfld.

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 MHz). Authorized power: 26-kw visual, 7-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 kHz.

Ownership: Same as CJON-TV, St. John's, Newfoundland.

Began Operation: March 1, 1960.

Represented (sales) by Weed & Co. (U.S.); Electromedia Sales Ltd.

Personnel: Mike Roberts, *station manager*.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

CBYT-2 Irishtown

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Irishtown, Nfld.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 739-ft. above av. terrain, 70-ft. above ground, 170-ft. above sea level, lat. 48° 59' 00", long. 57° 56' 00".

Began Operation: December 18, 1969.

Rates: This is an automatic repeater of CBYT, Corner Brook and is included as a bonus to that station.

CJCL-TV Labrador City

(Ch. 13)

Network Service: CBC.

Licensee: Iron Ore Co. of Canada Aviation Ltd., 1245 Sherbrooke St. W., Suite 1150, Montreal 109, Que.

Studio & Transmitter: Amherst St., Labrador City.

Technical Facilities: Channel No. 13 (210-216 MHz). 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.

Rates: This station has no rate card and does not sell time.

CJCL-TV Total Persons: 25,070

BBM Weekly Circulation (Nov. 1971): 8,964

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.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Lawn, Nfld.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 60-watts visual, 15-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)

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 MHz). 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)

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 MHz). 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.

CBYT-4

Port Aux Basques

(Ch. 3)

(Rebroadcasting station of CBYT-1, Stephenville, Nfld.)

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 MHz). Authorized power: 470-watts visual, 235-watts 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 CBYT-1, Stephenville which repeats CBYT, Corner Brook and both are included as a bonus with the CBC English network.

CBNT-1

Port Rexton

(Ch. 13)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Rexton, Nfld.

1972-73 Edition

Newfoundland

Technical Facilities: Channel No. 13 (210-216 MHz). 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 as a bonus to the CBC English network.

CFRT-TV-1

Ramea

(Ch. 13)

(Satellite rebroadcasting station of CBNT-3, Marystown, Nfld.)

Network Service: CBC, same as CBNT, St. John's, Nfld.

Licensee: Ramea Television Ltd., Ramea, Nfld.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 60-ft. above ground, 300-ft. above sea level, lat. 47° 31' 10", long. 57° 23' 25".

Began Operation: Nov. 15, 1969.

Rates: This is an automatic repeater of CBNT, St. John's, Nfld. and is included as a bonus with that station.

CBNT-4

St. Albans

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Albans, Nfld.

Technical Facilities: Channel No. 9 (186-192 MHz). 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: Jan. 19, 1968.

Rates: This is an automatic repeater of CBNT-3, Marystown which repeats CBNT, St. John's and is included as a bonus with that station.

CJCN-TV-1

St. Albans

(Ch. 13)

(Satellite rebroadcasting station of CJCN-TV, Grand Falls)

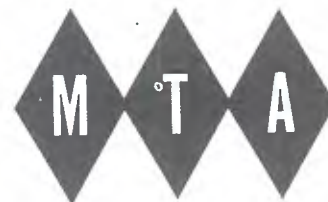
Network service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box 2020, St. John's.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 72-watts visual, 18-watts aural. Antenna: Directional, 500-ft. above av. terrain, 250-ft. above ground, 1060-ft. above sea level.

Began Operation: July 12, 1968.

Rates: This is an automatic repeater of CJCN-TV, Grand Falls, and is included with that station as a bonus.



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Newfoundland—St. John's

CBNT

(Ch. 8)

(Repeated by CBNT-1, Port Rexton; CBNT-2, Placentia; CBNT-3, Marys-town; CBNT-4, St. Albans; CBNAT, Grand Falls; CBNAT-1, Baie Verte; CBNAT-2, Buchans; CBNAT-4, St. Anthony; all Nfld.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 196-kw av. visual, 39.2-kw av. aural. **Antenna:** Directional, 855-ft. above av. terrain, 340-ft. above ground, 831-ft. above sea level.

Latitude 47° 32' 04"
Longitude 52° 47' 25"

Transmitter: Kenmount Hill, W of St. John's.

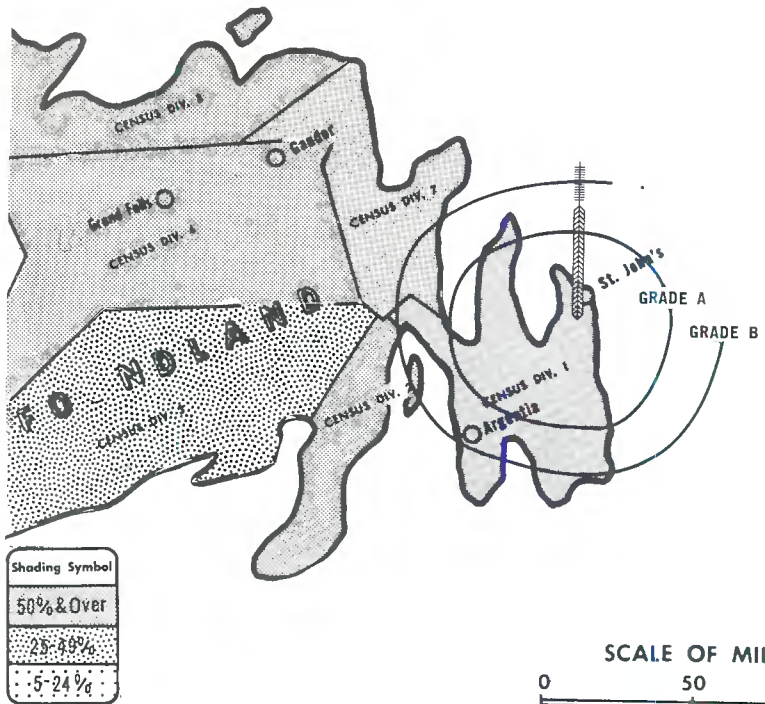
Color: Network, film & slide.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, UPI.

AM Affiliate: CBN, 10-kw, 640 kHz (CBC).

Studio: 95 University Ave.



Data on circulation & persons 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: 709-753-1300. **Telex:** 016-4590.

Began Operation: Oct. 1, 1964.

Represented (sales) by CBC National Selective TV Sales.

Personnel:

- A. K. Morrow, *director for Newfoundland.*
- A. N. House, *regional sales director.*
- D. E. Nicolle, *public relations officer.*
- D. Fardy, *head of information programming.*
- F. H. Holm, *regional engineer.*
- C. Mardel, *station manager.*

DIGEST OF RATE CARD NO. 1*—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—	6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.						
\$575.00	\$288.00	\$230.00	\$151.00	\$120.00	\$78.00	\$69.00	\$46.00

*Combination rates: CBNT, St. John's; CBNAT, Grand Falls; CBYT, Corner Brook, all Nfld.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9	St. Johns M.A.	108,850
	10	Census Division 1	207,350
	20	Census Division 2	26,710
	60	Census Division 6	38,970
	70	Census Division 7	39,490
80	Census Division 8	49,510	
Between 25-49%	30	Census Division 3	23,760
Between 5-24%	90	Census Division 9	22,010
CBNT Total Persons:			407,800
BBM Weekly Circulation (Nov. 1971):			308,986
Metro areas 9 St. John's M.A.			

Newfoundland—St. John's

CJON-TV

(Ch. 6)

(Repeated by CJON-TV-1, Corner Brook; CJON-TV-2, Bonavista; CJON-TV-3, Deer Lake; CJOX-TV, Argentia; CJOX-TV-1, Grand Bank; CJOX-TV-2, Lawn; CJCN-TV, Grand Falls; CJCN-TV-1, St. Albans, all Nfld.)

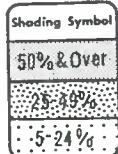
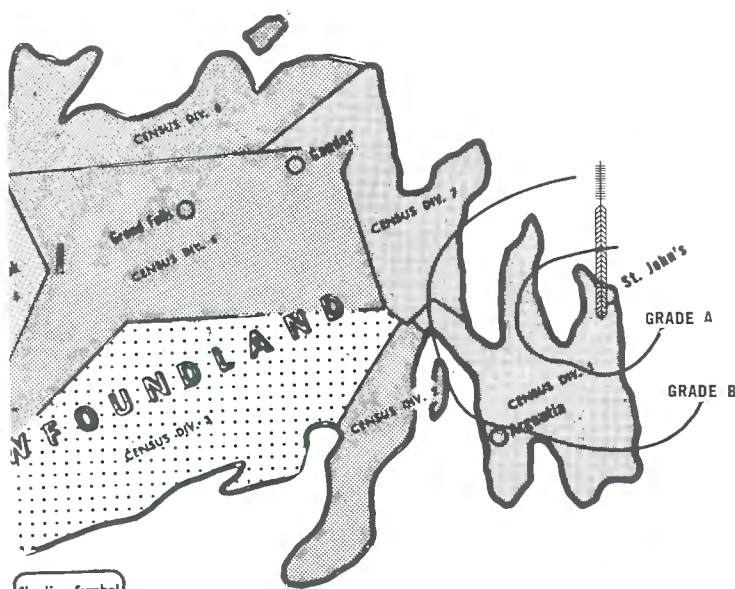
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 110-kw visual, 22.5-kw aural. Antenna: Directional, 594-ft. above av. terrain, 300-ft. above ground, 980-ft. above sea level.

Latitude 47° 32' 08"
Longitude 52° 48' 41"

Transmitter: Kenmount Rd., 6-mi. from city.

Color: Network, live, film, slide & tape.

AM Affiliate: CJON, 10-kw, 930 kHz.
News Wire Service: Broadcast News, UPI.



Data on circulation & persons 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 2020.

Studio: CJON Television Bldg., Prince of Wales St.

Telephone: 579-5015.

Ownership: G. W. Stirling; Mrs. B. Jamieson (in trust). Also operates satellites CJOX-TV, Argentia; CJON-TV-2, Bonavista; CJON-TV-1, Corner Brook; CJON-TV-3, Deer Lake; CJCN-TV, Grand Falls; CJCN-TV-1, St. Albans; CJOX-TV-1, Grand Bank, & CJOX-TV-2, Lawn, all Nfld.

Represented (sales) by Electromedia Sales Ltd. (Toronto, Montreal, Vancouver); Weed & Co. (New York, Chicago).

Personnel:

G. W. Stirling, *chairman of the board*.
Colin Jamieson, *president & general manager*.
E. Davis, *traffic manager*.
David George, *chief engineer*.

DIGEST OF RATE CARD NO. 12 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
.....*****	\$150.00	\$90.00	\$90.00
						\$60.00	

*On request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9	St. Johns M.A.	108,850
	10	Census Division 1	207,350
	20	Census Division 2	26,710
	50	Census Division 5	43,300
	60	Census Division 6	38,970
	70	Census Division 7	39,490
	80	Census Division 8	49,510
	Between 25-49%		
Between 5-24%			
	30	Census Division 3	23,760
	90	Census Division 9	22,010
CJON-TV Total Persons:			451,100
BBM Weekly Circulation (Nov. 1971):			358,463
Metro areas 9 St. John's M.A.			

For the CTV Network Listing
see Services Volume

Newfoundland

CBYT-5

St. Andrews

(Ch. 6)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Andrews, Nfld.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 515-watts visual, 52-watts aural. Antenna: 115-ft. above av. terrain, 171-ft. above ground, 471-ft. above sea level, lat. 47° 48' 12", long. 59° 17' 23".

Began Operation: July 18, 1967.

Rates: This is an automatic repeater of CBYT-1, Stephenville, Nfld., and is included as a bonus of the CBC English Network.

CBNAT-4

St. Anthony

(Ch. 12)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Anthony, Nfld.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 1-watt aural. Antenna: 334-ft. above av. terrain, 48-ft. above ground, 448-ft. above sea level, lat. 51° 21' 13", long. 55° 33' 58".

Began Operation: Oct. 21, 1968.

Rates: This is an automatic repeater of CBNAT-1, Baie Verte, and is included with that station as a bonus of the CBC English network.

CBYT-1

Stephenville

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5-mi. NW of Stephenville.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 11.6-kw visual, 2.32-kw aural, 1231-ft. above av. terrain, lat. 48° 35' 23", long. 58° 39' 44".

Color: Network.

Began Operation: January 1968.

Rates: This is an automatic repeater of CBYT, Corner Brook and is included as a bonus to that station.

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NORTHWEST TERRITORIES

CBTE-TV-4

Fort Smith

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Fort Smith, N.W.T.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 12.2-watts visual, 1.45-watts aural. Antenna: 153-ft. above av. terrain, 829-ft. above sea level, lat. 60° 00' 19", long. 111° 52' 32".

Began Operation: June 27, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CHAK-TV

Inuvik

(Ch. 6)

Network Service: CBC

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Inuvik, N.W.T.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3-kw visual, .3-kw aural. Antenna: 394-ft. above av. terrain, 303-ft. above ground, 563-ft. above sea level, lat. 68° 21' 46", long. 133° 41' 43".

Began Operation: August 22, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBTE-TV

Pine Point

(Ch. 4)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pine Point, N.W.T.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 7.1-kw visual, 1.4-kw aural. Antenna: 516-ft. above av. terrain, 433-ft. above ground, 1196-ft. above sea level, lat. 60° 50' 19", long. 114° 26' 42".

Began Operation: August 8, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CFYK-TV

Yellowknife

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Yellowknife.

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

ONTARIO

CBWCT-1 Atikokan

(Ch. 7)

(Rebroadcasting station 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 MHz). 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: 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 Bcstg., Box 659, Peterborough, Ont.

Transmitter: Lot 29, Plan 13, Twp. of Dungannon, Bancroft.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: 705-726-6466. Telex: 0687-5520.

Technical Facilities: Channel No. 3 (60-66 MHz). 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".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

Ownership: CHUM Ltd., Toronto.

Began Operation: Sept. 28, 1955.

Represented (sales) by Paul Mulvihill & Co. Ltd. (Toronto); Major Market Broadcasters Ltd. (Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

Jack Mattenley, *vice president & general manager.*

Charles Tierney, *director of marketing.*

John Wood, *vice president, sales.*

Neil Diamond, *traffic director.*

Bert Verwey, *chief engineer.*

DIGEST OF RATE CARD NO. 18 (June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
*Class AA—8-11 p.m., daily.						
.....****	\$170.00	\$100.00	\$60.00

*On request.

CKVR-TV Total Persons: 4,039,930

BBM Weekly Circulation (Nov. 1971): 856,724

For Ontario CATV Systems,
See Canadian CATV Directory

Ontario

CBLAT-5 Beardmore

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5 watts visual, 2.5 watts aural. Antenna: 250-ft. above av. terrain, 250-ft. above ground, 1380-ft. above sea level, lat. 49° 36' 42", long. 87° 57' 30".

Began Operation: Jan. 30, 1970.

Rates: This is an automatic repeater of CBLAT, Geraldton, and is included as a bonus with the CBC English network.

CFCL-TV-6 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 MHz). Authorized power: 101-watts visual, 20-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.

CBWDT Dryden

(Ch. 9)

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 MHz). Authorized power: 8.9-kw visual, 4.45-kw aural. Antenna: 569-ft. above av. terrain, 511-ft. above ground, 1845-ft. above sea level, lat. 49° 45' 52", long. 92° 41' 01".

Began Operation: March 26, 1963.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

CBWJT Ear Falls

(Ch. 13)

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Ear Falls, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 223-ft. above av. terrain, 156-ft. above ground, 1406-ft. above sea level, lat. 50° 36' 50", long. 93° 11' 30".

Began Operation: December 5, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network.

CBFST-3 Elliot Lake

(Ch. 12)

(French outlet)

Network Service: 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 MHz). 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: Sept. 14, 1967.

Rates: This is included with CBFST, Sturgeon Falls and its other repeaters as a bonus to the CBC French network rate.

Ontario—Cornwall

CJSS-TV

(Ch. 8)

(Satellite of CJOH-TV, Ottawa, Ont.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 130-kw visual, 78-kw aural. Antenna: 615-ft. above av. terrain, 680-ft. above ground, 855-ft. above sea level.

Latitude 45° 11' 01"
Longitude 74° 32' 01"

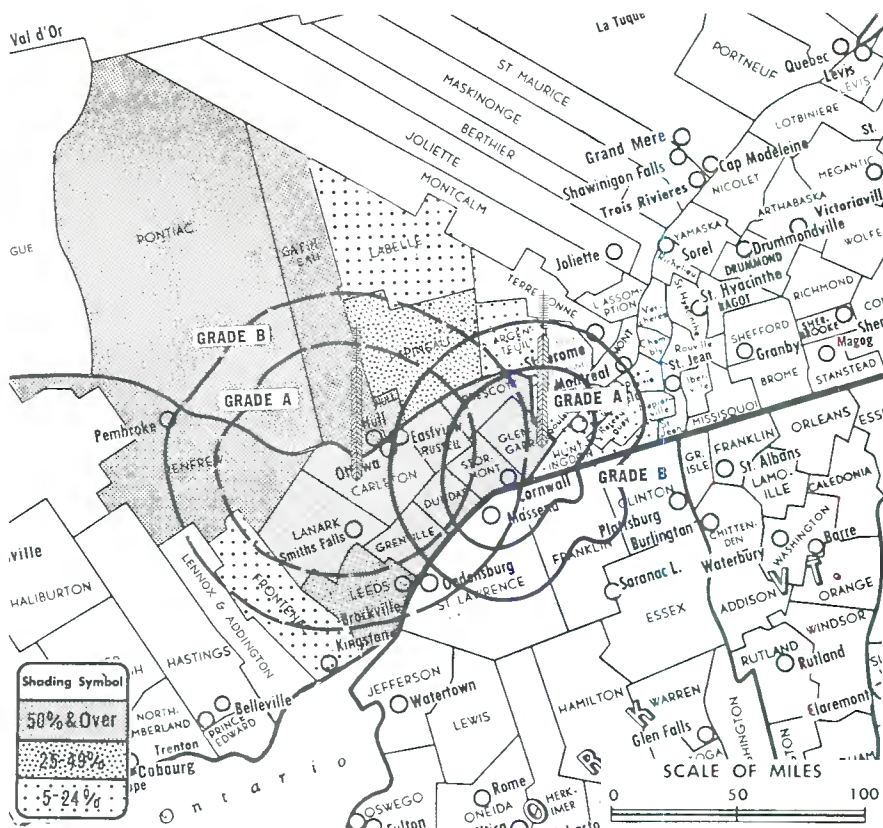
Transmitter: Glen Gordon Station, Lancaster, Ont.

Color: Network, live, film, slide & tape.

News Wire Service: AP, Canadian Press.

Facsimile Service: AP.

News Film Service: Broadcast News.



JSS-TV Authorized

CJSS-TV

Network Service: CTV.

Licensee: Ottawa-Cornwall Broadcasting Ltd., 1500 Merivale Rd., City View, Ottawa, Ont.

Studio: 1500 Merivale Rd., Ottawa.

Ownership: Bushnell Communications Ltd., see CJOH-TV, Ottawa, Ont.

Began Operation: Oct. 18, 1959.

Represented (sales) by: E. S. Sumner Corp. (for U.S.); Independent Communications Sales Ltd. (Toronto, Ottawa & 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.

Hogan-Feldmann, Inc.

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CKNC-TV-1 Elliot Lake

(Ch. 7)

(Satellite rebroadcasting station of CKNC-TV, Sudbury, Ont.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P. O. Box 620, Timmins, Ont.

Transmitter: Elliot Lake, Ont.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 24.8-kw visual, 2.5-kw aural. Antenna: Directional, 1709-ft. above sea level, lat. 46° 23' 21", long. 82° 37' 06".

Began Operation: Oct. 4, 1971.

Rates: This is an automatic repeater of CKNC-TV, Sudbury and is included as a bonus with that station.

CKSO-TV-1 Elliot Lake

(Ch. 3)

(Satellite rebroadcasting station of CBFST-1, Sudbury, Ont.)

Network Service: CBC, CBS, NBC & ABC.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St., Sudbury, Box 400.

Studio & Transmitter: Elliot Lake. Telephone: 848-3092.

Technical Facilities: Channel No. 3 (60-66 MHz). 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)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Black Hawk, 25-mi. NW of Fort Frances.

Technical Facilities: Channel No. 5 (76-82 MHz). 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 and is included as a bonus with the CBC English network.

CKCO-TV-2 Georgian Bay

(Ch. 2)

(Satellite rebroadcasting station of CKCO-TV, Kitchener, Ont.)

Network Service: CTV, same as for CKCO-TV, Kitchener.

Licensee: Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.

Transmitter: Warton, Ont.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 985-ft. above av. terrain, 789-ft. above ground, 1629-ft. above sea level, lat. 44° 56' 53.5", long. 81° 07' 55".

Began Operation: 1971.

Rates: This is a repeater of CKCO-TV, Kitchener, and is included in the rates for that station. Rates for separately programmed periods available on request.

CBLAT Geraldton

(Ch. 13)

(Repeated by CBLAT-1, Manitowadge; CBLAT-2, White River; CBLAT-3, Wawa; CBLAT-4, Marathon; CBLAT-5, Beardmore, Ont.)

Network Service: CBC.

1972-73 Edition

Ontario

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.
Transmitter: 8-mi. E of Geraldton.

Technical Facilities: Channel No. 13 (210-216 MHz). 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: 241,430
BBM Weekly Circulation (Nov. 1971): 28,313

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 MHz). Authorized power: 100-watts visual, 50-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: Included as a bonus with CKVR-TV, Barrie.

CBFOT-2 Hearst

(Ch. 7)

(Rebroadcasting station of CBFOT-1, Kapuskasing, Ont.)

Network Service: CBC French Network, same as CBFOT, Timmins.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 6¼-mi. ESE of Hearst.

Technical Facilities: Channel No. 7 (174-180 MHz). 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: Included as a bonus with CBFOT, Timmins, Ont.

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.

Transmitter: Highway 583.

Technical Facilities: Channel No. 4 (66-72 MHz). 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: Included as a bonus with CFCL-TV, Timmins.

CKVR-TV-2 Huntsville

(Ch. 8)

(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: Melissa, near Huntsville.

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

1005-b

Ontario—Hamilton

CHCH-TV

(Ch. 11)

(Also Serves Toronto, Ont.)

Technical Facilities: Channel No. 11 (193-204 MHz). Authorized power: 230-kw visual, 23-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.

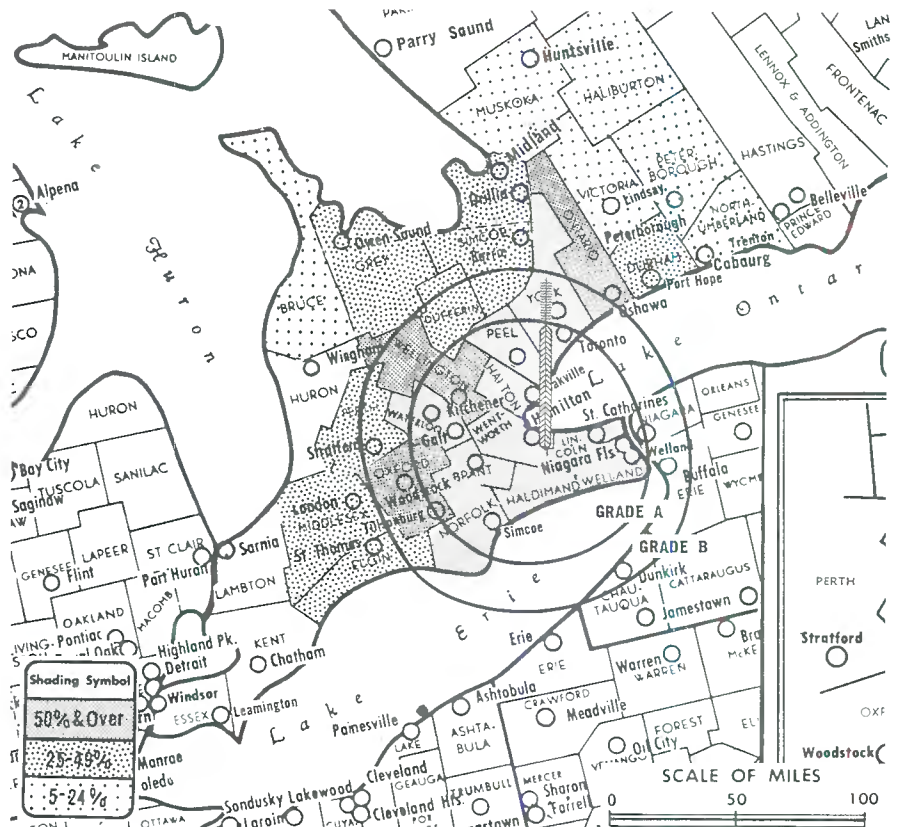
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBS.

Facsimile Service: AP.



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CHCH-TV Authorized: 5/19/61

CHCH-TV

Network Service: Independent.

Licensee: Niagara Television Ltd., Box 11-11.

Studio: 163 Jackson St. W. Telephone: 416-522-1101.

Sales Office: 1000 Yonge St., Toronto. Telephone: 416-362-7211.

Ownership: Selkirk Holdings Ltd.

Began Operation: June 7, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

S. J. Bibby, *vice president & general manager.*
D. C. Gale, *station manager.*
R. C. Dawson, *general sales manager.*
F. P. DeNardis, *operations manager.*
W. E. Jeynes, *director of engineering.*

DIGEST OF RATE CARD NO. 20 (July 1, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 5 p.m.-1 a.m., Sat.; 5-11 p.m., Sun.

*Rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5179	Oshawa U.A.	115,270
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5269	Hamilton M.A.	490,460
5270	Halton	189,560	

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons	
50% & Over	5280	Wentworth	410,590	
	5289	St. Catharines U.A.	120,840	
	5290	Lincoln	159,390	
	5299	Niagara Falls U.A.	63,750	
	5300	Welland County	186,560	
	5309	Welland U.A.	63,090	
	5310	Haldimand	32,510	
	5319	Brantford U.A.	64,840	
	5320	Brant	94,940	
	5330	Norfolk	53,480	
	5339	Kitchener M.A.	221,120	
	5340	Waterloo County	252,110	
Between 25-49%	5350	Oxford	79,640	
	5359	Guelph U.A.	59,990	
	5360	Wellington	107,250	
	5180	Durham	47,480	
	5221	Somcoe E Elect. Dist.	66,710	
Between 5-24%	5235	Simcoe bal, Dufferin	126,150	
	5369	London M.A.	233,300	
	5370	Middlesex	282,300	
	5380	Elgin	66,050	
	5420	Perth	61,650	
5450	Grey	66,000		
CHCH-TV Total Persons:			5,248,940	
	BBM Weekly Circulation (Nov. 1971):		3,353,769	
	Metro areas	5199	Toronto M.A.	
		5269	Hamilton M.A.	
		5339	Kitchener M.A.	
5359		Guelph M.A.		
5369	London M.A.			

Ontario—Kingston

CKWS-TV

(Ch. 11)

Technical Facilities: Channel No. 11 (198-204 MHz). 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° 10' 02"
Longitude 76° 25' 40"

Transmitter: Wolfe Island, 3-mi. off Kingston mainland.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

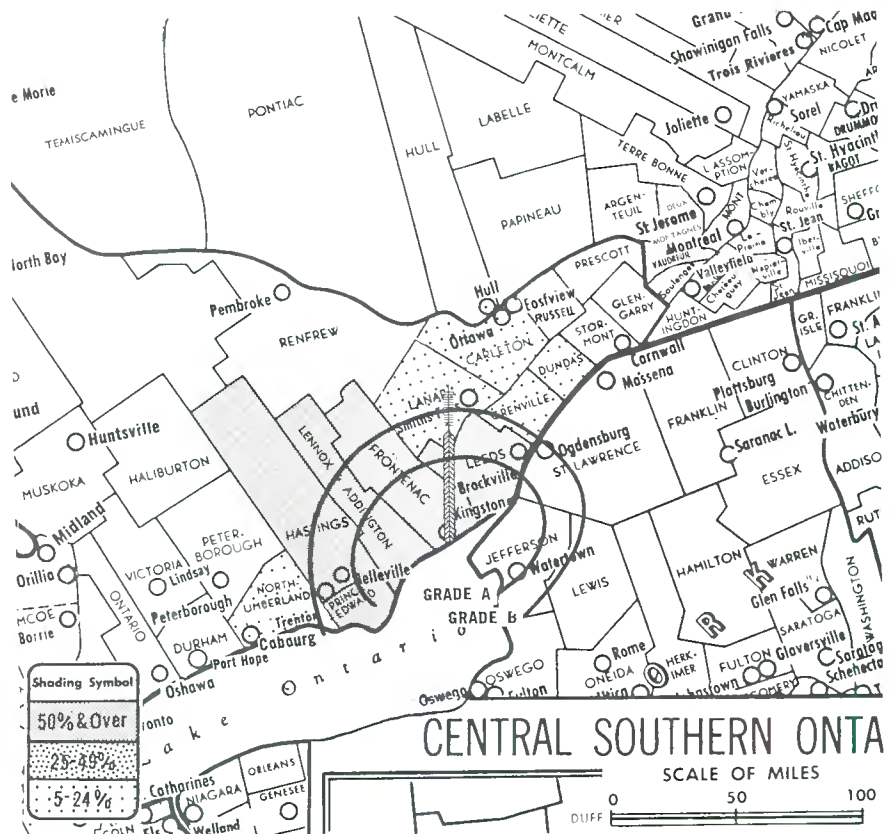
AM Affiliate: CKWS, 10-kw, 960 kHz (CBC).

FM Affiliate: CKWS-FM, 2.7-kw, 96.3 MHz (No. 242), 500-ft. antenna height.

Facsimile Service: CBC.

News Film Service: CBC.

Studio: 170 Queen St.



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CKWS-TV Authorized 1/9/59

CKWS-TV

Network Service: CBC.

Licensee: The Frontenac Bestg. Co. Ltd., 170 Queen St.

Telephone: 544-2340.

Ownership: W. Rupert Davies estate, 51%; Lord Thomson of Fleet, v.p., 49%. Davies family publishes *Kingston Whig-Standard*. Lord Thomson owns *Peterborough Examiner*. Lord Thomson is chain newspaper publisher. They also own Kewartha Bestg. Co. Ltd., licensee of CHEX-TV, Peterborough, Ont.

Began Operation: Dec. 9, 1954.

Represented (sales) by: Stephens & Towndrow Co. Ltd. (Toronto & Montreal); Radio-Television Reps (Winnipeg & Vancouver); All Canada Radio & Television Ltd. (U.S.).

Personnel:

A. J. Brooks, *manager*.

John Carey, *local sales manager*.

Gord Backus, *chief engineer*.

Stan Leverre, *program director*.

Max Jackson, *sports director*.

Rates: On request.

BBM Weekly Circulation	BBM Area Na.	Area Description	All Persons
50% & Over	5080	Leeds	49,690
	5109	Kingston U.A.	74,750
	5110	Frontenac	101,230
	5120	Lennox Addington	28,170
	5130	Prince Edward	20,650
	5139	Belleville	34,110
5140	Hastings	97,870	
Between 25-49%	None Between 25-49%		
Between 5-24%	5055	Dundas, Grenville	41,510
	5069	Ottawa Hull M.A.	557,160
	5070	Carleton	461,070
	5090	Lanark	42,390
5150	Northumberland	48,190	
CKWS-TV Total Persons:			890,770
BBM Weekly Circulation (Nov. 1971):			318,752
Metro areas 5069 Ottawa Hull M.A.			

Ontario—Kingston-Watertown N.Y.

WWNY-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-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"

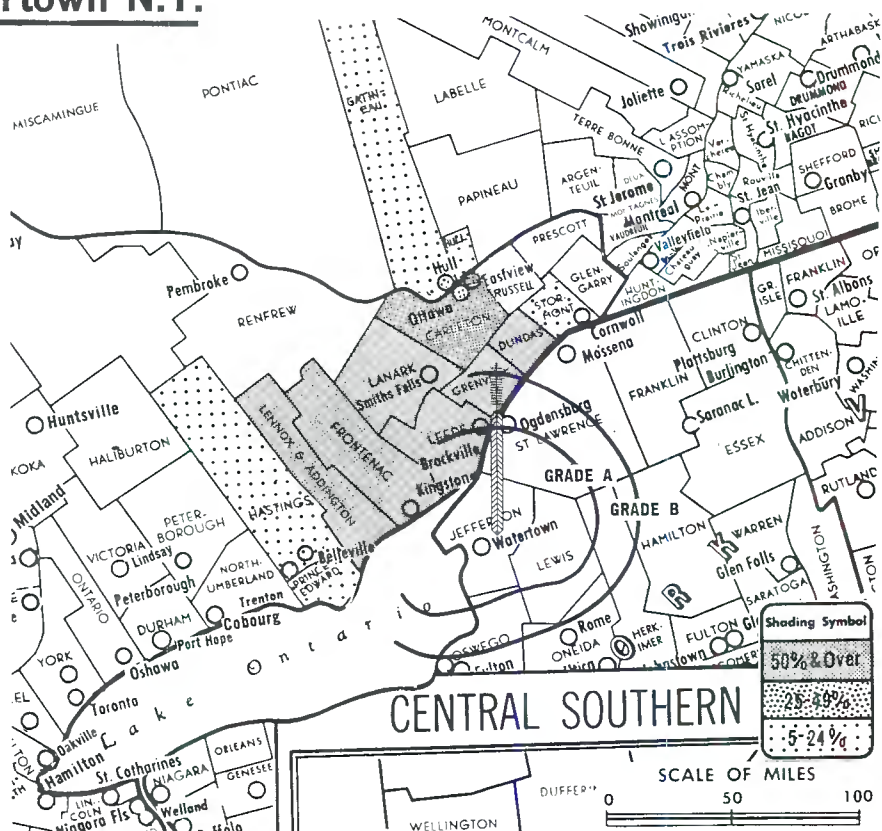
Transmitter: Champion Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.



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WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

WWNY-TV

Network Service: ABC, CBS, NBC.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y.

Studio: 120 Arcade St., Watertown, N.Y. (13601).

Telephone: Watertown 315-788-3800.

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.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kHz (CBS).

Represented (sales) by Andy McDermott Radio & TV Sales (Toronto & Montreal); Avery-Knode Inc. (U.S.).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Cohen & Dippell.

Personnel:

James W. Higgins, *general manager*.
Tony C. Malara, *station 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*.
Michael R. Yonkovic, *director of engineering*.
Donald C. Morehouse, *chief engineer*.

DIGEST OF RATE CARD NO. 11 (Rev. 1) (May 13, 1971)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.
\$475.00 \$255.00 \$170.00 \$149.00 \$106.00 \$100.00 \$90.00 \$55.00

*Station accepts payment in Canadian funds.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5055	Dundas, Grenville	41,510
	5070	Carleton	461,070
	5080	Leeds	49,690
	5090	Lanark	42,390
	5109	Kingston U.A.	74,750
	5110	Frontenac	101,230
5120	Lennox Addington	28,170	
Between 25-49%	5069	Ottawa Hull M.A.	557,160
Between 5-24%	4680	Hull County	106,130
	4690	Gatineau	54,270
	5010	Stormont	60,240
	5130	Prince Edward	20,850
	5139	Belleville	34,110
5140	Hastings	97,870	
WWNY-TV Total Persons:			1,063,220
BBM Weekly Circulation (Nov. 1971):			513,508
Metro areas	5069	Ottawa Hull M.A.	

Ontario—Kitchener

CKCO-TV

(Ch. 13)

(Repeated by CKCO-TV-2, Georgian Bay, Ont.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1015-ft. above av. terrain, 715-ft. above ground, 2140-ft. above sea level.

Latitude 43° 24' 15"
Longitude 80° 38' 05"

Transmitter: Baden Hill, Ont.

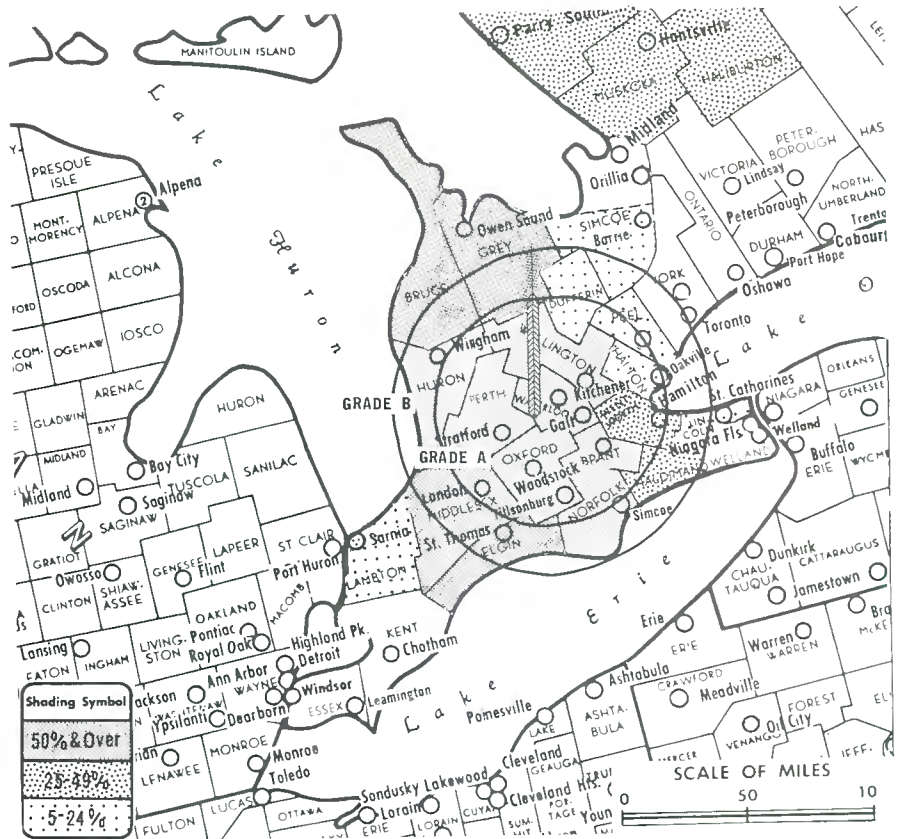
Telephones: 519-578-1313; Toronto, 416-366-0852; TV Sales, 416-363-9539.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

Facsimile Service: Canadian Press.



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CKCO-TV Authorized: 2/20/60

CKCO-TV

Network Service: CTV.

Licensee: Central Ontario Television Ltd., 864 King St. W.

Studio: 864 King St. W.

Telex No.: 069-5432.

Ownership: Electrohome Communications Ltd., wholly-owned subsidiary of Electrohome Ltd.

Began Operation: March 1, 1954.

AM Affiliate: CKKW, 1-kw, 1320 kHz.

FM Affiliate: CFCA-FM, 105.3 MHz (No. 287), 100-kw.

Represented (sales) by: Stephens & Towndrow Co. Ltd. (Toronto, Montreal, Winnipeg, Vancouver); ABC International TV (New York).

Personnel:

Carl A. Pollock, *president*.

W. D. McGregor, *vice-president*.

R. H. McKeown, *sales manager*.

Don Willcox, *publicity director*.

B. W. Lawson, *program manager & film buyer*.

Paul Turchan, *director of engineering*.

DIGEST OF RATE CARD NO. 23 (June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
.....	\$150.00	\$150.00	\$50.00

Class AA—6:30-11 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5319	Brantford U.A.	64,840
	5320	Brant	94,940
	5330	Norfolk	53,480
	5339	Kitchener M.A.	221,120
	5340	Waterloo County	252,110
	5350	Oxford	79,640
	5359	Guelph U.A.	59,090
	5360	Wellington	107,250
	5369	London M.A.	233,300
	5370	Middlesex	282,300
	5380	Elgin	66,050
5420	Perth	61,650	
5430	Huron	52,720	
5440	Bruce	46,940	
5450	Grey	66,000	
Between 25-49%	5255	Haliburton Muskoka	41,030
	5269	Hamilton M.A.	490,460
	5280	Wentworth	410,590
	5310	Haldimand	32,510
	5389	Sarnia U.A.	69,680
	5460	Parry Sound	29,750
Between 5-24%	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5235	Simcoe bal, Duferin	126,150
	5270	Halton	189,560
	5289	St. Catharines U.A.	120,840
	5290	Lincoln	159,390
	5390	Lambton	113,440

CKCO-TV Total Persons: 2,529,060
BBM Weekly Circulation (Nov. 1971): 1,318,735

Metro Areas	BBM Area No.	Area Description	All Persons
5339	5339	Kitchener M.A.	221,120
5359	5359	Guelph M.A.	59,090
5369	5369	London M.A.	233,300
5269	5269	Hamilton M.A.	490,460
5199	5199	Toronto M.A.	1,318,735

Ontario

CBFOT-1 Kapusksasing

(Ch. 12)

(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 MHz). Authorized power: 17.4-kw visual, 3.4-kw 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: Bonus to the CBC French network rate.

CFCL-TV-3 Kapusksasing

(Ch. 2)

(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. 2 (54-60 MHz). 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: Bonus with CFCL-TV, Timmins.

CFCL-TV-2 Kearns

(Ch. 2)

(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, Ont.

Technical Facilities: Channel No. 2 (54-60 MHz). 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. 48° 08' 12", long. 79° 33' 12".

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)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Tunnel Island.

Technical Facilities: Channel No. 8 (180-186 MHz). 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.

ARB Overnight Telephone
Coincidental Surveys provide you
With current information for
Important decisions.

Call 800-638-0859 . . . Toll free

CBLAT-1 Manitouwadge

(Ch. 8)

Network Services: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: ½-mile N of Manitouwadge.

Technical Facilities: Channel No. 8 (180-186 MHz). 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)

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 MHz). Authorized power: 7.66-kw visual, 1.53-kw aural. Antenna: 932-ft. above av. terrain, 313-ft. above ground, 1758-ft. above sea level, lat. 48° 44' 50", long. 86° 34' 00".

Began Operation: May 16, 1968.

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 Bcstg., Box 659, Peterborough, Ont.

Transmitter: Lot 2, Concession 3, Minden, Ont.

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

CKNY-TV North Bay

(Ch. 10)

(Repeated by separately-owned satellite rebroadcasting station CJTK-TV, Temiscaming, Que.)

Network Service: CBC.

Licensee: Tel-Ad Co. Ltd., Box 3000, North Bay.

Studio & Transmitter: Hwy. 11, 1-mi. S. of Callander, Ont.

Telephone: 752-3000.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 119-kw visual, 61-kw aural. Antenna: Directional, 420-ft. above av. terrain, 358-ft. above ground, 1206-ft. above sea level, lat. 46° 12' 15", long. 79° 21' 05".

Color: Network, film & slide.

AM Affiliate: CFCH, 10-kw, 600 kHz (CBC).

News Wire Service: Broadcast News.

Ownership: Tel-Ad Co. Ltd.

Began Operation: Dec. 19, 1955.

Represented (sales) by All-Canada Radio & TV (U.S.A.); Stephens & Towndrow (Canada).

Personnel:

Reg Carne, *manager*.
Clarence MacDonald, *news editor*.
Sid Tomkins, *program director*.
Larry Cameron, *chief engineer*.

DIGEST OF RATE CARD NO. 14—(June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
\$175.00	\$120.00	\$100.00	\$90.00	\$70.00	\$50.00	\$50.00	\$30.00

CKNY-TV Total Persons: 127,060

BBM Weekly Circulation (Nov. 1971): 77,451

Ontario—London

CFPL-TV

(Ch. 10)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 325-kw visual, 43.2-kw aural. Antenna: 1000-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, live, film, slide & tape.

News Wire Service: Broadcast News, Canadian Press.

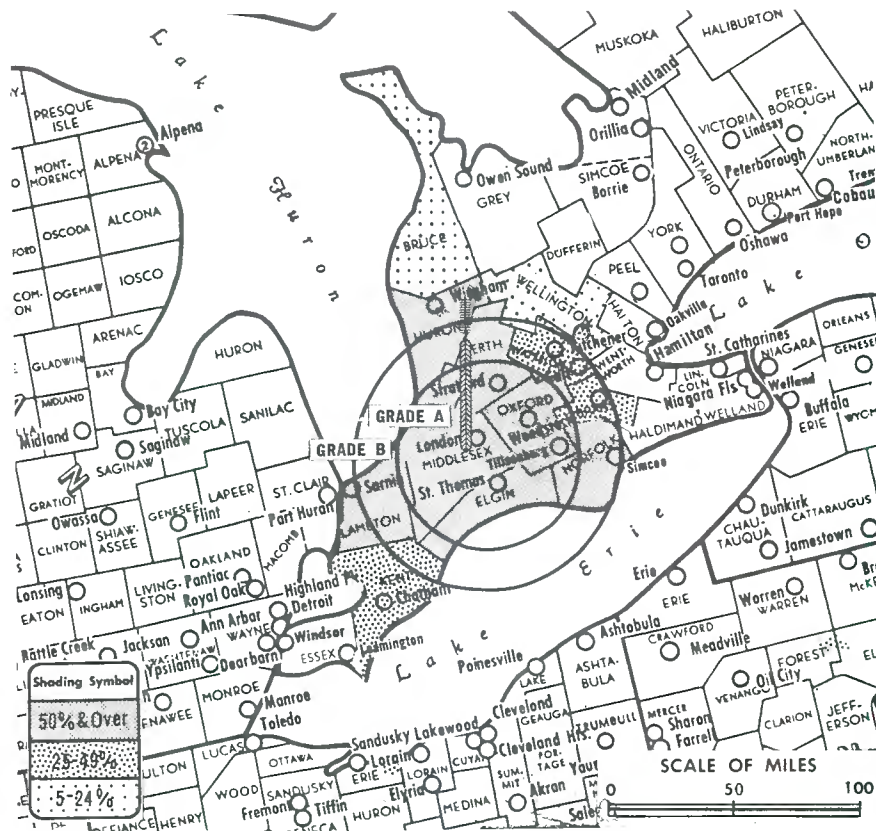
News Film Service: CBC.

AM Affiliate: CFPL, 10-kw (5-kw night), 980 kHz (CBC).

FM Affiliate: CFPL-FM, 200-kw, 95.9 MHz (No. 240), 870-ft.

Telephone: 434-2115. **Telex:** 024-846.

Represented (engineering) by D. E. M. Allen, Winnipeg, Man.



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CFPL-TV Authorized: 10/17/55

CFPL-TV

Network Service: CBC.

Licensee: CFPL Bestg. Ltd., Box 2880.

Studio: Commissioners Road, Box 2880, Terminal 'A', London 12.

Ownership: CFPL Bestg. Ltd.; W. J. Blackburn, chmn.

Began Operation: Nov. 28, 1953.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Murray T. Brown, *president & general manager*.
W. Clifford Wingrove, *station manager*.
Robert V. Elsdon, *sales manager*.
G. Robitaille, *director of engineering*.
James A. Plant, *production manager*.
Ron Laidlaw, *news director*.
H. Warren Blahout, *traffic supervisor*.
Tom Bird, *sales supervisor*.
W. T. Daley, *creative services manager*.
W. T. Percival, *art supervisor*.
L. J. Shaunessy, *promotion supervisor*.

DIGEST OF RATE CARD NO. 19—(March 1, 1971)*

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6-10 p.m., Mon.-Wed.; 6-11 p.m., Thurs.-Sat.; 5-11 p.m., Sun.******	\$325.00	\$195.00	\$195.00	\$100.00

*Combination rates: CFPL-TV, London & CKNX-TV, Wingham, Ont.

**On request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5330	Norfolk	53,480
	5350	Oxford	79,640
	5369	London M.A.	233,300
	5370	Middlesex	282,300
	5380	Elgin	66,050
	5389	Sarnia U.A.	69,680
	5390	Lambton	113,440
	5420	Perth	61,650
5430	Huron	52,720	
Between 25-49%	5319	Brantford U.A.	64,840
	5320	Brant	94,940
	5339	Kitchener M.A.	221,120
	5340	Waterloo County	252,110
	5359	Guelph U.A.	59,090
5399	Chatham	33,560	
5400	Kent	100,040	
Between 5-24%	5360	Wellington	107,250
	5440	Bruce	46,940
CFPL-TV Total Persons:			1,310,560
BBM Weekly Circulation (Nov. 1971):			840,481
Metro areas	5369	London M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

Ontario-Niagara Falls (Buffalo, N. Y.)

WBEN-TV

(Ch. 4)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kHz (CBS).

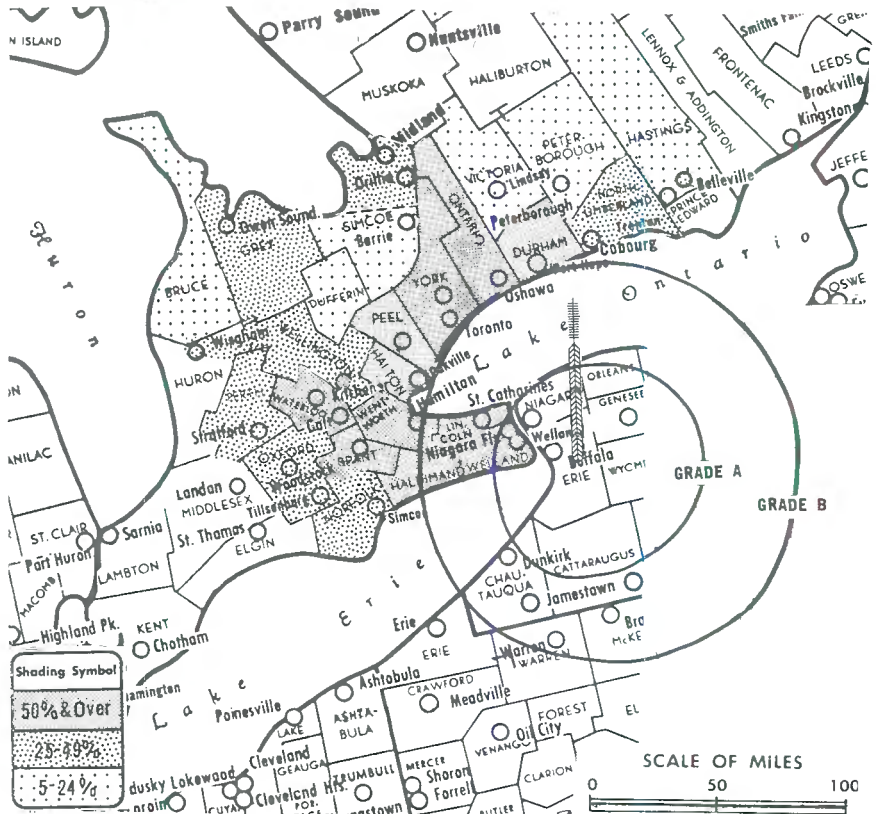
FM Affiliate: WBEN-FM, 110-kw, 102.5 MHz (No. 273), 1200-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.



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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.: 710-522-1719.

Ownership: Same as *Buffalo Evening News*. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc. (U.S.)
Stephens & Towndrow Co. Ltd. (Canada).

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*.

George R. Torge, *station manager, WBEN-TV*.

George D. Lilly, *sales manager*.

William Peters, *program director*.

Joseph W. Koral, *community services director*.

Bern Rotman, *news director*.

Frank A. Maser, *director of engineering*.

Quintin E. Renner, *film director*.

DIGEST OF RATE CARD NO. 25 (Sept. 13, 1971)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-11:00 p.m., daily.					
\$1800.00	\$970.00	\$775.00	\$775.00	\$385.00

NETWORK BASE HOURLY RATE: \$1800.

See also listing in
U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5179	Oshawa U.A.	115,270
	5180	Durham	47,480
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
	5280	Wentworth	410,590
	5289	St. Catharines U.A.	120,840
	5290	Lincoln	159,390
	5299	Niagara Falls U.A.	63,750
	5300	Welland County	186,560
	5309	Welland U.A.	63,090
	5310	Haldimand	32,510
5319	Brantford U.A.	64,840	
5320	Brant	94,940	
5339	Kitchener M.A.	221,120	
5340	Waterloo County	252,110	
5359	Guelph U.A.	59,090	
Between 25-49%	5139	Belleville	34,110
	5150	Northumberland	48,190
	5221	Simcoe E. Elect. District	66,710
	5330	Norfolk	53,480
	5350	Oxford	79,640
	5360	Wellington	107,250
Between 5-24%	5420	Perth	61,650
	5450	Grey	66,000
	5140	Hastings	97,870
	5159	Peterborough U.A.	58,040
	5160	Peterborough County	87,000
5170	Victoria	34,270	
5235	Simcoe bal, Dufferin	126,150	
5440	Bruce	46,940	
5470	Nipissing	78,060	
WBEN-TV Total Persons:			5,035,490
BBM Weekly Circulation (Nov. 1971):			2,972,098
Metro areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

Ontario-Niagara Falls (Buffalo, N. Y.)

WGR-TV

(Ch. 2)

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

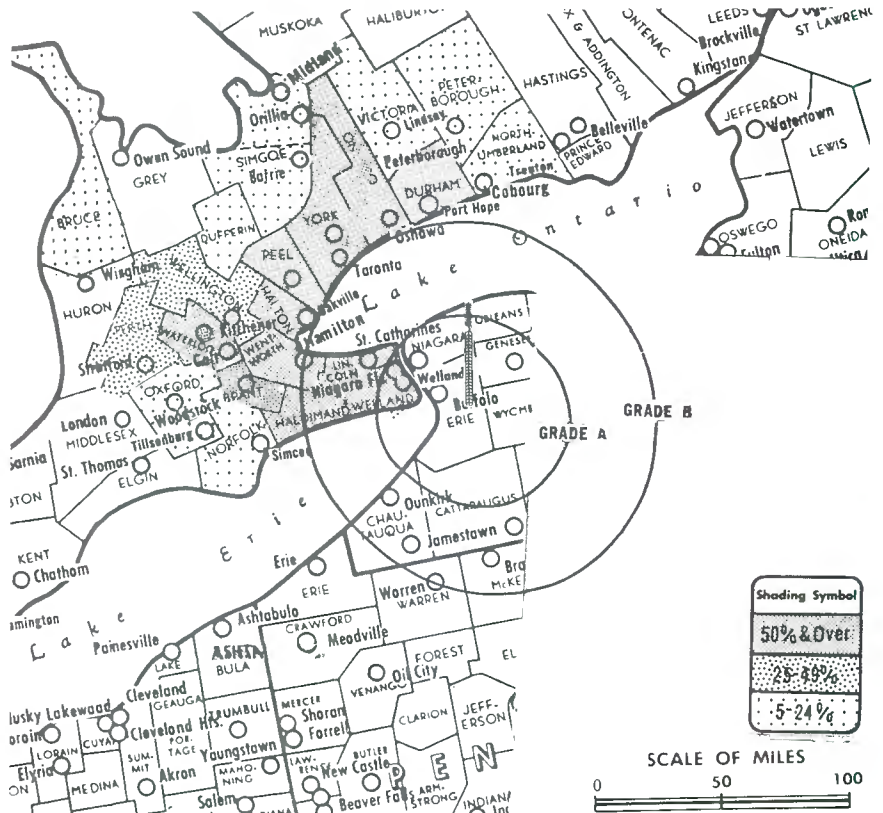
AM Affiliate: WGR, 5-kw, 550 kHz.

FM Affiliate: WGR-FM, 12.6 kw, 96.9 MHz (No. 245), 889-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

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WGR-TV

Licensee: Taft Broadcasting Co., 259 Delaware Ave., Buffalo (14202).

Studio: 259 Delaware Ave.

Telephone: 716-881-2222.

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; Electromedia Sales Ltd. (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

- Earl Beall, *general manager*.
- Donald L. Chapin, *vice president, sales*.
- Robert Fanning, *sales manager*.
- Donald Anglim, *program manager*.
- Gene R. Kirshenstain, *business manager*.
- Harold A. Higgins, *manager of engineering*.
- Charles Berg, *traffic manager*.

DIGEST OF RATE CARD NO. 1-I (Aug. 16, 1971)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AAA—7:30-11 p.m., daily.
\$2000.00 \$1200.00 Graded rates apply*

*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$1800.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5179	Oshawa U.A.	115,270
	5180	Durham	47,480
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,569
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
	5280	Wentworth	410,590
	5289	St. Catharines U.A.	120,840
	5290	Lincoln	159,390
	5299	Niagara Falls U.A.	63,750
	5300	Welland County	186,560
	5309	Welland U.A.	63,090
5310	Haldimand	32,510	
5319	Brantford U.A.	64,840	
5320	Brant	94,940	
5339	Kitchener M.A.	221,120	
5340	Waterloo County	252,110	
5359	Guelph U.A.	59,090	
Between 25-49%	5360	Wellington	107,250
	5420	Perth	61,650
Between 5-24%	5150	Northumberland	48,190
	5159	Peterborough U.A.	58,040
	5160	Peterborough County	87,000
	5170	Victoria	34,270
	5221	Simcoe E. Elect. District	66,710
	5235	Simcoe bal, Dufferin	126,150
	5330	Norfolk	53,480
	5350	Oxford	79,640
5440	Bruce	46,940	
WGR-TV Total Persons:			4,793,560
BBM Weekly Circulation (Nov. 1971):			2,748,799
Metro areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

Ontario-Niagara Falls (Buffalo, N. Y.)

WKBW-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"
Longitude 78° 37' 12"

Transmitter: E. of Center St., Colden, N.Y.

TV tape: Recording facilities.

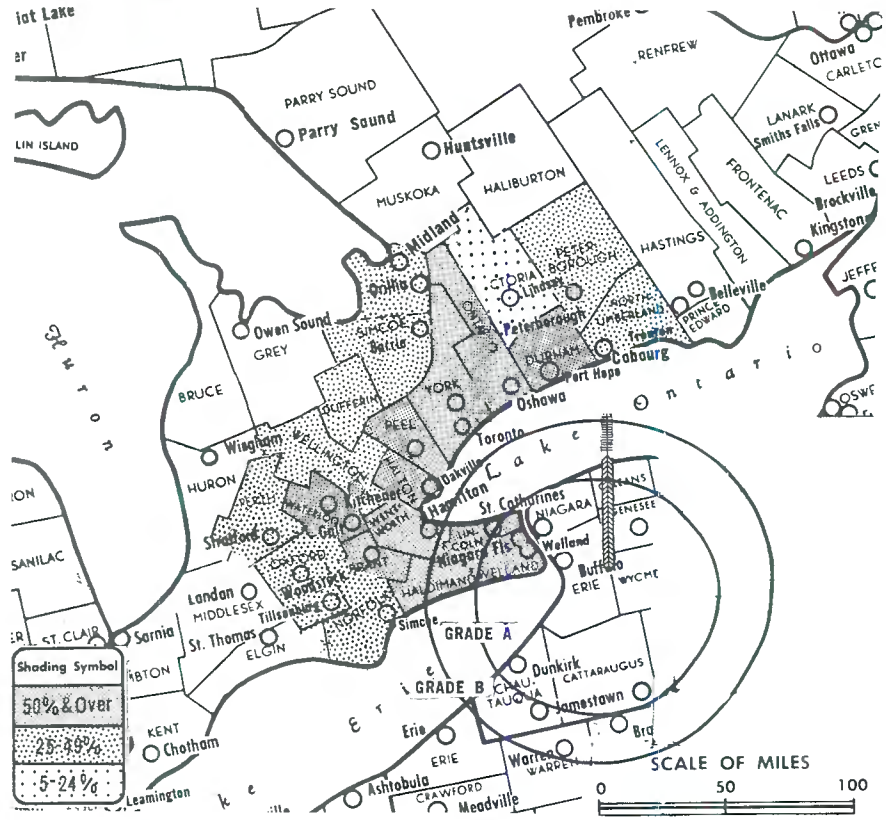
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kHz.

Represented (engineering) by Kear & Kennedy.



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WKBW-TV Ref: FCC File No. BPT-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 Group Ownership).

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, executive vice president, Capital Cities.
Lawrence Pollock, vice president & general manager.
Richard Shepard, general sales manager.
Marc Edwards, local regional sales manager.
Alan Ferris, program director & film buyer.
Robert Niles, chief engineer.
Don Wilburn, promotion manager.

DIGEST OF RATE CARD NO. 20 (June 15, 1971)

Hour	30 Min.	Min.*	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.					
\$1700.00	\$1000.00	\$775.00	\$650.00	\$350.00

*On request.

NETWORK BASE HOURLY RATE: \$1900.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5159	Peterborough U.A.	58,040
	5179	Oshawa U.A.	115,270
	5180	Durham U.A.	47,480
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
	5280	Wentworth	410,590
	5289	St. Catharines U.A.	120,840
	5290	Lincoln	159,390
	5299	Niagara Falls U.A.	63,750
	5300	Haldimand	186,560
5309	Welland U.A.	63,090	
5310	Haldimand	32,510	
5319	Brantford U.A.	64,840	
5320	Brant	94,940	
5339	Kitchener M.A.	221,120	
5340	Waterloo County	252,110	
5359	Guelph U.A.	59,090	
Between 25-49%	5150	Northumberland	48,190
	5160	Peterborough County	87,000
	5221	Simcoe E. Elect District	66,710
	5235	Simcoe bal, Dufferin	128,150
	5330	Norfolk	53,480
	5350	Oxford	79,640
5360	Wellington	107,250	
5420	Perth	61,650	
Between 5-24%	5170	Victoria	34,270
WKBW-TV Total Persons:			4,746,620
BBM Weekly Circulation (Nov. 1971):			3,016,400
Metro Areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

Ontario—Niagara Falls (Buffalo, N.Y.)

WUTV
(Ch. 29)

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1545-ft. above sea level.

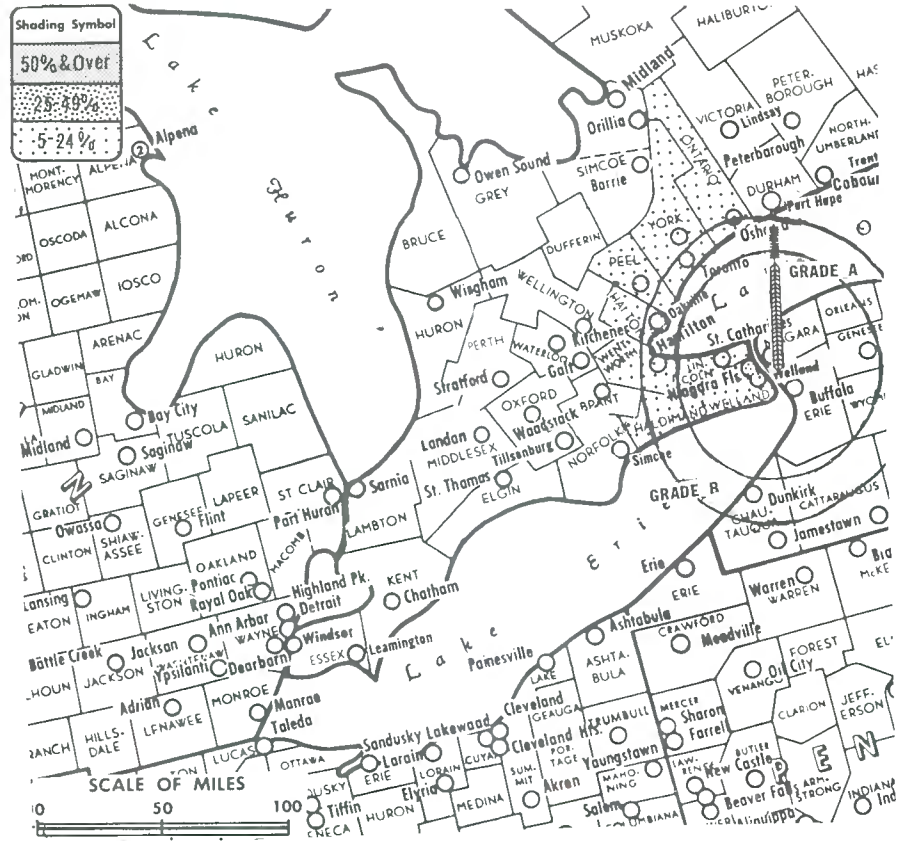
Latitude 43° 01' 27"
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, N.Y.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



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WUTV

Licensee: Ultravision Broadcasting Co. Inc., 951 Whitehaven Rd., Grand Island, N.Y. (14072).

Studio: 951 Whitehaven Rd., Grand Island, N.Y.

Telephone: 716-773-7531. **TWX No.:** 710-260-1351.

Ownership: F. R. Burczynski, chmn.; Stan Jasinski, pres.; Roger K. Lund, v.p.; Edward Posluszny, v.p.

Began Operation: Dec. 21, 1971.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Welch & Morgan.

Personnel:

Herman Pease, *general manager.*
George Babick, *general sales manager.*
Al Benz, *assistant sales manager.*
Gary Cooper, *director of engineering.*
Dave Butts, *program manager.*

DIGEST OF RATE CARD NO. 6 (Sept. 12, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
.....

Graded rates apply*

*Highest rate: \$130.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over		None 50% & Over	
Between 25-49%	5299	Niagara Falls U.A.	63,750
Between 5-24%	5179	Oshawa U.A.	115,270
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5210	Peel	263,560
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
	5280	Wentworth	410,590
	5289	St. Catherines U.A.	120,840
	5290	Lincoln	159,390
5300	Welland County	186,560	
5309	Welland U.A.	63,090	
5310	Haldimand	32,510	
WUTV Total Persons:			3,687,750
BBM Weekly Circulation (Nov. 1971):			324,777
Metro areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	

Ontario—Ottawa

CBOT

(Ch. 4)

(English Outlet)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1310-ft. above av. terrain, 618-ft. above ground, 1768-ft. above sea level.

Latitude 45° 30' 11"
Longitude 75° 51' 02"

Transmitter: Camp Fortune, P.Q.

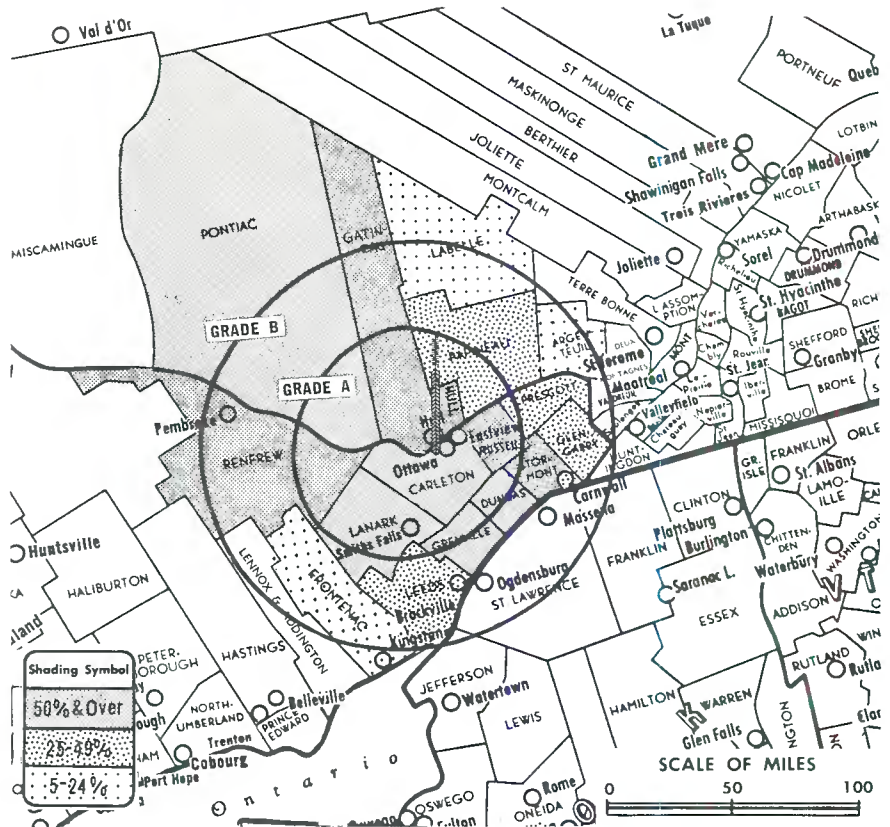
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, BEC, CBS, NBC.

AM Affiliate: CBO, 5-kw, 910 kHz (CBC).

FM Affiliate: CBO-FM, .38-kw, 103.3 MHz (No. 277), 345-ft. antenna height.



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CBOT Authorized: 4/27/53

CBOT

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: Lanark Ave.

Telephone: 613-725-3511.

Telex: 013-260.

Began Operation: June 2, 1953.

Represented (sales) by CBC National Selective Sales.

Personnel:

W. T. Armstrong, *director, Ottawa area.*

J. M. Cleary, *director of operations.*

Dennis Townsend, *program director.*

K. P. Brown, *news supervisor.*

L. M. O'Neill, *area sales manager.*

L. E. Webb, *area engineering services director.*

P. E. Parent, *area affairs director.*

DIGEST OF RATE CARD NO. 23 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$900.00	\$540.00	\$360.00	\$270.00	\$180.00	\$120.00	\$98.00
							\$63.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4680	Hull County	106,130
	4690	Gatineau	54,270
	4740	Pontiac	18,830
	5010	Stormont	60,240
	5040	Russell	22,970
	5055	Dundas, Grenville	41,510
	5069	Ottawa Hull M.A.	557,160
	5070	Carleton	461,070
Between 25-49%	5090	Lanark	42,390
	5100	Renfrew	88,730
	4710	Papineau	30,630
Between 5-24%	5009	Cornwall City	46,990
	5025	Glengarry Prescott	45,510
	5080	Leeds	49,690
BBM Total Persons:			1,182,780
BBM Weekly Circulation (Nov. 1971):			764,245
Metro areas 5069 Ottawa Hull M.A.			

For BBM County-by-County Data
see Services Volume

Ontario—Ottawa

CBOFT

(Ch. 9)

(French Outlet)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 128-kw average visual, 25.6-kw average aural, 1394-ft. above av. terrain, 702-ft. above ground, 1852-ft. above sea level.

Latitude 45° 30' 11"
Longitude 75° 51' 02"

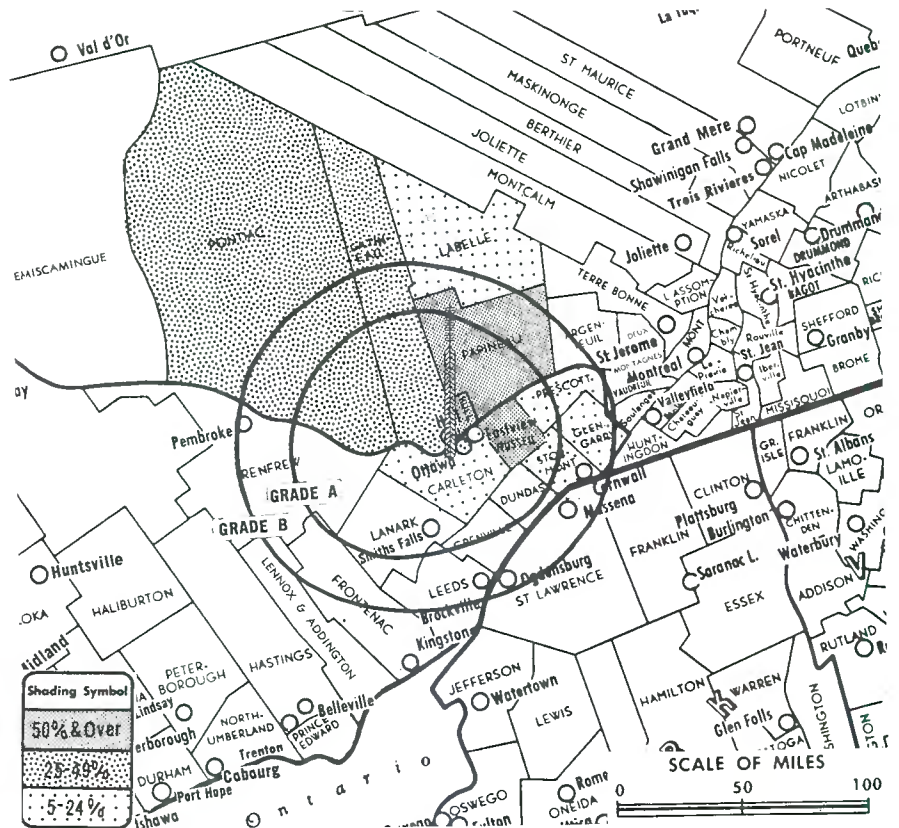
Transmitter: Camp Fortune, P.Q.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: BBC, CBS, NBC, Canadian Press.

AM Affiliate: CBOF, 10-kw, 1250 kHz, (CBC).



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CBOFT Authorized: 6/24/55

CBOFT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: Scott St. Telephone: 613-725-3511. Telex: 013-260.

Began Operation: June 24, 1955.

Represented (sales) by: CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

W. T. Armstrong, *director, Ottawa area.*

L. M. O'Neill, *area sales manager.*

J. M. Cleary, *operations director.*

G. Huard, *program director.*

J. Renaud, *news supervisor.*

P. E. Parent, *area affairs director.*

L. E. Webb, *area engineering services director.*

DIGEST OF RATE CARD NO. 18 (June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.	\$425.00	\$255.00	\$170.00	\$128.00	\$85.00	\$64.00	\$56.00
	\$40.00						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4680	Hull County	106,130
	4710	Papineau	30,630
	5040	Russell	22,970
Between 25-49%	4690	Gatineau	54,270
	4740	Pontiac	18,830
	5069	Ottawa Hull M.A.	557,160
Between 5-24%	4700	Labelle	29,680
	5010	Stormont	60,240
	5025	Glengarry Prescott	45,510
	5070	Carleton	461,070
CBOFT Total Persons:			829,330
BBM Weekly Circulation (Nov. 1971):			238,321
Metro Areas 5069 Ottawa Hull M.A.			

For Ontario CATV Systems, see
Canadian CATV Directory

Ontario—Ottawa

CJOH-TV

(Ch. 13)

(Also operates satellite CJSS-TV, Cornwall, Ont.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: Directional, 1150-ft. above av. terrain.

Latitude 45° 30' 11"
Longitude 75° 51' 02"

Transmitter: Camp Fortune, Que.

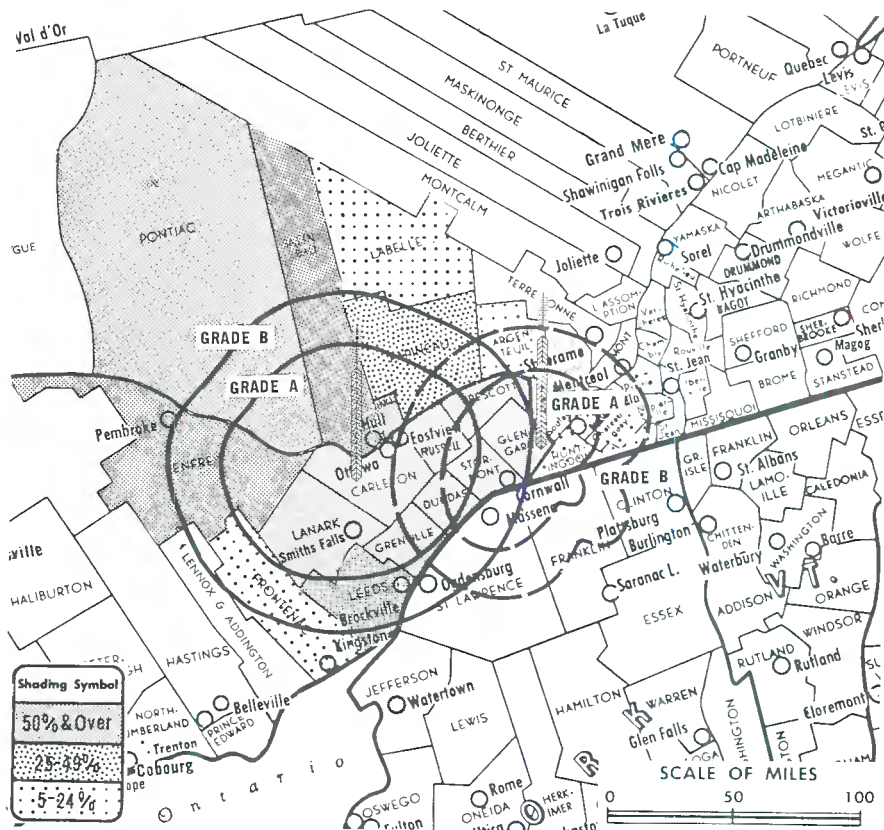
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, Canadian Press.

Facsimile Service: AP.

News Film Service: ABC.



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CJOH-TV Authorized: 12/19/80

CJOH-TV

Network Service: CTV.

Licensee: Ottawa-Cornwall Bcstg. Ltd., 1500 Merivale Rd., Ottawa.

Studios: 1500 Merivale Rd., City View, Ottawa 5.

Telephone: 224-1313. Telex: 013-294.

Ownership: Bushnell Communications Ltd., 1500 Merivale Rd., Ottawa. Also owns satellite CJSS-TV, Cornwall, Ont. For CATV interests, see Canadian Broadcasters with CATV Ownership

Began Operation: March 12, 1961.

Represented (sales) by E. S. Sumner Corp. (for U.S.); Independent Communications Sales Ltd. (Toronto, Ottawa & Montreal); Radio-TV Representatives Ltd. (Winnipeg & Vancouver).

Personnel:

E. L. Bushnell, chairman of the board.

Stuart Griffiths, president & managing director.

Roy Faibish, executive vice president.

N. R. Brining, vice president, finance.

L. W. McIlroy, vice president, marketing.

David Ruskin, station manager.

Ron Wood, director of promotion & public relations.

Paul Kudla, director of operations.

DIGEST OF RATE CARD NO. 13

(April 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
.....	\$300.00	\$210.00	\$120.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4680	Hull County	106,130
	4690	Gatineau	54,270
	4740	Pontiac	18,830
	5009	Cornwall City	46,990
	5010	Storont	60,240
	5025	Glenarry Prescott	45,510
	5040	Russell	22,970
	5055	Dundas, Grenville	41,510
	5069	Ottawa Hull M.A.	557,160
	5070	Carleton	461,070
5080	Leeds	49,690	
5090	Lanark	42,390	
5100	Renfrew	88,730	
Between 25-49%	4710	Papineau	30,630
	4469	Valleyfield	33,470
Between 5-24%	4470	Beauharnois	50,770
	4535	Chateauguay, Huntingdon	67,180
	4555	Vaudreuil, Soulanges	47,440
	4650	Argenteuil	29,900
	4700	Labelle	29,680
	5109	Kingston U.A.	74,750
	5110	Frontenac	101,230

CJOH-TV Total Persons: 1,348,170
BBM Weekly Circulation (Nov. 1971): 899,687

Metro Areas 5069 Ottawa Hull, M.A.

For Ontario CATV Systems, see Services Volume

CHNB-TV North Bay

(Ch. 4)

(Satellite rebroadcasting station of CKNC-TV, Sudbury, Ont.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P. O. Box 620, Timmins, Ont.

Transmitter: Powassan, Ont.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 730-ft. above av. terrain, 500-ft. above ground, 1715-ft. above sea level, lat. 46° 03' 46", long. 79° 26' 05".

Began Operation: Oct. 11, 1971.

Rates: This is a controlled rebroadcast station of CKNC-TV, Sudbury and is included as a bonus with that station.

CHNB-TV Total Persons: 107,810

BBM Weekly Circulation (Nov. 1971): 69,570

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 MHz). 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: Ottawa Valley Television Co. Ltd., 319 Pembroke St. E., Pembroke, Ont.

Telephone: 735-6811. Telex: 013-3415.

Technical Facilities: Channel No. 5 (76-82 MHz). 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. News Wire Service: Broadcast News.

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, *president & general manager.*
Brooke Duval, *program & operations manager.*
Gili Jansen, *chief engineer.*

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	\$60.00	\$42.00	\$42.00	\$22.00

CHOV-TV Total Persons: 107,550

BBM Weekly Circulation (Nov. 1971): 86,874

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 MHz). Authorized power in preferred direction: 269-kw visual, 161.5-kw aural. Antenna: 800-ft. above av. terrain, 772-ft. above ground, 1590-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC.

AM Affiliate: CHEX, 10-kw (5-kw night), 980 kHz (CBC).

1972-73 Edition

Ontario

Ownership: See CKWS-TV, Kingston, Ont.

Began Operation: March 28, 1955.

Represented (sales) by Stephens & Towndrow Co. Ltd.

Personnel:

Wally Rewegan, *manager.*
Ben Wilke, *chief engineer.*
Jean Dolan, *traffic director.*
Ian McFarlane, *local sales manager.*
Gord Shale, *program director.*

DIGEST OF RATE CARD NO. 15—(April 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						

Rates on request	\$90.00	\$60.00	\$30.00
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CHEX-TV Total Persons: 766,260

BBM Weekly Circulation (Nov. 1971): 358,831

CBWET Red Lake

(Ch. 10)

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 MHz). Authorized power: .57-kw visual, 285-kw aural. Antenna: Directional, 286-ft. above av. terrain, 211-ft. above ground, 1416-ft. above sea level, lat. 51° 01' 35", long. 93° 49' 44".

Began Operation: July 27, 1964.

Rates: Bonus to CBC English network.

CJIC-TV Sault Ste. Marie

(Ch. 2)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Hyland Radio-TV Ltd., Box 370, 119 East St.

Studio & Transmitter: 119 East St. Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28-kw visual, 15-kw aural. Antenna: Directional, minus 19-ft. above av. terrain, 245-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36".

Color: Network, live, film & slide.

News Wire Service: Broadcast News.

AM Affiliate: CJIC, 10-kw (2.5-kw night), 1050 kHz (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, *general manager.*
Frank Gardi, *manager.*
Wayne Turner, *national & retail sales manager.*
Karl Sepkowski, *news editor.*
Stan Corbett, *chief engineer.*

DIGEST OF RATE CARD NO. 13—(June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10 p.m., Sun.-Thurs.; 6-11 p.m. Fri.-Sat.							
\$150.00	\$100.00	\$85.00	\$70.00	\$75.00	\$45.00	\$45.00	\$23.00

CJIC-TV Total Persons: 129,140

BBM Weekly Circulation (Nov. 1971): 88,561

CBWDT-1 Sioux Lookout

(Ch. 12)

(Rebroadcasting station of CBWDT, 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 MHz). Authorized power: 5-watts. 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: Bonus to the CBC English network.

1019-b

Ontario—Sudbury

CKNC-TV (Ch. 9)

(Repeated by CKNC-TV-1, Elliot Lake and CHNB-TV, North Bay, both Ont.)

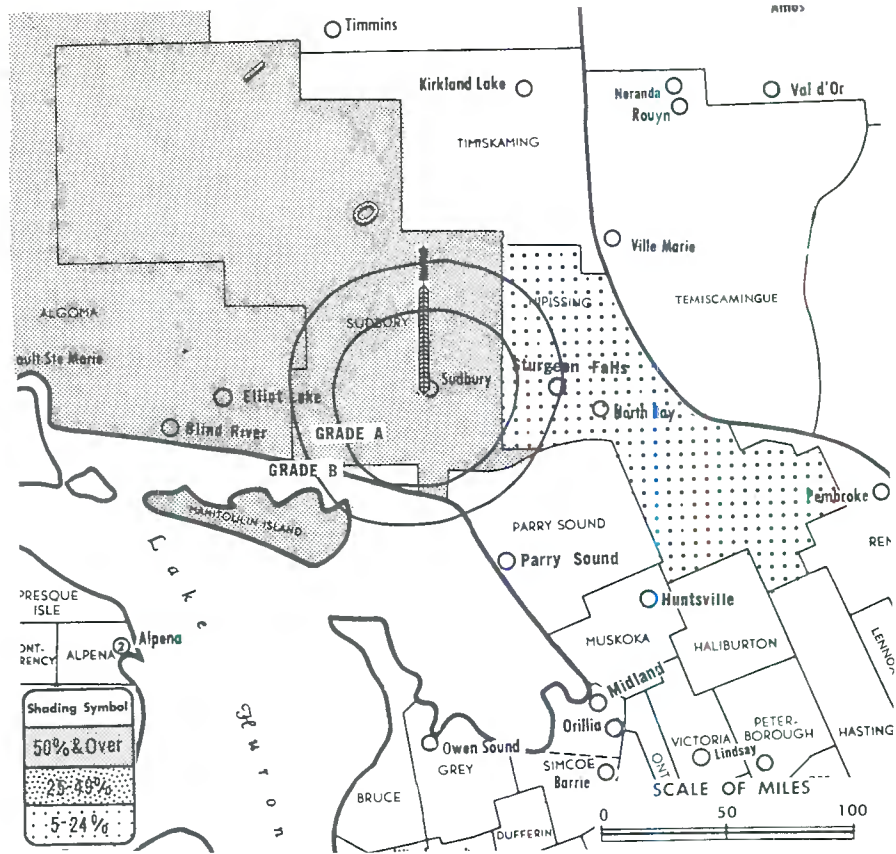
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 293-kw visual, 29.3-kw aural. Antenna: 550-ft. above av. terrain, 550-ft. above ground, 1600-ft. above sea level.

Latitude 46° 30' 44"
Longitude 81° 00' 19"

Transmitter: 699 Frood Rd.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.



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CKNC-TV Authorized:

CKNC-TV

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.

Studio: 699 Frood Rd., P.O. Box 730, Sudbury, Ont.

Ownership: See CFCL-TV, Timmins, Ont.

Began Operation: Oct. 4, 1971.

Represented (sales) by Paul Mulvihill & Co. Ltd. (Montreal & Toronto); A. J. Messner & Co. (Winnipeg); Stephens & Towndrow Co. Ltd. (Vancouver); Weed/Walton (U.S.).

Personnel:

J. Conrad Lavigne, *president*.
Rene Barette, *general manager*.
Ron Goswell, *operations manager*.
Terry Coles, *program director & film buyer*.
Rudy Fauteux, *director of engineering*.
Detlef Krumbacher, *chief engineer*.

DIGEST OF RATE CARD NO. 17* (Feb. 1972)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—8-10:58 p.m., daily.			\$220.00	\$110.00	\$66.00

*Combination rates: CKNC-TV, Sudbury; CFCL-TV, Timmins; CHNB-TV, North Bay, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5479	Sudbury M.A.	127,690
	5480	Sudbury County	195,600
	5515	Algoma E., Manitoulin	31,460
Between 25-49%	None Between 25-49%		
Between 5-24%	5470	Nipissing	78,060
CKNC-TV Total Persons:			305,120
BBM Weekly Circulation (Nov. 1971):			191,788
Metro Areas: 5479		Sudbury M.A.	

For BBM Survey Methods,
see page 5-b

Ontario—Sudbury

CKSO-TV

(Ch. 5)

(Also operates satellite rebroadcasting station CKSO-TV-1, Elliot Lake, Ont.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 30-kw aural. Antenna: 1049-ft. above av. terrain, 1215-ft. above sea level.

Latitude 46° 30' 02"
Longitude 81° 01' 16"

Transmitter: 336 Ash St.

Color: Network, live, film, slide & tape.

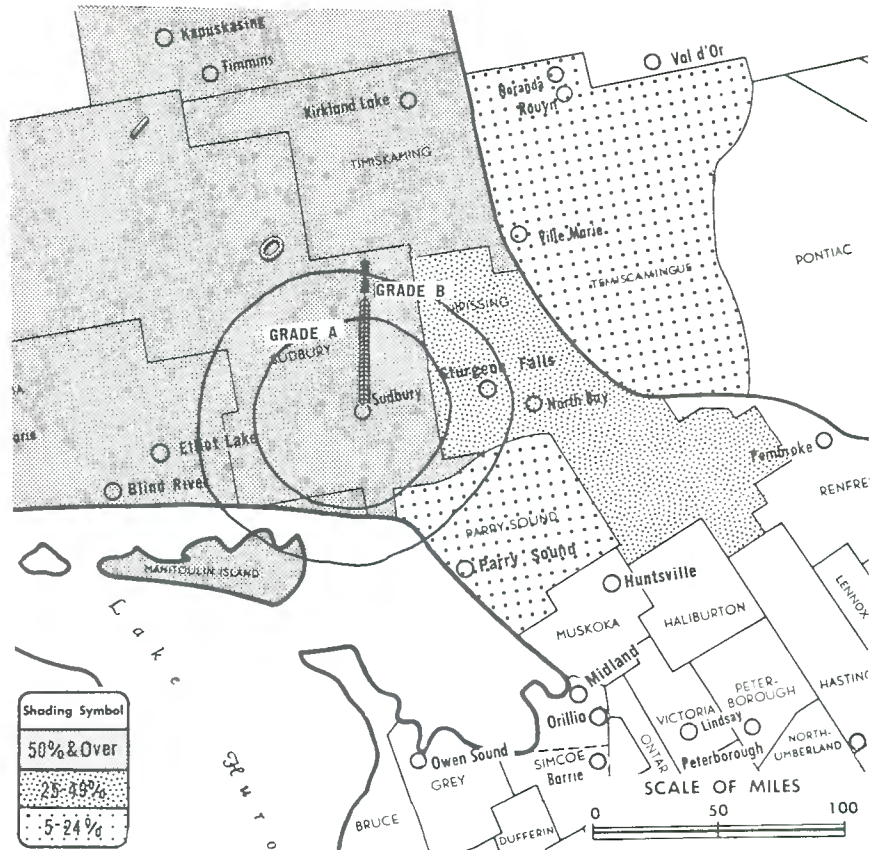
News Wire Service: Canadian Press, Broadcast News.

News Film Service: CTV.

TV tape: Recording facilities.

AM Affiliate: CKSO, 10-kw (5-kw night), 790 kHz.

FM Affiliate: CKSO-FM, 92.7 MHz (No. 224), 100-kw.



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CKSO-TV Authorized:

CKSO-TV

Network Service: CTV, CBS, NBC, ABC.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St.

Studio: 336 Ash St., Box 400.

Telephone: 705-674-0711.

Ownership: Cambrian Broadcasting Ltd. George M. Miller, chmn.; W. B. Plaunt, pres.; R. Connor, Mrs. A. M. Cooper, J. T. Miller, v.p.s.

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*.

George Lund, *station manager*.

DIGEST OF RATE CARD NO. 17—(Dec. 1, 1969)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6:55-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.

..... \$160.00 \$90.00 \$90.00 \$60.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5479	Sudbury M.A.	127,690
	5480	Sudbury County	195,600
	5490	Timiskaming	45,520
	5499	Timmins U.A.	37,870
	5502	Cochrane South	63,370
	5515	Algoma E., Manitoulin	31,460
Between 25-49%	5470	Nipissing	78,060
Between 5-24%	4731	Temiscamingue N.	32,930
	5460	Parry Sound	29,750
CKSO-TV Total Persons:			476,690
BBM Weekly Circulation (Nov. 1971):			339,669
Metro Areas:	5479	Sudbury M.A.	

Ontario

CBFST Sturgeon Falls

(Ch. 7)

French Outlet

(Repeated by CBFST-1, Sudbury, Ont.; CBFST-2, Temiscaming, 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 MHz). Authorized power: 9.75-kw visual, 1.95-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: Bonus to the CBC French network.

CBFST Total Persons: 324,370

BBM Weekly Circulation (Nov. 1971): 44,682

CBFST-1 Sudbury

(Ch. 13)

French Outlet

(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 MHz). Authorized power: 8.6-kw visual, 1.72-kw aural. Antenna: 492-ft. above av. terrain, 265-ft. above ground, 1403-ft. above sea level, lat. 46° 30' 14", long. 80° 58' 04".

Began Operation: July 23, 1962.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

CKPR-TV Thunder Bay

(Ch. 2)

Network Service: CBC.

Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.

Studio: 87 N. Hill St.

Telephone: 344-9685.

Transmitter: Mount Baldy, 6-mi. NE of Port Arthur.

Technical Facilities: Channel No. 2 (54-60 MHz). 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. 10 (June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	10 Sec.
.....****	\$80.00	\$52.00	\$30.00

*On request.

CKPR-TV Total Persons: 168,490

BBM Weekly Circulation (Nov. 1971): 135,093

CBFOT

Timmins

(Ch. 9)

French Outlet

(Also has 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 MHz). Authorized power: 16-kw visual, 3.2-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: 93,850

BBM Weekly Circulation (Nov. 1971): 15,410

CFCL-TV Timmins

(Ch. 6)

(Repeated by CFCL-TV-2, Kearns; CFCL-TV-3, Kapuskasing; CFCL-TV-4, Hearst; CFCL-TV-6, Chapleau, all Ont.; 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 MHz). Authorized power: 100-kw visual, 10-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, live, film, slide & tape. News Wire Service: AP.

AM Affiliate: CFCL, 10-kw (2.5-kw night), 620 khz.

Ownership: J. Conrad Lavigne, 100%. Also owns CKNC-TV, Sudbury & satellites in Kapuskasing, Ont. (Ch. 2); Kearns, Ont. (Ch. 2); Hearst, Ont. (Ch. 4); Chapleau, Ont. (Ch. 7); Malartic, Que. (Ch. 5); CHNB-TV, North Lake & CKNC-TV-1, Elliot Lake, Ont.

Began Operation: June 24, 1956.

Represented (sales) by Weed/Walton (U.S.); Paul Mulvihill & Co., Ltd. (Toronto, Montreal); Stephens & Towndrow 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 17* (Feb. 1972)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10:58 p.m., daily.	\$220.00	\$110.00	\$66.00

*Combination rates: CFCL-TV, Timmins; CKNC-TV, Sudbury & CHNB-TV, North Bay, Ont.

CFCL-TV Total Persons: 298,220

BBM Weekly Circulation (Nov. 1971): 164,822

CICA-TV Toronto

(Ch. 19)

Non-Commercial Educational Station

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio & Transmitter: 354 Jarvis St., Toronto.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 600-kw visual, 120-kw aural. Antenna: 476-ft. above av. terrain, 521-ft. above ground, 881-ft. above sea level, lat. 43° 39' 43", long. 79° 22' 42".

Ownership: Owned & operated by CBC for Ontario Department of Education.

Began Operation: Sept. 27, 1970.

CICA-TV Total Persons: 3,265,710

BBM Weekly Circulation (Nov. 1971): 257,562

Ontario—Toronto

CBLT (Ch. 6)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 99.5-kw visual, 9.95-kw aural. Antenna: 402-ft. above av. terrain, 471-ft. above ground, 815-ft. above sea level.

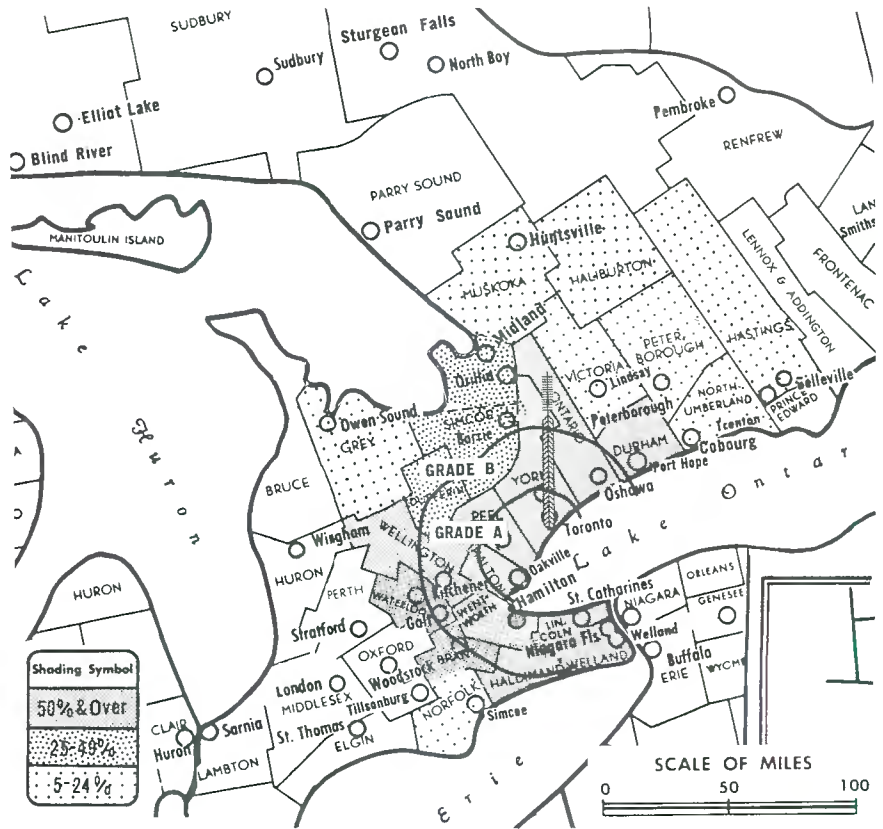
Latitude 43° 39' 48"
Longitude 79° 22' 42"

Transmitter: 354 Jarvis St.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: CBS, NBC, ABC, ITV, BBC, AFP, Reuters.



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CBLT Authorized: 9/8/52

CBLT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 354 Jarvis St., Toronto 5.

Telephone: 416-925-3311. Telex: 02-2763.

AM Affiliate: CBL & CJBC, 50-kw, 740 kHz & 50-kw, 860 kHz (CBC).

FM Affiliate: CBC-FM, 11.9-kw, 99.1 MHz (No. 256), 422-ft.

Began Operation: Sept. 8, 1952.

Represented (sales) by CBC National Selective Sales.

Personnel:

D. MacPherson, *director of television.*

John Rae, *program director.*

N. Volk, *director of public relations.*

D. Carroll, *television production manager.*

R. Horton, *director of television operations.*

G. H. Jones, *chief engineer.*

J. R. Malloy, *television sales director.*

DIGEST OF RATE CARD NO. 24 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.
\$2600.00 \$1560.00 \$1040.00 \$780.00 \$520.00 \$356.00 \$327.00 \$190.00

For Index to Contents, see Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5179	Oshawa U.A.	115,270
	5180	Durham	47,480
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
	5280	Wentworth	410,590
	5289	St. Catharines U.A.	120,840
	5290	Lincoln	159,390
	5299	Niagara Falls U.A.	63,750
	5300	Welland County	186,560
	5309	Welland U.A.	63,090
	5310	Haldimand	32,510
5319	Brantford U.A.	64,840	
5320	Brant	94,940	
5339	Kitchener M.A.	221,120	
5340	Waterloo County	252,110	
5359	Guelph U.A.	59,090	
5360	Wellington	107,250	
Between 25-49%	5221	Simcoe E. Elect District	66,710
	5235	Simcoe bal, Dufferin	126,150
Between 5-24%	5139	Belleville	34,110
	5140	Hastings	97,870
	5150	Northumberland	48,190
	5159	Peterborough U.A.	58,040
	5160	Peterborough County	87,000
	5170	Victoria	34,270
	5255	Haliburton Muskoka	41,030
	5330	Norfolk	53,480
5450	Grey	66,000	
CBLT Total Persons:			4,810,230
BBM Weekly Circulation (Nov. 1971):			3,442,132
Metro areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

Ontario—Toronto

CFTO-TV

(Ch. 9)

Technical Facilities: Channel No. 9 (186-192 MHz). 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"

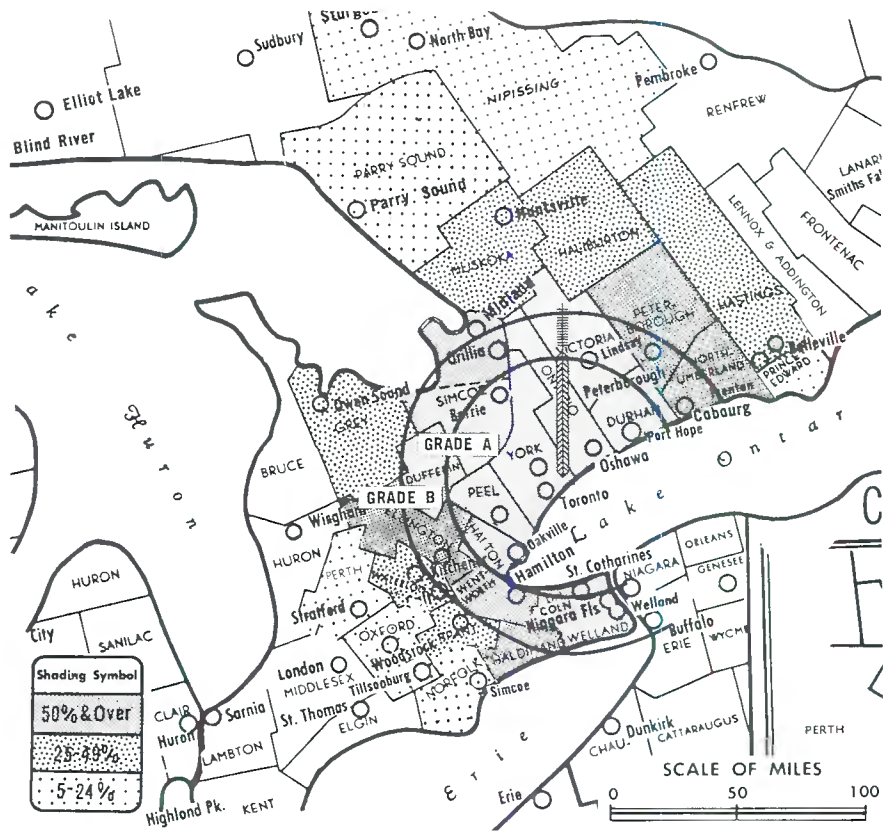
Transmitter: 1550 McCowan Rd., Agincourt.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, Canadian Press.

News Film Service: ABC.



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CFTO-TV Authorized: 5/8/60

CFTO-TV

Licensee: CFTO-TV Ltd., Box 9, Toronto 375.

Studio: 1550 McCowan Rd., Agincourt.

Sales Office: 111 Richmond St. W., Toronto.

Telephone: 416-291-9111.

Telex No.: 022-674.

Ownership: Toronto Telegram, 66%; others, 34%. Officers: John Bassett, chmn. & pres.; Forster Hewitt, v.p.; Charles Dubin, secy.; Delbert Perigoe, treas. CFTO-TV Ltd. also owns 75% of OCLW-TV, Windsor, Ont.

Began Operation: Jan. 1, 1961.

Represented (sales) by ABC International Television Inc. (U.S.); CFTO-TV (Toronto, Montreal).

Personnel:

J. W. Bassett, chairman and president.
E. J. Delaney, v.p., program & sales.
L. Nichols, v.p., finance & administration.
D. H. Davis, v.p., operations.
J. F. Bassett, v.p., special projects.
I. Hall, general sales manager.
W. H. Cox, national sales manager.
G. O. Rochon, executive producer.
H. H. Berger, director of engineering.
E. J. Billo, program manager.
M. N. Robinson, promotion manager.

DIGEST OF RATE CARD NO. 11

(Dec. 31, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.
.....	\$700.00	\$425.00

For Explanation of BBM Survey Methods
See Front of this Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5139	Belleville	34,110
	5150	Northumberland	48,190
	5159	Peterborough U.A.	58,040
	5160	Peterborough County	87,000
	5170	Victoria	34,270
	5179	Oshawa U.A.	115,270
	5180	Durham	47,480
	5190	Ontario	196,910
	5199	Toronto M.A.	2,470,980
	5200	York	2,248,670
	5209	Brampton U.A.	71,760
	5210	Peel	263,560
	5221	Simcoe E. Elect. District	66,710
	5235	Simcoe bal. Dufferin	126,150
	5269	Hamilton M.A.	490,460
	5270	Halton	189,560
5280	Wentworth	410,590	
5289	St. Catharines U.A.	120,840	
5290	Lincoln	159,390	
5299	Niagara Falls U.A.	63,750	
5300	Welland County	186,560	
5309	Welland U.A.	63,090	
5310	Haldimand	32,510	
5359	Guelph U.A.	59,090	
5360	Wellington	107,250	
Between 25-49%	5140	Hastings	97,870
	5255	Haliburton Muskoka	41,030
	5319	Brantford U.A.	64,840
	5320	Brant	94,940
	5339	Kitchener M.A.	221,120
Between 5-24%	5340	Waterloo County	252,110
	5450	Grey	66,000
	5130	Prince Edward	20,650
	5330	Norfolk	53,480
	5350	Oxford	79,640
5420	Perth	61,650	
5460	Parry Sound	29,750	
5470	Nipissing	78,060	

CFTO-TV Total Persons: 5,079,980
BBM Weekly Circulation (Nov. 1971): 3,637,708

Metro Areas 5199 Toronto M.A.
5269 Hamilton M.A.
5339 Kitchener M.A.
5359 Guelph M.A.

Ontario—Windsor

CKLW-TV

(Ch. 9)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 185-kw aural. Antenna: Directional, 655-ft. above av. terrain, 650-ft. above ground, 1250-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

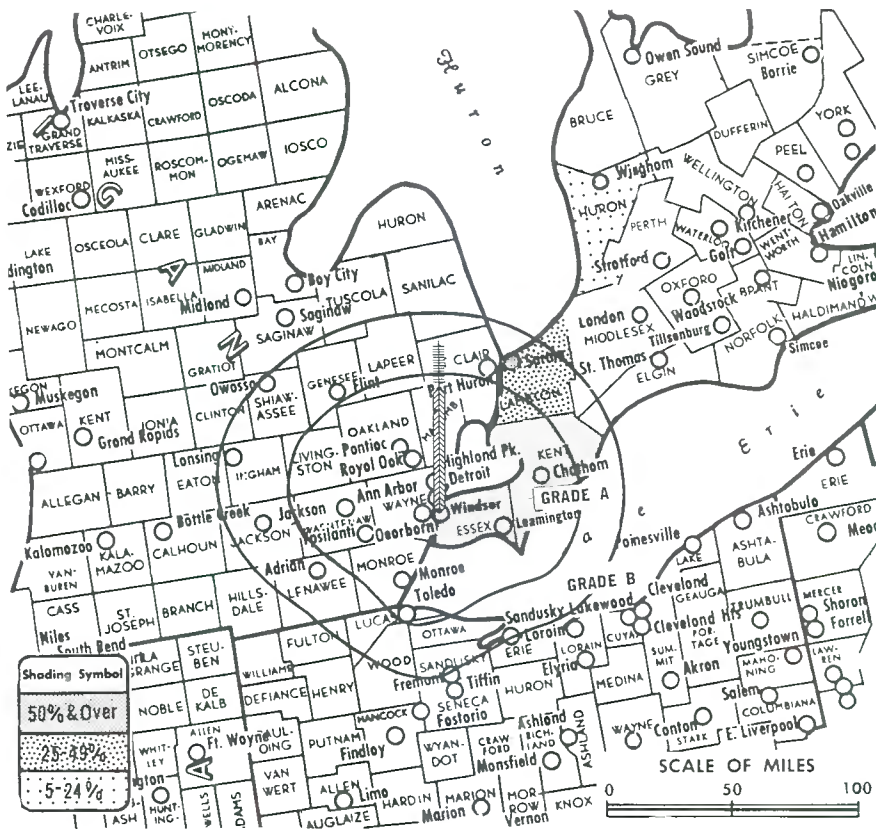
Studio: 825 Riverside Drive W., Windsor.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI, Canadian Press.

Facsimile Service: AP, UPI.



Data on circulation & persons reprinted by permission of BMB Bureau of Measurement.

Predicted contours supplied by station.

CKLW-TV

Network Service: CBC.

Licensee: CKLW-TV, 825 Riverside Dr. W., Windsor, Ont.

Detroit & Business Office: 1450 Guardian Bldg., Detroit, Mich. (48226).

Telephones: 961-7200, Detroit; 254-2831, Windsor.

Telx No.: 610-362-0763.

Ownership: Baton Broadcasting Ltd., 75%; St. Clair River Broadcasting Ltd. (a wholly-owned subsidiary of CBC), 25%.

Began Operation: Sept. 16, 1954. Transferred from RKO General Inc. July 24, 1970, in accordance with CRTC's directions on Canadian ownership.

Represented (sales) by Bolton/Burnside Representatives Inc.; RKO General Inc.; Baton Bestg. Inc.

Represented (legal) by Goodman & Goodman, Toronto, Ont.

Personnel:

G. V. Ashworth, *president*.
J. F. Ruttle, *vice president, programming*.
D. G. Brock, *vice president, sales*.
Stewart Clark, *chief engineer*.

DIGEST OF RATE CARD NO. 4

(Jan. 25, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.	ID
\$400.00	\$350.00	\$300.00	\$250.00	Graded rates apply*		

*Highest rate: \$320.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5389	Sarnia U.A.	69,680
	5399	Chatham	33,560
	5400	Kent	100,040
	5409	Windsor M.A.	225,190
	5410	Essex	302,660
Between 25-49%	5390	Lambton	113,440
Between 5-24%	5430	Huron	52,720
CKLW-TV Total Persons:			568,860
BBM Weekly Circulation (Nov. 1971):			361,514
Metro areas	5409	Windsor M.A.	

Also see Station Listing
Under Detroit, Michigan.

Ontario-Windsor (Detroit, Mich.)

WJBK-TV

(Ch. 2)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"
Longitude 83° 12' 47"

Transmitter: Southfield, Mich.

TV tape: Recording facilities.

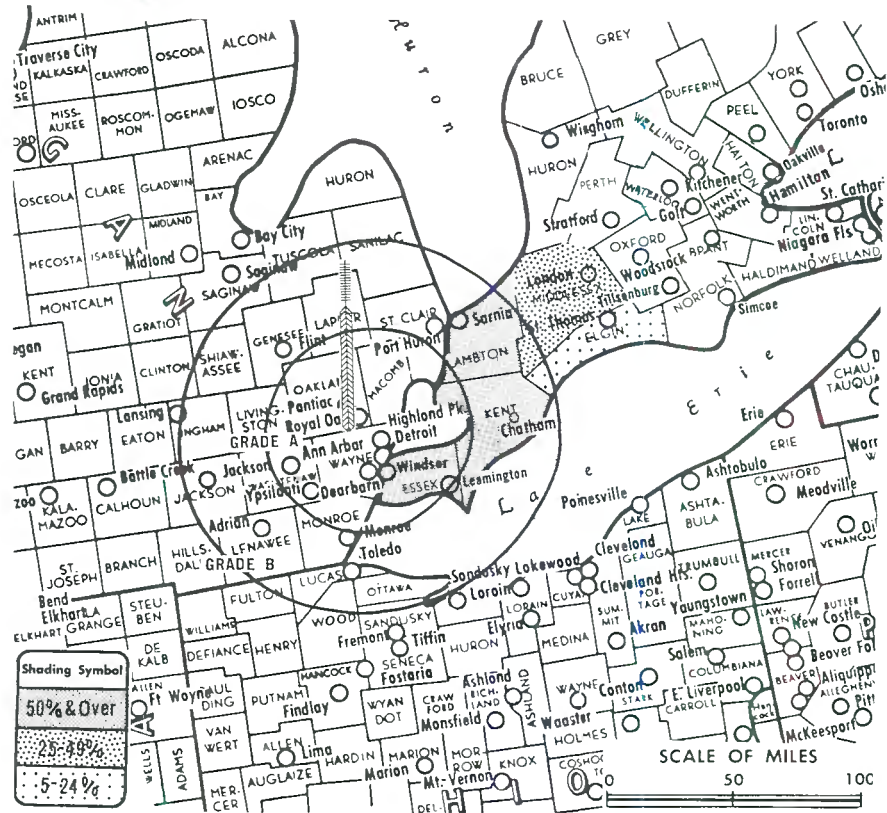
AM Affiliate: WDEE, 50-kw (5-kw night), 1500 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

WJBK-TV Ref: FCC File No. BIMPCT-880 Granted 1/2/53

WJBK-TV

Licensee: Storer Broadcasting Co., 2 Storer Pl., Southfield, Mich. (48075).

Studio: 2 Storer Pl., Southfield, Mich. (48075).

Telephone: 313-557-9000. **TWX No.:** 810-224-4876.

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.*

Todd A. Spoeri, *program manager.*

Ron David, *promotion manager.*

Carl Cederberg, *news director.*

Henry Owen, *chief engineer.*

DIGEST OF RATE CARD NO. 30B

(Aug. 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7 p.m.-midnight, daily.	\$3500	\$2300	\$1600	\$970	\$1900*	\$1460*
Class A-1—7:01 p.m.-12:01 a.m., daily.						\$880

NETWORK BASE HOURLY RATE: \$3200.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5389	Sarnia U.A.	69,680
	5390	Lambton	113,440
	5399	Chatham	33,560
	5400	Kent	100,040
	5409	Windsor M.A.	225,190
5410	Essex	302,660	
Between 25-49%	5369	London M.A.	233,300
	5370	Middlesex	282,300
Between 5-24%	5380	Elgin	66,050
WJBK-TV Total Persons:			864,490
BBM Weekly Circulation (Nov. 1971):			486,694
Metro areas	5409	Windsor M.A.	
	5369	London M.A.	

For Group Ownership
See Services Volume

Ontario—Windsor (Detroit, Mich.)

WKBD-TV

(Ch. 50)

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

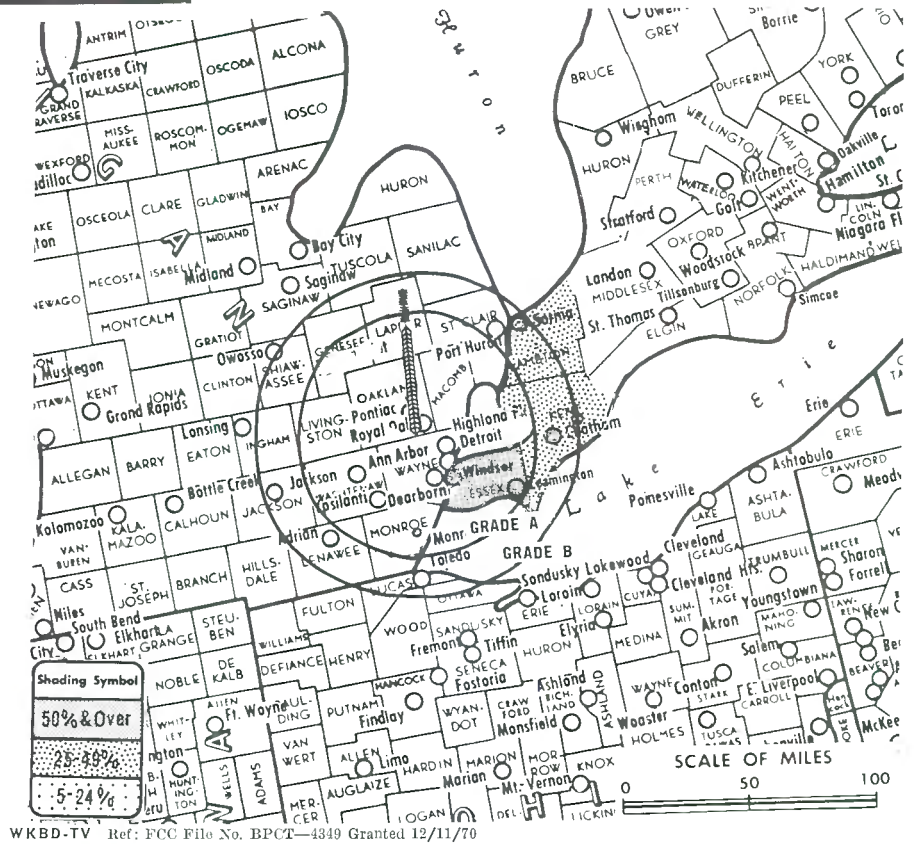
Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



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WKBD-TV Ref: FCC File No. BPCT-4349 Granted 12/11/70

WKBD-TV

Network Service: None, independent.

Licensee: 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, WCAS (AM), Cambridge & WJIB-FM, Boston (90%); KBSC-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%).

Began Operation: Jan. 10, 1965.

Represented (sales) by Metro TV Sales.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

- L. William White, *vice president & general manager.*
- George J. Kapel, *general sales manager.*
- Merle H. Barackman, *sales manager.*
- George A. Sperry, *program manager.*
- Ray Simko, *business manager.*
- Al Martin, *engineering manager.*
- Arthur Freeman, *production manager.*

DIGEST OF RATE CARD NO. 7—(Jan. 1, 1972)

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: \$800.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5399	Chatham	33,560
	5409	Windsor M.A.	225,190
	5410	Essex	302,660
Between 25-49%	5389	Sarnia U.A.	69,680
	5390	Lambton	113,440
	5400	Kent	100,040
Between 5-24%	5509	Sault Ste. Marie U.A.	77,690
	5531	Algoma West	97,680
WKBD-TV Total Persons:			613,820
BBM Weekly Circulation (Nov. 1971):			230,849
Metro areas 5409 Windsor M.A.			

For ARB Data See U.S. Station Directory

Ontario-Windsor (Detroit, Mich.)

WWJ-TV

(Ch. 4)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1749-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 kHz (NBC).

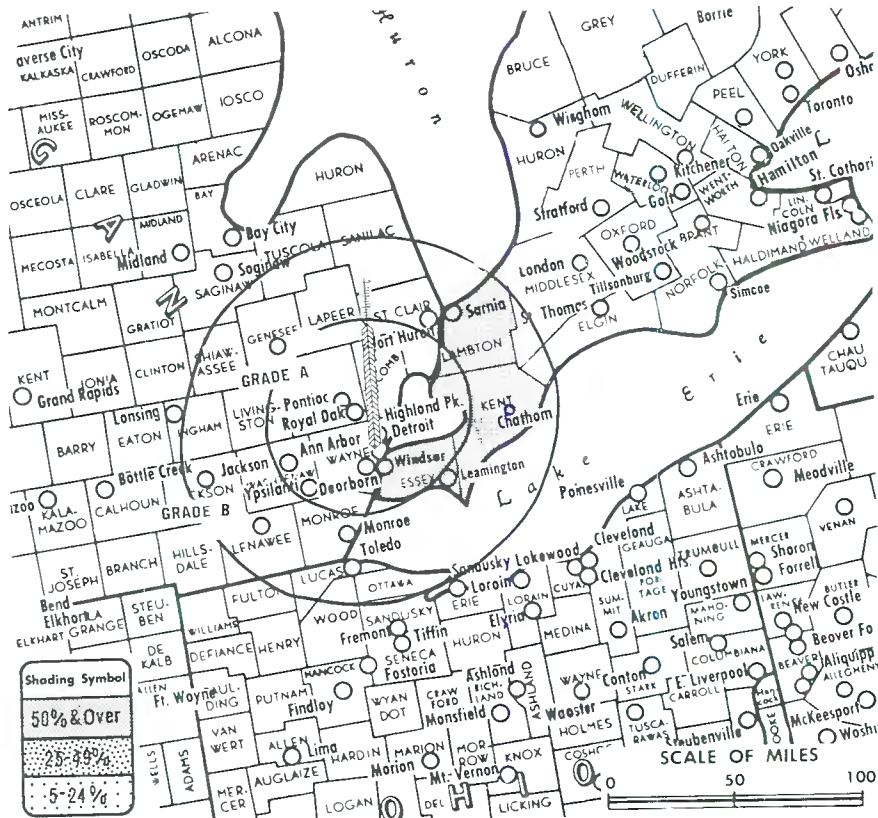
FM Affiliate: WWJ-FM, 50-kw, 97.1 MHz (No. 246), 480-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union Sports.

Facsimile Service: UPI.

News Film Service: NBC.



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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 Steel, Andrus & Adair Consulting Engineers.

Personnel:

- Don F. DeGroot, *vice president & general manager.*
- Franklin G. Sisson, *station manager.*
- James S. Morgan, *sales manager.*
- James C. Dages, *national sales manager.*
- Jack C. Brussel, *sales development manager.*
- William R. Williams, *promotion manager.*
- Lawrence M. Clamage, *program & production manager.*
- David J. Kelly, *news director.*
- Paul Williams, *public affairs manager.*
- Donald L. Balcom, *chief engineer.*
- Leonard W. Eden, *development engineer.*

DIGEST OF RATE CARD NO. 30 (Jan. 1, 1972)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—8-11 p.m., daily.				
\$3600.00	\$2200.00			Graded rates apply*

*Highest rate: \$2000.

NETWORK BASE HOURLY RATE: \$3400.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5389	Sarnia U.A.	69,680
	5390	Lambton	113,440
	5399	Chatham	33,560
	5400	Kent	100,040
	5409	Windsor M.A.	225,190
	5410	Essex	302,660

Between 25-49%	None	Between 25-49%	
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Between 5-24%	None	Between 5-24%	
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WWJ-TV Total Persons:	516,140
BBM Weekly Circulation (Nov. 1971):	412,702

Metro areas 5409 Windsor M.A.

For ARB Net Weekly Circulation
See U.S. Station Directory

Ontario—Windsor (Detroit, Mich.)

WXON (Ch. 62)

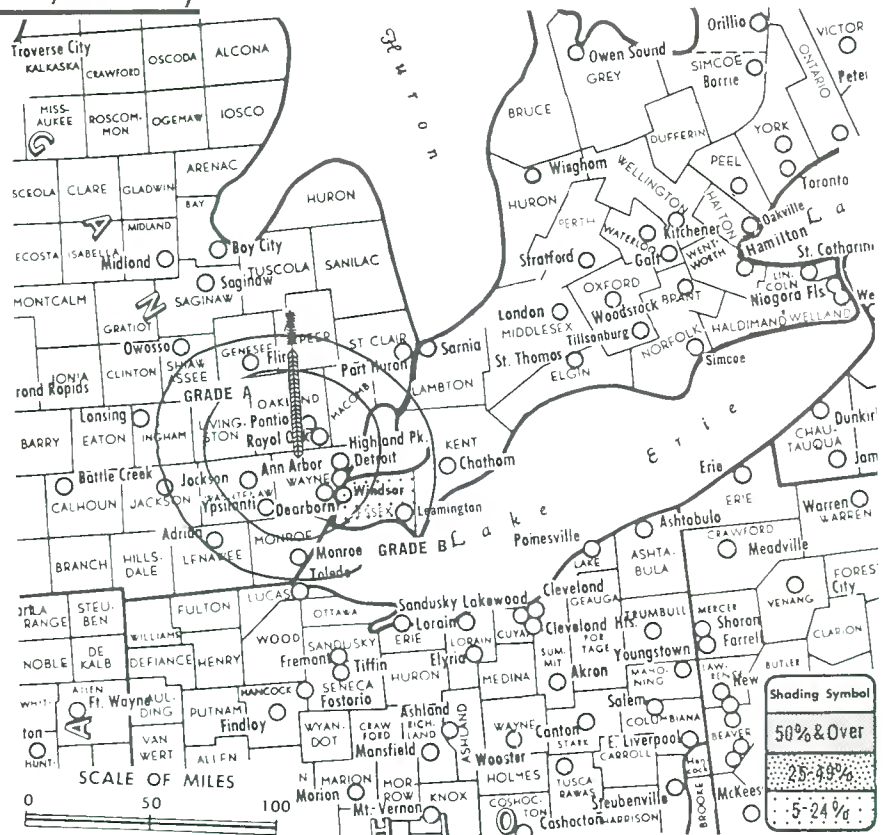
Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 723-kw max. & 548-kw horizontal visual, 74.5-kw max. & 56.5-kw horizontal aural. Antenna: 824-ft. above av. terrain, 790-ft. above ground, 1749-ft. above sea level.

Latitude 42° 31' 40.8"
Longitude 83° 27' 53.0"

Transmitter: Near intersection of Decker & Fourteen Mile Rds.

TV tape: Recording facilities.

Color: Live, film, slide & tape.



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WXON Ref: FCC File No. BMPCT—6859 Granted 8/3/68

WXON

Licensee: WXON-TV Inc., 100 Decker Rd., Walled Lake, Mich. (48088).

Studio: 100 Decker Rd., Walled Lake, Mich. (48088).

Telephone: 313-851-3444.

Ownership: WXON-TV Inc., Aben E. Johnson Jr., 70%.

Began Operation: Sept. 15, 1968.

Represented (legal) by Lauren A. Colby.

Represented (engineering) by E. H. Munn Jr.

Personnel:

Aben E. Johnson, *general manager.*

Kathy Frye, *traffic sales.*

A. J. Schweitzer, *operations manager.*

Richard Nevins, *chief engineer.*

SPOT ANNOUNCEMENTS (Nov. 15, 1970)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$750.00	\$450.00	\$250.00	\$36.00	\$24.00	\$18.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over		None 50% & Over	
Between 25-49%		None Between 25-49%	
Between 5-24%	5409	Windsor M.A.	225,190
	5410	Essex	302,660
WXON Total Persons:			302,660
BBM Weekly Circulation (Nov. 1971):			20,775
Metro Areas: 5409 Windsor M.A.			

For UHF Penetration by U.S. Market
See Services Volume

Ontario-Windsor (Detroit, Mich.)

WXYZ-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 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 kHz (ABC).

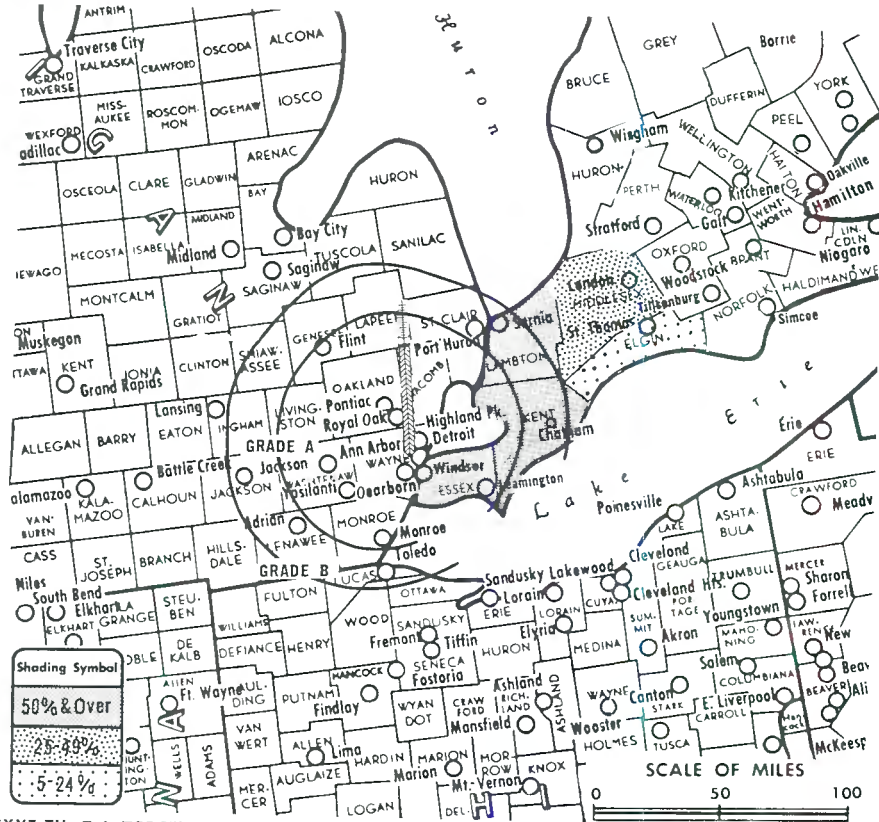
FM Affiliate: WRIE, 27.2-kw, 101.1 MHz (No. 266), 880-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.



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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. (48075).

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.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Kear & Kennedy.

Personnel:

- Donald F. Keck, *vice president & general manager.*
- Jack B. Allen, *general sales manager.*
- Stephen B. Mathis, *sales manager.*
- Jan Coil, *sales traffic manager.*
- Ivan Rich, *director of advertising & press information.*
- Ralph Dawson, *commercial tape manager.*
- Seymour Horowitz, *program manager & film buyer.*
- John Reynolds, *business manager.*
- Charles Kocher, *chief engineer.*
- Phil Nye, *news director.*
- Joe Mazza, *research director.*
- Lowell Newton, *editorial director.*

DIGEST OF RATE CARD (Jan. 1, 1968)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA--7:30-11 p.m., daily.					
\$3500.00	\$2380.00	\$1200.00	Graded rates apply*		

*Highest rate: \$1400.

NETWORK BASE HOURLY RATE: \$3300.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5389	Sarnia U.A.	69,680
	5390	Lambton	113,440
	5399	Chatham	33,560
	5400	Kent	100,040
	5409	Windsor M.A.	225,190
5410	Essex	302,660	
Between 25-49%	5369	London M.A.	233,300
	5370	Middlesex	282,300
Between 5-24%	5380	Elgin	66,050
WXYZ-TV Total Persons:			864,490
BBM Weekly Circulation (Nov. 1971):			456,509
Metro areas	5409	Windsor M.A.	
	5369	London M.A.	

For ABC Network Listing

See Services Volume

CBLAT-3

Wawa

(Ch. 9)

(Rebroadcasting station of CBLAT-2, White River)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2.5 mi. NE of Wawa.

Technical Facilities: Channel No. 9 (186-192 MHz). 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. 12, 1967.

Rates: Included as a bonus to CBLAT, Geraldton.

CBLAT-2 White River

(Ch. 12)

(Rebroadcasting station of CBLAT-1, Manitowadge)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5 mi. NE of White River.

Technical Facilities: Channel No. 12 (204-210 MHz). 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. 1, 1967.

Rates: Included as a bonus to CBLAT, Geraldton.

CKNX-TV Wingham

(Ch. 8)

Network Service: CBC.

Licensee: Radio Statios CKNX Ltd., Wingham.

Studio: Carling Terrace. Telephone: 519-357-1310.

Transmitter: 4-mi. S of Walkerton.

Technical Facilities: Channel No. 8 (180-186 MHz). 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 & Broadcast News.

AM Affiliate: CKNX, 10-kw (1-kw night), 920 kHz.

Ownership: The London Free Press Holdings Ltd.

Began Operation: Nov. 18, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Murray T. Brown, *president*.
Ross Hamilton, *general manager*.
George Walling, *station manager*.
Alex Walton, *news director*.
Bill Romahn, *farm director*.
Crawford Douglas, *sports director*.
Scott Reid, *chief engineer*.
Al Skelton, *production supervisor*.
Nancy Gillespie, *traffic supervisor*.

Rates: See CFPL-TV, London, Ont.

CKNX-TV Total Persons: 527,420
BBM Weekly Circulation (Nov. 1971): 213,171

Cable Television
Management and
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**Malarkey, Taylor
& Associates**
1225 Connecticut Ave.,
Washington, D.C. 20036
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QUEBEC

CKRS-TV-4

Alma

(Ch. 4)

(Satellite rebroadcasting station of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., 175 Sir Wilfred Laurier, Jonquiere.

Color: Network & film.

Transmitter: Alma Hospital.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 8.4 watts visual, 1.7 watts aural. Antenna: 143-ft. above ground, 593-ft. above sea level, lat. 48° 33' 02", long. 71° 39' 56".

Began Operation: November 23, 1970.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

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., 1, rue Frontenac, Riviere-du-Loup.

Transmitter: Baie St. Paul Co., Charlevoix.

Technical Facilities: Channel No. 2 (54-60 MHz). 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.

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 MHz). 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.

CHAU-TV Carleton

(Ch. 5)

(Bilingual Outlet)

(Repeated by CHAU-TV-1, Ste. Marguerite-Marie, P.Q.; CHAU-TV-2, Kedgwick-St. Quentin, N.B.; CHAU-TV-3, Port Daniel, P.Q.; CHAU-TV-4, Chandler, P.Q.; CHAU-TV-5, Perce, P.Q.; CHAU-TV-6, Gaspé, P.Q.; CHAU-TV-7, Riviere-au-Renard, P.Q.; CHAU-TV-8, Cloridorme, P.Q.; CHAU-TV-9, L'Anse a Valleeau, P.Q.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Studio & Transmitter: Carleton, Bonaventure County, P.Q.

Telephone: 418-364-3344. Telex: 014-43126.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 52-kw aural. Antenna: 2012-ft. above av. terrain, 232-ft. above ground, 2162-ft. above sea level.

News Wire Service: Broadcast News.

Ownership: Television de la Baie des Chaleurs Inc.; J. Leo Hachey, pres.

Began Operation: Oct. 17, 1959.

Represented (sales) by Paul L'Anglais Ltd. (Canada); E. S. Sumner Corp. (U.S.).

(Continued on next page)

Quebec

Personnel:

Andre Lecomte, *director general*.
M. Chabot, *assistant director general & manager*.
Yvon Chouinard, *program director*.
Monique Goulet, *traffic manager*.

DIGEST OF RATE CARD NO. 6 (Jan. 1, 1972)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.							
\$260.00	\$175.00	\$150.00	\$130.00	\$90.00	\$60.00	\$60.00	\$45.00

CHAU-TV Total Persons: 266,990
BBM Weekly Circulation (Nov. 1971): 161,979

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.

Technical Facilities: Channel No. 6 (82-88 MHz). 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.

CHAU-TV-4 Chandler

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

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 MHz). 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.

CBFAT-1 Chapais

(Ch. 12)

(Rebroadcasting station of CBFAT, Chibougamau, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Chapais, P. Q.

Color: Network.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts. Antenna: 209-ft. above av. terrain, 195-ft. above ground, 1445-ft. above sea level, lat. 49° 46' 45", long. 74° 50' 40".

Began Operation: June 5, 1971.

Rates: This is an automatic repeater of CBFAT, Chibougamau and is included as a bonus with the CBC French network.

CBFAT Chibougamau

(Ch. 5)

(Repeated by CBFAT-1, Chapais, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Chibougamau.

Color: Network.

1032-b

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 665-watts visual, 66.5-watts aural. Antenna: 483-ft. above av. terrain, lat. 49° 52' 29", long. 74° 23' 00".

Began Operation: Oct. 29, 1970.

Rates: Included as a bonus with the CBC French network.

CBFAT Total Persons: 18,470
BBM Weekly Circulation (Nov. 1971): 10,154

CKRS-TV-2 Chicoutimi

(Ch. 2)

(Satellite repeater of CKRS-TV, Jonquiere, P.Q.)

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 MHz). Authorized power: 40-watts visual, 6-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 & film.

Began Operation: Dec. 28, 1962.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

CHAU-TV-8 Cloridorme

(Ch. 6)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere-au-Renard)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs, Inc.

Technical Facilities: Channel No. 6 (82-88 MHz). 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".

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.

CHAU-TV-6 Gaspé

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

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 MHz). 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.

CFGW-TV-2 Gaspé South

(Ch. 8)

(Repeater satellite of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Transmitter: Mont Blanc Perce, P.Q.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 1.5-watts visual, 0.3-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; C. Grimson, pres.; 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.

Quebec—Chicoutimi

CJPM-TV

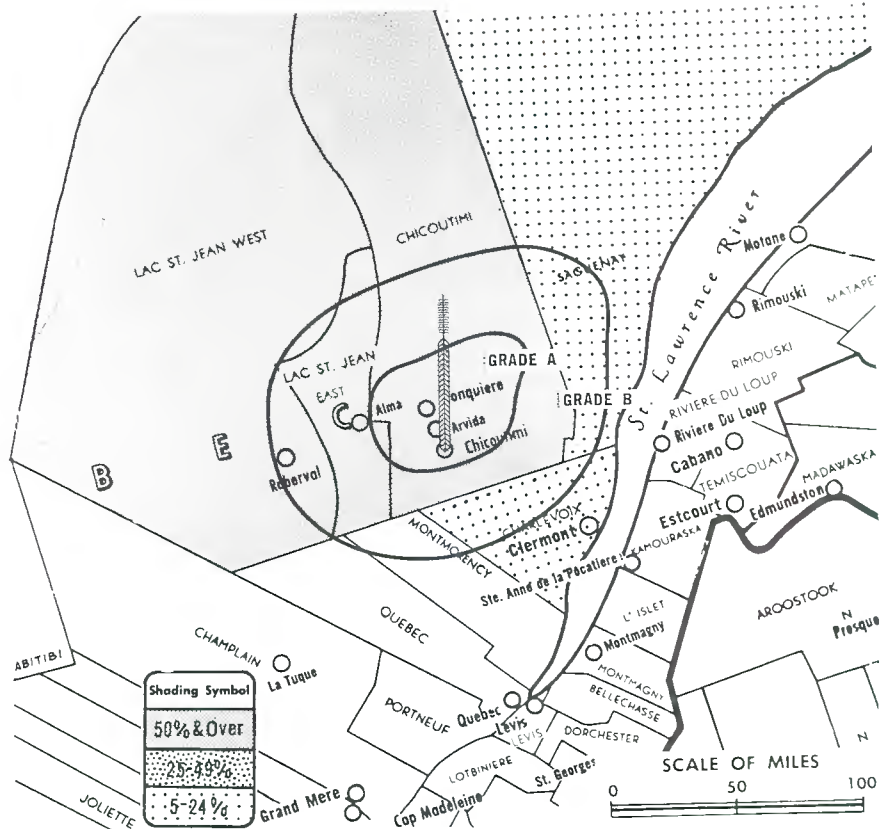
(Ch. 6)

(French Outlet)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 52.5-kw aural. Antenna: 850-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.



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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. **Telex:** 011-36132.

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. 5
(July 1, 1971)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
\$210.00	\$150.00	\$102.00	\$85.00	\$60.00	\$30.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4119	Chicoutimi Jonquiere	105,450
	4120	Chicoutimi County	156,210
	4130	Lac St. Jean East	43,440
	4142	Lac St. Jean W-North	25,970
	4148	Lac St. Jean W-South	28,770
Between 25-49%	4721	Abitibi N.	18,470
Between 5-24%	4092	Saguenay West-1	41,130
	4150	Charlevoix	29,610
CJPM-TV Total Persons:			343,600
BBM Weekly Circulation (Nov. 1971):			255,280

For CBC Network, see Services Volume

New York—Plattsburgh

WPTZ

(Ch. 5)

(Also serves part of Que.)

Technical Facilities: Channel No. 5 (76-82 MHz). 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.

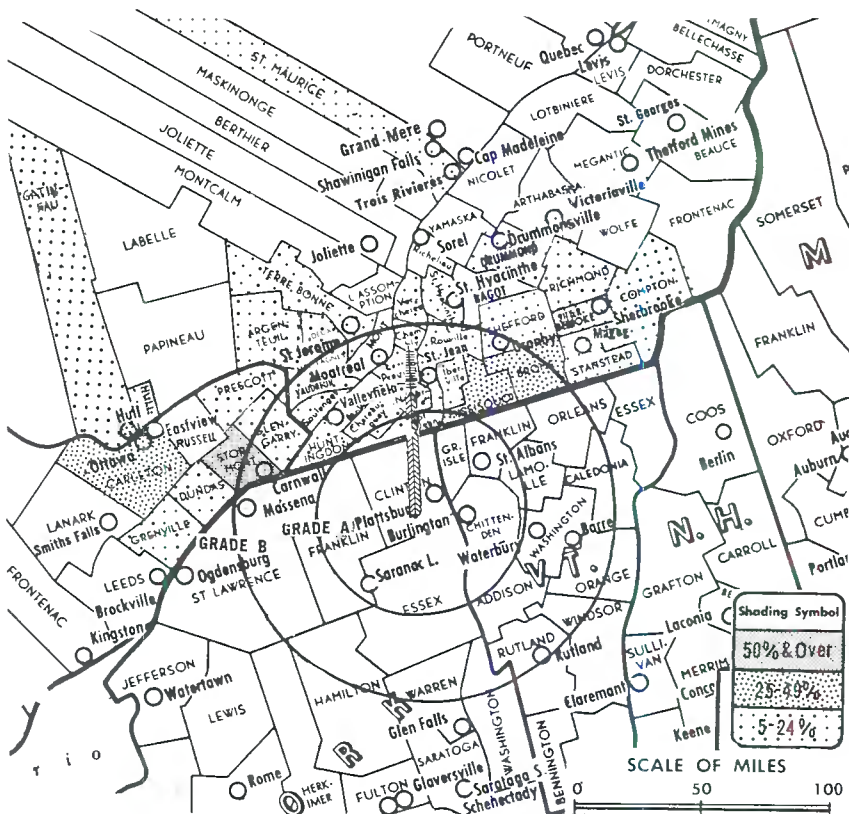
Latitude 44° 34' 26"

Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



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WPTZ Ref: FCC File No. BNPCT-2080 Granted 8/26/54

©American Map Co., Inc., N.Y., No. 14244

WPTZ

Network Service: NBC.

Licensee: Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

Studio: 357 Cornelia St., Plattsburgh, N.Y. (12901).

Telephone: 518-561-5555. TWX No.: 510-251-6707.

Ownership: Rollins Inc., 100%. O. Wayne Rollins, chairman of the board & pres. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-AM-TV & WBES(FM), Charleston, W. Va.; and operates radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; WGEE, Indianapolis; KDAY, Santa Monica, Cal. Rollins owns Rollins Outdoor Advertising, Orkin Exterminating Co., Dvoskin Inc., Rollins Services, Dettelbach Pesticide Corp., 90% of Dettelbach Chemical 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 Smith & Pepper.

Personnel:

James C. Roddey, group vice president, media.

W. P. Eaton Jr., general manager & national sales manager.

Arthur Bradley, operations manager.

Lincoln Dixon, chief engineer.

Robert Connelly, regional sales manager.

DIGEST OF RATE CARD NO. 15A—(Sept. 1, 1970)

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	\$90.00	\$45.00

NETWORK BASE HOURLY RATE: \$550.

ARB Data Shown In U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5009	Cornwall City	46,990
	5010	Stormont	60,240
Between 25-49%	4395	Brome, Missisquoi	48,570
	5069	Ottawa Hull M.A.	557,160
5-24%	5070	Carleton	461,070
	4330	Compton	20,510
Between 5-24%	4340	Stanstead	35,270
	4349	Sherbrooke U.A.	84,160
5-24%	4350	Sherbrooke County	99,690
	4359	Granby City	33,140
5-24%	4360	Shefford	60,460
	4369	Drummondville U.A.	43,330
5-24%	4370	Drummond	62,490
	4380	Richmond	39,790
5-24%	4409	St. Jean U.A.	46,520
	4410	Iberville	19,930
5-24%	4420	Rouville	31,350
	4430	St. Jean County	44,770
5-24%	4450	St. Hyacinthe	49,270
	4479	Montreal M.A.	2,538,720
5-24%	4490	Vercheres	34,640
	4500	Chambly	228,870
5-24%	4515	Laprairie, Napierville	72,990
	4535	Chateaugay, Huntingdon	67,180
5-24%	4555	Vaudreuil, Soulanges	47,440
	4570	Montreal Island	1,921,780
5-24%	4580	Jesus Island	230,060
	4590	Deux Montagnes	51,600
5-24%	4600	Terrebonne	137,360
	4650	Argenteuil	29,900
5-24%	4659	Trois Rivieres U.A.	93,920
	4660	St. Maurice	105,300
5-24%	4669	Shawinigan U.A.	60,720
	4680	Hull County	106,130
5-24%	4690	Gatineau	54,270
	5025	Glengarry Prescott	45,510
5-24%	5055	Dundas, Grenville	41,510

WPTZ Total Persons: 4,207,950
BBM Weekly Circulation (Nov. 1971): 760,616

Metro Areas 4479 Montreal M.A.
5069 Ottawa Hull M.A.

Vermont—Burlington

WCAX-TV

(Ch. 3)

(Also serves part of Que.)

Technical Facilities: Channel No. 3 (60-66 MHz). 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"

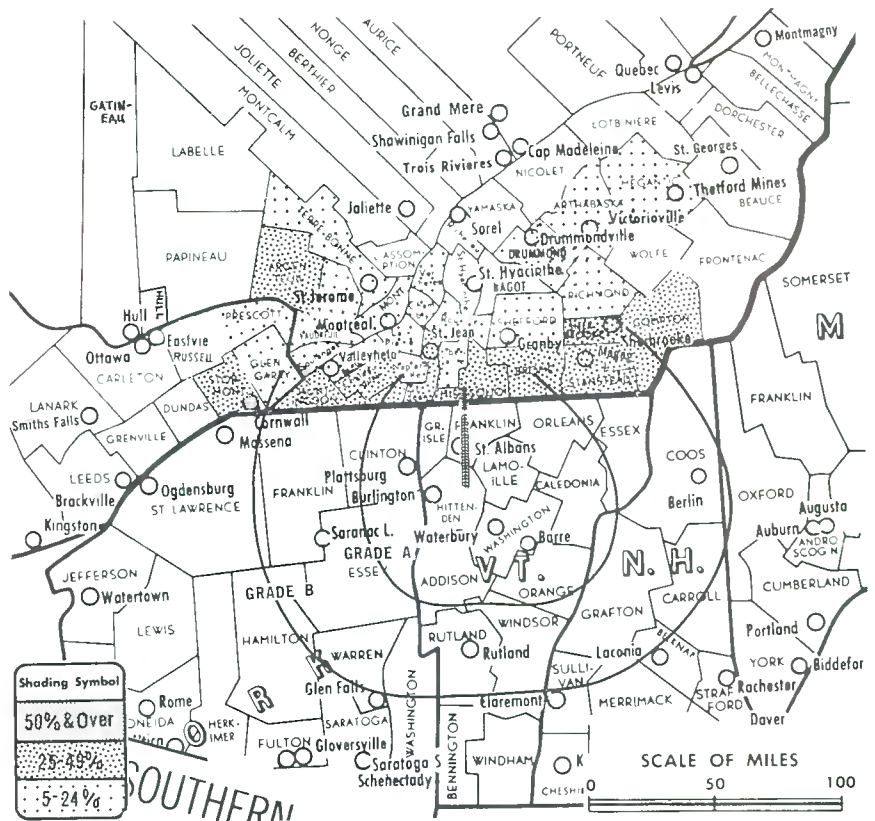
Transmitter: Atop Mt. Mansfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



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WCAX-TV Ref: FCC File No. BPCT-3188 Granted 11/20/64

WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq. (05401).

Telephone: 802-862-5761. TWX No.: 710-224-1783.

Ownership: S. T. Martin, pres., dir. & gen. mgr., 53.5%; C. P. Hasbrook, 34%; John A. Dobson, 12.5%; A. Pearley Feen, dir., .125%; H. Ransom, dir., .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 & gen. sales mgr.*
Stuart Hall, *vice president & production manager*.
Richard Gallagher, *news editor*.
A. S. Rutter, *film manager & buyer*.
James W. Tierney, *chief engineer*.

DIGEST OF RATE CARD NO. 13
(Sept. 1, 1970)

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	\$145.00	\$130.00	\$63.00

NETWORK BASE HOURLY RATE: \$650.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5009	Cornwall City	46,990

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Between 25-49%	4330	Compton	20,510
	4340	Stanstead	35,270
	4349	Sherbrooke U.A.	84,160
	4350	Sherbrooke County	99,690
	4395	Brome, Missisquoi	48,570
	4409	St. Jean U.A.	46,520
	4430	St. Jean County	44,770
	4535	Chateauguay, Huntingdon	67,180
	4650	Argenteuil	29,900
	5010	Stormont	60,240
Between 5-24%	4260	Megantic	56,070
	4280	Arthabasca	50,080
	4359	Granby City	33,140
	4360	Shefford	60,460
	4369	Drummondville U.A.	43,330
	4370	Drummond	62,490
	4380	Richmond	39,790
	4410	Iberville	19,930
	4420	Rouville	31,350
	4469	Valleyfield	33,470
	4470	Beauharnois	50,770
	4479	Montreal M.A.	2,538,720
	4490	Vercheres	34,640
	4500	Chambly	228,870
	4515	Laprairie, Napierville	72,990
4555	Vaudreuil, Soulanges	47,440	
4570	Montreal Island	1,921,780	
4580	Jesus Island	230,060	
4590	Deux Montagnes	51,600	
4599	St. Jerome	35,430	
4600	Terrebonne	137,360	
5025	Glengarry Prescott	45,510	
WCAX-TV Total Persons:			3,547,320
BBM Weekly Circulation (Nov. 1971):			710,368
Metro Areas	4479	Montreal M.A.	

Quebec

CFGW-TV-1 Gaspé West

(Ch. 6)

(Repeater satellite of CFGW-TV-2, Gaspé South, P.Q.)

Network Service: CBC.

Licensee: Gaspé South Telecasting Syndicate, P.O. Box 381, Queen St., Gaspé, Que.

Transmitter: Bechervaise Mtn.

Technical Facilities: Channel No. 6 (82-88 MHz). 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. C. Grimson, pres.

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-6 Grand Detour

(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 Ltée., 155 St. Sacrement, Matane, Que.

Transmitter: Grand-Detour (Matane.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 422-watts visual, 84-watts aural. Antenna: 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: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus of that 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 Ltée., 155 St. Sacrement St., Matane, Que.

Transmitter: Grande Vallée.

Technical Facilities: Channel No. 11 (198-204 MHz). 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)

Network Service: CBC French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Havre St. Pierre.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 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.

CBVT-3 Lac Mégantic

(Ch. 2)

French Outlet

Network Service: CBC French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Lac Mégantic, P.Q.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 0.0247-kw visual, 0.00247-kw aural. Antenna: 27-ft. above av. terrain, 30-ft. above ground, 1565-ft. above sea level, lat. 45° 33' 40", long. 70° 51' 15".

Began Operation: Dec. 3, 1971.

Rates: Included as a bonus with CBVT, Quebec.

CHAU-TV-9 L'Anse à Valleeau

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-7, Rivière-au-Renard)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., c/o CHAU-TV, Carleton.

Transmitter: L'Anse à Valleeau, Gaspé Nord, P. Q.

Technical Facilities: Channel No. 7 (174-180 MHz). 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.

CBVT-2 La Tuque

(Ch. 3)

Network Service: CBC, French Network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: La Tuque, P.Q.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 15.4-kw visual, 1.54-kw aural. Antenna: 357-ft. above av. terrain, lat. 47° 25' 25", long. 72° 46' 09".

Began Operation: August 15, 1969.

Rates: This is an automatic repeater of CBVT Quebec, P.Q. and is included with that station as a bonus with the French network rate.

CBFCT-1 Magdalen Islands

(Ch. 12)

Network Service: CBC French Network, same as CBFCT, Cheticamp, N.S.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Magdalen Islands, P. Q.

Technical Facilities: Channel No. 12 (204-210 MHz). 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.)

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 MHz). 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' 58", long. 78° 07' 22".

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; CKRS-TV-4, Alma, all Que.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 42-kw visual, 4.2-kw aural. Antenna: 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level.

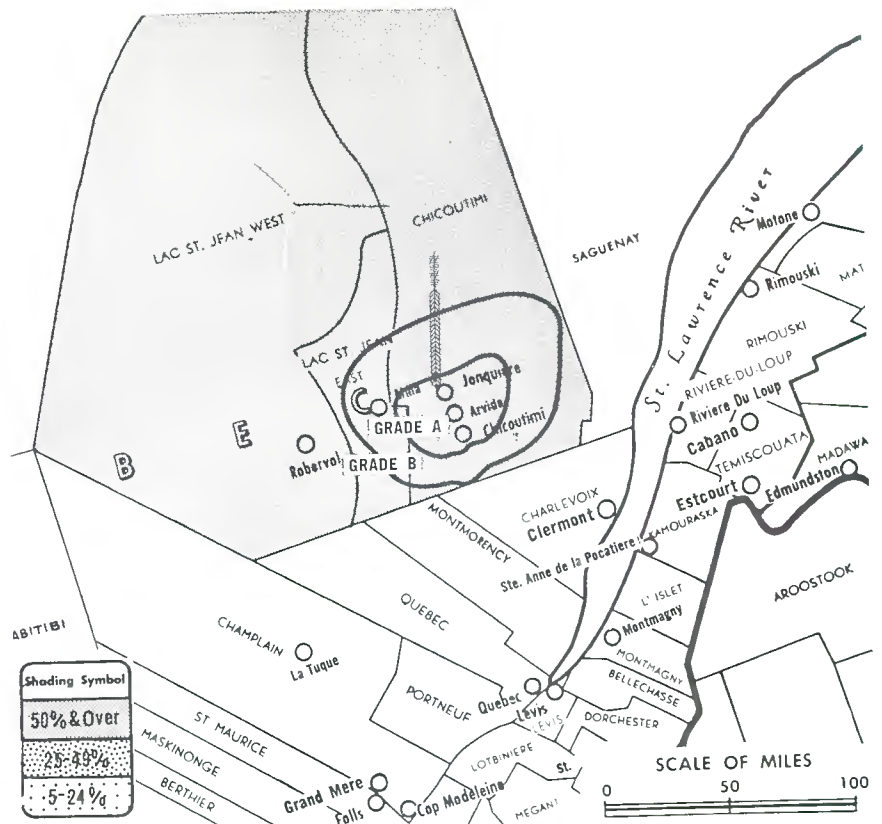
Latitude 48° 24' 29"
Longitude 71° 14' 52"

Transmitter: 175 Sir Wilfrid Laurier St.

AM Affiliate: CKRS, 10-kw, 590 kHz.

Color: Network & film.

News Wire Service: Broadcast News.



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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.

Telephone: 418-542-4551. Telex: 011-36117.

Ownership: Radio Saguenay Limitee.

Began Operation: Dec. 1, 1955.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Toronto, Vancouver, Winnipeg & Quebec); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Personnel:

Tom Burham, *general manager*.
Eugene Michaud, *film buyer & program director*.
Gerard Lemieux, *station manager*.
Tom Burham, *national sales*.
Gaetan Boivin, *technical director*.

DIGEST OF RATE CARD NO. 14 (Oct. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$240.00	\$160.00	\$130.00	\$115.00	\$85.00	\$60.00	\$55.00	\$30.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4119	Chicoutimi Jonquiere	105,450
	4120	Chicoutimi County	156,210
	4130	Lac St. Jean East	43,440
	4142	Lac St. Jean W-North	25,970
	4148	Lac St. Jean W-South	28,770
Between 25-49%		None Between 25-49%	
Between 5-24%	4721	Abitibi Nord.	18,470
CKRS-TV Total Persons:			272,860
BBM Weekly Circulation (Nov. 1971):			251,037

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 MHz). Authorized power: 55-watts visual, 27.4-watts aural. Antenna: 71-ft. above av. terrain, lat. 50° 38' 45", long. 68° 44' 15".

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: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Matagami.

Technical Facilities: Channel No. 7 (174-180 MHz). 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 Matane

(Ch. 9)

(Repeated by CKBL-TV-1, Mont Climont; CKBL-TV-2, Murdochville; CKBL-TV-3, Grande Vallée; CKBL-TV-4, Mont-Louis; CKBL-TV-5, Causapscal; CKBL-TV-6, Grand Detour; CKHQ-TV-1, Manicouagan; CKHQ-TV-5, Mont Georges, all P.Q.)

Network Service: CBC, French.

Licensee: La Cie de Radiodiffusion de Matane Ltee.

Studio: 155 St. Sacrement St.

Telephone: 562-0291.

Transmitter: Mont Logan.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 303-kw visual, 182-kw aural. Antenna: 2336-ft. above av. terrain, 149-ft. above ground, 3980-ft. above sea level, lat. 48° 53' 25", long. 66° 38' 25".

AM Affiliates: CKBL, 10-kw, 1250 kHz & CKGN, 1-kw, 1340 kHz.

Color: Network & tape.

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, Vancouver, Winnipeg & Quebec).

Personnel:

Rene Lapointe, *president, general manager & film buyer.*

Octave Lapointe, *vice president & assistant manager.*

Yvan Fortier, *technical director.*

Jean Senecal, *sales manager.*

DIGEST OF RATE CARD NO. 7

(Sept. 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.							
\$200.00	\$140.00	\$120.00	\$100.00	\$80.00	\$55.00	\$55.00	\$35.00

CKBL-TV Total Persons: 260,070

BBM Weekly Circulation (Nov. 1971): 138,885

For Canadian Population Estimates
See Services Volume

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 MHz). 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: Included as bonus with CJBR-TV, Rimouski.

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 MHz). 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 and is included as a bonus with CKBL-TV, Matane.

CKHQ-TV-5 Mont Georges

(Ch. 13)

(Satellite rebroadcasting station of CKHQ-TV-1, Manicouagan)

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 MHz). 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: Included as a bonus with CKBL-TV, Matane.

CBFT-2 Mont Laurier

(Ch. 3)

(Rebroadcasting station of CBFT-1, Mont Tremblant, P.Q.)

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 MHz). Authorized power: 5.54-kw visual, 2.8-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: Included as bonus with CBFT, Montreal.

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: Mont Louis.

Technical Facilities: Channel No. 2 (54-60 MHz). 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 and is included as a bonus with CKBL-TV, Matane.

Quebec—Montreal

CBMT

(Ch. 6)

(English Outlet)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 805-ft. above av. terrain, 167-ft. above ground, 744-ft. above sea level.

Latitude 45° 30' 20"
Longitude 73° 35' 32"

Transmitter: Mount Royal.

Studio: Radio Canada Bldg., 1425 Dorchester St. W.

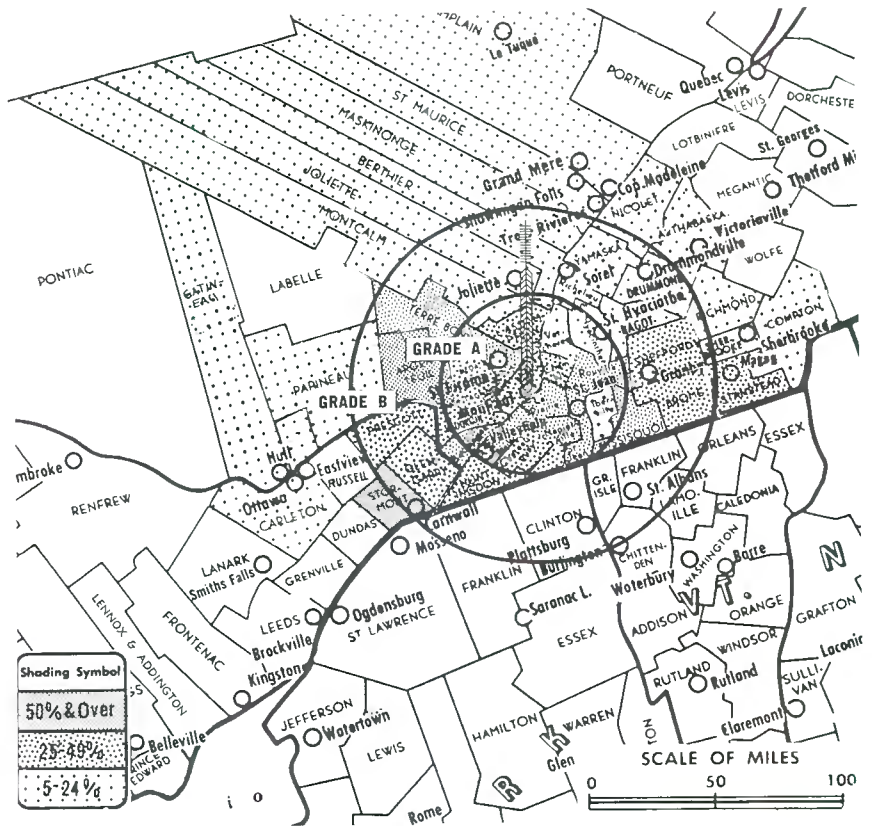
Telephone: 514-868-3211. **Telex:** 05-267-668.

TV tape: Recording facilities.

Color: Network, live, film & tape.

AM Affiliate: CBM, 50-kw, 940 kHz (CBC).

FM Affiliate: CBM-FM, 24.6-kw, 95.1 MHz (No. 236), 525-ft. antenna height



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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: CBC National Selective Sales.

Personnel:

Eric Koch, *director, English services.*

Ken Davey, *program director.*

M. Valiquette, *television sales director.*

J. R. Malloy, *director TV sales (Toronto).*

DIGEST OF RATE CARD NO. 22 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.
\$1625.00 \$975.00 \$650.00 \$488.00 \$325.00 \$210.00 \$160.00 \$115.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4570	Montreal Island	1,921,780
	4650	Argenteuil	29,900
	5009	Cornwall City	46,990
	5010	Stormont	60,240
Between 25-49%	4340	Stanstead	35,270
	4360	Shefford	60,460
	4395	Brome, Missisquoi	48,570
	4409	St. Jean U.A.	46,520
	4420	Rouville	31,350
	4430	St. Jean County	44,770
	4469	Valleyfield	33,470
	4470	Beauharnois	50,770
	4479	Montreal M.A.	2,538,720
	4480	Lassomption	60,910

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons	
Between 25-49%	4500	Chambly	228,870	
	4515	Laprairie, Napierville	72,990	
	4535	Chateaugay, Huntingdon	67,180	
	4555	Vaudreuil, Soulanges	47,440	
	4580	Jesus Island	230,060	
	4590	Deux Montagnes	51,600	
	4600	Terrebonne	137,360	
	5025	Glengarry Prescott	45,510	
	Between 5-24%	4280	Arthabasca	50,080
		4295	Nicolet, Yamaska	44,340
4330		Compton	20,510	
4349		Sherbrooke U.A.	84,160	
4350		Sherbrooke County	99,690	
4359		Granby City	33,140	
4369		Drummondville U.A.	43,330	
4370		Drummond	62,490	
4380		Richmond	39,790	
4410		Iberville	19,930	
4440		Richelieu	46,770	
4450		St. Hyacinthe	49,270	
4460		Bagot	23,150	
4490		Vercheres	34,640	
4599		St. Jerome	35,430	
4615		Joliette, Montcalm	71,550	
4630		Berthier	26,630	
4640	Maskinonge	20,620		
4659	Trois Rivières U.A.	93,920		
4660	St. Maurice	105,300		
4669	Shawinigan U.A.	60,720		
4671	Champlain North	22,840		
4672	Champlain South	87,640		
4680	Hull County	106,130		
4690	Gatineau	54,270		
4710	Papineau	30,630		
5069	Ottawa Hull M.A.	557,160		
5070	Carleton	461,070		
CBMT Total Persons:			4,702,370	
BBM Weekly Circulation (Nov. 1971):			1,675,929	
Metro Areas	4479	Montreal M.A.		
	5069	Ottawa Hull M.A.		

Quebec—Montreal

CBFT

(Ch. 2)

(French Outlet)

(Operates rebroadcasting stations CBFT-1, Mont Tremblant and CBFT-2, Mont Laurier, both Que.)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 900-ft. above av. terrain, 252-ft. above ground, 996-ft. above sea level.

Latitude 45° 30' 20"

Longitude 73° 35' 32"

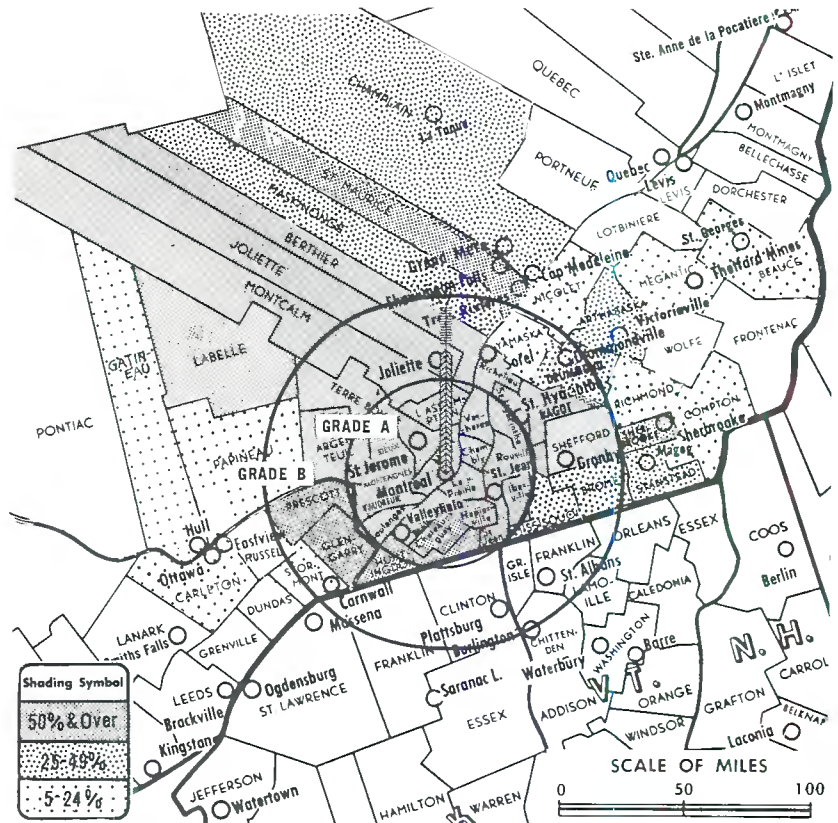
Transmitter: Mount Royal Park.

TV tape: Recording facilities.

Color: Network, live, film & tape.

AM Affiliate: CBF, 50-kw, 690 kHz (CBC).

FM Affiliate: CBF-FM, 24.6-kw, 100.7 MHz (No. 264), 805-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBFT Authorized: 7/20/60

CBFT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: Radio-Canada Bldg., 1425 Dorchester St. W.

Telephone: 514-868-3211. **Telex:** 05-267668.

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 (Canada), Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

J. Landry, *director of television.*

M. Valiquette, *television sales director.*

A. Chevalier, *manager, film service.*

W. Chevrier, *manager, TV national selective sales.*

J. M. Dugas, *TV program director.*

M. Thibault, *director of news & public affairs.*

L. Duval, *public relations officer.*

DIGEST OF RATE CARD NO. 25 (June 1, 1971)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.
\$2150.00 \$1240.00 \$860.00 \$645.00 \$475.00 \$310.00 \$250.00 \$165.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4359	Granby City	33,140
	4360	Shefford	60,460
	4409	St. Jean U.A.	46,520
	4410	Iberville	19,930
	4420	Rouville	31,350
	4430	St. Jean County	44,770
	4440	Richelieu	46,770
	4450	St. Hyacinthe	49,270
	4460	Bagot	23,150
	4469	Valleyfield	33,470
4470	Beauharnois	50,770	
4479	Montreal M.A.	2,538,720	

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4480	Lassomption	60,910
	4490	Vercheres	34,640
	4500	Chambly	228,870
	4515	Laprairie, Napierville	72,990
	4535	Chateauguy, Huntingdon	67,180
	4555	Vaudreuil, Soulanges	47,440
	4570	Montreal Island	1,921,780
	4580	Jesus Island	230,060
	4590	Deux Montagnes	51,600
	4599	St. Jerome	35,430
	4600	Terrebonne	137,360
	4615	Joliette, Montcalm	71,550
	4630	Berthier	26,630
	4650	Argenteuil	29,900
	4659	Trois Rivières U.A.	93,920
4660	St. Maurice	105,300	
4669	Shawinigan U.A.	60,720	
4700	Labelle	29,680	
5025	Glengarry Prescott	45,510	
Between 25-49%	4280	Arthabasca	50,080
	4340	Stanstead	35,270
	4349	Sherbrooke U.A.	84,160
	4350	Sherbrooke County	99,690
	4369	Drummondville U.A.	43,330
	4370	Drummond	62,490
	4395	Brome, Missisquoi	48,570
4640	Maskinonge	20,620	
4672	Champlain South	87,640	
Between 5-24%	4260	Megantic	56,070
	4270	Beauce	62,130
	4295	Nicolet, Yamaska	44,340
	4330	Compton	20,510
	4380	Richmond	39,790
	4671	Champlain North	22,840
	4680	Hull County	106,130
	4690	Gatineau	54,270
	4710	Papineau	30,630
5009	Cornwall City	46,990	
5010	Stormont	60,240	
5069	Ottawa Hull M.A.	557,160	
CBFT Total Persons:			4,389,180
BBM Weekly Circulation (Nov. 1971):			2,581,798
Metro Areas	4479	Montreal M.A.	

Quebec—Montreal

CFCF-TV

(Ch. 12)

(English Outlet)

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

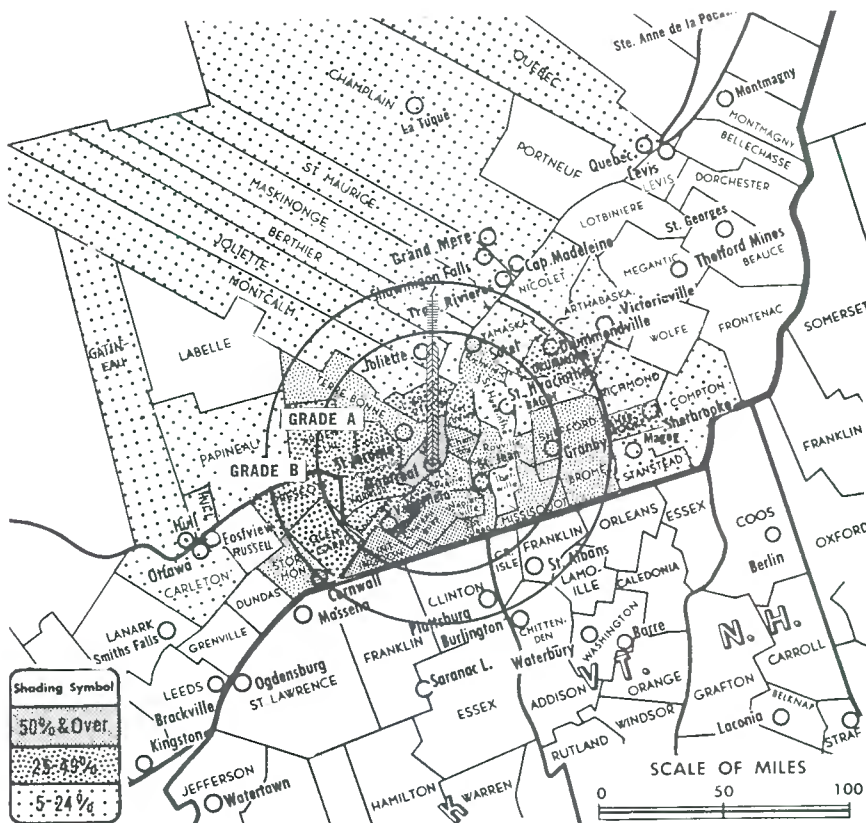
Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

Facsimile Service: AP.

AM Affiliate: CFCF, 5.0-kw, 600 kHz (CBS).

FM Affiliate: CFQR-FM, 41.4-kw, 92.5 MHz (No. 223), 970-ft. antenna height.



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CFCF-TV Authorized: 4/22/60

CFCF-TV

Network Service: CTV.

Licensee: Canadian Marconi Co., 2442 Trenton Ave., Montreal 304.

Studio: 405 Ogilvy Ave., Montreal 303.

Telephone: 273-6311. Twx No.: 01-2592.

Ownership: Canadian Marconi Co., L. M. Daley, pres.

Began Operation: Jan. 20, 1961.

Represented (sales) by Independent Communications Sales Ltd. (Montreal & Toronto); All-Canada Radio & Television Ltd. (Vancouver & U.S.).

Personnel:

Don Martz, vice president, broadcasting division.

George Bowden, operations manager.

Joe Thompson, engineering.

S. Reid, controller.

Lee Hambleton, marketing manager.

J. Krug, production manager.

Bill Callender, program manager.

Babs Pitt, advertising & promotion manager.

DIGEST OF RATE CARD NO. 14—(Jan. 1, 1970)

	30 or 20 Sec.	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.							
.....	\$550.00	\$325.00	\$220.00				

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4479	Montreal M.A.	2,538,720
	4500	Chambly	228,870
	4535	Chateauguay, Huntingdon	67,180
	4570	Montreal Island	1,921,780
	5009	Cornwall City	46,990
Between 25-49%	4349	Sherbrooke U.A.	84,160
	4350	Sherbrooke County	99,690
	4359	Granby City	33,140
	4360	Shefford	60,460

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Between 25-49%	4369	Drummondville U.A.	43,330
	4370	Drummond	62,490
	4395	Brome, Missisquoi	48,570
	4409	St. Jean U.A.	46,520
	4420	Rouville	31,350
	4430	St. Jean County	44,770
	4440	Richelieu	46,770
	4469	Valleyfield	33,470
	4470	Beauharnois	50,770
	4480	Lassomption	60,910
	4490	Vercheres	34,640
	4515	Laprairie, Napierville	72,990
	4555	Vaudreuil, Soulanges	47,440
	4580	Jesus Island	230,060
	4590	Deux Montagnes	51,600
	4599	St. Jerome	35,430
	4600	Terrebonne	137,360
	4650	Argenteuil	29,900
	5010	Stormont	60,240
	5025	Glengarry Prescott	45,510

Between 5-24%	4199	Quebec M.A.	447,110
	4200	Quebec County	414,370
	4280	Arthabasca	50,080
	4295	Nicolet, Yamaska	44,340
	4330	Compton	20,510
	4340	Stanstead	35,270
	4380	Richmond	39,790
	4410	Iberville	19,930
	4450	St. Hyacinthe	49,270
	4460	Bagot	23,150
	4615	Joliette, Montcalm	71,550
	4630	Berthier	26,630
	4640	Maskinonge	20,620
	4659	Trois Rivières U.A.	93,920
	4660	St. Maurice	105,300
	4669	Shawinigan U.A.	60,720
	4671	Champlain North	22,840
	4672	Champlain South	87,640
	4680	Hull County	106,130
	4690	Gatineau	54,270
4710	Papineau	30,630	
5069	Ottawa Hull M.A.	557,160	
5070	Carleton	461,070	

CFCF-TV Total Persons: 5,116,740
BBM Weekly Circulation (Nov. 1971): 1,939,982

Metro Areas 4479 Montreal M.A.
5069 Ottawa Hull M.A.

Quebec—Montreal

CFTM-TV

(Ch. 10)

(French Outlet)

Technical Facilities: Channel No. 10 (192-198 MHz). 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.

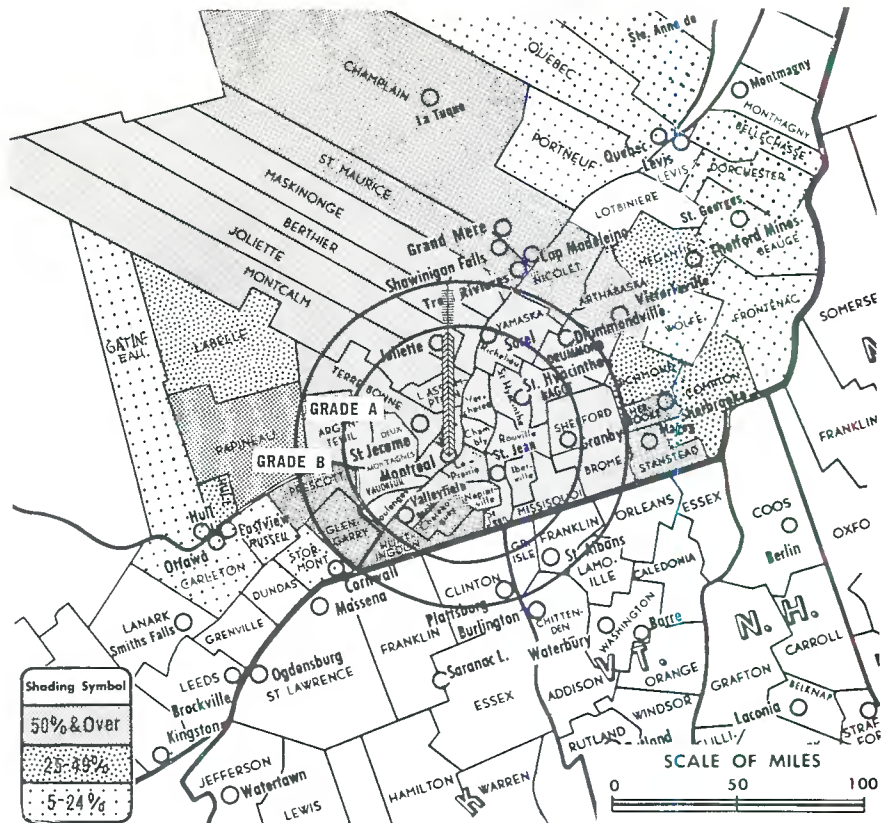
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI, France Presse, Canadian Press, Broadcast News, Telbec.

Facsimile Service: UPI.

News Film Service: UPI.



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CFTM-TV Authorized: 4/26/60

CFTM-TV

Licensee: Tele-Metropole Corp., 1405 Alexandre-DeSeve, Montreal 133, P.Q.

Studio: 1425 Alexandre-DeSeve, Montreal.

Telephone: 526-9251.

Ownership: Paul L'Anglais, chmn.; Roland Giguere, pres. & gen. mgr.

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:

Robert L'Herbier, vice president, programs & production.
Gaston W. Belanger, vice president, sales & promotion.
Robert Trudeau, vice president, administration & finance.
Jean Faquin, production director.
Maurice Bastien, film director.
Maurice Doucet, technical operations director.
Jean Marion, public relations.

DIGEST OF RATE CARD NO. 11 (June 1, 1971)

30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$1750.00	\$1050.00	\$800.00*	\$520.00*	\$520.00*	\$400.00*

*Class AA—6-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4280	Arthabasca	50,080
	4295	Nicolet, Yamaska	44,340
	4340	Stanstead	35,270
	4349	Sherbrooke U.A.	84,160
	4350	Sherbrooke County	99,690
	4359	Granby City	33,140
	4360	Shefford	60,460
	4369	Drummondville U.A.	43,330
	4370	Drummond	62,490
	4395	Brome, Missisquoi	48,570
	4409	St. Jean U.A.	46,520
	4410	Iberville	19,930
	4420	Rouville	31,350
	4430	St. Jean County	44,770
	4440	Richelieu	46,770
	4450	St. Hyacinthe	49,270
	4460	Bagot	23,150

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4469	Valleyfield	33,470
	4470	Beauharnois	50,770
	4479	Montreal M.A.	2,538,720
	4480	Lassomption	60,910
	4490	Vercheres	34,640
	4500	Chambly	228,870
	4515	Laprairie, Napierville	72,990
	4535	Chateaugay, Huntingdon	67,180
	4555	Vaudreuil, Soulanges	47,440
	4570	Montreal Island	1,921,780
	4580	Jesus Island	230,060
	4590	Deux Montagnes	51,600
	4599	St. Jerome	35,430
	4600	Terrebonne	137,360
	4615	Joliette, Montcalm	71,550
4630	Berthier	26,630	
4640	Maskinonge	20,620	
4650	Argenteuil	29,900	
4659	Trois Rivieres U.A.	93,920	
4660	St. Maurice	105,300	
4669	Shawinigan U.A.	60,720	
4671	Champlain North	22,840	
4672	Champlain South	87,640	
4710	Papineau	30,630	
5025	Glengary Prescott	45,510	
Between 25-49%	4260	Megantic	56,070
	4330	Compton	20,510
	4380	Richmond	39,790
	4680	Hull County	106,130
4700	Labelle	29,680	
Between 5-24%	4190	Montmorency	25,030
	4199	Quebec M.A.	447,110
	4200	Quebec County	414,370
	4220	Bellechasse	22,830
	4230	Dorchester	31,300
	4250	Portneuf	49,780
	4270	Beauce	62,130
	4315	Frontenac, Wolfe	41,660
	4690	Gatineau	54,270
	5009	Cornwall City	46,990
5010	Stormont	60,240	
5040	Russell	22,970	
5069	Ottawa Hull M.A.	557,160	
5070	Carleton	461,070	
CFTM-TV Total Persons:			5,458,190
BBM Weekly Circulation (Nov. 1971):			2,908,157
Metro Areas	4479	Montreal M.A.	
	4199	Quebec	
	5069	Ottawa Hull M.A.	

CBFT-1

Mont Tremblant

(Ch. 11)

Network Service: CBC, French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Top of Mont Tremblant.

Technical Facilities: Channel No. 11 (198-204 MHz). 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 MHz). 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: Included as a bonus with CKBL-TV, Matane.

CKMU-TV-1 Murdochville

(Ch. 2)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Licensee: Murdochville Television Inc.

Transmitter: Needle Mt., near Murdochville.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: R.E. Ford, pres.; R. B. Bechervaise, secy.-treas.

Began Operation: June 17, 1965.

Rates: Included as a bonus with CKCW-TV, Moncton.

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 MHz). 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: Included as a bonus with CJBR-TV, Rimouski.

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 MHz). 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: Included as a bonus with CJBR-TV, Rimouski.

1972-73 Edition

Quebec

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 MHz). 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: Included as a bonus with CHAU-TV, Carleton.

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 MHz). Authorized power: 19-watts visual, 2.85-watts aural. Antenna: 61-ft. above av. terrain, lat. 48° 19' 20", long. 70° 49' 48".

Color: Network & film.

Began Operation: Nov., 1963.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.), Hardy Radio & Television Ltd. (Toronto, Montreal, Quebec, Winnipeg & Vancouver).

Rates: Included as a bonus with CKRS-TV, Jonquiere.

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 MHz). 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: Included as a bonus with CHAU-TV, Carleton.

BLACKBURN & COMPANY, INC.

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BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

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 2, P.Q.

Studio: 1000 Myrand St., Ste. Foy.

Transmitter: 1000 Myrand St., Ste. Foy.

Telephone: 688-9330. Telex: 011-234.

Technical Facilities: Channel No. 5 (76-82 MHz). 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, live, 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 E. S. Sumner Corp. (U.S.); Hardy Radio & Television (Montreal, Toronto, Vancouver & Winnipeg).

Personnel:

Jean A. Pouliot, *president*.

France Fortin, *vice president, operations*.

A. P. Fitzgibbons, *general sales manager*.

Paul Chamberland, *director of programs*.

J. L. Rochon, *comptroller & director of personnel*.

Gerard Fortin, *director of engineering*.

G. Ranger, *publicity, promotion & public relations director*.

Louis Langlois, *news chief*.

DIGEST OF RATE CARD NO. 11—(June 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., Sun.-Fri.; 6-11 p.m., Sat.							
\$140.00	\$93.00	\$67.00	\$60.00	\$40.00	\$32.00	\$32.00	\$20.00

CKMI-TV Total Persons: 799,470

BBM Weekly Circulation (Nov. 1971): 143,970

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: CJBR-TV Ltee., 273 St. Jean-Baptiste St. W.

Studio: 273 St. Jean-Baptiste St. W. Telephone: 723-2217.

Transmitter: Bic Hill.

Technical Facilities: Channel No. 3 (60-66 MHz). 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, tape.

News Wire Service: Broadcast News.

AM Affiliate: CJBR, 10-kw, 900 kHz (CBC).

FM Affiliate: CJBR-FM, 20-kw, 101.5 MHz (No. 268), 1335-ft. antenna height.

Ownership: CJBR-TV Ltee. is controlled by Telemedia (Quebec) Limitee.

Began Operation: Nov. 21, 1954. Transfer of control of present owner approved by CRTC June 1970.

Represented (sales) by All-Canada Radio & Television Ltd. (for U.S.) & Stovln-Byles Ltd.; Paul L'Anglais Inc. (Toronto & Montreal); Forjoe Inc. (New York).

Personnel:

Andre Lecomte, *president & station manager*.

Francois Raymond, *v.p., program director & film buyer*.

DIGEST OF RATE CARD NO. 12—(April 1, 1971)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$425.00	\$275.00	\$175.00	\$95.00*	\$75.00*	\$80.00*	\$40.00*

*Class AA—6-10:30 p.m., daily.

CJBR-TV Total Persons: 325,800

BBM Weekly Circulation (Nov. 1971): 187,374

CHAU-TV-7 Riviere-au-Renard

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

Network Service: CBC, same as CHAU-TV, Carleton, Que.

Licensee: Television de la Bale des Chaleurs Inc., Carleton, Que.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 97.5-watts visual, 48.8-watts aural. Antenna: Directional, 707-ft. above ground, lat. 48° 59' 52", 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.

CKRT-TV Riviere du Loup

(Ch. 7)

(Also operates satellite rebroadcasting stations CKRT-TV-1, Bale St. Paul; CKRT-TV-2, Ste. Rose du Degele; CKRT-TV-3, St. Patrice; CKRT-TV-4, Cabano; CKRT-TV-5, St. Urbain, all 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. Telex: 011-3115.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 49.5-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 & tape.

TV tape: Recording facilities.

Ownership: Luc Simard, *pres. & gen. mgr.*, 38.5%; Gerard Simon, *v.p. & treas.*, 40%; Gerard Simon Inc., 5%; Radio CJPF Ltee. & Lucette B. Simard, 3.3% each; 18 others, none with as much as 3%.

Began Operation: Jan. 14, 1962.

Represented (sales) by Hardy Radio & Television Ltd., (Montreal & Toronto & Winnipeg); Devney Organization (U.S.).

Personnel:

Luc Simard, *president & general manager*.

Vincent Gagnon, *sales manager*.

Gerard Simon, *vice president & treasurer*.

Germain Gelinas, *technical director*.

DIGEST OF RATE CARD NO. 9 (Sept. 1, 1971)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.							
\$160.00	\$110.00	\$95.00	\$80.00	\$60.00	\$45.00	\$45.00	\$25.00

CKRT-TV Total Persons: 198,880

BBM Weekly Circulation (Nov. 1971): 118,236

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 MHz). 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 & film.

Began Operation: Jan. 8, 1963.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Quebec, Vancouver, 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.

For Quebec CATV Systems,
See Services Volume

**CKRN-TV
Rouyn-Noranda**

(Ch. 4)

(French Outlet)

(Also operates satellite rebroadcasting stations CKRN-TV-1, Senneterre; CKRN-TV-2, Val d'Or; CKRN-TV-3, Ville Marie; CKRN-TV-4, Matagami, all Que.)

Network Service: CBC.

Licensee: Northern Radio-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. Telex: 011-77526.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 115-kw visual, 57.5-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, tape.

News Wire Service: Broadcast News.

AM Affiliate: CKRN, 1-kw, 1400 kHz (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 Sarre, 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*.
Roger Houle, *news & sports director*.
Brigitte Guimont, *executive assistant*.
Real Tremblay, *chief technician*.

DIGEST OF RATE CARD NO. 7—(June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.							
\$240.00	\$160.00	\$130.00	\$115.00	\$85.00	\$60.00	\$45.00	\$25.00

CKRN-TV Total Persons: 298,220

BBM Weekly Circulation (Nov. 1971): 155,211

**CBVT-1
St. Georges de Beauce**

(Ch. 2)

Network Service: CBC French Network, same as CBVT, Quebec.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Georges de Beauce.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts pedestal power visual, 2-watts aural. Antenna: Directional, 332-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: Included as bonus with CBVT, Quebec.

**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 MHz). Authorized power: 219-watts visual, 109-watts aural. Antenna: 700-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: Included as bonus with CHAU-TV, Carleton.

**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., 1 rue Frontenac, Riviere-du-Loup.

Transmitter: La Pointe, St. Patrice, Riviere du Loup.

Technical Facilities: Channel No. 13 (210-216 MHz). 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".

1972-73 Edition

Began Operation: Dec. 10, 1964.

Rates: Bonus with CKRT-TV, Riviere du Loup.

**CKRT-TV-2
Ste. Rose du Degele**

(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., 1 rue Frontenac, Riviere-du-Loup.

Transmitter: Route 10, Ste. Rose du Degelis, Cte. Temiscouata.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: Bonus with CKRT-TV, Riviere du Loup.

**CKRT-TV-5
St. Urbain**

(Ch. 5)

(Satellite rebroadcasting station of CKRT-TV Riviere du Loup, P.Q.)

Network Service: CBC, same as CKRT-TV Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 Rue Frontenac, Riviere du Loup.

Transmitter: St. Urbain, P.Q.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 41.8-watts visual, 8.4-watts aural. Antenna: 1,000-ft. above sea level, lat. 47° 33' 02", long. 70° 33' 46".

Began Operation: May 3, 1969.

Rates: This is an automatic repeater of CKRT-TV Riviere du Loup, P.Q. 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: Iron Ore Co. of Canada Aviation Ltd., Suite 1150, 1245 Sherbrooke St. W., Montreal 109, Que.

Transmitter: 1-mi. W of town.

Technical Facilities: Channel No. 11 (198-204 MHz). 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.

Rates: See CJCL-TV, Labrador City.

CFKL-TV Total Persons: 41,220
BBM Weekly Circulation (Nov. 1971): 2,392

**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: Northern Radio-Radio Nord Inc., 70 Gamble St. W., Rouyn, Que.

Transmitter: Senneterre, Que.

Technical Facilities: Channel No. 7 (174-180 MHz). 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: Bonus with CKRN-TV, Rouyn-Noranda.

For Network Listings,
See Services Volume

Quebec—Sherbrooke

CHLT-TV

(Ch. 7)

(French Outlet)

Technical Facilities: Channel No. 7 (174-180 MHz). 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 kHz (CBC).

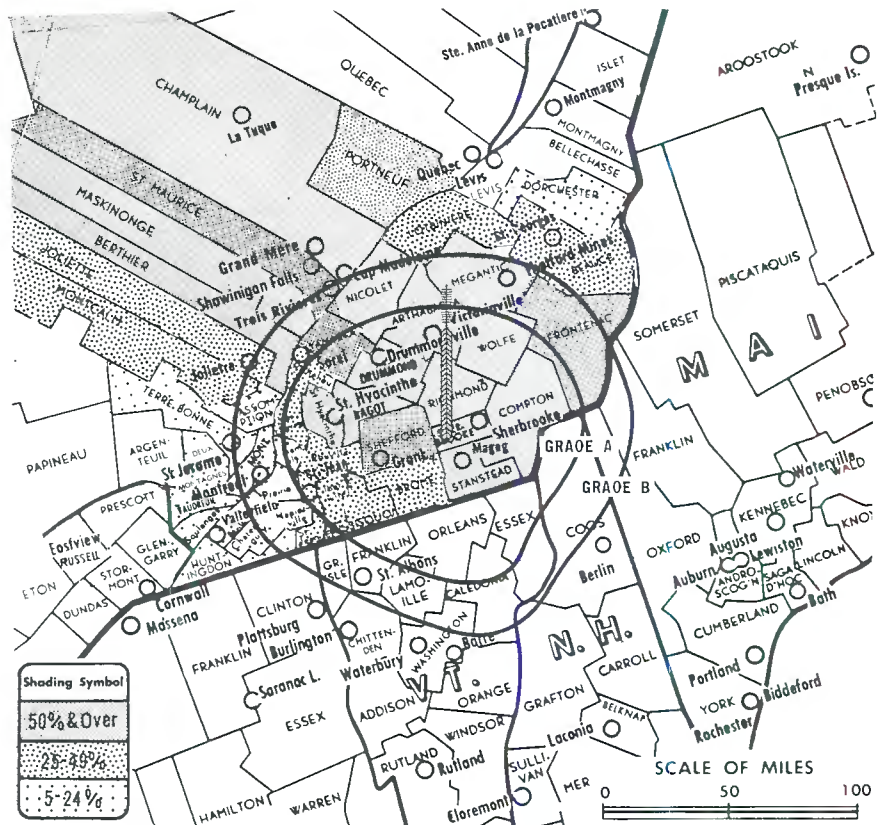
FM Affiliate: CHLT-FM, 62-kw, 102.7 MHz (No. 274).

Color: Network. live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News, Telbec.

Facsimile Service: Canadian Press.



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CHLT-TV Authorized 8/28/56

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CHLT-TV

Network Service: CBC.

Licensee: Radio-Television Sherbrooke (1967) Inc., 3330 King St. W., Sherbrooke.

Studio: 3330 King West.

Telephone: 569-9331.

Ownership: Radio-Television Sherbrooke (1967) Inc.; J. L. Gauthier, pres.

Began Operation: Aug. 12, 1956.

Represented (sales) by Opex Communications Ltee. (selective); Paul L'Anglais (programs); E. S. Sumner Corp. (U.S.).

Personnel:

Jean-Louis Gauthier, *president*.
Andre Mercier, *vice president & general manager*.
Normand Beauchamp, *general sales manager*.
Marcel Rheault, *program director*.
Robert Thiebault, *chief engineer*.

DIGEST OF RATE CARD NO. 19—(July 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.
Class AA—6-11 p.m., daily.
\$800.00 \$500.00 \$240.00 \$160.00 \$180.00 \$100.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4260	Megantic	56,070
	4280	Arthabasca	50,080
	4295	Nicolet, Yamaska	44,340
	4315	Frontenac, Wolfe	41,660
	4330	Compton	20,510
	4340	Stanstead	35,270
	4349	Sherbrooke U.A.	84,160
	4350	Sherbrooke County	99,690

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4359	Granby City	33,140
	4360	Shefford	60,460
	4369	Drummondville U.A.	43,330
	4370	Drummond	62,490
	4380	Richmond	39,790
	4450	St. Hyacinthe	49,270
	4460	Bagot	23,150
	4630	Berthier	26,630
	4640	Maskinonge	20,620
	4659	Trois Rivières U.A.	93,920
	4660	St. Maurice	105,300
	4669	Shawinigan U.A.	60,720
4671	Champlain North	22,840	
4672	Champlain South	87,640	
Between 25-49%	4240	Lotbinière	26,490
	4250	Portneuf	49,780
	4270	Beauce	62,130
	4395	Brome, Missisquoi	48,570
	4409	St. Jean U.A.	46,520
	4410	Iberville	19,930
	4420	Rouville	31,350
	4430	St. Jean County	44,770
4440	Richelieu	46,770	
4490	Vercheres	34,640	
4615	Joliette, Montcalm	71,550	
Between 5-24%	4230	Dorchester	31,300
	4469	Valleyfield	33,470
	4470	Beauharnois	50,770
	4479	Montreal M.A.	2,538,720
	4480	Lassumption	60,910
	4500	Chambly	228,870
	4515	Laprairie, Napierville	72,990
	4535	Châteauguay, Huntingdon	67,180
	4555	Vaudreuil, Soulanges	47,440
	4570	Montreal Island	1,921,780
4590	Deux Montagnes	51,600	
4599	St. Jerome	35,430	
4600	Terrebonne	137,360	
CHLT-TV Total Persons:			3,951,990
BBM Weekly Circulations (Nov. 1971):			1,026,207
Metro Areas 4479 Montreal M.A.			

CBFST-2
Temiscaming

(Ch. 12)

(Rebroadcasting station of CBFST, Sturgeon Falls, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thorne, Ont.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 7.08-kw visual, 1.416-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: Bonus with CBFST, Sturgeon Falls.

CJTK-TV
Temiscaming

(Ch. 3)

(Satellite rebroadcasting station of CKNY-TV, North Bay, Ont.)

Network Service: Same as CFCH-TV, North Bay.

Licensee: Cambrian Bcstg., Sudbury, Ont.

Transmitter: Temiscaming, Que.

Technical Facilities: Channel No. 3 (60-66 MHz). 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: Bonus with CKNY-TV, North Bay, regional with CKSO-TV, Sudbury.

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 MHz). Authorized power: 325-kw visual, 65-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, film & tape.

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 Paul L'Anglais Inc. & Stovin-Byles Ltd. (Canada); E. S. Sumner Corp. & All Canada Radio-TV Ltd. (U.S.).

Personnel:

Henri Audet, *president & general manager.*

Robert Bonneau, *station manager & chief engineer.*

Jean Brousseau, *production manager.*

Gilles Dussault, *sales manager.*

Albert Aublchon, *film buyer.*

DIGEST OF RATE CARD NO. 9—(June 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-11 p.m., daily.

\$340.00 \$225.00 \$197.00 \$170.00 \$130.00 \$90.00 \$80.00 \$50.00

CKTM-TV Total Persons: 947,960

BBM Weekly Circulation (Nov. 1971): 388,039

Quebec

CKRN-TV-2
Val d'Or

(Ch. 8)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Val d'Or.

Technical Facilities: Channel No. 8 (180-186 MHz). 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: Bonus with CKRN-TV, Rouyn.

CKRN-TV-3
Ville-Marie

(Ch. 6)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Ville-Marie.

Technical Facilities: Channel No. 6 (174-180 MHz). 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.

Hogan-Feldmann, Inc.
MEDIA BROKERS · CONSULTANTS
4404 Riverside Drive, Box 1545
Burbank, California 91505
Area Code 213 849-3201

SASKATCHEWAN

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 MHz). 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: Included as a bonus with CKBI-TV, Prince Albert.

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.

Licensee: Central Broadcasting Co., Ltd., 10th St. West, Prince Albert, Sask.

Transmitter: Big River, Sask.

Technical Facilities: Channel No. 9 (186-192 MHz). 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".

Ownership: See CKBI-TV, Prince Albert.

Began Operation: Dec. 15, 1966.

Rates: Included as a bonus with CKBI-TV, Prince Albert.

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 MHz). Authorized power: 100-kw visual, 16-kw aural. Antenna: 891-ft. above av. terrain, 921-ft. above ground, 3416-ft. above sea level, lat. 49° 44' 22", long. 102° 16' 38".

Color: Network, live, film, slide & tape.

Began Operation: Sept. 1961.

Rates: Included as a bonus with CKOS-TV, Yorkton.

CKCK-TV-1

Colgate

(Ch. 12)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV, Regina.

Licensee: Armadale Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Near Colgate, Sask.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 15.1-kw visual, 3.02-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: Included as a bonus with CKCK-TV, Regina.

CJFB-TV-1

Eastend

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

1050-b

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Eastend.

Technical Facilities: Channel No. 2 (54-60 MHz). 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: Included as a bonus with CJFB-TV, Swift Current.

CBKMT-2

Fort Qu'Appelle

(Ch. 5)

(Rebroadcasting station of CBKRT, Regina, Sask.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Fort Qu'Appelle, Sask.

Color: Network.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts pedestal. Antenna: 100-ft. above ground, lat. 50° 47' 00", long. 103° 47' 03".

Began Operation: July 1, 1971.

Rates: This is an automatic repeater of CBKRT, Regina, Sask. and is included as a bonus with that station.

CKQV-TV

Fort Qu'Appelle

(Ch. 11)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV.

Licensee: Fort Qu'Appelle & B-Say-Tah Television Assn.

Transmitter: 1-mi. N of Fort Qu'Appelle.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts peak. Antenna: 86-ft. above av. terrain, lat. 50° 47' 00", long. 103° 47' 03".

Began Operation: July 5, 1971.

Rates: Bonus with CKCK-TV, Regina, Sask.

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 MHz). Authorized power: 3-kw visual, 1.6-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.

CBTA-TV-2

La Ronge

(Ch. 12)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: La Ronge, Sask.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5 watts visual, 2.5 watts aural. Antenna: 112-ft. above av. terrain, 87-ft. above sea level, lat. 55° 05' 54", long. 105° 17' 42".

Began Operation: Feb. 27, 1970.

Rates: This is an automatic repeater and is included as a bonus with the CBC English network.

CKSA-TV

Lloydminster

(See Lloydminster, Alta.)

TV Factbook No. 42

Saskatchewan—Moose Jaw

CBKMT

(Ch. 4)

(Also operates satellite rebroadcasting station, CBKRT, Regina, Sask.)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 25-kw aural. Antenna: 1000-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

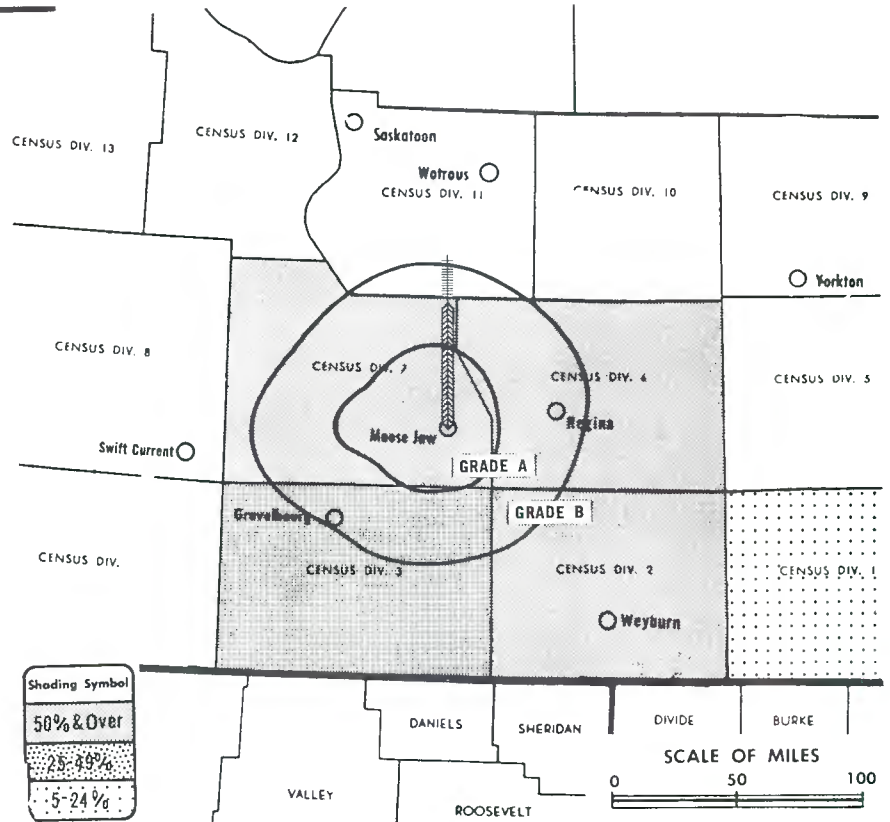
Latitude 50° 23' 25"
Longitude 105° 55' 38"

Transmitter: Caron, Sask.

Studio: 127 Main St. N, Moose Jaw, Sask.

Color: Network.

News Wire Service: Broadcast News, Canadian Press.



CBKMT Authorized: 8/15/58

CBKMT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont. Telephone: 306-693-4683. Telex: 031-2190.

Began Operation: July 7, 1959. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

Represented (sales) by: CBC National Selective TV Sales (Canada); Canadian Standard Broadcast Sales (U.S.).

Personnel:

A. E. Parr, *station manager, Regina.*
C. Oliver, *news supervisor, Regina.*
W. Hudema, *sales representative.*
G. Goudie, *technical operations supervisor.*
P. Sidwell, *operations manager.*
A. Small, *information services representative, Regina.*

Rates: See CBKRT, Regina, Sask.

For BBM Bureau of Measurement Data,
see CBKRT, Regina, Sask.

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Saskatchewan

CHAT-TV-2 Maple Creek

(Ch. 10)

(Satellite rebroadcasting station of CHAT-TV-1, Pivot, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Bcstg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Maple Creek, Sask.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 45-watts visual, 4.5-watts aural. Antenna: 150-ft. above av. terrain, 60-ft. above ground, 2500-ft. above sea level, lat. 49° 52' 46", long. 109° 29' 10".

Began Operation: Oct. 7, 1969.

Rates: This is an automatic repeater of CHAT-TV, Medicine Hat, Alta. via CHAT-TV-1, Pivot, Alta. and is included as a bonus with that station.

CKMJ-TV Marquis (Moose Jaw)

(Ch. 7)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV.

Licensee: Armadale Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Marquis.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55.4-kw visual, 11.08-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.

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., 5026 50th St., Lloydminster, Alta.

Transmitter: 1-mi. SW of Meadow Lake.

Technical Facilities: Channel No. 12 (204-210 MHz). 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.

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 MHz). 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-1, Alticane, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

1052-b

Transmitter: North Battleford.

Technical Facilities: Channel No. 7 (174-180 MHz). 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 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 MHz). Authorized power: 61-kw visual (100-kw directional), 12.2-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.

News Wire Service: Broadcast News.

AM Affiliate: CKBI, 10-kw, 900 kHz.

Ownership: E. A. Rawlinson, pres.-gen. mgr. & F. F. Rawlinson, 50% each.

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. Cennon, *program manager & film buyer.*

Tom Van Nes, *chief engineer.*

DIGEST OF RATE CARD NO. 10 (June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A--6-11 p.m., daily.							
\$260.00	\$190.00	\$165.00	\$110.00	\$95.00	\$60.00	\$60.00	\$25.00

CKBI-TV Total Persons: 267,230

BBM Weekly Circulation (Nov. 1971): 132,526

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 MHz). 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.

CBCP-TV-1 Shaunavon

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Shaunavon, Sask.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1.488-kw visual, 0.1488-kw aural. Antenna: 560-ft. above av. terrain, 418-ft. above ground, 3793-ft. above sea level, lat. 49° 28' 05", long. 108° 26' 04".

Began Operation: Dec. 20, 1968.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

(Continued on page 1057-b)

Saskatchewan—Regina

CBKRT

(Ch. 9)

(Rebroadcasting station of CBKMT, Moose Jaw, Sask.)

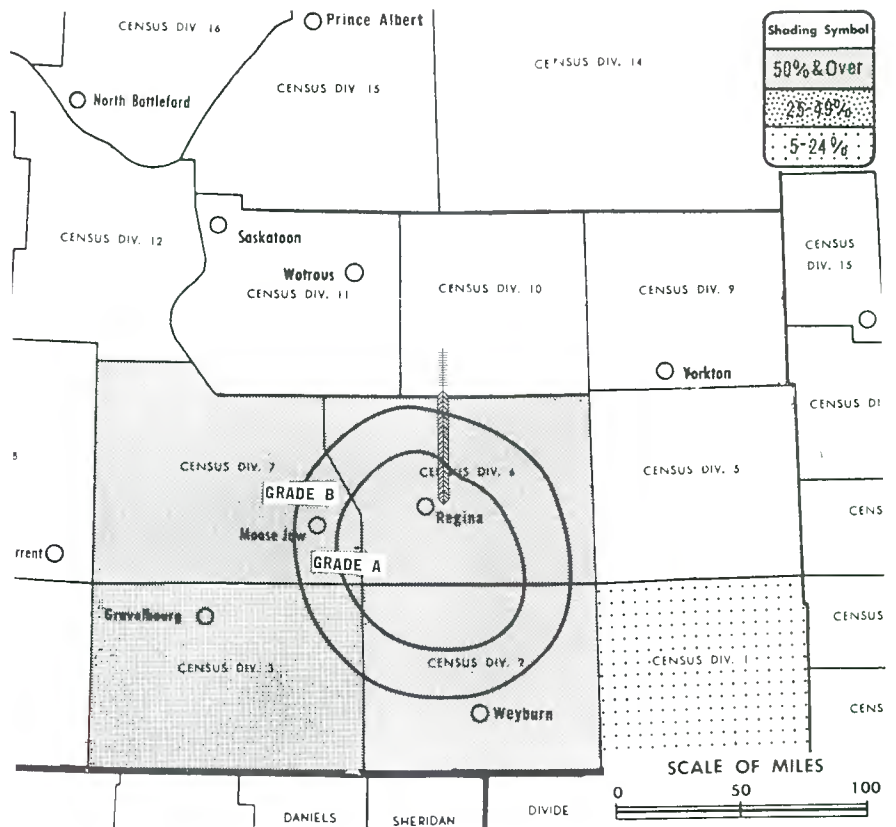
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 140-kw visual, 75-kw aural. Antenna: 680-ft. above av. terrain, 736-ft. above ground, 1956-ft. above sea level.

Latitude 50° 28' 58"
Longitude 104° 30' 20"

Transmitter: 2-mi. NE of Regina.
Studio: 127 Main North, Moose Jaw.
Color: Network.

News Wire Service: Canadian Press, Broadcast News.

AM Affiliate: CBK, 50-kw, 540-kHz (CBC).



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CBKRT Authorized: 9/17/62

CBKRT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Regina Address: 1840 McIntyre St.

Telephone: 306-523-6641. **Telex:** 031-2289.

Ownership: CBC.

Began Operation: Dec. 21, 1962. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

Personnel: See CBKMT, Moose Jaw.

DIGEST OF RATE CARD NO. 3—(June 1, 1971)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7-11 p.m., daily.	\$625.00	\$375.00	\$250.00	\$188.00	\$125.00	\$82.00	\$63.00	\$44.00

Rates include CBKMT, Moose Jaw.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	7020	Census Division 2	28,170
	7030	Census Division 3	21,960
	7069	Regina M.A.	136,150
	7070	Census Division 6	170,690
	7079	Moose Jaw City	30,680
	7080	Census Division 7	51,530
Between 25-49%	None Between 25-49%		
Between 5-24%	7010	Census Division 1	34,660
CBKRT Total Persons:			307,010
BBM Weekly Circulation (Nov. 1971):			226,354
Metro Areas	7069	Regina M.A.	

Saskatchewan—Regina

CKCK-TV

(Ch. 2)

(Also operates satellite rebroadcasting stations CKCK-TV-1, Colgate; CKCK-TV-2, Willow Bunch; CKMJ-TV, Marquis-Moose Jaw; CKQV-TV, Fort Qu'Appelle, Sask.)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-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 & tape.

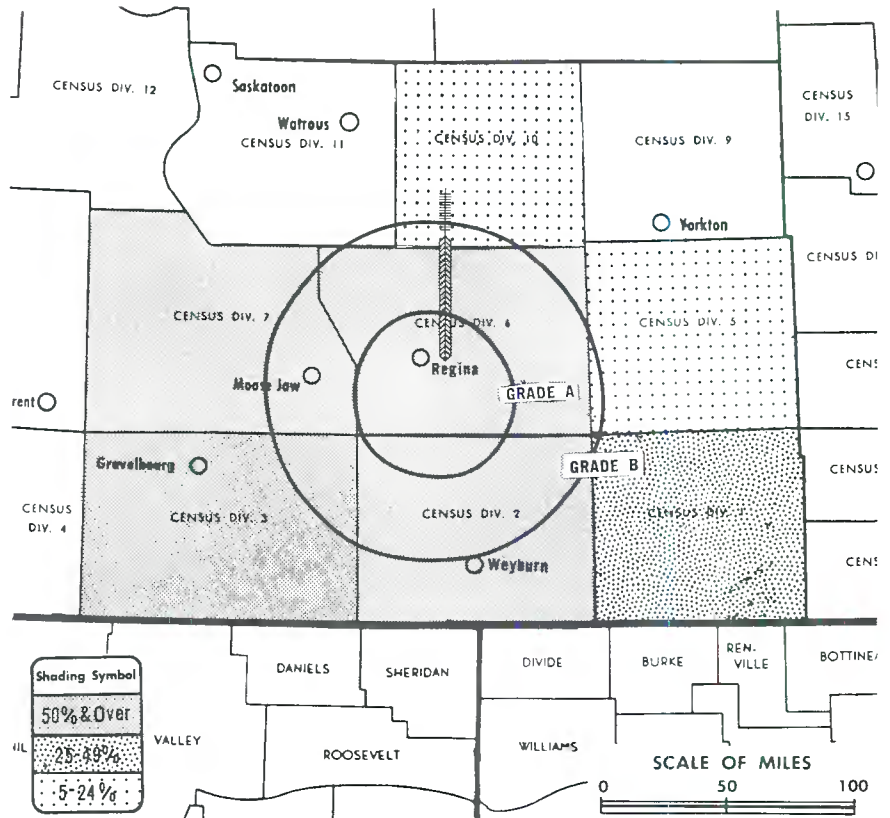
News Wire Service: Broadcast News.

News Film Service: CTV.

TV tape: Recording facilities.

AM Affiliate: CKCK, 5-kw, 620 kHz.

Studio: Hwy. No. 1, 3 mi. E of city.



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CKCK-TV Authorized: 4/20/56

CKCK-TV

Network Service: CTV.

Licensee: Armadale Communications Ltd., Box 2000.

Telephone: 306-523-6671. **Telex:** 031-2433.

Ownership: Armadale also operates CKCK, Regina; CKOC, Hamilton & CKRC, Winnipeg; Clifford Sifton, chmn. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

Began 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 & managing director*.

Bruce E. Coure, *general manager*.

Gayle Robinson, *general sales manager*.

Lloyd Westmoreland, *assistant manager & film buyer*.

Doug Lee, *operations manager*.

Mel Friesen, *production manager*.

John Wells, *sports director*.

Frank Flegel, *news manager*.

Lorne McBride, *director of engineering*.

DIGEST OF RATE CARD NO. 21—(April 1, 1971)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec.
Class AAA—6-11 p.m., Sun.-Fri.
Program rates on request \$180.00 \$135.00 \$135.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	7020	Census Division 2	28,170
	7030	Census Division 3	21,960
	7069	Regina M.A.	136,150
	7070	Census Division 6	170,690
	7079	Moose Jaw City	30,680
	7080	Census Division 7	51,530
Between 25-49%	7010	Census Division 1	34,660
Between 5-24%	7060	Census Division 5	43,290
	7100	Census Division 10	27,960
CKCK-TV Total Persons:			378,260
BBM Weekly Circulation (Nov. 1971):			290,239
Metro Areas 7069 Regina M.A.			

Saskatchewan—Saskatoon

CBKST (Ch. 11)

(Repeated by CBKST-1, Stanraer, Sask.)

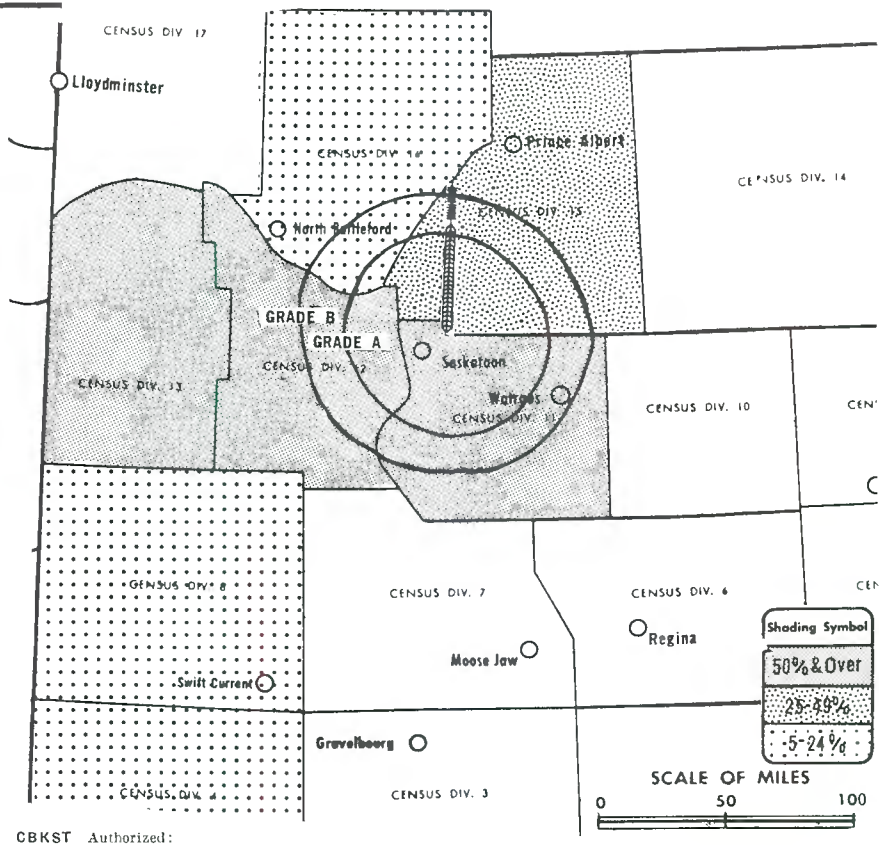
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 786-ft. above av. terrain, 550-ft. above ground, 2500-ft. above sea level.

Latitude 52° 10' 25"
Longitude 106° 25' 42"

Transmitter: 12-mi. NE of Saskatoon.

TV tape: Recording facilities.

Color: Network, film & slide.



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CBKST Authorized:

CBKST

Network Service: CBC English network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: C.N. Towers, 5th Floor, 1st Ave. N.

Telephone: 306-652-0922. **Telex:** 034222.

Began Operation: Oct. 17, 1971.

Represented (sales) by: CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

H. Garmsen, *station manager.*

D. G. Holtsman, *sales representative.*

D. Walder, *supervisor, technical operations.*

A. Pressman, *news editor.*

J. Heartwell, *information & public relations.*

DIGEST OF RATE CARD NO. 1 (Sept. 15, 1971)

Hour	30 Min.	15 Min.	5 Min.	60 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	\$150.00	\$98.00	\$75.00
	\$53.00						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	7109	Saskatoon M.A.	123,440
	7110	Census Division 11	150,510
	7120	Census Division 12	24,330
	7130	Census Division 13	29,000
Between 25-49%	7150	Census Division 15	79,410
Between 5-24%	7045	Census Division 4 and 8	53,770
	7160	Census Division 16	39,280
CBKST Total Persons:			376,300
BBM Weekly Circulation (Nov. 1971):			208,317
Metro Areas	7109	Saskatoon M.A.	

Saskatchewan—Saskatoon

CFQC-TV

(Ch. 8)

(Operates satellite rebroadcasting station CFQC-TV-1, Stranraer, Sask.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 325-kw visual, 180-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level.

Latitude 52° 11' 30"

Longitude 106° 23' 01"

Transmitter: 14-mi. ENE of Saskatoon.

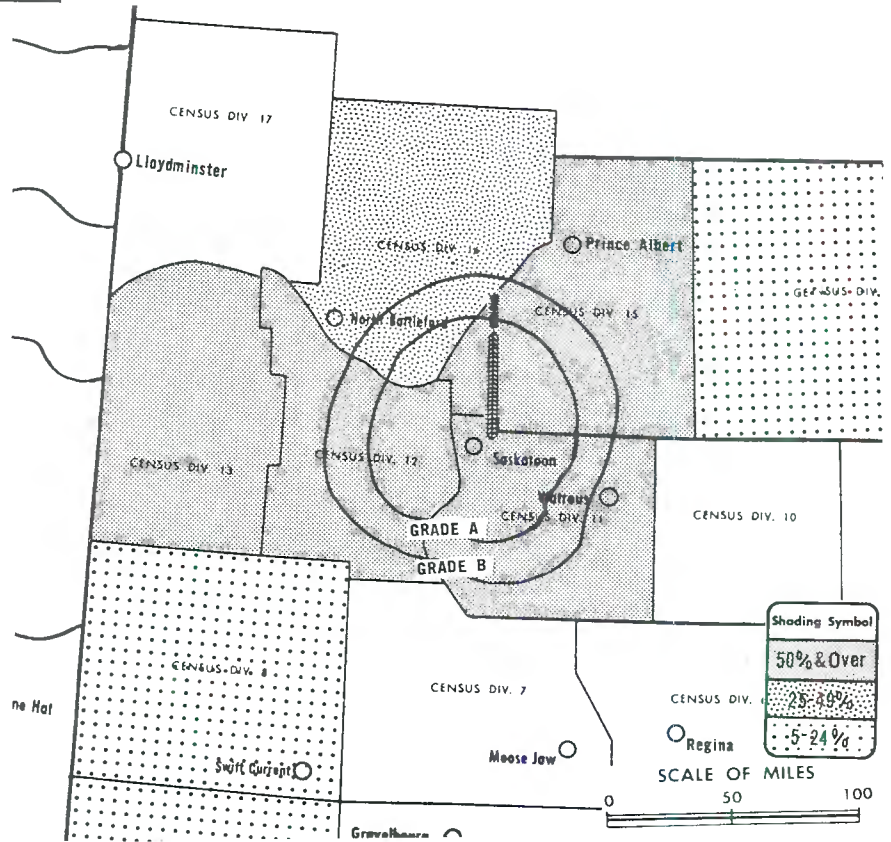
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CTV.

AM Affiliate: CFQC, 5-kw, 600 kHz.



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CFQC-TV

Network Service: CTV.

Licensee: A. A. Murphy & Sons Ltd., 216 First Ave. N., Saskatoon.

Studio: 216 First Ave. N.

Telephone: 306-242-6611. **Telex:** 034-2228.

Ownership: W. A. Murphy, pres.; H. O. Murphy, v.p.; V. Dallin, secy.; G. B. Nelson, treas.

Began Operation: Dec 5, 1954.

Represented (sales) by: ABC International (U.S.); Harlan G. Oakes & Assoc. (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*.
 Jean Korchin, *program director*.
 Bill Amos, *promotion manager*.
 Ted Eadinger, *production manager*.
 Verna Fowler, *traffic manager*.
 Les Edwards, *news service director*.
 Lyn Hoskins, *director of engineering*.

DIGEST OF RATE CARD NO. 19—(March 1, 1971)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—6-11 p.m., Mon.-Sat.; 4:30-11 p.m., Sun.						
\$450.00	\$180.00	\$120.00	\$120.00	\$85.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	7109	Saskatoon M.A.	123,440
	7110	Census Division 11	150,510
	7120	Census Division 12	24,330
	7130	Census Division 13	29,000
	7150	Census Division 15	79,410
Between 25-49%	7160	Census Division 16	39,280
Between 5-24%	7045	Census Division 4 and 8	53,770
	7140	Census Division 14	47,230
CFQC-TV Total Persons:			423,530
BBM Weekly Circulation (Nov. 1971):			274,133
Metro Areas	7109	Saskatoon M.A.	

For CTV Network Listing
See Services Volume

CBKST-1 Stranraer

(Ch. 9)

(Rebroadcasting station of CBKST, Saskatoon, Sask.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Stranraer, Sask.

Color: Network.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 35.2-kw visual, 7.05-kw aural. Antenna: 765-ft. above av. terrain, 480-ft. above ground, 2950-ft. above sea level, lat. 51° 40' 25", long. 108° 28' 54".

Began Operation: Nov. 1, 1971.

Rates: This is an automatic repeater of CBKST, Saskatoon and is included as a bonus with that station.

CFQC-TV-1 Stranraer

(Ch. 3)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CTV, same as CFQC-TV.

Licensee: A. A. Murphy & Sons Ltd., Saskatoon, Sask.

Transmitter: Stranraer, Sask.

Technical Facilities: Channel No. 3 (60-66 MHz). 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 ABC International (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.

CJFB-TV Swift Current

(Ch. 5)

(Repeated by CJFB-TV-1, Eastend; CJFB-TV-2, Val Marie; CJFB-TV-3, Riverhurst; CBCP-TV-1, Shaunavon, all 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 MHz). 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.

News Wire Service: Broadcast News.

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.*
Jerome Rissling, *chief engineer.*

DIGEST OF RATE CARD NO. 6—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
\$165.00	\$110.00	\$90.00	\$65.00	\$55.00	\$48.00	\$30.00

CJFB-TV Total Persons: 127,260

BBM Weekly Circulation (Nov. 1971): 49,580

CBTA-TV-1 Uranium City

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Uranium City, Sask.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 28-watts visual, 2.8-watts aural. Antenna: 286-ft. above av. terrain, 75-ft. above ground, 1304-ft. above sea level, lat. 59° 34' 42", long. 108° 35' 41".

1972-73 Edition

Saskatchewan

Began Operation: Oct. 27, 1968.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

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 MHz). 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: CTV, same as CKCK-TV, Regina.

Licensee: Armadale Communications Ltd., Box 2000, Regina.

Transmitter: Two-mi. S of Willow Bunch.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 9-kw visual, 1.80-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: Bonus with CKCK-TV, Regina.

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 MHz). Authorized power: 11-kw visual, 1.8-kw aural. Antenna: 614-ft. above av. terrain, 623-ft. above ground, 2839-ft. above sea level, lat. 51° 42' 30", long. 104° 17' 55".

Color: Network, live, film, slide & tape.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Jan. 1962.

Rates: Bonus with CKOS-TV, Yorkton.

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. Telex: 034-21512.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 15-kw visual, 2.6-kw aural. Antenna: 534-ft. above av. terrain, 554-ft. above ground, 2275-ft. above sea level, lat. 51° 12' 20", long. 102° 43' 55".

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Ronald L. Skinner, pres. & gen. mgr.; George S. Skinner, v.p. & asst. gen. mgr.; Skinner Holdings Ltd.

Began Operation: June 19, 1958.

(Continued on next page)

Sask.-Yukon Territory

Represented (sales) by Stovin-Byles Television Ltd. (for Canada);
ABC International Television Inc. (for U.S.).

Personnel:

R. L. Skinner, *president & general manager.*
George Skinner, *vice president & assistant general manager.*
J. V. (Corky) Birt, *sales manager.*
Richard Niebergall, *technical director.*
Wilbur A. Westby, *program supervisor.*

DIGEST OF RATE CARD NO. 13—(Jan. 1, 1972)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
.....***	\$140.00	\$75.00	\$75.00	\$65.00

* Program rates available on request.

CKOS-TV Total Persons: 480,160
BBM Weekly Circulation (Nov. 1971): 240,323

YUKON TERRITORY

CBTE-TV-2 Clinton Creek (Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Clinton Creek, Y.T.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts. Antenna: 648-ft. above av. terrain, 100-ft. above ground, 1275-ft. above sea level, lat. 64° 24' 07", long. 140° 36' 50".

Began Operation: July 28, 1969.

Rates: Bonus to CBC Network.

CBTE-TV-3 Dawson (Ch. 7)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Dawson, Y.T.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts. Antenna: 870-ft. above av. terrain, 100-ft. above ground, 1154-ft. above sea level, lat. 64° 03' 35", long. 139° 25' 36".

Began Operation: August 8, 1964.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

For Channel Frequencies & Principal Television
Systems of the World, See page 1102-b

CBTE-TV-5

Elsa
Ch. 9

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Elsa, Y.T.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: minus 413-ft. above av. terrain, 105-ft. above ground, 2788-ft. above sea level, lat. 63° 54' 40", long. 135° 29' 15".

Began Operation: November 27, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBTE-TV-6

Faro
(Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Faro, Y.T.

Color: Network.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts. Antenna: 963-ft. above av. terrain, 91-ft. above ground, 2546-ft. above sea level, lat. 62° 13' 47", long. 113° 20' 00".

Began Operation: Aug. 9, 1971.

Rates: This is an automatic repeater and is included as a bonus with the CBC English network.

CBTE-TV-1 Watson Lake (Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Watson Lake.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 35-watts visual, 3.5-watts aural. Antenna: 29-ft. above av. terrain, 100-ft. above ground, 2400-ft. above sea level, lat. 60° 03' 52", long. 128° 42' 52".

Began Operation: Feb. 19, 1969.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

CFWH-TV Whitehorse (Ch. 6)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 7-mi. ESE of Whitehorse.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 300-watts visual, 30-watts aural. Antenna: 1248-ft. above av. terrain, 100-ft. above ground, 4340-ft. above sea level, lat. 60° 39' 35", long. 134° 52' 56".

Began Operation: Nov. 26, 1968.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

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 March 1972.

For American Forces Stations, see page 957-b.

For World TV Stations & Sets, see page 1108-b.

For Characteristics of World Television Systems, see page 1102-b.

For Channel Frequencies, see page 1102-b.

Operating Stations Indicated by **BOLD-FACE CAPITALS**, Stations Not Yet on Air by **LIGHT FACE**

Aden

(See People's Democratic Republic of Yemen)

Afars & Issas

(625-line standards, System K)

Sets in use: 2,000

DJIBOUTI—Office de Radiodiffusion Television Francaise (ORTF), Box 97, Djibouti. Tel. 177. Ch. 5, Transmitter 50 watts. Started April 1967. Bernard Audas, chief of service.

Albania

(625-line standards, System D)

Sets in use: 2,500

TIRANA—Radiodiffusion et Television 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

(625-line standards, System B)

Sets in use: 200,000

Radiodiffusion-Television Algerienne (Govt., non-commercial), 21 Blvd. des Martyrs, Algiers, Algeria. Tel. 60-23-00. French, Kabyle & Arabic language.

Personnel: Cheriet Abderrahmane, director general; Zerouki Belhacene, director of general administration; Boureghda Laid, director of cooperation; Laghouati Abderrahmane, director of technical services; Cheriet Lazhari, director of information; Bechichi Lamine, director of production.

ALGIERS (Cap Matifou)—Ch. E-12. ERP 20 kw (directional). Started Dec. 1956.

CHREA (Pic Abdelkader)—Ch. E-9. ERP 100 kw. Started Jan. 1960.

CONSTANTINE (Kef El Akhal)—Ch. E-7. ERP 100 kw. Started May 1968.

CONSTANTINE (Souk Ahras)—Ch. E-5. ERP 200 kw. Started June 19, 1970.

ORAN (Tessalah)—Ch. E-10. ERP 100 kw. Started June 19, 1970.

ORAN (Ain-N'sour)—Ch. E-5. ERP 100 kw. Started June 19, 1970.

Antigua

(525-line standards, System M)

Sets in use: 8,500

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 20821. Ch. 10 (V-193.25, A-197.75), transmitter 10 kw. Started June 1965. Hours of operation: Daily 4:30-11 p.m. Low-power repeaters: Ch. 7, Montserrat; Ch. 8, St. Maarten.

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: Vernon Michael, manager & film buyer. 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 (April 1971): Spot 60 Sec. AAA, \$20.40; 8 sec., \$9.60; program 1 hr., \$102.00; 5 min., \$24.00 (E.C. Dollar).

Arab Republic of Egypt

(625-line standards, System B)

Sets in use: 550,000

United Arab Republic Broadcasting Corp. (Govt., commercial), Television Bldg., Cornish Road, P.O. Box 1186, Cairo, Egypt. Tel. 812140. Personnel: Arafa Zayan, president, board of the general Egyptian Organisation for Broadcast Engineering; Garhi Khashlan, vice chairman of the board; Ali Abu-Kandeel, director general.

Rates (Cairo I & II): Spot 60 sec., 60; 10 sec., 18 (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 Nov. 1967.

BENI-SUEF—Ch. E-11. ERP 80 kw. Started Nov. 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.

EDFO—Ch. E-8. ERP 20 kw. Started March 1968.

EL-MINYA—Ch. E-8. ERP 160 kw. Started Nov. 1967.

ESNA—Ch. E-5. ERP 6 kw. Started March 1968.

ISMAILIA—Ch. E-6. ERP 6 kw. Started July 1962.

KOM OMBO—Ch. E-10. ERP 6 kw. Started March 1968.

LUXOR—Ch. E-11. ERP 5 kw. Started Sept. 1966.

MANSOURA—Ch. E-8. ERP 25 kw. Started Feb. 1961.

NAGH HAMADI—Ch. E-5. ERP 6 kw. Started Sept. 1966.

PORT SAID—Ch. E-3. ERP 10 kw. Started Dec. 1961.

QUASSASSIN—Ch. E-9. ERP 6 kw. Started July 1962.

QUENA—Ch. E-9. ERP 10 kw. Started Sept. 1966.

SOHAG—Ch. E-7. ERP 50 kw. Started Sept. 1966.

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.

Argentina

(625-line standards, U.S. channeling, System N)

Sets in use: 3,500,000

BAHIA BLANCA—LU81-TV, Blandengues 225, Bahia Blanca, Provincia de Buenos Aires. Ch. 7 (V-175.25, A-179.75), ERP 40 kw. Two 100 watt VHF & one 100 watt UHF translators in operation. Originates local programs. TV tape recording & playback facilities.

BAHIA BLANCA—LU80-TV, Sarmiento 54/64, Bahia Blanca, Provincia de Buenos Aires. Ch. 9 (V-187.25, A-191.75), ERP 30 kw. Three 100 watt repeaters in operation. Originates local programs. TV tape recording & playback facilities. Mrs. Diana de Massot, gen. mgr.; A. Marra, mgr.; H. Beistegui, tech. 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. One 400 watt & two 100 watt VHF translators in operation; one 2.5 kw translator under construction. TV tape recording facilities. 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; D. Perez, tech. mgr.

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: Hector R. Garcia, director general; 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.; Jorge Alcaraz, general manager; Calos Montero, sales manager; Francisco Gavilanes, technical manager.

International TV Directory

ARGENTINA—(Continued)

COMODORO RIVADAVIA—LU83-TV, Rawson 1459, Comodoro Rivadavia, Chubut. Ch. 9 (V-187.25, A-191.75), ERP 20 kw. 3 VHF 10 watt translators in operation; 3 additional planned. Salmeron P. Fernandez, pres.; E. Calvo, tech. dir.

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 5 kw, ERP 100 kw. One 100 watt translator in operation. TV tape recording facilities. Educational & commercial (Govt.). 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 45 kw. 3 VHF 100 watt & one VHF 400 watt translators in operation. TV tape recording facilities. Started April 1960. Personnel: Marcos Pena, director; A. Blaess, tech. dir.

CORDOBA—LV85-TV, Dicor S.A., Rosario de Santa Fe 65, Cordoba. Ch. 8 (V-181.25, A-185.75), transmitter 5 kw, ERP 45 kw. TV tape recording facilities. Started July 1971. Personnel: Carlos Berardo, director; Alberto Aguirre, director; M. Marti Vidal, sales mgr.; Ricardo Ruival, tech. dir.

CORRIENTES—LT80-TV, Calle Canal 13, No. 13, Corrientes. Ch. 13 (V-211.25, A-215.75), transmitter 500 watts, ERP 5.5 kw. TV tape recording facilities. 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. 2 VHF 100 watt, 2 UHF 100 watt & 1 VHF 500 watt translators in operation; 4 planned. TV tape recording facilities. Mauricio Dolberg, gen. mgr.; A. Riobo, tech. mgr.

MAR DEL PLATA—LU82-TV, Independencia 1163, Mar del Plata, Provincia de Buenos Aires. Ch. 10 (V-193.25, A-197.75), transmitter 5 kw, ERP 80 kw. TV tape recording facilities. Nestor Beltramo, 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: E. Ugarte, gen. dir.

MENDOZA—LV89-TV, Difusora Mendoza S.A., Garibaldi 70, Mendoza. Ch. 7 (V-175.25, A-179.75), transmitter 2 kw, ERP 20 kw. 2 VHF 10 watt translators in operation. TV tape recording facilities. Started Feb. 1961. Personnel: H. Bortolamendi, gen. dir.; H. Martinez, tech. mgr.

MENDOZA—LV83-TV, San Martin 1027, Mendoza. Ch. 9 (V-187.25, A-191.75), transmitter 5 kw, ERP 72 kw. 2 VHF 10 watt translators in operation. TV tape recording facilities. Personnel: Fernando Alvarez Herrero, gen. mgr.; R. Lauro, tech. mgr.

NEUQUEN—LU84-TV, Avda. Argentina 1700, Neuquen. Ch. 7 (V-175.25, A-179.75), ERP 20 kw. One 10 watt & 2 100 watt VHF, one 100 watt UHF translator in operation. TV tape recording & playback facilities. Alfredo J. Sanchez, gen. mgr.; Perez Borrut, tech. dir.

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. One 100 watt translator in operation. 3 translators planned. TV tape recording & playback facilities. J. Loetscher, gen. mgr.; F. Ordiz, tech. dir.

RIO GALLEGOS—LU85-TV, Rio Gallegos, Provincia Santa Cruz (Govt.). Ch. 9 (V-187.25, A-191.75), transmitter 400 watts, ERP 2.5 kw. TV tape recording & playback facilities.

RIO GRANDE—LU87-TV, Rio Grande, Gobernacion de la Tierra del Fuego (Govt.). Ch. 13 (V-211.25, A-215.75), ERP 2.5 kw. TV tape recording & playback facilities. Godofredo J. Videla, gen. mgr.

ROSARIO—LT83-TV, San Lorenzo 2243, Rosario, Provincia de Santa Fe. Ch. 3 (V-61.25, A-65.75), transmitter 10 kw, ERP 51 kw. TV tape recording facilities. Alberto Gollan, gen. mgr.; J. Villa, tech. dir.

ROSARIO—LT84-TV, Avenida Belgrano 1055, Rosario, Provincia de Santa Fe. Ch. 5 (V-77.25, A-81.75), ERP 70 kw. TV tape recording facilities. Personnel: Aurelio Compained, pres.; W. Splandore, tech. mgr.

SALTA—LW82-TV, Espana 465, Salta. Ch. 11 (V-199.25, A-203.75), transmitter 2 kw, ERP 12 kw. 2 translators planned. TV tape playback facilities. 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. TV tape playback facilities. 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. TV tape recording & playback facilities. Natalio Olobre, gen. mgr.

SAN RAFAEL—LV84-TV, Luzuriaga 360, San Rafael, Provincia de Mendoza. Ch. 6 (V-83.25, A-87.75), ERP 300 watts. Two 40 watt translators in operation. TV tape recording & playback facilities. 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), transmitter 2 kw, ERP 12 kw. 1 VHF 400 watt translator in operation. TV tape recording & playback facilities. Personnel: Angel Marclani, pres.; S. Grinnan, gen. mgr.

SANTE FE—LT82-TV, Boulevard Galvez 840, Santa Fe. Ch. 13 (V-211.25, A-215.75), transmitter 5 kw, ERP 80 kw. 3 VHF 100 watt translators & 1 UHF 100 watt translator in operation. TV tape recording facilities. Personnel: M. Bobbio, gen. mgr.; E. Trovero, tech. dir.

SANTIAGO DEL ESTERO—LW81-TV, Pellegrini 345, Santiago de Estero. Ch. 7 (V-175.25, A-179.75), transmitter 500 watts, ERP 3 kw. 3 translators planned. TV tape recording & playback facilities. Antonio Castiglioni, gen. mgr.

TRENQUE LAUQUEN—LU91-TV, Trenque Lauquen, Provincia de Buenos Aires. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts.

USHUAIA—LU87-TV, Ushuaia, Gobernacion de la Tierra del Fuego (Govt.). Ch. 11 (V-199.25, A-203.75), ERP 2.5 kw. TV tape recording & playback facilities. Santiago Nicolas Pereda, gen. mgr.

Planned: 6 Govt. owned TV stations, not before the end of 1972. 20 translators, before the end of 1972. 20 CCTV Systems with 10,000 subscribers. 5 CATV Systems with 3,000 subscribers.

Australia

(Modified 625-line standards, System B)

Sets in use: 2,950,000

Color: PAL System, date undetermined, govt. to give 3 years notice.

Australian Broadcasting Commission (Govt., non-commercial), 145 Elizabeth St. (G.P.O. Box 487), Sydney, N.S.W. 2001, Australia. Tel. 31-0211. Operates from 48 stations with others planned. Personnel: Sir Robert Madgwick, chairman; T. S. Duckmanton, general manager; K. Watts, federal director of television programs; D. Stone, head of program sales & procurement; K. N. Middleton, controller of technical services; N. Hutchison, controller of radio & TV programs; W. K. Fraser, controller of news. U.S. Representatives: S. L. Revill, Suite 2708, 1270 Ave. of the Americas, New York, N.Y. (10020). Tel. 757-1177. Cable: AUSTCAST. P. Barnett, CBS Bldg., 2020 M St. NW, Washington, D.C. (20036). Tel. 296-8344. Cable: AUSTCAST. Hours of operation: 8 a.m.-11 p.m. (average).

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.

Rates (typical metropolitan): Peak 10 sec., 240; 30 sec., 470; 60 sec., 670; 30 min., 1125; hour, 2250. Low 10 sec., 25; 30 sec., 35; 60 sec., 65; 30 min., 200; hour, 400. (Australian Dollars).

Rates (typical provincial): Peak 10 sec., 38; 30 sec., 83; 60 sec., 110; 30 min., 260; hour, 500. Low 10 sec., 15; 30 sec., 35; 60 sec., 40; 30 min., 80; hour, 160. (Australian Dollars).

Hours of operation—Typical metropolitan station: 9 a.m.-midnight.

Typical station in large provincial city: Noon-11:15 p.m. Typical station in small provincial city: 5:30-10 p.m.

U.S. Representatives: D. L. Taffner Ltd., 39 W. 55th Stt., New York N.Y. (10019). Represents Independent Television Service (Ch. 10, Sydney & Adelaide, Ch. 0, Brisbane & Melbourne). C. Michelson Inc., 45 W. 45th St., New York, N.Y. (10036). Represents National Television Network (Ch. 9, Sydney, Melbourne, Brisbane & Adelaide), Amalgamated TV Service Australia, Room 405, 1501 Broadway, New York, N.Y. (10036). Represents Australian Television Network (Ch. 7, Sydney, Melbourne, Brisbane & Adelaide).

ADELAIDE—ABS, Australian Broadcasting Commission (Govt., non-commercial), Hindmarsh Sq., P.O. Box 1419H, Adelaide, S.A. 5001. Tel. 23-2272. Ch. A-2 (V-64.26, A-69.76), Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started March 11, 1960.

ADELAIDE—ADS, TV Broadcasters Ltd. (commercial), 125 Strangways Ter., North Adelaide, So. Australia 5006. Tel. 671591. 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. Personnel: J. Fowler, gen. mgr.; G. Edwards, sales mgr.; N. Sawyer, chief engineer; L. Taylor, program mgr.; B. Hall, news editor. Affiliated with Australian Television Network.

ADELAIDE—NWS, Southern TV Corp. Ltd. (commercial), 202-208 Tynte St., North Adelaide, So. Australia 5006. Tel. 672332. 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. Personnel: W. Davies, managing dir.; J. Styles, sales mgr.; J. Batchelor, chief engineer; R. Heading, program mgr.; C. Wood, news editor. Affiliated with National Television Network.

ADELAIDE—SAS, South Australian Telecasters Ltd., 45-49 Park Terrace, Gilberton, So. Australia 5081. Tel. 65 6991. Ch. A-10 (V-209.25, A-214.75). ERP 100 kw. TV tape recorder facilities. Started July 26, 1965. Affiliated with Independent Television System. Personnel: D. Hall, gen. mgr.; R. Dunn, sales mgr.; J. Trost, program mgr.; D. Caddy, chief engineer.

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), Walker St., Ballarat, Victoria 3350. Tel. 2 1666. Ch. A-6 (V-175.248, A-180.748). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started April 27, 1962. Personnel: J. Stapp, gen. mgr.; B. G. Robertson, chief engineer.

BEGA-COOMA—ABS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-8 (V-189.24, A-194.74). Transmitter 5 kw in parallel, ERP 100 kw. Started June 29, 1966.

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), Television Centre, Bendigo, Victoria 3550. 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. Personnel: F. A. McManus, gen. mgr.; I. Cafe, chief engineer.

BRISBANE—ABQ, Australian Broadcasting Commission (Govt., non-commercial), 600 Coronation Dr., Toowong, Box 293 E. Bris-

bane, Qld. 4001. Tel. 71-3722. Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. TV tape recording facilities. Originates local programs. Started Nov. 2, 1959.

BRISBANE—BTQ, Brisbane TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Brisbane, Queensland 4000. 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.
Personnel: M. Norris, gen. mgr.; J. O'Callaghan, sales mgr.; G. Everingham, chief engineer; D. Floyd, program mgr.; C. Delatour, news editor. Affiliated with Australian Television Network.

BRISBANE—QTQ, Queensland TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Queensland 4000. 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.
Personnel: J. W. McKay, gen. mgr.; R. Stevens, sales mgr.; P. J. Marlan, chief engineer; N. Pascoe, program mgr.; R. Winters, news editor. Affiliated with National Television Network.

BRISBANE—TVQ, Universal Telecasters Queensland Ltd., Sir Samuel Griffiths Drive, Mt. Coot-tha, Queensland 4000. Tel. 36 0366. Ch. A-0 (V-46.25, A-51.75). ERP 100 kw. TV tape recorder facilities. Started July 1, 1965.
Personnel: R. Archer, gen. mgr.; T. Garry, sales mgr.; J. Stevenson, chief engineer; R. Pennell, program mgr.; D. Jull, news editor. Affiliated with Independent Television System.

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.

BROKEN HILL—BKN, Broken Hill Television Ltd. (commercial), 235 Argent St., Broken Hill 2880, N.S.W. Tel. 6013. Ch. A-6. Started Aug. 9, 1968.
Personnel: B. Collaton, mgr.

BUNBURY—ABSW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.25, A-107.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 10, 1965.

BUNBURY—BTW, South Western Telecasters Ltd. (commercial), P.O. Box 112, Bunbury, W. A. 6230. Tel. 3531. Ch. A-3 (V-86.24, A-91.74). ERP 50 kw. Started March 10, 1967.
Personnel: B. Hopwood, mgr.; B. Dargie, program mgr.; R. Cox, film supervisor; A. Stewart, chief engineer.
Low power repeater GSW, Albany, Ch. A-9. Started Aug. 23, 1968.

CAIRNS—ABNQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-9 (V-196.24, A-201.74). Transmitter 5 kw, ERP 5 kw. Started July 25, 1966.

CAIRNS—FNQ, Far Northern Television Ltd., P. O. Box 596, Cairns, Queensland 4870. Tel. 512322. Ch. A-10 (V-209.25, A-214.75). Temporary transmitter, ERP 5 kw. TV tape recording facilities. Started Sept. 7, 1968.
Personnel: C. Lindsay, station mgr.; L. Noseda, chief engineer.

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. Originates local programs. TV tape recording facilities. Started Dec. 18, 1962.

CANBERRA—CTC, Canberra Television Ltd. (commercial), P.O. Box 633, Canberra, A.C.T. 2601, N.S.W. Tel. 48 8255. Ch. A-7 (V-182.25, A-187.75). Transmitter 13.5 kw, ERP 100 kw. TV tape recorder facilities. Started June 2, 1962.
Personnel: G. K. Barlin, gen. mgr.; W. Rayner, asst. mgr. & sales mgr.; J. D. Stewart, chief engineer.

CENTRAL AGRICULTURAL AREA—ABCW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.26, A-100.76). 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-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 31, 1964.

CENTRAL TABLELANDS (Orange)—CBN, Country Television Services Ltd. (commercial), P.O. Box 465, Orange 2800, N.S.W. Tel. 62 2288. Ch. A-8 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 17, 1962.
Low power repeater CWN, Dubbo, Ch. 6. Started Dec. 1, 1965.
Personnel: A. Ridley, gen. mgr.; E. C. Crouch, chief engineer.

CENTRAL WESTERN SLOPES—ABQN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.24, A-107.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 12, 1966.

CLONCURRY—ABCLQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.25, A-187.75). ERP 0.1 kw. Started March 17, 1971.

COFFS HARBOUR—See Grafton-Kempsey.

DARLING DOWNS—ABDQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.25, A-91.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 16, 1963.

DARLING DOWNS—DDQ, Darling Downs TV Ltd. (commercial), P.O. Box 670, Toowoomba, Queensland 4350. 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 1962.
Personnel: S. J. Fitzpatrick, gen. mgr.; F. Balfour, chief engineer.

DARWIN—ABD, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 10 kw. Originates local programs. Started Aug. 13, 1971.

DARWIN—NTD, Territory Television Pty. Ltd. (commercial), Blake St., Darwin 5790, N.T. Tel. 81 8355. Ch. A-8. ERP 5 kw. Started Nov. 11, 1971.
Personnel: F. Yates, chief exec.; G. Lewis, secy.

GERALDTON—ABGW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 6 kw. Started Dec. 8, 1969.

GOULBURN VALLEY (Shepparton)—GMV, Goulburn-Murray Television Ltd. (commercial), P.O. Box 666, Shepparton, Victoria 3630. Tel. 215666. Ch. A-6 (V-175.25, A-180.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961.
Personnel: P. Twomey, principal exec. officer.; A. Martin, chief engineer.

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.

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), P.O. Box 400, Coffs Harbour 2450, N.S.W. Tel. 1201. Ch. A-11 (V-209.24, A-214.74). ERP 100 kw. Started Jan. 23, 1965.
Low power repeater ECN, Ch. A-8, Taree. Started March 1, 1969.
Personnel: J. McKenzie, mgr.; B. J. Beasley, chief engineer.

HOBART—ABT, Australian Broadcasting Commission (Govt., non-commercial), 32 Harrington St., Box 205B G.P.O., Hobart, Tasmania 7001. Tel. 23-7821. Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started June 4, 1960.

HOBART—TVT, Tasmanian TV Ltd. (commercial), G.P.O. Box 1209M, Hobart, Tasmania 7001. 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.
Personnel: E. G. McRae, managing dir.; D. Carter, station mgr. & program mgr.; P. Hutchin, sales mgr.; G. Bell, chief engineer.

HUGHENDEEN—ABHQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-9 (V-196.25, A-201.75). ERP 0.1 kw. Started June 30, 1971.

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), Pt. Drummond, Mt. St. Thomas, Wollongong 2500, 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.
Personnel: W. Lean, gen. mgr.; R. Lester, sales mgr.; K. Roberts, chief engineer. Affiliated with National Television Network.

JULIA CREEK—ABJQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-10 (V-209.25, A-214.75). ERP 0.1 kw. Started April 20, 1971.

KALGOORLIE—ABKW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 4 kw. Started Jan. 1970.

KALGOORLIE—VEW, Mid Western Television Pty. Ltd. (commercial), 2 Killarney St., Kalgoorlie 6430, W.A. Tel. 21 3888. Ch. A-8. ERP 4 kw. Started May 28, 1971.
Personnel: P. Benson, station mgr.

LATROBE VALLEY (Traralgon)—ABLW, 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, V.B.N. Ltd. (Commercial), P.O. Box 20, Traralgon, Victoria 3844. 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.
Personnel: D. W. Smith, gen. mgr.; H. Lyon, sales mgr.; P. Bennett, chief engineer.

LOXTON—ABRS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.25, A-91.75). ERP 100 kw. Started Jan. 20, 1971.

MACKAY—ABMQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.25, A-100.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 21, 1967.

MACKAY—MVQ, Mackay Television Development Pty. Ltd. (commercial), P.O. Box 496, Mackay, Queensland 4740. Tel. 6333. Ch. A-6. Started Aug. 9, 1968.
Personnel: R. Scott, managing dir.

MANNING RIVER—ABTN, 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 29, 1966.

MELBOURNE—ABV, Australian Broadcasting Commission (Govt., non-commercial), St. James Bldg., 121 William St., Box 1686 G.P.O., Melbourne 3001. Tel. 60-0721. Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Nov. 18, 1956.

MELBOURNE—ATV, Austarama Television Pty. Ltd. (commercial), P.O. Box 42, Nunawading 3131, Victoria. Tel. 232 6211. Ch. A-0 (V-46.26, A-51.76). ERP 100 kw. TV tape recording facilities. Started Aug. 1, 1964.
Personnel: M. J. Ryan, gen. mgr.; C. Radley, sales mgr.; G. Davey, chief engineer; N. Carlyon, program mgr.; I. McFarling, news editor. Affiliated with Independent Television System.

MELBOURNE—GTV, General Television Corp. Pty. Ltd. (commercial), Television City, 22-46, Bendigo St., Richmond 3121, Victoria. Tel. 42 0201. Ch. A-9 (V-196.25, A-201.75). Transmitter 9 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 19, 1957.
Personnel: E. Fisher, gen. mgr.; R. Biddle, station mgr.; L. Hill, sales mgr.; T. O'Donohue, chief engineer; J. McKay, production mgr.; M. Schildberger, news editor. Affiliated with National Television Network.

(Continued on next page)

International TV Directory

AUSTRALIA—(Continued)

- MELBOURNE**—HSV, Herald-Sun Television Pty. Ltd. (commercial), G.P.O. Box 215D, Melbourne 3001, 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.
Personnel: K. S. Cairns, mgr.; J. Sturzaker, sales mgr.; J. H. Fisher, chief engineer; M. Albiston, asst. chief engineer; G. French, program mgr.; J. Maher, news editor. Affiliated with Australian Television Network.
- MILDURA**—ABMV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.27, A-100.77). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Nov. 22, 1965.
- MILDURA**—STV, Sunraysia Television Ltd. (commercial), 18 Deakin Ave., Mildura, Victoria 3500. Tel. 30204. Ch. A-8 (V-189.27, A-194.77). ERP 5 kw. Started Nov. 27, 1965.
Personnel: C. Cain, managing dir.; D. Carson, chief engineer.
- MORSEMAN**—ABNW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.75, A-187.75). ERP 0.05 kw. Started April 14, 1971.
- MT. GAMBIER**—SES, South East Telecasters Ltd. (commercial), John Watson Drive, Mt. Gambier, So. Australia 5290. Tel. 2 4117. Ch. A-8 (V-189.25, A-194.75). ERP 50 kw. Started March 25, 1966.
Personnel: J. Lewis, gen. mgr. & chief engineer.
- MT. ISA**—ABIQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 0.5 kw. Started Dec. 21, 1970.
- MT. ISA**—ITQ, Mt. Isa Television Pty. Ltd. (commercial), 110 Camoowal St., Mt. Isa 4825, Queensland. Tel. 32032. Ch. A-8. ERP 5 kw. Started June 25, 1971.
Personnel: N. Hill, station mgr.; P. McGee, secy.
- 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 2680, N.S.W. Tel. 62 1999. Ch. A-9 (V-196.24, A-201.74). ERP 10 kw. TV tape recorder facilities. Started Dec. 15, 1965.
Personnel: W. Gamble, gen. mgr.; R. Kuypurs, chief engineer.
- 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), P.O. Box 555, Newcastle 2300, 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.
Personnel: L. Richardson, chief exec.; K. W. Stone, gen. mgr.; K. W. Brown, sales mgr.; H. J. McPhee, chief engineer. Affiliated with National Television Network.
- 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. 44 2551. Ch. A-9 (V-196.238, A-201.738). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 26, 1962.
Personnel: A. E. Evans, managing dir.; T. Freeman, station mgr.; K. Briggs, chief engineer.
- PERTH**—ABW, Australian Broadcasting Commission (Govt., non-commercial), 191 Adelaide Terrace, Box 190D G.P.O., Perth 6001. Tel. 23-0341. Ch. A-2 (V-64.25, A-69.75). Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started May 7, 1960.
- PERTH**—TVW, TVW Ltd. (commercial), Osborne Park Road, Tuart Hill, Western Australia 6060. 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.
Personnel: J. W. Cruthers, managing dir.; B. Treasure, gen. mgr.; G. Byrne, sales mgr.; J. R. Quicke, chief engineer; D. Farrell, news editor.
- PERTH**—STW, Swan Television Ltd. (commercial), Hayes Ave., Tuart Hill, Western Australia 6060. Tel. 49 1911. Ch. A-9 (V-196.25, A-201.75). ERP 100 kw. TV tape recorder facilities. Started June 12, 1965.
Personnel: L. Kiernan, exec. dir.; P. Conroy, station coordinator; W. Boland, W.A. marketing mgr.; T. Provan, chief engineer; T. Warne, program mgr.; T. Spense, news editor.
- PORT PIRIE**—GTS, Spencer Gulf Telecasters Ltd. (commercial), P.O. Box 380, Port Pirie, So. Australia 5540. Tel. Port Pirie 1095. Ch. A-4 (V-95.25, A-100.75). ERP 50 kw. Started March 1, 1968.
Personnel: M. Hennessy, mgr.; E. Downing, chief engineer.
- RICHMOND**—ABRDQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 0.1 kw. Started June 4, 1971.
- 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 2480, 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.
Personnel: G. Doust, managing dir.; H. G. Green, chief engineer.
- ROCKHAMPTON**—ABRQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.26, A-91.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Dec. 21, 1963.
- ROCKHAMPTON**—RTQ, Rockhampton Television Ltd. (commercial), P.O. Box 568, Rockhampton, Queensland 4700. Tel. 84877. Ch. A-7 (V-182.26, A-187.76). Transmitter 10 kw, ERP 100 kw. Started Sept. 7, 1963.
Personnel: B. Saunders, manager; C. Amooore, chief engineer.
- 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-64.24, A-69.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 6, 1966.
- SOUTHERN DOWNS**—ABSQ, 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 July 4, 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 2650, 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.
Personnel: W. P. Marsden, gen. mgr.; S. MacDonald, chief engineer.
- 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), 145 Elizabeth St., Box 487 G.P.O., Sydney 2001. Tel. 31-0211. Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Nov. 5, 1956.
- SYDNEY**—ATN, Amalgamated Television Services Pty. Ltd. (commercial), Television Centre, Epping 2121, 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.
Personnel: J. H. Oswin, gen. mgr.; H. Hughes, sales mgr.; K. Hardy, chief engineer; J. Doherty, program mgr.; R. Johnson, news editor. Affiliated with Australian Television Network.
- SYDNEY**—TCN, Television Corp. Ltd. (commercial), Artarmon Rd., Willoughby 2068, 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.
Personnel: T. Miller, gen. mgr.; W. Barker, sales mgr.; L. R. Free, chief engineer; R. Haynes, program mgr.; M. Ramsden, news editor. Affiliated with National Television Network.
- SYDNEY**—TEN, United Telecasters Sydney Ltd. (commercial), Epping & Pittwater Rds., North Ryde 2113, 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.
Personnel: L. Peard, gen. mgr.; I. Kennon, sales mgr.; R. Lord, chief engineer; I. Holmes, program mgr.; P. Meakin, news editor. Affiliated with Independent Television System.
- 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. Originates local programs. TV tape recording facilities. Started Sept. 21, 1964.
- TOWNSVILLE**—TNQ, Telecasters North Queensland Ltd. (commercial), P.O. Box 1016, Townsville, Queensland 4810. Tel. 71 6161. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. Started Nov. 1, 1962.
Personnel: J. F. Gleeson, managing dir.; K. R. Christensen, gen. mgr.; R. McRae Banton, chief engineer.
- 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 2640, 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.
Personnel: R. Kidd, gen. mgr.; K. M. Tulk, chief engineer.
- 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, Tamworth 2340 N.S.W. Tel. 65 7055. Ch. A-9 (V-196.24, A-201.215). ERP 100 kw. TV tape recorder facilities. Started April 10, 1965.
Personnel: M. Moroney, managing dir.; K. Smith, mgr.; O. Bartle, chief engineer.
- WAGGA WAGGA**—See South Western Slopes & Eastern Riverina.
- WIDE BAY**—ABWQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.24, A-180.74). 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 4650. Tel. 2528. Ch. A-3 (V-189.24, A-194.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 10, 1965.
Personnel: M. Daniel, gen. mgr.; B. Hunter, chief engineer.

WOLLONGONG—See Illawarra.

Low power repeaters (Govt.): 36 in operation.

CATV Systems: Govt. licensed. 6 in operation with 270 subscribers.

Austria

(625-line standards, Systems B&G)
Color: PAL System

Sets in use: 1,550,000 black & white; 77,000 color

Oesterreichischer Rundfunk GmbH, ORF (Govt., commercial), Argentinierstrasse 30a, 1041 Vienna, Postfach 700, Tel. 65 95.
Personnel: Gerd Bacher, director general; Dr. Alfred Hartner, program director, radio; Dr. Helmut Zilk, program director, television; Norbert Wassiczek, technical director; Komm. Rat Helmut Lenhardt, commercial director; Dr. Paul Twaroch, secretary general; Alfons Dalma, ORF editor-in-chief.
Hours of operation: Program 1, 6:30-11 p.m., daily; 11 a.m.-1:30 p.m., Wed. & Fri. Program 2, 7-10 p.m. daily.
TV tape recording facilities. Color telecasting began Jan. 1969. Rates (Peak, Jan. 1, 1972): 20 Sec., 44,000; Sec., 2,200 (Schillings).

AM ROHR (Mittelberg 2)—Ch. E-10. ERP 100 watts. Started 1965.
AM SEE 1 (Podersdorf)—Ch. E-11. ERP 100 watts. Started 1966.
AM SEE 2 (Podersdorf)—Ch. E-59. ERP 1.5 kw. Started 1967.
BREITENSTEIN 1 (Birkfeld)—Ch. E-3. ERP 100 watts. Started 1968.
BREITENSTEIN 2 (Birkfeld)—Ch. E-37. ERP 2 kw. Started 1968.
BRAUNHUBERKOGEL 2 (Breitenau)—Ch. E-21. ERP 300 watts. Started 1970.
BURGSCHROFEN 1 (Prutz)—Ch. E-9. ERP 100 watts. Started 1969.
BURGSCHROFEN 2 (Prutz)—Ch. E-24. ERP 1 kw. Started 1969.
BURGSTALL 2 (Imst)—Ch. E-40. ERP 300 watts. Started 1971.
DOBRTSCH-VILLACHER ALPE 1 (Klagenfurt)—Ch. E-10. ERP 160 kw. Started 1971.
DOBRTSCH-VILLACHER ALPE 2 (Klagenfurt)—Ch. E-24. ERP 1250 kw. Started 1971.
DUENSERBERG 1 (Bludenz)—Ch. E-9. ERP 3 kw. Started Sept. 1968.
DUENSERBERG 2 (Bludenz)—Ch. E-33. ERP 30 kw. Started 1969.
EIGLERHOEHE 2 (Knittelfeld)—Ch. E-33. ERP 600 watts. Started 1970.
FEUERSENG 2 (Werfen)—Ch. E-58. ERP 400 watts. Started 1969.
FINKENSTEIN 1 (Villach)—Ch. E-45. ERP 2 kw. Started 1970.
FINKENSTEIN 2 (Villach)—Ch. E-51. ERP 2 kw. Started 1970.
FIRSTKOPF 2 (Aflenz)—Ch. E-39. ERP 1 kw. Started 1970.
FLOITENSBERG 2 (Wagrain)—Ch. E-44. ERP 200 watts. Started 1970.
FREINBERG 2 (Linz 2)—Ch. E-24. ERP 500 watts. Started 1965.
FURTHBERG 2 (Tauplitz)—Ch. E-37. ERP 500 watts. Started 1970.
GAISBERG 1 (Salzburg)—Ch. E-8 (V-196.25, A-201.75). ERP 100 kw. Started Aug. 1955.
GAISBERG 2 (Salzburg)—Ch. E-32 (V-559.25, A-564.75). ERP 800 kw. Started Nov. 1966.
GALGENBERG 1 (Poysdorf)—Ch. E-51. ERP 10 kw. Started 1969.
GALGENBERG 2 (Poysdorf)—Ch. E-43. ERP 10 kw. Started 1969.
GALZIG 1 (St. Anton)—Ch. E-4. ERP 100 watts. Started 1968.
GALZIG 2 (St. Anton)—Ch. E-23. ERP 3 kw. Started 1969.
GANZSTEIN 2 (Muerzzuschlag)—Ch. E-46. ERP 1 kw. Started 1971.
GEMEINDEALPE 2 (Mitterbach)—Ch. E-23. ERP 500 watts. Started 1967.
GERLOSKOEGERL (Mayrhofen 1)—Ch. E-11. ERP 200 watts. Started 1970.
GOESSNITZBERG 1 (Koefflach)—Ch. E-37. ERP 3 kw. Started 1969.
GOESSNITZBERG 2 (Koefflach)—Ch. E-34. ERP 3 kw. Started 1970.
GOLDBICHL (Rottenmann)—Ch. E-4. ERP 150 watts. Started 1963.
GOLDECK 1 (Spittal/Drau 1)—Ch. E-12. ERP 2 kw. Started 1962.
GOLDECK 2 (Spittal/Drau 1)—Ch. E-54. ERP 20 kw. Started 1971.
GRABBERG 1 (Landeck)—Ch. E-5. ERP 300 watts. Started 1968.
GRABBERG 2 (Landeck)—Ch. E-32. ERP 4 kw. Started 1969.
GROSSBECK (Mauterndorf)—Ch. E-11. ERP 300 watts. Started 1963.
GRUENBERG 1 (Gmunden)—Ch. E-11. ERP 200 watts. Started 1958.
GRUENBERG 2 (Gmunden)—Ch. E-59. ERP 10 kw. Started 1968.
GSCHWANDKOPF 1 (Seefeld)—Ch. E-6. ERP 1 kw. Started 1962.
GSCHWANDKOPF 2 (Seefeld)—Ch. E-48. ERP 2 kw. Started 1970.
GUNDKOPF (Mittelberg 1)—Ch. E-39. ERP 500 watts. Started 1965.

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HABICHL 2 (Losenstein)—Ch. E-52. ERP 400 watts. Started 1969.
HAHNBAUM 1 (St. Johann/Pg.)—Ch. E-10. ERP 300 watts. Started 1960.
HAHNBAUM 2 (St. Johann/Pg.)—Ch. E-22. ERP 3 kw. Started 1968.
HARTBERG 1 (Baden)—Ch. E-11. ERP 100 watts. Started 1960.
HARTBERG 2 (Baden)—Ch. E-42. ERP 1 kw. Started 1965.
HAUSER KAIBLING—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1961.
HEUBERG 1 (Mattersburg)—Ch. E-7. ERP 300 watts. Started 1961.
HEUBERG 2 (Mattersburg)—Ch. E-52. ERP 3 kw. Started Oct. 1965.
HIMMELHOF 1 (Vienna 2)—Ch. E-9. ERP 200 watts. Started 1963.
HIMMELHOF 2 (Vienna)—Ch. E-41 (V-631.25, A-636.75). ERP 1.5 kw. Started July 1964.
HIRSCHENSTEIN 1 (Rechnitz)—Ch. E-6. ERP 3 kw. Started 1969.
HIRSCHENSTEIN 2 (Rechnitz)—Ch. E-43. ERP 50 kw. Started 1969.
HOHE SALVE 2 (Hopfgarten 1)—Ch. E-44. ERP 400 watts. Started 1970.
HUEHNERSBERG 2 (Spittal/Drau 2)—Ch. E-32. ERP 1 kw. Started 1966, 2nd program 1971.
JAUERLING 1 (St. Poelten)—Ch. E-2 (V-49.75, A-55.25). ERP 60 kw. Started Oct. 1958.
JAUERLING 2 (St. Poelten)—Ch. E-21 (V-471.25, A-476.75). ERP 800 kw. Started Feb. 1965.
KAHLENBERG 1 (Vienna 1)—Ch. E-5 (V-175.25, A-180.75). ERP 60 kw. Started Aug. 1955.
KAHLENBERG 2 (Vienna 1)—Ch. E-24 (V-495.25, A-500.75). ERP 400 kw. Started April 1958, increased power Feb. 1963.
KAHLENBERG 3 (Vienna 1)—Ch. E-34. ERP 40 kw. Started 1966.
KANITZERHOEHE (Feldkirchen)—Ch. E-27. ERP 1 kw. Started 1967.
KATRIN 1 (Bad Ischl)—Ch. E-5. ERP 800 watts. Started Nov. 1966.
KATRIN 2 (Bad Ischl)—Ch. E-22. ERP 20 kw. Started 1968.
KITZBUEHELER HORN 1 (Kufstein)—Ch. E-5. ERP 3 kw. Started 1969.
KITZBUEHELER HORN 2 (Kufstein)—Ch. E-24. ERP 50 kw. Started 1970.
KLEINERBERG 1 (Windischgarsten)—Ch. E-12. ERP 300 watts. Started 1970.
KLEINERBERG 2 (Windischgarsten)—Ch. E-47. ERP 2 kw. Started 1970.
KOENIGSBERG 2 (Aspang)—Ch. E-50. ERP 300 watts. Started 1967.
KORALPE 1 (Wolfsberg 1)—Ch. E-8. ERP 2 kw. Started 1963.
KORALPE 2 (Wolfsberg 1)—Ch. E-28. ERP 20 kw. Started 1968.
KRESSENBERG (Waldegg)—Ch. E-6. ERP 100 watts. Started 1970.
KULM 2 (Trofaiaach)—Ch. E-55. ERP 300 watts. Started 1970.
KULMER ALPE 1 (Neumarkt)—Ch. E-4. ERP 500 watts. Started 1968.
KULMER ALPE 2 (Neumarkt)—Ch. E-47. ERP 10 kw. Started 1970.
LANGMOOSALM 2 (Mitterndorf)—Ch. E-51. ERP 1 kw. Started 1969.
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.
LIESINGBERG 2 (St. Michael)—Ch. E-43. ERP 500 watts. Started 1970.
LIPPEKOGEL 1 (Brueckl)—Ch. E-12. ERP 500 watts. Started 1969.
LIPPEKOGEL 2 (Brueckl)—Ch. E-51. ERP 5 kw. Started 1970.
LUXKOGEL 1 (Lend)—Ch. E-12. ERP 300 watts. Started 1967.
LUXKOGEL 2 (Lend)—Ch. E-39. ERP 2 kw. Started 1968.
MOOSALM 1 (Leutasch)—Ch. E-45. ERP 5 kw. Started 1970.
MOOSALM 2 (Leutasch)—Ch. E-42. ERP 5 kw. Started 1970.
MUGEL 2 (Bruck/Mur)—Ch. E-41. ERP 200 kw. Started 1969.
MUGEL 1 (Bruck/Mur)—Ch. E-9 (V-203.25, A-208.75). ERP 20 kw. Started Nov. 1961.
PATSCHERKOFEL 1 (Innsbruck 1)—Ch. E-4 (V-62.25, A-67.75). ERP 60 kw. Started Dec. 1958.
PATSCHERKOFEL 2 (Innsbruck 1)—Ch. E-23. ERP 800 kw. Started 1968.
PATSCHERKOFEL 3 (Innsbruck 1)—Ch. E-62. ERP 2 kw. Started 1964.
PFAENDER 1 (Bregenz)—Ch. E-5 (V-175.25, A-180.75). ERP 100 kw. Started March 1959.
PFAENDER 2 (Bregenz)—Ch. E-24. ERP 600 kw. Started 1969.
PFAFFENWALD 1 (Klagenfurt 2)—Ch. E-26. ERP 2 kw. Started 1971.
PFAFFENWALD 2 (Klagenfurt 2)—Ch. E-32. ERP 2 kw. Started 1971.

(Continued on next page)

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AUSTRIA—(Continued)

- PLACKLES 2 (Gruenbach)—Ch. E-33. ERP 300 watts. Started 1967.
PRITSCHITZ (Maria Woerth)—Ch. E-57. ERP 100 watts. Started 1971.
RAUCHKOFEL 1 (Lienz)—Ch. E-7. ERP 1 kw. Started 1964.
RESIDENZBERG 2 (Gutenstein)—Ch. E-29. ERP 1 kw. Started 1968.
SCHLATT (Oetz)—Ch. E-8. ERP 500 watts. Started 1969.
SCHOECKL 1 (Graz)—Ch. E-7 (V-189.25, A-194.75). ERP 100 kw. Started Aug. 1955.
SCHOECKL 2 (Graz)—Ch. E-23. ERP 800 kw. Started Nov. 1967.
SEEGRUBE 1 (Innsbruck 2)—Ch. E-9. ERP 100 watts. Started 1964.
SEEGRUBE 2 (Innsbruck 2)—Ch. E-40. ERP 1 kw. Started 1968.
SONNTAGBERG 1 (Waidhofen/Ybbs)—Ch. E-33. ERP 4 kw. Started 1970.
SONNTAGBERG 2 (Waidhofen/Ybbs)—Ch. E-39. ERP 4 kw. Started 1970.
SONNENDSTEIN 2 (Semmering)—Ch. E-22. ERP 100 kw. Started 1970.
SONNENDSTEIN 1 (Semmering)—Ch. E-10 (V-210.25, A-215.75). ERP 10 kw. Started 1959.
STEINKAMPERL 2 (Hirtenberg)—Ch. E-37. ERP 300 watts. Started 1967.
STRADNERKOGEL 1 (Gleichenberg)—Ch. E-29. ERP 5 kw. Started 1971.
STRADNERKOGEL 2 (Gleichenberg)—Ch. E-39. ERP 5 kw. Started 1971.
STUBNERKOGEL 1 (Badgastein 1)—Ch. E-9. ERP 100 watts. Started 1967.
STUBNERKOGEL 2 (Badgastein 1)—Ch. E-23. ERP 1 kw. Started 1968.
TARSCHBERG 1 (Traisen)—Ch. E-7. ERP 100 watts. Started 1970.
TARSCHBERG 2 (Traisen)—Ch. E-42. ERP 1.5 kw. Started 1970.
TETTENHENGST 2 (St. Aegydt)—Ch. E-27. ERP 500 watts. Started 1969.
TRESSENSTEIN 2 (Bad Aussee)—Ch. E-33. ERP 500 watts. Started 1969.
TROESCHBERG 2 (Steyr)—Ch. E-41. ERP 500 watts. Started 1967.
VORDERAELPELE 1 (Feldkirch)—Ch. E-12. ERP 100 watts. Started 1963.
VORDERAELPELE 2 (Feldkirch)—Ch. E-59. ERP 1.5 kw. Started 1971.
WACHBERG 1 (Weitra)—Ch. E-7. ERP 5 kw. Started Aug. 1968.
WACHBERG 2 (Weitra)—Ch. E-58. ERP 100 kw. Started 1968.
ZIEHBERG 2 (Kirchdorf)—Ch. E-39. ERP 500 watts. Started 1967.
ZINKENKOGEL 1 (Hallein)—Ch. E-12. ERP 100 watts. Started 1968.
ZINKENKOGEL 2 (Hallein)—Ch. E-50. ERP 1 kw. Started 1968.
ZUGSPITZE 1 (Ehrwald)—Ch. E-49. ERP 2 kw. Started 1968.
ZUGSPITZE 2 (Ehrwald 1)—Ch. E-52. ERP 2 kw. Started 1969.
Low-power satellites: 123 in operation, several planned.

Bahamas

(525-line standards)

Bahamas Broadcasting & Television Commission, P. O. Box 1347, Nassau.

Planned:

FREEPORT—Ch. 8.

NASSAU—Ch. 13.

Barbados

(625-line standards, System N)

Sets in use: 20,000

BRIDGETOWN—CBC-TV, Caribbean Broadcasting Corp., P.O. Box 900, Bridgetown, Barbados, W.I. Tel. 92041; 92046. Cable CA-BROCO. Ch. 3 (V-61.25, A-65.75), transmitter 5 kw, ERP 60 kw. TV tape recording facilities. Started Dec. 1964. Hours of operation: 6 hours daily. Color: Live, film, slide & tape. Personnel: Deighton Griffith, chairman of the board; Ian W. V. Gale, general manager; Oriel Gil, sales manager; Keith Foster, program mgr.; Melvin Lang, chief engineer. Rates: On application. Represented by Television International Enterprises (Sales) Ltd., New York & London; Byles, Gibb & Associates Ltd., Toronto.

Belgium

(625-line standards, Systems C&H or G)

Color: PAL System

Sets in use: 2,100,000 black & white; 5,000 color

Belgische Radio en Televisie (B.R.T.) and Radiodiffusion Television Belge (R.T.B.), Eugene Playegheplein 18, Brussels 5, Belgium. Tel. 49 60 50. Govt., non-commercial. TV tape recorder facilities. B.R.T. personnel: Paul Vandenbussche, director general; Bert Janssens, program director (film buyer). R.T.B. per-

sonnel: Robert Wangermee, director general; Louis-Philippe Kammand, 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 & deputy director general.

MAIN STATIONS

- AALTER—B.R.T., Ch. E-2 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started May 1958.
ANDERLUES—R.T.B., Ch. E-61 (French-language). ERP 200 kw. Started Sept. 1971.
ANLIER—R.T.B., Ch. E-11 (French-language). Transmitter 2.5 kw, ERP 10 kw. Started May 1961.
EGEM (Tielt)—B.R.T., Ch. E-43 (Dutch-language). ERP 1000 kw. Started Sept. 1971.
BRUSSELS—See Wavre.
FROIDMONT—R.T.B., Ch. E-57 (French-language). Transmitter 2 kw, ERP 20 kw. Started March 1969.
GENK—B.R.T., Ch. E-44 (Dutch-language). Transmitter 20 kw, ERP 200 kw. Started Feb. 1969.
LIEGE—R.T.B., Ch. E-42 (French-language). ERP 1000 kw. Started 1971.
OOSTVLETEREN—B.R.T., Ch. E-49 (Dutch-language). Transmitter 2 kw, ERP 20 kw. Started Feb. 1969.
OUGREE-LIEGE—R.T.B., Ch. E-3 (French-language). Transmitter 20 kw, ERP 100 kw. Started Nov. 1954.
RIVIERE—R.T.B., Ch. E-52 (French-language). Transmitter 10 kw, ERP 200 kw. Started Feb. 1969.
SCHOTEN—B.R.T., Ch. E-43 (Dutch-language). ERP 1000 kw.
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.
WAVRE-OVERIJSE—R.T.B., Ch. E-28 (French-language). ERP 1000 kw. Started 1971.
WAVRE-OVERIJSE—B.R.T., Ch. E-5 (French-language). ERP 1000 kw. Started 1971.

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.

CATV Systems: 14 in operation with 60,000 subscribers.

Bermuda

(525-line standards, System M)

Sets in use: 18,000 black & white; 2,000 color

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 20-kw. TV tape recorder facilities. Started Jan. 1958. Ownership: Bermuda Broadcasting Co. Ltd. & Bermuda Press Ltd. Programming affiliates: CBS, NBC, Rediffusion.

Personnel: Walter Staskow, managing dir.; Quinton Edness, gen. mgr.; Jim Woolridge, sales mgr.; Sue Wallin, program coordinator & film buyer; Jim Sayer, production mgr.; Bryan Lodge, chief engineer; Doreen Ennis, traffic. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Group One; in U.K. by Rediffusion International Ltd., London.

Hours of operation: 11 a.m.-noon; 3 p.m.-11:30 p.m., average daily. Rates (Jan. 1, 1971): Peak 60 sec., 31.25; 8 sec., 12.50; program hour, 110.00; 30 min., 66.00; 15 min., 44.00 (U.S. Dollars).

DEVONSHIRE—ZFB-TV, Capital Broadcasting Co. Ltd. (commercial), "By the Sea," North Shore, Devonshire (Mailing address: P.O. Box 652, Hamilton), Bermuda. Tel. 2-4444. Ch. 8 (V-181.25, A-185.75). Transmitter 5 kw, ERP 32.5 kw. TV tape recording facilities. Started Aug. 1965. Hours of operation: 2:30-12:00, Mon.-Fri.; 9:00-12:00 & 3:30-12:00, Sat.; 3:30-11:30, Sun. Ownership: Capital Broadcasting Co. Ltd. & Thomson Television International Ltd. Affiliated with ABC.

Personnel: Montague E. Sheppard, managing director & film buyer; Clinton Simmons, sales mgr.; Ann Daniels, program mgr.; Derick Symonds, production mgr.; Delano Ingham, chief engineer.

Represented by ABC International Sales, New York. Richard Job Ltd., London. Radio-TV Reps, Toronto, Canada.

Hours of operation: 2:30 p.m.-midnight, Mon.-Fri.; 8:30 a.m.-midnight, Sat.; 2:30 p.m.-11:30 p.m., Sun.
Rates (March 1968): Spot 60 sec., 25; 8 sec., 10; program 1 hr., 100; 5 min., 25 (U.S. Dollars).

Bolivia

(625-line standards, System N)
Sets in use: 12,000

LA PAZ—Television Boliviana, S.A. (Govt., commercial). Ch. 7, ERP 5 kw. Adalid de Latorre, director general of telecommunications.

Brazil

(525-line standards, System M)
Color: PAL System

Sets in use: 6,500,000 black & white; 80,000 color

All stations commercial except Govt.-owned outlets.

APUCARANA, PR—TV Tibaji, Ch. 11. ERP 500 watts. Televisao Tibaji S.A. Started July 7, 1969.

ARACAJU, SERGIPE—TV Sergipe, Ch. 4. Radio Televisao de Sergipe S.A.

BAURU, SP—TV Bauru, Ch. 2. ERP 6.5 kw Org. O. Globo. Started 1960.

BELEM, PA—TV Marajoara, Ch. 2. ERP 5 kw. Diarios Emissoras Associados. Started Sept. 30, 1961.

BELEM, PA—TV Guajara, Ch. 4. ERP 50 kw. TV Guajara S.A. Started March 27, 1966.

BELO HORIZONTE, MG—TV Itacolomi, Ch. 4. ERP 15 kw. Diarios Emissoras Associados. Started Nov. 1955.

BELO HORIZONTE, MG—TV Alterosa, Ch. 2. ERP 5 kw. Diarios Emissoras Associados. Started June 15, 1963.

BELO HORIZONTE, MG—TV Belo Horizonte, Ch. 12. ERP 10 kw. Org. O. Globo. Started Dec. 12, 1961.

BELO HORIZONTE, MG—TV Vila Rica, R. Fernandes Tourinho 818, Belo Horizonte, Minas Gerais, Ch. 7. ERP 21 kw. Org. Janeiro Carneiro. TV tape recorder facilities. Started Oct. 10, 1960.

BLUMENAU, SC—TV Coligadas, Ch. 3. TV Coligadas de S.C. S.A. Started 1970.

BRASILIA, DF—TV Nacional (govt.), Ch. 3. ERP 2 kw. Empresas Incorporadas ao Patrimonio da Uniao. Started April 21, 1960.

BRASILIA, DF—TV Alvorada, Ch. 8. ERP 10 kw. Emissoras Unidas. Started April 1960.

BRASILIA, DF—TV Brasilia, Ch. 6. ERP 10 kw. Diarios Emissoras Associados. Started April 1960.

BRASILIA, DF—TV Globo, Ch. 10. ERP 10 kw. Org. O. Globo.

CAMPINA GRANDE, PB—TV Borborema, Ch. 9. ERP 1 kw. Diarios Emissoras Associados. Started 1963.

CAMPO GRANDE, MT—TV Morena, Ch. 6. ERP 2 kw. Org. Zahran. Started 1966.

CAXIAS DO SUL, RS—TV Caxias, Ch. 8. ERP 1 kw. Radio e TV Caxias Ltd. Started Feb. 21, 1969.

CUIABA, MT—TV Centro-America, Ch. 4. ERP 250 kw. TV Centro-America Ltda. Started 1970.

CURITIBA, PR—TV Iguacu, Ch. 4. ERP 5 kw. Paulo Pimental. Started Dec. 1967.

CURITIBA, PR—TV Parana, Ch. 6. ERP 10 kw. Diarios Emissoras Associados. Started 1960.

CURITIBA, PR—TV Paranaense, Ch. 12. ERP 5 kw. Nagib Chede. Started Oct. 10, 1960.

FLORIANOPOLIS, SC—TV Cultura, Ch. 6. ERP 500 watts. Radio e Televisao Cultura S.A.

FORTALEZA, CE—TV Ceara, Radio Clube, Ch. 2. ERP 3 kw. Diarios Emissoras Associados. Started Nov. 1960.

FORTALEZA, CE—TV Verdes Mares, Ch. 10. ERP 34 kw. Group Queiroz. Started 1970.

GOIANIA, GO—TV Golanica, Ch. 4. ERP 2 kw. Diarios Emissoras Associados. Started 1960.

GOIANIA, GO—TV Anhanguera, Ch. 2. ERP 2 kw. Org. Jayme Camara. Started Jan. 11, 1965.

JUIZ DE FORA, MG—TV Industrial, Ch. 10. ERP 10 kw. Org. Sergio Mendes. Started 1965.

LONDRINA, PR—TV Coroados, Ch. 3. ERP 2 kw. Org. Stresser. Started 1962.

MANAUS, AM—TV Ajuricaba, Ch. 20. ERP 16 kw. Soc. TV Ajuricabna Ltda. Started 1970.

PORTO ALEGRE, RS—TV Piratini, Ch. 5. ERP 25 kw. Diarios Emissoras Associados. Started March 3, 1966.

PORTO ALEGRE, RS—TV Gaucha, Caixa Postal 1164, Porto Alegre, Ch. 12. ERP 40 kw. 14 low-power satellites. Org. das Folhas. TV tape recorder facilities. Started Dec. 1962. Personnel: Jayme Sirotsky, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.

PORTO ALEGRE, RS—TV Dif. Portoalegrense, Ch. 10. ERP 10 kw. Difusora Portoalegrense. Started Oct. 10, 1969.

RECIFE, PE—TV Jornal do Comercio, Ch. 2. ERP 25 kw. Org. Pessoa de Queiroz. Started June 17, 1960.

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RECIFE, PE—TV Radio Clube, Ch. 6. ERP 15 kw. Diarios Emissoras Associados. Started June 4, 1960.

RECIFE, PE—TV Universitaria, Ch. 11 (educational). Transmitter 5 kw. Universidade Fed. de Pernambuco. Started Aug. 1968.

RIBEIRAO PRETO, SP—TV Ribeira Preto, Ch. 3. ERP 500 watts. Radio Difusora de Sao Paulo S.A.

RIO DE JANEIRO, GB—TV Globo, Ch. 4. ERP 25 kw. Org. O. Globo. Started April 26, 1965.

RIO DE JANEIRO, GB—TV Tupi, Ch. 6. ERP 25 kw. Diarios Emissoras Associados. Started Jan. 1951. (Directional satellite on Ch. 33).

RIO DE JANEIRO, GB—TV Continental, Ch. 9. ERP 25 kw. Grupo Abdon Torres. Started June 30, 1959.

RIO DE JANEIRO, GB—TV Rio, Ch. 13. ERP 5 kw. Emissoras Unidas. Started June 29, 1954.

SALVADOR, BA—TV Itapoan, Ch. 5. ERP 5 kw. Diarios Emissoras Associados. Started Nov. 18, 1960.

SALVADOR, BA—TV Aratu, Ch. 4. ERP 2 kw. Grupo D. Rawn. Started 1969.

SANTA MARIA, RS—TV Imembui, Ch. 12. ERP 500 watts. Radio Imembui S.A. Started Dec. 13, 1969.

SAO LUIZ, MA—TV Difusora, Ch. 4. ERP 2 kw. Radio TV Difusora Maranhao S.A. Started 1965.

SAO PAULO, SP—TV Cultura (educational). Fundacao Padre Anchieta, Centro Paulista de Radio e TV Educativa, Rua Carlos Spera, 179, C.P. 11.544, Sao Paulo, Ch. 2, ERP 282 kw. TV tape recording facilities. Started June 15, 1969.

Hours of operation: 7-11 p.m., daily.
Personnel: Jose Bonifacio Coutinho Nogueira, pres.; Olavo Egidio Setubal, v.p.; Onadyr Marcondes, financial director; Sergio Sobral de Oliveira, administrative mgr.; Claudio Cezar Guimaraes Petraglia, cultural mgr.; Carlos Pereira de Campos Vergueiros, artistic mgr.; Antonio Augusto Soares Amora, education mgr.; Miguel Cipolla Jr., engineering mgr.

SAO PAULO, SP—TV Tupi, Ch. 4. ERP 25 kw. Diarios Emissoras Associados. Started Sept. 18, 1950. (Directional satellites on Ch. 16, 23 & 31)

SAO PAULO, SP—TV Paulista, Ch. 5. ERP 30 kw. Org. O. Globo. Started March 1953. (Directional satellites on Ch. 19, 28 & 29)

SAO PAULO, SP—TV Record, Ch. 7. ERP 25 kw. Emissoras Unidas. Started Sept. 1953. (Directional satellites on Ch. 17, 22 & 25)

SAO PAULO, SP—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 de Oliveira, dir. gen.; Carlos Caldeira Filho, gen. mgr.; Calazans Fernandes, sales mgr.; Edson Leite, program & production mgr. & film buyer; Alberto Maluf, chief engineer.

Hours of operation 11:30-02:00.

Rates (Nov. 1968): Peak sec., 50.00; low sec., 6.50 (Cruzetiro).

SAO PAULO, SP—TV Bandeirantes, Ch. 13. ERP 40 kw. Org. Joao Saad. Started March 5, 1967.

SAO PAULO, SP—TV Gazeta, Ch. 11. Fundacao Casper Libero. Started 1970.

UBERLANDIA, MG—TV Triangulo, Rua Buriti Alegre 1069, Uberlandia, Minas Gerais, Edson G. Nunes, Ch. 8. ERP 20 kw. 5 low-powered satellites. TV tape recorder facilities. Started 1966.

VITORIA, ES—TV Vitoria, Ch. 4. ERP 2 kw. Diarios Emissoras Associados. Started 1961.

Under construction & planned:

CACHOEIRA DO SUL, RS—TV Princesa, Ch. 9. TV Princesa de Cachoeira Ltda.

CORUMBA, MT—TV Cidade Branca, Ch. 5. TV Cidade Branca Ltda.

ERECHIM, RS—TV Erechim, Ch. 2. TV Erechim Ltda.

FORTALEZA, CE—TV Educativa, Ch. 4 (educational). Sec. Educacao do Estado.

GOIANIA, GO—TV Cerne, Ch. 13 (govt.). Governo Estado de Golas.

GOIANIA, GO—TV Universitaria, Ch. 11 (educational). Universidade Fed. de Golas.

MANAUS, AM—TV Educativa, Ch. 7 (educational). Sec. Educacao do Estado.

PELOTAS, RS—TV Tuiuti, Ch. 4. Televisao Tuiuti Ltda.

PONTA GROSSA, PR—TV Esplandda, Ch. 7. Org. Wallace Pina.

PORTO ALEGRE, RS—TV Guaiba, Ch. 2. Emp. Caldas Junior.

PORTO ALEGRE, RS—TV Educativa, Ch. 7 (educational). Sec. Educacao do Estado.

SALVADOR, BA—TV Educativa, Ch. 7 (educational). Grupo Pessoa de Queiroz.

SANTA MARIA, RS—TV Universitaria, Ch. 8 (educational). Universidade Fed. Santa Maria.

SAO JOSE RIO PRETO, SP—TV Rio Preto, Ch. 8. Radio e TV Rio Preto Ltda.

UBERABA, MG—TV Uberaba, Ch. 4. Radio e TV Uberaba Ltda.

International TV Directory

Bulgaria

(625-line standards, System D)
Sets in use: 1,200,000

SOFIA—Boghlarskole Televideni, Todor Strashimirov 2, Sofia. Tel. 44-63-21. Telex: BT SOF BG 22581. (Govt., non-commercial), Ch. R-7. ERP 50 kw. TV tape recording facilities. Started Nov. 7, 1959. Hours of operation: 62 weekly. 15:00-20:30. Plans color, SECAM system, 1972.
Personnel: Pavel Pisarev, director; Kiril Vasilev, vice director; Nikola Antonov, technical director; Hristo Radev, program manager; Krum Pastarmadjiev, head of foreign relations & film exchange dept.

BOTEV—Ch. R-11. ERP 240 kw.

KJUSTENDIL—Ch. R-10. ERP 50 kw.

KURDJALI—Ch. R-9. ERP 15 kw.

PETROHAN—Ch. R-9. ERP 4 kw.

SLANCHEV BRIAG—Ch. R-7. ERP 10 kw.

VARNA—Ch. R-9. ERP 4 kw.

Low-power repeaters: 84 in operation, 15 planned.

Cambodia

(525-line standards, System M)
Sets in use: 30,000

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). Started in Jan. 1962.

BOKOR—Ch. 11. Transmitter 100 watts, ERP 800 watts (radius of 100 km), repeats Phnom Penh.

Canada

(525-line standards, System M)

Color: NTCS System

Sets in use: 6,380,000 black & white; 1,880,000 color.

(For stations, see Canadian Station Directory)

Canary Islands

(See Spain)

Central African Republic

BANGUI—Ministere de L'Information (Govt.). Under construction. To start 1972.

Chile

(525-line standards, System M)
Sets in use: 500,000

SANTIAGO—TV 13, Universidad Catolica (Commercial), Catholic University of Chile, Lira St. 44, Box 14600, Santiago, Chile. Tel. 380342, 380431, 380476. Ch. 13 (V-211.25, A-215.75). ERP 8 kw. TV tape recorder facilities. Started Oct. 1958.

Personnel: Claudio di Girolamo, director general; Omar Pabst, gen. mgr.; Alfredo Abba, sales mgr.; Alfredo Escobar, program mgr.; Mario Rodriguez, production mgr.; Pedro Caraball, chief engineer; Leonardo Caceres, chief of press; Gaston Soubllette, dir., music dept.; Serfio Contardo, dir., educational television; Jorge Contreras, dir., public relations.

SANTIAGO—Universidad de Chile, (Commercial) Ines Matte Urrajola 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]

(625-line standards, System D)
Sets in use: 300,000

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.

RELAY STATIONS

CHANGLI—Ch. R-1, repeating Peking.

SOOCHOW—Visual 57.75 mc; aural 64.25 mc, repeats Shanghai.

TANGSHAN—Ch. R-4, repeating Peking.

WUSIH—Visual 57.75 mc; aural 64.25 mc, repeats 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, System M)
Sets in use: 700,000

Instituto Nacional de Radio y Television Inravisión (Govt., commercial & educational), Centro Administrativo Nacional, Via del Aeropuerto Eldorado, Bogota. Tel. 44-60-20. Studios: Calle 24, No. 5-70. Tel. 41-40-69. Telex: 44311. 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. Luis E. Fonseca, director general; Gregorio Rodriguez C., general manager; Abraham Zalzman, program manager; Fernando Alford, production manager; Jorge E. Nassar S., technical director; Manuel Ignacio Ruiz, 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 (La Rusia)—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. 12. Transmitter 1 kw, ERP 10 kw. Started 1955.

MEDELLIN—Ch. 3. Transmitter 10 kw, ERP 100 kw. Started Sept. 1967.

MONTERIA—Ch. 7. Transmitter 1 kw, ERP 100 kw. Started Jan. 1964.

NEIVA—Ch. 12. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.

PAN DE AZUCAR (Valle del Cauca)—Ch. 7. Transmitter 10 kw, ERP 600 kw (directional). Started July 1957.

PASTO—Ch. 12. Transmitter 1 kw, ERP 80 kw. Started Dec. 1966.

POPAYAN (Munchique)—Ch. 10. Transmitter 1 kw, ERP 100 kw. Started Nov. 1965.

RIOHACHA (Cabo Kennedy)—Ch. 11. Transmitter 1 kw, ERP 180 kw. Started 1970.

SANTA MARTA—Ch. 2. Transmitter 10 kw, ERP 100 kw (directional). Started Jan. 1963.

TRANSLATORS

BELENCITO—Ch. 7. Transmitter 100 watts. Started 1968.

BELLO—Ch. 7. ERP 10 watts (directional). Started 1970.

CHARALA—Ch. 8. ERP 70 watts (directional). Started 1969.

CHIQUEQUIRA—Ch. 13. ERP 150 watts (directional). Started 1969.

CUCUTA—Ch. 11. Transmitter 75 watts. Started 1970.

EL COCUY—Ch. 7. Transmitter 75 watts. Started 1971.

FLORENCIA—Ch. 7. ERP 50 watts (directional). Started 1970.
 GABINETE—Ch. 11. ERP 50 watts (directional). Started 1970.
 GARZON—Ch. 8. ERP 700 watts (directional). Started 1969.
 MALAGA—Ch. 10. ERP 700 watts (directional). Started 1969.
 MONQUIRA—Ch. 12. Transmitter 75 watts. Started 1971.
 OCANA—Ch. 8. ERP 70 watts (directional). Started 1969.
 PAMPLONA—Ch. 8. ERP 50 watts (directional). Started 1967.
 PAZ DEL RIO—Ch. 11. ERP 150 watts (directional). Started 1967.
 PITALITO—Ch. 9. ERP 50 watts (directional). Started 1968.
 SAMACA—Ch. 7. Transmitter 5 watts. Started 1967.
 SAN GIL—Ch. 9. ERP 50 watts (directional). Started 1967.
 UBATE—Ch. 11. ERP 50 watts (directional). Started 1968.
 VALLE DE TENZA I—Ch. 10. Transmitter 75 watts. Started 1970.
 VALLE DE TENZA II—Ch. 13. Transmitter 7.5 watts. Started 1971.
 VALLEDUPAR—Ch. 8. ERP 50 watts (directional). Started 1970.
 VILLAPINZON—Ch. 10. Transmitter 7.5 watts. Started 1970.
 ZIPAQUIRA (Tibito)—Ch. 10. ERP 700 watts (directional). Started 1969.

Planned:
 CARTAGENA—Ch. 11. Transmitter 1 kw, ERP 100 kw.
 VILLAVICENCIO—Ch. 2. Transmitter 10 kw, ERP 600 kw.
 Lower power repeaters: 23 planned.

Republic of the Congo

(625-line standards, System D)
 Sets in use: 1,900

BRAZZAVILLE—Radiodiffusion-Television Congolaise (Govt., commercial), P.O. Box 2241, Brazzaville. ERP 2 kw. Started experimental operation Aug. 1963.
 Personnel: Bikouta-Menga Guy, director general; Claude Andre Bimbaklla, program manager; Ngoma-Mby, director of television; Nanga Nanga, film buyer; Matoko Patrice, production manager; Luc Malonga, chief engineer.

Democratic Republic of the Congo

(See Zaire Republic)

Costa Rica

(525-line standards, System M)
 Sets in use: 122,000 black & white; 300 color

SAN JOSE—Teletcentro Canal 6, Corporacion Costarricense de Television (Commercial), P.O. Box 2860, San Jose. Tel. 21-02-55. Ch. 6. Transmitter 5 kw. ERP 150 kw. TV tape recorder facilities. Started Sept. 1965.
 Hours of operation: Daily, 11:30 a.m.-11:30 p.m.
 Personnel: Mario Sotela P., pres.; Jose J. Ortiz, gen. mgr.; Luis G. Castro, sales mgr.; Joao Anjos, chief engineer.
 Rates (Oct. 1971): 60 sec., 350.00; 30 sec., 225.00 (Colons).

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 150 kw. TV tape recorder facilities. Hours of operation: Daily 11:15 a.m.-11:00 p.m. Started May 1960. Repeater on Ch. 11 (Buena Vista), Ch. 12 (Zarcelero), Ch. 5 (Turriaiba Vulcano) & Ch. 5 (Golfito).

Ownership: American Broadcasting Co., 35%; Olga C. de Picado, 65%. Executives: Olga de Picado, pres.; Augusto Carballo C., treas.; Rolando Fernandez, alternate secy.

Personnel: Augusto Carballo C., gen. mgr.; Rodrigo Sanchez, sales mgr. & programming; Gerardo Guzman Molina, chief engineer.

Represented in U.S. by ABC International TV Inc., New York. Affiliated with Central American Network.
 Rates (Oct. 1971): Class AAA—6-10 p.m., daily, 60 sec., 350; 30 sec., 260; 10 sec. 170. Hour, 2,500; 30 min., 1,250; 15 min., 700 (Colons).

SAN JOSE—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. TV tape recording facilities. Hours of operation: Daily, 3-11 p.m.

Personnel: Arnoldo Vargas V., owner, president and chief engineer; Claudio Reyes A., administrative manager.

SAN JOSE—Telenac Canal 2, Telesistema Nacional S.A., P. O. Box 2660, San Jose. Tel. 21-04-55. Ch. 2. Transmitter 5 kw, ERP 100 kw. TV tape recorder facilities.
 Personnel: Mario Sotela, pres.; Jose J. Ortiz, gen. mgr. & film buyer; Joao Anjos, chief engineer.

Cuba

[No recent information available from Cuba]
 (525-line standards, System M)
 Sets in use: 555,000

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.

Personnel: A. Hernandez, director of national television.

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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: P-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: 1 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 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)

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

(625-line standards, System B)
 Sets in use: 50,000

Cyprus Broadcasting Corp. (Semi-Govt., commercial), P.O. Box 1824, Nicosia, Cyprus. Tel. 22231. Telex 2333. All stations carry same program. TV tape recorder facilities. Hours of operation: Entertainment, daily (winter) 1830-2230; (summer) 1900-2300. Educational, daily, except Sun. & school holidays 1000-1200 during academic year.

Personnel: A. N. Christofides, director-general; I. Hadjiiosif, deputy director-general; K. Euripidou, chief accountant; D. Kyprianou, head of commercial div.; C. Papadopoulos, head of TV programs; P. T. Astraeous, chief engineer.

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

(625-line standards, System D)
 Sets in use: 3,100,000

Ceskoslovenska Televize (Govt., limited commercial), M. Gorkeho Nam. 29, Praha 1. Cable Address: Televize Praha. Telex: Prague 0400. Tel.: 221247.

(Continued on next page)

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CZECHOSLOVAKIA—(Continued)

Personnel: Jan Zelenka, director general; Premysl Koci, deputy director general, artistic programs; Vladimir Solecky, deputy general director, political news service.

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. **SUSICE**—Ch. R-9.

KLATOVY—Ch. R-6. **JESENIK**—Ch. R-4.

Denmark

(625-line standards, System B)
Color: PAL System

Sets in use: 1,475,000 black & white; 52,000 color

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 Solvhøj, director general; Laurits Bindsof, director of TV programs.

U.S. Representative: Redaktor Claus Toksvig.

U.S. Office: Danish Broadcasting Corporation, 6 Wildwood Rd., Larchmont, N.Y. (10538).

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 10 kw, ERP 50 kw (directional). Started May 1955.

ESBJERG—Ch. E-9 (satellite of Sonderjylland). ERP 89 watts (directional). Started March 1967.

FREDERICIA—Ch. E-11 (satellite of Fyn). Transmitter 5 watts, ERP 50 watts (directional). Started Dec. 1969.

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.

GRENAA—Ch. E-11 (satellite of Aarhus). Transmitter 10 watts, ERP 100 watts (directional). Started Feb. 1969.

HIRTSHALS—Ch. E-11 (satellite of Aalborg). Transmitter 10 watts, ERP 60 watts (directional). Started Feb. 1969.

HOBRO—Ch. E-7 (satellite of Aalborg). ERP 15 watts (directional). Started Jan. 1964.

HORSENS—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.

1068-b

KOLLUND—Ch. E-9 (satellite of Sonderjylland). ERP 60 watts (directional). Started March 1964.

MIDDELFART—Ch. E-5 (satellite of Fyn). Transmitter 1 watt, ERP 6 watts (directional). Started Oct. 1969.

NYKOBING-SJAE LLAND—Ch. E-5 (satellite of Copenhagen). Transmitter 5 watts, ERP 30 watts (directional). Started May 15, 1970.

RANDERS—Ch. E-6 (satellite of Aarhus). ERP 9 watts (directional). Started Dec. 1963.

RINGKOBING—Ch. E-6 (satellite of Vestjylland). Transmitter 5 watts, ERP 50 watts (directional). Started Dec. 1969.

SAEBY—Ch. E-7 (satellite of Aalborg). Transmitter 5 watts, ERP 12 watts (directional). Started Feb. 13, 1970.

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.

SONDERBORG—Ch. E-10 (satellite of Sonderjylland). Transmitter 5 watts, ERP 50 watts (directional). Started April 20, 1970.

SONDERJYLLAND (Rangstrup)—Ch. E-7. Transmitter 3.5 kw, ERP 60 kw (directional). Started April 1957.

SVENDBORG—Ch. E-9 (satellite of Fyn). Transmitter 5 watts, ERP 25 watts (directional). Started Oct. 1969.

SYDSJAE LLAND (Naestved)—Ch. E-6. Transmitter 4 kw, ERP 60 kw (directional). Started Oct. 1959.

SYDVESTJYLLAND—Ch. E-5 (satellite of Vestjylland). Transmitter 2 & 500 watts, ERP 5 kw (directional). Started Sept. 1971.

THISTED—Ch. E-8 (satellite of Vestjylland). Transmitter 50 watts, ERP 50 watts (directional). Started March 24, 1970.

VARDE—Ch. E-11 (satellite of Sonderjylland). Transmitter 5 watts, ERP 50 watts (directional). Started Sept. 1969.

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.

Low power repeaters: 22 in operation.

Dominican Republic

(525-line standards, System M)
Sets in use: 150,000

ALTO DE BANDERA—Radio Television Dominicana (Govt., commercial). Ch. 5. Transmitter 5 kw. Repeater. Started Aug. 1, 1952.

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.-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 Lambert, program mgr.; Juan Salazar, chief engineer; R. R. Frias, production mgr.

U.S. Representative: ABC International Television Inc.

SANTO DOMINGO—HISD-TV, Radio Television Dominicana, Av. Dr. Tejada Florentino No. 8, P.O. Box 969, Santo Domingo (Govt., commercial). Ch. 4. Transmitter 5 kw, ERP 16 kw. TV tape recording facilities. Started Aug. 1952. Ramon Lorenzo Perello, director general; Antonia de Batista, sales manager.

Hours of operation: Noon-11 p.m.

EL CERRO—HIN-TV, Rahintel TV. Ch. 11. Transmitter 500 watts, ERP 1.5 kw. Started Feb. 1966.

NAVISA—HIN-TV, Rahintel TV. Ch. 70. Transmitter, 1 kw, ERP 3 kw. Started Feb. 1966.

SANTIAGO—HIN-TV, Rahintel TV, Ch. 7. Transmitter 500 watts, ERP 5 kw. Started Feb. 1966.

Planned: Low-powered repeaters at Puerto Plata, La Romana, San Juan de la Maguana.

Ecuador

Sets in use: 110,000
(525-line standards, System M)

AMBATO—Telesistema del Ecuador (Commercial). Ch. 3. See HCPTVE, Guayaquil. Transmitter 750 watts. Hours of operation: 6-11 p.m. Started Nov. 12, 1968.

CUENCA—Telesistema del Ecuador (Commercial). Ch. 3. See HCPTVE, Guayaquil. Started Aug. 15, 1967. 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, pres.; Richard E. Drummy, v.p. & gen. mgr.; Modesto Luque, station 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), P.O. Box 1239, Guayaquil. Tel. 514-865. Stu-

TV Factbook No. 42

dios: Cerro del Carmen. (Affiliated with WCKT, Ch. 7, Miami, Fla.) Ch. 2. Transmitter 2 kw. ERP 12 kw.

Hours of operation: Daily, noon-11 p.m. Started May 1967.
Ownership: Xavier Alvarado Roca, Sidney Ansin.

Personnel: Xavier Alvarado Roca, president; Luis Hanna, manager; Rosa Alvarado, film dir.; Cesar Noblecilla, asst. mgr.

Rates: 60 sec. peak, 900; hour, 10,000; 30 min., 5,000 (Sucres).

LOJA—Telesistema del Ecuador (Commercial). Ch. 4. See HCPTVE, Guayaquil. Transmitter 750 watts. Started Nov. 18, 1969.

MANTA—Telesistema del Ecuador (Commercial). Ch. 4. See HCPTVE, Guayaquil. Transmitter 750 watts. Started July 20, 1968.

QUITO—HCJB-TV, La Ventana de los Andes (Non-commercial). World Radio Missionary Fellowship, P.O. Box 691, Quito. Tel. 241-560. Ch. 4. Transmitter 1.2 kw, ERP 8 kw. Started May 1959. Low-power repeater Ch. 5, Ambato, started May 1968.
Hours of operation: Daily, 6:15-10:30 p.m.

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.

QUITO—HCTNTV-1, Televisora Nacional S.A., Calle Bosmediano y Jose Carbo. Tel. 244-928. Ch. 8. Transmitter 2 kw, ERP 18 kw. TV tape recording facilities. Started June 1970.
Ownership: Jorge Mantilla Ortega, Xavier Alvarado Roca.
Rates: 60 sec. peak, 800 (Sucres).

Egypt

(See Arab Republic of Egypt)

El Salvador

(525-line standards, System M)
Sets in use: 100,000

Teleradio Centroamericana (TELECENTRO), Ave. Olimpica y Carretera Panamericana, Apartado Postal 720, San Salvador (commercial). Tel. 23-1015.

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—Canal 4 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. Personnel: Roberto Flores, general manager; Ronald Calvo, assistant to mgr.; Marina de Martinez, sales mgr.

SAN SALVADOR—YSR-TV, Circuito YSR, Doble Via a Santa Tecla, Kilometro 5, Col. Roma. Ch. 2. Transmitter 25 kw.
Personnel: Boris Eserski, pres.; Ronald Calvo, assistant to mgr.
Planned: ITV system.

Equatorial Guinea

(625-line standards, System B)
Sets in use: 500

SANTA ISABEL (Fernando Poo) Ch. E-2 (Govt.). Started July 1968.

Ethiopia

(625-line standards, System B)
Sets in use: 7,000

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: Daily, 8:00-10:30 p.m.; 9:00-12:00 (educational service).

Personnel: Ato Negusse Haptewold, asst. minister of broadcasting; Ato Samuel Ferenji, director general, general manager; Ato Kassaye Demena, production manager & film buyer; Woizerit Kondjit Mekonnen, sales manager; B. J. Roche, 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

(625-line standards, System B)
Color: PAL System

Sets in use: 1,100,000 black & white; 11,000 color

Finnish Broadcasting Co. Ltd. (Oy. Yleisradio Ab.), Kesäkatu 2, Helsinki 26, P.O. Box 25095, Helsinki 25. Tel. 411141. Telex: 12-735. (Govt.) TV Program 1 address: Pasila. Tel. 418811. Telex: 12-797 (TV news); 12-1270 (program exchange). TV program 2 address: Tampere, Hameenkatu 22 C. Tel. Tampere 30330. Telex: 22-176. TV tape recorder facilities.

Hours of operation: Daily 9 a.m.-11 a.m. & 6 p.m.-11 p.m. approx. Color: Approx. 20 hrs. weekly.

Personnel: Erkki Raatikainen, director general; Atte Pakkanen, pres., board of governors; Jaakko Seppala, sales mgr., television films; Pekka Silvoia & Pertti Paloheimo, program managers, TV-1; Hanno Leminen, program mgr., TV-2; Kaarle Stewen, film buyer; L-P. Ringbom, production mgr., TV-1; Olli Ham-

alainen, production mgr., TV-2; Paavo Velandar, chief engineer; Ville Zilliacus, head of international relations.

Oy Mainos-TV-Reklam Ab, Pasila-Ilmala, 00240 Helsinki 24. Tel. 413300. Telex: 12-1544. Private commercial company. Hires studio space, technical facilities and program time from Finnish Broadcasting Co. for programs and commercials.

Daily transmissions on channel 1, weekly about 14 hours. On channel 2 transmissions Tues., Thurs. & every second Sat., weekly about 3 hours 30 minutes, plus daily commercials in connection with FBC's news programs. Color: Part of the program & commercials transmitted in color.

Personnel: Pentti Hanski, managing director; Ikka Jalamo, administrative director; Leo Meller, program director; Raimo Ruohisto, marketing director; Dennis Livson, foreign relations manager.

Rates (1972): MTV 1 peak 60 sec., 16 070; low 4 020. MTV 2 peak 60 sec., 4 210; low 2 810 (Markka).

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 180 kw. Started Nov. 1956.

HETTA—Finnish Broadcasting Co. Ch. E-8. ERP 2 watts. Started May 1969.

ISALMI—Finnish Broadcasting Co. Ch. E-6. ERP 200 watts. Started Aug. 1963.

INARI—Finnish Broadcasting Co. Ch. E-10. ERP 3 kw. Started Dec. 1969.

JAMSANKOSKI—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1968.

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.

JYVASKYLA KORTEPOHJA—Finnish Broadcasting Co. Ch. E-7. ERP 1 watt. Started Dec. 1968.

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.

KARIGASNIEMI—Finnish Broadcasting Co. Ch. E-7. ERP 500 watts. Started Aug. 1971.

KAUNISPAA—Finnish Broadcasting Co. Ch. E-6. ERP 2 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.

KONTIOLAHTI—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started Aug. 1970.

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.

LAHTI OKEROINEN—Finnish Broadcasting Co. Ch. E-7. ERP 20 mw. Started Nov. 1967.

LAHTI RENKOMAKI—Finnish Broadcasting Co. Ch. E-7. ERP 20 mw. Started Oct. 1968.

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.

PEURAPAA—Finnish Broadcasting Co. Ch. E-8. ERP 400 watts. Started Dec. 1970.

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.

(Continued on next page)

International TV Directory

FINLAND—(Continued)

- PIRTTIKOSKI**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1967.
- PORVOO**—Finnish Broadcasting Co. Ch. E-11. ERP 2 watts. Started Oct. 1962.
- POSIO**—Finnish Broadcasting Co. Ch. E-7. ERP 20 watts. Started Oct. 1970.
- 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.
- RANUA**—Finnish Broadcasting Co. Ch. E-10. ERP 1 kw. Started June 1970.
- 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.
- 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.
- YLLAS**—Finnish Broadcasting Co. Ch. E-11. ERP 50 kw. Started Oct. 1968.

TV PROGRAM 2

- EURAJOKI**—Finnish Broadcasting Co. Ch. E-33. ERP 600 kw. Started Dec. 1969.
- HAMEENLINNA**—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started June 1967.
- HELSINKI**—Finnish Broadcasting Co. Ch. E-8. ERP 10 kw. Started 1954. Increased power Jan. 1963.
- JYVASKYLA**—Finnish Broadcasting Co. Ch. E-25. ERP 600 kw. Started March 1971.
- JYVASKYLA**—Finnish Broadcasting Co. Ch. E-5. ERP 1 watt. Started Aug. 1971.
- LAHTI**—Finnish Broadcasting Co. Ch. E-40. ERP 1 kw. Started Jan. 1966.
- SIPPOLA**—Finnish Broadcasting Co. Ch. E-49. ERP 600 kw. Started Sept. 1971.
- 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 30 kw. Started 1956 on Ch. E-5. Restarted on Ch. E-9 with increased power.
- VAASA**—Finnish Broadcasting Co. Ch. E-9. ERP 20 kw. Started March 1970.

TV ALAND

- AHVENANMAA**—Finnish Broadcasting Co. Ch. E-5. ERP 10 kw. Started Jan. 1970.

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France

(625- & 819-line standards, Systems E & L)

Color: SECAM System

Sets in use: 12,000,000 black & white; 400,000 color

Office de Radiodiffusion Television Francaise, ORTF, (Govt., 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: Pierre de Leusse, president, administrative council; Philippe Cosse-Maniere, v.p.; Jean Chauveau, secretary-general; Jean Jacques de Bresson, director general; Raymond Poussard, asst. dir. gen.; Alain L. Dangeard, asst. dir. gen.; Roland Dhor-dain, dir., First Network; Pierre Sabbagh, dir., Second Network; Claude Mercier, dir. of equipment; J.P. Pourcel, sales mgr.; J. Marchand, film buyer.

U.S. Representative: Francis Mercury, 1290 Ave. of the Americas, New York, N.Y. (10019). Phone: 212-581-1771.

Advertising is sold by Regie Francaise de Publicite, P.O. Box 243-07, 16, Av. R. Schuman, Paris 7e. Tel. 555 12-34.

Rates: First Network (peak)—60 sec., 167 500; 45 sec., 132 500; 30 sec., 93 000; 15 sec., 51 000. Second Network (peak)—60 sec., 63 000; 45 sec., 50 000; 30 sec., 35 000; 15 sec., 19 500. First Network (collective peak)—60 sec., 61 200; 45 sec., 48 500; 30 sec., 34 000; 15 sec., 18 700. Second Network (collective peak)—60 sec., 9 900; 45 sec., 7 850; 30 sec., 5 500; 15 sec., 3 050 (Francs).

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, Afars & Issas.

FIRST NETWORK

(819-line standards, System E)

- 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 du Haut-Mont)—Ch. F-6. 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.
- BAYONNE** (La Rhune)—Ch. F-9. Transmitter 500 watts.
- BESANCON** (Lomont)—Ch. F-4. Transmitter 3 kw, ERP 30 kw. Started Dec. 1960.
- BORDEAUX** (Bouliac)—Ch. F-10. Transmitter 4.5 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.
- CHAMBERY**—Ch. F-6. Transmitter 100 watts.
- 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.
- DIJON** (Nuits-St. Georges)—Ch. F-10. Transmitter 3 kw, ERP 12 kw. Started April 1958. Increased power Dec. 1966.
- GAP** (Mont Colombis)—Ch. F-5. Transmitter 100 watts, ERP 1 kw. Started May 1971.
- 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 (Maisonnals)—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 250 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 (Pechbonnieu)—Ch. F-10. Transmitter 50 watts, ERP 500 watts. Started Oct. 1959.

TOULOUSE (Pic du Midi)—Ch. F-5. Transmitter 3 kw, ERP 100 kw. Started Dec. 1957.

TROYES (Les Riceys)—Ch. F-2. Transmitter 20 kw, ERP 250 kw. Started Dec. 1960.

VANNES (Moustoira'c)—Ch. F-12. Transmitter 500 watts, ERP 10 kw. Started April 1960.

Low-powered satellites: 940 in operation.

SECOND NETWORK

Began telecasting in color Oct. 1967.
(625-line standards, System L)

ABBEVILLE (Limeux)—Ch. E-57. Transmitter 10 kw.

AJACCIO (Coti Chiavari)—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started May 1967.

ALBERTVILLE (Fort du Mont)—Ch. E-39. Transmitter 250 watts, ERP 3 kw. Started Feb. 1969.

ALENCON (Mont d'Amain)—Ch. E-51. Transmitter 4 kw, ERP 40 kw. Started Sept. 1971.

ALES (Mr. Bouquet)—Ch. E-21. Transmitter 900 watts.

AMIENS (St. Just en Chaussée)—Ch. E-47. Transmitter 20 kw.

ANGERS (Rocheftort-sur-Loire)—Ch. E-44. Transmitter 900 watts, ERP 10 kw. Started June 1971.

ANTISANTI (Cortee)—Ch. E-61. Transmitter 2 kw, ERP 40 kw. Started July 1967.

ARGENTON (Malicorhay)—Ch. E-40. Transmitter 4 kw, ERP 40 kw. Started May 1971.

AURILLAC (La Bastide du Haut-Mont)—Ch. E-65. Transmitter 20 kw. Started Jan. 1967.

AUXERRE (Molesmes)—Ch. E-31. Transmitter 10 kw.

AVIGNON (Mont Ventoux)—Ch. E-45. Transmitter 10 kw.

BASTIA (Serra di Pigno)—Ch. E-47. Transmitter 20 kw. Started July 1966.

BAYONNE (La Rhune)—Ch. E-58. Transmitter 10 kw. Started June 1966.

BERGERAC (Audrix)—Ch. E-23. Transmitter 10 kw, ERP 100 kw. Started June 1969.

BESANCON (Lomont)—Ch. E-41. Transmitter 10 kw, ERP 100 kw. Started Aug. 1967.

BESANCON (Montfaucon)—Ch. E-23. Transmitter 10 kw, ERP 100 kw. Started June 1969.

BORDEAUX (Bouliac)—Ch. E-57. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1965.

BOULOGNE (Mont Lambert)—Ch. E-34. Transmitter 2 kw, ERP 100 kw. Started Sept. 1966.

BOURGES (Neuvy-deux-Clochers)—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.

CARCASSONNE (Plc de Nore)—Ch. E-58. Transmitter 50 kw. Started Nov. 1966.

CHAMBERY (Mont du Chat)—Ch. E-26. Transmitter 10 kw. Started Dec. 1966.

CHAMONIX (Aiguille du Midi)—Ch. E-28. Transmitter 900 watts, ERP 50 kw.

CHARTRES (Montlondon)—Ch. E-50. Transmitter 10 kw.

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.

CLUSES (Saint-Sigismont)—Ch. E-50. Transmitter 250 watts, ERP 3 kw. Started Dec. 1970.

DIJON (Nuits St. Georges)—Ch. E-62. Transmitter 20 kw, ERP 500 kw. Started Dec. 1966.

DUNKERK (Mont-des-Cats)—Ch. E-39. Transmitter 4 kw, ERP 40 kw. Started July 1971.

EPINAL (Bois de la Vierge)—Ch. E-60. Transmitter 2 kw, ERP 40 kw. Started Dec. 1966.

FORBACH (Kreuzberg)—Ch. E-22. Transmitter 1 kw, ERP 20 kw.

GAP (Mont Colombis)—Ch. E-21. Transmitter 1 kw.

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.

HIRSON (Landouzy)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started Aug. 1971.

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 (Bouigny)—Ch. E-21. Transmitter 50 kw, ERP 1000 kw. Started May 1964.

LIMOGES (Les Cars)—Ch. E-50. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.

LONGWY (Bois du Cha)—Ch. E-47. 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.

MENTON (Cap Martin)—Ch. E-50. Transmitter 2 kw.

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.

MONTMELIAU (Le-Fort)—Ch. E-58. Transmitter 250 watts, ERP 3 kw. Started Feb. 1969.

MONTPELLIER (St. Baudille)—Ch. E-50. Transmitter 50 kw.

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 (Maisonnay)—Ch. E-22. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1966.

ORLEANS (Trainou)—Ch. E-39. Transmitter 4 kw, ERP 100 kw.

PARIS (Eiffel Tower)—Ch. E-22. Transmitter 50 kw, ERP 100 kw. Started experimental service Sept. 1963, full service April 1964.

PARIS (Sannois)—Ch. E-39. Transmitter 250 watts, ERP 3 kw. Started Dec. 1970.

PERPIGNAN (Neoulous)—Ch. E-25. Transmitter 450 watts, ERP 10 kw. Started Aug. 1965.

PIGNANS (Notre-Dame des Anges)—Ch. E-43. Transmitter 250 watts, ERP 3 kw. Started Sept. 1969.

POMEGUES (Marseille II)—Ch. E-46. Transmitter 250 watts, ERP 3 kw. Started Sept. 1969.

PORTO-VECCHIO (Col de Mela)—Ch. E-34. Transmitter 900 watts, ERP 10 kw. Started June 1970.

PRIVAS (Crete de Blandine)—Ch. E-58. Transmitter 1 kw, ERP 10 kw. Started Oct. 1970.

REIMS (Hautvillers)—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 (Croix de Guizay)—Ch. E-30. Transmitter 450 watts, ERP 10 kw. Started Dec. 1964.

SAINT-FLOUR (Vabres)—Ch. E-49. Transmitter 250 watts, ERP 3 kw. Started Dec. 1968.

SAINT-MARTIN DE BELLEVILLE (Pointe de la Masse)—Ch. E-51. Transmitter 250 watts, ERP 3 kw. Started Dec. 1969.

SAINT RAPHAEL (Pic de l'Ours)—Ch. E-28. Transmitter 20 kw, ERP 500 kw. Started Jan. 1965.

SARREBOURG (Donon)—Ch. E-53. Transmitter 4 kw, ERP 250 kw.

SENS (Gisy les Nobles)—Ch. E-63. Transmitter 4 kw, ERP 80 kw. Started Aug. 1967.

SERRES (Beaumont)—Ch. E-53. Transmitter 250 watts, ERP 3 kw. Started Dec. 1970.

(Continued on next page)

International TV Directory

FRANCE—(Continued)

- 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 I)—Ch. E-21. Transmitter 20 kw, ERP 100 kw. Started April 1965.
- TOULOUSE (Pic du Midi II)—Ch. E-24. Transmitter 10 kw, ERP 100 kw. Started March 1971.
- TOURS (Chissay)—Ch. E-59. Transmitter 10 kw.
- TROYES (Les Riceys)—Ch. E-24. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.
- UTELLE (La Madone)—Ch. E-44. Transmitter 250 watts, ERP 3 kw. Started March 1971.
- VAL DE VEZERE (Lissac-sur-Couze)—Ch. E-29. Transmitter 250 watts, ERP 3 kw. Started Dec. 1970.
- VALLEE DE CHEVREUSE (Villebon)—Ch. E-52. Transmitter 250 watts, ERP 3 kw. Started Oct. 1968.
- VANNES (Moustoira'c)—Ch. E-56. Transmitter 20 kw, ERP 500 kw. Started May 1967.
- Low-powered satellites: 157 in operation.

French Guiana

(625-line standards, System K)
Sets in use: 2,500

- CAYENNE—Office de Radiodiffusion Television Francaise (ORTF), Box 336, Cayenne. Tel. 355. (Govt., non-commercial). Ch. 4. Transmitter 100 watts. Low-powered repeater: Ch. 6, Kourou. Personnel: Henri Lebegue, chief of service.

French Polynesia

(625-line standards, System K)
Sets in use: 4,000

- PAPEETE—Office de Radiodiffusion Television Francaise (ORTF), 410 rue Dumont d'Urville, Box 125, Papeete, Tahiti. Tel. 243. (Govt., non-commercial). Ch. 6. Transmitter 50 watts, 3 low-powered repeaters. Personnel: Jean Suhas, chief of service.

French Somaliland

(See Afars & Issas)

Gabon

(625-line standards, System K)
Sets in use: 2,400

- Radio Television Gabonaise (Govt., educational); R.T.G., BP 150, Libreville. Tel. 33-25; 33-68.
Personnel: Paul Kounda Kiki, director general; Jacques Adiahenot, chief of television service; Louis Mebale, chief, television programs; Fortune Nombo, chief of television journal; Gregoire Ebang Edzand, chief, technical division.

- LIBREVILLE—Ch. K-3. Transmitter 50 watts. Started May 1963. TV tape recorder facilities. Hours of operation: Daily, 19.00-22.00.

- PORT-GENTIL—Ch. K-10. Transmitter 50 watts. Started Nov. 1965. TV tape recorder facilities. Repeats Ch. E-3, Libreville.

German Democratic Republic

[East Germany]

(625-line standards, System B)
Color: SECAM III System.

Sets in use: 5,300,000 black & white; 10,000 color

- Fernsehen der DDR (Govt., non-commercial), 1199 Berlin-Adlershof, Rudower Chaussee 3. Tel. 63260. TV tape recording facilities.

Personnel: Heinz Adameck, chairman of State Committee for Television; Wolfgang Kleinert, Dr. Dieter Glatzer, Helmut Lange, Horst Pehnert, deputy chairmen; Heinz Prohl, program director; Dr. Kurt Ottersberg, director for international relations; Dr. Hans-Joachim Seidowsky, head of information, programming & film (import & export).

Hours of operation: 9:30-12:00 & 15:30-23:00, Mon.-Fri.; 8:00-23:30, Sat.-Sun., Program I. 18:45-22:15, daily, Program II.

- BERLIN—Ch. E-5. Started Dec. 1952.

- BERLIN—Ch. E-27. Program II. Started Oct. 1969.

- BROCKEN (Harz Mt.)—Ch. E-6. Started Feb. 1956.

- COTTBUS—Ch. E-4. Started Dec. 1958.

- DEQUEDE—Ch. E-31. Program II. Started Oct. 1969.

- DEQUEDE—Ch. E-12. Started Oct. 1969.

- DRESDEN—Ch. E-10. Started June 1954.

- DRESDEN—Ch. E-29. Program II. Started Oct. 1969.

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- FRANKFURT—Ch. E-11. Started Sept. 1961.

- GOERLITZ—Ch. E-6. Started May 1957.

- HELPTERBERG—Ch. E-3. Started April 1957.

- INSELSBERG—Ch. E-5. Started Feb. 1956.

- KARL-MARXSTADT—Ch. E-8. Started Dec. 1955.

- LEIPZIG—Ch. E-9. Started in 1955.

- LEIPZIG—Ch. E-22. Program II. Started Feb. 1970.

- LOBENSTEIN—Ch. E-7. Started July 1964.

- LOEBAU—Ch. E-27. Started May 1968.

- MARLOW—Ch. E-8. Started Sept. 1956.

- MARLOW—Ch. E-24. Started June 1971.

- RHINOW—Ch. E-9. Started Oct. 1964.

- SCHOENECK—Ch. E-6. Started Oct. 1965.

- SCHWERIN—Ch. E-11. Started Aug. 1957.

- SCHWERIN—Ch. E-29. Program II. Started Oct. 1969.

- SONNEBERG—Ch. E-12. Started April 1961.

- WITTENBERG—Ch. E-11. Started Feb. 1966.

Federal Republic of Germany

[West Germany]

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 15,600,000 black & white; 1,700,000 color

"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 "Programmredaktion Deutsches Fernsehen" of the ARD (Arbeitsgemeinschaft der Öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland), Leopoldstrasse 10, 8 Munich 23. Tel. 38061.

Personnel: Lothar Hartmann, program director; Dr. H. Arnold, deputy director; H. W. Huebner, coordinator, politics & information; Dr. R. Dill, international contacts; Margaret Trapmann, press relations.

Hours of operation: Mon.-Fri., 16:15-23:00; Sat., 14:25-24:00; Sun., 10:30-23:00. Began telecasting in color Aug. 1967, PAL system.

"Second Program" Zweites Deutsches Fernsehen (ZDF) operates independently as "institution under public law" (non-commercial). ZDF broadcasts throughout Federal Republic of Germany.

BAYERISCHER RUNDFUNK

- Bayerischer Rundfunk, Rundfunkplatz 1, 8 Munich 2. Tel. 59001. Telex: 05 29831. TV tape recorder facilities. Also operates "Third Program" (educational). Began color telecasting Aug. 1967.

Personnel: Christian Wallenreiter, Intendant; Dr. Helmut Oeller, dir. of TV; Rudolf Muehlfenzl, chief of department; Dr. Ferdinand Daser, chief engineer.

- BROTJACKLRIEGEL—Ch. E-7. ERP 100 kw. Started Dec. 1960.

- BUETTELBERG (Frankenhoehe)—Ch. E-55. ERP 400 kw. Started March 1969.

- DILLBERG (Oberpfalz)—Ch. E-6. ERP 100 kw. Started March 1956.

- GRUENTEN (Allgaeu)—Ch. E-2. ERP 100 kw. Started Nov. 1956.

- HOHENPEISSENBERG (Oberbayern)—Ch. E-25. ERP 10 kw. Started Aug. 1959.

- HOHER BOGEN—Ch. E-55. ERP 200 kw. Started Dec. 1961.

- HUEHNERBERG (Harburg)—Ch. E-60. ERP 400 kw. Started Dec. 1965.

- KREUZBERG (Rhoen)—Ch. E-3. ERP 100 kw. Started Jan. 1956.

- OCHSENKOPF (Fichtelgeb)—Ch. E-4. ERP 100 kw. Started June 1956.

- PPAFFENBERG (Aschaffenburg)—Ch. E-59. ERP 100 kw. Started Jan. 1970.

- WENDELSTEIN (Oberbayern)—Ch. E-10. ERP 100 kw. Started Nov. 1954.

- WUERZBURG (Frankenwarte)—Ch. E-10. ERP 5 kw. Started Dec. 1955.

Satellite stations: 88 in operation, 100 planned.

HESSISCHER RUNDFUNK

Hessischer Rundfunk, Bertramstrasse 8, 6 Frankfurt/Main 1. Postfach (P.O. Box) 3294. Tel. 1551. Telex 04 11127, 04 11583. TV tape recording facilities. Also operates "Third Program" (educational). Hours of operation: Regional programming approx. 18:00-20:00, weekdays.

Rates (Jan. 1972, peak): 60 sec., 4750; 45 sec., 3752,50; 30 sec., 2755; 20 sec., 1947,50; 15 sec., 1662,50 (Deutsche Marks).

Personnel: Werner Hess, director general; Dr. Artur Jerger, gen. mgr.; Hans Otto Gruenfeldt, program director; Dr. Rolf Thiele, technical director.

Represented in U.S. by Klaus Boelling, 3132 M St., NW, Washington, D. C. (20007). Werner Baecker, 20th Century Fox, 460 West 54th St., New York, N.Y. (10019).

- BIEDENKOPF—Ch. E-2. ERP 100 kw. Started Nov. 1957.

- FELDBERG (Taunus)—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started May 1953.

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FULDA—Ch. E-47. Transmitter 10 kw, ERP 10 kw. Started April 1967.
HARDBERG—Ch. E-5. Transmitter 600 watts, ERP 5 kw. Started March 1956.
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.
WUERZBERG—Ch. E-56. ERP 3 kw.
 Satellite stations: 79 in operation.

Third Program

ANGELBURG—Ch. E-52. ERP 500 kw.
GR. FELDBERG—Ch. E-54. ERP 500 kw.
HOHER MEISSNER—Ch. E-55. ERP 500 kw.
HOHER LOHR—Ch. E-45. ERP 50 kw.
KASSEL—Ch. E-42. ERP 200 kw.
KREHBERG—Ch. E-43. ERP 100 kw.
RIMBERG—Ch. E-39. ERP 400 kw.
 Low power repeaters: 17 in operation.

NORDDEUTSCHER RUNDFUNK

Norddeutscher Rundfunk, Rothenbaumchaussee 132, Hamburg 13. Tel. 4131. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Gerhard Schroder, director general; Ludwig Frhr. v. Hammerstein, deputy director general; Dietrich Schwarzkopf, program dir., television; Franz Reinholz, program dir., radio, Dr. Hans Rindfleisch, tech. dir.; Heinz-Gunter Sass, production mgr.; Hans Brecht, film buyer; Dr. Dietrich Fleischhauer, head of foreign relations dept.; Dr. Eckart Haas (Studio Hamburg, Tonndorfer Hauptstrasse 90, Hamburg 70), sales.

AURICH—Ch. E-53. ERP 230 kw. Started May 1961.
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—Ch. E-47. ERP 1.6 kw. Started Nov. 1964.
STEINKIMMEN—Ch. E-2. ERP 100 kw. Started Aug. 1956.
STEINKIMMEN—Ch. E-55. ERP 400 kw. Started June 1962.
 Satellite stations: 69 in operation.

RADIO BREMEN

Radio Bremen, Heinrich-Hertz-Strasse 13, 28 Bremen 17. Tel. 4571. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Hans Abich, director general; Dr. Heimdal Segger, sales mgr.; Hans-Heinrich Isenbart, film buyer; Wilhelm G. Busch, production mgr.; Heinz F. G. Heyer, technical dir.
 Hours of operation: Daily, 6:00-24:00.
 Rates: Advertising sold by Norddeutscher Rundfunk.

BREMEN—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started April 1959.
BREMERHAVEN—Ch. E-5 (satellite). Transmitter 0.4 kw, ERP 0.45 kw. Started April 1959.

SAARLAENDISCHER RUNDFUNK

Saarlaendischer Rundfunk, Schloss Halberg, 66 Saarbruecken. Postfach 1050. Tel. 6021. Telex: Sarbk 4/428977. TV tape recording facilities.

Personnel: Dr. Franz Mai, director general; Hermann Fuenfgeld, deputy director general & general manager; Karl-Heinz Reintgen, director of information & actualities for radio & television programs; Dr. Wilhelm Zilius, dir., radio programs; Karl Schnelting, dir. of television programs; Werner Giesner, technical dir.; Dietrich von Boecklin, legal advisor.
 Hours of operation: Daily, 16:30-23:30. Began color telecasting Aug. 1967.
 Rates: 60 Sec., 2,700; 15 Sec., 950 (Deutsche Marks).

GOETTELBORNER HOEHE—Ch. E-2. ERP 100 kw. Started Oct. 1959.

Satellite stations: 17 in operation.

SENDER FREIES BERLIN

Sender Freies Berlin, Masurenalle 8/14, 1000 Berlin 19. Tel. (0311)-3081. TV tape recording facilities. Began color telecasting Aug. 1967, PAL system.

Personnel: Franz Barsig, director general; Herbert Koch, general manager; Dr. Erich Proebster, program director; Erich Boehnke, technical director.
 Hours of operation: Daily, 10:00-13:30; 16:40-23:00.
 Rates (Jan. 1972): 60 sec., 5000; 15 sec., 1650 (Deutsche Marks).

BERLIN—Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started Nov. 1951; increased power & antenna height July 1963. First program.

BERLIN—Ch. E-39. ERP 500 kw. Third program.

SUEDEDEUTSCHER RUNDFUNK

Sueddeutscher Rundfunk, Neckarstrasse 145, 7000 Stuttgart 1. Postfach 837. Tel. 0711/20701. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Dr. Hans Bausch, director general; Friedrich Mueller, sales mgr.; Horst Jaedicke, program mgr.; Herbert Rebhuhn, film buyer; Hans Ulrich Reichert, production mgr.; Dr. Helmut Rupp, chief engineer; Heinz Rudolf Fritsche, press section.

Hours of operation: Mon.-Fri., 7; Sat., 10; Sun., 12 hrs.
 Rates (Jan. 1971, Peak): 60 Sec., 9,500; 10 Sec., 3,500 (Deutsche Marks).

AALEN—Ch. E-8. ERP 50 kw. Started April 1958.

HEIDELBERG—Ch. E-50. ERP 500 kw. Started April 1962.

HEIDELBERG—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: 47 in operation, 2 under construction, 10 planned.

SUEDWESTFUNK

Suedwestfunk, Hans-Bredow-Strasse, 757 Baden-Baden, Postfach 820. Tel. 2761. TV tape recording facilities.

Personnel: Helmut Hammerschmidt, director general; Dr. Hans Joachim Lange, program director; Dr. Wolfgang Krank, technical director; Fritz Aeckerle, director of administration.

Hours of operation: 16:15-23:00, Mon.-Fri.; 14:55-24:00, Sat.; 10:30-23:00, Sun. approx.

Rates (1971): 60 sec., 9,500; 45 sec., 7,600; 30 sec., 5,500; 20 sec., 4,200; 15 sec., 3,500 (Deutsche Marks).

BAD MARIENBERG (Westerwald)—Ch. E-47. ERP 50 kw. Started Dec. 1962.

BRANDENKOPF—Ch. E-48. ERP 2.5 kw. Started Dec. 1964.

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.

FREIBURG—Ch. E-51. ERP 2 kw. Started June 1969.

GRUENTEN—Ch. E-43. ERP 500 kw. Started Dec. 1964.

HAARDTKOPF—Ch. E-25. ERP 200 kw. Started Oct. 1958.

HOHE MOEHR—Ch. E-55. ERP 4 kw. Started July 1968.

HORNISGRINDE—Ch. E-9. ERP 100 kw. Started Oct. 1954.

KOBLENZ—Ch. E-6. ERP 50 kw. Started Dec. 1954.

MAINZ—Ch. E-11. ERP 1 kw. Started Jan. 1961.

RAICHBERG—Ch. E-4. ERP 40 kw. Started Dec. 1954.

SAARBURG—Ch. E-29. ERP 20 kw. Started Dec. 1961.

WALDSHUT—Ch. E-21. ERP 1 kw. Started Dec. 1960.

WAMMEMBERG—Ch. E-30. ERP 5 kw. Started Nov. 1960.

WEINBIET—Ch. E-6. ERP 30 kw. Started June 1953.

Satellite stations: 230 in operation.

WESTDEUTSCHER RUNDFUNK

Westdeutscher Rundfunk, Appellhofplatz 1, Cologne 1. Postfach 101950. Tel. 2201. TV tape recording facilities.

Personnel: D. Klaus von Bismarck, general manager; Klaus Mahlo, acting TV director First Program; Werner Hoefer, TV director Third Program (educational); Walter Werner, technical director; Friedrich Wilhelm, Freiherr von Sell, administration.

Began color telecasting Aug. 1967. PAL system.

Rates: 60 Sec., 24,200; 15 Sec., 8,500 (Deutsche Marks).

Westdeutsches Werbefernsehen GmbH, 5 Cologne 1, Breitenstrasse 92-98. Tel. 233931. Telex: 08881732. Dr. Hans Brack, gen. mgr.

Hours of operation (First Program): 16:40-23:30, Mon.-Fri.; 13:55-23:50, Sat.; 11:00-24:00, Sun. Third Program: 18:00-22:00, Mon.-Thurs.; 18:00-23:30, Fri.; 14:30-22:40, Sat.; 15:00-22:30, Sun. (approx.).

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: 190 in operation.

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International TV Directory

FEDERAL REPUBLIC OF GERMANY—(Continued)

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.
EGGEBIRGE—Ch. E-48. ERP 250 kw.
HOCHSAUERLAND—Ch. E-40. ERP 250 kw.
LUEDENSCHIED—Ch. E-60. ERP 250 kw.
MINDEN—Ch. E-57. ERP 200 kw.
MONSCHAU—Ch. E-50. ERP 280 kw.
MUNSTER—Ch. E-45. ERP 250 kw.
WESEL—Ch. E-48. ERP 475 kw.
WUPPERTAL—Ch. E-42. ERP 85 kw.

ZWEITES DEUTSCHES FERNSEHEN

Zweites Deutsches Fernsehen (ZDF), Grosse Bleiche, 65 Mainz, Postfach 4040. Tel. 131. Telex: 04 187661. TV tape recorder facilities.

Hours of operation: Weekdays, approx. 17:30-23:00; Sat. 13:45-1:00; Sun., 10:30-23:00.

Personnel: Prof. Dr. Karl Holzamer, director general; Joseph Viehoveer, program director; Rudolph Woller, information director; Rudolf Kaiser, technical director; Harald Ingensand, director of administration; Hans Kimmel, director of foreign relations; Hans Blank, film buyer. Chief correspondent: Hans Herbert Westermann, 2914 M St., N.W., Washington, D.C. 20007. Tel. 333-3909. (All programs are broadcast simultaneously on the stations listed below and originated at the main studios in Wiesbaden.)

AACHEN—Ch. E-37. ERP 500 kw. Started Dec. 1960.
AHRWEILER—Ch. E-33. ERP 250 kw. Started Jan. 1965.
AMBERG—Ch. E-37. ERP 500 kw. Started April 1965.
ANGELBURG—Ch. E-24. ERP 500 kw. Started Jan. 1969.
AUGSBURG—Ch. E-23. ERP 500 kw. Started Dec. 1960.
BADEN-BADEN—Ch. E-31. ERP 330 kw. Started June 1962.
BAD REICHENHALL—Ch. E-42. ERP 40 kw. Started Dec. 1969.
BAMBERG—Ch. E-24. ERP 100 kw. Started July 1963.
BAYREUTH—Ch. E-30. ERP 100 kw. Started Sept. 1963.
BERLIN-WEST—Ch. E-33. ERP 500 kw. Started April 1960.
BIELEFELD—Ch. E-33. ERP 500 kw. Started Dec. 1960.
BONN—Ch. E-26. ERP 100 kw. Started Dec. 1960.
BOPPARD—Ch. E-28. ERP 250 kw. Started April 1965.
BRANDENKOPF—Ch. E-28. ERP 50 kw. Started May 1965.
BREMEN—Ch. E-32. ERP 500 kw. Started Nov. 1960.
BUEDERICH—Ch. E-35. ERP 500 kw. Started Sept. 1963.
CLOPPENBURG—Ch. E-37. ERP 50 kw. Started Dec. 1969.
COBURG—Ch. E-22. ERP 250 kw. Started May 1963.
CUXHAVEN—Ch. E-24. ERP 330 kw. Started Oct. 1960.
DEGGENDORF—Ch. E-33. ERP 500 kw. Started Dec. 1963.
DONAUESCHINGEN—Ch. E-22. ERP 100 kw. Started July 1963.
DONNERSBERG—Ch. E-37. ERP 330 kw. Started March 1963.
DORTMUND—Ch. E-25. ERP 500 kw. Started July 1960.
DUESSELDORF—Ch. E-29. ERP 500 kw. Started Dec. 1960.
EBERBACH—Ch. E-30. ERP 250 kw. Started May 1963.
EGGEBIRGE—Ch. E-31. ERP 250 kw. Started June 1963.
EIDERSTEDT—Ch. E-31. ERP 500 kw. Started Sept. 1962.
EUTIN—Ch. E-21. ERP 500 kw. Started June 1961.
FLENSBURG—Ch. E-39. ERP 500 kw. Started Dec. 1962.
FREIBURG—Ch. E-33. ERP 500 kw. Started May 1961.
GOETTINGEN—Ch. E-21. ERP 500 kw. Started Feb. 1964.
GR. FELDBERG—Ch. E-34. ERP 500 kw. Started Oct. 1960.
GRUENTEN—Ch. E-28. ERP 500 kw. Started Dec. 1964.
HAARDTKOPF—Ch. E-35. ERP 400 kw. Started Dec. 1961.
HAMBURG—Ch. E-30. ERP 500 kw. Started Jan. 1961.
HANNOVER—Ch. E-24. ERP 500 kw. Started Dec. 1960.
HEIDELBERG—Ch. E-27. ERP 500 kw. Started Dec. 1960.
HESSELBERG—Ch. E-32. ERP 500 kw. Started April 1965.
HEUBACH—Ch. E-29. ERP 250 kw. Started May 1966.
HOCHRHEIN—Ch. E-39. ERP 300 kw. Started Sept. 1966.
HOCHSAUERLAND—Ch. E-27. ERP 250 kw. Started March 1963.
HOEHBECK—Ch. E-21. ERP 500 kw. Started Oct. 1964.

HOF—Ch. E-23. ERP 300 kw. Started May 1961.
HOHENPEISSENBERG—Ch. E-22. ERP 15 kw. Started June 1967.
HOHER BOGEN—Ch. E-28. ERP 330 kw. Started Nov. 1965.
HOHER MEISSNER—Ch. E-32. ERP 500 kw. Started March 1967.
HOHES LOHR—Ch. E-22. ERP 100 kw. Started Jan. 1966.
KAISERSLAUTERN—Ch. E-22. ERP 25 kw. Started Dec. 1961.
KASSEL—Ch. E-35. ERP 200 kw. Started Feb. 1961.
KIEL—Ch. E-35. ERP 250 kw. Started Nov. 1960.
KOBLENZ—Ch. E-31. ERP 100 kw. Started March 1962.
KREHBERG—Ch. E-33. ERP 100 kw. Started Dec. 1967.
LANDSHUT—Ch. E-39. ERP 50 kw. Started May 1963.
LANGENBURG—Ch. E-28. ERP 250 kw. Started Dec. 1966.
LINGEN—Ch. E-24. ERP 500 kw. Started Aug. 1962.
LUEBECK—Ch. E-23. ERP 250 kw. Started Dec. 1966.
LUEDENSCHIED—Ch. E-37. ERP 250 kw. Started Dec. 1966.
MARIENBURG—Ch. E-21. ERP 250 kw. Started May 1966.
MINDEN—Ch. E-26. ERP 500 kw. Started Dec. 1960.
MONSCHAU—Ch. E-21. ERP 330 kw. Started Feb. 1963.
MUNICH—Ch. E-35. ERP 500 kw. Started Dec. 1960. Increased power April 1968.
MUENSTER—Ch. E-21. ERP 250 kw. Started June 1962.
NIEBUCELL—Ch. E-34. ERP 200 kw. Started Nov. 1961.
NUERNBERG—Ch. E-34. ERP 500 kw. Started Dec. 1960. Increased power Feb. 1967.
OSNABRUECK—Ch. E-39. ERP 250 kw. Started Aug. 1967.
OSTFRIESLAND—Ch. E-33. ERP 500 kw. Started July 1962.
PASSAU—Ch. E-30. ERP 50 kw. Started Aug. 1963.
PFAFFENHOFEN—Ch. E-31. ERP 500 kw. Started Feb. 1967.
PFARRKIRCHEN—Ch. E-27. ERP 250 kw. Started Dec. 1968.
PFORZHEIM—Ch. E-34. ERP 250 kw. Started Oct. 1964.
RAVENSBERG—Ch. E-37. ERP 500 kw. Started March 1961.
REGENSBURG—Ch. E-21. ERP 500 kw. Started Feb. 1961.
RHOEN—Ch. E-29. ERP 500 kw. Started Oct. 1965.
RIMBERG—Ch. E-25. ERP 400 kw. Started July 1966.
ROTTWEIL—Ch. E-35. ERP 330 kw. Started April 1961.
SAARBRUECKEN—Ch. E-32. ERP 330 kw. Started Aug. 1961.
SCHLESWIG—Ch. E-26. ERP 100 kw. Started March 1962.
SCHNAITSEE—Ch. E-26. ERP 500 kw. Started May 1963. Increased power March 1968.
SCHNEE-EIFEL—Ch. E-30. ERP 250 kw. Started Feb. 1969.
SPESSART—Ch. E-35. ERP 250 kw. Started Oct. 1963.
STUTTGART—Ch. E-26. ERP 500 kw. Started May 1961.
TORFHAUS—Ch. E-23. ERP 500 kw. Started Dec. 1960.
TRIER—Ch. E-22. ERP 50 kw. Started March 1962.
UELZEN—Ch. E-27. ERP 500 kw. Started June 1961.
ULM—Ch. E-33. ERP 500 kw. Started Dec. 1964.
VERDEN—Ch. E-25. ERP 330 kw. Started June 1969.
WUERZBURG—Ch. E-25. ERP 500 kw. Started May 1961.
WUPPERTAL—Ch. E-22. ERP 100 kw. Started March 1962.
Satellite stations: 451 in operation.
Planned:
NEUMUENSTER—Ch. E-28.
TEUFELSKOPF (Saarburg)—Ch. E-46. ERP 500 kw.

Ghana

(625-line standards, System B)
Sets in use: 18,000

Ghana Broadcasting Corp., P.O. Box 1633, Accra, Ghana (Govt., commercial). Tel. 21161. Television tape recording facilities at studios in Accra.

Hours of operation: 5:30-9:30 p.m., Mon.-Fri.; 4:30-11:30 p.m., Sat.; 4-10:30 p.m., Sun. Educational: 9:30-11:30 a.m.

Personnel: S. K. Mfodwo, director general of broadcasting; J. L. Mills, dir. of engineering; N. A. Opong, chief engineer television; A. A. Opoku, director of television programs; Leo Riby-Williams, acting head of programs; Daniel Awere, acting head of news & current affairs; F. D. Adansi, head of design; Wilcox A. Amartey, acting head of film.

ADJANKOTE—Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 15 kw. Started July 31, 1965.

JAMASI—Ch. E-3 (V-55.25, A-60.75). Transmitter 5 kw, ERP 15 kw. Started July 31, 1965.

KISSI—Ch. E-2 (V-48.25, A-53.75). Transmitter 5 kw, ERP 15 kw. Started July 31, 1965.

TAMALE—Ch. E-5 (V-175.25, A-180.75). Transmitter .5 kw, ERP 1.5 kw. Started Aug. 11, 1965.

Low-power repeaters: 4 in operation, 4 planned.

Gibraltar

(625-line standards, System B)
Sets in use: 6,500

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

(625-line standards, System B)
Sets in use: 450,000

Hellenic National Broadcasting Institute (Govt., non-commercial), 16 Mourouzi St., P.O. Box 360, Athens. Tel. 724-811.

Personnel: C. Mitrellis, director general; J. Tramboulis, program & production manager & film buyer; A. Casmas, chief engineer.

ATHENS—Ch. E-5. Transmitter 5 kw, ERP 30 kw. Began experimental operation with ERP 800 watts, Sept. 1965. Regular operation July 6, 1970. Hours of operation: 18:30-24:00 daily.

GERANIA—Ch. E-9. Transmitter 1 kw, ERP 10 kw. Started June 6, 1970.

PARNIS—Ch. E-11. Transmitter 5 kw, ERP 30 kw. Started May 23, 1970.

PILION—Ch. E-6. Transmitter 5 kw, ERP 30 kw. Started Aug. 1, 1970.

Planned:

ASSEA—Ch. E-10. ERP 30 kw max.

CHANIA—Ch. E-7. ERP 10 kw max.

CHARAKAS—Ch. E-10. ERP 10 kw max.

IOANNINA—Ch. E-10. ERP 10 kw max.

KEFALLINIA—Ch. E-8. ERP 30 kw max.

KERKYRA—Ch. E-9. ERP 10 kw max.

MYTILINI—Ch. E-9. ERP 10 kw max.

PANGEON—Ch. E-7. ERP 30 kw max.

PETALIDI—Ch. E-6. ERP 10 kw max.

RODOS—Ch. E-9. ERP 10 kw max.

SILO—Ch. E-6. ERP 30 kw max.

THIRA—Ch. E-8. ERP 30 kw max.

VITSI—Ch. E-7. ERP 30 kw max.

Guadeloupe

(625-line standards, System K)
Sets in use: 7,200

POINTE-A-PITRE—Office de Radiodiffusion Francaise (ORTF), Box 402, Point a Pitre, Tel. 13-20. (Govt., non-commercial). Ch. 8 transmitter, Pointe-a-Pitre Arnouville, 100 watts, started Dec. 1964. Ch. 5 transmitter, Basse-Terre La Citerne, 500 watts, started Feb. 1966. 1 low-powered repeater, Ch. 6, Morne a Louis, 3 watts. Personnel: Jacques Tondra, chief of service.

Guatemala

(525-line standards, System M)
Sets in use: 105,000 black & white; 4,400 color

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. Color: Transmits videotape.

Personnel: Lic. Emilio Barrlos 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: 60 sec., 28.00; 10 sec., 9.00; 52 min., 440.00; 26 min., 220.00; participation spots, 60 sec., 68.00; 30 sec., 41.00 (Guatemalan Quetzal).

Low-power repeaters: 3 in operation Ch. 3, Ch. 8 & Ch. 10.

GUATEMALA CITY—TG-AB-TV, Televisio Centro 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, System M)
Sets in use: 10,500

PORT-AU-PRINCE—4VMR-TV, Telehaiti S.A. (Commercial), P.O. Box 1126, Port-au-Prince, Haiti. Tel. 2-2121. Ch. 2, Ch. 4, Ch. 6. CATV in color.

Personnel: Andre S. Apaid, gen. mgr. & film buyer; Oswald Douyon, sales, program & production manager; Real Lavoie, chief engineer.

Hours of operation: 3-10 p.m., daily.

Rates: 60 sec., 21.00; 10 sec. 8.00, 1 hr., 90.00; 5 min., 22.50 (U.S. dollars)

International TV Directory

Honduras

(525-line standards, System M)
Sets in use: 45,000

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 Ferrarri, general manager; Mario A. Rendon, administrative manager; Alex Mayr, sales mgr.; Miriam Ramirez de Ynestroza, program mgr.; Pedro Pino, 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; Margarita de Fletcher, sales manager; Tony Low, production manager; Alma Iris Aracil, program manager; Santos Flores, chief engineer.

Hong Kong

Sets in use: 633,000
Wireless-only sets: 510,000. Dual-purpose sets: 77,000
Terminal sets: 46,000

Color: PAL System
(625-line standards, System B)

HONG KONG—Television Broadcasts Ltd. (commercial), P.O. Box K-100, Hong Kong. Tel. K-360111.

Personnel: H. W. Lee, chairman; Andrew K. W. Eu, managing director; Lincoln W. Miller, assistant to managing director; Stephen Li, sales mgr.; K. F. Chung, program mgr.; Kevin Lo, chief engineer.

HONG KONG—Jade Network, Ch. 21 (V-471.25, A-477.25). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Telecasts in color, PAL system. 4 low power repeaters on Chs. 27, 28, 29 & 30. Started Nov. 1967.

Hours of operation: 12:30-12:30, weekdays; 8:00 a.m.-12:30 a.m., Sun.

Rates (base): 30 Sec. \$1990 (Hong Kong Dollars).

HONG KONG—Pearl Network, Ch. 25 (V-503.25, A-509.25). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Telecasts in color, PAL system. 4 low power repeaters on Chs. 31, 32, 33 & 34. Started Nov. 1967.

Hours of operation: 4:30-11:40 p.m., Mon.-Fri.; 5-11 p.m., Sat.; 3:30-12:30 p.m., Sun.

Rates: Min., \$600 (Hong Kong Dollars).

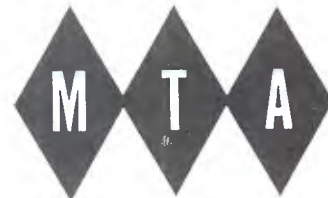
(Closed-circuit system: 405-line standards, System A)
Serves: 110,000 subscribers

HONG KONG—Closed-circuit, 2-channel system operated commercially by Rediffusion (Hong Kong) Ltd., 81, Broadcast Drive, Kowloon, Hong Kong. Tel. K-374111. Subsidiary of Rediffusion Ltd., London. One channel operates in Chinese, the other in English. Started May 1957.

Hours of operation: RTV 1—0700-2400, weekdays; 0900-2400, Sun. RTV 2—1300-2400, weekdays; 1400-2400, Sat. & Sun.

Personnel: R. J. Warren, managing director; Don Gale, gen. mgr.; C. Chung Chi-Wen, dir. in charge, programs; J. Sloan, commercial mgr.; Y. Y. Yang, chief engineer.

(Continued on next page)



CABLE TELEVISION

MANAGEMENT AND ENGINEERING CONSULTANTS

Malarkey, Taylor & Associates

1225 Connecticut Avenue, N.W.
Washington, D.C. 20036
(202) 233-2345

International TV Directory

Hungary

(625-line standards, System D)

Color: SECAM System

Sets in use: 1,865,000

Magyar Radio es Televizio (Govt., limited commercial), Szabadsagter 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

(625-line standards, System B)

Sets in use: 41,000

REYKJAVIK—Icelandic State Broadcasting Service—Television Risutvarpid-Sjonvarp (R.U.V.), Laugavegur 176. Reykjavik, Iceland. Tel. 3-88-00. Telex: 2035. Cable: Isvision. (Govt., commercial). Ch. E-10. ERP 4 kw. Started Sept. 1966. TV tape recording facilities.

Personnel: Andres Bjornsson, director general; Peter Gudfinnsson, director of television; Jon D. Thorsteinsson, chief engineer; Jon Thorarinnsson, head of arts & entertainment; Emil Bjornsson, head of news & education.

Hours of operation: 18:00-19:00 & 20:00-22:30, Sun. & Wed.; 20:00-22:30, Mon., Tues. & Fri.; 16:00-23:30, Sat.

Rates (1971): 60 sec., 15,000.00; 7 sec., 2,720.00 (Icelandic crowns).

REPEATERS

HAFELL—Ch. E-7. Transmitter 500 watts, ERP 10 kw. Started Dec. 23, 1967.

HEGRANES—Ch. E-8. Transmitter 250 watts, ERP 3 kw. Started Dec. 13, 1968.

SKALAFELL—Ch. E-4. Transmitter 10 kw, ERP 300 kw. Started Dec. 22, 1967.

STYKKISHOLMUR—Ch. E-3. Transmitter 10 kw, ERP 90 kw. Started May 17, 1967.

VADLAHEIDI—Ch. E-6. Transmitter 50 watts, ERP 200 watts. Started Dec. 1, 1968.

VESTMANNAEYJAR—Ch. E-5. Transmitter 1.5 kw, ERP 30 kw. Started Sept. 29, 1966.

Low-powered repeaters: 25 in operation.

India

(625-line standards, System B)

Sets in use: 21,000

NEW DELHI—AIR-TV, All India Radio (Govt., non-commercial), Akashvani Bhavan, Parliament St., New Delhi 1. Tel. 382021. 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; Mon.-Sat. 18:30-21:30, Sun. 16:30-17:30 & 18:30-21:30, news, entertainment, information & cultural programming; programs for farmers three times a week.

Personnel: Romesh Chander, director; C. R. Krishnamurthi, engineer in charge.

Planned:

BOMBAY-POONA—To start 1972.

SRINAGAR—To start 1972.

MADRAS—To start 1973-74.

CALCUTTA—To start 1973-74.

Indonesia

(625-line standards, System B)

Sets in use: 150,000

Jajasan Televisi Republik Indonesia (Govt., commercial), Senajan—Djakarta, Indonesia. Tel. 582160. TV tape recorder facilities.

Personnel: Ir. Sumartono Tjitrosidojo, director; D. Soenarto, deputy dir., programming; D. Darjoto, deputy dir., general affairs; Alex Leo, deputy dir., news.

Rates (Aug. 1971 peak): 60 sec., 45; 30 sec., 30; 20 sec., 25; 10 sec., 15 (U.S. Dollars).

DJAKARTA—TVRI, Ch. E-9 (V-210.25, A-215.75). Transmitter 10 kw, ERP 65 kw. Started Aug. 1962. M. Sani, station mgr.

Hours of operation: 18.00-23.00, Sun-Fri.; 18.00-24.00, Sat.

JOGJAKARTA—TVRI, Ch. E-8 (V-203.25, A-208.75). Transmitter 5 kw, ERP 45 kw. Started Oct. 1965. R. M. Sunatro, station mgr.

MEDAN—TVRI, Ch. E-5 (V-182.25, A-187.85). Transmitter 20 kw, ERP 100 kw. Originates local programs. Started Dec. 1970. Amir Husin, acting station mgr.

Hours of operation: 19.00-22.00 daily. 18.00-20.00 local programs Tues. & Thurs.

RELAY STATIONS

BANDUNG—TVRI, Ch. E-7. Transmitter 1 kw, ERP 10 kw.

BANDUNG—TVRI, Ch. E-5.

GUNUNG GANTUNGAN—TVRI, Ch. E-5.

SEMARANG—TVRI, Ch. E-4. Transmitter 1 kw, ERP 10 kw.

SURABAJA—TVRI, Ch. E-9.

SURAKARTA—TVRI, Ch. E-6.

TJEMARA SEWU—TVRI, Ch. E-6.

TJIREBON—TVRI, Ch. E-4.

Iran

(625-line standards, System B)

Sets in use: 250,000

National Iranian Radio & Television (Govt., commercial), Pahlavi Road, Jame Jam Ave., Tehran, Iran. P.O. Box 33-200. Cable: Telmel. Telex: 2797. Tel. 890085-9.

Personnel: Reza Ghotbi, director general; K. Mahmoudi, deputy dir. gen. in charge of production & programs; M. Jaffarain, deputy dir. gen. in charge of network & news; A. Saffari, network technical dir.; I. Golshan, head, construction dept.; K. Roshanian, sales mgr.; E. Kani, chief accountant; Mrs. Z. Rahini, personnel mgr.

ABADAN—NIRTV, Ch. E-7 (V-189.25, A-194.75). ERP 10 kw. Started Nov. 1959.

BANDAR ABBAS—NIRTV, Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Nov. 1968.

ESFAHAN—NIRTV, Ch. E-5 (V-175.25, A-180.75). ERP 50 watts. Started March 1969.

HAMEDAN—NIRTV, Ch. E-4 (V-62.25, A-67.75). ERP 100 watts. Started Nov. 1970.

KERMANSHAH—NIRTV, Ch. E-8 (V-189.25, A-194.75). ERP 2 kw. Started Nov. 1970.

RASHT—NIRTV, Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started March 1970.

REZAIYEH—NIRTV, Ch. E-8 (V-196.25, A-201.75). ERP 50 watts. Started Aug. 1968.

SHIRAZ—NIRTV, Ch. E-8 (V-196.25, A-201.75). ERP 50 watts. Started Nov. 1969.

TABRIZ—NIRTV, Ch. E-10 (V-210.25, A-215.75). ERP 2 kw. Started March 1971.

TEHRAN—NIRTV, Ch. E-7 (V-189.25, A-194.75). ERP 10 kw. Started March 1967.

TEHRAN—NIRTV, Ch. E-9 (V-203.25, A-208.75). ERP 2 kw. Started Aug. 1958 on Ch. 3. Changed to Ch. 9 April 1968.

ZAHEDAN—NIRTV, Ch. E-8 (V-196.25, A-201.75). ERP 50 watts. Started Sept. 1971.

Repeaters: 30 in operation, 29 low-power, 1 10 kw.

Planned: AHWAZ, 20 kw; ISFAHAN, 500 watts; KERMAN, 50 watts; MASHAD, 2 kw; MIANDOAB, 50 watts; SANANDAJ, 50 watts; SARI, 50 watts.

Note: See also American Forces Stations.

Iraq

(625-line standards, System B)

Sets in use: 500,000

BAGHDAD—BTV (Govt., limited commercial), IBTE, Iraqi Broadcasting & Television Establishment, Salhiya-Baghdad, The Republic of Iraq. Cable: IDAAH BAGHDAD. Tel. 31151. Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 160 kw, TV tape recorder facilities. Started May 1956 on Ch. E-8 with 500 watts ERP, increased power Nov. 1959.

Hours of operation: Daily 5 p.m.-12 midnight.

Personnel: Mohammed S. Al-Sahar, director general; Salim Al-Basri, TV director; Adel Al-Delhi, radio director; Abdul Ghani, Abdul Ghafor, Sawt Al-Jamahir & Dal El-Salam, directors; Khalid Al-Hakeem, engineering & technical affairs director.

Rates: Spot 60 sec., 30 (Iraqi Dinars).

BASRAH—Basrah Television (Govt., limited commercial). Ch. E-9. Transmitter 10 kw, ERP 146 kw. TV tape playback facilities. Started Nov. 6, 1968.

KIRKUK—Kirkuk Television (Govt., limited commercial). Ch. E-10. Transmitter 10 kw, ERP 146 kw. TV tape playback facilities. Started Oct. 18, 1967.

MOSUL—Mosul Television (Govt., limited commercial). Ch. E-7. Transmitter 10 kw, ERP 146 kw. TV tape playback facilities. Started March 2, 1968.

Planned: **MISSAN & MUTHANA**.

Ireland

(405-line standards, System A & 625-line standards, System I)
Sets in use: 520,000 black & white; 2,000 color
Color: PAL System

All stations operated by Radio Telefis Eireann Authority, Donnybrook, Dublin 4 (Autonomous statutory corp., national service, commercial). Tel. 693111. All transmitters carry same program originating in Donnybrook studios.

Hours of operation: 17:30-23:30, average week days; Sun. (Winter) 12:00-23:30. Educational television, 20 hrs. per week. TV tape recorder facilities.

Personnel: T. P. Hardiman, director general; J. A. Irvine, deputy director general; Michael Garvey, controller of programs; G. T. Waters, director of engineering; J. P. McGuinness, director of news; R. K. Gahan, advertisement sales controller.

ACHILL (Meelin Mt.)—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started July 1970.

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-215.275, A-221.275, 625-line). ERP 300 watts. Started Dec. 1965. Satellite repeater.

CASTLEBAR (Croaghmoyle)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 1 kw. Started July 1970.

CASTLETOWNBERE (Knockgour)—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Oct. 1965. Satellite repeater.

CLIFDEN (Cregg)—Ch. "D" (V-175.3, A-181.3, 625-line). ERP 1 kw. Started Dec. 1969.

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 250 watts. Started Jan. 1965. Satellite repeater.

DUBLIN (Donnybrook)—Ch. "C" (V-61.75, A-67.75, 625-line). ERP 100 kw. 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 100 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 (Crockaullin)—Ch. B-12 (V-209.75, A-206.25, 405-line). ERP 2 kw. Started Aug. 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

(625-line standards, System B)
Sets in use: 430,000

Israel Broadcasting Authority (Govt., commercial), Television House, Sare Yisrael St., Romena, P.O. Box 7139, Jerusalem. Tel. (02) 521111. TV tape recording facilities.

Hours of operation: Daily 15:30-22:00 GMT approx.
Personnel: Yeshayahu Tadmor, director of television; Yoseph Landau, operations & production services; Isaac Shimoni, Hebrew programs; Salim Fatal, Arabic programs; Jacob Sviry, engineering; Dan Shilon, Hebrew news; Joseph Bar-El, Arabic news.

U.S. Representatives: Yigal Lossin & Haim Yavin, 850 Third Ave., New York, N.Y. (10022).

French Representative: Yaron London, Maison de l'ORTF, Bureau 3546, 116 Av. President Kennedy, Paris.

Instructional Television Center, Ministry of Education & Culture (Educational), 14 Klausner St., Ramat-Aviv, Tel-Aviv, Israel. Tel. (03) 414155. Started March 24, 1966.

Hours of operation: 07:30-18:00, Sun.-Thurs.; 07:30-16:30, Fri.
Personnel: Arie Shoval, director general; Yaakov Lorberbaum, dir. of programming; Paul Bosner, dir. of production; Dr. Yona Peless, dir. of engineering & development.

ACRE—Israel Television, Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 4 kw.

ARAD—Israel Television, Ch. E-7 (V-189.25, A-194.75). Transmitter 4 kw, ERP 1 kw.

BA'AL HATZOR—Israel Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 5 kw, ERP 10 kw.

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BEERSHEBA—Israel Television, Ch. E-11 (V-217.25, A-222.75). Transmitter 10 kw, ERP 100 kw.

CARMEL (Haifa)—Israel Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, ERP 100 kw.

ELAT—Israel Television, Ch. E-7 (V-189.25, A-194.75). Transmitter 4 kw, ERP 1 kw.

EITANIM (Jerusalem/Tel-Aviv)—Israel Television, Ch. E-8 (V-196.25, A-201.75). Transmitter 20 kw, ERP 200 kw.

GROFIT—Israel Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 4 kw, ERP 4 kw.

KOKHAV HAYARDEN—Israel Television, Ch. E-7 (V-189.25, A-194.75). Transmitter 4 kw, ERP 2 kw.

MITZPEH RAMON—Israel Television, Ch. E-5 (V-175.25, A-180.75). Transmitter 4 kw, ERP 4 kw.

SAFED—Israel Television, Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 1 kw.

TEL-AVIV—Israel Television, Ch. E-27 (V-519.25, A-524.75). Transmitter 2 kw, ERP 7 kw.

Low-power repeaters: 12 in operation.

Italy

(625-line standards, Systems B & G)
Sets in use: 11,800,000

RAI-TV, Radiotelevisione Italiana, (Govt., limited commercial) Viale Mazzini 14, 00195 Rome, is a franchised system which operates the National Network (vhf) and the Second Network (uhf).
Personnel: U. Delle Fave, president; I. de Feo, vice president; L. Paolicchi, managing dir.; E. Bernabei, director general; L. Beretta Anguissola, L. Piccioni & B. Vasari, deputy dirs. gen.; G. Bodo, dir., administration; G. Antonelli, dir., radio programming; A. Romano, dir., TV entertainment programming; F. Fabiani, dir., TV cultural programming; P. E. Gennarini, dir., radio & TV information services; G. Orsini, technical dir.; A. Cuturi, dir., general affairs; G. Pozzilli, dir., Secretariat Div.; A. Manusardi, dir., personnel; D. Guerzoni, dir., "Radiocorriere." For foreign relations contact: Secretariat Division, Dept. for Relations with International Organizations.

U.S. Office: RAI Corp. Italian Radio TV System, 1350 Ave. of the Americas, New York, N.Y. (10019). Tel. 212-265-8540. Renato Pachetti Ciampi, exec. v.p.

NATIONAL NETWORK

BARI—Ch. F. ERP 2 kw.

GAMBARIE—Ch. D. ERP 19 kw. 15 satellites.

MARTINA FRANCA—Ch. D. ERP 220 kw, 27 satellites.

MILANO—Ch. G. ERP 24 kw. 5 satellites.

MONTE ARGENTARIO—Ch. E. ERP 2.5 kw. 2 satellites.

MONTE CACCIA—Ch. A. ERP 34 kw. 3 satellites.

MONTE CAMMARATA—Ch. A. ERP 35 kw. 15 satellites.

MONTE CONERO—Ch. E. ERP 24 kw. 28 satellites.

MONTE FAITO—Ch. B. ERP 40 kw. 45 satellites.

MONTE FAVONE—Ch. H. ERP 1 kw. 8 satellites.

MONTE LAURO—Ch. F. ERP 50 kw. 10 satellites.

MONTE LIMBARA—Ch. H. ERP 3 kw. 8 satellites.

MONTE NERONE—Ch. A. ERP 34 kw. 26 satellites.

MONTE PEGLIA—Ch. H. ERP 32 kw. 21 satellites.

MONTE PELLEGRINO—Ch. H. ERP 8 kw. 8 satellites.

MONTE PENICE—Ch. B. ERP 100 kw. 82 satellites.

MONTE PIERFAONE—Ch. H-1. ERP 1.7 kw. 4 satellites.

MONTE SAMBUCCO—Ch. H. ERP 35 kw. 18 satellites.

MONTESANTO DI LUSSARI—Ch. E. ERP 0.12 kw. 14 satellites.

MONTE SCURO—Ch. G. ERP 8 kw. 20 satellites.

MONTE SERPEDDI—Ch. G. ERP 10 kw. 13 satellites.

MONTE SERRA—Ch. D. ERP 270 kw. 56 satellites.

MONTE SORO—Ch. E. ERP 5 kw. 21 satellites.

MONTE TENCHIA—Ch. G. ERP 0.07 kw. 5 satellites.

MONTE VENDA—Ch. D. ERP 100 kw. 78 satellites.

MONTE VERGINE—Ch. D. ERP 1 kw. 15 satellites.

PAGANELLA—Ch. G. ERP 1.33 kw. 59 satellites.

PESCARA—Ch. F. ERP 1 kw. 3 satellites.

PIETRA CORNALE—Ch. D. ERP 0.04 kw. 18 satellites.

PORTOFINO—Ch. H. ERP 127 kw. 50 satellites.

PUNTA BADDE URBARA—Ch. D. ERP 145 kw. 20 satellites.

ROMA—Ch. G. ERP 36 kw. 17 satellites.

ROSETO CAPO SPULICO—Ch. F. ERP 12 kw. 3 satellites.

TOLMEZZO—Ch. B. ERP .01 kw. 9 satellites.

TORINO EREMO—Ch. C. ERP 16 kw. 30 satellites.

TRIESTE—Ch. G. ERP 15 kw. 2 satellites.

UDINE—Ch. F. ERP 2 kw. 9 satellites.

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ITALY—(Continued)

SECOND NETWORK

BOLOGNA—Ch. E-28. ERP 10 kw. 4 satellites.
GAMBARIE—Ch. E-26. ERP 200 kw. 1 satellite.
MARTINA FRANCA—Ch. E-32. ERP 750 kw. 15 satellites.
MILANO—Ch. E-26. ERP 20 kw. 2 satellites.
MONTE ARGENTARIO—Ch. E-24. ERP 250 kw.
MONTE BEIGUA—Ch. E-32. ERP 60 kw. 17 satellites.
MONTE CACCIA—Ch. E-25. ERP 350 kw. 2 satellites.
MONTE CAMMARATA—Ch. E-34. ERP 200 kw. 9 satellites.
MONTE CONERO—Ch. E-26. ERP 200 kw. 16 satellites.
MONTE CREO—Ch. E-27. ERP 1.35 kw. 3 satellites
MONTE FAITO—Ch. E-23. ERP 1400 kw. 15 satellites.
MONTE FAVONE—Ch. E-29. ERP 20 kw. 5 satellites.
MONTE LAURO—Ch. E-24. ERP 200 kw. 6 satellites.
MONTE LIMBARA—Ch. E-32. ERP 20 kw. 2 satellites.
MONTE LUCO—Ch. E-23. ERP 20 kw. 4 satellites.
MONTE NERONE—Ch. E-33. ERP 200 kw. 12 satellites.
MONTE PEGLIA—Ch. E-31. ERP 200 kw. 8 satellites.
MONTE PELLEGRINO—Ch. E-27. ERP 40 kw. 3 satellites.
MONTE PENICE—Ch. E-23. ERP 1800 kw. 17 satellites.
MONTE PIERFAONE—Ch. E-21. ERP 4 kw. 8 satellites.
MONTE SAMBUCCO—Ch. E-27. ERP 200 kw. 9 satellites.
MONTE SCURO—Ch. E-28. ERP 30 kw. 6 satellites.
MONTE SERPEDDI—Ch. E-30. ERP 240 kw. 9 satellites.
MONTE SERRA—Ch. E-27. ERP 200 kw. 20 satellites.
MONTE SORO—Ch. E-32. ERP 20 kw. 8 satellites.
MONTE VENDA—Ch. E-25. ERP 950 kw. 19 satellites.
MONTE VERGINE—Ch. E-31. ERP 20 kw. 9 satellites.
PAGANELLA—Ch. E-21. ERP 13 kw. 30 satellites.
PESCARA—Ch. E-30. ERP 30 kw. 11 satellites.
PORTOFINO—Ch. E-29. ERP 1000 kw. 5 satellites.
PUNTA BADDE URBARA—Ch. E-27. ERP 200 kw. 4 satellites.
ROMA—Ch. E-28. ERP 140 kw. 9 satellites.
SALENTO TURRISI—Ch. E-34. ERP 16 kw.
TRIESTE—Ch. E-31. ERP 24 kw. 2 satellites.
TORINO EREMO—Ch. E-30. ERP 200 kw. 33 satellites.
UDINE—Ch. E-22. ERP 140 kw. 9 satellites.
VIBO VALENTIA—Ch. E-35. ERP 16 kw. 9 satellites.

Ivory Coast

(625-line standards, System D)
Sets in use: 70,000

La Television Ivoirienne (Govt., commercial), B. P. 2261, Abidjan. Tel. 492.06.
Personnel: Germain Tanoh, director of television; Joseph Dlo-mande, deputy dir. in charge of programs; Dramane Coulibaly, deputy dir. in charge of exploitation.
Hours of operation: 12:30-13:00 & 19:15-22:00, daily.
ABIDJAN—Ch. K-8. Transmitter 10 kw. TV tape recording facilities. Started Aug. 1963.
BOUAFLE—Ch. K-9. Transmitter 10 kw.
MAN—Ch. K-7. Transmitter 10 kw.
KOUN—Ch. K-4. Transmitter 10 kw.
Low-powered repeater stations: 3 in operation.

Jamaica

(Modified 625-line standards, U.S. channeling)
Sets in use: 75,000

The Jamaica Broadcasting Corporation (Commercial), 5 South Odeon Ave., P.O. Box 100, Kingston 10, Jamaica, W.I. Tel. 926-5620. All stations carry same program, originating in Studio Centre, Kingston. TV tape recording facilities.
Hours of operation: 9:30 a.m.-11:30 p.m., Sun.; 4 p.m.-11:40 p.m., Mon.-Thurs.; 4 p.m.-12:30, Fri.; 9 a.m.-12:30, Sat.
Personnel: Cary Fitz-William Robinson, general manager; L. H. Stewart, asst. gen. mgr.; R. Bent, dir. of engineering; B. C. Barovier, dir., sales, radio & television; C. Balfour, television program mgr.
Represented overseas by Television International Enterprises (Sales) Ltd., London & New York, and Stovin-Byles Ltd., Toronto.
Rates: Spot 120 sec., 400; 60 sec., 200; 30 sec., 100; 15 sec., 50 (Jamaica Dollars).
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, System M)
Color: NTSC System

Sets in use: 14,400,000 black & white; 8,700,000 color

Japan Broadcasting Corp. (NHK), Uchisaiwai-cho, Chiyoda-ku, Tokyo. Tel. 501-4111. Telex: TK 2377.4338, Cable: RADIONHK TOKYO. NHK's 2557 stations (including 2466 translators) are non-commercial, non-governmental, financed by subscription fees.

Board of Governors: Sajuro Ito, chairman; Shinichi Hase, Tetsuro Furugaki, Shunzo Suzuki, Mitsuru Ota, Kimio Sakurachi, Saburo Fujita, Zenji Akabane, Harusada Suginome, Shiroshichi Kimura, Taki Fujita, Shinichiro Kudo.

Personnel: Yoshinori Maeda, pres.; Kichiro Ono, v.p.; Katsuki Fuzishima, dir. general of engineering; Shigetoshi Takenaka, Saburo Omura, Hayao Matsuura, Tadao Nomura, Hiroyoshi Sano, Kazuo Fujine, general managing dirs.; Noriyuki Yoshida, Tomakazu Sakamoto, Kiyoshi Saito, managing dirs.; Ichiro Hatakegama, Kazuo Fujine, Tadao Nomura, managing dirs.; Chiro Nakayama, Takeo Suzuki, auditors; Kazuto Yoshida, chief representative, General Bureau for America.
NHK General Bureau for America: Rm. 350, Graybar Bldg., 420 Lexington Ave., New York, N.Y. (10017). Washington Bureau: Rm. 935, National Press Bldg. (20004), Los Angeles Office: 812 S. Orange Dr. (90036).

Regional Key Stations: 6-4, Banba-cho, Higashi-ku, Osaka. Tel. 06-941-0431. 7-10, Hisaya-cho, Higashi-ku, Nagoya. Tel. 052-95-3551. 12-11-10, Ote-machi, Hiroshima. Tel. 0822-21-6161. 2-6, Chibajo-machi, Kumamoto. Tel. 0963-3-2151. 32, Kitaichibancho, Sendai. Tel. 0222-25-8811. 1-1, Oodori, Sapporo-shi. Tel. 011-231-0111. 5, Horinouchi, Matsuyama. Tel. 0899-2-4121. All NHK stations broadcast in color and all but 9 are equipped with TV tape recording facilities.

Hours of operation: Daily, 6:00-24:00.

National Association of Commercial Broadcasters in Japan (Nippon Minkan Hoso Remmei), Bungei Shunju Bldg., 3, Kojicho, Chiyoda-ku, Tokyo. Tel. Tokyo 265-7481. Junzo Imamichi, president; Saburo Sakai, executive director; Kazuo Sugiyama, secretary general. Members' 99 companies with 1,153 (469 VHF, 684 UHF) low-power repeaters, privately-owned stations are commercial.

Hours of operation: Daily, 6:10-24:00.

†All 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**—JOUB-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.
†**AKITA**—JOBI-TV, Akita Television Co., Ch. J-37. Transmitter 10 kw. Started Dec. 1, 1969.
†**AOMORI**—JOHH-TV, Hokkaido Television Bcstg. Co., Ch. J-35. Transmitter 30 kw. Started Nov. 3, 1968.
†**AOMORI**—JOAI-TV, Aomori Television Co., Ch. J-38. Transmitter 10 kw. Started Nov. 1969.
†**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 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 11.6 kw. Educational. Started Nov. 1960.
†**CHIBA**—JOCL-TV, Chiba Television Co., Ch. J-46. Transmitter 5 kw. Started May 1970.
†**ASAHIKAWA**—JOCG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12.5 kw. Started Dec. 1958.
†**FUKUI**—JOFC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 19 kw. Educational. Started Nov. 1962.

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†FUKUI—JOFI-TV, Fukui Television Bcstg. Co., Ch. J-39. Transmitter 10 kw. Started Oct. 1, 1969.

†FUKUI—JOFG-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started Aug. 1959.

†FUKUI—JOFR-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 181 kw. Educational. Started Sept. 1962.

†FUKUOKA—JOLK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 81 kw. Started March 1956.

†FUKUOKA—JPFH-TV, Fukuoka Bcstg. System, Ch. J-37. Transmitter 30 kw. Started April 1, 1969.

†FUKUSHIMA—JOFP-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18.5 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.

†FUKUSHIMA—JOVI-TV, Fukushima Central Television Co., Ch. J-33. Transmitter 30 kw. Started April 1, 1970.

†FUKUYAMA—JODP-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 13 kw. Started March 1960.

†FUKUYAMA—JODD-TV, NHK, Ch. J-7. Transmitter 1 kw, ERP 13 kw. Educational. Started Dec. 1962.

†GIFU—JOZF-TV, Gifu Broadcasting System, Ch. J-37. Transmitter 5 kw, ERP 28 kw. Started Sept. 1, 1968.

†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 5.9 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 9.5 kw. Started Nov. 1959.

†HAMAMATSU—JODC-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 3.9 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 80 kw. Educational. Started Jan. 1961.

†HIROSHIMA—JOER-TV, Chugoku Bcstg. 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.

†HIROSHIMA—JONX-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Sept. 1962.

†HIROSHIMA—JOGM-TV, Hiroshima Home Television Co., Ch. J-35. Transmitter 30 kw. Started Dec. 1976.

†KAGOSHIMA—JOHC-TV, NHK, Ch. J-5. 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 39 kw. Started Feb. 1958.

†KAGOSHIMA—JOKH-TV, Kagoshima Television Station, Ch. J-38. Transmitter 10 kw. Started April 1, 1969.

†KANAZAWA—JOJB-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 29 kw. Educational. Started April 1962.

†KANAZAWA—JOJK-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 29 kw. Started Dec. 1957.

†KANAZAWA—JOMR-TV, Hokuriku Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 15 kw. Started Dec. 1958.

†KANAZAWA—JOIH-TV, Ishikawa Television Co., Ch. J-37. Transmitter 10 kw. Started April 1969.

†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.

†KITAMI—JOKD-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 8.5 kw. Educational. Started Dec. 1963.

†KOBE—JOUH-TV, Sun Television Co., Ch. J-36. Transmitter 10 kw. Started May 1, 1969.

†KOBE—JOPP-TV, NHK, Ch. J-28. Transmitter 10 kw, ERP 59 kw. Started May 1971.

†KOCHI—JORB-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 10.5 kw. Educational. Started Aug. 1961.

†KOCHI—JORK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 10.5 kw. Started Nov. 1958.

†KOCHI—JOZR-TV, Kochi Bcstg. Co., Ch. J-8. Transmitter 1 kw, ERP 10 kw. Started April 1959.

†KOCHI—JORI-TV, Television Kochi Co., Ch. J-38. Transmitter 10 kw. Started April 4, 1970.

†KOFU—JOKG-TV, NHK, Ch. J-1. Transmitter 3 kw, ERP 16 kw. Started Sept. 1959.

†KOFU—JOKC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 15.5 kw. Educational. Started Dec. 1963.

†KOFU—JOGI-TV, Television Yamanashi Co., Ch. J-37. Transmitter 10 kw. Started April 1, 1970.

†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.

†KUMAMOTO—JOZH-TV, K. K. Television Kumamoto, Ch. J-34. Transmitter 10 kw. Started April 1, 1969.

†KUSHIRO—JOPC-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.

†KYOTO—JOBK-TV, Kinki Bcstg. Co., Ch. J-34. Transmitter 10 kw. Started April 1, 1969.

†MAEBASHI—JOML-TV, Ch. J-48. Transmitter 1 kw. Started April 1970.

†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.

†MATSUE—JOMI-TV, Shimane Bcstg. Corp., Ch. J-34. Transmitter 10 kw. Started April 1, 1970.

†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 28 kw. Started May 1957.

†MATSUYAMA—JOEI-TV, Ehime Bcstg. Co., Ch. J-37. Transmitter 10 kw. Started Dec. 10, 1969.

†MATSUYAMA—JOZB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 31 kw. Educational. Started June 1962.

†MIE—JOMH-TV, Mie Television Bcstg. Co., Ch. J-33. Transmitter 5 kw. Started Dec. 1, 1969.

†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.

†MIYAZAKI—JODI-TV, Television Miyazaki Co., Ch. J-35. Transmitter 10 kw. Started April 1, 1970.

†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 18.5 kw. Started Dec. 1958.

†MORIOKA—JOQC-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 18.5 kw. Educational. Started Dec. 1960.

†MORIOKA—JOII-TV, Television Iwate Co., Ch. J-35. Transmitter 10 kw. Started Dec. 1, 1969.

†MURORAN—JOIU-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 6.3 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 6.8 kw. Started Nov. 1958.

(Continued on next page)

International TV Directory

JAPAN—(Continued)

- †NAGANO—JOSR-TV, Shinetsu Bestg. Co., Ch. J-11. Transmitter 1 kw, ERP 11 kw. Started Nov. 1958.
- †NAGANO—JOLH-TV, Nagano Bestg. System, Ch. J-38. Transmitter 10 kw. Started April 1, 1969.
- †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 Bestg. Co., Ch. J-5. Transmitter 1 kw, ERP 6 kw. Started Jan. 1959.
- †NAGASAKI—JOWH-TV, Television Nagasaki Co., Ch. J-37. Transmitter 10 kw. Started April 1, 1969.
- †NAGOYA—JOCB-TV, NHK, Ch. J-9. Transmitter 10 kw, ERP 120 kw. Educational. Started March 1962.
- †NAGOYA—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started Feb. 1954.
- †NAGOYA—JOAR-TV, Chubu-Nippon Bestg. Co., Ch. J-5. Transmitter 10 kw, ERP 95 kw. Started Dec. 1956.
- †NAGOYA—JOPX-TV, Tokai Television Bestg. Co., Ch. J-1. Transmitter 10 kw, ERP 86 kw. Started Dec. 1958.
- †NAGOYA—JOLX-TV, Nagoya Bestg. Co., Ch. J-11. Transmitter 10 kw, ERP 120 kw. Started April 1962.
- †NAGOYA—JOCH-TV, Chuyko Television Co., Ch. J-35. Transmitter 30 kw. Started April 1, 1969.
- †NAGOYA—JODR-TV, Niigata Bestg. 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.
- †NIIGATA—JONH-TV, Niigata Soogo Television Co., Ch. J-35. Transmitter 30 kw. Started Dec. 16, 1968.
- †NIHAMA—JOAL-TV, Nankai Bestg. Co., Ch. J-6. Transmitter .25 kw, ERP 1.5 kw. Started June 1960.
- †OBIHIRO—JOHW-TV, Hokkaido Bestg. 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 10.5 kw. Started Dec. 1959.
- †OBIHIRO—JOWL-TV, Sapporo Television Bestg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started July 1963.
- †OITA—JOGF-TV, Oita Bestg. 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.
- †OITA—JOOI-TV, Television Oita Co., Ch. J-36. Transmitter 10 kw. Started April 1, 1969.
- †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 Bestg. Co., Ch. J-11. Transmitter 10 kw, ERP 64 kw. Started June 1958.
- †OKAYAMA—JOOH-TV, Okayama Bestg. Co., Ch. J-35. Transmitter 10 kw. Started April 1, 1969.
- †ONOMICHI—JOEE-TV, Chugoku Bestg. Co., Ch. J-10. Transmitter 1 kw, ERP 11.2 kw. Started April 1962.
- †ONOMICHI—JONY-TV, Hiroshima Television Bestg. 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. Educational. Started April 1959.
- †OSAKA—JOOR-TV, Mainichi Bestg. 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 Bestg. 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 Bestg. Co., Ch. J-10. Transmitter 10 kw, ERP 100 kw. Started Aug. 1958. Began color broadcasting Sept. 1960.
- †OTSU—JOQP-TV, NHK, Ch. J-28. Transmitter 1 kw, ERP 5 kw. Started April 1971.
- †SAGA—JOSD-TV, NHK, Ch. J-40. Transmitter 5 kw, ERP 36 kw. Educational. Started March 1969.
- †SAGA—JOSP-TV, NHK, Ch. J-38. Transmitter 5 kw, ERP 36 kw. Started March 1969.
- †SAGA—JOSH-TV, Saga Television System, Ch. J-36. Transmitter 5 kw. Started April 1, 1969.
- †SAPPORO—JOIB-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 110 kw. Educational. Started June 1962.
- †SAPPORO—JOHR-TV, Hokkaido Bestg. 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.
- †SAPPORO—JOKX-TV, Sapporo Television Bestg. Co., Ch. J-5. Transmitter 10 kw, ERP 100 kw. Started April 1959.
- †SAPPORO—JOHH-TV, Hokkaido Television Bestg. Co., Ch. J-35. Transmitter 30 kw. Started Nov. 3, 1968.
- †SASEBO—JOAT-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.
- †SASEBO—JOAY-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Jan. 1964.
- †SASEBO—JOMF-TV, Nagasaki Bestg. 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 Bestg. 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.
- †SENDAI—JOOX-TV, Sendai Bestg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Oct. 1962.
- †SENDAI—JOMM-TV, Miyagi Television Co., Ch. 34. Transmitter 30 kw. Started Oct. 1970.
- †SHIMONOSEKI—JOPM-TV, Yamaguchi Bestg. 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 Bestg. Co., Ch. J-11. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.
- †SHIZUOKA—JOQH-TV, Television Shizuoka Co., Ch. J-35. Transmitter 10 kw. Started Dec. 24, 1968.
- †TAKAMATSU—JOKF-TV, Nishi Nihon Bestg. Co., Ch. J-9. Transmitter 10 kw, ERP 60 kw. Started July 1958.
- †TAKAMATSU—JOHD-TV, NHK, Ch. J-39. Transmitter 10 kw, ERP 110 kw. Educational. Started March 1969.
- †TAKAMATSU—JOHP-TV, NHK, Ch. J-37. Transmitter 10 kw, ERP 110 kw. Started March 1969.
- †TAKAMATSU—JOVH-TV, K.K. Setonaikai Bestg., Ch. J-33. Transmitter 10 kw. Started April 1, 1969.
- †TOKUSHIMA—JOJR-TV, Shikoku Bestg. Co., Ch. J-1. Transmitter 1 kw, ERP 6 kw. Started April 1959.
- †TOKUSHIMA—JOKX-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 5.9 kw. Started March 1959.
- †TOKUSHIMA—JOXB-TV, NHK, Ch. J-38. Transmitter 10 kw, ERP 36 kw. Educational. Started Feb. 1968.
- †TOKYO—JOEX-TV, Nippon Educational TV Co., Ch. J-10. Transmitter 50 kw, ERP 375 kw. Started Feb. 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.
- †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—JOKR-TV, Tokyo Bestg. System, Ch. J-6. Transmitter 50 kw, ERP 375 kw. Started April 1955. Began color broadcasting Sept. 1960.
- †TOKYO—JOIX-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 Bestg. 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.
- †TOYAMA—JOTH-TV, Toyama Television Bestg. Co., Ch. J-34. Transmitter 10 kw. Started April 1, 1969.
- †TSURUOKA—JOEL-TV, Yamagata Bestg. 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.

- †WAKAYAMA—JGRP-TV, NHK, Ch. J-32. Transmitter 1 kw, ERP 4.8 kw. Started May 1971.
- †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.
- †YAMAGATA—JOYI-TV, Yamagata Television Station, Ch. J-38. Transmitter 10 kw. Started April 1, 1970.
- †YAMAGUCHI—JOUJ-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 15 kw. Educational. Started Sept. 1962.
- †YAMAGUCHI—JOUJ-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 14.5 kw. Started June 1959.
- †YAMAGUCHI—JOLI-TV, Television Yamaguchi Co., Ch. J-38. Transmitter 10 kw. Started April 1, 1970.
- Low-powered satellites: 2,466 in operation.

Note: Also see Okinawa.
See also American Forces Stations.

Jordan

Receives programs from neighboring countries
(625-line standards, System B)
Sets in use: 50,000

Jordan Television Corporation, P.O. Box 1041, Amman, Jordan (Govt.) Tel. 38761.

Personnel: Mohammad Kamal, director general; Mohammad A. Nuwar, deputy dir. gen.; Taher Nassereddin, dir. of engineering dept.; Farouk Jarrar, dir. of program dept.; Hakam Khair, dir. of administration dept.

AMMAN—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 100 kw. Started Feb. 1968. TV tape recording facilities.
Hours of operation: 18:00-23:00, daily.

Planned: 3 low-power repeaters.

AMMAN—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw.

Kenya

(625-line standards, System B)
Sets in use: 25,000

NAIROBI—Voice of Kenya (Govt., commercial), P.O. Box 30456, Nairobi, Tel. 29211. Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 30 kw. Started July 1964. Increased power Jan. 1969.
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. J. Kibui, chief news editor; N. E. Kamau, commercial manager; S. N. Macharia, chief engineer; P. L. Wangalwa, public relations officer.
Hours of operation: 1730-2300 daily.

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. Plans change to transmitter 5 kw, ERP 15 kw.

Planned:

COAST (Mazeras)—Ch. E-6. Transmitter 5 kw, ERP 15 kw.

NAKURU—Ch. E-11. Relay, 50 watts.

Korea

(525-line standards, System M)
Sets in use: 650,000

SEOUL—KBS-TV, HLCK, Korean Broadcasting System (Govt., commercial), #33-3 ga, Namsan-Dong, Chung-Ku, Seoul, Korea. Tel. 23-0631-5. Ch. 9 (V-187.25, A-191.75). Transmitter 12.5 kw, ERP 83.75 kw. TV tape recorder facilities. Started Dec. 1961.
Hours of operation: Mon.-Fri., 6:20-12:00 a.m.; 4:50-11:10 p.m.; Sat., 6:00 a.m.-12:00 p.m.; Sun., 7:00 a.m.-11:35 p.m.
Personnel: Choi, Chang Bong, director general; Park Chong Kuk, dir. TV; Hahn Ki Syun, dir., engineering dept.
Low-powered repeaters: 16 in operation.

SEOUL—TBC-TV, HLCE, Tongyang Broadcasting Co. Ltd., (Commercial), P.O. Box 775 Central, Seoul, Korea. Tel. 23-1211. Ch. 7 (V-175.25, A-179.75). Transmitter 10 kw, ERP 200 kw. TV tape recorder facilities. Started Oct. 1964.

Hours of operation: Mon.-Fri., 6:20-11:00 a.m.; 5:00-11:25 p.m.; Sat., 6:20 a.m.-12:00 p.m.; Sun., 7:20 a.m.-12 p.m.

Personnel: Choi, Chang Bong, director general; Park Chong Kuk, dir.; Lee, Perm Shin, sales mgr.; Choi, Duk Soo, program dir.; Kim, Haing O, film buyer; Kang, Jin Koo, chief engineer.

SEOUL—MBC-TV, HLAC, Munwha Broadcasting Co. (Commercial), #22, Jung-Dong, Choong-Ku, Seoul, Korea. Tel. 74-2601. Ch. 11 (V-199.25, A-203.75). Transmitter 2 kw, ERP 32 kw. TV tape recorder facilities. Started Aug. 1969.

Hours of operation: Mon.-Fri., 6-12 a.m. & 5-11:20 p.m.; Sat.-Sun., 6 a.m.-12 p.m.

Personnel: Cho, Chung Chul, president; Kim, Suk Kyum, managing director; Yim, Tack Keun, general manager; Chung, Soon Il, program manager; Lee, Ki Ha, production manager; Kim, Kyo Sung, chief engineer; Min, Yong Kie, film buyer.

International TV Directory

Repeaters: HLAJ, Pusan, Ch. 12; HLAY, Taegu, Ch. 10; HLSR, Kwangju, Ch. 9; HLAJ, Cheju, Ch. 11.

CHEJU—NBC-TV, HLAJ, Nam-yang Broadcasting Co. (Commercial), 106-1 dong, Sam do, Cheju, Korea. Ch. 11 (V-199.25, A-203.75). Transmitter 2 kw, ERP 25 kw. TV tape recorder facilities. Started Aug. 1970.

Personnel: Park, Tae Hoon, president; Han, Dong Soo, chief of broadcasting dept.; Min, Heung Sik, chief engineer.

JEJU—NBC-TV, HLAJ, Nam-Yang Broadcasting Co. (Commercial), #106-1 dong, Sam do, Jeju, Jeju-do, Korea. Ch. 11 (V-199.25, A-203.75). Transmitter 2 kw, ERP 25 kw. TV tape recorder facilities. Started Aug. 1970. Park, Tae Hoon, president.

JUNJU—JBC-TV, HLSZ, Junju Broadcasting Co. (Commercial), #7-6-2 Ga, KyongWon-dong, Junju, ChurnRaPook-do, Korea. Ch. 10 (V-199.25, A-203.75). Transmitter 2 kw, ERP 25 kw. TV tape recorder facilities. Started April 1971. Kim, Kyong Jun, chief of broadcasting dept.

KWANGJU—HBC-TV, HLSR, Ho-Nam Broadcasting Co. (Commercial), Gungdong, Kwangju, Korea. Ch. 9 (V-187.25, A-191.75). Transmitter 5 kw, ERP 25 kw. TV tape recorder facilities. Started Aug. 1970. Personnel: Choi, Sueng Chul, president; O, Si Tag, chief of broadcasting dept.

PUSAN—TBC-TV, HLKE, Tongyang Broadcasting Co. Ltd. (Commercial), see HLCE, Seoul, for address and personnel. Ch. 9 (V-187.25, A-191.75). Transmitter 2 kw, ERP 80 kw. TV tape recorder facilities. Started Oct. 1964.

TAEGU—Y-TV, HLAY, Young-Nam Broadcasting Co. (Commercial), 174-2 ga, Dongsung St., Choong-ku, Taegu, Korea. Ch. 10 (V-199.25, A-203.75). Transmitter 2 kw, ERP 25 kw. TV tape recorder facilities.

Personnel: Owang, Hag Soo, president; Yer, In Chul, chief of broadcasting dept.

TAEJUN—T-TV, HLAZ, Taejun Broadcasting Co. (Commercial), #36-4, Jung-dong, Taejun, ChoonyChungNam-do, Korea. Ch. 9 (V-187.25, A-191.75). Transmitter 2 kw, ERP 25 kw. TV tape recorder facilities. Started April 1971.

Personnel: Jun, Yong In, president; Moon, Jong Yon, chief of broadcasting dept.

Note: See also American Forces Stations.

Kuwait

(625-line standards, System B)
Sets in use: 120,000

Kuwait Television (Govt., commercial), Ministry of Information, P.O. Box 621, Kuwait, Arabia, Tel. 39041. TV tape recording facilities. Color planned. All stations carry same program.

Personnel: Saa'doun Al-Jassim, Under-Secretary of the Ministry of Information; Abdullrahman Al-Houti, asst. Under Secretary for engineering affairs; Mohammad N. Sanousi, dir. gen., sales production mgr. & film buyer; Ibraheem Al-Yousef, dir. of programs.

Rates: Min. from \$150 to \$200.

Hours of operation: 7 hrs. daily, except Fri., 10 hrs.

FAILAKA—Kuwait Television, Ch. E-8 (V-175.25, A-180.75). Two 10 kw transmitters in parallel. Max. estimated power 4000 kw, directional antenna. Started 1971.

MUTLAA—Kuwait Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, max ERP 300 kw, directional antenna. Started Dec. 1963, succeeding 100-watt station operating since 1961. Increased power 1968.

RAWDATEIN—Kuwait Television, Ch. E-6 (V-182.25, A-187.75). Transmitter 2 kw, max. ERP 44.8 kw, directional antenna. Started 1964. (Stand-by for Ch. E-8, Failaka from April 1971.)

Lebanon

(625-line standards, System B)
Color: SECAM System
Sets in use: 300,000

(Note: 40,000 additional sets in neighboring countries)

CLT, Compagnie Libanaise de Television (Commercial), Maison de la Television, P.O. Box 4848, Beirut, Lebanon. Tel. 300 360. Cable TELELIBAN, TV tape recording facilities.

Personnel: Gen. Sleiman Nofal, president & director general; Pierre Rocher, general manager; Mounir Takchi, sales manager; Paul Tannous, program manager; M. S. Karimeh, chief engineer
Hours of operation: 16.00-21.00 GMT.

Tele Orient (Commercial), P.O. Box 5054, Beirut, Lebanon. Tel. 284100/5, 283473. Cable TELIBOR, TV tape recording facilities.
Personnel: Ramiz Rizk, president; Harold Jamieson, director general; Claude Sawaya, deputy director general; Albert Kilo, program & production manager; George Salameh, manager of international sales; Adnan Shoucair, sales manager; Mohammed Barhumi, chief engineer.

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.

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.

(Continued on next page)

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LEBANON—(Continued)

- MAASSER CHOUF**—CLT, Ch. E-4. Repeats Ch. E-7, 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

(625-line standards, System B)
Sets in use: 6,500

- MONROVIA**—ELTV, Liberian Broadcasting Corp. (Govt., commercial), P.O. Box 594, Monrovia, Liberia. Tel. 22641, 22642, 22380. Ch. E-6 (V-182.25, A-187.75). Transmitter 500 watts, ERP 2.25 kw. Started Jan. 1964.
- Personnel: E. Reginald Townsend, Minister for Information; G. Henry Andrews, general manager; Tony Finnegan, chief engineer; Eustace Smith, deputy gen. mgr.; Milt Greaves, program assistant; Emmanuel Vincent, sales manager; Peter Awadjie, 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 repeaters: Bomi Hills & Buchanan.

Libya

Sets in use: 1,500

- Libyan Arab Republic Television** (Govt., non-commercial), P. O. Box 4863, Tripoli.
- Personnel: M. M. Elbarraasi, director general; Mohammed El-Honi, program manager & film buyer; Bukhari Hooda, chief engineer.
- Hours of operation: 20.00-24.00.
- BENGHAZI**—Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Started Dec. 1968.
- TRIPOLI**—Ch. E-6 (V-182.25, A-187.75). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Started Dec. 1968.
- Under construction: Repeaters at Homs, Ch. E-8; Barce, Ch. E-9; Beida, Ch. E-9; Derna, Ch. E-8; Tobruk, Ch. E-6; Misurata, Ch. E-10.

Luxembourg

(625-line standards, System C.)

Sets in use: 75,000 black & white; 3,000 color

(Note: 106,000 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; Gustave Graas, director of television; Jacques Navadic, director of news; Leon Maack, technical director; Paul Faber, engineer; Camille Ernster, chief of exploitation; Paul Uveling, chief of foreign relations & administration; Paul Baden, film buyer; Francis Rubin (Informations et Publicite, Villa Louvigny, Luxembourg), sales manager.
- Hours of operation: Mon.-Wed. & Fri., 6-11 p.m.; Thurs. & Sat., 5-11 p.m.; Sun., 1:15-2:30 p.m. & 5-11 p.m.
- Rates (Oct. 1969 peak): Min., 3.300; 15 sec., 1.300 (French Francs).
- U.S. Representative: RKO General Broadcasting, 1440 Broadway, New York, N.Y. (10018).

Low-powered repeaters: WILTZ, DIEKIRCH, GREVENMACHER.

CATV Systems: 130 in operation, serving approximately 20,000 subscribers.

Planned:

- MARNACH**—Ch. E-24. ERP 1,000 kw.
- DUDELANGE**—Ch. E-21. ERP 1,000 kw (System L) for Sept. 1972.

Malagasy Republic

(625-line standards, System D)
Sets in use: 1,000

TANANARIVE—Radiodiffusion-Television Malgache.

Malaysia

(625-line standards, System B)
Sets in use: 180,000

Malaysian Television Service, Dept. of Broadcasting, Govt. of Malaysia (Govt., commercial), Angkasapuri, Kuala Lumpur, Malaysia. Tel. Kuala Lumpur 27761. Programs are transmitted in four languages: Malay, English, Mandarin and Tamil.

Personnel: Dol Ramli, director-general; Ow Kheng Law, deputy director-general; Murtadza Za'ba, dir. of programs; Raja Iskandar, deputy dir. of programs; Kirpal Singh, dir. of engineering; Nordin Zainudin, dir. of news; Foo Ah Kow, film buyer.

Hours of operation: Ch. I—5 p.m.-midnight, Mon.-Wed.; 2:45 p.m.-midnight, Thurs.; 3 p.m.-midnight, Fri.-Sat.; 2:45 p.m.-midnight, Sun. Ch. II—7 p.m.-10:30 p.m., daily.

Rates (1972): Rotational spots (filmlets)—60 sec., 739; 40 sec., 504; 30 sec., 403; 20 sec., 314; 7 sec., 127. Paired spots (news)—60 sec., 2956; 40 sec., 2016; 30 sec., 1612; 20 sec., 1256 (Malaysian Dollars).

KUALA LUMPUR (Bukit Sungai Besi)—Ch. M5 (174-181 MHz) and Ch. M8 (195-202 MHz). Transmitters 12 kw, ERP 100 kw each. TV tape recording facilities. Started Oct. 1963.

PENANG (Gunong Jerai)—Ch. M5 (174-181 MHz) and Ch. M8 (195-202 MHz). Transmitters 6 kw, ERP 100 kw each. Started Oct. 1964. Repeats Kuala Lumpur.

TAIPING (Maxwell Hill)—Ch. M2 (47-54 MHz) and Ch. M4 (61-68 MHz). Transmitters .3 kw, ERP .6 kw each. Started April 1965. Repeats Kuala Lumpur.

IPOH (Gunong Kledang)—Ch. M6 (181-188 MHz) and Ch. M9 (202-209 MHz). Transmitters 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

MALACCA (Gunong Tampin)—Ch. M6 (181-188 MHz) and Ch. M9 (202-209 MHz). Transmitters 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

BATU PAHAT (Bukit Banang)—Ch. M4 (61-68 MHz) and Ch. M7 (188-196 MHz). Transmitters .1 kw, ERP .25 kw. Started April 1965. Repeats Kuala Lumpur.

KLUANG (Gunong Mengkilob)—Ch. M6 (181-188 MHz) and Ch. M9 (202-209 MHz). Transmitters .1 kw, ERP .6 kw. Started April 1965. Repeats Kuala Lumpur.

JOHORE BAHRU (Gunong Pulai)—Ch. M3 (54-61 MHz) and Ch. M10 (209-216 MHz). Transmitters 6 kw, ERP 20 kw & 100 kw. Started April 1965. Repeats Kuala Lumpur.

GENTING SEMPAH (Gunong Ulu Kali)—Ch. M2 (47-54 MHz) and Ch. M10 (209-216 MHz). Transmitters 10 kw, ERP 50 & 100 kw. Started Nov. 1970. Repeats Kuala Lumpur.

KUANTAN (Bukit Pelindong)—Ch. M5 (174-181 MHz) and Ch. M8 (195-202 MHz). Transmitters 10 kw, ERP 100 kw. Started Dec. 1970. Repeats Kuala Lumpur.

KUALA DUNGUN (Bukit Bauk)—Ch. M6 (181-188 MHz) and Ch. M9 (202-209 MHz). Transmitters .3 kw, ERP 2.5 kw. Started Dec. 1970. Repeats Kuala Lumpur.

KOTA KINABALU (Bukit Lawa Mandau)—Ch. M7 (188-195 MHz) and Ch. M10 (209-216 MHz). Transmitters 10 kw, ERP 100 kw. Started Sept. 1970.

TAMBUNAN/KENINGAU—Ch. M6 and Ch. M9. Transmitters 2 kw, ERP 30 kw. Repeats Kota Kinabalu. Started Dec. 1971.

SANDAKAN—Ch. M5 and Ch. M8. Transmitters 10 kw, ERP 100 kw. Repeats Kota Kinabalu. Started Dec. 1971.

LAHAD DATU—Ch. M7 and Ch. M10. Transmitters 10 kw, ERP 40 kw. Started Dec. 1971. Repeats Kota Kinabalu.

TAWAU—Ch. M6 and Ch. M9. Transmitters 10 kw, ERP 30 kw. Started Dec. 1971. Repeats Kota Kinabalu.

KUDAT—Ch. M6 and Ch. M9. Transmitters 10 kw, ERP 100 kw. Started Dec. 1971. Repeats Kota Kinabalu.

KUALA TRENGGANU—Ch. M5 and Ch. M8. Transmitters 1 kw, ERP 4.5 kw. Started Aug. 1971. Repeats Kuala Lumpur.

Planned:

KOTA BHARU—Ch. M6 & Ch. M9. Transmitters 10 kw, ERP 230 kw. To repeat Kuala Lumpur. To start 1972.

KUALA KRAI—Ch. M5 & Ch. M8. Transmitters .3 kw, ERP 1.5 kw. To repeat Kuala Lumpur. To start 1972.

CAMERON HIGHLANDS—Ch. M2 and Ch. M4. Transmitters 0.3 kw, ERP 2 kw. To repeat Kuala Lumpur. To start 1972.

KUALA PILAH—Ch. M5 and Ch. M8. Transmitters 0.3 + 0.3 kw, ERP 7 kw. To repeat Kuala Lumpur. To start 1972.

TAPAH—Ch. M5 and Ch. M8. Transmitters 0.1 kw, ERP 0.33 kw. To repeat Kuala Lumpur. To start 1972.

BALING/GRIK—Ch. M2 and Ch. M4. Transmitters 1 + 1 kw, ERP 6.6 kw. To repeat Kuala Lumpur. To start 1973.

KUALA LIPIS—Ch. M5 and Ch. M8. Transmitters 1 + 1 kw, ERP 19 kw. To repeat Kuala Lumpur. To start 1972.

MOUNT OPHIR—Ch. M4 and Ch. M7. Transmitters 5 + 5 kw, ERP 63 kw, 125 kw. To repeat Kuala Lumpur. To start 1974.

MERSING—Ch. M5 and Ch. M8. Transmitters 5 + 5 kw, ERP 50 kw. To repeat Kuala Lumpur. To start 1973.

PENANG/BALIK PULAU—Ch. M3 and Ch. M6. Transmitters 0.3 + 0.3 kw, ERP 5 kw, 8 kw. To repeat Kuala Lumpur. To start 1972.

Low-powered repeaters: 3 in operation.

Malta

(625-line standards, System B)
Sets in use: 65,000

Viewers can also watch programs from Italy.

GWARDAMANGA—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, managing director;

John Manduca, general manager; J. A. Soler, manager & film buyer; M. Spiteri, head of programs; J. Spiteri, head of technical services; H. Scorey, head of news division; A. Meadows, air-time sales executive.

Represented in U.S. by Intercontinental Services Ltd.; in England by Redifusion International Ltd.; in Canada by Air-time Sales Ltd.

Rates (April 1970): Spot 60 sec., 40; 7 sec., 7 (Pounds).

Martinique

(625-line standards, System K)
Sets in use: 9,500

FORT DE FRANCE—Office de Radiodiffusion Television Francaise (ORTF), Clairiere, Box 662, Fort de France, Tel. 60-60. (Govt., non-commercial). Ch. 4, Transmitter 500 watts. Low-powered repeaters: La Trinite, Ch. 6; Morne Folie, Ch. 6; Morne Aca, Ch. 7.
Personnel: Louis Marie Cohic, chief of service.

Mauritius

(625-line standards, System B)
Sets in use: 20,000

CUREPIPE—MBC-TV, Mauritius Broadcasting Corp. (Commercial), Broadcasting House, Pasteur St., Forest Side, Mauritius. Tel. Curepipe 507,808,1001. 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, 11:30-14:30 & 18:00-22:30.
Personnel: Jean R. Delaitre, acting director general, program controller & film buyer; Basdeo Ramudhin, secretary-accountant; Jacques Cantin, sales manager; Noel Rambert, chief engineer; Marcel Cabon, head of news.
Rates: 60 sec., 96.00; 30 sec., 60.00; 15 sec., 36.00; 7 sec., 24.00 (Mauritian Rupees).
Represented in U.S. & U.K. by TIE Sales Ltd.

Mexico

(525-line standards, System M)
Color: NTSC System

Sets in use: 3,700,000 black & white; 300,000 color
All stations commercial except where noted

ACAPULCO, Guerrero—XHAP-TV, Ch. 2 (affiliated with Telesistema Mexicano). ERP 1.2 kw.
Personnel: Jaime Sanchez Vazquez, mgr.; Leopoldo Pena, chief engineer.

AGUASCALIENTES, Aguascalientes—XHAG-TV, Ch. 13 (affiliated with Telesistema Mexicano). ERP 1.28 kw. Roberto Martinez Rosales, mgr.

CAMPECHE, Campeche—XHAN-TV, Televisora de Campeche S.A., San Juan de Letran No. 84, Despecho 506, Mexico, D.F. (affiliated with Telesistema Mexicano). Ch. 12. ERP 1.5 kw.
Personnel: Andres Garcia Lavin, mgr.; Eduardo Castro Ruiz, chief engineer.

CERRO DEL ZAMORANO, Queretaro—XEZ-TV, Televisora del Centro S.A. (affiliated with Telesistema Mexicano). Ch. 3, ERP 100 kw.

CERRO DEL ZAMORANO, Queretaro—XHZ-TV, Television de Guanajuato S.A. (affiliated with Telesistema Mexicano). Ch. 6, ERP 100 kw.

CHIHUAHUA, Chihuahua—XHCH-TV, Impulsora de Television de Chihuahua S.A., Paseo de la Reforma 45, Piso 16, Mexico, D.F. Ch. 2. ERP 5 kw.

CHIHUAHUA, Chihuahua—XHFI-TV, Televisora de Chihuahua S.A. (affiliated with Telesistema Mexicano). Ch. 5. ERP 2 kw. Started April 1957.

CHIHUAHUA, Chihuahua, XHIT-TV, Impulsora de Television S.A., Paseo de la Reforma No. 322, 80 Piso, Mexico, D.F. Ch. 4. ERP 22.45 kw.

CHILPANCINGO, Guerrero—XHAK-TV, Telesistema Mexicano. Ch. 12. ERP 2 kw.

CIUDAD JIMENEZ, Chihuahua—XHBV-TV, Telesistema Mexicano. Ch. 8. ERP 800 watts.

CIUDAD VICTORIA, Tamaulipas—XHVK-TV, Telesistema Mexicano. Ch. 11. ERP 400 watts.

COATZACOALCOS, Veracruz—XHCV-TV, Daniel Schacht Perez, Apartado Postal num 65, Coatzacoalcos (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.

COLIMA, Colima—XHBZ-TV, Telesistema Mexicano. Ch. 10. ERP 100 watts.

CORDOBA Y ORIZABA, Veracruz—XHAH-TV, Telesistema Mexicano. Ch. 8. ERP 1.7 kw.

CULIACAN, Sinaloa—XHQ-TV, TV de Culiacan S.A., Loma El Mirador, Frac. Lomas de Culiacan, Culiacan. Ch. 3. ERP 24 kw. Started Sept. 1964.
Personnel: Francisco Madero H., director general; Carlo H. Gama D., gen. mgr.; Carlos Corrales L., sales mgr.
Hours of operation: 17:00-23:00.

CULIACAN, Sinaloa—XHBT-TV, Telesistema Mexicano. Ch. 7, ERP 30 kw.

DURANGO, Durango—XHA-TV, Television XHA-TV, Cerro de los Remedios, Apartado Postal No. 405 (affiliated with Telesistema Mexicano). Ch. 10. ERP 850 watts. Started April 1967.

EL ZAMORANO, Queretaro—XEZ-TV, Telesistema Mexicano. Ch. 3. ERP 100 kw.

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ENSENADA, Baja California—XHS-TV, Antonio Suarez Reyes, Av. Punta Banda y Eugenia, Fraccionamiento Chapultepec, Ensenada. Ch. 23. ERP 226 kw.

GUADALAJARA, Jalisco—XEHL-TV, Television Tapatia S.A. de C.V., Circunvalacion num. 265, Guadalajara. Ch. 6. ERP 6.28 kw. Started Aug. 1960.

GUADALAJARA, Jalisco—XEWO-TV, Televisora de Guadalajara S.A. (affiliated with Telesistema Mexicano). Ch. 2. ERP 15 kw. Started May 1958.

GUADALAJARA, Jalisco—XHG-TV, Televisora de Occidente S.A. (affiliated with Telesistema Mexicano). Ch. 6 ERP 1 kw. XHTV, Ch. 2, Mexico, D.F. ERP 5 kw.

HERMOSILLO, Sonora—XEWHT-TV, Televisora de Hermosillo S.A. (affiliated with Telesistema Mexicano). Ch. 6. ERP 1.6 kw. Started July 1959.

JUAREZ, Chihuahua—XEJ-TV, Television de la Frontera S.A., Vicente Guerrero num. 704, Ciudad Juarez. Ch. 5. ERP 9.25 kw. Started May 1954.

JUAREZ, Chihuahua—KEPM-TV, Sergio R. Molinar Fernandez, Apartado Postal num. 271, Ciudad Juarez (affiliated with Telesistema Mexicano). Ch. 2. ERP 5 kw. Started Jan. 1961.
Personnel: Pedro Meneses H., mgr.; Gabriel Rios, chief engineer.

LAS LAJAS, Veracruz—XHAH-TV, Teledajas S.A. (affiliated with Telesistema Mexicano). Ch. 8. ERP 316 kw.

LAS LAJAS, Veracruz—XHAI-TV, Television de Veracruz S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 325 kw.

LAS LAJAS, Veracruz—XHAJ-TV, Televisora Regional Veracruzana (affiliated with Telesistema Mexicano). Ch. 5. ERP 100 kw.

LA PAZ, Baja California—XHK-TV, Television La Paz S.A., Paseo de la Reforma 322, Octavo Piso, Mexico, D.F. Ch. 10. ERP 8.2 kw.

LEON, Guanajuato—XHL-TV, Televisora de Leon Guanajuato S.A. de C.V., Melchor Ocampo num. 212-502, Mexico, D.F. Ch. 10. ERP 150 kw.

LOS MOCHIS, Sinaloa—XHCG-TV, Jose Manuel Acosta Castaneda, Mazatlan 31, Mexico, D.F. Ch. 12. ERP 1.26 kw.

LOS MOCHIS, Sinaloa—XHBS-TV, Telesistema Mexicano. Ch. 4. ERP 110 kw.

MADERO, Tamaulipas—XHGO-TV, Televisora del Golfo S.A., Torreon y Simon Bolivar, Col. Campbell, Tampico, Tams. Ch. 7. ERP 5 kw. Started Oct. 1964.

MATAMOROS, Tamaulipas—XHAB-TV, Telesistema Mexicano. Ch. 7. ERP 316 kw.

MAZATLAN, Sinaloa—XHOW-TV, TV de Mazatlan S.A., Angel Flores 106 Pte., Apdo Postal 211. Tel. 51-25 & 51-62 (affiliated with Telesistema Mexicano). Ch. 12. Transmitter 2 kw, ERP 30 kw. Started June 1968.
Personnel: Francisco Madero H., director general; Carlos H. Gama, gen. mgr.; Miguel Gonzalez de la O., sales.
Hours of operation: 11:00-24:00.

MAZATLAN, Sinaloa—XHMZ-TV, Televisora del Pacifico S.A., Paseo de la Reforma 322, Octavo Piso, Mexico, D.F. Ch. 7. ERP 8.2 kw.

MERIDA, Yucatan—XHYP-TV, Televisora de Yucatan S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 24 kw. Started Feb. 1963.

MERIDA, Yucatan—XHPT-TV, Televisora Peninsular S.A., San Juan de Letran 84, Despacho 506, Mexico, D.F. (affiliated with Telesistema Mexicano). Ch. 9. ERP 55 kw.

MERIDA, Yucatan—XHST-TV, Sistema Teleyucatan S.A., Paseo de la Reforma No. 403, Mexico, D.F. Ch. 13. ERP 42.5 kw.

MEXICALI, Baja California—XHBC-TV, Televisora de Mexicali S.A., Apartado Postal num. 1356, Mexicali. Ch. 3. ERP 30 kw. Started Oct. 1957.

MEXICALI, Baja California—XHAQ-TV, Manuel Barbachano Ponce, Av. Paseo de la Reforma No. 45, Piso 16, Mexico, D.F. Ch. 5. ERP 10.62 kw.

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. Connected with XEW-TV, Ch. 9. ERP 316 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, president; Emilio Azcarraga Milmo, vice president; Romulo O'Farrill Jr., vice president; Ernesto Barrientos R., general manager; Emilio A. Camargo, assistant general manager; Jesus Luis Bas, sales manager; Pedro Tudon, spot sales; Raul Lomeli, budget; Jose Alanis, programs & operations; Jose Hinojosa, continuity; Alfredo Fernel Bobadilla, chief engineer, C-2; Jose Luis Guasch, network coordinator; Francisco Leal, chief network engineer; Hector Rubio, chief, administration; Luis De Llano Jr., press & promotion.
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).

(Continued on next page)

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MEXICO—(Continued)

MEXICO CITY, Distrito Federal—XHDF-TV, Corporacion Mexicana de Radio y Television S.A. de C.V., Articulo 123 #90, Mexico, D.F. Tel. 512-75-54; 521-29-83. Ch. 13. TV tape recording facilities. Started Oct. 12, 1968.
Personnel: Francisco Aguirre J., president; Francisco Aguirre G., director; Jose Luis Rodriguez, manager; Ernesto Ruesga P., chief engineer.

MEXICO CITY, Distrito Federal—XEX-TV, Television Paso de Cortes S.A., Ave. Chapultepec num. 18, Mexico, D.F. Ch. 7. Connected with XHTV. Ch. 4. 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 Sept. 1, 1950.
Rates (Jan. 1968, peak): 27 min., 11,050; 13 min., 7,150; 30 sec., 3,660; 20 sec., 2,440 (Pesos).

MEXICO CITY, Distrito Federal—XHTM-TV, Fomento de Television Nacional S.A. de C.V., Antiguo Camino a Acapulco No. 232, Mexico, D.F. Ch. 8. ERP 316 kw.

MONCLOVA, Coahuila—XHBW-TV, Telesistema Mexicano. Ch. 9. ERP 5 kw.

MONTERREY, Nuevo Leon—XEFB-TV, Cadena Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 100 kw. Started July 1958.

MONTERREY, Nuevo Leon—XET-TV, Television del Norte S.A., Jimenez Norte 730, Monterrey. Ch. 6. ERP 80 kw. Started Nov. 1960.

MONTERREY, Nuevo Leon—XHX-TV, Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 316 kw. Started Sept. 1955.

MONTERREY, Nuevo Leon—XHAW-TV, Jesus D. Gonzalez, Paricutin Sur num. 316, Monterrey. Ch. 12. ERP 100 kw.

MORELIA, Michoacan—XHKW-TV, Jose Martinez Ramirez, Av. Acueducto y 12a, Zaragoza (affiliated with Telesistema Mexicano). Ch. 10. ERP 2 kw. Started Sept. 1967.

NAVOJOA, Sonora—XHBF-TV, Telesistema Mexicano. Ch. 8. ERP 4.5 kw.

NOGALES, Sonora—XHFA-TV, Television del Noroeste S.A., Paseo de la Reforma No. 45, Piso 16, Mexico, D.F. Ch. 2. ERP 8 kw.

NUEVO LAREDO, Tamaulipas—XHBR-TV, Ramona Esparza Gonzalez, Calle de Mina num. 2216, Nuevo Laredo. Ch. 11. ERP 3.5 kw.

NUEVO LAREDO, Tamaulipas—XEFE-TV, Rafael Tijerina Carranza, Aldama num. 2611, Nuevo Laredo (affiliated with Telesistema Mexicano). Ch. 2. ERP 40 kw.

OAXACA, Oaxaca—XHBN-TV, Telesistema Mexicano. Ch. 7. ERP 400 watts.

OBREGON, Sonora—XHI-TV, Televisora del Yaqui S.A., 5 de Febrero num. 8 Ciudad Obregon (affiliated with Telesistema Mexicano). Ch. 5. ERP 15 kw. Started May 1965.
Personnel: Carlo H. Gama Duarte, mgr.; Guillermo Silva Aleman, chief engineer.

PUEBLA, Puebla—XHP-TV, Television de Puebla S.A., Antiguo Camino a Acapulco No. 232, Mexico, D.F. Ch. 3. ERP 6 kw.

QUERETARO, Queretaro—XHTQ-TV, Television Independiente de Queretaro S.A., Paseo de la Reforma No. 403-306, Mexico, D.F. Ch. 9. ERP 47 kw.

SALTILLO, Coahuila—XHAD-TV, Alberto Jaubert Agüero, A. Juarez 127-16, Mexico, D.F. Ch. 7. ERP 10 kw.

SALTILLO, Coahuila—XHAE-TV, Telesistema Mexicano. Ch. 5. ERP 8 kw.

TAMPICO, Tamaulipas—XHGO-TV, Televisora del Golfo S.A. (affiliated with Telesistema Mexicano). Ch. 7. ERP 57 kw.

TAMPICO, Tamaulipas—XHD-TV, Televisora de Tampico S.A. (affiliated with Telesistema Mexicano). Ch. 4. ERP 15 kw.

TAPACHULA, Chiapas—XHAA-TV, Television de Tapachula (affiliated with Telesistema Mexicano). Ch. 7. ERP 400 watts.

TEPIC, Nayarit—XHBC-TV, Telesistema Mexicano. Ch. 10. ERP 500 watts.

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, Televisora de Calimex S.A. (affiliated with Telesistema Mexicano). Ch. 12. ERP 60 kw. Started July 1960.

TINAJAS-PARAL, Chihuahua—XHJMA-TV, Jose Manuel Acosta Castaneda, Mazatlan 31, Mexico, D.F. Ch. 3. ERP 2 kw. Started Oct. 1967.

TORREON, Coahuila—XELN-TV, Televisora de la Laguna S.A., Av. Angel Urraza y Calle Fernando Rodriguez, Torreon. Ch. 4. ERP 1.3 kw.

TORREON, Coahuila—XHO-TV, Bertha Bradley Vda. de Stevenson. (Affiliated with Telesistema Mexicano). Ch. 11. ERP 12 kw.

TORREON, Coahuila—XHIA-TV, Jose Manuel Acosta Castaneda, Cerro de las Nohas Mazatlan 29, Col. Condesa, Mexico 11, D.F. Ch. 2. ERP 4 kw. Started March 1967.

TUXTLA GUTIERREZ, Chiapas—XHTK-TV, Jose de Jesus Partida Villanueva, Av. Rio Churubusco No. 258, Col. Prado Churubusco, Mexico, D.F. Ch. 8. ERP 500 watts.

VERACRUZ, Veracruz—XHFM-TV, Television del Golfo S.A., Antiguo Camino a Acapulco No. 232, Mexico, D.F. Ch. 2. ERP 20 kw.

VILLAHERMOSA, Tabasco—XHLL-TV, Television de Tabasco S.A., Paseo de la Reforma No. 322, 80 Piso, Mexico, D.F. Ch. 13. ERP 6.3 kw.

ZACATECAS, Zacatecas—XHBQ-TV, Telesistema Mexicano. Ch. 8. ERP 5.5 kw.

Miquelon

(See St. Pierre)

Monaco

(819-line standards, System E)

Sets in use: 16,000

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, administrator & director general; J. F. Micheo, general manager; Jacques Antoine, program & production mgr.

Mongolia

(625-line standards, System D)

Sets in use: 2,000

ULAN BATOR—Government.

Morocco

(625-line standards, System B)

Sets in use: 203,000

Radiodiffusion Television Marocaine (Govt., non-commercial), Zenkat Al Brihi, Rabat, Morocco.

BIUGRA—Ch. M-8. Transmitter 50 watts, ERP 9 kw. Started Oct. 1963.

BOUKHOUALI—Ch. M-5. Transmitter 2 kw, ERP 36 kw. Started Sept. 1966.

CAP-SPARTEL—Ch. M-5. Transmitter 2 kw, ERP 36 kw. Started Sept. 1967.

CASABLANCA—Ch. M-10. Transmitter 10 kw, ERP 180 kw. Started Oct. 1964.

OUKAIMEDEN—Ch. M-6. Transmitter 2 kw, ERP 36 kw. Started Oct. 1967.

RABAT—Ch. M-7. Transmitter 10 kw, ERP 180 kw. Started Nov. 1964.

TAZEKKA—Ch. M-8. Transmitter 500 watts, ERP 9 kw. Started Sept. 1968.

ZERHOUN—Ch. M-4. Transmitter 10 kw, ERP 180 kw. Started May 26, 1965.

Low-power repeaters: 5 in operation.

Netherlands

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 3,175,000 black & white; 400,000 color

Nederlandse Omroep Stichting (Govt.-private), P.O. Box 10, Hilversum, Netherlands. Tel. 81110. Cable: NOS. Tape recorder facilities. Hours of operation: Daily 18:45-23:00 average First Program; 18:45-22:50 average Second Program; educational television, 6.15 hrs. weekly. Began color telecasting Oct. 1967.

Advertising sold by Air Advertising Foundation (Stichting Ether Reclame—STER).

Rates (1971): First Program, sec., 275 (at about 19:00); 350 (at about 20:00). Second Program, sec., 90 (at about 19:00); 150 (at about 20:00). Guilders.

Personnel (Executive Board): E. A. Schuttenhelm, chairman, in charge of general affairs; Dr. H. W. van Doon, vice chairman; Dr. Ch. E. van der Ploeg, member in charge of economic affairs; K. de Wilde, member in charge of personnel, social affairs & training; Dr. A. H. van de Veen, member in charge of engineering; Dr. M. J. A. R. Dittich, secy. & member in charge of regional affairs; Dr. W. J. A. Wagenaar, member in charge of radio programming; J. W. Rengelink, member in charge of television programming; P. de Vlaam, chief engineer; Th. F. J. van der Hoeven, film buyer.

ARNHEM—N.O.S., Ch. E-50. ERP 30 kw. Started Aug. 1970.

ARNHEM—N.O.S., Second Program, Ch. E-53. ERP 30 kw. Started Aug. 1970.

GOES—N.O.S., Ch. E-29. Transmitter 10 kw, ERP 125 kw. Started Jan. 1966.

GOES—N.O.S., Second Program, Ch. E-32. Transmitter 10 kw, ERP 125 kw. Started Jan. 1966.

HULSBERG—N.O.S., Ch. E-51. ERP 1 kw. Started Sept. 1970.

HULSBERG—N.O.S., Second Program, Ch. E-54. ERP 1 kw. Started Sept. 1970.

International TV Directory

LOPIK—N.O.S., Ch. E-4. Transmitter 12.5 kw, ERP 100 kw. Started Oct. 1951. Increased power Jan. 1961.

LOPIK—N.O.S., Second Program, Ch. E-27. Transmitter 40-kw, ERP 1000 kw. Started Oct. 1964.

MARKELO—N.O.S., Ch. E-7. Transmitter 5 kw. ERP 30 kw. Started Jan. 1959.

MARKELO—N.O.S., Second Program, Ch. E-54. Transmitter 10 kw, ERP 300 kw. Started Feb. 1966.

ROERMOND—N.O.S., Ch. E-5. Transmitter 10 kw, ERP 50 kw. Started Oct. 1958.

ROERMOND—N.O.S., Second Program, Ch. E-31. Transmitter 10 kw, ERP 500 kw. Started Dec. 1965.

SMILDE—N.O.S., Ch. E-6. Transmitter 5 kw, ERP 40 kw. Began Dec. 1959.

SMILDE—N.O.S., Second Program, Ch. E-47. Transmitter 40 kw, ERP 1000 kw. Started Nov. 1965.

WIERINGERMEER—N.O.S., Second Program, Ch. E-45. Transmitter 10 kw, ERP 200 kw. Started Dec. 1966.

WIERINGERMEER—N.O.S., First Program, Ch. E-39. Transmitter 10 kw, ERP 300 kw. Started Dec. 1966.

Netherlands Antilles (West Indies)

(625-line standards, System B)
Sets in use: 32,000

Government Radio & Telegraph Administration, P. O. Box 103, Curacao, owns all stations. They are operated by Antilliaanse Televisie Maatschappij N.V. (Govt., commercial).

Personnel: Charles S. Corsen & D. E. Calvo, managing directors; J. E. Rofina, chief engineer.
U.S. Representative: Gerald A. Bartell, 2525 University Ave., Madison, Wis.

Rates (July 1964): Spot 60 sec., 52; 10 sec., 25; program 1 hr., 220; 10 min., 77 (Florin).

WILLEMSTAD, Curacao—PJC-TV, TeleCuracao, Box 415, Curacao, N.A. Tel. 13140. Ch. 8 (V-181.25, A-185.75). Transmitter 500 watts ERP 2 kw. Started Aug. 1, 1960.

Hours of operation: 16:00-23:45, daily.

Rates (peak): Spot 60 sec., \$32; 10 sec., \$16. Program 1 hour, \$127; 10 min., \$48 (American Dollars).

ORANJESTAD, Aruba—PJA-TV, TeleAruba, Box 392, Aruba, N.A. Tel. 7302. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts, ERP 3 kw. Started Sept. 29, 1963.

Hours of operation: 16:30-23:45, daily.

Rates (peak): Spot 60 sec., \$23; 10 sec., \$12. Program 1 hour, \$96; 10 min., \$31 (American Dollars).

Low-power repeater: BONAIRE.

New Caledonia

(625-line standards, System K)
Sets in use: 6,000

NOUMEA—Office de Radiodiffusion Television Francaise (ORTF), Box 327, Noumea. Tel. 28-56. (Govt., non-commercial). Ch. 6. Transmitter 50 watts. Started Oct. 1965. 3 repeaters: Ch. 8, Semaphore, 500 watts; Ch. 4, Mont-Do, 500 watts; Thio St. Philippe II, 3 watts, started June 1970.

Personnel: Roger Le Leizour, chief of service.

New Zealand

(625-line standards, System B)
Sets in use: 697,000

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.

Plans color, PAL system. To start in 1973.

Personnel: L. R. Sceats, director general; W. R. M. Shaw, national sales mgr.; T. F. A. Shankland, controller, television programs; R. M. Melford, chief producer television; J. L. Hartstonje, J. N. M. Norman & J. W. Proudfoot, regional directors; B. W. Parkin, supervisor, film purchasing; A. K. Richardson, chief engineer.

Rates (1971 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., 1459.92; 60 sec., 973.28; 30 sec., 486.64; 20 sec., 389.31; 10 sec., 291.98. WNTV-1, Wellington—Spot 90 sec., 1016.40; 60 sec., 677.60; 30 sec., 338.80; 20 sec., 271.04; 10 sec., 203.28. CHTV-3, Christchurch—Spot 90 sec., 559.02; 60 sec., 372.68; 30 sec., 186.34; 20 sec., 149.07; 10 sec., 111.80. DNTV-2, Dunedin—Spot 90 sec., 383.46; 60 sec., 255.64; 30 sec., 127.82; 20 sec., 102.25; 10 sec., 76.69. Total (all stations)—90 sec., 3418.80; 60 sec., 2279.20; 30 sec., 1139.60; 20 sec., 911.67; 10 sec., 683.75 (New Zealand Pounds).

Originating Stations

AUCKLAND—AKTV-2, Shortland St., P.O. Box 2209, Auckland. Tel. 78-850. 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 5441, Dunedin. Tel. 78-450. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 50 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

DAWSON'S FALLS (Taranaki)—Ch. 9 (V-210.25, A-215.75). ERP 200 watts. Repeats WNTV-1, Wellington, Started Aug. 1968.

GRAMPIANS (Nelson)—Ch. 3 (V-62.25, A-67.75). ERP 5 kw. Repeats WNTV-1, Wellington. Started Oct. 1971.

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.

KOHATU (Nelson)—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Oct. 1971.

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.

MAUNGATANIWAH PEAK (Northland)—Ch. 6 (V-189.25, A-194.75). ERP 2 kw. Repeats AKTV-2, Auckland. Started Dec. 1967.

MT. BURNETT (Nelson)—Ch. 8 (V-203.25, A-208.75). ERP 400 watts. Repeats WNTV-1, Wellington. Started Oct. 1971.

MT. EGMONT (Taranaki)—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 100 kw. Repeats DNTV-2, Dunedin. Started Dec. 1964.

MT. MURCHISON (Nelson)—Ch. 1 (V-45.25, A-50.75). ERP 2 kw. Repeats WNTV-1, Wellington, Started Oct. 1971.

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 (Gisborne/East Coast)—Ch. 1 (V-45.25, A-50.75). ERP 10 kw. Repeats WNTV-1, Wellington. Started May 1969.

OPUNAKE (Taranaki)—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

PUKEITI (Taranaki)—Ch. 7 (V-196.25, A-201.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

TAKAKA (Nelson)—Ch. 4 (V-175.25, A-180.75). ERP 750 watts. Repeats WNTV-1, Wellington. Started Oct. 1971.

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: 330 (less than 200 watts ERP) in operation nation-wide.

Nicaragua

(525-line standards, System M)
Sets in use: 55,000

Television de Nicaragua S. A. (Commercial), Apartado 1505, Managua DN, Nicaragua. Tel. 2-5404 & 2-5405. Cable: TEVENIC. TV tape recording facilities.

Personnel: Rafael O. Cano, director general; Rodolfo A. Silva, assistant mgr.; Oscar Miranda U., sales mgr.; Oscar Garcia Rubio, technical dir.

MANAGUA—YNSA-TV, Ch. 6 (82-88 MHz). Transmitter 40 kw, ERP 80 kw. Started Dec. 1961. Low power repeater, Ch. 8. Transmitter 100 watts, ERP 300 watts. Started Aug. 1956.

Hours of operation: 18:00-20:00 & 23:00-05:30 GMT, daily.

Rates (1971 peak): Spot 60 sec., 316.00; 30 sec., 190.00; program 1 hour, 1,707.00; 30 min., 910.00 (Cordobas).

MANAGUA—YNTCN, Ch. 4. Telecadena Nicaraguense S.A. (Commercial). Same address, phone and personnel as YNSA-TV. Transmitter 2 kw, ERP 6 kw. Started Nov. 1, 1969.

Hours of operation: 4:00-10:00 p.m., daily.

Rates (1971 peak): Spot 60 sec., 112.50; 20 sec., 60.00; program 1 hour, 950.00; 30 min., 540.00 (Cordobas).

Niger

(625-line standards, System B)
Sets in use: 100

NIAMEY—Office de Radiodiffusion-Television du Niger (Govt., educational). Transmitter 50 watts.

Personnel: Bernard Lucas, Max Egly.

For American Forces TV Stations,

see page 957-b

International TV Directory

Nigeria

(625-line standards, System B)

Sets in use: 75,000

Broadcasting Company of Northern Nigeria Ltd. (BCNN), Television House, P.O. Box 250, Kaduna, Nigeria (Commercial). Tel. 2294. Hours of operation: 6:15 p.m.-10:30 p.m. daily.

Ownership: Northern Nigeria Radio Corp. (Govt.).
Personnel: Magaji Dambatta, chairman; Abba Zoru, gen. mgr.; Mohammed Jallo, commercial mgr.; Saidu Bala, chief engineer; A. B. Musa, secy. & chief accountant.

Represented internationally by Granada Television Ltd., London.
Rates (July 1970): Spot 30 sec., 9.10.0; 15 sec., 6.10.0; 10 sec., 4.0.0 (Nigerian 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.

Note: Recent information not available.

Nigerian Broadcasting Corp. (NBC-TV), P. M. B. 12005, Victoria Island, Lagos, Nigeria (Govt.-commercial). Tel. 26391.
Hours of operation: 10-10:30 a.m.; 3:30-4 p.m.; 6-10:30 p.m., daily.

Personnel: E. V. Badejo, director-general; Michael Olumide, dir. of television; Segun Oluosola, controller of programs; S. A. Jinadu, asst. chief engineer, television; A. F. Alabi, controller, commercial; Ayo Okesanya, operations mgr. & film buyer; Biola Olosope, head of news.

Rates (Jan. 1, 1971): Spot 60 sec., 25; 10 sec., 12.5; program 60 min., 90; 5 min., 32 (Nigerian Pounds).

Ownership: Federal Republic of Nigeria (Govt.).

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.; 5:30-11 p.m. Personnel: Olateju Oyeleye, general manager; Kunle Olosope, commercial mgr.; Ayo Ogunlade, controller of programs & film buyer; Yinka Johnson, production mgr.; Vincent I. Maduka, chief engineer. 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 5 kw, ERP 60 kw. TV tape recording facilities. Started Oct. 1959.

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 57 kw. Started Oct. 1959.

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:

IDOMINASI—WNTV, Ch. E-5. Transmitter 5 kw, ERP 30 kw. To repeat WNTV, Ibadan. To start 1972.

IJU—WNTV, Ch. E-11. Transmitter 5 kw, ERP 30 kw. To repeat WNTV, Ibadan. To start 1972.

OGBOMOSHO—WNTV, Ch. E-7. Transmitter 5 kw, ERP 30 kw. To repeat WNTV, Ibadan. To start 1972.

Low-powered repeaters: 2 in operation, 5 planned.

Norway

(625-line standards, System B)

Sets in use: 880,000 black & white; 20,000 color.

Color: PAL System

Norsk Rikskringkasting—NRK (Govt., non-commercial), Bjornstjerne Bjornsons Plass 1, Oslo 3, Norway. Tel. 469860. Telex: 11023 (Radio); 11794 (TV); 16820 (Foreign Office). Began operation Aug. 1960. All transmitters carry same program. Main Studios in Oslo have tape recorder facilities. Hours of operation: Approximately 16:55-21:30/21:45 GMT.

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 (editorial); Oddvar Foss, (sports & reporting); Erik Diesen (light entertainment); Lauritz Johnson (children's and youth programs); Tore Breda Thoresen (plays); Arne Okkenhaug (culture programs); Rigmor Hansson Rodin (films).

U.S. Representatives: Tor Strand, Norwegian Mission to United Nations, U.N. Bldg., New York, N.Y. Ottar Odland, National Press Bldg., Room 1010, Washington, D.C. (20004).

ANDALSNES—Ch. E-9, (V-203.25, A-208.75). Transmitter 100 watts, ERP 450 watts. Started 1965.

ANDENES—Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 4 kw. Started April 1970.

BAERUM—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 watts, ERP 100 watts. Started Dec. 1968.

BAGN—Ch. E-3 (V-55.25, A-60.75). Transmitter 50 watts, ERP 10 kw. Started Feb. 1964.

BARDU—Ch. E-6 (V-182.25, A-187.75). ERP 370 watts. Started Dec. 1967.

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). Transmitter 5 kw, ERP 15 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). Transmitter 10 kw, ERP 30 kw. Started June 1964.

FISTER—Ch. E-11 (V-217.25, A-222.75). Transmitter 100 watts, ERP 1.5 kw. Started August 1965.

FORDE—Ch. E-5 (V-175.25, A-180.75). Transmitter 100 watts, ERP 1.2 kw. Started July 1967.

FOSNAVAG—Ch. E-9 (V-203.25, A-208.75). Transmitter 5 watts, ERP 190 watts. Started Feb. 1967.

GAMLEMSVETEN—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started June 1964.

GAUSTA—Ch. E-8 (V-196.25, A-201.75). Transmitter 5 kw, ERP 8 kw. Started Dec. 1970.

GEILO I—Ch. E-11 (V-217.25, A-222.75). Transmitter 50 watts, ERP 235 watts. Started Nov. 1970.

GREIPSTAD (Kristiansand)—Ch. E-2 (V-48.25, A-53.75). Transmitter 5 kw, ERP 60 kw. Started Dec. 1962.

GRIMO—Ch. E-6 (V-182.25, A-187.75). Transmitter 100 watts, ERP 550 watts. Started Feb. 1965.

GRISVAGOY—Ch. E-9 (V-203.25, A-208.75). Transmitter 50 watts, ERP 150 watts. Started Aug. 1968.

GRONG—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 30 kw. Started Sept. 1965.

GULEN—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 30 kw. Started Dec. 1963.

HADSEL—Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 30 kw. Started Dec. 1966.

HAMMERFEST—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 30 kw. Started Oct. 1967.

HASVIK—Ch. E-5 (V-175.25, A-180.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1969.

HEMNES—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started 1965.

HESTMANNEN—Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 4.6 kw. Started Dec. 1967.

HOFDEFJELL—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). Transmitter 2 kw, ERP 30 kw. Started Dec. 1966.

KAPPFJELL—Ch. E-8 (V-196.25, A-201.75). Transmitter 400 watts, ERP 2 kw. Started July 1967.

KARASJOK—Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 10 kw. Started Dec. 1967.

KAUTOKEINO—Ch. E-3 (V-55.25, A-60.75). Transmitter 2 kw, ERP 8 kw. Started Dec. 1967.

KISTEFJELL—Ch. E-8 (V-196.25, A-201.75). Transmitter 2 kw, ERP 4 kw. Started Nov. 1966.

KOLVEREID II—Ch. E-11 (V-217.25, A-222.75). ERP 380 watts. Started Dec. 1970.

KONGSBERG—Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 100 kw. Started Aug. 1960.

KONGSVINGER—Ch. E-9 (V-203.25, A-208.75). Transmitter 5 kw, ERP 10 kw. Started Dec. 1969.

LANGEVAG—Ch. E-6 (V-196.25, A-201.75). ERP 120 watts. Started Dec. 1967.

LILLEHAMMER—Ch. E-10 (V-210.25, A-215.75). Transmitter 100 watts, ERP 1 kw. Started Dec. 1963.

LONAHORGI—Ch. E-11 (V-217.25, A-222.75). Transmitter 2 kw, ERP 10 kw. Started Dec. 1963.

LYNGDAL—Ch. E-9 (V-203.25, A-208.75). Transmitter 5 kw, ERP 30 kw. Started Sept. 1966.

LYNGEN—Ch. E-5 (V-175.25, A-180.75). Transmitter 400 watts, ERP 3.6 kw. Started Oct. 1970.

LYSENUT—Ch. E-10 (V-210.25, A-215.75). Transmitter 100 watts, ERP 300 watts. Started Dec. 1965.

MEFJELL—Ch. E-8 (V-196.25, A-201.75). Transmitter 50 watts, ERP 110 watts. Started Dec. 1970.

MELHUS (Trondheim)—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 100 kw. Started Dec. 1961.

NARVIK—Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, ERP 30 kw. Started Dec. 1967.

NORDFJORDEID—Ch. E-10 (V-210.25, A-215.75). Transmitter 0.4 kw, ERP 3 kw. Started Jan. 1968.

NORDHUE—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 66 kw. Started Nov. 1962.

NORDKAPP—Ch. E-6 (V-210.25, A-215.75). Transmitter 10 kw, ERP 30 kw. Started Sept. 1969.

OPPDAL—Ch. E-11 (V-217.25, A-222.75). Transmitter 5 watts, ERP 110 watts. Started Dec. 1963.

ORKDAL—Ch. E-8 (V-196.25, A-201.75). Transmitter 5 watts, 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). Transmitter 10 kw, ERP 60 kw. Started Feb. 1965.

SALTEN—Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 12 kw. Started Dec. 1964.

SKIEN—Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw. ERP 60 kw. Started July 1968.

SOGDAL—Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 20 kw. Started June 1965.

STEIGEN—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 1965.

STORD—Ch. E-5 (V-175.25, A-180.75). Transmitter 5 kw, ERP 30 kw. Started Aug. 1969.

STRANDA I—Ch. E-11 (V-217.25, A-222.75). Transmitter 10 watts, ERP 130 watts. Started Dec. 1970.

SVELGEN—Ch. E-6 (V-182.25, A-187.75). Transmitter 5 watts, ERP 140 watts. Started Dec. 1965.

TANA—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 kw. ERP 30 kw. Started Dec. 1967.

TODALEN I—Ch. E-9 (V-203.25, A-208.75). Transmitter 5 watts, ERP 120 watts. Started June 1965.

TODALEN II—Ch. E-7 (V-189.25, A-194.75). Transmitter 5 watts, ERP 140 watts. Started Sept. 1965.

TORJULSVAGEN—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 watts, ERP 50 watts. Started Aug. 1970.

TROLLHETTA—Ch. E-5 (V-175.25, A-180.75). Transmitter 50 watts, ERP 770 watts. Started March 1, 1970.

TROLLTIND—Ch. E-11 (V-217.25, A-222.75). Transmitter 2 kw, ERP 60 kw. Started Nov. 1966.

TROMSO—Ch. E-7 (V-189.25, A-194.75). Transmitter 5 watts, ERP 685 watts. Started Dec. 1966.

TRON—Ch. E-9 (V-203.25, A-208.75). Transmitter 2 kw, ERP 30 kw. Started Nov. 1963.

TUNNSJO—Ch. E-10 (V-210.25, A-215.75). Transmitter 10 watts, ERP 165 watts. Started Nov. 1968.

VARANGER—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw. ERP 30 kw. Started Dec. 1967.

VARDEFJELL—Ch. E-11 (V-217.25, A-222.75). Transmitter 110 watts, ERP 400 watts. Started Aug. 1968.

VEGA—Ch. E-9 (V-203.25, A-208.75). Transmitter 2 kw, ERP 5 kw. Started Dec. 1966.

Low powered satellites: 331 in operation, 200 planned.
Planned or under construction:
ALTA, HALDEN, KOPPAREN, MOSVIK.

Okinawa

(Ryukyu Islands)

(525-line standards, System M)

Sets in use: 230,000

NAHA—KSDW-TV, Okinawa TV Bcstg. Ltd. (Commercial), 1-chome, Matsuyama-cho, Naha, Okinawa. Ch. 10. Transmitter 5 kw, ERP 42.5 kw. Japanese. Started Nov. 1959. Color telecasting began May 1968.

Hours of operation: 7:00-24:00.

Personnel: Yasujiro Yamashiro, president; Nyutoku Kameshima, managing director; Yasuhiro Matayoshi, general affairs director; Sonyei Sakugawa, business director; Hidetoshi Tomoyori, news & production director; Naoharu Miyagi, branch manager.

Rates (Prime): Spot 15 sec., \$129; Program 30 min., \$695.

NAHA—KSAR-TV, Ryukyus Broadcasting Corp. (Commercial), C.P.O. Box 4, Naha, Okinawa. Studio: #3-1, 2-Chome, 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. Color telecasting began May 1968.

Hours of operation: Daily, 06:40-24:00.

Personnel: Tsuguhiro Toma, president; Takezo Sakai, managing director; Masao Matsushima, chief engineer; Kenzo Inafuku, news & production director.

Represented in the United States by ABC International.

Rates: Spot 15 sec., \$75; program 1 hr., \$832; 5 min., \$210.

Low-powered repeater: Kumejima, Ch. 7, repeats KSAR-TV, Naha.

Note: See also American Forces stations.

Pakistan

(625-line standards, System B)

Sets in use: 150,000

Note: This information precedes the establishment of Bangladesh as a separate country.

Pakistan Television Corp. Ltd. (Public limited co., commercial), 1 Rulsa Road, Lalazar Colony, P.O. Box 230, Rawalpindi, West Pakistan.

Personnel: Syed Munir Hussain, managing director; S. A. Halim, finance director; Khwaza Shahid Hosain, director, program ad-

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ministration; Riaz Ahmad, chief engineer; M. Mainirul Alam, chief program executive; Shanul H. Haqqee, sales manager; M. Zubair Ali, general manager, educational television & public relations; Rashid Khan, general manager, films; A. Nasir Siddiqui, administrative manager; Agha Bashir Ahmad, general manager, Lahore; Ejajuddin Ahmed, general manager, Dacca; Aslam Azhar, general manager, Karachi; Agha Nasir, general manager, Rawalpindi.

Hours of operation: Approx. 1800-2200 daily, except Mon.

All stations originate local programs and have TV tape recording facilities.

DACCA—Ch. E-6. ERP 70 kw. Started Nov. 26, 1964 as Ch. E-9. Changed to Ch. E-6 and increased power Oct. 27, 1968. Rates: Spot 60 sec., 225.00; 7 sec., 60.00; program hour, 3600.00; 10 min., 581.25 (Pakistani Rupees).

ISLAMBAD-RAWALPINDI—Ch. E-6. Transmitter 5 kw. ERP 25 kw. Started 1967.

Rates: Spot 60 sec., 225.00; 7 sec., 60.00; program hour, 3600.00; 10 min., 581.25 (Pakistani Rupees).

ISLAMBAD-RAWALPINDI—Ch. E-8. Transmitter 10 kw, ERP 180 kw. Started March 23, 1969.

KARACHI—Ch. E-4. Transmitter 6 kw, ERP 36 kw. Started Dec. 1966.

Rates: Spot 60 sec., 421.87; 7 sec., 112.00; program hour, 5400.00; 10 min., 871.87 (Pakistani Rupees).

LAHORE—Ch. E-5. Transmitter 5 kw, ERP 70 kw. Started Dec. 25, 1964 as Ch. E-9. Changed to Ch. E-5 and increased power Nov. 1968.

Rates: Spot 60 sec., 281.00; 7 sec., 75.00; program hour, 3600.00; 10 min. 581.25 (Pakistani Rupees).

Planned: 10 kw rebroadcast stations in LYALLPUR, KHULNA, RAJSHAHI, CHITTAGONG and HYDERABAD.

Panama

(525-line standards, System M)

Sets in use: 171,500†

(Viewers also tune to American Forces stations, Canal Zone)

BOCAS DEL TORO—Ch. 12, repeats Ch. 4. Transmitter 300 watts, ERP 10 kw. Started Oct. 4, 1968.

DAVID—Ch. 6, repeats Ch. 4. ERP 5 kw. Started Dec. 1963.

EL VALLE—RPC-TV, Ch. 12, repeats Ch. 4. ERP 25 kw. Started Feb. 1962.

LA PALMA—Ch. 5, repeats Ch. 4. Started Jan. 1969.

LAS MARGARITAS—Ch. 6, repeats Ch. 2. ERP 48 kw. Started May 1964.

PANAMA—RPC-TV, Corporacion Panamena de Radiodifusion (Commercial), P.O. Box 1795, Panama, R.P. Tel. 25-0160. Ch. 4. Transmitter 25 kw, ERP 250 kw. TV tape recorders. Started Sept. 1959. Hours of operation: 8:30 a.m.-midnight, daily.

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., Memorial Library Bldg., Greenville, N.Y. (12083).

PANAMA—TV-2, Televisora Nacional S.A. (Commercial), Apt. 8371, Panama, R.P. Tel. 61-3222. Ch. 2. Transmitter 25 kw, ERP 250 kw. Originates programs and has TV tape recorders. Started April 1962. Hours of operation: 11:30 a.m.-12:00 midnight EST.

Personnel: Rodolfo Garcia de Paredes, president; Francisco A. Leyton, general manager & film buyer; Clarence Haylett, chief engineer.

Represented in U.S. by ABC International Television Inc., 77 West 66th St., New York, N.Y. 10023.

SANTIAGO—Ch. 3, repeats Ch. 4. ERP 10 kw. Started Jan. 1969.

SONA—Ch. 7 repeats Ch. 4. ERP 5 kw. Started Nov. 1963.

SONA—Ch. 9 repeats Ch. 2. ERP 100 watts. Started June 1966.

VOLCAN—Ch. 2, repeats Ch. 9. Started June 1966.

Note: See also American Forces stations.

†Does not include viewers in Canal Zone.

Paraguay

(525-line standards, System M)

Sets in use: 45,000

ASUNCION—Television Cerro Cora S.A., Edificio Independencia Nacional 349, 2° Piso, Dept. 205, Asuncion, Paraguay. Tel. 4-4463. Ch. 9 (V-187.25, A-191.75). ERP 60 kw. TV tape recording facilities. Started Sept. 29, 1965. Hours of operation: Daily, 12:00-14:00 & 16:30-00:03.

Personnel: Ricardo Sanchez Abdo, general manager & program manager; Julio Sedano Acosta, sales manager; Jorge Morinigo Escalante, commercial manager; Francisco Ortiz, chief engineer; Alberto M. Herrera, assistant program manager; Pedro B. Medina Alborno, production manager; Hector Velazquez, head, news dept.

Peru

(525-line standards, System M)

Sets in use: 450,000

AREQUIPA—Panamericana Television S.A. (Commercial), P.O. Box 514, Arequipa. Tel. 3090. Ch. 2. Transmitter 500 watts. Started Aug. 1959. See main station in Lima Ch. 5.

(Continued on next page)

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PERU—(Continued)

- 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. 5. Transmitter 8 kw.
- CHIMBOTE**—Panamericana Television S.A. (Commercial). See main station in Lima Ch. 5.
- CUZCO**—Panamericana Television (Commercial). See main Station in Lima. Ch. 5.
- 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. 275737. 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. 238305. 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. 235945. 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. 234240. Ch. 5. Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities.
Personnel: Genaro Delgado, gen. mgr.; Gustavo Reusens, tech. director; Manuel Delgado, sales mgr.; Alberto Terry, program mgr.; Hugo Fernandez, production mgr.
- LIMA—OAX4X-TV**, Teledos S.A. (Commercial), Av. Tacna 225, Lima. Tel. 281694. Ch. 2. Transmitter 10 kw. Rates (Jan. 1967): Spot 60 sec., 650; 10 sec., 190 (Sols).
- LIMA—Televisora BEGO** (Commercial), Av. Manco Capac 333, LaVictoria, Lima. Ch. 11. Started 1966. A. Belmont, gen. mgr.
- LIMA**—Panamericana Teleeducacion Asociacion de Fomento Cultural (Educational), Ave. Arequipa 1110, Lima. Ch. 13. Transmitter, 5 kw, ERP 10.5 kw. Studios, Universidad de Lima. Tel. 234240.
- PIURA**—Ch. 7. Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 5.
- TRUJILLO**—Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 5.
- Planned: TACNA—Ch. 2.

Philippines

(525-line standards, System M)

Color: NTSC System

Sets in use: 420,000 black & white; 6,000 color

- ABS-CBN Network**, Broadcast Center, Bohol Ave., Quezon City; P.O. Box 1593, Manila, Philippines (Commercial). Tel. 93-25-11. Cable: ABS-CBN Manila. Telex: ABS-CBN 722 486.
Personnel: Eugenio Lopez Jr., pres.; Augusto Almeda Lopez, v.p. & gen. mgr.; Filemon Defino, v.p. & asst. gen. mgr.; Juanario Jison, v.p. television division; Arcadio M. Carandang Jr., v.p. engineering division; Benjamin E. Pambuan, v.p., administration & finance; Nestor Escano, v.p., radio division.
- Inter-Island Broadcasting Corp.** (Commercial), Philippine Herald Bldg., 61 Muralla, Intramuros, Manila.
- Metropolitan Broadcasting Co.** (Commercial), 964 Taft Ave., Manila.
- Associated Broadcasting Corp.** (Commercial), P.O. Box 2789, Manila, Philippines. Owner: Manila Times Publishing Co., Florentino Torres, Manila.
Personnel: Marcos C. Rocas, gen. mgr.; Jaime Legarda, sales mgr.; Mario Bautista, program mgr. & film buyer; Paul Lacanilao, production mgr.; Arturo Tort, chief engineer.
- Republic Broadcasting System** (Commercial), c/o Loreto F. De Hemedes, RBS Building, Dillman, Quezon City. Tel. 70-02-21.
Personnel: Robert L. Stewart, gen. mgr.; M. Samia, tech. director.
- Kanlaon Broadcasting System Inc.** (Commercial), KBS Bldg., Roxas Blvd., Pasay City. Tel. 80-46-84.
Personnel: Salvador C. Tan, gen. mgr.; Jorge Viduya, asst. gen. mgr.; Kitchie Benedicto de Leon, program mgr.; Ike Fernando, production mgr.; Arturo L. Lopez, engineering mgr.; F. G. Medina, news mgr.
- BACOLOD CITY—DYXL-TV**, ABS-CBN Network. Ch. 4 (V-67.25, A-71.75). Transmitter 2 kw, ERP 8 kw. Started Nov. 1962. TV tape recording facilities. Hours of operation: 01:00-16:00 GMT.
- BACOLOD CITY—DYHB-TV**, Inter-Island Bcstg. Corp. Ch. 12. ERP 2 kw.
- BACOLOD CITY—DYKB-TV**, Radio Philippines Network Inc. Ch. 8. Transmitter 5 kw, ERP 325 kw. Started Oct. 1971. Hours of operation: 01:00-16:00 GMT.
- BAGUIO CITY—DZBS-TV**, Radio Philippines Network Inc. Ch. 12

(V-205.25, A-209.75). Transmitter 5 kw. Color. Started Dec. 1962. Hours of operation: 09:00-13:00 GMT.

- BAGUIO CITY—DZRI-TV**, ABS-CBN Network, Ch. 3 (V-61.25, A-65.75). Transmitter 2 watts, ERP 8 kw. Started Nov. 1967. Hours of operation: 01:00-16:00 GMT. Repeats DZAQ-TV, Ch. 2
- BAGUIO CITY—DWHB-TV**, Inter-Island Bcstg. Corp. Ch. 6. ERP 500 watts.
- BATANGAS CITY (Mt. Banoy)—DZQL-TV**, ABS-CBN. Ch. 3 (V-61.25, A-65.75). Transmitter 500 watts, ERP 2 kw. Color. Repeats DZAQ-TV, Ch. 2.
- CAG. DE ORO CITY—DXCC-TV**, Radio Mindanao Network. Ch. 10. ERP 500 watts.
- CEBU CITY—DYSS-TV**, Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 100 watts. Started Feb. 1962. Hours of operation: 09:00-15:00 GMT.
- CEBU CITY—DYCB-TV**, ABS-CBN Network. Ch. 3 (V-61.25, A-65.75). Transmitter 2 kw, ERP 8 kw. Hours of operation: 01:00-16:00 GMT. TV tape recording facilities.
- CEBU CITY—DYTM-TV**, Associated Broadcasting Corp., 8th Floor, Angeles Bldg., Fuente Osmena, Cebu City. Ch. 5 (V-77.25, A-81.75). Transmitter 100 watts, ERP 1 kw. TV tape recording facilities. Started April 1970.
Hours of operation: 2:30 p.m.-midnight, Mon.; 3:30 p.m.-midnight, Tues.-Sun.
Rates: Participating spot—60 sec., 50.00-150.00. Non-Participating spots (prime time)—26 sec., 38.00; 10 sec., 20.00; 5 sec., 12.00 (Pesos).
- 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.
- CEBU CITY—DYKC-TV**, Radio Philippines Network Inc. Ch. 9. Transmitter 5 kw, ERP 325 kw. Started Oct. 1971. Hours of operation: 01:00-16:00 GMT.
- DAVAO CITY—DXTV**, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 500 watts. Started Jan. 1960. Hours of operation: 07:00-15:00 GMT.
- DAVAO CITY—DXAW-TV**, ABS-CBN. Ch. 4 (V-67.25, A-71.75). Transmitter 2 kw, ERP 7.2 kw. Started March 1970. Color. TV tape recording facilities. Hours of operation: 01:00-16:00 GMT.
- DAVAO CITY—DXTM-TV**, Associated Bcstg. Corp., ABC-RTV Bldg., Marfori Heights, Davao City. Ch. 5 (V-77.25, A-81.75). Transmitter 100 watts, ERP 1 kw. TV tape recording facilities. Started Feb. 1971.
Hours of operation: 3:30-midnight, Tues. & Fri.; 3:45-midnight, Sat.-Mon., Wed. & Thurs.
Rates: Participating spot—60 sec., 50.00-150.00. Non-Participating spots (prime time)—26 sec., 38.00; 10 sec., 20.00; 5 sec., 12.00 (Pesos).
- IRIGA CITY—DWKI-TV**, Radio Philippines Network Inc. Ch. 10. Transmitter 5 kw, ERP 325 kw. Started Dec. 1971. Hours of operation: 01:00-16:00 GMT.
- MANILA (Pasay City)—DZKB-TV**, Kanlaon Broadcasting System Inc. Ch. 9. Transmitter 25 kw, ERP 325 kw. TV tape recording facilities. Started Oct. 15, 1970.
Hours of operation: 11 a.m.-12:30 a.m., daily.
- MANILA (Quezon City)—DZAQ-TV**, ABS-CBN Network. Ch. 2 (V-55.25, A-59.75). Transmitter 25 kw, ERP 100 kw. Started Oct. 1953 on Ch. 3, changed to Ch. 2 Nov. 1969. Hours of operation: 01:00-16:00 GMT. Color: Live & film, NTSC. TV tape recording facilities.
- MANILA (Quezon City)—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 (Quezon City)—DZRH-TV**, Metropolitan Broadcasting Co. Ch. 11 (V-199.25, A-203.75). Transmitter 25 kw. Started Nov. 1962. Hours of operation: 08:00-15:00 GMT.
- MANILA (Quezon City)—DZXL-TV**, ABS-CBN Network. Ch. 4 (V-67.25, A-71.75). Transmitter 25 kw, ERP 100 kw. Started Sept. 1957 on Ch. 9, changed to Ch. 4 Nov. 1969. Hours of operation: 01:00-16:00 GMT. Color: Live & film. TV tape recording facilities.
- MANILA (San Juan, Rizal)—DZTM-TV**, Manila Times Publishing Co., owner. Managed by Associated Bcstg. Corp., Pasong Tamo Ext., Makati, Rizal, Philippines. Tel. 88-75-36/39; 87-78-61/66. Ch. 5 (V-77.25, A-81.75). Transmitter 25 kw, ERP 100 kw. TV tape recording facilities. Started July 1962.
Hours of operation: 10:45 a.m.-midnight, daily.
Rates: Participating spot—60 sec., 300.00-1,000.00. Non-Participating spots (prime time)—26 sec., 275.00; 10 sec., 110.00; 5 sec., 70.00 (Pesos).
- MANILA (San Juan, Rizal)—DZTV**, Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 6 kw. Started Jan. 1960. Hours of operation: 06:00-15:00 GMT.
- MANILA—DZFU-TV**, Feati University, Helios St., Sta. Cruz, Manila. (Educational) Ch. 14 (V-471.25, A-475.75). Transmitter 400 watts. Started Aug. 1962. Hours of operation: 02:00-15:00 GMT.
- MURCIA—DYAF-TV**, Catholic Welfare Organization. Ch. 10. ERP 5 kw.
- NAGA CITY—DZHN-TV**, Inter-Island Bcstg. Corp. Ch. 13. ERP 500 watts.
- TACLOBAN CITY—DYHF-TV**, Inter-Island Bcstg. Corp. Ch. 6. ERP 500 watts.
- CATV System**: Nuvue Cable Vision Inc., Baguio City. 1000 subscribers.
- Planned:
KBS—CAG. DE ORO, DAVAO CITY, 31 low power repeaters.
ABC—BAGUIO CITY, Ch. 8.

Note: See also American Forces stations.

Poland

(625-line standards, System D)

Sets in use: 4,225,000

Color: SECAM System

Polskie Radio i Telewizja (Govt., non-commercial), TVP 17, Woronicza Street, Warsaw, Poland. Tel. 443251. Telex: 813421 TVP PL.
Personnel: Włodzimierz Sokorski, president; Stanisław Stefanski, vice president; Włodzimierz Łozinski, program manager; Cezary Papiernik, film buyer; Leon Adamczyk, production manager; Jerzy Ostrowski, chief engineer; Dr. S. Mikulicz, dir., foreign relations, radio & TV; Tedeusz Kedziński, vice dir.

BIALYSTOK—Ch. R-8. ERP 100 kw. Started 1962.
BYDGOSZCZ—Ch. R-1. ERP 100 kw. Started Nov. 1960.
GDANSK—Ch. R-10. ERP 100 kw. Originates local programs. Started 1962.
GIZYCKO—Ch. R-11. ERP 0.9 kw. Started 1964.
KATOWICE I—Ch. R-8. ERP 265 kw. Originates local programs. TV tape recording facilities. Started 1957.
KATOWICE II—Ch. R-6. ERP 1 kw. Started 1970.
KATOWICE II—Ch. R-21. ERP 500 kw. Started July 1971.
KIELCE—Ch. R-3. ERP 200 kw. Started 1965.
KOSZALIN—Ch. R-8. ERP 100 kw. Started 1962, increased power 1965.
KRAKOW I—Ch. R-10. ERP 200 kw. Originates local programs. TV tape recording facilities. Started 1959, increased power 1962.
KRAKOW II—Ch. R-2. ERP 1 kw. Started 1970.
LODZ I—Ch. R-7. ERP 100 kw. Originates local programs. Started 1956, increased power 1968.
LODZ II—Ch. R-10. ERP 1 kw. Started 1970.
LUBLIN—Ch. R-9. ERP 120 kw. Started 1962.
OLSZTYN—Ch. R-9. ERP 100 kw. Started July 1960, increased power 1969.
OPOLE—Ch. R-10. ERP 0.1 kw. Started 1967.
OSTROLEKA—Ch. R-7. ERP 1 kw. Started June 1971.
POZNAN I—Ch. R-9. ERP 150 kw. Originates local programs. Started 1957, increased power 1964.
POZNAN II—Ch. R-12. ERP 1 kw. Started May 1971.
RZESZOW—Ch. R-12. ERP 100 kw. Started 1963.
SZCZECIN—Ch. R-12. ERP 100 kw. Originates local programs. Started 1960, increased power 1964.
WARSZAWA I—Ch. R-2. ERP 200 kw. Originates local programs. TV tape recording facilities. Started July 1954, increased power 1965.
WARSZAWA II—Ch. R-11. ERP 250 kw. Originates local programs. TV tape recording facilities. Started Feb. 1968.
WROCLAW I—Ch. R-12. ERP 150 kw. Originates local programs. TV tape recording facilities. Started 1958.
WROCLAW II—Ch. R-2. ERP 1 kw. Started May 1971.
ZGORZELEC—Ch. R-11. ERP 3 kw. Started 1961.
ZIELONA GORA—Ch. R-3. ERP 200 kw. Started 1963.

REPEATERS

BALIGROD—Ch. R-5. Started 1969.
BARDO—Ch. R-1. Started 1970.
CHODZIEZ—Ch. R-11. Started 1968.
CIESZYN—Ch. R-11. Started 1970.
CZARNKOW—Ch. R-11. Started 1969.
DRAWSKO POMORSKIE—Ch. R-10. Started 1971.
DUSZNIKI—Ch. R-10. Started 1961.
DZIALOSZYN—Ch. R-3. Started 1963.
GDANSK—Ch. R-3. Started 1965.
GDYNIA—Ch. R-3. Started 1964.
GLUSZYCA—Ch. R-1. Started 1965.
GOLDAP—Ch. R-11. Started 1967.
JAROSLAW—Ch. R-2. Started 1968.
JELENIA GORA—Ch. R-10. Started 1960.
KALISZ—Ch. R-2. Started 1961.
KAMIENNA GORA—Ch. R-5. Started 1961.
KETRZYN—Ch. R-3. Started 1970.
KLODZKO—Ch. R-8. Started 1960.
KOLO—Ch. R-12. Started 1966.
KOLOBRZEG—Ch. R-11. Started 1969.
KOMANCZA—Ch. R-7. Started 1965.
KONIN—Ch. R-5. Started 1961.
KRYNICA I—Ch. R-1. Started 1966.
KRYNICA II—Ch. R-10. Started 1966.
KUDOWA I—Ch. R-3. Started 1962.
KUDOWA II—Ch. R-7. Started 1962.
LADEK ZDROJ—Ch. R-9. Started 1968.
LESNA—Ch. R-7. Started 1962.

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LIMANOWA—Ch. R-7. Started 1969.
LOBEZ—Ch. R-7. Started 1971.
LUBACZOW—Ch. R-10. Started 1971.
LUBAN SLASKI—Ch. R-9. Started 1962.
LUBAWA—Ch. R-12. Started 1965.
MIEDZYBRODZIE BIALSKIE—Ch. R-2. Started 1968.
MIEDZYZDROJE—Ch. R-10. Started 1960.
MIEROSZOW—Ch. R-7. Started 1967.
MLAWA—Ch. R-3. Started 1967.
MRAGOWO—Ch. R-11. Started 1967.
MUSZYNA—Ch. R-7. Started 1970.
NOWA RUDA—Ch. R-7. Started 1961.
NOWE MIASTO LUBAWSKIE—Ch. R-7. Started 1965.
NOWY SACZ—Ch. R-6. Started 1961.
PILA—Ch. R-7. Started 1966.
PIWNICZNA—Ch. R-1. Started 1965.
FLOCK—Ch. R-3. Started 1966.
PRUDNIK—Ch. R-2. Started 1969.
PRZEMYSL—Ch. R-7. Started 1963.
RABKA—Ch. R-7. Started 1963.
SIERPC—Ch. R-12. Started 1970.
SOLINA—Ch. R-9. Started 1969.
SUCHA—Ch. R-7. Started 1970.
SWIERADOW ZDROJ—Ch. R-9. Started 1961.
SZCZAWNICA—Ch. R-3. Started 1964.
SZCZYTNA SLASKA—Ch. R-9. Started 1967.
SZKLARSKA POREBA—Ch. R-7. Started 1968.
TOMASZOW LUBELSKI—Ch. R-7. Started 1970.
TOMASZOW MAZOWIECIK—Ch. R-12. Started 1962.
TRZEBIATOW—Ch. R-7. Started 1970.
USTRZYKI DOLNE—Ch. R-3. Started 1967.
WAGROWIEC—Ch. R-7. Started 1971.
WALBRZYCH—Ch. R-9. Started 1967.
WALCZ—Ch. R-2. Started 1968.
WALIM—Ch. R-2. Started 1969.
WISLA—Ch. R-3. Started 1964.
WLOCLAWEK—Ch. R-8. Started 1959.
WOJCIESZOW—Ch. R-7. Started 1963.
ZAKOPANE I—Ch. R-12. Started 1958.
ZAKOPANE II—Ch. R-1. Started 1967.
ZARY—Ch. R-7. Started 1970.
ZYWIEC—Ch. R-12. Started 1961.

Portugal

(625-line standards, Systems B & G)
Sets in use: 390,000

Radiotelevisao Portuguesa, S.A.R.L. (Commercial concessionaire), Rua de Sao Domingos a Lapa, 26, Lisbon, 3. Tel. 66-61-34. Mailing address: Apartado 2934, Lisboa. Cable: TELVISAO LISBOA. Telex: Lisboa 1576 RTP P (general matters); Lisboa 1102 RTP CT P (technical matters); 1858 RTP TN P (news service). General Management, Direction of Programs & External Relations Division: Alameda Linhas de Torres 95. Studios & Operations: Alameda Linhas de Torres 44, Lisbon 5. Tel. 79 21 86.

Hours of operation: First Program 12:45-24:00 daily, Winters. 12:45-14:30 & 19:00-24:00, Mon.-Fri.; 12:30-14:30 & 18:00-24:00, Sat.; 18:00-24:00, Sun., Summer. Second Program 20:30-23:30, daily, Winter & Summer.

Personnel: Dr. Ramiro Valadao, chairman of the board; E. Matos Correia, general manager for programs; Francisco Conceicao, general manager for administration; Carlos Miguel de Araujo, director of programs; Jose M. Alenquer, director of operations; Francisco Bordalo Machado, technical director; Antonio Neves de Bivar, head of external relations division; Dr. Pedro Geraldes Cardoso, head of legal department.

Sociedade Movierecord Portuguesa, S.A.R.L., 17 Av. Fontes Pereira de Melo, Lisbon, holds exclusive contract for commercial TV advertising on RTP.

Rates: First Program (peak)—Spot 60 sec., 17,500; 15 sec., 6,000; 6 sec., 3,150. Second Program—Spot 60 sec., 10,500; 30 sec., 6,250; 15 sec., 3,500; 8 sec., 2,250 (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 30 kw. Started Dec. 1, 1965.

(Continued on next page)

International TV Directory

PORTUGAL—(Continued)

- 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.

SECOND PROGRAM

- LISBON—RTP, Ch. E-25 (V-503.25, A-508.75). ERP 420 kw. Started Dec. 25, 1968. Experimental.
- LOUSA—RTP, Ch. E-26. Transmitter 20 kw, ERP 550 kw.
- MURO—RTP, Ch. E-27. Transmitter 10 kw, ERP 500 kw.
- MONTEJUNTO—RTP, Ch. E-46. Transmitter 10 kw, ERP 200 kw.
- OPORTO—RTP, Ch. E-41 (V-631.25, A-636.75). Transmitter 10 kw, ERP 300 kw.

REPEATER STATIONS

- ALCOUTIM—RTP, Ch. E-11. ERP 1 watt.
- AROUCA—RTP, Ch. E-11. ERP 10 watts. Started July 1964.
- BORNES—RTP, Ch. E-7. ERP 1.5 kw. Started Aug. 1960.
- CAMINHA—RTP, Ch. E-11. ERP 25 watts, Started Nov. 1968.
- ELVAS—RTP, Ch. E-7. ERP 8.5 watts.
- GRACA—RTP, Ch. E-5. ERP 35 watts. Started Aug. 1969.
- GUARDUNHA—RTP, Ch. E-8. ERP 1.5 kw. Started Dec. 14, 1966.
- MANTEIGAS—RTP, Ch. E-11. ERP 10 watts. Started Aug. 1964.
- MARAO—RTP, Ch. E-6. Transmitter 85 watts, ERP 1.5 kw. Started May 1952.
- MAROFA—RTP, Ch. E-5. ERP 5 kw, directional. Started July 1960.
- MERTOLA—RTP, Ch. E-9. ERP 1 watt. Started April 16, 1966.
- MINHUE—RTP, Ch. E-8. ERP 1.5 kw. Started Oct. 27, 1966.
- MIRA D' AIRE—RTP, Ch. E-8. ERP 5 watts. Started May 1965.
- MONCHIQUE—RTP, Ch. E-8. ERP 15 kw, directional. Started April 1958.
- NOGUEIRA—RTP, Ch. E-10. ERP 300 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 Oct. 1964.
- S. MAMEDE—RTP, Ch. E-10. ERP 5 kw, directional. Started Nov. 1965.
- SAN MIGUEL—RTP, Ch. E-6, ERP 900 watts. Started Nov. 1968.
- S. PEDRO SUL—RTP, Ch. E-10. ERP 40 watts, directional. Started Sept. 1965.
- SANTIAGO DO CACEM—RTP, Ch. E-9. ERP 2 kw. Started Dec. 24, 1966.
- SINTRA—RTP, Ch. E-11. ERP 840 watts. Started Sept. 1969.
- VALENCA—RTP, Ch. E-7. ERP 430 watts.

Qatar

(625-line standards, System B)
Sets in use: 25,000

- DOHA—Qatar Television Station (Govt.), P. O. Box 1944, Doha, Qatar, Arabian Gulf. Tel. 5911 (Exchange); 6213 (Director of Information); 6334 (General Supervisor, Programs); 25672 (Chief Engineer). Ch. E-9 (V-203.25, A-208.75). Transmitter 5 kw, ERP 50 kw. TV tape recording facilities. Started Aug. 1970.
- Hours of operation: 7:30-11:00 p.m., daily.
- Personnel: Mahmoud El-Sharif, director of information; Jawad Maraka, director, programs; Arthur T. Dunk, chief engineer.
- Planned: Transmitter 10 kw, ERP 100 kw.

Reunion

(625-line standards, System K)
Sets in use: 21,000

- ST. DENIS DE LA REUNION—Office de Radiodiffusion Television Francaise (ORTF), Box 309, St. Denis de la Reunion. Tel. 8-68. (Govt., non-commercial). Ch. 22. Transmitter 25 watts. Started Dec. 1964.
- Repeaters: St. Denis-La Montagne, Ch. 8, 50 watts; Ste. Suzanne, Ch. 5, 100 watts; Le Port, Ch. 4, 500 watts; Piton Textor, Ch. 9, 100 watts; St. Pierre, Ch. 7, 100 watts; St. Joseph, Ch. 4, 100 watts; St. Benoit, Ch. 7, 3 watts; St. Leu, Ch. 6, 50 watts; Cilaos, Ch. 5, 3 watts; Piton St. Rose, Ch. 4, 3 watts; St. Philippe, Ch. 6, 3 watts; Les Airois, Ch. 8, 50 watts; Salazie, Ch. 7, 3 watts.
- Personnel: Irene Colonne, chief of service.

For Sales Representatives of International
Stations, See Services Volume

1090-b

Rhodesia

(625-line standards, System B)
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, Bulawayo. Tel. 64222. RTV is program contactor in charge of daily programming. Spot announcements, advertising features & limited sponsorship.

Personnel: J. M. Heilwell, chairman; A. M. Campbell, business manager; B. Ault, head of production. 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., 92.25; 30 sec., 50.00; 15 sec., 34.75. Weekdays: 60 sec., 83.75; 30 sec., 45.50; 15 sec., 31.50 (Rhodesian Dollars).

- BULAWAYO—RTV, Ch. E-3. Transmitter 1 kw, ERP 3.5 kw. Started June 1961. Rates: Spot 60 sec., 44.25; 30 sec., 24.25; 15 sec., 16.75. Weekdays: 60 sec., 39.25; 30 sec., 21.50; 15 sec., 14.75 (Rhodesian Dollars).

Rumania

(625-line standards, System D)
Sets in use: 1,485,000

- Televiziunea Romana (Govt., limited commercial), Dorobanti 191, Bucarest 1, Rumania. Tel. 13 46 10.
- Personnel: Valeriu Pop, president; Tudor Vornicu, program manager; Adolf Oprescu, film buyer; Nicolae Stanciu, chief engineer; Pompiliu Nicolescu, head of international relations.
- Hours of operation: 7, daily.

MAIN TRANSMITTERS

- BACAU—Ch. R-12. Transmitter 600 watts, ERP 3 kw.
- BAIA MARE—Ch. R-10. Transmitter 5 kw. Started 1968.
- BIRLAD—Ch. R-5. Transmitter 5 kw, ERP 35 kw. Started 1968.
- BUCEGI—Ch. R-6. Transmitter 20 kw, ERP 150 kw. Started Nov. 1967.
- BUCURESTI—Ch. R-2. Transmitter 20 kw, ERP 100 kw. Started 1957.
- CLUJ—Ch. R-11. Transmitter 4 kw, ERP 15 kw. Started 1963.
- CONSTANTA—Ch. R-8. Transmitter .4 kw, ERP 2 kw. Started Feb. 1968.
- DOBROGEA—Ch. R-10. Transmitter 4 kw, ERP 50 kw. Started 1962.
- GALATI—Ch. R-7.
- HUNEDOARA—Ch. R-12. Transmitter 5 kw, ERP 40 kw. Started 1964.
- IASI—Ch. R-9. Transmitter 5 kw, ERP 15 kw. Started 1963.
- MURES—Ch. R-5. Transmitter 5 kw, ERP 15 kw. Started 1964.
- NEPTUN—Ch. R-11.
- OLTENIA—Ch. R-8. Transmitter 20 kw, ERP 150 kw. Started Dec. 1967.
- ORADEA—Ch. R-3. Transmitter 20 kw, ERP 120 kw. Started 1963.
- SUCEAVA—Ch. R-4. Transmitter 5 kw, ERP 100 kw. Started Dec. 1967.
- TIMISOARA—Ch. R-9. Transmitter 5 kw, ERP 50 kw. Started 1963.
- Low-powered repeaters: 65 in operation.

St. Pierre & Miquelon

(625-line standards, System K)
Sets in use: 1,500.

- SAINT PIERRE—Office de Radiodiffusion Television Francaise (ORTF), St. Pierre. Tel. 051. Ch. 8. Transmitter 50 watts. Started April 1967. Repeaters: Ch. 4, Cap a l'Aigle; Ch. 6, Miquelon Pointe du Cheval. Audre Briere, chief of service.

Samoa (American)

(525-line standards, System M)
Sets in use: 3,000

- 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). Tel. 3-2435. 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.
- Personnel: Milton deMello, director of education; Stewart D. Cheifet, gen. mgr.; George Thurman, program mgr.; Guy Ueckert, production mgr.; Duane White, chief engineer.
- Hours of operation: Ch. 2, 8, 10 & 12—7:30 a.m.-2:30 p.m. Ch. 4 & 5—7:30 a.m.-2:30 p.m.; 4:30-10 p.m.

Saudi Arabia

(525-line standards, System M & 625-line standards, System B)
Sets in use: 300,000

- DHAHRAN—HZ-22-TV. Aramco TV (non-commercial), Arabian American Oil Co., P.O. Box 5000, Dhahran, Saudi Arabia. Tel. 4915. Ch. 2 (V-55.25, A-59.75). Transmitter 6 kw, ERP 12 kw. TV tape recording facilities. Started Sept. 1957. Since 1970, English language film-chain operation only.
- Personnel: Mustafa H. Al-Khan, manager, public relations; M. M. Orseth, manager, communications.

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JEDDAH—Ministry of Information (Govt.), Airport Road, Jeddah. Ch. E-10. ERP 10 kw.

MECCA—Ministry of Information (Govt.). Ch. E-7. ERP 10 kw.

MEDINA—Ministry of Information (Govt.). Ch. E-5. ERP 25 kw.

QUASSIM—Ministry of Information (Govt.). Ch. E-8. ERP 40 kw.

RIYADH—Ministry of Information. Ch. E-5. ERP 10 kw.

TAIF—Ministry of Information (Govt.). Ch. E-8. ERP 10 kw.

Planned: Buraydh (Govt.).

Senegal

(625-line standards, System B)

Sets in use: 1,500

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

(625-line standards, System B)

Sets in use: 3,500

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

(625-line standards, System B)

Sets in use: 169,000

SINGAPORE—Television Singapore, RTS, (Govt., commercial), Broadcasting Division, 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%), generally neither channel having the same program or the same language at the same time. Programs are normally subtitled in yet another language.

Personnel: F. Lim Phai Som, director of broadcasting; Mrs. Wong Lee Siok Tin, deputy director; George Ang, chief engineer; Lee Hoong Fong, commercial manager; C. V. Doral, asst. director, programs; Ee Boon Lee, controller, news; S. Chandra Mohan, controller, central productions; Tan Siew Loon, controller, services; V. C. Palmer, controller, TV; Maureen Liew, controller, radio.

Hours of operation: Ch. 5, Mon.-Fri., 15:00-17:00 & 18:00-24:00; Sat., 13:00-01:00; Sun., 10:00-23:30. Ch. 8, Mon.-Fri., 18:00-23:30; Sat. & Sun., 17:00-23:30 (Singapore Time).

Rates: Spot 20 sec., 271.00 (Chinese), 236.00 (English), 103.00 (Malay & Indian), 609.00 (Network); 60 sec., 609.00 (Chinese), 439.00 (English), 235.00 (Malay & Indian), 1,283.00 (Network) (Singapore Dollars).

Spain

(625-line standards, Systems B & G)

Sets in use: 4,370,000 black & white; 2,000 color

Television Espanola (Govt., commercial), Direccion 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 12:15-17:00 and 18:45-00:00; Sat., 10:45-00:45; Sun., 10:00-00:30. Second program, 20:30-24:00.

Personnel: Dr. Adolfo Suarez Gonzalez, director general of radio & television; Luis Ezcurra Carrillo, deputy director general of television & director of Television Espanola; Alberto Delapuebla, director, First Program; Marino Pena, director, Second Program; Juan Antonio Alberich, technical director; Eduardo de Toledo del Castillo, financial director; Fernando Ramos Moreno, news service director.

Rates: 15 sec. (film) 15,000-100,000 (Pesetas).

Production centers: Prado del Rey, Madrid; Miramar, Barcelona; Las Palmas, Canary Islands.

Regional centers: Bilbao, Valencia, Sevilla, Santiago, Oviedo.

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. 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.

CACERES (Montanchez)—Ch. E-11. Transmitter 5 kw, ERP 45 kw. Started Aug. 1, 1971.

CANARY ISLANDS—See Tenerife.

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CIUDAD REAL (La Mancha)—Ch. E-9. Transmitter 10 kw, ERP 90 kw. Started Dec. 1970.

GRANADA (Parapanda)—Ch. E-9. Transmitter 5 kw, ERP 30 kw. Started July 1968.

GRANADA (Sierra de Lujar)—Ch. E-7. Transmitter 10 kw, ERP 150 kw. Started June 1964.

JAEN (Sierra Almaden)—Ch. E-5. Transmitter 5 kw, ERP 60 kw. Started Jan. 1971.

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.

TARRAGONA (Montecaro)—Ch. E-10. Transmitter 5 kw, ERP 60 kw. Started Jan. 1971.

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 (Inoges)—Ch. E-5. Transmitter 2 kw, ERP 24 kw. Started Oct. 1970.

ZARAGOZA (La Muela)—Ch. E-3. Transmitter 10 kw, ERP 35 kw. Started Feb. 1959.

Low-powered repeaters: 614 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.

MALLORCA (Alfabia)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1968.

SAN SEBASTIAN (Jaizquibel)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1966.

SANTIAGO DE COMPOSTELA (Monte Pedroso)—Ch. E-2. Transmitter 10 kw, ERP 40 kw. Started Nov. 1967.

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: 18 in operation.

Sudan

(625-line standards, System B)

Sets in use: 65,000

OMDURMAN—Sudan Television Service (Govt., commercial), P.O. Box 1094, Omdurman, Sudan Democratic Republic. Tel. 52100 & 52163. Ch. E-5 (V-175.25, A-180.75). Transmitter 600 watts, ERP 2.4 kw. Started Nov. 1963.

Personnel: Kamal El Zubeir, acting director; Mustafa Abd Airahman, program director; Sayed Moutasim Osman, administrative officer.

Hours of operation: 6:30-11:30 p.m., daily.

WAD MEDANI—Gazira TV Station, Ch. E-7 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. Originates local programs. TV tape recording facilities.

CATV System: One in operation, serving an area of 60 km radius.

Surinam

(525-line standards, System M)

Sets in use: 30,000

PARAMARIBO—STVS, Surinaamse Televisie Stichting (Govt., commercial), Cultuurtaunlaan, P.O. Box 535, Paramaribo. Tel. 73021, 73032, 73100. Ch. 8. Transmitter 500 watts, ERP 6 kw. TV tape recording facilities. Started Oct. 20, 1965.

Personnel: F. J. Pengel, director general; S. Kandhal, sales manager; G. Meye, program manager; F. Sjauw-En-Wa, chief engineer.

Plans color telecasting, PAL System, 1973.

Hours of operation: 17:30-23:00, daily.

Low-powered repeaters: 2 in operation; 4 planned.

International TV Directory

Sweden

(625-line standards, Systems B & G)

Sets in use: 3,000,000 black & white; 400,000 color

Color: PAL System.

The Central Administration of Swedish Telecommunications, (S-12386 Farsta; Tel. (08) 7-131000) has the responsibility for the distribution of the programs produced by Sveriges Radio and also has charge of the collection of fees. Programming is provided by Sveriges Radio AB, S-105 10 Stockholm. Tel. 631000. (Semi-Govt., non-commercial). Sveriges Radio 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. TV 2 began Dec. 1969; regular color service April 1970.

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; Otto Nordenskiöld, director general; K. E. Lundevall, deputy director general; Sven Wallstrom, head of director general's office; N. P. Lindskog, dir., central office; N. Ragna, dir., staff; J. von Utfall, dir., engineering; C. Wachtmeister, deputy dir., engineering; N.-O. Franzen, dir., radio programs; P. Brunius, deputy dir., radio programs; H. Unsgaard, dir. programs TV 1; O. Wallquist, dir. programs TV 2; H. Dyfverman, coordinator, TV 1 & TV 2; R. Lundgren, controller, educational programs; P. M. Hamberg, controller, news programs; Sam Nilsson, deputy controller, news programs; G. Hansson, legal advisor; E. Ploman, controller, international relations; G. Dahlin, international secy.; Ph. von Krusenstierna, head, press & information.

Represented in U.S. by Claes Dahlgren, 1290 Ave. of the Americas, New York, N.Y. (10019). Tel. Circle 7-6565.

Represented in London by Erik Rydbeck, ITN Bldg., Wells St., London W. 1.

FIRST PROGRAM

- 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-9¹. 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-9¹. ERP 0.15 kw. Started Feb. 1964.
BJORNA—Ch. E-5. ERP 0.15 kw. Started Dec. 1968.
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.
DREVDAGEN—Ch. E-4. ERP 0.15 kw. Started Feb. 1968.
DUVED—Ch. E-5. ERP 0.15 kw. Started April 1970.
EMMABODA—Ch. E-8. ERP 60 kw. Started Aug. 1959.
ENAFORS—Ch. E-8¹. ERP 0.15 kw. Started Dec. 1963.
FINNVEDEN—Ch. E-4¹. 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.
GOTEBORG—Ch. E-9. ERP 60 kw. Started May 1958.
GOTEBORG—Ch. E-11. ERP 0.15 kw. Started June 1966.
GREBBESTAD—Ch. E-6¹. ERP 0.15 kw. Started Dec. 1961.
HALLASTROM—Ch. E-3. ERP 0.15 kw. Started June 1970.
HALMSTAD—Ch. E-7. ERP 60 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.
HELSINGBORG—Ch. E-9. ERP 1 kw. Started Nov. 1958.
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-10¹. 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.
JOKKMOKK—Ch. E-7. ERP 0.3 kw. Started Dec. 1964.
JONKOPING—Ch. E-8. ERP 1 kw. Started July 1959.
JORMVATTNET—Ch. E-10. ERP 0.15 kw. Started June 1970.
- KALARNE—Ch. E-9. ERP 0.15 kw. Started June 1964.
KALLROR—Ch. E-6¹. ERP 0.15 kw. Started Dec. 1964.
KARESUANDO—Ch. E-10. ERP 0.15 kw. Started Feb. 1963.
KARLSHAMN—Ch. E-11. ERP 10 kw. Started Jan. 1964.
KARLSKRONA—Ch. E-9¹. ERP 3 kw. Started Sept. 1959.
KARLSTAD—Ch. E-5¹. 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.
KULTSJON—Ch. E-5. ERP 0.15 kw. Started Jan. 1968.
KUNGSHAMN—Ch. E-5¹. ERP 0.15 kw. Started Dec. 1962.
LAISVALL—Ch. E-7¹. ERP 0.15 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-4¹. ERP 0.15 kw. Started Dec. 1961.
LYCKSELE—Ch. E-8¹. ERP 30 kw. Started Aug. 1960.
MALMO—Ch. E-10. ERP 1 kw. Started May 1958.
MALUNG—Ch. E-5¹. ERP 0.15 kw. Started Dec. 1962.
MJALLOM—Ch. E-8. ERP 0.15 kw. Started Dec. 1962.
MOLIDEN—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1962.
MOLNDAL—Ch. E-7¹. ERP 0.1 kw. Started March 1969.
MORA—Ch. E-8¹. ERP 10 kw. Started Dec. 1960.
MOTALA—Ch. E-7. ERP 20 kw. Started Dec. 1958.
MUODOSLOMPOLO—Ch. E-4¹. 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-8¹. ERP 0.15 kw. Started Sept. 1967.
ORNSKOLDSVIK—Ch. E-6. ERP 7 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 0.15 kw. Started Sept. 1965.
PAJALA—Ch. E-7. ERP 60 kw. Started Dec. 1961.
RAGUNDA—Ch. E-10¹. ERP 0.15 kw. Started Dec. 1963.
RAMSELE—Ch. E-10. ERP 0.15 kw. Started May 1967.
SADVALUSPEN—Ch. E-4. ERP 0.15 kw. Started June 1970.
SARNA—Ch. E-7¹. ERP 0.15 kw. Started Dec. 1962.
SEITEVARE—Ch. E-7¹. 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. ERP 0.15 kw. Started Dec. 1960.
SORBYGDEN—Ch. E-11. ERP 0.15 kw. Started March 1970.
STALON—Ch. E-7. ERP 0.15 kw. Started Oct. 1967.
STOCKHOLM—Ch. E-4. ERP 60 kw. Started Sept. 1956.
STORDALEN—Ch. E-7¹. ERP 0.15 kw. Started Dec. 1963.
STORUMAN—Ch. E-10. ERP 60 kw. Started June 1961.
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. 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-4¹. ERP 0.15 kw. Started Dec. 1963.
TORPSHAMMAR—Ch. E-9. ERP 0.15 kw. Started Dec. 1963.
TRANAS—Ch. E-8¹. ERP 0.15 kw. Started April 1961.
TRANSTRAND—Ch. E-6. ERP 0.15 kw. Started Dec. 1962.
TRARYD—Ch. E-10¹. ERP 0.15 kw. Started Feb. 1968.
TROLLHATTAN—Ch. E-7. ERP 1 kw. Started May 1960.
UDDEVALLA—Ch. E-2¹. ERP 5 kw. Started Dec. 1959.
UMFORS—Ch. E-5. ERP 0.15 kw. Started Dec. 1969.
UPPSALA—Ch. E-6. ERP 3 kw. Started May 1960.
VADDO—Ch. E-8¹. ERP 200 kw. Started Oct. 1967.

VANNAS—Ch. E-2. ERP 60 kw. Started Aug. 1960.
 VARBERG—Ch. E-10¹. 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 60 kw. Started Dec. 1959.
 VIRSERUM—Ch. E-7. ERP 0.15 kw. Started July 1965.
 VISBY—Ch. E-9. ERP 60 kw. Started Dec. 1959.
 VISLANDA—Ch. E-5¹. ERP 5 kw. Started April 1962.
 VUOLLERIM—Ch. E-6. ERP 0.15 kw. Started March 1971.
 Low-powered repeaters (less than 100 watts ERP): 72 in operation.

¹ Vertical polarization.

SECOND PROGRAM

ANGE—Ch. E-42. ERP 250 kw. Started Nov. 1970.
 ARVIDSJAUR—Ch. E-21. ERP 1000 kw. Started Aug. 1971.
 BACKEFORS—Ch. E-26. ERP 1000 kw. Started Dec. 1969.
 BODEN—Ch. E-36. ERP 100 kw. Started Dec. 1969.
 BOLLNAS—Ch. E-29. ERP 1000 kw. Started Dec. 1969.
 BORAS—Ch. E-42. ERP 1000 kw. Started Dec. 1969.
 BORLANGE—Ch. E-47. ERP 1000 kw. Started Dec. 1969.
 EMMABODA—Ch. E-31. ERP 1000 kw. Started Dec. 1969.
 FALUN—Ch. E-40. ERP 15 kw. Started June 1970.
 FILIPSTAD—Ch. E-33. ERP 1 kw. Started Sept. 1970.
 FINNVEDEN—Ch. E-48. ERP 1000 kw. Started Dec. 1969.
 GALLIVARE—Ch. E-33. ERP 100 kw. Started Nov. 1970.
 GAVLE—Ch. E-27. ERP 1000 kw. Started Dec. 1969.
 GOTEBOG—Ch. E-30. ERP 1000 kw. Started Dec. 1969.
 HALMSTAD—Ch. E-24. ERP 1000 kw. Started Dec. 1969.
 HAPARANDA—Ch. E-35. ERP 1000 kw. Started Nov. 1970.
 HARNOSAND—Ch. E-29. ERP 5 kw. Started June 1970.
 HELSINGBORG—Ch. E-30. ERP 10 kw. Started June 1970.
 HJORBY—Ch. E-33. ERP 500 kw. Started Dec. 1969.
 HUDIKSVALL—Ch. E-31. ERP 0.4 kw. Started Dec. 1969.
 JONKOPING—Ch. E-28. ERP 15 kw. Started May 1970.
 KARLSHAMN—Ch. E-26. ERP 1000 kw. Started Dec. 1969.
 KARLSKRONA—Ch. E-34. ERP 20 kw. Started March 1970.
 KARLSTAD—Ch. E-43. ERP 200 kw. Started Dec. 1969.
 KIRUNA—Ch. E-29. ERP 1000 kw. Started Nov. 1970.
 KISA—Ch. E-49. ERP 1000 kw. Started Dec. 1969.
 KRAMPORS—Ch. E-43. ERP 10 kw. Started July 1971.
 KRISTINEHAMN—Ch. E-24. ERP 0.5 kw. Started Dec. 1970.
 LINKOPING—Ch. E-24. ERP 0.4 kw. Started Feb. 1970.
 LYCKSELE—Ch. E-45. ERP 1000 kw. Started Nov. 1970.
 MALMO—Ch. E-27. ERP 150 kw. Started Dec. 1969.
 MORA—Ch. E-22. ERP 1000 kw. Started Aug. 1970.
 MOTALA—Ch. E-45. ERP 1000 kw. Started Aug. 1970.
 NASSJO—Ch. E-22. ERP 1000 kw. Started Dec. 1969.
 NORRKOPING—Ch. E-32. ERP 1000 kw. Started Dec. 1969.
 NORRTALJE—Ch. E-51. ERP 0.2 kw. Started April 1971.
 OREBRO—Ch. E-48. ERP 1000 kw. Started Dec. 1969.
 ORNSKOLDSVIK—Ch. E-39. ERP 100 kw. Started Dec. 1969.
 OSTERSUND—Ch. E-27. ERP 1000 kw. Started Dec. 1969.
 OSTHAMMAR—Ch. E-26. ERP 1000 kw. Started Dec. 1969.
 SKELLEFTEA—Ch. E-46. ERP 1000 kw. Started March 1970.
 SKOVDE—Ch. E-37. ERP 1000 kw. Started Dec. 1969.
 SODERTALJE—Ch. E-41. ERP 0.5 kw. Started June 1970.
 SOLLEFTEA—Ch. E-46. ERP 1000 kw. Started Dec. 1970.
 SOLLEFTEA-HALLSTA—Ch. E-21. ERP 1 kw. Started June 1971.
 STOCKHOLM—Ch. E-23. ERP 1000 kw. Started Dec. 1969.
 STORUMAN—Ch. E-33. ERP 1000 kw. Started Sept. 1971.
 SUNDSVALL—Ch. E-47. ERP 1000 kw. Started Dec. 1969.
 SUNNE—Ch. E-50. ERP 1000 kw. Started June 1970.
 SVEG—Ch. E-21. ERP 1000 kw. Started June 1971.
 TASJO—Ch. E-37. ERP 1000 kw. Started July 1971.
 TROLLHATTAN—Ch. E-51. ERP 20 kw. Started Dec. 1969.
 UDDEVALLA—Ch. E-23. ERP 1000 kw. Started Dec. 1969.
 UPPSALA—Ch. E-49. ERP 15 kw. Started Feb. 1970.
 VANNAS—Ch. E-47. ERP 1000 kw. Started Dec. 1969.
 VARBERG—Ch. E-49. ERP 200 kw. Started Dec. 1969.
 VASTERAS—Ch. E-31. ERP 1000 kw. Started Dec. 1969.
 VASTERVIK—Ch. E-26. ERP 1000 kw. Started Dec. 1969.

VISBY—Ch. E-41. ERP 1000 kw. Started June 1970.
 VISLANDA—Ch. E-32. ERP 1000 kw. Started Dec. 1969.

Planned:

ARE—Ch. E-30. ERP 0.8 kw.
 ARJEPLOG—Ch. E-47. ERP 0.7 kw.
 BISPFORS—Ch. E-32. ERP 1.5 kw.
 BORAS—Ch. E-27. ERP 0.3 kw.
 BREDBYN—Ch. E-26. ERP 1.6 kw.
 DEGERFORS—Ch. E-27. ERP 4 kw.
 FREDRIKSBERG—Ch. E-31. ERP 1 kw.
 GOTEBOG—Ch. E-59. ERP 0.8 kw.
 HAGFORS—Ch. E-28. ERP 0.4 kw.
 HOFORS—Ch. E-123. ERP 0.5 kw.
 HUDIKSVALL—Ch. E-11. ERP 6 kw.
 HUDIKSVALL—Ch. E-31. ERP 1000 kw.
 HUNNEBOSTRAD—Ch. E-53. ERP 0.3 kw.
 JOKKMOKK—Ch. E-37. ERP 1.2 kw.
 KOPMANHOLME—Ch. E-44. ERP 1 kw.
 KOPPOM—Ch. E- ERP 0.15 kw.
 LJUSNARSBERG—Ch. E-26. ERP 0.7 kw.
 MATFORS—Ch. E- ERP 0.15 kw.
 MATFORS—Ch. E-4. ERP 0.8 kw.
 MOLNDAL—Ch. E- ERP 0.15 kw.
 MOLNDAL—Ch. E- ERP 2 kw.
 OSKARSHAMN—Ch. E-52. ERP 0.2 kw.
 PAJALA—Ch. E-34. ERP 1000 kw.
 RAGUNDA—Ch. E- ERP 0.4 kw.
 SMEDJEBACKEN—Ch. E-28. ERP 0.4 kw.
 STROMSTAD—Ch. E-47. ERP 2 kw.
 SUNDSBRUK—Ch. E-8. ERP 0.2 kw.
 TARNABY—Ch. E-39. ERP 2 kw.
 TORPSHAMMAR—Ch. E-23. ERP 1 kw.
 VALDEMARSVIK—Ch. E-55. ERP 0.2 kw.
 VIRSERUM—Ch. E-28. ERP 1.5 kw.
 VUOLLERIM—Ch. E-2. ERP 20 kw.

Switzerland

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 1,100 black & white; 104,000 color

Swiss Broadcasting Co. (Govt., non-commercial), Giacometti-strasse 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 PTs responsible for technical operations. Annual license fees: F. 84. Spot advertisements accounted for 15 min. on weekdays.

Personnel: Marcel Bezzon, director general; Edouard Haas, Swiss television director; Frank R. Tappolet, head, TV program department; Markus T. Beck, press & information officer.

Program service, German language, Studio Seebach, Fernsehstrasse 1, 8052 Zurich. Tel. 051. 500 500. Dr. Guido Frei, regional TV director. Program service, French language, Studio de television, 66, Boulevard Carl-Vogt, 1211 Geneva 8. Tel. (022) 24 74 50. Rene Schenker, regional TV director, 6, Place des Eaux-Vives, 1211 Geneva 8. Tel. (022) 35 90 60. Program service, Italian language, Studio-7, 6903 Lugano-Besso. Tel. (091) 3 20 21. Franco Marazzi, regional TV director.

Hours of operation: 16:00-23:00, average weekdays; 14:00-23:00, Sat.; 9:00-23:00 average Sun.

Rates (Jan. 1, 1972): Spots 60 sec., 10,700; 40 sec., 8,560; 30 sec., 6,420; 20 sec., 4,820 for national network (Swiss Francs).

Color test programs began April 1967, regular color programming Oct. 1, 1968. PAL system.

AIROLO—Ch. E-37. ERP 400 watts. German language. Started Dec. 1969.
 ANDERMATT—Ch. E-31. ERP 2 watts. French language. Started 1969.
 AROSIO—Ch. E-31. ERP 400 watts. German language. Started 1969.
 ATTINGHAUSEN—Ch. E-57. ERP 250 watts. French language. Started 1969.
 AUSSERBERG—Ch. E-6. ERP 100 watts. German language. Started 1967.
 AUSSERBERG—Ch. E-37. ERP 1 w. French language. Started Dec. 1969.
 BASLE (St. Crischona)—Ch. E-11. ERP 50 kw, directional. German language. Started April 1954.
 BASLE (St. Crischona)—Ch. E-46. ERP 200 kw. French language. Started Dec. 1969.

(Continued on next page)

International TV Directory

SWITZERLAND—(Continued)

- BERNE (Bantiger)—Ch. E-2. ERP 100 kw. German language. Started Dec. 1954.
- BERNE (Bantiger)—Ch. E-10. ERP 100 kw, directiona. French language. Started Jan. 1962.
- BERNE (Bantiger)—Ch. E-40. ERP 300 kw. Italian language. Started Dec. 1969.
- BOENIGEN—Ch. E-5. ERP 120 watts, directional. German language. Started Jan. 1964.
- BOENIGEN—Ch. E-40. ERP 1.2 kw. French language. Started Dec. 1969.
- BRIENZ—Ch. E-21. ERP 300 watts. French language. Started Dec. 1969.
- BÜCHSERBERG—Ch. E-42. ERP 900 watts. Italian language. Started 1969.
- CA D'FARETT—Ch. E-34. ERP 100 watts. German language. Started 1969.
- CARDADA—Ch. E-21. ERP 700 watts. German language. Started 1969.
- CASTIONE—Ch. E-57. ERP 700 watts. German language. Started Dec. 1969.
- CELERINA—Ch. E-9. ERP 6 kw. German language. Started Dec. 1965.
- CELERINA—Ch. E-7. ERP 3 kw. Italian language. Started 1967.
- CHAMOSSAIRE—Ch. E-12. ERP 160 watts. French language. Started Dec. 1965.
- CHANDOLIN—Ch. E-23. ERP 500 watts. German language. Started Dec. 1969.
- CHASSERAL—Ch. E-22. ERP 20 kw. French language. Started Dec. 1970.
- CHASSERAL—Ch. E-24. ERP 20 kw. German language. Started Dec. 1970.
- DALPE—Ch. E-45. ERP 120 watts. German language. Started Dec. 1969.
- ENGELBERG—Ch. E-42. ERP 100 watts. French language. Started Dec. 1970.
- FELDIS—Ch. E-21. ERP 1.5 kw. Italian language. Started Dec. 1969.
- GEBIDEM—Ch. E-11. ERP 3 kw. German language. Started Dec. 1964.
- GEBIL—Ch. E-52. ERP 30 kw. French language. Started June 1967.
- GOLZ—Ch. E-52. ERP 300 watts. French language. Started Dec. 1969.
- GENEVA (La Dole)—Ch. E-4. ERP 144 w, directional. French language. Started Feb. 1955.
- GENEVA (La Dole)—Ch. E-31. ERP 4 kw. German language. Started Dec. 1969.
- GRELLINGEN—Ch. E-35. ERP 300 watts. French language. Started Dec. 1970.
- GRONO—Ch. E-42. ERP 400 watts. German language. Started Dec. 1969.
- GRUYERE—Ch. E-46. ERP 1 kw. German language. Started Oct. 1970.
- HAHNENMOOS—Ch. E-57. ERP 300 w/s. French language. Started Dec. 1969.
- HASLEN—Ch. E-30. ERP 150 watts. French language. Started Dec. 1970.
- HASLEN—Ch. E-33. ERP 150 watt. Italian language. Started Dec. 1970.
- HAUTE NENDAZ—Ch. E-7. ERP 3 w. French language. Started Nov. 1966.
- HAUTE NENDAZ—Ch. E-43. ERP 3 kw. German language. Started 1969.
- HOFSTETTEN—Ch. E-30. ERP 120 wts. German language. Started Oct. 1970.
- HORN—Ch. E-51. ERP 160 watts. Italian language. Started May 1971.
- HORW—Ch. E-48. ERP 160 watt. French language. Started May 1970.
- KLEWENALP—Ch. E-55. ERP 40 watts. French language. Started 1969.
- LA CHAUX-DE-FONDS (Jura)—Ch. E-9. ERP 4.5 kw, directional. French language. Started Jan. 1961.
- LANGNAU—Ch. E-41. ERP 10 watts. French language. Started May 1971.
- LANGNAU—Ch. E-44. ERP 1 wts. Italian language. Started May 1971.
- LAUFELFINGEN—Ch. E-51. ERP 200 watts. German language. Started Dec. 1969.
- LAVIN—Ch. E-22. ERP 750 wts. Italian language. Started 1969.
- LENZERHEIDE—Ch. E-22. ERP 800 watts. Italian language. Started 1969.
- 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.
- LEUK-FESCHEL—Ch. E-5. ERP 120 watts. German language. Started July 1967.
- LOHN—Ch. E-41. ERP 150 watts. Italian language. Started Dec. 1969.
- LUCERNE (Rigi)—Ch. E-6. ERP 30 kw, directional. German language. Started Nov. 1960.
- MANNLICHEN—Ch. E-34. ERP 350 watts. French language. Started Dec. 1969.
- MESOCO—Ch. E-22. ERP 100 watts. German language. Started Dec. 1969.
- MON—Ch. E-57. ERP 300 watts. Italian language. Started 1969.
- MONTE CENERI—Ch. E-46. ERP 35 kw. German language. Started 1969.
- MONTE CENERI (Ticino)—Ch. E-5. ERP 4.5 kw, directional. Italian language. Started June 1958.
- MONTE MONDINI—Ch. E-32. ERP 240 watts. German language. Started Dec. 1970.
- MONTE MORELLO—Ch. E-39. ERP 350 watts. German language. Started Dec. 1969.
- MONT PELELIN (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.
- MONTE SAN SALVATORE—Ch. E-54. ERP 30 kw. German language. Started 1969.
- MORISSEN—Ch. E-43. ERP 250 watts. Italian language. Started Dec. 1969.
- NIEDERHORN—Ch. E-27. ERP 15 kw. French language. Started Dec. 1969.
- NIEDERHORN—Ch. E-12. ERP 5 kw, directional. German language. Started Sept. 1961.
- NIEDERHORN—Ch. E-30. ERP 15 kw. Italian language. Started Dec. 1970.
- OFENPASS—Ch. E-53. ERP 1 kw. Italian language. Started 1969.
- PERSONICO—Ch. E-44. ERP 400 watts. German language. Started Dec. 1970.
- PPAENDER (Austria)—Ch. E-11. ERP 200 watts, directional. German language. Started July 1, 1965.
- PIZ LAGALB—Ch. E-55. ERP 500 watts. Italian language. Started 1969.
- PIZ LAGALB—Ch. E-37. ERP 500 watts. German language. Started 1969.
- PIZZO MATRO—Ch. E-29. ERP 16 kw. German language. Started Dec. 1969.
- RAVOIRE (Valais)—Ch. E-9. ERP 1.8 kw, directional. French language. Started Aug. 1960.
- RIFFELALP—Ch. E-31. ERP 250 watts. French language. Started Dec. 1969.
- RIGI (Lucerne)—Ch. E-32. ERP 130 kw. French language. Started Sept. 24, 1967. Experimental service.
- RIGI—Ch. E-6. ERP 30 kw. German language. Started 1969.
- RIGI—Ch. E-29. ERP 130 kw. Italian language. Started Dec. 1969.
- RUSCHEIN—Ch. E-57. ERP 800 watts. Italian language. Started Dec. 1969.
- RUSCHEIN (Grisons)—Ch. E-9. ERP 80 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.
- ST. NIKLAUS—Ch. E-21. ERP 400 watts. French language. Started Dec. 1969.
- SAVIESE—Ch. E-50. ERP 800 watts. German language. Started Dec. 1969.
- SCAIANO—Ch. E-56. ERP 100 watts. Italian language. Started Dec. 1970.
- SCAIANO—Ch. E-39. ERP 100 watts. German language. Started Dec. 1970.
- SCHUPFHEIM—Ch. E-42. ERP 400 watts. French language. Started 1969.
- SCHWANDIBERG—Ch. E-50. ERP 500 watts. French language. Started 1969.
- SION (Veysonnaz)—Ch. E-6. ERP 400 watts, directional. French language. Started April 1958.
- SOOL—Ch. E-41. ERP 300 watts. French language. Started Dec. 1970.
- SOOL—Ch. E-44. ERP 300 watts. Italian language. Started Dec. 1970.
- SUEN—Ch. E-23. ERP 280 watts. German language. Started Dec. 1969.
- TARASP—Ch. E-43. ERP 600 watts. Italian language. Started Dec. 1969.
- VALZEINA—Ch. E-10. ERP 5 kw, directional. German language. Started Jan. 1962.
- VALZEINA—Ch. E-53. ERP 25 kw. Italian language. Started 1969.
- VAULRUZ—Ch. E-57. ERP 500 watts. German language. Started Oct. 1970.

WATTENWIL—Ch. E-6. ERP 450 watts. German language. Started 1967.

WATTENWIL—Ch. E-57. ERP 1 kw. French language. Started Dec. 1969.

ZAZIWIL—Ch. E-23. ERP 200 watts. French language. Started May 1971.

ZAZIWIL—Ch. E-26. ERP 200 watts. Italian language. Started May 1971.

ZERNEZ—Ch. E-34. ERP 750 watts. Italian language. Started 1969.

ZIEGELBRUCKE—Ch. E-5. ERP 250 watts. German language. Started Dec. 1970.

ZIEGELBRUCKE—Ch. E-51. ERP 1.6 kw. French language. Started Dec. 1970.

ZIEGELBRUCKE—Ch. E-54. ERP 1.6 kw. Italian language. Started Dec. 1970.

ZURICH (Uetliberg)—Ch. E-3. ERP 100 kw. German language. Started July 1953.

ZURICH (Uetliberg)—Ch. E-23. ERP 160 kw. French language. Started Dec. 1969.

ZURICH (Uetliberg)—Ch. E-26. ERP 160 kw. Italian language. Started Apr. 1970.

Low-powered repeaters (less than 100 watts ERP): Swiss PTT Enterprises operates 49 French-language, 37 Italian-language & 118 German-language repeaters; in addition, local authorities or viewer associations operate 2 French-language, 2 Italian-language & 14 German-language repeaters.

Syria

(625-line standards, System B)
Sets in use: 135,000

Syrian Arab Television—S.A.T.—(Govt., commercial), Directorate General of Broadcasting & Television, Omayad Square, Damascus. Tel. 12.000, 12.001.

Personnel: Ahmad Kerneh, director general; Sami Jano, director of broadcasting; Khadr Shaar, director of television; Bachar Akhrass, director of public relations; Ahmad Ayass, technical manager, director of engineering dept.

Advertising is contracted through the Arab Advertising Organization, 28 Moutanabbi St., P.O. Box 2842, Damascus. Tel. 225219 Cable: ARADOR.

Hours of operation: 16:30-23:00, daily.

Rates: Spot 60 sec., 240; 45 sec., 205; 30 sec., 150; 20 sec., 110; 15 sec., 90; 10 sec. 65 (Syrian Pounds).

ALEPPO—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 36 kw. Started July 1961. Repeats Damascus Ch. 5. TV tape recording facilities.

DAMASCUS—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 180 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 36 kw. Repeats Damascus Ch. 5. Started Sept. 1961.

SAROUKHIYAH—S.A.T., Ch. E-8 (V-196.25, A-201.75). Transmitter 35 kw, ERP 350 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 180 kw. Repeats Damascus Ch. 5. Started Oct. 1965.

Low power repeaters: 10 planned.

Tahiti

(Sec Frnch Polynesia)

Taiwan (Formosa)

(Republic of China)
(525-line standards, System M)
Color: NTSC System
Sets in use: 1,200,000 black & white; 6,200 color

TAIPEI—BET 21, Taiwan Television Enterprise Ltd. (Commercial), No. 10, Pa Te Road, Sec. 3, Taipei. Tel. 779171-5; 783121-0. Ch. 7. Transmitter 10 kw, ERP 125/50 kw (bi-directional). Low powered repeaters: Ch. 12, Yang-Ming-Shan; Ch. 7 Sun Moon Lake; Ch. 12, Hwallen; Ch. 12, Suao. TV tape recording facilities. Started Oct. 1962. Hours of operation: 12:15-24:00 daily.

Rates (Dec. 1970): Spot 30 sec., 9,600; 10 sec., 3,200; Program hour, 48,000; 5 min., 14,400 (New Taiwan Dollars).

Personnel: Lim Peck-siu, chairman; Thomas S. Chou, pres.; T. Chang, Wei-yung Lee & Y.M. Ho, v.p.s.; Chun-Tsu Pei, sales mgr.; Yi-mou Ho, program mgr. & film buyer; Chia-Hsiang Pi, chief engineer; Richard L. C. Huang, director, engineering dept.

TAIPEI—NETV, Ministry of Education (Govt., educational, non-commercial), 41 Nan-hai Road, Taipei, Taiwan. Tel. 371324. Ch. 11. Transmitter 2 kw, ERP 4 kw. Started Feb. 1962. Personnel: Prof. Chia-chun Liu, managing director; Dewit Der-hui Lin, promotion director; Do-shing Wang, program manager; K. H. Tu, chief engineer. Hours of operation: 13:00-16:15, Mon.-Sat.; 9:00-12:30, Sun.

KAOSIUNG—BET 23, Taiwan Television Enterprise Ltd. Ch. 7. Transmitter 10 kw, max. ERP 125/100/25 kw, tri-directional. Started Oct. 1956. Repeats programs of BET 21, Taipei.

YUANLIN—BET 22, Taiwan Television Enterprise Ltd. Ch. 12. Transmitter 10 kw, max ERP 125 kw. Started Oct. 1956. Repeats programs of BET 21, Taipei.

Planned—8 low-powered repeater stations for NETV Ch. 11.

TAIPEI—China Television Co.

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Thailand

(625-line standards, System B)
Sets in use: 225,000
Color: PAL System

BANGKOK—HST-TV, Thai TV (Commercial), Thai Television Co. Ltd., Mansion B, Rajdamnern Ave., Bangkok. Tel. 817044. Ch. 4. Transmitter 10 kw, ERP 29 kw. TV tape recording facilities. Started June 1955.

Personnel: General Kricha Punnakanta, chairman of board; K. Keapanich, secretary to board; Witt Siwasariyanon, managing director; Danai Sriyapai, programming & film director, promotion & sales manager; P. Varnasong, arts & designs director, producer; Ramyong Sakornpan, production chief; Tavach Mek-sawan, technical director & chief engineer; M. L. P. Yamasmit, 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. Transmitter 5 kw, ERP 15 kw. Started Jan. 1958.

CHIANG MAI, Lampang Province—HSKL-TV, TVT-8 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 8. 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, Songkhla Province—HSBK-TV, TVT-9 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 9. Transmitter 500 watts, ERP 21 kw. TV tape recording facilities. Started May 1961. Experimental operation. Thaval Utacassane, resident manager. Hours of operation: Daily, except Thurs., 19:00-23:00.

KHONKAEN—HSKK-TV, TVT-5 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 5. 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.

Low power repeaters: 4 in operation, 2 planned.

Trinidad and Tobago

(525-line standards, System M)
Sets in use: 54,000

PORT OF SPAIN—Trinidad & Tobago TV Co. Ltd. (Commercial), Television House, Maraval Road, Port-of-Spain. Tel. 24141. Ownership: Trinidad & Tobago Govt., 90%; CBS, 10%. Ch. 2. (V-55.25, A-59.75). Transmitter 200 watts, ERP 2 kw. Ch. 13 (V-211.25, A-215.75). Transmitter 100 watts, ERP 1 kw. Started Nov. 1962.

Personnel: Frederick A. Rawlins, gen. mgr.; Lloyd Rochard, sales mgr.; Farouk A. Muhammad, program dir.; C. Deighton Parris, chief engineer.

TOBAGO—Ch. 13. Repeater. Transmitter 100 watts, ERP 1 kw.

Trucial States

(625-line standards, System B)
Sets in use: 6,000

ABU DHABI—A.D. TV, Abu Dhabi Television, Ministry of Information & Tourism (Government, non-commercial), Govt. of Abu Dhabi, Arabian Gulf, Sheikh Hamdan St., P.O. Box 637, Abu Dhabi. Tel. 41180. Ch. E-5. ERP 100 kw. Started Aug. 1969. Hours of operation: 18:30-24:00.

Personnel: Farouk Amis Jarrar, director general; Hassan Taufiq, chief controller, programs; Ian Kennedy, chief engineer.

AL AIN—A.D. TV, Ch. E-7. ERP 2 kw. Repeats Abu Dhabi. Started Oct. 1971.

Trust Territory of Pacific

(Micronesia)
Sets in use: 3,000

SAIPAN—WSZE-TV, Micronesian Broadcasting Corp. (Commercial), P.O. Box 368, Agana, Guam. Tel. 777-9861. Ch. 8. ERP 4 kw. Started Oct. 1969. One low-powered repeater. Subsidiary of Pacific Broadcasting Corp., Agana, Guam.

U.S. Office: 1818 Gilbreth Rd., Burlingame, Cal. Represented by: Intercontinental Services Ltd., 20 E. 46th St., New York, N.Y. (10017).

Personnel: H. Scott Killgore, pres.; H. C. Barton, gen. mgr. & film buyer; Patricia Clymer, program mgr.; William Beall, chief engineer.

Tunisia

(625-line standards, System B)
Sets in use: 72,000

Radiodiffusion Television Tunisienne (Govt.), 71, Avenue de la Liberte, Tunis. Tel 259 311. Mimoun Chatti, director general.

AIN DRAHAM—Ch. E-12. ERP 25 kw. Started June 1969.

BEJA—Ch. E-9. ERP 25 kw. Started May 1969.

BIZERTE—Ch. E-6. ERP 5 kw. Started March 1968.

BOUKORNINE (Hammam-Lif)—Ch. E-7. ERP 5 kw. Started June 1967.

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TUNISIA—(Continued)

- GAFSA—Ch. E-10. ERP 200 kw. Started Dec. 1970.
KASSERINE—Ch. E-6. ERP 200 kw. Started Dec. 1970.
SFAX—Ch. E-8. ERP 365/162 kw. Started March 1969.
ZAGHOUAN—Ch. E-11. ERP 280/180/100 kw. Started June 1966.
ZARZIS—Ch. E-12. ERP 100/400 kw. Started March 1971.

Turkey

(625-line standards, System B)
Sets in use: 56,000

- ISTANBUL—I.T.U., Technical University of Istanbul. Ch. E-4 (Experimental). Transmitter 60 watts, ERP 100 watts. TV tape recording facilities. Started Aug. 1971.
ANKARA—TRT, Turkish Radio-Television Corp., (Public Corp.), General Directorate, Ankara. Ch. E-5 (experimental). Transmitter 600 watts, ERP 5 kw. TV tape recording facilities. Started Jan. 1968.
Personnel: Musa Ogun, director general; Dogan Erden, assistant director general; Fahrettin Meric, technical manager; Guntekin Orkut, program manager.
Planned:
ISTANBUL—TRT, Ch. E-5. Transmitter 10 kw, ERP 100 kw. To start 1972.
IZMIR—TRT, Ch. E-10 (experimental). Transmitter 600 watts, ERP 4.5 kw. To start 1972.
BURSA, ISTANBUL, KONYA.

Uganda

(625-line standards, System B)
Sets in use: 15,000

- 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: J. Obo, controller, engineering; J. Bisase, chief producer; James Bwogi, sales manager.
Hours of operation: 18:00-23:00, daily; 9:30-12:00 & 14:30-16:00, Tues.-Thurs., educational.
Advertising announcements are sold by: Publicity Services Ltd., 13 Portal Ave., P. O. Box 2581, Kampala. Advertising Corp. (Uganda) Ltd., 3 Harcourt Ave., P. O. Box 3139, Kampala. Sky-line Advertising (Uganda) Ltd., P. O. Box 2921, Kampala, Uganda.
Rates: Spot 60 sec., 200; 30 sec., 120; 15 sec., 80; 7 sec., 60. Program hour, 1000; 30 min., 600; 15 min., 400 (Shillings).
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 Aug. 1968.
SOROTI—Uganda Television. Ch. E-10. Started Dec. 1964.

United Kingdom

(405- & 625-line standards, Systems A & I)
Color: PAL System
Sets in use: 15,400,000 black & white; 1,200,000 color

- British Broadcasting Corp. (Public service; non-commercial), Broadcasting House, London, W. 1. Tel. 01-580-4468. For complete details see listing at end of International TV Directory.
Independent Television Authority (Commercial), 70, Brompton Road, London, S.W. 3. Tel. 01-584-7011. For complete details, including commercial program contractors, see listings at end of International TV Directory.
ABERDARE—BBC-2, Ch. E-27. ERP 125 watts (directional). Started Nov. 1967.
ABERGAVERN—ITA, Ch. B-11. Transmitter 20 watts, ERP 100 watts. Started April 1969.
ABERGAVERN—BBC Wales, Ch. B-3. ERP 30 watts (directional). Started June 1969.
ALDEBURGH—BBC-1, Ch. B-5. ERP 25 watts (directional). Started Dec. 1967.
ALDEBURGH—BBC-2, Ch. E-26. ERP 2.5 kw (directional). Started March 1968.
AMMANFORD—BBC-Wales, Ch. B-12. ERP 20 watts (directional). Started Oct. 1968.
ANGUS—BBC-2, Ch. E-63. ERP 100 kw. Started July 1969.
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.
AVIEMORE—ITA, Ch. B-10. Transmitter 200 watts, ERP 1 kw. Started Nov. 1969.
AYR—BBC-1, Ch. B-2. ERP 50 watts (directional). Started July 1967.
BALA—ITA, Ch. B-7. 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.
BALLATER—BBC-1, Ch. B-1. ERP 10 watts. Started Dec. 1967.
BALLYCASTLE—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 50 watts (directional). Started Dec. 1966.
BALLYCASTLE—ITA, Ch. B-13. ERP 100 watts (directional). Started July 1970.
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.
BATH—ITA, Ch. B-8. Transmitter 200 watts, ERP 500 watts. Started May 1968.
BEDFORD—BBC-1, Ch. B-10. ERP 3 kw (directional). Started Nov. 1967.
BELFAST (Black Mt.)—ITA, Ch. B-9. Transmitter 4 kw, ERP 100 kw. Started Oct. 1959.
BELMONT (East Lincolnshire)—ITA, Ch. B-7. Transmitter 1 kw, ERP 20 kw (directional). Started May 1966.
BELMONT—ITA, Ch. E-25. ERP 500 kw. Started May 1971.
BELMONT—BBC-1, Ch. B-13. ERP 20 kw (directional). Started Nov. 1966.
BELMONT—BBC-2, Ch. E-28. ERP 500 kw. Started Nov. 1966.
BETWS-Y-COED—BBC Wales, Ch. B-4. ERP 35 watts (directional). Started Nov. 1968.
BEXHILL—BBC-1, Ch. B-3. ERP 150 watts. Started March 1966.
BILSDALE WEST MOOR—ITA, Ch. E-29. ERP 500 kw. Started March 1971.
BILSDALE WEST MOOR—BBC-2, Ch. E-26. ERP 500 kw. Started Nov. 1969.
BIRMINGHAM (Lichfield)—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw (directional). Started Feb. 1956.
BIRMINGHAM (Sutton Coldfield)—ITA, Ch. E-43. ERP 1000 kw. Started Nov. 1969.
BLACK HILL—BBC-2, Ch. E-46. ERP 500 kw. Started July 1966.
BLACK HILL—BBC-1, Ch. E-40. ERP 500 kw. Color. Started Dec. 1969.
BLAEN-PLWYF—BBC Wales, Ch. B-3. ERP 3 kw (directional). Started April 1957.
BODMIN—BBC-1, Ch. B-5. ERP 10 watts. Started Sept. 1966.
BRECON—ITA, Ch. B-8. ERP 100 watts. Started April 1970.
BRESSAY (Shetland)—BBC-1, Ch. B-3. ERP 6 kw (directional). Started April 1964.
BRIERLEY HILL—BBC-2, Ch. E-63. ERP 10 kw (directional). Started Dec. 1967.
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 MHz. Started April 1964.
BROMSGROVE—BBC-2, Ch. E-27 (UK 625 line standards). ERP 4 kw (directional). Started March 1967.
BROUGH MOUNTAIN—BBC-1, Ch. B-5. Max. ERP 7 kw (directional). Started Feb. 1964.
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.
CALDBECK—ITA, Ch. E-28. ERP 500 kw. Started Sept. 1971.
CAMBRIDGE—BBC-1, Ch. B-2. ERP 100 watts. Started March 1966.
CAMPBELTOWN—BBC-1, Ch. B-5. ERP 500 watts (directional). Started June 1968.
CANTERBURY—BBC-1, Ch. B-5. Max. ERP 30 watts (directional). Started June 1964.
CARADON HILL—BBC-2, Ch. E-28. ERP 500 kw. Started July 1969.
CARADON HILL—ITA, Ch. B-12. Transmitter 10 kw, ERP 200 kw. Started April 1961.
CARADON HILL—ITA, Ch. E-25. ERP 500 kw. Started May 1971.
CARDIFF (St. Hilary)—ITA, Ch. B-10. Transmitter 20 kw, ERP 200 kw. Started Jan. 1958.
CARDIGAN—BBC Wales, Ch. B-2. ERP 45 watts (directional). Started Feb. 1967.
CARMARTHEN—BBC Wales, Ch. B-1. ERP 20 watts. Started March 1965.
CENTRAL SCOTLAND (Black Hill)—ITA, Ch. B-10. Transmitter 20 kw, ERP max. 475 kw (directional). Started Aug. 1957.
CENTRAL SCOTLAND (Black Hill)—ITA, Ch. E-43. ERP 500 kw. Started Dec. 1969.
CHANNEL ISLANDS (Fremont Point)—ITA, Ch. B-9. Transmitter 1 kw, ERP 10 kw. Started Sept. 1962.
CHESTERFIELD—BBC-2, Ch. E-6. ERP 2 kw (directional). Started March 1969.
CHESTERFIELD—ITA, Ch. E-23. ERP 2 kw. Started Sept. 1971.
CHURCHDOWN HILL (Cheltenham, Gloucester)—BBC-1, Ch. B-1. ERP 250 watts. Started Nov. 1965.
CRAIGKELLY—ITA, Ch. E-24. ERP 100 kw. Started Sept. 1971.

CRAIGKELLY—BBC-2, Ch. E-27. ERP 100 kw. Started Oct. 1969.

CRYSTAL PALACE—BBC-1, Ch. B-1. ERP 200 kw. Started Nov. 1936 at Alexandra Palace, March 1956 at Crystal Palace.

CRYSTAL PALACE—BBC-2, Ch. E-33. ERP 1000 kw. Started April 1964.

DARWEN—BBC-2, Ch. E-45. ERP 500 watts (directional). Started Aug. 1969.

DIVIS—BBC-1, Ch. B-1. ERP 35 kw (directional). Started July 1955.

DIVIS—BBC-2, Ch. E-27. ERP 500 kw. Started March 1987.

DIVIS—ITA, Ch. E-24. ERP 500 kw. Color. Started Sept. 1970.

DOLGELLAU—BBC Wales, Ch. B-5. ERP 25 watts (directional). Started Dec. 1967.

DOUGLAS—BBC-1, Ch. B-5. ERP 3 kw (directional). Started Dec. 1953.

DOVER—ITA, Ch. B-10. Transmitter 4 kw, ERP 100 kw. Started Jan. 1960.

DOVER—ITA, Ch. E-66. ERP 100 kw. Started Dec. 1969.

DOVER—BBC-1, Ch. E-50. ERP 100 kw. Color. Started early 1970.

DOVER—BBC-2, Ch. E-56. ERP 100 kw (directional). Started Feb. 1967.

DUNDEE (Law)—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—ITA, Ch. E-25. ERP 500 kw. Started Sept. 1971.

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.

EASTBOURNE—BBC-1, Ch. B-5. Max. ERP 50 watts (directional). Started Dec. 1963.

EMLEY MOOR—BBC-2, Ch. E-62. ERP 1000 kw. Started Jan. 1966.

FFESTINIOG—BBC Wales, Ch. B-5. ERP 50 watts. Started May 1969.

FFESTINIOG—ITA, Ch. B-13. Transmitter 20 watts, ERP 100 watts. Started Feb. 1969.

FOLKESTONE—BBC-1, Ch. B-4. ERP 40 watts (directional). Started July 1958.

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.

HALIFAX—BBC-2, Ch. E-27. ERP 2 kw (directional). Started May 1969.

HANNINGTON—ITA, Ch. E-42. ERP 250 kw. Started Nov. 1971.

HASTINGS—BBC-1, Ch. B-4. ERP 15 watts (directional). Started Dec. 1960.

HAVERFORDWEST—BBC Wales, Ch. B-4. Max. ERP 10 kw (directional). Started Feb. 1964.

HEATHFIELD—ITA, Ch. E-64. ERP 100 kw. Started Nov. 1971.

HEMEL HEMPSTEAD—BBC-2, Ch. E-44. ERP 10 kw (directional). Started Sept. 1969.

HEMEL HEMPSTEAD—BBC-1, Ch. E-51. ERP 10 kw (directional). Color. Started early 1970.

HEREFORD—BBC-1, Ch. B-2. Max. ERP 50 watts (directional). Started Sept. 1964.

HERTFORD—BBC-2, Ch. E-64. ERP 1 kw. Started Oct. 1965.

HIGH WYCOMBE—BBC-2, Ch. E-62. ERP 500 watts (directional). Started Feb. 1969.

HIGH WYCOMBE—BBC-1, Ch. E-55. ERP 500 watts (directional). Color. Started Dec. 1969.

HOLME MOSS—BBC-1, Ch. B-2. ERP 100 kw. Started Oct. 1951.

HOLYHEAD—BBC Wales, Ch. B-4. Transmitter 10 watts, max. ERP 10.6 watts (directional). Started March 1964.

HUNGERFORD—BBC-1, Ch. B-4. ERP 25 watts (directional). Started Nov. 1968.

HUNTSHAW CROSS—ITA, Ch. B-11. Transmitter 200 watts, ERP 500 watts. Started April 1968.

ISLES OF SCHILLY—BBC-1, Ch. B-3. ERP 20 watts (directional). Started July 1969.

ISLE OF WIGHT (Chillerton Down)—ITA, Ch. B-11. Transmitter 4 kw, ERP 100 kw (directional). Started Aug. 1958.

ISLE OF WIGHT (Rowridge)—ITA, Ch. E-27. ERP 500 kw. Started Dec. 1969.

KEIGHLEY—BBC-1, Ch. E-58. ERP 10 kw (directional). Started April 1970.

KEIGHLEY—BBC-2, Ch. E-64. ERP 10 kw (directional). Started May 1969.

International TV Directory

KENDAL—BBC-1, Ch. B-1. ERP 25 watts. Started April 1966.

KIDDERMINSTER—BBC-2, Ch. E-64. ERP 2 kw (directional). Started June 1967.

KILKEEL—BBC-1, Ch. B-3. ERP 25 watts (directional). Started March 1967.

KILVEY HILL—BBC Wales, Ch. B-2. ERP 500 watts (directional). Started Dec. 1967.

KILVEY HILL—BBC-2, Ch. E-26. ERP 2.5 kw (directional). Started Feb. 1968.

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.

KIRK O' SHOTTS—BBC-1, Ch. B-3. ERP 100 kw. Started March 1952.

LANCASHIRE (Winter Hill)—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.

LANCASHIRE (Winter Hill)—ITA, Ch. E-59. ERP 500 kw. Started Nov. 1969.

LARK STOKE—BBC-2, Ch. E-26. ERP 2.5 kw (directional). Started May 1967.

LARNE (N. Ireland)—BBC-1, Ch. B-3. ERP 50 watts. Started April 1965.

LARNE—BBC-2, Ch. E-45. ERP 2 kw (directional). Started Feb. 1969.

LES PLATONS—BBC-1, Ch. B-4. ERP 1 kw. Started Oct. 1955.

LETHANHILL—ITA, Ch. B-12. Transmitter 200 watts, ERP 2 kw. Started Jan. 1969.

LICHFIELD—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw. Started Aug. 1956.

LLANDONA—BBC Wales, Ch. B-1. Transmitter 1 kw, ERP 6 kw (directional). Started May 1962.

LLANDONA—BBC-2, Ch. E-63. ERP 100 kw (directional). Started June 1967.

LLANDOVERY—ITA, Ch. B-11. Transmitter 20 watts, ERP 100 watts. Started Aug. 1968.

LLANDRINDOD WELLS—BBC Wales, Ch. B-1. ERP 1.5 kw. Started Dec. 1961.

LLANDRINDOD WELLS—ITA, Ch. B-9. Transmitter 200 watts, ERP 2.5 kw. Started July 1969.

LLANGOLLEN—BBC Wales, Ch. B-1. ERP 35 watts (directional). Started July 1968.

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 (Croydon)—ITA, Ch. B-9. Transmitter 10 kw, ERP 400 kw. Started Sept. 1955.

LONDON (Crystal Palace)—ITA, Ch. E-23. ERP 1000 kw. Started Nov. 1969.

LONDONDERY (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—BBC-1, Ch. B-5. ERP 20 watts (directional). Started April 1967.

MANNINGTREE—BBC-1, Ch. B-4. ERP 5 kw (directional). Started May 1962.

MARLBOROUGH—BBC-1, Ch. B-7. ERP 25 watts (directional). Started Nov. 1968.

MELDRUM—BBC-1, Ch. B-4. Transmitter 5 kw, ERP 17 kw (directional). Started Oct. 1955.

MELVAIG—BBC-1, Ch. B-4. ERP 25 kw (directional). Started April 1965.

MEMBURY (Central Berkshire)—ITA, Ch. B-12. Transmitter 1 kw, ERP 30 kw (directional). Started April 1965.

MENDIP—ITA, Ch. E-41. ERP 500 kw. Color. Started June 1970.

MENDIP—BBC-2, Ch. E-64. ERP 500 kw. Started Dec. 1969.

MERTHYR TYDFIL—BBC-2, Ch. E-28. ERP 500 watts (directional). Started June 1969.

MILLBURN MUIR—BBC-1, Ch. B-1. ERP 10 watts (directional). Started April 1969.

MOEL-Y-PARC—ITA, Ch. B-11. Transmitter 1 kw, ERP 25 kw. Started Jan. 1963.

MOEL-Y-PARC—BBC Wales, Ch. B-6. Max. ERP 20 kw (directional). Started Oct. 1965.

MOEL-Y-PARC—BBC-2, Ch. E-45. ERP 100 kw. Started July 1969.

MORECAMBE BAY—BBC-1, Ch. B-3. ERP 5 kw (directional). Started Dec. 1962.

MOUNTEAGLE—ITA, Ch. B-12. Transmitter 2 kw, ERP 50 kw. Started Sept. 1961.

NEWCASTLE (Burnhope)—ITA, Ch. B-8. Transmitter 4 kw, ERP 100 kw (directional). Started Jan. 1959.

(Continued on next page)

International TV Directory

UNITED KINGDOM—(Continued)

- NEWHAVEN—BBC-1, Ch. B-8. ERP 50 watts (directional). Started April 1969.
- NEWHAVEN—ITA, Ch. B-6. ERP 1 kw. Started Aug. 1970.
- NEWRY (N. Ireland)—BBC-1, Ch. B-4. ERP 30 watts (directional). Started March 1965.
- NEWTON—BBC-2, Ch. E-26. ERP 2 kw (directional). Started Dec. 1968.
- NORTHAMPTON—BBC-1, Ch. B-3. ERP 90 watts (directional). Started Sept. 1966.
- NORTH HESSARY TOR—BBC-1, Ch. B-2. ERP 15 kw (directional). Started Dec. 1954.
- 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.
- OXFORD—ITA, Ch. E-60. ERP 500 kw. Color. Started June 1970.
- OXFORD—BBC-2, Ch. E-63. ERP 500 kw. Started Feb. 1968.
- PENDLE FOREST—BBC-2, Ch. E-28. ERP 2 kw (directional). Started March 1969.
- PENDLE FOREST—ITA, Ch. E-25. ERP 2 kw. Started Aug. 1971.
- 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.
- PONTOP PIKE—BBC-1, Ch. B-5. ERP 17 kw. Started May 1953.
- PONTOP PIKE—BBC-2, Ch. E-64. ERP 500 kw. Started Nov. 1966.
- PONTOP PIKE—ITA, Ch. E-61. ERP 500 kw. Color. Started July 1970.
- PONTYPRIDD—BBC-2, Ch. E-28. ERP 500 watts (directional). Started Oct. 1967.
- PORT ELLEN—BBC-1, Ch. B-2. ERP 50 watts (directional). Started March 1969.
- PRESELY—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Sept. 1962.
- REDRUTH—BBC-1, Ch. B-1. ERP 10 kw (directional). Started Feb. 1962.
- REDRUTH—ITA, Ch. E-41. ERP 100 kw. Started May 1971.
- REIGATE—BBC-2, Ch. E-46. ERP 10 kw (directional). Started Oct. 1966.
- RHONDDA—BBC-2, Ch. E-26. ERP 1 kw (directional). Started May 1968.
- RICHMOND (Yorks)—BBC-1, Ch. 3. ERP 45 watts (directional). Started March 1968.
- RICHMOND HILL (Isle of Man)—ITA, Ch. B-8. Transmitter 1 kw, ERP 10 kw (directional). Started March 1965. Started July 1968.
- RIDGE HILL—ITA, Ch. B-6. Transmitter 200 watts, ERP 10 kw.
- ROSEMARKIE—BBC-1, Ch. B-2. ERP 20 kw (directional). Started Aug. 1957.
- ROSNEATH—ITA, Ch. B-13. Transmitter 14 kw, ERP 100 kw. Started Dec. 1968.
- ROSNEATH—BBC-1, Ch. B-2. ERP 20 watts (directional). Started Jan. 1969.
- ROTHESAY (Toward)—BBC-1, Ch. B-5. Max. ERP 250 watts. Started Feb. 1965.
- ROTHESAY—ITA, Ch. B-8. Transmitter 200 watts, ERP 1 kw. Started Aug. 1968.
- ROWRIDGE—BBC-1, Ch. B-3. ERP 100 kw (directional). Started Nov. 1954.
- ROWRIDGE—BBC-1, Ch. E-31. ERP 500 kw (directional). Started Dec. 1969.
- ROWRIDGE—BBC-2, Ch. E. 24. ERP 500 kw. Started Jan. 1966.
- RUMSTEK FOREST (Caithness)—ITA, Ch. B-8. Transmitter 1 kw, ERP 30 kw (directional). Started June 1965.
- RYE—BBC-1, Ch. B-3. ERP 50 watts (directional). Started Oct. 1968.
- SALISBURY—BBC-2, Ch. E-63. ERP 2.5 kw (directional). Started Mar 1968.
- SANDALE—BBC-1, Ch. B-4. ERP 30 kw (directional). Started Nov. 1956.
- SANDALE—BBC-1, Ch. B-6. ERP 70 kw (directional). Started Sept. 1965.
- SANDY HEATH—BBC-2, Ch. E-27. ERP 1000 kw (directional). Started Sept. 1969.
- SANDY HEATH (Bedford)—ITA, Ch. B-6. Transmitter 1 kw, ERP 30 kw (directional). Started July 1965.
- SANDY HEATH—ITA, Ch. E-24. ERP 1000 kw. Started Jan. 1971.
- SCARBOROUGH (Yorkshire)—ITA, Ch. B-6. Transmitter 600 watts, ERP 1 kw. Started June 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 May 1960.
- SHEFFIELD—BBC-2, Ch. E-27. ERP 5 kw (directional). Started Feb. 1969.
- SHEFFIELD—ITA, Ch. B-6. ERP 100 watts. Started March 1969.
- SIDMOUTH—BBC-1, Ch. B-4. ERP 30 watts (directional). Started April 1968.
- SKEGNESS—BBC-1, Ch. B-1. ERP 60 watts. Started Aug. 1963.
- SKIPTON—BBC-2, Ch. E-45. ERP 10 kw (directional). Started July 1969.
- SKRIAIG (Skye)—BBC-1, Ch. B-3. ERP 12 kw. Started March 1966.
- STOCKLAND HILL—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started April 1961.
- STOCKLAND HILL—ITA, Ch. E-23. ERP 250 kw. Started Sept. 1971.
- STRABANE—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Feb. 1963.
- SUDBURY—BBC-2, Ch. E-44. ERP 250 kw. Started Feb. 1968.
- SUDBURY—ITA, Ch. E-41. ERP 250 kw. Started Nov. 1970.
- SUTTON COLDFIELD—BBC-1, Ch. B-4. ERP 100 kw. Started Dec. 1949.
- SUTTON COLDFIELD—BBC-2, Ch. E-40. ERP 1000 kw. Started Sept. 1965, replacing 50 kw operation which began Dec. 1964.
- SUTTON COLDFIELD—BBC-1, Ch. E-46. ERP 1000 kw. Color. Started Nov. 1969.
- SWINDON—BBC-1, Ch. B-3. Max. ERP 200 watts (directional). Started Nov. 1962.
- SWINGATE—BBC-1, Ch. B-2. ERP 1.5 kw (directional). Started April 1958.
- TACOLNESTON—BBC-1, Ch. B-3. ERP 45 kw (directional). Started Feb. 1955.
- TACOLNESTON—BBC-2, Ch. E-55. ERP 250 kw. Started Sept. 1967.
- TACOLNESTON—ITA, Ch. E-59. ERP 250 kw. Started Oct. 1970.
- THRUMSTER—BBC-1, Ch. B-1. ERP 7 kw (directional). Started Dec. 1958.
- TOWARD—BBC-1, Ch. B-5. Max. ERP 250 watts. Started Feb. 1965.
- TUNBRIDGE WELLS—BBC-2, Ch. E-44. ERP 10 kw. Started Oct. 1965.
- VENTNOR—BBC-2, Ch. E-45. ERP 500 watts (directional). Started July 1968.
- VENTNOR—BBC-1, Ch. B-5. Max. ERP 10 watts (directional). Started May 1964.
- WALTHAM—BBC-2, Ch. E-64. ERP 250 kw. Started Aug. 1968.
- WALTHAM—ITA, Ch. E-61. ERP 250 kw. Color. Started Feb. 1970.
- WEARDALE—BBC-1, Ch. B-1. ERP 150 watts. Started Feb. 1966.
- WENSLEYDALE—BBC-1, Ch. B-1. ERP 20 watts (directional). Started Sept. 1968.
- WENVOE—BBC-1, Ch. B-5. ERP 100 kw. Started Aug. 1952.
- WENVOE—BBC-2, Ch. E-51. ERP 500 kw. Started Sept. 1965.
- WENVOE—BBC Wales, Ch. B-13. Transmitter 20 kw, max. ERP 200 kw (directional). Started Feb. 1964.
- WENVOE—ITA, Ch. E-41. ERP 500 kw. Color. Started April 1970.
- WEST RUNTON—BBC-2, Ch. E-26. ERP 2 kw (directional). Started Nov. 1968.
- WEYMOUTH—BBC-1, Ch. B-1. ERP 50 watts (directional). Started June 1969.
- WHARFEDALE—ITA, Ch. E-25. ERP 2 kw. Started Sept. 1971.
- WHITBY—BBC-1, Ch. B-4. ERP 40 watts (directional). Started Nov. 1969.
- WHITEHAVEN—ITA, Ch. B-7. Transmitter 20 watts, ERP 100 watts. Started Jan. 1968.
- WINTER HILL—BBC-1, Ch. B-12. ERP 125 kw (directional). Started April 1964.
- WINTER HILL—BBC-1, Ch. E-55. ERP 500 kw. Color. Started Nov. 1969.
- WINTER HILL—BBC-2, Ch. E-62. ERP 500 kw. Started Oct. 1965.
- YORKSHIRE (Emley Moor)—ITA, Ch. E-47. ERP 1000 kw. Started Nov. 1969 using temporary antenna with reduced power.
- YORKSHIRE (Emley Moor)—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

For TV Systems of the United Kingdom

See page 1104-b

Upper Volta

(625-line standards, System D)

Sets in use: 4,000

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. Later resumed service.

Personnel: Pierre Barry, director general; Jean Modeste Ouedraogo, chief engineer, chief of technical services; Mme. Sangon, program director.

Uruguay

(525-line standards, System N)

Sets in use: 350,000

ARTIGAS—Canal 3 TV Artigas (Commercial), Avenida Lecueder No. 291, Artigas. Tel. 47 & 114. Ch. 3. Transmitter 150 watts. Personnel: Enio dos Santos.

FRAY BENTOS—Rio Uruguay Television Canal 12 (Commercial), Zorrilla y Argentina, Fray Bentos, Dept. de Rio Negro. Ch. 12. Affiliated with Montecarlo Television, Ch. 4, Montevideo. Personnel: Daniel Romay Salvo.

MALDONADO—Canal 9 del Este (Commercial), Punta Ballena, Maldonado. Montevideo office: Durazno 875. Tel. 98-27-29 & 9-68-95. Ch. 9.
Personnel: Capitan de Navio Adolfo Zamora.

MONTEVIDEO—SAETA, Sociedad Anonima de Emisoras de Television y Anexos (Commercial), Tacuarembó 1234, Montevideo. Tel. 40. 21. 28. 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.; Jorge de Feo, 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; Cesar Reyes, 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. Teledoce (Commercial), Enriqueta Compte y Rique 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.

PAYSANDU—Rio de los Pajaros TV Canal 3 de Paysandu (Commercial). Ch. 3. Personnel: Quegam Stepanian.

RIVERA—Tevediez Canal 10 (Commercial), Alvez y Pereira, Sala 9 de Galeria Legiani, Rivera. Ch. 10. Personnel: Ariel Pereira.

ROCHA—Tele-Rocha (Commercial), O. de los Santos 105. Ch. 7. Personnel: Francisco Elices, chief engineer.
Hours of operation: 19:00-23:30.

SALTO—Televisora Salto Grande Canal 8 (Commercial), Viera 1280, Salto. Ch. 8. Personnel: Carlos A. Gelpi.

TACUAREMBO—Televisora Tacuarembó (Commercial), Street 18 de Julio, No. 244, Tacuarembó. Ch. 7. Personnel: Luis S. Dini.

USSR

(625-line standards, System D)

Color: SECAM System

Sets in use: 40,000,000

Soviet Television (Govt., commercial), ul. Akademika Koroljova 12, 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 communities 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. All TV centers have TV tape recording facilities.

Personnel: G. A. Ivanov, deputy chairman of state committee for radio & television; P. T. Shabanov, director general C.T.; F. K. Vedrashko, editor-in-chief of studios of International Exchange (in charge of purchases of foreign films); V. F. Zhelezova, chief of technical department.

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 4 times a week on Ch. 1.

Information above received from Soviet Television. Station list was compiled from information previously received from various sources. Note: Recent information unavailable.

International TV Directory

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.

DEGOVAT—Satellite. Started 1958.

BELAYA TSEKOV—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.

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.

DZHEKAZGAN—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.

IVANOVO—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.

International TV Directory

USSR—(Continued)

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.
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 1959.
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 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.
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

(525-line standards, System M)

Sets in use: 700,000 black & white; 10,000 color

Televisora del Estado Venezolano (Govt., non-commercial), Aptdo. 3979, Caracas. Tel. 54-54-36/9.
Personnel: Oscar Yanes, director general; Raul Omar Aveledo, director of production; Nestor Rodriguez Lamelas, technical director; Oswaldo Bazan, promotion manager.

Venevision (Commercial), Corporacion Venezolana de Television C.A., Apartado 6674, Caracas. Telex 21379. Tel. 742444.
Personnel: Diego Cisneros, president; Gustavo Cisneros, director-vice president; Valeriano Humplerres, director general; Enrique Cusco, general manager; Rodolfo Rodriguez, vice president, sales; Sergio Gomez, controller; Raul Lopez Guiral, operations manager; F. Urbaneja, technical director; Irwin Klein, film buyer.

Represented in the U.S. by ABC International.

Tele Trece (Commercial) Subsidiary of Venevision. Apartado de Correos No. 9349, Caracas. Tel. 34.46.11.
Personnel: Noel Montanez, general manager.
Represented in the U.S. by ABC International.

Radio Caracas Television (Commercial), Corporacion Radiofonica Venezolana C.A., Barcenas a Rio, Aptdo. 2057, Caracas. Tel. 41-89-71. Telex: CORAVEN 21221.
Personnel: William H. Phelps, president; Peter Bottome, director general; Dr. Marcel Granier Jr., general manager; Julio Omana, sales manager; Dr. Hernan Perez Belsario, program & production manager; Dr. Jorge Dandah, operations manager; Dr. Armando Enrique Gula, chief engineer.
Hours of operation: Daily, 7 a.m.-1 a.m.
Rates (Aug. 1970 peak): Spot 60 sec., 44,150; 20 sec., 15,460 (Bolivars).

Radio Valencia Television (Commercial), Valencia. Personnel: Mauricio Gomez Leal, dir. gen.; S. Serrera, tech. dir.

BARCELONA-PTO. LA CRUZ-MARGARITA—Radio Caracas Television. Ch. 3. ERP 80 kw. Repeats YVKS-TV, Caracas.

BARCELONA-PTO. LA CRUZ-PORLAMAR—YVXI-TV, Venevision. Ch. 7. Transmitter 5 kw, ERP 160 kw. Repeats YVXA Caracas.

BARQUISIMETO—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

BARQUISIMETO (Terepaima)—YVXC, Venevision. Ch. 6. Transmitter 5 kw, ERP 65 kw. Repeats YVXA Caracas.

CARABOBO—Radio Caracas Television. Ch. 7. Transmitter 12 kw, ERP 440 kw. Repeats YVKS-TV, Caracas.

CARACAS—Proventel. Ch. 8. Transmitter 5 kw. Started Aug. 1964.

Yugoslavia

(625-line standards, Systems B & H)

Color: PAL System

Sets in use: 1,799,000 black & white; 5,000 color

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: Boris Kidric 70/I, Belgrade. Tel. 433.693; 433.647. Personnel: Dr. Ivko Pustisek, secretary general; Milan Uzelac, president of administrative council; Dragan Kecman, president of television committee; Mrs. Olivera Vojvodic, secretary of foreign relations committee; Milan Milosavjevic, secretary, TV program committee; Predrag Zdravkovic, secretary of technical committee; Mrs. Zlatija Nicolic, film buyer. Plans color telecasting in 1973. 182 repeaters in operation.

RADIO-TELEVISION BELGRADE (Serbia)

Radio-Television Belgrade (Public Corp., limited commercial). Takovska 10, Belgrade. Tel. 342-001. 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.

SUBOTICA—Ch. E-5. ERP 35 kw. Started Aug. 1965.

TUPIZNICA—Ch. E-10. ERP 35 kw.

RADIO-TELEVISION ZAGREB (Croatia)

Radio-Television Zagreb (Public Corp., limited commercial), 6, Dezmanov Prolaz, Zagreb. Tel. 37-251. Personnel: Ivo Bojanic, director general; Tomislav Golubovic, director of television; Vojko Trs, technical director. Originates local programs and has tape facilities. Started May 1956.

BIOKOVO—Ch. E-9. ERP 100 kw.

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.

SLJEME—Ch. E-28. ERP 5 kw.

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: Milan Mercun, director general; Dusan Fortic, director of television; Peter Mori, technical director. 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 1 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. 26.527. Personnel: Milan Uzelac, director general; Dragan Kecman, director of TV programs; Aleksandar Stefanovic, technical director. Started July 1961.

BJELASNICA—Ch. E-5. ERP 1 kw. Started Oct. 1965.

HUM—Ch. E-8. ERP 10 kw. Started July 1963

KOZARA—Ch. E-6. ERP 10 kw. Started April 1963.

PWESEVICA—Ch. E-10. ERP 4 kw.

VELEZ—Ch. E-8. ERP 10 kw. Started Jan. 1966.

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. 32.255. Personnel: Mateja Matevski, director general; Ivan Tosevski, director of television; Blagoje Oncevski, 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.

RADIO-TELEVISION TITOGRAD (Montenegro)

Radio-Television Titograd (Public Corp., limited commercial), Titograd. Tel. 224.23. Personnel: Miladin Perovic, director; Miso Brailo, director of television; Ljubomir Kosovic, technical director. Started Nov. 1963.

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. Originates programs. Started Sept. 1953.

CARACAS—YVXA, Venevision. Ch. 4. Transmitter 16 kw, ERP 100 kw. Started June 1953 as Televisa; March 1961, Venevision.

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 Vislon. 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 1956.

LITORAL-CARACAS—YVXE, Venevision. Ch. 9. Translator 0.3 kw, ERP 15 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, Venevision. Ch. 4. Transmitter 10 kw, ERP 30 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.

MERIDA—Venevision. Ch. 9. Translator 0.1 kw, ERP 1.6 kw.

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—YVXH, Venevision. Ch. 9. Translator 0.3 kw, 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.

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, Venevision. Ch. 9. Transmitter 4 kw, ERP 58 kw. Repeats YVXA Caracas.

VALENCIA (Picacho)—YVXO, Tele Trece Services. Ch. 13. Transmitter 2 kw.

VALERA—Venevision. Ch. 9. Translator .02 kw, ERP 1 kw.

Planned: 7 transmitters for the west side of the country. Televisora Nacional: VALENCIA/MARACAY, MARACAIBO, PUERTO LA CRUZ/BARCELONA, MARGARITA ISLAND, SAN CRISTOBAL, all to repeat YVKA-TV, Caracas.

Republic of Vietnam

(525-line standards, System M)

Sets in use: 500,000

SAIGON—Vietnam Television (Govt.), Ch. 9. Transmitter 25 kw, ERP 240 kw. TV tape recording facilities. Hours of operation: 6:30-11 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.

Note: See also American Forces Stations.

People's Democratic Republic of Yemen

(625-line standards, System B)

Sets in use: 22,000

SYBS-TV, South Yemeni Broadcasting Service, (Govt., commercial), Television House, Clock Tower Hill, Tawahi (P.O. Box 1264, Aden). Tel. Aden 2-3231; 2-3232. 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 People's Republic of Southern Yemen, Ministry of Culture and National Guidance. Personnel: Alawi Sakkaf, dir. of broadcasting; Mohamed Bulgone, dir. of programs; Abdul-Azziz Musein, 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.

International TV Directory

YUGOSLAVIA—(Continued)

BJELASICA—Ch. E-12. ERP 16.8 kw. Started May 1963.

LOVCEN—Ch. E-8. ERP 67 kw. Started Jan. 1964.

Zaire Republic

(625-line standards, System B)
Sets in use: 6,500

KINSHASA—R.D.T.N.C. Radio Television Nationale Congolaise (Govt., limited commercial). Started Nov. 1966. Hours of operation: Daily, 19:00-22:00.

Zambia

(625-line standards, System B)
Sets in use: 18,500

KABWE—Television Zambia. Ch. E-2. Transmitter 800 watts, Hours of operation: Daily, 5-11 p.m.; educ. 9:30 a.m.-4 p.m.

KITWE—Television Zambia (Govt. commercial), P.O. Box 1100, Kitwe, Zambia. Tel. 3507/8, 2243/4. Ch. E-4. Transmitter 2.5 kw. ERP 40 kw (dir.). Started 1961. Hours of operation: 17:00-23:50.

Personnel: A. T. B. Nkhata, deputy director; Neb Jere, controller, television; Charles Muyamwa, head of operations, television.

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.

Rates: Max., spot 60 sec., 23.10; 15 sec., 9.5 (Zambian pounds).

LUSAKA—Television Zambia, P.O. Box RW 126, Lusaka, Zambia. Tel. 50338/50490/50361. Ch. E-3. Transmitter 800 watts, ERP 800 watts. Hours of operation: Daily, 6-10:30 p.m.

CHARACTERISTICS OF TELEVISION SYSTEMS

(C.C.I.R. Report 308, Xth Plenary Assembly, Geneva, 1963)

System	No. of lines	Ch. width MHz	Vision band-width MHz	Vision/sound separation MHz	Vestigial side-band MHz	Vision modulation	Sound modulation
A	405	5	3	-3.5	0.75	Pos.	AM
B	625	7	5	-5.5	0.75	Neg.	FM
C	625	7	5	-5.5	0.75	Pos.	AM
D	625	8	6	-6.5	0.75	Neg.	FM
E	819	14	10	±11.15	2	Pos.	AM
F	819	7	5	-5.5	0.75	Pos.	AM
G	625	8	5	-5.5	0.75	Neg.	FM
H	625	8	5	-5.5	1.25	Neg.	FM
I	625	8	5.5	-6	0.75	Neg.	FM
K	625	8	6	-6.5	0.75	Neg.	FM
L	625	8	6	-6.5	1.25	Pos.	AM
M	525	6	4.2	-4.5	0.75	Neg.	FM
N	625	6	4.2	-4.5	0.75	Neg.	FM

Field frequency: System M, 60 cycles per second, all other systems 50 cycles per second.

Picture frequency: System M, 30 cycles per second, all other systems 25 cycles per second.

Line frequency: System A, 10.125 kHz, systems E and F, 20.475 kHz, system M, 15.75 kHz, all other systems, 15.625 kHz.

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Channel Frequencies

As Used in International TV Station Directory

Western European Standards

Channel	Vision Carrier (mc)	Sound Carrier (mc) ¹
E-2	48.25	53.75
E-2A	49.75	55.75
E-3	55.25	60.75
E-4	62.25	67.75
E-5	175.25	180.75
E-6	182.25	187.25
E-7	189.25	194.75
E-8	196.25	201.75
E-9	203.25	208.75
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

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	198.55
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

Italian Channels

Channel	Vision Carrier (mc)	Sound Carrier (mc)
A	53.75	59.25
B	62.25	67.75
C	82.25	87.75
D	175.25	180.75
E	183.75	189.25
F	192.25	197.75
G	201.25	206.75
H	210.25	215.75
H-1	217.25	222.75

Eastern European Standards²

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

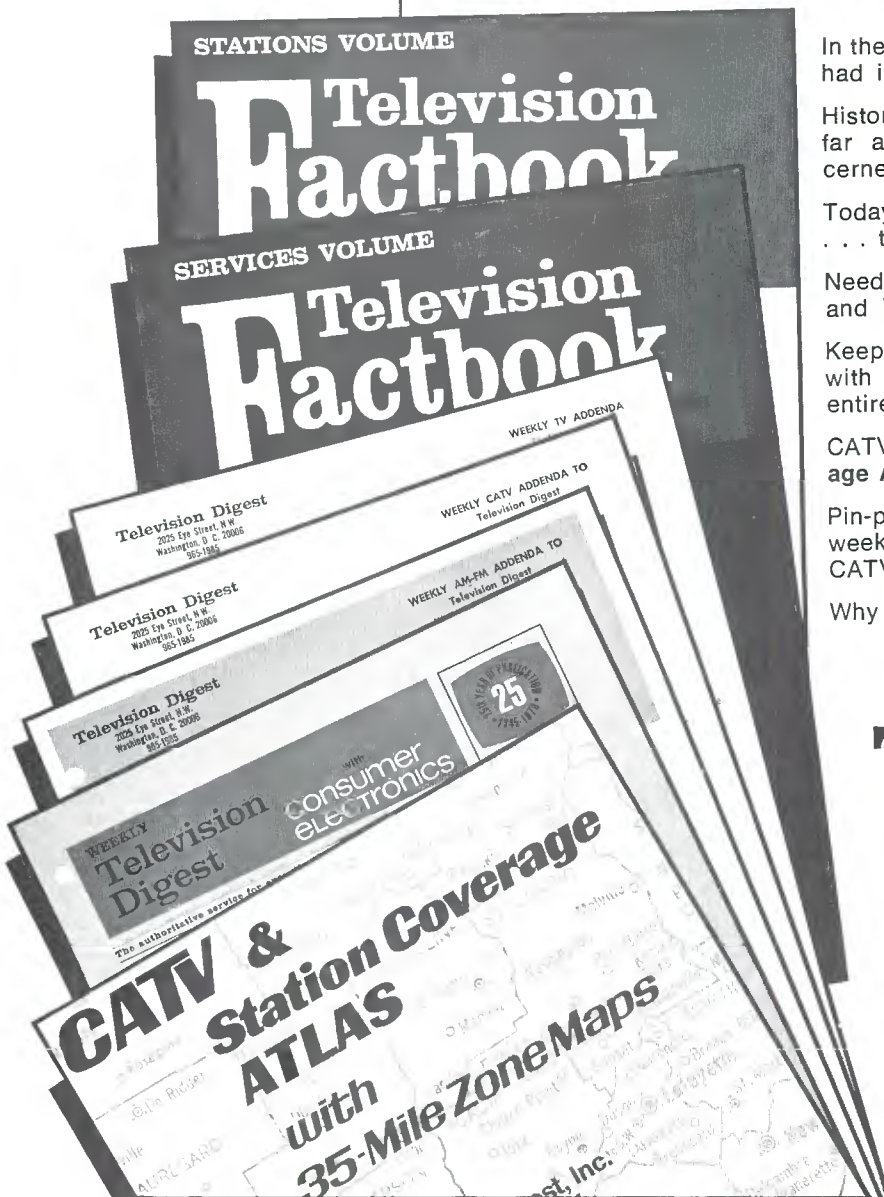
Japanese Channels

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

¹ 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.

² OIRT channels use Roman numerals, as OIRT-I, but this book uses R-1 instead because it is more consistent with other channel designations.

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World Television Stations and Sets

Stations and Sets as of March 1972

(Low-power satellites & repeaters in parentheses)

Country	Stations	Sets		Country	Stations	Sets	
		Black & White	Color			Black & White	Color
Afars & Issas	1	2,000		Martinique (Low-power: 3)	1	9,500	
Albania	1	2,500		Mauritius (Low-power: 3)	1	20,000	
Algeria	6	200,000		Mexico	80	3,700,000	300,000
Antigua (Low-power: 2)	1	8,500		Monaco	1	16,000	
Arab Republic of Egypt	23	550,000		Mongolia	1	2,000	
(Low-power: 10)				Morocco (Low-power: 5)	8	203,000	
Argentina (Low-power: 36)	31	3,500,000		Netherlands	16	3,175,000	400,000
Australia (Low-power: 40)	93	2,950,000		Netherlands Antilles	2	32,000	
Austria (Low-power: 123)	128	1,550,000	77,000	(Low-power: 1)			
Barbados	1	20,000		New Caledonia	1	6,000	
Belgium (Low-power: 10)	15	2,100,000	5,000	(Low-power: 3)			
Bermuda	2	18,000	2,000	New Zealand			
Bolivia	1	12,000		(Low-power: 330)	24	697,000	
Brazil (Low-power: 54)	53	6,500,000	80,000	Nicaragua (Low-power: 1)	2	55,000	
Bulgaria (Low-power: 84)	7	1,200,000		Niger	1	100	
Cambodia	2	30,000		Nigeria (Low-power: 2)	8	75,000	
Canada	401	6,380,000	1,880,000	Norway (Low-power: 331)	69	880,000	20,000
Chile	3	500,000		Okinawa (Low-power: 1)	2	230,000	
China (Mainland)	30	300,000		Pakistan	5	150,000	
Colombia (Low-power: 23)	15	700,000		Panama	11	171,500	
Congo	1	1,900		Paraguay	1	45,000	
Costa Rica	4	122,000	300	Peru	18	450,000	
Cuba	25	555,000		Philippines	28	420,000	6,000
Cyprus	2	50,000		Poland (Low-power: 70)	27	4,225,000	
Czechoslovakia	28	3,100,000		Portugal (Low-power: 23)	11	390,000	
(Low-power: 300)				Puerto Rico	1	600,000	
Denmark (Low-power: 22)	30	1,475,000	52,000	Qatar	1	25,000	
Dominican Republic	6	150,000		Reunion (Low-power: 13)	1	21,000	
(Low-power: 1)				Rhodesia	2	45,000	
Ecuador (Low-power: 1)	11	110,000		Rumania (Low-power: 65)	17	1,485,000	
El Salvador (Low-power: 4)	4	100,000		St. Pierre & Miquelon	1	1,500	
Equatorial Guinea	1	500		(Low-power: 2)			
Ethiopia	1	7,000		Samoa (American)	1	3,000	
Finland	68	1,100,000	11,000	Saudi Arabia	7	300,000	
France (Low-power: 1,097)	130	12,000,000	400,000	Senegal	1	1,500	
French Guiana	1	2,500		Sierra Leone	1	3,500	
(Low-power: 1)				Singapore	2	169,000	
French Polynesia	1	4,000		Spain (Low-power: 632)	32	4,370,000	2,000
(Low-power: 3)				Sudan	2	65,000	
Gabon	2	2,400		Surinam (Low-power: 2)	1	30,000	
Germany (East)	25	5,300,000	10,000	Sweden (Low-power: 72)	184	3,000,000	400,000
Germany (West)				Switzerland	108	1,251,000	104,000
(Low-power: 1,189)	176	15,600,000	1,700,000	(Low-power: 222)			
Ghana (Low-power: 4)	4	18,000		Syria	5	135,000	
Gibraltar (Low-power: 1)	1	6,500		Taiwan (Low-power: 4)	4	1,200,000	6,200
Greece	4	450,000		Thailand (Low-power: 4)	5	225,000	
Guadeloupe	1	7,200		Trinidad & Tobago	3	54,000	
Guam	1	35,000		Trucial States	2	6,000	
Guatemala (Low-power: 3)	2	105,000	4,400	Trust Territory of the Pacific	1	3,000	
Haiti	1	10,500		(Low-power: 1)			
Honduras	5	45,000		Tunisia	9	72,000	
Hong Kong (Low-power: 8)	4 ^a	633,000		Turkey	2	56,000	
Hungary	11	1,865,000		Uganda	6	15,000	
Iceland (Low-power: 7)	25	41,000		United Kingdom	247	15,400,000	1,200,000
India	1	21,000		Upper Volta	1	4,000	
Indonesia	11	150,000		Uruguay	12	350,000	
Iran (Low-power: 30)	12	250,000		USSR (Low-power: 698)	167	40,000,000	
Iraq	4	500,000		Venezuela	31	700,000	10,000
Ireland	22	520,000	2,000	Viet Nam (South)	1	500,000	
Israel (Low-power: 12)	12	430,000		Virgin Islands	1	17,000	
Italy (Low-power: 1,110)	74	11,800,000		Yemen	6	22,000	
Ivory Coast (Low-power: 3)	4	70,000		Yugoslavia (Low-power: 182)	35	1,799,000	5,000
Jamaica	9	75,000		Zaire	1	6,500	
Japan (Low-power: 2,466)	195	14,400,000	8,700,000	Zambia	3	18,500	
Jordan	1	50,000					
Kenya	3	25,000		TOTAL	3,002	186,015,100	15,379,900
Korea (Low-power: 20)	10	650,000		Satellites & repeaters	9,342		
Kuwait	3	120,000		U.S.	914	*61,100,000	*37,500,000
Lebanon	9	300,000		U.S. Military	39		
Liberia (Low-power: 2)	1	6,500					
Libya	2	1,500		GRAND TOTAL	13,297	247,115,100	52,879,900
Luxembourg (Low-power: 3)	1	75,000	3,000				
Malagasy Republic	1	1,000					
Malaysia (Low-power: 3)	18	180,000					
Malta	1	65,000					

¹ Stations included in U.S. count. ² One closed-circuit system.
* Preliminary estimate.

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