

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, Utah	533,400	42	315,000	41	KSL-TV (5), KSTU (20), KTVK (4), KUTV (2), KYUS-TV (3)
Las Vegas, Nev.	200,100	102	111,000	109	KLAS-TV (8), KTNV-TV (13), KVBC (3), KVVU-TV (5)
Reno, Nev.	158,200	125	69,000	145	KAME-TV (21), KCRL (4), KOL0-TV (8), KTVN (2)

**Nevada Station Status as of October 1, 1983**  
 Commercial Television Stations  
 Educational Television Stations

VHF	UHF	TOTAL
7	1	8
1	0	1
		9

# 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.

News Services: AP, UPI, NOAA.

Satellite Earth Stations: Microdyne, 7-meter & 5-meter.

Network Service: CBS.

Licensee: KLAS Inc., Box 15047, Las Vegas, Nev. 89114.

Studio: 3228 Channel 8 Drive, Las Vegas 89109.

Telephone: 702-733-8850.

Ownership: Landmark Communications, 100%. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (Television Digest, Vol: 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN HAYES, vice president & general manager.

ED TABOR, general sales manager.

RALPH TODDRE, operations/program manager.

JOAN CARLETON, promotion manager.

JOHN NELSON, chief engineer.

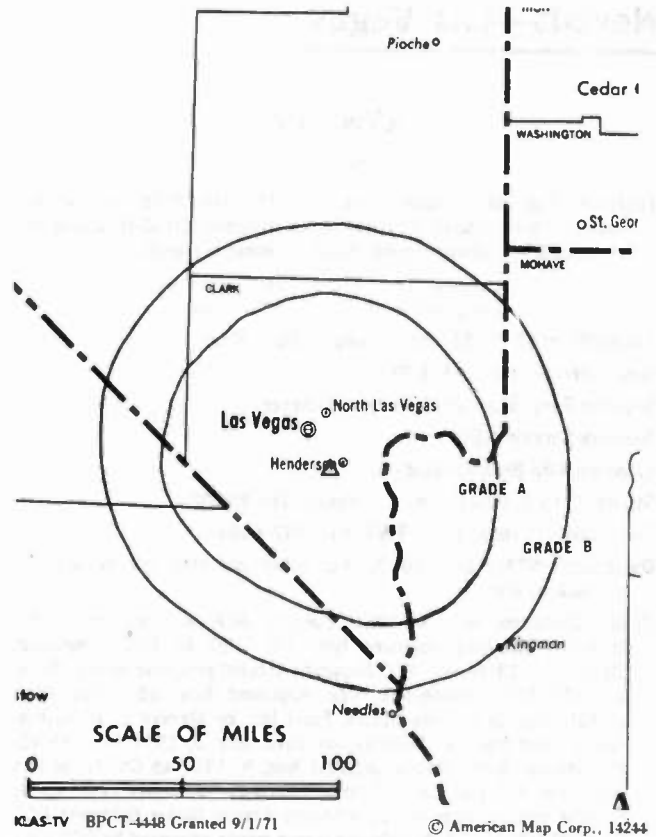
JOHN HARKER, production manager.

Highest 30 Sec. Rate (July 25, 1983): \$700.

NETWORK BASE HOURLY RATE: \$493.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA Clark	194,800	191,200	98



KLAS-TV BPCT-4448 Granted 9/1/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	1,400	1,300	93
	Nye South	2,200	2,000	91
	White Pine	2,900	2,800	96
Between 5-24%	ARIZONA Mohave	24,500	23,300	95
	UTAH Washington	8,800	8,300	94
Station Totals		234,600	228,900	97
Net Weekly Circulation (1983)			192,700	
Average Daily Circulation (1983)			128,600	

# Nevada—Las Vegas

## KTNV-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 275-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

Latitude 35° 56' 43"  
Longitude 115° 00' 32"

Transmitter: 10-mi. SSE of Las Vegas, Black Mtn.

News Services: ABC, AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: ABC.

Licensee: Alfa Broadcasting Co.

Studio: 3355 S. Valley View, Las Vegas, Nev. 89102.

Telephone: 702-876-1313. TWX: 910-397-6984.

Ownership: WTMJ Inc., 100%. For other interests, see WTMJ-TV, Milwaukee, Wis.

Began Operation: May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Television Digest, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, Nev. approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 (Vol. 15:42, 45). Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. April 16, 1969 (Vol. 9:15). Positive control acquired by Williams Family Group following FCC approval July 11, 1974. Sale to present owner approved by FCC June 29, 1979 (Vol. 19:8).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Crowell & Moring.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

EDWARD J. QUINN, vice president & general manager.

KEN MILLER, chief engineer.

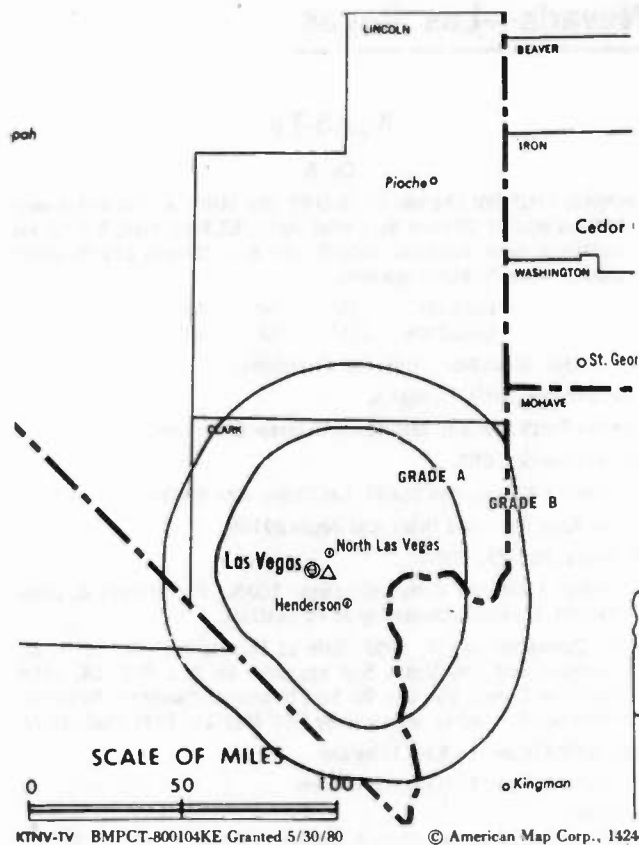
NANCY HUNT, national sales manager.

JEAN HITES, local sales manager.

Highest 30 Sec. Rate: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	194,800	191,200	98
	Lincoln	1,400	1,300	93
	Nye South	2,200	2,000	91
Between 5-24%	<b>NEVADA</b>			
	Esmeralda	300	300	100
	Lander	1,700	1,600	94
	Mineral	2,300	2,200	96
	Nye North	1,800	1,700	94
	White Pine	2,900	2,800	96
<b>Station Totals</b>		<b>207,400</b>	<b>203,100</b>	<b>97</b>
Net Weekly Circulation (1983)				<b>187,000</b>
Average Daily Circulation (1983)				<b>121,800</b>



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# Nevada—Las Vegas

## KVBC

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1275-ft. above av. terrain, 257-ft. above ground, 3594-ft. above sea level.

Latitude 36° 00' 30"  
Longitude 115° 00' 20"

Transmitter: Black Mountain.

News Services: AP, UPI, CNN.

Satellite Earth Station: Pinzone; 6-meter.

Network Service: NBC.

Licensee: Valley Broadcasting Co., Box 49001, Las Vegas, Nev. 89104.

Studio: 1500 Foremaster Lane, Las Vegas, Nev. 89104.

Telephone: 702-649-0500. TWX: 910-397-6997.

Ownership: James E. Rogers, pres., 32%; Janet F. Phillips, exec. v.p., 4%; Clark Henry Tester, v.p., 4%; Paul A. Anderson, treas., 10%; Meyer Gold, 16%; Eugene L. Kirshbaum, 9.5%; Louis Weiner Jr., 8%; Robert Hildreth, 5%; George G. Brookman, 4%; Bruce Woodbury, 3%; Elizabeth Scott, 3%; Addeliar D. Guy, 0.5%.

Began Operation: Jan. 23, 1955. Donrey Inc. lost license (Television Digest, Vol. 18:46; 19:19, 32). Began operation under present ownership Sept. 30, 1979.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

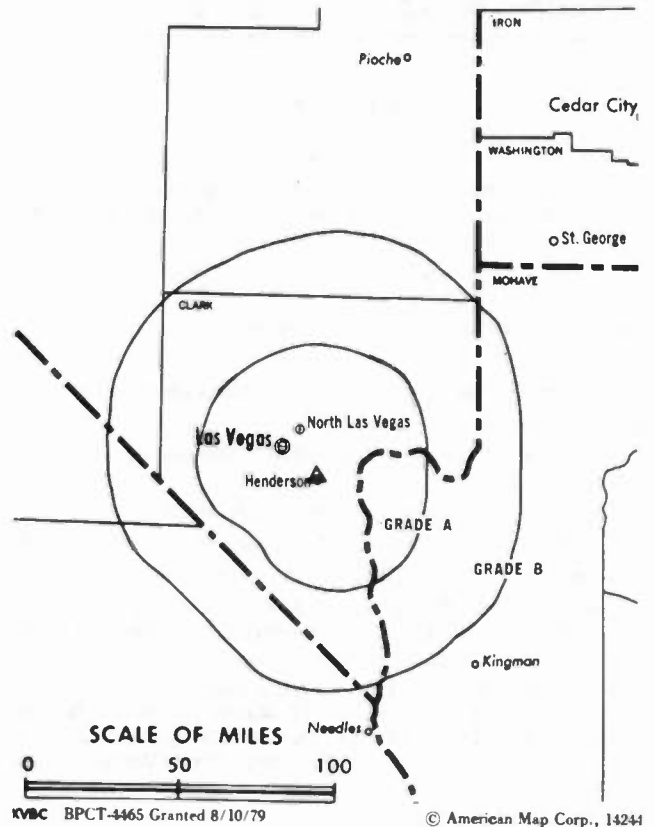
ROLLA D. CLEAVER, general manager.  
BUZZ FLOYD, program director.  
RIKKI CHEESE, public affairs director.  
DAVID GRACE, general sales manager.  
TOM FRANKLIN, chief engineer.  
TONY MARINO, news director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	194,800	191,200	98
	Lincoln	1,400	1,300	93



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nye South	2,200	2,000	91
	<b>NEVADA</b>			
Between 25-49%	Eureka	500	400	80
	White Pine	2,900	2,800	96
<b>UTAH</b>				
	Washington	8,800	8,300	94
<b>Station Totals</b>		<b>210,600</b>	<b>206,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>187,900</b>
<b>Average Daily Circulation (1983)</b>				<b>117,900</b>

# Nevada—Henderson-Las Vegas

## KVVU-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"  
Longitude 115° 00' 23"

Transmitter: Black Mtn., 2-mi. SW of Henderson.

News Service: UPI.

Satellite Earth Stations: Simulsat, 5-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Carson Broadcasting Corp., 1900 E. Flamingo Rd., Las Vegas, Nev. 89109.

Studio: 1800 Boulder Highway, Henderson, Nev. 89015.

Business Office: 1900 E. Flamingo Rd., Suite 295, Las Vegas 89109.

Telephone: 702-735-3191. TWX: 910-397-6879.

Ownership: John W. Carson, chmn., 30%; Herbert Kaufman, pres., 30%; Forrest Chu, v.p., 16.50%; Kenneth L. Browning, secy.; John J. Doria, 9%; 5 others, none with more than 4%.

Began Operation: Sept. 10, 1967. Sale to present owner by William H. Hernstadt, et al., approved by FCC March 30, 1979 (Television Digest, Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

Represented (sales) by Seltel Inc.

Represented (legal) by Santarelli & Gimer.

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

### Personnel:

HERBERT KAUFMAN, president.

FORREST CHU, executive vice president.

RUSTY DURANTE, vice president & general manager.

BILL UTTON, general sales manager.

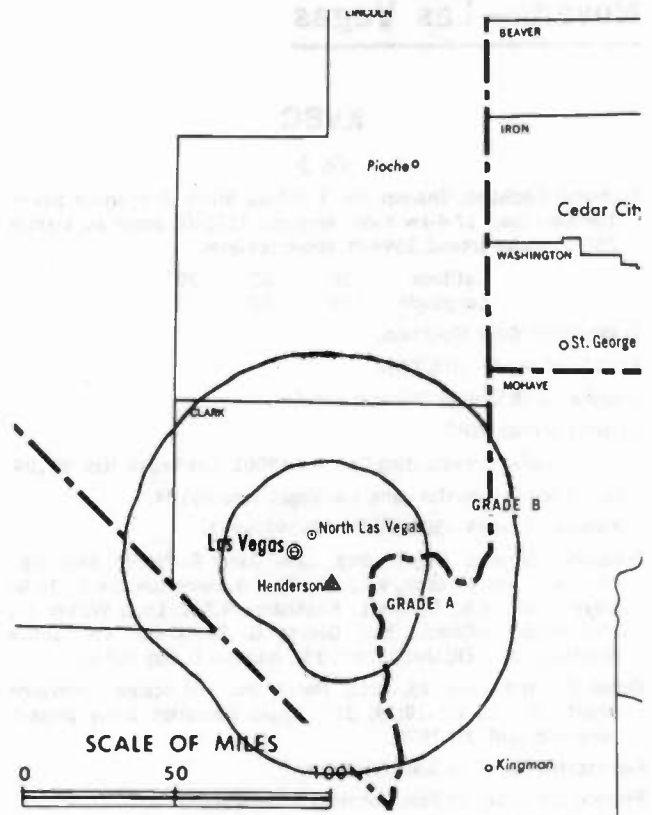
JACK SMITH, director of engineering.

Highest One Hour Rate: \$450.

Highest 30 Sec. Rate: \$65.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Mohave	24,500	23,300	95



KVVU-TV BPCT-3315 Granted 7/27/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	194,800	191,200	98
	Lincoln	1,400	1,300	93
	Nye South	2,200	2,000	91
Between 5-24%	<b>CALIFORNIA</b>			
	Alpine	500	400	89
	<b>NEVADA</b>			
	White Pine	2,900	2,800	96
	<b>UTAH</b>			
	Washington	8,800	8,300	94
<b>Station Totals</b>		<b>235,100</b>	<b>229,300</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>195,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>128,700</b>	

# Nevada—Reno

## KAME-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 631-kw max. & 457-kw horizontal visual, 63.1-kw max. & 45.7-kw horizontal aural. Antenna: 620-ft. above av. terrain, 152-ft. above ground, 5625-ft. above sea level.

Latitude 39° 35' 03.5"  
Longitude 119° 47' 51.0"

Transmitter: E Knob of Red Peak, 4-mi. N of Reno.

News Service: INN.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Microdyne, 7-meter.

Network Service: None, independent.

Licenses: Page Enterprises, 6600 N. Lincoln Ave., Lincolnwood, Ill. 60645.

Mailing Address: Box 11129, Reno, Nev. 89510.

Studio: 4920 Brookside Court, Reno. Telephone: 702-786-2121.

Ownership: William C. Andrews & Rivers Andrews, 20% jointly; Alvin Eicoff, 13.5%; Helene Eicoff, 12.5%; Steven Gutterman, 9.34%; Manny & Arthur Gutterman, 9.33% each; Arnold & Diana Golden, 8% each; Ronald J. Garratano & Thomas L. Letizia, 5% each.

Began Operation: Oct. 11, 1981.

Represented (sales) by Seltel Inc.

Represented (legal) by Gammon & Grange.

Represented (engineering) by Business Communications Inc.

### Personnel:

BILL ANDREWS, president & general manager.

RON GARRETT, vice president & sales manager.

B. J. ANDREWS, operations manager.

MAGGIE VERHOEF, program director.

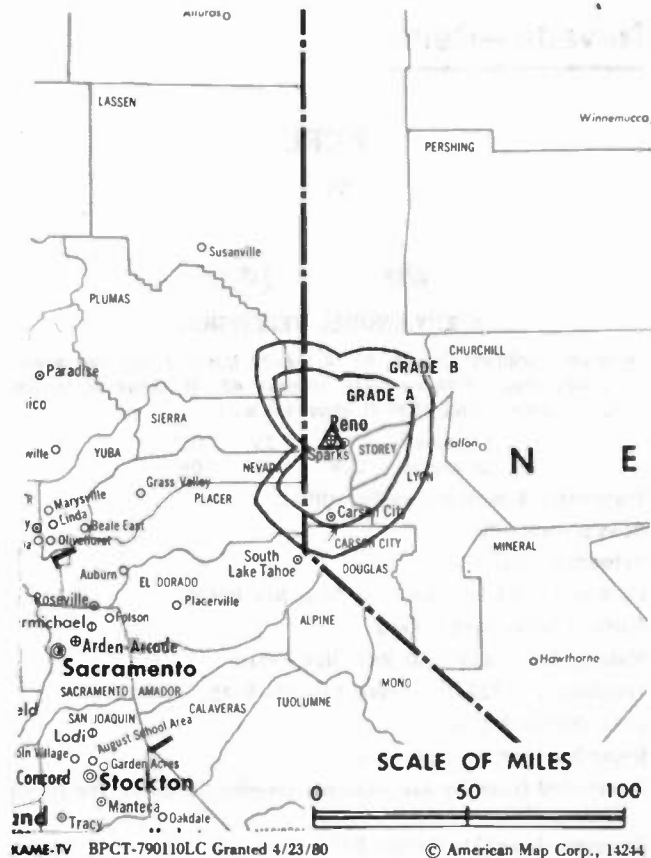
MIKE ANDREWS, national sales manager.

AL RUCH, chief engineer.

Highest 30 Sec. Rate (July 26, 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b> Washoe	86,300	84,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEVADA</b> Churchill Carson City	5,500 14,000	5,400 13,700	98 98
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Plumas	7,500	7,000	93
	<b>NEVADA</b> Douglas Lyon	8,800 5,600	8,400 5,300	96 95
<b>Station Totals</b>		<b>127,700</b>	<b>123,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>55,600</b>
<b>Average Daily Circulation (1983)</b>				<b>23,800</b>

# Nevada—Reno

**KCRL**

Ch. 4



**EVERY-KNODEL TELEVISION**

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.

News Service: UPI.

Network Service: NBC.

Licensee: Circle L Inc., Box 7160, Reno, Nev. 89510.

Studio: 1790 Vassar St., Reno.

Mailing Address: Box 7160, Reno, Nev. 89510.

Telephone: 702-322-9145. TWX: 910-395-9145.

Ownership: Circle L Inc.

Began Operation: Sept. 30, 1962.

Represented (sales) by Avery-Knodel Television (national); The Tacher Co. (regional).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Bond & Oakley.

**Personnel:**

CHARLES E. CORD, president & general manager.

JIM ELLIOTT, station manager.

NORVEL SEYLER, chief engineer.

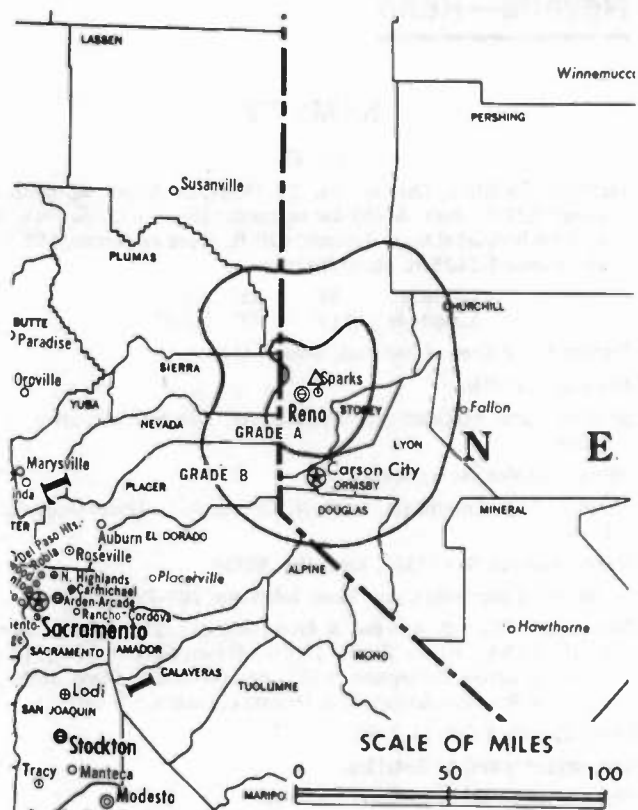
JOHN FIRPO, news director.

Highest 30 Sec. Rate (Aug. 1, 1983): \$400.

NETWORK BASE HOURLY RATE: \$325.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alpine	500	400	89
	El Dorado East	12,200	11,700	96
	Lassen	8,000	7,500	94
	Placer East	3,500	3,300	96
<b>NEVADA</b>	Churchill	5,500	5,400	98
	Douglas	8,800	8,400	96



KCR BPCT-2656 Granted 6/15/61

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Esmeralda	300	300	100
	Humboldt	3,700	3,600	97
	Lyon	5,600	5,300	95
	Mineral	2,300	2,200	96
	Nye North	1,800	1,700	94
	Pershing	1,300	1,300	100
	Storey	600	600	100
	Washoe	86,300	84,100	97
	Carson City	14,000	13,700	98
	<b>CALIFORNIA</b>	Mono	4,100	3,500
Plumas		7,500	7,000	93
Sierra		1,500	1,400	93
<b>Station Totals</b>		<b>167,500</b>	<b>161,400</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>127,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>74,800</b>	

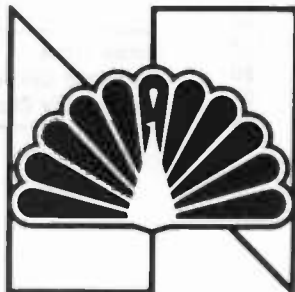
# SHOULDN'T YOU BE REACHING RENO / SPARKS?

**AMERICA'S EIGHTH RICHEST RETAIL MARKET.**



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**REPRESENTED  
REGIONALLY BY  
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**REPRESENTED NATIONALLY  
BY AVERY KODEL, TELEVISION**

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CHICAGO  
ST. LOUIS  
DETROIT  
ATLANTA**

**DALLAS  
SAN FRANCISCO  
LOS ANGELES  
DENVER  
MINNEAPOLIS  
PHILADELPHIA**

Reno is ranked eight in the nation in total retail sales per household. Source: Market Statistics 1982



# Nevada—Reno

## KOLO-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"  
Longitude 119° 53' 00"

Transmitter: Slide Mtn., Washoe County.

AM Affiliate: KOLO, 5-kw, 920 kHz.

News Service: UPI.

Network Service: ABC.

Licensee: Donrey of Nevada Inc., Box 10,000, Reno, Nev. 89510.

Studio: 4850 Ampere Dr., Box 10,000, Reno, Nev. 89510.

Telephone: 702-786-8880. TWX: 910-395-7051.

Ownership: Donrey Inc., Donald W. Reynolds, pres., 100%. For Reynolds' other holdings see Newspaper Ownership of TV Stations.

Began Operation: Sept. 26, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison Inc.

### Personnel:

DONALD W. REYNOLDS, president.  
JAMES C. HERZIG, vice president & general manager.  
JACK HARTMAN, general sales manager.  
JOHN CSIA, program/operations manager.  
ROBERT NORTHAM, chief engineer.  
JOHN HOWE, news director.  
KATHIE MILONE, director of community relations.

Highest 30 Sec. Rate (1983): \$600.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Alpine	500	400	89
	El Dorado East	12,200	11,700	96
	Lassen	8,000	7,500	94
	Modoc	3,500	3,200	93
	Mono	4,100	3,500	85
	Placer East	3,500	3,300	96
	<b>NEVADA</b>			
	Churchill	5,500	5,400	98
	Douglas	8,800	8,400	96
	Esmeralda	300	300	100
	Eureka	500	400	80
	Humboldt	3,700	3,600	97
Lander	1,700	1,600	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lyon	5,600	5,300	95
	Mineral	2,300	2,200	96
	Nye North	1,800	1,700	94
	Pershing	1,300	1,300	100
	Storey	600	600	100
	Washoe	86,300	84,100	97
	White Pine	2,900	2,800	96
	Carson City	14,000	13,700	98
	<b>CALIFORNIA</b>			
	Inyo	7,700	6,900	90
<b>NEVADA</b>				
Elko	6,800	6,300	93	
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Nevada	22,600	21,400	94
Plumas	7,500	7,000	93	
<b>Between 5-24%</b>	<b>OREGON</b>			
Lake	3,100	2,900	93	
<b>Station Totals</b>		214,800	205,500	95
<b>Net Weekly Circulation (1983)</b>			152,800	
<b>Average Daily Circulation (1983)</b>			96,900	

# 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' 52.0"

Transmitter: 4-mi. N of Reno Post Office.

News Service: UPI.

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., 4925 Energy Way, Reno, Nev. 89502.

Studio: 4925 Energy Way, Reno 89502.

Telephone: 702-786-2212.

Ownership: Sarkes Tarzian, chmn., 33.06%; Thomas Tarzian, pres., 53.59%; Patricia Tarzian, 11.03%; C. B. Dutton, secy.; Charles F. Clapham, treas.-asst. secy.; U. of LaVerne, 2.3%. Sarkes Tarzian Inc. is licensee of WRCB-TV, Chattanooga, Tenn.; WTTS & WGTC(FM), Bloomington; WATI, Indianapolis; WPTH(FM), Fort Wayne, all Ind.

Began Operation: June 4, 1967. Sale to present owners by Lee D. Hirshland, et al., approved by FCC Aug. 13, 1980 (Television Digest, Vol. 19:44).

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

LEE D. HIRSHLAND, president & general manager.

AL RICHARDS, chief engineer.

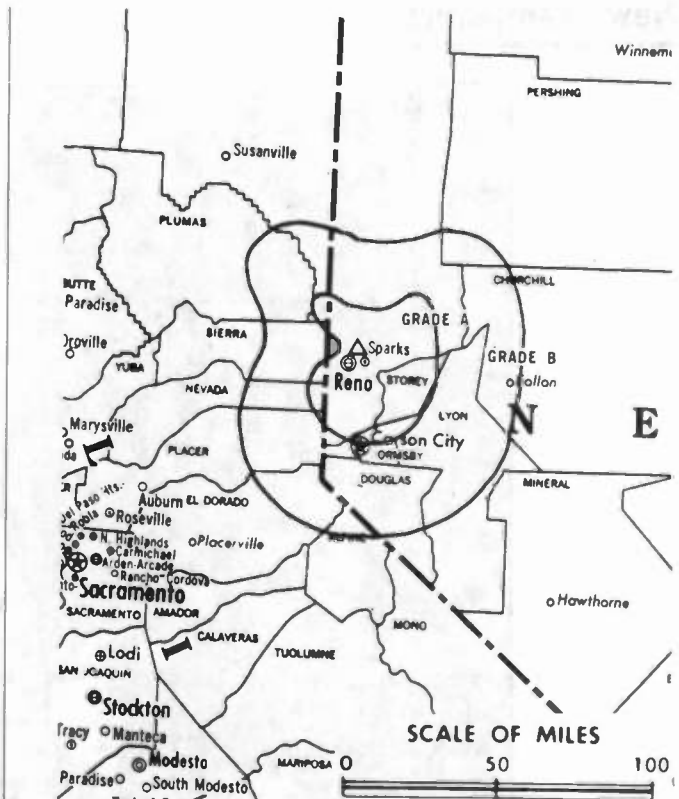
JACK PORRAY, station & general sales manager.

ED PEARCE, news editor.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Alpine	500	400	89
	El Dorado East	12,200	11,700	96
	Lassen	8,000	7,500	94
	<b>NEVADA</b>			
	Churchill	5,500	5,400	98
	Douglas	8,800	8,400	96
	Elko	6,800	6,300	93
	Esmeralda	300	300	100
	Eureka	500	400	80
	Humboldt	3,700	3,600	97
	Lander	1,700	1,600	94
	Lyon	5,600	5,300	95

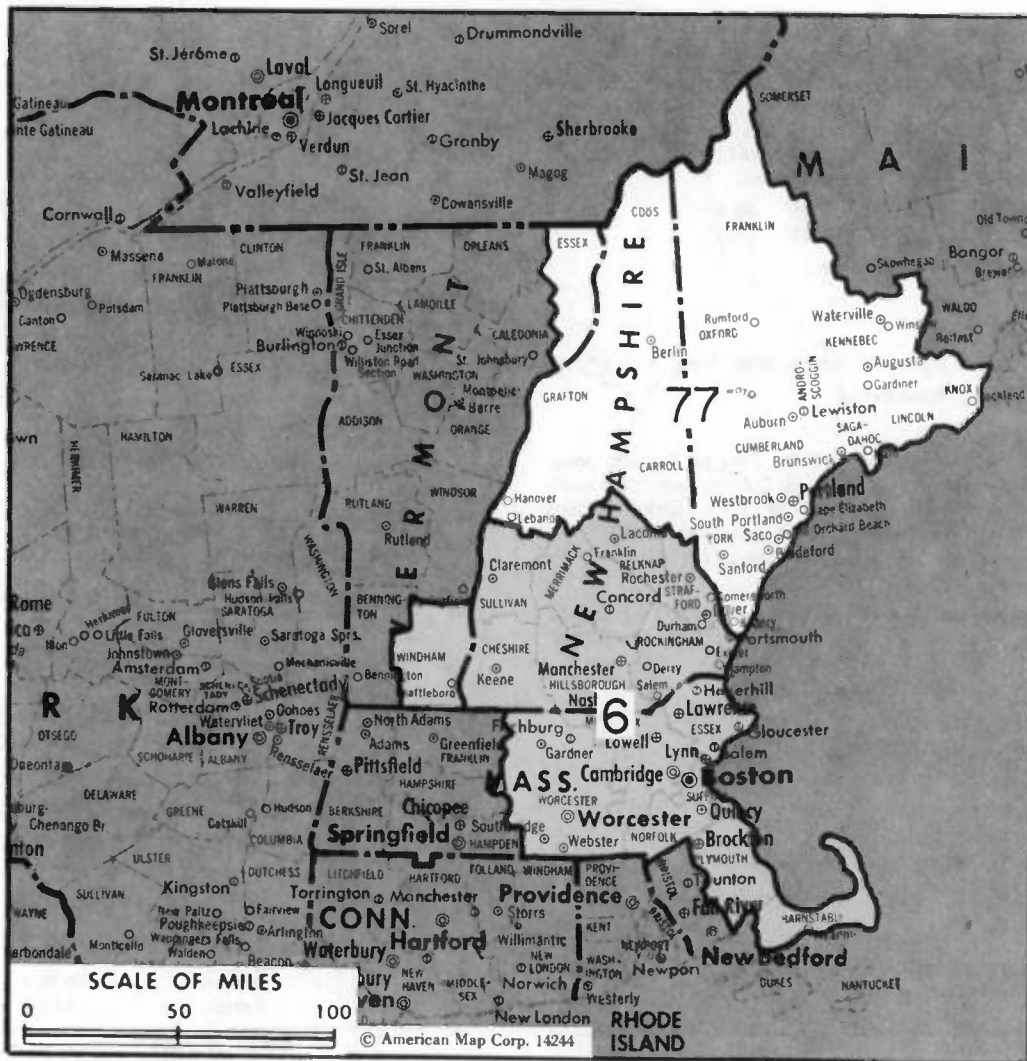


KTVN BPCT-3686 Granted 7/27/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mineral	2,300	2,200	96
	Nye North	1,800	1,700	94
	Pershing	1,300	1,300	100
	Storey	600	600	100
	Washoe	86,300	84,100	97
	Carson City	14,000	13,700	98
<b>CALIFORNIA</b>				
Between 25-49%	Placer East	3,500	3,300	96
	Plumas	7,500	7,000	93
	Sierra	1,500	1,400	93
<b>CALIFORNIA</b>				
Between 5-24%	Mono	4,100	3,500	85
	<b>NEVADA</b>			
	Clark	194,800	191,200	98
	Nye South	2,200	2,000	91
	White Pine	2,900	2,800	96
<b>Station Totals</b>		<b>376,400</b>	<b>365,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>147,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>86,800</b>	

# New Hampshire



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Boston, Mass. ....	1,930,800	6	1,264,000	5	WBZ-TV (4), WCVB-TV (5), WLVI-TV (56), WMUR-TV (9), WNEV-TV (7), WQTV (68), WSBK-TV (38), WSMW-TV (27), WXNE-TV (25)
Portland-Poland Spring, Me. ....	303,000	77	166,000	82	WCSH-TV (6), WGAN-TV (13), WMTW (8)

## New Hampshire Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	1	1	2
Educational Television Stations	1	2	3
			5

Station Totals do not include Counties in which Circulation is less than 5%

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

**WMTW-TV, Mt. Washington**  
(See Poland Spring, Me.)

**WNNE-TV, Hanover**  
(See Hartford, Vt.)

# New Hampshire—Concord—Manchester

**WNHT**

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1845-kw max. & 1334-kw horizontal visual, 185-kw max. & 133.7-kw horizontal aural. Antenna: 1133-ft. above av. terrain, 299-ft. above ground, 1712-ft. above sea level.

Latitude 43° 11' 14.0"  
Longitude 71° 19' 11.5"

Transmitter: Fort Mtn., 2.68-mi. S of U.S. Hwy. 4 & 2.72-mi. W of Pleasant Lake near Grossville.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: NH TV 21 Inc., Suite 507, 110 N. Main St., Concord, N.H. 03301.

Studio: 21 Media Park, Concord, N.H. 03301.

Telephone: 603-225-2100.

Mailing Address: Box 2100, Concord, N.H. 03301.

Ownership: Frances D. Shaine, pres., 100%.

Due to Begin Operation: Dec. 1, 1983.

Represented (legal) by Baraff, Koerner, Olender & Hochberg.

Represented (engineering) by Cohen & Dippell, P.C.

**Personnel:**

- SKIP SIMMS, general manager.
- BILL DANIELS, sales manager.
- BOB JEDEVINE, chief engineer.
- PETE PLUMLEY, production manager.

Highest 30 Sec. Rate: \$100.



For U.S. TV Station Call Letters,  
see page 8

# New Hampshire—Derry

## WNDS

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 702-ft. above av. terrain, 499-ft. above ground, 983-ft. above sea level.

Latitude 42° 44' 07"  
Longitude 71° 23' 36"

Transmitter: Trigate Rd. on Merrill Hill, Hudson.

News Services: AP, INN.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: CTV of Derry Inc., TV 50 Place, Derry, N.H. 03038.

Studio: TV 50 Place, Derry, N.H. 03038.

Telephone: 603-434-8850.

Ownership: William H. Smith, 47.06%; Debra A. Nash, 7.53%; James K. Stellos, 6.78%; Robert H. Blum, 4.71%; Gerald Q. Nash, 5.36%; Priscilla Lu Clegg, Mark & Rebecca Nash, Ross A. Piken & Thomas G. Gelsion, 3.76% each; Lawrence R. Brenner, 2.92%; Gerald R. Prunier, H. Newcomb Eldridge, 1.47% each; Robert & Viola Lewis, 1.47% jointly; Malcolm & Barbara Mackenzie, 1.47% jointly; Gloria Bates, 0.94%.

Began Operation: Sept. 12, 1983.

Represented (legal) by Reddy, Begley & Martin.

Represented (engineering) by Donald E. Markley.

### Personnel:

WILLIAM H. SMITH, president.

JAMES L. LANNIN, general sales manager.

THOMAS DISINGER, operations manager.

CLINT BOND, news director.

WILLARD SHEARS, chief engineer.

JUDITH WHITE, business manager.

ROBERT McELROY, production manager.

Highest 30 Sec. Rate (Sept. 5, 1983): \$200.



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# 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.

News Service: AP.

Network Service: ABC.

Licensee: The Commercial Dispatch Publishing Co., 516 Main St., Columbus, Miss.

Studio: WMUR-TV Bldg. Telephone: 603-623-8061.

Mailing Address: 1819 N. Elm St., Manchester, N.H. 03104.

Ownership: See WCBI-TV, Columbus, Miss.

Began Operation: March 28, 1954. Transfer from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vol. 14:15; 15:2, 6). Sale to present owner by Richard Eaton Estate approved by FCC July 22, 1981.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

DAVID L. ZAMICHOW, vice president & general manager.

DAN BORENGASSER, general sales manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Hillsborough	102,700	101,300	99
	Merrimack	37,200	36,300	98
	Strafford	31,400	30,800	98
	<b>VERMONT</b>			
	Windham	14,800	14,100	95
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	17,000	16,800	99
	Cheshire	23,200	22,500	97
	Grafton	24,900	24,000	97
	Rockingham	72,500	71,400	99
	Sullivan	14,200	13,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Windsor	20,300	19,700	97
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Essex	234,600	231,700	99
	Franklin	25,500	24,600	97
	Middlesex	487,400	481,200	99
Worcester	233,300	229,800	98	
	<b>MAINE</b>			
	York	53,600	52,800	99
	<b>NEW HAMPSHIRE</b>			
	Carroll	12,300	12,000	98
	Coos	13,400	13,200	99
<b>Station Totals</b>		<b>1,418,300</b>	<b>1,395,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>297,100</b>
<b>Average Daily Circulation (1983)</b>				<b>116,200</b>

# New Jersey



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New York, N.Y.	6,457,900	1	4,189,000	1	WABC-TV (7), WCBS-TV (2), WNBC-TV (4), WNEU-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
Philadelphia, Pa.	2,481,900	4	1,569,000	4	KYW-TV (3), WAAT (40), WCAU-TV (10), WFMZ-TV (69), WKBS-TV (48), WPHL-TV (17), WPVI-TV (6), WTAF-TV (29), WTVE (51), WWSG-TV (57)

**New Jersey Station Status as of October 1, 1983**

	VHF	UHF	TOTAL
Commercial Television Stations	0	2	2
Educational Television Stations	0	4	4
			<u>6</u>

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

**WNJU-TV, Linden (Newark)**  
(See New York, N.Y.)

**WWHT, Newark**  
(See New York, N.Y.)

**WXTV, Paterson**  
(See New York, N.Y.)

For U.S. TV Station Call Letters,  
see page 8

## New Jersey—Vineland

WRBV

Ch. 65

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 4095-kw max. & 1730-kw horizontal visual, 364-kw max. & 154-kw horizontal aural. Antenna: 920-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude 39° 44' 06.9"  
Longitude 74° 50' 28.6"

Transmitter: Church Ave. N of Chew Rd., Waterford Works.

News Service: FNN.

Network Service: None, independent.

Licensee: Richard M. Milstead, Receiver-in-Bankruptcy, c/o Renaissance Broadcasting Corp., Box 2300, Vineland, N.J. 08360.

Studio: Brown Rd. & Delsea Dr. Telephone: 609-691-6565.

Ownership: Renaissance Bcstg. Corp., Debtor-in-Possession.

Began Operation: July 21, 1981.

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

Represented (engineering) by John T. Wilner.

### Personnel:

CARMEN J. COLUCCI, station manager.

DAN MERLO, chief engineer.

Highest 30 Sec. Rate: \$150.



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# New Jersey—Wildwood-West Atlantic City

## WAAT

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1706.1-kw visual, 170.6-kw aural. Antenna: 417-ft. above av. terrain, 447-ft. above ground, 452-ft. above sea level.

Latitude 39° 07' 28"  
Longitude 74° 45' 56"

Transmitter: Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

News Services: AP, NBC.

Satellite Earth Station: In operation.

Arbitron Data: Not available.

Network Service: NBC.

Licensee: South Jersey Broadcasting Corp., 3010 New Jersey Ave.

Studio: Avalon Blvd., Swainton, N.J.

Telephone: 609-927-4440.

Mailing Address: 15 S. Shore Rd., Linwood, N.J. 08221.

Ownership: Howard Green, pres., 25%; Donald M. Simmons Sr., v.p., 25%; Robert R. Nelson, secy.-treas., 25%; W. E. Schonek, v.p., 12.5%; Rudolph C. Schonek, 12.5%. Green & Simmons own WENY-TV-AM & WLEZ(FM), Elmira, N.Y.; WOND & WMGM(FM), Linwood, N.J. Nelson owns 62% of WBRD & WDUV-FM, Bradenton, Fla.; 51% of WXLTV-TV, Sarasota-Bradenton, Fla. W. E. & R. C. Schonek each have 9.8% of WXLTV-TV.

Began Operation: January 25, 1966. Sale to present owners by William C. Wotring Jr., et al., approved by FCC Feb. 25, 1981.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Lohnes & Culver.

### Personnel:

HOWARD GREEN, president.

JANE B. STARK, general sales manager.

MICHEL WILK, program director.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

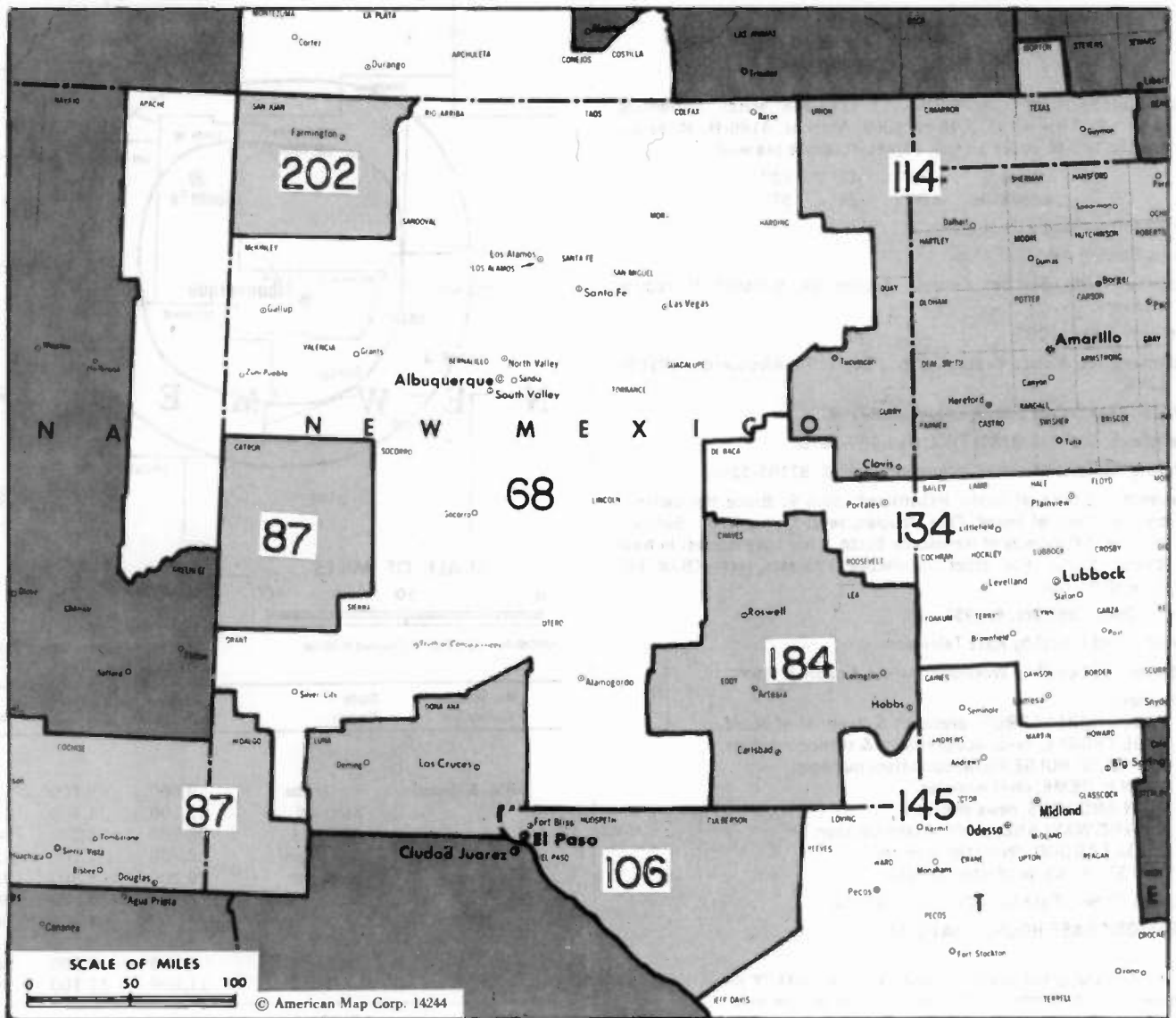


WAAT BPCT-5152 Granted 2/25/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW JERSEY</b>				
50% & Over	Cape May	35,100	34,400	98
<b>NEW JERSEY</b>				
Between 5-24%	Atlantic	74,000	72,200	98
<b>Station Totals</b>		<b>109,100</b>	<b>106,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>29,600</b>
<b>Average Daily Circulation (1983)</b>				<b>13,400</b>

# New Mexico



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, N.M.	357,800	68	192,000	72	KGGM-TV (13), KGSW (14), KNAT (23), KOAT-TV (7), KOB-TV (4)
Tucson, Ariz.	259,800	87	147,000	88	KGUN-TV (9), KOLD-TV (13), KVOA-TV (4), KZAZ (11)
El Paso, Tex.	194,400	106	102,000	117	KAVE-TV (6), KCIK (14), KDCC-TV (4), KTSM-TV (9), KVIA-TV (13)
Amarillo, Tex.	177,100	114	98,000	121	KAMR-TV (4), KFDD-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)
Lubbock, Tex.	150,700	134	93,000	125	KAMC (28), KCBD-TV (11), KJAA (34), KLBK-TV (13), KMCC (12), KSWs-TV (8)
Odessa-Midland, Tex.	132,100	145	68,000	148	KMID-TV (2), KOSA-TV (7), KTPX (9), KWAB-TV (4)
Roswell, N.M.	54,700	184	15,000	192	KBIM-TV (10)
Farmington, N.M.	27,600	202	4,000	209	KIVA-TV (12)

### New Mexico Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	8	2	10
Educational Television Stations	2	1	3
			<hr/> 13

# 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.

News Service: AP, UPI.

Satellite Earth Station: Antenna Technology, 5-meter; Microdyne receivers.

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 1294, Albuquerque 87103-1294.

Studio: 14th & Coal SW, Albuquerque 87104.

Telephone: 505-243-2285. TWX: 910-989-1676.

Mailing Address: Box 1294, Albuquerque, N.M. 87103-1294.

Ownership: Estate of Goldie Hebenstreit, 59.8%; Bruce Hebenstreit, pres. & chmn. of board; Cree Douglas, secy.-treas.; N. M. Switzer, asst. secy. Principals of Harriscope Bcstg. Corp. have interest in New Mexico Bcstg. For other Harriscope interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: Oct. 4, 1953.

Represented (sales) by Katz Television.

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

### Personnel:

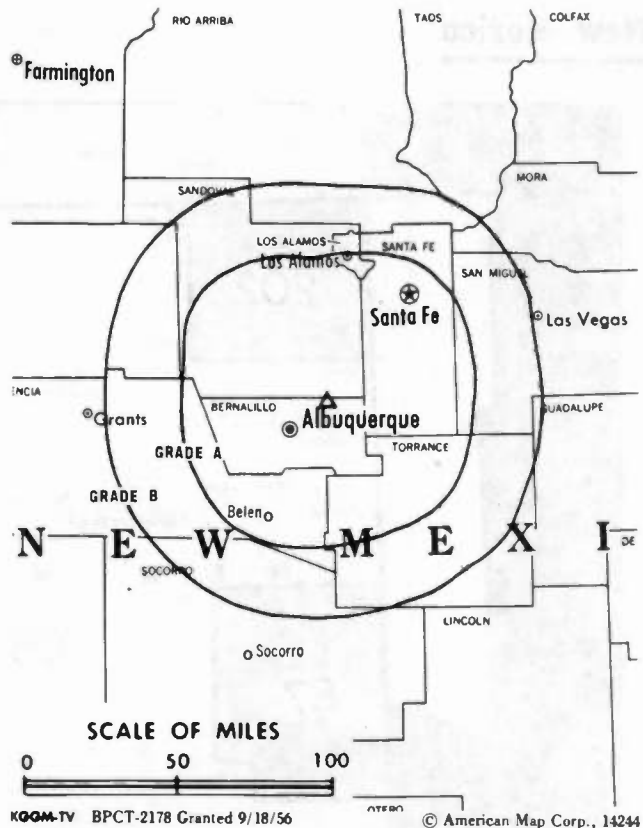
BRUCE HEBENSTREIT, president & chairman of board.  
PAUL THORNE, exec. vice president & station manager.  
C. L. (BUD) HOLGERSON, operations manager.  
ALAN P. DEME, chief engineer.  
JOHN ANDREWS, news director.  
JEANNE WAYLAND, public affairs director.  
LINDA LANDINI, promotion director.  
DAN STEVENS, production director.

Highest 30 Sec. Rate (July 26, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$609.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Alamosa	4,200	4,000	95
	Archuleta	1,500	1,400	93
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	Mineral	300	300	100
	Montezuma	6,000	5,700	95
	Rio Grande	3,400	3,200	94
	<b>NEW MEXICO</b>			
	Bernalillo	166,600	163,800	98
	Cibola	10,400	10,200	98
	Grant	9,300	8,800	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
Los Alamos	6,800	6,700	99	
Mc Kinley	16,200	15,000	93	
Mora	1,400	1,200	86	
Quay	4,200	4,000	95	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rio Arriba	9,800	9,100	93
	Sandoval	12,100	11,400	94
	San Juan	28,500	26,800	94
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Sierra	3,900	3,700	95
	Socorro	4,500	4,400	98
	Taos	6,800	6,200	91
	Torrance	2,900	2,800	96
	Valencia	11,200	11,100	99
Between 25-49%	<b>ARIZONA</b>			
	Apache North	11,200	10,000	89
	<b>COLORADO</b>			
	Saguache	1,500	1,400	93
	<b>NEW MEXICO</b>			
Catron	1,000	900	90	
Colfax	5,200	4,900	94	
Lincoln	4,600	4,400	96	
Otero	15,400	15,000	97	
Between 5-24%	<b>COLORADO</b>			
	Dolores	600	500	83
	La Plata	10,700	10,200	95
	<b>NEW MEXICO</b>			
	De Baca	1,000	1,000	100
Dona Ana	33,600	32,400	96	
Luna	6,000	5,800	97	
<b>Station Totals</b>		<b>443,000</b>	<b>426,700</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>				<b>311,200</b>
<b>Average Daily Circulation (1983)</b>				<b>183,500</b>

# New Mexico—Albuquerque

## KGSW

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw max. & 490-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural. Antenna: 4190-ft. above av. terrain, 201-ft. above ground, 10,813-ft. above sea level.

Latitude 35° 12' 55"  
Longitude 106° 27' 02"

Transmitter: Sandia Crest, near Albuquerque.

News Service: UPI.

Satellite Earth Stations: Prodelin, 5-meter; Scientific-Atlanta, 5-meter.

Network Service: None, independent.

Licensee: Galaxy-Southwest Television, Box 25200, Albuquerque, N.M. 87125.

Studio: 1377 University Blvd. NE, Albuquerque, N.M. 87102.

Telephone: 505-842-1414.

Mailing Address: Box 25200, Albuquerque, N.M. 87125.

Ownership: Galaxy—E. W. Richardson, pres., 49%; B. L. Turner, exec. v.p., 31%; Julius Golden, v.p., 10%; William H. Hyde, secy.; Paul M. Morgan, treas.; Diana G. Golden, 10%. Southwest—Eugene D. Adelstein & Edward B. Berger, gen. partners, 12 2/3% each; 28 others, all ltd. partners, 2 2/3% each. Adelstein & Berger have interest in KZAZ, Tucson-Nogales, Ariz.

Began Operation: May 8, 1981.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Verner, Lipfert, Bernhard & McPherson.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

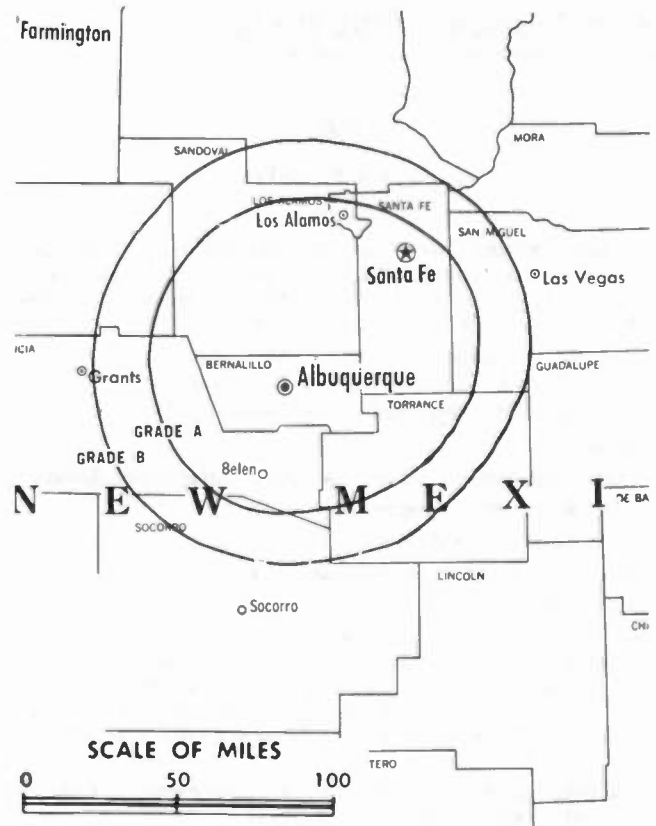
### Personnel:

ERICK B. STEFFENS, general manager.  
SHIRLEY MIX, sales manager.  
DUDLEY BULLOCK, chief engineer.  
ULLI VOGEL, business manager.

Highest 30 Sec. Rate (July 1, 1983): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
<b>50% &amp; Over</b>	Bernalillo	166,600	163,800	98
	Torrance	2,900	2,800	96
	Valencia	11,200	11,100	99



KGSW BPCT-781010KE Granted 5/29/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
<b>Between 25-49%</b>	Los Alamos	6,800	6,700	99
	Sandoval	12,100	11,400	94
	Santa Fe	29,200	28,300	97
	Socorro	4,500	4,400	98
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Cibola	10,400	10,200	98
	Guadalupe	1,500	1,400	93
	Mc Kinley	16,200	15,000	93
	Rio Arriba	9,800	9,100	93
	San Miguel	7,700	7,100	92
	Taos	6,800	6,200	91
<b>Station Totals</b>		<b>285,700</b>	<b>277,500</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>124,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>47,900</b>	

# New Mexico—Albuquerque

## KNAT

(formerly KLKK-TV)

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1191-kw max. & 387-kw horizontal visual, 119.1-kw max. & 38.7-kw horizontal aural. Antenna: 4130-ft. above av. terrain, 136-ft. above ground, 10,748-ft. above sea level.

Latitude 35° 12' 55.0"  
Longitude 106° 27' 01.5"

Transmitter: Sandia Crest, Cibola National Forest.

News Service: UPI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter.

Network Service: None, independent.

Licensee: Carson Communications Corp.

Studio: 1510 Coors Blvd. NW, Albuquerque, N.M. 87105.

Telephone: 505-836-1992.

Ownership: John W. Carson, chmn., 41.05%; Neil Simon, pres., 25.66%; Salvatore F. Durante, v.p., 3.22%; Kenneth L. Browning, secy.-treas., 2.68%; Paul Anka, 10.26%; David M. Letterman, 5.12%; Joan Rivers, 4.11%; 10 others, none with more than 3%. Carson, Durante & Browning have interest in KVVU-TV, Henderson-Las Vegas, Nev.

Began Operation: Aug. 10, 1975. Sale to present owners by Eddie L. Pena, et al., approved by FCC July 23, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Buskin, Gairms & Gaines.

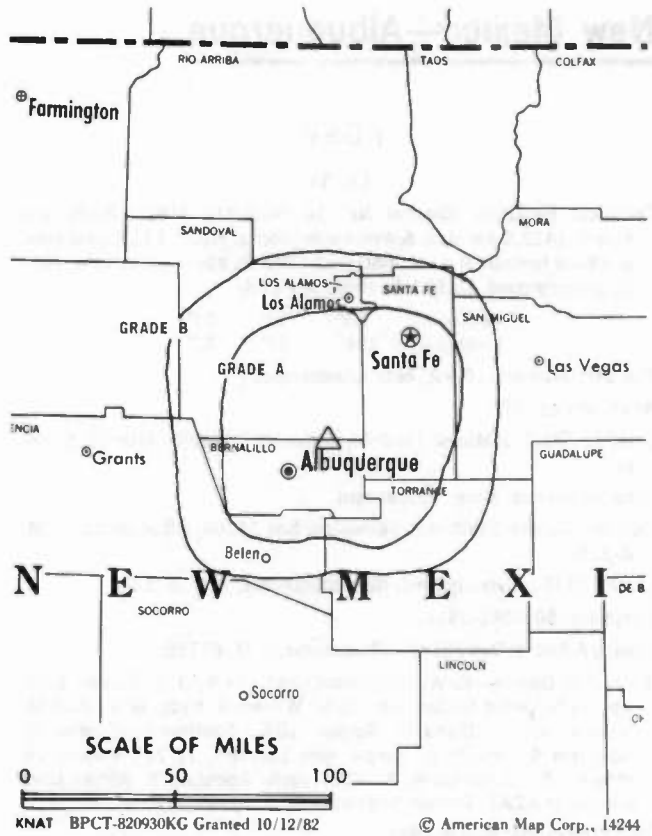
### Personnel:

BOB BREWER, station manager.  
TIM LETOURNEAU, general sales manager.  
BILL FROST, chief engineer.  
RICH GREENE, production/promotion manager.  
SANDIE BOSLEY, program director.

Highest 30 Sec. Rate (July 25, 1981): \$120.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Conejos	2,400	2,300	96
	<b>NEW MEXICO</b>			
	Bernalillo	166,600	163,800	98
	Sandoval	12,100	11,400	94
	Torrance	2,900	2,800	96
Valencia	11,200	11,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Costilla	1,000	900	90
	Rio Grande	3,400	3,200	94
<b>NEW MEXICO</b>	Cibola	10,400	10,200	98
	Los Alamos	6,800	6,700	99
	Mc Kinley	16,200	15,000	93
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Socorro	4,500	4,400	98
	<b>COLORADO</b>			
<b>Between 5-24%</b>	Saguache	1,500	1,400	93
	<b>NEW MEXICO</b>			
	Guadalupe	1,500	1,400	93
	Lincoln	4,600	4,400	96
	Rio Arriba	9,800	9,100	93
	Taos	6,800	6,200	91
<b>Station Totals</b>		<b>298,600</b>	<b>289,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>138,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>61,600</b>	

# 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' 53.0"  
Longitude 106° 27' 01.3"

Transmitter: Sandia Crest.

News Services: AP, UPI, CNN.

Satellite Earth Stations: Harris, 6.1-meter; Andrew, 9.3-meter; Harris & Avantek receivers.

Network Service: ABC.

Licensee: KOAT-TV Inc., 3801 Carlisle Blvd. NE 87107.

Studio: 3801 Carlisle Blvd. NE, Albuquerque, N.M. 87107.

Telephone: 505-884-7777. TWX: 910-989-1687.

Ownership: Pulitzer Publishing Co. For other interests, see Group Ownership of Television Stations.

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 Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vol. 12:51; 13:6).

Represented (sales) by Blair Television.

Represented (legal) by Marmet & McCombs, P.C.

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

### Personnel:

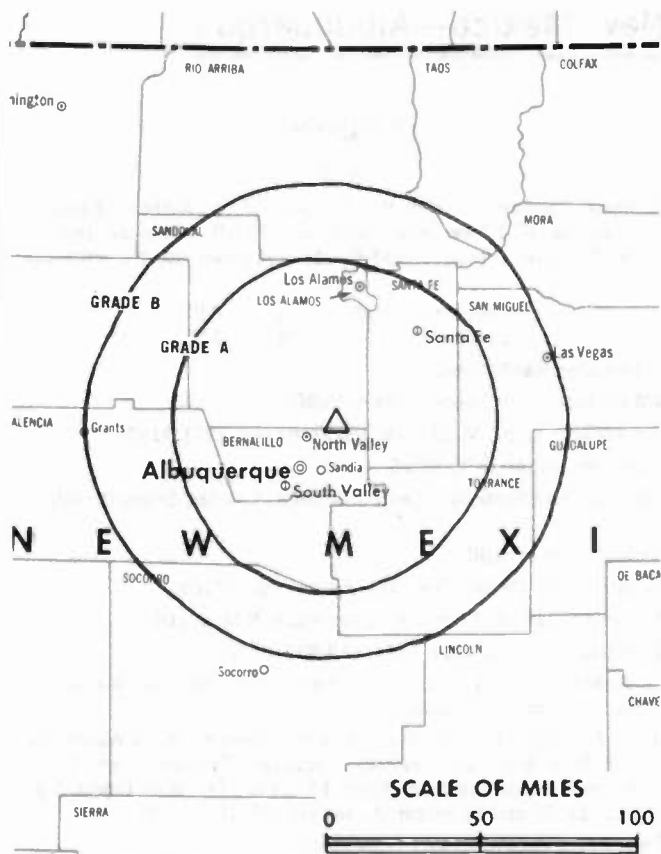
MAX SKLOWER, general manager.  
ELVIN SMITH, operations mgr. & national sales manager.  
JOHN McKEAN, news director.  
JAMES SHARMAN, chief engineer.  
DAVE SHAW, production manager.  
DICK GOIN, local sales manager.

Highest 30 Sec. Rate (March 9, 1981): \$1200.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache North	11,200	10,000	89
	<b>COLORADO</b>			
	Alamosa	4,200	4,000	95
	Archuleta	1,500	1,400	93
	Conejos	2,400	2,300	96
	La Plata	10,700	10,200	95
	Mineral	300	300	100
	Montezuma	6,000	5,700	95
	Rio Grande	3,400	3,200	94
	Saguache	1,500	1,400	93
	<b>NEW MEXICO</b>			
	Bernalillo	166,600	163,800	98
	Catron	1,000	900	90
Chaves	19,700	19,300	98	
Cibola	10,400	10,200	98	
Colfax	5,200	4,900	94	
Curry	15,200	14,800	97	
De Baca	1,000	1,000	100	
Grant	9,300	8,800	95	
Guadalupe	1,500	1,400	93	
Harding	400	400	100	
Hidalgo	2,100	2,000	95	



KOAT-TV BMPCT-3777 Granted 5/3/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	4,600	4,400	96
	Los Alamos	6,800	6,700	99
	Luna	6,000	5,800	97
	Mc Kinley	16,200	15,000	93
	Mora	1,400	1,200	86
	Otero	15,400	15,000	97
	Quay	4,200	4,000	95
	Rio Arriba	9,800	9,100	93
	Sandoval	12,100	11,400	94
	San Juan	28,500	26,800	94
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Sierra	3,900	3,700	95
	Socorro	4,500	4,400	98
Taos	6,800	6,200	91	
Torrance	2,900	2,800	96	
Union	1,700	1,600	94	
Valencia	11,200	11,100	99	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>NEW MEXICO</b>			
Eddy	17,600	17,200	98	
Lea North	17,400	17,000	98	
Roosevelt	5,800	5,600	97	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Costilla	1,000	900	90
	<b>NEW MEXICO</b>			
Dona Ana	33,600	32,400	96	
Lea South	2,600	2,500	96	
<b>TEXAS</b>				
Parmer	3,500	3,500	99	
<b>Station Totals</b>		<b>528,600</b>	<b>510,200</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>391,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>260,100</b>	

# New Mexico—Albuquerque

## KOB-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-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.

AM Affiliate: KOB, 50-kw, 770 kHz (NBC).

FM Affiliate: KOB-FM, 21.5-kw, 93.3 MHz (No. 227), 4150-ft.

News Services: AP, UPI, NIWS.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque 87103.

Studio: 4 Broadcast Plaza SW, Albuquerque, N.M. 87104.

Telephone: 505-243-4411. TWX: 910-989-1682.

Ownership: Hubbard Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

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 Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

### Personnel:

STANLEY E. HUBBARD, chairman of the board.

STANLEY S. HUBBARD, president.

JERRY DANZIGER, vice president & general manager.

DAVE HERMAN, vice president & station manager.

HOWARD HOFFMAN, national sales manager.

DAVE CAVILEER, sales manager.

DALE MITCHELL, production manager.

F. A. BIBEAU, chief engineer.

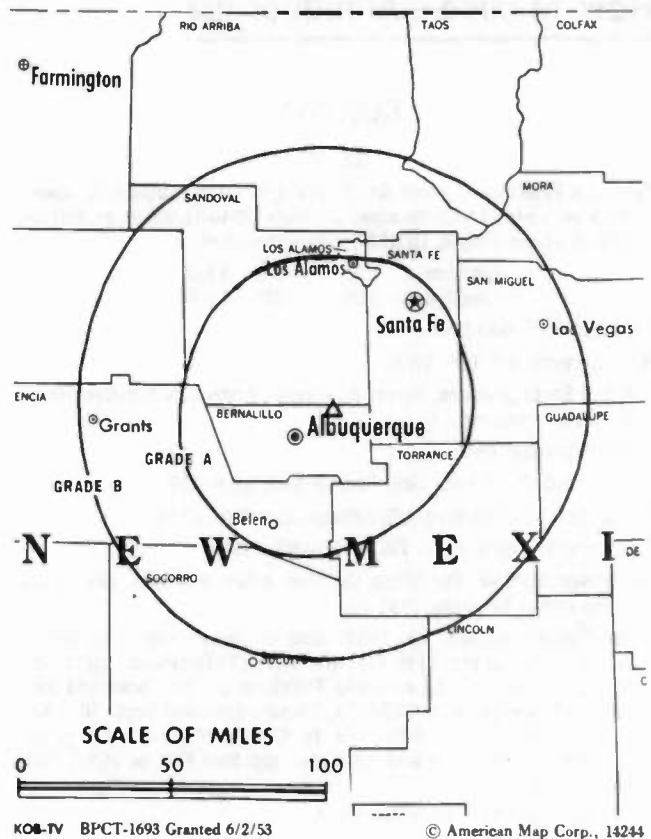
DAN KLINTWORTH, promotion director.

Highest 30 Sec. Rate: \$720.

NETWORK BASE HOURLY RATE: \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Alamosa	4,200	4,000	95
	Archuleta	1,500	1,400	93
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	La Plata	10,700	10,200	95
	Montezuma	6,000	5,700	95
	Rio Grande	3,400	3,200	94
	<b>NEW MEXICO</b>			
	Bernalillo	166,600	163,800	98
Cibola	10,400	10,200	98	
Colfax	5,200	4,900	94	
Curry	15,200	14,800	97	
Grant	9,300	8,800	95	
Guadalupe	1,500	1,400	93	
Harding	400	400	100	
Lincoln	4,600	4,400	96	
Los Alamos	6,800	6,700	99	



KOB-TV BPCT-1693 Granted 6/2/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Kinley	16,200	15,000	93
	Mora	1,400	1,200	86
	Otero	15,400	15,000	97
	Quay	4,200	4,000	95
	Rio Arriba	9,800	9,100	93
	Sandoval	12,100	11,400	94
	San Juan	28,500	26,800	94
	San Miguel	7,700	7,100	92
	Santa Fe	29,200	28,300	97
	Sierra	3,900	3,700	95
	Socorro	4,500	4,400	98
	Taos	6,800	6,200	91
	Torrance	2,900	2,800	96
	Valencia	11,200	11,100	99
Between 25-49%	<b>ARIZONA</b>			
	Apache North	11,200	10,000	89
	<b>COLORADO</b>			
Dolores	600	500	83	
Saguache	1,500	1,400	93	
Between 5-24%	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
	Eddy	17,600	17,200	98
Roosevelt	5,800	5,600	97	
Between 5-24%	<b>NEW MEXICO</b>			
	Dona Ana	33,600	32,400	96
	Hidalgo	2,100	2,000	95
	Luna	6,000	5,800	97
Between 5-24%	<b>TEXAS</b>			
Parmer	3,500	3,500	99	
<b>Station Totals</b>		<b>485,900</b>	<b>468,500</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>				<b>334,700</b>
<b>Average Daily Circulation (1983)</b>				<b>196,400</b>

# New Mexico—Carlsbad

## KAVE-TV

Ch. 6

(Satellite of KVIA-TV, El Paso, Tex.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

Latitude 32° 47' 39"  
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rte. 83.

News Service: CNN.

Network Service: ABC.

Licensee: Marsh Media of El Paso, Box 12277, El Paso, Tex. 79912.

Ownership: See KVIA-TV, El Paso, Tex.

Began Operation: Aug. 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 (Vol. 3:9, 25). Sale of control by Nancy H. Battison to Talbott group approved by FCC Feb. 20, 1958 (Vol. 14:2, 8).

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Smith & Powstenko.

Personnel:

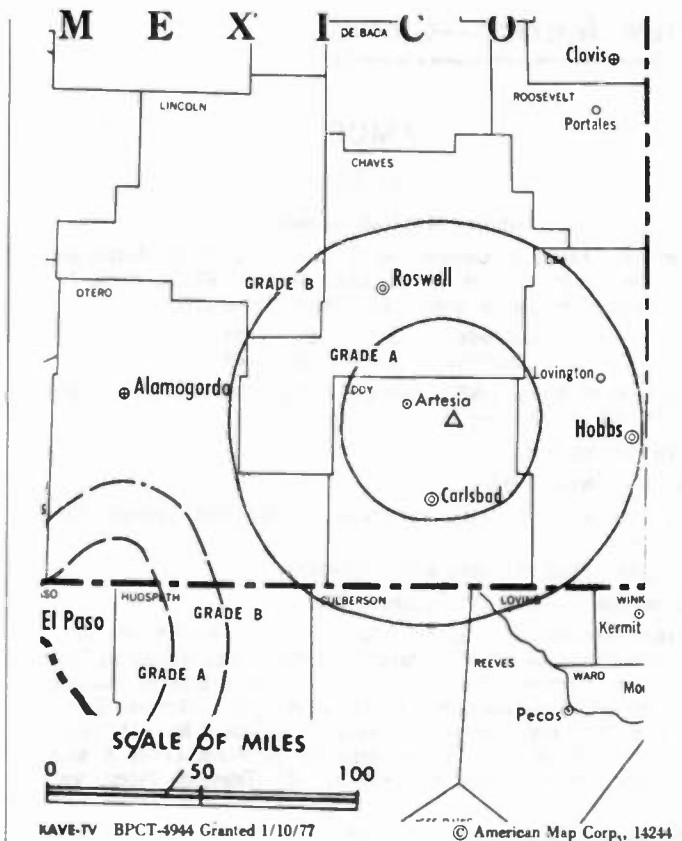
NICK FEDERSPIEL, general manager.

ROBERT LANCASTER, chief engineer.

Highest 30 Sec. Rate (Oct. 1, 1983): \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
Between 25-49%	Chaves	19,700	19,300	98
	Eddy	17,600	17,200	98
<b>NEW MEXICO</b>				
Between 5-24%	Lea North	17,400	17,000	98
	Lea South	2,600	2,500	96
<b>Station Totals</b>		<b>57,300</b>	<b>56,000</b>	<b>97</b>
Net Weekly Circulation (1983)			17,700	
Average Daily Circulation (1983)			8,700	



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# New Mexico—Clovis

## KMCC

Ch. 12

(Satellite of KAMC, Lubbock, Tex.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 178-kw visual, 3.5-kw aural. Antenna: 670-ft. above av. terrain; 719-ft. above ground, 4749-ft. above sea level.

Latitude 34° 11' 34"  
Longitude 103° 16' 44"

Transmitter: 3.4-mi. ENE of center of Portales, 0.55-mi. NE of State Rte. 88, near Portales, N.M.

News Service: UPI.

Network Service: ABC.

Licensee: McAlister Television Enterprises, Box 2805, Lubbock, Tex. 79408.

Telephones: 505-276-8266 & 505-762-0221.

Ownership: See KAMC(TV), Lubbock, Tex.

Began Operation: Dec. 2, 1956. Sale to present owner by Melvin L. Wheeler approved by FCC March 23, 1979. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass by Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Television Digest, Vol. 15:38, 43).

Represented (sales) by Katz Television.

Represented (legal) by Leo Resnick.

Personnel:

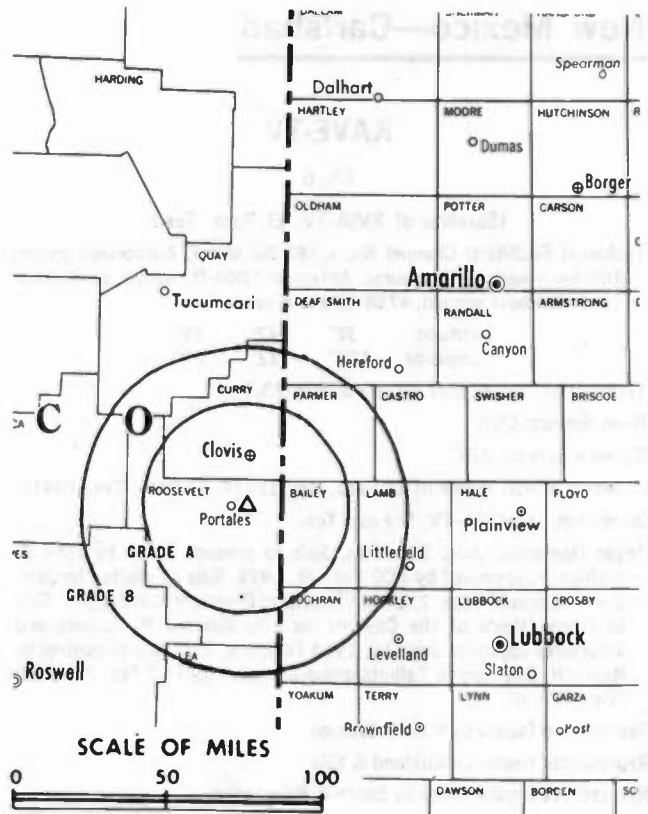
NICK BRADY, general manager.  
HERBERT COMPTON, chief engineer.

Highest 30 Sec. Rate: \$75.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Curry	15,200	14,800	97
	Roosevelt	5,800	5,600	97
Between 25-49%	<b>TEXAS</b>			
	Bailey	2,700	2,700	100



KMCC BMPCT-6454 Granted 6/7/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hale	12,900	12,700	98
	Parmer	3,500	3,500	99
<b>NEW MEXICO</b>				
Between 5-24%	De Baca	1,000	1,000	100
	Quay	4,200	4,000	95
<b>TEXAS</b>				
	Lamb	6,700	6,600	98
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Terry	5,100	5,000	98
<b>Station Totals</b>		<b>137,900</b>	<b>136,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>30,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>15,500</b>	

# New Mexico—Farmington

## KIVA-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 410-ft. above av. terrain, 209-ft. above ground, 6049-ft. above sea level.

Latitude 36° 41' 43"  
Longitude 108° 13' 14"

Transmitter: 2-mi. SSW of Farmington on Hwy. 371.

News Services: AP, NIWS.

Satellite Earth Station: Startrack; 5-meter.

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1620, Farmington, N.M. 87401.

Studio: Highway 371 South, Farmington, N.M. 87401.

Telephone: 505-327-9881. TWX: 910-980-0604.

Ownership: KOB-TV Inc., 100%. KOB-TV Inc. ownership: Hubbard Bcstg. Inc., 100%. For other Hubbard interests, see Group Ownership of TV Stations.

Began Operation: Oct. 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

Represented (sales) by Katz Television; Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Koteen & Naftalin.

### Personnel:

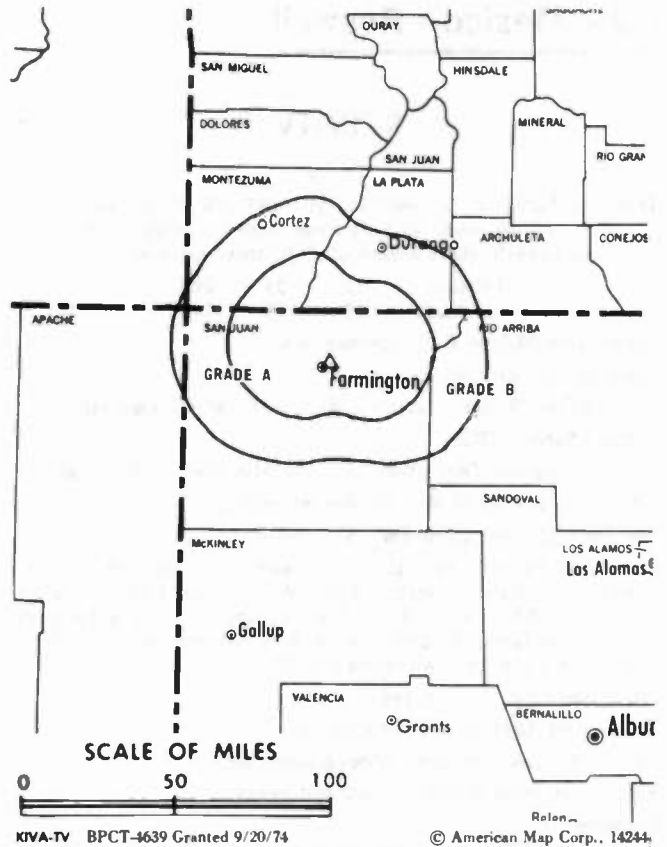
MICHAEL CLARK, general manager.  
BETTIE CLEVELAND, station manager.  
DAVE SMITH, sales manager.

Highest 30 Sec. Rate: \$130.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b> San Juan	28,500	26,800	94
Between 25-49%	<b>COLORADO</b> La Plata	10,700	10,200	95
Between 5-24%	<b>COLORADO</b> Montezuma	6,000	5,700	95
Station Totals		45,200	42,700	94
Net Weekly Circulation (1983)			25,400	
Average Daily Circulation (1983)			12,800	



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# 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: 29.5-mi. E of Hagerman, N.M.

News Services: AP, CBS.

Satellite Earth Stations: Scientific-Atlanta; 7-meter & 4.6-meter.

Network Service: CBS.

Licensee: Caprock Telecasting Inc., Box 910, Roswell, N.M. 88201.

Studio: 212-214 North Main St., Roswell 88201.

Telephone: 505-622-2120. TWX: 910-986-0072.

Ownership: Holsum Inc., 100%. HI ownership: Gene Reischman, 44.67%; J. Kenneth Smith, 15.8%; W. C. Taylor, 2.19%; Stephen Smith, 14.8%; First National Bank of Roswell, Trustee for John Hugh King family, 11.29%; Joseph A. & Suzanne Carriere, 2.14% jointly; 8 others, none with more than 2%.

Began Operation: Feb. 23, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

JOE CARRIERE, exec. vice president & general manager.

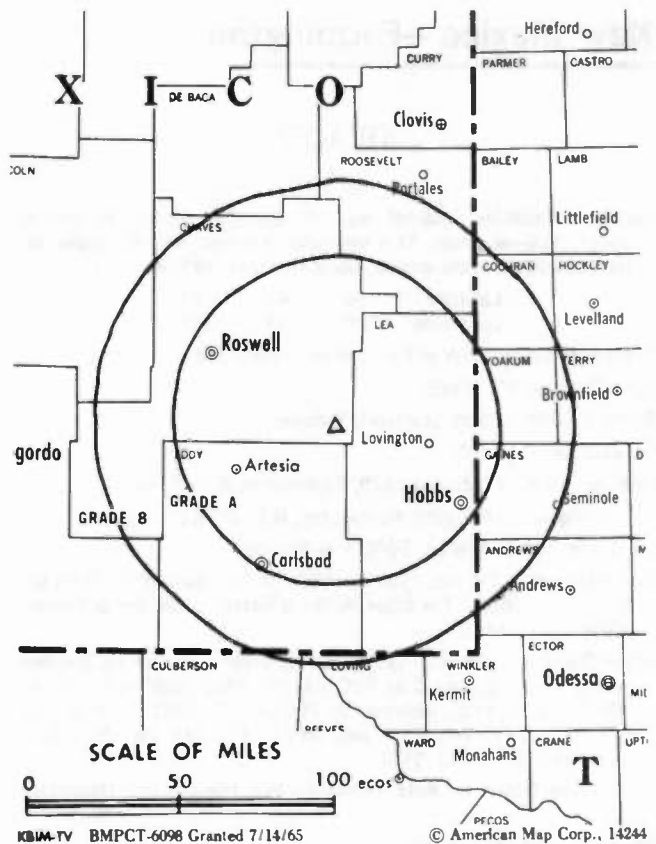
E. C. RADER, chief engineer.

Highest One Hour Rate: \$300.

NETWORK BASE HOURLY RATE: \$240.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Chaves	19,700	19,300	98
	Eddy	17,600	17,200	98
	Lea North	17,400	17,000	98
	Lincoln	4,600	4,400	96
	Otero	15,400	15,000	97
	Roosevelt	5,800	5,600	97
<b>TEXAS</b>	Yoakum	3,000	3,000	100
	<b>NEW MEXICO</b>			
<b>Between 25-49%</b>	Curry	15,200	14,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	De Baca	1,000	1,000	100
	Lea South	2,600	2,500	96
	<b>TEXAS</b>			
	Gaines	4,500	4,400	99
	Hudspeth	800	800	100
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Quay	4,200	4,000	95
	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Cochran	1,500	1,500	100
	Culberson	1,000	1,000	100
	Parmer	3,500	3,500	99
<b>Station Totals</b>		<b>120,500</b>	<b>117,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>78,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>49,700</b>	

# 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.

News Services: UPI, NIWS, NBC.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Arbitron Data: Included with KCBD-TV, Lubbock.

Network Service: NBC.

Licensee: KCBD Associates.

Studio: 5600 Ave. A, Lubbock, Tex. 79404.

Telephone: 806-744-1414. TWX: 910-896-4306.

Ownership: See KCBD-TV, Lubbock, Tex. Note: Sale to Hubbard Bcstg. pends.

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.

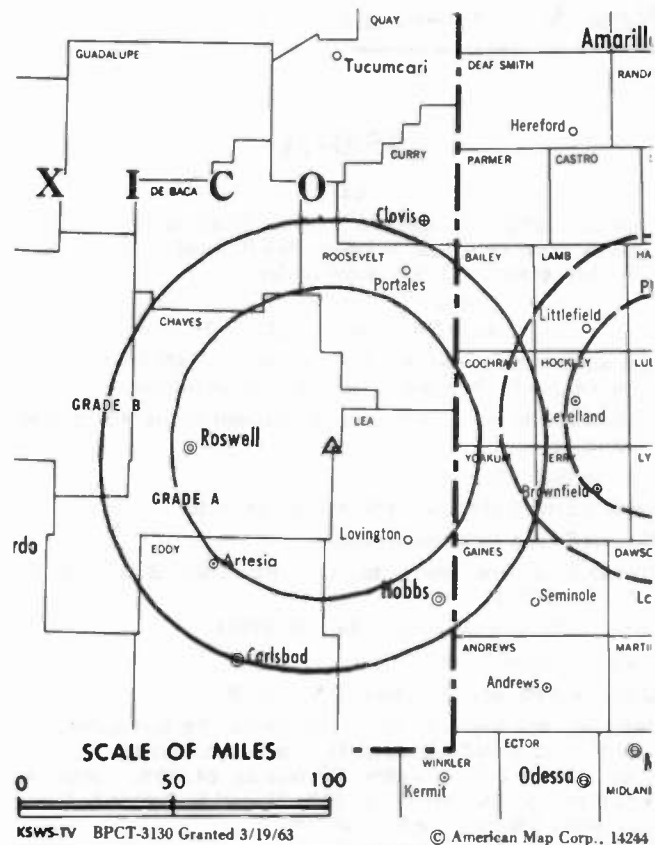
Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel: See KCBD-TV, Lubbock.

Rates: See KCBD-TV, Lubbock.



KSWs-TV BPCT-3130 Granted 3/19/63

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For CPs & Applications,  
consult Index

# New Mexico—Santa Fe

## KSAF-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 88-kw visual, 8-kw aural. Antenna: 1960-ft. above av. terrain, 257-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 47' 17"  
Longitude 106° 31' 35"

Requests modification of CP for change to 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Transmitter: No Name Mtn., Sante Fe National Forest, 9.3-mi. E of Jamez Springs.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 4.6-meter.

Network Service: None, independent.

Grantee: New Mexico Media Ltd., a Ltd. Partnership, Box 580, Santa Fe, N.M. 87501.

Studio: 2009 Pacheco St., Santa Fe, N.M. 87501.

Telephone: 505-473-2002.

Mailing Address: Box 580, Santa Fe, N.M. 87501.

Ownership: New Mexico Media Co., gen. partner; ltd. partnership units to be sold. NMMC ownership: El Siete Ltd. partnership, 38.325%; Mr. & Mrs. John J. Pollon, life tenants, 24.325%; Charles F. Scanlan, 16.35%; Jeff Pollon, 10%; Michael L. Runnels & Arturo Jaramillo, 5% each; Abe Silver Jr., 1%.

Began Operation: Oct. 31, 1983.

Represented (sales) by Adam Young Inc.

Represented (legal) by Mullin, Rhyne, Emmons & Topel.

Represented (engineering) by David L. Steel Sr. & Associates.

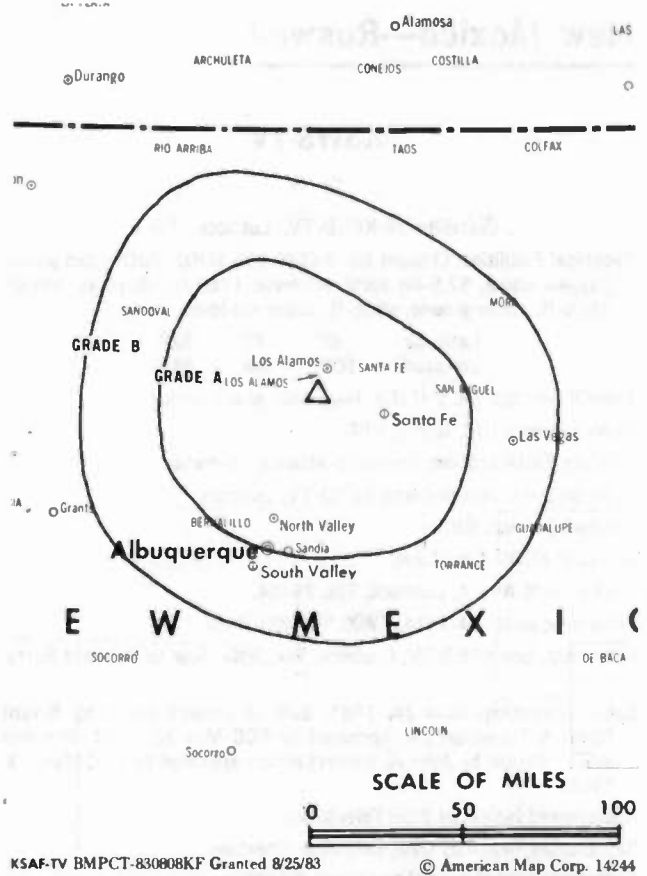
Personnel:

ALBERT C. LUCERO, general manager.

FRED WUENCHEL, chief engineer.

ARTHUR ALPERT, news director.

Highest 30 Sec. Rate (Sept. 30, 1983): \$400.



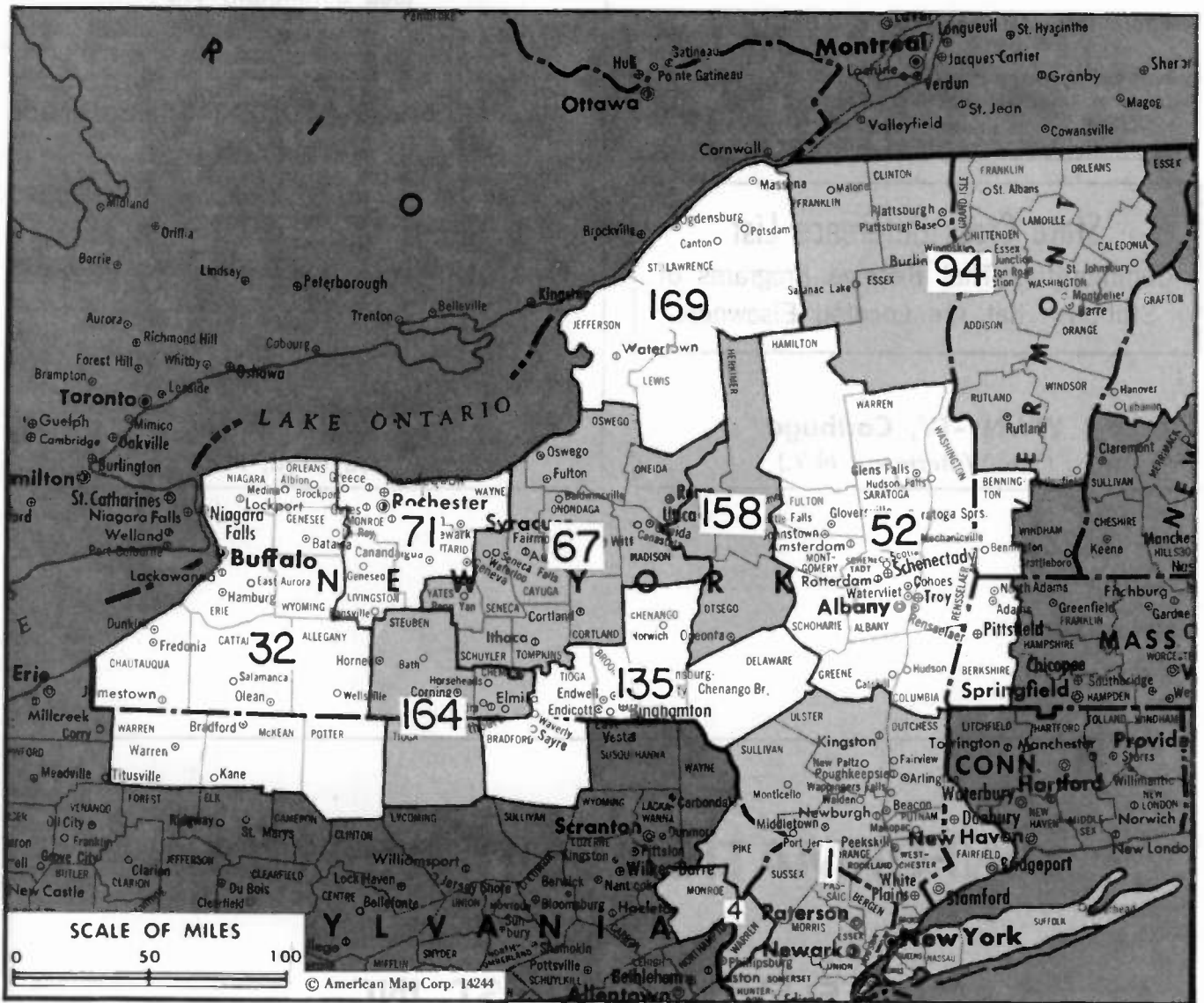
KSAF-TV BMPCT-830608KF Granted 8/25/83

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# MALARKEY-TAYLOR ASSOCIATES

Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New York, N.Y.	6,457,900	1	4,189,000	1	WABC-TV (7), WCBS-TV (2), WNBC-TV (4), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
Buffalo, N.Y.	632,800	32	343,000	35	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WUTV (29)
Albany-Schenectady-Troy, N.Y.	467,000	52	284,000	48	WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23)
Syracuse, N.Y.	358,800	67	230,000	60	WIXT (9), WSTM-TV (3), WTVH (5)
Rochester, N.Y.	337,500	71	198,000	69	WHEC-TV (10), WOKR (13), WRoc-TV (8), WUHF (31)
Burlington, Vt.-Plattsburgh, N.Y.	237,600	94	112,000	108	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)
Binghamton, N.Y.	150,200	135	84,000	132	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, N.Y.	101,200	158	45,000	160	WKTV (2); WUTR (20)
Elmira, N.Y.	83,600	164	26,000	178	WENY-TV (36), WETM-TV (18)
Watertown-Carthage, N.Y.	76,100	169	26,000	178	WWNY-TV (7)

## New York

New York Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	22	13	35
Educational Television Stations	1	11	<u>12</u>
			47

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WWNY-TV, Carthage**  
(See Watertown, N.Y.)

### **WCAX-TV & WVNY, Plattsburgh**

(See Burlington, Vt.)

### **WNYT, WRGB & WTEN, Schenectady**

(See Albany, N.Y.)

### **WNYT & WRGB, Troy**

(See Albany, N.Y.)

### **WUTR, Rome**

(See Utica, N.Y.)

## INFORMATION FOR THE 1980s

from

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# New York—Albany-Troy-Schenectady

## WNYT

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 20.3-kw aural. Antenna: 1180-ft. above av. terrain, 747-ft. above ground, 1687-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

Transmitter: Bald Mtn., Brunswick, N.Y.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 7.5-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Viacom Broadcasting Inc., Box 4035, Albany 12204.

Studio: 15 N. Pearl St., Menands, N.Y. 12204.

Telephone: 518-436-4791. TWX: 710-441-8282.

Ownership: Viacom Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

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. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25, 41; 19:46).

Represented (sales) by TeleRep.

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

Represented (engineering) by Smith & Powstenko.

### Personnel:

PAUL D. ARNZEN, vice president & general manager.  
THOMAS BURKE, station manager.  
LARRY EMSWELLEN, director of programming & production.  
DONALD D. PERRY, director of sales.  
CYNTHIA WILLIAMS, promotion manager.  
LINDA CUMMINGS, traffic manager.  
MICHAEL DREADEN, news director.  
FREDERICK LASS, chief engineer.

Highest 30 Sec. Rate (March 1, 1982): \$800.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Berkshire	53,500	52,500	98
	<b>NEW YORK</b>			
	Albany	109,600	107,400	98
	Columbia	22,400	21,900	98
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98
	Montgomery	19,900	19,400	97



WNYT BPCT-781228LC Granted 6/20/79

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rensselaer	54,000	52,800	98	
	Saratoga	55,900	55,100	98	
	Schenectady	56,300	55,400	98	
	Schoharie	10,400	10,000	97	
	Warren	20,200	19,600	97	
	Washington	18,400	18,000	98	
	<b>VERMONT</b>				
	Bennington	12,800	12,400	97	
	<b>NEW YORK</b>				
	Ulster	58,800	56,800	97	
<b>VERMONT</b>					
Rutland	21,800	21,200	97		
<b>NEW YORK</b>					
Between 5-24%	Delaware	16,900	16,200	96	
	Hamilton	1,900	1,800	95	
	Herkimer	24,000	23,500	98	
	Otsego	21,000	20,300	97	
<b>VERMONT</b>					
Addison	10,100	9,800	97		
<b>Station Totals</b>		625,000	610,300	97	
<b>Net Weekly Circulation (1983)</b>				418,000	
<b>Average Daily Circulation (1983)</b>				245,500	



# New York—Albany

**WTEN**

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 Mtn., New Scotland.

News Services: AP, UPI, National Weather Service.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Arbitron Data: Includes satellite WCDC, Adams, Mass.

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc.

Studio: 341 Northern Blvd., Albany, N.Y. 12204.

Telephone: 518-436-4822. TWX: 710-441-8203.

Ownership: Knight-Ridder Newspapers, 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

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

Personnel:

RONALD PULERA, general manager.  
GENE COLLINS, director of operations.  
J. ROBERT BRENNAN, business manager.  
ANDREW YACERICH, chief engineer.  
TOM BRYSON, news director.  
JUDY BURNS, public service director.  
BONNIE TYMANN, promotion manager.

Highest One Hour Rate (Jan. 1, 1982): \$3500.

Highest 30 Sec. Rate (March 12, 1982): \$1000.

NETWORK BASE HOURLY RATE: \$2300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Berkshire	53,500	52,500	98
	<b>NEW YORK</b>			
	Albany	109,600	107,400	98
	Columbia	22,400	21,900	98
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98
	Hamilton	1,900	1,800	95
	Montgomery	19,900	19,400	97
	Rensselaer	54,000	52,800	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
	Schoharie	10,400	10,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	20,200	19,600	97
	Washington	18,400	18,000	98
	<b>VERMONT</b>			
	Bennington	12,800	12,400	97
	Rutland	21,800	21,200	97
	<b>NEW YORK</b>			
	Herkimer	24,000	23,500	98
Between 25-49%	Ulster	58,800	56,800	97
	<b>VERMONT</b>			
	Windham	14,800	14,100	95
	<b>MASSACHUSETTS</b>			
	Franklin	25,500	24,600	97
	Hampshire	46,900	45,800	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,200	22,500	97
	<b>NEW YORK</b>			
	Delaware	16,900	16,200	96
	Dutchess	84,800	82,700	98
	Onelida East	58,400	57,300	98
	Otsego	21,000	20,300	97
	<b>PENNSYLVANIA</b>			
	Pike	7,800	7,500	96
	<b>VERMONT</b>			
	Addison	10,100	9,800	97
Station Totals		886,400	864,800	97
Net Weekly Circulation (1983)			513,800	
Average Daily Circulation (1983)			307,200	

# 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.

News Services: AP, CBS, CNN Headline News.

Satellite Earth Station: In operation.

Network Service: CBS.

Licensee: WRGB Inc., 1400 Balltown Rd. 12309.

Studio: 1400 Balltown Rd., Schenectady, N.Y. 12309.

Telephone: 518-385-1385. TWX: 710-442-2974.

Ownership: Universal Communications Corp., 100%. UNC ownership: John D. Backe, chmn.; James J. Delmonico, pres.; W. Brian Little, v.p.; John A. Sprague, v.p.-secy.; Paul M. Martin, secy.-treas.; Nicholas C. Forstmann, treas. WRGB Inc. is a wholly-owned subsidiary of UniCom Inc. which is owned by UniCom Partners, 52.2%; John D. Backe, 22.7%; FLC IX, 14.1%; Communications Investment Partners, 6.7%; Finabel America, 4.3%.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939). Sale to present owner by General Electric Broadcasting Co. approved by FCC June 30, 1983 (Television Digest, Vol. 22:48; 23:18).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

**Personnel:**

- JAMES J. DELMONICO, president & general manager.
- DAVID M. LYNCH, manager, WRGB television.
- MANN REED, manager, television sales.
- TERRY WALDEN, manager, programming & promotion.
- ARTHUR R. GARLAND, mgr., program services & public affairs.
- CHARLES B. KING, manager, operations.
- DONALD J. DECKER, manager, news.
- PETER RUBENSTEIN, manager, promotion.

Highest 30 Sec. Rate (Feb. 1, 1978): \$1200.

**NETWORK BASE HOURLY RATE: \$2550.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Berkshire	53,500	52,500	98
	<b>NEW YORK</b>			
	Albany	109,600	107,400	98
	Columbia	22,400	21,900	98



WRGB BPCT-1047 Granted 9/16/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VERMONT</b>			
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98
	Hamilton	1,900	1,800	95
	Montgomery	19,900	19,400	97
	Rensselaer	54,000	52,800	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
	Schoharie	10,400	10,000	97
	Warren	20,200	19,600	97
Washington	18,400	18,000	98	
<b>NEW YORK</b>				
Between 25-49%	Dutchess	84,800	82,700	98

(Continued on page 642)

Station Totals	798,800	779,900	97
Net Weekly Circulation (1983)		511,700	
Average Daily Circulation (1983)		328,300	

# Albany's Leading News Station\*

WRGB, Inc.

A CBS AFFILIATE



\*Average N.S.I. Nov '80 - Feb '82



# New York—Albany

**WXXA-TV**

Ch. 23



**INDEPENDENT TELEVISION STATION  
PETRY TELEVISION, INC.**

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3055-kw visual, 305-kw aural. Antenna: 1199-ft. above av. terrain, 465-ft. above ground, 2119-ft. above sea level.

Latitude 42° 37' 01"  
Longitude 74° 00' 46"

Transmitter: Camp Pinnacle Rd., New Scotland.

Network Service: None, independent.

Licensee: Albany TV 23 Inc., 150 State St., Albany, N.Y. 12207.

Studio: 815 Central Ave., Albany, N.Y. 12206.

Telephone: 518-438-8700.

Mailing Address: Box 6423, Albany, N.Y. 12206.

Ownership: L. William Seidman, chmn., 19.77%; Raymond T. Schuler, vice chmn.-secy., 8.14%; James D. Boaz, pres.; Joyce V. Hatton, v.p., 11.63%; Priscilla Morgan, v.p., 4.65%; Thomas N. Hurd, treas., 5.18%; Richard L. Dunham, 8.14%; Arthur Penn, 6.98%; Laura C. Kirby & Richard T. Moolick, 5.18% each; Judith E. Juhring & Akton B. P. Daly III, 4.65% each; Cuthbert Callender, 2.33%. Hatton & Seidman have interest in KSPN(FM), Aspen, Colo.; application for Ch. 15, Omaha, Neb. Joyce V. Hatton owns 10.125% of KSPN(FM), Aspen, Colo. & 10% of KVMN(FM), Pueblo, Colo.

Began Operation: July 30, 1982.

Represented (sales) by Petry Television Inc.

Represented (legal) by Arnold & Porter.

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

Personnel:

JAMES D. BOAZ, general manager.

DAVID LOW, station manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 25-49%	Albany	109,600	107,400	98
	Rensselaer	54,000	52,800	98



WXXA-TV BMPCT-820615KE Granted 7/26/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
Between 5-24%	<b>MASSACHUSETTS</b>			
	Berkshire	53,500	52,500	98
	<b>NEW YORK</b>			
	Columbia	22,400	21,900	98
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98
	Montgomery	19,900	19,400	97
	Schoharie	10,400	10,000	97
	Warren	20,200	19,600	97
	Washington	18,400	18,000	98
Between 5-24%	<b>VERMONT</b>			
Bennington	12,800	12,400	97	
<b>Station Totals</b>		<b>470,500</b>	<b>460,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>113,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>53,000</b>	

# New York—Binghamton

## WBNG-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"  
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

News Services: UPI, CBS, CNN.

Satellite Earth Station: Channel Master.

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612, Executive Bldg., Cherry Hill, N.J. 08002.

Studio: 50 Front St., Binghamton 13902.

Branch offices: Elmira—111-115 N. Main St. 14901; Oneonta—242 Main St. 13820.

Telephone: 607-723-7311. TWX: 510-252-1991.

Ownership: Bergen Evening Record Corp. Officers: George A. Koehler, pres.; H. Lewis Klein, exec. v.p.; Charles A. Agemian, v.p.-treas.; Herbert E. Nelson, secy. Gateway also owns WTAJ-TV, Altoona; WLYH-TV, Lancaster-Lebanon, Pa. & WOWK-TV, Huntington-Charleston, W. Va.

Began Operation: Dec. 1, 1949. Sale to present owners by Triangle Publications approved by FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous sale to Triangle by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11, 19).

Represented (sales) by Blair Television.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Smith & Powstenko.

### Personnel:

DONALD F. SNYDER, vice president & general manager.

LAMONT PINKER, general sales manager.

RAY McCORMACK, regional sales manager.

RICHARD A. STEIKA, business manager.

MICHAEL A. LaMONICA, chief engineer.

JOHN MUCHA, program manager.

Highest 30 Sec. Rate: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV % and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Broome	78,200	76,800	98
	Chemung	35,100	34,200	97
	Chenango	17,600	17,100	97
	Delaware	16,900	16,200	96
	Otsego	21,000	20,300	97
	Tioga	17,400	17,000	98
	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97
	Tioga	14,100	13,500	96
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Cortland	16,800	16,500	98
	Schuyler	6,300	6,100	97
	Steuben	36,200	35,200	97
	Tompkins	31,400	29,600	94
	<b>PENNSYLVANIA</b>			
	Wyoming	9,600	9,300	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Sullivan	24,800	23,800	96
	Yates	8,200	8,000	97
	<b>PENNSYLVANIA</b>			
	Pike	7,800	7,500	96
	Wayne	13,300	12,700	95
<b>Station Totals</b>		<b>392,800</b>	<b>380,900</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>243,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>157,700</b>	

# 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.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Stainless Broadcasting Company, 3rd St. & Montgomery Ave., North Wales, Pa. 19454.

Studio: Vestal Pkwy., East Binghamton.

Mailing Address: Box 1626, Binghamton, N.Y. 13902.

Telephone: 607-798-7873. TWX: 607-772-0240.

Ownership: Henry J. Guzewicz, pres. Stainless Bcstg. Co. also owns WRAC & WKBS(FM), Williamsport, Pa.

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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

JESSE C. PEVEAR, general manager.

JOHN LEET, sales manager.

GINO RICCIARDELLI, director of engineering.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Broome	78,200	76,800	98
	Tioga	17,400	17,000	98
Between 25-49%	<b>NEW YORK</b>			
	Chenango	17,600	17,100	97
	Delaware	16,900	16,200	96
	Tompkins	31,400	29,600	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97
	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97
Between 5-24%	<b>NEW YORK</b>			
	Chemung	35,100	34,200	97
	Cortland	16,800	16,500	98
	Otsego	21,000	20,300	97
	Schuyler	6,300	6,100	97
	Steuben	36,200	35,200	97
Station Totals	<b>PENNSYLVANIA</b>			
	Tioga	14,100	13,500	96
	Wyoming	9,600	9,300	97
Station Totals		338,700	328,900	97
Net Weekly Circulation (1983)			141,500	
Average Daily Circulation (1983)			71,200	

# New York—Binghamton

## WMGC-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 679.38-kw max. & 470.3.4-kw horizontal visual, 67.94-kw max. & 47.03-kw horizontal aural. Antenna: 897-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.

Satellite Earth Stations: In operation, 5-meter; Comtech receivers.

News Service: UPI.

Network Service: ABC.

Licensee: Pinnacle Communications Inc., Box 813, Ingraham Hill Rd., Binghamton, N.Y. 13902.

Studio: Ingraham Hill Rd., Binghamton, N.Y. 13902.

Telephone: 607-723-7464.

Ownership: Pinnacle Communications Inc., 100%. Philip D. Marella, pres.-treas., 80%; Inez Marella, v.p.-asst. secy.; John L. Laubach Jr., secy.; David Croll, 1%; Devonshire Capital Corp., 19%. Laubach owns 30% of WSBK(AM), Boca Raton, Fla.; 49.5% of WWGO & WCCK-FM, Erie, Pa.; 66.7% of WESA-AM-FM, Charleroi, Pa. Devonshire owns 19% of WUTV, Buffalo, N.Y. & has cable interests.

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). Sale to present owners approved Aug. 7, 1978.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

PHILIP D. MARELLA, president & general manager.  
ROY SOVA, general sales manager.  
LORI TOWNSEND, program director.  
LOWELL NELSON, chief engineer.

Highest 30 Sec. Rate (May 1, 1982): \$300.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Broome	78,200	76,800	98
	Tioga	17,400	17,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chenango	17,600	17,100	97
	Delaware	16,900	16,200	96
	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97
	Sullivan	2,200	2,100	95
Between 5-24%	<b>NEW YORK</b>			
	Cortland	16,800	16,500	98
	Otsego	21,000	20,300	97
	Tompkins	31,400	29,600	94
	<b>PENNSYLVANIA</b>			
	Tioga	14,100	13,500	96
Wyoming	9,600	9,300	97	
<b>Station Totals</b>		261,100	253,400	97
<b>Net Weekly Circulation (1983)</b>			104,800	
<b>Average Daily Circulation (1983)</b>			46,500	

# New York—Buffalo

## WGRZ-TV

(formerly 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.

News Services: AP, UPI.

Satellite Earth Station: Harris; 9-meter.

Network Service: NBC.

Licensee: Coral Television Corp., 259 Delaware Ave., Buffalo 14202.

Studio: 259 Delaware Ave., Buffalo, N.Y. 14202.

Telephone: 716-856-1414. TWX: 710-522-1729.

Ownership: Coral TV Corp. is wholly owned by General Cinema Corp. Richard A. Smith, pres.; Melvin R. Wintman, exec. v.p.; J. Atwood Ives, senior v.p. General Cinema is parent company of WHUE-AM-FM, Boston, Mass.

Began Operation: August 14, 1954. Assignment to present owner from Taft Bcstg. in exchange for WCIX-TV, Miami, Fla. approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 (Television Digest, Vol. 3:15, 16, 31; 4:8).

Represented (sales) by TeleRep; Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

- ALEXANDER M. TANGER, president, Coral TV Boston.
- LYN P. STOYER, vice president & general manager.
- RAYMOND MASELLI, general sales manager.
- SUE PEARCE, business manager.
- TOM COCHRAN, local sales manager.
- TIM R. RUDELL, news director.
- DICK WESTLUND, manager of engineering.
- BETTY SEEBURG, traffic manager.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1850.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 2,834,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Chautauqua	53,900	52,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Erie	367,000	361,700	99
	Genesee	20,600	20,300	98
	Niagara	82,000	80,800	99
	Orleans	13,400	13,000	97
	Wyoming	13,500	13,300	99
<b>PENNSYLVANIA</b>				
	Mc Kean	18,600	18,000	97
	Potter	6,400	6,100	96
	Warren	17,200	16,500	96
Between 25-49%	<b>NEW YORK</b>			
	Steuben	36,200	35,200	97
<b>PENNSYLVANIA</b>				
	Cameron	2,700	2,600	98
Between 5-24%	<b>NEW YORK</b>			
	Livingston	19,000	18,600	98
	Monroe	259,300	254,900	98
<b>Station Totals</b>		<b>957,500</b>	<b>940,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>571,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>341,100</b>	

# New York—Buffalo

## WIVB-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.

News Service: UPI.

Satellite Earth Stations: Transmit/receive, Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers; Microdyne, 10-meter; Microdyne receivers.

Network Service: CBS.

Licensee: Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, N.Y. 14207.

Studio: 2077 Elmwood Ave., Buffalo, N.Y. 14207.

Telephone: 716-874-4410. TWX: 710-522-1719.

Ownership: Howard Publications Inc. Robert S. Howard, chmn., 63%; Wendell Marshall, 18.4%; M. T. Deaton, 17.4%; John E. Tompkins, 1.2%. Buffalo Bcstg. officers: Robert S. Howard, chmn.; Leslie G. Arries Jr., pres.; Thomas W. Howard, v.p.; Wendell Marshall, secy.; Elvah Dixon, asst. secy.-treas.

Began Operation: May 14, 1948. Sale to present owner by Buffalo Evening News approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22).

Represented (sales) by Harrington, Righter & Parsons Inc.; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Cordon & Jacob.

### Personnel:

LESLIE G. ARRIES JR., president & general manager.  
PATRICIA K. SROKA, station manager.  
SANDY DiPASQUALE, general sales manager.  
RALPH THOMPSON, director of engineering.  
QUINTIN E. RENNER, program director.  
SARAH L. LEWIS, community services director.  
TWILA HENNEBERGER, executive producer.  
LESTER H. OTTERMAN, controller.  
RON GATES, director of creative services.  
JOE KIRIK, news director.

Highest 30 Sec. Rate (Sept. 12, 1983): \$3200.

NETWORK BASE HOURLY RATE: \$1871.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 2,989,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Chautauqua	53,900	52,800	98
	Erie	367,000	361,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Genesee	20,600	20,300	98
	Niagara	82,000	80,800	99
	Orleans	13,400	13,000	97
	Wyoming	13,500	13,300	99
<b>PENNSYLVANIA</b>				
	Mc Kean	18,600	18,000	97
	Potter	6,400	6,100	96
	Warren	17,200	16,500	96
<b>NEW YORK</b>				
Between 25-49%	Livingston	19,000	18,600	98
	Steuben	36,200	35,200	97
<b>PENNSYLVANIA</b>				
	Cameron	2,700	2,600	98
<b>NEW YORK</b>				
Between 5-24%	Monroe	259,300	254,900	98
	Schuyler	6,300	6,100	97
<b>PENNSYLVANIA</b>				
	Forest	1,900	1,900	100
	Tioga	14,100	13,500	96
<b>Station Totals</b>		<b>979,800</b>	<b>961,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>603,000</b>		
<b>Average Daily Circulation (1983)</b>		<b>375,500</b>		



# 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.

AM Affiliate: WKBW, 50-kw, 1520 kHz.

News Services: AP, UPI.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 485 Madison Ave., New York 10022.

Studio: 7 Broadcast Plaza, Buffalo, N.Y. 14202.

Telephone: 716-845-6100. TWX: 710-522-1846.

Ownership: Capital Cities Communications Inc., 100%. For other interests see Group Ownership of TV Statlons.

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

### Personnel:

- PHILIP R. BEUTH, vice president & general manager.
- RICHARD SHEPARD, vice president & general sales manager.
- CLIFF FISHER, local sales manager.
- RON MARTZOLF, program manager.
- JOHN HOWELL, news director.
- DON HOLLAND, chief engineer.
- STEVE ZAPPIA, production manager.
- KEN KOLLER, business manager.
- KATHLENE RITER, promotion manager.

Highest 30 Sec. Rate (July 1983): \$3000.

NETWORK BASE HOURLY RATE: \$2150.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 2,579,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Chautauqua	53,900	52,800	98
	Erie	367,000	361,700	99
	Genesee	20,600	20,300	98
Niagara	82,000	80,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orleans	13,400	13,000	97
	Steuben	36,200	35,200	97
	Wyoming	13,500	13,300	99
<b>PENNSYLVANIA</b>				
	Cameron	2,700	2,600	98
	Mc Kean	18,600	18,000	97
	Potter	6,400	6,100	96
	Warren	17,200	16,500	96
<b>PENNSYLVANIA</b>				
Between 25-49%	Elk	13,400	13,100	97
<b>NEW YORK</b>				
Between 5-24%	Livingston	19,000	18,600	98
	Schuyler	6,300	6,100	97
<b>PENNSYLVANIA</b>				
	Forest	1,900	1,900	100
	Tioga	14,100	13,500	96
<b>Station Totals</b>		<b>733,900</b>	<b>719,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>615,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>412,300</b>	

# 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.

Satellite Earth Station: Microdyne; 5-meter; Microdyne receivers.

Network Service: None, Independent.

Licensee: Whitehaven Entertainment Corp., 951 Whitehaven Rd., Grand Island, N.Y. 14072.

Studio: 951 Whitehaven Rd., Grand Island 14072.

Telephone: 716-773-7531. TWX: 710-260-1359.

Ownership: Herman Pease, pres.-treas., 53.4%; Charles River Partnership II, 11.1%; First Capital Corp. of Boston, 9.6%; Advent II, 6.3%; William P. Egan & Craig L. Burr, 1%; others.

Began Operation: December 21, 1970. Sale to present owners by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (Television Digest, Vol. 17:31).

Represented (sales) by Katz Independent TV Sales; Target Broadcast Sales (Canada).

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

HERMAN PEASE, president & general manager.  
VICTOR A. MARRALE, station manager.  
ALBERT M. BENZ, director of administration.  
RAY FELCKOWSKI, director of engineering.  
LOIS RINGLE, program director.  
DAVID CLARKE, national sales manager.  
KENNETH DODD, local sales manager.

Highest 30 Sec. Rate (July 30, 1983): \$400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,789,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
50% & Over	Erie	367,000	361,700	99
	Niagara	82,000	80,800	99
<b>NEW YORK</b>				
Between 25-49%	Genesee	20,600	20,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Orleans	13,400	13,000	97
	<b>PENNSYLVANIA</b>			
	Warren	17,200	16,500	96
<b>NEW YORK</b>				
Between 5-24%	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Chautauqua	53,900	52,800	98
	Livingston	19,000	18,600	98
	Onondaga	169,600	166,900	98
	Wyoming	13,500	13,300	99
<b>PENNSYLVANIA</b>				
	Forest	1,900	1,900	100
<b>Station Totals</b>		<b>805,800</b>	<b>792,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>293,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>113,900</b>	

# 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.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WLEZ, 750 watts, 92.7 MHz (No. 224), 560-ft.

News Service: AP.

Network Service: ABC.

Licensee: WENY Inc., Box 208, Elmira, N.Y. 14902.

Studio: 596 Old Ithaca Rd., Horseheads, N.Y. 14845.

Telephone: 607-739-3636.

Ownership: Donald M. Simmons & Howard L. Green, 50% each. They also own WOND(AM), Pleasantville, N.J. & WMGM(FM), Atlantic City, N.J. & 25% each of WAAT(TV), Wildwood, N.J.

Began Operation: Nov. 19, 1969.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Lohnes & Culver.

Personnel:

HOWARD L. GREEN, executive vice president.  
PATRICK M. PARISH, general manager.  
LEWIS G. ROBLER, station manager.  
ELLEN PAINTER, production director.  
CONRAD SCHWENZER, chief engineer.

Highest 30 Sec. Rate (Sept. 1, 1981): \$175.

NETWORK BASE HOURLY RATE: \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Chemung	35,100	34,200	97
	Steuben	36,200	35,200	97
	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97
	Tioga	14,100	13,500	96
Between 25-49%	<b>NEW YORK</b>			
	Schuyler	6,300	6,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW YORK</b>			
	Allegany	17,400	16,800	97
	Broome	78,200	76,800	98
	Madison	21,700	21,200	98
	Tioga	17,400	17,000	98
	Tompkins	31,400	29,600	94
	<b>PENNSYLVANIA</b>			
	Potter	6,400	6,100	96
	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97
<b>Station Totals</b>		<b>302,300</b>	<b>293,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>96,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>46,100</b>	

# New York—Elmira-Corning

## WETM-TV

Ch. 18

(Satellite of WSTM-TV, Syracuse)

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical and 0.5° mechanical beam tilt.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

News Service: UPI.

Network Service: NBC.

Licensee: WETM-TV Inc., Box 1011, Elmira, N.Y. 14902.

Studio: Hawley Hill. Telephone: 607-733-5518.

Mailing Address: Box 1011, Elmira, N.Y. 14902.

Ownership: Times Mirror Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 10, 1956. Sale to present owner by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN J. McCRORY, president.

JON WINGATE, vice president & general manager.

MARK POLOVICK, chief engineer.

Rates: Sold in combination with WSTM-TV, Syracuse.

NETWORK BASE HOURLY RATE: Bonus to WSTM-TV, Syracuse.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Chemung	35,100	34,200	97
	Steuben	36,200	35,200	97
	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97
Tioga	14,100	13,500	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Schuyler	6,300	6,100	97
	Tioga	17,400	17,000	98
Between 5-24%	<b>NEW YORK</b>			
	Allegany	17,400	16,800	97
	Broome	78,200	76,800	98
	<b>PENNSYLVANIA</b>			
	Potter	6,400	6,100	96
<b>Station Totals</b>		<b>233,500</b>	<b>227,500</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>93,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>52,800</b>	

# New York—New York

## WABC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw visual, 12.92-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

AM Affiliate: WABC, 50-kw, 770 kHz.

FM Affiliate: WPLJ, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

News Services: AP, UPI.

Satellite Earth Stations: 4 in operation.

Network Service: ABC.

Licensee: American Broadcasting Co., 1330 Ave. of the Americas, New York, N.Y. 10019.

Studio: 7 Lincoln Square, New York, N.Y. 10023.

Telephone: 212-887-7777.

Ownership: American Broadcasting Co. is a division of American Broadcasting Companies Inc. Leonard Goldenson, chmn. For other interests, see Group Ownership of TV Stations.

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.

### Personnel:

- BILL FYFFE, vice president & general manager.
- JOHN S. BONANNI, vice president & station manager.
- JOHN WATKINS, general sales manager.
- THOMAS KANE, local sales manager.
- MARK GRANT, national sales manager.
- ARLENE KEKALOS, retail sales manager.
- GORDON KUNZ, production manager.
- JANE SMERGLIA, dir. of research & sales development.
- JAMES BAKER, director of engineering.
- TIM MILLER, director of creative services.
- SHEILA TERRACE, director of community affairs.
- CLIFF LOVE, editorial director.
- HOWARD ROTHSTEIN, business affairs director.
- BROOKE BAILEY, program director.
- TAK KAKO, assistant director of programming.
- CLIFF ABROMATS, director of news.
- SYLVIA HUESTON, director of community relations.
- ANNA CARBONELL, press information manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$9550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
		Fairfield	288,200	284,400	99
	<b>NEW JERSEY</b>				
		Bergen	304,100	301,500	99
		Essex	297,500	292,200	98
		Hudson	207,500	204,200	98
		Hunterdon	30,300	29,700	98
		Middlesex	202,600	200,500	99
		Monmouth	178,000	175,600	99
		Morris	136,600	135,300	99
		Ocean	142,900	141,200	99
		Passaic	154,000	151,700	99
		Somerset	69,800	69,000	99
		Sussex	41,100	40,300	98
	Union	178,400	176,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>NEW YORK</b>				
		Bronx	409,600	401,600	98
		Dutchess	84,800	82,700	98
		Kings	810,800	792,800	98
		Nassau	427,300	424,300	99
		New York	721,300	676,100	94
		Orange	88,600	86,600	98
		Putnam	26,600	26,100	98
		Queens	726,100	716,700	99
		Richmond	121,300	119,900	99
		Rockland	82,000	80,600	98
		Suffolk	406,300	401,400	99
		Sullivan	24,800	23,800	96
		Ulster	58,800	56,800	97
	Westchester	312,500	308,000	99	
Between 25-49%	<b>PENNSYLVANIA</b>				
		Pike	7,800	7,500	96
Between 25-49%	<b>CONNECTICUT</b>				
		New Haven	280,100	275,900	99
	<b>NEW JERSEY</b>				
	Mercer	108,000	106,000	98	
	Warren	30,800	30,200	98	
Between 25-49%	<b>PENNSYLVANIA</b>				
		Monroe	27,900	27,300	98
Between 5-24%	<b>CONNECTICUT</b>				
		Litchfield	58,100	56,900	98
	<b>PENNSYLVANIA</b>				
		Bucks	166,000	164,100	99
		Lehigh	106,000	104,100	98
		Northampton	82,700	81,000	98
		Wayne	13,300	12,700	95
Station Totals		7,412,500	7,265,200	98	
Net Weekly Circulation (1983)			5,706,500		
Average Daily Circulation (1983)			3,328,400		

# New York—New York

## WCBS-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 20.4-kw visual, 4.07-kw aural. Antenna: 1577-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

AM Affiliate: WCBS, 50-kw, 880 kHz.

FM Affiliate: WCBS-FM, 7.2-kw, 101.1 MHz (No. 266), 1300-ft.

News Services: AP, UPI, CBS.

Network Service: CBS.

Licensee: CBS Inc., 51 West 52nd St., New York, N.Y. 10019.

Studio: 524 W. 57th St., New York, N.Y. 10019.

Telephone: 212-975-4321. TWX: 212-867-7987.

Ownership: Thomas Wyman, chairman of board & pres.; Carl Anton Muller, vice pres. & treas.; Charles T. Bates, secy. For other bcstg. interests, see Group Ownership of TV Stations.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

### Personnel:

- PETER LUND, vice president & general manager.
- PHILIP PRESS, director of sales.
- LAURITZ WENG, general sales manager.
- CATHY GREEN, national sales manager.
- BOBBEE CARSON, director of broadcasting.
- FRANK GARDNER, director of news.
- DINORAH RUDOLPH, director of station services.
- SUE COTT, director of editorials.
- TONI JOHNSON, operations manager.
- WILLIAM C. LACEY, broadcast administration director.
- PAULA McCORKLE, director of communications.
- RON TARASOFF, director, technical operations.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	288,200	284,400	99
	New Haven	280,100	275,900	99
	<b>NEW JERSEY</b>			
	Bergen	304,100	301,500	99
	Essex	297,500	292,200	98
	Hudson	207,500	204,200	98
	Hunterdon	30,300	29,700	98
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
Morris	136,600	135,300	99	
Ocean	142,900	141,200	99	
Passaic	154,000	151,700	99	
Somerset	69,800	69,000	99	
Sussex	41,100	40,300	98	
Union	178,400	176,500	99	
Warren	30,800	30,200	98	
<b>NEW YORK</b>				
Bronx	409,600	401,600	98	
Dutchess	84,800	82,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kings	810,800	792,800	98
	Nassau	427,300	424,300	99
	New York	721,300	676,100	94
	Orange	88,600	86,600	98
	Putnam	26,600	26,100	98
	Queens	726,100	716,700	99
	Richmond	121,300	119,900	99
	Rockland	82,000	80,600	98
	Suffolk	406,300	401,400	99
	Sullivan	24,800	23,800	96
	Ulster	58,800	56,800	97
	Westchester	312,500	308,000	99
	<b>PENNSYLVANIA</b>			
Pike	7,800	7,500	96	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	58,100	56,900	98
	<b>NEW JERSEY</b>			
Mercer	108,000	106,000	98	
<b>PENNSYLVANIA</b>				
Monroe	27,900	27,300	98	
Northampton	82,700	81,000	98	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Middlesex	48,600	47,700	98
	<b>PENNSYLVANIA</b>			
Lehigh	106,000	104,100	98	
Wayne	13,300	12,700	95	
<b>Station Totals</b>		<b>7,295,100</b>	<b>7,148,800</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>5,885,700</b>
<b>Average Daily Circulation (1983)</b>				<b>3,260,300</b>

# New York—New York

**WNBC-TV**

Ch. 4



**NBC SPOT SALES**

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"

Holds CP for 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.

AM Affiliate: WNBC, 50-kw, 660 kHz.

FM Affiliate: WYNY, 4.6-kw, 97.1 MHz (No. 246), 1300-ft.

News Services: AP, UPI, NBC.

Network Service: NBC.

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, New York, N.Y.

Studio: 30 Rockefeller Plaza, New York, N.Y. 10020.

Telephone: 212-664-4444. TWX: 212-640-5788.

Ownership: NBC is wholly owned subsidiary of RCA. For other interests, see Group Ownership of TV Stations.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

**Personnel:**

- CARL CAREY, vice president & general manager.
- HILARY HENDER, station manager.
- LOU ABITABILO, sales director.
- ED KNAPP, director, station operations.
- LINDA LIPMAN, manager, press & publicity.
- GRANT RUESCH, director, finance & administration.
- ROBERT DAVIS, news director.
- JOE MICHAELS, editorial director.
- KAREN COPELAND, program director.
- CHARLES LICAMELI, manager, license & standards.
- SAM GLICK, director, advertising & public relations.
- ANDREW JACKSON, manager, technical operations.

Rates: On request.

**NETWORK BASE HOURLY RATE: \$10,000.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	288,200	284,400	99
	New Haven	280,100	275,900	99
	<b>NEW JERSEY</b>			
	Bergen	304,100	301,500	99
	Essex	297,500	292,200	98
	Hudson	207,500	204,200	98
	Hunterdon	30,300	29,700	98
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Ocean	142,900	141,200	99
	Passaic	154,000	151,700	99
	Somerset	69,800	69,000	99
Sussex	41,100	40,300	98	
Union	178,400	176,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Warren	30,800	30,200	98	
	<b>NEW YORK</b>				
	Bronx	409,600	401,600	98	
	Dutchess	84,800	82,700	98	
	Kings	810,800	792,800	98	
	Nassau	427,300	424,300	99	
	New York	721,300	676,100	94	
	Orange	88,600	86,600	98	
	Putnam	26,600	26,100	98	
	Queens	726,100	716,700	99	
	Richmond	121,300	119,900	99	
	Rockland	82,000	80,600	98	
	Suffolk	406,300	401,400	99	
	Sullivan	24,800	23,800	96	
Ulster	58,800	56,800	97		
Westchester	312,500	308,000	99		
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>				
	Pike	7,800	7,500	96	
	<b>CONNECTICUT</b>				
	Litchfield	58,100	56,900	98	
	<b>NEW JERSEY</b>				
	Mercer	108,000	106,000	98	
	<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
		Middlesex	48,600	47,700	98
		<b>NEW JERSEY</b>			
		Cape May	35,100	34,400	98
		<b>NEW YORK</b>			
		Delaware	16,900	16,200	96
		Greene	16,100	15,700	98
		<b>PENNSYLVANIA</b>			
Lehigh		106,000	104,100	98	
Monroe		27,900	27,300	98	
Northampton		82,700	81,000	98	
Wayne		13,300	12,700	95	
<b>Station Totals</b>		7,363,200	7,215,100	97	
<b>Net Weekly Circulation (1983)</b>				5,845,500	
<b>Average Daily Circulation (1983)</b>				3,356,400	

# New York—New York

## WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.54-kw visual, 0.955-kw aural. Antenna: 1688-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level.

Latitude 40° 42' 54"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

AM Affiliate: WNEW, 50-kw, 1130 kHz.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 MHz (No. 274), 1360-ft.

News Services: AP, UPI, Metromedia News.

Network Service: None, independent.

Licensee: Metromedia Inc., One Harmon Plaza, Secaucus, N.J. 07094.

Studio: 205 E. 67th St., New York, N.Y. 10021.

Telephone: 212-535-1000. TWX: 212-867-4835.

Ownership: Metromedia Inc. is a publicly-owned company. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

Represented (sales) by Katz Independent TV Sales.

### Personnel:

- ROBERT E. O'CONNOR, vice president & general manager.
- CHARLES MEEHAN, vice president & general sales manager.
- ED SHEA, vice president & local sales manager.
- NICK LANGONE, vice president & local sales manager.
- LARRY YOUNG, national sales manager.
- WILLIAM D. KELLY, vice president & chief engineer.
- JOHN PARSONS PEDITTO, news director.
- JOSEPH W. FLYNN, vice president & business manager.
- DIANE L. SASS, v.p. & dir. of marketing & research.
- PHYLLIS SEIFER, v.p. & dir. of advertising & creative services.
- JOHN von SOOSTEN, vice president & program director.
- RICHARD WITKIN, vice president & dir. of commercial operations.
- EDWARD PETROSKY, vice president & dir. of traffic.
- MURIEL REIS, vice president.

Highest 30 Sec. Rate: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
	Fairfield	288,200	284,400	99	
	New Haven	280,100	275,900	99	
50% & Over	<b>NEW JERSEY</b>				
	Bergen	304,100	301,500	99	
	Essex	297,500	292,200	98	
	Hudson	207,500	204,200	98	
	Hunterdon	30,300	29,700	98	
	Middlesex	202,600	200,500	99	
	Monmouth	178,000	175,600	99	
	Morris	136,600	135,300	99	
	Ocean	142,900	141,200	99	
	Passaic	154,000	151,700	99	
	Somerset	69,800	69,000	99	
	Sussex	41,100	40,300	98	
	Union	178,400	176,500	99	
	Warren	30,800	30,200	98	
	50% & Over	<b>NEW YORK</b>			
		Bronx	409,600	401,600	98
Chemung		35,100	34,200	97	
Dutchess		84,800	82,700	98	
Kings		810,800	792,800	98	
Nassau		427,300	424,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>NEW YORK</b>				
	New York	721,300	676,100	94	
	Orange	88,600	86,600	98	
	Putnam	26,600	26,100	98	
	Queens	726,100	716,700	99	
	Richmond	121,300	119,900	99	
	Rockland	82,000	80,600	98	
	Suffolk	406,300	401,400	99	
	Sullivan	24,800	23,800	96	
	Ulster	58,800	56,800	97	
	Westchester	312,500	308,000	99	
	50% & Over	<b>PENNSYLVANIA</b>			
		Northampton	82,700	81,000	98
	Pike	7,800	7,500	96	
Between 25-49%	<b>CONNECTICUT</b>				
	Litchfield	58,100	56,900	98	
	Middlesex	48,600	47,700	98	
Between 25-49%	<b>NEW JERSEY</b>				
	Atlantic	74,000	72,200	98	
	Cape May	35,100	34,400	98	
	Mercer	108,000	106,000	98	
Between 25-49%	<b>NEW YORK</b>				
	Albany	109,600	107,400	98	
	Broome	78,200	76,800	98	
	Cayuga	27,700	26,900	97	
	Chautauqua	53,900	52,800	98	
	Cortland	16,800	16,500	98	
	Herkimer	24,000	23,500	98	
	Jefferson	31,600	31,000	98	
	Montgomery	19,900	19,400	97	
	Oneida East	58,400	57,300	98	
	St Lawrence	36,900	36,100	98	
Saratoga	55,900	55,100	98		
Steuben	36,200	35,200	97		
Tompkins	31,400	29,600	94		
Warren	20,200	19,600	97		
(Continued on page 642)					
<b>Station Totals</b>		<b>9,822,900</b>	<b>9,624,500</b>	<b>97</b>	
<b>Net Weekly Circulation (1983)</b>		<b>5,910,800</b>			
<b>Average Daily Circulation (1983)</b>		<b>2,970,000</b>			



# New York—New York-Secaucus, New Jersey

## WOR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 61.7-kw visual, 4.79-kw aural. Antenna: 1637-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

AM Affiliate: WOR, 50-kw, 710 kHz.

FM Affiliate: WXLO, 5.4-kw, 98.7 MHz (No. 254), 1230-ft.

News Service: AP.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: None, independent.

Licensee: RKO General Inc., 1440 Broadway, New York 10018.

Studio: 1481 Broadway, New York, N.Y. 10036.

Telephone: 212-764-7000. TWX: 710-581-4386.

Ownership: RKO General Inc., a subsidiary of General Tire & Rubber Co. John B. Poor, chmn. & chief exec. officer; Frank Shakespeare, pres. & chief operating officer. For other interests, see Group Ownership of TV Stations.

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 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 Blair Television.

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Heller, Wetzler & Quinn (New York).

### Personnel:

PETER LEONE, vice president & station manager.  
THOMAS N. RYAN, vice president & general sales manager.  
PETER MITCHELL, vice president & sales manager.  
PATRICK PENNUCCI, vice president & sales manager.  
PETER INGRASSIA, vice president & national sales manager.  
WILLIAM N. WALSH, vice president, broadcast operations.  
FREDERIC J. GOLD, v.p., dir. of research services WOR-TV & RKO General TV.  
MARSHA KAMINSKY, v.p. & dir., public affairs, govt. relations.  
ALFRED J. RUSSO, WOR Division controller.  
ROBERT FRENCH, New Jersey sales manager.  
MICHAEL KELLY, production manager.  
TERRY PLANELL, director, programming & operations.  
JOSEPH E. ONDRICK, dir. of advertising & marketing.  
KEN MCGOWAN, director of engineering.  
TOM PETNER, news director.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Fairfield	288,200	284,400	99
	<b>NEW JERSEY</b>			
	Bergen	304,100	301,500	99
	Essex	297,500	292,200	98
	Hudson	207,500	204,200	98
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Ocean	142,900	141,200	99
	Passaic	154,000	151,700	99
	Somerset	69,800	69,000	99
	Sussex	41,100	40,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Union	178,400	176,500	99
	Warren	30,800	30,200	98
<b>NEW YORK</b>				
	Bronx	409,600	401,600	98
	Kings	810,800	792,800	98
	Nassau	427,300	424,300	99
	Orange	88,600	86,600	98
	Putnam	26,600	26,100	98
	Queens	726,100	716,700	99
	Richmond	121,300	119,900	99
	Rockland	82,000	80,600	98
	Suffolk	406,300	401,400	99
Between 25-49%	<b>CONNECTICUT</b>			
	Litchfield	58,100	56,900	98
	New Haven	280,100	275,900	99
<b>MASSACHUSETTS</b>				
	Berkshire	53,500	52,500	98
<b>NEW JERSEY</b>				
	Atlantic	74,000	72,200	98
	Cape May	35,100	34,400	98
	Hunterdon	30,300	29,700	98
	Mercer	108,000	106,000	98
<b>NEW MEXICO</b>				
	Dona Ana	33,600	32,400	96
<b>NEW YORK</b>				
	Broome	78,200	76,800	98
	Chemung	35,100	34,200	97
	Chenango	17,600	17,100	97
	Cortland	16,800	16,500	98
	Delaware	16,900	16,200	96
	Dutchess	84,800	82,700	98
	Fulton	21,000	20,500	98
	Herkimer	24,000	23,500	98
	Montgomery	19,900	19,400	97
	New York	721,300	676,100	94

(Continued on next page)

Station Totals	18,751,800	18,422,700	98
Net Weekly Circulation (1983)		5,821,200	
Average Daily Circulation (1983)		2,099,400	

# New York

## WOR-TV, New York

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>NEW YORK—(Continued)</b>					
Between 25-49%	Oneida East	58,400	57,300	98	
	Oneida West	30,400	29,800	98	
	St Lawrence	36,900	36,100	98	
	Steuben	36,200	35,200	97	
	Sullivan	24,800	23,800	96	
	Tompkins	31,400	29,600	94	
	Ulster	58,800	56,800	97	
	Warren	20,200	19,600	97	
	Westchester	312,500	308,000	99	
	<b>PENNSYLVANIA</b>				
		Blair	50,200	49,200	98
	Carbon	20,400	19,900	98	
	Centre	38,200	36,900	97	
	Clinton	14,000	13,700	98	
	Lehigh	106,000	104,100	98	
	Luzerne	128,400	126,200	98	
	Lycoming	43,800	42,100	96	
	Mifflin	17,300	16,600	96	
	Monroe	27,900	27,300	98	
	Northampton	82,700	81,000	98	
	Northumberland	38,800	37,500	97	
	Pike	7,800	7,500	96	
	Schuylkill	61,400	59,800	97	
	Union	10,500	10,000	95	
<b>ALABAMA</b>					
Between 5-24%	Autauga	11,100	10,900	98	
	Barbour	8,700	8,500	98	
	Calhoun	41,700	41,300	99	
	Elmore	15,000	14,800	98	
	Jefferson	253,300	251,400	99	
	Lauderdale	29,900	29,400	98	
	Montgomery	72,800	72,000	99	
<b>ARKANSAS</b>					
	Ashley	9,500	9,300	97	
	Pulaski	132,000	130,400	99	
<b>ARIZONA</b>					
	Santa Cruz	6,700	6,500	97	
<b>CALIFORNIA</b>					
	Modoc	3,500	3,200	93	
	Mono	4,100	3,500	85	
<b>COLORADO</b>					
	Adams	93,500	92,800	99	
	Garfield	9,100	8,700	96	
	Weld	46,900	46,100	98	
<b>CONNECTICUT</b>					
	Hartford	296,400	291,200	98	
	Middlesex	48,600	47,700	98	
	New London	84,600	82,600	98	
<b>DELAWARE</b>					
	Kent	35,200	34,900	99	
	New Castle	145,000	144,200	99	
<b>FLORIDA</b>					
	Broward	461,900	458,500	99	
	Clay	25,000	24,600	98	
	Lee	94,100	92,700	99	
	Marion	51,500	50,200	98	
	Martin	29,800	29,300	98	
	Monroe	28,600	27,800	97	
	Volusia	116,400	115,000	99	
<b>GEORGIA</b>					
	Clarke	28,200	27,700	98	
	Dougherty	35,200	34,700	98	
	Fayette	11,100	10,900	98	
	Gwinnett	64,300	63,700	99	
	Oconee	4,700	4,700	100	
	Tift	11,500	11,200	97	
<b>IOWA</b>					
	Black Hawk	50,300	49,800	99	
	Clay	7,800	7,700	98	
	Des Moines	17,800	17,600	99	
	Dickinson	6,500	6,400	98	
	Dubuque	31,400	30,900	98	

## WOR-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>IOWA—(Continued)</b>			
	Woodbury	37,500	37,200	99
<b>ILLINOIS</b>				
	Bureau	14,700	14,400	98
	Crawford	8,300	8,100	98
	Kendall	13,400	13,300	99
<b>INDIANA</b>				
	Daviess	10,200	9,900	97
	Fountain	7,000	6,900	99
	Knox	16,000	15,700	98
	Ohio	2,000	2,000	100
	Porter	43,100	42,500	99
<b>KANSAS</b>				
	Scott	2,100	2,100	100
<b>KENTUCKY</b>				
	Johnson	8,900	8,700	98
	Mc Cracken	24,400	24,200	99
	Perry	11,500	11,200	97
	Warren	26,700	26,400	99
<b>LOUISIANA</b>				
	Morehouse	12,100	11,900	98
	Rapides	47,400	46,700	99
	St Bernard	22,300	22,200	100
<b>MASSACHUSETTS</b>				
	Essex	234,600	231,700	99
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98
	Worcester	233,300	229,800	98
<b>MICHIGAN</b>				
	Bay	42,800	42,300	99
	Midland	26,200	25,900	99
<b>MINNESOTA</b>				
	Nobles	8,100	8,000	99
<b>MISSOURI</b>				
	Carter	2,100	1,900	93
	Laclede	9,500	9,300	97
	New Madrid	8,200	8,000	98
	Perry	6,100	5,900	98
<b>MISSISSIPPI</b>				
	De Soto	18,300	17,900	98
<b>MONTANA</b>				
	Blaine	2,500	2,300	92
	Broadwater	1,400	1,300	93
	Sheridan	2,000	1,900	95
<b>NORTH CAROLINA</b>				
	Beaufort	15,000	14,700	98
	Carteret	16,500	16,200	98
	Lenoir	21,600	21,300	99
	Orange	29,800	29,200	98
	Pitt	31,000	30,500	98
<b>NORTH DAKOTA</b>				
	Golden Valley	900	900	100
	Mc Kenzie	2,600	2,600	100
<b>NEBRASKA</b>				
	Boone	2,700	2,700	98
	Dodge	13,800	13,700	99
	Douglas	152,100	150,500	99
	Hamilton	3,500	3,500	100
	Madison	12,300	12,000	98
<b>NEW JERSEY</b>				
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
<b>NEW MEXICO</b>				
	Cibola	10,400	10,200	98
	Grant	9,300	8,800	95
	Lincoln	4,600	4,400	96
	Mc Kinley	16,200	15,000	93
<b>NEW YORK</b>				
	Albany	109,600	107,400	98
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Cayuga	27,700	26,900	97

(Continued on next page)

# New York

## WOR-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK—Continued</b>				
Between 5-24%	Chautauqua	53,900	52,800	98
	Columbia	22,400	21,900	98
	Erie	367,000	361,700	99
	Essex	13,500	13,200	97
	Franklin	15,600	15,100	97
	Genesee	20,600	20,300	98
	Greene	16,100	15,700	98
	Jefferson	31,600	31,000	98
	Lewis	8,500	8,300	98
	Livingston	19,000	18,600	98
	Madison	21,700	21,200	98
	Monroe	259,300	254,900	98
	Niagara	82,000	80,800	99
	Onondaga	169,600	166,900	98
	Ontario	31,700	31,200	98
	Oswego	39,100	38,400	98
	Otsego	21,000	20,300	97
	Rensselaer	54,000	52,800	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
	Schoharie	10,400	10,000	97
	Schuyler	6,300	6,100	97
	Seneca	11,700	11,500	99
	Tioga	17,400	17,000	98
	Washington	18,400	18,000	98
	Wayne	29,800	29,200	98
	Yates	8,200	8,000	97
<b>OHIO</b>				
	Ashland	16,400	16,200	99
	Fairfield	33,900	33,500	99
	Lake	75,800	75,300	99
	Mahoning	104,200	103,200	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Trumbull	87,500	86,500	99
<b>OKLAHOMA</b>				
	Pontotoc	12,800	12,700	99
<b>PENNSYLVANIA</b>				
	Allegheny	544,000	535,000	98
	Beaver	73,500	72,400	99
	Berks	118,400	116,000	98
	Bradford	22,400	21,800	97
	Bucks	166,000	164,100	99
	Butler	52,600	51,800	98
	Cambria	64,900	63,800	98
	Chester	111,300	109,400	98
	Clearfield	30,400	29,700	98
	Columbia	22,600	22,100	98
	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Delaware	194,400	192,500	99
	Elk	13,400	13,100	97
	Fayette	58,600	57,000	97
	Huntingdon	14,900	14,400	97
	Jefferson	18,200	17,800	98
	Lackawanna	83,500	82,200	98
	Lebanon	39,800	38,800	97
	Mc Kean	18,600	18,000	97
	Mercer	46,100	45,100	98
	Montgomery	231,400	228,300	99
	Montour	5,800	5,600	97
	Potter	6,400	6,100	96
	Snyder	11,400	10,800	95
	Somerset	29,500	28,700	97
	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97
	Tioga	14,100	13,500	96
	Warren	17,200	16,500	96

## WOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
Between 5-24%	Washington	79,400	77,900	98
	Wayne	13,300	12,700	95
	Westmoreland	144,100	142,000	99
	Wyoming	9,600	9,300	97
<b>RHODE ISLAND</b>				
	Kent	56,900	56,300	99
<b>SOUTH CAROLINA</b>				
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99
<b>SOUTH DAKOTA</b>				
	Brule	1,900	1,900	100
	Clay	4,500	4,400	98
	Tripp	2,600	2,600	98
	Union	4,200	4,200	100
	Yankton	6,900	6,800	99
<b>TENNESSEE</b>				
	Lake	2,600	2,600	100
	Montgomery	29,900	29,700	99
	Shelby	282,000	279,700	99
<b>TEXAS</b>				
	Aransas	5,900	5,800	98
	Bexar	341,200	336,600	99
	Carson	2,500	2,500	100
	Comal	14,300	14,100	99
	Edwards	700	700	100
	Frio	4,300	4,100	96
	Gillespie	5,500	5,300	96
	Gray	10,500	10,400	99
	Hale	12,900	12,700	98
	Hays	14,000	13,700	98
	Hockley	8,000	7,900	99
	Hutchinson	10,300	10,200	99
	Jackson	5,000	4,900	98
	Lubbock	78,000	77,300	99
	Randall	29,900	29,800	100
	Terry	5,100	5,000	98
	Upton	1,600	1,600	100
	Webb	28,100	27,400	98
	Wheeler	3,000	2,900	97
<b>UTAH</b>				
	Carbon	8,100	7,900	98
<b>VIRGINIA</b>				
	Chesterfield	51,600	51,200	99
	Prince George	15,500	15,300	99
<b>WASHINGTON</b>				
	Grant	18,400	17,700	96
<b>WISCONSIN</b>				
	Brown	63,900	63,400	99
	Dodge	25,800	25,300	98
	Fond Du Lac	31,300	30,800	98
	Manitowoc	29,500	29,300	99
	Ozaukee	23,500	23,200	99
	Portage	19,700	19,400	98
	Trempealeau	9,600	9,300	97
<b>WEST VIRGINIA</b>				
	Hancock	14,700	14,700	100
	Randolph	10,400	10,200	98
<b>WYOMING</b>				
	Crook	2,100	2,000	95
	Sheridan	10,200	9,700	95
	Sublette	1,600	1,500	94
	Weston	2,800	2,700	96

# New York—New York

## WPIX

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 1663-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

FM Affiliate: WPIX-FM, 5.3-kw, 101.9 MHz (No. 270) 1420-ft.

News Services: AP, UPI, UPITN, Visnews, INDX, INN.

Satellite Earth Stations: Transmit/receive; 8 in operation.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: None, independent.

Licensee: WPIX Inc., 11 WPIX Plaza, New York, N.Y. 10017.

Studio: 220 E. 42nd St. Telephone: 212-949-1100.

Ownership: Tribune Broadcasting Co., 84%; three executives, 16%. For other Tribune interests, see Group Ownership of TV Stations.

Began Operation: June 15, 1948.

Represented (sales) by TeleRep Inc.

Represented (legal) by Schnader, Harrison, Segal & Lewis (Washington); Patterson, Belknap, Webb & Tyler (New York).

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

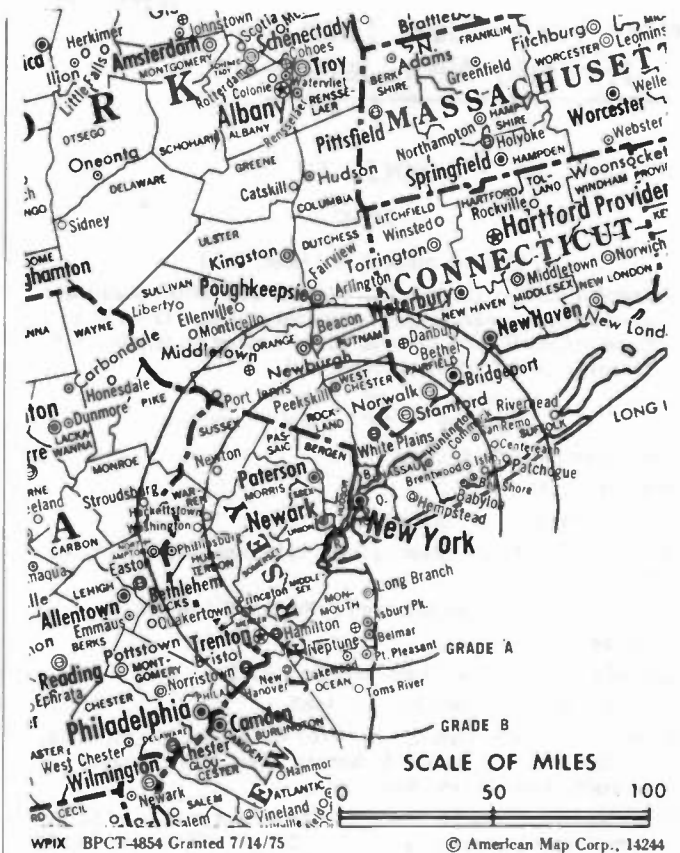
### Personnel:

- LEAVITT J. POPE, president & chief executive officer.
- GERARD MULDERRIG, senior vice president, sales.
- DAVID H. POLINGER, senior vice president & asst. to president.
- PATRICK AUSTIN, senior vice president & treasurer.
- JOHN CORPORON, senior vice president, news & pres., INN.
- OTIS FREEMAN, senior vice president, engineering.
- DON CARNEY, vice president, sports & special events.
- YVONNE STEWART, vice president, personnel.
- JULIE ALEX, vice president, operations.
- JANE PERLMAN, vice president, research.
- DONNA HUTCHISON, vice president, programming.
- KATHY SHEPHERD, v.p., community affairs & production.
- JOHN MCGOWAN, vice president, program sales.
- GERARD PUCCIO, vice president & sales manager.
- LAURENCE LINEHAN, vice president & sales manager.
- MARTIN APPEL, director of public relations.
- ROSE ARATA, controller.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Fairfield	288,200	284,400	99
	<b>NEW JERSEY</b>			
	Bergen	304,100	301,500	99
	Essex	297,500	292,200	98
	Hudson	207,500	204,200	98
	Hunterdon	30,300	29,700	98
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Ocean	142,900	141,200	99
	Passaic	154,000	151,700	99
	Somerset	69,800	69,000	99
	Union	178,400	176,500	99
	Warren	30,800	30,200	98
	<b>NEW YORK</b>			
	Bronx	409,600	401,600	98
	Dutchess	84,800	82,700	98
	Kings	810,800	792,800	99
	Nassau	427,300	424,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	New York	721,300	676,100	94
	Orange	88,600	86,600	98
	Putnam	26,600	26,100	98
	Queens	726,100	716,700	99
	Richmond	121,300	119,900	99
	Rockland	82,000	80,600	98
	Suffolk	406,300	401,400	99
	Sullivan	24,800	23,800	96
	Westchester	312,500	308,000	99
	<b>PENNSYLVANIA</b>			
Montour	5,800	5,600	97	
Northampton	82,700	81,000	98	
Northumberland	38,800	37,500	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	58,100	56,900	98
	New Haven	280,100	275,900	99
New London	84,600	82,600	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>	Berkshire	53,500	52,500	98
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Cape May	35,100	34,400	98
Mercer	108,000	106,000	98	
Sussex	41,100	40,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>	Albany	109,600	107,400	98
	Broome	78,200	76,800	98
	Chautauqua	53,900	52,800	98
	Chemung	35,100	34,200	97
	Clinton	26,300	25,900	98
	Cortland	16,800	16,500	98
	Delaware	16,900	16,200	96
	Franklin	15,600	15,100	97
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98

(Continued on page 642)

Station Totals	13,336,800	13,080,900	98
Net Weekly Circulation (1983)		5,722,300	
Average Daily Circulation (1983)		2,448,100	

# 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: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

Latitude 40° 42' 54"  
Longitude 74° 00' 49"

Transmitter: World Trade Center.

News Service: AP.

Network Service: None, independent.

Licensee: WNJU-TV Broadcasting Corp., 1020 Broad St., Newark, N.J. 07102.

Studio: Symphony Hall, 1020 Broad St., Newark, N.J. 07102.

Telephone: 201-643-9100.

Sales Office: 425 Park Ave., New York, N.Y. 10022.

Telephones: 212-233-6240; 212-935-3480.

Ownership: Tandem Productions, 80.02%; Andrew J. Perenchio, 10.002%; Alan D. Yorkin & Norman Lear, 4.989% each. TPI ownership: Yorkin & Lear, 50% each.

Began Operation: May 16, 1965. Sale to present owners by Screen Gems Stations approved by FCC Dec. 26, 1979 (Television Digest, Vol. 20:2). Previous sale by Henry P. Becton, Fairleigh S. Dickinson Jr., et al., approved by FCC Sept. 9, 1970 (Vol. 9:24; 10:37).

Represented (legal) by Gardner, Carton & Douglas (Washington); Herrick, Feinstein (New York).

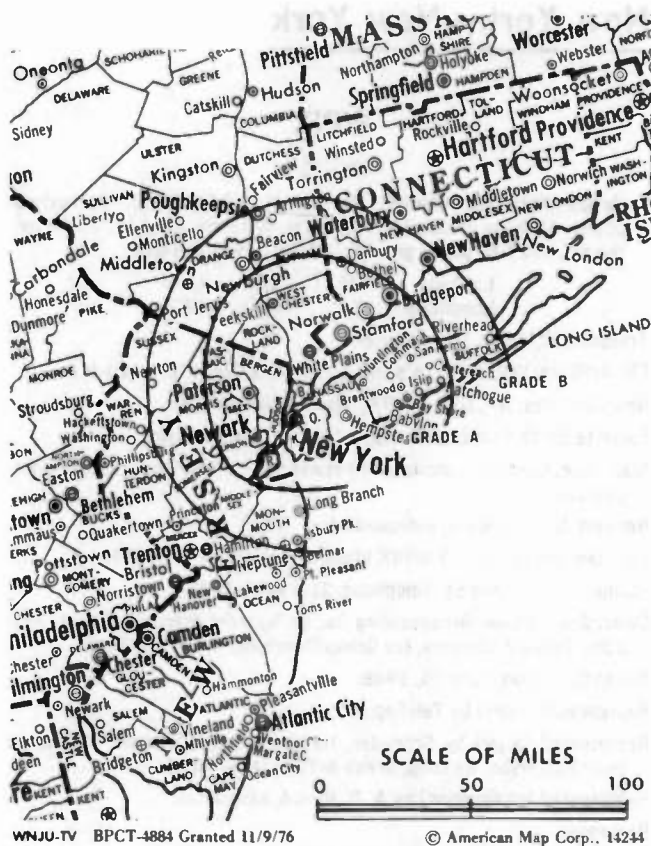
Represented (engineering) by Hammett & Edison Inc.

### Personnel:

CARLOS BARBA, president & general manager.  
THOMAS JOHANSEN, vice president, sales.  
JULIO OMANA, station manager.  
MORRIS MAROTTA, controller.  
CHRISTOPHER ROMAN, national sales manager.  
GEORGE CSAHANIN, chief engineer.  
BARBARA CHALE, secretary to the president.  
SYLVIA PASCUAL, traffic manager.  
MANOLO GARCIA OLIVA, director of public affairs.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Hudson	207,500	204,200	98
	<b>NEW YORK</b>			
	Bronx	409,600	401,600	98
	Kings	810,800	792,800	98
	New York	721,300	676,100	94
<b>Station Totals</b>		<b>2,149,200</b>	<b>2,074,700</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>				<b>346,100</b>
<b>Average Daily Circulation (1983)</b>				<b>171,700</b>

# New York—New York- Newark, New Jersey

## WWHT

Ch. 68

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 2000-kw max. & 832-kw horizontal visual, 166-kw horizontal aural. Antenna: 737-ft. above av. terrain, 346-ft. above ground, 967-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 74° 14' 48"

Holds CP for change to 2667-kw max. visual, 266.7-kw max. aural, 1455-ft. above av. terrain, 1470-ft. above ground, 1520-ft. above sea level, lat. 40° 44' 54", long. 73° 59' 10"; transmitter to 350 5th Ave., New York.

Transmitter: 416 Eagle Rock Ave., West Orange, N.J.

News Service: AP.

Satellite Earth Station: Andrew; 4-meter.

Network Service: None, independent.

Licensee: WWHT Corp., 390 W. Market St., Newark, N.J. 07107.

Studio: 390 W. Market St., Newark, N.J. 07107.

Telephones: 201-643-6800; 212-643-6800.

Ownership: Wometco Enterprises Inc., over 99%. For other Wometco interests, see Group Ownership of TV Stations.

Began Operation: Sept. 29, 1974; left air Dec. 27 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (Television Digest, Vol. 17:11); other hours, conventional commercial television. Sale to present owner approved by FCC July 20, 1977 (Vol. 16:11; 17:32).

Represented (engineering) by Moffet, Larson & Johnson.

### Personnel:

HAROLD BROWNSTEIN, president.  
HERBERT LEFKOWITZ, vice president & general manager.  
JOSEPH GIARDINA, vice president, engineering.  
LIA AFRIAT, manager of programming.

Highest 30 Sec. Rate (May 5, 1982): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



WWHT BPCT-820422KE Granted 9/22/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 5-24%	Richmond	121,300	119,900	99
<b>Station Totals</b>		<b>121,300</b>	<b>119,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>133,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>48,700</b>	

# New York—New York-Paterson, New Jersey

## WXTV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 3240-kw max. & 2140-kw horizontal visual, 324-kw max. & 214-kw horizontal aural. Antenna: 1660-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"  
Longitude 74° 00' 49"

Transmitter: World Trade Center, New York.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

News Service: UPI.

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., 250 Park Ave., New York, N.Y. 10177. Telephone: 212-953-7500.

Studio: 24 Meadowlands Pkwy., Secaucus, N.J. 07094.

Telephone: 201-348-4141.

Ownership: Spanish International Communications Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972.

Represented (sales) by Spanish International Network Inc.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

IVAN EGAS, vice president & general manager.

WAYNE CASA, station manager.

GEORGE KRAUS, chief engineer.

Highest 30 Sec. Rate: \$400

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY Hudson	207,500	204,200	98



WXTV BMPCT-7730 Granted 7/14/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 5-24%	Bronx	409,600	401,600	98
	Kings	810,800	792,800	98
	New York	721,300	676,100	94
<b>Station Totals</b>		<b>2,149,200</b>	<b>2,074,700</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>239,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>125,100</b>	

# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebson, VP, Small Markets

P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# 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.

News Service: AP.

Satellite Earth Station: Horizon, 6.1-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Rollins Telecasting Inc., Box 647, Atlanta, Ga. 30301.

Studio: Box 249, Old Moffitt Rd., Plattsburgh, N.Y. 12901.

Telephones: 518-561-5555 & 802-862-8817.

Ownership: Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board; R. Randall Rollins, pres. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV-AM & WBES(FM), Charleston, W.Va.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; KDAY, Santa Monica; Rollins Outdoor Advertising, Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., State Fidelity Finance Inc., Rollins Protective Services, Patterson Services.

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 (U.S.); Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Pepper & Corazzini.

Personnel:

RICK HUBBELL, vice president, media.  
JACK ROBINETTE, vice president, director of television.  
CARL LEAHY, general manager.  
TALIAFERRO SIMPSON, operations manager.  
STEVEN HERMAN, general sales manager.  
TOM BRADSHAW, chief engineer.

Highest 30 Sec. Rate: \$500.

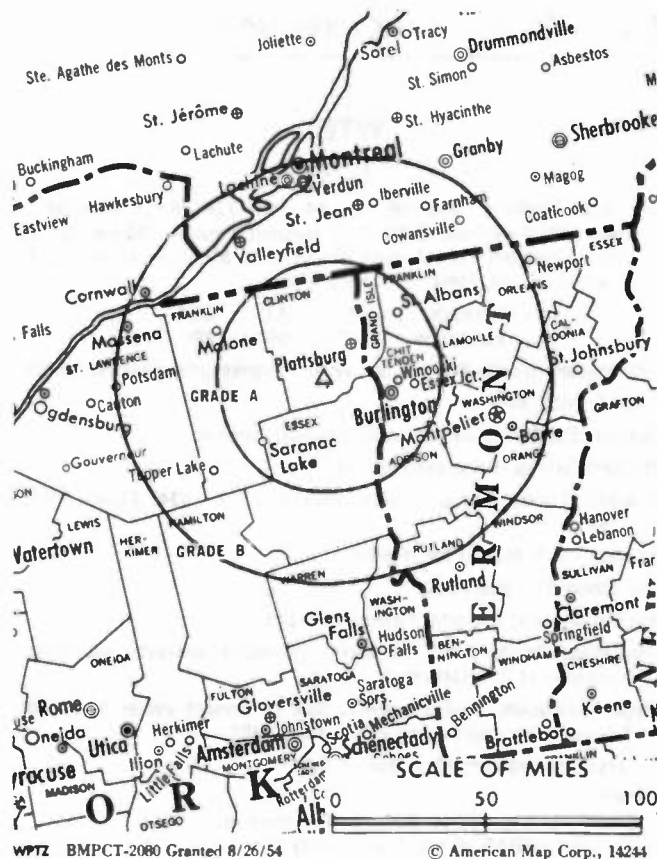
NETWORK BASE HOURLY RATE: \$700.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,497,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Clinton	26,300	25,900	98
	Essex	13,500	13,200	97
	Franklin	15,600	15,100	97
	<b>VERMONT</b>			
	Addison	10,100	9,800	97
	Chittenden	41,100	40,400	98



WPTZ BMPCT-2080 Granted 8/26/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	12,100	12,000	99
	Grand Isle	1,900	1,900	100
	Lamoille	6,400	6,300	98
	Orleans	8,600	8,500	98
	Rutland	21,800	21,200	97
	Washington	19,600	19,200	98
Between 25-49%	<b>NEW YORK</b>			
	St Lawrence	36,900	36,100	98
	<b>VERMONT</b>			
	Essex	2,300	2,300	100
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Coos	13,400	13,200	99
	Grafton	24,900	24,000	97
	<b>NEW YORK</b>			
	Hamilton	1,900	1,800	95
	Washington	18,400	18,000	98
	<b>VERMONT</b>			
	Caledonia	9,700	9,500	98
	Orange	8,500	8,200	97
	Windsor	20,300	19,700	97
Station Totals		313,300	306,300	97
Net Weekly Circulation (1983)			172,100	
Average Daily Circulation (1983)			108,500	



# New York—Poughkeepsie

**WTBY**

Ch. 54

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw max. & 1860-kw horizontal visual, 500-kw max. & 186-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 894-ft. above ground, 1994-ft. above sea level.

Latitude 41° 43' 09"  
Longitude 73° 59' 49"

Transmitter: Illinois Mtn., 4-mi. W of Poughkeepsie, near Highlands.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: None, independent.

Grantee: Trinity Bcstg. of New York Inc., Box 534, Fishkill, N.Y. 12524.

Studio: Rte. 9, Merritt Rd., Fishkill.

Telephone: 914-896-4610.

Mailing Address: Box 534, Fishkill, N.Y. 12524.

Ownership: Trinity Bcstg. Network. For other interests, see Group Ownership of TV Stations.

Began Operation: April 19, 1981. Sale to present owner by Family Television Inc. approved by FCC June 2, 1982.

Represented (legal) by May, Dunn & Gay.

Personnel:

CAMPBELL K. THOMPSON, station manager.

GRACE CEPHAS, director, community affairs.

DALE OSBORNE, chief engineer.



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# 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.

News Services: AP, CBS.

Satellite Earth Station: Prodelin, 5-meter; Pinzone receivers.

Network Service: CBS.

Licensee: BENI Broadcasting of Rochester Inc., 191 East Ave., Rochester 14604.

Studio: 191 East Ave., Rochester, N.Y. 14604.

Telephone: 716-546-5670. TWX: 716-235-8699.

Ownership: Broadcast Enterprises National Inc., 100%. Ragan A. Henry, pres.; A. Stephen Kronquest, sr. v.p. & gen. mgr.; Sheila Nachemson, secy.; Guyon W. Turner, v.p. BENI owns: WPDQ(AM), Jacksonville, Fla.; WITH(AM), Baltimore, Md.; WJAS(AM), Pittsburgh, Pa.; WAOK(AM), Atlanta, Ga.; WTLC(FM), Indianapolis, Ind.; WBLZ(FM), Hamilton, Ohio. Note: Sale to Viacom pends.

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). Sale to present owners by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24).

Represented (sales) by Katz Television.

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

Represented (engineering) by Lohnes & Culver.

Personnel:

RAGAN A. HENRY, president.

A. STEPHEN KRONQUEST, senior vice president & general manager.

DAVID KENNEDY, director of marketing.

HOWARD HUFF, technical administrator.

Highest 30 Sec. Rate (Fall 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1049.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 597,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Genesee	20,600	20,300	98
	Livingston	19,000	18,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	259,300	254,900	98
	Ontario	31,700	31,200	98
	Wayne	29,800	29,200	98
<b>NEW YORK</b>				
Between 25-49%	Allegany	17,400	16,800	97
	Orleans	13,400	13,000	97
	Seneca	11,700	11,500	99
	Steuben	36,200	35,200	97
	Wyoming	13,500	13,300	99
	Yates	8,200	8,000	97
<b>NEW YORK</b>				
Between 5-24%	Cayuga	27,700	26,900	97
	Schuyler	6,300	6,100	97
	Tompkins	31,400	29,600	94
<b>Station Totals</b>		<b>526,200</b>	<b>514,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>364,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>221,000</b>	

# 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.

News Service: AP.

Satellite Earth Station: Simulast, 7-meter; Harris receivers.

Network Service: ABC.

Licensee: Flower City Television Corp., Box L, 4225 W. Henrietta Rd., Rochester, N.Y. 14623.

Studio: 4225 W. Henrietta Rd., Rochester, N.Y. 14623.

Telephone: 716-334-8700.

Ownership: Post Corp., 100%. For officers & other interests, see Group Ownership of TV Stations.

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. Sale to present owner approved by FCC Aug. 15, 1977 (Vol. 17:16).

Represented (sales) by Harrington, Richter & Parsons Inc.; Paul Mulvihill & Co. Ltd.

Represented (legal) by Ward & Mendelsohn, P.C.

### Personnel:

THOMAS L. GAGNON, general manager.  
KENT BECKWITH, general sales manager.  
JONATHAN MURRAY, program manager.  
JAMES R. PAILLE, controller.  
CLYDE PARKER, engineering manager.  
GORDON SCLAR, promotion manager.  
GERRY WALKER, director, public affairs.  
GIL BUETTNER, news director.  
CRAIG D. HESLOR, production manager.  
MARIANNE FOSCO, traffic manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Genesee	20,600	20,300	98
	Livingston	19,000	18,600	98
	Monroe	259,300	254,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ONTARIO</b>			
	Ontario	31,700	31,200	98
	Wayne	29,800	29,200	98
	Yates	8,200	8,000	97
Between 25-49%	<b>NEW YORK</b>			
	Orleans	13,400	13,000	97
	Seneca	11,700	11,500	99
	Wyoming	13,500	13,300	99
Between 5-24%	<b>NEW YORK</b>			
	Allegany	17,400	16,800	97
	Cayuga	27,700	26,900	97
	Oswego	39,100	38,400	98
	Schuyler	6,300	6,100	97
	Steuben	36,200	35,200	97
	Tompkins	31,400	29,600	94
<b>Station Totals</b>		<b>565,300</b>	<b>553,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>362,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>223,800</b>	

# 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.

News Service: AP.

Satellite Earth Station: Harris, 6.1-meter.

Network Service: NBC.

Licensee: WROC Inc.

Studio: 201 Humboldt St., Rochester, N.Y. 14610.

Telephone: 716-288-8400. TWX: 716-235-9136.

Ownership: Television Station Partners, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: June 11, 1949. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:30). Sold to Ziff by Rust Craft Bcstg. March 22, 1979. FCC approved sale May 10, 1978 (Vol. 17:26, 27, 36, 38; 18:20, 31). Sale to Rust Craft Bcstg. by Veterans Bcstg. approved Feb. 10, 1965 (Vol. 4:39, 46; 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (Sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kltner.

### Personnel:

FRANK DiPROSA, vice president & general manager.  
CRAIG MILLAR, general sales manager.  
MIKE MORGAN, news director.  
TERRY FAUTH, program manager.  
CAROL HOFFMAN, national sales manager.  
JOHN COON, chief engineer.

Highest 30 Sec. Rate (Jan. 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 753,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Genesee	20,600	20,300	98
	Livingston	19,000	18,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	259,300	254,900	98
	Ontario	31,700	31,200	98
	Wayne	29,800	29,200	98
<b>NEW YORK</b>				
Between 25-49%	Orleans	13,400	13,000	97
	Seneca	11,700	11,500	99
	Steuben	36,200	35,200	97
	Wyoming	13,500	13,300	99
	Yates	8,200	8,000	97
<b>NEW YORK</b>				
Between 5-24%	Allegany	17,400	16,800	97
	Cayuga	27,700	26,900	97
	Schuyler	6,300	6,100	97
	Tompkins	31,400	29,600	94
<b>Station Totals</b>		<b>526,200</b>	<b>514,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>353,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>192,400</b>	

# New York—Rochester

## WUHF

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1000-kw max. & 759-kw horizontal visual, 151-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 00"

Transmitter: Pinnacle Hill, Rochester.

News Service: AP.

Satellite Earth Station: MSC, 6-meter; Microdyne receivers.

Network Service: None, independent.

Grantee: Malrite TV of New York Inc., Statler Office Tower, Euclid Ave. & E. 12th St., Cleveland, Ohio 44115.

Studio: 360 East Ave., Rochester, N.Y. 14604.

Telephone: 716-232-3700.

Ownership: Malrite Communications Group Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 27, 1980.

Represented (sales) by Blair Television.

Represented (legal) by Shrinky, Weitzman & Eisen, P.C.

Represented (engineering) by Ralph Evans Associates.

Personnel:

CARL E. HIRSCH, president.

JERRY CARR, vice president & general manager.

RICK RAMBALDO, station manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
50% & Over	Livingston	19,000	18,600	98
	Monroe	259,300	254,900	98
	Ontario	31,700	31,200	98
	Wayne	29,800	29,200	98
	<b>NEW YORK</b>			
Between 25-49%	Genesee	20,600	20,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Wyoming	13,500	13,300	99
<b>NEW YORK</b>				
Between 5-24%	Allegany	17,400	16,800	97
	Cayuga	27,700	26,900	97
	Orleans	13,400	13,000	97
	Seneca	11,700	11,500	99
	Yates	8,200	8,000	97
Station Totals		452,300	443,700	98
Net Weekly Circulation (1983)			232,700	
Average Daily Circulation (1983)			111,200	

# New York—Smithtown

## WSNL-TV

Ch. 67

(Satellite of WWHT, New York-Newark)

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. & 1820-kw horizontal visual, 186-kw horizontal aural. Antenna: 440-ft. above av. terrain, 454-ft. above ground, 544-ft. above sea level.

Latitude 40° 48' 27"  
Longitude 73° 10' 48"

Holds CP for change to 2612-kw visual, 261.2-kw max. aural, 714-ft. above av. terrain, 675-ft. above ground, 815-ft. above sea level, lat. 40° 53' 23", long. 72° 57' 13"; transmitter to 0.62-mi. SW of intersection of Rocky Point Rd. & Miller Place Rd., Middle Island.

Transmitter: 3200 Expressway Dr. S., Central Islip, N.Y.

News Service: AP.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: WWHT Corp., 390 W. Market St., Newark, N.J. 07107.

Studio: 3200 Expressway Dr. S., Central Islip, Long Island, N.Y. 11722.

Telephones: 516-582-6700; 212-895-6700.

Ownership: Wometco Enterprises Inc., over 99%. For other Wometco interests, see Group Ownership of TV Stations. WWHT Corp. is also the licensee of WWHT(TV), Newark, N.J.

Began Operation: Nov. 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to present owners approved by FCC Nov. 18, 1980.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

HAROLD BROWNSTEIN, president.  
HERBERT LEFKOWITZ, vice president & general manager.  
JOSEPH GIARDINA, vice president, engineering.  
GENE PFEIFFER, chief engineer.  
JACK KANAKARIS, production manager.

Highest 30 Sec. Rate (May 1, 1982): \$400.



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# New York—Syracuse

**WIXT**

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.

News Services: AP, UPI, ABC.

Satellite Earth Station: Prodelin, 5-meter; Microdyne receivers.

Network Service: ABC.

Licensee: WIXT-TV Inc., Box 9, Syracuse, N.Y. 13214.

Studio: Box 9, Shoppingtown, Syracuse, N.Y. 13214.

Telephone: 315-446-4780. TWX: 710-541-0565.

Ownership: Ackerley Communications Inc. Barry A. Ackerley, pres., 98.2%; Lewis B. Blakeny Jr., secy.-treas.; First Chicago Investment Corp., 1.8%. Ackerley also owns KKTU, Colorado Springs, Colo. & is buying KPWR-TV, Bakersfield, Cal.

Began Operation: Sept. 9, 1962 as joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants, May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (Television Digest, Vol. 11:20; 12:30). Sale to Coca Cola Bottling Co., Larry H. Israel, et al., approved by FCC Nov. 15, 1977 (Vol. 17:24, 36; 18:2). Sale to present owners approved April 16, 1982 (Vol. 22:7).

Represented (sales) by Katz Television.

Represented (legal) by Rubin, Winston & Diercks.

Represented (engineering) by Jules Cohen Associates.

Personnel:

ROBERT A. FISHMAN, vice president & general manager.  
DAVID KRAUSE, national sales manager.  
CHARLES F. MULVEY, chief engineer.  
BERNARD J. AIELLO, operations manager.  
ANDY BRIGHAM, news director.

Highest 30 Sec. Rate (July 1983): \$770.

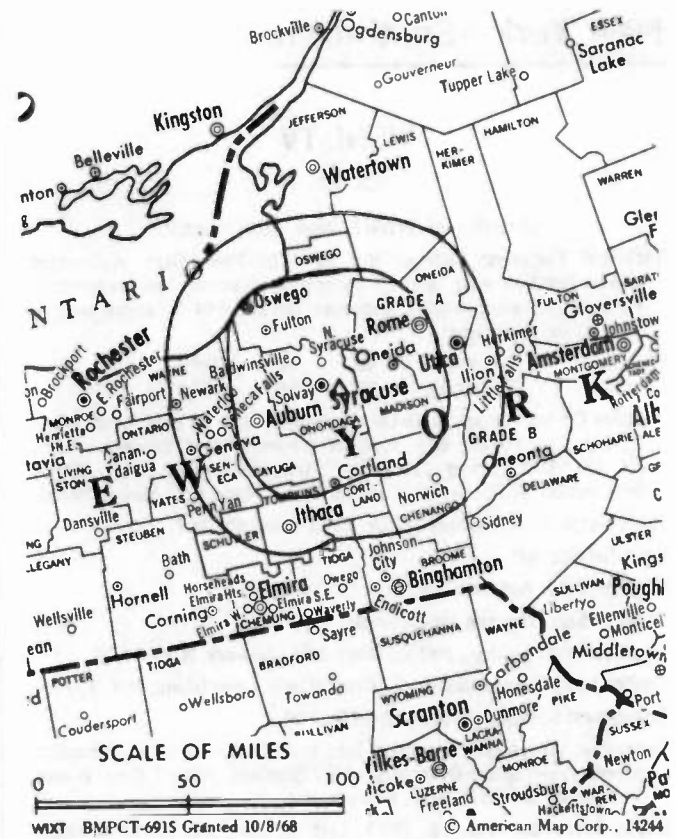
NETWORK BASE HOURLY RATE: \$925.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 63,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	27,700	26,900	97
	Chenango	17,600	17,100	97
	Cortland	16,800	16,500	98
	Madison	21,700	21,200	98
	Oneida West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Oswego	39,100	38,400	98
	Seneca	11,700	11,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tompkins	31,400	29,600	94
	Yates	8,200	8,000	97
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Delaware	16,900	16,200	96
	Franklin	15,600	15,100	97
	Jefferson	31,600	31,000	98
	Oneida East	58,400	57,300	98
	Ontario	31,700	31,200	98
	Otsego	21,000	20,300	97
	St Lawrence	36,900	36,100	98
	Schuyler	6,300	6,100	97
	Wayne	29,800	29,200	98
	<b>NEW YORK</b>			
<b>Between 5-24%</b>	Broome	78,200	76,800	98
	Chemung	35,100	34,200	97
	Hamilton	1,900	1,800	95
	Herkimer	24,000	23,500	98
	Lewis	8,500	8,300	98
	Steuben	36,200	35,200	97
	Tioga	17,400	17,000	98
<b>Station Totals</b>		<b>823,700</b>	<b>805,200</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>419,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>232,300</b>	

# New York—Syracuse

## WSTM-TV

Ch. 3

(Also operates satellite WETM-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.

News Services: AP, UPI.

Network Service: NBC.

Licensee: WSTM-TV Inc., 1030 James St., Syracuse.

Studio: 1030 James St., Syracuse, N.Y. 13203.

Telephone: 315-474-5000. TWX: 710-541-0428.

Ownership: Times Mirror Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 15, 1950. Sale to present owner by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN J. McCRORY, president.

MARSHALL GALLIERS, vice president & general manager.

NORM CISSNA, general sales manager.

DON EDWARDS, program director.

MARNIE BLOUNT, promotion director.

STEVE HAMMEL, news director.

ROBERT J. PARKHURST, chief engineer.

Rates: Not available.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 115,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	27,700	26,900	97
	Chenango	17,600	17,100	97
	Cortland	16,800	16,500	98
	Jefferson	31,600	31,000	98
	Lewis	8,500	8,300	98
	Madison	21,700	21,200	98
	Oneida West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Oswego	39,100	38,400	98
	Seneca	11,700	11,500	99
Tompkins	31,400	29,600	94	
Yates	8,200	8,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Delaware	16,900	16,200	96
	Hamilton	1,900	1,800	95
	Oneida East	58,400	57,300	98
	Ontario	31,700	31,200	98
	Otsego	21,000	20,300	97
	Schuyler	6,300	6,100	97
Wayne	29,800	29,200	98	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Broome	78,200	76,800	98
	Chemung	35,100	34,200	97
	Herkimer	24,000	23,500	98
	Livingston	19,000	18,600	98
	Monroe	259,300	254,900	98
	St Lawrence	36,900	36,100	98
	Steuben	36,200	35,200	97
	Tioga	17,400	17,000	98
Wyoming	13,500	13,300	99	
<b>Station Totals</b>		<b>1,099,900</b>	<b>1,076,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>453,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>269,800</b>	



# New York—Syracuse

## WTVH

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

Transmitter: 0.32-miles E and 0.34-miles N of Sentinel Heights & Jim Bull Rds.

News Services: AP, UPI.

Satellite Earth Station: Antenna Technology, 7-meter; Harris receivers.

Network Service: CBS.

Licensee: Meredith Corp., 980 James St. 13203.

Studio: 980 James St., Syracuse, N.Y. 13203.

Telephone: 315-425-5555. TWX: 710-541-0443.

Ownership: Meredith Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 1, 1948.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

### Personnel:

JOHN H. DeROCHE, vice president & general manager.  
STEVEN ENGLER, general sales manager.  
CANDY CAMPBELL, local sales manager.  
CATHY CREAMY, program director.  
DALE BOOTH, operations director.  
JIM HOLLAND, news director.  
EDWARD F. MERRITT, director of engineering.  
DAVE OETJEN, promotion director.  
ROBERT DIETZ, business manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	27,700	26,900	97
	Cortland	16,800	16,500	98
	Herkimer	24,000	23,500	98
	Madison	21,700	21,200	98
	Oneida East	58,400	57,300	98
	Oneida West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Oswego	39,100	38,400	98
	Schuyler	6,300	6,100	97
	Seneca	11,700	11,500	99
Tompkins	31,400	29,600	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Yates	8,200	8,000	97
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Chemung	35,100	34,200	97
	Chenango	17,600	17,100	97
	Hamilton	1,900	1,800	95
	Jefferson	31,600	31,000	98
	Lewis	8,500	8,300	98
	Ontario	31,700	31,200	98
	Steuben	36,200	35,200	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Broome	78,200	76,800	98
	Delaware	16,900	16,200	96
	Otsego	21,000	20,300	97
	Tioga	17,400	17,000	98
<b>PENNSYLVANIA</b>	Sullivan	2,200	2,100	95
<b>Station Totals</b>		<b>832,200</b>	<b>812,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>490,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>286,100</b>	

# New York—Utica

## WKTV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 5.25-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

Transmitter: Near Middleville, N.Y.

News Service: AP.

Network Service: NBC.

Licensee: Harron Communications Corp., Smith Hill Rd. 13503.

Studio: Smith Hill Rd.

Mailing Address: Box 2, Utica, N.Y. 13503.

Telephone: 315-733-0404. TWX: 315-797-1832.

Ownership: Margaret E. Harron Trust, 25.2%; Paul F. Harron Jr., Margaret H. Bruder & Patricia H. Imbesi Trusts, 18.2% each; Lawrence D. Biele, 10%; Paul F. Harron Estate Trust, 4.8%; Regina H. Hanson, 3.8%; Sheldon F. Storrier, 1.6%. Harron also owns WMTW-TV Poland Spring, Me.; has multiple cable interests.

Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vol. 14:45, 46, 49; 15:1).

Represented (sales) by Avery-Knode, Inc.; Santo Crupi (Boston).

Represented (legal) by Hogan & Hartson.

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

### Personnel:

PAUL F. HARRON, president.

SHELDON STORRIER, vice president & general manager.

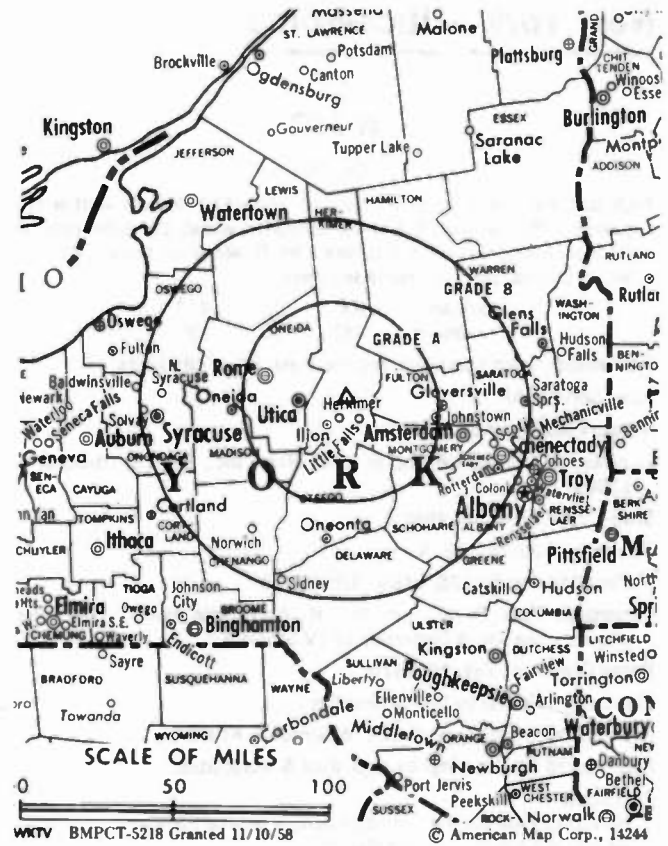
DANIEL GERMAN, program & operations manager.

Highest 30 Sec. Rate (May 1, 1982): \$350.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Herkimer	24,000	23,500	98
	Oneida East	58,400	57,300	98
	Oneida West	30,400	29,800	98
	Otsego	21,000	20,300	97
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Delaware	16,900	16,200	96
	Hamilton	1,900	1,800	95
	Lewis	8,500	8,300	98
	Montgomery	19,900	19,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Schoharie	10,400	10,000	97
<b>NEW YORK</b>	<b>Between 5-24%</b>			
	Chenango	17,600	17,100	97
	Fulton	21,000	20,500	98
	Greene	16,100	15,700	98
	Madison	21,700	21,200	98
	Rensselaer	54,000	52,800	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
Warren	20,200	19,600	97	
<b>PENNSYLVANIA</b>	Pike	7,800	7,500	96
	<b>VERMONT</b>			
	Bennington	12,800	12,400	97
<b>Station Totals</b>		<b>474,800</b>	<b>463,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>173,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>100,900</b>	

# New York—Utica-Rome

## WUTR

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1156-kw max. & 748-kw horizontal visual, 115.6-kw max. & 74.8-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"  
Longitude 75° 10' 35"

Transmitter: Atop Smith Hill, approx. 2-mi. NE of city limits.

News Service: AP.

Network Service: ABC.

Licensee: Roy H. Park Bcstg. of Utica-Rome Inc., Box 20, Utica, N.Y. 13503.

Studio: Smith Hill, Deerfield.

Telephone: 315-797-5220.

Mailing Address: Box 20, Utica, N.Y. 13503.

Ownership: Park Bcstg. Inc. Roy H. Park, sole owner. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 28, 1970.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

DAVID L. ZAMICHOW, vice president & general manager.

PAMELA SYPER, program director.

WILLIAM KNOWLES, news director.

ROBERT HAJEC, chief engineer.

Highest 30 Sec. Rate (May 1982): \$600.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Herkimer	24,000	23,500	98
	Oneida East	58,400	57,300	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Jefferson	31,600	31,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Lewis	8,500	8,300	98
	Oneida West	30,400	29,800	98
	Otsego	21,000	20,300	97
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Madison	21,700	21,200	98
	Montgomery	19,900	19,400	97
	Onondaga	169,600	166,900	98
	St Lawrence	36,900	36,100	98
<b>Station Totals</b>		<b>422,000</b>	<b>413,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>120,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>60,000</b>	

# New York—Carthage-Watertown

## WWNY-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level, using 0.36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Holds CP for change to 1030-ft. above av. terrain, 798-ft. above ground, 2295-ft. above sea level, lat. 43° 52' 39", long. 75° 42' 48"; transmitter to Hays Rd., 0.28-mi. W of N.Y. State Rte. 194, 2.3-mi. SW of Copenhagen.

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

News Service: UPI.

Network Service: ABC, CBS, NBC.

Licensee: Watertown/Carthage Television Corp., 120 Arcade St., Watertown.

Studio: 120 Arcade St., Watertown, N.Y. 13601.

Telephone: 315-788-3800, Watertown.

TWX No.: 510-257-4650, Watertown.

Ownership: Howard J. Brown, pres.; Eugene W. Schulte, v.p.-secy.; United Communications Corp., 100%. UCC ownership: Howard J. Brown, pres., 68.6%; Eugene W. Schulte, v.p.-secy.-treas., 6.9%; Roger O. Brown, 7.3%; Elizabeth K. Brown, 2.8%; 13 others. UCC owns 93% & Schulte owns 5% of Mankato Bcstg. Corp., licensee of KEYC-TV, Mankato, Minn. UCC also owns Kenosha Cablevision Inc., applicant for cable TV franchise in Kenosha, Wis.

Began Operation: Oct. 22, 1954. Sale to present owner by Johnson Newspaper Corp. approved by FCC May 11, 1981.

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

DAVID J. ALTERI, general manager & director of sales.  
THOMAS BRUCE, director of promotion.  
DAVID CUMMINGS, director of operations.  
JEFFREY GRAHAM, news director.  
DONALD C. MOREHOUSE, chief engineer.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$675.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 264,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Jefferson	31,600	31,000	98
	Lewis	8,500	8,300	98
	St Lawrence	36,900	36,100	98
Between 25-49%	<b>NEW YORK</b>			
	Hamilton	1,900	1,800	95
Between 5-24%	<b>NEW YORK</b>			
	Franklin	15,600	15,100	97
	Montgomery	19,900	19,400	97
	Oswego	39,100	38,400	98
<b>Station Totals</b>		<b>153,500</b>	<b>150,100</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>82,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>57,900</b>	

## New York

### WRGB, Albany-Schenectady-Troy

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK—(Continued)			
	Otsego	21,000	20,300	97
	Ulster	58,800	56,800	97
Between 5-24%	NEW YORK			
	Delaware	16,900	16,200	96
	Essex	13,500	13,200	97
	Herkimer	24,000	23,500	98
	VERMONT			
	Addison	10,100	9,800	97
	Chittenden	41,100	40,400	98
	Washington	19,600	19,200	98
	Windham	14,800	14,100	95

### WNEW-TV, New York

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Carbon	20,400	19,900	98
	Centre	38,200	36,900	97
	Clinton	14,000	13,700	98
	Lehigh	106,000	104,100	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96
	Mc Kean	18,600	18,000	97
	Monroe	27,900	27,300	98
	Schuylkill	61,400	59,800	97
	Warren	17,200	16,500	96
Wayne	13,300	12,700	95	
Between 5-24%	CONNECTICUT			
	Hartford	296,400	291,200	98
	NEW JERSEY			
	Cumberland	45,700	45,000	98
	NEW YORK			
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98

## WNEW-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW YORK—(Continued)			
	Chenango	17,600	17,100	97
	Delaware	16,900	16,200	96
	Monroe	259,300	254,900	98
	Onelda West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Oswego	39,100	38,400	98
	Otsego	21,000	20,300	97
	Rensselaer	54,000	52,800	98
	Schenectady	56,300	55,400	98
	Tioga	17,400	17,000	98
	Washington	18,400	18,000	98
	Yates	8,200	8,000	97
	PENNSYLVANIA			
	Bucks	166,000	164,100	99
	Clearfield	30,400	29,700	98
	Columbia	22,600	22,100	98
Lackawanna	83,500	82,200	98	
Mifflin	17,300	16,600	96	
Susquehanna	13,500	13,200	97	
Wyoming	9,600	9,300	97	

### WPIX, New York

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK—(Continued)			
	Herkimer	24,000	23,500	98
	Jefferson	31,600	31,000	98
	Montgomery	19,900	19,400	97
	Oneida East	58,400	57,300	98
	Oneida West	30,400	29,800	98
	Onondaga	169,600	166,900	98
	Rensselaer	54,000	52,800	98
	St Lawrence	36,900	36,100	98
	Saratoga	55,900	55,100	98
	Schenectady	56,300	55,400	98
	Seneca	11,700	11,500	99
	Steuben	36,200	35,200	97
	Tioga	17,400	17,000	98
	Tompkins	31,400	29,600	94
Ulster	58,800	56,800	97	
Warren	20,200	19,600	97	
PENNSYLVANIA	Blair	50,200	49,200	98
	Cameron	2,700	2,600	98
	Carbon	20,400	19,900	98

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**WPIX—(Continued)**  
(Arbitron Data Continued)

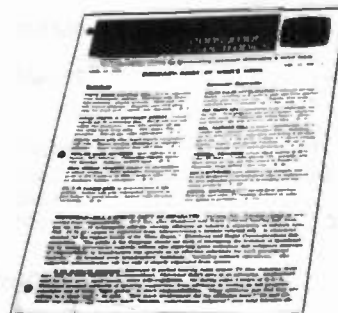
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
Between 25-49%	Centre	38,200	36,900	97
	Clearfield	30,400	29,700	98
	Clinton	14,000	13,700	98
	Columbia	22,600	22,100	98
	Lackawanna	83,500	82,200	98
	Lehigh	106,000	104,100	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96
	Mc Kean	18,600	18,000	97
	Mifflin	17,300	16,600	96
	Monroe	27,900	27,300	98
	Schuylkill	61,400	59,800	97
	Tioga	14,100	13,500	96
	Union	10,500	10,000	95
	Warren	17,200	16,500	96
	Wayne	13,300	12,700	95
<b>VERMONT</b>				
	Bennington	12,800	12,400	97
	Chittenden	41,100	40,400	98
	Rutland	21,800	21,200	97
<b>CONNECTICUT</b>				
Between 5-24%	Hartford	296,400	291,200	98
	Middlesex	48,600	47,700	98
	Windham	33,600	32,900	98
<b>MASSACHUSETTS</b>				
	Essex	234,600	231,700	99
	Hampden	161,200	158,500	98
	Hampshire	46,900	45,800	98
	Middlesex	487,400	481,200	99
	Worcester	233,300	229,800	98
<b>NEW HAMPSHIRE</b>				
	Belknap	17,000	16,800	99
	Sullivan	14,200	13,700	96

**WPIX—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
<b>NEW YORK</b>				
	Allegany	17,400	16,800	97
	Cattaraugus	30,300	29,600	98
	Cayuga	27,700	26,900	97
	Chenango	17,600	17,100	97
	Columbia	22,400	21,900	98
	Erie	367,000	361,700	99
	Essex	13,500	13,200	97
	Genesee	20,600	20,300	98
	Livingston	19,000	18,600	98
	Madison	21,700	21,200	98
	Monroe	259,300	254,900	98
	Niagara	82,000	80,800	99
	Ontario	31,700	31,200	98
	Oswego	39,100	38,400	98
	Otsego	21,000	20,300	97
	Schuyler	6,300	6,100	97
	Washington	18,400	18,000	98
	Wayne	29,800	29,200	98
	Yates	8,200	8,000	97
<b>PENNSYLVANIA</b>				
	Berks	118,400	116,000	98
	Bradford	22,400	21,800	97
	Bucks	166,000	164,100	99
	Chester	111,300	109,400	98
	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Delaware	194,400	192,500	99
	Huntingdon	14,900	14,400	97
	Jefferson	18,200	17,800	98
	Montgomery	231,400	228,300	99
	Pike	7,800	7,500	96
	Potter	6,400	6,100	96
	Snyder	11,400	10,800	95
	Susquehanna	13,500	13,200	97
	Wyoming	9,600	9,300	97

**Television Digest with Consumer Electronics**

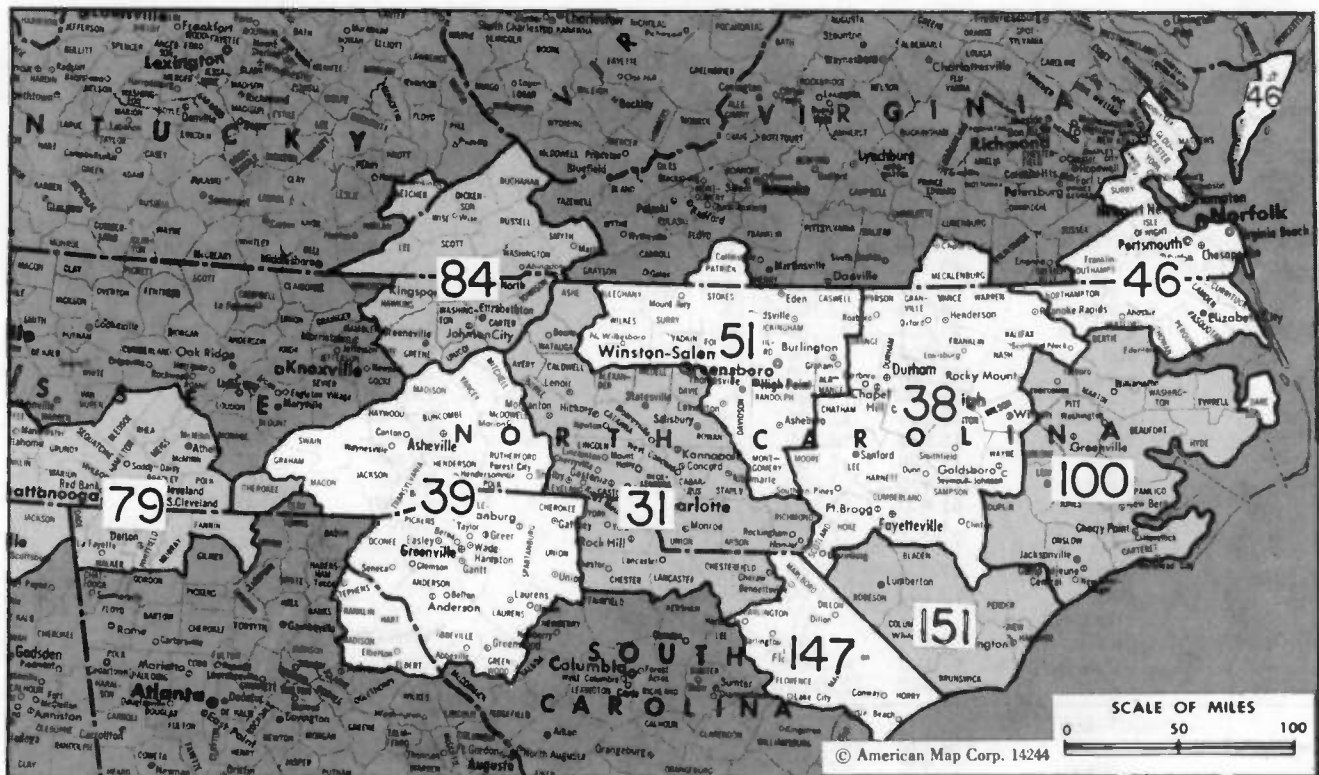
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# North Carolina



### North Carolina Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	12	9	21
Educational Television Stations	2	8	10
			31

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### **WLOS-TV, WSPA-TV & WYFF-TV**

Asheville

(See Greenville & Spartanburg, S.C.)

### **WPTF-TV & WTVD, Durham**

(See Raleigh, N.C.)

### **WGHP-TV, Greensboro**

(See Winston-Salem, N.C.)

## North Carolina

### **WITN-TV & WCTI, 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 & WXII**

Winston-Salem

(See Greensboro, N.C.)



# North Carolina—Asheville

## WHNS

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"

Holds CP for change to 3349.7-kw visual, 402-kw aural, 2509-ft. above av. terrain, 1609-ft. above ground, 5049-ft. above sea level, lat. 35° 10' 57", long. 82° 40' 57"; transmitter to Slick Rock Mtn., Transylvania County.

Transmitter: Sunset Mtn.

Satellite Earth Station: Scientific-Atlanta, 7-meter.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Pappas Telecasting of the Carolinas.

Studios: Asheville, N.C. Telephone: 704-258-2100; Greenville, S.C. Telephone: 803-288-2100.

Ownership: Harry J. Pappas & Stella A. Pappas. For other interests, see KMPH(TV), Visalia-Fresno, Cal.

Began Operation: July 5, 1953. Sale to present owner by Thoms Bcstg. approved by FCC July 27, 1979 (Television Digest, Vol. 19:25). Note: Temporarily off-air.

Represented (engineering) by Smith & Powstenko; Cecil Lynch.

### Personnel:

HARRY J. PAPPAS, president.

LeBON G. ABERCROMBIE, director of planning & development.

GARY MARSHALL, general manager.

NANCY CASON, traffic manager.

JOSEPH A. SHAFFER, program manager.

Rates: On request.



For U.S. TV Station Call Letters,  
see page 8

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# North Carolina—Charlotte

## WBTV

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 CP for change to 100-kw max. & 96.6-kw horizontal visual, 10-kw max. & 9.66-kw horizontal aural, 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level, lat. 35° 21' 51", long. 81° 11' 18"; transmitter to Rte. 3, Bob Friday Rd., Dallas.

Transmitter: Spencer Mtn., Gaston County.

AM Affiliate: WBT, 50-kw, 1110 kHz.

FM Affiliate: WBCY, 100-kw, 107.9 MHz (No. 300), 950-ft.

News Services: AP, UPI, CBS.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: CBS.

Licensee: Jefferson-Pilot Broadcasting Co., One Julian Price Place, Charlotte 28208.

Studio: One Julian Price Place, Charlotte, N.C. 28208.

Telephone: 704-374-3500. TWX: 810-621-0449.

Ownership: Jefferson-Pilot Corp., 100%. Principal Bcstg. Officers: Joseph M. Bryan, chmn.; Wallace Jorgenson, pres.; James G. Babb Jr., exec. v.p. For other interests, see Group Ownership of TV Stations.

Began Operation: July 15, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by Wiley, Johnson & Rein.

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

Personnel:

- WALLACE J. JORGENSON, president.
- JAMES G. BABB JR., executive vice president.
- JOHN A. EDGERTON, vice president, administration.
- CULLIE TARLETON, senior v.p. & managing director.
- JOSEPH B. MCCOY III, general sales manager.
- DAN DuVALL, national sales manager.
- ROBERT SCHELLENBERG, local & regional sales manager.
- GEORGE B. GRILLS, director of engineering & facilities.
- GEORGE K. REYNOLDS, technical operations manager.
- GERALD W. KING, treasurer.
- JOHN H. HUTCHINSON JR., broadcast operations manager.
- MARK deCASTRIQUE, program operations manager.
- STEPHAN H. GREENWALD, news & information manager.
- CATHY C. PAINTER, promotion director.
- PAUL CAMERON, sports director.

Highest 30 Sec. Rate (Feb. 28, 1983): \$10,000.

NETWORK BASE HOURLY RATE: \$2800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98
	Ashe	8,500	8,300	98
	Avery	5,100	5,000	98
	Burke	27,300	27,000	99
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Cleveland	29,900	29,600	99
	Gaston	58,700	58,100	99
	Iredell	30,800	30,400	99
	Lincoln	15,900	15,700	99
Mc Dowell	13,000	12,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
	Mecklenburg	156,200	154,700	99	
	Mitchell	5,300	5,200	98	
	Rowan	37,700	37,300	99	
	Rutherford	20,400	20,200	99	
	Stanly	18,300	18,100	99	
	Union	24,600	24,200	98	
	Watauga	11,700	11,500	98	
	Wilkes	21,800	21,400	98	
	<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
Davie		9,300	9,100	98	
Henderson		24,500	24,100	98	
Montgomery		8,200	8,100	99	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
	Alleghany	3,900	3,800	97	
	Buncombe	63,400	62,400	99	
	Davidson	42,500	42,000	99	
<b>Station Totals</b>	<b>SOUTH CAROLINA</b>				
	Chesterfield	13,600	13,300	98	
	Fairfield	6,400	6,200	97	
	Union	10,900	10,700	99	
	<b>NORTH CAROLINA</b>				
	Yadkin	10,700	10,500	98	
	Yancey	5,600	5,400	96	
	<b>Station Totals</b>				
	Net Weekly Circulation (1983)	1,248,900	1,232,300	98	688,800
	Average Daily Circulation (1983)				440,100

(Continued on page 667)

# North Carolina—Charlotte

## WCCB

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2090-kw max. & 1580-kw horizontal visual, 174-kw horizontal aural. Antenna: 1276-ft. above av. terrain, 1143-ft. above ground, 1943-ft. above sea level.

Latitude 35° 15' 56"  
Longitude 80° 44' 06"

Requests CP for change to 5000-kw visual, 500-kw aural, 1873-ft. above av. terrain, 1940-ft. above ground, 2720-ft. above sea level, lat. 35° 20' 40"; long. 81° 10' 16"; transmitter to Colt Thornburg at Philadelphia Church Rd., Dallas.

Transmitter: 0.5-mi. SE of Newell.

News Service: INN.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 7-meter.

Network Service: None, independent.

Licensee: WCCB-TV Inc., One Television Place, Charlotte, N.C. 28205.

Studio: One Television Place, Charlotte, N.C. 28205.

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.; WBAK-TV, Terre Haute, Ind.; WRSP-TV, Springfield, Ill.; WABG, Greenwood, Miss.; WLBJ-AM-FM, Bowling Green, Ky.; WWOD-AM-FM, Lynchburg, Va.; KXEL-AM-FM, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOD-AM-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 (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 Katz Independent TV Sales.

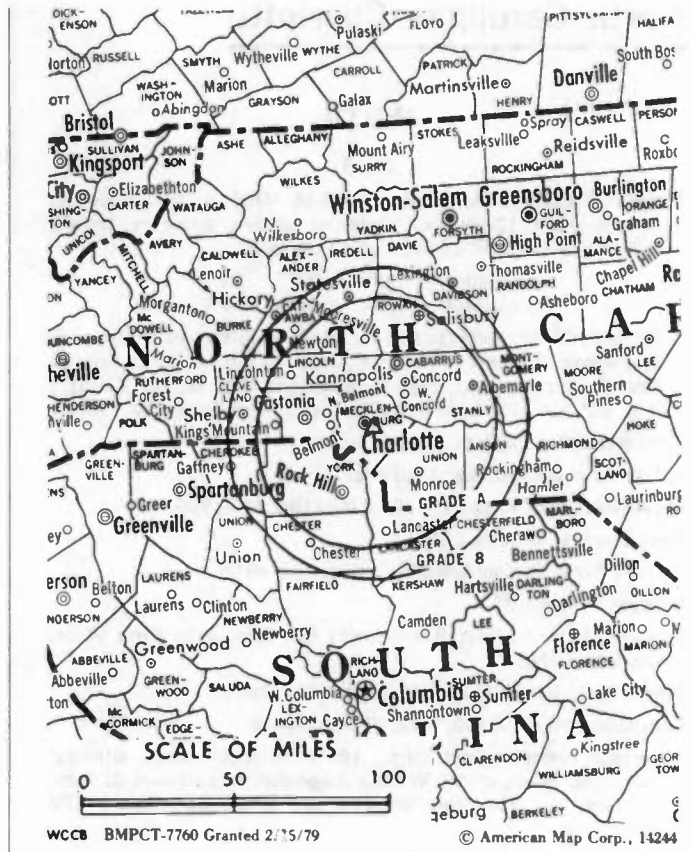
Personnel:

CY N. BAHAKEL, president.  
LORRAINE LANCASTER, senior vice president.  
MIKE KASSNER, vice president.  
CARL BRUCE, general manager.  
DEBORAH DUNN, general sales manager.  
BEVERLY POSTON, program director.  
STEWART ALBERT, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1983): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Anson	8,800	8,600	98
	Cabarrus	32,200	31,900	99
	Gaston	58,700	58,100	99
	Iredell	30,800	30,400	99
	Lincoln	15,900	15,700	99
	Mecklenburg	156,200	154,700	99
	Richmond	17,000	16,700	98
	Rowan	37,700	37,300	99
	Stanly	18,300	18,100	99
	Union	24,600	24,200	98
<b>SOUTH CAROLINA</b>				
	Lancaster	19,000	18,700	99
	York	37,500	37,000	99



WCCB BMPCT-7760 Granted 2/15/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alexander	9,300	9,200	99
	Catawba	39,600	39,300	99
	Cleveland	29,900	29,600	99
	Davie	9,300	9,100	98
	Forsyth	95,300	94,300	99
	Montgomery	8,200	8,100	99
	Rutherford	20,400	20,200	99
<b>SOUTH CAROLINA</b>				
	Cherokee	14,200	14,000	99
	Chester	10,300	10,100	98
	Chesterfield	13,600	13,300	98
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Alleghany	3,900	3,800	97
	Ashe	8,500	8,300	98
	Avery	5,100	5,000	98
	Burke	27,300	27,000	99
	Caldwell	25,000	24,700	99
	Davidson	42,500	42,000	99
	Hoke	6,500	6,300	97
	Mc Dowell	13,000	12,800	98
	Mitchell	5,300	5,200	98
	Moore	20,300	19,900	98
	Randolph	35,100	34,700	99
	Surry	22,500	22,100	98
	Watauga	11,700	11,500	98
	Wilkes	21,800	21,400	98
	Yadkin	10,700	10,500	98
	Yancey	5,600	5,400	96
<b>SOUTH CAROLINA</b>				
	Anderson	50,200	49,600	99
	Darlington	21,300	20,900	98
	Fairfield	6,400	6,200	97
(Continued on page 667)				
<b>Station Totals</b>		<b>1,143,500</b>	<b>1,128,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>440,100</b>
<b>Average Daily Circulation (1983)</b>				<b>196,700</b>

# North Carolina—Charlotte

## WPCQ-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2510-kw visual, 251-kw 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"

Requests CP for change to 5000-kw visual, 500-kw aural, 1889-ft. above av. terrain, 1940-ft. above ground, 2720-ft. above sea level, lat. 35° 20' 40", long. 81° 10' 16"; transmitter to between State Rtes. 1001 & 1805, 0.65-mi. N of State Rte. 1804, Dallas.

Transmitter: Hood Rd., 0.6-mi. N of Robinson Church Rd.

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

Satellite Earth Station: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Westinghouse Broadcasting & Cable Inc., Box 18665, Charlotte 28218.

Studio: 8036 Hood Rd., Charlotte, N.C. 28205.

Telephone: 704-536-3636. TWX: 810-621-7888.

Ownership: Westinghouse Bcstg. & Cable Inc. For other interests, see Group W in Group Ownership of TV Stations.

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to present owner approved by FCC March 17, 1980 (Television Digest, Vol. 19:21).

Represented (sales) by Group W Television Sales.

Represented (legal) by Wilkes, Artis, Hedrick & Lane.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

JOHN J. SPINOLA, vice president & general manager.

RON KAUFMAN, general sales manager.

ROBERT FREIDMAN, national sales manager.

NAT TUCKER, program manager.

NATALEA BROWN, news director.

JACK BARR, chief engineer.

Highest 30 Sec. Rate: \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98
	Cabarrus	32,200	31,900	99
	Catawba	39,600	39,300	99
	Gaston	58,700	58,100	99
	Iredell	30,800	30,400	99
	Lincoln	15,900	15,700	99
	Mecklenburg	156,200	154,700	99
	Richmond	17,000	16,700	98
	Stanly	18,300	18,100	99
	Union	24,600	24,200	98
	<b>SOUTH CAROLINA</b>			
Lancaster	19,000	18,700	99	
York	37,500	37,000	99	



WPCQ-TV BPCT-791210 KF Granted 3/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Cleveland	29,900	29,600	99
	Montgomery	8,200	8,100	99
Rowan	37,700	37,300	99	
<b>SOUTH CAROLINA</b>	Chester	10,300	10,100	98
	Chesterfield	13,600	13,300	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Ashe	8,500	8,300	98
	Burke	27,300	27,000	99
	Caldwell	25,000	24,700	99
	Davidson	42,500	42,000	99
	Davie	9,300	9,100	98
	Henderson	24,500	24,100	98
	Mc Dowell	13,000	12,800	98
	Mitchell	5,300	5,200	98
	Rutherford	20,400	20,200	99
	Scotland	11,100	10,900	98
	Surry	22,500	22,100	98
	Watauga	11,700	11,500	98
Wilkes	21,800	21,400	98	
Yadkin	10,700	10,500	98	
<b>SOUTH CAROLINA</b>	Cherokee	14,200	14,000	99
	Darlington	21,300	20,900	98
	Fairfield	6,400	6,200	97
	Marlboro	10,300	10,100	98
	Union	10,900	10,700	99
	Station Totals		884,300	872,700
Net Weekly Circulation (1983)			424,900	
Average Daily Circulation (1983)			203,100	

# 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"

Requests CP for change to 316-kw max. & 292.4-kw horizontal visual, 31.6-kw max. & 29.2-kw horizontal aural, 1900-ft. above av. terrain, 1953-ft. above ground, 2733-ft. above sea level, lat. 35° 20' 52", long. 81° 10' 13"; transmitter to 2.2-mi. N of center of Dallas.

Transmitter: 1.4-mi. SSE of Newell, N.C.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kHz (NBC).

FM Affiliate: WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: ABC.

Licensee: Carolina Broadcasting Co., Box 34665, Charlotte 28234.

Studio: 1901-25 N. Tryon St., Charlotte, N.C. 28206.

Telephone: 704-335-4700. TWX: 810-621-0437.

Ownership: Carolina Bcstg. Co., subsidiary of Cox Communications Inc. For other interests, see Group Ownership of TV Stations.

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 TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

- WILLIAM A. SCHWARTZ, president (Atlanta).
- GREGORY J. STONE, vice president & general manager.
- JOHN E. CALLAGHAN, vice president & station manager.
- BRUCE CHASTINE, controller.
- H. GARY BOGART, director of sales.
- MARK KEOWN, local & regional sales manager.
- JERRY PELLETIER, national sales manager.
- ROBERT McCOURT, program operations manager.
- RON COOK, production manager.
- DICK MOORE, news director.
- ALAN BATTEN, dir. of advertising & promotion.
- CHARLES W. WHITLEY, chief engineer.

Highest 30 Sec. Rate (Aug. 8, 1983): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98
	Burke	27,300	27,000	99
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Cleveland	29,900	29,600	99
	Davie	9,300	9,100	98
	Gaston	58,700	58,100	99
	Iredell	30,800	30,400	99
	Lincoln	15,900	15,700	99
	Mecklenburg	156,200	154,700	99
	Montgomery	8,200	8,100	99
	Richmond	17,000	16,700	98
	Rowan	37,700	37,300	99
	Stanly	18,300	18,100	99
Union	24,600	24,200	98	
<b>SOUTH CAROLINA</b>	Chester	10,300	10,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Chesterfield	13,600	13,300	98
	Lancaster	19,000	18,700	99
	York	37,500	37,000	99

### NORTH CAROLINA

<b>Between 25-49%</b>	Alleghany	3,900	3,800	97
	Ashe	8,500	8,300	98
	Avery	5,100	5,000	98
	Davidson	42,500	42,000	99
	Mc Dowell	13,000	12,800	98
	Mitchell	5,300	5,200	98
	Watauga	11,700	11,500	98
	Wilkes	21,800	21,400	98
Yadkin	10,700	10,500	98	

### SOUTH CAROLINA

Cherokee	14,200	14,000	99
Fairfield	6,400	6,200	97
Marlboro	10,300	10,100	98

### NORTH CAROLINA

<b>Between 5-24%</b>	Forsyth	95,300	94,300	99
	Henderson	24,500	24,100	98
	Polk	5,300	5,200	98
	Rutherford	20,400	20,200	99
	Scotland	11,100	10,900	98
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
	Yancey	5,600	5,400	96

### SOUTH CAROLINA

Darlington	21,300	20,900	98
Kershaw	13,900	13,600	98
Union	10,900	10,700	99

### TENNESSEE

Carter	19,100	18,900	99
Washington	33,100	32,900	99

### VIRGINIA

Carroll	12,600	12,300	98
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Station Totals	1,090,400	1,076,100	98
Net Weekly Circulation (1983)		639,600	
Average Daily Circulation (1983)		393,600	

# North Carolina—Fayetteville

**WKFT**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1542-kw max. & 1170-kw horizontal visual, 154.2-kw max. & 117-kw horizontal aural. Antenna: 709-ft. above av. terrain, 734-ft. above ground, 949-ft. above sea level.

Latitude 35° 03' 35"  
Longitude 78° 59' 24"

Transmitter: N of Clifdale Rd., 1.12-mi. W of US 401, near Fayetteville.

News Service: UPI.

Satellite Earth Stations: Microdyne, 5-meter; ADM Technology, 7-meter.

Network Service: None, independent.

Licensee: Fayetteville Television Inc., 230 Donaldson St., Fayetteville, N.C. 28301.

Studio: 230 Donaldson St., Fayetteville 28301.

Telephone: 919-323-4040. TWX: 510-938-0186.

Ownership: Gerald Edmonds, Asa Howard Bullard Jr., Norman J. Suttles, W. T. Barbour, Robert E. Bryan Jr., James C. Davis, Derwood H. Godwin, Dr. Assad Meymandi & Oscar L. Norris, 10% each. Norman Suttles & James Davis own 31.3% each of WPJL(AM), Raleigh N.C. Suttles & Derwood Godwin own 45% each of WVBS(AM) & WPJC(FM), Burgaw N.C.; 32% & 37.5% respectively of WAJL(AM), Winter Park, Fla.

Began Operation: June 1, 1981.

Represented (legal) by Kenkel & Barnard.

**Personnel:**

- NORMAN SUTTLES, president & chairman.
- JERRY POLICOFF, general sales manager.
- STEVE MOORE, production manager.
- GEORGE JOHNSON, chief engineer.
- KAY AUTRY, sales service manager.
- RICH CAREY, news director.
- BRENDA ROBINSON, film director.
- LANELLE HILL, program director.

Highest 30 Sec. Rate (July 1, 1983): \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Cumberland	80,500	79,300	99



WKFT BMPCT-801021KF Granted 12/19/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
Between 25-49%	Harnett	21,400	21,000	98
	Hoke	6,500	6,300	97
	Robeson	33,300	32,600	98
	Scotland	11,100	10,900	98
<b>NORTH CAROLINA</b>				
Between 5-24%	Bladen	10,800	10,500	97
	Lee	13,700	13,500	99
	Moore	20,300	19,900	98
	Sampson	17,600	17,300	98
<b>Station Totals</b>		215,200	211,300	98
<b>Net Weekly Circulation (1983)</b>			85,400	
<b>Average Daily Circulation (1983)</b>			34,900	

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# North Carolina—Greensboro-High Point & Winston-Salem

## WFMY-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1842-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

Transmitter: 3.7-mi. NE of Sophia.

News Services: AP, CBS, National Weather Wire, NAFAX, GOES.

Satellite Earth Station: ADM, 4-meter; Drake receivers.

Network Service: CBS.

Licensee: WFMY Television Corp., Phillips Ave. 27405.

Studio: Phillips Ave. & White St. 27405.

Mailing Address: Box TV-2, Greensboro, N.C. 27420.

Telephone: 919-379-9369. TWX: 510-925-1193.

Ownership: Harte-Hanks Communications Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 22, 1949. Sale to present owner by Landmark Communications approved by FCC Oct. 29, 1976 (Television Digest, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51).

Represented (sales) by Blair Television.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Lohnes & Culver.

### Personnel:

MICHAEL CONLY, vice president & general manager.

FRANK BENNETT, general sales manager.

JACK FOREHAND, program/operations manager.

LESLIE WILSON, promotion manager.

MABLE SCOTT, community affairs director.

RENEE CARPENTER, news manager.

JETA PACE, personnel director.

JEFF BURKETT, controller.

BOB KING, engineering manager.

Highest 30 Sec. Rate (Jan. 24, 1982): \$3500.

NETWORK BASE HOURLY RATE: \$1375.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alamance	37,200	36,900	99
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Chatham	12,800	12,600	98
	Davidson	42,500	42,000	99
	Davie	9,300	9,100	98
	Forsyth	95,300	94,300	99
	Guilford	119,800	118,700	99
	Montgomery	8,200	8,100	99
	Moore	20,300	19,900	98
	Person	10,500	10,300	98
	Randolph	35,100	34,700	99
	Rockingham	31,300	30,900	99
	Rowan	37,700	37,300	99
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
	Wilkes	21,800	21,400	98
	Yadkin	10,700	10,500	98
	<b>VIRGINIA</b>			
Henry	27,500	27,100	99	
Patrick	6,500	6,300	98	
Pittsylvania	41,400	40,700	98	



WFMY-TV BMPCT-790928K1 Granted 11/27/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98
	Ashe	8,500	8,300	98
	Iredell	30,800	30,400	99
	Lee	13,700	13,500	99
	Orange	29,800	29,200	98
	Richmond	17,000	16,700	98
	Stanly	18,300	18,100	99
	<b>VIRGINIA</b>			
Carroll	12,600	12,300	98	
Grayson	6,300	6,200	98	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Burke	27,300	27,000	99
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Cumberland	80,500	79,300	99
	Durham	59,100	58,200	99
	Granville	10,900	10,700	98
	Harnett	21,400	21,000	98
	Hoke	6,500	6,300	97
	Robeson	33,300	32,600	98
	Scotland	11,100	10,900	98
	Union	24,600	24,200	98
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99
	Watauga	11,700	11,500	98
	<b>VIRGINIA</b>			
Alleghany	10,200	10,100	99	
Botetourt	8,700	8,600	99	
Charlotte	4,100	4,000	98	
Floyd	4,400	4,300	98	
Franklin	12,800	12,600	98	
Halifax	12,500	12,200	98	
Lunenburg	4,300	4,200	98	
Mecklenburg	10,500	10,200	98	
<b>Station Totals</b>		<b>1,348,500</b>	<b>1,329,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>644,900</b>
<b>Average Daily Circulation (1983)</b>				<b>391,100</b>

# North Carolina—Greensboro-High Point & Winston-Salem

## WGGT

Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"  
Longitude 79° 50' 25"

Transmitter: 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

News Service: AP.

Satellite Earth Station: Harris, 3-meter; Harris receivers.

Network Service: None, independent.

Licensee: Guilford Telecasters Inc.

Studio: 330 S. Greene St., Greensboro, N.C. 27401.

Telephone: 919-274-4848.

Mailing Address: Box 1618, Greensboro, N.C. 27402.

Ownership: James Thrash, 25.80%; Robinson O. & Katherine R. Everett, 16.23% each; Jacob N. Froelich Jr., George W. Lyles Jr., G. Nolan Bearden & J. Harris Covington, 8.115% each; Thomas B. Cookerly, Roy O. Rodwell & Mark Conrad, 5% each. Thrash owns KEND & KLLI(FM), Lubbock; KAMA & KAMZ(FM), El Paso, Tex.

Began Operation: May 9, 1981.

Represented (sales) by Petry Television Inc.

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

Represented (engineering) by Moffet, Larson & Johnson, P.C.

### Personnel:

MARK CONRAD, vice president & general manager.

THOMAS SCHENCK, national sales manager.

La RHE VESTAL, program manager.

MARY SELLARS, operations manager.

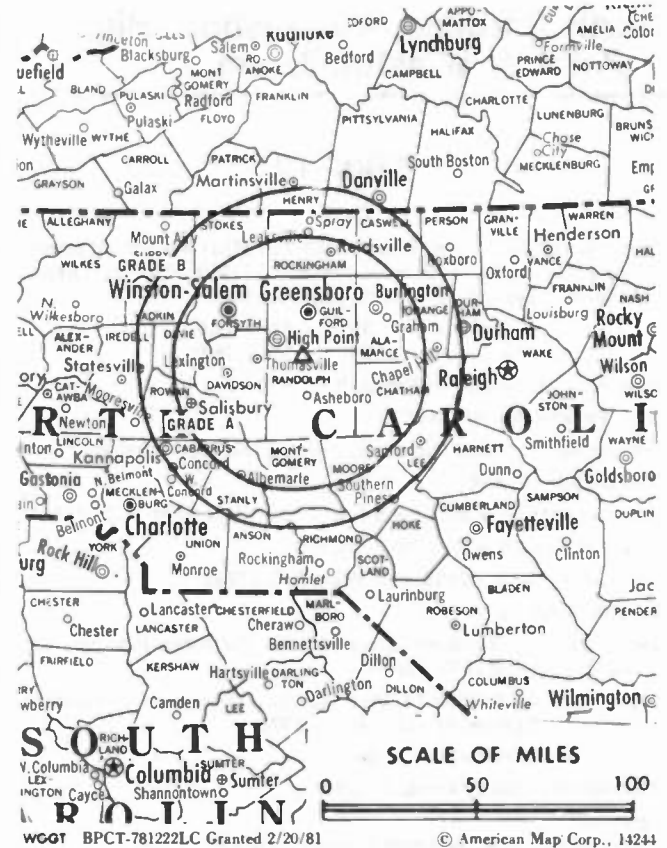
L. ROGER COLEMAN, business manager.

JOHN BISHOP, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Davidson	42,500	42,000	99
	Guilford	119,800	118,700	99
	Randolph	35,100	34,700	99
Between 25-49%	<b>NORTH CAROLINA</b>			
	Alamance	37,200	36,900	99
	Caswell	6,800	6,700	99
	Chatham	12,800	12,600	98
	Forsyth	95,300	94,300	99
	Lee	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Montgomery	8,200	8,100	99
	Rockingham	31,300	30,900	99
	Yadkin	10,700	10,500	98
Between 5-24%	<b>NORTH CAROLINA</b>			
	Alexander	9,300	9,200	99
	Davie	9,300	9,100	98
	Iredell	30,800	30,400	99
	Moore	20,300	19,900	98
	Orange	29,800	29,200	98
	Person	10,500	10,300	98
	Rowan	37,700	37,300	99
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
	Wilkes	21,800	21,400	98
VIRGINIA	Henry	27,500	27,100	99
	Patrick	6,500	6,300	98
	Pittsylvania	41,400	40,700	98
<b>Station Totals</b>		<b>693,000</b>	<b>683,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>228,600</b>
<b>Average Daily Circulation (1983)</b>				<b>93,000</b>



# North Carolina—Greensboro-High Point & Winston-Salem

## WGHP-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36.0"

Transmitter: 1.2-mi. SE of Sophia, N.C.

News Services: AP, UPI, ABC.

Satellite Earth Station: Microdyne; 7-meter; Microdyne receivers.

Network Service: ABC.

Licensee: WGHP-TV Inc., 2005 Francis St., High Point, N.C. 27263.

Studio: 2005 Francis St., High Point, N.C.

Mailing Address: Box 2688, High Point, N.C. 27261.

Telephone: 919-883-7131.

Ownership: Gulf Broadcast Group, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: October 14, 1963. Sale to present owner by Southern Bcstg. Co. approved by FCC June 16, 1978.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Arnold & Porter.

Personnel:

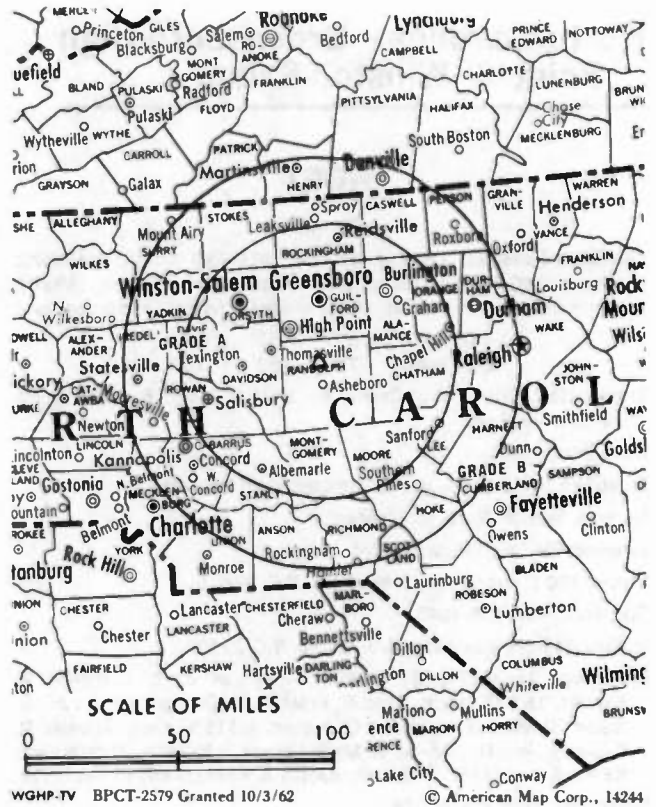
- EUGENE H. BOHI, president & general manager.
- FRANK TERRY, controller.
- JACK MOORE, executive director, news.
- KENNY GONZALEZ, program manager.
- ROSS MASON, chief engineer.

Highest 30 Sec. Rate (April 12, 1982): \$2000.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Alamance	37,200	36,900	99
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Chatham	12,800	12,600	98
	Davidson	42,500	42,000	99
	Davie	9,300	9,100	98
	Forsyth	95,300	94,300	99
	Gulford	119,800	118,700	99
	Lee	13,700	13,500	99
	Montgomery	8,200	8,100	99
	Moore	20,300	19,900	98
	Randolph	35,100	34,700	99
	Rockingham	31,300	30,900	99
	Rowan	37,700	37,300	99
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
	Wilkes	21,800	21,400	98
	Yadkin	10,700	10,500	98
<b>VIRGINIA</b>				
	Grayson	6,300	6,200	98
	Henry	27,500	27,100	99
	Patrick	6,500	6,300	98
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alexander	9,300	9,200	99
	Anson	8,800	8,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Ashe	8,500	8,300	98
	Iredell	30,800	30,400	99
	Orange	29,800	29,200	98
	Richmond	17,000	16,700	98
	Scotland	11,100	10,900	98
	Stanly	18,300	18,100	99
	Watauga	11,700	11,500	98
<b>VIRGINIA</b>				
	Carroll	12,600	12,300	98
	Pittsylvania	41,400	40,700	98
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Durham	59,100	58,200	99
	Harnett	21,400	21,000	98
	Hoke	6,500	6,300	97
	Person	10,500	10,300	98
	Union	24,600	24,200	98
<b>SOUTH CAROLINA</b>				
	Chesterfield	13,600	13,300	98
<b>VIRGINIA</b>				
	Floyd	4,400	4,300	98
	Franklin	12,800	12,600	98
	Halifax	12,500	12,200	98
	Wythe	9,500	9,300	98
<b>Station Totals</b>		<b>1,052,400</b>	<b>1,037,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>612,000</b>
<b>Average Daily Circulation (1983)</b>				<b>345,800</b>

# North Carolina—Greensboro-High Point & Winston-Salem

WXII

Ch. 12

# WXII 12



KATZ AMERICAN  
PULITZER BROADCASTING COMPANY

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

Transmitter: Sauratown Mtn., 7-mi. N of King, N.C.

News Services: AP, CNN, NBC.

Satellite Earth Station: STS, 3.5-meter; Drake receivers.

Network Services: NBC.

Licensee: Pulitzer Bcstg. Co., Box 11847, Winston-Salem 27116.

Studio: 700 Coliseum Dr., Winston-Salem, N.C. 27116.

Telephone: 919-721-9944. TWX: 510-931-3676.

Ownership: Pulitzer Publishing Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (Television Digest, Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV, Greenville, S.C. for KSDK, St. Louis, Mo. (Vol. 21:12; 22:1; 23:8).

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

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

Personnel:

KEN J. ELKINS, vice president & chief exec. officer, Pulitzer Bcstg. Co.

REYNARD A. CORLEY, vice president & general manager.

JACK MARKHAM, program manager.

DAVID SUMMERS, general sales manager.

DAVID EMERY, news director.

JERRY KENION, promotion manager.

HENRY HUNT, director of engineering.

Highest 30 Sec. Rate (June 27, 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	TV%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alamance	37,200	36,900	99
	Alexander	9,300	9,200	99
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Davidson	42,500	42,000	99
	Davie	9,300	9,100	98
	Forsyth	95,300	94,300	99
	Guilford	119,800	118,700	99
	Iredell	30,800	30,400	99
	Randolph	35,100	34,700	99
	Rockingham	31,300	30,900	99



Net Weekly Circulation	State County	Total Households	TV Households	TV%
<b>50% &amp; Over</b>	Rowan	37,700	37,300	99
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
	Wilkes	21,800	21,400	98
	Yadkin	10,700	10,500	98
<b>VIRGINIA</b>				
	Carroll	12,600	12,300	98
	Grayson	6,300	6,200	98
	Henry	27,500	27,100	99
	Patrick	6,500	6,300	98
	Pittsylvania	41,400	40,700	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Ashe	8,500	8,300	98
	Catawba	39,600	39,300	99
	Montgomery	8,200	8,100	99
	Watauga	11,700	11,500	98
<b>VIRGINIA</b>				
	Franklin	12,800	12,600	98
	Halifax	12,500	12,200	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Burke	27,300	27,000	99
	Cabarrus	32,200	31,900	99
	Caldwell	25,000	24,700	99
	Chatham	12,800	12,600	98
	Lincoln	15,900	15,700	99
	Mc Dowell	13,000	12,800	98
	Moore	20,300	19,900	98
	Orange	29,800	29,200	98
	Person	10,500	10,300	98
	Stanly	18,300	18,100	99

(Continued on page 667)

Station Totals	989,000	975,400	98
Net Weekly Circulation (1983)		561,900	
Average Daily Circulation (1983)		295,100	

# 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: 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft. (CBS).

News Services: AP, CBS.

Network Service: CBS.

Licensee: Roy H. Park Broadcasting Inc., Box 898, Greenville 27834.

Studio: 3221 Evans St., Greenville, N.C. 27834.

Telephone: 919-756-3180. TWX: 510-929-1616.

Ownership: Roy H. Park Broadcasting Inc. Park Broadcasting Inc., which is 100% owned by Roy H. Park, owns Roy H. Park Broadcasting Inc. and also the licensees of WNCT-AM-FM, Greenville, N.C.; WDEF-TV-AM-FM, Chattanooga, Tenn.; WJHL-TV, Johnson City, Tenn.; WTVR-TV-AM-FM, Richmond, Va.; WSLS-TV, Roanoke, Va.; WUTR(TV), Utica, N.Y.; WBMG(TV), Birmingham, Ala.; WNAX(AM), Yankton, S.D.; KRSI(AM) & KFMX(FM), St. Louis Park, Minn.; WHEN & WONO(FM), Syracuse, N.Y.; KWJJ(AM) & KJIB(FM), Portland, Ore. & KEZX(FM), Seattle. Park also owns outdoor advertising firms in Binghamton, Ogdensburg, Utica-Rome, Elmira-Corning, Ithaca-Auburn, N.Y. & Scranton-Wilkes-Barre, Pa. For Park Newspapers, see listing under Newspaper Ownership of TV Stations.

Began Operation: Dec. 22, 1953. Sale to present owner 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.

Represented (engineering) by Jansky & Bailey.

Personnel:

MARVIN CHAUVIN, vice president & general manager.

ARCHIE RUSSELL, regional sales manager.

MAC NICHOLSON, operations manager.

NANCY FULKS, business manager.

SHIRLEY DALE, program director.

HEBER ADAMS, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$835.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Beaufort	15,000	14,700	98
	Bertie	7,200	7,000	97
	Carteret	16,500	16,200	98
	Craven	24,900	24,600	99
	Duplin	14,500	14,200	98
	Edgecombe	19,200	18,900	98
	Greene	5,400	5,300	98
	Halifax	19,100	18,600	97
	Hyde	2,200	2,100	95
	Jones	3,200	3,100	97



WNCT-TV BPCT-5087 Granted 5/17/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lenoir	21,600	21,300	99
	Martin	8,900	8,700	98
	Nash	24,900	24,500	98
	Northampton	7,300	7,100	97
	Onslow	32,100	31,800	99
	Pamlico	3,700	3,600	97
	Pender	8,000	7,800	98
	Pitt	31,000	30,500	98
	Tyrrell	1,400	1,400	100
	Washington	5,000	4,900	98
	Wayne	34,500	34,000	98
Wilson	22,800	22,400	98	

<b>NORTH CAROLINA</b>				
Between 25-49%	Chowan	4,800	4,700	98
	Dare	6,100	5,900	97
	Hertford	7,800	7,600	98
	Johnston	26,400	25,900	98
	Sampson	17,600	17,300	98

<b>NORTH CAROLINA</b>				
Between 5-24%	Franklin	10,500	10,300	98
	New Hanover	40,300	39,800	99
	Pasquotank	10,200	10,000	98
	Perquimans	3,600	3,500	97
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99
Warren	5,500	5,300	97	
<b>VIRGINIA</b>				
	Brunswick	5,200	5,100	98

<b>Station Totals</b>	595,800	585,900	98
<b>Net Weekly Circulation (1983)</b>		318,000	
<b>Average Daily Circulation (1983)</b>		190,000	

# North Carolina—Hickory

## WHKY-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

Transmitter: 526 Main Ave. SE.

AM Affiliate: WHKY, 5-kw, 1290 kHz.

FM Affiliate: WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

News Service: UPI.

Satellite Earth Station: Prodelin; 4.6-meter.

Network Service: None, independent.

Licensee: Catawba Valley Bcstg. Co., Box 1059, Hickory, N.C. 28603.

Studio: 526 Main Ave. SE, Hickory, N.C. 28601.

Telephone: 704-322-5115.

Ownership: Long Family, 51%; others.

Began Operation: Feb. 14, 1968.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Miller & Fields.

Personnel:

THOMAS E. LONG, station manager & general sales manager.

JEFFREY B. LONG, program & national sales manager.

THOMAS E. LONG JR., chief engineer.

JAMES O. CARR, news director.

Highest One Hour Rate (Aug. 1983): \$320.

Highest 30 Sec. Rate (Aug. 1983): \$43.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
Between 5-24%	Alexander	9,300	9,200	99
	Burke	27,300	27,000	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
<b>Station Totals</b>		<b>101,200</b>	<b>100,200</b>	<b>99</b>
<b>Net Weekly Circulation (1983)</b>			<b>14,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>3,300</b>	



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# North Carolina—New Bern

## WCTI

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: 1923-ft. above av. terrain, 1999-ft. above ground, 2041-ft. above sea level.

Latitude 35° 06' 18"  
Longitude 77° 20' 15"

Transmitter: State Hwy. 41, N of Trenton, N.C.

News Service: AP.

Satellite Earth Stations: ADM, 6.1-meter; Avcom receivers.

Network Service: ABC.

Licensee: Heritage Bcstg. Co.

Studio: Box 2325, Park Ave., Glenburnie Gardens, New Bern, N.C. 28560.

Telephone: 919-637-2111.

Ownership: Mario Iacobelli, 80%; Robert N. Smith, 20%.

Began Operation: Sept. 7, 1963. Sale to present owner by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved by FCC Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved April 15, 1969.

Represented (Sales) by Katz Television.

Represented (Legal) by Hogan & Hartson.

### Personnel:

MARIO IACOBELLI, president.  
LUTHER GRIFFIN, national sales manager.  
PATRICE MOHN, program director.  
PHYLLIS SLOCUM, news director.  
ROBERT THURBER, chief engineer.

Highest One Hour Rate (Sept. 1, 1983): \$2000.

Highest 30 Sec. Rate (Sept. 1, 1983): \$700.

NETWORK BASE HOURLY RATE: \$375.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Beaufort	15,000	14,700	98
	Carteret	16,500	16,200	98
	Craven	24,900	24,600	99
	Duplin	14,500	14,200	98
	Greene	5,400	5,300	98
	Hyde	2,200	2,100	95
	Jones	3,200	3,100	97
	Lenoir	21,600	21,300	99
	Martin	8,900	8,700	98
	Onslow	32,100	31,800	99
	Pamlico	3,700	3,600	97



WCTI BPCT-3831 Granted 1/4/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pender	8,000	7,800	98
	Pitt	31,000	30,500	98
	Washington	5,000	4,900	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Bertie	7,200	7,000	97
	Dare	6,100	5,900	97
	Edgecombe	19,200	18,900	98
	Nash	24,900	24,500	98
	Tyrrell	1,400	1,400	100
	Wayne	34,500	34,000	98
	Wilson	22,800	22,400	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bladen	10,800	10,500	97
	Brunswick	13,800	13,500	98
	Halifax	19,100	18,600	97
	New Hanover	40,300	39,800	99
	Sampson	17,600	17,300	98
<b>Station Totals</b>		<b>409,700</b>	<b>402,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>219,200</b>
<b>Average Daily Circulation (1983)</b>				<b>126,900</b>

# North Carolina—Raleigh

## WLFL-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1416-kw visual, 142-kw aural. Antenna: 1148-ft. above av. terrain, 1057-ft. above ground, 1527-ft. above sea level.

Latitude 35° 42' 51.5"  
Longitude 78° 49' 00.5"

Transmitter: State Rd. 1010, 1-mi. E of Apex.

News Service: AP.

Satellite Earth Stations: Bogner, 7-meter.

Network Service: None, independent.

Licensee: Family Television Corp., 2410 Broad St., Durham 27704.

Studio: 2410 Broad St., Durham, N.C. 27704.

Telephone: 919-471-4461.

Mailing Address: Box 15366, Durham, N.C. 27704.

Ownership: N. Grant Cotton, pres.-treas., 50.5%; Ladson L. Leathers, exec. v.p., 25.5%; others, none with as much as 5%.

Began Operation: Dec. 18, 1981.

Represented (sales) by Seftel Inc.

Represented (legal) by Reddy, Begley & Martin.

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

Personnel:

- N. GRANT COTTON, president & general manager.
- L. L. LEATHERS, executive vice president.
- DOUG PARSONS, national sales manager.
- LON MIROLLI, vice president & general sales manager.
- DALLAS LLOYD, chief engineer.

Highest 30 Sec. Rate (Sept. 12, 1983): \$180.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Harnett	21,400	21,000	98
	Johnston	26,400	25,900	98
	Wake	116,400	115,000	99
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Chatham	12,800	12,600	98
	Durham	59,100	58,200	99
	Franklin	10,500	10,300	98
	Granville	10,900	10,700	98
	Lee	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Orange	29,800	29,200	98
	Person	10,500	10,300	98
	Vance	13,000	12,800	98
	Warren	5,500	5,300	97
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Alamance	37,200	36,900	99
	Caswell	6,800	6,700	99
	Cumberland	80,500	79,300	99
	Moore	20,300	19,900	98
	Sampson	17,600	17,300	98
	Wayne	34,500	34,000	98
	Wilson	22,800	22,400	98
<b>Station Totals</b>		<b>549,700</b>	<b>541,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>188,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>80,800</b>	

# North Carolina—Durham-Raleigh

## WPTF-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. & 3720-kw horizontal visual, 372-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1240-ft. above ground, 1700-ft. above sea level.

Latitude 35° 43' 00"  
Longitude 78° 48' 31"

Transmitter: Intersection of State Rds. 1010 & 1379, near Apex, N.C.

Satellite Earth Station: Pinzone; 5-meter.

News Services: AP, UPI, NBC.

Network Service: NBC.

Licensee: Durham Life Broadcasting Inc., Box 1511, 410 S. Salisbury St., Raleigh, N.C. 27602.

Studio: 410 S. Salisbury St., Raleigh, N.C. 27602.

Telephone: 919-832-8311. TWX: 510-928-1852.

Ownership: Durham Corp., 100%. George Womble, chmn.; Felton Coley, pres.; Sonja M. Stephenson, asst. secy., Durham Life Bcstg. is licensee of WPTF & WQDR(FM), Raleigh, N.C. Durham Corp. owns 3.5% of Jefferson-Pilot Corp., see Group Ownership of TV Stations.

Began Operation: Nov. 4, 1968. Sale to present owner by R. O., K. R. & Robinson O. Everett, et al., approved by FCC May 19, 1977 (Television Digest, Vol. 17:5).

Represented (sales) by TeleRep Inc.

Represented (legal) by Tharrington, Smith & Hargrove.

### Personnel:

- ROBERT BUTLER, vice president & general manager.
- MARTIN FENTON, general sales manager.
- DANIEL SCHER, national sales manager.
- WILBUR W. BRANN, director of engineering & operations.
- BOB WOLFE, promotion manager.
- BILL RAMSEY, production manager.
- ROY CARDEN, news director.
- ASA SPAULDING JR., public affairs director.

Highest 30 Sec. Rate (July 25, 1983): \$550.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Chatham	12,800	12,600	98
	Cumberland	80,500	79,300	99
	Durham	59,100	58,200	99
	Franklin	10,500	10,300	98
	Granville	10,900	10,700	98
	Harnett	21,400	21,000	98
	Lee	13,700	13,500	99
	Orange	29,800	29,200	98
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99



WPTF-TV BMPCT-7758 Granted 8/17/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alamance	37,200	36,900	99
	Johnston	26,400	25,900	98
	Moore	20,300	19,900	98
	Person	10,500	10,300	98
	Scotland	11,100	10,900	98
	Warren	5,500	5,300	97
	Wayne	34,500	34,000	98
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Bladen	10,800	10,500	97
	Edgecombe	19,200	18,900	98
	Montgomery	8,200	8,100	99
	Nash	24,900	24,500	98
	Randolph	35,100	34,700	99
	Sampson	17,600	17,300	98
	Wilson	22,800	22,400	98
<b>VIRGINIA</b>				
	Halifax	12,500	12,200	98
	Lunenburg	4,300	4,200	98
<b>Station Totals</b>		<b>669,000</b>	<b>658,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>320,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>147,100</b>	

# North Carolina—Raleigh-Durham

## WRAL-TV

Ch.5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 15-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2340-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn.

FM Affiliate: WRAL-FM, 250-kw, 101.5 MHz (No. 268), 990-ft.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, N.C. 27605.

Studio & Offices: 2619 Western Blvd.

Telephone: 919-828-2511. TWX: 510-928-1833.

Mailing Address: Box 12000, Raleigh, N.C. 27605.

Ownership: Estate of A. J. Fletcher, 21.28%; James F. Goodman, pres., 48.87%; Ray H. Goodman III, 20.27%; Marjorie L. Fletcher, 3.49%; others, none with as much as 1%. Capitol Bcstg. also owns WHTN & WKEE(FM), Huntington, W.Va.; KISS(FM), San Antonio, Tex.; WRNL & WRXL(FM), Richmond, Va.; WDRV & WLTV(FM), Statesville, N.C.; KBEQ(FM), Kansas City, Mo.

Began Operation: Dec. 15, 1956.

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Ted Lester.

### Personnel:

JIM GOODMON, president.  
JOHN GREENE, vice president & general manager.  
PAUL QUINN, general sales manager.  
KAREN RIDOUT, director of special projects.  
NEIL KUVIN, station manager.  
WALTYE RASULALA, public affairs manager.  
JAMES HEFNER, news & communications manager.  
PAUL POPE, production & operations manager.

Highest 30 Sec. Rate (March 13, 1983): \$3000.

NETWORK BASE HOURLY RATE: \$1450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Caswell	6,800	6,700	99
	Chatham	12,800	12,600	98
	Cumberland	80,500	79,300	99
	Duplin	14,500	14,200	98
	Durham	59,100	58,200	99
	Edgecombe	19,200	18,900	98
	Franklin	10,500	10,300	98
	Granville	10,900	10,700	98
	Greene	5,400	5,300	98
	Halifax	19,100	18,600	97
	Harnett	21,400	21,000	98
	Hoke	6,500	6,300	97
	Johnston	26,400	25,900	98
	Lee	13,700	13,500	99
	Moore	20,300	19,900	98
	Nash	24,900	24,500	98
	Northampton	7,300	7,100	97
	Orange	29,800	29,200	98
	Person	10,500	10,300	98
	Robeson	33,300	32,600	98
	Sampson	17,600	17,300	98
	Scotland	11,100	10,900	98



WRAL-TV BIMPCT-7707 Granted 3/23/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Vance	13,000	12,800	98
	Wake	116,400	115,000	99
	Warren	5,500	5,300	97
	Wayne	34,500	34,000	98
	Wilson	22,800	22,400	98
<b>VIRGINIA</b>				
	Mecklenburg	10,500	10,200	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alamance	37,200	36,900	99
	Bertie	7,200	7,000	97
	Bladen	10,800	10,500	97
	Hertford	7,800	7,600	98
	Lenoir	21,600	21,300	99
	Martin	8,900	8,700	98
	New Hanover	40,300	39,800	99
	Pender	8,000	7,800	98
	Pitt	31,000	30,500	98
<b>VIRGINIA</b>				
	Halifax	12,500	12,200	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Chowan	4,800	4,700	98
	Columbus	18,200	17,800	98
	Craven	24,900	24,600	99
	Jones	3,200	3,100	97
	Montgomery	8,200	8,100	99
	Onslow	32,100	31,800	99
	Randolph	35,100	34,700	99
	Rockingham	31,300	30,900	99
<b>SOUTH CAROLINA</b>				
	Marlboro	10,300	10,100	98
<b>VIRGINIA</b>				
	Brunswick	5,200	5,100	98
	Greensville	5,200	5,100	98
	Henry	27,500	27,100	99
	Patrick	6,500	6,300	98
	Pittsylvania	41,400	40,700	98
<b>Station Totals</b>		<b>1,103,500</b>	<b>1,085,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>680,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>425,300</b>	



# North Carolina—Durham-Raleigh

## WTVD

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, N.C.

News Services: AP, UPI.

Satellite Earth Station: Harris, 9.1-meter; Harris receivers.

Network Service: CBS.

Licensee: Capital Cities Communications Inc., Box 2009, Durham 27702.

Studio: 411 Liberty St., Durham, N.C. 27702.

Raleigh Office: Box 1950, Raleigh, N.C. 27602.

Telephone: 919-683-1111. TWX: 510-927-1810.

Mailing Address: Box 2009, Durham, N.C. 27702.

Ownership: Capital Cities Communications Inc., 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 WDNC(AM) approved by FCC May 22, 1957. (Television Digest, Vol. 13:14, 21).

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

### Personnel:

- PAUL BURES, vice president & general manager.
- DENIS J. O'CONNOR, general sales manager.
- JON MILLER, director of programming.
- NED WARWICK, news director.
- CHRISTLE SWAIN, community relations & station affairs manager.
- ED WALL, chief engineer.
- WILLIAM HIGGS, business manager.
- MARIE BROWN, sales service manager.
- TOM DOMER, promotion manager.

Highest 30 Sec. Rate (June 30, 1983): \$3000.

NETWORK BASE HOURLY RATE: \$1825.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Chatham	12,800	12,600	98
	Cumberland	80,500	79,300	99
	Duplin	14,500	14,200	98
	Durham	59,100	58,200	99
	Edgecombe	19,200	18,900	98
	Franklin	10,500	10,300	98
	Granville	10,900	10,700	98
	Greene	5,400	5,300	98
	Halifax	19,100	18,600	97
	Harnett	21,400	21,000	98
	Hoke	6,500	6,300	97
	Johnston	26,400	25,900	98
	Lee	13,700	13,500	99
	Moore	20,300	19,900	98
	Nash	24,900	24,500	98
	New Hanover	40,300	39,800	99
	Northampton	7,300	7,100	97
	Orange	29,800	29,200	98
	Person	10,500	10,300	98
	Sampson	17,600	17,300	98
Scotland	11,100	10,900	98	
Vance	13,000	12,800	98	
Wake	116,400	115,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Warren	5,500	5,300	97	
	Wayne	34,500	34,000	98	
	Wilson	22,800	22,400	98	
<b>VIRGINIA</b>					
	Mecklenburg	10,500	10,200	98	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
	Alamance	37,200	36,900	99	
	Bladen	10,800	10,500	97	
	Caswell	6,800	6,700	99	
	Lenoir	21,600	21,300	99	
	Onslow	32,100	31,800	99	
	Pitt	31,000	30,500	98	
	Robeson	33,300	32,600	98	
	<b>SOUTH CAROLINA</b>				
	Marlboro	10,300	10,100	98	
<b>VIRGINIA</b>					
Halifax	12,500	12,200	98		
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
	Bertie	7,200	7,000	97	
	Brunswick	13,800	13,500	98	
	Columbus	18,200	17,800	98	
	Hyde	2,200	2,100	95	
	Jones	3,200	3,100	97	
	Martin	8,900	8,700	98	
	Montgomery	8,200	8,100	99	
	Pender	8,000	7,800	98	
	Randolph	35,100	34,700	99	
	Washington	5,000	4,900	98	
	<b>VIRGINIA</b>				
	Brunswick	5,200	5,100	98	
Greensville	5,200	5,100	98		
Henry	27,500	27,100	99		
Lunenburg	4,300	4,200	98		
Pittsylvania	41,400	40,700	98		
Sussex	3,600	3,500	97		
<b>Station Totals</b>		<b>1,057,100</b>	<b>1,039,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>				<b>651,600</b>	
<b>Average Daily Circulation (1983)</b>				<b>390,700</b>	

# North Carolina—Washington— Greenville-New Bern

## WITN-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly-polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

News Services: AP, NBC.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: WITN-TV Inc., Box 468, Washington, N.C. 27889.

Studio: 2.5-mi. S of Washington on U.S. 17.

Telephone: 919-946-3131. TWX: 510-924-1834.

Mailing Address: Box 468, Washington, N.C. 27889.

Ownership: W. R. ROBERSON JR. & family, 61%; William S. Page, 25%; W. E. Barnes, 10%; others, 4%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Seltel Inc.

Represented (legal) by Everett D. Johnston.

Represented (engineering) by Cohen & Dippell.

### Personnel:

W. R. ROBERSON JR., chmn. & chief executive officer.  
DICK PAUL, president & chief operating officer.  
ROBERT S. CULLER, vice president & general sales manager.  
FRANCES W. WILLIAMS, vice president, administration.  
FRANCIS X. BRADY, regional sales manager.  
FRANK DRAKE, local sales manager.  
PAUL OUGHTON, vice president, operations.  
A. E. MANNING, vice president, engineering.  
HELEN S. JACKSON, sales service director.  
JOHN RATCLIFFE III, production manager.  
ROBERT F. PERRY, news director.  
KAY CURRIE, woman's director.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (July 1, 1983): \$500.

NETWORK BASE HOURLY RATE: \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Beaufort	15,000	14,700	98
	Bertie	7,200	7,000	97
	Carteret	16,500	16,200	98
	Craven	24,900	24,600	99
	Duplin	14,500	14,200	98
	Edgecombe	19,200	18,900	98
	Greene	5,400	5,300	98
	Halifax	19,100	18,600	97
	Hyde	2,200	2,100	95
	Jones	3,200	3,100	97
	Lenoir	21,600	21,300	99
	Martin	8,900	8,700	98
	Nash	24,900	24,500	98



WITN-TV BMPCT-790131 LN Granted 8/30/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Northampton	7,300	7,100	97
	Onslow	32,100	31,800	99
	Pamlico	3,700	3,600	97
	Pitt	31,000	30,500	98
	Tyrrell	1,400	1,400	100
	Washington	5,000	4,900	98
	Wayne	34,500	34,000	98
Wilson	22,800	22,400	98	

<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Chowan	4,800	4,700	98
	Dare	6,100	5,900	97
	Franklin	10,500	10,300	98
	Hertford	7,800	7,600	98
	Johnston	26,400	25,900	98
	Pender	8,000	7,800	98
	Sampson	17,600	17,300	98
Warren	5,500	5,300	97	

<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bladen	10,800	10,500	97
	Gates	2,900	2,800	97
	Granville	10,900	10,700	98
	Harnett	21,400	21,000	98
	Pasquotank	10,200	10,000	98
	Perquimans	3,600	3,500	97
	Vance	13,000	12,800	98
	Wake	116,400	115,000	99

Station Totals	596,300	586,000	98
Net Weekly Circulation (1983)		347,400	
Average Daily Circulation (1983)		202,800	

# North Carolina—Wilmington

## WECT

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"  
Longitude 78° 26' 13"

Transmitter: State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

News Services: AP, CNN Headline News, NBC.

Satellite Earth Station: Prodelin; 5-meter.

Network Service: NBC.

Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd.

Studio: 322 Shipyard Blvd., Wilmington, N.C. 28401.

Telephone: 919-791-8070. TWX: 510-937-0314.

Ownership: J. S. Brody, Leo Brody, Marilyn B. Lane, Marsha F. Shiff, Hynda B. Gerstenfeld, D. D. Cameron, Wachovia Bank & Trust Co. & others.

Began Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50).

Represented (sales) by Katz Television.

Represented (legal) by Tharrington, Smith & Hargrove.

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

Personnel:

C. D. MARTIN JR., exec. vice president & general manager.

BILL ELKS, vice president, technical operations.

ERNIE WHITMEYER, vice president, programming.

ROBERT JORDON, production manager.

JOE SCHLEGEL, vice president, sales.

DAVID GEORGE, vice president, news.

Highest 30 Sec. Rate (April 30, 1981): \$500.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Bladen	10,800	10,500	97
	Brunswick	13,800	13,500	98
	Columbus	18,200	17,800	98
	Cumberland	80,500	79,300	99
	Duplin	14,500	14,200	98
	Hoke	6,500	6,300	97
	Moore	20,300	19,900	98
	New Hanover	40,300	39,800	99
	Pender	8,000	7,800	98
	Robeson	33,300	32,600	98
	Sampson	17,600	17,300	98
	Scotland	11,100	10,900	98
	<b>SOUTH CAROLINA</b>			
	Dillon	9,800	9,600	98
Horry	38,700	37,900	98	



WECT BMPCT-800829KF Granted 11/4/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	11,500	11,200	97
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Harnett	21,400	21,000	98
	Onslow	32,100	31,800	99
	Richmond	17,000	16,700	98
Wayne	34,500	34,000	98	
<b>SOUTH CAROLINA</b>	Marlboro	10,300	10,100	98
	<b>NORTH CAROLINA</b>			
<b>Between 5-24%</b>	Greene	5,400	5,300	98
	Jones	3,200	3,100	97
	Lee	13,700	13,500	99
	Lenoir	21,600	21,300	99
	Pamlico	3,700	3,600	97
	<b>SOUTH CAROLINA</b>			
Darlington	21,300	20,900	98	
Florence	38,300	37,700	98	
Georgetown	14,500	14,100	97	
Williamsburg	12,100	11,700	97	
<b>Station Totals</b>		<b>584,000</b>	<b>573,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>343,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>200,400</b>	

# North Carolina—Wilmington

## WWAY

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 64.57-kw visual, 6.46-kw aural. Antenna: Circularly polarized, 1935-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

News Service: AP.

Satellite Earth Stations: Scientific-Atlanta, 3.5-meter & 4.6-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Clay Broadcasting Corp., Box 2068, 615 N. Front St., Wilmington, N.C. 28401.

Studio: 615 N. Front St. 28401. Telephone: 919-762-8581.

Mailing Address: Box 2068, Wilmington, N.C. 28401.

Ownership: Clay Communications Inc., publisher of Charleston Daily Mail, 80%; Lyell B. Clay, 20%. Clay Communications officers: Lyell B. Clay, chmn. of the board, 30.76%; John F. McGee, pres., 4.33%; Buckner Clay, v.p.-secy., 30.76%; George Diab, v.p., 1.0%; Charles Avampato, treas.; Julie Clark Alexander, 30.76%; others, 2.4%. Clay Communications also owns KFDX-TV, Wichita Falls & KJAC-TV, Port Arthur-Beaumont, both Tex.; WAPT(TV), Jackson, Miss. Clay Realty Co., controlled by Lyell B. Clay, is licensee of WCHV & WCCV (FM), Charlottesville, Va.

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.

Note: Left air temporarily Jan. 24, 1981 when plane collided with tower (Television Digest, Vol. 21:5).

Represented (sales) by Seltel Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

GEORGE DIAB, president, Clay Broadcasting.  
MITCHELL SAIEED, vice president & general manager.  
HENRY E. SULLIVAN, administrative assistant.  
TY WATTS, general sales manager.  
GEORGE ALLEN, station manager.  
RANSOM BENFIELD, production manager.  
ELLIOT HUNTER, chief engineer.  
JOHN RANDT, news director.

Highest One Hour Rate (June 1, 1983): \$1250.

Highest 30 Sec. Rate (June 1, 1983): \$400.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Bladen	10,800	10,500	97
	Brunswick	13,800	13,500	98



WWAY BPCT-810814KE Granted 1/20/82

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>SOUTH CAROLINA</b>				
	Horry	38,700	37,900	98	
	<b>NORTH CAROLINA</b>				
Between 25-49%	<b>SOUTH CAROLINA</b>				
	Marion	11,500	11,200	97	
	<b>NORTH CAROLINA</b>				
Between 5-24%	<b>SOUTH CAROLINA</b>				
	Dillon	9,800	9,600	98	
	Florence	38,300	37,700	98	
<b>SOUTH CAROLINA</b>					
		Georgetown	14,500	14,100	97
<b>Station Totals</b>		<b>399,500</b>	<b>392,300</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>		<b>142,800</b>			
<b>Average Daily Circulation (1983)</b>		<b>78,000</b>			

# North Carolina—Winston-Salem-Greensboro-High Point

## WJTM-TV

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1450-kw vsual, 500-kw max. & 145-kw. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"

Longitude 80° 22' 10"

Transmitter: End of County Rd. 1172, Kings, N.C.

Satellite Earth Station: In operation; 4-meter.

Network Service: None, independent.

Grantee: Good News Television Inc., Box 5437, Winston-Salem, N.C. 27103.

Studio: 4th St. at S. Main.

Telephone: 919-722-4545.

Mailing Address: Box 5437, Winston-Salem, N.C. 27103.

Ownership: The Television Corp. Stations. Tim McDonald, pres., 4.9%; Susan Loving, v.p.; Aubrey E. Loving Jr., secy., 9%; Joel Cooper, treas., John A. Trinder, Charles N. Cooper, Thomas N. Downing, William E. Alluan Jr., James S. Lowe & Paul T. Lucci, 4.9% each; Richard J. Davis, Bradford J. Bangel, P. Stockton Fleming, Herman E. Valentine & Harvey L. Hudson, 9% each; Nancy Jo B. Haga, 6.5%. McDonald & Trinder have interest in Television Corp. of Va., licensee of WTVZ Norfolk, Va. For other interests, see Television Corp. Stations in Group Ownership of TV Stations.

Began Operation: Sept. 23, 1979.

Represented (sales) by Seltel Inc.

Represented (legal) by Kenkel & Barnard.

Represented (engineering) by Lawrence Behr.

Personnel:

TIM McDONALD, president.

CHARLES McFADDEN, vice president & general manager.

Highest 30 Sec. Rate (May 1983): \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Stokes	12,200	12,000	98
	Surry	22,500	22,100	98
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	37,200	36,900	99
	Caswell	6,800	6,700	99
	Davidson	42,500	42,000	99
	Davie	9,300	9,100	98
	Forsyth	95,300	94,300	99
	Guilford	119,800	118,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Rockingham	31,300	30,900	99
	Wilkes	21,800	21,400	98
	Yadkin	10,700	10,500	98
	<b>VIRGINIA</b>			
	Patrick	6,500	6,300	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Iredell	30,800	30,400	99
	Randolph	35,100	34,700	99
	Rowan	37,700	37,300	99
	<b>VIRGINIA</b>			
	Franklin	12,800	12,600	98
	Grayson	6,300	6,200	98
	Henry	27,500	27,100	99
	Pittsylvania	41,400	40,700	98
<b>Station Totals</b>		<b>611,400</b>	<b>603,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>203,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>79,000</b>	

## North Carolina

### WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>SOUTH CAROLINA</b>			
	Darlington	21,300	20,900	98
	Kershaw	13,900	13,600	98
	Newberry	11,300	11,100	98
	Spartanburg	73,700	72,800	99
	<b>TENNESSEE</b>			
	Carter	19,100	18,900	99
	Johnson	5,100	5,000	98
	Unicoi	6,200	6,100	98
	Washington	33,100	32,900	99
<b>VIRGINIA</b>				
Grayson	6,300	6,200	98	

### WCCB, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>SOUTH CAROLINA—(Continued)</b>			
	Kershaw	13,900	13,600	98
	Marlboro	10,300	10,100	98
	Newberry	11,300	11,100	98
	Sumter	28,700	28,100	98
	Union	10,900	10,700	99
	<b>VIRGINIA</b>			
	Carroll	12,600	12,300	98
	Grayson	6,300	6,200	98

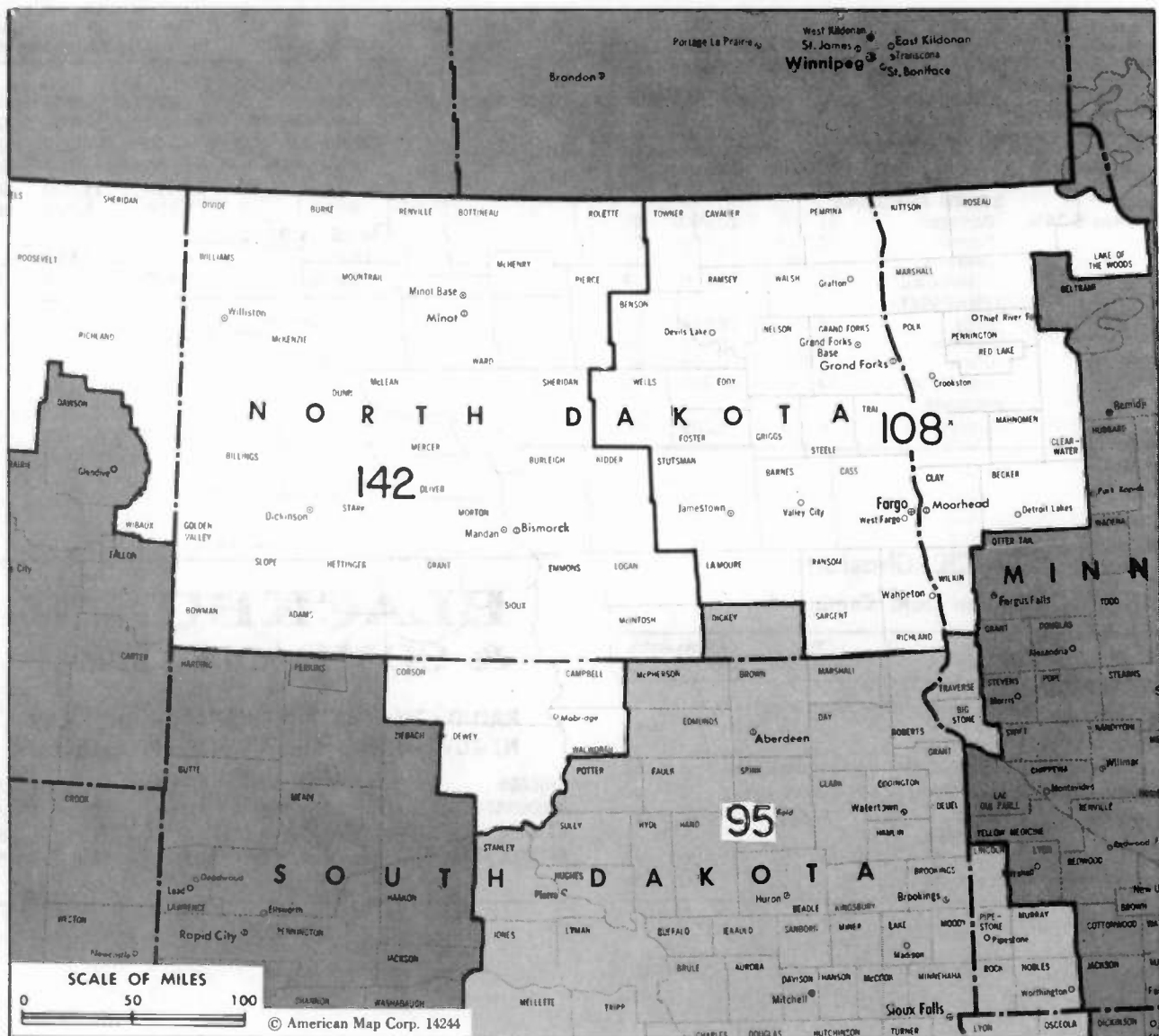
## WXII, Greensboro (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Bland	2,200	2,100	95
	Charlotte	4,100	4,000	98
	Floyd	4,400	4,300	98
	Montgomery	26,500	26,100	98
	Pulaski	13,100	12,900	98
	Wythe	9,500	9,300	98
	<b>WEST VIRGINIA</b>			
	Monroe	4,700	4,500	96
	Summers	5,600	5,400	96

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<b>WASHINGTON, D.C.</b>	1111 19th St., N.W., 20036	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004, 30361	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, S.D.	231,800	95	132,000	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPL0-TV (6), KPRY-TV (4), KSFY-TV (13)
Fargo, N.D.	192,500	108	111,000	109	KTHI-TV (11), KVNJ-TV (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Minot-Bismarck-Dickinson, N.D.	134,400	142	71,000	140	KFYR-TV (5), KMOT (10), KNDX (2), KQCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

North Dakota Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	12	1	13
Educational Television Stations	6	0	6
			<u>19</u>

# North Dakota

## 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.)

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Station	City	State	Frequency	Power
KXJB-TV	Fargo	N.D.	47.5	1000
KTHI-TV	Grand Forks	N.D.	47.5	1000
...	...	...	...	...



# North Dakota—Bismarck

## KFYR-TV

Ch. 5

(Also operates satellites KQCD-TV, Dickinson; 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: KYYY, 45-kw, 92.9 MHz (No. 225), 1402-ft.

News Services: AP, NBC.

Satellite Earth Stations: In operation.

Network Service: NBC.

Licensee: Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth, Bismarck, N.D. 58501.

Telephone: 701-223-0900. TWX: 910-677-2339.

Ownership: William Ekberg, pres., 7%; Mrs. Marietta Meyer Ekberg, 69%. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 19, 1953.

Represented (sales) by Blair Television; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

WILLIAM EKBERG, president.

JERRY HEGEL, general sales manager.

DAVE STUART, director, national sales.

CARL ZELLER, director of engineering.

CLAIRE ANNE HOLMBERG, station manager.

Highest One Hour Rate: \$1400.

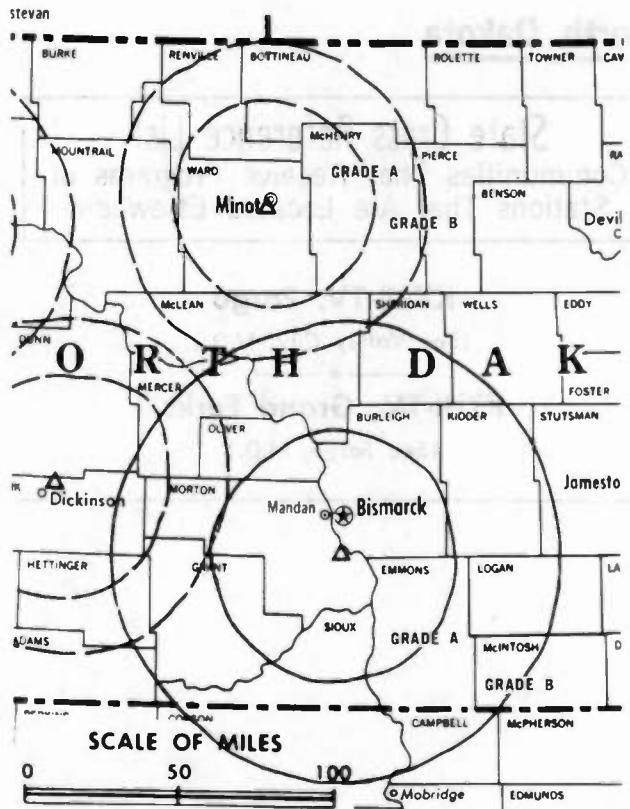
Highest 30 Sec. Rate: \$220.

Rates: Includes satellites KQCD-TV, Dickinson, KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$565.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Burleigh	21,300	21,000	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,800	95
	Mc Lean	4,600	4,500	98
	Mercer	3,700	3,600	97
	Morton	9,300	9,100	98
	Oliver	800	800	100
	Sheridan	1,000	1,000	100
	Sioux	900	900	94



KFYR-TV \*BPCT-2965 Granted 2/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Corson	1,600	1,500	94
	Dewey	1,500	1,400	93
	Walworth	2,700	2,600	96
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Foster	1,600	1,600	100
	Stutsman	9,100	9,000	99
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Mc Pherson	1,500	1,400	96
	Perkins	1,900	1,800	95
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Bowman	1,500	1,500	100
	Dickey	2,500	2,400	96
	Dunn	1,700	1,600	97
	Eddy	1,500	1,500	100
	La Moure	2,300	2,300	100
	Slope	400	400	100
	Stark	8,500	8,400	98
	Towner	1,500	1,500	100
	Wells	2,600	2,600	98
		<b>SOUTH DAKOTA</b>		
Potter	1,300	1,300	100	
<b>Station Totals</b>		<b>96,900</b>	<b>95,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>61,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>46,300</b>	

# North Dakota—Bismarck

## KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, N.D.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"  
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

News Service: AP.

Network Service: CBS, ABC.

Licensee: Bismarck TV Inc., Box 1686, Minot, N.D.

Studio & Business Office: 1811 North 15, Bismarck, N.D. 58501.

Telephone: 701-223-9197.

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 Katz Television; The Hurley Co. (regional).

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

Personnel:

STEVEN REITEN, manager.

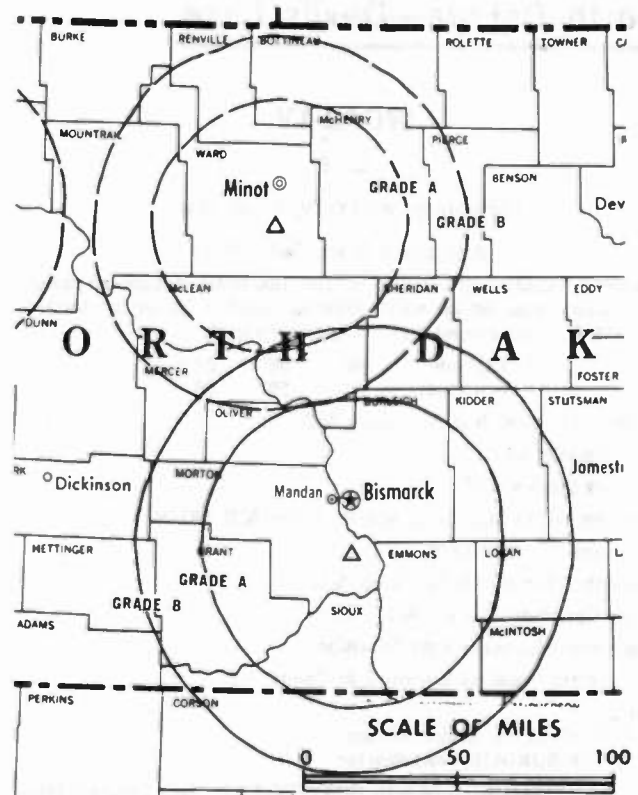
JOHN KRANCE, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot; KXMD-TV, Williston & KDIX-TV, Dickinson, all N.D.

NETWORK BASE HOURLY RATE: \$198.

Total Households: © MSI-Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
<b>50% &amp; Over</b>	Burleigh	21,300	21,000	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,800	95
	Morton	9,300	9,100	98
	Oliver	800	800	100
	Sloux	900	900	94
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Corson	1,600	1,500	94
	Dewey	1,500	1,400	93
	Walworth	2,700	2,600	96
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Adams	1,300	1,300	100
	Hettinger	1,500	1,500	100



KXMB-TV BMPCT-7664 Granted 2/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	Mc Lean	4,600	4,500	98	
	Mercer	3,700	3,600	97	
	Sheridan	1,000	1,000	100	
<b>SOUTH DAKOTA</b>					
	Mc Pherson	1,500	1,400	96	
<b>NORTH DAKOTA</b>					
<b>Between 5-24%</b>	Dunn	1,700	1,600	97	
	Eddy	1,500	1,500	100	
	Foster	1,600	1,600	100	
	Sargent	2,000	2,000	100	
	Stutsman	9,100	9,000	99	
	Towner	1,500	1,500	100	
	Wells	2,600	2,600	98	
	Williams	8,700	8,600	98	
	<b>SOUTH DAKOTA</b>				
		Perkins	1,900	1,800	95
	Potter	1,300	1,300	100	
<b>Station Totals</b>		<b>92,400</b>	<b>90,800</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>			<b>50,500</b>		
<b>Average Daily Circulation (1983)</b>			<b>33,200</b>		

# North Dakota—Devils Lake

## WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, N.D.)

(Also serves Grand Forks, N.D.)

Technical Facilities: Channel No. 8 (180-186 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.

News Service: AP.

Network Service: ABC.

Licensee: WDAY Inc., 301 S. 8th St., Fargo, N.D. 58108.

Telephone: 701-237-6500.

Ownership: See WDAY-TV, Fargo, N.D.

Began Operation: Feb. 8, 1967.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

ROBERT KERR, station manager.

CHUCK BUNDLIE, news director.

Rates: Sold in combination with WDAY-TV, Fargo, N.D. Separate rates available on request.

Highest 30 Sec. Rate (May 1983): \$250.

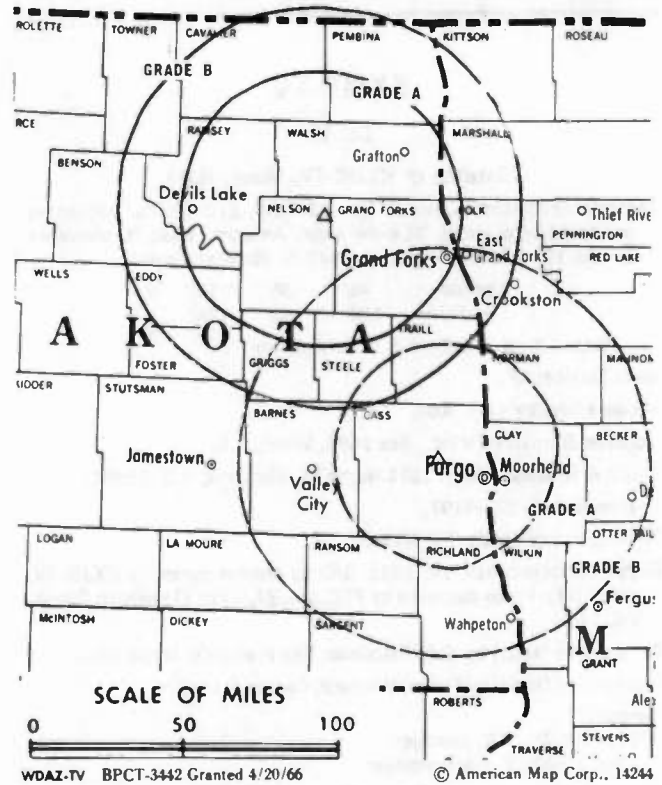
NETWORK BASE HOURLY RATE: \$250.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 394,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Kittson	2,500	2,400	96
	Lake Of The Woods	1,400	1,300	93
	Marshall	4,500	4,400	98
	Pennington	5,900	5,700	97
	Roseau	4,600	4,300	93
	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Cavalier	2,700	2,600	96
	Eddy	1,500	1,500	100
Foster	1,600	1,600	100	
Grand Forks	23,400	23,100	99	
Nelson	2,000	2,000	100	
Pembina	3,800	3,700	96	
Ramsey	4,900	4,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Towner	1,500	1,500	100
	Walsh	5,500	5,400	98
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Polk	12,700	12,500	98
	<b>NORTH DAKOTA</b>			
	Griggs	1,400	1,400	100
	Pierce	2,100	2,100	98
	Rolette	3,700	3,500	95
<b>Between 5-24%</b>	Trail	3,500	3,500	100
	Wells	2,600	2,600	98
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Clearwater	3,100	2,900	95
	Red Lake	2,000	2,000	100
<b>Station Totals</b>	<b>NORTH DAKOTA</b>			
	Ransom	2,400	2,400	100
	Steele	1,100	1,100	100
	Stutsman	9,100	9,000	99
<b>Station Totals</b>		112,000	109,700	97
<b>Net Weekly Circulation (1983)</b>				72,000
<b>Average Daily Circulation (1983)</b>				48,700

# North Dakota—Dickinson

## KNDX

(formerly 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.

News Service: AP.

Satellite Earth Station: In operation, 3.5-meter.

Network Service: CBS, ABC.

Licensee: Northern Plains Bcstg. Group Inc., Box 11, Hardin, Mont. 59034.

Studio: 119 Second Ave. W., Dickinson, N.D. 58601.

Telephone: 701-225-5133.

Ownership: Daniel W. Coon, pres., 25%; Thomas A. Curtis, v.p., 15%; Martha R. Creath, secy., 22%; Calvin Cafritz, treas., 38%. For other interests, see KOUS-TV, Hardin, Mont.

Began Operation: Oct. 15, 1956. Sale to present owner by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (Television Digest, Vol. 6:44).

Represented (sales) by Katz Television Inc.; The Hurley Co. (Minneapolis).

### Personnel:

DANIEL W. COON, president.

THOM CURTIS, vice president.

WARREN VRANNA, station & sales manager.

BETTE S. CHEW, program director.

M. J. MESSMER, operations director.

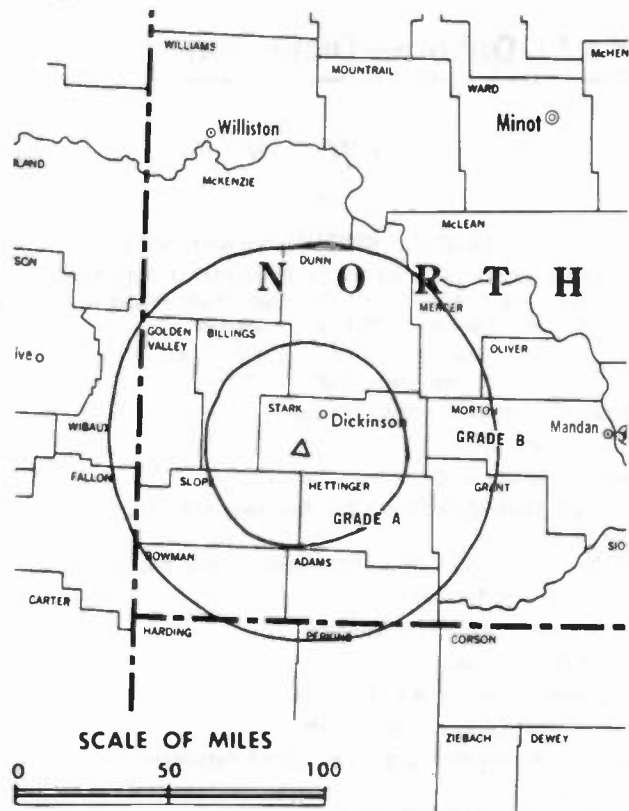
STAN MUELLER, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot, N.D.

NETWORK BASE HOURLY RATE: \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Fallon	1,300	1,200	92
	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Billings	500	500	100



KNDX BPCT-3391 Granted 3/16/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bowman	1,500	1,500	100
	Dunn	1,700	1,600	97
	Golden Valley	900	900	100
	Hettinger	1,500	1,500	100
	Slope	400	400	100
	Stark	8,500	8,400	98
Between 25-49%	MONTANA			
	Carter	600	600	100
	Wibaux	500	500	100
SOUTH DAKOTA	Perkins	1,900	1,800	95
	Between 5-24%	NORTH DAKOTA		
Mc Kenzie		2,600	2,600	100
Mercer		3,700	3,600	97
Station Totals		26,900	26,400	98
Net Weekly Circulation (1983)				16,500
Average Daily Circulation (1983)				10,500

# North Dakota—Dickinson

## KQCD-TV

Ch. 7

(Satellite of KFYP-TV, Bismarck, N.D.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"  
Longitude 102° 59' 17"

Transmitter: 10.5-mi. WNW of Dickinson.

News Service: AP.

Network Service: NBC.

Licensee: Meyer Broadcasting Co., Broadway at Fourth St., Bismarck, N.D. 58501.

Studio: 373 21st St. E., Box 1577, Dickinson, N.D. 58601.

Telephone: 701-225-6843.

Ownership: See KFYP-TV, Bismarck.

Began Operation: July 28, 1980.

Represented (sales) by Blair Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WILLIAM A. EKBERG, president.

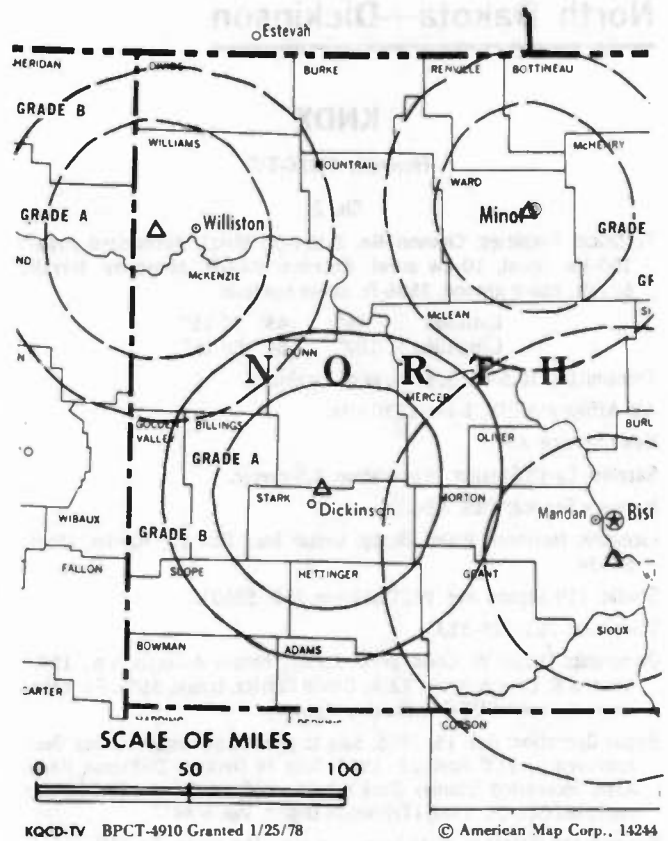
STEVE SKJELVIK, manager.

Rates: Sold in combination with KFYP-TV, Bismarck.

NETWORK BASE HOURLY RATE: See KFYP-TV, Bismarck.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
50% & Over	Adams	1,300	1,300	100
	Billings	500	500	100
	Bowman	1,500	1,500	100
	Dunn	1,700	1,600	97
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,500	8,400	98
<b>MONTANA</b>				
Between 25-49%	Wibaux	500	500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
Between 25-49%	Hettinger	1,500	1,500	100
<b>MONTANA</b>				
Between 5-24%	Fallon	1,300	1,200	92
<b>NORTH DAKOTA</b>				
	Mc Kenzie	2,600	2,600	100
	Mercer	3,700	3,600	97
<b>SOUTH DAKOTA</b>				
	Perkins	1,900	1,800	95
<b>Station Totals</b>		<b>26,300</b>	<b>25,800</b>	<b>98</b>
Net Weekly Circulation (1983)				13,300
Average Daily Circulation (1983)				9,800

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# 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° 20' 36"  
Longitude 97° 17' 17"

Transmitter: 3-mi. W of Blanchard.

News Services: AP, UPI, NIWS.

Satellite Earth Station: ADM, 3.5-meter; Drake receivers.

Network Service: NBC.

Licensee: Spokane Television Inc., 1350 21st Ave. S., Fargo 58102.

Studios: 1350 21st Ave. S., Fargo; 314 9th Ave. N., Grand Forks.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

TWX: 910-673-8302.

Mailing Address: Box 1878, Fargo, N.D. 58107.

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 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert.

### Personnel:

ELIZABETH SCHIRMER, president.  
JOHN P. HRUBESKY, vice president & general manager.  
GREG R. HOLDER, general sales manager.  
DALE BOSCH, operations manager.  
DAVE HOGLIN, news director.  
JANET ZAHN, director, creative services & promotion.  
JASON VINGELEN, operations manager, Grand Forks.  
ROGER JOHNSON, chief engineer.  
KATHY McALLISTER, public relations director.

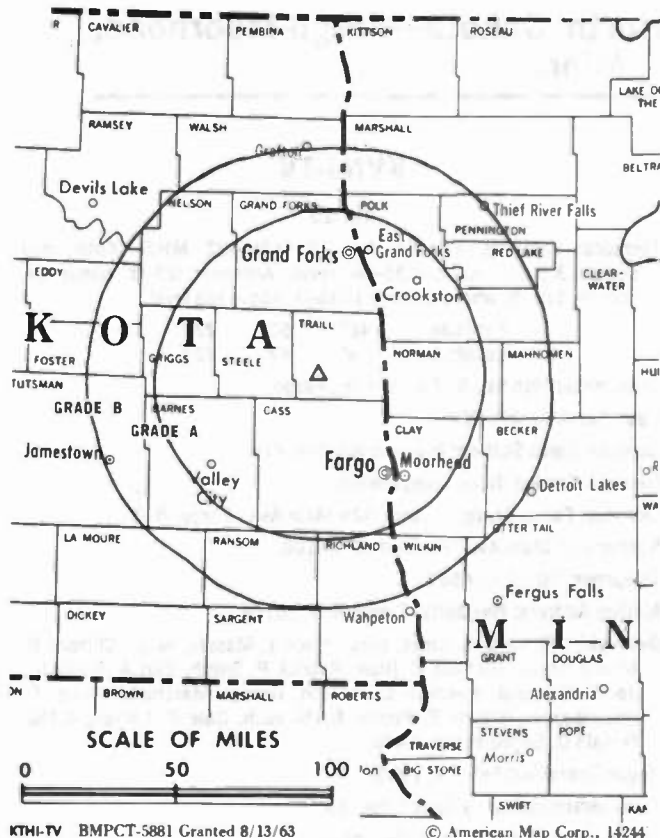
Highest 30 Sec. Rate (Jan. 1, 1983): \$500.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 635,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	10,900	10,600	98
	Clay	17,100	17,000	99
	Clearwater	3,100	2,900	95
	Kittson	2,500	2,400	96
	Lake Of The Woods	1,400	1,300	93
	Mahnomen	1,800	1,800	97
	Marshall	4,500	4,400	98
	Norman	3,400	3,300	97
	Pennington	5,900	5,700	97
	Polk	12,700	12,500	98
	Red Lake	2,000	2,000	100
	Roseau	4,600	4,300	93
	Wilkin	2,900	2,900	100
	<b>NORTH DAKOTA</b>			
	Barnes	5,300	5,200	98
	Cass	35,500	35,100	99
	Eddy	1,500	1,500	100
	Foster	1,600	1,600	100
	Grand Forks	23,400	23,100	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Ramsey	4,900	4,800	98
	Ransom	2,400	2,400	100
	Richland	6,700	6,600	98



KTHI-TV BMPCT-5881 Granted 8/13/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,100	9,000	99
	Traill	3,500	3,500	100
Walsh	5,500	5,400	98	
<b>MINNESOTA</b>				
<b>Between 25-49%</b>	Douglas	10,900	10,700	98
	Grant	2,700	2,700	100
	Otter Tail	19,500	19,000	97
	Traverse	1,900	1,900	100
<b>NORTH DAKOTA</b>				
Burlingame	21,300	21,000	99	
Cavalier	2,700	2,600	96	
Dickey	2,500	2,400	96	
Mercer	3,700	3,600	97	
Morton	9,300	9,100	98	
Oliver	800	800	100	
Pembina	3,800	3,700	96	
Pierce	2,100	2,100	98	
Stark	8,500	8,400	98	
Towner	1,500	1,500	100	
Ward	20,900	20,600	99	
Wells	2,600	2,600	98	
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Beltrami	10,800	10,200	95
	Hubbard	5,500	5,200	95
	Pope	4,500	4,400	98
	Stevens	3,900	3,800	97
<b>NORTH DAKOTA</b>				
Benson	2,500	2,400	96	
Bottineau	3,300	3,200	97	
Logan	1,200	1,200	100	
Mc Henry	2,800	2,800	98	
Mc Lean	4,600	4,500	98	
Renville	1,300	1,300	100	
Rolette	3,700	3,500	95	
<b>SOUTH DAKOTA</b>				
Marshall	2,000	1,900	95	
Roberts	3,800	3,700	97	
<b>Station Totals</b>		<b>345,600</b>	<b>338,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>201,500</b>
<b>Average Daily Circulation (1983)</b>				<b>118,200</b>

## North Dakota—Fargo-Moorhead, Minn.

### KVNJ-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 3.5-kw visual, 0.35-kw aural. Antenna: 123-ft. above av. terrain, 126-ft. above ground, 1036-ft. above sea level.

Latitude 46° 52' 27"  
Longitude 96° 47' 32"

Transmitter: 9th St., S of Main Ave., Fargo.

News Services: AP, INN.

Satellite Earth Station: In operation; 5-meter.

Network Service: None, independent.

Licensee: Fargo Bcstg. Co. Inc., 824 Main Ave., Fargo, N.D.

Studio: 824 Main Ave., Fargo, N.D. 58108.

Telephone: 701-235-4569.

Mailing Address: Box 2801, Fargo, N.D. 58108.

Ownership: Richard A. Ames, pres., Hugh I. Massee, secy., Clifford R. Moore, treas., Richard E. Blair, Patrick P. Smith, Earl A. Stein Jr., Jacob Sigmund, Kenneth C. Benson, George Marchand, Roger O. Pitsenbarger, Wayne E. Puppe, 8.4% each; Dale R. Larson, 4.2%; Donald O. Engebretson, 3.4%.

Began Operation: Feb. 14, 1983.

Represented (sales) by Spot Time Ltd.

Represented (legal) by R. F. Perkins Jr.

Represented (engineering) by Ralph J. Bitzer (St. Louis, Mo.).

Personnel:

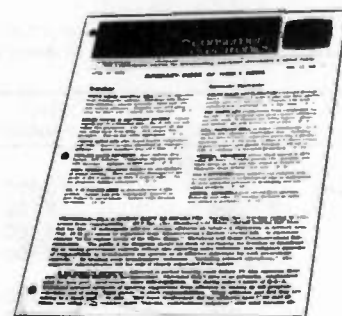
KENT LIEN, general manager.

Highest 30 Sec. Rate: \$60.



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# North Dakota—Fargo

## WDAY-TV

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.

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 42-kw, 93.7 MHz (No. 229), 1150-ft.

News Service: AP.

Satellite Earth Stations: Microdyne, 7-meter; Microdyne receivers.

Network Service: ABC.

Licensee: WDAY Inc., Box 2466, Fargo, N.D. 58108.

Studio: 301 S. 8th St., Fargo 58108.

Telephone: 701-237-6500. TWX: 910-673-8301.

Mailing Address: Box 2466, Fargo, N.D. 58108.

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%. Forum owns KSFY-TV, Sioux Falls; KABY-TV, Aberdeen; KPRY-TV, Pierre, all S.D. WDAY Inc. owns KMMJ(AM), Grand Island, Neb.

Begin 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 Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

WILLIAM C. MARCIL, president.

S. D. RASMUSSEN, general manager.

COLE CARLEY, sales manager.

MELANIE FOSS, promotion & merchandising manager.

NORM SCHRADER, news director.

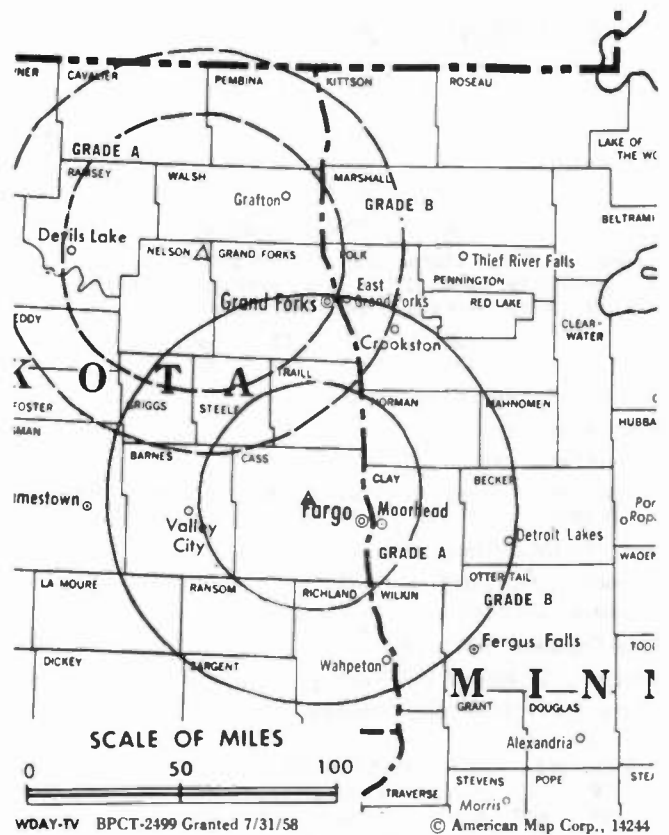
Highest One Hour Rate: \$1600.

Highest 30 Sec. Rate (May 1983): \$650.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Becker	10,900	10,600	98
	Clay	17,100	17,000	99
	Clearwater	3,100	2,900	95
	Mahnomen	1,800	1,800	97
	Norman	3,400	3,300	97
	Otter Tail	19,500	19,000	97
	Red Lake	2,000	2,000	100
	Wilkin	2,900	2,900	100
	<b>NORTH DAKOTA</b>			
Barnes	5,300	5,200	98	
Cass	35,500	35,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Dickey	2,500	2,400	96
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Ransom	2,400	2,400	100
	Richland	6,700	6,600	98
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,100	9,000	99
	Trail	3,500	3,500	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Douglas	10,900	10,700	98
	Grant	2,700	2,700	100
	Polk	12,700	12,500	98
	Pope	4,500	4,400	98
	Stevens	3,900	3,800	97
	Traverse	1,900	1,900	100
<b>SOUTH DAKOTA</b>	Marshall	2,000	1,900	95
	Roberts	3,800	3,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Beltrami	10,800	10,200	95
	Big Stone	2,900	2,900	98
	Hubbard	5,500	5,200	95
	Marshall	4,500	4,400	98
	Pennington	5,900	5,700	97
	Todd	9,000	8,700	97
	<b>NORTH DAKOTA</b>			
	Burleigh	21,300	21,000	99
	Eddy	1,500	1,500	100
Foster	1,600	1,600	100	
Grand Forks	23,400	23,100	99	

(Continued on page 682)

<b>Station Totals</b>	<b>278,900</b>	<b>273,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>141,300</b>	
<b>Average Daily Circulation (1983)</b>		<b>92,100</b>	



# 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.

News Service: AP.

Network Service: NBC.

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, Bismarck, N.D.

Began Operation: Jan. 20, 1958.

Represented (sales) by Blair Television.

Represented (legal) by Hogan & Hartson.

### Personnel:

WILLIAM EKBERG, president (Bismarck).

JERRY HEGEL, general sales manager (Bismarck).

DAVE STUART, director, national sales (Bismarck).

RAMON SWENSON, station manager.

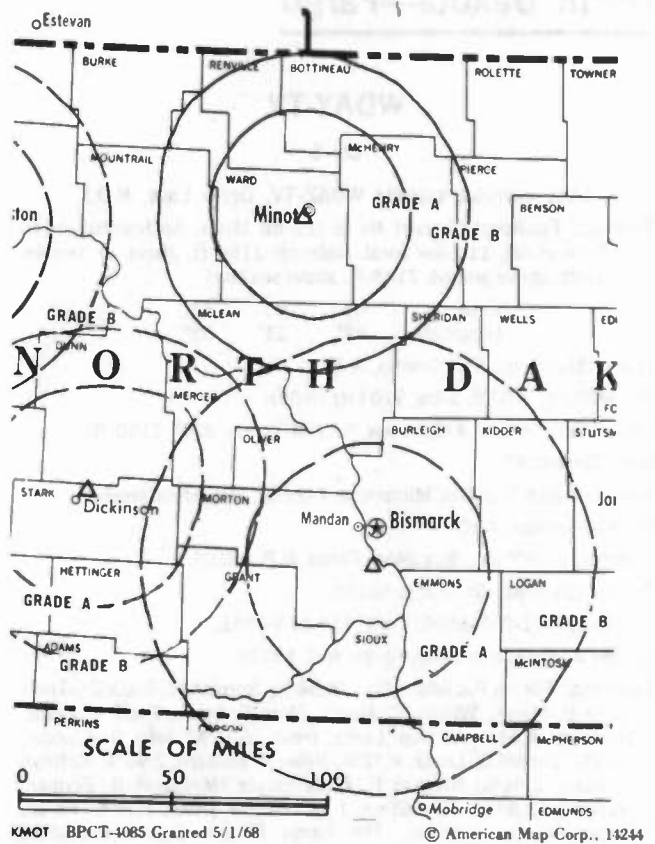
RAY ROBERTS, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$147.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
50% & Over	Bottineau	3,300	3,200	97
	Burke	1,500	1,500	100
	Mc Henry	2,800	2,800	98
	Mountrail	2,700	2,700	98
	Pierce	2,100	2,100	98
	Renville	1,300	1,300	100
	Rolette	3,700	3,500	95
	Ward	20,900	20,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
Between 25-49%	Mc Lean	4,600	4,500	98
	Sheridan	1,000	1,000	100
	Wells	2,600	2,600	98
<b>NORTH DAKOTA</b>				
Between 5-24%	Benson	2,500	2,400	96
	Mc Kenzie	2,600	2,600	100
	Mercer	3,700	3,600	97
	Towner	1,500	1,500	100
<b>Station Totals</b>		<b>56,800</b>	<b>55,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>39,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>27,500</b>	

# North Dakota—Minot

## KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck & KXMD-TV, Williston, N.D.)

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

Requests CP for change to 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Transmitter: 11.5-mi. S of Minot.

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

FM Affiliate: KCJB-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Service: AP.

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. 58701.

Studio: KXMC Building, Minot, N.D. 58701.

Telephone: 701-852-2104. TWX: 910-675-2496.

Ownership: Chester Reiten & family. They also own KXMD-TV, Williston; KXMB-TV, Bismarck & KCJB-AM-FM, Minot.

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales) by Katz Television.

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

### Personnel:

CHESTER REITEN, president.

HENRY BEUCLER, general manager.

ROD ROMINE, program director.

DUANE AASE, chief engineer.

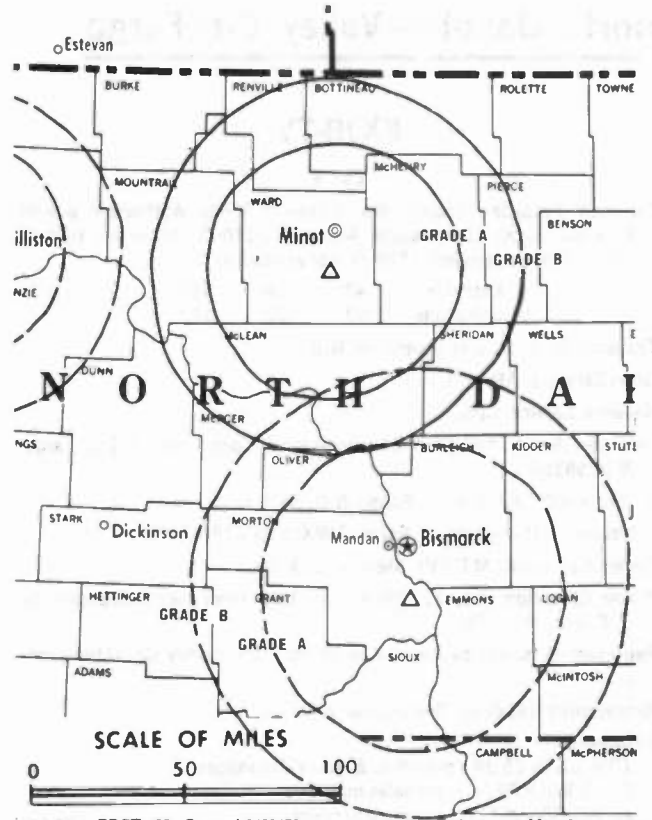
Highest 30 Sec. Rate: \$500.

Rates: Sold in combination with KXMB-TV, Bismarck; KXMD-TV, Williston and KDIX-TV, Dickinson.

NETWORK BASE HOURLY RATE: \$298.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Bottineau	3,300	3,200	97
	Burke	1,500	1,500	100
	Mc Henry	2,800	2,800	98
	Mc Lean	4,600	4,500	98
	Mountrail	2,700	2,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pierce	2,100	2,100	98
	Renville	1,300	1,300	100
	Rolette	3,700	3,500	95
	Sheridan	1,000	1,000	100
	Ward	20,900	20,600	99
	Wells	2,600	2,600	98
Between 25-49%	<b>NORTH DAKOTA</b>			
	Mercer	3,700	3,600	97
	Oliver	800	800	100
Towner	1,500	1,500	100	
Between 5-24%	<b>NORTH DAKOTA</b>			
	Dunn	1,700	1,600	97
	Mc Intosh	1,900	1,800	95
	Mc Kenzie	2,600	2,600	100
Sioux	900	900	94	
<b>Station Totals</b>		<b>62,100</b>	<b>61,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>46,300</b>
<b>Average Daily Circulation (1983)</b>				<b>33,500</b>

# 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.

News Services: AP, UPI.

Network Service: CBS.

Licensee: North American Communication Corp., Box 2926, Fargo, N.D. 58108.

Studio: 4302 13th Ave. S., Fargo, N.D. 58103.

Telephone: 701-282-0444, Fargo. TWX: 910-673-8307.

Ownership: See KCMT(TV), Alexandria, Minn.

Began Operation: July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

Represented (sales) by Avery-Knodel Inc.; The Hurley Co. (Minneapolis).

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

TOM BARNES JR., president & general manager.

PAUL WICKRE, general sales manager.

ARVID SONSTELIE, studio supervisor.

Highest 30 Sec. Rate (April 1, 1982): \$500.

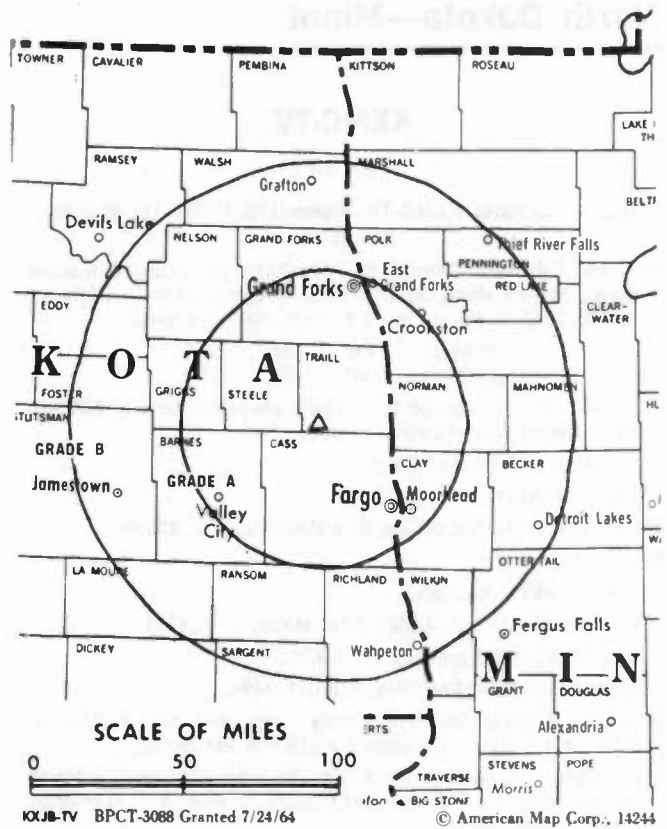
NETWORK BASE HOURLY RATE: \$537.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 420,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Becker	10,900	10,600	98
	Clay	17,100	17,000	99
	Clearwater	3,100	2,900	95
	Kittson	2,500	2,400	96
	Mahnomen	1,800	1,800	97
	Marshall	4,500	4,400	98
	Norman	3,400	3,300	97
	Otter Tail	19,500	19,000	97
	Pennington	5,900	5,700	97
	Polk	12,700	12,500	98
	Red Lake	2,000	2,000	100
	Wilkin	2,900	2,900	100
<b>NORTH DAKOTA</b>				
	Barnes	5,300	5,200	98
	Cass	35,500	35,100	99
	Dickey	2,500	2,400	96
	Eddy	1,500	1,500	100
	Foster	1,600	1,600	100
	Grand Forks	23,400	23,100	99
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Nelson	2,000	2,000	100
	Pembina	3,800	3,700	96
	Ransom	2,400	2,400	100
	Richland	6,700	6,600	98
	Sargent	2,000	2,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Steele	1,100	1,100	100
	Stutsman	9,100	9,000	99
	Trail	3,500	3,500	100
	Walsh	5,500	5,400	98
<b>MINNESOTA</b>				
Lake Of The				
<b>Between 25-49%</b>	Woods	1,400	1,300	93
	Roseau	4,600	4,300	93
<b>NORTH DAKOTA</b>				
	Cavalier	2,700	2,600	96
	Pierce	2,100	2,100	98
	Ramsey	4,900	4,800	98
	Towner	1,500	1,500	100
	Wells	2,600	2,600	98
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Beltrami	10,800	10,200	95
	Grant	2,700	2,700	100
	Hubbard	5,500	5,200	95
	Pope	4,500	4,400	98
	Traverse	1,900	1,900	100
<b>NORTH DAKOTA</b>				
	Benson	2,500	2,400	96
	Bottineau	3,300	3,200	97
	Kidder	1,400	1,400	100
<b>SOUTH DAKOTA</b>				
	Marshall	2,000	1,900	95
	Roberts	3,800	3,700	97
<b>Station Totals</b>		<b>254,100</b>	<b>249,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>183,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>121,500</b>	

# North Dakota—Williston

## KUMV-TV

Ch. 8

(Satellite of KFYP-TV, Bismarck)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

Transmitter: U.S. Rte. 2, 10-mi. W of Williston.

News Services: AP, UPI.

Network Service: NBC.

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D. 58501.

Studio: U.S. Rte. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television.

### Personnel:

WILLIAM EKBERG, president (Bismarck).  
JERRY HEGEL, general sales manager (Bismarck).  
DAVE STUART, director, national sales (Bismarck).  
ROGER RIEN, station manager & program director.  
GENE MONDAY, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

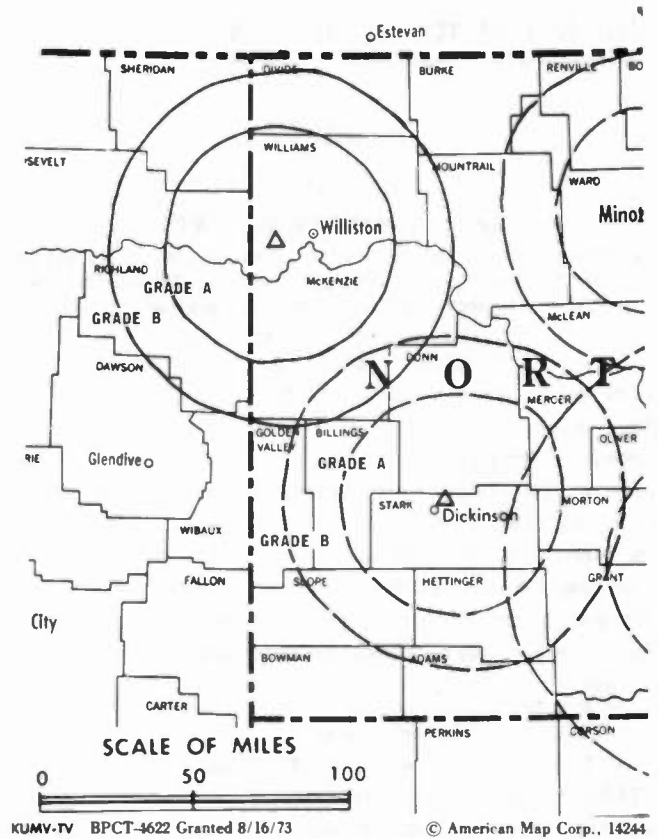
NETWORK BASE HOURLY RATE: \$163.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 293,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Dawson	4,500	4,300	96
	Mc Cone	900	900	94
	Richland	4,700	4,500	96
	Roosevelt	3,400	3,300	97
	Sheridan	2,000	1,900	95
	Valley	3,700	3,500	95
	<b>NORTH DAKOTA</b>			
	Divide	1,300	1,300	100
Mc Kenzie	2,600	2,600	100	
Williams	8,700	8,600	98	



KUMV-TV BPCT-4622 Granted 8/16/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA</b>			
	Wibaux	500	500	100
	<b>NORTH DAKOTA</b>			
	Burke	1,500	1,500	100
Between 5-24%	<b>MONTANA</b>			
	Garfield	600	500	83
	<b>NORTH DAKOTA</b>			
	Billings	500	500	100
	Golden Valley	900	900	100
	Mountrail	2,700	2,700	98
<b>Station Totals</b>		<b>39,500</b>	<b>38,500</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>30,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>22,200</b>	

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# North Dakota—Williston

## KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, N.D.)

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"  
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

News Service: AP.

Network Service: CBS, ABC.

Licensee: 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 Katz Television; The Hurley Co. (regional).

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

Personnel:

JOHN BLAKE, station manager.

JAMES SORTLAND, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot.

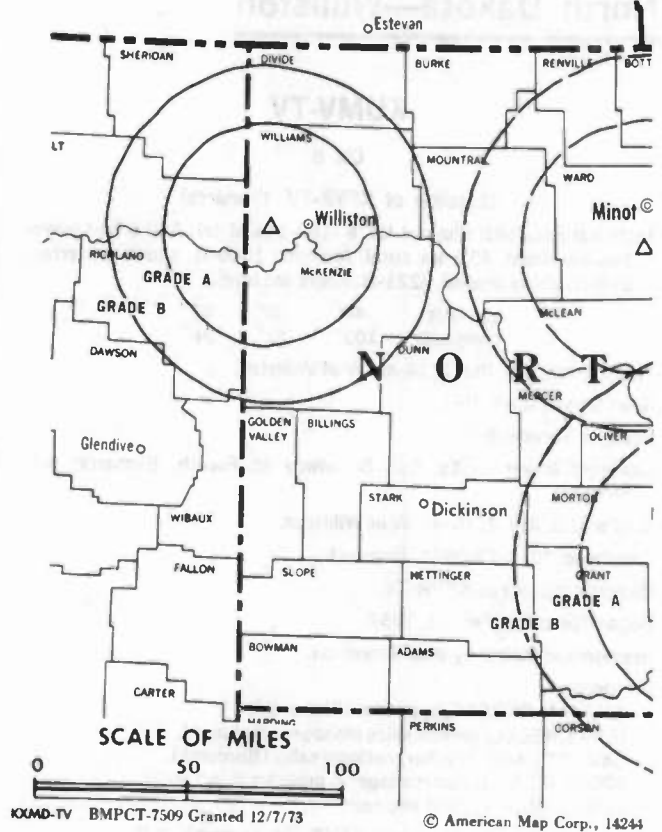
NETWORK BASE HOURLY RATE: \$75.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 254,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Daniels	1,000	1,000	100
	Mc Cone	900	900	94
	Richland	4,700	4,500	96
	Roosevelt	3,400	3,300	97
	Sheridan	2,000	1,900	95
	Valley	3,700	3,500	95
	<b>NORTH DAKOTA</b>			
	Divide	1,300	1,300	100
	Mc Kenzie	2,600	2,600	100
Williams	8,700	8,600	98	



KXMD-TV BMPCT-7509 Granted 12/7/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA</b>			
	Wibaux	500	500	100
Between 5-24%	<b>MONTANA</b>			
	Dawson	4,500	4,300	96
	Phillips	1,900	1,800	95
	<b>NORTH DAKOTA</b>			
	Burke	1,500	1,500	100
	Mountrail	2,700	2,700	98
<b>Station Totals</b>		39,400	38,400	97
<b>Net Weekly Circulation (1983)</b>			24,300	
<b>Average Daily Circulation (1983)</b>			14,900	

## WDAY-TV, Fargo (Arbitron Data Continued)

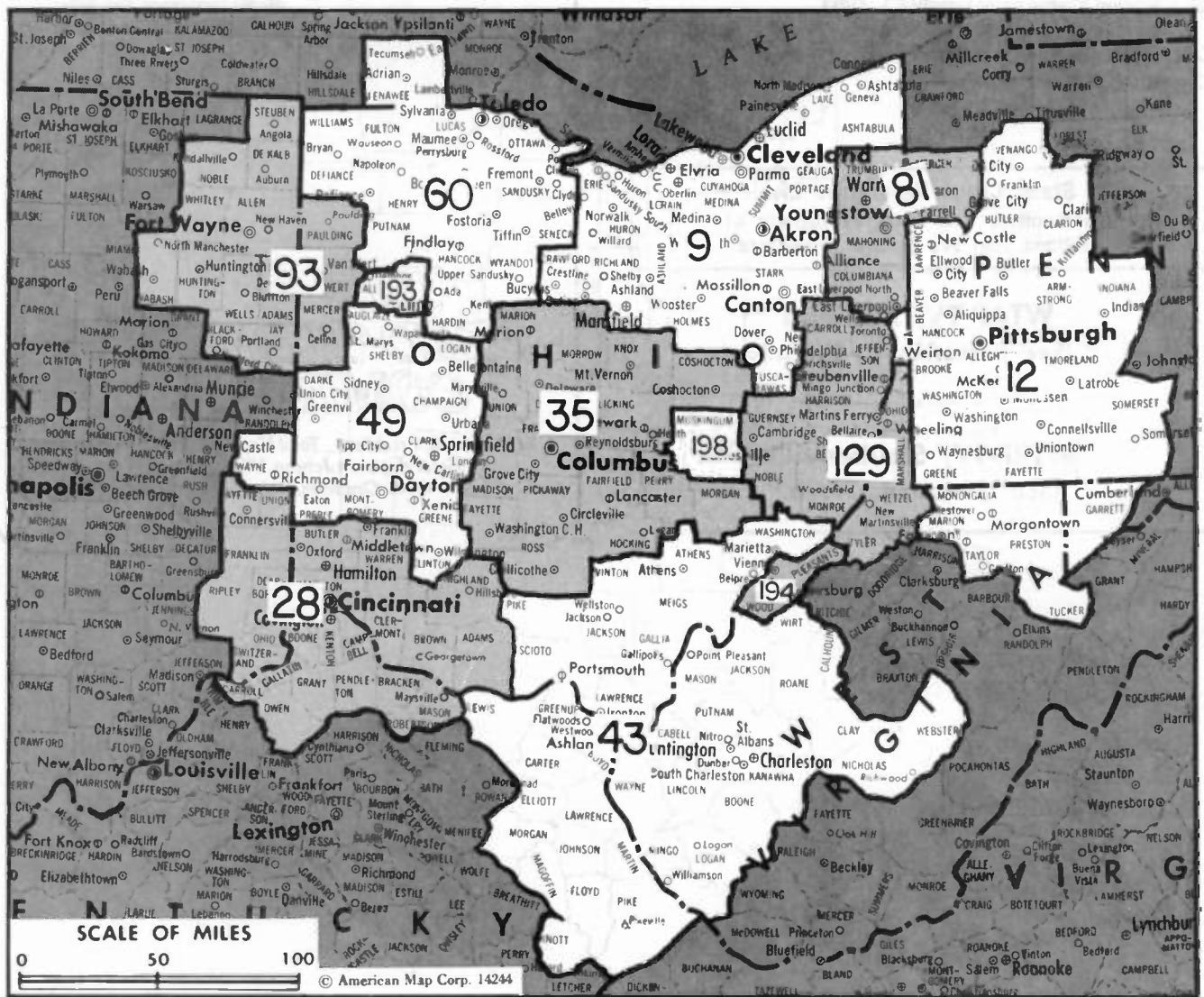
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA—(Continued)</b>				
Between 5-24%	Pembina	3,800	3,700	96
	Sheridan	1,000	1,000	100
	Towner	1,500	1,500	100
	Walsh	5,500	5,400	98
	Wells	2,600	2,600	98
<b>SOUTH DAKOTA</b>				
	Grant	3,200	3,100	97

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Ohio



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Cleveland, O.	1,408,900	9	919,000	9	WAKR-TV (23), WCLQ-TV (61), WDLI (17), WEWS (5), WJKW-TV (8), WKYC-TV (3), WOAC (67), WUAB (43)
Pittsburgh, Pa.	1,229,600	12	768,000	11	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, O.	695,200	28	447,000	25	WBTI (64), WCPQ-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Columbus, O.	590,800	35	383,000	30	WBNS-TV (10), WCMH-TV (4), WSFJ (52), WTVN-TV (6)
Charleston-Huntington, W.Va.	525,300	43	339,000	37	WCHS-TV (8), WOVK-TV (13), WSAZ-TV (3), WTFS (61), WVAH-TV (23)
Dayton, O.	477,100	49	283,000	49	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WTJC (26)
Toledo, O.	405,800	60	252,000	56	WDHO-TV (24), WTOL-TV (11), WTVG (13)
Youngstown, O.	277,000	81	169,000	79	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, Ind.	240,700	93	142,000	91	WANE-TV (15), WFFT-TV (55), WKJG-TV (33), WPTA (21), WXJC-TV (63)
Wheeling, W.Va.-Steubenville, O.	155,000	129	108,000	113	WTOV-TV (9), WTRF-TV (7)
Lima, O.	40,100	193	17,000	190	WLIO (35), WTLW (44)
Parkersburg, W. Va.	38,200	194	9,000	202	WTAP-TV (15)
Zanesville, O.	30,500	198	10,000	199	WHIZ-TV (18)

## Ohio

Ohio Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	14	18	32
Educational Television Stations	0	12	12
			<hr/> 44

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WTAP-TV, Marietta**  
(See Parkersburg, W.Va.)

— • —

**WTRF-TV, Steubenville**  
(See Wheeling, W.Va.)

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# 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"

Requests CP for change to 698-kw max. & 582-kw horizontal visual, 66.9-kw max. aural, 678-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level.

Transmitter: Dreisbach Dr.

AM Affiliate: WAKR, 5-kw, 1590 kHz.

FM Affiliate: WAEZ, 50-kw, 97.5 MHz (No. 248), 500-ft.

News Services: ABC, UPI.

Satellite Earth Stations: In operation, 5-meter & 3-meter.

Network Service: ABC.

Licensee: Summit Radio Corp., Box 1590, Akron 44309.

Studio: Radio-Television Center of Akron, 853 Copley Rd., Akron, Ohio 44320.

Telephone: 216-535-7831.

Ownership: Roger G. Berk, pres.; James L. Berk, v.p.; Phyllis V. Simms, secy.; Edward F. Devine, v.p.-treas. Summit Radio owns WAKR & WAEZ (FM), Akron, Ohio. Summit Radio subsidiaries own WONE & WTUE (FM), Dayton, Ohio; KBOX & KMEZ (FM), Dallas, Tex. & KLZ & KAZY (FM), Denver, Colo.

Began Operation: June 7, 1953.

Represented (sales) by Spot Time Ltd.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROGER G. BERK, president.  
ROBERT I. BOSTIAN, vice president & general manager.  
CHIP FOX, sales manager.  
LARRY STATES, news director.  
WILLIAM J. O'NEIL JR., program director.  
DENNIS LEBEC, production director.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$197.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 25-49%	Carroll	9,000	8,900	99
	Guernsey	15,800	15,400	97
	Holmes	8,600	8,100	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Portage	46,800	46,300	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Tuscarawas	31,900	31,300	98
	Wayne	34,000	33,200	98

<b>OHIO</b>				
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Ashland	16,400	16,200	99
	Columbiana	41,200	40,600	99
	Coshocton	13,400	13,000	97
	Cuyahoga	564,200	557,700	99
	Erie	28,800	28,500	99
	Harrison	6,600	6,500	98
	Huron	19,600	19,300	98
	Lorain	95,200	94,200	99
	Mahoning	104,200	103,200	99
	Medina	39,500	39,000	99
	Noble	4,200	4,000	95
	Trumbull	87,500	86,500	99

Station Totals	1,497,700	1,479,100	98
Net Weekly Circulation (1983)	240,500		
Average Daily Circulation (1983)	91,500		



# Ohio—Canton

## WDLI

(formerly WJAN)

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"  
Longitude 81° 16' 37"

Transmitter: U.S. Rte. 62, Cal. Ave. & Reno Rd., Louisville, O.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: David Livingstone Missionary Foundation Inc., 2300 Riverside Dr., Tulsa, Okla. 74114.

Studio: 6600 Atlantic Blvd., Louisville, Ohio 44641.

Telephone: 216-875-5542.

Ownership: Non-stock corp. Lonnie R. Rex, pres.; Ron Armstrong, exec. v.p.; J. J. Fiser, v.p., development.

Began Operation: Jan. 1, 1967. Sale to present owner by PTL approved by FCC Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977. (Television Digest, Vol. 17:35, 37).

Represented (legal) by Baraff, Koerner, Olender & Hochberg.

Represented (engineering) by D. W. Sargent.

### Personnel:

RONALD L. BEARDMORE, general manager & program director.  
SHARON HENDERSON, business manager.  
DALE LAMM, chief engineer.  
DENNIS HAZEN, news director.

Note: Station does not sell commercial time or charge for programs aired. Depends on contributions.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Station Totals do not include Counties in which Circulation is less than 5%



WDLI BPCT-4988 Granted 4/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 5-24%	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Harrison	6,600	6,500	98
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Tuscarawas	31,900	31,300	98
	Wayne	34,000	33,200	98
<b>Station Totals</b>		<b>425,700</b>	<b>420,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>41,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>15,600</b>	

# Ohio—Canton

## WOAC

Ch. 67

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"  
Longitude 81° 26' 23"

Transmitter: 4867 Fulton Dr., Jackson Twp., near Canton.

News Service: AP.

Satellite Earth Station: Starview, 3-meter; Comtech receivers.

Network Service: None, independent.

Licensee: Canton 67, a Partnership, 100 W. 9th, Chattanooga, Tenn.

Studio: 4867 Fulton Rd. NW, Canton 44718.

Telephone: 216-492-5267.

Ownership: Morton J. Kent, gen. partner, 33%; Media Central Inc., gen. partner, 22%; David R. Vaughan, gen. partner, 1%; 22 limited partners, 44%. MCI ownership: Morton J. Kent, pres.-treas., 55%; Donald B. Kent, secy.; Doctor R. Crants Jr., 15%; H. Bernard Dixon, 10%; David R. Vaughan & Forrest L. Preston, 7.5% each; John F. McMullen, 5%. Crants has interest in KSPR(TV), Springfield, Mo.; Ch. 26 CP for Daytona Beach, Fla. Crants & Dixon have interest in LPTV applications. For other Media General interests, see Group Ownership of TV Stations.

Began Operation: March 1, 1982.

Represented (legal) by Seymour M. Chase, P.C.

Represented (engineering) by Sterling Communications.

Personnel:

JACK KLINE, general manager.  
SCOTT DAVIS, news director.  
MICHAEL DEMEREE, production manager.  
R. MICHAEL LARSON, sales manager.  
DAN BOROWICZ, chief engineer.

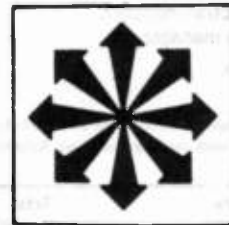
Highest 30 Sec. Rate (Nov. 5, 1983): \$750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO Stark	138,300	136,600	99
Between 5-24%	OHIO Summit	192,500	190,600	99
	Wayne	34,000	33,200	98
Station Totals		364,800	360,400	98
Net Weekly Circulation (1983)			63,500	
Average Daily Circulation (1983)			19,300	



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ATLANTA 400 Colony Sq., #1004, 30361 (404) 892-4655  
BEVERLY HILLS 9465 Wilshire Blvd., 90212 (213) 274-8151

# Ohio—Cincinnati

## WBTI

Ch. 64

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Transmitter: 2222 Chickasaw St., Cincinnati.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: Home Entertainment Network Inc., Box 957, Tyler, Tex. 75701.

Studio: 5177 Fishwick Dr., Cincinnati, Ohio 45216.

Telephone: 513-641-3220.

Ownership: HENI Ownership: United Entertainment Network Inc., 80%; Buford Television Inc., 20%. Officers: Gene W. Schneider, chmn.-v.p.; John H. Wyant, pres.; Joseph R. Bruning & Paul E. Beckelheimer, v.p.s.; Kay A. Gatz, secy.; William E. Elsner, treas. UENI ownership: United Cable TV Corp., multiple cable system operator, 100%. BTI ownership: See KLVN(TV), Tyler, Tex.

Began Operation: Jan. 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to present owner by Buford TV Inc. approved by FCC Dec. 28, 1982.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

LINDA MULKEY, vice president & general manager.

PAT FOLEY, chief engineer.

KENT DEXTER, production manager.

LINDA KELLEY, office manager.

Highest 30 Sec. Rate: \$90.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	<b>KENTUCKY</b>			
	Boone	16,600	16,500	99
	Bracken	2,700	2,700	100



WBTI BNPCT-790328LD Granted 6/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Carroll	3,400	3,400	100
	Gallatin	1,900	1,900	100
	Grant	4,700	4,600	98
	Harrison	5,500	5,400	98
	Kenton	50,000	49,800	100
	Pendleton	4,000	4,000	100
	Robertson	800	800	100
<b>OHIO</b>				
	Brown	11,400	11,100	97
	Clermont	46,200	45,700	99
	Hamilton	326,800	322,100	99
	Warren	33,900	33,500	99
Station Totals		520,100	513,500	98
Net Weekly Circulation (1983)			42,700	
Average Daily Circulation (1983)			17,200	

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# Ohio—Cincinnati

## WCPO-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Transmitter: 2345 Symmes St.

News Services: CBS, CNN, Group W Newsfeed; NIWS; UPI.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Harris, 3-meter.

Network Service: CBS.

Licensee: Scripps-Howard Broadcasting Co., 500 Central Ave. 45202.

Studio: 500 Central Ave., Cincinnati, Ohio 45202.

Telephone: 513-721-9900. TWX: 810-461-2690.

Ownership: Scripps-Howard Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: July 26, 1949.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

### Personnel:

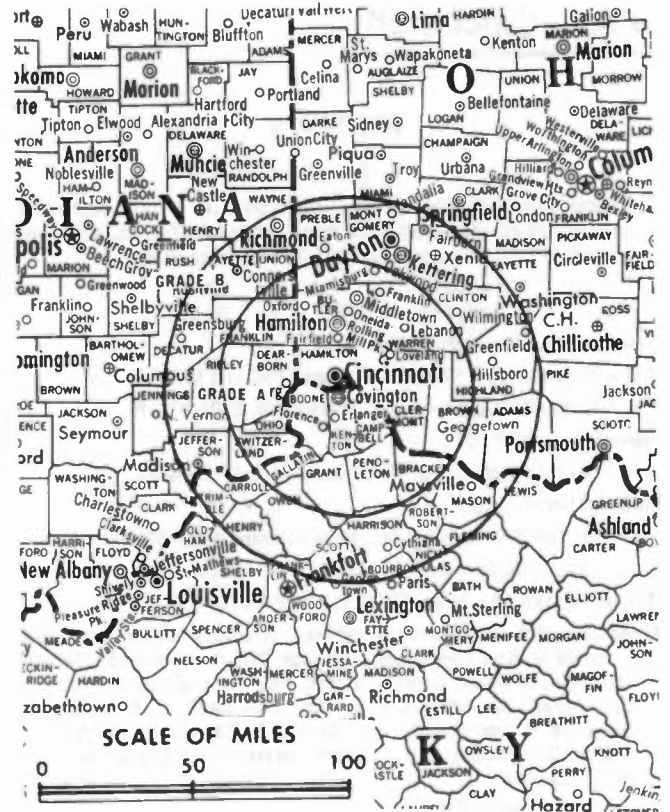
- ROBERT R. REGALBUTO, vice president & general manager.
- AL SCHOTTELKOTTE, senior vice president & station director.
- CLINT PACE, general sales manager.
- J. B. CHASE, national sales manager.
- C. NORMAN (RICK) REEVES, director of operations.
- CHARLES MUNRO, news director.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- BURNIE WAYNER, chief engineer.
- ROBBIN HOLLIDAY, business manager.
- JOHN QUIGLEY, director of community affairs.
- MARY MANGOLD, public service director.

Highest 30 Sec. Rate (Sept. 25, 1983): \$2400.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	Fayette	10,300	10,100	98
	Franklin	6,400	6,200	97
	Ohio	2,000	2,000	100
	Ripley	8,500	8,300	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	16,600	16,500	99
	Bracken	2,700	2,700	100
	Campbell	29,000	28,900	100
	Carroll	3,400	3,400	100
	Gallatin	1,900	1,900	100
	Grant	4,700	4,600	98
	Harrison	5,500	5,400	98
	Kenton	50,000	49,800	100
	Mason	6,600	6,500	98
	Owen	3,500	3,400	97
	Pendleton	4,000	4,000	100
	Robertson	800	800	100
<b>OHIO</b>				
Adams	8,700	8,300	95	
Brown	11,400	11,100	97	
Butler	93,100	92,000	99	
Clermont	46,200	45,700	99	
Clinton	12,900	12,700	98	
Hamilton	326,800	322,100	99	
Highland	12,600	12,300	98	
Warren	33,900	33,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	11,000	10,700	98
	Wayne	27,900	27,500	98
	<b>KENTUCKY</b>			
	Bourbon	7,100	7,000	99
	Estill	5,200	5,000	96
	Fleming	4,600	4,500	98
	Henry	4,800	4,700	98
	Lewis	5,100	5,000	98
	<b>OHIO</b>			
Prebble	13,600	13,500	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,400	8,200	98
	Randolph	11,000	10,800	98
	<b>KENTUCKY</b>			
	Bath	3,800	3,700	97
	Clark	10,600	10,400	99
	Franklin	16,900	16,700	99
	Greenup	13,700	13,600	99
	Montgomery	7,600	7,400	97
	Nicholas	2,700	2,600	99
	Powell	3,800	3,700	97
	Rowan	6,400	6,300	98
	Scott	7,700	7,600	99
	Shelby	8,300	8,200	99
	Trimble	2,400	2,400	100
	<b>OHIO</b>			
	Clark	54,400	53,800	99
Darke	19,800	19,500	98	
Fayette	10,000	9,800	98	
Greene	45,100	44,600	99	
Miami	33,200	32,800	99	
Montgomery	215,900	213,800	99	
Scioto	30,500	29,900	98	
<b>Station Totals</b>		<b>1,310,400</b>	<b>1,292,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>754,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>429,900</b>	

# 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.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

FM Affiliate: WKRQ, 10-kw, 101.9 MHz (No. 270), 875-ft.

News Services: AP, UPI.

Satellite Earth Station: Harris, 10-meter; Harris receivers.

Network Service: ABC.

Licensee: Taft Broadcasting Co., 1906 Highland Ave. 45219.

Studio: 1906 Highland Ave., Cincinnati, Ohio 45219.

Telephone: 513-651-1200. TWX: 513-577-1617.

Ownership: 28% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Charles S. Mechem Jr., chmn. of board; David S. Ingalls, vice chmn. of board; Dudley S. Taft, pres.; Ro Grignon, exec. v.p.; Earl Beall, L. D. Bolton II, Frederick H. von Stade, v.p.s; George E. Castrucci, v.p., finance; Charles D. Lindberg, secy. For other interests, see Group Ownership of TV Stations.

Began Operation: April 4, 1949.

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

### Personnel:

ED HERBERT, vice president & general manager.

JIM O'SHIELDS, general sales manager.

LARRY HOLT, local sales manager.

LOIS HINKLE, program director.

TERRY MILLER, business manager.

CARL MOOREHEAD, chief engineer.

DON NORTH, news director.

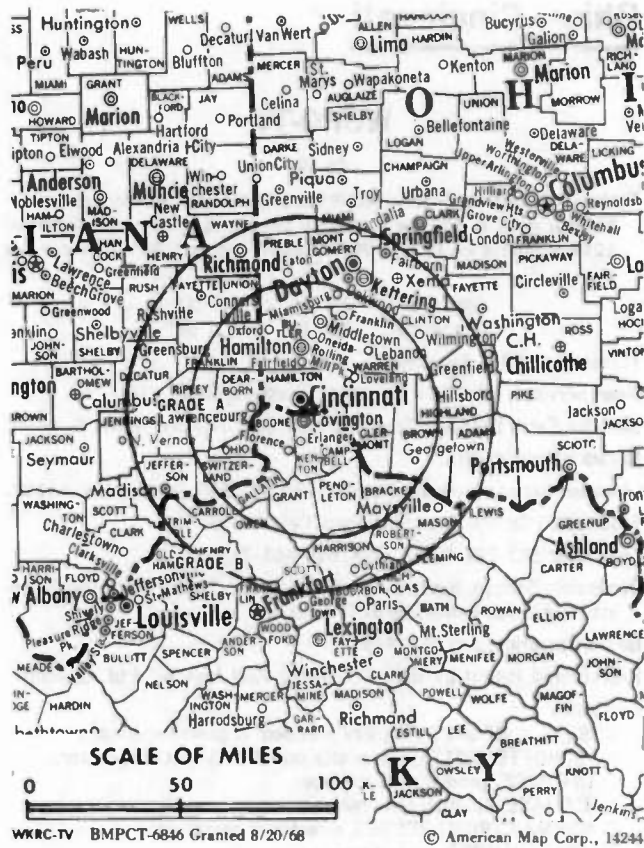
JOHN HILL, film director.

Highest 30 Sec. Rate (April 1, 1983): \$2000.

NETWORK BASE HOURLY RATE: \$1900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	Fayette	10,300	10,100	98
	Franklin	6,400	6,200	97
	Ohio	2,000	2,000	100
	Ripley	8,500	8,300	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	16,600	16,500	99
Bracken	2,700	2,700	100	
Campbell	29,000	28,900	100	
Carroll	3,400	3,400	100	
Gallatin	1,900	1,900	100	
Grant	4,700	4,600	98	
Harrison	5,500	5,400	98	
Kenton	50,000	49,800	100	
Mason	6,600	6,500	98	
Owen	3,500	3,400	97	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,700	8,300	95	
Brown	11,400	11,100	97	
Butler	93,100	92,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clermont	46,200	45,700	99
	Clinton	12,900	12,700	98
	Hamilton	326,800	322,100	99
	Highland	12,600	12,300	98
	Preble	13,600	13,500	99
Warren	33,900	33,500	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	11,000	10,700	98
Wayne	27,900	27,500	98	
<b>KENTUCKY</b>	Bourbon	7,100	7,000	99
	Fleming	4,600	4,500	98
	Lewis	5,100	5,000	98
	Nicholas	2,700	2,600	99
	Scott	7,700	7,600	99
Trimble	2,400	2,400	100	
<b>OHIO</b>	Fayette	10,000	9,800	98
	Montgomery	215,900	213,800	99
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,400	8,200	98
Randolph	11,000	10,800	98	
<b>KENTUCKY</b>	Bath	3,800	3,700	97
	Clark	10,600	10,400	99
	Estill	5,200	5,000	96
	Franklin	16,900	16,700	99
	Henry	4,800	4,700	98
	Montgomery	7,600	7,400	97
<b>OHIO</b>	Clark	54,400	53,800	99
	Darke	19,800	19,500	98
	Greene	45,100	44,600	99
	Miami	33,200	32,800	99
	Ross	23,000	22,500	98
<b>Station Totals</b>		1,270,700	1,253,700	98
<b>Net Weekly Circulation (1983)</b>			777,000	
<b>Average Daily Circulation (1983)</b>			457,900	

# Ohio—Cincinnati

## WLWT

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.1"  
Longitude 84° 31' 18.1"

Transmitter: 2222 Chickasaw St., Clifton Heights.

News Services: AP, CNN, NBC, UPI.

Satellite Earth Station: Harris, 8.8-meter; Harris receivers.

Network Service: NBC.

Licensee: Multimedia of Ohio Inc., 140 W. 9th St. 45202.

Studio: 140 W. 9th St., Cincinnati, Ohio 45202.

Telephone: 513-352-5000. TWX: 810-461-2610.

Ownership: Multimedia Inc., 100%. Officers: Wilson C. Wearn, chmn. of board & chief exec. officer; Walter E. Bartlett, pres. & chief operating officer. For other Multimedia interests, see Group Ownership of TV Stations.

Began Operation: Feb. 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT D. GORDON, senior vice president & general manager.

ROBERT KREIGHOFF, general sales manager.

TOM LaMARCHE, program director.

ROBERT M. YUNA, news director.

DONALD HOWE, local sales manager.

EDWIN DOOLEY, chief engineer.

TOM STOREY, film director.

TOM ASHWELL, creative services director.

FLORENCE PARKER, community services director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	Fayette	10,300	10,100	98
	Franklin	6,400	6,200	97
	Ohio	2,000	2,000	100
	Ripley	8,500	8,300	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	Wayne	27,900	27,500	98
	<b>KENTUCKY</b>			
	Boone	16,600	16,500	99
	Bracken	2,700	2,700	100
	Campbell	29,000	28,900	100
	Carroll	3,400	3,400	100
Fleming	4,600	4,500	98	
Gallatin	1,900	1,900	100	
Grant	4,700	4,600	98	
Kenton	50,000	49,800	100	
Lewis	5,100	5,000	98	
Mason	6,600	6,500	98	
Owen	3,500	3,400	97	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,700	8,300	95	
Brown	11,400	11,100	97	
Butler	93,100	92,000	99	
Clermont	46,200	45,700	99	



WLWT BPCT-5024 Granted 6/17/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinton	12,900	12,700	98
	Hamilton	326,800	322,100	99
	Highland	12,600	12,300	98
	Preble	13,600	13,500	99
	Warren	33,900	33,500	99

KENTUCKY				
Between 25-49%	Harrison	5,500	5,400	98
	Trimble	2,400	2,400	100

OHIO				
	Scioto	30,500	29,900	98

INDIANA				
Between 5-24%	Decatur	8,400	8,200	98
	Jefferson	11,000	10,700	98
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99

KENTUCKY				
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Clark	10,600	10,400	99
	Franklin	16,900	16,700	99
	Greenup	13,700	13,600	99
	Henry	4,800	4,700	98
	Nicholas	2,700	2,600	99
	Powell	3,800	3,700	97
	Scott	7,700	7,600	99

OHIO				
	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99
	Darke	19,800	19,500	98
	Greene	45,100	44,600	99
	Lawrence	23,200	22,700	98
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Pike	8,200	8,000	97
	Ross	23,000	22,500	98
	Shelby	15,100	14,900	99

Station Totals	1,361,700	1,343,300	98
Net Weekly Circulation (1983)		745,700	
Average Daily Circulation (1983)		417,400	

# 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: 919-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.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Licensee: Metromedia Inc.

Studio: 10490 Taconic Terrace, Cincinnati, Ohio 45215.

Telephone: 513-772-1919. TWX: 810-461-2439.

Ownership: Metromedia Inc. For other interests, see Group Ownership of TV Stations. Note: Sale to Malrite of Cincinnati Inc. pends (Television Digest, Vol. 22:35).

Began Operation: Aug. 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (Television Digest, Vol. 12:33).

Represented (sales) by Petry Television Inc.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- RAY SCHONBAK, vice president & general manager.
- LEE RUDNICK, vice president & general sales manager.
- DAVID SCHACKMANN, vice president & local sales manager.
- RON LASK, vice president & director of engineering.
- JAMES D. PARKER, vice president & chief engineer.
- ROBERT FRIEDMAN, vice president & program director.
- BARBARA MANN, vice president & business manager.
- BRENDA CRADDOCK, vice president & traffic manager.
- BOB THAMAN, promotion manager.
- NEIL BLACK, production manager.
- RICK OLIVER, film director.
- NANCY SACCO, personnel administrator.

Highest 30 Sec. Rate: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	Fayette	10,300	10,100	98
	Franklin	6,400	6,200	97
	Ohio	2,000	2,000	100
	Ripley	8,500	8,300	98
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	16,600	16,500	99
	Bracken	2,700	2,700	100
Campbell	29,000	28,900	100	
Franklin	16,900	16,700	99	
Grant	4,700	4,600	98	
Greenup	13,700	13,600	99	
Kenton	50,000	49,800	100	
Pendleton	4,000	4,000	100	
<b>OHIO</b>				
Brown	11,400	11,100	97	
Butler	93,100	92,000	99	
Clermont	46,200	45,700	99	
Clinton	12,900	12,700	98	
Hamilton	326,800	322,100	99	
Preble	13,600	13,500	99	
Warren	33,900	33,500	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	11,000	10,700	98
Wayne	27,900	27,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bourbon	7,100	7,000	99
	Boyd	20,900	20,800	100
	Clark	10,600	10,400	99
	Fleming	4,600	4,500	98
	Gallatin	1,900	1,900	100
	Henry	4,800	4,700	98
	Lewis	5,100	5,000	98
	Mason	6,600	6,500	98
	Montgomery	7,600	7,400	97
	Nicholas	2,700	2,600	99
	Owen	3,500	3,400	97
	Robertson	800	800	100
	Trimble	2,400	2,400	100
<b>OHIO</b>	Adams	8,700	8,300	95
	Auglaize	15,300	15,000	98
	Fayette	10,000	9,800	98
	Greene	45,100	44,600	99
	Hardin	11,600	11,400	98
	Highland	12,600	12,300	98
	Lawrence	23,200	22,700	98
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Scioto	30,500	29,900	98
Shelby	15,100	14,900	99	
<b>WEST VIRGINIA</b>				
Kanawha	89,300	88,500	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,400	8,200	98
	Henry	19,300	19,000	98
	Jackson	13,700	13,500	99
	Randolph	11,000	10,800	98
	Rush	6,800	6,700	99
Switzerland	2,800	2,700	96	

(Continued on page 716)

Station Totals	2,069,600	2,042,400	98
Net Weekly Circulation (1983)		831,200	
Average Daily Circulation (1983)		402,300	

# Ohio—Cleveland

**WCLQ-TV**

Ch. 61



Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. & 1450-kw horizontal visual, 200-kw max. & 145-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

Latitude 41° 23' 02"  
Longitude 81° 42' 06"

Transmitter: 2861 W. Ridgewood Drive, Parma, Ohio 44134.

News Service: CNN.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

Network Service: None, independent.

Grantee: Cleveland Associates Co., c/o Elmer Balaban, 190 N. State St., Chicago, Ill. 60601.

Studio: 2861 W. Ridgewood Drive, Parma, Ohio 44134.

Telephone: 216-524-6161. TWX: 810-427-2952.

Mailing Address: 6000 West Creek Road, Independence, Ohio 44131.

Ownership: Plains Television Corp., 58.75%; Froelich Corp. 6.66%; Friedland Corp., 2.66%; Theater Consulting Services, 14.16%; Shefco Enterprises, 9.66%; Hudsoncast Inc., 8.5%. See Group Ownership of TV Stations for Balaban Television Corp. ownership & interests. Friedland Corp.: Milton D. Friedland, pres.-treas., Robert W. Bray, v.p.-asst. treas., James L. Lahey, v.p.-secy., Alfred J. Petzke, v.p.-asst. secy., 25% each. Bray & Lahey have interest in Clearview Cable TV, Ind. cable system operator. Lahey has interest in Kingston CATV Inc., N.Y. cable system operator. Froelich Corp.: Harold Froelich, 100%. Froelich is beneficial owner of 5% of WTVO, Rockford, Ill. Theater Consulting Services: Sarge S. Dubinsky, 35%; James A. Rodenberg & Arthur E. Lapin, 32.5% each, all gen. partners. Shefco Enterprises Inc.: Herbert Scheftel, pres., 100%; Stuart Scheftel, secy. Hudsoncast Inc.: James A. McKenna Jr., 100%. McKenna owns KQRS-AM-FM, Golden Valley, Minn.; WCMB(AM) & WSFM(FM), Harrisburg, Pa. & WWQM-AM-FM, Madison & Middleton, Wis.

Began Operation: Jan. 13, 1981.

Represented (sales) by Adam Young Inc.

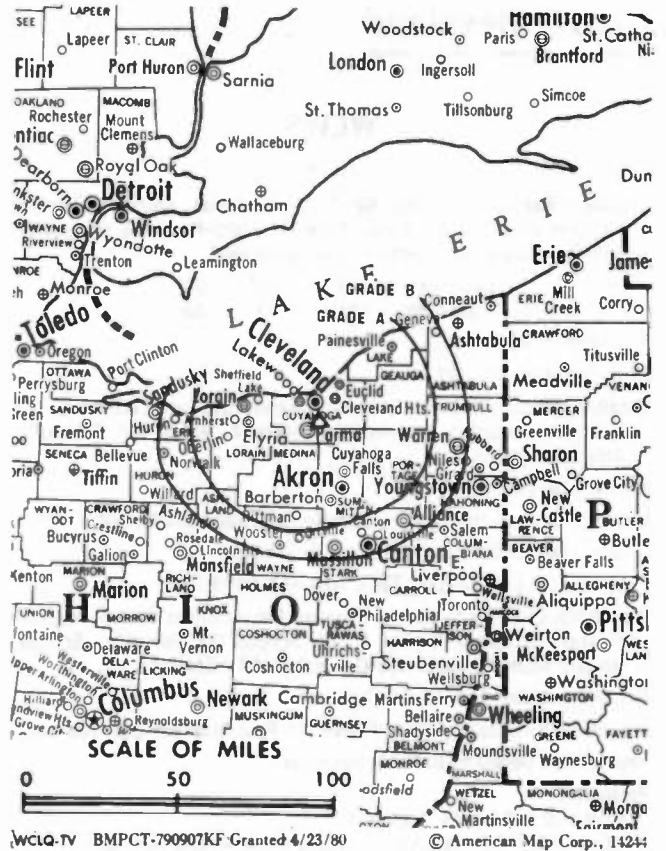
Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Alfred J. Petzke.

Personnel:

- GARY L. BRANDT, general manager.
- DENNIS THATCHER, general sales manager.
- TOM BUSH, operations manager.
- AL EVANS, chief engineer.

Highest 30 Sec. Rate (Aug. 3, 1983): \$500.



WCLQ-TV BMPCT-790907KF Granted 4/23/80 © American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 25-49%	Cuyahoga	564,200	557,700	99
	Lorain	95,200	94,200	99
	Medina	39,500	39,000	99
<b>OHIO</b>				
Between 5-24%	Ashland	16,400	16,200	99
	Erie	28,800	28,500	99
	Geauga	24,300	24,000	99
	Holmes	8,600	8,100	94
	Huron	19,600	19,300	98
	Lake	75,800	75,300	99
	Portage	46,800	46,300	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Trumbull	87,500	86,500	99
Wayne	34,000	33,200	98	
<b>Station Totals</b>		<b>1,371,500</b>	<b>1,355,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>378,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>130,100</b>	

Station Totals do not include Counties in which Circulation is less than 5%



# 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.

News Services: AP, UPI.

Satellite Earth Stations: Transmit/receive, Satcom Technologies & Scientific Atlanta; 4.6-meter, 7-meter & 9.2-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave.

Studio: 3001 Euclid Ave., Cleveland, Ohio 44115.

Telephone: 216-431-5555. TWX: 810-421-8593.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of stock is owned by The E. W. Scripps Co. For other Scripps-Howard interests, see Group Ownership of TV Stations.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Baker & Hostetler.

Personnel:

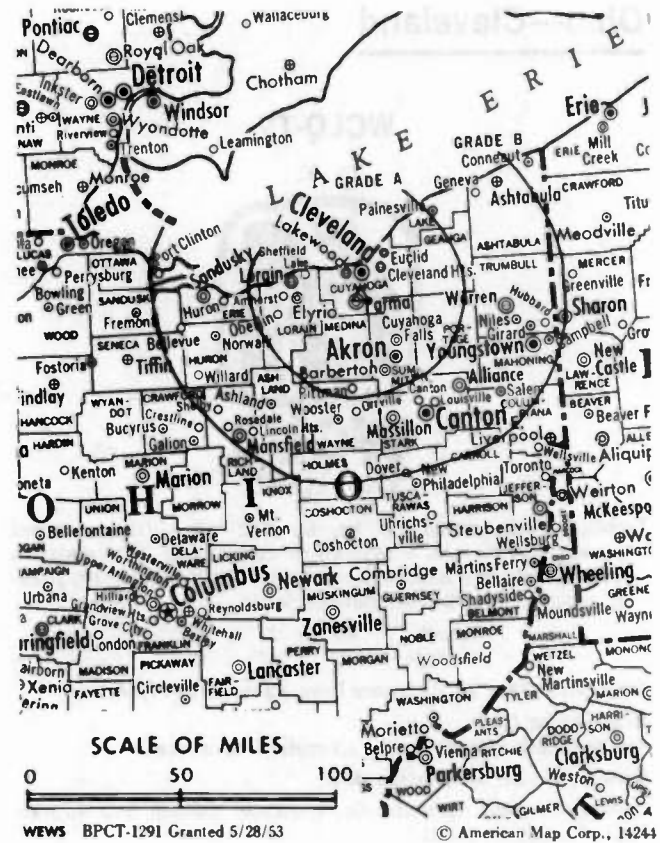
- DONALD L. PERRIS, president.
- EDWARD D. CERVENAK, vice president & general manager.
- DONALD G. WEBSTER, exec. assistant to general manager.
- JAY S. KEREKES, exec. assistant to general manager.
- WILLIAM J. DONAHUE, general sales manager.
- JANE L. SHERWIN, local sales manager.
- GARY STARK, program director.
- ALAN BUSH, operations director.
- ALBERT A. VARGA, chief engineer.
- ERIC BRAUN, news director.
- TOM POLK, director of advertising & promotion.
- FRED W. CORRIGAN, director of public relations & marketing.

Highest 30 Sec. Rate (Aug. 1, 1983): \$6000.

NETWORK BASE HOURLY RATE: \$3350.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,400	16,200	99
	Ashtabula	37,100	36,500	99
	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Crawford	18,500	18,200	98
	Cuyahoga	564,200	557,700	99
	Erie	28,800	28,500	99
	Geauga	24,300	24,000	99
	Holmes	8,600	8,100	94
	Huron	19,600	19,300	98
	Lake	75,800	75,300	99
	Lorain	95,200	94,200	99
	Medina	39,500	39,000	99



WEWS BPCT-1291 Granted 5/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Portage	46,800	46,300	99
	Richland	47,900	47,200	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Tuscarawas	31,900	31,300	98
	Wayne	34,000	33,200	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Knox	16,700	16,400	98
	Seneca	21,600	21,300	99
<b>PENNSYLVANIA</b>	Trumbull	87,500	86,500	99
	<b>PENNSYLVANIA</b>			
	Crawford	32,400	31,400	97
<b>Between 5-24%</b>	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Hancock	24,000	23,700	99
	Mahoning	104,200	103,200	99
	Morrow	9,500	9,400	99
	Ottawa	14,700	14,500	99
	Sandusky	22,500	22,300	99
	Wyandot	7,900	7,800	98
<b>PENNSYLVANIA</b>	<b>PENNSYLVANIA</b>			
	Mercer	46,100	45,100	98
<b>Station Totals</b>		<b>1,870,100</b>	<b>1,846,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,415,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>913,700</b>	

# Ohio—Cleveland

**WJKW-TV**

Ch. 8



**STORER TELEVISION SALES INC.**  
A STORER STATION

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"

Transmitter: 4501 Pleasant Valley Rd.

News Services: AP, CBS, Newsweek.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: CBS.

Licensee: Storer Communications Inc., 5800 S. Marginal Rd., Cleveland, Ohio 44103.

Studio: 5800 S. Marginal Rd., Cleveland, Ohio 44103.

Telephone: 216-431-8888. TWX: 810-421-8406.

Ownership: Storer Communications Inc., 12000 Biscayne Blvd., Box 61-8000, Miami, Fla. 33161-8000. For other interests, see Group Ownership of Television Stations.

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.

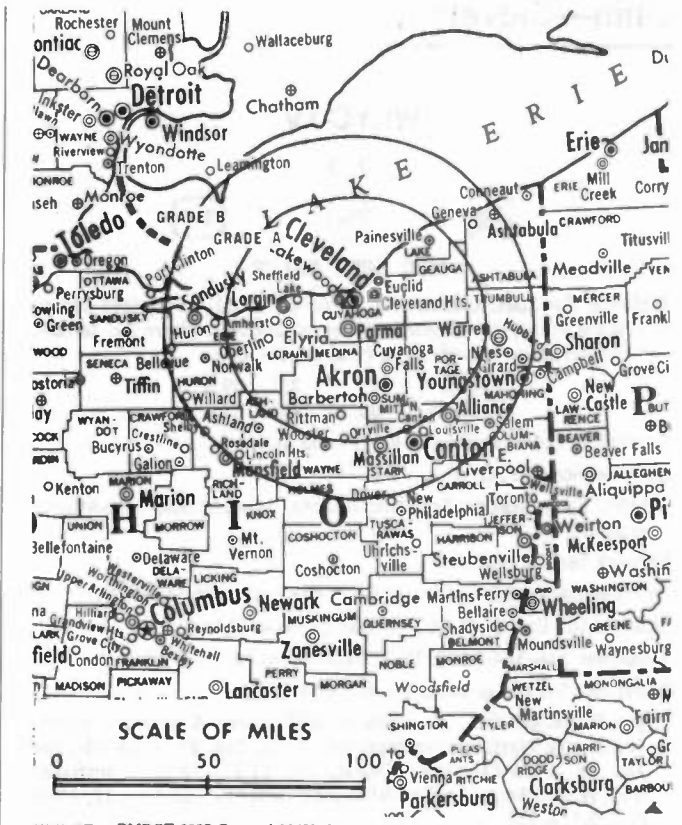
Personnel:

- C. DAVID WHITAKER, vice president & general manager.
- BOB GREEN, chief engineer.
- VIRGIL DOMINIC, station manager.
- JOANNE STERN, creative services director.
- SPENCER KOCH, sales manager.
- MICHAEL RENDA, national sales manager.
- LOUIS A. GATTOZZI, program director.
- TONY BALLEW, news director.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,400	16,200	99
	Ashtabula	37,100	36,500	99
	Coshocton	13,400	13,000	97
	Crawford	18,500	18,200	98
	Cuyahoga	564,200	557,700	99
	Erie	28,800	28,500	99
	Geauga	24,300	24,000	99
	Holmes	8,600	8,100	94
	Huron	19,600	19,300	98
	Lake	75,800	75,300	99
	Lorain	95,200	94,200	99



WJKW-TV BMPCT-2527 Granted 10/21/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Medina	39,500	39,000	99
	Portage	46,800	46,300	99
	Richland	47,900	47,200	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Tuscarawas	31,900	31,300	98
	Wayne	34,000	33,200	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Carroll	9,000	8,900	99
	Knox	16,700	16,400	98
	Marion	24,600	24,300	99
	Trumbull	87,500	86,500	99
<b>OHIO</b>				
<b>Between 5-24%</b>	Columbiana	41,200	40,600	99
	Hancock	24,000	23,700	99
	Harrison	6,600	6,500	98
	Mahoning	104,200	103,200	99
	Morrow	9,500	9,400	99
	Ottawa	14,700	14,500	99
	Sandusky	22,500	22,300	99
	Seneca	21,600	21,300	99
Wyandot	7,900	7,800	98	
<b>PENNSYLVANIA</b>				
	Crawford	32,400	31,400	97
	Mercer	46,100	45,100	98
<b>Station Totals</b>		<b>1,901,300</b>	<b>1,877,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,397,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>868,700</b>	

# Ohio—Cleveland

## WKYC-TV

Ch. 3



### NBC SPOT SALES

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.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: National Broadcasting Co., 1403 East Sixth St. 44114.

Studio: 1403 East Sixth St., Cleveland, Ohio 44114.

Telephone: 216-344-3333. TWX: 810-421-8133.

Ownership: See Group Ownership of TV Stations.

Began Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (Television Digest, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25).

Represented (Sales) by NBC Spot Sales.

#### Personnel:

- RICHARD LOBO, vice president & general manager.
- JOHN M. LLEWELLYN, station manager.
- RAYMOND SMITH, director of technical operations.
- DAVID BOYLAN, director of sales.
- JOANNA MONTGOMERY, national sales manager.
- KATHLEEN McNULTY, director of business affairs.
- GREG STEHLIN, program director.
- MARYSUE GAUDIO, advertising & promotion manager.
- RICHARD O'DELL, production manager.
- KRISTIN OSTROWSKI, news director.
- RICHARD Y. TREMBATH, editorial & public affairs manager.

Highest 30 Sec. Rate: N.A.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
50% & Over	Ashland	16,400	16,200	99
	Ashtabula	37,100	36,500	99
	Crawford	18,500	18,200	98
	Cuyahoga	564,200	557,700	99
	Erie	28,800	28,500	99
	Geauga	24,300	24,000	99
	Holmes	8,600	8,100	94
	Huron	19,600	19,300	98
	Lake	75,800	75,300	99
	Lorain	95,200	94,200	99



WKYC-TV BPCT-1789 Granted 1/12/54

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Medina	39,500	39,000	99
	Portage	46,800	46,300	99
	Richland	47,900	47,200	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	Tuscarawas	31,900	31,300	98
	Wayne	34,000	33,200	98
<b>OHIO</b>				
Between 25-49%	Carroll	9,000	8,900	99
	Trumbull	87,500	86,500	99
<b>OHIO</b>				
Between 5-24%	Columbiana	41,200	40,600	99
	Coshocton	13,400	13,000	97
	Knox	16,700	16,400	98
	Mahoning	104,200	103,200	99
	Morrow	9,500	9,400	99
	Ottawa	14,700	14,500	99
	Sandusky	22,500	22,300	99
<b>PENNSYLVANIA</b>				
	Mercer	46,100	45,100	98
<b>Station Totals</b>		<b>1,805,800</b>	<b>1,783,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,336,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>825,000</b>	

# 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.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: None, independent.

Licensee: Gaylord Broadcasting of Ohio, 8443 Day Dr., Parma, Ohio 44129.

Studio: 8443 Day Dr., Parma, Ohio 44129.

Telephone: 216-845-6043.

Ownership: Gaylord Bcstg. Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 15, 1968. Sale to present owner by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Television Digest, Vol. 16:39; 17:2, 28).

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

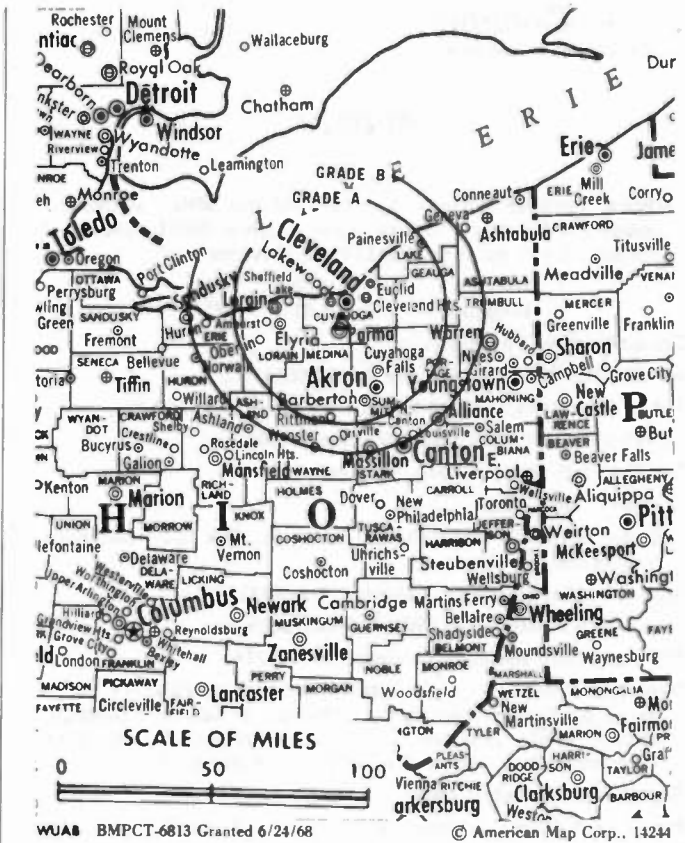
Personnel:

- JACK J. MOFFITT, vice president & general manager.
- RON ST. CHARLES, assistant general manager.
- BILL SCAFFIDE, general sales manager.
- AARON OLANDER, national sales manager.
- BOB BRADY, local sales manager.
- HARRY SYKORA, manager of engineering.

Highest 30 Sec. Rate: \$775.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,400	16,200	99
	Crawford	18,500	18,200	98
	Cuyahoga	564,200	557,700	99
	Erie	28,800	28,500	99
	Geauga	24,300	24,000	99
	Huron	19,600	19,300	98
	Lake	75,800	75,300	99
	Lorain	95,200	94,200	99
	Medina	39,500	39,000	99
	Portage	46,800	46,300	99
	Richland	47,900	47,200	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
Tuscarawas	31,900	31,300	98	
Wayne	34,000	33,200	98	
<b>Between 25-49%</b>	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
	Clark	54,400	53,800	99
	Coshocton	13,400	13,000	97
	Hancock	24,000	23,700	99
	Holmes	8,600	8,100	94
	Knox	16,700	16,400	98
	Lawrence	23,200	22,700	98
	Mahoning	104,200	103,200	99



WUAB BNPCT-6813 Granted 6/24/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Marion	24,600	24,300	99
	Sandusky	22,500	22,300	99
	Scioto	30,500	29,900	98
	Seneca	21,600	21,300	99
	Trumbull	87,500	86,500	99
<b>PENNSYLVANIA</b>	Lawrence	38,500	37,700	98
	Mercer	46,100	45,100	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Columbiana	41,200	40,600	99
	Delaware	19,000	18,800	99
	Franklin	337,500	333,600	99
	Greene	45,100	44,600	99
	Guernsey	15,800	15,400	97
	Licking	44,400	43,900	99
	Lucas	176,200	174,300	99
	Noble	4,200	4,000	95
Ottawa	14,700	14,500	99	
Wood	37,700	37,300	99	
Wyandot	7,900	7,800	98	
<b>PENNSYLVANIA</b>	Allegheny	544,000	535,000	98
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Crawford	32,400	31,400	97
	Fayette	58,600	57,000	97
	Washington	79,400	77,900	98
<b>WEST VIRGINIA</b>	Westmoreland	144,100	142,000	99
	Wayne	16,800	16,600	99
<b>Station Totals</b>		<b>3,680,700</b>	<b>3,629,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,421,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>674,800</b>	

# Ohio—Columbus

## WBNS-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 229-kw visual, 33.9-kw aural. Antenna: 900-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"  
Longitude 83° 01' 40"

Transmitter: 776 Twin Rivers Dr.

AM Affiliate: WBNS, 5-kw (1-kw night) 1460 kHz.

FM Affiliate: WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

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

Satellite Earth Station: Harris, 9-meter.

Network Service: CBS.

Licensee: WBNS-TV Inc., 770 Twin Rivers Dr., Box 1010, Columbus, Ohio 43216.

Studio: 770 Twin Rivers Dr., Columbus, Ohio 43216.

Telephone: 614-460-3700. TWX: 810-482-1619.

Mailing Address: Box 1010, Columbus, Ohio 43216.

Ownership: WBNS-TV Inc. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, John F. Wolfe, publisher. The Dispatch Printing Co. also owns VideoIndiana Inc., licensee of WTHR(TV), Indianapolis, Ind.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal) by Crowell & Moring.

Represented (engineering) by David Steel & Associates.

### Personnel:

EUGENE D'ANGELO JR., president & general manager.  
ARNOLD ROUTSON, vice president, sales.  
JOHN A. HALDI, vice president, programs.  
WILLIAM ORR, vice president, engineering.  
JERRY CARY, treasurer.  
ROBERT FOSTER, national sales manager.  
JAMES R. LYNCH, local sales manager.  
DAVID SAMS, dir. of marketing & promotion.  
LARRY MAISEL, executive director, news operations.  
DALE LAACKMAN, production manager.  
CHARLES WHITE, public service director.

Highest 30 Sec. Rate (July 1983): \$2000.

NETWORK BASE HOURLY RATE: \$2035.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Champaign	12,500	12,300	98
	Coshocton	13,400	13,000	97
	Crawford	18,500	18,200	98
	Delaware	19,000	18,800	99
	Fairfield	33,900	33,500	99
	Fayette	10,000	9,800	98
	Franklin	337,500	333,600	99
	Hardin	11,600	11,400	98
	Hocking	9,300	9,100	98
	Knox	16,700	16,400	98
	Licking	44,400	43,900	99
	Logan	15,000	14,700	98
	Madison	11,400	11,100	98
	Marion	24,600	24,300	99
	Morrow	9,500	9,400	99
	Muskingum	30,800	30,300	98
	Perry	11,000	10,800	98
	Pickaway	14,800	14,600	99
Pike	8,200	8,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Ross	23,000	22,500	98
	Union	10,500	10,300	98
Between 25-49%	<b>OHIO</b>			
	Allen	40,500	39,800	98
	Athens	19,100	18,500	97
	Auglaize	15,300	15,000	98
	Clark	54,400	53,800	99
	Guernsey	15,800	15,400	97
	Highland	12,600	12,300	98
	Jackson	11,200	11,000	98
	Morgan	5,200	5,000	96
	Richland	47,900	47,200	99
	Scioto	30,500	29,900	98
	Vinton	4,200	4,100	98
	Washington	23,600	22,900	97
Wyandot	7,900	7,800	98	
Between 5-24%	<b>WEST VIRGINIA</b>			
	Wood	35,300	34,900	99
Between 5-24%	<b>OHIO</b>			
	Ashland	16,400	16,200	99
	Clinton	12,900	12,700	98
	Gallia	11,000	10,700	97
	Greene	45,100	44,600	99
	Hancock	24,000	23,700	99
	Holmes	8,600	8,100	94
	Lawrence	23,200	22,700	98
	Meigs	8,900	8,700	98
	Miami	33,200	32,800	99
	Noble	4,200	4,000	95
	Shelby	15,100	14,900	99
	Wayne	34,000	33,200	98
	Station Totals	<b>WEST VIRGINIA</b>		
Mason		9,900	9,800	99
Station Totals		1,255,600	1,235,700	98
Net Weekly Circulation (1983)			740,600	
Average Daily Circulation (1983)			460,300	

# Ohio—Columbus

## WCMH-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 903-ft. above av. terrain, 876-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"  
Longitude 83° 01' 39"

Transmitter: 766 Twin Rivers Dr., Columbus.

News Services: AP, NBC, UPI.

Satellite Earth Station: Scientific-Atlanta, 10-meter.

Network Service: NBC.

Licensee: The Outlet Co., 3165 Olentangy River Rd., Columbus 43202.

Studio: 3165 Olentangy River Rd., Columbus, Ohio 43202.

Telephone: 614-263-5441.

Ownership: The Outlet Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: April 3, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (Television Digest, Vol. 15:21, 52).

Represented (sales) by Petry Television Inc.

Represented (legal) by Sundlun, George, Scher & Singer.

Personnel:

- JOSEPH S. SINCLAIR, company chairman.
- BRUCE G. SUNDLUN, company pres. & chief exec. officer.
- DAVID E. HENDERSON, president, broadcast division.
- GARY ROBINSON, vice president & general manager.
- DAVID J. MILLER, program director.
- RICHARD B. LOWE, general sales manager.
- GARY LOWELL, national sales manager.
- RICK KEILTY, manager, marketing & sales development.
- RALPH O. LANDON, chief engineer.
- MICHAEL L. MCGIVERN, business manager.
- RON BILEK, news director.
- DARYL MOELLER, community affairs director.
- CHARALYN BISHOP, promotion manager.
- MICHAEL DOUGHERTY, production manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1575.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Champaign	12,500	12,300	98
	Coshocton	13,400	13,000	97
	Crawford	18,500	18,200	98
	Delaware	19,000	18,800	99
	Fairfield	33,900	33,500	99
	Fayette	10,000	9,800	98
	Franklin	337,500	333,600	99
	Hocking	9,300	9,100	98
	Knox	16,700	16,400	98
	Licking	44,400	43,900	99
	Logan	15,000	14,700	98
	Madison	11,400	11,100	98
	Marion	24,600	24,300	99
Morrow	9,500	9,400	99	



WCMH-TV BPCT-810526KP Granted 10/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Muskingum	30,800	30,300	98
	Perry	11,000	10,800	98
	Pickaway	14,800	14,600	99
	Pike	8,200	8,000	97
	Ross	23,000	22,500	98
	Union	10,500	10,300	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Clark	54,400	53,800	99
	Hardin	11,600	11,400	98
	Highland	12,600	12,300	98
	Jackson	11,200	11,000	98
	Morgan	5,200	5,000	96
	Richland	47,900	47,200	99
	Scioto	30,500	29,900	98
	Tuscarawas	31,900	31,300	98
<b>Between 5-24%</b>	Vinton	4,200	4,100	98
	Wyandot	7,900	7,800	98
<b>KENTUCKY</b>	Greenup	13,700	13,600	99
	<b>OHIO</b>			
	Clinton	12,900	12,700	98
	Guernsey	15,800	15,400	97
Holmes	8,600	8,100	94	
<b>Station Totals</b>		<b>961,500</b>	<b>946,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>669,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>386,500</b>	

# Ohio—Columbus

## WTVN-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"  
Longitude 83° 01' 07"

Transmitter: 350 W. Dodridge St.

AM Affiliate: WTVN, 5-kw, 610 kHz (ABC).

FM Affiliate: WLVQ, 40-kw, 96.3 MHz (No. 242), 550-ft.

News Services: AP, UPI.

Satellite Earth Station: Harris; 9-meter.

Network Service: ABC.

Licensee: Taft Broadcasting Co., 1261 Dublin Rd., Columbus 43215.

Studio: 1261 Dublin Rd., Columbus, Ohio 43215.

Mailing Address: Box 718, Columbus, Ohio 43216.

Telephone: 614-481-6666. TWX: 614-759-0448.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol.9:9).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Cohen & Dippell.

### Personnel:

PAUL (DINO) DINOVIK, vice president & general manager.

CHRIS SEHRING, general sales manager.

JASON ELKIN, local sales manager.

SUE SCHWARTZ, program manager.

MICHAEL GRANT, publicity & promotion director.

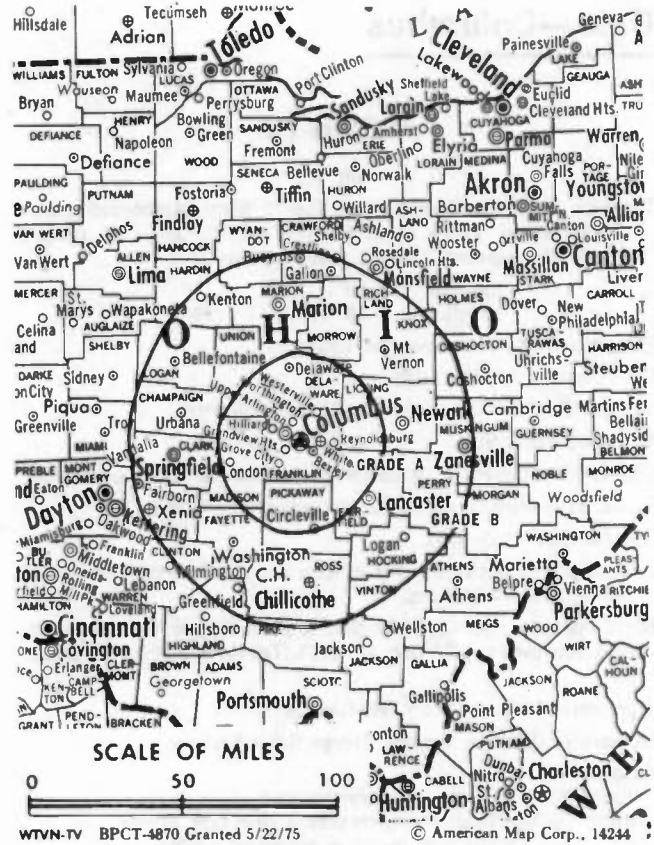
RUSS READ, operations manager.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$1450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>50% &amp; Over</b>	Crawford	18,500	18,200	98
	Delaware	19,000	18,800	99
	Fairfield	33,900	33,500	99
	Fayette	10,000	9,800	98
	Franklin	337,500	333,600	99
	Hardin	11,600	11,400	98
	Hocking	9,300	9,100	98
	Knox	16,700	16,400	98
	Licking	44,400	43,900	99
	Logan	15,000	14,700	98
	Madison	11,400	11,100	98
	Marion	24,600	24,300	99
	Morrow	9,500	9,400	99
	Muskingum	30,800	30,300	98
	Perry	11,000	10,800	98
	Pickaway	14,800	14,600	99
	Pike	8,200	8,000	97
	Ross	23,000	22,500	98
	Union	10,500	10,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>Between 25-49%</b>	Athens	19,100	18,500	97
	Champaign	12,500	12,300	98
	Guernsey	15,800	15,400	97
	Highland	12,600	12,300	98
	Jackson	11,200	11,000	98
	Morgan	5,200	5,000	96
	Richland	47,900	47,200	99
	Vinton	4,200	4,100	98
	Washington	23,600	22,900	97
	Wyandot	7,900	7,800	98
<b>WEST VIRGINIA</b>				
	Wood	35,300	34,900	99
<b>OHIO</b>				
<b>Between 5-24%</b>	Clark	54,400	53,800	99
	Clinton	12,900	12,700	98
	Coshocton	13,400	13,000	97
	Holmes	8,600	8,100	94
	Melgs	8,900	8,700	98
	Miami	33,200	32,800	99
	Noble	4,200	4,000	95
	Shelby	15,100	14,900	99
<b>WEST VIRGINIA</b>				
	Mason	9,900	9,800	99
<b>Station Totals</b>		<b>1,015,600</b>	<b>999,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>690,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>416,800</b>	

# Ohio—Dayton

**WDTN**

Ch. 2



**PETRY TELEVISION INC.**

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"  
Longitude 84° 15' 22"

Transmitter: Frytown & W. Carrollton Rds.

News Services: ABC, AP, NIWS.

Satellite Earth Station: Comtech, 5-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: The Hearst Corp., 4595 S. Dixie Ave., Dayton 45401.

Studio: 4595 S. Dixie Ave, Dayton, Ohio 45401.

Telephone: 513-293-2101.

Ownership: Hearst Bcstg. Corp. See Group Ownership of TV Stations.

Began Operation: March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (Television Digest, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

Represented (sales) by Petry Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

HOWARD F. RITCHIE JR., vice president & general manager.

STEVEN L. FISHER, program director & station manager.

JOHN STEWART, national sales manager.

STEPHEN OLSZYK, news director.

IRA SLAKTER, general sales manager.

PATRICK BALDWIN, promotion director.

RAYMOND POLAND, chief engineer.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Wayne	27,900	27,500	98
	<b>OHIO</b>			
	Auglaize	15,300	15,000	98
	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99
	Clinton	12,900	12,700	98
	Darke	19,800	19,500	98
	Greene	45,100	44,600	99
	Logan	15,000	14,700	98
	Mercer	12,900	12,700	98
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Preble	13,600	13,500	99
	Shelby	15,100	14,900	99
	Warren	33,900	33,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Randolph	11,000	10,800	98
	Union	2,400	2,300	96
<b>OHIO</b>	Butler	93,100	92,000	99
	Fayette	10,000	9,800	98
	Highland	12,600	12,300	98
	Madison	11,400	11,100	98
	<b>INDIANA</b>			
<b>Between 5-24%</b>	Fayette	10,300	10,100	98
	Franklin	6,400	6,200	97
	Ohio	2,000	2,000	100
<b>KENTUCKY</b>	Boone	16,600	16,500	99
	Kenton	50,000	49,800	100
	<b>OHIO</b>			
Adams	8,700	8,300	95	
Allen	40,500	39,800	98	
Brown	11,400	11,100	97	
Clermont	46,200	45,700	99	
Hamilton	326,800	322,100	99	
Hardin	11,600	11,400	98	
Ross	23,000	22,500	98	
<b>Station Totals</b>		<b>1,221,500</b>	<b>1,205,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>552,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>302,000</b>	



# Ohio—Dayton-Springfield

## WHIO-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.

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

FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. 45401.

Studio: 1414 Wilmington Ave., Dayton, Ohio 45401.

Telephone: 513-254-5311. TWX: 513-944-0476.

Ownership: Wholly-owned subsidiary of Cox Communications Inc., which is a publicly held corporation. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 26, 1949.

Represented (sales) by TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

STANLEY MOUSE, president, Miami Valley Broadcasting.

NEIL PUGH, vice president & station manager.

DON KEMPER, general sales manager.

JOHN HAYES, local sales manager.

ARNOLD ROUTSON II, national sales manager.

BOB WELLS, director of information services.

JOHN CLARK, program director.

RICHARD BIESER, public affairs/news manager.

HAROLD HAPNER, television news director.

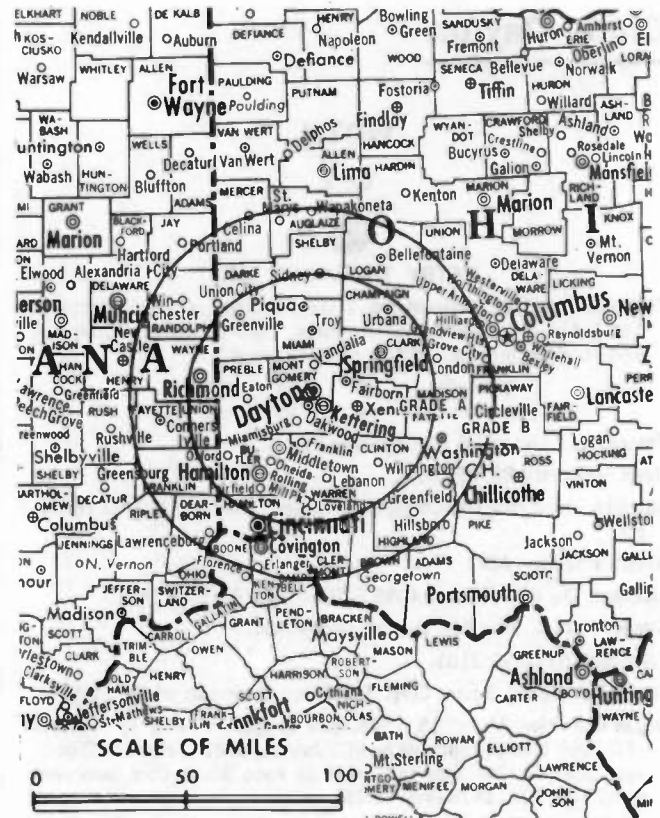
SIM KOLLINER, chief engineer.

AL HIGGINS, senior director of engineering.

Highest 30 Sec. Rate (May 15, 1983): \$1570.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Randolph	11,000	10,800	98
	Union	2,400	2,300	96
	Wayne	27,900	27,500	98
OHIO	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
	Butler	93,100	92,000	99
	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99
	Clinton	12,900	12,700	98
	Darke	19,800	19,500	98
	Fayette	10,000	9,800	98
	Greene	45,100	44,600	99
	Highland	12,600	12,300	98
	Logan	15,000	14,700	98
	Mercer	12,900	12,700	98
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Prebler	13,600	13,500	99



WHIO-TV BPCT-890 Granted 7/11/52

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Shelby	15,100	14,900	99	
	Warren	33,900	33,500	99	
Between 25-49%	INDIANA				
	Fayette	10,300	10,100	98	
	Ripley	8,500	8,300	98	
OHIO	Brown	11,400	11,100	97	
	Madison	11,400	11,100	98	
	Between 5-24%	INDIANA			
		Dearborn	12,200	12,000	98
Franklin		6,400	6,200	97	
Jay		8,400	8,200	98	
Ohio	2,000	2,000	100		
Rush	6,800	6,700	99		
KENTUCKY	Boone	16,600	16,500	99	
	Campbell	29,000	28,900	100	
	Fleming	4,600	4,500	98	
	Kenton	50,000	49,800	100	
	Pendleton	4,000	4,000	100	
OHIO	Adams	8,700	8,300	95	
	Clermont	46,200	45,700	99	
	Hamilton	326,800	322,100	99	
	Hardin	11,600	11,400	98	
	Hocking	9,300	9,100	98	
	Putnam	10,600	10,400	98	
	Ross	23,000	22,500	98	
	Union	10,500	10,300	98	
	Van Wert	11,400	11,300	99	
	Station Totals		1,336,800	1,318,800	98
Net Weekly Circulation (1983)			668,600		
Average Daily Circulation (1983)			418,100		

# Ohio—Dayton

## WKEF

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

Transmitter: 1731 Soldiers Home Road.

News Service: UPI.

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

Network Service: NBC.

Licensee: Springfield Television Corp., Box 2210, Springfield, Mass.

Studio: 1731 Soldiers Home Road, Dayton, Ohio 45418.

Telephone: 513-263-2662. Easylink: 62154510.

Ownership: See WWLP, Springfield, Mass.

Began Operation: Sept. 27, 1964.

Represented (sales) by Katz Television; Kettell-Carter (New England); Paul Mulvihill Ltd. (Canada).

Represented (legal) by Stein, Halpert & Miller.

### Personnel:

JAMES D. GRAHAM, vice president & general manager.

BILL SNIDER, general & national sales manager.

LOU WOOSLEY, chief engineer.

JOHNNY WALKER, director of news & public affairs.

JOE SMITH, production manager.

SANDY PATTON, promotion manager.

Highest 30 Sec. Rate (Sept. 1983): \$900.

NETWORK BASE HOURLY RATE: \$1210.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99
	Clinton	12,900	12,700	98
	Darke	19,800	19,500	98
	Greene	45,100	44,600	99
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Preble	13,600	13,500	99
	Shelby	15,100	14,900	99
Warren	33,900	33,500	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Randolph	11,000	10,800	98
	Union	2,400	2,300	96
	Wayne	27,900	27,500	98
<b>OHIO</b>	Auglaize	15,300	15,000	98
	Butler	93,100	92,000	99



WKEF BPCT-4954 Granted 3/31/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Fayette	10,000	9,800	98
	Highland	12,600	12,300	98
	Logan	15,000	14,700	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dearborn	12,200	12,000	98
	Fayette	10,300	10,100	98
	Ripley	8,500	8,300	98
<b>KENTUCKY</b>	Kenton	50,000	49,800	100
<b>OHIO</b>	Allen	40,500	39,800	98
	Brown	11,400	11,100	97
	Clermont	46,200	45,700	99
	Hamilton	326,800	322,100	99
	Hardin	11,600	11,400	98
	Madison	11,400	11,100	98
	Mercer	12,900	12,700	98
	Union	10,500	10,300	98
<b>Station Totals</b>		<b>1,202,400</b>	<b>1,186,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>527,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>271,600</b>	

# Ohio—Lima

**WLIO**

Ch. 35



**KATZ TELEVISION**

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 503-kw visual, 102-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.

Holds CP for change to 2190-kw max. & 891-kw horizontal visual, 219-kw max. & 89.1-kw horizontal aural, 1090-ft. above av. terrain, 1107-ft. above ground, 1971-ft. above sea level, lat. 40° 38' 03", long. 84° 12' 29"; transmitter to Rte. 501 & Ritchie Rd., 3.3-mi. SW of Criddersville.

News Services: AP, NBC.

Network Service: NBC, ABC.

Licensee: Lima Communications Corp., 1424 Rice Ave., Lima 45805.

Studio: 1424 Rice Ave., Lima, Ohio 45805.

Telephone: 419-228-8835. TWX: 810-447-2720.

Ownership: Toledo Blade Co., 100%. Officers: John Harms, pres.; Bernard R. Baker, secy.; Harold O. Davis, treas. The Toledo Blade Co. owns WLFI-TV, Lafayette, Ind.; publishes newspapers in Toledo, Ohio & Pittsburgh, Pa.; has newspaper interests in Monterey, Cal. & Port Clinton, Ohio; multiple cable holdings.

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 Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

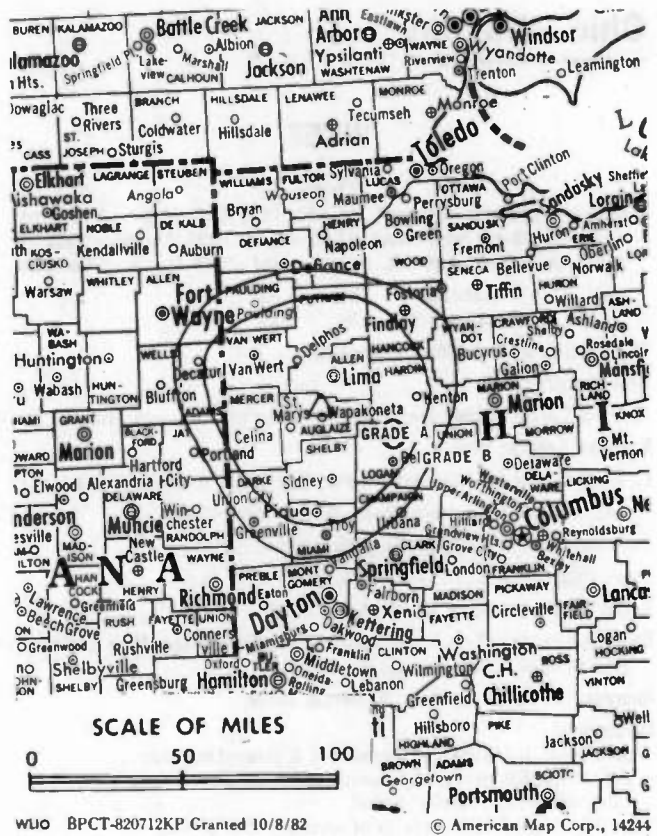
**Personnel:**

- JAMES C. DAGES, president & general manager.
- DOUGLAS FERGUSON, station manager.
- BRUCE OPPERMAN, sales manager.
- GEORGE DUNSTER, news director.
- M. J. LAMB, chief engineer.

Highest 30 Sec. Rate (Aug. 3, 1983): \$225.

**NETWORK BASE HOURLY RATE: \$800.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



WLIO BPCT-820712KP Granted 10/8/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
	Hardin	11,600	11,400	98
	Putnam	10,600	10,400	98
	Van Wert	11,400	11,300	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Hancock	24,000	23,700	99
	Logan	15,000	14,700	98
	Mercer	12,900	12,700	98
	Shelby	15,100	14,900	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Defiance	13,800	13,600	99
	Henry	10,200	10,100	99
	Paulding	7,300	7,200	99
	Wyandot	7,900	7,800	98
<b>Station Totals</b>		<b>195,600</b>	<b>192,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>99,400</b>
<b>Average Daily Circulation (1983)</b>				<b>57,600</b>

# Ohio—Lima

**WTLW**

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"  
Longitude 84° 10' 59"

Transmitter: 1844 Baty Rd., near Lima.

News Services: CNN Headline News; INN.

Satellite Earth Stations: 2 in operation.

Network Service: None, independent.

Licensee: American Christian Television Services, 1844 Baty Rd., Lima, Ohio 45807.

Studio: 1844 Baty Rd., Lima, Ohio 45807.

Telephone: 419-339-4444.

Ownership: Ronald L. Mighell, Andrea King & Larry Sheets, 33.33% each.

Began Operation: June 13, 1982.

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

Represented (engineering) by Carl E. Smith.

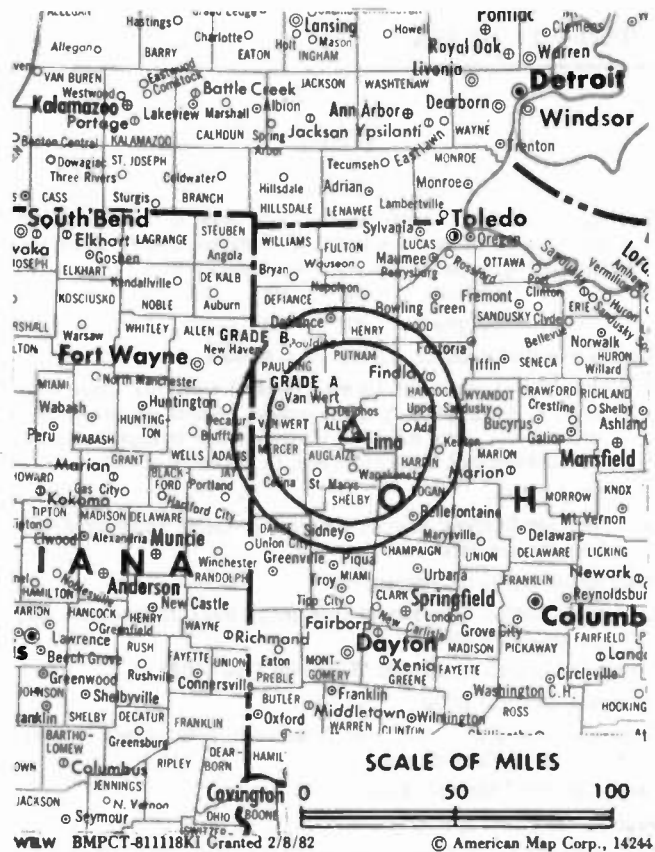
Personnel:

- LARRY SHEETS, president.
- RON MIGHELL, vice president & general manager.
- ROGER RHODES, program director.
- KEITH CURTIS, production director.
- DAVE MORRIS, chief engineer.
- MIRIAM NUNGESTER, office manager.

Highest 30 Sec. Rate: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 5-24%	Allen	40,500	39,800	98
	Auglaize	15,300	15,000	98
<b>Station Totals</b>		<b>55,800</b>	<b>54,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>4,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>1,900</b>	



## BLACKBURN & COMPANY, INC.

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NEGOTIATIONS • FINANCING • APPRAISALS

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<b>WASHINGTON, D.C.</b>	1111 19th St., N.W., 20036	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004, 30361	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Ohio—Newark

**WSFJ**

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 126-kw visual, 12.6-kw aural. Antenna: 395-ft. above av. terrain, 192-ft. above ground, 1372-ft. above sea level.

Latitude 40° 02' 01"

Longitude 82° 22' 27"

Transmitter: Bald Knob Rd., 2.5-mi. SE of Newark.

Holds CP for change to 96-kw max. visual, 9.6-kw max. aural, 630-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level, lat. 39° 56' 53", long. 82° 24' 33"; transmitter to approx. 0.8-mi. SSE of Jacksontown, along State Rte. 13, 0.3-mi. N of I-70.

News Service: INN.

Satellite Earth Stations: Bogner, 5-meter & 6-meter; Scientific-Atlanta & RF Systems receivers.

Network Service: None, independent.

Licensee: Christian Television of Ohio Inc., 10077 Jacksontown Rd., Thornville, Ohio 43076.

Studio: 10077 Jacksontown Rd., Thornville, Ohio 43076.

Telephone: 614-927-0700.

Ownership: Non-profit corp. Jean Rodabaugh, pres.; Janet F. Riley, secy.; Galon Rodabaugh, treas.

Began Operation: March 9, 1980.

Represented (sales) by Hugh Wallace.

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

Represented (engineering) by Lechman, Colligan & Johnson.

Personnel:

JEAN RODABAUGH, president & general manager.

JANET F. RILEY, administrative assistant.

DAVID GLUNT, advertising sales & news director.

CHARLOTTE REICHLEY, program director.

MICHAEL KVOCHICK, production manager.

TED ROSS, director of technical operations.

Highest 30 Sec. Rate (June 1, 1982): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO Coshocton	13,400	13,000	97
<b>Station Totals</b>		<b>13,400</b>	<b>13,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>12,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>4,500</b>	

# Ohio—Sandusky

## WGGN-TV

Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 136.14-kw max. visual, 13.66-kw max. aural. Antenna: 541-ft. above av. terrain, 631-ft. above ground, 1331-ft. above sea level.

Latitude 41° 23' 48"  
Longitude 82° 47' 29"

Transmitter: 3809 Maple Ave., Castalia.

News Service: INN.

Satellite Earth Station: In operation, 5-meter; Drake receivers.

Network Service: None, independent.

Licensee: Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, Ohio 44824.

Studio: 3809 Maple Ave., Castalia, Ohio 44824.

Telephone: 419-684-9496.

Ownership: Non-stock corp. Shelby Gillam, pres.; Ernest McClellan, v.p.-mgr.; Glen Kirk, secy.; James Gray, treas. Christian Faith Broadcast Inc. is licensee of WGGN(FM), Castalia.

Began Operation: Dec. 5, 1982.

Represented (legal) by Perkins & Root.

Represented (engineering) by Carl E. Smith.

Personnel:

SHELBY GILLIAM, president.

ERNEST McCLELLAN, vice president & general manager.

Highest 30 Sec. Rate (July 27, 1983): \$35.



# Ohio—Springfield

**WTJC**

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"  
Longitude 83° 51' 36"

Transmitter: S of Wright Brothers Memorial Hwy., 0.15-mi. W of city limits of Springfield.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: Miami Valley Christian Television Inc., Box 26, Dayton, Ohio 45401.

Studio: 2675 Dayton Rd., Springfield, Ohio 45506.

Mailing Address: Box 26, Dayton, Ohio 45401.

Telephone: 513-323-0026.

Ownership: Non-profit corp. V. Wilson, pres.; Marvin D. Sparks, v.p.

Began Operation: Sept. 21, 1980.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Miller & Fields.

Represented (engineering) by R. L. Purcell.

Personnel:

MARVIN D. SPARKS, vice president & general manager.

JOHN ELLIOTT, chief engineer.

ROD ROBISON, promotion director.

GENE McCORKLE, administrative assistant.

FAITH EVERY, executive producer.

Highest 30 Sec. Rate: \$38.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 5-24%	Champaign	12,500	12,300	98
	Clark	54,400	53,800	99



WTJC BPCT-780814C Granted 12/14/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Darke	19,800	19,500	98
	Fayette	10,000	9,800	98
	Greene	45,100	44,600	99
	Logan	15,000	14,700	98
	Madison	11,400	11,100	98
	Miami	33,200	32,800	99
	Montgomery	215,900	213,800	99
	Morrow	9,500	9,400	99
<b>Station Totals</b>		<b>426,800</b>	<b>421,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>40,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>12,700</b>	

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# Ohio—Steubenville-Wheeling, West Virginia

## WTOV-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.

News Service: AP.

Network Service: NBC, ABC.

Licensee: WTOV Inc., Box 9999, Steubenville, Ohio 43952.

Studios: Altamont Heights, Steubenville; Hawley Bldg., Wheeling.

Mailing Address: Box 9999, Steubenville, Ohio 43952.

Telephone: 614-282-0911, Steubenville; 304-232-0430, Wheeling.

TWX: 810-339-2574.

Ownership: Television Station Partners, Ltd. partnership, 100%. TSP ownership: Ralph E. Becker, pres.; Robert B. Farrow & Barbara A. Kelly, v.p.s.; I. Martin Pompadur, v.p.-secy.; James McCreary, v.p.-treas.; GP Station Partners, a ltd. partnership, gen. partner, ltd. partners to be named. GP ownership: Martin Pompadur, gen. partner, 54%; Becker Management Corp., gen. partner, 23.143%; Eliot Stein Jr., gen. partner, 8.571%; 1345 Media Corp. & Rothschild Media Inc., 7.143% each. BMC ownership: Ralph E. Becker, pres., 100%. Stations are: WTOV-TV, Steubenville; WRDW-TV, Augusta, Ga.; WROC-TV, Rochester, N.Y.; WEYI-TV, Saginaw, Mich.

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, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

Represented (sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

RALPH BECKER, president.

RAY J. CHUMLEY, vice president & general manager.

BOB PALMER, news director.

CAROL LEHR, promotion manager.

Highest 30 Sec. Rate (April 1981): \$575.

NETWORK BASE HOURLY RATE: \$934.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Guernsey	15,800	15,400	97
	Harrison	6,600	6,500	98
	Jefferson	33,100	32,700	99
	Monroe	6,400	6,200	97
	Noble	4,200	4,000	95
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
	Hancock	14,700	14,700	100
	Marshall	15,100	15,000	99
	Ohio	23,100	23,000	99
Tyler	4,200	4,100	98	
Wetzel	7,900	7,800	99	
Between 25-49%	<b>OHIO</b>			
Columbiana	41,200	40,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tuscarawas	31,900	31,300	98
	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,400	99
	Greene	14,800	14,300	97
	Washington	79,400	77,900	98
Between 5-24%	<b>WEST VIRGINIA</b>			
	Marion	25,200	24,900	99
	Tucker	3,400	3,300	97
Station Totals	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Stark	138,300	136,600	99
	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Butler	52,600	51,800	98
	Elk	13,400	13,100	97
	Fayette	58,600	57,000	97
	Indiana	31,700	30,900	97
	Lawrence	38,500	37,700	98
	Somerset	29,500	28,700	97
	Venango	23,500	22,700	96
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Braxton	5,200	5,000	97
	Grant	3,800	3,700	97
	Harrison	29,400	29,200	99
	Monongalia	28,900	28,400	98
Pleasants	3,000	3,000	100	
Preston	11,000	10,800	98	
Randolph	10,400	10,200	98	
Ritchie	4,400	4,300	98	
Taylor	6,100	6,000	98	
Upshur	8,700	8,500	98	
<b>Station Totals</b>		<b>1,665,700</b>	<b>1,637,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>407,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>187,900</b>	



# Ohio—Toledo

## WDHO-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 83° 21' 22"

Transmitter: W of Cousino Rd. at Arquette Rd., Jerusalem, Ohio.

News Services: ABC, AP.

Network Service: ABC.

Licensee: D. H. Overmyer Telecasting Co. Inc., Debtor in Possession, 300 S. Byrne Rd., Toledo 43615.

Studio: 300 S. Byrne Rd., Toledo, Ohio 43615.

Telephone: 419-535-0024.

Ownership: Jerome Olin, pres.; William J. Shock, v.p. & gen. mgr.; James R. Bowe, v.p.; Gail R. Long, secy.; Richard L. Woodside; The First National Bank of Boston, 100%.

Began Operation: May 3, 1966.

Represented (sales) by Katz Television.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM J. SHOCK, vice president & general manager.  
JAMES BOWE, vice president, engineering & operations.  
GARRY MILLER, general sales manager.  
LARRY KRUSZEWSKI, local sales manager.  
RICK WARDELL, national sales manager.  
BRYNN MEYERS, program coordinator.  
NANCY PRATT, data systems manager.  
CELSO RODRIGUEZ, news director.  
DANIEL PAVUK, business manager.

Highest 30 Sec. Rate (July 1, 1983): \$950.

NETWORK BASE HOURLY RATE: \$850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lenawee	31,300	30,800	99
	Monroe	45,500	45,100	99
	<b>OHIO</b>			
	Allen	40,500	39,800	98
	Defiance	13,800	13,600	99
	Fulton	13,300	13,000	98
	Hancock	24,000	23,700	99
	Hardin	11,600	11,400	98
	Henry	10,200	10,100	99
	Lucas	176,200	174,300	99
	Ottawa	14,700	14,500	99
	Putnam	10,600	10,400	98



WDHO-TV BMPCT-6221 Granted 2/17/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sandusky	22,500	22,300	99
	Seneca	21,600	21,300	99
	Williams	13,400	13,200	98
	Wood	37,700	37,300	99
	Wyandot	7,900	7,800	98
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	14,900	14,600	98
<b>OHIO</b>	Marion	24,600	24,300	99
	<b>Between 5-24%</b>	<b>MICHIGAN</b>		
Washtenaw		98,700	96,500	98
<b>OHIO</b>				
Auglaize		15,300	15,000	98
Crawford		18,500	18,200	98
Erie		28,800	28,500	99
Huron		19,600	19,300	98
Morrow		9,500	9,400	99
Paulding		7,300	7,200	99
Van Wert		11,400	11,300	99
<b>Station Totals</b>		<b>743,400</b>	<b>732,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>419,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>229,900</b>	

# 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.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: CBS.

Licensee: Cosmos Broadcasting Corp., 730 N. Summit St., Toledo, O. 43604.

Studios & Offices: 730 N. Summit St., Toledo, Ohio 43604.

Telephone: 419-248-1111. TWX: 810-442-1609.

Ownership: Cosmos Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

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 MMT Sales Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

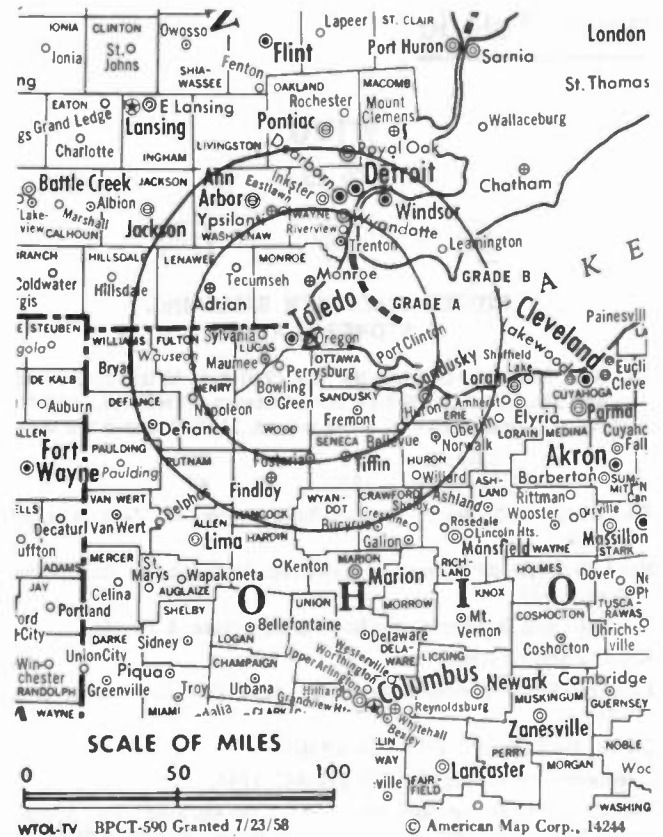
- GUY HEMPEL, vice president & general manager.
- STEVE ISRAEL, program manager.
- MEL STEBBINS, general sales manager.
- GARY STINE, production manager.
- DONALD C. KENNEDY, business manager.
- KIRK WINKLER, news director.
- PAUL LENTZ, engineering manager.
- DONALD COHEN, promotion manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$2420.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Hillsdale	14,900	14,600	98
	Lenawee	31,300	30,800	99
	Monroe	45,500	45,100	99
<b>OHIO</b>	Allen	40,500	39,800	98
	Crawford	18,500	18,200	98
	Defiance	13,800	13,600	99
	Erie	28,800	28,500	99
	Fulton	13,300	13,000	98
	Hancock	24,000	23,700	99
	Hardin	11,600	11,400	98
	Henry	10,200	10,100	99
	Lucas	176,200	174,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ottawa	14,700	14,500	99
	Putnam	10,600	10,400	98
	Sandusky	22,500	22,300	99
	Seneca	21,600	21,300	99
	Williams	13,400	13,200	98
	Wood	37,700	37,300	99
	Wyandot	7,900	7,800	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Huron	19,600	19,300	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Jackson	52,800	52,200	99
	Washtenaw	98,700	96,500	98
	Wayne	813,200	804,100	99
<b>OHIO</b>	Auglaize	15,300	15,000	98
	Lorain	95,200	94,200	99
	Marion	24,600	24,300	99
	Morrow	9,500	9,400	99
	Paulding	7,300	7,200	99
	Richland	47,900	47,200	99
<b>Station Totals</b>		<b>1,741,100</b>	<b>1,719,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>574,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>332,700</b>	

# Ohio—Toledo

**WTVG**

Ch. 13



**STORER TELEVISION SALES INC.  
A STORER STATION**

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road, Oregon, O., 7-mi. NNE of Toledo.

News Services: AP, Group W Newsfeed, NBC, Storer Washington Bureau, UPI.

Satellite Earth Stations: Scientific-Atlanta; 5-meter & 7-meter.

Network Service: NBC.

Licensee: Storer Communications Inc., 4247 Dorr St., Toledo, Ohio 43607.

Studio: 4247 Dorr St., Toledo, Ohio 43607.

Telephone: 419-531-1313. TWX: 810-442-1748.

Ownership: Storer Communications Inc., 1200 Biscayne Blvd., Miami, Fla. 33161. For other interests, see Group Ownership of TV Stations.

Began Operation: July 21, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

- H. W. (BUDDY) RAY, general manager.
- DOUGLAS SINN, general sales manager.
- GEORGE CARLINO, national sales manager.
- MARSHA SCHROEDER, program director.
- CHESTER SLAUGHTER, chief engineer.
- NEIL CARMEAN, news director.

Highest 30 Sec. Rate (July 25, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
50% & Over	Hillsdale	14,900	14,600	98
	Lenawee	31,300	30,800	99
	Monroe	45,500	45,100	99
<b>OHIO</b>				
	Crawford	18,500	18,200	98
	Defiance	13,800	13,600	99
	Fulton	13,300	13,000	98
	Hancock	24,000	23,700	99
	Hardin	11,600	11,400	98
	Henry	10,200	10,100	99
	Huron	19,600	19,300	98



WTVG BMPCT-4735 Granted 5/13/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lucas	176,200	174,300	99
	Ottawa	14,700	14,500	99
	Putnam	10,600	10,400	98
	Sandusky	22,500	22,300	99
	Seneca	21,600	21,300	99
	Williams	13,400	13,200	98
	Wood	37,700	37,300	99
	Wyandot	7,900	7,800	98
<b>OHIO</b>				
Between 25-49%	Allen	40,500	39,800	98
	Erie	28,800	28,500	99
	Marion	24,600	24,300	99
	Richland	47,900	47,200	99
<b>MICHIGAN</b>				
Between 5-24%	Jackson	52,800	52,200	99
	Washtenaw	98,700	96,500	98
<b>OHIO</b>				
	Morrow	9,500	9,400	99
	Paulding	7,300	7,200	99
<b>Station Totals</b>		<b>817,400</b>	<b>806,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>547,100</b>
<b>Average Daily Circulation (1983)</b>				<b>321,500</b>

# Ohio-Youngstown

## WFMJ-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

Transmitter: Mabel St.

AM Affiliate: WFMJ, 5-kw, 1390 kHz (NBC).

News Service: AP.

Network Service: NBC.

Licensee: WFMJ-TV Inc., 101 W. Boardman St. 44503.

Studio: 101 W. Boardman St., Youngstown, Ohio 44503.

Telephone: 216-744-8611. TWX: 810-435-2909.

Ownership: Betty J. H. & Elizabeth M. Brown, Co-Executives, 26% jointly; Elizabeth M. Brown, v.p.-secy., 22.14%; William F. Maag Jr. Trust, 21.34%; Alma M. Brown Trust, 15.35%; J. Lower Hirt, 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). Began operation on Ch. 21 Aug. 7, 1954.

Represented (sales) by Blair Television.

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

Represented (engineering) by Carl E. Smith.

Personnel:

BETTY J. H. BROWN, president.  
EDWARD J. ADAMS, station manager.  
GENE DONAHAY, program director.  
KATHIE BRICKMAN, traffic manager.  
JOAN HARRISON, film director.  
LARRY OLESON, chief engineer.

Highest One Hour Rate (Jan. 1983): \$1600.

Highest 30 Sec. Rate (Jan. 1983): \$500.

NETWORK BASE HOURLY RATE: \$625.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Mahoning	104,200	103,200	99
	Trumbull	87,500	86,500	99
	<b>PENNSYLVANIA</b>			
	Lawrence	38,500	37,700	98
	Mercer	46,100	45,100	98



WFMJ-TV BPCT-800131KU Granted 7/31/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>PENNSYLVANIA</b>			
Between 25-49%	Crawford	32,400	31,400	97
	<b>OHIO</b>			
Between 5-24%	Ashtabula	37,100	36,500	99
	Carroll	9,000	8,900	99
	Portage	46,800	46,300	99
	Stark	138,300	136,600	99
	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Venango	23,500	22,700	96
	<b>WEST VIRGINIA</b>			
	Hancock	14,700	14,700	100
<b>Station Totals</b>		<b>745,400</b>	<b>734,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>320,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>174,500</b>	

# Ohio—Youngstown

## WKBN-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 30"  
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 4.5-kw, 98.9 MHz (No. 255), 1370-ft.

News Service: AP.

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. 44501.

Studio: 3930 Sunset Blvd., Youngstown, Ohio 44501.

Telephone: 216-782-1144. TWX: 810-435-2825.

Ownership: The W. P. Williamson Family, 100%. W. P. Williamson III, pres.; David Stewart, treas.; Ruth L. Cruikshank, secy. WKBN also owns WIMA & WIQA(FM), Lima, Ohio.

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 Katz Television.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by David Steel & Associates.

Personnel:

W. P. WILLIAMSON JR., chairman.

W. P. WILLIAMSON III, president.

WILLIAM F. DECKER, television station manager.

C. RICHARD WADE, sales manager.

NORMAN BERGER, TV program director & film buyer.

LANNY NASS, director of engineering.

RICHARD CHISHOLM, studio engineering manager.

Highest 30 Sec. Rate (Sept. 1, 1983): \$800.

NETWORK BASE HOURLY RATE: \$680.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Mahoning	104,200	103,200	99
	Trumbull	87,500	86,500	99
	<b>PENNSYLVANIA</b>			
	Lawrence	38,500	37,700	98
	Mercer	46,100	45,100	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Portage	46,800	46,300	99



WKBN-TV BMPCT-7580 Granted 7/14/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,400	99
	Venango	23,500	22,700	96
<b>Between 5-24%</b>	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
	Belmont	31,200	30,800	99
	Carroll	9,000	8,900	99
	Harrison	6,600	6,500	98
	Jefferson	33,100	32,700	99
	Stark	138,300	136,600	99
	Summit	192,500	190,600	99
	<b>PENNSYLVANIA</b>			
	Butler	52,600	51,800	98
	Crawford	32,400	31,400	97
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
	Hancock	14,700	14,700	100
	Marshall	15,100	15,000	99
	Ohio	23,100	23,000	99
<b>Station Totals</b>		<b>1,057,900</b>	<b>1,043,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>408,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>230,600</b>	

# Ohio—Youngstown

**WYTV**

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 07.0"

Transmitter: 3800 Shady Run Rd., Youngstown.

News Service: AP.

Satellite Earth Station: AFC, 7-meter; Microdyne receivers.

Network Service: ABC.

Licensee: Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown 44502.

Studio: 3800 Shady Run Rd., 3800 Shady Run Rd., Youngstown, O. 44502.

Telephone: 216-783-2930. TWX: 810-435-2816.

Ownership: A. Richard Benedek, pres., 50%; Robert L. Dudley, secy.-treas., 50%. Benedek has interest in WTAP-TV, Parkersburg, W.Va.

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 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to present owners approved April 15, 1983 (Vol. 22:32).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Personnel:

GEOFFREY PEARCE, vice president & general manager.  
RODERICK A. GUERDAN, general sales manager.  
DOROTHY M. HILL, station controller.  
FRANK MARAFIOTE, program director.  
ARTHUR TAYLOR, chief engineer.  
JACK BOWE, news director.

Highest 30 Sec. Rate (Aug. 1, 1983): \$600.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Mahoning	104,200	103,200	99
	Trumbull	87,500	86,500	99
	<b>PENNSYLVANIA</b>			
	Lawrence	38,500	37,700	98
	Mercer	46,100	45,100	98



wtv BMPCT-7423 Granted 9/15/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
	Belmont	31,200	30,800	99
	Carroll	9,000	8,900	99
	Harrison	6,600	6,500	98
	Jefferson	33,100	32,700	99
	Portage	46,800	46,300	99
	Stark	138,300	136,600	99
	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Clarion	14,900	14,500	97
	Crawford	32,400	31,400	97
	Venango	23,500	22,700	96
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
	Hancock	14,700	14,700	100
	Marshall	15,100	15,000	99
	Ohio	23,100	23,000	99
<b>Station Totals</b>		<b>880,300</b>	<b>867,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>316,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>171,900</b>	

# 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 (0.25-kw, night), 1240 kHz (NBC).

FM Affiliate: WHIZ-FM, 20-kw, 102.5 MHz (No. 273), 490-ft.

News Services: AP, NBC, NIWS.

Satellite Earth Stations: Scientific-Atlanta, 6-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd., Zanesville, Ohio 43701.

Telephones: 614-452-5431 (office); 614-453-0361 (studio).

Ownership: Norma Jean Littick, 83%; Ernest B. Graham, 11%; John Graham & Ernest Graham Jr., 3% each.

Began Operation: May 23, 1953.

Represented (sales) by Avery-Knodel Inc.; Regional Reps. Corp.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

ALLAN LAND, vice president & general manager.

C. E. HARTMEYER, chief engineer.

BARBARA MITTER, director of programs.

FRANKLIN YOUNG, film operation manager.

Highest 30 Sec. Rate (July 25, 1983): \$180.

NETWORK BASE HOURLY RATE: \$175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Muskingum	30,800	30,300	98
Between 25-49%	<b>OHIO</b>			
	Coshocton	13,400	13,000	97
	Guernsey	15,800	15,400	97

## WXIX-TV, Cincinnati

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Bath	3,800	3,700	97
	Carroll	3,400	3,400	100
	Estill	5,200	5,000	96
	Harrison	5,500	5,400	98
	Madison	18,000	17,600	98
	Powell	3,800	3,700	97
	Scott	7,700	7,600	99
	Shelby	8,300	8,200	99



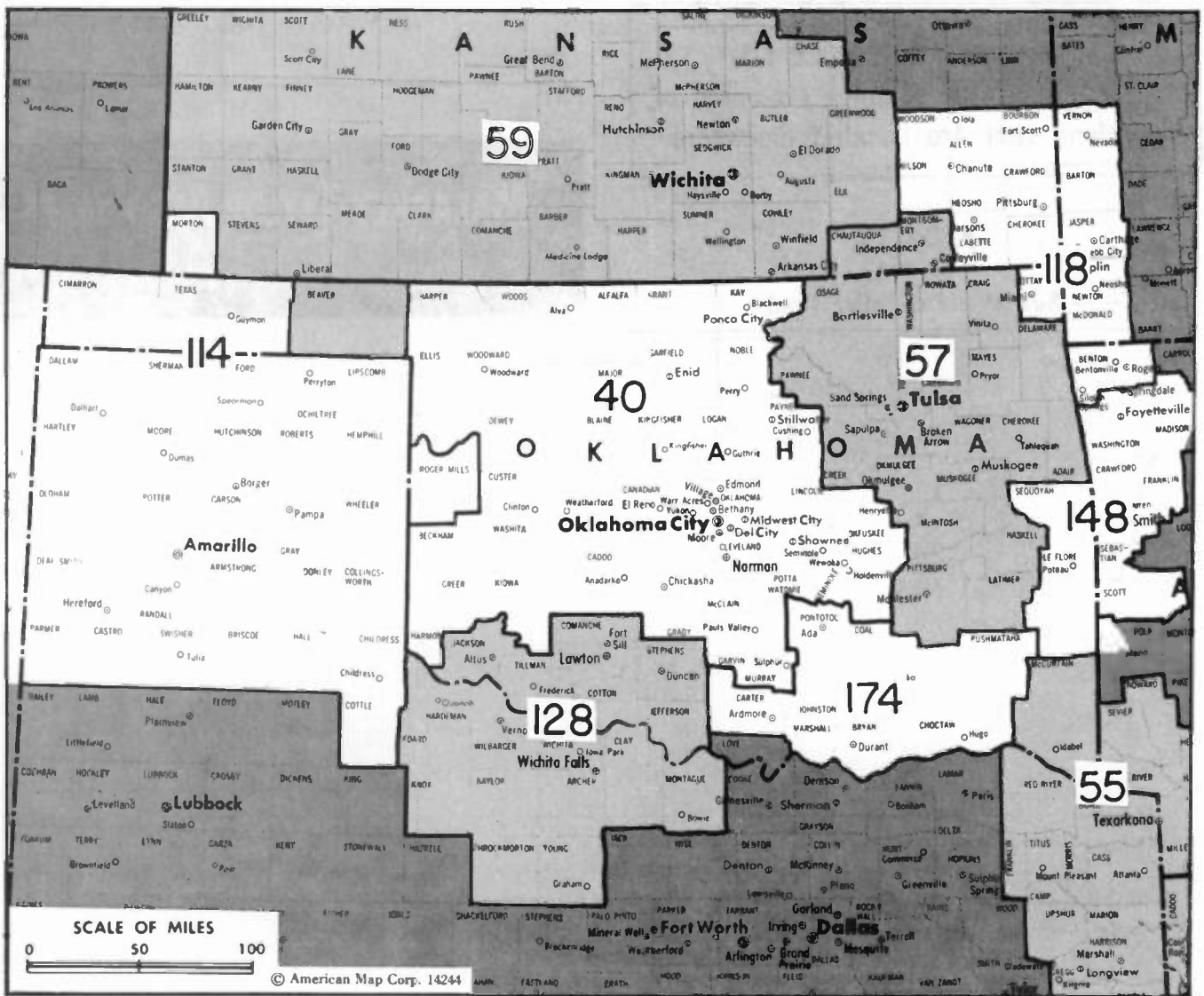
WHIZ-TV BPCT-3305 Granted 4/13/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Morgan	5,200	5,000	96
	Noble	4,200	4,000	95
	Perry	11,000	10,800	98
Between 5-24%	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Fairfield	33,900	33,500	99
	Hocking	9,300	9,100	98
	Holmes	8,600	8,100	94
	Licking	44,400	43,900	99
	Monroe	6,400	6,200	97
	Washington	23,600	22,900	97
<b>Station Totals</b>		<b>225,700</b>	<b>220,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>68,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>36,200</b>	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OHIO</b>			
	Allen	40,500	39,800	98
	Champaign	12,500	12,300	98
	Darke	19,800	19,500	98
	Delaware	19,000	18,800	99
	Franklin	337,500	333,600	99
	Licking	44,400	43,900	99
	Logan	15,000	14,700	98
	Madison	11,400	11,100	98
	Ross	23,000	22,500	98
Van Wert	11,400	11,300	99	
<b>WEST VIRGINIA</b>				
Cabell	41,200	40,900	99	
Putnam	14,100	14,000	99	
Wayne	16,800	16,600	99	

# Oklahoma



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Oklahoma City, Okla.	561,100	40	306,000	44	KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTW (9)
Shreveport, La.-Texarkana, Tex.	440,500	55	258,000	54	KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
Tulsa, Okla.	480,800	57	254,000	55	KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8)
Wichita-Hutchinson, Kan.	413,000	59	214,000	64	KAKE-TV (10), KAYS-TV (7), KL0E-TV (10), KSNC (2), KSNL (11), KSNK (8), KSNW (3), KTVG (6), KUPK-TV (13), KWCH-TV (12)
Amarillo, Tex.	177,100	114	98,000	121	KAMR-TV (4), KFDA-TV (10), KJTV (14), KVII (7), KVIJ (8)
Joplin, Mo.-Pittsburg, Kan.	173,600	118	109,000	112	KOAM-TV (7), KODE-TV (12), KSNF (16)
Wichita Falls, Tex.-Lawton, Okla.	155,300	128	88,000	127	KAUZ-TV (6), KFDX-TV (3), KSWO-TV (7)
Fort Smith, Ark.	129,200	148	70,000	142	KFSM-TV (5), KHBS (40), KPOM-TV (24), KTVP (29)
Ardmore-Ada, Okla.	68,200	172	37,000	170	KTEN (10), KXII (12)

### Oklahoma Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	10	6	16
Educational Television Stations	4	0	4
			<hr/> 20



**Oklahoma**

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

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

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

**MALARKEY-TAYLOR ASSOCIATES**  
Telecommunications Finance, Management and Engineering Consultants  
1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300



*(Table content is extremely faint and illegible)*

# 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.

FM Affiliate: KTEN-FM, 100-kw, 93.3 MHz (No. 227), 630-ft.

News Services: ABC, AP, CNN Headline News, INN.

Satellite Earth Station: Prodelin; 5-meter.

Network Service: ABC, NBC.

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

Studio: 1600 Arlington St., Box 10, Ada 74820.

Telephone: 405-332-3311. TWX: 910-830-6740.

Ownership: Bill Hoover, pres., 77.74%; over 30 other stockholders, only 3 with as much as 2.5%. Eastern Oklahoma Television owns Trans-Am Communications Co., cable system serving Ada; translator serving Ardmore. KTEN-FM, Ada, is licensed to a sister corp.

Began Operation: April 28, 1954.

Represented (sales) by Avery-Knode Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

BILL HOOVER, president & general manager.  
DAN HOOVER, v.p., station manager, national sales & program director.  
VIN HOOVER, secretary.  
BARBARA JONES, traffic manager.  
LYNNE HILL, news director.  
JAMES LOLLAR, chief engineer.

Highest 30 Sec. Rate: \$130.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
50% & Over	Atoka	4,600	4,500	98
	Carter	16,900	16,700	99
	Coal	2,300	2,300	100
	Hughes	5,600	5,500	98
	Johnston	4,100	4,000	98
	Murray	4,800	4,800	100
	Pontotoc	12,800	12,700	99
	Pushmataha	4,800	4,600	96
	Seminole	10,600	10,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
Between 25-49%	Bryan	12,200	11,900	98
	Choctaw	6,500	6,200	96
	Garvin	11,100	11,000	99
	Latimer	3,700	3,600	97
	Love	3,100	3,000	97
	Marshall	4,600	4,500	98
	Okfuskee	4,400	4,300	98
	Pittsburg	15,600	15,300	98
	Pottawatomie	21,500	21,200	99
<b>OKLAHOMA</b>				
Between 5-24%	Stephens	17,500	17,300	99
<b>TEXAS</b>				
	Cooke	10,700	10,600	99
	Lamar	16,600	15,900	96
<b>Station Totals</b>		<b>194,000</b>	<b>190,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>93,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>48,600</b>	

# Oklahoma—Ardmore & Sherman-Denison, Texas

**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"

Holds CP for change to 222-kw visual, 22.2-kw aural, 1777-ft. above av. terrain, 1694-ft. above ground, 2584-ft. above sea level, lat. 34° 01' 58", long. 96° 48' 00"; transmitter to 5-mi. SSW of Madill.

Transmitter: 3.8-mi. SSW of Madill.

News Services: CBS, UPI.

Network Service: CBS & NBC.

Licensee: Texoma Broadcasters Inc., Box 1175, Sherman, Texas 75090.

Studios: Hwy. 75 N., midway between Sherman & Denison; 2624 S. Commerce, Ardmore, Okla.

Mailing Address: Box 1175, Sherman, Tex. 75090.

Telephone: 214-892-8123, Sherman; 405-223-0946, Ardmore.

TWX: 510-874-3402.

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 Seltel Inc.

Represented (legal) by Cordon & Jacob.

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

Personnel:

M. N. BOSTICK, president.

RICHARD D. ADAMS, general manager.

BRUCE STIDHAM, production manager.

DENNIS KITE, chief engineer.

BETTY DOCKRAY, traffic manager.

Highest 30 Sec. Rate (Feb. 25, 1983): \$475.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
<b>50% &amp; Over</b>	Atoka	4,600	4,500	98
	Bryan	12,200	11,900	98
	Carter	16,900	16,700	99
	Choctaw	6,500	6,200	96
	Coal	2,300	2,300	100
	Johnston	4,100	4,000	98
	Love	3,100	3,000	97
	Marshall	4,600	4,500	98
	Murray	4,800	4,800	100
	Pushmataha	4,800	4,600	96



KXII BMPCT-5362 Granted 8/17/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Fannin	9,700	9,500	97
	Grayson	35,500	35,000	98
<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Jefferson	3,300	3,200	98
	Pontotoc	12,800	12,700	99
<b>TEXAS</b>				
	Lamar	16,600	15,900	96
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Garvin	11,100	11,000	99
	Hughes	5,600	5,500	98
	Mc Clain	7,600	7,500	99
	Pittsburg	15,600	15,300	98
	Stephens	17,500	17,300	99
<b>TEXAS</b>				
	Cooke	10,700	10,600	99
	Delta	1,900	1,900	97
	Montague	7,100	7,000	99
	Red River	6,300	6,100	97
<b>Station Totals</b>		<b>225,200</b>	<b>221,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>106,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>72,200</b>	

# 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).

News Services: ABC, UPI.

Satellite Earth Stations: 3 in operation.

Network Service: ABC.

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

Studio: Administration Bldg., 3-mi. E of Lawton.

Mailing Address: Box 708, Lawton, Okla. 73502.

Telephone: 405-355-7000. TWX: 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-AM-FM, Duncan, Okla. Drewry & the Warkentin estate are stockholders in KMID-TV, Midland, Tex. KSWO TV Co. owns 45%, Midessa TV Co. Inc. (KMID-TV), 50% of KFDA-TV, Amarillo, Tex.

Began Operation: March 8, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by James E. Greeley.

Personnel:

R. H. DREWRY, president.

LARRY PATTON, general manager.

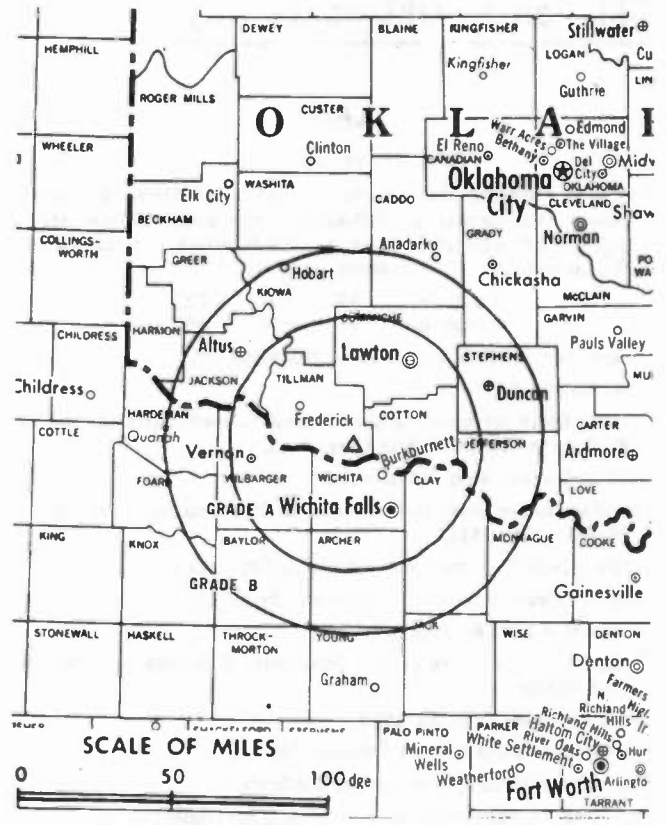
JIMMY LOCKERD, chief engineer.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Comanche	36,400	36,000	99
	Cotton	3,100	3,100	100
	Greer	2,900	2,800	96
	Harmon	1,800	1,800	100
	Jackson	10,600	10,500	99
	Jefferson	3,300	3,200	98
	Kiowa	5,300	5,200	98
	Stephens	17,500	17,300	99
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Archer	2,800	2,800	100
	Baylor	2,000	2,000	100
	Clay	3,900	3,900	100
Foard	1,000	1,000	100	
Hardeman	2,500	2,400	96	
Knox	1,900	1,900	100	



KSWO-TV BMPCT-5424 Granted 1/18/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montague	7,100	7,000	99
	Throckmorton	1,000	1,000	100
	Wichita	44,200	43,900	99
	Wilbarger	6,000	6,000	100
	Young	7,900	7,800	99
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Caddo	11,600	11,400	98
<b>TEXAS</b>	Cottle	1,300	1,300	100
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Beckham	7,900	7,700	97
	Carter	16,900	16,700	99
	Custer	10,000	9,800	98
	Grady	15,300	15,100	99
	Love	3,100	3,000	97
	Washita	5,400	5,300	98
	<b>TEXAS</b>			
Haskell	3,000	3,000	98	
Jack	2,900	2,900	100	
King	200	200	100	
Palo Pinto	8,800	8,600	98	
<b>Station Totals</b>		<b>252,300</b>	<b>249,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>151,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>94,000</b>	

# Oklahoma—Oklahoma City

## KAUT

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1950-kw max. & 1070-kw horizontal visual, 195-kw max. & 107-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1596-ft. above ground, 2704-ft. above sea level.

Latitude 35° 35' 22"  
Longitude 97° 29' 03"

Transmitter: 11901 N. Eastern Ave., Oklahoma City.

News Service: AP.

Satellite Earth Stations: Transmit/receive, Scientific-Atlanta, 7-meter & 10-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Golden West Broadcasters of Oklahoma Inc., Box 14843, Oklahoma City 73113.

Studio: 11901 N. Eastern Ave., Oklahoma City 73113.

Mailing Address: Box 14843, Oklahoma City 73113.

Telephone: 405-478-4300.

Ownership: Ina S. Autry Estate, Gene Autry & Stanley B. Schneider, Co-Executors.

Began Operation: Sept. 24, 1980.

Represented (sales) by Petry Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JERRY BIRDWELL, vice president & general manager.

BILL DAVIS, sales manager.

CINDY MARTIN, news & public affairs director.

BILL VAN DUYNHOVEN, chief engineer.

TIM COWDEN, director of broadcast operations.

Highest 30 Sec. Rate (April 1, 1981): \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Blaine	5,400	5,300	98
	Canadian	20,600	20,400	99
	Lincoln	10,400	10,300	99
	Logan	10,000	9,900	99
	Noble	4,600	4,500	99
	Oklahoma	230,200	228,100	99
	Pottawatomie	21,500	21,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Caddo	11,600	11,400	98
	Cleveland	51,100	50,400	99
	Garfield	25,200	24,900	99
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Grant	2,700	2,700	100
	Kingfisher	5,400	5,300	99
	McClain	7,600	7,500	99
	Major	3,400	3,300	97
	Murray	4,800	4,800	100
	Okfuskee	4,400	4,300	98
	Pawnee	6,200	6,100	98
	Payne	23,600	23,300	99
Pontotoc	12,800	12,700	99	
Seminole	10,600	10,500	99	
<b>Station Totals</b>		<b>498,500</b>	<b>493,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>117,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>46,700</b>	

# Oklahoma—Oklahoma City

## KGMC

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1176-kw max. & 776-kw horizontal visual, 116.7-kw max. & 78.5-kw horizontal aural. Antenna: 1209-ft. above av. terrain, 1257-ft. above ground, 2397-ft. above sea level.

Latitude 35° 33' 36"  
Longitude 97° 29' 07"

Transmitter: N.E. 85th St. at Ridgeway.

Satellite Earth Station: In operation, 5-meter.

Network Service: None, independent.

Licensee: Seraphim Corp., 1501 N.E. 85th St., Oklahoma City, Okla. 73113.

Studio: 1501 N.E. 85th St., Oklahoma City 73113.

Telephone: 405-478-3434.

Ownership: Oklahoma City Broadcasting Corp. Ted Baze, pres., 100%.

Began Operation: Nov. 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983.

Represented (sales) by Seltel Inc.

Represented (legal) by Martin Firestone.

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

### Personnel:

TED BAZE, president & general manager.

HARLAN REAMS, general sales manager.

GREG MILLER, chief engineer.

JAMES PRATT, station manager.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Dewey	2,300	2,300	98
	Logan	10,000	9,900	99
	Mc Clain	7,600	7,500	99
	Oklahoma	230,200	228,100	99
	Pottawatomie	21,500	21,200	99
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Blaine	5,400	5,300	98
	Caddo	11,600	11,400	98
	Custer	10,000	9,800	98
	Garvin	11,100	11,000	99



KGMC BPCT-4997 Granted 3/2/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Grady	15,300	15,100	99
	Kingfisher	5,400	5,300	99
	Lincoln	10,400	10,300	99
	Major	3,400	3,300	97
	Noble	4,600	4,500	99
	Oktuskee	4,400	4,300	98
	Payne	23,600	23,300	99
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Garfield	25,200	24,900	99
	Grant	2,700	2,700	100
	Jefferson	3,300	3,200	98
	Pawnee	6,200	6,100	98
	Pontotoc	12,800	12,700	99
<b>Station Totals</b>		<b>514,700</b>	<b>508,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>234,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>96,200</b>	

# 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: 0.33-mi. E of N. Kelly Ave. on Britton Rd.

News Services: AP, CNN, Gannett News Service, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc., Box 14555, Oklahoma City, Okla. 73113.

Studio: 1300 E. Britton Rd.

Mailing Address: Box 14555, Oklahoma City, Okla. 73113.

Telephone: 405-478-3000. TWX: 405-842-3252.

Ownership: Gannett Co. Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: July 6, 1954. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved by FCC Dec. 11, 1957 (Television Digest, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al., approved March 5, 1958 (Vol. 14:7, 8, 10). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23; 1:4). Transfer to Combined Communications approved July 17, 1970 (Vol. 10:30). Merger of Combined with Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24).

Represented (sales) by Katz Television.

Represented (legal) by Gammon & Grange.

### Personnel:

AL PARSONS, president & general manager.  
DAVID LOVELAND, vice president & general sales manager.  
TED NEWCOMB, vice president & chief engineer.  
DON TROUTT, vice president & comptroller.  
MIKE PALMER, vice president & station manager.  
ANN ABERNETHY, vice president & promotion manager.  
GENE CHEATHAM, local sales manager.  
JERRY HART, production manager.  
RICK THOMPSON, news director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
50% & Over	Alfalfa	2,900	2,800	97
	Blaine	5,400	5,300	98
	Caddo	11,600	11,400	98
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Custer	10,000	9,800	98
	Dewey	2,300	2,300	98
	Ellis	2,200	2,100	95
	Garfield	25,200	24,900	99
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Grant	2,700	2,700	100
	Harper	1,900	1,900	100
	Hughes	5,600	5,500	98
	Kay	20,000	19,800	99
Kingfisher	5,400	5,300	99	
Lincoln	10,400	10,300	99	
Logan	10,000	9,900	99	
McClain	7,600	7,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Major	3,400	3,300	97
	Murray	4,800	4,800	100
	Noble	4,600	4,500	99
	Oklahoma	230,200	228,100	99
	Payne	23,600	23,300	99
	Pontotoc	12,800	12,700	99
	Pottawatomie	21,500	21,200	99
	Seminole	10,600	10,500	99
	Stephens	17,500	17,300	99
	Washita	5,400	5,300	98
	Woods	4,300	4,200	98
	Woodward	8,300	8,100	98
<b>KANSAS</b>				
Between 25-49%	Cowley	14,600	14,300	98
	<b>OKLAHOMA</b>			
	Beckham	7,900	7,700	97
	Comanche	36,400	36,000	99
	Kiowa	5,300	5,200	98
	Okfuskee	4,400	4,300	98
	Pawnee	6,200	6,100	98
	Pittsburg	15,600	15,300	98
<b>KANSAS</b>				
Between 5-24%	Harper	3,400	3,300	97
	<b>OKLAHOMA</b>			
	Atoka	4,600	4,500	98
	Carter	16,900	16,700	99
	Coal	2,300	2,300	100
	Cotton	3,100	3,100	100
	Creek	22,400	22,000	98
	Greer	2,900	2,800	96
	Jefferson	3,300	3,200	98
	Okmulgee	14,900	14,700	99
	Roger Mills	2,000	1,900	95
Station Totals		734,500	725,100	98
Net Weekly Circulation (1983)				540,200
Average Daily Circulation (1983)				342,600

# Oklahoma—Oklahoma City

## KOKH-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 1540-ft. above av. terrain, 1619-ft. above ground, 2749-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 18"

Transmitter: 1228 N.E. Wilshire Blvd.

News Services: CNN Headline News, UPI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Blair Broadcasting of Oklahoma Inc., 1228 E. Wilshire Blvd., Oklahoma City, Okla. 73111.

Studio: 1228 E. Wilshire Blvd., Oklahoma City, Okla. 73111.

Telephone: 405-843-2525.

Ownership: John Blair & Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 2, 1959 as a non-commercial, educational station. Sale to present owner approved by FCC June 6, 1979 (Television Digest, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979.

Represented (sales) by Blair Television.

Represented (legal) by Covington & Burling.

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

Personnel:

DAVID MURPHY, president & general manager.

G. MEL HOUSE, vice president & station manager.

Highest 30 Sec. Rate (Sept. 1983): \$210.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Blaine	5,400	5,300	98
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Dewey	2,300	2,300	98
	Garfield	25,200	24,900	99
	Kingfisher	5,400	5,300	99
	Logan	10,000	9,900	99
	Mc Clain	7,600	7,500	99
	Noble	4,600	4,500	99
	Oklahoma	230,200	228,100	99
Pottawatomie	21,500	21,200	99	
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Beckham	7,900	7,700	97
	Caddo	11,600	11,400	98
	Custer	10,000	9,800	98



KOKH-TV BPCT-790625KE Granted 8/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Lincoln	10,400	10,300	99
	Major	3,400	3,300	97
	Murray	4,800	4,800	100
	Okfuskee	4,400	4,300	98
	Payne	23,600	23,300	99
	Pontotoc	12,800	12,700	99
	Seminole	10,600	10,500	99
	Washita	5,400	5,300	98
<b>Between 5-24%</b>	Alfalfa	2,900	2,800	97
	Carter	16,900	16,700	99
	Creek	22,400	22,000	98
	Grant	2,700	2,700	100
	Hughes	5,600	5,500	98
	Kiowa	5,300	5,200	98
	Pawnee	6,200	6,100	98
	Roger Mills	2,000	1,900	95
Tillman	4,700	4,600	98	
<b>Station Totals</b>		<b>583,900</b>	<b>576,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>275,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>112,500</b>	



# Oklahoma—Oklahoma City

## KTBO-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. & horizontal visual, 372-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

Latitude 35° 34' 30"  
Longitude 97° 29' 04"

Holds CP for change to 1216-kw max. & 989-kw horizontal visual, 243-kw max. & 198-kw horizontal aural, 1137-ft. above av. terrain.

Transmitter: 1300 N.E. 108th St., Oklahoma City.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: None, independent.

Licensee: Trinity Broadcasting of Oklahoma City Inc., 3705 N.W. 63rd, Oklahoma City 73116.

Studio: 3705 N.W. 63rd, Oklahoma City 73116.

Telephone: 405-848-1414.

Ownership: Non-profit corp. For other interests, see Group Ownership of TV Stations.

Began Operation: March 6, 1981.

Represented (legal) by May, Dunn & Gay.

Represented (engineering) by Smith & Powstenko.

Personnel:

AL BROWN, general manager.

JOHN GORDON, chief engineer.

Highest 30 Sec. Rate: \$50.



# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebson, VP, Small Markets  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Oklahoma—Oklahoma City

## KTVV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-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: 1401 E. Britton Rd.

News Services: AP, NBC, UPI.

Network Service: NBC.

Licensee: KTVV Inc., Box 14068, Oklahoma City, Okla. 73113.

Studio: 500 E. Britton Rd.

Mailing Address: Box 14068, Oklahoma City, Okla. 73113.

Telephone: 405-478-1212. TWX: 910-830-6866.

Ownership: The Evening News Association. For officers & other interests, see Group Ownership of Television Stations.

Began Operation: June 6, 1949. Sale to present owner by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (Television Digest, Vol. 15:29).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

LEE ALLAN SMITH, vice president & general manager.  
PAUL WISE, general sales manager.  
BILL THRASH, director of operations.  
RON TURNER, news director.  
CHARLES ANDREW, promotion manager.  
JOHN BUSHNELL, chief engineer.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1750.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,800	97
	Beckham	7,900	7,700	97
	Blaine	5,400	5,300	98
	Caddo	11,600	11,400	98
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Custer	10,000	9,800	98
	Dewey	2,300	2,300	98
	Ellis	2,200	2,100	95
	Garfield	25,200	24,900	99
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Grant	2,700	2,700	100
	Greer	2,900	2,800	96
	Harmon	1,800	1,800	100
	Harper	1,900	1,900	100
	Hughes	5,600	5,500	98
	Jackson	10,600	10,500	99
	Kay	20,000	19,800	99
	Kingfisher	5,400	5,300	99
Klowa	5,300	5,200	98	
Lincoln	10,400	10,300	99	
Logan	10,000	9,900	99	
Mc Clain	7,600	7,500	99	
Major	3,400	3,300	97	
Murray	4,800	4,800	100	
Noble	4,600	4,500	99	



KTVV BMPCT-5994 Granted 8/13/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Okfuskee	4,400	4,300	98
	Oklahoma	230,200	228,100	99
	Payne	23,600	23,300	99
	Pontotoc	12,800	12,700	99
	Pottawatomie	21,500	21,200	99
	Seminole	10,600	10,500	99
	Stephens	17,500	17,300	99
	Washita	5,400	5,300	98
	Woods	4,300	4,200	98
	Woodward	8,300	8,100	98
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	<b>OKLAHOMA</b>			
	Carter	16,900	16,700	99
	Comanche	36,400	36,000	99
<b>Between 5-24%</b>	Pawnee	6,200	6,100	98
	Pittsburg	15,600	15,300	98
	Roger Mills	2,000	1,900	95
	Tillman	4,700	4,600	98
	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Harper	3,400	3,300	97
	<b>OKLAHOMA</b>			
	Atoka	4,600	4,500	98
	Coal	2,300	2,300	100
Cotton	3,100	3,100	100	
Creek	22,400	22,000	98	
Johnston	4,100	4,000	98	
Latimer	3,700	3,600	97	
Love	3,100	3,000	97	
Okmulgee	14,900	14,700	99	
Osage	15,400	15,300	99	
Pushmataha	4,800	4,600	96	
<b>Station Totals</b>		<b>768,400</b>	<b>758,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>559,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>331,600</b>	

# Oklahoma—Oklahoma City

## KWTV

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 Blvd.

News Services: AP, CBS, NIWS, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Griffin Television Inc., Box 14159, Oklahoma City 73113.

Studio: 7401 N. Kelley Blvd., Oklahoma City, Okla. 73113.

Telephone: 405-843-6641. TWX: 910-830-6852.

Ownership: John T. Griffin & Martha Watson Griffin, Trustees, 99.9%.

Began Operation: Dec. 20, 1953.

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

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippel.

Personnel:

DUANE HARM, president.

JERRY DALRYMPLE, vice president & director of operations.

KENNETH TAISHOFF, station manager.

FRAN CONWAY, general sales manager.

TROY BROWN, chief engineer.

Highest 30 Sec. Rate (1983): \$4000.

NETWORK BASE HOURLY RATE: \$1570.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,800	97
	Beckham	7,900	7,700	97
	Blaine	5,400	5,300	98
	Caddo	11,600	11,400	98
	Canadian	20,600	20,400	99
	Carter	16,900	16,700	99
	Cleveland	51,100	50,400	99
	Custer	10,000	9,800	98
	Dewey	2,300	2,300	98
	Ellis	2,200	2,100	95
	Garfield	25,200	24,900	99
	Garvin	11,100	11,000	99
	Grady	15,300	15,100	99
	Grant	2,700	2,700	100
	Greer	2,900	2,800	96
	Harmon	1,800	1,800	100
	Harper	1,900	1,900	100
	Hughes	5,600	5,500	98
	Jackson	10,600	10,500	99
	Kingfisher	5,400	5,300	99
	Kiowa	5,300	5,200	98
	Lincoln	10,400	10,300	99
	Logan	10,000	9,900	99
	McClain	7,600	7,500	99
	Major	3,400	3,300	97
	Murray	4,800	4,800	100
	Noble	4,600	4,500	99
Okfuskee	4,400	4,300	98	



KWTV - BMPCT-1471 Granted 11/3/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oklahoma	230,200	228,100	99
	Payne	23,600	23,300	99
	Pontotoc	12,800	12,700	99
	Pottawatomie	21,500	21,200	99
	Seminole	10,600	10,500	99
	Stephens	17,500	17,300	99
	Washita	5,400	5,300	98
	Woods	4,300	4,200	98
	Woodward	8,300	8,100	98
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Comanche	36,400	36,000	99
	Kay	20,000	19,800	99
	Pawnee	6,200	6,100	98
	Pittsburg	15,600	15,300	98
	Roger Mills	2,000	1,900	95
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Elk	1,800	1,700	97
	Harper	3,400	3,300	97
<b>OKLAHOMA</b>	Atoka	4,600	4,500	98
	Creek	22,400	22,000	98
	Jefferson	3,300	3,200	98
	Johnston	4,100	4,000	98
	Latimer	3,700	3,600	97
	Marshall	4,600	4,500	98
	Muskogee	25,800	25,400	98
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99
	Pushmataha	4,800	4,600	96
	Tillman	4,700	4,600	98
<b>Station Totals</b>		<b>791,800</b>	<b>781,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>551,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>326,300</b>	

# Oklahoma—Sayre

## KVIJ-TV

Ch. 8

(Satellite of KVII-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.

News Service: AP.

Network Service: ABC.

Licensee: Marsh Media Inc., Box 13000, Amarillo, Tex. 79101.

Telephone: 405-928-3233.

Ownership: Marsh Media. For other interests, see KVII-TV, Amarillo, Tex.

Began Operation: Aug. 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (Television Digest, Vol. 5:33). Resumed operation May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Smith & Powstenko.

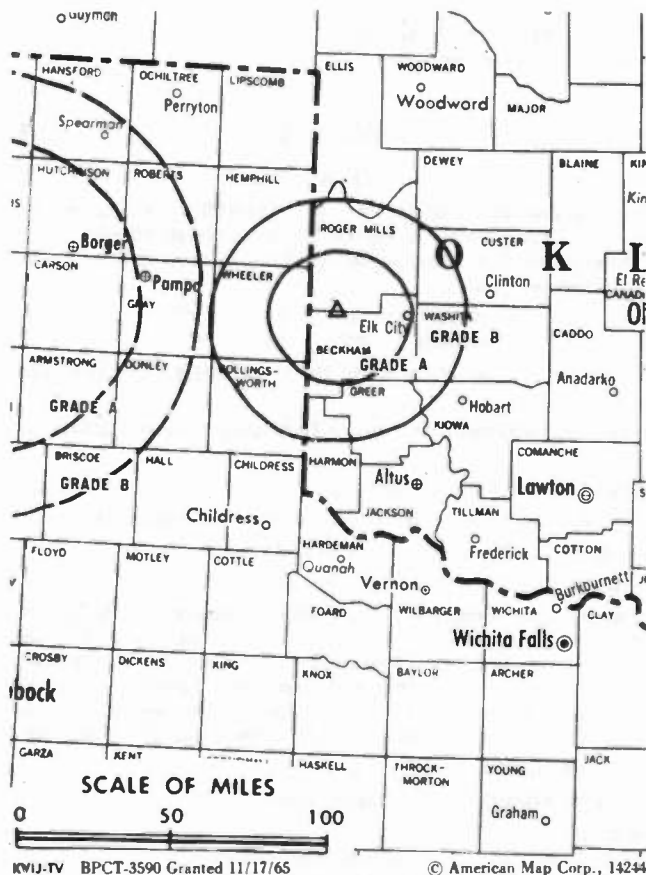
Personnel:

GLEN NEAL, resident engineering supervisor.

Rates: See KVII-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KVII-TV, Amarillo, Tex.

Arbitron Data: Figures included with KVII-TV, Amarillo, Tex.



Public/Educational Station Directory follows Commercial Stations

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# Oklahoma—Tulsa

## KGCT-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1350-kw max. & 295-kw horizontal visual, 58.9-kw aural. Antenna: 1510-ft. above av. terrain, 1368-ft. above ground, 2168-ft. above sea level.

Latitude 36° 02' 28"  
Longitude 95° 39' 24"

Transmitter: 2.67-mi. NE of State Rte. 51, on 101st St., near Broken Arrow.

Satellite Earth Stations: Automation Techniques, 5-meter; Gardiner, 5-meter.

Network Service: None, independent.

Licensee: Tulsa TV 41, 5807 S. Garnett, Suite F, Tulsa, Okla. 74146.

Studio: 5807 S. Garnett Rd., Tulsa, Okla. 74146.

Telephone: 918-252-9589.

Ownership: Joint Venture of Green Country Associates Ltd. & Satellite Television Systems, Ltd. Partnership. Green Country ownership: Ray L. Beindorf, pres., 85%; Armstrong Investment Co., 7.5%; Western Area Bureau, 7.5%. Satellite TV ownership: Satellite Syndicated Systems Inc., 98%; Kiplyn & Mary Farmer, 1%; remainder undisclosed. For other interests, see Group Ownership of TV Stations.

Began Operation: March 18, 1981.

Represented (legal) by Ward & Mendelsohn.

Personnel:

RAY L. BEINDORF, president & general manager.

MARTY MARTIN, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Craig	5,500	5,400	98
	Creek	22,400	22,000	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Nowata	4,600	4,500	98
	Okfuskee	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Okmulgee	14,900	14,700	99
	Pawnee	6,200	6,100	98
	Rogers	17,200	16,900	99
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
	Washington	19,800	19,700	99
<b>Station Totals</b>		<b>342,100</b>	<b>338,200</b>	<b>98</b>
Net Weekly Circulation (1983)			27,300	
Average Daily Circulation (1983)			10,100	

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# Oklahoma—Tulsa

**KJRH**

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"

Requests CP for change to 15-kw aural, 1857-ft. above av. terrain, 1839-ft. above ground, 2549-ft. above sea level, lat. 36° 01' 15", long. 95° 40' 32", transmitter to N of intersection of Muskogee Toll Rd. & S. 101st St., approx. 1.8-mi. E of Oneta.

Transmitter: Bigheart Mtn.

News Services: AP, UPI, NBC.

Satellite Earth Station: Microwave General, 6-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Scripps-Howard Broadcasting Co., 3701 S. Peoria Ave., Tulsa, Okla. 74105.

Studio: 3701 S. Peoria Ave., Tulsa 74105.

Telephone: 918-743-2222. TWX: 910-845-2134.

Ownership: Scripps-Howard Bcstg. Co. For other interests, see Group Ownership of TV Stations.

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 Television.

Represented (legal) by Baker & Hostetler.

Represented (engineering) by Jansky & Bailey.

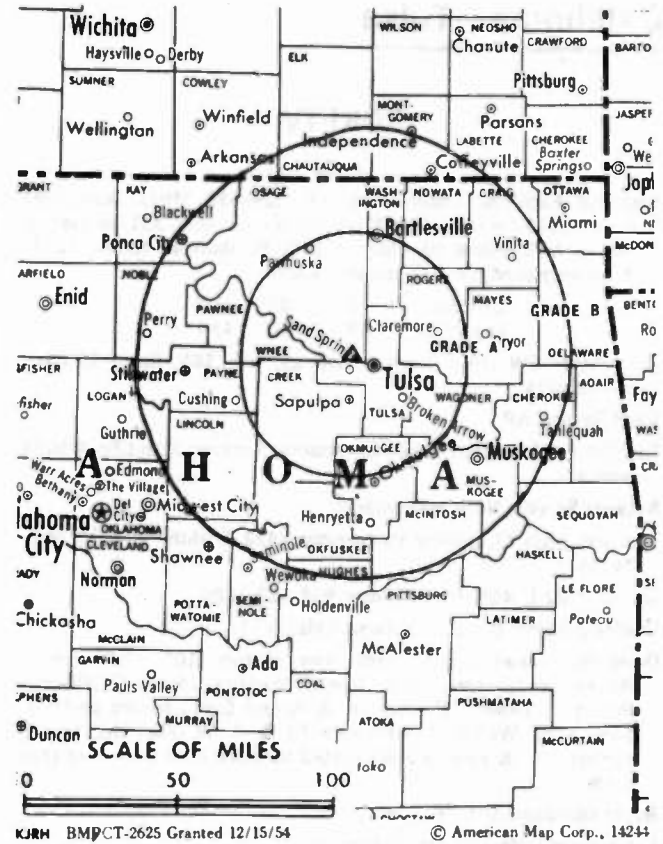
**Personnel:**

- DONALD L. PERRIS, president.
- F. BEN HEVEL, vice president & general manager.
- WALLY DUNHAM, assistant general manager.
- RUSTY WILCOXEN, promotion manager.
- CHARLES PFAFF, national sales manager.
- MICHAEL VRABAC, general sales manager.
- AL MARRARA, production manager.
- CRAIG ALLISON, local sales manager.
- MARK NICKS, news director.
- ART BATES, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Montgomery	16,900	16,600	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,500	11,300	98
	Craig	5,500	5,400	98
	Creek	22,400	22,000	98
	Delaware	9,500	9,200	97
	Kay	20,000	19,800	99
	Mc Intosh	6,400	6,300	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Nowata	4,600	4,500	98
	Okfuskee	4,400	4,300	98
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99



KJRH BMDCT-2625 Granted 12/15/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pawnee	6,200	6,100	98
	Rogers	17,200	16,900	99
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
	Washington	19,800	19,700	99
<b>KANSAS</b>				
Between 25-49%	Chautauqua	2,300	2,300	100
	Elk	1,800	1,700	97
	Wilson	4,900	4,700	97
<b>OKLAHOMA</b>				
	Haskell	4,500	4,400	98
	Hughes	5,600	5,500	98
	Ottawa	12,700	12,600	99
	Payne	23,600	23,300	99
	Pittsburg	15,600	15,300	98
<b>ARKANSAS</b>				
Between 5-24%	Benton	31,700	30,900	98
	Washington	38,500	37,500	97
<b>KANSAS</b>				
	Cowley	14,600	14,300	98
	Labette	10,000	9,800	98
	Neosho	7,400	7,300	99
<b>OKLAHOMA</b>				
	Latimer	3,700	3,600	97
	Le Flore	15,400	15,000	97
	Lincoln	10,400	10,300	99
	Noble	4,600	4,500	99
	Seminole	10,600	10,500	99
	Sequoyah	11,200	10,900	97
<b>Station Totals</b>		<b>657,300</b>	<b>647,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>421,400</b>		
<b>Average Daily Circulation (1983)</b>		<b>238,900</b>		

# Oklahoma—Tulsa

## KOKI-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3310-kw max. & 1480-kw horizontal visual, 331-kw max. & 148-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1274-ft. above ground, 1984-ft. above sea level.

Latitude 36° 01' 35.8"  
Longitude 95° 40' 43.7"

Transmitter: SW 1/4 of NE 1/4, Sec. 23, Twp. 18N, Range 15 East, near Coweta.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Tulsa 23, Limited Partnership, 7422 E. 46th Pl., Tulsa, Okla. 74145.

Studio: 7422 E. 46th Pl. Telephone: 918-663-6880.

Mailing Address: Box 33223, Tulsa, Okla. 74135.

Ownership: James U. Lavenstein, gen. partner, 10%; Benjamin F. Boddie, gen. partner, 3.5%; John H. Williams, Joanne S. Williams, Robert E. Thomas, Paribus Co. & Avitrol Corp., limited partners, 10% each; Walter H. Helmerich III & C. W. Flint Jr., limited partners, 7.5% each; 6 other limited partners, none with more than 5.5%.

Began Operation: Oct. 26, 1980.

Represented (sales) by Katz Television.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Silliman & Silliman.

### Personnel:

JAMES LAVENSTEIN, general manager.  
MIKE BRAKER, general & local sales manager.  
EUGENE WILKIN, program & film buyer.  
ROBERT G. HARDIE, chief engineer.  
WES BUTLER, production manager.  
LIBBY PARRISH, traffic manager.  
DICK ENDERWOOD, promotion manager.  
DENNIS MOORE, business manager.  
JAN HAMMER, national sales manager.

Highest 30 Sec. Rate: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Creek	22,400	22,000	98
	Mc Intosh	6,400	6,300	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Okmulgee	14,900	14,700	99
	Rogers	17,200	16,900	99
Wagoner	15,500	15,300	99	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Elk	1,800	1,700	97
	Montgomery	16,900	16,600	98



KOKI-TV BMPCT-800421KE Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,500	11,300	98
	Craig	5,500	5,400	98
	Haskell	4,500	4,400	98
	Nowata	4,600	4,500	98
	Osage	15,400	15,300	99
	Pawnee	6,200	6,100	98
	Tulsa	193,300	191,600	99
Washington	19,800	19,700	99	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Cherokee	8,800	8,700	99
Labette	10,000	9,800	98	
<b>MISSOURI</b>				
Mc Donald	5,800	5,700	98	
<b>OKLAHOMA</b>	Delaware	9,500	9,200	97
	Hughes	5,600	5,500	98
	Lincoln	10,400	10,300	99
	Okfuskee	4,400	4,300	98
	Ottawa	12,700	12,600	99
	Payne	23,600	23,300	99
	Pittsburg	15,600	15,300	98
	Sequoyah	11,200	10,900	97
<b>Station Totals</b>		<b>520,500</b>	<b>513,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>208,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>96,000</b>	

# Oklahoma—Tulsa

## KOTV

Ch. 6

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

News Services: AP, CBS, Group W Newsfeed, National Weather Wire.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: KOTV Inc., Third & Frankfort Sts. 74120.

Studio: Third & Frankfort Sts., Box 6, Tulsa 74101.

Telephone: 918-582-6666. TWX: 918-923-3356.

Ownership: Corinthian Bcstg. Corp., a wholly-owned subsidiary of Dun & Bradstreet Corp. Corinthian also owns & operates KHOU-TV, Houston; WANE-TV Ft. Wayne; WISH-TV, Indianapolis, Ind.; KXTV, Sacramento, Cal. & WVEC-TV, Hampton-Norfolk, Va. For other interests, see Corinthian under Group Ownership of TV Stations.

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 Corinthian Bcstg. approved 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 Inc.

Represented (legal) by Covington & Burling.

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

### Personnel:

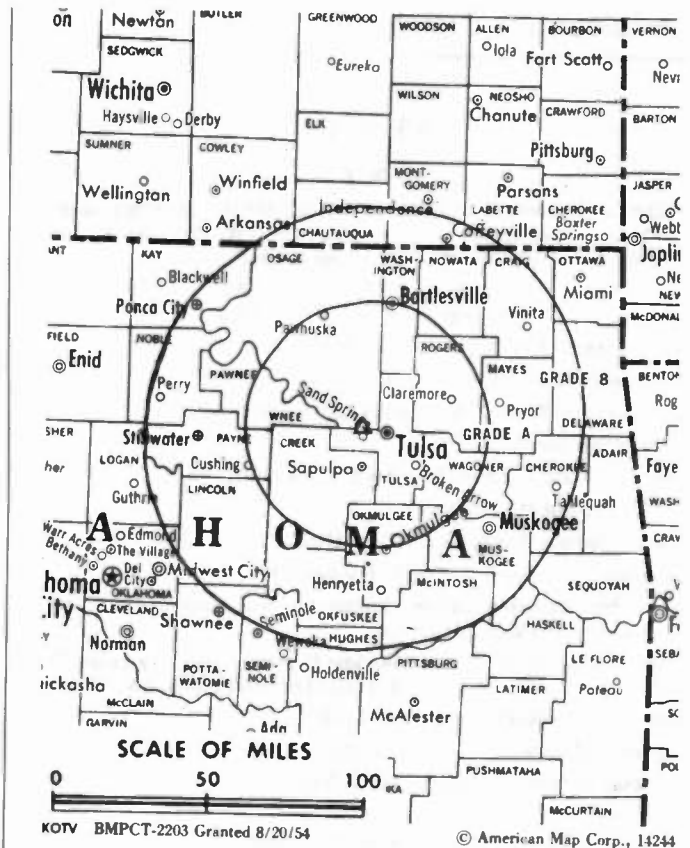
JAMES M. KING, president.  
JOHN IRVIN, vice president & general manager.  
JOSEPH MATTHEWS, general sales manager.  
BOB ALLEN, program director.  
JAMES BAUM, news director.  
DON STAFFORD, chief engineer.  
IRV JOHNSON, production manager.  
RICK HERRMANN, promotion manager.

Highest 30 Sec. Rate (July 1983): \$1200.

NETWORK BASE HOURLY RATE: \$3100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Montgomery	16,900	16,600	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,500	11,300	98
	Craig	5,500	5,400	98
	Creek	22,400	22,000	98
	Delaware	9,500	9,200	97
	Kay	20,000	19,800	99
	Mc Intosh	6,400	6,300	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Nowata	4,600	4,500	98
	Okfuskee	4,400	4,300	98
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99
Pawnee	6,200	6,100	98	
Pittsburg	15,600	15,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rogers	17,200	16,900	99
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
	Washington	19,800	19,700	99
Between 25-49%	<b>KANSAS</b>			
	Elk	1,800	1,700	97
	<b>OKLAHOMA</b>			
	Haskell	4,500	4,400	98
	Ottawa	12,700	12,600	99
Between 5-24%	Payne	23,600	23,300	99
	Sequoyah	11,200	10,900	97
	<b>ARKANSAS</b>			
	Benton	31,700	30,900	98
	Madison	4,400	4,200	95
	Washington	38,500	37,500	97
	<b>KANSAS</b>			
	Labette	10,000	9,800	98
	Wilson	4,900	4,700	97
	Woodson	1,800	1,700	94
<b>MISSOURI</b>				
Newton	15,800	15,600	98	
<b>OKLAHOMA</b>				
Blaine	5,400	5,300	98	
Coal	2,300	2,300	100	
Garfield	25,200	24,900	99	
Hughes	5,600	5,500	98	
Latimer	3,700	3,600	97	
Le Flore	15,400	15,000	97	
Lincoln	10,400	10,300	99	
Noble	4,600	4,500	99	
Seminole	10,600	10,500	99	
<b>Station Totals</b>		<b>690,200</b>	<b>679,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>445,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>261,300</b>	



# 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' 08.5"  
Longitude 95° 36' 55.0"

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

News Services: AP, NIWS.

Satellite Earth Station: Automation Techniques; 4-meter.

Network Service: ABC.

Licensee: KTUL Television Inc., Box 8, Tulsa 74101.

Studio: Lookout Mt., Tulsa.

Mailing Address: Box 8, Tulsa, Okla. 74101.

Telephone: 918-446-3351. TWX: 910-845-2181.

Ownership: Allbritton Communications Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 18, 1954. Sale to present owner by Leake TV Inc. approved by FCC Feb. 14, 1983 (Television Digest, Vol. 22:45).

Represented (sales) by Petry Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN GARWOOD, president & general manager.

STEPHEN DANT, general sales manager.

TRUMAN CRISS, local sales manager.

P. KENT DOLL, operations manager.

BILL SCHOCK, chief engineer.

DON FELDMAN, news director.

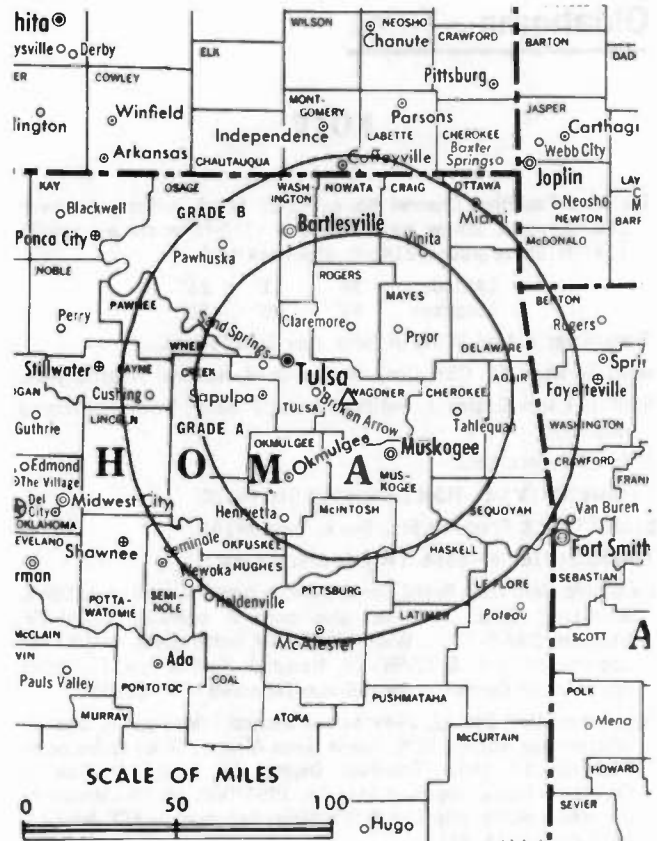
STORM SMITH, director of community affairs.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1025.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Benton	31,700	30,900	98
	Washington	38,500	37,500	97
	<b>KANSAS</b>			
	Montgomery	16,900	16,600	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,500	11,300	98
	Craig	5,500	5,400	98
	Creek	22,400	22,000	98
	Delaware	9,500	9,200	97
	Haskell	4,500	4,400	98
	Latimer	3,700	3,600	97
	Le Flore	15,400	15,000	97
	Mc Intosh	6,400	6,300	98
	Mayes	12,500	12,300	98
	Muskogee	25,800	25,400	98
	Nowata	4,600	4,500	98
	Okfuskee	4,400	4,300	98
	Okmulgee	14,900	14,700	99
	Osage	15,400	15,300	99
	Pawnee	6,200	6,100	98
	Pittsburg	15,600	15,300	98
	Rogers	17,200	16,900	99
	Sequoyah	11,200	10,900	97
	Tulsa	193,300	191,600	99
	Wagoner	15,500	15,300	99
	Washington	19,800	19,700	99

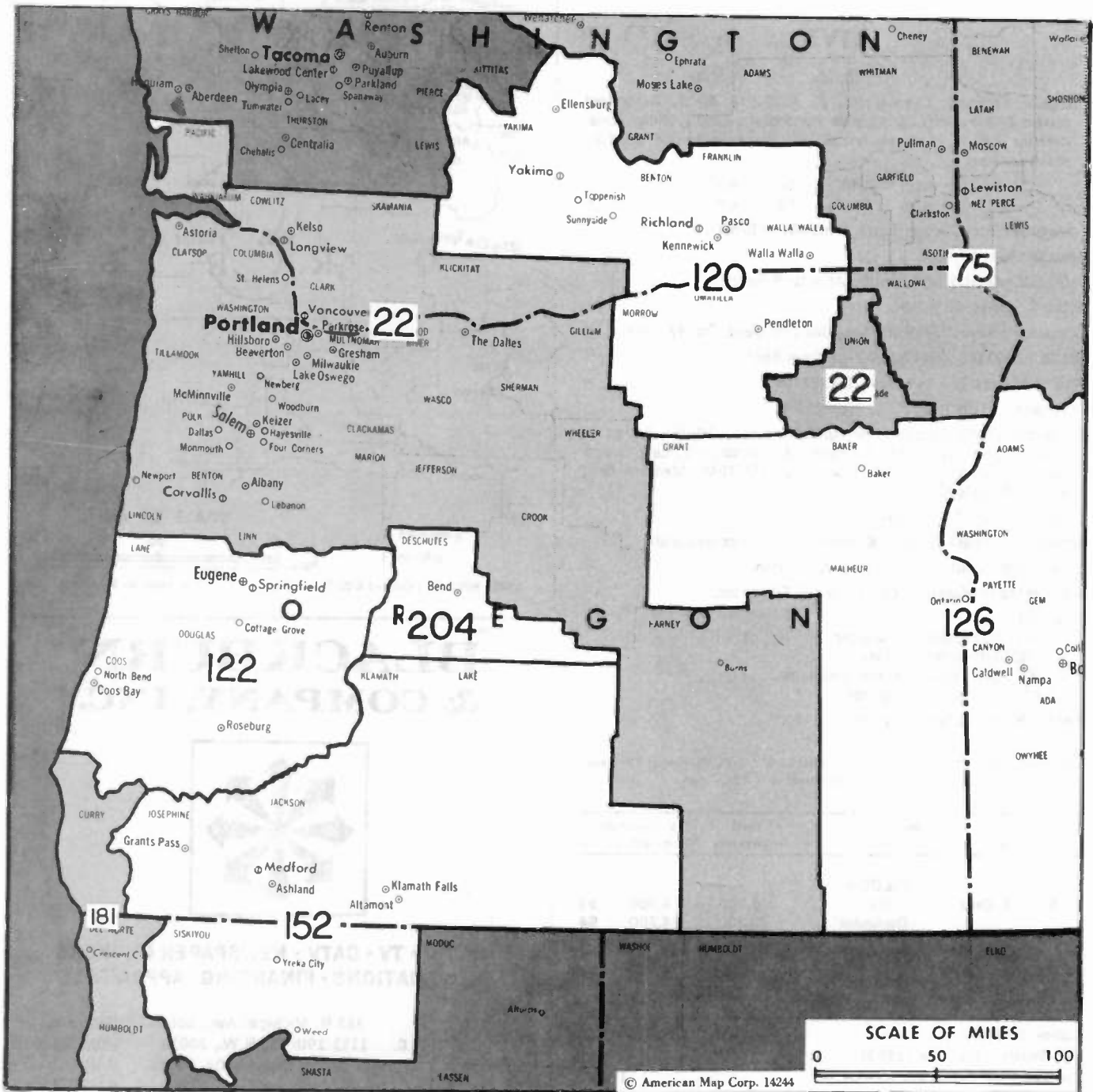


KTUL-TV BPCT-2941 Granted 2/19/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Scott	3,800	3,700	97
	Sebastian	37,800	37,300	99
	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Elk	1,800	1,700	97
	Wilson	4,900	4,700	97
	<b>OKLAHOMA</b>			
	Hughes	5,600	5,500	98
	Mc Curtaln	13,100	12,700	97
	Ottawa	12,700	12,600	99
	Payne	23,600	23,300	99
	Seminole	10,600	10,500	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Crawford	13,600	13,200	97
	Franklin	5,600	5,500	97
	Newton	3,000	2,800	95
	Polk	6,600	6,400	97
	<b>KANSAS</b>			
	Cherokee	8,800	8,700	99
	Labette	10,000	9,800	98
	<b>MISSOURI</b>			
	Mc Donald	5,800	5,700	98
	Newton	15,800	15,600	98
	<b>OKLAHOMA</b>			
	Atoka	4,600	4,500	98
	Coal	2,300	2,300	100
	Kay	20,000	19,800	99
	Lincoln	10,400	10,300	99
	Pontotoc	12,800	12,700	99
	Pushmataha	4,800	4,600	96
<b>Station Totals</b>		<b>769,100</b>	<b>756,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>513,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>319,000</b>	

# Oregon



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Portland, Ore.	814,100	22	476,000	23	KATU (2), KECH (22), KGW-TV (8), KOIN-TV (6), KPTV (12)
Spokane, Wash.	326,900	75	175,000	77	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, Ore.	167,300	122	74,000	137	KCBY-TV (11), KEZI-TV (9), KPIC (4), KVAL-TV (13)
Yakima, Wash.	168,500	120	83,000	134	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)
Boise, Ida.	158,100	126	94,000	124	KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
Medford, Ore.	117,300	152	59,000	156	KOBI (5), KOTI (2), KTVL (10)
Eureka, Cal.	56,800	181	23,000	182	KIEM-TV (3), KVIQ (6)
Bend, Ore.	25,400	204	5,000	207	KTZV (21)

### Oregon Station Status as of October 1, 1983

Commercial Television Stations  
Educational Television Stations

VHF	UHF	TOTAL
11	2	13
5	0	5
		18

# Oregon—Bend

**KTVZ**

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 3.98-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

Latitude 44° 04' 40"  
Longitude 121° 19' 49"

Transmitter: Atop Awbrey Butte, 1-mi. NW of Bend.

News Services: AP, NBC.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: CBS, NBC.

Licensee: Ponderosa Television Inc., Box 149, Bend, Ore. 97709.

Studio: 62990 O.B. Riley Rd., 0.7-mi. from Bend.

Mailing Address: Box 149, Bend, Ore. 97709.

Telephone: 503-389-6511.

Ownership: Sierra Cascade Communications Inc., 100%. George R. Johnson, pres.-treas., 92.5%; Robert R. Johnson, v.p.; Lela Phipps, secy.; Gloria Johnson, 7.5%. Also owns KTMT(FM), Medford, Ore.; KQMS, Redding, Cal.

Began Operation: Nov. 6, 1977.

Represented (sales) by Avery-Knodel Inc.; S/R Reps (regional).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

JOHN LARKIN, general manager.

ROB RECTOR, sales manager.

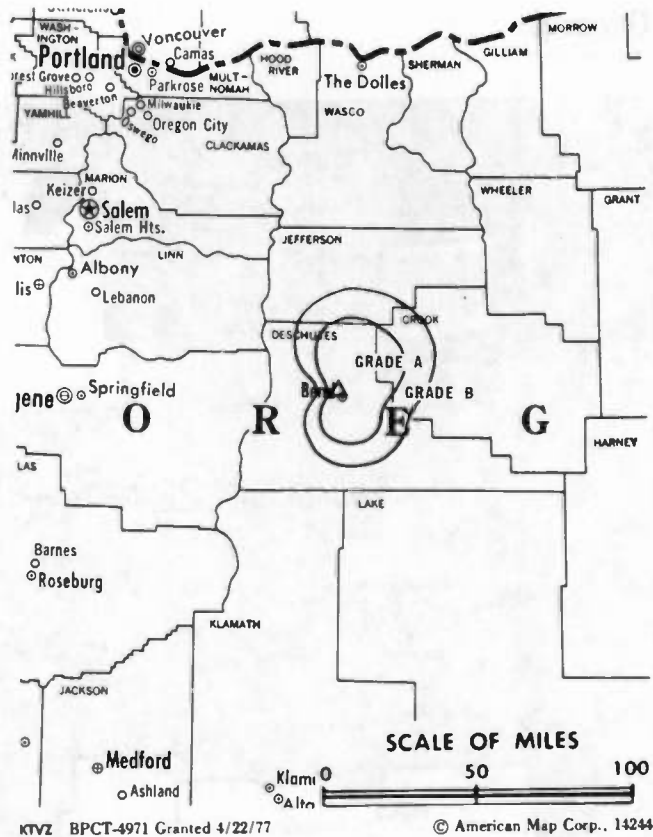
TERESA BOLLARD, operations manager.

GARY STIGALL, chief engineer.

Highest 30 Sec. Rate (May 1, 1982): \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

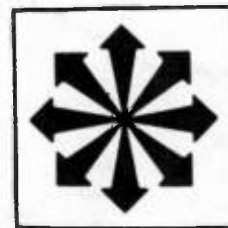
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b> Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
Between 25-49%	<b>OREGON</b> Jefferson	4,400	4,200	95
<b>Station Totals</b>		<b>35,800</b>	<b>33,800</b>	<b>94</b>
<b>Net Weekly Circulation (1983)</b>			<b>27,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>16,800</b>	



KTVZ BPCT-4971 Granted 4/22/77

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**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Oregon—Coos Bay-North Bend

## 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: 631-ft. above av. terrain, 200-ft. above ground, 1060-ft. above sea level.

Latitude 43° 23' 26.0"  
Longitude 124° 07' 46.3"

Transmitter: 5-mi. ENE of city center.

News Services: AP, NIWS.

Network Service: CBS.

Licensee: Eugene Television Inc., Box 1156, Coos Bay, Ore. 97420.

Studio: Coal Bank, Slough Rd.

Mailing Address: Box 1156, Coos Bay, Ore. 97420.

Telephone: 503-269-1111.

Ownership: See KVAL-TV, Eugene, Ore.

Began Operation: Oct. 1, 1960.

Represented (sales) by Katz Television; Art Moore Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

GLENN NICKELL, vice president & general manager.

BRUCE BENNETT, station manager.

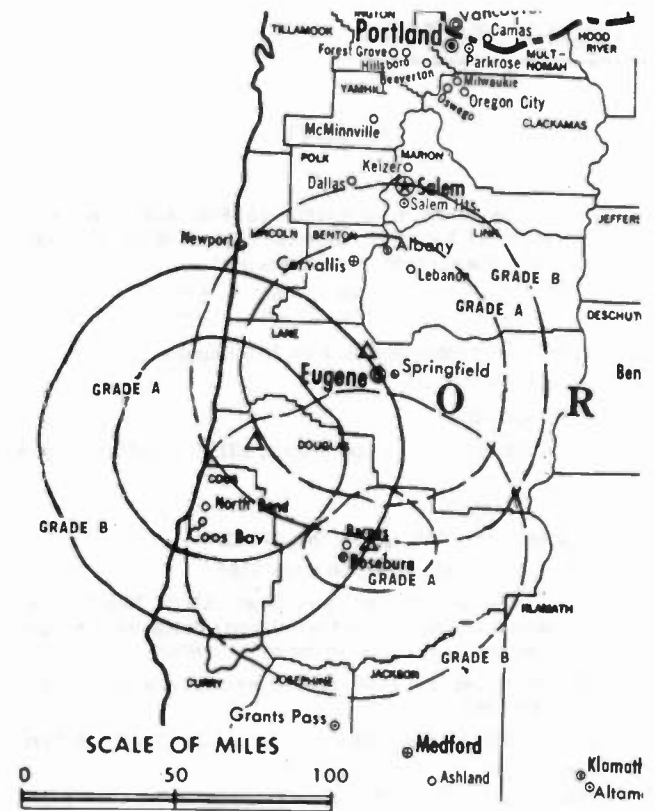
DICK WITZEL, chief engineer.

Rates: Sold in combination with KVAL-TV, Eugene.

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

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
50% & Over	Coos	24,900	23,100	93



KCBY-TV BPCT-2309 Granted 9/23/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
Between 25-49%	Curry	7,500	6,900	92
<b>OREGON</b>				
Between 5-24%	Douglas	36,100	34,400	95
<b>Station Totals</b>		<b>68,500</b>	<b>64,400</b>	<b>94</b>
Net Weekly Circulation (1983)			30,300	
Average Daily Circulation (1983)			22,000	

# Oregon—Eugene

## KEZI-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

Latitude 44° 06' 57"  
Longitude 122° 59' 57"

Transmitter: Coburg Ridge, approx. 7-mi. NE of Eugene.

News Services: AP, UPI, ABC.

Network Service: ABC.

Licensee: Chambers Communications Corp., 101 E. Broadway, Eugene 97401.

Studio: 2225 Coburg Rd.

Mailing Address: Box 7009, Eugene, Ore. 97401.

Telephone: 503-485-5611. TWX: 503-485-0488.

Ownership: Carolyn S. Chambers, pres.-treas., 100%; Phil Cass Jr., secy. Chambers is proposed trustee of Liberty Bcstg. Inc. For other Liberty interests, see Group Ownership of TV Stations.

Began Operation: Dec. 19, 1960. Sale to present owner approved by FCC Aug. 10, 1983.

Represented (sales) by Blair Television; Tacher Co. (Seattle & Portland).

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

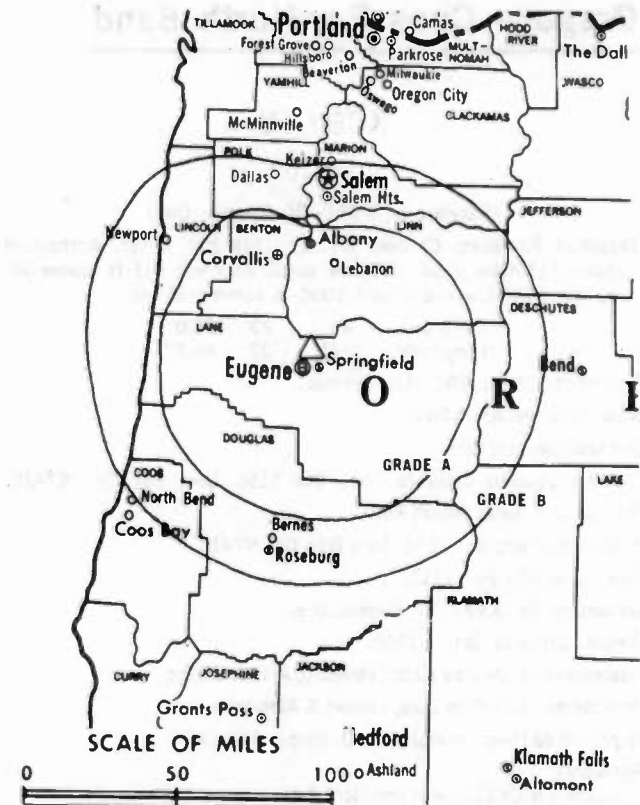
### Personnel:

CAROLYN S. CHAMBERS, president.  
JIM PUTNEY, general manager.  
DAVE LARSON, director of operations.  
DAVID WEINKAUF, local sales manager.  
KRIS BUSHNELL, national/regional sales coordinator.  
JOE SMELSER, production manager.  
DON CLARK, news director.  
DENNIS HUNT, chief engineer.

Highest 30 Sec. Rate (Jan. 1, 1982): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Benton	26,100	24,400	93
	Coos	24,900	23,100	93
	Douglas	36,100	34,400	95
	Lane	112,100	108,000	96
	Linn	35,400	34,000	96



KEZI-TV BPCT-820721KJ Granted 9/29/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OREGON</b>			
	Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
	Lincoln	16,100	14,800	92
	Polk	17,900	17,300	96
<b>Between 5-24%</b>	<b>OREGON</b>			
	Jefferson	4,400	4,200	95
	Marion	81,500	78,200	96
	Yamhill	21,100	20,100	95
<b>Station Totals</b>		<b>407,000</b>	<b>388,100</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>			<b>194,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>105,600</b>	

# Oregon—Eugene

## KMTR-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

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

Transmitter: Coburg Ridge, near Eugene.

News Services: AP, Group W Newsfeed, NBC.

Satellite Earth Station: Harris, 6.1-meter.

Network Service: NBC.

Licensee: KMTR Inc., Box 7365, Eugene, Ore. 97401.

Studio: 3825 International Court, Springfield 97477.

Mailing Address: Box 7365, Eugene, Ore. 97401.

Telephone: 503-746-1600.

Ownership: Robert W. Davis, pres., 9%; Fortney H. Stark Jr., 11.5%; Robert E. Lee, H. B. Person, Richard C., Tom R. & Carol B. Williams, Betty L. Smith, Campbell T. Wilson, Randall W. Antik, Joseph H. Gonyea, David J. McRoberts, Charles E. Warren, Robert E. McNutt, Marylne Fraederick, Kyung Gregor, Doris Storms & Peter Murphy Jr., 4.5% each; 6 others, none with as much as 4.5%.

Began Operation: Oct. 4, 1982.

Represented (sales) by Seltel Inc.; Northwest Television Sales (regional).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hatfield & Dawson.

### Personnel:

ROBERT W. DAVIS, president & general manager.

CAM WILSON, general sales manager.

JUDITH E. BELL, program director.

CAROL B. WILLIAMS, controller.

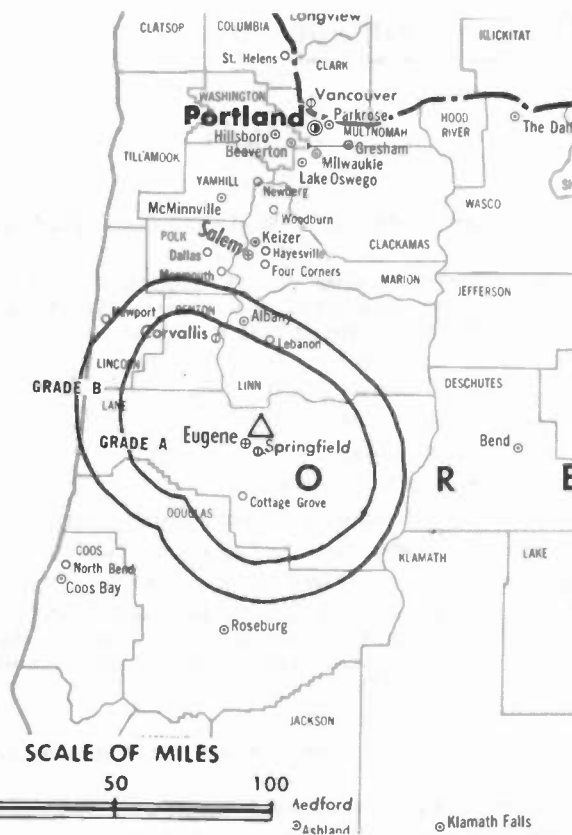
JOHN A. BREDESEN, chief engineer.

PAUL C. RIESS, news director.

Highest 30 Sec. Rate (July 27, 1983): \$335.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON Lane	112,100	108,000	96
Between 5-24%	OREGON Benton	26,100	24,400	93
	Linn	35,400	34,000	96
Station Totals		173,600	166,400	95
Net Weekly Circulation (1983)			51,400	
Average Daily Circulation (1983)			25,700	



KMTR-TV BPCT-790507KJ Granted 10/19/81

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# 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.

News Services: AP, NIWS.

Network Service: CBS.

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

Studio: Blanton Heights, Box 1313, Eugene, Ore. 97401.

Telephone: 503-342-4961. TWX: 510-597-0365.

Ownership: Robert P. Booth, 13.63%; Leola Winn, 9.5%; C. Philip Tillman, 9%; Janeth H. Sponenburgh, 8%; Willis B. Sheppard, 7.5%; Edward T. Gardner, 6.67%; others. For other interests, see Group Ownership of TV Stations.

Began Operation: April 15, 1954.

Represented (sales) by Katz Television; Art Moore Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

GLENN NICKELL, vice president & general manager.

BONNIE COLE, national sales.

GORDON BUSSEY, local sales.

JOHN DOYLE, news director.

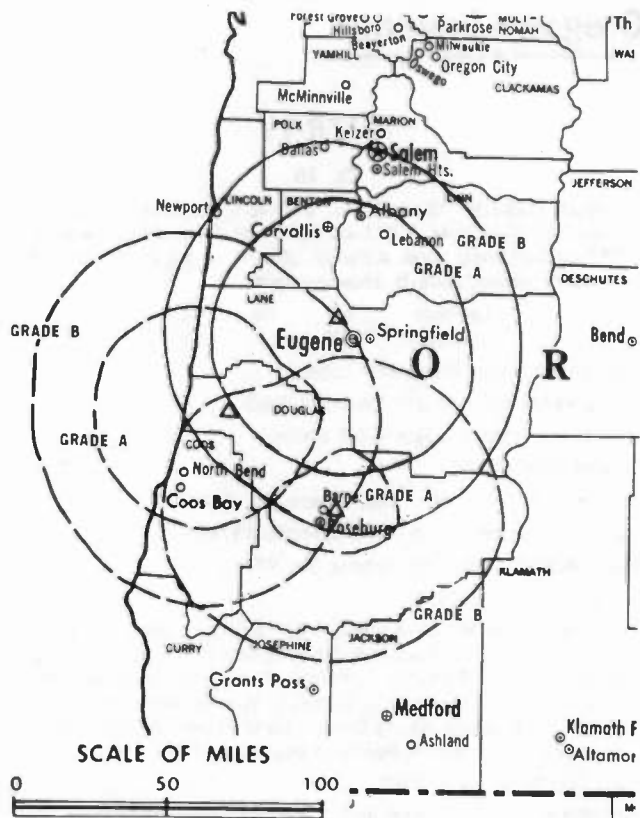
JAMES BOWEN, director of engineering.

Highest 30 Sec. Rate (July 25, 1983): \$400.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Benton	26,100	24,400	93
	Lane	112,100	108,000	96



KVAL-TV BPCT-3588 Granted 2/23/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
Between 25-49%	Linn	35,400	34,000	96
	Polk	17,900	17,300	96
<b>OREGON</b>				
Between 5-24%	Deschutes	26,200	24,700	94
	Douglas	36,100	34,400	95
	Josephine	24,400	23,000	94
	Klamath	23,100	22,300	97
	Lincoln	16,100	14,800	92
	Marion	81,500	78,200	96
	Wheeler	600	600	100
	Yamhill	21,100	20,100	95
<b>Station Totals</b>		<b>420,600</b>	<b>401,800</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>			<b>168,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>97,000</b>	

# Oregon—Klamath Falls

## 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"

Holds CP for change to 35.5-kw visual, 3.55-kw aural, 2185-ft. above av. terrain, 183-ft. above ground, 6583-ft. above sea level, lat. 42° 05' 48", long. 121° 37' 57"; transmitter to Mt. Stukel, Klamath Falls.

Transmitter: 3-mi. NNE of city.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 4.5-meter.

Network Service: NBC, ABC.

Licensee: Oregon Broadcasting Co., Box 5M, Medford, Ore. 97501.

Studio: Third & Main Sts., Box 2K, Klamath Falls 97601.

Telephone: 503-884-8131.

Ownership: Same as KOBI, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Blair Television; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM B. SMULLIN, chairman.

EDWARD W. ZANDER, president & general manager.

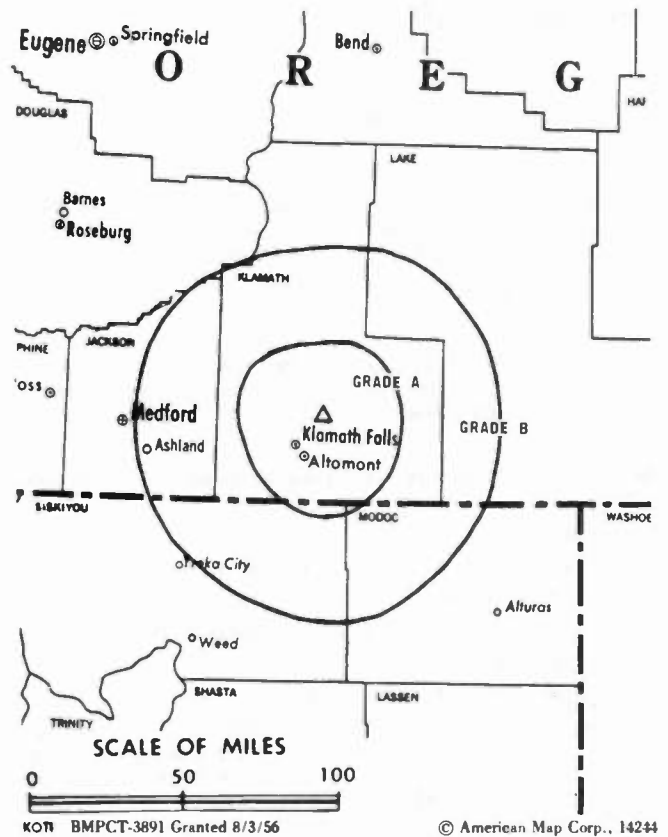
MICHELE IRVING, station manager.

Rates: See KOBI, Medford, Ore.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Klamath	23,100	22,300	97
	Lake	3,100	2,900	93



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Modoc	3,500	3,200	93
Between 5-24%	<b>CALIFORNIA</b>			
	Siskiyou	16,100	15,000	93
<b>Station Totals</b>		45,800	43,400	94
<b>Net Weekly Circulation (1983)</b>			25,300	
<b>Average Daily Circulation (1983)</b>			17,100	



# Oregon—Medford

## KOBI

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"

Holds CP for change to 60.3-kw max. visual, 8.13-kw max. aural, 2700-ft. above av. terrain, 128-ft. above ground, 5391-ft. above sea level, lat. 42° 41' 31", long. 123° 13' 42"; transmitter to King Mtn., approx. 28-mi. NW of Medford.

Transmitter: King Mtn.

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

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta; 4.5-meter.

Network Service: NBC, ABC.

Licensee: Oregon Broadcasting Co., Box 5M, Medford 97501.

Studio: 2000 Crater Lake Hwy. 97501.

Telephone: 503-779-5555. TWX: 510-757-0607.

Ownership: California-Oregon Bcstg. Investments, a Partnership, 100%. The Smullin family owns 98% of Cal.-Ore. Bcstg. KOBI also owns KOTI, Klamath Falls, Ore. Cal.-Ore. Bcstg. Inc. also owns 50% of KPIC, Roseburg, Ore. and controls KRCR-TV, Redding, Cal.; KAGI(AM), Grants Pass, Ore.; KEKA(AM), Eureka, Cal.

Began Operation: Aug. 1, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

### Personnel:

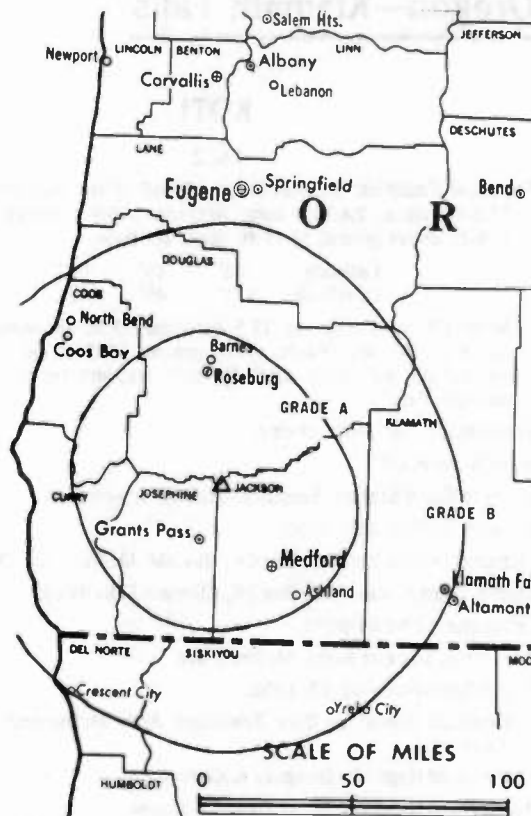
WILLIAM B. SMULLIN, chairman.  
ED ZANDER, president.  
PATRICIA C. SMULLIN, vice president.  
DEL CANTRALL, vice president, engineering.  
TAM MOORE, program manager.  
BILL G. KIRK, chief engineer.

Average 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$671.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Coos	24,900	23,100	93
	Curry	7,500	6,900	92



KOBI BPCT-3683 Granted 7/26/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	36,100	34,400	95
	Jackson	53,700	51,900	97
	Josephine	24,400	23,000	94
Between 25-49%	<b>CALIFORNIA</b> Siskiyou	16,100	15,000	93
Between 5-24%	<b>CALIFORNIA</b>			
	Del Norte	7,500	7,000	93
	Modoc	3,500	3,200	93
Station Totals	<b>OREGON</b>			
	Deschutes	26,200	24,700	94
	Klamath	23,100	22,300	97
	Lane	112,100	108,000	96
Station Totals		335,100	319,500	95
Net Weekly Circulation (1983)			132,500	
Average Daily Circulation (1983)			82,100	

# Oregon—Medford

## KTVL

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.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 3.65-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Freedom Communications Inc., Box 10, Medford 97501.

Studio: Rossanley Dr., Medford.

Telephone: 503-773-7373. TWX: 510-757-0606.

Ownership: D. R. Segal, pres.; Richard K. Walker, v.p.-chief financial officer; Jonathan Segal, v.p.; Richard A. Wallace, secy.; Freedom Newspapers Inc., 100%. FNI ownership: Clarence H. Hoiles, chmn. & chief exec. officer; 12.9%; D. R. Segal, pres.; Robert C. Hardy, v.p., 7.9%; R. D. Threshie Jr., v.p., 3.9%; Richard A. Wallace, secy., 3.4%; Albert W. Bassett, treas., 3.6%; Douglas R. Hardie, asst. secy., 2.3%; David C. Hardie, asst. secy., 1.1%; Mary J. Hardie, 25.2%; Harry H. Hoiles, 16.1%; Judith H. Threshie, 4.6%; Pamela H. Bryan, 4.5%; Mary E. H. Bassett, 4.4%; Patricia H. Wallace & Timothy C. Holles, 4.3% each; Penelope A. H. Oncken, 3.9%; Barbara C. Hoiles, 3.5%; Steven R. Hardie, 1.6%; Eugene X. Bryan & Ricky C. Oncken, 0.1% each; more than 30 others. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Oct. 3, 1961. Sale to present owner by Sierra/Cascade Communications Inc. approved by FCC July 7, 1981.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

WILLIAM T. SIMMONS JR., vice president & general manager.  
RYHAN McDERMOTT, national sales manager.  
JOHN SOUZA, operations manager.  
DAVE BALFOUR, chief engineer.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Modoc	3,500	3,200	93
	Siskiyou	16,100	15,000	93
	<b>OREGON</b>			
	Jackson	53,700	51,900	97
Josephine	24,400	23,000	94	
Klamath	23,100	22,300	97	
Lake	3,100	2,900	93	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Del Norte	7,500	7,000	93
	<b>OREGON</b>			
	Curry	7,500	6,900	92
Between 5-24%	<b>CALIFORNIA</b>			
	Mendocino	27,200	25,100	92
	<b>OREGON</b>			
	Douglas	36,100	34,400	95
<b>Station Totals</b>		<b>202,200</b>	<b>191,700</b>	<b>94</b>
Net Weekly Circulation (1983)			113,300	
Average Daily Circulation (1983)			73,000	

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ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

# Oregon—Portland

## KATU

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.0"  
Longitude 122° 44' 37.5"

Transmitter: 225 NW Skyline Blvd.

News Services: AP, UPI.

Satellite Earth Station: Transmit/receive, Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland.

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

Mailing Address: Box 2, Portland, Ore. 97207.

Telephone: 503-231-4222. TWX: 910-464-4700.

Ownership: Fisher Companies Inc. Fisher Broadcasting Inc. is also licensee of KOMO-TV-AM, Seattle, Wash.

Began Operation: March 15, 1962.

Represented (sales) by Katz Television; Andy McDermott Sales Ltd. (Canada).

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

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

Personnel:

W. W. WARREN, chairman of the board.  
THOMAS R. DARGAN, exec. vice president & general manager.  
SHERWOOD (SKIP) HINMAN, v.p. & station manager.  
TOM OBERG, general sales manager.  
JIM ROGERS, sales manager.  
STAN HUBERT, local sales manager.  
ROBERT KALSTAD, program director.  
WILLIAM VANDERMAY, manager of engineering.  
JOELLA WERLIN, public affairs director.  
JOHN KLINE, news director.

Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate (Sept. 1983): \$5000.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Benton	26,100	24,400	93
	Clackamas	91,500	88,600	97
	Clatsop	13,300	12,600	94
	Columbia	13,700	13,200	96
	Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
	Gilliam	800	800	94
	Harney	3,200	2,900	92
	Hood River	6,400	6,000	94
	Jefferson	4,400	4,200	95
	Lincoln	16,100	14,800	92
	Linn	35,400	34,000	96
	Marion	81,500	78,200	96
	Multnomah	241,200	232,300	96
	Polk	17,900	17,300	96



KATU BPCT-3063 Granted 6/26/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sherman	800	800	100
	Tillamook	8,900	8,300	93
	Union	9,200	8,600	93
	Wasco	8,700	8,200	94
	Washington	101,900	99,600	98
	Wheeler	600	600	100
	Yamhill	21,100	20,100	95
	<b>WASHINGTON</b>			
	Clark	76,300	74,300	97
	Cowlitz	31,400	30,400	97
	Klickitat	6,200	5,800	94
	Skamania	3,100	2,900	93
	Wahkiakum	1,500	1,400	93
<b>Between 25-49%</b>	<b>OREGON</b>			
	Grant	3,300	2,900	88
	Lake	3,100	2,900	93
	Morrow	2,900	2,700	93
	Umatilla	22,700	21,300	94
<b>WASHINGTON</b>	Lewis	21,600	20,600	95
	Pacific	7,400	6,900	93
	<b>Between 5-24%</b>	<b>OREGON</b>		
Douglas		36,100	34,400	95
Jackson		53,700	51,900	97
Josephine		24,400	23,000	94
Klamath		23,100	22,300	97
Lane		112,100	108,000	96
<b>Station Totals</b>		<b>1,169,500</b>	<b>1,122,900</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>773,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>481,000</b>	

# Oregon—Portland

## KGW-TV

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.

AM Affiliate: KGW, 5-kw, 620 kHz.

FM Affiliate: KINK, 97-kw, 101.9 MHz (No. 270), 1610-ft.

News Services: NBC, AP, UPI, King Bcstg. Washington Bureau.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: NBC.

Licensee: King Broadcasting Co., 1501 S.W. Jefferson St., Portland, Ore. 97201.

Studio: 1501 S.W. Jefferson St., Portland, Ore. 97201.

Telephone: 503-226-5000. TWX: 503-224-1901.

Ownership: See KING-TV, Seattle, Wash.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

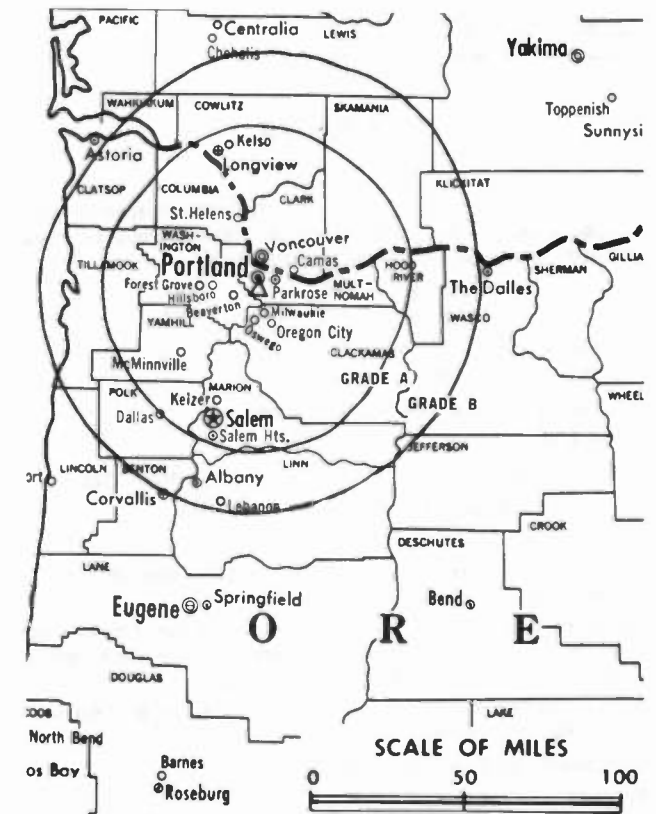
- IRWIN STARR, vice president & general manager.
- CHARLES M. GEHRING, general sales manager.
- CASS SCHNITZER, national sales manager.
- HOWARD NOLTE, sales manager.
- JOHN YOUNG, sales manager.
- CRAIG SMITH, program director.
- LYNN KURTH, chief engineer.
- BARBARA SOBOCINSKI, publicity & promotion manager.
- PAUL SANDS, news director.
- RANDY WILTGEN, public affairs director.
- JANE ADAMS, traffic manager.
- BOB GALLUCCI, business manager.
- REAGAN RAMSEY, production manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Clackamas	91,500	88,600	97
	Clatsop	13,300	12,600	94
	Columbia	13,700	13,200	96
	Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
	Grant	3,300	2,900	88
	Harney	3,200	2,900	92
	Hood River	6,400	6,000	94
	Jefferson	4,400	4,200	95
	Lincoln	16,100	14,800	92
	Linn	35,400	34,000	96
	Marion	81,500	78,200	96
	Multnomah	241,200	232,300	96
	Polk	17,900	17,300	96
	Sherman	800	800	100
Tillamook	8,900	8,300	93	
Union	9,200	8,600	93	



KGW-TV BMPCT-5919 Granted 11/21/63

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Wasco	8,700	8,200	94	
	Washington	101,900	99,600	98	
	Yamhill	21,100	20,100	95	
	<b>WASHINGTON</b>				
	Clark	76,300	74,300	97	
	Cowlitz	31,400	30,400	97	
	Klickitat	6,200	5,800	94	
	Skamania	3,100	2,900	93	
	<b>Between 25-49%</b>	<b>OREGON</b>			
		Benton	26,100	24,400	93
Coos		24,900	23,100	93	
Lake		3,100	2,900	93	
Morrow		2,900	2,700	93	
Umatilla		22,700	21,300	94	
Wheeler		600	600	100	
<b>WASHINGTON</b>					
Lewis		21,600	20,600	95	
Pacific		7,400	6,900	93	
Wahkiakum	1,500	1,400	93		
<b>Between 5-24%</b>	<b>OREGON</b>				
	Douglas	36,100	34,400	95	
	Gilliam	800	800	94	
	Jackson	53,700	51,900	97	
	Josephine	24,400	23,000	94	
	Klamath	23,100	22,300	97	
	Lane	112,100	108,000	96	
	<b>WASHINGTON</b>				
	Grays Harbor	26,500	24,900	94	
	Jefferson	7,100	6,800	96	
<b>Station Totals</b>		<b>1,228,000</b>	<b>1,177,700</b>	<b>95</b>	
<b>Net Weekly Circulation (1983)</b>			<b>784,000</b>		
<b>Average Daily Circulation (1983)</b>			<b>453,700</b>		

# 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.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: KOIN-TV Inc., 140 S.W. Columbia St., Portland 97201.

Studio: 140 S.W. Columbia St., Portland, Ore. 97201.

Telephone: 503-243-6666. TWX: 910-464-1520.

Ownership: Lee Enterprises Inc., 100%. For other interests see Group Ownership of TV Stations.

Began Operation: Oct. 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:21).

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

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

RICHARD M. (MICK) SCHAFFBUCH, vice president & general manager.

HOWARD KENNEDY, station manager.

C. STEPHEN CURRIE, broadcast operations manager.

JANE HOYT, promotion manager.

FRANK TAYLOR, production manager.

KAREN LEE RICE, director of public affairs.

HERB DAVIDSON, director of engineering.

LINDA SOUTH, traffic manager.

DUSTINE DAVIDSON, controller.

TED BRYANT, news director.

BOB BURKE, personnel director.

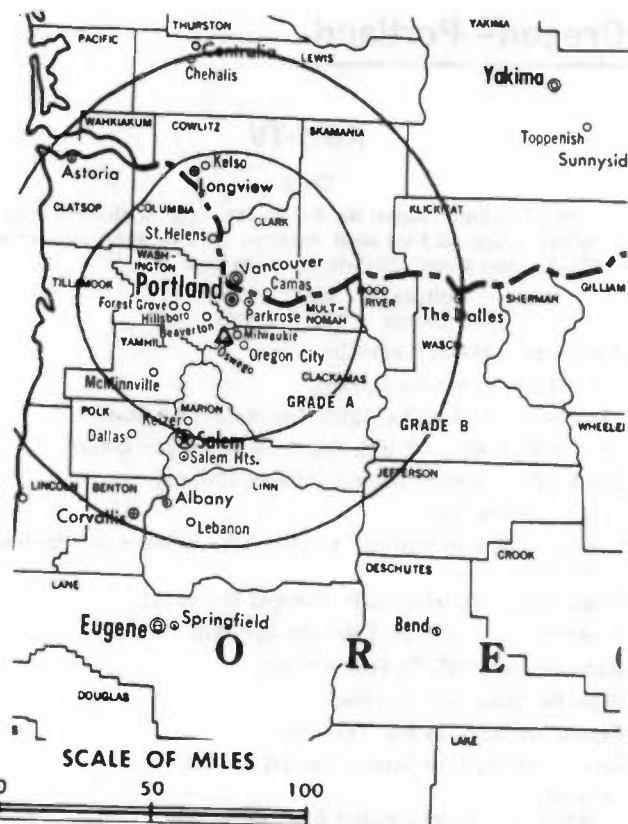
Highest One Hour Rate: \$8500.

Highest 30 Sec. Rate: \$3700.

NETWORK BASE HOURLY RATE: \$1305.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Benton	26,100	24,400	93
	Clackamas	91,500	88,600	97
	Clatsop	13,300	12,600	94
	Columbia	13,700	13,200	96
	Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
	Gilliam	800	800	94
	Harney	3,200	2,900	92
	Hood River	6,400	6,000	94
	Jefferson	4,400	4,200	95
	Lincoln	16,100	14,800	92
	Linn	35,400	34,000	96
	Marion	81,500	78,200	96
	Multnomah	241,200	232,300	96
	Polk	17,900	17,300	96
Sherman	800	800	100	



KOIN-TV BMPCT-5941 Granted 3/19/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tillamook	8,900	8,300	93
	Union	9,200	8,600	93
	Wasco	8,700	8,200	94
	Washington	101,900	99,600	98
	Wheeler	600	600	100
	Yamhill	21,100	20,100	95
	<b>WASHINGTON</b>	Clark	76,300	74,300
Cowlitz		31,400	30,400	97
Klickitat		6,200	5,800	94
Skamania		3,100	2,900	93
Wahkiakum		1,500	1,400	93
<b>OREGON</b>		Lake	3,100	2,900
	Lane	112,100	108,000	96
	Morrow	2,900	2,700	93
	Umatilla	22,700	21,300	94
<b>WASHINGTON</b>	Grays Harbor	26,500	24,900	94
	Lewis	21,600	20,600	95
	Pacific	7,400	6,900	93
<b>OREGON</b>	Coos	24,900	23,100	93
	Douglas	36,100	34,400	95
	Jackson	53,700	51,900	97
	Josephine	24,400	23,000	94
	Klamath	23,100	22,300	97
	<b>Station Totals</b>		<b>1,217,600</b>	<b>1,168,000</b>
<b>Net Weekly Circulation (1983)</b>			<b>821,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>496,700</b>	

# Oregon—Portland

KPTV

Ch. 12



TELEREP INC.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-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.

News Services: AP, INN, INDX, Newsweek.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Oregon Television Inc., Box 3401, Portland 97208.

Studio: 735 SW 20th Place 97205.

Mailing Address: Box 3401, Portland, Ore. 97208.

Telephone: 503-222-9921. TWX: 910-464-6136.

Ownership: Chris-Craft Industries Inc., 100%. Oregon Television Inc. officers are: Herbert J. Siegel, chmn. of board; John S. Hansen, pres.; Evan Thompson, v.p.; Lawrence Barnett, v.p.; Barry S. Greene, secy.-treas.; Humberto Carlos, asst. secy.-treas. For other Chris-Craft Industries Inc. interests, see Group Ownership of TV Stations.

Began Operation: March 9, 1955. George Haggarty's purchase of KLOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10, 11, 16, 18). Transfer from George Haggarty to NAFI Corp. approved July 22, 1959. (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 Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

Represented (sales) by TeleRep Inc.

Represented (legal) by Hogan & Hartson.

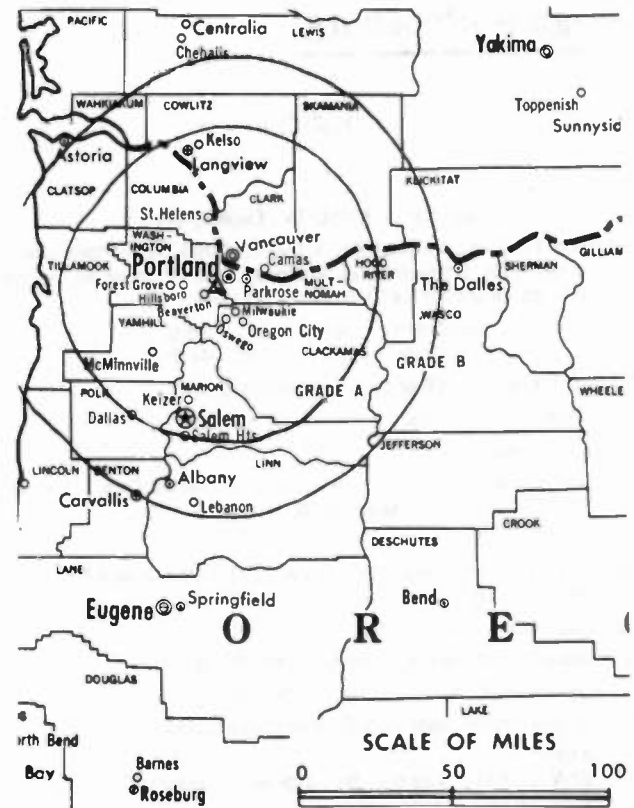
Personnel:

JOHN S. HANSEN, president.  
MARTY BRANTLEY, vice president & general manager.  
COLLIN CHISHOLM, local sales manager.  
CONNIE MARTIN, general sales manager.  
JILL KAUFFMAN, national sales manager.  
GORDON WHITE, program manager & film buyer.  
BILL SWING, news director.  
CRAIG MILLER, promotion manager.  
GENE PHELPS, chief engineer.  
HUMBERTO CARLOS, business manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Benton	26,100	24,400	93
	Clackamas	91,500	88,600	97
	Clatsop	13,300	12,600	94
	Columbia	13,700	13,200	96
	Crook	5,200	4,900	94
	Deschutes	26,200	24,700	94
	Harney	3,200	2,900	92
	Hood River	6,400	6,000	94
	Jefferson	4,400	4,200	95
	Lincoln	16,100	14,800	92
	Linn	35,400	34,000	96



KPTV BMPCT-5915 Granted 12/3/63

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Marion	81,500	78,200	96	
	Multnomah	241,200	232,300	96	
	Polk	17,900	17,300	96	
	Tillamook	8,900	8,300	93	
	Union	9,200	8,600	93	
	Wasco	8,700	8,200	94	
	Washington	101,900	99,600	98	
	Yamhill	21,100	20,100	95	
	<b>WASHINGTON</b>				
	Clark	76,300	74,300	97	
	Cowlitz	31,400	30,400	97	
Klickitat	6,200	5,800	94		
Skamania	3,100	2,900	93		
Wahkiakum	1,500	1,400	93		
<b>Between 25-49%</b>	<b>OREGON</b>				
	Baker	6,500	6,100	94	
	Coos	24,900	23,100	93	
	Gilliam	800	800	94	
	Lake	3,100	2,900	93	
	Lane	112,100	108,000	96	
	Morrow	2,900	2,700	93	
	Sherman	800	800	100	
	Umatilla	22,700	21,300	94	
	<b>WASHINGTON</b>				
Grays Harbor	26,500	24,900	94		
Lewis	21,600	20,600	95		
Pacific	7,400	6,900	93		
<b>Between 5-24%</b>	<b>OREGON</b>				
	Douglas	36,100	34,400	95	
	Jackson	53,700	51,900	97	
	Josephine	24,400	23,000	94	
	Klamath	23,100	22,300	97	
	Wheeler	600	600	100	
	<b>WASHINGTON</b>				
	Jefferson	7,100	6,800	96	
	<b>Station Totals</b>		<b>1,224,700</b>	<b>1,174,800</b>	<b>95</b>
	<b>Net Weekly Circulation (1983)</b>			<b>746,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>375,700</b>		

# 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, 0.55-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.

News Services: AP, NIWS.

Network Service: CBS.

Licensee: South West Oregon Television Broadcasting Corp., 1850 NE Stephens St., Roseburg, Ore. 97470.

TWX: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Oregon Bcstg. Co. (KOB, Medford, Ore.), 50%.

Began Operation: April 1, 1956.

Represented (sales) by Katz Television; Art Moore Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

GLENN NICKELL, vice president & general manager.

DON CLITHERO, station manager.

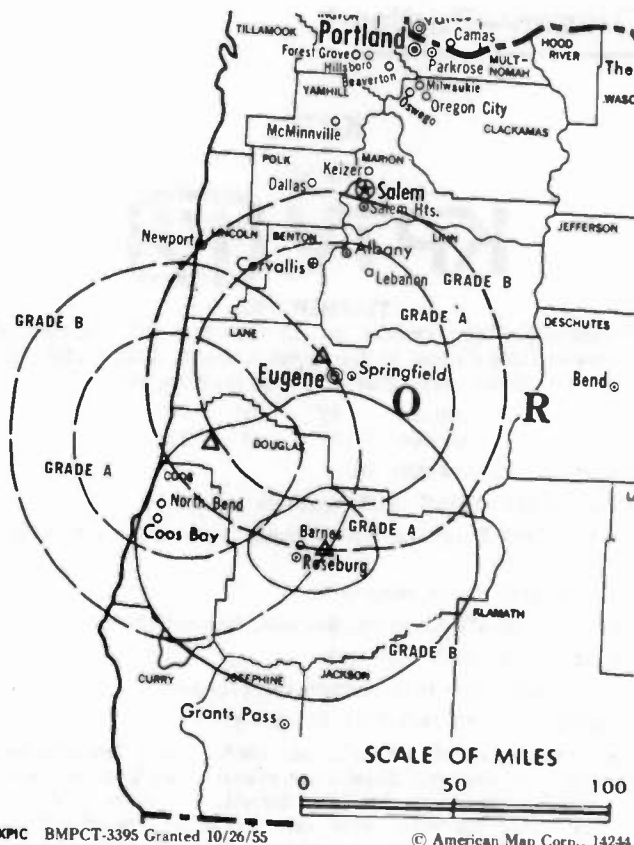
MICHAEL HILL, chief engineer.

Rates: See KVAL-TV, Eugene.

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

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
50% & Over	Douglas	36,100	34,400	95
<b>Station Totals</b>		<b>36,100</b>	<b>34,400</b>	<b>95</b>
Net Weekly Circulation (1983)			29,700	
Average Daily Circulation (1983)			19,800	



Did you read  
**Television Digest**  
 this week?

# Oregon—Salem

## KECH

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1700-kw max. & 759-kw horizontal visual, 170-kw aural. Antenna: 1190-ft. above av. terrain, 949-ft. above ground, 2049-ft. above sea level.

Latitude 45° 00' 00"  
Longitude 122° 41' 37"

Transmitter: 3.1-mi. SW of Scotts Mills, Ore.

Satellite Earth Station: RCA, 6-meter; Harris receivers.

Network Service: None, independent.

Licensee: Greater Willamette Vision Ltd., 265 Birdhill Rd., Portland, Ore.

Mailing Address: Box 261, Salem, Ore. 97305.

Studio: 4923 Indian School Rd. NE, Salem, Ore. 97305.

Telephone: 503-390-2202.

Ownership: ABCD...Vision Inc., gen. partner, 43%; Michael T. Murphy & Broadway Partners, Ltd. partners, 8.975% each; Jeffrey L. Grayson, Jane R. Grayson & ABCD...Vision Inc., Ltd. partners, 5.385% each; Judith C. Zesiger, George E., Charles J. & Caroline H. Swindells, Ltd. partners, 3.59% each; Black & Co., Ltd. partners, 2.77%; 18 others, none with as much as 2%. ABCD...Vision Inc. is owned by Arnold Brustin & Christopher Desmond. Black & Co. has interest in Cablesystems Pacific, cable TV franchisee for portion of Portland, Ore.

Began Operation: Nov. 21, 1981.

Represented (sales) by Adam Young Inc.

Represented (legal) by Ward & Mendelsohn.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROBERT A. COOK, vice president & general manager.

JOHN DUCKWORTH, program director.

BOB RIDGEWAY, chief engineer.

Highest 30 Sec. Rate: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
Between 5-24%	Benton	26,100	24,400	93
	Clackamas	91,500	88,600	97

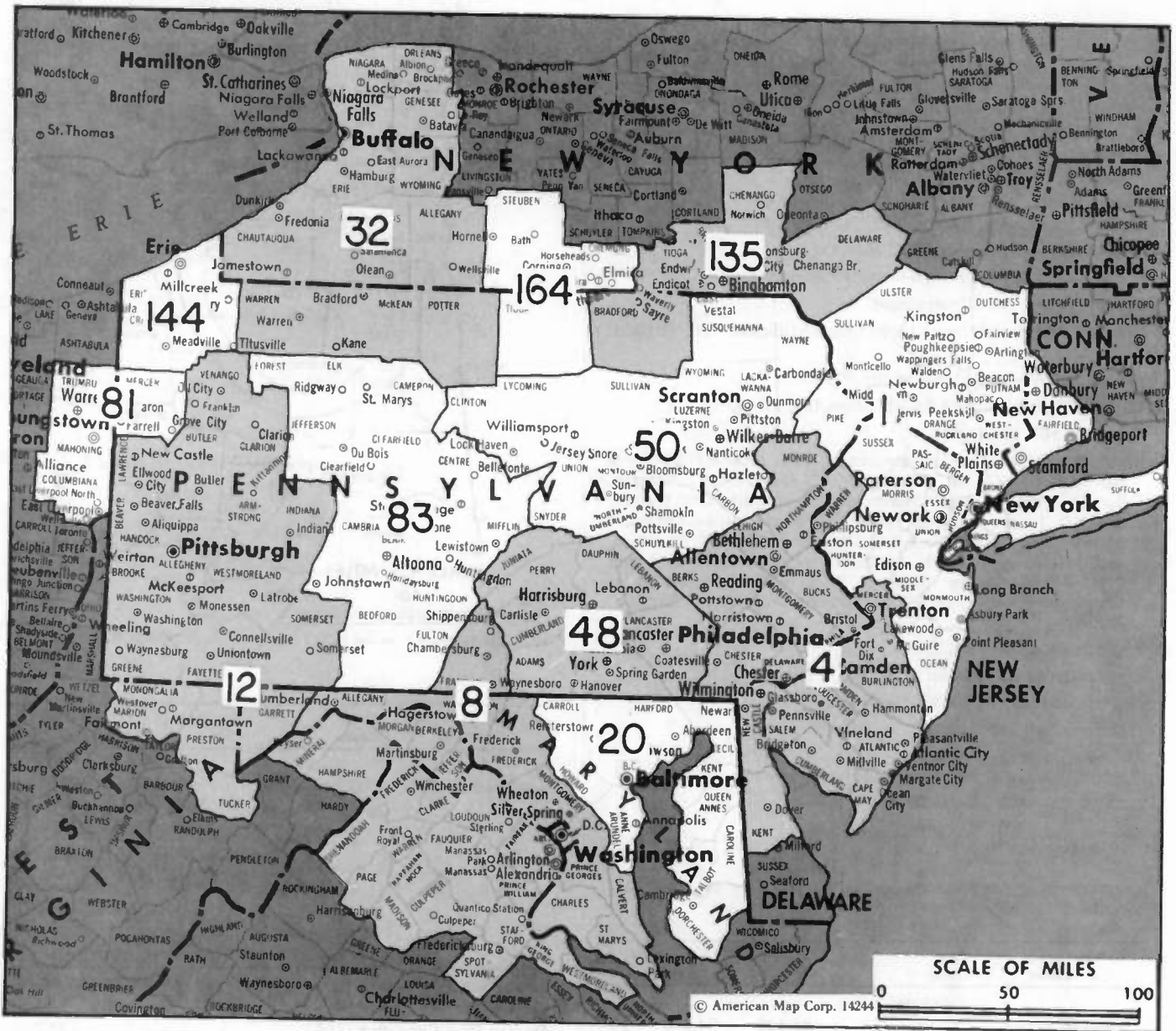


KECH BPCT-800715KE Granted 1/23/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Columbia	13,700	13,200	96
	Linn	35,400	34,000	96
	Marion	81,500	78,200	96
	Multnomah	241,200	232,300	96
	Polk	17,900	17,300	96
	Washington	101,900	99,600	98
	Yamhill	21,100	20,100	95
<b>WASHINGTON</b>				
	Clark	76,300	74,300	97
<b>Station Totals</b>		<b>706,600</b>	<b>682,000</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>				<b>93,600</b>
<b>Average Daily Circulation (1983)</b>				<b>33,700</b>





Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
New York, N.Y.	6,457,900	1	4,189,000	1	WABC-TV (7), WCBS-TV (2), WNBC-TV (4), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
Philadelphia, Pa.	2,481,900	4	1,569,000	4	KYW-TV (3), WAAT (40), WCAU-TV (10), WFMZ-TV (69), WKBS-TV (48), WPHL-TV (17), WPVI-TV (6), WTAF-TV (29), WTVE (51), WWSG-TV (57)
Washington, D.C.	1,510,100	8	916,000	10	WCQR (50), WDCA-TV (20), WDMV-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Pittsburgh, Pa.	1,229,600	12	768,000	11	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, Md.	856,900	20	544,000	19	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Buffalo, N.Y.	632,800	32	343,000	35	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WUTV (29)
Harrisburg-York-Lancaster-Lebanon, Pa.	483,400	48	268,000	53	WGAL-TV (8), WGSB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Wilkes-Barre-Scranton, Pa.	471,600	50	276,000	51	WBRE (28), WDAU-TV (22), WNEP-TV (16)

# Pennsylvania

Youngstown, O. ....	277,000	81	169,000
Johnstown-Altoona, Pa. ....	269,500	83	169,000
Binghamton, N.Y. ....	150,200	135	84,000
Erie, Pa. ....	132,600	144	105,000
Elmira, N.Y. ....	83,600	164	26,000

79	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
79	WFAT-TV (19), WJAC-TV (6), WOPC (23), WTAJ-TV (10)
132	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
115	WICU-TV (12), WJET-TV (24), WSEE (35)
178	WENY-TV (36), WETM-TV (18)

**Pennsylvania Station Status as of October 1, 1983**

Commercial Television Stations  
Educational Television Stations

VHF	UHF	TOTAL
10	21	31
2	5	7
		38

**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.)

— • —

**WTAJ-TV, Johnstown**  
(See Altoona, Pa.)

**WGAL-TV, Lebanon**  
(See Lancaster, Pa.)

— • —

**WBRE, Scranton**  
(See Wilkes-Barre, Pa.)

— • —

**WGAL-TV, York**  
(See Lancaster, Pa.)

— • —

**WDAU-TV, Wilkes-Barre**  
(See Scranton, Pa.)

# Pennsylvania—Allentown

## WFMZ-TV

Ch. 69

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 219-kw max. visual, 21.9-kw max. aural. Antenna: 900-ft. above av. terrain, 495-ft. above ground, 1425-ft. above sea level.

Latitude 40° 33' 54"  
Longitude 75° 26' 26"

Transmitter: E. Rock Rd., Allentown.

FM Affiliate: WFMZ, 17-kw, 100.7 MHz (No. 264), 868-ft.

News Services: Biznet, INN, UPI.

Satellite Earth Station: Comsearch, 5-meter; Microwave Associates receivers.

Network Service: None, independent.

Licensee: Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, Pa. 18103.

Studio: E. Rock Rd., Allentown, Pa. 18103.

Telephone: 215-797-4530.

Ownership: Richard C. Dean, pres., 55%; Richard Reichard, 25%; Paul R. Brittin & Richard Dean Sr., 7% each; David G. Hinson, 5%.

Began Operation: Nov. 25, 1976.

Represented (legal) by Liberman, Sanchez & Bentley.

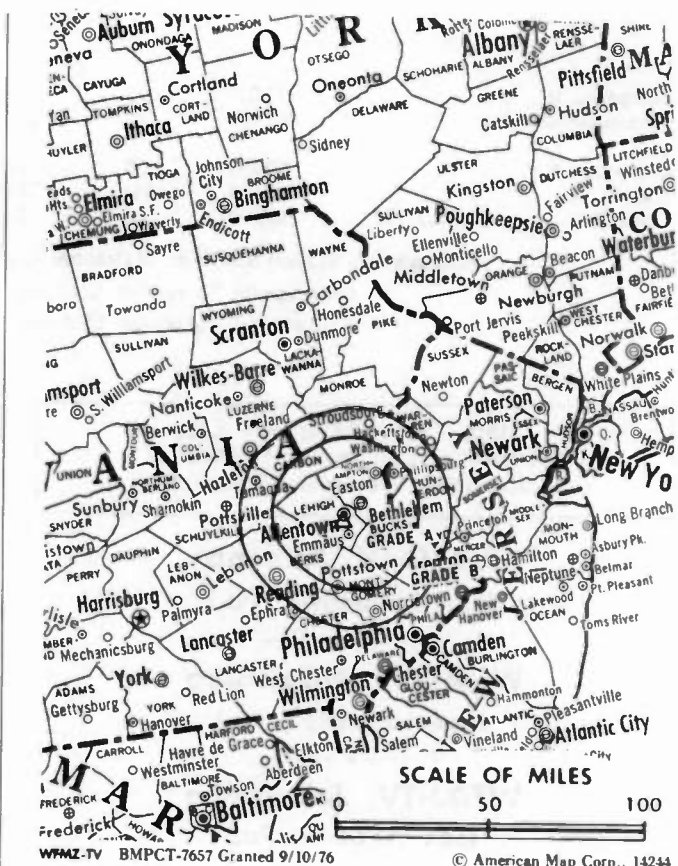
### Personnel:

RICHARD C. DEAN, president & general manager.  
DAVID G. HINSON, assistant gen. manager & program manager.  
DEAN DALLMAN, general sales manager.  
ED LASKOS, news director.  
TOM MIKRANTZ, sports director.  
KATHY YELSITS, office manager.  
BARRY FISHER, director of engineering.

Highest 30 Sec. Rate (Sept. 1983): \$135.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Carbon	20,400	19,900	98
	Lehigh	106,000	104,100	98
	Northampton	82,700	81,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Warren	30,800	30,200	98
	<b>PENNSYLVANIA</b>			
	Berks	118,400	116,000	98
	Monroe	27,900	27,300	98
<b>Station Totals</b>		<b>386,200</b>	<b>378,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>119,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>39,300</b>	

# Pennsylvania—Altoona

## WOPC

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 21.1-kw visual, 2.1-kw aural. Antenna: 942-ft. above av. terrain, 143-ft. above ground, 2673-ft. above sea level.

Latitude 40° 34' 05"  
Longitude 78° 26' 40"

Transmitter: Wopsy Lookout, Wopsonnock Mtn.

Satellite Earth Stations: Prodelin, 3.6-meter; M/A-Com & KLM receivers.

Network Service: ABC.

Licensee: John R. Powley, Box 191, R. D., Dysart, Pa. 16636.

Studio: Wopsy Lookout, Wopsonnock Mtn.

Mailing Address: Box 191, R. D., Dysart, Pa. 16636.

Telephone: 814-943-2607.

Ownership: John R. Powley, 100%. Powley also owns WIIM-TV, Ch. 8 permittee in Iron Mountain, Mich.

Began Operation: Nov. 28, 1974.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Thomas L. Root.

Personnel:

JOHN R. POWLEY, general manager.

Highest 30 Sec. Rate (June 1, 1983): \$50.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Centre	38,200	36,900	97
<b>Station Totals</b>		<b>38,200</b>	<b>36,900</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>6,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>2,000</b>	



**MALARKEY-TAYLOR ASSOCIATES**  
Telecommunications Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300

# Pennsylvania—Altoona

## WTAJ-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.

News Service: UPI.

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612 Executive Bldg., Cherry Hill, N.J. 08034.

Studio: 5000 Sixth Ave., Altoona, Pa. 16602.

Telephone: 814-944-2031. TWX: 501-691-4841.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 (Vol. 11:33, 39, 47; 12:2).

Represented (sales) by Blair Television; Dome & Assoc. (Pittsburgh, Pa.).

Represented (legal) by Wilner & Scheiner.

Personnel:

J. THOMAS CONNERS, vice president & general manager.  
GEORGE WALSH, general sales manager.  
SYLVIA HINRICHSEN, local sales manager.  
DOUG PARKER, program manager.  
DAN DILLIER, production manager.  
RICHARD KLINE, chief engineer.  
THOMAS F. MURPHY, business manager.  
BARBARA ALLEN, news director.  
GARRY DELPH, promotion manager.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$1175.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Bedford	16,800	16,200	96
	Blair	50,200	49,200	98
	Cambria	64,900	63,800	98
	Cameron	2,700	2,600	98
	Centre	38,200	36,900	97
	Clearfield	30,400	29,700	98
	Clinton	14,000	13,700	98
	Elk	13,400	13,100	97
	Fulton	4,800	4,600	95
	Huntingdon	14,900	14,400	97
	Jefferson	18,200	17,800	98
	Mifflin	17,300	16,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Forest	1,900	1,900	100
	Indiana	31,700	30,900	97
	Somerset	29,500	28,700	97
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Armstrong	29,000	28,400	98
	Clarion	14,900	14,500	97
	Franklin	41,900	40,300	96
	Juniata	7,000	6,600	95
	Lycoming	43,800	42,100	96
	Mc Kean	18,600	18,000	97
	Potter	6,400	6,100	96
Snyder	11,400	10,800	95	
Warren	17,200	16,500	96	
<b>WEST VIRGINIA</b>				
	Hampshire	5,600	5,500	97
	Morgan	4,100	4,000	98
<b>Station Totals</b>		<b>548,800</b>	<b>532,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>314,400</b>
<b>Average Daily Circulation (1983)</b>				<b>194,000</b>

# 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.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Great Lakes Communications Inc., 3514 State St. 16508.

Studio: 3514 State St., Erie, Pa. 16508.

Telephone: 814-454-5201. TWX: 510-696-6878.

Ownership: Great Lakes Communications Inc. is a subsidiary of Lamb Enterprises Inc. which also owns KYCU-TV, Cheyenne, Wyo.; KSTF(TV), Scottsbluff, Neb.; KTVS(TV), Sterling, Colo.

Began Operation: March 15, 1949.

Represented (sales) by Katz Television; Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

CLARENCE PAOLELLA, general manager & general sales manager.

MICHAEL CSOP, chief engineer.

JOHN IVAN TOMCHO, production & program director.

JOHN SPECIALE, news director.

Highest 30 Sec. Rate (July 25, 1983): \$225.

NETWORK BASE HOURLY RATE: \$1400.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 373,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
	<b>PENNSYLVANIA</b>			
	Crawford	32,400	31,400	97
	Erie	101,100	99,500	98
Warren	17,200	16,500	96	



WICU-TV BMPCT-1113 Granted 6/28/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	53,900	52,800	98
	<b>PENNSYLVANIA</b>			
	Mc Kean	18,600	18,000	97
	Venango	23,500	22,700	96
Between 5-24%	<b>NEW YORK</b>			
	Cattaraugus	30,300	29,600	98
	<b>PENNSYLVANIA</b>			
	Elk	13,400	13,100	97
Forest	1,900	1,900	100	
Merger	46,100	45,100	98	
<b>Station Totals</b>		<b>375,500</b>	<b>367,100</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>219,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>135,800</b>	

# Pennsylvania—Erie

## WJET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2090-kw max. & 1150-kw horizontal visual, 209-kw max. & 115-kw horizontal aural. Antenna: 950-ft. above av. terrain, 815-ft. above ground, 2125-ft. above sea level.

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

Transmitter: 8455 Peach St.

AM Affiliate: WJET, 1-kw (0.250-kw night), 1400 kHz.

News Service: AP.

Network Service: ABC.

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St. 16503.

Studio: 8455 Peach St., Erie, Pa. 16509.

Telephone: 814-864-4902.

Ownership: Myron Jones, pres., 63.5%; William Fleckenstein, v.p., secy.-treas., 36.5%. Myron Jones also controls WHOT(AM), Campbell, O. and WSRD(FM), Youngstown, O.

Began Operation: April 3, 1966.

Represented (sales) by Blair Television.

Represented (legal) by Reddy, Begley & Martin.

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

Personnel:

MYRON JONES, president.

JOHN KANZIUS, exec. vice president & general manager.

KEN FANAZINI, operations manager.

ERIC JOHNSON, news director.

TERRY FISKE, sales manager.

JOAN VICARY, national sales.

BOB LINDEY, chief engineer.

Highest 30 Sec. Rate: \$225.

NETWORK BASE HOURLY RATE: \$450.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 319,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Crawford	32,400	31,400	97
	Erie	101,100	99,500	98
	Warren	17,200	16,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Venango	23,500	22,700	96
	<b>NEW YORK</b>			
	Chautauqua	53,900	52,800	98
<b>Station Totals</b>	<b>PENNSYLVANIA</b>			
	Elk	13,400	13,100	97
	Forest	1,900	1,900	100
	Mc Kean	18,600	18,000	97
<b>Station Totals</b>		<b>299,100</b>	<b>292,400</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>170,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>105,400</b>	

# Pennsylvania—Erie

## WSEE

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 1186-kw max. visual, 118.6-kw max. aural. Antenna: 938-ft. above av. terrain, 750-ft. above ground, 2090-ft. above sea level.

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

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

News Service: AP.

Network Service: CBS.

Licensee: SCS Broadcasting of Erie Inc., 1220 Peach St., Erie 16501.

Studio: 1220 Peach St., Erie, Pa. 16501.

Telephone: 814-455-7575. TWX: 814-453-6875.

Ownership: Garrett F. Scollard, chmn.-pres.; Dolores White, v.p.-secy.; Daniel J. O'Kane, v.p.-treas.; MMT Sales Inc., 100%. MMT ownership: Garrett F. Scollard, pres., 100%. MMT has interest in KLRT(TV), Little Rock, Ark.

Began Operation: April 25, 1954. Sale to present owner by Gillett Bcstg. approved by FCC April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978.

Represented (sales) by MMT Sales Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Crowell & Moring.

Represented (engineering) by Smith & Powstenko.

Personnel:

JERRY MONTGOMERY, president & general manager.

DAVID REID, general sales manager.

JAMES J. PENNA, chief engineer.

RITA MASI, office manager.

DON ROWE, production manager.

Highest 30 Sec. Rate (Sept. 1, 1983): \$300.

NETWORK BASE HOURLY RATE: \$325.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 364,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Crawford	32,400	31,400	97
	Erie	101,100	99,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	53,900	52,800	98
	<b>OHIO</b>			
	Ashtabula	37,100	36,500	99
	<b>PENNSYLVANIA</b>			
	Venango	23,500	22,700	96
	Warren	17,200	16,500	96
Between 5-24%	<b>NEW YORK</b>			
	Cattaraugus	30,300	29,600	98
	<b>PENNSYLVANIA</b>			
	Forest	1,900	1,900	100
	Mc Kean	18,600	18,000	97
<b>Station Totals</b>		<b>316,000</b>	<b>308,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>170,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>93,800</b>	



# Pennsylvania—Harrisburg-York

## WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

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

Transmitter: Blue Mountain.

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

FM Affiliate: WHP-FM, 14-kw, 97.3 MHz (No. 247), 840-ft.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS.

Licensee: WHP Inc., Box 1507, Harrisburg, Pa. 17105.

Studio: 3300 N. Sixth St., Harrisburg, Pa. 17110.

Telephone: 717-238-2100. TWX: 510-650-4925.

Ownership: Commonwealth Communications Services Inc.

Began Operation: April 15, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

DONALD WEAR, president & general manager.

THOMAS G. MILLER, general sales manager.

MAURICE GANNAWAY, director of engineering.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Juniata	7,000	6,600	95
	Lebanon	39,800	38,800	97
	Perry	13,300	12,900	97
	Snyder	11,400	10,800	95
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96



WHP-TV BPCT-4510 Granted 6/26/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Lancaster	130,400	125,100	96
	Mifflin	17,300	16,600	96
	Montour	5,800	5,600	97
	Northumberland	38,800	37,500	97
	Union	10,500	10,000	95
	York	118,100	115,500	98
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Centre	38,200	36,900	97
	Clinton	14,000	13,700	98
	Huntingdon	14,900	14,400	97
	Lycoming	43,800	42,100	96
	Schuylkill	61,400	59,800	97
	Sullivan	2,200	2,100	95
<b>Station Totals</b>		<b>790,500</b>	<b>766,000</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>339,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>174,600</b>	

# Pennsylvania—Harrisburg-York-Lebanon

## WHTM-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. & 1000-kw horizontal visual, 238.2-kw max. & 100-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.

News Services: AP, UPI.

Network Service: ABC.

Licensee: WHTM-TV Inc., 3235 Hoffman St., Harrisburg.

Studio: 3235 Hoffman St., Harrisburg, Pa. 17105.

Telephone: 717-236-2727. TWX: 510-650-0803.

Ownership: Times Mirror Co. For other interests, see Group Ownership of TV Stations.

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). Sale to present owner by Newhouse Bcstg. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- JOHN J. MCCRORY, president.
- PAUL S. ABBOTT, vice president & general manager.
- DON YEISER, general sales manager.
- LINDA ASHBY, program director.
- JOANNE ALEXIS, promotion director.
- BERNARD YANICH, news director.
- RICHARD A. KERLIN, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Juniata	7,000	6,600	95
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
	Mifflin	17,300	16,600	96



WHTM-TV BPCT-3028 Granted 5/11/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Perry	13,300	12,900	97
	Snyder	11,400	10,800	95
	York	118,100	115,500	98
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96
	Huntingdon	14,900	14,400	97
	Northumberland	38,800	37,500	97
	Union	10,500	10,000	95
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Clinton	14,000	13,700	98
	Lycoming	43,800	42,100	96
	Montour	5,800	5,600	97
	Schuylkill	61,400	59,800	97
	Sullivan	2,200	2,100	95
<b>Station Totals</b>		<b>752,300</b>	<b>729,100</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>420,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>240,800</b>	

# Pennsylvania—Johnstown

## WJAC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.5-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2877.5-ft. above sea level.

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

Transmitter: Laurel Hill Mtn.

AM Affiliate: WJAC, 10-kw, 850 kHz (NBC).

FM Affiliate: WKYE, 57-kw, 95.5 MHz (No. 238), 1060-ft.

Satellite Earth Stations: 2 in operation, 7-meter & 5-meter; Microdyne & Motorola receivers.

News Services: AP, NBC.

Network Service: NBC.

Licensee: WJAC Inc., Hickory Lane 15907.

Studio: Hickory Lane.

Telephone: 814-255-5831. TWX: 510-698-3274.

Mailing Address: Box 38, Johnstown, Pa. 15907.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: James M. Edwards Sr., pres. & gen. mgr.; Morton H. Robbins, treas.

Began Operation: Sept. 15, 1949.

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

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

Personnel:

JAMES M. EDWARDS SR., president & general manager.

RICHARD D. SCHRÖTT, general sales manager.

ARTHUR VROOMAN, chief engineer.

RON MILLER, news director.

DINO TESSARI, production manager.

CHRIS TAYLOR, promotion manager.

LINDA THOMAS, program assistant.

Highest One Hour Rate: \$1500.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Allegany	29,700	29,400	99
	Garrett	9,500	9,300	98
<b>PENNSYLVANIA</b>				
	Armstrong	29,000	28,400	98
	Bedford	16,800	16,200	96
	Blair	50,200	49,200	98
	Cambria	64,900	63,800	98
	Cameron	2,700	2,600	98
	Centre	38,200	36,900	97
	Clarion	14,900	14,500	97
	Clearfield	30,400	29,700	98
	Elk	13,400	13,100	97
	Forest	1,900	1,900	100
	Huntingdon	14,900	14,400	97
	Indiana	31,700	30,900	97
	Jefferson	18,200	17,800	98
	Mifflin	17,300	16,600	96
	Somerset	29,500	28,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
Between 25-49%	<b>PENNSYLVANIA</b>			
	Butler	52,600	51,800	98
	Fayette	58,600	57,000	97
	Fulton	4,800	4,600	95
	Venango	23,500	22,700	96
	Westmoreland	144,100	142,000	99
Between 5-24%	<b>WEST VIRGINIA</b>			
	Hampshire	5,600	5,500	97
	Hardy	3,600	3,500	96
	Mineral	9,900	9,700	98
Between 5-24%	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Beaver	73,500	72,400	99
	Clinton	14,000	13,700	98
	Greene	14,800	14,300	97
	Mc Kean	18,600	18,000	97
	Mercer	46,100	45,100	98
	Potter	6,400	6,100	96
	Warren	17,200	16,500	96
	Washington	79,400	77,900	98
Between 5-24%	<b>WEST VIRGINIA</b>			
	Morgan	4,100	4,000	98
	Tucker	3,400	3,300	97
Station Totals		1,541,200	1,510,200	97
Net Weekly Circulation (1983)			533,100	
Average Daily Circulation (1983)			299,900	

# Pennsylvania—Johnstown

## WFAT-TV

(formerly WJNL-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"

Holds CP for change to 2512-kw max. & 2041.7-kw horizontal visual, 251.2-kw max. & 204.17-kw horizontal aural, 1194-ft. above av. terrain, 299-ft. above ground, 3199-ft. above sea level, lat. 40° 10' 53", long. 79° 09' 04"; transmitter to 0.35-mi. S of US 30, 6-mi. SE of Ligonier.

Transmitter: Cover Hill.

News Service: INN.

Satellite Earth Stations: Comtech, 5-meter & 4.6-meter; Microwave Associates & Comtech receivers.

Network Service: None, independent.

Licensee: Leon A. Crosby, Cover Hill, Johnstown, Pa. 15902.

Studio: Cover Hill, Johnstown, Pa. 15902.

Telephone: 814-535-8554.

Ownership: Leon A. Crosby, 100%. Crosby is applicant for Ch. 23, Richardson, Tex.; is buying KDOS(FM), Fremont, Cal.

Began Operation: Oct. 15, 1953. Sale to present owner by John E. Gelormino approved by FCC Oct. 14, 1982. Sale to Gelormino by Benjamin C. Werk, et al., approved July 20, 1972 (Television Digest, Vol. 12:30). Previous sale by Rivoli Realty Co. approved by FCC March 17, 1971.

Represented (sales) by Unirep; Commercial Media Sales (Pittsburgh).

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

Represented (engineering) by E. Harold Munn & Associates.

Personnel:

TIMOTHY LEE CROSBY, general manager.

GEORGE S. PLENDERLEITH, station manager.

BILL CARAMANA, chief engineer.

MICHAEL D. FOROSISKY, general sales manager.

Highest 30 Sec. Rate (July 1, 1983): \$90.

NETWORK BASE HOURLY RATE: \$75.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Blair	50,200	49,200	98
	Cambria	64,900	63,800	98
	Somerset	29,500	28,700	97
<b>Station Totals</b>		<b>144,600</b>	<b>141,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>17,700</b>
<b>Average Daily Circulation (1983)</b>				<b>4,600</b>

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# Pennsylvania—Lancaster

## WGAL-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"  
Longitude 76° 37' 08"

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

News Services: AP, UPI.

Satellite Earth Station: Harris; 8.8-meter.

Network Service: NBC.

Licensee: WGAL-TV Inc., Box 7127, Lancaster, Pa. 17604.

Studio: Lincoln Hwy. West 17604.

Mailing Address: Box 7127, Lancaster, Pa. 17604.

Telephone: 717-393-5851. TWX: 510-657-4437.

Ownership: Pulitzer Publishing Co. For other interests, see Group Ownership of TV Stations.

Began Operation: March 18, 1949. Sale to present owner by Steinman Stations approved by FCC Oct. 5, 1978 (Television Digest, Vol. 17:50).

Represented (sales) by Blair Television.

Represented (legal) by Marmet & McCombs, P.C.

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

### Personnel:

DAVID DODDS, vice president & general manager.  
NELSON SEARS, program manager.  
JOHN CARPENTER, general sales manager.  
KENNETH BAUDER, national sales manager.  
ED WICKENHEISER, news director.  
J. JUDE SCHLAGER, promotion director.  
CHARLES T. KROLL, local sales manager.  
ROBERT WALTHER, production manager.  
PAT SAAM, traffic manager.  
ROBERT GOOD, chief engineer.

Highest 30 Sec. Rate (May 1, 1982): \$2000.

NETWORK BASE HOURLY RATE: \$2700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Adams	24,300	23,600	97
	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Franklin	41,900	40,300	96
	Juniata	7,000	6,600	95
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
	Mifflin	17,300	16,600	96
	Perry	13,300	12,900	97
	Snyder	11,400	10,800	95
	York	118,100	115,500	98
	<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>		
Berks		118,400	116,000	98
Fulton		4,800	4,600	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Huntingdon	14,900	14,400	97
	Northumberland	38,800	37,500	97
	Schuylkill	61,400	59,800	97
	Union	10,500	10,000	95
<b>MARYLAND</b>	Carroll	33,600	33,400	99
	Cecil	20,600	20,500	100
	Frederick	40,300	40,000	99
	Harford	50,100	49,800	99
	Kent	6,400	6,300	98
Washington	41,700	41,300	99	
<b>PENNSYLVANIA</b>	Blair	50,200	49,200	98
	Centre	38,200	36,900	97
	Chester	111,300	109,400	98
	Clinton	14,000	13,700	98
	Montour	5,800	5,600	97
	Sullivan	2,200	2,100	95
<b>VIRGINIA</b>	Frederick	20,400	20,200	99
<b>WEST VIRGINIA</b>	Berkeley	17,800	17,600	99
<b>Station Totals</b>		<b>1,262,300</b>	<b>1,232,200</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>655,500</b>
<b>Average Daily Circulation (1983)</b>				<b>374,400</b>

# Pennsylvania—Lancaster-Lebanon

## WLYH-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw horizontal aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

Latitude 40° 15' 45"  
Longitude 76° 27' 53"

Transmitter: Television Hill, R.D. 5.

News Services: CBS, CNN, UPI.

Satellite Earth Station: Scientific-Atlanta; 4-meter.

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612 Executive Bldg., Cherry Hill, N.J. 08034.

Studio: Park City Center, Lancaster; Box 1283, Lebanon, Pa. 17042.

Telephone: 717-273-4551. TWX: 510-650-4953.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Smith & Powstenko.

Personnel:

ROBERT EOLIN, vice president & general manager.

EDWARD FULGINITI, program manager.

RIGBY WILSON, general sales manager.

KATHY MORGAN, business manager.

DAVE HOPKINS, news director.

JOHN BALDWIN, promotion manager.

Highest One Hour Rate: \$1750.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
Between 25-49%	<b>PENNSYLVANIA</b>			
	Berks	118,400	116,000	98



WLYH-TV BNPCT-790214KI Granted 6/29/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cumberland	66,200	64,700	98
	Dauphin	91,200	89,000	98
	Juniata	7,000	6,600	95
	Schuylkill	61,400	59,800	97
<b>PENNSYLVANIA</b>				
Between 5-24%	Adams	24,300	23,600	97
	Franklin	41,900	40,300	96
	Mifflin	17,300	16,600	96
	Northumberland	38,800	37,500	97
	Perry	13,300	12,900	97
	Snyder	11,400	10,800	95
	Sullivan	2,200	2,100	95
York	118,100	115,500	98	
<b>Station Totals</b>		<b>781,700</b>	<b>759,300</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>		<b>259,600</b>		
<b>Average Daily Circulation (1983)</b>		<b>108,300</b>		

# 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.

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

News Services: AP, UPI, Group W Newsfeed.

Satellite Earth Station: Transmit/receive, Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: A Group W Station, Westinghouse Broadcasting & Cable Inc.

Studio: Independence Mall East, Philadelphia, Pa. 19106.

Telephone: 215-238-4700.

Ownership: Subsidiary of Westinghouse Electric Corp. For officers & other interests, see Group W in Group Ownership of TV Stations.

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 Group W Television Sales.

### Personnel:

PAT POLILLO, vice president & general manager.  
CATHERINE SHAFFER, assistant to the general manager.  
JIM THOMPSON, general sales manager.  
PERRY SHELMAN, national sales manager.  
GEORGE CHIROGENE, market development manager.  
MICHAEL DiLAURO, audio/visual production manager.  
CHARLES GINGOLD, program director.  
JIM ZURATT, controller.  
BILL YEAGER, news director.  
BILL DEAN, assistant news director.  
LYNDA BRAMBLE, public affairs director.  
CHARLES THOMSON, editorial director.  
JIM SCHMIDT, executive producer.  
BRIAN O'NEILL, creative services director.  
ROBERT FIELDS, chief engineer.  
STEPHEN YALE, human resources manager.  
JOANNE CALABRIA, director of public relations.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	35,200	34,900	99
	New Castle	145,000	144,200	99
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cape May	35,100	34,400	98
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
Hunterdon	30,300	29,700	98	
Mercer	108,000	106,000	98	
Salem	23,100	22,600	98	
Warren	30,800	30,200	98	



KYW-TV BPCT-2214 Granted 3/20/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Berks	118,400	116,000	98
	Bucks	166,000	164,100	99
	Chester	111,300	109,400	98
	Delaware	194,400	192,500	99
	Lehigh	106,000	104,100	98
	Monroe	27,900	27,300	98
	Montgomery	231,400	228,300	99
	Northampton	82,700	81,000	98
	Philadelphia	608,900	595,500	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	20,600	20,500	100
<b>NEW JERSEY</b>	Ocean	142,900	141,200	99
	<b>PENNSYLVANIA</b>			
<b>Between 5-24%</b>	Carbon	20,400	19,900	98
	Lancaster	130,400	125,100	96
	Schuylkill	61,400	59,800	97
<b>DELAWARE</b>	Sussex	38,000	37,400	98
	<b>MARYLAND</b>			
Caroline	8,700	8,600	99	
<b>NEW JERSEY</b>	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Somerset	69,800	69,000	99
	Sussex	41,100	40,300	98
<b>PENNSYLVANIA</b>	Lebanon	39,800	38,800	97
	Pike	7,800	7,500	96
<b>Station Totals</b>		<b>3,428,600</b>	<b>3,371,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>2,331,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>1,258,300</b>	

# Pennsylvania—Philadelphia

## WCAU-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"  
Longitude 75° 14' 11"

Transmitter: Domino Lane & Fowler St., Roxborough, Pa.

AM Affiliate: WCAU, 50-kw, 1210 kHz.

FM Affiliate: WCAU-FM, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

News Services: AP, UPI.

Network Service: CBS.

Licensee: CBS Inc., City Ave. & Monument Rd. 19131.

Studio: City Ave. & Monument Rd., Philadelphia, Pa. 19131.

Telephone: 215-581-5510.

Ownership: CBS Inc. See Group Ownership of TV Stations.

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:

- STEVE COHEN, vice president & general manager.
- PETER TEMPLE, station manager.
- CAROL Q. NETTER, director of sales.
- BOB FOGARTY, general sales manager.
- TOM PEARSON, director of broadcasting.
- DAVE GITTENS, director of planning & administration.
- JOHN H. BYRNE JR., director, operations & engineering.
- YVONNE FORSTON, director of communications.
- GARY COZEN, manager, local-retail sales.
- STEVE GIGLIOTTI, manager, national sales.
- MARY ANN MILLER, director of research.
- ANNE CAMPBELL, director of personnel.
- JAY NEWMAN, news director.
- JOHN O'CONNOR, editorial director.
- EDIE HUGGINS, director, community affairs.
- GORDON W. WEST, manager, film & videotape services.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Kent	35,200	34,900	99
	New Castle	145,000	144,200	99
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cape May	35,100	34,400	98
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
	Hunterdon	29,300	29,700	98
	Mercer	108,000	106,000	98
	Salem	23,100	22,600	98
	Warren	30,800	30,200	98
<b>PENNSYLVANIA</b>				
Berks	118,400	116,000	98	
Bucks	166,000	164,100	99	
Chester	111,300	109,400	98	
Delaware	194,400	192,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lehigh	106,000	104,100	98
	Monroe	27,900	27,300	98
	Montgomery	231,400	228,300	99
	Northampton	82,700	81,000	98
	Philadelphia	608,900	595,500	98
	Schuylkill	61,400	59,800	97
Between 25-49%	<b>MARYLAND</b>			
	Cecil	20,600	20,500	100
	<b>NEW JERSEY</b>			
Ocean	142,900	141,200	99	
<b>PENNSYLVANIA</b>	Carbon	20,400	19,900	98
	Lancaster	130,400	125,100	96
	Between 5-24%	<b>DELAWARE</b>		
Sussex		38,000	37,400	98
<b>MARYLAND</b>				
Caroline	8,700	8,600	99	
<b>NEW JERSEY</b>	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Somerset	69,800	69,000	99
	Sussex	41,100	40,300	98
	<b>PENNSYLVANIA</b>			
Columbia	22,600	22,100	98	
Dauphin	91,200	89,000	98	
Lebanon	39,800	38,800	97	
Luzerne	128,400	126,200	98	
Station Totals		3,865,600	3,801,500	98
Net Weekly Circulation (1983)			2,408,100	
Average Daily Circulation (1983)			1,390,000	



# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. 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.

News Service: INN.

Satellite Earth Station: RCA, 4.5-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: WPHL-TV Inc., 5001 Wynnefield Ave., Philadelphia, Pa. 19131.

Studio: 5001 Wynnefield Ave., Philadelphia, Pa. 19131.

Telephone: 215-878-1700. TWX: 710-670-0476.

Ownership: Providence Journal Bcstg. Corp., 100%. Jack C. Clifford, chmn.; Robert L. Wolf, pres.; William G. Chafee, secy.-treas. Providence Journal owns WEAN & WPJB-FM, Providence, R.I.; Colony Communications Inc. multiple cable system operator & holds CP for Ch. 21, Mobile, Ala.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U. S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to present owner by AVC Corp. approved by FCC Nov. 16, 1978 (Television Digest, Vol. 18:20).

Represented (sales) by Petry Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

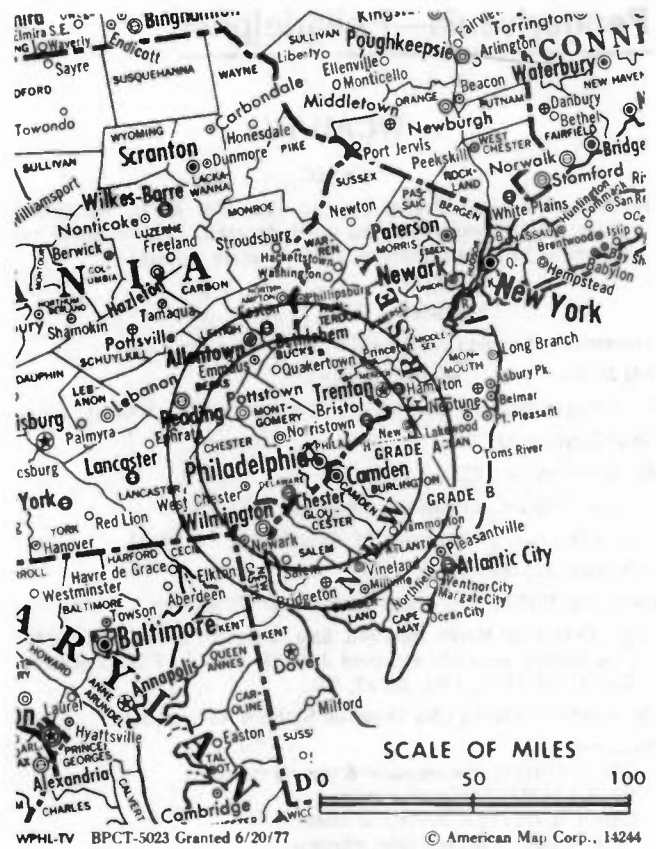
EUGENE McCURDY, president & general manager.  
GORDON FRENCH, director of sales.  
JOHN RUZZI, general sales manager.  
ZVI SHOUBIN, station manager/program director.  
JEFF SOHINKI, promotion manager.  
JOEL LEVITT, production manager.  
WALT BUNDY, chief engineer.

Highest One Hour Rate: \$12,000.

Highest 30 Sec. Rate (Sept. 5, 1983): \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	New Castle	145,000	144,200	99
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cape May	35,100	34,400	98
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
	Salem	23,100	22,600	98
<b>PENNSYLVANIA</b>				
Bucks	166,000	164,100	99	
Delaware	194,400	192,500	99	
Northampton	82,700	81,000	98	
Philadelphia	608,900	595,500	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	35,200	34,900	99
	<b>NEW JERSEY</b>			
	Hunterdon	30,300	29,700	98
	Mercer	108,000	106,000	98
Ocean	142,900	141,200	99	
<b>PENNSYLVANIA</b>				
Berks	118,400	116,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CHESTER COUNTY</b>			
	Carbon	20,400	19,900	98
	Chester	111,300	109,400	98
	Dauphin	91,200	89,000	98
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
	Lehigh	106,000	104,100	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96
	Montgomery	231,400	228,300	99
	Montour	5,800	5,600	97
	Northumberland	38,800	37,500	97
Schuylkill	61,400	59,800	97	
Union	10,500	10,000	95	
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	38,000	37,400	98
	<b>MARYLAND</b>			
Cecil	20,600	20,500	100	
Harford	50,100	49,800	99	
<b>NEW JERSEY</b>	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Somerset	69,800	69,000	99
	Sussex	41,100	40,300	98
	Union	178,400	176,500	99
	Warren	30,800	30,200	98
	<b>NEW YORK</b>			
Sullivan	24,800	23,800	96	
<b>PENNSYLVANIA</b>	Clinton	14,000	13,700	98
	Columbia	22,600	22,100	98
	Cumberland	66,200	64,700	98
	Lackawanna	83,500	82,200	98
	Monroe	27,900	27,300	98
	Perry	13,300	12,900	97
	Snyder	11,400	10,800	95
	Wyoming	9,600	9,300	97
	York	118,100	115,500	98
	<b>Station Totals</b>		4,525,200	4,447,300
<b>Net Weekly Circulation (1983)</b>			1,735,300	
<b>Average Daily Circulation (1983)</b>			615,100	

# Pennsylvania—Philadelphia

## WPVI-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.

News Services: ABC, AP, CNN, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 4100 City Line Ave., Philadelphia 19131.

Studio: 4100 City Line Ave., Philadelphia, Pa. 19131.

Telephone: 215-878-9700. TWX: 710-670-9799.

Ownership: Capital Cities Communications Inc. For officers and other interests, see Group Ownership of Television Stations.

Began Operation: Sept. 13, 1947. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 10:8, 9; 11:9).

Represented (sales) by Blair Television (U.S.); Metro Spot Television (Canada).

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

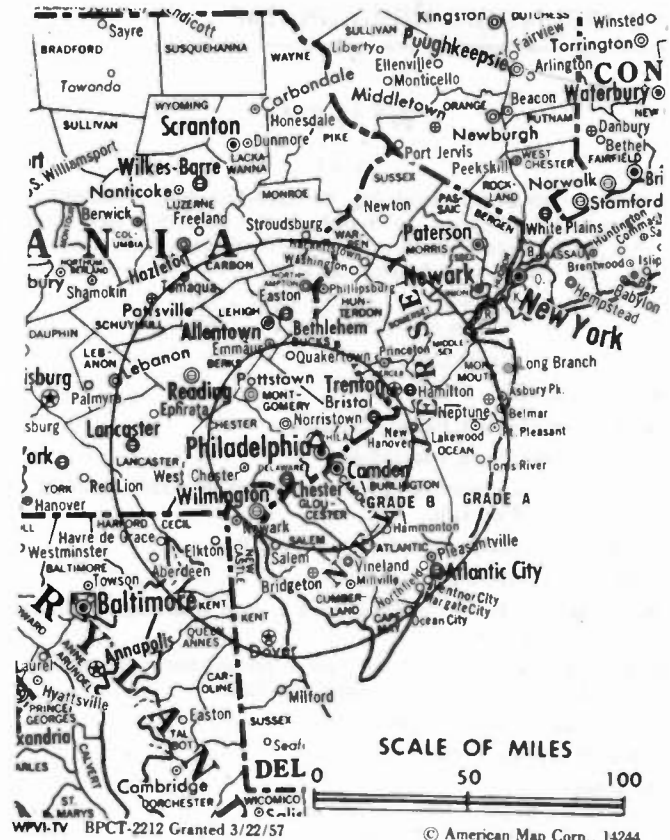
LAWRENCE J. POLLOCK, vice president & general manager.  
ALAN NESBITT, vice president & news director.  
RICHARD F. SPINNER, director of sales.  
VICTOR A. BRANCH, local sales manager.  
TODD WHEELER, national sales manager.  
MICHAEL CASCIO, public affairs director.  
IRWIN L. ROSS, chief engineer.  
ROBERT APFEL, business manager.  
ART MOORE, director of station promotion & advertising.  
CHARLES R. BRADLEY, dir. of programming & operations.

Highest 30 Sec. Rate (Aug. 1, 1983): \$13,000.

NETWORK BASE HOURLY RATE: \$5100.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	35,200	34,900	99
	New Castle	145,000	144,200	99
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cape May	35,100	34,400	98
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
	Hunterdon	30,300	29,700	98
	Mercer	108,000	106,000	98
	Salem	23,100	22,600	98
Warren	30,800	30,200	98	
<b>PENNSYLVANIA</b>				
Berks	118,400	116,000	98	
Bucks	166,000	164,100	99	
Chester	111,300	109,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Delaware	194,400	192,500	99
	Lehigh	166,000	104,100	98
	Montgomery	231,400	228,300	99
	Northampton	82,700	81,000	98
	Philadelphia	608,900	595,500	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	20,600	20,500	100
<b>NEW JERSEY</b>	Ocean	142,900	141,200	99
	<b>PENNSYLVANIA</b>			
	Carbon	20,400	19,900	98
	Lancaster	130,400	125,100	96
	Monroe	27,900	27,300	98
	Northumberland	38,800	37,500	97
	Schuylkill	61,400	59,800	97
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	38,000	37,400	98
<b>MARYLAND</b>	Kent	6,400	6,300	98
	<b>NEW JERSEY</b>			
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Somerset	69,800	69,000	99
<b>PENNSYLVANIA</b>	Dauphin	91,200	89,000	98
	Lebanon	39,800	38,800	97
<b>Station Totals</b>		<b>3,573,400</b>	<b>3,512,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>2,522,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>1,707,300</b>	

# Pennsylvania-Philadelphia

## WTAF-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"  
Longitude 75° 14' 20"

Transmitter: E. Domino Lane.

News Service: AP.

Satellite Earth Station: Harris; 8.8-meter.

Network Service: None, independent.

Licensee: Taft Broadcasting Co. of Pennsylvania Inc., 330 Market St., Philadelphia, Pa. 19106.

Studio: 330 Market St., Philadelphia, Pa. 19106.

Telephone: 215-925-2929.

Ownership: Taft Bcstg. Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: May 16, 1965. Sale to present owner approved by FCC May 7, 1969 (Television Digest, Vol. 9:21).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

### Personnel:

RANDALL E. SMITH, general manager.  
CHARLES (CHUCK) WING, general sales manager.  
GREG MILLER, program manager.  
RAY BENEDICT, engineering manager.  
KAREN CORBIN, promotion manager.  
DAN NEUMANN, business manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	35,200	34,900	99
	New Castle	145,000	144,200	99
	<b>NEW JERSEY</b>			
	Atlantic	74,000	72,200	98
	Burlington	122,100	120,700	99
	Camden	167,700	165,800	99
	Cape May	35,100	34,400	98
	Cumberland	45,700	45,000	98
	Gloucester	69,100	68,300	99
	Salem	23,100	22,600	98
	Warren	30,800	30,200	98
	<b>PENNSYLVANIA</b>			
	Berks	118,400	116,000	98
	Bucks	166,000	164,100	99
	Carbon	20,400	19,900	98
	Chester	111,300	109,400	98
Delaware	194,400	192,500	99	
Montgomery	231,400	228,300	99	
Montour	5,800	5,600	97	
Philadelphia	608,900	595,500	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	20,600	20,500	100
	<b>NEW JERSEY</b>			
	Hunterdon	30,300	29,700	98
	Mercer	108,000	106,000	98
<b>PENNSYLVANIA</b>				
Cumberland	66,200	64,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Dauphin	91,200	89,000	98
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
	Lehigh	106,000	104,100	98
	Northampton	82,700	81,000	98
	Northumberland	38,800	37,500	97
	Schuylkill	61,400	59,800	97
	Union	10,500	10,000	95
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	38,000	37,400	98
	<b>MARYLAND</b>			
	Caroline	8,700	8,600	99
	Harford	50,100	49,800	99
	<b>NEW JERSEY</b>			
	Essex	297,500	292,200	98
	Middlesex	202,600	200,500	99
	Monmouth	178,000	175,600	99
	Morris	136,600	135,300	99
	Ocean	142,900	141,200	99
	Somerset	69,800	69,000	99
	Sussex	41,100	40,300	98
Unlon	178,400	176,500	99	
<b>NEW YORK</b>				
Sullivan	24,800	23,800	96	
<b>PENNSYLVANIA</b>				
Columbia	22,600	22,100	98	
Luzerne	128,400	126,200	98	
Monroe	27,900	27,300	98	
Perry	13,300	12,900	97	
Snyder	11,400	10,800	95	
York	118,100	115,500	98	
<b>Station Totals</b>		4,680,500	4,600,800	98
<b>Net Weekly Circulation (1983)</b>			1,857,200	
<b>Average Daily Circulation (1983)</b>			778,100	

# Pennsylvania—Philadelphia

## WWSG-TV

Ch. 57

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 891-kw max. & 708-kw horizontal visual, 141-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1179-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 21"  
Longitude 75° 14' 13"

Transmitter: Umbria & Paoli Ave., Roxborough.

Satellite Earth Stations: Microdyne, 7-meter; Prodelin, 4.5-meter.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Channel 57 Corp., 3600 Conshohocken Ave., Philadelphia, Pa. 19131.

Studio: 300 Domino Lane, Philadelphia, Pa. 19128.

Telephone: 215-483-4550.

Ownership: Leon S. Gross, chmn., 54%; William S. Gross, pres., 42%; Ladina Erech, 4%. Same principals own a radio common carrier & Micro TV Inc., MDS licensee in Philadelphia.

Began Operation: May 26, 1981.

Represented (legal) by Schwartz, Woods & Miller.

Personnel:

ALBERT TEDESCO, general manager.

HARRY JENNY, chief engineer.

Rates: Not available.



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# Pennsylvania—Pittsburgh

KDKA-TV

Ch. 2

**KDKA-TV 2 W** GROUP



WESTINGHOUSE BROADCASTING & CABLE INC.

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' 09.40"

Transmitter: 4101 Grizella St.

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

FM Affiliate: WPNT, 47-kw, 92.9 MHz (No. 225), 890-ft.

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

Satellite Earth Stations: Transmit/receive; Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Westinghouse Bcstg. & Cable Inc., One Gateway Center, Pittsburgh, Pa. 15222.

Studio: One Gateway Center, Pittsburgh, Pa. 15222.

Telephone: 412-392-2200. TWX: 412-642-3113.

Ownership: Subsidiary of Westinghouse Electric Corp. For other interests, see Group W in Group Ownership of TV Stations.

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 Group W Television Sales.

Personnel:

- CAROLYN WEAN, vice president & general manager.
- JOSEPH BERWANGER, general sales manager.
- SHERRI SIEVING, sales manager.
- HAL WHACK, national sales manager.
- DEBRA ZEYEN, program manager.
- BARBARA KLAUSCHER, creative services director.
- CAROLYN S. McCLAIR, public relations director.
- JAY NEWMAN, news director.
- HOWARD MURPHY, business manager.
- JOHN J. CVETIC, engineering manager.
- ROY HOOVER, chief engineer.

Highest 30 Sec. Rate (July 1983): \$15,000.

NETWORK BASE HOURLY RATE: \$2800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Columbiana	41,200	40,600	99
	Jefferson	33,100	32,700	99
	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Armstrong	29,000	28,400	98
	Beaver	73,500	72,400	99
Butler	52,600	51,800	98	
Cambria	64,900	63,800	98	
Clarion	14,900	14,500	97	
Elk	13,400	13,100	97	
Fayette	58,600	57,000	97	
Forest	1,900	1,900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Greene	14,800	14,300	97
	Indiana	31,700	30,900	97
	Jefferson	18,200	17,800	98
	Lawrence	38,500	37,700	98
	Somerset	29,500	28,700	97
	Venango	23,500	22,700	96
	Washington	79,400	77,900	98
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
Hancock	14,700	14,700	100	
Marion	25,200	24,900	99	
Marshall	15,100	15,000	99	
Monongalia	28,900	28,400	98	
Preston	11,000	10,800	98	
Tucker	3,400	3,300	97	
Between 25-49%	<b>OHIO</b>			
	Harrison	6,600	6,500	98
	<b>PENNSYLVANIA</b>			
	Blair	50,200	49,200	98
	Clearfield	30,400	29,700	98
Crawford	32,400	31,400	97	
Mercer	46,100	45,100	98	
<b>WEST VIRGINIA</b>				
Barbour	6,100	6,000	98	
Grant	3,800	3,700	97	
Harrison	29,400	29,200	99	
Ohio	23,100	23,000	99	
Randolph	10,400	10,200	98	
Taylor	6,100	6,000	98	
Tyler	4,200	4,100	98	
Wetzel	7,900	7,800	99	
Between 5-24%	<b>MARYLAND</b>			
	Allegany	29,700	29,400	99
<b>OHIO</b>				
Carroll	9,000	8,900	99	

(Continued on page 781)

Station Totals	2,005,800	1,971,400	98
Net Weekly Circulation (1983)		1,342,400	
Average Daily Circulation (1983)		872,100	

# Pennsylvania—Greensburg-Pittsburgh

## WPCB-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

Latitude 40° 23' 30.0"  
Longitude 79° 46' 51.1"

Transmitter: Signal Hill Dr., Wall, Pa.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: Western Pennsylvania Christian Broadcasting Co., Box 17220, Pittsburgh, Pa. 15235.

Studio: Rte.48, Signal Hill Dr., Wall, Pa. 15148.

Mailing Address: Box 17220, Pittsburgh, Pa. 15235.

Telephone: 412-824-3930.

Ownership: Non-stock, non-profit corp. Rev. R. Russell Bixler, pres.; David Kelton, Oleen Eagle, Ernest Frederick, Harold McKamish, dirs.

Began Operation: April 15, 1979.

Represented (legal) by Gordon & Healy.

Represented (engineering) by Dean Sargent.

### Personnel:

DAVID KELTON, exec. vice president & general manager.

OLEEN EAGLE, vice president & operations manager.

DAVID SKEBA, station manager.

JERRY FOREMAN, director of engineering.

JOE SCHARBLOUGH, sales manager.

Highest One Hour Rate (May 21, 1982): \$425.

Highest 30 Sec. Rate (May 21, 1982): \$35.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>PENNSYLVANIA</b>				
Between 5-24%	Fayette	58,600	57,000	97
	Westmoreland	144,100	142,000	99
<b>Station Totals</b>		<b>202,700</b>	<b>199,000</b>	<b>98</b>
Net Weekly Circulation (1983)				47,600
Average Daily Circulation (1983)				20,300



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# Pennsylvania—Pittsburgh

## WPGH-TV

Ch. 53

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 234-kw max. & 128-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 43"  
Longitude 80° 00' 18"

Transmitter: 750 Ivory Ave.

News Service: UPI.

Satellite Earth Station: Microdyne, 4.7-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Meredith Corp., 1716 Locust St., Des Moines, Iowa 50336.

Studio: 750 Ivory Ave., Pittsburgh, Pa. 15214.

Telephone: 412-931-8600.

Ownership: Meredith Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to present owner by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

### Personnel:

WILLARD A. SALTZGIVER, vice president & general manager.

KATHY SAUNDERS, general sales manager.

NANCY PALMER, program manager.

JOHN TAMERLANO, national sales manager.

MARK ALBRIGHT, director of engineering.

Highest 30 Sec. Rate (July 1983): \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Jefferson	33,100	32,700	99
	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Lawrence	38,500	37,700	98
	Washington	79,400	77,900	98
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
	Marshall	15,100	15,000	99
	Monongalia	28,900	28,400	98
	Ohip	23,100	23,000	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Harrison	6,600	6,500	98
	Monroe	6,400	6,200	97
	<b>PENNSYLVANIA</b>			
	Armstrong	29,000	28,400	98
	Cambria	64,900	63,800	98
	Clarion	14,900	14,500	97
	Elk	13,400	13,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Fayette	58,600	57,000	97
	Greene	14,800	14,300	97
	Indiana	31,700	30,900	97
	Jefferson	18,200	17,800	98
	Somerset	29,500	28,700	97
	Venango	23,500	22,700	96
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Hancock	14,700	14,700	100
	Harrison	29,400	29,200	99
	Marion	25,200	24,900	99
	Preston	11,000	10,800	98
	Taylor	6,100	6,000	98
	Wetzel	7,900	7,800	99
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Mahoning	104,200	103,200	99
	Trumbull	37,500	36,500	99
	<b>PENNSYLVANIA</b>			
	Blair	50,200	49,200	98
	Clearfield	30,400	29,700	98
	Crawford	32,400	31,400	97
	Mercer	46,100	45,100	98
	<b>WEST VIRGINIA</b>			
	Randolph	10,400	10,200	98
	Tyler	4,200	4,100	98
<b>Station Totals</b>		<b>1,911,400</b>	<b>1,879,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>817,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>383,400</b>	

# Pennsylvania—Pittsburgh

## WPTT-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.5"  
Longitude 79° 43' 10.5"

Transmitter: Hawkeye Dr. Extended.

News Service: UPI.

Satellite Earth Stations: AFC, 10-meter; Microdyne & Automation Techniques Inc. receivers.

Network Service: None, independent.

Licensee: Commercial Radio Institute Inc. (CRI), 3500 Parkdale Ave., Baltimore, Md. 21211.

Studio: 500 Seco Rd., Box 2809, Pittsburgh, Pa. 15230.

Telephone: 412-856-9010. Fax: 412-837-2248. TWX: 710-797-3664.

Ownership: Julian S. Smith, pres., 28.5%; Frederick M. Himes Jr., v.p.-secy.-treas., 23.6%; Robert L. Simmons, 10%; others, none with more than 5%. Smith, Himes & Simmons have interest in WBFF(TV), Baltimore, Md. Commercial Radio Institute holds CP for Ch. 28, Columbus, Ohio.

Began Operation: Sept. 29, 1978.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Carl T. Jones & Associates.

Personnel:

- JULIAN S. SMITH, president.
- FREDERICK M. HIMES, executive vice president.
- KENNETH BUSCHMAN, station manager.
- ROBERT SIMMONS, vice president, sales.
- MICHAEL SILVERT, sales manager.
- WILLIAM WALTERS, national sales manager.
- EDDIE EDWARDS, special program development manager.
- RAYMOND LAU, production manager.
- VIRGINIA NEVILLE, promotion manager.
- MICHAEL BERKEY, chief engineer.

Highest 30 Sec. Rate (May 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Armstrong	29,000	28,400	98
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Fayette	58,600	57,000	97
	Washington	79,400	77,900	98
	Westmoreland	144,100	142,000	99
<b>WEST VIRGINIA</b>				
Hancock	14,700	14,700	100	
Marion	25,200	24,900	99	
Taylor	6,100	6,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Columbiana	41,200	40,600	99
	Harrison	6,600	6,500	98
	Jefferson	33,100	32,700	99
Monroe	6,400	6,200	97	
<b>PENNSYLVANIA</b>				
Clarion	14,900	14,500	97	
Elk	13,400	13,100	97	
Greene	14,800	14,300	97	
Indiana	31,700	30,900	97	
Jefferson	18,200	17,800	98	
Lawrence	38,500	37,700	98	
Mercer	46,100	45,100	98	
Somerset	29,500	28,700	97	
Venango	23,500	22,700	96	
<b>WEST VIRGINIA</b>				
Brooke	10,900	10,800	99	
Harrison	29,400	29,200	99	
Marshall	15,100	15,000	99	
Monongalia	28,900	28,400	98	
Ohio	23,100	23,000	99	
Randolph	10,400	10,200	98	
<b>Station Totals</b>		1,494,100	1,468,300	98
<b>Net Weekly Circulation (1983)</b>			429,500	
<b>Average Daily Circulation (1983)</b>			156,500	



# Pennsylvania—Pittsburgh

## WPXI

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, 848-ft. above ground, 2048-ft. above sea level.

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

Transmitter: 11 Television Hill.

News Services: AP, CNN Headline News, Mediawire, National Weather Wire, NBC, Nexis, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: WPXI Corp., 11 Television Hill, Box 1100, Pittsburgh, Pa. 15230.

Studio: 11 Television Hill.

Mailing Address: Box 1100, Pittsburgh, Pa. 15230.

Telephone: 412-237-1100.

TWX: 710-664-2099.

Ownership: Cox Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

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 TeleRep Inc.

Represented (legal) by Reed, Shaw & McClay.

### Personnel:

- PATRICK J. GMITER, vice president & general manager.
- BRUNO GRAZIANO, general sales manager.
- LOUIS SUPOWITZ, local sales manager.
- CYNTHIA DURLER, personnel director.
- BRONWYN HARRIS, research director.
- BUD MOORE, controller.
- MAUREEN DURKIN, promotion director.
- KENNETH TIVEN, news director.
- ROBERT WEHRMAN v.p. & engineering director.
- BY WILLIAMS, operations manager & program director.

Highest 30 Sec. Rate (Sept. 1982): \$3000.

NETWORK BASE HOURLY RATE: \$2280.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Jefferson	33,100	32,700	99
	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Armstrong	29,000	28,400	98
	Beaver	73,500	72,400	99
	Butler	52,600	51,800	98
	Clarion	14,900	14,500	97
	Fayette	58,600	57,000	97
	Greene	14,800	14,300	97
	Indiana	31,700	30,900	97
	Lawrence	38,500	37,700	98
	Venango	23,500	22,700	96
	Washington	79,400	77,900	98
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,900	10,800	99
	Hancock	14,700	14,700	100
	Marshall	15,100	15,000	99
	Monongalia	28,900	28,400	98
	Ohio	23,100	23,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tucker	3,400	3,300	97
Between 25-49%	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Columbiana	41,200	40,600	99
	<b>PENNSYLVANIA</b>			
	Cambria	64,900	63,800	98
	Elk	13,400	13,100	97
	Jefferson	18,200	17,800	98
	Mercer	46,100	45,100	98
	Somerset	29,500	28,700	97
	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Harrison	29,400	29,200	99
	Marion	25,200	24,900	99
	Preston	11,000	10,800	98
	Taylor	6,100	6,000	98
	Wetzel	7,900	7,800	99
Between 5-24%	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Harrison	6,600	6,500	98
	Mahoning	104,200	103,200	99
	Monroe	6,400	6,200	97
	<b>PENNSYLVANIA</b>			
	Blair	50,200	49,200	98
	Cameron	2,700	2,600	98
	Clearfield	30,400	29,700	98
	Clinton	14,000	13,700	98
	Forest	1,900	1,900	100
	Fulton	4,800	4,600	95
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Randolph	10,400	10,200	98
	Tyler	4,200	4,100	98
Station Totals		1,822,100	1,790,900	98
Net Weekly Circulation (1983)			1,150,000	
Average Daily Circulation (1983)			616,400	

# 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.

AM Affiliate: WTAE, 5-kw, 1250 kHz.

FM Affiliate: WHTX, 50-kw, 96.1 MHz (No. 241), 500-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh 15230.

Studio: 400 Ardmore Blvd., Pittsburgh, Pa. 15230.

Telephone: 412-242-4300. TWX: 710-664-4266.

Ownership: The Hearst Corp., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

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.

Represented (legal) by Dempsey & Koplovitz.

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

### Personnel:

FRED I. YOUNG, vice president & general manager.  
RICHARD WOLK, vice president, sales.  
ANTHONY J. VINCIGUERRA, general sales manager.  
BILL DADDIO, local sales manager.  
MARK MAYO, resident controller.  
DAVID CRANTZ, dir., public relations & special projects.  
KERRY G. RICHARDS, director of creative services.  
JAMES HURLEY, director of engineering.  
JUDY GIRARD, program director.  
JOSEPH ROVITTO, news director.

Highest 30 Sec. Rate (July 1983): \$3500.

NETWORK BASE HOURLY RATE: \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes-TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Jefferson	33,100	32,700	99
	Monroe	6,400	6,200	97
	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Armstrong	29,000	28,400	98
	Beaver	73,500	72,400	99
Bedford	16,800	16,200	96	
Blair	50,200	49,200	98	
Butler	52,600	51,800	98	
Cambria	64,900	63,800	98	
Clarion	14,900	14,500	97	
Clearfield	30,400	29,700	98	
Elk	13,400	13,100	97	
Fayette	58,600	57,000	97	
Forest	1,900	1,900	100	
Greene	14,800	14,300	97	
Indiana	31,700	30,900	97	
Jefferson	18,200	17,800	98	
Lawrence	38,500	37,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Somerset	29,500	28,700	97
	Venango	23,500	22,700	96
	Washington	79,400	77,900	98
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
Barbour	6,100	6,000	98	
Brooke	10,900	10,800	99	
Hancock	14,700	14,700	100	
Harrison	29,400	29,200	99	
Marion	25,200	24,900	99	
Marshall	15,100	15,000	99	
Monongalia	28,900	28,400	98	
Ohio	23,100	23,000	99	
Preston	11,000	10,800	98	
Randolph	10,400	10,200	98	
Taylor	6,100	6,000	98	
Tucker	3,400	3,300	97	
Wetzel	7,900	7,800	99	
Between 25-49%	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Harrison	6,600	6,500	98
<b>PENNSYLVANIA</b>				
Mercer	46,100	45,100	98	
<b>WEST VIRGINIA</b>				
Lewis	7,000	6,900	99	
Tyler	4,200	4,100	98	
Upshur	8,700	8,500	98	
Between 5-24%	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	<b>PENNSYLVANIA</b>			
	Centre	38,200	36,900	97
	Huntingdon	14,900	14,400	97
	<b>WEST VIRGINIA</b>			
	Braxton	5,200	5,000	97
	Doddridge	2,700	2,600	96
	Grant	3,800	3,700	97
	Mineral	9,900	9,700	98
Ritchie	4,400	4,300	98	
Station Totals		1,804,200	1,771,300	98
Net Weekly Circulation (1983)			1,406,500	
Average Daily Circulation (1983)			900,400	

# Pennsylvania—Reading

## WTVE

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1450-kw max. & 1100-kw horizontal visual, 145-kw max. & 110-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude 40° 21' 15"  
Longitude 75° 53' 56"

Transmitter: Mt. Penn, 1.9-mi. NE of center of Reading.

News Services: AP, INN.

Satellite Earth Stations: Microdyne, 7-meter; Andrew, 5-meter.

Network Service: None, independent.

Licensee: Reading Broadcasting Inc., Box 3248, Reading, Pa. 19604.

Studio: 1729 North 11th St., Box 3248, Reading, Pa. 19604.

Telephone: 215-921-9181.

Ownership: Henry N. Aurandt, pres. & Helen K. Aurandt, 25% jointly; Robert A. Denby, v.p., 10%; Irvin Cohen, v.p., 8%; Jack A. Linton, secy. & Nancy A. Linton, 2% jointly; David L. & Alice M. Hyman, 5% each; 16 others, none with as much as 5%.

Began Operation: May 4, 1980.

Represented (sales) by Seltel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Smith & Powstenko.

Personnel:

JOHN FORCIER, general manager.

DAVID SWARTZ, operations manager.

DAVE JAMES, chief engineer.

Highest 30 Sec. Rate (April 30, 1982): \$60.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Berks	118,400	116,000	98
	Schuylkill	61,400	59,800	97
<b>Station Totals</b>		<b>179,800</b>	<b>175,800</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>25,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>5,900</b>	



## BLACKBURN & COMPANY, INC.

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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

# Pennsylvania—Red Lion-Lancaster & York

## WGCB-TV

Ch.49

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"  
Longitude 76° 35' 00"

Transmitter: State Rte. 66141, 1.75-mi. E of Red Lion.

News Service: AP.

Satellite Earth Stations: 3 in operation, Gardiner, 5-meter; Scientific-Atlanta, 11.6-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Red Lion Television Inc., Box 88, Red Lion, Pa. 17356.

Studio: Windsor Rd., Red Lion. Telephone: 717-246-1681.

Mailing Address: Box 88, Red Lion, Pa. 17356.

Ownership: John H. Norris, 77.5%; Dorothy C. Norris, 22.5%. Red Lion Bcstg. is licensee of WGCB-AM-FM & owns World International Bcstrs. Inc., licensee of WINB (short wave), Red Lion.

Began Operation: April 28, 1979.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Benedict P. Cottone.

Represented (engineering) by Fred W. Wise.

Personnel:

JOHN NORRIS, president & general manager.

Highest One Hour Rate: \$302.

Highest 30 Sec. Rate: \$77.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Dauphin	91,200	89,000	98
	Lancaster	130,400	125,100	96
	Lebanon	39,800	38,800	97
	York	118,100	115,500	98
<b>Station Totals</b>		<b>379,500</b>	<b>368,400</b>	<b>97</b>
Net Weekly Circulation (1983)			<b>48,200</b>	
Average Daily Circulation (1983)			<b>16,600</b>	



# TARGET/AID

The Ratings and Lifestyle Connection.

## ARBITRON® RATINGS

# 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: Electrically tilted, 1560-ft. above av. terrain, 618-ft. above ground, 2744-ft. above sea level.

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

Transmitter: Bald Mtn., Ransom Twp.

AM Affiliate: WGBI, 1-kw (0.5-kw night), 910 kHz (CBS).

FM Affiliate: WGBI-FM, 4.9-kw, 101.3 MHz (No. 267), 1100-ft.

News Services: AP, CBS.

Network Service: CBS.

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa.

Studio: 415 Lackawanna Ave., Scranton 18503.

Telephone: 717-961-2222. TWX: 510-671-4607.

Ownership: Scranton Bcstrs. Inc., 100% owned by heirs of Frank Megargee, with 28% being held by Scranton WGBI Radio Inc. (66.66% voting stock), Mrs. M. E. Megargee & family, 72%.

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

Represented (sales) by Blair Television.

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.

GENE MALONE, general sales manager.

MORT ROSENTHAL, program director & film buyer.

TOM POWELL, news director.

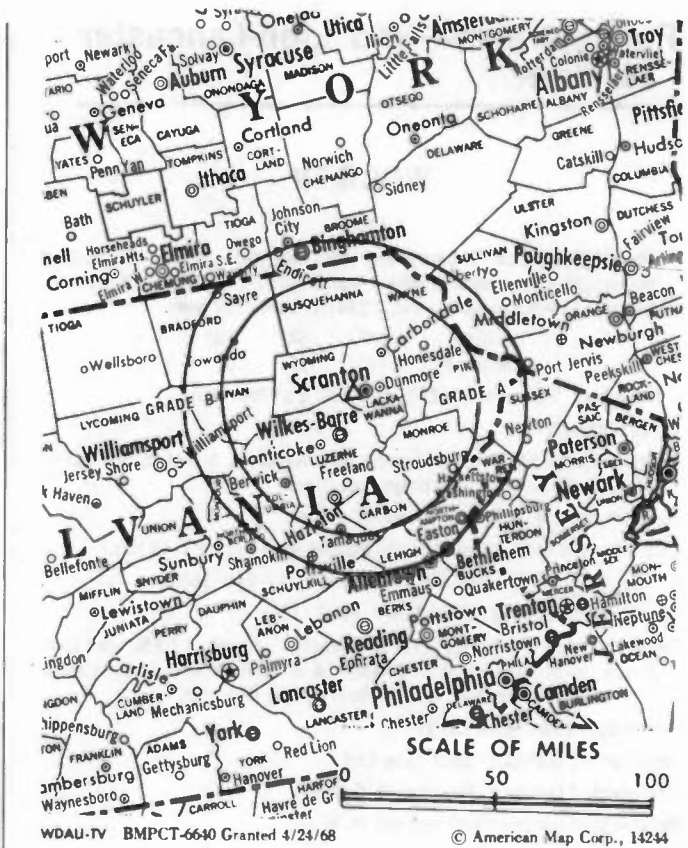
Highest One Hour Rate (May 5, 1982): \$4000.

Highest 30 Sec. Rate (Sept. 1, 1983): \$1250.

NETWORK BASE HOURLY RATE: \$825.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Bradford	22,400	21,800	97
	Carbon	20,400	19,900	98
	Columbia	22,600	22,100	98
	Lackawanna	83,500	82,200	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montour	5,800	5,600	97
	Northumberland	38,800	37,500	97
	Snyder	11,400	10,800	95
	Susquehanna	13,500	13,200	97
	Union	10,500	10,000	95
	Wayne	13,300	12,700	95
	Wyoming	9,600	9,300	97
Between 25-49%	<b>PENNSYLVANIA</b>			
	Monroe	27,900	27,300	98
	Pike	7,800	7,500	96
	Schuylkill	61,400	59,800	97
	Sullivan	2,200	2,100	95
Between 5-24%	<b>NEW YORK</b>			
	Delaware	16,900	16,200	96
	Sullivan	24,800	23,800	96
	Tioga	17,400	17,000	98
	Tompkins	31,400	29,600	94
Between 5-24%	<b>PENNSYLVANIA</b>			
	Clinton	14,000	13,700	98
	Tioga	14,100	13,500	96
Station Totals		641,900	623,900	97
Net Weekly Circulation (1983)			383,700	
Average Daily Circulation (1983)			219,400	

# Pennsylvania—Scranton & Wilkes-Barre

## WNEP-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

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

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

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 11-meter.

Network Service: ABC.

Licensee: NEP Communications Inc., Wilkes-Barre-Scranton Airport, Avoca, Pa. 18641.

Studio: Wilkes-Barre-Scranton Airport, Avoca, Pa. 18641.

Telephones: 717-346-7474, Scranton; 717-826-1616, Wilkes-Barre.

TWX: 510-671-4532.

Ownership: Thomas P. Shelburne, 26.090%; Catherine W. Shelburne, 10.524%; Frank M. Henry, 21%; Thomas P. Shelburne III, 10.818%; William W. Scranton, 8.75%; Chester F. Sawicki, 3.70%; Warren A. Reed Jr., 2.10%; others, none with as much as 2%.

Began Operation: Feb. 9, 1954. Sale to present owners by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Television Digest, Vol. 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 (Vol. 13:46; 14:7).

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

THOMAS P. SHELBURNE, chairman.  
THOMAS SHELBURNE III, president & chief executive officer.  
ELDEN A. HALE JR., vice president & general manager.  
WARREN REED, general sales manager.  
PETER KOZLOSKI, treasurer.  
BERNIE HYZINSKI, chief engineer.  
R. PAUL STUEBER, news director.

Highest One Hour Rate: \$6975.

Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Carbon	20,400	19,900	98
	Centre	38,200	36,900	97
	Clinton	14,000	13,700	98
	Columbia	22,600	22,100	98
	Lackawanna	83,500	82,200	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96
	Monroe	27,900	27,300	98
	Montour	5,800	5,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Northumberland	38,800	37,500	97
	Schuylkill	61,400	59,800	97
	Snyder	11,400	10,800	95
	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97
	Union	10,500	10,000	95
	Wayne	13,300	12,700	95
	Wyoming	9,600	9,300	97
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Sullivan	24,800	23,800	96
<b>PENNSYLVANIA</b>				
	Bradford	22,400	21,800	97
	Pike	7,800	7,500	96
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Delaware	16,900	16,200	96
	Tioga	17,400	17,000	98
	Tompkins	31,400	29,600	94
<b>PENNSYLVANIA</b>				
	Berks	118,400	116,000	98
	Cameron	2,700	2,600	98
	Huntingdon	14,900	14,400	97
	Juniata	7,000	6,600	95
	Lehigh	106,000	104,100	98
	Mifflin	17,300	16,600	96
	Northampton	82,700	81,000	98
	Perry	13,300	12,900	97
<b>Station Totals</b>		<b>1,028,300</b>	<b>1,001,500</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>512,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>345,100</b>	

# Pennsylvania—Wilkes-Barre & Scranton

## WBRE

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-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.

News Services: AP, NBC.

Satellite Earth Station: Scientific-Atlanta, 7-meter.

Network Service: NBC.

Licensee: WBRE Inc., 62 S. Franklin St., Wilkes-Barre, Pa. 18773.

Studio: 62 S. Franklin St., Wilkes-Barre, Pa. 18773.

Telephone: 717-823-3101. TWX: 510-658-3198.

Ownership: David M. Baltimore & family.

Began Operation: Jan. 1, 1953.

Represented (sales) by Petry Television Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

DAVID M. BALTIMORE, president & general manager.  
TERRY BALTIMORE, v.p. & national sales manager.  
TOM ROSING, sales manager.  
CHARLES BALTIMORE, v.p., engineering & production.  
TOM BIGLER, v.p., news & public affairs.  
TOM WILSON, promotion director.  
RICHARD CYBULSKI, chief engineer, transmitter.  
GEORGE ANDRESKY, chief engineer, studio.  
CHARLES SAKOSKI JR., CATV engineer.

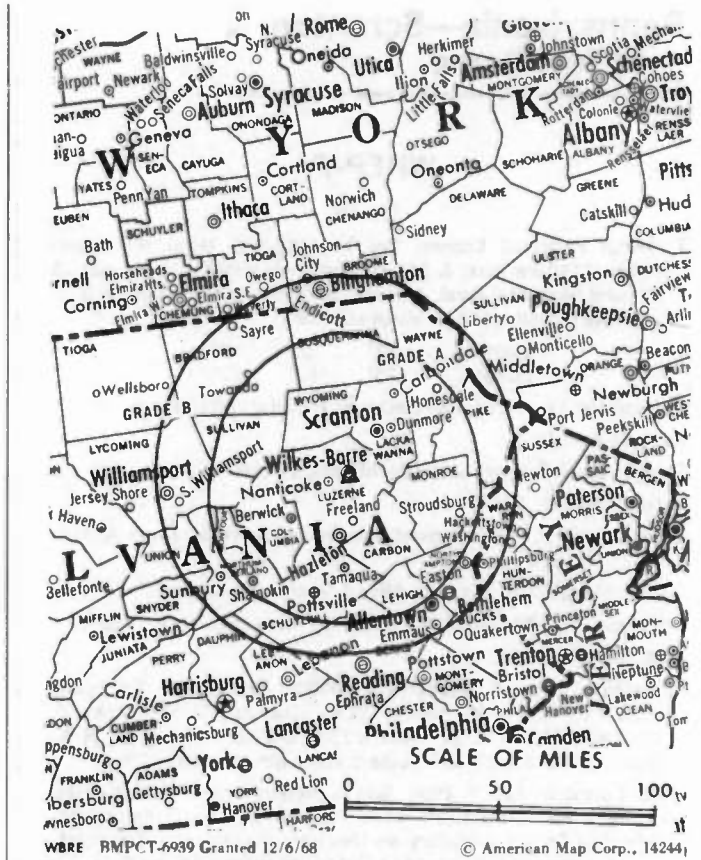
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1633.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Carbon	20,400	19,900	98
	Clinton	14,000	13,700	98
	Columbia	22,600	22,100	98
	Lackawanna	83,500	82,200	98
	Luzerne	128,400	126,200	98
	Lycoming	43,800	42,100	96
	Monroe	27,900	27,300	98
	Montour	5,800	5,600	97
	Northumberland	38,800	37,500	97
	Snyder	11,400	10,800	95
	Sullivan	2,200	2,100	95
	Susquehanna	13,500	13,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Union	10,500	10,000	95
	Wayne	13,300	12,700	95
	Wyoming	9,600	9,300	97
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Bradford	22,400	21,800	97
	Pike	7,800	7,500	96
	Schuylkill	61,400	59,800	97
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Delaware	16,900	16,200	96
	Sullivan	24,800	23,800	96
<b>PENNSYLVANIA</b>				
	Berks	118,400	116,000	98
	Centre	38,200	36,900	97
	Juniata	7,000	6,600	95
	Lehigh	106,000	104,100	98
	Mifflin	17,300	16,600	96
	Northampton	82,700	81,000	98
	Perry	13,300	12,900	97
	Tioga	14,100	13,500	96
<b>Station Totals</b>		<b>976,000</b>	<b>951,400</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>454,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>287,500</b>	

# Pennsylvania—York

## WPMT

(formerly WSBA-TV)

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2698-kw max. & 2244-kw horizontal visual, 270-kw max. & 224-kw horizontal aural. Antenna: 1359.5-ft. above av. terrain, 974-ft. above ground, 1847-ft. above sea level.

Latitude 40° 01' 38"  
Longitude 76° 36' 00"

Transmitter: Hellam Twp., 0.5-mi. NE of Chimney Rock.

Satellite Earth Stations: M/A-Com; 5-meter.

Network Service: None, independent.

Licensee: Mohawk Broadcasting Ltd.

Studio: 2005 S. Queen St., York, Pa. 17403.

Telephone: 717-843-0043.

Ownership: Kupuna Inc., general partner; Odyssey Partners & Esen Assoc. XIV, Ltd. partners; 19 other Ltd. partners. Kupuna ownership: John A. Serrao, pres., 42.5%; Cary W. Jones, exec. v.p.-secy., 42.5%; Curtis Bertsch, 9%; Robert L. Dudley, 6%. Certain principals of Kupuna have interest in KTRV(TV), Nampa, Ida.; KLBK-TV, Lubbock, Tex.; WYTV, Youngstown, Ohio. Odyssey Partners & Esen XIV principals have interest in WTXX(TV), Waterbury, Conn.; WTSG(TV), Albany, Ga.; applicant for Ch. 45, Dayton, Ohio.

Began Operation: Dec. 22, 1952. Sale to present owners by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982.

Represented (sales) by Pety Television Inc.

Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Represented (engineering) by John Fergie & Associates.

Personnel:

JOHN A. SERRAO, president & general manager.

GERRY LISS, general sales manager.

BARBARA SMITH, program/operations/promotion manager.

JACK M. SCHUSTER, chief engineer.

Highest 30 Sec. Rate (1983): \$400.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b> York	118,100	115,500	98
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b> Adams Cumberland Dauphin Franklin Lancaster	24,300 66,200 91,200 41,900 130,400	23,600 64,700 89,000 40,300 125,100	97 98 98 96 96
<b>Station Totals</b>		<b>472,100</b>	<b>458,200</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>93,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>36,700</b>	

## KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OHIO—(Continued)</b> Guernsey Mahoning	15,800 104,200	15,400 103,200	97 99



Media Brokerage Specialist  
CATV, TV and Radio

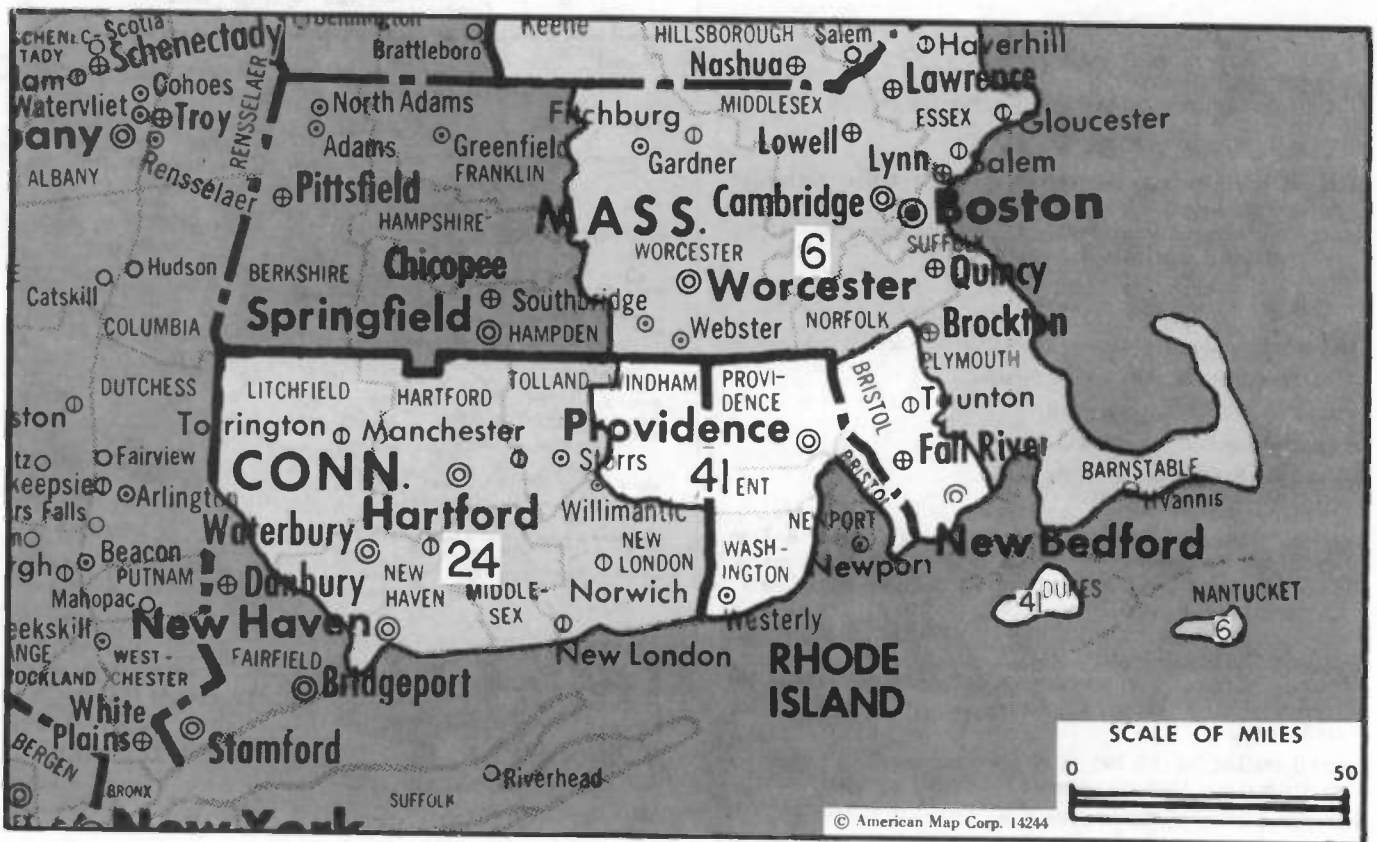
# THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebson, VP, Small Markets  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Monroe Trumbull	6,400 87,500	6,200 86,500	97 99
	<b>PENNSYLVANIA</b> Bedford	16,800	16,200	96
	<b>WEST VIRGINIA</b> Mineral Ritchie Upshur	9,900 4,400 8,700	9,700 4,300 8,500	98 98 98



# Rhode Island



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Boston, Mass. ....	1,930,800	6	1,264,000	5	WBZ-TV (4), WCVB-TV (5), WLVI-TV (56), WMUR-TV (9), WNEV-TV (7), WQTV (68), WSBK-TV (38), WSMW-TV (27), WXNE-TV (25)
Hartford-New Haven, Conn. ....	797,700	24	408,000	29	WFSB (3), WHCT-TV (1B), WTNH-TV (B), WTXX (20), WVIT (30)
Providence, R.I.-New Bedford, Mass. .	557,500	41	324,000	39	WJAR-TV (10), WLNE (6), WPRI-TV (12) WSTG (64)

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

### Rhode Island Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	1	1
			<hr/> 5

# 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, 940-ft. above ground, 1136-ft. above sea level.

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

Transmitter: Rehoboth, Mass.

News Services: AP, UPI, NBC, Docuvid.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: The Outlet Co., 180 Westminster St., Providence, R.I. 02903.

Studio: 111 Dorrance St., Providence, R.I. 02903.

Telephone: 401-751-5700. TWX: 710-381-1765.

Ownership: The Outlet Co. Also owns WCPX-TV, Orlando, Fla.; KSAT-TV, San Antonio, Tex.; WCMH-TV, Columbus, Ohio; KOVR-TV, Sacramento-Stockton, Cal.; WSNE(FM), Taunton, Mass.; WTOP(AM), Washington, D.C.; WTKS(FM), Bethesda, Md.; WIOQ(FM), Philadelphia, Pa.; KIQQ(FM), Los Angeles, Cal.; WQRS(FM), Detroit, Mich.

Began Operation: July 10, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by Sundlun, George, Scher & Singer.

Represented (engineering) by Lohnes & Culver.

### Personnel:

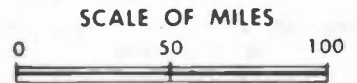
JOSEPH S. (DODY) SINCLAIR, chairman.  
DAVID E. HENDERSON, president.  
JOHN SAWHILL, vice president & general manager.  
JIM MACFARLAN, general sales manager.  
BRUCE SOHIGIAN, regional/local sales manager.  
DAVID BAER, news director.  
LESTER B. KEATS, production manager.  
WYATT McDANIEL, chief engineer.  
PETER LASSOTOVITCH, business manager.

Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	New London	84,600	82,600	98
	Windham	33,600	32,900	98
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Dukes	4,200	4,000	95
	Nantucket	2,300	2,200	96



WJAR-TV BPCT-3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>RHODE ISLAND</b>			
	Bristol	16,000	15,900	99
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
	Washington	33,300	32,700	98
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Plymouth	141,900	140,000	99
	Worcester	233,300	229,800	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Middlesex	48,600	47,700	98
	Tolland	38,000	37,200	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Norfolk	215,000	212,800	99
	Suffolk	250,500	244,100	97
<b>Station Totals</b>		<b>2,363,100</b>	<b>2,327,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>917,500</b>
<b>Average Daily Circulation (1983)</b>				<b>493,100</b>

# Rhode Island—Providence-New Bedford, Mass.

## WLNE

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-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.

News Services: AP, UPI, Sportsticker.

Satellite Earth Station: Harris, 8.8-meter; Harris receivers.

Network Service: CBS.

Licensee: Freedom WLNE-TV Inc., 430 County St., New Bedford, Mass. 02741.

Studio: 430 County St., New Bedford, Mass. 02741.

Telephone: 617-992-6666. TWX: 710-344-6898.

Providence Sales & News Office: 10 Orms St. 02904.

Telephone: 401-751-6666.

Ownership: Freedom Newspapers Inc., 100%. For other interests, see Group Ownership of Television Stations.

Began Operation: Jan. 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (Television Digest, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales) by Blair Television.

Represented (legal) by Marmet & McCombs, P.C.

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

### Personnel:

GARY R. CHAPMAN, vice president & general manager.

B. W. MAYBERRY, operations manager.

JOHN D. QUINLAN, general sales manager.

PAUL KARPOWICZ, sales manager.

CHARLOTTE HALL, program manager.

SIMMONNE L. COUTINHO, controller.

C. ROBERT OGREN JR., chief engineer.

J. P. VISHNOSKI, assistant chief engineer.

PETER BIRNSTEIN, assistant chief engineer.

WILLIAM NORTHUP, news director.

ROBERT RIESKE, special projects manager.

LEE SPIECKERMAN, promotion manager.

TRUMAN TAYLOR, public affairs director.

JULIANA OKINE, film department manager.

Highest 30 Sec. Rate (Aug. 2, 1983): \$1700.

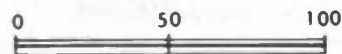
NETWORK BASE HOURLY RATE: \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	New London	84,600	82,600	98
	Windham	33,600	32,900	98



SCALE OF MILES



WLNE BPCT-3450 Granted 12/7/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Dukes	4,200	4,000	95
	Nantucket	2,300	2,200	96
	<b>RHODE ISLAND</b>			
	Bristol	16,000	15,900	99
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
Washington	33,300	32,700	98	
Between 25-49%	<b>MASSACHUSETTS</b>			
	Plymouth	141,900	140,000	99
Between 5-24%	<b>CONNECTICUT</b>			
	Middlesex	48,600	47,700	98
	Tolland	38,000	37,200	98
	<b>MASSACHUSETTS</b>			
	Norfolk	215,000	212,800	99
	Worcester	233,300	229,800	98
Station Totals		1,390,600	1,370,200	98
Net Weekly Circulation (1983)			659,400	
Average Daily Circulation (1983)			324,000	

# Rhode Island—Providence

## WPRI-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, 969-ft. above ground, 1099-ft. above sea level.

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

Transmitter: Homestead Ave., Rehoboth, Mass.

News Service: AP.

Satellite Earth Station: Common Carrier; Microdyne; 7-meter.

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 25 Catamore Blvd., East Providence, R.I. 02914.

Studio: 25 Catamore Blvd., East Providence, R.I. 02914.

Telephone: 401-438-7200.

Ownership: See Group Ownership of TV Stations.

Began Operation: March 27, 1955. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (Television Digest, Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

WILLIAM WUERCH, president & general manager.  
GARY E. MASTERS, general sales manager.  
ROBERT McCAUGHEY, national sales manager.  
JANET CROCKER, regional sales manager.  
T. ARTHUR BONE, vice president & chief engineer.  
JOSEPH FOGARTY, administrative asst. to gen. manager.  
EDWIN HART, news director.  
CATHY PERRON, program operations manager.

Highest 30 Sec. Rate (July 1983): \$3200.

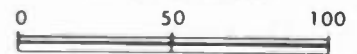
NETWORK BASE HOURLY RATE: \$1900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	New London	84,600	82,600	98
	Windham	33,600	32,900	98
	<b>MASSACHUSETTS</b>			
	Barnstable	65,800	64,500	98
	Bristol	173,300	171,100	99
	Dukes	4,200	4,000	95
	Nantucket	2,300	2,200	96
	Plymouth	141,900	140,000	99



SCALE OF MILES



WPRI-TV BPCT-3943 Granted 7/6/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>RHODE ISLAND</b>			
	Bristol	16,000	15,900	99
	Kent	56,900	56,300	99
	Newport	29,200	28,800	99
	Providence	214,600	211,700	99
	Washington	33,300	32,700	98
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Worcester	233,300	229,800	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	38,000	37,200	98
	<b>MASSACHUSETTS</b>			
	Essex	234,600	231,700	99
	Middlesex	487,400	481,200	99
	Norfolk	215,000	212,800	99
	Suffolk	250,500	244,100	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,200	22,500	97
	Hillsborough	102,700	101,300	99
<b>Station Totals</b>		<b>2,440,400</b>	<b>2,403,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>901,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>483,400</b>	

# Rhode Island—Providence

## WSTG

Ch. 64

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 5000-kw max. & 4060-kw horizontal visual, 500-kw max. & 406-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 967-ft. above ground, 1149-ft. above sea level.

Latitude 41° 52' 13"  
Longitude 71° 17' 47"

Transmitter: Rehoboth Twp., 3-mi. E of Providence.

Network Service: None, independent.

Licensee: Channel 64 of New England Inc., 8200 Greensboro Dr., Suite 1201, McLean, Va. 22102.

Studio: Homestead & Pine Sts., Rehoboth Twp., Mass. 02769.

Telephone: 617-252-6935.

Ownership: Topcor Inc. Officers: C. W. Murchison Jr., chmn., 100%; Robert L. Thompson, pres.; Thomas C. Thompson, exec. v.p.; Paul Mowrey & Ralph J. Backenheimer, v.p.s; Kenneth R. Marvel, secy.; Robert J. Manning, treas.

Began Operation: Dec. 1981.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

PAUL B. MOWREY, vice president, broadcasting.

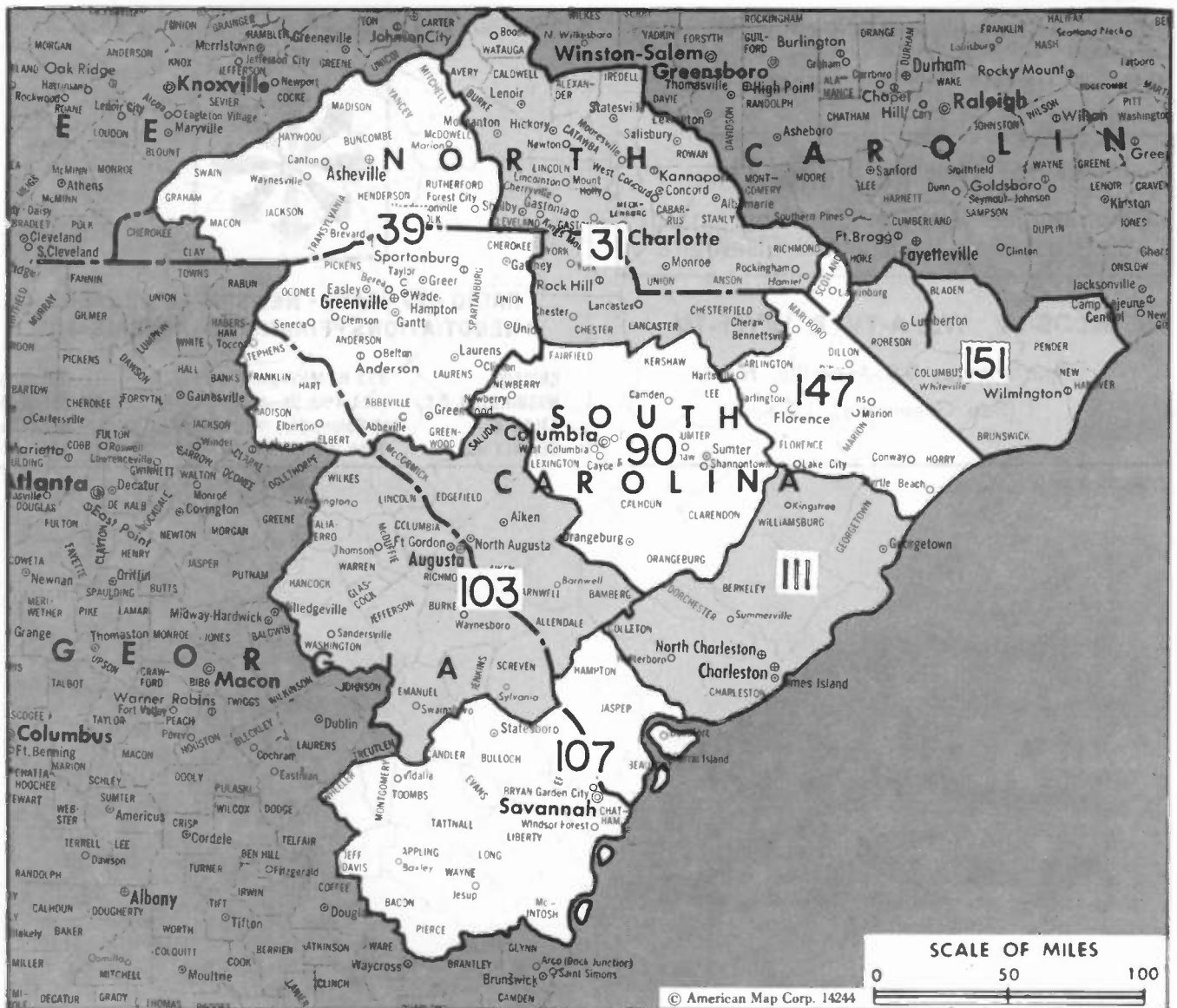
Highest 30 Sec. Rate: Not available.

Arbitron Data: Not available.



WSTG BMPCT-810316KE Granted 9/10/81

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Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Charlotte, N.C.	636,700	31	344,000	33	WBTV (3), WCCB (18), WHKY-TV (14), WPCQ-TV (36), WSOC-TV (9)
Greenville-Spartanburg, S.C.- Asheville, N.C.	576,000	39	344,000	33	WGGS-TV (16); WL0S-TV (13), WSPA-TV (7), WYFF-TV (4)
Columbia, S.C.	247,900	90	147,000	88	WCCT-TV (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
Augusta, Ga.	199,700	103	118,000	102	WAGT (26), WJBF (6), WRDW-TV (12)
Savannah, Ga.	192,700	107	102,000	117	WJCL (22), WSAV-TV (3), WTOG-TV (11)
Charleston, S.C.	184,600	111	120,000	101	WCBD-TV (2), WCIV (4), WCSC-TV (5)
Florence, S.C.	129,300	147	84,000	132	WBTW (13), WPDE-TV (15)
Wilmington, N.C.	123,600	151	71,000	140	WECT (6), WWAY (3)

## South Carolina

South Carolina Station Status as of October 1, 1983

Commercial Television Stations	8	6	14
Educational Television Stations	1	9	10
			<hr/> 24

### State Cross Reference List

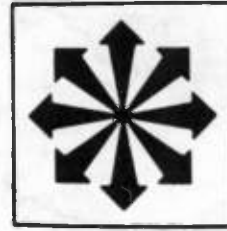
Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **WLOS-TV, WSPA-TV & WYFF-TV**

Spartanburg, S.C.-Asheville, N.C.

(See Greenville, S.C.)

## **BLACKBURN & COMPANY, INC.**



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NEGOTIATIONS • FINANCING • APPRAISALS**

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<b>WASHINGTON, D.C.</b>	1111 19th St., N.W., 20036	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004, 30361	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# South Carolina—Anderson

**WAXA**

(formerly WAIM-TV)

Ch. 40

Technical Facilities: Channel No. 40 (626-732 MHz). Authorized power: 157.6-kw max. & 110-kw horizontal visual, 31.5-kw max. & 21.9-kw horizontal aural. Antenna: 383-ft. above av. terrain, 417-ft. above ground, 1167-ft. above sea level.

Latitude 34° 30' 53"  
Longitude 82° 38' 15"

Holds CP for change to 3499-kw max. visual, 349.9-kw max. aural, 1017-ft. above av. terrain, 1088-ft. above ground, 1848-ft. above sea level, lat. 40° 38' 53", long. 82° 16' 33"; transmitter to Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

Transmitter: 321 Kingsley Rd.

Arbitron Data: Not available.

Licensee: Mark III Broadcasting Co. Inc., 300 Northcreek, Suite 700, Atlanta, Ga. 30027.

Telephone: 404-261-8317.

Ownership: Anthony C. Kupris, pres.-treas.; John Kupris, v.p. & asst. secy.; Mary R. Kupris, secy. See WMBB(TV), Panama City, Fla.

Began Operation: Dec. 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (Television Digest, Vol. 18:23).

Represented (legal) by James L. Oyster.

Personnel:

ANTHONY C. KUPRIS, president.

Arbitron Data: Not available.



WAXA BNPCT-821103KH Granted 6/29/83

© American Map Corp. 14244



# South Carolina—Charleston

## WCBD-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"  
Longitude 79° 53' 51"

Transmitter: 210 Hwy. 17-N, Mt. Pleasant.

News Services: AP, UPI.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

Network Service: ABC.

Licensee: Charleston Television Inc., Box 879, Charleston, S.C. 29402.

Studio: 210 Hwy. 17-N, Mt. Pleasant.

Mailing Address: Box 879, Charleston, S.C. 29402.

Telephone: 803-884-4141. TWX: 810-881-1891.

Ownership: Media General Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (Television Digest, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (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 Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

### Personnel:

THOMAS J. JOSEPHSEN, vice president & general manager.

ROLAND MACK, manager, broadcast operations.

JOSEPH W. (BILL) EVANS III, dir., sales & marketing.

JAMES DePURY, news director.

WALTER NELSON, chief engineer.

PAULINE DAWLEY, traffic/operations manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$525.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Beaufort	22,200	21,800	98
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99
	Colleton	10,800	10,500	97
	Dorchester	20,500	20,100	98



WCBD-TV BMPCT-2104 Granted 6/4/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Georgetown	14,500	14,100	97
	Orangeburg	27,300	26,500	97
	Williamsburg	12,100	11,700	97
<b>SOUTH CAROLINA</b>				
Between 25-49%	Clarendon	9,000	8,600	96
	Jasper	5,000	4,800	96
<b>SOUTH CAROLINA</b>				
Between 5-24%	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Calhoun	4,200	4,100	98
	Florence	38,300	37,700	98
	Hampton	6,400	6,200	97
	Sumter	28,700	28,100	98
<b>Station Totals</b>		<b>336,300</b>	<b>329,100</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>206,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>129,000</b>	

# 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"

Transmitter: Mt. Pleasant, S.C.

News Services: AP, UPI, CNN Headline News.

Satellite Earth Stations: 2 in operation; 7-meter & 5-meter.

Network Service: NBC.

Licensee: First Charleston Corp., Box 10866, Charleston, S.C. 29411.

Studio: Mt. Pleasant, S.C. 29464. Telephone: 803-884-8513.

Mailing Address: Box 10866, Charleston, S.C. 29411.

Ownership: See WJLA-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 Katz Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

WILLIAM E. LUCAS, president & general manager.

CELIA SHAW, station manager.

STEVE BROCK, general sales manager.

RON KELLY, local sales manager.

CARL SHAW, chief engineer.

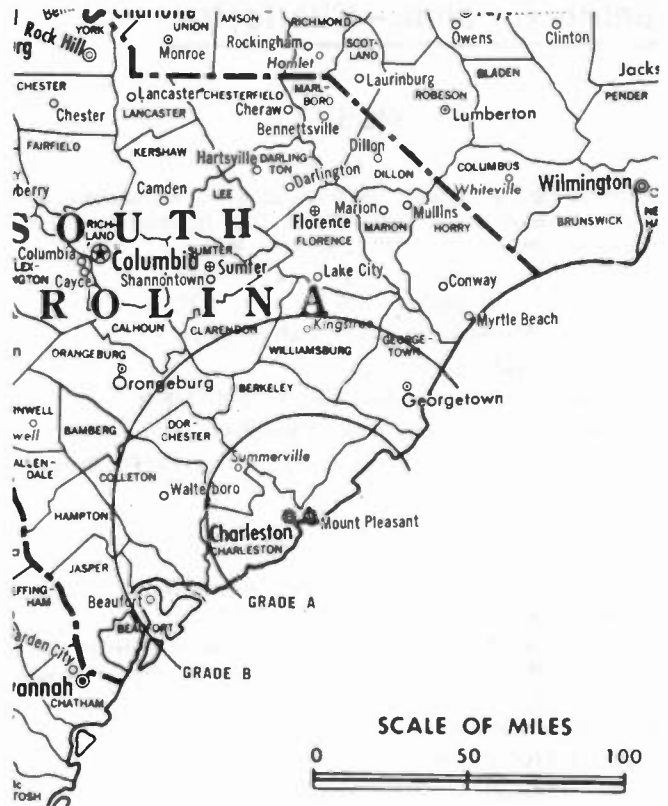
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (March 1982): \$1000.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Beaufort	22,200	21,800	98
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99
	Colleton	10,800	10,500	97
	Dorchester	20,500	20,100	98
	Georgetown	14,500	14,100	97
	Williamsburg	12,100	11,700	97



WCIV BPCT-3631 Granted 12/13/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
Between 25-49%	Clarendon	9,000	8,600	96
	Hampton	6,400	6,200	97
	Jasper	5,000	4,800	96
	Orangeburg	27,300	26,500	97
<b>SOUTH CAROLINA</b>				
Between 5-24%	Bamberg	5,900	5,700	97
	Calhoun	4,200	4,100	98
	Florence	38,300	37,700	98
	Horry	38,700	37,900	98
Station Totals		342,600	335,300	97
Net Weekly Circulation (1983)			208,000	
Average Daily Circulation (1983)			132,100	

# 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"

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

AM Affiliate: WCSC, 5-kw, 1390 kHz.

FM Affiliate: WXTC, 100-kw 96.9 MHz (No. 245), 778-ft.

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

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay 29403.

Studio: 485 East Bay, Box 186, Charleston, S.C. 29402.

Telephone: 803-723-8371. TWX: 803-881-1867.

Ownership: John M. Rivers Sr., chmn., 32.9%; John M. Rivers Jr., pres., 29.49%; Martha Rivers, 1st v.p. & secy., 2.30%; others, none with as much as 3%.

Began Operation: June 19, 1953.

Represented (sales) by Petry Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

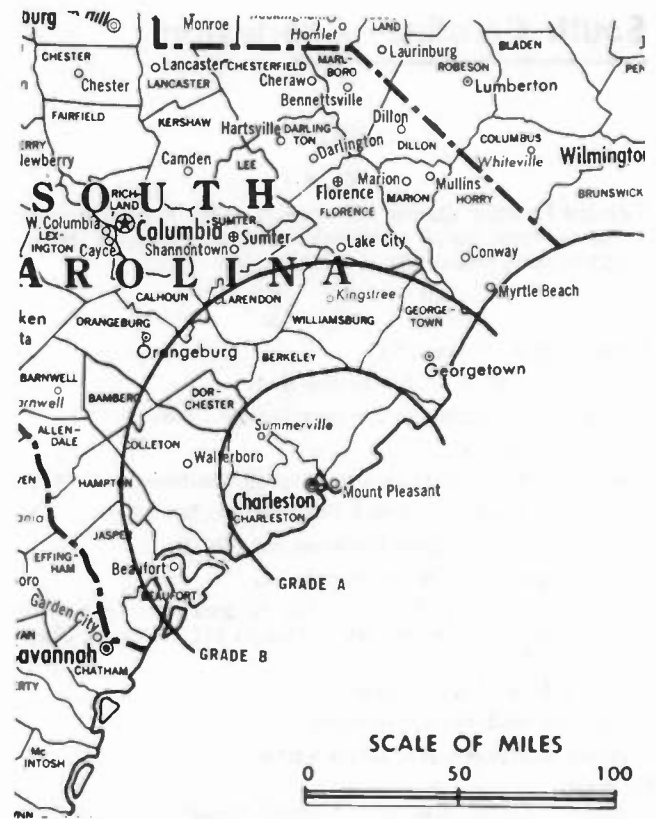
JOHN M. RIVERS SR., chairman.  
JOHN M. RIVERS JR., president.  
MARK PIERCE, vice president & general manager.  
JACK R. BECKNELL JR., vice president & director of engineering.  
DOUG ATHERTON, vice president & general sales manager.  
LOVELL WAUGH, local sales manager.  
EDDIE BOLLING, regional sales manager.  
EVE OLASOV, program director.  
GRAEME NEWELL, promotion manager.  
SALLIE MOULTRIE, traffic director.

Highest 30 Sec. Rate (Jan. 24, 1982): \$1400.

NETWORK BASE HOURLY RATE: \$800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Beaufort	22,200	21,800	98
	Berkeley	32,200	31,400	98
	Charleston	95,500	94,200	99



WCSC-TV BPCT-2380 Granted 8/15/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clarendon	9,000	8,600	96
	Colleton	10,800	10,500	97
	Dorchester	20,500	20,100	98
	Georgetown	14,500	14,100	97
	Orangeburg	27,300	26,500	97
	Williamsburg	12,100	11,700	97
<b>SOUTH CAROLINA</b>				
Between 25-49%	Bamberg	5,900	5,700	97
	Hampton	6,400	6,200	97
	Horry	38,700	37,900	98
	Jasper	5,000	4,800	96
<b>SOUTH CAROLINA</b>				
Between 5-24%	Calhoun	4,200	4,100	98
	Florence	38,300	37,700	98
	Sumter	28,700	28,100	98
Station Totals		371,300	363,400	97
Net Weekly Circulation (1983)			233,500	
Average Daily Circulation (1983)			160,700	

# South Carolina—Columbia

**WCCT-TV**

Ch. 57



Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 994.9-kw visual, 99.5-kw aural. Antenna: 580-ft. above av. terrain, 642-ft. above ground, 932-ft. above sea level.

Latitude 34° 06' 45"  
Longitude 80° 56' 11"

Holds CP for change to 637-kw max. visual, 63.7-kw max. aural, 582-ft. above av. terrain, 645-ft. above ground, 935-ft. above sea level.

Transmitter: 4.9-mi. NE of Columbia reference point.

Satellite Earth Station: Microdyne, 4-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., 3409 Rutherford Rd., Taylors, S.C. 29687.

Studio: 1221 Sunset Blvd., West Columbia, S.C. 29169.  
Telephone: 803-796-7757.

Mailing Address: Box 5757, West Columbia, S.C. 29171.

Ownership: James H. Thompson, pres.-treas., 91.83%; Fred E. Crain, 1.33%; remainder unissued. Carolina Christian Bcstg. operates WGG5-TV Greenville, S.C.

Began Operation: Oct. 2, 1981.

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

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

Personnel:

JAMES H. THOMPSON, president.  
PAUL GORMAN, general manager.  
CHERI ENDRENYI, office manager.  
RICK McCOLLUM, public relations.  
PATTI JENKINS, traffic manager.  
GENE GIBSON, director of engineering.

Highest 30 Sec. Rate (July 1, 1983): \$50.



WCCT-TV BMPCT-810123KI Granted 5/11/81

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Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
Between 5-24%	Kershaw	13,900	13,600	98
	Lee	5,900	5,700	97
<b>Station Totals</b>		<b>19,800</b>	<b>19,300</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>6,700</b>
<b>Average Daily Circulation (1983)</b>				<b>2,500</b>



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# 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.

AM Affiliate: WIS, 5-kw, 560 kHz.

News Services: AP, UPI, NBC.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., Box 789, Greenville, S.C. 29602.

Studio: 1111 Bull St., Columbia, S.C. 29201.

Telephone: 803-799-1010. TWX: 810-666-2636.

Ownership: Liberty Corp., 100%. Cosmos Bestg. Corp., TV-radio subsidiary, officers: Macon G. Patton, chmn. & chief exec. officer; James R. Siefert, sr. v.p., operations; H. Lee Browning, v.p., broadcast services; John C. Thorne, v.p., administration; Joseph P. Gill, v.p., engineering; William D. Ridings, controller. For other Cosmos interests, see Group Ownership of TV Stations.

Began Operation: Nov. 7, 1953.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

DIXON C. LOVVORN, senior vice president & general manager.

C. JOSEPH TONSING, general sales manager.

THOMAS H. BRADFORD, chief engineer.

GARY L. ANDERSON, asst. general manager/news director.

DIANE K. BAGWELL, program/promotion manager.

RICHARD M. STORA, production manager.

MARCIA PABALIS, promotion director.

Highest 30 Sec. Rate (July 26, 1983): \$1660.

NETWORK BASE HOURLY RATE: \$2300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	97
	Calhoun	4,200	4,100	98
	Chester	10,300	10,100	98
	Chesterfield	13,600	13,300	98
	Clarendon	9,000	8,600	96
	Darlington	21,300	20,900	98
	Fairfield	6,400	6,200	97
	Florence	38,300	37,700	98
	Kershaw	13,900	13,600	98
	Lancaster	19,000	18,700	99
	Lee	5,900	5,700	97
	Lexington	53,000	52,100	98
	Marlboro	10,300	10,100	98
Newberry	11,300	11,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Orangeburg	27,300	26,500	97
	Richland	90,700	89,300	98
	Saluda	5,600	5,500	98
	Sumter	28,700	28,100	98
<b>SOUTH CAROLINA</b>				
Between 25-49%	Aiken	38,700	38,300	99
	Dillon	9,800	9,600	98
	Horry	38,700	37,900	98
	Marion	11,500	11,200	97
	Williamsburg	12,100	11,700	97
<b>NORTH CAROLINA</b>				
Between 5-24%	Anson	8,800	8,600	98
	Richmond	17,000	16,700	98
	Robeson	33,300	32,600	98
	Scotland	11,100	10,900	98
<b>SOUTH CAROLINA</b>				
	Allendale	3,700	3,600	97
	Berkeley	32,200	31,400	98
	Colleton	10,800	10,500	97
	Edgefield	6,000	5,900	98
	Georgetown	14,500	14,100	97
	Greenwood	21,300	21,000	99
	Hampton	6,400	6,200	97
	Union	10,900	10,700	99
	York	37,500	37,000	99
<b>Station Totals</b>		<b>705,900</b>	<b>691,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>399,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>265,000</b>	

# South Carolina—Columbia

**WLTX**

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., 0.25-mi W of U.S. Hwy. 1.

News Service: AP.

Network Service: CBS.

Licensee: Capital Communications Inc., Drawer M, Columbia, S.C. 29250.

Studio: 6027 Devine St.

Mailing Address: Drawer M, Columbia, S.C. 29250.

Telephone: 803-776-3600. TWX: 810-666-2629.

Ownership: J. C. Lewis Jr., 100%. Lewis also owns WJCL(TV), Savannah, Ga.; WLTZ(TV), Columbus, Ga.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

J. C. LEWIS JR., president.

RICHARD T. LAUGHRIDGE, vice president & general manager.

GENE UPRIGHT, program manager & film buyer.

WILLIAM F. AULL, director of technical operations.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Calhoun	4,200	4,100	98
	Fairfield	6,400	6,200	97
	Kershaw	13,900	13,600	98
	Lexington	53,000	52,100	98
	Richland	90,700	89,300	98
	Sumter	28,700	28,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
Between 25-49%	Lee	5,900	5,700	97
	Newberry	11,300	11,100	98
	Orangeburg	27,300	26,500	97
<b>SOUTH CAROLINA</b>				
Between 5-24%	Chester	10,300	10,100	98
	Chesterfield	13,600	13,300	98
	Clarendon	9,000	8,600	96
	Darlington	21,300	20,900	98
	Florence	38,300	37,700	98
	Lancaster	19,000	18,700	99
Saluda	5,600	5,500	98	
<b>Station Totals</b>		<b>358,500</b>	<b>351,500</b>	<b>98</b>
Net Weekly Circulation (1983)				195,800
Average Daily Circulation (1983)				115,700

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# South Carolina—Columbia

## WOLO-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"  
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

News Services: AP, National Weather Wire.

Network Service: ABC.

Licensee: Columbia TV Broadcasters Inc., Box 4217, Columbia 29240.

Studio: 5807 Shakespeare Rd. 29204.

Mailing Address: Box 4217, Columbia, S.C. 29240.

Telephone: 803-754-7525. TWX: 810-666-2100.

Ownership: Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

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 Settel Inc.

Represented (legal) by Jeffrey Malickson.

### Personnel:

- DONALD H. KRAUSS, general manager.
- JOE MAHAN, general sales manager.
- DAVID AIKEN JR., program director/operations manager.
- GARY POSZIK, news director.
- ANNE COBB, public affairs director.
- CHUCK BRITT, chief engineer.
- WILLIE FULLER JR., production manager.
- MARTY WHITE, business manager.

Highest 30 Sec. Rate (Sept. 26, 1983): \$540.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Calhoun	4,200	4,100	98
	Fairfield	6,400	6,200	97
	Kershaw	13,900	13,600	98
	Lexington	53,000	52,100	98
	Richland	90,700	89,300	98
	Sumter	28,700	28,100	98
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Lee	5,900	5,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Newberry	11,300	11,100	98
	Orangeburg	27,300	26,500	97
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	97
	Chester	10,300	10,100	98
	Chesterfield	13,600	13,300	98
	Clarendon	9,000	8,600	96
	Darlington	21,300	20,900	98
	Florence	38,300	37,700	98
	Lancaster	19,000	18,700	99
Saluda	5,600	5,500	98	
<b>Station Totals</b>		<b>375,000</b>	<b>367,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>198,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>113,600</b>	

# South Carolina—Florence

**WBTW**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 05"  
Longitude 79° 19' 22"

Transmitter: 5-mi. NE of Florence.

News Service: UPI.

Network Service: CBS.

Licensee: Daily Telegraph Printing Co., 3430 North TV Road, Florence, S.C. 29501.

Studio: 3430 North TV Road, Florence, S.C. 29501.

Telephone: 803-662-1565. TWX: 803-622-2212.

Ownership: Daily Telegraph Printing Co., Bluefield, W.Va., 100%. For other interests, see Group Ownership of TV Stations.

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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOSEPH B. FOSTER, vice president & station manager.

GEORGE L. SANSBURY, sales manager.

JIM GRIFFIN, news director.

RUSSELL SMITH, production manager.

BERNARD E. MOORE, technical manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$967.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Bladen	10,800	10,500	97
	Brunswick	13,800	13,500	98
	Columbus	18,200	17,800	98
	Richmond	17,000	16,700	98
	Robeson	33,300	32,600	98
	Scotland	11,100	10,900	98
<b>SOUTH CAROLINA</b>				
	Chesterfield	13,600	13,300	98
	Clarendon	9,000	8,600	96
	Darlington	21,300	20,900	98
	Dillon	9,800	9,600	98
	Florence	38,300	37,700	98
	Horry	38,700	37,900	98
	Lee	5,900	5,700	97



WBTW BNPCT-791127LF Granted 2/4/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	11,500	11,200	97
	Marlboro	10,300	10,100	98
	Sumter	28,700	28,100	98
	Williamsburg	12,100	11,700	97
<b>NORTH CAROLINA</b>				
Between 25-49%	Anson	8,800	8,600	98
	Cumberland	80,500	79,300	99
	Hoke	6,500	6,300	97
<b>SOUTH CAROLINA</b>				
	Georgetown	14,500	14,100	97
	Kershaw	13,900	13,600	98
<b>NORTH CAROLINA</b>				
Between 5-24%	Montgomery	8,200	8,100	99
	Moore	20,300	19,900	98
	Sampson	17,600	17,300	98
	Union	24,600	24,200	98
<b>SOUTH CAROLINA</b>				
	Lancaster	19,000	18,700	99
<b>Station Totals</b>		<b>517,300</b>	<b>506,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>301,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>179,700</b>	



# South Carolina—Florence

## WPDE-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"  
Longitude 79° 19' 49"

Transmitter: 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River, near Floyd Dale.

News Services: AP, ABC, NIWS.

Satellite Earth Station: ADM, 4-meter; Avcom receivers.

Network Service: ABC.

Licensee: Eastern Carolinas Broadcasting Co. Inc., Box F-15, Florence, S.C. 29502.

Studio: 3215 South Cashua Dr., Florence 29501.

Telephone: 803-665-1515.

Ownership: Charles E. Aimar, chmn., 14.66%; Jerry Condra, pres., 5.33%; William W. Altman, v.p., 8.73%; Edwin L. Oxner, secy.-treas., 5.47%; Howard W. Clarke & James F. Lawrence, 8.86% each; James C. Fort & John M. Wilson, 8% each; Thomas M. Kennedy, 7.25%; Charles P. Frischman, 6.66%; Sherwin & Mildred Welch, 6.71% jointly; Larry M. Brice, 5.73%; Betty Tobin, 5.33%; John L. Weaver, 0.37%.

Began Operation: Nov. 22, 1980.

Represented (sales) by Seltel Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JERRY CONDRÁ, president & general manager.  
STEVE TILMAN, general sales manager.  
JOHN COYNOR, operations manager.  
JOYCE JORDAN, business manager.  
BETH ALLEN, program & promotion manager.  
JAN DALE, news director.  
JIM GAMBLE, chief engineer.

Highest 30 Sec. Rate (July 15, 1983): \$370.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Darlington	21,300	20,900	98
	Dillon	9,800	9,600	98
	Florence	38,300	37,700	98
	Horry	38,700	37,900	98
	Marion	11,500	11,200	97
	Marlboro	10,300	10,100	98



WPDE-TV BMPCT-800915KE Granted 11/24/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Bladen	10,800	10,500	97
	Columbus	18,200	17,800	98
	Richmond	17,000	16,700	98
	Robeson	33,300	32,600	98
Scotland	11,100	10,900	98	
<b>SOUTH CAROLINA</b>	Chesterfield	13,600	13,300	98
	Lee	5,900	5,700	97
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Cumberland	80,500	79,300	99
	Hoke	6,500	6,300	97
	<b>SOUTH CAROLINA</b>			
	Clarendon	9,000	8,600	96
Georgetown	14,500	14,100	97	
Sumter	28,700	28,100	98	
Williamsburg	12,100	11,700	97	
<b>Station Totals</b>		<b>391,100</b>	<b>383,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>150,900</b>
<b>Average Daily Circulation (1983)</b>				<b>79,000</b>

# South Carolina—Greenville-Spartanburg & Asheville, N.C.

## WYFF-TV

(formerly WFBC-TV)

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-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.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: NBC.

Licensee: Pulitzer Bcstg. Co., Box TV 4, Greenville, S.C. 29602.

Studio: Broadcast Place, 505 Rutherford St. 29602.

Mailing Address: Box TV 4, Greenville, S.C. 29802.

Telephone: 803-242-4404. TWX: 803-282-1008.

Ownership: Pulitzer Publishing, 100%. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 31, 1953. Exchange (with WXII, Winston-Salem, N.C.) for KSDK, St. Louis, Mo. approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales) by Petry Television.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

- DOUGLAS A. SMITH, vice president & general manager.
- JACK MARKS, community affairs director.
- WILLIAM WHELESS, program director.
- BOB KING, chief engineer.
- JOHN SCOTT, general sales manager.
- JOHN MOORE, local sales manager.
- H. A. SCOTT JR., promotion manager.
- JAN HASWELL, news/promotion.
- BEN LEONARD, farm director.
- MARY McCARTHY, news director.

Highest One Hour Rate (Jan. 10, 1983): \$3500.

Highest 30 Sec. Rate (Jan. 30, 1983): \$1400.

NETWORK BASE HOURLY RATE: \$2450.

Total Households. © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Banks	3,300	3,200	97
	Elbert	7,000	6,900	99
	Franklin	5,700	5,600	98
	Habersham	9,100	8,900	98
	Hart	6,600	6,500	98
	Madison	6,600	6,500	98
	Rabun	4,200	4,100	98
	Stephens	8,100	7,900	98
	Taliaferro	900	900	100
<b>NORTH CAROLINA</b>	Buncombe	63,400	62,400	99
	Burke	27,300	27,000	99
	Cleveland	29,900	29,600	99
	Haywood	17,800	17,400	98
	Henderson	24,500	24,100	98
	Jackson	9,000	8,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Mc Dowell	13,000	12,800	98	
	Macon	8,200	7,900	96	
	Madison	6,100	5,900	97	
	Mitchell	5,300	5,200	98	
	Polk	5,300	5,200	98	
	Rutherford	20,400	20,200	99	
	Swain	3,900	3,700	95	
	Transylvania	8,700	8,500	98	
	<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	97	
Anderson	50,200	49,600	99		
Cherokee	14,200	14,000	99		
Greenville	108,000	106,900	99		
Greenwood	21,300	21,000	99		
Laurens	17,600	17,300	98		
Mc Cormick	2,400	2,300	96		
Newberry	11,300	11,100	98		
Oconee	18,600	18,400	99		
Pickens	28,100	27,600	98		
Spartanburg	73,700	72,800	99		
Union	10,900	10,700	99		
<b>GEORGIA</b>					
<b>Between 25-49%</b>	Jackson	9,100	9,000	98	
	Lincoln	2,300	2,200	98	
	Oglethorpe	3,200	3,100	97	
	White	3,800	3,700	97	
	Wilkes	3,900	3,800	97	
<b>NORTH CAROLINA</b>					
Caldwell	25,000	24,700	99		
Catawba	39,600	39,300	99		
Graham	2,500	2,400	96		
Yancey	5,600	5,400	96		
<b>SOUTH CAROLINA</b>					
Saluda	5,600	5,500	98		
(Continued on page 803)					
<b>Station Totals</b>		1,055,200	1,040,000	98	
<b>Net Weekly Circulation (1983)</b>		644,800			
<b>Average Daily Circulation (1983)</b>		417,000			

# South Carolina—Greenville

## WGGS-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"  
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mtn. near Greenville.

News Service: INN.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, S.C. 29602.

Studio: 3409 Rutherford Rd., Taylors, S.C.

Mailing Address: Box 1616, Greenville, S.C. 29602.

Telephone: 803-244-1616.

Ownership: James H. Thompson, 92%. Carolina Christian Bcstg. also owns WCCT-TV, Columbia, S.C.

Began Operation: Oct. 29, 1972.

Represented (sales) by Spot Time Ltd.

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

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

### Personnel:

JAMES H. THOMPSON, president.

MIKE WARD, production manager.

TED McCALL, chief engineer.

GENE GIBSON, director of engineering.

TERRI ANDERSON, sales manager.

Highest 30 Sec. Rate: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>GEORGIA</b>			
	Elbert	7,000	6,900	99
	Franklin	5,700	5,600	98
	Hart	6,600	6,500	98
	Madison	6,600	6,500	98
	Stephens	8,100	7,900	98
<b>NORTH CAROLINA</b>				
	Henderson	24,500	24,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Polk	5,300	5,200	98
	Rutherford	20,400	20,200	99
<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	97
	Anderson	50,200	49,600	99
	Greenville	108,000	106,900	99
	Greenwood	21,300	21,000	99
	Laurens	17,600	17,300	98
	Oconee	18,600	18,400	99
	Pickens	28,100	27,600	98
	Spartanburg	73,700	72,800	99
	Union	10,900	10,700	99
<b>Station Totals</b>		<b>420,600</b>	<b>415,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>56,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>22,300</b>	

# South Carolina—Greenville-Spartanburg & Asheville, N.C.

## WLOS-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"  
Longitude 82° 45' 25.06"

Transmitter: Mt. Pisgah.

FM Affiliate: WLOS, 48-kw, 99.9 MHz (No. 260), 2624-ft.

News Services: AP, UPI.

Network Service: ABC.

Licensee: Wometco Skyway Bcstg. Co., Box 2150, Asheville, N.C. 28802.

Studios: Battle House, 288 Macon Ave., Asheville, N.C. 28804; 7 N. Laurens St., Greenville, S.C. 29601.

Mailing Address: Box 2150, Asheville, N.C. 28802.

Telephones: 704-255-0013, Asheville; 803-242-6091, Greenville.

TWX: 510-933-0166 (Asheville).

Ownership: Wometco Enterprises, 99%. For Wometco Enterprises officers, ownership and other interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Cohn & Marks.

### Personnel:

DAVE DeARMOND, vice president & general manager.  
BILL PFEIFFER, vice president, programming & promotion.  
KEN GLOVER, general sales manager.  
LEE DAVIS, chief engineer.  
CHUCK DOBBINS JR., business & credit manager.  
KEN HENSLEY, production manager.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1300.

Total Households © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Elbert	7,000	6,900	99
	Franklin	5,700	5,600	98
	Hart	6,600	6,500	98
	Madison	6,600	6,500	98
	Stephens	8,100	7,900	98
	<b>NORTH CAROLINA</b>			
	Buncombe	63,400	62,400	99
	Cleveland	29,900	29,600	99
	Haywood	17,800	17,400	98
	Henderson	24,500	24,100	98
	Jackson	9,000	8,800	97
	Mc Dowell	13,000	12,800	98
	Macon	8,200	7,900	96
	Madison	6,100	5,900	97
	Mitchell	5,300	5,200	98
	Polk	5,300	5,200	98
	Rutherford	20,400	20,200	99
	Swain	3,900	3,700	95
	Transylvania	8,700	8,500	98
	Yancey	5,600	5,400	96
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,000	7,800	97
	Anderson	50,200	49,600	99
	Cherokee	14,200	14,000	99
	Greenville	108,000	106,900	99
	Greenwood	21,300	21,000	99
	Laurens	17,600	17,300	98
	Oconee	18,600	18,400	99
	Pickens	28,100	27,600	98
	Spartanburg	73,700	72,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Union	10,900	10,700	99
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Banks	3,300	3,200	97
	Lincoln	2,300	2,200	98
	Oglethorpe	3,200	3,100	97
	<b>KENTUCKY</b>			
Bell	11,900	11,700	98	
<b>NORTH CAROLINA</b>	Alexander	9,300	9,200	99
	Burke	27,300	27,000	99
	Cherokee	7,300	7,100	97
	Graham	2,500	2,400	96
<b>SOUTH CAROLINA</b>	Chester	10,300	10,100	98
	Newberry	11,300	11,100	98
<b>TENNESSEE</b>	Greene	20,100	19,900	99
	Hamblen	18,600	18,400	99
	Unicoi	6,200	6,100	98
	<b>VIRGINIA</b>			
Lee	9,600	9,300	97	
Wise	17,500	17,100	98	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Barrow	8,000	7,900	99
	Clarke	28,200	27,700	98
	Habersham	9,100	8,900	98
	Jackson	9,100	9,000	98
Rabun	4,200	4,100	98	
Wilkes	3,900	3,800	97	
<b>KENTUCKY</b>	Cumberland	2,900	2,800	96
	Harlan	14,600	14,300	98
	Knott	5,900	5,700	97
	Knox	10,700	10,400	97
	Letcher	10,900	10,600	97
	Perry	11,500	11,200	97
	Whitley	12,500	12,300	98
(Continued on page 803)				
<b>Station Totals</b>		<b>1,361,900</b>	<b>1,341,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>647,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>381,600</b>	

# 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 Mtn., 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.

News Services: AP, UPI.

Satellite Earth Station: Common Carrier, Microdyne, 7-meter.

Network Service: CBS.

Licensee: Spartan Radiocasting Co., Box 1717, Spartanburg, S.C.

Studio: Box 1717, Spartanburg, S.C. 29304.

Telephones: 803-576-7777, Spartanburg; 803-233-7777, Greenville; 803-242-0077, Greenville office; 704-684-2377, Asheville.

TWX: 810-282-2591.

Ownership: Walter J. Brown, pres., 58% (with son); over 50 others.

Spartan Radiocasting also owns WTWA(AM), Thomson, Ga.

Began Operation: April 29, 1956.

Represented (sales) by Blair Television.

Represented (legal) by Covington & Burling.

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

### Personnel:

WALTER J. BROWN, president.

K. JAMES YAGER, exec. vice president.

WALTER VEITH, secretary-treasurer.

JOSEPH R. VARHOLY, general manager.

DAVID HANDY, station/program manager.

BRUCE MILLER, director of sales.

RAY JOHNSON, national sales manager.

RAY GEORGE, Spartanburg sales manager.

PETE McDONALD, Greenville sales manager.

GILBERT ANDERSON, director of engineering.

THOMAS AHNER, chief transmitter engineer.

JAMES SANDERS, operations manager.

KEVIN KELLY, news director.

LEE DAVIS, advertising & promotion manager.

CURTIS WHITE, creative services director.

SUZY DUTTON, public affairs & personnel director.

NANCY WELCH, women's director.

JOAN STORNELLI, traffic manager.

Highest One Hour Rate (March 1983): \$3500.

Highest 30 Sec. Rate (March 1983): \$1300.

NETWORK BASE HOURLY RATE: \$1900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Elbert	7,000	6,900	99
	Franklin	5,700	5,600	98
	Hart	6,600	6,500	98
	Madison	6,600	6,500	98
	Rabun	4,200	4,100	98
	Stephens	8,100	7,900	98
	<b>NORTH CAROLINA</b>			
	Avery	5,100	5,000	98
	Buncombe	63,400	62,400	99
Cleveland	29,900	29,600	99	
Haywood	17,800	17,400	98	
Henderson	24,500	24,100	98	
Jackson	9,000	8,800	97	



WSPA-TV BMPCT-5883 Granted 9/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Dowell	13,000	12,800	98
	Macon	8,200	7,900	96
	Mitchell	5,300	5,200	98
	Polk	5,300	5,200	98
	Rutherford	20,400	20,200	99
	Swain	3,900	3,700	95
	Transylvania	8,700	8,500	98
<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	97
	Anderson	50,200	49,600	99
	Cherokee	14,200	14,000	99
	Chester	10,300	10,100	98
	Greenville	108,000	106,900	99
	Greenwood	21,300	21,000	99
	Laurens	17,600	17,300	98
	Newberry	11,300	11,100	98
	Oconee	18,600	18,400	99
	Pickens	28,100	27,600	98
	Spartanburg	73,700	72,800	99
	Union	10,900	10,700	99

Between 25-49%	<b>GEORGIA</b>			
	Habersham	9,100	8,900	98
	<b>NORTH CAROLINA</b>			
	Burke	27,300	27,000	99
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Lincoln	15,900	15,700	99
	Madison	6,100	5,900	97
	Yancey	5,600	5,400	96
	<b>SOUTH CAROLINA</b>			
York	37,500	37,000	99	

Between 5-24%	<b>GEORGIA</b>			
	Banks	3,300	3,200	97
	Hall	28,200	27,800	99
	Oglethorpe	3,200	3,100	97

(Continued on next page)

Station Totals	956,900	942,800	98
Net Weekly Circulation (1983)		633,900	
Average Daily Circulation (1983)		399,800	

## South Carolina

### WSPA-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 5-24%	White	3,800	3,700	97
	Wilkes	3,900	3,800	97
<b>NORTH CAROLINA</b>				
	Alexander	9,300	9,200	99
	Clay	2,900	2,800	96
	Gaston	58,700	58,100	99
	Watauga	11,700	11,500	98
<b>SOUTH CAROLINA</b>				
	Fairfield	6,400	6,200	97
	Lancaster	19,000	18,700	99
	Mc Cormick	2,400	2,300	96
	Saluda	5,600	5,500	98
<b>TENNESSEE</b>				
	Hancock	2,400	2,400	98
	Johnson	5,100	5,000	98

### WLOS-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NORTH CAROLINA</b>			
	Avery	5,100	5,000	98
	Caldwell	25,000	24,700	99
	Catawba	39,600	39,300	99
	Clay	2,900	2,800	96
	Gaston	58,700	58,100	99
	Lincoln	15,900	15,700	99
<b>SOUTH CAROLINA</b>				
	Edgefield	6,000	5,900	98
	Fairfield	6,400	6,200	97
	Saluda	5,600	5,500	98
	Sumter	28,700	28,100	98
	York	37,500	37,000	99

### WYFF-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>GEORGIA</b>			
	Barrow	8,000	7,900	99
	Clarke	28,200	27,700	98
	Greene	3,900	3,800	97
	Hall	28,200	27,800	99
<b>NORTH CAROLINA</b>				
	Alexander	9,300	9,200	99
	Avery	5,100	5,000	98
	Cherokee	7,300	7,100	97
	Clay	2,900	2,800	96
	Lincoln	15,900	15,700	99
<b>SOUTH CAROLINA</b>				
	Chester	10,300	10,100	98
	Edgefield	6,000	5,900	98
	Fairfield	6,400	6,200	97
	York	37,500	37,000	99
<b>TENNESSEE</b>				
	Carter	19,100	18,900	99
	Greene	20,100	19,900	99
	Sullivan	54,700	54,300	99
	Washington	33,100	32,900	99

### WLOS-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>TENNESSEE</b>			
	Carter	19,100	18,900	99
	Claiborne	9,000	8,800	98
	Cocke	10,700	10,500	98
	Grainger	6,100	6,000	98
	Hancock	2,400	2,400	98
	Hawkins	16,500	16,200	98
	Jefferson	11,400	11,300	99
	Johnson	5,100	5,000	98
	Sullivan	54,700	54,300	99
	Washington	33,100	32,900	99
<b>VIRGINIA</b>				
	Buchanan	12,700	12,300	97
	Dickenson	6,900	6,800	99
	Russell	11,800	11,500	97
	Scott	8,800	8,600	97
	Washington	24,300	24,000	99

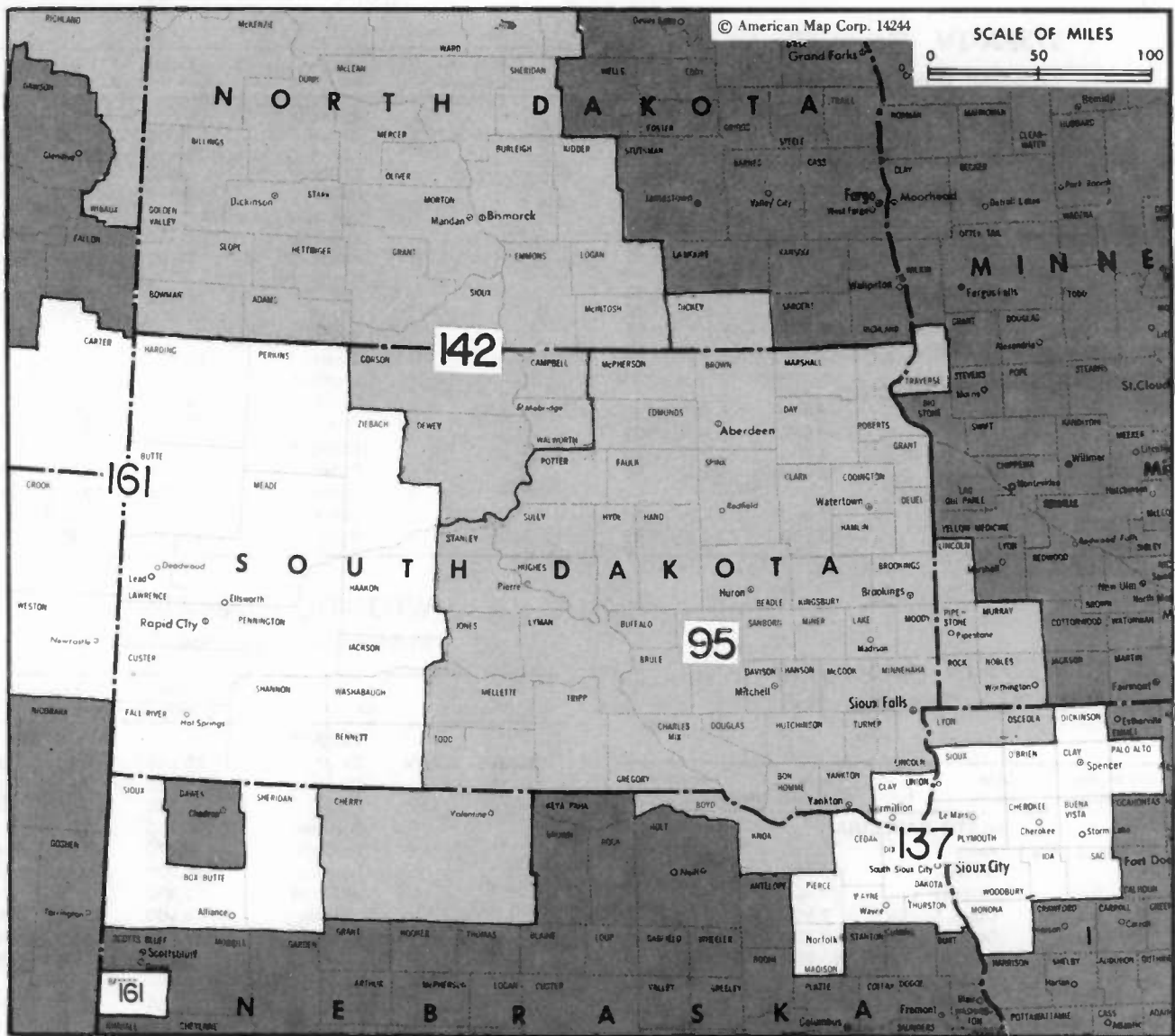
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Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebsen, VP, Small Markets

P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# South Dakota



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, S.D. ....	231,800	95	132,000	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPL0-TV (6), KPRY-TV (4), KSFY-TV (13)
Sioux City, Iowa .....	149,300	137	83,000	134	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, N.D. ....	134,400	142	71,000	140	KFYR-TV (5), KMOT (10), KNDX (2), KQCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, S.D. ....	93,700	161	45,000	160	KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

### South Dakota Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	7	1	8
			19

## South Dakota

### **State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **KIVV-TV, Deadwood**

(See Lead, S.D.)

— • —

#### **KDLT, Mitchell**

(See Sioux Falls, S.D.)

— • —

#### **KDLO-TV, Watertown**

(See Florence, S.D.)

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# South Dakota—Aberdeen

## KABY-TV

Ch. 9

(Satellite of KSFY-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 Crandall, S.D.

News Service: AP.

Network Service: ABC.

Licensee: South Dakota Broadcasting Co., 300 N. Dakota Ave., Sioux Falls 57102.

Mailing Address: Box 1520, Aberdeen 57401.

Studio: See KSFY-TV, Sioux Falls.

Telephone: 605-225-9200.

Ownership: See WDAY-TV, Fargo, N.D.

Began Operation: Nov. 27, 1958. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al., approved by FCC Nov. 14, 1973. Previous sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel:

JIM DUNHAM, vice president & general manager.

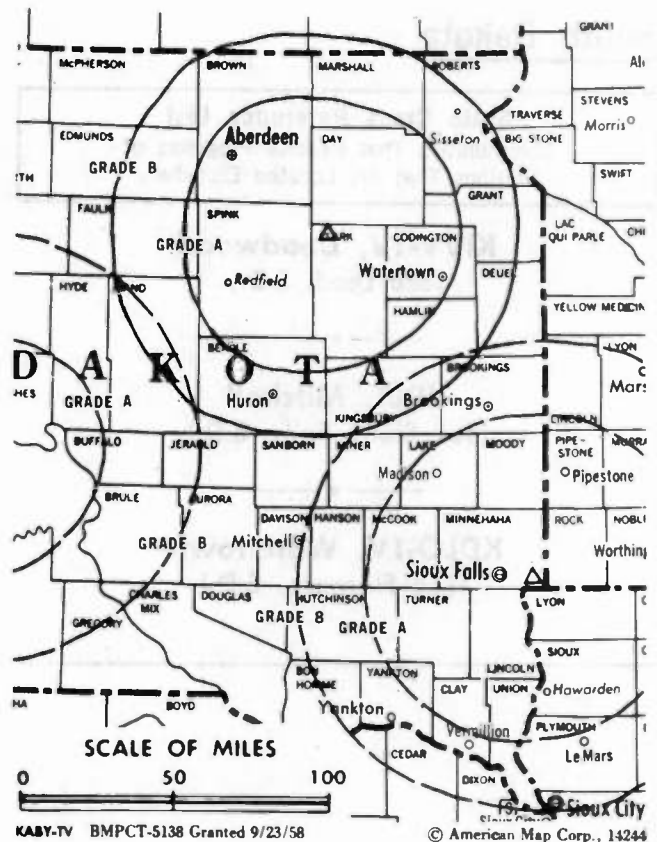
BOB MATSON, manager.

Rates: Sold in combination with KSFY-TV, Sioux Falls, S.D. Separate rates available.

NETWORK BASE HOURLY RATE: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	98
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>SOUTH DAKOTA</b>			
	Beadle	7,600	7,400	98
	Brown	13,700	13,600	99
	Clark	1,900	1,900	100
	Codington	8,000	7,900	99
	Day	3,000	3,000	98
	Edmunds	1,800	1,800	97
	Faulk	1,200	1,200	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Jerauld	1,100	1,100	100
	McPherson	1,500	1,400	96



KABY-TV BMPCT-5138 Granted 9/23/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	2,000	1,900	95
	Roberts	3,800	3,700	97
	Spink	3,300	3,300	100
<b>SOUTH DAKOTA</b>				
<b>Between 25-49%</b>	Deuel	1,900	1,900	100
	Grant	3,200	3,100	97
	Potter	1,300	1,300	100
	Sanborn	1,200	1,200	100
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Lac Qui Parle	3,900	3,800	97
	Traverse	1,900	1,900	100
<b>NORTH DAKOTA</b>				
	La Moure	2,300	2,300	100
<b>SOUTH DAKOTA</b>				
	Campbell	800	800	100
	Hyde	800	800	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	99
<b>Station Totals</b>		<b>81,900</b>	<b>80,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>52,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>34,200</b>	

## 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. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude 44° 57' 56.5"  
Longitude 97° 35' 22.0"

Transmitter: 0.5-mi. N of Garden City, S.D.

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D.

Studio: Garden City, S.D. 57236.

Telephone: 605-336-1100 (Sioux Falls).

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by Seltel 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, chairman.

EVANS NORD, president.

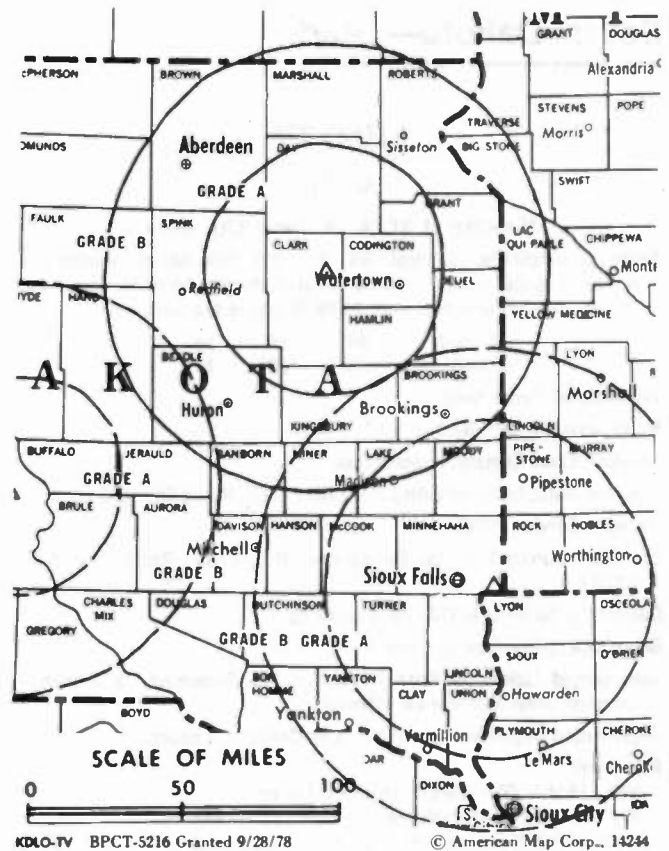
ROY THORSON, chief engineer & resident manager.

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.

Arbitron Data: Included with parent KELO-TV, Sioux Falls, S.D.



For Translator Stations,  
consult Index

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## South Dakota—Lead

### KHSD-TV

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.

News Services: UPI, NBC.

Satellite Earth Station: In operation.

Arbitron Data: Included with parent KOTA-TV, Rapid City, S.D.

Network Service: NBC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, S.D. 57709.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Katz Television; The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver).

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

#### Personnel:

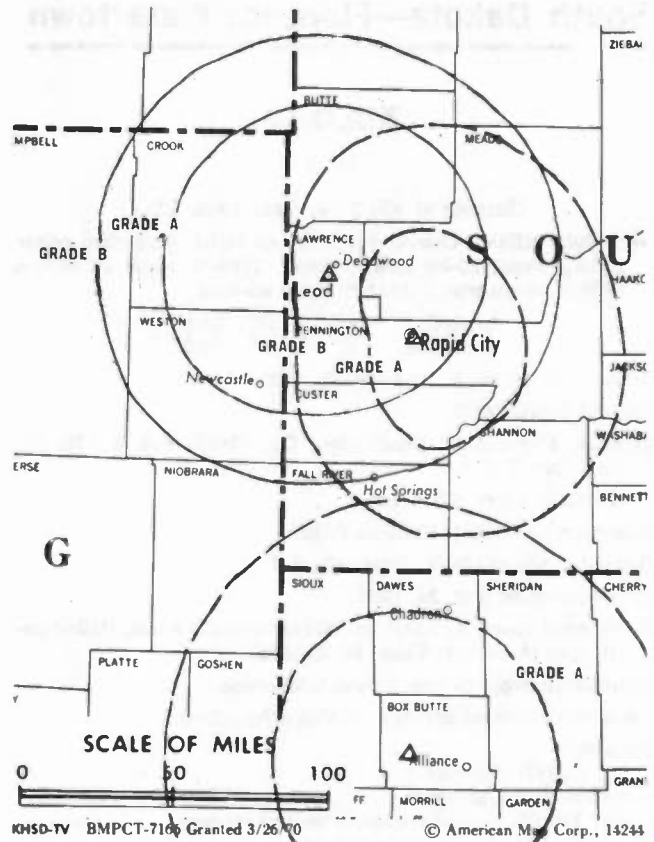
WILLIAM F. DUHAMEL, general manager.

WES HAUGEN, general sales manager.

DON LARSEN, director of engineering.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City.



# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebson, VP, Small Markets

P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

## South Dakota—Lead-Deadwood

### KIVV-TV

Ch.5

(Satellite of KEVN-TV, Rapid City, S.D.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude 44° 19' 30"  
Longitude 103° 50' 14"

Transmitter: Terry Peak, 3.6-mi. SW of Lead.

News Services: AP, ABC.

Arbitron Data: Included with KEVN-TV, Rapid City.

Network Service: ABC.

Licensee: Dakota Broadcasting Co. Inc., Box 677, Rapid City, S.D. 57709.

Studio: See KEVN-TV, Rapid City.

Telephone: 605-394-7777.

Ownership: See KEVN-TV, Rapid City.

Began Operation: July 11, 1976.

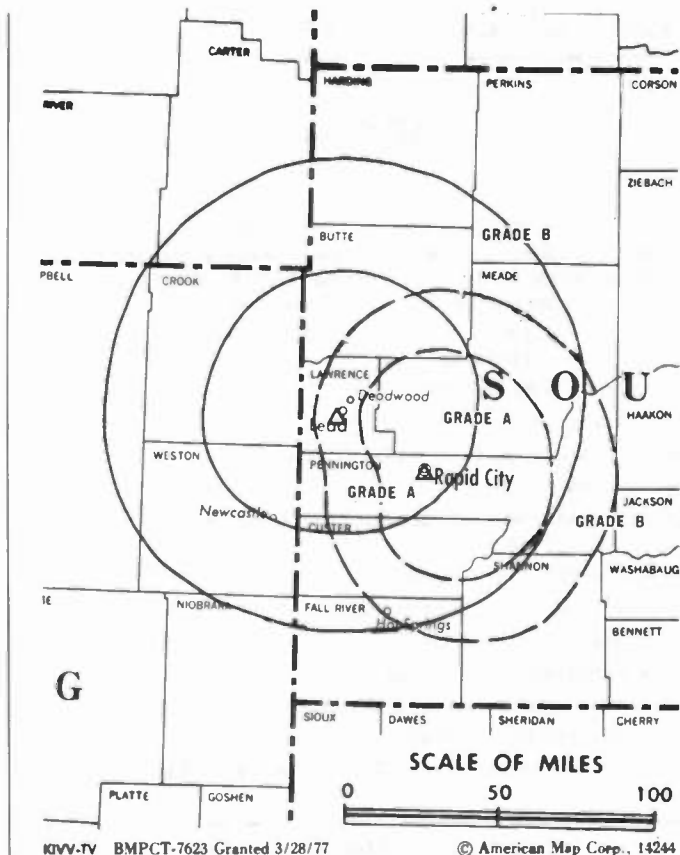
Represented (sales) by Avery-Knodel; Bob Hix (Denver).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Cohen & Dippell.

Personnel: See KEVN-TV, Rapid City.

Rates: Sold in combination with KEVN-TV, Rapid City.



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## South Dakota—Pierre

### KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, S.D.)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1280-ft. above av. terrain, 1086-ft. above ground, 3126-ft. above sea level.

Latitude 44° 03' 07"

Longitude 100° 05' 03"

Transmitter: 10-mi. N of Presho, S.D.

News Service: AP.

Arbitron Data: Included with KSFY-TV, Sioux Falls.

Network Service: ABC.

Licensee: South Dakota Broadcasting Co., 300 N. Dakota Ave., Sioux Falls, S.D. 57102.

Studio: See KSFY-TV, Sioux Falls.

Ownership: See WDAY-TV Fargo, N.D.

Began Operation: Jan. 30, 1976.

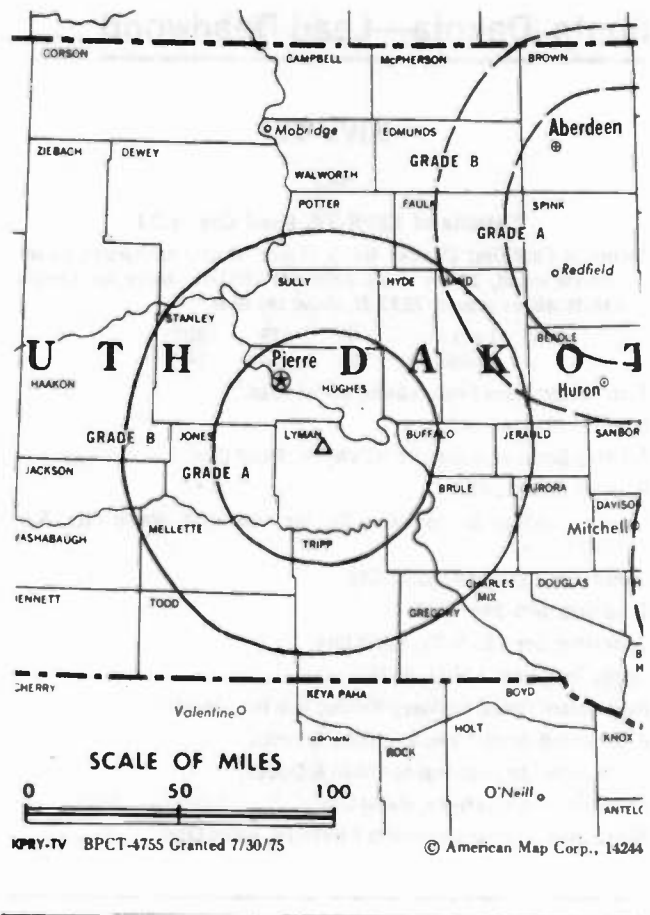
Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

Personnel: See KSFY-TV, Sioux Falls.

Rates: Sold in combination with KSFY-TV, Sioux Falls, S.D.

For Arbitron Market Rankings,  
see page 1



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# South Dakota—Rapid City

## KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, S.D.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"  
Longitude 103° 15' 03"

Transmitter: Skyline Dr., 1.6-mi. from center of Rapid City.

News Services: AP, ABC.

Satellite Earth Station: Scientific-Atlanta, 7-meter.

Network Service: ABC, CBS.

Licensee: Dakota Broadcasting Co. Inc., Box 677, Rapid City, S.D. 57709.

Studio: Skyline Dr., 1.6-mi. from center of Rapid City.

Mailing Address: Box 677, Rapid City, S.D. 57709.

Telephone: 605-394-7777.

Ownership: Sherwood L. Corner, pres., 50%; Gilbert D. Moyle, secy.-treas., 50%. Dakota Bcstg. also owns & operates KIVV-TV, Lead-Deadwood, S.D.; KDLT(TV), Mitchell-Sioux Falls, S.D.

Began Operation: July 11, 1976.

Represented (sales) by Avery-Knodel; Bob Hix (Denver).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Cohen & Dippell.

### Personnel:

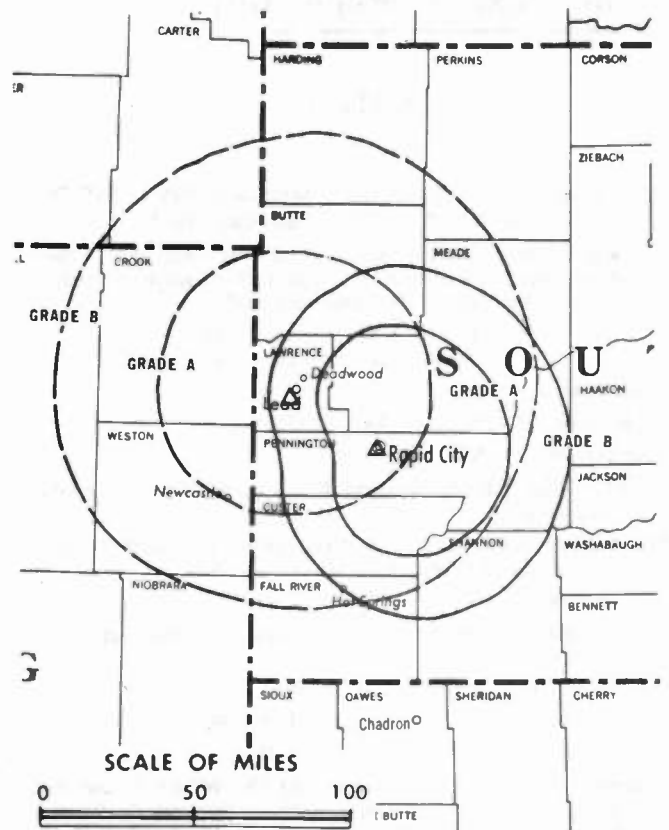
RAY MOSER, general manager.  
HARVEY SACHAU, chief engineer.  
GERRY FENSKE, local sales manager.  
LES HOFLAND, production manager.  
BOB SLOCUM, controller.  
CHARLES TORNELL, news director.

Highest 30 Sec. Rate (May 12, 1982): \$300.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Carter	600	600	100
	<b>NORTH DAKOTA</b>			
	Bowman	1,500	1,500	100
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Custer	2,400	2,300	96
	Fall River	3,300	3,200	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,000	1,000	100
	Lawrence	7,200	7,000	98
Meade	7,100	6,900	98	
Pennington	27,000	26,600	99	



KEVN-TV BPCT-4627 Granted 6/20/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perkins	1,900	1,800	95
	Shannon	2,400	2,200	92
	Ziebach	600	600	100
<b>WYOMING</b>				
	Campbell	9,200	8,700	95
	Crook	2,100	2,000	95
	Weston	2,800	2,700	96
Between 25-49%	<b>MONTANA</b>			
	Fallon	1,300	1,200	92
	Powder River	900	800	89
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	<b>SOUTH DAKOTA</b>			
	Jones	600	600	100
Between 5-24%	<b>NEBRASKA</b>			
	Brown	1,700	1,600	94
	Sheridan	3,000	2,900	97
	Sioux	800	800	100
	<b>SOUTH DAKOTA</b>			
	Dewey	1,500	1,400	93
	<b>WYOMING</b>			
	Niobrara	1,300	1,200	96
Station Totals		87,400	84,700	96
Net Weekly Circulation (1983)				60,600
Average Daily Circulation (1983)				38,100

# South Dakota—Rapid City

## KOTA-TV

Ch. 3

(Also operates affiliated KDUH-TV, Scottsbluff, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV, Sheridan, Wyo.)

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).

News Services: UPI, NBC.

Satellite Earth Stations: Simulsat & Harris, 5.8-meter; Scientific-Atlanta receivers.

Arbitron Data: Figures include satellites KDUH-TV, Scottsbluff, Neb.; KSGW-TV, Sheridan, Wyo. & KHSD-TV, Lead, S.D.

Network Service: NBC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, S.D. 57709.

Studio: Duhamel Bldg., 518-1/2 St. Joe St.

Mailing Address: Box 1760, Rapid City, S.D. 57709.

Telephone: 605-342-2000. TWX: 510-366-8012.

Ownership: Helen S. Duhamel, chmn., 53.3%; William F. Duhamel, pres., 26.7%; John N. Heffron, H. Kathleen Duhamel, Dr. Peter-A. Duhamel, Marguerite D. White, Jacquelyn Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellites KDUH-TV, Scottsbluff, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV Sheridan, Wyo.

Began Operation: May 29, 1955.

Represented (sales) by Katz Television; The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver); Andy McDermott Sales Ltd. (Canada).

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

Represented (engineering) by Edward F. Lorentz & Associates; Vir James.

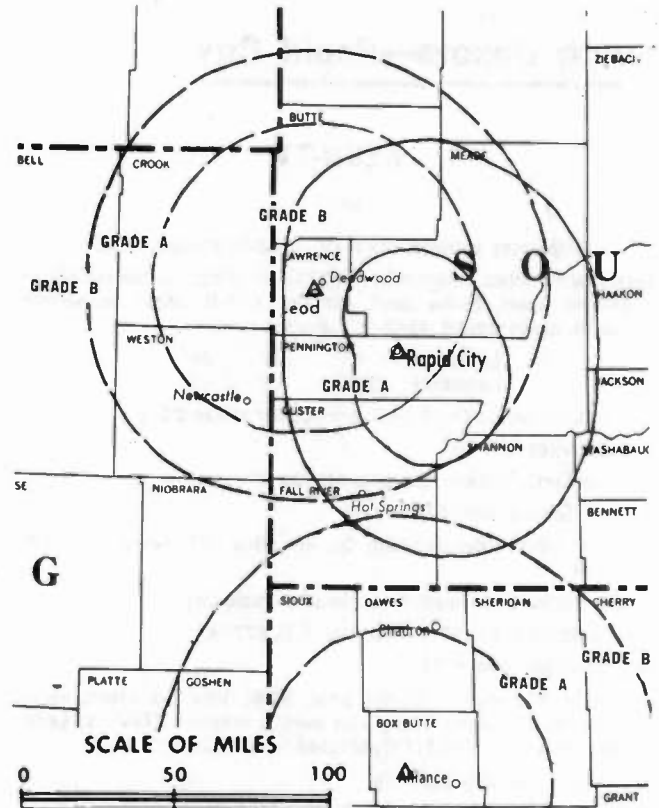
### Personnel:

HELEN S. DUHAMEL, chairman of the board.  
WILLIAM F. DUHAMEL, president & general manager.  
PEGGY D. WHITE, v.p. & director of community affairs.  
WES HAUGEN, general sales manager.  
MIKE MORGAN, news director.  
ARLYNE MORGAN, commercial manager.  
DON LARSEN, director of engineering.  
VERNE SHEPPARD, farm director.  
ROBERT LASKOWSKI, sports director.  
MONTE LOOS, operation & program manager.

Highest 30 Sec. Rate (May 1, 1982): \$300.

Rates include affiliated KDUH-TV, Scottsbluff, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV, Sheridan, Wyo.

NETWORK BASE HOURLY RATE: \$550.



KOTA-TV BMPCT-5990 Granted 8/25/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,000	1,000	100
	Lawrence	7,200	7,000	98
	Meade	7,100	6,900	98
	Pennington	27,000	26,600	99
	Perkins	1,900	1,800	95
	Shannon	2,400	2,200	92
	Ziebach	600	600	100
	<b>WYOMING</b>			
	Campbell	9,200	8,700	95
	Crook	2,100	2,000	95
	Sheridan	10,200	9,700	95
	Weston	2,800	2,700	96
<b>MONTANA</b>				
<b>Between 25-49%</b>	Big Horn	3,400	3,200	94
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
<b>WYOMING</b>				
	Johnson	2,600	2,500	96
<b>MONTANA</b>				
<b>Between 5-24%</b>	Prairie	700	600	86
	Rosebud	3,500	3,300	94
<b>NEBRASKA</b>				
	Garden	1,100	1,100	95
	Hooker	400	400	100
	Sheridan	3,000	2,900	97
	Sioux	800	800	100
<b>SOUTH DAKOTA</b>				
	Dewey	1,500	1,400	93
	Jones	600	600	100
	Tripp	2,600	2,600	98
<b>WYOMING</b>				
	Big Horn	4,400	4,200	95
	Niobrara	1,300	1,200	96
<b>Station Totals</b>		<b>114,600</b>	<b>110,700</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>81,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>58,200</b>	

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MONTANA</b>				
		Carter	600	600	100
		Fallon	1,300	1,200	92
		Powder River	900	800	89
	<b>NORTH DAKOTA</b>				
		Bowman	1,500	1,500	100
	<b>SOUTH DAKOTA</b>				
	Bennett	1,000	1,000	100	
	Butte	3,300	3,200	97	
	Custer	2,400	2,300	96	
	Fall River	3,300	3,200	97	

# 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.

Network Service: CBS.

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 Seltel Inc.; Wayne Evans & Assoc. (Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

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

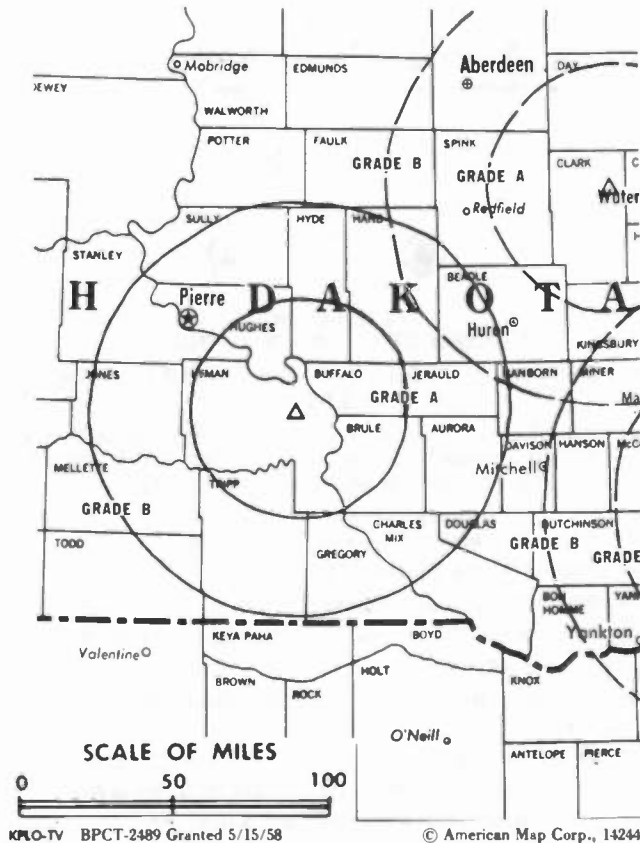
### Personnel:

JOE FLOYD, chairman.  
EVANS A. NORD, president.  
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.

Arbitron Data: Included with KELO-TV, Sioux Falls, S.D.



KPLO-TV BPCT-2489 Granted 5/15/58

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For Group Ownership of TV Stations,  
consult Index

# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, VP, CATV Division  
Heidi Hepburn Jebsen, VP, Small Markets  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



# South Dakota—Sioux Falls

## KELO-TV

Ch. 11



**SELTEL INC.  
MIDCONTINENT BROADCASTING CO.**

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, S.D.)

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-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.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave., Sioux Falls, S.D. 57102.

Telephone: 605-336-1100. TWX: 910-660-0552.

Ownership: Joseph L. Floyd, chmn., 33.33%; N.L. Benton, v.p., 33.33%; Edmund R. Ruben, secy.-treas., 33.33%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with KELO-TV; WTSO & WZEE(FM), Madison, Wis.; KELO-AM-FM, Sioux Falls & KDLO-FM, Watertown, S.D.

Began Operation: May 12, 1953.

Represented (sales) by Seltel Inc.; Wayne Evans & Assoc. (Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

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

### Personnel:

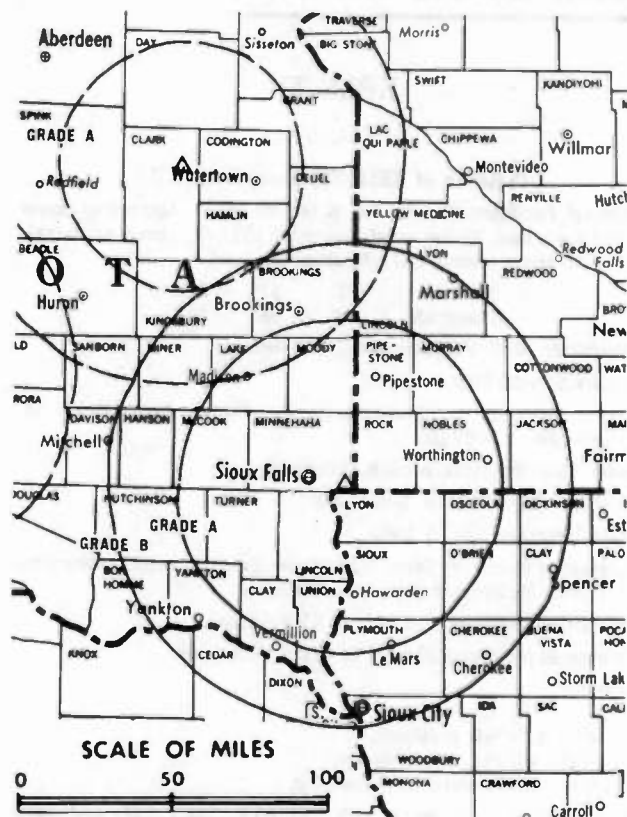
JOE FLOYD, chairman & chief executive officer.  
EVANS A. NORD, president.  
JOE H. FLOYD, exec. v.p. in charge of operations.  
TOM SHEELEY, v.p., news & programming.  
SCOTT BURRI, production manager.  
LYNNE ZUBATY, promotion manager.  
JIM WOSTER, farm director.  
JOE COOPER, associate farm director.  
LEE HEISEL, director of engineering.

Highest 30 Sec. Rate (Aug. 1, 1983): \$800 (in combination with satellites).

NETWORK BASE HOURLY RATE: \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Clay	7,800	7,700	98
	Dickinson	6,500	6,400	98
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	98
	Sioux	10,400	10,200	98
	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	98
	Lac Qui Parle	3,900	3,800	97
	Lincoln	3,100	3,000	97



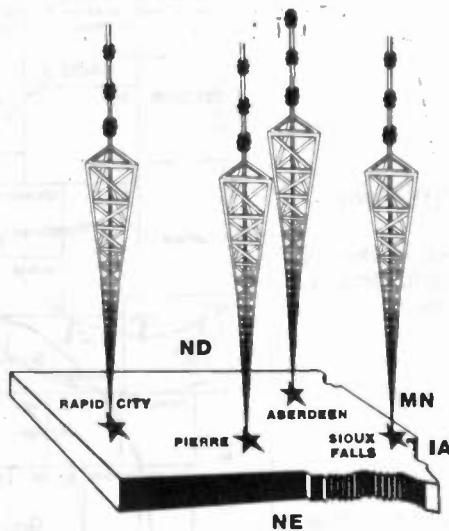
KELO-TV BPCT-3821 Granted 10/21/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Pipestone	4,400	4,300	98
	Rock	3,900	3,900	100
	Traverse	1,900	1,900	100
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	Cedar	3,700	3,700	99
	Cherry	2,500	2,400	96
	Keya Paha	500	500	100
	Knox	4,200	4,100	96
	<b>SOUTH DAKOTA</b>			
	Aurora	1,100	1,100	100
	Beadle	7,600	7,400	98
	Bon Homme	3,000	2,900	97
	Brookings	8,500	8,400	98
	Brown	13,700	13,600	99
	Brule	1,900	1,900	100
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Clark	1,900	1,900	100
	Clay	4,500	4,400	98
	Codington	8,000	7,900	99
	Davidson	7,100	6,900	97
	Day	3,000	3,000	98
	Deuel	1,900	1,900	100
	Douglas	1,400	1,400	100
	Edmunds	1,800	1,800	97
	Faulk	1,200	1,200	100
	Grant	3,200	3,100	97
	Gregory	2,100	2,100	98
	Haakon	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Hanson	1,100	1,100	100

(Continued on page 818)

Station Totals	458,100	450,400	98
Net Weekly Circulation (1983)		299,600	
Average Daily Circulation (1983)		205,500	



# Kelo-land is Boom Country

No advertising campaign is a national campaign without it.

- Sioux Falls, and its extended KELO-LAND area, is making front-page news. Industries, both regional and national, have targeted Sioux Falls as a logical base for manufacturing and service operations.
- And for good reason. Superb geographic location. Excellent air and highway transportation. Abundant water and electric power. A happy, productive work force.
- And a great communications system, KELO-LAND TV. Now, more than ever, no advertising campaign is a national campaign without it.



## kelo·land tv

KELO-TV SIOUX FALLS, S.D.  
and satellites KDLO-TV, KPLO-TV  
and CHANNEL 15, Rapid City

The **Number One** CBS affiliate in the nation based on the shares of audience • The station in the country with the **highest** news rating • The **only** TV station with coverage of all counties in the 460,000 TV Household Sioux Falls Total Survey Area • The **only** CBS regional television station serving this 5-state area.

Represented nationally by **SILTEL** In Minneapolis by WAYNE EVANS

# South Dakota—Sioux Falls

## KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, 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.

News Service: AP.

Arbitron Data: Figures include KPRY-TV, Pierre, S.D.

Network Service: ABC.

Licensee: South Dakota Broadcasting Co., 300 N. Dakota Ave., Sioux Falls, S.D. 57102.

Studio: Suite 13, 300 N. Dakota Ave., Sioux Falls, S.D. 57102.

Telephone: 605-336-1300. TWX: 910-660-0569.

Ownership: South Dakota Broadcasting Co. For other interests, see WDAY-TV, Fargo, N.D.

Began Operation: July 31, 1960. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al. approved by FCC Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:35).

Represented (sales) by Katz Television.

Represented (legal) by Marmet & McCombs, P.C.

### Personnel:

JIM DUNHAM, vice president & general manager.

WARREN MURRAY, director of engineering.

GAR KELLOGG, production director.

JOHN DUNNICLIFF, promotion manager.

MARGE HOKENSTAD, program director.

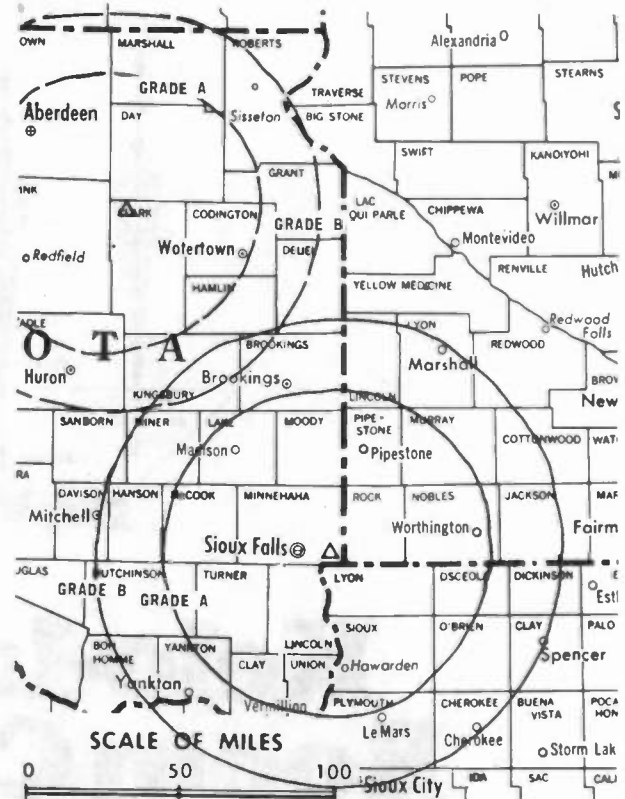
JIM PAULSON, news director.

Highest 30 Sec. Rate (Aug. 22, 1983): \$725. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Dickinson	6,500	6,400	98
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	98
	Sioux	10,400	10,200	98
	<b>MINNESOTA</b>			
	Jackson	5,000	4,900	98
	Lincoln	3,100	3,000	97
	Lyon	9,000	8,800	98
	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Pipestone	4,400	4,300	98
	Rock	3,900	3,900	100
	<b>SOUTH DAKOTA</b>			
	Bon Homme	3,000	2,900	97
	Brookings	8,500	8,400	98
	Brule	1,900	1,900	100
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Clay	4,500	4,400	98
	Davison	7,100	6,900	97
	Douglas	1,400	1,400	100
	Gregory	2,100	2,100	98
	Hanson	1,100	1,100	100
	Hughes	5,600	5,500	98
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100



KSFY-TV BPCT-3802 Granted 9/12/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	99
	Lincoln	5,100	5,000	98
	Lyman	1,400	1,400	100
	McCook	2,300	2,300	100
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	43,000	42,700	99
	Moody	2,400	2,400	100
	Stanley	1,000	1,000	100
	Sully	700	700	100
	Todd	1,900	1,800	95
	Tripp	2,600	2,600	98
	Turner	3,500	3,500	99
	Union	4,200	4,200	100
	Yankton	6,900	6,800	99

<b>Between 25-49%</b>	<b>IOWA</b>			
	Cherokee	6,300	6,200	98
	Clay	7,800	7,700	98
	Emmet	5,000	4,900	97
	Plymouth	8,900	8,800	99
	<b>NEBRASKA</b>			
	Brown	1,700	1,600	94
	Cedar	3,700	3,700	99
	Keya Paha	500	500	100
	Knox	4,200	4,100	96
	Rock	900	900	100
	<b>SOUTH DAKOTA</b>			
	Aurora	1,100	1,100	100
	Deuel	1,900	1,900	100
	Dewey	1,500	1,400	93
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Potter	1,300	1,300	100
	Sanborn	1,200	1,200	100

(Continued on page 818)

Station Totals	316,400	311,600	98
Net Weekly Circulation (1983)			189,000
Average Daily Circulation (1983)			116,100

# South Dakota—Mitchell-Sioux Falls

## KDLT

(formerly KXON-TV)

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-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.

News Service: AP.

Satellite Earth Stations: Harris, 6-meter; Harris receivers.

Network Service: NBC.

Licensee: Dakotaland Broadcasting Co., Box 1049, Mitchell, S.D. 57301.

Studio: Interstate 90 & Hwy. 37 interchange.

Mailing Address: Box 1049, Mitchell, S.D. 57301.

Telephone: 605-996-7501. TWX: 910-668-0598.

Ownership: Sherwood L. Corner, pres. & Gilbert D. Moyle, secy.-treas., 50% each. For other interests, see KEVN-TV, Rapid City, S.D.

Began Operation: June 12, 1960. Sale to present owner by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (Television Digest, Vol. 17.44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

HAL GREENE, general manager & national sales manager.

PAM SITZMAN, administrative assistant.

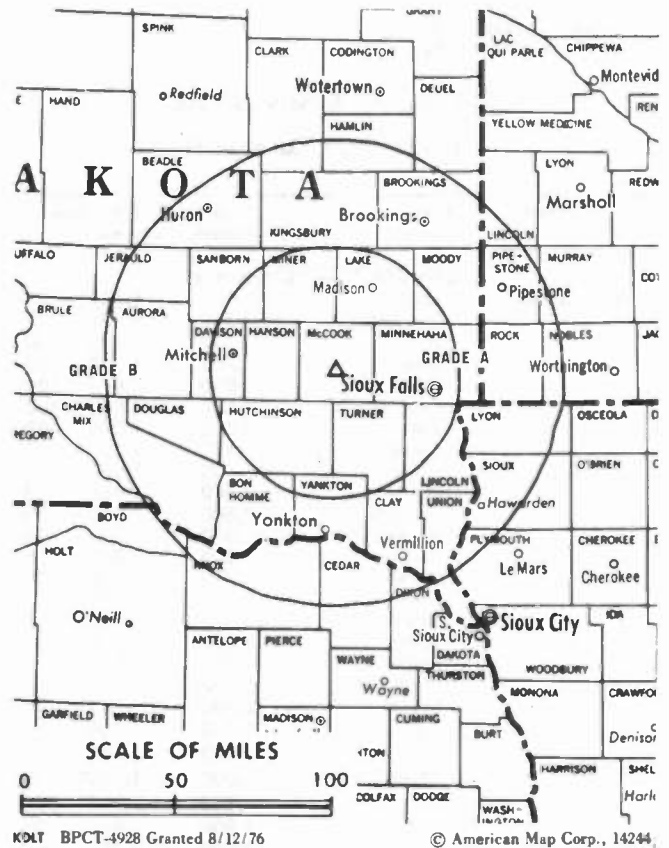
JAMES BRADY, chief engineer.

Highest 30 Sec. Rate (May 19, 1982): \$275.

NETWORK BASE HOURLY RATE: \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Pipestone	4,400	4,300	98
	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	<b>SOUTH DAKOTA</b>			
	Aurora	1,100	1,100	100
	Beadle	7,600	7,400	98
	Bon Homme	3,000	2,900	97
	Brookings	8,500	8,400	98
	Brown	13,700	13,600	99
	Buffalo	400	400	100
	Charles Mix	3,400	3,300	97
	Codington	8,000	7,900	99
	Davison	7,100	6,900	97
	Douglas	1,400	1,400	100
	Gregory	2,100	2,100	98
	Hamlin	1,900	1,900	100
	Hanson	1,100	1,100	100
	Hutchinson	3,400	3,300	97
	Jerauld	1,100	1,100	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	99
Mc Cook	2,300	2,300	100	
Mc Pherson	1,500	1,400	96	
Miner	1,400	1,400	100	
Minnehaha	43,000	42,700	99	
Moody	2,400	2,400	100	
Potter	1,300	1,300	100	
Sanborn	1,200	1,200	100	
Walworth	2,700	2,600	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>IOWA</b>			
	Lyon	4,500	4,400	98
	<b>NEBRASKA</b>			
	Knox	4,200	4,100	96
	<b>SOUTH DAKOTA</b>			
	Brule	1,900	1,900	100
	Campbell	800	800	100
	Clark	1,900	1,900	100
	Clay	4,500	4,400	98
	Deuel	1,900	1,900	100
	Edmunds	1,800	1,800	97
	Faulk	1,200	1,200	100
	Hand	1,800	1,800	100
	Lincoln	5,100	5,000	98
Spink	3,300	3,300	100	
Turner	3,500	3,500	99	
Yankton	6,900	6,800	99	
Between 5-24%	<b>IOWA</b>			
	Sioux	10,400	10,200	98
	<b>MINNESOTA</b>			
	Lincoln	3,100	3,000	97
	Murray	4,100	4,000	98
	Nobles	8,100	8,000	99
	Rock	3,900	3,900	100
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
	Custer	5,300	5,200	97
	Holt	5,100	4,900	96
	Pierce	3,100	3,100	98
	<b>SOUTH DAKOTA</b>			
	Corson	1,600	1,500	94
	Day	3,000	3,000	98
	Hyde	800	800	100
Roberts	3,800	3,700	97	
Tripp	2,600	2,600	98	
Union	4,200	4,200	100	
<b>Station Totals</b>		240,000	236,700	98
<b>Net Weekly Circulation (1983)</b>				118,600
<b>Average Daily Circulation (1983)</b>				59,700

# South Dakota

## KELO-TV, Sioux Falls

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA—(Continued)</b>				
<b>50% &amp; Over</b>	Hughes	5,600	5,500	98
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	99
	Lawrence	7,200	7,000	98
	Lincoln	5,100	5,000	98
	Lyman	1,400	1,400	100
	Mc Cook	2,300	2,300	100
	Mc Pherson	1,500	1,400	96
	Marshall	2,000	1,900	95
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	43,000	42,700	99
	Moody	2,400	2,400	100
	Pennington	27,000	26,600	99
	Potter	1,300	1,300	100
	Roberts	3,800	3,700	97
	Sanborn	1,200	1,200	100
	Spink	3,300	3,300	100
	Stanley	1,000	1,000	100
	Sully	700	700	100
	Todd	1,900	1,800	95
	Tripp	2,600	2,600	98
	Turner	3,500	3,500	99
	Union	4,200	4,200	100
	Yankton	6,900	6,800	99
<b>IOWA</b>				
<b>Between 25-49%</b>	Cherokee	6,300	6,200	98
	Plymouth	8,900	8,800	99
<b>MINNESOTA</b>				
	Cottonwood	5,500	5,300	95
	Jackson	5,000	4,900	98
<b>NEBRASKA</b>				
	Brown	1,700	1,600	94
	Pierce	3,100	3,100	98
<b>SOUTH DAKOTA</b>				
	Campbell	800	800	100
	Dewey	1,500	1,400	93
	Fall River	3,300	3,200	97
	Jackson	1,000	1,000	100
	Meade	7,100	6,900	98
	Walworth	2,700	2,600	96
<b>IOWA</b>				
<b>Between 5-24%</b>	Audubon	3,200	3,200	100
	Buena Vista	8,000	7,900	99
	Emmet	5,000	4,900	97
	Palo Alto	4,900	4,800	98

# KELO-TV—(Continued)

(Arbitron Data Continued)

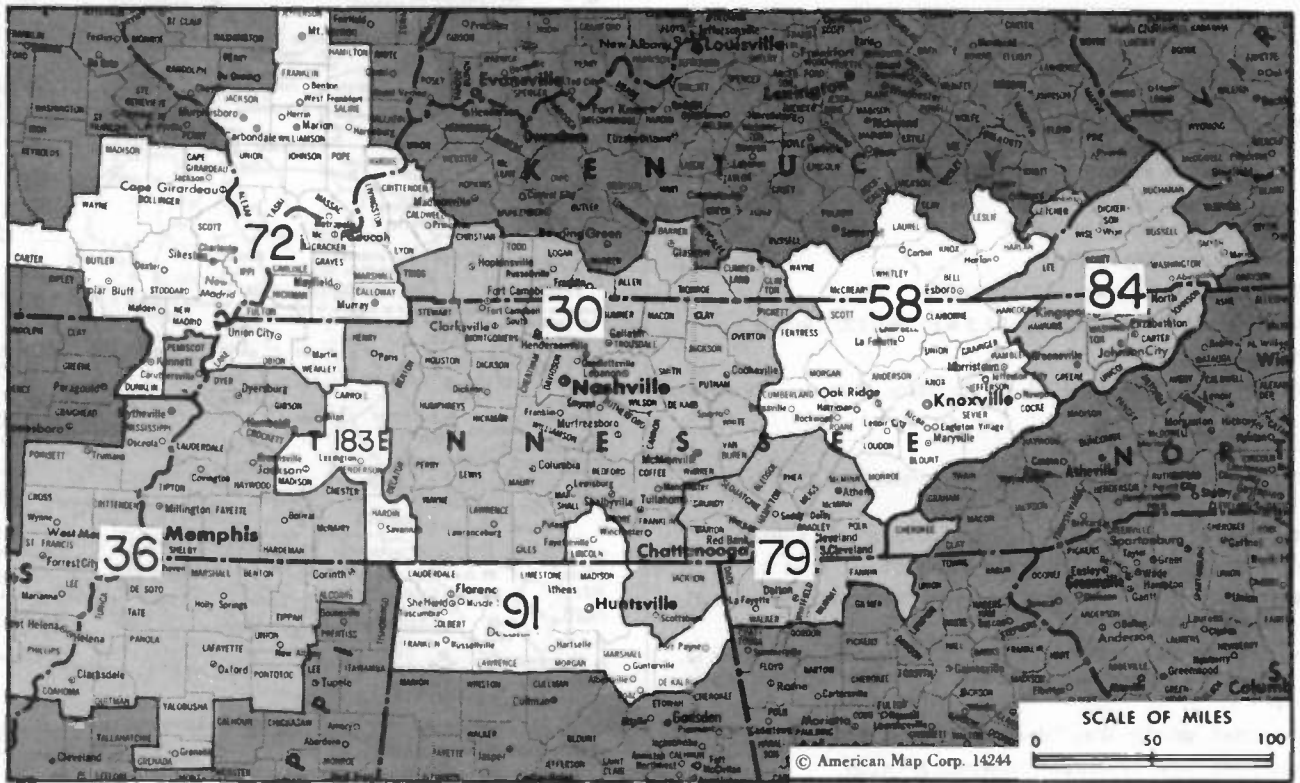
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Chippewa	5,900	5,700	97
	Douglas	10,900	10,700	98
	Grant	2,700	2,700	100
	Lyon	9,000	8,800	98
	Pope	4,500	4,400	98
	Redwood	7,000	6,800	97
	Renville	7,600	7,400	97
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Yellow Medicine	5,000	4,800	96
<b>NEBRASKA</b>				
	Antelope	3,200	3,100	97
	Dixon	2,700	2,700	100
	Holt	5,100	4,900	96
<b>SOUTH DAKOTA</b>				
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Corson	1,600	1,500	94
	Custer	2,400	2,300	96

## KSFY-TV, Sioux Falls

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
<b>Between 5-24%</b>	Palo Alto	4,900	4,800	98
<b>MINNESOTA</b>				
	Brown	10,300	10,100	98
	Cottonwood	5,500	5,300	95
	Lac Qui Parle	3,900	3,800	97
	Yellow Medicine	5,000	4,800	96
<b>NEBRASKA</b>				
	Boyd	1,300	1,300	100
	Cherry	2,500	2,400	96
	Holt	5,100	4,900	96
	Pierce	3,100	3,100	98
	Wayne	3,500	3,500	100
<b>SOUTH DAKOTA</b>				
	Beadle	7,600	7,400	98
	Bennett	1,000	1,000	100
	Codington	8,000	7,900	99
	Haakon	1,000	1,000	100
	Jackson	1,000	1,000	100
	Jerauld	1,100	1,100	100
	Spink	3,300	3,300	100
	Walworth	2,700	2,600	96

# Tennessee



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Nashville, Tenn. ....	641,000	30	428,000	28	WNGE (2), WSMV (4), WTVF (5), WZTV (17)
Memphis, Tenn. ....	582,100	36	376,000	31	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Knoxville, Tenn. ....	420,500	58	225,000	62	WATE-TV (6), WBIR-TV (10), WINT-TV (55), WTVK (26)
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill. ....	336,400	72	198,000	69	KFVS-TV (12), KP08-TV (15), WCCE (13), WDDD-TV (27), WPSD-TV (6), WSIL-TV (3)
Chattanooga, Tenn. ....	287,400	79	182,000	75	WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
Bristol, Va.-Kingsport- Johnson City, Tenn. ....	268,000	84	170,000	78	WCYB-TV (5), WJHL-TV (11), WKPT-TV (19)
Huntsville-Decatur-Florence, Ala. ....	245,200	91	163,000	83	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15)
Jackson, Tenn. ....	55,900	183	32,000	174	WBBJ-TV (7)

### Tennessee Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	13	7	20
Educational Television Stations	4	2	6
			26

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

**WCYB-TV, Bristol & Johnson City**  
(See Bristol, Va.)

**WKPT-TV, Bristol**  
(See Kingsport, Tenn.)

**WJHL-TV, Bristol & Kingsport**  
(See Johnson City, Tenn.)

**WKPT-TV, Johnson City**  
(See Kingsport, Tenn.)

# 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"

Transmitter: Atop Signal Mtn.

AM Affiliate: WDEF, 5-kw, 1370 kHz (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

News Service: AP.

Satellite Earth Station: ADM & Microdyne, 4-meter; Microdyne receivers.

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St. 37402.

Studio: Broadcast Center, 3300 Broad St., Chattanooga 37402.

Telephone: 615-267-3392. TWX: 810-573-5207.

Ownership: Park Communications Inc. For ownership & other interests, see Group Ownership of TV Stations.

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

PATTIE HASTINGS, systems manager.

RALPH DAWN, general sales manager.

DORIS ADKINS, program director.

EARL FREUDENBERG, news director.

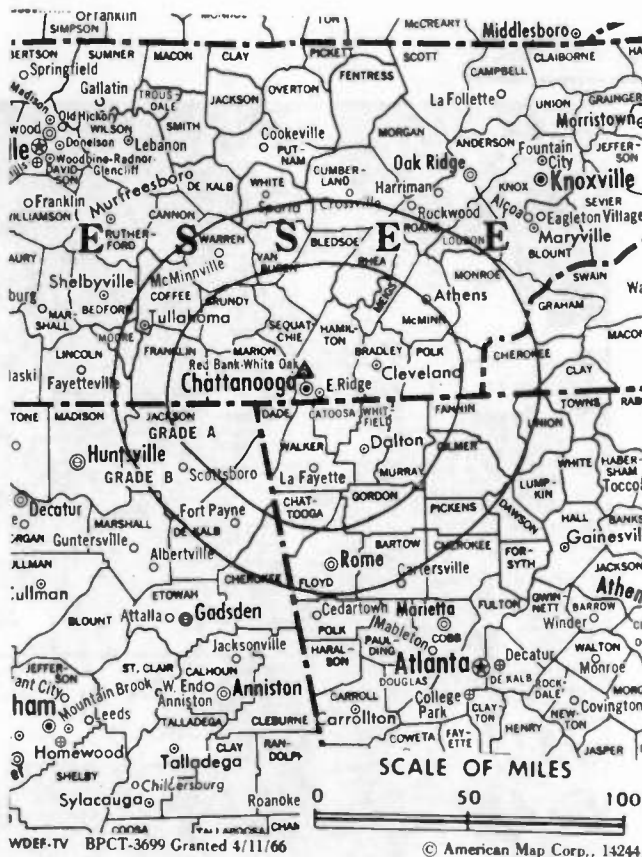
BILL CHRISTMAN, chief engineer.

Highest 30 Sec. Rate (Oct. 1, 1983): \$2500.

NETWORK BASE HOURLY RATE: \$725.

Total Households © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>		<b>ALABAMA</b>			
		Jackson	19,100	18,800	98
		<b>GEORGIA</b>			
		Catoosa	13,600	13,500	99
		Dade	4,300	4,200	98
		Gordon	11,000	10,800	99
		Murray	7,300	7,100	98
		Walker	20,500	20,300	99
		Whitfield	23,900	23,600	99
		<b>TENNESSEE</b>			
		Bledsoe	3,300	3,200	97
		Bradley	25,000	24,800	99
		Grundy	4,800	4,700	98
		Hamilton	108,300	107,500	99
McMinn	15,500	15,300	99		
Marion	9,000	8,900	99		
Meigs	2,800	2,800	100		
Polk	4,900	4,800	98		
Rhea	9,000	8,900	99		
Sequatchie	3,200	3,200	100		
<b>Between 25-49%</b>		<b>ALABAMA</b>			
		De Kalb	20,600	20,300	99



	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>		<b>GEORGIA</b>			
		Chattooga	8,000	7,900	99
		Fannin	5,800	5,700	98
		Floyd	29,900	29,500	99
		Union	3,700	3,600	97
		<b>NORTH CAROLINA</b>			
		Cherokee	7,300	7,100	97
		Clay	2,900	2,800	96
		<b>TENNESSEE</b>			
		Franklin	11,300	11,200	99
Monroe	10,400	10,200	98		
Roane	18,300	18,100	99		
Van Buren	1,700	1,700	100		
<b>Between 5-24%</b>		<b>ALABAMA</b>			
		Cherokee	6,800	6,700	99
		Marshall	24,900	24,600	99
		<b>GEORGIA</b>			
		Bartow	14,700	14,500	99
		Gilmer	4,200	4,100	98
		Polk	11,900	11,700	98
		Towns	2,300	2,300	100
		<b>NORTH CAROLINA</b>			
		Swain	3,900	3,700	95
<b>TENNESSEE</b>					
Cannon	3,900	3,800	97		
Coffee	14,600	14,500	99		
Cumberland	10,800	10,600	98		
Morgan	5,700	5,600	98		
Scott	6,900	6,700	97		
White	7,400	7,300	99		
<b>Station Totals</b>			523,400	516,600	98
<b>Net Weekly Circulation (1983)</b>					318,300
<b>Average Daily Circulation (1983)</b>					195,100

# Tennessee—Chattanooga

## WRCB-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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.

News Services: CNN, NBC.

Satellite Earth Station: 3.5-meter; ADM receivers.

Network Service: NBC.

Licensee: Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, Ind. 47402.

Studio: Executive Park, 900 Whitehall Rd., Chattanooga, Tenn. 37405.

Telephone: 615-267-5412. TWX: 810-573-5240.

Ownership: Sarkes Tarzian Inc. For other interests, see Group Ownership of TV Stations.

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.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, Ohio. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Personnel:

WILLIAM G. EVANS, vice president & general manager.  
DENNIS SIEWERT, general sales manager.  
ROBERT E. GLENN, chief engineer.  
HAL EDWARDS, program director.  
PATTI SMITH, promotion manager.  
DAVID WALKER, news director.

Highest 30 Sec. Rate (Aug. 1, 1983): \$600.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	De Kalb	20,600	20,300	99
	Jackson	19,100	18,800	98
	<b>GEORGIA</b>			
	Catoosa	13,600	13,500	99
	Chattooga	8,000	7,900	99
	Dade	4,300	4,200	98
	Fannin	5,800	5,700	98
	Floyd	29,900	29,500	99
	Gordon	11,000	10,800	99
	Murray	7,300	7,100	98
	Walker	20,500	20,300	99
	Whitfield	23,900	23,600	99
	<b>NORTH CAROLINA</b>			
	Cherokee	7,300	7,100	97
	Clay	2,900	2,800	96
	<b>TENNESSEE</b>			
	Bledsoe	3,300	3,200	97
	Bradley	25,000	24,800	99
	Grundy	4,800	4,700	98
	Hamilton	108,300	107,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mcminn	15,500	15,300	99
	Marion	9,000	8,900	99
	Meigs	2,800	2,800	100
	Monroe	10,400	10,200	98
	Polk	4,900	4,800	98
	Rhea	9,000	8,900	99
	Sequatchie	3,200	3,200	100
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Gilmer	4,200	4,100	98
	Union	3,700	3,600	97
<b>NORTH CAROLINA</b>	Graham	2,500	2,400	96
	<b>TENNESSEE</b>			
	Cumberland	10,800	10,600	98
	Franklin	11,300	11,200	99
	Morgan	5,700	5,600	98
	Roane	18,300	18,100	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	6,800	6,700	99
	<b>GEORGIA</b>			
	Banks	3,300	3,200	97
	Bartow	14,700	14,500	99
	Habersham	9,100	8,900	98
	Polk	11,900	11,700	98
	Rabun	4,200	4,100	98
	Towns	2,300	2,300	100
	<b>TENNESSEE</b>			
Coffee	14,600	14,500	99	
Loudon	11,000	10,900	99	
Van Buren	1,700	1,700	100	
White	7,400	7,300	99	
<b>Station Totals</b>		<b>513,900</b>	<b>507,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>342,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>211,700</b>	



# Tennessee—Chattanooga

## WDSI-TV

(formerly WRIP-TV)

Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 584-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-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"

Holds CP for change to 2218-kw max. & 946-kw horizontal visual, 221.8-kw max. & 94.6-kw horizontal aural, 974-ft. above av. terrain, 340-ft. above ground, 2310-ft. above sea level.

Transmitter: Needleseye, Chattanooga.

News Service: INN.

Satellite Earth Station: Harris; Microdyne receivers.

Network Service: None, independent.

Licensee: Prime Time Television Inc., 2401 E. Main St., Chattanooga, Tenn. 37408.

Studio: McFarland Ave., 1-mi. S. of business district of Rossville, Ga. Telephone: 615-697-0661.

Ownership: Roy L. Hess, pres.-treas., 52.63%; David D. Smith, v.p.-secy., 26.32%; Richard E. Fiore Sr., 21.05%. Smith has interest in Commercial Radio Institute, see WPTT-TV, Pittsburgh, Pa. Hess has interest in WPMI(TV), Mobile, Ala.

Began Operation: Jan. 24, 1972. Sale to present owners by Col. Jay Sadow approved by FCC Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales) by Seltel Inc.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Represented (engineering) by John Fergie & Associates.

Personnel:

- JIM HESTER, station manager.
- DON MILLER, operations manager.
- JOE LOWE, director of engineering.
- CHERYL MORGAN, program director.
- KAREN ROACH, office manager.
- DEBBIE HASTY, promotion manager.
- DALE ANTHONY, sales manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Catoosa	13,600	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
Between 25-49%	Hamilton	108,300	107,500	99
<b>GEORGIA</b>				
Between 5-24%	Chattooga	8,000	7,900	99
	Dade	4,300	4,200	98
	Towns	2,300	2,300	100
	Walker	20,500	20,300	99
	Whitfield	23,900	23,600	99
<b>TENNESSEE</b>				
	Bradley	25,000	24,800	99
	McMinn	15,500	15,300	99
	Marion	9,000	8,900	99
	Meigs	2,800	2,800	100
	Rhea	9,000	8,900	99
	Sequatchie	3,200	3,200	100
<b>Station Totals</b>		<b>245,400</b>	<b>243,200</b>	<b>99</b>
<b>Net Weekly Circulation (1983)</b>			<b>62,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>23,300</b>	

# 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, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"  
Longitude 85° 19' 03"

Transmitter: Taft Hwy. & Anderson Pike, Signal Mtn., Tenn.

News Services: AP, ABC, NIWS.

Satellite Earth Station: In operation.

Network Service: ABC.

Licensee: WTVC Inc., Box 1150, Chattanooga 37401.

Studio: Golden Gateway Shopping Center, 410 W. 6th St. 37402.

Mailing Address: Box 1150, Chattanooga, Tenn. 37401.

Telephone: 615-756-5500.

Ownership: WTVC Inc. is a wholly-owned subsidiary of Belo Broadcasting Corp. For other interests, see Belo under Group Ownership of TV Stations. Note: Sale to Freedom Newspapers pending (Television Digest, Vol. 23:42).

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 Martin Theatres of Ga. Inc. by Dean Covington and associates was approved Oct. 30, 1957 (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to present owner approved by FCC June 13, 1980.

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

F. LEWIS ROBERTSON, general manager.

ED GROVES, general sales manager.

JIM COLLINS, news director.

Highest 30 Sec. Rate: \$1050.

NETWORK BASE HOURLY RATE: \$725.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Jackson	19,100	18,800	98
	<b>GEORGIA</b>			
	Catoosa	13,600	13,500	99
	Chattooga	8,000	7,900	99
	Dade	4,300	4,200	98
	Fannin	5,800	5,700	98
	Floyd	29,900	29,500	99
	Gordon	11,000	10,800	99
	Murray	7,300	7,100	98
	Walker	20,500	20,300	99
	Whitfield	23,900	23,600	99
	<b>TENNESSEE</b>			
	Bledsoe	3,300	3,200	97
	Bradley	25,000	24,800	99
	Grundey	4,800	4,700	98
	Hamilton	108,300	107,500	99
Mcminn	15,500	15,300	99	
Marion	9,000	8,900	99	
Meigs	2,800	2,800	100	
Polk	4,900	4,800	98	



WTVC BMPCT-4945 Granted 1/30/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rhea	9,000	8,900	99
	Sequatchie	3,200	3,200	100
Between 25-49%	<b>ALABAMA</b>			
	De Kalb	20,600	20,300	99
	<b>GEORGIA</b>			
	Union	3,700	3,600	97
	<b>NORTH CAROLINA</b>			
	Cherokee	7,300	7,100	97
	Clay	2,900	2,800	96
	<b>TENNESSEE</b>			
	Franklin	11,300	11,200	99
	Monroe	10,400	10,200	98
Roane	18,300	18,100	99	
Between 5-24%	<b>ALABAMA</b>			
	Cherokee	6,800	6,700	99
	Clay	4,800	4,700	98
	<b>GEORGIA</b>			
	Bartow	14,700	14,500	99
	Cherokee	18,800	18,600	99
	Gilmer	4,200	4,100	98
	Polk	11,900	11,700	98
	Towns	2,300	2,300	100
	<b>NORTH CAROLINA</b>			
Graham	2,500	2,400	96	
<b>TENNESSEE</b>				
Cumberland	10,800	10,600	98	
Morgan	5,700	5,600	98	
Van Buren	1,700	1,700	100	
<b>Station Totals</b>		<b>487,900</b>	<b>481,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>313,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>195,800</b>	

# Tennessee—Crossville

## WINT-TV

(formerly WCPT-TV)

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 18.6-kw visual, 3.71-kw aural. Antenna: 1180-ft. above av. terrain, 215-ft. above ground, 2860-ft. above sea level.

Latitude 35° 53' 08"  
Longitude 84° 51' 34"

Holds CP for Ch. 20 (506-512 MHz), 2820-kw max. & 2340-kw horizontal visual, 447-kw aural. Antenna: 2772-ft. above av. terrain, 1103-ft. above ground, 4403-ft. above sea level, lat. 36° 06' 34", long. 84° 20' 13"; transmitter to Buffalo Mtn., 2.2-mi. NE of Windrock.

Transmitter: Crab Orchard, Haley Mtn. (Renegade).

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: WINT-TV Inc., Box 972, Chanute, Kan. 66720.

Ownership: Larry D. Hudson, pres., 90%; James C. Thompson, v.p.; John Cunningham, 10%. For Hudson's other interests, see KLDH(TV), Topeka, Kan.

Began Operation: Oct. 3, 1976. Sale to present owners by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

### Personnel:

LARRY D. HUDSON, president.

JAMES C. THOMPSON, vice president.



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# Tennessee—Jackson

## WBBJ-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"  
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

News Service: AP.

Network Service: ABC.

Licensee: Jackson Telecasters Inc., 346 Muse St., Box 2387, Jackson 38301.

Studio: Television Hill. Telephone: 901-424-4515.

Mailing Address: Box 2387, Jackson, Tenn. 38301.

Ownership: Bahakel Communications Ltd., Cy N. Bahakel, 100%. For other interests, see Group Ownership of TV Stations.

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 Katz Television.

Personnel:

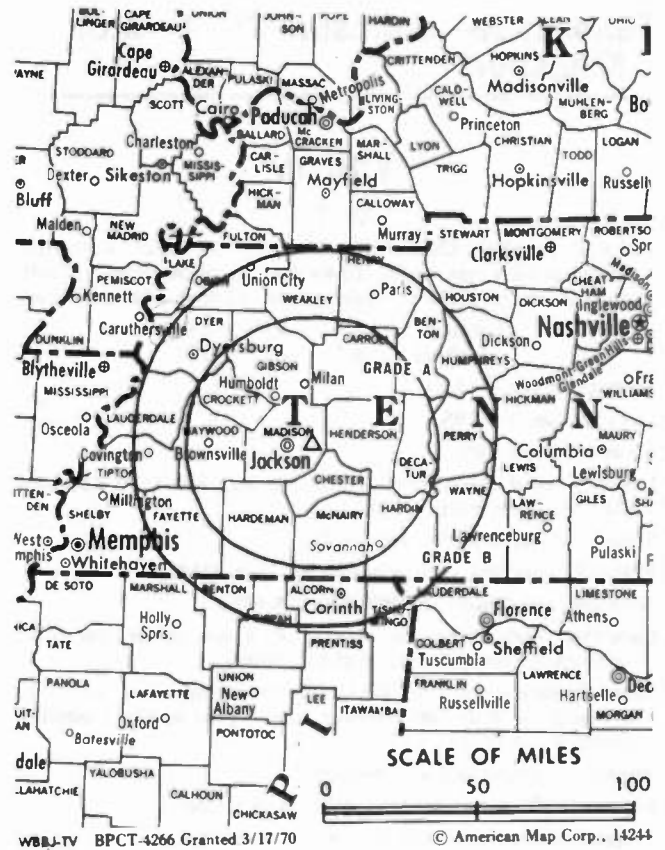
PHIL BRASSIE, general manager.  
GAIL MIDDLETON, program director.  
ED WARD, director of engineering.  
BARBARA HINSON, traffic director.

Highest 30 Sec. Rate (Sept. 26, 1983): \$440.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Fulton	3,400	3,400	100
	<b>MISSISSIPPI</b>			
	Alcorn	12,700	12,500	98
	Tishomingo	7,200	7,000	97
	<b>TENNESSEE</b>			
	Carroll	10,600	10,400	98
	Chester	4,500	4,400	98
	Crockett	5,400	5,300	98
	Decatur	4,400	4,300	98
	Dyer	13,200	13,000	98
	Gibson	18,700	18,500	99
	Hardeman	8,100	8,000	98
	Hardin	8,700	8,500	98
	Henderson	8,400	8,300	99
	Lake	2,600	2,600	100
	Mc Nairy	8,900	8,700	98
Madison	28,400	28,100	99	
Obion	12,500	12,400	99	
Weakley	12,000	11,800	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Calloway	11,100	11,000	99
	<b>MISSOURI</b>			
	New Madrid	8,200	8,000	98
	<b>MISSISSIPPI</b>			
Prentiss	8,600	8,500	99	
Tippah	6,700	6,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Benton	6,000	5,900	98
	Haywood	6,800	6,700	99
	Henry	11,400	11,200	98
	Perry	2,500	2,500	100
Wayne	5,100	5,000	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Franklin	10,900	10,700	98
	<b>ARKANSAS</b>			
	Cross	6,900	6,700	98
	Mississippi	20,100	19,700	98
	Poinsett	9,500	9,300	98
	<b>KENTUCKY</b>			
	Graves	13,500	13,400	99
	Hickman	2,200	2,200	100
	<b>MISSOURI</b>			
Dunklin	13,900	13,500	97	
Pemiscot	8,900	8,600	97	
<b>MISSISSIPPI</b>				
Calhoun	5,700	5,600	98	
Monroe	12,600	12,400	98	
<b>TENNESSEE</b>				
Fayette	7,900	7,700	97	
Humphreys	6,100	6,000	98	
Lauderdale	9,000	8,900	99	
Stewart	3,400	3,400	100	
Tipton	11,300	11,100	98	
<b>Station Totals</b>		<b>378,000</b>	<b>371,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>175,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>99,000</b>	

# 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.

News Services: AP, CBS.

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities Inc., Box 1130, 338 East Main St., Johnson City 37601.

Studio: 338 East Main St., Johnson City.

Mailing Address: Box 1130, Johnson City, Tenn. 37601.

Telephone: 615-926-2151. TWX: 810-575-8551.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. For other interests, see Group Ownership of TV Stations.

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.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

W. H. LANCASTER JR., general manager.

STEVE SMITH sales manager.

ALFRED GREGORY, program director & film buyer.

CARL DICKENSON, chief engineer.

Highest 30 Sec. Rate (Spet. 26, 1983): \$900.

NETWORK BASE HOURLY RATE: \$935.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Letcher	10,900	10,600	97
	<b>TENNESSEE</b>			
	Carter	19,100	18,900	99
	Greene	20,100	19,900	99
	Hawkins	16,500	16,200	98
	Johnson	5,100	5,000	98
	Sullivan	54,700	54,300	99
	Unicoi	6,200	6,100	98
	Washington	33,100	32,900	99
	<b>VIRGINIA</b>			
	Buchanan	12,700	12,300	97
	Dickenson	6,900	6,800	99
Lee	9,600	9,300	97	
Russell	11,800	11,500	97	
Scott	8,800	8,600	97	
Smyth	11,900	11,700	98	
Washington	24,300	24,000	99	
Wise	17,500	17,100	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Harlan	14,600	14,300	98
	Knott	5,900	5,700	97
	Perry	11,500	11,200	97
	Pike	28,800	28,300	98
<b>NORTH CAROLINA</b>				
Ashe	8,500	8,300	98	
Avery	5,100	5,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Mitchell	5,300	5,200	98
	Watauga	11,700	11,500	98
	Yancey	5,600	5,400	96
<b>TENNESSEE</b>				
	Cocke	10,700	10,500	98
	Hamblen	18,600	18,400	99
	Hancock	2,400	2,400	98
<b>VIRGINIA</b>				
	Tazewell	18,300	18,000	98
<b>WEST VIRGINIA</b>				
	Mc Dowell	16,500	16,200	98
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Floyd	17,600	17,300	98
	Knox	10,700	10,400	97
Leslie	5,000	4,800	96	
<b>NORTH CAROLINA</b>				
	Haywood	17,800	17,400	98
	Wilkes	21,800	21,400	98
<b>TENNESSEE</b>				
	Claborn	9,000	8,800	98
	Grainger	6,100	6,000	98
	Jefferson	11,400	11,300	99
<b>VIRGINIA</b>				
	Bland	2,200	2,100	95
	Giles	6,400	6,300	98
	Grayson	6,300	6,200	98
<b>WEST VIRGINIA</b>				
	Mingo	12,600	12,300	98
	Wyoming	12,200	11,900	98
<b>Station Totals</b>		<b>583,700</b>	<b>573,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>308,300</b>
<b>Average Daily Circulation (1983)</b>				<b>196,900</b>

# 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.

News Services: AP, UPI, CNN, ESPN.

Satellite Earth Station: Microdyne, 5-meter; Microdyne receivers.

Network Service: ABC.

Licensee: Holston Valley Broadcasting Corp., Box WKPT, Kingsport, Tenn. 37662.

Studio: 222 Commerce St., Kingsport, Tenn. 37662.

Telephone: 615-246-9578. TWX: 810-574-5180.

Ownership: Home News Publishing Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 20, 1969.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

GEORGE E. DeVAULT JR., president & general manager.

RAY WALKER, v.p., station & general sales manager.

DAVID WIDENER, sales manager.

HAROLD T. DOUGHERTY, vice president for engineering.

BETTE BYRD, controller.

STEVE LYONS, production director.

FRED FALIN, program director.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate (Oct. 1983): \$450.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Letcher	10,900	10,600	97
	<b>TENNESSEE</b>			
	Carter	19,100	18,900	99
	Sullivan	54,700	54,300	99
	Unicoi	6,200	6,100	98
	Washington	33,100	32,900	99
	<b>VIRGINIA</b>			
	Russell	11,800	11,500	97
	Washington	24,300	24,000	99
Wise	17,500	17,100	98	
Between 25-49%	<b>KENTUCKY</b>			
	Harlan	14,600	14,300	98
	Leslie	5,000	4,800	96
	Perry	11,500	11,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>TENNESSEE</b>			
	Greene	20,100	19,900	99
	Hawkins	16,500	16,200	98
	Johnson	5,100	5,000	98
Between 5-24%	<b>VIRGINIA</b>			
	Dickenson	6,900	6,800	99
	Lee	9,600	9,300	97
	Scott	8,800	8,600	97
	Smyth	11,900	11,700	98
	Tazewell	18,300	18,000	98
Between 5-24%	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Knott	5,900	5,700	97
	Pike	28,800	28,300	98
Between 5-24%	<b>NORTH CAROLINA</b>			
	Avery	5,100	5,000	98
	Watauga	11,700	11,500	98
Between 5-24%	<b>TENNESSEE</b>			
	Claiborne	9,000	8,800	98
	Cocke	10,700	10,500	98
	Hamblen	18,600	18,400	99
Between 5-24%	<b>VIRGINIA</b>			
	Buchanan	12,700	12,300	97
	Wythe	9,500	9,300	98
<b>Station Totals</b>		429,800	422,700	98
<b>Net Weekly Circulation (1983)</b>			185,900	
<b>Average Daily Circulation (1983)</b>			97,700	

# Tennessee—Knoxville

## WATE-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"  
Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

News Services: AP, ABC.

Satellite Earth Station: Hubbard-Payne, 3.3-meter.

Network Service: ABC.

Licensee: Nationwide Communications Inc., 1306 Broadway NE, Knoxville 37917.

Studio: 1306 Broadway NE, Knoxville, Tenn. 37917.

Telephone: 615-637-9666. TWX: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Clark Pollock, pres. For other interests, see Nationwide under Group Ownership of TV Stations.

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 Blair Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Cohen & Dippell.

Personnel:

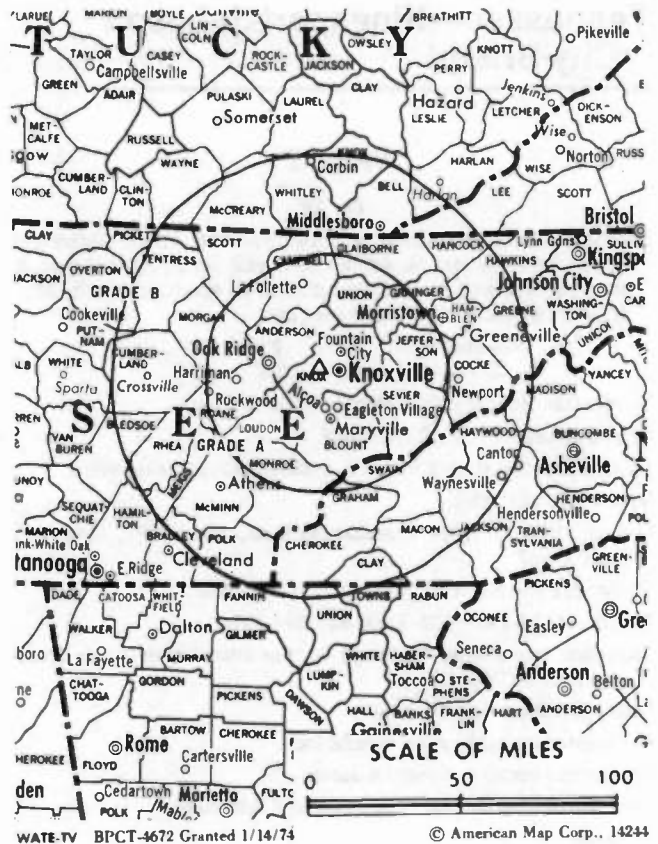
- JACK W. LEE, general manager.
- DON E. WATKINS, chief engineer.
- JIM DUNCAN, program director & film buyer.
- JIM MIKELS, general sales manager.
- BOB KING, production director.
- WILLIAM PERRY, news director.
- BILL GOLDEN, promotion manager.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Harlan	14,600	14,300	98
	Knox	10,700	10,400	97
	Leslie	5,000	4,800	96
	Mc Creary	5,300	5,100	97
	Whitley	12,500	12,300	98
	<b>TENNESSEE</b>			
	Anderson	25,900	25,700	99
	Blount	30,000	29,700	99
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Fannin	5,800	5,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Clay	7,300	7,100	97
	Laurel	14,000	13,700	98
	Wayne	6,300	6,100	97
	<b>NORTH CAROLINA</b>			
	Graham	2,500	2,400	96
	<b>TENNESSEE</b>			
	Greene	20,100	19,900	99
	Hancock	2,400	2,400	98
	Hawkins	16,500	16,200	98
Mcminn	15,500	15,300	99	
Polk	4,900	4,800	98	
Unicoi	6,200	6,100	98	
<b>VIRGINIA</b>				
Lee	9,600	9,300	97	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Union	3,700	3,600	97
	<b>KENTUCKY</b>			
	Jackson	4,300	4,100	95
	Perry	11,500	11,200	97
	Pulaski	17,500	17,100	97
	Russell	5,400	5,300	98
	<b>NORTH CAROLINA</b>			
	Cherokee	7,300	7,100	97
	Clay	2,900	2,800	96
Jackson	9,000	8,800	97	
Macon	8,200	7,900	96	
Madison	6,100	5,900	97	
Yancey	5,600	5,400	96	
<b>TENNESSEE</b>				
Bledsoe	3,300	3,200	97	
Meigs	2,800	2,800	100	
Rhea	9,000	8,900	99	
Sullivan	54,700	54,300	99	
Van Buren	1,700	1,700	100	
Washington	33,100	32,900	99	
<b>Station Totals</b>		<b>696,000</b>	<b>685,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>422,800</b>
<b>Average Daily Circulation (1983)</b>				<b>278,400</b>

# Tennessee—Knoxville

## WBIR-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"  
Longitude 83° 56' 23"

Transmitter: Memorial Park Rd., Sharp's Ridge, Knoxville.

News Services: AP, CBS, CNN, NIWS.

Satellite Earth Station: Harris, 3-meter; Harris receivers.

Network Service: CBS.

Licensee: Multimedia Inc., Box 2760, Greenville, S.C. 29602.

Studio: 1513 Hutchinson Ave., Knoxville, Tenn. 37917.

Telephone: 615-637-1010. TWX: 810-583-0172.

Ownership: Multimedia Inc. For other interests, see Group Ownership of TV Stations.

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 (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 (Vol. 15:41, 44).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

JAMES M. HART, vice president & general manager.  
PETER N. FENNELLY, program director & film buyer.  
STEVE DEAN, promotion director.  
ROBERT E. HORTON, chief engineer.  
JIM SWINEHART, news director.

Highest 30 Sec. Rate (Sept. 23, 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Harlan	14,600	14,300	98
	Knox	10,700	10,400	97
	Laurel	14,000	13,700	98
	Mc Creary	5,300	5,100	97
	Pulaski	17,500	17,100	97
	Wayne	6,300	6,100	97
	Whitley	12,500	12,300	98
	<b>NORTH CAROLINA</b>			
	Graham	2,500	2,400	96
	<b>TENNESSEE</b>			
	Anderson	25,900	25,700	99
	Blount	30,000	29,700	99
Campbell	13,000	12,800	98	
Clalborne	9,000	8,800	98	
Cocke	10,700	10,500	98	
Cumberland	10,800	10,600	98	
Fentress	5,400	5,300	98	
Grainger	6,100	6,000	98	
Greene	20,100	19,900	99	
Hamblen	18,600	18,400	99	
Hancock	2,400	2,400	98	
Jefferson	11,400	11,300	99	
Knox	125,100	124,100	99	
Loudon	11,000	10,900	99	
Monroe	10,400	10,200	98	



WBIR-TV BPCT-781006KH Granted 3/14/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Morgan	5,700	5,600	98	
	Roane	18,300	18,100	99	
	Scott	6,900	6,700	97	
	Sevier	16,100	15,800	98	
	Union	4,400	4,300	98	
<b>VIRGINIA</b>					
	Lee	9,600	9,300	97	
<b>KENTUCKY</b>					
Between 25-49%	Clay	7,300	7,100	97	
	Leslie	5,000	4,800	96	
	Russell	5,400	5,300	98	
<b>TENNESSEE</b>					
	Hawkins	16,500	16,200	98	
	Mcminn	15,500	15,300	99	
	Polk	4,900	4,800	98	
<b>VIRGINIA</b>					
	Wise	17,500	17,100	98	
<b>GEORGIA</b>					
Between 5-24%	Fannin	5,800	5,700	98	
	<b>KENTUCKY</b>				
	Jackson	4,300	4,100	95	
	Letcher	10,900	10,600	97	
	Owsley	1,900	1,800	95	
Perry	11,500	11,200	97		
<b>NORTH CAROLINA</b>					
	Cherokee	7,300	7,100	97	
	Madison	6,100	5,900	97	
<b>TENNESSEE</b>					
	Bledsoe	3,300	3,200	97	
	Carter	19,100	18,900	99	
	Meigs	2,800	2,800	100	
	Rhea	9,000	8,900	99	
	Sullivan	54,700	54,300	99	
	Unicoi	6,200	6,100	98	
	Washington	33,100	32,900	99	
<b>Station Totals</b>		<b>714,300</b>	<b>703,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>			<b>450,700</b>		
<b>Average Daily Circulation (1983)</b>			<b>307,100</b>		



# Tennessee—Knoxville

**WTVK**

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1620-kw horizontal visual, 324-kw horizontal aural. Antenna: 1270-ft. above av. terrain, 1061-ft. above ground, 2319-ft. above sea level.

Latitude 36° 00' 36"  
Longitude 83° 55' 57"

Transmitter: Sharp's Ridge Memorial Park Rd.

FM Affiliate: WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft.

News Services: AP, NBC.

Network Service: NBC.

Licensee: South Central Communications Corp., Box 1388, Knoxville 37901.

Studio: Sharp's Ridge Memorial Park Rd. 37901.

Mailing Address: Box 1388, Knoxville, Tenn. 37901.

Telephone: 615-687-2312.

Ownership: John D. Engelbrecht, pres., 74.8%; Bettie A. Engelbrecht, secy., 24.7%; Leighman D. Groves, treas., 0.5%. South Central also operates WROZ(AM), Evansville, Ind.; owns WEZK(FM), Knoxville, Tenn.; WZEZ(FM), Nashville.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954 (Television Digest, Vol. 10:23, 31).

Represented (sales) by Seltel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Represented (engineering) by Jansky & Bailey.

**Personnel:**

- JOHN D. ENGELBRECHT, president.
- DUANE V. EASTVOLD, general manager.
- JERRY WHITENER, national sales manager.
- CARL LAWSON, chief engineer.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State - County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Whitley	12,500	12,300	98
	<b>TENNESSEE</b>			
	Anderson	25,900	25,700	99
	Blount	30,000	29,700	99
	Campbell	13,000	12,800	98
	Claiborne	9,000	8,800	98
	Grainger	6,100	6,000	98
	Hamblen	18,600	18,400	99
	Jefferson	11,400	11,300	99
	Knox	125,100	124,100	99
	Loudon	11,000	10,900	99
	Roane	18,300	18,100	99
	Sevier	16,100	15,800	98
	Union	4,400	4,300	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Pulaski	17,500	17,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Cocke	10,700	10,500	98
	Monroe	10,400	10,200	98
	Morgan	5,700	5,600	98
	Pickett	1,700	1,700	100
Scott	6,900	6,700	97	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Fannin	5,800	5,700	98
	<b>KENTUCKY</b>			
Harlan	14,600	14,300	98	
Knox	10,700	10,400	97	
Laurel	14,000	13,700	98	
Leslie	5,000	4,800	96	
McCreary	5,300	5,100	97	
Wayne	6,300	6,100	97	
	<b>TENNESSEE</b>			
	Bledsoe	3,300	3,200	97
	Cumberland	10,800	10,600	98
	Hancock	2,400	2,400	98
	Hawkins	16,500	16,200	98
	McMinn	15,500	15,300	99
	Polk	4,900	4,800	98
	Rhea	9,000	8,900	99
<b>VIRGINIA</b>				
Lee	9,600	9,300	97	
<b>Station Totals</b>		<b>499,900</b>	<b>492,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>274,600</b>
<b>Average Daily Circulation (1983)</b>				<b>165,200</b>

# 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' 28"  
Longitude 89° 50' 41"

Transmitter: Raleigh-La Grange Rd.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kHz.

News Services: AP, UPI.

Network Service: ABC.

Licensee: RKO General Inc., Box 11407, 485 S. Highland, Memphis 38111.

Studio: Box 11407, 485 S. Highland, Memphis, Tenn. 38111.

Telephone: 901-320-1313. TWX: 810-591-1877.

Ownership: RKO General Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954 (Television Digest, Vol. 10:5, 11).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

ALEX BONNER, vice president & general manager.

JACK BOLTON, general sales manager.

DICK KVALE, national sales manager.

BOB LEWIS, program director.

SAM McCULLOUGH, promotion director.

WILLIAM J. KEY, controller.

JACK STARR, sales service director.

LARRY COUGHLAN, chief engineer.

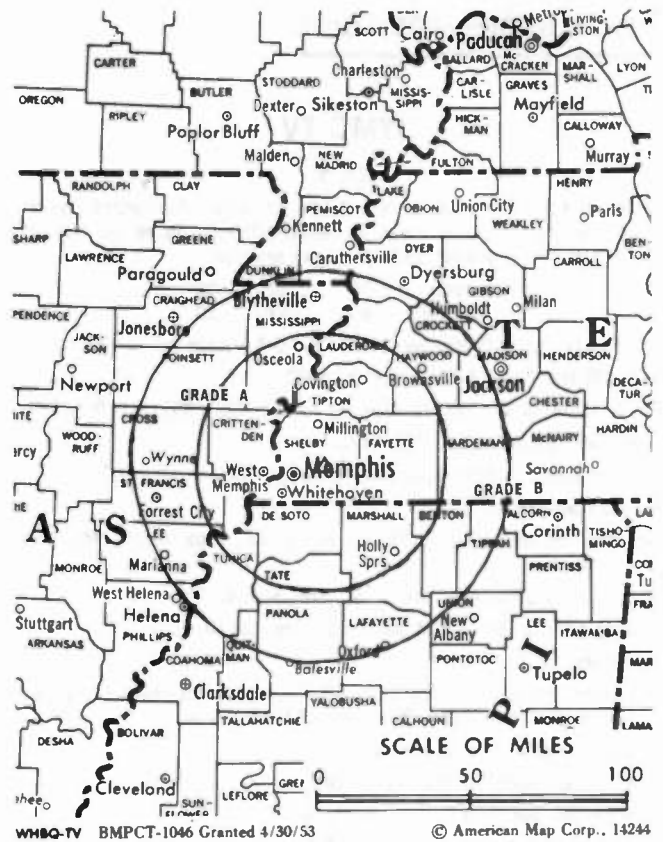
Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate (Oct. 1, 1983): \$1500.

NETWORK BASE HOURLY RATE: \$1250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Craighead	23,700	23,400	99
	Crittenden	16,400	15,900	97
	Cross	6,900	6,700	98
	Lee	4,800	4,600	96
	Mississippi	20,100	19,700	98
	Phillips	11,300	10,900	96
	Polk	9,500	9,300	98
	St Francis	10,200	9,900	97
	<b>MISSOURI</b>			
	Pemiscot	8,900	8,600	97
	<b>MISSISSIPPI</b>			
	Alcorn	12,700	12,500	98
	Benton	2,600	2,500	96
	Coahoma	11,700	11,400	97
	De Soto	18,300	17,900	98
	Lafayette	10,500	10,300	98
	Marshall	9,100	8,900	98
	Panola	9,200	9,000	98
	Quitman	3,800	3,700	97
	Tate	6,300	6,200	98
Tunica	2,800	2,700	96	
Union	8,200	8,100	99	
Yalobusha	4,900	4,800	98	
<b>TENNESSEE</b>				
Crockett	5,400	5,300	98	
Dyer	13,200	13,000	98	
Fayette	7,900	7,700	97	
Gibson	18,700	18,500	99	
Hardeman	8,100	8,000	98	
Haywood	6,800	6,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	2,600	2,600	100
	Lauderdale	9,000	8,900	99
	Madison	28,400	28,100	99
	Shelby	282,000	279,700	99
	Tipton	11,300	11,100	98

Between 25-49%	<b>ARKANSAS</b>			
	Clay	8,200	8,000	98
	Greene	12,000	11,800	98
	<b>MISSOURI</b>			
	Dunklin	13,900	13,500	97
	<b>MISSISSIPPI</b>			
	Clay	7,200	7,100	99
	Grenada	7,400	7,200	97
	Lee	21,200	20,900	99
	Lowndes	19,700	19,500	99
	Monroe	12,600	12,400	98
	Oktibbeha	11,900	11,600	97
	Pontotoc	7,700	7,600	99
	Tallahatchie	5,300	5,100	96
Tippah	6,700	6,600	98	
<b>TENNESSEE</b>				
Chester	4,500	4,400	98	
Mc Nairy	8,900	8,700	98	

Between 5-24%	<b>ARKANSAS</b>			
	Jackson	8,100	7,900	98
	Lawrence	7,100	6,900	97
	Randolph	6,500	6,300	97
	<b>MISSOURI</b>			
	New Madrid	8,200	8,000	98
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	5,900	5,800	98
	Itawamba	7,500	7,400	99
	Prentiss	8,600	8,500	99

(Continued on page 840)

Station Totals	880,900	867,000	98
Net Weekly Circulation (1983)		584,700	
Average Daily Circulation (1983)		339,500	

# 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.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, UPI, NBC.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: NBC.

Licensee: Scripps-Howard Broadcasting Co., Box 4420, Memphis 38104.

Studio: 1960 Union Ave., Memphis, Tenn. 38104.

Mailing Address: Box 4420, Memphis, Tenn. 38104.

Telephone: 901-726-0555.

Ownership: Scripps-Howard Bcstg. Co. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Baker & Hostetler.

Represented (engineering) by Cohen & Dippell.

### Personnel:

M. E. GREINER JR., vice president & general manager.  
EDWARD F. GREANEY JR., asst. gen. mgr., news & public affairs.  
J. P. TUCKER, assistant general manager, sales.  
RON KLAYMAN, assistant general manager, programming.  
RON BLADON, national sales manager.  
JACK CALLICOTT, local sales manager.  
ROBERT A. FRASE, director of engineering.  
PHILIP SLAVICK, program director.  
JAY PERKINS, production manager.  
BUDDY SANDERS, farm director.  
JAMES FROMMEL, controller.  
OLIVIA HOLMES, promotion manager.

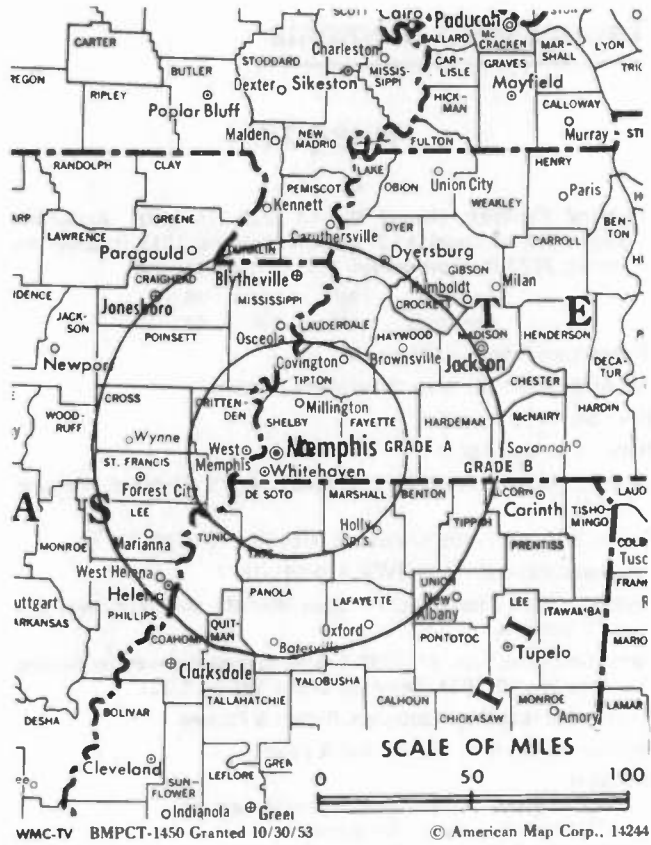
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (July 1, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Craighead	23,700	23,400	99
	Crittenden	16,400	15,900	97
	Cross	6,900	6,700	98
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
	Lee	4,800	4,600	96
	Mississippi	20,100	19,700	98
	Phillips	11,300	10,900	96
	Poinsett	9,500	9,300	98
	Randolph	6,500	6,300	97
	St Francis	10,200	9,900	97
	<b>MISSOURI</b>			
	Pemiscot	8,900	8,600	97
	<b>MISSISSIPPI</b>			
	Alcorn	12,700	12,500	98
	Benton	2,600	2,500	96
Coahoma	11,700	11,400	97	
De Soto	18,300	17,900	98	
Grenada	7,400	7,200	97	
Lafayette	10,500	10,300	98	
Leflore	13,400	13,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	9,100	8,900	98
	Panola	9,200	9,000	98
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Quitman	3,800	3,700	97
	Tallahatchie	5,300	5,100	96
	Tate	6,300	6,200	98
	Tippah	6,700	6,600	98
	Tunica	2,800	2,700	96
	Union	8,200	8,100	99
	Yalobusha	4,900	4,800	98
<b>TENNESSEE</b>	Chester	4,500	4,400	98
	Crockett	5,400	5,300	98
	Dyer	13,200	13,000	98
	Fayette	7,900	7,700	97
	Gibson	18,700	18,500	99
	Hardeman	8,100	8,000	98
	Hardin	8,700	8,500	98
	Haywood	6,800	6,700	99
	Lauderdale	9,000	8,900	99
	Mc Nairy	8,900	8,700	98
	Madison	28,400	28,100	99
Shelby	282,000	279,700	99	
Tipton	11,300	11,100	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Clay	8,200	8,000	98
Jackson	8,100	7,900	98	
<b>MISSOURI</b>	Dunklin	13,900	13,500	97
<b>MISSISSIPPI</b>	Bolivar	13,600	13,200	97
Lee	21,200	20,900	99	
Oktibbeha	11,900	11,600	97	
Sunflower	9,700	9,400	97	
Washington	23,700	23,100	98	

(Continued on page 840)

Station Totals	957,800	941,200	98
Net Weekly Circulation (1983)		681,200	
Average Daily Circulation (1983)		427,900	

## Tennessee—Memphis

### WMKW-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2500-kw max. & 1010-kw horizontal visual, 250-kw max. & 101-kw horizontal aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"  
Longitude 89° 49' 20"

Transmitter: WKNO-TV tower, 2.5-mi. NE of Memphis on L & N Railroad.

Network Service: None, Independent.

Grantee: The Television Corp. of Memphis, 161 Jefferson Ave., Memphis, Tenn. 38103.

Studio: 2876 Director's Cove, Memphis, Tenn. 38131.

Telephone: 901-346-3030.

Mailing Address: Box 30030, Memphis, Tenn. 38130.

Ownership: The Television Corp. Stations, 51%; Memphis Thirty Inc., 49%. Memphis Thirty ownership: Kemmons Wilson & family. For The TV Corp. ownership & other interests, see Group Ownership of TV Stations.

Began Operation: April 18, 1983.

Represented (sales) by Seltel Inc.

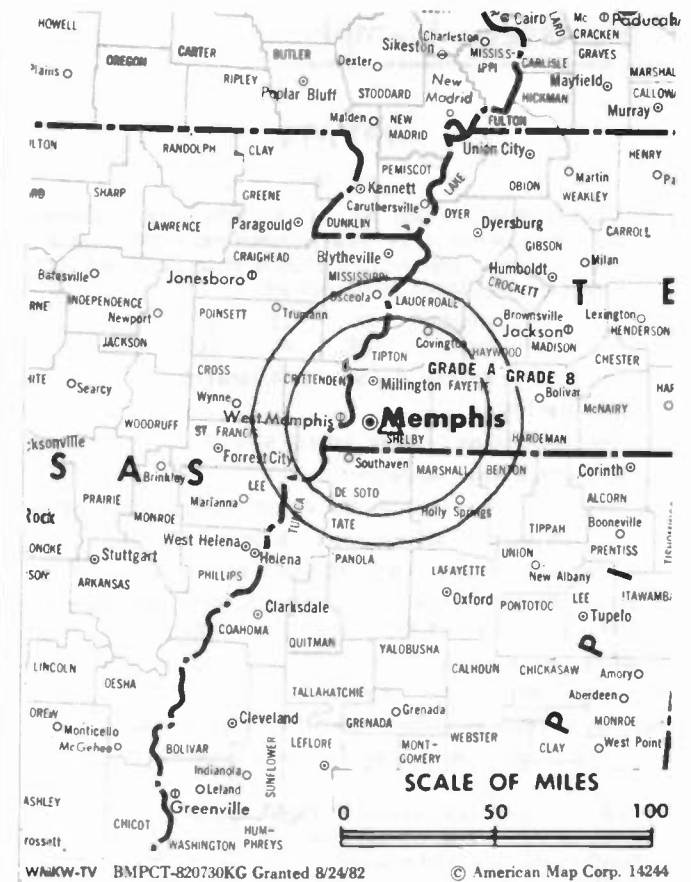
Represented (legal) by Kenkel, Barnard & Edmundson.

Represented (engineering) by Lawrence Behr Associates.

Personnel:

MARTIN OWENS, general manager.

Rates: Not available.



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## ARBITRON® RATINGS

# Tennessee—Memphis

## WPTY-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2340-kw max. & 1950-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1053-ft. above ground, 1348-ft. above sea level.

Latitude 35° 12' 11"

Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & U.S. Hwy. 64, Memphis.

News Service: INN.

Satellite Earth Station: Scientific-Atlanta; 5-meter.

Network Service: None, independent.

Licensee: Delta Television Corp., Box 42424, Memphis, Tenn. 38104.

Studio: 2225 Union St., Memphis, Tenn, 38104.

Telephone: 901-278-2424. TWX: 810-591-1201.

Ownership: Martin F. Connelly, 40%; Arthur E. Muth, 40%; Robert K. Zelle, 15.7%; 10 others, none with as much as 2%.

Began Operation: Sept. 10, 1978.

Represented (sales) by Petry Television Inc.

Represented (legal) by Sanford, Adams, McCullough & Beard.

Represented (engineering) by John A. Fergie & Associates.

Personnel:

LEW FREIFELD, vice president & general manager.

PAUL BANKSTON, general sales manager.

GORDON MORRIS, chief engineer.

JOHN SCHNABEL, business manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crittenden	16,400	15,900	97
	Mississippi	20,100	19,700	98
	Poinsett	9,500	9,300	98
	St Francis	10,200	9,900	97
<b>MISSISSIPPI</b>	De Soto	18,300	17,900	98
	Marshall	9,100	8,900	98
	Tunica	2,800	2,700	96
<b>TENNESSEE</b>	Dyer	13,200	13,000	98
	Hardeman	8,100	8,000	98
	Lake	2,600	2,600	100
	Lauderdale	9,000	8,900	99
	Shelby	282,000	279,700	99
	Tipton	11,300	11,100	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Cross	6,900	6,700	98
	Lawrence	7,100	6,900	97
	Lee	4,800	4,600	96
<b>MISSOURI</b>	Dunklin	13,900	13,500	97
	Pemiscot	8,900	8,600	97
<b>MISSISSIPPI</b>	Alcorn	12,700	12,500	98
	Coahoma	11,700	11,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Lafayette</b>	10,500	10,300	98
	<b>Panola</b>	9,200	9,000	98
	<b>Tate</b>	6,300	6,200	98
<b>TENNESSEE</b>	Crockett	5,400	5,300	98
	Fayette	7,900	7,700	97
	Gibson	18,700	18,500	99
	Haywood	6,800	6,700	99
	Madison	28,400	28,100	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Clay	8,200	8,000	98
	Craighead	23,700	23,400	99
	Greene	12,000	11,800	98
	Jackson	8,100	7,900	98
<b>MISSISSIPPI</b>	Benton	2,600	2,500	96
	Itawamba	7,500	7,400	99
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Quitman	3,800	3,700	97
	Tallahatchie	5,300	5,100	96
	Tippah	6,700	6,600	98
	Union	8,200	8,100	99
	Yalobusha	4,900	4,800	98
	<b>TENNESSEE</b>	Hardin	8,700	8,500
Mc Nairy		8,900	8,700	98
<b>Station Totals</b>		<b>712,900</b>	<b>701,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>334,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>155,200</b>	

# Tennessee—Memphis

## WREG-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.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, UPI, CBS.

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc., 803 Channel 3 Drive, Memphis, Tenn. 38103.

Studio: 803 Channel 3 Drive, Memphis, Tenn. 38103.

Telephone: 901-525-3333. TWX: 810-591-1365.

Ownership: New York Times Co. Inc. New York Times also owns KFSTV-TV, Fort Smith, Ark.; WHNT-TV, Huntsville, Ala.; Interstate Bcstg. Co., licensee of WQXR-AM-FM, New York, N.Y.

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 Katz Television.

Represented (legal) by Koteen & Naftalin.

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

### Personnel:

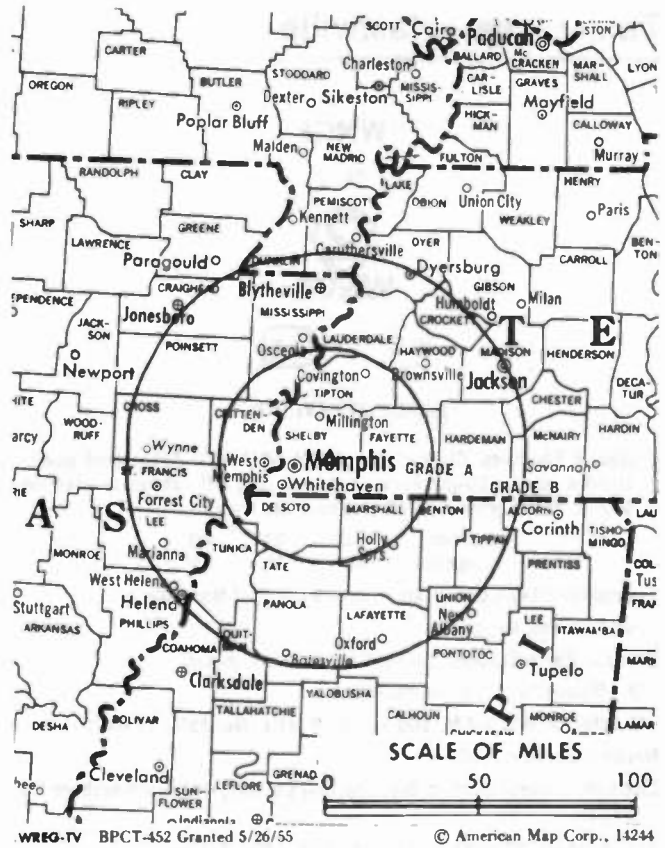
CHARLES BRAKEFIELD, president & general manager.  
FRANK ROBERTS, exec. vice president & general sales manager.  
JACK MICHAEL, v.p., program director & film buyer.  
BILLY W. MILLER, vice president & business manager.  
OLIN F. MORRIS, v.p. & director of public affairs.  
HUGH PULLEY, local sales manager.  
JIM HAWKINS, national sales manager.  
ROBERT EOFF, promotion manager.  
CHARLES C. SCHMIDT, news director.  
JOHN JACKSON, chief engineer.  
BERNARD COHN, operations manager.  
CAL CROWELL, production manager.

Highest 30 Sec. Rate (Jan. 1, 1983): \$1800.

NETWORK BASE HOURLY RATE: \$1925.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Craighead	23,700	23,400	99
	Crittenden	16,400	15,900	97
	Cross	6,900	6,700	98
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
	Lee	4,800	4,600	96
	Mississippi	20,100	19,700	98
	Phillips	11,300	10,900	96
	Poinsett	9,500	9,300	98
	Randolph	6,500	6,300	97
	St Francis	10,200	9,900	97
	<b>MISSOURI</b>			
	Pemiscot	8,900	8,600	97
<b>MISSISSIPPI</b>				
Alcorn	12,700	12,500	98	
Benton	2,600	2,500	96	
Coahoma	11,700	11,400	97	
De Soto	18,300	17,900	98	
Grenada	7,400	7,200	97	
Lafayette	10,500	10,300	98	
Marshall	9,100	8,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Panola	9,200	9,000	98	
	Prentiss	8,600	8,500	99	
	Quitman	3,800	3,700	97	
	Tate	6,300	6,200	98	
	Tippah	6,700	6,600	98	
	Tunica	2,800	2,700	96	
	Union	8,200	8,100	99	
	<b>TENNESSEE</b>				
	Chester	4,500	4,400	98	
	Crockett	5,400	5,300	98	
Dyer	13,200	13,000	98		
Fayette	7,900	7,700	97		
Gibson	18,700	18,500	99		
Hardeman	8,100	8,000	98		
Hardin	8,700	8,500	98		
Haywood	6,800	6,700	99		
Henderson	8,400	8,300	99		
Lauderdale	9,000	8,900	99		
Mc Nairy	8,900	8,700	98		
Madison	28,400	28,100	99		
Shelby	282,000	279,700	99		
Tipton	11,300	11,100	98		
Between 25-49%	<b>ARKANSAS</b>				
	Clay	8,200	8,000	98	
	Jackson	8,100	7,900	98	
	<b>MISSOURI</b>				
Dunklin	13,900	13,500	97		
<b>MISSISSIPPI</b>					
Bolivar	13,600	13,200	97		
Calhoun	5,700	5,600	98		
Lee	21,200	20,900	99		
Pontotoc	7,700	7,600	99		
Tallahatchie	5,300	5,100	96		
Tishomingo	7,200	7,000	97		
Yalobusha	4,900	4,800	98		

(Continued on page 840)

Station Totals	894,400	879,700	98
Net Weekly Circulation (1983)			664,500
Average Daily Circulation (1983)			443,700

# Tennessee—Nashville

**WNGE**

Ch. 2



**WNGE**



**BLAIR TELEVISION**

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"  
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

News Services: AP, UPI.

Satellite Earth Stations: Scientific-Atlanta; 7-meter.

AM Affiliate: WSIX, 5-kw, 980 kHz.

FM Affiliate: WSIX-FM, 100-kw, 97.9 MHz (No. 250), 1140-ft.

Network Service: ABC.

Licensee: General Electric Broadcasting Co. Inc., 441 Murfreesboro Rd. 37210.

Studio: 441 Murfreesboro Rd., Nashville, Tenn. 37201.

Telephone: 615-259-2200. TWX: 810-371-1943.

Ownership: Subsidiary of General Electric Co. Note: Sale to Knight-Ridder Bcstg. pends (Television Digest, Vol. 22:48; 23:18).

Began Operation: Nov. 28, 1953 on Ch. 8. Sale to present owner by Louis R. Draughton & associates approved April 6, 1966 by FCC (Television Digest, Vol. 5:41; 6:15).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

- MENDES J. NAPOLI, vice president & general manager.
- JAMES C. ANTHONY, business manager.
- MICHAEL BILLE, manager, news.
- PAUL SIRACUSE, general sales manager.
- EVELYN KELLER, program manager.
- THOMAS G. ALLEN, manager, marketing & promotion.
- ROBERT HAFNER, operations manager.
- TOM BEAUCHAMP, engineering manager.

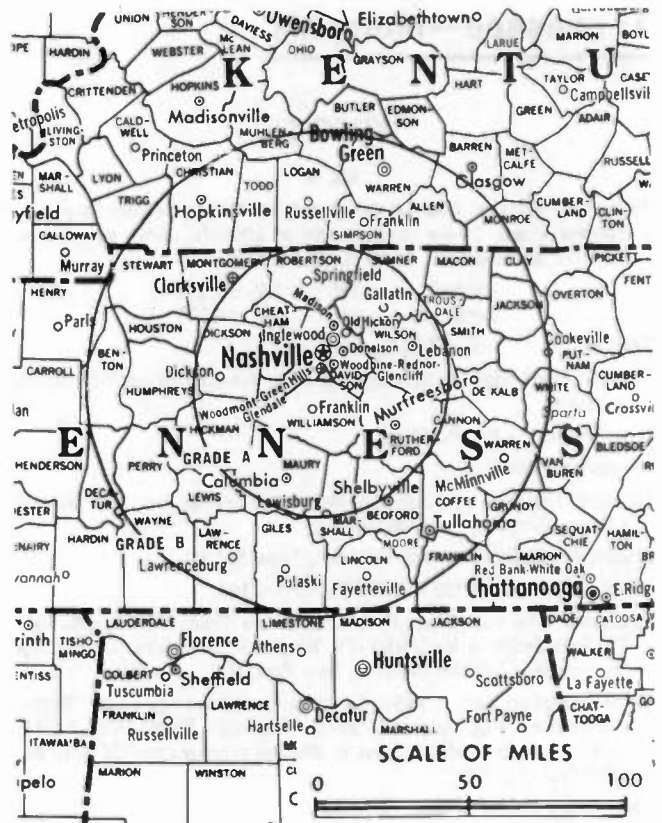
Highest One Hour Rate: \$7000.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Allen	5,500	5,400	98
	Christian	20,900	20,700	99
	Cumberland	2,900	2,800	96
	Logan	9,000	8,900	99
	Monroe	4,700	4,600	98
	Simpson	5,500	5,400	98
	Todd	4,400	4,300	98
	Trigg	3,600	3,600	100
	<b>TENNESSEE</b>			
Bedford	10,400	10,300	99	
Benton	6,000	5,900	98	
Cannon	3,900	3,800	97	
Cheatham	7,800	7,700	99	
Clay	3,000	2,900	97	



WNGE Doc-19617 Granted 8/23/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coffee	14,600	14,500	99
	Davidson	186,300	185,300	99
	Decatur	4,400	4,300	98
	De Kalb	5,400	5,300	98
	Dickson	11,400	11,300	99
	Franklin	11,300	11,200	99
	Giles	9,300	9,100	98
	Henry	11,400	11,200	98
	Hickman	5,400	5,300	98
	Houston	2,500	2,500	100
	Humphreys	6,100	6,000	98
	Jackson	3,400	3,300	97
	Lawrence	12,600	12,400	98
	Lewis	3,200	3,200	98
	Macon	6,100	6,000	98
	Marshall	7,600	7,500	99
	Mauzy	19,400	19,200	99
	Montgomery	29,900	29,700	99
	Moore	1,700	1,700	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
	Putnam	18,100	17,900	99
Robertson	13,400	13,300	99	
Rutherford	30,600	30,300	99	
Smith	5,800	5,700	98	
Stewart	3,400	3,400	100	
Sumner	31,300	31,000	99	
Trousdale	2,500	2,500	100	
Van Buren	1,700	1,700	100	
Warren	12,800	12,600	98	
Wayne	5,100	5,000	98	
White	7,400	7,300	99	
Williamson	20,800	20,600	99	
Wilson	20,700	20,500	99	
Between 25-49%	<b>KENTUCKY</b>			
	Barren	13,000	12,800	99

(Continued on page 840)

Station Totals	897,000	886,700	98
Net Weekly Circulation (1983)		598,400	
Average Daily Circulation (1983)		352,200	

# Tennessee—Nashville

**WSMV**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1410-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.2"  
Longitude 86° 51' 56.2"

Transmitter: 5700 Knob Rd.

News Services: AP, CNN Headline News, UPI.

Satellite Earth Station: Netcom Star, 5-meter; Microdyne receivers.

Network Service: NBC.

Licensee: Gillett Bcstg. of Tennessee Inc., 5700 Knob Rd. 37209.

Studio: 5700 Knob Rd., Nashville, Tenn. 37209.

Telephone: 615-749-2244. TWX: 810-371-1148.

Ownership: See Group Ownership of TV Stations.

Began Operation: Sept. 30, 1950. Sale to present owner by NLT Corp. approved by FCC Sept. 14, 1981 (Television Digest, Vol. 21:20).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pepper & Corazzini.

Personnel:

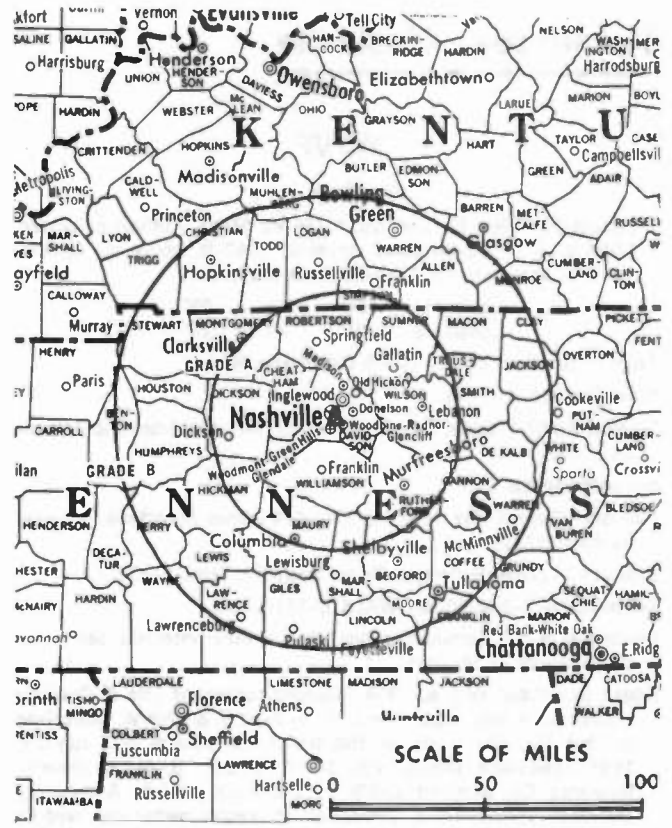
- MIKE KETTENRING, president & general manager.
- DAN AKENS, operations manager.
- BOB STETTNER, general sales manager.
- JOHN WESTERBERG, national sales manager.
- LEE WHITEHURST, chief engineer.
- BOB SELWYN, news director.

Highest 30 Sec. Rate (Sept. 25, 1983): \$2500.

NETWORK BASE HOURLY RATE: \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Allen	5,500	5,400	98
	Barren	13,000	12,800	99
	Butler	4,000	3,900	97
	Christian	20,900	20,700	99
	Clinton	3,400	3,300	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Logan	9,000	8,900	99
	Metcalfe	3,500	3,400	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,700	11,600	99
	Simpson	5,500	5,400	98
	Todd	4,400	4,300	98
	Trigg	3,600	3,600	100
	Warren	26,700	26,400	99
	<b>TENNESSEE</b>	Bedford	10,400	10,300
Benton		6,000	5,900	98
Cannon		3,900	3,800	97
Carroll		10,600	10,400	98
Cheatham		7,800	7,700	99
Clay		3,000	2,900	97
Coffee		14,600	14,500	99
Davidson		186,300	185,300	99
Decatur		4,400	4,300	98
De Kalb		5,400	5,300	98
Dickson		11,400	11,300	99
Franklin		11,300	11,200	99
Giles		9,300	9,100	98
Henderson		8,400	8,300	99
Henry		11,400	11,200	98
Hickman		5,400	5,300	98
Houston		2,500	2,500	100
Humphreys	6,100	6,000	98	
Jackson	3,400	3,300	97	
Lawrence	12,600	12,400	98	



WSMV BPCT-4851 Granted 6/18/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lewis	3,200	3,200	98
	Lincoln	10,000	9,900	99
	Macon	6,100	6,000	98
	Marshall	7,600	7,500	99
	Maury	19,400	19,200	99
	Montgomery	29,900	29,700	99
	Moore	1,700	1,700	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
	Putnam	18,100	17,900	99
	Robertson	13,400	13,300	99
	Rutherford	30,600	30,300	99
	Smith	5,800	5,700	98
	Stewart	3,400	3,400	100
	Sumner	31,300	31,000	99
	Trousdale	2,500	2,500	100
Van Buren	1,700	1,700	100	
Warren	12,800	12,600	98	
Wayne	5,100	5,000	98	
White	7,400	7,300	99	
Williamson	20,800	20,600	99	
Wilson	20,700	20,500	99	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
	Hart	5,700	5,600	98
	Hopkins	17,700	17,400	99
Ohio	7,900	7,800	99	
<b>TENNESSEE</b>	Cumberland	10,800	10,600	98
	Fentress	5,400	5,300	98
	Grundy	4,800	4,700	98
	Hardin	8,700	8,500	98
<b>ALABAMA</b>	<b>Between 5-24%</b>			
	Limestone	15,900	15,600	98
Morgan	33,100	32,600	99	

(Continued on page 841)

Station Totals	936,600	925,500	98
Net Weekly Circulation (1983)		682,200	
Average Daily Circulation (1983)		456,200	



# Tennessee—Nashville

**WTVF**

Ch. 5

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.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Channel Five Television Co., 474 James Robertson Parkway, Nashville 37219.

Studio: 474 James Robertson Pkwy., Nashville, Tenn. 37219.

Telephone: 615-244-5000. TWX: 810-371-1168.

Ownership: H & C Communications Inc. For other interests, see Group Ownership of TV Stations.

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, Vol. 14:35; 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Insurance Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

Represented (sales) by Petry Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

**Personnel:**

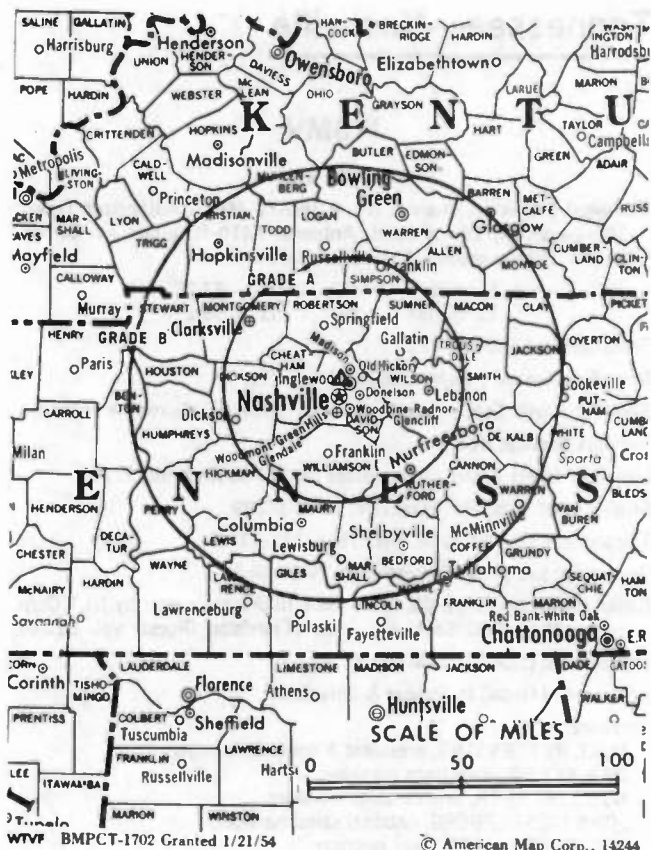
- JACK HARRIS, president.
- THOMAS E. ERVIN, exec. vice president & general manager.
- CHRIS CLARK, vice president & director of news.
- BILL JAY BUMPUS, vice president, director of programming.
- T. W. PATTERSON, chief engineer.
- JIM NORTON, production manager.

Highest 30 Sec. Rate (July 29, 1983): \$2000.

NETWORK BASE HOURLY RATE: \$2037.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Allen	5,500	5,400	98
	Barren	13,000	12,800	99
	Butler	4,000	3,900	97
	Caldwell	5,100	5,000	98
	Calloway	11,100	11,000	99
	Christian	20,900	20,700	99
	Clinton	3,400	3,300	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Hart	5,700	5,600	98
	Logan	9,000	8,900	99
	Metcalfe	3,500	3,400	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,700	11,600	99
	Simpson	5,500	5,400	98
	Todd	4,400	4,300	98
Trigg	3,600	3,600	100	
Warren	26,700	26,400	99	
<b>TENNESSEE</b>	Bedford	10,400	10,300	99
	Benton	6,000	5,900	98
	Cannon	3,900	3,800	97
	Cheatham	7,800	7,700	99
	Clay	3,000	2,900	97
	Coffee	14,600	14,500	99



WTVF BMPCT-1702 Granted 1/21/54 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Davidson	186,300	185,300	99
	Decatur	4,400	4,300	98
	De Kalb	5,400	5,300	98
	Dickson	11,400	11,300	99
	Franklin	11,300	11,200	99
	Giles	9,300	9,100	98
	Henry	11,400	11,200	98
	Hickman	5,400	5,300	98
	Houston	2,500	2,500	100
	Humphreys	6,100	6,000	98
	Jackson	3,400	3,300	97
	Lawrence	12,600	12,400	98
	Lewis	3,200	3,200	98
	Macon	6,100	6,000	98
	Marshall	7,600	7,500	99
	Maury	19,400	19,200	99
	Montgomery	29,900	29,700	99
	Moore	1,700	1,700	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
Putnam	18,100	17,900	99	
Robertson	13,400	13,300	99	
Rutherford	30,600	30,300	99	
Smith	5,800	5,700	98	
Stewart	3,400	3,400	100	
Sumner	31,300	31,000	99	
Trousdale	2,500	2,500	100	
Van Buren	1,700	1,700	100	
Warren	12,800	12,600	98	
Wayne	5,100	5,000	98	
White	7,400	7,300	99	
Williamson	20,800	20,600	99	
Wilson	20,700	20,500	99	
<b>KENTUCKY</b>	Adair	5,700	5,600	97
	Hopkins	17,700	17,400	99

(Continued on page 841)

Station Totals	919,200	908,600	98
Net Weekly Circulation (1983)		690,800	
Average Daily Circulation (1983)		450,700	

# Tennessee—Nashville

**WZTV**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 234-kw max. & 158-kw horizontal aural. Antenna: 1160-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., Nashville.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: Multimedia Inc., Box 2760, Greenville, S.C. 29602.

Studio: 410 38th Ave. N., Nashville, Tenn. 37209.

Telephone: 615-329-1717. TWX: 810-371-1280.

Ownership: Multimedia Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to present owner by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (Television Digest, Vol. 19:5; 20:10).

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

DAN F. MASLAN, vice president & general manager.

JUDITH JENKINS, program operations director.

RAY McINTURFF, chief engineer.

Highest 30 Sec. Rate (July 1, 1983): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Christian	20,900	20,700	99
	<b>TENNESSEE</b>			
	Cheatham	7,800	7,700	99
	Davidson	186,300	185,300	99
	Dickson	11,400	11,300	99
	Rutherford	30,600	30,300	99
	Williamson	20,800	20,600	99
	Wilson	20,700	20,500	99
	Between 25-49%	<b>KENTUCKY</b>		
Butler		4,000	3,900	97
Cumberland		2,900	2,800	96
Logan		9,000	8,900	99
Simpson		5,500	5,400	98
Todd		4,400	4,300	98
<b>TENNESSEE</b>				
Bedford		10,400	10,300	99
Cannon		3,900	3,800	97
Giles		9,300	9,100	98
Hickman		5,400	5,300	98
Houston		2,500	2,500	100
Humphreys		6,100	6,000	98
Macon		6,100	6,000	98
Marshall		7,600	7,500	99
Maury		19,400	19,200	99
Montgomery		29,900	29,700	99
Putnam	18,100	17,900	99	
Robertson	13,400	13,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Sumner	31,300	31,000	99
	Trousdale	2,500	2,500	100
Between 5-24%	<b>KENTUCKY</b>			
	Allen	5,500	5,400	98
	Barren	13,000	12,800	99
	Calloway	11,100	11,000	99
	Edmonson	3,500	3,400	97
	Mc Cracken	24,400	24,200	99
	Marshall	10,200	10,100	99
	Metcalfe	3,500	3,400	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,700	11,600	99
Trigg	3,600	3,600	100	
Warren	26,700	26,400	99	
<b>TENNESSEE</b>	Benton	6,000	5,900	98
	Carroll	10,600	10,400	98
	Clay	3,000	2,900	97
	Coffee	14,600	14,500	99
	Decatur	4,400	4,300	98
	Franklin	11,300	11,200	99
	Henry	11,400	11,200	98
	Jackson	3,400	3,300	97
	Lawrence	12,600	12,400	98
	Lewis	3,200	3,200	98
	Lincoln	10,000	9,900	99
	Moore	1,700	1,700	100
	Overton	6,400	6,300	98
	Pickett	1,700	1,700	100
Smith	5,800	5,700	98	
Stewart	3,400	3,400	100	
Warren	12,800	12,600	98	
Wayne	5,100	5,000	98	
White	7,400	7,300	99	
<b>Station Totals</b>		<b>742,900</b>	<b>735,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>275,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>118,800</b>	

# Tennessee

## WHBQ-TV, Memphis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI—(Continued)</b>				
Between 5-24%	Tishomingo	7,200	7,000	97
<b>TENNESSEE</b>				
	Carroll	10,600	10,400	98
	Hardin	8,700	8,500	98
	Henderson	8,400	8,300	99
	Henry	11,400	11,200	98
	Obion	12,500	12,400	99
	Weakley	12,000	11,800	98

## WMC-TV, Memphis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
Between 25-49%	Henderson	8,400	8,300	99
	Lake	2,600	2,600	100
<b>ARKANSAS</b>				
Between 5-24%	Independence	11,600	11,300	97
	Sharp	6,400	6,100	95
<b>MISSOURI</b>				
	New Madrid	8,200	8,000	98
	Ripley	4,900	4,600	94
<b>MISSISSIPPI</b>				
	Calhoun	5,700	5,600	98
	Chickasaw	5,900	5,800	98
	Clay	7,200	7,100	99
	Humphreys	4,300	4,200	98
	Itawamba	7,500	7,400	99
	Monroe	12,600	12,400	98
	Montgomery	4,600	4,500	98
	Tishomingo	7,200	7,000	97
<b>TENNESSEE</b>				
	Carroll	10,600	10,400	98
	Decatur	4,400	4,300	98
	Henry	11,400	11,200	98
	Obion	12,500	12,400	99
	Weakley	12,000	11,800	98

## WREG-TV, Memphis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
Between 25-49%	Carroll	10,600	10,400	98
	Decatur	4,400	4,300	98
	Lake	2,600	2,600	100

# WREG-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
Between 5-24%	Arkansas	9,200	9,000	98
	Independence	11,600	11,300	97
<b>MISSISSIPPI</b>				
	Chickasaw	5,900	5,800	98
	Clay	7,200	7,100	99
	Humphreys	4,300	4,200	98
	Itawamba	7,500	7,400	99
	Monroe	12,600	12,400	98
	Oktibbeha	11,900	11,600	97
	Sunflower	9,700	9,400	97
<b>TENNESSEE</b>				
	Obion	12,500	12,400	99
	Weakley	12,000	11,800	98

## WNGE, Nashville

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
Between 25-49%	Butler	4,000	3,900	97
	Calloway	11,100	11,000	99
	CiInton	3,400	3,300	97
	Metcalfe	3,500	3,400	97
	Warren	26,700	26,400	99
<b>TENNESSEE</b>				
	Carroll	10,600	10,400	98
	Grundey	4,800	4,700	98
	Henderson	8,400	8,300	99
	Lincoln	10,000	9,900	99
<b>ALABAMA</b>				
Between 5-24%	Madison	70,400	69,500	99
<b>KENTUCKY</b>				
	Caldwell	5,100	5,000	98
	Edmonson	3,500	3,400	97
	Graves	13,500	13,400	99
	Hart	5,700	5,600	98
	Hopkins	17,700	17,400	99
	Marshall	10,200	10,100	99
	Muhlenberg	11,700	11,600	99
	Russell	5,400	5,300	98
	Wayne	6,300	6,100	97
<b>TENNESSEE</b>				
	Bledsoe	3,300	3,200	97
	Cumberland	10,800	10,600	98
	Fentress	5,400	5,300	98
	Hardin	8,700	8,500	98

Station Totals do not include Counties in which Circulation is less than 5%

# Tennessee

## WTVF, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
Between 25-49%	Ohio	7,900	7,800	99
	Russell	5,400	5,300	98
<b>TENNESSEE</b>				
	Carroll	10,600	10,400	98
	Fentress	5,400	5,300	98
	Grundy	4,800	4,700	98
	Lincoln	10,000	9,900	99
<b>ALABAMA</b>				
Between 5-24%	Morgan	33,100	32,600	99
<b>KENTUCKY</b>				
	Graves	13,500	13,400	99
	Grayson	7,700	7,600	99
	Green	4,000	3,900	98
	Lyon	2,500	2,500	100
	Marshall	10,200	10,100	99
	Wayne	6,300	6,100	97
<b>TENNESSEE</b>				
	Bledsoe	3,300	3,200	97
	Cumberland	10,800	10,600	98
	Henderson	8,400	8,300	99
	Madison	28,400	28,100	99
	Weakley	12,000	11,800	98

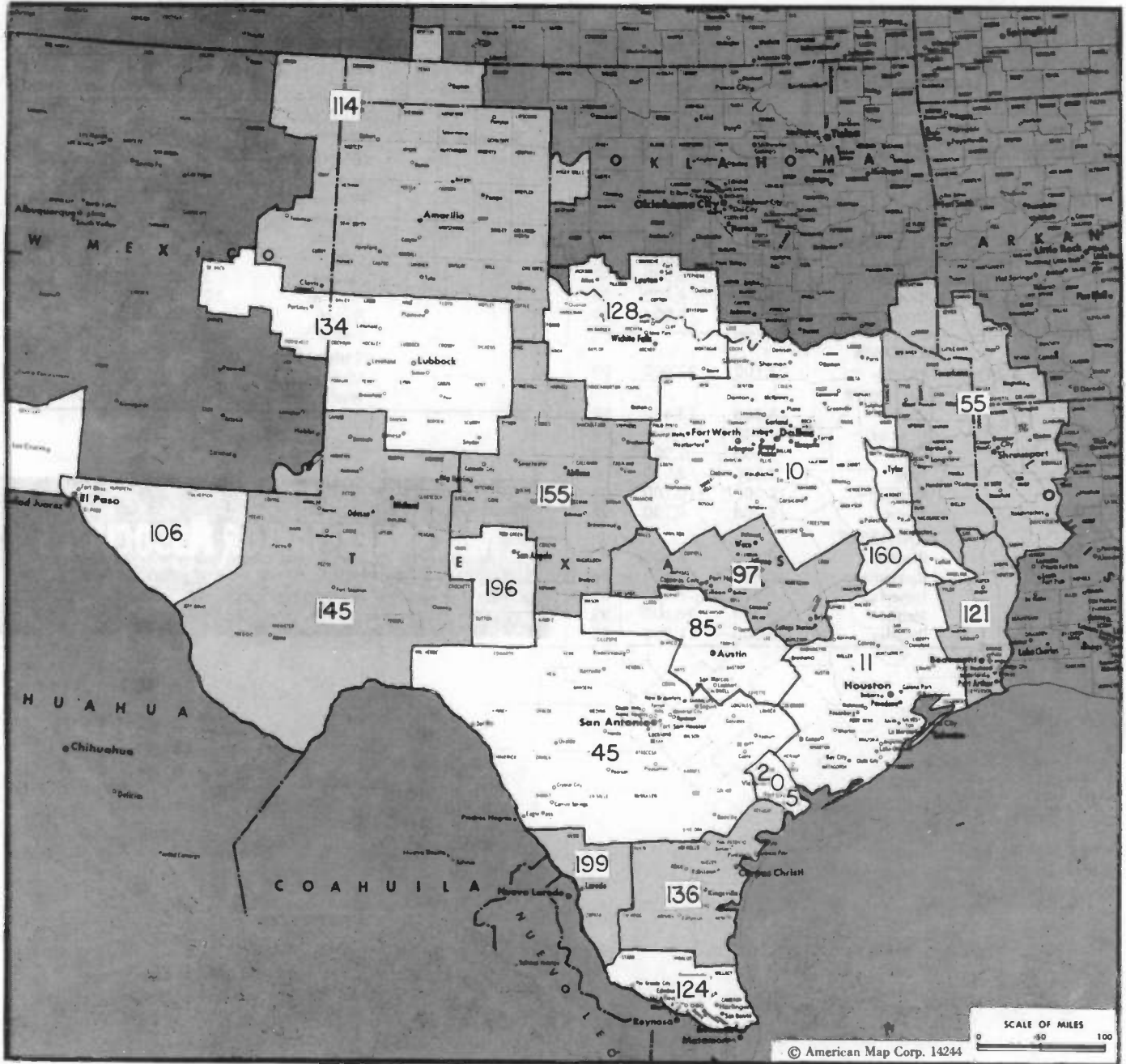
## WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA</b>			
	Crawford	3,600	3,400	96
<b>KENTUCKY</b>				
	Adair	5,700	5,600	97
	Breckinridge	6,200	6,100	98
	Calloway	11,100	11,000	99
	Grayson	7,700	7,600	99
	Lyon	2,500	2,500	100
	Mc Lean	3,800	3,800	100
	Marshall	10,200	10,100	99
	Russell	5,400	5,300	98
	Wayne	6,300	6,100	97
<b>TENNESSEE</b>				
	Madison	28,400	28,100	99
	Weakley	12,000	11,800	98

## MALARKEY-TAYLOR ASSOCIATES

Telecommunications • Finance, Management and Engineering Consultants

1301 Pennsylvania Ave., NW Washington, DC 20004 (202) 737-2300



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, Tex.	1,403,000	10	977,000	8	KDFW-TV (4), KNBN-TV (33), KTVT (11), KTWS-TV (27), KTXA (21), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, Tex.	1,326,000	11	739,000	12	KHOU-TV (11), KHTV (39), KPRC-TV (2), KRIV-TV (26), KTRK-TV (13), KTXH (20)
San Antonio, Tex.	502,700	45	302,000	45	KENS-TV (5), KMOL-TV (4), KSAT-TV (12), KWEX-TV (41)
Shreveport, La.-Texarkana, Tex.	440,500	55	258,000	54	KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, Tex.	262,000	85	129,000	95	KTBC-TV (7), KTVV (36), KVUE-TV (24)
Waco-Temple, Tex.	216,800	97	106,000	114	KBTX-TV (3), KCEN-TV (6), KWTX-TV (10)
El Paso, Tex.	194,400	106	102,000	117	KAVE-TV (6), KCIK (14), KDBC-TV (4), KTSM-TV (9), KVIA-TV (13)
Amarillo, Tex.	177,100	114	98,000	121	KAMR-TV (4), KFDA-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)

# Texas

Beaumont-Port Arthur, Tex. ....	167,700	121	123,000	99	KBMT (12), KFDM-TV (6), KJAC-TV (4)
McAllen-Brownsville, Tex. (Lower Rio Grande Valley) .....	162,400	124	69,000	145	KGBT-TV (4), KRGV-TV (5), KVEO (23)
Wichita Falls, Tex.-Lawton, Okla. ...	155,300	128	88,000	127	KAUZ-TV (6), KFDD-TV (3), KSWO-TV (7)
Lubbock, Tex. ....	150,700	134	93,000	125	KAMC (28), KCBD-TV (11), KJAA (34), KLBK-TV (13), KMCC (12), KSWO-TV (8)
Corpus Christi, Tex. ....	149,800	136	92,000	126	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Odessa-Midland, Tex. ....	132,100	145	68,000	148	KMID-TV (2), KOSA-TV (7), KTPX (9), KWAB-TV (4)
Abilene-Sweetwater, Tex. ....	110,000	155	66,000	150	KACB-TV (3), KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
Tyler, Tex. ....	95,200	160	44,000	162	KLTV (7), KTRT-TV (9)
San Angelo, Tex. ....	35,900	196	10,000	199	KLST (8)
Laredo, Tex. ....	30,200	199	10,000	199	KGNS-TV (8), KVTV (13)
Victoria, Tex. ....	25,000	205	3,000	210	KAVU-TV (25), KXIX (19)

## Texas Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	45	19	64
Educational Television Stations	5	6	11
			75

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### KGBT-TV & KRGV-TV

Brownsville

(See Harlingen & Weslaco, Tex.)

#### KXAS-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.)

#### KTPX

Monahans

(See Odessa, Tex.)

#### KMID-TV

Odessa

(See Midland, Tex.)

#### KJAC-TV & KFDM-TV

Port Arthur

(See Beaumont, Tex.)

#### KXII

Sherman

(See Ardmore, Okla.)

#### KTXS-TV

Sweetwater

(See Abilene, Tex.)

#### KWTX-TV & KCEN-TV

Temple

(See Waco, Tex.)

#### KTAL-TV

Texarkana

(See Shreveport, La.)

#### 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, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mtn.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kHz (ABC).

News Service: AP.

Network Service: NBC.

Licensee: Abilene Radio & Television Co., 4510 S. 14th St. 79605.

Studio: 4510 S. 14th St., Abilene, Tex. 79605.

Telephone: 915-692-4242. TWX: 915-492-9210.

Ownership: L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.16%; Jack Andrews, secy.-treas., 29.17%; Florence A. Andrews, 4.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, Tex.; KENM & KNIT(FM), Portales, N.M.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by Blair Television.

Represented (legal) by Kenkel & Barnard.

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

Personnel:

DALE ACKERS, president.

KEN KNOX, station & sales manager.

JERRY SHACKELFORD, program director.

BILL HUSTON, news director.

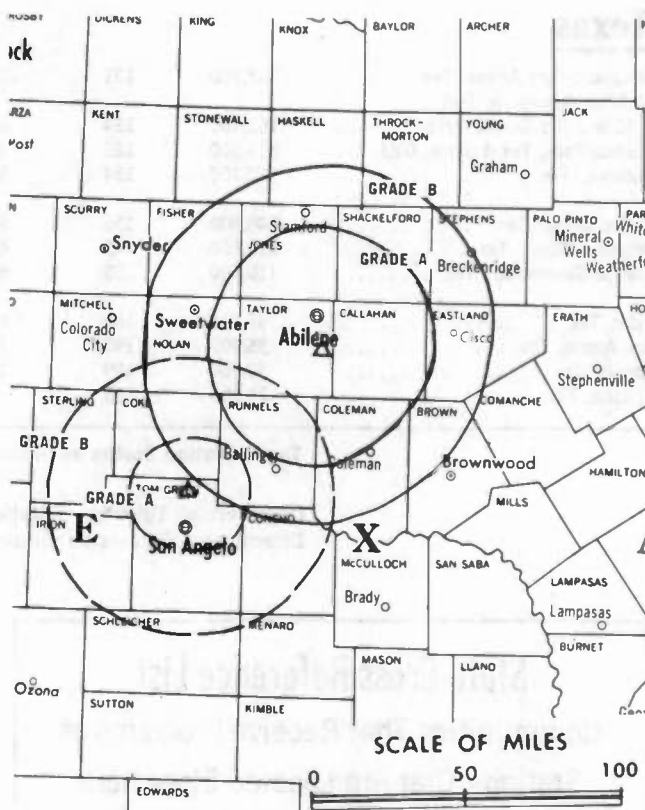
GENE SMITH, chief engineer.

Highest 30 Sec. Rate (May 1982): \$325.

NETWORK BASE HOURLY RATE: \$625.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brown	13,300	13,000	97
	Callahan	4,400	4,300	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Comanche	5,000	4,900	97
	Concho	1,100	1,100	100
	Eastland	8,000	7,800	97
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	98
	Irion	500	500	100
	Jones	6,600	6,500	98
	Kimble	1,600	1,500	94
	Mc Culloch	3,400	3,300	97
Menard	900	800	89	
Mills	1,800	1,800	97	
Mitchell	3,300	3,200	97	



KRBC-TV BPCT-3492 Granted 4/18/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Nolan	6,600	6,500	98
	Runnels	4,500	4,400	98
	Schleicher	1,000	1,000	100
	Scurry	6,800	6,700	99
	Shackelford	1,500	1,500	100
	Stephens	4,200	4,100	98
	Sterling	400	400	100
	Stonewall	1,100	1,100	100
	Sutton	1,800	1,700	94
Between 25-49%	TEXAS			
	Crockett	1,600	1,600	100
	Knox	1,900	1,900	100
	San Saba	2,300	2,200	96
	Between 5-24%	TEXAS		
Erath		9,300	9,200	99
Glasscock		400	400	100
Kent		400	400	100
Kling		200	200	100
Mason		1,500	1,400	93
Throckmorton		1,000	1,000	100
Young		7,900	7,800	99
Station Totals		188,400	185,300	98
Net Weekly Circulation (1983)				141,600
Average Daily Circulation (1983)			92,100	

# Texas—Abilene

## KTAB-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"  
Longitude 99° 35' 39"

Transmitter: Near Hwy. 36, 15-mi. SE of Abilene.

News Service: UPI.

Satellite Earth Station: R. H. Tyler, 3.9-meter; Automation Techniques receivers.

Network Service: CBS.

Licensee: Big Country Television Co., Box 5676, Abilene, Tex. 79605.

Studio: 5401 S. 14th St., Abilene.

Mailing Address: Box 5676, Abilene, Tex. 79605.

Telephone: 915-695-2777. TWX: 910-897-5439.

Ownership: William Terry, pres., 55%; Sydney E. Niblo, v.p., 5%; Abraham Allen, secy.-treas., 5%; Billy Bob Trotter, William P. Wright Jr., Zane R. Travis, Morey Millerman, Robert W. Morford, Jose Guerra & Robert Beckham, 5% each.

Began Operation: Oct. 6, 1979.

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

BILL TERRY, station & sales manager.

BRYAN MUNDY, operations manager.

JERRY MARSHALL, local sales manager.

LARRY FITZGERALD, news director.

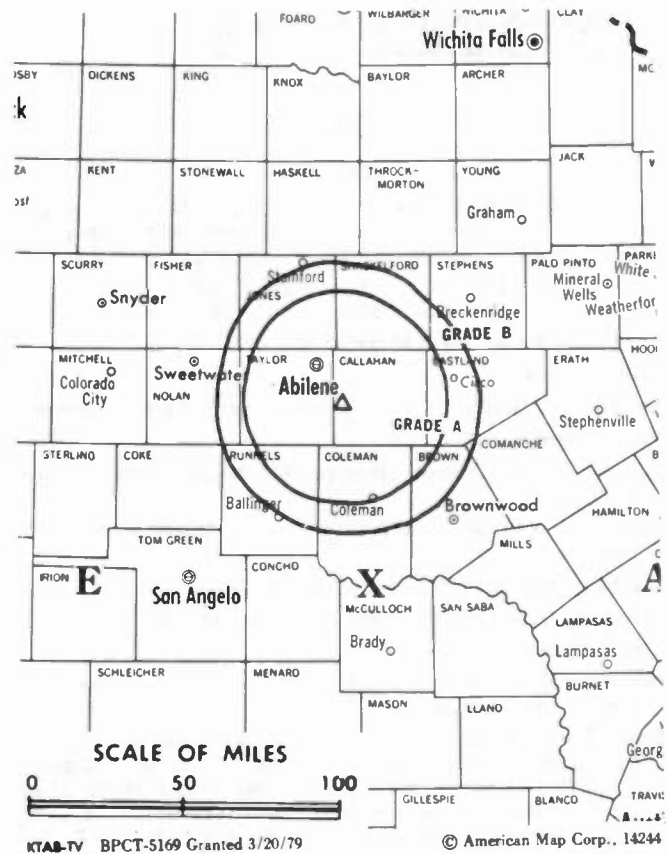
LELAND OHLHAUSEN, chief engineer.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate (July 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Brown	13,300	13,000	97
	Callahan	4,400	4,300	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Eastland	8,000	7,800	97
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	98
	Jones	6,600	6,500	98
	Mitchell	3,300	3,200	97
	Nolan	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shackelford	1,500	1,500	100
	Stephens	4,200	4,100	98
	Stonewall	1,100	1,100	100
	Taylor	40,700	40,300	99
<b>TEXAS</b>				
	<b>Between 25-49%</b>			
	Knox	1,900	1,900	100
	Runnels	4,500	4,400	98
San Saba	2,300	2,200	96	
Scurry	6,800	6,700	99	
<b>TEXAS</b>				
	<b>Between 5-24%</b>			
	Comanche	5,000	4,900	97
	Mc Culloch	3,400	3,300	97
	Mills	1,800	1,800	97
Throckmorton	1,000	1,000	100	
<b>Station Totals</b>		<b>127,200</b>	<b>125,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>86,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>53,300</b>	



# Texas—Sweetwater-Abilene

## 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.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Gardiner receivers.

Network Service: ABC.

Licensee: Catclaw Communications Co., 618 Alexander Bldg., Abilene 79601.

Studio: U.S. Hwy. 80, 1-mi. E of Sweetwater. Abilene Studios: U.S. Hwy. 83.

Mailing Address: Box 2997, Abilene, Tex. 79604.

Telephones: 915-677-2281 (Abilene); 915-236-6895 (Sweetwater).

TWX: 910-897-5401.

Ownership: S. M. Moore Jr., pres., 100%; Portia B. Moore, v.p.; Charles E. Erwin, secy.-treas.

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). For sale to Prima Inc., see KLBK-TV, Lubbock, Tex. Sale to present owners by Prima approved by FCC July 25, 1983.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Liberman, Sanchez & Bentley.

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

Personnel:

BILL BLANN, general manager.

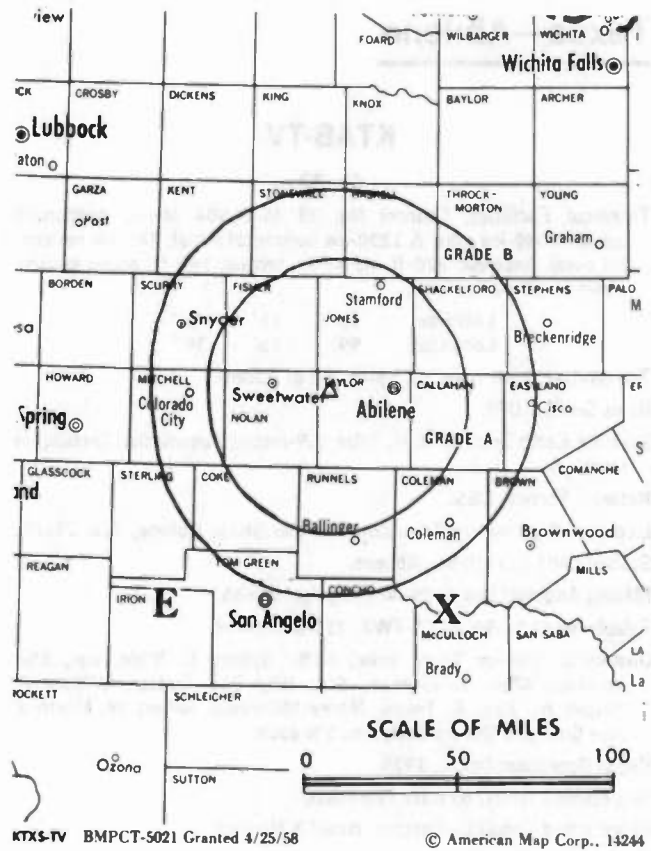
BILLY ROSEBERRY, chief engineer.

Highest 30 Sec. Rate (May 1983): \$350.

NETWORK BASE HOURLY RATE: \$550.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Callahan	4,400	4,300	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Concho	1,100	1,100	100
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	98
	Jones	6,600	6,500	98
	Kent	400	400	100
	King	200	200	100
	Mitchell	3,300	3,200	97
	Nolan	6,600	6,500	98
	Runnels	4,500	4,400	98
	Scurry	6,800	6,700	99



KTXS-TV BMPCT-5021 Granted 4/25/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shackelford	1,500	1,500	100
	Stephens	4,200	4,100	98
	Sterling	400	400	100
	Stonewall	1,100	1,100	100
	Taylor	40,700	40,300	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Brown	13,300	13,000	97
	Eastland	8,000	7,800	97
	Kimble	1,600	1,500	94
	Mc Culloch	3,400	3,300	97
Tom Green	32,600	32,100	99	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Borden	300	300	100
	Comanche	5,000	4,900	97
	Irion	500	500	100
	Knox	1,900	1,900	100
	Mason	1,500	1,400	93
	Menard	900	800	89
	Schleicher	1,000	1,000	100
	Throckmorton	1,000	1,000	100
	Young	7,900	7,800	99
<b>Station Totals</b>		<b>171,500</b>	<b>168,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>107,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>56,700</b>	

# Texas—Amarillo

## KAMR-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.

News Service: AP.

Satellite Earth Stations: Harris, 6-1-meter; Harris receivers.

Network Service: NBC.

Licensee: Cannan Communications Inc., Box 1224, Wichita Falls, Tex. 76307.

Studio: Box 751, 2000 N. Polk St., Amarillo, Tex. 79189.

Telephones: 806-383-3321, studio; 817-322-3252, home office.

TWX: 910-898-4146.

Ownership: Darrold A. Cannan Jr., pres. & treas., 68.18%; Raymond E. Poindexter, v.p., 9.10%; Joe N. Sherrill Jr., secy., 4.54%; W. W. Hamilton, 13.64%; Joe N. Prothro, 4.54%. Cannan Communications has 45% interest in CP for Ch. 42, Austin, Tex.

Began Operation: March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (Television Digest, Vol. 13:43; 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

Represented (sales) by Blair Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Cohen & Dippell.

### Personnel:

DARROLD A. CANNAN JR., president.

RAY POINDEXTER, vice president & general manager.

IRL BROWN, sales manager.

CALVIN HANDY, business manager.

KEN HIGH, chief engineer.

BRUCE MITCHELL, production manager.

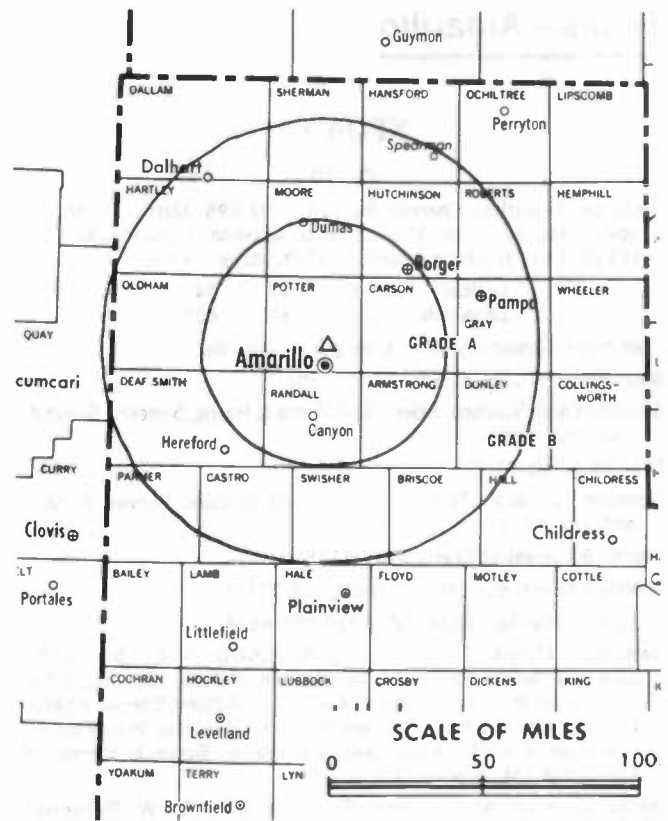
STEVE SNYDER, news director.

Highest 30 Sec. Rate (Aug. 1, 1983): \$400.

NETWORK BASE HOURLY RATE: \$988.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KANSAS</b>				
		Morton	1,200	1,200	100
		Stevens	1,700	1,600	94
	<b>NEW MEXICO</b>				
		Curry	15,200	14,800	97
		Quay	4,200	4,000	95
		Union	1,700	1,600	94
	<b>OKLAHOMA</b>				
		Cimarron	1,400	1,400	100
		Texas	6,600	6,500	98
	<b>TEXAS</b>				
		Armstrong	900	900	100
		Briscoe	1,000	1,000	100
		Carson	2,500	2,500	100
	Castro	3,400	3,300	97	
	Childress	2,800	2,700	96	
	Collingsworth	1,800	1,700	94	
	Cottle	1,300	1,300	100	
	Dallam	2,400	2,400	100	
	Deaf Smith	6,800	6,700	99	
	Donley	1,600	1,600	100	
	Gray	10,500	10,400	99	
	Hall	2,200	2,100	95	
	Hansford	2,300	2,300	100	



KAMR-TV BPCT-4146 Granted 6/4/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hardeman	2,500	2,400	96
	Hartley	1,500	1,500	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,300	10,200	99
	Lipscomb	1,400	1,400	100
	Moore	5,900	5,900	99
	Ochiltree	3,500	3,500	99
	Parmer	3,500	3,500	99
	Potter	39,600	39,200	99
	Randall	29,900	29,800	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
	Swisher	3,300	3,300	100
	Wheeler	3,000	2,900	97
Between 25-49%	<b>KANSAS</b>			
	Seward	6,400	6,300	98
	<b>OKLAHOMA</b>			
	Beaver	2,800	2,700	98
	Beckham	7,900	7,700	97
	Harmon	1,800	1,800	100
Between 5-24%	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Hale	12,900	12,700	98
	Oldham	700	700	100
Between 5-24%	<b>NEW MEXICO</b>			
	Harding	400	400	100
	<b>OKLAHOMA</b>			
	Ellis	2,200	2,100	95
	Roger Mills	2,000	1,900	95
Station Totals	<b>TEXAS</b>			
	Floyd	3,300	3,300	100
	Foard	1,000	1,000	100
	Motley	800	800	100
Station Totals		224,400	221,300	98
Net Weekly Circulation (1983)			167,900	
Average Daily Circulation (1983)			108,400	

# Texas—Amarillo

## KFDA-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"  
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

News Services: CBS, NIWS, SWINS, UPI.

Satellite Earth Stations: Scientific-Atlanta & Harris, 5-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Joint Venture, Drawer B, Midland, Tex. 79701.

Studio: Broadway at Cherry Ave. 79105.

Mailing Address: Box 1400, Amarillo, Tex. 79189.

Telephone: 806-383-2226. TWX: 910-898-4124.

Ownership: Midessa TV Co. Inc., 50%; KSWO TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc. & Duncan Bcstg. Co. Inc., 2.5% each. Midessa TV is licensee of KMID-TV, Midland-Odessa; KSWO-TV is licensee of KSWO-TV, Lawton, Okla.; Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton & Duncan Bcstg. is licensee of KRHD-AM-FM, Duncan, Okla.

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. Sale to present owners by Bass Bcstg. approved by FCC Aug. 20, 1976.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by James E. Greeley.

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

Personnel:

RAY HERNDON, general manager.

HARRY NEUHARDT, manager.

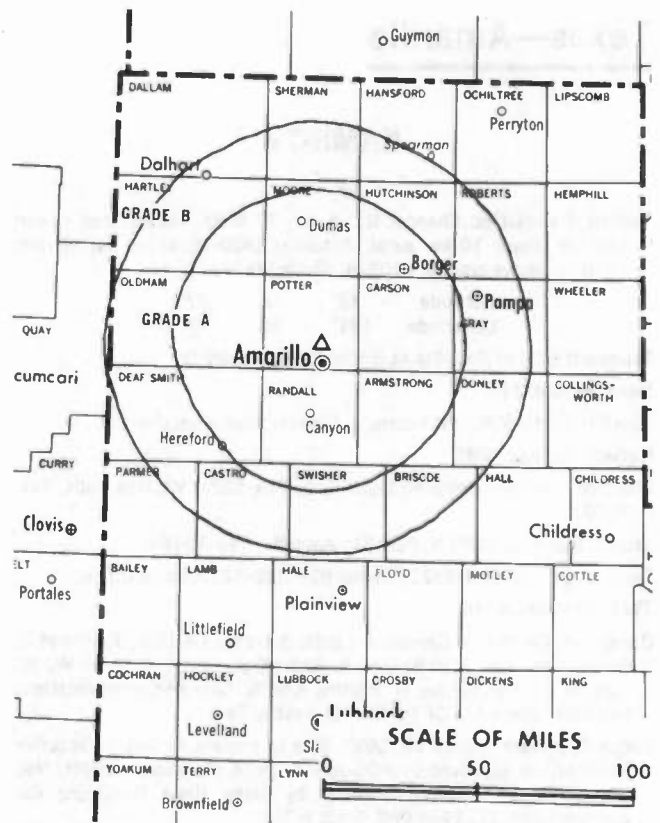
Highest One Hour Rate: \$1100.

Highest 30 Sec. Rate (Sept. 27, 1982): \$400.

NETWORK BASE HOURLY RATE: \$535.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Morton	1,200	1,200	100
	<b>NEW MEXICO</b>			
	Curry	15,200	14,800	97
	Quay	4,200	4,000	95
	Union	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
	Armstrong	900	900	100
	Briscoe	1,000	1,000	100
	Carson	2,500	2,500	100
	Castro	3,400	3,300	97
	Childress	2,800	2,700	96
	Collingsworth	1,800	1,700	94
	Cottle	1,300	1,300	100
Dallam	2,400	2,400	100	
Deaf Smith	6,800	6,700	99	
Donley	1,600	1,600	100	
Gray	10,500	10,400	99	



KFDA-TV BPCT-801024KF Granted 12/20/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hall	2,200	2,100	95
	Hansford	2,300	2,300	100
	Hartley	1,500	1,500	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,300	10,200	99
	Lipscomb	1,400	1,400	100
	Moore	5,900	5,900	99
	Ochiltree	3,500	3,500	99
	Oldham	700	700	100
	Parmer	3,500	3,500	99
	Potter	39,600	39,200	99
	Randall	29,900	29,800	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
Swisher	3,300	3,300	100	
Wheeler	3,000	2,900	97	
Between 25-49%	<b>KANSAS</b>			
	Seward	6,400	6,300	98
	Stevens	1,700	1,600	94
OKLAHOMA	Beaver	2,800	2,700	98
	<b>TEXAS</b>			
Hardeman	2,500	2,400	96	
Between 5-24%	<b>OKLAHOMA</b>			
	Ellis	2,200	2,100	95
	Roger Mills	2,000	1,900	95
	<b>TEXAS</b>			
	Floyd	3,300	3,300	100
King	200	200	100	
Motley	800	800	100	
<b>Station Totals</b>		197,900	195,200	98
<b>Net Weekly Circulation (1983)</b>			156,400	
<b>Average Daily Circulation (1983)</b>			88,300	

# Texas—Amarillo

## KJTV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 126-kw max. & 113-kw horizontal visual, 22.6-kw horizontal aural. Antenna: 810-ft. above av. terrain, 815-ft. above ground, 4278-ft. above sea level.

Latitude 35° 18' 55"  
Longitude 101° 50' 03"

Transmitter: 5-mi. N of city limits on U.S. 287.

Network Service: None, independent.

Grantee: Ray Moran, Box 3757, Lubbock, Tex. 79452.

Studio: The Dumas Hwy., Amarillo, Tex. 79105.

Telephone: 806-359-1638.

Mailing Address: Box 15610, Amarillo, Tex. 79105.

Ownership: Ray Moran, 100%. See KJAA(TV), Lubbock.

Began Operation: Oct. 29, 1982.

Represented (sales) by Setel Inc.

Represented (legal) by Eugene L. Burke.

Represented (engineering) by Guy Smith.

### Personnel:

RAY MORAN, general manager.

BRAD MORAN, station manager.

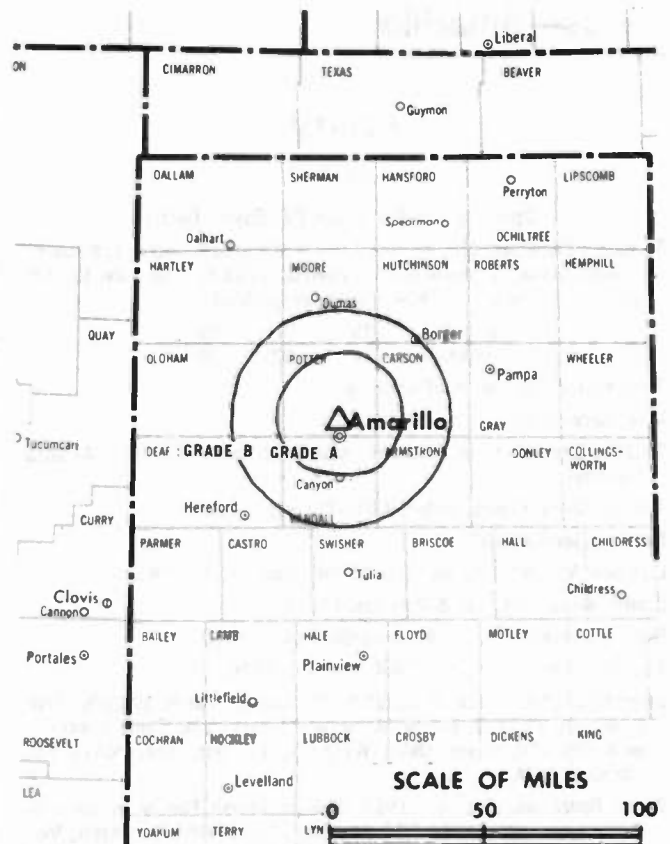
BOB SHATTUCK, local sales manager.

ROBERT ESCALANTE, operations manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Potter	39,600	39,200	99
	Randall	29,900	29,800	100
<b>Station Totals</b>		<b>69,500</b>	<b>69,000</b>	<b>99</b>
Net Weekly Circulation (1983)			4,700	
Average Daily Circulation (1983)			1,600	



KJTV BPCT-509B Granted 3/9/79

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**WASHINGTON, D.C.** 1111 19th St., N.W., 20036 (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Texas—Amarillo

## KVII-TV

Ch. 7

(Operates satellite KVIJ-TV, Sayre, Okla.)

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

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Arbitron Data: Figures include KVIJ-TV, Sayre, Okla.

Network Service: ABC.

Licensee: Marsh Media Inc., Box 13000, Amarillo, Tex. 79101.

Studio: Mesa Bldg., 4th & Polk Sts. 79101.

Mailing Address: Box 13000, Amarillo, Tex. 79101.

Telephone: 806-373-1787. TWX: 910-898-4136.

Ownership: Stanley Marsh III, 51%; Michael C. Marsh, 30.25%; Tom F. Marsh, 17.75%; Estelle Marsh Watlington, 1%. Same principals own KVIJ-TV, Sayre, Okla.; KVIA-TV, El Paso, Tex.; KAVE-TV, Carlsbad, N.M.

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 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Smith & Powstenko.

Personnel:

JAMES R. McCORMICK, president & general manager.

JOHN W. PATRICK, general sales manager.

WILLIAM R. CANADY, director of engineering.

CHARLES M. DOUGLAS, operations manager.

JOHN McKISSACK, news director.

HOMER ROBBINS, production manager.

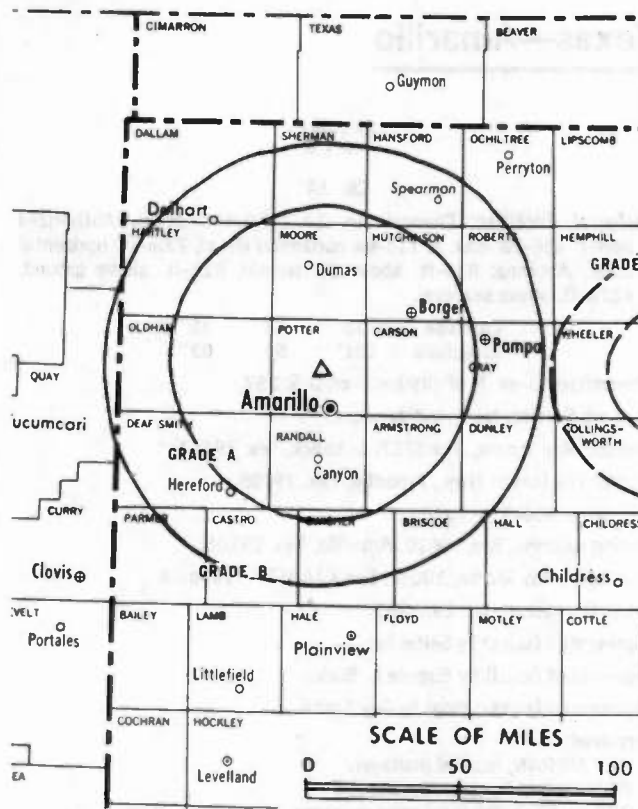
JOHN JANEWAY, business manager.

Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Morton	1,200	1,200	100
	Seward	6,400	6,300	98
	<b>NEW MEXICO</b>			
	Curry	15,200	14,800	97
	Quay	4,200	4,000	95
	Unlon	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Beckham	7,900	7,700	97
	Cimarron	1,400	1,400	100
	Harmon	1,800	1,800	100
	Roger Mills	2,000	1,900	95
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
	Armstrong	900	900	100
Briscoe	1,000	1,000	100	
Carson	2,500	2,500	100	
Castro	3,400	3,300	97	
Childress	2,800	2,700	96	
Collingsworth	1,800	1,700	94	
Cottle	1,300	1,300	100	
Dallam	2,400	2,400	100	
Deaf Smith	6,800	6,700	99	
Donley	1,600	1,600	100	



KVII-TV BPCT-4170 Granted 4/2/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gray	10,500	10,400	99
	Hall	2,200	2,100	95
	Hansford	2,300	2,300	100
	Hartley	1,500	1,500	100
	Hemphill	2,100	2,100	100
	Hutchinson	10,300	10,200	99
	Lipscomb	1,400	1,400	100
	Moore	5,900	5,900	99
	Ochiltree	3,500	3,500	99
	Oldham	700	700	100
	Parmer	3,500	3,500	99
	Potter	39,600	39,200	99
	Randall	29,900	29,800	100
Roberts	400	400	100	
Sherman	1,100	1,100	100	
Swisher	3,300	3,300	100	
Wheeler	3,000	2,900	97	

**Between 25-49%** **KANSAS** Stevens 1,700 1,600 94

### OKLAHOMA

Beaver 2,800 2,700 98  
Ellis 2,200 2,100 95  
Greer 2,900 2,800 96

### TEXAS

Bailey 2,700 2,700 100  
Hale 12,900 12,700 98  
Motley 800 800 100

**Between 5-24%** **COLORADO** Prowers 4,900 4,600 94

### NEW MEXICO

Harding 400 400 100

### OKLAHOMA

Custer 10,000 9,800 98  
Dewey 2,300 2,300 98  
Kiowa 5,300 5,200 98  
Tillman 4,700 4,600 98  
Washita 5,400 5,300 98

### TEXAS

Floyd 3,300 3,300 100  
Hardeman 2,500 2,400 96

Station Totals	258,900	254,900	98
Net Weekly Circulation (1983)		185,400	
Average Daily Circulation (1983)		130,900	

# Texas—Austin

## KBVO-TV

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 19"  
Longitude 97° 48' 06"

Transmitter: 1.4-mi. W of Austin, 0.8-mi. NW of Mt. Larson.

News Service: AP.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Grantee: Austin Television, c/o Darrold G. Cannan Jr., 503 City National Bank Bldg., Wichita Falls, Tex. 76301.

Studio: 10700 Metric Blvd., Austin, Tex. 78758.

Telephone: 512-835-0042.

Mailing Address: Box 2728, Austin, Tex. 78768-2728.

Ownership: Austin Telecasting Co. & Channel 42 of Austin Inc., 45% each; Six Percent Inc., 6%; Mountain Laurel Bcstg. Inc., 4%. Austin Telecasting ownership: Cannan Communications Inc. See KAMR-TV, Amarillo, Tex. Channel 42 of Austin ownership: Michael D. McKinnon, pres., 20%; W. G. Heneger, secy.-treas.; South Texas Telecasting Co. Inc., 80%. Michael D. McKinnon owns 70% of KBMT, Beaumont, Tex.; 43% of KSON-AM-FM, San Diego, Cal. South Texas Telecasting is licensee of KIII(TV), Corpus Christi, Tex. Six Percent ownership: Joy Manning Scott, pres., 16.7%; Joe M. Kilgore, Ben T. Head, Harry M. Whittington, Dr. John Q. Taylor King, Mary Nell Garrison, 16.66% each. Mountain Laurel Bcstg. Inc. ownership: Frank W. Head, pres., 81%; Jack Apple, v.p., 5%; Bill Carter, secy., 1%; Juan Cotera, 13%. Head owns 10% of Bluebonnet Bcstg. Co., Ch. 48 applicant in Galveston. Bill Carter owns 2% of Sage Bcstg. Inc., Ch. 6 permittee in San Angelo, Tex.

Due to Begin Operation: Late 1983.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

STEVE BEARD, general manager & sales manager.

CLYDE FORMBY, operations manager.

ERNIE HARTT, chief engineer.

RAY McEACHERN, business manager.

STEVE FISCH, promotion manager.

Rates: Not available.



# TARGET/AID

The Ratings and Lifestyle Connection.

## ARBITRON® RATINGS

# Texas—Austin

## KTBC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1268-ft. above av. terrain, 1137-ft. above ground, 2037-ft. above sea level.

Latitude 30° 18' 36"  
Longitude 97° 47' 33"

Transmitter: 3.8-mi. NW of State Capitol.

News Services: AP, NIWS, CBS.

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, Cal.

Studio: Tenth & Brazos Sts., Box 2223, Austin 78768.

Mailing Address: Box 2223, Austin, Tex. 78768.

Telephone: 512-476-7777. TWX: 910-874-1301.

Ownership: Times Mirror Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (Television Digest, Vol. 12:37; 13:37).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

### Personnel:

JOHN J. McCRRORY, president.

WENDELL HARRIS, vice president & general manager.

CHARLIE KING, general sales manager.

LONDA TRIAL, program director.

KEN SNOW, promotion director.

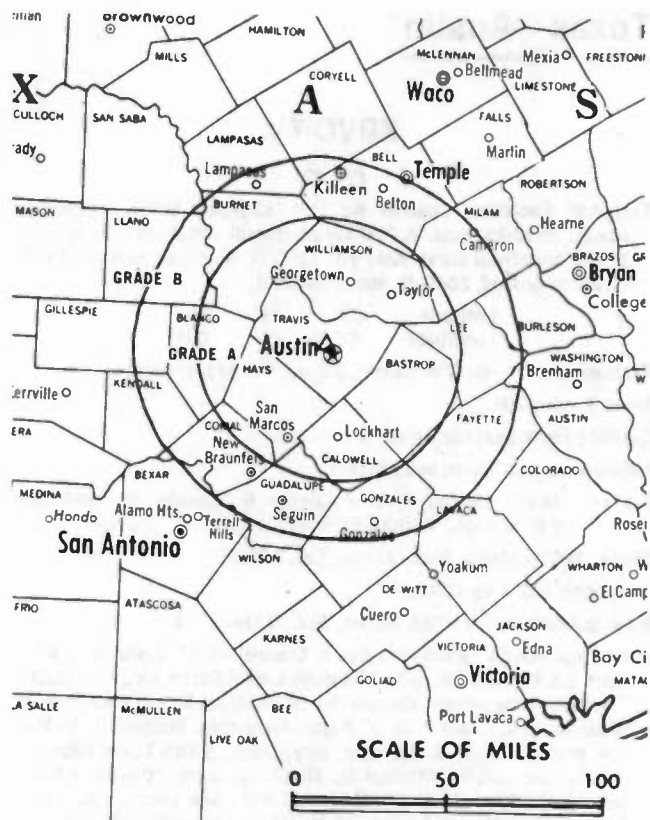
TIM GARDNER, news director.

CASON CAPPS, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	9,600	9,300	97
	Bell	56,800	56,200	99
	Blanco	2,100	2,100	100
	Burleson	4,600	4,400	96
	Burnet	7,700	7,600	99
	Caldwell	7,800	7,600	97
	Coryell	15,500	15,300	99
	Fayette	7,800	7,400	95
	Gillespie	5,500	5,300	96
	Hays	14,000	13,700	98
	Lampasas	4,700	4,600	98
	Lee	4,100	4,000	98
	Llano	4,700	4,600	98
	Mc Culloch	3,400	3,300	97



KTBC-TV BMPCT-4016 Granted 7/27/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	1,500	1,400	93
	Milam	8,600	8,400	98
	Travis	175,700	173,300	99
	Williamson	27,900	27,400	98

TEXAS				
Between 25-49%	Gonzales	6,000	5,900	98
	Kerr	12,100	11,800	98
	Lavaca	7,400	7,000	95
	Robertson	5,800	5,700	98
	San Saba	2,300	2,200	96

TEXAS				
Between 5-24%	Brazos	37,000	36,400	98
	Brown	13,300	13,000	97
	Colorado	7,400	7,200	97
	Comal	14,300	14,100	99
	Falls	7,200	7,000	97
	Guadalupe	17,100	16,800	98
	Kendall	4,100	4,000	98
	Kimble	1,600	1,500	94
	La Salle	1,900	1,800	95

Station Totals	499,500	490,300	98
Net Weekly Circulation (1983)		327,300	
Average Daily Circulation (1983)		196,800	

# Texas—Austin

**KTVV**

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"  
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

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

Satellite Earth Station: Microdyne, 7-meter; Microdyne receivers.

Network Service: NBC.

Licensee: K.C.I. (Texas), Box 490, Austin 78767.

Studio: 908 West M.L.K. Jr. Blvd. 78701.

Mailing Address: Box 490, Austin, Tex. 78767.

Telephone: 512-476-3636. TWX: 910-874-1370.

Ownership: Mid-Texas Broadcasting Inc., 100%, in turn owned 100% by LIN Bcstg. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (Television Digest, Vol. 18:16, 17).

Represented (sales) by Blair Television.

Represented (legal) by Koteen & Naftalin.

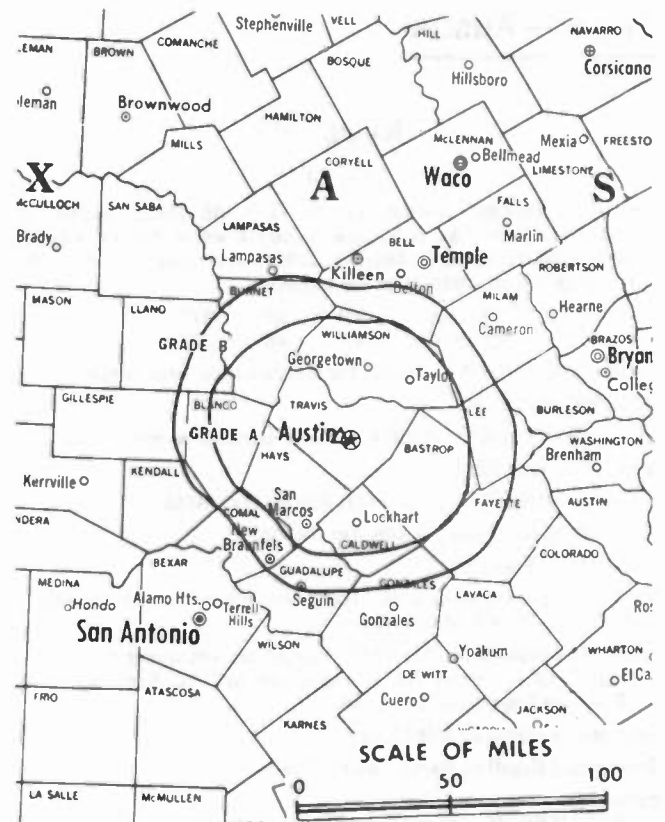
Personnel:

LARRY COLE, general sales manager.  
BILL HUTCHISON, director of engineering.  
ROBERT DEAN, news director.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bastrop	9,600	9,300	97
	Blanco	2,100	2,100	100
	Burnet	7,700	7,600	99
	Caldwell	7,800	7,600	97
	Fayette	7,800	7,400	95
	Hays	14,000	13,700	98
	Lee	4,100	4,000	98
	Llano	4,700	4,600	98
	Travis	175,700	173,300	99
Williamson	27,900	27,400	98	



KTVV BPCT-4496 Granted 7/25/72 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Bell	56,800	56,200	99
	Gillespie	5,500	5,300	96
	Lampasas	4,700	4,600	98
	Mc Culloch	3,400	3,300	97
	Mason	1,500	1,400	93
	Milam	8,600	8,400	98
	San Saba	2,300	2,200	96
<b>TEXAS</b>				
<b>Between 5-24%</b>	Burleson	4,600	4,400	96
	Colorado	7,400	7,200	97
	Coryell	15,500	15,300	99
	De Witt	7,100	6,900	97
	Gonzales	6,000	5,900	98
	Lavaca	7,400	7,000	95
	Robertson	5,800	5,700	98
<b>Station Totals</b>		<b>398,000</b>	<b>390,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>250,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>129,700</b>	



# Texas—Austin

## KVUE-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"  
Longitude 97° 48' 10"

Transmitter: On Hill W of Trail of the Madrones Rd., near Austin.

News Services: AP, UPI.

Satellite Earth Station: Stardish, 5-meter; Gardiner receivers.

Network Service: ABC.

Licensee: KVUE-TV Inc., Box 9927, Austin, Tex. 78766.

Studio: 3201 Steck Ave., Austin, Tex. 78758.

Telephone: 512-459-6521.

Ownership: Evening News Assn., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 12, 1971. Sale to present owner by Tolbert Foster, Allan Shivers, et al., approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:21, 38).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

JOE T. JERKINS, vice president & general manager.

ANDY LEE, station manager.

JIM NORTON, general sales manager.

STEVE McDONALD, national sales manager.

AL HELTON, program manager.

ELMO BROWN, director of public affairs.

RUSS STOCKTON, news director.

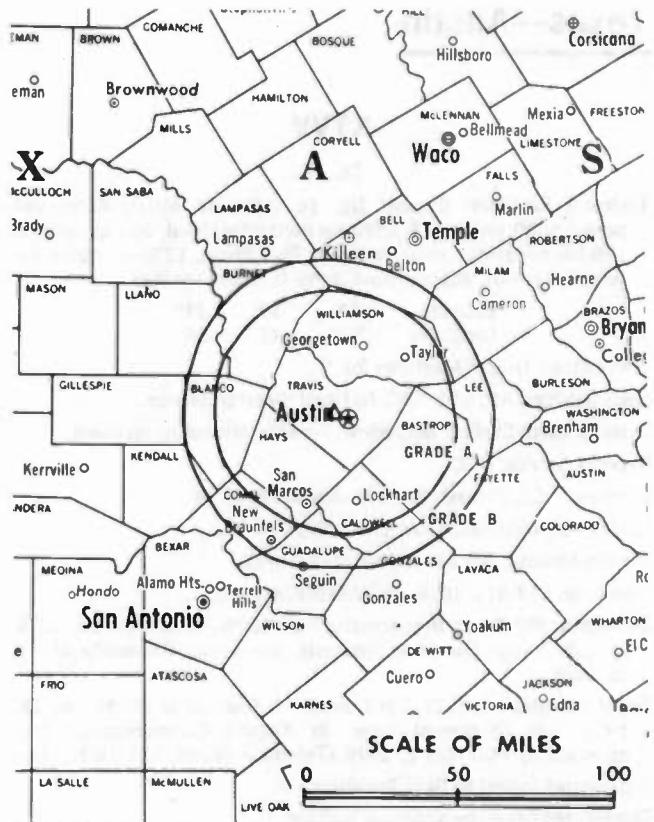
MICHAEL J. WENGLAR, chief engineer.

Highest 30 Sec. Rate (July 26, 1983): \$1200.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bastrop	9,600	9,300	97
	Blanco	2,100	2,100	100
	Burnet	7,700	7,600	99
	Caldwell	7,800	7,600	97
	Fayette	7,800	7,400	95
	Hays	14,000	13,700	98
	Lee	4,100	4,000	98
	Llano	4,700	4,600	98
	Mason	1,500	1,400	93
	Travis	175,700	173,300	99
	Williamson	27,900	27,400	98



KVUE-TV BMPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Bell	56,800	56,200	99
	Gillespie	5,500	5,300	96
	Lampasas	4,700	4,600	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Brazos	37,000	36,400	98
	Burleson	4,600	4,400	96
	Colorado	7,400	7,200	97
	Coryell	15,500	15,300	99
	Falls	7,200	7,000	97
	Gonzales	6,000	5,900	98
	Guadalupe	17,100	16,800	98
	Kimble	1,600	1,500	94
	Mc Culloch	3,400	3,300	97
Robertson	5,800	5,700	98	
San Saba	2,300	2,200	96	
<b>Station Totals</b>		<b>446,400</b>	<b>438,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>270,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>163,100</b>	

# Texas—Beaumont-Port Arthur

## 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.

News Services: AP, UPI.

Satellite Earth Station: Harris, 7-meter.

Network Service: ABC.

Licensee: Texas Telecasting Inc., Box 1550, Beaumont, Tex. 77704.

Studio: 525 Interstate Hwy. 10 S. 77704.

Mailing Address: Box 1550, Beaumont, Tex. 77704.

Telephone: 713-833-7512.

Ownership: Michael D. McKinnon, pres., 70.11%; Clinton Dan McKinnon, v.p.-asst. secy.; Clinton D. McKinnon, dir., 28.17%. McKinnons control KIII(TV), Corpus Christi. Michael McKinnon owns 43% & Clinton Dan McKinnon 57% of KSON(AM), San Diego. Principals have interest in CP for Ch. 42, Austin, Tex.

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (Television Digest, Vol. 16:27).

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

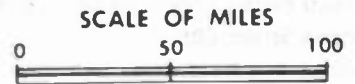
MICHAEL D. MCKINNON, president.  
BOB WHITE, v.p., general manager & general sales manager.  
SAMMY GRAFFAGNINO, production manager.  
AUSTIN HODGES, chief engineer.  
JOHN KREMER, promotion manager.  
MATT JAMES, news director.

Highest 30 Sec. Rate (July 27, 1983): \$450.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
	<b>TEXAS</b>			
	Hardin	14,900	14,600	98
Jasper	11,600	11,400	98	



KBMT BPCT-3266 Granted 1/6/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	93,600	92,700	99
	Newton	4,900	4,700	96
	Orange	29,900	29,600	99
	Tyler	6,300	6,100	97
Between 25-49%	<b>LOUISIANA</b>			
	Beauregard	10,400	10,100	97
	Vernon	16,800	16,300	97
	<b>TEXAS</b>			
	Chambers	7,000	6,900	99
Between 5-24%	<b>LOUISIANA</b>			
	Jefferson Davis	10,900	10,700	98
	<b>TEXAS</b>			
	Liberty	17,800	17,400	98
	Polk	10,100	9,800	97
Sabine	3,600	3,400	96	
San Augustine	3,400	3,300	97	
<b>Station Totals</b>		<b>304,700</b>	<b>299,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>201,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>110,400</b>	

# Texas—Beaumont-Port Arthur

**KFDM-TV**

Ch. 6



**PETRY TELEVISION  
BELO BROADCASTING**

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.

News Services: AP, UPI.

Satellite Earth Station: Common carrier; Microdyne; 7-meter.

Network Service: CBS.

Licensee: Belo Broadcasting Corp., Box 7128, Beaumont 77706.

Studio: 2955 Interstate 10 East, Beaumont 77702.

Mailing Address: Box 7128, Beaumont, Tex. 77702.

Telephone: 409-892-6622. TWX: 910-884-5121.

Ownership: Belo Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

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 Petry Television Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Carl T. Jones Associates.

**Personnel:**

WARD L. HUEY JR., president & chief executive officer.

LARRY BEAULIEU, general manager.

C. RIX GAREY, general sales manager.

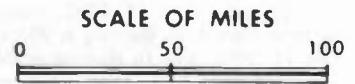
RICHARD KIHN, chief engineer.

Highest 30 Sec. Rate (May 1, 1982): \$2000.

**NETWORK BASE HOURLY RATE: \$850.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
	TEXAS			
	Hardin	14,900	14,600	98



KFDM-TV BPCT-3107 Granted 1/30/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jasper	11,600	11,400	98
	Jefferson	93,600	92,700	99
	Newton	4,900	4,700	96
	Orange	29,900	29,600	99
	Sabine	3,600	3,400	96
	San Augustine	3,400	3,300	97
	Tyler	6,300	6,100	97
Between 25-49%	LOUISIANA			
	Beauregard	10,400	10,100	97
	Vernon	16,800	16,300	97
Between 5-24%	TEXAS			
	Chambers	7,000	6,900	99
	Polk	10,100	9,800	97
	San Jacinto	4,800	4,600	96
Between 5-24%	LOUISIANA			
	Jefferson Davis	10,900	10,700	98
	TEXAS			
	Angelina	23,400	23,000	98
	Liberty	17,800	17,400	98
Station Totals		332,900	327,300	98
Net Weekly Circulation (1983)			223,800	
Average Daily Circulation (1983)			152,800	

# The Beaumont/ Port Arthur Market is more market than you'd expect.

All too frequently, the decision to buy or not buy a market is determined by population rank alone. The Beaumont / Port Arthur, Texas metro population is just beyond the magic 100th market cut-off. We're 107. But we've got top-market money and here's an idea of how we spend it to buy what you sell.\*

CATEGORY	NAT'L RANK	CATEGORY	NAT'L RANK	CATEGORY	NAT'L RANK
Effective Buying		Premium Priced		Apparel	
Income	95	Products	92	& Accessories	67
Avg. HH EBI	61	Automobiles	65	Building Materials	62
Tot. Retail Sales	86	Food Store Sales	88	Drug Sales	76
Per HH Retail Sales	19	Home Furnishings	80	Major Appliances	62

# KFDM-TV is more TV than you'd expect.

In fact, we're #1 in ratings, households and adults in all day-parts. Our local newscasts account for 6 of the top 10 regularly scheduled programs in this market. The remaining 4 are on our station, too. Since 1955, KFDM-TV has maintained significant dominance in this area and it's not unusual for us to deliver ratings and demos far greater than the combined competition.\*\*

With KFDM-TV, you'll reach the tremendous buying power of Southeast Texas. We're eager to help you find life and profit beyond the 100th market. Let's talk.

**WE'RE NUMBER ONE  
IN SOUTHEAST TEXAS**



P.O. Box 7128 Beaumont, Texas 77706 (409) 892-6622

Represented by **PETRY** Television

\*Source: Survey of Buying Power Data Service 1982  
\*\*Source: February '83 ARB

# 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. Rte. 235, 2.8-mi. NE of Vidor.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Southeast Texas Television Corp., Box 3257, Port Arthur, Tex. 77643.

Studio: 17th & Woodworth Blvd., Port Arthur.

Mailing Address: Box 3257, Port Arthur, Tex. 77643.

Telephone: 409-985-5557. TWX: 910-886-5307.

Ownership: Clay Communications Inc., 100%. For other interests, see WWAY, Wilmington, N.C.

Began Operation: Oct. 22, 1957, 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 Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to present owner approved May 31, 1973.

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

### Personnel:

GEORGE DIAB, president.  
ROY D. SHOTTS, vice president & general manager.  
CHARLES RAVELL, chief engineer.  
JACK DAHMER, sales manager.

Highest 30 Sec. Rate (May 1, 1982): \$475.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83. TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Hardin	14,900	14,600	98
	Jasper	11,600	11,400	98
	Jefferson	93,600	92,700	99
	Newton	4,900	4,700	96
	Orange	29,900	29,600	99
	Sabine	3,600	3,400	96
	San Augustine	3,400	3,300	97
	Tyler	6,300	6,100	97



KJAC-TV BPCT-4322 Granted 5/13/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Beauregard	10,400	10,100	97
	Calcasieu	60,200	59,500	99
	Cameron	3,300	3,200	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Chambers	7,000	6,900	99
	Liberty	17,800	17,400	98
	Polk	10,100	9,800	97
	San Jacinto	4,800	4,600	96
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Jefferson Davis	10,900	10,700	98
	Vernon	16,800	16,300	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Angelina	23,400	23,000	98
	Trinity	3,900	3,700	95
<b>Station Totals</b>		<b>336,800</b>	<b>331,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>214,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>128,000</b>	

# Texas—Big Spring

## KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, 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.

News Service: UPI.

Network Service: ABC.

Licensee: Permian Basin Television Corp., Box 6699, Midland, Tex. 79701.

Studio: 2500 Kentucky Way, Big Spring, Tex. 79720.

Telephone: 915-263-4901.

Ownership: See KTPX, Odessa, Tex.

Began Operation: Jan. 15, 1956.

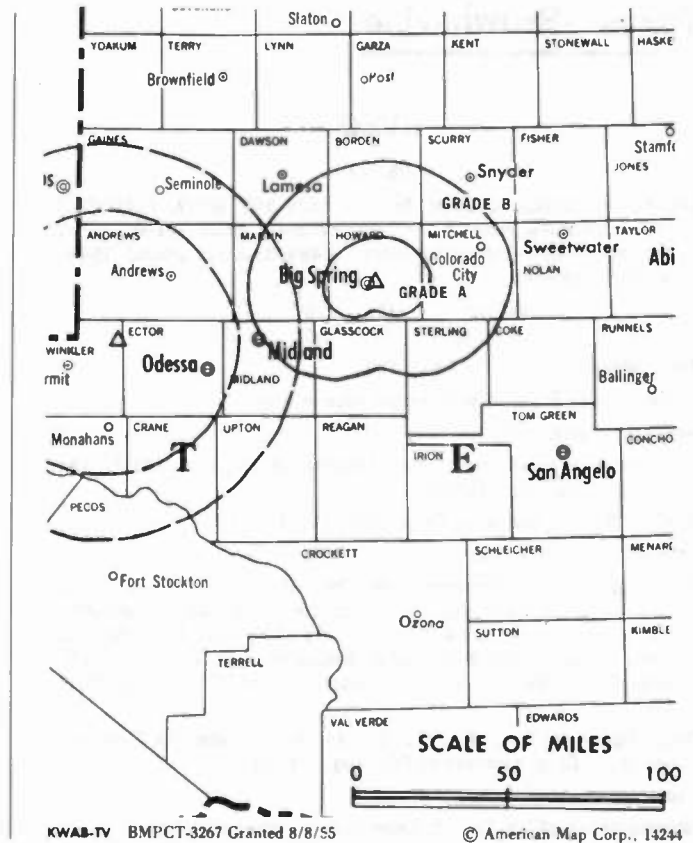
Represented (sales) by Blair Television.

Represented (legal) by James E. Greeley.

Represented (engineering) by Robert L. Purcell.

Personnel: See KTPX, Odessa, Tex.

Rates: Sold in combination with KTPX, Odessa, Tex.



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# Texas—Brownsville

## KVEO

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"  
Longitude 97° 50' 16"

Transmitter: 2-mi. S of La Feria, Tex.

Satellite Earth Station: In operation, receive-only.

Network Service: NBC.

Licensee: Guadalupe South Texas Communications Inc., 320 E. Van Buren St., Harlingen 78550.

Studio: 394 N. Expressway, Brownsville, Tex. 78521.

Telephone: 512-544-2323.

Ownership: Sante Fe Communications Inc., 80%; DeRance Inc., 20%. SFC ownership: Harry G. John, pres.-treas., Donald A. Gallagher, exec. v.p.-secy., & Erica John, v.p., 33.33% each. DI ownership: Harry G. John, pres. & Donald A. Gallagher, exec. v.p.-secy., 50% each; Erica John, v.p. For other interests, see KCIK(TV) El Paso, Tex.

Began Operation: Dec. 18, 1981. Sale to present owners by Tierra del Sol Bcstg. Corp. approved by FCC Aug. 3, 1983.

Represented (sales) by Avery-Knodel.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert.

### Personnel:

DARRELL DAVIS, president & general manager.  
EARL NOEL, general sales manager.  
ED GOMEZ, vice president, business development.  
MORELSA GARZA, sales & traffic coordinator.  
YOLANDA CORTEZ, program director.

Highest 30 Sec. Rate (April 1982): \$650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Cameron	64,700	63,600	98
	Willacy	4,900	4,800	98
Between 25-49%	TEXAS Hidalgo	84,700	83,000	98
	Starr	7,600	7,300	96
Station Totals		161,900	158,700	98
Net Weekly Circulation (1983)			82,700	
Average Daily Circulation (1983)			36,100	



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# Texas—Bryan

## KBXTV-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, Tex.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"  
Longitude 96° 01' 50"

Transmitter: 4-mi. SE of Carlos, Tex.

News Service: UPI.

Network Service: CBS.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, Tex. 77801.

Studio: 4141 E. 29th St., Bryan, Tex. 77805.

Telephone: 409-846-7777.

Ownership: KWTX Bcstg. Co., 50%; M. N. Bostick, pres. & gen. mgr., 10%; Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; Ann Mitchell, dir., 10%; estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan, 10%. See KWTX-TV, Waco, Tex.

Began Operation: May 22, 1957.

Represented (sales) by Seltel Inc.

Represented (legal) by Cordon & Jacob.

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.

WAYNE KUBE, chief engineer.

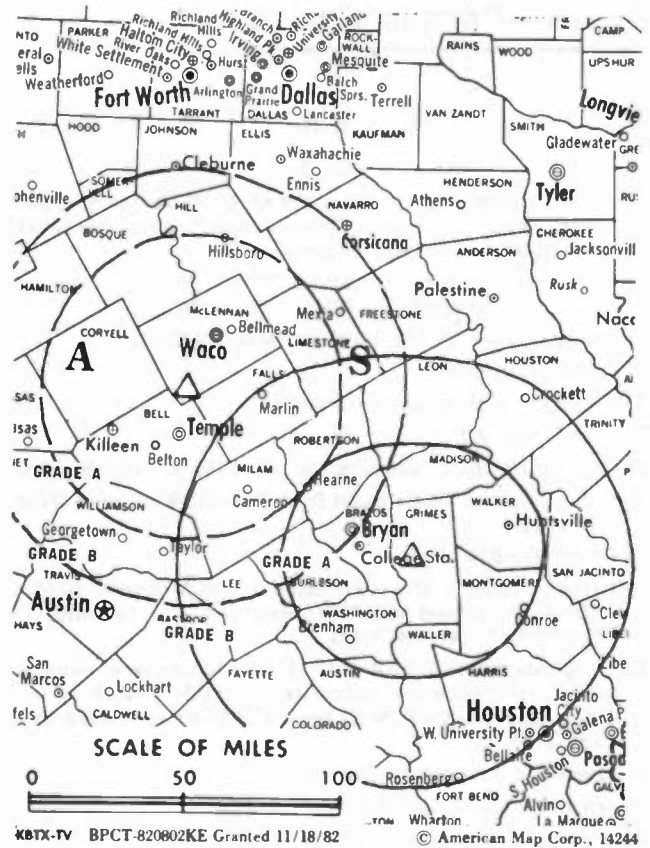
ULMAN McMULLEN, operations manager.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: \$401.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Brazos	37,000	36,400	98
	Burleson	4,600	4,400	96
	Grimes	5,100	4,900	96
	Madison	3,400	3,300	97
	Walker	13,200	12,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Leon	4,100	3,900	95
	Robertson	5,800	5,700	98
	Washington	8,100	7,800	96
<b>TEXAS</b>				
Between 5-24%	Houston	7,800	7,500	96
	Milam	8,600	8,400	98
	Trinity	3,900	3,700	95
<b>Station Totals</b>		<b>101,600</b>	<b>98,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>61,200</b>
<b>Average Daily Circulation (1983)</b>				<b>41,300</b>



# Texas—Corpus Christi

**KIII**

Ch. 3

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.

News Services: AP, ABC.

Satellite Earth Station: Harris, 6.1-meter.

Network Service: ABC.

Licensee: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr. Studio: Box 6669, S. Padre Island Dr. & Everhart Rd., Corpus Christi, Tex. 78411.

Telephone: 512-854-4733.

Ownership: Michael D. McKinnon, 66.65%; Dan McKinnon, 30.85%. M. D. McKinnon owns KBMT(TV), Beaumont, Tex.; has interest in KBVO, CP for Ch. 42 Austin, 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 Jules Cohen & Associates.

Personnel:

MICHAEL D. MCKINNON, president & general manager.

BILLY BROTHERTON, vice president & station manager.

JAMES GILLECE, vice president, finance.

JOHN ROSS, chief engineer.

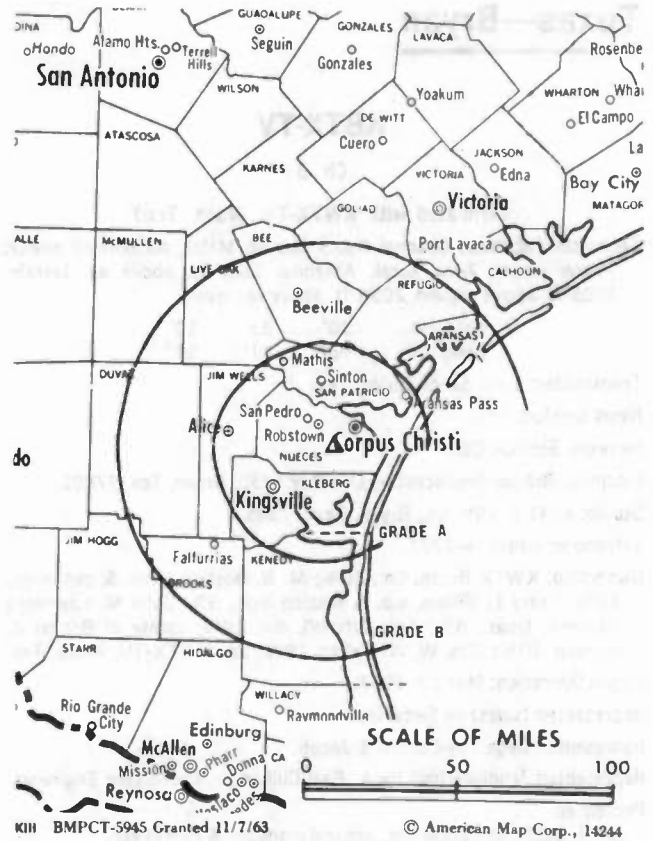
JACQUE MINOTTE, news director.

Highest 30 Sec. Rate (Feb. 1983): \$600.

NETWORK BASE HOURLY RATE: \$400.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Aransas	5,900	5,800	98
	Bee	8,500	8,300	98
	Brooks	2,600	2,500	96
	Duval	4,000	3,800	96
	Jim Hogg	1,800	1,700	94



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jim Wells	11,900	11,600	97
	Kenedy	200	200	100
	Kleberg	10,600	10,400	98
	Live Oak	3,600	3,500	97
	Nueces	91,700	90,400	99
	Refugio	3,200	3,200	100
	San Patricio	18,900	18,500	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Calhoun	6,900	6,800	98
	Dimmit	3,400	3,200	94
	Goliad	1,900	1,800	95
	Victoria	25,100	24,500	98
Zapata	2,300	2,200	96	
<b>Station Totals</b>		<b>202,500</b>	<b>198,400</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>152,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>108,100</b>	

# Texas—Corpus Christi

## KORO

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 321-kw max. & 183-kw horizontal visual, 50-kw max. & 28.5-kw horizontal aural. Antenna: 330-ft. above av. terrain, 329-ft. above ground, 367-ft. above sea level.

Latitude 27° 47' 46"  
Longitude 97° 23' 47"

Transmitter: The 600 Bldg., Corpus Christi.

News Service: AP.

Satellite Earth Station: Comtech, 10-meter.

Network Service: Spanish International Network.

Licensee: Telecorpus Inc., 102 N. Mesquite, Corpus Christi, Tex. 78401.

Studio: The 600 Bldg., 102 N. Mesquite, Corpus Christi, Tex. 78401.

Telephone: 512-883-2823.

Ownership: Jose R. De Leon Jr., pres.; Olivero Everett, v.p.; C. G. Oliveira, secy.-treas.; Tony Bonilla, Roberto Bosquez, Oscar Garcia, Ernesto Sierra, Humberto Garcia, 11.11% each.

Began Operation: April 13, 1977.

Represented (sales) by Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Klitner.

Personnel:

SERVANDO CABALLERO, general manager.

FELIPE FRANCO, chief engineer.

Highest 30 Sec. Rate (May 1982): \$140.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Jim Hogg	1,800	1,700	94
	Kleberg	10,600	10,400	98
	Nueces	91,700	90,400	99
	San Patricio	18,900	18,500	98
<b>Station Totals</b>		<b>123,000</b>	<b>121,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>14,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>7,700</b>	



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# Texas—Corpus Christi

## KRIS-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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.

News Service: AP.

Network Service: NBC.

Licensee: Gulf Coast Broadcasting Co., Box 840, Corpus Christi, Tex. 78403.

Studio: 409 South Staples, Corpus Christi, Tex. 78401.

Telephone: 512-883-6511. TWX: 910-876-1442.

Ownership: T. Frank Smith Jr., 100%. Note: Gulf Coast also owns KGNS-TV, Laredo, Tex.

Began Operation: May 25, 1956.

Represented (sales) by Katz Television.

Represented (legal) by Nixon, Hargrave, Devans & Doyle.

Represented (engineering) by Cohen & Dippell.

### Personnel:

T. FRANK SMITH JR., president & general manager.

VAN JOHNSON, senior v.p., national spot sales, station network clearance.

JACK FARMER, sales manager.

DOUG CALDWELL, news director.

MARVIN BORN, director of engineering.

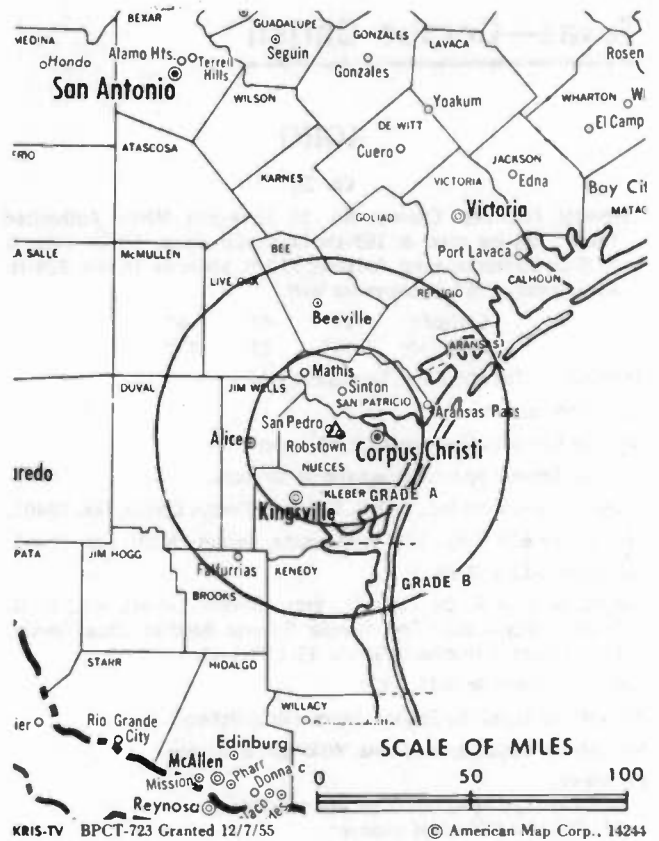
Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate (July 11, 1983): \$400.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Aransas	5,900	5,800	98
	Bee	8,500	8,300	98
	Brooks	2,600	2,500	96
	Duval	4,000	3,800	96
	Jim Hogg	1,800	1,700	94
	Jim Wells	11,900	11,600	97
	Kenedy	200	200	100
	Kleberg	10,600	10,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Live Oak	3,600	3,500	97
	Nueces	91,700	90,400	99
	Refugio	3,200	3,200	100
	San Patricio	18,900	18,500	98
<b>TEXAS</b>				
Between 5-24%	Calhoun	6,900	6,800	98
	Colorado	7,400	7,200	97
	De Witt	7,100	6,900	97
	Goliad	1,900	1,800	95
	Lavaca	7,400	7,000	95
Zapata	2,300	2,200	96	
<b>Station Totals</b>		<b>195,900</b>	<b>191,800</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>147,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>93,400</b>	

# Texas—Corpus Christi

**KZTV**

Ch. 10

(Operates satellite KVTM, Laredo, Tex.)

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.

AM Affiliate: KSIX, 1-kw, (0.25-kw night), 1230 kHz (CBS).

FM Affiliate: KEXX-FM, 100-kw, 93.9 MHz (No. 230), 840-ft.

News Service: AP.

Network Service: CBS.

Licensee: K-SIX Television Inc., Wilson Bldg., 601 Leopard, Corpus Christi, Tex. 78401.

Studio: Wilson Bldg., 601 Leopard St., Corpus Christi, Tex. 78401.

Telephone: 512-884-1616.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; remainder of stock held by 32 others, none with more than 3%. Kennedy owns 51% of KSIX. K-SIX TV also owns KVTM, Laredo, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by Seltel Inc.

Personnel:

VANN M. KENNEDY, president & general manager.

GENE LOOPER, program manager.

JIM BIXLER, commercial manager.

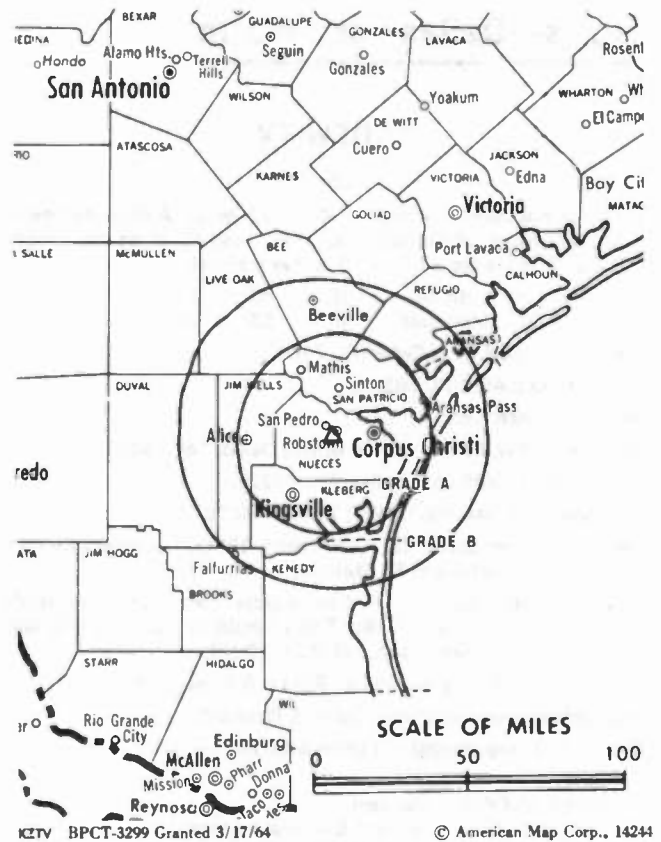
DALE TAYLOR, director of engineering.

Highest 30 Sec. Rate: \$195.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	5,900	5,800	98
	Bee	8,500	8,300	98
	Brooks	2,600	2,500	96
	Duval	4,000	3,800	96
	Jim Hogg	1,800	1,700	94
	Jim Wells	11,900	11,600	97
	Kenedy	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kleberg	10,600	10,400	98
	Live Oak	3,600	3,500	97
	Nueces	91,700	90,400	99
	Refugio	3,200	3,200	100
	San Patricio	18,900	18,500	98
<b>TEXAS</b>				
Between 25-49%	Calhoun	6,900	6,800	98
<b>TEXAS</b>				
Between 5-24%	De Witt	7,100	6,900	97
	Gollad	1,900	1,800	95
	Victoria	25,100	24,500	98
	Zapata	2,300	2,200	96
<b>Station Totals</b>		<b>206,200</b>	<b>202,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>153,700</b>
<b>Average Daily Circulation (1983)</b>				<b>94,300</b>

# Texas—Dallas-Fort 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.

News Services: AP, UPI, CBS.

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin, Dallas, Tex. 75202.

Studio: 400 N. Griffin St., Dallas, Tex. 75202.

Telephone: 214-744-4000. TWX: 214-899-8072.

Ownership: Times Mirror Co., Los Angeles, 100%. For other interests, see Group Ownership of TV Stations.

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, Vol. 9:38; 10:20).

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

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Lohnes & Culver.

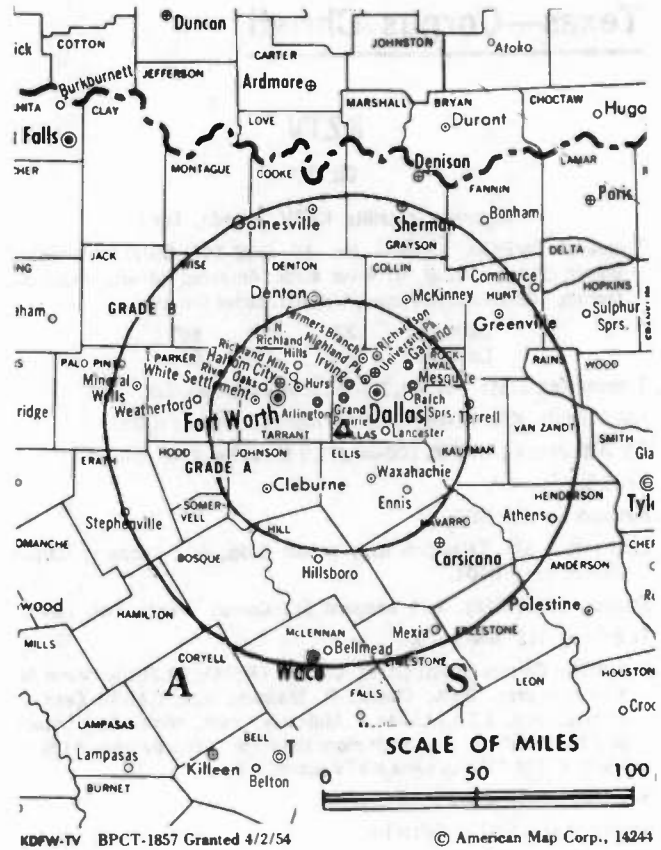
Personnel:

JOHN J. McCRORY, president.  
JOHN McKAY, vice president & general manager.  
DIRAN DIMIRJIAN, general sales manager.  
JOHN MARTIN, program director.  
WILLIAM J. WILSON, news director.  
WARREN FARRAR, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Anderson	13,300	13,000	98
	Bosque	5,800	5,700	98
	Brown	13,300	13,000	97
	Collin	52,800	52,000	99
	Comanche	5,000	4,900	97
	Cooke	10,700	10,600	99
	Dallas	615,800	610,300	99
	Delta	1,900	1,900	97
	Denton	55,400	54,800	99
	Ellis	21,200	20,900	99
	Erath	9,300	9,200	99
	Fannin	9,700	9,500	97
	Franklin	2,900	2,800	96
	Freestone	5,900	5,700	97
	Grayson	35,500	35,000	98
	Hamilton	3,700	3,600	97
	Henderson	17,900	17,500	98
	Hill	10,000	9,800	98
	Hood	7,900	7,800	99
	Hopkins	10,000	9,800	98
	Hunt	21,500	21,100	98
	Johnson	25,300	25,000	99
	Kaufman	13,900	13,600	98
	Lamar	16,600	15,900	96
	Limestone	7,700	7,500	97
	Mc Lennan	65,100	64,400	99
	Navarro	14,100	13,800	98
	Palo Pinto	8,800	8,600	98
	Parker	17,000	16,800	99
	Rains	2,200	2,100	98
	Rockwall	5,600	5,500	98
	Smith	50,000	49,200	98
	Somervell	1,800	1,800	100



KDFW-TV BPCT-1857 Granted 4/2/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tarrant	332,100	329,100	99
	Van Zandt	12,700	12,400	98
	Wise	10,200	10,100	99
	Wood	10,000	9,800	98
<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Bryan	12,200	11,900	98
	Choctaw	6,500	6,200	96
	Love	3,100	3,000	97
	Marshall	4,600	4,500	98
<b>TEXAS</b>				
	Cherokee	14,400	14,000	97
	Eastland	8,000	7,800	97
	Falls	7,200	7,000	97
	Gregg	38,700	38,200	99
	Jack	2,900	2,900	100
	Lampasas	4,700	4,600	98
	Mills	1,800	1,800	97
	Montague	7,100	7,000	99
	Red River	6,300	6,100	97
	San Saba	2,300	2,200	96
	Stephens	4,200	4,100	98
	Titus	8,200	8,000	98
	Young	7,900	7,800	99
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Mc Curtain	13,100	12,700	97
	Pushmataha	4,800	4,600	96
<b>TEXAS</b>				
	Camp	3,700	3,600	97
	Coleman	4,300	4,200	98
	Coryell	15,500	15,300	99
	Houston	7,800	7,500	96
	Leon	4,100	3,900	95
	Morris	5,500	5,400	98
	Upshur	11,000	10,800	98
<b>Station Totals</b>		<b>1,732,500</b>	<b>1,709,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,408,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>885,300</b>	

# Texas—Dallas

## KNBN-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1170-kw horizontal visual, 117-kw horizontal aural. Antenna: 1700-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 21.5"  
Longitude 96° 58' 10.0"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

News Services: AP, UPI, Reuters.

Satellite Earth Station: In operation.

Network Service: None, independent.

Licensee: National Business Network Inc., 3333 Harry Hines Blvd., Dallas 75201.

Studio: 3333 Harry Hines Blvd., Dallas 75201.

Telephone: 214-745-1425.

Ownership: Sheldon K. Turner, pres., 35%; Nolanda Turner Hill, v.p.-secy., 35%. Note: Sale to Metromedia pending.

Began Operation: Sept. 29, 1980.

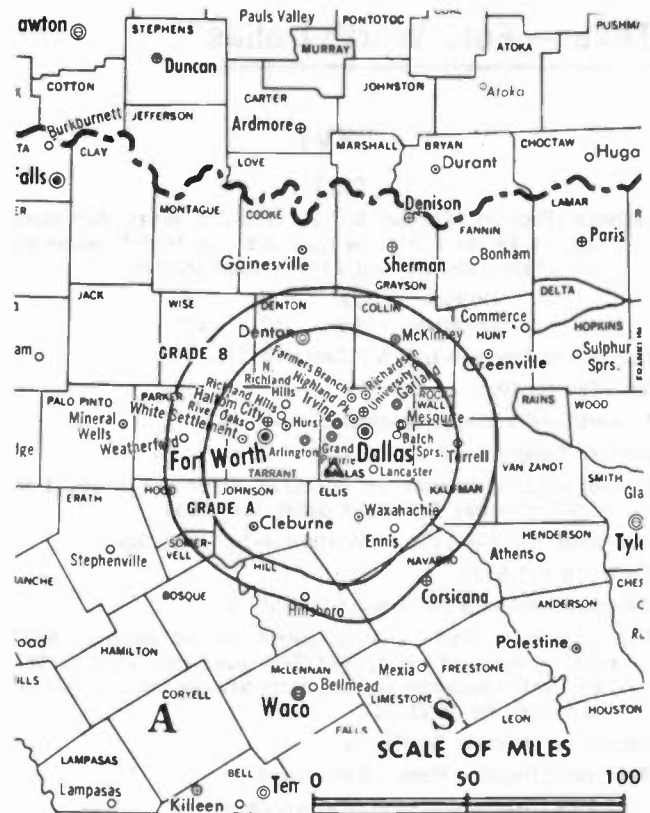
Represented (sales) by Spanish International Network.

Represented (legal) by Sanford, Adams, McCullough & Beard.

Note: Additional information not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Collin	52,800	52,000	99
	Dallas	615,800	610,300	99
	Denton	55,400	54,800	99
	Jack	2,900	2,900	100
	Johnson	25,300	25,000	99
	Rockwall	5,600	5,500	98



KNBN-TV BMPCT-791031KH Granted 5/30/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Somervell	1,800	1,800	100
	Tarrant	332,100	329,100	99
	Wise	10,200	10,100	99
<b>Station Totals</b>		<b>1,101,900</b>	<b>1,091,500</b>	<b>99</b>
<b>Net Weekly Circulation (1983)</b>			<b>61,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>22,900</b>	

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# 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.

News Service: AP.

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co.

Studios: 4801 W. Freeway, Box 2495, Ft. Worth 76113; 10111 N. Central Expressway, Box 31119, Dallas, Tex. 75231.

Telephones: 817-738-1951, Ft. Worth; 214-363-9321, Dallas.

TWX: 910-893-5051.

Ownership: See Group Ownership of TV Stations.

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 TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

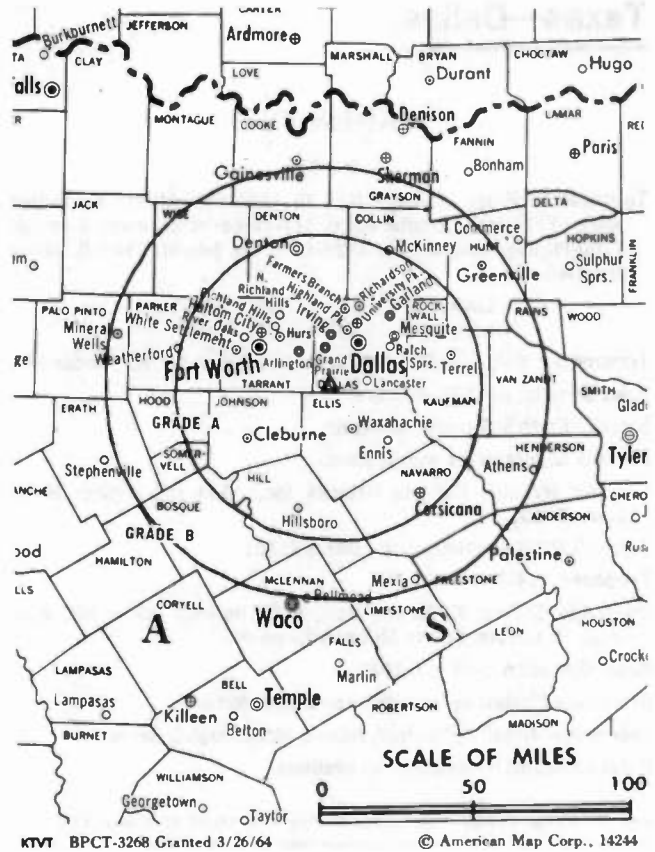
Personnel:

- JACK BERNING, vice president & general manager.
- OCELLA ALLISON, assistant general manager.
- CLEM CANDELARIA, program manager.
- HARRY DELANEY, general sales manager.
- WALT BAXLEY, chief engineer.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Choctaw	6,500	6,200	96
	Greer	2,900	2,800	96
<b>TEXAS</b>	Anderson	13,300	13,000	98
	Bell	56,800	56,200	99
	Bosque	5,800	5,700	98
	Brown	13,300	13,000	97
	Childress	2,800	2,700	96
	Collin	52,800	52,000	99
	Collingsworth	1,800	1,700	94
	Comanche	5,000	4,900	97
	Cooke	10,700	10,600	99
	Dallas	615,800	610,300	99
	Denton	55,400	54,800	99
	Eastland	8,000	7,800	97
	Ellis	21,200	20,900	99
	Erath	9,300	9,200	99
	Fannin	9,700	9,500	97
	Franklin	2,900	2,800	96
	Freestone	5,900	5,700	97
	Grayson	35,500	35,000	98
	Hamilton	3,700	3,600	97
	Henderson	17,900	17,500	98
	Hill	10,000	9,800	98
	Hood	7,900	7,800	99
	Hopkins	10,000	9,800	98
	Hunt	21,500	21,100	98
	Jack	2,900	2,900	100
	Johnson	25,300	25,000	99
	Kaufman	13,900	13,600	98
	Lamar	16,600	15,900	96
	Limestone	7,700	7,500	97
	Mc Lennan	65,100	64,400	99
	Navarro	14,100	13,800	98



KTVT BPTC-3268 Granted 3/26/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Palo Pinto	8,800	8,600	98
	Parker	17,000	16,800	99
	Rains	2,200	2,100	98
	Reeves	4,800	4,700	98
	Rockwall	5,600	5,500	98
	Scurry	6,800	6,700	99
	Somervell	1,800	1,800	100
	Stephens	4,200	4,100	98
	Tarrant	332,100	329,100	99
	Van Zandt	12,700	12,400	98
	Wise	10,200	10,100	99
	Wood	10,000	9,800	98

<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Sebastian	37,800	37,300	99
	Union	19,000	18,700	98

<b>LOUISIANA</b>	Bossier	28,700	28,300	99
	Caddo	95,300	94,000	99

<b>OKLAHOMA</b>	Bryan	12,200	11,900	98
	Carter	16,900	16,700	99
	Comanche	36,400	36,000	99
	Garfield	25,200	24,900	99
	Jackson	10,600	10,500	99
	Love	3,100	3,000	97
	Mc Curtain	13,100	12,700	97
	Marshall	4,600	4,500	98
	Stephens	17,500	17,300	99
	Tulsa	193,300	191,600	99
	Washington	19,800	19,700	99

<b>TEXAS</b>	Andrews	4,700	4,600	98
	Bowie	28,700	28,300	99
	Cherokee	14,400	14,000	97
	Coleman	4,300	4,200	98
	Coryell	15,500	15,300	99

(Continued on page 911)

<b>Station Totals</b>	<b>3,159,900</b>	<b>3,119,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>1,480,800</b>	
<b>Average Daily Circulation (1983)</b>		<b>636,300</b>	

# Texas—Fort Worth-Dallas

## KTXA

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740 horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

News Service: AP.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

Network Service: None, independent.

Licensee: Channel 21 Inc.

Studio: 1712 E. Randol Mill Rd., Arlington, Tex. 76011.

Telephone: 817-265-2100. TWX: 910-890-5151.

Ownership: Sidney L. Shlenker, pres., 16.5%; J. Livingston Kosberg, v.p., 16.5%; Robert A. Caplan, v.p.-secy.-treas., 5%; Bertha Alyce Segall, Allen J. Becker & Barry M. Lewis, 16.5% each; Loyd Hacker, 10%; Clarence Mayer, Trustee, 2.5%. Principals have interest in KTXH(TV), Ch. 20, Houston.

Began Operation: Jan. 4, 1981.

Represented (sales) by Seltel Inc.

Represented (legal) by Verner, Liipfert, Bernhard & McPherson.

Represented (engineering) by Cohen & Dippell.

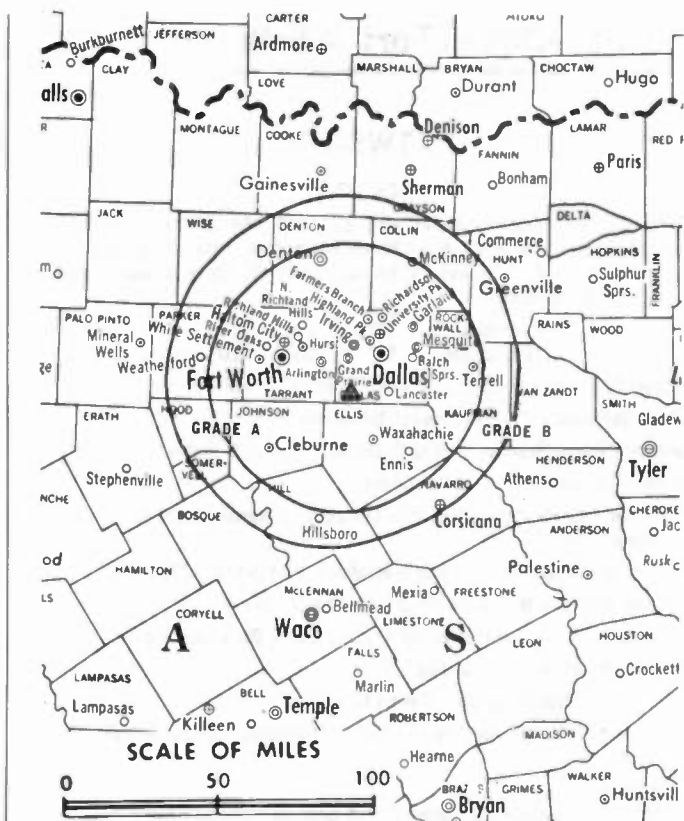
Personnel:

MILTON GRANT, president & general manager.  
EARL L. JONES JR., vice president & director of sales.  
PAT STIPHOUT, promotion manager.  
LYNNSY LOGUE, program manager.  
JOHN GARDNER, general sales manager.  
DIRK M. BRINKERHOFF, local sales manager.  
MICHAEL RIX, national sales manager.  
EDMUND B. REID, director of engineering.  
BOB W. CRAWFORD, chief engineer.  
CAROL L. CALLAHAN, business manager.  
LINDA McNEES, traffic manager.  
GLENN DYER, operations manager.

Highest 30 Sec. Rate: \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Collin	52,800	52,000	99
	Dallas	615,800	610,300	99
	Denton	55,400	54,800	99
	Ellis	21,200	20,900	99
Hunt	21,500	21,100	98	



KTXA BPCT-4962 Granted 3/31/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Johnson	25,300	25,000	99
	Parker	17,000	16,800	99
	Somervell	1,800	1,800	100
	Tarrant	332,100	329,100	99
Between 5-24%	TEXAS			
	Bosque	5,800	5,700	98
	Freestone	5,900	5,700	97
	Grayson	35,500	35,000	98
	Henderson	17,900	17,500	98
	Hill	10,000	9,800	98
	Hood	7,900	7,800	99
	Jack	2,900	2,900	100
	Kaufman	13,900	13,600	98
	Limestone	7,700	7,500	97
	Navarro	14,100	13,800	98
	Rockwall	5,600	5,500	98
	Van Zandt	12,700	12,400	98
Wise	10,200	10,100	99	
Station Totals		1,293,000	1,279,100	98
Net Weekly Circulation (1983)			418,200	
Average Daily Circulation (1983)			149,800	

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# Texas—Dallas-Fort Worth

## KTWS-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

News Services: UPI & Southwest Newswire.

Satellite Earth Station: United Satellite Systems; 5-meter.

Network Service: None, independent.

Licensee: Liberty Bcstg. Inc., c/o Donald E. Tykeson, 2225 Coburg Rd., Eugene, Ore.

Studio: 433 Regal Row, Dallas. Telephone: 214-637-2727.

Mailing Address: Box 470427, Dallas, Tex. 75247.

Ownership: Wholly-owned subsidiary of Liberty Broadcasting Inc.

Began Operation: Jan. 26, 1981.

Represented (sales) by Spot Time Ltd.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

TERRY K. SHOCKLEY, president & general manager.

PHIL PALMER, director of broadcast operations.

BOB GOODING, news director.

TOM FIEWEGER, station manager.

Highest 30 Sec. Rate: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Collin	52,800	52,000	99
	Dallas	615,800	610,300	99
	Denton	55,400	54,800	99
	Ellis	21,200	20,900	99
	Henderson	17,900	17,500	98
	Hunt	21,500	21,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Johnson	25,300	25,000	99
	Kaufman	13,900	13,600	98
	Parker	17,000	16,800	99
	Rockwall	5,600	5,500	98
	Somervell	1,800	1,800	100
	Tarrant	332,100	329,100	99
	Van Zandt	12,700	12,400	98
Station Totals		1,193,000	1,180,800	98
Net Weekly Circulation (1983)			157,500	
Average Daily Circulation (1983)			51,800	

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# Texas—Fort Worth-Dallas

## KXAS-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.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

Mailing Address: Box 1780, Fort Worth, Tex. 76101.

Telephone: 817-429-1550. TWX: 910-893-5070.

Ownership: Wholly-owned subsidiary of LIN Broadcasting. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

Represented (sales) by Blair Television.

Represented (legal) by Koteen & Naftalin.

### Personnel:

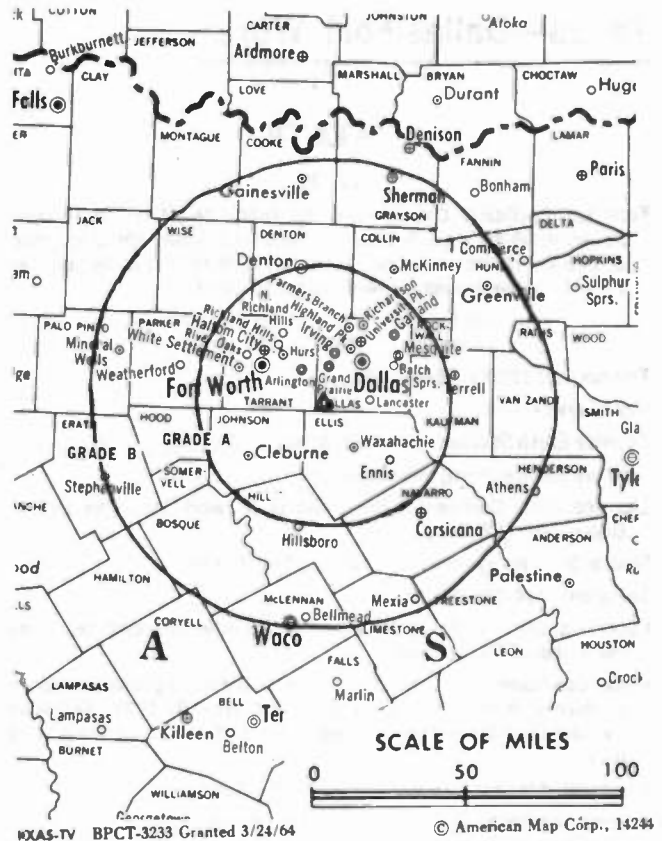
- FRANK O'NEIL, president & general manager.
- RUSS THORNTON, director, administration & development.
- PATTY PARKER, general sales manager.
- LYLE BANKS, national sales manager.
- ANGELO MUNOZ, business manager.
- DAVID FANNING, director of advertising & promotion.
- TOM BEDFORD, engineering director.
- WILLIAM VANCE, news director.
- CHUCK BAKER, director of community affairs.
- BILL KELLEY, operations director.

Highest 30 Sec. Rate: \$2400.

NETWORK BASE HOURLY RATE: \$2142.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Bryan	12,200	11,900	98
	Love	3,100	3,000	97
	Marshall	4,600	4,500	98
	<b>TEXAS</b>			
	Anderson	13,300	13,000	98
	Bosque	5,800	5,700	98
	Collin	52,800	52,000	99
	Comanche	5,000	4,900	97
	Cooke	10,700	10,600	99
Dallas	615,800	610,300	99	
Delta	1,900	1,900	97	
Denton	55,400	54,800	99	
Ellis	21,200	20,900	99	
Erath	9,300	9,200	99	
Fannin	9,700	9,500	97	
Freestone	5,900	5,700	97	
Grayson	35,500	35,000	98	
Hamilton	3,700	3,600	97	
Henderson	17,900	17,500	98	
Hill	10,000	9,800	98	
Hood	7,900	7,800	99	
Hopkins	10,000	9,800	98	
Hunt	21,500	21,100	98	
Jack	2,900	2,900	100	
Johnson	25,300	25,000	99	



KXAS-TV BPCT-3233 Granted 3/24/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kaufman	13,900	13,600	98
	Lamar	16,600	15,900	96
	Limestone	7,700	7,500	97
	Navarro	14,100	13,800	98
	Palo Pinto	8,800	8,600	98
	Parker	17,000	16,800	99
	Rains	2,200	2,100	98
	Rockwall	5,600	5,500	98
	Smith	50,000	49,200	98
	Somervell	1,800	1,800	100
	Tarrant	332,100	329,100	99
	Van Zandt	12,700	12,400	98
	Wise	10,200	10,100	99
	Wood	10,000	9,800	98

Between 25-49%	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Choctaw	6,500	6,200	96
	<b>TEXAS</b>			
	Cherokee	14,400	14,000	97
	Eastland	8,000	7,800	97
	Franklin	2,900	2,800	96
	Gregg	38,700	38,200	99
	Leon	4,100	3,900	95
	Mc Lennan	65,100	64,400	99
	Montague	7,100	7,000	99
Red River	6,300	6,100	97	
Stephens	4,200	4,100	98	
Young	7,900	7,800	99	

Between 5-24%	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Pushmataha	4,800	4,600	96
	<b>TEXAS</b>			
	Brown	13,300	13,000	97
	Coryell	15,500	15,300	99
	Houston	7,800	7,500	96
	Mills	1,800	1,800	97
San Saba	2,300	2,200	96	
Upshur	11,000	10,800	98	

Station Totals	1,685,800	1,664,100	98
Net Weekly Circulation (1983)		1,324,200	
Average Daily Circulation (1983)		777,400	

# Texas—Dallas-Fort Worth

## KXTX-TV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"  
Longitude 96° 58' 06"

Transmitter: 1200 W. Beltline Rd.

News Service: UPI.

Satellite Earth Stations: Scientific-Atlanta; 10 meter.

Network Service: None, independent.

Licensee: CBN Continental Broadcasting Network Inc., Box 19307, Dallas, Tex. 75219.

Studio: 3900 Harry Hines Blvd., Dallas, Tex. 75219.

Telephone: 214-521-3900.

Ownership: Christian Bcstg. Network Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 5, 1968 as KDTV. Donation to present owner by Doubleday Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark.

Represented (sales) by Katz Independent TV Sales.

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

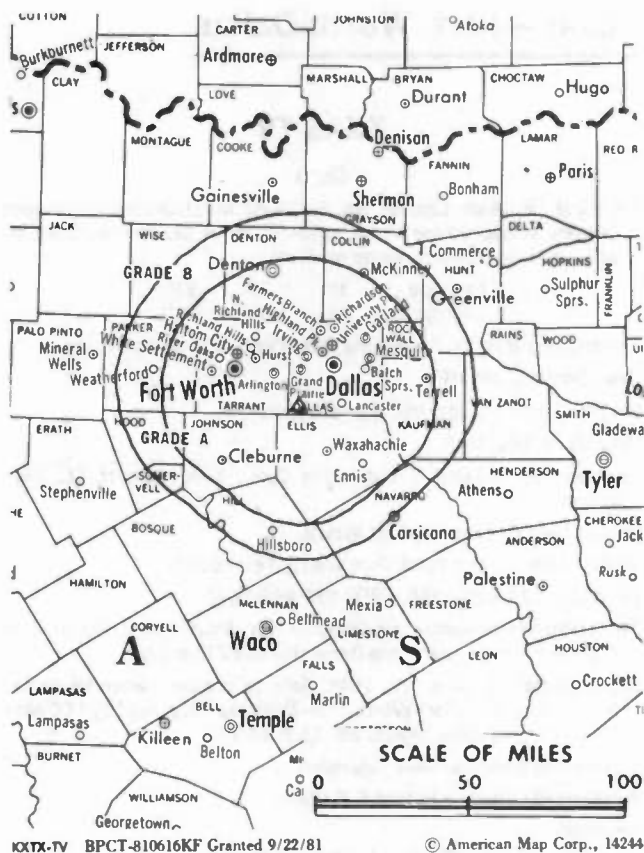
Personnel:

- M. G. ROBERTSON, president.
- ROGER BAERWOLF, vice president & general manager.
- DARLENE PARDUE, operations manager.
- DICK BOVE, general sales manager.
- HAROLD NASH, chief engineer.
- MICKY GRANT, production manager.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Collin	52,800	52,000	99
	Grayson	35,500	35,000	98
	Rockwall	5,600	5,500	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Sebastian	37,800	37,300	99
	<b>LOUISIANA</b>			
	Bossier	28,700	28,300	99
	<b>OKLAHOMA</b>			
	Bryan	12,200	11,900	98
	Carter	16,900	16,700	99
	Comanche	36,400	36,000	99
	Garfield	25,200	24,900	99
	Greer	2,900	2,800	96
Jackson	10,600	10,500	99	
Love	3,100	3,000	97	
Stephens	17,500	17,300	99	
<b>TEXAS</b>	Anderson	13,300	13,000	98
	Bell	56,800	56,200	99
	Childress	2,800	2,700	96
	Cooke	10,700	10,600	99
	Coryell	15,500	15,300	99
	Dallas	615,800	610,300	99
	Delta	1,900	1,900	97
	Denton	55,400	54,800	99
	Ellis	21,200	20,900	99
	Erath	9,300	9,200	99
	Fannin	9,700	9,500	97
	Franklin	2,900	2,800	96
	Gregg	38,700	38,200	99
	Hopkins	10,000	9,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>Hunt</b>	21,500	21,100	98
	Jack	2,900	2,900	100
	Johnson	25,300	25,000	99
	Kaufman	13,900	13,600	98
	Midland	32,400	32,100	99
	Nacogdoches	17,800	17,300	97
	Navarro	14,100	13,800	98
	Nolan	6,600	6,500	98
	Palo Pinto	8,800	8,600	98
	Parker	17,000	16,800	99
	Smith	50,000	49,200	98
	Somervell	1,800	1,800	100
	Stephens	4,200	4,100	98
	Tarrant	332,100	329,100	99
	Taylor	40,700	40,300	99
Titus	8,200	8,000	98	
Wise	10,200	10,100	99	
Young	7,900	7,800	99	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Arkansas	9,200	9,000	98
	Garland	29,900	29,300	98
	Hempstead	8,900	8,700	98
	Jefferson	31,800	31,100	98
	Lee	4,800	4,600	96
	Miller	14,000	13,800	98
	Monroe	4,900	4,700	96
	Ouachita	11,500	11,200	97
	Pulaski	132,000	130,400	99
St Francis	10,200	9,900	97	
<b>KANSAS</b>				
Crawford	15,700	15,500	98	
<b>LOUISIANA</b>				
Caddo	95,300	94,000	99	

(Continued on page 911)

Station Totals	2,747,900	2,712,100	98
Net Weekly Circulation (1983)		882,600	
Average Daily Circulation (1983)		361,900	

# Texas—Dallas-Fort Worth

**WFAA-TV**

Ch. 8



**WFAA-TV**  
DALLAS/FORT WORTH



**PETRY TELEVISION, INC.**  
**BELO BROADCASTING CORP.**

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.

AM Affiliate: WFAA, 5-kw, 570 kHz (CBS).

FM Affiliate: KZEW, 100-kw, 97.9 MHz (No. 250), 1680-ft.

News Services: NIWS, ABC, CNN, AP, UPI, Group W Newsfeed.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Belo Broadcasting Corp., Communications Center, Dallas, Tex. 75202.

Studio: Communications Center, Dallas, Tex. 75202.

Telephone: 214-748-9631. TWX: 214-899-8413.

Ownership: Same as Dallas Morning News. Robert W. Dechard, 10.579%; Joseph M. Dealey, 8.8%; Dealey D. Herndon, 8.519%; Patricia D. Brooks, 7.156%; James M. Moroney Jr., 6.923%; Betty M. Norsworthy, 5.491%; 127 others, none with more than 5%. For other Belo interests, see Group Ownership of TV Stations.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Carl T. Jones Associates.

**Personnel:**

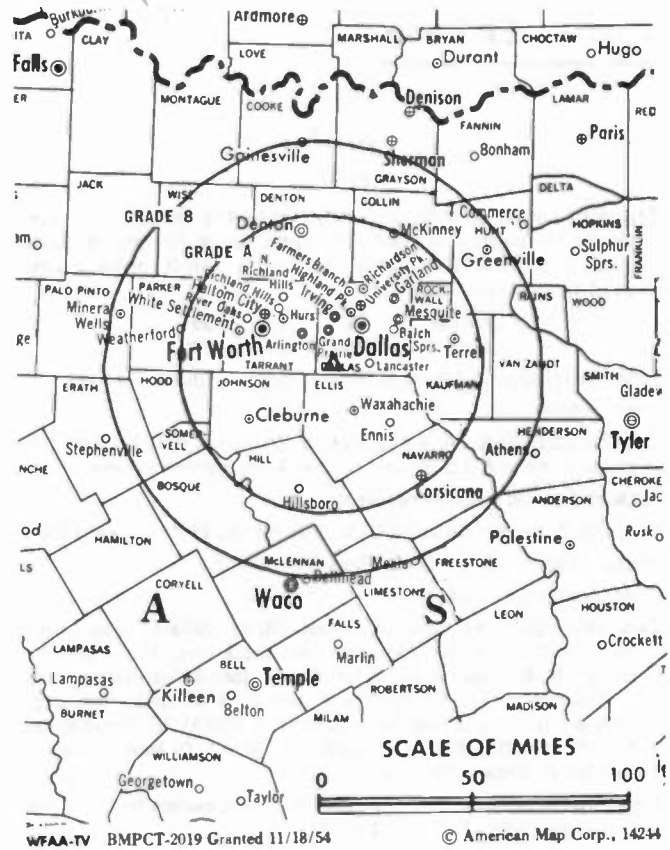
- WARD HUEY, president & chief executive officer.
- DAVID T. LANE, vice president, television.
- TERRENCE FORD, vice president & general manager.
- CHRISTOPHER WESTERKAMP, general sales manager.
- BOB ROBINSON, operations manager.
- CHARLES MARTIN, chief engineer.

Highest 30 Sec. Rate (Feb. 1983): \$8500.

**NETWORK BASE HOURLY RATE: \$2150.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Choctaw	6,500	6,200	96
	Love	3,100	3,000	97
	Marshall	4,600	4,500	98
	<b>TEXAS</b>			
	Anderson	13,300	13,000	98
	Bosque	5,800	5,700	98



WFAA-TV BMPCT-2019 Granted 11/18/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Brown	13,300	13,000	97
	Collin	52,800	52,000	99
	Comanche	5,000	4,900	97
	Cooke	10,700	10,600	99
	Crockett	1,600	1,600	100
	Dallas	615,800	610,300	99
	Delta	1,900	1,900	97
	Denton	55,400	54,800	99
	Eastland	8,000	7,800	97
	Ellis	21,200	20,900	99
	Erath	9,300	9,200	99
	Fannin	9,700	9,500	97
	Freestone	5,900	5,700	97
	Grayson	35,500	35,000	98
	Hamilton	3,700	3,600	97
	Henderson	17,900	17,500	98
	Hill	10,000	9,800	98
	Hood	7,900	7,800	99
	Hopkins	10,000	9,800	98
	Hunt	21,500	21,100	98
	Jack	2,900	2,900	100
	Johnson	25,300	25,000	99
	Kaufman	13,900	13,600	98
	Lamar	16,600	15,900	96
	Limestone	7,700	7,500	97
	Mitchell	3,300	3,200	97
	Navarro	14,100	13,800	98
	Palo Pinto	8,800	8,600	98
	Parker	17,000	16,800	99
	Rains	2,200	2,100	98
	Rockwall	5,600	5,500	98
	Scurry	6,800	6,700	99
Somervell	1,800	1,800	100	
Stephens	4,200	4,100	98	
Sutton	1,800	1,700	94	
Tarrant	332,100	329,100	99	
Tom Green	32,600	32,100	99	

(Continued on page 911)

<b>Station Totals</b>	<b>1,880,900</b>	<b>1,856,000</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,442,400</b>
<b>Average Daily Circulation (1983)</b>			<b>888,100</b>

# Texas—El Paso

## KCIK

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"  
Longitude 106° 29' 20"

Transmitter: Approx. 3.9-mi. NNW of County Courthouse, El Paso.

News Service: INN.

Satellite Earth Stations: 3 in operation, Prodelin & Weatherscan, 3.9-meter, 4-meter & 4.5-meter; Gardiner & Microdyne receivers.

Network Service: None, independent.

Licensee: Cristo Rey Corp., 3100 N. Stanton St., El Paso, Tex. 79902.

Studio: 3100 N. Stanton St., El Paso, Tex. 79902.

Telephone: 915-533-1414.

Ownership: Sante Fe Communications, 80%; DeRance Foundation, 20%. SFC ownership: Non-profit, non-stock corp. Harry G. John, Erica John & Donald A. Gallagher, dirs. H. John & Gallagher are dirs. of DeRance Inc., which owns remaining 20% of Cristo Rey Corp.; 20% of HBI Acquisition Corp., licensee of KSBA(TV), Ontario, Cal. & 20% of KCFM(FM), Florissant, Mo. SFC & DI have interest in KVEO(TV), Brownsville, Tex.

Began Operation: Aug. 1, 1979. Sale to present owners by Cristo Rey Corp. approved by FCC April 20, 1983.

Represented (sales) by Adam Young Inc.

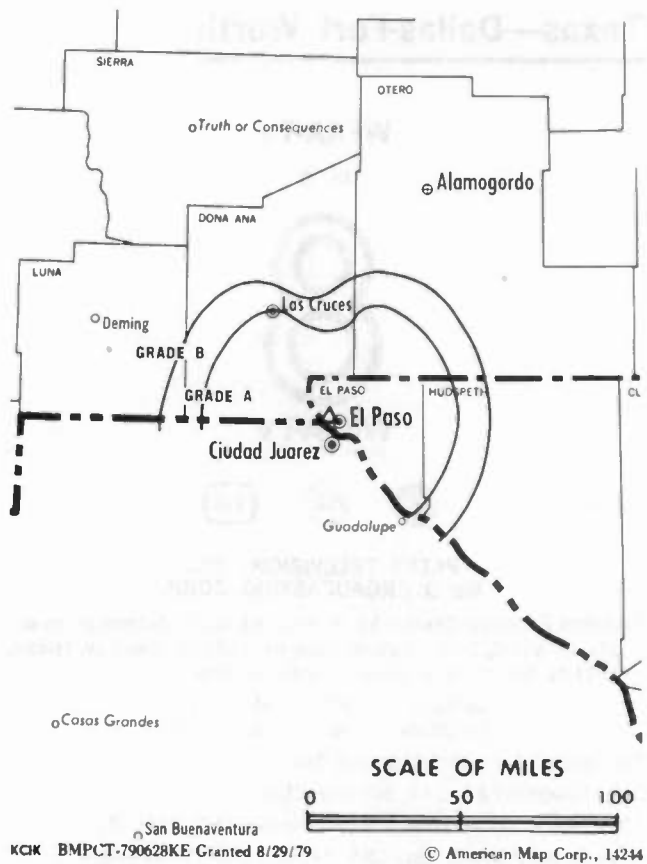
Represented (legal) by Fisher, Wayland, Cooper & Leader.

### Personnel:

ROBERT MUNOZ, general manager.  
DAVE THOMPSON chief engineer.  
JOE RYAN, sales manager.  
RICH NUDD, production manager.  
DON ORR, promotion manager.  
PETE PARISE, operations manager.

Highest 30 Sec. Rate (July 6, 1983): \$85.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



KCIK BMPCT-790628KE Granted 8/29/79 © American Map Corp., 14234

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW MEXICO</b>			
	Dona Ana	33,600	32,400	96
Between 5-24%	<b>TEXAS</b>			
	El Paso	152,400	150,800	99
	<b>NEW MEXICO</b>			
	Otero	15,400	15,000	97
<b>Station Totals</b>		<b>201,400</b>	<b>198,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>60,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>23,800</b>	

# Texas—El Paso

## KDBC-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 61.7-kw visual, 6.76-kw aural. Antenna: 1261-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level.

Latitude 31° 47' 34"  
Longitude 106° 28' 47"

Holds CP for change to 100-kw max. visual, 10-kw max. aural, 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level, lat. 31° 47' 46", long. 106° 28' 57"; transmitter to Comanche Peak, El Paso.

Transmitter: Atop Mount Franklin.

News Services: UPI, CBS, NIWS.

Network Service: CBS.

Licensee: Portal Communications Inc., Box 1799, El Paso, Tex. 79999.

Studio: 2201 Wyoming Ave., El Paso, Tex. 79903.

Telephone: 915-532-6551. TWX: 910-964-1323.

Ownership: Evening Post Publishing Co., 100%. Portal Communications officers: Edward M. Sleighel, pres.; Peter Manigault, v.p.; Frank B. Gilbreth, secy.; Sam Kobren, asst. secy.; Hall T. McGee Jr., treas. Evening Post Publishing Co. publishes Charleston News & Courier and Charleston Evening Post; Beaufort Gazette and Aiken Standard, all S.C.; also owns KOAA-TV, Pueblo-Colorado Springs, Colo.; KIVI(TV), Nampa, Ida.; WSBY & WQHQ(FM), Salisbury, Md. & cable system in Aiken, S.C.

Began Operation: Dec. 14, 1952. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Television Digest, Vol. 6:44; 7:6). Sale as KR0D-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

Represented (sales) by Seltel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

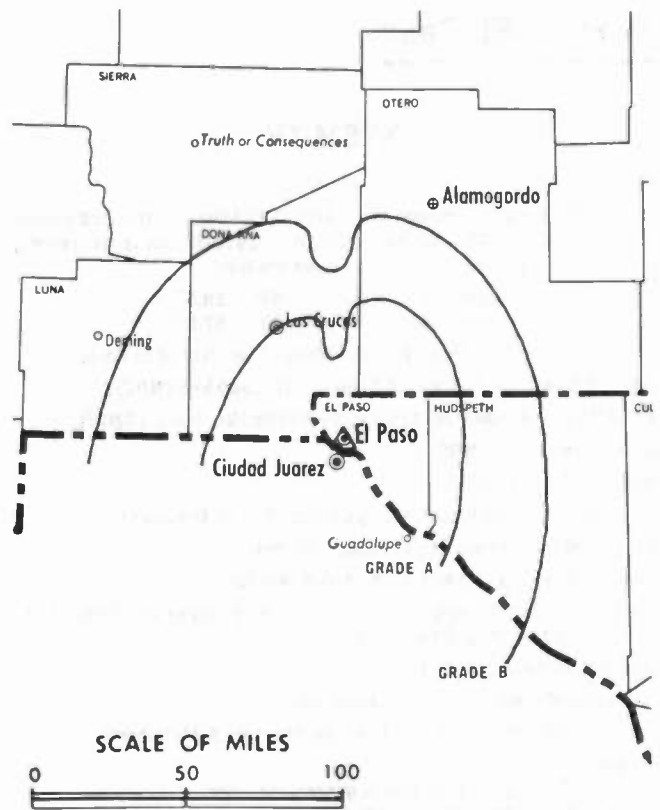
EDWARD M. SLEIGHHEL, president & general manager.  
CHARLES MALY, program manager.  
SAM KOBREN, station manager.  
DON CAPARIS, general sales manager.  
HELEN BARRY, national sales manager.  
FRANK JORDAN, director of engineering.  
ERNEST HARTT, chief engineer.

Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$462.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



KDBC-TV BPCT-673 Granted 7/30/52

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Dona Ana	33,600	32,400	96
	Grant	9,300	8,800	95
	Hidalgo	2,100	2,000	95
	Luna	6,000	5,800	97
	Otero	15,400	15,000	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	El Paso	152,400	150,800	99
	Hudspeth	800	800	100
		<b>NEW MEXICO</b>		
	Sierra	3,900	3,700	95
	<b>TEXAS</b>			
	Jeff Davis	600	600	100
<b>Station Totals</b>		<b>225,100</b>	<b>220,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>186,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>116,900</b>	

# Texas—El Paso

## KTSM-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-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 Mtns., 1-mi. NW of El Paso.

AM Affiliate: KTSM, 5-kw, (0.5-kw night), 1380 kHz (NBC).

FM Affiliate: KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

Studio: 801 N. Oregon St., El Paso, Tex. 79902.

Telephone: 915-532-5423. TWX: 910-964-1329.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: Jan. 4, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

### Personnel:

KARL O. WYLER, president & general manager.

JACK RYE, executive vice president & program director.

W. T. MCGILL, vice president & chief engineer.

JOHN PHELAN, vice president & sales manager.

JUNE ADKINS, secretary-treasurer.

JAY PILANT, production manager.

TED BENDER, director of public affairs.

MIKE MALTER, news director.

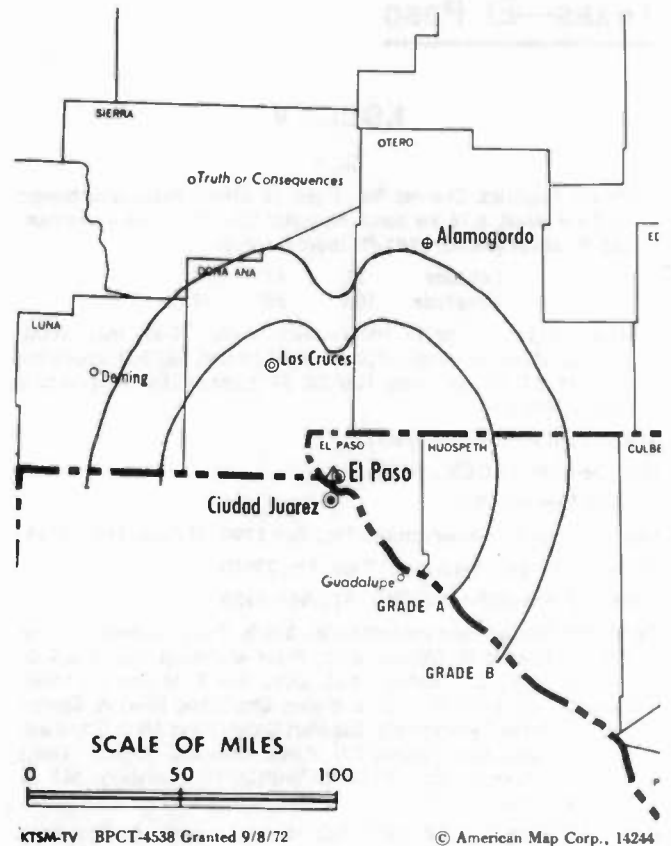
Highest One Hour Rate (Sept. 26, 1983): \$1300.

Highest 30 Sec. Rate (Sept. 26, 1983): \$400.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	33,600	32,400	96
	Hidalgo	2,100	2,000	95
	Luna	6,000	5,800	97
	Otero	15,400	15,000	97
	Sierra	3,900	3,700	95
TEXAS	Culberson	1,000	1,000	100



KTSM-TV BPCT-4538 Granted 9/8/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	El Paso	152,400	150,800	99
	Hudspeth	800	800	100
	Presidio	1,700	1,600	94
Between 25-49%	<b>NEW MEXICO</b>			
	Grant	9,300	8,800	95
	<b>TEXAS</b>			
Between 5-24%	Brewster	2,700	2,600	96
	Jeff Davis	600	600	100
Between 5-24%	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
	Lincoln	4,600	4,400	96
<b>Station Totals</b>		<b>235,100</b>	<b>230,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>182,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>107,600</b>	

# Texas—El Paso

## KVIA-TV

Ch. 7

(Operates satellite KAVE-TV Carlsbad, N.M.)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 222-kw visual, 22.2-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"  
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, 0.4-mi. N of Scenic Dr. near El Paso.

News Services: AP, CNN.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Marsh Media of El Paso, Box 12277, El Paso 79912.

Studio: 4140 Rio Bravo St. 79912.

Mailing Address: Box 12277, El Paso, Tex. 79912.

Telephone: 915-532-7777.

Ownership: Stanley Marsh III Special Trust, 30%; Stanley Marsh III, 20%; Michael C. Marsh, 20%; Tom F. Marsh, 10%; Tom F. Marsh Special Trust, 10%; Michael C. Marsh Family Trust 4.5%; Estelle Marsh Watlington, 1%. Same principals own KAVE-TV, Carlsbad, N.M.; KVII-TV, Amarillo, Tex.; KVIJ-TV, Sayre, Okla.

Began Operation: Sept. 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (Television Digest, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Smith & Powstenko.

Personnel:

RICHARD E. PEARSON, general manager.

ROY ORTEGA, director of broadcasting.

JACK WILKINSON, chief engineer.

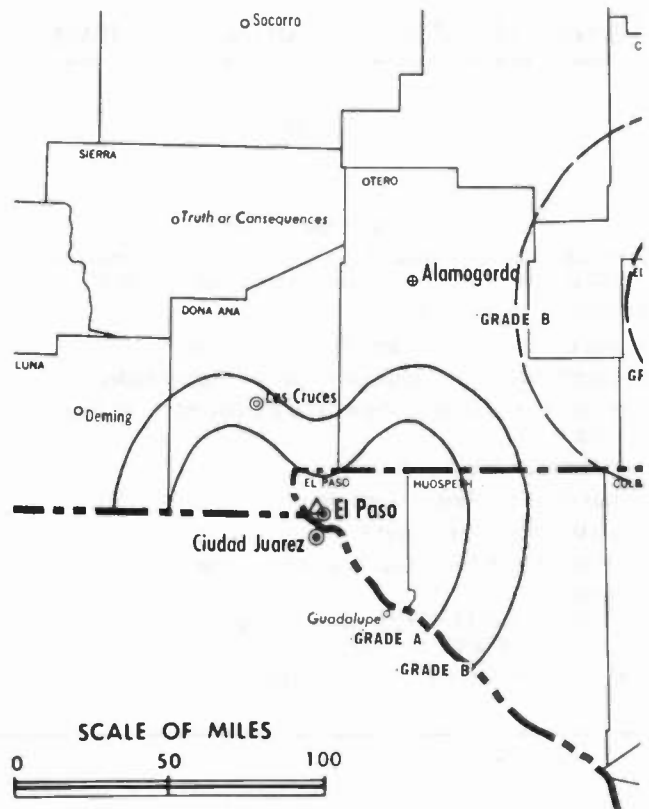
STEVE GIUST, general sales manager.

Highest 30 Sec. Rate (July 11, 1983): \$600.

NETWORK BASE HOURLY RATE: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	33,600	32,400	96
	<b>TEXAS</b>			
	Culberson	1,000	1,000	100



KVIA-TV BPCT-5091 Granted 12/22/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	El Paso	152,400	150,800	99
	Hudspeth	800	800	100
<b>NEW MEXICO</b>				
Between 25-49%	Eddy	17,600	17,200	98
	Lea North	17,400	17,000	98
	Luna	6,000	5,800	97
	Otero	15,400	15,000	97
<b>TEXAS</b>				
	Presidio	1,700	1,600	94
<b>NEW MEXICO</b>				
Between 5-24%	Chaves	19,700	19,300	98
	De Baca	1,000	1,000	100
	Sierra	3,900	3,700	95
<b>TEXAS</b>				
	Jeff Davis	600	600	100
<b>Station Totals</b>		<b>271,100</b>	<b>266,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>179,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>104,000</b>	



# Texas—El Paso (Juarez, Mexico)

## XEJ-TV

Ch. 5

(Spanish-language outlet)

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural. Note: Additional data unavailable.

**Transmitter:** Penon Mountain.

**Studio:** Edificio XEJ, Apartado 111, Juarez, Mexico.

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** Television de la Frontera, S.A., Box 9555, El Paso, Tex. 79985.

**Telephones:** 2-0248, 2-5786.

**Ownership:** Pedro Meneses Hoyos, owner.

**Began Operation:** May 17, 1954.

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

**Personnel:**

PEDRO MENESES HOYOS, general manager.

STEVE GUERRERO, chief engineer.

**Highest 30 Sec. Rate (Dec. 1, 1977):** \$100.

## 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.

**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.

# Texas—Harlingen

## KGBT-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-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: 0.125-mi. S of La Feria, Tex.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kHz.

FM Affiliate: KELT, 3.1-kw, 94.5 MHz (No. 233), 700-ft.

News Wire Service: AP.

Satellite Earth Station: Harris, 3-meter; Harris receivers.

Network Service: CBS.

Licensee: Harbenito Bcstg. Co. Inc., Box 711, Harlingen 78550.

Studio: 1519 W. Harrison St., Harlingen, Tex. 78550.

Telephone: 512-423-3910. TWX: 910-870-1504.

Ownership: Tichenor Media System Inc., 100%. TMSI ownership: McHenry T. Tichenor Jr., pres.-treas., 12.15%; Malcolm Kasanoff, exec. v.p., 4.93%; Charles G. Reininger, v.p.-secy., 0.7%; David D. Lykes, v.p., 0.82%; McHenry T. Tichenor Sr., 38.83%; Jean & Warren Tichenor, 12.11% each; William E. Tichenor, 11.46%; McHenry Tichenor, 6.17%; Doreen L. & David T. Tichenor, 0.22% each. The Tichenors own 100% of KGBT & KELT(FM) Harlingen; KCOR & KQXT(FM), San Antonio; 65% of KUNO, Corpus Christi.

Began Operation: Oct. 4, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

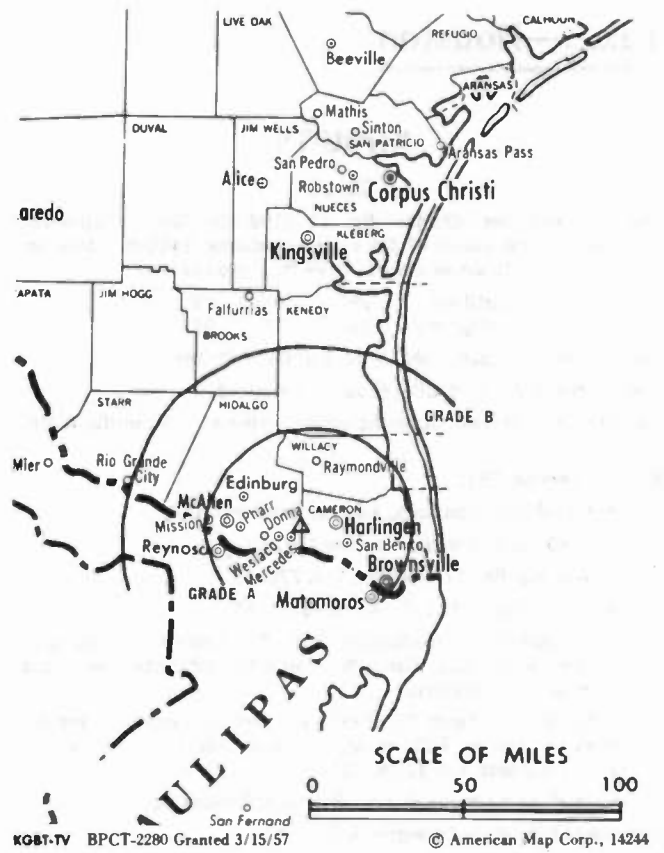
### Personnel:

McHENRY TICHENOR, chairman.  
McHENRY T. TICHENOR JR., president.  
MAL KASANOFF, executive vice president.  
DAVID LYKES, vice president & group manager.  
DENNIS MARSHALL, program director.  
CHRIS PARRIS, chief engineer.  
DAVID MERRILL, news director.  
CHARLIE LOZANO, production manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$825.



KGBT-TV BPCT-2280 Granted 3/15/57 © American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Cameron	64,700	63,600	98
	Hidalgo	84,700	83,000	98
	Starr	7,600	7,300	96
	Willacy	4,900	4,800	98
Between 5-24%	TEXAS Brooks	2,600	2,500	96
Station Totals		164,500	161,200	97
Net Weekly Circulation (1983)			137,700	
Average Daily Circulation (1983)			89,900	

# Texas—Houston

## KHOU-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.

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

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Gulf Television Corp., Box 11, Houston 77001.

Studio: 1945 Allen Parkway, Houston 77019.

Mailing Address: Box 11, Houston, Tex. 77001.

Telephone: 713-526-1111. TWX: 910-881-1705.

Ownership: Corinthian Broadcasting Corp., 86%; nine other stockholders, none with more than 4%. For other interests, see Group Ownership of TV Stations.

Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

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

Represented (legal) by Covington & Burling.

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

### Personnel:

THOMAS F. KENNEY, vice president & general manager.

FRANK B. GREGG, general sales manager.

MATT KREINER, national sales manager.

DAVE BUNNELL, regional sales manager.

ALMA NEWSOM, program manager.

TOM SPAULDING, promotion manager.

IAN PEARSON, news director.

JIM SINCLAIR, production manager.

ROD ROBINSON, chief engineer.

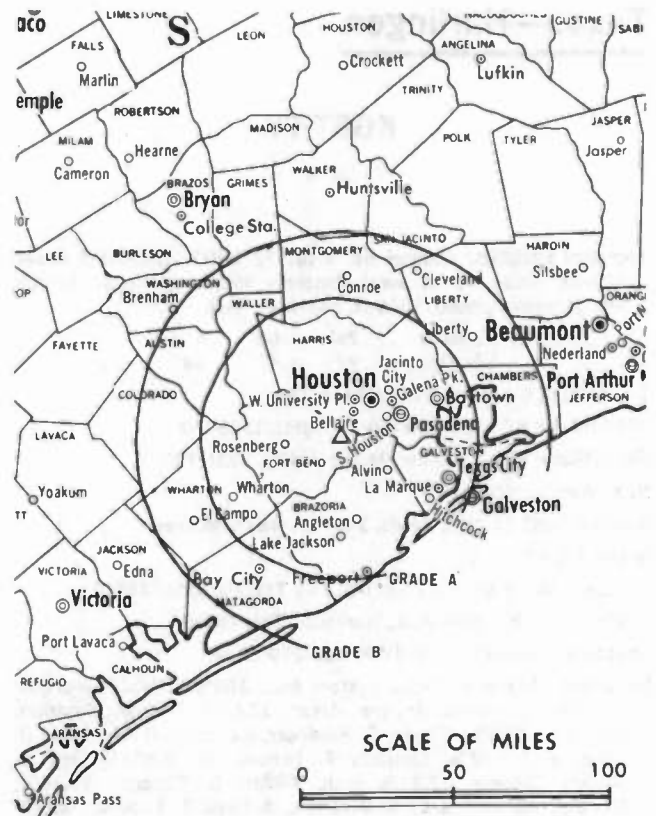
JESS SALAFRANCA, business manager.

Highest 30 Sec. Rate (Aug. 1983): \$12,000.

NETWORK BASE HOURLY RATE: \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Austin	6,900	6,700	97
	Brazoria	60,400	59,700	99
	Brazos	37,000	36,400	98
	Calhoun	6,900	6,800	98
	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Grimes	5,100	4,900	96
	Harris	954,900	944,600	99



KHOU-TV BPCT-3212 Granted 9/9/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	5,000	4,900	98
	Liberty	17,800	17,400	98
	Madison	3,400	3,300	97
	Matagorda	14,500	14,200	98
	Montgomery	48,500	47,500	98
	San Jacinto	4,800	4,600	96
	Walker	13,200	12,700	96
	Waller	6,200	6,000	97
	Washington	8,100	7,800	96
	Wharton	14,700	14,400	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Angellina	23,400	23,000	98
	Burleson	4,600	4,400	96
	Chambers	7,000	6,900	99
	Fayette	7,800	7,400	95
	Houston	7,800	7,500	96
Polk	10,100	9,800	97	
Trinity	3,900	3,700	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	De Witt	7,100	6,900	97
	Lavaca	7,400	7,000	95
Victoria	25,100	24,500	98	

<b>Station Totals</b>	<b>1,439,100</b>	<b>1,418,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>1,212,700</b>	
<b>Average Daily Circulation (1983)</b>		<b>700,700</b>	

# Texas—Houston

## KHTV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 1050-kw horizontal visual, 500-kw max. & 105-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"

Holds CP for change to 5000-kw max. & 1500-kw horizontal visual, 500-kw max. & 150-kw horizontal aural, 1959-ft. above av. terrain, 1969-ft. above ground, 2049-ft. above sea level, lat. 29° 34' 20", long. 95° 30' 03"; transmitter to 0.55-mi. S of Rte. 2234, 1.15-mi. E of Missouri City line.

Transmitter: 3101 Senior Rd., 3-mi. E of De Walt, Tex.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1439, Houston 77001.

Studio: 7700 Westpark Dr. 77042.

Mailing Address: Box 1439, Houston, Tex. 77001.

Telephone: 713-781-3930. TWX: 910-881-3664.

Ownership: See Group Ownership of Television Stations.

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. Granted subscription TV authorization May 21, 1980.

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

GENE R. JACOBSEN, vice president & general manager.  
ROGER ASHLEY, assistant general manager & sales manager.  
HENRY BOYCE, program manager.  
CRAIG H. BLAND, national sales manager.  
CURTIS PRINCE, local sales manager.  
MIKE MALERNEE, production manager.  
NANCY PAUL, news director.  
JACK H. TUDOR, chief engineer.  
JIM SKAGGS, business manager.  
DON HOUGLAND, promotion manager.  
SYLVIA BENNETT, public service director.

Highest 30 Sec. Rate: \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Austin	6,900	6,700	97
	Brazoria	60,400	59,700	99
	Calhoun	6,900	6,800	98
	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Harris	954,900	944,600	99
	Matagorda	14,500	14,200	98
	Waller	6,200	6,000	97
	Washington	8,100	7,800	96
	Wharton	14,700	14,400	98



KHTV BPCT-820723KG Granted 9/14/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Angelina	23,400	23,000	98
	Brazos	37,000	36,400	98
	Chambers	7,000	6,900	99
	Jackson	5,000	4,900	98
	Liberty	17,800	17,400	98
	Madison	3,400	3,300	97
	Montgomery	48,500	47,500	98
	Victoria	25,100	24,500	98
	Walker	13,200	12,700	96
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Calcasieu	60,200	59,600	99
	<b>TEXAS</b>			
	Burleson	4,600	4,400	96
	De Witt	7,100	6,900	97
	Fayette	7,800	7,400	95
	Grimes	5,100	4,900	96
	Hardin	14,900	14,600	98
	Houston	7,800	7,500	96
	Jasper	11,600	11,400	98
	Jefferson	93,600	92,700	99
	Lavaca	7,400	7,000	95
Nueces	91,700	90,400	99	
Orange	29,900	29,600	99	
Polk	10,100	9,800	97	
Robertson	5,800	5,700	98	
San Jacinto	4,800	4,600	96	
Trinity	3,900	3,700	95	
Tyler	6,300	6,100	97	
<b>Station Totals</b>		<b>1,753,100</b>	<b>1,728,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>860,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>348,100</b>	

# 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: 3101 Senior Rd., DeWalt, Tex.

Requests CP for change to 100-kw max. & 95.5-kw horizontal visual, 10-kw max. & 9.55-kw horizontal aural, 1930-ft. above av. terrain, 1969-ft. above ground, 2049-ft. above sea level, lat. 29° 34' 20", long. 95° 30' 03"; transmitter to 0.55-mi. S of Rte. 2234, 1.15-mi. E of Missouri City line.

News Services: AP, UPI, NBC.

Satellite Earth Stations: 3 in operation, Scientific-Atlanta, 8-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: Channel Two TV Co., Box 2222, Houston, Tex. 77001.

Studio: 8181 Southwest Freeway, Houston, Tex. 77074.

Mailing Address: Box 2222, Houston, Tex. 77001.

Telephone: 713-771-4631. TWX: 910-881-2587.

Ownership: Channel Two Television Co., wholly-owned subsidiary of H and C Communications Inc. Stockholders: Oveta Culp Hobby, as trustee, 34.66%; William P. Hobby & Jessica Hobby Catto, 28.21% each; remaining 8.92% held in trusts for Mrs. Hobby's grandchildren. Same interests own KPRC(AM); WTOK-TV, Meridian, Miss.; WTVF(TV), Nashville, Tenn. & KVOA-TV, Tucson, Ariz.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Petry Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JACK HARRIS, president.  
HAROLD CRUMP, exec. vice president & general manager.  
JEFF LEE, vice president & station manager.  
KATIE ESTES, national sales manager.  
LARRY SHRUM, general sales manager.  
JUDY ALDERSON, local sales manager.  
PAUL HUHDORFF, vice president, operations.  
BILL GOODMAN, news director.  
TOM REIFF, vice president & program manager.  
CHESTER WEIDNER, film operation manager.  
GINNY BERNHARDT, traffic.

Highest 30 Sec. Rate (May 1, 1982): \$5500.

NETWORK BASE HOURLY RATE: \$2570.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Angelina	23,400	23,000	98
	Austin	6,900	6,700	97
	Brazoria	60,400	59,700	99
	Calhoun	6,900	6,800	98
	Chambers	7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Grimes	5,100	4,900	96
	Harris	954,900	944,600	99
	Jackson	5,000	4,900	98
	Liberty	17,800	17,400	98
	Matagorda	14,500	14,200	98
	Montgomery	48,500	47,500	98
	Polk	10,100	9,800	97
	San Jacinto	4,800	4,600	96
	Trinity	3,900	3,700	95
	Walker	13,200	12,700	96
	Waller	6,200	6,000	97
Washington	8,100	7,800	96	
Wharton	14,700	14,400	98	
<b>TEXAS</b>				
<b>Between 25-49%</b>	Brazos	37,000	36,400	98
	Fayette	7,800	7,400	95
	Houston	7,800	7,500	96
	Madison	3,400	3,300	97
	Victoria	25,100	24,500	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Burleson	4,600	4,400	96
	Lavaca	7,400	7,000	95
	Robertson	5,800	5,700	98
<b>Station Totals</b>		<b>1,437,800</b>	<b>1,417,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>1,162,500</b>		
<b>Average Daily Circulation (1983)</b>		<b>652,200</b>		

# Texas—Houston

## KRIV-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

Transmitter: 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd., 4-mi. SE of Missouri City.

News Service: AP, UPI.

Satellite Earth Stations: Antennas for Communication & Microdyne, 4.3-meter & 5-meter; Harris & Microdyne receivers.

Network Service: None, independent.

Licensee: Metromedia Television, division of Metromedia Inc.

Studio: 3935 Westheimer Rd., Houston, Tex. 77027.

Telephone: 713-626-2610. TWX: 910-881-6212.

Ownership: Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: August 15, 1971. Sale to present owner by Crest Bcstg. approved by FCC April 6, 1978 (Television Digest, Vol. 17:34).

Represented (sales) by Katz Television.

Represented (engineering) by Hammett & Edison Inc.

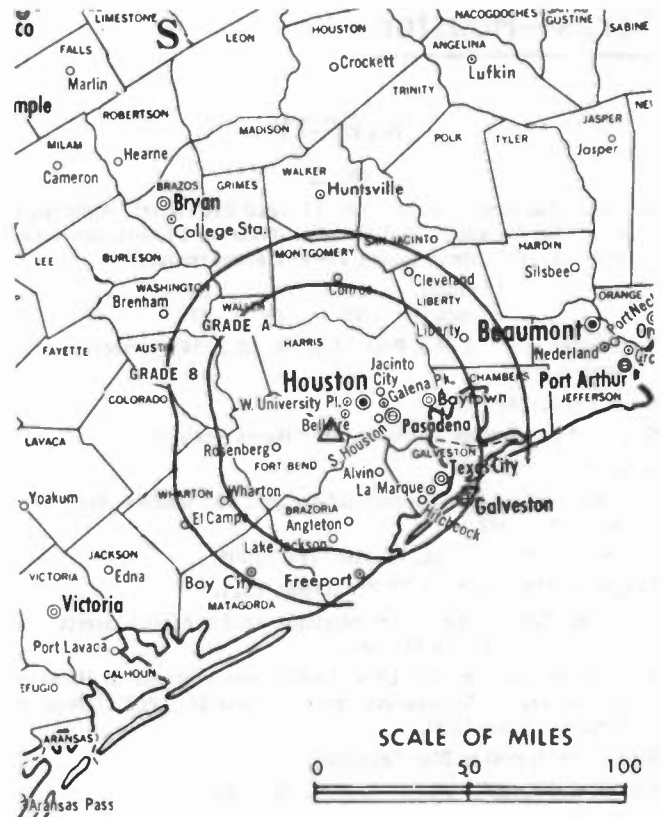
Personnel:

M. JERRY MARCUS, vice president & general manager.  
ROBERT QUDEEN, vice president & general sales manager.  
WENDELL WYBORNY, vice president & chief engineer.  
ANTHONY BURDEN, news director.

Highest 30 Sec. Rate: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Austin	6,900	6,700	97
	Brazoria	60,400	59,700	99
	Chambers	7,000	6,900	99
	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Grimes	5,100	4,900	96
	Harris	954,900	944,600	99
	Liberty	17,800	17,400	98
	Matagorda	14,500	14,200	98
	Montgomery	48,500	47,500	98
	Walker	13,200	12,700	96
	Waller	6,200	6,000	97
	Washington	8,100	7,800	96
<b>LOUISIANA</b>				
<b>Between 25-49%</b>	Calcasieu	60,200	59,500	99



KRIV-TV BMPCT-811014KE Granted 11/15/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Fayette	7,800	7,400	95
	Jackson	5,000	4,900	98
	Jefferson	93,600	92,700	99
	Madison	3,400	3,300	97
	Polk	10,100	9,800	97
	San Jacinto	4,800	4,600	96
	Wharton	14,700	14,400	98
<b>LOUISIANA</b>				
<b>Between 5-24%</b>	East Baton Rouge	135,600	134,100	99
<b>TEXAS</b>				
	Brazos	37,000	36,400	98
	Burleson	4,600	4,400	96
	Hardin	14,900	14,600	98
	Jasper	11,600	11,400	98
	Lavaca	7,400	7,000	95
	Orange	29,900	29,600	99
	Trinity	3,900	3,700	95
	Tyler	6,300	6,100	97
<b>Station Totals</b>		<b>1,720,900</b>	<b>1,697,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>922,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>419,300</b>	

# Texas—Houston

## KTRK-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

Transmitter: 0.5-mi E of S. Post Rd. & FM Rd. 2234 Intersection, near Houston.

News Services: AP, UPI.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 485 Madison Ave., New York, N.Y. 10022.

Studio: 3310 Bissonnet St., Houston, Tex. 77005.

Telephone: 713-666-0713. TWX: 910-881-1511.

Ownership: Capital Cities Communications Inc. 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 Television.

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

KENNETH M. JOHNSON, vice president & general manager.

JIM KEELEY, general sales manager.

WINFRED FRAZIER, local sales manager.

MARTHA McCURDY, national sales manager.

JAMES MASUCCI, operations manager.

NANCY KAY DUKE, business manager.

JESS MITCHELL, chief engineer.

ROBERT SUTTON, chief transmitter engineer.

LARRY AUTRY, production manager.

CHARLES E. WOLF, promotion manager.

JIM TOPPING, news director.

Highest 30 Sec. Rate: \$6500 (regular); \$15,000 (special).

NETWORK BASE HOURLY RATE: \$2800.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Austin	6,900	6,700	97
	Brazoria	60,400	59,700	99
	Calhoun	6,900	6,800	98
	Chambers	7,000	6,900	99
	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Grimes	5,100	4,900	96
	Harris	954,900	944,600	99
	Jackson	5,000	4,900	98
	Liberty	17,800	17,400	98



KTRK-TV BPCT-780825IB Granted 12/12/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	3,400	3,300	97
	Matagorda	14,500	14,200	98
	Montgomery	48,500	47,500	98
	San Jacinto	4,800	4,600	96
	Walker	13,200	12,700	96
	Waller	6,200	6,000	97
	Washington	8,100	7,800	96
	Wharton	14,700	14,400	98

TEXAS				
Between 25-49%	Angelina	23,400	23,000	98
	Brazos	37,000	36,400	98
	Burleson	4,600	4,400	96
	Fayette	7,800	7,400	95
	Houston	7,800	7,500	96
	Polk	10,100	9,800	97
Trinity	3,900	3,700	95	

TEXAS				
Between 5-24%	Jasper	11,600	11,400	98
	Lavaca	7,400	7,000	95
	Leon	4,100	3,900	95
	Robertson	5,800	5,700	98

<b>Station Totals</b>	<b>1,428,400</b>	<b>1,408,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>1,225,700</b>	
<b>Average Daily Circulation (1983)</b>		<b>802,500</b>	

# Texas—Houston

**KTXH**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"  
Longitude 95° 30' 36"

Transmitter: 0.6-mi. E of Missouri City boundary.

News Services: AP, CNN Headline News.

Satellite Earth Station: Harris; 6.1-meter.

Network Service: None, independent.

Grantee: Channel 20 Enterprises, 5701 Woodway, Suite 332, Houston, Tex. 77057.

Studio: 8950 Kirby Dr., Houston, Tex. 77054.

Telephone: 713-661-2020.

Ownership: Channel 20 Inc., 51%; HSA Television Enterprises Inc., 36.86%; Television Investors Inc., 11%. Channel 20 Enterprises ownership: Peter S. McMullen, 13.08%; Sidney Shlenker, 11.58%; Barry Lewis & Allen Becker, 8.4% each; J. Livingston Kosberg, 7.14%; Loyd Hackler, 5.2%; Gay S. Block, 4.9%; David E. LeFevre, 4%; 37 others, none with more than 4% each. Hackler owns 51% of Alpine Publications Inc., publisher of Alpine (Tex.) Avalanche. Shlenker, Kosberg & Lewis have interest in KTXA(TV), Fort Worth, Tex.

Began Operation: Nov. 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983.

Represented (sales) by Seltel Inc.

Represented (legal) by Goldberg & Spector.

Represented (engineering) by Cohen & Dippell, P.C.

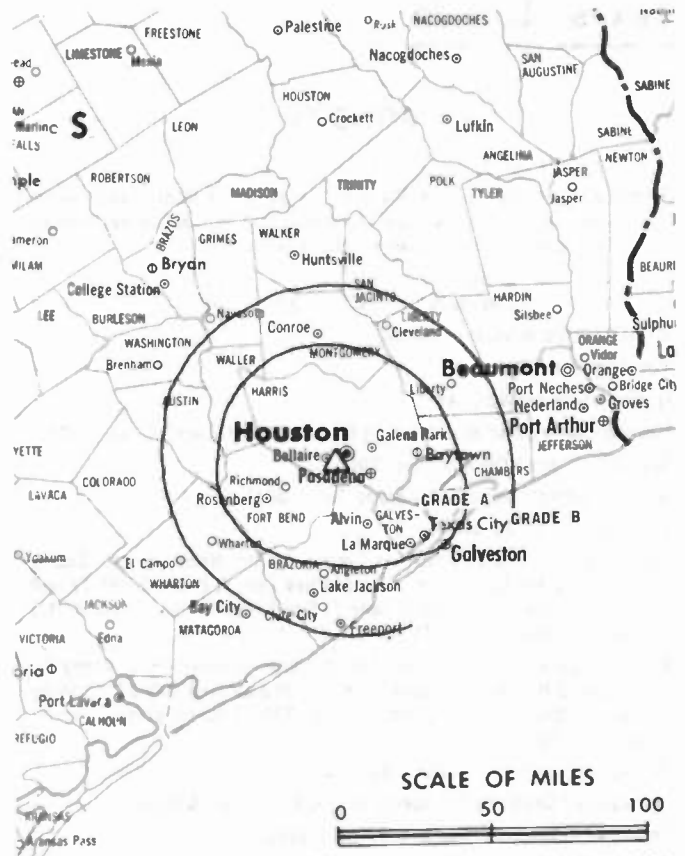
Personnel:

MILTON GRANT, president & general manager.  
EARL L. JONES, vice president & director of sales.  
DREW PFEIFER, station manager & program director.  
SKIPP MOSS, general sales manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Grimes	5,100	4,900	96
Between 5-24%	TEXAS Austin	6,900	6,700	97



BMPCT-820629KE Granted 11/5/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Brazoria	60,400	59,700	99
	Chambers	7,000	6,900	99
	Colorado	7,400	7,200	97
	Fort Bend	46,600	45,800	98
	Galveston	73,500	72,600	99
	Harris	954,900	944,600	99
	Jackson	5,000	4,900	98
	Liberty	17,800	17,400	98
	Matagorda	14,500	14,200	98
	Montgomery	48,500	47,500	98
	San Jacinto	4,800	4,600	96
	Walker	13,200	12,700	96
	Waller	6,200	6,000	97
	Wharton	14,700	14,400	98
<b>Station Totals</b>		<b>1,286,500</b>	<b>1,270,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>261,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>100,500</b>	



# 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. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Islitas.

News Service: AP.

Network Service: NBC, ABC.

Licensee: Gulf Coast Broadcasting Co., Box 2829, Laredo, Tex. 78041.

Studio: 102 West Del Mar Blvd. 78041.

Mailing Address: Box 2829, Laredo, Tex. 78041.

Telephone: 512-727-8888.

Ownership: T. Frank Smith Jr., pres., 88%; Helen Dyess, Evelyn Johnson & Bill McDonald, v.p.s; Marlive Lee, T. Frank Smith IV and Susan Jacobs, 3.08% each; Jane F. Smith, 0.5%. Gulf Coast Bcstg. is also licensee of KRIS-TV, Corpus Christi, Tex.

Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32). Sale to present owner approved Oct. 4, 1977.

Represented (sales) by Katz Television.

Represented (legal) by Boasberg, Hewes, Finkelstein & Klores.

Represented (engineering) by Cohen & Dippell.

### Personnel:

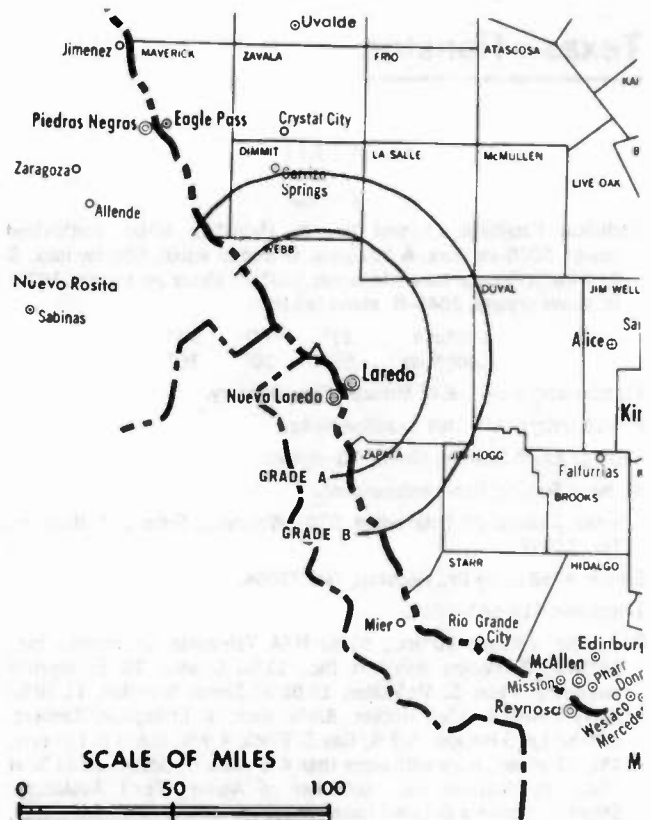
BILL McDONALD, vice president & general manager.  
VELIA HERRERA, office manager & national sales.  
BASIL ANDREW, sales manager.

Highest 30 Sec. Rate (May 1, 1982): \$200.

NETWORK BASE HOURLY RATE: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Jim Hogg	1,800	1,700	94
	Webb	28,100	27,400	98
	Zapata	2,300	2,200	96



KGNS-TV BMPCT-6319 Granted 9/30/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Dimmit	3,400	3,200	94
	La Salle	1,900	1,800	95
	Zavala	3,100	3,000	95
<b>TEXAS</b>				
Between 5-24%	Duval	4,000	3,800	96
	Maverick	8,600	8,100	94
	Starr	7,600	7,300	96
<b>Station Totals</b>		<b>60,800</b>	<b>58,500</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>31,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>19,400</b>	

# Texas—Laredo

## KVTV

Ch. 13

(Satellite of KZTV, Corpus Christi, Tex.)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"  
Longitude 99° 31' 20"

Transmitter: Anna & Shea Sts.

News Service: UPI.

Network Service: CBS.

Licensee: K-SIX Television Inc., Wilson Bldg., 601 Leopard St., Corpus Christi, Tex. 78401.

Studio: Anna & Shea Sts.

Mailing Address: Box 2013, Laredo, Tex. 78041.

Telephone: 512-723-2923.

Ownership: See KZTV, Corpus Christi, Tex.

Began Operation: Dec. 28, 1973.

Represented (sales) by Seltel Inc.

### Personnel:

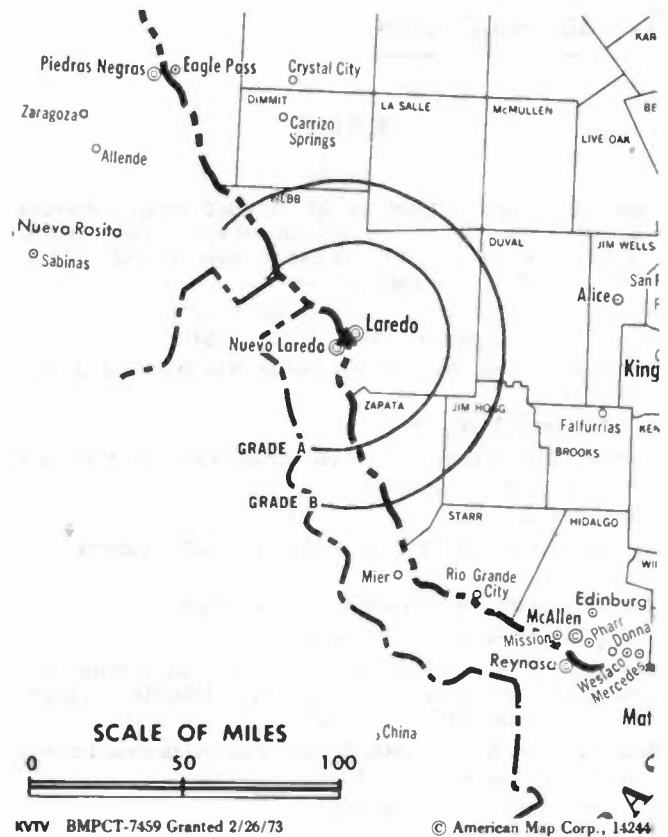
VANN M. KENNEDY, president & general manager.  
RICHARD M. KING, station manager.  
JORGE C. GARZA, program director.  
JUAN CAMPOS, news director.  
DALE TAYLOR, director of engineering.

Rates: On request, in combination with KZTV, Corpus Christi, Tex.

**NETWORK BASE HOURLY RATE: \$140.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Webb	28,100	27,400	98
	Zapata	2,300	2,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Dimmit	3,400	3,200	94
	Duval	4,000	3,800	96
	La Salle	1,900	1,800	95
<b>Station Totals</b>		<b>39,700</b>	<b>38,400</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>29,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>16,400</b>	

# Texas—Lubbock

## KAMC

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: 0.2-mi. SW of intersection of 84th St. & Ave. J, near Lubbock.

News Services: AP, UPI, ABC.

Satellite Earth Stations: Satcom Technology, 9.2-meter; Microwave Assoc. receivers.

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 2805, Lubbock, Tex. 79408.

Studio: 1201 84th 79412. Telephone: 806-745-2828.

Mailing Address: Box 2805, Lubbock, Tex. 79408.

Ownership: Bill B. McAlister Estate (Robert A. Nash, independent executor), 75%; Marjorie Thompson, 25%. McAlister TV Enterprises also owns KMCC(TV), Clovis, N.M.

Began Operation: Nov. 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales) by Katz Television.

Represented (legal) by Leo Resnick.

### Personnel:

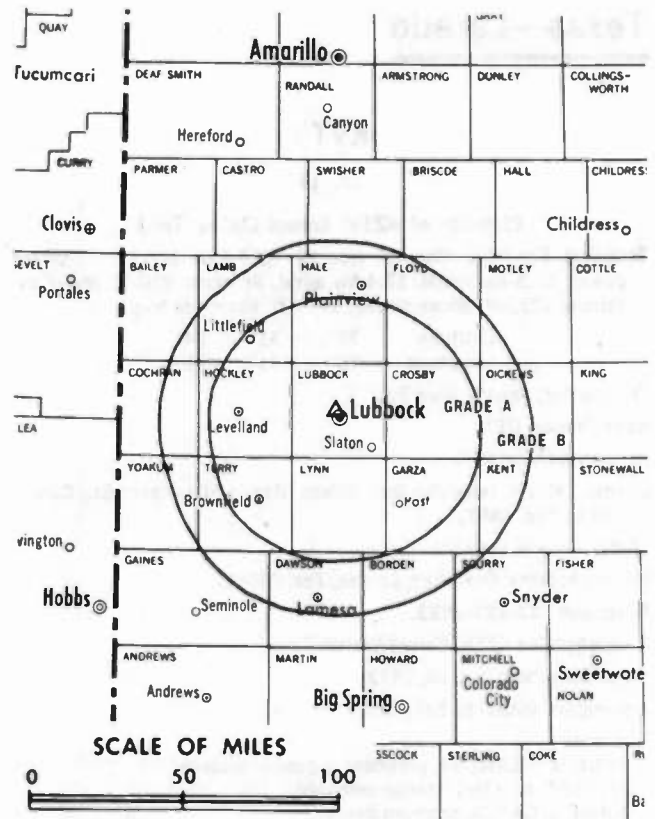
ROBERT A. NASH, president & general manager.  
A. C. WIMBERLY, exec. vice president & program director.  
BILL MADDOX, vice president, national sales.  
ALVIE STRICTLAND, local sales manager.  
PAM BAIRD, news director.

Highest 30 Sec. Rate (Sept. 1982): \$450.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Floyd	3,300	3,300	100
	Gaines	4,500	4,400	99
	Garza	2,000	2,000	100
	Hockley	8,000	7,900	99



KAMC BMPCT-6862 Granted 10/11/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lamb	6,700	6,600	98
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Motley	800	800	100
	Terry	5,100	5,000	98
	Yoakum	3,000	3,000	100
<b>TEXAS</b>				
<b>Between 25-49%</b>	Hale	12,900	12,700	98
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Curry	15,200	14,800	97
<b>TEXAS</b>				
	Castro	3,400	3,300	97
	Kent	400	400	100
	Parmer	3,500	3,500	99
	Swisher	3,300	3,300	100
<b>Station Totals</b>		<b>167,200</b>	<b>165,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>115,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>74,800</b>	

# 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.

News Services: UPI, NBC, CNN, NIWS.

Satellite Earth Stations: Scientific-Atlanta, 7-meter & 10-meter.

Arbitron Data: Figures include KSWs-TV, Roswell, N.M.

Network Service: NBC.

Licensee: Caprock Telecasting Inc., 214 N. Main, Roswell, N.M. 88201.

Studio: 5600 Ave. A, Box 2190, Lubbock 79408.

Telephone: 806-744-1414. TWX: 910-896-4306.

Ownership: Holsum Inc., 100%. For Holsum ownership, see KBIM-TV, Roswell, N.M.

Began Operation: May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (Television Digest, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

W. ROBERT MCKINSEY, vice president & general manager.

CARL MINOR, general sales manager.

ED ZACK, program director.

SHERRELL LAMBERT, director of engineering.

SKIP WATSON, news director.

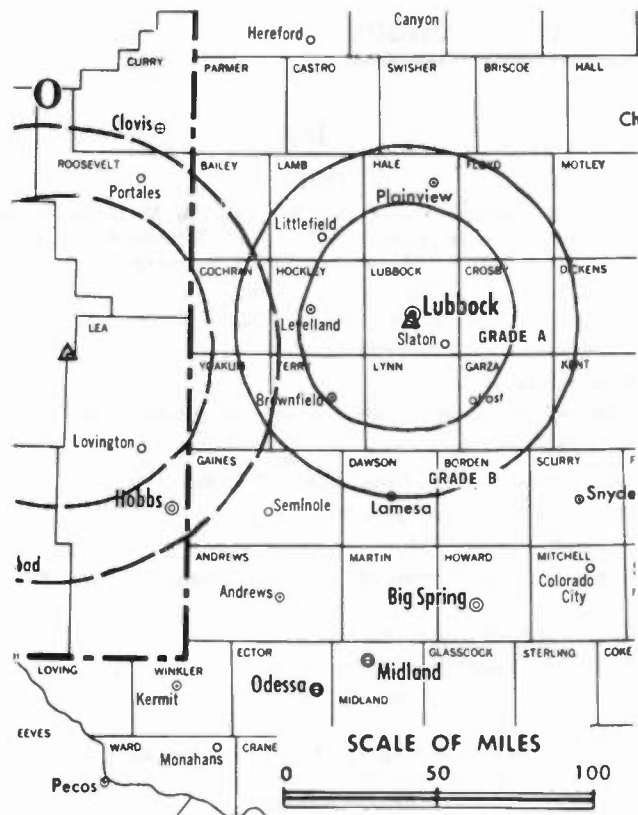
NANCY HAUSSLER, business manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$1215.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Chaves	19,700	19,300	98
	De Baca	1,000	1,000	100
	Eddy	17,600	17,200	98
	Lea North	17,400	17,000	98
	Lincoln	4,600	4,400	96
	Roosevelt	5,800	5,600	97
	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100
Cochran	1,500	1,500	100	
Crosby	2,900	2,900	100	
Dawson	5,500	5,400	98	
Dickens	1,400	1,400	100	
Floyd	3,300	3,300	100	
Gaines	4,500	4,400	99	
Garza	2,000	2,000	100	



KCBD-TV BMPCT-5814 Granted 2/1/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hale	12,900	12,700	98
	Hockley	8,000	7,900	99
	Kent	400	400	100
	King	200	200	100
	Lamb	6,700	6,600	98
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Motley	800	800	100
	Scurry	6,800	6,700	99
	Terry	5,100	5,000	98
Yoakum	3,000	3,000	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Lea South	2,600	2,500	96
	<b>TEXAS</b>			
	Castro	3,400	3,300	97
Hudspeth	800	800	100	
Swisher	3,300	3,300	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
	Curry	15,200	14,800	97
	Otero	15,400	15,000	97
	Quay	4,200	4,000	95
<b>TEXAS</b>				
Briscoe	1,000	1,000	100	
Parmer	3,500	3,500	99	

<b>Station Totals</b>	<b>265,300</b>	<b>260,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>192,600</b>	
<b>Average Daily Circulation (1983)</b>		<b>121,300</b>	

# Texas—Lubbock

## KJAA

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3732.5-kw visual, 373.25-kw aural. Antenna: 915-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"  
Longitude 101° 52' 20"

Transmitter: 100th & University, Lubbock.

News Service: INN.

Satellite Earth Stations: Prodelin, 5-meter; Microdyne receivers.

Network Service: None, independent.

Licensee: Troy Raymond Moran, Box 3757, Lubbock, Tex. 79452.

Studio: 100th & University, Lubbock 79415.

Telephone: 806-795-4334.

Ownership: Troy Raymond Moran, 100%. Moran also owns KJTV, Amarillo, Tex.

Began Operation: Dec. 10, 1981.

Represented (sales) by Seltel Inc.

Represented (legal) by Eugene L. Burke.

### Personnel:

RAY MORAN, general manager & general sales manager.

GUY SMITH, chief engineer.

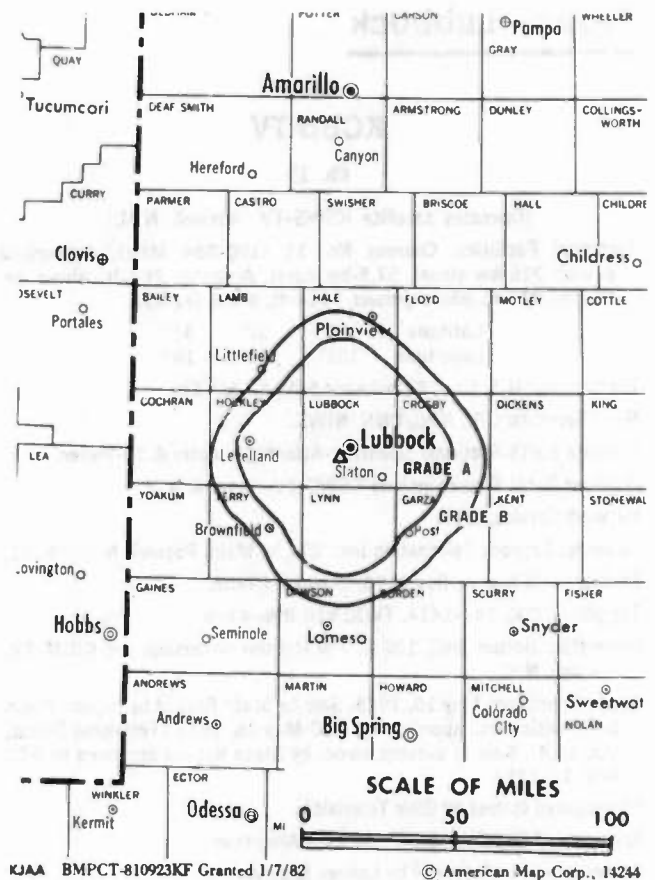
BRAD MORAN, national sales manager.

JOHN LAWLOR, operations manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Crosby	2,900	2,900	100
	Hockley	8,000	7,900	99
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Terry	5,100	5,000	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Hale	12,900	12,700	98
	Lamb	6,700	6,600	98
	Mitchell	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 5-24%</b>	Bailey	2,700	2,700	100
	Castro	3,400	3,300	97
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Floyd	3,300	3,300	100
	Gaines	4,500	4,400	99
	Garza	2,000	2,000	100
	Motley	800	800	100
	Yoakum	3,000	3,000	100
	<b>Station Totals</b>		<b>148,100</b>	<b>146,500</b>
<b>Net Weekly Circulation (1983)</b>			<b>68,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>29,000</b>	

# Texas—Lubbock

## KLBK-TV

Ch. 13

(Also operates affiliated KTXS-TV, Sweetwater-Abilene)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 4-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Prima Inc., Box 1559, Lubbock, Tex. 79408.

Studio: 7400 University Ave., Lubbock, Tex. 79423.

Telephone: 806-745-2345. TWX: 910-896-4321.

Ownership: Charles Woods, 50%; Robert L. Dudley, 50%. For other Woods interests, see Group Ownership of TV Stations. Dudley owns 15% of WSME-AM-FM, Sanford, Me.

Began Operation: Nov. 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (Television Digest, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co., Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to present owners conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kenkel & Barnard.

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

Personnel:

CHARLES WOODS, general manager.  
BILL de TOURNILLON JR., general sales manager.  
DAVID WOODS, operations manager.  
DON KING, chief engineer.  
JACK McGEE, production manager.

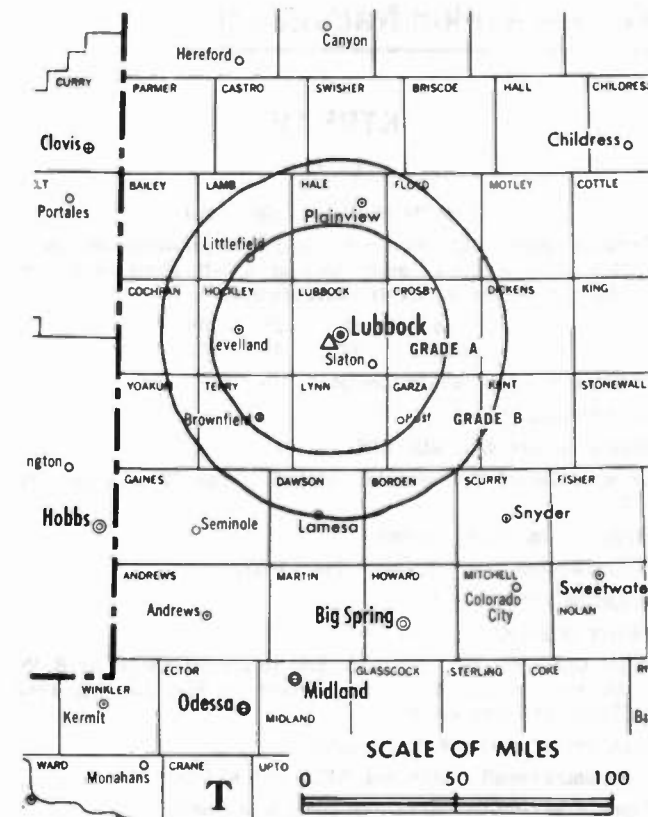
Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate (Feb. 28, 1983): \$500.

NETWORK BASE HOURLY RATE: \$860.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100



KLBK-TV BPCT-4059 Granted 12/27/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Floyd	3,300	3,300	100
	Gaines	4,500	4,400	99
	Garza	2,000	2,000	100
	Hale	12,900	12,700	98
	Hockley	8,000	7,900	99
	Kent	400	400	100
	King	200	200	100
	Lamb	6,700	6,600	98
	Lubbock	78,000	77,300	99
	Lynn	2,800	2,800	100
	Motley	800	800	100
	Scurry	6,800	6,700	99
Terry	5,100	5,000	98	
Yoakum	3,000	3,000	100	
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Castro	3,400	3,300	97
	Swisher	3,300	3,300	100
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Briscoe	1,000	1,000	100
	Parmer	3,500	3,500	99
	Sterling	400	400	100
<b>Station Totals</b>		<b>160,400</b>	<b>158,800</b>	<b>99</b>
<b>Net Weekly Circulation (1983)</b>			<b>137,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>91,300</b>	

# Texas—Lufkin-Nacogdoches

## 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.

News Service: AP.

Network Service: ABC, NBC, CBS.

Licensee: Buford Television Inc. of Lufkin, Box 729, Lufkin, Tex. 75901.

Studio: 1.4-mi. NW of Clawson.

Mailing Address: Box 729, Lufkin, Tex. 75901.

Telephone: 713-634-7771.

Ownership: See 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 Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

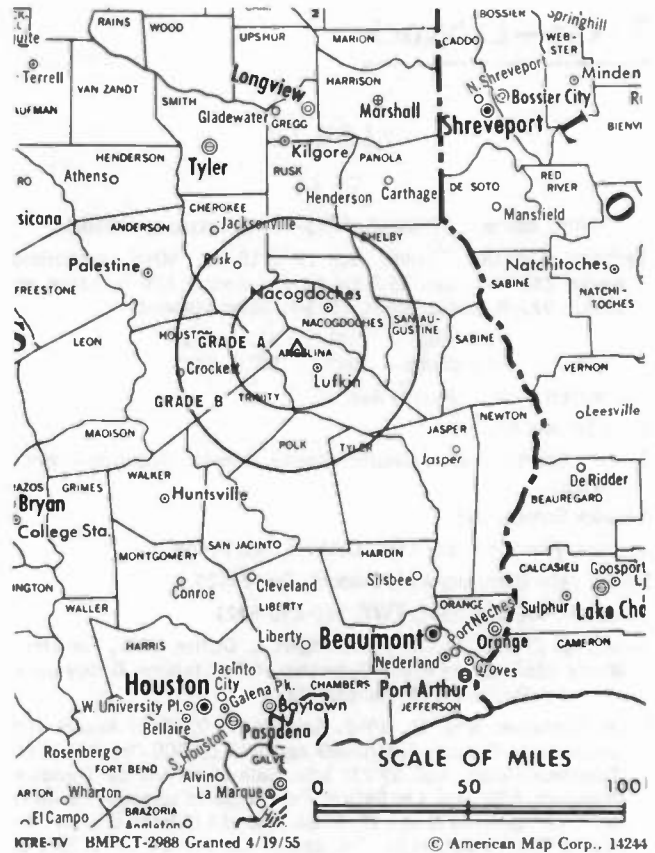
ROBERT P. BUFORD, chairman of the board.  
FRANK E. MELTON, president.  
TOM RAMEY, general manager.  
MARK ZINDLER, sales manager.  
BRAD STREIT, station manager.

Rates: Sold in combination with KLTV, Tyler-Longview, Tex.

NETWORK BASE HOURLY RATE: \$335.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Angelina	23,400	23,000	98
	Houston	7,800	7,500	96
	Nacogdoches	17,800	17,300	97
	San Augustine	3,400	3,300	97
	Trinity	3,900	3,700	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Polk	10,100	9,800	97
	Sabine	3,600	3,400	96
	Walker	13,200	12,700	96
<b>TEXAS</b>				
<b>Between 5-24%</b>	Cherokee	14,400	14,000	97
	Grimes	5,100	4,900	96
	Jasper	11,600	11,400	98
	Shelby	9,000	8,800	97
	Tyler	6,300	6,100	97
<b>Station Totals</b>		<b>129,600</b>	<b>125,900</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>66,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>43,700</b>	

# Texas—Midland & Odessa

**KMID-TV**

Ch. 2



**AVERY-KNODEL TELEVISION**

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.

News Services: CNN Headline News, NIWS.

Satellite Earth Stations: Scientific-Atlanta & Harris, 5-meter, 5-meter & 7-meter; Scientific-Atlanta & Harris receivers.

Network Service: ABC.

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal 79711.

Telephone: 915-563-2222, Midland. TWX: 910-897-5682.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; Estate of E. G. Rodman, 12.3%; R. H. Drewry, director, 29%; T. R. Warkentin heirs, 18.4%; Paul Davis, 5.2%; Estate of Ida Elizabeth Oliver, 5.2%; 4 other stockholders, none owns over 5.2%. R. H. Drewry and Warkentin heirs are stockholders in KSWO-TV-AM, Lawton, Okla.; KRHD-AM-FM, Duncan, Okla. Midessa TV owns 50% of KFDA-TV, Amarillo, Tex. Note: Sale pends (Television Digest, Vol. 23:38).

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by James E. Greeley.

Personnel:

RAY HERNDON, vice president & general manager.

JOHN FOSTER, station manager & film buyer.

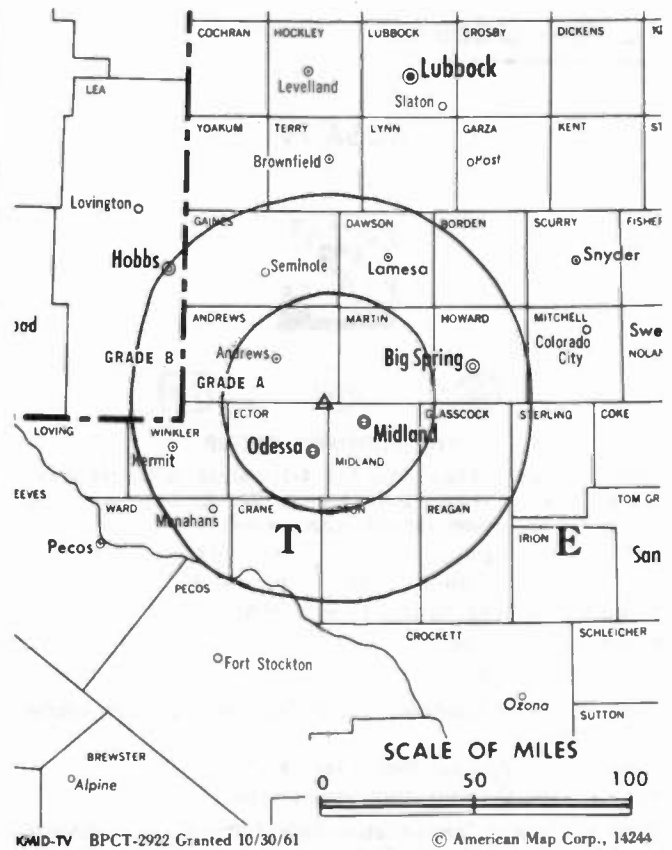
GRADY WOODWARD, chief engineer.

Highest 30 Sec. Rate (July 29, 1983): \$280.

NETWORK BASE HOURLY RATE: \$650.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Lea South	2,600	2,500	96
	<b>TEXAS</b>			
	Andrews	4,700	4,600	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Crockett	1,600	1,600	100
	Dawson	5,500	5,400	98
	Ector	44,300	43,900	99
	Glasscock	400	400	100
	Howard	12,000	11,900	99
	Jeff Davis	600	600	100



KMID-TV BPCT-2922 Granted 10/30/61

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Martin	1,600	1,600	100
	Midland	32,400	32,100	99
	Pecos	4,700	4,600	98
	Reagan	1,300	1,300	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	4,900	4,800	98
	Winkler	3,400	3,400	100
	<b>Between 25-49%</b>	<b>NEW MEXICO</b>		
Lea North		17,400	17,000	98
<b>TEXAS</b>				
Gaines		4,500	4,400	99
<b>Between 5-24%</b>	Irlon	500	500	100
	Presidio	1,700	1,600	94
	Yoakum	3,000	3,000	100
	<b>TEXAS</b>			
Borden	300	300	100	
Floyd	3,300	3,300	100	
Kent	400	400	100	
Mitchell	3,300	3,200	97	
Schleicher	1,000	1,000	100	
<b>Station Totals</b>		<b>166,900</b>	<b>164,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>126,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>75,800</b>	



# Texas—Odessa

**KOSA-TV**

Ch. 7



**THE FORWARD GROUP**

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' 41.0"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

News Services: AP, UPI.

Network Service: CBS.

Licensee: Forward Communications of Texas Inc., Box 4186, Odessa, Tex. 79760.

Studio: 1211 N. Whitaker, Odessa, Tex. 79760.

Telephone: 915-337-8301. TWX: 910-897-5504.

Ownership: Forward Communications Corp., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Jan. 1, 1956. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973.

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

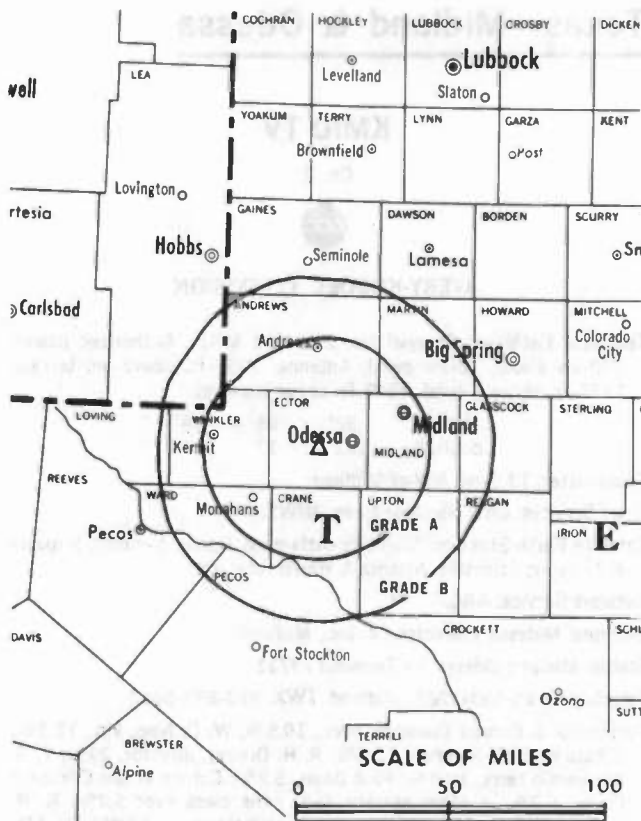
- DOYCE ELLIOTT, president & general manager.
- TOM HUGHES, station manager.
- VIC LUDINGTON, national sales manager.
- ED COSTELLO, local sales manager.
- BOB STEPHENS, vice president, engineering.
- JON McCALL, news director.

Highest 30 Sec. Rate: \$475.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Lea South	2,600	2,500	96
	<b>TEXAS</b>			
	Andrews	4,700	4,600	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Crockett	1,600	1,600	100
	Culberson	1,000	1,000	100
	Ector	44,300	43,900	99



KOSA-TV BMPCT-4369 Granted 11/26/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Glasscock	400	400	100
	Howard	12,000	11,900	99
	Jeff Davis	600	600	100
	Martin	1,600	1,600	100
	Midland	32,400	32,100	99
	Pecos	4,700	4,600	98
	Presidio	1,700	1,600	94
	Reagan	1,300	1,300	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	4,900	4,800	98
	Winkler	3,400	3,400	100
Between 25-49%	<b>NEW MEXICO</b>			
	Lea North	17,400	17,000	98
	<b>TEXAS</b>			
Between 5-24%	Dawson	5,500	5,400	98
	Gaines	4,500	4,400	99
Between 5-24%	<b>TEXAS</b>			
	Edwards	700	700	100
	Yoakum	3,000	3,000	100
<b>Station Totals</b>		<b>159,800</b>	<b>157,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>126,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>86,400</b>	

# Texas—Odessa

## KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, Tex.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-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.

News Service: UPI.

Satellite Earth Stations: ADM, 5-meter; Microdyne receivers.

Arbitron Data: Figures include KWAB-TV, Big Spring, Tex.

Network Service: ABC.

Licensee: Permian Basin TV Corp., Box 6699, Midland 79701.

Studio: Between U.S. 80 & I-20, County Rd. 128W.

Mailing Address: Box 6699, Midland, Tex. 79701.

Telephone: 915-563-4210. TWX: 910-897-5642.

Ownership: Richard F. Shively, chmn. of board & chief exec. officer, 22.84%; John B. Tupper, pres.-treas., 22.84%; Charlene Armijo Knipking, v.p., 3.32%; John Salazar, secy., 10%; Ernest J. Orono, 12.56%; Raymond G. Sanchez, 10%; Albert J. Montano & Siegfried G. Montano Jr., 6.28% each; Martin I. Mondlick, 3.32%; Mucio Yslas Jr. & Tima J. Yslas, 2.56% jointly. Shively has interest in KNOP-TV, North Platte, Neb.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to present owner conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (Television Digest, Vol. 20:13).

Represented (sales) by Blair Television.

Represented (legal) by James E. Greeley.

Represented (engineering) Robert L. Purcell.

Personnel:

BOB GOOD, general manager.  
DAVE ORRELL, sales manager.  
CARL ROGERS, operations manager.  
HARLAND O. JOHNSON, director of engineering.

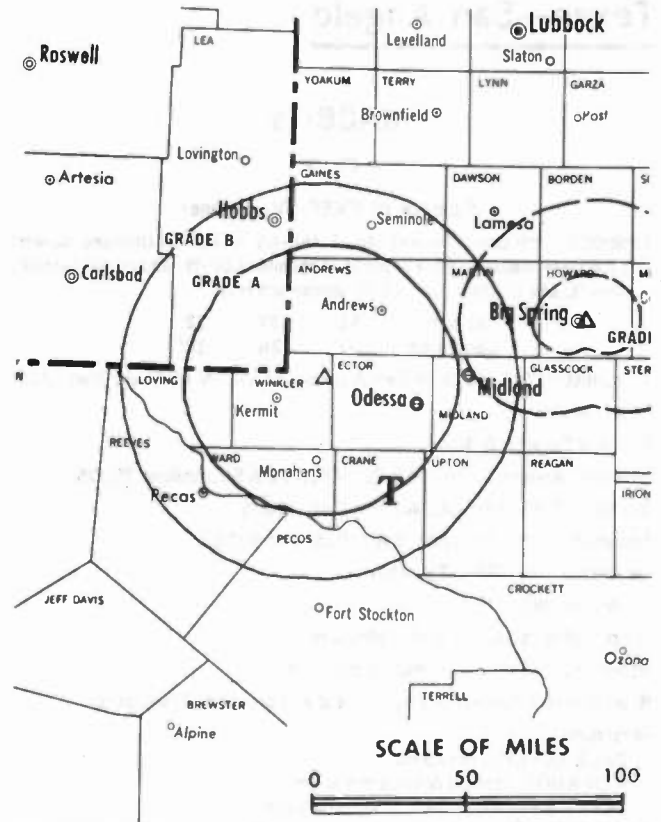
Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (July 25, 1983): \$375.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Lea South	2,600	2,500	96
	<b>TEXAS</b>			
	Andrews	4,700	4,600	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Culberson	1,000	1,000	100
	Ector	44,300	43,900	99
	Howard	12,000	11,900	99



KTPX BPCT-3000 Granted 7/25/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jeff Davis	600	600	100
	Martin	1,600	1,600	100
	Midland	32,400	32,100	99
	Pecos	4,700	4,600	98
	Presidio	1,700	1,600	94
	Reagan	1,300	1,300	100
	Reeves	4,800	4,700	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	4,900	4,800	98
Winkler	3,400	3,400	100	

TEXAS				
Between 25-49%	Crockett	1,600	1,600	100
	Gaines	4,500	4,400	99
	Glasscock	400	400	100
	Hudspeth	800	800	100
	Mitchell	3,300	3,200	97

NEW MEXICO				
Between 5-24%	Lea North	17,400	17,000	98

TEXAS				
	Borden	300	300	100
	Dawson	5,500	5,400	98
	Garza	2,000	2,000	100
	Sterling	400	400	100
	Yoakum	3,000	3,000	100

Station Totals	165,900	163,700	98
Net Weekly Circulation (1983)		114,100	
Average Daily Circulation (1983)		60,200	

# 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: 600-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, 0.4-mi. W of State Hwy. 208.

News Service: AP.

Network Service: NBC.

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene 79605.

Studio: 4510 S. 14th St., Abilene, Tex. 79605.

Telephone: 915-692-4242. TWX: 915-492-9210.

Ownership: See KRBC-TV, Abilene.

Began Operation: Feb. 8, 1962.

Represented (sales) by Blair Television.

Represented (legal) by Kenkel & Barnard.

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

### Personnel:

DALE ACKERS, president.

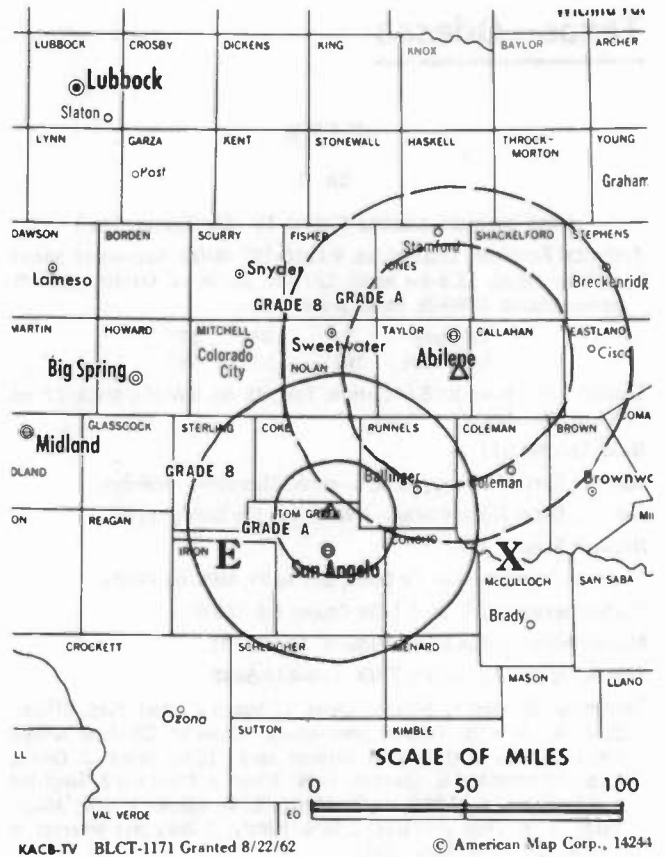
KEN KNOX, station & sales manager.

JERRY SHACKELFORD, program director.

GENE SMITH, chief engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Bonus.



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## Texas—San Angelo

### KIDY

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 946-ft. above av. terrain, 1000-ft. above ground, 3100-ft. above sea level.

Latitude 31° 37' 25"  
Longitude 100° 32' 25"

Requests modification of CP for change to 907-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level, lat. 31° 35' 21", long. 100° 31' 00"; transmitter to 1.95-mi. N of intersection of US 87 & Marsh Rd., San Angelo.

Transmitter: 9-mi. NW of San Angelo.

News Service: AP.

Satellite Earth Station: In operation.

Network Service: None, independent.

Grantee: Sage Bcstg. Corp., 406 S. Irving, San Angelo, Tex. 76903.

Studio: 406 S. Irving, San Angelo, Tex. 46903.

Telephone: 915-658-2666.

Ownership: Raymond G. Schindler, pres., 82%; Paris Schindler, v.p., 5%; Timothy R. Brown, secy., 5%; Jo Edgell, treas.-asst. secy., 2%; Bill Carter, 2%; Anne-Marie Barrakes Alvarez, 3%; Oliver & Rosetta Bell, 1%.

Due to Begin Operation: Nov. 1983.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Fred L. Zelner (Amarillo, Tex.).

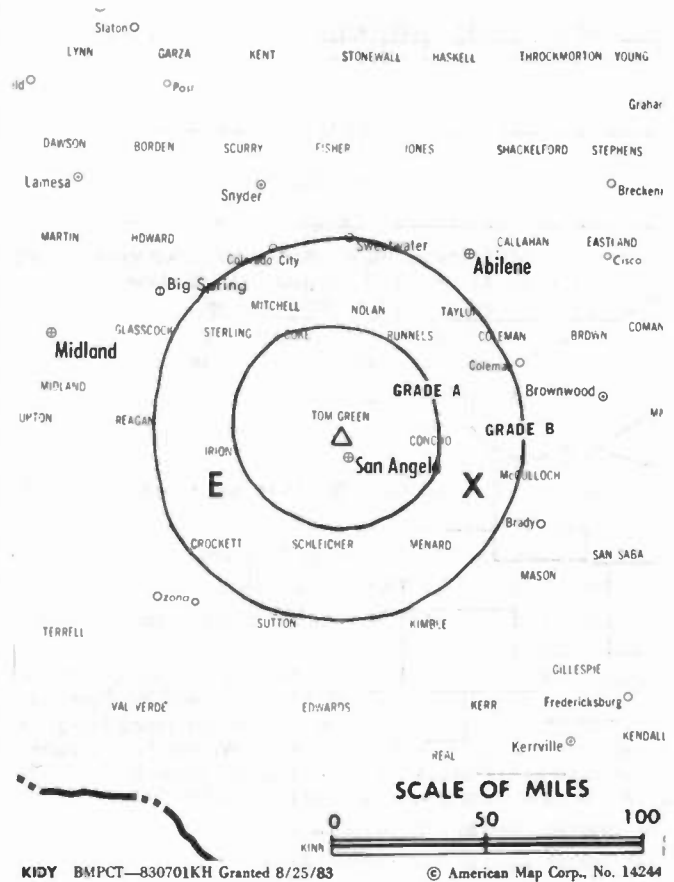
Personnel:

RAYMOND G. SCHINDLER, president.

RON ADKINS, operations manager.

ED MATEO, chief engineer.

Highest 30 Sec. Rate (Nov. 1, 1983): \$140.



Station Totals do not include Counties  
in which Circulation is less than 5%

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# Texas—San Angelo

## KLST

(formerly KCTV)

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"  
Longitude 100° 02' 48"

Transmitter: 3.3-mi. SE of Eola.

News Service: AP.

Network Service: CBS.

Licensee: Jewell Television Corp., Box 1941, San Angelo, Tex. 76902.

Studio: 1011 E. 28th St.

Mailing Address: Box 1941, San Angelo, Tex. 76902.

Telephone: 915-655-7383. TWX: 510-871-3805.

Ownership: T. B. Lanford Estate, 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 Jan. 20, 1971.

Represented (sales) by Katz Televison.

Represented (legal) by Wiley, Johnson & Rein.

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

### Personnel:

JOHN McGEE, general manager.

EDDY SMITH, chief engineer.

SANDRA WRIGHT, national sales secretary.

GORDON HAY, operations/programming director.

MARSHAL TWOMBLY, local/regional sales manager.

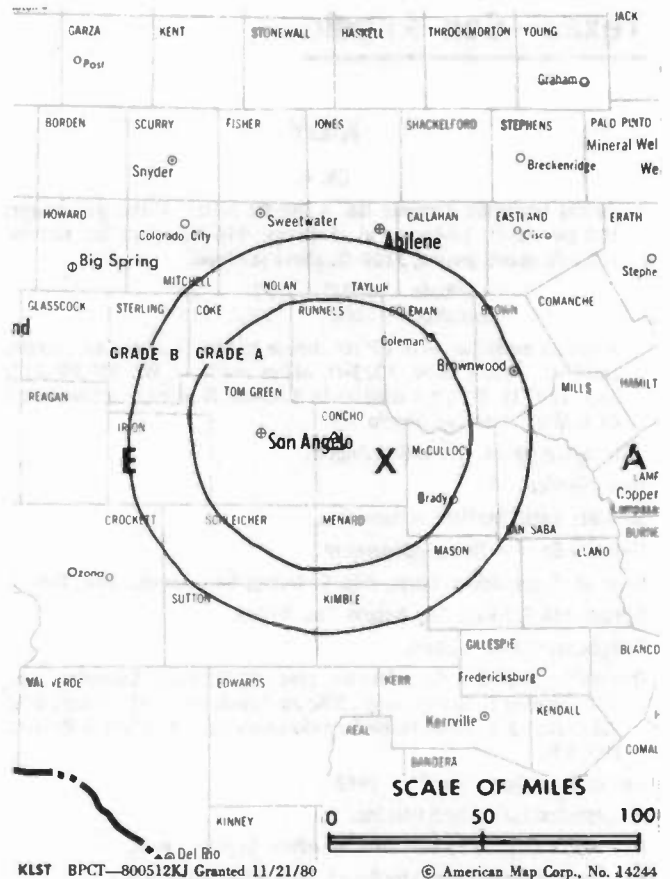
Highest One Hour Rate: \$900.

Highest 30 Sec. Rate (March 6, 1983): \$400.

NETWORK BASE HOURLY RATE: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Irion	500	500	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,400	3,300	97



KLST BPCT—800512KJ Granted 11/21/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Menard	900	800	89
	Runnels	4,500	4,400	98
	Schleicher	1,000	1,000	100
	Sterling	400	400	100
	Sutton	1,800	1,700	94
	Tom Green	32,600	32,100	99
Between 25-49%	TEXAS			
	Coleman	4,300	4,200	98
	Crockett	1,600	1,600	100
Between 5-24%	TEXAS			
	Brown	13,300	13,000	97
	Mason	1,500	1,400	93
	Nolan	6,600	6,500	98
	Reagan	1,300	1,300	100
Station Totals		77,700	76,100	97
Net Weekly Circulation (1983)			47,000	
Average Daily Circulation (1983)			32,800	

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# 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.

News Service: NIWS, Newscope.

Satellite Earth Stations: Transmit/recv, Satcom Technologies, 9.2-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., Box TV 5, San Antonio 78299.

Studio: 5400 Fredericksburg Rd., San Antonio, Tex. 78205.

Telephone: 512-366-5000. TWX: 910-871-1012.

Ownership: Harte-Hanks Communications Inc., 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. For additional Harte-Hanks newspapers, see Newspaper Ownership of TV Stations. Harte-Hanks also controls WTLV, Jacksonville, Fla.; WFMY-TV, Greensboro, N.C.; KYTV(TV), Springfield, Mo.; WSGN(AM), Birmingham, Ala.; KOY & KRFM(FM), Phoenix, Ariz.; WLCY & WRBQ(FM), Tampa-St. Petersburg, Fla.; WEZI(FM), Memphis, Tenn.; KULF & KYND(FM), Houston-Pasadena, Tex.; WRVA & WRVQ(FM), Richmond, Va.; KMKJ(FM) Lake Oswego, Ore.

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 Katz Television.

Represented (legal) by Arnold & Porter.

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

Personnel:

WILLIAM G. MOLL, president, broadcast/entertainment division, Harte-Hanke Communications Inc.

GEORGE H. ANDERSON, president, TV Group, Harte-Hanke Television Inc.

LINDA RIOS BROOK, general manager.

DAVE SANKOVICH, general sales manager.

JACK DONAHUE, national sales manager.

JERRY NORDSIEK, chief engineer.

JERRY COPELAND, operations manager.

BOB ROGERS, director of news & public affairs.

DEBRA FRAZIER, director of creative services.

PATTY JERNBERG, program manager.

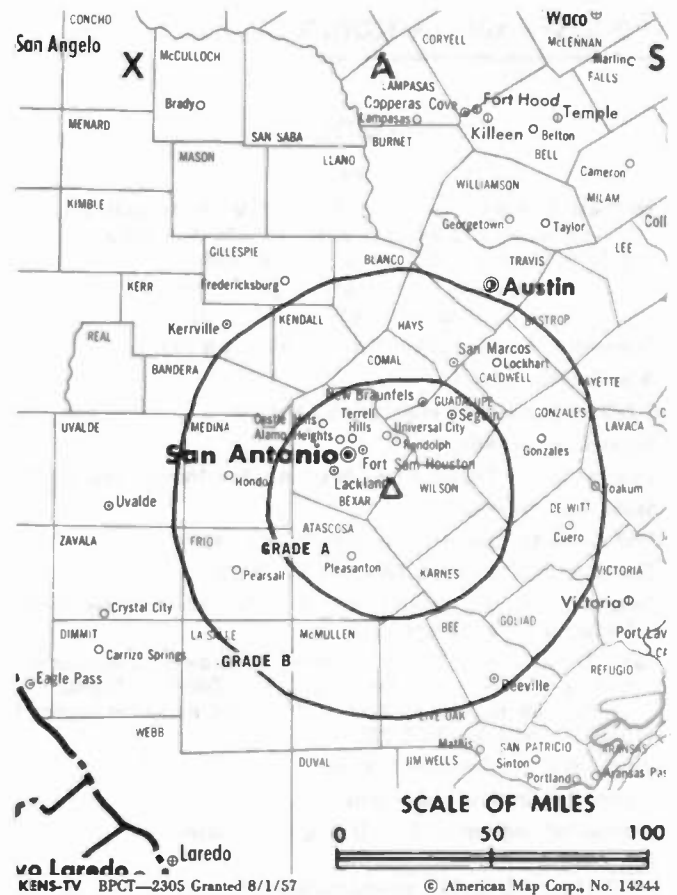
RACHEL SOLES, business manager.

Highest 30 Sec. Rate (May 1983): \$2700.

NETWORK BASE HOURLY RATE: \$1150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Atascosa	8,800	8,600	98
	Bandera	3,100	3,100	100
	Bee	8,500	8,300	98
	Bexar	341,200	336,600	99
	Blanco	2,100	2,100	100
	Caldwell	7,800	7,600	97
	Comal	14,300	14,100	99
	De Witt	7,100	6,900	97
	Dimmit	3,400	3,200	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Edwards	700	700	100
	Frio	4,300	4,100	96
	Gillespie	5,500	5,300	96
	Goliad	1,900	1,800	95
	Gonzales	6,000	5,900	98
	Guadalupe	17,100	16,800	98
	Hays	14,000	13,700	98
	Karnes	4,800	4,700	98
	Kendall	4,100	4,000	98
	Kerr	12,100	11,800	98
	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,400	7,000	95
	Live Oak	3,600	3,500	97
	Mcmullen	300	300	100
	Maverick	8,600	8,100	94
	Medina	7,900	7,700	97
	Real	900	900	94
	Uvalde	7,400	7,200	97
Val Verde	11,100	10,700	96	
Victoria	25,100	24,500	98	
Wilson	5,900	5,700	97	
Zavala	3,100	3,000	95	

<b>TEXAS</b>				
Between 5-24%	Burnet	7,700	7,600	99
	Colorado	7,400	7,200	97
	Duval	4,000	3,800	96
	Jackson	5,000	4,900	98
	Kimble	1,600	1,500	94
	Mason	1,500	1,400	93
	Travis	175,700	173,300	99
	Webb	28,100	27,400	98

<b>Station Totals</b>	<b>781,800</b>	<b>767,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>502,500</b>	
<b>Average Daily Circulation (1983)</b>		<b>335,700</b>	

# Texas—San Antonio

## KMOL-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.

News Services: AP, CNN.

Satellite Earth Station: In operation, 7.5-meter.

Network Service: NBC.

Licensee: United Television Inc., Box 2641, San Antonio, Tex. 78299.

Studio: 1031 Navarro St.

Mailing Address: Box 2641, San Antonio, Tex. 78299.

Telephone: 512-226-4251. TWX: 512-571-0920.

Ownership: United Television Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975. (Television Digest, Vol. 14:48). Sale to Avco by Hugh Half Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales) by Blair Television.

Represented (legal) by Hogan & Hartson.

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

Personnel:

EDWARD V. CHEVIOT, general manager.

MORTON A. BARRETT, general sales manager.

KEVIN DONOHUE, sales manager.

JACK CARROLL, operations manager.

JAY SOLOMON, news director.

HAROLD FRIESENHAHN, chief engineer.

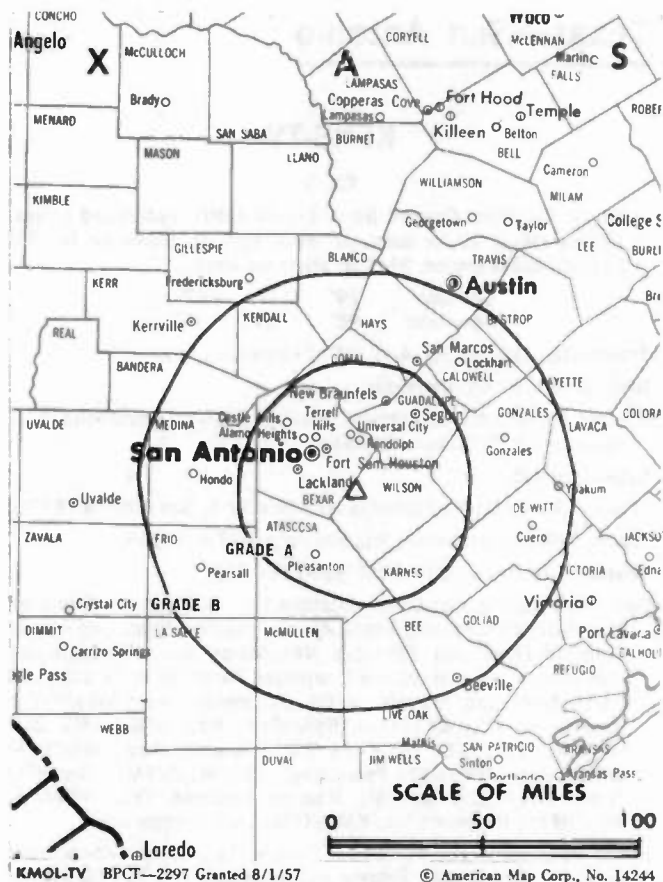
MARIA ELENA TORRALVA, community services director.

Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Atascosa	8,800	8,600	98
	Bandera	3,100	3,100	100
	Bee	8,500	8,300	98
	Bexar	341,200	336,600	99
	Caldwell	7,800	7,600	97
	Comal	14,300	14,100	99
	De Witt	7,100	6,900	97
	Dimmit	3,400	3,200	94
	Edwards	700	700	100
	Frio	4,300	4,100	96
	Gillespie	5,500	5,300	96
	Goliad	1,900	1,800	95
	Gonzales	6,000	5,900	98
	Guadalupe	17,100	16,800	98
	Hays	14,000	13,700	98
	Karnes	4,800	4,700	98
Kendall	4,100	4,000	98	
Kerr	12,100	11,800	98	



KMOL-TV BPCT—2297 Granted 8/1/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,400	7,000	95
	Live Oak	3,600	3,500	97
	Mcmullen	300	300	100
	Maverick	8,600	8,100	94
	Medina	7,900	7,700	97
	Real	900	900	94
	Uvalde	7,400	7,200	97
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Blanco	2,100	2,100	100
	Victoria	25,100	24,500	98
	Webb	28,100	27,400	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Bastrop	9,600	9,300	97
	Calhoun	6,900	6,800	98
	Colorado	7,400	7,200	97
	Fayette	7,800	7,400	95
	Jackson	5,000	4,900	98
	Kimble	1,600	1,500	94
	Mason	1,500	1,400	93
	Wharton	14,700	14,400	98
	<b>Station Totals</b>		<b>633,400</b>	<b>620,800</b>
<b>Net Weekly Circulation (1983)</b>			<b>460,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>268,200</b>	

# Texas—San Antonio

## KSAT-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-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 Elmendorf, Tex.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: The Outlet Co., Box 2478, San Antonio, Tex. 78298.

Studio: 1408 N. St. Mary's St.

Mailing Address: Box 2478, San Antonio, Tex. 78298.

Telephone: 512-226-7611. TWX: 910-871-1022.

Ownership: The Outlet Co. For other interests, see Group Ownership of TV Stations.

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 Petry Television Inc.

Represented (legal) by Sundlun, George, Scher & Singer.

Personnel:

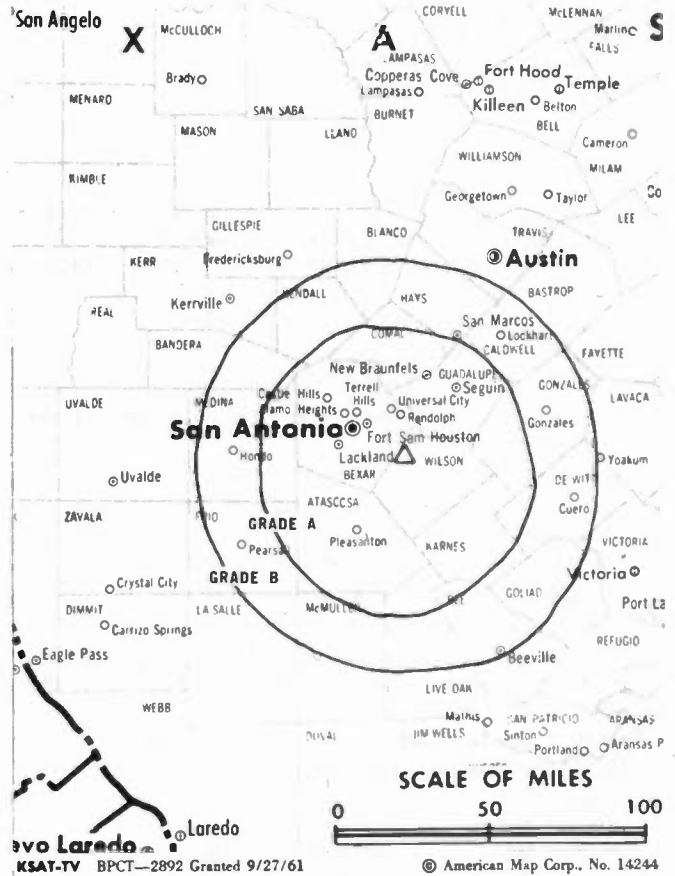
- JOSEPH S. SINCLAIR, company chairman.
- BRUCE G. SUNDLUN, company president & chief exec. officer.
- DAVID E. HENDERSON, president, broadcast division.
- JAMES SCHIAVONE, vice president & general manager.
- RICHARD ANDRYCHA, program manager.
- JACK DIX, general sales manager.
- JEFF CASH, national sales manager.
- DAVID CARR, chief engineer.
- CHARLES B. CRAIG, business manager.
- WILLIAM CHURCH, news director.
- LYDIA ALEGRIA, community affairs director.
- JEANNE JANES, advertising/promotion manager.
- JIM PIPKIN, production manager.

Highest 30 Sec. Rate (Sept. 26, 1983): \$1800.

NETWORK BASE HOURLY RATE: \$1025.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	8,800	8,600	98
	Bandera	3,100	3,100	100
	Bee	8,500	8,300	98
	Bexar	341,200	336,600	99
	Caldwell	7,800	7,600	97
	Comal	14,300	14,100	99
	De Witt	7,100	6,900	97
	Dimmit	3,400	3,200	94
	Edwards	700	700	100
	Frio	4,300	4,100	96
	Gillespie	5,500	5,300	96
	Goliad	1,900	1,800	95
	Gonzales	6,000	5,900	98
	Guadalupe	17,100	16,800	98
	Hays	14,000	13,700	98
	Karnes	4,800	4,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kendall	4,100	4,000	98
	Kerr	12,100	11,800	98
	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,400	7,000	95
	Live Oak	3,600	3,500	97
	McMullen	300	300	100
	Maverick	8,600	8,100	94
	Medina	7,900	7,700	97
	Real	900	900	94
	Uvalde	7,400	7,200	97
	Val Verde	11,100	10,700	96
	Victoria	25,100	24,500	98
	Webb	28,100	27,400	98
Wilson	5,900	5,700	97	
Zavala	3,100	3,000	95	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Blanco	2,100	2,100	100
	Fayette	7,800	7,400	95
Mason	1,500	1,400	93	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Bastrop	9,600	9,300	97
	Burnet	7,700	7,600	99
	Calhoun	6,900	6,800	98
	Duval	4,000	3,800	96
	Kimble	1,600	1,500	94
	Llano	4,700	4,600	98
Travis	175,700	173,300	99	

Station Totals	798,400	783,600	98
Net Weekly Circulation (1983)		513,900	
Average Daily Circulation (1983)		326,500	



# Texas—San Antonio

## KWEX-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"  
Longitude 98° 29' 26"

Transmitter: 411 E. Durango.

News Services: UPI, ITNA, Televisa.

Satellite Earth Stations: Transmit/receive, Scientific-Atlanta, 10-meter & 4-meter.

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., Box 9225, San Antonio, Tex. 78204.

Studio: 411 E. Durango 78204. Telephone: 512-227-4141.

Mailing Address: Box 9225, San Antonio, Tex. 78204.

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 (engineering) by Jules Cohen & Associates.

### Personnel:

EMILIO NICOLAS, president & general manager.  
JAMES R. MEEK, v.p. & director of engineering.  
ARMANDO SOLIS, vice president & comptroller.  
EVA HERNANDEZ, local sales manager.  
PEDRO DELANDERO, national sales manager.  
JUAN GATTAS, station manager.  
RICHARD A. SOWA, manager, network operations center.  
ANTONIO GONZALEZ, chief engineer.  
PEDRO MAJUL, program director.  
JESUS JAVIER, news director.  
MARTHA TIJERINA, public service director.

Highest 30 Sec. Rate: \$210.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Maverick	8,600	8,100	94
	Val Verde	11,100	10,700	96
	Zavala	3,100	3,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Atascosa	8,800	8,600	98
	Bandera	3,100	3,100	100
	Bexar	341,200	336,600	99
	Edwards	700	700	100
	Frio	4,300	4,100	96
	Guadalupe	17,100	16,800	98
	La Salle	1,900	1,800	95
	Medina	7,900	7,700	97
	Uvalde	7,400	7,200	97
	Webb	28,100	27,400	98
	Wilson	5,900	5,700	97
<b>Station Totals</b>		<b>449,200</b>	<b>441,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>75,000</b>
<b>Average Daily Circulation (1983)</b>				<b>42,400</b>

# Texas—Tyler-Longview

**KLTV**

Ch. 7

(Operates satellite KTRE-TV, Lufkin, Tex.)

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

Requests CP for change to 316-kw max. visual, 31.6-kw max. aural, 1030-ft. above av. terrain, 1078-ft. above ground, 1488-ft. above sea level, lat. 32° 31' 00", long. 95° 16' 18"; transmitter to 1.05-mi. S of intersection of Texas State Hwys. 14 & 16, near Red Springs.

Transmitter: Kilgore Hwy. at Loop 323.

News Service: AP.

Network Service: ABC, NBC, CBS.

Licensee: Buford Television Inc. of Tyler, Box 957, Tyler 75710.

Studio: Kilgore Hwy. at Loop 323.

Mailing Address: Box 957, Tyler, Tex. 75710.

Telephone: 214-592-3871. TWX: 910-860-5810.

Ownership: Robert Buford, 33.0835%; Gerald Buford & Geoffrey Buford, 33.1412% each; Charles Bowker, 0.5765%; Ross Buford Trust, 0.0576%. Buford Television also owns KTRE-TV, Lufkin, Tex.; has interest in WBTI(TV), Cincinnati, Ohio; KTMA-TV, Minneapolis-St. Paul.

Began Operation: Oct. 14, 1954.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- ROBERT BUFORD, chairman of the board.
- FRANK E. MELTON, president.
- ROBERT GARDNER, general manager.
- GAYLE HELMS, program director.
- BOB WAY, chief engineer.
- MARCUS CROUCH, production coordinator.
- RON JONES, sales manager.
- ALLEN MORRIS, production director.

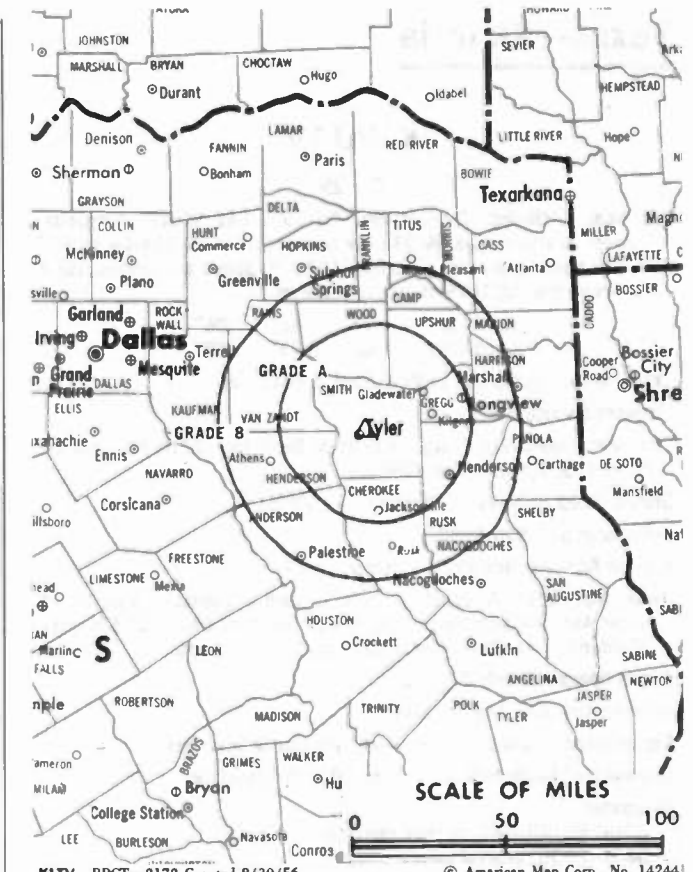
Highest 30 Sec. Rate: \$500.

Note: Spot rates include KTRE-TV, Lufkin, Tex.

**NETWORK BASE HOURLY RATE: \$600.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Anderson	13,300	13,000	98
	Cherokee	14,400	14,000	97
	Gregg	38,700	38,200	99
	Hopkins	10,000	9,800	98
	Rusk	15,900	15,600	98
	Smith	50,000	49,200	98
Upshur	11,000	10,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Van Zandt	12,700	12,400	98
	Wood	10,000	9,800	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Camp	3,700	3,600	97
	Delta	1,900	1,900	97
	Franklin	2,900	2,800	96
	Henderson	17,900	17,500	98
	Nacogdoches	17,800	17,300	97
<b>Between 5-24%</b>	Rains	2,200	2,100	98
	Titus	8,200	8,000	98
<b>ARKANSAS</b>	Miller	14,000	13,800	98
	<b>LOUISIANA</b>			
<b>TEXAS</b>	Natchitoches	14,200	13,700	96
	Harrison	19,000	18,600	98
	Houston	7,800	7,500	96
	Hunt	21,500	21,100	98
	Lamar	16,600	15,900	96
	Morris	5,500	5,400	98
	Panola	7,900	7,700	97
Red River	6,300	6,100	97	
<b>Station Totals</b>		<b>343,400</b>	<b>335,800</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>179,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>114,300</b>	

# Texas—Victoria

## KAVU-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"  
Longitude 96° 33' 09"

Transmitter: County Rd. 1639, 2.8-mi. S of Lolita.

Network Service: NBC.

Licensee: Community Bcstg. of Coastal Bend Inc., 2710 Hospital Dr., Suite 106, Victoria, Tex. 77901.

Studio: 3803 N. Navarro, Victoria, Tex. 77901.

Telephone: 512-576-5288.

Mailing Address: Box 4929, Victoria, Tex. 77903.

Ownership: George A. Constant, pres. & Ruth L. Constant, v.p., 37.5% each; Anthony Constant, secy. & Ron Sheldon, treas., 12.5% each. Sheldon owns a film and videotape production company.

Began Operation: July 21, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Represented (engineering) by Jules Cohen & Associates.

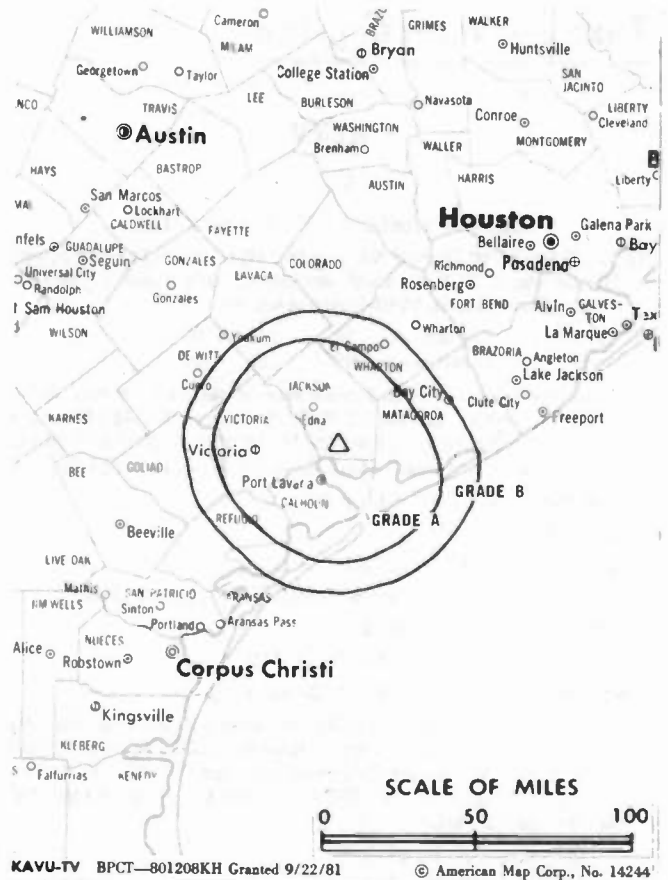
Personnel:

DOUG McDOUGAL, general manager.

BOB HESSE, general sales manager.

PAUL ERDEL, program director.

Highest 30 Sec. Rate (June 17, 1983): \$160.



KAVU-TV BPCT—801208KH Granted 9/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Calhoun	6,900	6,800	98
	Victoria	25,100	24,500	98
<b>TEXAS</b>				
Between 5-24%	Goliad	1,900	1,800	95
	Jackson	5,000	4,900	98
	Lavaca	7,400	7,000	95
<b>Station Totals</b>		<b>46,300</b>	<b>45,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>15,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>8,900</b>	

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# Texas—Victoria

## KXIX

Ch. 19

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"

Holds CP for change to 153.2-kw max. visual, 15.32-kw max. aural.  
Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.  
News Services: UPI, NIWS, ABC.  
Satellite Earth Station: In operation, 6.5-meter.  
Network Service: ABC.

Licensee: Victoria Communications Corp., Box 1879, Victoria, Tex. 77902.

Studio: One Eastgate Industrial Plaza, Victoria, Tex. 77902.

Telephone: 512-576-5131.

Ownership: Dewey T. Acker, pres., 9%; O. F. Jones, v.p., 11%; Raymond E. Uherek, treas., 6%; William M. Murphy III, secy., 11%; Jimmie Salyer, dir., 7%; Charles Smithey, dir., 3%.

Began Operation: Oct. 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

Represented (sales) by Unirep Bcstg. Co.; KLM Media (regional).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

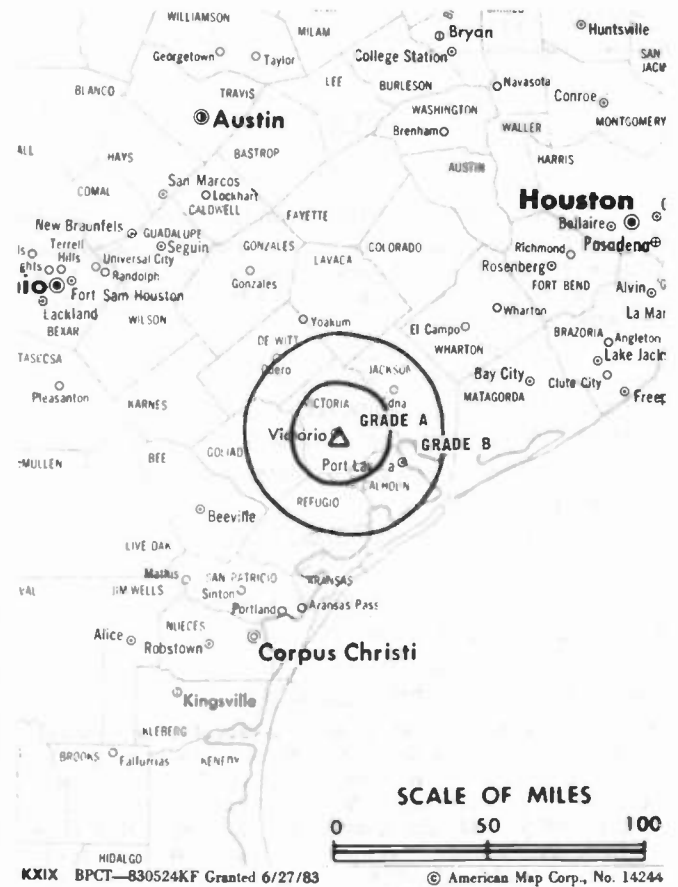
DEWEY T. ACKER, president & general manager.  
DORIS LITTLES, program director.  
CHARLES SMITHEY, director of engineering.  
TOM EASTLAND, news director.

Highest 30 Sec. Rate (Sept. 1983): \$200.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Calhoun	6,900	6,800	98
	Victoria	25,100	24,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS Goliad	1,900	1,800	95
	Jackson	5,000	4,900	98
	TEXAS De Witt	7,100	6,900	97
Between 5-24%	Lavaca	7,400	7,000	95
	Matagorda	14,500	14,200	98
Station Totals		67,900	66,100	97
Net Weekly Circulation (1983)			33,300	
Average Daily Circulation (1983)			18,500	

# Texas—Waco

## KWTX-TV

Ch. 10

(Affiliated with KBTX-TV Bryan, Texas)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. & 186-kw circular visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"  
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody, Tex.

AM Affiliate: KWTX, 0.25-kw, 1230 kHz (MBS).

FM Affiliate: KWTX-FM, 71-kw, 97.5 MHz (No. 248), 1569-ft.

News Service: UPI.

Satellite Earth Station: Scientific-Atlanta, 7-meter.

Network Service: CBS.

Licensee: KWTX Broadcasting Co., Box 7528, Waco 76710.

Studio: 4520 Bosque Blvd. 76710.

Mailing Address: Box 7528, Waco, Tex. 76710.

Telephone: 817-776-1330. TWX: 910-894-5206.

Ownership: M. N. Bostick, pres., 12.465%; estate of Hilton E. Howell, 12.465%; L. L. Sams & Sons, 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%; LBJ Corp. (Claudia Taylor Johnson, et al., licensee of KLBK-AM-FM, Austin, Tex.), 29.032%. Note: KWTX Broadcasting Co. owns 50% of KBTX-TV, Bryan; 75% of 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; 28.972% of KXII(TV) & KLFY-TV.

Began Operation: April 3, 1955.

Represented (sales) by Seltel Inc.

Represented (legal) by Cordon & Jacob.

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

Personnel:

M. N. (BUDDY) BOSTICK, president.

RAY DEEVER, general manager.

MINA LARPENTER, national & regional sales.

RALPH WEBB, program manager.

HOWARD BALL, news director.

JESSE DOVE, director of engineering.

KEN MUSGRAVE, chief engineer.

Highest One Hour Rate: \$1400.

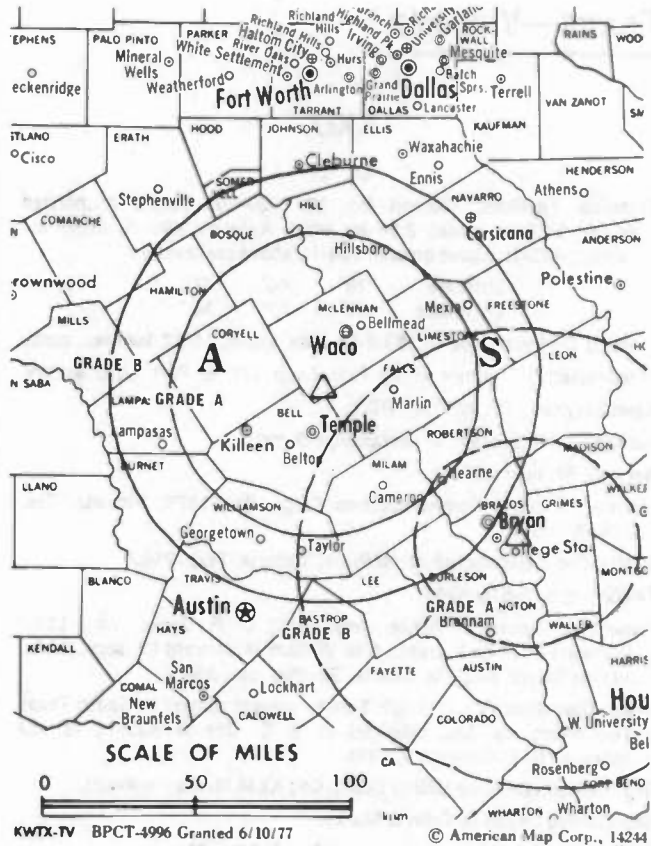
Highest 30 Sec. Rate: \$500.

Rates include bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$1275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	56,800	56,200	99
	Bosque	5,800	5,700	98
	Coryell	15,500	15,300	99
	Falls	7,200	7,000	97
	Hamilton	3,700	3,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,000	9,800	98
	Lampasas	4,700	4,600	98
	Leon	4,100	3,900	95
	Limestone	7,700	7,500	97
	Mc Lennan	65,100	64,400	99
	Milam	8,600	8,400	98
	Mills	1,800	1,800	97
	Robertson	5,800	5,700	98
	San Saba	2,300	2,200	96
<b>TEXAS</b>				
Between 25-49%	Comanche	5,000	4,900	97
<b>TEXAS</b>				
Between 5-24%	Brown	13,300	13,000	97
	Burleson	4,600	4,400	96
	Burnet	7,700	7,600	99
	Erath	9,300	9,200	99
	Freestone	5,900	5,700	97
	Houston	7,800	7,500	96
	Lee	4,100	4,000	98
	Llano	4,700	4,600	98
	Madison	3,400	3,300	97
	Navarro	14,100	13,800	98
	Somervell	1,800	1,800	100
	Williamson	27,900	27,400	98
<b>Station Totals</b>		<b>308,700</b>	<b>303,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>197,400</b>
<b>Average Daily Circulation (1983)</b>				<b>130,800</b>

# Texas—Temple-Waco

## KCEN-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"  
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35 on Eddy Blevins Rd., near Eddy, Tex.

News Service: AP.

Satellite Earth Station: Fort Worth Tower Co., 3.9-meter; Microdyne receivers.

Network Service: NBC.

Licensee: Channel 6 Inc., Box 188, 17 Thrd St., Temple 76503.

Studio: I-35 South, Eddy, Tex.

Mailing Address: Box 188, Temple, Tex. 76503.

Telephone: 817-859-5481.

Waco Office: 1502 Columbus Ave., Box 688, Waco 76703.

TWX: 910-890-4870.

Ownership: Frank W. Mayborn, pres. & owner of Channel 6 Inc., is pres. and owner of Bell Publishing Co. (Temple Daily Telegram); Killeen Publishing Co. (Killeen Herald).

Began Operation: Nov. 1, 1953.

Represented (sales) by Blair Television.

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

Personnel:

FRANK W. MAYBORN, president.  
DANIEL C. LESMEISTER, vice president & general manager.  
BRUCE BOONE, sales manager.  
EARL HILL, director of engineering.  
RAYMOND BRITTON, program manager.

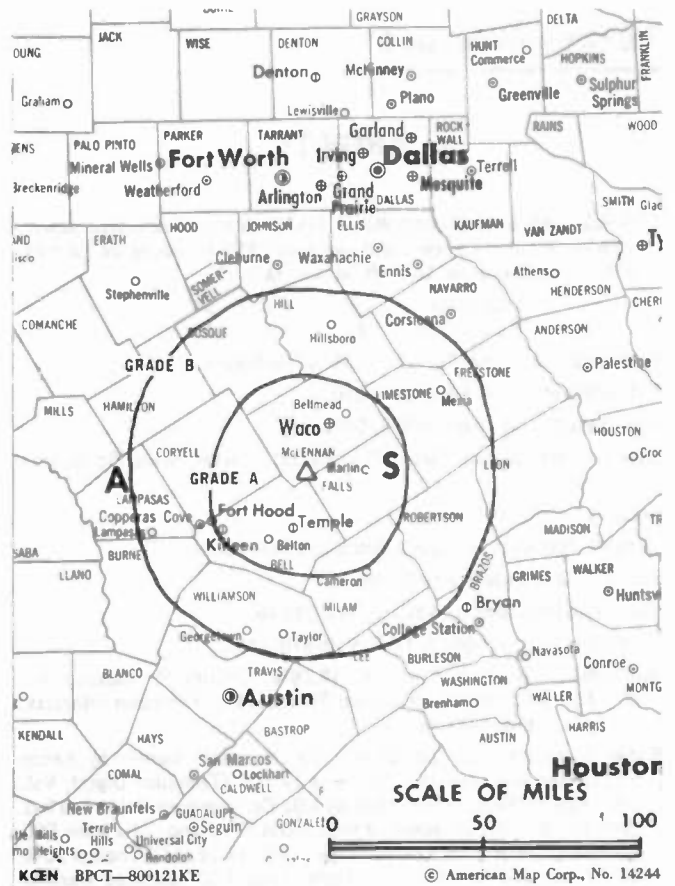
Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (Aug. 1, 1983): \$550.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Bell	56,800	56,200	99
	Bosque	5,800	5,700	98
	Brazos	37,000	36,400	98
	Burleson	4,600	4,400	96
	Coryell	15,500	15,300	99
	Falls	7,200	7,000	97
	Hamilton	3,700	3,600	97
	Lampasas	4,700	4,600	98
	Leon	4,100	3,900	95
	Limestone	7,700	7,500	97
	Mc Lennan	65,100	64,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Madison	3,400	3,300	97
	Milam	8,600	8,400	98
	Mills	1,800	1,800	97
	Robertson	5,800	5,700	98
	San Saba	2,300	2,200	96
<b>TEXAS</b>				
<b>Between 25-49%</b>	Hill	10,000	9,800	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Bastrop	9,600	9,300	97
	Burnet	7,700	7,600	99
	Comanche	5,000	4,900	97
	Fayette	7,800	7,400	95
	Freestone	5,900	5,700	97
	Houston	7,800	7,500	96
	Lee	4,100	4,000	98
	Llano	4,700	4,600	98
Somervell	1,800	1,800	100	
Williamson	27,900	27,400	98	
<b>Station Totals</b>		<b>326,400</b>	<b>320,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>215,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>133,500</b>	

# Texas—Weslaco

## KRGV-TV

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.

AM Affiliate: KRGV, 5-kw, 1290 kHz.

News Services: AP, ABC, NIWS, CNN.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Mobile Video Tapes, Box 5, Weslaco 78596.

Studio: 900 E. Expressway 78596.

Mailing Address: Box 5, Weslaco, Tex. 78596.

Telephone: 512-968-5555. TWX: 910-870-1850.

Ownership: Douglas L. Manship, 49.28%; Charles P. Manship Jr., 49.28%; Employee Stock Option Plan, 1.44%. 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 Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 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 Blair Television.

Represented (legal) by Cohn & Marks.

### Personnel:

RAY ALEXANDER, general manager.  
BERT WALLING, chief engineer.  
LARRY TAYLOR, general sales manager.  
RICK DIAZ, news director.  
JULIAN ADAME, program director.

Highest 30 Sec. Rate (July 26, 1983): \$800.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Cameron	64,700	63,600	98
	Hidalgo	84,700	83,000	98
	Starr	7,600	7,300	96
	Willacy	4,900	4,800	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Brooks	2,600	2,500	96
	Zapata	2,300	2,200	96
<b>Station Totals</b>		<b>166,800</b>	<b>163,400</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>136,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>91,300</b>	

# 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 Hwy., 2.5-mi. W of center of Wichita Falls.

News Services: AP, NIWS.

Network Service: CBS.

Licensee: Wichita Falls Telecasters II, Box 2130, Wichita Falls 76307.

Studio: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Mailing Address: Box 2130, Wichita Falls, Tex. 76307.

Telephone: 817-322-6957. TWX: 910-890-5836.

Ownership: A General Partnership of Golden Bcstg. Co. of Texas & White Fuel Corp., Ray Clymer, pres., 52%; W. Erle White, 48%.  
Note: Sale pends.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owners approved by FCC May 30, 1978 (Television Digest, Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theater chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

Represented (sales) by Blair Television.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Personnel:

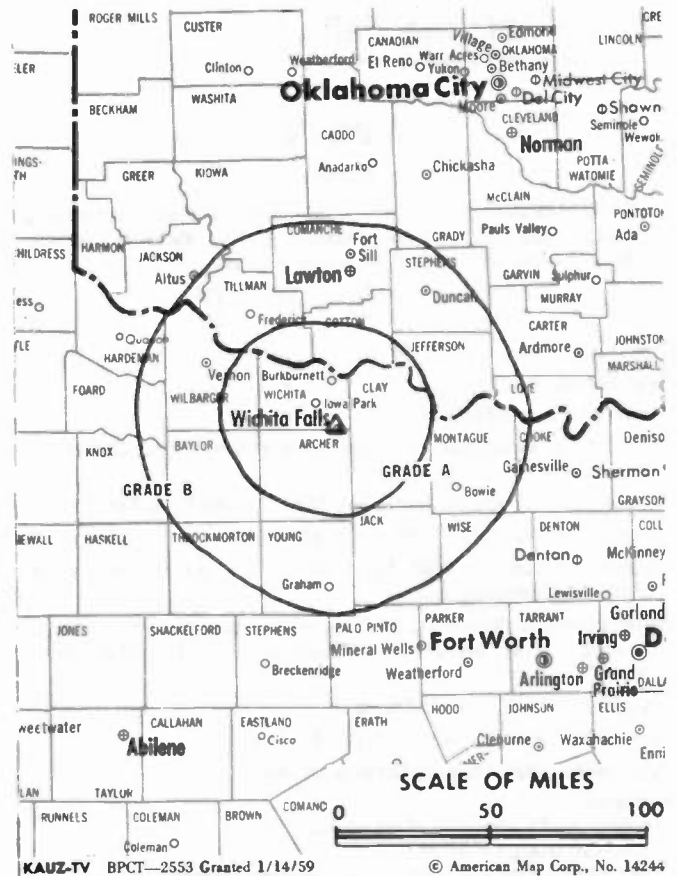
MAX ANDREWS, general manager.  
SHERYL JOHNSON, operations manager.  
LEON HOEFFNER, chief engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$535.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Comanche	36,400	36,000	99
	Cotton	3,100	3,100	100
	Greer	2,900	2,800	96
	Jackson	10,600	10,500	99
	Jefferson	3,300	3,200	98
	Stephens	17,500	17,300	99
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Archer	2,800	2,800	100
Baylor	2,000	2,000	100	
Clay	3,900	3,900	100	
Foard	1,000	1,000	100	
Hardeman	2,500	2,400	96	
Jack	2,900	2,900	100	
Knox	1,900	1,900	100	
Montague	7,100	7,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Throckmorton	1,000	1,000	100
	Wichita	44,200	43,900	99
	Willbarger	6,000	6,000	100
	Young	7,900	7,800	99
Between 25-49%	<b>OKLAHOMA</b>			
	Kiowa	5,300	5,200	98
	<b>TEXAS</b>			
Childress	2,800	2,700	96	
Cottle	1,300	1,300	100	
Between 5-24%	<b>OKLAHOMA</b>			
	Beckham	7,900	7,700	97
	Caddo	11,600	11,400	98
	Carter	16,900	16,700	99
	Harmon	1,800	1,800	100
	Love	3,100	3,000	97
	Washita	5,400	5,300	98
	<b>TEXAS</b>			
	Cooke	10,700	10,600	99
	Haskell	3,000	3,000	98
King	200	200	100	
Palo Pinto	8,800	8,600	98	
Stephens	4,200	4,100	98	
<b>Station Totals</b>		<b>244,700</b>	<b>241,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>148,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>94,800</b>	



# Texas—Wichita Falls

## KFDX-TV

Ch. 3

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' 23"  
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

News Service: AP.

Network Service: NBC.

Licensee: Clay Bstg. 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: 910-890-5825.

Ownership: Charleston Mail Assn., 100%. For other interests see WWAY, Wilmington, N.C.

Began Operation: March 13, 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 Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

LYELL CLAY, chairman of the board.  
GEORGE DIAB, president.  
WARREN SILVER, vice president & general manager.  
CHUCK HOWARD, general sales manager.  
BILL ENLOE, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1983): \$350.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Comanche	36,400	36,000	99
	Cotton	3,100	3,100	100
	Jackson	10,600	10,500	99
	Jefferson	3,300	3,200	98
	Kiowa	5,300	5,200	98
	Stephens	17,500	17,300	99
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Archer	2,800	2,800	100
	Baylor	2,000	2,000	100
	Clay	3,900	3,900	100
	Foard	1,000	1,000	100
Hardeman	2,500	2,400	96	
Jack	2,900	2,900	100	
Knox	1,900	1,900	100	
Montague	7,100	7,000	99	
Throckmorton	1,000	1,000	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wichita	44,200	43,900	99
	Wilbarger	6,000	6,000	100
	Young	7,900	7,800	99
<b>OKLAHOMA</b>				
Between 25-49%	Carter	16,900	16,700	99
	Harmon	1,800	1,800	100
	Love	3,100	3,000	97
<b>TEXAS</b>				
	Cottle	1,300	1,300	100
	Palo Pinto	8,800	8,600	98
<b>OKLAHOMA</b>				
Between 5-24%	Beckham	7,900	7,700	97
	Blaine	5,400	5,300	98
	Caddo	11,600	11,400	98
	Greer	2,900	2,800	96
<b>TEXAS</b>				
	Haskell	3,000	3,000	98
	Kent	400	400	100
	King	200	200	100
<b>Station Totals</b>		<b>227,400</b>	<b>224,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>155,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>92,000</b>	

# Texas

## KXTX-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Jasper	34,900	34,300	98
	<b>OKLAHOMA</b>			
	Canadian	20,600	20,400	99
	Cleveland	51,100	50,400	99
	Garvin	11,100	11,000	99
	Harmon	1,800	1,800	100
	Johnston	4,100	4,000	98
	Kiowa	5,300	5,200	98
	Marshall	4,600	4,500	98
	Murray	4,800	4,800	100
	Muskogee	25,800	25,400	98
	Ottawa	12,700	12,600	99
	Payne	23,600	23,300	99
	Pittsburg	15,600	15,300	98
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
Bosque	5,800	5,700	98	
Bowie	28,700	28,300	99	
Camp	3,700	3,600	97	
Cherokee	14,400	14,000	97	
Collingsworth	1,800	1,700	94	
Eastland	8,000	7,800	97	
Ector	44,300	43,900	99	
Falls	7,200	7,000	97	
Freestone	5,900	5,700	97	
Hall	2,200	2,100	95	
Hamilton	3,700	3,600	97	
Harrison	19,000	18,600	98	
Henderson	17,900	17,500	98	
Hill	10,000	9,800	98	
Hood	7,900	7,800	99	
Jones	6,600	6,500	98	
Leon	4,100	3,900	95	
Limestone	7,700	7,500	97	
Mc Lennan	65,100	64,400	99	
Madison	3,400	3,300	97	
Montague	7,100	7,000	99	
Morris	5,500	5,400	98	
Panola	7,900	7,700	97	
Rains	2,200	2,100	98	
Runnels	4,500	4,400	98	
Rusk	15,900	15,600	98	
Upshur	11,000	10,800	98	
Van Zandt	12,700	12,400	98	
Wichita	44,200	43,900	99	
Wilbarger	6,000	6,000	100	
Wood	10,000	9,800	98	

## KTVT, Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>TEXAS—(Continued)</b>			
	Delta	1,900	1,900	97
	Falls	7,200	7,000	97
	Gregg	38,700	38,200	99
	Hall	2,200	2,100	95
	Lampasas	4,700	4,600	98
	Midland	32,400	32,100	99
	Mills	1,800	1,800	97
	Montague	7,100	7,000	99
	Nacogdoches	17,800	17,300	97

## KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Nolan	6,600	6,500	98
	Randall	29,900	29,800	100
	Red River	6,300	6,100	97
	Smith	50,000	49,200	98
	Taylor	40,700	40,300	99
	Titus	8,200	8,000	98
	Tom Green	32,600	32,100	99
	Winkler	3,400	3,400	100
	Young	7,900	7,800	99
	Between 5-24%	<b>ARKANSAS</b>		
Arkansas		9,200	9,000	98
Garland		29,900	29,300	98
Hempstead		8,900	8,700	98
Jefferson		31,800	31,100	98
Miller		14,000	13,800	98
Ouachita		11,500	11,200	97
Pulaski		132,000	130,400	99
<b>OKLAHOMA</b>				
Canadian		20,600	20,400	99
Cleveland		51,100	50,400	99
Garvin		11,100	11,000	99
Johnston	4,100	4,000	98	
Kiowa	5,300	5,200	98	
Mc Intosh	6,400	6,300	98	
Murray	4,800	4,800	100	
Muskogee	25,800	25,400	98	
Okmulgee	14,900	14,700	99	
Osage	15,400	15,300	99	
Payne	23,600	23,300	99	
Pittsburg	15,600	15,300	98	
Sequoyah	11,200	10,900	97	
Tillman	4,700	4,600	98	
<b>TEXAS</b>				
Baylor	2,000	2,000	100	
Camp	3,700	3,600	97	
Crane	1,800	1,800	100	
Ector	44,300	43,900	99	
Harrison	19,000	18,600	98	
Haskell	3,000	3,000	98	
Houston	7,800	7,500	96	
Jones	6,600	6,500	98	
Leon	4,100	3,900	95	
Mitchell	3,300	3,200	97	
Moore	5,900	5,900	99	
Panola	7,900	7,700	97	
Potter	39,600	39,200	99	
Runnels	4,500	4,400	98	
Rusk	15,900	15,600	98	
San Saba	2,300	2,200	96	
Shackelford	1,500	1,500	100	
Upshur	11,000	10,800	98	
Ward	4,900	4,800	98	
Wichita	44,200	43,900	99	
Wilbarger	6,000	6,000	100	

## WFAA-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS—(Continued)</b>			
	Van Zandt	12,700	12,400	98
	Wise	10,200	10,100	99
	Wood	10,000	9,800	98
Between 25-49%	<b>OKLAHOMA</b>			
	Bryan	12,200	11,900	98
	Carter	16,900	16,700	99

(Continued on next page)

# Texas

## WFAA-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>TEXAS</b>			
	Bell	56,800	56,200	99
	Coryell	15,500	15,300	99
	Franklin	2,900	2,800	96
	Howard	12,000	11,900	99
	Kimble	1,600	1,500	94
	Lampasas	4,700	4,600	98
	Mc Culloch	3,400	3,300	97
	Mc Lennan	65,100	64,400	99
	Menard	900	800	89
	Mills	1,800	1,800	97
	Montague	7,100	7,000	99
	Nolan	6,600	6,500	98
	Red River	6,300	6,100	97
	Runnels	4,500	4,400	98
	San Saba	2,300	2,200	96
Schleicher	1,000	1,000	100	

## WFAA-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>TEXAS—(Continued)</b>			
	Shackelford	1,500	1,500	100
	Smith	50,000	49,200	98
	Taylor	40,700	40,300	99
	Young	7,900	7,800	99
Between 5-24%	<b>OKLAHOMA</b>			
	Johnston	4,100	4,000	98
	Mc Curtain	13,100	12,700	97
	Pushmataha	4,800	4,600	96
	<b>TEXAS</b>			
	Baylor	2,000	2,000	100
	Callahan	4,400	4,300	98
	Camp	3,700	3,600	97
	Cherokee	14,400	14,000	97
	Coleman	4,300	4,200	98
	Concho	1,100	1,100	100
	Falls	7,200	7,000	97
	Houston	7,800	7,500	96
	Leon	4,100	3,900	95
	Titus	8,200	8,000	98

## NEED THE LATEST?

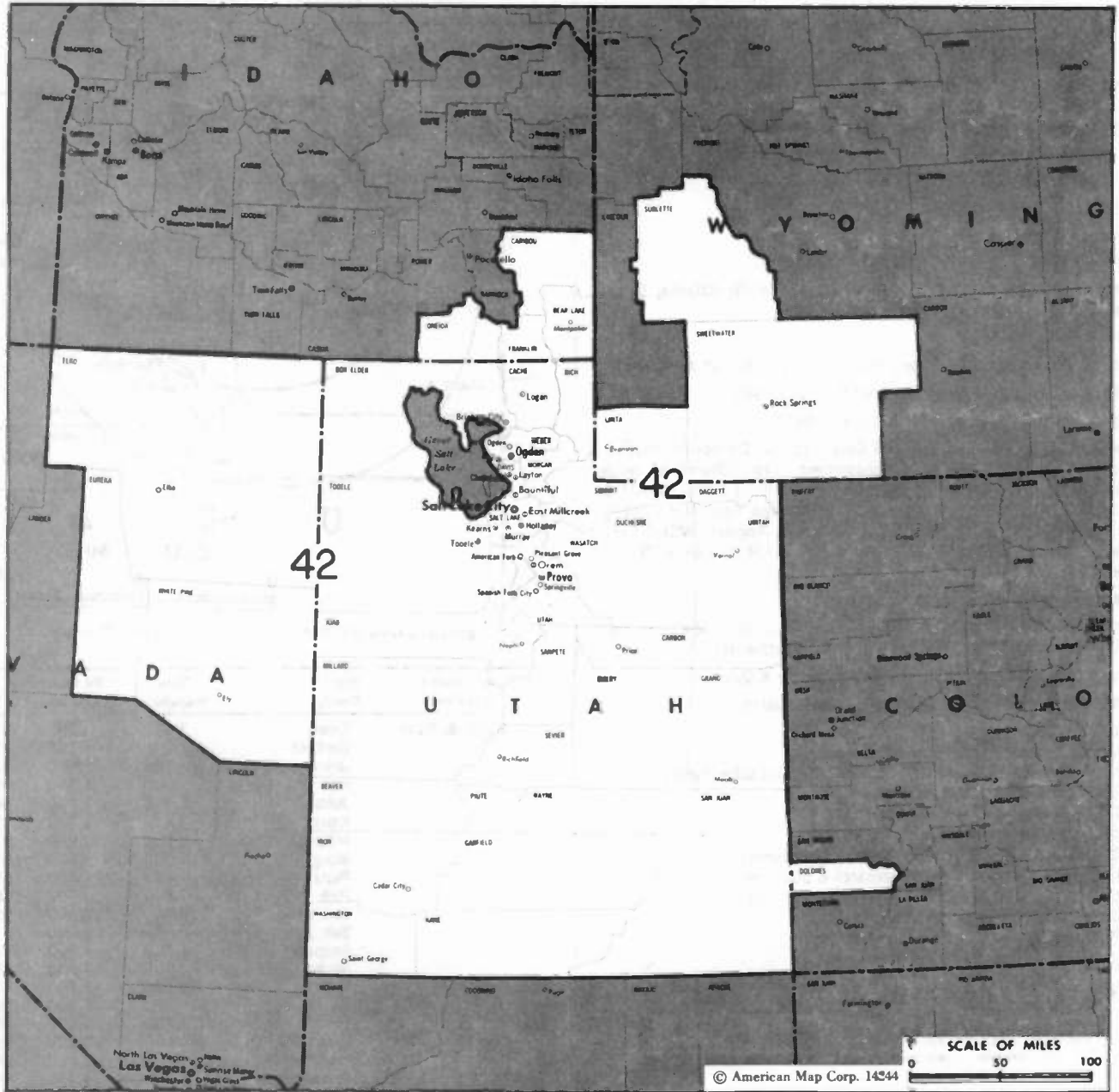
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TELEVISION DIGEST, INC. 1836 Jefferson Place, N.W., Washington, D.C. 20036

# Utah



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, Utah	533,400	42	315,000	41	KSL-TV (5), KSTU (20), KTVX (4), KUTV (2), KYUS-TV (3)

### Utah Station Status as of October 1, 1983

Commercial Television Stations  
Educational Television Stations

VHF	UHF	TOTAL
3	1	4
2	0	2
		<hr/> 6

# Utah—Salt Lake City

## KSL-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Oquirrh Range.

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

News Services: AP, UPI, Reuters.

Satellite Earth Stations: Transmit/receive, Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Bonneville International Corp., 145 Social Hall Ave. 84111.

Studio: 145 Social Hall Ave., Salt Lake City, Utah 84111.

Telephone: 801-237-2500. TWX: 910-925-5822.

Ownership: Bonneville International Corp., 100%. Bonneville International is owned by Deseret Management Corp. (Church of Jesus Christ of Latter Day Saints). Also owns 99.9% of KIRO-TV-AM & KSEA(FM), Seattle; 100% of WRFM(FM), New York, N.Y.; KMBZ & KMBR(FM), Kansas City; KBIG(FM), Los Angeles; WCLR(FM), Skokie, Ill. & KOIT(FM), San Francisco; KAAM & KAFM, Dallas, Tex.

Began Operation: June 1, 1949.

Represented (sales) by Petry Television Inc.; Bob Hix Co. Inc. (Mountain states); Art Moore Co. (Pacific Northwest).

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

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

### Personnel:

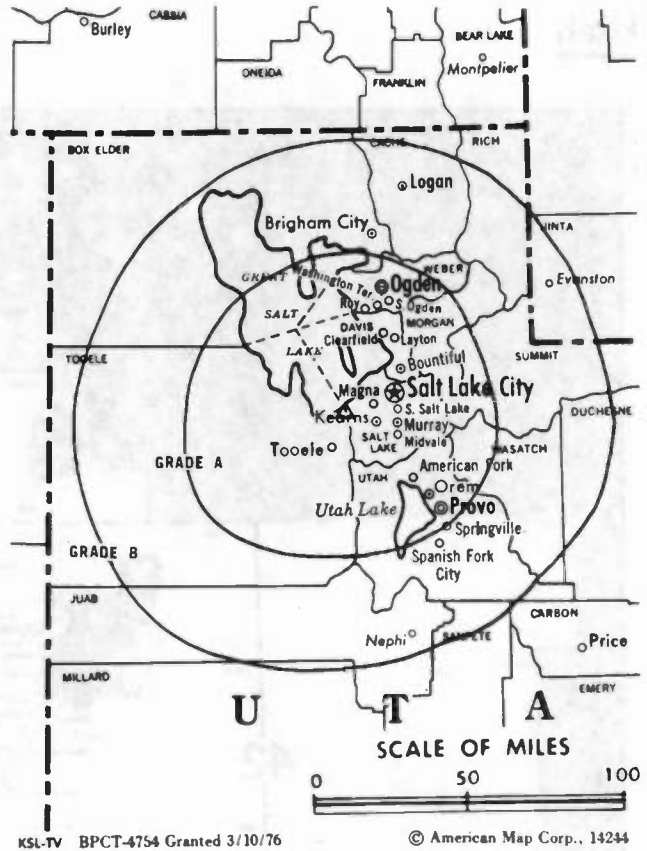
JAY LLOYD, president & general manager.  
WILLIAM R. MURDOCH, v.p., station & general sales manager.  
RUSS SORENSEN, sales manager.  
ED LOUD, national sales manager, BIC.  
DUANE HILL, national sales manager.  
SCOTT R. CLAWSON, vice president, programming.  
CLIFTON B. THOMAS, dir. of research & public relations.  
AL HENDERSON, v.p., marketing, production, Video West.  
HOWARD SMITH, director of engineering.  
SPENCE KINARD, v.p. & news director.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$925.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Lewis + Clark	17,700	17,100	97
	<b>NEVADA</b>			
	Elko	6,800	6,300	93
	Eureka	500	400	80
	White Pine	2,900	2,800	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Box Elder	10,400	10,300	99
	Cache	19,200	18,700	97
	Carbon	8,100	7,900	98
	Daggett	200	200	100
	Davis	44,100	43,700	99
Duchesne	3,800	3,600	95	



KSL-TV BPCT-4754 Granted 3/10/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Emery	3,800	3,700	97
	Garfield	1,200	1,100	92
	Grand	3,100	2,900	92
	Iron	5,600	5,300	95
	Juab	1,700	1,700	100
	Kane	1,400	1,300	93
	Millard	3,000	2,900	97
	Morgan	1,600	1,600	100
	Plute	400	400	100
	Rich	700	700	100
	Salt Lake	218,800	215,600	99
	San Juan	3,300	3,000	91
	Sanpete	4,700	4,600	98
	Sevier	4,900	4,800	98
	Summit	3,800	3,700	97
	Tooele	8,400	8,300	99
	Uintah	6,700	6,400	95
	Utah	64,400	63,200	98
	Wasatch	2,900	2,800	96
	Washington	8,800	8,300	94
Wayne	600	600	100	
Weber	50,400	49,700	99	
<b>WYOMING</b>				
Hot Springs	2,200	2,100	95	
Park	8,300	7,900	95	
Sublette	1,600	1,500	94	
Sweetwater	16,300	15,600	96	
Uinta	4,600	4,400	96	
Washakie	3,600	3,500	97	
Between 25-49%	<b>COLORADO</b>			
	Rio Blanco	2,400	2,300	96
	<b>IDAHO</b>			
	Bannock	24,300	23,700	98
	Bonneville	23,100	22,800	99
	Cassia	6,400	6,300	98
Madison	5,500	5,400	98	
Minidoka	6,800	6,600	97	
(Continued on page 918)				
<b>Station Totals</b>		<b>824,300</b>	<b>805,000</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>573,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>384,100</b>	

# Utah—Salt Lake City

## KSTU

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1290-kw max. & 288-kw horizontal visual, 129-kw max. & 28.8-kw horizontal aural. Antenna: 3670-ft. above av. terrain, 142-ft. above ground, 9156-ft. above sea level.

Latitude 40° 39' 34"  
Longitude 112° 12' 04"

Holds CP for change to lat. 40° 39' 33", long. 112° 12' 08"; transmitter to Farnsworth Peak, Tooele.

Transmitter: Farnsworth Peak, Oquirrh Range.

News Service: AP.

Satellite Earth Station: Scientific-Atlanta, 9-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Springfield Television of Utah Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, Utah 84116.

Studio: 5020 W. Amelia Earhart Dr., Salt Lake City, Utah 84116.

Telephone: 801-539-1220. TWX: 910-925-5178.

Ownership: Springfield Television Corp., 100%. See Group Ownership of TV Stations.

Began Operation: Oct. 24, 1978.

Represented (sales) by TeleRep Inc.

Represented (legal) by Sanford, Adams, McCullough & Beard.

Personnel:

VICKIE STREET, general & program manager.

GREG SHELBY, general sales manager.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate: \$240.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Oneida	1,100	1,100	100
	<b>UTAH</b>			
	Cache	19,200	18,700	97
	Davis	44,100	43,700	99
	Duchesne	3,800	3,600	95
	Emery	3,800	3,700	97
	Iron	5,600	5,300	95
	Kane	1,400	1,300	93
	Millard	3,000	2,900	97
	Salt Lake	218,800	215,600	99
	San Juan	3,300	3,000	91
	Sevier	4,900	4,800	98
	Tooele	8,400	8,300	99
	Utah	64,400	63,200	98
	Weber	50,400	49,700	99



KSTU BNPCT-781004KF Granted 8/9/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Franklin	2,800	2,700	96
	<b>UTAH</b>			
	Box Elder	10,400	10,300	99
	Carbon	8,100	7,900	98
	Garfield	1,200	1,100	92
	Morgan	1,600	1,600	100
	Rich	700	700	100
	Sanpete	4,700	4,600	98
	Summit	3,800	3,700	97
	Uintah	6,700	6,400	95
Wasatch	2,900	2,800	96	
Between 5-24%	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
Juab	1,700	1,700	100	
Wayne	600	600	100	
<b>Station Totals</b>		<b>481,900</b>	<b>473,300</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>279,700</b>
<b>Average Daily Circulation (1983)</b>				<b>135,100</b>

# Utah—Salt Lake City

## KTVX

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"  
Longitude 112° 11' 05"

Transmitter: Nelson Peak, 18-mi. SW of Salt Lake City.

News Services: AP, WSI.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: United Television Inc., 6975 York Ave. S., Minneapolis, Minn. 55435.

Studio: 1760 Fremont Dr., Salt Lake City 84104.

Telephone: 801-972-1776. TWX: 910-925-5685.

Ownership: United Television Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales) by Blair Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Hammett & Edison Inc.

### Personnel:

DAVID WOODCOCK, vice president & general manager.  
L. BOYD MULLINS, general sales manager.  
BYRON ELTON, national sales manager.  
LARRY BAUM, local sales manager.  
P. J. GRIGGS, business manager.  
SAM DALTON, promotion manager.  
DENNIS SHINER, production manager.  
GORDON ACKER, operations manager.  
JOHN EDWARDS, news director.  
JIM McDERMAID, chief engineer.  
DAN RAINGER, public service director.

Highest 30 Sec. Rate (May 1983): \$1200.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Dawson	4,500	4,300	96
	<b>NEVADA</b>			
	Elko	6,800	6,300	93
	Eureka	500	400	80
	White Pine	2,900	2,800	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Box Elder	10,400	10,300	99
	Cache	19,200	18,700	97
	Carbon	8,100	7,900	98
	Davis	44,100	43,700	99
Duchesne	3,800	3,600	95	



KTVX BMPCT-790616KG Granted 10/15/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Emery	3,800	3,700	97
	Garfield	1,200	1,100	92
	Grand	3,100	2,900	92
	Iron	5,600	5,300	95
	Juab	1,700	1,700	100
	Kane	1,400	1,300	93
	Millard	3,000	2,900	97
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	218,800	215,600	99
	San Juan	3,300	3,000	91
	Sanpete	4,700	4,600	98
	Sevier	4,900	4,800	98
	Summit	3,800	3,700	97
	Tooele	8,400	8,300	99
	Uintah	6,700	6,400	95
	Utah	64,400	63,200	98
	Wasatch	2,900	2,800	96
	Washington	8,800	8,300	94
Wayne	600	600	100	
Weber	50,400	49,700	99	
<b>WYOMING</b>	Hot Springs	2,200	2,100	95
	Sublette	1,600	1,500	94
	Sweetwater	16,300	15,600	96
	Uinta	4,600	4,400	96
	Washakie	3,600	3,500	97
<b>IDAHO</b>	Between 25-49%			
	Cassia	6,400	6,300	98
	Minidoka	6,800	6,600	97
<b>MONTANA</b>	Beaverhead	3,000	2,800	93
	Custer	5,200	4,900	94
	Deer Lodge	4,300	4,200	98
	Fallon	1,300	1,200	92
	(Continued on page 918)			
<b>Station Totals</b>		<b>807,100</b>	<b>786,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>534,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>308,800</b>	

# 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.

AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

News Services: AP, UPI, NIWS, NBC, Newscope.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Satcom Technology, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: KUTV Inc., 2185 South 3600 West, Salt Lake City, Utah 84119.

Studio: 2185 South 3600 West, Salt Lake City, Utah 84119.

Telephone: 801-973-3000.

Ownership: The Standard Corp. (publisher of Ogden Standard Examiner), 80%; Communications Investment Corp. (KALL), 20%; George C. Hatch, pres.; Blaine V. Glasmann Jr., secy. They also own Kansas State Network, KSNW, Wichita; KSNC, Great Bend; KSNB, Garden City; KSNT, Topeka, all Kan.; KSNF, Joplin, Mo. Ogden Standard Examiner is owned by the Glasmann family. Communications Investment Corp. (owned by George C. and Wilda Gene Hatch) operates KALL-AM-FM, Salt Lake City; KGHL & KIDX(FM), Billings, Mont.; KUPI & KQPI-FM, Idaho Falls, Ida.; KVEL-AM-FM, Vernal, Utah and is affiliated with KGEM & KJOT(FM), 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). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

### Personnel:

GEORGE C. HATCH, president.  
ROBERT TEMPLE, senior vice president.  
AL SEETHALER, vice president & general manager.  
PAT KIRK, national sales manager.  
JOHN BAILEY, local sales manager.  
LA MAR SMITH, program manager.  
REID CARPENTER, vice president & dlr. of engineering.  
DAVID SMITH, director of marketing.  
JACK IVERS, film.  
FRED EDWARDS, production manager.  
MIKE YOUNGREN, news director.

Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate (May 10, 1982): \$1500.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Bear Lake	2,500	2,400	96
	Caribou	3,100	3,000	97
	Franklin	2,800	2,700	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Custer	5,200	4,900	94
	Dawson	4,500	4,300	96
	Powell	2,300	2,200	96
	<b>NEVADA</b>			
	Elko	6,800	6,300	93



KUTV BMPCT-2149 Granted 6/18/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Eureka	500	400	80
	White Pine	2,900	2,800	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Box Elder	10,400	10,300	99
	Cache	19,200	18,700	97
	Carbon	8,100	7,900	98
	Daggett	200	200	100
	Davis	44,100	43,700	99
	Duchesne	3,800	3,600	95
	Emery	3,800	3,700	97
	Garfield	1,200	1,100	92
	Grand	3,100	2,900	92
	Iron	5,600	5,300	95
	Juab	1,700	1,700	100
	Kane	1,400	1,300	93
	Millard	3,000	2,900	97
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	700	700	100
	Salt Lake	218,800	215,600	99
	San Juan	3,300	3,000	91
	Sanpete	4,700	4,600	98
	Sevier	4,900	4,800	98
	Summit	3,800	3,700	97
	Tooele	8,400	8,300	99
	Uintah	6,700	6,400	95
	Utah	64,400	63,200	98
	Wasatch	2,900	2,800	96
	Washington	8,800	8,300	94
	Wayne	600	600	100
	Weber	50,400	49,700	99
	<b>WYOMING</b>			
	Hot Springs	2,200	2,100	95
	Park	8,300	7,900	95
	Sublette	1,600	1,500	94

(Continued on page 918)

Station Totals	834,700	814,200	97
Net Weekly Circulation (1983)		551,500	
Average Daily Circulation (1983)		343,700	



**KSL-TV, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>MONTANA</b>				
	Beaverhead	3,000	2,800	93	
	Custer	5,200	4,900	94	
	Deer Lodge	4,300	4,200	98	
	Fergus	5,000	4,700	94	
	Flathead	20,600	19,900	97	
	Gallatin	16,200	15,600	96	
	Park	5,300	5,100	96	
	Powell	2,300	2,200	96	
	Silver Bow	14,500	14,100	98	
	Sweet Grass	1,300	1,200	92	
	<b>WYOMING</b>				
	Big Horn	4,400	4,200	95	
	Fremont	14,600	14,200	97	
	Lincoln	4,300	4,100	95	
	Teton	4,500	4,300	96	
	Between 5-24%	<b>IDAHO</b>			
		Bingham	11,700	11,500	98
Jefferson		4,900	4,900	100	
Twin Falls		20,100	19,800	99	
<b>MONTANA</b>					
Big Horn		3,400	3,200	94	
Carbon		3,400	3,300	97	
Yellowstone		43,400	42,700	98	
<b>NEVADA</b>					
Lincoln		1,400	1,300	93	

**KTVX, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>MONTANA—(Continued)</b>				
	Fergus	5,000	4,700	94	
	Lewis + Clark	17,700	17,100	97	
	Park	5,300	5,100	96	
	Silver Bow	14,500	14,100	98	
	Sweet Grass	1,300	1,200	92	
	<b>NORTH DAKOTA</b>				
	Williams	8,700	8,600	98	
	<b>UTAH</b>				
	Daggett	200	200	100	
	<b>WYOMING</b>				
	Big Horn	4,400	4,200	95	
	Fremont	14,600	14,200	97	
	Lincoln	4,300	4,100	95	
	Park	8,300	7,900	95	
	Teton	4,500	4,300	96	
	Between 5-24%	<b>ARIZONA</b>			
		Navajo	20,400	18,600	91
<b>IDAHO</b>					
Bannock		24,300	23,700	98	
Bonneville		23,100	22,800	99	
Jefferson		4,900	4,900	100	
<b>MONTANA</b>					
Big Horn		3,400	3,200	94	
Carbon		3,400	3,300	97	
Gallatin		16,200	15,600	96	
Powell		2,300	2,200	96	
Richland		4,700	4,500	96	
Rosebud		3,500	3,300	94	
Yellowstone		43,400	42,700	98	
<b>NEVADA</b>					
Lincoln		1,400	1,300	93	

**KUTV, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING—(Continued)</b>			
	Sweetwater	16,300	15,600	96
	Uinta	4,600	4,400	96
	Washakie	3,600	3,500	97
	<b>IDAHO</b>			
	Bannock	24,300	23,700	98
Between 25-49%	<b>IDAHO</b>			
	Bonneville	23,100	22,800	99
	Cassia	6,400	6,300	98
	Minidoka	6,800	6,600	97
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Deer Lodge	4,300	4,200	98
	Fallon	1,300	1,200	92
	Fergus	5,000	4,700	94
	Gallatin	16,200	15,600	96
	Lewis + Clark	17,700	17,100	97
	Park	5,300	5,100	96
	Silver Bow	14,500	14,100	98
	Sweet Grass	1,300	1,200	92
	<b>NORTH DAKOTA</b>			
	Williams	8,700	8,600	98
	<b>WYOMING</b>			
	Big Horn	4,400	4,200	95
Fremont	14,600	14,200	97	
Lincoln	4,300	4,100	95	
Teton	4,500	4,300	96	
Between 5-24%	<b>ARIZONA</b>			
	Apache North	11,200	10,000	89
	<b>COLORADO</b>			
	Montrose	9,300	9,000	97
	<b>IDAHO</b>			
	Bingham	11,700	11,500	98
	Madison	5,500	5,400	98
	Twin Falls	20,100	19,800	99
	<b>MONTANA</b>			
	Big Horn	3,400	3,200	94
Carbon	3,400	3,300	97	
Richland	4,700	4,500	96	
Yellowstone	43,400	42,700	98	

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# 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.

News Services: AP, UPI.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

Network Service: CBS.

Licensee: Mt. Mansfield Television Inc., Joy Dr., South Burlington, Vt. 05401.

Studio: Joy Dr., South Burlington, Vt. 05401.

Mailing Address: Box 608, Burlington, Vt. 05402.

Telephone: 802-658-6300. TWX: 510-299-0026.

Ownership: S. T. Martin, pres., dir. & gen. mgr., 61.75%; John A. Dobson, 12.5%; 5 others, none with as much as 6%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Carl T. Jones Associates.

### Personnel:

STUART T. MARTIN, president & general manager.  
PHILIP WATERMAN, vice president & general sales manager.  
STUART HALL, vice president & production manager.  
PETER R. MARTIN, vice president, news & public affairs.  
RICHARD GALLAGHER, news editor.  
REID LOUDON, film manager & buyer.  
CHARLES LIESE, chief engineer.

Highest One Hour Rate: \$2000.

Highest 30 Sec. Rate (Sept. 1, 1982): \$1200.

NETWORK BASE HOURLY RATE: \$1135.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,317,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW HAMPSHIRE</b>			
	Coos	13,400	13,200	99
	Grafton	24,900	24,000	97
	Sullivan	14,200	13,700	96
	<b>NEW YORK</b>			
	Clinton	26,300	25,900	98
	Essex	13,500	13,200	97
	Franklin	15,600	15,100	97
	<b>VERMONT</b>			
	Addison	10,100	9,800	97
Caledonia	9,700	9,500	98	
Chittenden	41,100	40,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Essex	2,300	2,300	100
	Franklin	12,100	12,000	99
	Grand Isle	1,900	1,900	100
	Lamoille	6,400	6,300	98
	Orange	8,500	8,200	97
	Orleans	8,600	8,500	98
	Rutland	21,800	21,200	97
	Washington	19,600	19,200	98
	Windsor	20,300	19,700	97
	<b>VERMONT</b>			
Between 25-49%	Bennington	12,800	12,400	97
<b>NEW HAMPSHIRE</b>				
Between 5-24%	Carroll	12,300	12,000	98
Cheshire	23,200	22,500	97	
<b>NEW YORK</b>				
	Hamilton	1,900	1,800	95
	St Lawrence	36,900	36,100	98
	Warren	20,200	19,600	97
<b>VERMONT</b>				
	Windham	14,800	14,100	95
<b>Station Totals</b>		<b>392,400</b>	<b>382,600</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>247,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>169,900</b>	

# Vermont—Burlington-Plattsburgh, N.Y.

**WVNY**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"  
Longitude 72° 48' 58"

Transmitter: Mt. Mansfield.

News Service: AP.

Network Service: ABC.

Licensee: Champlain Communication Corp., 100 Market Square, Burlington, Vt. 05401.

Studio: 100 Market Square, Burlington, Vt. 05401.

Telephone: 802-655-3663. TWX: 510-299-0022.

Ownership: Philip J. Lombardo, pres., 100%.

Began Operation: Aug. 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 12, 1982 (Television Digest, Vol. 22:34).

Represented (sales) by Katz Television.

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

Personnel:

- PHILIP J. LOMBARDO, chairman & president.
- WILLIAM BRADLEY, vice president & station manager.
- COLLEEN ROACH, vice president & chief financial officer.
- GEORGE ROUSSEAU, director of operations.
- GARY WHEELOCK, news director.
- RALPH McCLINTOCK, chief engineer.

Highest One Hour Rate: \$2500.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$225.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,178,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Clinton	26,300	25,900	98
	Essex	13,500	13,200	97
	<b>VERMONT</b>			
	Addison	10,100	9,800	97
	Chittenden	41,100	40,400	98
	Franklin	12,100	12,000	99
	Grand Isle	1,900	1,900	100



WVNY BPCT-791219KE Granted 2/11/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lamolle	6,400	6,300	98
	Washington	19,600	19,200	98
Between 25-49%	<b>NEW YORK</b>			
	Franklin	15,600	15,100	97
Between 5-24%	<b>VERMONT</b>			
	Caledonia	9,700	9,500	98
	Orange	8,500	8,200	97
	Orleans	8,600	8,500	98
	Rutland	21,800	21,200	97
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,200	22,500	97
	Coos	13,400	13,200	99
	Grafton	24,900	24,000	97
	<b>NEW YORK</b>			
	Hamilton	1,900	1,800	95
	<b>VERMONT</b>			
	Essex	2,300	2,300	100
	Windsor	20,300	19,700	97
<b>Station Totals</b>		<b>281,200</b>	<b>274,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>128,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>67,500</b>	

# Vermont—Hartford-Hanover, N.H.

## WNNE-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"  
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, Vt.

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

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, Vt. 05001.

Studio: Holiday Inn Dr., White River Junction, Vt.

Mailing Address: Box 1310, White River Junction, Vt. 05001.

Telephone: 802-295-3100.

Ownership: Taft Bcstg. Corp., 84.5%; Northern New England Television, 15.5%. Taft Bcstg.: Paul E. Taft, 64.5%; Philip D. Taft, 17.1%; Jerry G. Bridges, 9.3%; Paul E. Milling, 4.1%; 13 others, none with more than 0.5%. Taft Bcstg. has MDS interests.

Began Operation: Sept. 27, 1978.

Represented (sales) by Kettell-Carter (Boston).

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

CHARLES E. WEBB, president & general manager.

STEVE ROZOV, general sales manager.

JOE ALVIN, chief engineer.

KAREN CREIGHTON, program director.

PETER ROSS, news director.

Highest 30 Sec. Rate: \$200.

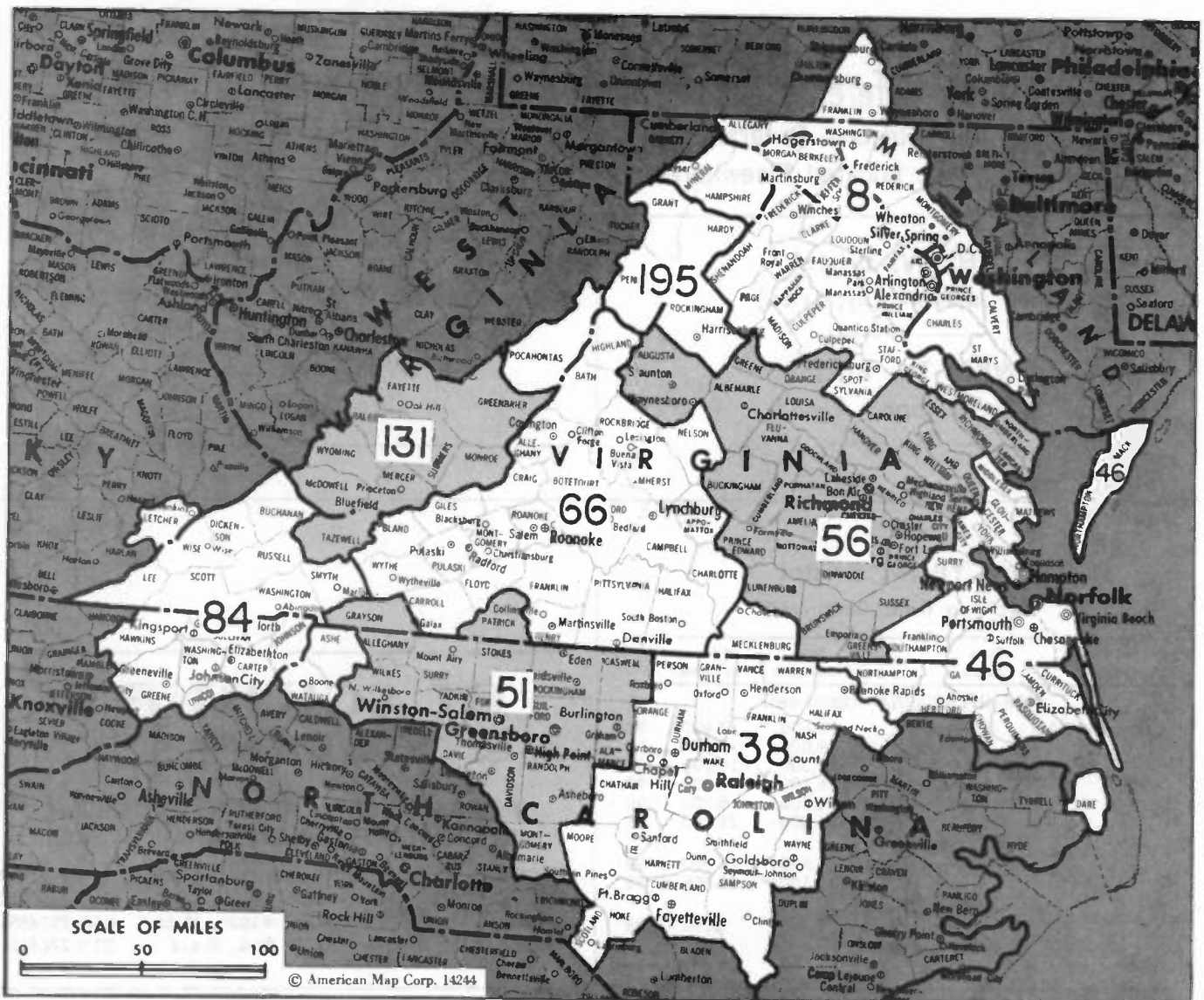
Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,200	22,500	97
	Sullivan	14,200	13,700	96
	<b>VERMONT</b>			
	Windham	14,800	14,100	95
	Windsor	20,300	19,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW HAMPSHIRE</b>			
	Grafton	24,900	24,000	97
Between 5-24%	<b>VERMONT</b>			
	Orange	8,500	8,200	97
Station Totals	<b>VERMONT</b>			
	Rutland	21,800	21,200	97
	Washington	19,600	19,200	98
Net Weekly Circulation (1983)		147,300	142,600	96
Average Daily Circulation (1983)				64,000
				33,600

# Virginia



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Washington, D.C.	1,510,100	8	916,000	10	WCQR (50), WDCA-TV (20), WDVM-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Raleigh-Durham, N.C.	576,100	38	295,000	46	WKFT (40), WLFL-TV (22), WRAL-TV (5), WPTF-TV (28), WTVB (11)
Norfolk-Portsmouth-Newport News-Hampton, Va.	495,800	46	274,000	52	WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27)
Greensboro-Winston Salem-High Point, N.C.	468,800	51	321,000	40	WFMY-TV (2), WGGT (48), WGHP-TV (8), WJTM-TV (45), WXII (12)
Richmond, Va.	435,900	56	251,000	57	WRLH-TV (35), WTVR-TV (6), WVIR-TV (29), WWBT (12), WXEX-TV (8)
Roanoke-Lynchburg, Va.	359,700	66	207,000	67	WDBJ (7), WSET-TV (13), WSLS-TV (10)
Bristol, Va.-Kingsport-Johnson City, Tenn.	268,000	84	170,000	78	WCYB-TV (5), WJHL-TV (11), WKPT-TV (19)
Bluefield-Beckley-Oak Hill, W.Va.	151,800	131	67,000	149	WOAY-TV (4), WVVA (6)
Harrisonburg, Va.	37,000	195	20,000	186	WHSV-TV (3)

### Virginia Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	0	9	9
			25

## Virginia

### 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 & WSLI-TV, Lynchburg

(See Roanoke, Va.)

#### WXEX-TV, Petersburg

(See Richmond, Va.)

#### WSET-TV, Roanoke

(See Lynchburg, Va.)

#### WCYB-TV, Bristol

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA—(Continued)				
Between 5-24%	Haywood	17,800	17,400	98
	Jackson	9,000	8,800	97
	Mc Dowell	13,000	12,800	98
	Madison	6,100	5,900	97
	Polk	5,300	5,200	98
	Wilkes	21,800	21,400	98
TENNESSEE				
	Jefferson	11,400	11,300	99
	Sevier	16,100	15,800	98
VIRGINIA				
	Grayson	6,300	6,200	98
WEST VIRGINIA				
	Mc Dowell	16,500	16,200	98

## BLACKBURN & COMPANY, INC.

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

CHICAGO	333 N. Michigan Ave., 60601	(312) 346-6460
WASHINGTON, D.C.	1111 19th St., N.W., 20036	(202) 331-9270
ATLANTA	400 Colony Sq., #1004, 30361	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

# Virginia—Bristol-Kingsport & Johnson City, Tennessee

WCYB-TV

Ch. 5

# WCYB TV 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 85.1-kw visual, 10.25-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"  
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland & Lee Sts. 24201.

Studio: 101 Lee St.

Mailing Address: Box 2069, Bristol, Va. 24203.

Telephone: 703-669-4161. TWX: 510-580-2109.

Ownership: The DGH Co., subsidiary of Lamco Communications Inc., Williamsport, Pa. Andrew W. Stabler Jr., pres.; James H. Lamade, v.p.-secy.

Began Operation: Aug. 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOE CONWAY, exec. vice president & general manager.  
JACK SHAVER, vice president, sales.  
ROBERT H. SMITH JR., news director.  
SANDHI KOZSUCH, director, production/creative services.  
EHEL EDENS, chief engineer.  
CHARLES LINEBERGER, program operations manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Harlan	14,600	14,300	98
	Knott	5,900	5,700	97
	Letcher	10,900	10,600	97
	<b>NORTH CAROLINA</b>			
	Ashe	8,500	8,300	98
	Avery	5,100	5,000	98
	Mitchell	5,300	5,200	98
	Watauga	11,700	11,500	98
	Yancey	5,600	5,400	98
<b>TENNESSEE</b>				
Carter	19,100	18,900	99	
Cocke	10,700	10,500	98	
Greene	20,100	19,900	99	
Hamblen	18,600	18,400	99	
Hancock	2,400	2,400	98	
Hawkins	16,500	16,200	98	
Johnson	5,100	5,000	98	
Sullivan	54,700	54,300	99	
Unicoi	6,200	6,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	33,100	32,900	99
	<b>VIRGINIA</b>			
	Buchanan	12,700	12,300	97
	Dickenson	6,900	6,800	99
	Lee	9,600	9,300	97
	Russell	11,800	11,500	97
	Scott	8,800	8,600	97
	Smyth	11,900	11,700	98
	Washington	24,300	24,000	99
	Wise	17,500	17,100	98
Between 25-49%	<b>KENTUCKY</b>			
	Knox	10,700	10,400	97
	Leslie	5,000	4,800	96
	Perry	11,500	11,200	97
Pike	28,800	28,300	98	
<b>TENNESSEE</b>				
Claiborne	9,000	8,800	98	
Grainger	6,100	6,000	98	
<b>VIRGINIA</b>				
Bland	2,200	2,100	95	
Tazewell	18,300	18,000	98	
Between 5-24%	<b>KENTUCKY</b>			
	Bell	11,900	11,700	98
	Clay	7,300	7,100	97
	Jackson	4,300	4,100	95
	Martin	4,600	4,500	98
	Owsley	1,900	1,800	95
	Rockcastle	5,000	4,800	96
	Whitley	12,500	12,300	98
	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
Burke	27,300	27,000	99	
Caldwell	25,000	24,700	99	
Catawba	39,600	39,300	99	
<b>Station Totals</b>		715,800	703,600	98
<b>Net Weekly Circulation (1983)</b>			366,100	
<b>Average Daily Circulation (1983)</b>			252,600	



# Virginia—Charlottesville

## WVIR-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"  
Longitude 78° 28' 54"

Transmitter: Carter Mtn., 3.5-mi. S of Charlottesville.

News Service: UPI.

Satellite Earth Station: In operation; 4-meter.

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., Box 751, Charlottesville, Va. 22902.

Studio: 221 E. Main St., Charlottesville, Va. 22902.

Telephone: 804-977-7082.

Ownership: Harold B. Wright Jr., Charles E. Echols, Elizabeth P. Haslem, E. Gerald Tremblay, Lloyd T. Smith Jr., 39 others.

Began Operation: March 11, 1973.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Arnold & Porter.

Personnel:

HAROLD B. WRIGHT JR., vice president & general manager.

JIM FERNALD, general sales manager.

SID SHUMATE, chief engineer.

Highest One Hour Rate: \$800.

Highest 30 Sec. Rate (Oct. 1, 1983): \$200.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Albemarle	37,100	36,200	98
	Greene	2,900	2,800	97
	Madison	3,700	3,600	97
Between 25-49%	<b>VIRGINIA</b>			
	Augusta	33,200	32,700	98
	Fluvanna	3,800	3,700	97
	Nelson	4,400	4,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
Between 5-24%	Appomattox	4,300	4,200	98
	Buckingham	4,100	4,000	98
	Culpeper	8,100	8,000	99
	Cumberland	2,800	2,700	96
	Louisa	6,400	6,200	97
	Orange	6,700	6,500	97
	Rappahannock	2,400	2,300	98
Rockingham	26,700	26,300	99	
<b>Station Totals</b>		<b>146,600</b>	<b>143,500</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>54,100</b>
<b>Average Daily Circulation (1983)</b>				<b>25,300</b>

# Virginia—Harrisonburg

## WHSV-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.832-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"  
Longitude 78° 37' 57"

Transmitter: Big Mtn., New Market, Va.

News Services: AP, ABC, Weather Wire.

Satellite Earth Station: Channel Master, 4-meter; Channel Master receivers.

Network Service: ABC.

Licensee: Shenandoah Valley Television Systems Inc., Box TV 3, Harrisonburg, Va. 22801.

Studio: Route 33 West.

Mailing Address: Box TV 3, Harrisonburg, Va. 22801.

Telephone: 703-433-9191. TWX: 710-839-1394.

Ownership: SVTS Inc., a wholly-owned subsidiary of Worrell Broadcasting Inc., which owns WIFR-TV, Freeport-Rockford, Ill. Principals also own WBNB-TV, Charlotte Amalie, V.I.

Began Operation: Oct. 9, 1953. Sale to present owner by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (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 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

ARTHUR HAMILTON, president & general manager.  
SAMMY BLAND, vice president, sales & programming.  
CHRISTOPHER JONES, production manager.  
IRA T. LOWE, director of engineering.  
KEN McNULTY, manager of news operations.  
PHILLIP UPDIKE, promotion director.

Highest One Hour Rate: \$1200.

Highest 30 Sec. Rate (Oct. 1983): \$350.

NETWORK BASE HOURLY RATE: \$700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Augusta	33,200	32,700	98
	Page	7,400	7,300	99
	Rockingham	26,700	26,300	99
	Shenandoah	10,800	10,700	99
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hardy	3,600	3,500	96
	Pendleton	3,100	3,000	97

<b>VIRGINIA</b>				
<b>Between 25-49%</b>	Albemarle	37,100	36,200	98
	Bath	2,200	2,200	100
	Greene	2,900	2,800	97
	Highland	1,100	1,100	100
	Madison	3,700	3,600	97
	Warren	8,500	8,300	98
<b>WEST VIRGINIA</b>				
	Hampshire	5,600	5,500	97

<b>VIRGINIA</b>				
<b>Between 5-24%</b>	Clarke	3,800	3,800	100
	Culpeper	8,100	8,000	99
	Frederick	20,400	20,200	99
	Orange	6,700	6,500	97
	Rappahannock	2,400	2,300	98
<b>WEST VIRGINIA</b>				
	Mineral	9,900	9,700	98
	Pocahontas	3,600	3,400	94

<b>Station Totals</b>	215,300	211,300	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		110,100	
<b>Average Daily Circulation (1983)</b>		67,100	

# Virginia—Lynchburg

## WSET-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 45.3-kw aural. Antenna: 2040-ft. above av. terrain, 1230-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 52"  
Longitude 79° 38' 04"

Transmitter: Thaxton Mtn., 15-mi. E of Roanoke.

News Services: AP, ABC, NAFAX.

Satellite Earth Station: Microdyne; 7-meter; Microdyne receivers.

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, Va. 24506.

Studio: 2320 Langhorne Rd., Lynchburg, Va. 24501.

Mailing Address: Box 11588, Lynchburg, Va. 24506.

Telephone: 804-528-1313. TWX: 710-871-1525.

Ownership: Allbritton Communications Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Feb. 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

DAVID McATEE, president & general manager.

JACK TACKETT, general sales manager.

DOROTHY BALLAGH, manager, operations.

WILLIS LITTLE, chief engineer.

HOWARD SATTERWHITE, manager, business services.

ROGER WELLMAN, news director.

BONNIE BRICKHOUSE, community services director.

Highest One Hour Rate: \$1300.

Highest 30 Sec. Rate (Feb. 1983): \$650.

NETWORK BASE HOURLY RATE: \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Amherst	9,700	9,500	98
	Appomattox	4,300	4,200	98
	Bedford	14,600	14,300	98
	Botetourt	8,700	8,600	99
	Campbell	41,100	40,500	99
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Franklin	12,800	12,600	98
	Halifax	12,500	12,200	98
	Highland	1,100	1,100	100
	Mecklenburg	10,500	10,200	98
	Montgomery	26,500	26,100	98
	Pittsylvania	41,400	40,700	98
	Prince Edward	5,100	5,000	98
	Pulaski	13,100	12,900	98
Roanoke	76,900	76,100	99	
Rockbridge	10,700	10,500	98	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Caswell	6,800	6,700	99



WSET-TV BMPCT-810423KF Granted 9/29/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Person	10,500	10,300	98
	<b>VIRGINIA</b>			
	Bath	2,200	2,200	100
	Buckingham	4,100	4,000	98
	Floyd	4,400	4,300	98
	Giles	6,400	6,300	98
<b>Between 5-24%</b>	Henry	27,500	27,100	99
	Nelson	4,400	4,300	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Granville	10,900	10,700	98
	Harnett	21,400	21,000	98
	Rockingham	31,300	30,900	99
	Vance	13,000	12,800	98
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,100	36,200	98
	Bland	2,200	2,100	95
	Carroll	12,600	12,300	98
	Culpeper	8,100	8,000	99
	Greene	2,900	2,800	97
	Lunenburg	4,300	4,200	98
	Madison	3,700	3,600	97
	Patrick	6,500	6,300	98
	Wythe	9,500	9,300	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Mercer	27,900	27,500	99
Monroe	4,700	4,500	96	
Pocahontas	3,600	3,400	94	
Summers	5,600	5,400	96	
Wyoming	12,200	11,900	98	
<b>Station Totals</b>		<b>602,900</b>	<b>592,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>295,200</b>
<b>Average Daily Circulation (1983)</b>				<b>171,000</b>

## Virginia—Manassas

**WTKK**

Ch. 66

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"  
Longitude 77° 19' 48"

Transmitter: 6110 Ox Rd., Fairfax Station.

Arbitron Data: Not available.

Network Service: None, independent.

Licensee: National Capital Christian Broadcasting Inc., Manassas, Va. 22110.

Studio: 9008 Center St., Manassas, Va. 22110.

Telephone: 703-369-3400.

Ownership: Non-stock corporation. Lester R. Raker pres.; K. L. Raker, v.p.; T. L. Foltz, secy.-treas. Holds CP for WTLL(TV), Richmond, Va.

Began Operation: March 26, 1978.

Represented (legal) by John H. Midlen.

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

Personnel:

LESTER R. RAKER, president.

Highest 30 Sec. Rate (March 26, 1979): \$70.



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# Virginia—Norfolk

## WTKR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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: 5277 Nansemond Pkwy., Suffolk, Va. 23434.

News Services: AP, UPI, CBS.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Network Service: CBS.

Licensee: Knight-Ridder Bcstg. Inc., 720 Boush St., Norfolk, Va. 23510.

Studio: 720 Boush St., Norfolk, Va. 23510.

Telephone: 804-446-1000. TWX: 710-881-1195.

Ownership: Knight-Ridder Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

Began Operation: April 2, 1950. Sale to present owner by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33, 21:4).

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

Represented (legal) by Hamel, Park, McCabe & Saunders.

Personnel:

THOMAS HARTMAN, president & general manager.

MARJORIE NELOWET, general sales manager.

JOSEPH C. PERKINS, director of TV operations.

SUSAN SMITH, promotion manager.

JULIE McCOLLUM, director of community relations.

BOB McCALL, director of news & public affairs.

GENE GILDOW, chief engineer.

JACK WELSBY, business manager.

JEFFERY L. FEYES, national sales manager.

Highest One Hour Rate: \$5500.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Chowan	4,800	4,700	98
	Currituck	4,600	4,500	98
	Dare	6,100	5,900	97
	Gates	2,900	2,800	97
	Hertford	7,800	7,600	98
	Pasquotank	10,200	10,000	98
	Perquimans	3,600	3,500	97
	<b>VIRGINIA</b>			
Accomack	11,900	11,600	97	
Gloucester	7,900	7,800	99	
Isle Of Wight	7,500	7,400	99	
James City	11,400	11,200	98	
Mathews	3,400	3,300	97	
Middlesex	3,200	3,100	97	
Northampton	5,700	5,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Southampton	8,100	7,900	98
	Surry	2,000	2,000	100
	York	14,600	14,400	99
	Newport News City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Suffolk City	16,200	15,900	98
	Va Beach City	95,500	94,700	99
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Bertie	7,200	7,000	97
	Northampton	7,300	7,100	97
	<b>VIRGINIA</b>			
	Greensville	5,200	5,100	98
Lancaster	4,200	4,100	98	
Northumberland	4,100	4,000	98	
Sussex	3,600	3,500	97	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Halifax	19,100	18,600	97
	Tyrrell	1,400	1,400	100
	<b>VIRGINIA</b>			
	Brunswick	5,200	5,100	98
King And Queen	2,100	2,000	95	
King William	3,400	3,400	99	
New Kent	3,400	3,300	97	
Prince George	15,500	15,300	99	
<b>Station Totals</b>		<b>571,300</b>	<b>563,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>443,800</b>
<b>Average Daily Circulation (1983)</b>				<b>293,000</b>

# Virginia—Norfolk

**WTVZ**

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, Va.)

Technical Facilities: Channel No. 33 (584-590 MHz) Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"  
Longitude 76° 30' 13"

Transmitter: 1-mi. S of Driver, Va.

Network Service: None, independent.

Licensee: TV Corp. of Virginia, Box 148, Norfolk, Va. 23501.

Studio: 418 Boush St., Norfolk, Va. 23510.

Telephone: 804-622-3333.

Ownership: Tim McDonald, pres., 7.51%; John A. Trinder, exec. v.p., 6.54%; Aubrey E. Loving Jr., secy., 10.12%; Joel Cooper, treas., 7.49%; William E. Alluan Jr., asst. secy.-treas., 5.94%; Harvey Hudson, 8.26%; Stockton Fleming & Bradford J. Bangel, 7.12% each; Richard Davis, 6.74%; Herman E. Valentine, 6.1%; Paul T. Lucci, Thomas N. Downing & Charles Cooper, 4.53% each; James S. Lowe, 4.2%; Martha Davis, 3.34%; others, none with as much as 3%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 24, 1979.

Represented (sales) by Katz Independent TV Sales.

Represented (legal) by Kenkel & Barnard.

Personnel:

RICHARD KITELYN, vice president & general manager.

TIMOTHY LYNCH, general sales manager.

ERIC ZITRON, national sales manager.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Gloucester	7,900	7,800	99
	Isle Of Wight	7,500	7,400	99
	Newport News City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Suffolk City	16,200	15,900	98
Va Beach City	95,500	94,700	99	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Currituck	4,600	4,500	98
	Gates	2,900	2,800	97
	Hertford	7,800	7,600	98
	Pasquotank	10,200	10,000	98



WTVZ BMPCT-790416KL Granted 9/28/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Accomack	11,900	11,600	97
	James City	11,400	11,200	98
	Mathews	3,400	3,300	97
	Northampton	5,700	5,600	98
	Southampton	8,100	7,900	98
	Sussex	3,600	3,500	97
York	14,600	14,400	99	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Chowan	4,800	4,700	98
	Northampton	7,300	7,100	97
<b>VIRGINIA</b>	Perquimans	3,600	3,500	97
	Charles City	2,200	2,100	95
	Lancaster	4,200	4,100	98
	Middlesex	3,200	3,100	97
	Northumberland	4,100	4,000	98
	Surry	2,000	2,000	100
<b>Station Totals</b>		<b>504,900</b>	<b>498,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>247,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>101,100</b>	

# 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.

News Services: AP, Group W Newsfeed.

Satellite Earth Station: Scientific-Atlanta; 10-meter.

Network Service: ABC.

Licensee: WVEC Television Inc., Box 400, Hampton 23669.

Studios: 110 Third St., Norfolk, Va. 23510; 1930 E. Pembroke Ave., Hampton, Va. 23663.

Telephones: 804-622-4674, Norfolk; 804-722-6331, Hampton.

TWX: 710-882-0072.

Ownership: Corinthian Bcstg., wholly owned subsidiary of Dun & Bradstreet Corp. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13. Sale to present owner by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (Television Digest, Vol. 19:21).

Represented (sales) by Petry Television Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

THOMAS P. CHISMAN, president & general manager.

J. WILLIAM BEINDORF, station manager.

TONY McMAHON, general sales manager.

HARROL A. BRAUER III, local sales manager.

DAVID WHITENER, program manager.

MICHAEL GRANDELLI, production manager.

LYNN LOVICK, merchandise & promotion director.

Highest 30 Sec. Rate (July 26, 1983): \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Chowan	4,800	4,700	98
	Currituck	4,600	4,500	98
	Dare	6,100	5,900	97
	Gates	2,900	2,800	97
	Hertford	7,800	7,600	98
	Pasquotank	10,200	10,000	98
	Perquimans	3,600	3,500	97
	<b>VIRGINIA</b>			
	Accomack	11,900	11,600	97
	Gloucester	7,900	7,800	99
	Isle Of Wight	7,500	7,400	99
	James City	11,400	11,200	98
	Lancaster	4,200	4,100	98
	Mathews	3,400	3,300	97
	Northampton	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Southampton	8,100	7,900	98	
	Surry	2,000	2,000	100	
	York	14,600	14,400	99	
	Newport News City	97,000	96,200	99	
	Norfolk City	163,200	161,600	99	
	Suffolk City	16,200	15,900	98	
	Va Beach City	95,500	94,700	99	
	<b>NORTH CAROLINA</b>				
	<b>Between 25-49%</b>	Bertie	7,200	7,000	97
		Northampton	7,300	7,100	97
Tyrrell		1,400	1,400	100	
<b>VIRGINIA</b>					
Middlesex	3,200	3,100	97		
Sussex	3,600	3,500	97		
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
	Washington	5,000	4,900	98	
	<b>VIRGINIA</b>				
	Greensville	5,200	5,100	98	
	King William	3,400	3,400	99	
	New Kent	3,400	3,300	97	
	Northumberland	4,100	4,000	98	
<b>Station Totals</b>		534,400	527,500	98	
<b>Net Weekly Circulation (1983)</b>				423,600	
<b>Average Daily Circulation (1983)</b>				261,800	

# 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.

News Services: AP, NBC, NIWS.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: NBC.

Licensee: WAVY TV Inc., 801 Wavy St., Portsmouth 23704; Box 1600, Norfolk, Va. 23501.

Studio: 801 Wavy St., Portsmouth, Va. 23704.

Telephone: 804-393-1010. TWX: 710-882-3271.

Ownership: LIN Broadcasting. For other interests, see Group Ownership of TV Stations.

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:

MICHAEL MCGREW, general manager.

ERIC LAND, general sales manager.

GARY B. SMART, national sales manager.

JACK PARIS, local sales manager.

JANE WALLACE, station manager.

STEVE HINKLE, news director.

PAUL HECHT, chief engineer.

JANICE ELDER, business manager.

Highest 30 Sec. Rate (May 1982): \$2000.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Camden	2,000	2,000	100
	Chowan	4,800	4,700	98
	Currituck	4,600	4,500	98
	Dare	6,100	5,900	97
	Gates	2,900	2,800	97
	Hertford	7,800	7,600	98
	Northampton	7,300	7,100	97
	Pasquotank	10,200	10,000	98
	Perquimans	3,600	3,500	97
	Tyrrell	1,400	1,400	100
<b>VIRGINIA</b>				
	Accomack	11,900	11,600	97
	Gloucester	7,900	7,800	99
	Isle Of Wight	7,500	7,400	99
	James City	11,400	11,200	98
	Lancaster	4,200	4,100	98
	Mathews	3,400	3,300	97
	Middlesex	3,200	3,100	97
	Northampton	5,700	5,600	98
	Southampton	8,100	7,900	98



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Surry	2,000	2,000	100	
	Sussex	3,600	3,500	97	
	York	14,600	14,400	99	
	<b>Newport News</b>				
		City	97,000	96,200	99
		Norfolk City	163,200	161,600	99
		Suffolk City	16,200	15,900	98
	Va Beach City	95,500	94,700	99	
<b>NORTH CAROLINA</b>					
Between 25-49%	Bertie	7,200	7,000	97	
	Halifax	19,100	18,600	97	
<b>VIRGINIA</b>					
	Greensville	5,200	5,100	98	
	Northumberland	4,100	4,000	98	
<b>MARYLAND</b>					
Between 5-24%	Somerset	6,900	6,700	98	
<b>NORTH CAROLINA</b>					
	Washington	5,000	4,900	98	
<b>VIRGINIA</b>					
	Brunswick	5,200	5,100	98	
	Charles City	2,200	2,100	95	
	King And Queen	2,100	2,000	95	
	King William	3,400	3,400	99	
	New Kent	3,400	3,300	97	
	Prince George	15,500	15,300	99	
<b>Station Totals</b>		<b>585,400</b>	<b>577,300</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>			<b>436,500</b>		
<b>Average Daily Circulation (1983)</b>			<b>259,100</b>		



# Virginia—Portsmouth-Norfolk-Newport News

## WYAH

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-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 Rte. 337, 0.4-mi. E of Jct. Rtes. 337 & 626, near Shoulders Hill.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft. News Service: AP.

Satellite Earth Station: Transmit/receive, Scientific-Atlanta; 10-meter.

Network Service: None, independent.

Licensee: CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, Va. 23463.

Studio: 1318 Spratley St., Portsmouth, Va. 23704.

Telephone: 804-393-2501.

Ownership: Non-stock corporation. M. G. Robertson, pres. CBN Continental Bcstg. also owns WXRI-FM, Norfolk, Va.; WANX-TV, Atlanta, Ga.; KXTX-TV, Dallas, Tex.; WXNE-TV, Boston, Mass.

Began Operation: Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July 1967.

Represented (sales) by TeleRep Inc.

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

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

### Personnel:

M. G. ROBERTSON, president.  
THOMAS W. SMITH, vice president & general manager.  
JIM REID, vice president, operations/programs.  
JERRY MACHOVINA, general sales manager.  
ROBERT HOLLEY, operations manager.  
DEBBIE PARKS, data services manager.  
DEBBIE GORHAM, film director.  
KEN REICHENBACH, chief engineer.

Highest One Hour Rate: \$1800.

Highest 30 Sec. Rate (Aug. 1, 1983): \$260.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Gates	2,900	2,800	97
	Hertford	7,800	7,600	98
	Pasquotank	10,200	10,000	98
	<b>VIRGINIA</b>			
	Gloucester	7,900	7,800	99
	Isle Of Wight	7,500	7,400	99
	Mathews	3,400	3,300	97
	Southampton	8,100	7,900	98
	Newport News City	97,000	96,200	99
	Norfolk City	163,200	161,600	99
	Suffolk City	16,200	15,900	98
	Va Beach City	95,500	94,700	99
	<b>NORTH CAROLINA</b>			
<b>Between 25-49%</b>	Chowan	4,800	4,700	98



WYAH BPCT-4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	Currituck	4,600	4,500	98	
	Dare	6,100	5,900	97	
	Northampton	7,300	7,100	97	
	Perquimans	3,600	3,500	97	
	<b>VIRGINIA</b>				
	Accomack	11,900	11,600	97	
	James City	11,400	11,200	98	
	Northampton	5,700	5,600	98	
	Surry	2,000	2,000	100	
	Sussex	3,600	3,500	97	
	York	14,600	14,400	99	
<b>Between 5-24%</b>	<b>MARYLAND</b>				
	Somerset	6,900	6,700	98	
	<b>NORTH CAROLINA</b>				
	Bertie	7,200	7,000	97	
	Halifax	19,100	18,600	97	
Martin	8,900	8,700	98		
New Hanover	40,300	39,800	99		
Tyrrell	1,400	1,400	100		
	<b>VIRGINIA</b>				
	Brunswick	5,200	5,100	98	
	Charles City	2,200	2,100	95	
	Chesterfield	51,600	51,200	99	
	Greensville	5,200	5,100	98	
	Henrico	157,600	155,900	99	
	Lancaster	4,200	4,100	98	
	Middlesex	3,200	3,100	97	
	New Kent	3,400	3,300	97	
	Northumberland	4,100	4,000	98	
Prince George	15,500	15,300	99		
<b>Station Totals</b>		<b>833,300</b>	<b>822,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>			<b>319,000</b>		
<b>Average Daily Circulation (1983)</b>			<b>144,900</b>		

# Virginia—Richmond

## WRLH-TV

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 4335-kw max. visual, 433.5-kw max. aural. Antenna: 1252-ft. above av. terrain, 1239-ft. above ground, 1539-ft. above sea level.

Latitude 37° 30' 22.0"

Longitude 77° 42' 02.5"

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Satellite Earth Station: Scientific-Atlanta; 4-meter.

Network Service: None, independent.

Grantee: Television Corporation of Richmond, 1925 Westmoreland St., Richmond, Va. 23230.

Studio: 1925 Westmoreland St. Telephone: 804-359-3510.

Mailing Address: Box 11169, Richmond, Va. 23230.

Ownership: See WTVZ, Norfolk, Va.

Began Operation: Feb. 20, 1982.

Represented (sales) by Seltel Inc.

Represented (legal) by Kenkel & Barnard.

Represented (engineering) by Lawrence Behr Associates.

Personnel:

STEVE PESKIN, vice president & general manager.

BRINDELL DEZIURA, general sales manager.

JIM JACOBS, program & promotion manager.

JIM DUGGER, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Amelia	2,800	2,700	96
	Chesterfield	51,600	51,200	99
	Hanover	17,700	17,400	98
	Powhatan	4,000	3,900	98
Prince George	15,500	15,300	99	
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Cumberland	2,800	2,700	96
	Dinwiddie	27,800	27,300	98
	Essex	3,200	3,100	97
	Goochland	4,000	3,900	97
	Greensville	5,200	5,100	98
	Henrico	157,600	155,900	99
	King And Queen	2,100	2,000	95



WRLH-TV BMPCT-810119KH Granted 12/22/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	King William	3,400	3,400	99
	Louisa	6,400	6,200	97
	New Kent	3,400	3,300	97
	Nottoway	5,300	5,200	98
Richmond	2,700	2,600	96	
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Brunswick	5,200	5,100	98
	James City	11,400	11,200	98
	Lancaster	4,200	4,100	98
	Lunenburg	4,300	4,200	98
	Madison	3,700	3,600	97
	Middlesex	3,200	3,100	97
	Prince Edward	5,100	5,000	98
Spotsylvania	18,700	18,400	99	
Sussex	3,600	3,500	97	
<b>Station Totals</b>		<b>387,400</b>	<b>381,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>168,900</b>
<b>Average Daily Circulation (1983)</b>				<b>81,000</b>

# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

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# 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.

AM Affiliate: WTVR, 5-kw, 1380 kHz (CBS).

FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

News Services: AP, CBS.

Satellite Earth Station: In operation.

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Va. Inc., Box 11064, Richmond 23230.

Studio: 3301 W. Broad St., Richmond, Va. 23230.

Telephone: 804-254-3600. TWX: 710-956-0178.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. For other interests, see Group Ownership of TV Stations.

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

RONALD W. PHILIPS, exec. vice president & general manager.

PAUL M. O'DELL, program manager.

RICHARD PEGRAM, general sales manager.

TERRY BYNUM, news director.

DENNIS BALLARD, promotion manager.

BILL VANSYOC, chief engineer.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1045.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,100	36,200	98
	Amelia	2,800	2,700	96
	Augusta	33,200	32,700	98
	Brunswick	5,200	5,100	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	51,600	51,200	99
	Cumberland	2,800	2,700	96
	Dinwiddie	27,800	27,300	98
	Essex	3,200	3,100	97
	Fluvanna	3,800	3,700	97
	Goochland	4,000	3,900	97
	Greene	2,900	2,800	97
	Greensville	5,200	5,100	98
	Hanover	17,700	17,400	98
Henrico	157,600	155,900	99	
King And Queen	2,100	2,000	95	
King William	3,400	3,400	99	
Lancaster	4,200	4,100	98	
Louisa	6,400	6,200	97	
Lunenburg	4,300	4,200	98	
Madison	3,700	3,600	97	
Middlesex	3,200	3,100	97	
Nelson	4,400	4,300	98	
New Kent	3,400	3,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Northumberland	4,100	4,000	98
	Nottoway	5,300	5,200	98
	Orange	6,700	6,500	97
	Powhatan	4,000	3,900	98
	Prince Edward	5,100	5,000	98
	Prince George	15,500	15,300	99
	Richmond	2,700	2,600	96
	Rockingham	26,700	26,300	99
Sussex	3,600	3,500	97	
Westmoreland	5,500	5,400	97	
<b>VIRGINIA</b>	<b>VIRGINIA</b>			
	Between 25-49%			
	Culpeper	8,100	8,000	99
	Mecklenburg	10,500	10,200	98
	Page	7,400	7,300	99
	Spotsylvania	18,700	18,400	99
Surry	2,000	2,000	100	
Warren	8,500	8,300	98	
<b>VIRGINIA</b>	<b>VIRGINIA</b>			
	Between 5-24%			
	Amherst	9,700	9,500	98
	Charlotte	4,100	4,000	98
	Frederick	20,400	20,200	99
	Gloucester	7,900	7,800	99
	James City	11,400	11,200	98
	King George	3,800	3,700	97
	Mathews	3,400	3,300	97
	Rappahannock	2,400	2,300	98
Rockbridge	10,700	10,500	98	
Shenandoah	10,800	10,700	99	
Stafford	13,500	13,300	99	
York	14,600	14,400	99	
<b>WEST VIRGINIA</b>	<b>WEST VIRGINIA</b>			
Pendleton	3,100	3,000	97	
<b>Station Totals</b>		652,700	642,000	98
<b>Net Weekly Circulation (1983)</b>			439,400	
<b>Average Daily Circulation (1983)</b>			271,000	

# 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' 22.50"  
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

News Services: AP, UPI.

Satellite Earth Station: Satcom Technologies; 9.2-meter.

Network Service: NBC.

Licensee: Jefferson-Pilot Bcstg. Co. of Va., 5710 Midlothian Pike.

Studio & Office: 5710 Midlothian Pike, Box 12, Richmond, Va. 23201.

Telephone: 804-233-5461. TWX: 710-956-0196.

Ownership: Jefferson-Pilot Bcstg. Co. For other interests, see Group Ownership of TV Stations.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales) by Petry Television Inc.

Represented (legal) by Wiley, Johnson & Rein.

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

Personnel:

BOB McRANEY JR., vice president & managing director.  
ELLEN SHULER, general sales manager.  
RAE MAUPIN, program operations manager.  
RONALD W. MILLER, news manager.  
DAVID G. FRASIER, technical operations manager.  
MICHAEL MOSS, local sales manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$925.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,100	36,200	98
	Amelia	2,800	2,700	96
	Augusta	33,200	32,700	98
	Brunswick	5,200	5,100	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	51,600	51,200	99
	Cumberland	2,800	2,700	96
	Dinwiddie	27,800	27,300	98
	Essex	3,200	3,100	97
	Fluvanna	3,800	3,700	97
	Goochland	4,000	3,900	97
	Greene	2,900	2,800	97
	Greensville	5,200	5,100	98
	Hanover	17,700	17,400	98
	Henrico	157,600	155,900	99
	King And Queen	2,100	2,000	95
	King William	3,400	3,400	99
	Louisa	6,400	6,200	97
Lunenburg	4,300	4,200	98	
Middlesex	3,200	3,100	97	
New Kent	3,400	3,300	97	



WWBT BPCT-1622 Granted 11/30/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nottoway	5,300	5,200	98
	Orange	6,700	6,500	97
	Powhatan	4,000	3,900	98
	Prince Edward	5,100	5,000	98
	Prince George	15,500	15,300	99
	Richmond	2,700	2,600	96
Sussex	3,600	3,500	97	

VIRGINIA				
<b>Between 25-49%</b>	James City	11,400	11,200	98
	Lancaster	4,200	4,100	98
	Mecklenburg	10,500	10,200	98
	Nelson	4,400	4,300	98
	Northumberland	4,100	4,000	98
	Rockingham	26,700	26,300	99
	Spotsylvania	18,700	18,400	99
Westmoreland	5,500	5,400	97	

VIRGINIA				
<b>Between 5-24%</b>	Amherst	9,700	9,500	98
	Charlotte	4,100	4,000	98
	Culpeper	8,100	8,000	99
	Gloucester	7,900	7,800	99
	Highland	1,100	1,100	100
	Madison	3,700	3,600	97
	Page	7,400	7,300	99
	Surry	2,000	2,000	100
	Warren	8,500	8,300	98
York	14,600	14,400	99	

Station Totals	585,700	576,100	98
Net Weekly Circulation (1983)		387,400	
Average Daily Circulation (1983)		225,800	

# Virginia—Richmond-Petersburg

## WXEX-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

AM Affiliate: WLEE, Richmond, 5-kw, 1480 kHz (MBS).

News Services: ABC, AP, UPI.

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, Ohio 43216.

Studio: 230 S. Crater Rd., Petersburg, Va. 23803.

Business Office: 21 Buford Rd., Richmond, Va. 23235.

Telephones: 804-733-8888, Petersburg; 804-320-3201, Richmond.

TWX: 710-956-0249.

Ownership: Nationwide Communications. For other interests, see Group Ownership of TV Stations.

Began Operation: Aug. 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & assoc. (Television Digest, Vol. 7:45).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

BENJAMIN D. McKEEL, general manager.  
GENE WALSH, program director.  
CORDELL HODES, production manager.  
DAN VANKO, chief engineer.  
JAMES ABBOTT, news director.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$900.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,100	36,200	98
	Amelia	2,800	2,700	96
	Brunswick	5,200	5,100	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	51,600	51,200	99
	Cumberland	2,800	2,700	96
	Dinwiddie	27,800	27,300	98
	Essex	3,200	3,100	97
	Fluvanna	3,800	3,700	97
	Goochland	4,000	3,900	97
	Greene	2,900	2,800	97
	Greensville	5,200	5,100	98
	Hanover	17,700	17,400	98
	Henrico	157,600	155,900	99
	King And Queen	2,100	2,000	95
	King William	3,400	3,400	99
	Lancaster	4,200	4,100	98
	Louisa	6,400	6,200	97
Lunenburg	4,300	4,200	98	
Middlesex	3,200	3,100	97	
Nelson	4,400	4,300	98	
New Kent	3,400	3,300	97	
Northumberland	4,100	4,000	98	



WXEX-TV BPCT-5022 Granted 5/19/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nottoway	5,300	5,200	98
	Orange	6,700	6,500	97
	Powhatan	4,000	3,900	98
	Prince Edward	5,100	5,000	98
	Prince George	15,500	15,300	99
	Richmond	2,700	2,600	96
	Sussex	3,600	3,500	97

VIRGINIA				
<b>Between 25-49%</b>	Augusta	33,200	32,700	98
	James City	11,400	11,200	98
	Madison	3,700	3,600	97
	Mecklenburg	10,500	10,200	98
	Spotsylvania	18,700	18,400	99
	Surry	2,000	2,000	100
Westmoreland	5,500	5,400	97	

NORTH CAROLINA				
<b>Between 5-24%</b>	Halifax	19,100	18,600	97
	Northampton	7,300	7,100	97

VIRGINIA				
Appomattox	4,300	4,200	98	
Charlotte	4,100	4,000	98	
Gloucester	7,900	7,800	99	
King George	3,800	3,700	97	
Mathews	3,400	3,300	97	
Northampton	5,700	5,600	98	
Page	7,400	7,300	99	
Rappahannock	2,400	2,300	98	
Rockingham	26,700	26,300	99	
Stafford	13,500	13,300	99	
York	14,600	14,400	99	

Station Totals	617,800	607,300	98
Net Weekly Circulation (1983)		402,000	
Average Daily Circulation (1983)		233,200	

# Virginia—Roanoke

**WDBJ**

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 Mtn., 13-mi. SW of city.

News Services: AP, CBS, UPI.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke 24022-0007.

Studio: 2001 Colonial Ave. S.W. 24015.

Mailing Address: Box 7, Roanoke, Va. 24022-0007.

Telephone: 703-344-7000. TWX: 710-870-0437.

Ownership: WDBJ Television Inc. is a wholly-owned subsidiary of Schurz Communications Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations. Officers of WDBJ Television: Charles H. McKeever, pres.; Theodore B. Powers, secy.; Alan G. Mathewson, treas.; Nancy S. Goodfellow, asst. secy.

Begin 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 Harrington, Richter & Parsons Inc.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert, P.C.

Represented (engineering) by Moffet, Larson & Johnson, P.C.

Personnel:

CHARLES H. MCKEEVER, president & general manager.

THOMAS J. BURKHART, general sales manager.

KAY HALL, program director.

CARL GUFFEY, director/operations.

JAMES N. SHAVER, news director.

THEODORE B. POWERS, director of public affairs.

L. A. DYSON, chief engineer.

MEL MAYFIELD, director/research & marketing services.

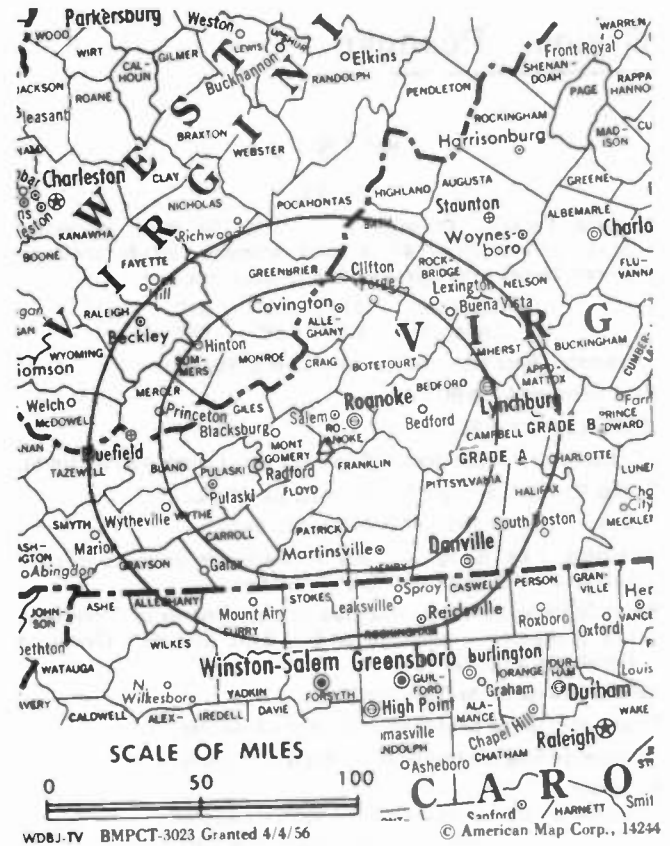
Highest One Hour Rate: \$3200.

Highest 30 Sec. Rate: \$1150.

NETWORK BASE HOURLY RATE: \$1140.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Amherst	9,700	9,500	98
	Appomattox	4,300	4,200	98
	Bath	2,200	2,200	100
	Bedford	14,600	14,300	98
	Bland	2,200	2,100	95
	Botetourt	8,700	8,600	99
	Campbell	41,100	40,500	99
	Carroll	12,600	12,300	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,400	4,300	98
	Franklin	12,800	12,600	98
	Giles	6,400	6,300	98
	Grayson	6,300	6,200	98
	Halifax	12,500	12,200	98
	Henry	27,500	27,100	99
	Highland	1,100	1,100	100
	Montgomery	26,500	26,100	98
	Pittsylvania	41,400	40,700	98
Pulaski	13,100	12,900	98	
Roanoke	76,900	76,100	99	
Rockbridge	10,700	10,500	98	
Tazewell	18,300	18,000	98	



WDBJ-TV BMPCT-3023 Granted 4/4/56

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wythe	9,500	9,300	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Mercer	27,900	27,500	99
	Monroe	4,700	4,500	96
Pocahontas	3,600	3,400	94	
Between 25-49%	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
Rockingham	31,300	30,900	99	
Between 5-24%	<b>VIRGINIA</b>			
	Nelson	4,400	4,300	98
	Patrick	6,500	6,300	98
	Prince Edward	5,100	5,000	98
	Smyth	11,900	11,700	98
	<b>WEST VIRGINIA</b>			
	Pendleton	3,100	3,000	97
	Raleigh	32,300	31,800	98
	Summers	5,600	5,400	96
	<b>NORTH CAROLINA</b>			
Guilford	119,800	118,700	99	
Person	10,500	10,300	98	
Stokes	12,200	12,000	98	
<b>VIRGINIA</b>				
Augusta	33,200	32,700	98	
Buckingham	4,100	4,000	98	
Cumberland	2,800	2,700	96	
Lunenburg	4,300	4,200	98	
Mecklenburg	10,500	10,200	98	
Russell	11,800	11,500	97	
Washington	24,300	24,000	99	
<b>WEST VIRGINIA</b>				
Fayette	21,100	20,800	99	
Mc Dowell	16,500	16,200	98	
Wyoming	12,200	11,900	98	
<b>Station Totals</b>		<b>823,300</b>	<b>810,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>436,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>283,700</b>	

# Virginia—Roanoke

## WSLS-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"  
Longitude 80° 08' 55"

Transmitter: Poor Mtn., approx. 13-mi. SW of Roanoke.

News Services: AP, NBC.

Network Service: NBC.

Licensee: Roy H. Park Bcstg. of Roanoke Inc., Church Ave. at 3rd St.

Studio: Church Ave. at 3rd St., Roanoke, Va. 24011.

Telephone: 703-981-9110. TWX: 710-870-0428.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. For other interests, see Group Ownership of TV Stations.

Began Operation: Dec. 11, 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 McKenna, Wilkinson & Kittner.

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

### Personnel:

W. RANDY ODIL, vice president & general manager.  
PIERRE (PETE) WATKINS, general sales manager.  
DAVE RICKELS, manager for engineering.  
MEL LINKOUS, operations manager.  
LEE GARRETT, director of community affairs.  
HARVEY COX, news director.

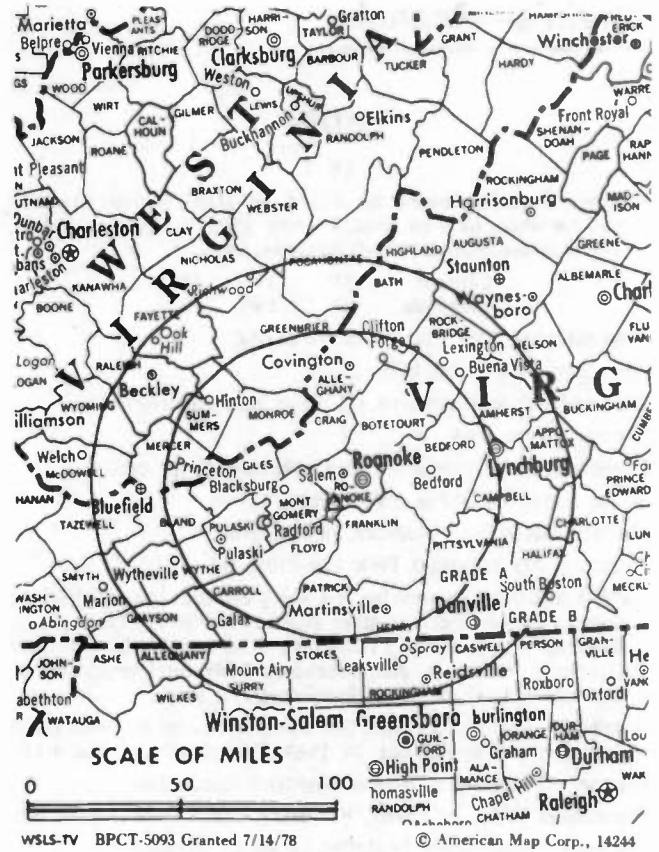
Highest One Hour Rate: \$900.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$850

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Caswell	6,800	6,700	99
50% & Over	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Amherst	9,700	9,500	98
	Appomattox	4,300	4,200	98
	Bath	2,200	2,200	100
	Bedford	14,600	14,300	98
	Bland	2,200	2,100	95
	Botetourt	8,700	8,600	99
	Campbell	41,100	40,500	99
	Carroll	12,600	12,300	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,400	4,300	98
	Franklin	12,800	12,600	98
	Giles	6,400	6,300	98
	Grayson	6,300	6,200	98
	Halifax	12,500	12,200	98
	Henry	27,500	27,100	99
	Highland	1,100	1,100	100
	Montgomery	26,500	26,100	98
	Pittsylvania	41,400	40,700	98
	Pulaski	13,100	12,900	98
	Roanoke	76,900	76,100	99
	Rockbridge	10,700	10,500	98
	Wythe	9,500	9,300	98

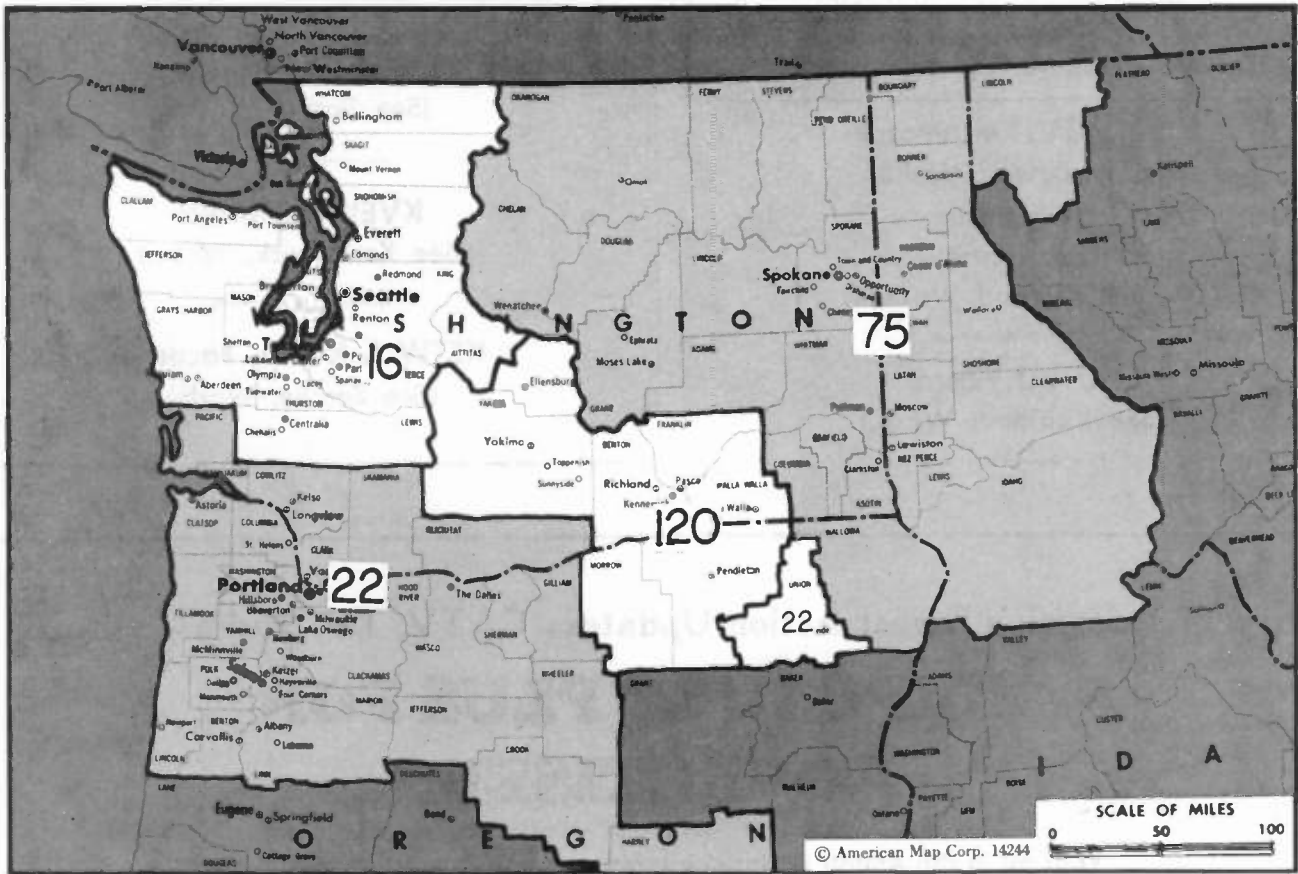


WSLS-TV BPCT-5093 Granted 7/14/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WEST VIRGINIA</b>			
	Monroe	4,700	4,500	96
	Pocahontas	3,600	3,400	94
Between 25-49%	<b>NORTH CAROLINA</b>			
	Person	10,500	10,300	98
	Rockingham	31,300	30,900	99
	<b>VIRGINIA</b>			
	Mecklenburg	10,500	10,200	98
	Nelson	4,400	4,300	98
	Prince Edward	5,100	5,000	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Mercer	27,900	27,500	99
	Pendleton	3,100	3,000	97
Between 5-24%	<b>NORTH CAROLINA</b>			
	Alamance	37,200	36,900	99
	Alleghany	3,900	3,800	97
	Guilford	119,800	118,700	99
	Stokes	12,200	12,000	98
	<b>VIRGINIA</b>			
	Augusta	33,200	32,700	98
	Buchanan	12,700	12,300	97
	Buckingham	4,100	4,000	98
	Cumberland	2,800	2,700	96
	Lunenburg	4,300	4,200	98
	Patrick	6,500	6,300	98
	Russell	11,800	11,500	97
	Smyth	11,900	11,700	98
	Tazewell	18,300	18,000	98
	<b>WEST VIRGINIA</b>			
	Summers	5,600	5,400	96
<b>Station Totals</b>		766,800	754,700	98
<b>Net Weekly Circulation (1983)</b>			382,400	
<b>Average Daily Circulation (1983)</b>			221,000	

# Washington



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Seattle-Tacoma, Wash. ....	1,110,400	16	596,000	71	KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KVOS-TV (12)
Portland, Ore. ....	814,100	22	476,000	23	KATU (2), KECH (22), KGW-TV (8), KOIN-TV (6), KPTV (12)
Spokane, Wash. ....	326,900	75	175,000	77	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Yakima, Wash. ....	168,500	120	83,000	134	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDQ (23), KNDU (25), KVEW (42)

### Washington Station Status as of October 1, 1983

Commercial Television Stations  
Educational Television Stations

VHF	UHF	TOTAL
9	7	16
3	3	6
		<u>22</u>



## Washington

**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.)

— • —

### **KSTW & KCPQ, Tacoma**

(See Seattle, Wash.)

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# 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.

News Services: AP, CBS, CP, NOAA.

Satellite Earth Station: Common Carrier; Microdyne; 7-meter.

Network Service: CBS.

Licensee: KVOS Television Corporation, 1151 Ellis St.

Studio: 1151 Ellis St., Bellingham, Wash. 98225.

Telephone: 206-671-1212.

Ownership: Wometco Enterprises Inc., 100%. For officers and other interests, see Group Ownership of TV Stations.

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 Adam Young Inc.; Metrospot Sales (Toronto-Montreal).

Represented (legal) by Cohn & Marks.

### Personnel:

FRANK JANK, vice president & general manager.  
DEREK MOORE, national & local sales manager.  
BOB LEWIS, program manager.  
JOYCE LORENZ, traffic manager.  
JOHN PRICE, chief engineer.  
R. H. ANDERSON, news & public affairs director.  
ARLO BARBO, controller.

Highest 30 Sec. Rate (June 27, 1983): \$525.

NETWORK BASE HOURLY RATE: \$125.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,220,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Clallam	22,300	21,300	96
	Whatcom	43,100	41,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
Between 25-49%	Island	17,700	17,300	98
	Jefferson	7,100	6,800	96
	San Juan	3,800	3,600	95
	Skagit	26,100	25,100	96
	Snohomish	131,400	127,700	97
<b>WASHINGTON</b>				
Between 5-24%	King	520,700	502,400	96
	Kitsap	57,700	56,300	98
<b>Station Totals</b>		<b>829,900</b>	<b>801,800</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>205,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>83,400</b>	

# Washington—Kennewick-Pasco-Richland

## KVEW

Ch. 42

(Satellite of KAPP, Yakima, Wash.)

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-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.

News Service: UPI.

Satellite Earth Station: Microwave Assoc.; 5-meter.

Network Service: ABC.

Licensee: Apple Valley Bcstg. Inc.

Studio: 601 Edison, Kennewick, Wash. 99336.

Ownership: See KXLY-TV, Spokane.

Began Operation: October 29, 1970.

Represented (sales) by Blair Television; The Tacher Co.

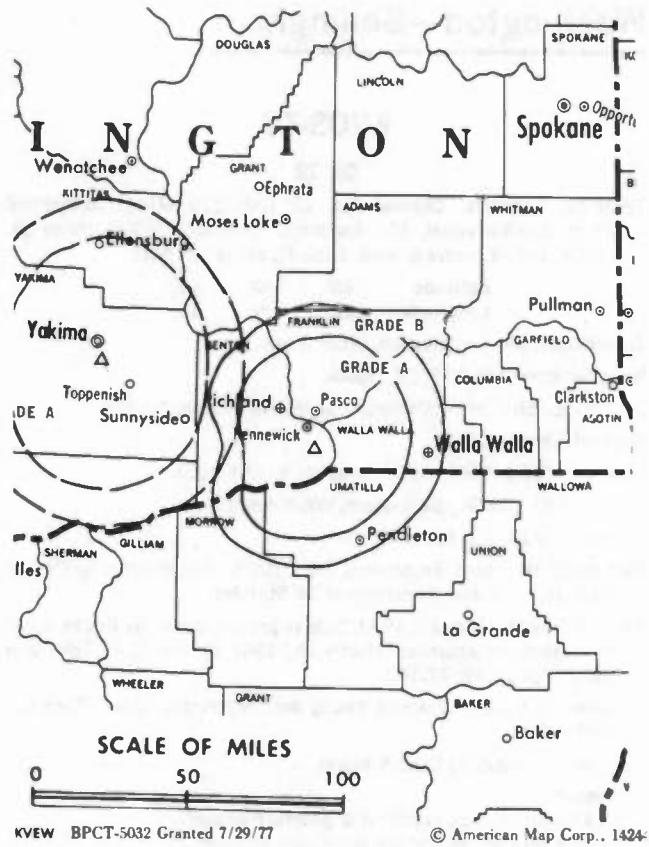
Represented (legal) by Lovett, Hennessey, Stambler & Siebert, P.C.

Represented (engineering) by Jules Cohen & Associates.

Personnel: See KAPP, Yakima.

JOHN McDANIEL, chief engineer.

Rates: Sold in combination with KAPP, Yakima.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Morrow	2,900	2,700	93
	Umatilla	22,700	21,300	94
	<b>WASHINGTON</b>			
	Benton	44,300	42,900	97
	Franklin	13,200	12,800	97
Walla Walla	17,900	16,800	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
<b>Between 25-49%</b>	Gilliam	800	800	94
	Sherman	800	800	100
	Wheeler	600	600	100
<b>WASHINGTON</b>				
	Adams	4,800	4,600	97
<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Grant	18,400	17,700	96
<b>Station Totals</b>		<b>126,400</b>	<b>121,000</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>				<b>80,300</b>
<b>Average Daily Circulation (1983)</b>				<b>48,100</b>

# Washington—Pasco-Kennewick-Richland

## KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-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.

News Services: AP; Group W Newsfeed.

Satellite Earth Station: Harris, 7.1-meter; Harris receivers.

Network Service: CBS.

Licensee: NWG Broadcasting Co., Box 702, Yakima, Wash. 98907.

Studio: 2807 W. Lewis, Pasco, Wash. 99301.

Ownership: See KIMA-TV, Yakima.

Began Operation: Dec. 28, 1954.

Represented (sales) by Seltel Inc.; Art Moore Inc. (Pacific Northwest).

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Hammett & Edison Inc.

### Personnel:

GARY NIEMAN, manager.

KEN CHRISTENSEN, news director.

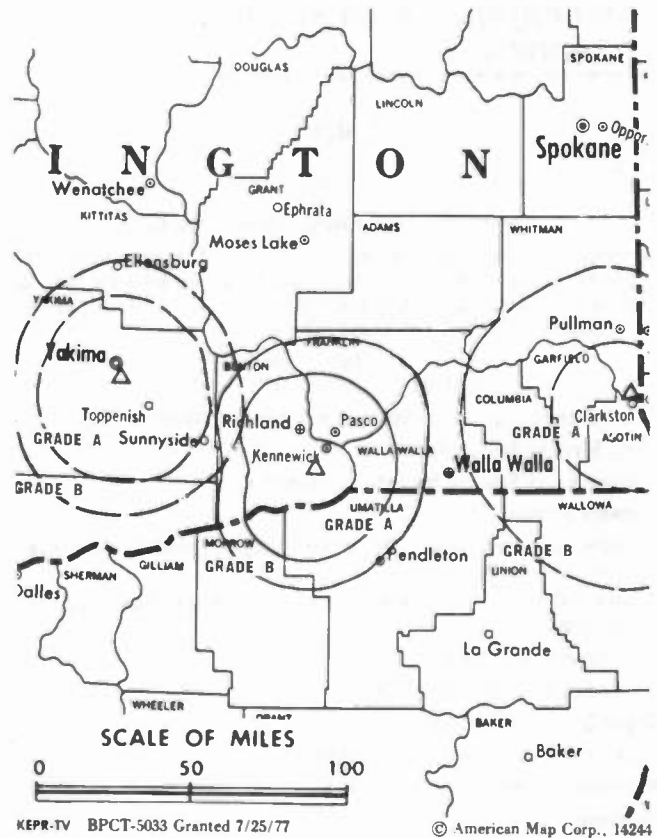
DON ECKIS, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

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

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Gilliam	800	800	94
	Morrow	2,900	2,700	93
	Umatilla	22,700	21,300	94
	<b>WASHINGTON</b>			
	Benton	44,300	42,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	13,200	12,800	97
	Walla Walla	17,900	16,800	94
<b>WASHINGTON</b>				
Between 25-49%	Adams	4,800	4,600	97
	Columbia	1,600	1,500	94
<b>OREGON</b>				
Between 5-24%	Sherman	800	800	100
	Wheeler	600	600	100
<b>Station Totals</b>		<b>109,600</b>	<b>104,800</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>				<b>86,900</b>
<b>Average Daily Circulation (1983)</b>				<b>57,500</b>

# Washington—Richland-Pasco-Kennewick

**KNDU**

Ch. 25

(Associated with KNDU, Yakima, Wash.)

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 227.5-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 47"

Transmitter: Jump Off Joe Butte, S of Kennewick, Wash.

News Services: NBC, UPI.

Satellite Earth Station: Microdyne; 5.5-meter.

Network Service: NBC.

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. 98901.

Studio: 3312 W. Kennewick Ave., Kennewick, Wash.; Box 2523, Tri-Cities, Wash. 99302.

Telephone: 509-783-6151.

Ownership: Same as KNDU, Yakima.

Began Operation: Oct. 10, 1961.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

**Personnel:**

- HUGH E. DAVIS, president.
- ELLIOT KLEEMAN, general manager.
- LEE MADDEN, station manager.
- TOM BOWMAN, news director.
- ED LYON, chief engineer.

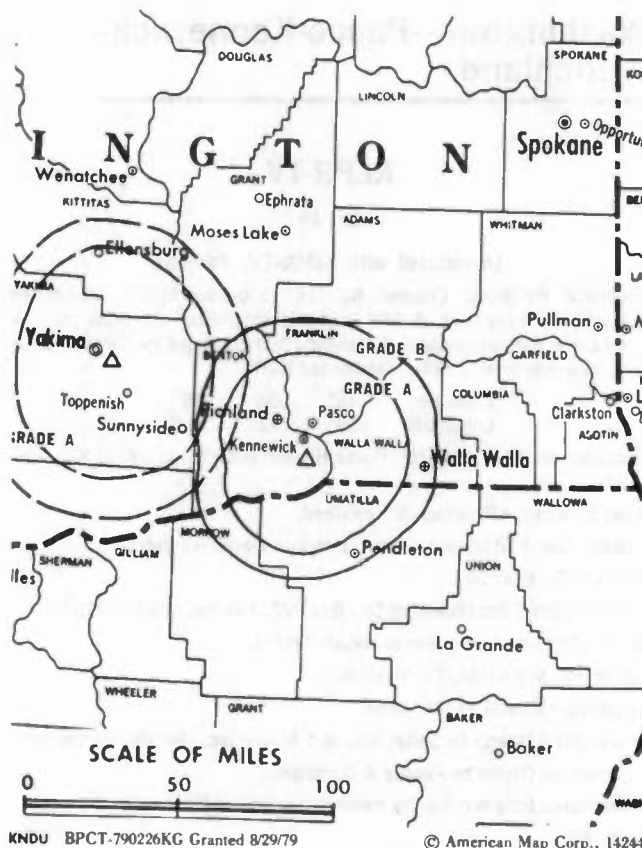
Highest 30 Sec. Rate: \$650.

Rates: Sold in combination with KNDU, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KNDU, Yakima.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Gilliam	800	800	94
	Morrow	2,900	2,700	93
	Umatilla	22,700	21,300	94
	Wheeler	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Adams	4,800	4,600	97
	Benton	44,300	42,900	97
	Columbia	1,600	1,500	94
	Franklin	13,200	12,800	97
Walla Walla	17,900	16,800	94	
Between 25-49%	<b>OREGON</b>			
Sherman	800	800	100	
Between 5-24%	<b>WASHINGTON</b>			
Grant	18,400	17,700	96	
<b>Station Totals</b>		<b>128,000</b>	<b>122,500</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>			<b>81,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>44,000</b>	

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# 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.

AM Affiliate: KING, 50-kw, 1090 kHz.

FM Affiliate: KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

News Services: AP, CNN, UPI.

Satellite Earth Stations: Scientific-Atlanta; 7-meter & 5-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: King Broadcasting Co., 333 Dexter N., Seattle 98109.

Studio: Television Center, 333 Dexter Ave. North, Seattle, Wash. 98109.

Telephone: 206-343-3000. TWX: 910-444-2010.

Ownership: Dorothy S. Bullitt, 29%; Harriet Stimson Bullitt, 24.2%; Priscilla Bullitt Collins, 22.3%; Bullitt Foundation, 2.8%; Josiah Collins, 2.1%; 85 others, none with as much as 2%. King Bcstg. also owns & operates KREM-TV-AM-FM, Spokane, Wash.; KGW-TV-AM & KINK(FM), Portland, Ore.; KTVB, Boise, Ida.; KSFO & KLHT(FM), San Francisco, Cal.

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 Television.

Represented (legal) by Fletcher, Heald & Hildreth.

### Personnel:

ANCIL H. PAYNE, president.  
GEORGE V. WILLOUGHBY JR., v.p., corporate & legal, secretary.  
ERIC S. BREMNER, vice president, broadcasting.  
STURGES DORRANCE, vice president & general manager.  
RICK CLAWSON, vice president, engineering.  
ROBERT GLOVER, general sales manager.  
ARNOLD GOODER, local sales manager.  
ROBERT JONES, program director.  
DON DUNKEL, news director.  
TYRONE MORTENSEN, chief engineer.  
EMORY BUNDY, public affairs director.  
CRAIG JOHNSTON, production manager.  
MARGARET SPILLERS, operations manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate (Oct. 1, 1983): \$4000.

NETWORK BASE HOURLY RATE: \$1700.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,460,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
50% & Over	Clallam	22,300	21,300	96
	Cowlitz	31,400	30,400	97
	Grays Harbor	26,500	24,900	94
	Island	17,700	17,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	7,100	6,800	96
	King	520,700	502,400	96
	Kitsap	57,700	56,300	98
	Kittitas East	7,600	7,100	94
	Kittitas West	2,200	2,100	93
	Lewis	21,600	20,600	95
	Mason	13,200	12,800	97
	Pacific	7,400	6,900	93
	Pierce	187,800	183,000	97
	San Juan	3,800	3,600	95
	Skagit	26,100	25,100	96
	Snohomish	131,400	127,700	97
	Thurston	52,100	50,600	97
	Whatcom	43,100	41,300	96
<b>OREGON</b>				
Between 25-49%	Clatsop	13,300	12,600	94
<b>WASHINGTON</b>				
	Chelan	18,700	17,900	96
	Douglas	8,900	8,600	97
	Grant	18,400	17,700	96
<b>OREGON</b>				
Between 5-24%	Gilliam	800	800	94
<b>WASHINGTON</b>				
	Adams	4,800	4,600	97
	Wahkiakum	1,500	1,400	93
Station Totals		1,246,100	1,203,800	96
Net Weekly Circulation (1983)			1,009,900	
Average Daily Circulation (1983)			579,000	

# 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, 1013-ft. above sea level.

Latitude 47° 38' 01"  
Longitude 122° 21' 20"

Transmitter: 1518 Queen Anne Ave. N.

AM Affiliate: KIRO, 50-kw, 710 kHz.

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Services: AP, UPI.

Satellite Earth Station: Scientific-Atlanta; 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: KIRO Inc., Broadcast House, 3rd & Broad St., Seattle, Wash. 98121.

Studio: 3rd & Broad St., Seattle, Wash. 98121.

Telephone: 206-624-7077. TWX: 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 Petry Television Inc.

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

### Personnel:

KENNETH L. HATCH, president, KIRO Inc.

A. F. MLADENICH, senior vice president, operations.

GLENN WRIGHT, vice president & general manager.

JOHN NORDEN, national sales manager.

MICHAEL POTH, local sales manager.

JUDY LAW, program director.

CHARLES MORRIS, engineering director.

RICHARD JACOBY, production manager.

DEB DRAPIN, operations/traffic director.

Highest One Hour Rate: \$6200.

Highest 30 Sec. Rate: \$5200.

NETWORK BASE HOURLY RATE: \$1100.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,043,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	22,300	21,300	96
	Grays Harbor	26,500	24,900	94
	Island	17,700	17,300	98
	Jefferson	7,100	6,800	96



KIRO-TV BPCT-453 Granted 7/25/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	King	520,700	502,400	96
	Kitsap	57,700	56,300	98
	Kittitas East	7,600	7,100	94
	Kittitas West	2,200	2,100	93
	Lewis	21,600	20,600	95
	Mason	13,200	12,800	97
	Pierce	187,800	183,000	97
	Skagit	26,100	25,100	96
	Snohomish	131,400	127,700	97
	Thurston	52,100	50,600	97
	Whatcom	43,100	41,300	96
Between 25-49%	WASHINGTON			
	Chelan	18,700	17,900	96
	Cowlitz	31,400	30,400	97
	Douglas	8,900	8,600	97
	Pacific	7,400	6,900	93
WASHINGTON	San Juan	3,800	3,600	95
	WASHINGTON			
Between 5-24%	Grant	18,400	17,700	96
	Wahkiakum	1,500	1,400	93
Station Totals		1,227,200	1,185,800	96
Net Weekly Circulation (1983)			974,000	
Average Daily Circulation (1983)			547,000	

# 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.

AM Affiliate: KOMO, 50-kw, 1000 kHz.

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

Satellite Earth Stations: Transmit/receive; Scientific-Atlanta; 10-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N., Seattle 98109.

Studio: 100 4th Ave. N., Seattle, Wash. 98109.

Telephone: 206-223-4000. TWX: 910-444-2251.

Ownership: Fisher Companies Inc. Fisher Bcstg. Inc. 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 Katz Television.

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

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

### Personnel:

W. W. WARREN, chairman of the board.  
JOHN BEHNKE, president & chief executive officer.  
JAY W. GIESA, corporate vice president & general manager.  
ED LACKNER, vice president, corporate affairs.  
MONTY GRAU, vice president & general sales manager.  
PHELPS FISHER, v.p. & director of marketing.  
PATRICK SCOTT, v.p., news & programming.  
DAVID S. BINGHAM, local sales manager.  
SCOTT HAYNER, regional sales manager.  
LOIS MATHESON, director of television news.  
BOB PLUMMER, director of engineering.  
MICHAEL TANNER, promotion & research manager.

Highest One Hour Rate: \$10,000.

Highest 30 Sec. Rate (Sept. 16, 1983): \$5000.

NETWORK BASE HOURLY RATE: \$2000.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,399,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Clallam	22,300	21,300	96
	Grays Harbor	26,500	24,900	94
	Island	17,700	17,300	98
	Jefferson	7,100	6,800	96
	King	520,700	502,400	96
	Kitsap	57,700	56,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Kittitas East	7,600	7,100	94
	Kittitas West	2,200	2,100	93
	Lewis	21,600	20,600	95
	Mason	13,200	12,800	97
	Pacific	7,400	6,900	93
	Pierce	187,800	183,000	97
	San Juan	3,800	3,600	95
	Skagit	26,100	25,100	96
	Snohomish	131,400	127,700	97
	Thurston	52,100	50,600	97
Whatcom	43,100	41,300	96	
Between 25-49%	<b>OREGON</b>			
	Clatsop	13,300	12,600	94
	<b>WASHINGTON</b>			
	Chelan	18,700	17,900	96
Cowlitz	31,400	30,400	97	
Douglas	8,900	8,600	97	
Between 5-24%	<b>OREGON</b>			
	Wasco	8,700	8,200	94
	<b>WASHINGTON</b>			
Grant	18,400	17,700	96	
Wahkiakum	1,500	1,400	93	
<b>Station Totals</b>		<b>1,249,200</b>	<b>1,206,600</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>1,023,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>631,600</b>	



# Washington—Seattle-Tacoma

## KSTW

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"  
Longitude 122° 18' 29"

Transmitter: 1715 E. Madison St., Seattle.

News Services: AP, INDX.

Satellite Earth Station: Andrew; 10-meter.

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, Wash. 98411.

Studios & Offices: 2320 S. 19th St., Tacoma 98411; United Airlines Bldg., 2033 6th Ave., Seattle 98121.

Telephones: 206-572-5789, Tacoma; 206-682-0550, Seattle.

TWX: 910-441-2622, Tacoma.

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

Ownership: Gaylord Broadcasting Co. For other interests, see Group Ownership of TV Stations.

Began Operation: February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (Television Digest, Vol. 13:13; 14:5).

### Personnel:

CHARLES L. EDWARDS, vice president & general manager.  
DON LACY, assistant general manager.  
BRUCE LUMPKIN, general sales manager.  
PENNY TAYLOR, Seattle sales manager.  
CURTIS M. HOLMAN, business manager.  
DAN KNIGHT, production manager.  
PAUL CRITTENDEN, chief engineer.  
JACK EDDY, news director.

Highest 30 Sec. Rate (May 1, 1983): \$1200.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 584,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Clatsop	13,300	12,600	94
	<b>WASHINGTON</b>			
	Grays Harbor	26,500	24,900	94
	Island	17,700	17,300	98
	King	520,700	502,400	96
	Kitsap	57,700	56,300	98
	Kittitas West	2,200	2,100	93
	Lewis	21,600	20,600	95
	Mason	13,200	12,800	97
	Pacific	7,400	6,900	93
	Pierce	187,800	183,000	97
	Skagit	26,100	25,100	96
	Snohomish	131,400	127,700	97
	Thurston	52,100	50,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>IDAHO</b>				
	Latah	11,000	10,600	96	
	<b>WASHINGTON</b>				
	Benton	44,300	42,900	97	
	Chelan	18,700	17,900	96	
	Clallam	22,300	21,300	96	
	Cowlitz	31,400	30,400	97	
	Douglas	8,900	8,600	97	
	Franklin	13,200	12,800	97	
	Jefferson	7,100	6,800	96	
	Walla Walla	17,900	16,800	94	
	Whatcom	43,100	41,300	96	
	Whitman	13,800	13,200	96	
	<b>Between 5-24%</b>	<b>IDAHO</b>			
		Kootenai	23,900	23,500	98
<b>OREGON</b>					
Lane		112,100	108,000	96	
<b>WASHINGTON</b>					
Okanogan	12,100	11,400	94		
Spokane	137,400	133,000	97		
Yakima	65,300	62,500	96		
<b>Station Totals</b>		<b>1,660,200</b>	<b>1,603,300</b>	<b>96</b>	
<b>Net Weekly Circulation (1983)</b>			<b>886,600</b>		
<b>Average Daily Circulation (1983)</b>			<b>431,100</b>		

# Washington—Spokane

## KAYU-TV

Ch. 28

Technical Facilities: Channel No. 28 (560-566 MHz). Authorized power: 1198.4-kw visual, 239.662-kw aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"  
Longitude 117° 17' 46"

Transmitter: 3-mi. SE of Spokane on Krell Hill.

News Service: INN.

Satellite Earth Stations: In operation.

Network Service: None, independent.

Licensee: KAYU-TV Partners Ltd., W. 104 Fifth, Suite 380E, Spokane, Wash. 99204.

Studio: S. 4600 Regal, Spokane, Wash. 99203.

Telephone: 509-448-2828.

Mailing Address: Box 8115, Spokane, Wash. 99203.

Began Operation: Oct. 31, 1982.

Represented (sales) by TeleRep Inc.

Represented (legal) by Pepper & Corazzini.

Personnel:

ROBERT HAMACHER, president & general manager.

GEORGE BOGGS, director of operations.

ROBERTA HUPPERT, business manager.

D. LANE GUIN, sales manager.

RONALD VALLEY, director of engineering.

JUDY SCHULTZ, director of promotion.

Highest 30 Sec. Rate: \$300.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IDAHO			
	Benewah	3,200	3,100	97
	Kootenai	23,900	23,500	98
	WASHINGTON			
	Adams	4,800	4,600	97

# H C O L U M B I A

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KAYU-TV BMPCT—820524KG Granted 7/8/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lincoln	3,700	3,600	97
	Pend Oreille	3,300	3,200	97
	Spokane	137,400	133,000	97
	Stevens	11,000	10,400	95
<b>Station Totals</b>		<b>187,300</b>	<b>181,400</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>39,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>17,700</b>	

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# 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.

AM Affiliate: KHQ, 5-kw, 590 kHz (NBC).

FM Affiliate: KHQ-FM, 94-kw, 98.1 MHz (No. 251), 2031-ft.

News Services: AP, NBC.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: KHQ Inc., 4202 South Regal St., Box 8088, Spokane 99203.

Studio: 4202 S. Regal St., Spokane.

Mailing Address: Box 8088, Spokane, Wash. 99203.

Telephone: 509-448-4666. TWX: 510-773-1830.

Ownership: Cowles Publishing Co. KHQ Inc. officers: J. Birney Blair, pres.; James P. Cowles, secy.-treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by Katz Television.

Represented (legal) by Wiley, Johnson & Rein.

Represented (engineering) by Cohen & Dippell.

Personnel:

J. BIRNEY BLAIR, president & general manager.

JACK REBER, general sales manager.

HOMER MASON, operations manager.

LARRY GANTS, program director.

BARBARA HALL, promotion manager.

WEYMETH SIMPSON, farm director.

ED ANTOSYN, engineering director.

DEAN MELL, news director.

Highest 30 Sec. Rate (May 10, 1982): \$750.

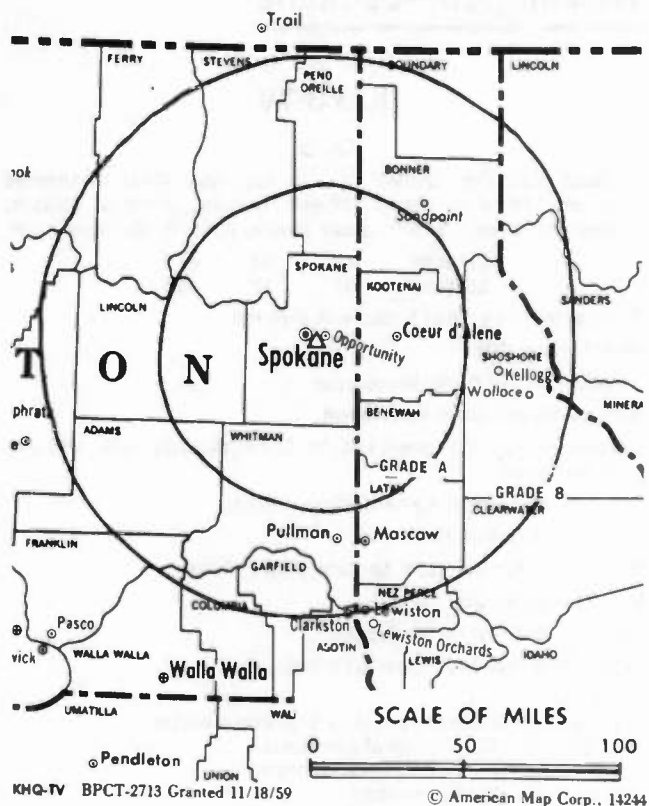
NETWORK BASE HOURLY RATE: \$1100.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 966,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>IDAHO</b>				
		Benewah	3,200	3,100	97
		Bonner	9,700	9,400	97
		Boundary	2,700	2,600	96
		Clearwater	3,700	3,600	97
		Idaho	5,600	5,300	95
		Kootenai	23,900	23,500	98
		Latah	11,000	10,600	96
		Lewis	1,500	1,500	100
		Nez Perce	13,000	12,700	98
		Shoshone	6,900	6,700	97
		<b>MONTANA</b>			
		Glacier	3,600	3,400	94
		Hill	6,600	6,400	97
	Lincoln	6,100	5,800	95	
	Mineral	1,600	1,600	100	
	<b>OREGON</b>				
	Union	9,200	8,600	93	
	Wallowa	3,100	2,900	93	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WASHINGTON</b>				
		Adams	4,800	4,600	97
		Asotin	6,800	6,600	97
		Chelan	18,700	17,900	96
		Columbia	1,600	1,500	94
		Douglas	8,900	8,600	97
		Ferry	2,200	2,100	95
		Garfield	1,000	900	90
		Grant	18,400	17,700	96
		Lincoln	3,700	3,600	97
		Okanogan	12,100	11,400	94
		Pend Oreille	3,300	3,200	97
		Spokane	137,400	133,000	97
		Stevens	11,000	10,400	95
	Whitman	13,800	13,200	96	
<b>Between 25-49%</b>	<b>MONTANA</b>				
		Cascade	30,200	29,600	98
		Flathead	20,600	19,900	97
		Missoula	30,900	29,800	96
		Sanders	3,600	3,400	94
	Toole	2,100	2,000	95	
	<b>OREGON</b>				
	Baker	6,500	6,100	94	
<b>Between 5-24%</b>	<b>WASHINGTON</b>				
		Benton	44,300	42,900	97
		Franklin	13,200	12,800	97
	Walla Walla	17,900	16,800	94	
	<b>MONTANA</b>				
	Lake	7,100	6,900	97	
	Ravalli	8,900	8,600	97	
	Valley	3,700	3,500	95	
	<b>OREGON</b>				
	Umatilla	22,700	21,300	94	
<b>Station Totals</b>		<b>566,800</b>	<b>546,000</b>	<b>96</b>	
<b>Net Weekly Circulation (1983)</b>		<b>362,500</b>			
<b>Average Daily Circulation (1983)</b>		<b>212,100</b>			

# 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.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kHz.

FM Affiliate: KREM-FM, 81-kw, 92.9 MHz (No. 225), 2200-ft.

News Services: AP, CBS.

Satellite Earth Station: Scientific-Atlanta; 7-meter.

Network Service: CBS.

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane 99203.

Studio: 4103 S. Regal St., Spokane, Wash. 99203.

Telephone: 509-448-2000. TWX: 510-773-1833.

Ownership: King Broadcasting Co. For officers & other interests, see KING-TV, Seattle, Wash.

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 Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Hammett & Edison Inc.

### Personnel:

ANCIL PAYNE, president (Seattle).  
ERIC BREMNER, vice president, television (Seattle).  
DENNIS WILLIAMSON, vice president & general manager.  
JOHN ROWLAND, sales manager.  
WILLIAM HALL, program director.  
WES LYNCH, news director.  
WARREN PRITCHARD, chief engineer.  
LEE KVALHEIM, business manager.  
LINDA KUHNS, promotion manager.

Highest 30 Sec. Rate: \$800.

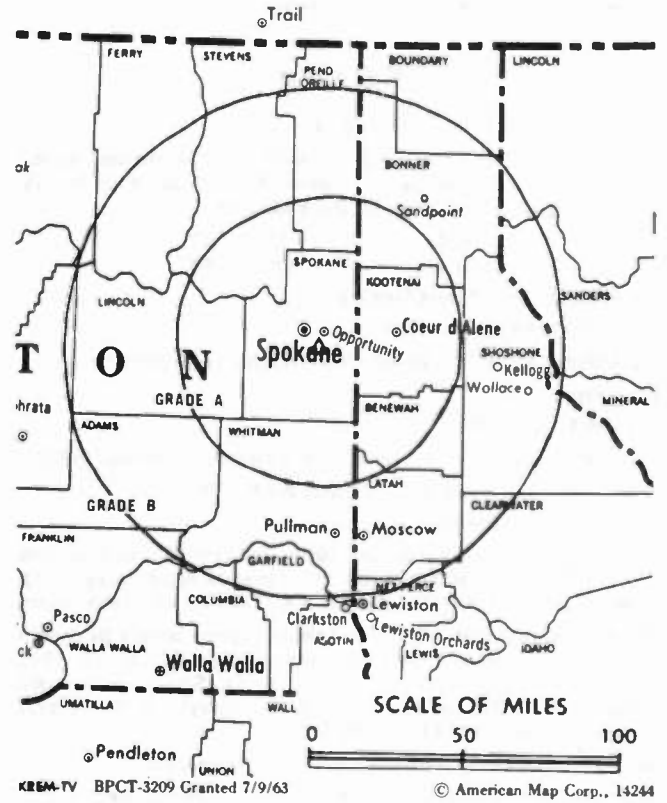
NETWORK BASE HOURLY RATE: \$875.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,056,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Benehah	3,200	3,100	97
	Bonner	9,700	9,400	97
	Boundary	2,700	2,600	96
	Clearwater	3,700	3,600	97
	Idaho	5,600	5,300	95
	Kootenai	23,900	23,500	98
	Latah	11,000	10,600	96
	Lewis	1,500	1,500	100
	Nez Perce	13,000	12,700	98
	Shoshone	6,900	6,700	97
	<b>MONTANA</b>			
	Flathead	20,600	19,900	97
	Hill	6,600	6,400	97
Lincoln	6,100	5,800	95	
Sanders	3,600	3,400	94	
<b>OREGON</b>				
Union	9,200	8,600	93	
Wallowa	3,100	2,900	93	
<b>WASHINGTON</b>				
Adams	4,800	4,600	97	
Asotin	6,800	6,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chelan	18,700	17,900	96
	Columbia	1,600	1,500	94
	Douglas	8,900	8,600	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	90
	Grant	18,400	17,700	96
	Lincoln	3,700	3,600	97
	Okanogan	12,100	11,400	94
	Pend Oreille	3,300	3,200	97
	Spokane	137,400	133,000	97
	Stevens	11,000	10,400	95
	Walla Walla	17,900	16,800	94
Whitman	13,800	13,200	96	
Between 25-49%	<b>MONTANA</b>			
	Cascade	30,200	29,600	98
	Missoula	30,900	29,800	96
Between 5-24%	<b>OREGON</b>			
	Baker	6,500	6,100	94
Station Totals	<b>WASHINGTON</b>			
	Benton	44,300	42,900	97
	<b>IDAHO</b>			
	Valley	2,200	2,100	95
	<b>MONTANA</b>			
	Granite	1,000	1,000	100
	Lake	7,100	6,900	97
	Mineral	1,600	1,600	100
	Ravalli	8,900	8,600	97
	Valley	3,700	3,500	95
	<b>OREGON</b>			
	Umatilla	22,700	21,300	94
<b>WASHINGTON</b>				
Franklin	13,200	12,800	97	
Whatcom	43,100	41,300	96	
Station Totals		607,400	585,000	96
Net Weekly Circulation (1983)			363,600	
Average Daily Circulation (1983)			214,500	

# Washington—Spokane

## KXLY-TV

Ch. 4

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.

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 10-kw, 99.9 MHz (No. 260), 3008-ft.

News Service: UPI.

Network Service: ABC.

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane 99201.

Studio: West 500 Boone Ave., Spokane, Wash. 99201.

Telephone: 509-328-9084.

Ownership: Evening Telegram Co., 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 Jan. 6, 1954 (Vol. 9:49, 10:2).

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

Represented (legal) by Lovett, Hennessey, Stambler & Siebert, P.C.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

STEPHEN R. HERLING, vice president & general manager.

TED BRAVAKIS, general sales manager.

RON SIMMONS, program director.

T. O. JORGENSON, director of engineering.

STEVEN MILLER, news director.

Highest 30 Sec. Rate: \$500.

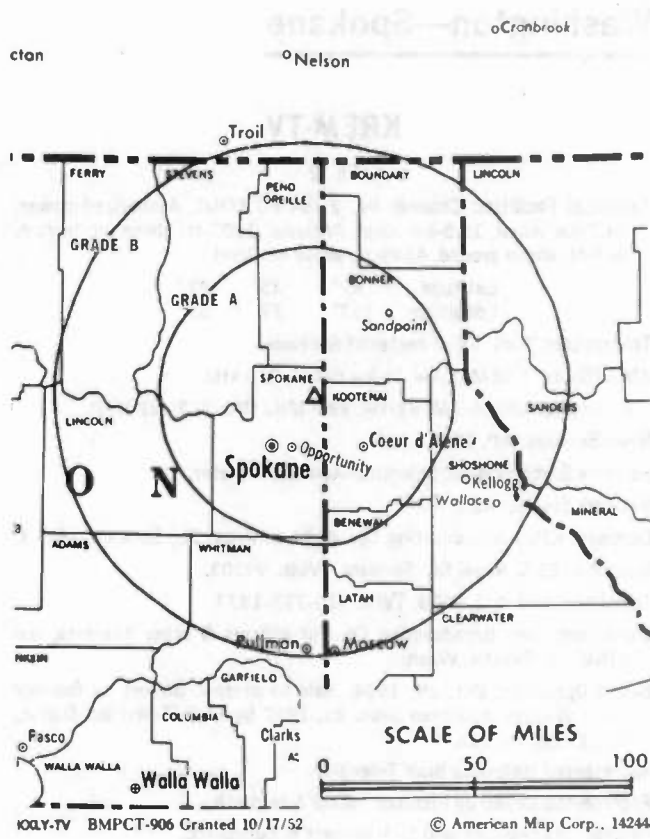
NETWORK BASE HOURLY RATE: \$675.

Station also received in Canadian markets.

BBM Weekly Reach (Spring 1983): 1,110,000

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Benewah	3,200	3,100	97
	Bonner	9,700	9,400	97
	Boundary	2,700	2,600	96
	Clearwater	3,700	3,600	97
	Idaho	5,600	5,300	95
	Kootenai	23,900	23,500	98
	Latah	11,000	10,600	96
	Lewis	1,500	1,500	100
	Nez Perce	13,000	12,700	98
	Shoshone	6,900	6,700	97
	<b>MONTANA</b>	Flathead	20,600	19,900
Glacier		3,600	3,400	94
Hill		6,600	6,400	97
Lincoln		6,100	5,800	95
Mineral		1,600	1,600	100
Sanders		3,600	3,400	94
<b>OREGON</b>		Union	9,200	8,600
	Wallowa	3,100	2,900	93



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Adams	4,800	4,600	97
	Asotin	6,800	6,600	97
	Chelan	18,700	17,900	96
	Columbia	1,600	1,500	94
	Douglas	8,900	8,600	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	90
	Grant	18,400	17,700	96
	Lincoln	3,700	3,600	97
	Okanogan	12,100	11,400	94
	Pend Oreille	3,300	3,200	97
	Spokane	137,400	133,000	97
	Stevens	11,000	10,400	95
Walla Walla	17,900	16,800	94	
Whitman	13,800	13,200	96	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Cascade	30,200	29,600	98
	Missoula	30,900	29,800	96
Toole	2,100	2,000	95	
<b>WASHINGTON</b>	Benton	44,300	42,900	97
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Lake	7,100	6,900	97
Ravalli	8,900	8,600	97	
<b>OREGON</b>	Baker	6,500	6,100	94
	Umatilla	22,700	21,300	94
<b>WASHINGTON</b>	Franklin	13,200	12,800	97
<b>Station Totals</b>		<b>563,100</b>	<b>542,500</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>				<b>364,100</b>
<b>Average Daily Circulation (1983)</b>				<b>216,200</b>

# Washington—Tacoma

## KCPQ

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"  
Longitude 122° 48' 22"

Transmitter: Gold Mtn., 6.5-mi. W of Bremerton.

Satellite Earth Stations: Scientific-Atlanta; 10-meter & 2-meter; M/A-Com receivers.

News Service: INN.

Network Service: None, independent.

Licensee: Kelly Television Co., Box 98828, Tacoma, Wash. 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, Wash. 98499.

Telephone: 206-582-8613.

Ownership: Jon S. Kelly & Robert E. Kelly, 45% each as general partners; 5% each as limited partners. For other interests, see KCRA-TV, Sacramento, Cal.

Began Operation: Aug. 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales) by Seltel Inc.

Represented (legal) by Koteen & Naftalin.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

ROBERT KELLY, general manager.  
THOMAS FRENCH, business manager.  
ROY ALBERTSON, general sales manager.  
LLOYD LOW, national sales manager.  
TERRI HOGUE, local sales manager.  
BOB GALVIN, promotion manager.  
STEVE HESS, news editor.  
MARLENE GOTTFRIED, accounting supervisor.  
DAN JENSEN, director, station operations.  
LEE PINSKI, chief engineer.

Highest 30 Sec. Rate (Aug. 8, 1983): \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
50% & Over	Grays Harbor	26,500	24,900	94
	King	520,700	502,400	96
	Kitsap	57,700	56,300	98



KCPQ BPCT-800307KF Granted 8/15/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mason	13,200	12,800	97
	Pierce	187,800	183,000	97
	Snohomish	131,400	127,700	97
	Thurston	52,100	50,600	97
<b>WASHINGTON</b>				
Between 25-49%	Island	17,700	17,300	98
	Jefferson	7,100	6,800	96
	Kittitas West	2,200	2,100	93
	Lewis	21,600	20,600	95
	Skagit	26,100	25,100	96
	Whatcom	43,100	41,300	96
<b>WASHINGTON</b>				
Between 5-24%	Cowlitz	31,400	30,400	97
	Pacific	7,400	6,900	93
	San Juan	3,800	3,600	95
<b>Station Totals</b>		<b>1,149,800</b>	<b>1,111,800</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>592,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>233,400</b>	

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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.

News Service: UPI.

Satellite Earth Station: Microwave Associates, 5-meter; Microwave Associates receivers.

Network Service: ABC.

Licensee: Apple Valley Bcstg. Co.

Studio: 1610 S. 24th Ave., Yakima, Wash. 98902.

Telephone: 509-453-0351.

Ownership: See KXLY-TV, Spokane.

Began Operation: Sept. 21, 1970.

Represented (sales) by Blair Television; The Tacher Co.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert, P.C.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ELIZABETH M. SCHIRMER, president.

R. GARY PIERONE, vice president & general manager.

DON POPE, chief engineer.

JEFF WASSON, news director.

Highest 30 Sec. Rate (Sept. 19, 1983): \$750.

Note: Above rate includes KVEW, Kennewick.

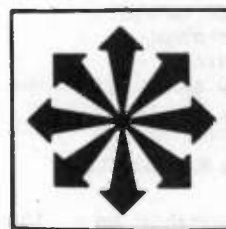
NETWORK BASE HOURLY RATE: \$225.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Kittitas East	7,600	7,100	94
	Yakima	65,300	62,500	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Benton	44,300	42,900	97
	Chelan	18,700	17,900	96
	Kittitas West	2,200	2,100	93
<b>Station Totals</b>		<b>138,100</b>	<b>132,500</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>			<b>69,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>45,500</b>	



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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Washington—Yakima

## KIMA-TV

Ch. 29

(Also operates associated stations KEPR-TV, Pasco, Wash.;  
KLEW-TV, Lewiston, Ida.)

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-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.

News Services: AP, Group W Newsfeed.

Satellite Earth Station: Harris, 7.1-meter; Harris receivers.

Arbitron Data: Figures do not include KEPR-TV, Pasco & KLEW-TV, Lewiston, Ida. which are reported separately.

Network Service: CBS.

Licensee: NWG Broadcasting Co., d/b as Cascade Broadcasting Co., Radio & Television Center, Box 702, Yakima 98907.

Studio: Radio & Television Center, 2801 Terrace Heights Dr.

Mailing Address: Box 702, Yakima, Wash. 98907.

Telephone: 509-575-0029. TWX: 510-777-5356.

Ownership: NWG Broadcasting Co. John Noel Jr., pres., 75%; Rodger D. Noel, 25%. NWG Bcstg. also owns KEPR-TV, Pasco, Wash. & KLEW-TV, Lewiston, Ida.

Began Operation: July 19, 1953. Sale to present owners by Filmways Inc. approved by FCC Aug. 30, 1972 (Television Digest, Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales) by Seltel Inc.; Art Moore Inc. (Northwest).

Represented (legal) by Pepper & Corazzini.

Represented (engineering) by Hammett & Edison Inc.

### Personnel:

DALE HAZEN, vice president & general manager.

STU SIEBEL, program director.

MIKE RASTOVICH, director of engineering.

T. J. CLOSE, news director.

DOW LAMBERT, chief engineer.

Highest One Hour Rate: \$1100.

Highest 30 Sec. Rate: \$650.

Note: Rates include KEPR-TV, Pasco & KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$450.



Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
<b>50% &amp; Over</b>	Kittitas East	7,600	7,100	94
	Yakima	65,300	62,500	96
<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Benton	44,300	42,900	97
	Kittitas West	2,200	2,100	93
<b>Station Totals</b>		<b>119,400</b>	<b>114,600</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>			<b>70,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>50,600</b>	



# Washington—Yakima

**KNDO**

Ch. 23

(Also operates associated station KNDU, Richland-Pasco-Kennewick, 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.

News Services: UPI, NBC.

Satellite Earth Station: Microdyne; 5.5-meter.

Arbitron Data: Figures do not include KNDU, Richland-Pasco-Kennewick, Wash.

Network Service: NBC.

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. 98901.

Studio: 1608 S. 24th Ave., Box 10028, Yakima, Wash. 98909.

Telephone: 509-248-2300.

Ownership: Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland-Pasco-Kennewick, 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 Katz Television.

Represented (legal) by Haley, Bader & Potts.

**Personnel:**

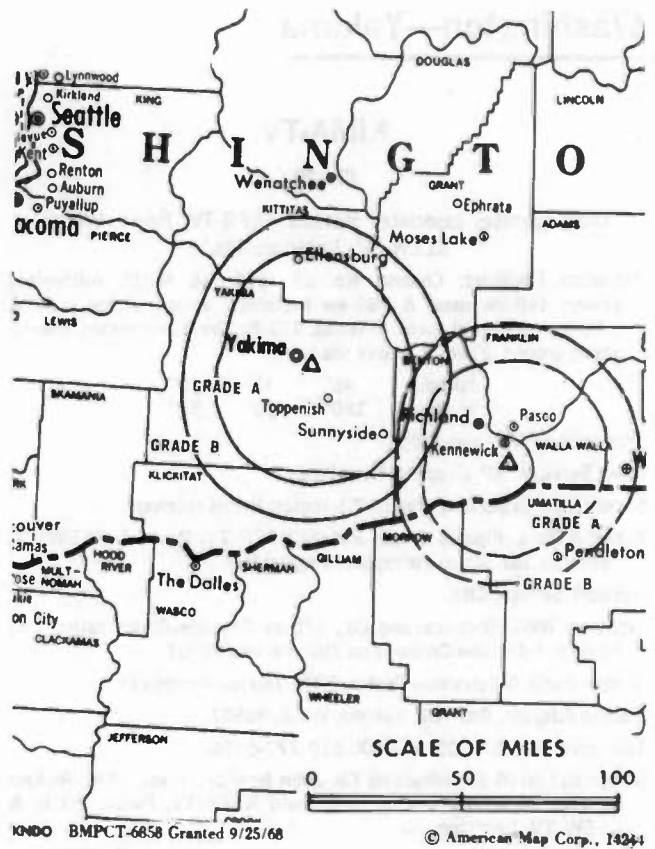
- HUGH E. DAVIS, president.
- ELLIOTT KLEEMAN, general manager.
- BEN SHROPSHIRE, national sales manager.
- OPAL LAURENT, business manager.
- RONALD KROUS, director of engineering.
- SUZANNE LAGONI, news director.

Highest 30 Sec. Rate July 25, 1983: \$650.

Note: Includes KNDU, Richland-Pasco-Kennewick, Wash.

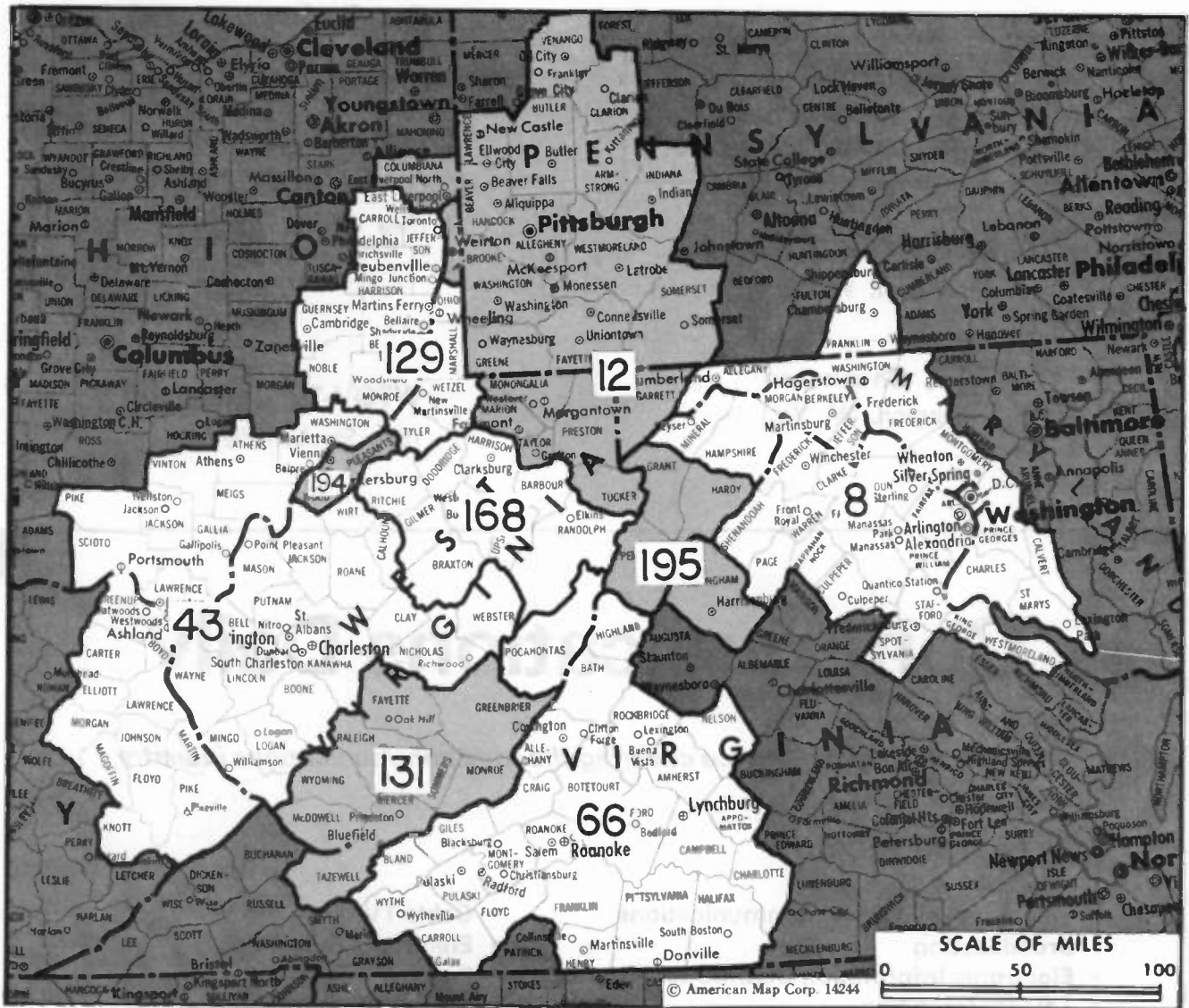
**NETWORK BASE HOURLY RATE: \$600.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Kittitas East	7,600	7,100	94
	Yakima	65,300	62,500	96
Between 5-24%	<b>WASHINGTON</b>			
	Benton	44,300	42,900	97
<b>Station Totals</b>		<b>117,200</b>	<b>112,500</b>	<b>95</b>
<b>Net Weekly Circulation (1983)</b>				<b>70,900</b>
<b>Average Daily Circulation (1983)</b>				<b>41,000</b>

# West Virginia



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Washington, D.C.	1,510,100	8	916,000	10	WCQR (50), WDCA-TV (20), WDM-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Pittsburgh, Pa.	1,229,600	12	768,000	11	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, W.Va.	525,300	43	339,000	37	WCHS-TV (8), WQWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (23)
Roanoke-Lynchburg, Va.	359,700	66	207,000	67	WDBJ (7), WSET-TV (13), WSLs-TV (10)
Wheeling, W.Va.-Steubenville, O.	155,000	129	108,000	113	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, W.Va.	151,800	131	67,000	149	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, W.Va.	76,300	168	47,000	159	WBOY-TV (12), WDTV (5), WLYJ (46)
Harrisonburg, Va.	37,000	195	20,000	186	WHSV-TV (3)
Parkersburg, W.Va.	38,200	194	9,000	202	WTAP-TV (15)

## West Virginia Station Status as of October 1, 1983

	VHF	UHF	TOTAL
Commercial Television Stations	8	3	11
Educational Television Stations	1	2	3
			<hr/> 14

## West Virginia

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **WOWK-TV, Charleston**

(See Huntington, W. Va.)

— • —

#### **WSAZ-TV, Charleston**

(See Huntington, W. Va.)

— • —

#### **WCHS-TV, Huntington**

(See Charleston, W. Va.)

— • —

#### **WBOY-TV & WDTV, Weston**

(See Clarksburg, W. Va.)

— • —

#### **WTOV-TV, Wheeling**

(See Steubenville, Ohio)

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# West Virginia—Bluefield

**WVVA**

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 Mtn.

News Services: NBC, UPI.

Satellite Earth Station: ADM, 5-meter; Gardiner receivers.

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. Fifth St., Quincy, Ill. 62301.

Studio: Route 460 Bypass, Bluefield, W.Va. 24701.

Telephone: 304-325-5487. TWX: 710-938-8380.

Ownership: Quincy Newspapers Inc. For other interests, see WGEM-TV, Quincy, Ill.

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales) by Avery-Knodel Inc.

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

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

Personnel:

AL MARRA, general manager.

ERLENE BRANCH, program director.

JACK DE LISI, sales manager.

KENNETH DICK, chief engineer.

Highest 30 Sec. Rate (1983): \$240.

NETWORK BASE HOURLY RATE: \$850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>VIRGINIA</b>				
	Bland	2,200	2,100	95	
	Buchanan	12,700	12,300	97	
	Tazewell	18,300	18,000	98	
<b>WEST VIRGINIA</b>	Greenbrier	14,300	14,000	98	
	Mc Dowell	16,500	16,200	98	
	Mercer	27,900	27,500	99	
	Monroe	4,700	4,500	96	
	Pocahontas	3,600	3,400	94	
	Raleigh	32,300	31,800	98	
	Summers	5,600	5,400	96	
	Wyoming	12,200	11,900	98	
	<b>Between 25-49%</b>	<b>VIRGINIA</b>			
		Carroll	12,600	12,300	98
Giles		6,400	6,300	98	
Highland		1,100	1,100	100	
Pulaski		13,100	12,900	98	
Wythe		9,500	9,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,700	99
	Fayette	21,100	20,800	99
	Logan	17,100	16,900	99
Mingo	12,600	12,300	98	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Pike	28,800	28,300	98
<b>NORTH CAROLINA</b>	Alleghany	3,900	3,800	97
	Yadkin	10,700	10,500	98
<b>VIRGINIA</b>	Alleghany	10,200	10,100	99
	Bath	2,200	2,200	100
	Craig	1,500	1,500	100
	Dickenson	6,900	6,800	99
	Floyd	4,400	4,300	98
	Grayson	6,300	6,200	98
	Russell	11,800	11,500	97
	Smyth	11,900	11,700	98
	Washington	24,300	24,000	99
	<b>WEST VIRGINIA</b>	Braxton	5,200	5,000
Kanawha		89,300	88,500	99
Lincoln		8,100	8,000	99
Nicholas		10,200	10,000	98
<b>Station Totals</b>		<b>490,400</b>	<b>482,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>179,900</b>	
<b>Average Daily Circulation (1983)</b>			<b>107,500</b>	

# West Virginia—Charleston-Huntington

## WCBS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.9"  
Longitude 81° 54' 13.3"

Transmitter: Coal Mtn., 3.5-mi. W of St. Albans, W. Va.

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

FM Affiliate: WBES, 16-kw, 96.1 MHz (No. 241), 800-ft.

News Services: CBS, AP.

Network Service: CBS.

Licensee: Rollins Telecasting Inc., Box 647, Atlanta, Ga. 30301.

Studio: 1111 Virginia St. E., Charleston, W. Va. 25301.

Telephone: 304-346-5358. TWX: 710-930-8720.

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 Petry Television Inc.

Represented (legal) by Pepper & Corazzini.

Personnel:

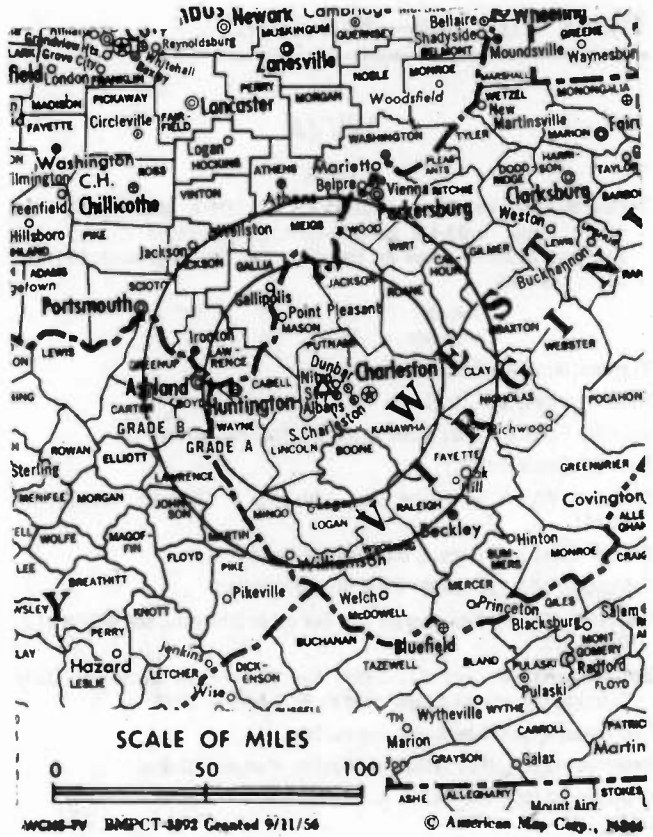
- RICHARD A. HUBBELL, vice president, media group.
- JACK ROBINETTE, vice president, television.
- ROBERT O. PAXSON, general manager.
- DENNIS E. ADKINS, general sales manager.
- JO COREY, operations manager.
- RICHARD W. CANTER, news director.
- MICHAEL J. HOOPER, promotion director.
- ROBERT E. ROUSH, chief engineer.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1140.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Carter	8,700	8,600	99
	Elliott	2,500	2,500	100
	Floyd	17,600	17,300	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,700	98
	Lawrence	5,000	4,900	98
	Magoffin	4,600	4,500	98
	Martin	4,600	4,500	98
	Morgan	4,300	4,200	98
	Pike	28,800	28,300	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
Gallia	11,000	10,700	97	
Jackson	11,200	11,000	98	
Lawrence	23,200	22,700	98	
Meigs	8,900	8,700	98	
Scioto	30,500	29,900	98	
Vinton	4,200	4,100	98	
Washington	23,600	22,900	97	
<b>WEST VIRGINIA</b>				
Boone	10,900	10,700	99	
Braxton	5,200	5,000	97	
Cabell	41,200	40,900	99	
Calhoun	3,200	3,100	97	
Clay	4,000	3,900	98	
Fayette	21,100	20,800	99	
Jackson	9,200	9,100	99	
Kanawha	89,300	88,500	99	
Lincoln	8,100	8,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOGAN</b>	17,100	16,900	99
	Mc Dowell	16,500	16,200	98
	Mason	9,900	9,800	99
	Mingo	12,600	12,300	98
	Nicholas	10,200	10,000	98
	Putnam	14,100	14,000	99
	Raleigh	32,300	31,800	98
	Roane	5,800	5,700	98
	Wayne	16,800	16,600	99
	Wirt	1,700	1,700	100
	Wood	35,300	34,900	99
Wyoming	12,200	11,900	98	

<b>Between 25-49%</b>	<b>OHIO</b>			
	Morgan	5,200	5,000	96
	Pike	8,200	8,000	97

<b>VIRGINIA</b>	Buchanan	12,700	12,300	97
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<b>WEST VIRGINIA</b>	Gilmer	3,100	3,000	97
	Greenbrier	14,300	14,000	98
	Lewis	7,000	6,900	99
	Mercer	27,900	27,500	99
	Pleasants	3,000	3,000	100
	Ritchie	4,400	4,300	98
	Summers	5,600	5,400	96
	Upshur	8,700	8,500	98
	Webster	4,500	4,400	98

<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breathitt	5,500	5,300	96
	Knott	5,900	5,700	97
	Lewis	5,100	5,000	98
	Rowan	6,400	6,300	98

<b>OHIO</b>	Hocking	9,300	9,100	98
	Perry	11,000	10,800	98

(Continued on page 973)

<b>Station Totals</b>	<b>815,000</b>	<b>801,100</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>550,000</b>	
<b>Average Daily Circulation (1983)</b>		<b>318,500</b>	

# West Virginia—Huntington-Charleston

## WOWK-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"  
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

News Services: AP, UPI, CNN.

Satellite Earth Station: Channel Master, 3-meter; Channel Master receivers.

Network Service: ABC.

Licensee: Gateway Communications Inc., 625 Fourth Ave. 25701.

Studio: 625 4th Ave., Huntington, W.Va. 25701.

Mailing Address: Box 13, Huntington, W.Va. 25706.

Telephone: 304-525-7661. TWX: 710-931-8078.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: Oct. 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 (Vol. 12:18, 25).

Represented (sales) by Blair Television.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Smith & Powstenko.

### Personnel:

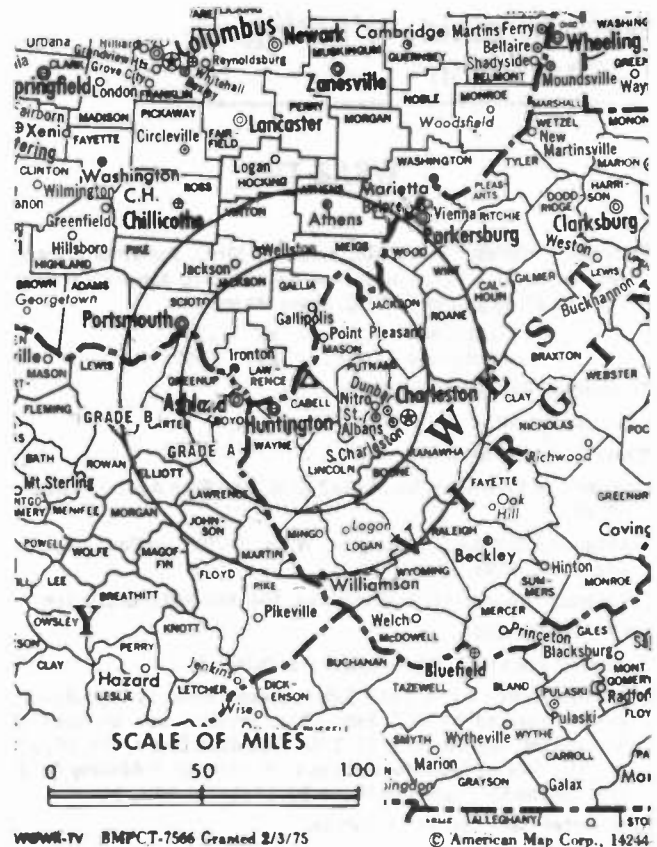
LEO M. MacCOURTNEY, vice president & general manager.  
JACK D. DEMPSEY, general sales manager.  
JAMES E. MAHER, local sales manager.  
PAUL DICKER, program manager.  
JACQUI MULLEN, vice president & news director.  
ROBERT WILLIS, promotion director.  
CHARLES GOODE, chief engineer.

Highest 30 Sec. Rate (July 25, 1983): \$650.

NETWORK BASE HOURLY RATE: \$1450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Carter	8,700	8,600	99
	Elliott	2,500	2,500	100
	Floyd	17,600	17,300	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,700	98
	Lawrence	5,000	4,900	98
	Magoffin	4,600	4,500	98
	Martin	4,600	4,500	98
	Morgan	4,300	4,200	98
	Pike	28,800	28,300	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Gallia	11,000	10,700	97
	Jackson	11,200	11,000	98
	Lawrence	23,200	22,700	98
	Melgs	8,900	8,700	98
	Pike	8,200	8,000	97
	Scioto	30,500	29,900	98
Vinton	4,200	4,100	98	
Washington	23,600	22,900	97	
<b>WEST VIRGINIA</b>				
Boone	10,900	10,700	99	
Cabell	41,200	40,900	99	
Fayette	21,100	20,800	99	
Jackson	9,200	9,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Kanawha	89,300	88,500	99	
	Lincoln	8,100	8,000	99	
	Logan	17,100	16,900	99	
	Mc Dowell	16,500	16,200	98	
	Mason	9,900	9,800	99	
	Mingo	12,600	12,300	98	
	Pleasants	3,000	3,000	100	
	Putnam	14,100	14,000	99	
	Raleigh	32,300	31,800	98	
	Wayne	16,800	16,600	99	
	Wood	35,300	34,900	99	
	Wyoming	12,200	11,900	98	
Between 25-49%	<b>KENTUCKY</b>				
	Knott	5,900	5,700	97	
	Lewis	5,100	5,000	98	
Rowan	6,400	6,300	98		
OHIO	Hocking	9,300	9,100	98	
	Morgan	5,200	5,000	96	
WEST VIRGINIA	Braxton	5,200	5,000	97	
	Calhoun	3,200	3,100	97	
	Clay	4,000	3,900	98	
	Gilmer	3,100	3,000	97	
	Nicholas	10,200	10,000	98	
	Ritchie	4,400	4,300	98	
	Roane	5,800	5,700	98	
	Wirt	1,700	1,700	100	
	Between 5-24%	<b>KENTUCKY</b>			
		Breathitt	5,500	5,300	96
Letcher		10,900	10,600	97	
Menifee		1,700	1,700	100	
Wolfe	2,400	2,300	96		
<b>OHIO</b>					
Ross	23,000	22,500	98		
(Continued on page 973)					
Station Totals		837,500	823,000	98	
Net Weekly Circulation (1983)			521,500		
Average Daily Circulation (1983)			304,800		

# 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.

News Service: AP.

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington 25701.

Studios: 645 5th Ave., Huntington, W.Va. 25701; auxiliary studio in Charleston, W.Va.

Telephones: 304-697-4780, Huntington; 304-344-3521, Charleston.

TWX: 710-931-8034.

Ownership: See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: Oct. 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (Television Digest, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- GEORGE R. ANDRICK, general manager.
- GEORGE M. CURRY, program manager.
- HAROLD HALL, sales director.
- DON RAY, national sales manager.
- BILL ALLEN, business manager.
- JOHN P. CLAY, chief engineer.
- ROBERT HARRIS, Charleston operations manager.
- BILL KINNAIRD, Huntington operations manager.
- LOREN TOBIA, news manager.
- BETH ELLIS, traffic manager.

Highest 30 Sec. Rate (July 25, 1983): \$3000.

NETWORK BASE HOURLY RATE: \$1700.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Carter	8,700	8,600	99
	Elliott	2,500	2,500	100
	Floyd	17,600	17,300	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,700	98
	Lawrence	5,000	4,900	98
	Lewis	5,100	5,000	98
	Magoffin	4,600	4,500	98
	Martin	4,600	4,500	98
	Morgan	4,300	4,200	98
	Pike	28,800	28,300	98
	Rowan	6,400	6,300	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Gallia	11,000	10,700	97
	Jackson	11,200	11,000	98
	Lawrence	23,200	22,700	98
Meigs	8,900	8,700	98	
Pike	8,200	8,000	97	
Scioto	30,500	29,900	98	
Vinton	4,200	4,100	98	
Washington	23,600	22,900	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,700	99
	Cabell	41,200	40,900	99
	Calhoun	3,200	3,100	97
	Clay	4,000	3,900	98
	Fayette	21,100	20,800	99
	Jackson	9,200	9,100	99
	Kanawha	89,300	88,500	99
	Lincoln	8,100	8,000	99
	Logan	17,100	16,900	99
	Mc Dowell	16,500	16,200	98
	Mason	9,900	9,800	99
	Mingo	12,600	12,300	98
	Nicholas	10,200	10,000	98
	Pleasants	3,000	3,000	100
	Putnam	14,100	14,000	99
	Raleigh	32,300	31,800	98
	Roane	5,800	5,700	98
	Wayne	16,800	16,600	99
Webster	4,500	4,400	98	
Wirt	1,700	1,700	100	
Wood	35,300	34,900	99	
Wyoming	12,200	11,900	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Knott	5,900	5,700	97
	Wolfe	2,400	2,300	96
<b>OHIO</b>				
Morgan	5,200	5,000	96	
<b>VIRGINIA</b>				
Buchanan	12,700	12,300	97	
<b>WEST VIRGINIA</b>				
Braxton	5,200	5,000	97	
Gilmer	3,100	3,000	97	
Ritchie	4,400	4,300	98	
(Continued on page 973)				
<b>Station Totals</b>		<b>851,400</b>	<b>836,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>598,800</b>	
<b>Average Daily Circulation (1983)</b>			<b>419,800</b>	

# West Virginia—Charleston-Huntington

## WVAH-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1722-ft. above av. terrain, 1573-ft. above ground, 2546-ft. above sea level.

Latitude 38° 25' 15"  
Longitude 81° 55' 27"

Transmitter: S side of Poplar Fork Rd., 1.53-mi. N of U.S. Rte. 60.

Satellite Earth Station: Vidare, 5-meter; Automation Techniques receivers.

Network Service: None, independent.

Licensee: West Virginia Telecasting Inc., c/o Albert M. Holtz, Meridian Corp., 1016 Greentree Rd., Pittsburgh, Pa. 15220.

Studio: 23 Broadcast Plaza, Hurricane, W.Va. 25526.

Ownership: Henry Posner Jr., chmn., 54%; Albert M. Holtz, pres., 30%; Fred W. Schwarz, v.p.-treas., 1%; Thomas D. Wright, secy.-gen. counsel, 15%. Principals are applicants for Ch. 24, Wichita, Kan.; have interest in applicant for Ch. 45, Dayton, O.

Began Operation: Sept. 19, 1982.

Represented (sales) by Seltel Inc.

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

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

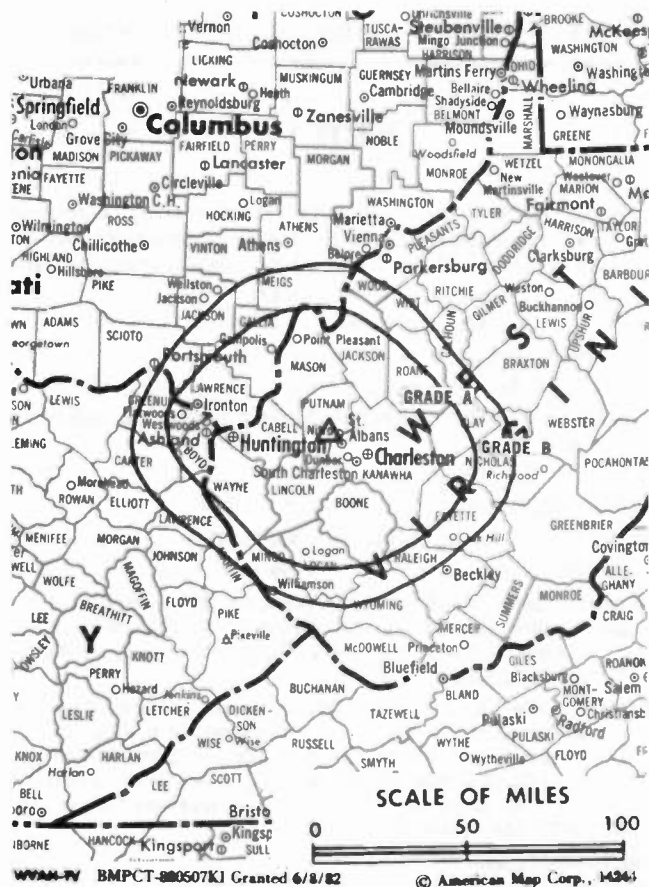
Personnel:

GARY DREISPUL, station manager.  
WILLIAM WHITE, general sales manager.  
DANIEL VILES, local sales manager.  
GEORGE PARNICZA, chief engineer.

Highest 30 Sec. Rate (July 26, 1983): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Cabell	41,200	40,900	99
	Kanawha	89,300	88,500	99
	Lincoln	8,100	8,000	99
	Logan	17,100	16,900	99
	Mason	9,900	9,800	99
Between 5-24%	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Carter	8,700	8,600	99
	Elliott	2,500	2,500	100
	Greenup	13,700	13,600	99
	Johnson	8,900	8,700	98
	Lawrence	5,000	4,900	98
	Lewis	5,100	5,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OHIO</b>			
	Gallia	11,000	10,700	97
	Jackson	11,200	11,000	98
	Lawrence	23,200	22,700	98
	Meigs	8,900	8,700	98
Between 5-24%	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,700	99
	Calhoun	3,200	3,100	97
	Clay	4,000	3,900	98
	Fayette	21,100	20,800	99
	Gilmer	3,100	3,000	97
	Jackson	9,200	9,100	99
	Mingo	12,600	12,300	98
	Nicholas	10,200	10,000	98
	Roane	5,800	5,700	98
Tyler	4,200	4,100	98	
Wayne	16,800	16,600	99	
<b>Station Totals</b>		<b>405,100</b>	<b>399,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>88,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>44,200</b>	

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# West Virginia—Clarksburg-Fairmont

## WBOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 129-kw visual, 12.9-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 Mtn.

News Service: AP.

Satellite Earth Station: Microdyne, 5-meter; Automation Techniques receivers.

Network Service: NBC.

Licensee: WBOY-TV Inc., 912 W. Pike St.

Studio: 912 W. Pike St., Clarksburg, W.Va. 26301.

Telephone: 304-623-3311. TWX: 710-939-6813.

Ownership: Commercial Dispatch Publishing Co., 85%; Birney Imes Jr., pres.; William J. Threadgill, v.p.; William W. Whitfield, secy.-treas., 7.5%; Clyde K. Burson, dir., 7.5%. For other interests, see WCBI-TV, Columbus, Miss.

Began Operation: Nov. 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (Television Digest, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV-TV, Steubenville, O.

Represented (sales) by Seltel Inc.

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

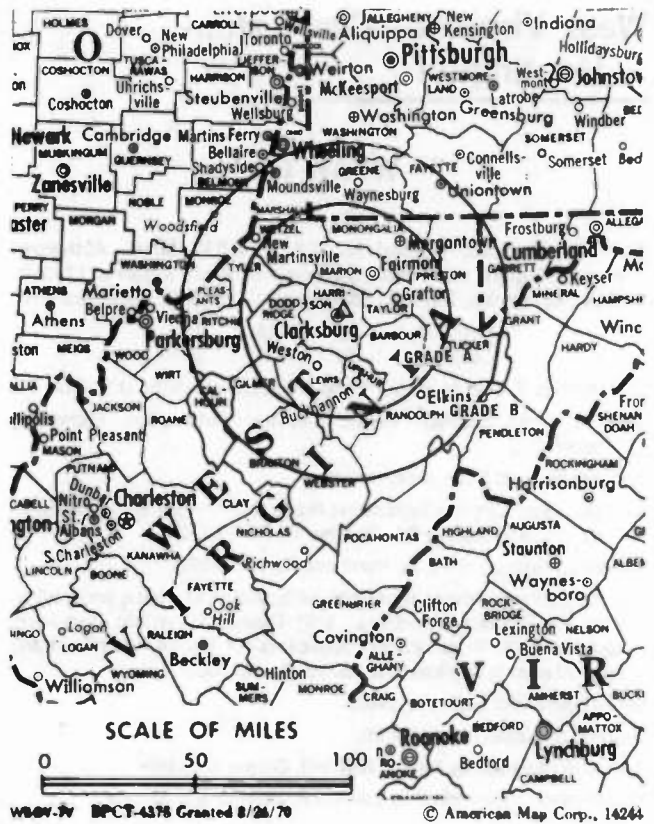
STAN SIEGAL, general manager.  
MEL KOFOD, general sales manager.  
FRANCES BASILE, program director.  
JOE WRIGHT, chief engineer.

Highest 30 Sec. Rate (July 25, 1983): \$200.

NETWORK BASE HOURLY RATE: \$680.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Doddridge	2,700	2,600	96
	Gilmer	3,100	3,000	97
	Harrison	29,400	29,200	99
	Lewis	7,000	6,900	99
	Marion	25,200	24,900	99
	Monongalia	28,900	28,400	98
	Preston	11,000	10,800	98
	Randolph	10,400	10,200	98
Ritchie	4,400	4,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Tyler	4,200	4,100	98
	Upshur	8,700	8,500	98
<b>WEST VIRGINIA</b>				
<b>Between 25-49%</b>	Braxton	5,200	5,000	97
	Pleasants	3,000	3,000	100
	Webster	4,500	4,400	98
	Wetzel	7,900	7,800	99
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Garrett	9,500	9,300	98
	<b>OHIO</b>			
Monroe	6,400	6,200	97	
Washington	23,600	22,900	97	
<b>PENNSYLVANIA</b>				
Greene	14,800	14,300	97	
<b>WEST VIRGINIA</b>				
Calhoun	3,200	3,100	97	
Pocahontas	3,600	3,400	94	
<b>Station Totals</b>		232,300	227,600	97
<b>Net Weekly Circulation (1983)</b>			129,100	
<b>Average Daily Circulation (1983)</b>			80,300	

# West Virginia—Clarksburg

**WLYJ**

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"  
Longitude 80° 20' 37"

Transmitter: N. 16th Extended, Clarksburg.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: WLYJ Inc., 775 W. Pike St., Clarksburg, W.Va. 26301.

Studio: 775 W. Pike St. Telephone: 304-623-5783.

Mailing Address: Box 2544, Clarksburg, W.Va. 26302-2544.

Ownership: Joseph Rose, pres.; Lucien Sammons Jr., v.p.; A. M. Roberts, secy.-treas.

Began Operation: Feb. 8, 1981.

Represented (legal) by Gammon & Grange.

Represented (engineering) by Serge Bergen.

Personnel:

JACK L. KINCAID, general manager.

WAYNE L. FAST, chief engineer.

Highest 30 Sec. Rate (July 25, 1983): \$40.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
Between 5-24%	Barbour	6,100	6,000	98
	Harrison	29,400	29,200	99
<b>Station Totals</b>		<b>35,500</b>	<b>35,200</b>	<b>99</b>
<b>Net Weekly Circulation (1983)</b>			<b>5,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>3,000</b>	



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# West Virginia—Clarksburg-Weston

**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 Mtn., U.S. Rte. 19, Weston, W.Va.

News Service: AP.

Satellite Earth Stations: ADM.

Network Service: CBS & ABC.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, W.Va. 26330.

Studio: Television Park, Weston, W.Va. 26452.

Mailing Address: Box 480, Bridgeport, W.Va. 26330.

Telephones: 304-842-3558, Bridgeport; 304-269-2498, Weston.

TWX: 710-935-1142.

Ownership: W. Russell Withers Jr., 100%. Withers owns 90% of KEWI & KGMO(FM), Cape Girardeau, Mo.; 100% of WMIX-AM-FM, Mt. Vernon, Ill.; KOKX & KIMI(FM), Keokuk, Iowa; WMLA(FM), Le Roy (Bloomington), Ill.

Began Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of W.Va. approved by FCC April 5, 1973. 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 (Television Digest, Vol. 6:34, 35).

Represented (sales) by Katz Television.

Represented (legal) by Gardner, Carton & Douglas.

**Personnel:**

- W. RUSSELL WITHERS JR., owner.
- DUSTYN WAYMAN, general manager.
- BRUCE BEAM, sales manager.
- NICK PELLEGRIN, program director.
- DANIEL ELLINGTON, news director.
- WAYNE McHENRY, chief engineer.
- GREG RUFF, production manager.

Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$700.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tyler	4,200	4,100	98
	Upshur	8,700	8,500	98
	Webster	4,500	4,400	98
Between 25-49%	<b>OHIO</b>			
	Monroe	6,400	6,200	97
Between 5-24%	Washington	23,600	22,900	97
	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Monongalia	28,900	28,400	98
	Nicholas	10,200	10,000	98
	Wetzel	7,900	7,800	99
	Wood	35,300	34,900	99
	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Harrison	6,600	6,500	98
	Morgan	5,200	5,000	96
Noble	4,200	4,000	95	
<b>PENNSYLVANIA</b>				
Greene	14,800	14,300	97	
<b>WEST VIRGINIA</b>				
Fayette	21,100	20,800	99	
Grant	3,800	3,700	97	
Mingo	12,600	12,300	98	
Pendleton	3,100	3,000	97	
Pocahontas	3,600	3,400	94	
Roane	5,800	5,700	98	
Wirt	1,700	1,700	100	
<b>Station Totals</b>		<b>341,900</b>	<b>335,200</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>164,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>85,200</b>	

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WEST VIRGINIA</b>			
	Barbour	6,100	6,000	98
	Braxton	5,200	5,000	97
	Doddridge	2,700	2,600	96
	Gilmer	3,100	3,000	97
	Harrison	29,400	29,200	99
	Lewis	7,000	6,900	99
	Marion	25,200	24,900	99
	Pleasants	3,000	3,000	100
	Preston	11,000	10,800	98
	Randolph	10,400	10,200	98
	Ritchie	4,400	4,300	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97

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Withers Broadcasting Company of West Virginia

# West Virginia—Oak Hill-Beckley

## WOAY-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"  
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 21, 0.7 mi. S of Oak Hill city limits.

AM Affiliate: WOAY, 10-kw, 860 kHz.

FM Affiliate: WOAY-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

News Services: ABC, AP.

Satellite Earth Station: In operation.

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, W.Va. 25901.

Studio: U.S. Hwy. 21, 0.7-mi. S of Oak Hill.

Mailing Address: Box 251, Oak Hill, W.Va. 25901.

Telephone: 304-469-3361.

Ownership: Thomas Broadcasting Co., 100%. Helen G. Thomas, 48.7%; Robert R. Thomas III, Helen L. Thomas, John G. Thomas, Barbara L. T. Canterbury & Sarah A. Thomas, 10.26% each.

Began Operation: Dec. 3, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Silliman & Silliman.

### Personnel:

ROBERT R. THOMAS III, president.

CURTIS W. BUTLER, vice president & general manager.

JIM MARTIN, chief engineer.

DON WATKINS, production manager.

Highest 30 Sec. Rate (July 18, 1983): \$305.

NETWORK BASE HOURLY RATE: \$275.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Tazewell	18,300	18,000	98
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,700	99
	Braxton	5,200	5,000	97
	Clay	4,000	3,900	98
	Fayette	21,100	20,800	99
	Greenbrier	14,300	14,000	98
	Logan	17,100	16,900	99
	Mc Dowell	16,500	16,200	98
	Mercer	27,900	27,500	99
	Monroe	4,700	4,500	96
	Nicholas	10,200	10,000	98
	Raleigh	32,300	31,800	98
	Summers	5,600	5,400	96
	Webster	4,500	4,400	98
	Wyoming	12,200	11,900	98



WOAY-TV BMPCT-2280 Granted 8/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>VIRGINIA</b>			
	Buchanan	12,700	12,300	97
	Giles	6,400	6,300	98
	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Gilmer	3,100	3,000	97
	Kanawha	89,300	88,500	99
	Lewis	7,000	6,900	99
	Lincoln	8,100	8,000	99
	Pocahontas	3,600	3,400	94
Roane	5,800	5,700	98	
Between 5-24%	<b>KENTUCKY</b>			
	Knott	5,900	5,700	97
	Letcher	10,900	10,600	97
	Pike	28,800	28,300	98
	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
Bath	2,200	2,200	100	
Bland	2,200	2,100	95	
<b>WEST VIRGINIA</b>				
Mingo	12,600	12,300	98	
Putnam	14,100	14,000	99	
Ritchie	4,400	4,300	98	
<b>Station Totals</b>		435,300	427,800	98
<b>Net Weekly Circulation (1983)</b>			212,100	
<b>Average Daily Circulation (1983)</b>			117,600	

# 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, Constitution, O.

News Services: AP, UPI, NPS.

Satellite Earth Station: ADM, 3.9-meter; Drake receivers.

Network Service: NBC.

Licensee: Benedek Bcstg. Corp., 121 W. 7th St., Parkersburg 26102.

Studio: 121 W. Seventh St., Parkersburg, W.Va. 26102.

Telephone: 304-485-4588.

Ownership: Benedek Broadcasting Corp. A. Richard Benedek, pres.-treas.; Warren D. Benedek, v.p., 5%; Laura Benedek, secy.; Walter Eisenberg, 7%; Sherman A. Grimm, 5%; Benedek Holding Co., 82.5%. A. Richard Benedek owns WBKO(TV), Bowling Green, Ky.; 50% of WYTV, Youngstown, Ohio.

Began Operation: Oct. 8, 1953. Sale to present owners by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (Television Digest, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Personnel:

SHERMAN A. GRIMM, general manager.  
CHARLES HELMICK, chief engineer.  
GLENN WILSON, program director.

Highest 30 Sec. Rate (June 1, 1983): \$160.

NETWORK BASE HOURLY RATE: \$125.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Washington	23,600	22,900	97
	<b>WEST VIRGINIA</b>			
	Pleasants	3,000	3,000	100
	Wood	35,300	34,900	99



WTAP-TV BMPCT-7043 Granted 9/30/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Morgan	5,200	5,000	96
	<b>WEST VIRGINIA</b>			
	Ritchie	4,400	4,300	98
Between 5-24%	<b>OHIO</b>			
	Meigs	8,900	8,700	98
	Noble	4,200	4,000	95
	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Jackson	9,200	9,100	99
	Mason	9,900	9,800	99
	Wirt	1,700	1,700	100
Station Totals		127,700	125,000	97
Net Weekly Circulation (1983)			56,400	
Average Daily Circulation (1983)			33,800	

# West Virginia—Wheeling

**WTRF-TV**

Ch. 7



THE FORWARD GROUP

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.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Network Service: CBS, ABC.

Licensee: Forward Tele-Productions Inc., 96 16th St., Wheeling, W.Va. 26003.

Studio: 96 16th St., Wheeling, W.Va. 26003.

Telephone: 304-232-7777. TWX: 304-232-6897.

Ownership: Forward Communications Inc. For other interests, see Group Ownership of TV Stations.

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, Vol. 14:46, 48, 52).

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

CHARLES E. SHERMAN, president & general manager.  
FRANK CURTIS, exec. v.p. & assistant general manager.  
GEN IRWIN, business manager.  
GEORGE CARROLL, vice president, operations.  
GARRY VORHEES, vice president, programming.  
MARK DAVIS, vice president, news operations.  
DALE SCHUSSLER, editorial director.  
HOWARD DAUBENMEYER, manager, CATV relations.  
JANICE WEBSTER, promotion director.  
WILLIAM NEY, video tape & film director.  
ROBERT McFARLAND, chief engineer.

Highest One Hour Rate: \$2200.

Highest 30 Sec. Rate (July 1, 1983): \$405.

NETWORK BASE HOURLY RATE: \$2200.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,200	30,800	99
	Carroll	9,000	8,900	99
	Guernsey	15,800	15,400	97
	Harrison	6,600	6,500	98
	Jefferson	33,100	32,700	99
	Monroe	6,400	6,200	97
	Noble	4,200	4,000	95
	Tuscarawas	31,900	31,300	98
	<b>WEST VIRGINIA</b>			
Brooke	10,900	10,800	99	
Hancock	14,700	14,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Ohio	23,100	23,000	99
	Pleasants	3,000	3,000	100
	Tyler	4,200	4,100	98
	Wetzel	7,900	7,800	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Garrett	9,500	9,300	98
	<b>OHIO</b>			
	Columbiana	41,200	40,600	99
	Coshocton	13,400	13,000	97
Muskingum	30,800	30,300	98	
Washington	23,600	22,900	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>	Fayette	58,600	57,000	97
	Greene	14,800	14,300	97
	Washington	79,400	77,900	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>	Barbour	6,100	6,000	98
	Doddridge	2,700	2,600	96
	Harrison	29,400	29,200	99
	Monongalia	28,900	28,400	98
	Preston	11,000	10,800	98
	Randolph	10,400	10,200	98
	Ritchie	4,400	4,300	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Upshur	8,700	8,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OHIO</b>			
	Morgan	5,200	5,000	96
	Perry	11,000	10,800	98
	Stark	138,300	136,600	99

(Continued on next page)

Station Totals	1,596,700	1,570,600	98
Net Weekly Circulation (1983)			421,700
Average Daily Circulation (1983)			209,900

## West Virginia

### WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Dickenson	6,900	6,800	99
	Tazewell	18,300	18,000	98
	<b>WEST VIRGINIA</b>			
	Pocahontas	3,600	3,400	94
	Randolph	10,400	10,200	98

### WOWK-TV, Huntington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Buchanan	12,700	12,300	97
	Dickenson	6,900	6,800	99
	Tazewell	18,300	18,000	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Lewis	7,000	6,900	99
	Mercer	27,900	27,500	99
	Pocahontas	3,600	3,400	94
	Randolph	10,400	10,200	98
	Summers	5,600	5,400	96
Tyler	4,200	4,100	98	
Webster	4,500	4,400	98	

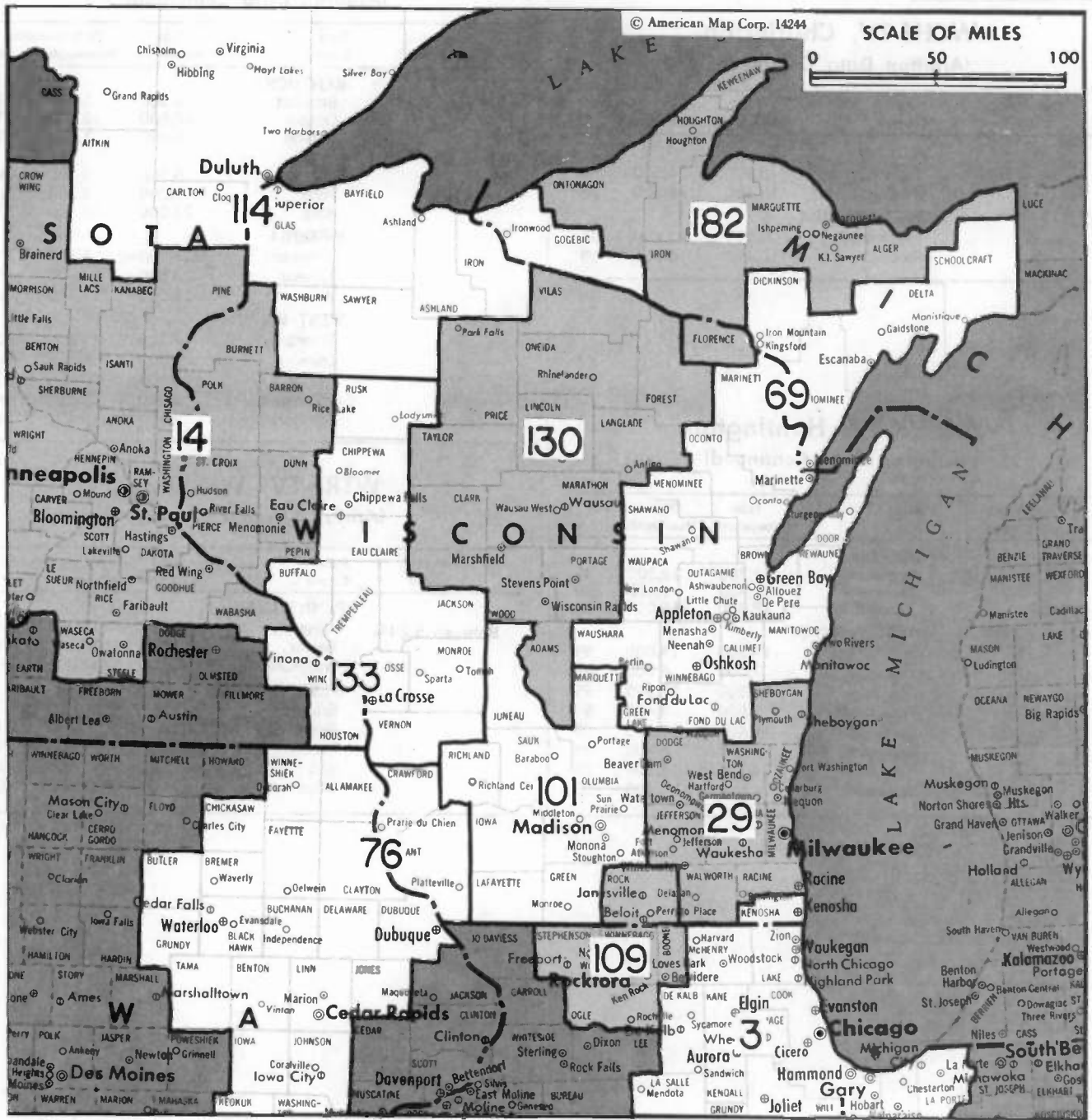
## WSAZ-TV, Huntington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Breathitt	5,500	5,300	96
	Letcher	10,900	10,600	97
	Menifee	1,700	1,700	100
	<b>OHIO</b>			
	Hocking	9,300	9,100	98
	Perry	11,000	10,800	98
	Ross	23,000	22,500	98
	<b>VIRGINIA</b>			
	Dickenson	6,900	6,800	99
Tazewell	18,300	18,000	98	
Wise	17,500	17,100	98	
<b>WEST VIRGINIA</b>				
Greenbrier	14,300	14,000	98	
Lewis	7,000	6,900	99	
Mercer	27,900	27,500	99	
Pocahontas	3,600	3,400	94	
Summers	5,600	5,400	96	

### WTRF-TV, Wheeling (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA</b>			
	Allegheny	544,000	535,000	98
	Beaver	73,500	72,400	99
	Westmoreland	144,100	142,000	99
	<b>WEST VIRGINIA</b>			
	Braxton	5,200	5,000	97
	Grant	3,800	3,700	97
	Mason	9,900	9,800	99
	Wirt	1,700	1,700	100
	Wood	35,300	34,900	99





Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Chicago, Ill.	2,999,700	3	1,995,000	3	WBBM-TV (2), WBBS-TV (60), WCFC-TV (38), WCIU-TV (26), WFBN (66), WFLD-TV (32), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (60), WSNS-TV (44)
Minneapolis-St. Paul, Minn.	1,141,700	14	702,000	14	KMSP-TV (9), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4), WFBT-TV (29), WTCN-TV (11)
Milwaukee, Wis.	685,900	29	439,000	27	WCGV-TV (24), WISN-TV (12), WITI-TV (6), WTMJ-TV (4), WVCY-TV (30), WVTV (18)
Green Bay, Wis.	351,300	69	224,000	63	WBAY-TV (2), WFRV-TV (5), WJMN-TV (8), WLRE (26), WLUK-TV (11)
Cedar Rapids-Waterloo, Iowa	318,000	76	185,000	73	KCRG-TV (9), KDUB-TV (40), KGAN-TV (2), KWLL-TV (7)
Madison, Wis.	202,900	101	134,000	92	WISC-TV (3), WKOW-TV (27), WMTV (15)

# Wisconsin

Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Rockford, Ill. ....	188,100	109	114,000	104	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTOV (17)
Duluth, Minn.-Superior, Wis. ....	177,100	114	104,000	116	KBJR-TV (6), KDLH-TV (3), WDIQ-TV (10), WIRT (13)
La Crosse-Eau Claire, Wis. ....	150,800	133	96,000	123	WEAU-TV (13), WKBT (8), WQOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, Wis. ....	154,800	130	88,000	127	WAEQ-TV (12), WAOW-TV (9), WSAW-TV (7)
Marquette, Mich. ....	56,000	182	24,000	181	WLUC-TV (6)

**Wisconsin Station Status as of October 1, 1983**

	VHF	UHF	TOTAL
Commercial Television Stations	12	8	20
Educational Television Stations	1	7	8
			<u>28</u>

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

**WFRV-TV & WLUK-TV**  
Marinette  
(See Green Bay, Wis.)

•  
**KDLH-TV, KBJR-TV & WDSE-TV**  
Superior  
(See Duluth, Minn.)

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COMPANY**

*Ted Hepburn, President   Todd Hepburn, VP, CATV Division  
Heidi Hepburn-Jebson, VP, Small Markets*  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Wisconsin—Eau Claire

**WEAU-TV**

Ch. 13



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

News Services: AP, NPS.

Network Service: NBC.

Licensee: WEAU Inc., Box 47, Eau Claire 54702.

Studio: 1907 S. Hastings Way.

Mailing Address: Box 47, Eau Claire, Wis. 54702.

Telephone: 715-832-3474. TWX: 910-282-1633.

**Ownership:** WEAU Inc. is a wholly owned subsidiary of Post Corp., publisher of four dailies (one with Sun. edition); four suburban groups (weeklies & semi-weeklies) in suburbs of Boston, Cleveland, Milwaukee & St. Louis and a shopping paper in Fla. Post also owns two commercial printing subsidiaries headquartered in Appleton, Wis. & Medina, Ohio. Post owns KTVO(TV), Kirksville, Mo.-Ottumwa, Ia.; WLUC-TV, Green Bay, Wis.; WOKR(TV), Rochester, N.Y.; WLUC-TV, Marquette, Mich.; WAYY(AM), Chippewa Falls, Wis.; KBIZ(AM), Ottumwa, Iowa & WAXX(FM), Eau Claire, Wis. Post Corp. officers: V. I. Minahan, pres.; David L. Nelson, exec. v.p. in charge of bcst. div.; John B. Torinus, v.p.; Elmo Reed, engineering v.p.; Lewis Caster, treas.

**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 Seltel Inc.; The Hurley Co. (Minneapolis).

**Represented (legal)** by Ward & Mendelsohn.

**Represented (engineering)** by Cohen & Dippell.

**Personnel:**

- CLARK L. WIDEMAN, general manager.
- KEN LARVICK, general sales manager.
- DENISE NOONAN, national sales manager.
- JOHN NOONAN, program director.
- SUSAN AKERLUND, promotion manager.
- BOB FALLIS, chief engineer.

**Highest 30 Sec. Rate (July 1, 1983):** \$450.

**NETWORK BASE HOURLY RATE:** \$775.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Barron	14,700	14,300	97
	Buffalo	5,300	5,200	98
	Chippewa	17,900	17,600	98
	Clark	11,500	11,200	97
	Dunn	11,800	11,500	97
	Eau Claire	29,200	28,700	98
	Jackson	6,400	6,200	97
	Juneau	8,100	7,800	96
La Crosse	33,900	33,500	99	



WEAU-TV BPCT-790412KE Granted 2/25/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONROE</b>	12,400	12,100	98
	Rusk	5,600	5,400	97
	Taylor	6,500	6,300	98
	Trempealeau	9,600	9,300	97
	Vernon	9,600	9,400	98
	Wood	26,800	26,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Houston	6,900	6,800	99
	Wabasha	7,200	7,100	99
Winona	16,100	15,800	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>	Marathon	40,300	39,800	99
	Peplin	2,700	2,600	96
	Portage	19,700	19,400	98
	Price	6,000	5,800	97
	Sawyer	4,800	4,600	96
	Washburn	5,200	5,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
Allamakee	5,400	5,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>MINNESOTA</b>	Fillmore	8,100	8,000	99	
	<b>WISCONSIN</b>	Langlade	7,400	7,300	98
		Lincoln	9,900	9,800	99
		Marquette	4,800	4,600	96
		Pierce	10,600	10,400	98
		St Croix	15,500	15,300	99
Waushara		7,400	7,200	97	

<b>Station Totals</b>	<b>392,600</b>	<b>384,900</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>		<b>226,200</b>	
<b>Average Daily Circulation (1983)</b>		<b>132,700</b>	

# Wisconsin—Eau Claire

## WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, Wis.)

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"  
Longitude 91° 40' 05"

Transmitter: 3.9-mi. SE of Colfax.

News Service: AP.

Network Service: ABC.

Licensee: Liberty Bcstg. Inc., 2225 Coburg Rd., Eugene, Ore.

Studio: 2881 S. Hastings Way, Eau Claire, Wis. 54701.

Telephone: 715-835-1881.

Ownership: Liberty Broadcasting.

Began Operation: Sept. 22, 1980.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

TERRY SHOCKLEY, president.

DENNIS SELENKA, senior vice president.

JACK BRENNAN, vice president, sales.

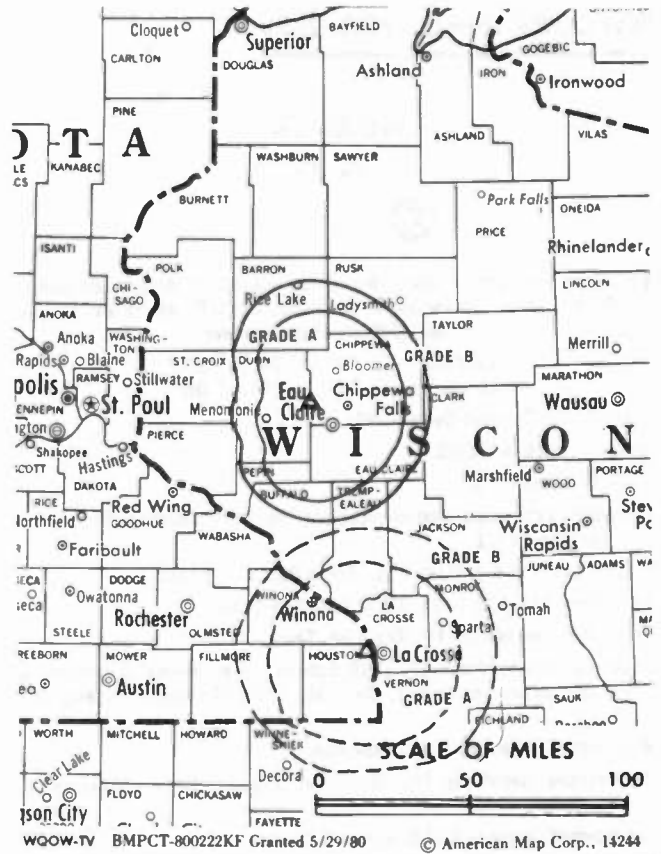
BRUCE LILJEGREN, vice president, programming & operations.

PHIL STOLZ, general manager.

Highest 30 Sec. Rate (May 20, 1982): \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Chippewa	17,900	17,600	98
	Eau Claire	29,200	28,700	98
Between 25-49%	<b>WISCONSIN</b>			
	Buffalo	5,300	5,200	98
	Dunn	11,800	11,500	97



WQOW-TV BNPCT-800222KF Granted 5/29/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Pepin	2,700	2,600	96
	Rusk	5,600	5,400	97
	Trempealeau	9,600	9,300	97
Between 5-24%	<b>WISCONSIN</b>			
	Barron	14,700	14,300	97
	Clark	11,500	11,200	97
	Pierce	10,600	10,400	98
	Washburn	5,200	5,100	98
<b>Station Totals</b>		<b>124,100</b>	<b>121,300</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>				<b>48,900</b>
<b>Average Daily Circulation (1983)</b>				<b>24,200</b>

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# 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.

News Services: AP, CBS.

Network Service: CBS.

Licensee: Nationwide Communications Inc., 115 South Jefferson St., Green Bay 54301.

Studio: 115 South Jefferson St., Green Bay, Wis. 54301.

Telephone: 414-432-3331. TWX: 910-263-1260.

Ownership: See WATE-TV, Knoxville, Tenn.

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (Television Digest, Vol. 15:3).

Represented (sales) by Blair Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Cohen & Dippell.

**Personnel:**

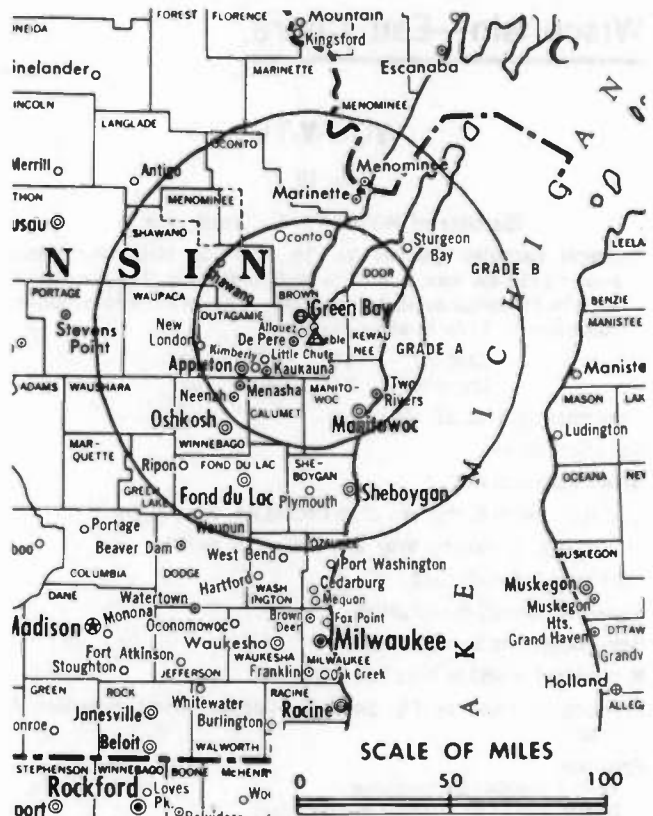
- TED F. KOHL, general manager.
- MICHAEL NORTEN, general sales manager.
- RICHARD D. MILLHISER, program director.
- JOSEPH A. TAYLOR, chief engineer.
- BRIAN PETERSON, news director.
- MIKE AUSTIN, farm director.

Highest 30 Sec. Rate (July 25, 1983): \$2000.

NETWORK BASE HOURLY RATE: \$950.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Menominee	9,600	9,400	98
	<b>WISCONSIN</b>			
	Brown	63,900	63,400	99
	Calumet	10,200	10,100	99
	Door	10,000	9,900	99
	Florence	1,500	1,500	100
	Fond Du Lac	31,300	30,800	98
	Forest	3,300	3,200	97
	Green Lake	7,000	6,800	98
	Kewaunee	6,800	6,700	99
	Manitowoc	29,500	29,300	99
	Marinette	14,900	14,700	99
	Menominee	800	800	100
	Oconto	10,700	10,500	98
	Outagamie	45,400	45,100	99
	Shawano	13,000	12,800	98



WBAY-TV BPCT-2851 Granted 8/8/61 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Waupaca	15,700	15,500	99
	Waushara	7,400	7,200	97
	Winnebago	49,100	48,600	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Dickinson	10,000	9,900	99
	Mason	10,200	9,900	97
<b>WISCONSIN</b>	Langlade	7,400	7,300	98
	Marquette	4,800	4,600	96
	Portage	19,700	19,400	98
	Sheboygan	37,000	36,600	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alger	3,300	3,200	97
	Benzie	4,300	4,200	98
	Grand Traverse	21,300	20,800	98
	Iron	5,500	5,400	98
	Manistee	9,200	9,000	98
<b>WISCONSIN</b>	Adams	5,300	5,100	96
	Dodge	25,800	25,300	98
	Marathon	40,300	39,800	99
	Oneida	12,600	12,300	98
	Wood	26,800	26,400	99
<b>Station Totals</b>		<b>573,600</b>	<b>565,500</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>359,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>237,800</b>	

# 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.

News Services: AP, UPI.

Satellite Earth Station: Comtech, 5-meter; M/A-Com receivers.

Network Service: ABC.

Licensee: WFRV Television Inc., Mason & Roosevelt Sts. 54301.

Studio: Mason & Roosevelt Sts.

Mailing Address: Box 1128, Green Bay, Wis. 54305.

Telephone: 414-437-5411. TWX: 910-263-1258.

Ownership: Midwest Radio-Television Inc., 100%. See WCCO-TV, Minneapolis-St. Paul, Minn.

Began Operation: May 21, 1955. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Naftalin.

### Personnel:

ROBERT O. SOUTHARD, vice president & general manager.

MITCH LAMBERT, general sales manager.

MIKE O'ROURKE, director, operations & programming.

RAY WILCK, news director.

HARRY HILL, chief engineer.

Highest 30 Sec. Rate (Sept. 26, 1983): \$750.

NETWORK BASE HOURLY RATE: \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alger	3,300	3,200	97
	Baraga	3,200	3,100	97
	Delta	14,300	13,900	98
	Dickinson	10,000	9,900	99
	Houghton	13,300	12,800	97
	Iron	5,500	5,400	98
	Luce	2,200	2,100	95
	Marquette	26,100	25,700	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,200	3,100	97
	<b>WISCONSIN</b>			
	Brown	63,900	63,400	99
	Calumet	10,200	10,100	99
Door	10,000	9,900	99	
Florence	1,500	1,500	100	
Fond Du Lac	31,300	30,800	98	
Forest	3,300	3,200	97	
Green Lake	7,000	6,800	98	
Kewaunee	6,800	6,700	99	
Manitowoc	29,500	29,300	99	
Marinette	14,900	14,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Menominee	800	800	100
	Oconto	10,700	10,500	98
	Outagamie	45,400	45,100	99
	Shawano	13,000	12,800	98
	Waupaca	15,700	15,500	99
	Wausara	7,400	7,200	97
	Winnebago	49,100	48,600	99
<b>MICHIGAN</b>	<b>Between 25-49%</b>			
	Keweenaw	800	800	100
	Mason	10,200	9,900	97
	Ontonagon	3,500	3,400	96
<b>WISCONSIN</b>	Langlade	7,400	7,300	98
	Marquette	4,800	4,600	96
	Portage	19,700	19,400	98
	Sheboygan	37,000	36,600	99
	<b>Between 5-24%</b>			
<b>MICHIGAN</b>				
Benzle	4,300	4,200	98	
Chippewa	9,800	9,600	97	
Mackinac	3,700	3,600	97	
Manistee	9,200	9,000	98	
<b>WISCONSIN</b>	Adams	5,300	5,100	96
	Dodge	25,800	25,300	98
	Marathon	40,300	39,800	99
	Wood	26,800	26,400	99
	<b>Station Totals</b>		<b>619,800</b>	<b>610,500</b>
<b>Net Weekly Circulation (1983)</b>			<b>413,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>255,400</b>	

# Wisconsin—Green Bay

## WLRE

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 501.27-kw visual, 50.17-kw aural. Antenna: 660-ft. above av. terrain, 496-ft. above ground, 1480-ft. above sea level.

Latitude 44° 21' 30"  
Longitude 87° 58' 48"

Holds CP for change to 2844.5-kw visual, 284.5-kw aural, 1610-ft. above av. terrain, 1436-ft. above ground, 2431-ft. above sea level.

Transmitter: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

News Service: INN, UPI.

Satellite Earth Stations: Scientific-Atlanta; 4.6-meter.

Network Service: None, independent.

Licensee: WLRE, TV 26 Inc., 1145 Pine St., Green Bay 54301.

Studio: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Ownership: James D. Newman & Jerald D. Newman, 30.44% each; Lyle R. Evans, 15.22%; Andrew J. Brusda, 12.68%; James D. McCarthy, 10%; others, none with as much as 3%.

Began Operation: Dec. 31, 1980.

Represented (sales) by Adam Young Inc.

Represented (legal) by Liberman, Sanchez & Bentley.

Represented (engineering) by L. R. Evans Engineering.

Personnel:

JERALD D. NEWMAN, president.

JAMES D. MCCARTHY, vice president & general manager.

ROBB GRAY JR., general sales manager.

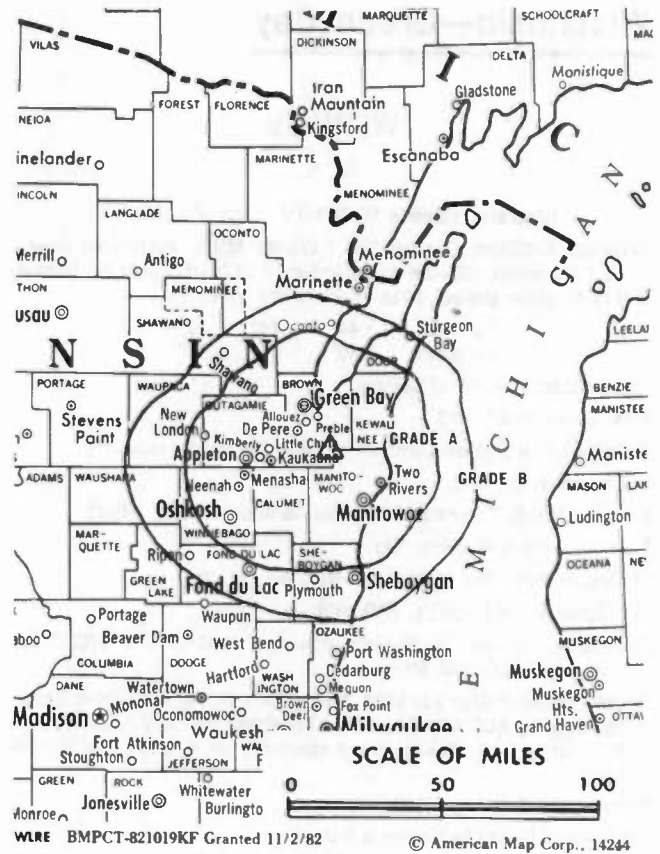
JAMES MELCHER, promotion manager.

LARRY BURBEY, chief engineer.

Highest 30 Sec. Rate (Feb. 1983): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Brown	63,900	63,400	99
	Outagamie	45,400	45,100	99
Between 25-49%	<b>WISCONSIN</b>			
	Calumet	10,200	10,100	99
	Kewaunee	6,800	6,700	99



WLRE BMPCT-821019KF Granted 11/2/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Manitowoc	29,500	29,300	99
	Oconto	10,700	10,500	98
	Winnebago	49,100	48,600	99
	<b>WISCONSIN</b>			
Between 5-24%	Door	10,000	9,900	99
	Fond Du Lac	31,300	30,800	98
	Langlade	7,400	7,300	98
	Marinette	14,900	14,700	99
	Shawano	13,000	12,800	98
	Waupaca	15,700	15,500	99
<b>Station Totals</b>		<b>307,900</b>	<b>304,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>112,600</b>	
<b>Average Daily Circulation (1983)</b>			<b>47,000</b>	

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# 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' 29.0"

Transmitter: Glenmore Rd., DePere Township.

News Services: NBC, AP.

Network Service: NBC.

Licensee: WLUK Incorporated, Box 7711, Green Bay, Wis.

Studio: 787 Lombardi Ave., Green Bay 54303.

Mailing Address: Box 7711, Green Bay, Wis. 54303.

Telephone: 414-494-8711. TWX: 910-263-1267.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: Aug. 9, 1954. Sale to present owner by M & M Broadcasting Co. Inc. approved January 6, 1965 by FCC (Television Digest, Vol. 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 (Vol. 13:52; 14:2, 12).

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

Represented (legal) by Ward & Mendelsohn.

Represented (engineering) by Cohen & Dippell.

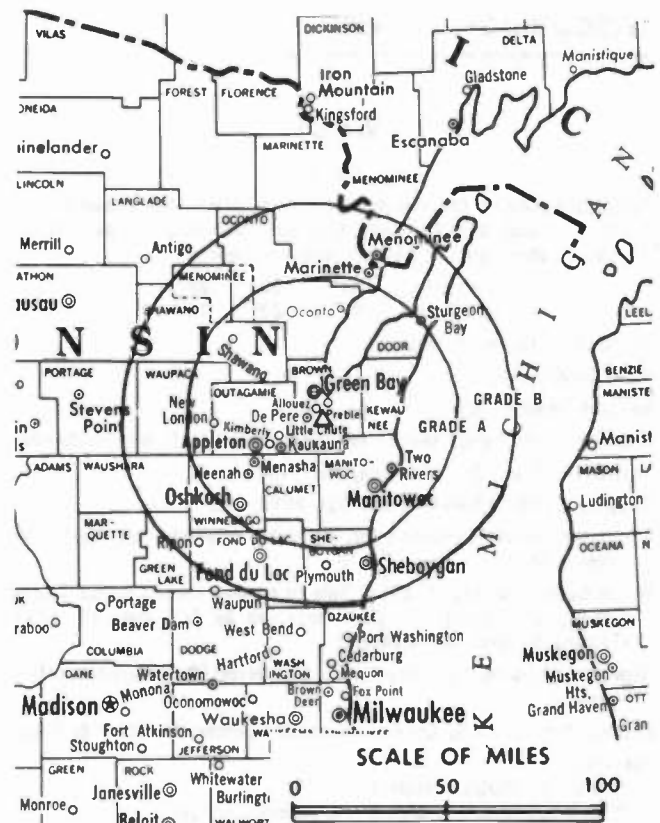
### Personnel:

LAWRENCE A. BUSSE, general manager.  
FRANK JONAS, general sales manager.  
PAT KROHLOW, news director.  
DAVID COMISAR, program & promotion manager.  
JIM STEFFEY, chief engineer.  
DAVE CAMPBELL, director of production.

Highest 30 Sec. Rate: \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Delta	14,300	13,900	98
	Dickinson	10,000	9,900	99
	Houghton	13,300	12,800	97
	Iron	5,500	5,400	98
	Marquette	26,100	25,700	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,200	3,100	97
	<b>WISCONSIN</b>			
	Brown	63,900	63,400	99
	Calumet	10,200	10,100	99
	Door	10,000	9,900	99
	Florence	1,500	1,500	100
	Fond Du Lac	31,300	30,800	98
	Green Lake	7,000	6,800	98
	Kewaunee	6,800	6,700	99
	Manitowoc	29,500	29,300	99
	Marinette	14,900	14,700	99
	Menominee	800	800	100
	Oconto	10,700	10,500	98
	Outagamie	45,400	45,100	99
Shawano	13,000	12,800	98	
Waupaca	15,700	15,500	99	



WLUK-TV BMPCT-5591 Granted 8/7/62

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Waushara	7,400	7,200	97	
	Winnebago	49,100	48,600	99	
<b>MICHIGAN</b>	Alger	3,300	3,200	97	
	Baraga	3,200	3,100	97	
	Gogebic	7,600	7,400	97	
	Keweenaw	800	800	100	
	Luce	2,200	2,100	95	
	Manistee	9,200	9,000	98	
	Ontonagon	3,500	3,400	96	
	<b>WISCONSIN</b>				
	Forest	3,300	3,200	97	
	Iron	2,700	2,700	100	
Langlade	7,400	7,300	98		
Portage	19,700	19,400	98		
Sheboygan	37,000	36,600	99		
<b>MICHIGAN</b>	Benzie	4,300	4,200	98	
	Mason	10,200	9,900	97	
	Oceana	7,900	7,700	97	
	<b>WISCONSIN</b>				
	Ashland	6,400	6,300	98	
Dodge	25,800	25,300	98		
Lincoln	9,900	9,800	99		
Marathon	40,300	39,800	99		
Marquette	4,800	4,600	96		
Wood	26,800	26,400	99		
<b>Station Totals</b>		<b>635,500</b>	<b>626,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1983)</b>			<b>387,900</b>		
<b>Average Daily Circulation (1983)</b>			<b>236,900</b>		



# 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.

News Service: AP.

Network Service: CBS.

Licensee: Gross Telecasting of Wisconsin Inc., 141 S. 6th St. 54601.

Studio: 141 S. 6th St., La Crosse, Wis. 54601.

Telephone: 608-782-4678. TWX: 910-287-2572.

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.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Dykema, Gossett, Spencer, Goodnow & Trigg.

### Personnel:

- JAMES H. GROSS, president.
- PETER S. GOOD, vice president & general manager.
- WILLIAM S. ROUSH, national sales manager.
- STEVE WALLER, news director.
- MATT WADIUM, production manager.
- HUGH McDOWELL, chief engineer.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$760.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Winneshlek	7,400	7,200	98
	<b>MINNESOTA</b>			
	Fillmore	8,100	8,000	99
	Houston	6,900	6,800	99
	Wabasha	7,200	7,100	99
	Winona	16,100	15,800	98
	<b>WISCONSIN</b>			
	Buffalo	5,300	5,200	98
	Chippewa	17,900	17,600	98
	Clark	11,500	11,200	97
	Crawford	6,000	5,900	98
	Eau Claire	29,200	28,700	98
	Jackson	6,400	6,200	97
	Juneau	8,100	7,800	96
	La Crosse	33,900	33,500	99
	Monroe	12,400	12,100	98
	Trempealeau	9,600	9,300	97
	Vernon	9,600	9,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>MINNESOTA</b>			
	Olmsted	34,800	34,400	99
	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Dunn	11,800	11,500	97
	Pepin	2,700	2,600	96
	Richland	6,500	6,300	97
	<b>Between 5-24%</b>	<b>IOWA</b>		
Clayton		7,900	7,700	97
Dubuque		31,400	30,900	98
Howard		4,300	4,200	98
<b>MINNESOTA</b>				
Goodhue		14,400	14,200	99
<b>WISCONSIN</b>				
Barron		14,700	14,300	97
Rusk		5,600	5,400	97
Taylor		6,500	6,300	98
Wood	26,800	26,400	99	
<b>Station Totals</b>		<b>373,700</b>	<b>366,400</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>201,200</b>	
<b>Average Daily Circulation (1983)</b>			<b>121,200</b>	

# Wisconsin—La Crosse

## WXOW-TV

Ch. 19

(Auxiliary outlet of WKOW-TV, Madison, Wis.)

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1140-ft. above av. terrain, 814-ft. above ground, 2049-ft. above sea level.

Latitude 43° 48' 23"  
Longitude 91° 22' 04"

Transmitter: County Hwy. 25 & Tchumper Ridge Rd., La Crescent, Minn.

News Service: UPI.

Network Service: ABC.

Licensee: Liberty Bcstg. Inc., Box 100, Madison, Wis. 53701.

Studio: County Hwy. 25, W of La Crescent, Minn.

Telephone: 608-785-0030.

Ownership: Liberty Broadcasting.

Began Operation: March 7, 1970.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

TERRY SHOCKLEY, president.

DAVID PESCHAU, vice president & general manager.

BRUCE LILJEGREN, vice president, programming & operations.

JACK BRENNAN, vice president, sales.

ARTHUR OSBORN, chief engineer.

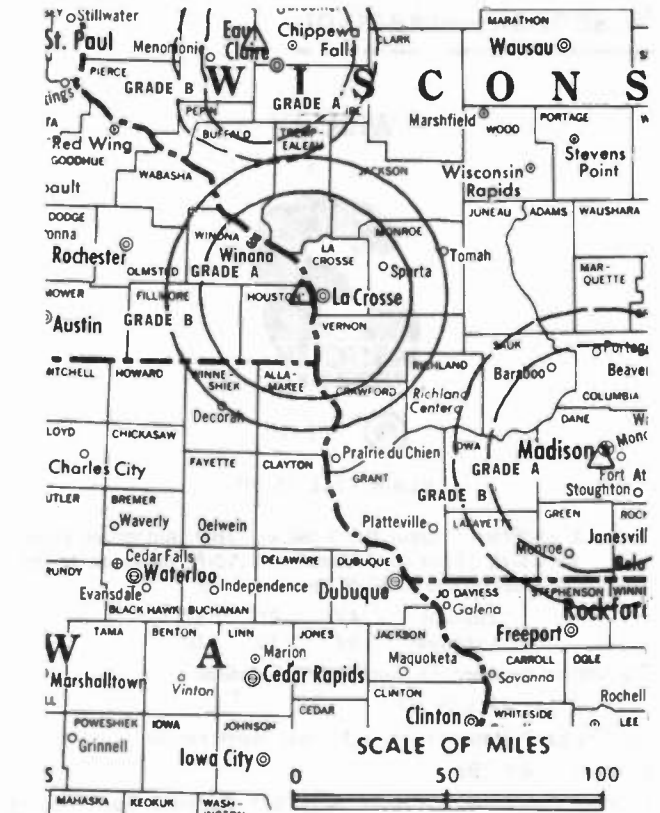
Highest 30 Sec. Rate (May 20, 1982): \$600.

Combination rates: See WKOW-TV, Madison, Wis.

NETWORK BASE HOURLY RATE: \$150.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Houston	6,900	6,800	99
	Winona	16,100	15,800	98
	<b>WISCONSIN</b>			
	Jackson	6,400	6,200	97
La Crosse	33,900	33,500	99	
Vernon	9,600	9,400	98	



WXOW-TV BPCT-820617KE Granted 7/27/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 25-49%	Buffalo	5,300	5,200	98
	Crawford	6,000	5,900	98
	Monroe	12,400	12,100	98
	Trempealeau	9,600	9,300	97
<b>IOWA</b>				
Between 5-24%	Allamakee	5,400	5,300	98
	Winneshlek	7,400	7,200	98
<b>MINNESOTA</b>				
	Fillmore	8,100	8,000	99
<b>Station Totals</b>		<b>127,100</b>	<b>124,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>75,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>43,500</b>	

# Wisconsin—Madison

**WISC-TV**

Ch. 3



BLAIR TELEVISION

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: Raymond Rd., 6-mi. WSW of Madison.

News Services: AP, CBS, UPI.

Satellite Earth Station: Harris, 6.1-meter; Harris receivers.

Network Service: CBS.

Licensee: Television Wisconsin Inc., 7025 Raymond Rd., Madison 53711.

Studio: 7025 Raymond Rd., Madison, Wis. 53711.

Telephone: 608-271-4321. TWX: 910-286-2720.

Ownership: Evening Telegram Co., 84.39%; First Bank of Duluth, Trustee, 15.2%; First Bank of Duluth & R. R. Burns, co-personal representatives of E. B. Murphy estate, 0.41%. Evening Telegram Co. publishes Superior Evening Telegram & other newspapers; owns KXLY-TV, Spokane, Wash. and KTHI-TV, Fargo, N.D.; has interest in Apple Valley Bcstg. Inc., which operates KAPP(TV), Yakima, Wash. & KVEW, Kennewick, Wash.

Began Operation: June 24, 1956.

Represented (sales) by Blair Television.

Represented (legal) by Lovett, Hennessey, Stambler & Siebert.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

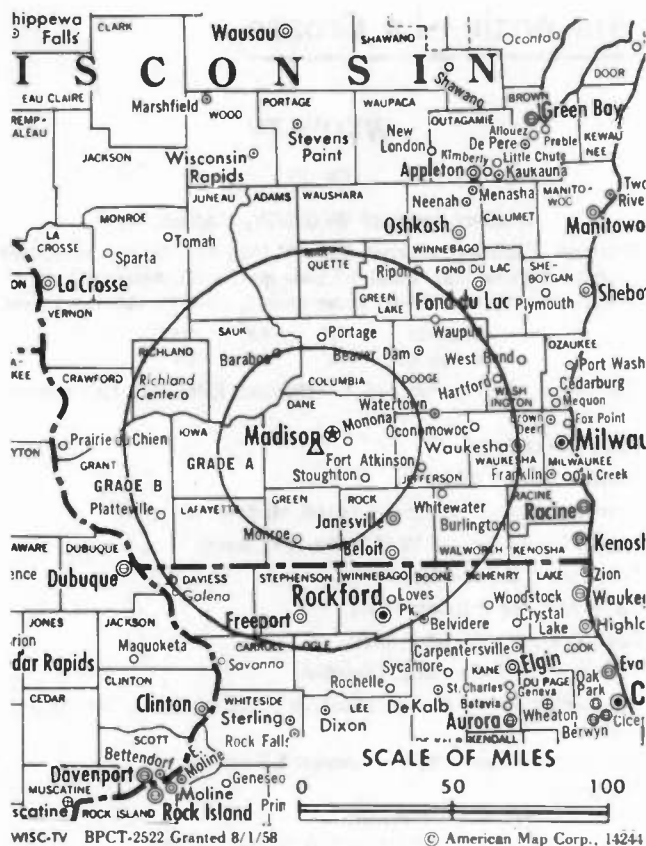
- ELIZABETH MURPHY SCHIRMER, president.
- GARY DeHAVEN, vice president & general manager.
- DONNA KIRNER, national sales manager.
- DAVID SANKS, operations manager.
- WALTER HARIU, director of engineering.
- CURT LUNDGREN, chief engineer.
- JILL KOEHN, director, program services.
- TOM BIER, news director.

Highest 30 Sec. Rate (May 10, 1982): \$750.

NETWORK BASE HOURLY RATE: \$975.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Columbia	16,300	16,000	98
	Dane	128,600	125,800	98
	Dodge	25,800	25,300	98
	Grant	17,500	16,900	97
	Green	11,500	11,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Iowa	7,100	6,900	97	
	Jefferson	23,500	23,200	99	
	Juneau	8,100	7,800	96	
	Lafayette	6,200	6,100	98	
	Marquette	4,800	4,600	96	
	Richland	6,500	6,300	97	
	Rock	51,500	50,800	99	
Sauk	16,600	16,200	98		
<b>Between 25-49%</b>	<b>ILLINOIS</b>				
	Jo Daviess	8,800	8,600	97	
	Stephenson	18,800	18,400	98	
<b>WISCONSIN</b>	Adams	5,300	5,100	96	
	Walworth	26,500	26,100	98	
	<b>IOWA</b>	Dubuque	31,400	30,900	98
		Jackson	8,100	8,000	99
<b>ILLINOIS</b>		Boone	10,200	10,000	98
		Carroll	7,000	6,900	99
<b>WISCONSIN</b>	Crawford	6,000	5,900	98	
	Fond Du Lac	31,300	30,800	98	
	Green Lake	7,000	6,800	98	
	Monroe	12,400	12,100	98	
	Portage	19,700	19,400	98	
	Vernon	9,600	9,400	98	
Waushara	7,400	7,200	97		
<b>Station Totals</b>		<b>533,500</b>	<b>522,800</b>	<b>97</b>	
<b>Net Weekly Circulation (1983)</b>			<b>310,200</b>		
<b>Average Daily Circulation (1983)</b>			<b>182,500</b>		

**#1 IN**

**SOUTHERN WISCONSIN\***

**STATE-OF-THE-ART  
PRODUCTION FACILITIES!**

**PUBLIC SERVICE!**

**PROGRAMMING!**

**SALES!**

**NEWS!**



**MADISON**



**WISC-TV 3**

*A CBS AFFILIATE*

*Represented by Blair Television*

\* BASED ON ARBITRON—SIGN ON TO SIGN OFF  
SUNDAY-SATURDAY, ADI & METRO, FEB. 1983.

**3**  
**WISC.tv**  
**madison**

# Wisconsin—Madison

## WKOW-TV

Ch. 27

(Also operates WAOW-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, Wis.)

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.0"  
Longitude 89° 28' 41.6"

Transmitter: 5727 Tokay Blvd.

News Services: UPI, CNN.

Arbitron Data: Figures do not reflect coverage of auxiliary outlets.

Satellite Earth Station: RCA, 5.5-meter.

Network Service: ABC.

Licensee: Liberty Bcstg. Inc., 2225 Coburg Rd., Eugene, Ore. 97401.

Studio: 5727 Tokay Blvd., Box 100, Madison, Wis. 53701.

Telephone: 608-274-1234. TWX: 910-286-2718.

Ownership: Liberty Broadcasting.

Began Operation: June 30, 1953. Sale to present owners by Horizons Communications approved by FCC Sept. 20, 1978 (Television Digest, Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

TERRY SHOCKLEY, president.  
DENNIS SELENKA, senior vice president.  
ROBERT SELVEY, general manager.  
JACK BRENNAN, vice president, sales.  
BRUCE LILJEGREN, vice president, programming & operations.  
MARK GRADY, regional sales manager.  
DAVE RUSSELL, vice president, engineering.  
PAUL PITAS, news director.

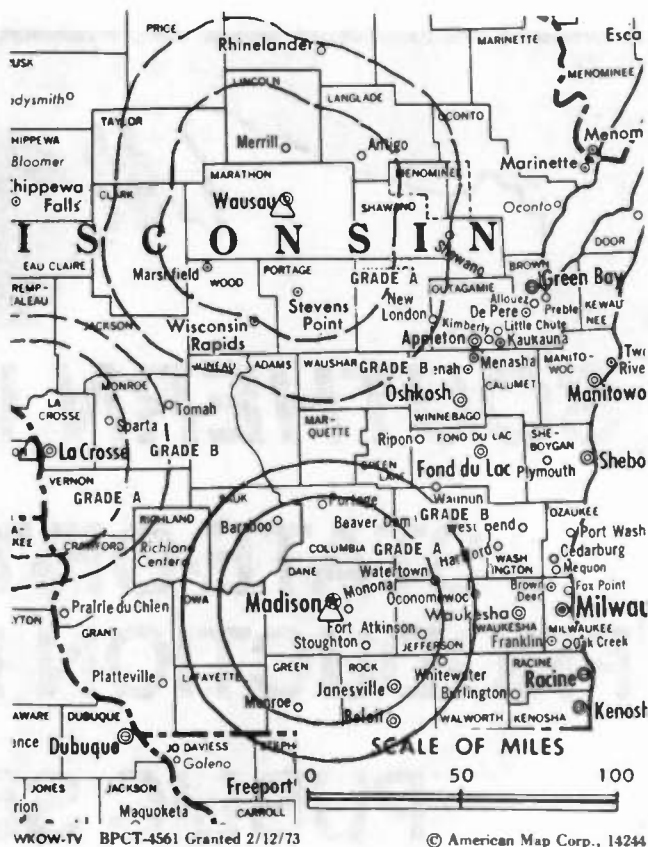
Highest 30 Sec. Rate (Sept. 16, 1983): \$1000.

NETWORK BASE HOURLY RATE: \$450.

Combination rates: WKOW-TV, Madison; WAOW-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire (The Wisconsin TV Network) on request.

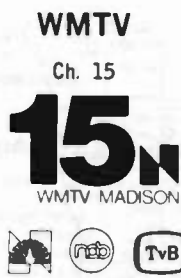
Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Columbia	16,300	16,000	98
	Dane	128,600	125,800	98
	Green	11,500	11,300	98
	Iowa	7,100	6,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lafayette	6,200	6,100	98
	Marquette	4,800	4,600	96
	Richland	6,500	6,300	97
	Rock	51,500	50,800	99
	Sauk	16,600	16,200	98
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Crawford	6,000	5,900	98
	Dodge	25,800	25,300	98
	Grant	17,500	16,900	97
	Jefferson	23,500	23,200	99
Juneau	8,100	7,800	96	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Jo Daviess	8,800	8,600	97
	Stephenson	18,800	18,400	98
<b>WISCONSIN</b>	Adams	5,300	5,100	96
	Fond Du Lac	31,300	30,800	98
	Green Lake	7,000	6,800	98
	Monroe	12,400	12,100	98
	Vernon	9,600	9,400	98
	Walworth	26,500	26,100	98
	<b>Station Totals</b>		<b>449,700</b>	<b>440,400</b>
<b>Net Weekly Circulation (1983)</b>			<b>241,100</b>	
<b>Average Daily Circulation (1983)</b>			<b>130,100</b>	

# Wisconsin—Madison



THE FORWARD GROUP

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.

News Services: AP, NBC, UPI.

Satellite Earth Station: Common Carrier, 7-meter.

Network Service: NBC.

Licensee: Forward Television Inc., a Broadcast Div. of Forward Communications Corp., 615 Forward Dr., Madison 53711.

Studio & Business Office: 615 Forward Dr., Madison, Wis. 53711.

Telephone: 608-274-1515. TWX: 910-286-2729.

Ownership: Forward Communications Corp. See WSAW-TV, Wausau, Wis.

Began Operation: July 8, 1953. Sale to present owner by Lee P. Loomis approved May 15, 1963, by FCC (Television Digest, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30).

Represented (sales) by Seltel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

**Personnel:**

- LAURIE LEONARD, president & general manager.
- DON HOPKE, exec. vice president & general sales manager.
- DON SCHMITT, vice president, community affairs.
- FRED SOLE, operations manager.
- BRYAN BROSAMLE, news director.
- AL SCHLICHER, dir., program advertising & promotion.
- GREG BUZZELL, chief engineer.
- STEPHEN KESSENICH, production manager.

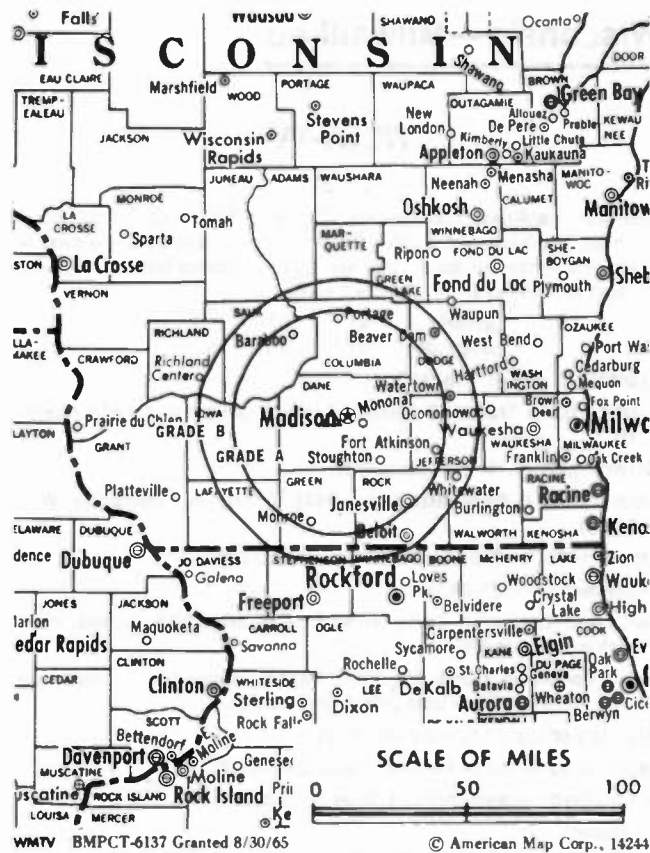
Highest 30 Sec. Rate (June 1, 1983): \$540.

Combination Rates: Sold in combination with WSAW-TV, Wausau, Wis. as members of Central Wisconsin Combination.

NETWORK BASE HOURLY RATE: \$600.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes. TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Columbia	16,300	16,000	98
	Dane	128,600	125,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Green	11,500	11,300	98
	Iowa	7,100	6,900	97
	Lafayette	6,200	6,100	98
	Marquette	4,800	4,600	96
	Richland	6,500	6,300	97
	Rock	51,500	50,800	99
	Sauk	16,600	16,200	98
Between 25-49%	<b>ILLINOIS</b>			
	Stephenson	18,800	18,400	98
	<b>WISCONSIN</b>			
	Dodge	25,800	25,300	98
	Grant	17,500	16,900	97
	Jefferson	23,500	23,200	99
	Juneau	8,100	7,800	96
Between 5-24%	<b>ILLINOIS</b>			
	Jo Daviess	8,800	8,600	97
	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Crawford	6,000	5,900	98
	Fond Du Lac	31,300	30,800	98
	Green Lake	7,000	6,800	98
Vernon	9,600	9,400	98	
	Walworth	26,500	26,100	98
<b>Station Totals</b>		<b>437,300</b>	<b>428,300</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>256,500</b>	
<b>Average Daily Circulation (1983)</b>			<b>137,300</b>	

# Wisconsin—Milwaukee

## WCGV-TV

Ch 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. & 2000-kw horizontal visual, 1000-kw max. & 400-kw horizontal aural. Antenna: 1028-ft. above terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"  
Longitude 87° 54' 12"

Transmitter: 505 E. Capitol Dr.

Satellite Earth Station: Cal Star, 10-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Grantee: B & F Broadcasting Inc., 5445 N. 27th St., Milwaukee, Wis. 53209.

Studio: 5445 N. 27th St., Milwaukee, Wis. 53209.

Telephone: 414-527-2424.

Ownership: Edgewater Corp., 46%; Byron Lasky, 40%; others, none with as much as 3%.

Began Operation: March 19, 1980. Began subscription TV operation June 28, 1980 (Television Digest, Vol. 20:26).

Represented (sales) by Katz Television.

Represented (legal) by Fletcher, Heald & Hildreth.

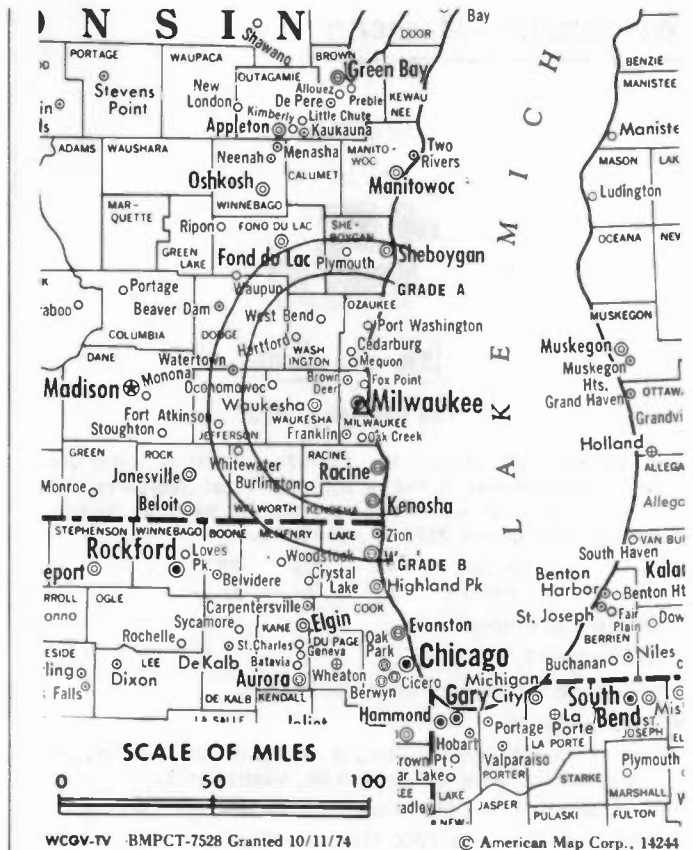
Represented (engineering) by Lohnes & Culver.

### Personnel:

- GEORGE DRYMALSKI, vice president & general manager.
- MITCHELL NYE, general sales manager.
- MARY KWIATKOWSKI, program manager, public service.
- MARIE PLATTETER, controller.
- LARRY DRYDYK, engineering supervisor.
- LORI ROGERS, traffic manager.
- JUDY VANCE, promotion director.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 5-24%	Dodge	25,800	25,300	98
	Kenosha	44,800	44,300	99



WCGV-TV - BMPCT-7528 Granted 10/11/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Milwaukee	367,700	363,200	99
	Ozaukee	23,500	23,200	99
	Racine	61,800	61,200	99
	Sheboygan	37,000	36,600	99
	Walworth	26,500	26,100	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
<b>Station Totals</b>		<b>712,100</b>	<b>703,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>140,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>47,800</b>	

# THE TED HEPBURN COMPANY

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# Wisconsin—Milwaukee

**WITI-TV**

Ch. 6



**STORER TELEVISION SALES INC.**  
A STORER STATION

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.

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

Satellite Earth Station: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: WITI-TV Inc.

Studio: 9001 N. Green Bay Rd., Box 17600, Milwaukee, Wis. 53217.

Telephone: 414-355-6666. TWX: 910-262-3425.

Ownership: Storer Communications, 12000 Biscayne Blvd., Miami, Fla. 33181-2710. For other interests, see Group Ownership of TV Stations.

Began Operation: May 21, 1956.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren C. Zwicky.

Represented (engineering) by Jules Cohen & Associates.

**Personnel:**

- BILL MICHAELS, chairman of executive committee, SBC.
- PETER STORER, chmn. of the board & chief exec. officer, SBC.
- TERRY LEE, president & chief operating officer, SBC.
- KEN BAGWELL, exc. v.p./operations & pres., cable division.
- JOE DIMINO, president, TV station division.
- ANDREW P. POTOS, vice president & general manager.
- RAYMOND H. ENGELHART, business manager.
- MICHAEL KAUFMAN, general sales manager.
- KATHRYN KOENEN, program manager.
- WILLIAM HOWE, production manager.
- JIM BEHLING, director of creative services.
- JILL GEISLER, news & community services manager.
- DONALD ROERING, chief engineer.
- JAMES KURZ, controller.
- ERIK ANDERSEN, news director.

Rates: Not available.

**NETWORK BASE HOURLY RATE: \$1680.**

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Dodge	25,800	25,300	98
	Jefferson	23,500	23,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kenosha	44,800	44,300	99
	Milwaukee	367,700	363,200	99
	Ozaukee	23,500	23,200	99
	Racine	61,800	61,200	99
	Sheboygan	37,000	36,600	99
	Walworth	26,500	26,100	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
Between 25-49%	<b>WISCONSIN</b>			
	Fond Du Lac	31,300	30,800	98
Between 5-24%	<b>ILLINOIS</b>			
	Lake	149,300	148,100	99
	Mchenry	53,400	53,000	99
	<b>WISCONSIN</b>			
	Calumet	10,200	10,100	99
	Columbia	16,300	16,000	98
	Green Lake	7,000	6,800	98
	Manitowoc	29,500	29,300	99
	Rock	51,500	50,800	99
	Sauk	16,600	16,200	98
	Winnebago	49,100	48,600	99
<b>Station Totals</b>		1,149,800	1,136,600	98
<b>Net Weekly Circulation (1983)</b>			704,600	
<b>Average Daily Circulation (1983)</b>			400,800	



# 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.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: WLPX, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, UPI.

Satellite Earth Station: Star Search, 5-meter; Scientific-Atlanta receivers.

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee 53201.

Studio: 19th & Wells Sts.

Mailing Address: Box 402, Milwaukee, Wis. 53201.

Telephone: 414-342-8812. TWX: 910-262-3417.

Ownership: Hearst Corp. For other interests, see Group Ownership of TV Stations.

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; Paul Mulvihill & Co. Ltd.

Represented (legal) by Dempsey & Koplovitz.

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

### Personnel:

MICKEY L. HOOTEN, vice president & general manager.

RICK HENRY, general sales manager.

WILLIAM T. LIND, national sales manager.

CARL SCHULHOF, local sales manager.

STAN MARINOFF, director of broadcast operations.

BUNNY RAASCH, director of news & public affairs.

ERIC STEARMAN, production manager.

PETER BARNES, director of promotion.

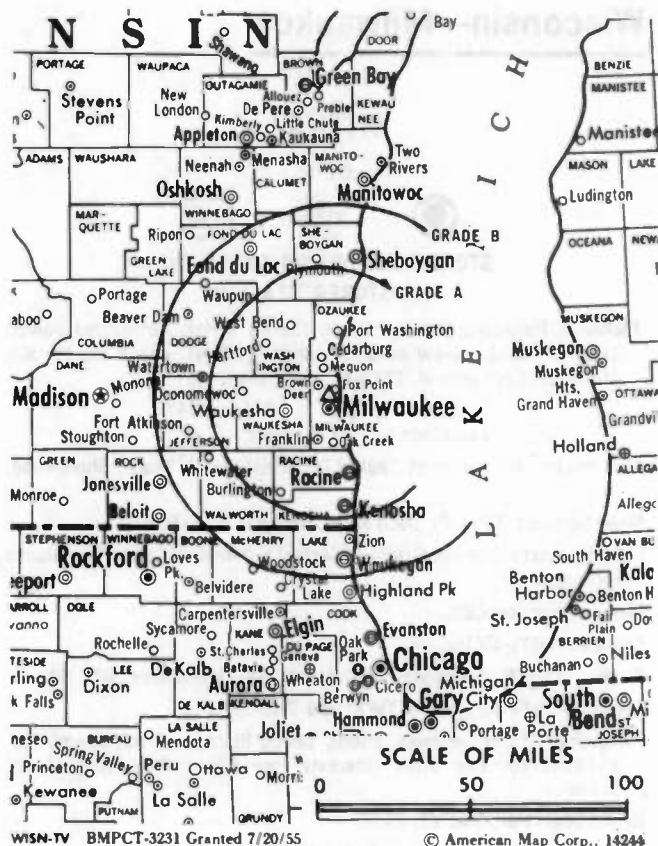
GERALD ROBINSON, chief engineer.

Highest 30 Sec. Rate: \$7000.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	25,800	25,300	98
	Jefferson	23,500	23,200	99
	Kenosha	44,800	44,300	99
	Milwaukee	367,700	363,200	99
	Ozaukee	23,500	23,200	99
	Racine	61,800	61,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sheboygan	37,000	36,600	99
	Walworth	26,500	26,100	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
<b>WISCONSIN</b>				
<b>Between 25-49%</b>	Fond Du Lac	31,300	30,800	98
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Lake	149,300	148,100	99
	Mchenry	53,400	53,000	99
<b>WISCONSIN</b>				
	Calumet	10,200	10,100	99
	Columbia	16,300	16,000	98
	Green Lake	7,000	6,800	98
	Manitowoc	29,500	29,300	99
	Rock	51,500	50,800	99
	Waushara	7,400	7,200	97
	Winnebago	49,100	48,600	99
<b>Station Totals</b>		<b>1,140,600</b>	<b>1,127,600</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>				<b>707,200</b>
<b>Average Daily Circulation (1983)</b>				<b>462,500</b>

# Wisconsin—Milwaukee

## WTMJ-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-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.

News Services: CNN, NBC, NIWS, NPS.

AM Affiliate: WTMJ, 5-kw, 620 kHz.

FM Affiliate: WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

Satellite Earth Stations: M/A-Com, 4.6-meter; M/A-Com & Scientific-Atlanta receivers.

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr.

Studio: 720 E. Capitol Drive, Milwaukee, Wis. 53201.

Telephone: 414-332-9611. TWX: 910-262-3141.

Ownership: WTMJ Inc. WTMJ Inc. owns Alfa Bcstg. Co., licensee of KTNV-TV, Las Vegas, Nev.

Began Operation: Dec. 3, 1947.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

### Personnel:

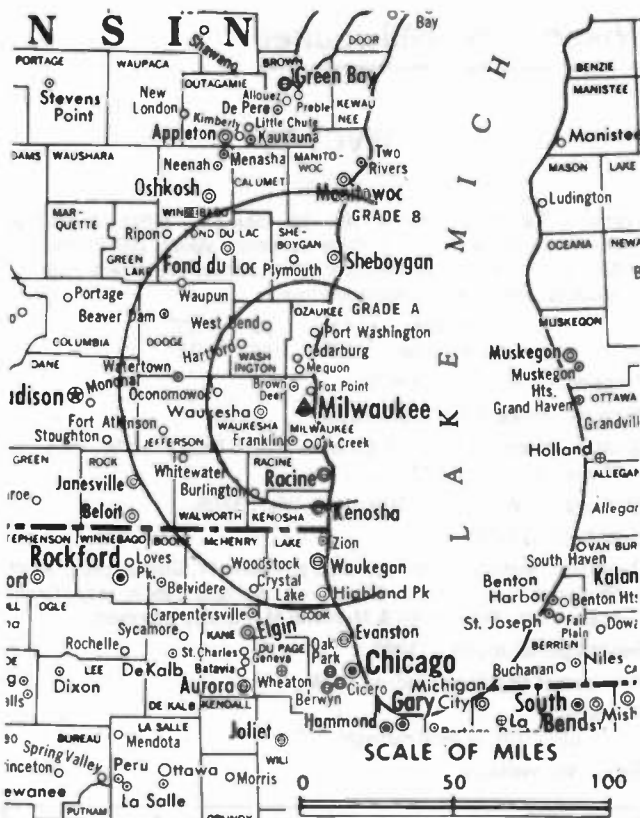
MICHAEL McCORMICK, president.  
WAYNE GODSEY, vice president & general manager.  
JERRY HEILMAN, general sales manager.  
NORB RYAN, national sales manager.  
GERALD McGRATH, program manager.  
JAMES WULLIMAN, engineering manager.  
RAYMOND HERNDAY, chief engineer.  
RICHARD COLLINS, advertising, promotion & publicity director.  
TOM LULJAK, executive news producer.  
WAYNE BARNETT, news director.  
ED HINSHAW, manager of public affairs.  
MARCIA FORTUNE, operations manager.  
DEAN C. MAYTAG, production manager.  
ROD SYNNE, community relations director.  
JIM FITZGERALD, film supervisor.  
HANK STODDARD, sports director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Dodge	25,800	25,300	98
	Fond Du Lac	31,300	30,800	98
	Jefferson	23,500	23,200	99
	Kenosha	44,800	44,300	99
	Milwaukee	367,700	363,200	99
	Ozaukee	23,500	23,200	99
	Racine	61,800	61,200	99



WTMJ-TV BPCT-3947 Granted 6/14/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sheboygan	37,000	36,600	99
	Walworth	26,500	26,100	98
	Washington	29,300	29,000	99
	Waukesha	95,700	94,800	99
Between 25-49%	<b>WISCONSIN</b>			
	Green Lake	7,000	6,800	98
Between 5-24%	Rock	51,500	50,800	99
	<b>ILLINOIS</b>			
	Jo Daviess	8,800	8,600	97
Between 5-24%	Lake	149,300	148,100	99
	Mchenry	53,400	53,000	99
Between 5-24%	<b>MICHIGAN</b>			
	Mason	10,200	9,900	97
Between 5-24%	<b>WISCONSIN</b>			
	Oceana	7,900	7,700	97
Between 5-24%	<b>WISCONSIN</b>			
	Calumet	10,200	10,100	99
	Columbia	16,300	16,000	98
	Manitowoc	29,500	29,300	99
	Marquette	4,800	4,600	96
	Sauk	16,600	16,200	98
Between 5-24%	Winnebago	49,100	48,600	99
	<b>Station Totals</b>			
		1,181,500	1,167,400	98
<b>Net Weekly Circulation (1983)</b>				738,700
<b>Average Daily Circulation (1983)</b>				446,800

# Wisconsin—Milwaukee

## WVCY-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"  
Longitude 87° 54' 12"

Transmitter: 3950 N. Holton St.

Network Service: None, independent.

Grantee: Wisconsin Voice of Christian Youth Inc., 2712 W. Vliet St., Milwaukee, Wis. 53208.

Studio: 2712 W. Vliet St., Milwaukee, Wis. 53208.

Telephone: 414-933-1440.

Ownership: Non-stock, non-profit corp. Robert W. Gilman, pres.; Ralph Studeman, v.p.; Victor C. Eliason, v.p.; Vernald Landin, secy.; Orville Stein, treas.; Otto Hagen & Meredith M. Plunket, members.

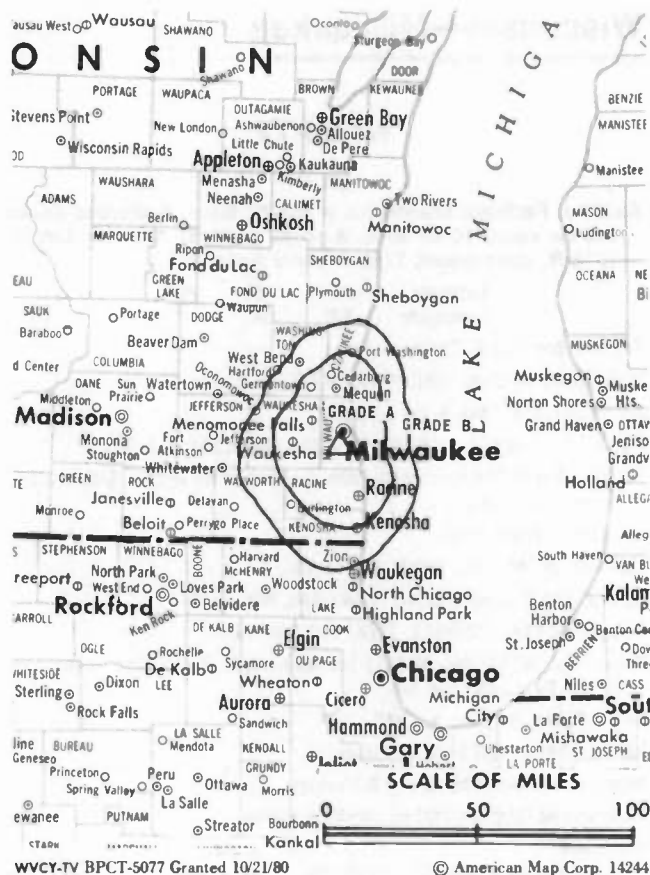
Began Operation: Jan. 1, 1983.

Represented (legal) by Kirkland & Ellis.

Personnel:  
VIC ELIASON, general manager.

Rates: Not available.

For Translator Stations,  
consult Index



# INFORMATION FOR THE 1980s

from

## TELEVISION DIGEST, INC.

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# Wisconsin—Milwaukee

**WVTV**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2510-kw max. & 1020-kw horizontal visual, 251-kw max. & 102-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1101-ft. above ground, 1732-ft. above sea level.

Latitude 43° 05' 48"  
Longitude 87° 54' 19"

Transmitter: 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

News Service: AP.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1818, Milwaukee, Wis. 53201.

Studio: 4041 N. 35th St., Milwaukee, Wis.

Mailing Address: Box 1818, Milwaukee, Wis. 53201.

Telephone: 414-442-7050. TWX: 910-262-3466.

Ownership: See Group Ownership of TV Stations.

Begin Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (Television Digest, Vol. 5:45, 6:13). Previous sale of 51%, by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

**Personnel:**

- MICHAEL E. SCHUCH, vice president & general manager.
- ALVIN LEITL, general sales manager & assistant general manager.
- GREG GRABER, local sales manager.
- CHARLES PAUL, business manager.
- TOM CHIAKULAS, production manager.
- LORI WUCHERER, promotion director.
- JOHN KALPUS, director of engineering.
- WILLIAM FRANKS, operations manager.

Rates: On request.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	25,800	25,300	98
	Milwaukee	367,700	363,200	99
	Ozaukee	23,500	23,200	99
	Racine	61,800	61,200	99
	Sheboygan	37,000	36,600	99
	Washington	29,300	29,000	99
Waukesha	95,700	94,800	99	



WVTV BPCT-800303KH Granted 9/15/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Fond Du Lac	31,300	30,800	98
	Jefferson	23,500	23,200	99
	Kenosha	44,800	44,300	99
	Rock	51,500	50,800	99
<b>Between 5-24%</b>	Walworth	26,500	26,100	98
	Winnebago	49,100	48,600	99
	<b>ILLINOIS</b>			
	Boone	10,200	10,000	98
	Lake	149,300	148,100	99
Mchenry	53,400	53,000	99	
<b>WISCONSIN</b>	Calumet	10,200	10,100	99
	Columbia	16,300	16,000	98
	Dane	128,600	125,800	98
	Green Lake	7,000	6,800	98
	Manitowoc	29,500	29,300	99
	Marathon	40,300	39,800	99
	Portage	19,700	19,400	98
	Wood	26,800	26,400	99
<b>Station Totals</b>		<b>1,358,800</b>	<b>1,341,800</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>595,300</b>	
<b>Average Daily Circulation (1983)</b>			<b>275,500</b>	

# Wisconsin—Wausau-Rhinelander

## WAEO-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-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.

News Services: NBC, UPI

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhinelander, Wis.

Studio: S. Oneida Ave. 54501. Telephone: 715-369-4700.

Mailing Address: Box 858, Rhinelander, Wis. 54501.

Ownership: Seaway Communications Inc. Dr. Jasper F. Williams, chmn., 7.5%; John W. Swain, pres., 9.6%; Dr. James L. Buckner, v.p., 2.4%; Shirley M. Latham, secy., 2.4%; Ernest T. Collins, treas., 2.4%; Homer King, vice chmn., 2.4%; Vivian Volora Wilson, asst. secy., 2.7%; Gerald C. Hines, asst. treas., 2.4%; Benjamin C. Duster, 2.4%; William D. Stubblefield, 2.6%; Dr. Roger M. Berkley, 3.6%; Marion D. Earles, 4.6%; Dr. Yvon J. Nazon & Faye A. Nazon, 3.4%; remainder held by 21 others. Seaway also owns WVII-TV, Bangor, Me.

Begin 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). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales) by Blair Television.

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

Personnel:

CARL R. HILSTROM, vice president & general manager.

LEN BAUMAN, chief engineer.

SHARON BAUMAN, program & traffic director.

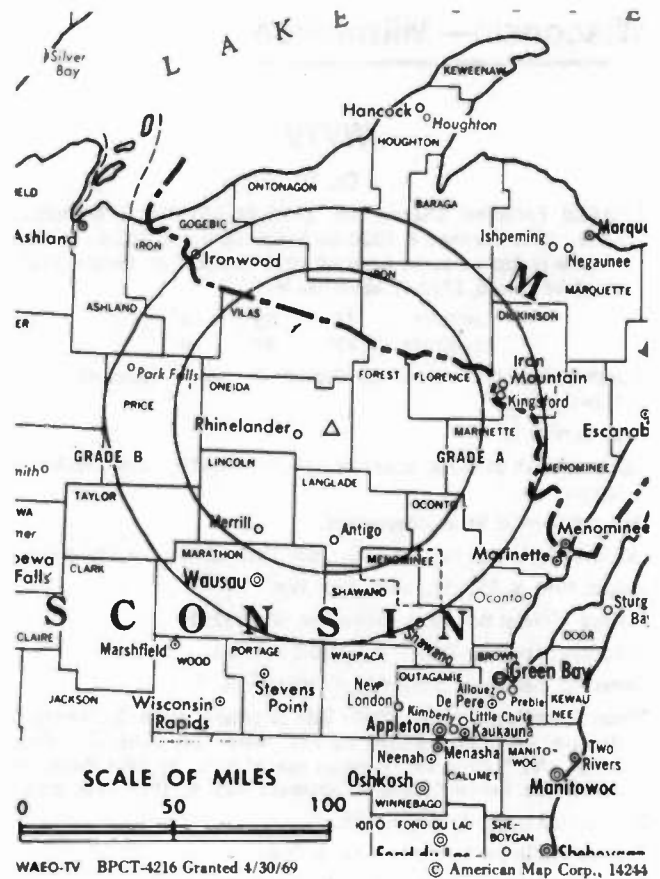
PAUL DUGHY, news director.

Highest 30 Sec. Rate (Aug. 1, 1981): \$160.

NETWORK BASE HOURLY RATE: \$250.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Gogebic	7,600	7,400	97
	Iron	5,500	5,400	98
	Ontonagon	3,500	3,400	96
	<b>WISCONSIN</b>			
	Forest	3,300	3,200	97
	Langlade	7,400	7,300	98
	Lincoln	9,900	9,800	99
	Oneida	12,600	12,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Price	6,000	5,800	97
	Vilas	7,000	6,800	97
Between 25-49%	<b>MICHIGAN</b>			
	Dickinson	10,000	9,900	99
	<b>WISCONSIN</b>			
	Florence	1,500	1,500	100
	Iron	2,700	2,700	100
	Marathon	40,300	39,800	99
Between 5-24%	<b>MICHIGAN</b>			
	Baraga	3,200	3,100	97
	Houghton	13,300	12,800	97
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Marinette	14,900	14,700	99
	Taylor	6,500	6,300	98
	Wood	26,800	26,400	99
Station Totals		188,400	184,900	98
Net Weekly Circulation (1983)				72,400
Average Daily Circulation (1983)				38,700

# 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, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

Transmitter: Rib Mtn.

News Service: UPI.

Network Service: ABC.

Licensee: Liberty Bcstg. Inc.

Studio: 1908 Grand Ave., Wausau, Wis. 54401.

Telephone: 715-842-2251.

Ownership: Liberty Broadcasting Inc.

Began Operation: May 7, 1965.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

TERRY SHOCKLEY, president.

LAURIN JORSTAD, general manager.

JACK BRENNAN, vice president, sales.

BRUCE LILJEGREN, vice president, programming & operations.

KENT HUTCHISON, station manager.

RUSS CRASS, chief engineer.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$450.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
<b>50% &amp; Over</b>	Adams	5,300	5,100	96
	Clark	11,500	11,200	97
	Langlade	7,400	7,300	98
	Lincoln	9,900	9,800	99
	Marathon	40,300	39,800	99
	Oneida	12,600	12,300	98
	Portage	19,700	19,400	98
	Price	6,000	5,800	97
	Taylor	6,500	6,300	98
	Vilas	7,000	6,800	97
	Wood	26,800	26,400	99



WAOW-TV BPCT-4608 Granted 2/26/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
<b>Between 25-49%</b>	Forest	3,300	3,200	97
	Juneau	8,100	7,800	96
	Waupaca	15,700	15,500	99
	Waushara	7,400	7,200	97
<b>WISCONSIN</b>				
<b>Between 5-24%</b>	Green Lake	7,000	6,800	98
	Iron	2,700	2,700	100
	Jackson	6,400	6,200	97
	Marinette	14,900	14,700	99
	Marquette	4,800	4,600	96
	Monroe	12,400	12,100	98
	Oconto	10,700	10,500	98
	Rusk	5,600	5,400	97
	Shawano	13,000	12,800	98
<b>Station Totals</b>		<b>265,000</b>	<b>259,700</b>	<b>98</b>
<b>Net Weekly Circulation (1983)</b>			<b>158,700</b>	
<b>Average Daily Circulation (1983)</b>			<b>98,400</b>	

# Wisconsin—Wausau

**WSAW-TV**

Ch. 7



**THE FORWARD GROUP**

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

Transmitter: Rib Mtn.

News Services: AP, UPI.

Satellite Earth Station: Comtech, 5-meter; Scientific-Atlanta receivers.

Network Service: CBS.

Licensee: Forward Telecasting Inc., Box 1088, Wausau 54401.

Studio: 1114 Grand Ave., Wausau, Wis. 54401.

Telephone: 715-845-4211.

Ownership: Forward Communications Corp., 100%. Officers: Richard D. Dudley, chmn. of board; S. F. Staples Jr., vice chmn. & secy.; Thomas E. Bolger, pres. & asst. secy.-treas.; W. F. McCormick, J. P. Chilsen, J. A. Schoneman, William F. Turner, v.p.s.; W. F. Huffman, treas.; Gene R. Anderson, sr. v.p., finance & asst. secy.-treas.; J. M. Forester, asst. secy.; Nancy Wanta, v.p. & asst. to chmn. Forward also owns WMTV, Madison, Wis.; KCAU-TV, Sioux City, Ia.; WTRF-TV, Wheeling, W.Va.; WKAU & WKAU-FM, Kaukauna, Wis.; WRAU-TV, Peoria, Ill.; KOSA-TV, Odessa, Tex.; KVGB-AM-FM, Great Bend, Kan.; Marshfield (Wis.) News Herald; KVOX-AM-FM, Moorhead, Minn.; KWLO & KFMW(FM), Waterloo, Iowa.

Began Operation: Oct. 24, 1954.

Represented (sales) by SelTel Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman & Silliman.

Personnel:

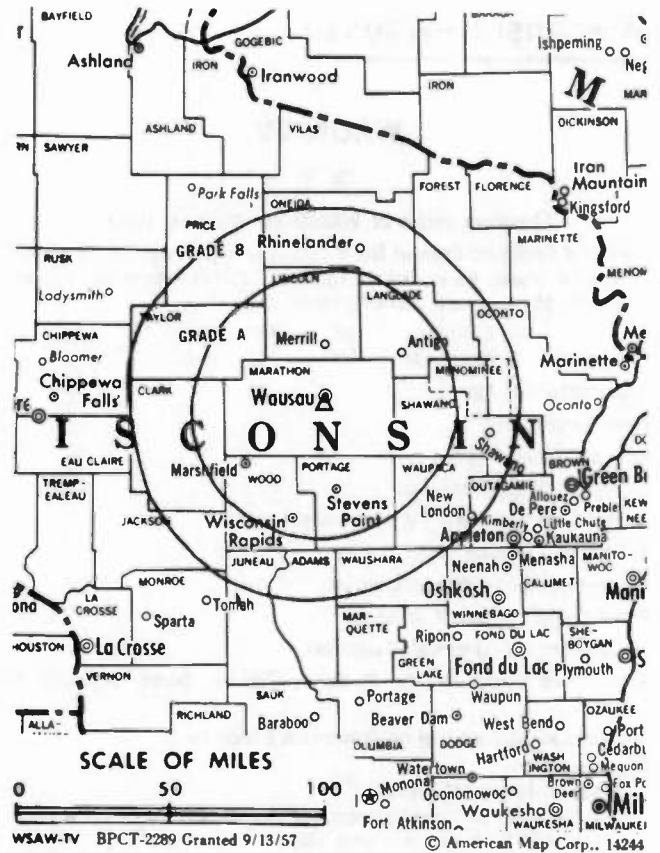
BART KELLNHAUSER, president & general manager.  
GERMAINE GAUERKE, executive assistant to the president.  
JAMES W. FREY, vice president, television sales.  
JACK CROWLEY, v.p., promotions, programming, production.  
DONALD COCHART, vice president, operations.  
MARK ZELICH, vice president, news/sports.  
MIKE RUESCH, controller.

Highest 30 Sec. Rate (July 27, 1983): \$405.

NETWORK BASE HOURLY RATE: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Adams	5,300	5,100	96
	Clark	11,500	11,200	97
	Forest	3,300	3,200	97



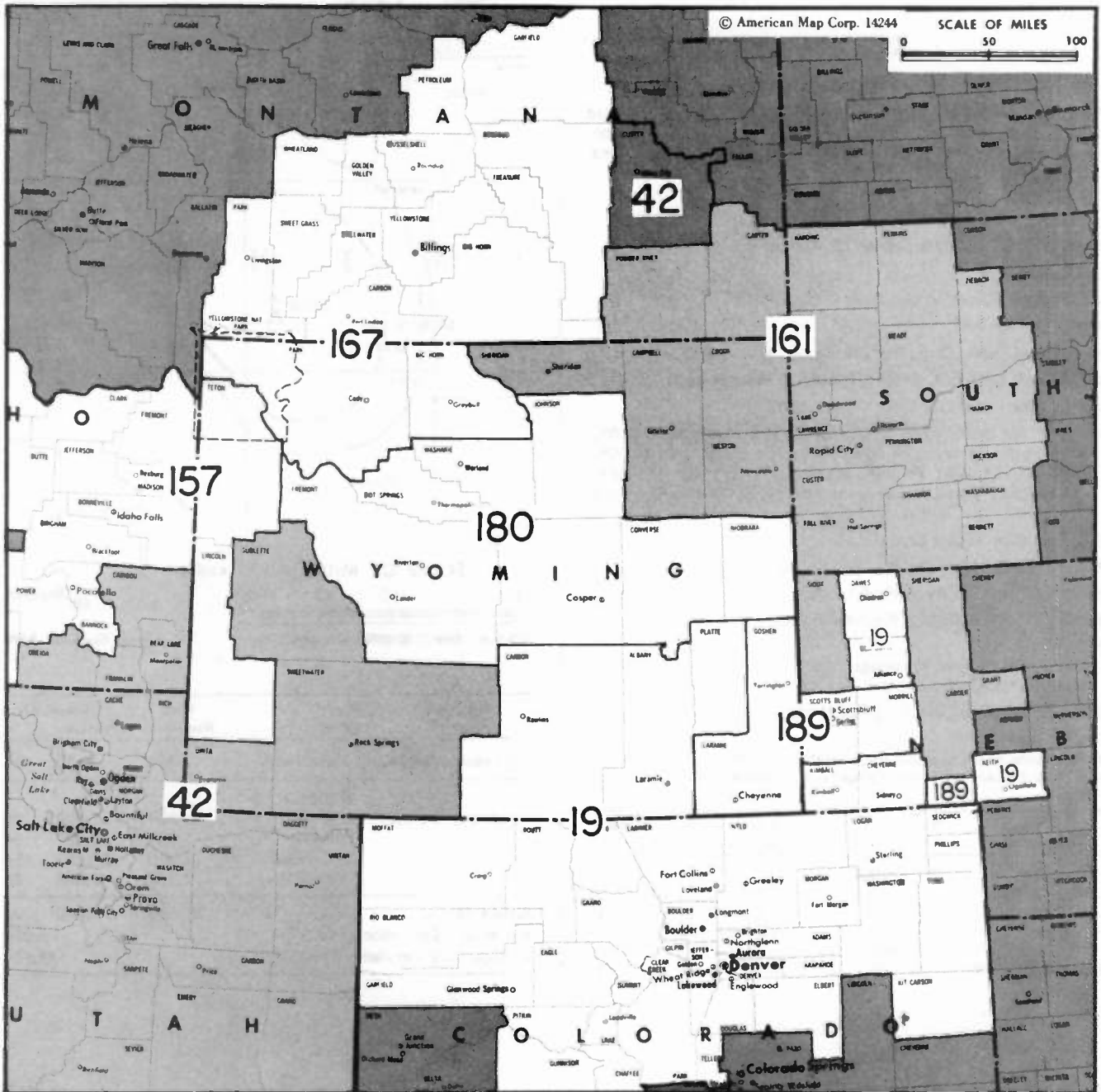
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Langlade	7,400	7,300	98
	Lincoln	9,900	9,800	99
	Marathon	40,300	39,800	99
	Oneida	12,600	12,300	98
	Portage	19,700	19,400	98
	Price	6,000	5,800	97
	Rusk	5,600	5,400	97
	Taylor	6,500	6,300	98
	Vilas	7,000	6,800	97
	Wood	26,800	26,400	99

<b>WISCONSIN</b>				
Between 25-49%	Juneau	8,100	7,800	96
	Menominee	800	800	100
	Shawano	13,000	12,800	98
	Waupaca	15,700	15,500	99
Waushara	7,400	7,200	97	

<b>MICHIGAN</b>				
Between 5-24%	Iron	5,500	5,400	98
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Chippewa	17,900	17,600	98
	Green Lake	7,000	6,800	98
	Iron	2,700	2,700	100
	Jackson	6,400	6,200	97
	Marquette	4,800	4,600	96
	Monroe	12,400	12,100	98
	Oconto	10,700	10,500	98
	Sawyer	4,800	4,600	96

<b>Station Totals</b>	<b>285,500</b>	<b>279,700</b>	<b>97</b>
<b>Net Weekly Circulation (1983)</b>			<b>182,000</b>
<b>Average Daily Circulation (1983)</b>			<b>125,300</b>

# Wyoming



Market	Arbitron ADI TV Households	Rank	Arbitron Prime Time TV Households	Rank	Market Area Commercial TV Stations
Denver, Colo.	911,600	19	523,000	20	KBTV (9), KCNC-TV (4), KDVR (31), KMGH-TV (7), KWGN-TV (2)
Salt Lake City, Utah	533,400	42	315,000	41	KSL-TV (5), KSTU (20), KTVX (4), KUTV (2), KYUS-TV (3)
Idaho Falls-Pocatello, Ida.	103,500	157	54,000	158	KID-TV (3), KIFI-TV (8), KPVI (6)
Rapid City, S.D.	93,700	161	45,000	160	KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, Mont.	78,300	167	39,000	166	KOUS-TV (4), KTVQ (2), KULR-TV (8)
Casper-Riverton, Wyo.	57,400	180	25,000	180	KCWY-TV (14), KOWY (5), KTNW (10), KTW0-TV (2), KWWY (13)
Cheyenne, Wyo.	49,600	189	23,000	182	KSTF (10), KTVS (3), KYCU-TV (5)

### Wyoming Station Status as of October 1, 1983

Commercial Television Stations  
Educational Television Stations

VHF	UHF	TOTAL
6	1	7
1	0	1
		8



# Wyoming—Casper

## KCWY-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"  
Longitude 106° 21' 34"

Transmitter: R79W, T32N, Section 18, Natrona County.

News Service: AP.

Satellite Earth Station: In operation; 9-meter.

Network Service: CBS.

Licensee: Chrysostom Corp., Box 170, Casper, Wyo. 82602.

Studio: 304 N. Center St., Casper. Telephone: 307-234-1111.

Mailing Address: Box 170, Casper, Wyo. 82602.

Ownership: Rocky Mountain Communications Network Inc., 100%. Daniel M. Burke, pres., 24.04%; M. Joseph Burke, v.p., 24.04%; Henry Ort, 24.04%; Franklin Brown, 24.04%; Peter G. Sieler, 3.84%. Rocky Mountain also owns KOWY(TV), Lander-Riverton & KWWY(TV), Rock Springs, both Wyo.

Began Operation: August 12, 1980.

Represented (sales) by Seltel Inc.; Bob Hix Co.

Represented (legal) by Bernstein & Longest.

Represented (engineering) by Kenneth Williams.

Personnel:

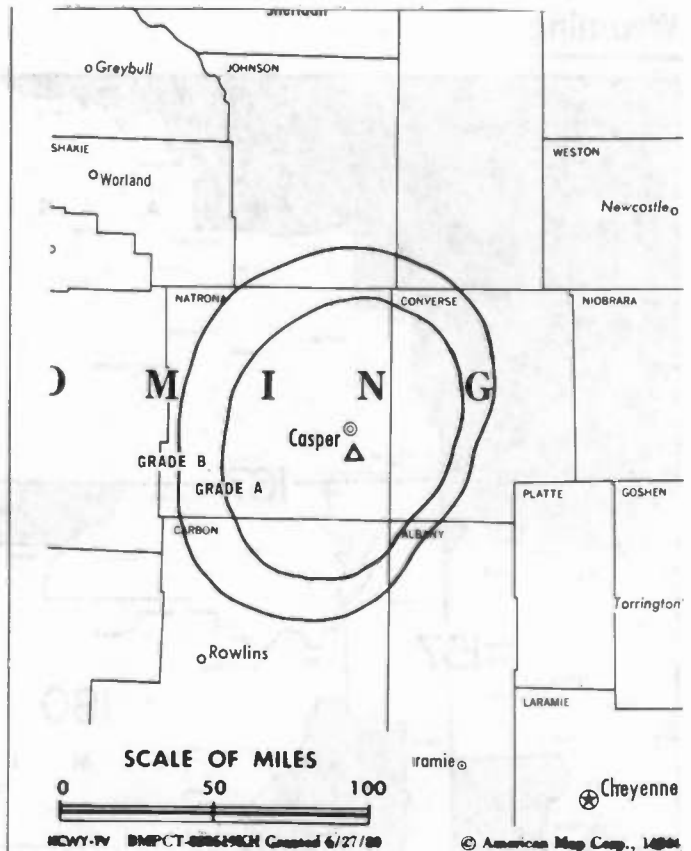
PETER SIELER, general manager.

CHARLES VICK, chief engineer.

Highest 30 Sec. Rate (June 27, 1983): \$405.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WYOMING</b>				
<b>50% &amp; Over</b>	Converse	5,300	5,100	96
	Natrona	28,500	27,900	98
<b>WYOMING</b>				
<b>Between 25-49%</b>	Fremont	14,600	14,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Hot Springs	2,200	2,100	95
<b>WYOMING</b>				
<b>Between 5-24%</b>	Carbon	8,300	7,900	95
	Johnson	2,600	2,500	96
	Sweetwater	16,300	15,600	96
	Weston	2,800	2,700	96
<b>Station Totals</b>		<b>80,600</b>	<b>78,000</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>39,000</b>	
<b>Average Daily Circulation (1983)</b>			<b>21,100</b>	

# Wyoming—Casper

## KTWO-TV

Ch. 2

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

AM Affiliate: KTWO, 50-kw, 1030 kHz (CBS).

News Service: AP.

Satellite Earth Station: In operation; 4.5-meter.

Network Service: ABC, NBC.

Licensee: Harriscop Broadcasting Corp., Box 2720, Casper 82602.

Studio: 4200 E. 2nd St., Casper, Wyo. 82601.

Telephone: 307-237-3711. TWX: 910-949-4462.

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by Katz Television; John L. McGuire Co. (Denver & Salt Lake City).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison Inc.

Personnel:

JACK ROSENTHAL, president.

BOB DALLAS PRICE, vice president & general manager.

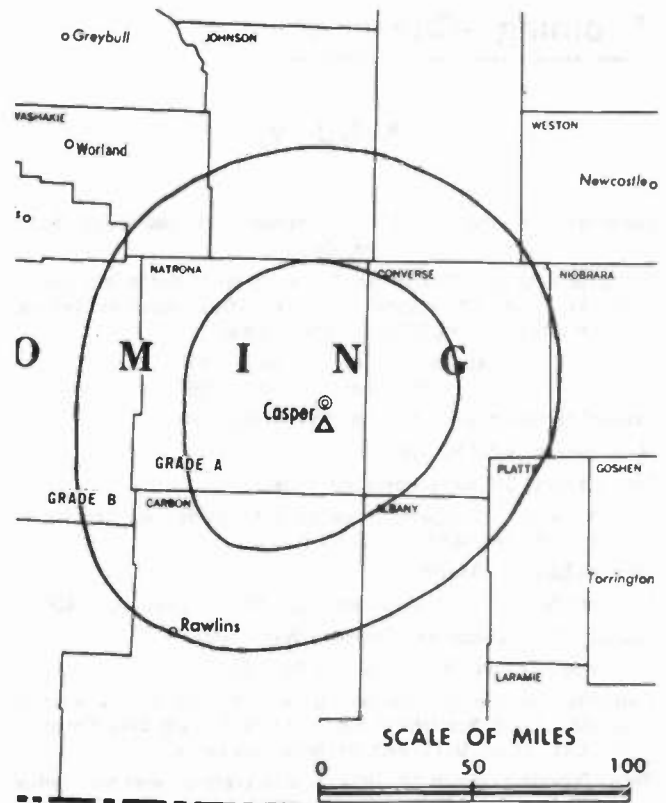
P. J. MALSOM, general sales manager.

STEVE BROOMELL, director of engineering.

Highest 30 Sec. Rate (Jan. 1, 1982): \$425.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Campbell	9,200	8,700	95
	Carbon	8,300	7,900	95
	Converse	5,300	5,100	96
	Fremont	14,600	14,200	97
	Hot Springs	2,200	2,100	95
	Johnson	2,600	2,500	96
	Natrona	28,500	27,900	98
	Niobrara	1,300	1,200	96
	Park	8,300	7,900	95
	Platte	5,200	4,900	94
	Sheridan	10,200	9,700	95
	Sublette	1,600	1,500	94
	Sweetwater	16,300	15,600	96



KTWO-TV BPCT-3231 Granted 9/25/68

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washakie	3,600	3,500	97
	Weston	2,800	2,700	96
<b>Between 25-49%</b>	<b>WYOMING</b>			
	Albany	11,300	10,800	96
	Big Horn	4,400	4,200	95
	Crook	2,100	2,000	95
	Uinta	4,600	4,400	96
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Fall River	3,300	3,200	97
<b>WYOMING</b>	Goshen	4,600	4,500	98
	Lincoln	4,300	4,100	95
	Teton	4,500	4,300	96
	<b>Station Totals</b>	<b>159,100</b>	<b>152,900</b>	<b>96</b>
<b>Net Weekly Circulation (1983)</b>			<b>97,400</b>	
<b>Average Daily Circulation (1983)</b>			<b>58,500</b>	

# Wyoming—Cheyenne

## KYCU-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-mi. WSW of Cheyenne.

News Services: AP, CBS, ABC.

Satellite Earth Station: In operation; 7-meter.

Arbitron Data: The figures below do not include satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Network Service: CBS, ABC.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway 82001.

Studio: 2923 E. Lincolnway, Cheyenne, Wyo. 82001.

Telephone: 307-634-7755. TWX: 910-949-4067.

Ownership: Lamb Enterprises Inc., 100%. Lamb also owns & operates satellites KSTF, Scottsbluff, Neb. & KTVS, Sterling, Colo. For other interests, see WICU-TV, Erie, Pa. Note: Sale pends.

Began Operation: March 22, 1954. Sale to present owner by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (Television Digest, Vol. 11:47; 12:28).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

CARL J. OCCHIPINTI, general manager.  
MARGIE O'BRIEN, national sales manager.  
JERRY HOMER, chief engineer.  
JO ADSIT, program director.

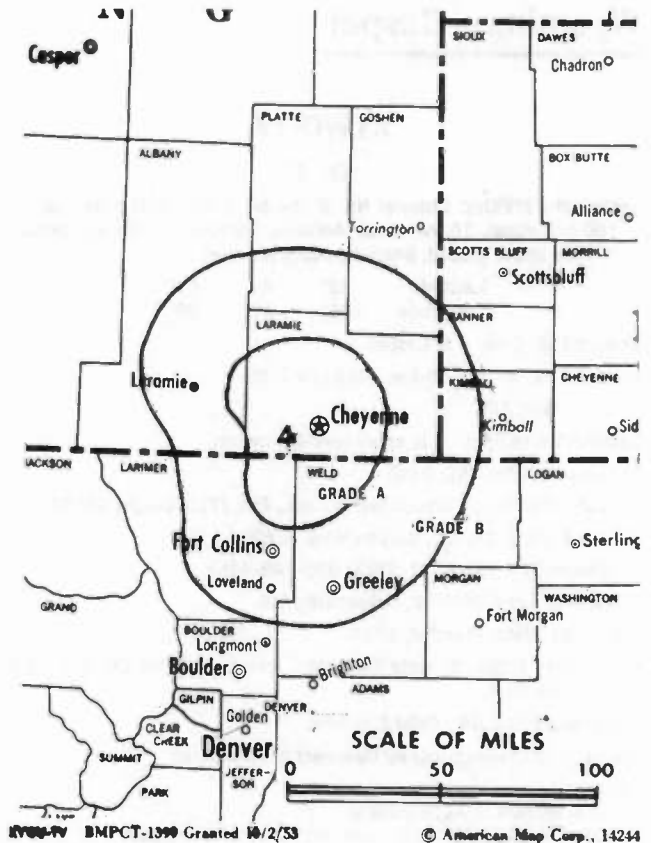
Highest 30 Sec. Rate (June 1, 1983): \$75 (local); \$475 (includes KSTF & KTVS).

Note: KSTF & KTVS are sold in combination with KYCU-TV; separate rates also available.

NETWORK BASE HOURLY RATE: \$621.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING</b>			
	Albany	11,300	10,800	96
	Laramie	27,300	26,800	98



KYCU-TV BMPCT-1999 Granted 10/2/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Platte	5,200	4,900	94
Between 25-49%	<b>COLORADO</b>			
	Larimer	61,000	59,600	98
Between 5-24%	<b>COLORADO</b>			
	Gilpin	1,200	1,200	100
	Morgan	8,400	8,300	99
	Park	2,300	2,200	96
	Weld	46,900	46,100	98
NEBRASKA	Deuel	1,100	1,100	100
	<b>WYOMING</b>			
	Carbon	8,300	7,900	95
	Goshen	4,600	4,500	98
Station Totals		177,600	173,400	97
Net Weekly Circulation (1983)				71,100
Average Daily Circulation (1983)				35,300

# Wyoming—Lander-Riverton

## KOWY

Ch. 5

(Satellite of KCWY-TV, Casper, Wyo.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude 42° 53' 41.5"  
Longitude 108° 43' 34.0"

Transmitter: 3.6-mi. N of Lander on Sand Hills.

Network Service: CBS.

Licensee: The Chrysostom Corp., 304 N. Center St., Casper, Wyo. 82601.

Studio: 304 N. Center St., Casper, Wyo. 82602.

Mailing Address: Box 170, Casper, Wyo. 82602.

Ownership: See KCWY-TV, Casper, Wyo.

Began Operation: Sept. 12, 1982.

Represented (sales) by Seltel Inc.

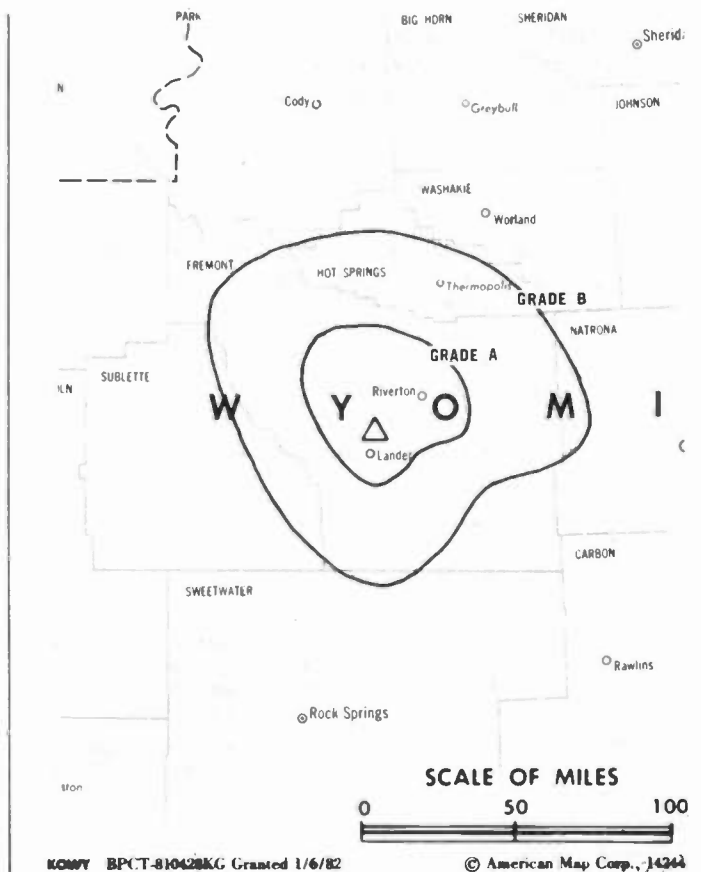
Represented (legal) by Bernstein & Longest.

Represented (engineering) by Kenneth Williams Jr.

Personnel:

PETER SIELER, general manager.

Highest 30 Sec. Rate: \$300.



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# Wyoming—Lander-Riverton-Thermopolis-Worland

## KTNW

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 120-kw visual, 22.4-kw aural. Antenna: 1710-ft. above av. terrain, 79-ft. above ground, 7499-ft. above sea level.

Latitude 43° 27' 26"  
Longitude 108° 12' 02"

Transmitter: Boysen Peak.

News Service: AP.

Satellite Earth Station: Bogner, 12-meter; RCA receivers.

Network Service: NBC.

Licensee: Hi Ho Broadcasting Corp. of Wyoming, 206 S. Broadway, Riverton, Wyo. 82501.

Studio: 206 S. Broadway, Riverton, Wyo. 82501.

Telephone: 307-856-0875.

Ownership: F. Francis D'Addario, chmn., 26.66%; David M. Antoniak, pres., 26.66%; Manuel Cantu, v.p.-secy., 10%; Jerome Kurtz, treas., 26.66%; Multicor Ltd., 5%; Benton Barry, 5%. For other interests, see Hi Ho Bcstg. in Group Ownership of TV Stations.

Began Operation: Dec. 22, 1957. Sale to present owners by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (Television Digest, Vol. 19:26).

Represented (sales) by Unirep.

Represented (legal) by Hogan & Hartson.

Personnel:

CHUCK ANDERSON, general manager & sales manager.

RICH TIBBALS, station manager.

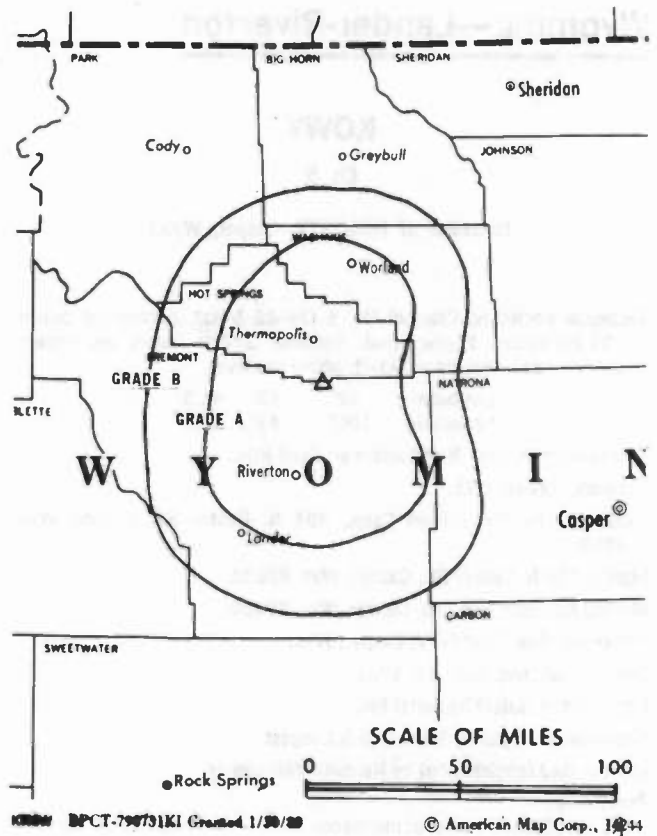
CAROL ARNER, program director.

Highest 30 Sec. Rate (Sept. 23, 1983): \$45.

NETWORK BASE HOURLY RATE: \$50.

Total Households: © MSI Consumer Market Data as of 1/1/83 TV Homes: TV% and Circulation © 1983 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING</b>			
	Fremont	14,600	14,200	97
	Hot Springs	2,200	2,100	95
Between 25-49%	<b>WYOMING</b>			
	Washakie	3,600	3,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MONTANA</b>			
	Sweet Grass	1,300	1,200	92
	<b>UTAH</b>			
	Rich	700	700	100
	<b>WYOMING</b>			
	Big Horn	4,400	4,200	95
	Sweetwater	16,300	15,600	96
	Teton	4,500	4,300	96
<b>Station Totals</b>		<b>47,600</b>	<b>45,800</b>	<b>96</b>
Net Weekly Circulation (1983)				17,900
Average Daily Circulation (1983)				9,200

## Wyoming—Rock Springs

### KWWY

(formerly KTUX)

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 6.03-kw visual, 0.603-kw aural. Antenna: Minus 60-ft. above av. terrain, 46-ft. above ground, 6626-ft. above sea level.

Latitude 41° 35' 51"  
Longitude 109° 10' 53"

Transmitter: Swanson Rd., Rock Springs.

News Service: AP.

Satellite Earth Station: In operation; 9-meter.

Network Service: None, independent.

Licensee: Chrysostom Corp.

Studio: See KCWY-TV, Casper.

Telephone: 307-382-4022.

Ownership: See KCWY-TV, Casper.

Began Operation: Oct. 21, 1977. Sale to present owners approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983.

Represented (sales) by Seltel Inc. (national); Bob Hix Co. (regional).

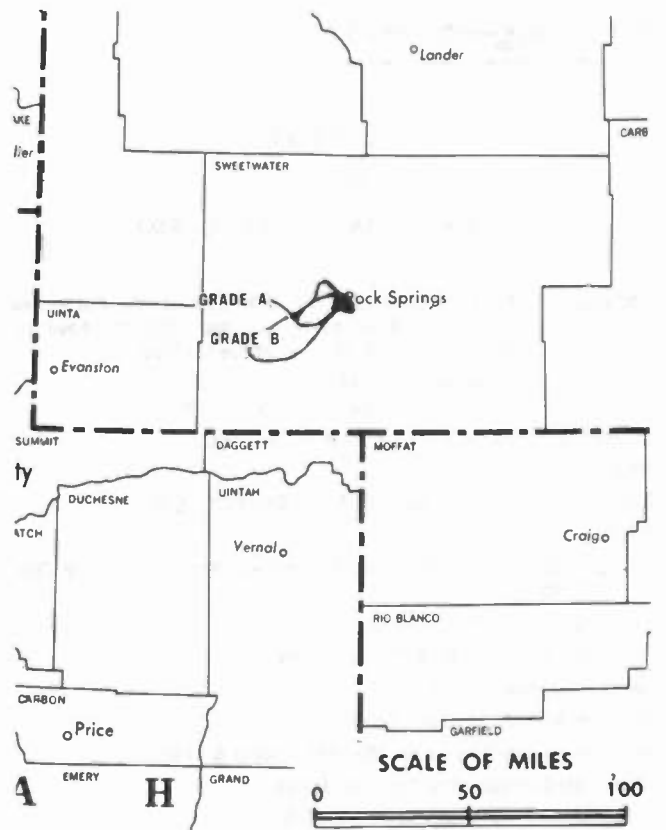
Represented (legal) by Bernstein & Longest.

Represented (engineering) by Kenneth Williams.

Personnel:

PETER SIELER, general manager.

Rates: Sold in combination with KCWY-TV, Casper & KOWY, Lander-Riverton, Wyo.



KWWY BPCT—4939 Granted 3/18/77

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## Wyoming—Sheridan

### **KSGW-TV**

Ch. 12

(Satellite of KOTA-TV, Rapid City, S.D.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude 44° 37' 20"  
Longitude 107° 06' 57"

Transmitter: 19.3 km S & 12.9 km W of Sheridan.

News Service: UPI.

Arbitron Data: Included with KOTA-TV, Rapid City, S.D.

Network Service: NBC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, S.D. 57709.

Studio: See KOTA-TV, Rapid City.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Oct. 28, 1977.

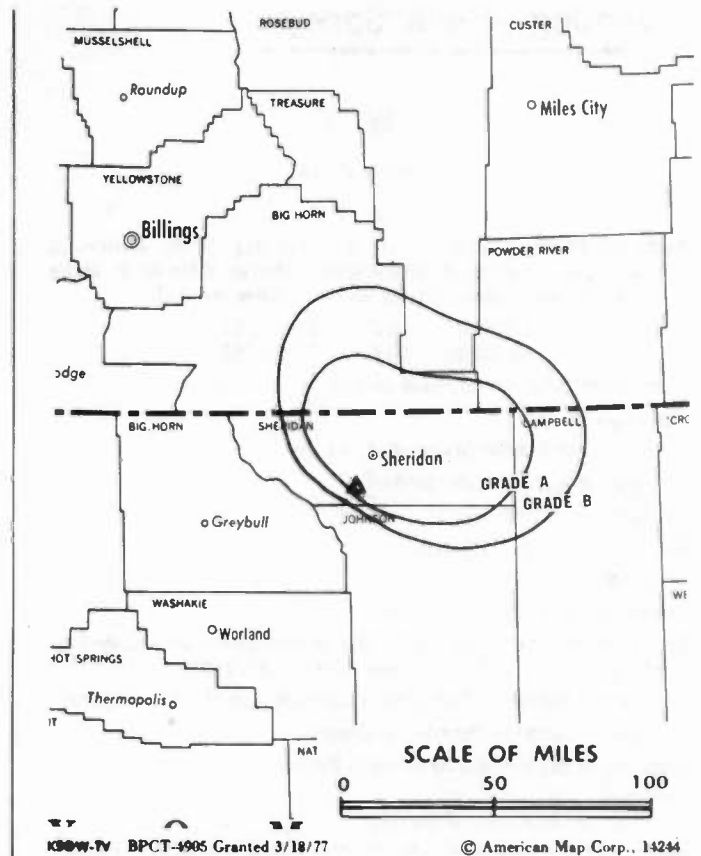
Represented (sales) by Katz Television.

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

Represented (engineering) by Vir N. James.

Personnel: See KOTA-TV, Rapid City, S.D.

Rates: Sold in combination with KOTA-TV.



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## GUAM

### KUAM-TV

Agana

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: Pacific Telestations Inc., Box 368, Agana, Guam 96910.

Studio: 1.9-mi. SE of Agana.

Transmitter Mt. Alutom.

Telephone: 477-9861. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53"
Longitude	144°	42'	36"

AM Affiliate: KUAM, 10-kw, 610 kHz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

News Service: UPI.

Satellite Earth Station: In operation.

Ownership: Lawrence S. Berger, pres., 51%; Marcus Loew II, v.p., 9%; William C. Williams, secy.; Ronald E. Pritchard, treas., 17%; Elliott Cushman, dir., 14%; Peter E. Reid Jr., dir., 9%. Berger, Loew, Pritchard & Reid own WVUV(AM), American Samoa; Berger & Loew own KHVH(AM), Honolulu; Cushman owns Arizona Farmer.

Began Operation: Aug. 5, 1956. Sale to present owners by H. S. Killgore approved by FCC Sept. 15, 1977 (Television Digest, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Hearne to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edlson Inc.

Personnel:

LAWRENCE S. BERGER, president.  
GREG S. PEREZ, general manager.  
RON TANGYE, director, news & public affairs.  
KEN TYDINGEO, chief engineer.  
ROBERT BERGER, sales manager.

Highest 30 Sec. Rate: \$100.

NETWORK BASE HOURLY RATE: \$100.

Arbitron Does Not Provide Coverage Data for  
Guam, Puerto Rico or the Virgin Islands

## PUERTO RICO

### WVEO

Aguadilla

Ch. 44

Licensee: Video Empresas Del Oeste Inc., P. O. Box W, GPO, Aguadilla, P.R. 00603.

Studio: Road 411, km 77, Aguada, P.R.

Telephone: 809-832-4560.

Transmitter: Barrio Atalaya, Aguada, P.R.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Ownership: Dr. Pablo Guardiola, pres., 42%; Abacoa Radio Corp., 42%; Hector Nicolau, 16%.

Began Operation: Oct. 7, 1974.

Represented (sales) by Contemporary Media.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Note: Affiliated with the Perez Perry Network.

Map for WVEO, Aguadilla not available

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# Puerto Rico

## WOLE-TV

Aguadilla-Mayaguez

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude 18° 18' 51"  
Longitude 67° 11' 30"

Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, Puerto Rico.

News Service: UPI.

Network Service: Telemundo Inc.

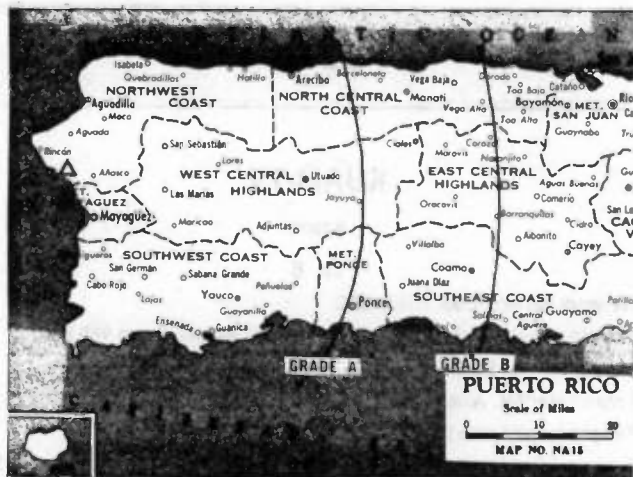
Licensee: Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, P.R. 00709-1200.

Studio: 17 Marina St., Aguadilla.

Telephone: 809-833-1200. Telex: 385-4414.

Ownership: Du Art Film Labs Inc., 50%; Jose Bechara, 25%; A. Gimenez-Aguayo & Western Ready Mix Concrete Inc., 12.5% each. Bechara owns WKJB-AM-FM, Mayaguez. Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.



WOLE-TV

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Represented (legal) by Dempsey & Koplowitz.

Represented (engineering) by Cohen & Dippell.

Personnel:

IRWIN YOUNG, president.

AMADEO NAZARIO, general manager.

DOEL ORIOL, chief engineer.

Highest 30 Sec. Rate (April 15, 1983): \$300.



WATX-TV BPCT-801021KH Granted 6/22/81

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## WATX-TV

Arecibo

Ch. 54

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 6.350-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude 18° 28' 28"  
Longitude 66° 43' 36"

Transmitter: Luis Gandia Santos St. No. 63, Arecibo.

Network Service: None, independent.

Grantee: Arecibo Video Corp., 62 Luis Gandia Santos St., Arecibo, P.R. 00612.

Mailing Address: Box A, Arecibo 00613.

Ownership: Francisco Velazquez, pres., 88%; Juana Roman-Feliciano, secy.; Wilfredo Almodovar, treas., 5% each; P. R. Fermaintt, 2%.

Began Operation: April 9, 1982.

Represented (legal) by A. L. Stein.

Represented (engineering) by Robert L. Purcell.

Personnel:

FRANCISCO VELAZQUEZ, president.

Rates: Not available.

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# Puerto Rico

## WORA-TV

Mayaguez-Aguadilla

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude 18° 09' 02"  
Longitude 66° 59' 20"

Transmitter: 2.2-mi. S of Maricao on Road No. 120.

AM Affiliate: WORA, 5-kw, 760 kHz.

FM Affiliate: WIOA, 25-kw, 97.5 MHz (No. 248), 995-ft.

News Service: UPI.

Network Service: WAPA-TV, San Juan.

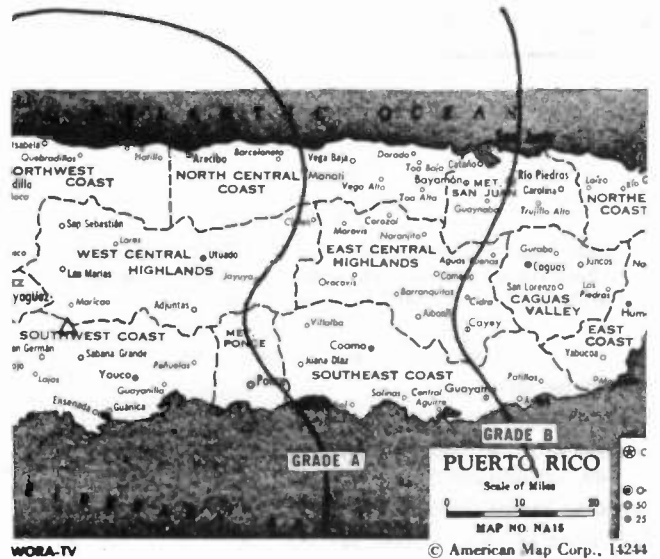
Licensee: Telecinco Inc., Box 43, Mayaguez 00708.

Studio: Darlington Bldg., Box 43, Mayaguez 00708.

Telephone: 809-832-1150. Cable: RACO.

Executive Offices: 809-832-4640.

Ownership: Telecinco Inc., 100%. Officers: Alfredo R. de Arellano, pres.; Esther del Valle de R. de Arellano, v.p.; Amado Martinez Reyes, v.p.; Flora M. R. de Arellano, secy.; Josefina Z. R. de Arellano, treas. Stockholders of Telecinco also own Radio Americas Corp., licensee of WORA & WIOA(FM), Mayaguez. Quality Broadcasting Corp. of San Juan, wholly owned subsidiary, owns WQBS & WIOB(FM) San Juan, P.R. and Voice of Puerto Rico which operates WPRP & WIOC(FM), Ponce, P.R.



WORA-TV

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Began Operation: Oct. 1, 1955.

Represented (sales) by Caballero Spanish Media.

Represented (legal) by Bryan, Cave, McPheeters & McRoberts.

Personnel:

ALFREDO R. de ARELLANO JR., president.

EDUARDO BADO, manager.

JESUS ECHEVARRIA, chief engineer.

G. A. BONET, director of engineering.

Highest 30 Sec. Rate (Aug. 1983): \$150.



WLUZ-TV

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## WLUZ-TV

Ponce

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude 18° 09' 17"  
Longitude 66° 33' 16"

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, P.R.

News Services: AP, UPI.

Satellite Earth Station: Avantek & Gardiner, 13-meter; Gardiner & Avcom receivers.

Licensee: Ponce Television Corp., Darlington Bldg. 00731.

Studios: Isabel # 15, Ponce 00731; Stop 8, Puerta de Tierra, San Juan 00902.

Mailing Address: Box A, Old San Juan Station, San Juan, P.R. 00902.

Telephones: 809-844-7575 (Ponce); 809-724-7575 (San Juan).

Ownership: Lucas Tomas Muniz, pres., 100%; Nestor Muniz, secy.; Luz Maria Garcia de la Noceda, treas. L. T. Muniz also owns WLUZ(AM), Bayamon.

Began Operation: Feb. 2, 1958. Sale to present owner by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (Television Digest, Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

Represented (legal) by Verner, Liipfert, Bernhard & McPherson.

Personnel:

TOMMY MUNIZ, president.

FLAVIA A. GARCIA, general manager.

FELIX A. MUNIZ, sales representative.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$525.

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# Puerto Rico

## WSUR-TV

Ponce

Ch. 9

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"

Transmitter: Mt. Jayuya.

News Service: AP.

Licensee: American Colonial Bcstg. Corp., Debtor-in-Possession, Box S-4189, San Juan 00905.

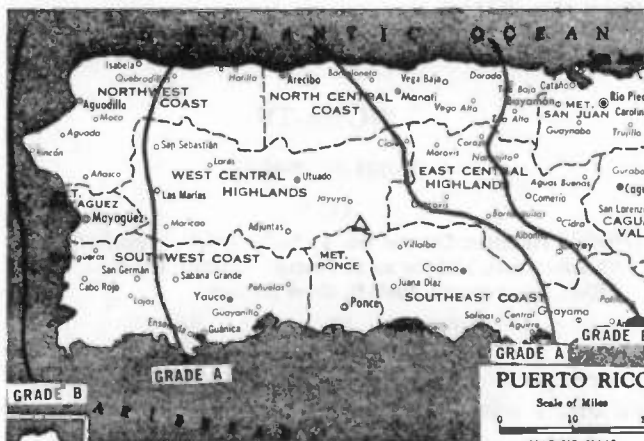
Studio: La Rambla, Ponce.

Sales Office: 657 Ave. Condado, Santurce, P.R.

Telephone: 809-842-4178.

Ownership: American Colonial Bcstg. Corp., 100%, also owner of WKBM-TV, Caguas-San Juan & WCAD(FM), San Juan.

Began Operation: Feb. 20, 1958.



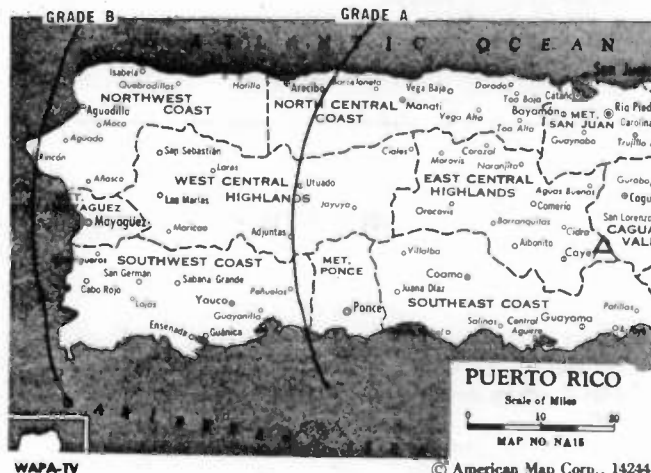
WSUR-TV

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### Personnel:

LUIS FELIPE RODRIGUEZ, production manager.  
ROBERT L. BEURKET, chief engineer.

Rates: See WKBM-TV, San Juan.



WAPA-TV

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## WAPA-TV

San Juan

Ch. 4

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"

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

News Services: AP, UPI, CNN, UPITN.

Satellite Earth Stations: Transmit/receive, Harris, 13-meter; Harris receivers.

Licensee: Puerto Rico Broadcasting Inc., Box 2050, San Juan, P.R. 00936.

Studio: State Rd. 19, km 0.5, Guaynado, P.R.

Telephone: 809-792-4444.

Ownership: Western Bcstg. Co., 100%. Earl Morgenroth, chmn. For other interests, see Group Ownership of TV Stations.

Began Operation: March 5, 1954. Sale to present owner by Columbia Pictures Industries approved by FCC May 26, 1976. Sale to Columbia by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (Television Digest, Vol. 13:13, 14, 18).

Represented (legal) by McConnell, Valdes & Kelly.

### Personnel:

RICHARD MOORE, president, operations.  
MANUEL FEBO, vice president, finance & corporate comptroller.  
WILLIAM PEREZ, vice president, news & public affairs.  
SANTIAGO RUBIN, vice president, sales.  
JUAN ABEL GONZALEZ, chief engineer.

Highest 30 Sec. Rate (Sept. 1983): \$1350.

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## ARBITRON® RATINGS

# Puerto Rico

## WKAQ-TV

San Juan

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 53.7-kw visual, 10.5-kw aural. Antenna: 2830-ft. above av. terrain, 1105-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 54"  
Longitude 66° 03' 10"

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

News Services: AP, UPI, CBS.

Satellite Earth Station: Common Carrier.

Licensee: Blair Bcstg. of Puerto Rico Inc., Box W, San Juan, P.R. 00936.

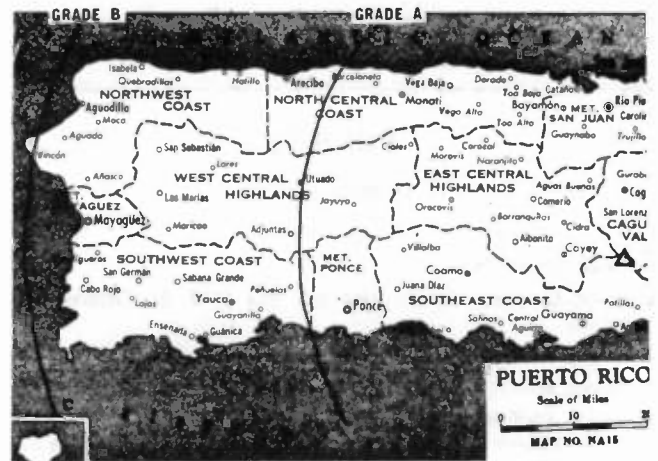
Studio: 383 Franklin D. Roosevelt Ave., San Juan.

Telephone: 809-764-0202.

Ownership: Blair Bcstg. of Puerto Rico Inc. See John Blair Co. in Group Ownership of TV Stations.

Began Operation: March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

Represented (legal) by Covington & Burling.



WKAQ-TV

© American Map Corp., 14244

### Personnel:

- PETER ALBI, president.
- RAFAEL RUIZ, vice president & general manager.
- MANUEL COLLAZO, chief engineer.
- RAFAEL OLLER, v.p. & dir., mktg. & planning services.
- EDUARDO PENEDO, sales manager.

Highest One Hour Rate: \$8000.

Highest 30 Sec. Rate (April 1983): \$1350.



WKBM-TV

© American Map Corp., 14244

## WKBM-TV

Caguas-San Juan

Ch. 11

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"

Transmitter: Cerro Marquessa Mtn., 6-mi. NW of Caguas.

FM Affiliate: WCAD, San Juan, 50-kw, 105.7 MHz (No. 289), 1100-ft.

News Services: AP, UPI, ABC.

Network Service: None, independent.

Licensee: American Colonial Broadcasting Corp., Debtor-in-Possession, Box S-4189, San Juan 00905.

Studio: 657 Condado St., Santurce, P.R.

Ownership: American Colonial Bcstg. Corp. 100%; also owner of WSUR-TV, Ponce and WCAD(FM), San Juan.

Began Operation: April 22, 1960.

### Personnel:

- ELEUTERIO VEGA, general manager.
- ROBERT L. BEURKET, chief engineer.
- ALFREDO ARIAS, sales manager.
- JOSE RODRIGUEZ, film department.
- PABLO MARTINEZ, comptroller.
- PEDRO ZERVIGON, news director.

Highest 30 Sec. Rate: \$365.

## COMMUNICATIONS DAILY

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## VIRGIN ISLANDS

### WBNB-TV

Charlotte Amalie

Ch. 10

Network Service: CBS.

Licensee: Caribbean Broadcasting Inc., Box 1947, St. Thomas, V.I. 00801.

Studio: Market Square. Cable: 347-0150.

Telephone: 809-774-0300.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-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''

Transmitter: Signal Hill, Mountain Top Estates.

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

Ownership: Thomas E. Worrell Jr., pres., 75%; James W. Swartz, v.p., 10%; Dennis S. Rooker, v.p.-secy., 5%; John J. Badoud Jr., treas.; Shenandoah Valley Television Systems Inc., 10%. For other interests, see WIFR-TV, Freeport-Rockford III.

Began Operation: July 1, 1961. Sale to present owner by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (Television Digest, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

VINCENT D. O'CONNELL, president & station manager.  
JOE POTTER, general manager & program director.  
SAM JAMES, chief engineer.  
RICK ODELL, sales manager.  
JOAN NEWHART, production manager.

Highest One Hour Rate: \$750.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$100.

## WSVI

Christiansted

Ch. 8

Network Service: ABC, NBC.

Licensee: Antilles Broadcasting Corp., Box 8 ABC, Sunny Isle Shopping Center, St. Croix, V.I. 00820.

Studio & Offices: Sunny Isle Shopping Center.

Telephone: 809-773-0008. Cable: ABC TV.

Transmitter: Blue Mtn., 6-mi W of Christiansted.

Satellite Earth Stations: Harris; 9-meter & 11-meter; Pinzone & Harris receivers.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25''
Longitude	67°	47'	59''

News Service: AP.

Ownership: Barakat S. Saleh, 57%; Len Gawrych, 43%.

Began Operation: Nov. 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to present owners approved Jan. 31, 1978. Resumed operation Nov. 1978.

Represented (legal) by Marmet & McCombs, P.C.

Represented (engineering) by Raymond Rohrer.

Represented (sales) by Intercontinental Services Ltd. (U.S.); Schellenberg & Kirwan Inc. (P.R.); Rediffusion International Ltd. (U.K. & Europe); Andy McDermott Sales Ltd. (Canada).

Personnel:

BARAKAT SALEH, president.  
LEN GAWRYCH, vice president & general manager.

Highest One Hour Rate: \$460.

Highest 30 Sec. Rate: \$80.

For British Virgin Islands,  
See International Directory