

**TV - Radio - CATV - Newspaper**

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Market	Arbitron ADI TV		Rank	Market Area Commercial TV Stations
	Households			
Atlanta, GA	1,123,300		16	WAGA-TV (5), WATL-TV (36), WGNX (46), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Birmingham, AL	482,500		48	WBMG (42), WBRC-TV (6), WTOO (21), WVTV-TV (13)
Mobile, AL-Pensacola, FL	401,700		61	WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPAN (53), WPMI (15)
Chattanooga, TN	287,000		79	WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
Huntsville-Decatur-Florence, AL	246,200		92	WAAV-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15)
Columbus, GA	182,800		113	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Montgomery, AL	170,000		119	WCOV-TV (20), WKAB-TV (32), WSFA-TV (12)
Columbus-Tupelo, MS	147,300		136	WCBI-TV (4), WTVB (9), WWSB-TV (27)
Dothan, AL	95,300		160	WDHN (18), WTVY (4)
Meridian, MS	71,500		171	WHTV (24), WLBM-TV (30), WTOK-TV (11)
Tuscaloosa, AL	49,800		188	WCFT-TV (33)
Anniston, AL	42,300		192	WJSU-TV (40)
Selma, AL	17,300		206	WSLA (8)

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

- WAFF, Decatur**--See Huntsville-Decatur
- WEAR-TV, Mobile**--See Pensacola, FL
- WPAN, Mobile**--See Fort Walton Beach, FL

**Alabama Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	7	13	20
Educational Television Stations	3	6	9
			<u>29</u>

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 202-872-9200

# Alabama—Anniston

## WJSU-TV

(formerly WHMA-TV)

Ch. 40

**Network Service:** CBS.

**Licensee:** Jacksonville State University Communications Foundation Inc., Radio Bldg., 1330 Noble St., Anniston, AL.

**Studio:** Radio-Television Bldg., Anniston, AL.

**Mailing Address:** Box 40, Anniston, AL 36201.

**Telephone:** 205-237-8651.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 720-kw max. & 464-kw horizontal visual, 143-kw max. & 92.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 235-ft. above ground, 1745-ft. above sea level.

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

**Transmitter:** Top of Blue Mtn. 200-ft. S of Lookout Tower.

**News Service:** AP.

**Satellite Earth Station:** Transmit/receive; Drake; 3.2-meter; Drake receivers.

**Ownership:** Non-profit corp. Board members: Theron E. Montgomery Jr., Charles C. Rowe, Jack Hopper & James A. Reaves. Jacksonville State U. is licensee of WLJS-FM, Jacksonville, AL.

**Began Operation:** Oct. 26, 1969. Sale to present owners by Harry Brandt Ayers, et al., approved by FCC May 4, 1983.

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

**Represented (legal):** Gardner, Carton & Douglas.

**Represented (engineering):** Claude M. Gray.

**Personnel:**

- HARRY E. MABRY, general manager.
- DAVID ATCHISON, program director.
- BILL HAGLER, general sales manager.
- JOHN MURRELL, chief engineer.
- JIM VICE, local sales manager.

**Highest One Hour Rate:** \$1350.

**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99

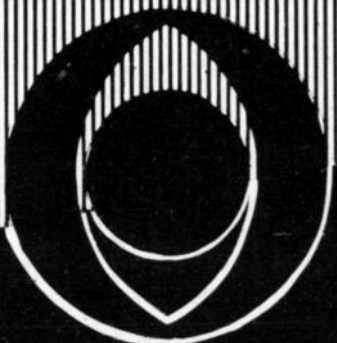


WJSU-TV BPC#4849 Granted 6/9/75

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Etowah	38,400	38,100	99
	Talladega	25,500	25,200	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Cherokee	6,800	6,700	99
	Cleburne	4,900	4,800	98
	St Clair	15,500	15,300	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	De Kalb	21,000	20,800	99
	Marshall	25,300	25,000	99
	Randolph	7,200	7,100	99
<b>Station Totals</b>		<b>191,900</b>	<b>189,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>92,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>48,800</b>	

**IN NORTHEAST ALABAMA  
THE EYES ARE ON  
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A CBS AFFILIATE

**NORTHEAST ALABAMA'S  
MOST WATCHED TELEVISION STATION...**

**NORTHEAST ALABAMA'S  
ONLY CBS AFFILIATE**

**WJSU  
TV 70**  
ANNISTON

# Alabama—Birmingham

**WBMG**

**Ch. 42**

**Network Service:** CBS.

**Licensee:** Birmingham Television Corp., Box 6146, Birmingham, AL 35259.

**Studio:** 2075 Golden Crest Dr. **Telephone:** 205-322-4200.

**Mailing Address:** Box 6146, Birmingham, AL 35259.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 2163-kw max. & 1633-kw horizontal visual, 216.3-kw max. & 163.3-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 1134-ft. above ground, 2049-ft. above sea level.

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

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

**News Service:** CBS.

**Satellite Earth Station:** In operation.

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

**Began Operation:** Oct. 17, 1965. Sale to present owner by Southern Bcstg. Co., William Dubois, et al., approved by FCC June 1973.

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

- HOYLE BROOME, vice president & general manager.
- WILLIAM CRAWFORD, local sales manager.
- PHILIPPA BAINBRIDGE, program director.
- FRED VINSON, chief engineer.
- LINDA McCARTY, national sales coordinator & traffic manager.

**Highest One Hour Rate** (Sept. 19, 1983): \$5000.

**Highest 30 Sec. Rate** (Sept. 19, 1983): \$1250.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Chilton	11,600	11,400	98
	Clay	4,800	4,700	98
	Jefferson	254,600	252,800	99
	Shelby	25,300	25,100	99
	Talladega	25,500	25,200	99
	Walker	25,300	25,100	99
	Winston	8,300	8,200	99
<b>Between 25-49%</b>				
	<b>ALABAMA</b>			
	Blount	13,900	13,700	99
	Cullman	23,400	23,200	99
	Lamar	6,100	6,000	98
	Marion	11,500	11,400	99
	St Clair	15,500	15,300	99
<b>Between 5-24%</b>				
	<b>ALABAMA</b>			
	Cleburne	4,900	4,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>				
	Colbert	20,400	20,100	99
	Coosa	4,300	4,200	98
	Etowah	38,400	38,100	99
	Fayette	7,100	7,000	99
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Hale	5,100	5,000	98
	Lauderdale	30,400	29,900	98
	Perry	4,600	4,500	98
	Pickens	7,200	7,000	97
	Tallapoosa	14,100	13,900	99
	Tuscaloosa	50,600	50,000	99
<b>Station Totals</b>		<b>633,200</b>	<b>626,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>316,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>153,600</b>	

Did you read  
**Television Digest**  
this week?

# Alabama—Birmingham

## WBRC-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., Box 6, Birmingham 35201.

**Studio:** Atop Red Mtn.

**Telephone:** 205-322-4701. **TWX:** 810-733-3650.

**Mailing Address:** Box 6, Birmingham, AL 35201.

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

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

**Transmitter:** Atop Red Mtn.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Transmit-receive; Harris; 9-meter.

**Ownership:** Taft Bcstg. Co. For other interests, see Group Ownership of TV Stations.

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

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

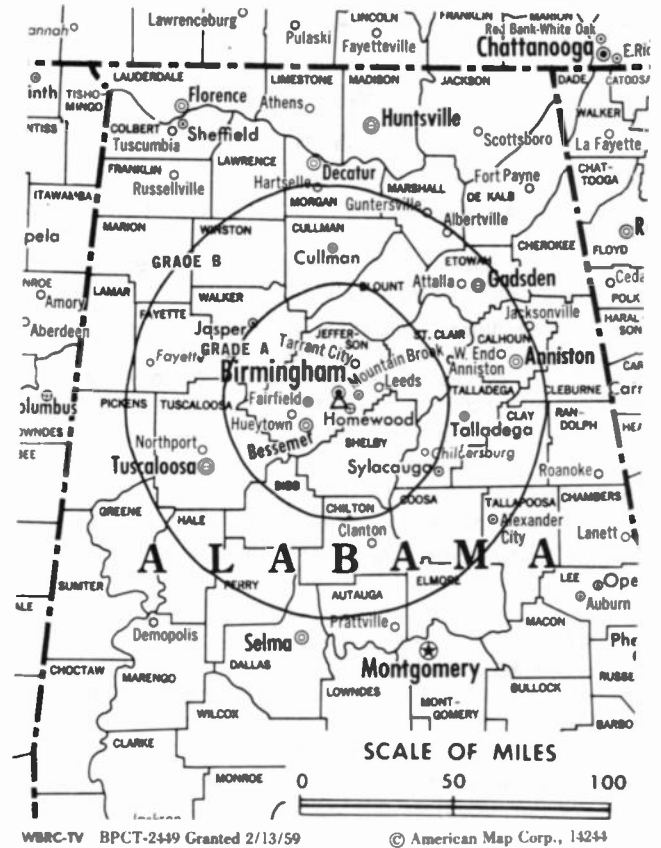
DUDLEY S. TAFT, president.  
NICK BOLTON, vice president & general manager.  
ROBERT R. FANNING, general sales manager.  
BOB HERRON, local sales manager.  
KATE McSWEENEY, operations/program director.  
BRIAN BRACCO, news director.  
JERRY THORN, chief engineer.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Blount	13,900	13,700	99
	Calhoun	42,500	42,100	99
	Cherokee	6,800	6,700	99
	Chilton	11,600	11,400	98
	Clay	4,800	4,700	98
	Cleburne	4,900	4,800	98
	Coosa	4,300	4,200	98
	Cullman	23,400	23,200	99
	Etowah	38,400	38,100	99
	Fayette	7,100	7,000	99
	Greene	3,700	3,600	97
	Hale	5,100	5,000	98
	Jefferson	254,600	252,800	99
	Lamar	6,100	6,000	98
	Marion	11,500	11,400	99
Perry	4,600	4,500	98	
Pickens	7,200	7,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Clair	15,500	15,300	99
	Shelby	25,300	25,100	99
	Talladega	25,500	25,200	99
	Tuscaloosa	50,600	50,000	99
	Walker	25,300	25,100	99
Winston	8,300	8,200	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Colbert	20,400	20,100	99
	Dallas	17,800	17,500	98
	Franklin	10,900	10,700	98
	Lauderdale	30,400	29,900	98
	Marshall	25,300	25,000	99
	Morgan	33,400	33,000	99
Sumter	5,500	5,400	98	
Tallapoosa	14,100	13,900	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	De Kalb	21,000	20,800	99
	Lawrence	10,400	10,200	98
	Madison	71,500	70,700	99
	Marengo	8,500	8,300	98
	Randolph	7,200	7,100	99
Wilcox	4,500	4,400	98	
<b>MISSISSIPPI</b>				
Lowndes	19,900	19,700	99	
<b>Station Totals</b>		<b>918,900</b>	<b>908,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>641,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>438,400</b>	

# Alabama—Birmingham

**WTTO**

**Ch. 21**

**Network Service:** None, independent.

**Licensee:** Chapman Radio & TV Corp., Box C-2100, Birmingham, AL 35283.

**Studio:** 2021 Golden Crest Dr., Birmingham, AL 35209.

**Telephone:** 205-251-2100.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1042-kw max. & 787-kw horizontal visual, 104.2-kw max. & 78.7-kw horizontal aural. Antenna: 1343-ft. above av. terrain, 1062-ft. above ground, 2012-ft. above sea level.

Latitude 33° 29' 04"  
Longitude 86° 48' 25"

**Transmitter:** Top of Red Mtn., Birmingham.

**News Service:** CNN Headline News.

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

**Ownership:** Byron Lasky, 100%. For other interests, see Arlington Broadcast Group in Group Ownership of TV Stations.

**Began Operation:** April 21, 1982. Sale of 50.2% to Byron Lasky, 49.8% owner, by William A. & George K. Chapman, approved by FCC July 8, 1983.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

**Personnel:**

CHARLES ROUNTREE, vice president & general manager.

CHARLEY WEIDMAN, general sales manager.

TINA YARBROUGH, program director.

STEVE ROWALL, chief engineer.

**Highest 30 Sec. Rate:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Blount	13,900	13,700	99
	Chilton	11,600	11,400	98
	Cullman	23,400	23,200	99
	Jefferson	254,600	252,800	99
	Shelby	25,300	25,100	99
	Walker	25,300	25,100	99
Winston	8,300	8,200	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Coosa	4,300	4,200	98
	Fayette	7,100	7,000	99
	Marion	11,500	11,400	99



WTTO BMPCT-801231KE Granted 5/26/81

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	St Clair	15,500	15,300	99
	Talladega	25,500	25,200	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99
	Cherokee	6,800	6,700	99
	Clay	4,800	4,700	98
	Cleburne	4,900	4,800	98
	Etowah	38,400	38,100	99
	Franklin	10,900	10,700	98
	Hale	5,100	5,000	98
	Marengo	8,500	8,300	98
	Marshall	25,300	25,000	99
	Perry	4,600	4,500	98
Pickens	7,200	7,000	97	
Tallapoosa	14,100	13,900	99	
Tuscaloosa	50,600	50,000	99	
Wilcox	4,500	4,400	98	
<b>Station Totals</b>		<b>660,200</b>	<b>653,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>304,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>160,500</b>	

# Alabama—Birmingham

## WVTM-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** WVTM-TV Inc., Box 10502, Birmingham, AL 35202.

**Studio:** Atop Red Mtn.

**Telephone:** 205-933-1313. **TWX:** 205-328-0751.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1360-ft. above av. terrain, 1072-ft above ground, 2049-ft. above sea level.

Latitude 33° 29' 25.5"  
Longitude 86° 47' 48.0"

**Transmitter:** Atop Red Mtn.

**News Services:** AP, NIWS, UPI, Weather Scan.

**Ownership:** Times Mirror Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** May 29, 1949. Sold to The Birmingham News Co. July 1953 (*Television Digest*, Vol. 9:15, 24). Transfer of stations to Samuel. Newhouse interests approved by FCC Jan. 25, 1956 (Vol. 11:49; 12:4). Sale to present owner approved March 27, 1980.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

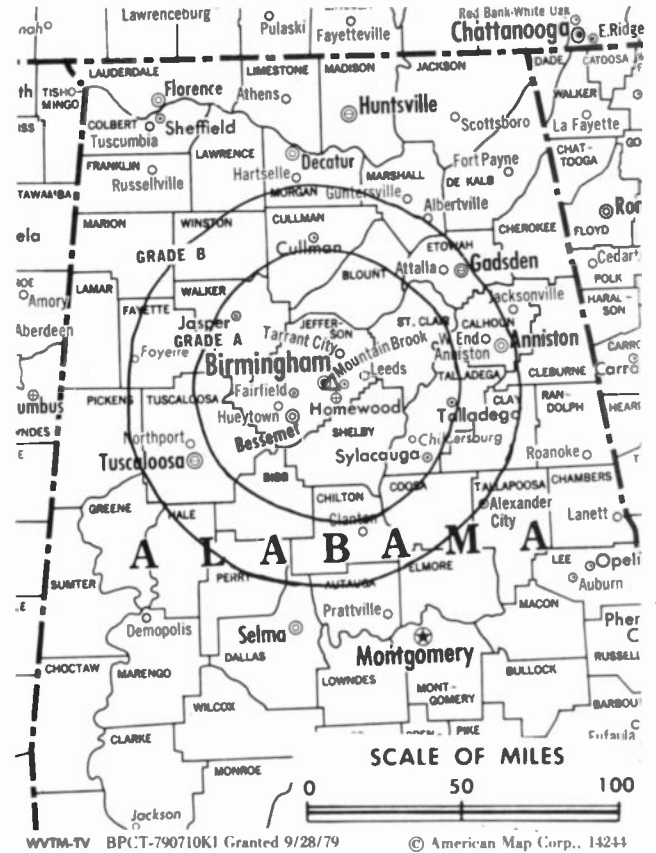
**Personnel:**

- JOHN J. McCRORY, president.
- JACK HARRISON, vice president & general manager.
- FRANK LANDERS, general sales manager.
- EVERETT HOLLE, program director & administrative asst. to general manager.
- ROBIN COOPER, promotion director.
- TOM ROBERTS, news director.
- PAUL GROSS, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Blount	13,900	13,700	99
	Calhoun	42,500	42,100	99
	Cherokee	6,800	6,700	99
	Chilton	11,600	11,400	98
	Clay	4,800	4,700	98
	Cleburne	4,900	4,800	98
	Coosa	4,300	4,200	98
	Cullman	23,400	23,200	99
	Etowah	38,400	38,100	99
	Fayette	7,100	7,000	99
	Greene	3,700	3,600	97
	Hale	5,100	5,000	98
	Jefferson	254,600	252,800	99
	Marion	11,500	11,400	99
	Perry	4,600	4,500	98
	Pickens	7,200	7,000	97
	St Clair	15,500	15,300	99
Shelby	25,300	25,100	99	
Talladega	25,500	25,200	99	



WVTM-TV BPC:T-790710K1 Granted 9/28/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tuscaloosa	50,600	50,000	99
	Walker	25,300	25,100	99
	Winston	8,300	8,200	99

<b>ALABAMA</b>				
<b>Between 25-49%</b>	Autauga	11,400	11,200	98
	Dallas	17,800	17,500	98
	Lamar	6,100	6,000	98
	Marengo	8,500	8,300	98
	Marshall	25,300	25,000	99
	Morgan	33,400	33,000	99
	Sumter	5,500	5,400	98
Tallapoosa	14,100	13,900	99	

<b>ALABAMA</b>				
<b>Between 5-24%</b>	Colbert	20,400	20,100	99
	De Kalb	21,000	20,800	99
	Elmore	15,400	15,200	99
	Franklin	10,900	10,700	98
	Lauderdale	30,400	29,900	98
	Lawrence	10,400	10,200	98
	Madison	71,500	70,700	99
	Randolph	7,200	7,100	99

<b>MISSISSIPPI</b>				
	Lowndes	19,900	19,700	99
	Noxubee	4,000	3,900	98

<b>Station Totals</b>		<b>933,800</b>	<b>923,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>610,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>410,600</b>	



# Alabama—Dothan

**WDHN**

**Ch. 18**

**Network Service:** ABC.

**Licensee:** Southeast Alabama Broadcasting Co. Inc., Box 6237, Dothan, AL 36302.

**Studio:** 1.8-mi. East of Dothan on Rte. 52.

**Mailing Address:** Box 6237, Dothan, AL 36302.

**Telephone:** 205-793-1818.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1080.4-kw max. & 398-kw horizontal visual, 162.6-kw max. & 39.8-kw horizontal aural. Antenna: 730-ft. above av. terrain, 796-ft. above ground, 1049-ft. above sea level.

Latitude: 31° 14' 30"

Longitude: 85° 18' 48"

**Transmitter:** 1.8-mi. E of Dothan on Rte. 52.

**News Service:** AP.

**Ownership:** Hi Ho Television Stations of Dothan Inc. F. Francis D'Addario, chmn. of board, 50%; Benton Barry, 30%; Multicor Ltd., 20%. Principals have interest in WVGA(TV), Valdosta, GA. D'Addario owns WDJZ(AM), Bridgeport, CT.

**Began Operation:** August 7, 1970. Sale to present owners by Betts Slingluff Jr., et al., approved by FCC June 26, 1979.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

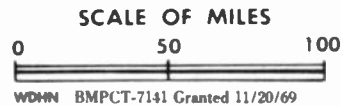
- BETTY MARSHALL, general manager.
- LINDA CLAY, sales manager.
- SHAWN WARD, program director.
- HOWARD LANGSTON, operations manager.
- DAVID KIRKLAND, production manager.
- TERRY KEY, news director.
- DAN BILLINGS, director of engineering.

**Highest 30 Sec. Rate:** \$200.

**NETWORK BASE HOURLY RATE:** \$125.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	14,100	13,900	99
	Dale	15,100	14,900	99
	Geneva	8,800	8,700	99
	Henry	5,600	5,500	98
	Houston	28,900	28,600	99
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
	Seminole	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Covington	14,500	14,300	99
	<b>FLORIDA</b>			
	Jackson	14,100	13,700	97
	<b>GEORGIA</b>			
	Miller	2,700	2,600	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Crenshaw	5,300	5,200	98
	Pike	10,000	9,800	98
	<b>FLORIDA</b>			
	Holmes	5,900	5,700	97
	Walton	9,000	8,800	98
	Washington	5,900	5,800	98
	<b>GEORGIA</b>			
	Calhoun	1,700	1,600	94
	Clay	1,200	1,200	100
Decatur	8,900	8,700	98	
Dougherty	35,300	34,800	99	
Quitman	800	800	100	
<b>Station Totals</b>		<b>195,800</b>	<b>192,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>79,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>43,300</b>	

# Alabama—Dothan

**WTVY**

Ch. 4

**Network Service:** CBS.

**Licensee:** WTVY Inc., Box 1089, Dothan, AL 36302.

**Studio:** Columbia Hwy.

**Telephone:** 205-792-3195. **TWX:** 810-744-3070.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 18.2-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2049-ft. above sea level.

Latitude 30° 55' 10.12"

Longitude 85° 44' 27.90"

**Transmitter:** W of Rte. 177, 2.1-mi. S of Miller Crossroads, FL.

**News Service:** AP.

**Satellite Earth Stations:** Graceba, 1.45-meter; Drake receivers; Scientific-Atlanta, 2.22-meter; Scientific-Atlanta receivers.

**FM Affiliate:** WTVY-FM, 100-kw, 95.5 MHz (No. 238), 1060-ft.

**Ownership:** Charles Woods, pres. & gen. mgr., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 12, 1955.

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

**Represented (legal):** Kenkel, Barnard & Edmondson, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

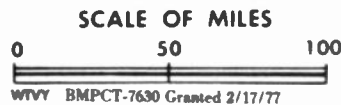
- CHARLES WOODS, president & general manager.
- ELDON KLAPAL, station manager.
- JOHN GAUSE, sales manager.
- CARL BLACKMON, national sales manager.
- J. W. DAVIS, director of engineering.
- REGGIE MITCHELL, program director.
- JERRY FINN, production manager.
- JERRY VANN, news director.

**Highest 30 Sec. Rate** (May 5, 1982): \$500.

**NETWORK BASE HOURLY RATE:** \$950.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	14,100	13,900	99
	Covington	14,500	14,300	99
	Dale	15,100	14,900	99
	Geneva	8,800	8,700	99
	Henry	5,600	5,500	98
	Houston	28,900	28,600	99
	Pike	10,000	9,800	98
	<b>FLORIDA</b>			
	Bay	39,000	38,600	99
Calhoun	3,500	3,400	97	
Gulf	3,800	3,700	97	
Holmes	5,900	5,700	97	
Jackson	14,100	13,700	97	
Liberty	1,500	1,500	100	
Okaloosa	41,600	41,200	99	
Walton	9,000	8,800	98	
Washington	5,900	5,800	98	
<b>GEORGIA</b>				
Baker	1,200	1,200	100	
Early	4,700	4,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Miller	2,700	2,600	96
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Barbour	8,600	8,400	98
	Butler	7,500	7,400	99
	Conecuh	5,500	5,400	98
	Crenshaw	5,300	5,200	98
<b>FLORIDA</b>	Gadsden	13,100	12,800	98
	<b>GEORGIA</b>			
Clay	1,200	1,200	100	
Decatur	8,900	8,700	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Bullock	3,500	3,400	97
	Escambia	13,100	12,900	98
	Macon	8,500	8,300	98
	<b>FLORIDA</b>			
Franklin	2,900	2,800	96	
Wakulla	4,400	4,300	98	
<b>GEORGIA</b>				
Calhoun	1,700	1,600	94	
Mitchell	6,900	6,700	97	
Quitman	800	800	100	
Randolph	3,400	3,300	97	
Terrell	4,100	4,000	98	
<b>Station Totals</b>		<b>332,600</b>	<b>326,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>229,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>146,500</b>	

# Alabama—Florence

## WOWL-TV

Ch. 15

**Network Service:** NBC.

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

**Studio:** 840 Cypress Mill Rd.

**Mailing Address:** Box 2220, Florence, AL 35630.

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

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1700-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 730-ft. above average terrain, 530-ft. above ground, 1486-ft. above sea level.

Latitude 34° 35' 01"  
Longitude 87° 47' 14"

**Transmitter:** 6-mi. NW of Russellville, AL.

**News Services:** UPI, NBC.

**Satellite Earth Station:** 4 in operation; Harris receivers.

**Ownership:** Richard B. Biddle, pres.-treas., 76%; Jack A. Worley, v.p., 4%; Holly Spain, 10%; Frederick Adams Biddle, 10%.

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

**Represented (sales):** Seltel Inc.

**Personnel:**

RICHARD B. BIDDLE, chairman.  
JACK WORLEY, chief executive officer, president & general manager.  
MITCH FAULKNER, national sales manager.  
LARRY ROHLING, director of engineering.  
LINCOLN WILLIAMS, operations manager.  
JANE BARBER, traffic manager & promotion manager.  
MILDRED CORNELIUS, merchandising manager.  
JIMMY OLIVE, film director.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$185.

**NETWORK BASE HOURLY RATE:** \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Colbert	20,400	20,100	99
	Franklin	10,900	10,700	98
	Lauderdale	30,400	29,900	98
	<b>TENNESSEE</b>			
	Wayne	5,100	5,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ALABAMA</b>			
	Lawrence	10,400	10,200	98
	<b>MISSISSIPPI</b>			
	Tishomingo	7,300	7,100	98
Between 5-24%	<b>TENNESSEE</b>			
	Lawrence	12,700	12,500	98
	<b>ALABAMA</b>			
	Limestone	15,900	15,700	98
	Winston	8,300	8,200	99
	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	<b>TENNESSEE</b>			
	Hardin	8,800	8,600	98
	Mc Nairy	9,100	9,000	99
<b>Station Totals</b>		<b>152,100</b>	<b>149,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>59,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>29,000</b>	

# Alabama—Huntsville-Decatur

## WAAY-TV

Ch. 31

**Network Service:** ABC.

**Licensee:** Rocket City Television Inc.

**Studio:** 1000 Monte Sano Blvd., Huntsville, AL 35801.

**Telephone:** 205-533-3131.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 674.53-kw visual, 75.68-kw aural. Antenna: 1792-ft. above av. terrain, 999-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 15"

Longitude 86° 32' 02"

**Transmitter:** 1000 Monte Sano Blvd.

**News Services:** ABC, UPI, Potomac News Service.

**Satellite Earth Stations:** Antenna Development, 6.2-meter; Andrew receivers.

**AM Affiliate:** WAAY, 5-kw (0.5-kw night), 1550 kHz.

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

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

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

M. D. SMITH IV, president.

DAN WHITSETT, vice president & sales manager.

ROBERT A. GAY, chief engineer.

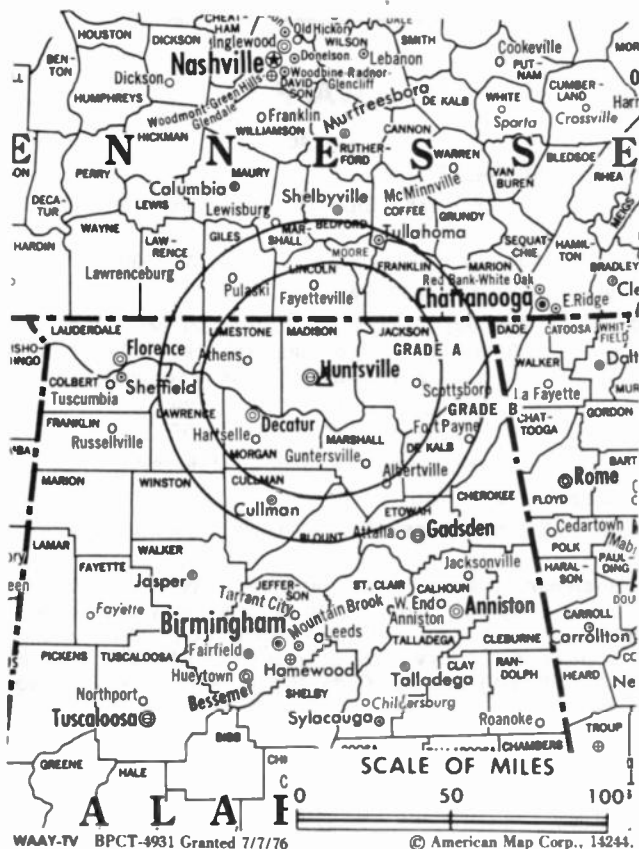
**Highest One Hour Rate:** \$1100.

**Highest 30 Sec. Rate** (July 2, 1984):\$ 350.

**NETWORK BASE HOURLY RATE:** \$850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	20,400	20,100	99
	De Kalb	21,000	20,800	99
	Franklin	10,900	10,700	98
	Lauderdale	30,400	29,900	98
	Lawrence	10,400	10,200	98
	Limestone	15,900	15,700	98
	Madison	71,500	70,700	99
	Marshall	25,300	25,000	99
	Morgan	33,400	33,000	99
	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Blount	13,900	13,700	99
	Cullman	23,400	23,200	99
	Jackson	19,200	18,900	99
Winston	8,300	8,200	99	
<b>TENNESSEE</b>	Franklin	11,500	11,400	99
	Giles	9,400	9,200	98
	Lawrence	12,700	12,500	98
	Moore	1,600	1,600	100
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99
	Cherokee	6,800	6,700	99
Etowah	38,400	38,100	99	
<b>GEORGIA</b>				
Dade	4,300	4,200	98	
<b>TENNESSEE</b>				
Coffee	14,900	14,800	99	
Wayne	5,100	5,000	98	
<b>Station Totals</b>		<b>461,300</b>	<b>455,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>260,700</b>
<b>Average Daily Circulation (1984)</b>				<b>165,100</b>

# Alabama—Huntsville-Decatur

**WAFF**

**Ch. 48**

**Network Service:** NBC.

**Licensee:** American Valley Broadcasting Co., Box 2116, Huntsville, AL 35804.

**Studio:** 1414 N. Memorial Parkway, Huntsville, AL 35801.

**Telephone:** 205-533-4848. **TWX:** 810-726-2192.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1170-kw visual, 117-kw aural. Antenna: 1900-ft. above av. terrain, 1526-ft. above ground, 2678-ft. above sea level.

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

**Transmitter:** 4848 Governors Dr., 3-mi. SE of Huntsville.

**News Service:** AP, NBC.

**Satellite Earth Stations:** ADM, 6.1-meter; Avcom & Harris receivers.

**Ownership:** American Family Corp., 100%. William L. Amos Sr., pres.; Leroy Paul, v.p.; George W. Jeter, secy.-treas.; Jay W. Hobson, asst. secy. American Family Corp. also owns the licensees of KFVS-TV, Cape Girardeau, MO; KTIV(TV), Sioux City, IA; KWWL(TV), Waterloo-Cedar Rapids, IA & WTOC-TV, Savannah, GA.

**Began Operation:** July 4, 1954. Sale to present owner by International TV Corp. approved by FCC May 16, 1978. Sale to International by Frank Whisenant, et al., approved by FCC Oct. 24, 1974.

**Represented (sales):** Blair Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JOE GOLENIOWSKI, vice president & general manager.  
LEE BRANTLEY, station operations manager.  
HARVEY LIBOW, general sales manager.  
BISHOP ELLISON, chief engineer.

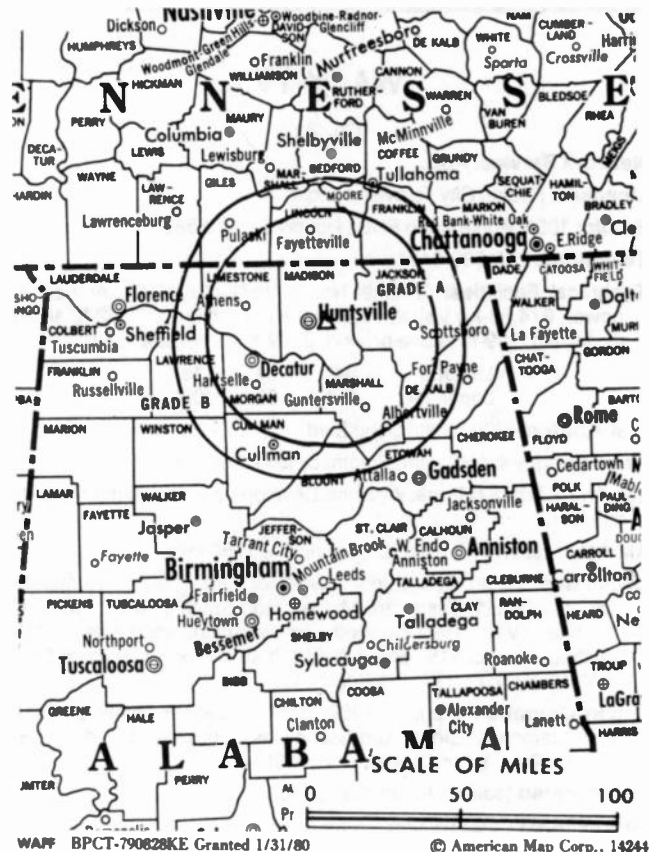
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (July 2, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$590.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	20,400	20,100	99
	De Kalb	21,000	20,800	99
	Lauderdale	30,400	29,900	98
	Lawrence	10,400	10,200	98
	Limestone	15,900	15,700	98
	Madison	71,500	70,700	99
	Marshall	25,300	25,000	99
	Morgan	33,400	33,000	99



WAFF BPCT-790828KE Granted 1/31/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99
	<b>ALABAMA</b>			
	Blount	13,900	13,700	99
	Cullman	23,400	23,200	99
<b>Between 25-49%</b>	Etowah	38,400	38,100	99
	Franklin	10,900	10,700	98
	Jackson	19,200	18,900	99
	<b>TENNESSEE</b>			
	Giles	9,400	9,200	98
<b>Between 5-24%</b>	Lawrence	12,700	12,500	98
	<b>ALABAMA</b>			
	Cherokee	6,800	6,700	99
	Winston	8,300	8,200	99
	<b>TENNESSEE</b>			
Coffee	14,900	14,800	99	
Franklin	11,500	11,400	99	
Marshall	7,700	7,600	99	
Maury	19,600	19,400	99	
Moore	1,600	1,600	100	
Wayne	5,100	5,000	98	
<b>Station Totals</b>		<b>441,800</b>	<b>436,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>253,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>152,200</b>	

# Alabama—Huntsville

## WHNT-TV

Ch. 19

**Network Service:** CBS.

**Licensee:** New York Times Bcstg. Service Inc., 960 Monte Sano Blvd., Box 19, Huntsville, AL 35804.

**Studio:** 960 Monte Sano Blvd. **Telephone:** 205-533-1919.

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

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

**Transmitter:** 960 Monte Sano Blvd.

**News Services:** AP, UPI, CBS.

**Satellite Earth Stations:** Scientific-Atlanta; (2) 7-meter & (1) 4-meter; Scientific-Atlanta receivers.

**Ownership:** The Times Alabama Broadcasting Inc., 100%. For other interests, see New York Times in Group Ownership of TV Stations.

**Began Operation:** Nov. 28, 1963. Sale to present owner by Charles Grisham & Tom Percer approved by FCC Feb. 27, 1980 (*Television Digest*, Vol. 19:31).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

RAY GILL, exec. vice president & general manager.  
BILL AMBROSE, vice president & general sales manager.  
LINDA SPALLA, local sales manager.  
RICHARD WRIGHT, operations manager.  
JEROME M. HALL, chief engineer.  
GLENN BRACKEN, news director.  
GREGORY SAVAGE, promotion manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (July 2, 1984): \$1000.

**NETWORK BASE HOURLY RATE:** \$1010.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Colbert	20,400	20,100	99
	Cullman	23,400	23,200	99
	De Kalb	21,000	20,800	99
	Franklin	10,900	10,700	98
	Jackson	19,200	18,900	99
	Lauderdale	30,400	29,900	98
	Lawrence	10,400	10,200	98
	Limestone	15,900	15,700	98
	Madison	71,500	70,700	99
	Marshall	25,300	25,000	99
	Morgan	33,400	33,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Lincoln	10,100	10,000	99
	<b>ALABAMA</b>			
<b>Between 25-49%</b>	Blount	13,900	13,700	99
	Etowah	38,400	38,100	99
	Winston	8,300	8,200	99
<b>MISSISSIPPI</b>	Tishomingo	7,300	7,100	98
	<b>TENNESSEE</b>			
	Giles	9,400	9,200	98
	Lawrence	12,700	12,500	98
	Moore	1,600	1,600	100
<b>Between 5-24%</b>	Wayne	5,100	5,000	98
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Cherokee	6,800	6,700	99
	<b>TENNESSEE</b>			
<b>Between 5-24%</b>	Franklin	11,500	11,400	99
	<b>Station Totals</b>	<b>406,900</b>	<b>401,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>281,700</b>
<b>Average Daily Circulation (1984)</b>				<b>184,800</b>

# Alabama—Mobile

## WALA-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Universal Communications Corp., 615 Lafayette Blvd., Detroit, MI.

**Studio:** 210 Government St., Mobile, AL 36601.

**Telephone:** 205-433-3754. **TWX:** 810-741-2642.

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

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

**Transmitter:** 16-mi. E of Mobile.

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

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**Ownership:** Evening News Assn. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 14, 1953. Sale to present owner by Roywood Corp. approved by FCC Oct. 31, 1969 (*Television Digest*, Vol. 9:15, 44). Previously, sale to Roywood by W. O. Pape approved Nov. 25, 1964 by FCC (Vol. 4:32, 48). Simultaneously approved was sale of WALA(AM) to WUNI Inc.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

ROBERT F. FINKE, vice president & general manager.  
JOE COOK, general sales manager.  
LARRY PATE, program manager.  
MICHAEL BOURGEOIS, production manager.  
JOHNNY REESE, chief engineer.  
STUART KELLOGG, news director.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate** (July 1, 1984): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	29,900	29,600	99
	Clarke	9,200	9,000	98
	Escambia	13,100	12,900	98
	Mobile	132,900	132,000	99
	Monroe	7,700	7,500	97
	Washington	5,700	5,600	98
<b>FLORIDA</b>	Escambia	88,000	87,200	99
	Okaloosa	41,600	41,200	99



WALA-TV BPC-T-2733 Granted 7/7/60

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Rosa	21,400	21,200	99
	<b>MISSISSIPPI</b>			
	George	5,200	5,200	100
	Greene	3,200	3,100	97
	Jackson	41,700	41,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Choctaw	5,500	5,400	98
	Conecuh	5,500	5,400	98
	<b>MISSISSIPPI</b>			
	Harrison	56,200	55,800	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Marengo	8,500	8,300	98
	Wilcox	4,500	4,400	98
	<b>MISSISSIPPI</b>			
	Perry	3,400	3,300	97
	Stone	3,300	3,300	98
	Wayne	6,500	6,400	98
<b>Station Totals</b>		<b>493,000</b>	<b>488,100</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>371,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>227,200</b>	

# TV - Radio - CATV - Newspaper

## Robert W. Rounsaville & Associates

### MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000 /1-800-531-1500  
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426 /1-800-328-3500

# Alabama—Mobile

WKRГ-TV  
**WKRГ-TV**  
**TV5**  
**Mobile, AL**



KATZ TELEVISION

**Network Service:** CBS.

**Licensee:** WKRГ-TV Inc., Box 160587, Mobile, AL 36616.

**Studio:** 555 Broadcast Dr., Mobile 36606.

**Telephone:** 205-479-5555. **TWX:** 810-741-4263

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

Latitude 30° 40' 55.2"  
 Longitude 87° 49' 40.8"

Requests CP for change to 100-kw visual, 10-kw aural, 1706-ft. above av. terrain, 1648-ft. above ground, 1818-ft. above sea level; lat. 30° 41' 19.6", long. 87° 49' 49.4"; transmitter to 0.8-mi. N of Hwy. 31, 1.5-mi. NE of intersection with Hwy. 181. BMPCT-840511KI.

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

**AM Affiliate:** WKRГ, 1-kw (500-w night), 710 kHz (CBS & MBS).

**FM Affiliate:** WKRГ-FM, 100-kw, 99.9 MHz (No. 260), 800-ft.

**News Services:** AP, UPI, CNN Headline News.

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

**Ownership:** Kenneth R. Giddens, 100%.

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

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

KENNETH R. GIDDENS, chairman of the board.  
 ZELMA K. GIDDENS, vice chairman of the board.  
 TOULMIN GREER, vice chairman of the board.  
 C. P. PERSONS JR., president & general manager.  
 D. H. LONG, exec. vice president, station & sales manager.  
 WES DIAMOND, sr. vice president & operations manager.  
 CURTIS B. WILLARD, chief engineer.  
 THOMAS R. YOUNG, promotional services manager.  
 JIM ELLIS, film director.  
 BOB PEARY, creative services director.  
 ED WHATLEY, production manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$2000.

**NETWORK BASE HOURLY RATE:** \$1798.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

**For Group Ownership of TV Stations,  
 consult Index**



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	29,900	29,600	99
	Choctaw	5,500	5,400	98
	Clarke	9,200	9,000	98
	Conecuh	5,500	5,400	98
	Escambia	13,100	12,900	98
	Mobile	132,900	132,000	99
	Monroe	7,700	7,500	97
Washington	5,700	5,600	98	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Perry	3,400	3,300	97
	Stone	3,300	3,300	98
	<b>ALABAMA</b>			
<b>Between 5-24%</b>	Butler	7,500	7,400	99
	Covington	14,500	14,300	99
	Marengo	8,500	8,300	98
	Wilcox	4,500	4,400	98
<b>Station Totals</b>	<b>FLORIDA</b>			
	Bay	39,000	38,600	99
	<b>MISSISSIPPI</b>			
	Clarke	6,100	6,000	98
	Forrest	24,300	24,100	99
	Jones	22,600	22,400	99
	Lamar	8,800	8,700	99
	Pearl River	11,900	11,700	98
<b>Station Totals</b>	<b>627,700</b>	<b>621,300</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>429,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>280,200</b>	



# Alabama—Mobile

## WPMI

Ch. 15

**Network Service:** None, independent.

**Licensee:** Hess Broadcasting Corp., Box 17978, Pensacola, FL 32522.

**Studio:** Rte. 3, Box 172, Robertsdale, AL 36567.

**Telephone:** 205-964-5015.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 5000-kw max. & 1309-kw horizontal visual, 500-kw max. & 130.9-kw horizontal aural. Antenna: 1706-ft. above av. terrain, 1707-ft. above ground, 1849-ft. above sea level.

Latitude 30° 37' 35"  
Longitude 87° 38' 50"

**Transmitter:** 5.6-mi. E of Loxley, AL.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta; 7-meter.

**Ownership:** Milt de Reyna, pres., 20%; Shelly Jean Hess, v.p., 1%; Roy L. Hess, secy.-treas., 79%. Hess owns 50% of WDSI-TV, Chattanooga, TN; 29.16% of CP for WHSI(TV), Portland, ME. Hess & de Reyna have interest in applicant for Ch. 11, Charleston, WV.

**Began Operation:** March 12, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Represented (engineering):** John A. Fergie & Associates.

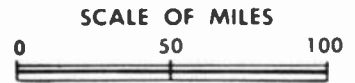
### Personnel:

MILT de REYNA, president & general manager.  
BOB SPIELMANN, general sales manager.  
DIANE APPELYARD, program manager.  
JERRY McCOOK, chief engineer.

**Highest 30 Sec. Rate:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Baldwin	29,900	29,600	99
	Mobile	132,900	132,000	99
	<b>FLORIDA</b>			
	Escambia	88,000	87,200	99
	Okaloosa	41,600	41,200	99
	Santa Rosa	21,400	21,200	99



WPMI BPCT-790838KF Granted 10/3/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSISSIPPI</b>			
	Greene	3,200	3,100	97
Between 25-49%	<b>ALABAMA</b>			
	Escambia	13,100	12,900	98
	Washington	5,700	5,600	98
Between 5-24%	<b>MISSISSIPPI</b>			
	George	5,200	5,200	100
	Jackson	41,700	41,300	99
Between 5-24%	<b>ALABAMA</b>			
	Clarke	9,200	9,000	98
	Monroe	7,700	7,500	97
<b>Station Totals</b>		<b>399,600</b>	<b>395,800</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>213,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>104,000</b>	

# Alabama—Montgomery

## WCOV-TV

Ch. 20

**Network Service:** CBS.

**Licensee:** WCOV Inc., Box 2505, Montgomery, AL 36105.

**Studio:** 1369 Adrian Lane.

**Telephone:** 205-288-7020. **TWX:** 810-728-3204.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 617-kw max. & 550-kw horizontal visual, 122-kw max. & 110-kw horizontal aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

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

**Transmitter:** 1369 Adrian Lane.

**News Service:** UPI.

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

**Ownership:** See WLEX-TV, Lexington, Ky.

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

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

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

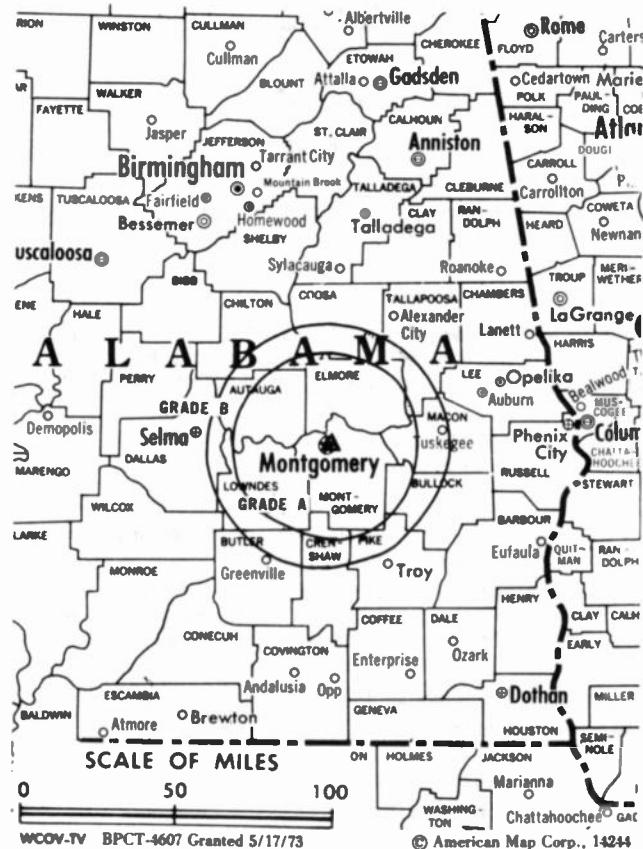
KARL RICHARDS, vice president & general manager.  
JIM HALL, vice president, operations.  
PHIL WITT, chief engineer.

**Highest 30 Sec. Rate** (April 1, 1982): \$600.

**NETWORK BASE HOURLY RATE:** \$225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	99
	Elmore	15,400	15,200	99
	Lowndes	3,800	3,700	97
	Macon	8,500	8,300	98
Montgomery	74,100	73,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Crenshaw	5,300	5,200	98
	Dallas	17,800	17,500	98
	Pike	10,000	9,800	98
Tallapoosa	14,100	13,900	99	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chilton	11,600	11,400	98
	Coosa	4,300	4,200	98
	Lee	29,700	29,300	99
	Perry	4,600	4,500	98
Wilcox	4,500	4,400	98	
<b>Station Totals</b>		<b>226,100</b>	<b>222,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>132,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>76,900</b>	

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**Television Digest, Inc.**  
1836 Jefferson Place, N.W.  
Washington, DC 20036

# Alabama—Montgomery

## WKAB-TV

Ch. 32

**Network Service:** ABC.

**Licensee:** Montgomery Independent Telecasters Inc., Box 3236, Montgomery, AL 36193.

**Studio:** 3251 Harrison Rd., Montgomery 36193.

**Telephone:** 205-272-5331.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 1230-kw visual, 123-kw aural. Antenna: 820-ft. above av. terrain, 755-ft. above ground, 1042-ft. above sea level.

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

**Transmitter:** 3251 Harrison Rd.

**News Service:** AP.

**Ownership:** Bahakel Communications Ltd. For other interests, see Group Ownership of TV Stations.

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

**Represented (sales):** Katz Television.

**Represented (legal):** Tharrington, Smith & Hargrove.

**Personnel:**

- CY N. BAHAKEL, president.
- JOHN ROGERS, general manager.
- DON DARBY, general sales manager.
- MICHAEL J. ELROD, local sales manager.
- JUDY MOTOWICKI, operations manager.
- ANN DRAKE, news director.
- EARL DAVIS, public affairs director.
- DAVID BROWN, chief engineer.

**Highest 30 Sec. Rate** (July 2, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Bullock	3,500	3,400	97
	Dallas	17,800	17,500	98
	Elmore	15,400	15,200	99
	Lowndes	3,800	3,700	97
	Macon	8,500	8,300	98
Montgomery	74,100	73,300	99	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Butler	7,500	7,400	99
	Coosa	4,300	4,200	98
	Crenshaw	5,300	5,200	98
	Pike	10,000	9,800	98
	Tallapoosa	14,100	13,900	99
Wilcox	4,500	4,400	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chilton	11,600	11,400	98
	Lee	29,700	29,300	99
	Perry	4,600	4,500	98
	Talladega	25,500	25,200	99
<b>Station Totals</b>		<b>251,600</b>	<b>247,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>134,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>77,600</b>	



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Washington, D.C. 20036

# Alabama—Montgomery

## WSFA-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., Box 2566, Montgomery, AL 36196.

**Studio:** Delano & Perry Sts.

**Telephone:** 205-281-2900. **TWX:** 810-728-3249.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.02-kw aural. Antenna: 2000-ft. above av. terrain, 1935-ft. above ground, 2467-ft. above sea level.

Latitude 31° 58' 32"  
Longitude 86° 09' 46"

**Transmitter:** Collier Rd., Grady, AL, 29-mi. SSE of Montgomery.

**News Services:** AP, UPI, NBC.

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

**Ownership:** See Group Ownership of TV Stations.

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

**Represented (sales):** Blair Television.

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

**Personnel:**

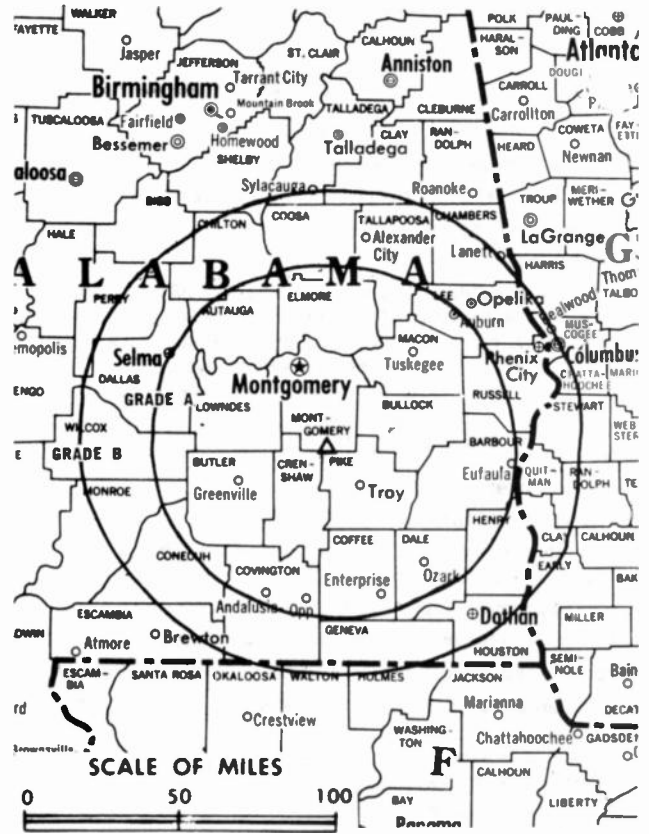
- CHARLES WHITEHURST, vice president & general manager.
- CARL STEPHENS, program/promotion manager.
- BILL BYRD, general sales manager.
- STEVE MICHAUD, national sales manager.
- RICHARD PAYNE, chief engineer.
- ROGER THOMAS, production manager.
- BOB HOWELL, news director.
- STEPHEN WATKINS, business manager.
- LESLIE MORRIS, promotion director.

**Highest One Hour Rate:** \$4400.

**Highest 30 Sec. Rate** (July 2, 1984): \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Barbour	8,600	8,400	98
	Bullock	3,500	3,400	97
	Butler	7,500	7,400	99
	Coffee	14,100	13,900	99
	Conecuh	5,500	5,400	98
	Covington	14,500	14,300	99
	Crenshaw	5,300	5,200	98
	Dale	15,100	14,900	99
	Dallas	17,800	17,500	98
	Elmore	15,400	15,200	99
	Geneva	8,800	8,700	99
	Henry	5,600	5,500	98
	Houston	28,900	28,600	99
	Lee	29,700	29,300	99
	Lowndes	3,800	3,700	97
Macon	8,500	8,300	98	
Marengo	8,500	8,300	98	



WSFA-TV BPCT-3643 Granted 3/13/74 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	74,100	73,300	99
	Perry	4,600	4,500	98
	Pike	10,000	9,800	98
	Tallapoosa	14,100	13,900	99
	Wilcox	4,500	4,400	98
<b>GEORGIA</b>				
	Quitman	800	800	100
<b>ALABAMA</b>				
<b>Between 25-49%</b>	Chambers	14,100	13,900	99
	Chilton	11,600	11,400	98
	Coosa	4,300	4,200	98
	Monroe	7,700	7,500	97
	Randolph	7,200	7,100	99
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Clarke	9,200	9,000	98
	Clay	4,800	4,700	98
	Escambia	13,100	12,900	98
	Hale	5,100	5,000	98
	Talladega	25,500	25,200	99
	Tuscaloosa	50,600	50,000	99
<b>FLORIDA</b>				
Jackson	14,100	13,700	97	
Walton	9,000	8,800	98	
Washington	5,900	5,800	98	
<b>GEORGIA</b>				
Clay	1,200	1,200	100	
Randolph	3,400	3,300	97	
<b>Station Totals</b>		<b>507,400</b>	<b>499,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>315,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>217,300</b>	

# Alabama—Opelika-Auburn

## WSWS

Ch. 66

**Network Service:** None, independent.

**Grantee:** RCH Broadcasting Inc., Box 870, Opelika, AL 36801.

**Studio:** 1800 Pepperell Pkwy., Opelika.

**Telephone:** 205-749-6666.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 794.3-kw max. & 708-kw horizontal visual, 79.43-kw max. & 70.8-kw horizontal aural. Antenna: 690-ft. above av. terrain, 403-ft. above ground, 1338-ft. above sea level.

Latitude 32° 38' 33"  
Longitude 85° 14' 13"

**Transmitter:** 7.5-mi. E of Opelika.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Richard C. Hilton, pres.-treas., 100%. Hilton holds CP for WSMF, Ch. 21, Florence, SC.

**Began Operation:** May 16, 1982.

**Represented (sales):** Jack Bolton & Associates.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

RONALD M. MOORE, vice president & general manager.  
DAN McGRATH, program director.  
DEAN ARGO, news director.  
CHARLES McHAN, chief engineer.

**Highest 30 Sec. Rate:** \$175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Bullock	3,500	3,400	97
	Chambers	14,100	13,900	99
	Lee	29,700	29,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Russell	16,900	16,700	99
	<b>GEORGIA</b>			
	Chattahoochee	3,400	3,400	100
	Muscogee	60,400	59,800	99
<b>Station Totals</b>		<b>128,000</b>	<b>126,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>19,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,900</b>	

# Alabama—Selma

**WSLA**

**Ch. 8**

**Network Service:** CBS.

**Licensee:** Central Alabama Broadcasters Inc., Box 1888, Selma, AL 36702.

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

**Mailing Address:** Box 1888, Selma, AL 36702.

**Telephone:** 205-875-2240.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 53.7-kw visual, 10.7-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

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

Holds CP for change to 316-kw max. & 289.73-kw horizontal visual, 63.20-kw max. & 57.95-kw horizontal aural, 1684-ft. above av. terrain, 1760-ft. above ground, 2000-ft. above sea level, lat. 32° 08' 58", long. 86° 46' 48", transmitter to Rt. 20 approx. 3-mi. W of Gordonville. BPCT-4961.

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

**News Service:** AP.

**Satellite Earth Station:** E.T.; 5-meter; Harris receivers.

**Ownership:** Charles F. Grisham, 84%; B. D. Godbold, 8%; John Godbold, 8%.

**Began Operation:** March 17, 1960; left air Aug. 1968 following fire which destroyed studio, offices & transmitting equipment. Sale to present owner by William J. Brennan, William E. Bennis, et al., approved by FCC Jan. 1971. Resumed operation Nov. 1, 1973.

**Represented (sales):** Spot Time Ltd.; Busby, Finch, Lathom & Widman (Southeast & Southwest).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Personnel:**

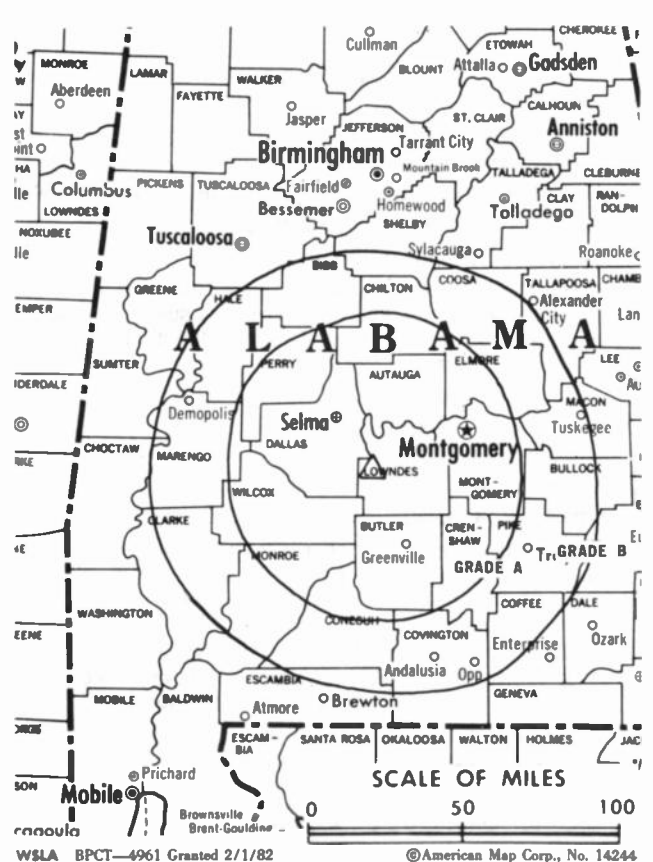
- CHARLES F. GRISHAM, president.
- GEORGE SINGLETON, vice president & general manager.
- EVELYN BABCOCK, news director.
- RANDALL JOHNS, program director.
- DOUG DANSBY, chief engineer.

**Highest 30 Sec. Rate** (June 29, 1984): \$200.

**NETWORK BASE HOURLY RATE:** \$110.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA Dallas	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marengo	8,500	8,300	98
	Perry	4,600	4,500	98
	Wilcox	4,500	4,400	98
Between 25-49%	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Hale	5,100	5,000	98
Between 5-24%	Lowndes	3,800	3,700	97
	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Chilton	11,600	11,400	98
Station Totals	Greene	3,700	3,600	97
	Monroe	7,700	7,500	97
<b>Station Totals</b>		<b>84,400</b>	<b>82,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>38,700</b>
<b>Average Daily Circulation (1984)</b>				<b>21,600</b>

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# Alabama—Tuscaloosa

## WCFT-TV

Ch. 33

**Network Service:** CBS.

**Licensee:** Beam Broadcasters Ltd., Box 5239, Tuscaloosa 35401.

**Studio:** 4000 37th St. E., Tuscaloosa 35405.

**Telephone:** 205-553-1333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 1125-kw max. & 1000-kw horizontal visual, 112.5-kw max. aural. Antenna: 537-ft. above av. terrain, 400-ft. above ground, 828-ft. above sea level.

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

**Transmitter:** 4000 37th St. E.

**News Service:** AP.

**Satellite Earth Stations:** 3 in operation.

**Ownership:** Beam Television Partners Inc. BTPI ownership: Frank L. Beam, pres., 69%; John E. Thomas, secy.-treas.; Vincent A. Field & Thomas D. Van Buskirk, 5% each. Beam Broadcasters also owns WDAM-TV, Hattiesburg-Laurel, MS; KYEL-TV, Yuma, AZ.

**Began Operation:** Oct. 29, 1965. Transfer of stock to W. S. Smylie Jr., S. A. Rosenbaum, Marvin Reuben, et al., approved by FCC Aug. 23, 1967. Sale to present owners approved July 27, 1983.

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

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

**Personnel:**

JIM CARUTHERS, vice president, general & sales manager.

TOMMY RAY, operations manager.

JOHN FLETCHER, chief engineer.

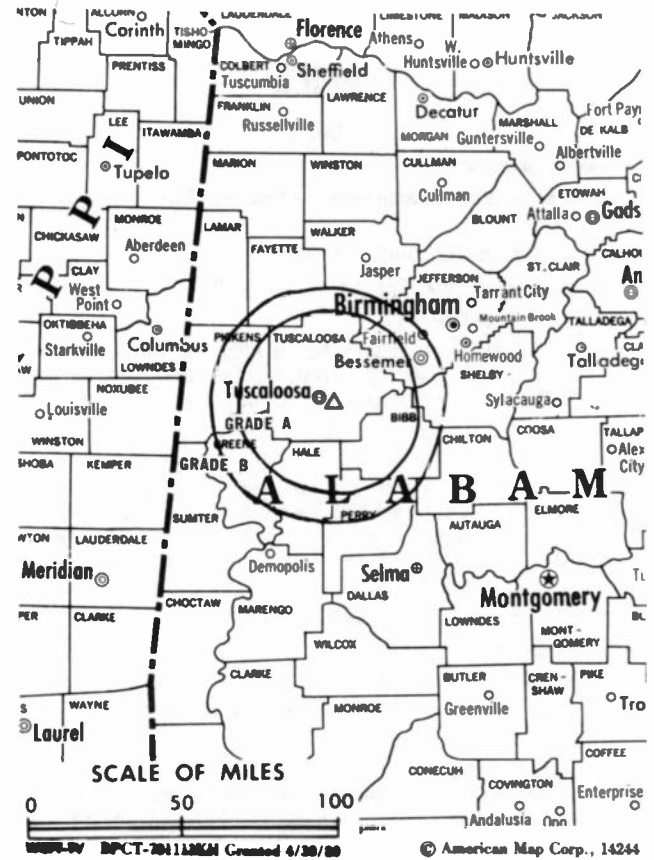
JOHNNIE BLACKBURN, promotion director.

**Highest 30 Sec. Rate** (July 1984): \$210.

**NETWORK BASE HOURLY RATE:** \$152.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Hale	5,100	5,000	98
	Tuscaloosa	50,600	50,000	99
Between 25-49%	<b>ALABAMA</b>			
	Greene	3,700	3,600	97
	Pickens	7,200	7,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Bibb	5,700	5,600	98
	Chilton	11,600	11,400	98
	Fayette	7,100	7,000	99
	Lamar	6,100	6,000	98
	Marengo	8,500	8,300	98
	Perry	4,600	4,500	98
Sumter	5,500	5,400	98	
	<b>MISSISSIPPI</b>			
	Lowndes	19,900	19,700	99
	Noxubee	4,000	3,900	98
<b>Station Totals</b>		<b>139,600</b>	<b>137,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>58,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,600</b>	

# Alabama—Tuscaloosa

## WDBB-TV

Ch. 17

**Network Service:** None, independent.

**Grantee:** Channel 17 Associates Ltd., Box 1006, Tuscaloosa, AL 35403.

**Studio:** 1700 Jug Factory Rd. East, Tuscaloosa, AL 35403.

**Telephone:** 205-345-1117.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1306.8-kw max. visual, 130.68-kw max. aural. Antenna: 610-ft. above av. terrain, 469-ft. above ground, 859-ft. above sea level.

Latitude 33° 09' 36"  
Longitude 87° 30' 54"

**Transmitter:** 1700 Jug Factory Rd. East.

**News Services:** CNN, UPI.

**Satellite Earth Stations:** 2 Comtech, 5 meter.

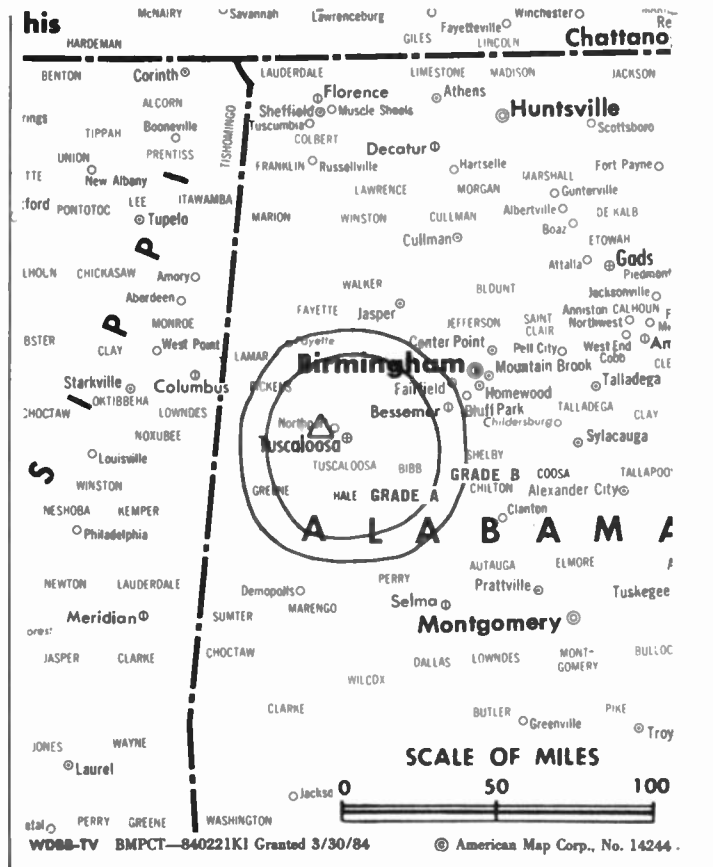
**Ownership:** Ltd. Partnership. David R. DuBose, pres., 68.8%; David M. Baughn, v.p., 9.3%; Richard G. Brennan, secy., 11.9%; Karen C. Brennan, 10%.

**Due to Begin Operation:** October 1, 1984.

**Personnel:**

DAVID R. DuBOSE, president & general manager.  
DAVID M. BAUGHN, vice president & dir. of engineering.  
R. GREY BRENNAN, dir. of station affairs.  
MICHAEL HOOD, general sales manager.  
AL WHITAKER, news director.  
JOHN BATSON, chief engineer.

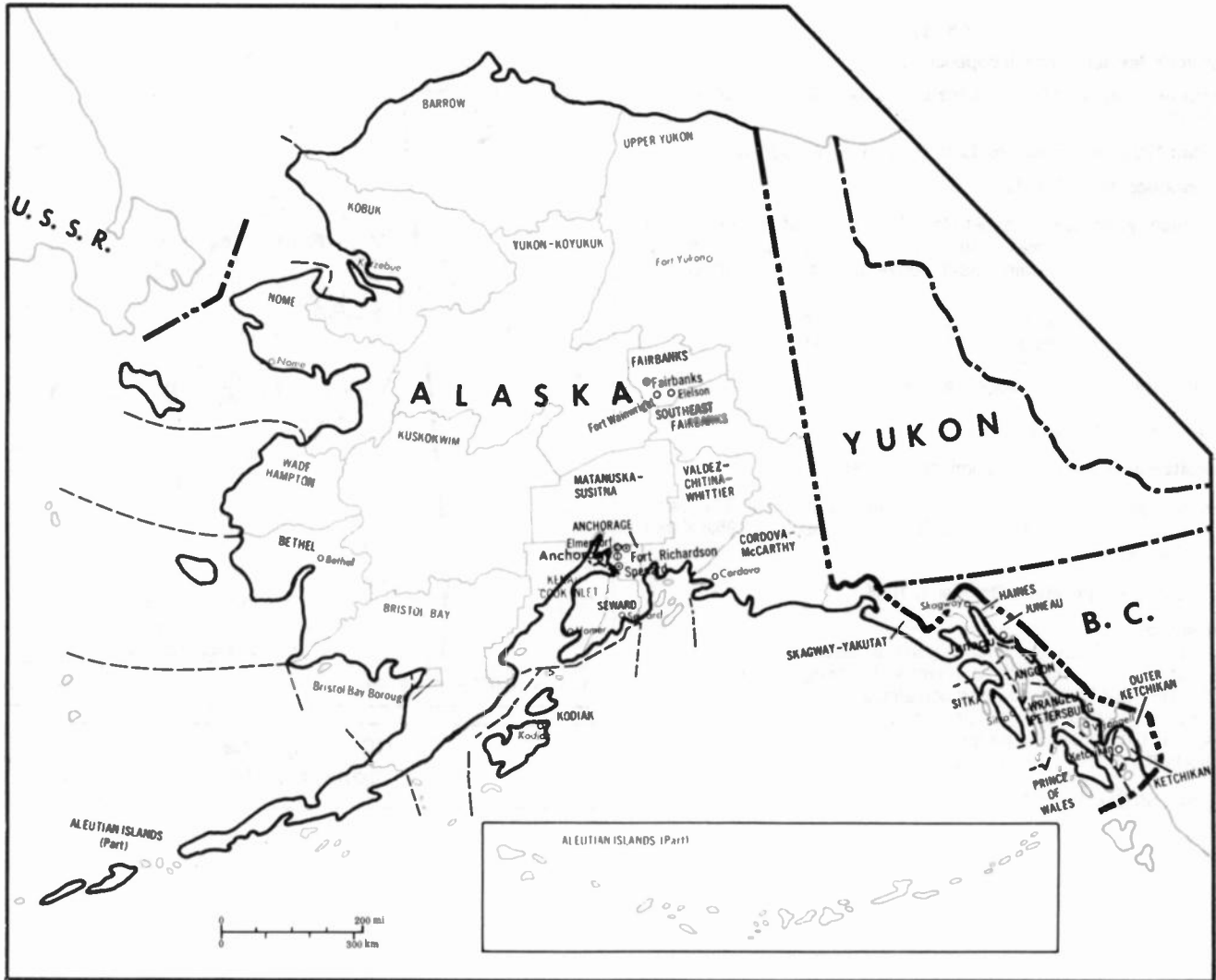
**Highest 30 Sec. Rate:** \$300.



**For CPs & Applications,  
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# Alaska



## Alaska Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	4	0	4
			13

Arbitron Does Not Have Weekly Circulation Data for Alaska

Market	Arbitron ADI TV Households	Rank
Anchorage .....	•	•
Fairbanks .....	•	•
Juneau .....	•	•
North Pole.....	•	•
Sitka .....	•	•

Market Area Commercial TV Stations
KIMO (13), KTBY (4), KTUU-TV (2), KTVA (11)
KATN (2), KTVF (11)
KJUD (8)
KJNP-TV(4)
KTNL (13)

# Alaska—Anchorage

## KTBY

Ch. 4

**Network Service:** None, independent.

**Grantee:** Totem Broadcasting Corp., 1840 S. Bragaw St., Suite 102, Anchorage, AK 99508.

**Studio:** 1840 S. Bragaw St., Suite 102, Anchorage, AK 99508.

**Telephone:** 907-276-4449.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 42.5-kw max. visual, 8.5-kw max. aural. Antenna: 17-ft. above av. terrain, 411-ft. above ground, 621-ft. above sea level.

Latitude 61° 08' 13"  
Longitude 149° 50' 06"

Requests modification of CP for change to 10-kw max. visual, 0.8-kw max. aural. Antenna: Minus 147-ft. above av. terrain, 300-ft. above ground, 457-ft. above sea level, lat. 61° 09' 58", long. 149° 49' 34", transmitter to 2900 E. Dowling Rd., Anchorage. BMPCT-831025KE.

**Transmitter:** 9200 Lake Otis Pkwy., Anchorage.

**Ownership:** Oscar Kawagley, chmn.-pres.; David B. Olson, v.p.-dir. of engineering & Patricia E. Olson, 4.545% jointly; Kathryn Muller, v.p.-dir. of public affairs, 9.09%; Robert C. Ely, secy.; Richard L. Day, treas., 9.09%; Dale Carlisle, asst. secy.; Cherie L. Anderson, Norman E. Sommers, David White, Dwayne Rupp, Michael Parker, Huntley Gordon, Ross Anderson & Calista Corp., 9.09% each; Hezekiah Gilven, 4.545%.

**Began Operation:** December 2, 1983.

**Represented (legal):** Kirkland & Ellis.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

MICHAEL F. BUCK, general manager.

ANNE HAZEN, sales manager.

MICHAEL SHARKI, chief engineer.

**Rates** Not available.



KTBY BMPCT-840306KG Granted 5/31/84

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# Alaska—Anchorage

## KTUU-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Channel 2 Broadcasting Co., Box 102880, Anchorage, AK. 99510.

**Studio:** Fourth Avenue Theatre Bldg.

**Telephone:** 907-279-7477.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 28.2-kw visual, 5.74-kw aural. Antenna: 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level.

Latitude 61° 13' 11"  
Longitude 149° 53' 24"

**Transmitter:** Westward Hotel, 3rd Ave. & E St., Anchorage.

**News Service:** AP.

**Satellite Earth Stations:** Anixter-Mark; Scientific-Atlanta receivers.

**Ownership:** Jessica L. Longston, pres.; L. Berenice Brownlow, v.p.; Cora V. Zaser, secy.-treas.; Zaser & Longston Inc., 100%. ZLI ownership: J. L. Longston, pres., 50.485%; L. B. Brownlow, v.p., 1.662%; C. V. Zaser, secy.-treas., 46.191%; Greg Zaser, v.p.-asst. secy.; Charles T. Brownlow, 0.831%; Kathleen B. Ward, 0.831%. Longston, C. Zaser & L. B. Brownlow own KSEM(AM) Moses Lake, WA. The Brownlows & Ward own KOHI(AM) St. Helens, OR. Longston owns **Othello Outlook** (Othello, WA newspaper) & **Columbia Basic Farmer** (farm magazine, Othello, WA).

**Began Operation:** Oct. 16, 1953. Sale to present owners by Alvin O. Bramstedt, et al., approved March 6, 1981. Sale by Lathrop Co., Richard R. Rollins, et al., approved March 16, 1960 by FCC (**Television Digest**, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47; 11:1).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

### Personnel:

JESSICA L. LONGSTON, president.  
AL BRAMSTEDT JR., general manager.  
BILL DOWD, technical director.  
NANCY JOHNSON, sales manager.  
SANDRA MOORE, program coordinator.  
SUE O'DONNELL, traffic director.  
JOHN LARSON, news director.  
LEE VERSCHUREN, operations manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$340.

**NETWORK BASE HOURLY RATE:** \$273.



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# Alaska—Anchorage

## KIMO

Ch. 13

**Network Service:** ABC.

**Licensee:** Alaska 13 Corp., 2700 Tudor Rd., Anchorage, AK 99507.

**Studio:** 2700 E. Tudor Rd., Anchorage, AK 99507.

**Telephone:** 907-561-1313.

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

Latitude 61° 11' 52"  
Longitude 149° 52' 31"

Holds CP for change to 39-kw max. visual, 7.8-kw max. aural, 87-ft. above av. terrain, 294-ft. above ground, 400-ft. above sea level.

**Transmitter:** 2550 Denali St., Anchorage

**News Services:** AP, ABC, CNN.

**Satellite Earth Stations:** Harris; 6 meter & 9 meter.

**Ownership:** Duane L. Triplett, 24.8%; Brizzolari Trust, 20.5%; Richard M. Zook, 19.1%; Jack Carlisle, 14.0%; Belton Stephens, 6.2%; Mick Tacher, 5.6%; others, none with as much as 5%. Alaska 13 Corp. owns KATN(TV), Fairbanks & KJUD(TV), Juneau, AK.

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

**Represented (sales):** Seltel Inc.; The Tacher Co. (regionally).

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

**Personnel:**

DUANE L. TRIPLETT, president & chief exec. officer.  
RICHARD M. ZOOK, exec. v.p. & chief operations officer.  
ROBERT UNDERWOOD, vice president, sales.  
B. G. RANDLETT, v.p. & general operations manager.  
CARLENE BROWN, national sales manager.  
JOHN VALLENTINE, news director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Min. Rate:** \$3000.

**Highest 30 Sec. Rate:** (Sept. 1984) \$600.

**NETWORK BASE HOURLY RATE:** \$150



KIMO BPCT 2526 Granted 11/19/65

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# Alaska—Anchorage

## KTVA

Ch. 11

**Network Service:** CBS.

**Licensee:** Northern Television Inc., Box 102200, Anchorage, AK 99510.

**Studio:** 1007 W. 32nd Ave. **Telephone:** 907-272-3456.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 50.7-kw visual, 5.07-kw aural. Antenna: 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level.

Latitude 61° 11' 20"  
Longitude 149° 54' 34"

**Transmitter:** 1007 W. 32nd Ave.

**News Service:** AP.

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

**FM Affiliate:** KNIK-FM, 60-kw, 105.5 MHz (No. 288), 205-ft.

**Satellite Earth Stations:** 6, Simulcast; Harris receivers.

**Ownership:** A. G. Hiebert, chief exec. officer, 42.27%; William English, v.p., 1.30%; P. A. Hiebert, secy.-treas., 2.61%; others, none with as much as 3%. Same group also owns KTVA, Fairbanks; radios KBYR & KNIK-FM, Anchorage and KCBF, Fairbanks, AK.

**Began Operation:** Dec. 11, 1953.

**Represented (sales):** Adam Young Inc.; Alaska Radio TV Sales; Art Moore Inc. (Seattle & Portland).

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**

A. G. HIEBERT, chairman.  
RON MOORE, president.  
BRUCE SLOAN, operations manager.  
DICK ENGH, chief engineer.

**Highest One Hour Rate** (Sept. 28, 1983): \$2800.

**Highest 30 Sec. Rate** (Sept. 28, 1983): \$400.

**NETWORK BASE HOURLY RATE:** \$150. Combination rate with KTVA, \$300.



KTVA BPCT-3547 Granted 7/20/65 © American Map Corp., 14244

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# Alaska—Fairbanks

## KATN

(formerly KTTU-TV)

Ch. 2

**Network Service:** ABC, NBC.

**Licensee:** Fairbank Television Inc., 2700 E. Tudor Rd., Anchorage, AK 99507.

**Studio:** 516 Second Ave. **Telephone:** 907-452-2125.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 28.2-kw visual, 5.5-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

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

**Transmitter:** 516 Second Ave.

**News Service:** AP.

**Ownership:** See KIMO, Anchorage.

**Began Operation:** March 1, 1955. Sale to present owner by Channel 2 Bcstg. Co. approved by FCC June 8, 1984.

**Represented (sales):** Seltel Inc.; The Tacher Co.

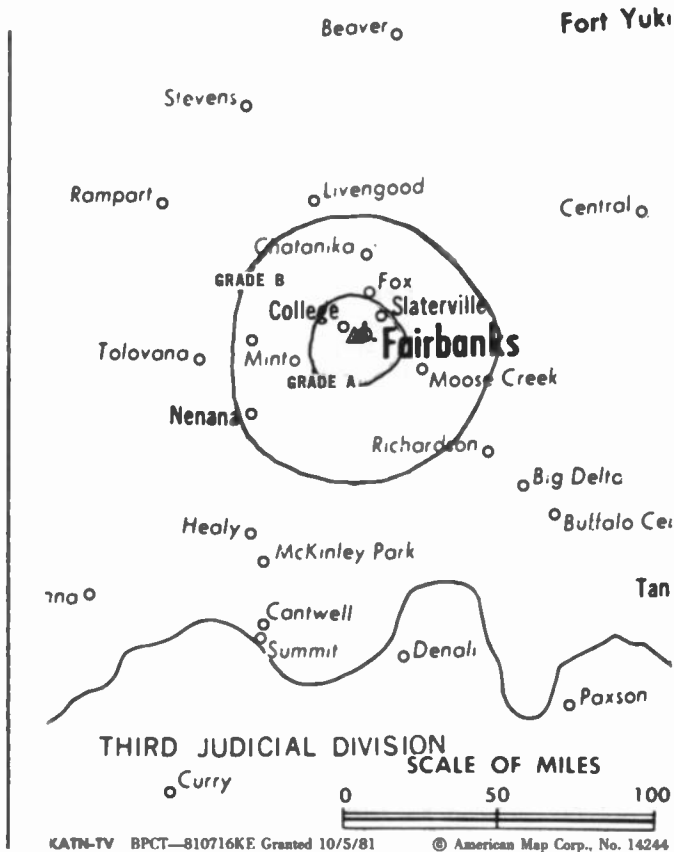
**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

DUANE L. TRIPLETT, president.  
CHUCK BROWNLOW, station manager.  
RALPH GILLETTE, chief engineer.

**Highest 30 Sec. Rate** (Oct. 3, 1983): \$200.

**NETWORK BASE HOURLY RATE:** \$150.



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# Alaska—Fairbanks

## KTVF

Ch. 11

**Network Service:** CBS, ABC.

**Licensee:** Northern Television Inc., Box 950, Fairbanks, AK 99707.

**Studio:** 3rd & Lacey Sts., Fairbanks.

**Telephone:** 907-452-5121. **Telex:** 35-403.

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

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

**Transmitter:** 3rd & Lacey Sts., Fairbanks.

**News Service:** AP.

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

**Ownership:** Same as KTVA, Anchorage.

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

**Represented (sales):** Adam Young Inc.; Art Moore Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**

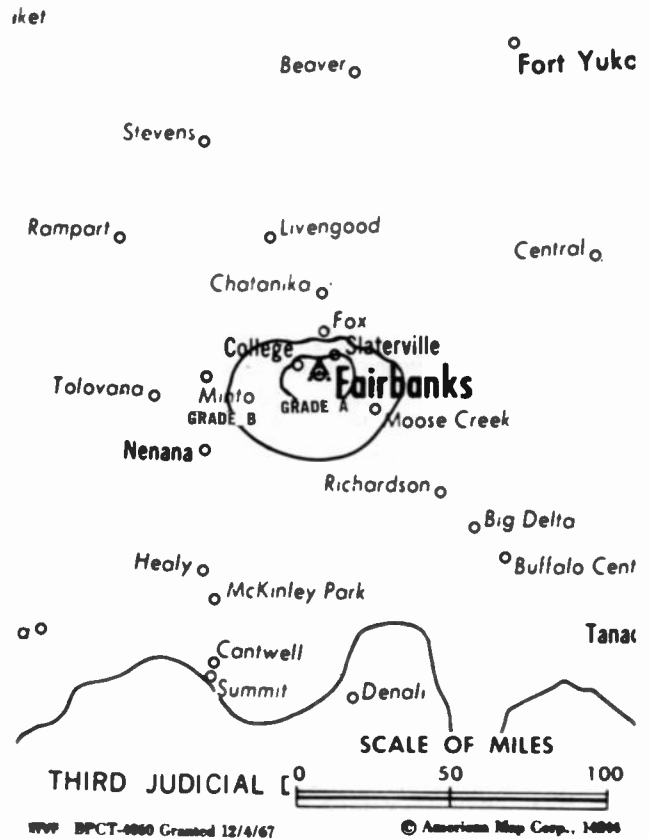
A. G. HIEBERT, chairman.

HENRY H. HOVE, president & general manager.

SALLY CRAWFORD, general sales manager.

**Highest 30 Sec. Rate:** \$160.

**NETWORK BASE HOURLY RATE:** \$200.



# Alaska—Juneau

## KJUD

Ch. 8

**Network Service:** NBC.

**Licensee:** The Alaska 13 Corp., 2700 E. Tudor Rd., Anchorage, AK 99507.

**Studio:** Douglas Island, near Juneau.

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

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 0.204-kw visual, 0.041-kw aural. Antenna: Minus 950-ft. above av. terrain, erected over tidewater, 277-ft. above sea level.

Latitude 58° 18' 06"  
Longitude 134° 26' 29"

**Transmitter:** Douglas Island, near Juneau.

**News Service:** AP.

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

**Ownership:** See KIMO(TV), Anchorage.

**Began Operation:** Feb. 19, 1956. Sale to Midnight Sun & others by W. J. Wagner approved April 29, 1959 by FCC (**Television Digest**, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%. Sale to KINY Assoc. approved by FCC Dec. 11, 1981. Sale to present owners approved Nov. 24, 1982.

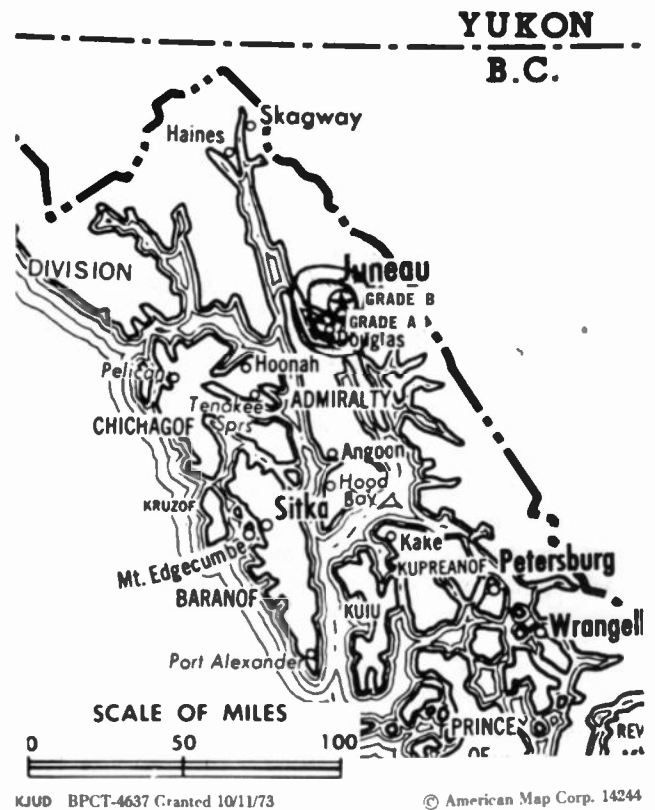
**Represented (sales):** Seltel Inc.; The Tacher Co. (Northwest).

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

**Personnel:**

KEN MARTIN, general manager.  
ROB KEWER, chief engineer.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$125.





# Alaska—North Pole

## KJNP-TV

Ch. 4

**Network Service:** None, independent.

**Licensee:** Evangelistic Alaska Missionary Fellowship, Box 0, North Pole, AK 99705.

**Studio:** North Pole. **Telephone:** 907-488-2216.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 19.1-kw visual, 3.31-kw aural. Antenna: 1620-ft. above av. terrain, 191-ft. above ground, 2491-ft. above sea level.

Latitude 64° 52' 44"  
Longitude 148° 03' 10"

**Transmitter:** Atop Ester Dome, North Pole.

**News Service:** INN.

**Satellite Earth Stations:** 2, Harris; 6-meter.

**AM Affiliate:** KJNP, 50-kw, 1170 kHz.

**FM Affiliate:** KJNP-FM, 25-kw, 100.3 MHz (No. 263), 1570-ft.

**Ownership:** Non-stock corp. Norman Peterson Jr., pres.; Cleon Laughlin, v.p.; Donald L. Nelson, v.p.; Ronald Scheimo, secy.-treas.

**Began Operation:** Dec. 7, 1981.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Carl E. Smith Consulting Radio Engineers.

### Personnel:

DONALD L. NELSON, president/director.

GEN NELSON, executive vice president.

YVONNE CARRIKER, secretary/treasurer, general manager.

RICHARD OLSON, administrative assistant & sales manager.

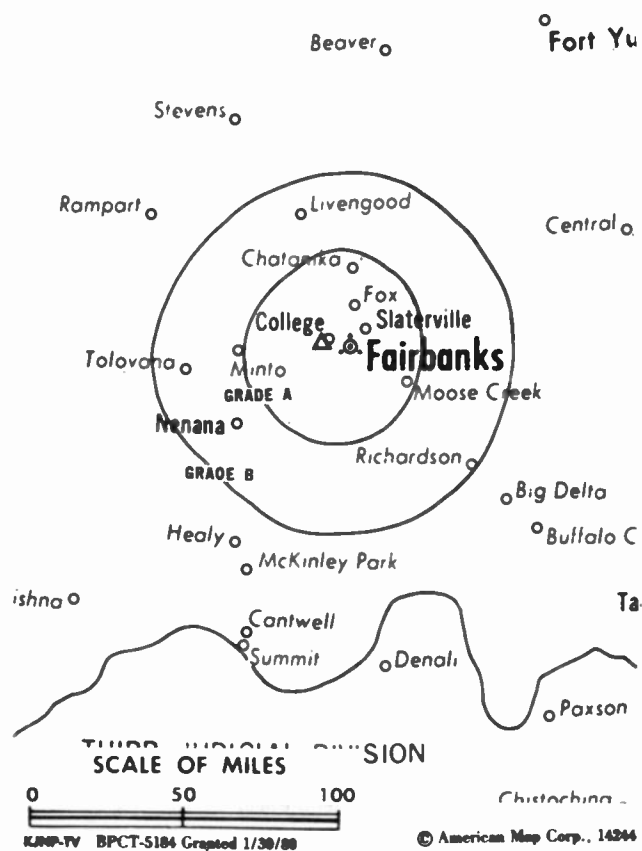
BEVERLY OLSON, program director.

ERIC NICHOLS, director of engineering.

ROGER SKOLD, station manager & news director.

DENNIS McFADDEN, TV productions.

**Highest 30 Sec. Rate:** (July 12, 1984) \$50.



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# Alaska—Sitka

## KTNL

Ch. 13

**Network Service:** CBS.

**Licensee:** Dan & Kathie Etulain, Box 479, Sitka, AK 99835.

**Studio:** 611 Lake St.

**Telephone:** 907-747-8488.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 0.199-kw visual, 0.03-kw aural. Antenna: 150-ft. above av. terrain, 157-ft. above ground, 185-ft. above sea level.

Latitude 57° 03' 26.5"

Longitude 135° 20' 02.0"

**Transmitter:** 611 Lake St.

**Satellite Earth Stations:** Scientific-Atlanta 4.6-meter; Common Carrier.

**Ownership:** Dan & Kathie Etulain, 100% jointly.

**Began Operation:** Sept. 25, 1966. Sale to present owners by Roy Paschal, et al., approved by FCC May 10, 1983.

**Represented (sales):** Unirep; Tacher Co. (regional).

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

**Personnel:**

DAN ETULAIN, president & general manager.

KATHIE ETULAIN, vice president & secretary-treasurer.

**Highest One Hour Rate:** \$420.

**Highest 30 Sec. Rate:** (July 3, 1984): \$35.

**NETWORK BASE HOURLY RATE:** \$50.



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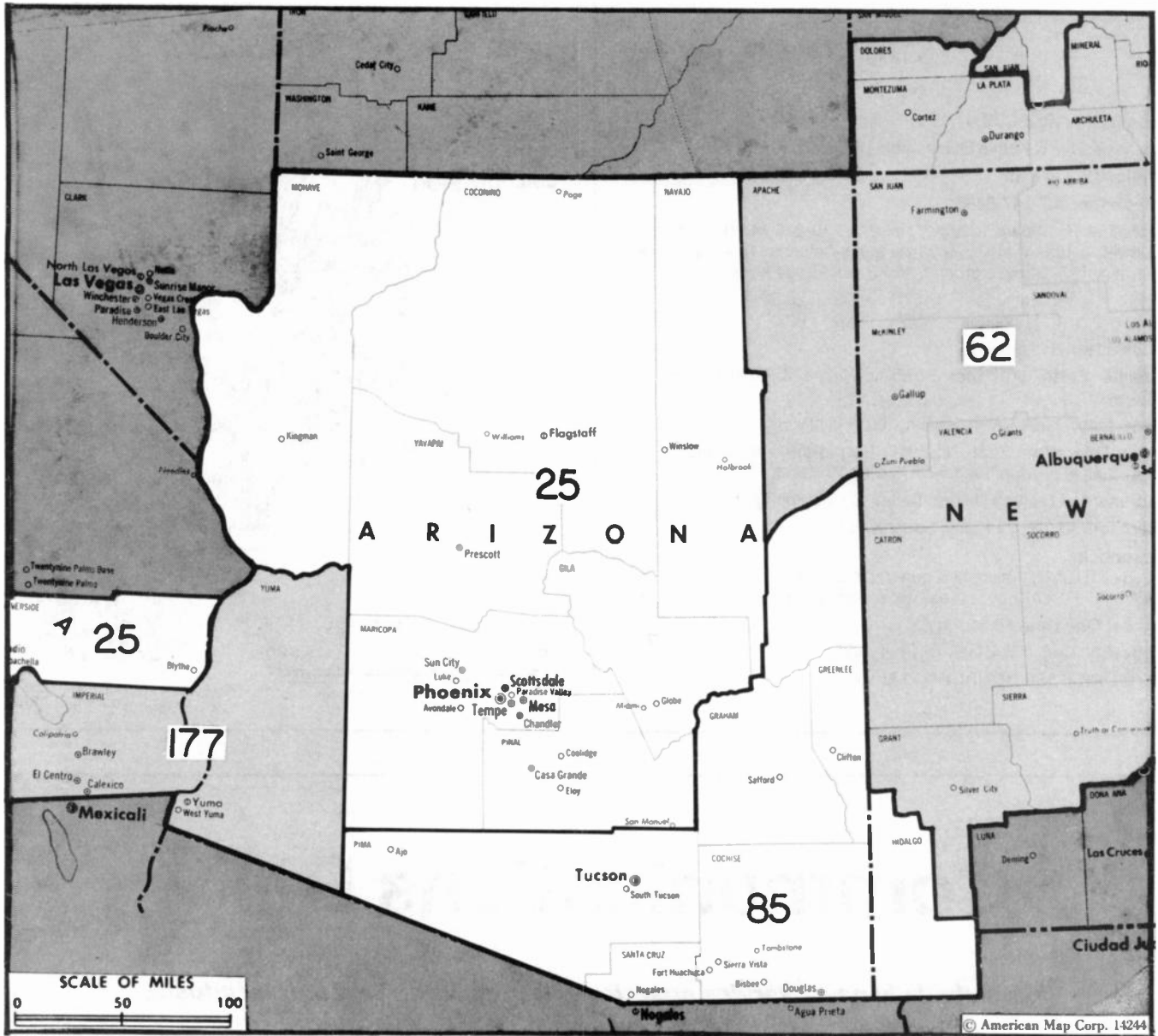
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# Arizona



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Phoenix, AZ .....	780,000	25	KNAZ-TV (2), KNXV-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7)
Albuquerque, NM .....	394,200	62	KCHF (11), KGGM-TV (13), KGSW (14), KNAT (23), KOAT-TV (7), KOBF (12), KOB-TV (4), KSAF-TV (2)
Tucson, AZ .....	271,500	85	KGUN-TV (9), KOLD-TV (13), KVOA-TV (4), KZAZ (11)
El Centro, CA-Yuma, AZ .....	62,500	177	KECY-TV (9), KYEL-TV (13)

### Arizona Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	2	0	2
			16

# Arizona—Flagstaff

## KNAZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Grand Canyon TV Co. Inc., Box 1843, Flagstaff, AZ 86002.

**Studio:** 2201 N. Vickey Dr., Flagstaff.

**Telephone:** 602-526-2232.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1540-ft. above av. terrain, 284-ft. above ground, 8684-ft. above sea level.

Latitude 34° 58' 06"  
Longitude 111° 30' 28"

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

**News Services:** AP, NPS.

**Ownership:** Standard Life Insurance Co., 45.847%; Estate of T. B. Lanford, 13.69%; T. M. Hederman Trust, 4.518%; Eleanor Collums, 3.486%; 30 others with less than 2.5% each. For Lanford interests, see Group Ownership of TV Stations.

**Began Operation:** May 2, 1970. Sale to Capitol Bcstg. Co. by Wendell Elliott Jr., et al., approved by FCC Jan. 7, 1981. Transfer of control to individual shareholders of Capitol approved by FCC Jan. 5, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

DON PURNELL, general manager.  
ED BOUCHARD, chief engineer.  
BILL TUCKER, news director.

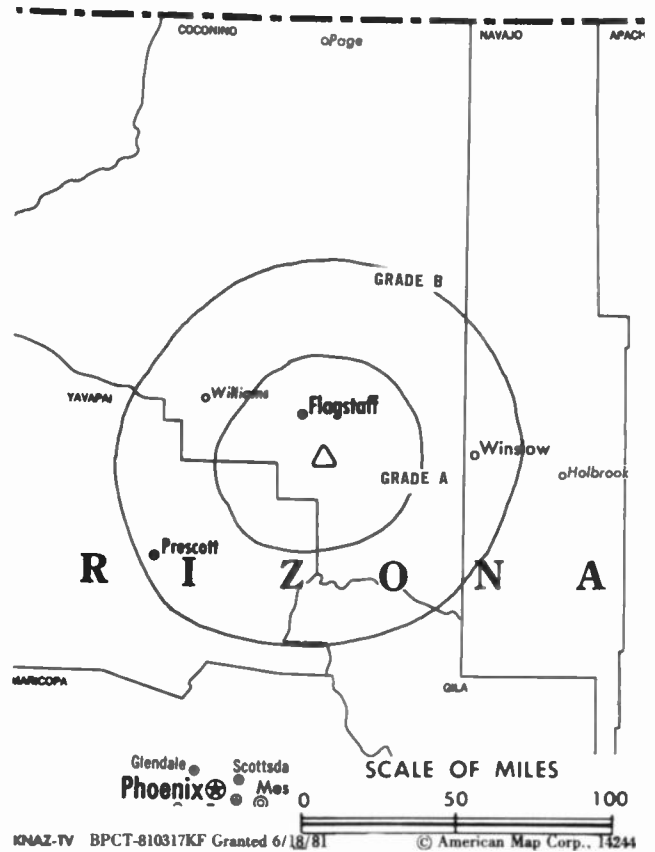
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (July 3, 1984): \$150.

**NETWORK BASE HOURLY RATE:** \$175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b> Coconino	25,600	23,800	93
	<b>ARIZONA</b> Navajo Yavapai	21,000 31,700	19,200 30,200	91 95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
Between 5-24%	Apache North	11,500	10,300	90
<b>Station Totals</b>		<b>89,800</b>	<b>83,500</b>	<b>92</b>
<b>Net Weekly Circulation (1984)</b>				<b>37,900</b>
<b>Average Daily Circulation (1984)</b>				<b>19,000</b>

**CONNECTIONS**  
**The World Communications Report**  
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# Arizona—Phoenix

## KNXV-TV

Ch. 15

**Network Service:** None, independent.

**Licensee:** New Television Corp., 4625 S. 33rd Place, Phoenix, AZ 85040.

**Studio:** 4625 S. 33rd Place.

**Telephone:** 602-243-4151. **TWX:** 910-951-0633.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1084-kw max. & 631-kw horizontal visual, 108.4-kw max. & 63.1-kw horizontal aural. Antenna: 1710-ft. above av. terrain, 282-ft. above ground, 2912-ft. above sea level.

Latitude 33° 20' 00"  
Longitude 112° 03' 46"

Holds CP for change to 524-kw visual, 108.4-kw aural.

**Transmitter:** South Mountain Park, Phoenix.

**Satellite Earth Station:** Calstar; 5-meter; Calstar receivers.

**Ownership:** Arlington Corp. Byron H. Lasky, chmn., 80%; Edwin Cooperstein, pres., 20%. For other interests, see Group Ownership of TV Stations.

Note: Sale to Scripps-Howard Bcstg. pends (**Television Digest**, Vol. 24:20, 26).

**Began Operation:** Sept. 9, 1979.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

### Personnel:

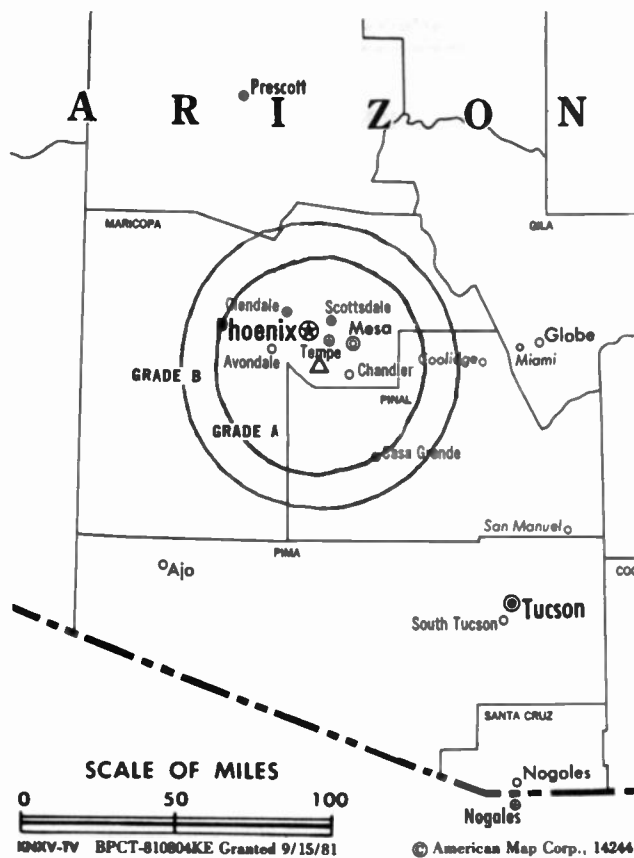
BYRON H. LASKY, chairman of the board.  
EDWIN COOPERSTEIN, president & general manager.  
SONDRA COOPERSTEIN, vice president & station manager.  
STEPHEN R. BANKS, vice president & general sales manager.  
ROBERT L. OPPENHEIM, vice president & general counsel.  
STANLEY PESNER, vice president & treasurer.  
BRUCE SHERMAN, chief engineer.

**Highest One Hour Rate:** \$1500.

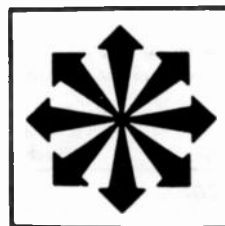
**Highest 30 Sec. Rate** (July 10, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ARIZONA</b>			
	Maricopa	633,100	620,400	98
	Pinal	31,600	30,500	97
<b>Station Totals</b>		<b>664,700</b>	<b>650,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>310,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>127,400</b>	



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# Arizona—Phoenix

## KPAZ-TV

Ch. 21

**Network Service:** None, independent.

**Licensee:** Trinity Broadcasting of Arizona Inc., 3551 E. McDowell Rd., Phoenix, AZ 85008.

**Studio:** 3551 E. McDowell Rd.

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

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1600-ft. above av. terrain, 178-ft. above ground, 2799-ft. above sea level.

Latitude 33° 20' 02.5"  
Longitude 112° 03' 42.0"

**Transmitter:** South Mtn. Park.

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

**News Service:** TBN.

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

**Ownership:** See KTVB-TV, Santa Ana-Los Angeles, CA.

**Began Operation:** Sept. 16, 1967. Involuntary transfer of control from Donald B. Thomson, et al., to trustee granted Oct. 9, 1969. Sale to Glad Tidings Church of America approved by FCC June 24, 1971. Station left air Jan. 19, 1977. Sale to present owner by Glad Tidings approved by FCC July 21, 1977. Resumed operation Sept. 5, 1977.

**Represented (legal):** Gammon & Grange.

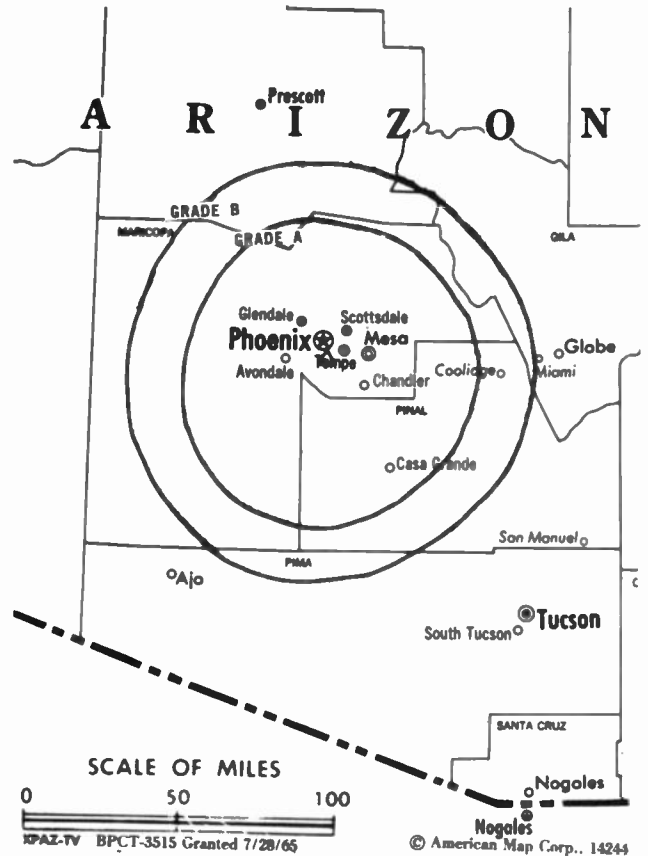
**Personnel:**

PAUL F. CROUCH, president.  
PHILIP CROUCH, station manager.

**Highest 30 Sec. Rate** (July 1, 1982): \$50.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
Between 5-24%	Maricopa	633,100	620,400	98
<b>Station Totals</b>		<b>633,100</b>	<b>620,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>33,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>11,700</b>	



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# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Network Service:** None, independent.

**Licensee:** Meredith Corp., 4016 N. Black Canyon Highway, Phoenix, AZ 85017.

**Studio:** 4016 N. Black Canyon Highway.

**Telephone:** 602-264-1000. **TWX:** 910-951-1519.

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

Latitude 33° 20' 02"  
Longitude 112° 03' 40"

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

**News Services:** INDX, UPI.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Meredith Corp., Des Moines, IA. For other interests, see Group Ownership of TV Stations.

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

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

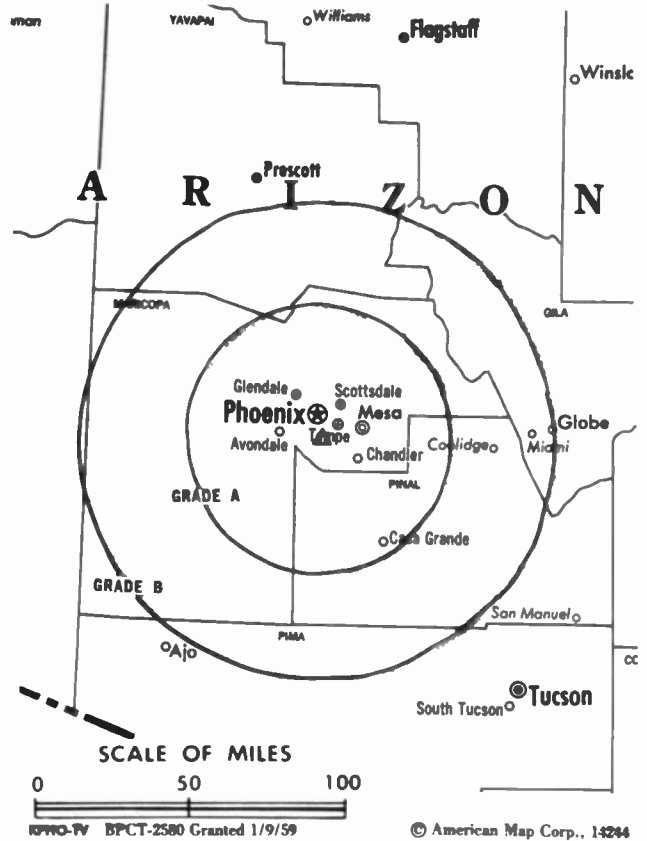
RICHARD DeANGELIS, vice president & general manager.  
CHARLES ALVEY, program manager.  
DON PAULY, general sales manager.  
ROBERT A. GALLE, national sales manager.  
TOVE SPOFFORD, local sales manager.  
GREG BRANNAN, promotion manager.  
TOM SHERLOCK, public affairs director.  
WILLIAM J. STRUBE, director of engineering.  
KEN ROBINSON, news director.

**Highest One Hour Rate** (July 12, 1984): \$9000.

**Highest 30 Sec. Rate** (July 12, 1984): \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Apache South	3,100	2,700	87
	Coconino	25,600	23,800	93
	Gila	14,100	13,500	96
	Graham	7,300	6,900	94
	Greenlee	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	La Paz	5,000	4,800	96
	Maricopa	633,100	620,400	98
	Mohave	26,100	24,800	95
	Navajo	21,000	19,200	91
	Pinal	31,600	30,500	97
	Yavapai	31,700	30,200	95
	Yuma	29,200	27,600	95
	<b>CALIFORNIA</b>			
Riverside East	6,700	6,500	97	
Between 25-49%	<b>ARIZONA</b>			
	Cochise	32,100	30,900	96
	Santa Cruz	7,000	6,800	97
Between 5-24%	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Station Totals</b>		<b>879,600</b>	<b>854,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>692,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>402,400</b>	

# Arizona—Phoenix-Mesa

**KPNX-TV**

Ch. 12



**BLAIR TELEVISION  
GANNETT COMMUNICATIONS**

**Network Service:** NBC.

**Licensee:** KPNX Broadcasting Co., Box 711, Phoenix, AZ 85001.

**Studio:** 1101 N. Central Ave., Box 711, Phoenix 85001.

**Telephone:** 602-257-1212. **TWX:** 910-951-4214.

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

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

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

**News Services:** AP, UPI.

**Satellite Earth Stations:** One network-owned; Harris, 6-meter; Harris receivers.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see Group Ownership of TV Stations and Newspaper Ownership of TV Stations.

**Began Operation:** April 23, 1953. Merger of Combined Communications with Gannett approved by FCC June 7, 1979 (**Television Digest**, Vol. 18:20, 38; 19:24). Merger to form Combined Communications approved by FCC Oct. 16, 1968. Previous sale to John J. Louis family & others by Harry L. Nace interests approved by FCC June 16, 1954 (Vol. 10:18, 25).

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

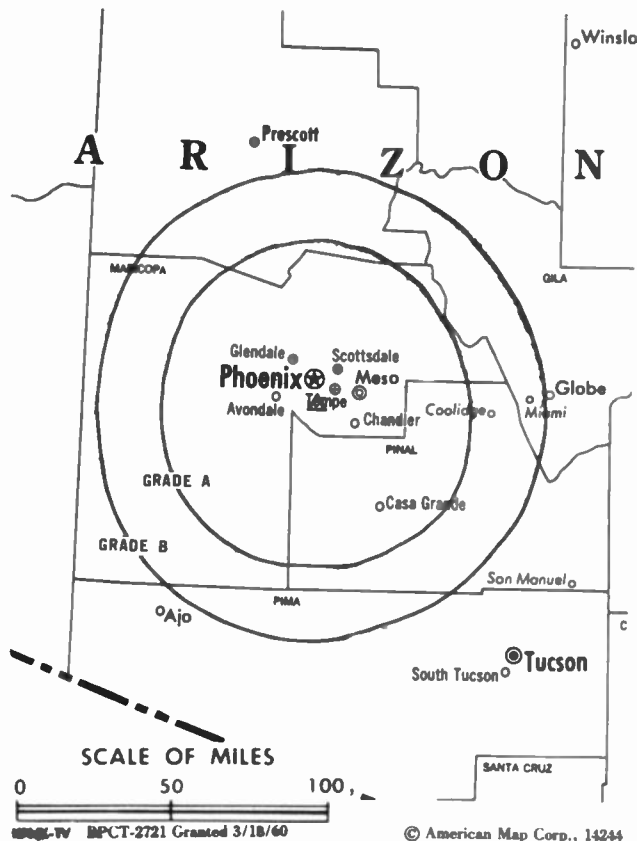
**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- C. E. COONEY, president & general manager.
- ROBERT ALLINGHAM, v.p., programming & station manager.
- JEFFREY R. MORRIS, vice president & general sales manager.
- PATRICK WELCH, vice president & controller.
- CHRIS CORR, national sales manager.
- PERRY CHESTER, local sales manager.
- LEON ANGLIN, vice president & chief engineer.
- JIM WILLI, vice president, news.
- MARJORIE SCHMIDT, promotion director.

**Highest 30 Sec. Rate** (July 1984): \$2600.

**NETWORK BASE HOURLY RATE:** \$1225.



Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Gila	14,100	13,500	96
	Graham	7,300	6,900	94
	Greenlee	3,900	3,800	97
	La Paz	5,000	4,800	96
	Maricopa	633,100	620,400	98
	Mohave	26,100	24,800	95
	Navajo	21,000	19,200	91
	Pinal	31,600	30,500	97
	Yavapai	31,700	30,200	95
	<b>CALIFORNIA</b>			
	Riverside East	6,700	6,500	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Apache South	3,100	2,700	87
	Coconino	25,600	23,800	93
<b>Station Totals</b>		<b>809,200</b>	<b>787,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>675,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>404,400</b>	



# Arizona—Phoenix

## KTSP-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** KTSP-TV, 511 W. Adams St., Phoenix, AZ 85003.

**Studio:** 511 W. Adams St.

**Telephone:** 602-257-1234. **TWX:** 910-951-1343.

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

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

**Transmitter:** South Mountain.

**News Services:** AP, UPI.

**Satellite Earth Station:** BMS; 6-meter.

**Ownership:** Gulf Broadcast Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (*Television Digest*, Vol. 10:12, 19). Present owner bought 48.1% interest in station from Gene Autry (Vol. 21:22), remainder from Thomas Chauncey & Homer Lane (Vol. 22:24). Sale approved by FCC Aug. 25, 1982.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

JACK SANDER, president & general manager.  
ANTHONY TWIBELL, general sales manager.  
GARY ROCKEY, program manager.  
BERNIE FLYNN, national sales manager.  
DONNA VOGT, advertising & promotion manager.  
AL HILLSTROM, chief engineer.  
BILL MILLER, news director.

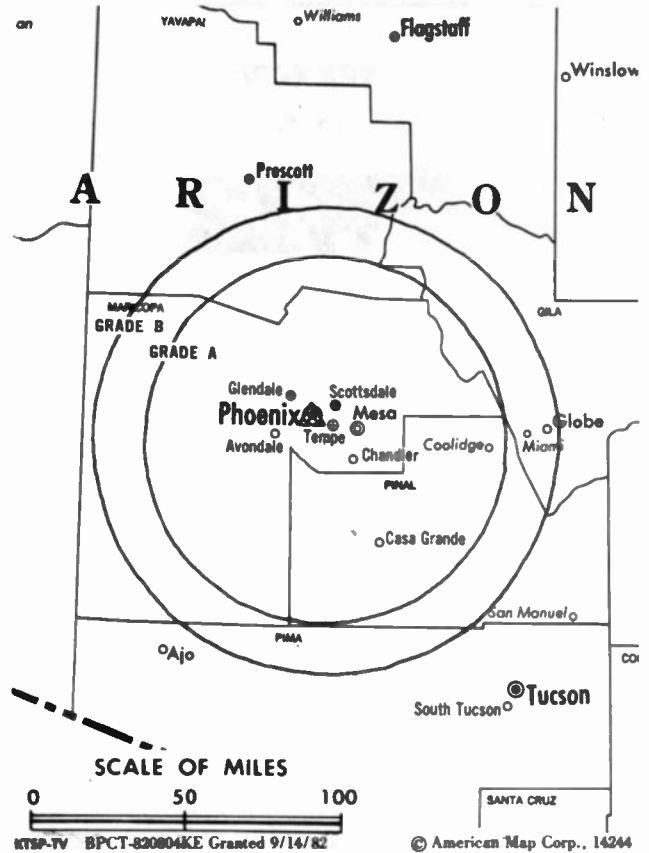
**Highest One Hour Rate:** \$12,000.

**Highest 30 Sec. Rate** (July 16, 1984): \$3500.

**NETWORK BASE HOURLY RATE:** \$1051.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Coconino	25,600	23,800	93
	Gila	14,100	13,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Graham	7,300	6,900	94	
	La Paz	5,000	4,800	96	
	Maricopa	633,100	620,400	98	
	Mohave	26,100	24,800	95	
	Navajo	21,000	19,200	91	
	Pinal	31,600	30,500	97	
	Yavapai	31,700	30,200	95	
	Yuma	29,200	27,600	95	
	<b>CALIFORNIA</b>				
	Riverside East	6,700	6,500	97	
Between 25-49%	<b>ARIZONA</b>				
	Apache South	3,100	2,700	87	
Greenlee	3,900	3,800	97		
<b>Station Totals</b>		<b>838,400</b>	<b>814,700</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>719,300</b>		
<b>Average Daily Circulation (1984)</b>			<b>443,300</b>		

# Arizona—Phoenix

## KTVK

Ch. 3

**Network Service:** ABC.

**Licensee:** Arizona Television Co., 3435 N. 16th St., Phoenix, AZ 85016.

**Studio:** 3435 N. 16th St.

**Telephone:** 602-266-5691. **TWX:** 910-951-1562.

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

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

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

**News Service:** AP.

**Satellite Earth Station:** Common Carrier; Scientific-Atlanta; 4.6-meter.

**Ownership:** Delbert R. Lewis, conservator, 49.98%; Delbert R. Lewis, pres.-treas., 28.66%; others.

**Began Operation:** Feb. 28, 1955.

**Represented (sales):** TeleRep.

**Represented (legal):** Dempsey & Koplovitz.

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

**Personnel:**

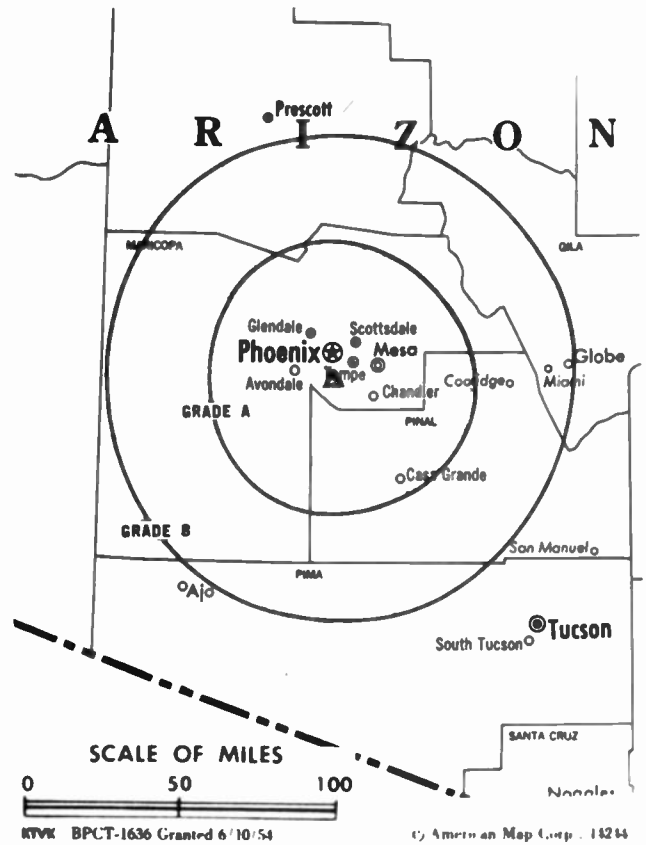
DELBERT R. LEWIS, president & general manager.  
JACK JACOBSON, station manager & film buyer.  
MIKE CEFARATTI, national sales manager.  
KIRK WINKLER, news director.  
BILL LAWRENCE, chief engineer.

**Highest 30 Sec. Rate (May 1983):** \$4000.

**NETWORK BASE HOURLY RATE:** \$925.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Coconino	25,600	23,800	93
	Gila	14,100	13,500	96
	Graham	7,300	6,900	94
	Greenlee	3,900	3,800	97
	La Paz	5,000	4,800	96
	Maricopa	633,100	620,400	98
	Mohave	26,100	24,800	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Navajo	21,000	19,200	91
	Pinal	31,600	30,500	97
	Yavapai	31,700	30,200	95
	Yuma	29,200	27,600	95
<b>CALIFORNIA</b>				
	Riverside East	6,700	6,500	97
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Apache South	3,100	2,700	87
	<b>UTAH</b>			
<b>Between 5-24%</b>	Emery	4,000	3,900	98
	<b>Station Totals</b>	<b>842,400</b>	<b>818,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>702,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>396,500</b>	

# Arizona—Phoenix

## KTVW-TV

Ch. 33

**Network Service:** Spanish International Network.

**Licensee:** Seven Hills Television Co., 3019 E. Southern Ave., Phoenix, AZ 85040.

**Telephone:** 602-243-3333.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 2290-kw max. visual, 229-kw max. aural. Antenna: 1710-ft. above av. terrain, 282-ft. above ground, 2912-ft. above sea level.

Latitude 33° 20' 00"

Longitude 112° 03' 46"

**Transmitter:** South Mtn., 8-mi. S of Phoenix City Hall.

**News Service:** UP!.

**Satellite Earth Station:** Transmit/Receive; Scientific-Atlanta; 10-meter; Scientific-Atlanta receivers.

**Ownership:** Reynold V. Anselmo, pres.-treas., 55%; Emilio Nicolas, v.p., 15%; Daniel D. Villanueva, v.p., 15%; William Stiles, 5%; Joaquin Blaya & Robert Munoz, 2.5% each. Stockholders have interest in Spanish International Communications Corp. (see KMEX-TV, Los Angeles). Anselmo, Nicolas & Villanueva have interest in KDTV, San Francisco, CA.

**Began Operation:** Sept. 2, 1979.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Norman P. Leventhal.

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

**Personnel:**

JOSE C. CANCELA, general manager.

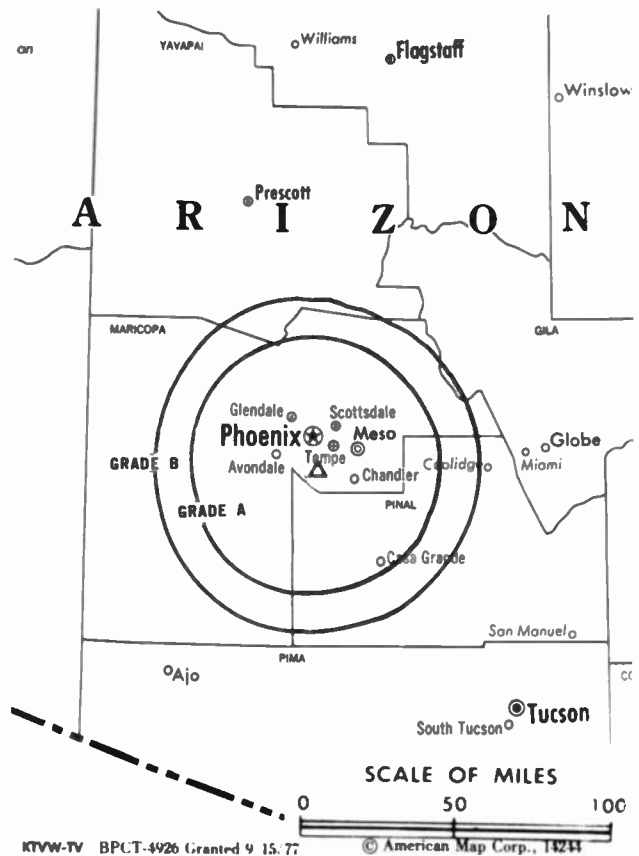
MICHAEL FLYNN, general sales manager.

BARRY LEVISOHN, operations manager.

LAWRENCE BECKMAN, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$350.

**Arbitron Data:** Not available.



## VIDEO WEEK

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# Arizona—Prescott

## KUSK

Ch. 7

**Network Service:** None, independent.

**Grantee:** KUSK Inc., 741 E. McDowell, Phoenix, AZ 85001.

**Studio:** 3211 Tower Dr., Prescott, AZ 86301.

**Telephone:** 602-253-3001.

**Mailing Address:** Box 391, Phoenix, AZ 85001.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 8.71-kw visual, 1.74-kw aural. Antenna: 2814-ft. above av. terrain, 110-ft. above ground, 7930-ft. above sea level.

Latitude 34° 42' 17"  
Longitude 112° 06' 55"

**Transmitter:** S peak of Mingus Mtn., 22-mi. ENE of Prescott.

**Satellite Earth Station:** In operation.

**News Service:** CNN Headline News.

**Ownership:** William H. Sauro, pres., 55.7%; Ronna Sauro, secy.; Neighborhood TV Co., 30%; Allstate Insurance, 14.3%. NTC ownership: Marshall M. Carpenter Jr., pres., 18.7%; William H. Sauro, v.p., 18.7%; Lyle Mettler, treas., 18.6%; Alsta & Co., 44%. NTC is an applicant for translators to rebroadcast KUSK.

**Began Operation:** Sept. 5, 1982.

**Represented (sales)** by Unirep Bcstg. Co.

**Represented (legal)** by Cohn & Marks.

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

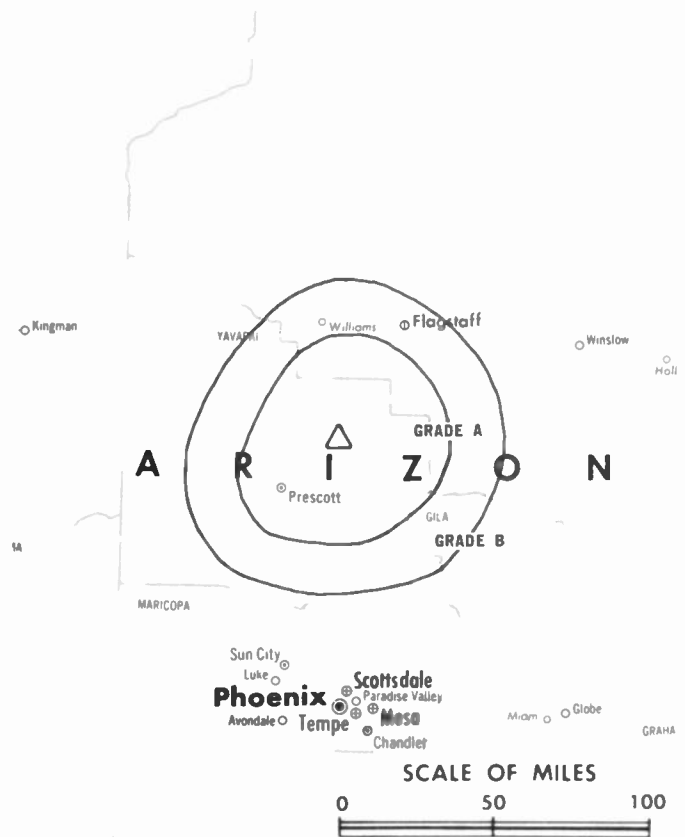
**Personnel:**

WILLIAM H. SAURO, president.  
RICHARD HOWE, vice president & sales manager.  
PAT GRAY, vice president & program operations manager.  
THAYNE HIGGINS, chief engineer.

**Highest One Hour Rate** (Jan. 15, 1983): \$750.

**Highest 30 Sec. Rate** (July 12, 1984): \$120.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



KUSK BPCT-790618KG Granted 1/7/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
Between 25-49%	Yavapai	31,700	30,200	95
<b>Station Totals</b>		<b>31,700</b>	<b>30,200</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>14,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>5,000</b>	

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# Arizona—Tucson

## KDTU-TV

Ch. 18

**Network Service:** None, independent.

**Licensee:** Roman Catholic Church of the Diocese of Tucson, 192 S. Stone Ave., Tucson, AZ 85701.

**Studio:** 1855 N. 6th Ave., Tucson, AZ 85705.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1196.2-kw max. visual, 119.6-kw max. aural. Antenna: 2006-ft. above av. terrain, 200-ft. above ground, 4560-ft. above sea level.

Latitude	32°	14'	56"
Longitude	110°	06'	58"

**Transmitter:** Tucson Mtns.

**News Services:** AP, NCWS.

**Satellite Earth Station:** BMS, 5-meter.

**Ownership:** Non-profit, non-stock corp.

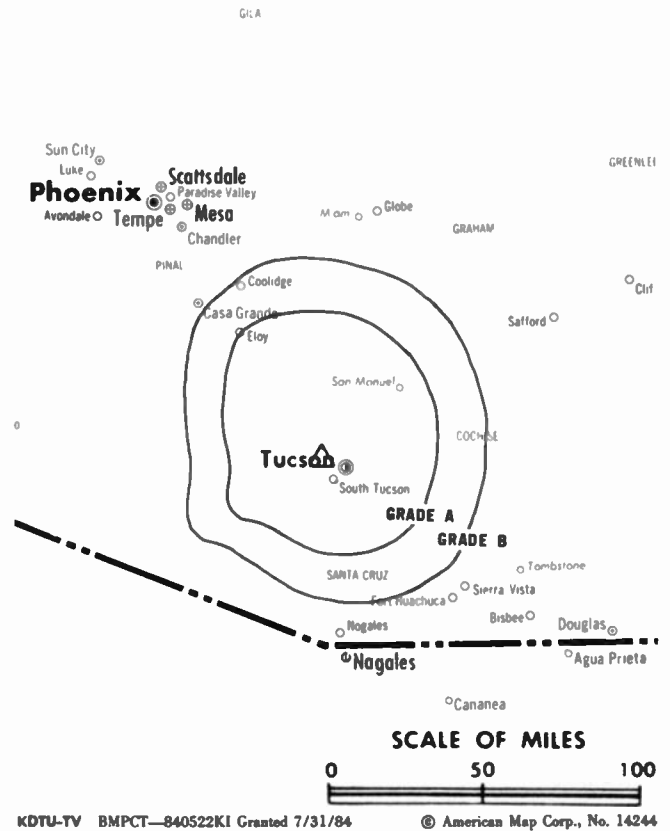
**Due to Begin Operation:** Nov. 18, 1984.

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

**Represented (engineering):** Andrus & Associates.

**Personnel:**

ROBERT NORDMEYER, general manager.  
FRED ALLISON, program director.  
MICHALE BUCCIARELLI, chief engineer.



# Arizona-Tucson

## KGUN-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** May Broadcasting Co., 10714 Mockingbird Dr., Omaha, NE 68129.

**Studio:** 2175 N. Sixth Ave., Tucson 85705.

**Mailing Address:** Box 5707, Tucson, AZ 85703.

**Telephone:** 602-792-9933.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 21.9-kw aural. Antenna: 3720-ft. above av. terrain, 240-ft. above ground, 8781-ft. above sea level.

Latitude 32° 24' 54"  
Longitude 110° 42' 59"

**Transmitter:** Mt. Bigelow.

**News Services:** AP, UPI.

**Ownership:** See KMTV, Omaha, NE.

**Began Operation:** June 3, 1956. Sale to present owner by Gilmore Bcstg. Corp. of Arizona approved by FCC July 31, 1968 (*Television Digest*, Vol. 8:15, 34). Previous sale to Gilmore by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, IN was approved July 15, 1964 (Vol. 4:26, 29). Sale to Hilberg group by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 (Vol. 12:51).

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

**Personnel:**

- EDWARD W. MAY, president.
- NORMAN W. WILLIAMS, executive vice president.
- JACK PARRIS, vice president & general manager.
- ROBERT TOBEY, general sales manager.
- LARRY SCHNEBLY, regional sales manager.
- BRUCE FRANZEN, program manager.
- JOHN R. SAWYER, chief accountant.
- PHIL AALAND, chief engineer.
- DEBRA HASTINGS, production manager.
- JEFF BARTLETT, news director.

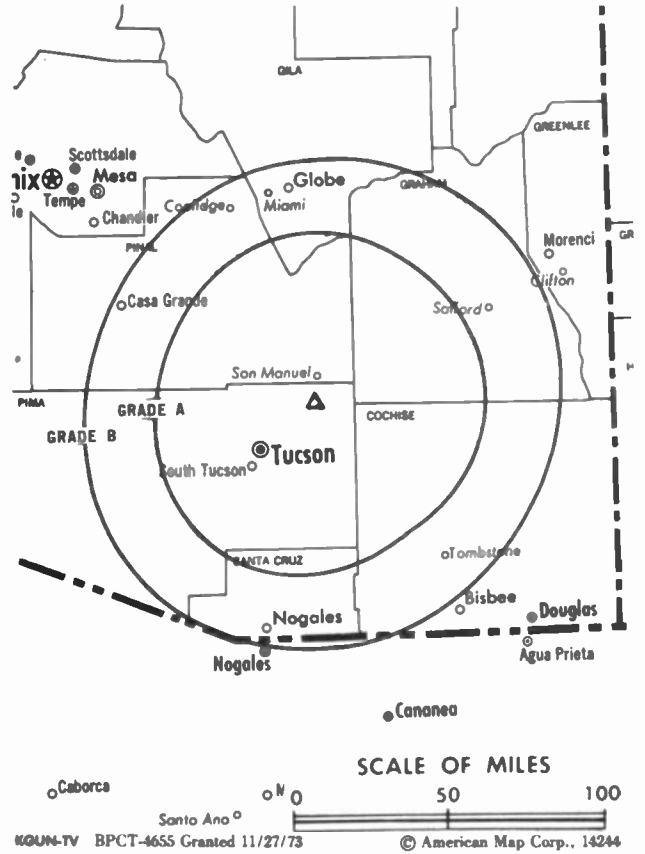
**Highest One Hour Rate:** \$3750.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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 South	3,100	2,700	87
	Cochise	32,100	30,900	96
	Graham	7,300	6,900	94
	Pima	225,400	220,900	98
	Santa Cruz	7,000	6,800	97
<b>NEW MEXICO</b>				
Hidalgo	2,100	2,000	95	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,900	3,800	97
	Pinal	31,600	30,500	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Gila	14,100	13,500	96
	Navajo	21,000	19,200	91
	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
<b>Station Totals</b>		<b>348,600</b>	<b>338,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>265,400</b>
<b>Average Daily Circulation (1984)</b>				<b>165,700</b>

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# Arizona—Tucson

## KOLD-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Universal Communications Corp., 115 W. Drachman St., Tucson, AZ 85705.

**Studio:** 115 W. Drachman.

**Telephone:** 602-624-2511. **TWX:** 910-952-1122.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 110-kw visual, 15.6-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

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

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

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**News Services:** AP, UPI.

**Ownership:** Universal Communications Corp. (Evening News Assn.). For other interests, see Group Ownership of TV Stations.

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

**Represented (sales):** MMT Sales.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

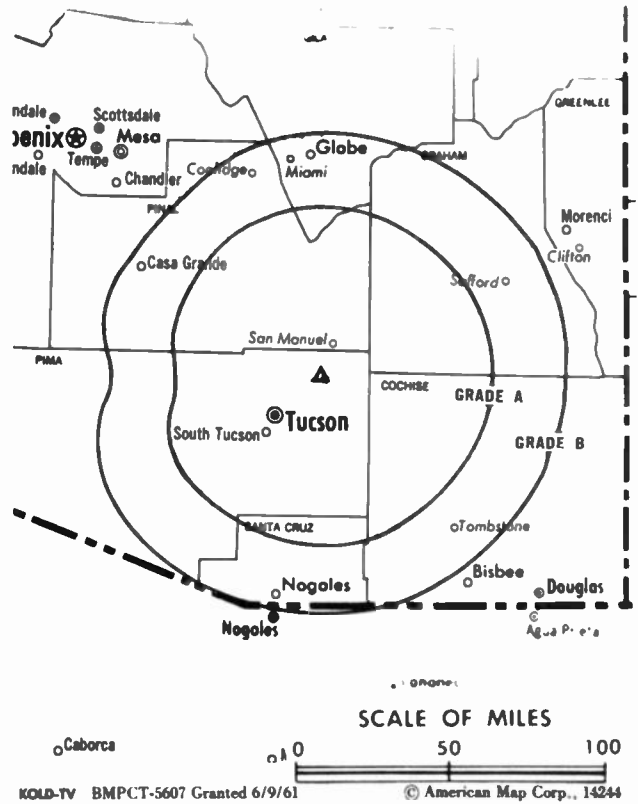
- JAY WATSON, vice president & general manager.
- PAUL CASSIDY, station manager.
- WANDA KAFFENBERGER, local sales manager.
- TOM FOOS, program manager.
- GERALD JENSEN, news manager.
- NEIL O'CONNOR, business manager.
- PHIL DUNTON, chief engineer.
- JAMES RODDY, promotion manager.

**Highest 30 Sec. Rate** (June 1, 1983): \$2500

**NETWORK BASE HOURLY RATE:** \$475.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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 South	3,100	2,700	87
	Cochise	32,100	30,900	96
	Graham	7,300	6,900	94
	Pima	225,400	220,900	98
	Santa Cruz	7,000	6,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,900	3,800	97
	Pinal	31,600	30,500	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Gila	14,100	13,500	96
	Navajo	21,000	19,200	91
	<b>NEW MEXICO</b>			
	Grant	9,500	9,000	95
	Hidalgo	2,100	2,000	95
<b>Station Totals</b>		<b>358,100</b>	<b>347,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>262,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>168,800</b>	

# Arizona—Tucson

## KPOL

Ch. 40

**Network Service:** None, independent.

**Licensee:** J. P. Communications, 1025 S. Tyndall, Tucson, AZ 85719.

**Studio:** 1025 South Tyndall, Tucson, AZ 85719.

**Temporary Office:** 2302 E. Speedway, Suite 212, Tucson, AZ 85719.

**Telephone:** 602-795-2116.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1619-kw max. visual, 162-kw max. aural. Antenna: 2040-ft. above av. terrain, 200-ft. above ground, 4400-ft. above sea level.

Latitude 32° 14' 56.6"  
Longitude 111° 06' 58.4"

**Transmitter:** Tucson Mtns., near Tucson.

**Satellite Earth Station:** Sat-tek, 5-meter.

**Ownership:** Julius Polan, 100%.

**Due to Begin Operation:** Sept. 9, 1984.

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

**Represented (legal):** Gardner, Carton & Douglas.

**Represented (engineering):** Peter V. Gureckis & Associates.

### Personnel:

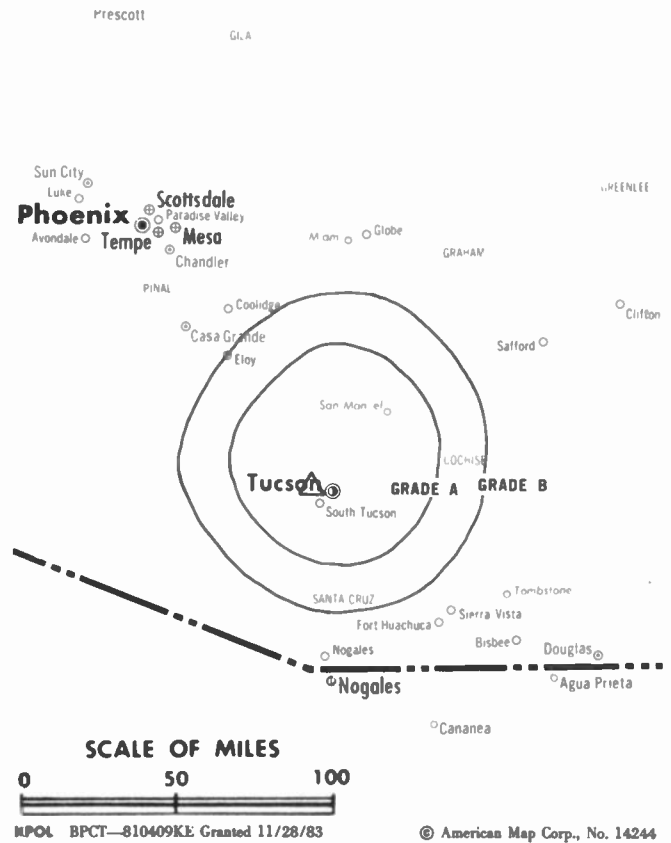
JULIUS POLAN, president.

DAVID M. REABAN, general manager.

FRANK C. IDASPE, general sales manager.

DAVID J. POLAN, station manager.

WANDA L. LANGEJANS, business manager.



State Public/Educational Stations are listed in a Directory following Commercial Stations

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# Arizona—Tucson

## KVOA-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Channel Four Television Co., Box 5188, Tucson, AZ 85703.

**Studio:** 10th & Elm St., Tucson, AZ 85705.

**Telephone:** 602-792-2270. **TWX:** 910-952-1100.

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

Latitude 32° 24' 56.0"  
Longitude 110° 42' 48.5"

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

**News Services:** AP, UPI, NBC.

**Satellite Earth Station:** SatCom, 7-meter; Satcom receivers.

**Ownership:** H & C Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 27, 1953. Sale to present owners by Donald R. Diamond, Richard L. Bloch, et al., approved by FCC June 28, 1982. Previous sale by Pulitzer Publishing approved by FCC Nov. 24, 1972. Sale to Pulitzer Publishing by WGAL TV (Steinman) approved by FCC July 31, 1968 (**Television Digest**, Vol. 8:34). Previous sale by Alvarado Television Co. Inc. approved Jan. 23, 1963. Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959 (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles & associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering)** by Jules Cohen & Associates, P.C.

**Personnel:**

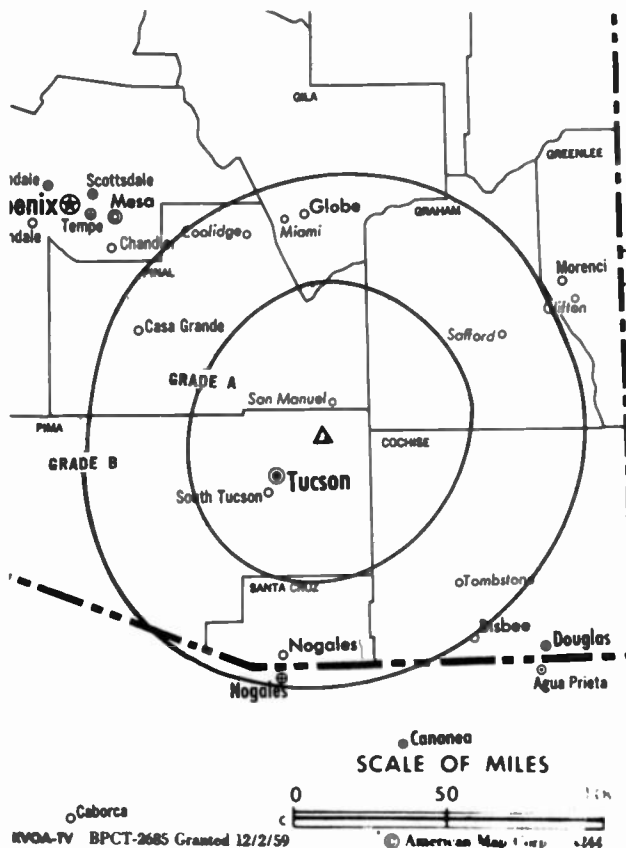
- JON F. RUBY, executive vice president & general manager.
- JAMES JOSLYN, station manager.
- STEVE COPPOCK, local sales manager.
- DAVID HATFIELD, program director.
- RALPH TURK, chief engineer.
- RENEE BEAR, business manager.
- DAVID KERRIGAN, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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 South	3,100	2,700	87
	Cochise	32,100	30,900	96
	Graham	7,300	6,900	94
	Pima	225,400	220,900	98
	Santa Cruz	7,000	6,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Greenlee	3,900	3,800	97
	Pinal	31,600	30,500	97
	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Gila	14,100	13,500	96
	Navajo	21,000	19,200	91
	<b>NEW MEXICO</b>			
	Hidalgo	2,100	2,000	95
<b>Station Totals</b>		<b>348,600</b>	<b>338,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>257,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>166,300</b>	

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# Arizona—Tucson-Nogales

## KZAZ

Ch. 11

**Network Service:** None, independent.

**Licensee:** Roadrunner Television, Ltd. Partnership, Box 42048, Tucson, AZ 85733.

**Studio:** 2445 N. Tucson Blvd., Tucson 85716.

**Telephone:** 602-795-0311 (Tucson).

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

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

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

**News Service:** UPI.

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

**Ownership:** Eugene D. Adelstein, gen. partner, 17%; Edward B. Berger, gen. partner, 13%; others, none with as much as 2%. Adelstein & Berger have interest in Galaxy-Southwest Television which owns KGSW(TV), Albuquerque, NM; KTEE(AM), Idaho Falls; KDAQ-FM, Rexburg; KBNY(FM), Nampa, all ID; KMGX(FM), Hanford-Fresno, CA.

**Began Operation:** Feb. 1, 1967. Sale to present owners by I.B.C. Danny Thomas, et al.) approved by FCC Nov. 16, 1976. **Note:** Sale pends (**Television Digest**, Vol. 24:12).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Goldberg & Spector.

**Represented (engineering):** Kessler & Gehman Associates Inc.

**Personnel:**

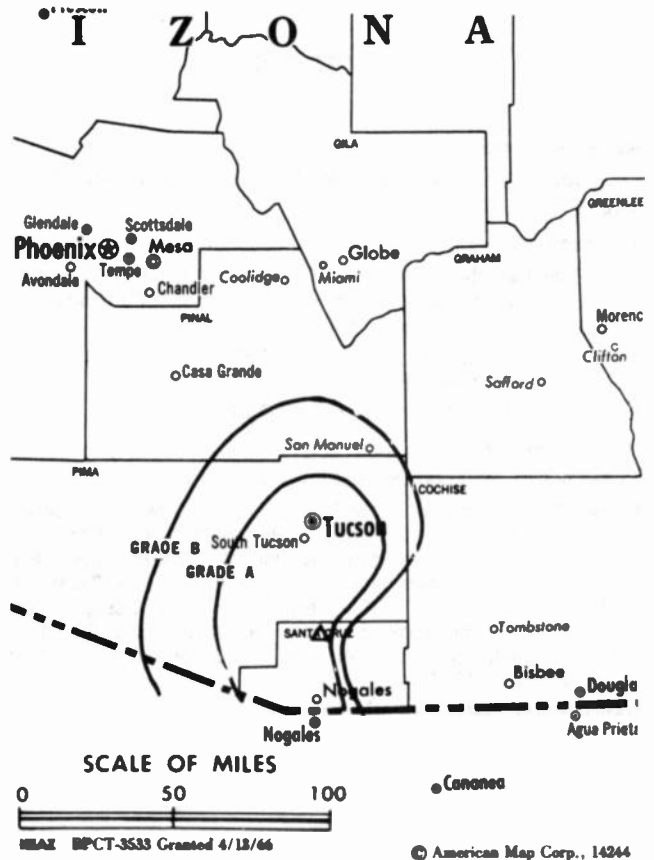
GENE ADELSTEIN, partner/general manager.  
HANK LOMINAC, station & general sales manager.  
RICHARD A. HEATLEY, chief engineer.  
ALLEN CANFIELD, business manager.  
STEVE OCHOA, national & regional sales manager.

**Highest One Hour Rate** (July 1984): \$3500.

**Highest 30 Sec. Rate** (Sept. 19, 1983): \$175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Pima	225,400	220,900	98
	Santa Cruz	7,000	6,800	97
Between 25-49%	ARIZONA			
	Cochise	32,100	30,900	96
<b>Station Totals</b>		<b>264,500</b>	<b>258,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>146,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>62,600</b>	



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# Arizona—Yuma

## KYEL-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** Beam Broadcasters Ltd., Box 592, Yuma, AZ 85364.

**Studio:** 3rd Ave. & 13th St.

**Telephone:** 602-782-5113.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1560-ft. above av. terrain, 403-ft. above ground, 2528-ft. above sea level.

Latitude 33° 03' 17.4"

Longitude 114° 49' 34.2"

**Transmitter:** Black Mtn., 17.5-mi. N of Ogilby, CA.

**News Service:** AP.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Dec. 3, 1963. Sale to present owners by Service Bcstrs. approved by FCC July 27, 1983. Sale to Service by Robert W. Crites, et al., approved by FCC Oct. 19, 1977. Previous sale by Combined Communications approved Aug. 2, 1973 (*Television Digest*, Vol. 12:41; 13:33). Merger with KTAR Bcstg. to form Combined Communications Corp. approved Oct. 22, 1969. Previous sale by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967.

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

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

**Personnel:**

TOM HAGNER, vice president & general manager.

JOE PROVENZANO, sales manager.

F. ETHERINGTON, chief engineer.

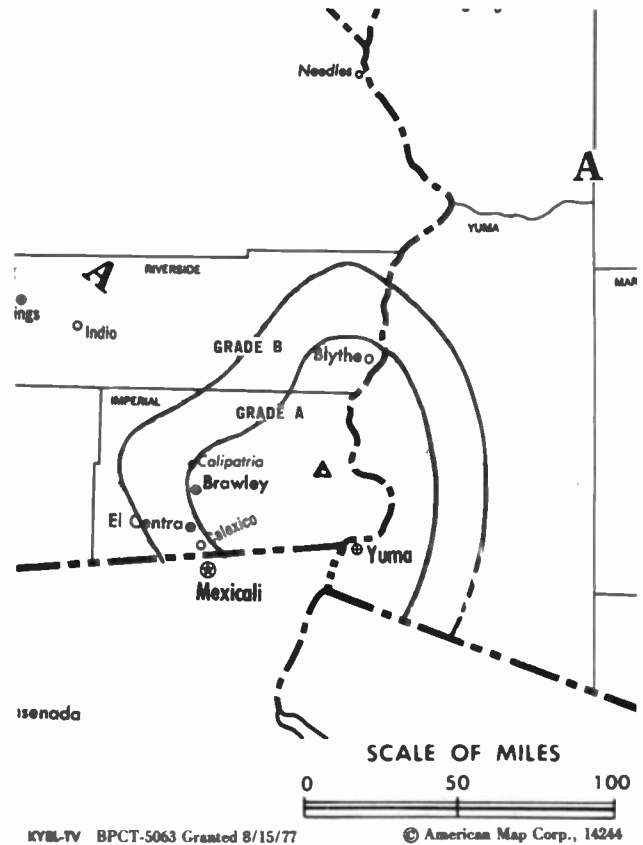
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (July 2, 1984): \$230.

**NETWORK BASE HOURLY RATE:** \$500.

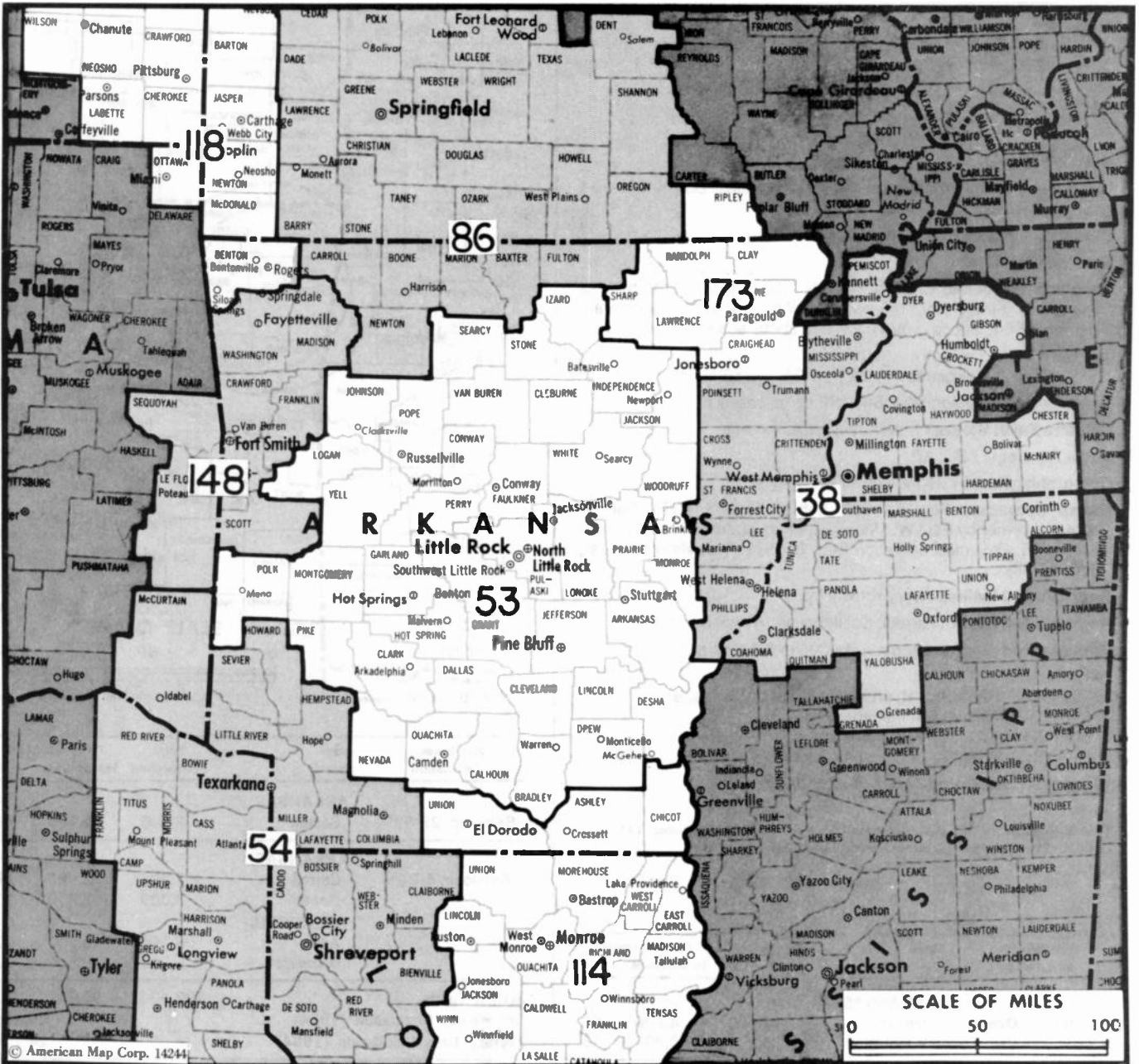
Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b> Yuma	29,200	27,600	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Imperial	31,000	29,000	93
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Riverside East	6,700	6,500	97
<b>Between 5-24%</b>	<b>ARIZONA</b> La Paz	5,000	4,800	96
<b>Station Totals</b>		<b>71,900</b>	<b>67,900</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>49,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>28,900</b>	

# Arkansas



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Memphis, TN	572,300	38	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3)
Little Rock, AR	447,000	53	KARK-TV (4), KATV (7), KLRT (16), KTHV (11)
Shreveport, LA-Texarkana, TX	446,600	54	KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Springfield, MO	270,900	86	KMTC (27), KOLR-TV (10), KSPR (33), KYTV (3)
Monroe, LA-El Dorado, AR	182,600	114	KARD (14), KNOE-TV (8), KTVE (10)
Joplin, MO-Pittsburg, KN	173,400	118	KOAM-TV (7), KODE-TV (12), KSNF (16)
Fort Smith, AR	130,000	148	KFSM-TV (5), KHBS (40), KPOM-TV (24), KTVP (29)
Jonesboro, AR	66,400	173	KAIT-TV (8)

## Arkansas Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	5	4	9
Educational Television Stations	4	1	5
			14

**Cross Reference**  
Community Receiving Programs  
of Stations Located Elsewhere

**KTVE, El Dorado--See Monroe, LA**

# Arkansas—Fayetteville-Springdale

## KTVP

Ch. 29

(Satellite of KHBS, Fort Smith, AR)

**Network Service:** ABC.

**Licensee:** Herrreich Broadcasting Stations Inc., Box 4150, Fort Smith, AR 72901.

**Studio:** See KHBS, Fort Smith, AR.

**Telephone:** 501-521-1010.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 700-kw visual, 140-kw aural. Antenna: 890-ft. above av. terrain, 556-ft. above ground, 2349-ft. above sea level.

Latitude 36° 00' 57"  
Longitude 94° 04' 59"

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

**Satellite Earth Station:** Scientific-Atlanta, 4-meter.

**News Services:** ABC, AP.

**Ownership:** See KHBS-TV, Fort Smith, AR.

**Began Operation:** Feb. 8, 1969. Left air Dec. 7, 1973. Sale to present owner by Paul W. Milam Sr., et al., approved by FCC April 30, 1975. Resumed operation Dec. 8, 1977 (*Television Digest*, Vol. 17:50).

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

**Represented (legal):** Farrow, Schildhouse, Wilson & Rains.

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

**Personnel:**

ROBERT E. HERNREICH, president & general manager.  
CLIFF WALKER, station manager.  
JARRELL WYATT, general sales manager.  
GRAYSON TOBLER, local sales manager.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Madison	4,400	4,200	95
	Washington	39,200	38,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS Benton	32,600	31,900	98
	ARKANSAS Carroll	7,000	6,900	98
Between 5-24%	Newton	3,000	2,900	97
	OKLAHOMA Adair	6,400	6,200	97
	Delaware	9,800	9,500	97
<b>Station Totals</b>		<b>102,400</b>	<b>99,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>46,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>24,200</b>	

# Arkansas—Fort Smith

**KHBS**

Ch. 40

(Operates satellite KTVP, Fayetteville-Springdale, AR)

**Network Service:** ABC.

**Licensee:** Hernreich Broadcasting Stations Inc., 2415 N. Albert Pike, Fort Smith, AR 72901.

**Studio:** 2415 N. Albert Pike.

**Telephone:** 501-783-4105.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3160-kw max. visual, 316-kw max. aural. Antenna: 2000-ft. above av. terrain, 299-ft. above ground, 2577-ft. above sea level.

Latitude 35° 04' 16"  
Longitude 94° 40' 46"

**Transmitter:** Cavanal Mountain.

**Satellite Earth Station:** Scientific-Atlanta, 4-meter; Scientific-Atlanta receivers.

**News Services:** ABC, AP.

**Ownership:** George T. Hernreich, 100%. Also owns KTVP (TV), Fayetteville; KZNG & KWBO (FM), Hot Springs, AR.

**Began Operation:** July 28, 1971.

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

**Represented (legal):** Farrow, Schildhause, Wilson & Rains.

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

**Personnel:**

ROBERT E. HERNREICH, president & general manager.  
JARRELL WYATT, general sales manager.  
JUDY KIRCHNER, national sales secretary.  
DON VEST, director of engineering.  
LARRY FRIDDLE, chief engineer.  
KEITH FRY, news director.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$300.

**NETWORK BASE HOURLY RATE:** \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	13,900	13,600	98
	Franklin	5,700	5,600	98
	Sebastian	38,300	37,900	99
	<b>OKLAHOMA</b>			
	Le Flore	15,800	15,400	98



KHBS BMPCT-830427KJ Granted 9/12/83

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Logan	7,200	7,000	97
	Scott	3,900	3,800	97
	<b>OKLAHOMA</b>			
	Sequoyah	11,300	11,000	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	32,600	31,900	98
	Madison	4,400	4,200	95
	Newton	3,000	2,900	97
	Washington	39,200	38,300	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Haskell	4,600	4,500	98
<b>Station Totals</b>		<b>186,300</b>	<b>182,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>67,200</b>
<b>Average Daily Circulation (1984)</b>				<b>38,100</b>

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# Arkansas—Fort Smith

## KFSM-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** The Times Southwest Broadcasting Inc., 318 N. 13th St., Fort Smith, AR 72901.

**Offices & Studios:** Box 369, 318 N. 13th St., Fort Smith 72901.

**Telephone:** 501-783-3131. **TWX:** 910-723-7672.

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

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

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

**News Service:** AP.

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

**Ownership:** The New York Times Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 3, 1956. Sale to George T. Hernreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administrator for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (*Television Digest*, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Hernreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2). Sale to Buford Television by Donald Reynolds approved by FCC April 4, 1973 (Vol. 12:38; 13:15). Sale to present owner approved July 31, 1979 (Vol. 19:4).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

ROBERT BROWNING, exec. vice president & general manager.  
GENE GRAHAM, general sales manager.  
JAMES ANHALT, chief engineer.  
PAT PORTA, program director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	13,900	13,600	98
	Franklin	5,700	5,600	98
	Johnson	6,900	6,700	97
	Logan	7,200	7,000	97
	Madison	4,400	4,200	95
	Polk	6,500	6,300	97
	Scott	3,900	3,800	97
	Sebastian	38,300	37,900	99
	Washington	39,200	38,300	98
<b>OKLAHOMA</b>	Adair	6,400	6,200	97
	Haskell	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Latimer	3,700	3,600	97
	Le Flore	15,800	15,400	98
	Sequoyah	11,300	11,000	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Benton	32,600	31,900	98
	Yell	6,600	6,500	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Carroll	7,000	6,900	98
	Montgomery	3,200	3,100	97
	Nevada	4,000	3,900	98
	Newton	3,000	2,900	97
	Pope	15,300	15,000	98
<b>OKLAHOMA</b>	Cherokee	11,700	11,500	98
	Coal	2,300	2,300	100
	Delaware	9,800	9,500	97
	Mc Curtain	13,300	13,000	97
	Muskogee	26,300	25,900	98
	Pittsburg	15,900	15,600	98
	Pushmataha	5,000	4,800	97
	<b>Station Totals</b>		<b>323,800</b>	<b>316,900</b>
<b>Net Weekly Circulation (1984)</b>				<b>175,800</b>
<b>Average Daily Circulation (1984)</b>				<b>112,800</b>

# Arkansas—Fort Smith-Fayetteville

## KPOM-TV

Ch. 24

**Network Service:** NBC.

**Grantee:** Ozark Television Co., Box 1867, Fort Smith, AR 72902.

**Offices & Studios:** 4624 Kelley Highway, Box 1867, Fort Smith, AR 72903 and 112 W. Center St., Fayetteville, AR 72701.

**Telephone:** 501-785-2400. **TWX:** 910-723-7601.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 2510-kw max. & 912-kw horizontal visual, 505-kw max. & 182-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 499-ft. above ground, 2469-ft. above sea level.

Latitude 35° 42' 37.0"  
Longitude 94° 08' 14.5"

**Transmitter:** R.R. 2, 4.2-mi. NNE of Mountainburg, AR.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 3-meter, 4-meter, 8-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** Raymond G. Schindler, pres., 51%; Paris Schindler, Sherry L. Schindler, Timothy R. Brown, v.p.s., 15% each; Bill Carter, v.p., 2%; Jo Edgell, secy.-treas., 2%. The Schindlers & Brown own KLVG & KMUZ(FM), La Grange, TX. Principals also have interest in KIDY-TV, San Angelo; applicant for Ch. 48, Galveston; permittee of Ch. 29, San Antonio, TX.

**Began Operation:** Nov. 12, 1978. Sale to present owners by MCM Bcstg. approved by FCC May 8, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Fred Zellner.

### Personnel:

JO EDGELL, general manager.  
VERLENE TADLOCK, program coordinator.  
LONNIE MING, sales manager.  
JAN PEARCE, chief engineer.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate (July 7, 1984):** \$400.

**NETWORK BASE HOURLY RATE:** \$225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Crawford	13,900	13,600	98
	Franklin	5,700	5,600	98
	Sebastian	38,300	37,900	99
	Washington	39,200	38,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Le Flore	15,800	15,400	98
Between 25-49%	<b>ARKANSAS</b>			
	Benton	32,600	31,900	98
	Logan	7,200	7,000	97
	Scott	3,900	3,800	97
	<b>OKLAHOMA</b>			
	Sequoyah	11,300	11,000	97
Between 5-24%	<b>ARKANSAS</b>			
	Johnson	6,900	6,700	97
	Madison	4,400	4,200	95
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Latimer	3,700	3,600	97
<b>Station Totals</b>		<b>189,300</b>	<b>185,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>105,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,300</b>	



# Arkansas—Jonesboro

## KAIT-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Channel Communications of Arkansas, Box 790, Jonesboro, AR 72403.

**Studio:** Box 790, Jonesboro, AR 72401.

**Telephone:** 501-932-4288. **TWX:** 910-728-6503.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 41.7-kw aural. Antenna: 1750-ft. above av. terrain, 1799-ft. above ground, 2049-ft. above sea level.

Latitude 35° 53' 17"  
Longitude 90° 56' 09"

**Transmitter:** 0.6-mi NE of Egypt School, Egypt.

**News Services:** AP, CNS, NOAA.

**Satellite Earth Station:** Avcom, 6-meter; Avcom receivers.

**Ownership:** Bryan Byrnes, pres., 15%; Nasco Inc., 85%. Nasco ownership: Bill F. Cook, pres.-chmn., 48.29%; Dortch Oldham, 17.27%; J. M. McCarthy, 9.2%; remainder undisclosed. Byrnes has interest in KLNT(AM) & KNJY(FM), Clinton, IA.

**Began Operation:** July 15, 1963. Sale to present owner by George T. Herreich approved by FCC May 15, 1984 (*Television Digest*, Vol. 24:9).

**Represented (sales):** Katz Television.

**Personnel:**

DARREL CUNNINGHAM, vice president & general manager.  
AL BLANKS, local sales manager.  
GERALD ERICKSON, chief engineer.

**Highest One Hour Rate** (April 11, 1983): \$1500.

**Highest 30 Sec. Rate** (April 11, 1983): \$450.

**NETWORK BASE HOURLY RATE:** \$575.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Clay	8,100	7,900	98
	Craighead	23,700	23,400	99
	Cross	6,800	6,700	99
	Fulton	4,300	4,100	95
	Greene	12,000	11,800	98
	Independence	11,800	11,500	98
	Izard	4,700	4,500	96
	Jackson	8,100	7,900	98
	Lawrence	7,100	6,900	97
	Mississippi	20,000	19,600	98
	Poinsett	9,600	9,400	98
	Randolph	6,600	6,400	97
	Sharp	6,500	6,200	95
	<b>MISSOURI</b>			
	Carter	2,100	2,000	95
	Dunklin	14,000	13,700	98
	Oregon	4,000	3,800	95
	Ripley	4,900	4,600	94
	Shannon	3,000	2,800	93



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Lee	4,700	4,500	96
	St Francis	10,000	9,700	97
	<b>MISSOURI</b>			
	New Madrid	8,000	7,800	98
	Pemiscot	8,800	8,600	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Cleburne	7,200	7,000	98
	Crittenden	16,600	16,200	98
	Marion	4,800	4,700	98
	Stone	3,600	3,500	97
	White	18,700	18,400	98
	Woodruff	4,000	3,900	97
	<b>MISSOURI</b>			
	Butler	14,900	14,500	97
	Howell	11,600	11,100	96
	Stoddard	11,300	11,100	98
	Wayne	4,800	4,600	96
<b>TENNESSEE</b>				
Haywood	6,700	6,600	99	
Lake	2,600	2,600	100	
<b>Station Totals</b>		<b>295,600</b>	<b>288,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>155,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>101,600</b>	

# Arkansas—Little Rock

## KARK-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** KARK-TV Inc., 201 W. Third St., Little Rock, AR 72203.

**Studio:** 201 W. 3rd St., Little Rock, AR 72203.

**Telephone:** 501-376-2481. **TWX:** 910-722-7417.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2205-ft. above sea level.

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

**Transmitter:** Shinall Mtn.

**News Services:** AP, UPI, NBC.

**Satellite Earth Station:** In operation; Comtech receivers.

**Ownership:** SouthwestMedia, 100%. Larry C. Wallace, chmn., 20%; David J. Jones, pres., 20%; John J. Flake, secy., 13.75%; Thomas F. McLarty III, treas., 13.75%; Jerrol W. Jones & E. Sheffield Nelson, 13.75% each; Karl Eller, 5%. McLarty has interest in KLUE(AM), Longview, TX.

**Began Operation:** April 15, 1954. Sale to present owners by Gannett Co. approved by FCC Feb. 17, 1983. Merger of Combined Communications & Gannett Co. approved June 7, 1979 (*Television Digest*, Vol. 18:20, 38; 19:24). Sale to Combined by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Previous sale to Mullins by T. K. Barton family approved Jan. 19, 1966 (Vol. 5:32; 6:4).

**Represented (sales):** Blair Television.

**Represented (legal):** Gammon & Grange.

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

### Personnel:

DAVID J. JONES, president & chief executive officer.  
TOM BONNER, exec. vice president.  
JAMES F. EVERETT, vice president & business manager.  
V. RAY BROWN, vice president & general sales manager.  
CLYDE ANDERSON, national sales manager.  
GARY LAY, local sales manager.  
LEON MONIOT, production manager.  
MARY MAY, traffic manager.  
DEAN HOWARD, vice president & director of engineering.  
BILL ADDINGTON, chief engineer.  
KATHY CLARK, public affairs director.  
LEO GREENE, news director.

**Highest One Hour Rate:** \$6000.

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

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>	9,100	9,000	99
	Arkansas	10,800	10,600	98
	Boone	5,300	5,200	98
	Bradley	2,200	2,200	98
	Calhoun	8,300	8,100	98
	Clark	7,200	7,000	98
	Cleburne	3,000	2,900	97
	Cleveland	7,100	7,000	99
	Conway	4,000	3,900	97
	Dallas	6,800	6,600	97
	Desha	6,500	6,300	97
	Drew	17,500	17,200	98
	Faulkner	5,700	5,600	98
	Garland	30,500	30,000	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Independence	11,800	11,500	98
	Jackson	8,100	7,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	31,600	31,000	98
	Johnson	6,900	6,700	97
	Lincoln	3,900	3,800	97
	Logan	7,200	7,000	97
	Lonoke	12,500	12,300	98
	Monroe	4,900	4,700	96
	Montgomery	3,200	3,100	97
	Nevada	4,000	3,900	98
	Ouachita	11,400	11,100	98
	Perry	2,700	2,700	100
	Pike	4,100	4,000	98
	Polk	6,500	6,300	97
	Pope	15,300	15,000	98
	Prairie	3,900	3,800	97
	Pulaski	132,800	131,400	99
	Saline	19,600	19,400	99
	Searcy	3,500	3,400	97
	Stone	3,600	3,500	97
	Van Buren	5,600	5,500	98
White	18,700	18,400	98	
Woodruff	4,000	3,900	97	
Yell	6,600	6,500	98	

ARKANSAS				
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Baxter	12,600	12,300	98
	Craighead	23,700	23,400	99
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Izard	4,700	4,500	96
	Newton	3,000	2,900	97
	Phillips	11,000	10,600	97
	Scott	3,900	3,800	97
	Sevier	5,600	5,500	98
	Sharp	6,500	6,200	95
	Union	18,500	18,200	98

(Continued on page 79)

<b>Station Totals</b>	<b>708,900</b>	<b>695,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>466,600</b>
<b>Average Daily Circulation (1984)</b>			<b>312,100</b>

# Arkansas—Little Rock

## KATV

Ch. 7

**Network Service:** ABC.

**Licensee:** Allbritton Broadcasting Inc., 401 Main St., Little Rock, AR 72201.

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

**Telephone:** 501-372-7777. **TWX:** 501-721-8372.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

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

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

**News Service:** AP.

**Ownership:** Allbritton Communications, 100%. See Group Ownership of TV Stations.

**Began Operation:** Dec. 19, 1953. John T. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (*Television Digest*, Vol. 16:45). Reorganization resulted in Griffin owning 55.81%. Transfer of control to Leakes approved by FCC Sept. 19, 1969 (Vol. 9:15). Sale to present owner by Leake Industries approved by FCC Feb. 14, 1983 (Vol. 22:45).

**Represented (sales):** Pety Television Inc.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- DALE NICHOLSON, president & general manager.
- ERIC NELSON, operations.
- JOE DELGROSSO, general sales manager.
- CAL DRING, national sales manager.
- AL CANELLI, local sales manager.
- KEN KOEPKA, chief engineer.

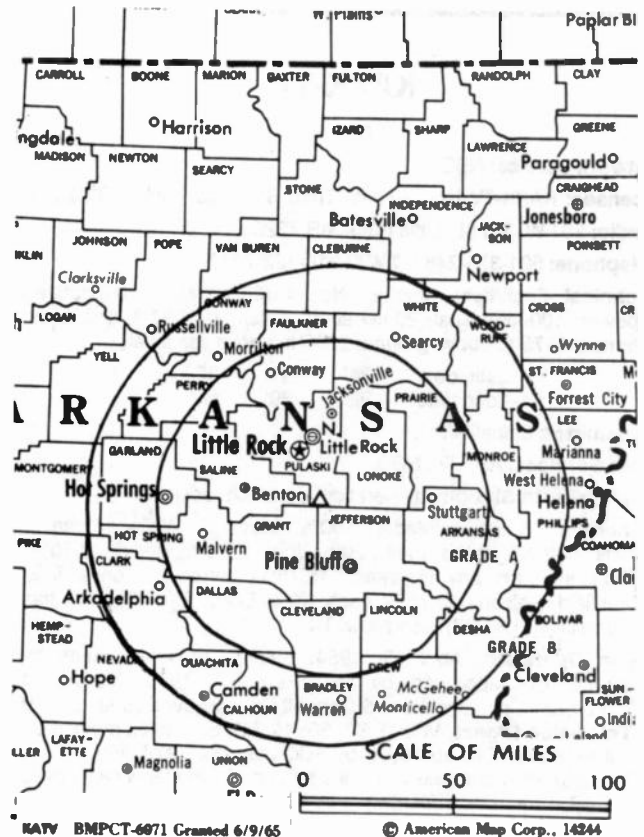
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Ashley	9,400	9,200	98
	Bradley	5,300	5,200	98
	Calhoun	2,200	2,200	98
	Chicot	6,000	5,800	97
	Clark	8,300	8,100	98
	Cleburne	7,200	7,000	98
	Cleveland	3,000	2,900	97
	Conway	7,100	7,000	99
	Dallas	4,000	3,900	97
	Desha	6,800	6,600	97
	Drew	6,500	6,300	97
	Faulkner	17,500	17,200	98
	Garland	30,500	30,000	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Independence	11,800	11,500	98
	Jackson	8,100	7,900	98
	Jefferson	31,600	31,000	98
	Johnson	6,900	6,700	97
Lincoln	3,900	3,800	97	
Lonoke	12,500	12,300	98	
Monroe	4,900	4,700	96	
Montgomery	3,200	3,100	97	
Nevada	4,000	3,900	98	
Ouachita	11,400	11,100	98	
Perry	2,700	2,700	100	
Phillips	11,000	10,600	97	



KATV BNPCT-6971 Granted 6/9/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pike	4,100	4,000	98
	Pope	15,300	15,000	98
	Prairie	3,900	3,800	97
	Pulaski	132,800	131,400	99
	Saline	19,600	19,400	99
	Searcy	3,500	3,400	97
	Stone	3,600	3,500	97
	Union	18,500	18,200	98
	Van Buren	5,600	5,500	98
	White	18,700	18,400	98
	Woodruff	4,000	3,900	97
	Yell	6,600	6,500	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Craighead	23,700	23,400	99
	Cross	6,800	6,700	99
	Hempstead	8,900	8,700	98
	Lee	4,700	4,500	96
	Polk	6,500	6,300	97
	Sevier	5,600	5,500	98
	<b>MISSISSIPPI</b>			
Bolivar	13,500	13,100	97	
Coahoma	11,600	11,300	97	
Washington	23,500	23,000	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Crittenden	16,600	16,200	98
	Howard	5,100	5,000	98
	Izard	4,700	4,500	96
	Little River	5,000	4,900	98
	Logan	7,200	7,000	97
	Marion	4,800	4,700	98
Miller	14,100	13,900	99	
(Continued on page 79)				
<b>Station Totals</b>		<b>773,400</b>	<b>758,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>490,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>323,500</b>	

# Arkansas—Little Rock

## KLRT

Ch. 16

**Network Service:** None, independent.

**Grantee:** LRTV Ltd. Partnership, 630 Third Ave., New York, NY 10017.

**Studio:** 11711 W. Markham, Little Rock, AR 72211.

**Telephone:** 501-375-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1772-ft. above av. terrain, 1266-ft. above ground, 2220-ft. above sea level.

Latitude 34° 47' 57"  
Longitude 92° 29' 29"

**Transmitter:** Shinall Mtn., 3-mi. W of Little Rock.

**News Services:** CNN, INN.

**Satellite Earth Stations:** 2 in operation; Microdyne receivers.

**Ownership:** MMT Sales Inc., general partner, 90%; Salah M. & Elyse E. Hassanein, ltd. partners, 5% each. MMT Sales Inc. Ownership: Garrett F. Scollard, pres., 100%. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** June 26, 1983.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

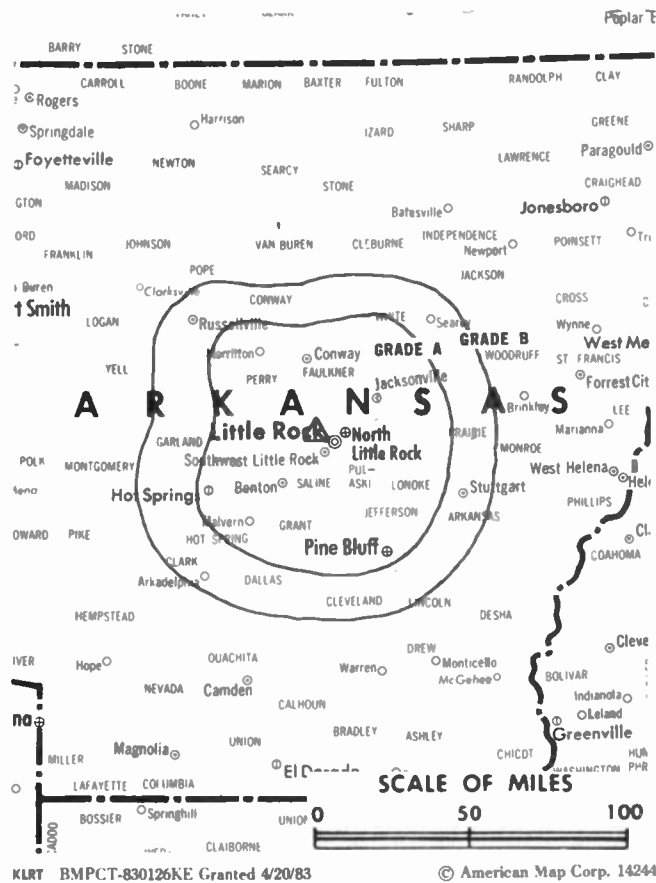
**Personnel:**

ALLEN S. FEUER, vice president & general manager.  
STEPHEN SCOLLARD, national sales manager.  
JOHN P. SCHWEIGER, operations manager.  
BILL POWELL, news director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Faulkner	17,500	17,200	98
	Grant	4,800	4,700	98
Between 25-49%	<b>ARKANSAS</b>			
	Conway	7,100	7,000	99
	Hot Spring	10,400	10,200	98
	Jefferson	31,600	31,000	98
	Lincoln	3,900	3,800	97
	Lonoke	12,500	12,300	98
	Perry	2,700	2,700	100
	Prairie	3,900	3,800	97



KLRT BMPCT-830126KE Granted 4/20/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Pulaski	132,800	131,400	99
	Saline	19,600	19,400	99
	White	18,700	18,400	98
Between 5-24%	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Clark	8,300	8,100	98
	Cleburne	7,200	7,000	98
	Cleveland	3,000	2,900	97
	Garland	30,500	30,000	98
	Monroe	4,900	4,700	96
	Pope	15,300	15,000	98
	Van Buren	5,600	5,500	98
	Yell	6,600	6,500	98
<b>Station Totals</b>		<b>356,000</b>	<b>350,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>124,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>66,000</b>	

## Television Digest Action Updates—CATV, TV, Radio—

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# Arkansas—Little Rock

**KTHV**

Ch. 11

**Network Service:** CBS.

**Licensee:** Arkansas Television Co., Box 269, Little Rock, AR 72203.

**Studio:** 8th & IZard Sts.

**Telephone:** 501-376-1111.

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

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

**Transmitter:** Shinall Mtn.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Arkansas Television Co. K. A. Engle Trust, 81.26%; C. Stanley Berry, chmn.-v.p.-secy., 6.34%; Marcus B. George, pres.-treas., 6.34%.

**Began Operation:** Nov. 27, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

**Personnel:**

ROBERT L. BROWN, president & general manager.  
LONNIE GIBBONS, general sales manager.  
BOB HICKS, program manager.  
STEVE DOAN, production manager.  
DOUG LAUGHTER, director of engineering.

**Highest 30 Sec. Rate** (July 15, 1984): \$900.

**NETWORK BASE HOURLY RATE:** \$725.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Arkansas	9,100	9,000	99
	Bradley	5,300	5,200	98
	Clark	8,300	8,100	98
	Cleburne	7,200	7,000	98
	Cleveland	3,000	2,900	97
	Conway	7,100	7,000	99
	Dallas	4,000	3,900	97
	Desha	6,800	6,600	97
	Drew	6,500	6,300	97
	Faulkner	17,500	17,200	98
	Garland	30,500	30,000	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Independence	11,800	11,500	98
	Jackson	8,100	7,900	98
	Jefferson	31,600	31,000	98
	Johnson	6,900	6,700	97
	Lincoln	3,900	3,800	97
	Logan	7,200	7,000	97
	Lonoke	12,500	12,300	98
	Monroe	4,900	4,700	96
	Montgomery	3,200	3,100	97
	Nevada	4,000	3,900	98
	Ouachita	11,400	11,100	98
	Perry	2,700	2,700	100
	Pike	4,100	4,000	98
	Polk	6,500	6,300	97
	Pope	15,300	15,000	98
	Prairie	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Pulaski	132,800	131,400	99
	Saline	19,600	19,400	99
	Searcy	3,500	3,400	97
	Stone	3,600	3,500	97
	Van Buren	5,600	5,500	98
	White	18,700	18,400	98
	Woodruff	4,000	3,900	97
	Yell	6,600	6,500	98
<b>Between 25-49%</b>				
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Calhoun	2,200	2,200	98
	Chicot	6,000	5,800	97
	Franklin	5,700	5,600	98
	Newton	3,000	2,900	97
	Phillips	11,000	10,600	97
	Sharp	6,500	6,200	95
<b>Between 5-24%</b>				
	Craighead	23,700	23,400	99
	Crawford	13,900	13,600	98
	Cross	6,800	6,700	99
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Izard	4,700	4,500	96
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Poinsett	9,600	9,400	98
	St Francis	10,000	9,700	97
	Scott	3,900	3,800	97
	Sebastian	38,300	37,900	99
	Sevier	5,600	5,500	98
<b>Station Totals</b>		<b>653,000</b>	<b>640,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>432,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>270,900</b>	

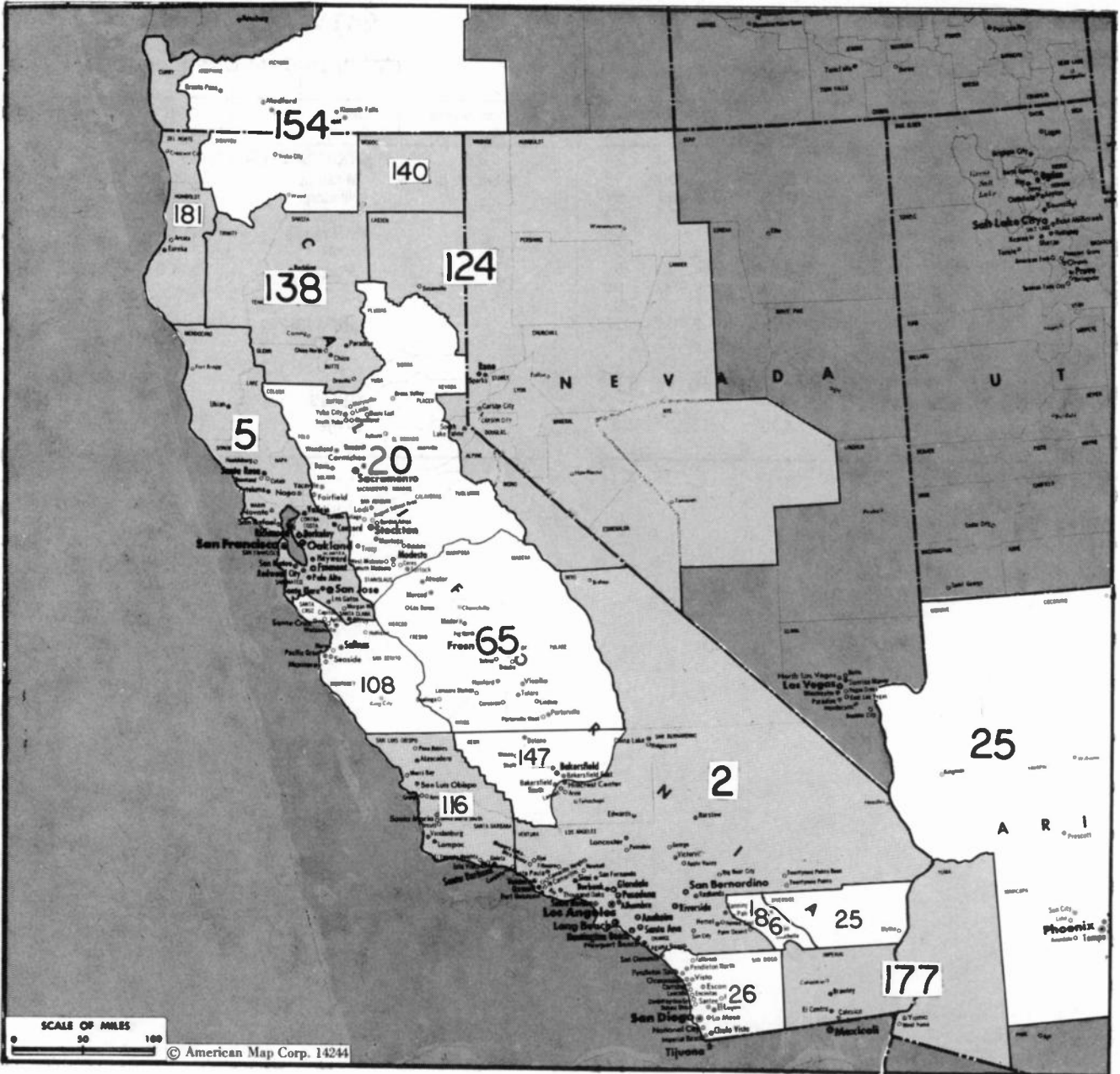
# Arkansas

## KARK-TV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Chicot	6,000	5,800	97
	Cross	6,800	6,700	99
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Little River	5,000	4,900	98
	Marion	4,800	4,700	98
	Poinsett	9,600	9,400	98
	Randolph	6,600	6,400	97
	St Francis	10,000	9,700	97
	Sebastian	38,300	37,900	99
	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97

## KATV, Little Rock (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ARKANSAS--(Continued)</b>			
	Mississippi	20,000	19,600	98
	Newton	3,000	2,900	97
	Poinsett	9,600	9,400	98
	St Francis	10,000	9,700	97
	Scott	3,900	3,800	97
	Sharp	6,500	6,200	95
	<b>MISSISSIPPI</b>			
	Sunflower	9,600	9,300	97
	<b>TEXAS</b>			
Bowie	29,100	28,700	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Los Angeles, CA	4,318,000	2	KABC-TV (7), KBSC-TV (52), KCBS-TV (2), KCOP (13), KDOC-TV (56), KHJ-TV (9), KIHS-TV (46), KMEX-TV (34), KNBC-TV (4), KSCI (18), KTBN-TV (40), KTLA (5), KTTV (11), KWHY-TV (22)
San Francisco, CA	2,025,900	5	KBHK-TV (44), KDTV (14), KFCB (42), KFTY (50), KGO-TV (7), KICU-TV (36), KPIX (5), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2), KTZO (20), KVOF-TV (38)
Sacramento-Stockton, CA	880,600	20	KCRA-TV (3), KCSO (19), KOVR-TV (13), KRBK-TV (31), KTXL (40), KXTV (10)
Phoenix, AZ	780,000	25	KNAZ-TV (2), KNXV-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX-TV (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7)
San Diego, CA	735,000	26	KCST-TV (39), KFMB-TV (8), KGTV (10), KUSI-TV (51), XETV (6)
Fresno, CA	379,400	65	KAIL (53), KFSN-TV (30), KFTV (21), KJEO (47), KMPH (26), KSEE (24)
Salinas-Monterey, CA	188,900	108	KCBA (35), KMST (46), KNTV (11), KSBW-TV (8)
Santa Barbara-Santa Maria-San Luis Obispo, CA	178,100	116	KCOY-TV (12), KEYT (3), KSBY-TV (6)
Reno, NV	163,400	124	KAME-TV (21), KCRL (4), KOLO-TV (8), KTVN (2)
Chico-Redding, CA	145,200	138	KHSL-TV (12), KRCR-TV (7)
Bakersfield, CA	130,200	147	KBAK-TV (29), KERO-TV (23), KGET (17)
Medford, OR	116,000	154	KDRV (12), KOBI (5), KOTI (2), KTVL (10)
El Centro, CA-Yuma, AZ	62,500	177	KECY-TV (9), KYEL-TV (13)
Eureka, CA	56,600	181	KIEM-TV (3), KVIQ-TV (6)
Palm Springs, CA	51,500	186	KESQ-TV (42), KMIR-TV (36)

**California Station Status as of August 15, 1984**

	<b>VHF</b>	<b>UHF</b>	<b>TOTAL</b>
Commercial Television Stations	26	34	60
Educational Television Stations	4	9	<u>13</u>
			73

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

**KRCR-TV, Chico**--See Redding, CA  
**KBSC-TV, Corona**--See Los Angeles, CA  
**KMSG, Fresno**--See Sanger, CA  
**KCSO, Modesto**--See Sacramento, CA  
**KSBW-TV & KMST, Monterey**--See Salinas, CA  
**KTVU, Oakland**--See San Francisco, CA  
**KNTV, Salinas-Monterey**--See San Jose, CA

**KHSL-TV, Redding**--See Chico, CA  
**KSCI, San Bernardino**--See Los Angeles, CA  
**KFCB, San Francisco**--See Concord, CA  
**KSBW-TV & KMST, San Jose**--See Salinas-Monterey, CA  
**KTBN-TV, Santa Ana**--See Los Angeles, CA  
**KCSO, Stockton**--See Sacramento, CA  
**KOVR-TV & KTXL, Stockton**--See Sacramento, CA  
**KMPH, Visalia**--See Fresno, CA  
**KFTV, Hanford**--See Fresno, CA



# California—Anaheim

## KDOC-TV

Ch. 56

**Network Service:** None, independent.

**Licensee:** Golden Orange Broadcasting Co. Inc., 1730 S. Clementine St., Anaheim, CA 92802.

**Studio:** 1730 S. Clementine St., Anaheim, CA 92802.

**Telephone:** 714-999-5000.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2820-kw max. & 331-kw horizontal visual, 652-kw max. & 76.2-kw horizontal aural. Antenna: 2386-ft. above av. terrain, 220-ft. above ground, 5555-ft. above sea level.

Latitude 34° 11' 14"  
Longitude 117° 42' 01"

**Transmitter:** Sunset Ridge, 5-mi. NE of Claremont.

**News Services:** CNN.

**Satellite Earth Stations:** Simulsat; 5-meter.

**Ownership:** Pat Boone, pres., 37.16%; Thomas Sheridan, v.p., 6.7%; Calvin C. Brack, secy.-treas., 24.18%; Jimmy Durante Estate, 3.1%; David Levy, 2%; Richard Shepherd, 2.7%; Bill Simon, 24.07%.

**Began Operation:** Oct. 1, 1982.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Robert Bullock.

**Personnel:**

MICHAEL VOLPE, vice president & general manager.  
CALVIN BRACK, director of business affairs.  
BILL WELTY, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Orange	777,900	764,400	98
<b>Station Totals</b>		<b>777,900</b>	<b>764,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>200,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>57,800</b>	



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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# California—Bakersfield

## KBAK-TV

Ch. 29

**Network Service:** ABC.

**Licensee:** Harriscope Broadcasting Corp., Box 2929, Bakersfield, CA 93303.

**Studio:** 1901 Westwind Drive, Bakersfield, CA 93301.

**Telephone:** 805-327-7955. **TWX:** 910-327-1109.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1700-kw max. & 77.6-kw horizontal visual, 340-kw max. & 15.5-kw horizontal aural. Antenna: 3730-ft. above av. terrain, 230-ft. above ground, 7775-ft. above sea level.

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

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

**News Service:** AP.

**Ownership:** Burt I. Harris, 10%; Irving B. Harris, 46%; Virginia Polsky Trust, 13%; Roxanne H. Frank Trust, 10%; 26 others, none with as much as 5%. Harriscope owns KTVB-TV-AM, Casper, WY; KULR-TV, Billings, MT; 32% of KGGM-TV, Albuquerque, NM. Principals control Harriscope of Chicago Inc. which owns 25% of WSNS-TV, Chicago; hold 59% of KWHY-TV, Los Angeles, CA & have multiple cable holdings.

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

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- BURT I. HARRIS, president (Los Angeles).
- JACK ROSENTHAL, pres., broadcast division (Casper, Wyo.).
- WAYNE KILLMER, vice president & general manager.
- RUSS HAMILTON, general sales manager.
- KEN WALIGORSKI, operations/news director.
- NANCY HOFEDITZ, program director.
- ROBERT BANKS, chief engineer.

**Highest 30 Sec. Rate** (July 5, 1984): \$1000.

**NETWORK BASE HOURLY RATE:** \$771.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Kern West	132,200	127,700	97
	Tulare	90,100	86,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Fresno	197,000	189,800	96
	Kern East	23,500	22,600	96
	Kings	25,200	24,100	95
<b>Station Totals</b>		<b>468,000</b>	<b>450,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>197,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>105,600</b>	

# California—Bakersfield

## KERO-TV

Ch.23

**Network Service:** CBS.

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

**Studio:** Television Center, Box 2367, Bakersfield, CA 93303.

**Telephone:** 805-327-1441. **TWX:** 910-327-1103.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1760-kw max., 323-kw horizontal max. & 72.4-kw horizontal av. visual, 352-kw max., 64.4-kw horizontal max. & 14.4-kw horizontal av. aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

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

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

**Transmitter:** Breckenridge Mtn., 22-mi. E of Bakersfield.

**News Service:** AP.

**Satellite Earth Station:** Microdyne.

**Ownership:** McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 26, 1953. Sale to present owners by Time-Life Bcst. Inc. approved by FCC March 8, 1972 (*Television Digest*, Vol. 12:10, 11). Sale to Time-Life by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV-AM, San Diego): into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

NORMAN E. WALT, president.  
JOHN PROFFITT, vice president & general manager.  
ANTHONY BATTAGLIA, general sales manager.  
RALPH BARTEL, local sales manager.  
CARL KNUTSON, production manager.  
THOMAS KROL, director, program operations/promotion.  
NORMAN E. HALL, director, engineering.  
WALT BROWN, news director.  
LYNN NOEL, director, public affairs.  
RAY SCHIFFHAUER, director, business affairs.

**Highest 30 Sec. Rate** (July 5, 1984): \$900.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	132,200	127,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	Kern East	23,500	22,600	96
	Tulare	90,100	86,400	96
<b>CALIFORNIA</b>				
Between 5-24%	Kings	25,200	24,100	95
<b>Station Totals</b>		<b>271,000</b>	<b>260,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>174,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>96,700</b>	

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# California—Bakersfield

**KGET**

(formerly KPWR-TV)

Ch. 17

**Network Service:** NBC.

**Licensee:** KGET-TV Inc., 2831 Eye St., Bakersfield, CA 93302.

**Studio:** 28th & Eye Sts.

**Mailing Address:** Box 1700, Bakersfield, CA 93302.

**Telephone:** 805-327-7511. **TWX:** 910-327-1120.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 398-kw horizontal visual, 500-kw max. & 39.8-kw horizontal aural. Antenna: 1400-ft. above av. terrain, 288-ft. above ground, 3813-ft. above sea level.

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

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

**News Services:** AP, UPI.

**Satellite Earth Station:** ADM; 6.1-meter; Scientific-Atlanta receivers.

**Ownership:** Ackerley Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 8, 1959. Sale to present owner by Gillett Bcstg. Co. approved by FCC Oct. 14, 1983. Sale to Gillett by ASI Communications approved by FCC June 20, 1978. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved Sept. 11, 1969 (*Television Digest*, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved Dec. 31, 1962.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

RAYMOND A. WATSON, vice president & general manager.  
TOM RANDOUR, general sales manager.  
SHIRLEY SANFORD, program director.

**Highest 30 Sec. Rate** (June 30, 1984): \$1000.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Kern West	132,200	127,700	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b> Tulare	90,100	86,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Kern East	23,500	22,600	96
	Kings	25,200	24,100	95
<b>Station Totals</b>		<b>271,000</b>	<b>260,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>138,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>70,600</b>	



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# California—Chico

## KHSL-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Golden Empire Bcstg. Co., Box 489, Chico, CA 95927.

**Studio:** 3640 Silverbell Rd., Chico 95926.

**Telephone:** 916-342-0141. **TWX:** 910-536-0336.

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

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

**Transmitter:** Cohasset Road.

**AM Affiliate:** KHSL, 5-kw, 1290 kHz.

**News Service:** AP.

**Satellite Earth Stations:** Antenna Technology, 5-meter; Drake receivers.

**Ownership:** Mrs. Hugh McClung, pres., 100%; Dorothy Locke, secy.-treas. Also operates KHSL, Chico, CA.

**Began Operation:** Aug. 22, 1953.

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

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

**Represented (engineering):** Hatfield & Dawson.

**Personnel:**

C. H. KINSLEY JR., vice president.  
WILLIAM D. CORBIN, station manager.  
WILLIAM L. MEYER, national sales manager.  
RUSSEL POPE, director of engineering.

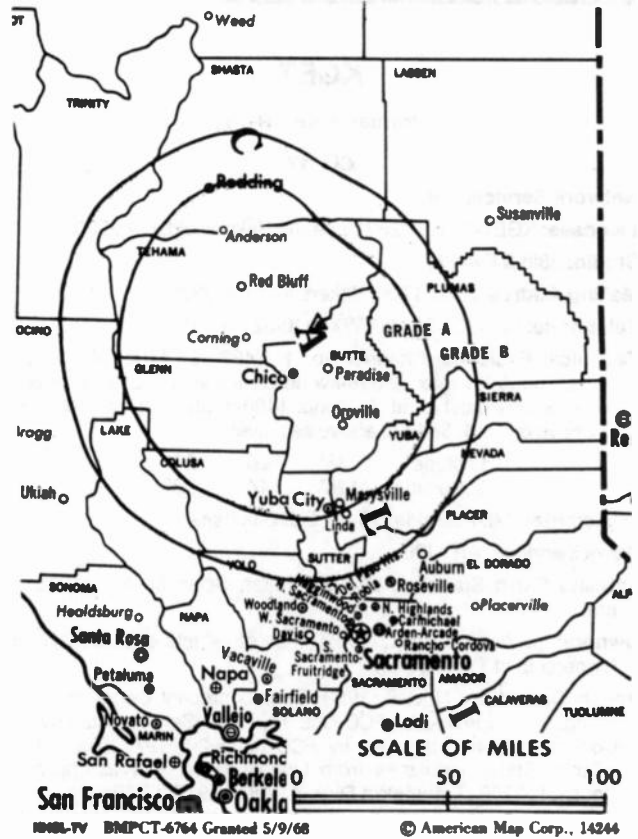
**Highest One Hour Rate** (July 1, 1983): \$2000.

**Highest 30 Sec. Rate** (Jan. 24, 1984): \$480.

**NETWORK BASE HOURLY RATE:** \$414.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Butte	65,000	62,100	96
	Colusa	4,900	4,700	96
	Glenn	8,500	8,200	96
	Plumas	7,900	7,400	94
	Shasta	50,200	48,700	97
	Sutter	20,900	20,300	97
Tehama	16,500	16,000	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Trinity	5,300	4,900	92
	Yuba	19,000	18,400	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Lake	18,100	16,800	93
	Lassen	8,300	7,800	94
	Siskiyou	16,600	15,500	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mendocino	28,000	26,000	93
	Modoc	3,600	3,300	93
	Nevada	24,200	22,900	95
	Placer West	46,600	44,900	96
<b>Station Totals</b>		<b>343,600</b>	<b>327,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>172,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>94,300</b>	

# California—Concord

## KFCB

Ch. 42

**Network Service:** None, independent.

**Licensee:** First Century Broadcasting, Box 6498, Concord, CA 94520.

**Studio:** 5101 Port Chicago Hwy., Concord, CA 94520.

**Telephone:** 415-676-8969.

**Mailing Address:** Box 6498, Concord, CA 94520.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 1288-kw max. & 185.85-kw horizontal visual, 123.3-kw max. & 69-kw horizontal aural. Antenna: 2807-ft. above av. terrain, 140-ft. above ground, 3628-ft. above sea level.

Latitude 37° 53' 34"  
Longitude 121° 53' 53"

**Transmitter:** N peak of Mt. Diablo.

**News Service:** CNN Headline News.

**Ownership:** Non-stock corp. Ronald C. Haus, pres.; Ronald McConnell, v.p.; Lloyd Miller, secy.-treas.; Theodore H. Terry & Gene Viglione, dirs.

**Began Operation:** June 19, 1983.

**Represented (legal):** Gammon & Grange.

**Personnel:**

RONALD C. HAUS, president.  
LLOYD MILLER, station manager.  
ROBERT WOODS, general sales manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Colusa	4,900	4,700	96
	El Dorado West	26,900	26,000	96
	Stanislaus	107,600	102,700	95
<b>Station Totals</b>		<b>139,400</b>	<b>133,400</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>54,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>18,000</b>	



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# California—El Centro-Yuma, Arizona

## KEYCY-TV

Ch. 9

**Network Service:** ABC, CBS.

**Licensee:** Pacific Media Corp., 646 Main St., El Centro.

**Studio:** 646 Main St., El Centro, CA 92243.

**Telephone:** 619-353-9990.

**Mailing Address:** Drawer 741, El Centro 92244.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1601-ft. above av. terrain, 499-ft. above ground, 2546-ft. above sea level.

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

**Transmitter:** Top of Black Mtn.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta; 7.2-meter.

**Ownership:** Esquire Inc., 100%. Esquire also owns KESQ-TV, Palm Springs, CA.

**Began Operation:** Dec. 6, 1968. Sale to Esquire by United Bcstg. approved by FCC Sept. 22, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

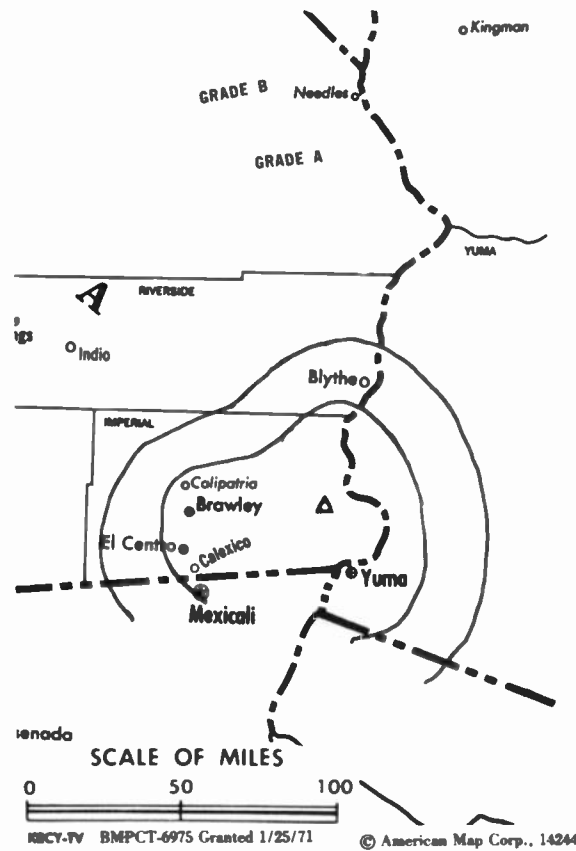
ROBERT MARTINS, vice president & general manager.  
CAROLINE MILNE, program director.

**Highest 30 Sec. Rate** (July 12, 1984): \$170.

**NETWORK BASE HOURLY RATE:** \$110.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Yuma	29,200	27,600	95
	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ARIZONA</b>			
	La Paz	5,000	4,800	96
	<b>CALIFORNIA</b>			
	Riverside East	6,700	6,500	97
<b>Station Totals</b>		<b>71,900</b>	<b>67,900</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>44,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>23,000</b>	

# California—Eureka

## KIEM-TV

Ch. 3

**Network Service:** CBS, NBC.

**Licensee:** California Oregon Radio Co.

**Studio:** 5650 S. Broadway, Eureka 95501.

**Telephone:** 707-493-3123. **TWX:** 310-671-1128.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

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

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

**News Service:** AP.

**Satellite Earth Station:** Paracclipse; 4-meter.

**Ownership:** Ingham Communications Inc. Harvey Ingham, pres., 50%; Richard Ingham, v.p.-treas., 50%; Jean Ingham, secy. Richard Ingham also owns WTRS-AM-FM, Dunnellon, FL.

**Began Operation:** Oct. 25, 1953. Sale by William B. Smullin to Wayne Vickers, et al., approved by FCC Oct. 25, 1961. Sale to present owners approved July 29, 1975.

**Represented (sales):** Seltel Inc.

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

**Personnel:**

HARVEY INGHAM, president & general manager.  
MARSHA DALY, general sales manager.  
DONALD R. KING, operations manager.  
BRUCE LANG, news director.

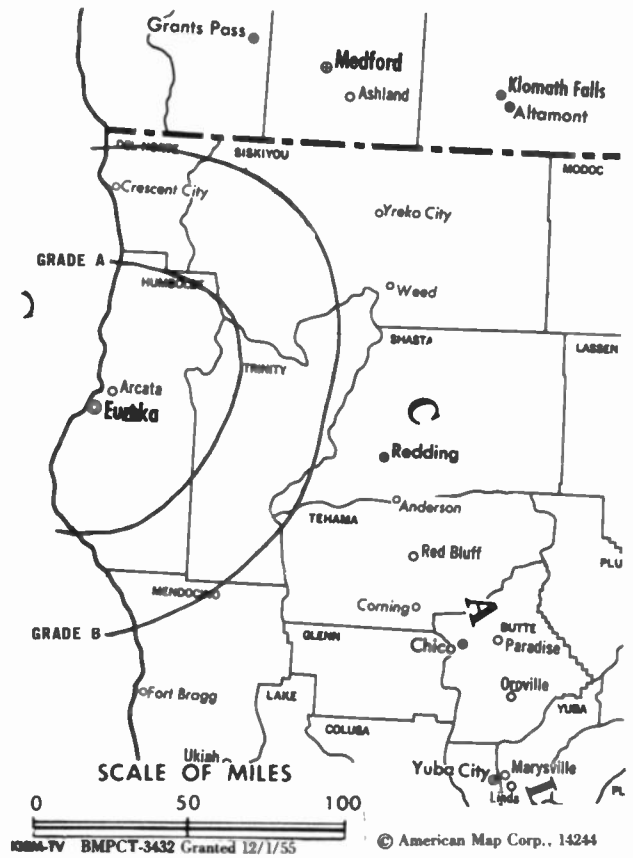
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (July 1, 1984): \$425.

**NETWORK BASE HOURLY RATE:** \$325.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	Humboldt	44,500	42,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Curry	7,500	6,900	92
Between 25-49%	<b>CALIFORNIA</b>			
	Trinity	5,300	4,900	92
Between 5-24%	<b>CALIFORNIA</b>			
	Mendocino	28,000	26,000	93
<b>Station Totals</b>		<b>93,000</b>	<b>87,700</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>55,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>37,300</b>	



# California—Eureka

## KVIQ-TV

Ch. 6

**Network Service:** ABC, NBC.

**Licensee:** California Northwest Broadcasting Co., Box 1019, Eureka, CA 95501.

**Studio:** 1800 Broadway, Eureka 95501.

**Telephone:** 707-443-3061. **TWX:** 510-742-6265.

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

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

**Transmitter:** 10.8-mi. SE of Eureka.

**News Service:** UPI.

**Satellite Earth Station:** Paradigm; 3.7-meter, DX receivers.

**Ownership:** Carl & Leah McConnell, 100%.

**Began Operation:** April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (*Television Digest*, Vol. 16:22, 24).

**Represented (sales):** Katz Television.

**Represented (legal):** James E. Greeley.

**Represented (engineering):** Hammett & Edison Inc.

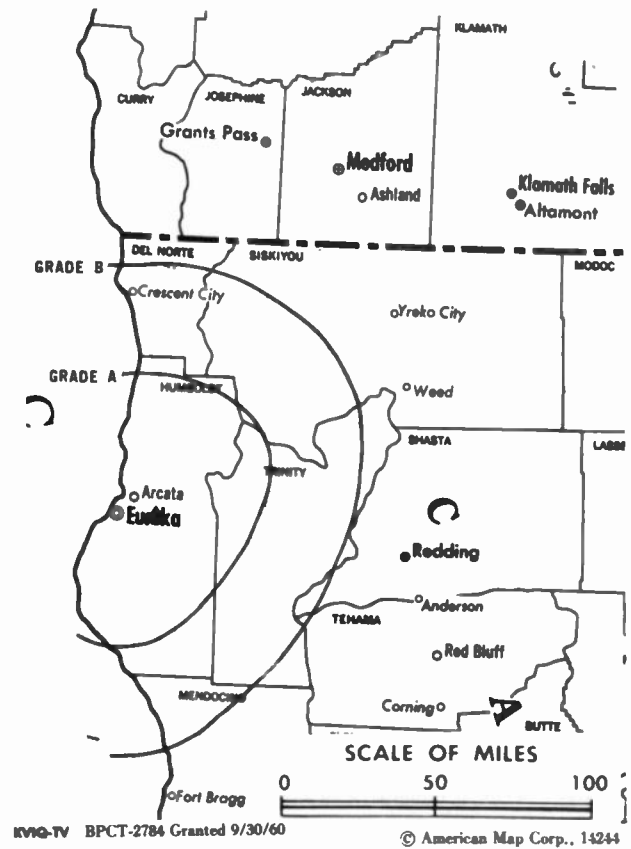
**Personnel:**

CARL R. McCONNELL, president.  
LYNN OLSEN, general manager.  
PATTISON CHRISTENSEN, sales manager.  
SANDY LONCAR, program director.  
BRADY RYBURN, news director.  
MIKE FEIST, director of engineering.

**Highest 30 Sec. Rate** (July 23, 1984): \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	Humboldt	44,500	42,700	96
	<b>OREGON</b>			
	Curry	7,500	6,900	92
Between 25-49%	<b>CALIFORNIA</b>			
	Trinity	5,300	4,900	92



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Mendocino	28,000	26,000	93
<b>Station Totals</b>		<b>93,000</b>	<b>87,700</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>56,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>35,500</b>	

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# California—Fresno

## KAIL

Ch. 53

**Network Service:** None, independent.

**Licensee:** Trans America Broadcasting Corp., 6803 West Blvd., Inglewood, CA.

**Studio & Office:** 5255 E. Alluvial Ave., Fresno, CA.

**Mailing Address:** Box 5188, Fresno 93755.

**Telephone:** 209-299-9753.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 708-kw max. & 427-kw horizontal visual, 70.8-kw max. & 42.7-kw horizontal aural. Antenna: 1850-ft. above av. terrain, 70-ft. above ground, 4570-ft. above sea level.

Latitude 37° 04' 22.5"  
Longitude 119° 25' 51.6"

Holds CP for change to 2500-kw max. visual, 250-kw max. aural, 1887-ft. above ave. terrain, 90-ft. above ground, 4590-ft. above sea level, lat. 37° 04' 22.5", long. 119° 25' 51.6"; transmitter to 0.25-mi. S of Meadow Lakes on Bald Mtn. BPCT-830802KI.

**Transmitter:** Bald Mtn., 0.25-mi. S of Meadow Lakes.

**News Service:** Biznet News.

**Satellite Earth Stations:** Scientific-Atlanta; 5-meter.

**Ownership:** Albert John Williams, 79.9%; Jack M. Reeder, 20.1%. They also own KTYM(AM), Inglewood, CA.

**Began Operation:** December 18, 1961. Sale to present owner by B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC (*Television Digest*, Vol. 6:52). Left air April 17, 1973. Resumed operation Oct. 7, 1976.

**Represented (legal):** Miller & Fields.

**Represented (engineering):** Carl T. Jones Associates.

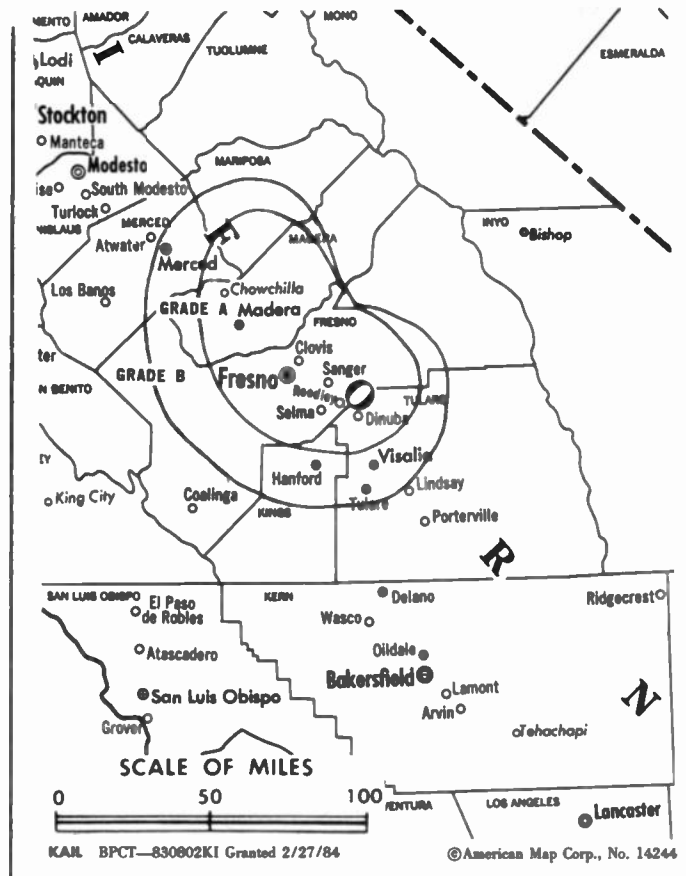
**Personnel:**

GERARDO BORREGO, vice president.  
JOHN LOCKHART, manager.

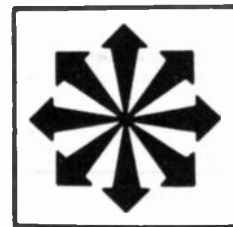
**Highest 30 Sec. Rate** (Sept. 12, 1983): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	Madera	24,300	23,300	96
<b>CALIFORNIA</b>				
Between 5-24%	Fresno	197,000	189,800	96
	Kings	25,200	24,100	95
	Merced	49,900	48,000	96
	Tulare	90,100	86,400	96
<b>Station Totals</b>		<b>386,500</b>	<b>371,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>77,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>24,700</b>	



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# California—Fresno

## KFSN-TV

Ch. 30

**Network Service:** CBS.

**Licensee:** Capital Cities Communications Inc.

**Studio:** 1777 G St., Fresno, CA 93706.

**Telephone:** 209-442-1170. **TWX:** 910-362-3911.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 3720-kw max. & 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 2040-ft. above av. terrain, 272-ft. above ground, 4751-ft. above sea level.

Latitude 37° 04' 39"  
Longitude 119° 26' 01"

**Transmitter:** Meadow Lake, CA.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris; 6.1-meter.

**Ownership:** Capital Cities Communications Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (*Television Digest*, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Vol. 14:47; 15:1).

**Note:** Operated on Ch. 12 until Feb. 17, 1961, when it switched to UHF Ch. 30 (Vol. 17:8).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

### Personnel:

MARC EDWARDS, president & general manager.

DUDLEY FEW, general sales manager.

WILL McMANUS, local sales manager.

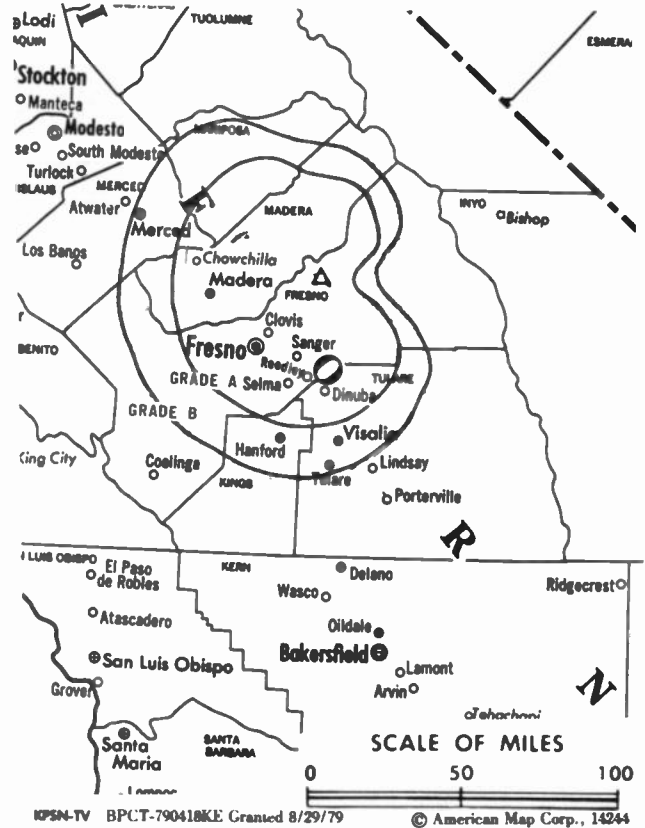
STEPHEN WEBER, director of engineering.

MARK GLEESON, program director.

**Highest 30 Sec. Rate** (Sept. 3, 1983): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Fresno	197,000	189,800	96
	Kings	25,200	24,100	95



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madera	24,300	23,300	96
	Merced	49,900	48,000	96
	Tulare	90,100	86,400	96
Between 25-49%	<b>CALIFORNIA</b>			
	Mariposa	4,900	4,600	93
Between 5-24%	<b>CALIFORNIA</b>			
	Stanislaus	107,600	102,700	95
<b>Station Totals</b>		<b>499,000</b>	<b>478,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>324,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>207,200</b>	

# California—Hanford-Fresno

## KFTV

Ch. 21

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., 721 N. Bronson Ave., Los Angeles, CA 90038.

**Studio:** 8515 E. Lacey Blvd., Hanford, CA 93230.

**Telephone:** 209-584-3362.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1790-kw max. & 131-kw horizontal visual, 327-kw max. & 23.8-kw horizontal aural. Antenna: 1840-ft. above av. terrain, 160-ft. above ground, 4610-ft. above sea level.

Latitude 37° 04' 24"  
Longitude 119° 25' 42"

Holds CP for change to 2820-kw max. & 151-kw horizontal visual, 282-kw max. & 15-kw horizontal aural, 1830-ft. above av. terrain, 160-ft. above ground, 4600-ft. above sea level.

**Transmitter:** Bald Mtn., 52-mi. NE of Hanford.

**News Service:** UPI.

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

**Ownership:** See KMEX-TV, Los Angeles.

**Began Operation:** Feb. 27, 1962 as KDAS; left air May 13 1966 (*Television Digest*, Vol. 6:22). Sale to present owner approved March 19, 1969. Resumed operation Sept. 20, 1972.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Norman P. Leventhal.

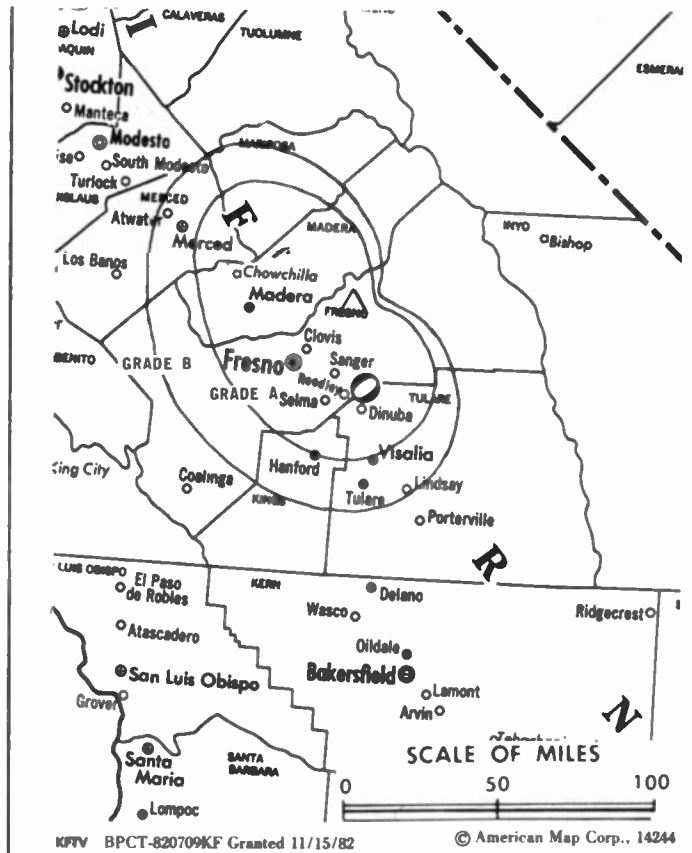
**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

AUGUST RUIZ, general manager.  
RAY CARRASCO, general sales manager.  
MAC MCKENZIE, chief engineer.  
PEDRO SANTOS, programming.

**Highest 30 Sec. Rate** (July 1, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Fresno	197,000	189,800	96
	Madera	24,300	23,300	96
	Tulare	90,100	86,400	96
<b>Station Totals</b>		<b>311,400</b>	<b>299,500</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>28,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>17,400</b>	

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# California—Fresno

**KJEO**

Ch. 47

**Network Service:** ABC.

**Licensee:** Retlaw Enterprises Inc., Box 5455, Fresno, CA 93755.

**Studio:** 4880 N. First St.

**Telephone:** 209-222-2411. **TWX:** 910-362-3181.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"

Longitude 119° 25' 31"

**Transmitter:** Bald Mtn.

**News Services:** UPI, ABC.

**Satellite Earth Station:** Common Carrier; Microdyne; 7-meter.

**Ownership:** Retlaw Enterprises Inc. Lillian B. Disney, co-chmn., 30%; Sharon Disney Lund, co-chmn., 30%; Diane Disney Miller, pres., 24% (holds additional 16% as trustee for Christopher Miller & Joanna Miller Runeare); Joseph C. Drilling, v.p., broadcasting. Retlaw Enterprises also owns KMST(TV), Salinas-Monterey, CA.

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

**Represented (sales):** Petry Television Inc.

**Represented (legal):** McKenna, Wilkinson & Kitner.

**Represented (engineering):** Hammett & Edison Inc.

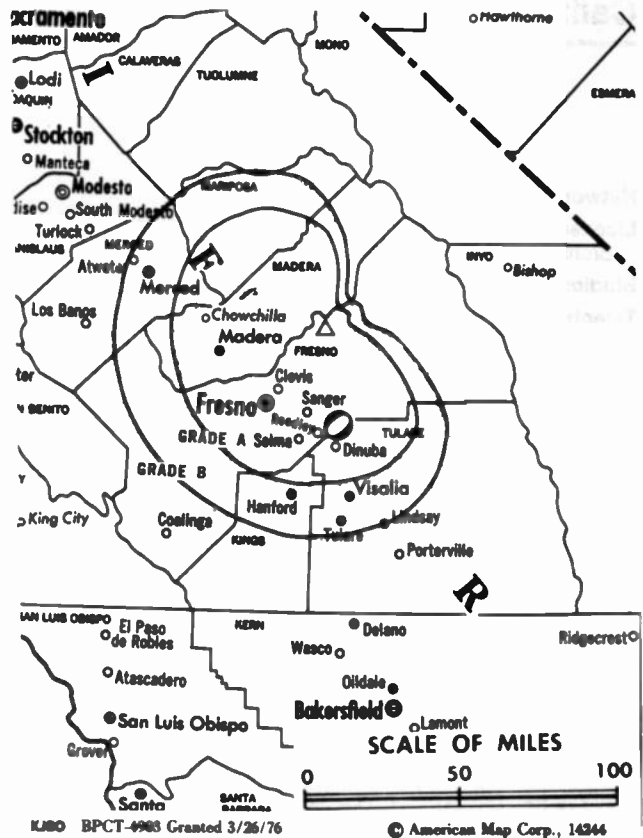
**Personnel:**

- JOSEPH C. DRILLING, president.
- BEN TUCKER, executive vice president.
- ANDY MASTORAS, vice president, finance.
- JAN CROSBY, vice president, assistant to the president.
- DONALD DRILLING, general manager.
- WILBUR HEATH, program director.
- DOUGLAS M. GRANT, general sales manager.
- KEN HOLDEN, chief engineer.
- LARRY MAYFIELD, assistant chief engineer.
- PATRICE COULTER, traffic manager.
- CHRIS TERRENCE, promotion manager.
- DICK DRILLING, news director.
- CARRELL HALLEY, public affairs director.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate:** \$1200.

**NETWORK BASE HOURLY RATE:** \$600.



Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Fresno	197,000	189,800	96
	Kings	25,200	24,100	95
	Madera	24,300	23,300	96
	Merced	49,900	48,000	96
	Tulare	90,100	86,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mariposa	4,900	4,600	93
	Stanislaus	107,600	102,700	95
<b>Station Totals</b>		<b>499,000</b>	<b>478,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>297,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>169,600</b>	

# California—Fresno

**KSEE**

Ch. 24

**Network Service:** NBC.

**Licensee:** San Joaquin Communications Corp., 1544 Van Ness Ave., Fresno, CA 93721.

**Studio:** 1544 Van Ness Ave.

**Telephone:** 209-237-2424. **TWX:** 910-362-2403.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. & 191-kw horizontal visual, 153-kw max. & 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 53"

**Transmitter:** Bear Mtn.

**News Services:** AP, UPI.

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

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

**Began Operation:** June 1, 1953. Sale to present owner by San Joaquin Communications Corp. approved by FCC March 31, 1983 (*Television Digest*, Vol. 22:22, 45). Sale to San Joaquin by McClatchy Newspapers approved by FCC Nov. 18, 1980 (Vol. 19:19).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

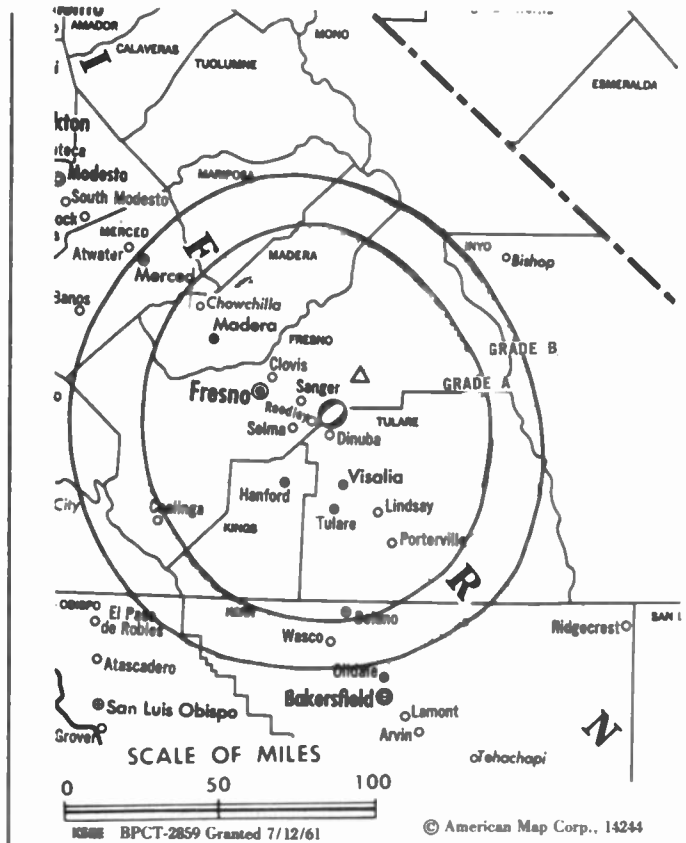
LAWRENCE RHODES, vice president & general manager.  
DONALD JOHNSON, general sales manager.  
LEE JASON, programming director.  
KAREN THOMPSON, traffic manager.  
KEN PRESTON, director of engineering.

**Highest 30 Sec. Rate (1983):** \$2000.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Fresno	197,000	189,800	96
	Kings	25,200	24,100	95
	Madera	24,300	23,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Merced	49,900	48,000	96
	Tulare	90,100	86,400	96
<b>CALIFORNIA</b>				
Between 25-49%	Mariposa	4,900	4,600	93
<b>Station Totals</b>		<b>391,400</b>	<b>376,200</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>311,100</b>
<b>Average Daily Circulation (1984)</b>				<b>179,400</b>

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# California—Visalia-Fresno

## KMPH

Ch. 26

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting Inc., 2600 S. Mooney Blvd., Visalia, CA 93277.

**Visalia Studios & Offices:** 2600 S. Mooney Blvd., Visalia, CA 93277. **Telephone:** 209-733-2600.

**Fresno Studios & Offices:** Telephone: 209-255-2600. **Merced Sales Office:** Telephone: 209-383-2600. **Bakersfield Sales Office:** Telephone: 805-324-2600.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2950-kw visual, 295-kw aural. Antenna: 2730-ft. above av. terrain, 252-ft. above ground, 5922-ft. above sea level.

Latitude 36° 17' 12"  
Longitude 118° 50' 20"

Holds CP for change to 3311-kw max. visual, 335-kw max. aural, 2518-ft. above av. terrain, 475-ft. above ground, 8383-ft. above sea level, lat. 36°40'02", long. 118° 52'42"; transmitter to 6-mi. SE of Wilsonia, Big Baldy Ridge, Sequoia National Forest.

**Transmitter:** Blue Ridge in Sequoia Forest.

**News Services:** UPI, INN.

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

**Ownership:** Harry J. Pappas, pres., 100%; Edward G. Aiken, v.p. & gen. mgr.; LeBon G. Abercrombie, v.p., corporate planning & development; Robert E. Denton, v.p.-controller; Joseph A. Shaffer, v.p., programming; Dennis J. Davis, v.p., finance; Stella A. Pappas, secy.-treas.; Dale Kelly, chief engineer. Pappas Telecasting also owns WHNS(TV), Asheville, N.C.; KGEN(AM), Tulare, CA; is applicant for Ch. 42, Omaha, NE.

**Began Operation:** Oct. 11, 1971. Sale to present owner approved by FCC May 31, 1978.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Fletcher, Heald & Hildreth.

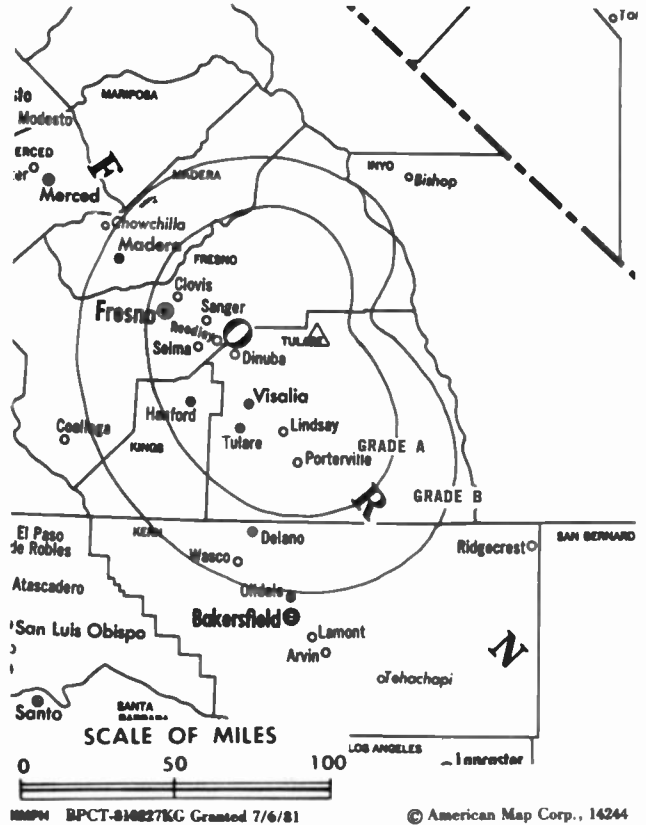
**Represented (engineering):** Cecil Lynch.

### Personnel:

HARRY J. PAPPAS, president.  
EDWARD G. AIKEN, vice president & general manager.  
JOSEPH A. SHAFFER, program manager.  
MICHAEL GRANADOS, director of marketing.  
STEVEN VOURAKIS, southern division marketing manager.  
ROBERT E. DENTON, controller.  
DALE KELLY, chief engineer.  
FRAN RIX, traffic manager.  
JOEL CHEATWOOD, news director.  
JAMES MYERS, promotion manager.  
HELEN LANE, film/shipping director.

**Highest One Hour Rate** (July 12, 1984): \$10,200.

**Highest 30 Sec. Rate** (July 12, 1984): \$850.



Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Fresno	197,000	189,800	96
	Kern West	132,200	127,700	97
	Kings	25,200	24,100	95
	Madera	24,300	23,300	96
	Merced	49,900	48,000	96
	Tulare	90,100	86,400	96
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Mariposa	4,900	4,600	93
<b>Station Totals</b>		<b>523,600</b>	<b>503,900</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>348,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>190,000</b>	

# California—Los Angeles

## KABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. 10020.

**Studio:** Prospect & Talmadge Sts., Hollywood, CA 90027.

**Telephone:** 213-557-7777. **TWX:** 213-666-1240.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 141.25-kw visual, 28.9-kw aural. Antenna: 3213-ft. above av. terrain, 470-ft. above ground, 6716-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

**Transmitter:** Mt. Wilson.

**AM Affiliate:** KABC, 5-kw, 790 kHz.

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

**News Services:** AP, UPI, City News Service.

**Ownership:** See WABC-TV, New York.

**Began Operation:** Sept. 16, 1949 as KECA-TV.

**Represented (sales):** ABC Television Spot Sales Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

### Personnel:

THOMAS K. VAN AMBURG, vice president & general manager.  
JOHN RIEDL, general sales manager.  
MARK FRITZ, national sales manager.  
MICHAEL KINCAID, local sales manager.  
CRAIG HAFFNER, program director.  
TERRY CROFOOT, news director.  
MARTIN KIRSCHEN, director, finance.  
STEVE SCHAEFER, sales service manager.  
RANDY HOOPER, dir., operations, production, planning & control.  
GERALD MINNUCCI, director of creative services.  
WILLIAM F. DRYER, director of engineering.  
ANDRES CHAVEZ, film director.  
BILL JOHNSON, research director.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$5100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
	Orange	777,900	764,400	98
	Riverside Central	52,700	50,700	96



KABC-TV BPCT-830817KF Granted 12/5/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
	Ventura	197,400	192,700	98
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	San Luis Obispo	67,000	64,100	96
	Santa Barbara North	49,100	47,300	96
	Santa Barbara South	68,400	65,700	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	132,200	127,700	97
	Riverside East	6,700	6,500	97
San Diego	749,700	729,200	97	
<b>Station Totals</b>		<b>5,550,100</b>	<b>5,399,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>3,677,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,156,900</b>	



# California—Los Angeles

## KCOP

Ch. 13

**Network Service:** None, independent.

**Licensee:** KCOP Television Inc., 915 N. La Brea Ave., Hollywood, CA 90038.

**Studio:** 915 N. La Brea Ave.

**Telephone:** 213-851-1000. **TWX:** 910-321-4197.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 162-kw visual, 21.4-kw aural. Antenna: 2950-ft. above av. terrain, 240-ft. above ground, 5920-ft. above sea level.

Latitude 34° 13' 42"  
Longitude 118° 04' 02"

**Transmitter:** Mt. Wilson.

**News Service:** UPI.

**Satellite Earth Station:** In operation.

**Ownership:** Chris-Craft Television Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

**Began Operation:** Sept. 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas approved Jan. 27, 1960 by FCC (*Television Digest*, Vol. 15:33, 36, 43; 16:5). Previous sale to Crosby et al. by Copley Press approved Dec. 11, 1957 (Vol. 13:16, 22, 34, 50). Copley acquired station, operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

**Represented (sales):** TeleRep Inc.

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

### Personnel:

BILL FRANK, president & gen. manager.  
JERRY BRAET, general sales manager.  
MIKE DURAND, local sales manager.  
ELLEN SAMBOR, local sales manager.  
PETER MATHES, national sales manager.  
DON SEARLE, research director.  
WIN KORABELL, director of engineering.  
JANE CLARK, business manager.  
PETER SCHLESINGER, mgr., program operations & new development.  
GARY DAVIS, creative services manager.  
JOHN BRAISLIN, gen. mgr., Chris-Craft Video Tape Center.  
SUZANNE HORENSTEIN, program manager.

**Highest One Hour Rate:** \$25,000.

**Highest 30 Sec. Rate:** \$5000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
	Orange	777,900	764,400	98
	Riverside			
	Central	52,700	50,700	96
	Riverside West	218,000	210,000	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	San Bernardino	349,700	338,900	97
	Ventura	197,400	192,700	98
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Yuma	29,200	27,600	95
	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	San Diego	749,700	729,200	97
	San Luis Obispo	67,000	64,100	96
	Santa Barbara			
	North	49,100	47,300	96
	Santa Barbara			
	South	68,400	65,700	96
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Otero	15,600	15,200	97
	San Juan	30,400	28,600	94
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Inyo	7,900	7,100	90
	Kern West	132,200	127,700	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	El Paso	158,000	156,500	99
<b>Station Totals</b>		<b>5,796,900</b>	<b>5,641,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,957,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,301,700</b>	

# California—Los Angeles

## KHJ-TV

Ch. 9

**Network Service:** None, independent.

**Licensee:** RKO General Inc., 5515 Melrose Ave., Hollywood, CA 90038.

**Studio:** 5515 Melrose Ave.

**Telephone:** 213-467-5459. **TWX:** 910-321-2345.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

Holds CP for change to 141-kw max. visual, 28.2-kw max. aural, 3184-ft. above av. terrain, 423-ft. above ground, 6135-ft. above sea level. BMPCT-830909KI.

**Transmitter:** Mt. Wilson.

**News Services:** AP, ITNA.

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

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

**Ownership:** See WOR-TV, New York.

**Began Operation:** Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (**Television Digest**, Vol. 7:23, 32, 36).

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

- CHUCK VELONA, vice president & general manager.
- FERNANDO DEL RIO, vice president, public affairs.
- TOM FRANDSEN, vice president, community affairs.
- WALT BAKER, vice president, programming.
- SANDY RAHIMI, vice president & director of sales.
- ANN FOGELHUT, local sales manager.
- HANK OSTER, local sales manager.
- MARILYN HANSEN, national sales manager.
- ALAN TIMPSON, controller.
- DICK JOHNSON, production manager.
- DONNALEE NELSON, research director.
- BUCK EVANS, chief engineer.
- STEPHANIE BRADY, news director.
- BARBARA MASSEY, film supervisor.
- DICK PARADISE, advertising & promotion director.
- DOLORES FINLAY, publicity director.

**Highest 30 Sec. Rate:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Orange	777,900	764,400	98
	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Yuma	29,200	27,600	95
	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93



KHJ-TV BMPCT-830909KI Granted 1/1/23/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Kern West	132,200	127,700	97
	Los Angeles	2,818,900	2,744,000	97
	Riverside			
	Central	52,700	50,700	96
	San Luis Obispo	67,000	64,100	96
	Santa Barbara			
	North	49,100	47,300	96
	Santa Barbara			
	South	68,400	65,700	96
Ventura	197,400	192,700	98	
<b>NEW MEXICO</b>	Chaves	20,300	19,900	98
	Eddy	17,900	17,500	98
	Otero	15,600	15,200	97
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Riverside East	6,700	6,500	97
	San Diego	749,700	729,200	97
<b>NEW MEXICO</b>	San Juan	30,400	28,600	94
	<b>TEXAS</b>			
	El Paso	158,000	156,500	99
<b>Station Totals</b>		<b>5,821,500</b>	<b>5,665,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,445,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>889,500</b>	

# California—Los Angeles

## KMEX-TV

Ch. 34

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., 5420 Melrose Ave., Hollywood, CA 90038.

**Studio:** 721 North Bronson Ave., Hollywood, CA 90038.

**Telephone:** 213-466-3434.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1950-kw max. & 200-kw horizontal visual, 195-kw max. & 20-kw horizontal aural. Antenna: 2940-ft. above av. terrain, 190-ft. above ground, 5896-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

**Transmitter:** Mt. Wilson.

**News Services:** UPI, City News.

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

**Ownership:** Laura Investment Co., 20%; Fouce Amusement Enterprises Inc., 25.4%; Reynold V. Anselmo, 23.9%; James Jacobson, 9.1%; Daniel Villanueva, 5.9%; Emilio Nicolas, 6.7%; 25 others, none with as much as 3%. Officers: Reynold V. Anselmo, pres.; Julian M. Kaufman, Emilio Nicolas, Daniel Villanueva, Joaquin Blaya, v.p.s.; Ronald S. Rosen, asst. secy. Same interests also operate KWEX-TV, San Antonio, TX; WLTW, Miami, FL; KFTV, Hanford, CA; WXTV, Paterson, NJ. Anselmo, Villanueva & Nicolas have interest in KDTV, Ch. 14, San Francisco & KTVW-TV, Ch. 33, Phoenix, AZ.

**Began Operation:** September 30, 1962.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Norman P. Leventhal.

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

**Personnel:**

- DANIEL VILLANUEVA, president & general manager.
- RICHARD MORSE, chief engineer.
- SANDRA D. GIBSON, station manager.
- CHARLES BARRY, general sales manager.
- GERARDO PALLARES, program director.
- RICHARD LANCE, controller.
- DANIEL L. VILLANUEVA, assistant general manager.

**Rates:** Not available.



SCALE OF MILES  
0 50 100  
KMEX-TV BPCT-5114 Granted 1/31/78 © American Map Corp., 14244  
Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Los Angeles	2,818,900	2,744,000	97
	Riverside Central	52,700	50,700	96
<b>Station Totals</b>		<b>2,871,600</b>	<b>2,794,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>395,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>255,400</b>	

# California—Los Angeles

**KNBC**

Ch. 4



**NBC SPOT SALES**

**Network Service:** NBC.

**Licensee:** National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, CA 91523.

**Studio:** 3000 W. Alameda Ave., Burbank, CA 91523.

**Telephone:** 213-840-4444. **TWX:** 910-498-2752. **Telex:** 67-7237.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 44.7-kw visual, 7.76-kw aural. Antenna: Non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 496-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 32"  
Longitude 118° 03' 52"

**Transmitter:** Mt. Wilson.

**News Services:** AP, UPI, City News.

**Satellite Earth Station:** Common Carrier; Andrew; 10-meter.

**Ownership:** See WNBC-TV, New York.

**Began Operation:** Jan. 16, 1949.

**Represented (sales):** NBC Spot Sales.

**Personnel:**

- JOHN ROHRBECK, vice president & general manager.
- DICK ASKIN, director, sales.
- DAVID INGRAHAM, station manager.
- ROBERT KENNEDY, director, advertising & promotion.
- CAROLE CARTWRIGHT, director, programming.
- PATRICK WALLACE, director, business affairs.
- JEFF GILBERT, sales manager.
- JEFF KAZMARK, sales manager.
- STEVE ANTONIOTTI, director of news.
- PETAR SARDELICH, manager, production & operations.
- HARRY BURBIDGE, chief engineer.

**Highest One Hour Rate:** \$9000.

**Highest 30 Sec. Rate:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
Orange	777,900	764,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Riverside			
	Central	52,700	50,700	96
	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
	Santa Barbara			
	South	68,400	65,700	96
Ventura	197,400	192,700	98	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Kern West	132,200	127,700	97
	Santa Barbara			
North	49,100	47,300	96	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Riverside East	6,700	6,500	97
	San Diego	749,700	729,200	97
	San Luis Obispo	67,000	64,100	96
<b>Station Totals</b>		<b>5,550,100</b>	<b>5,399,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>3,732,000</b>
<b>Average Daily Circulation (1984)</b>				<b>2,091,100</b>

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# California—Los Angeles

## KCBS-TV

(formerly KNXT)

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 6121 W. Sunset Blvd., Los Angeles 90028.

**Studio:** 6121 W. Sunset Blvd.

**Telephone:** 213-460-3000.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"  
Longitude 118° 04' 18"

**Transmitter:** Mt. Wilson.

**AM Affiliate:** KNX, 50-kw, 1070 kHz.

**FM Affiliate:** KKHR, 54-kw, 93.1 MHz (No. 226), 3036-ft.

**News Services:** AP, UPI, City News.

**Ownership:** CBS Inc.

**Began Operation:** May 6, 1948 as KTSL. Sold to present owner December 1950 (*Television Digest*, Vol. 6:46, 52).

**Represented (sales):** CBS Television National Sales.

### Personnel:

JAMES S. BENNETT, vice president & general manager.

NAN TEPPER, director, station services.

ANDREW FISHER, director, news.

JOHN SUTTON, director, sales.

MARY KELLOGG-JOSLYN, director, broadcasting.

MICHAEL MISCHLER, director, communications.

NORMAN BACON, director, planning & administration.

DAVID CONANT, director, technical operations.

ROBERT W. MOORE JR., director, research.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
	Orange	777,900	764,400	98
	Riverside Central	52,700	50,700	96



KCBS-TV BPCT—2535 Granted 9/12/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
	Ventura	197,400	192,700	98
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	67,000	64,100	96
	Santa Barbara North	49,100	47,300	96
	Santa Barbara South	68,400	65,700	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	132,200	127,700	97
	Riverside East	6,700	6,500	97
	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>5,550,100</b>	<b>5,399,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>3,655,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,016,700</b>	

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# California—Los Angeles

## KTLA

Ch. 5

**Network Service:** None, independent.

**Licensee:** Golden West Television Inc., 5800 Sunset Blvd., Box 500, Los Angeles, CA 90078.

**Studio:** 5800 Sunset Blvd., Box 500, Los Angeles 90078.

**Telephone:** 213-460-5500. **TWX:** 910-321-2417.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 50-kw visual, 5-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5967-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

**Transmitter:** Mt. Wilson.

**News Services:** AP, UPI, INDX, CNN, CNS.

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

**Ownership:** Anthony B. Cassara, pres. & chief exec. officer; Golden West Associates I, 87.3%; Golden West Associates II, 2.7%; Anthony B. Cassara, William Schickler III, Steven A. Bell, Michael Eigner, Eileen Geregthy, Thomas M. Arnost, Robert Clark, Hector Highton, Don Patton, Johnny Grant. GWA I & II ownership: KKR Assoc., a ltd. partnership, gen. partner; ltd. partners. KKR & Co. ownership: Jerome Kohlberg Jr., Henry R. Kravis, George R. Roberts & Robert I. MacDonnell, gen. partners; Donald J. Herdrich, Michael M. Michelson & Paul Raether, ltd. partners. For other interests, see Kohlberg, Kravis & Roberts in Group Ownership of TV Stations.

**Began Operation:** Jan. 22, 1947. Sale to present owners approved by FCC March 28, 1983 (*Television Digest*, Vol. 22:44): Sale to Gene Autry & The Signal Cos. by Paramount Television Productions approved May 13, 1964 by FCC (Vol. 3:44; 4:20).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Latham & Watkins; Wiley, Johnson & Rein.

### Personnel:

STEVEN A. BELL, senior vice president & general manager.  
MICHAEL EIGNER, vice president & station manager.  
DAVID SIMON, director of programming.  
TOM ARNOST, local sales manager.  
EILEEN GEREGETHY, local sales manager.  
JEFF WEISS, national sales manager.  
MITCHELL NEDICK, director of finance & administration.  
JANE COLLINS, director of research.  
IRA GOLDSTONE, director of engineering.  
HEC HIGHTON, v.p. & director of production/sports.  
BRENDA YOUNG, dir. of business affairs/legal counsel.  
JEFF WALD, news director.  
FLO JENKINS, publicity director.

**Highest 30 Sec. Rate:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
	Orange	777,900	764,400	98
	Riverside			
	Central	52,700	50,700	96
	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
	San Luis Obispo	67,000	64,100	96
Santa Barbara				
North	49,100	47,300	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Barbara	68,400	65,700	96
	South	197,400	192,700	98
	Ventura	197,400	192,700	98
<b>NEW MEXICO</b>	Lea South	2,600	2,400	92
	<b>ARIZONA</b>			
<b>Between 25-49%</b>	Yuma	29,200	27,600	95
	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	Kern West	132,200	127,700	97
	San Diego	749,700	729,200	97
	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Eddy	17,900	17,500	98
	Lea North	18,200	17,900	98
	Otero	15,600	15,200	97
San Juan	30,400	28,600	94	
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Cochise	32,100	30,900	96
	Coconino	25,600	23,800	93
	La Paz	5,000	4,800	96
	<b>CALIFORNIA</b>			
Riverside East	6,700	6,500	97	
Tulare	90,100	86,400	96	
<b>NEW MEXICO</b>				
Bernalillo	171,800	169,000	98	
<b>TEXAS</b>				
El Paso	158,000	156,500	99	
<b>Station Totals</b>		<b>6,166,900</b>	<b>6,000,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>3,470,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,562,500</b>	

# California—Los Angeles

## KTTV

Ch. 11

**Network Service:** None, independent.

**Licensee:** Metromedia Inc., 5746 Sunset Blvd, Los Angeles, CA 90028.

**Studio:** 5746 Sunset Blvd.

**Telephone:** 213-462-7111. **TWX:** 910-321-4222.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 166-kw visual, 20-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"

Longitude 118° 03' 47.1"

**Transmitter:** Mt. Wilson.

**News Services:** AP, UPI, City News, CNN.

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

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

**Satellite Earth Stations:** Transmit/receive; Harris; 9-meter.

**Ownership:** Metromedia Inc. See Group Ownership of TV Stations.

**Began Operation:** Jan. 7, 1949. Sale to present owner by **Los Angeles Times** and **Mirror** approved May 28, 1963 by FCC (**Television Digest**, Vol. 3:3, 22).

**Represented (sales):** Katz Independent TV Sales.

### Personnel:

BILL WHITE, vice president & general manager.  
 MARTIN BERGMAN, vice president & general sales manager.  
 DONALD TILLMAN, v.p. & director of programming & production.  
 WALTER R. KALB, vice president & business affairs director.  
 LEW SCHATZER, v.p. & director of promotion & creative services.  
 PHYLLIS BECKER, vice president & national sales manager.  
 BOB RODRIGUEZ, vice president & local sales manager.  
 KIRK KOPIC, vice president & local sales manager.  
 BETTY FOX, sales manager, New York office.  
 ROGER LAMAY, news director.  
 RAYMOND GREEN, executive producer.  
 LEE PARDEE, vice president, engineering.  
 LORRAINE DITRI, commercial operations director.

**Highest 30 Sec. Rate** (July 23, 1984): \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Imperial	31,000	29,000	93
	Kern East	23,500	22,600	96
	Los Angeles	2,818,900	2,744,000	97
	Orange	777,900	764,400	98
	Riverside			
	Central	52,700	50,700	96
	Riverside West	218,000	210,000	96
	San Bernardino	349,700	338,900	97
	Santa Barbara			
	North	49,100	47,300	96
	Santa Barbara			
	South	68,400	65,700	96
	Ventura	197,400	192,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Cochise	32,100	30,900	96
	Yuma	29,200	27,600	95
<b>CALIFORNIA</b>	Inyo	7,900	7,100	90
	Kern West	132,200	127,700	97
	San Diego	749,700	729,200	97
	San Luis Obispo	67,000	64,100	96
	<b>NEW MEXICO</b>			
<b>Between 5-24%</b>	Chaves	20,300	19,900	98
	Eddy	17,900	17,500	98
	Lea North	18,200	17,900	98
	Lea South	2,600	2,400	92
	Luna	6,100	5,900	97
	Otero	15,600	15,200	97
	San Juan	30,400	28,600	94
	Coconino	25,600	23,800	93
<b>CALIFORNIA</b>	Riverside East	6,700	6,500	97
	<b>TEXAS</b>			
El Paso	158,000	156,500	99	
<b>Station Totals</b>		<b>5,918,100</b>	<b>5,757,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>3,319,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,455,300</b>	

# California—Los Angeles

## KWHY-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Harrisclope of Los Angeles Inc., 5545 Sunset Blvd., Los Angeles, CA 90028.

**Studio:** 5545 Sunset Blvd.

**Telephone:** 213-466-5441.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2570-kw max. & 1726-kw horizontal visual, 257-kw aural. Antenna: 2917-ft. above av. terrain, 212-ft. above ground, 5903-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

**Transmitter:** Mt. Wilson.

**News Services:** AP, UPI, Reuters, Dow Jones.

**Ownership:** Burt I. Harris Sr., pres., 28.05%; Irving B. Harris, 29.72%; Allan Slaight, 13.44%; Robert S. Block, 8.43%; Clarion Co. Ltd., 6.67%; James L. LeVitus, 3.33%; John R. Martinson, 2.73%; Sitel Inc., 2.50%; Burt I. Harris Jr., 1.67%; 11 others, none with as much as 1%. For other Harris interests, see Harrisclope Bcstg. in Group Ownership of TV Stations.

**Began Operation:** March 25, 1963, but left the air March 9, 1964 (*Television Digest*, Vol. 4:11). Sale by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20). Subscription TV began July 23, 1978. Sale to present owners by Coast TV Bcstg. approved Nov. 20, 1981.

**Represented (sales):** Unirep Broadcasting Co.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

BURT I. HARRIS, president.  
BURT I. HARRIS JR., vice president & general manager.  
CARLOS M. ECHERRI, controller.  
MIKE WAGNER, account executive.  
JOHN H. NELSON, account executive.  
EUGENE A. HARRIS, chief engineer, transmitter.  
DAVID J. ZULLI, chief engineer, studio.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$110.

**Arbitron Data:** Not available.



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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151



## KBSC-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Oak Broadcasting Systems Inc., 1901 Ave. of the Stars, Los Angeles, CA 90067.

**Studio:** 1139 Grand Central Ave., Glendale, CA 91201.

**Telephone:** 213-507-6511.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 2630-kw max. & 1320-kw horizontal visual, 261-kw max. & 132-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 199-ft. above ground, 5856-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 45"

**Transmitter:** Mt. Wilson.

**Ownership:** Oak Industries Inc, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 29, 1966. Sale of 50% to present owner by A. Jerrold Perenchio approved April 15, 1983. Sale to Oak & Perenchio by Kaiser Bcstg. Corp. approved by FCC Aug. 24, 1976 (*Television Digest*, Vol. 16:35). Began subscription television April 1, 1977 (Vol. 17:15). Began Spanish language broadcasting Sept. 8, 1980. Began 24 hour subscription television Oct. 1, 1982.

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

**Represented (engineering):** Cohen & Dippell, P.C.

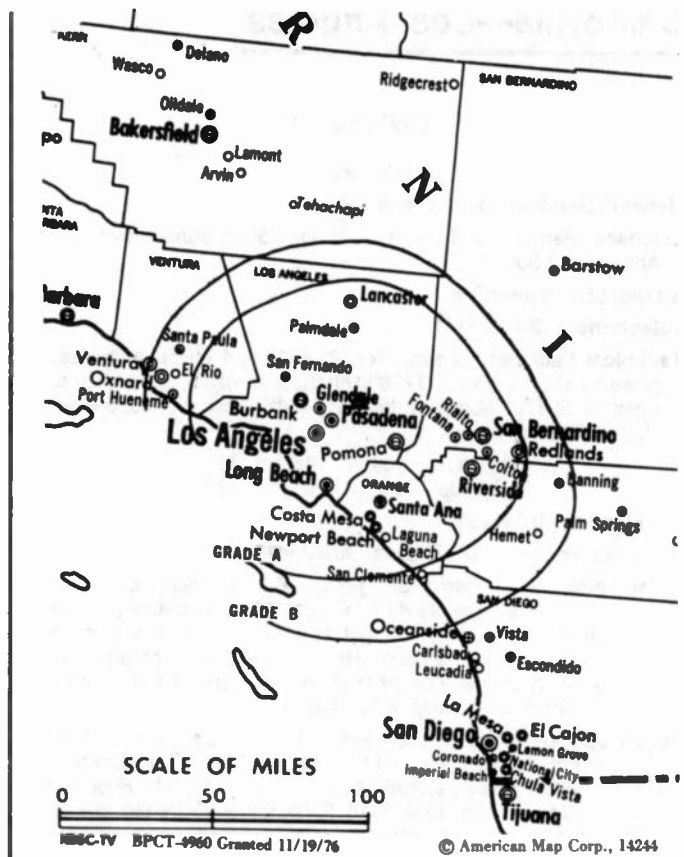
**Personnel:**

WILLIAM R. GUERRA, general manager.  
RICHARD A. WHITMAN, program director.  
JOHN A. RUSSELL, director of engineering.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Los Angeles	2,818,900	2,744,000	97
<b>Station Totals</b>		<b>2,818,900</b>	<b>2,744,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>196,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>70,500</b>	



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# California—Santa Ana (Los Angeles)

## KTBN-TV

Ch. 40

**Network Service:** Trinity Bcstg. Network.

**Licensee:** Trinity Broadcasting Network Inc., Box A, Santa Ana, CA 92711.

**Studio:** 2442 Michelle Rd., Tustin, CA 92680.

**Telephone:** 714-832-2950.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 622-kw max. & 260-kw horizontal visual, 123-kw max. & 52-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 44"

**Transmitter:** Mt. Wilson.

**News Service:** UPI.

**Satellite Earth Station:** Transmit/receive; Scientific-Atlanta, 10-meter.

**Ownership:** Trinity Broadcasting Network Inc., a non-profit corp. Paul F. Crouch, pres.; Jane Duff, v.p.; Norman G. Juggert, secy.-treas. Trinity also owns KPAZ-TV, Phoenix, AZ; WHFT (TV), Miami, FL; KTBO-TV, Oklahoma City, OK; WTBY(TV), Poughkeepsie, NY; WKOI(TV), Richmond, IN; satellite-fed translator, Denver, CO.

**Began Operation:** Jan. 5, 1967. Sale to present owner by Angel Lerma approved by FCC Aug. 2, 1974.

**Represented (legal):** May, Dunn & Gay.

### Personnel:

PAUL F. CROUCH, president/founder.  
STAN HOLLON, sales, satellite.  
BEN MILLER, director of engineering.  
TERRY HICKEY, director of programming.

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

**Arbitron Data:** Not available.



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# California—San Bernardino (Los Angeles)

**KCSI**

**Ch. 18**

**Network Service:** None, independent.

**Licensee:** KCSI Inc., 1954 Cotner Ave., Los Angeles, CA. 90025.

**Studios:** 1954 Cotner Ave., Los Angeles 90025; 280 South I St., San Bernardino 92410.

**Telephones:** 213-479-8081; 714-824-7560.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 3090-kw visual, 309-kw aural. Antenna: 2393-ft. above av. terrain, 144-ft. above ground. 5573-ft. above sea level.

Latitude 34° 11' 15.0"  
Longitude 117° 41' 53.5"

**Transmitter:** Sunset Ridge, 5-mi. NE of Claremont.

**News Service:** UPI.

**Satellite Earth Station:** Miralite; 3.7-meter.

**Ownership:** W.P.E.C., 100%. Thomas H. Headley, H. Douglas Lung, Gregory McArthur, David R. Verrill, Thomas Quarton.

**Began Operation:** June 30, 1977.

**Represented (sales):** Netspan.

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

**Personnel:**

PAUL NIEDERMEYER, general manager.  
CHRISTOPHER HARGROVE, program director.  
MARIA GOMEZ, traffic manager.  
MICHAEL NEWCOMB, production director.  
DOUGLAS LUNG, director of engineering.



**Highest 30 Sec. Rate** (July 18, 1984): \$500.

**Arbitron Data:** Not available.

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# California—Ontario

## KIHS-TV

Ch. 46

**Network Service:** None, independent.

**Licensee:** HBI Acquisition Corp., 18103 Skypark South, Suite D, Irvine, CA 92714.

**Studio:** 3833 Ebony St., Ontario, CA 91761.

**Telephone:** 714-250-1200.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 2170-kw max. & 1797-kw horizontal visual, 217-kw max. & 179.7-kw horizontal aural. Antenna: 3040-ft. above av. terrain, 312-ft. above ground, 5991-ft. above sea level.

Latitude 34° 13' 37"  
Longitude 118° 03' 58"

Requests CP for change to 2455-kw max. visual, 372-kw max. aural, 3044-ft. above av. terrain, 295-ft. above ground, 5995-ft. above sea level.

**Transmitter:** Mt. Wilson.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter.

**Ownership:** De Rance Inc., 20%; Guadalupe Assoc. Inc., 40%; Max F. Vigil, 8.76%; Richard C. Hernandez, pres., 20%; Frederick P. Aguirre, 3.34%; Francisco F. Firmat, 5.14%; Manuel Esqueda & David L. Hernandez, 4% each; Armando C. & Cecilia D. Hernandez, 2% each.

**Began Operation:** July 1972; left air Jan. 29, 1973. Resumed operation June 7, 1973; left air on unannounced date. Sale to present owners approved by FCC May 25, 1982. Resumed operation April 21, 1984.

**Personnel:**

JOSEPH BUERRY JR., general manager.  
MAX F. VIGIL, business manager.  
DR. JULIO BRITO, chief engineer.  
PETER PARISE, manager of operations.

**Highest 30 Sec. Rate:** \$100.



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# California—Palm Springs-Indio

## KESQ-TV

Ch. 42

(Also serves Hemet, Yucca Valley & Twentynine Palms Area)

**Network Service:** ABC.

**Licensee:** Pacific Media Corp.

**Studio:** 36-270 Plaza Dr., Cathedral City, CA 92234.

**Telephone:** 619-328-8881.

**Mailing Address:** Box 4200, Palm Springs, CA 92263.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 316-kw max. & 154-kw horizontal visual, 45.8-kw aural. Antenna: 630-ft. above av. terrain, 130-ft. above ground, 1650-ft. above sea level.

Latitude 33° 51' 58"  
Longitude 116° 26' 02"

**Transmitter:** Edom Hill.

**News Services:** AP, ABC.

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

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

**Ownership:** Esquire Inc. See KEYC-TV, El Centro, CA.

**Began Operation:** Oct. 5, 1968. Transfer of control to Esquire from receivers in bankruptcy approved by FCC June 30, 1978.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

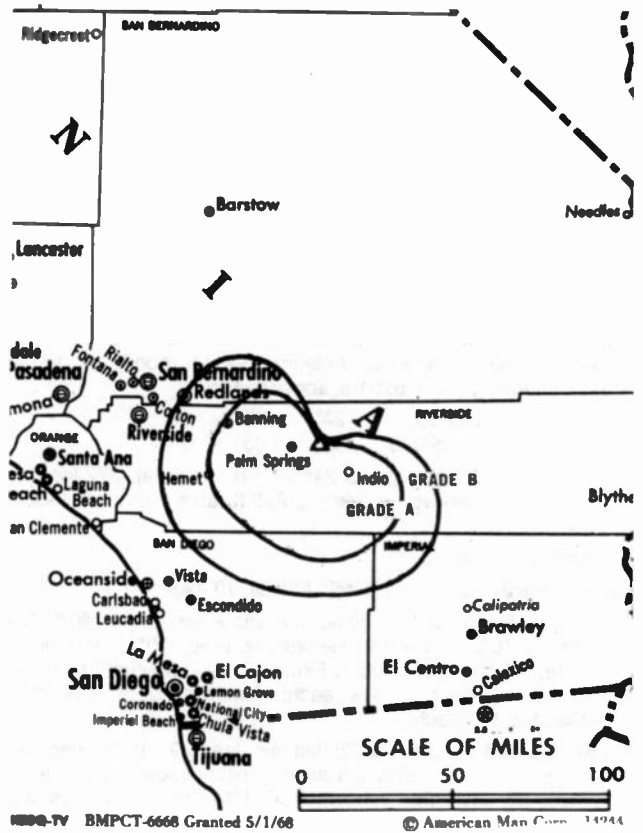
ROBERT SHIELDS, president.  
BILL MENDELL, general manager.  
JANET WEHNER, program director.  
RICHARD LERNER, news director.  
RON CATHCART, chief engineer.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate (Feb. 1984):** \$750.

**NETWORK BASE HOURLY RATE:** \$110.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b> Riverside	52,700	50,700	96
	Central			
Between 5-24%	<b>CALIFORNIA</b> Imperial	31,000	29,000	93
<b>Station Totals</b>		<b>83,700</b>	<b>79,700</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>49,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>29,400</b>	

# California—Palm Springs

## KMIR-TV

Ch. 36

**Network Service:** NBC.

**Licensee:** Desert Empire TV Corp., Box 1506, Palm Springs, CA 92263.

**Studio:** 72920 Park View Dr., Palm Desert, CA 92260.

**Telephone:** 619-568-3636. **TWX:** 910-332-1292.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 16.4-kw horizontal aural. Antenna: 680-ft. above av. terrain, 124-ft. above ground, 1703-ft. above sea level.

Latitude 33° 52' 00"  
Longitude 116° 25' 56"

**Transmitter:** 7-mi. ENE of center of Palm Springs.

**News Service:** UPI.

**Satellite Earth Station:** Miralite; 3.7-meter.

**Ownership:** John Conte, pres.; Sirpuhe Philibosian Conte, secy.-treas. Mr. & Mrs. Conte hold 100% jointly.

**Began Operation:** Oct. 26, 1968.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

JOHN CONTE, president & general manager.  
ROBERT OLSON, chief engineer.  
MARSHA BAILEY, program director.  
HARRY HEIN, sales manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$250.

**NETWORK BASE HOURLY RATE:** \$100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	Riverside	52,700	50,700	96
	Central			
Between 5-24%	CALIFORNIA	31,000	29,000	93
	Imperial			
<b>Station Totals</b>		<b>83,700</b>	<b>79,700</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>46,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>22,300</b>	



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# California—Redding

## KRCR-TV

Ch. 7

(Also serves Chico, CA)

**Network Service:** ABC.

**Licensee:** Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, CA 96001.

**Studio:** Pioneer Dr.

**Telephone** 916-243-7777. **TWX:** 916-243-6721.

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

Latitude 40° 36' 10"  
Longitude 122° 39' 00"

**Transmitter:** Mt. Shasta-Bally, 13 mi. W of Redding.

**News Services:** UPI, CNN Headline News.

**Satellite Earth Stations:** 4, Andrew/Harris; 3-meter, 4.5-meter, 6-meter; Andrew/Harris receivers.

**Ownership:** California-Oregon Broadcasting Investments, a Partnership. See KOB(TV), Medford, Ore.

**Began Operation:** Aug. 1, 1956. Acquisition of positive control by California-Oregon Bcstg. approved by FCC Feb. 9, 1968. Previous sale to Sacramento Valley TV Inc. by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963 by FCC (*Television Digest*, Vol. 3:11, 23).

**Represented (sales):** Blair Television; Art Moore Inc. (regional).

**Represented (legal):** Dempsey & Koplovitz.

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

**Personnel:**

RICHARD GREEN, president & general manager.  
WILLIAM B. SMULLIN, vice president & director of operations.  
KENNETH W. KING, national sales manager.  
NORM HOATSON, chief engineer.  
DOREETA DOMKE, program/operations director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$725.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Butte	65,000	62,100	96
	Glenn	8,500	8,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Modoc	3,600	3,300	93
	Shasta	50,200	48,700	97
	Siskiyou	16,600	15,500	93
	Tehama	16,500	16,000	97
	Trinity	5,300	4,900	92
Between 25-49%	CALIFORNIA			
	Lassen	8,300	7,800	94
	Plumas	7,900	7,400	94
Between 5-24%	CALIFORNIA			
	Colusa	4,900	4,700	96
	Humboldt	44,500	42,700	96
	Yuba	19,000	18,400	97
<b>Station Totals</b>		<b>250,300</b>	<b>239,700</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>146,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>91,900</b>	

# California—Sacramento

## KCRA-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Kelly Broadcasting Co., 310 10th St., Sacramento, CA 95814.

**Studio:** 310 10th St.

**Telephone:** 916-444-7300. **TWX:** 910-367-3557.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Holds CP for change to 10-kw aural, 1940-ft. above av. terrain, 1951-ft. above ground, 1951-ft. above sea level, lat. 38° 15' 52", long. 121° 29' 22"; transmitter to 0.8-mi. S of Twin Cities Rd., adjacent to Snodgrass Slough, 2.2-mi. W of Hwy. 5, Walnut Grove.

**Transmitter:** 0.7-mi. NE of Walnut Grove.

**News Services:** AP, UPI, NBC, CNN, NIWS.

**Satellite Earth Stations:** Scientific-Atlanta 10-meter, Superior 6-meter; M/A-Com & Scientific-Atlanta receivers.

**Ownership:** Nina N. Kelly, Robert E. Kelly & Jon S. Kelly, 1/3 each. Kelly Bcstg. also owns KCPQ(TV), Tacoma, Wash.

**Began Operation:** Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 50% owners, Kellys, approved April 18, 1962 by FCC (*Television Digest*, Vol. 2:17).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

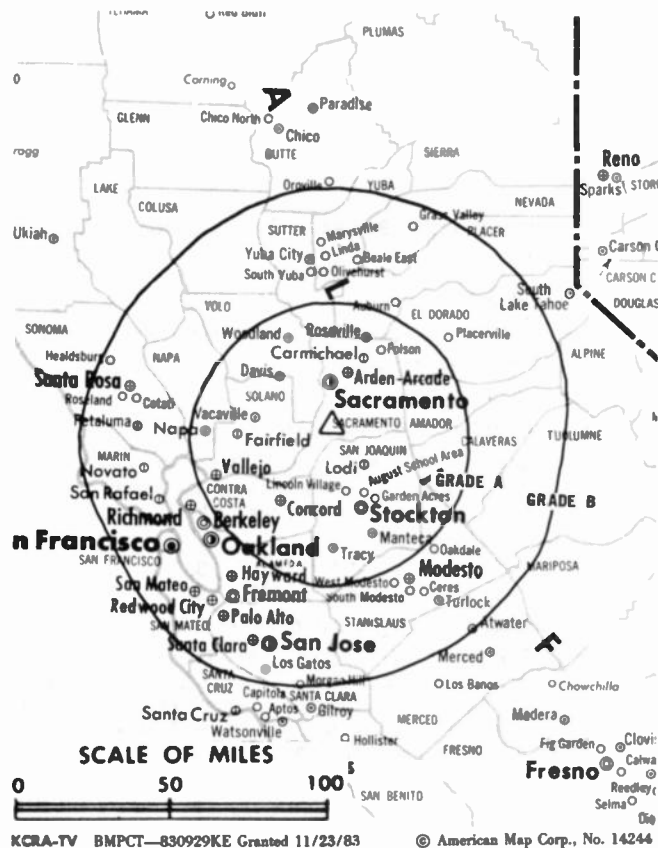
- ROBERT E. KELLY, partner.
- JON S. KELLY, partner.
- DON SARACENO, general manager.
- PETE LANGLOIS, station manager, programming.
- JOHN KUENEKE, station manager, administration.
- DAVE ULRICKSON, local sales manager.
- JOHN TURVER, national sales manager.
- KURT EICHSTEADT, program director.
- JIM STRADER, production manager.
- DON DUNCAN, chief engineer.
- MARGARET JOHNSTONE, business manager.

**Highest 30 Sec. Rate:** (Oct. 13, 1984): \$6500.

**NETWORK BASE HOURLY RATE:** \$2450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Butte	65,000	62,100	96
	Calaveras	9,400	9,000	96
	Colusa	4,900	4,700	96
	Contra Costa			
	East	26,700	26,200	98
	El Dorado West	26,900	26,000	96
	Lake	18,100	16,800	93
	Mariposa	4,900	4,600	93
	Mono	4,500	3,900	87
	Nevada	24,200	22,900	95
	Placer West	46,600	44,900	96



KCRA-TV BMPCT—830929KE Granted 11/23/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Plumas	7,900	7,400	94
	Sacramento	338,700	329,800	97
	San Joaquin	137,500	131,900	96
	Sierra	1,600	1,500	94
	Solano East	55,200	54,000	98
	Stanislaus	107,600	102,700	95
	Sutter	20,900	20,300	97
	Tuolumne	14,900	14,100	95
	Yolo	45,800	44,100	96
	Yuba	19,000	18,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	El Dorado East	12,600	12,200	96
	Glenn	8,500	8,200	96
	Lassen	8,300	7,800	94
	Placer East	3,600	3,400	96
Sonoma	132,200	126,600	96	
<b>NEVADA</b>	Douglas	9,400	9,000	96
	Carson City	14,400	14,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa			
	West	240,000	234,700	98
	Marin	94,800	91,900	97
	Merced	49,900	48,000	96
	Napa	40,500	39,100	97
	Solano West	37,900	37,000	98
	Tehama	16,500	16,000	97
	<b>NEVADA</b>			
Washoe	89,300	87,100	98	

<b>Station Totals</b>	<b>2,192,900</b>	<b>2,121,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,054,200</b>	
<b>Average Daily Circulation (1984)</b>		<b>586,400</b>	



# California—Modesto

**KCSO**

Ch. 19

(Also serves Sacramento & Stockton)

**Network Service:** Spanish International Network.

**Licensee:** Sainte Broadcasting Corp., Box 3689, Modesto 95352.

**Studio:** 2842 Iowa Ave., Modesto, CA.

**Telephone:** 209-578-1900.

**Mailing Address:** Box 3869, Modesto 95352.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. & 794-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1877-ft. above av. terrain, 346-ft. above ground, 3086-ft. above sea level.

Latitude 38° 07' 08"

Longitude 120° 43' 21"

**Transmitter:** Bear Mtn., approx. 5.8-mi. SW of San Andreas.

**Ownership:** Chester & Naomi L. Smith, 51%; Enoch Christoffersen, 15%; Albert I. Chance, 7%; Melvin J. Querio 6%; Jo Anne Querio, 4%; others, none with more than 5%. Sainte Bcstg. also owns KCBA(TV), Salinas, CA. Melvin Querio owns 50% of Superior Bcstg. of CA, permittee of Ch. 24, Chico, CA.

**Began Operation:** Aug. 26, 1966.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (sales):** SIN Television Network.

**Represented (engineering):** Cecil Lynch.

**Personnel:**

CHESTER SMITH, president.

NAOMI SMITH, comptroller.

SHARON SEPULVADA, general manager.

DAVID GARCIA, national & regional sales manager.

**Highest 30 Sec. Rate** (Jan. 1, 1982): \$240.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



KCSO BNPCT-7686 Granted 6/27/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Colusa	4,900	4,700	96
	San Joaquin	137,500	131,900	96
	Stanislaus	107,600	102,700	95
<b>Station Totals</b>		<b>250,000</b>	<b>239,300</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>30,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>13,600</b>	

# California—Stockton-Sacramento

## KOVR-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Rockefeller Group Inc., 225 East Miner Ave. Stockton, CA.

**Studios:** 1216 Arden Way, Sacramento 95815; 225 E. Miner Ave., Stockton 95202.

**Telephones:** 916-927-1313, Sacramento; 209-466-6981, Stockton.  
**TWX:** 916-367-2396, Sacramento.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1490-ft. above av. terrain, 1548-ft. above ground, 1549-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

**Transmitter:** 0.7-mi. NE of Walnut Grove, CA.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Andrew, 9.3-meter & 4.5-meter.

**Ownership:** Rockefeller Group. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 5, 1954. Sale to present owner by The Outlet Co. approved by FCC Nov. 23, 1983 (Television Digest, Vol. 23:19, 22; 24:6). Sale to Outlet by McClatchy Newspapers approved by FCC March 12, 1980 (Vol. 19:28). Previous sale to McClatchy by Metropolitan Bcstg. Corp. was approved July 29, 1964 (Vol. 3:40, 41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 (Vol. 15:47, 48; 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by (Vol. 13:47; 14:2).

**Represented (sales):** Petry Television.

**Represented (legal):** Sundlun, Scher & Singer.

**Personnel:**

- CHARLES F. KENNEDY, president & general manager.
- EARL HIGGINS, vice president, business affairs.
- RICHARD BLAMEY, sales manager.
- HENRY URICK, program manager.
- ROBERT HESS, chief engineer.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate (July 5, 1984):** \$4000.

**NETWORK BASE HOURLY RATE:** \$1600.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Calaveras	9,400	9,000	96
	Colusa	4,900	4,700	96
	Contra Costa			
	East	26,700	26,200	98
	El Dorado West	26,900	26,000	96
	Lake	18,100	16,800	93
	Nevada	24,200	22,900	95
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Sacramento	338,700	329,800	97
	San Joaquin	137,500	131,900	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sierra	1,600	1,500	94
	Solano East	55,200	54,000	98
	Stanislaus	107,600	102,700	95
	Sutter	20,900	20,300	97
	Tuolumne	14,900	14,100	95
	Yuba	45,800	44,100	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	65,000	62,100	96
	Glenn	8,500	8,200	96
	Mariposa	4,900	4,600	93
Mono	4,500	3,900	87	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alpine	400	400	88
	Contra Costa			
	West	240,000	234,700	98
	Lassen	8,300	7,800	94
	Marin	94,800	91,900	97
	Merced	49,900	48,000	96
	Napa	40,500	39,100	97
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96
<b>NEVADA</b>				
Washoe	89,300	87,100	98	
<b>Station Totals</b>		<b>1,691,100</b>	<b>1,634,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>896,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>501,700</b>	

# California—Sacramento-Stockton

## KRBK-TV

Ch. 31

**Network Service:** None, independent.

**Licensee:** Koplars Communications of California Inc., 220 N. Kings Hwy., St. Louis, MO 63108.

**Studio:** 500 Media Pl., Sacramento, CA 95815.

**Telephone:** 916-929-0300. **TWX:** 910-367-3702.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 2400-kw visual, 240-kw aural. Antenna: 1020-ft. above av. terrain, 1057-ft. above ground, 1057-ft. above sea level.

Latitude 38° 14' 20"  
Longitude 121° 28' 52"

Holds CP for change to 5000-kw max. & 2750-kw horizontal visual, 500-kw max. & 275-kw horizontal aural, 1490-ft. above av. terrain, 1551-ft. above ground, 1549-ft. above sea level, lat. 38° 16' 53", long. 121° 30' 28"; transmitter to 1.8-mi. ENE of Vorden, 0.29-mi. N of Twin Cities Rd.

**Transmitter:** 1.7-mi. E of Walnut Grove, CA.

**News Service:** INDX, CNN, AP, NAFAX.

**Satellite Earth Station:** Simulcast; Harris & M/A-Com receivers.

**Ownership:** See KPLR-TV, St. Louis, MO.

**Began Operation:** Oct. 5, 1974. Sale to present owners by Northern California Bcstg. Inc. approved by FCC Jan. 28, 1981. Sale to Northern California by Andrew Bartolini, et al., approved June 9, 1980 (**Television Digest**, Vol. 20:6).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Crowell & Moring.

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

### Personnel:

TED KOPLAR, president.  
MICHAEL FISHER, vice president & general manager.  
HERMAN STERN, general sales manager.  
MIKE POLATSCHKEK, local sales manager.  
DENNIS GRAYSON, director of operations.  
BOB VENDITTI, chief engineer.  
WILLIAM N. WALSH, business manager.  
JOANNE BLUM JACKSON, program manager.  
KATHY BROWN, traffic manager.  
KIM KLINE, promotion manager.  
GARY LINDSEY, news director.  
ROBBIE ROBINSON, production manager.

**Highest 30 Sec. Rate** (July 24, 1984): \$3750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Colusa	4,900	4,700	96
	Placer West	46,600	44,900	96



KRBK-TV BNPCT-820401KE Granted 6/8/82

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sacramento	338,700	329,800	97
	Stanislaus	107,600	102,700	95
Between 25-49%	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Calaveras	9,400	9,000	96
	Contra Costa			
	East	26,700	26,200	98
	El Dorado West	26,900	26,000	96
	San Joaquin	137,500	131,900	96
	Solano East	55,200	54,000	98
	Sutter	20,900	20,300	97
Yolo	45,800	44,100	96	
Yuba	19,000	18,400	97	
Between 5-24%	<b>CALIFORNIA</b>			
	Butte	65,000	62,100	96
	Lassen	8,300	7,800	94
	Merced	49,900	48,000	96
	Nevada	24,200	22,900	95
Plumas	7,900	7,400	94	
<b>Station Totals</b>		<b>1,003,500</b>	<b>968,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>442,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>186,900</b>	

# California—Sacramento-Stockton

**KTXL**

**Ch. 40**

**Network Service:** None, independent.

**Licensee:** Camellia City Telecasters Inc., Box 40, Sacramento, CA 95801.

**Studio:** 4655 Fruitridge Rd., Sacramento 95820.

**Telephone:** 916-452-8221. **TWX:** 910-367-3522.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1765-kw max. & 622-kw horizontal visual, 350-kw max. & 124.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 998-ft. above sea level.

Latitude 38° 16' 25"  
Longitude 121° 30' 11"

Holds CP for change to 5000-kw max. & 3013-kw horizontal visual, 500-kw max. & 301-kw horizontal aural, 1962-ft. above av. terrain, 1998-ft. above ground, 2000-ft. above sea level, lat. 38° 16' 23", long. 121° 30' 13"; transmitter to Twin Cities Rd., 2.2-mi. N of Walnut Grove.

**Transmitter:** Twin Cities Blvd., 2.2-mi. N of Walnut Grove, CA.

**News Services:** AP, INDX.

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

**Ownership:** BMA Properties Inc. (William D. Grant, pres. & chmn. of the board), 80.1%; Jack F. Matranga, 19.9%. Camellia City Telecasters also owns KDVR(TV), Denver, CO; KPDX(TV), Vancouver, WA-Portland, OR.

**Begin Operation:** Oct. 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971.

**Represented (sales):** MMT Sales.

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

**Represented (engineering):** Hammett & Edison Inc.

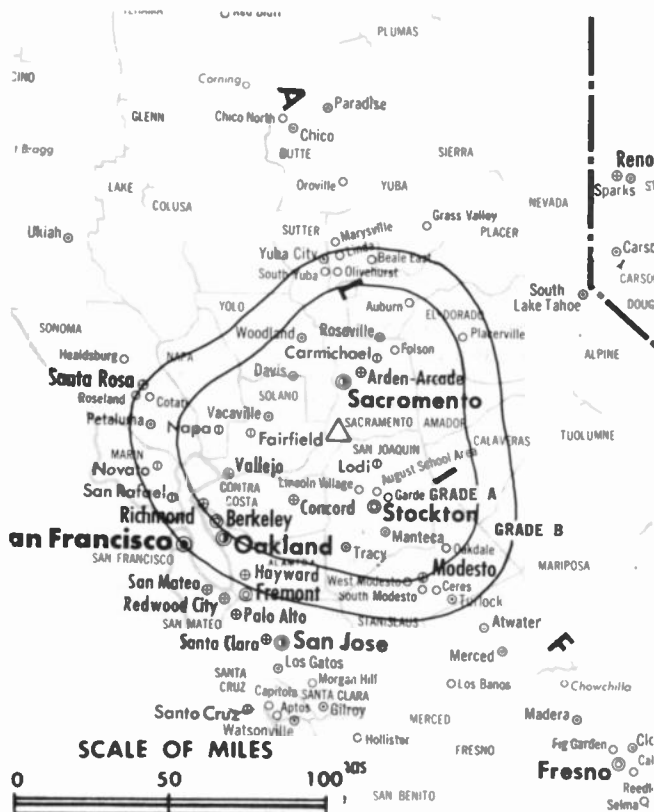
**Personnel:**

- JACK F. MATRANGA, president, general manager & film buyer.
- ROBERT PARENTE, general sales manager.
- JOHN DADIW, local sales manager.
- CAL BOLLWINKEL, program & operations manager.
- DON ROSS, news director.
- BARRY SMITH, promotion director.

**Highest 30 Sec. Rate** (May 1, 1981): \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Colusa	4,900	4,700	96
	Contra Costa East	26,700	26,200	98
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Sacramento	338,700	329,800	97
	San Joaquin	137,500	131,900	96
	Sierra	1,600	1,500	94
	Solano East	55,200	54,000	98
	Stanislaus	107,600	102,700	95
	Sutter	20,900	20,300	97
	Yolo	45,800	44,100	96
	Yuba	19,000	18,400	97
	<b>Between 25-49%</b>	<b>CALIFORNIA</b>		
Amador		9,000	8,600	96
Butte		65,000	62,100	96
Calaveras		9,400	9,000	96
Contra Costa West		240,000	234,700	98
El Dorado East		12,600	12,200	96
El Dorado West		26,900	26,000	96



KTXL BPCT—830328KO Granted 4/27/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Glenn	8,500	8,200	96
	Lake	18,100	16,800	93
	Mendocino	28,000	26,000	93
	Merced	49,900	48,000	96
	Nevada	24,200	22,900	95
	Shasta	50,200	48,700	97
	Tehama	16,500	16,000	97
	Tuolumne	14,900	14,100	95
	<b>NEVADA</b>			
	Washoe	89,300	87,100	98
	<b>Between 5-24%</b>	<b>CALIFORNIA</b>		
Alameda		445,700	432,300	97
Del Norte		7,700	7,200	93
Fresno		197,000	189,800	96
Humboldt		44,500	42,700	96
Lassen		8,300	7,800	94
Madera		24,300	23,300	96
Marin		94,800	91,900	97
Mono		4,500	3,900	87
Napa		40,500	39,100	97
Placer East		3,600	3,400	96
San Francisco		297,400	279,600	94
San Mateo		238,500	234,100	98
Santa Clara West		498,100	485,300	97
Siskiyou	16,600	15,500	93	
Solano West	37,900	37,000	98	
Sonoma	132,200	126,600	96	
<b>NEVADA</b>				
Douglas	9,400	9,000	96	
<b>OREGON</b>				
Coos	24,500	22,700	93	
Jackson	54,400	52,600	97	
Klamath	23,200	22,400	97	
<b>Station Totals</b>		<b>3,678,000</b>	<b>3,552,500</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>991,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>418,700</b>	

# California—Sacramento-Stockton

**KXTV**

Ch. 10

**Network Service:** CBS.

**Licensee:** Great Western Broadcasting Corp., 400 Broadway, Sacramento, CA 95818.

**Studio:** 400 Broadway.

**Telephone:** 916-441-2345.

**Mailing Address:** Box 10, Sacramento, CA 95801.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

**Transmitter:** 0.7-mi. NE of Walnut Grove.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Wholly-owned subsidiary of Belo Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 20, 1955. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (Television Digest, Vol. 23:20). Sale to Corinthian by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Vol. 14:42, 49).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ALLAN HOWARD, vice president & general manager.  
MICHAEL FIORILE, general sales manager.  
JOSEPH PEDRI, national sales manager.  
ROBERT LEVY, program director.  
ROD ROBINSON, chief engineer.

**Highest 30 Sec. Rate** (July 3, 1984): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Calaveras	9,400	9,000	96
	Colusa	4,900	4,700	96
	El Dorado West	26,900	26,000	96
	Mono	4,500	3,900	87
	Nevada	24,200	22,900	95
	Placer West	46,600	44,900	96
	Sacramento	338,700	329,800	97
	San Joaquin	137,500	131,900	96
	Solano East	55,200	54,000	98
	Stanislaus	107,600	102,700	95
	Sutter	20,900	20,300	97
	Tuolumne	14,900	14,100	95
Yolo	45,800	44,100	96	
Yuba	19,000	18,400	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	65,000	62,100	96
	Contra Costa			
	East	26,700	26,200	98
	Mariposa	4,900	4,600	93
	Placer East	3,600	3,400	96
<b>Between 5-24%</b>	Plumas	7,900	7,400	94
	Sierra	1,600	1,500	94
	<b>CALIFORNIA</b>			
	Alpine	400	400	88
	Contra Costa			
	West	240,000	234,700	98
	Glenn	8,500	8,200	96
	Inyo	7,900	7,100	90
	Lake	18,100	16,800	93
	Merced	49,900	48,000	96
<b>NEVADA</b>	Solano West	37,900	37,000	98
	Humboldt	4,200	4,000	96
<b>Station Totals</b>		<b>1,341,700</b>	<b>1,296,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>825,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>417,500</b>	

# California—Salinas-Monterey

## KCBA

Ch. 35

**Network Service:** Spanish International Network.

**Licensee:** Sainte Broadcasting Corp., Box 3560, Salinas, CA 93912.

**Telephone:** 408-422-3500.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 2328-kw max. visual, 283.65-kw max. aural. Antenna: 2414-ft. above av. terrain, 355-ft. above ground, 3421-ft. above sea level.

Latitude 36° 45' 22.3"  
Longitude 121° 30' 05.5"

**Transmitter:** Fremont Peak, 9-mi. NE of Salinas.

**Ownership:** See KCSO, Modesto, CA.

**Began Operation:** Nov. 1, 1981.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cecil Lynch.

**Personnel:**

- CHESTER SMITH, president & general manager.
- HAL LARSON, sales manager.
- MARK WALKER, operations manager.
- PHIL LINN, chief engineer.

**Highest 30 Sec. Rate :** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Monterey	104,300	100,500	96
	San Benito	8,900	8,500	95
<b>Station Totals</b>		<b>113,200</b>	<b>109,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>11,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>6,000</b>	



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# California—Monterey-Salinas

## KMST

Ch. 46

**Network Service:** CBS.

**Licensee:** Retlaw Enterprises Inc., Box 1938, Monterey, CA 93940.

**Studio:** 2200 Garden Rd., Monterey, CA.

**Telephone:** 408-649-0460. **TWX:** 910-360-7106.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 1065-kw max. & 443-kw horizontal visual, 269-kw max. & 88.6-kw horizontal aural. Antenna: 2530-ft. above av. terrain, 222-ft. above ground, 3612-ft. above sea level.

Latitude 36° 32' 05"  
Longitude 121° 37' 14"

**Transmitter:** Mt. Toro (Baldy Peak).

**News Services:** UPI, CBS.

**Satellite Earth Station:** Paraclipse, 3.5-meter.

**Ownership:** Retlaw Enterprises Inc., 100%. For officers & other interests, see KJEO(TV), Fresno, CA.

**Began Operation:** Feb. 2, 1969. Sale to present owner by Monterey-Salinas TV Inc. approved by FCC Aug. 27, 1979.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- BEN TUCKER, general manager.
- JOHN VERA, general sales manager.
- BARBARA WAECHTER, operations/program manager.
- JAMES ERICKSON, production manager.
- KEN WARREN, chief engineer.
- BOB STOCK, promotion director.
- TINA GOMES, traffic manager.
- DAN CULLEN, news director.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (Jan. 1982): \$3000.

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> Monterey	104,300	100,500	96
	Santa Cruz	81,300	78,000	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b> San Benito	8,900	8,500	95
	Santa Clara			
	East	9,200	9,000	98
<b>Between 5-24%</b>	<b>CALIFORNIA</b> Mono	4,500	3,900	87
<b>Station Totals</b>		<b>208,200</b>	<b>199,900</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>160,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>84,300</b>	



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# California—Salinas-Monterey

## KSBW-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** Blair Broadcasting of California, 717 Fifth Ave., New York, NY 10022.

**Studio:** 238 John St., Salinas, CA 93901.

**Telephone:** 408-422-6422. **TWX:** 910-368-7058.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 240-kw visual, 46.8-kw aural. Antenna: 2330-ft. above av. terrain, 248-ft. above ground, 3328-ft. above sea level using 0.5° electrical beam tilt.

Latitude 36° 45' 23"  
Longitude 121° 30' 05"

Holds CP for change to 162-kw max. & 155-kw horizontal visual, 24.3-kw max. & 23.4-kw horizontal aural, 2932-ft. above av. terrain, 1559-ft. above ground, 4049-ft. above sea level, lat. 37° 03' 30", long. 121° 46' 33"; transmitter to approx. 9-mi. N of Watsonville in Santa Cruz Mtns.

**Transmitter:** Fremont Peak, 10-mi. NE of Salinas.

**News Service:** UPI.

**Satellite Earth Stations:** Harris; 6.1-meter.

**Ownership:** John Blair & Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 11, 1953 as share-time outlet with KMBY-TV, Monterey; on Feb. 2, 1955 FCC approved deal for it to buy & merge with KMBY-TV (*Television Digest*, Vol. 10:45 & 11:6). Sale to present owner approved by FCC Feb. 14, 1979 (Vol. 18:3).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- KEITH MOON, president.
- ROBERT DAHLSTROM, sales manager.
- CLARK GRANT, promotion director.
- P. ERIC DAUSMAN, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	104,300	100,500	96
	San Benito	8,900	8,500	95
	Santa Clara			
	East	9,200	9,000	98
<b>Between 5-24%</b>	Santa Cruz	81,300	78,000	96
	Tuolumne	14,900	14,100	95
	<b>CALIFORNIA</b>			
<b>Station Totals</b>	Mariposa	4,900	4,600	93
	Merced	49,900	48,000	96
	Stanislaus	107,600	102,700	95
<b>Net Weekly Circulation (1984)</b>			<b>218,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>106,900</b>	



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# California—San Diego

## KCST-TV

Ch. 39

**Network Service:** NBC.

**Licensee:** KCST-TV Inc., 12000 Biscayne Blvd., Miami, FL 33161-8000.

**Studio:** 8330 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-279-3939.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 853-kw max. & 447-kw horizontal aural. Antenna: 1894-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

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

**Transmitter:** San Miguel Mtn., 13-mi. E of San Diego center.

**News Services:** AP, UPI.

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

**Ownership:** KCST-TV Inc., wholly-owned subsidiary of Storer Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 14, 1965. Sale to present owners by Bass Brothers Enterprises approved by FCC Sept. 30, 1974 (*Television Digest*, Vol. 13:12, 13; 14:39). Previous sale to Bass Bros. by San Diego Telecasters Inc. (Lawrence Shushan, Paul Corriere, Sample-Brown Enterprises and Town & Country Development) approved by FCC Aug. 31, 1967.

**Represented (sales):** Storer TV Sales.

### Personnel:

BILL L. FOX, general manager.  
BILL PETERSON, assistant general manager.  
BRUCE STEIN, general sales manager.  
CHRIS JOHNSON, national sales manager.  
PENNY MARTIN, program director.  
THOMAS WIMBERLY, chief engineer.  
RIC SCHWARTZ, production manager.  
KEN NELSON, news director.  
DAVE WALKER, promotion director.

**Highest 30 Sec. Rate** (July 2, 1984): \$4000.

**NETWORK BASE HOURLY RATE:** \$1400.



KCST-TV BMPCT-7581 Granted 6/9/75

© American Map Corp., 14244

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>749,700</b>	<b>729,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>562,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>284,900</b>	

# California—San Diego

## KFMB-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 7677 Engineer Rd., San Diego, CA 92111.

**Studio:** 7677 Engineer Rd., San Diego, CA 92111.

**Telephone:** 619-571-8888. **TWX:** 910-335-1245.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 740-ft. above av. terrain, 284-ft. above ground, 1050-ft. above sea level.

Latitude 32° 50' 17"  
Longitude 117° 14' 56"

**Transmitter:** Mt. Soledad.

**News Services:** AP, UPI.

**AM Affiliate:** KFMB, 5-kw, 760 kHz.

**FM Affiliate:** KFMB-FM, 30-kw, 100.7 MHz (No. 264), 620-ft.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

**Began Operation:** May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (*Television Digest*, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

AUGUST C. MEYER, chairman, Midwest Television Inc.  
AUGUST C. MEYER JR., president, Midwest Television Inc.  
ROBERT L. MYERS, pres., Western Div. & general manager, KFMB stations.  
WILLIAM R. MOYLAN, v.p., sales/programming.  
J. M. BRADLEY, asst. gen. manager & business manager.  
WELDON DONALDSON, general sales manager.  
HARRY MELKERSON, assistant sales manager.  
JULES MORELAND, program director.  
JOHN WEIGAND, manager of engineering.  
TIM HNEDAK, advertising manager.



**Highest 30 Sec. Rate** (July 23, 1984): \$5000.

**NETWORK BASE HOURLY RATE:** \$2580.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>749,700</b>	<b>729,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>680,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>426,100</b>	

# California—San Diego

## KGTV

Ch. 10

**Network Service:** ABC.

**Licensee:** McGraw-Hill Broadcasting Co., Box 85347, San Diego 92138.

**Studio:** 47th St. & Freeway 94, San Diego 92102.

**Mailing Address:** Box 85347, San Diego, CA 92138.

**Telephone:** 619-237-1010. **TWX:** 910-335-1247.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 124-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"  
Longitude 117° 14' 56.5"

**Transmitter:** Mt. Soledad.

**News Services:** AP, UPI, ABN, RCA, Kavarous-weather.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (*Television Digest*, Vol. 13:31, 32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13). Sale to present owners approved March 8, 1972 (Vol. 12:10, 11).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

- NORMAN E. WALT, president.
- CLAYTON H. BRACE, vice president & general manager.
- JOAN E. CARSON, general sales manager.
- HOWARD OLEFF, local sales manager.
- LEROY BELLWOOD, director of engineering.
- MIKE McCARTHY, national sales manager.
- HELEN HUTCHINGS, director of business affairs.
- WILLIAM STRUBBE, director of advertising & promotion.
- JACK WHITE, production manager.
- JUDY WIEGAND, traffic manager.
- RON MIRES, executive news director.
- PAUL SANDS, news director.
- ERNESTINE COWAN, national sales service.
- FRED NORFLEET, public affairs director.



**Highest 30 Sec. Rate** (Sept. 17, 1984): \$7500.

**NETWORK BASE HOURLY RATE:** \$2500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>749,700</b>	<b>729,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>665,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>400,700</b>	

# California—San Diego

**KTTY**

**Ch. 69**

**Network Service:** None, independent.

**Grantee:** San Diego Television Inc., 1696 Frontage Rd., Chula Vista.

**Studio:** 1696 Frontage Rd., Chula Vista, CA 92011.

**Telephone:** 619-575-6969. **TWX:** 910-321-4311.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 4820-kw max. visual, 482-kw max. aural. Antenna: 1952-ft. above av. terrain, 133-ft. above ground, 2697-ft. above sea level.

Latitude 32° 41' 47"

Longitude 116° 56' 07"

**Transmitter:** Mt. San Miguel, San Diego.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter.

**Ownership:** James M. Harmon, Joseph T. Alvarez III, 14% each; Thomas E. Hom, 5.37%; James J. Granby, Gilbert R. & Salvador C. Contreras, Ralph R. Ocampo & Rulolf S. Martinez, 4.27% each; James E. Hom, 5.02%; Allen E. Hom, 4.75%; 12 others, none with more than 3%. James M. Harmon is pres. of Imperial Airlines.

**Began Operation:** July 30, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Personnel:**

GEORGE STANTIS, exec. vice president & general manager.

WALT DAVIS, general sales manager.

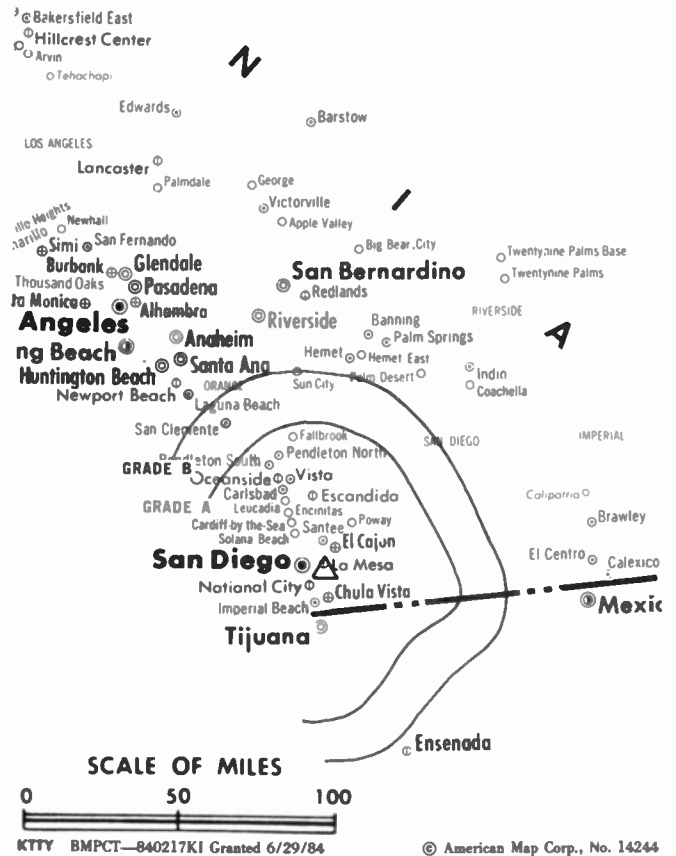
SHIRLEY DIXON, traffic manager.

LINDA FOX, promotion manager.

FRANK AAMODT, chief engineer.

PAUL STODENMIRE, production manager.

**Highest 30 Sec. Rate** (Aug. 1, 1984): \$200.



**Public/Educational Station Directory  
follows Commercial Stations**

# California—San Diego

## KUSI-TV

Ch. 51

**Network Service:** None, independent.

**Licensee:** University Television Inc., 7777 Convoy Ct., San Diego, CA.

**Mailing Address:** Box 11985, San Diego, CA 92111.

**Studio:** 7377 Convoy Court 92111.

**Telephone:** 714-571-5151.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2880-kw max. visual, 288-kw max. aural. Antenna: 1840-ft. above av. terrain, 139-ft. above ground, 2649-ft. above sea level.

Latitude 32° 41' 52"  
Longitude 116° 56' 02"

**Transmitter:** Mt. San Miguel, 13-mi. E of San Diego.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta; 9-meter.

**Ownership:** University Television Inc. William C. Rust, pres.; Wayne Allison, v.p.; Predrag Mitrovitch, secy.-treas.

**Began Operation:** Sept. 13, 1982.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

MICHAEL D. MCKINNON, general manager.  
WILLIAM MOORE, station manager.  
RICHARD LARGE, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 25-49%	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>749,700</b>	<b>729,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>284,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>106,200</b>	



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# California—Tijuana-San Diego

**XETV**

Ch. 6

**Network Service:** None, independent.

**Licensee:** Radio-Television, S.A.

**Studio:** Mount San Antonio, Tijuana, B.C., Mexico.

**Business Address:** 8253 Ronson Rd., San Diego, CA 92111.

**Telephone:** 619-279-6666. **TWX:** 910-335-2017.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"  
Longitude 117° 01' 08"

**Transmitter:** Mount San Antonio, Tijuana, B.C., Mexico.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter.

**Ownership:** Emilio Azcarraga Milmo, principal stockholder. For other interests see XEW-TV, Mexico City in the **International Station Directory**.

**Began Operation:** Feb. 18, 1953.

**Represented (sales):** Blair Television.

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

**Personnel:**

- MARTIN COLBY, vice president & general manager.
- JOAN O'LAUGHLIN, station & general sales manager.
- LOUIS MEIERS, business manager.
- FELIPE FERNANDEZ, exec. dir., operations & engineering.
- ANTONIO FRIAS, chief engineer.
- CHUCK DENNING, director of marketing.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate** (July 1, 1984): \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	San Diego	749,700	729,200	97
<b>Station Totals</b>		<b>749,700</b>	<b>729,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>479,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>201,200</b>	

# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

(Spanish Language)

**Network Service:** None, independent.

**Licensee:** Televisora de Calimex S.A., Box 44-K, San Ysidro, CA 92073.

**Studio:** Monte San Antonio, Box 12, Tijuana, Baja California, Mexico.

**Telephones:** 1-70-668-451-85/86, Tijuana. **Telex:** 0566833.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude 32° 30' 25"  
Longitude 117° 01' 46"

**Transmitter:** Monte San Antonio, Tijuana, Baja California, Mexico.

**News Service:** Informex, UPI.

**Ownership:** Televisora de Calimex S.A.

**Began Operation:** July 12, 1960.

**Represented (sales):** SIN Television Network.

### Personnel:

JOSE MARQUEZ, general manager.  
CARLOS H. LUNA, program promotion manager.  
ROBERTO ESPINOZA, business manager.  
MARIO ACOSTA, traffic manager.  
JESUS SANTILLAN, chief engineer.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate** (Sept. 1, 1984): \$300.

**Arbitron Data:** Not available.



For CPs & Applications,  
consult Index

# California—San Francisco

## KBHK-TV

Ch. 44

**Network Service:** None, independent.

**Licensee:** United Television Inc.

**Studio:** 420 Taylor St., San Francisco, CA 94102.

**Telephone:** 415-885-3750. **TWX:** 910-372-6006.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 2200-kw max. & 1800-kw horizontal visual, 220-kw max. & 180-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

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

**Transmitter:** Mt. Sutro.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** United Television Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 2, 1968. Sale to present owner by Field Communications approved by FCC May 26, 1983 (*Television Digest*, Vol. 22:45, 47).

**Represented (sales):** MMT Sales Inc.

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

### Personnel:

JOHN SIEGEL, president.  
ROBERT QUDEEN, vice president & general manager.  
HEATHER FARNSWORTH, general sales manager.  
RICHARD JONES, national sales manager.  
CHRIS JENKINS, local sales manager.  
THOMAS SPITZ, program manager.  
MARY LOU MANALLI, news & public affairs manager.  
EDWARD HIPPE, engineering manager.  
JO RUSSELL, production manager.  
GEORGE BRANDT, business manager.  
SUZANNE TONER, promotion manager.  
LARRY BURDEN, traffic manager.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Mendocino	28,000	26,000	93
	Solano West	37,900	37,000	98
	Yuba	19,000	18,400	97
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Butte	65,000	62,100	96
	Contra Costa East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	Glenn	8,500	8,200	96
	Humboldt	44,500	42,700	96
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Napa	40,500	39,100	97
	San Benito	8,900	8,500	95
	San Francisco	297,400	279,600	94



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	San Mateo	238,500	234,100	98
	Santa Clara East	9,200	9,000	98
	Santa Clara West	498,100	485,300	97
	Santa Cruz	81,300	78,000	96
	Shasta	50,200	48,700	97
	Solano East	55,200	54,000	98
	Sonoma	132,200	126,600	96
	Sutter	20,900	20,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Colusa	4,900	4,700	96
	Del Norte	7,700	7,200	93
	El Dorado East	12,600	12,200	96
	Nevada	24,200	22,900	95
	Placer East	3,600	3,400	96
	Placer West	46,600	44,900	96
	San Joaquin	137,500	131,900	96
	Siskiyou	16,600	15,500	93
<b>NEVADA</b>	Douglas	9,400	9,000	96
	<b>OREGON</b>			
Coos	24,500	22,700	93	
Jackson	54,400	52,600	97	
Josephine	24,700	23,300	94	
Klamath	23,200	22,400	97	

<b>Station Totals</b>	<b>2,876,000</b>	<b>2,776,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,060,300</b>	
<b>Average Daily Circulation (1984)</b>		<b>395,400</b>	



# California—San Francisco

**KDTV**

Ch. 14

**Network Service:** Spanish International Network.

**Licensee:** Bahia de San Francisco Television Co., 2200 Palou Ave., San Francisco, CA 94124.

**Studio:** 2200 Palou Ave.

**Telephone:** 415-641-1400.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 2570-kw max. & 813-kw horizontal visual, 257-kw max. & 81.3-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 225-ft. above ground, 1476-ft. above sea level.

Latitude 37° 41' 07"  
Longitude 122° 26' 01"

**Transmitter:** San Bruno Mtn., 1.6-mi. S of San Francisco.

**News Services:** Bay Area News Service, UPI.

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

**Ownership:** Reynold V. Anselmo, pres.-treas., 40%; William D. Stiles, 4.7%, Daniel Villanueva & Joaquin Blaya, 11.111% each; Emilio Nicolas & Malcolm C. Robbins, 5.556% each; George F. Ledoux, 4.444%; Leo Oblath, Robert Porter & Clair M. Higgins, 2.778% each; Sally Segal, v.p.-secy.; Ronald S. Rosen, asst. secy. All of above except Robbins, Stiles, Ledoux & Higgins hold interest in Spanish International Communications Corp. For Spanish International holdings, see Group Ownership of TV Stations.

**Began Operation:** Aug. 13, 1975 on Ch. 60. Switched to Ch. 14 March 5, 1979.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Norman P. Leventhal.

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

**Personnel:**

EMILIO NICOLAS JR., vice president & general manager.  
JORGE BELON, production manager.  
DON PARSONS, general sales manager.  
KEN SCHREINER, chief engineer.

**Highest 30 Sec. Rate:** (April 7, 1984): \$700.

**Arbitron Data:** Not available.



## 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

# California—San Francisco

**KGO-TV**

Ch. 7



**Network Service:** ABC.

**Licensee:** American Broadcasting Companies Inc., 900 Front St., San Francisco, CA 94111-1450.

**Studio:** 277 Golden Gate Ave., San Francisco, CA 94102.

**Telephone:** 415-954-7777. **TWX:** 910-372-7236.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1670-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

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

**Transmitter:** Mt. Sutro.

**AM Affiliate:** KGO, 50-kw, 810 kHz (ABC).

**Satellite Earth Station:** Transmit/receive; Avantek.

**News Services:** AP, UPI, Bay City News, N. CA Business Wire, NEXUS.

**Ownership:** American Bcstg. Cos. Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** May 5, 1949.

**Represented (sales):** ABC Television Spot Sales Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- LEN SPAGNOLETTI, vice president & general manager.
- BOB YOUNG, general sales manager.
- SCOTT SIMENSKY, national sales manager.
- MICHAEL JACK, local sales manager.
- ROBERT WOODRUFF, program director.
- BOB MITCHELL, assistant program director.
- LYNNE MOK, film director.
- JIM VON STRIVER, engineering director.
- DON ROMAN, production services supervisor.
- PETER JACOBUS, news director.
- ANDREW FESSEL, research director.
- ANTHONY SAVICKE, controller.

**Rates:** Available on request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa			
	East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	El Dorado East	12,600	12,200	96
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Mendocino	28,000	26,000	93
	Napa	40,500	39,100	97
	Placer East	3,600	3,400	96
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara East	9,200	9,000	98



KGO-TV BPCT-2401 Granted 2/16/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Clara			
	West	498,100	485,300	97
	Solano East	55,200	54,000	98
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Merced	49,900	48,000	96
	Monterey	104,300	100,500	96
	Nevada	24,200	22,900	95
	San Benito	8,900	8,500	95
	San Joaquin	137,500	131,900	96
	Santa Cruz	81,300	78,000	96
	Sutter	20,900	20,300	97
	Yuba	19,000	18,400	97
<b>NEVADA</b>	Douglas	9,400	9,000	96
	Carson City	14,400	14,100	98
	<b>CALIFORNIA</b>			
<b>Between 5-24%</b>	Butte	65,000	62,100	96
	El Dorado West	26,900	26,000	96
	Humboldt	44,500	42,700	96
	Mariposa	4,900	4,600	93
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Shasta	50,200	48,700	97
	Stanislaus	107,600	102,700	95
	Tehama	16,500	16,000	97
	Tuolumne	14,900	14,100	95
	<b>Station Totals</b>		<b>3,042,300</b>	<b>2,937,600</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,948,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,092,700</b>	

# California—San Francisco

## KPIX

Ch. 5

**Network Service:** CBS.

**Licensee:** Group W, Westinghouse Broadcasting and Cable Inc., 855 Battery St., San Francisco, CA 94111.

**Studio:** 855 Battery St.

**Telephone:** 415-362-5550. **TWX:** 415-393-7334.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1660-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

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

**Transmitter:** Mt. Sutro Television Center.

**News Service:** Group W Newsfeed.

**Satellite Earth Station:** Scientific-Atlanta; 11-meter.

**Ownership:** Subsidiary of Westinghouse Electric Corp. For other interests, see Group W under Group Ownership of TV Stations.

**Began Operation:** Dec. 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (**Television Digest**, Vol. 9:45, 10:11, 15, 19, 27).

**Represented (sales):** Group W Television Sales.

### Personnel:

ARTHUR H. KERN, vice president & general manager.  
TERRY SCHROEDER, controller.  
MARTIN EDELMAN, local sales manager.  
FREDERICK EPPINGER, national sales manager.  
HAL GRANT, production manager.  
FLORENCE WEISS, operations manager.  
LEN SCHLOSSER, public affairs director.  
RON CROWE, creative services director.  
MARK COHEN, news director.  
MICHAEL MATHEWS, chief engineer.

**Highest 30 Sec. Rate** (April 1, 1982): \$12,000.

**NETWORK BASE HOURLY RATE:** \$2900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	El Dorado East	12,600	12,200	96
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Mendocino	28,000	26,000	93
	Napa	40,500	39,100	97
	San Benito	8,900	8,500	95
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara East	9,200	9,000	98
	Santa Clara West	498,100	485,300	97
	Solano East	55,200	54,000	98
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Humboldt	44,500	42,700	96
	Merced	49,900	48,000	96
	Monterey	104,300	100,500	96
	Nevada	24,200	22,900	95
	Placer East	3,600	3,400	96
	Santa Cruz	81,300	78,000	96
	Shasta	50,200	48,700	97
	Tuolumne	14,900	14,100	95
	<b>NEVADA</b>	Douglas	9,400	9,000
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	9,000	8,600	96
	Butte	65,000	62,100	96
	Calaveras	9,400	9,000	96
	Del Norte	7,700	7,200	93
	El Dorado West	26,900	26,000	96
	Glenn	8,500	8,200	96
	Mariposa	4,900	4,600	93
	Placer West	46,600	44,900	96
	San Joaquin	137,500	131,900	96
	Siskiyou	16,600	15,500	93
	Stanislaus	107,600	102,700	95
	Sutter	20,900	20,300	97
Tehama	16,500	16,000	97	
<b>OREGON</b>	Douglas	36,300	34,600	95
Klamath	23,200	22,400	97	
<b>Station Totals</b>		<b>3,102,700</b>	<b>2,994,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,005,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,125,200</b>	

# California—San Francisco

## KRON-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave. 94109.

**Studio:** 1001 Van Ness Ave., San Francisco, CA 94109

**Telephone:** 415-441-4444. **TWX:** 910-372-6502.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1680-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"

Longitude 122° 27' 05"

**Transmitter:** Clarendon Heights between Mt. Sutro & Twin Peaks.

**News Services:** AP, UPI, National Weather Service, CNN, NEXIS Local Program Network, Environmental Data Service, Bay City News.

**Satellite Earth Stations:** 2, One Common Carrier; Microdyne.

**Ownership:** The Chronicle Publishing Co., publisher of **San Francisco Chronicle**, 100%. Chronicle also owns WOWT(TV), Omaha, NE; KAKE-TV, Wichita & KUPK-TV, Garden City, KS.

**Began Operation:** Nov. 15, 1949.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- F. A. MARTIN, president & chief executive officer.
- JAMES H. SMITH, vice president & general manager.
- GLEN E. PICKELL, vice president, finance & administration.
- ROLLIN COLLINS, general sales manager.
- WILLIAM J. MCGOWAN, national sales manager.
- GEORGE E. DAVIDSON, local sales manager.
- DALE PAINE, sales manager.
- DAVID E. WILSON, program manager.
- JOSEPH M. BERINI, chief engineer.
- BRUCE C. LINDGREN, creative services director.
- LINDA R. GUESS, director of public relations.
- MIKE FERRING, news director.
- PATRICIA A. MACHOLL, research director.

**Highest 30 Sec. Rate** (Aug. 10, 1983): \$8500

**NETWORK BASE HOURLY RATE:** \$3213.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa			
	East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	Marin	94,800	91,900	97
	Mendocino	28,000	26,000	93
	Napa	40,500	39,100	97
	San Benito	8,900	8,500	95
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara East	9,200	9,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Santa Clara			
	West	498,100	485,300	97
	Solano East	55,200	54,000	98
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Amador	9,000	8,600	96
	Butte	65,000	62,100	96
	Humboldt	44,500	42,700	96
	Lake	18,100	16,800	93
	Mariposa	4,900	4,600	93
	Monterey	104,300	100,500	96
	Santa Cruz	81,300	78,000	96
	Shasta	50,200	48,700	97
	Tehama	16,500	16,000	97
	Tuolumne	14,900	14,100	95
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Calaveras	9,400	9,000	96
	El Dorado West	26,900	26,000	96
	Glenn	8,500	8,200	96
	Nevada	24,200	22,900	95
	Placer East	3,600	3,400	96
	Placer West	46,600	44,900	96
	San Joaquin	137,500	131,900	96
	Stanislaus	107,600	102,700	95
	Trinity	5,300	4,900	92
	Yolo	45,800	44,100	96
<b>Station Totals</b>		<b>2,977,200</b>	<b>2,874,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>1,925,200</b>
<b>Average Daily Circulation (1984)</b>				<b>974,400</b>

# California—San Francisco

## KTSF

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Lincoln Television Inc., 185 Berry St., San Francisco, CA 94107.

**Telephone:** 415-495-4995.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 500-kw max. aural. Antenna: 1378-ft. above av. terrain, 259-ft. above ground, 1539-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

**Transmitter:** Mt. San Bruno Antenna Farm.

**News Services:** UPI, Bay City News.

**Satellite Earth Station:** Common Carrier; Scientific-Atlanta, 7-meter.

**Ownership:** Lillian L. Howell, 100%.

**Began Operation:** Sept. 4, 1976. Granted subscription TV authorization April 12, 1977; began subscription service Aug. 12, 1980.

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

**Personnel:**

- LILLIAN L. HOWELL, president.
- BRIAN HOLTON, program operations director.
- JILL ENOMOTO, traffic director & promotion director.
- ROSE SHIRINIAN, news & public affairs director.
- ROBERT G. SNOW, engineering manager.

**Highest 30 Sec. Rate** (Jan. 1981): \$180.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Alameda	445,700	432,300	97
	Napa	40,500	39,100	97
	San Francisco	297,400	279,600	94



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	San Mateo	238,500	234,100	98
	Santa Clara			
	West	498,100	485,300	97
	Solano West	37,900	37,000	98
<b>Station Totals</b>		<b>1,558,100</b>	<b>1,507,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>117,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>30,300</b>	

# California—Oakland-San Francisco

## KTVU

Ch. 2

**Network Service:** None, independent.

**Licensee:** Miami Valley Broadcasting Corp., 2 Jack London Square, Oakland, CA.

**Studio:** Jack London Square, Oakland.

**Telephone:** 415-834-1212. **TWX:** 910-366-7269.

**Mailing Address:** Box 22222, Oakland, CA 94623.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20.9-kw aural. Antenna: 1571-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

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

**Transmitter:** Mt. Sutro.

**News Services:** AP, UPI, INDX, Bay City News.

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

**Ownership:** San Francisco-Oakland Television, wholly owned by Cox Communications Inc. For other Cox interests, see Group Ownership of TV Stations.

**Began Operation:** March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (*Television Digest*, Vol. 3:32, 42).

**Represented (sales):** TeleRep.

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

### Personnel:

ALAN BELL, vice president & general manager.  
JAY FINKELMAN, station manager.  
MICHAEL A. LIFF, general sales manager.  
JERRY JONES, national sales manager.  
JAY SONDEHEIM, local sales manager.  
THOMAS A. BREEN, program director.  
MARLENE BELLES, controller.  
IAN ZELICK, asst. to gen. mgr. & dir., community programming.  
CAROLINE KLAS, assistant program director.  
RAY JACOBS, director of administration.  
STERLING DAVIS, production manager.  
FRED ZEHNDER, news director.

**Highest 30 Sec. Rate** (July 1, 1984): \$3500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Calaveras	9,400	9,000	96
	Contra Costa East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	Del Norte	7,700	7,200	93
	El Dorado East	12,600	12,200	96
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Mendocino	28,000	26,000	93
	Monterey	104,300	100,500	96
	Napa	40,500	39,100	97
	Nevada	24,200	22,900	95
	Placer East	3,600	3,400	96
	San Benito	8,900	8,500	95
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara East	9,200	9,000	98
	Santa Clara West	498,100	485,300	97
	Santa Cruz	81,300	78,000	96
	Solano East	55,200	54,000	98
Solano West	37,900	37,000	98	
Sonoma	132,200	126,600	96	
Sutter	20,900	20,300	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tuolumne	14,900	14,100	95
	Yuba	19,000	18,400	97
<b>NEVADA</b>				
	Carson City	14,400	14,100	98
<b>BETWEEN 25-49%</b>				
<b>CALIFORNIA</b>				
	Amador	9,000	8,600	96
	Butte	65,000	62,100	96
	Colusa	4,900	4,700	96
	El Dorado West	26,900	26,000	96
	Glenn	8,500	8,200	96
	Humboldt	44,500	42,700	96
	Mariposa	4,900	4,600	93
	Merced	49,900	48,000	96
	San Joaquin	137,500	131,900	96
	Shasta	50,200	48,700	97
	Sierra	1,600	1,500	94
	Stanislaus	107,600	102,700	95
	Tehama	16,500	16,000	97
<b>NEVADA</b>				
	Douglas	9,400	9,000	96
	Washoe	89,300	87,100	98
<b>OREGON</b>				
	Klamath	23,200	22,400	97
<b>BETWEEN 5-24%</b>				
<b>CALIFORNIA</b>				
	Mono	4,500	3,900	87
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Siskiyou	16,600	15,500	93
	Yolo	45,800	44,100	96
<b>OREGON</b>				
	Coos	24,500	22,700	93
	Douglas	36,300	34,600	95
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94

(Continued on page 146)

<b>Station Totals</b>	<b>3,929,500</b>	<b>3,797,900</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>		<b>2,084,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>942,500</b>	

# California—San Francisco

## KTZO

Ch. 20

**Network Service:** None, independent.

**Licensee:** Pacific FM Inc., 2500 Marin St., San Francisco, CA 94124.

**Studio:** 2500 Marin St., San Francisco, CA 94124.

**Telephone:** 415-821-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 1700-kw horizontal visual, 500-kw max. & 170-kw horizontal aural. Antenna: 1266-ft. above av. terrain, 251-ft. above ground, 1481-ft. above sea level.

Latitude 37° 41' 17"  
Longitude 122° 26' 07"

**Transmitter:** San Bruno Mtn.

**News Service:** UPI.

**Satellite Earth Station:** In operation; 5-meter.

**Ownership:** James J. Gabbert, pres., 85%; Michael P. Lincoln, secy.-treas., 15%.

**Began Operation:** April 1, 1968. Left air March 30, 1971. Sale to Leon Crosby approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (*Television Digest*, Vol. 12:6). Sale to present owner approved Sept. 5, 1980 (Vol. 19:34; 20:10). Resumed operation Oct. 1, 1980.

**Represented (sales):** Blair Television.

### Personnel:

JAMES J. GABBERT, president.  
MICHAEL P. LINCOLN, general manager.  
HERB FARBER, sales manager.  
DENISE ST. LOUIS, promotion director.

**Highest 30 Sec. Rate:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa			
	East	26,700	26,200	98
	Contra Costa			
	West	240,000	234,700	98
	Marin	94,800	91,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Napa	40,500	39,100	97
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara			
	West	498,100	485,300	97
	Solano West	37,900	37,000	98
Between 5-24%	<b>CALIFORNIA</b>			
	Solano East	55,200	54,000	98
	Sonoma	132,200	126,600	96
<b>Station Totals</b>		<b>2,107,000</b>	<b>2,040,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>712,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>269,100</b>	

# California—San Francisco

## KVOF-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** Faith Center, 1615 S. Glendale Ave., Glendale, CA 91205.

**Studio:** Radio Rd., San Bruno Mtn.

**Telephone:** 213-245-7575.

**Mailing Address:** 389 Church St., San Francisco, CA 94114.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 2584-kw max. & 895-kw horizontal visual, 417-kw max. & 145-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 184-ft. above ground, 1499-ft. above sea level.

Latitude 37° 41' 15"  
Longitude 122° 26' 04"

**Transmitter:** San Bruno Peak.

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

**Satellite Earth Stations:** In operation.

**Ownership:** A church corp. Dr. W. Eugene Scott, pres.; W. T. Scott, secy.-treas. Faith Center also owns WHCT-TV, Hartford, CT; KHOF(FM), Los Angeles, CA.

**Began Operation:** Dec. 28, 1968 as KUDO, left air April 15, 1971. Sale to present owner approved by FCC May 29, 1973. Resumed operation Aug. 4, 1974.

**Personnel:**

DR. EUGENE SCOTT, president & general manager.  
JOSEPH CORTES, director of operations & programming.  
JOE SHACKLEFORD, director of engineering.  
STAN LEHMAN, chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available.



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



# California—Sanger

## KMSG

Ch. 59

**Network Service:** None, independent.

**Grantee:** Sanger Telecasters Inc., Fresno, CA 93650-5959.

**Studio:** 5090 N. 1st St., Fresno, CA.

**Telephone:** 209-225-5959.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 813-kw max. visual, 81.3-kw max. aural. Antenna: 1865-ft. above av. terrain, 132-ft. above ground, 4607-ft. above sea level.

Latitude 37° 04' 23"  
Longitude 119° 25' 51"

**Transmitter:** 41990 Cony Lane, Meadow Lakes, Auberry.

**Ownership:** Diane D. Cocola, pres.,-secy., 90%; James K. Zahn, 10%; Gary M. Cocola, chief financial officer.

**Due to Begin Operation:** October 15, 1984.

**Represented (legal):** Cohn & Marks.

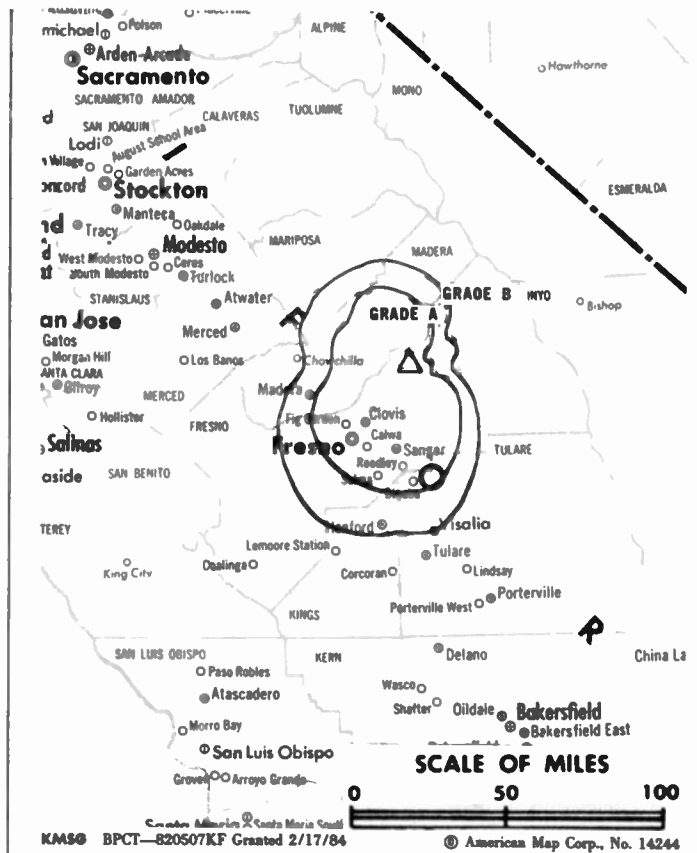
**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

DIANE D. COCOLA, president-secretary.

**Rates:** Not available.

**State Public/Educational Stations are listed in a Directory following Commercial Stations**



# California—San Jose

## KICU-TV

Ch. 36

**Network Service:** None, independent.

**Licensee:** Ralph C. Wilson Industries Inc., Box 36, San Jose, CA 95109.

**Studio:** 1585 Schallenberger Rd., San Jose 95131.

**Telephone:** 408-298-3636.

**Sales Offices Telephones:** 213-930-2450, Los Angeles; 415-398-3636, San Francisco; 212-697-0944, New York.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2735-kw max. & 1440-kw horizontal visual, 273.5-kw max. & 144-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 202-ft. above ground, 2794-ft. above sea level.

Latitude 37° 29' 05"  
Longitude 121° 51' 53"

**Transmitter:** Monument Peak, 4.5-mi. NE of Milpitas, CA.

**News Service:** AP.

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

**Ownership:** Ralph C. Wilson Industries Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 1, 1967. Sale to present owner by Vincent B. Welch, et al., approved by FCC Nov. 27, 1979 (*Television Digest*, Vol. 19:39).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** David Steel & Associates.

### Personnel:

WILLIAM R. HIRSHEY, president.  
JOHN DAVISON, vice president & general manager.  
JIM EVERS, operations manager.  
BRENT SCHEINER, national sales manager.  
W. S. BEEMAN, director of engineering.  
JIM KRAENZEL, chief engineer.  
DOUGLAS McKNIGHT, news director.  
SCOTT McIVER, director of accounting.  
ROY AVILA, community affairs director.

**Rates:** Not Available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa			
	East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Monterey	104,300	100,500	96
	San Benito	8,900	8,500	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	San Joaquin	137,500	131,900	96
	San Mateo	238,500	234,100	98
	Santa Clara			
	East	9,200	9,000	98
	Santa Clara West	498,100	485,300	97
	Santa Cruz	81,300	78,000	96
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96
	Sutter	20,900	20,300	97
	Yuba	19,000	18,400	97
<b>CALIFORNIA</b>	<b>Between 5-24%</b>			
	Amador	9,000	8,600	96
	Calaveras	9,400	9,000	96
	El Dorado West	26,900	26,000	96
	Mendocino	28,000	26,000	93
	Napa	40,500	39,100	97
	Nevada	24,200	22,900	95
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Sacramento	338,700	329,800	97
San Francisco	297,400	279,600	94	
Solano East	55,200	54,000	98	
<b>Station Totals</b>		<b>2,996,900</b>	<b>2,898,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>751,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>264,600</b>	

# California—San Jose

**KNTV**

Ch. 11

**Network Service:** ABC.

**Licensee:** KNTV Inc., 645 Park Ave., San Jose, CA 95110.

**Studio:** 645 Park Ave.

**Telephone:** 408-286-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 80.65-kw visual, 9.48-kw aural. Antenna: 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"

Longitude 121° 50' 34"

**Transmitter:** 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

**News Services:** AP, UPI.

**Satellite Earth Station:** Andrew, 7.5-meter; Avantek receivers.

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

**Began Operation:** Sept. 12, 1955. Sale to present owner by Gill Industries approved by FCC July 28, 1978 (*Television Digest*, Vol. 18:3).

**Represented (sales):** Katz Television.

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

**Personnel:**

RICHARD FRAM, vice president & general manager.

GREGG LeMIERE, director of sales.

BRUCE COWSERT, local sales manager.

TOM MOO, news director.

STEWART PARK, program director.

PAT BERNY, promotion director.

LOUIS R. BELL, director of engineering.

BARBARA M. SMITH, controller.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Monterey	104,300	100,500	96
	San Benito	8,900	8,500	95
	Santa Clara			
	East	9,200	9,000	98
	Santa Cruz	81,300	78,000	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Santa Clara West	498,100	485,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Alameda	445,700	432,300	97
	Contra Costa West	240,000	234,700	98
	Marin	94,800	91,900	97
	Mariposa	4,900	4,600	93
	Mendocino	28,000	26,000	93
	Napa	40,500	39,100	97
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Solano West	37,900	37,000	98
	Sonoma	132,200	126,600	96
	Tuolumne	14,900	14,100	95
<b>Station Totals</b>		<b>2,276,600</b>	<b>2,201,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>528,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>220,000</b>	

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

# California—San Jose

## KSTS

Ch. 48

**Network Service:** None, independent.

**Licensee:** National Group TV Inc., 2349 Bering Dr., San Jose, CA 95131.

**Studio:** 2349 Bering Dr., San Jose, CA.

**Telephone:** 408-946-3400.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 4570-kw max. visual, 457-kw max. aural. Antenna: Circularly-polarized, 2070-ft. above av. terrain, 322-ft. above ground, 2872-ft. above sea level.

Latitude 37° 29' 05"  
Longitude 121° 51' 51"

**Transmitter:** Monument Peak, approx. 10-mi. NNE of San Jose.

**News Service:** AP.

**Satellite Earth Stations:** Harris 5.2-meter; Harris receivers.

**Ownership:** Nathaniel J. Douglas Jr., chmn. & Hazel B. Douglas, v.p., 52% jointly; John M. Rohrbach Jr., pres. & Lois H. Rohrbach, 18% jointly; William J. Horn, sr. v.p. & Lillian M. Horn, 14.9% jointly; others, none with more than 6%.

**Began Operation:** May 31, 1981.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

- N. JOHN DOUGLAS, chairman.
- JOHN ROHRBACH, president & general manager.
- MIKE KELLEY, general sales manager.
- ROBERT GETSLA, chief engineer.
- VIC CABRERA, operations manager.
- SKIP LINDEMAN, news director.
- SUE JALBERT, business manager.

**Highest 30 Sec. Rate** (June 1, 1984): \$200.

Total Households: © MS1 Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Santa Clara West	498,100	485,300	97
<b>Station Totals</b>		<b>498,100</b>	<b>485,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>56,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>17,800</b>	

# California-San Luis Obispo

**KSBY-TV**

Ch. 6

**KSBY-TV 6**

**BLAIR TELEVISION**

**Network Service:** NBC.

**Licensee:** Blair Broadcasting of California, Box 1368, San Luis Obispo, CA 93406.

**Studio:** 467 Hill St., San Luis Obispo 93401.

**Mailing Address:** Box 1368, San Luis Obispo 93406.

**Telephone:** 805-541-6666. **TWX No.:** 910-351-6701.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1780-ft. above av. terrain, 459-ft. above ground, 2904-ft. above sea level.

Latitude 35° 21' 37.0"  
Longitude 120° 39' 17.5"

**Transmitter:** Los Padres Forest, 5.5-mi. N of town.

**News Services:** UPI, Newsfeed, NBC.

**Satellite Earth Station:** Harris 10-meter; Harris receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** May 25, 1953. Sale to present owner approved by FCC Feb. 14, 1979 (*Television Digest*, Vol. 18:3). Previous sale to Central California Communications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-owners John C. Cohan and Jerome Kantro approved July 18, 1957 by FCC. Cohan and Kantro's purchase of TV and radio KVEC from Christina M. Jacobson & Leslie H. Hacker approved June 13, 1956 (Vol. 12:24; 13:22, 29).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

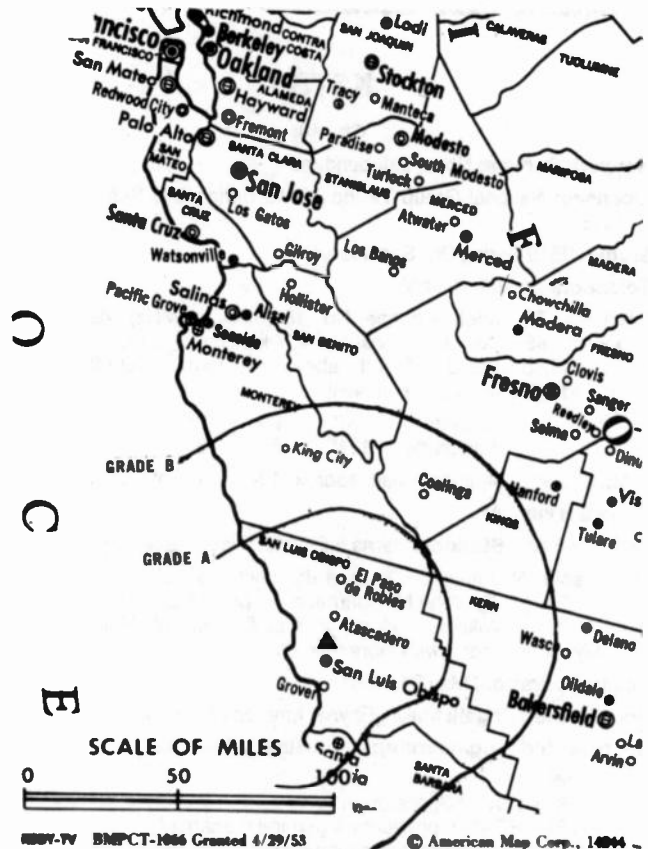
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

DAVID COX, vice president & general manager.  
KENNETH REID, vice president & chief engineer.  
PETER MAGNUSSON, local sales manager.  
JOHN SCOTT, national sales manager.  
VIVI ZIGLER, program/promotion director.  
JOHN GRIMES, operations manager.

**Highest 30 Sec. Rate** (June 1984): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	67,000	64,100	96
	Santa Barbara North	49,100	47,300	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Santa Barbara South	68,400	65,700	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mono	4,500	3,900	87
<b>Station Totals</b>		<b>189,000</b>	<b>181,000</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>124,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>66,600</b>	

# California—Santa Barbara

## KEYT

Ch. 3

**Network Service:** ABC.

**Licensee:** Key Television Inc., Drawer X, Santa Barbara, CA 93102.

**Studio:** 730 Miramonte Dr. 93109.

**Telephone:** 805-965-8533. **TWX:** 910-334-1183.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"  
Longitude 119° 57' 08"

**Transmitter:** TV Peak, Santa Ynez Mts.

**News Service:** UPI.

**Ownership:** Key Television Inc. William F. Luton & family, 100%.

**Began Operation:** July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (**Television Digest**, Vol. 12:52; 13:9, 13).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

WILLIAM F. LUTON, president & treasurer.  
WILLIAM F. LUTON JR., vice president & general manager.  
GENE FORSELL, community relations director.  
JEAN WIEGMAN, production manager.  
DIANE CUMMINGS, director of news.  
FRANK GODDARD, chief engineer.  
RENEE FOLEY, program supervisor.

**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate:** \$600.

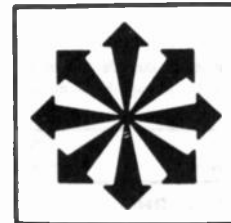
**NETWORK BASE HOURLY RATE:** \$444.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	67,000	64,100	96
	Santa Barbara North	49,100	47,300	96
	Santa Barbara South	68,400	65,700	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Ventura	197,400	192,700	98
<b>Station Totals</b>		<b>381,900</b>	<b>369,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>232,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>104,000</b>	



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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# California—Santa Maria

## KCOY-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc.

**Studios:** 1503 N. McClelland, Santa Maria, CA 93454; 1110 Coast Village Circle, Santa Barbara, CA 93017.

**Telephone:** 805-922-0505. **TWX:** 910-351-5875.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 22.9-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"  
Longitude 120° 11' 08"

**Transmitter:** Tepusquet Peak.

**News Service:** AP.

**Ownership:** Stauffer Communications Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** March 16, 1964. Transfer of negative control from Dale G. Moore approved by FCC June 30, 1971. Sale to present owner by Helen Pedotti, et al., approved by FCC June 17, 1980 (*Television Digest*, Vol. 20:5).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**

- RUSH EVANS, general manager.
- BOB BRADLEY, general sales manager.
- LARRY SCOTT, operations manager.
- JIM HARRISON, news director.
- CHARLES STAUFFER, administrative manager.
- DENNIS BORNHOFT, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$1200.

**NETWORK BASE HOURLY RATE:** \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	San Luis Obispo	67,000	64,100	96
	Santa Barbara			
	North	49,100	47,300	96
	South	68,400	65,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Kern East	23,500	22,600	96
<b>Station Totals</b>		<b>208,000</b>	<b>199,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>154,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>75,900</b>	

## VIDEO WEEK

The news service covering program sales & distribution, video cassettes, discs, pay-TV and allied new media.

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# California—Santa Rosa

**KFTY**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Sonoma Broadcasting Inc., Box 1150, Santa Rosa, CA 95402.

**Studio:** 533 Mendocino Ave., Santa Rosa, CA 95401.

**Telephone:** 707-526-5050.

**Mailing Address:** Box 1150, Santa Rosa 95402.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 302-kw max. & 209-kw horizontal visual, 60.4-kw aural. Antenna: 3084-ft. above av. terrain, 144-ft. above ground, 4454-ft. above sea level.

Latitude 38° 40' 09.6"  
Longitude 122° 37' 51.7"

**Transmitter:** 16-mi. NE of Santa Rosa on Mt. St. Helena.

**News Services:** AP, INN.

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

**Ownership:** W. A. Brown, 100%.

**Began Operation:** May 1, 1981.

**Represented (sales):** A.I.R. TV Sales.

**Represented (legal):** Farrand, Malti & Cooper.

**Personnel:**

- JAMES D. JOHNSON, exec. vice president & general manager.
- FRANK SAVAGE, vice president, sales & marketing.
- BOB SHERWOOD, vice president, news.
- CHUCK SNYDER, program director.
- JOE PEREZ, vice president & director of engineering.
- PAUL SACKS, sales manager.
- AFTON AULD, public relations director.

**Highest One Hour Rate:** \$1600.

**Highest 30 Sec. Rate** (July 1, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Sonoma	132,200	126,600	96



KFTY BMPCT—831215AA Granted 1/24/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Colusa	4,900	4,700	96
	El Dorado West	26,900	26,000	96
	Glenn	8,500	8,200	96
	Lake	18,100	16,800	93
	Marin	94,800	91,900	97
	Napa	40,500	39,100	97
	Placer West	46,600	44,900	96
	Sutter	20,900	20,300	97
<b>Station Totals</b>		<b>393,400</b>	<b>378,500</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>84,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>29,200</b>	



**KTVU, Oakland-San Francisco**

(Arbitron Data Continued)

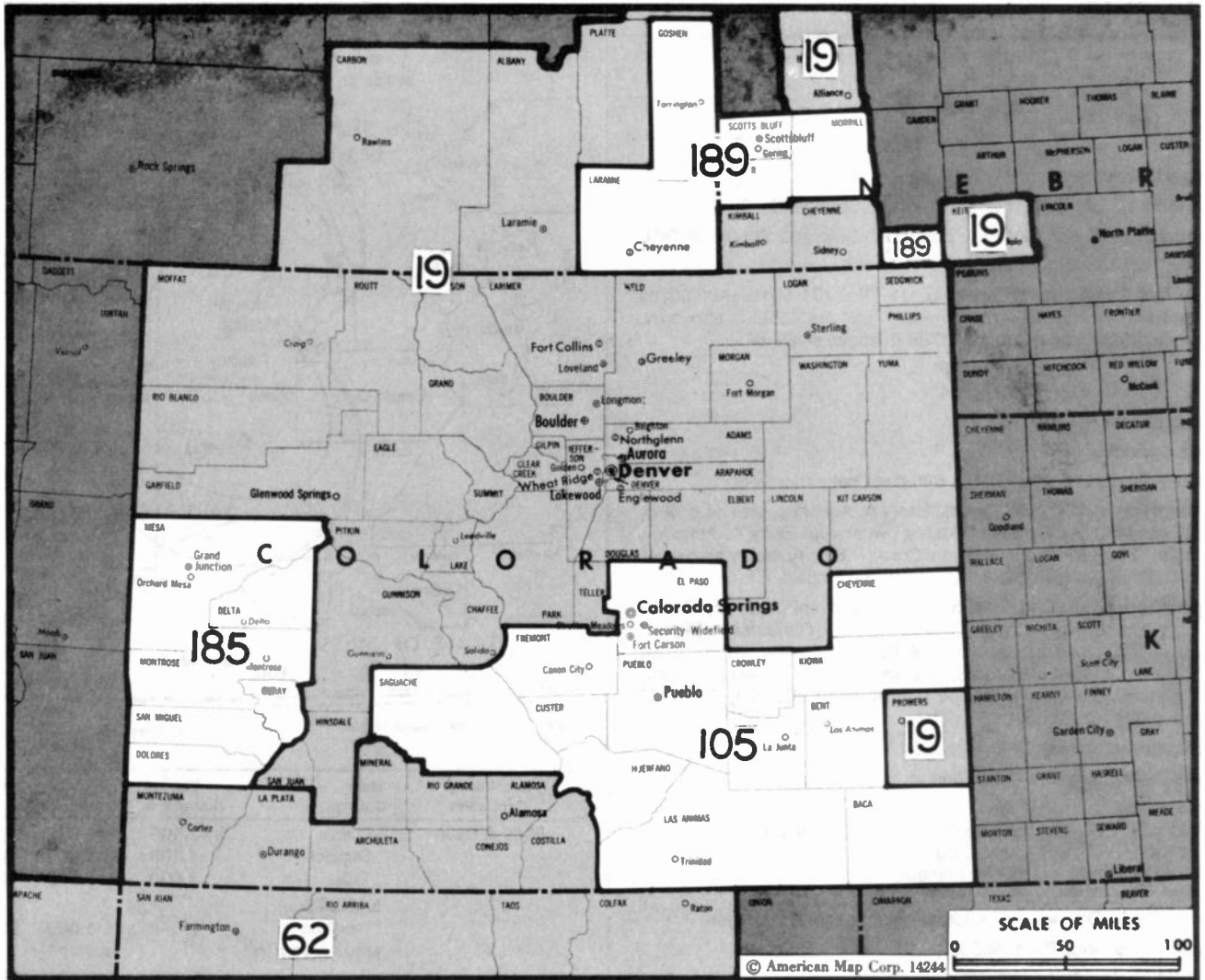
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OREGON--(Continued)</b>			
	Lane	111,500	107,500	96
	Marion	82,000	78,800	96
	<b>UTAH</b>			
	Salt Lake	224,500	221,300	99
	Utah	66,700	65,500	98
	Weber	51,100	50,400	99

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# Colorado



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	937,700	19	KCNC-TV (4), KCWS (3), KDVR (31), KMGH-TV (7), KUSA-TV (9), KWGN-TV (2)
Albuquerque, NM.....	394,200	62	KCHF (11), KGGM-TV (13), KGSW (14), KNAT (23), KOAT-TV (7), KOBF (12), KOB-TV (4), KSAF-TV (2)
Colorado Springs-Pueblo, CO.....	199,700	105	KKTV (11), KOAA-TV (5), KRDO-TV (13)
Grand Junction, CO.....	54,000	185	KJCT-TV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Cheyenne, WY.....	49,700	189	KSTF (10), KTVS (3), KYCU-TV (5)

### Colorado Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	13	1	14
Educational Television Stations	3	0	3
			17

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For details, call: 202-872-9200

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

- KOAA-TV, Pueblo**--See Colorado Springs, CO
- KKTV, Pueblo**--See Colorado Springs, CO
- KRDO-TV, Pueblo**--See Colorado Springs, CO

# Colorado—Colorado Springs-Pueblo

**KKTV**

Ch. 11

**Network Service:** CBS.

**Licensee:** KKTV Inc., Box 2110, Colorado Springs, CO 80901.

**Studio:** 3100 N. Nevada Ave., Box 2110, Colorado Springs 80901.

**Telephone:** 303-634-2844.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"  
Longitude 104° 51' 41"

**Transmitter:** Cheyenne Mtn.

**News Services:** AP, CBS.

**Satellite Earth Station:** ADM, 3.5-meter; Drake receivers.

**Ownership:** Ackerley Inc., 100%. Barry A. Ackerley, pres.; Lewis B. Blakeney Jr., secy.-treas. Ackerley ownership: Barry A. Ackerley, 98.2%; First Chicago Investment Corp., 1.8%. Ackerley also owns WIXT(TV), Syracuse, NY & KGET(TV), Bakersfield, CA.

**Began Operation:** Dec. 7, 1952. Sale to present owner by Capitol Bcstg. Co. approved by FCC Jan. 18, 1983 (*Television Digest*, Vol. 22:44). Sale to Capitol by Willard W. Garvey approved by FCC June 4, 1969 (Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Vol. 3:31).

**Represented (sales):** Katz Television.

**Represented (legal):** Rubin, Winston & Diercks.

**Personnel:**

JAMES D. LUCAS, vice president & general manager.  
CAROLYN RICHARDSON, program director.  
DON FRANZEN, operations manager.  
RICK CRADDOCK, chief engineer.  
HAL KENNEDY, news director/assistant general manager.

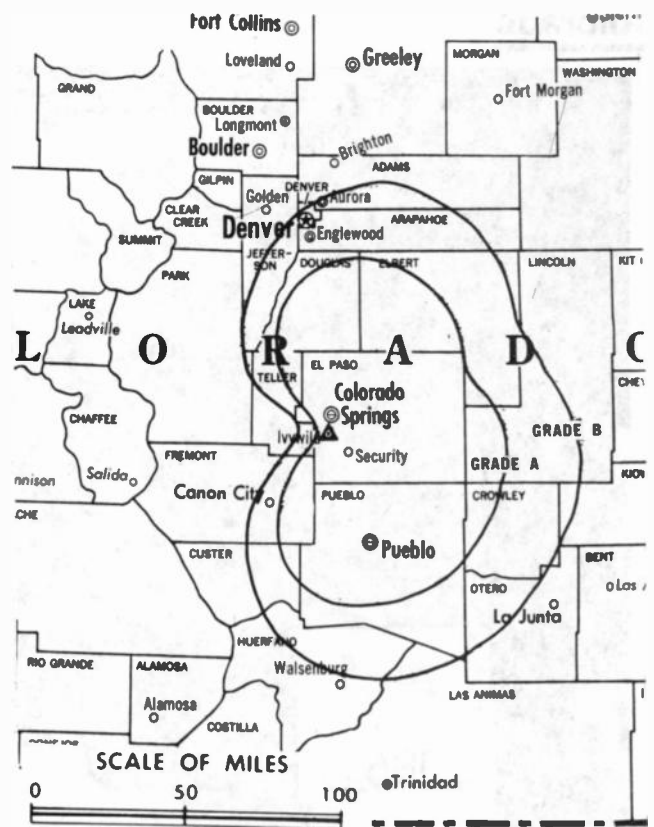
**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate** (July 26, 1983): \$500.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Conejos	2,400	2,300	96
	Crowley	1,100	1,100	100
	Custer	600	600	100
	El Paso	120,100	118,300	99
	Fremont	11,300	10,900	96
	Huerfano	2,400	2,300	96
	Kiowa	700	700	100
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Otero	8,100	7,900	98
	Prowers	5,000	4,700	94



KKTV DPCT-2759 Granted 4/27/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pueblo	47,500	46,800	99
	Saguache	1,400	1,300	93
	Teller	3,600	3,500	97
<b>KANSAS</b>	Hamilton	1,000	1,000	100
	<b>NEW MEXICO</b>			
	Colfax	5,300	5,000	94
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Costilla	1,000	900	90
	Elbert	2,800	2,700	96
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Rio Grande	3,500	3,300	94
	<b>KANSAS</b>			
	Greeley	700	700	100
	Kearny	1,200	1,200	100
	Stanton	800	800	100
	Wallace	700	700	100
	<b>NEBRASKA</b>			
	Cheyenne	4,000	3,900	98
	<b>NEW MEXICO</b>			
	Union	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
<b>Station Totals</b>		<b>244,700</b>	<b>239,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>199,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>129,200</b>	

# Colorado—Pueblo-Colorado Springs

## KOAA-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Sangre de Cristo Communications Inc.

**Studio:** 2200 7th Ave., Pueblo, CO 81003.

**Telephone:** 303-544-5782.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

**Transmitter:** Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

**News Services:** AP, CNN, NIWS.

**Satellite Earth Stations:** Common Carrier; Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Wholly-owned subsidiary of Evening Post Publishing Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 29, 1953. Sale to present owner by Mahlon T. White, William Grant, et al., approved by FCC Aug. 6, 1976. Previous sale by Metropolitan TV Co. approved June 6, 1968 (*Television Digest*, Vol. 8:24). Sale by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 (Vol. 17:35; 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr. to Star Bcstg. Co., approved Sept. 29, 1954 (Vol. 10:35, 40).

**Represented (sales):** Seltel Inc.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

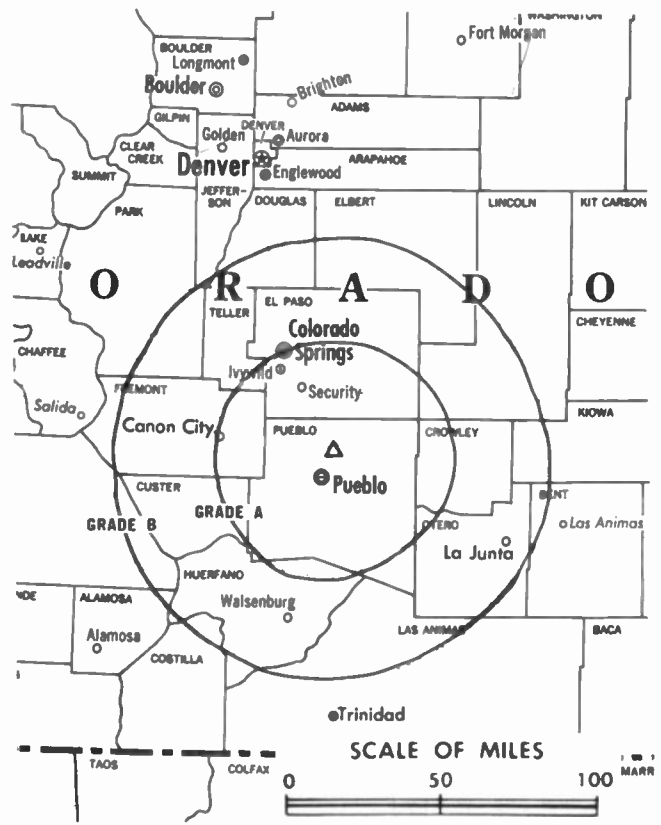
- JOHN O. GILBERT, president & general manager.
- SUZAN PERRYMAN, program director.
- PETE REMMERT, general sales manager.
- FLO ISRINGHAUSEN, national sales manager.
- JAMES SCHAEFFER, Pueblo sales manager.
- DAVE ROSE, news director.
- JOE DIAZ, production manager.
- KEN RENFROW, chief engineer.
- LES PATTERSON, assistant operations manager.

**Highest 30 Sec. Rate** (Oct. 16, 1984): \$800.

**NETWORK BASE HOURLY RATE:** \$325.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Crowley	1,100	1,100	100
	Custer	600	600	100
	El Paso	120,100	118,300	99
	Fremont	11,300	10,900	96
	Gunnison	4,300	4,000	93
	Hinsdale	200	200	100
	Huerfano	2,400	2,300	96
	Kiowa	700	700	100



KOAA-TV BMPCT-5334 7/8/59 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Las Animas	5,600	5,300	95
	Mineral	300	300	100
	Otero	8,100	7,900	98
	Prowers	5,000	4,700	94
	Pueblo	47,500	46,800	99
<b>KANSAS</b>	Hamilton	1,000	1,000	100
	<b>COLORADO</b>			
<b>Between 25-49%</b>	Delta	8,800	8,400	95
	Lincoln	1,800	1,700	94
	Montrose	9,700	9,300	96
	Rio Grande	3,500	3,300	94
	Saguache	1,400	1,300	93
	Teller	3,600	3,500	97
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Chaffee	5,300	5,100	96
San Miguel	1,500	1,400	93	
<b>KANSAS</b>	Greeley	700	700	100
	Stanton	800	800	100
	Wallace	700	700	100
<b>NEW MEXICO</b>	Colfax	5,300	5,000	94
	<b>OKLAHOMA</b>			
Cimarron	1,400	1,400	100	
<b>Station Totals</b>		<b>261,700</b>	<b>255,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>200,700</b>
<b>Average Daily Circulation (1984)</b>				<b>123,900</b>

# Colorado—Colorado Springs-Pueblo

## KRDO-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Pikes Peak Broadcasting Co., 399 S. 8th St., Box 1457, Colorado Springs, CO 80901-1457.

**Studio:** 399 S. 8th St. 80905.

**Telephone:** 303-632-1515.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 282-kw visual, 56.4-kw aural. Antenna: 2140-ft. above av. terrain, 153-ft. above ground, 9563-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 104° 51' 37"

**Transmitter:** Cheyenne Mtn.

**AM Affiliate:** KRDO, 1-kw (0.25-kw night), 1240 kHz.

**FM Affiliate:** KRDO-FM, 96-kw, 95.1 MHz (No. 236), 2010-ft.

**News Service:** AP.

**Satellite Earth Station:** Common carrier; Scientific-Atlanta receivers.

**Ownership:** Harry W. Hoth Jr., 100%. Hoth also owns KJCT-TV, Grand Junction, CO.

**Began Operation:** Sept. 21, 1953. Sale to present owner by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (*Television Digest*, Vol. 10:44, 49).

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

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** by Raymond E. Rohrer.

### Personnel:

HARRY W. HOTH JR., president.  
NEIL KLOCKSIEG, general manager.  
PATTI CROUSE, assistant general manager.  
PETER ROSELLA, general sales manager.  
HANK COLVERT, national sales manager.  
SCOTT BLAIR, program manager.  
CHARLES UPTON, chief engineer.

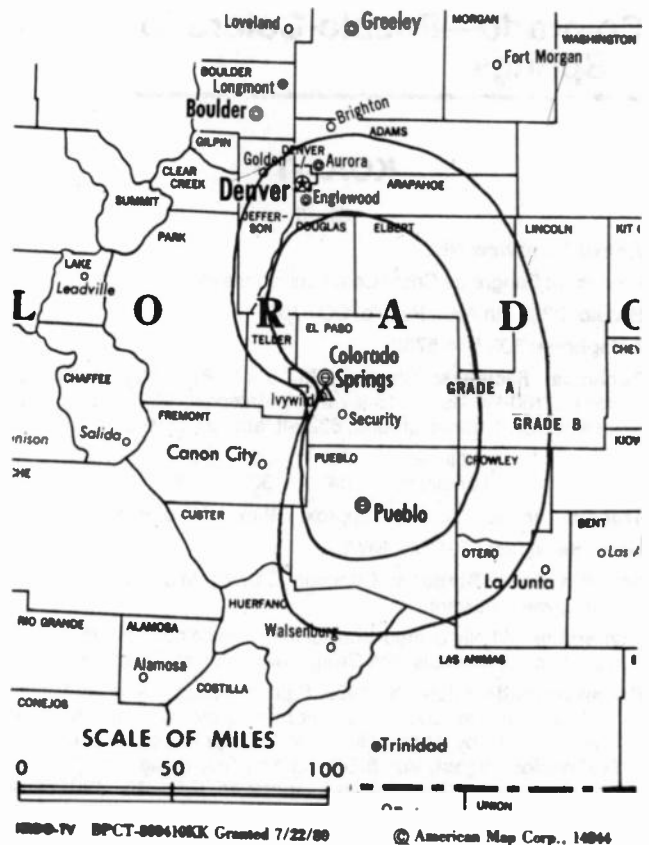
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$415.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Baca	1,900	1,700	89
	Bent	2,000	1,900	95
	Cheyenne	800	800	100
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	Crowley	1,100	1,100	100
	Custer	600	600	100
	El Paso	120,100	118,300	99
	Fremont	11,300	10,900	96



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Huerfano	2,400	2,300	96	
	Kiowa	700	700	100	
	Las Animas	5,600	5,300	95	
	Lincoln	1,800	1,700	94	
	Otero	8,100	7,900	98	
	Prowers	5,000	4,700	94	
	Pueblo	47,500	46,800	99	
	<b>KANSAS</b>				
	Wallace	700	700	100	
	<b>Between 25-49%</b>	<b>COLORADO</b>			
		Elbert	2,800	2,700	96
Lake		3,000	2,900	97	
Rio Grande		3,500	3,300	94	
Saguache		1,400	1,300	93	
Teller		3,600	3,500	97	
<b>KANSAS</b>	Greeley	700	700	100	
	Hamilton	1,000	1,000	100	
<b>Between 5-24%</b>	<b>COLORADO</b>				
	Chaffee	5,300	5,100	96	
	Douglas	9,600	9,500	99	
	<b>OKLAHOMA</b>				
Cimarron	1,400	1,400	100		
<b>Station Totals</b>		<b>249,600</b>	<b>244,100</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>203,800</b>		
<b>Average Daily Circulation (1984)</b>			<b>133,800</b>		

# Colorado—Denver

## KCNC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** General Electric Bcstg. Co. of Colorado Inc., Box 5012 T.A., Denver, CO 80217.

**Studio:** 1044 Lincoln St., Denver, CO 80203.

**Telephone:** 303-861-4444. **TWX:** 910-931-0439.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

**Transmitter:** Lookout Mtn.

**News Services:** AP, UPI, NBC.

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

**Ownership:** General Electric Bcstg. Co.

**Began Operation:** Dec. 24, 1953. Sale to General Electric Bcstg. by Metropolitan Television Co. approved by FCC June 5, 1968 (*Television Digest*, Vol. 8:24). Previous ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- ROGER L. OGDEN, president & general manager.
- JIM MacDERMOTT, station manager.
- JAY RABIN, general sales manager.
- JOHN SAUER, local sales manager.
- TOM RAPONI, national sales manager.
- TOM EDWARDS, production manager.
- MARV ROCKFORD, news director.
- MARV DANIELSKI, promotion manager.
- DAVID LAYNE, manager, engineering.
- MARCIA WEST, director of public affairs.

**Highest 30 Sec. Rate:** \$4500.

**NETWORK BASE HOURLY RATE:** \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	96,000	95,300	99
	Alamosa	4,300	4,100	95
	Arapahoe	131,400	129,900	99
	Boulder	78,900	76,900	97
	Chaffee	5,300	5,100	96
	Clear Creek	3,400	3,300	97
	Denver	216,700	212,300	98
	Douglas	9,600	9,500	99
	Eagle	6,300	6,000	94
	Elbert	2,800	2,700	96
	Garfield	9,700	9,300	95
	Grand	3,400	3,200	94
	Jackson	700	700	100
	Jefferson	152,400	151,100	99
	Kit Carson	2,900	2,700	93
	Lake	3,000	2,900	97
	Larimer	63,100	61,700	98
	Lincoln	1,800	1,700	94
	Logan	7,700	7,400	96
	Mesa	34,000	33,100	97
	Moffat	5,600	5,200	94
	Morgan	8,500	8,400	99
	Park	2,500	2,400	96
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92



KCNC-TV BMPCT-3330 Granted 9/1/55

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Prowers	5,000	4,700	94	
	Rio Blanco	2,500	2,400	96	
	Routt	6,000	5,600	93	
	Sedgwick	1,400	1,400	100	
	Summit	4,300	4,100	95	
	Teller	3,600	3,500	97	
	Washington	2,000	1,900	95	
	Weld	48,100	47,300	98	
	Yuma	4,000	3,800	95	
	<b>NEBRASKA</b>	Cheyenne	4,000	3,900	98
		Dawes	3,600	3,500	97
		Deuel	1,000	1,000	100
		Keith	3,900	3,900	100
	<b>SOUTH DAKOTA</b>	Hughes	5,800	5,700	98
		Stanley	900	900	100
<b>WYOMING</b>	Albany	11,300	10,800	96	
	Carbon	8,600	8,200	95	
	Converse	5,800	5,600	97	
	Laramie	27,800	27,300	98	
	Natrona	29,800	29,100	98	
	Platte	5,600	5,300	95	
<b>Between 25-49%</b>	<b>COLORADO</b>				
	Gilpin	1,300	1,300	100	
	Montrose	9,700	9,300	96	
Rio Grande	3,500	3,300	94		
<b>NEBRASKA</b>	Box* Butte	5,800	5,700	98	
	Brown	1,700	1,600	94	
	Kimball	1,800	1,800	100	
	Scotts Bluff	14,600	14,300	98	
	Sheridan	3,000	2,900	97	
	(Continued on page 161)				
<b>Station Totals</b>		<b>1,335,900</b>	<b>1,309,100</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>944,600</b>		
<b>Average Daily Circulation (1984)</b>			<b>546,700</b>		

# Colorado—Denver

## KDVR

Ch. 31

**Network Service:** None, independent.

**Grantee:** Centennial Bcstg. Corp., 100 Speer Blvd., Denver, CO 80203.

**Studio:** 100 Speer Blvd., Denver, CO 80203.

**Telephone:** 303-831-8831.

**Mailing Address:** Box 3100, Denver, CO 80201.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 5000-kw max. & 1140-kw horizontal visual, 500-kw max. & 114-kw horizontal aural. Antenna: 1038-ft. above av. terrain, 375-ft. above ground, 7730-ft. above sea level.

Latitude 39° 43' 43"  
Longitude 105° 14' 12"

**Transmitter:** Lookout Mtn., near Golden.

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

**Ownership:** Camellia City Telecasters Inc., 80%; local group, 20%. For Camellia City ownership & other interests, see KTXL, Sacramento, CA.

**Began Operation:** Aug. 10, 1983.

**Represented (sales):** MMT Sales Inc.

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

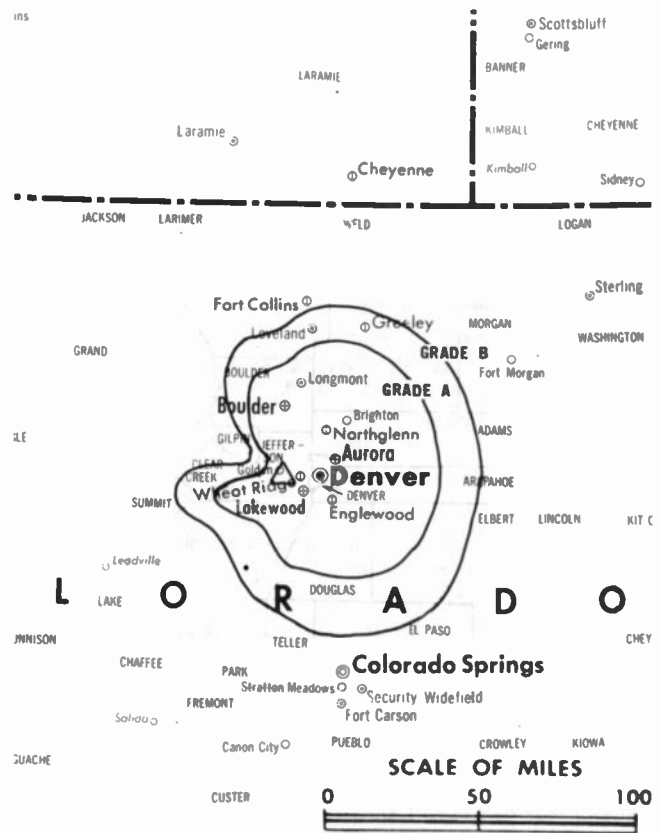
**Personnel:**

- GEORGE SANDOVAL, vice president & station manager.
- GARY VAUTIN, dir., operations & programming.
- SID GURKIN, general sales manager.
- JOHN RIGGLE, local sales manager.
- JOHN SCHICK, promotion manager.
- STEVE COULAM, engineering director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>COLORADO</b> Adams	96,000	95,300	99
	<b>COLORADO</b> Arapahoe	131,400	129,900	99



KDVR BMPCT-830307KG Granted 3/29/83 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Boulder	78,900	76,900	97
	Denver	216,700	212,300	98
	Douglas	9,600	9,500	99
	Elbert	2,800	2,700	96
	Jefferson	152,400	151,100	99
	Larimer	63,100	61,700	98
	Morgan	8,500	8,400	99
	Weld	48,100	47,300	98
<b>Station Totals</b>		<b>807,500</b>	<b>795,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>166,400</b>		
<b>Average Daily Circulation (1984)</b>		<b>64,700</b>		

# Colorado—Denver

## KMGH-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** McGraw-Hill Broadcasting Co. Inc., 123 Speer Blvd., Denver, CO 80203.

**Studio:** 123 Speer Blvd.

**Telephone:** 303-832-7777. **TWX:** 910-931-2615.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 12"

**Transmitter:** Buffalo Bill Hwy., Lookout Mtn.

**News Services:** AP, UPI.

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

**Ownership:** McGraw-Hill Inc. See Group Ownership of TV Stations.

**Began Operation:** Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (*Television Digest*, Vol. 10:11, 15, 25, 26). Sale to present owner by Time-Life Bcst. Inc. approved March 8, 1972 (Vol. 12:10, 11).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

- NORMAN E. WALT, president.
- ROBERT WHITE, vice president & general manager.
- ROBERT L. BARRON, general sales manager.
- LEONARD MARSH, local sales manager.
- GEORGE ROUSE, business manager.
- SHIRLEY THOMPSON, traffic director.
- ARTA BOLEY, director of news.
- ELIZABETH A. SAUNDERS, director of advertising & promotion.
- J. LAWRENCE POZZI, director of engineering.
- SHIRLEY FREDERICK, director of programming.

**Rates: On request.**

**NETWORK BASE HOURLY RATE: \$1321.**

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	96,000	95,300	99
	Alamosa	4,300	4,100	95
	Arapahoe	131,400	129,900	99
	Boulder	78,900	76,900	97
	Chaffee	5,300	5,100	96
	Clear Creek	3,400	3,300	97
	Denver	216,700	212,300	98
	Douglas	9,600	9,500	99
	Elbert	2,800	2,700	96
	Grand	3,400	3,200	94
	Jackson	700	700	100
	Jefferson	152,400	151,100	99
	Kit Carson	2,900	2,700	93
	Lake	3,000	2,900	97
	Larimer	63,100	61,700	98
	Moffat	5,600	5,200	94
	Morgan	8,500	8,400	99
	Park	2,500	2,400	96
	Phillips	1,800	1,800	100
Pitkin	5,100	4,700	92	
Prowers	5,000	4,700	94	
Routt	6,000	5,600	93	
Sedgwick	1,400	1,400	100	
Summit	4,300	4,100	95	
Washington	2,000	1,900	95	
Weld	48,100	47,300	98	
<b>NEBRASKA</b>				
Box Butte	5,800	5,700	98	



KMGH-TV BNPCT-1362 Granted 9/15/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dawes	3,600	3,500	97
	Deuel	1,000	1,000	100
	Keith	3,900	3,900	100
<b>WYOMING</b>	Albany	11,300	10,800	96
	Campbell	9,800	9,300	95
	Carbon	8,600	8,200	95
	Converse	5,800	5,600	97
	Laramie	27,800	27,300	98
	<b>COLORADO</b>			
<b>Between 25-49%</b>	Eagle	6,300	6,000	94
	Garfield	9,700	9,300	95
	Gilpin	1,300	1,300	100
	Lincoln	1,800	1,700	94
	Logan	7,700	7,400	96
	Rio Blanco	2,500	2,400	96
	Rio Grande	3,500	3,300	94
	Teller	3,600	3,500	97
<b>KANSAS</b>				
Cheyenne	1,500	1,500	100	
<b>NEBRASKA</b>				
Cheyenne	4,000	3,900	98	
Kimball	1,800	1,800	100	
Scotts Bluff	14,600	14,300	98	
Sheridan	3,000	2,900	97	
<b>WYOMING</b>				
Goshen	4,700	4,600	98	
Johnson	2,600	2,500	96	
Natrona	29,800	29,100	98	
Niobrara	1,200	1,200	100	
Platte	5,600	5,300	95	
Sheridan	10,500	10,000	95	
<b>COLORADO</b>				
	<b>Between 5-24%</b>	Delta	8,800	8,400
(Continued on page 162)				
<b>Station Totals</b>		<b>1,256,100</b>	<b>1,230,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>858,100</b>
<b>Average Daily Circulation (1984)</b>				<b>459,800</b>



# Colorado—Denver

## KUSA-TV

(formerly KBTV)

Ch. 9

**Network Service:** ABC.

**Licensee:** Combined Communications Corp., 1089 Bannock St., Denver 80217.

**Studio:** 1089 Bannock St.

**Telephone:** 303-825-5288. **TWX:** 910-931-2648.

**Mailing Address:** Box 5667, Denver, CO 80217.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

**Transmitter:** Lookout Mountain.

**News Services:** AP, ABC, Gannett News Service, CNN Headline News, NIWS.

**Satellite Earth Station:** In operation; 10-meter; Scientific-Atlanta receivers.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see Group & Newspaper Ownership of TV Stations.

**Began Operation:** Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (*Television Digest*, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33). Sale by Mullins Bcstg. to Combined Communications approved by FCC Jan. 26, 1972 (Vol. 11:15, 22; 12:5). Merger of Combined Communications & Gannett approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24).

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

CHARLES T. LEASURE, president & general manager.  
CARL AKERS, vice president, commentator.  
LAWRENCE DEUTSCH, vice president & general sales manager.  
CHESTER BACON, vice president & sales manager.  
DARLA ELLIS, vice president & program director.  
MARDEE McKINLAY, vice president, community affairs.  
RICHARD MALLARY, news director.  
COLLEN BROWN, controller.  
MYRON OLINER, chief engineer.  
TIM DIETZ, director of broadcast operations.  
LEE MINARD, director of advertising & promotion.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	96,000	95,300	99
	Alamosa	4,300	4,100	95
	Arapahoe	131,400	129,900	99
	Boulder	78,900	76,900	97
	Chaffee	5,300	5,100	96
	Clear Creek	3,400	3,300	97
	Delta	8,800	8,400	95
	Denver	216,700	212,300	98
	Douglas	9,600	9,500	99
	Eagle	6,300	6,000	94
	Elbert	2,800	2,700	96
	Garfield	9,700	9,300	95
	Gilpin	1,300	1,300	100
Grand	3,400	3,200	94	
Gunnison	4,300	4,000	93	
Jackson	700	700	100	
Jefferson	152,400	151,100	99	



KUSA-TV RMPCT—1265 Granted 8/14/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kit Carson	2,900	2,700	93
	Lake	3,000	2,900	97
	Larimer	63,100	61,700	98
	Logan	7,700	7,400	96
	Moffat	5,600	5,200	94
	Montrose	9,700	9,300	96
	Morgan	8,500	8,400	99
	Park	2,500	2,400	96
	Phillips	1,800	1,800	100
	Pitkin	5,100	4,700	92
	Prowers	5,000	4,700	94
	Rio Blanco	2,500	2,400	96
	Routt	6,000	5,600	93
	Sedgwick	1,400	1,400	100
	Summit	4,300	4,100	95
	Washington	2,000	1,900	95
	Weld	48,100	47,300	98
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>			
Box Butte	5,800	5,700	98	
Cheyenne	4,000	3,900	98	
Dawes	3,600	3,500	97	
Deuel	1,000	1,000	100	
Keith	3,900	3,900	100	
Kimball	1,800	1,800	100	
Scotts Bluff	14,600	14,300	98	
<b>SOUTH DAKOTA</b>				
Hughes	5,800	5,700	98	
Stanley	900	900	100	
<b>WYOMING</b>				
Albany	11,300	10,800	96	
Carbon	8,600	8,200	95	
Laramie	27,800	27,300	98	
Platte	5,600	5,300	95	

(Continued on page 162)

<b>Station Totals</b>	<b>1,361,200</b>	<b>1,333,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>940,700</b>
<b>Average Daily Circulation (1984)</b>			<b>590,700</b>

# Colorado—Denver

**KWGN-TV**

Ch. 2



**KWGN-TV DENVER**



**PETRY TELEVISION**

**TRIBUNE BROADCASTING COMPANY**

**Network Service:** None, independent.

**Licensee:** WGN of Colorado Inc., Denver Tech Center, 6160 S. Wabash Way, Englewood, CO 80111.

**Studio:** Denver Tech Center, 6160 S. Wabash Way, Englewood, CO 80111.

**Mailing Address:** Box 5222, Englewood, CO 80155.

**Telephone:** 303-740-2222. **TWX:** 910-935-0877.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 440-ft. above ground, 7720-ft. above sea level.

Latitude 39° 43' 59"  
Longitude 105° 14' 12"

**Transmitter:** Buffalo Bill Hwy., Lookout Mtn.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Tribune Bcstg. Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (**Television Digest**, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4, 1966 by FCC (Vol. 5:36; 6:10).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

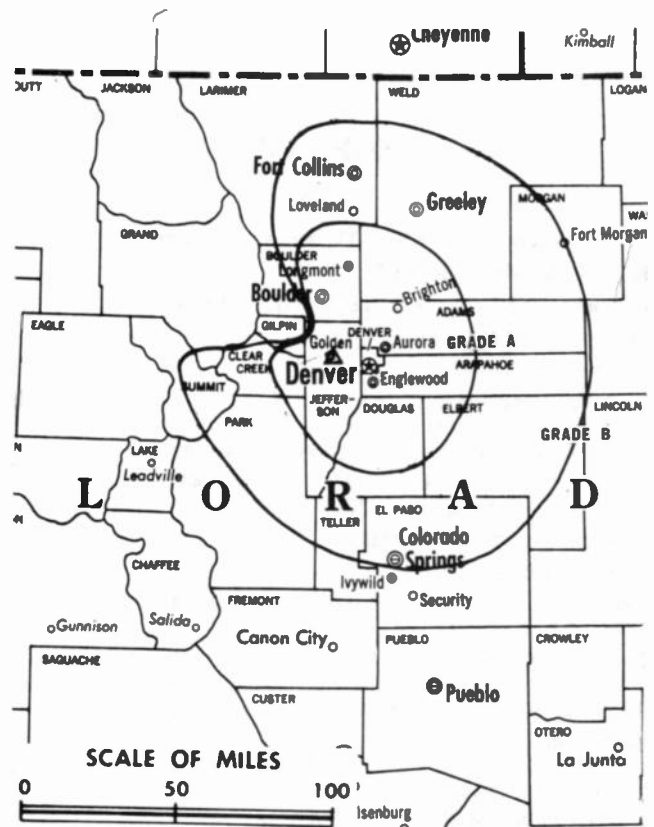
**Personnel:**

- JOHN SUDER, vice president & general manager.
- ROYCE W. NATION, vice president & treasurer.
- MARC SCHACHER, program director.
- JOHN J. BRENNAN, vice president & operations director.
- TIM GILBERT, general sales manager.
- JOHN HUMMEL, national sales manager.
- J. GREG GUINAN, v.p. for public affairs.
- DON RICHARDS, sales manager.
- TONY THOMPSON, sales manager.
- SHERRY SWEDENBORG, traffic operations manager.
- DON SHAFER, news director.
- FRANCIS EAGLE, advertising manager.
- LEONDELE LAMIAUX, production manager.
- KENT GRATTEAU, engineering manager.

**Highest 30 Sec. Rate** (July 2, 1984): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

**For CPs & Applications,  
consult Index**



KWGN-TV BPCT-4417 Granted 5/12/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	96,000	95,300	99
	Alamosa	4,300	4,100	95
	Arapahoe	131,400	129,900	99
	Boulder	78,900	76,900	97
	Clear Creek	3,400	3,300	97
	Denver	216,700	212,300	98
	Douglas	9,600	9,500	99
	Elbert	2,800	2,700	96
	Garfield	9,700	9,300	95
	Grand	3,400	3,200	94
	Gunnison	4,300	4,000	93
	Jefferson	152,400	151,100	99
	Lake	3,000	2,900	97
	Larimer	63,100	61,700	98
	Logan	7,700	7,400	96
	Morgan	8,500	8,400	99
	Park	2,500	2,400	96
	Phillips	1,800	1,800	100
	Prowers	5,000	4,700	94
	Sedgwick	1,400	1,400	100
Summit	4,300	4,100	95	
Teller	3,600	3,500	97	
Washington	2,000	1,900	95	
Weid	48,100	47,300	98	
Yuma	4,000	3,800	95	
<b>NEBRASKA</b>				
Box Butte	5,800	5,700	98	
Cheyenne	4,000	3,900	98	
Deuel	1,000	1,000	100	
Kimball	1,800	1,800	100	
Scotts Bluff	14,600	14,300	98	
<b>SOUTH DAKOTA</b>				
Hughes	5,800	5,700	98	
Stanley	900	900	100	
<b>WYOMING</b>				
Albany	11,300	10,800	96	

(Continued on page 162)

<b>Station Totals</b>	<b>1,583,000</b>	<b>1,550,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>885,400</b>
<b>Average Daily Circulation (1984)</b>			<b>442,400</b>

# Colorado—Durango

## KREZ-TV

Ch. 6

(Satellite of KREX-TV, Grand Junction, CO)

**Network Service:** CBS, NBC.

**Licensee:** XYZ TV Inc., Box 789, Grand Junction, CO 81502.

**Studio:** 2-mi. S of Durango.

**Telephone:** 303-247-0820.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 3.1-kw visual, 0.5-kw aural. Antenna: 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

**Transmitter:** Smelter Mountain.

**News Service:** AP.

**Ownership:** E & W Bcstg. Corp. For other interests, see KREX-TV, Grand Junction, CO.

**Began Operation:** Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter. FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

**Personnel:**

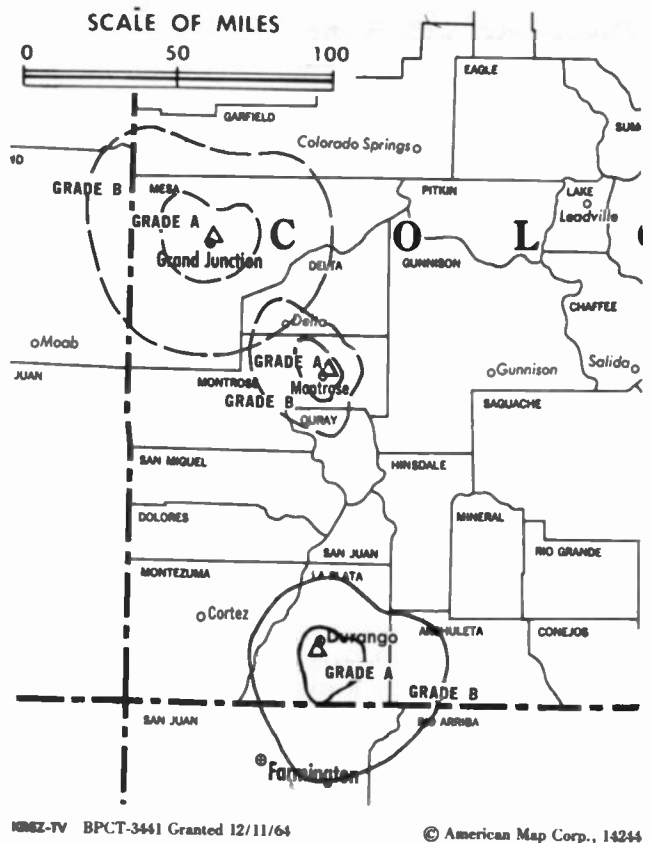
CARL Q. ANDERSON, president & general manager.  
DUNCAN LAINS, station manager.

**Highest 30 Sec. Rate** (Jan. 10, 1983): \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction, CO.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Archuleta	1,600	1,500	94
	La Plata	11,000	10,500	95
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	Montezuma	6,200	5,900	95
	San Miguel	1,500	1,400	93
<b>NEW MEXICO</b>	San Juan	30,400	28,600	94
	<b>Station Totals</b>	<b>51,300</b>	<b>48,400</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>24,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>11,900</b>	



KREZ-TV BPC-T-3441 Granted 12/11/64

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# Colorado—Glenwood Springs

## KCWS

Ch. 3

**Network Service:** None, independent.

**Grantee:** Western Slope Communications Ltd.

**Studio :** State Hwy. 82, 3-mi. SE of Glenwood Springs.

**Telephone:** 303-945-7333.

**Mailing Address:** 6916 State Hwy. 82, Glenwood Springs, CO 81601.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 67-kw max. visual, 6.7-kw max. aural. Antenna: 2526-ft. above av. terrain, 256-ft. above ground, 10,656-ft. above sea level.

Latitude 39° 25' 05"  
Longitude 107° 22' 01"

**Transmitter:** 9.5-mi. SSW of Glenwood Springs.

**Ownership:** Western Slope Communications Assoc., as gen. partner, 60%; 22 others, none with more than 2%. WSC Assoc. ownership: Western Slope Communications Inc., gen. partner, 35%; David B. Sontag, Herman Edel, Michael L. Strang, Ltd. partners; 30 others, none with more than 4%. WCS Inc. ownership: David Sontag, pres.; Michael Strang, v.p.; Herman Edel, v.p.-secy.

**Began Operation:** Jan. 28, 1984.

**Represented (legal):** Goldberg & Spector.

**Represented (engineering):** Kessler & Gehman Associates.

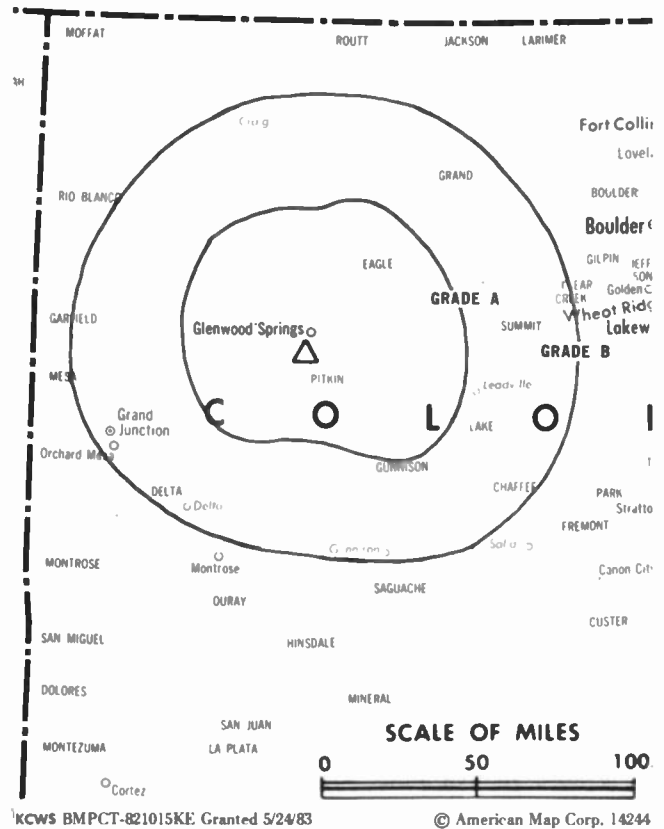
**Personnel:**

- DAVID B. SONTAG, president.
- HARLAN REAMS, general manager.
- ROBERT G. BLAUVELT, program director.
- SALLY SMITH, controller.
- LAURIE BROWN, dir., administration & program executive.
- LEE REAMS, director, promotion & public relations

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
Between 5-24%	Garfield	9,700	9,300	95
	Grand	3,400	3,200	94
	Pitkin	5,100	4,700	92
<b>Station Totals</b>		<b>18,200</b>	<b>17,200</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,200</b>	



# ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

# Colorado—Grand Junction

## KJCT-TV

Ch. 8

**Network Service:** ABC.

**Grantee:** Pikes Peak Broadcasting Co., Box 1457, Colorado Springs, CO 80901.

**Studio:** 8 Foresight Circle, Grand Junction, CO 81501.

**Mailing Address:** Box 3788, Grand Junction, CO 81502.

**Telephone:** 303-245-8880. **TWX:** 910-929-6981.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 120-kw visual, 20-kw aural. Antenna: 2720-ft. above av. terrain, 141-ft. above ground, 10,061-ft. above sea level.

Latitude 39° 02' 55"  
Longitude 108° 15' 06"

**Transmitter:** Grand Mesa, 9.6-mi. SW of Mesa.

**News Service:** AP.

**Ownership:** Harry W. Hoth Jr., pres., 100%; Joan G. Hoth, v.p.-treas.; Patti Hoth Crouse, secy. Harry W. Hoth owns KRDO-TV, Colorado Springs.

**Began Operation:** Oct. 22, 1979.

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

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**

HARRY W. HOTH JR., president.  
NEIL O. KLOCKSIEM, general manager.  
STEVE ROBINSON, station manager.  
RICK WAGGONER, sales manager.  
PAUL UNWIN, news director.  
ROGER HIGHTOWER, chief engineer.

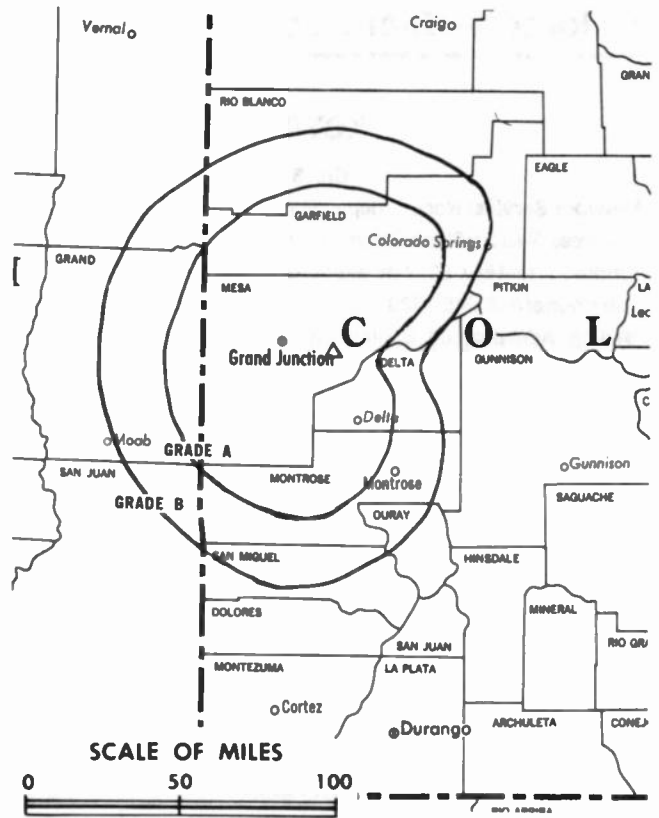
**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** (June 28, 1984) \$300.

**NETWORK BASE HOURLY RATE:** \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

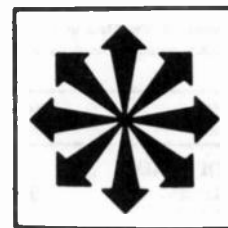
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Mesa	34,000	33,100	97
	Ouray	700	700	100
	San Miguel	1,500	1,400	93
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	8,800	8,400	95
	Montrose	9,700	9,300	96
	San Juan	300	300	100
<b>Station Totals</b>		<b>55,000</b>	<b>53,200</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>38,700</b>
<b>Average Daily Circulation (1984)</b>				<b>22,900</b>



KJCT-TV BMPCT-79042AKF

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**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Colorado-Grand Junction

## KREX-TV

Ch. 5

(Also operates satellites KREY-TV, Montrose & KREZ-TV, Durango, CO)

**Network Service:** CBS, NBC.

**Licensee:** XYZ TV Inc., Box 789, Grand Junction, CO 81502.

**Studio:** Hillcrest Manor.

**Telephone:** 303-242-5000. **TWX:** 910-929-6992.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: Minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

**Transmitter:** Hillcrest Manor.

**News Service:** AP.

**Satellite Earth Stations:** 5 in operation; Scientific-Atlanta receivers.

**Ownership:** E & W Bcstg. Corp., 100%. John W. English, chmn.-pres.; Bill Williams, v.p.-secy.; Western Industries, 46%; Otilie G. English, 9.03%; L. W. Ltd., 8.99%; Wilcam Inc., 7.33%; 17 others, none with as much as 5.5%. E & W Bcstg. Corp. also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, CO.

**Began Operation:** May 22, 1954. Transfer of control from Carl Q. Anderson, et al., to E & W Bcstg. Corp. approved by FCC May 15, 1984. Previous transfer to Rex G. Howell from Forestville Realty approved by FCC Aug. 11, 1972. Previous transfer to Forestville, et al., from Howell (Western Slope Bcstg.) approved Sept. 21, 1966 (*Television Digest*, Vol. 6:19, 39).

**Represented (sales):** Sattel Inc.; John L. McGuire & Co.

**Represented (legal):** Becker, Gurman, Lukas, Meyers & O'Brien, P.C.

**Personnel:**

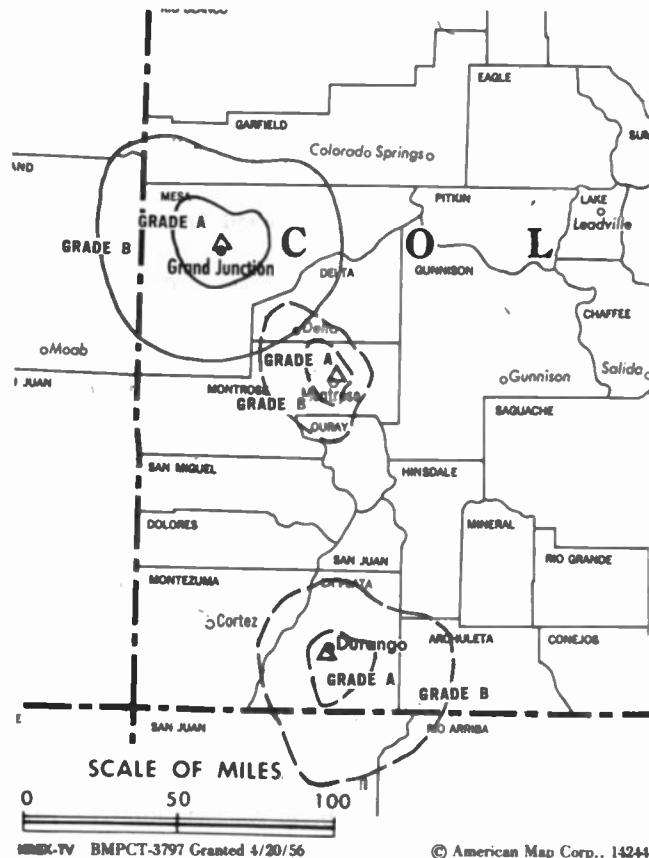
CARL Q. ANDERSON, president & general manager.  
BILL SULLIVAN, station manager.  
AL LADAGE, chief engineer.  
TOM MCGILL, program & traffic director.  
PAT OLSON, production director & film buyer.

**Highest 30 Sec. Rate** (Jan. 10, 1983): \$225.

**NETWORK BASE HOURLY RATE:** \$460.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Garfield	9,700	9,300	95
	Gunnison	4,300	4,000	93
	Hinsdale	200	200	100
	Mesa	34,000	33,100	97
	San Juan	300	300	100



MMEX-TV BMPCT-3797 Granted 4/20/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Delta	8,800	8,400	95
	Ouray	700	700	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Eagle	6,300	6,000	94
	Montrose	9,700	9,300	96
	Pitkin	5,100	4,700	92
	Rio Blanco	2,500	2,400	96
	San Miguel	1,500	1,400	93
<b>Station Totals</b>		<b>83,100</b>	<b>79,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>49,200</b>
<b>Average Daily Circulation (1984)</b>				<b>31,900</b>

**Robert W. Rounsaville & Associates**

**MEDIA BROKERS AND CONSULTANTS**

ATLANTA: 1-800-531-1500 ORLANDO: 1-800-328-3500

# Colorado—Montrose

## KREY-TV

Ch. 10

(Satellite of KREX-TV, Grand Junction)

**Network Service:** CBS, NBC.

**Licensee:** XYZ TV Inc., Box 789, Grand Junction, CO 81502.

**Studio:** 610 N. 1st St., Montrose, CO 81401.

**Telephone:** 303-249-9601.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 3.09-kw visual, 0.617-kw aural. Antenna: 80-ft. above av. terrain, 112-ft. above ground, 6392-ft. above sea level.

Latitude 38° 31' 01.6"

Longitude 107° 51' 11.8"

**Transmitter:** Flat Top Mesa.

**News Service:** AP.

**Ownership:** E & W Bcstg. Corp. For other interests, see KREX-TV, Grand Junction, CO.

**Began Operation:** Aug. 18, 1956.

**Represented (sales):** Settel Inc.; John L. McGuire & Co. (Denver).

**Personnel:**

CARL Q. ANDERSON, president & general manager.

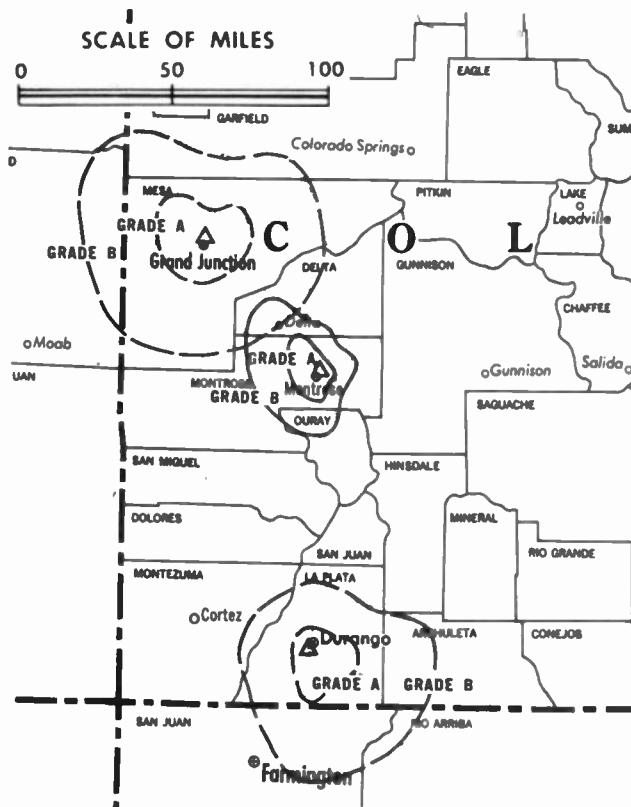
JOE REICHMANN, station manager.

**Highest 30 Sec. Rate** (Jan. 10, 1983): \$62.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand Junction.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Montrose	9,700	9,300	96
	Ouray	700	700	100
	San Miguel	1,500	1,400	93
Between 25-49%	<b>COLORADO</b>			
	Delta	8,800	8,400	95
Between 5-24%	<b>COLORADO</b>			
	Rio Blanco	2,500	2,400	96
<b>Station Totals</b>		<b>23,200</b>	<b>22,200</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>13,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>9,000</b>	



KREY-TV BPCT-2768 Granted 6/6/60

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## ARBITRON® RATINGS

# Colorado—Sterling

## KTVS

Ch. 3

(Satellite of KYCU-TV, Cheyenne, WY)

**Network Service:** CBS & ABC.

**Licensee:** Burke Bcstg. Co. of Cheyenne, 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** State Hwy. 61, 9.6-mi. ESE of Sterling.

**Telephone:** 307-634-7755 (Cheyenne).

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna: 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"  
Longitude 103° 01' 50.4"

**Transmitter:** State Hwy. 61, 9.6-mi. ESE of Sterling.

**News Service:** AP.

**Ownership:** Burke Bcstg. Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 28, 1963. Sale to present owner by Lamb Enterprises Inc. approved by FCC Oct. 14, 1983.

**Represented (sales):** Katz Television.

**Represented (legal):** Shrinsky, Weitzman & Eisen, P.C.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

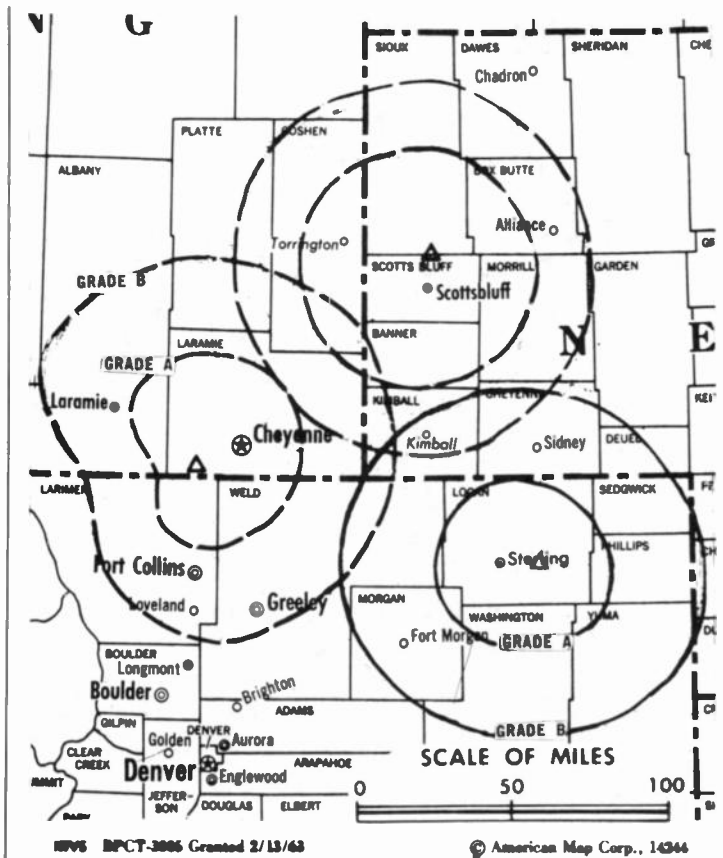
CARL J. OCCHIPINTI, general manager.

**Highest 30 Sec. Rate** (Feb. 27, 1984): \$30. Also sold in combination with KYCU-TV, Cheyenne, with rates applying to simultaneous telecasts on KYCU-TV, KTVS & KSTF, Scottsbluff, NE.

**NETWORK BASE HOURLY RATE:** Bonus to KYCU-TV, Cheyenne, WY.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Logan	7,700	7,400	96
	Phillips	1,800	1,800	100
	Sedgwick	1,400	1,400	100
	Yuma	4,000	3,800	95
	<b>NEBRASKA</b>			
	Cheyenne	4,000	3,900	98
Deuel	1,000	1,000	100	
Garden	1,100	1,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Washington	2,000	1,900	95
	<b>NEBRASKA</b>			
Dundy	1,200	1,200	100	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Morgan	8,500	8,400	99
	<b>NEBRASKA</b>			
	Chase	2,000	2,000	100
	Keith	3,900	3,900	100
	Perkins	1,400	1,400	100
<b>Station Totals</b>		<b>40,000</b>	<b>39,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>20,800</b>
<b>Average Daily Circulation (1984)</b>				<b>12,600</b>

## KCNC-TV, Denver (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WYOMING</b>			
	Campbell	9,800	9,300	95
	Goshen	4,700	4,600	98
	Johnson	2,600	2,500	96
	Niobrara	1,200	1,200	100
	Sheridan	10,500	10,000	95
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Delta	8,800	8,400	95
	El Paso	120,100	118,300	99
	Gunnison	4,300	4,000	93
	Huerfano	2,400	2,300	96
	Pueblo	47,500	46,800	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Sherman	3,000	3,000	100
<b>NEBRASKA</b>				
Cherry	2,600	2,500	96	
Dundy	1,200	1,200	100	
Morrill	2,400	2,300	96	
<b>SOUTH DAKOTA</b>				
Pennington	27,400	27,100	99	
Tripp	2,600	2,600	100	



**KMGH-TV, Denver**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
Between 5-24%	El Paso	120,100	118,300	99
	Huerfano	2,400	2,300	96
	Montrose	9,700	9,300	96
	Pueblo	47,500	46,800	99
	Yuma	4,000	3,800	95
<b>NEBRASKA</b>				
	Garden	1,100	1,100	100
	Morrill	2,400	2,300	96
<b>SOUTH DAKOTA</b>				
	Shannon	2,600	2,400	92

**KUSA-TV, Denver**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
Between 25-49%	Hinsdale	200	200	100
	Lincoln	1,800	1,700	94
	Mesa	34,000	33,100	97
	Rio Grande	3,500	3,300	94
	Teller	3,600	3,500	97
<b>KANSAS</b>				
	Sherman	3,000	3,000	100
<b>NEBRASKA</b>				
	Brown	1,700	1,600	94
	Garden	1,100	1,100	100
	Sheridan	3,000	2,900	97
<b>SOUTH DAKOTA</b>				
	Lawrence	7,300	7,200	99
	Tripp	2,600	2,600	100
<b>WYOMING</b>				
	Campbell	9,800	9,300	95
	Converse	5,800	5,600	97
	Goshen	4,700	4,600	98
	Johnson	2,600	2,500	96
	Natrona	29,800	29,100	98
	Niobrara	1,200	1,200	100
	Sheridan	10,500	10,000	95

<b>COLORADO</b>				
Between 5-24%	El Paso	120,100	118,300	99
	Huerfano	2,400	2,300	96
	Pueblo	47,500	46,800	99
	Saguache	1,400	1,300	93
<b>KANSAS</b>				
	Cheyenne	1,500	1,500	100
	Stanton	800	800	100
<b>NEBRASKA</b>				
	Cherry	2,600	2,500	96
	Morrill	2,400	2,300	96
<b>SOUTH DAKOTA</b>				
	Brule	1,900	1,900	100
	Butte	3,300	3,200	97
	Fall River	3,300	3,200	97
	Meade	7,200	7,100	99
	Pennington	27,400	27,100	99

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

**KWGN-TV, Denver**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
50% & Over	Campbell	9,800	9,300	95
	Carbon	8,600	8,200	95
	Converse	5,800	5,600	97
	Laramie	27,800	27,300	98
	Natrona	29,800	29,100	98
	Niobrara	1,200	1,200	100
	Washakie	3,600	3,500	97

<b>COLORADO</b>				
Between 25-49%	Chaffee	5,300	5,100	96
	Eagle	6,300	6,000	94
	El Paso	120,100	118,300	99
	Fremont	11,300	10,900	96
	Gilpin	1,300	1,300	100
	Jackson	700	700	100
	La Plata	11,000	10,500	95
	Las Animas	5,600	5,300	95
	Moffat	5,600	5,200	94
	Montrose	9,700	9,300	96
	Pitkin	5,100	4,700	92
	Pueblo	47,500	46,800	99
	Rio Grande	3,500	3,300	94
	Routt	6,000	5,600	93

<b>KANSAS</b>				
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99

<b>MONTANA</b>				
	Beaverhead	3,000	2,800	93
	Deer Lodge	4,300	4,200	98
	Gallatin	16,500	15,900	96
	Park	5,500	5,300	96
	Silver Bow	14,400	14,100	98
	Yellowstone	44,000	43,300	98

<b>NEBRASKA</b>				
	Dawes	3,600	3,500	97
	Dundy	1,200	1,200	100
	Keith	3,900	3,900	100

<b>SOUTH DAKOTA</b>				
	Brown	13,800	13,700	99
	Fall River	3,300	3,200	97
	Lawrence	7,300	7,200	99
	Pennington	27,400	27,100	99

<b>WYOMING</b>				
	Fremont	14,600	14,200	97
	Goshen	4,700	4,600	98
	Hot Springs	2,300	2,200	96
	Johnson	2,600	2,500	96
	Park	8,600	8,200	95
	Platte	5,600	5,300	95
	Sheridan	10,500	10,000	95

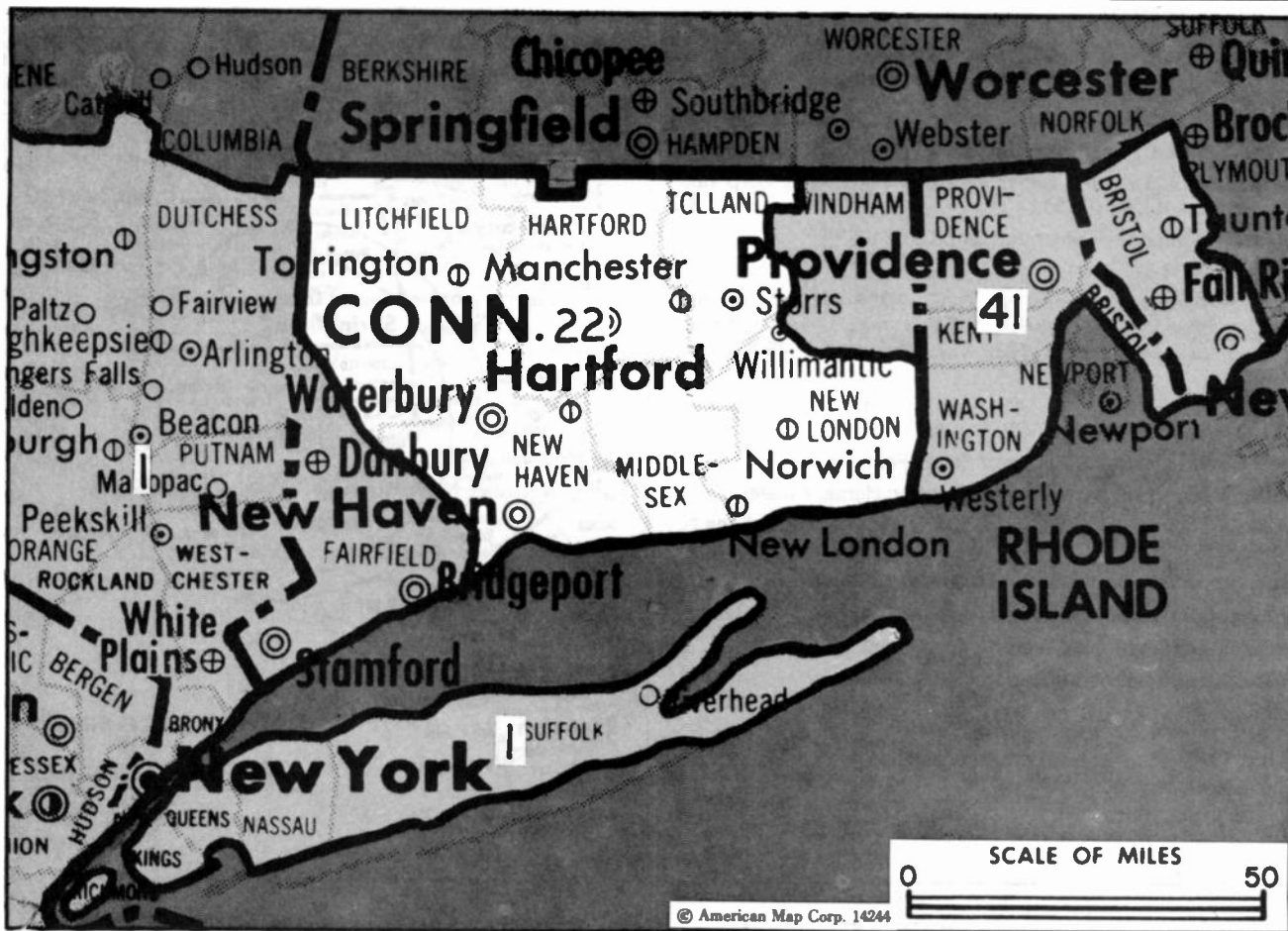
<b>COLORADO</b>				
Between 5-24%	Delta	8,800	8,400	95
	Huerfano	2,400	2,300	96
	Lincoln	1,800	1,700	94
	Mesa	34,000	33,100	97

<b>KANSAS</b>				
	Cheyenne	1,500	1,500	100

<b>NEBRASKA</b>				
	Morrill	2,400	2,300	96
	Sheridan	3,000	2,900	97

<b>SOUTH DAKOTA</b>				
	Beadle	7,500	7,400	99
	Butte	3,300	3,200	97
	Day	3,000	3,000	100
	Meade	7,200	7,100	99
	Shannon	2,600	2,400	92

<b>UTAH</b>				
	Weber	51,100	50,400	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,474,700	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)
Hartford-New Haven, CT	806,500	22	WFSB (3), WHCT-TV (18), WTNH-TV (8), WTXX (20), WVIT (30)
Providence, RI-New Bedford, MA	557,800	41	WJAR-TV (10), WLNE (6), WPRI-TV (12), WSTG (64)

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

- WVIT, New Britain**--See Hartford, CT
- WTNH-TV, New Haven**--See Hartford, CT
- WTXX, Hartford**--See Waterbury, CT

**Connecticut Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	4	4
			9

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# Connecticut—Hartford

## WTIC-TV

Ch. 61

**Network Service:** None, independent.

**Licensee:** WTIC-TV, Arch Communications Corp., One Corporate Center, Hartford, CT 06103.

**Studio:** One Corporate Center, Hartford, CT 06103.

**Telephone:** 203-527-6161.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1691.5-ft. above av. terrain, 1339-ft. above ground, 2049-ft. above sea level.

Latitude	41°	42'	13"
Longitude	72°	49'	57"

**Transmitter:** Rattlesnake Mtn., near Rte. 6, Farmington, CT.

**Satellite Earth Stations:** Microdyne, 5-meter; Harris, 7-meter.

**Ownership:** Arnold L. Chase, 97%, James A. Grasso, 2%, Edna N. Smith, 1%. Chase has interest in WTIC-AM-FM Hartford, CT.

**Began Operation:** September 17, 1984.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Andrus & Associates.

**Personnel:**

ARNOLD L. CHASE, president.  
BRUCE MAYER, vice president & general manager.  
DAVID URICH, operations manager.

**Highest 30 Sec. Rate:** \$500.



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# Connecticut-Hartford

**WFSB**

Ch. 3

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Connecticut Inc.

**Studio:** Broadcast House, 3 Constitution Plaza, Hartford 06115.

**Telephone:** 203-728-3333.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

**Transmitter:** Talcott Mtn., Avon.

**News Services:** AP, UPI.

**Ownership:** Post-Newsweek Stations. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 23, 1957. Sale to present owner by Travelers Corp. approved by FCC Jan. 30, 1974. (*Television Digest*, Vol. 13:5; 14:5).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Personnel:**

- BARRY BARTH, vice president & general manager.
- MIKE DORSEY, vice president, sales & marketing.
- RICHARD AHLES, vice president, news & public affairs.
- CATHERINE NIERLE, vice president, administration.
- KENN DEVANE, national sales manager.
- JOE CONNOR, local sales manager.
- STEVAN VIGNEAUX, manager, engineering.
- JAMES LUTTON, program manager.

**Highest 30 Sec. Rate** (Jan. 1, 1980): \$3900.

**NETWORK BASE HOURLY RATE:** \$3844.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
	New Haven	283,800	279,700	99
	New London	85,300	83,400	98
	Tolland	38,600	37,800	98
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Franklin	25,700	24,900	97
Hampden	161,800	159,200	98	
Hampshire	47,500	46,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97
<b>VERMONT</b>	Windham	15,000	14,300	95
	<b>CONNECTICUT</b>			
<b>Between 5-24%</b>	Fairfield	292,100	288,500	99
	<b>MASSACHUSETTS</b>			
	Worcester	235,300	231,900	99
	<b>NEW YORK</b>			
	Dutchess	86,500	84,700	98
	Suffolk	414,400	410,200	99
	Ulster	59,800	58,100	97
	<b>RHODE ISLAND</b>			
	Washington	33,900	33,300	98
	<b>Station Totals</b>		<b>2,299,400</b>	<b>2,262,700</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,047,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>608,900</b>	

# Connecticut-Hartford

## WHCT-TV

Ch. 18

**Network Service:** None, independent.

**Licensee:** Interstate Media Corp., 16230 Glencove Dr., Hacienda Heights, CA 91745.

**Studio:** 580 Deercliff Rd., Avon, CT 06001.

**Telephone:** 203-677-2281.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 186-kw max. & 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"  
Longitude 72° 48' 08"

**Transmitter:** 3.85-mi. SE of Avon Village, Deercliff Rd.

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

**Ownership:** Faith Center Inc. For officers & other interests, see KVOF-TV, San Francisco, CA.

**Began Operation:** Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's **Hartford Times**. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (**Television Digest**, Vol. 11:28; 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Taddei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23). Assignment of license to Faith Center approved Feb. 16, 1972. Distress sale by Faith Center approved Sept. 27, 1983, contingent on finding Interstate Media to be suitable licensee & consummation of assignment within 90 days. Final approval granted Dec. 23, 1983; sale not consummated.

**Personnel:**

DR. W. EUGENE SCOTT, president.

**Rates:** Not available.

**Arbitron Data:** Not available.



WHCT-TV BMPCT-7647 Granted 8/5/76

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# Connecticut—New Britain-Hartford

**WVIT**

**Ch. 30**

**Network Service:** NBC.

**Licensee:** Viacom Broadcasting Inc., 1211 Ave. of the Americas, New York, NY 10036.

**Studio:** 1422 New Britain Ave., West Hartford, CT 06110.

**Telephone:** 203-521-3030, Hartford; 203-223-3603, New Britain.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 3090-kw max. visual, 309-kw max. aural. Antenna: 1485-ft. above av. terrain, 1129-ft. above ground, 1849-ft. above sea level.

Latitude 41° 42' 02"  
Longitude 72° 49' 57"

**Transmitter:** Rattlesnake Mtn., U.S. Route 6, Farmington, CT.

**News Services:** AP, UPI.

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

**Ownership:** Viacom Broadcasting Inc. Paul M. Hughes, pres.; Ken Gorman, exec. v.p.; Gordon Belt, v.p.; Steve Fadem & Ed Schor, asst. secys. Viacom is a multiple cable system operator & program producer. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 13, 1953. Sale to present owner by Plains TV Corp. approved by FCC March 13, 1978 (*Television Digest*, Vol. 17:25), Sale to Plains by NBC approved Sept. 23, 1959 by FCC (Vol. 15:26, 28, 39). Sale to NBC of WKNB-TV-AM, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vol. 11:2, 9, 19, 22, 26; 12:50).

**Represented (sales):** TeleRep Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- PAT BRADY, vice president & general manager.
- AL BOVA, vice president, sales & marketing.
- ART DePASQUA, national sales manager.
- HARVEY LAZEAR, local sales manager.
- HARRIET DOBIN, director of communications.
- JOHN PALMER, program manager.
- GEORGE TALBOT, production manager.
- BETH RAWLES, public affairs director.
- PHILIP B. HALE, film director.
- MILDRED McNEILL, news director.
- WILLIAM CANORA, chief engineer.

**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate** (Jan. 30, 1983): \$8000.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98



WVV BPC7-5219 Granted 11/3/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	New Haven	283,800	279,700	99
	Tolland	38,600	37,800	98
Between 25-49%	<b>CONNECTICUT</b>			
	New London	85,300	83,400	98
	<b>MASSACHUSETTS</b>			
	Hampden	161,800	159,200	98
Between 5-24%	<b>CONNECTICUT</b>			
	Fairfield	292,100	288,500	99
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Franklin	25,700	24,900	97
	Hampshire	47,500	46,400	98
<b>Station Totals</b>		1,377,400	1,354,800	98
<b>Net Weekly Circulation (1984)</b>			667,700	
<b>Average Daily Circulation (1984)</b>			317,700	

**Robert W. Rounsaville & Associates**

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# Connecticut—New Haven-Hartford

## WTNH-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Capital Cities Communications Inc., 242 East 51st St., New York, NY 10022.

**Studio & General Offices:** 8 Elm St., New Haven, CT 06510.

**Mailing Address:** Box 1859, New Haven, CT 06508.

**Telephone:** 203-784-8888. **TWX:** 710-465-1193.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 32.8-kw visual, 7-kw aural. Antenna: 1210-ft. above av. terrain, 909-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"  
Longitude 72° 57' 06"

**Transmitter:** Talmadge Rd., Mad Mare Mtn., Hamden, CT.

**News Services:** AP, UPI.

**Satellite Earth Station:** Satcom Technologies; 9.2-meter.

**Ownership:** Capital Cities Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 15, 1948. Sale to present owners by Triangle Publications approved by FCC Feb. 24, 1971. Previous sale by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (**Television Digest**, Vol. 12:21, 22, 25, 34).

**Represented (sales)** Blair Television.

**Represented (legal)** Wilmer, Cutler & Pickering.

### Personnel:

PETER K. ORNE, vice president & general manager.  
DONALD GORMAN, general sales manager.  
BRUCE LAWRENCE, sales manager.  
LAWRENCE MANNE, program director.  
BOB RUSSO, engineering manager.  
WILLIAM ELLISON, public affairs manager.  
STEVE PERLER, business manager.  
MIKE SECHRIST, news director.

**Highest 30 Sec. Rate** (April 30, 1981): \$3000.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
	New Haven	283,800	279,700	99
	New London	85,300	83,400	98
	Tolland	38,600	37,800	98



WTNH-TV BPCT-4582 Granted 5/17/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	292,100	288,500	99
	Windham	34,200	33,500	98
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Franklin	25,700	24,900	97
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
<b>NEW YORK</b>	Dutchess	86,500	84,700	98
	Putnam	27,600	27,200	99
	Schoharie	10,500	10,200	97
	Suffolk	414,400	410,200	99
<b>RHODE ISLAND</b>	Washington	33,900	33,300	98
<b>Station Totals</b>		<b>1,950,300</b>	<b>1,920,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>928,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>508,200</b>	

# Connecticut—Waterbury

**WTTX**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Channel 20 Enterprises Ltd. Partnership.

**Studio:** 414 Meadow St., Waterbury, CT 06702.

**Telephone:** 203-575-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 2239-kw max. visual, 223.9-kw max. aural. Antenna: 1200-ft. above av. terrain, 1013-ft. above ground, 1749-ft. above sea level.

Latitude 41° 31' 04"  
Longitude 73° 01' 07"

**Transmitter:** Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, CT.

**News Service:** AP.

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

**Ownership:** Odyssey Partners, 46.665%; Michael Finkelstein, 30.5%; Electra Investment Trust Ltd., 5.185%; John Bretl & Paul Zofnass, 3.05% each; Michael Hayes & Jerome H. Grossman, 1.525% each; Essen Assoc. IX, 8.5%. For other interests, see Odyssey Partners in Group Ownership of TV Stations.

**Began Operation:** Sept. 4, 1953. Sale to present owners approved by FCC Nov. 9, 1981 (*Television Digest*, Vol. 21:18).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

**Personnel:**

GEOFFREY ROSE, vice president & general manager.  
HARVEY ADELBERG, general sales manager.  
ROBERT AFFE, program director.  
CHARLES ALLEN, chief engineer.

**Highest 30 Sec. Rate** (May 15, 1984): \$1750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Middlesex	49,600	48,700	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	New Haven	283,800	279,700	98



WWW BNPCT-850828KC Granted 3/11/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	New London	85,300	83,400	98
	Tolland	38,600	37,800	98
<b>MASSACHUSETTS</b>				
	Hampden	161,800	159,200	98
<b>CONNECTICUT</b>				
<b>Between 5-24%</b>	Fairfield	292,100	288,500	99
	Windham	34,200	33,500	98
<b>MASSACHUSETTS</b>				
	Franklin	25,700	24,900	97
	Hampshire	47,500	46,400	98
<b>Station Totals</b>		<b>1,377,400</b>	<b>1,354,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>547,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>222,600</b>	



# Delaware



## Delaware Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	0	0	0
Educational Television Stations	1	1	2
			2

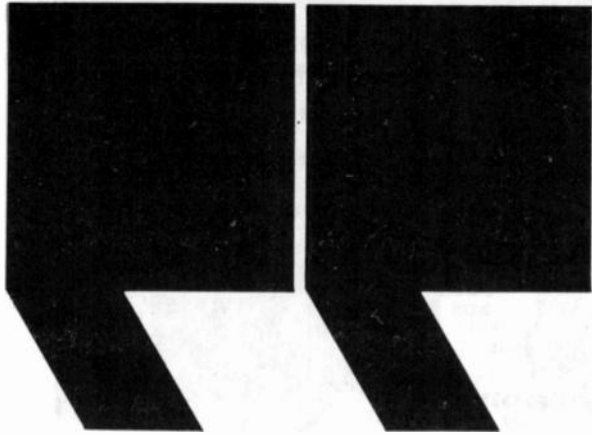
Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Philadelphia, PA.....	2,481,800	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WRBV (65), WTAF-TV (29), WTVE (51), WWJG-TV (57)
Baltimore, MD.....	851,800	21	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD.....	81,400	166	WBOC-TV (16), WMDT (47)

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Vice President, TV Network

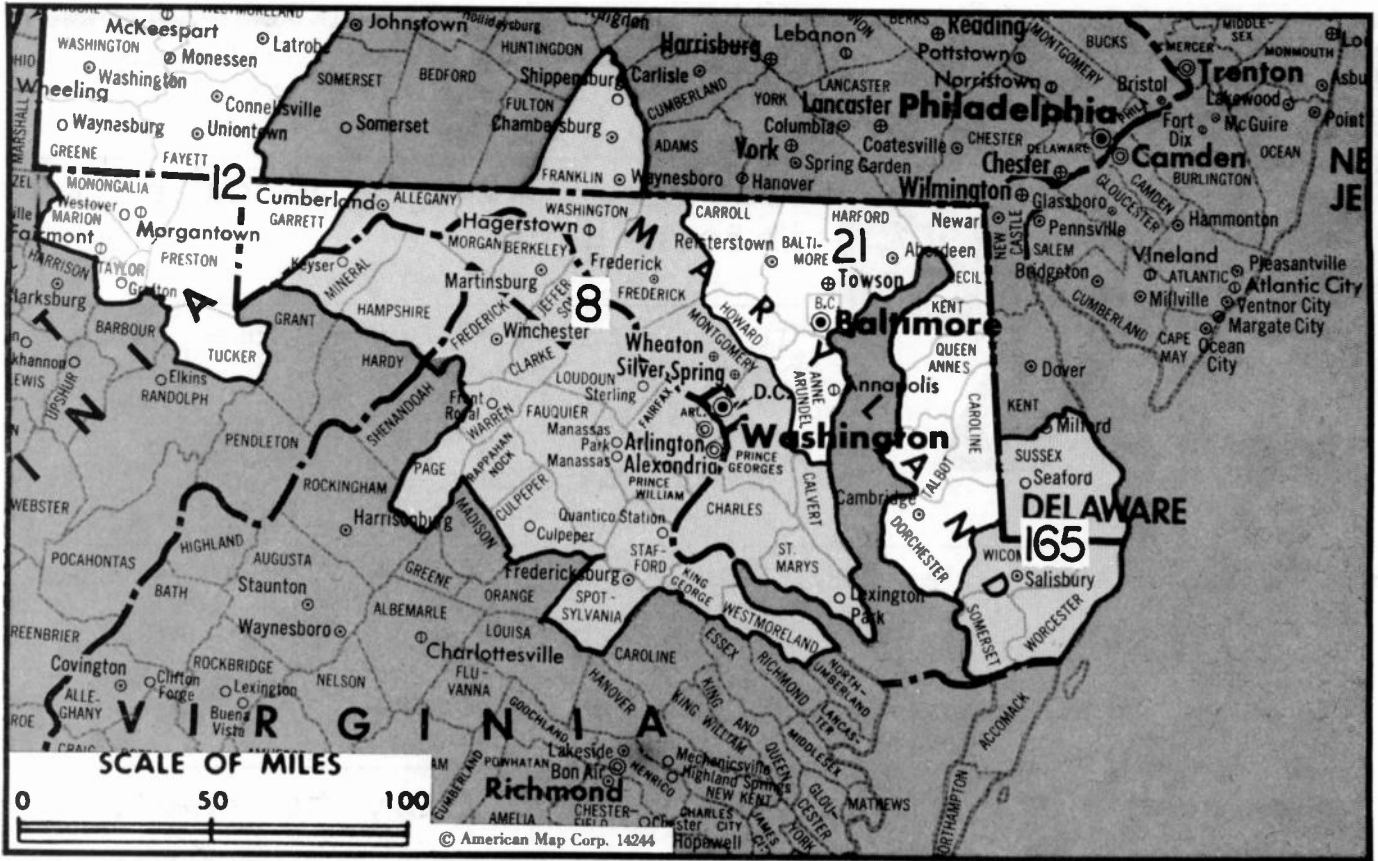


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# District of Columbia



## District of Columbia Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	0	2	2
			8

**Cross Reference**  
Community Receiving Programs  
of Stations Located Elsewhere

**WTKK, Washington--See Manassas, VA**

Market	Arbitron ADI TV Households	Rank
Washington, DC.....	1,522,400	8
Baltimore, MD.....	851,800	21

**Market Area Commercial TV Stations**  
 WCQR (50), WDCA-TV (20), WDVM-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)  
 WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)

# District of Columbia—Washington

**WCQR**

**Ch. 50**

**Network Service:** None, independent.

**Licensee:** Ch. 50 Inc., Box 60688, Washington, DC 20011.

**Studio:** 6507 Chillum Pl. NW, Washington 20012.

**Telephone:** 202-723-1040.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 2450-kw max. & 1860-kw horizontal visual, 245-kw max. & 186-kw horizontal aural. Antenna: 570-ft. above av. terrain, 509-ft. above ground, 797-ft. above sea level.

Latitude	38°	57'	44"
Longitude	77°	01'	36"

**Transmitter:** NW corner of 9th & Peabody, Washington.

**News Service:** Financial News Network.

**Ownership:** Theodore S. Ledbetter Jr., v.p. & gen. mgr., 96%.

**Began Operation:** Nov. 1, 1981.

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

**Personnel:**

TED LEDBETTER, general, program & operations manager.  
ELIZABETH BRADY, president & business manager.  
DIANA DEL TORO, production manager.

**Arbitron Data:** Not Available.



WCQR BMPCT-800411KH Granted 7/10/80

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# District of Columbia—Washington

## WDCA-TV

Ch. 20

**Network Service:** None, independent.

**Licensee:** Taft Television & Radio Co. Inc., 5202 River Rd., Bethesda, MD 20816.

**Studio:** 5202 River Rd.

**Telephone:** 301-654-2600. TWX: 710-824-9608.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 4000-kw max. & 3090-kw horizontal visual, 400-kw max. & 309-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"  
Longitude 77° 06' 18.2"

**Transmitter:** 5202 River Rd., Bethesda, MD.

**Satellite Earth Stations:** Transmit/receive; Harris; 6-meter; Harris receivers.

**Ownership:** Taft Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 20, 1966. Sale to Improvement Leasing Co. by Milton Grant & assoc. approved by FCC May 7, 1969 (*Television Digest*, Vol. 8:50; 9:19). Sale to Taft by Improvement Leasing Co. approved by FCC Aug. 16, 1979 (Vol. 18:18; 19:30, 33, 34, 35, 36).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

JOHN C. ROSE, general manager.  
STEPHANIE CAMPBELL, program manager.  
CHARLES COWDREY, general sales manager.  
JERRY DIXON, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Calvert	12,300	12,100	98
	Charles	24,800	24,500	99
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
	<b>VIRGINIA</b>			
	Fairfax	244,700	243,700	100
Loudoun	21,600	21,300	99	
Prince William	56,900	56,500	99	
<b>WEST VIRGINIA</b>				
Mineral	10,000	9,800	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	133,700	133,000	99
	Carroll	34,500	34,300	99
	Dorchester	11,400	11,200	98
	Frederick	41,700	41,400	99
	Howard	48,500	48,200	99
	St Marys	21,000	20,800	99
	Washington	41,700	41,300	99
	Wicomico	24,700	24,400	99
	<b>PENNSYLVANIA</b>			
	Franklin	42,500	41,100	97
	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Arlington	122,500	121,800	99
	Clarke	3,800	3,800	100
Fauquier	13,300	13,100	98	
Frederick	20,600	20,400	99	
King George	3,800	3,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Orange	6,900	6,700	97
	Page	7,400	7,400	99
	Pittsylvania	41,500	40,900	99
	Rappahannock	2,500	2,500	100
	Spotsylvania	19,100	18,900	99
	Stafford	14,200	14,000	99
	Warren	8,700	8,500	98
	Westmoreland	5,600	5,500	98
	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
Hardy	3,600	3,500	97	
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
<b>MARYLAND</b>				
Baltimore	524,300	521,600	99	
Caroline	8,700	8,600	99	
Harford	50,900	50,600	99	
Kent	6,300	6,200	98	
Queen Annes	9,600	9,500	99	
Talbot	10,600	10,500	99	
<b>NORTH CAROLINA</b>				
Alamance	37,600	37,300	99	
Buncombe	64,300	63,400	99	
Gaston	59,600	59,000	99	
Guilford	121,700	120,700	99	
Mecklenburg	160,000	158,600	99	
<b>PENNSYLVANIA</b>				
Adams	24,800	24,200	98	
Bedford	17,000	16,500	97	
Fulton	4,900	4,700	96	
<b>VIRGINIA</b>				
Campbell	41,200	40,700	99	
Caroline	6,200	6,100	98	
Culpeper	8,200	8,100	99	

(Continued on page 179)

Station Totals	3,727,300	3,695,200	99
Net Weekly Circulation (1984)		1,232,300	
Average Daily Circulation (1984)		479,500	

# District of Columbia—Washington

## WDVM-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** The Evening News Association, 615 Lafayette Blvd., Detroit, MI 48231.

**Studio:** Broadcast House, 4001 Brandywine St. NW, Washington, DC 20016.

**Telephone:** 202-364-3900. **TWX:** 710-822-9776.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

**Transmitter:** Broadcast House.

**News Services:** AP, UPI, Reuters, Western Union Weather.

**Ownership:** Evening News Assn., publisher of *The Detroit News*, 100%. Peter B. Clark, pres.; Peter A. Kizer, v.p., broadcast div. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 16, 1949 as WOIC. Sold to CBS (45%) and *Washington Post* (55%) August 1950 (*Television Digest*, Vol. 6:25). *Washington Post* acquired 100% in October 1954 (Vol. 10:42). Exchange for WWJ-TV (now WDIV), Detroit, MI. approved by FCC May 18, 1978 (Vol. 17:58; 18:21).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

EDWIN W. PFEIFFER, vice president & general manager.  
RONALD TOWNSEND, station manager.  
HENRY K. YAGGI III, director of sales.  
MITCH N. TURNER, national sales manager.  
STEPHEN COOK, local sales manager.  
LAWRENCE HERBSTER, business manager.  
JAMES MARTIN, operations manager.  
LOUISE ABERNATHY, personnel manager.  
EDWARD P. JONES, program director.  
DAVID PEARCE, news director.  
EDWARD F. RYAN, director of community affairs.  
HENRY R. OWEN, director of engineering.  
PAT BARRANGER, research director.

**Highest 30 Sec. Rate** (May 1, 1979): \$8000.

**NETWORK BASE HOURLY RATE:** \$2350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Calvert	12,300	12,100	98
	Charles	24,800	24,500	99
	Frederick	41,700	41,400	99
	Howard	48,500	48,200	99
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
	St Marys	21,000	20,800	99
	Talbot	10,600	10,500	99
	Washington	41,700	41,300	99
	<b>PENNSYLVANIA</b>			
Franklin	42,500	41,100	97	
<b>VIRGINIA</b>				
Arlington	122,500	121,800	99	
Clarke	3,800	3,800	100	
Culpeper	8,200	8,100	99	
Fairfax	244,700	243,700	100	
Fauquier	13,300	13,100	98	



WDVM-TV BNPCT-7389 Granted 8/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Frederick	20,600	20,400	99
	King George	3,800	3,800	99
	Loudoun	21,600	21,300	99
	Madison	3,700	3,600	97
	Page	7,400	7,400	99
	Prince William	56,900	56,500	99
	Rappahannock	2,500	2,500	100
	Shenandoah	11,000	10,900	99
	Spotsylvania	19,100	18,900	99
	Stafford	14,200	14,000	99
	Warren	8,700	8,500	98
	Westmoreland	5,600	5,500	98
	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
Hampshire	5,600	5,500	98	
Hardy	3,600	3,500	97	
Jefferson	11,400	11,300	99	
Mineral	10,000	9,800	98	
Morgan	4,200	4,100	98	
Between 25-49%	<b>MARYLAND</b>			
	Anne Arundel	133,700	133,000	99
	Caroline	8,700	8,600	99
Dorchester	11,400	11,200	98	
<b>PENNSYLVANIA</b>				
Fulton	4,900	4,700	96	
<b>VIRGINIA</b>				
Albemarle	37,300	36,500	98	
Augusta	33,100	32,700	99	
Orange	6,900	6,700	97	
Rockingham	27,100	26,700	99	
<b>WEST VIRGINIA</b>				
Grant	3,800	3,700	97	
Between 5-24%	<b>MARYLAND</b>			
	Baltimore	524,300	521,600	99
	Carroll	34,500	34,300	99
Harford	50,900	50,600	99	
(Continued on page 179)				
<b>Station Totals</b>		<b>2,572,100</b>	<b>2,550,900</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,499,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>835,300</b>	

# District of Columbia—Washington

## WJLA-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** WJLA Inc., 4461 Connecticut Ave. NW, Washington, DC 20008.

**Studio:** 4461 Connecticut Ave. NW 20008.

**Telephone:** 202-364-7777. **TWX:** 710-822-9505.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

**Transmitter:** 4010 Chesapeake St. NW.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Microdyne; transmit/receive, Common Carrier.

**Ownership:** Allbritton Communications Co., Joe L. Allbritton, chmn. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 3, 1947.

**Represented (sales):** Petry Television Inc.

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

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

THOMAS B. COOKERLY, president, Broadcast Division, Allbritton Communications Company and president & general manager, WJLA-TV.

JANE E. COHEN, assistant to the president.

DOW C. SMITH, vice president & station manager.

JAMES E. GRIFFIN, v.p. & director of broadcast operations.

JOSEPH G. ROSE JR., v.p. & dir. of finance & administration.

JOHN C. LONG, vice president & director of sales.

THURSA THOMAS, manager of public affairs.

HELEN FEINBLOOM, local sales manager.

SUSAN LAINE, director of public relations.

JOHN TOLLEFSON, director of engineering.

**Highest 30 Second Rate** (July 2, 1984): \$10,000.

**NETWORK BASE HOURLY RATE:** \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Calvert	12,300	12,100	98
	Charles	24,800	24,500	99
	Frederick	41,700	41,400	99
	Howard	48,500	48,200	99
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
St Marys	21,000	20,800	99	
Washington	41,700	41,300	99	
<b>PENNSYLVANIA</b>				
Fulton	4,900	4,700	96	
<b>VIRGINIA</b>				
Arlington	122,500	121,800	99	
Clarke	3,800	3,800	100	
Culpeper	8,200	8,100	99	
Fairfax	244,700	243,700	100	
Fauquier	13,300	13,100	98	
Frederick	20,600	20,400	99	
King George	3,800	3,800	99	
Loudoun	21,600	21,300	99	
Prince William	56,900	56,500	99	
Rappahannock	2,500	2,500	100	
Spotsylvania	19,100	18,900	99	



WJLA-TV DMPT-7486 Granted 7/25/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Stafford	14,200	14,000	99
	Warren	8,700	8,500	98
	Westmoreland	5,600	5,500	98
	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
	Hampshire	5,600	5,500	98
	Jefferson	11,400	11,300	99
	Mineral	10,000	9,800	98
	Morgan	4,200	4,100	98
	<b>Between 25-49%</b>	<b>MARYLAND</b>		
Anne Arundel		133,700	133,000	99
Caroline		8,700	8,600	99
Carroll		34,500	34,300	99
Dorchester		11,400	11,200	98
Queen Annes		9,600	9,500	99
Talbot		10,600	10,500	99
<b>PENNSYLVANIA</b>				
Franklin		42,500	41,100	97
<b>VIRGINIA</b>				
Caroline	6,200	6,100	98	
Madison	3,700	3,600	97	
Orange	6,900	6,700	97	
Page	7,400	7,400	99	
Shenandoah	11,000	10,900	99	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Baltimore	524,300	521,600	99
	Harford	50,900	50,600	99
	Kent	6,300	6,200	98
	Wicomico	24,700	24,400	99
	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
	Bedford	17,000	16,500	97
	<b>VIRGINIA</b>			
	Augusta	33,100	32,700	99
Northumberland	4,100	4,000	98	
Richmond	2,700	2,600	98	
Rockingham	27,100	26,700	99	
<b>WEST VIRGINIA</b>				
Hardy	3,600	3,500	97	
<b>Station Totals</b>		<b>2,524,800</b>	<b>2,504,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,488,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>837,700</b>	

# District of Columbia—Washington

## WRC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** National Broadcasting Co. Inc., 4001 Nebraska Ave. NW, Washington, DC 20016.

**Studio:** 4001 Nebraska Ave. NW, Washington.

**Telephone:** 202-885-4000. **TWX:** 202-965-0804.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"  
Longitude 77° 04' 53.5"

**Transmitter:** 4001 Nebraska Ave. NW.

**AM Affiliate:** WRC, 5-kw, 980 kHz.

**FM Affiliate:** WKYS, 20-kw, 93.9 MHz (No. 230), 480-ft.

**News Services:** AP, UPI, NBC.

**Satellite Earth Stations:** Scientific-Atlanta; 7-meter & 5-meter.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** June 27, 1947.

**Represented (sales):** NBC Spot Sales.

### Personnel:

FRED DeMARCO, vice president & general manager.  
DAVID NUELL, station manager.  
BILL JOHNSTON, dir., operations & engineering.  
ALLAN HORLICK, sales director.  
STEPHEN DICKLER, sales manager.  
LARRY SPERO, sales manager.  
KATHLEEN McCAMPBELL, director, programming.  
RICHARD RAAB, dir., operations & engineering production.  
BOB CASAZZA, director, advertising & promotion.  
MANNY STERNFELD, director, business affairs.  
JIM VAN MESSEL, director, news.  
JOHN ANNIS, director, employee relations.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>				
		Dist Of Columbia	246,100	243,200	99
	<b>MARYLAND</b>				
		Calvert	12,300	12,100	98
		Charles	24,800	24,500	99
		Dorchester	11,400	11,200	98
		Frederick	41,700	41,400	99
		Montgomery	222,000	221,100	100
		Prince Georges	232,500	231,600	100
		St Marys	21,000	20,800	99
		Washington	41,700	41,300	99
	<b>VIRGINIA</b>				
		Arlington	122,500	121,800	99
		Clarke	3,800	3,800	100
	Culpeper	8,200	8,100	99	
	Fairfax	244,700	243,700	100	
	Fauquier	13,300	13,100	98	
	Frederick	20,600	20,400	99	
	King George	3,800	3,800	99	
	Loudoun	21,600	21,300	99	
	Madison	3,700	3,600	97	
	Page	7,400	7,400	99	
	Prince William	56,900	56,500	99	
	Rappahannock	2,500	2,500	100	
	Shenandoah	11,000	10,900	99	
	Spotsylvania	19,100	18,900	99	
	Stafford	14,200	14,000	99	
	Warren	8,700	8,500	98	
	Westmoreland	5,600	5,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WEST VIRGINIA</b>				
		Berkeley	18,200	18,000	99
		Hampshire	5,600	5,500	98
		Jefferson	11,400	11,300	99
	Morgan	4,200	4,100	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>				
		Anne Arundel	133,700	133,000	99
		Caroline	8,700	8,600	99
		Carroll	34,500	34,300	99
		Howard	48,500	48,200	99
		Kent	6,300	6,200	98
		Talbot	10,600	10,500	99
	Wicomico	24,700	24,400	99	
	<b>PENNSYLVANIA</b>				
	Franklin	42,500	41,100	97	
	Fulton	4,900	4,700	96	
	<b>VIRGINIA</b>				
	Orange	6,900	6,700	97	
	Rockingham	27,100	26,700	99	
<b>Between 5-24%</b>	<b>DELAWARE</b>				
		Sussex	38,400	37,900	99
	<b>MARYLAND</b>				
		Baltimore	524,300	521,600	99
		Cecil	21,000	20,900	100
		Harford	50,900	50,600	99
		Queen Annes	9,600	9,500	99
	<b>PENNSYLVANIA</b>				
		Adams	24,800	24,200	98
	<b>VIRGINIA</b>				
	Augusta	33,100	32,700	99	
	Caroline	6,200	6,100	98	
	Northumberland	4,100	4,000	98	
	Richmond	2,700	2,600	98	
<b>WEST VIRGINIA</b>					
	Grant	3,800	3,700	97	
	Hardy	3,600	3,500	97	
	Mineral	10,000	9,800	98	
	Pendleton	3,100	3,000	97	
<b>Station Totals</b>		<b>2,544,500</b>	<b>2,524,400</b>	<b>99</b>	
<b>Net Weekly Circulation (1984)</b>			<b>1,474,600</b>		
<b>Average Daily Circulation (1984)</b>			<b>829,500</b>		



# District of Columbia—Washington

## WTTG

Ch. 5

**Network Service:** None, independent.

**Licensee:** Metromedia Inc., 5151 Wisconsin Ave. NW, Washington, DC 20016.

**Studio:** 5151 Wisconsin Ave. NW 20016.

**Telephone:** 202-244-5151. **TWX:** 910-881-5757

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"  
Longitude 77° 04' 57"

**Transmitter:** 5151 Wisconsin Ave. NW.

**FM Affiliate:** WASH, 22.5-kw, 97.1 MHz (No. 246), 690-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Antennas for Communications, 10-meter & 5-meter; Microdyne receivers.

**Ownership:** Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** January 1947.

**Represented (sales):** Katz Independent TV Sales.

### Personnel:

KEVIN O'BRIEN, vice president & general manager.  
EDWARD SHEA, vice president & general sales manager.  
RICHARD PFISTER, vice president & chief engineer.  
JOE CRISTIANO, local sales manager.  
MICHAEL TURNER, national sales manager.  
JAMES GUSTAFSON, retail sales manager.  
PAT MYERS, v.p. & operations manager.  
SANDY PASTOOR, v.p. & program director.  
WILLIAM SPITZER, v.p. & production manager.  
BETTY ENDICOTT, news director.  
LINDY SPERO, director, creative services.  
BRIGITTE STEVENSON, director, community affairs.  
DICK KANTOR, business manager.  
JOE PERRY, director, research.

**Rates:** Available on request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Anne Arundel	133,700	133,000	99
	Calvert	12,300	12,100	98
	Caroline	8,700	8,600	99
	Carroll	34,500	34,300	99
	Charles	24,800	24,500	99
	Dorchester	11,400	11,200	98
	Frederick	41,700	41,400	99
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Kent	6,300	6,200	98
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
	Queen Annes	9,600	9,500	99
	St Marys	21,000	20,800	99
	Talbot	10,600	10,500	99
	Washington	41,700	41,300	99
	Wicomico	24,700	24,400	99
	<b>PENNSYLVANIA</b>	Adams	24,800	24,200
Franklin		42,500	41,100	97
Fulton		4,900	4,700	96



WTTG BNPCT-5854 Created 6/25/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Arlington	122,500	121,800	99
	Augusta	33,100	32,700	99
	Clarke	3,800	3,800	100
	Culpeper	8,200	8,100	99
	Fairfax	244,700	243,700	100
	Fauquier	13,300	13,100	98
	Frederick	20,600	20,400	99
	King George	3,800	3,800	99
	Loudoun	21,600	21,300	99
	Madison	3,700	3,600	97
	Page	7,400	7,400	99
	Prince William	56,900	56,500	99
	Rappahannock	2,500	2,500	100
	Rockingham	27,100	26,700	99
	Shenandoah	11,000	10,900	99
	Spotsylvania	19,100	18,900	99
Stafford	14,200	14,000	99	
Warren	8,700	8,500	98	
Westmoreland	5,600	5,500	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Baltimore	524,300	521,600	99
	Cecil	21,000	20,900	100
Somerset	6,800	6,700	99	
Worcester	12,800	12,600	98	
(Continued on page 179)				
<b>Station Totals</b>		<b>4,349,600</b>	<b>4,306,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,077,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,013,900</b>	

## District of Columbia—Washington

### WDCA-TV, Washington, D.C. (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>VIRGINIA—(Continued)</b>			
	Dinwiddie	27,600	27,100	98
	Fluvanna	4,000	3,900	97
	Gloucester	8,200	8,100	99
	Henrico	158,400	156,900	99
	Henry	27,400	27,100	99
	Montgomery	26,800	26,500	99
	Prince George	15,600	15,500	99
	Rockbridge	11,000	10,800	98
	Rockingham	27,100	26,700	99
	Shenandoah	11,000	10,900	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
	Va Beach City	100,300	99,600	99
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Hampshire	5,600	5,500	98
	Jefferson	11,400	11,300	99
	Morgan	4,200	4,100	98

### WDVM-TV, Washington, D.C. (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MARYLAND—(Continued)</b>			
	Kent	6,300	6,200	98
	Queen Annes	9,600	9,500	99
	Wicomico	24,700	24,400	99
	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
	Bedford	17,000	16,500	97
	<b>VIRGINIA</b>			
	Caroline	6,200	6,100	98
	Essex	3,100	3,000	97
	Northumberland	4,100	4,000	98
	Richmond	2,700	2,600	98
	<b>WEST VIRGINIA</b>			
	Pendelton	3,100	3,000	97

### WTTG, Washington, D.C. (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NORTH CAROLINA</b>			
	Cumberland	81,300	80,300	99
	Wilson	23,100	22,700	98
	<b>PENNSYLVANIA</b>			
	Bedford	17,000	16,500	97
	<b>SOUTH CAROLINA</b>			
	Richland	91,500	90,200	99
	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Caroline	6,200	6,100	98
	Orange	6,900	6,700	97
	Pittsylvania	41,500	40,900	99
	Roanoke	76,800	76,100	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>Newport News City</b>			
		98,200	97,500	99
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Hardy	3,600	3,500	97
Between 5-24%	<b>DELAWARE</b>			
	Kent	35,700	35,400	99
	<b>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>NORTH CAROLINA</b>			
	Buncombe	64,300	63,400	99
	Craven	25,200	24,900	99
	Durham	59,900	59,100	99
	Edgecombe	19,300	19,000	98
	Granville	11,000	10,800	98
	Nash	25,300	24,900	98
	Pitt	33,600	33,100	99
	Vance	13,000	12,800	98
	Wake	120,000	118,700	99
	<b>PENNSYLVANIA</b>			
	Cumberland	67,600	66,400	98
	Huntingdon	15,100	14,700	97
	Perry	13,500	13,200	98
	York	120,000	117,700	98
	<b>SOUTH CAROLINA</b>			
Lexington	54,300	53,500	98	
<b>VIRGINIA</b>				
Accomack	11,800	11,500	97	
Dinwiddie	27,600	27,100	98	
Essex	3,100	3,000	97	
Greene	3,000	2,900	97	
Hanover	18,000	17,700	98	
Henrico	158,400	156,900	99	
Henry	27,400	27,100	99	
James City	11,700	11,500	98	
King And Queen	2,100	2,000	95	
King William	3,500	3,500	100	
Middlesex	3,200	3,100	97	
Montgomery	26,800	26,500	99	
Northumberland	4,100	4,000	98	
Prince George	15,600	15,500	99	
Richmond	2,700	2,600	98	
Rockbridge	11,000	10,800	98	
York	15,100	14,900	99	
Norfolk City	163,200	161,700	99	
Va Beach City	100,300	99,600	99	
<b>WEST VIRGINIA</b>				
Pendelton	3,100	3,000	97	

**TV  
Radio**

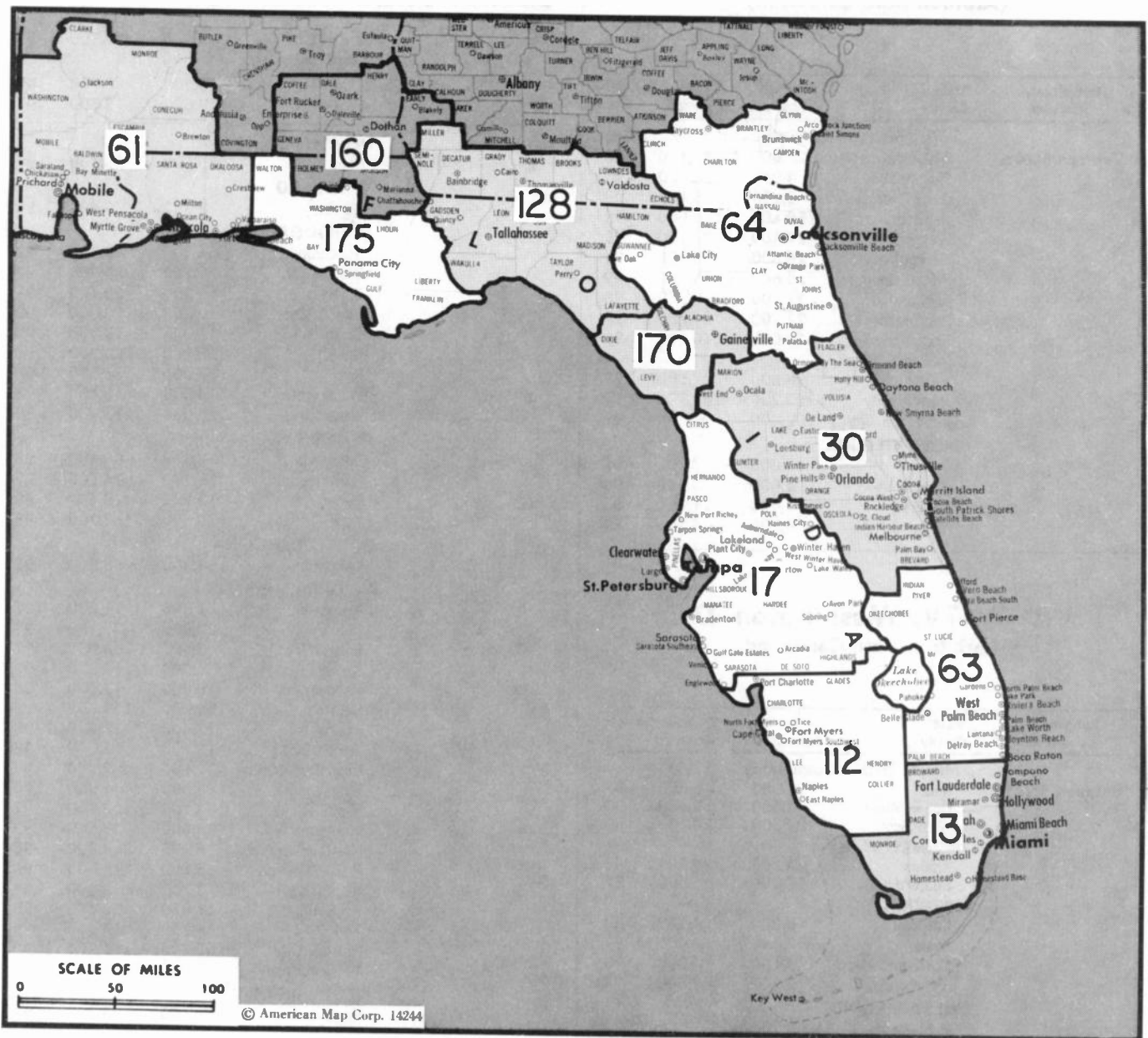
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# Florida



## Florida Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	19	24	43
Educational Television Stations	5	6	11
			54

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Miami, FL	1,162,300	13	WCIX (6), WDZL (39), WHFT (45), WKID (51), WLTU (23), WPLG (10), WSVN (7), WTVJ (4)
Tampa, St. Petersburg, FL	1,105,800	17	WCLF (22), WFTS (28), WTOG (44), WTSP-TV (10), WTVT (13), WXFL (8), WXLT-TV (40)
Orlando-Daytona Beach-Melbourne, FL	646,400	30	WBSP (51), WCPX-TV (6), WESH-TV (2), WFTV (9), WIYE (55), WMOD (43), WOFL (35), WTGL-TV (52)
Mobile, AL-Pensacola, FL	401,700	61	WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPAN (53), WPMI (15)
West Palm Beach, FL	388,300	63	WFLX (29), WPEC (12), WPTV (5), WTVX (34)
Jacksonville, FL	384,500	64	WAWS-TV (30), WJKS-TV (17), WJXT (4), WNFT (47), WTLV (12)
Fort Myers-Naples, FL	183,300	112	WBBH-TV (20), WEVU (26), WINK-TV (11)
Tallahassee, FL	161,800	128	WCTV (6), WTWC (40), WTXL (27), WVGA (44)
Dothan, AL	95,300	160	WDHN (18), WTVY (4)
Gainesville, FL	74,900	170	WCJB (20)
Panama City, FL	65,100	175	WJHG-TV (7), WMBB (13)

**State Cross Reference List**

Communities That Receive Programs of  
Station That Are Located Elsewhere

**WXLT-TV, Bradenton**--See Sarasota, FL

**WCPX-TV, WESH-TV, WFTV, Daytona  
Beach**--See Orlando, FL

**WTVX, Fort Pierce**--See Palm Beach, FL

**WMOD, Melbourne**--See Orlando, FL

**WEVU, Naples**--See Fort Myers, FL

**WALA-TV, WKRG-TV & WPMI,  
Pensacola**--See Mobile, AL

**WXFL, WTOG, WTSP-TV & WTVT, St.  
Petersburg**--See Tampa, FL

**WVGA, Tallahassee**--See Valdosta, GA

**WTVX, Vero Beach**--See Palm Beach, FL

**WFLX & WPEC, West Palm Beach**--See  
Palm Beach, FL

**WCLF, Tampa**--See Clearwater, FL

**WTGL-TV, Orlando**--See Cocoa, FL

**WKID, Miami**--See Fort Lauderdale, FL

**WIYE, Orlando**--See Leesburg, FL

**WPAN, Pensacola**--See Fort Walton  
Beach, FL

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# Florida—Clearwater

**WCLF**

**Ch. 22**

**Network Service:** None, independent.

**Licensee:** Christian Television Corp. Inc., 8100 Ulmerton Rd., Largo, FL 33541.

**Studio:** 6922 142nd Ave. N., Largo, FL 33541.

**Telephone:** 813-535-5622.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1170-kw horizontal visual, 500-kw max. & 117-kw horizontal aural. Antenna: 1429-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

**Transmitter:** 2.6-mi. N of Tarpon Springs.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter.

**Ownership:** Non-profit corp. Robert R. D'Andrea, pres.; Wayne Wetzell, secy.-treas.; Vic Wickman.

**Began Operation:** Oct. 24, 1979.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Serge Bergen.

**Personnel:**

ROBERT R. D'ANDREA, general manager.  
CARL BERGER, chief engineer.

**Highest One Hour Rate:** \$660.

**Highest 30 Sec. Rate:** \$140.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Citrus	28,500	27,900	98
	Hernando	22,200	21,800	98
	Hillsborough	265,000	262,100	99
	Manatee	69,600	68,900	99
	Pinellas	353,200	349,900	99
	Sumter	9,900	9,700	98
<b>Station Totals</b>		<b>748,400</b>	<b>740,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>48,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>16,100</b>	



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# Florida—Cocoa

## WTGL-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Good Life Broadcasting Inc., Box 1852, Cocoa, FL 32922-1852.

**Studios:** 26 Forrest Ave., Cocoa 32922; 1205 29th St., Orlando, FL 32805. **Telephones:** 305-631-2730 (Cocoa); 305-422-5257 (Orlando).

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 4720-kw visual, 472-kw aural. Antenna: 934-ft. above av. terrain, 1005-ft. above ground, 1049-ft. above sea level.

Latitude 28° 18' 26"  
Longitude 80° 54' 48"

**Transmitter:** Deseret Ranches, Star Rte. 1250, Melbourne.

**Satellite Earth Station:** In operation, 5-meter; Microwave Associates receivers.

**Ownership:** Non-stock, non-profit corp. Robert D'Andrea, pres.; Phil Grace, v.p.; Gene Polino, secy.; Jim Gooding, treas.

**Began Operation:** Aug. 16, 1982.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Serge Bergen.

**Personnel:**

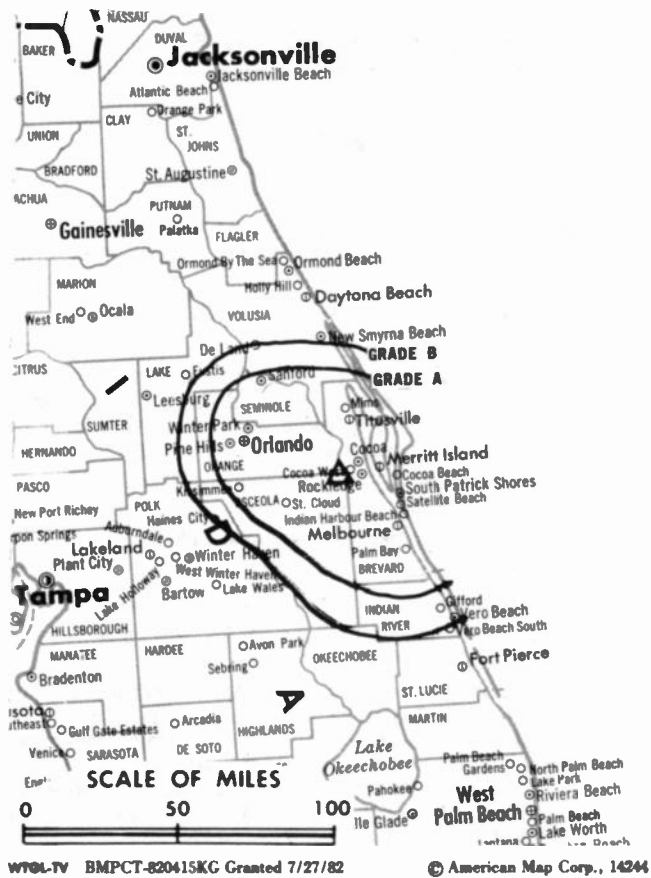
- J. BROCK LESPERANCE, general manager.
- KEN MIKESELL, promotion director.
- J. DALE WRIGHT, studio manager.
- BILL BRYAN, chief engineer.

**Highest One Hour Rate:** \$660.

**Highest 30 Sec. Rate (July 1, 1983):** \$70.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Brevard	113,500	112,300	99
	Osceola	23,100	22,700	98
<b>Station Totals</b>		<b>136,600</b>	<b>135,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>13,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>5,100</b>	



WTGL-TV BMPCT-820415KC Granted 7/27/82

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Florida—Fort Lauderdale

## WKID

Ch. 51

**Network Service:** None, independent.

**Licensee:** Oak Television of Fort Lauderdale Inc., Box 200, Hollywood, FL 33020.

**Studio:** 4035 N. 29th Ave., Hollywood, FL 33020.

**Telephone:** 305-920-9400.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 2138-kw max. & 661-kw horizontal visual, 129-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1042-ft. above ground, 1049-ft. above sea level.

Latitude 25° 59' 37"  
Longitude 80° 10' 29"

**Transmitter:** 3200 Pembroke Rd., Pembroke Park, FL.

**News Services:** AP, Reuters.

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**Ownership:** Oak Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 6, 1968 as WSMS-TV; left air Aug. 10, 1970. Sale by Gold Coast Telecasting approved by FCC Jan. 12, 1972. Resumed operation Feb. 14, 1972. Sale to present owner by William F. Johns, Alvin Koenig, et al., approved by FCC Feb. 29, 1980. Previous sale by Trustee in Bankruptcy approved by FCC July 14, 1976. Subscription TV authorization granted March 23, 1979. **Note:** Sale to John Blair & Co. pends.

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

### Personnel:

ROBERT D. JOHNSON, vice president & general manager.  
LARRY PIERCE, sales manager.  
ROBERT CASTILLO, director of engineering.

**Highest 30 Sec. Rate:** \$75.

**Arbitron Data:** Not available.



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

# Florida—Fort Myers

## WBBH-TV

Ch. 20

**Network Service:** NBC.

**Licensee:** Waterman Broadcasting Corp. of Florida, 3719 Central Ave.

**Studio:** 3719 Central Ave., Fort Myers, FL 33901.

**Telephone:** 813-939-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2619-kw horizontal visual, 500-kw max. & 262-kw horizontal aural. Antenna: 1482-ft. above av. terrain, 1518-ft. above ground, 1549-ft. above sea level.

Latitude 26° 49' 27"  
Longitude 81° 45' 51"

**Transmitter:** Rte. 31, 2.3-mi. S of Tuckers Corner.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris; 10-meter.

**Ownership:** Waterman Broadcasting Corp. Bernard E. Waterman, pres., 90%; Edith B. Waterman, secy.-treas., 10%. The Watermans own KTSA(AM) & KTFM(FM), San Antonio, TX.

**Began Operation:** Dec. 18, 1968. Sale to present owners by William N. Dakos, et al., approved by FCC July 9, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

- HOWARD L. HOFFMAN, vice president & general manager.
- ROBERT M. CLEVELAND, chief engineer.
- NANCY HENDERICKSON, comptroller.
- DOUGLAS KIGHT, sales manager.
- JEAN HODGES, national sales administrator.
- JERRY FISHER, news & public affairs administrator.
- KIM DATEMA, program coordinator.
- KEN DEGENNARO, creative services/production.
- DEBI SMITH, computer traffic manager.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$550

**NETWORK BASE HOURLY RATE:** \$400

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	30,700	30,200	98
	Collier	42,300	41,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hendry	7,000	6,800	97	
	Lee	99,300	98,000	99	
<b>FLORIDA</b>					
Between 25-49%	Glades	2,600	2,500	96	
	<b>FLORIDA</b>				
	De Soto	7,200	7,100	99	
	Hardee	6,800	6,700	99	
Between 5-24%	Highlands	21,600	21,200	98	
	Sarasota	102,900	101,800	99	
	<b>Station Totals</b>	<b>320,400</b>	<b>315,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>175,900</b>		
<b>Average Daily Circulation (1984)</b>			<b>108,900</b>		



# Florida—Naples-Fort Myers

**WEVU**

**Ch. 26**

**Network Service:** ABC.

**Licensee:** Caloosa Television Corp.

**Studio:** Hwy. 41, 1-mi. S of Bonita Springs.

**Administration Address:** 28950 Old 41 Rd. SE, Bonita Springs, FL 33923.

**Sales Address:** Box 06260, Fort Myers, FL 33906.

**Telephones:** 813-597-6038 & 813-332-0076.

**TWX:** 510-951-7340.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2770-kw max. & 982-kw horizontal visual, 277-kw max. & 98.2-kw horizontal aural. Antenna: 710-ft. above av. terrain, 734-ft. above ground, 749-ft. above sea level.

Latitude 26° 17' 34"  
Longitude 81° 44' 09"

**Transmitter:** 4-mi. SE of Bonita Springs.

**News Service:** AP.

**Satellite Earth Stations:** Microdyne, 7-meter; Horizon, 5-meter.

**Ownership:** Home News Publishing Co., 100%. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 21, 1974. Sale to present owner approved by FCC Aug. 24, 1978.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Jacob.

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

**Personnel:**

- RAY KARPOWICZ, general manager.
- WARREN T. ROOF, vice president & asst. general manager.
- HANK DOUGLAS, general sales manager.
- JACK L. SPIESS, operations manager.
- JERRY BLEVINS, chief engineer.
- GARY ARNOLD, news director.

**Highest 30 Sec. Rate** (June 25, 1984): \$540

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Collier	42,300	41,300	98
	Hendry	7,000	6,800	97
	Lee	99,300	98,000	99



WEVU BMPCT-7520 Granted 3/12/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
<b>Station Totals</b>		<b>181,900</b>	<b>178,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>135,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>70,600</b>	

## VIDEO WEEK

The news service covering program sales & distribution, video cassettes, discs, pay-TV and allied new media.

Call 202-872-9200 for more information

# Florida—Fort Myers

## WINK-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Fort Myers Bcstg. Co., Box 1060, Fort Myers, FL 33902.

**Studio:** 2824 Palm Beach Blvd. 33901.

**Telephone:** 813-334-1131.

**TWX:** 510-951-7371

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 995-ft. above ground, 1022-ft. above sea level.

Latitude 26° 48' 08"  
Longitude 81° 45' 53"

**Transmitter:** State Rte. 31, 3.8-mi. S of Tuckers Corner, FL.

**AM Affiliate:** WINK, 1-kw, 1240 kHz (CBS).

**FM Affiliate:** WINK-FM, 100-kw, 96.9 MHz (No. 245), 833-ft.

**News Services:** AP, UPI, NIWS.

**Satellite Earth Stations:** Harris, 9-meter; Microdyne, 7-meter; Harris & Microdyne receivers.

**Ownership:** Arthur B. McBride Jr., 48.8%; Edward J. McBride, 48.8%.

**Began Operation:** March 6, 1954.

**Represented (sales):** Blair Television

**Represented (legal):** Dempsey & Koplovitz.

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

### Personnel:

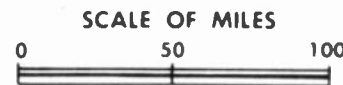
ROBERT F. DOTY, vice president & general manager.  
FRANK WATSON, station manager.  
MIKE DIXON, general sales manager.  
ERICA MOORE, national sales coordinator.  
JACK HARDINGHAM, program director.  
CLARENCE MOSLEY, director of engineering & production.  
JAMES BENNETT, news director.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$975.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
	Collier	42,300	41,300	98
	De Soto	7,200	7,100	99
	Glades	2,600	2,500	96
	Hendry	7,000	6,800	97
	Lee	99,300	98,000	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Highlands	21,600	21,200	98
	Sarasota	102,900	101,800	99



WINK-TV BPCT-3691 Granted 5/24/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Hardee	6,800	6,700	99
<b>Station Totals</b>		<b>320,400</b>	<b>315,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>222,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>148,700</b>	

## TV Newspaper Radio CATV

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1-800-531-1500

P.O. BOX 2991  
ORLANDO, FL  
(305) 423-9426  
1-800-328-3500

# Florida—Fort Walton Beach

## WPAN

Ch. 53

**Network Service:** None, independent.

**Licensee:** Fort Walton Beach Bcstg. Corp., 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Studio:** 11 Tupelo Ave. SE, Fort Walton Beach, FL 32548.

**Telephone:** 904-244-5353.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 3088-kw max. visual, 308-kw max. aural. Antenna: 722-ft. above av. terrain, 686-ft. above ground, 732-ft. above sea level.

Latitude 30° 24' 09"  
Longitude 86° 59' 35"

**Transmitter:** Approx. 23.2-mi. W of center of Fort Walton Beach, 1-mi. N of Woodlawn Beach & N of U.S. Hwy. 98, near Woodlawn Beach..

**News Services:** UPI, CNN Headline News.

**Ownership:** Elbert R. Davis, pres., Robert L. F. Sikes, v.p., H. Gene Smith, secy., Sam Taylor, treas., Joyce Neibauer, Thomas J. Barrow, Dr. Wayne Campbell, Dr. Joseph Wilson & Samuel A. Allen, 10% each.

**Began Operation:** Feb. 14, 1984.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** A. D. Ring & Associates.

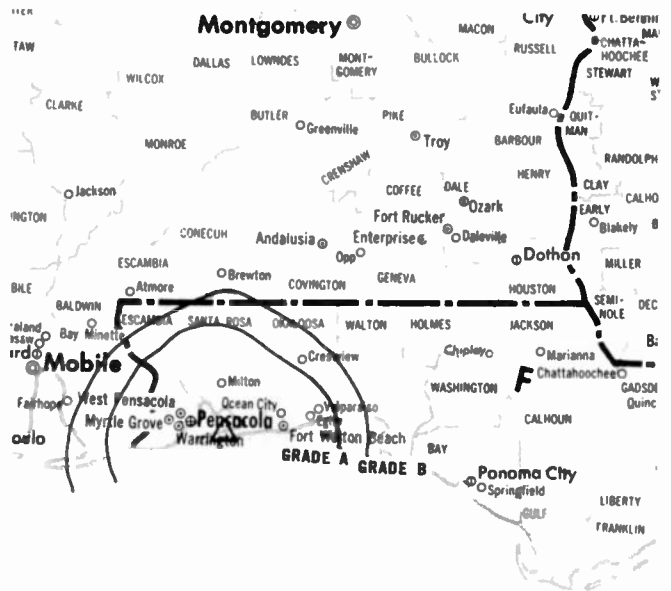
**Personnel:**

ELBERT DAVIS, general manager.  
HANK TAYLOR, station manager.  
JIM RIGGS, general sales manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



WPAN BNPCT-830907KE Granted 11/22/83

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Okaloosa	41,600	41,200	99
<b>Station Totals</b>		<b>41,600</b>	<b>41,200</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>6,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,100</b>	

# Florida—Gainesville

**WCJB**

Ch. 20

**Network Service:** ABC.

**Licensee:** Gainesville Television, c/o Diversified Communications, 35 Hildreth St., Bangor, ME 04401.

**Studio:** Drawer 13414, Gainesville 32604.

**Telephone:** 904-372-3543.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 2818-kw max. & 2350-kw horizontal visual, 282-kw max. & 235-kw horizontal aural. Antenna: 930-ft. above av. terrain, 985-ft. above ground, 1049-ft. above sea level.

Latitude 29° 32' 11"  
Longitude 82° 24' 00"

**Transmitter:** 1.35-mi. S of Wacahoota.

**News Services:** AP, ABC, Dateline News.

**Satellite Earth Stations:** 2 in operation; Microdyne receivers.

**Ownership:** Diversified Communications, 100%. For other interests, see WABI-TV, Bangor, ME.

**Began Operation:** April 7, 1971. Sale to present owner by William E. Minshall approved by FCC Oct. 12, 1976.

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

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

**Personnel:**

ALEC SKIFFINGTON, president & general manager.

CLAY BRINKER, director of sales.

MICHAEL SHERRILL, director of engineering.

**Highest 30 Sec. Rate**(Sept. 1, 1984): \$1000.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	62,600	61,300	98
	Dixie	3,000	2,900	97
	Gilchrist	2,400	2,400	100
	Lafayette	1,600	1,500	94
	Levy	8,200	7,900	96
	Suwannee	8,700	8,400	97



WCAB BPCT-800124KF Granted 10/15/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Bradford	7,100	7,000	99
	Columbia	13,800	13,500	98
	Marion	54,100	52,900	98
	Union	2,400	2,300	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Citrus	28,500	27,900	98
	Hamilton	3,200	3,100	97
	Putnam	20,700	20,400	99
	Taylor	6,400	6,200	97
<b>Station Totals</b>		<b>222,700</b>	<b>217,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>106,500</b>
<b>Average Daily Circulation (1984)</b>				<b>65,100</b>

# Florida—Jacksonville

## WAWS-TV

Ch. 30

**Network Service:** None, independent.

**Licensee:** Malrite of Jacksonville Inc.

**Studio:** 8675 Hogan Rd., Jacksonville, FL 32216.

**Telephone:** 904-642-3030. **TWX:** 810-827-1860.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 2750-kw max. & 759-kw horizontal visual, 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1030-ft. above ground, 1045-ft. above sea level.

Latitude 30° 16' 52.5"  
Longitude 81° 34' 15.0"

**Transmitter:** Hogan Rd. near Pottsburg Creek, Jacksonville.

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

**Ownership:** Malrite Bcstg. Co., 51%; Crown Bcstg. Corp., 49%. For Malrite Bcstg. interests, see Group Ownership of TV Stations. Crown ownership: Robert R. Bowen, pres., 5%; Arthur W. Milam, secy., 5%; James H. McDougall, treas., 5%; Joseph M. Hixon, 10%; Walter A. McRae & Jack L. Scott, 8.3% each; Frederick H. Schultz & Preston Haskell, 8% each; Joan W. Stein, 8.4%; 11 others, none with more than 5%.

**Began Operation:** Feb. 15, 1981.

**Represented (sales):** Katz Independent TV Sales.

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

**Represented (engineering):** Ralph Evans & Associates.

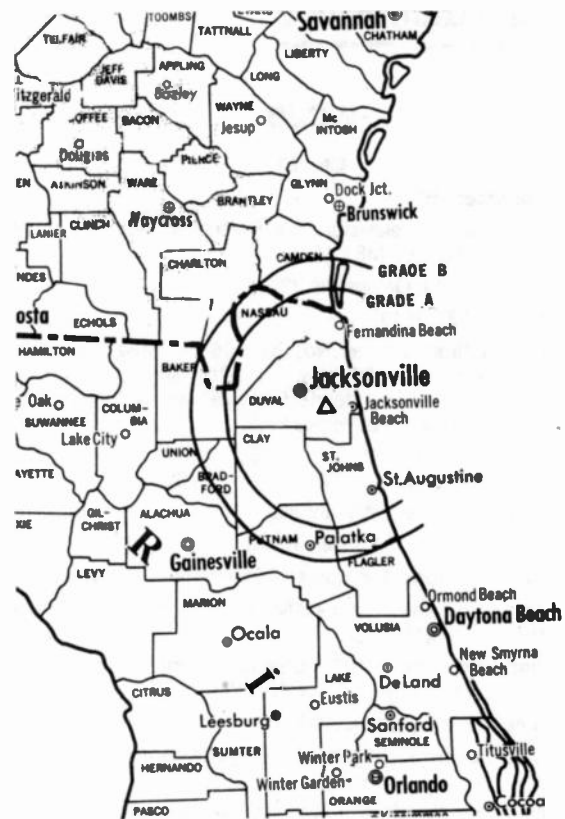
### Personnel:

JOHN C. BAILIE, vice president & general manager.  
DAN GASBY, national sales manager.  
JOE GERSH, local sales manager.  
RICHARD SULLIVAN, director of programming & operations.  
TOM BUMBERA, promotion director.  
LYNN DeFOOR, business manager.

**Highest 30 Sec. Rate** (Aug. 27, 1984): \$1500

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,000	4,900	98
	Clay	26,600	26,200	98
	Duval	221,400	219,400	99
	Nassau	12,700	12,500	98
	St Johns	21,900	21,600	99
	<b>GEORGIA</b>			
	Camden	4,700	4,600	98
	Charlton	2,500	2,400	96



WAWS-TV BMPCT-800707KF Granted 10/9/80

© American Map Corp., 14344

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Bradford	7,100	7,000	99
	Putnam	20,700	20,400	99
	Union	2,400	2,300	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Columbia	13,800	13,500	98
	Dixie	3,000	2,900	97
	Flagler	5,600	5,500	98
	Gilchrist	2,400	2,400	100
	Suwannee	8,700	8,400	97
	<b>GEORGIA</b>			
	Brantley	3,400	3,300	97
	Ware	13,300	13,100	98
<b>Station Totals</b>		<b>375,200</b>	<b>370,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>218,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>104,600</b>	

For Group Ownership of TV Stations,  
consult Index

# Florida—Jacksonville

## WJKS-TV

Ch. 17

**Network Service:** NBC.

**Licensee:** Media General Broadcast Group, One Tampa City Center, 19th Floor, Tampa, FL 33602.

**Studio:** 9117 Hogan Rd., Box 17000, Jacksonville 32216.

**Telephone:** 904-641-1700.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 4570-kw max. & 1450-kw horizontal visual, 457-kw max. & 145-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1015-ft. above ground, 1049-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

**Transmitter:** 9117 Hogan Rd.

**News Service:** AP, Group W Newsfeed & Newsbank.

**Satellite Earth Station:** ADM; 6.1-meter; ADM receivers.

**Ownership:** Media General Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 19, 1966. Sale to present owner by Ziff-Davis Bcstg. approved by FCC Oct. 21, 1982 (*Television Digest*, Vol. 21:48; 22:8, 30).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

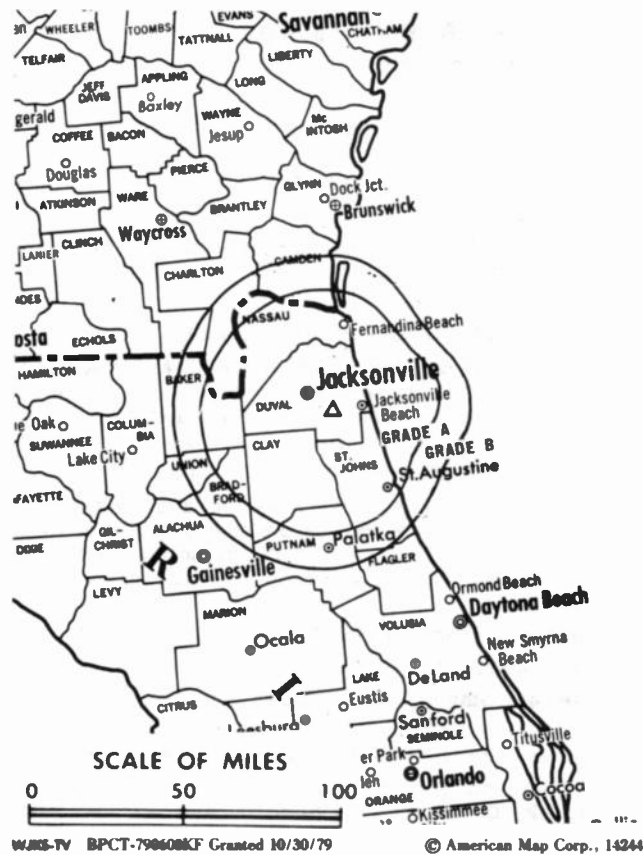
JOHN RADECK, vice president & general manager.  
KAREN HENIGER, general sales manager.  
RUSS MYERSON, program manager.  
JIM DePURY, news director.  
HAROLD JOHNSON, chief engineer.

**Highest 30 Sec. Rate** (May 1983): \$2200.

**NETWORK BASE HOURLY RATE:** \$466.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,000	4,900	98
	Bradford	7,100	7,000	99
	Clay	26,600	26,200	98
	Duval	221,400	219,400	99
	Nassau	12,700	12,500	98
	St Johns	21,900	21,600	99
	<b>GEORGIA</b>			
	Camden	4,700	4,600	98
	Charlton	2,500	2,400	96
	Glynn	21,200	20,900	99
	Ware	13,300	13,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Alachua	62,600	61,300	98
	Columbia	13,800	13,500	98
	Putnam	20,700	20,400	99
	Suwannee	8,700	8,400	97
Union	2,400	2,300	98	
<b>GEORGIA</b>	Bacon	3,400	3,300	97
	Clinch	2,200	2,100	95
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Flagler	5,600	5,500	98
	Gilchrist	2,400	2,400	100
	Hamilton	3,200	3,100	97
	<b>GEORGIA</b>			
Brantley	3,400	3,300	97	
Pierce	4,300	4,200	98	
Wayne	7,200	7,100	99	
<b>Station Totals</b>		<b>476,300</b>	<b>469,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>315,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>171,300</b>	

# Florida—Jacksonville

**WJXT**

Ch. 4

**Network Service:** CBS.

**Licensee:** Post-Newsweek Stations Florida Inc., Box 5270, 1851 Southhampton Rd., Jacksonville, FL 32207.

**Studio:** 1851 Southhampton Rd.

**Telephone:** 904-399-4000. **TWX:** 810-827-1605.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 996-ft. above ground, 997-ft. above sea level.

Latitude 30° 18' 47"  
Longitude 81° 39' 00"

Requests CP for change to 100-kw max. visual, 20-kw max. aural, 980-ft. above av. terrain, 956-ft. above ground, 1006-ft. above sea level, lat. 30° 16' 27", long. 81° 33' 13"; transmitter to S of Anders Blvd. between Eve Dr. & Peach Rd., Jacksonville. BPC-840308KE.

**Transmitter:** 1851 Southhampton Rd.

**News Services:** AP, UPI, CBS.

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

**Ownership:** Post-Newsweek Stations Inc., Joel Chaseman, pres. For other interests, see Group Ownership of Television Stations.

**Began Operation:** Sept. 15, 1949. Sold to present owner Jan. 1953 (*Television Digest*, Vol. 8:51; 9:1, 5).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Personnel:**

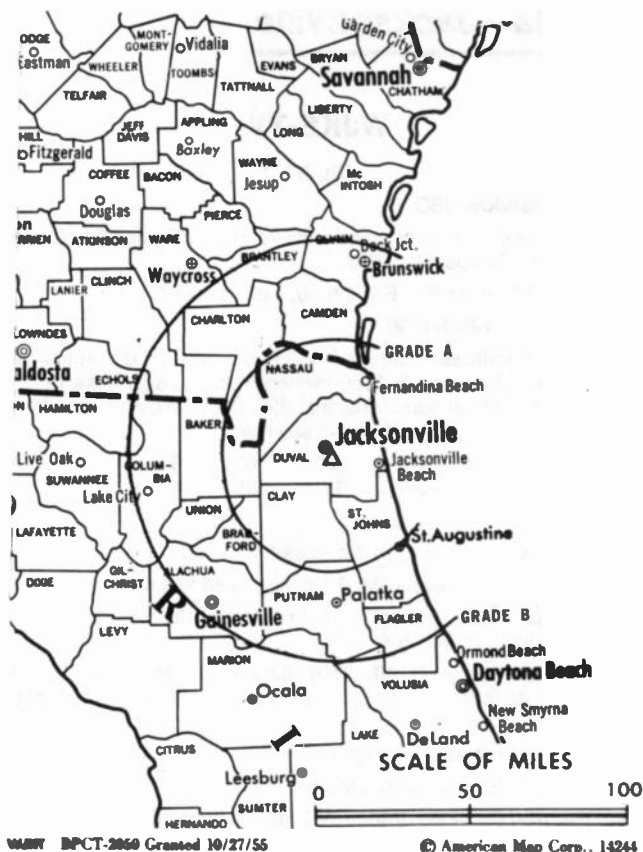
- GUS BAILEY JR., vice president & general manager.
- MEL MARTIN, news director.
- LYNN FAIRBANKS, general sales manager.
- DONALD CARMICHAEL, sales manager.
- LYNN MORTIMER, national sales manager.
- WILLIAM DE WERT, program director.
- ANN PACE, promotion director.
- KEITH KELLY, business manager.
- JIM BIGGERS, engineering manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	62,600	61,300	98
	Baker	5,000	4,900	98
	Bradford	7,100	7,000	99
	Clay	26,600	26,200	98
	Columbia	13,800	13,500	98
	Duval	221,400	219,400	99
	Hamilton	3,200	3,100	97
	Nassau	12,700	12,500	98
	Putnam	20,700	20,400	99
	St Johns	21,900	21,600	99
	Suwannee	8,700	8,400	97
	Union	2,400	2,300	98



WJXT BPC-2060 Granted 10/27/55 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Brantley	3,400	3,300	97
	Camden	4,700	4,600	98
	Chariton	2,500	2,400	96
	Clinch	2,200	2,100	95
	Glynn	21,200	20,900	99
Ware	13,300	13,100	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Dixie	3,000	2,900	97
	Flagler	5,600	5,500	98
	Gilchrist	2,400	2,400	100
Levy	8,200	7,900	96	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Bacon	3,400	3,300	97
	Coffee	9,500	9,300	98
	Pierce	4,300	4,200	98
	Wayne	7,200	7,100	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Madison	5,000	4,800	96
	Marion	54,100	52,900	98
<b>GEORGIA</b>	Echols	800	800	100
<b>Station Totals</b>		<b>556,900</b>	<b>548,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>426,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>291,200</b>	

# Florida—Jacksonville

## WNFT

Ch. 47

**Network Service:** None, independent.

**Licensee:** North Florida 47 Inc., 2117 University Blvd. S., Jacksonville, FL 32216.

**Studio:** 2117 University Blvd. S. 32216.

**Mailing Address:** Box 17547, Jacksonville 32216.

**Telephone:** 904-725-4700.

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 2286-kw max. visual, 228.6-kw max. aural. Antenna: 978-ft. above av. terrain, 968-ft. above ground, 998-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 57"

**Transmitter:** 9050 Hogan Rd., Jacksonville.

**News Service:** UPI.

**Satellite Earth Stations:** Microdyne, 7-meter; Bogner, 5-meter; Microdyne receivers.

**Ownership:** Thomas R. McGehee, chmn.-pres., 50%; Frank S. McGehee, exec. v.p.-secy., 50%; Raymond A. Patterson, Jeff C. Ashcraft & Gerald L. Shane, v.p.s; James W. Dupree Jr., treas.-asst. secy.

**Began Operation:** Aug. 1, 1980.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Gammon & Grange.

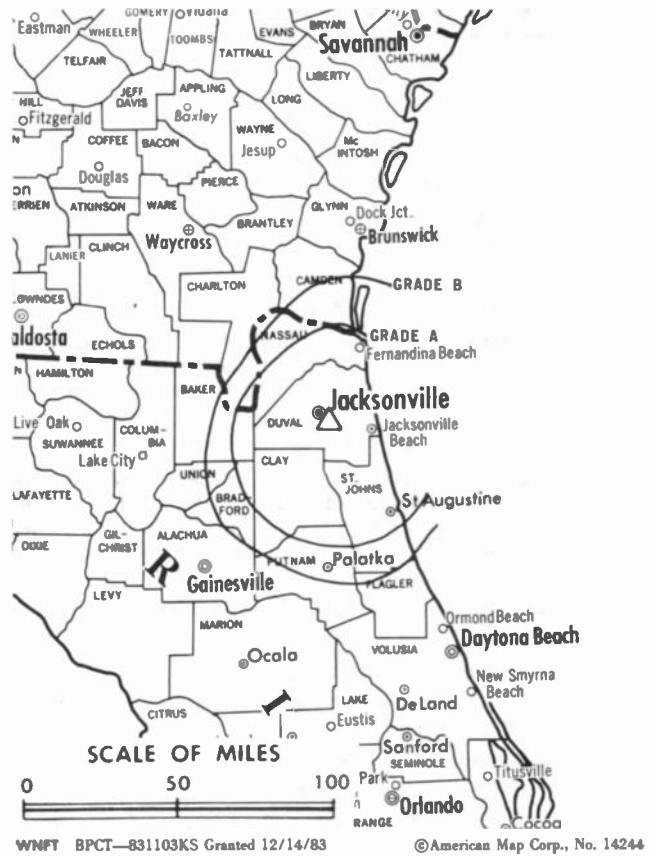
**Personnel:**

RAY DAVIS, general manager.

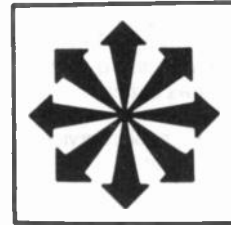
**Highest 30 Sec. Rate**(April 15, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Baker	5,000	4,900	98
	Bradford	7,100	7,000	99
	Clay	26,600	26,200	98
	Duval	221,400	219,400	99
	Nassau	12,700	12,500	98
St Johns	21,900	21,600	99	
<b>GEORGIA</b>	Camden	4,700	4,600	98
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Putnam	20,700	20,400	99
	Union	2,400	2,300	98
	<b>GEORGIA</b>			
	Chariton	2,500	2,400	96
<b>Station Totals</b>		<b>325,000</b>	<b>321,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>130,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>45,900</b>	



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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151



# Florida—Jacksonville

**WTLV**

**Ch. 12**

**Network Service:** ABC.

**Licensee:** TeLeVision 12 of Jacksonville Inc., Box TV-12, Jacksonville, FL 32231.

**Studio:** 1070 E. Adams St., Jacksonville 32202.

**Telephone:** 904-354-1212. **TWX:** 810-827-1759.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"  
Longitude 81° 38' 34"

Requests CP for change to 316-kw max. visual, 60-kw max. aural, 970-ft. above av. terrain, 941-ft. above ground, 991-ft. above sea level, lat. 30° 16' 27", long. 81° 33' 13"; transmitter to S of Anders Blvd., between Eve Dr. & Peach Rd., Jacksonville. BPC-840308KF.

**Transmitter:** 1070 E. Adams St.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** Harte-Hanks Communications Inc. For other interests see Group Ownership of TV Stations.

**Began Operation:** Sept. 1, 1957. Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC; operation by Ch. 12 of Jacksonville began April 1, 1969. Operation by present licensee began July 23, 1971. Transfer of control of licensee to Harte-Hanks Newspapers approved by FCC March 27, 1975 (*Television Digest*, Vol. 14:34; 15:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Arnold & Porter.

**Personnel:**

WILLIAM MOLL, group president, Harte-Hanks TV stations.  
GERT H. W. SCHMIDT, chairman, WTLV.  
HOWARD KELLEY, vice president & general manager.  
ROBERT EPSTEIN, general sales manager.  
HARRY W. McCLINTOCK, program manager.  
HARRY ALEXANDER, production director.  
DAVE RICHARDSON, news director.  
ROSEMARY SHOULDICE, promotion manager.  
EDWARD C. McCULLERS, public service director.  
CLYDE SMITH, chief engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Baker	5,000	4,900	98
	Bradford	7,100	7,000	99
	Clay	26,600	26,200	98
	Columbia	13,800	13,500	98
	Duval	221,400	219,400	99
	Hamilton	3,200	3,100	97
Nassau	12,700	12,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Putnam	20,700	20,400	99	
	St Johns	21,900	21,600	99	
	Union	2,400	2,300	98	
<b>GEORGIA</b>	Brantley	3,400	3,300	97	
	Camden	4,700	4,600	98	
	Charlton	2,500	2,400	96	
	Clinch	2,200	2,100	95	
	Glynn	21,200	20,900	99	
	Ware	13,300	13,100	98	
	<b>FLORIDA</b>				
<b>Between 25-49%</b>	Alachua	62,600	61,300	98	
	Suwannee	8,700	8,400	97	
<b>GEORGIA</b>	Appling	5,500	5,300	97	
	Bacon	3,400	3,300	97	
	Pierce	4,300	4,200	98	
<b>FLORIDA</b>					
	<b>Between 5-24%</b>	Dixie	3,000	2,900	97
		Flagler	5,600	5,500	98
		Gilchrist	2,400	2,400	100
<b>GEORGIA</b>	Wayne	7,200	7,100	99	
<b>Station Totals</b>		<b>484,800</b>	<b>477,700</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>368,200</b>		
<b>Average Daily Circulation (1984)</b>			<b>213,800</b>		

# Florida—Leesburg

**WIYE**

**Ch. 55**

**Network Service:** None, independent.

**Licensee:** Sharp Communications Inc., Box 777, Leesburg, FL 32749.

**Telephone:** 904-787-2287.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 163.68-kw visual, 16.34-kw aural. Antenna: 350-ft. above av. terrain, 365-ft. above ground, 437-ft. above sea level.

Latitude 28° 51' 45"  
Longitude 81° 46' 27"

**Transmitter:** Haines Creek Rd., 2.5-mi. N of U.S. 441, Leesburg.

**Satellite Earth Stations:** 2 in operation; 5-meter & 7-meter.

**News Service:** CBN, Financial News Network, PLT, TBN.

**Ownership:** ACTS Inc., 100%. Claud W. Bowers, pres.; P. B. Howell Jr., v.p.; Freeda M. Bowers, secy.-treas.; John Stallings, 25% each.

**Began Operation:** March 6, 1982.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg, P.C.

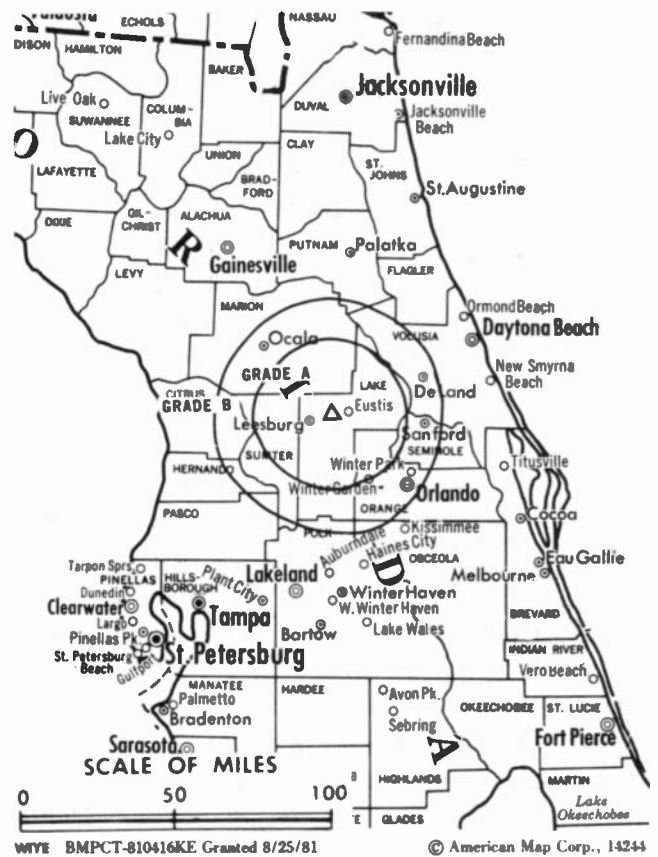
**Personnel:**

CLAUD BOWERS, general manager.  
CAROL GENTRY, general sales manager.  
GARY HAWKINS, chief engineer.

**Highest 30 Sec. Rate:** \$35.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	FLORIDA Lake	47,400	46,800	99
<b>Station Totals</b>		<b>47,400</b>	<b>46,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>10,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,700</b>	



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**WBFS-TV**

**Ch. 33**

**Network Service:** None, independent.

**Grantee:** Ch. 33 Inc., 16500 N.W. 52nd Ave., Miami, FL 33014.

**Studio:** 16500 N.W. 52nd Ave., Miami, FL 33014.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw max. & 100-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1042-ft. above ground, 1049-ft. above sea level.

Latitude	25°	59'	34"
Longitude	80°	10'	27"

Requests modification of CP for 5000-kw max. visual, 500-kw max. aural, 924-ft. above av. terrain, 927-ft. above ground, 931-ft. above sea level, lat. 25° 57' 59", long. 80° 12' 33"; transmitter to 210th St. at N.W. 3rd Ave., Andover. BMPCT-840322KG.

**Transmitter:** SE corner of S. 33rd Ave. & Pembroke, Pembroke Park..

**News Service:** INN.

**Satellite Earth Stations:** Harris, 9 & 6-meter.

**Ownership:** Robert S. Block, 35%; Sidney Shlenker, 11.9%; Barry Lewis & Allen Becker, 7.8% each; Livingston Kosberg, 6.7%; David L. Block & Debra Slotnick, 6.2% each; Loyd Hackler, 4.7%; Robert Caplan, 2.4%; 9 others with less than 2% each. Shlenker, Kosberg, Lewis, Becker, Hackler & Caplan have interest in KTXA(TV), Dallas & KTXH(TV), Houston, TX. R. Block has interest in KWHY-TV Los Angeles, CA. D. Block & Slotnick have interest in KEKR-TV, Kansas City, MO.

**Due to Begin Operation:** September 1984.

**Represented (sales):** Seltel Inc.

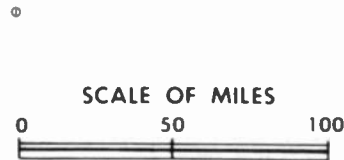
**Represented (legal):** Goldberg & Spector.

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

**Personnel:**

- DOUG KNIGHT, station manager.
- SKIP MOSS, general sales manager.
- BILL FAUN, chief engineer.
- SCOTT SANDERS, local sales manager.

**Rates:** Not available



WBFS-TV BMPCT-840322KG

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**Television Digest**  
 this week?

# Florida—Miami

## WCIX

Ch. 6

**Network Service:** None, independent.

**Licensee:** Taft Television & Radio Co. Inc., 1111 Brickell Ave., Miami, FL 33131.

**Studio:** 1111 Brickell Ave. **Telephone:** 305-377-0811.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 7.94-kw aural. Antenna: 1402-ft. above av. terrain, 1442-ft. above ground, 1449-ft. above sea level.

Latitude 25° 32' 24"  
Longitude 80° 28' 07"

Holds CP for change to 1802-ft. above av. terrain, 1842-ft. above ground, 1849-ft. above sea level.

**Transmitter:** 17107 S.W. 248th St., Princeton, FL.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter; Scientific-Atlanta receivers.

**Ownership:** Taft Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 20, 1967. Assignment of license to Taft Bcstg. by General Cinema Corp. approved by FCC Feb. 24, 1983. Transfer of control to General Cinema Corp. approved by FCC Aug. 10, 1972 (*Television Digest*, Vol. 12:33).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Cohen & Dippell.

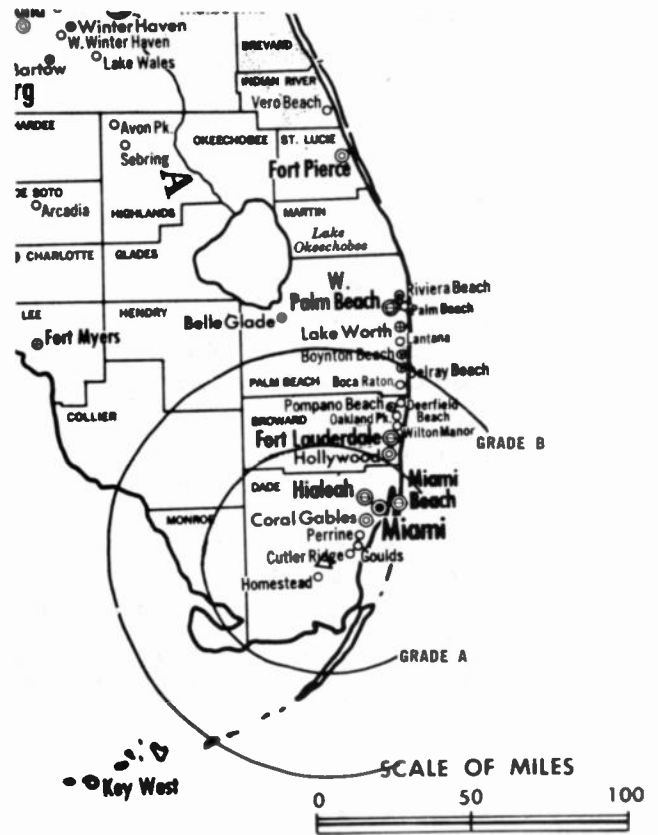
### Personnel:

HARVEY COHEN, vice president & general manager.  
CHARLES WING, general sales manager.  
STAN CRUMLEY, national sales manager.  
ROBERT FURLONG, local sales manager.  
LINDA DesMARAIS, program manager.  
TED NEWLAN, director of engineering.  
MIKE SUTTON, business manager.  
LARRY LYLE, news director.  
MIKE STOPNICK, promotion manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Collier	42,300	41,300	98
	Dade	659,800	653,500	99
	Monroe	29,300	28,500	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Lee	99,300	98,000	99
	Martin	31,700	31,300	99
	Palm Beach	277,000	273,300	99
	St Lucie	39,300	38,700	98
<b>Station Totals</b>		<b>1,659,500</b>	<b>1,642,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>813,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>377,300</b>	



WCIX BPCT—5218 Granted 11/14/78

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# Florida—Miami-Fort Lauderdale

**WDZL**

**Ch. 39**

**Network Service:** None, independent.

**Licensee:** 39 Broadcasting Ltd., 2055 Lee St., Hollywood, FL 33020.

**Studio:** 2053 Lee St., Hollywood, FL 33020.

**Telephone:** 305-925-3939.

**Mailing Address:** Box 2939, Hollywood, FL 33021.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 1920-kw horizontal visual, 500-kw max. & 191-kw horizontal aural. Antenna: 700-ft. above av. terrain, 733-ft. above ground, 743-ft. above sea level.

Latitude 25° 58' 48"  
Longitude 80° 11' 47"

**Transmitter:** 3200 S.W. 54th Ave., Pembroke Park, FL.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** Odyssey Television Inc., 78.355%; Susan M. Jaramillo, ltd. partner, 16.625%. OT ownership: Odyssey Partners, 100%; Michael Finkelstein, pres.; Susan M. Jaramillo & Geoffrey Rose, v.p.s; William M. Lincoln, secy.-treas. OP ownership: Leon Levy, Jack Nash, Lester Pollack & Martin Rabinowitz, gen. partners, less than 20% each; more than 50 ltd. partners. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 16, 1982. Sale to present owners approved by FCC April 4, 1984 (**Television Digest**, Vol. 24:2).

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

**Personnel:**

JOHN A. SERRAO, general manager.  
WILLIAM MacD. LINCOLN, station manager.  
GERRY LISS, general sales manager.  
BARBARA SMITH, program director.

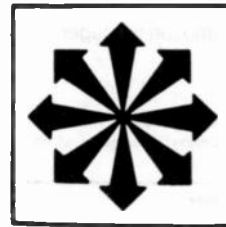
**Highest 30 Sec. Rate:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA Broward	480,800	477,600	99
	Dade	659,800	653,500	99
Between 5-24%	FLORIDA Palm Beach	277,000	273,300	99
	<b>Station Totals</b>	<b>1,417,600</b>	<b>1,404,400</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>408,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>160,200</b>	



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## Florida—Miami

### WHFT

Ch. 45

**Network Service:** None, independent.

**Licensee:** Trinity Broadcasting of Florida Inc.

**Studio:** 3324 Pembroke Rd., Hollywood, FL 33021.

**Telephone:** 305-624-1700.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2400-kw max. & 589-kw horizontal visual, 240-kw max. & 58.9-kw horizontal aural. Antenna: 1010-ft above av. terrain, 1037-ft. above ground, 1049-ft. above sea level.

Latitude 25° 59' 34"  
Longitude 80° 10' 27"

**Transmitter:** SE corner of S. 33rd Ave. & Pembroke Rd., Pembroke Park.

**News Service:** UPI.

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

**Ownership:** See KTBN-TV, Santa Ana-Los Angeles, CA.

**Began Operation:** Feb. 1975. Sale to present owner by Lester Sumrall Evangelistic Assn. approved by FCC May 15, 1980. Previous sale by Florida Christian Bcstg. Inc. approved June 22, 1976. (*Television Digest*, Vol. 16:26).

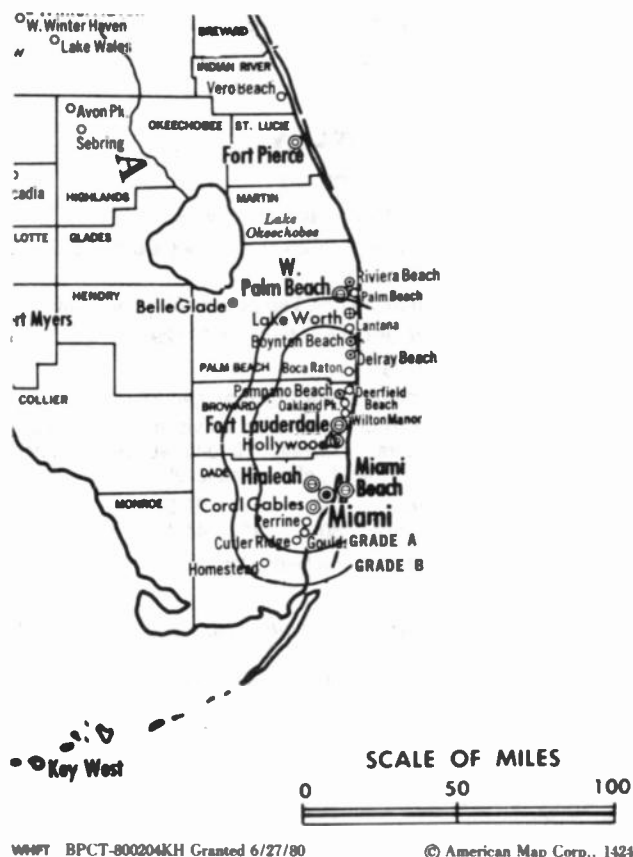
**Represented (legal):** May, Dunne & Gay.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

BERNARD RIDINGS, vice president & general manager.  
DAVID HALL, chief engineer.

**Highest 30 Sec. Rate** (April 16, 1979): \$110



Arbitron Data: Not available.

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# Florida—Miami

## WLTV

Ch. 23

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., 2600 S.W. 3rd Ave., Miami, FL 33129.

**Studio:** 695 N.W. 199th St. 33169. **Telephone:** 305-652-4000.

**Sales Office:** 2600 S.W. 3rd Ave., Miami, FL 33129.

**Telephone:** 305-856-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1995-kw max. & 661-kw horizontal visual, 200-kw max. & 66.1-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1034-ft. above ground, 1044-ft. above sea level.

Latitude 25° 57' 29.5"  
Longitude 80° 12' 44.1"

**Transmitter:** Antenna farm, North Dade County.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter & 5-meter; Scientific-Atlanta receivers.

**Ownership:** For ownership & other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 24, 1954; left air April 13, 1957. Sold by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967. Sale to present owner by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971.

**Represented (sales):** SIN Television Network.

**Represented (legal):** Norman P. Leventhal.

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

**Personnel:**

- JOAQUIN BLAYA, president & general manager.
- BLAINE DECKER, vice president & director of sales.
- ANTONIO OQUENDO, operations manager.
- EFRAIN RIVERA, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 25-49%	Dade	659,800	653,500	99
<b>Station Totals</b>		<b>659,800</b>	<b>653,500</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>177,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>132,100</b>	



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# Florida—Miami

**WPLG**

Ch. 10



**Network Service:** ABC.

**Licensee:** Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., Miami, FL 33137.

**Studio:** 3900 Biscayne Blvd.

**Telephone:** 305-576-1010. **TWX:** 810-848-6032.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

**Transmitter:** Approx. 0.375-mi. W of State Rte. 7, Miami antenna farm, near Hallandale, FL.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Hero, 6.7-meter; Scientific-Atlanta & Hero receivers.

**Ownership:** Post-Newsweek Stations. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 20, 1961. Sale to present owner by C. H. Topmiller, Thomas A. Welstead, et al., approved by FCC Sept. 24, 1969 (**Television Digest**, Vol. 9:39).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Cohen & Dippell.

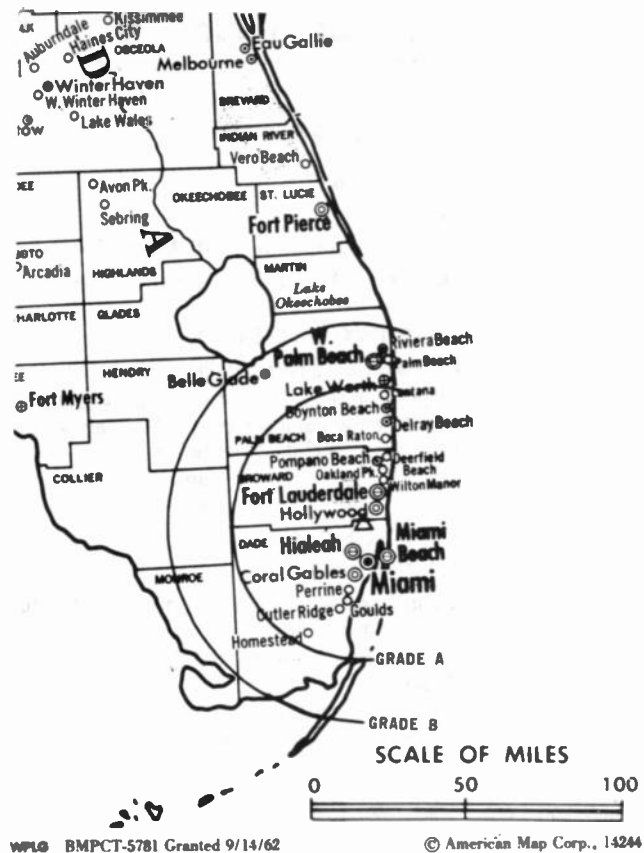
**Personnel:**

- G. WILLIAM RYAN, president & general manager.
- DICK WEXO, vice president, sales.
- STEVE WASSERMAN, vice president, news.
- JIM DAUPHINEE, director of broadcast operations.
- ANDY FELDMAN, national sales manager.
- RUFUS DE VANE, local sales manager.
- JIM LAWLESS, director of business affairs.
- DON HAIN, director of engineering.
- MARK DARDEN, promotion manager.

**Highest 30 Sec. Rate** (April 30, 1982): \$3500

**NETWORK BASE HOURLY RATE:** \$1425

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Dade	659,800	653,500	99
	Martin	31,700	31,300	99
	Monroe	29,300	28,500	97
	Palm Beach	277,000	273,300	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	St Lucie	39,300	38,700	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hendry	7,000	6,800	97
<b>Station Totals</b>		<b>1,524,900</b>	<b>1,509,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,149,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>730,600</b>	



# Florida—Miami-Fort Lauderdale

**WSVN**

Ch. 7

**Network Service:** NBC.

**Licensee:** Sunbeam Television Corp., Box 1118, Miami, FL 33138.

**Studio & Business Office:** 1401 79th St. Causeway, Miami, FL 33141.

**Telephone:** 305-751-6692. **TWX:** 810-848-6151.

**Mailing Address:** 1401 79th St. Causeway, Miami, FL 33141.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 996-ft. above ground, 1002-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

**Transmitter:** Antenna farm, North Dade County, FL.

**News Services:** AP, UPI, NBC, NIWS.

**Satellite Earth Station:** Transmit/receive; Scientific-Atlanta; 10-meter; Scientific-Atlanta receivers.

**Ownership:** Sunbeam Television Corp., 100%. Sunbeam is controlled by Edmund Ansin.

**Began Operation:** July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

**Represented (sales):** Harrington, Righter & Parsons.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

EDMUND N. ANSIN, president.  
ROBERT LEIDER, vice president & general manager.  
JOHN FENWICK, general sales manager.  
THOMAS COMERFORD, national sales manager.  
ROBERT WERNER, local sales manager.  
DAVID BIEBER, operations manager.  
FRANK STRUZZIERI, program acquisition manager.  
DAVID CHOATE, director of news.  
MERLIN HAYNIE, chief engineer.  
CHARMAINE MEYER, director of creative services.  
NEIL MURPHY, controller.

**Highest 30 Sec. Rate** (Nov. 17, 1983): \$5000.

**NETWORK BASE HOURLY RATE:** \$2300

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



WSVN BPUT-4719 Granted 9/14/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Dade	659,800	653,500	99
	Monroe	29,300	28,500	97
	Palm Beach	277,000	273,300	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Indian River	27,500	27,000	98
	Martin	31,700	31,300	99
	St Lucie	39,300	38,700	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
	Hendry	7,000	6,800	97
<b>Station Totals</b>		<b>1,555,000</b>	<b>1,539,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,102,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>640,900</b>	

# Florida—Miami-Fort Lauderdale

**WTVJ**

**Ch. 4**

**Network Service:** CBS.

**Licensee:** WBC Broadcasting Corp., 316 N. Miami Ave., Miami, FL 33128.

**Studio:** 316 N. Miami Ave. 33128.

**Telephone:** 305-579-1200.

**TWX:** 810-848-5932.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1005-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

**Transmitter:** 4991 S.W. 28th St., West Hollywood, FL.

**News Services:** AP, UPI.

**Satellite Earth Station:** Hero; 7.5-meter.

**Ownership:** WBC Broadcasting Co. WBC ownership: Wometco Bcstg. Co. Inc. WBCi ownership: Wometco Bcst. Assoc., 90%; remainder undisclosed. WBA ownership: KKR Assoc., gen. partner, limited partners to be named. KKRA ownership: Jerome Kohlberg Jr., Henry R. Kravis, George R. Roberts, Robert I. McDonnell, gen. partners. Percentages undisclosed. Also owns WLOS(TV), Asheville, NC; 100% of KVOs-TV, Bellingham, WA; WZZM-TV, Grand Rapids, MI; 80% of WWHT(TV), Newark, NJ; New York, NY; WSNL-TV, Smithtown, NY.

**Began Operation:** March 21, 1949. Sale to present owners by Wometco Enterprises Inc. approved by FCC April 11, 1984 (*Television Digest*, Vol. 23:39, 52).

**Represented (sales):** MMT Sales Inc.

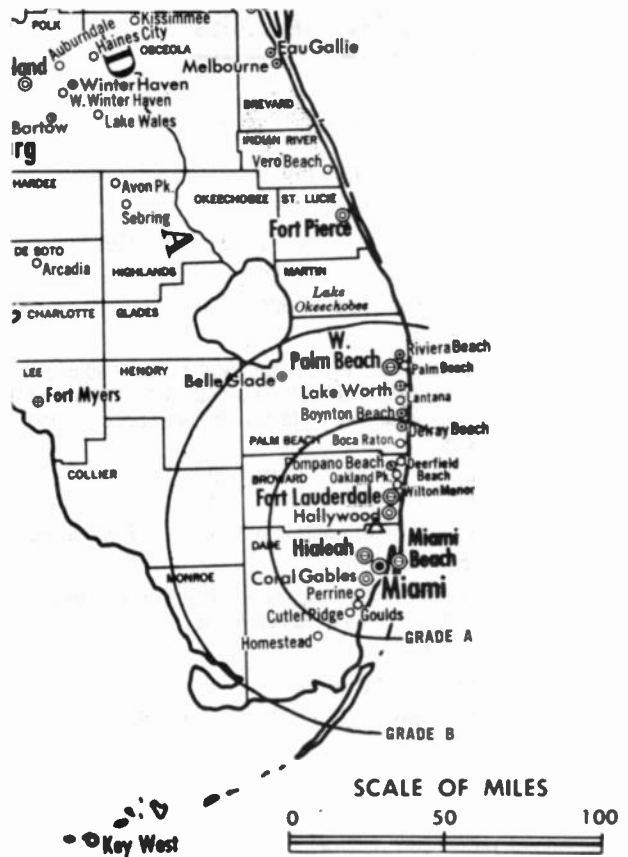
**Represented (legal):** Wiley, Johnson & Rein.

**Personnel:**

- ALAN PERRIS, vice president & general manager.
- RALPH RENICK, vice president for WTVJ news.
- DOUGLAS C. BARKER, station manager.
- JIM PARATORE, director of programming & promotion.
- BARRY ALLENTUCK, national sales manager.
- BOB BLACHER, local sales manager.
- JOE KLINE, director of technical operations.
- JEAN WALDSTEIN, traffic operations manager.
- MANNY CALVO, production manager.
- ROY GUERCIO, chief transmitter engineer.

**Highest 30 Sec. Rate** (Summer 1983): \$4000.

**NETWORK BASE HOURLY RATE:** \$2027



WTVJ BMPCT-1083 Granted 5/14/53

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Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Dade	659,800	653,500	99
	Martin	31,700	31,300	99
	Monroe	29,300	28,500	97
	Palm Beach	277,000	273,300	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
	Hendry	7,000	6,800	97
	St Lucie	39,300	38,700	98
<b>Station Totals</b>		<b>1,527,500</b>	<b>1,512,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,175,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>733,900</b>	

# Florida—Ocala-Gainesville

## WBSP

Ch. 51

**Network Service:** None, independent.

**Licensee:** Big Sun Television Inc., Box 3985, Ocala, FL 32670.

**Studio:** 1551 S.W. 37th Ave., Ocala, FL 32674.

**Mailing Address:** Box 3985, Ocala, FL 32678.

**Telephone:** 904-351-5151.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 293.1-kw horizontal visual, 293.1-kw max. & 135.5 horizontal aural. Antenna: 924-ft. above av. terrain, 889-ft. above ground, 1049-ft. above sea level.

Latitude 29° 21' 32"  
Longitude 82° 19' 53"

**Transmitter:** County Road 316, approx. 4.7 mi. W of Fairfield FL.

**Satellite Earth Station:** Microdyne.

**Ownership:** Robert Ware, Ben Nye, Norman Sauvey, William Kessler, Donald P. Sauvey, G. S. Williams & Daniel Hicks.

**Began Operation:** Nov. 1, 1983.

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

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

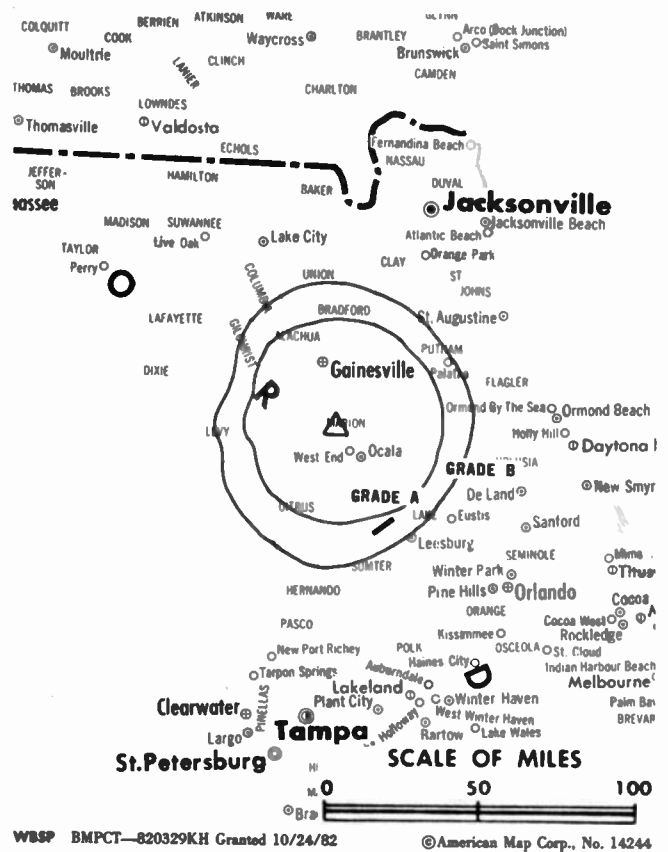
ROBERT WARE, president & general manager.  
GEORGE WINSLOW, general sales manager.  
SUSAN HRIN, program manager.  
LARRY DAVIS, production manager.  
BRUCE BINENFEILD, promotion manager.  
CAROLE SINE, traffic manager.  
GORDON SHOCKNEY, chief engineer.  
MARY MEADOWS, station manager.  
BILL PATTEN, news director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	FLORIDA Gilchrist	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Alachua	62,600	61,300	98
	Bradford	7,100	7,000	99
	Citrus	28,500	27,900	98
	Dixie	3,000	2,900	97
	Levy	8,200	7,900	96
	Marion	54,100	52,900	98
<b>Station Totals</b>		<b>165,900</b>	<b>162,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>29,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>12,200</b>	

# Florida—Orlando

## WCPX-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Rockefeller Group Inc., Box 66000, Orlando, FL 32853.

**Studio:** 4466 John Young Pkwy., Orlando, FL 32804.

**Telephone:** 305-291-6000. **TWX:** 810-850-0141.

**Mailing Address:** Box 66000, Orlando, FL 32853.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-ft. above av. terrain, 1484-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 37"

Holds CP for change to 100-kw visual, 20-kw aural, 1835-ft. above av. terrain, 1983-ft. above ground, 2049-ft. above sea level. BPCT-4827.

**Transmitter:** 3.5-mi. N of Bithlo.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Comtech, 5-meter; Scientific-Atlanta, 10-meter.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** July 1, 1954. Sale to present owner by the Outlet Co. approved by FCC Nov. 23, 1983 (*Television Digest*, Vol. 23:19, 22; 24:6). Sale to Outlet by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Sundlun, Scher & Singer.

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

### Personnel:

DAVID E. HENDERSON, president, broadcast division.  
MIKE SCHWEITZER, vice president & general manager.  
EVERETT H. HUGHES, program manager.  
JAMES E. DONNELLY, general sales manager.  
JAMES POSEY, national sales manager.  
ROBERT DIEHL, chief engineer.  
BERNARD W. SCHNAPP, business manager.  
TOM HAUFF, news director.  
NICKI SARNER, community affairs director.  
SALLY BRILEY, promotion manager.  
LEN DePANICIS, production manager.

**Highest 30 Sec. Rate:** \$5000.

**NETWORK BASE HOURLY RATE:** \$1050

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	113,500	112,300	99
	Flagler	5,600	5,500	98
	Lake	47,400	46,800	99
	Marion	54,100	52,900	98
	Orange	192,800	191,100	99
	Osceola	23,100	22,700	98
	Seminole	77,600	76,800	99
	Sumter	9,900	9,700	98
	Volusia	120,500	119,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	28,500	27,900	98
	Polk	128,900	127,400	99
	Putnam	20,700	20,400	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	21,600	21,200	98
	Indian River	27,500	27,000	98
<b>Station Totals</b>		<b>871,700</b>	<b>860,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>641,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>401,100</b>	

## TV Newspaper Radio CATV

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# Florida—Daytona Beach-Orlando

## WESH-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Cowles Broadcasting Inc., 444 Seabreeze Blvd., Suite 500, Daytona Beach, FL 32018; Box 7697, Orlando 32854.

**Studios:** 540 Corporation Ave., Holly Hill 32015; 1501 Minnesota Ave., Winter Park 32789.

**Telephones:** 904-252-2222, Daytona Beach; 305-645-2222, Orlando.

**TWX:** 810-832-6222, Daytona Beach; 810-853-0255, Winter Park.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 1670-ft. above ground, 1740-ft. above sea level.

Latitude 28° 56' 17"  
Longitude 81° 18' 58"

**Transmitter:** 1.2-mi SW of Orange City, FL.

**News Services:** AP, UPI, NBC.

**Satellite Earth Stations:** Microdyne, 5-meter; Scientific-Atlanta, 7-meter.

**Ownership:** See KCCI-TV, Des Moines, IA.

**Began Operation:** May 29, 1956. Sale to present owner by John H. Perry interests approved April 20, 1966 by FCC (*Television Digest*, Vol. 5:47). **Note:** Sale to H & C Communications pending (Vol. 24:26).

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

JOHN M. HABERLAN, president.  
JOHN E. EVANS, exec. vice president & general manager.  
JACK L. HITCHCOCK, sr. v.p., Winter Park studio mgr., sales mgr.  
M. E. HAVEL, vice president & business manager.  
KENNETH W. SMITH, sr. vice president & operations manager.  
ROBERT FOWLER, vice president & sales director.  
NILE M. HUNT, vice president & engineering director.  
NICHOLAS W. PFEIFAU, vice president & research director.  
STEVE HOMAN, vice president & news director.  
RED KOCH, vice president & promotion director.  
JOY BRYON, public affairs director.  
RICHARD K. SCHARF, production manager.

**Average 30 Sec. Rate** (June 30, 1984): \$1200.

**NETWORK BASE HOURLY RATE:** \$2235.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	62,600	61,300	98
	Brevard	113,500	112,300	99
	Dixie	3,000	2,900	97



WESH-TV BPCT-781206LC Granted 2/26/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Flagler	5,600	5,500	98
	Lake	47,400	46,800	99
	Levy	8,200	7,900	96
	Marion	54,100	52,900	98
	Orange	192,800	191,100	99
	Osceola	23,100	22,700	98
	Putnam	20,700	20,400	99
	Seminole	77,600	76,800	99
	Sumter	9,900	9,700	98
	Volusia	120,500	119,200	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Citrus	28,500	27,900	98
	St. Johns	21,900	21,600	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Bradford	7,100	7,000	99
	Columbia	13,800	13,500	98
	Gilchrist	2,400	2,400	100
	Hernando	22,200	21,800	98
	Polk	128,900	127,400	99
Suwannee	8,700	8,400	97	
<b>Station Totals</b>		<b>972,500</b>	<b>959,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>675,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>411,100</b>	

# Florida—Orlando-Daytona Beach-Melbourne

**WFTV**

Ch. 9

**Network Service:** ABC.

**Licensee:** SFN Communications of Florida Inc., Box 999, Orlando, FL 32802.

**Studio:** 639 West Central Blvd., Orlando 32805.

**Telephone:** 305-841-9000. **TWX:** 810-850-0179.

**Mailing Address:** Box 999, Orlando, FL 32802.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 191-kw horizontal visual, 31.6-kw max. & 19.1-kw horizontal aural. Antenna: 1570-ft. above av. terrain, 1608-ft. above ground, 1674-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 37"

**Transmitter:** 3.5-mi. N of Bithlo, near Orlando.

**News Services:** AP, UPI, ABC.

**Satellite Earth Station:** Satcom Technology, 7-meter; Satcom receivers.

**Ownership:** SFN Communications of Florida Inc., 100%. Walter M. Windsor, chmn.; Clifton L. Conley, pres. For other interests, see SFN Communications in Group Ownership of TV Stations

**Began Operation:** Feb. 1, 1958 by Mid-Florida Inc. Interim operation began April 1, 1969 (**Television Digest**, Vol. 9:14). Settlement agreement among interim operators approved by FCC June 30, 1981. Sale to present owner approved by FCC May 24, 1984 (Vol. 24:9).

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- WALTER M. WINDSOR, chairman
- CLIFTON L. CONLEY, president & general manager.
- BOB JORDAN, vice president, news & public affairs.
- BRUCE BAKER, general sales manager.
- MELVIN JONES, local sales director.
- CLIFFORD S. PINE, operations manager.
- MIKE STORMS, sports director.
- RICHARD FLYNN, business manager.
- HARRY N. HANDLEY, marketing director.
- WILLIAM D. JONES, assistant sales manager.
- PAUL D. WARNOCK, chief engineer.
- WALTER S. McDOWELL, promotion director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$1600.

**NETWORK BASE HOURLY RATE:** \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Brevard	113,500	112,300	99
	Flagler	5,600	5,500	98
	Highlands	21,600	21,200	98
	Indian River	27,500	27,000	98
	Lake	47,400	46,800	99
	Marion	54,100	52,900	98
	Orange	192,800	191,100	99
	Osceola	23,100	22,700	98
	Seminole	77,600	76,800	99
	Sumter	9,900	9,700	98
Volusia	120,500	119,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Okeechobee	8,300	8,200	99
	Polk	128,900	127,400	99
	Putnam	20,700	20,400	99
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Citrus	28,500	27,900	98
	Glades	2,600	2,500	96
	Hardee	6,800	6,700	99
	Levy	8,200	7,900	96
<b>Station Totals</b>		<b>897,600</b>	<b>886,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>681,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>432,100</b>	

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# Florida—Melbourne-Orlando

## WMOD

Ch. 43

**Network Service:** None, independent.

**Licensee:** Southern Broadcasting Corp., 1000 S. Harbor City Blvd., Melbourne, FL 32901.

**Studio:** 4450 Enterprise Court, Rodes Blvd., Melbourne, FL 32935.

**Telephone:** 305-676-3443.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 4200-kw max. visual, 570-kw max. aural. Antenna: 969-ft. above av. terrain, 1005-ft. above ground, 1046-ft. above sea level.

Latitude 28° 18' 26"  
Longitude 80° 54' 48"

**Transmitter:** Deseret Ranches, Star Rte. 1250, Osceola County.

**News Services:** AP, UPI.

**Satellite Earth Stations:** 9.1-meter steerable; 5-meter fixed; Harris receivers.

**Ownership:** BMS Bcstg. Inc., 66.075%; Louis Frey Jr., pres., 32.1%; Nelle H. Ayres, 1.8%. BMS ownership: John C. Boyce, pres., 22.5%; Carolyn C. Moore, secy., 17.5%; Jerry T. Boyce, 22.5%; Ruth H. Starr, 20%; John C. Stone, 15%; Paul F. Arceneaux, 2.5%.

**Began Operation:** July 5, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fawer, Brian, Hardy & Zatzkis.

**Represented (engineering):** Kessler & Gehman Associates.

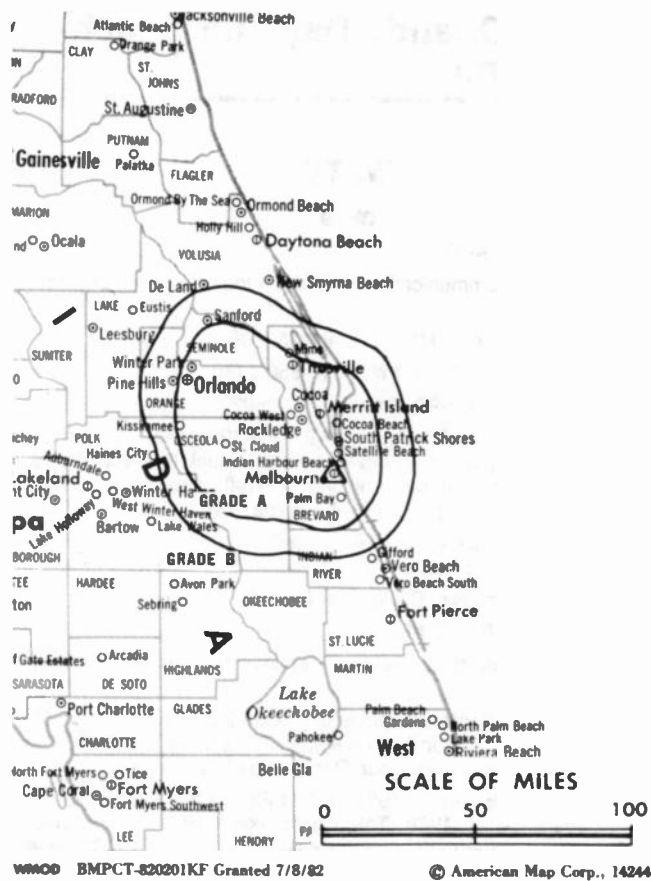
**Personnel:**

DAVID LASKEY, general manager.

**Highest 30 Sec. Rate (May 1, 1984):** \$190.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>FLORIDA</b>			
	Brevard	113,500	112,300	99
	Indian River	27,500	27,000	98
	Orange	192,800	191,100	99
Between 5-24%	<b>FLORIDA</b>			
	Osceola	23,100	22,700	98
	Seminole	77,600	76,800	99
	Sumter	9,900	9,700	98
<b>Station Totals</b>		<b>444,400</b>	<b>439,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>147,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>47,500</b>	



## ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

# Florida—Orlando

## WOFL

Ch. 35

**Network Service:** None, independent.

**Licensee:** Meredith Corp., Box 5729, 2300 S. Orange Blossom Trail, Orlando, FL 32855.

**Studio:** 2300 S. Orange Blossom Trail 32855.

**Telephone:** 305-422-0035.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 2570-kw max. & 646-kw horizontal visual, 126-kw aural. Antenna: 1470-ft. above av. terrain, 1486-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 17"

Longitude 81° 05' 13"

**Transmitter:** Chuluota-Christmas Rd., 3.7-mi. N of Bithlo.

**News Service:** UPI.

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

**Ownership:** Meredith Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 31, 1974. Left air Sept. 29, 1976. Sale to Omega Communications approved by FCC June 15, 1979 (*Television Digest*, Vol. 19:28). Resumed operation Oct. 15, 1979. FCC, April 4, 1983, approved sale of 60% to Meredith Corp., 40% owner.

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

NORRIS REICHEL, vice president & general manager.

MARTY ROSS, general sales manager.

GEORGE WILSON, news director.

JIM DOYAS, chief engineer.

**Highest 30 Sec. Rate** (July 23, 1984): \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Brevard	113,500	112,300	99
	Orange	192,800	191,100	99
	Osceola	23,100	22,700	98



WOFL BMPCT-7516 Granted 3/15/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Seminole	77,600	76,800	99
	Volusia	120,500	119,200	99
<b>FLORIDA</b>				
Between 25-49%	Flagler	5,600	5,500	98
	Lake	47,400	46,800	99
<b>FLORIDA</b>				
Between 5-24%	Citrus	28,500	27,900	98
	Marion	54,100	52,900	98
	Polk	128,900	127,400	99
	Sumter	9,900	9,700	98
<b>Station Totals</b>		<b>801,900</b>	<b>792,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>392,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>191,400</b>	



# Florida—West Palm Beach

**WFLX**

**Ch. 29**

**Network Service:** None, independent.

**Licensee:** Malrite of Florida Inc., Euclid Ave. & E. 12th St., Cleveland, OH 44115.

**Studio:** 4130 Blue Heron Blvd., West Palm Beach 33404.

**Telephone:** 305-845-2929.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 2544-kw max. & 692-kw horizontal visual, 138-kw horizontal aural. Antenna: 1500-ft. above av. terrain, 1533-ft. above ground, 1549-ft. above sea level.

Latitude 26° 34' 37"  
Longitude 80° 14' 32"

**Transmitter:** 2.3-mi. W of Hwy. 441 & 0.7-mi. S of Lantana Rd., near Green Acres City.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** See Malrite under Group Ownership of Television Stations.

**Began Operation:** Oct. 1, 1982.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Shrinsky, Weitzman & Eisen.

**Represented (engineering):** Ralph Evans Associates.

**Personnel:**

CARL E. HIRSCH, president.  
MURRAY J. GREEN, vice president & general manager.  
ALAN FRANK, general sales manager.  
DONITA WELSH, program director.  
BUTCH FIGURELLA, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
	Martin	31,700	31,300	99
	Okeechobee	8,300	8,200	99
	Palm Beach	277,000	273,300	99
	St Lucie	39,300	38,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Hendry	7,000	6,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Dade	659,800	653,500	99
	Indian River	27,500	27,000	98
<b>Station Totals</b>		<b>1,534,000</b>	<b>1,518,900</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>359,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>141,000</b>	

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# Florida—West Palm Beach

## WPEC

Ch. 12

**Network Service:** ABC.

**Licensee:** PEC Communications Inc., Fairfield Dr., West Palm Beach, FL 33407.

**Studio:** Fairfield Dr., West Palm Beach, FL 33407.

**Telephone:** 305-844-1212. **TWX:** 510-952-7656.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 26° 45' 40"  
Longitude 80° 04' 08"

**Transmitter:** Intersection U.S. Hwy. 441 & State Rd. 812.

**News Services:** AP, ABC, NIWS, CNN Headline News.

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

**Ownership:** Photo Electronics Corp., 80%; Alex W. Dreyfoos Jr., pres., 12.4%; George W. Mergens, exec. v.p., 7.6%.

**Began Operation:** Jan. 1, 1955. Sale to present owners by Royal American Industries Inc. approved by FCC Oct. 26, 1973. Sale to Royal American (66.33% owned by Bankers Life & Casualty Co.) by Rand Bcstg. & Bertram Lebar approved in 1964 (*Television Digest*, Vol. 4:9). Previous sale to Rand Broadcasting & Lebar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

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

### Personnel:

ALEX W. DREYFOOS JR., president.  
GEORGE W. MERGENS, executive vice president.  
ROBERT C. WIEGAND, general manager.  
ROBERT LAWSON JR., general sales manager.  
DOUG WOLFMUELLER, national sales manager.  
CIL FRAZIER, creative services manager.  
BILL CRAFTON, news director.  
ALLEN STERNBERG, production & special projects manager.  
GEORGE DANNER, engineering & systems manager.  
THOM MOODY, program manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$1500.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



WPEC BPCT-2916 Granted 2/21/62

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
	Martin	31,700	31,300	99
	Okeechobee	8,300	8,200	99
	Palm Beach	277,000	273,300	99
	St Lucie	39,300	38,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Hendry	7,000	6,800	97
	Indian River	27,500	27,000	98
<b>Station Totals</b>		<b>874,200</b>	<b>865,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>415,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>203,700</b>	

# Florida—Palm Beach

**WPTV**

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps-Howard Bcstg. Co., Box 510, Palm Beach, FL 33480.

**Studio:** 622 N. Flagler Dr., West Palm Beach, FL 33401.

**Telephone:** 305-655-5455. **TWX:** 510-952-7606.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 20"  
Longitude 80° 12' 43"

**Transmitter:** Near Green Acres City & Lantana Rd.

**News Services:** AP, UPI, NBC, Scripps-Howard News Service.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne & Harris receivers.

**Ownership:** Scripps-Howard Bcstg. Co., 100%. See Group Ownership of TV Stations.

**Began Operation:** Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (**Television Digest**, Vol. 17:37; 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 (Vol. 12:37, 40).

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Personnel:**

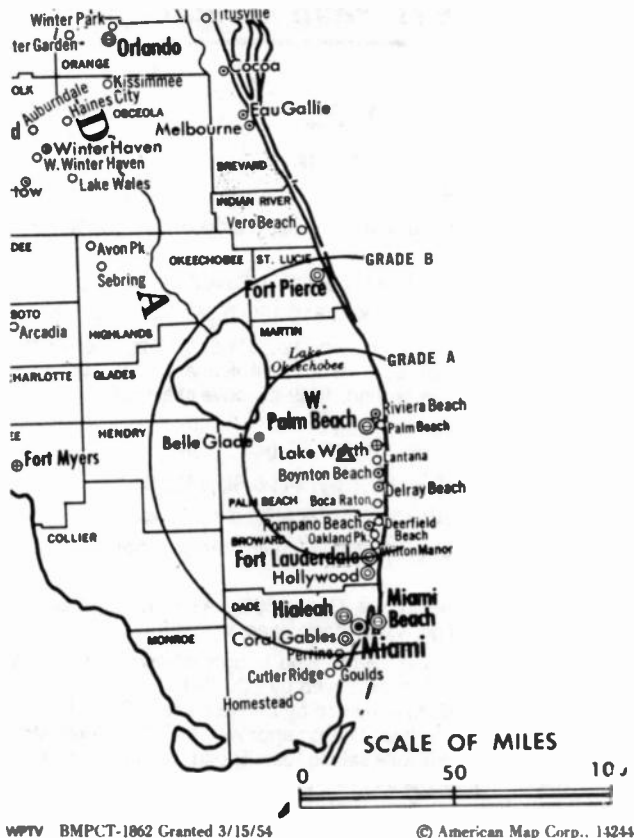
- WILLIAM J. BROOKS, general manager.
- JAMES H. KNIGHT, asst. gen. manager & general sales manager.
- ARVO KATAJISTO, program director.
- CHARLES HANSEN, national sales manager.
- DENNIS GERGITS, local sales manager.
- EDWARD J. ROOS, engineering manager.
- DEBORAH MARTYN, news director.
- JOHN L. RAY, manager, broadcast services.
- JAMES AUSTIN, operations manager.

**Highest 30 Sec. Rate** (July 9, 1984): \$1400.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Indian River	27,500	27,000	98
	Martin	31,700	31,300	99
	Okeechobee	8,300	8,200	99
	Palm Beach	277,000	273,300	99
	St Lucie	39,300	38,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Glades	2,600	2,500	96
	Hendry	7,000	6,800	97
<b>Between 5-24%</b>	FLORIDA Monroe	29,300	28,500	97
<b>Station Totals</b>		<b>903,500</b>	<b>893,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>523,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>283,300</b>	

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# Florida—Fort Pierce-Stuart-Vero Beach-Palm Beach

**WTVX**

**Ch. 34**

**Network Service:** CBS.

**Licensee:** WTVW Inc., Box 3434, Fort Pierce, FL 33454.

**Studios:** 3601 N. 25th St., Fort Pierce, FL 33450. Suite 734 2000 Palm Beach Lakes Blvd., West Palm Beach, FL 33404.

**Telephones:** 305-464-3434/305-686-3434.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 5000-kw max. & 3981-kw horizontal visual, 446.68-kw aural. Antenna: 1492-ft. above av. terrain, 1520-ft. above ground, 1549-ft. above sea level.

Latitude 27° 07' 19.5"  
Longitude 80° 23' 20.5"

**Transmitter:** 7.3-mi. SW of Palm City, FL.

**News Services:** AP, UPI, CBS.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Frank K. Spain, pres., 35%; Perrin Purvis, v.p., 10%; Margaret H. Spain, 35%; Letha M. Spain, 20%. For other interests, see WTVA, Tupelo, MS.

**Began Operation:** April 5, 1966. Sale to present owners by Ruhl W. Koblegard, et al., approved by FCC Jan. 15, 1979.

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

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

**Personnel:**

- LYNWOD WRIGHT, general manager.
- GLORIA McMANUS, programming.
- MILTON PATRICK, chief engineer.
- SHANNON TURNER, operations manager.
- ROBERT MORFORD, news director.
- JAY OLIVER, sales & marketing manager.
- MILTON M. LANG, national & regional sales manager.

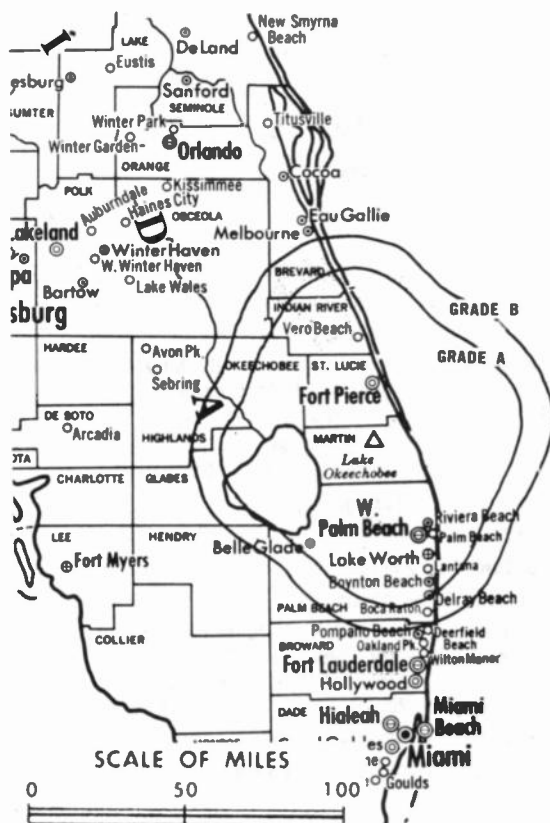
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	2,600	2,500	96
	Indian River	27,500	27,000	98
	Martin	31,700	31,300	99
	Okeechobee	8,300	8,200	99
	St Lucie	39,300	38,700	98
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hendry	7,000	6,800	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	21,600	21,200	98
	Palm Beach	277,000	273,300	99
<b>Station Totals</b>		<b>415,000</b>	<b>409,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>172,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>88,500</b>	



WTVX BPCT-5175 Granted 5/30/79

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see page 8**

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# Florida—Panama City

## WJHG-TV

Ch. 7

**Network Service:** NBC.

**Licensee:** WJHG-TV Inc., Panama City, FL.

**Studio:** 8195 W. Highway 98, Panama City 32401.

**Telephone:** 904-234-2125. **TWX:** 510-730-7341.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

**Transmitter:** 4-mi. NNE of Youngstown, FL.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** See WALB-TV, Albany, GA.

**Began Operation:** Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (**Television Digest**, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

**Represented (sales)** by Katz Television.

**Represented (legal)** by Wiley, Johnson & Rein.

### Personnel:

RAY HOLLOWAY, vice president & general manager.  
ROGER JONES, sales manager.  
JACK CRUSAN, production manager.  
SCOTT CLARK, chief engineer.

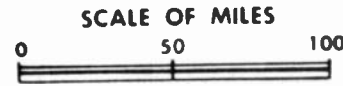
**Highest One Hour Rate** (Dec. 1982): \$1200.

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

**NETWORK BASE HOURLY RATE:** \$550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Geneva	8,800	8,700	99
	Houston	28,900	28,600	99
	<b>FLORIDA</b>			
	Bay	39,000	38,600	99
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Gadsden	13,100	12,800	98
	Gulf	3,800	3,700	97
	Holmes	5,900	5,700	97
	Jackson	14,100	13,700	97
	Liberty	1,500	1,500	100
	Walton	9,000	8,800	98
	Washington	5,900	5,800	98



WJHG-TV BPCT-3267 Granted 12/31/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Dale	15,100	14,900	99
	<b>FLORIDA</b>			
	Leon	62,000	61,000	98
	Okaloosa	41,600	41,200	99
	Wakulla	4,400	4,300	98
	<b>GEORGIA</b>			
	Decatur	8,900	8,700	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Coffee	14,100	13,900	99
	Covington	14,500	14,300	99
	Henry	5,600	5,500	98
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
Miller	2,700	2,600	96	
<b>Station Totals</b>		<b>313,300</b>	<b>308,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>163,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>86,200</b>	

# Florida—Panama City

**WMBB**

Ch. 13

**Network Service:** ABC.

**Licensee:** Octagon Broadcasting Co., Box 1340, Panama City, FL 32402.

**Studio:** 232 Harrison Ave.

**Telephone:** 904-769-2313. **TWX:** 510-738-7536.

**Mailing Address:** Box 1340, Panama City, FL 32402.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1403-ft. above av. terrain, 1464-ft. above ground, 1549-ft. above sea level.

Latitude 30° 22' 05"  
Longitude 85° 12' 24"

**Transmitter:** 0.5-mi. E of Frink, E side of State Hwy. 73.

**News Service:** AP.

**Satellite Earth Stations:** Andrew, 9.3-meter & 4.5-meter; Avantek & Andrew receivers.

**Ownership:** Agronomics Inc., 100%. Anthony C. Kupris, pres., 100%; John A. Kupris, v.p.; Mary R. Kupris, secy.-treas. Principals also own WAXA(TV), Anderson, SC; are applicants for Ch. 26, Daytona Beach, FL.

**Began Operation:** Oct. 4, 1973. Sale to present owner by Denver Brannen estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (**Television Digest**, Vol. 16:52).

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

**Represented (legal):** Pepper & Corazzini.

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

**Personnel:**

- A. C. KUPRIS, president.
- ROBERT W. DOLL, general manager.
- TOM NAJJAR, sales manager.
- PATTI CLEMENTS, program director.
- BRIAN CLEMENTS, promotions.
- JOHN HAMLIN, promotions.
- STEVE COOK, production manager.
- DON JONES, chief engineer.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate** (July 12, 1984): \$450.

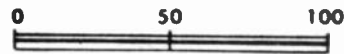
**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Geneva	8,800	8,700	99
	<b>FLORIDA</b>			
	Bay	39,000	38,600	99
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Gadsden	13,100	12,800	98
	Gulf	3,800	3,700	97
	Holmes	5,900	5,700	97
	Jackson	14,100	13,700	97
	Liberty	1,500	1,500	100
	Wakulla	4,400	4,300	98



SCALE OF MILES



WMBB BPCT-4865 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Walton	9,000	8,800	98
	Washington	5,900	5,800	98
	<b>GEORGIA</b>			
	Seminole	3,300	3,200	97
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Houston	28,900	28,600	99
	<b>FLORIDA</b>			
	Leon	62,000	61,000	98
	<b>GEORGIA</b>			
	Decatur	8,900	8,700	98
	Miller	2,700	2,600	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Coffee	14,100	13,900	99
	Covington	14,500	14,300	99
	Dale	15,100	14,900	99
	Henry	5,600	5,500	98
	<b>FLORIDA</b>			
	Jefferson	3,800	3,700	97
	Okaloosa	41,600	41,200	99
	Taylor	6,400	6,200	97
	<b>GEORGIA</b>			
	Early	4,700	4,600	98
	Grady	6,800	6,700	99
<b>Station Totals</b>		<b>330,300</b>	<b>324,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>142,800</b>
<b>Average Daily Circulation (1984)</b>				<b>74,100</b>

# Florida—Pensacola-Mobile, Alabama

## WEAR-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Rollins Communications Inc., Box 12278, Pensacola, FL 32581.

**Studios:** U.S. Hwy. 90, W of Pensacola & Montimar Bldg., Mobile, AL.

**Telephone:** 904-455-7311; 205-343-3331 (Mobile). **TWX:** 510-737-7952.

**Mailing Address:** Box 12278, Pensacola, FL 32581.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"  
Longitude 87° 37' 31"

**Transmitter:** Loxley, AL.

**News Services:** AP, UPI.

**Satellite Earth Stations:** 2 in operation; Andrew receivers.

**Ownership:** Rollins Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (*Television Digest*, Vol. 15:14, 19).

**Represented (sales):** Blair Television.

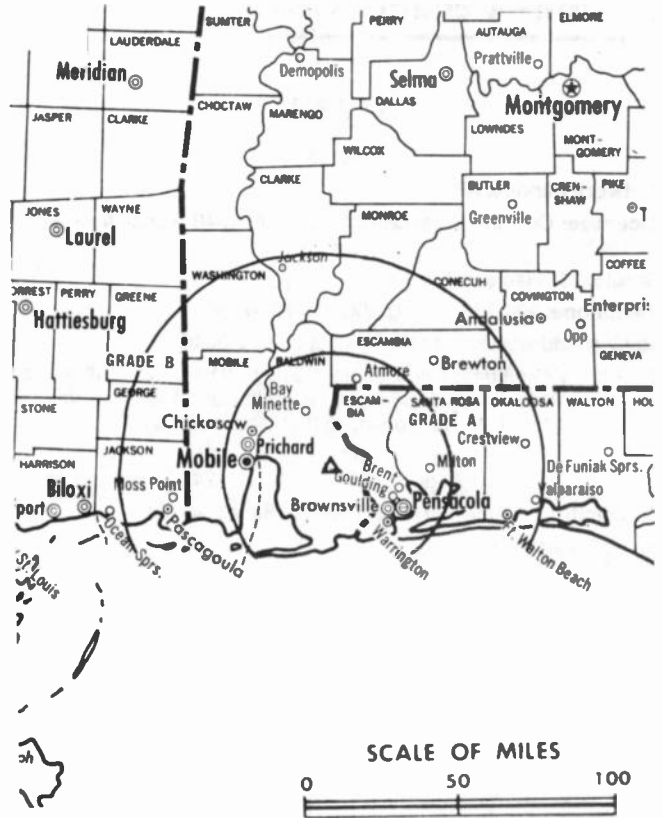
**Represented (legal):** Pepper & Corazzini.

### Personnel:

M. J. "BOB" GROOTHAND, general manager.  
ROBERT SHIELDS, general sales manager.  
WAYNE CROASDELL, local sales manager.  
NONIA FURGYE, national sales manager.  
J. LANDON SMITH, operations manager.  
S. PETER NEUMANN, news director.  
SUE STRAUGHN, traffic & public service manager.  
HARRY BABB, chief engineer.

**Highest 30 Sec. Rate** (June 29, 1984): \$1000.

**NETWORK BASE HOURLY RATE:** \$950.



WEAR-TV BMPCT-5313 Granted 7/22/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Escambia	88,000	87,200	99
	Okaloosa	41,600	41,200	99
	Santa Rosa	21,400	21,200	99
	<b>MISSISSIPPI</b>			
	George	5,200	5,200	100
	Greene	3,200	3,100	97
	Jackson	41,700	41,300	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Choctaw	5,500	5,400	98
	Covington	14,500	14,300	99
	Wilcox	4,500	4,400	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Butler	7,500	7,400	99
	<b>FLORIDA</b>			
	Walton	9,000	8,800	98
	<b>MISSISSIPPI</b>			
	Harrison	56,200	55,800	99
<b>Station Totals</b>		<b>502,300</b>	<b>497,300</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>				<b>360,000</b>
<b>Average Daily Circulation (1984)</b>				<b>226,700</b>

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	29,900	29,600	99
	Clarke	9,200	9,000	98
	Conecuh	5,500	5,400	98
	Escambia	13,100	12,900	98
	Mobile	132,900	132,000	99
	Monroe	7,700	7,500	97
	Washington	5,700	5,600	98

# Florida—Sarasota-Bradenton

**WXLT-TV**

**Ch. 40**

**Network Service:** ABC.

**Licensee:** Sarasota-Bradenton Florida Television Co. Inc., Box 21239, Sarasota, FL 33583.

**Studio:** 5725 Lawton Dr., Sarasota. **Telephone:** 813-922-0777.

**Mailing Address:** Box 21239, Sarasota, FL 33583.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 2871-kw visual, 287.1-kw aural. Antenna: 771-ft. above av. terrain, 814-ft. above ground, 849-ft. above sea level.

Latitude 27° 33' 27"  
Longitude 82° 21' 59"

**Transmitter:** 4.2-mi. ESE of Parrish, FL.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Microdyne, 4.5-meter; Microdyne receivers.

**Ownership:** Robert R. Nelson, pres., 60.8%; W. E. Schonek, v.p., 9.8%; Robert W. Nelson, secy., Clifford E. Beal, treas., 9.8%; Rudolph C. Schonek & John F. Waltz, 9.8% each. Nelson controls WBRD & WDUV-FM, Bradenton, FL. Robert R. Nelson, R. C. & W. E. Schonek have interest in South Jersey Bcstg. Corp., licensee of WMGM-TV, Wildwood, NJ.

**Began Operation:** Oct. 23, 1971.

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

**Represented (legal):** Daly, Joyce & Borsari.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ROBERT R. NELSON, president & general manager.  
THOMAS J. JOHNSON, executive sales director.  
MIKE BURNHAM, chief engineer.  
TOM JOHNSON, sales manager.

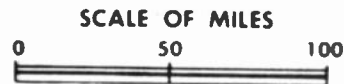
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (Sept. 1, 1984): \$390.

**NETWORK BASE HOURLY RATE:** \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
	De Soto	7,200	7,100	99
	Hardee	6,800	6,700	99
	Manatee	69,600	68,900	99
	Sarasota	102,900	101,800	99
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Highlands	21,600	21,200	98
	Pinellas	353,200	349,900	99
<b>Station Totals</b>		<b>592,000</b>	<b>585,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>210,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>102,800</b>	



WXLT-TV BIMPCT-7255 Granted 4/14/71

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# Florida—Tallahassee-Thomasville, Georgia

## WCTV

Ch. 6

**Network Service:** CBS.

**Licensee:** John H. Phipps Inc., Box 3048, Tallahassee, FL 32315.

**Studio:** Lake Iamonia, FL.

**Telephone:** 904-893-6666. **TWX:** 910-997-0058.

**Mailing Address:** Box 3048, Tallahassee, FL 32315.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"  
Longitude 84° 12' 36"

**Transmitter:** Lake Iamonia, FL.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Transmit/receive, Scientific-Atlanta, 7-meter; Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** John H. Phipps Inc.

**Began Operation:** Sept. 15, 1955.

**Represented (sales):** by Blair Television.

**Represented (legal):** by McKenna, Wilkinson & Kittner.

### Personnel:

DENNIS BOYLE, president.

FRANK FLYNN, vice president & general manager.

JERRY L. WILLIAMS, director of operations & programming.

BOB MORGAN, chief engineer.

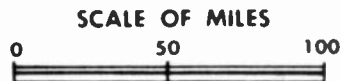
JOHN SIMONS, sales manager.

DAN KING, news director.

**Highest One Hour Rate:** \$2200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>FLORIDA</b>				
	Franklin	2,900	2,800	96	
	Gadsden	13,100	12,800	98	
	Hamilton	3,200	3,100	97	
	Jefferson	3,800	3,700	97	
	Lafayette	1,600	1,500	94	
	Leon	62,000	61,000	98	
	Liberty	1,500	1,500	100	
	Madison	5,000	4,800	96	
	Suwannee	8,700	8,400	97	
	Taylor	6,400	6,200	97	
	Wakulla	4,400	4,300	98	
	<b>GEORGIA</b>	Atkinson	2,000	1,900	95
		Baker	1,200	1,200	100
Berrien		5,000	4,900	98	
Brooks		5,300	5,200	98	
Colquitt		13,000	12,800	98	
Cook		4,800	4,700	98	
Decatur		8,900	8,700	98	
Early		4,700	4,600	98	
Echols		800	800	100	
Grady		6,800	6,700	99	
Lanier		2,100	2,000	95	
Lowndes		24,600	24,100	98	



WCTV BPCT-2591 Granted 6/5/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Miller	2,700	2,600	96
	Mitchell	6,900	6,700	97
	Seminole	3,300	3,200	97
	Thomas	13,400	13,200	99
	Tift	11,600	11,400	98
	Turner	3,100	3,000	97
Worth	6,100	6,000	98	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Dixie	3,000	2,900	97
	Gulf	3,800	3,700	97
	Jackson	14,100	13,700	97
<b>GEORGIA</b>	Dougherty	35,300	34,800	99
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Houston	28,900	28,600	99
	<b>FLORIDA</b>			
	Columbia	13,800	13,500	98
	Washington	5,900	5,800	98
	<b>GEORGIA</b>			
	Calhoun	1,700	1,600	94
Clinch	2,200	2,100	95	
Coffee	9,500	9,300	98	
Irwin	3,300	3,200	97	
Lee	4,300	4,200	98	
Randolph	3,400	3,300	97	
<b>Station Totals</b>		<b>371,600</b>	<b>363,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>240,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>160,100</b>	

# Florida—Tallahassee

**WTLX**

(formerly WECA)

Ch. 27

**Network Service:** ABC.

**Licensee:** Tallahassee 27 Ltd. Partnership, Box 13899, Tallahassee, FL 32317.

**Studio:** E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

**Mailing Address:** Box 13899, Tallahassee 32317.

**Telephone:** 904-893-3127. **TWX:** 810-931-3715.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1416-kw max. & 566.2-kw horizontal visual, 283-kw max. & 113.2-kw horizontal aural. Antenna: 867-ft. above av. terrain, 904-ft. above ground, 1045-ft. above sea level.

Latitude 30° 34' 29"  
Longitude 84° 12' 05"

**Transmitter:** E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

**News Services:** UPI, ABC.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter; Microdyne receivers.

**Ownership:** U.S. Communications Group Inc., gen. partner, 99.9%; Mitchell S. Cutler, ltd. partner, 0.1%. USCGI ownership: Joseph D. Tydings, pres., 42.5%; John A. Janas, v.p., 16.6668%; Mitchell S. Cutler, secy. & Louis Frey Jr., treas., 20.4166% each. Frey has interest in Southern Bcstg. Corp., licensee of WMDO(AM), Melbourne, FL & Southern Star Bcstg. Group Inc., licensee of WHLY-FM, Orlando, FL; WSCR-AM, Hamden & WPLR-FM, New Haven, CT. Janas has interest in WTX(TV), Columbus, GA, WKCH-TV, Knoxville, TN & WXGZ-TV, Appleton, WI.

**Began Operation:** Sept. 16, 1976. Sale to present owners by E. C. Allen approved by FCC Jan. 27, 1984.

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

**Represented (legal):** Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

MARK KEOWN, general manager.  
CHRIS ALDRIDGE, general sales manager.  
DAN ELLINGTON, news director.  
KATHY SMITH, assistant general manager & business manager.  
LYNNE STEPHENSON, program director/production coordinator.  
STACEY SCOGGIN, traffic manager.

**Highest 30 Sec. Rate** (July 2, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Gadsden	13,100	12,800	98
	Jefferson	3,800	3,700	97
	Leon	62,000	61,000	98
	Taylor	6,400	6,200	97



WTLX BPCT—4562 Granted 1/30/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Grady	6,800	6,700	99
	Thomas	13,400	13,200	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Madison	5,000	4,800	96
	Wakulla	4,400	4,300	98
	<b>GEORGIA</b>			
Brooks	5,300	5,200	98	
Cook	4,800	4,700	98	
Decatur	8,900	8,700	98	
Mitchell	6,900	6,700	97	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Calhoun	3,500	3,400	97
	Franklin	2,900	2,800	96
	Suwannee	8,700	8,400	97
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
Berrien	5,000	4,900	98	
Colquitt	13,000	12,800	98	
Lanier	2,100	2,000	95	
Lowndes	24,600	24,100	98	
Miller	2,700	2,600	96	
<b>Station Totals</b>		<b>204,500</b>	<b>200,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>97,100</b>
<b>Average Daily Circulation (1984)</b>				<b>48,900</b>

# Florida—Tallahassee

## WTWC

Ch. 40

**Network Service:** NBC.

**Grantee:** Holt Robinson Television Inc., Drawer 3010, Hattiesburg, MS 39401.

**Studio:** 8440 Deer Lake Rd., Tallahassee, FL 32312.

**Telephone:** 904-893-4140.

**Mailing Address:** Box 12518, Tallahassee, FL 32317.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3390-kw max. & 750-kw horizontal visual, 339-kw max. & 75-kw horizontal aural. Antenna: 880-ft. above av. terrain, 821-ft. above ground, 1049-ft. above sea level.

Latitude 30° 35' 11"  
Longitude 84° 14' 11"

**Transmitter:** 2-mi. NW of Bradfordville.

**News Services:** AP, CNN.

**Satellite Earth Stations:** In operation; Microdyne & Harris receivers.

**Ownership:** Robert N. Robinson, chmn.; Carl S. Lightsey, pres.; Bill Fouch, exec. v.p.; Eugene T. Tibbett Jr., v.p.; Charles W. Holt, secy.-treas.; Holt-Robinson Communications Corp., 100%. HRCC ownership: Charles W. Holt, chmn.-secy., 70%; Robert N. Robinson, pres., 20%; Connie I. Holt, v.p., 10%. The Holts & Robinson own WHSY-AM-FM, Hattiesburg, MS. HRCC owns WHHY-AM-FM, Montgomery, AL. Charles Holt owns WHNY(AM), McComb, MS.

**Began Operation:** April 21, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Gardner, Carton & Douglas.

**Represented (engineering):** du Treil & Rackley, P.A.

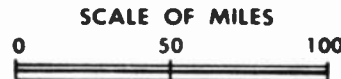
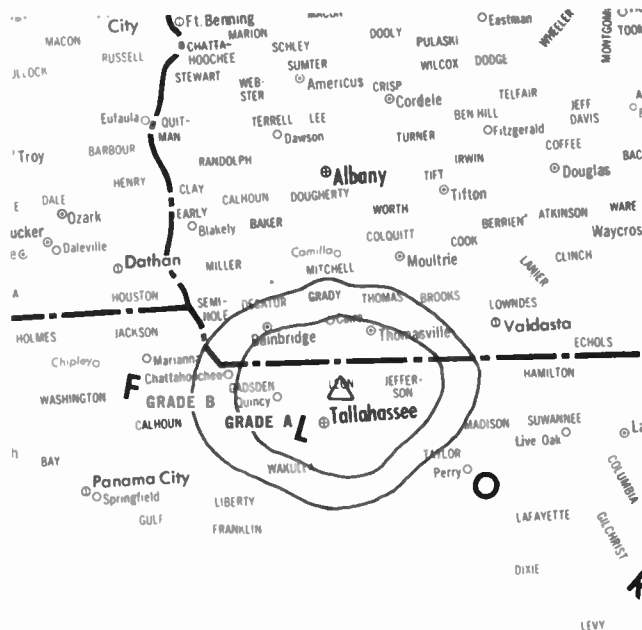
**Personnel:**

BILL FOUCH, general manager.  
JIM HOLLINGSWORTH, sales manager.  
H. A. STANTON, operations manager & chief engineer.

**Highest 30 Sec. Rate** (Oct. 1, 1983): \$320.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Leon	62,000	61,000	98
Between 25-49%	<b>FLORIDA</b>			
	Gadsden	13,100	12,800	98
	Jefferson	3,800	3,700	97



WTWC BMPCT-830120KE Granted 2/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Taylor	6,400	6,200	97
	Wakulla	4,400	4,300	98
Between 5-24%	<b>GEORGIA</b>			
	Decatur	8,900	8,700	98
	Grady	6,800	6,700	99
	Mitchell	6,900	6,700	97
	Thomas	13,400	13,200	99
<b>Station Totals</b>		<b>125,700</b>	<b>123,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>49,400</b>
<b>Average Daily Circulation (1984)</b>				<b>22,500</b>

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# Florida—Tampa-St. Petersburg

**WXFL**

Ch. 8

**Network Service:** NBC.

**Licensee:** WFLA Inc., 905 Jackson St., Tampa, FL 33602.

**Studio:** 905 Jackson St., Box 1410, Tampa, FL 33601.

**Telephone:** 813-229-7781. **TWX:** 810-876-0602.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"  
Longitude 82° 15' 47"

**Transmitter:** 14-mi. SE of Tampa.

**News Service:** NBC.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Microdyne, 5-meter.

**Ownership:** Media General Inc., 100%. Media General also owns **Tampa Tribune** and **Times**. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 14, 1955.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

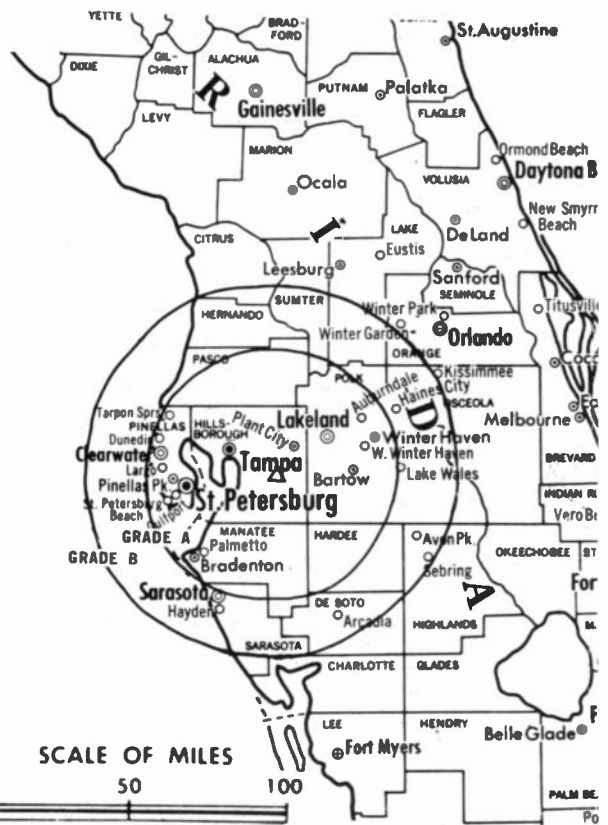
- ROBERT SUTTON, president.
- FRANK DE TILLIO, vice president & general manager.
- JACK LYONS, general sales manager.
- JOE BURNS, national sales manager.
- DOUG DUPERRAULT, program director.
- ARDELL HILL, production manager.
- BOB KING, news director.
- SALLY SALISBURY, promotion manager.
- PETER HOLST, film editor.
- PATRICK McLAUGHLIN, chief engineer.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Charlotte	30,700	30,200	98
	Citrus	28,500	27,900	98
	De Soto	7,200	7,100	99
	Hardee	6,800	6,700	99
	Hernando	22,200	21,800	98
	Highlands	21,600	21,200	98
	Hillsborough	265,000	262,100	99
	Manatee	69,600	68,900	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
Polk	128,900	127,400	99	
Sarasota	102,900	101,800	99	
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Sumter	9,900	9,700	98
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Dixie	3,000	2,900	97
	Glades	2,600	2,500	96
	Levy	8,200	7,900	96
	Osceola	23,100	22,700	98
<b>Station Totals</b>		<b>1,181,700</b>	<b>1,167,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,004,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>620,300</b>	



WXFL BPCT-4532 Granted 9/18/72

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# Florida—Tampa-St. Petersburg

## WFTS

Ch. 28

**Network Service:** None, independent.

**Licensee:** Family Television Corp., Box 30028, Tampa, FL 33630.

**Studio:** 4501 E. Columbus Dr., Tampa, FL 33605.

**Telephone:** 813-623-5234.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2940-kw max. & 2400-kw horizontal visual, 295-kw max. & 240-kw horizontal aural. Antenna: 990-ft. above av. terrain, 996-ft. above ground, 1078-ft. above sea level.

Latitude 27° 48' 56"  
Longitude 82° 16' 18"

**Transmitter:** 4.5-mi. SE of Riverview.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Ian Wheeler, John A. Grant Jr., K. Russell Peavyhouse, Glenn S. Hooper, Thomas T. Sessums, E. Wyllys Taylor, Henry A. Ash, Louis de la Parte, 10% each; A. Leon Lowry, Nathaniel W. Tindall II, 5% each; remainder undisclosed.

**Began Operation:** Dec. 14, 1981. **Note:** Sale to Capital Cities Communications pending (*Television Digest*, Vol. 24:17).

**Represented (sales):** Blair Television.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

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

### Personnel:

IAN WHEELER, president & general manager.  
THOMAS WATSON, general sales manager.  
GEORGE HARVEY JR., local sales manager.  
PAT McNAMARA, national sales manager.  
MARTHA WHEELER, program director.  
WALT YOUMANS, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Hardee	6,800	6,700	99
Between 25-49%	FLORIDA			
	De Soto	7,200	7,100	99
	Hillsborough	265,000	262,100	99



WFTS BMPCT-811022KG Granted 12/3/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Manatee	69,600	68,900	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	Sarasota	102,900	101,800	99
Between 5-24%	FLORIDA			
	Charlotte	30,700	30,200	98
	Citrus	28,500	27,900	98
	Hernando	22,200	21,800	98
	Highlands	21,600	21,200	98
Sumter	9,900	9,700	98	
<b>Station Totals</b>		<b>1,144,800</b>	<b>1,131,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>383,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>133,800</b>	

# Florida—St. Petersburg-Tampa

## WTOG

Ch. 44

**Network Service:** None, independent.

**Licensee:** Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 365 105th Terrace NE, St. Petersburg, FL 33702.

**Telephone:** 813-576-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1950-kw max. & 1410-kw horizontal visual, 195-kw max. & 141-kw horizontal aural. Antenna: 1414-ft. above av. terrain, 1433-ft. above ground, 1508-ft. above sea level.

Latitude 27° 49' 48"  
Longitude 82° 16' 00"

**Transmitter:** 4-mi. SE of Riverview, FL.

**News Services:** INN, ITNA.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Microdyne, 7-meter.

**Ownership:** See KSTP-TV, St. Paul, MN.

**Began Operation:** Nov. 4, 1968.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

### Personnel:

DAVID A. OLMSTED, general manager.  
RON INMAN, general sales manager.  
JOSEPH M. HECKEL JR., local sales manager.  
JOHN KAYS, chief engineer.  
TOM WAYNE, news director.

**Highest 30 Sec. Rate:** \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	28,500	27,900	98
	De Soto	7,200	7,100	99
	Hardee	6,800	6,700	99
	Highlands	21,600	21,200	98
	Hillsborough	265,000	262,100	99
	Manatee	69,600	68,900	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	Sarasota	102,900	101,800	99



WTOG BPCT-81118KH Granted 1/6/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
	Hernando	22,200	21,800	98
	Lee	99,300	98,000	99
	Marion	54,100	52,900	98
Okeechobee	8,300	8,200	99	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hendry	7,000	6,800	97
	Lake	47,400	46,800	99
	Levy	8,200	7,900	96
	Osceola	23,100	22,700	98
	St Lucie	39,300	38,700	98
	Seminole	77,600	76,800	99
Sumter	9,900	9,700	98	
<b>Station Totals</b>		<b>1,509,100</b>	<b>1,490,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>784,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>357,300</b>	

# Florida—St. Petersburg-Tampa

## WTSP-TV

Ch. 10

**Network Service:** ABC.

**Licensee:** WTSP-TV Inc., Box 10,000, St. Petersburg, FL 33733.

**Studio:** 11450 Gandy Blvd., St. Petersburg 33702.

**Telephones:** 813-577-1010, St. Petersburg; 813-224-9877, Tampa.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1500-ft. above av. terrain, 1538-ft. above ground, 1549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

**Transmitter:** 2.6-mi. N of Tarpon Springs.

**News Services:** AP, UPI, Nexis.

**Satellite Earth Stations:** Harris, 9-meter, 5-meter & 3-meter; Harris receivers.

**Ownership:** Gulf Broadcast Co., 100%. Alan Henry, pres.; David Fitz, v.p., finance. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965. Merger of Rahall Communications with Gulf United approved by FCC July 27, 1978 (**Television Digest**, Vol. 17:35).

**Represented (sales):** Harrington, Righter & Parsons.

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

LAWRENCE M. CLAMAGE, president & general manager.

PAUL SIRACUSE, general sales manager.

FRANK SEYMOUR, local sales manager.

MICHAEL CHANDLER, regional sales manager.

ROBERT STONE, production manager.

KENNETH MIDDLETON, news director.

P. J. FORD, director of engineering.

CYNTHIA REYNOLDS, promotion manager.

JAYNE BOYD, program manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Citrus	28,500	27,900	98
	Hardee	6,800	6,700	99
	Hernando	22,200	21,800	98
	Hillsborough	265,000	262,100	99
Manatee	69,600	68,900	99	



WTSP-TV BMPCT-781214LC Granted 2/2/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	Sarasota	102,900	101,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Highlands	21,600	21,200	98
	Levy	8,200	7,900	96
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
	Dixie	3,000	2,900	97
	Gilchrist	2,400	2,400	100
	Lake	47,400	46,800	99
	Marion	54,100	52,900	98
<b>Station Totals</b>		<b>1,252,700</b>	<b>1,237,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>901,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>561,800</b>	

# THE WORLD NEVER STOPPED TURNING

This issue of **Television & Cable Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest** with **Weekly Action Updates** will keep you abreast of industry happenings.

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# Florida—Tampa-St. Petersburg

**WTVT**

**Ch. 13**

**Network Service:** CBS.

**Licensee:** Gaylord Broadcasting Co., Box 22013, Tampa 33622.

**Studio:** 3213 John F. Kennedy Blvd., Tampa, FL 33609.

**Telephone:** 813-876-1313. **TWX:** 810-876-0618.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1416-ft. above av. terrain, 1463-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 09"  
Longitude 82° 14' 26"

**Transmitter:** 4.4-mi. NNE of Balm, FL.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Gaylord Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (*Television Digest*, Vol. 12:26, 29).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- HARRY APEL, vice president & general manager.
- DON WARGO, general sales manager.
- DICK A'HEARN, operations manager.
- NEIL SCHWARTZ, national sales manager.
- KEN LUCAS, regional sales manager.
- RAY DANTZLER, director of public affairs.
- RAY BLUSH, news director.
- VINCENT PARIGI, business manager.
- CHARLES HAMPTON, public service director.
- J. LOWELL OTTO, chief engineer.
- DAN BOGER, production manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	30,700	30,200	98
	Citrus	28,500	27,900	98
	De Soto	7,200	7,100	99
	Hardee	6,800	6,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hernando	22,200	21,800	98
	Highlands	21,600	21,200	98
	Hillsborough	265,000	262,100	99
	Manatee	69,600	68,900	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	Sarasota	102,900	101,800	99
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Sumter	9,900	9,700	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Dixie	3,000	2,900	97
	Lake	47,400	46,800	99
	Levy	8,200	7,900	96
	Marion	54,100	52,900	98
Osceola	23,100	22,700	98	
<b>Station Totals</b>		<b>1,280,600</b>	<b>1,265,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,041,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>710,500</b>	

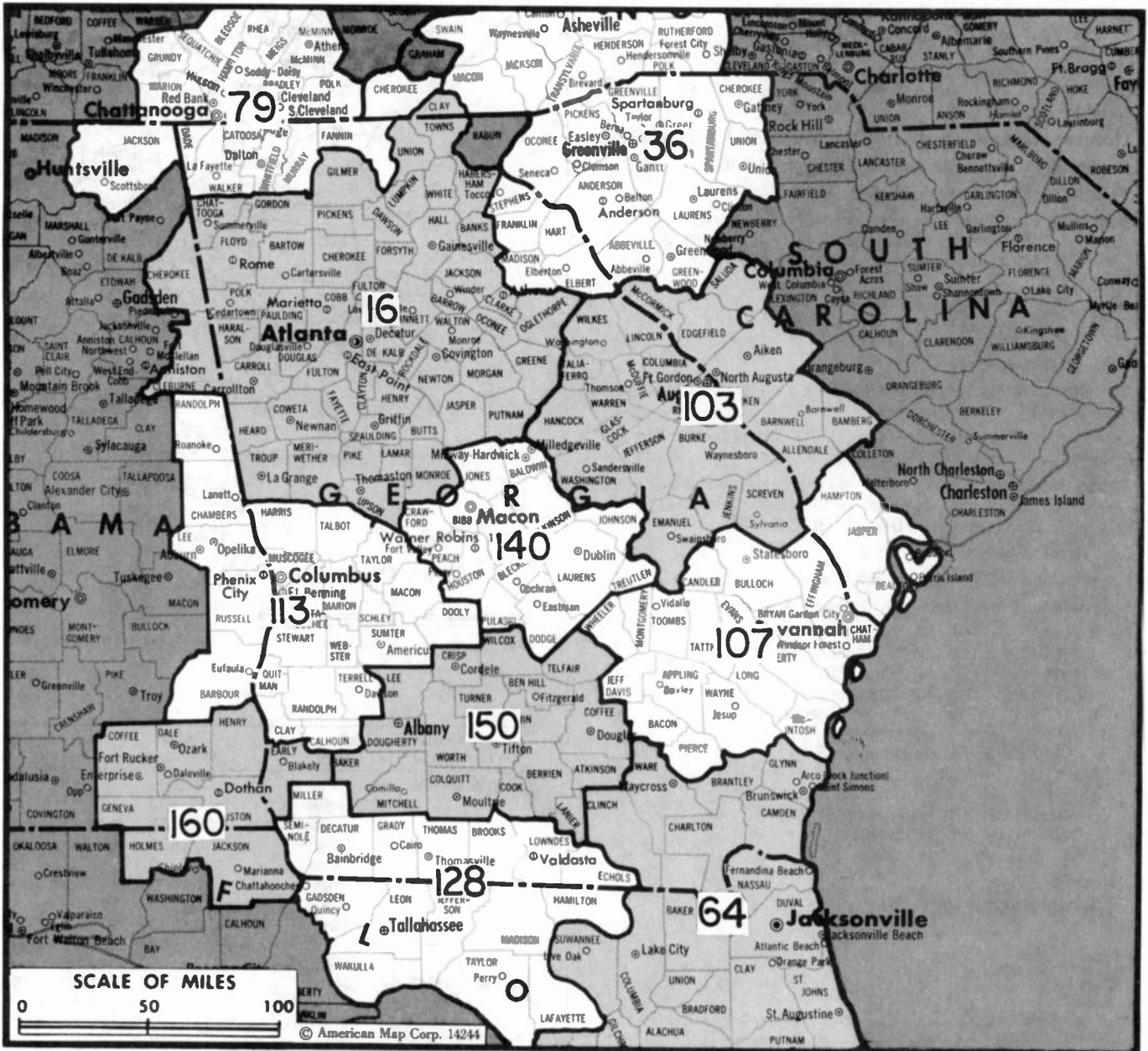
## TV - Radio - CATV - Newspaper

**Robert W. Rounsaville & Associates**

**MEDIA BROKERS AND CONSULTANTS**

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000 /1-800-531-1500  
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426 /1-800-328-3500





### Georgia Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	11	12	23
Educational Television Stations	3	7	10
			33

### State Cross Reference List

Communities That Received Programs of Stations That Are Located Elsewhere

**WCTV, Thomasville**--See Tallahassee, FL  
**WSWS, Columbus**--See Opelika-Auburn, AL

Market	Arbitron ADI TV Households	Rank
Atlanta, GA	1,123,300	16
Greenville-Spartanburg, SC-Asheville, NC	581,400	36
Jacksonville, FL	384,500	64
Chattanooga, TN	287,000	79
Augusta, GA	201,400	103
Savannah, GA	194,200	107
Columbus, GA	182,800	113
Tallahassee, FL	161,800	128
Macon, GA	144,200	140
Albany, GA	124,700	150
Dothan, AL	95,300	160

Market Area Commercial TV Stations
WAGA-TV (5), WATL-TV (36), WGNX (46), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
WGGG-TV (16), WHNS (21), WLOS (13), WSPA-TV (7), WYFF-TV (4)
WAWS-TV (30), WJKS-TV (17), WJXT (4), WNFT (47), WTLV (12)
WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
WAGT (26), WJBF (6), WRDW-TV (12)
WJCL (22), WSAV-TV (3), WTOG-TV (11)
WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
WCTV (6), WTWC (40), WTXL (27), WVGA (44)
WGXA (24), WMAZ-TV (13), WMGT (41)
WALB-TV (10), WTSG (31)
WDHN (18), WTVY (4)

# Georgia—Albany

## WALB-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** WALB-TV Inc., Box 3130, Albany, GA 31708.

**Studio:** 1709 Stuart Ave., Albany, GA 31707.

**Telephone:** 912-883-0154. **TWX:** 810-781-5104.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52.00"

Longitude 83° 51' 43.59"

**Transmitter:** 2.5-mi. E of Doerun.

**News Services:** AP, UPI.

**Satellite Earth Station:** Satcom Technologies; 7-meter; Microwave Assoc.

**Ownership:** Gray Communications Systems Inc. James H. Gray Sr., pres., 51.48%; Prudential Insurance Co. of America, 4.4%; George H. Nader, 3.2%; others, none with as much as 2%. Also publishes **Albany Herald**, and owns WJHG-TV Inc., Panama City, FL; KTVE(TV) Inc., El Dorado, AR-Monroe, LA; Gray Transportation Co. Inc., Gray Communications Consultants Inc.

**Began Operation:** April 7, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- RAYMOND E. CAROW, vice president & general manager.
- R. DOUGLAS OLIVER, vice president, sales.
- JERRY SMITHWICK, general sales manager.
- WILLIAM N. WILLIAMS, chief engineer.
- SKIP WILLIAMS, production director.
- STEPHEN O'BRIEN, director of news.
- SUSAN SEIY, traffic manager.

**Highest One Hour Rate** (Jan. 1, 1984): \$2500.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$900.

**NETWORK BASE HOURLY RATE:** \$1325.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Jefferson	3,800	3,700	97
	Madison	5,000	4,800	96
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Baker	1,200	1,200	100
	Ben Hill	6,200	6,000	97
	Berrien	5,000	4,900	98
	Brooks	5,300	5,200	98
	Calhoun	1,700	1,600	94
Clinch	2,200	2,100	95	
Coffee	9,500	9,300	98	
Colquitt	13,000	12,800	98	
Cook	4,800	4,700	98	
Crisp	7,100	6,900	97	
Decatur	8,900	8,700	98	
Dodge	6,200	6,100	98	
Dooly	3,800	3,700	97	
Dougherty	35,300	34,800	99	
Early	4,700	4,600	98	
Echols	800	800	100	
Grady	6,800	6,700	99	
Irwin	3,300	3,200	97	
Jeff Davis	4,300	4,200	98	
Lanier	2,100	2,000	95	



WALB-TV BPCT-2497 Granted 12/17/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lee	4,300	4,200	98
	Lowndes	24,600	24,100	98
	Miller	2,700	2,600	96
	Mitchell	6,900	6,700	97
	Randolph	3,400	3,300	97
	Sumter	9,900	9,600	97
	Telfair	4,200	4,100	98
	Terrell	4,100	4,000	98
	Thomas	13,400	13,200	99
	Tift	11,600	11,400	98
	Turner	3,100	3,000	97
	Ware	13,300	13,100	98
	Wilcox	2,700	2,600	96
Worth	6,100	6,000	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hamilton	3,200	3,100	97
	Leon	62,000	61,000	98
	Suwannee	8,700	8,400	97
Taylor	6,400	6,200	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>	Appling	5,500	5,300	97
	Bacon	3,400	3,300	97
	Clay	1,200	1,200	100
	Macon	4,900	4,800	98
	Pulaski	3,300	3,200	97
	Schley	1,100	1,100	100
	Seminole	3,300	3,200	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Gadsden	13,100	12,800	98
	Lafayette	1,600	1,500	94
Wakulla	4,400	4,300	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>	Bleckley	3,800	3,700	97
	Peach	6,900	6,800	99
	Pierce	4,300	4,200	98
	Webster	800	800	100

<b>Station Totals</b>	<b>391,200</b>	<b>382,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>		<b>263,600</b>	
<b>Average Daily Circulation (1984)</b>		<b>176,300</b>	

# Georgia—Albany

**WTSG**

**Ch. 31**

**Network Service:** None, independent.

**Licensee:** Gordon Communications Co., Box 4050, Albany, GA 31706.

**Studio:** 1211 N. Slappey Blvd., Albany 31708.

**Telephone:** 912-435-3100.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1580-kw max. & 1200-kw horizontal visual, 240-kw aural. Antenna: 990-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43"

**Transmitter:** N of Rte. 270, 2.5-mi. E of Doerun.

**News Service:** INN.

**Satellite Earth Stations:** Microdyne, 7-meter; Skyspan, 4.5 meter; Microdyne & Drake receivers.

**Ownership:** W. Carl Gordon Jr., pres., 85%; Jeff Evans, exec. v.p. & gen. mgr., 10%; Suzanne Gordon, v.p.; George Williamson, secy.-treas.

**Began Operation:** Feb. 14, 1982.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JEFF EVANS, exec. vice president & general manager.  
FRED PROCISE, general sales manager.  
SID PERRY, program/promotion manager.  
JOAN HAWKINS, business manager.

**Highest 30 Sec. Rate:** \$60.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Colquitt	13,000	12,800	98
	Dougherty	35,300	34,800	99
	Lee	4,300	4,200	98
	Mitchell	6,900	6,700	97
	Terrell	4,100	4,000	98
	Tift	11,600	11,400	98
	Turner	3,100	3,000	97
	Worth	6,100	6,000	98
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Berrien	5,000	4,900	98
	Brooks	5,300	5,200	98
	Cook	4,800	4,700	98
	Crisp	7,100	6,900	97
	Dooley	3,800	3,700	97



WTSG BMPCT-800207KH Granted 1/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Early	4,700	4,600	98
	Grady	6,800	6,700	99
	Irwin	3,300	3,200	97
	Miller	2,700	2,600	96
	Schley	1,100	1,100	100
	Thomas	13,400	13,200	99
Wilcox	2,700	2,600	96	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hamilton	3,200	3,100	97
	Jefferson	3,800	3,700	97
	Madison	5,000	4,800	96
<b>GEORGIA</b>				
Ben Hill	6,200	6,000	97	
Calhoun	1,700	1,600	94	
Coffee	9,500	9,300	98	
Decatur	8,900	8,700	98	
Lanier	2,100	2,000	95	
Lowndes	24,600	24,100	98	
Randolph	3,400	3,300	97	
Sumter	9,900	9,600	97	
Telfair	4,200	4,100	98	
<b>Station Totals</b>		<b>230,800</b>	<b>225,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>80,700</b>
<b>Average Daily Circulation (1984)</b>				<b>36,200</b>

# Georgia—Atlanta

## WAGA-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Storer Communications Co., Box 4207, Atlanta, GA 30302.

**Studio:** Box 4207, 1551 Briarcliff Rd. NE, Atlanta 30302.

**Telephone:** 404-875-5551. **TWX:** 810-751-8265.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

**Transmitter:** 1551 Briarcliff Rd.

**News Services:** AP, UPI, CBS, Group W Newsfeed.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

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

**Began Operation:** March 8, 1949.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren C. Zwicky.

**Personnel:**

- PAUL RAYMON, vice president & general manager.
- PETER SCHRUTH, general sales manager.
- VICTOR BRUST, national sales manager.
- DIANNE HARNELL, local sales manager.
- CHUCK LIPTON, director of marketing.
- KINDY JONES, commercial operations manager.
- J. MARC DOYLE, director of program operations.
- GREG GUNN, production manager.
- RICHARD GOSS, promotion manager.
- MARY STIMMEL, director, public affairs.
- ROBERT YOUNG, public service director.
- GENE ADAMS, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Cleburne	4,900	4,800	98
	<b>GEORGIA</b>			
	Banks	3,400	3,300	97
	Barrow	8,100	8,000	99
	Bartow	15,000	14,800	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Cherokee	19,700	19,500	99
	Clarke	28,300	27,900	99
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Coweta	14,500	14,300	98
	Dawson	1,800	1,800	100
	De Kalb	186,700	185,800	100
	Douglas	20,300	20,100	99
	Fayette	12,100	11,900	98
	Floyd	29,900	29,600	99
	Forsyth	11,100	11,000	99
	Fulton	230,500	228,500	99
	Gilmer	4,300	4,200	98
	Gordon	11,100	11,000	99
	Greene	3,900	3,800	97
	Gwinnett	69,200	68,600	99
	Habersham	9,200	9,000	98
	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
Heard	2,300	2,300	100	
Henry	13,700	13,500	99	
Jackson	9,300	9,200	99	



WAGA-TV BPC-1879 Granted 8/10/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jasper	2,900	2,800	96
	Lamar	4,400	4,300	98
	Lumpkin	3,800	3,700	97
	Madison	6,700	6,600	98
	Meriwether	7,100	7,000	98
	Monroe	5,200	5,100	98
	Morgan	3,900	3,800	97
	Newton	12,200	12,000	98
	Oconee	4,900	4,900	100
	Oglethorpe	3,200	3,100	97
	Paulding	10,000	9,900	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	99
	Putnam	3,800	3,700	97
	Rabun	4,200	4,100	98
	Rockdale	13,800	13,600	99
	Spalding	17,400	17,200	99
	Towns	2,400	2,400	100
	Troup	18,600	18,200	98
Union	3,800	3,700	97	
Upson	9,600	9,500	99	
Walton	11,000	10,800	98	
White	3,900	3,800	97	
<b>NORTH CAROLINA</b>	Clay	2,800	2,700	96
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99
	Cherokee	6,800	6,700	99
	Randolph	7,200	7,100	99
<b>GEORGIA</b>				
Baldwin	10,900	10,700	98	
Bibb	54,600	54,000	99	
Chattooga	7,800	7,700	99	
Fannin	5,800	5,700	98	
<b>(Continued on page 267)</b>				
<b>Station Totals</b>		<b>1,502,400</b>	<b>1,485,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,062,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>638,500</b>	

# Georgia—Atlanta

## WGNX

(formerly WANX-TV)

Ch. 46

**Network Service:** None, independent.

**Grantee:** WGNX Inc.

**Studio:** 1810 Briarcliff Rd. NE, Atlanta, GA 30329.

**Mailing Address:** Box 98097, Atlanta, GA 30359.

**Telephone:** 404-325-4646.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 1865-kw max. & 1290-kw horizontal visual, 368.8-kw max. & 251-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

Holds CP for change to 2333-kw max. & 1762-kw horizontal visual, 233-kw max. & 176-kw horizontal aural, 1088-ft. above av. terrain, 1174-ft. above ground, 2049-ft. above sea level. BPC-4857.

**Transmitter:** Briarcliff Rd. & Shepherd Lane.

**News Service:** UPI.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter.

**Ownership:** Tribune Broadcasting Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 6, 1971. Sale to present owner by CBN Continental Bcstg. Network Inc. approved by FCC Dec. 1, 1983 (*Television Digest*, Vol. 23:31).

**Represented (sales):** Pety Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

- HERMAN RAMSEY, general manager.
- WAYNE SPRACKLIN, general sales manager.
- JAMIL ROBERTS, national sales manager.
- JACK CRUMPLER, regional sales manager.
- LORRIE SHILLING, program manager.
- MANUEL MARQUEZ, operations manager.
- JEFF BELL, film director.
- DAVID UHLRICH, production manager.
- BECKY LEWIS CONGDON, traffic manager.
- BARRY STINSON, creative services manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Cherokee	19,700	19,500	99
	Fayette	12,100	11,900	98
	Henry	13,700	13,500	99
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99
	Chambers	14,100	13,900	99
	<b>GEORGIA</b>			
	Barrow	8,100	8,000	99
	Bartow	15,000	14,800	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Chattooga	7,800	7,700	99
	Clarke	28,300	27,900	99
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Coweta	14,500	14,300	98
De Kalb	186,700	185,800	100	
Douglas	20,300	20,100	99	
Floyd	29,900	29,600	99	
Forsyth	11,100	11,000	99	



WGNX BPC-4857 Granted 7/29/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Fulton	230,500	228,500	99
	Gordon	11,100	11,000	99
	Gwinnett	69,200	68,600	99
	Habersham	9,200	9,000	98
	Hall	28,800	28,500	99
	Jackson	9,300	9,200	99
	Lumpkin	3,800	3,700	97
	Meriwether	7,100	7,000	98
	Monroe	5,200	5,100	98
	Morgan	3,900	3,800	97
	Newton	12,200	12,000	98
	Oconee	4,900	4,900	100
	Paulding	10,000	9,900	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Polk	11,900	11,700	99
Rockdale	13,800	13,600	99	
Spalding	17,400	17,200	99	
Troup	18,600	18,200	98	
Upson	9,600	9,500	99	
Walton	11,000	10,800	98	
Wilkes	4,000	3,900	97	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cleburne	4,900	4,800	98
	Randolph	7,200	7,100	99
	Talladega	25,500	25,200	99
<b>GEORGIA</b>	Banks	3,400	3,300	97
	Catoosa	13,900	13,800	99
	Dade	4,300	4,200	98
	Dawson	1,800	1,800	100
	Elbert	7,100	7,000	99
	Gilmer	4,300	4,200	98
	Greene	3,900	3,800	97
	Haralson	6,800	6,700	99
	Hart	6,600	6,500	98

(Continued on page 267)

<b>Station Totals</b>	<b>1,361,100</b>	<b>1,347,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>504,400</b>
<b>Average Daily Circulation (1984)</b>			<b>197,500</b>

# Georgia—Atlanta

## WATL-TV

Ch. 36

Network Service: None, independent.

Licensee: WATL-TV Inc., 575 Ponce de Leon Ave., Atlanta, GA 30308.

Studio: 575 Ponce de Leon Ave., Atlanta, GA 30308.

Telephone: 404-892-3636.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2682-kw max. & 2030-kw horizontal visual, 402.3-kw max. & 304.5-kw horizontal aural. Antenna: 1086-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

Transmitter: Briarcliff Rd. at Shepherd Lane.

Satellite Earth Station: Microdyne; 7-meter.

Ownership: D. R. Jones, chmn., 25.12%; Sillerman Morrow Bcstg. Group, 50%; B. M. Taylor, 11.88%; Thomas D. Jones, 2.7%; D. Richard Jones III, 2.55%; Ed Herlihy, 2.5%; others, none with as much as 3%. SMBG ownership: Robert F. X. Sillerman, 55.5%; Howard Tytel & Gerald Wendel, 16% each; Bruce Morrow, 12%. Sillerman & Morrow owns WALL(AM) & WKGL(FM), Middletown & WJJB(FM), Hyde Park, NY; WRAN(AM), Dover, NJ; WHMP-AM-FM, Northampton, MA; WOCB & WSOX-FM, West Yarmouth, MA.

Began Operation: Oct. 13, 1954; left air May 31, 1955. Resumed operation under ownership of U.S. Communications Aug. 16, 1969; left air March 30, 1971. Sale to D. R. Jones, et al., approved by FCC July 14, 1974. Resumed operation July 5, 1976. Sale to present owners approved Oct. 13, 1982. Note: Sale to Rockefeller Group pends (Television Digest, Vol. 24:28).

Represented (sales): Katz Independent TV Sales.

Represented (legal): Carter, Ansley, Smith & McLendon.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

EDWARD H. HERLIHY, vice president & general manager.  
S. S. S. KHALSA, business manager.  
MATT FILLA, national sales manager.  
RON LEPPIG, local sales manager.  
DON HESS, program manager.  
HOWELL UPCHURCH, production manager.  
BETSY BARRON, traffic manager.

Highest 30 Sec. Rate: \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Rockdale	13,800	13,600	99
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Barrow	8,100	8,000	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Cherokee	19,700	19,500	99
	Clarke	28,300	27,900	99
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Coweta	14,500	14,300	98
	Dawson	1,800	1,800	100
	De Kalb	186,700	185,800	100
	Douglas	20,300	20,100	99
	Floyd	29,900	29,600	99
	Forsyth	11,100	11,000	99
	Fulton	230,500	228,500	99
	Greene	3,900	3,800	97
Gwinnett	69,200	68,600	99	
Henry	13,700	13,500	99	



WATL-TV BMPCT-6999 Granted 4/25/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jackson	9,300	9,200	99
	Lumpkin	3,800	3,700	97
	Meriwether	7,100	7,000	98
	Morgan	3,900	3,800	97
	Newton	12,200	12,000	98
	Oconee	4,900	4,900	100
	Paulding	10,000	9,900	99
	Pickens	4,600	4,500	98
	Pike	3,100	3,000	97
	Rabun	4,200	4,100	98
	Spalding	17,400	17,200	99
Walton	11,000	10,800	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Cherokee	6,800	6,700	99
<b>GEORGIA</b>	Banks	3,400	3,300	97
	Bartow	15,000	14,800	99
	Chattooga	7,800	7,700	99
	Crawford	2,500	2,400	96
	Fayette	12,100	11,900	98
	Gilmer	4,300	4,200	98
	Gordon	11,100	11,000	99
	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
	Heard	2,300	2,300	100
	Jasper	2,900	2,800	96
	Lamar	4,400	4,300	98
	Madison	6,700	6,600	98
	Oglethorpe	3,200	3,100	97
	Polk	11,900	11,700	99
	Putnam	3,800	3,700	97
Troup	18,600	18,200	98	
Union	3,800	3,700	97	
Upson	9,600	9,500	99	
White	3,900	3,800	97	

Station Totals	1,119,800	1,108,900	99
Net Weekly Circulation (1984)		388,800	
Average Daily Circulation (1984)		129,700	

# Georgia—Atlanta

## WSB-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Cox Communications Inc., 1601 W. Peachtree.

**Studio:** 1601 W. Peachtree St. NE, Atlanta 30309.

**Telephone:** 404-897-7000. **TWX:** 810-751-3532.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1037-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"

Longitude 84° 21' 42"

**Transmitter:** 766 Willoughby Way NE.

**AM Affiliate:** WSB, 50-kw, 750 kHz.

**FM Affiliate:** WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

**News Services:** AP, UPI, ABC, CNN.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 10-meter & 7-meter; Scientific-Atlanta receivers.

**Ownership:** Division of Cox Communications Inc. which is a publicly held corp. William Schwartz, pres. & chief exec. officer; Walter C. Liss Jr., pres., broadcast div.; Michael Kievman, senior exec. v.p., broadcast div. Cox Communications Inc. is 55.9% owned by James M. Cox Jr. estate, Anne Cox Chambers & Barbara Cox Anthony, personally or through trusts. Cox also operates WHIO-TV-AM-FM, Dayton; WSOC-TV-AM-FM, Charlotte; WPXI(TV), Pittsburgh; KDNL-TV, St. Louis, MO; KTVU(TV), Oakland-San Francisco; WIOD & WAIA-FM, Miami, FL; KFI & KOST(FM), Los Angeles, CA; WLIF(FM), Baltimore, MD & WWSH(FM), Philadelphia & is multiple cable system operator. For other interests, see Newspaper Ownership of Television Stations.

**Began Operation:** Sept. 29, 1948.

**Represented (sales):** TeleRep Inc.

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

### Personnel:

ANDREW FISHER, v.p. & general manager.  
 BROOKE SPECTORSKY, station manager.  
 GRACE GILCHRIST, general sales manager.  
 RANDY FRASER, local sales manager.  
 GENE McHUGH, national sales manager.  
 TED BATSON, retail services manager.  
 A. R. VAN CANTFORT, program manager.  
 BILL SWENEY, production manager.  
 DOUG HENDERSON, director of engineering.  
 RABUN MATTHEWS, news director.  
 GORDON JONES, controller.  
 ELEANOR BROWN, personnel manager.  
 JOCELYN DORSEY, public affairs manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3000.

Total Households: © MSI -Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Cleburne	4,900	4,800	98
	Randolph	7,200	7,100	99
	<b>GEORGIA</b>			
	Baldwin	10,900	10,700	98
	Banks	3,400	3,300	97
	Barrow	8,100	8,000	99
	Bartow	15,000	14,800	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Chattooga	7,800	7,700	99
	Cherokee	19,700	19,500	99
	Clarke	28,300	27,900	99
	Clayton	57,600	57,300	99
Cobb	124,800	124,200	99	



WSB-TV BPCCT-2303 Granted 5/6/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coweta	14,500	14,300	98
	Dawson	1,800	1,800	100
	De Kalb	186,700	185,800	100
	Douglas	20,300	20,100	99
	Fayette	12,100	11,900	98
	Floyd	29,900	29,600	99
	Forsyth	11,100	11,000	99
	Fulton	230,500	228,500	99
	Gilmer	4,300	4,200	98
	Gordon	11,100	11,000	99
	Greene	3,900	3,800	97
	Gwinnett	69,200	68,600	99
	Habersham	9,200	9,000	98
	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
	Heard	2,300	2,300	100
	Henry	13,700	13,500	99
	Jackson	9,300	9,200	99
	Jasper	2,900	2,800	96
	Lamar	4,400	4,300	98
	Lumpkin	3,800	3,700	97
	Meriwether	7,100	7,000	98
	Monroe	5,200	5,100	98
	Morgan	3,900	3,800	97
	Newton	12,200	12,000	98
	Oconee	4,900	4,900	100
	Oglethorpe	3,200	3,100	97
Paulding	10,000	9,900	99	
Pickens	4,600	4,500	98	
Pike	3,100	3,000	97	
Polk	11,900	11,700	99	
Putnam	3,800	3,700	97	
Rabun	4,200	4,100	98	
Rockdale	13,800	13,600	99	
Spalding	17,400	17,200	99	
Stephens	8,000	7,900	99	
Towns	2,400	2,400	100	
Troup	18,600	18,200	98	

(Continued on page 267)

<b>Station Totals</b>	<b>1,616,900</b>	<b>1,598,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,126,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>712,600</b>	

# Georgia—Atlanta

**WVEU**

**Ch. 69**

**Network Service:** None, independent.

**Licensee:** Broadcast Corp. of Georgia, 2400 First National Bank Tower, Atlanta 30303.

**Studio:** 2700 Northeast Expwy., Atlanta 30345.

**Telephone:** 404-325-6929.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 2630-kw visual, 263-kw aural. Antenna: 980-ft. above av. terrain, 848-ft. above ground, 1917-ft.

Latitude 33° 45' 34"  
Longitude 84° 23' 19"

**Transmitter:** Peachtree Plaza Hotel.

**Ownership:** David J. Harris, 55%; Prentiss Q. Yancey, 23.32%; David M. Franklin, 11.45%; John T. Sullivan, 7.92%; Edward B. Phillips, 2.31%.

**Began Operation:** Aug. 22, 1981.

**Represented (legal):** E. William Henry.

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

**Personnel:**

- DAVID HARRIS, vice president.
- VANCE L. ECKERSLEY, general manager.
- WILLARD L. DOUGHERTY, general sales manager.
- JOSEPH A. EVERETT, operations manager.
- LAWRENCE L. WOOD, production manager.
- ANTHONY COX, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
Between 5-24%	Carroll	20,400	20,200	99
	Coweta	14,500	14,300	98
	Douglas	20,300	20,100	99
<b>Station Totals</b>		<b>55,200</b>	<b>54,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>24,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,500</b>	



WVEU BPCT-781221LL Granted 8/19/80

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## BLACKBURN & COMPANY, INC.

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

<b>CHICAGO</b>	333 N. Michigan Ave., 60601	(312) 346-6460
<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



# Georgia—Atlanta

**WXIA-TV**

Ch. 11



**BLAIR TELEVISION  
GANNETT BROADCASTING GROUP**

**Network Service:** NBC.

**Licensee:** Pacific & Southern Broadcasting Co. Inc., 1611 W. Peachtree St. NE, Atlanta, GA 30309.

**Studio:** 1611 W. Peachtree St. NE.

**Telephone:** 404-892-1611. **TWX:** 810-751-3255.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1048-ft. above av. terrain, 1040-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 23.7"  
Longitude 84° 19' 54.7"

**Transmitter:** 110 Arizona Ave. NE.

**News Services:** AP, UPI, Gannett News Service.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see Group & Newspaper Ownership of TV Stations.

**Began Operation:** Sept. 30, 1951 as WLTV. Merger of Combined Communications with Gannett approved by FCC June 7, 1979 (**Television Digest**, Vol. 18:20, 38; 19:24). Merger of Pacific & Southern Bcstg. with Combined Communications approved Jan. 9, 1974 (Vol. 13:5; 14:2, 30, 34). Previous merger of Jupiter Bcstg. with Pacific & Southern Bcstg. Co. Inc. approved Nov. 15, 1967 (Vol. 7:47). Previously sale to WIBC Inc. by Crosley Bcstg. approved Sept. 25, 1962 (Vol. 2:25, 37, 38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51; 9:5, 7).

**Represented (sales):** Blair Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

- CECIL WALKER, president & general manager.
- HOWARD KAUFMAN, vice president & general sales manager.
- HARVEY MARS, station manager.
- WAYNE FREEMAN, national sales manager.
- R. KEN TONNING, local sales manager.
- WILLIAM E. GARRETT, v.p. & controller.
- JACK R. LEASE, v.p., director of operations & program manager.
- MIKE MARTIN, v.p. & production manager.
- MIKE HOWEY, chief engineer.
- DAVE HOWELL, news director.
- JOHN HEINEN, promotion director.

**Highest 30 Sec. Rate** (July 1983): \$3150.

**NETWORK BASE HOURLY RATE:** \$2400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



WXIA-TV BPCT-800924KF Granted 1/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Randolph	7,200	7,100	99
	<b>GEORGIA</b>			
	Barrow	8,100	8,000	99
	Bartow	15,000	14,800	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Cherokee	19,700	19,500	99
	Clarke	28,300	27,900	99
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Coweta	14,500	14,300	98
	Dawson	1,800	1,800	100
	De Kalb	186,700	185,800	100
	Douglas	20,300	20,100	99
	Fayette	12,100	11,900	98
	Floyd	29,900	29,600	99
	Forsyth	11,100	11,000	99
	Fulton	230,500	228,500	99
	Gordon	11,100	11,000	99
	Greene	3,900	3,800	97
	Gwinnett	69,200	68,600	99
	Habersham	9,200	9,000	98
	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
	Heard	2,300	2,300	100
	Henry	13,700	13,500	99
	Jackson	9,300	9,200	99
Jasper	2,900	2,800	96	
Lamar	4,400	4,300	98	
Lumpkin	3,800	3,700	97	
Meriwether	7,100	7,000	98	
Morgan	3,900	3,800	97	
Newton	12,200	12,000	98	
Oconee	4,900	4,900	100	
Oglethorpe	3,200	3,100	97	
Paulding	10,000	9,900	99	
Pickens	4,600	4,500	98	

(Continued on page 268)

<b>Station Totals</b>	<b>1,581,900</b>	<b>1,563,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,049,900</b>
<b>Average Daily Circulation (1984)</b>			<b>611,500</b>

# Georgia—Atlanta

## WTBS

Ch. 17

**Network Service:** None, independent.

**Licensee:** Superstation Inc., 1050 Techwood Dr. NW, Atlanta, GA 30318.

**Studio:** 1050 Techwood Dr. NW.

**Telephone:** 404-827-1717. **TWX:** 810-751-8568.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2240-kw max. & 1510-kw horizontal visual, 224-kw max. & 151-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1042-ft. above ground, 2042-ft. above sea level.

Latitude 33° 46' 57"  
Longitude 84° 23' 20"

**Transmitter:** 1018 W. Peachtree St. NW.

**News Services:** AP, UPI, CNN.

**Satellite Earth Stations:** Transmit/receive; one Scientific-Atlanta, 11-meter; 2 Scientific-Atlanta, 10-meter; 5 Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Turner Broadcasting System Inc. R. E. Turner III, chmn., 87%; others, none with as much as 3%. Turner also owns Cable News Network.

**Began Operation:** Sept. 1, 1967. Transfer of control from Jack M. Rice, et al., to R. E. Turner approved by FCC Dec. 10, 1969.

**Represented (sales):** Turner Broadcast Sales.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

ROBERT WUSSLER, president.  
JAMES KITCHELL, v.p., operations/administration.  
GERRY HOGAN, vice president, sales.  
ROBERT SIEBER, vice president, research.  
GENE WRIGHT, vice president, engineering.  
JACK PETRIK, director of programming.  
JIM WILLIAMS, local sales manager.  
PAM PEARSON, promotion manager.  
SIDNEY PIKE, pres., Turner Program Services.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Jackson	8,100	7,900	98
	<b>ARIZONA</b>			
	Greenlee	3,900	3,800	97
	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	<b>COLORADO</b>			
	San Juan	300	300	100
	<b>FLORIDA</b>			
	Okaloosa	41,600	41,200	99
	<b>GEORGIA</b>			
	Bartow	15,000	14,800	99
	Butts	4,300	4,200	98
	Carroll	20,400	20,200	99
	Chattooga	7,800	7,700	99
	Cherokee	19,700	19,500	99
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Coweta	14,500	14,300	98
	De Kalb	186,700	185,800	100
	Douglas	20,300	20,100	99
	Fayette	12,100	11,900	98
	Floyd	29,900	29,600	99
	Forsyth	11,100	11,000	99
	Fulton	230,500	228,500	99
	Glynn	21,200	20,900	99
	Gwinnett	69,200	68,600	99
	Habersham	9,200	9,000	98



WTBS BNPCT-7539 Granted 7/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
	Henry	13,700	13,500	99
	Houston	28,000	27,700	99
	Jackson	9,300	9,200	99
	Lowndes	24,600	24,100	98
	Meriwether	7,100	7,000	98
	Newton	12,200	12,000	98
	Oconee	4,900	4,900	100
	Paulding	10,000	9,900	99
	Pike	3,100	3,000	97
	Polk	11,900	11,700	99
	Rockdale	13,800	13,600	99
	Spalding	17,400	17,200	99
	Troup	18,600	18,200	98
	Upson	9,600	9,500	99
Ware	13,300	13,100	98	
	<b>IDAHO</b>			
	Clearwater	3,700	3,600	97
	Shoshone	6,800	6,600	97
	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Hamilton	1,000	1,000	100
	Kiowa	1,600	1,500	94
	Logan	1,400	1,400	100
	Morton	1,200	1,200	100
	Norton	2,700	2,600	96
	Seward	6,500	6,400	98
	Woodson	1,800	1,800	97
	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Clay	7,400	7,200	97
	Knott	6,000	5,800	97
	Laurel	14,300	14,000	98
	Letcher	11,100	10,800	97
	Perry	11,600	11,300	97
	Pike	29,300	28,900	98

(Continued on next page)

<b>Station Totals</b>	<b>59,480,900</b>	<b>58,495,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>10,516,400</b>	
<b>Average Daily Circulation (1984)</b>		<b>3,859,700</b>	

**WTBS, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Concordia	8,000	7,800	97
	St Mary	21,200	20,900	99
	<b>MICHIGAN</b>			
	Gogebic	7,600	7,400	97
	<b>MISSISSIPPI</b>			
	Washington	23,500	23,000	98
	<b>MONTANA</b>			
	Hill	6,600	6,400	97
	Rosebud	3,800	3,600	95
	<b>NORTH DAKOTA</b>			
	Towner	1,500	1,500	100
	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	Hidalgo	2,100	2,000	95
	Lea South	2,600	2,400	92
	<b>NEVADA</b>			
	Lander	1,900	1,700	92
	<b>OKLAHOMA</b>			
	Ellis	2,300	2,200	96
	Harper	1,900	1,900	100
	Jackson	10,700	10,600	99
	Kiowa	5,400	5,300	98
	Woods	4,300	4,200	98
	Woodward	8,700	8,500	98
	<b>OREGON</b>			
	Harney	3,200	3,000	92
	<b>PENNSYLVANIA</b>			
	Elk	13,400	13,100	98
	<b>SOUTH DAKOTA</b>			
	Jerauld	1,100	1,100	100
	<b>TENNESSEE</b>			
	Lake	2,600	2,600	100
<b>TEXAS</b>				
Dallam	2,500	2,500	100	
Dimmit	3,500	3,300	94	
Frio	4,300	4,200	98	
Howard	12,000	11,900	99	
Jim Hogg	1,900	1,800	95	
Kinney	800	800	100	
Maverick	9,200	8,700	95	
Motley	800	800	100	
Palo Pinto	8,900	8,700	98	
Presidio	1,800	1,700	94	
Reagan	1,400	1,400	100	
Shackelford	1,600	1,600	100	
Sherman	1,100	1,100	100	
Terrell	600	600	100	
Uvalde	7,600	7,400	97	
Val Verde	11,600	11,200	97	
<b>VIRGINIA</b>				
Bath	2,200	2,200	100	
Tazewell	18,400	18,100	98	
Wise	17,400	17,100	98	
<b>WEST VIRGINIA</b>				
Logan	17,300	17,100	99	
Mc Dowell	16,400	16,100	98	
Mingo	12,700	12,500	98	
Raleigh	32,700	32,200	98	
Wood	35,200	34,800	99	
Wyoming	12,200	12,000	98	
<b>WYOMING</b>				
Sublette	1,700	1,600	94	
Sweetwater	17,400	16,700	96	
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Barbour	8,600	8,400	98
	Calhoun	42,500	42,100	99
	Chambers	14,100	13,900	99
	Coffee	14,100	13,900	99
	Colbert	20,400	20,100	99
	Covington	14,500	14,300	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA—(Continued)</b>			
	Dale	15,100	14,900	99
	Dallas	17,800	17,500	98
	Etowah	38,400	38,100	99
	Franklin	10,900	10,700	98
	Greene	3,700	3,600	97
	Houston	28,900	28,600	99
	Jackson	19,200	18,900	99
	Lauderdale	30,400	29,900	98
	Lee	29,700	29,300	99
	Madison	71,500	70,700	99
	Marengo	8,500	8,300	98
	Marion	11,500	11,400	99
	Montgomery	74,100	73,300	99
	Morgan	33,400	33,000	99
	Randolph	7,200	7,100	99
	Talladega	25,500	25,200	99
	Tallapoosa	14,100	13,900	99
	Tuscaloosa	50,600	50,000	99
	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Benton	32,600	31,900	98
	Boone	10,800	10,600	98
	Carrroll	7,000	6,900	98
	Chicot	6,000	5,800	97
	Clay	8,100	7,900	98
	Craighead	23,700	23,400	99
	Desha	6,800	6,600	97
	Drew	6,500	6,300	97
	Greene	12,000	11,800	98
	Hempstead	8,900	8,700	98
	Independence	11,800	11,500	98
	Miller	14,100	13,900	99
	Mississippi	20,000	19,600	98
	Ouachita	11,400	11,100	98
Phillips	11,000	10,600	97	
Randolph	6,600	6,400	97	
Sebastian	38,300	37,900	99	
Sevier	5,600	5,500	98	
Union	18,500	18,200	98	
Washington	39,200	38,300	98	
<b>ARIZONA</b>				
Cochise	32,100	30,900	96	
Graham	7,300	6,900	94	
Navajo	21,000	19,200	91	
<b>CALIFORNIA</b>				
El Dorado East	12,600	12,200	96	
Mono	4,500	3,900	87	
Siskiyou	16,600	15,500	93	
<b>COLORADO</b>				
Alamosa	4,300	4,100	95	
Baca	1,900	1,700	89	
Garfield	9,700	9,300	95	
Mesa	34,000	33,100	97	
Phillips	1,800	1,800	100	
Rio Blanco	2,500	2,400	96	
Rio Grande	3,500	3,300	94	
Summit	4,300	4,100	95	
Yuma	4,000	3,800	95	
<b>FLORIDA</b>				
Alachua	62,600	61,300	98	
Bay	39,000	38,600	99	
Brevard	113,500	112,300	99	
Collier	42,300	41,300	98	
Dixie	3,000	2,900	97	
Escambia	88,000	87,200	99	
Franklin	2,900	2,800	96	
Glades	2,600	2,500	96	
Gulf	3,800	3,700	97	
Hendry	7,000	6,800	97	
Indian River	27,500	27,000	98	
Lee	99,300	98,000	99	
Leon	62,000	61,000	98	
Martin	31,700	31,300	99	
Monroe	29,300	28,500	97	

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA—(Continued)</b>				
Between 25-49%	Okeechobee	8,300	8,200	99
	St Lucie	39,300	38,700	98
	Sarasota	102,900	101,800	99
	Taylor	6,400	6,200	97
<b>GEORGIA</b>				
	Appling	5,500	5,300	97
	Atkinson	2,000	1,900	95
	Bacon	3,400	3,300	97
	Baldwin	10,900	10,700	98
	Banks	3,400	3,300	97
	Barrow	8,100	8,000	99
	Ben Hill	6,200	6,000	97
	Bibb	54,600	54,000	99
	Bleckley	3,800	3,700	97
	Bulloch	12,000	11,800	98
	Charlton	2,500	2,400	96
	Chatham	75,300	74,500	99
	Chattahoochee	3,400	3,400	100
	Clarke	28,300	27,900	99
	Clay	1,200	1,200	100
	Clinch	2,200	2,100	95
	Coffee	9,500	9,300	98
	Columbia	15,800	15,600	99
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Dawson	1,800	1,800	100
	Dougherty	35,300	34,800	99
	Evans	3,100	3,100	98
	Fannin	5,800	5,700	98
	Gordon	11,100	11,000	99
	Greene	3,900	3,800	97
	Heard	2,300	2,300	100
	Irwin	3,300	3,200	97
	Jasper	2,900	2,800	96
	Jeff Davis	4,300	4,200	98
	Jones	6,100	6,000	98
	Lamar	4,400	4,300	98
	Lanier	2,100	2,000	95
	Laurens	13,300	13,000	98
	Liberty	11,700	11,500	98
	Lumpkin	3,800	3,700	97
	Mc Intosh	2,900	2,800	97
	Macon	4,900	4,800	98
	Madison	6,700	6,600	98
	Monroe	5,200	5,100	98
	Morgan	3,900	3,800	97
	Muscogee	60,400	59,800	99
	Peach	6,900	6,800	99
	Pickens	4,600	4,500	98
	Rabun	4,200	4,100	98
	Randolph	3,400	3,300	97
	Richmond	64,200	63,600	99
	Stephens	8,000	7,900	99
	Sumter	9,900	9,600	97
	Telfair	4,200	4,100	98
	Thomas	13,400	13,200	99
	Tift	11,600	11,400	98
	Toombs	8,400	8,200	97
	Treutlen	2,100	2,000	95
	Walton	11,000	10,800	98
	Washington	6,400	6,200	97
	Wayne	7,200	7,100	99
	White	3,900	3,800	97
	Whitfield	24,100	23,900	99
	Wilkes	4,000	3,900	97
<b>IOWA</b>				
	Adams	2,200	2,200	100
	Boone	10,000	9,900	99
	Cass	6,800	6,700	99
	Cerro Gordo	19,000	18,800	99
	Clay	7,900	7,800	99
	Dickinson	6,600	6,500	98
	Dubuque	31,500	31,000	98
	Emmet	5,000	4,900	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
Between 25-49%	Henry	7,000	6,900	98
	Humboldt	5,000	4,900	98
	Jefferson	6,000	5,900	98
	Kossuth	8,000	7,900	99
	Linn	64,900	64,400	99
	Muscatine	14,900	14,800	99
	Pottawattamie	31,800	31,500	99
	Scott	60,500	60,000	99
	Union	5,600	5,500	98
	Wright	6,200	6,100	98
<b>IDAHO</b>				
	Bannock	24,400	23,800	98
	Bear Lake	2,600	2,500	96
	Blaine	4,900	4,700	96
	Bonneville	23,100	22,800	99
	Gooding	4,700	4,600	98
	Idaho	5,700	5,400	95
	Lemhi	3,100	2,900	93
	Madison	5,600	5,500	98
	Nez Perce	13,000	12,700	98
	Twin Falls	20,100	19,800	99
<b>ILLINOIS</b>				
	Cass	5,700	5,600	97
	Champaign	60,800	59,500	98
	Coles	20,600	20,200	98
	De Witt	7,000	6,900	99
	Douglas	7,400	7,300	99
	Kankakee	37,200	36,600	98
	Mason	7,400	7,300	99
	Rock Island	62,500	61,900	99
	Sangamon	72,300	70,600	98
<b>INDIANA</b>				
	Delaware	45,400	44,800	99
	Howard	32,200	31,700	98
	Jay	8,400	8,200	98
	Knox	16,100	15,800	98
	Ohio	2,000	2,000	100
	Perry	6,800	6,600	97
	Tippecanoe	43,100	42,000	97
	Vanderburgh	66,200	64,800	98
<b>KANSAS</b>				
	Allen	6,300	6,200	98
	Barber	2,600	2,500	96
	Clark	1,000	1,000	100
	Coffey	3,900	3,800	97
	Cowley	14,800	14,600	99
	Edwards	1,700	1,700	100
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Geary	10,300	10,200	99
	Grant	2,600	2,600	100
	Kearny	1,200	1,200	100
	Lincoln	1,700	1,700	100
	Lyon	13,900	13,600	98
	Mc Pherson	10,400	10,100	97
	Meade	1,800	1,800	100
	Montgomery	17,200	16,900	98
	Neosho	7,300	7,200	99
	Ness	1,800	1,800	100
	Osborne	2,400	2,300	96
	Phillips	2,900	2,800	97
	Rice	4,800	4,700	98
	Riley	20,700	20,300	98
	Russell	3,600	3,500	97
	Saline	19,500	19,200	98
	Scott	2,100	2,100	100
	Sedgwick	146,800	145,400	99
	Sherman	3,000	3,000	100
	Stafford	2,400	2,400	100
	Stevens	1,700	1,600	94
	Thomas	3,200	3,100	97
	Wallace	700	700	100
	Wilson	4,900	4,800	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
Between 25-49%	Bell	12,000	11,800	98
	Bourbon	7,100	7,000	99
	Boyle	9,400	9,300	99
	Breathitt	5,500	5,300	96
	Caldwell	5,100	5,000	98
	Calloway	11,100	11,000	99
	Casey	5,700	5,600	98
	Christian	21,000	20,800	99
	Daviess	32,000	31,700	99
	Estill	5,200	5,000	97
	Fayette	81,300	80,600	99
	Floyd	17,800	17,500	98
	Franklin	17,100	17,000	99
	Fulton	3,400	3,400	100
	Greenup	13,700	13,600	99
	Hardin	27,100	26,900	99
	Harlan	14,700	14,400	98
	Hopkins	17,800	17,600	99
	Jackson	4,300	4,200	97
	Johnson	8,900	8,800	99
	Knox	10,700	10,500	98
	Mc Cracken	24,400	24,200	99
	Madison	18,200	17,900	98
	Magoffin	4,700	4,600	98
	Martin	4,700	4,600	98
	Mercer	7,100	7,000	99
	Montgomery	7,700	7,500	97
	Owsley	1,900	1,800	95
	Powell	3,800	3,700	97
	Pulaski	17,800	17,400	98
	Rowan	6,300	6,200	98
	Taylor	8,500	8,400	99
	Warren	27,300	27,000	99
	Wayne	6,400	6,200	97
	Whitley	12,700	12,500	98
	Woodford	6,400	6,300	98
<b>LOUISIANA</b>				
	Assumption	6,900	6,700	97
	Beauregard	10,600	10,300	97
	Bossier	29,400	29,000	99
	Caddo	96,200	95,100	99
	Calcasieu	61,800	61,100	99
	East Baton Rouge	138,700	137,300	99
	East Carroll	3,600	3,500	97
	Iberia	21,300	21,000	99
	Iberville	10,100	9,900	98
	Jefferson	174,700	173,600	99
	Jefferson Davis	11,000	10,800	98
	Lafayette	58,200	57,500	99
	Lafourche	28,200	27,900	99
	La Salle	6,600	6,400	98
	Lincoln	13,500	13,300	99
	Madison	5,700	5,500	96
	Morehouse	12,200	12,000	98
	Natchitoches	14,400	13,900	97
	Ouachita	51,100	50,500	99
	Rapides	48,200	47,600	99
	St Bernard	22,700	22,600	100
	St Charles	13,100	13,000	99
	St Landry	28,600	27,900	98
	St Martin	13,500	13,300	99
	Tensas	2,900	2,800	97
	Terrebonne	33,200	32,700	99
	Vermilion	17,500	17,300	99
	Vernon	17,200	16,700	97
	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
<b>MARYLAND</b>				
	Allegany	29,600	29,300	99
<b>MAINE</b>				
	Aroostook	30,100	29,300	97

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
Between 25-49%	Delta	14,200	13,900	98
	Dickinson	10,000	9,800	98
	Houghton	13,100	12,700	97
	Iron	5,500	5,400	98
	Manistee	9,300	9,100	98
	Muskegon	56,200	55,400	99
	Ontonagon	3,500	3,300	94
<b>MINNESOTA</b>				
	Big Stone	2,900	2,900	100
	Chippewa	5,900	5,800	98
	Clay	17,400	17,300	99
	Faribault	7,600	7,500	99
	Koochiching	6,300	6,100	97
	Lyon	9,000	8,800	98
	Pennington	6,000	5,800	97
<b>MISSOURI</b>				
	Buchanan	33,500	33,000	99
	Cape Girardeau	22,700	22,300	98
	Dunklin	14,000	13,700	98
	Johnson	13,400	13,200	99
	Livingston	6,300	6,200	98
	Madison	4,500	4,400	98
	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Pemiscot	8,800	8,600	97
	Pulaski	10,400	10,200	98
	Stoddard	11,300	11,100	98
<b>MISSISSIPPI</b>				
	Adams	13,100	12,900	98
	Alcorn	12,800	12,600	98
	Bolivar	13,500	13,100	97
	Calhoun	5,700	5,600	98
	Clay	7,200	7,100	99
	Coahoma	11,600	11,300	97
	Forrest	24,300	24,100	99
	Grenada	7,300	7,100	97
	Harrison	56,200	55,800	99
	Hinds	92,600	91,800	99
	Humphreys	4,400	4,300	98
	Itawamba	7,600	7,500	99
	Jackson	41,700	41,300	99
	Jones	22,600	22,400	99
	Lafayette	10,900	10,700	98
	Lamar	8,800	8,700	99
	Lauderdale	28,400	28,100	99
	Lee	21,400	21,100	99
	Leflore	13,300	13,000	98
	Lowndes	19,900	19,700	99
	Madison	14,500	14,200	98
	Monroe	12,600	12,400	98
	Neshoba	8,600	8,500	99
	Oktibbeha	12,000	11,700	98
	Pike	12,900	12,700	98
	Sunflower	9,600	9,300	97
	Warren	18,400	18,100	98
	Yalobusha	5,000	4,900	98
<b>MONTANA</b>				
	Beaverhead	3,000	2,800	93
	Big Horn	3,400	3,200	94
	Chouteau	2,200	2,100	95
	Custer	5,300	5,000	94
	Dawson	4,600	4,400	96
	Fallon	1,400	1,300	93
	Flathead	21,100	20,400	97
	Glacier	3,500	3,300	94
	Lewis + Clark	18,100	17,500	97
	Missoula	31,600	30,500	97
	Park	5,500	5,300	96
	Prairie	700	600	86
	Roosevelt	3,500	3,400	97
	Toole	2,200	2,100	95
<b>NORTH CAROLINA</b>				
	Carteret	17,000	16,800	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
Between 25-49%	Clay	2,800	2,700	96
	Craven	25,200	24,900	99
	Cumberland	81,300	80,300	99
	Dare	6,300	6,100	97
	Forsyth	96,900	96,000	99
	Halifax	19,100	18,600	98
	Haywood	17,900	17,600	98
	New Hanover	41,100	40,600	99
	Onslow	32,300	32,000	99
	Pasquotank	10,400	10,200	98
	Transylvania	8,900	8,700	98
	Vance	13,000	12,800	98
	Watauga	11,900	11,700	98
Wilson	23,100	22,700	98	
<b>NORTH DAKOTA</b>				
	Burleigh	22,100	21,800	99
	Foster	1,600	1,600	100
	Grand Forks	23,600	23,400	99
	Hettinger	1,500	1,500	100
	Mc Intosh	1,900	1,800	95
	Mc Lean	4,700	4,600	98
	Mercer	4,000	3,900	97
	Morton	9,600	9,400	98
	Nelson	2,000	2,000	100
	Pembina	3,900	3,800	97
	Pierce	2,100	2,100	100
	Ramsey	4,900	4,800	98
	Stark	8,900	8,800	99
	Stutsman	9,300	9,200	99
	Ward	21,000	20,700	99
	Williams	9,200	9,100	99
<b>NEBRASKA</b>				
	Box Butte	5,800	5,700	98
	Deuel	1,000	1,000	100
	Fillmore	3,000	3,000	100
	Gage	9,200	9,100	99
	Garden	1,100	1,100	100
	Hall	18,600	18,400	99
	Jefferson	3,800	3,700	97
	Knox	4,200	4,100	98
	Lancaster	77,400	76,600	99
	Lincoln	14,300	14,100	99
	Nuckolls	2,600	2,500	96
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Red Willow	5,100	5,000	98
	Sarpy	30,000	29,900	100
	Valley	2,200	2,100	95
<b>NEW MEXICO</b>				
	Cibola	10,300	10,100	98
	Colfax	5,300	5,000	94
	Dona Ana	34,900	33,700	97
	Grant	9,500	9,000	95
	Lea North	18,200	17,900	98
	Luna	6,100	5,900	97
	Mc Kinley	17,100	15,800	93
	Quay	4,200	4,000	95
	Roosevelt	5,800	5,600	97
	San Miguel	7,700	7,100	92
	Taos	7,100	6,500	91
<b>NEVADA</b>				
	Churchill	5,600	5,500	98
	Mineral	2,300	2,200	96
	Nye North	2,100	2,000	92
<b>OHIO</b>				
	Allen	40,600	39,900	98
	Ashland	16,500	16,300	99
	Ashtabula	37,200	36,600	98
	Athens	19,100	18,500	97
	Crawford	18,300	18,000	98
	Hocking	9,500	9,300	98
	Lake	76,200	75,700	99
	Lawrence	23,500	23,000	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
Between 25-49%	Marion	24,700	24,400	99
	Miami	33,300	32,900	99
	Monroe	6,500	6,300	97
	Muskingum	31,000	30,400	98
	Pike	8,400	8,100	97
	Richland	48,100	47,400	99
Washington	23,900	23,200	97	
<b>OKLAHOMA</b>				
	Beckham	8,200	8,000	98
	Carter	17,300	17,100	99
	Choctaw	6,500	6,300	97
	Cimarron	1,400	1,400	100
	Comanche	36,500	36,200	99
	Craig	5,500	5,400	98
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Garfield	25,700	25,500	99
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Hughes	5,700	5,600	98
	Kay	20,300	20,100	99
	Muskogee	26,300	25,900	98
	Noble	4,700	4,700	100
	Stephens	18,100	17,900	99
	Texas	6,600	6,500	98
	Tillman	4,700	4,600	98
	Washington	20,200	20,100	100
<b>OREGON</b>				
	Curry	7,500	6,900	92
	Deschutes	27,100	25,600	94
	Grant	3,300	2,900	88
	Lake	3,100	2,900	94
	Lincoln	16,500	15,200	92
	Linn	35,600	34,300	96
	Tillamook	9,000	8,400	93
	Union	9,200	8,600	93
<b>PENNSYLVANIA</b>				
	Cameron	2,600	2,600	100
	Huntingdon	15,100	14,700	97
	Potter	6,300	6,100	97
	Tioga	14,100	13,600	96
	Venango	23,500	22,800	97
<b>SOUTH CAROLINA</b>				
	Aiken	39,400	39,000	99
	Beaufort	22,700	22,300	98
	Berkeley	34,100	33,400	98
	Dorchester	21,800	21,400	98
	Florence	38,900	38,300	99
	Georgetown	14,700	14,300	98
	Greenwood	21,500	21,200	99
	Horry	40,000	39,200	98
	Marlboro	10,400	10,200	98
	Richland	91,500	90,200	99
	Sumter	28,900	28,400	98
<b>SOUTH DAKOTA</b>				
	Bennett	1,000	1,000	100
	Codington	8,000	7,900	99
	Davison	7,200	7,000	97
	Faulk	1,200	1,200	100
	Grant	3,200	3,100	97
	Hand	1,800	1,800	100
	Hyde	800	800	100
	Jackson	1,200	1,200	100
	Minnehaha	43,900	43,600	99
	Tripp	2,600	2,600	100
<b>TENNESSEE</b>				
	Anderson	26,200	26,000	99
	Bradley	25,500	25,300	99
	Campbell	13,400	13,200	99
	Carroll	10,500	10,300	98
	Carter	19,200	19,000	99
	Dyer	13,400	13,200	99
	Gibson	18,700	18,500	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE—(Continued)</b>				
Between 25-49%	Hamblen	19,000	18,800	99
	Hamilton	109,300	108,600	99
	Hardin	8,800	8,600	98
	Henry	11,600	11,400	98
	Knox	126,400	125,400	99
	Mcminn	15,600	15,400	99
	Madison	28,800	28,500	99
	Morgan	5,800	5,700	98
	Obion	12,500	12,400	99
	Putnam	18,600	18,400	99
	Roane	18,400	18,200	99
	Sullivan	55,500	55,100	99
	Unicoi	6,200	6,100	98
	Warren	12,900	12,700	98
	Washington	33,700	33,500	99
	Weakley	12,100	11,900	98
<b>TEXAS</b>				
	Andrews	4,900	4,800	98
	Bailey	2,700	2,700	100
	Baylor	2,000	2,000	100
	Bee	8,700	8,500	98
	Bell	57,700	57,100	99
	Bowie	29,100	28,700	99
	Brewster	2,700	2,600	96
	Brown	13,700	13,400	98
	Calhoun	7,100	7,000	99
	Cameron	67,400	66,400	99
	Carson	2,500	2,500	100
	Castro	3,400	3,300	97
	Childress	2,800	2,800	98
	Cochran	1,500	1,500	100
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Collingsworth	1,800	1,700	94
	Concho	1,100	1,100	100
	Coryell	16,100	15,900	99
	Cottle	1,200	1,200	100
	Crane	1,800	1,800	100
	Crockett	1,700	1,700	100
	Crosby	2,900	2,900	100
	Culberson	1,000	1,000	100
	Dawson	5,500	5,400	98
	Deaf Smith	6,800	6,700	99
	Donley	1,600	1,600	100
	Duval	4,100	4,000	98
	Edwards	700	700	100
	Floyd	3,300	3,300	100
	Gaines	4,600	4,600	100
	Gray	10,600	10,500	99
	Grayson	36,200	35,700	99
	Hale	13,100	13,000	99
	Hall	2,200	2,100	95
	Hansford	2,300	2,300	100
	Hays	14,500	14,200	98
	Hemphill	2,200	2,200	100
	Hockley	8,300	8,200	99
	Hopkins	10,200	10,000	98
	Hutchinson	10,600	10,500	99
	Jeff Davis	600	600	100
	Jefferson	94,600	93,900	99
	Jim Wells	12,200	11,900	98
	Kerr	12,600	12,300	98
	Kleberg	10,700	10,500	98
	Lamar	16,900	16,300	96
	La Salle	1,900	1,800	95
	Lipscomb	1,500	1,500	100
	Llano	4,800	4,700	98
	Mc Lennan	66,500	65,800	99
	Martin	1,600	1,600	100
	Mason	1,500	1,400	93
	Menard	900	900	94
	Midland	33,700	33,400	99
	Milam	8,700	8,500	98
	Mitchell	3,400	3,300	97

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Montague	7,200	7,100	99
	Moore	6,100	6,100	100
	Nolan	6,600	6,500	98
	Nueces	93,800	92,600	99
	Ochiltree	3,600	3,600	100
	Oldham	700	700	100
	Orange	30,400	30,100	99
	Parmer	3,500	3,500	100
	Pecos	4,700	4,600	98
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Reeves	4,900	4,800	98
	Roberts	400	400	100
	Schleicher	1,000	1,000	100
	Starr	8,000	7,700	96
	Sutton	1,900	1,800	95
	Throckmorton	900	900	100
	Upton	1,600	1,600	100
	Walker	13,800	13,300	97
	Ward	5,000	4,900	98
	Wheeler	3,100	3,000	97
	Wilbarger	6,100	6,100	100
	Williamson	29,900	29,400	98
	Winkler	3,500	3,500	100
	Yoakum	3,100	3,100	100
	Zapata	2,400	2,300	96
	Zavala	3,200	3,100	97
<b>UTAH</b>				
	Carbon	8,400	8,200	98
	Grand	3,200	2,900	92
<b>VIRGINIA</b>				
	Accomack	11,800	11,500	97
	Albemarle	37,300	36,500	98
	Alleghany	10,200	10,100	99
	Buchanan	12,800	12,500	97
	Dickenson	7,000	6,900	99
	Henry	27,400	27,100	99
	Pulaski	13,200	13,000	98
	Roanoke	76,800	76,100	99
	Rockbridge	11,000	10,800	98
	Russell	12,000	11,800	98
	Smyth	12,000	11,800	98
	Wythe	9,600	9,400	98
<b>WASHINGTON</b>				
	Asotin	6,900	6,700	97
	Columbia	1,600	1,500	94
	Franklin	13,600	13,200	97
	Garfield	1,000	900	90
	Grant	18,500	17,800	96
	Kittitas East	7,100	6,700	94
	Okanogan	12,300	11,600	94
	Pacific	7,400	7,000	94
	Pend Oreille	3,400	3,300	97
<b>WISCONSIN</b>				
	Ashland	6,400	6,300	98
	Iron	2,700	2,700	100
<b>WEST VIRGINIA</b>				
	Barbour	6,200	6,100	98
	Boone	10,900	10,800	99
	Cabell	40,900	40,600	99
	Fayette	21,400	21,100	99
	Greenbrier	14,300	14,000	98
	Hancock	14,800	14,800	100
	Harrison	29,200	29,000	99
	Kanawha	88,900	88,200	99
	Marshall	15,100	15,000	99
	Mason	10,100	10,000	99
	Mercer	28,000	27,600	99
	Mineral	10,000	9,800	98
	Pleasants	3,000	3,000	100
	Putnam	14,500	14,400	99
	Taylor	6,100	6,000	98
	Tyler	4,200	4,100	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA—(Continued)</b>				
Between 25-49%	Upshur	8,800	8,600	98
	Wayne	16,900	16,700	99
	Webster	4,500	4,400	98
	Wetzel	7,900	7,800	99
<b>WYOMING</b>				
	Albany	11,300	10,800	96
	Big Horn	4,400	4,200	95
	Campbell	9,800	9,300	95
	Carbon	8,600	8,200	95
	Converse	5,800	5,600	97
	Hot Springs	2,300	2,200	96
	Johnson	2,600	2,500	96
	Niobrara	1,200	1,200	100
	Platte	5,600	5,300	95
	Sheridan	10,500	10,000	95
	Teton	4,700	4,500	96
	Uinta	5,200	5,000	96
	Weston	2,800	2,700	96
<b>ALABAMA</b>				
Between 5-24%	Baldwin	29,900	29,600	99
	Butler	7,500	7,400	99
	Cherokee	6,800	6,700	99
	Choctaw	5,500	5,400	98
	Clarke	9,200	9,000	98
	Cleburne	4,900	4,800	98
	Crenshaw	5,300	5,200	98
	Cullman	23,400	23,200	99
	De Kalb	21,000	20,800	99
	Elmore	15,400	15,200	99
	Escambia	13,100	12,900	98
	Fayette	7,100	7,000	99
	Geneva	8,800	8,700	99
	Henry	5,600	5,500	98
	Jefferson	254,600	252,800	99
	Lamar	6,100	6,000	98
	Lawrence	10,400	10,200	98
	Limestone	15,900	15,700	98
	Macon	8,500	8,300	98
	Marshall	25,300	25,000	99
	Mobile	132,900	132,000	99
	Monroe	7,700	7,500	97
	Perry	4,600	4,500	98
	Pickens	7,200	7,000	97
	Pike	10,000	9,800	98
	Russell	16,900	16,700	99
	St Clair	15,500	15,300	99
	Shelby	25,300	25,100	99
	Sumter	5,500	5,400	98
	Walker	25,300	25,100	99
	Wilcox	4,500	4,400	98
	Winston	8,300	8,200	99
<b>ARKANSAS</b>				
	Arkansas	9,100	9,000	99
	Baxter	12,600	12,300	98
	Bradley	5,300	5,200	98
	Calhoun	2,200	2,200	98
	Clark	8,300	8,100	98
	Cleburne	7,200	7,000	98
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Conway	7,100	7,000	99
	Crawford	13,900	13,600	98
	Crittenden	16,600	16,200	98
	Cross	6,800	6,700	99
	Faulkner	17,500	17,200	98
	Franklin	5,700	5,600	98
	Fulton	4,300	4,100	95
	Garland	30,500	30,000	98
	Grant	4,800	4,700	98
	Hot Spring	10,400	10,200	98
	Howard	5,100	5,000	98
	Izard	4,700	4,500	96
	Jefferson	31,600	31,000	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS—(Continued)</b>				
Between 5-24%	Johnson	6,900	6,700	97
	Lafayette	3,700	3,600	97
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Lincoln	3,900	3,800	97
	Little River	5,000	4,900	98
	Logan	7,200	7,000	97
	Lonoke	12,500	12,300	98
	Madison	4,400	4,200	95
	Monroe	4,900	4,700	96
	Nevada	4,000	3,900	98
	Newton	3,000	2,900	97
	Pike	4,100	4,000	98
	Poinsett	9,600	9,400	98
	Polk	6,500	6,300	97
	Pope	15,300	15,000	98
	Pulaski	132,800	131,400	99
	St Francis	10,000	9,700	97
	Saline	19,600	19,400	99
	Scott	3,900	3,800	97
Searcy	3,500	3,400	97	
Sharp	6,500	6,200	95	
Stone	3,600	3,500	97	
Van Buren	5,600	5,500	98	
White	18,700	18,400	98	
Woodruff	4,000	3,900	97	
Yell	6,600	6,500	98	
<b>ARIZONA</b>				
	Apache North	11,500	10,300	90
	Cocconino	25,600	23,800	93
	Gila	14,100	13,500	96
	La Paz	5,000	4,800	96
	Maricopa	633,100	620,400	98
	Mohave	26,100	24,800	95
	Pima	225,400	220,900	98
	Pinal	31,600	30,500	97
	Santa Cruz	7,000	6,800	97
	Yavapai	31,700	30,200	95
<b>CALIFORNIA</b>				
	Alameda	445,700	432,300	97
	Alpine	400	400	88
	Calaveras	9,400	9,000	96
	Contra Costa East	26,700	26,200	98
	Contra Costa West	240,000	234,700	98
	Fresno	197,000	189,800	96
	Inyo	7,900	7,100	90
	Kern East	23,500	22,600	96
	Kings	25,200	24,100	95
	Lassen	8,300	7,800	94
	Merced	49,900	48,000	96
	Modoc	3,600	3,300	93
	Monterey	104,300	100,500	96
	Napa	40,500	39,100	97
	Nevada	24,200	22,900	95
	Orange	777,900	764,400	98
	Placer West	46,600	44,900	96
	Plumas	7,900	7,400	94
	Riverside East	6,700	6,500	97
	San Bernardino	349,700	338,900	97
	San Diego	749,700	729,200	97
	San Francisco	297,400	279,600	94
	San Mateo	238,500	234,100	98
	Santa Clara West	498,100	485,300	97
	Solano East	55,200	54,000	98
	Stanislaus	107,600	102,700	95
	Trinity	5,300	4,900	92
	Tuolumne	14,900	14,100	95
<b>COLORADO</b>				
	Adams	96,000	95,300	99
	Arapahoe	131,400	129,900	99



**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
Between 5-24%	Bent	2,000	1,900	95
	Boulder	78,900	76,900	97
	Chaffee	5,300	5,100	96
	Delta	8,800	8,400	95
	Eagle	6,300	6,000	94
	El Paso	120,100	118,300	99
	Gunnison	4,300	4,000	93
	Huerfano	2,400	2,300	96
	Jefferson	152,400	151,100	99
	Kiowa	700	700	100
	Kit Carson	2,900	2,700	93
	Lake	3,000	2,900	97
	La Plata	11,000	10,500	95
	Larimer	63,100	61,700	98
	Las Animas	5,600	5,300	95
	Lincoln	1,800	1,700	94
	Moffat	5,600	5,200	94
	Montezuma	6,200	5,900	95
	Otero	8,100	7,900	98
	Pitkin	5,100	4,700	92
	San Miguel	1,500	1,400	93
	Sedgwick	1,400	1,400	100
	Teller	3,600	3,500	97
	Washington	2,000	1,900	95
	Weld	48,100	47,300	98
<b>CONNECTICUT</b>				
	Fairfield	292,100	288,500	99
<b>DELAWARE</b>				
	New Castle	144,700	144,000	100
<b>FLORIDA</b>				
	Baker	5,000	4,900	98
	Bradford	7,100	7,000	99
	Broward	480,800	477,600	99
	Calhoun	3,500	3,400	97
	Charlotte	30,700	30,200	98
	Citrus	28,500	27,900	98
	Clay	26,600	26,200	98
	Columbia	13,800	13,500	98
	Dade	659,800	653,500	99
	Duval	221,400	219,400	99
	Flagler	5,600	5,500	98
	Gadsden	13,100	12,800	98
	Gilchrist	2,400	2,400	100
	Hamilton	3,200	3,100	97
	Hardee	6,800	6,700	99
	Hernando	22,200	21,800	98
	Highlands	21,600	21,200	98
	Hillsborough	265,000	262,100	99
	Jackson	14,100	13,700	97
	Jefferson	3,800	3,700	97
	Lake	47,400	46,800	99
	Levy	8,200	7,900	96
	Madison	5,000	4,800	96
	Manatee	69,600	68,900	99
	Marion	54,100	52,900	98
	Nassau	12,700	12,500	98
	Orange	192,800	191,100	99
	Osceola	23,100	22,700	98
	Palm Beach	277,000	273,300	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	Putnam	20,700	20,400	99
	St Johns	21,900	21,600	99
	Santa Rosa	21,400	21,200	99
	Seminole	77,600	76,800	99
	Suwannee	8,700	8,400	97
	Union	2,400	2,300	98
	Volusia	120,500	119,200	99
	Walton	9,000	8,800	98
	Washington	5,900	5,800	98
<b>GEORGIA</b>				
	Berrien	5,000	4,900	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 5-24%	Brantley	3,400	3,300	97
	Brooks	5,300	5,200	98
	Bryan	3,700	3,600	97
	Burke	6,400	6,200	97
	Camden	4,700	4,600	98
	Candler	2,800	2,700	96
	Catoosa	13,900	13,800	99
	Colquitt	13,000	12,800	98
	Cook	4,800	4,700	98
	Dade	4,300	4,200	98
	Decatur	8,900	8,700	98
	Dodge	6,200	6,100	98
	Dooley	3,800	3,700	97
	Early	4,700	4,600	98
	Effingham	6,700	6,600	99
	Elbert	7,100	7,000	99
	Emanuel	7,200	7,000	97
	Franklin	5,800	5,700	98
	Gilmer	4,300	4,200	98
	Grady	6,800	6,700	99
	Hancock	2,800	2,700	96
	Harris	5,900	5,800	98
	Hart	6,600	6,500	98
	Jefferson	6,500	6,300	97
	Jenkins	3,000	2,900	97
	Johnson	3,200	3,100	97
	Lee	4,300	4,200	98
	Mc Duffie	6,900	6,800	99
	Mitchell	6,900	6,700	97
	Montgomery	2,300	2,200	96
	Murray	7,500	7,400	99
	Oglethorpe	3,200	3,100	97
	Pierce	4,300	4,200	98
	Pulaski	3,300	3,200	97
	Putnam	3,800	3,700	97
	Quitman	800	800	100
	Schley	1,100	1,100	100
	Screven	5,200	5,100	98
	Seminole	3,300	3,200	97
	Stewart	1,900	1,800	95
	Talbot	2,100	2,000	95
	Tattnall	5,900	5,800	98
	Taylor	2,700	2,600	96
	Terrell	4,100	4,000	98
	Towns	2,400	2,400	100
	Turner	3,100	3,000	97
	Twiggs	3,100	3,000	97
	Union	3,800	3,700	97
	Walker	20,400	20,200	99
	Warren	2,100	2,000	95
	Wheeler	1,800	1,700	94
	Wilkinson	3,400	3,300	97
	Worth	6,100	6,000	98
<b>IOWA</b>				
	Allamakee	5,300	5,200	98
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Benton	9,100	9,000	99
	Black Hawk	50,300	49,900	99
	Bremer	9,000	8,900	99
	Buchanan	8,000	7,900	99
	Buena Vista	7,900	7,800	99
	Butler	6,500	6,400	98
	Carroll	8,100	8,000	99
	Cherokee	6,200	6,100	98
	Chickasaw	5,600	5,500	98
	Clarke	3,500	3,400	99
	Clayton	8,000	7,800	98
	Crawford	6,800	6,700	99
	Dallas	11,500	11,400	99
	Davis	3,400	3,400	100
	Decatur	3,500	3,400	97
	Delaware	6,400	6,300	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
Between 5-24%	Des Moines	17,900	17,700	99
	Fayette	9,300	9,200	99
	Floyd	7,100	7,000	99
	Franklin	5,300	5,300	100
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hancock	5,400	5,300	98
	Hardin	8,100	8,000	99
	Harrison	6,000	5,900	98
	Howard	4,300	4,200	98
	Iowa	5,900	5,800	98
	Jackson	8,200	8,100	99
	Jasper	14,000	13,900	99
	Johnson	32,400	31,800	98
	Lee	16,100	15,900	99
	Louisa	4,500	4,400	98
	Lucas	4,300	4,200	98
	Lyon	4,500	4,400	98
	Madison	4,600	4,600	100
	Mahaska	8,900	8,800	99
	Marion	10,900	10,800	99
	Marshall	15,900	15,800	99
	Mills	4,900	4,800	99
	Monona	4,500	4,400	98
	Monroe	3,500	3,500	100
	Montgomery	5,400	5,300	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Page	7,500	7,400	99
	Palo Alto	4,900	4,800	98
	Pocahontas	4,300	4,200	98
	Polk	121,100	120,000	99
	Poweshiek	7,100	7,000	99
	Sac	5,400	5,300	98
	Shelby	5,500	5,400	99
	Sioux	10,500	10,300	98
	Story	25,200	24,900	99
	Taylor	3,300	3,200	97
	Wapello	15,600	15,400	99
	Warren	12,700	12,600	99
	Washington	7,500	7,400	99
	Webster	17,000	16,800	99
	Winnebago	5,100	5,000	98
	Woodbury	37,400	37,100	99
	Worth	3,500	3,500	100
<b>IDAHO</b>				
	Ada	72,200	70,900	98
	Benewah	3,200	3,100	97
	Bingham	11,800	11,600	98
	Bonner	9,800	9,500	97
	Butte	1,100	1,100	100
	Canyon	31,100	30,300	97
	Caribou	3,200	3,100	97
	Cassia	6,400	6,300	98
	Elmore	7,400	7,300	99
	Franklin	2,900	2,800	96
	Fremont	3,800	3,700	97
	Gem	4,500	4,400	98
	Jefferson	5,100	5,100	100
	Jerome	5,600	5,500	98
	Kootenai	24,700	24,300	98
	Lewis	1,500	1,500	100
	Lincoln	1,200	1,200	100
	Minidoka	6,800	6,600	97
	Oneida	1,100	1,100	100
	Payette	6,100	6,000	98
	Power	2,600	2,500	96
	Teton	900	900	100
	Washington	3,300	3,200	97
<b>ILLINOIS</b>				
	Alexander	4,800	4,600	96
	Boone	10,400	10,200	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS—(Continued)</b>				
Between 5-24%	Brown	2,100	2,000	95
	Bureau	14,800	14,500	98
	Christian	14,000	13,700	98
	Clark	6,700	6,500	97
	Clay	6,100	5,800	95
	Clinton	11,600	11,400	98
	Crawford	8,200	8,000	98
	Cumberland	4,400	4,300	98
	Edgar	8,500	8,300	98
	Edwards	3,400	3,300	97
	Effingham	11,700	11,300	96
	Fayette	8,300	8,000	96
	Franklin	17,900	17,400	97
	Fulton	16,500	16,100	98
	Grundy	11,500	11,400	99
	Henry	21,500	21,200	99
	Jasper	4,300	4,200	98
	Jersey	7,100	6,900	97
	Jo Daviess	8,900	8,600	97
	Kane	99,400	98,000	99
	Knox	23,600	23,300	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Lawrence	6,800	6,600	97
	Livingston	14,400	14,000	97
	Logan	11,500	11,300	98
	McDonough	13,200	12,900	98
	Mchenry	54,700	54,300	99
	McLean	44,400	43,400	98
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marion	17,200	16,800	98
	Marshall	5,500	5,400	98
	Massac	6,100	5,900	97
	Menard	4,600	4,500	98
	Mercer	7,100	7,000	99
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Moultrie	5,400	5,200	96
	Ogle	17,300	17,000	98
	Peoria	75,700	74,400	98
	Piatt	6,200	6,100	98
	Pike	7,400	7,200	97
	Putnam	2,300	2,200	96
	St Clair	91,200	89,500	98
	Saline	11,900	11,500	97
	Schuyler	3,200	3,100	97
	Scott	2,300	2,300	100
	Shelby	8,900	8,600	97
	Stark	2,700	2,700	100
	Tazewell	49,300	48,500	98
	Union	7,200	7,000	97
	Vermilion	36,000	35,300	98
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	Will	113,200	111,900	99
	Woodford	12,000	11,700	97
<b>INDIANA</b>				
	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Bartholomew	24,500	24,100	98
	Benton	3,700	3,600	97
	Blackford	5,600	5,500	98
	Boone	13,600	13,400	99
	Carroll	7,300	7,200	99
	Clark	33,100	32,500	98
	Clay	9,400	9,300	98
	Clinton	11,500	11,300	98
	Daviess	10,300	10,000	97
	Dearborn	12,300	12,100	98
	Decatur	8,300	8,100	98
	DeKalb	11,900	11,700	99
	Elkhart	50,400	49,300	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA—(Continued)</b>				
Between 5-24%	Fayette	10,200	10,000	98
	Floyd	22,600	22,300	99
	Fountain	6,900	6,800	99
	Gibson	12,900	12,600	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Harrison	9,900	9,700	98
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Huntington	12,900	12,700	98
	Jackson	13,800	13,600	99
	Jefferson	11,100	10,900	98
	Johnson	28,000	27,800	99
	Kosciusko	22,700	22,200	98
	Lake	177,600	175,200	99
	La Porte	38,500	38,000	99
	Lawrence	16,200	15,900	98
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Marshall	14,500	14,200	98
	Martin	3,800	3,700	97
	Monroe	36,500	35,500	97
	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Noble	12,900	12,600	98
	Porter	44,100	43,500	99
	Pulaski	5,100	4,900	96
	Randolph	10,900	10,700	98
	Ripley	8,400	8,200	98
	St Joseph	88,400	87,200	99
	Scott	7,300	7,100	97
	Shelby	14,200	14,000	99
	Spencer	6,700	6,500	97
	Starke	8,000	7,800	97
	Steuben	9,600	9,400	98
	Sullivan	8,200	8,000	98
	Tipton	6,200	6,100	98
	Vermillion	7,200	7,100	99
	Wabash	12,800	12,500	98
	Warrick	15,600	15,200	97
	Wayne	27,900	27,400	98
	White	9,500	9,300	98
	Whitley	9,500	9,400	99
<b>KANSAS</b>				
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Brown	5,000	4,900	98
	Butler	17,400	17,200	99
	Chautauqua	2,300	2,300	100
	Cherokee	8,800	8,700	99
	Cheyenne	1,500	1,500	100
	Cloud	4,800	4,700	98
	Crawford	15,800	15,600	99
	Decatur	1,800	1,800	100
	Dickinson	8,000	7,900	99
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,300	98
	Ellis	10,000	9,900	99
	Ellsworth	2,900	2,800	97
	Franklin	8,700	8,600	99
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Greenwood	3,800	3,700	97
	Harper	3,300	3,200	97
	Harvey	11,500	11,300	98
	Haskell	1,300	1,300	100
	Hodgeman	900	900	100
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Labette	10,000	9,800	98
	Lane	1,000	1,000	100
	Leavenworth	18,000	17,800	99
	Marion	5,200	5,100	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
Between 5-24%	Marshall	5,200	5,100	98
	Mitchell	3,400	3,300	97
	Morris	2,600	2,500	96
	Nemaha	4,100	4,000	98
	Osage	6,000	5,900	98
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	98
	Pottawatomie	6,000	5,900	98
	Pratt	4,300	4,200	98
	Rawlins	1,600	1,600	100
	Reno	26,000	25,700	99
	Rooks	2,700	2,700	100
	Sheridan	1,300	1,300	100
	Smith	2,400	2,400	100
	Stanton	800	800	100
	Sumner	9,700	9,600	99
	Trego	1,600	1,600	100
	Wabaunsee	2,600	2,500	96
	Washington	3,300	3,200	97
	Wyandotte	63,600	62,900	99
<b>KENTUCKY</b>				
	Adair	5,700	5,600	98
	Anderson	4,800	4,800	100
	Barren	13,100	13,000	99
	Bath	3,800	3,700	97
	Boone	17,100	17,000	99
	Breckinridge	6,200	6,100	98
	Bullitt	14,700	14,600	99
	Campbell	28,600	28,500	100
	Carroll	3,400	3,400	100
	Carter	8,800	8,700	99
	Clark	10,600	10,500	99
	Clinton	3,400	3,300	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Garrard	4,200	4,100	98
	Graves	13,500	13,400	99
	Grayson	7,800	7,700	99
	Green	4,000	3,900	98
	Hancock	2,800	2,800	100
	Harrison	5,500	5,400	98
	Hart	5,800	5,700	98
	Henderson	15,900	15,700	99
	Hickman	2,200	2,200	100
	Jefferson	257,700	256,500	100
	Jessamine	9,500	9,300	98
	Kenton	50,100	49,900	100
	Larue	4,600	4,600	100
	Lawrence	5,100	5,000	98
	Leslie	5,100	4,900	96
	Lincoln	6,800	6,700	99
	Livingston	3,700	3,700	100
	Logan	9,100	9,000	99
	Mc Creary	5,400	5,300	98
	Marshall	10,300	10,200	99
	Metcalfe	3,600	3,500	97
	Morgan	4,400	4,300	98
	Muhlenberg	11,600	11,500	99
	Nelson	9,600	9,500	99
	Ohio	8,000	7,900	99
	Oldham	9,500	9,400	99
	Rockcastle	5,000	4,800	97
	Russell	5,600	5,500	98
	Scott	7,800	7,700	99
	Shelby	8,400	8,300	99
	Simpson	5,500	5,400	98
	Trigg	3,600	3,600	100
	Union	5,800	5,700	98
	Webster	5,700	5,600	98
	Wolfe	2,400	2,300	96
<b>LOUISIANA</b>				
	Acadia	19,200	18,900	98
	Allen	7,600	7,400	97

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA—(Continued)</b>				
<b>Between 5-24%</b>	Ascension	17,300	16,900	98
	Avoyelles	14,400	14,100	98
	Bienville	6,000	5,900	98
	Caldwell	4,300	4,200	98
	Catahoula	4,400	4,300	97
	Claiborne	6,400	6,200	98
	De Soto	9,500	9,300	97
	East Feliciana	5,400	5,200	96
	Evangeline	11,700	11,400	97
	Franklin	8,400	8,200	98
	Jackson	6,500	6,400	98
	Livingston	21,300	20,900	98
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	Pointe Coupee	8,400	8,200	98
	Red River	3,800	3,700	97
	Richland	7,400	7,200	97
	Sabine	10,100	9,800	97
	St James	6,500	6,400	98
	St John The Baptist	10,700	10,500	98
	St Tammany	43,400	42,900	99
	Tangipahoa	28,400	27,800	98
	Union	7,700	7,600	99
	Washington	16,000	15,600	98
	Webster	16,300	16,000	98
	West Carroll	4,500	4,400	98
	Winn	6,200	6,000	97
<b>MASSACHUSETTS</b>				
	Bristol	174,600	172,500	99
	Essex	236,600	233,800	99
<b>MARYLAND</b>				
	Anne Arundel	133,700	133,000	99
	Baltimore	524,300	521,600	99
	Charles	24,800	24,500	99
	Garrett	9,600	9,400	98
	Howard	48,500	48,200	99
	St Marys	21,000	20,800	99
	Washington	41,700	41,300	99
	Wicomico	24,700	24,400	99
	Worcester	12,800	12,600	98
<b>MAINE</b>				
	Penobscot	48,300	47,400	98
	Piscataquis	6,600	6,500	98
	Washington	13,100	12,700	97
<b>MICHIGAN</b>				
	Alger	3,300	3,200	97
	Allegan	29,600	29,200	99
	Antrim	6,300	6,200	98
	Baraga	3,200	3,100	97
	Barry	16,800	16,600	99
	Bay	42,800	42,300	99
	Benzie	4,400	4,300	98
	Berrien	62,900	61,800	98
	Calhoun	52,300	51,700	99
	Cass	18,300	18,000	98
	Cheboygan	8,100	7,800	96
	Clare	9,800	9,600	98
	Clinton	18,800	18,600	99
	Crawford	3,700	3,600	97
	Eaton	33,400	33,000	99
	Grand Traverse	21,900	21,400	98
	Hillsdale	14,800	14,500	98
	Ingham	97,400	96,000	99
	Ionia	17,000	16,800	99
	Iosco	11,000	10,800	99
	Isabella	17,700	17,300	98
	Kalkaska	4,700	4,600	98
	Kent	165,500	162,900	98
	Keweenaw	800	800	100
	Lapeer	23,700	23,400	99
	Leelanau	5,600	5,500	98
	Lenawee	31,600	31,100	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN—(Continued)</b>				
<b>Between 5-24%</b>	Macomb	245,200	243,800	99
	Marquette	26,200	25,800	99
	Mason	10,300	9,900	96
	Mecosta	12,000	11,700	97
	Midland	26,500	26,200	99
	Monroe	45,900	45,400	99
	Newaygo	13,500	13,200	98
	Oakland	377,600	375,000	99
	Oceana	8,000	7,700	97
	Osceola	7,200	7,000	98
	Ottawa	55,300	54,500	99
	Presque Isle	5,300	5,100	96
	Roscommon	7,600	7,500	99
	Saginaw	79,300	78,400	99
	St Clair	50,000	49,300	99
	St Joseph	21,000	20,700	99
	Tuscola	19,500	19,200	98
	Van Buren	25,000	24,700	99
	Washtenaw	99,000	96,700	98
	Wayne	799,700	790,500	99
<b>MINNESOTA</b>				
	Aitkin	5,400	5,300	98
	Becker	11,100	10,900	98
	Beltrami	11,000	10,500	95
	Benton	9,200	9,100	99
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Carlton	10,600	10,500	99
	Clearwater	3,100	3,000	97
	Crow Wing	16,700	16,300	98
	Fillmore	8,000	7,900	99
	Freeborn	13,700	13,500	99
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Houston	6,600	6,500	98
	Hubbard	5,700	5,400	95
	Itasca	16,700	16,400	98
	Jackson	5,100	5,000	98
	Lac Qui Parle	3,900	3,800	97
	Lake	4,600	4,500	99
	Lake Of The Woods	1,400	1,300	93
	Mc Leod	11,100	11,000	99
	Mahnomen	1,800	1,800	100
	Marshall	4,500	4,400	98
	Martin	9,900	9,800	99
	Mower	15,200	15,100	99
	Murray	4,100	4,000	98
	Nicollet	9,400	9,300	99
	Nobles	8,000	7,900	99
	Norman	3,400	3,300	97
	Otter Tail	19,800	19,400	98
	Pipestone	4,400	4,300	98
	Polk	12,900	12,700	98
	Pope	4,600	4,500	98
	Rice	15,600	15,400	99
	Rock	3,900	3,900	100
	Roseau	4,700	4,400	94
	St Louis	84,700	83,700	99
	Scott	15,400	15,300	99
	Stearns	35,200	34,600	98
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Todd	9,200	8,900	97
	Traverse	1,900	1,900	100
	Wadena	5,100	4,900	96
	Waseca	7,000	6,900	99
	Wilkin	2,900	2,900	100
	Winona	16,100	15,800	98
	Yellow Medicine	4,900	4,700	96
<b>MISSOURI</b>				
	Andrew	5,300	5,200	98
	Atchison	3,300	3,300	100

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
Between 5-24%	Barton	4,800	4,700	98
	Bollinger	4,000	3,900	98
	Butler	14,900	14,500	97
	Caldwell	3,300	3,300	100
	Callaway	11,700	11,500	98
	Camden	9,000	8,800	98
	Carroll	4,800	4,700	98
	Carter	2,100	2,000	95
	Chariton	4,100	4,000	98
	Christian	8,900	8,700	98
	Clay	53,300	52,900	99
	Clinton	6,200	6,100	98
	Cooper	5,700	5,600	98
	Crawford	7,100	6,800	96
	Dent	5,800	5,500	95
	Gasconade	5,400	5,300	98
	Greene	74,500	73,600	99
	Harrison	4,300	4,200	98
	Henry	7,900	7,700	97
	Howard	3,800	3,700	97
	Howell	11,600	11,100	96
	Jackson	243,700	240,500	99
	Jasper	35,000	34,500	99
	Jefferson	53,100	52,600	99
	Laclede	9,700	9,500	98
	Lafayette	11,500	11,300	98
	Lawrence	11,400	11,200	98
	Lewis	4,000	3,900	98
	Linn	6,500	6,400	98
	Mc Donald	5,900	5,800	98
	Macon	6,400	6,300	98
	Miller	7,400	7,300	99
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Newton	16,100	15,900	99
	Nodaway	8,100	8,000	99
	Oregon	4,000	3,800	95
	Pettis	14,200	13,900	98
	Phelps	12,200	11,800	97
	Pike	6,300	6,200	98
	Platte	18,600	18,400	99
	Polk	7,100	6,900	97
	Putnam	2,400	2,400	100
	Ray	8,200	8,100	99
	Reynolds	3,000	2,900	97
	Ripley	4,900	4,600	94
	St Charles	54,600	54,100	99
	St Clair	3,400	3,300	97
	St Louis	528,900	522,800	99
	Saline	9,800	9,600	98
	Shelby	3,100	3,000	97
	Sullivan	3,000	2,900	97
	Taney	8,900	8,700	98
	Texas	8,400	8,100	96
	Vernon	7,700	7,500	97
	Wayne	4,800	4,600	96
	Webster	7,600	7,400	97
	Wright	6,300	6,100	97
<b>MISSISSIPPI</b>				
	Attala	6,800	6,700	98
	Carroll	3,300	3,200	97
	Chickasaw	5,900	5,800	98
	Choctaw	3,000	2,900	97
	Claiborne	3,800	3,700	97
	Clarke	6,100	6,000	98
	Copiah	8,700	8,600	98
	Covington	5,600	5,500	98
	De Soto	18,900	18,500	98
	Franklin	2,900	2,800	97
	Hancock	9,100	9,000	99
	Holmes	7,100	6,900	97
	Lawrence	4,400	4,300	98
	Leake	6,700	6,600	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI—(Continued)</b>				
Between 5-24%	Lincoln	10,700	10,500	98
	Marion	9,000	8,800	98
	Montgomery	4,600	4,500	98
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98
	Panola	9,300	9,100	98
	Pearl River	11,900	11,700	98
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Quitman	3,800	3,700	97
	Rankin	25,400	25,100	99
	Scott	8,700	8,600	99
	Sharkey	2,300	2,200	96
	Simpson	8,100	8,000	99
	Stone	3,300	3,300	98
	Tallahatchie	5,300	5,100	97
	Tate	6,200	6,100	98
	Tippah	6,700	6,600	98
	Tishomingo	7,300	7,100	98
	Union	8,300	8,200	99
	Walthall	4,700	4,600	98
	Wayne	6,500	6,400	98
	Webster	3,600	3,500	97
	Winston	6,600	6,500	98
	Yazoo	9,100	8,900	98
<b>MONTANA</b>				
	Blaine	2,500	2,300	92
	Broadwater	1,500	1,400	93
	Cascade	30,400	29,800	98
	Daniels	1,000	1,000	100
	Fergus	5,100	4,800	94
	Gallatin	16,500	15,900	96
	Garfield	600	500	83
	Granite	1,000	1,000	100
	Jefferson	2,700	2,600	96
	Judith Basin	1,000	900	90
	Lake	7,300	7,100	97
	Liberty	900	900	100
	Lincoln	6,100	5,800	95
	Musselshell	1,900	1,800	95
	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Powell	2,300	2,200	96
	Ravalli	9,300	9,000	97
	Richland	4,900	4,700	96
	Sheridan	2,000	1,900	95
	Sweet Grass	1,300	1,200	92
	Teton	2,600	2,500	96
	Valley	3,700	3,500	95
	Wheatland	900	900	100
	Wibaux	500	500	100
<b>NORTH CAROLINA</b>				
	Alamance	37,600	37,300	99
	Anson	8,900	8,700	98
	Ashe	8,700	8,500	98
	Avery	5,200	5,100	98
	Beaufort	15,200	15,000	99
	Bertie	7,200	7,000	97
	Brunswick	14,300	14,000	98
	Buncombe	64,300	63,400	99
	Burke	27,800	27,500	99
	Cabarrus	32,700	32,400	99
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Chatham	13,000	12,800	98
	Cherokee	7,500	7,300	97
	Chowan	4,900	4,800	98
	Cleveland	30,300	30,000	99
	Columbus	18,400	18,000	98
	Davidson	43,200	42,700	99
	Duplin	14,600	14,300	98
	Durham	59,900	59,100	99
	Edgecombe	19,300	19,000	98
	Gaston	59,600	59,000	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
Between 5-24%	Granville	11,000	10,800	98
	Guilford	121,700	120,700	99
	Henderson	25,400	25,000	98
	Hertford	7,800	7,700	99
	Hoke	6,600	6,500	98
	Iredell	31,200	30,800	99
	Jackson	9,200	9,000	98
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	99
	Lenoir	21,500	21,200	99
	Lincoln	16,300	16,200	99
	Mc Dowell	13,200	13,000	98
	Macon	8,500	8,200	96
	Martin	8,800	8,700	99
	Mecklenburg	160,000	158,600	99
	Moore	20,900	20,500	98
	Nash	25,300	24,900	98
	Northampton	7,200	7,000	97
	Orange	30,500	29,900	98
	Person	10,500	10,400	99
	Pitt	33,600	33,100	99
	Randolph	35,700	35,300	99
	Richmond	17,200	17,000	99
	Robeson	33,700	33,000	98
	Rockingham	31,800	31,500	99
	Rowan	38,200	37,800	99
	Rutherford	20,700	20,500	99
	Stanly	18,500	18,300	99
	Stokes	12,600	12,400	98
	Surry	22,700	22,400	99
	Swain	3,900	3,800	96
	Wake	120,000	118,700	99
	Washington	5,100	5,000	98
	Wayne	35,000	34,500	99
	Wilkes	22,100	21,700	98
	Yadkin	10,900	10,700	98
	Yancey	5,700	5,500	96
<b>NORTH DAKOTA</b>				
	Adams	1,300	1,300	100
	Barnes	5,300	5,200	99
	Benson	2,500	2,400	96
	Billings	400	400	100
	Bottineau	3,300	3,200	97
	Bowman	1,600	1,600	100
	Burke	1,500	1,500	100
	Cass	36,300	36,000	99
	Dickey	2,500	2,400	96
	Divide	1,300	1,300	100
	Dunn	1,600	1,600	100
	Eddy	1,400	1,400	100
	Emmons	2,000	2,000	100
	Golden Valley	900	900	100
	Grant	1,500	1,500	100
	Griggs	1,400	1,400	100
	Kidder	1,400	1,400	100
	La Moure	2,300	2,300	100
	Logan	1,200	1,200	100
	Mc Henry	2,800	2,800	100
	Mc Kenzie	2,700	2,700	100
	Mountrail	2,800	2,800	100
	Oliver	800	800	100
	Ransom	2,400	2,400	100
	Renville	1,300	1,300	100
	Richland	6,800	6,700	99
	Sargent	2,000	2,000	100
	Sheridan	1,000	1,000	100
	Steele	1,100	1,100	100
	Trail	3,600	3,600	100
	Walsh	5,600	5,500	98
	Wells	2,600	2,600	100
<b>NEBRASKA</b>				
	Adams	12,400	12,300	99
	Boone	2,700	2,700	100

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEBRASKA—(Continued)</b>				
Between 5-24%	Brown	1,700	1,600	94
	Buffalo	13,100	13,000	99
	Cass	7,600	7,500	99
	Cedar	3,900	3,900	100
	Cherry	2,600	2,500	96
	Colfax	3,900	3,800	97
	Custer	5,300	5,200	98
	Dakota	6,400	6,400	100
	Dawes	3,600	3,500	97
	Dawson	8,800	8,700	99
	Dodge	14,000	13,900	99
	Douglas	152,000	150,600	99
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Garfield	900	900	100
	Hamilton	3,600	3,600	100
	Hitchcock	1,500	1,500	100
	Holt	5,200	5,000	96
	Howard	2,400	2,400	100
	Johnson	2,100	2,100	100
	Kearney	2,600	2,600	100
	Keith	3,900	3,900	100
	Madison	12,300	12,100	98
	Merrick	3,200	3,200	98
	Nance	1,700	1,700	100
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	100
	Perkins	1,400	1,400	100
	Pierce	3,100	3,100	100
	Richardson	4,500	4,400	98
	Rock	900	900	100
	Saline	5,300	5,200	98
	Saunders	6,900	6,800	99
	Seward	5,800	5,700	98
	Stanton	2,500	2,400	96
	Thayer	2,900	2,900	100
	Washington	5,900	5,900	100
	Wayne	3,500	3,500	100
	York	5,800	5,700	98
<b>NEW HAMPSHIRE</b>				
	Cheshire	23,400	22,700	97
	Hillsborough	105,200	103,800	99
	Rockingham	74,600	73,600	99
	Sullivan	14,500	14,000	97
<b>NEW JERSEY</b>				
	Bergen	304,500	302,300	99
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Essex	295,100	290,700	99
	Hudson	206,000	203,200	99
	Mercer	108,300	106,600	98
	Middlesex	205,100	203,300	99
	Passaic	154,200	152,300	99
	Salem	23,400	23,000	98
	Union	178,600	177,000	99
<b>NEW MEXICO</b>				
	Bernalillo	171,800	169,000	98
	De Baca	1,000	1,000	100
	Guadalupe	1,500	1,400	93
	Lincoln	4,900	4,700	96
	Los Alamos	6,800	6,700	99
	Otero	15,600	15,200	97
	Rio Arriba	9,900	9,200	93
	Santa Fe	30,200	29,300	97
	Sierra	4,000	3,800	95
	Socorro	4,400	4,300	98
	Union	1,700	1,600	94
<b>NEVADA</b>				
	Clark	204,900	201,200	98
	Douglas	9,400	9,000	96

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEVADA—(Continued)</b>				
Between 5-24%	Elko	7,100	6,600	93
	Humboldt	4,200	4,000	96
	Lyon	5,900	5,600	95
<b>NEW YORK</b>				
	Cattaraugus	30,600	30,000	98
	Cayuga	28,000	27,400	98
	Chemung	35,100	34,300	98
	Chenango	17,800	17,400	98
	Delaware	16,800	16,200	96
	Franklin	15,700	15,300	97
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Madison	21,700	21,300	98
	Montgomery	19,900	19,500	98
	New York	723,800	685,800	95
	Oneida West	30,900	30,400	98
	Onondaga	171,000	168,700	99
	Oswego	39,600	39,000	98
	Otsego	21,200	20,600	97
	Rensselaer	54,400	53,400	98
	St Lawrence	37,100	36,400	98
	Saratoga	57,200	56,400	99
	Schoharie	10,500	10,200	97
	Steuben	36,500	35,600	98
	Suffolk	414,400	410,200	99
	Washington	18,600	18,300	98
	Westchester	315,300	311,400	99
<b>OHIO</b>				
	Belmont	31,400	30,900	98
	Butler	94,400	93,200	99
	Carroll	9,000	8,900	99
	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Clinton	13,000	12,800	98
	Columbiana	41,300	40,700	99
	Coshocton	13,400	13,000	97
	Cuyahoga	558,600	552,000	99
	Darke	20,000	19,700	98
	Delaware	19,400	19,200	99
	Fairfield	34,500	34,100	99
	Fayette	10,000	9,800	98
	Franklin	340,700	336,700	99
	Gallia	11,100	10,800	97
	Geauga	24,700	24,300	98
	Greene	45,500	45,000	99
	Guernsey	15,900	15,500	97
	Hamilton	326,200	321,300	98
	Harrison	6,600	6,500	98
	Holmes	8,700	8,200	94
	Jackson	11,300	11,000	97
	Jefferson	32,900	32,500	99
	Logan	15,000	14,700	98
	Lorain	95,800	94,800	99
	Lucas	176,000	174,100	99
	Madison	11,500	11,300	98
	Mahoning	103,800	102,700	99
	Medina	40,400	39,900	99
	Meigs	9,100	8,900	98
	Mercer	13,000	12,800	98
	Montgomery	216,500	214,300	99
	Morgan	5,300	5,100	96
	Morrow	9,600	9,500	99
	Paulding	7,300	7,200	99
	Perry	11,100	10,900	98
	Pickaway	14,700	14,500	99
	Portage	47,100	46,600	99
	Preble	13,800	13,600	99
	Putnam	10,700	10,500	98
	Ross	23,100	22,600	98
	Sandusky	22,700	22,500	99
	Scioto	30,800	30,100	98
	Shelby	15,300	15,100	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
Between 5-24%	Union	10,600	10,400	98
	Van Wert	11,500	11,300	98
	Vinton	4,300	4,200	98
	Warren	34,600	34,200	99
	Wayne	34,400	33,500	97
	Wyandot	7,900	7,700	97
	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Atoka	4,700	4,600	98
	Beaver	2,900	2,900	100
	Blaine	5,600	5,500	98
	Bryan	12,400	12,100	98
	Caddo	11,700	11,600	99
	Canadian	22,500	22,300	99
	Cherokee	11,700	11,500	98
	Cleveland	53,900	53,300	99
	Coal	2,300	2,300	100
	Cotton	3,200	3,200	100
	Creek	22,900	22,600	99
	Delaware	9,800	9,500	97
	Garvin	11,400	11,300	99
	Grady	15,800	15,600	99
	Grant	2,700	2,700	100
	Haskell	4,600	4,500	98
	Jefferson	3,300	3,300	100
	Kingfisher	5,600	5,600	100
	Latimer	3,700	3,600	97
	Le Flore	15,800	15,400	98
	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	Mc Clain	7,900	7,800	99
	Mc Curtain	13,300	13,000	97
	Mc Intosh	6,600	6,500	98
	Major	3,500	3,400	97
	Marshall	4,900	4,800	98
	Mayes	13,000	12,800	98
	Nowata	4,700	4,600	99
	Oklahoma	233,900	231,900	99
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99
	Ottawa	12,800	12,700	99
	Pawnee	6,400	6,300	98
	Payne	24,200	23,900	99
	Pittsburg	15,900	15,600	98
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99
	Pushmataha	5,000	4,800	97
	Roger Mills	2,000	2,000	98
	Rogers	18,000	17,800	99
	Seminole	10,800	10,700	99
	Sequoyah	11,300	11,000	97
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
	Washita	5,600	5,500	98
<b>OREGON</b>				
	Baker	6,500	6,100	94
	Benton	26,200	24,500	94
	Clackamas	92,100	89,200	97
	Columbia	13,900	13,400	96
	Coos	24,500	22,700	93
	Douglas	36,300	34,600	95
	Hood River	6,400	6,000	94
	Klamath	23,200	22,400	97
	Lane	111,500	107,500	96
	Malheur	10,000	9,600	96
	Marion	82,000	78,800	96
	Morrow	3,000	2,800	93
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97
	Wallowa	3,100	2,900	94
	Washington	104,300	101,900	98
	Wheeler	600	600	100
	Yamhill	21,600	20,600	95

**WTBS—(Continued)**  
(Arbitron Data Continued)

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
	Allegheny	543,800	536,300	99
	Armstrong	29,200	28,700	98
	Beaver	73,500	72,600	99
	Bedford	17,000	16,500	97
	Blair	50,200	49,300	98
	Cambria	65,000	64,100	99
	Carbon	20,500	20,100	98
	Centre	38,600	37,500	97
	Clarion	15,000	14,700	98
	Clearfield	30,500	29,900	98
	Clinton	14,100	13,800	98
	Delaware	193,500	191,900	99
	Erie	101,400	100,000	99
	Fayette	58,400	57,000	98
	Franklin	42,500	41,100	97
	Greene	14,900	14,500	97
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Lawrence	38,500	37,800	98
	Lycoming	43,700	42,300	97
	Mc Kean	18,400	17,900	97
	Mifflin	17,400	16,800	97
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97
	Snyder	11,600	11,100	96
	Somerset	29,800	29,100	98
	Union	10,600	10,100	95
	Warren	17,200	16,600	97
	Washington	79,400	78,200	98
	Wayne	13,600	13,100	96
	Westmoreland	144,900	143,100	99
	Wyoming	9,700	9,500	98
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
	Kent	57,700	57,200	99
	Providence	214,900	212,100	99
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,000	7,800	98
	Allendale	3,700	3,600	97
	Anderson	51,100	50,500	99
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	98
	Calhoun	4,200	4,100	98
	Charleston	95,700	94,600	99
	Cherokee	14,200	14,000	99
	Chesterfield	13,700	13,400	98
	Clarendon	9,100	8,700	96
	Colleton	10,900	10,600	97
	Darlington	21,500	21,100	98
	Dillon	9,900	9,700	98
	Edgefield	6,100	6,000	98
	Fairfield	6,400	6,200	97
	Greenville	109,600	108,500	99
	Hampton	6,500	6,300	97
	Jasper	5,100	5,000	97
	Kershaw	14,100	13,800	98
	Lancaster	19,200	19,000	99
	Laurens	17,600	17,300	99
	Lee	6,000	5,800	97
	Lexington	54,300	53,500	98
	Marion	11,500	11,200	97
	Newberry	11,400	11,200	98
	Oconee	18,900	18,700	99
	Orangeburg	27,700	27,000	97
	Pickens	28,700	28,300	99
	Spartanburg	75,100	74,300	99
	Union	10,700	10,600	99
	Williamsburg	12,000	11,700	97
	York	38,100	37,600	99
	<b>SOUTH DAKOTA</b>			
	Bon Homme	3,000	2,900	97
	Brookings	8,600	8,500	99
	Brule	1,900	1,900	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>SOUTH DAKOTA—(Continued)</b>			
	Campbell	800	800	100
	Charles Mix	3,300	3,200	97
	Clark	1,900	1,900	100
	Clay	4,600	4,500	98
	Corson	1,500	1,400	93
	Dewey	1,500	1,400	93
	Douglas	1,400	1,400	100
	Edmunds	1,800	1,800	100
	Fall River	3,300	3,200	97
	Haakon	1,000	1,000	100
	Hutchinson	3,400	3,300	97
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	100
	Lincoln	5,100	5,000	98
	Mc Pherson	1,500	1,500	100
	Marshall	2,000	1,900	95
	Mellette	700	700	100
	Moody	2,400	2,400	100
	Perkins	1,800	1,700	94
	Potter	1,300	1,300	100
	Roberts	3,800	3,700	97
	Sanborn	1,200	1,200	100
	Sully	700	700	100
	Turner	3,500	3,500	100
	Union	4,300	4,300	100
	Walworth	2,600	2,500	96
	Yankton	6,900	6,800	99
	<b>TENNESSEE</b>			
	Bedford	10,500	10,400	99
	Benton	6,100	6,000	98
	Bledsoe	3,400	3,300	97
	Blount	30,500	30,200	99
	Cannon	4,000	3,900	99
	Chester	4,600	4,500	98
	Claiborne	9,100	8,900	98
	Cocke	10,700	10,500	98
	Coffee	14,900	14,800	99
	Cumberland	11,100	10,900	98
	Davidson	187,500	186,600	99
	Decatur	4,400	4,300	98
	De Kalb	5,600	5,500	98
	Fentress	5,500	5,400	98
	Franklin	11,500	11,400	99
	Giles	9,400	9,200	98
	Greene	20,200	20,000	99
	Grundy	4,900	4,800	98
	Hawkins	16,800	16,500	99
	Haywood	6,700	6,600	99
	Henderson	8,500	8,400	99
	Humphreys	6,200	6,100	98
	Jefferson	11,600	11,500	99
	Johnson	5,200	5,100	98
	Lauderdale	9,000	8,900	99
	Lawrence	12,700	12,500	98
	Lewis	3,400	3,400	100
	Lincoln	10,100	10,000	99
	Loudon	11,100	11,000	99
	Mc Nairy	9,100	9,000	99
	Macon	6,300	6,200	98
	Marion	9,100	9,000	99
	Maury	19,600	19,400	99
	Monroe	10,500	10,400	99
	Montgomery	30,400	30,200	99
	Moore	1,600	1,600	100
	Overton	6,400	6,300	98
	Pickett	1,700	1,700	100
	Polk	4,900	4,800	98
	Rhea	9,200	9,100	99
	Robertson	13,600	13,500	99
	Rutherford	31,700	31,500	99
	Scott	7,000	6,800	98
	Sequatchie	3,300	3,300	100
	Sevier	16,700	16,400	98
	Shelby	284,800	282,600	99



**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE—(Continued)</b>				
<b>Between 5-24%</b>	Smith	5,800	5,700	98
	Sumner	32,000	31,700	99
	Tipton	11,400	11,200	98
	Trousdale	2,600	2,600	100
	Wayne	5,100	5,000	98
	Williamson	21,700	21,500	99
	Wilson	21,400	21,200	99
<b>TEXAS</b>				
	Anderson	14,000	13,700	98
	Angelina	24,200	23,800	98
	Aransas	6,100	6,000	98
	Archer	2,900	2,900	100
	Atascosa	9,100	8,900	98
	Austin	7,200	7,000	97
	Bastrop	10,000	9,800	98
	Bexar	350,300	346,000	99
	Brazoria	63,600	63,000	99
	Brazos	39,000	38,400	98
	Briscoe	1,000	1,000	100
	Burleson	4,700	4,500	97
	Burnet	8,100	8,000	99
	Caldwell	8,000	7,800	97
	Callahan	4,600	4,500	98
	Cass	11,200	11,000	98
	Clay	4,000	4,000	100
	Colorado	7,500	7,300	97
	Comal	15,000	14,800	99
	Comanche	5,000	4,900	98
	Cooke	11,000	10,900	99
	Dallas	634,500	629,500	99
	Denton	58,100	57,500	99
	De Witt	7,200	7,000	97
	Dickens	1,400	1,400	100
	Eastland	8,100	7,900	98
	Ector	46,700	46,300	99
	Falls	7,200	7,100	98
	Fannin	9,900	9,700	98
	Fayette	8,000	7,600	95
	Fisher	2,200	2,200	100
	Foard	900	900	100
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Garza	1,900	1,900	100
	Gillespie	5,700	5,500	96
	Goliad	1,900	1,800	95
	Gonzales	6,100	6,000	98
	Gregg	40,400	39,900	99
	Guadalupe	17,800	17,500	98
	Hardeman	2,500	2,500	98
	Hardin	15,400	15,100	98
	Harris	1,001,000	991,400	99
	Harrison	19,500	19,200	98
	Hartley	1,500	1,500	100
	Haskell	3,000	3,000	100
	Hidalgo	88,900	87,300	98
	Hill	10,100	9,900	98
	Houston	8,100	7,900	97
	Hunt	21,900	21,600	98
	Jack	3,000	3,000	100
	Jackson	5,100	5,000	98
	Jones	6,600	6,500	98
	Karnes	4,800	4,700	98
	Kaufman	14,400	14,200	98
	Kendall	4,300	4,200	98
	Kent	400	400	100
	Kimble	1,600	1,500	94
	Knox	1,900	1,900	100
	Lamb	6,700	6,600	99
	Lampasas	4,800	4,700	98
	Lavaca	7,500	7,200	96
	Lee	4,400	4,300	98
	Leon	4,300	4,100	96
	Live Oak	3,700	3,600	97
	Lubbock	79,800	79,100	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
<b>Between 5-24%</b>	Mc Culloch	3,500	3,400	97
	Matagorda	15,100	14,800	98
	Medina	8,100	7,900	98
	Montgomery	53,000	52,000	98
	Morris	5,600	5,500	98
	Nacogdoches	18,300	17,800	97
	Navarro	14,400	14,100	98
	Panola	8,200	8,000	98
	Parker	17,800	17,600	99
	Poik	10,500	10,200	97
	Red River	6,400	6,200	97
	Refugio	3,300	3,300	100
	Robertson	5,900	5,800	98
	Rockwall	6,100	6,000	98
	Rusk	16,100	15,800	98
	Sabine	3,700	3,600	97
	San Augustine	3,500	3,400	97
	San Patricio	19,600	19,200	98
	Scurry	7,000	6,900	99
	Shelby	9,200	9,000	98
	Smith	51,600	50,900	99
	Somervell	1,900	1,900	100
	Stephens	4,400	4,300	98
	Stonewall	1,000	1,000	100
	Swisher	3,400	3,400	100
	Tarrant	342,900	340,100	99
	Taylor	41,900	41,500	99
	Terry	5,200	5,100	98
	Travis	183,100	180,900	99
	Tyler	6,500	6,300	97
	Webb	29,400	28,800	98
	Wharton	15,000	14,700	98
	Wichita	44,800	44,500	99
	Willacy	4,900	4,800	98
	Wilson	6,200	6,000	97
	Wood	10,300	10,100	98
	Young	8,300	8,200	99
<b>UTAH</b>				
	Beaver	1,400	1,400	100
	Box Elder	10,500	10,400	99
	Cache	19,500	19,000	97
	Davis	45,900	45,500	99
	Emery	4,000	3,900	98
	Juab	1,700	1,700	100
	Kane	1,600	1,400	90
	Millard	3,100	3,000	97
	Morgan	1,600	1,600	100
	Rich	800	800	100
	San Juan	3,400	3,100	91
	Sanpete	4,800	4,700	98
	Sevier	5,000	4,900	98
	Tooele	8,500	8,400	99
	Washington	9,100	8,600	95
	Weber	51,100	50,400	99
<b>VIRGINIA</b>				
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Arlington	122,500	121,800	99
	Augusta	33,100	32,700	99
	Bedford	14,700	14,500	98
	Bland	2,300	2,200	96
	Campbell	41,200	40,700	99
	Carroll	12,600	12,300	98
	Chesterfield	54,100	53,800	99
	Giles	6,300	6,200	98
	Gloucester	8,200	8,100	99
	Grayson	6,200	6,100	98
	Greensville	5,300	5,200	98
	Halifax	12,400	12,100	98
	Henrico	158,400	156,900	99
	James City	11,700	11,500	98
	King William	3,500	3,500	100
	Lee	9,600	9,300	97
	Lunenburg	4,300	4,200	98

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA—(Continued)</b>				
<b>Between 5-24%</b>	Mecklenburg	10,400	10,200	98
	Montgomery	26,800	26,500	99
	Orange	6,900	6,700	97
	Page	7,400	7,400	99
	Pittsylvania	41,500	40,900	99
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
	Prince William	56,900	56,500	99
	Rockingham	27,100	26,700	99
	Scott	8,800	8,600	98
	Shenandoah	11,000	10,900	99
	Southampton	8,000	7,800	98
	Spotsylvania	19,100	18,900	99
	Stafford	14,200	14,000	99
	Washington	24,300	24,000	99
	York	15,100	14,900	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
	Va Beach City	100,300	99,600	99
<b>VERMONT</b>				
	Bennington	13,000	12,700	98
	Franklin	12,200	12,100	99
	Lamoille	6,500	6,400	98
	Orange	8,600	8,400	98
	Orleans	8,600	8,500	99
	Washington	19,700	19,300	98
	Windham	15,000	14,300	95
	Windsor	20,500	19,900	97
<b>WASHINGTON</b>				
	Adams	4,900	4,700	97
	Benton	46,300	44,800	97
	Chelan	18,800	18,000	96
	Clallam	22,400	21,400	96
	Clark	77,800	75,900	97
	Douglas	9,100	8,800	97
	Grays Harbor	26,400	24,800	94
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
	Kittitas West	2,500	2,400	94
	Klickitat	6,400	6,000	94
	Mason	13,500	13,100	97
	Pierce	191,500	186,700	97
	Skamania	3,200	3,000	94
	Snohomish	135,900	132,300	97
	Spokane	138,600	134,300	97
	Stevens	11,400	10,800	95
	Thurston	54,300	52,800	97
	Whatcom	43,500	41,700	96
	Whitman	13,800	13,200	96
	Yakima	66,200	63,300	96
<b>WISCONSIN</b>				
	Adams	5,500	5,300	96
	Barron	15,100	14,700	97
	Bayfield	5,500	5,400	98
	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
	Chippewa	18,000	17,700	98
	Clark	11,700	11,300	97
	Columbia	16,500	16,200	98
	Crawford	6,100	6,000	98
	Dane	130,200	127,300	98
	Dodge	26,100	25,600	98
	Door	10,200	10,100	99
	Douglas	17,000	16,800	99

**WTBS—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN—(Continued)</b>				
<b>Between 5-24%</b>	Eau Claire	29,600	29,100	98
	Florence	1,500	1,500	100
	Fond Du Lac	31,400	30,900	98
	Forest	3,400	3,300	97
	Grant	17,600	17,100	97
	Green Lake	7,000	6,800	97
	Iowa	7,100	6,900	97
	Jackson	6,400	6,200	97
	Jefferson	23,800	23,500	99
	Juneau	8,300	8,000	96
	Lafayette	6,200	6,100	98
	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Manitowoc	29,800	29,500	99
	Marathon	41,000	40,500	99
	Marinette	15,200	15,000	99
	Milwaukee	367,900	363,200	99
	Monroe	12,600	12,300	98
	Oconto	10,800	10,600	98
	Oneida	12,900	12,600	98
	Outagamie	46,200	45,900	99
	Ozaukee	23,900	23,600	99
	Portage	20,000	19,700	98
	Price	6,100	5,900	97
	Richland	6,600	6,400	97
	Rusk	5,700	5,500	96
	Sauk	16,900	16,500	98
	Shawano	13,300	13,100	98
	Sheboygan	36,800	36,400	99
	Trempealeau	9,700	9,400	97
	Vernon	9,600	9,400	98
	Vilas	7,200	7,000	97
	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
	Waupaca	16,000	15,800	99
	Waushara	7,600	7,400	97
	Wood	27,200	26,800	99
<b>WEST VIRGINIA</b>				
	Berkeley	18,200	18,000	99
	Braxton	5,200	5,100	98
	Brooke	10,800	10,800	100
	Clay	4,100	4,000	98
	Gilmer	3,100	3,000	97
	Grant	3,800	3,700	97
	Hardy	3,600	3,500	97
	Jackson	9,300	9,200	99
	Lewis	6,900	6,800	99
	Lincoln	8,100	8,000	99
	Marion	25,200	24,900	99
	Monongalia	29,000	28,500	98
	Monroe	4,700	4,500	96
	Nicholas	10,200	10,100	99
	Ohio	23,100	23,000	100
	Pendleton	3,100	3,000	97
	Pocahontas	3,600	3,400	94
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98
	Ritchie	4,400	4,300	98
	Roane	5,700	5,600	98
	Summers	5,600	5,400	96
	Wirt	1,700	1,700	100
<b>WYOMING</b>				
	Crook	2,100	2,000	95
	Fremont	14,600	14,200	97
	Lincoln	4,600	4,400	96

# Georgia—Augusta

## WAGT

Ch. 26

**Network Service:** NBC.

**Licensee:** WAGT Television Inc.

**Studio:** 905 Broad St., Augusta 30903.

**Mailing Address:** Box 1526, Augusta, GA 30903.

**Telephone:** 404-722-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 1700-kw max. & 933-kw horizontal visual, 170-kw max. & 93.3-kw horizontal aural. Antenna: 1614-ft. above av. terrain, 1560-ft. above ground, 1907-ft. above sea level.

Latitude 33° 25' 15"  
Longitude 81° 50' 19"

**Transmitter:** E side of Pine Log Rd., 0.4-mi. N of Rte. 278.

**News Service:** AP.

**Satellite Earth Station:** Channelmaster, 4.5-meter; Channelmaster receivers.

**Ownership:** Schurz Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 24, 1968; left air Nov. 1970. Resumed operation Jan. 14, 1974. Sale to present owner by J. Thomas Jones & Francis Hanks Robertson approved by FCC May 14, 1980.

**Represented (sales):** Seltel Inc.

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

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

### Personnel:

NICK EVANS JR., president & general manager.  
LEE SHERIDAN, vice president & station manager.  
JAMES S. HALPIN, general sales manager.  
FRANK CROTTS, production coordinator.  
SHERON HAGELSTON, creative services director.  
AL VAN DINTEREN, chief engineer.

**Highest 30 Sec. Rate** (July 2, 1984): \$590.

**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,400	6,200	97
	Columbia	15,800	15,600	99
	Glascock	800	800	100
	Jefferson	6,500	6,300	97
	Jenkins	3,000	2,900	97
	Lincoln	2,200	2,200	100
	Mc Duffie	6,900	6,800	99
	Richmond	64,200	63,600	99
	Warren	2,100	2,000	95
	Wilkes	4,000	3,900	97
	<b>SOUTH CAROLINA</b>			
	Aiken	39,400	39,000	99



WAGT BPCT-800929KN Granted 1/21/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Barnwell	6,900	6,700	98
	Edgefield	6,100	6,000	98
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Hancock	2,800	2,700	96
	Screven	5,200	5,100	98
	Taliaferro	800	800	100
	Washington	6,400	6,200	97
<b>SOUTH CAROLINA</b>				
	Allendale	3,700	3,600	97
	Mc Cormick	2,400	2,300	96
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Elbert	7,100	7,000	99
	Emanuel	7,200	7,000	97
	Evans	3,100	3,100	98
	Johnson	3,200	3,100	97
<b>SOUTH CAROLINA</b>				
	Bamberg	5,900	5,700	97
	Orangeburg	27,700	27,000	97
	Saluda	5,700	5,600	98
<b>Station Totals</b>		<b>260,300</b>	<b>255,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>151,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>91,500</b>	

# Georgia—Augusta

**WJBF**

Ch. 6

**Network Service:** ABC.

**Licensee:** SFN Communications of Augusta Inc., Box 1404, Augusta 30903.

**Studio:** 10th & Reynolds Sts., Augusta 30901.

**Telephone:** 404-722-6664. **TWX:** 810-755-4023.

**Mailing Address:** Box 1404, Augusta, GA 30903.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 5"  
Longitude 81° 50' 19"

**Transmitter:** Pine Log Rd., near Beech Island, SC.

**News Service:** UPI.

**Ownership:** SFN Companies Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 22, 1953. Sale to present owner by Western Broadcasting Co. approved by FCC June 27, 1984. Sale by Fuqua Television to Western Broadcasting approved July 10, 1980.

**Represented (sales):** Blair Television.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Personnel:**

TERRY SAMS, president & general manager.

RAY ERB, sales manager.

GERALD LEZOTTE, production manager.

BILL DOKER, engineering.

RICHARD HOWARD, news director.

**Highest 30 Sec. Rate** (Jan. 2, 1984): \$1200.

**NETWORK BASE HOURLY RATE:** \$1175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
<b>50% &amp; Over</b>	Burke	6,400	6,200	97
	Columbia	15,800	15,600	99
	Emanuel	7,200	7,000	97
	Glascok	800	800	100
	Hancock	2,800	2,700	96
	Jefferson	6,500	6,300	97
	Jenkins	3,000	2,900	97
	Johnson	3,200	3,100	97
	Lincoln	2,200	2,200	100
	Mc Duffie	6,900	6,800	99
	Richmond	64,200	63,600	99
	Screven	5,200	5,100	98
	Taliaferro	800	800	100
	Treutlen	2,100	2,000	95
	Warren	2,100	2,000	95
Washington	6,400	6,200	97	
Wilkes	4,000	3,900	97	
<b>SOUTH CAROLINA</b>				
	Aiken	39,400	39,000	99
	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	98
	Edgefield	6,100	6,000	98
	Greenwood	21,500	21,200	99



WJBF BPC-T-2441 Granted 12/18/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hampton	6,500	6,300	97
	Mc Cormick	2,400	2,300	96
	Orangeburg	27,700	27,000	97
	Saluda	5,700	5,600	98
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Elbert	7,100	7,000	99
	Montgomery	2,300	2,200	96
	Toombs	8,400	8,200	97
<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	98
	Newberry	11,400	11,200	98
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Evans	3,100	3,100	98
	Greene	3,900	3,800	97
	Laurens	13,300	13,000	98
	Madison	6,700	6,600	98
	Oglethorpe	3,200	3,100	97
	Tattnall	5,900	5,800	98
	Wheeler	1,800	1,700	94
<b>SOUTH CAROLINA</b>				
	Calhoun	4,200	4,100	98
	Colleton	10,900	10,600	97
	Fairfield	6,400	6,200	97
	Laurens	17,600	17,300	99
	Lexington	54,300	53,500	98
<b>Station Totals</b>		<b>448,700</b>	<b>440,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>254,100</b>
<b>Average Daily Circulation (1984)</b>				<b>166,300</b>

# Georgia—Augusta

## WRDW-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** WRDW Inc.

**Mailing Address:** Drawer 1212, Augusta, GA 30903.

**Telephone:** 803-278-1212. **TWX:** 810-771-4860.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1590-ft. above av. terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

**Transmitter:** Pine Log Rd., Beech Island, SC.

**News Services:** AP, CBS.

**Satellite Earth Station:** Amplica, 3.1-meter; Amplica receivers.

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

**Began Operation:** Feb. 14, 1954. Sale to present owners by Ziff Corp. approved by FCC Jan. 18, 1983 (*Television Digest*, Vol. 22:30). Sale to Ziff by Rust Craft Bcstg. approved by FCC May 10, 1978 but sale was not consummated until March 22, 1979. Sale to Rust Craft by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Vol. 17:30, 33; 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. (*Augusta Chronicle* and *Herald*) approved April 20, 1960 (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 (Vol. 11:48; 12:7). **Note:** For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WTOV-TV, Steubenville, OH.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

### Personnel:

I. MARTIN POMPADUR, chief executive officer.  
RALPH E. BECKER, president & chief operating officer.  
JACK WEST, vice president & general manager.  
WILLIAM KEMPLE, general sales manager.  
STEVE JOHNSTON, program manager.  
DON SMITH, chief engineer.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (June 1, 1984): \$1500.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	6,400	6,200	97
	Columbia	15,800	15,600	99
	Emanuel	7,200	7,000	97
	Glascock	800	800	100
	Hancock	2,800	2,700	96
	Jefferson	6,500	6,300	97
	Jenkins	3,000	2,900	97
	Johnson	3,200	3,100	97
	Lincoln	2,200	2,200	100
	Mc Duffie	6,900	6,800	99
	Richmond	64,200	63,600	99
	Screven	5,200	5,100	98
	Taliaferro	800	800	100
Warren	2,100	2,000	95	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	6,400	6,200	97
	Wilkes	4,000	3,900	97
<b>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Aiken	39,400	39,000	99
	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Barnwell	6,900	6,700	98
	Edgefield	6,100	6,000	98
	Mc Cormick	2,400	2,300	96
	Orangeburg	27,700	27,000	97
	Saluda	5,700	5,600	98
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Greenwood	21,500	21,200	99
	Hampton	6,500	6,300	97
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Elbert	7,100	7,000	99
	Evans	3,100	3,100	98
	Greene	3,900	3,800	97
	Toombs	8,400	8,200	97
	Treutlen	2,100	2,000	95
	Wheeler	1,800	1,700	94
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Abbeville	8,000	7,800	98
	Calhoun	4,200	4,100	98
	Colleton	10,900	10,600	97
	Lexington	54,300	53,500	98
	Newberry	11,400	11,200	98
<b>Station Totals</b>		<b>393,300</b>	<b>386,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>233,900</b>
<b>Average Daily Circulation (1984)</b>				<b>151,800</b>

# Georgia—Columbus

**WRBL**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Columbus Bcstg. Co. Inc., Box 270, Columbus 31994.

**Studio & Offices:** 1350 13th Ave., Columbus 31994.

**Telephone:** 404-323-3333. **TWX:** 404-327-6345.

**Technical Facilities:** Channel No. 3 (62-66 MHz). Authorized power: 100-kw visual, 12.02-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

**Transmitter:** LaFayette Rd., 1.2-mi. N of Cusseta, GA.

**News Services:** AP, CNN, NIWS.

**Satellite Earth Station:** Harris, 3-meter; Harris receivers.

**Ownership:** Avant Development Corp. Malcolm I. Glazer, pres., 100%; Carl E. Brasley, secy.-treas. Glazer also owns WTWO-TV, Terre Haute, IN & KQTV, St. Joseph, MO.

**Began Operation:** Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960. Sale to present owner approved by FCC Sept. 11, 1978. Transfer of control to J. W. & J. B. Woodruff from R. W. Page Corp. approved by FCC Jan. 31, 1973.

**Represented (sales):** Blair Television.

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

**Personnel:**

- DON NAHLEY, vice president & general manager.
- TOM O'NEAL, vice president & news director.
- DAVID MURPHY, operations manager.
- PENNY LEIGH SHORT, general sales manager.
- JOHN SIMMONS, chief engineer.

**Highest One Hour Rate:** \$3850.

**Highest 30 Sec. Rate** (June 29, 1984): \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	8,600	8,400	98
	Bullock	3,500	3,400	97
	Chambers	14,100	13,900	99
	Henry	5,600	5,500	98
	Lee	29,700	29,300	99
	Macon	8,500	8,300	98
	Randolph	7,200	7,100	99
	Russell	16,900	16,700	99
	Tallapoosa	14,100	13,900	99
	<b>GEORGIA</b>			
	Calhoun	1,700	1,600	94
	Chattahoochee	3,400	3,400	100
	Clay	1,200	1,200	100
Crawford	2,500	2,400	96	
Crisp	7,100	6,900	97	
Dooly	3,800	3,700	97	
Dougherty	35,300	34,800	99	
Harris	5,900	5,800	98	
Lee	4,300	4,200	98	
Macon	4,900	4,800	98	
Marion	1,700	1,600	94	
Meriwether	7,100	7,000	98	
Muscogee	60,400	59,800	99	
Quitman	800	800	100	
Randolph	3,400	3,300	97	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	
Sumter	9,900	9,600	97	
Talbot	2,100	2,000	95	
Taylor	2,700	2,600	96	
Terrell	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Troup	18,600	18,200	98
	Turner	3,100	3,000	97
	Upson	9,600	9,500	99
	Webster	800	800	100
	Worth	6,100	6,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Coosa	4,300	4,200	98
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Early	4,700	4,600	98
Houston	28,000	27,700	99	
Miller	2,700	2,600	96	
Pike	3,100	3,000	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clay	4,800	4,700	98
	Dale	15,100	14,900	99
	Geneva	8,800	8,700	99
	Houston	28,900	28,600	99
Pike	10,000	9,800	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>	Jefferson	3,800	3,700	97
	<b>GEORGIA</b>			
	Bibb	54,600	54,000	99
	Bleckley	3,800	3,700	97
	Clinch	2,200	2,100	95
	Coweta	14,500	14,300	98
	Dodge	6,200	6,100	98
	Heard	2,300	2,300	100
	Irwin	3,300	3,200	97
	Jones	6,100	6,000	98
	Lamar	4,400	4,300	98
	Mitchell	6,900	6,700	97
	Peach	6,900	6,800	99
	Pulaski	3,300	3,200	97
	Seminole	3,300	3,200	97
Spalding	17,400	17,200	99	
Wilcox	2,700	2,600	96	

<b>Station Totals</b>	<b>565,000</b>	<b>555,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>285,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>167,400</b>	

# Georgia—Columbus

**WLTZ**

**Ch. 38**

**Network Service:** NBC.

**Licensee:** Columbus Television Inc., Box 12289, Lindsey Creek Station Columbus, GA 31995.

**Studio:** 6140 Buena Vista Rd., Columbus, GA 31907.

**Telephone:** 404-561-3838. **TWX:** 810-758-4312.

**Mailing Address:** Box 12289, Lindsey Creek Station, Columbus 31995.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 1480-kw max. & 1070-kw horizontal visual, 148-kw max. aural. Antenna: 1310-ft. above av. terrain, 1319-ft. above ground, 1704-ft. above sea level.

Latitude 32° 27' 28"  
Longitude 84° 53' 08"

**Transmitter:** 3.6-mi. E of Columbus, 0.34-mi. S of Buena Vista Rd.

**News Service:** AP.

**Ownership:** Lewis Bcstg. Corp., 100%. For other interests, see WJCL, Savannah, GA.

**Began Operation:** October 29, 1970. Sale by Gala Bcstg. Co., et al., to American Family Corp. approved by FCC Feb. 3, 1978. Sale to present owner approved June 18, 1981.

**Represented (sales):** Seltel Inc.; Busby, Finch, Lathom & Widman (regional).

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

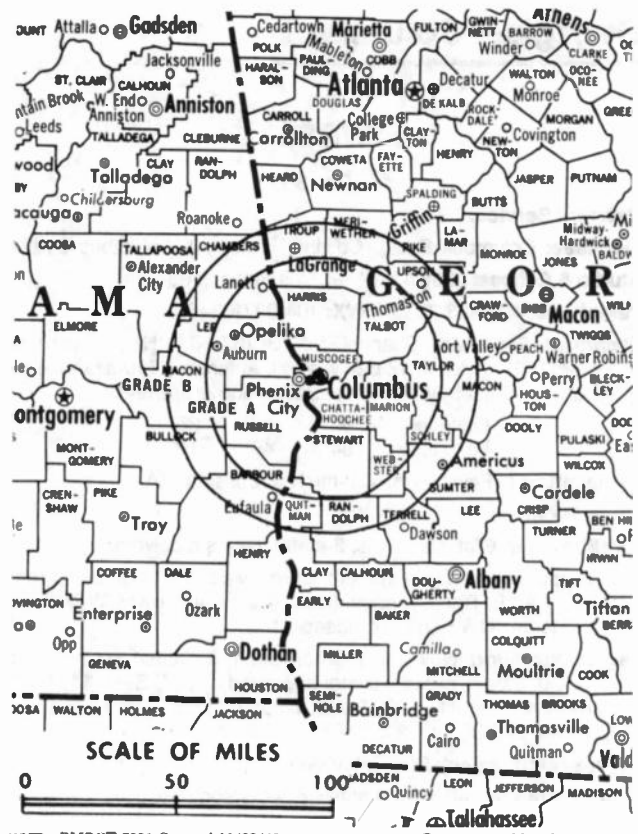
- BOB WALTON, vice president & general manager.
- T. B. BREAZEALE, general sales manager.
- R. C. BARTLETT, operations manager.
- CURTIS ELDER, production manager.
- TIM ESPAR, news director.
- DOTTIE McMICHAEL, promotion manager.
- BOB HOOK, chief engineer.

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

**NETWORK BASE HOURLY RATE:** \$200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>ALABAMA</b>				
		Chambers	14,100	13,900	99
		Russell	16,900	16,700	99
	<b>GEORGIA</b>				
		Chattahoochee	3,400	3,400	100
		Harris	5,900	5,800	98
		Marion	1,700	1,600	94
		Muscogee	60,400	59,800	99
		Schley	1,100	1,100	100
		Stewart	1,900	1,800	95
	Talbot	2,100	2,000	95	
	Troup	18,600	18,200	98	
	Upson	9,600	9,500	99	
	Webster	800	800	100	



WLTZ BMPCT-7006 Granted 10/22/69 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
		Lee	29,700	29,300	99
	<b>GEORGIA</b>				
		Clay	1,200	1,200	100
		Macon	4,900	4,800	98
		Quitman	800	800	100
<b>Between 5-24%</b>		Sumter	9,900	9,600	97
		Taylor	2,700	2,600	96
	<b>ALABAMA</b>				
		Barbour	8,600	8,400	98
		Bullock	3,500	3,400	97
		Henry	5,600	5,500	98
		Macon	8,500	8,300	98
		Randolph	7,200	7,100	99
	<b>GEORGIA</b>				
		Bleckley	3,800	3,700	97
		Calhoun	1,700	1,600	94
		Crawford	2,500	2,400	96
		Dooly	3,800	3,700	97
		Meriwether	7,100	7,000	98
	Randolph	3,400	3,300	97	
	Terrell	4,100	4,000	98	
	Turner	3,100	3,000	97	
<b>Station Totals</b>		<b>248,600</b>	<b>244,300</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>139,300</b>		
<b>Average Daily Circulation (1984)</b>			<b>75,200</b>		

# Georgia—Columbus

## WTVM

Ch. 9

**Network Service:** ABC.

**Licensee:** SFN Communications of Columbus Inc., Box 1848, Columbus, GA 31994.

**Studio:** 1909 Wynnton Rd., Columbus 31906.

**Telephone:** 404-324-6471. **TWX:** 810-758-4326.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 284-kw visual, 52.5-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

**Transmitter:** Lafayette Rd., 1.2-mi. N of Cusseta.

**News Services:** AP, UPI, ABC.

**Satellite Earth Station:** In operation.

**Ownership:** SFN Companies Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969. Sale by Fuqua to Western Broadcasting Co. approved July 10, 1980. Sale by Western Broadcasting to present owner approved April 27, 1984.

**Represented (sales):** Blair Television.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

### Personnel:

ROBERT G. LEE JR., general manager.  
W. CARROLL WARD, program director.  
WAYNE DAUGHERTY, general sales manager.  
DAVID WILLIAMS, chief engineer.  
BORDEN BLACK, news director.  
EDDIE BLAND, production director.  
SUSAN KENDUST, business manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$575.

**NETWORK BASE HOURLY RATE:** \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Barbour	8,600	8,400	98
	Bullock	3,500	3,400	97
	Chambers	14,100	13,900	99
	Henry	5,600	5,500	98
	Lee	29,700	29,300	99
	Macon	8,500	8,300	98
	Pike	10,000	9,800	98
	Randolph	7,200	7,100	99
	Russell	16,900	16,700	99
	<b>GEORGIA</b>			
	Baker	1,200	1,200	100
	Calhoun	1,700	1,600	94
	Chattahoochee	3,400	3,400	100
	Clay	1,200	1,200	100
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Dooly	3,800	3,700	97
	Dougherty	35,300	34,800	99
	Harris	5,900	5,800	98
	Houston	28,000	27,700	99
Lee	4,300	4,200	98	
Macon	4,900	4,800	98	
Marion	1,700	1,600	94	
Muscogee	60,400	59,800	99	
Peach	6,900	6,800	99	
Quitman	800	800	100	
Randolph	3,400	3,300	97	
Schley	1,100	1,100	100	
Stewart	1,900	1,800	95	



WTVM BMPCT-5490 Granted 7/11/60

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Sumter	9,900	9,600	97	
	Talbot	2,100	2,000	95	
	Taylor	2,700	2,600	96	
	Terrell	4,100	4,000	98	
	Troup	18,600	18,200	98	
	Upson	9,600	9,500	99	
	Webster	800	800	100	
Worth	6,100	6,000	98		
<b>Between 25-49%</b>	<b>ALABAMA</b>				
	Dale	15,100	14,900	99	
	Tallapoosa	14,100	13,900	99	
<b>GEORGIA</b>	Bibb	54,600	54,000	99	
	Early	4,700	4,600	98	
	Meriwether	7,100	7,000	98	
	Miller	2,700	2,600	96	
	Mitchell	6,900	6,700	97	
	Pike	3,100	3,000	97	
	Pulaski	3,300	3,200	97	
	Turner	3,100	3,000	97	
	<b>Between 5-24%</b>	<b>ALABAMA</b>			
		Clay	4,800	4,700	98
Coffee		14,100	13,900	99	
Coosa		4,300	4,200	98	
Crenshaw		5,300	5,200	98	
Elmore		15,400	15,200	99	
Geneva		8,800	8,700	99	
Houston		28,900	28,600	99	
<b>GEORGIA</b>					
Bleckley		3,800	3,700	97	
Brooks		5,300	5,200	98	
Coweta		14,500	14,300	98	
Decatur		8,900	8,700	98	
Dodge	6,200	6,100	98		
Heard	2,300	2,300	100		
Jones	6,100	6,000	98		
Monroe	5,200	5,100	98		
Wilcox	2,700	2,600	96		
<b>Station Totals</b>		<b>584,800</b>	<b>575,400</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>				<b>304,100</b>	
<b>Average Daily Circulation (1984)</b>				<b>174,600</b>	



# Georgia—Columbus

**WXTX**

**Ch. 54**

**Network Service:** None, independent.

**Licensee:** Columbus Family Television Ltd. Partnership.

**Studio:** 6524 Buena Vista Rd., Columbus, GA 31907.

**Telephone:** 404-561-5400.

**Mailing Address:** Box 12188, Columbus, GA 31907.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1140-ft. above av. terrain, 1146-ft. above ground, 1526-ft. above sea level.

Latitude 32° 27' 49"  
Longitude 84° 52' 37"

**Transmitter:** Buena Vista Rd., approx. 0.2-mi. W of intersection with Moye Rd.

**News Service:** AP.

**Satellite Earth Stations:** World Sat, 5-meter; Harris, 3.5-meter.

**Ownership:** Stephen Kent, pres., 50%; Craig H. Kent, v.p.; Jonathan F. Kent, secy.-treas., 50%. S. Kent has interest in KBSI(TV), Cape Girardeau, MO; applicants for LPTV stations in Georgia.

**Began Operation:** June 17, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** B. Scott Baxter & Associates.

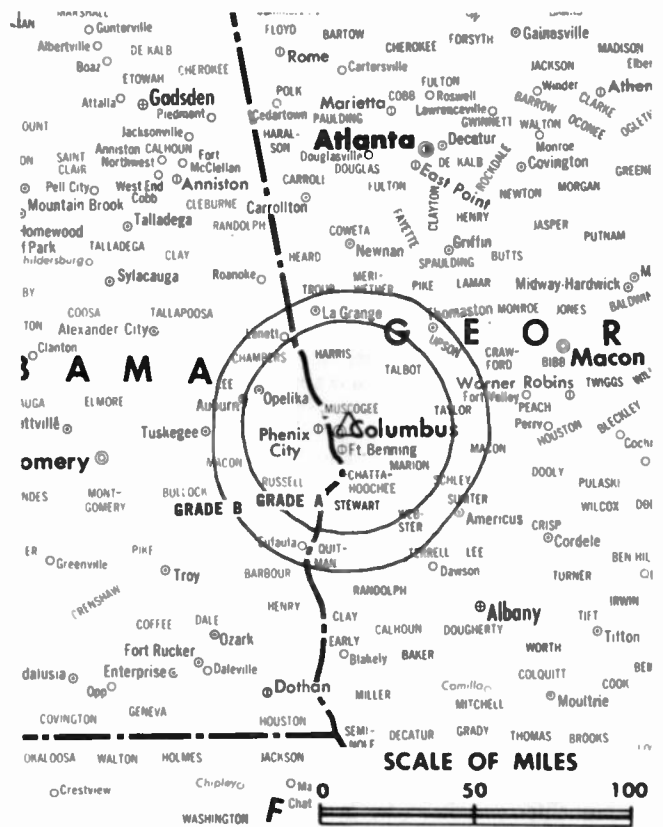
**Personnel:**

WADE GRIFFITH, general manager & general sales manager.  
KATHY BARKER, program director.

**Highest 30 Sec. Rate** (June 1, 1984): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Marion	1,700	1,600	94
Between 25-49%	<b>ALABAMA</b>			
	Russell	16,900	16,700	99
	<b>GEORGIA</b>			
	Chattahoochee	3,400	3,400	100
	Harris	5,900	5,800	98
	Muscogee	60,400	59,800	99
	Stewart	1,900	1,800	95
	Talbot	2,100	2,000	95
Webster	800	800	100	



WXTX BMPCT-821119KG Granted 12/28/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	8,600	8,400	98
	Bullock	3,500	3,400	97
	Chambers	14,100	13,900	99
	Lee	29,700	29,300	99
	<b>GEORGIA</b>			
	Crawford	2,500	2,400	96
	Schley	1,100	1,100	100
	Taylor	2,700	2,600	96
<b>Station Totals</b>		<b>155,300</b>	<b>153,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>48,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,000</b>	

## VIDEO WEEK

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# Georgia—Macon

**WMGT**  
(formerly WCWB-TV)  
Ch. 41

**Network Service:** NBC.

**Licensee:** Morris Network Inc., Box 4328, Macon, GA 31213.

**Studio:** 6525 Ocmulgee Blvd. East, Macon, GA 31208.

**Mailing Address:** Box 4328, Macon, GA 31213.

**Telephone:** 912-745-4141. **TWX:** 810-783-5549.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1050-kw max. & 760-kw horizontal visual, 210-kw max. & 152-kw horizontal aural. Antenna: 787-ft. above av. terrain, 893-ft. above ground, 1186-ft. above sea level.

Latitude 32° 45' 12"  
Longitude 83° 33' 46"

**Transmitter:** 4.6-mi. S of Lanier Hts. on W side of U.S. Rte. 23, Swiftcreek Twp., GA.

**News Service:** AP.

**Satellite Earth Station:** In operation; Microdyne receivers.

**Ownership:** Morris Network Inc., 100%. Officers: Charles H. Morris, chmn.; H. Dean Hinson, pres.; Alden M. Maier, v.p.; Miriam K. Potter, secy. For Morris newspaper holdings, see Newspaper Ownership of TV Stations.

**Began Operation:** Dec. 19, 1968. Sale to present owner by F. E. Busby, et al., approved by FCC Nov. 30, 1978. Previous sale by WTVY Inc. (Charles Woods) approved by FCC Aug. 9, 1974.

**Represented (sales):** Adam Young Inc.; Busby, Finch, Latham & Widman (Southeast & Southwest).

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

CHARLES MORRIS, chairman.  
H. DEAN HINSON, president.  
AUBREY WOOD, sales manager.  
JOE SPEARS, chief engineer.

**Highest 30 Sec. Rate** (April 1, 1984): \$525.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>GEORGIA</b>				
		Baldwin	10,900	10,700	98
		Bibb	54,600	54,000	99
		Bleckley	3,800	3,700	97
		Crawford	2,500	2,400	96
		Houston	28,000	27,700	99
		Jones	6,100	6,000	98
		Laurens	13,300	13,000	98
		Monroe	5,200	5,100	98
		Peach	6,900	6,800	99
		Pulaski	3,300	3,200	97



WMGT BMPCT—6614 Granted 8/26/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Twigg	3,100	3,000	97
	Washington	6,400	6,200	97
	Wilkinson	3,400	3,300	97
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Dodge	6,200	6,100	98
	Dooly	3,800	3,700	97
	Hancock	2,800	2,700	96
	Johnson	3,200	3,100	97
	Macon	4,900	4,800	98
	Putnam	3,800	3,700	97
	Wheeler	1,800	1,700	94
Wilcox	2,700	2,600	96	
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Jasper	2,900	2,800	96
	Lamar	4,400	4,300	98
	Montgomery	2,300	2,200	96
	Morgan	3,900	3,800	97
	Taylor	2,700	2,600	96
	Telfair	4,200	4,100	98
Treutlen	2,100	2,000	95	
<b>Station Totals</b>		<b>199,200</b>	<b>195,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>124,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>64,700</b>	

# Georgia—Macon

**WGXA**

**Ch. 24**

**Network Service:** ABC.

**Licensee:** Russell-Rowe Communications Inc.

**Studio:** 599 Broadway, Macon, GA.

**Mailing Address:** Box 340, Macon, GA 31297.

**Telephone:** 912-745-2424. **TWX:** 810-783-5541.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1290-kw max. & 646-kw horizontal visual, 304-kw max. & 126-kw horizontal aural. Antenna: 800-ft. above av. terrain, 895-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 08"  
Longitude 83° 33' 39"

**Transmitter:** U.S. 23-129 S, 7-mi. from Macon city limits.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Herman J. Russell, chmn., 51%; Donald E. Heald, pres., 8%; Martin Seretean, v.p., 31%; James W. Coclin v.p., 10%; Prentiss Q. Yancey Jr., secy. Principals have interest in Le Conte Bcstg. Co., applicant for Ch. 8, Knoxville, TN.

**Began Operation:** April 21, 1982.

**Represented (sales):** Blair Television.

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

**Represented (engineering):** Palmer A. Greer.

**Personnel:**

- KENNETH GERDES, vice president & general manager.
- JIM WILCOX, general sales manager.
- DALE STAFFORD, operations manager.
- RICHARD BLANTON, chief engineer.
- RON WILDMAN, news director.
- TONY WILLIAMS, promotion manager.

**Highest 30 Sec. Rate** (July 2, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baldwin	10,900	10,700	98
	Bibb	54,600	54,000	99
	Bleckley	3,800	3,700	97
	Crawford	2,500	2,400	96
	Dodge	6,200	6,100	98
	Dooly	3,800	3,700	97
	Houston	28,000	27,700	99
	Jones	6,100	6,000	98
	Laurens	13,300	13,000	98
	Monroe	5,200	5,100	98
	Peach	6,900	6,800	99
	Pulaski	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Twiggs	3,100	3,000	97
	Wilkinson	3,400	3,300	97
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Ben Hill	6,200	6,000	97
	Hancock	2,800	2,700	96
	Johnson	3,200	3,100	97
	Macon	4,900	4,800	98
	Telfair	4,200	4,100	98
Wilcox	2,700	2,600	96	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Irwin	3,300	3,200	97
	Jasper	2,900	2,800	96
	Lamar	4,400	4,300	98
	Marion	1,700	1,600	94
	Putnam	3,800	3,700	97
Taylor	2,700	2,600	96	
Washington	6,400	6,200	97	
<b>Station Totals</b>		<b>200,300</b>	<b>196,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>115,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>63,200</b>	

# Georgia—Macon

## WMAZ-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Multimedia Inc., Box 2760, Greenville, SC 29602.

**Studio:** 1314 Gray Highway 31211.

**Mailing Address:** Box 5008, Macon, GA 31213.

**Telephone:** 912-746-1313. **TWX:** 810-783-5528.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"  
Longitude 83° 33' 33"

**Transmitter:** U.S. 129, 7-mi. SE of Macon.

**AM Affiliate:** WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

**FM Affiliate:** WMAZ-FM, 100-kw, 99.1 MHz (No. 256), 660-ft. (ABC).

**News Service:** AP, NIWS, WSI.

**Satellite Earth Station:** Anixter-Mark, 5-meter; Anixter-Mark receivers.

**Ownership:** Multimedia Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 27, 1953. Transfer to Multimedia Inc. granted by FCC Sept. 22, 1967. Previous sale to Southeastern Bcstg. Corp. by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (**Television Digest**, Vol. 3:2, 11).

**Represented (sales):** Katz Television.

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

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

**Personnel:**

- DON MCGUIRK, vice president & general manager.
- ELMO SIMMONS, general sales manager.
- JIM ARNOLD, program director.
- LACY WORRELL, chief engineer.
- SYDNEY THUM, traffic manager.
- TONY VILLASANA, news director.

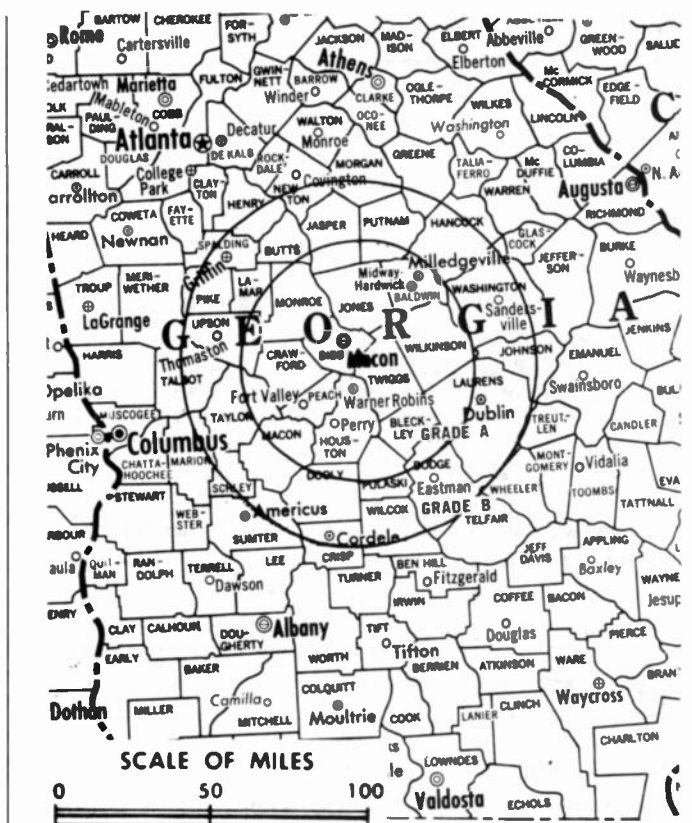
**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate** (July 12, 1984): \$1200.

**NETWORK BASE HOURLY RATE:** \$1035.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Baldwin	10,900	10,700	98
	Ben Hill	6,200	6,000	97
	Bibb	54,600	54,000	99
	Bleckley	3,800	3,700	97
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Dodge	6,200	6,100	98
	Dooly	3,800	3,700	97
	Hancock	2,800	2,700	96
	Houston	28,000	27,700	99
	Irwin	3,300	3,200	97
	Jones	6,100	6,000	98
	Laurens	13,300	13,000	98
	Macon	4,900	4,800	98
	Monroe	5,200	5,100	98
	Peach	6,900	6,800	99
Pulaski	3,300	3,200	97	
Putnam	3,800	3,700	97	



WMAZ-TV BPCT-3557 Granted 6/17/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Telfair	4,200	4,100	98
	Treutlen	2,100	2,000	95
	Twiggs	3,100	3,000	97
	Washington	6,400	6,200	97
	Wheeler	1,800	1,700	94
	Wilcox	2,700	2,600	96
	Wilkinson	3,400	3,300	97

GEORGIA				
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Butts	4,300	4,200	98
	Jasper	2,900	2,800	96
	Johnson	3,200	3,100	97
	Taylor	2,700	2,600	96
	Toombs	8,400	8,200	97
	Upton	9,600	9,500	99

GEORGIA				
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Glascok	800	800	100
	Greene	3,900	3,800	97
	Henry	13,700	13,500	99
	Jeff Davis	4,300	4,200	98
	Lamar	4,400	4,300	98
	Montgomery	2,300	2,200	96
	Morgan	3,900	3,800	97
	Newton	12,200	12,000	98
	Pike	3,100	3,000	97
	Schley	1,100	1,100	100
	Sumter	9,900	9,600	97
	Talbot	2,100	2,000	95
Turner	3,100	3,000	97	
Warren	2,100	2,000	95	
Wilkes	4,000	3,900	97	

<b>Station Totals</b>	<b>298,400</b>	<b>292,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>		<b>191,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>132,900</b>	

# Georgia—Savannah

**WJCL**

**Ch. 22**

**Network Service:** NBC.

**Licensor:** Lewis Bcstg. Corp., 10001 Abercorn St. Extension, Savannah 31406.

**Studio:** 10001 Abercorn St. Extension. **Telephone:** 912-925-0022.

**Mailing Address:** Box 13646, Savannah, GA 31406.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1910-kw max. & 891-kw horizontal visual, 53.7-kw aural. Antenna: 1430-ft. above av. terrain, 1478-ft. above ground, 1496-ft. above sea level.

Latitude 32° 03' 30"  
Longitude 81° 20' 20"

**Transmitter:** State Hwy. 204, approx. 15-mi. W of Savannah.

**News Services:** AP, CNN, NBC.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** J. C. Lewis Jr., pres.-treas. and family, 100%. Lewis also owns WLTX(TV), Columbia, SC; WLTZ(TV), Columbus, GA.

**Began Operation:** July 18, 1970.

**Represented (sales):** Seltel Inc.; Busby, Finch, Lathom & Widman (South).

**Represented (legal):** Pierson, Ball & Dowd.

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

**Personnel:**

J. FRED PIERCE, exec. vice president & general manager.  
CHRISTOPHER A. BARBIERI, v.p., sales & programming.  
WALLACE TIDWELL, chief engineer.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate:** \$500.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,500	5,300	97
	Bacon	3,400	3,300	97
	Bryan	3,700	3,600	97
	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Chatham	75,300	74,500	99
	Effingham	6,700	6,600	99
	Evans	3,100	3,100	98
	Glynn	21,200	20,900	99
	Liberty	11,700	11,500	98
	Long	1,800	1,800	100
	Mc Intosh	2,900	2,800	97
	Tattnall	5,900	5,800	98
Toombs	8,400	8,200	97	



WJCL BMPCT-7072 Granted 10/23/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wayne	7,200	7,100	99
	<b>SOUTH CAROLINA</b>			
	Jasper	5,100	5,000	97
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Montgomery	2,300	2,200	96
	Scriven	5,200	5,100	98
	<b>SOUTH CAROLINA</b>			
	Beaufort	22,700	22,300	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Brantley	3,400	3,300	97
	Emanuel	7,200	7,000	97
	Jeff Davis	4,300	4,200	98
	Jenkins	3,000	2,900	97
	Pierce	4,300	4,200	98
	Treutlen	2,100	2,000	95
	Wheeler	1,800	1,700	94
	<b>SOUTH CAROLINA</b>			
	Hampton	6,500	6,300	97
<b>Station Totals</b>		<b>239,500</b>	<b>235,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>165,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>96,600</b>	

# Georgia—Savannah

## WSAV-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** News-Press & Gazette Co., 825 Edmond St., Box 29, St. Joseph, MO 64502.

**Studio:** 1430 E. Victory Dr.

**Mailing Address:** Box 2429, Savannah, GA 31402.

**Telephone:** 912-236-0303. **TWX:** 810-784-5661.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1532-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 32.0"  
Longitude 81° 17' 56.5"

**Transmitter:** Sawdust Pile & Little Neck Rds., Pooler-Burroughs Div., 12-mi. W of Savannah.

**News Service:** AP.

**Satellite Earth Stations:** In operation, 6-meter; BMS receivers.

**Ownership:** David R. Bradley Jr., pres.-treas., 35.93%; Henry H. Bradley, v.p. 6.73%; David R. Bradley Jr., v.p., 6.73%; Thomas K. Matthews, v.p.; Henry D. Bradley estate, 28.01%; Natalie B. Rae, 5.92%; Margaret B. Eggebrecht, 5.63%; Merrill Chilcote, 2.2%; Harold M. Slater, 1.05%; 37 others, none with as much as 1%. Company publishes **St. Joseph News-Press & Gazette** and owns KAAL(TV), Austin, MN; WJTV, Jackson, MS & a cable system in St. Joseph.

**Began Operation:** Feb. 1, 1956. Sale to present owners by Harben Daniel, et al., approved by FCC Sept. 21, 1976 (**Television Digest**, Vol. 16:27).

**Represented (sales):** Blair Television.

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

**Personnel:**

- JOHN A. MacGREGOR, general manager.
- DAVE KIRBY, news director.
- CURT AVERY, production manager.
- BYRON STRONG, chief engineer.
- JOE HARTY, promotion director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
<b>50% &amp; Over</b>	Appling	5,500	5,300	97
	Bacon	3,400	3,300	97
	Brantley	3,400	3,300	97
	Bryan	3,700	3,600	97
	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Chatham	75,300	74,500	99
	Effingham	6,700	6,600	99
	Evans	3,100	3,100	98
	Glynn	21,200	20,900	99
	Jeff Davis	4,300	4,200	98
	Liberty	11,700	11,500	98
	Long	1,800	1,800	100
	Mc Intosh	2,900	2,800	97



SCALE OF MILES  
0 50 100  
WSAV-TV BPC-T-4812 Granted 5/20/75 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	2,300	2,200	96
	Screven	5,200	5,100	98
	Tattnall	5,900	5,800	98
	Toombs	8,400	8,200	97
	Ware	13,300	13,100	98
	Wayne	7,200	7,100	99
	Wheeler	1,800	1,700	94
<b>SOUTH CAROLINA</b>				
	Beaufort	22,700	22,300	98
	Hampton	6,500	6,300	97
	Jasper	5,100	5,000	97
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Emanuel	7,200	7,000	97
	Jenkins	3,000	2,900	97
	Pierce	4,300	4,200	98
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Coffee	9,500	9,300	98
	Johnson	3,200	3,100	97
	Telfair	4,200	4,100	98
	Treutlen	2,100	2,000	95
<b>SOUTH CAROLINA</b>				
	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Colleton	10,900	10,600	97
<b>Station Totals</b>		<b>290,200</b>	<b>284,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>206,100</b>
<b>Average Daily Circulation (1984)</b>				<b>123,300</b>

# Georgia—Savannah

## WTOC-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** American Savannah Bcstg. Co., Box 8086, Savannah, GA 31412.

**Studio:** 516 Abercorn St., Savannah 31401.

**Telephone:** 912-232-0127. **TWX:** 810-784-5619.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1531-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 14"  
Longitude 81° 21' 01"

**Transmitter:** Fort Argyle Rd., 5.3-mi. NW of I-95, 7.3-mi. SW of Pooler, GA.

**News Service:** AP.

**Satellite Earth Station:** In operation; Microdyne.

**Ownership:** American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 14, 1954. Sale to present owner by William T. Knight Jr., et al., approved by FCC Aug. 8, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

JESSE E. MOONEY JR., vice president & general manager.  
HOWARD MEAGLE, operations manager.  
RONALD E. WINDERS, general sales manager.  
LaVAUGHAN THOMPSON, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (July 2, 1984):** \$1250.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Appling	5,500	5,300	97
	Bacon	3,400	3,300	97
	Bryan	3,700	3,600	97
	Bulloch	12,000	11,800	98
	Candler	2,800	2,700	96
	Chatham	75,300	74,500	99
	Effingham	6,700	6,600	99
	Evans	3,100	3,100	98
	Glynn	21,200	20,900	99
	Jeff Davis	4,300	4,200	98
	Liberty	11,700	11,500	98
	Long	1,800	1,800	100
	Mc Intosh	2,900	2,800	97
	Montgomery	2,300	2,200	96
	Pierce	4,300	4,200	98
Screven	5,200	5,100	98	
Tattnall	5,900	5,800	98	



WTOC-TV BMPCT-7529 Granted 5/13/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Toombs	8,400	8,200	97
	Treutlen	2,100	2,000	95
	Ware	13,300	13,100	98
	Wayne	7,200	7,100	99
	Wheeler	1,800	1,700	94
<b>SOUTH CAROLINA</b>				
	Beaufort	22,700	22,300	98
	Hampton	6,500	6,300	97
	Jasper	5,100	5,000	97
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Brantley	3,400	3,300	97
	Coffee	9,500	9,300	98
	Emanuel	7,200	7,000	97
	Jenkins	3,000	2,900	97
Johnson	3,200	3,100	97	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Telfair	4,200	4,100	98
<b>SOUTH CAROLINA</b>				
	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Colleton	10,900	10,600	97
<b>Station Totals</b>		<b>290,200</b>	<b>284,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>220,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>152,600</b>	

# Georgia—Toccoa

## WNEG-TV

Ch. 32

**Network Service:** None, independent.

**Grantee:** Stephens County Bcstg. Co., 100 Boulevard, Box 907, Toccoa, GA 30577.

**Studio:** 100 Boulevard, Toccoa, GA 30577.

**Mailing Address:** Box 907, Toccoa, GA 30577.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 647-kw max. visual, 64.7-kw max. aural. Antenna: 835-ft. above av. terrain, 600-ft. above ground, 2024-ft. above sea level.

Latitude 34° 36' 44"  
Longitude 83° 22' 05"

**Transmitter:** State Hwy. 17, 3.2 mi. NW of center of Toccoa.

**News Service:** CNN Headline News.

**Satellite Earth Station:** Comtech, 5-meter.

**Ownership:** Roy E. Gaines, pres., 50.25%; Evelyn F. Gaines, secy.-treas.; Hugh W. Whitmore & Thomas R. Williams, 9.95% each; Ben F. Cheek III, Tommy Scott, Dorothy A.C. Hay, Robert E. Hamby & Thomas A. Arrendale Jr., 4.975% each; Shirley Shell McNeely, 1.67%; Nancy Coggins Whitworth, Mary Aillene Coggins, 1.65% each. SCBC is licensee of WNEG(AM), Toccoa, GA.

**Due to Begin Operation:** Fall 1984.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Bromo Communications.

### Personnel:

ROY E. GAINES, general manager.  
DAVID AUSTIN, general sales manager.  
MITCH DUTTON, production manager.  
THOMAS SHOCKLEY, chief engineer..  
CONNIE GAINES, program director.  
CAROL S. DUTTON, promotion director.

**Highest 30 Sec. Rate:** \$26.



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



# Georgia—Valdosta

**WVGA**

Ch. 44

**Network Service:** ABC.

**Licensee:** Hi Ho Television of Valdosta Inc., Box 1588, Valdosta, GA 31601.

**Studio:** 275 Norman Dr., Valdosta, GA 31601.

**Telephone:** 912-242-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1290-kw max. & 813-kw horizontal visual, 162-kw horizontal aural. Antenna: 920-ft. above av. terrain, 950-ft. above ground, 1177-ft. above sea level.

Latitude 31° 10' 18"  
Longitude 83° 21' 57"

**Transmitter:** 1.1-mi. SE of Barnesdale, 1.9-mi. N of Rte. 76, 4.5-mi. E of Sparks, GA.

**News Service:** AP.

**Satellite Earth Station:** Transmit/receive in operation.

**Ownership:** F. Francis D'Addario, pres.-treas., 50%; Benton Barry, 30%; Lawrence Schwartz, v.p.-secy.; Multicor Ltd., 20%. For other interests, see Hi Ho Bcstg. in Group Ownership of TV Stations.

**Began Operation:** Dec. 24, 1980.

**Represented (sales):** Spot Time Ltd.; Busby, Finch, Lathom & Widman.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

BETTY MARSHALL, general manager & sales manager.  
KAREN EVANS, traffic manager.  
MARK SCOTT, chief engineer.  
BILL RYAN, news director.

**Highest 30 Sec. Rate:** \$90.

**NETWORK BASE HOURLY RATE:** \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Ben Hill	6,200	6,000	97
	Berrien	5,000	4,900	98
	Coffee	9,500	9,300	98
	Cook	4,800	4,700	98
	Echols	800	800	100
	Lanier	2,100	2,000	95
	Lowndes	24,600	24,100	98
	Tift	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
Between 25-49%	Clinch	2,200	2,100	95
	Colquitt	13,000	12,800	98
	Irwin	3,300	3,200	97
<b>FLORIDA</b>				
Between 5-24%	Hamilton	3,200	3,100	97
	Madison	5,000	4,800	96
	Suwannee	8,700	8,400	97
<b>GEORGIA</b>				
	Brooks	5,300	5,200	98
	Telfair	4,200	4,100	98
	Turner	3,100	3,000	97
	Ware	13,300	13,100	98
	Wilcox	2,700	2,600	96
	Worth	6,100	6,000	98
<b>Station Totals</b>		<b>136,700</b>	<b>133,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>60,500</b>
<b>Average Daily Circulation (1984)</b>				<b>27,700</b>

## THE WORLD NEVER STOPPED TURNING

This issue of **Television & Cable Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest with Weekly Action Updates** will keep you abreast of industry happenings.

For more information and sample issues,  
Call 202/872-9200

**WAGA-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 25-49%	Franklin	5,800	5,700	98
	Stephens	8,000	7,900	99
	Washington	6,400	6,200	97
	Whitfield	24,100	23,900	99
Between 5-24%	<b>ALABAMA</b>			
	Chambers	14,100	13,900	99
	De Kalb	21,000	20,800	99
	<b>GEORGIA</b>			
	Catoosa	13,900	13,800	99
	Coffee	9,500	9,300	98
	Colquitt	13,000	12,800	98
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Elbert	7,100	7,000	99
	Hancock	2,800	2,700	96
	Harris	5,900	5,800	98
	Jones	6,100	6,000	98
	Laurens	13,300	13,000	98
	Lowndes	24,600	24,100	98
	Macon	4,900	4,800	98
	Murray	7,500	7,400	99
	Peach	6,900	6,800	99
	Taylor	2,700	2,600	96
	Tift	11,600	11,400	98
	Wilkes	4,000	3,900	97
	Wilkinson	3,400	3,300	97
	<b>NORTH CAROLINA</b>			
	Macon	8,500	8,200	96
	<b>TENNESSEE</b>			
	Polk	4,900	4,800	98

**WGNX, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 5-24%	Heard	2,300	2,300	100
	Jasper	2,900	2,800	96
	Jones	6,100	6,000	98
	Lamar	4,400	4,300	98
	Madison	6,700	6,600	98
	Murray	7,500	7,400	99
	Muscogee	60,400	59,800	99
	Oglethorpe	3,200	3,100	97
	Peach	6,900	6,800	99
	Putnam	3,800	3,700	97
	Stephens	8,000	7,900	99
	Talbot	2,100	2,000	95
	Taylor	2,700	2,600	96
	Walker	20,400	20,200	99
	White	3,900	3,800	97

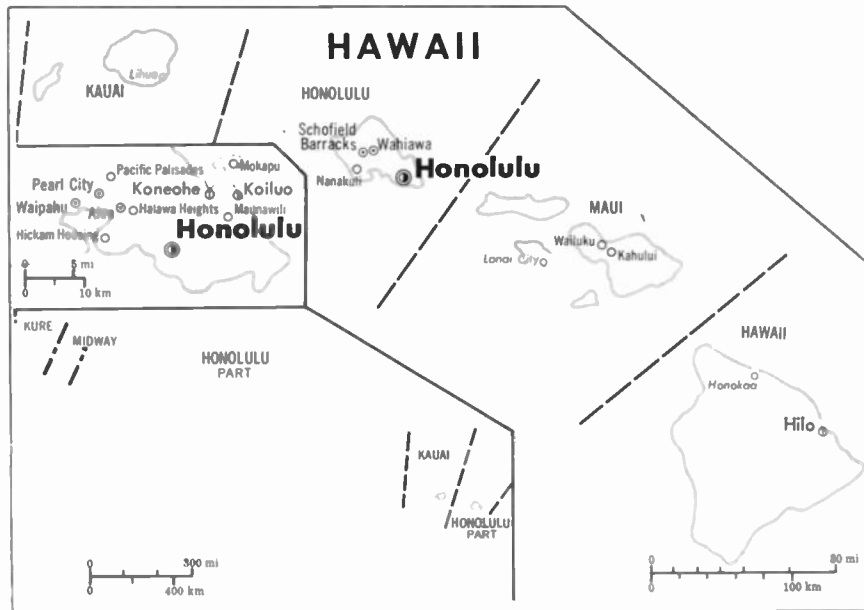
**WSB-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
50% & Over	Union	3,800	3,700	97
	Upson	9,600	9,500	99
	Walton	11,000	10,800	98
	White	3,900	3,800	97
	<b>NORTH CAROLINA</b>			
	Clay	2,800	2,700	96
Between 25-49%	<b>ALABAMA</b>			
	Calhoun	42,500	42,100	99
	Chambers	14,100	13,900	99
	Cherokee	6,800	6,700	99
	Etowah	38,400	38,100	99
	<b>GEORGIA</b>			
	Bibb	54,600	54,000	99
	Crisp	7,100	6,900	97
	Fannin	5,800	5,700	98
	Jones	6,100	6,000	98
Madison	6,700	6,600	98	
Sumter	9,900	9,600	97	
Tift	11,600	11,400	98	
Washington	6,400	6,200	97	
Whitfield	24,100	23,900	99	
Between 5-24%	<b>ALABAMA</b>			
	De Kalb	21,000	20,800	99
	Talladega	25,500	25,200	99
	<b>GEORGIA</b>			
	Berrien	5,000	4,900	98
	Coffee	9,500	9,300	98
	Colquitt	13,000	12,800	98
	Cook	4,800	4,700	98
	Crawford	2,500	2,400	96
	Dooly	3,800	3,700	97
Elbert	7,100	7,000	99	
Franklin	5,800	5,700	98	
Hancock	2,800	2,700	96	
Harris	5,900	5,800	98	
Houston	28,000	27,700	99	
Irwin	3,300	3,200	97	
Laurens	13,300	13,000	98	
Lowndes	24,600	24,100	98	
Macon	4,900	4,800	98	
Murray	7,500	7,400	99	
Peach	6,900	6,800	99	
Schley	1,100	1,100	100	
Talbot	2,100	2,000	95	
Taylor	2,700	2,600	96	
<b>NORTH CAROLINA</b>				
Cherokee	7,500	7,300	97	
Graham	2,500	2,400	96	
Macon	8,500	8,200	96	
Swain	3,900	3,800	96	
<b>TENNESSEE</b>				
Polk	4,900	4,800	98	

**WXIA-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>GEORGIA—(Continued)</b>				
	Pike	3,100	3,000	97	
	Polk	11,900	11,700	99	
	Putnam	3,800	3,700	97	
	Rabun	4,200	4,100	98	
	Rockdale	13,800	13,600	99	
	Spalding	17,400	17,200	99	
	Troup	18,600	18,200	98	
	Upson	9,600	9,500	99	
	Walton	11,000	10,800	98	
	White	3,900	3,800	97	
	<b>Between 25-49%</b>	<b>ALABAMA</b>			
		Calhoun	42,500	42,100	99
		Cherokee	6,800	6,700	99
Cleburne		4,900	4,800	98	
<b>GEORGIA</b>					
Baldwin		10,900	10,700	98	
Banks		3,400	3,300	97	
Bibb		54,600	54,000	99	
Chattooga		7,800	7,700	99	
Coffee		9,500	9,300	98	
Gilmer		4,300	4,200	98	
Hancock		2,800	2,700	96	
Houston		28,000	27,700	99	
Jones		6,100	6,000	98	
Laurens		13,300	13,000	98	
Madison		6,700	6,600	98	
Monroe		5,200	5,100	98	
Stephens		8,000	7,900	99	
Telfair		4,200	4,100	98	
Towns		2,400	2,400	100	
Union		3,800	3,700	97	
Whitfield		24,100	23,900	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Clay	2,800	2,700	96
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Chambers	14,100	13,900	99
	Clay	4,800	4,700	98
	De Kalb	21,000	20,800	99
	Lee	29,700	29,300	99
	<b>GEORGIA</b>			
	Ben Hill	6,200	6,000	97
	Bleckley	3,800	3,700	97
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Dodge	6,200	6,100	98
Elbert	7,100	7,000	99	
Fannin	5,800	5,700	98	
Franklin	5,800	5,700	98	
Harris	5,900	5,800	98	
Hart	6,600	6,500	98	
Irwin	3,300	3,200	97	
Jeff Davis	4,300	4,200	98	
Lowndes	24,600	24,100	98	
Macon	4,900	4,800	98	
Murray	7,500	7,400	99	
Peach	6,900	6,800	99	
Pulaski	3,300	3,200	97	
Sumter	9,900	9,600	97	
Taylor	2,700	2,600	96	
Tift	11,600	11,400	98	
Toombs	8,400	8,200	97	
Wilkes	4,000	3,900	97	
Wilkinson	3,400	3,300	97	
<b>NORTH CAROLINA</b>	Cherokee	7,500	7,300	97



**Hawaii Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	2	0	2
			<u>15</u>

**Arbitron Does Not Have Weekly Circulation Data for Hawaii**

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Hilo, HI .....	•	•	KGMD-TV (9), KHAW-TV (11), KHVO (13), KOHA-TV (2)
Honolulu, HI .....	•	•	KGMB (9), KHAI-TV (20), KHNL-TV (13), KHON-TV (2), KITV (4), KSHO (26)
Wailuku .....	•	•	KAI-TV (7), KGMV (3), KMAU (12)

**Media Brokerage Specialist CATV, TV and Radio**

**THE TED HEPBURN COMPANY**

**Ted Hepburn, President Todd Hepburn, Vice-President**  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Hawaii—Hilo

## KGMD-TV

Ch. 9

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Heftel Broadcasting Corp., 1599 Kapiolani Blvd., Honolulu, HI 96814.

**Telephones:** 808-949-6131, Honolulu; 808-935-6221, Hilo.

**Studio:** 58 Manaolana Place, Hilo 96720.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 9.68-kw visual, 1.71-kw aural. Antenna: Minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"  
Longitude 155° 08' 13"

**Transmitter:** 58 Manaolana Pl.

**Ownership:** Heftel Bcstg. Corp., 100%. For other Heftel interests, see KGMV, Wailuku, HI.

**Began Operation:** May 15, 1955.

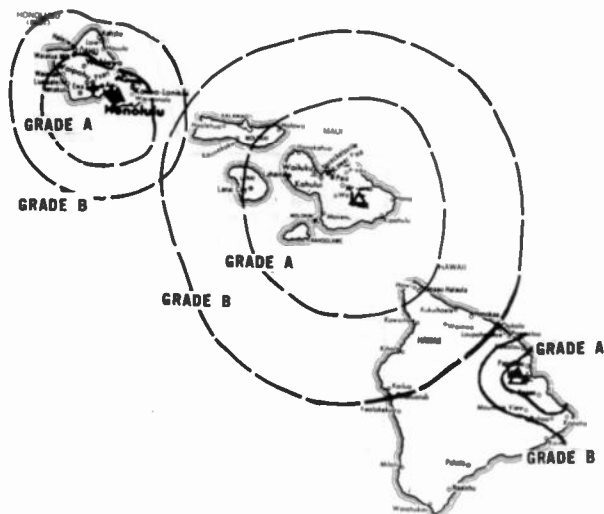
**Personnel:**

EARL McDANIEL, vice president.

**Rates:** Sold in combination with KGMB, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KGMB, Honolulu.

**For Translator Stations,  
consult Index**



SCALE OF MILES  
0 50 100

KGMD-TV BPCT-4894 Granted 1/5/76

© American Map Corp., 14066

## KHAW-TV

Ch. 11

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Simpson Communications Inc., 505 E. Girard St., Indianapolis, IA 50125.

**Studio:** 1170 Auahi St., Honolulu 96814.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, 0.275-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56"  
Longitude 155° 04' 09"

**Transmitter:** Naniloa Hotel, Hilo.

**News Service:** AP, CNN.

**Satellite Earth Stations:** Scientific-Atlanta one; Common carrier.

**Ownership:** Non-profit, non-stock corp. Officers: Charles O. Lavery, pres.; Joseph Walt, v.p.; Barbara M. Mack, secy.; Richard W. Buxton, v.p.-treas.

**Began Operation:** Nov. 27, 1961. Transfer to present owner from McCoy Bcstg. approved by FCC March 8, 1979.

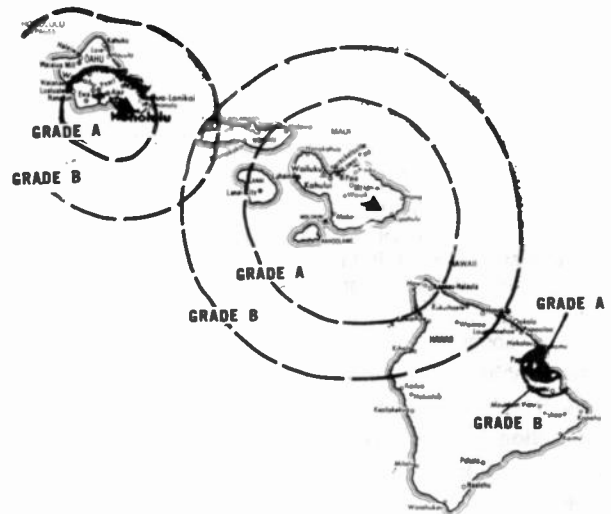
**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:** See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

**Rates:** Sold in combination with KHON-TV, Honolulu and KAI-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.



SCALE OF MILES  
0 50 100

KHAW-TV DPCT-3246 Granted 10/17/63

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**For CPs & Applications,  
consult index**

# Hawaii—Hilo

## KHVO

Ch. 13

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Western Telestations Inc., Naniloa Hotel, Hilo, HI.

**Studio:** Naniloa Hotel, Hilo, HI.

**Telephone:** 808-935-8289, Hilo.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: Minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 57"  
Longitude 155° 04' 04"

**Transmitter:** Naniloa Hotel, Hilo, HI.

**Ownership:** See KITV, Honolulu.

**Began Operation:** May 15, 1960.

**Represented (sales):** Seltel Inc.

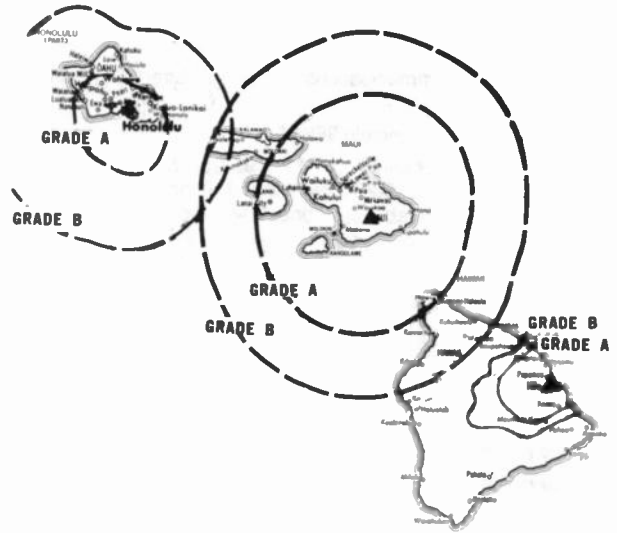
**Personnel:**

See KITV, Honolulu.

**Rates:** Sold in combination with KITV, Honolulu.

**NETWORK BASE HOURLY RATE:** Included with KITV Honolulu.

**For Low-Power TV Stations  
Consult Index**



KHVO BPCT-3077 Granted 9/6/62

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# Hawaii—Hilo

## KOHA-TV

Ch. 2

**Network Service:** None, independent.

**Grantee:** Oceanic Bcstg. Co. Inc., 15-2682 Ina St., Hawaiian Beaches, HI 96778.

**Studio:** 71 Banyan Dr., Hilo, HI 96720.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 2.310-kw max. visual, 0.231-kw max. aural. Antenna: Minus 574-ft. above av. terrain, 142-ft. above ground, 148-ft. above sea level.

Latitude 19° 43' 51"  
Longitude 155° 04' 11"

**Satellite Earth Station:** Harris; Drake receivers.

**Transmitter:** 71 Banyan Dr., Hilo Hawaiian Hotel, Hilo.

**Ownership:** Buck Production Co., 85%; Jonathan C. Starr, 15%.  
Buck Production ownership: Gilbert Buck, Aileen D. Buck, George W. Buck & estate of Rodney R. Buck, gen. partners, 25% each. BPC has interest in applicants for LPTVs.

**Began Operation:** Aug. 22, 1983.

**Personnel:**

EDWARD L. CORN, operations manager.  
Rates: Not available.

**Public/Educational Station Directory  
follows Commercial Stations**

Map  
Station Location  
Topographic  
Contours



SCALE OF MILES  
0 50 100

KOHA-TV BMPCT-830316KE Granted 5/27/83

© American Map Corp. 14244



# Hawaii—Honolulu

## KGMB

Ch. 9

(Also operates satellite KGMD-TV, Hilo and semi-satellite KGMV, Waialuku, Maui)

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 130 E. 2nd St., Davenport, IA 52801.

**Studio:** 1534 Kapiolani Blvd., Honolulu, HI 96814.

**Telephone:** 808-944-5200.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: Minus 170-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

**Transmitter:** 1534 Kapiolani Blvd.

**News Service:** UPI.

**Satellite Earth Station:** Common Carrier, Wold Communications Inc.; Scientific-Atlanta; 10-meter.

**Ownership:** Lee Enterprises Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% interest to Hialand Development Corp. approved Dec. 3, 1958 by FCC (*Television Digest*, Vol. 14:40, 41, 46). Sale of 75.45% to *Honolulu Star-Bulletin* approved Dec. 22, 1959 (Vol. 15:52). Sale by *Honolulu Star-Bulletin* approved May 5, 1965 (Vol. 4:42; 5:19). Transfer of control from the Standard Corp. to the Heftels approved Oct. 1, 1972. Sale to present owner by the Heftels approved by FCC Jan. 27, 1977 (Vol. 16:37).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

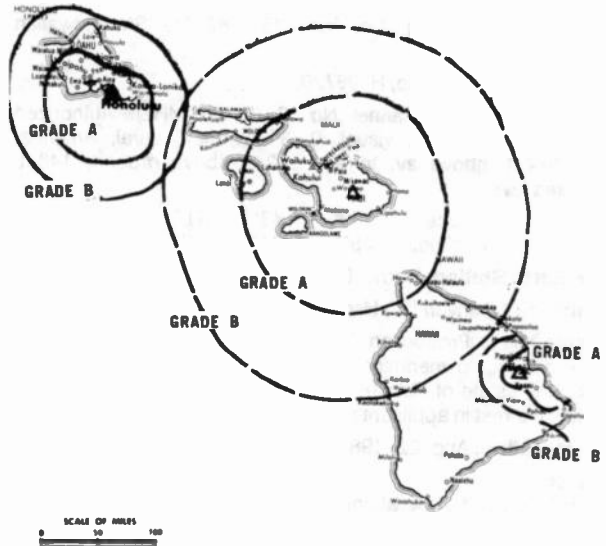
RICHARD A. WEINER general manager.  
ED WONG, controller.  
PHIL ARNONE, program director.  
JOHN WRAY, promotion manager.  
SHEREL GALLAGHER, manager, production.  
ROBERT SEVEY, news director.  
JAMES DONEY, director, community affairs/human resources.  
ROD SHIMABUKURO, chief engineer.  
SHARON KANALEY, national sales manager.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate** (Jan. 16, 1984): \$900.

**Note:** Above rates include satellite operation of KGMD-TV, Hilo, KGMV, Waialuku; translators K69BZ, Lihue and K57BI, Waimea.

**NETWORK BASE HOURLY RATE:** \$686.



KGMB BPCT-3610 Granted 10/19/65

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# TARGET/AID

The Ratings and Lifestyle Connection.

## ARBITRON® RATINGS

# Hawaii—Honolulu

## KHAI-TV

Ch. 20

**Network Service:** None, independent.

**Grantee:** Media Central Inc., Osborne Office Center, Suite 260, Chattanooga, TN 37411.

**Studio:** 735 Sheridan St., Honolulu, HI 97814.

**Telephone:** 808-943-1169.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 537-kw max. visual, 63-kw max. aural. Antenna: Minus 150-ft. above av. terrain, 320-ft. above ground, 330-ft. above sea level.

Latitude	21°	17'	56"
Longitude	157°	50'	44"

**Transmitter:** Atlas Insurance Bldg., 1150 King St., Honolulu.

**Ownership:** Morton J. Kent, pres.-treas., 64.72%; Donald B. Kent, secy., H. Bernard Dixon, David R. Vaughan, John F. McMullan & Forrest L. Preston, 8.82% each. For other interests, see Media Central Inc. under Group Ownership of TV Stations.

**Began Operation:** Dec. 30, 1983.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

DANIEL KAWAKAMI, general manager.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate:** \$100.



SCALE OF FEET  
0 50 100

KHAI-TV BMPCT—830110KF Granted 10/7/83

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# THE TED HEPBURN COMPANY

Media Brokerage Specialist CATV, TV and Radio

Ted Hepburn, President Todd Hepburn, Vice-President  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Hawaii—Honolulu

## KHON-TV

Ch. 2

(Also operates satellites KAI-TV, Waiuku & KHAW-TV, Hilo)

**Network Service:** NBC.

**Licensee:** Western Sun Inc., dba KHON-TV, Suite 501, 615 Piikoi St., Honolulu, HI 96814.

**Studio:** 1170 Auahi St., Honolulu, HI 96814.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 60-ft. above av. terrain, 500-ft. above ground, 506-ft. above sea level.

Latitude 21° 17' 39"  
Longitude 157° 50' 18"

**Transmitter:** Century Center, 1750 Kalakaua Ave.

**News Services:** AP, CNN.

**Satellite Earth Stations:** One Scientific-Atlanta; 10-meter; One Common carrier; 11-meter; Scientific-Atlanta receivers.

**Ownership:** Des Moines Register & Tribune Co., 100%. For other interests, see WQAD-TV, Moline, IL.

**Began Operation:** Dec. 15, 1952. Merger with McCoy Bcstg. Co. approved by FCC March 8, 1979. Sale to McCoy by Pacific & Southern Co. Inc. approved by FCC Jan. 17, 1973. Previously, merger with Jupiter Bcstg. of Georgia, surviving corp., now known as Pacific & Southern Bcstg. Co. Inc., approved Nov. 15, 1967 (*Television Digest*, Vol. 7:47). Assignment to Pacific & Southern Co. Inc. approved Dec. 15, 1967. Previous sale by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 (Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

**Represented (sales):** Blair Television.

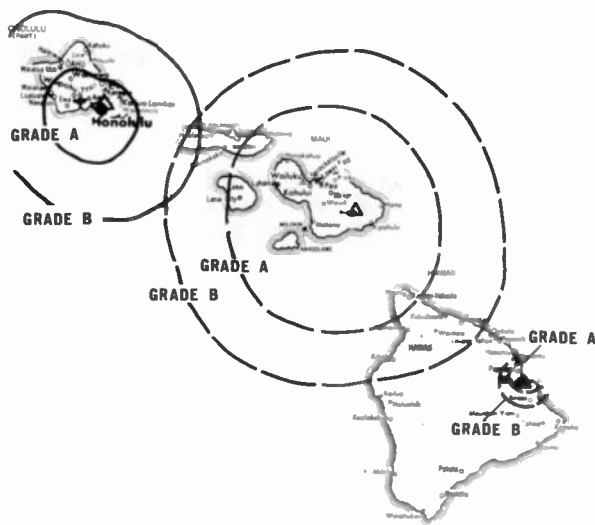
**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

WILLIAM L. SNYDER, president & general manager.  
WILLIAM D. GAETH, general sales manager.  
WALTER ZIMMERMANN, news director.  
JACK KELLNER, director, community affairs.  
KENNETH R. ERICKSON, director of engineering.  
ALAN L. HOFFMAN, program manager.  
DENNIS CHRISTIANSON, promotion director.  
JIM McCORMICK, production manager.

**Highest 30 Sec. Rate** (May 23, 1982): \$1200.

**NETWORK BASE HOURLY RATE:** \$500.



SCALE OF MILES  
0 50 100

KHON-TV BPCT-4966 Granted 7/13/77

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# Hawaii—Honolulu

## KHNL-TV

(formerly KIKU-TV)

Ch. 13

**Network Service:** None, independent.

**Licensee:** Mid-Pacific Television Associates, 150-B Puuhale Rd., Honolulu 96819.

**Studio:** 150-B Puuhale Rd.

**Telephone:** 808-847-3246.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 22-ft. above av. terrain, 500-ft. above ground, 505-ft. above sea level.

Latitude 21° 17' 09"  
Longitude 157° 50' 21"

**Transmitter:** 2005 Kalia Rd., Honolulu.

**News Service:** UPI.

**Satellite Earth Stations:** Microdyne, 10-meter; Scientific-Atlanta, 10-meter.

**Ownership:** Hawaii-Nippon Communications Inc., 50%; Ten-Tel Assoc. Inc., 30%; Transpacific Television Inc., 20%. Hawaii-Nippon Communications Ownership: Elliott Cushman, pres., Lawrence Cushman, v.p., & Steven Cushman, secy.-treas., 33.33% each. Elliott Cushman owns 14% of KUAM-TV-AM-FM, Agana, Guam & 100% of Arizona Farmer Ranchman, Phoenix, AZ magazine publishing co. Ten-Tel Assoc. Ownership: Sam N. Okinaga, pres., Clinton I. Shiraishi, v.p., Stanley Y. Mukai, secy., Alvin T. Shim, treas. Richard T. Mamiya, Chiaki Matsuo, Dr. Shigeo Natori, Lawrence N. Okinaga, Walter K. Tagawa & Jack H. Ujimori, 10% each. Transpacific Television Ownership: Asahi National Bcstg. Co. Ltd., 100%; Harold H. Kuwahara, pres.-v.p.-secy.-treas. Asahi National Bcstg. & subsidiaries engage in television broadcasting & programming in Japan; have no U.S. business entities & interests.

**Began Operation:** July 4, 1962. Sale by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967. Sale to present owners by Richard Eaton approved by FCC Nov. 28, 1979.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Shrinsky, Weitzman & Eisen.

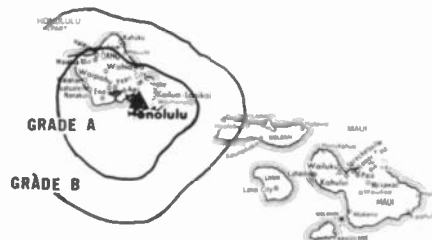
**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

GRACE FURUKAWA, assistant to general manager.  
MICHAEL KEESLING, program director.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$350.



SCALE OF MILES  
0 50 100

KHNL-TV BPCT—810522KH Granted 6/15/81

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# Hawaii—Honolulu

## KITV

Ch. 4

(Rebroadcast by KMAU, Walluku & KHVO, Hilo)

**Network Service:** ABC.

**Licensee:** Western Telestations Inc., 1290 Ala Moana Blvd.

**Studio:** 1290 Ala Moana Blvd., Honolulu, HI 96814.

**Telephone:** 808-545-4444. **TWX:** KITV 723-8387.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 45-ft. above av. terrain, 495-ft. above ground, 500-ft. above sea level.

Latitude 21° 17' 37"  
Longitude 157° 50' 34"

**Transmitter:** Ala Moana Hotel, 410 Atkinson Dr., Honolulu.

**News Service:** UPI.

**Satellite Earth Stations:** Common Carrier Andrew; 11-meter.

**Ownership:** Shamrock Holdings Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 16, 1954. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Lawrence S. Berger & assoc. approved June 15, 1973 (**Television Digest**, Vol. 12:47). Sale to Berger group by Kaiser Bcstg. approved Dec. 18, 1964 (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 (Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, IA, interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46; 12:2).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Hammett & Edison Inc.

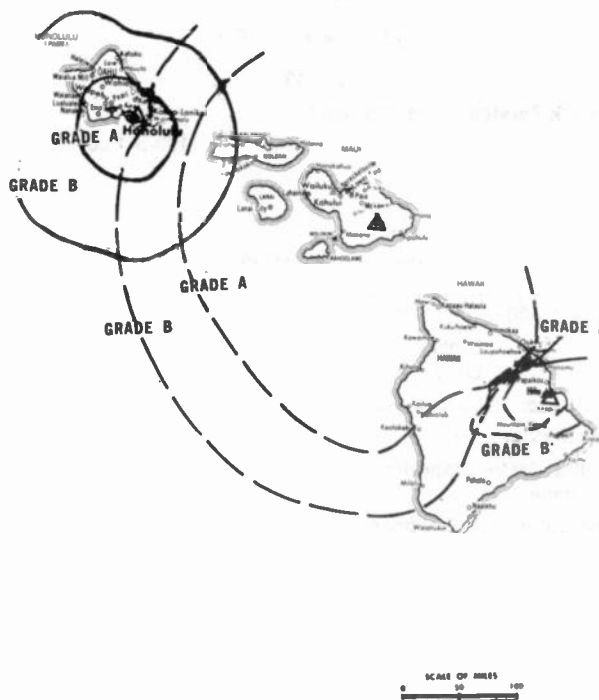
**Personnel:**

DICK GRIMM, president.  
RICHARD SCHALLER, general manager.  
NEAL NAGATA, chief engineer.  
MUNEO HAMADA, business manager.  
DON ROCKWELL, news director.  
LARRY CAZAVAN, program director.  
CHARLIE RILEY, production manager.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$650.

**NETWORK BASE HOURLY RATE:** \$500.



KITV BPCT-4921 Granted 7/2/76

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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

# Hawaii—Honolulu

## KSHO

Ch. 26

**Network Service:** None, independent.

**Licensee:** Mauna Kea Bcstg. Co., 10880 Wilshire Blvd., Suite 2007, Los Angeles, CA 90024.

**Studio:** 970 N. Kalaheo Ave., Honolulu, HI 96734.

**Telephone:** 808-254-5826.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 99.3-kw max. visual, 9.93-kw max. aural. Antenna: 2110-ft. above av. terrain, 100-ft. above ground, 2540-ft. above sea level.

Latitude 21° 19' 49.2"  
Longitude 157° 45' 24.1"

**News Service:** UPI.

**Ownership:** Saul Levine, pres., 80%; F. E. Wilson, v.p., 20%; Anita L. Levine, secy.-treas. S. Levine & Wilson have interest in KKGO(FM), Los Angeles.

**Began Operation:** Dec. 23, 1982.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Cohn & Marks.

**Personnel:**

BILL KLINE, general manager.  
JERRY FYRE, sales manager.  
GARRETT NAKAHODO, program coordinator.  
JOHN BATES, news director.

**Rates:** On request.



# Hawaii—Wailuku

## KAIJ-TV

Ch. 7

(Satellite of KHON-TV, Honolulu)

**Network Service:** NBC.

**Licensee:** Western Sun Inc., 1170 Auahi St., Honolulu, HI 96814.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 26"

**Transmitter:** Mt. Haleakala, Maui.

**News Services:** AP, CNN.

**Satellite Earth Stations:** One Scientific-Atlanta; One Common Carrier; Scientific-Atlanta receivers.

**Ownership:** See KHON-TV, Honolulu.

**Began Operation:** Nov. 19, 1958.

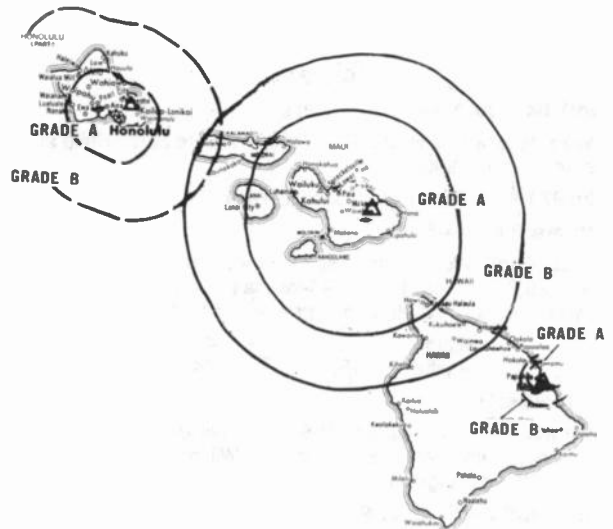
**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:** See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

**Rates:** Sold in combination with KHON-TV, Honolulu & KHAW-TV, Hilo and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.



KAIJ-TV BPCT-2986 Granted 10/20/61

SCALE OF MILES  
0 50 100

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# Hawaii—Wailuku

## KGMV

Ch. 3

(Satellite of KGMB, Honolulu)

**Network Service:** CBS.

**Licensee:** Heftel Broadcasting-Maui, 1599 Kapiolani Blvd., Honolulu, HI 96814.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 14.1-kw visual, 2.69-kw aural. Antenna: 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 35"

**Transmitter:** Mt. Haleakala, Maui.

**Ownership:** Joyce Heftel, 60%; Cecil Heftel, 40%. Heftel Bcstg. also owns KGMD-TV, Hilo; KSSK(AM), Honolulu; WLUP(FM), Chicago; WIKS(FM), Greenfield, IN; KULA(FM), Waipahu, HI; WLLT(FM), Fairfield, OH; 10% of WTFM(FM), Lake Success, NY.

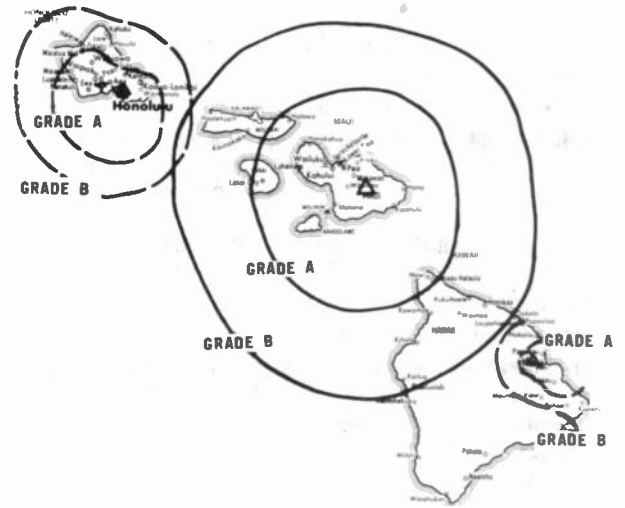
**Began Operation:** April 24, 1955. Sale to present owners by John S. Young approved by FCC March 7, 1974. Previous sale to Young by Pacific Bcstg. (Glasmann interests) after they took over all properties from **Honolulu Star-Bulletin** approved May 5, 1965 (**Television Digest**, Vol. 4:42; 5:19).

**Personnel:**

EARL McDANIEL, vice president.

**Rates:** Sold in combination with KGMB, Honolulu & satellite KGMD-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

**NETWORK BASE HOURLY RATE: \$50.**



KGMV BMPCT-2821 Granted 2/25/55

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# Hawaii—Wailuku

## KMAU

Ch. 12

(Satellite of KITV, Honolulu)

**Network Service:** ABC.

**Licensee:** Western Telestations Inc.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

Latitude	20°	42'	43"
Longitude	156°	15'	26"

**Transmitter:** Haleakala Crater.

**Ownership:** See KITV, Honolulu.

**Began Operation:** Dec. 4, 1955. Sale to present owner by Maui Publishing Co. Ltd. approved by FCC March 27, 1978.

**Represented (sales):** Sattel Inc.

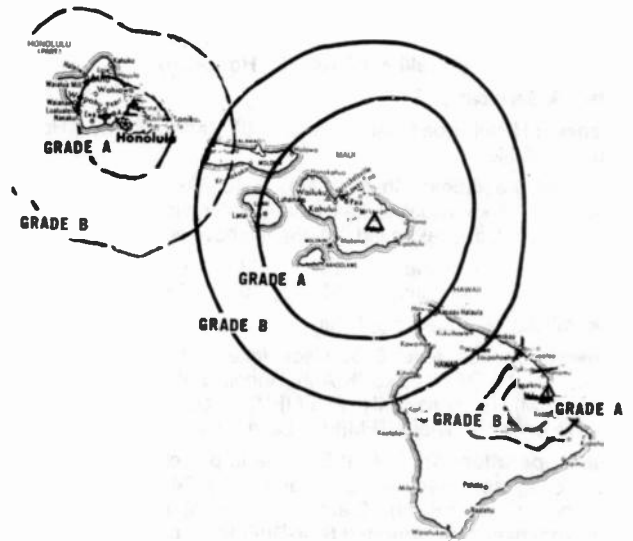
**Personnel:**

See KITV, Honolulu.

**Rates:** See KITV, Honolulu.

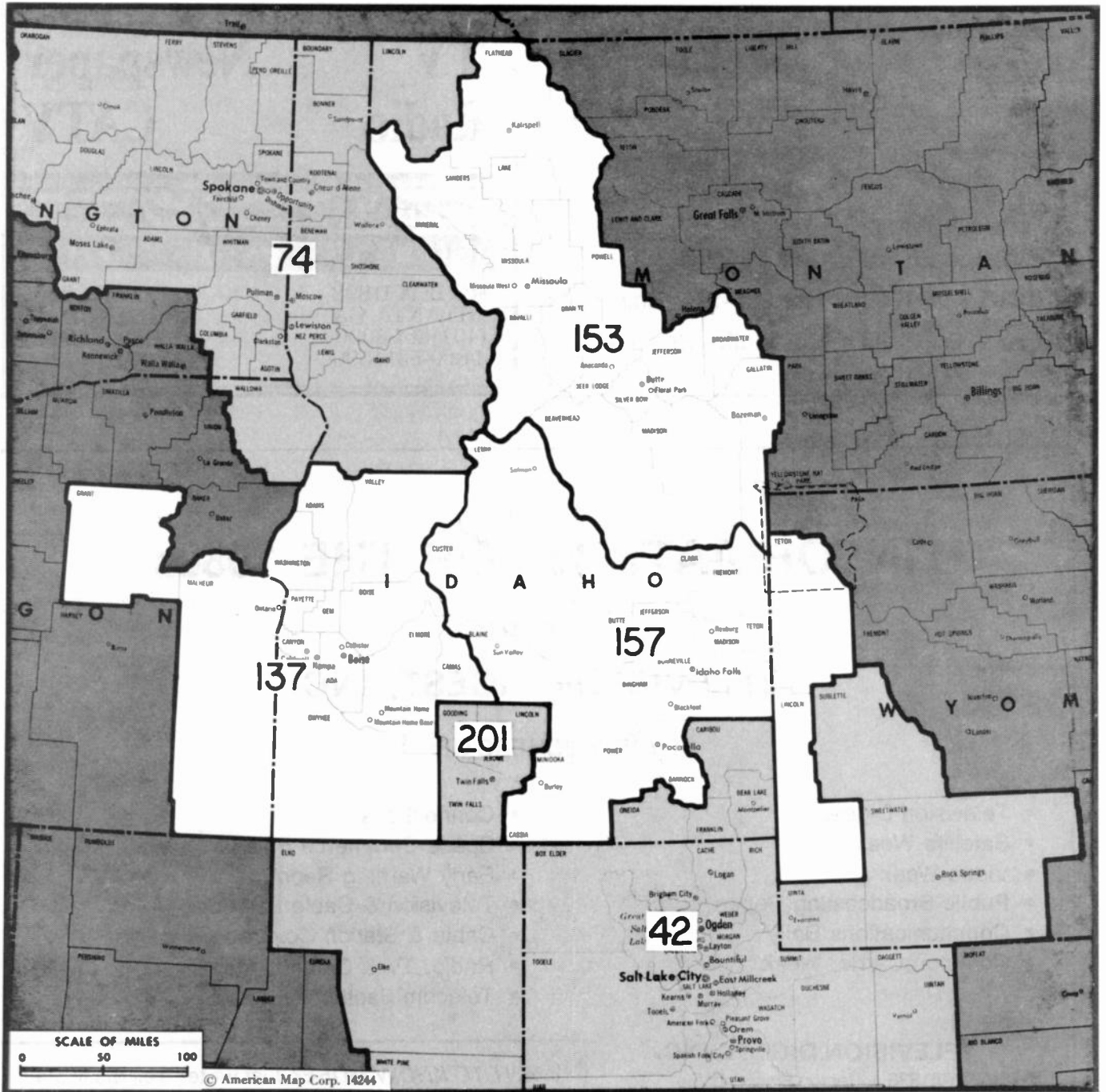
**NETWORK BASE HOURLY RATE:** Included with KITV, Honolulu.

**For Translator Stations,  
consult Index**



KMAU BPCT-1981 Granted 5/25/55

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**Idaho Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	9	0	9
Educational Television Stations	3	0	3
			12

Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	548,400	42
Spokane, WA	323,700	74
Boise, ID	146,300	137
Missoula-Butte, MT	118,200	153
Idaho Falls-Pocatello, ID	107,400	157
Twin Falls, ID	26,200	201

Market Area Commercial TV Stations
KSL-TV (5), KSTU (20), KTVX (4), KUTV (2)
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTVM (6), KXLF-TV (4)
KID-TV (3), KIFI-TV (8), KPMI (6)
KMVT (11)

## Idaho

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KIVI, Boise**--See Nampa, ID  
**KIVI, Caldwell**--See Nampa, ID  
**KPVI, Idaho Falls**--See Pocatello, ID  
**KBCI-TV & KTVB, Nampa**--See Boise, ID  
**KID-TV & KIFI-TV Pocatello**--See Idaho Falls, ID

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# Idaho—Boise

## KBCI-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Eugene Television Inc., Box 2, Boise, ID 83707.

**Studio:** 1007 W. Jefferson St.

**Telephone:** 208-336-5222. **TWX:** 910-970-5790.

**Mailing Address:** Box 2, Boise, ID 83707.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 12.9-kw aural. Antenna: 2640-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 17"  
Longitude 116° 05' 53"

**Transmitter:** Deer Point Peak, Shafer Butte.

**News Services:** AP, UPI, Weather Wire.

**Satellite Earth Stations:** 3 in operation; Harris & Scientific-Atlanta receivers.

**Ownership:** See KVAL-TV, Eugene, OR.

**Began Operation:** Nov. 26, 1953. Sale to present owner by Boise Valley Bcstrs. Inc. approved by FCC Aug. 31, 1976.

**Represented (sales):** Katz Television; Art Moore Inc. (Pacific Northwest); John McGuire Co.

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

**Personnel:**

MARY E. MILLER, station manager.

JACK FLYNN, sales manager.

PAUL GREENE, program director.

ROBERT CHADBOURNE, news director.

GREG JOHNSON, chief engineer.

**Highest 30 Sec. Rate** (June 1, 1984): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	72,200	70,900	98
	Adams	1,200	1,100	92
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	31,100	30,300	97
	Elmore	7,400	7,300	99
	Gem	4,500	4,400	98
	Gooding	4,700	4,600	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Twin Falls	20,100	19,800	99
	Valley	2,300	2,200	96
	Washington	3,300	3,200	97
<b>NEVADA</b>				
	Humboldt	4,200	4,000	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Grant	3,300	2,900	88
	Harney	3,200	3,000	92
	Malheur	10,000	9,600	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Blaine	4,900	4,700	96
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	<b>OREGON</b>			
	Baker	6,500	6,100	94
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Custer	1,600	1,500	94
	Idaho	5,700	5,400	95
	<b>OREGON</b>			
	Wheeler	600	600	100
<b>Station Totals</b>		<b>204,400</b>	<b>198,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>155,300</b>
<b>Average Daily Circulation (1984)</b>				<b>88,000</b>

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# Idaho—Boise

## KTVB

Ch. 7

**Network Service:** NBC.

**Licensee:** King Bcstg. Co., Box 24525, Seattle, WA.

**Studio:** 5407 Fairview Ave., Boise 83704.

**Mailing Address:** Box 7, Boise, ID 83707.

**Telephone:** 208-375-7277. **TWX:** 910-970-5779.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 162-kw visual, 26.3-kw aural. Antenna: 2650-ft. above av. terrain, 226-ft. above ground, 7206-ft. above sea level.

Latitude 43° 45' 16"  
Longitude 116° 05' 56"

**Transmitter:** TV Lot No. 3, Deer Point, ID.

**News Services:** AP, UPI, SAT FAX, CNN.

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

**Ownership:** King Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** July 12, 1953. Sale to present owner by Georgia M. Davidson, et al., approved by FCC Feb. 22, 1980 (**Television Digest**, Vol. 19:41).

**Represented (sales):** Blair Television; Northwest Television Sales (Seattle & Portland).

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

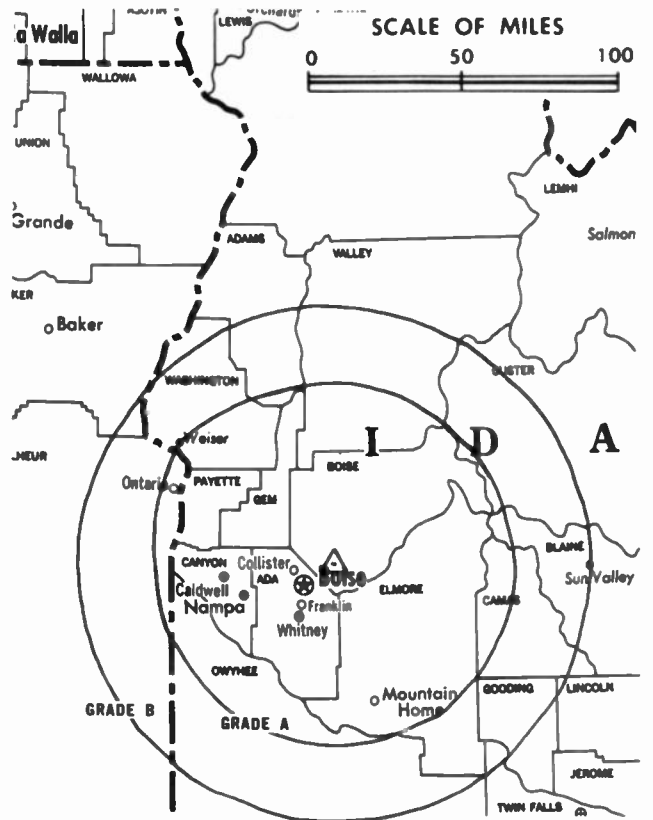
- ANCIL H. PAYNE, president.
- ROBERT E. KRUEGER, vice president & general manager.
- JOHN LEWIS, general sales manager.
- ANNE PEARSON, program director.
- PAM LAWS, promotion director.
- PETER HOEKZEMA, director of engineering.
- PHIL WENSTRAND, news director.

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

**NETWORK BASE HOURLY RATE:** \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	72,200	70,900	98
	Adams	1,200	1,100	92
	Blaine	4,900	4,700	96
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	31,100	30,300	97
	Elmore	7,400	7,300	99
	Gem	4,500	4,400	98
	Gooding	4,700	4,600	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
Twin Falls	20,100	19,800	99	
Valley	2,300	2,200	96	
Washington	3,300	3,200	97	



KTVB BPCT-820721KG Granted 8/31/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Humboldt	4,200	4,000	96
	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Grant	3,300	2,900	88
	Harney	3,200	3,000	92
<b>Between 25-49%</b>	Malheur	10,000	9,600	96
	Union	9,200	8,600	93
	<b>IDAHO</b>			
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	<b>NEVADA</b>			
Elko	7,100	6,600	93	
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Custer	1,600	1,500	94
	Idaho	5,700	5,400	95
	<b>NEVADA</b>			
	Eureka	500	400	80
	Lander	1,900	1,700	92
<b>OREGON</b>				
Wheeler	600	600	100	
<b>Station Totals</b>		<b>223,100</b>	<b>216,200</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>169,900</b>
<b>Average Daily Circulation (1984)</b>				<b>109,000</b>

# Idaho—Idaho Falls-Pocatello-Blackfoot

## KID-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** KID Broadcasting Corp., Box 2008, 1255 E. 17th St., Idaho Falls, ID 83401.

**Studio:** 1255 E. 17th St. **Telephone:** 208-522-5100.

**Mailing Address:** Box 2008, Idaho Falls, ID 83401.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

**Transmitter:** Little Butte Mtn., 8.5-mi. NE of Atomic City, ID.

**News Services:** AP, UPI.

**AM Affiliate:** KID, 5-kw (1-kw night), 590 kHz (CBS).

**FM Affiliate:** KID-FM, 100-kw, 96.1 MHz (No. 241), 1500-ft. (NBC).

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Lucille J. Ricks 25%; S. Warren Wright, 6%; 45 others, none with as much as 6%.

**Began Operation:** Dec. 20, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** Jules Cohen & Associates, P.C.

### Personnel:

J. ALLEN JENSEN, president & general manager.  
RICHARD CARR, station manager.  
BARBARA HENRICKSEN, national sales manager.  
KIM SOUTHWICK, operations manager.  
GARY SMITH, chief engineer.  
LOU RIEPL, news director.

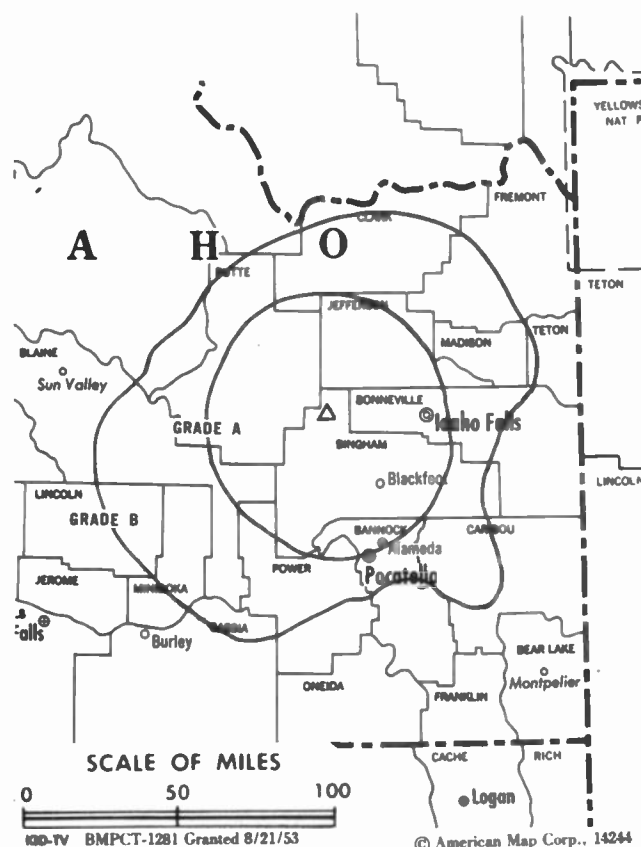
**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate** (July 2, 1984): \$155.

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bingham	11,800	11,600	98
	Blaine	4,900	4,700	96
	Bonneville	23,100	22,800	99
	Butte	1,100	1,100	100
	Caribou	3,200	3,100	97
	Cassia	6,400	6,300	98
	Clark	300	300	100
	Custer	1,600	1,500	94
	Fremont	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	5,100	5,100	100
	Lemhi	3,100	2,900	93
	Madison	5,600	5,500	98
	Minidoka	6,800	6,600	97
	Power	2,600	2,500	96
	Teton	900	900	100
<b>WYOMING</b>				
	Teton	4,700	4,500	96
<b>IDAHO</b>				
<b>Between 25-49%</b>	Bear Lake	2,600	2,500	96
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
<b>WYOMING</b>				
	Lincoln	4,600	4,400	96
<b>IDAHO</b>				
<b>Between 5-24%</b>	Jerome	5,600	5,500	98
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
<b>Station Totals</b>		<b>129,200</b>	<b>126,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>100,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>65,100</b>	

# Idaho—Idaho Falls-Pocatello-Blackfoot

## KIFI-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** The Post Co., Box 2148, Idaho Falls, ID 83401.

**Studio:** 1915 North Yellowstone Hwy., Idaho Falls.

**Telephone:** 208-523-1171. **TWX:** 910-977-5726.

**Mailing Address:** Box 2148, Idaho Falls, ID 83401.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 42° 30' 02"  
Longitude 112° 39' 36"

**Transmitter:** Little Butte Mtn., 32-mi. W of Idaho Falls.

**News Services:** AP, CNN.

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

**Ownership:** Estate of James M. Brady, 33.33%; J. Robb Brady, pres., 33.33%; Rose A. Keller, 33.33%.

**Began Operation:** Jan. 23, 1961.

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

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** John H. Mullaney.

### Personnel:

JERRY M. BRADY, vice president & general manager.

H. G. HAEFELE, station & national sales manager..

CHUCK OUTLAND, Pocatello office manager.

WES PETERBERG, Idaho Falls office manager.

BLAINE PETERSEN, production manager.

CECIL COPE, chief engineer.

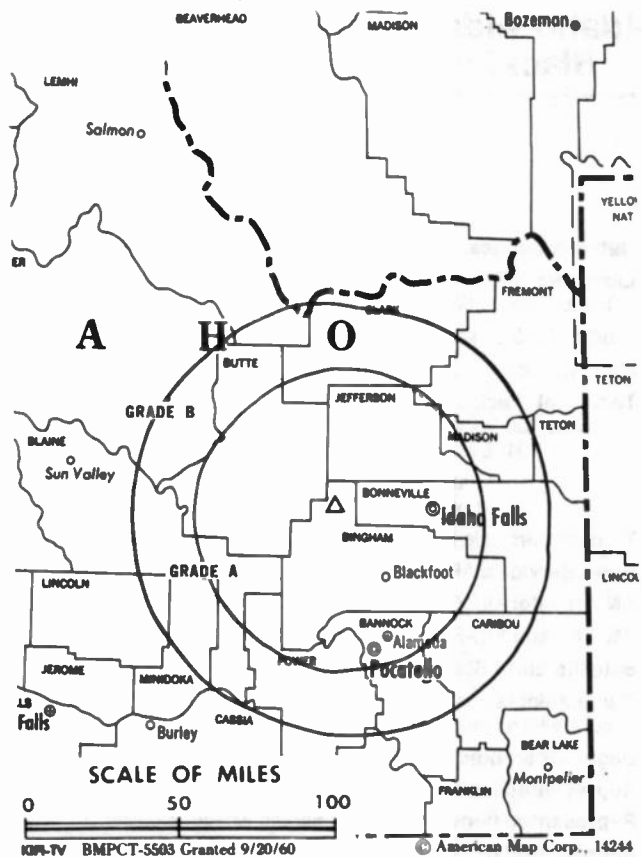
**Highest One Hour Rate:** \$650.

**Highest 30 Sec. Rate** (Sept. 15, 1984): \$200.

**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bingham	11,800	11,600	98
	Bonneville	23,100	22,800	99
	Butte	1,100	1,100	100
	Cassia	6,400	6,300	98
	Clark	300	300	100
	Fremont	3,800	3,700	97
	Jefferson	5,100	5,100	100
	Madison	5,600	5,500	98
	Minidoka	6,800	6,600	97
	Power	2,600	2,500	96
	Teton	900	900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING</b>			
	Teton	4,700	4,500	96
	<b>IDAHO</b>			
Between 25-49%	Blaine	4,900	4,700	96
	Custer	1,600	1,500	94
	Oneida	1,100	1,100	100
Between 5-24%	<b>WYOMING</b>			
	Lincoln	4,600	4,400	96
Between 5-24%	<b>IDAHO</b>			
	Bear Lake	2,600	2,500	96
	Caribou	3,200	3,100	97
Between 5-24%	Jerome	5,600	5,500	98
	Lemhi	3,100	2,900	93
Between 5-24%	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
Between 5-24%	<b>UTAH</b>			
	Morgan	1,600	1,600	100
Between 5-24%	Rich	800	800	100
	<b>WYOMING</b>			
Between 5-24%	Sublette	1,700	1,600	94
	<b>Station Totals</b>	<b>130,400</b>	<b>127,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>94,200</b>
<b>Average Daily Circulation (1984)</b>				<b>60,300</b>

# Idaho—Lewiston

## KLEW-TV

Ch. 3

(Associated with KIMA-TV, Yakima, WA)

**Network Service:** CBS.

**Licensee:** NWG Broadcasting Co., Box 702, Yakima, WA 98907.

**Studio:** 2626 17th St., Lewiston, ID 83501.

**Telephone:** 208-746-2636.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.30-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

**Transmitter:** 3-mi. NW of Clarkston, WA, 2.5-mi. SW of U.S. 195.

**News Service:** AP.

**Satellite Earth Station:** Harris, 7.1-meter; Harris receivers.

**Ownership:** See KIMA-TV, Yakima, WA.

**Began Operation:** Dec. 9, 1955.

**Represented (sales):** Seltel Inc.; Art Moore Inc. (Pacific Northwest).

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

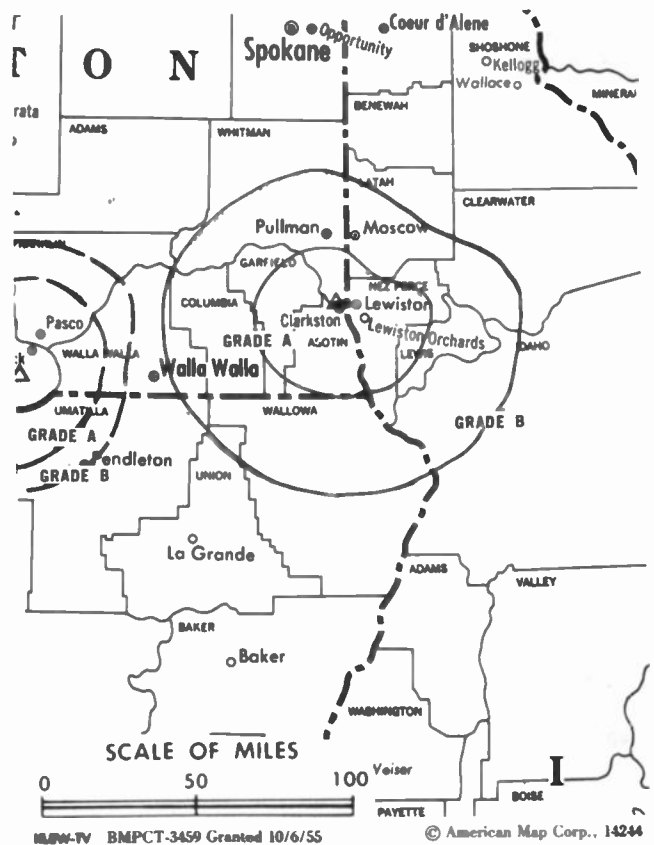
GERRY CORNWELL, manager.  
MARLIN JACKSON, chief engineer.  
VANESSA GERWELS, news director.

Sold in combination with KIMA-TV, Yakima.

**NETWORK BASE HOURLY RATE** (July 1, 1984): \$150. Combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Clearwater	3,700	3,600	97
	Idaho	5,700	5,400	95
	Latah	10,900	10,500	96
	Nez Perce	13,000	12,700	98
	<b>WASHINGTON</b>			
	Asotin	6,900	6,700	97
	Garfield	1,000	900	90
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Lewis	1,500	1,500	100
	<b>WASHINGTON</b>			
Whitman	13,800	13,200	96	
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Benewah	3,200	3,100	97
	<b>WASHINGTON</b>			
Columbia	1,600	1,500	94	
<b>Station Totals</b>		<b>61,300</b>	<b>59,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>37,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,900</b>	



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# Idaho—Nampa-Boise-Caldwell

**KIVI**

**Ch. 6**

**Network Service:** ABC.

**Licensee:** Sawtooth Communications Inc., 1866 E. Chisholm Dr., Nampa, ID 83651.

**Studio:** 1866 E. Chisholm Dr., Nampa, ID 83651.

**Telephone:** 208-467-3301. **TWX:** 910-970-5945.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 2660-ft. above av. terrain, 210-ft. above ground, 7230-ft. above sea level.

Latitude 43° 45' 20"  
Longitude 116° 05' 55"

**Transmitter:** Deer Point, Shaffer Butte.

**News Services:** AP, UPI, ABC, Group W Newsfeed, Weatherfacts, WSI.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Evening Post Publishing Co., 100%. See Group Ownership of TV Stations.

**Began Operation:** Feb. 1, 1974. Sale to present owner by Futura Corp. approved by FCC Aug. 25, 1981.

**Represented (sales):** Seltel Inc.; Tacher Co. (Pacific Northwest).

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

**Represented (engineering):** Cohen & Dippell, P.C.

**Personnel:**

- LARRY CHASE, president & general manager.
- DON LONG, operations manager.
- REX L. ARTHUR, general sales manager.
- KEN RITCHIE, local sales manager.
- LINDA LAKY, sales coordinator.
- ANDY SUK, chief engineer.
- STEVE EYRSE, production manager.
- DAN SMEDE, news director.

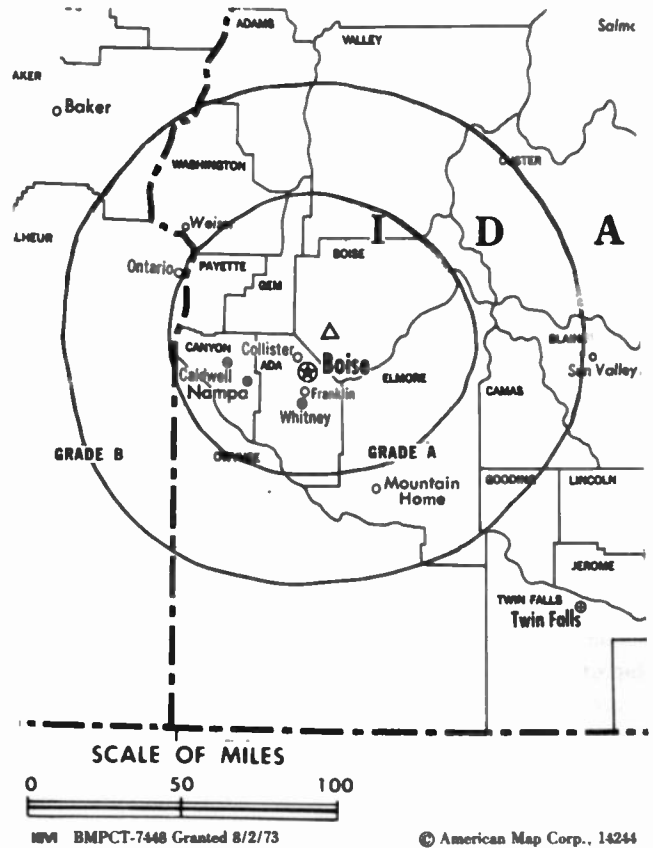
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (July 6, 1984): \$450.

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Ada	72,200	70,900	98
	Adams	1,200	1,100	92
	Boise	1,500	1,500	100
	Camas	300	300	100
	Canyon	31,100	30,300	97
	Elmore	7,400	7,300	99
	Gem	4,500	4,400	98
	Gooding	4,700	4,600	98
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Twin Falls	20,100	19,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Valley	2,300	2,200	96
	Washington	3,300	3,200	97
	<b>OREGON</b>			
	Grant	3,300	2,900	88
	Harney	3,200	3,000	92
	Malheur	10,000	9,600	96
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Custer	1,600	1,500	94
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100
	<b>OREGON</b>			
	Baker	6,500	6,100	94
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Blaine	4,900	4,700	96
	Idaho	5,700	5,400	95
	<b>NEVADA</b>			
	Humboldt	4,200	4,000	96
	<b>OREGON</b>			
	Gilliam	800	800	94
<b>Station Totals</b>		<b>204,600</b>	<b>199,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>151,100</b>
<b>Average Daily Circulation (1984)</b>				<b>87,400</b>

# Idaho—Nampa-Boise-Caldwell

## KTRV

Ch. 12

**Network Service:** None, independent.

**Licensee:** Peyton Broadcasting Ltd., Box 1212, Nampa, ID 83651.

**Studio:** 679 Sixth St., North Extension, Nampa, ID.

**Telephone:** 208-466-1200. **TWX:** 910-970-5748.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 178-kw max. & 166-kw horizontal visual, 18.2-kw horizontal aural. Antenna: 2736-ft. above av. terrain, 244-ft. above ground, 7306-ft. above sea level.

Latitude 43° 45' 18"  
Longitude 116° 05' 52"

**Transmitter:** Deer Point Peak, 10.75-mi. NNE of Boise.

**News Service:** INN.

**Satellite Earth Stations:** Prodelin; 4.6-meter.

**Ownership:** General partner: Peyton Bcstg. Inc., 51%. John A. Serrao, chmn., 36.3%; Cary D. Jones, pres.-treas., 40.2%; Alice S. Serrao, exec. v.p.-secy., 23.5%. Limited partners: Sherwood Bcstg. Inc., 12%; Boyle Trust & Inv., 5%; Albert M. Austin & Richard D. Austin, Trustees, 3%; Henry Cannon, 4%; Nahum A. Bernstein, 5.56%; Blanche L. Bernstein, 0.319%; George Blinn, 4%; Dr. Phillip M. Colbert, 4%; Michael J. Lambert, 3%; Dr. Bland W. Cannon, 2%; Judge Jacob D. Fuchsberg 3.894%; Martin L. Jaffee, 2.227%.

**Began Operation:** Oct. 18, 1981.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Represented (engineering):** John Fergie & Associates Inc.

### Personnel:

JOHN A. SERRAO, president & general manager.

CARY D. JONES, sr. v.p. & station manager.

JIM BARTO, director of business affairs.

TIM BEVER, general sales manager.

GAIL BLANCHARD-JONES, dir. of programming & promotion.

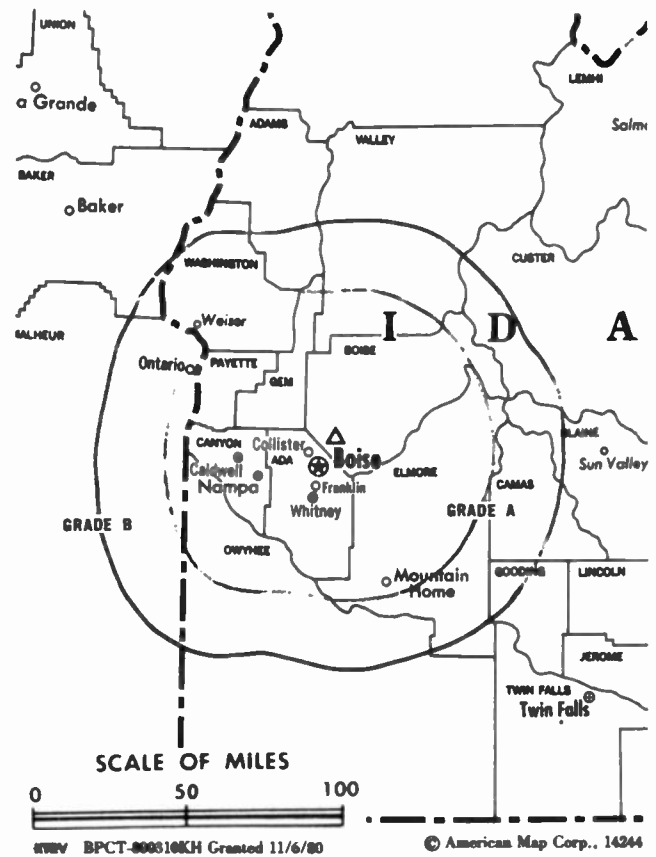
FRANCIS WILSON, chief engineer.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (Oct. 1, 1984): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes; TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Ada	72,200	70,900	98
	Canyon	31,100	30,300	97
	Elmore	7,400	7,300	99
	Gem	4,500	4,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98
	Washington	3,300	3,200	97
<b>OREGON</b>				
	Malheur	10,000	9,600	96
<b>IDAHO</b>				
Between 25-49%	Boise	1,500	1,500	100
	Twin Falls	20,100	19,800	99
	Valley	2,300	2,200	96
<b>IDAHO</b>				
Between 5-24%	Adams	1,200	1,100	92
	Gooding	4,700	4,600	98
	Jerome	5,600	5,500	98
<b>OREGON</b>				
	Baker	6,500	6,100	94
<b>Station Totals</b>		<b>179,400</b>	<b>175,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>114,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,800</b>	

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# Idaho—Pocatello-Blackfoot-Idaho Falls

**KPVI**

**Ch. 6**

**Network Service:** ABC.

**Licensee:** Ambassador Media Corp., 7600 Potomac Falls Rd., McLean, VA 22102.

**Studio:** 425 E. Center, Pocatello, ID 83201.

**Telephone:** 208-233-6667. **TWX:** 910-970-5945.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1530-ft. above av. terrain, 619-ft. above ground, 6857-ft. above sea level.

Latitude 42° 55' 14.5"

Longitude 112° 20' 44.0"

**Transmitter:** SE 1/4 of SW 1/4 of SE 1/2 of Section 3, T6S, R35E.

**News Services:** AP, UPI.

**Ownership:** W. L. Armstrong, pres., 45%; Brian P. Hogan, v.p., 10%; Ellen M. Armstrong, secy.-treas., 45%. Armstrongs have interest in KEZW(AM), Aurora, CO.

**Began Operation:** April 26, 1974. Sale to present owners by Futura Corp. approved by FCC Oct. 25, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Hamel & Park.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BRIAN HOGAN, vice president & general manager.

BRUCE BARRETT, general sales manager.

JEAN MORAND, chief engineer.

JIM SOLLERS, production manager.

GREG LICHT, news director.

MIKE TRACY, local sales manager.

JUDY CLARK, traffic manager.

KATHY GRUMBEIN, program manager.

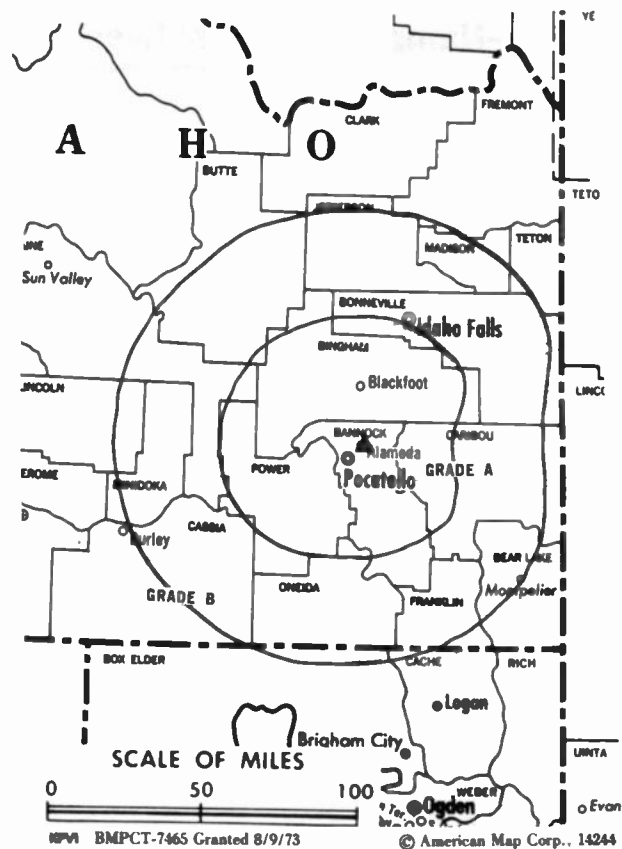
**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bingham	11,800	11,600	98
	Blaine	4,900	4,700	96
	Bonneville	23,100	22,800	99
	Butte	1,100	1,100	100
	Cassia	6,400	6,300	98
	Clark	300	300	100
	Jefferson	5,100	5,100	100
	Madison	5,600	5,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Minidoka	6,800	6,600	97
	Power	2,600	2,500	96
	Teton	900	900	100
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Custer	1,600	1,500	94
	Fremont	3,800	3,700	97
<b>WYOMING</b>	Lincoln	4,600	4,400	96
	<b>Between 5-24%</b>	<b>IDAHO</b>		
Bear Lake		2,600	2,500	96
Caribou		3,200	3,100	97
Jerome		5,600	5,500	98
Lincoln		1,200	1,200	100
Oneida		1,100	1,100	100
Valley		2,300	2,200	96
<b>MONTANA</b>	Beaverhead	3,000	2,800	93
	Deer Lodge	4,300	4,200	98
<b>Station Totals</b>		<b>126,300</b>	<b>123,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>82,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>45,800</b>	

# Idaho—Twin Falls

## KMVT

Ch. 11

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

**Licensee:** KMVT Bcstg. Inc., Twin Falls 83301.

**Studio:** 2217 Elizabeth Blvd., Twin Falls, ID 83301.

**Telephone:** 208-733-1280. **TWX:** 910-977-5716.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 3.8-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 43' 48"  
Longitude 114° 24' 52"

**Transmitter:** Flat Top Butte, 11-mi. north of city.

**News Service:** UPI.

**Satellite Earth Station:** ADM; 6.1-meter.

**Ownership:** Root Co., 100%. Chapman S. Root Revocable Trust (Chapman S. Root, 100%). Root owns WVFM(FM), Lakeland, FL & is buying WNDB(AM) & WWLV(FM), Daytona Beach, FL.

**Began Operation:** May 30, 1955. Sale to present owner by Western Bcstg. Co. approved by FCC Jan. 6, 1984 (*Television Digest*, Vol. 23:44). Sale to Western (Dale Moore) by KLIX Corp. (A. L. Glasmann family). Previous sale by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 ( Vol. 11:31;12:10).

**Represented (sales):** Katz Television.

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

### Personnel:

JAMES UNDERWOOD, president.  
LEE PAUL WAGNER, general manager.  
GEORGE BROWN, program director.  
DICK CHRISTOPHERSON, operations manager.  
BOB THOMAS, sales manager.

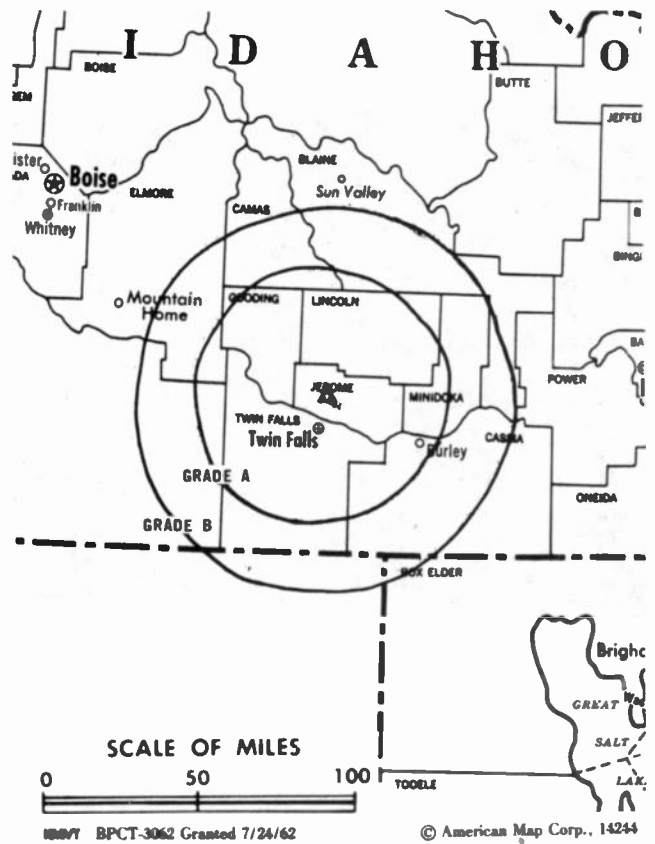
**Highest One Hour Rate** (July 1, 1984): \$1600.

**Highest 30 Sec. Rate** (July 1, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$720.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Cassia	6,400	6,300	98
	Gooding	4,700	4,600	98
	Jerome	5,600	5,500	98
	Lincoln	1,200	1,200	100



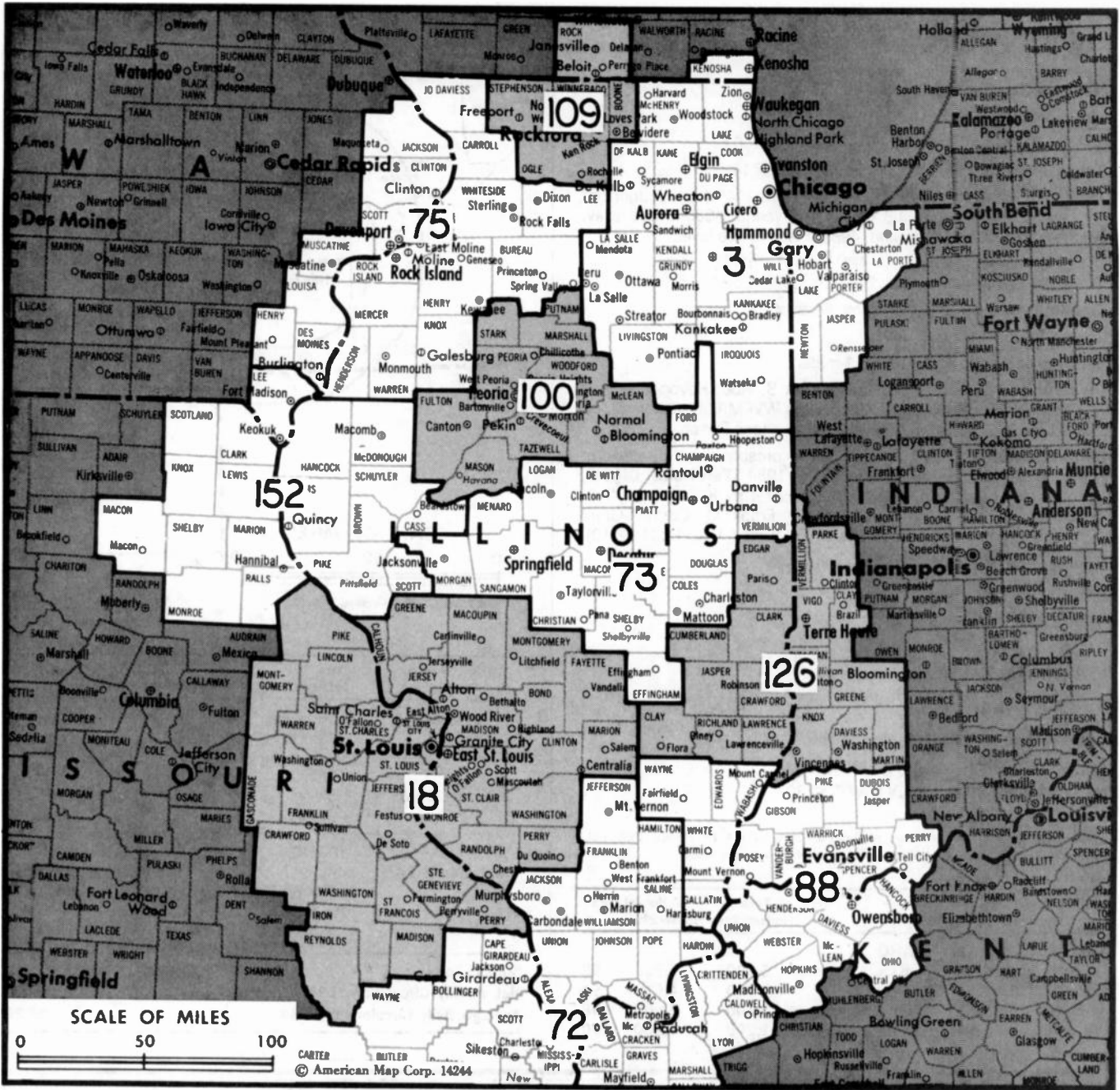
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Minidoka	6,800	6,600	97
	Twin Falls	20,100	19,800	99
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Blaine	4,900	4,700	96
	Camas	300	300	100
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Butte	1,100	1,100	100
	Elmore	7,400	7,300	99
	<b>OREGON</b>			
	Baker	6,500	6,100	94
<b>Station Totals</b>		<b>65,000</b>	<b>63,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>43,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>28,200</b>	

# TV - Radio - CATV - Newspaper

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**Illinois Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	11	19	30
Educational Television Stations	3	4	7
			37

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,968,100	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)
Saint Louis, MO	1,032,300	18	KDNL-TV (30), KMOX-TV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2)
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	331,200	72	KFVS-TV (12), KPOB-TV (15), WCEE (13), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Springfield-Decatur-Champaign, IL	328,300	73	WAND (17), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55)
Davenport, IA-Rock Island-Moline, IL (Quad City)	322,200	75	WHBF-TV (4), WOC-TV (6), WQAD-TV (8)
Evansville, IN	258,500	88	WEHT (25), WEVV (44), WFIE-TV (14), WTVW (7)
Peoria, IL	210,700	100	WBLN (43), WEEK-TV (25), WMBD-TV (31), WRAU-TV (19)
Rockford, IL	187,500	109	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Terre Haute, IN	162,000	126	WBAK-TV (38), WTHI-TV (10), WTVW (2)
Quincy, IL-Hannibal, MO	122,200	152	KHQA-TV (7), WGEM-TV (10)

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

**WICS, Champaign**--See Springfield, IL  
**WAND & WFHL, Champaign**--See Decatur, IL  
**WCIA, Decatur**--See Champaign, IL  
**WICS, Decatur**--See Springfield, IL  
**WIFR-TV, Freeport**--See Rockford, IL  
**KFVS-TV & KBSI, Harrisburg**--See Cape Girardeau, MO  
**WPSD-TV, Harrisburg**--See Paducah, KY

**WHBF-TV, Moline**--See Rock Island, IL  
**KHQA-TV, Quincy**--See Hannibal, MO  
**WQAD-TV, Rock Island**--See Moline, IL  
**WOC-TV, Rock Island**--See Davenport, IA  
**WCIA, Springfield**--See Champaign, IL  
**WAND & WFHL, Springfield**--See Decatur, IL  
**WCIA, Urbana**--See Champaign, IL  
**WPWR-TV, Chicago**--See Aurora, IL  
**WBLN, Peoria**--See Bloomington-Normal, IL  
**WBBS-TV, West Chicago**--See Chicago, IL  
**WFBN, Chicago**--See Joliet, IL

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# Illinois—Aurora

## WPWR-TV

Ch. 60

**Network Service:** None, independent.

**Licensee:** Metrowest Corp., 3505 N. Ashland Ave., Chicago, IL 60657.

**Studio:** 4255 Westbrook Dr., Aurora, IL 60507.

**Telephone:** 312-851-7515.

**Sales Office:** 500 N. Dearborn, Chicago, IL 60610.

**Telephone:** 312-329-9191.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. & 2032-kw horizontal visual, 500-kw max. & 203-kw horizontal aural. Antenna: 1615-ft. above av. terrain, 1709-ft. above ground, 2304-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Tower, 233 S. Wacker Dr., Chicago, IL.

**Satellite Earth Stations:** Simulsat; 5-meter.

**Ownership:** Newsweb Corp., 90%; Fred Eychaner, pres.-treas.; Elizabeth Hertel, v.p., 5%; Laura Gonzalez-Vera, v.p., 5%; Glenda Manno, secy. Newsweb also owns KTVJ(TV), Boulder, CO.

**Began Operation:** April 20, 1982.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.; A. D. Ring & Associates.

### Personnel:

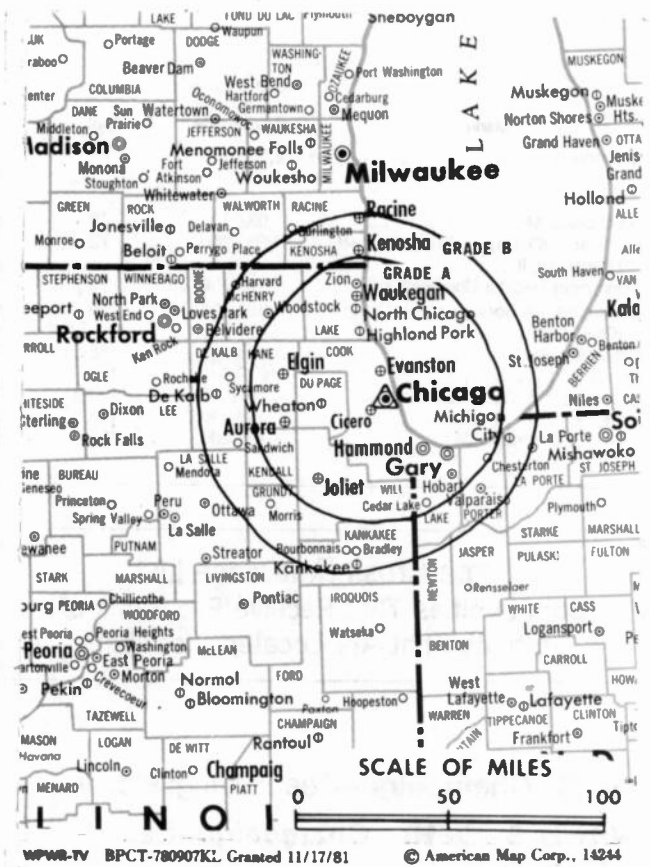
FRED EYCHANER, president & general manager.  
MICHAEL D. DUNLOP, vice president sales.  
ROBERT HANSON, sales manager.  
NEAL SABIN, program director.  
ELIZABETH HERTEL, production director.  
LAURA GREENSTEIN, public service manager.  
DIANA FERNANDEZ, traffic manager.

**Note:** Channel 60 is shared with HATCO-60, see WBBS-TV, West Chicago (Chicago), IL. Metrowest operates between 2:30 a.m. & 7 p.m.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	ILLINOIS			
	Cook	1,878,700	1,848,600	98
	Dupage	252,900	251,000	99
	Grundy	11,500	11,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Kane	99,400	98,000	99
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	Will	113,200	111,900	99
	INDIANA			
	Lake	177,600	175,200	99
	Porter	44,100	43,500	99
<b>Station Totals</b>		<b>2,742,700</b>	<b>2,703,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>365,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>114,500</b>	

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# Illinois—Bloomington-Normal

**WBLN**

Ch. 43

**Network Service:** None, independent.

**Licensee:** Midwest Television Associates.

**Studio:** 1328 E. Empire, Bloomington, IL 61701.

**Telephone:** 303-662-4373.

**Mailing Address:** Box 1411, Bloomington, IL 61701.

**Technical Facilities:** Channel No. 43 (644-650-MHz). Authorized power: 1200-kw max. & 1070-kw horizontal visual, 200-kw horizontal aural. Antenna: 607-ft. above av. terrain, 570-ft. above ground, 1347-ft. above sea level.

Latitude 40° 38' 45"  
Longitude 89° 10' 45"

**Transmitter:** 1-mi. NW of Congerville.

**Ownership:** WBLN-TV Inc., gen. partner, 25%; James Bliss, Stewart Coddington, Ren Lafferty, Paul Misch & Gus Saari, ltd. partners, 15% each. WBLN-TV ownership: Paul Misch, pres.; Ren Lafferty & Gus Saari, v.p.s.; James Bliss, secy.-treas.; Stewart Coddington, asst. treas., 20% each.

**Began Operation:** Oct. 18, 1982. **Note:** Sale pends.

**Represented (sales):** Unirep Bcstg. Co.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** D. W. Sargent Broadcast Service (Cherry Hill, NJ).

**Personnel:**

PAUL MISCH, president.  
LARRY HALCOMB, general sales manager.  
NORMAN L. BLOCK, chief engineer.  
PAUL MATLOCK, operations director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ILLINOIS</b>			
	De Witt	7,000	6,900	99
	Livingston	14,400	14,000	97
	Logan	11,500	11,300	98
	Mc Lean	44,400	43,400	98
	Marshall	5,500	5,400	98
	Mason	7,400	7,300	99
Between 5-24%	Tazewell	49,300	48,500	98
	Woodford	12,000	11,700	97
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Ford	5,800	5,700	98
	Fulton	16,500	16,100	98
	La Salle	42,600	41,700	98
Station Totals	Menard	4,600	4,500	98
	Peoria	75,700	74,400	98
	Putnam	2,300	2,200	96
	Stark	2,700	2,700	100
	<b>Station Totals</b>	<b>316,500</b>	<b>310,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>80,300</b>		
<b>Average Daily Circulation (1984)</b>		<b>28,200</b>		



WBLN DPCT-701006KE Granted 12/31/79

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# Illinois—Champaign

**WCIA**

**Ch. 3**

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St.

**Studio:** 509 S. Neil St., Champaign, IL 61820.

**Telephone:** 217-356-8333. **TWX:** 910-245-3315.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"  
Longitude 88° 26' 59"

**Transmitter:** Seymour, IL.

**News Service:** UPI.

**Ownership:** August C. Meyer Jr., 51.41%; August C. Meyer, 23.17%; Clara R. Meyer, 25.42%. Midwest owns WMBD-TV-AM-FM, Peoria, IL; KFMB-TV-AM-FM, San Diego, CA.

**Began Operation:** Nov. 14, 1953.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

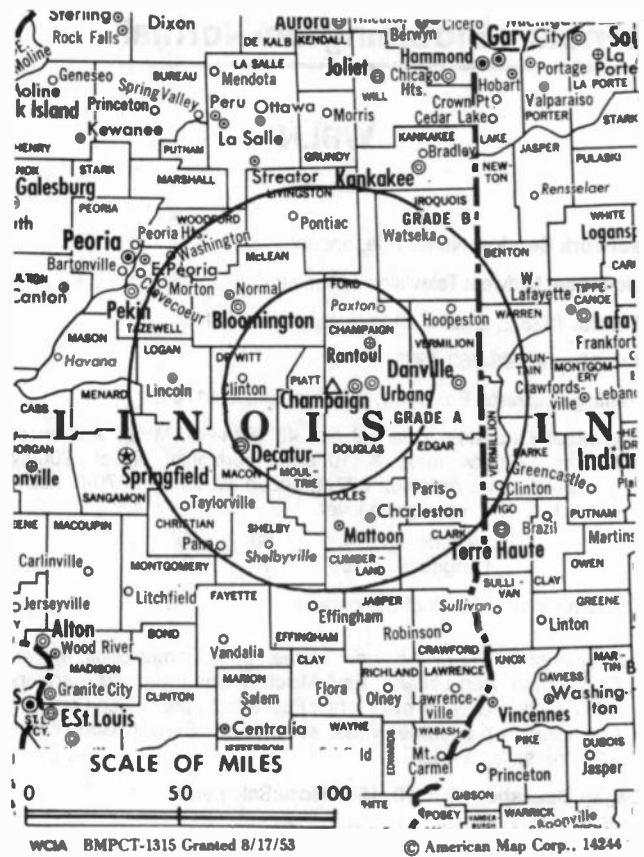
**Personnel:**

- AUGUST C. MEYER JR., president.
- AUGUST C. MEYER SR., chairman of the board.
- CLARA R. MEYER, vice president.
- JACK B. EVERETTE, exec. vice president & treasurer.
- KAREN H. MEYER, secretary.
- GUY MAIN, executive vice president & station manager.
- RICHARD L. ADAMS, manager informational programming.
- JERRY JOHNSON, general sales manager.
- LEN DAVIS, national sales manager.
- SHEILA HICKMAN, program director.
- DALE FLEMING, chief engineer.
- ED MATHIAS, production manager.
- DAVE SHAUL, news director.
- MARY SUE KRUEGER, creative services director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	60,800	59,500	98
	Christian	14,000	13,700	98
	Coles	20,600	20,200	98
	De Witt	7,000	6,900	99
	Douglas	7,400	7,300	99
	Edgar	8,500	8,300	98
	Effingham	11,700	11,300	96
	Ford	5,800	5,700	98
	Iroquois	12,300	12,000	98
	Mc Lean	44,400	43,400	98
	Macon	50,100	49,200	98
	Menard	4,600	4,500	98
	Moultrie	5,400	5,200	96
	Piatt	6,200	6,100	98
	Sangamon	72,300	70,600	98
	Shelby	8,900	8,600	97
Vermillion	36,000	35,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>INDIANA</b>				
	Warren	3,100	3,000	97	
<b>Between 25-49%</b>	<b>ILLINOIS</b>				
	Crawford	8,200	8,000	98	
	Cumberland	4,400	4,300	98	
	Fayette	8,300	8,000	96	
	Kankakee	37,200	36,600	98	
	Livingston	14,400	14,000	97	
	Logan	11,500	11,300	98	
	<b>INDIANA</b>				
	Fountain	6,900	6,800	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
	Cass	5,700	5,600	97	
	Clark	6,700	6,500	97	
	Jasper	4,300	4,200	98	
	La Salle	42,600	41,700	98	
	Montgomery	12,200	11,900	98	
	Morgan	14,200	13,800	97	
	Richland	7,000	6,800	97	
		<b>INDIANA</b>			
	Benton	3,700	3,600	97	
Newton	5,600	5,500	98		
Vermillion	7,200	7,100	99		
<b>Station Totals</b>		<b>579,200</b>	<b>566,500</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>370,300</b>		
<b>Average Daily Circulation (1984)</b>			<b>235,600</b>		

# Illinois—Champaign

## WICD

Ch. 15

(Satellite of WICS, Springfield, IL)

**Network Service:** NBC.

**Licensee:** Plains Television Partnership, 190 N. State St., Chicago, IL 60601.

**Studio:** 250 Country Fair Dr., Champaign, IL 61821.

**Telephone:** 217-351-8500.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 553-kw max. & 358-kw horizontal visual, 55-kw max. & 35-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1335-ft. above ground, 1995-ft. above sea level.

Latitude 40° 04' 10"  
Longitude 87° 54' 45"

**Transmitter:** 3.75-mi. N, 215° from Fithian, IL.

**News Service:** UPI.

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

**Ownership:** Harry Balaban & Elmer Balaban. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 23, 1959. Changed to Ch. 15 from Ch. 33 and increased power July 25, 1967.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

### Personnel:

JOSEPH NORRIS, station manager.  
GINGER RUSH, national sales manager.  
EDWARD MASON, sales manager.  
DAVID A. BOYER, chief engineer.  
LARRY WALTERS, program operations manager.  
TOM MILBOURN, news director.

**Highest One Hour Rate:** \$875.

**Highest 30 Sec. Rate** (Sept. 1, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$325.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	60,800	59,500	98
	Coles	20,600	20,200	98
	Douglas	7,400	7,300	99
	Edgar	8,500	8,300	98
	Ford	5,800	5,700	98
	Iroquois	12,300	12,000	98
	Piatt	6,200	6,100	98
	Vermilion	36,000	35,300	98
	<b>INDIANA</b>			
	Warren	3,100	3,000	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cumberland	4,400	4,300	98
	Moultrie	5,400	5,200	96
	<b>INDIANA</b>			
	Benton	3,700	3,600	97



WICD BPCT-820604KF Granted 6/30/82 © American Map Corp., 14544

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Livingston	14,400	14,000	97
	Mc Lean	44,400	43,400	98
	Shelby	8,900	8,600	97
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
	Fountain	6,900	6,800	99
	Montgomery	13,200	13,000	98
	Newton	5,600	5,500	98
	Vermillion	7,200	7,100	99

<b>Station Totals</b>	<b>290,900</b>	<b>284,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>	<b>135,500</b>		
<b>Average Daily Circulation (1984)</b>	<b>73,000</b>		

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# Illinois—Chicago

## WBBM-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 630 N. McClurg Court, Chicago, IL 60611.

**Studio:** 630 N. McClurg Court.

**Telephone:** 312-944-6000. **TWX:** 312-222-0698.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1368-ft. above av. terrain, 1453-ft. above ground, 2046-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

**Transmitter:** John Hancock Bldg., 875 N. Michigan Ave.

**News Services:** AP, UPI, City News.

**AM Affiliate:** WBBM, 50-kw, 780 kHz.

**FM Affiliate:** WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (**Television Digest**, Vol. 9:7).

**Represented (sales):** CBS Television Stations National Sales.

### Personnel:

GARY CUMMINGS, vice president & general manager.  
KENNETH HALL, station manager.  
DAVID GITTENS, director, planning & administration.  
LILLY EIDE, director, communications.  
GREG CAPUTO, news director.  
MARK FITZPATRICK, director, sales.  
SAM STALLWORTH, general sales manager.  
LINDA POMILLO, retail sales manager.  
CHARLES CLEVELAND, dir., editorials & station services.  
E. CHARLES UPTON, director of technical operations.  
WAYNE WEBER, director of broadcast services.  
DEREK HILL, director, community affairs.  
PATRICIA DEAN, director of programming.  
LUCILLE CASTAGNA, operations manager.  
LILLIAN COURTNEY, traffic manager.  
DANA HART, director of research.  
ALICE NECKER, film manager.  
KAREN NANCE, director of personnel.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	Dekalb	25,600	25,200	98
	Dupage	252,900	251,000	99
	Grundy	11,500	11,400	99
	Kane	99,400	98,000	99
	Kankakee	37,200	36,600	98
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
	Will	113,200	111,900	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	177,600	175,200	99
	La Porte	38,500	38,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
<b>WISCONSIN</b>	Kenosha	45,100	44,600	99
	<b>INDIANA</b>			
	Starke	8,000	7,800	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Berrien	62,900	61,800	98
<b>WISCONSIN</b>	Racine	62,200	61,600	99
	<b>IOWA</b>			
<b>Between 5-24%</b>	Des Moines	17,900	17,700	99
	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Bureau	14,800	14,500	98
	Ford	5,800	5,700	98
	Iroquois	12,300	12,000	98
	Lee	12,900	12,700	98
	Livingston	14,400	14,000	97
	Ogle	17,300	17,000	98
	<b>INDIANA</b>			
Marshall	14,500	14,200	98	
Pulaski	5,100	4,900	96	
St Joseph	88,400	87,200	99	
<b>MICHIGAN</b>				
Cass	18,300	18,000	98	
<b>WISCONSIN</b>				
Walworth	27,000	26,600	99	
<b>Station Totals</b>		<b>3,393,400</b>	<b>3,344,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,678,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,692,600</b>	

# Illinois—West Chicago

## WBBS-TV

Ch. 60

**Network Service:** None, independent.

**Grantee:** HATCO-60, 5525 N. Broadway, Chicago, IL 60640.

**Studio:** Sears Tower, S. Wacker Dr., Chicago.

**Technical Facilities:** Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. & 2032-kw horizontal visual, 500-kw max. & 203-kw horizontal aural. Antenna: 1615-ft. above av. terrain, 1709-ft. above ground, 2304-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Tower, S. Wacker Dr., Chicago.

**Ownership:** Hispanic American Television Chicago, Ltd. partnership, 55%; Aurora-Chicago Telecasters, 45%. HATCO ownership: Marcelino Miyares, gen. partner, 21%; Jose E. Chapa, Barry H. Greenburg & Mark Telpner, 5% each; 27 other limited partners, none with as much as 3%. Aurora-Chicago ownership: Stanley B. McDonald, pres., 40%; M. Lamont Bean, v.p., 20%; Ronald A. Murphy, secy., 20%; Raymond E. Kusler, treas., 20%.

**Began Operation:** Jan. 23, 1983.

**Represented (sales):** NetSpan.

**Represented (legal):** Fisher, Wayland, Cooper, & Leader.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

MARCELINO MIYARES, president & general manager.

**Highest 30 Sec. Rate** (June 1, 1984): \$300.

**Note:** Channel 60 is shared with Metrowest Corp., see WPWR-TV, Aurora, IL. HATCO operates between 7 p.m. & 2:30 a.m.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
Between 5-24%	Newton	5,600	5,500	98
<b>Station Totals</b>		<b>5,600</b>	<b>5,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>10,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,400</b>	



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# Illinois—Chicago

## WCFC-TV

Ch. 38

**Network Service:** None, independent.

**Licensee:** Christian Communications of Chicagoland Inc., One N. Wacker Dr., Chicago, IL 60606.

**Office:** One N. Wacker Dr.

**Telephone:** 312-977-3838.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 1260-kw horizontal visual, 500-kw max. & 126-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1450-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

**Transmitter:** John Hancock Center.

**Satellite Earth Station:** In operation.

**Ownership:** Non-profit corp. **Officers:** Jerry K. Rose, chmn. & pres.; Max Ephraim Jr., vice chmn. & v.p.; Cecil O. Swanson, secy.; Wilfred P. Severance, treas.

**Began Operation:** May 31, 1976.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

JERRY K. ROSE, president & general manager.

HAROLD D. WHEAT, station manager & program director.

**Highest 30 Sec. Rate (Sept. 1983):** \$90.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	Grund	11,500	11,400	99
	Kankakee	37,200	36,600	98
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Livingston	14,400	14,000	97
	Will	113,200	111,900	99
	<b>INDIANA</b>			
	Lake	177,600	175,200	99
	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
<b>Station Totals</b>		<b>2,476,300</b>	<b>2,438,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>155,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>49,100</b>	



WCFC-TV BPCT-3439 Granted 1/2/68

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**WCIU-TV**

**Ch. 26**

**Network Service:** None, independent.

**Licensee:** Weigel Broadcasting Co., Board of Trade Bldg., Chicago, IL 60604.

**Studio:** Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 60604.

**Telephone:** 312-663-0260.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1555-ft. above av. terrain, 1707-ft. above ground, 2302-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Bldg., 233 S. Wacker Dr., Chicago.

**News Services:** UPI, City News, Reuters.

**Satellite Earth Stations:** 4 in operation.

**Ownership:** Howard Shapiro, 67.56%; remainder of stock is held by others.

**Began Operation:** Feb. 6, 1964.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** David Steele & Associates.

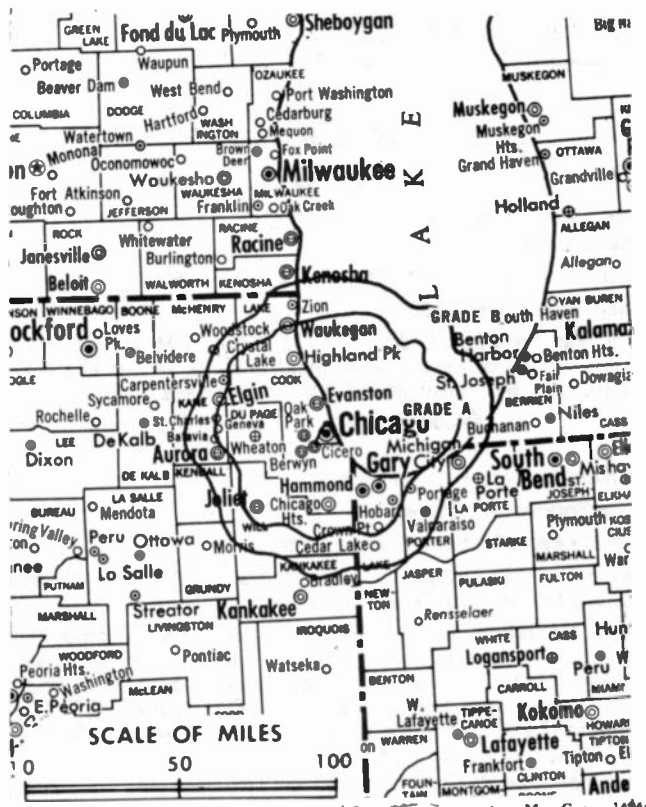
**Personnel:**

- HOWARD SHAPIRO, president.
- ROBERT WARD, vice president, sales.
- PETER ZOMAYA, manager, sales.
- MARY GOBOLD, film director.
- RICHARD ASHENFELTER, chief engineer.
- BEN LARSON, RICHARD STEELE & DON AQUIRRE, news directors.
- NORMAN SHAPIRO, business & legal advisor.

**Highest 30 Sec. Rate** (July 6, 1984): \$525.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	Grundy	11,500	11,400	99
	Lake	151,400	150,200	99
	Mchenry	54,700	54,300	99
	<b>INDIANA</b>			
	Lake	177,600	175,200	99
	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
<b>Station Totals</b>		<b>2,323,600</b>	<b>2,288,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>233,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>65,900</b>	



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# Illinois—Chicago

## WFLD-TV

Ch. 32

**Network Service:** None, independent.

**Licensee:** Metromedia Inc.

**Studio:** Marina City, 300 N. State St., Chicago, IL 60610.

**Telephone:** 312-645-0300.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1415-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"

Longitude 87° 37' 23.0"

**Transmitter:** John Hancock Bldg.

**News Service:** AP, City News.

**Satellite Earth Stations:** Common carrier.

**Ownership:** Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 4, 1966. FCC approved formation of new company combining original licensee Field Communications with Kaiser Bcstg. May 9, 1973 (*Television Digest*, Vol. 12:32; 13:18). Sale back to Field approved by FCC June 22, 1977 (Vol. 16:15; 17:26). Sale by Field to Metromedia approved by FCC Feb. 17, 1983 (Vol. 22:23, 35, 47).

**Represented (sales):** Katz Independent TV Sales.

### Personnel:

DERK ZIMMERMAN, vice president & general manager.

AL DeVANEY, vice president & general sales manager.

RICHARD ENGBERG, national sales manager.

RICHARD WILLIAMS, local sales manager.

ROBERT SIMONE, program director.

RANDY SWANSON, business manager.

DWAIN SCHOONOVER, engineering manager.

JON FINDLEY, production manager.

WANDA WELLS, news & public affairs director.

ERIC BLOCK, creative services director.

CYNDI GOODPASTER, traffic manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	DeKalb	25,600	25,200	98
	Dupage	252,900	251,000	99
	Grundy	11,500	11,400	99
	Kane	99,400	98,000	99
	Kankakee	37,200	36,600	98
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Will	113,200	111,900	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	177,600	175,200	99
	La Porte	38,500	38,000	99
Newton	5,600	5,500	98	
Porter	44,100	43,500	99	
<b>WISCONSIN</b>				
Kenosha	45,100	44,600	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Clinton	20,700	20,500	99
	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Bureau	14,800	14,500	98
	Iroquois	12,300	12,000	98
	Knox	23,600	23,300	99
	Livingston	14,400	14,000	97
	Mchenry	54,700	54,300	99
	Mc Lean	44,400	43,400	98
	Tazewell	49,300	48,500	98
	Warren	8,100	8,000	99
	Whiteside	24,200	23,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Winnnebago	92,400	91,100	99
	<b>INDIANA</b>			
	Cass	14,900	14,600	98
	Howard	32,200	31,700	98
	Miami	13,900	13,600	98
	St Joseph	88,400	87,200	99
	Starke	8,000	7,800	97
	<b>MICHIGAN</b>			
	Berrien	62,900	61,800	98
	<b>WISCONSIN</b>			
Racine	62,200	61,600	99	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Des Moines	17,900	17,700	99
	Henry	7,000	6,900	98
	<b>ILLINOIS</b>			
	Christian	14,000	13,700	98
	Ford	5,800	5,700	98
	Lee	12,900	12,700	98
	Logan	11,500	11,300	98
	Mc Donough	13,200	12,900	98
	Ogle	17,300	17,000	98
	Peoria	75,700	74,400	98
	Putnam	2,300	2,200	96
	Stephenson	18,900	18,500	98
	Vermilion	36,000	35,300	98
	<b>INDIANA</b>			
Benton	3,700	3,600	97	
Carroll	7,300	7,200	99	
Elkhart	50,400	49,300	98	
Fulton	7,400	7,300	99	
Marshall	14,500	14,200	98	
Pulaski	5,100	4,900	96	
Tippecanoe	43,100	42,000	97	
Wabash	12,800	12,500	98	
White	9,500	9,300	98	
<b>MICHIGAN</b>				
Cass	18,300	18,000	98	
Van Buren	25,000	24,700	99	
<b>WISCONSIN</b>				
Walworth	27,000	26,600	99	
<b>Station Totals</b>		<b>4,054,900</b>	<b>3,994,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,143,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,024,300</b>	

# Illinois—Chicago

## WGN-TV

Ch. 9

**Network Service:** None, independent.

**Licensee:** WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago 60618.

**Studio:** 2501 Bradley Place, Chicago, IL 60618.

**Telephone:** 312-528-2311. **TWX:** 910-221-1324.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 22-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

**Transmitter:** John Hancock Center, 875 N. Michigan Ave.

**News Services:** AP, UPI, INN, City News Service.

**AM Affiliate:** WGN, 50-kw, 720 kHz.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Harris receivers.

**Ownership:** Tribune Broadcasting Co., 100%. See Group Ownership of TV Stations.

**Began Operation:** April 5, 1948.

**Represented (sales):** Blair Television.

**Represented (legal):** Reuben & Proctor.

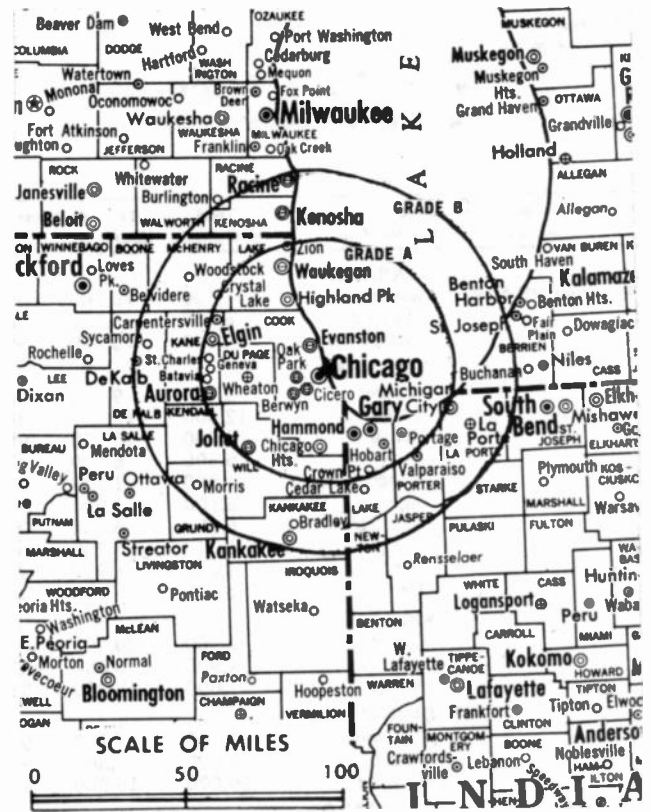
### Personnel:

JOSEPH T. LOUGHLIN, vice president & general manager.  
ROBERT HOFFMAN, director of sales.  
WILLIAM BRADLEY, local sales manager.  
JOHN P. FENDLEY, sports & special events sales manager.  
JACK CORRIGAN, national sales manager.  
GARY LOWMILLER, chief financial officer.  
CHARLES SWILLING, program manager.  
GARY SIMCOX, operations manager.  
WILLIAM J. LOTZER, production manager.  
ROBERT STRUTZEL, engineering director.  
ROBERT S. SPLITHOFF, chief engineer.  
CHARLOTTE O'BRIEN, community affairs manager.  
PAUL DAVIS, director of news.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dubuque	31,500	31,000	98
	Wapello	15,600	15,400	99
	ILLINOIS			
	Cook	1,878,700	1,848,600	98
	Dekalb	25,600	25,200	98
	Dupage	252,900	251,000	99
	Grundy	11,500	11,400	99
	Iroquois	12,300	12,000	98
	Kane	99,400	98,000	99
	Kankakee	37,200	36,600	98
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
	Macon	50,100	49,200	98
	Will	113,200	111,900	99
	INDIANA			
	Jasper	9,200	9,000	98
	Lake	177,600	175,200	99
	La Porte	38,500	38,000	99
	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
	Starke	8,000	7,800	97
	KANSAS			
	Geary	10,300	10,200	99
	Grant	2,600	2,600	100
	Logan	1,400	1,400	100



WGN-TV BPC-4179 Granted 3/26/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morton	1,200	1,200	100
	Norton	2,700	2,600	96
	KENTUCKY			
	Perry	11,600	11,300	97
	MICHIGAN			
	Berrien	62,900	61,800	98
	MONTANA			
	Granite	1,000	1,000	100
	Hill	6,600	6,400	97
	NORTH DAKOTA			
	Towner	1,500	1,500	100
	NEW MEXICO			
	Hidalgo	2,100	2,000	95
	Lea South	2,600	2,400	92
	NEVADA			
	Humboldt	4,200	4,000	96
	Lander	1,900	1,700	92
	PENNSYLVANIA			
	Cameron	2,600	2,600	100
	TEXAS			
	Crockett	1,700	1,700	100
	Culberson	1,000	1,000	100
	Deaf Smith	6,800	6,700	99
	Edwards	700	700	100
	Hutchinson	10,600	10,500	99
	Ochiltree	3,600	3,600	100
	Pecos	4,700	4,600	98
	Presidio	1,800	1,700	94
	Roberts	400	400	100
	Sherman	1,100	1,100	100
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Val Verde	11,600	11,200	97
	WISCONSIN			
	Kenosha	45,100	44,600	99

(Continued on next page)

Station Totals	33,624,500	33,120,100	98
Net Weekly Circulation (1984)	7,558,500		
Average Daily Circulation (1984)	3,175,200		



**WGN-TV, Chicago**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ALABAMA</b>			
	Madison	71,500	70,700	99
	Marengo	8,500	8,300	98
	Montgomery	74,100	73,300	99
	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Drew	6,500	6,300	97
	Independence	11,800	11,500	98
	Jackson	8,100	7,900	98
	Randolph	6,600	6,400	97
	Sharp	6,500	6,200	95
	Woodruff	4,000	3,900	97
	Yell	6,600	6,500	98
	<b>ARIZONA</b>			
	Cochise	32,100	30,900	96
	Greenlee	3,900	3,800	97
	Navajo	21,000	19,200	91
	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	Modoc	3,600	3,300	93
	Siskiyou	16,600	15,500	93
	<b>COLORADO</b>			
	Moffat	5,600	5,200	94
	Otero	8,100	7,900	98
	<b>FLORIDA</b>			
	Brevard	113,500	112,300	99
	Escambia	88,000	87,200	99
	Monroe	29,300	28,500	97
	Santa Rosa	21,400	21,200	99
	<b>GEORGIA</b>			
	Atkinson	2,000	1,900	95
	Ben Hill	6,200	6,000	97
	Chattahoochee	3,400	3,400	100
	Clarke	28,300	27,900	99
	Dougherty	35,300	34,800	99
	Jeff Davis	4,300	4,200	98
	Muscogee	60,400	59,800	99
	Wayne	7,200	7,100	99
	<b>IOWA</b>			
	Black Hawk	50,300	49,900	99
	Cass	6,800	6,700	99
	Cerro Gordo	19,000	18,800	99
	Clay	7,900	7,800	99
	Clinton	20,700	20,500	99
	Davis	3,400	3,400	100
	Emmet	5,000	4,900	98
	Henry	7,000	6,900	98
	Humboldt	5,000	4,900	98
	Jackson	8,200	8,100	99
	Johnson	32,400	31,800	98
	Lee	16,100	15,900	99
	Linn	64,900	64,400	99
	Muscatine	14,900	14,800	99
	Scott	60,500	60,000	99
	Woodbury	37,400	37,100	99
	<b>IDAHO</b>			
	Bear Lake	2,600	2,500	96
	Clearwater	3,700	3,600	97
	Elmore	7,400	7,300	99
	Madison	5,600	5,500	98
	Shoshone	6,800	6,600	97
	<b>ILLINOIS</b>			
	Adams	27,100	26,700	99
	Boone	10,400	10,200	98
	Bureau	14,800	14,500	98
	Cass	5,700	5,600	97
	Champaign	60,800	59,500	98
	Christian	14,000	13,700	98
	Clay	6,100	5,800	95
	Coles	20,600	20,200	98
	Crawford	8,200	8,000	98
	De Witt	7,000	6,900	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ILLINOIS—(Continued)</b>			
	Douglas	7,400	7,300	99
	Effingham	11,700	11,300	96
	Henry	21,500	21,200	99
	Knox	23,600	23,300	99
	Lawrence	6,800	6,600	97
	Lee	12,900	12,700	98
	Livingston	14,400	14,000	97
	Logan	11,500	11,300	98
	Mc Lean	44,400	43,400	98
	Marion	17,200	16,800	98
	Mason	7,400	7,300	99
	Morgan	14,200	13,800	97
	Moultrie	5,400	5,200	96
	Ogle	17,300	17,000	98
	Peoria	75,700	74,400	98
	Piatt	6,200	6,100	98
	Richland	7,000	6,800	97
	Rock Island	62,500	61,900	99
	Sangamon	72,300	70,600	98
	Stephenson	18,900	18,500	98
Tazewell	49,300	48,500	98	
Vermilion	36,000	35,300	98	
Whiteside	24,200	23,800	98	
Williamson	23,200	22,600	97	
Winnebago	92,400	91,100	99	
	<b>INDIANA</b>			
	Allen	108,500	106,900	98
	Bartholomew	24,500	24,100	98
	Benton	3,700	3,600	97
	Blackford	5,600	5,500	98
	Cass	14,900	14,600	98
	Clinton	11,500	11,300	98
	Delaware	45,400	44,800	99
	Fountain	6,900	6,800	99
	Howard	32,200	31,700	98
	Jackson	13,800	13,600	99
	Knox	16,100	15,800	98
	Madison	51,000	50,400	99
	Marshall	14,500	14,200	98
	Miami	13,900	13,600	98
	Montgomery	13,200	13,000	98
	Pulaski	5,100	4,900	96
	St Joseph	88,400	87,200	99
	Tippecanoe	43,100	42,000	97
	Vanderburgh	66,200	64,800	98
	Warrick	15,600	15,200	97
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Cowley	14,800	14,600	99
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Kearny	1,200	1,200	100
	Kiowa	1,600	1,500	94
	Meade	1,800	1,800	100
	Mitchell	3,400	3,300	97
	Osborne	2,400	2,300	96
	Ottawa	2,300	2,200	96
	Phillips	2,900	2,800	97
	Pratt	4,300	4,200	98
	Riley	20,700	20,300	98
	Saline	19,500	19,200	98
	Seward	6,500	6,400	98
	Sherman	3,000	3,000	100
	Stevens	1,700	1,600	94
	Trego	1,600	1,600	100
	Wallace	700	700	100
	<b>KENTUCKY</b>			
	Fayette	81,300	80,600	99
	Harlan	14,700	14,400	98
	Jessamine	9,500	9,300	98
	Johnson	8,900	8,800	99
	Knott	6,000	5,800	97
	Knox	10,700	10,500	98
	Laurel	14,300	14,000	98

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KENTUCKY—(Continued)</b>			
	Mc Cracken	24,400	24,200	99
	Pike	29,300	28,900	98
	Rowan	6,300	6,200	98
	Warren	27,300	27,000	99
	Whitley	12,700	12,500	98
	Woodford	6,400	6,300	98
	<b>LOUISIANA</b>			
	East Baton Rouge	138,700	137,300	99
	East Carroll	3,600	3,500	97
	Iberville	10,100	9,900	98
	Jefferson	174,700	173,600	99
	La Salle	6,600	6,400	98
	Lincoln	13,500	13,300	99
	Madison	5,700	5,500	96
	Ouachita	51,100	50,500	99
	Pointe Coupee	8,400	8,200	98
	Rapides	48,200	47,600	99
	St Bernard	22,700	22,600	100
	St Charles	13,100	13,000	99
	St John The Baptist	10,700	10,500	98
	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
	<b>MICHIGAN</b>			
	Alger	3,300	3,200	97
	Baraga	3,200	3,100	97
	Calhoun	52,300	51,700	99
	Delta	14,200	13,900	98
	Dickinson	10,000	9,800	98
	Iron	5,500	5,400	98
	Kalamazoo	79,400	78,300	99
	Manistee	9,300	9,100	98
	Marquette	26,200	25,800	99
	Muskegon	56,200	55,400	99
	Ontonagon	3,500	3,300	94
	St Joseph	21,000	20,700	99
	Schoolcraft	3,200	3,100	97
	Van Buren	25,000	24,700	99
	<b>MINNESOTA</b>			
	Beltrami	11,000	10,500	95
	Houston	6,600	6,500	98
	Lake	4,600	4,500	99
	Traverse	1,900	1,900	100
	<b>MISSOURI</b>			
	Adair	9,500	9,400	99
	Grundy	4,900	4,800	98
	Henry	7,900	7,700	97
	Mississippi	5,400	5,300	98
	Pemiscot	8,800	8,600	97
	Pettis	14,200	13,900	98
	Scott	15,100	14,900	99
	<b>MISSISSIPPI</b>			
	Hinds	92,600	91,800	99
	Lauderdale	28,400	28,100	99
	Madison	14,500	14,200	98
	Neshoba	8,600	8,500	99
	<b>MONTANA</b>			
	Blaine	2,500	2,300	92
	Chouteau	2,200	2,100	95
	Fallon	1,400	1,300	93
	Mineral	1,500	1,500	100
	Prairie	700	600	86
	Richland	4,900	4,700	96
	Roosevelt	3,500	3,400	97
	Rosebud	3,800	3,600	95
	Wheatland	900	900	100
	<b>NORTH CAROLINA</b>			
	Carteret	17,000	16,800	99
	Craven	25,200	24,900	99
	Onslow	32,300	32,000	99
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Barnes	5,300	5,200	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NORTH DAKOTA—(Continued)</b>			
	Bowman	1,600	1,600	100
	Foster	1,600	1,600	100
	Griggs	1,400	1,400	100
	Hettinger	1,500	1,500	100
	La Moure	2,300	2,300	100
	Mc Intosh	1,900	1,800	95
	Mercer	4,000	3,900	97
	Pembina	3,900	3,800	97
	Ramsey	4,900	4,800	98
	Stark	8,900	8,800	99
	Stutsman	9,300	9,200	99
	<b>NEBRASKA</b>			
	Dakota	6,400	6,400	100
	Fillmore	3,000	3,000	100
	Garfield	900	900	100
	Hall	18,600	18,400	99
	Madison	12,300	12,100	98
	Nuckolls	2,600	2,500	96
	Sarpy	30,000	29,900	100
	Sheridan	3,000	2,900	97
	Valley	2,200	2,100	95
	<b>NEW MEXICO</b>			
	Cibola	10,300	10,100	98
	Colfax	5,300	5,000	94
	De Baca	1,000	1,000	100
	Dona Ana	34,900	33,700	97
	Grant	9,500	9,000	95
	Guadalupe	1,500	1,400	93
	Lincoln	4,900	4,700	96
	Luna	6,100	5,900	97
	Mc Kinley	17,100	15,800	93
	Quay	4,200	4,000	95
	Taos	7,100	6,500	91
	<b>NEVADA</b>			
	Mineral	2,300	2,200	96
	Nye North	2,100	2,000	92
	<b>OHIO</b>			
	Defiance	13,900	13,700	99
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
	Kiowa	5,400	5,300	98
	<b>OREGON</b>			
	Curry	7,500	6,900	92
	<b>SOUTH CAROLINA</b>			
	Greenwood	21,500	21,200	99
	<b>SOUTH DAKOTA</b>			
	Brule	1,900	1,900	100
	Hand	1,800	1,800	100
	Hyde	800	800	100
	Jerauld	1,100	1,100	100
	Marshall	2,000	1,900	95
	Potter	1,300	1,300	100
	Tripp	2,600	2,600	100
	<b>TENNESSEE</b>			
	Anderson	26,200	26,000	99
	Dyer	13,400	13,200	99
	Henry	11,600	11,400	98
	Knox	126,400	125,400	99
	Maury	19,600	19,400	99
	Putnam	18,600	18,400	99
	Scott	7,000	6,800	98
	<b>TEXAS</b>			
	Andrews	4,900	4,800	98
	Bailey	2,700	2,700	100
	Carson	2,500	2,500	100
	Castro	3,400	3,300	97
	Cottle	1,200	1,200	100
	Crane	1,800	1,800	100
	Crosby	2,900	2,900	100
	Ector	46,700	46,300	99
	Floyd	3,300	3,300	100
	Frio	4,300	4,200	98
	Gaines	4,600	4,600	100
	Gray	10,600	10,500	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>TEXAS—(Continued)</b>			
	Hansford	2,300	2,300	100
	Hemphill	2,200	2,200	100
	Kent	400	400	100
	Kleberg	10,700	10,500	98
	Lipscomb	1,500	1,500	100
	Maverick	9,200	8,700	95
	Midland	33,700	33,400	99
	Mitchell	3,400	3,300	97
	Moore	6,100	6,100	100
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Schleicher	1,000	1,000	100
	Shackelford	1,600	1,600	100
	Sutton	1,900	1,800	95
	Throckmorton	900	900	100
	Ward	5,000	4,900	98
	Wilbarger	6,100	6,100	100
	Winkler	3,500	3,500	100
	<b>UTAH</b>			
	Carbon	8,400	8,200	98
	Kane	1,600	1,400	90
	<b>VIRGINIA</b>			
	Bath	2,200	2,200	100
	<b>WASHINGTON</b>			
	Grant	18,500	17,800	96
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Crawford	6,100	6,000	98
	Dane	130,200	127,300	98
	Florence	1,500	1,500	100
	Fond Du Lac	31,400	30,900	98
	La Crosse	34,300	33,900	99
	Outagamie	46,200	45,900	99
Racine	62,200	61,600	99	
Rock	51,800	51,100	99	
Walworth	27,000	26,600	99	
<b>WEST VIRGINIA</b>				
Mineral	10,000	9,800	98	
Randolph	10,500	10,300	98	
Tucker	3,400	3,300	97	
<b>WYOMING</b>				
Teton	4,700	4,500	96	
Weston	2,800	2,700	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Baldwin	29,900	29,600	99
	Chambers	14,100	13,900	99
	Cherokee	6,800	6,700	99
	Choctaw	5,500	5,400	98
	Clarke	9,200	9,000	98
	Covington	14,500	14,300	99
	Dale	15,100	14,900	99
	De Kalb	21,000	20,800	99
	Elmore	15,400	15,200	99
	Escambia	13,100	12,900	98
	Fayette	7,100	7,000	99
	Franklin	10,900	10,700	98
	Hale	5,100	5,000	98
	Jefferson	254,600	252,800	99
	Limestone	15,900	15,700	98
	Macon	8,500	8,300	98
	Marion	11,500	11,400	99
	Mobile	132,900	132,000	99
	Monroe	7,700	7,500	97
	Morgan	33,400	33,000	99
	Pike	10,000	9,800	98
	Randolph	7,200	7,100	99
	Russell	16,900	16,700	99
	St Clair	15,500	15,300	99
	Shelby	25,300	25,100	99
	Sumter	5,500	5,400	98
	Talladega	25,500	25,200	99
	Tallapoosa	14,100	13,900	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA—(Continued)</b>			
	Walker	25,300	25,100	99
	Winston	8,300	8,200	99
	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Bradley	5,300	5,200	98
	Carroll	7,000	6,900	98
	Chicot	6,000	5,800	97
	Clark	8,300	8,100	98
	Clay	8,100	7,900	98
	Cleburne	7,200	7,000	98
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Conway	7,100	7,000	99
	Crawford	13,900	13,600	98
	Dallas	4,000	3,900	97
	Faulkner	17,500	17,200	98
	Garland	30,500	30,000	98
Grant	4,800	4,700	98	
Hot Spring	10,400	10,200	98	
Izard	4,700	4,500	96	
Jefferson	31,600	31,000	98	
Lafayette	3,700	3,600	97	
Lawrence	7,100	6,900	97	
Lonoke	12,500	12,300	98	
Marion	4,800	4,700	98	
Miller	14,100	13,900	99	
Mississippi	20,000	19,600	98	
Pope	15,300	15,000	98	
Pulaski	132,800	131,400	99	
Saline	19,600	19,400	99	
Searcy	3,500	3,400	97	
Stone	3,600	3,500	97	
White	18,700	18,400	98	
<b>ARIZONA</b>				
Apache North	11,500	10,300	90	
Apache South	3,100	2,700	87	
Coconino	25,600	23,800	93	
Gila	14,100	13,500	96	
Maricopa	633,100	620,400	98	
Mohave	26,100	24,800	95	
Pima	225,400	220,900	98	
Pinal	31,600	30,500	97	
Yavapai	31,700	30,200	95	
<b>CALIFORNIA</b>				
El Dorado East	12,600	12,200	96	
Inyo	7,900	7,100	90	
Kings	25,200	24,100	95	
Lassen	8,300	7,800	94	
Mono	4,500	3,900	87	
Riverside East	6,700	6,500	97	
Trinity	5,300	4,900	92	
<b>COLORADO</b>				
Adams	96,000	95,300	99	
Arapahoe	131,400	129,900	99	
Bent	2,000	1,900	95	
Boulder	78,900	76,900	97	
Delta	8,800	8,400	95	
Eagle	6,300	6,000	94	
Garfield	9,700	9,300	95	
Gunnison	4,300	4,000	93	
Jackson	700	700	100	
Jefferson	152,400	151,100	99	
Kiowa	700	700	100	
Kit Carson	2,900	2,700	93	
La Plata	11,000	10,500	95	
Larimer	63,100	61,700	98	
Montezuma	6,200	5,900	95	
Morgan	8,500	8,400	99	
Phillips	1,800	1,800	100	
Pitkin	5,100	4,700	92	
Prowers	5,000	4,700	94	
Rio Blanco	2,500	2,400	96	
Routt	6,000	5,600	93	
Sedgwick	1,400	1,400	100	
Summit	4,300	4,100	95	

**WGN-TV—(Continued)**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
Between 5-24%	Teller	3,600	3,500	97
	Washington	2,000	1,900	95
	Weld	48,100	47,300	98
<b>FLORIDA</b>				
	Calhoun	3,500	3,400	97
	Clay	26,600	26,200	98
	Columbia	13,800	13,500	98
	De Soto	7,200	7,100	99
	Duval	221,400	219,400	99
	Hamilton	3,200	3,100	97
	Hernando	22,200	21,800	98
	Highlands	21,600	21,200	98
	Hillsborough	265,000	262,100	99
	Jefferson	3,800	3,700	97
	Lee	99,300	98,000	99
	Madison	5,000	4,800	96
	Manatee	69,600	68,900	99
	Nassau	12,700	12,500	98
	Okaloosa	41,600	41,200	99
	Pasco	98,300	97,100	99
	Pinellas	353,200	349,900	99
	Polk	128,900	127,400	99
	St Johns	21,900	21,600	99
	Sarasota	102,900	101,800	99
<b>GEORGIA</b>				
	Barrow	8,100	8,000	99
	Brooks	5,300	5,200	98
	Calhoun	1,700	1,600	94
	Carroll	20,400	20,200	99
	Catoosa	13,900	13,800	99
	Clay	1,200	1,200	100
	Clayton	57,600	57,300	99
	Cobb	124,800	124,200	99
	Colquitt	13,000	12,800	98
	Cook	4,800	4,700	98
	Coweta	14,500	14,300	98
	Crawford	2,500	2,400	96
	Crisp	7,100	6,900	97
	Dade	4,300	4,200	98
	Decatur	8,900	8,700	98
	De Kalb	186,700	185,800	100
	Dodge	6,200	6,100	98
	Douglas	20,300	20,100	99
	Elbert	7,100	7,000	99
	Fannin	5,800	5,700	98
	Floyd	29,900	29,600	99
	Fulton	230,500	228,500	99
	Gwinnett	69,200	68,600	99
	Hall	28,800	28,500	99
	Haralson	6,800	6,700	99
	Irwin	3,300	3,200	97
	Jackson	9,300	9,200	99
	Jefferson	6,500	6,300	97
	Lanier	2,100	2,000	95
	Lee	4,300	4,200	98
	Lowndes	24,600	24,100	98
	Mitchell	6,900	6,700	97
	Murray	7,500	7,400	99
	Newton	12,200	12,000	98
	Paulding	10,000	9,900	99
	Rabun	4,200	4,100	98
	Randolph	3,400	3,300	97
	Rockdale	13,800	13,600	99
	Stephens	8,000	7,900	99
	Stewart	1,900	1,800	95
	Tattnall	5,900	5,800	98
	Telfair	4,200	4,100	98
	Toombs	8,400	8,200	97
	Towns	2,400	2,400	100
	Treutlen	2,100	2,000	95
	Turner	3,100	3,000	97
	Upson	9,600	9,500	99
	Walker	20,400	20,200	99
	Walton	11,000	10,800	98
	Ware	13,300	13,100	98
	Worth	6,100	6,000	98

**WGN-TV—(Continued)**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
Between 5-24%	Allamakee	5,300	5,200	98
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Bremer	9,000	8,900	99
	Buchanan	8,000	7,900	99
	Buena Vista	7,900	7,800	99
	Butler	6,500	6,400	98
	Carroll	8,100	8,000	99
	Cherokee	6,200	6,100	98
	Chickasaw	5,600	5,500	98
	Clarke	3,500	3,400	99
	Clayton	8,000	7,800	98
	Dallas	11,500	11,400	99
	Decatur	3,500	3,400	97
	Delaware	6,400	6,300	98
	Des Moines	17,900	17,700	99
	Dickinson	6,600	6,500	98
	Fayette	9,300	9,200	99
	Floyd	7,100	7,000	99
	Fremont	3,600	3,600	100
	Greene	4,700	4,700	100
	Hancock	5,400	5,300	98
	Hardin	8,100	8,000	99
	Harrison	6,000	5,900	98
	Howard	4,300	4,200	98
	Ida	3,400	3,400	100
	Iowa	5,900	5,800	98
	Jasper	14,000	13,900	99
	Jefferson	6,000	5,900	98
	Keokuk	4,900	4,800	98
	Kossuth	8,000	7,900	99
	Louisa	4,500	4,400	98
	Lucas	4,300	4,200	98
	Lyon	4,500	4,400	98
	Madison	4,600	4,600	100
	Mahaska	8,900	8,800	99
	Marion	10,900	10,800	99
	Marshall	15,900	15,800	99
	Monona	4,500	4,400	98
	Monroe	3,500	3,500	100
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Page	7,500	7,400	99
	Palo Alto	4,900	4,800	98
	Plymouth	9,000	8,900	99
	Pocahontas	4,300	4,200	98
	Polk	121,100	120,000	99
	Pottawattamie	31,800	31,500	99
	Poweshiek	7,100	7,000	99
	Sac	5,400	5,300	98
	Shelby	5,500	5,400	99
	Sioux	10,500	10,300	98
	Story	25,200	24,900	99
	Tama	7,000	6,900	99
	Taylor	3,300	3,200	97
	Union	5,600	5,500	98
	Warren	12,700	12,600	99
	Washington	7,500	7,400	99
	Webster	17,000	16,800	99
	Winnebago	5,100	5,000	98
	Wright	6,200	6,100	98
<b>IDAHO</b>				
	Ada	72,200	70,900	98
	Bingham	11,800	11,600	98
	Blaine	4,900	4,700	96
	Butte	1,100	1,100	100
	Canyon	31,100	30,300	97
	Custer	1,600	1,500	94
	Franklin	2,900	2,800	96
	Fremont	3,800	3,700	97
	Lemhi	3,100	2,900	93
	Lewis	1,500	1,500	100
	Owyhee	2,900	2,800	96
	Payette	6,100	6,000	98

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>IDAHO—(Continued)</b>			
	Power	2,600	2,500	96
	Teton	900	900	100
	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Brown	2,100	2,000	95
	Carroll	7,000	6,900	99
	Clark	6,700	6,500	97
	Clinton	11,600	11,400	98
	Cumberland	4,400	4,300	98
	Edgar	8,500	8,300	98
	Fayette	8,300	8,000	96
	Ford	5,800	5,700	98
	Franklin	17,900	17,400	97
	Fulton	16,500	16,100	98
	Greene	6,200	6,100	98
	Hamilton	3,900	3,700	95
	Hancock	9,300	9,100	98
	Jackson	24,100	23,300	97
	Jasper	4,300	4,200	98
	Jefferson	15,100	14,600	97
	Jersey	7,100	6,900	97
	Jo Daviess	8,900	8,600	97
	Johnson	3,700	3,600	97
	Mc Donough	13,200	12,900	98
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marshall	5,500	5,400	98
	Massac	6,100	5,900	97
	Menard	4,600	4,500	98
	Mercer	7,100	7,000	99
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Perry	8,400	8,200	98
	Pike	7,400	7,200	97
	Putnam	2,300	2,200	96
	St Clair	91,200	89,500	98
	Saline	11,900	11,500	97
	Schuyler	3,200	3,100	97
	Scott	2,300	2,300	100
	Shelby	8,900	8,600	97
	Stark	2,700	2,700	100
	Union	7,200	7,000	97
	Wabash	5,300	5,100	96
	Warren	8,100	8,000	99
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	Woodford	12,000	11,700	97
	<b>INDIANA</b>			
	Adams	10,200	10,000	98
	Boone	13,600	13,400	99
	Carroll	7,300	7,200	99
	Clark	33,100	32,500	98
	Clay	9,400	9,300	98
	Daviess	10,300	10,000	97
	Dearborn	12,300	12,100	98
	Decatur	8,300	8,100	98
	De Kalb	11,900	11,700	99
	Dubois	12,300	11,900	97
	Elkhart	50,400	49,300	98
	Fayette	10,200	10,000	98
	Floyd	22,600	22,300	99
	Franklin	6,500	6,300	97
	Fulton	7,400	7,300	99
	Gibson	12,900	12,600	98
	Grant	27,900	27,400	98
	Greene	12,200	11,900	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Harrison	9,900	9,700	98
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Huntington	12,900	12,700	98
	Jay	8,400	8,200	98
	Johnson	28,000	27,800	99
	Kosciusko	22,700	22,200	98

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA—(Continued)</b>			
	Lawrence	16,200	15,900	98
	Marion	291,100	286,900	99
	Martin	3,800	3,700	97
	Monroe	36,500	35,500	97
	Morgan	18,400	18,100	98
	Noble	12,900	12,600	98
	Ohio	2,000	2,000	100
	Orange	7,000	6,800	97
	Posey	9,900	9,600	97
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
	Ripley	8,400	8,200	98
	Scott	7,300	7,100	97
	Shelby	14,200	14,000	99
	Spencer	6,700	6,500	97
	Steuben	9,600	9,400	98
	Tipton	6,200	6,100	98
	Vermillion	7,200	7,100	99
	Wabash	12,800	12,500	98
	Warren	3,100	3,000	97
	Washington	8,100	7,800	96
	Wayne	27,900	27,400	98
	Wells	9,300	9,100	98
	White	9,500	9,300	98
	Whitley	9,500	9,400	99
	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Brown	5,000	4,900	98
	Butler	17,400	17,200	99
	Chautauqua	2,300	2,300	100
	Cherokee	8,800	8,700	99
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Crawford	15,800	15,600	99
	Decatur	1,800	1,800	100
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,300	98
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Gray	1,800	1,800	100
	Greeley	700	700	100
	Greenwood	3,800	3,700	97
	Harper	3,300	3,200	97
	Haskell	1,300	1,300	100
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Kingman	3,400	3,400	100
	Labette	10,000	9,800	98
	Leavenworth	18,000	17,800	99
	Lincoln	1,700	1,700	100
	Mc Pherson	10,400	10,100	97
	Marshall	5,200	5,100	98
	Montgomery	17,200	16,900	98
	Morris	2,600	2,500	96
	Ness	1,800	1,800	100
	Pottawatomie	6,000	5,900	98
	Rawlins	1,600	1,600	100
	Rice	4,800	4,700	98
	Rooks	2,700	2,700	100
	Scott	2,100	2,100	100
	Smith	2,400	2,400	100
	Sumner	9,700	9,600	99
	Wabaunsee	2,600	2,500	96
	Washington	3,300	3,200	97
	Wichita	1,100	1,100	100
	Wyandotte	63,600	62,900	99
	<b>KENTUCKY</b>			
	Barren	13,100	13,000	99
	Bath	3,800	3,700	97
	Boone	17,100	17,000	99
	Boyd	20,900	20,800	100
	Breathitt	5,500	5,300	96

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24 %	<b>KENTUCKY—(Continued)</b>			
	Campbell	28,600	28,500	100
	Carter	8,800	8,700	99
	Christian	21,000	20,800	99
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Floyd	17,800	17,500	98
	Fulton	3,400	3,400	100
	Graves	13,500	13,400	99
	Green	4,000	3,900	98
	Hancock	2,800	2,800	100
	Hardin	27,100	26,900	99
	Hart	5,800	5,700	98
	Henderson	15,900	15,700	99
	Henry	4,800	4,700	98
	Hopkins	17,800	17,600	99
	Jefferson	257,700	256,500	100
	Kenton	50,100	49,900	100
	Leslie	5,100	4,900	96
	Letcher	11,100	10,800	97
	Livingston	3,700	3,700	100
	Mc Creary	5,400	5,300	98
	Madison	18,200	17,900	98
	Menifee	1,700	1,700	100
	Montgomery	7,700	7,500	97
	Morgan	4,400	4,300	98
	Oldham	9,500	9,400	99
	Powell	3,800	3,700	97
	Pulaski	17,800	17,400	98
	Rockcastle	5,000	4,800	97
	Russell	5,600	5,500	98
	Shelby	8,400	8,300	99
Simpson	5,500	5,400	98	
Union	5,800	5,700	98	
Wayne	6,400	6,200	97	
Wolfe	2,400	2,300	96	
<b>LOUISIANA</b>				
	Bienville	6,000	5,900	98
	Caldwell	4,300	4,200	98
	Claiborne	6,400	6,200	98
	De Soto	9,500	9,300	97
	East Feliciana	5,400	5,200	96
	Franklin	8,400	8,200	98
	Grant	6,400	6,200	98
	Jackson	6,500	6,400	98
	Lafourche	28,200	27,900	99
	Livingston	21,300	20,900	98
	Natchitoches	14,400	13,900	97
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	Richland	7,400	7,200	97
	Sabine	10,100	9,800	97
	St James	6,500	6,400	98
	St Tammany	43,400	42,900	99
	Tensas	2,900	2,800	97
	Terrebonne	33,200	32,700	99
	Union	7,700	7,600	99
	Vernon	17,200	16,700	97
	Washington	16,000	15,600	98
	Webster	16,300	16,000	98
	West Carroll	4,500	4,400	98
	Winn	6,200	6,000	97
<b>MARYLAND</b>				
	Allegany	29,600	29,300	99
	Charles	24,800	24,500	99
<b>MAINE</b>				
	Aroostook	30,100	29,300	97
	Knox	13,200	12,800	97
	Piscataquis	6,600	6,500	98
<b>MICHIGAN</b>				
	Allegan	29,600	29,200	99
	Antrim	6,300	6,200	98
	Barry	16,800	16,600	99
	Benzie	4,400	4,300	98
	Cass	18,300	18,000	98
	Cheboygan	8,100	7,800	96

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24 %	<b>MICHIGAN—(Continued)</b>				
	Crawford	3,700	3,600	97	
	Eaton	33,400	33,000	99	
	Genesee	159,500	157,900	99	
	Houghton	13,100	12,700	97	
	Huron	13,500	13,200	98	
	Ingham	97,400	96,000	99	
	Ionia	17,000	16,800	99	
	Iosco	11,000	10,800	99	
	Isabella	17,700	17,300	98	
	Jackson	52,700	52,100	99	
	Kalkaska	4,700	4,600	98	
	Kent	165,500	162,900	98	
	Leelanau	5,600	5,500	98	
	Mackinac	3,800	3,700	97	
	Macomb	245,200	243,800	99	
	Mason	10,300	9,900	96	
	Mecosta	12,000	11,700	97	
	Menominee	9,600	9,400	98	
	Newaygo	13,500	13,200	98	
	Oceana	8,000	7,700	97	
	Osceola	7,200	7,000	98	
	Ottawa	55,300	54,500	99	
	St Clair	50,000	49,300	99	
	Shiawassee	24,500	24,200	99	
	Tuscola	19,500	19,200	98	
	Washtenaw	99,000	96,700	98	
	Wexford	9,800	9,600	98	
	<b>MINNESOTA</b>				
		Becker	11,100	10,900	98
		Blue Earth	18,800	18,500	98
		Brown	10,300	10,100	98
	Carlton	10,600	10,500	99	
	Clay	17,400	17,300	99	
	Clearwater	3,100	3,000	97	
	Faribault	7,600	7,500	99	
	Fillmore	8,000	7,900	99	
	Goodhue	14,600	14,400	99	
	Hubbard	5,700	5,400	95	
	Itasca	16,700	16,400	98	
	Jackson	5,100	5,000	98	
	Lac Qui Parle	3,900	3,800	97	
	Lyon	9,000	8,800	98	
	Mahnomen	1,800	1,800	100	
	Martin	9,900	9,800	99	
	Morrison	10,200	10,000	98	
	Murray	4,100	4,000	98	
	Nicollet	9,400	9,300	99	
	Nobles	8,000	7,900	99	
	Norman	3,400	3,300	97	
	Pipestone	4,400	4,300	98	
	Polk	12,900	12,700	98	
	Rice	15,600	15,400	99	
	Rock	3,900	3,900	100	
	St Louis	84,700	83,700	99	
	Scott	15,400	15,300	99	
	Stevens	3,900	3,800	97	
	Wabasha	7,300	7,200	99	
	Waseca	7,000	6,900	99	
<b>MISSOURI</b>					
	Andrew	5,300	5,200	98	
	Atchison	3,300	3,300	100	
	Audrain	10,100	10,000	99	
	Barry	9,900	9,700	98	
	Barton	4,800	4,700	98	
	Carter	2,100	2,000	95	
	Cass	19,200	19,000	99	
	Christian	8,900	8,700	98	
	Clay	53,300	52,900	99	
	Clinton	6,200	6,100	98	
	Daviess	3,600	3,500	97	
	Dunklin	14,000	13,700	98	
	Gasconade	5,400	5,300	98	
	Greene	74,500	73,600	99	
	Holt	2,800	2,700	96	
	Jackson	243,700	240,500	99	

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
Between 5-24%	Jefferson	53,100	52,600	99
	Johnson	13,400	13,200	99
	Laclede	9,700	9,500	98
	Lawrence	11,400	11,200	98
	Lewis	4,000	3,900	98
	Mc Donald	5,900	5,800	98
	Macon	6,400	6,300	98
	Marion	11,000	10,900	99
	Mercer	1,900	1,800	95
	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	New Madrid	8,000	7,800	98
	PHELPS	12,200	11,800	97
	Platte	18,600	18,400	99
	Polk	7,100	6,900	97
	Pulaski	10,400	10,200	98
	Ray	8,200	8,100	99
	Ripley	4,900	4,600	94
	St Charles	54,600	54,100	99
	St Louis	528,900	522,800	99
	Saline	9,800	9,600	98
	Shelby	3,100	3,000	97
	Taney	8,900	8,700	98
	Texas	8,400	8,100	96
	Wayne	4,800	4,600	96
	Webster	7,600	7,400	97
	Worth	1,200	1,200	100
<b>MISSISSIPPI</b>				
	Attala	6,800	6,700	98
	Bolivar	13,500	13,100	97
	Calhoun	5,700	5,600	98
	Carroll	3,300	3,200	97
	Chickasaw	5,900	5,800	98
	Clarke	6,100	6,000	98
	Coahoma	11,600	11,300	97
	Covington	5,600	5,500	98
	De Soto	18,900	18,500	98
	Forrest	24,300	24,100	99
	Franklin	2,900	2,800	97
	Holmes	7,100	6,900	97
	Humphreys	4,400	4,300	98
	Itawamba	7,600	7,500	99
	Lafayette	10,900	10,700	98
	Lamar	8,800	8,700	99
	Lawrence	4,400	4,300	98
	Monroe	12,600	12,400	98
	Montgomery	4,600	4,500	98
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98
	Pearl River	11,900	11,700	98
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Rankin	25,400	25,100	99
	Scott	8,700	8,600	99
	Sharkey	2,300	2,200	96
	Simpson	8,100	8,000	99
	Tallahatchie	5,300	5,100	97
	Tate	6,200	6,100	98
	Tippah	6,700	6,600	98
	Tishomingo	7,300	7,100	98
	Warren	18,400	18,100	98
	Washington	23,500	23,000	98
	Wayne	6,500	6,400	98
	Webster	3,600	3,500	97
	Yazoo	9,100	8,900	98
<b>MONTANA</b>				
	Broadwater	1,500	1,400	93
	Gallatin	16,500	15,900	96
	Garfield	600	500	83
	Jefferson	2,700	2,600	96
	Judith Basin	1,000	900	90
	Liberty	900	900	100
	Lincoln	6,100	5,800	95
	Meagher	800	800	100
	Missoula	31,600	30,500	97
	Musselshell	1,900	1,800	95

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA—(Continued)</b>				
Between 5-24%	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Sanders	3,600	3,400	94
	Sheridan	2,000	1,900	95
	Teton	2,600	2,500	96
	Valley	3,700	3,500	95
<b>NORTH CAROLINA</b>				
	Beaufort	15,200	15,000	99
	Brunswick	14,300	14,000	98
	Buncombe	64,300	63,400	99
	Cabarrus	32,700	32,400	99
	Caldwell	25,400	25,100	99
	Chatham	13,000	12,800	98
	Duplin	14,600	14,300	98
	Franklin	10,700	10,500	98
	Graham	2,500	2,400	96
	Haywood	17,900	17,600	98
	Henderson	25,400	25,000	98
	Jackson	9,200	9,000	98
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	99
	Lenoir	21,500	21,200	99
	Lincoln	16,300	16,200	99
	New Hanover	41,100	40,600	99
	Randolph	35,700	35,300	99
	Rockingham	31,800	31,500	99
	Rowan	38,200	37,800	99
	Stanly	18,500	18,300	99
	Swain	3,900	3,800	96
	Transylvania	8,900	8,700	98
	Wake	120,000	118,700	99
	Wayne	35,000	34,500	99
<b>NORTH DAKOTA</b>				
	Benson	2,500	2,400	96
	Billings	400	400	100
	Bottineau	3,300	3,200	97
	Burke	1,500	1,500	100
	Cass	36,300	36,000	99
	Cavalier	2,700	2,600	96
	Dickey	2,500	2,400	96
	Divide	1,300	1,300	100
	Dunn	1,600	1,600	100
	Eddy	1,400	1,400	100
	Emmons	2,000	2,000	100
	Golden Valley	900	900	100
	Grand Forks	23,600	23,400	99
	Grant	1,500	1,500	100
	Logan	1,200	1,200	100
	Mc Henry	2,800	2,800	100
	Mc Kenzie	2,700	2,700	100
	Mc Lean	4,700	4,600	98
	Mountrail	2,800	2,800	100
	Nelson	2,000	2,000	100
	Oliver	800	800	100
	Pierce	2,100	2,100	100
	Ransom	2,400	2,400	100
	Richland	6,800	6,700	99
	Rolette	3,700	3,500	95
	Sargent	2,000	2,000	100
	Sheridan	1,000	1,000	100
	Trail	3,600	3,600	100
	Walsh	5,600	5,500	98
	Ward	21,000	20,700	99
	Williams	9,200	9,100	99
<b>NEBRASKA</b>				
	Adams	12,400	12,300	99
	Boone	2,700	2,700	100
	Buffalo	13,100	13,000	99
	Cass	7,600	7,500	99
	Cedar	3,900	3,900	100
	Cherry	2,600	2,500	96
	Colfax	3,900	3,800	97
	Custer	5,300	5,200	98
	Dawson	8,800	8,700	99
	Dixon	2,600	2,600	100
	Dodge	14,000	13,900	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEBRASKA—(Continued)</b>				
<b>Between 5-24%</b>	Douglas	152,000	150,600	99
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Hamilton	3,600	3,600	100
	Harlan	1,700	1,700	100
	Holt	5,200	5,000	96
	Howard	2,400	2,400	100
	Kearney	2,600	2,600	100
	Keith	3,900	3,900	100
	Knox	4,200	4,100	98
	Lancaster	77,400	76,600	99
	Loup	300	300	100
	Merrick	3,200	3,200	98
	Phelps	3,700	3,700	100
	Pierce	3,100	3,100	100
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Richardson	4,500	4,400	98
	Rock	900	900	100
	Saunders	6,900	6,800	99
	Stanton	2,500	2,400	96
	Washington	5,900	5,900	100
	Wayne	3,500	3,500	100
	Webster	1,900	1,900	100
	York	5,800	5,700	98
<b>NEW MEXICO</b>				
	Lea North	18,200	17,900	98
	Los Alamos	6,800	6,700	99
	Otero	15,600	15,200	97
	Rio Arriba	9,900	9,200	93
	San Juan	30,400	28,600	94
	San Miguel	7,700	7,100	92
	Santa Fe	30,200	29,300	97
	Sierra	4,000	3,800	95
	Socorro	4,400	4,300	98
	Valencia	12,100	12,000	99
<b>NEVADA</b>				
	Churchill	5,600	5,500	98
	Clark	204,900	201,200	98
	Douglas	9,400	9,000	96
	Lyon	5,900	5,600	95
<b>NEW YORK</b>				
	Cattaraugus	30,600	30,000	98
	Schoharie	10,500	10,200	97
<b>OHIO</b>				
	Adams	8,800	8,400	95
	Ashtabula	37,200	36,600	98
	Athens	19,100	18,500	97
	Brown	11,500	11,200	97
	Champaign	12,600	12,400	98
	Clermont	48,000	47,400	99
	Clinton	13,000	12,800	98
	Fairfield	34,500	34,100	99
	Fayette	10,000	9,800	98
	Franklin	340,700	336,700	99
	Fulton	13,400	13,100	98
	Hamilton	326,200	321,300	98
	Henry	10,300	10,200	99
	Licking	45,200	44,700	99
	Lorain	95,800	94,800	99
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
	Mercer	13,000	12,800	98
	Miami	33,300	32,900	99
	Paulding	7,300	7,200	99
	Pickaway	14,700	14,500	99
	Preble	13,800	13,600	99
	Putnam	10,700	10,500	98
	Shelby	15,300	15,100	99
	Union	10,600	10,400	98
	Van Wert	11,500	11,300	98
	Vinton	4,300	4,200	98
	Wayne	34,400	33,500	97

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Atoka	4,700	4,600	98
	Beaver	2,900	2,900	100
	Blaine	5,600	5,500	98
	Bryan	12,400	12,100	98
	Canadian	22,500	22,300	99
	Cherokee	11,700	11,500	98
	Cleveland	53,900	53,300	99
	Coal	2,300	2,300	100
	Cotton	3,200	3,200	100
	Creek	22,900	22,600	99
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Garvin	11,400	11,300	99
	Grady	15,800	15,600	99
	Grant	2,700	2,700	100
	Jackson	10,700	10,600	99
	Jefferson	3,300	3,300	100
	Kingfisher	5,600	5,600	100
	Le Flore	15,800	15,400	98
	Logan	10,400	10,300	99
	Mc Clain	7,900	7,800	99
	Mc Curtain	13,300	13,000	97
	Mayes	13,000	12,800	98
	Muskogee	26,300	25,900	98
	Nowata	4,700	4,600	99
	Oklahoma	233,900	231,900	99
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99
	Roger Mills	2,000	2,000	98
	Rogers	18,000	17,800	99
	Tillman	4,700	4,600	98
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
	Washita	5,600	5,500	98
	Woods	4,300	4,200	98
<b>OREGON</b>				
	Clackamas	92,100	89,200	97
	Douglas	36,300	34,600	95
	Hood River	6,400	6,000	94
	Klamath	23,200	22,400	97
	Malheur	10,000	9,600	96
	Multnomah	241,600	232,800	96
	Tillamook	9,000	8,400	93
	Washington	104,300	101,900	98
	Yamhill	21,600	20,600	95
<b>PENNSYLVANIA</b>				
	Blair	50,200	49,300	98
	Centre	38,600	37,500	97
	Clearfield	30,500	29,900	98
	Elk	13,400	13,100	98
	Erie	101,400	100,000	99
	Huntingdon	15,100	14,700	97
	Juniata	7,000	6,700	96
	Lycoming	43,700	42,300	97
	Mc Kean	18,400	17,900	97
	Mifflin	17,400	16,800	97
	Tioga	14,100	13,600	96
	Westmoreland	144,900	143,100	99
<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	98
	Anderson	51,100	50,500	99
	Berkeley	34,100	33,400	98
	Calhoun	4,200	4,100	98
	Charleston	95,700	94,600	99
	Cherokee	14,200	14,000	99
	Colleton	10,900	10,600	97
	Fairfield	6,400	6,200	97
	Greenville	109,600	108,500	99
	Horry	40,000	39,200	98
	Laurens	17,600	17,300	99
	Oconee	18,900	18,700	99
	Orangeburg	27,700	27,000	97
	Pickens	28,700	28,300	99



**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA—(Continued)</b>				
Between 5-24%	Spartanburg	75,100	74,300	99
	Union	10,700	10,600	99
	Williamsburg	12,000	11,700	97
<b>SOUTH DAKOTA</b>				
	Bennett	1,000	1,000	100
	Bon Homme	3,000	2,900	97
	Campbell	800	800	100
	Charles Mix	3,300	3,200	97
	Clark	1,900	1,900	100
	Clay	4,600	4,500	98
	Corson	1,500	1,400	93
	Dewey	1,500	1,400	93
	Edmunds	1,800	1,800	100
	Fall River	3,300	3,200	97
	Gregory	2,100	2,100	100
	Haakon	1,000	1,000	100
	Hutchinson	3,400	3,300	97
	Jackson	1,200	1,200	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	100
	Mc Pherson	1,500	1,500	100
	Moody	2,400	2,400	100
	Perkins	1,800	1,700	94
	Turner	3,500	3,500	100
	Union	4,300	4,300	100
	Walworth	2,600	2,500	96
	Yankton	6,900	6,800	99
<b>TENNESSEE</b>				
	Bedford	10,500	10,400	99
	Blount	30,500	30,200	99
	Bradley	25,500	25,300	99
	Campbell	13,400	13,200	99
	Carroll	10,500	10,300	98
	Carter	19,200	19,000	99
	Coffee	14,900	14,800	99
	Davidson	187,500	186,600	99
	Decatur	4,400	4,300	98
	Fentress	5,500	5,400	98
	Hamilton	109,300	108,600	99
	Haywood	6,700	6,600	99
	Humphreys	6,200	6,100	98
	Lauderdale	9,000	8,900	99
	Lewis	3,400	3,400	100
	Loudon	11,100	11,000	99
	Mcminn	15,600	15,400	99
	Mc Nairy	9,100	9,000	99
	Marion	9,100	9,000	99
	Marshall	7,700	7,600	99
	Montgomery	30,400	30,200	99
	Obion	12,500	12,400	99
	Overton	6,400	6,300	98
	Pickett	1,700	1,700	100
	Rhea	9,200	9,100	99
	Roane	18,400	18,200	99
	Rutherford	31,700	31,500	99
	Sequatchie	3,300	3,300	100
	Sevier	16,700	16,400	98
	Shelby	284,800	282,600	99
	Smith	5,800	5,700	98
	Sumner	32,000	31,700	99
	Trousdale	2,600	2,600	100
	Warren	12,900	12,700	98
	Washington	33,700	33,500	99
	Wayne	5,100	5,000	98
	Weakley	12,100	11,900	98
	White	7,500	7,400	99
	Williamson	21,700	21,500	99
	Wilson	21,400	21,200	99
<b>TEXAS</b>				
	Angelina	24,200	23,800	98
	Aransas	6,100	6,000	98
	Archer	2,900	2,900	100
	Atascosa	9,100	8,900	98
	Bastrop	10,000	9,800	98

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 5-24%	Baylor	2,000	2,000	100
	Bexar	350,300	346,000	99
	Brazos	39,000	38,400	98
	Briscoe	1,000	1,000	100
	Brooks	2,700	2,600	96
	Caldwell	8,000	7,800	97
	Callahan	4,600	4,500	98
	Cameron	67,400	66,400	99
	Cass	11,200	11,000	98
	Cherokee	14,600	14,300	98
	Clay	4,000	4,000	100
	Cochran	1,500	1,500	100
	Coke	1,300	1,300	100
	Comal	15,000	14,800	99
	Dallas	634,500	629,500	99
	Dawson	5,500	5,400	98
	Denton	58,100	57,500	99
	De Witt	7,200	7,000	97
	Donley	1,600	1,600	100
	Duval	4,100	4,000	98
	Eastland	8,100	7,900	98
	Fisher	2,200	2,200	100
	Foard	900	900	100
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Garza	1,900	1,900	100
	Gillespie	5,700	5,500	96
	Guadalupe	17,800	17,500	98
	Hardin	15,400	15,100	98
	Harris	1,001,000	991,400	99
	Haskell	3,000	3,000	100
	Hidalgo	88,900	87,300	98
	Hockley	8,300	8,200	99
	Hood	8,600	8,500	99
	Hunt	21,900	21,600	98
	Jim Wells	12,200	11,900	98
	Johnson	26,600	26,300	99
	Jones	6,600	6,500	98
	Kaufman	14,400	14,200	98
	Kendall	4,300	4,200	98
	Kerr	12,600	12,300	98
	Lamb	6,700	6,600	99
	La Salle	1,900	1,800	95
	Lee	4,400	4,300	98
	Llano	4,800	4,700	98
	Lubbock	79,800	79,100	99
	Martin	1,600	1,600	100
	Medina	8,100	7,900	98
	Milam	8,700	8,500	98
	Mills	1,900	1,900	97
	Montgomery	53,000	52,000	98
	Nueces	93,800	92,600	99
	Oldham	700	700	100
	Orange	30,400	30,100	99
	Parker	17,800	17,600	99
	Parmer	3,500	3,500	100
	Reeves	4,900	4,800	98
	Rockwall	6,100	6,000	98
	San Augustine	3,500	3,400	97
	San Patricio	19,600	19,200	98
	Shelby	9,200	9,000	98
	Smith	51,600	50,900	99
	Starr	8,000	7,700	96
	Stonewall	1,000	1,000	100
	Swisher	3,400	3,400	100
	Tarrant	342,900	340,100	99
	Terry	5,200	5,100	98
	Wheeler	3,100	3,000	97
	Wichita	44,800	44,500	99
	Willacy	4,900	4,800	98
	Williamson	29,900	29,400	98
	Wilson	6,200	6,000	97
	Yoakum	3,100	3,100	100
<b>UTAH</b>				
	Cache	19,500	19,000	97

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>UTAH—(Continued)</b>			
	Davis	45,900	45,500	99
	Duchesne	4,000	3,800	95
	Emery	4,000	3,900	98
	Juab	1,700	1,700	100
	Rich	800	800	100
	San Juan	3,400	3,100	91
	Sanpete	4,800	4,700	98
	Tooele	8,500	8,400	99
	Washington	9,100	8,600	95
	<b>VIRGINIA</b>			
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Campbell	41,200	40,700	99
	Chesterfield	54,100	53,800	99
	Giles	6,300	6,200	98
	Henry	27,400	27,100	99
	James City	11,700	11,500	98
	King William	3,500	3,500	100
	Lancaster	4,200	4,100	98
	Pittsylvania	41,500	40,900	99
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
	Scott	8,800	8,600	98
	Smyth	12,000	11,800	98
	Southampton	8,000	7,800	98
	Washington	24,300	24,000	99
	Norfolk City	163,200	161,700	99
	<b>VERMONT</b>			
	Orleans	8,600	8,500	99
	<b>WASHINGTON</b>			
	Clallam	22,400	21,400	96
	Clark	77,800	75,900	97
	Douglas	9,100	8,800	97
	Franklin	13,600	13,200	97
	Kittitas West	2,500	2,400	94
	Klickitat	6,400	6,000	94
	Skamania	3,200	3,000	94
	<b>WISCONSIN</b>			
	Bayfield	5,500	5,400	98
	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
	Chippewa	18,000	17,700	98
	Columbia	16,500	16,200	98
	Dodge	26,100	25,600	98
	Door	10,200	10,100	99
	Eau Claire	29,600	29,100	98
	Forest	3,400	3,300	97
	Grant	17,600	17,100	97
	Green Lake	7,000	6,800	97
	Iowa	7,100	6,900	97
	Jackson	6,400	6,200	97
	Jefferson	23,800	23,500	99
	Juneau	8,300	8,000	96
	Kewaunee	6,800	6,700	99
	Lafayette	6,200	6,100	98
	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Manitowoc	29,800	29,500	99

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>WISCONSIN—(Continued)</b>			
	Marathon	41,000	40,500	99
	Marinette	15,200	15,000	99
	Marquette	5,000	4,800	96
	Milwaukee	367,900	363,200	99
	Monroe	12,600	12,300	98
	Oconto	10,800	10,600	98
	Oneida	12,900	12,600	98
	Ozaukee	23,900	23,600	99
	Portage	20,000	19,700	98
	Price	6,100	5,900	97
	Richland	6,600	6,400	97
	Rusk	5,700	5,500	96
	Sauk	16,900	16,500	98
	Sawyer	4,900	4,700	96
	Shawano	13,300	13,100	98
	Sheboygan	36,800	36,400	99
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Vernon	9,600	9,400	98
	Vilas	7,200	7,000	97
	Washburn	5,400	5,300	98
	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
	Waupaca	16,000	15,800	99
	Winnebago	49,500	49,000	99
	Wood	27,200	26,800	99
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,800	99
	Clay	4,100	4,000	98
	Fayette	21,400	21,100	99
	Grant	3,800	3,700	97
	Greenbrier	14,300	14,000	98
	Jackson	9,300	9,200	99
	Kanawha	88,900	88,200	99
	Logan	17,300	17,100	99
	Mc Dowell	16,400	16,100	98
	Mingo	12,700	12,500	98
	Nicholas	10,200	10,100	99
	Putnam	14,500	14,400	99
	Raleigh	32,700	32,200	98
	Summers	5,600	5,400	96
	Wyoming	12,200	12,000	98
	<b>WYOMING</b>			
	Albany	11,300	10,800	96
	Big Horn	4,400	4,200	95
	Campbell	9,800	9,300	95
	Carbon	8,600	8,200	95
	Crook	2,100	2,000	95
	Fremont	14,600	14,200	97
	Lincoln	4,600	4,400	96
	Sheridan	10,500	10,000	95
	Sublette	1,700	1,600	94
	Uinta	5,200	5,000	96

# Illinois—Chicago

## WLS-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** American Broadcasting Companies Inc., 190 N. State St., Chicago, IL 60601.

**Studio:** 190 N. State St.

**Telephone:** 312-263-0800. **TWX:** 312-222-9530.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 55.59-kw visual, 11.12-kw aural. Antenna: Circularly polarized, 1688-ft. above av. terrain, 1710-ft. above ground, 2305-ft. above sea level.

Latitude 41° 52' 44"  
Longitude 87° 38' 10"

**Transmitter:** Sears Bldg., 233 S. Wacker Dr.

**News Services:** AP, UPI, City News.

**AM Affiliate:** WLS, 50-kw, 890 kHz.

**FM Affiliate:** WLS-FM, 6-kw, 94.7 MHz (No. 234), 1170-ft.

**Ownership:** ABC Inc. See Group Ownership of TV Stations.

**Began Operation:** Oct. 13, 1943.

**Represented (sales):** ABC Television Spot Sales Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Smith & Powstenko.

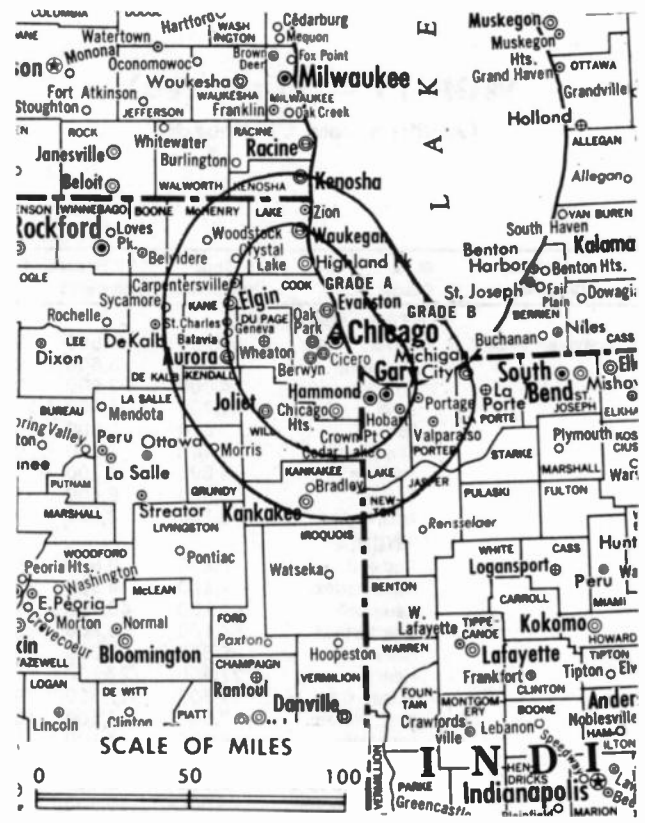
### Personnel:

DENNIS SWANSON, vice president & general manager.  
JOSEPH J. AHERN, station manager.  
RICHARD TAYLOR, general sales manager.  
MICHAEL VELASQUEZ, national sales manager.  
SCOTT THOMAS, local sales manager.  
CLAR W. HEIDER, assistant to vice president.  
TIM BENNETT, director of programming.  
ERNST LEDEBUHR, controller.  
JEANNE FISHER, business manager.  
WILLIAM CAMPBELL, director of public affairs.  
WILLIAM APPEGATE, news director.  
SHARON MCGILL, research director.  
JOSEPH KRESNICKA, director of engineering.  
TOM REMISZEWSKI, creative services director.

**Highest 30 Sec. Rate** (July 24, 1984): \$6500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	Dekalb	25,600	25,200	98
	Dupage	252,900	251,000	99
	Grundey	11,500	11,400	99
	Kane	99,400	98,000	99
	Kankakee	37,200	36,600	98
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
	Will	113,200	111,900	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	177,600	175,200	99
La Porte	38,500	38,000	99	
Newton	5,600	5,500	98	
Porter	44,100	43,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
	Kenosha	45,100	44,600	99	
	<b>ILLINOIS</b>	Iroquois	12,300	12,000	98
		Livingston	14,400	14,000	97
	<b>INDIANA</b>				
	Starke	8,000	7,800	97	
	<b>MICHIGAN</b>				
	Berrien	62,900	61,800	98	
	<b>WISCONSIN</b>				
	Racine	62,200	61,600	99	
<b>Between 25-49%</b>	<b>ILLINOIS</b>				
	Boone	10,400	10,200	98	
	Bureau	14,800	14,500	98	
	Lee	12,900	12,700	98	
	Ogle	17,300	17,000	98	
	Putnam	2,300	2,200	96	
	<b>INDIANA</b>				
	Benton	3,700	3,600	97	
	Pulaski	5,100	4,900	96	
	St Joseph	88,400	87,200	99	
	White	9,500	9,300	98	
	<b>MICHIGAN</b>				
Cass	18,300	18,000	98		
<b>WISCONSIN</b>					
Walworth	27,000	26,600	99		
<b>Station Totals</b>		<b>3,370,700</b>	<b>3,321,900</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>				<b>2,699,700</b>	
<b>Average Daily Circulation (1984)</b>				<b>1,703,800</b>	

# Illinois—Chicago

## WMAQ-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** National Broadcasting Co. Inc., Merchandise Mart, Chicago 60654.

**Studio:** Merchandise Mart, Chicago, IL 60654.

**Telephone:** 312-861-5555. **Telex:** 253535.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 40.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1317-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

**Transmitter:** John Hancock Center, 875 N. Michigan Ave.

**AM Affiliate:** WMAQ, 50-kw, 670 kHz.

**FM Affiliate:** WKQX, 6-kw, 101.1 MHz (No. 266), 1170-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta; 7-meter.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Jan. 7, 1949.

**Represented (sales):** NBC Spot Sales; Clem & Lowrance Inc. (Dallas, Atlanta & St. Louis).

### Personnel:

- MONTE G. NEWMAN, vice president & general manager.
- DICK DAGGETT, director, sales.
- LARRY TOMPKINS, national sales manager.
- STEVE GALLEN, local sales manager.
- DAVID M. YEARWOOD JR., director, finance & administration.
- DAVID FINNEY, program director.
- JAMES POWELL, dir., technical operations & engineering.
- RICHARD REINGOLD, news director.
- WILLIS O. MARSHALL, director of plant construction.
- ALEXIS SARKISIAN, manager, community programs.
- NICK ARONSON, director, communications.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cook	1,878,700	1,848,600	98
	Dekalb	25,600	25,200	98
	Dupage	252,900	251,000	99
	Grundy	11,500	11,400	99
	Kane	99,400	98,000	99
	Kankakee	37,200	36,600	98
	Kendall	13,900	13,800	99
	Lake	151,400	150,200	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
	Will	113,200	111,900	99
	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	Lake	177,600	175,200	99
La Porte	38,500	38,000	99	



WMAQ-TV BPCT-4223 Granted 5/14/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
	<b>WISCONSIN</b>			
	Kenosha	45,100	44,600	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Iroquois	12,300	12,000	98
	Livingston	14,400	14,000	97
	<b>INDIANA</b>			
	Starke	8,000	7,800	97
<b>MICHIGAN</b>	Berrien	62,900	61,800	98
	<b>WISCONSIN</b>			
	Racine	62,200	61,600	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Lee	12,900	12,700	98
	Ogle	17,300	17,000	98
	Putnam	2,300	2,200	96
	<b>INDIANA</b>			
	Marshall	14,500	14,200	98
Pulaski	5,100	4,900	96	
<b>WISCONSIN</b>				
	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>3,254,900</b>	<b>3,207,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,691,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,678,600</b>	

# Illinois—Chicago

## WSNS-TV

Ch. 44

**Network Service:** None, independent.

**Licensee:** Video 44, a Joint Venture, 430 W. Grant Pl., Chicago, IL 60614.

**Studio:** 430 W. Grant Place, Chicago, IL 60614.

**Telephone:** 312-929-1200.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 4260-kw max. & 1050-kw horizontal visual, 500-kw max. & 123-kw horizontal aural. Antenna: 1420-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

**Transmitter:** Hancock Bldg., 875 N. Michigan Ave.

**Ownership:** Oak Industries Inc., 49%; Harriscop of Chicago Inc., 25.5%; Essaness Theatres Corp. of Illinois, 25.5%. For other Oak & Harriscop interests, see Group Ownership of TV Stations.

**Began Operation:** April 5, 1970. Granted subscription TV authorization Feb. 22, 1980. Sale of interest to Oak Industries approved by FCC July 11, 1980 (*Television Digest*, Vol. 20:11). Began subscription TV operation Sept. 22, 1980 (Vol. 20:36).

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

BURT I. HARRIS, pres., Harriscop (Los Angeles).  
RICHARD PLOTKIN, vice president & general manager.  
JOHN DICKINSON, operations manager.  
KEVIN J. MURPHY, director of engineering.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
Between 5-24%	Kendall	13,900	13,800	99
<b>Station Totals</b>		<b>13,900</b>	<b>13,800</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>106,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>41,100</b>	



# BLACKBURN & COMPANY, INC.

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

<b>CHICAGO</b>	333 N. Michigan Ave., 60601	(312) 346-6460
<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

# Illinois—Decatur

## WAND

Ch. 17

**Network Service:** ABC.

**Licensee:** WAND Television, 904 South Side Dr., Decatur, IL 62525.

**Studio:** 904 South Side Dr., Decatur, IL 62525.

**Telephone:** 217-424-2500. **TWX:** 910-243-0458.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 1350-kw horizontal visual, 1000-kw max. & 135-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1314-ft. above ground, 2000-ft. above sea level.

Latitude 39° 57' 07"  
Longitude 88° 49' 55"

**Transmitter:** Near Argenta, IL.

**News Services:** AP, Group W Newsfeed, ABC.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** Publicly owned LIN Bcstg. owns 100% of WAND Television. LIN principals are: Donald A. Pels, chmn. & pres.; Barrett Geoghegan, v.p.; David Naseman, v.p., general counsel & secy.; Blake Byrne, group v.p., TV; Arnold Blauveiss, v.p., finance; Ron Graiff, engineering v.p.; Richard Verne, v.p., radio; Michael Plouf, v.p. corporate development & treas.; Frank O'Neil, Jim Saunders, Harold Spitz, Richard Rosenfeld, v.p.'s. LIN Bcstg. also owns KXAS-TV, Fort Worth, TX; WISH-TV, Indianapolis, IN; WOTV(TV), Grand Rapids-Kalamazoo-Battle Creek, MI; WAVY-TV Portsmouth-Norfolk-Newport News, VA; KTVV-TV, Austin, TX; WANE-TV, Fort Wayne, IN; WFIL & WUSL(FM), Philadelphia, PA; KITL-AM-FM, Houston, TX; WIL-AM-FM, St. Louis, MO; WEMP & WMYX(FM), Milwaukee, WI; WBBF & WMJQ(FM), Rochester, NY.

**Began Operation:** Aug. 16, 1953. Sale to present owner by Metromedia Inc. approved Dec. 22, 1965 by FCC (*Television Digest*, Vol. 5:41, 42, 52). Sale to Metromedia by George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

BARRETT GEOGHEGAN, president & general manager.  
T. J. VAUGHAN, vice president & station manager.  
LARRY KATT, vice president, sales.  
MIKE GROSS, national sales manager.  
DICK WESTBROOK, news director.  
WAYNE SEMPLE, chief engineer.  
JANET JONES, traffic manager.  
CHARMA JAMES, promotion manager.

**Highest One Hour Rate:** \$2850.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$1400.

**NETWORK BASE HOURLY RATE:** \$825.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	60,800	59,500	98
	Christian	14,000	13,700	98
	Coles	20,600	20,200	98
	De Witt	7,000	6,900	99



WAND BPCT-780914KL. Granted 3/13/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Douglas	7,400	7,300	99
	Effingham	11,700	11,300	96
	Ford	5,800	5,700	98
	Logan	11,500	11,300	98
	Macon	50,100	49,200	98
	Menard	4,600	4,500	98
	Moultrie	5,400	5,200	96
	Piatt	6,200	6,100	98
	Sangamon	72,300	70,600	98
	Shelby	8,900	8,600	97
Vermilion	36,000	35,300	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cass	5,700	5,600	97
	Cumberland	4,400	4,300	98
	Fayette	8,300	8,000	96
	Iroquois	12,300	12,000	98
	Mc Lean	44,400	43,400	98
	Montgomery	12,200	11,900	98
Morgan	14,200	13,800	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Edgar	8,500	8,300	98
	Livingston	14,400	14,000	97
	Macoupin	19,200	18,800	98
	Mason	7,400	7,300	99
	Scott	2,300	2,300	100
<b>INDIANA</b>				
Warren	3,100	3,000	97	
<b>Station Totals</b>		<b>478,700</b>	<b>468,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>314,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>182,800</b>	

# Illinois—Decatur

**WFHL**

**Ch. 23**

**Network Service:** None, independent.

**Grantee:** Decatur Foursquare Bcstg. Inc., 321 E. Leafland, Decatur, IL 62521.

**Studio:** 2510 Parkway Court, Decatur, IL 62526.

**Telephone:** 217-428-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1666-kw max. & 575-kw horizontal visual, 167-kw max. & 57.5-kw horizontal aural. Antenna: 1033-ft. above av. terrain, 1046-ft. above ground, 1736-ft. above sea level.

Latitude 39° 57' 04"  
Longitude 88° 52' 00"

**Transmitter:** Near Hwy. 47, Oreana.

**Ownership:** Non-stock corp. James W. Houpt Jr., pres.; Dr. Charles Duarte, v.p.; Ray Jones, secy.; Michael Overheul, treas.; International Church of the Foursquare Gospel. ICFG is licensee of KHIS-AM-FM, Bakersfield & KFSG(FM), Los Angeles, CA.

**Began Operation:** May 13, 1984.

**Represented (legal):** Farrand, Malti & Cooper.

**Represented (engineering):** D. C. Williams & Associates.

**Personnel:**  
JOEL SANCHEZ, general manager.

**Highest 30 Sec. Rate:** \$30.



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# Illinois—Harrisburg

## WSIL-TV

Ch. 3

(Operates satellite KPOB-TV, Poplar Bluff, Mo.)

**Network Service:** ABC.

**Licensee:** WSIL-TV Inc.

**Studio:** 21 W. Poplar St., Harrisburg, IL 62946.

**Telephone:** 618-252-7447.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 883-ft. above av. terrain, 854-ft. above ground, 1459-ft. above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

Holds CP for change to 100-kw max. visual, 20-kw max. aural, 994-ft. above av. terrain, 1000-ft. above ground, 1600-ft. above sea level, lat. 37° 36' 49", long. 88° 52' 16"; transmitter to 2-mi. W of Creal Springs. BPCT-840221KG.

**Transmitter:** 2-mi. W of Creal Springs.

**News Service:** AP.

**Satellite Earth Station:** Gardiner; 6-meter.

**Ownership:** Mel Wheeler Inc., 100%. Mel Wheeler, pres., 70%; Herman L. Reavis, exec. v.p.; Stephen, Clark & Leonard Wheeler, v.p.s, 10% each; Jack E. Rice, v.p.; Vinny Wheeler, secy.-treas. They also own KPOB-TV, Poplar Bluff, MO; WSLC & WSLQ(FM), Roanoke, VA; KDNT(AM), Denton & KGNG-FM, Gainesville, TX; KLTE(FM), Oklahoma City, OK.

**Began Operation:** Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959. Sale to present owners by John W. Kirby, et al., approved by FCC May 12, 1983. Previous sale by O. L. Turner, et al., approved April 23, 1981 (*Television Digest*, Vol. 21:14).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

- MEL WHEELER, president.
- RICK LIPPS, general manager.
- STEVE WHEELER, operations manager.
- RICK LIPPS, sales manager.

**Highest 30 Sec. Rate (July 5, 1984):** \$350.

**NETWORK BASE HOURLY RATE:** \$400.

**Arbitron Data:** Figures include satellite KPOB-TV, Poplar Bluff, MO.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	17,900	17,400	97
	Gallatin	2,900	2,800	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,100	23,300	97
	Jefferson	15,100	14,600	97
	Johnson	3,700	3,600	97
	Massac	6,100	5,900	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,900	11,500	97
	Union	7,200	7,000	97
	Williamson	23,200	22,600	97
	<b>KENTUCKY</b>			
	Ballard	3,500	3,500	100
	Carlisle	2,100	2,100	100
Crittenden	3,500	3,500	99	
Graves	13,500	13,400	99	
Hickman	2,200	2,200	100	



WSIL-TV BPCT-2562 Granted 11/12/58

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Livingston	3,700	3,700	100	
	Mc Cracken	24,400	24,200	99	
	Marshall	10,300	10,200	99	
<b>MISSOURI</b>	Butler	14,900	14,500	97	
	Cape Girardeau	22,700	22,300	98	
	Mississippi	5,400	5,300	98	
	Scott	15,100	14,900	99	
	<b>ILLINOIS</b>	Wayne	7,300	7,000	95
<b>KENTUCKY</b>		Caldwell	5,100	5,000	98
		Calloway	11,100	11,000	99
		Fulton	3,400	3,400	100
		Lyon	2,500	2,500	100
<b>MISSOURI</b>	Bollinger	4,000	3,900	98	
	New Madrid	8,000	7,800	98	
	Stoddard	11,300	11,100	98	
	Wayne	4,800	4,600	96	
<b>ARKANSAS</b>	Clay	8,100	7,900	98	
<b>ILLINOIS</b>	Clay	6,100	5,800	95	
	Marion	17,200	16,800	98	
	Richland	7,000	6,800	97	
	White	7,200	6,900	95	
	<b>KENTUCKY</b>	Union	5,800	5,700	98
<b>MISSOURI</b>	Dunklin	14,000	13,700	98	
	Perry	6,100	6,000	98	
	Ripley	4,900	4,600	94	
	Ste Genevieve	5,500	5,400	98	
<b>TENNESSEE</b>	Obion	12,500	12,400	99	
<b>Station Totals</b>		<b>409,500</b>	<b>400,100</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>225,700</b>		
<b>Average Daily Circulation (1984)</b>			<b>117,600</b>		



# Illinois—Joliet

**WFBN**

**Ch. 66**

**Network Service:** None, independent.

**Licensee:** Focus Broadcasting Co., c/o Douglas F. Ruhe, Communications Design Group Inc., One Commerce Place, Suite 825, Nashville, TN 37239.

**Studio:** 1411 Cora St., Joliet, IL 60435.

**Telephone:** 815-723-6000.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 5000-kw visual, 500-kw aural. Antenna: 1307.5-ft. above av. terrain, 1512-ft. above ground, 2107-ft. above sea level.

Latitude	41°	53'	56"
Longitude	87°	37'	23"

**News Service:** UPI.

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

**Ownership:** Douglas F. Ruhe, pres., 8.5%; Irene M. Chung, secy., 8.5%; Darrell W. Anderson, treas., 5%; Joon Chung, Beverly Ruhe, William & Judith Geissler, 8.5% each; Allen Investment Co., 9.5%; Gloria W. Anderson, 5%; others, none with more than 4%. Principals have interest WSTG(TV), Providence, RI; WFYZ(TV), Murfreesboro, TN; CP for WKAF(TV), Syracuse, NY & applications for low power television stations.

**Began Operation:** Sept. 18, 1981.

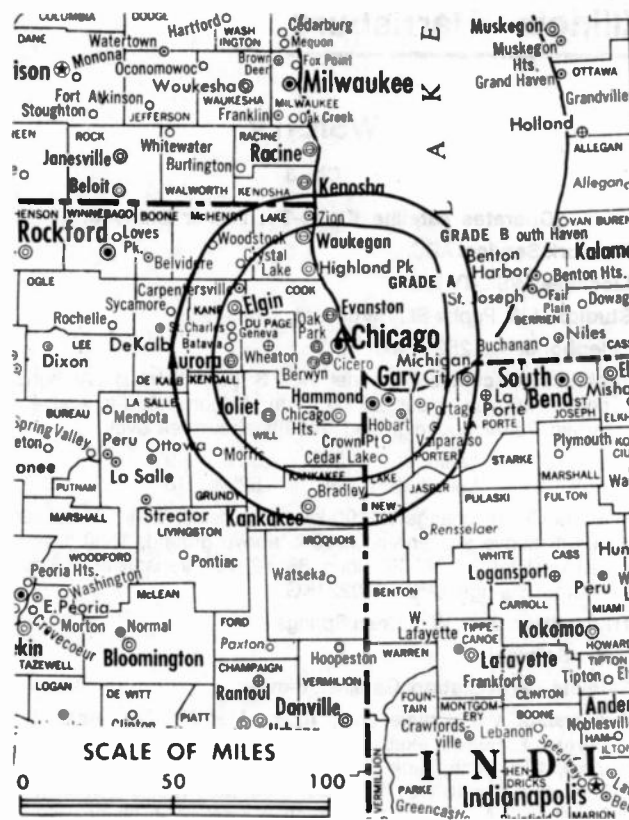
**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

ROBERT RAMIREZ, general manager.  
A. WAYNE SMITH, chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available.



WFBN BMPCT-801222KG Granted 2/5/81

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**Public/Educational Station Directory  
follows Commercial Stations**

# Illinois—Marion

## WTCT

(formerly WDDD-TV)

Ch. 27

**Network Service:** None, independent.

**Licensee:** Tri-State Christian TV, Box 729, West Chester, OH 45069.

**Studio:** One Broadcast Center, Marion, IL 62959.

**Telephones:** 618-997-9333 (Marion); 513-777-0016 (West Chester).

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2570-kw visual, 257-kw aural. Antenna: 772-ft. above av. terrain, 500-ft. above ground, 1340-ft. above sea level.

Latitude 37° 33' 26"  
Longitude 89° 01' 24"

**Transmitter:** 2.2-mi. W of Goreville.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** Tri-State Christian TV, non-stock, non-profit corp., 100%. Garth Coonce, pres.; Carl Brady, secy.; Christina M. Coonce, treas.; Larry Pearson & Cruz S. Argonzonnie, trustees. Tri-State also owns CPs for WWTO-TV, LaSalle, IL; WAQP-TV, Saginaw, MI.

**Began Operation:** Aug. 24, 1981. Sale to present owner by Dennis F. Doelitzsch approved by FCC Feb. 6, 1984.

**Represented (legal):** May, Dunne & Gay.

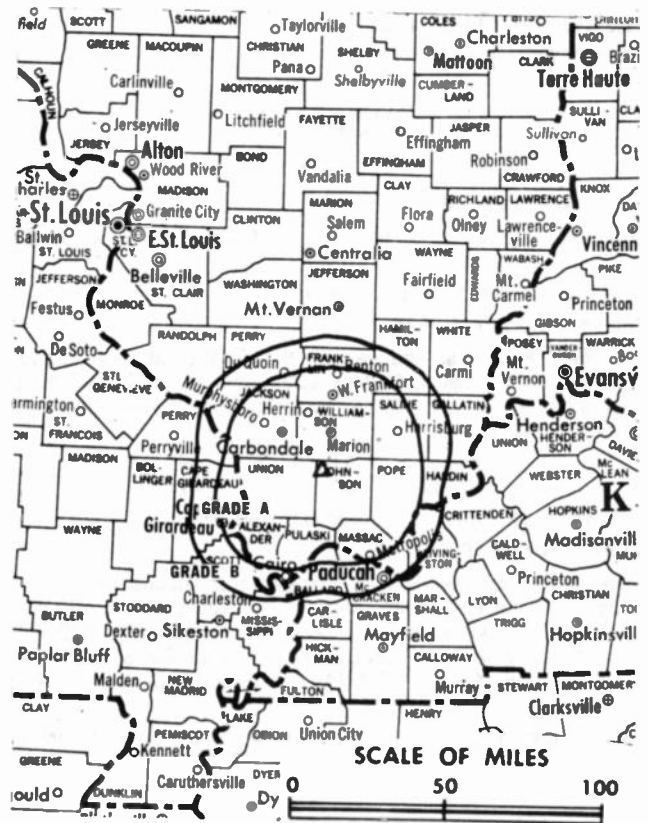
**Personnel:**

GARTH W. COONCE, president & general manager.  
FRED STACY, station manager.  
CLARENCE LARSON, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	17,900	17,400	97
	Jackson	24,100	23,300	97
	Johnson	3,700	3,600	97
	Pulaski	3,300	3,200	95
Williamson	23,200	22,600	97	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Ballard	3,500	3,500	100
	<b>ILLINOIS</b>			
	Gallatin	2,900	2,800	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jefferson	15,100	14,600	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Saline	11,900	11,500	97
Union	7,200	7,000	97	
<b>KENTUCKY</b>	Crittenden	3,500	3,500	99
	Livingston	3,700	3,700	100
	Mc Cracken	24,400	24,200	99
	Marshall	10,300	10,200	99



WTCT BPTCT-7807201C Granted 6/25/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
<b>Between 5-24%</b>	Cape Girardeau	22,700	22,300	98
	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Scott	15,100	14,900	99
<b>Station Totals</b>		<b>226,800</b>	<b>221,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>39,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>14,500</b>	

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# Illinois—Moline

## WQAD-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Quad-Cities Communications Corp., 3003 Park 16th St., Moline, IL 61265.

**Studio:** 3003 Park 16th St., Moline, IL 61265.

**Telephone:** 309-764-9694.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"  
Longitude 90° 22' 47"

**Transmitter:** 2.8-mi. S of Orion on U.S. 150.

**News Services:** AP, UPI.

**Ownership:** The Des Moines Register and Tribune Co., 100%. David Kruidenier, chmn.; Michael G. Gartner, pres.; Gary G. Gerlach, v.p. Des Moines Register & Tribune also owns KHON-TV, Honolulu & KAIL-TV, Wailuku, HI; KYXI, Oregon City & KGON(FM), Portland, OR; KLAQ & KPPL(FM), Lakewood, CO; WIBA-AM-FM, Madison, WI.

**Began Operation:** Aug. 1, 1963. Sale to present owner by Moline Television Corp. approved by FCC July 13, 1977.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

### Personnel:

OLIVER GILLESPIE, president & general manager.  
GENE SMITH, general sales manager.  
JOHN ORR, national sales manager.  
PEGGY VYNCKE, business manager.  
LLOYD BOLKCOM, director of community affairs.  
STEVE ISRAEL, program director.  
TOM MIKKELSEN, director of engineering/operations.  
RICK SERRE, assistant chief engineer.

**Highest 30 Sec. Rate** (May 8, 1981): \$3000

**NETWORK BASE HOURLY RATE:** \$950.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Cedar	7,100	7,000	99
	Clinton	20,700	20,500	99
	Des Moines	17,900	17,700	99
	Henry	7,000	6,900	98
	Jackson	8,200	8,100	99
	Lee	16,100	15,900	99
	Louisa	4,500	4,400	98
	Muscatine	14,900	14,800	99
	Scott	60,500	60,000	99
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Carroll	7,000	6,900	99
	Henderson	3,400	3,300	97
Henry	21,500	21,200	99	
Knox	23,600	23,300	99	



WQAD-TV BPCT-2440 Granted S/16/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	12,900	12,700	98
	Mc Donough	13,200	12,900	98
	Mercer	7,100	7,000	99
	Rock Island	62,500	61,900	99
	Stark	2,700	2,700	100
	Warren	8,100	8,000	99
	Whiteside	24,200	23,800	98
Between 25-49%	<b>IOWA</b>			
	Jefferson	6,000	5,900	98
Between 5-24%	<b>ILLINOIS</b>			
	Hancock	9,300	9,100	98
Between 5-24%	<b>IOWA</b>			
	Dubuque	31,500	31,000	98
	Johnson	32,400	31,800	98
	Jones	7,100	7,000	99
	Washington	7,500	7,400	99
	<b>ILLINOIS</b>			
	Fulton	16,500	16,100	98
	Jo Daviess	8,900	8,600	97
	La Salle	42,600	41,700	98
	Marshall	5,500	5,400	98
	Ogle	17,300	17,000	98
	Putnam	2,300	2,200	96
Schuyler	3,200	3,100	97	
<b>Station Totals</b>		<b>548,000</b>	<b>539,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>338,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>205,600</b>	

# Illinois—Mount Vernon-Salem-Centralia

## WCEE

Ch. 13

**Network Service:** None, independent.

**Licensee:** Pyramid Bcstg. Corp.

**Telephone:** 618-822-6900.

**Mailing Address:** Rte. One, Box 71, Kell, IL 62853.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw horizontal visual, 31.6-kw horizontal aural. Antenna: 971-ft. above av. terrain, 985-ft. above ground, 1550-ft. above sea level.

Latitude 38° 32' 47"  
Longitude 88° 55' 26"

Holds CP for change to 989-ft. above av. terrain, 962-ft. above ground, 1527-ft. above sea level, lat. 38° 32' 39", long. 88° 55' 26"; transmitter to Rte. 1, Box 71, Kell, IL.

**Transmitter:** County Rd. 26, 0.7-mi. W of Cartter.

**News Services:** CNN, INN, UPI.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Pyramid Bcstg. Corp. of Illinois. William R. Varecha, 100%.

**Began Operation:** March 13, 1983.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Arthur K. Peters.

**Personnel:**

WILLIAM VARECHA, general manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Hamilton	3,900	3,700	95
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bond	6,100	5,900	97
	Clinton	11,600	11,400	98
	Effingham	11,700	11,300	96
	Fayette	8,300	8,000	96
	Jefferson	15,100	14,600	97
	Marion	17,200	16,800	98
Wayne	7,300	7,000	95	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Coles	20,600	20,200	98
	Edwards	3,400	3,300	97
	Franklin	17,900	17,400	97
	Gallatin	2,900	2,800	97
	Jackson	24,100	23,300	97
	Jasper	4,300	4,200	98
	Monroe	7,200	7,100	98
	Perry	8,400	8,200	98
	Richland	7,000	6,800	97
	Shelby	8,900	8,600	97
	Washington	5,900	5,700	97
	White	7,200	6,900	95
Williamson	23,200	22,600	97	
<b>Station Totals</b>		<b>228,300</b>	<b>221,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>57,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>21,300</b>	



WCEE BNPCT-840305KH Granted 4/26/84

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# Illinois—Peoria

## WEEK-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** LDX Broadcast Inc., 300 E. Washington St., East Peoria.

**Studio:** 2907 Springfield Rd., East Peoria, IL 61611.

**Telephone:** 309-698-2525. **TWX:** 910-652-4455.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2410-kw max. & 1355-kw horizontal visual, 239-kw max. aural. Antenna: 680-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42.0"  
Longitude 89° 32' 51.2"

**Transmitter:** 2907 Springfield Rd.

**News Services:** AP, NBC.

**Ownership:** LDX Broadcast Inc. is a wholly-owned subsidiary of LDX Group. See KRCG, Jefferson City, MO.

**Began Operation:** Feb. 1, 1953. Sale, including former satellite WEEQ-TV, La Salle, to present owner by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (*Television Digest*, Vol. 6:29).

**Represented (sales):** Katz Television.

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

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

### Personnel:

WILLIAM ADAMS, president.  
FRANK J. BUSSONE, vice president & general manager.  
JAMES ZERWEKH, operations manager.  
KEN TOFANELLI, chief engineer.  
JEFF HAWKINSON, director of development.  
JOE LENTZ, general & national sales manager.  
JERRY GIESLER, news director.

**Highest 30 Sec. Rate:** \$1000.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Fulton	16,500	16,100	98
	Knox	23,600	23,300	99
	Logan	11,500	11,300	98
	Mc Lean	44,400	43,400	98
	Marshall	5,500	5,400	98
	Mason	7,400	7,300	99
	Menard	4,600	4,500	98
	Peoria	75,700	74,400	98
	Putnam	2,300	2,200	96
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	La Salle	42,600	41,700	98
	Livingston	14,400	14,000	97
	Schuyler	3,200	3,100	97
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,700	5,600	97
	De Witt	7,000	6,900	99
	Henry	21,500	21,200	99



WEEK-TV BPCT-5060 Granted 12/15/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Mc Donough	13,200	12,900	98
	Warren	8,100	8,000	99
<b>Station Totals</b>		<b>386,000</b>	<b>378,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>155,500</b>	

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# Illinois—Peoria

## WMBD-TV

Ch. 31

**Network Service:** CBS.

**Licensee:** Midwest Television Inc., 509 S. Neil St., Champaign, IL 61820.

**Studio:** 3131 N. University St., Peoria, IL 61604.

**Telephone:** 309-688-3131. **TWX:** 910-652-3954.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 2040-kw max. & 1740-kw horizontal visual, 204-kw aural. Antenna: 640-ft. above av. terrain, 548-ft. above ground, 1288-ft. above sea level.

Latitude 40° 38' 07"  
Longitude 89° 32' 19"

**Transmitter:** Fahey Hollow Rd., East Peoria, IL.

**News Services:** UPI, CBS.

**AM Affiliate:** WMBD, 5-kw, 1470 kHz (CBS).

**FM Affiliate:** WKZW, 40-kw, 93.3 MHz (No. 227), 550-ft.

**Satellite Earth Station:** In operation; 3.5-meter.

**Ownership:** Midwest TV Inc. See WCIA, Champaign, IL.

**Began Operation:** Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (**Television Digest**, Vol. 16:13, 25).

**Represented (sales):** Pety Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

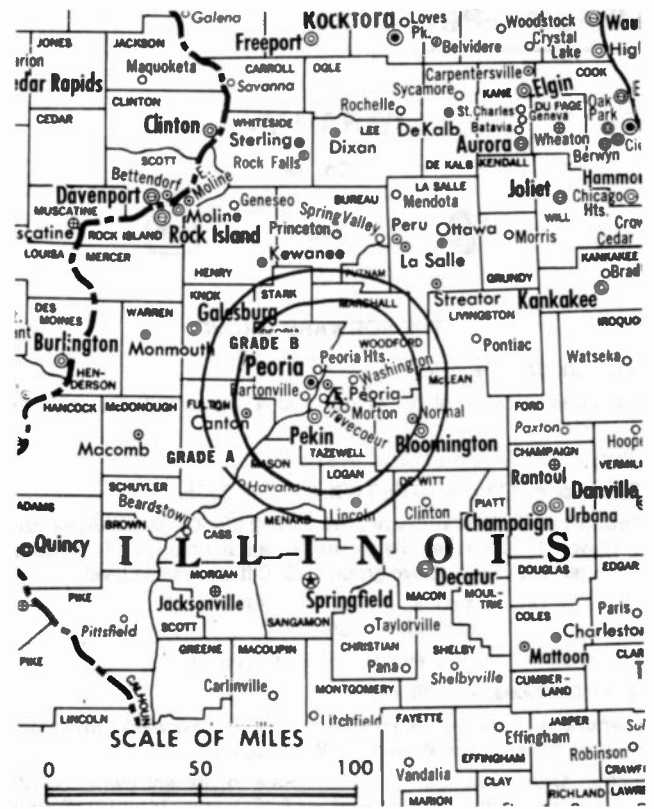
### Personnel:

AUGUST C. MEYER JR., president.  
GUY MAIN, executive vice president.  
GENE C. ROBINSON, vice president & general manager.  
JIM DONOVAN, general sales manager.  
WALTER KONETSCO, chief engineer.  
LLOYD PETERSON, program director.  
RODGER LEYSAHT, production manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Fulton	16,500	16,100	98
	Livingston	14,400	14,000	97
	Logan	11,500	11,300	98
	Mc Lean	44,400	43,400	98
	Marshall	5,500	5,400	98
	Mason	7,400	7,300	99
	Menard	4,600	4,500	98
	Peoria	75,700	74,400	98
	Putnam	2,300	2,200	96
	Stark	2,700	2,700	100
	Tazewell	49,300	48,500	98
Woodford	12,000	11,700	97	



WMBD-TV BPCT-4700 Granted 5/31/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Cass	5,700	5,600	97
	Knox	23,600	23,300	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	De Witt	7,000	6,900	99
	Henry	21,500	21,200	99
	La Salle	42,600	41,700	98
	Mc Donough	13,200	12,900	98
	Morgan	14,200	13,800	97
	Sangamon	72,300	70,600	98
Schuyler	3,200	3,100	97	
Warren	8,100	8,000	99	
<b>Station Totals</b>		<b>474,600</b>	<b>465,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>245,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>143,400</b>	

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# Illinois—Peoria

**WRAU-TV**

Ch. 19



**THE FORWARD GROUP**

**Network Service:** ABC.

**Licensee:** Forward of Illinois Inc., 500 N. Stewart St., Creve Coeur, IL 61611.

**Studio:** 500 N. Stewart St., Creve Coeur, IL.

**Telephone:** 309-698-1919. **TWX:** 910-652-3955.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 4470-kw max. visual, 407-kw aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

**Transmitter:** 500 N. Stewart St., Creve Coeur, IL.

**News Services:** AP, UPI, ABC.

**Ownership:** Forward Communications Inc. For Forward ownership & other interests, see WSAW-TV, Wausau, WI.

**Began Operation:** Oct. 20, 1953. Sale to present owner by Mid America Media Inc. approved by FCC March 24, 1971 (**Television Digest**, Vol. 10:13; 11:13). Previous sale to Mid America by Metromedia approved July 21, 1965 (Vol. 5:14). Sale to Metropolitan Bcstg. (now Metromedia Inc.) by **Peoria Journal Star** approved Dec. 29, 1959 (Vol. 15:43, 16:1). Sale to **Peoria Journal Star** by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- CHARLES E. SHERMAN, president & general manager.
- WILLIAM THORSON, senior v.p. & director of sales.
- GLORIA TOWLES, vice president, finance.
- JAMES MITTAL, v.p., local sales
- THOMAS P. SAIZAN, v.p., news director.
- BART LAMB, dir. of programming & promotion.
- LEON BROWN, director of engineering.
- MAUREEN CORRAY, creative services director.

**Highest 30 Sec. Rate** (July 12, 1984): \$550.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,700	5,600	97
	Fulton	16,500	16,100	98
	Knox	23,600	23,300	99
	Logan	11,500	11,300	98
Mc Lean	44,400	43,400	98	



WRAU-TV BPCT-4447 Granted 7/26/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marshall	5,500	5,400	98
	Mason	7,400	7,300	99
	Peoria	75,700	74,400	98
	Putnam	2,300	2,200	96
	Stark	2,700	2,700	100
	Tazewell	49,300	48,500	98
	Woodford	12,000	11,700	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Bureau	14,800	14,500	98
	Livingston	14,400	14,000	97
	Mc Donough	13,200	12,900	98
	Menard	4,600	4,500	98
<b>Between 5-24%</b>	Schuyler	3,200	3,100	97
	Warren	8,100	8,000	99
	<b>ILLINOIS</b>			
	De Witt	7,000	6,900	99
	Henry	21,500	21,200	99
La Salle	42,600	41,700	98	
Scott	2,300	2,300	100	
<b>Station Totals</b>		<b>390,400</b>	<b>383,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>240,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>145,100</b>	

# Illinois—Quincy-Hannibal, Missouri

## WGEM-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Quincy Bcstg. Co., Box 80, Quincy, IL 62306.

**Studio:** 513 Hampshire St., Quincy, IL 62306.

**Telephone:** 217-228-6600. **TWX:** 910-246-3209.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

**Transmitter:** North Columbus Rd.

**AM Affiliate:** WGEM, 5-kw, 1440 kHz.

**FM Affiliate:** WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft.

**News Service:** UPI.

**Satellite Earth Stations:** Gardiner & Comtech.

**Ownership:** Quincy Newspapers Inc., publisher of **Quincy Herald-Whig**, 88%. Quincy also owns WSJV(TV), South Bend-Elkhart, IN; KTTCC (TV), Rochester, MN; WVVA(TV), Bluefield, WV.

**Began Operation:** Aug. 27, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

RICHARD HERBST, vice president & general manager.  
J. BEN STEWART, vice president sales.  
JIM MARTENS, chief engineer.

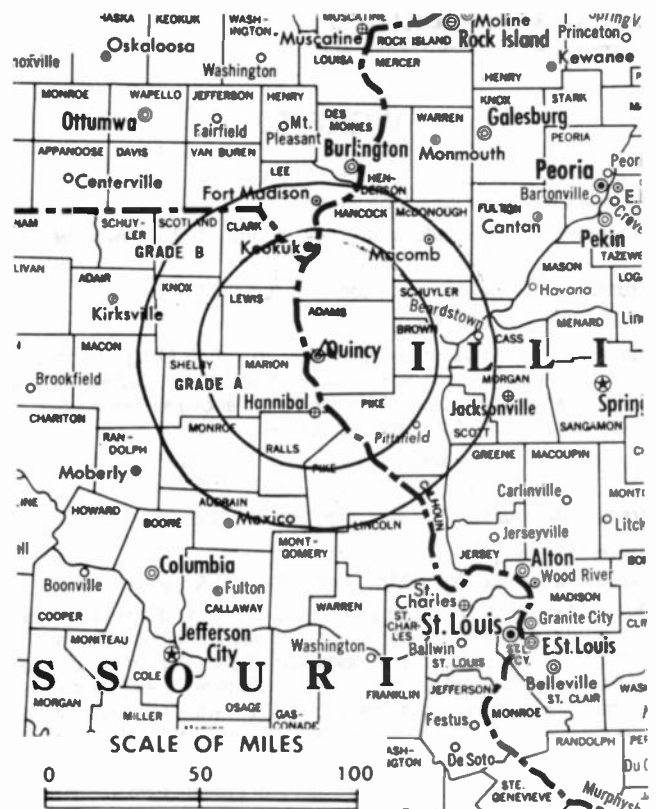
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	<b>ILLINOIS</b>			
	Adams	27,100	26,700	99
	Brown	2,100	2,000	95
	Cass	5,700	5,600	97
	Hancock	9,300	9,100	98
	Mc Donough	13,200	12,900	98
	Morgan	14,200	13,800	97
	Pike	7,400	7,200	97
	Schuyler	3,200	3,100	97
	Scott	2,300	2,300	100
	<b>MISSOURI</b>			
	Adair	9,500	9,400	99
	Audrain	10,100	10,000	99
	Clark	3,200	3,100	97
	Knox	2,100	2,100	100
Lewis	4,000	3,900	98	
Macon	6,400	6,300	98	
Marion	11,000	10,900	99	
Monroe	3,600	3,600	100	
Ralls	3,500	3,500	100	
Schuyler	2,000	1,900	95	
Scotland	2,100	2,100	100	
Shelby	3,100	3,000	97	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Des Moines	17,900	17,700	99
	Henry	7,000	6,900	98



WGEM-TV BMPCT-1254 Granted 7/24/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jefferson	6,000	5,900	98
	<b>MISSOURI</b> Pike	6,300	6,200	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Davis	3,400	3,400	100
	Wapello	15,600	15,400	99
	<b>ILLINOIS</b>			
Henderson	3,400	3,300	97	
<b>MISSOURI</b>	Callaway	11,700	11,500	98
	Chariton	4,100	4,000	98
	Linn	6,500	6,400	98
	Putnam	2,400	2,400	100
	Sullivan	3,000	2,900	97
<b>Station Totals</b>		<b>251,700</b>	<b>247,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>158,000</b>
<b>Average Daily Circulation (1984)</b>				<b>103,900</b>

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# Illinois—Rockford

## WQRF-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** Orion Broadcast of Rockford Inc., 128 Kishwaukee St., Rockford, IL 61104.

**Studio:** 128 Kishwaukee St., Rockford, IL 61104.

**Telephone:** 815-987-3950.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 1050-kw max. & 776-kw horizontal visual, 105-kw max. & 77.6-kw horizontal aural. Antenna: 577-ft. above av. terrain, 605-ft. above ground, 1402-ft. above sea level.

Latitude 42° 17' 26"  
Longitude 89° 09' 51"

**Transmitter:** Auburn Rd., near Meridian Rd., Rockford.

**News Service:** INN.

**Satellite Earth Stations:** Microdyne; 10-meter & 5-meter.

**Ownership:** Keith R. Shwayder, chmn., 11.4%; Samuel E. Matthews, pres.-treas., 5.4%; King D. Shwayder, 10.6%; Thomas J. Bonomo, 4.2%; Dean H. Boedecker, 3.5%; Donald W. Diones, 3%; William J. White, 2.6%; Carlo Anneke, 1.9%; remainder undisclosed. Orion has interest in Ottumwa Television Group, permittee of Ch. 42, LPTV, Ottumwa, IA; applicant for LPTV stations and is buying WBLN(TV), Bloomington, IL.

**Began Operation:** Nov. 27, 1978. Sale to present owners by Lloyd Hearing Aid Corp approved by FCC Dec. 20, 1983.

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

**Represented (legal):** Cohn & Marks.

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

**Personnel:**

KIM A. CARLSON, general manager.

DEAN TURMAN, chief engineer.

KEN STAAF, operations manager.

JOHN ONGENA, general sales manager.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Lee	12,900	12,700	98
	Ogle	17,300	17,000	98
	Stephenson	18,900	18,500	98
	Winnebago	92,400	91,100	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Dekalb	25,600	25,200	98
	<b>WISCONSIN</b>			
	Green	11,600	11,400	98
	Rock	51,800	51,100	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	Jo Daviess	8,900	8,600	97
	Mchenry	54,700	54,300	99
	<b>WISCONSIN</b>			
	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>338,500</b>	<b>333,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>135,200</b>
<b>Average Daily Circulation (1984)</b>				<b>51,500</b>



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# Illinois—Rockford

## WREX-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Gilmore Bcstg. Corp., Box 530, Rockford, IL 61105.

**Studio:** W. Auburn & Winnebago Rds.

**Telephone:** 815-968-1813. TWX: 910-642-0770.

**Mailing Address:** Box 530, Rockford, IL 61150.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 652-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"  
Longitude 89° 14' 24"

**Transmitter:** W. Auburn & Winnebago Rds.

**News Service:** AP.

**Satellite Earth Station:** ADM, 6.8-meter; Drake receivers.

**Ownership:** Gilmore Enterprises Corp. James S. Gilmore Jr., 100%. For other interests, see KODE-TV, Joplin, MO.

**Began Operation:** Sept. 18, 1953. Sale to present owner by Gannett Co. Inc. approved by FCC Aug. 29, 1969 (*Television Digest*, Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963 by FCC.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Personnel:**

JACK McWEENY, general manager.  
JIM SMITH, asst. gen. mgr. & director of national sales.  
WARREN A. ANDERSON, local sales manager.  
GENE HINES, film manager.  
GERRY MEINDERS, chief engineer.

**Highest 30 Sec. Rate** (April 23, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Lee	12,900	12,700	98
	Ogle	17,300	17,000	98
	Stephenson	18,900	18,500	98
	Winnebago	92,400	91,100	99
<b>WISCONSIN</b>	Green	11,600	11,400	98
	Rock	51,800	51,100	99
	<b>ILLINOIS</b>			
<b>Between 25-49%</b>	Carroll	7,000	6,900	99



WREX-TV BPCT-3263 Granted 1/3/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Dekalb	25,600	25,200	98
	Jo Daviess	8,900	8,600	97
	Whiteside	24,200	23,800	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Jackson	8,200	8,100	99
	<b>ILLINOIS</b>			
	Kendall	13,900	13,800	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
	Putnam	2,300	2,200	96
	<b>WISCONSIN</b>			
	Iowa	7,100	6,900	97
	Jefferson	23,800	23,500	99
Lafayette	6,200	6,100	98	
Walworth	27,000	26,600	99	
<b>Station Totals</b>		<b>466,800</b>	<b>459,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>141,200</b>	

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# Illinois—Rockford

**WTVO**

Ch. 17

**Network Service:** NBC

**Licensee:** Winnebago Television Corp., 1917 N. Meridian Rd., Box 470, Rockford, IL 61105.

**Studio:** Meridian Rd., Box 470, Rockford 61105.

**Telephone:** 815-963-5413. **TWX:** 910-631-3445.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1175-kw max. & 759-kw horizontal visual, 124-kw max. & 79.4-kw horizontal aural. Antenna: 674-ft. above av. terrain, 710-ft. above ground, 1501-ft. above sea level.

Latitude 42° 17' 14"  
Longitude 89° 10' 16"

**Transmitter:** Meridian Rd.

**News Service:** UPI.

**Ownership:** Plains TV Corp. stockholders collectively, 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; Elmer Balaban, Trustee, 5%. Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban & Plains TV Corp. interests see Group Ownership of TV Stations.

**Began Operation:** May 3, 1953.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- HAROLD FROELICH, general manager.
- TOM D. ANDERSON, general sales manager.
- ROD LEEZER, local sales manager.
- RICHARD McDANIEL, program director.
- STEVE NEWVINE, news director.
- AL PETZKE, chief engineer.
- FRANK SANDERS, commercial film director.

**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate:** \$250.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Lee	12,900	12,700	98
	Ogle	17,300	17,000	98
	Stephenson	18,900	18,500	98
	Winnebago	92,400	91,100	99



WTVO BPCF-88664KH Granted 6/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Rock	51,800	51,100	99
	<b>ILLINOIS</b>			
<b>Between 25-49%</b>	Dekalb	25,600	25,200	98
	Jo Daviess	8,900	8,600	97
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Green	11,600	11,400	98
	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	La Salle	42,600	41,700	98
Mchenry	54,700	54,300	99	
Whiteside	24,200	23,800	98	
<b>WISCONSIN</b>	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>405,300</b>	<b>399,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>208,900</b>
<b>Average Daily Circulation (1984)</b>				<b>114,200</b>

# Illinois—Freeport-Rockford

## WIFR-TV

Ch. 23

**Network Service:** CBS.

**Licensee:** WIFR Television Inc., Box 123, Rockford 61105.

**Studio:** 2523 N. Meridian Rd., Rockford, IL 61105.

**Telephone:** 815-987-5300.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. & 567-kw horizontal visual, 101-kw max. & 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"  
Longitude 89° 10' 15"

**Transmitter:** 1.7-mi. W of Rockford.

**News Service:** AP.

**Satellite Earth Station:** RCA, 3-meter; RCA receivers.

**Ownership:** Worrell Television Inc., owned primarily by Thomas E. Worrell Jr. & Worrell Newspapers Inc.; Arthur H. Hamilton, sr. v.p.; Dennis Rooker, secy. Worrell Newspapers Inc. owns WHSV-TV, Harrisonburg, VA. Principals also own WBNB-TV, Charlotte Amalie, VI.

**Began Operation:** Sept. 12, 1965. Sale to present owners by General Media Corp. approved by FCC April 11, 1977 (*Television Digest*, Vol. 16:39).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

DENNIS WEST, president & general manager.  
MICHAEL LENNON, general sales manager.  
JACK KEEFE, news director.  
JIM BRADY, chief engineer.  
ROY N. BILSBARROW, controller.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate (Sept. 1984):** \$500.

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Dekalb	25,600	25,200	98
	Lee	12,900	12,700	98
	Ogle	17,300	17,000	98
	Stephenson	18,900	18,500	98
	Winnebago	92,400	91,100	99



WIFR-TV BPCT-3995 Granted 10/12/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Rock	51,800	51,100	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Jo Daviess	8,900	8,600	97
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Green	11,600	11,400	98
	<b>ILLINOIS</b>			
	Carroll	7,000	6,900	99
	La Salle	42,600	41,700	98
	Mchenry	54,700	54,300	99
Whiteside	24,200	23,800	98	
	<b>WISCONSIN</b>			
	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>405,300</b>	<b>399,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>216,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>125,200</b>	

# Illinois—Rock Island

## WHBF-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Rock Island Broadcasting Co., Telco Bldg.

**Studio:** Telco Bldg., Rock Island, IL 61201.

**Telephone:** 309-786-5441. **TWX:** 309-788-0712.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"  
Longitude 90° 28' 35"

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

**News Services:** AP, UPI, CBS.

**AM Affiliate:** WHBF, 5-kw, 1270 kHz (CBS).

**FM Affiliate:** WHBF-FM, 39-kw, 98.9 MHz (No. 255), 900-ft.

**Satellite Earth Station:** In operation.

**Ownership:** Rock Island Bank, Executor, 88.87%; Anne Potter De Long, 11.11%. Principals also own KBUN & KBHP(FM), Bemidji, MN.

**Began Operation:** July 1, 1950.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

### Personnel:

EDWARD E. DeLONG, executive vice president.  
CHARLES HARRISON, vice president & general manager.  
DEWEY L. NELSEN, v.p., sales & asst. general manager.  
GEORGE KOPLOW, program manager & film buyer.  
KEN KELLER, news director.  
WES HOOTS, TV chief engineer.

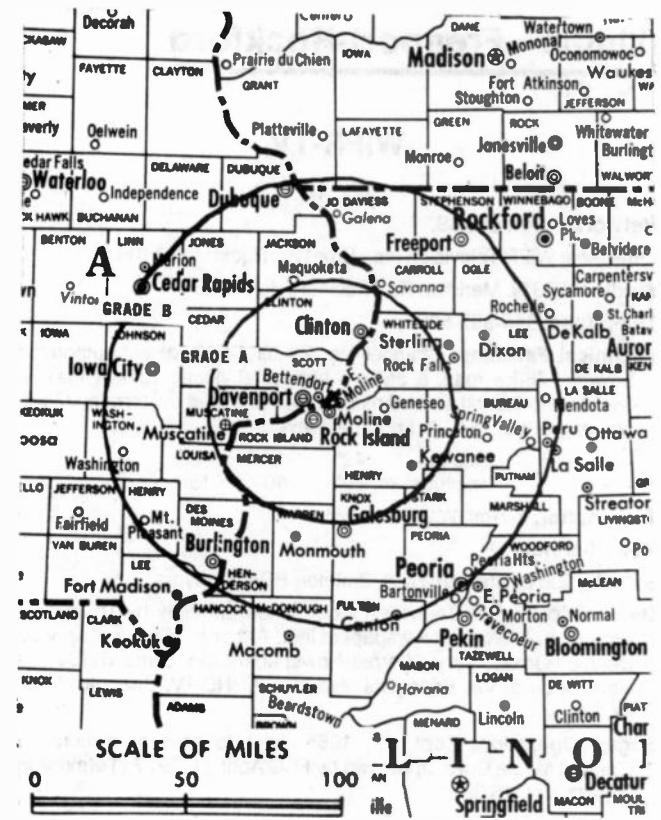
**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate (July 5, 1984):** \$600.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,100	7,000	99
	Clinton	20,700	20,500	99
	Des Moines	17,900	17,700	99
	Henry	7,000	6,900	98
	Jackson	8,200	8,100	99
	Jefferson	6,000	5,900	98
	Louisa	4,500	4,400	98
	Muscatine	14,900	14,800	99
	Scott	60,500	60,000	99
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Carroll	7,000	6,900	99
	Henderson	3,400	3,300	97
Henry	21,500	21,200	99	
Knox	23,600	23,300	99	
Lee	12,900	12,700	98	



WHBF-TV BRPCT-810415KE Granted 7/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mercer	7,100	7,000	99
	Rock Island	62,500	61,900	99
	Stark	2,700	2,700	100
	Warren	8,100	8,000	99
	Whiteside	24,200	23,800	98
<b>Between 25-49%</b>	<b>IOWA</b>			
	Johnson	32,400	31,800	98
	Washington	7,500	7,400	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Jo Daviess	8,900	8,600	97
	Mc Donough	13,200	12,900	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clayton	8,000	7,800	98
	Delaware	6,400	6,300	98
	Dubuque	31,500	31,000	98
	Jones	7,100	7,000	99
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	<b>ILLINOIS</b>			
	Fulton	16,500	16,100	98
	Hancock	9,300	9,100	98
	Marshall	5,500	5,400	98
	Mason	7,400	7,300	99
	Ogle	17,300	17,000	98
	Putnam	2,300	2,200	96
<b>Station Totals</b>		<b>527,200</b>	<b>519,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>337,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>211,700</b>	

# Illinois—Springfield

## WRSP-TV

Ch. 55

**Network Service:** None, independent.

**Licensee:** Springfield Independent Television Co. Inc.

**Studio:** 3440 Clearlake Ave., Springfield, IL 62702.

**Telephone:** 217-523-8855.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 2000-kw visual, 200-kw max aural. Antenna: 1442-ft. above av. terrain, 1449-ft. above ground, 2049-ft. above sea level.

Latitude 39° 47' 56"  
Longitude 89° 26' 45"

**Transmitter:** 2.6-mi. SW of Mechanicsburg.

**News Service:** CNN Headline News.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Cy N. Bahakel, pres.-treas., 100%; Michael R. Kassner, exec. v.p.; Lorraine Lancaster, v.p.-secy.; Phyllis Modlin, v.p. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 1, 1979. Sale to present owner by Will F. Wingerter, et al., approved by FCC March 15, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Jeffrey W. Malickson.

**Represented (engineering):** Jack Davidson.

**Personnel:**

BRUCE FLEMING, general manager, program dir. & national sales manager.

BILL HARPER, sales manager.

CAROL ONDRULA, traffic/operations manager.

KEN MYERS, chief engineer.

**Highest 30 Sec. Rate** (July 1984): \$100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

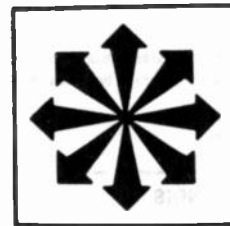
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Menard	4,600	4,500	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Christian	14,000	13,700	98
	Logan	11,500	11,300	98
	Macon	50,100	49,200	98
	Morgan	14,200	13,800	97
	Sangamon	72,300	70,600	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Cass	5,700	5,600	97
	Mason	7,400	7,300	99
<b>Station Totals</b>		<b>179,800</b>	<b>176,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>71,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>27,000</b>	



WRSP-TV BNPCT-821206KE Granted 10/7/83

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<b>ATLANTA</b>	400 Colony Sq., #1004, 30361	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Illinois—Springfield

**WICS**

Ch. 20

**Network Service:** NBC.

**Licensee:** WICS-TV Inc.

**Studio:** 2680 East Cook St., Springfield, IL 62703.

**Telephone:** 217-753-5620. **TWX:** 910-242-0551.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1510-kw max. & 676-kw horizontal visual, 151-kw max. & 67.6-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1458-ft. above ground, 2049-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

**Transmitter:** Mechanicsburg, IL.

**News Services:** UPI, NBC.

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

**Ownership:** North American Broadcasting Co. Inc., 100%. Steven J. Kumble, chmn.-secy.-treas.

**Began Operation:** Sept. 17, 1953. Sale to present owner by Plains TV Corp. approved by FCC April 7, 1980 (*Television Digest*, Vol. 19:16).

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

**Personnel:**

MILTON D. FRIEDLAND, v.p. & general manager.  
DON SQUIRES, general sales manager.  
VIRGINIA RUSH, national sales manager.  
JERROLD MERRITT, director of engineering.  
GARY SPEARS, program operations manager.  
H. K. SPRINGER, business manager.  
DON HICKMAN, news director.  
CARL BAUMAN, promotion director.

**Highest 30 Sec. Rate** (Oct. 1, 1984): \$1500.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

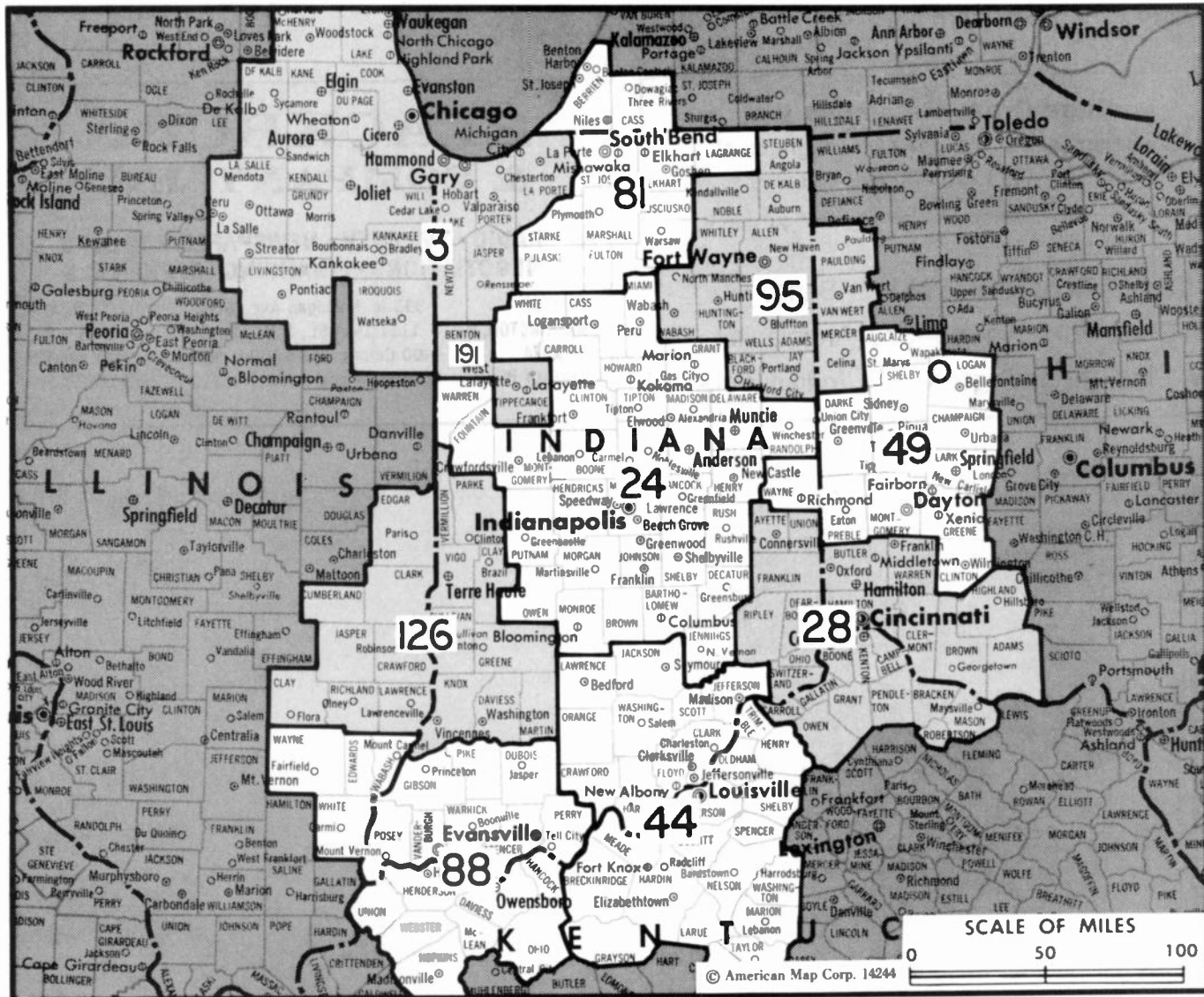
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Cass	5,700	5,600	97
	Christian	14,000	13,700	98
	De Witt	7,000	6,900	99
	Effingham	11,700	11,300	96
	Logan	11,500	11,300	98
	Macon	50,100	49,200	98
	Menard	4,600	4,500	98
	Montgomery	12,200	11,900	98
	Morgan	14,200	13,800	97
	Moultrie	5,400	5,200	96
	Sangamon	72,300	70,600	98



WICS BPCT-4487 Granted 7/12/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	2,300	2,300	100
	Shelby	8,900	8,600	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Fayette	8,300	8,000	96
	Mason	7,400	7,300	99
	Piatt	6,200	6,100	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Coles	20,600	20,200	98
	Douglas	7,400	7,300	99
	Ford	5,800	5,700	98
	Fulton	16,500	16,100	98
	Jasper	4,300	4,200	98
	Mc Donough	13,200	12,900	98
	Mc Lean	44,400	43,400	98
	Macoupin	19,200	18,800	98
Schuyler	3,200	3,100	97	
Tazewell	49,300	48,500	98	
<b>Station Totals</b>		<b>433,900</b>	<b>424,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>214,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>135,300</b>	



**Indiana Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	7	17	24
Educational Television Stations	1	5	6
			30

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,968,100	3	WBBM-TV (2), WBBS-TV (60), WCFC-TV (38), WCUI-TV (26), WFBN (66), WFLD-TV (32), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (60), WSNS-TV (44)
Indianapolis, IN	804,500	24	WHMB-TV (40), WISH-TV (8), WPDS-TV (59), WRTV (6), WTHR (13), WTTV (4)
Cincinnati, OH	692,800	28	WBTL (64), WCPO-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Louisville, KY	509,600	44	WAVE-TV (3), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Dayton, OH	475,500	49	WDTN (2), WHIO-TV (7), WKEF (22), WKOH (43), WTJC (26)
South Bend-Elkhart, IN	279,300	81	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Evansville, IN	258,500	88	WEHT (25), WEVV (44), WFIE-TV (14), WTVW (7)
Fort Wayne, IN	231,600	95	WANE-TV (15), WBKZ (63), WFFT-TV (55), WKJG-TV (33), WPTA (21)
Terre Haute, IN	162,000	126	WBAK-TV (38), WTHI-TV (10), WTVW (2)
Lafayette, IN	45,300	191	WLFI-TV (18)



**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WSJV, Elkhart**--See South Bend, IN

**WBKZ, Fort Wayne**--See Angola, IN

**WTTV, Bloomington**--See Indianapolis, IN

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<b>ATLANTA</b>	400 Colony Sq., #1004, 30361	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

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# Indiana—Angola

**WBKZ**

(formerly WXJC-TV)

**Ch. 63**

**Network Service:** None, independent.

**Licensee:** James A. Chase, 401 W. Broad St., Angola, IN 46703-0039.

**Studio:** 401 W. Broad St., Angola, IN 46703-0039.

**Telephone:** 219-665-7387.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 23.4-kw visual, 4.68-kw aural. Antenna: 300-ft. above av. terrain, 240-ft. above ground, 1315-ft. above sea level.

Latitude 41° 37' 13.5"  
Longitude 85° 00' 09.0"

**Transmitter:** Old 27 at S city limits, Angola.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta & KLM.

**Ownership:** James A. Chase, 100%.

**Began Operation:** April 22, 1983.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Thomas L. Root.

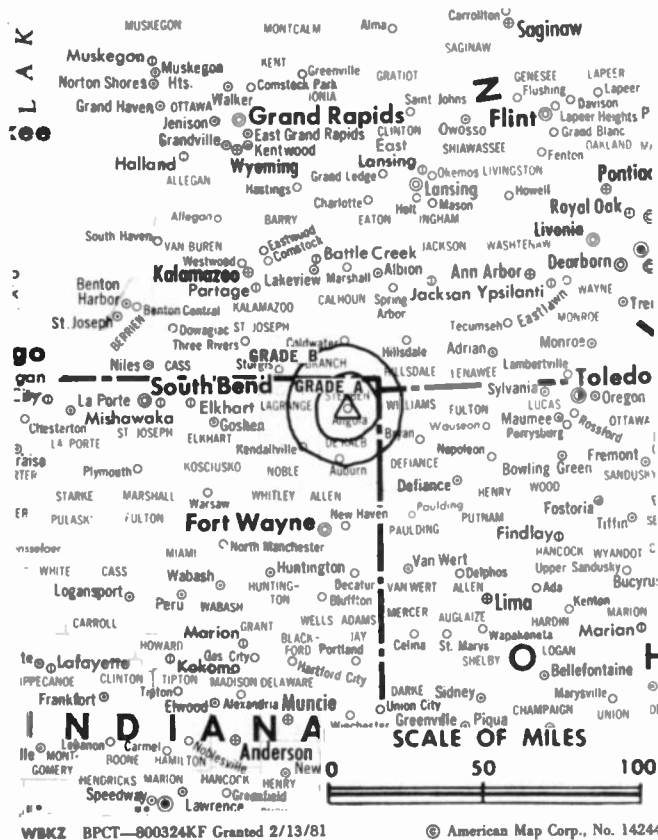
**Represented (engineering):** Electro-Labs (Angola, IN).

**Personnel:**

- JAMES A. CHASE, general manager.
- KIMBERLY I. WILSON, administrative assistant.
- JERRY CLARK, chief engineer.
- JULIUS T. FLYWHEEL, program director.

**Highest 30 Sec. Rate** (July 25, 1984): \$30.

**Arbitron Data:** Not available.



WBKZ BPCT—800324KF Granted 2/13/81

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

# Indiana—Evansville

**WEHT**

**Ch. 25**

**Network Service:** CBS.

**Licensee:** Gilmore Broadcasting Corp., Box 25, Evansville 47701.

**Studio:** Marywood Dr., Henderson County, KY.

**Mailing Address:** Box 25, Evansville, IN 47701.

**Telephone:** 812-424-9215, Evansville. **TWX:** 510-545-7434.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1194-kw max. & 794-kw horizontal visual, 286-kw max. & 185-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"  
Longitude 87° 34' 04"

**Transmitter:** Marywood Dr., Henderson County, KY.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See KODE-TV, Joplin, MO.

**Began Operation:** Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (*Television Digest*, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved Oct. 24, 1956 (Vol. 12:35, 43).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

ERNEST D. MADDEN, vice president & general manager.  
DAVID BLYTHE, general sales manager.  
BROD SEYMOUR, program director.  
LARRY LUFSEY, chief engineer.  
STAN CLARK, news director.

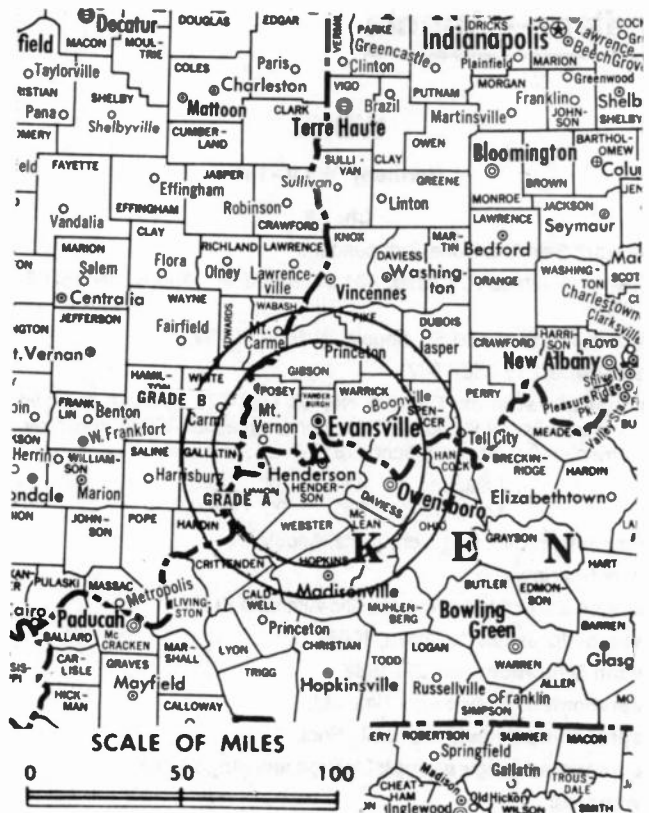
**Highest One Hour Rate:** \$3200.

**Highest 30 Sec. Rate** (Aug. 1, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$560.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,400	3,300	97
	Gallatin	2,900	2,800	97
	Wabash	5,300	5,100	96
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	<b>INDIANA</b>			
	Dubois	12,300	11,900	97
	Gibson	12,900	12,600	98
	Perry	6,800	6,600	97
Pike	5,400	5,200	96	
Posey	9,900	9,600	97	
Spencer	6,700	6,500	97	
Vanderburgh	66,200	64,800	98	
Warrick	15,600	15,200	97	
<b>KENTUCKY</b>				
Daviess	32,000	31,700	99	
Hancock	2,800	2,800	100	
Henderson	15,900	15,700	99	



WEHT BPCT-4924 Granted 6/29/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hopkins	17,800	17,600	99
	Mc Lean	3,700	3,700	100
	Muhlenberg	11,600	11,500	99
	Ohio	8,000	7,900	99
	Union	5,800	5,700	98
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Hardin	2,100	2,000	95
	Lawrence	6,800	6,600	97
<b>INDIANA</b>	Daviess	10,300	10,000	97
	Knox	16,100	15,800	98
	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
Crittenden	3,500	3,500	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Saline	11,900	11,500	97
	<b>INDIANA</b>			
	Martin	3,800	3,700	97
	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Christian	21,000	20,800	99
	Grayson	7,800	7,700	99
	Trigg	3,600	3,600	100
<b>Station Totals</b>		<b>367,300</b>	<b>359,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>155,900</b>	

# Indiana—Evansville

**WEVV**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** Family TV Inc., 629 Walnut, Evansville, IN 47708.

**Studio:** 629 Walnut St., Evansville, IN 47708.

**Telephone:** 812-424-9201.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 1313.7-kw max. visual, 262.6-kw max. aural. Antenna: 970-ft. above av. terrain, 999-ft. above ground, 1419-ft. above sea level.

Latitude 38° 03' 07"  
Longitude 87° 19' 12"

**Transmitter:** 0.9-mi. E of U.S. 41 on KY Hwy. 414, Henderson County, KY.

**News Service:** CNN Headline News.

**Satellite Earth Stations:** In operation.

**Ownership:** Ohio Valley Television Inc. Alvin Dauble, pres., Aubrey D. Ryals, v.p., 13% each; Richard F. Shively, secy., 35%; William L. Brooks, treas., David L. Barning, asst. secy., Edgar A. Kuhlenschmidt, 13% each. For Shively's other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 17, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** James E. Greeley.

**Personnel:**

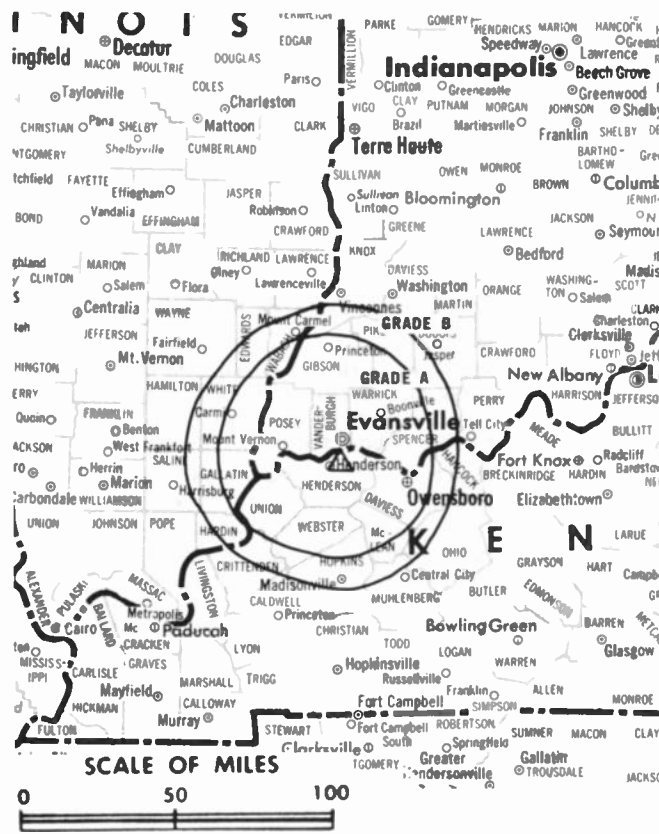
MICHAEL BROOKS, general manager.  
ROBERT RAMSEY, program & operations manager.  
BILL HIGHT, local sales manager.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

	INDIANA			
Between 25-49%	Warrick	15,600	15,200	97
Between 5-24%	ILLINOIS			
	Edwards	3,400	3,300	97
	Gallatin	2,900	2,800	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Wabash	5,300	5,100	96
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	INDIANA			
	Dubois	12,300	11,900	97
	Gibson	12,900	12,600	98



WEVV BMPCT-821101K1 Granted 12/15/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Pike	5,400	5,200	96
	Posey	9,900	9,600	97
	Spencer	6,700	6,500	97
	Vanderburgh	66,200	64,800	98
	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Crittenden	3,500	3,500	99
	Daviess	32,000	31,700	99
	Hancock	2,800	2,800	100
	Henderson	15,900	15,700	99
	Mc Lean	3,700	3,700	100
	Muhlenberg	11,600	11,500	99
	Ohio	8,000	7,900	99
	Union	5,800	5,700	98
	Webster	5,700	5,600	98
<b>Station Totals</b>		<b>256,300</b>	<b>250,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>47,400</b>
<b>Average Daily Circulation (1984)</b>				<b>20,800</b>

# Indiana—Evansville

## WFIE-TV

Ch. 14

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Co., 1115 Mount Auburn Rd. 47712.

**Studio:** 1115 Mount Auburn Rd., Evansville, IN 47712.

**Telephone:** 812-426-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 2208-kw max. & 1020-kw horizontal visual, 331-kw max. & 91.2-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 949-ft. above ground, 1449-ft. above sea level.

Latitude 37° 53' 14"  
Longitude 87° 31' 07"

**Transmitter:** Wolf Hill, approx. 2300-ft. NE of intersection of Rte. 414 (Wathen Lane) & Cemetery Rd., near Henderson, KY.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Cosmos Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 9, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14 1981. Sale to Orion by Jesse D. Fine theatre family approved July 18, 1956. (Television Digest, Vol. 12:25, 26, 29).

**Represented (sales):** Blair Television.

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

### Personnel:

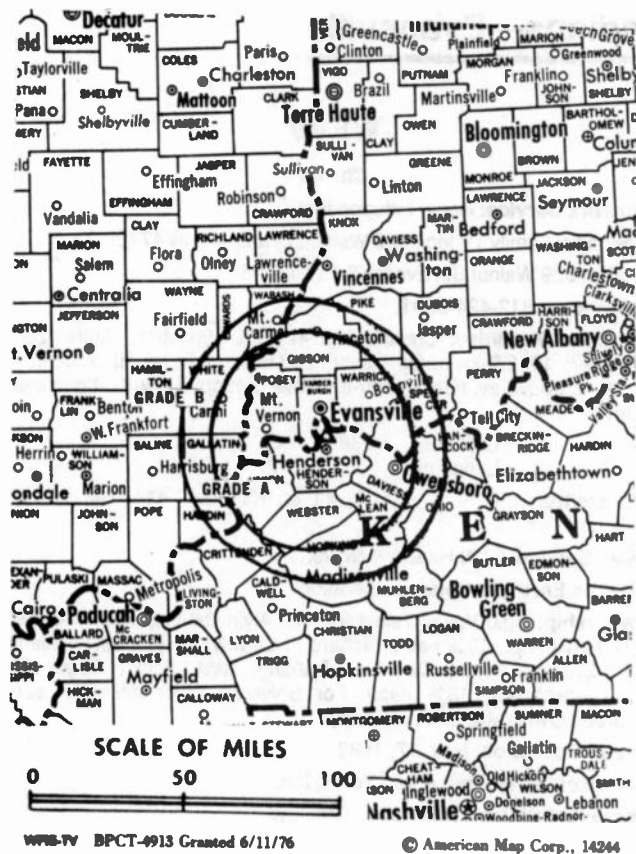
CONRAD L. CAGLE, vice president & general manager.  
JOHN SANDWELL, general sales manager.  
JIM MOORE, national sales manager.  
BOB WEST, director of operations.  
LEN WELLS, news director.  
MARION B. PAUL, chief engineer.  
SHIRLEY KIRK, program manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$1800.

**NETWORK BASE HOURLY RATE:** \$870.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Edwards	3,400	3,300	97
	Gallatin	2,900	2,800	97
	Wabash	5,300	5,100	96
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	<b>INDIANA</b>			
	Dubois	12,300	11,900	97
	Gibson	12,900	12,600	98
	Perry	6,800	6,600	97
Pike	5,400	5,200	96	
Posey	9,900	9,600	97	
Spencer	6,700	6,500	97	
Vanderburgh	66,200	64,800	98	
Warrick	15,600	15,200	97	
<b>KENTUCKY</b>				
Daviess	32,000	31,700	99	
Hancock	2,800	2,800	100	
Henderson	15,900	15,700	99	



WFIE-TV DPCT-4913 Granted 6/11/76

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### For Translator Stations, consult index

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hopkins	17,800	17,600	99
	Mc Lean	3,700	3,700	100
	Ohio	8,000	7,900	99
	Union	5,800	5,700	98
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
Lawrence	6,800	6,600	97	
<b>INDIANA</b>	Knox	16,100	15,800	98
	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
Crittenden	3,500	3,500	99	
Muhlenberg	11,600	11,500	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Crawford	8,200	8,000	98
	Richland	7,000	6,800	97
Saline	11,900	11,500	97	
<b>INDIANA</b>	Daviess	10,300	10,000	97
<b>Station Totals</b>		<b>346,200</b>	<b>338,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>242,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>156,700</b>	

# Indiana—Evansville

**WTVW**

Ch. 7

**Network Service:** ABC

**Licensee:** Indiana Partners Ltd., Box 7, Evansville, IN 47701.

**Studio:** 477 Carpenter St., Evansville, IN 47701.

**Telephone:** 812-422-1121. **TWX:** 810-353-0594.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized 1000-ft. above av. terrain, 1013-ft. above ground, 1493-ft. above sea level.

Latitude 38° 01' 27"  
Longitude 87° 21' 43"

**Transmitter:** 1-mi. S of Chandler, IN.

**News Services:** AP, ABC.

**Satellite Earth Station:** Avcom.

**Ownership:** WTVW Inc., gen partner, 2.3%; WTVY Inc., ltd. partner, 97.7%. WTVW ownership: Charles Woods, pres.-treas., 80%; Betty K. Colvin, v.p.-secy., 20%. For WTVY ownership, see WTVY, Dothan, AL.

**Began Operation:** Aug. 21, 1956. Sale to present owners by Fuqua Communications approved by FCC Nov. 17, 1980. Sale of control to Fuqua by Polaris Corp. approved by FCC Sept. 26, 1966 (*Television Digest*, Vol. 5:51; 6:39). Previous sale of control by Ferris E. Traylor, Rex Schepp and Miklos Sperling to Producers Inc. (Polaris) approved Aug. 27, 1962 (Vol. 2:35).

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

**Represented (legal):** Kenkel & Barnard.

**Personnel:**

CHARLES WOODS, president & general manager.  
DEBORAH CORBETT, controller.  
KEN SCHREIBER, general sales manager.  
DAVID CASTRALE, production manager.  
JOHN SCHUTA, chief engineer.  
AL GENDEK, news director.

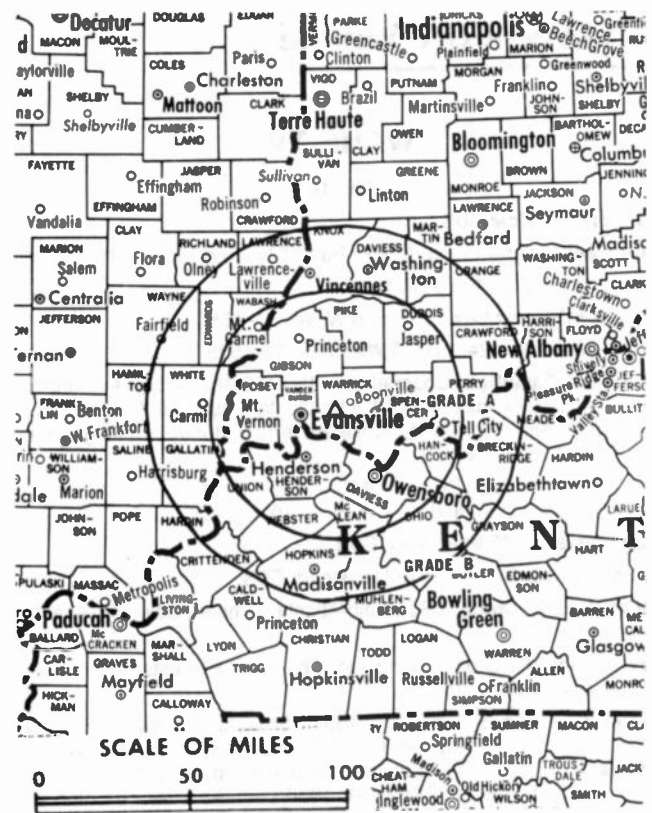
**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate** (Oct. 1, 1984): \$700.

**NETWORK BASE HOURLY RATE:** \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Edwards	3,400	3,300	97
	Gallatin	2,900	2,800	97
	Hardin	2,100	2,000	95
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	Wabash	5,300	5,100	96
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	<b>INDIANA</b>			
	Daviess	10,300	10,000	97
	Dubois	12,300	11,900	97
	Gibson	12,900	12,600	98
	Knox	16,100	15,800	98
Martin	3,800	3,700	97	
Orange	7,000	6,800	97	
Perry	6,800	6,600	97	
Pike	5,400	5,200	96	
Posey	9,900	9,600	97	
Spencer	6,700	6,500	97	
Vanderburgh	66,200	64,800	98	
Warrick	15,600	15,200	97	
<b>KENTUCKY</b>				
Breckinridge	6,200	6,100	98	
Caldwell	5,100	5,000	98	



WTVW BPCT-810427KE Granted 6/22/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Crittenden	3,500	3,500	99
	Daviess	32,000	31,700	99
	Hancock	2,800	2,800	100
	Henderson	15,900	15,700	99
	Hopkins	17,800	17,600	99
	Mc Lean	3,700	3,700	100
	Muhlenberg	11,600	11,500	99
	Ohio	8,000	7,900	99
	Union	5,800	5,700	98
	Webster	5,700	5,600	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Crawford	8,200	8,000	98
	<b>INDIANA</b>			
Crawford	3,600	3,400	94	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Grayson	7,800	7,700	99
	<b>ILLINOIS</b>			
	Hamilton	3,900	3,700	95
	Jasper	4,300	4,200	98
	Pope	1,700	1,600	94
	Saline	11,900	11,500	97
	<b>INDIANA</b>			
	Greene	12,200	11,900	98
	Harrison	9,900	9,700	98
Lawrence	16,200	15,900	98	
Sullivan	8,200	8,000	98	
<b>KENTUCKY</b>				
Butler	4,000	3,900	97	
Christian	21,000	20,800	99	
Lyon	2,500	2,500	100	
Marshall	10,300	10,200	99	
Meade	7,700	7,700	100	
<b>Station Totals</b>		<b>472,600</b>	<b>462,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>311,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>200,100</b>	

**Public/Educational Station Directory follows Commercial Stations**

# Indiana—Fort Wayne

## WANE-TV

Ch. 15

**Network Service:** CBS.

**Licensee:** Indiana Bcstg. Corp., Box 1515, Fort Wayne, IN 46801.

**Studio:** 2915 West State Blvd.

**Mailing Address:** Box 1515, Fort Wayne, IN 46801.

**Telephone:** 219-424-1515. **TWX:** 810-332-1508.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 436-kw max. & 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

**Transmitter:** 2915 West State Blvd.

**News Service:** AP, Group W Newsfeed, CBS.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** LIN Broadcasting Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 26, 1954. Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 28, 1983 (**Television Digest**, Vol. 23:36). Sale to Corinthian by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956 ( Vol. 12:24, 34, 41).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

- ROBERT A. FISHMAN, president & general manager.
- R. BRUCE CYNAR, general sales manager.
- DIANNE ADJAN, program/production manager.
- TOBIE PATE, promotion director.
- LARRY L. SMITH, news director.
- TOM WEBER, chief engineer.
- PHIL DAVIS, financial manager.

**Highest One Hour Rate:** \$1400.

**Highest 30 Sec. Rate** (July 1, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$825.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,700	99
	Huntington	12,900	12,700	98
	Jay	8,400	8,200	98
	Noble	12,900	12,600	98
	Steuben	9,600	9,400	98



WANE-TV BPCT-2515 Granted 7/30/58

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Wabash	12,800	12,500	98	
	Wells	9,300	9,100	98	
	Whitley	9,500	9,400	99	
	<b>OHIO</b>				
	Defiance	13,900	13,700	99	
Paulding	7,300	7,200	99		
Van Wert	11,500	11,300	98		
Williams	13,500	13,200	98		
<b>Between 25-49%</b>	<b>INDIANA</b>				
	Grant	27,900	27,400	98	
	Lagrange	8,300	7,900	95	
<b>Between 5-24%</b>	<b>OHIO</b>				
	Mercer	13,000	12,800	98	
	Putnam	10,700	10,500	98	
	<b>INDIANA</b>				
	Kosciusko	22,700	22,200	98	
<b>Station Totals</b>	<b>OHIO</b>				
	Allen	40,600	39,900	98	
	Auglaize	15,400	15,100	98	
	Henry	10,300	10,200	99	
<b>Station Totals</b>		<b>406,700</b>	<b>399,400</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>		<b>250,600</b>			
<b>Average Daily Circulation (1984)</b>		<b>138,600</b>			

# Indiana—Fort Wayne

## WFFT-TV

Ch. 55

Network Service: None, independent.

Licensee: Great Trails Bcstg. Corp., 4 Main St., Dayton, OH.

Studio: 3707 Hillegas Rd., Box 2255, Fort Wayne, IN 46801.

Telephone: 219-424-5555.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 603-kw max. & 389-kw horizontal visual, 60.3-kw max. & 38.9-kw horizontal aural. Antenna: 780-ft. above av. terrain, 805-ft. above ground, 1625-ft. above sea level.

Latitude 41° 06' 33"  
Longitude 85° 11' 44"

Transmitter: 3707 Hillegas Rd.

News Service: UPI.

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

Ownership: Great Trails Bcstg. Corp., see WHAG-TV, Hagerstown, MD.

Began Operation: Dec. 21, 1977. Sale to present owner by Ontario Corp. approved by FCC June 1, 1982 (Television Digest, Vol. 22:13).

Represented (sales): Seltel Inc.

Represented (legal): Haley, Bader & Potts.

### Personnel:

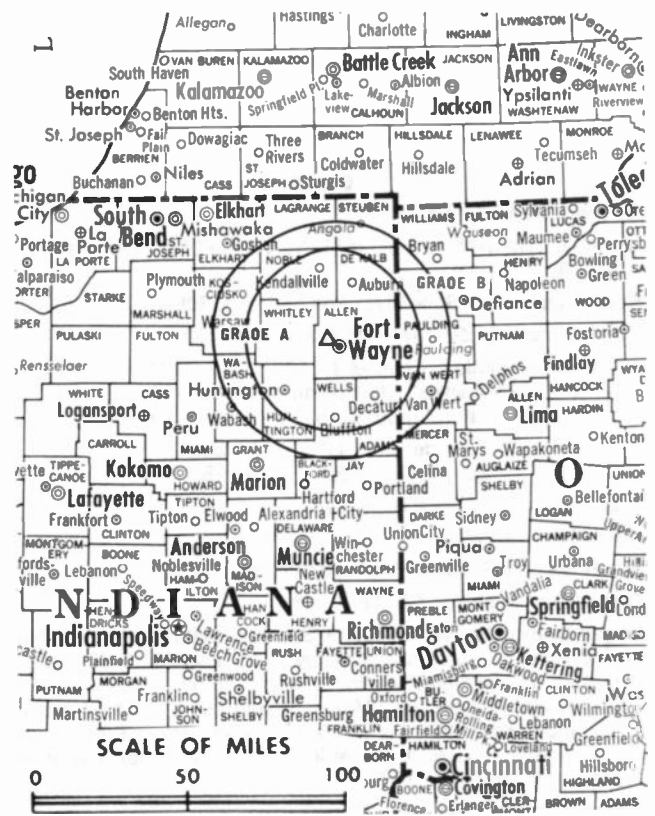
- JACK STUART, vice president & general manager.
- MIKE McMELLON, director of operations.
- FRANK HAWKINS, general sales manager.
- JIM GLENDENNING, national sales manager.
- JOE HEIMAN, regional sales manager.
- WAYNE YOUNKINS, chief engineer.
- ROBERT G. McDOWELL, production manager.
- STEVE SHINE, news director.

Highest One Hour Rate: \$3000.

Highest 30 Sec. Rate (July 15, 1983): \$320

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,700	99
	Huntington	12,900	12,700	98
	Jay	8,400	8,200	98
	Noble	12,900	12,600	98
	Steuben	9,600	9,400	98
	Wabash	12,800	12,500	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99
	<b>OHIO</b>			
	Defiance	13,900	13,700	99
Mercer	13,000	12,800	98	
Paulding	7,300	7,200	99	
Putnam	10,700	10,500	98	
Van Wert	11,500	11,300	98	
Williams	13,500	13,200	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Grant	27,900	27,400	98
	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
	<b>OHIO</b>			
Allen	40,600	39,900	98	
Auglaize	15,400	15,100	98	



### For Low-Power TV Stations Consult Index

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fulton	7,400	7,300	99
	Miami	13,900	13,600	98
	Randolph	10,900	10,700	98
	<b>MICHIGAN</b>			
	Branch	15,000	14,800	99
	St Joseph	21,000	20,700	99
	<b>OHIO</b>			
	Darke	20,000	19,700	98
	Henry	10,300	10,200	99
<b>Station Totals</b>		<b>494,900</b>	<b>486,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>113,700</b>	

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# Indiana—Fort Wayne

## WKJG-TV

Ch. 33

**Network Service:** NBC.

**Licensee:** Thirty-Three Inc., 2633 West State Blvd., Fort Wayne, IN 46808.

**Studio:** 2633 West State Blvd., Fort Wayne 46808.

**Telephone:** 219-422-7474. **TWX:** 810-332-1400.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"  
Longitude 85° 10' 28.47"

**Transmitter:** 2633 West State Blvd.

**News Service:** AP.

**Satellite Earth Station:** Miralite, 3.7-meter; Pinzone receivers.

**Ownership:** Joseph R. Cloutier, 100%.

**Began Operation:** Nov. 21, 1953. Sale to present owner by Wabash Valley Bcstg. Corp. approved by FCC Nov. 23, 1983. Sale to Wabash by Federated Media Inc. approved by FCC July 30, 1974 (*Television Digest*, Vol. 14:32). Sale to FMI by Truth Publishing Co. approved by FCC March 10, 1971 (Vol. 10:27). Previous sale by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 (Vol. 13:5, 11).

**Represented (sales):** Pety Television Inc.

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

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

### Personnel:

HILLIARD GATES, vice president & general manager.

WILLIAM KLINE, general sales manager.

WILLIAM NICHOLS, assistant general manager.

LARRY BOWER, promotion & operations director.

RICHARD FLOREA, news director.

WAYNE ROTHGEB, farm director.

EUGENE A. CHASE, chief engineer.

**Highest One Hour Rate:** \$1150.

**Highest 30 Sec. Rate** (July 6, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$575.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,700	99
	Huntington	12,900	12,700	98
	Jay	8,400	8,200	98
	Noble	12,900	12,600	98
	Steuben	9,600	9,400	98
	Wabash	12,800	12,500	98
	Wells	9,300	9,100	98
	Whitley	9,500	9,400	99



WKJG-TV BPCT-790925KJ Granted 12/30/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Mercer	13,000	12,800	98
	Paulding	7,300	7,200	99
	Van Wert	11,500	11,300	98
<b>Between 25-49%</b>	Williams	13,500	13,200	98
	<b>INDIANA</b>			
	Grant	27,900	27,400	98
<b>Between 5-24%</b>	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
<b>OHIO</b>	Defiance	13,900	13,700	99
	Putnam	10,700	10,500	98
<b>OHIO</b>	Allen	40,600	39,900	98
	Auglaize	15,400	15,100	98
<b>OHIO</b>	Fulton	13,400	13,100	98
	Henry	10,300	10,200	99
<b>Station Totals</b>		<b>441,400</b>	<b>433,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>264,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>147,400</b>	

# Indiana—Fort Wayne

**WPTA**

**Ch. 21**

**Network Service:** ABC.

**Licensee:** Pulitzer Broadcasting Co.

**Studio:** 3401 Butler Rd., Fort Wayne, IN 46808.

**Mailing Address:** Box 2121, Fort Wayne, IN 46801.

**Telephone:** 219-483-0584. **TWX:** 810-332-1549.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 562-kw max. & 490-kw horizontal visual, 56.2-kw max. & 49-kw horizontal aural. Antenna: 740-ft. above av. terrain, 770-ft. above ground, 1582-ft. above sea level.

Latitude 41° 06' 08"  
Longitude 85° 11' 04"

**Transmitter:** 3401 Butler Rd.

**News Services:** AP, UPI, ABC, NIWS.

**Satellite Earth Station:** Transmit/receive; Microdyne, 7.5-meter.

**Ownership:** Pulitzer Publishing Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 28, 1957. Sale to present owner by Gannett Co. Inc. approved by FCC May 12, 1983 (**Television Digest**, Vol. 23:2). Merger of Combined Communications with Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sarkes Tarzian Inc. approved April 4, 1973 (Vol. 12:41; 13:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

- EDWIN METCALFE, vice president & general manager.
- MARVIN GOTTLIEB, general sales manager.
- BILL MacDONALD, sales manager.
- BARBARA WIGHAM, dir. of programming & promotion.
- JACK MAURER, news director.
- RAY KRUEGER, chief engineer.

**Highest 30 Sec. Rate** (July 5, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$725.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Blackford	5,600	5,500	98
	De Kalb	11,900	11,700	99
	Huntington	12,900	12,700	98
	Jay	8,400	8,200	98
	Noble	12,900	12,600	98
	Stauben	9,600	9,400	98
	Wabash	12,800	12,500	98
Wells	9,300	9,100	98	
Whitley	9,500	9,400	99	



WPTA BPCT-798812L.C. Granted 6/8/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Defiance	13,900	13,700	99
	Mercer	13,000	12,800	98
	Paulding	7,300	7,200	99
	Van Wert	11,500	11,300	98
Williams	13,500	13,200	98	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Grant	27,900	27,400	98
	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
Miami	13,900	13,600	98	
<b>OHIO</b>	Allen	40,600	39,900	98
	Putnam	10,700	10,500	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fulton	7,400	7,300	99
Randolph	10,900	10,700	98	
<b>OHIO</b>	Auglaize	15,400	15,100	98
	Henry	10,300	10,200	99
<b>Station Totals</b>		<b>438,900</b>	<b>431,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>286,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>172,600</b>	

# Indiana—Indianapolis

## WHMB-TV

Ch. 40

**Network Service:** None, independent.

**Licensee:** LeSea Broadcasting Co., Box 12, South Bend, IN 46624.

**Studio:** 10511 Greenfield Ave., Noblesville, IN.

**Mailing Address:** Box 50250, Indianapolis, IN 46250.

**Telephone:** 317-773-5050. **TWX:** 810-260-1752.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 2113-kw max. & 1596-kw horizontal visual, 211.3-kw max. & 159.6-kw horizontal aural. Antenna: 994-ft. above av. terrain, 1010-ft. above ground, 1845-ft. above sea level.

Latitude 39° 53' 39"  
Longitude 86° 12' 19"

**Transmitter:** 7701 Walnut Dr., Indianapolis.

**News Service:** UPI.

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

**Ownership:** Non-stock, non-profit organization. Officers: Lester Sumrall, pres.; Louise Sumrall, secy.; Leona Murphy, treas. Above officers are trustees for Lester Sumrall Evangelistic Assn. Inc., licensee of WHME-TV & WHME(FM), South Bend, IN.

**Began Operation:** January 25, 1971. Sale to present owner by Dr. Wendell Hansen approved by FCC Aug. 15, 1972.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

LESTER SUMRALL, president.  
PETER SUMRALL, general manager.  
JIM SHAFFER, sales manager.

**Highest One Hour Rate:** \$800.

**Highest 30 Sec. Rate** (July 17, 1984): \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
Between 5-24%	Benton	3,700	3,600	97
	Blackford	5,600	5,500	98
	Boone	13,600	13,400	99
	Carroll	7,300	7,200	99
	Clay	9,400	9,300	98
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99



WHMB-TV BPCT-810722KH Granted 1/12/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	98
	Johnson	28,000	27,800	99
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Miami	13,900	13,600	98
	Monroe	36,500	35,500	97
	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Putnam	9,800	9,600	98
	Rush	6,700	6,600	99
	Shelby	14,200	14,000	99
	Tipton	6,200	6,100	98
	Wells	9,300	9,100	98
	White	9,500	9,300	98

<b>Station Totals</b>	<b>690,200</b>	<b>679,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>99,000</b>
<b>Average Daily Circulation (1984)</b>			<b>30,700</b>

# THE WORLD NEVER STOPPED TURNING

This issue of **Television & Cable Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest** with **Weekly Action Updates** will keep you abreast of industry happenings.

For more information and sample issues,  
Call 202/872-9200

# Indiana—Indianapolis

## WISH-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Indiana Broadcasting Corp., 1950 N. Meridian St., Indianapolis, IN 46202.

**Studio:** 1950 N. Meridian St.

**Telephone:** 317-924-4381.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"

Longitude 86° 00' 21"

**Transmitter:** 553 South Post Rd. 46239.

**News Services:** AP, UPI, Group W Newsfeed, CBS.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** LIN Broadcasting Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 1, 1954. Sale, along with WANE-TV-AM, Fort Wayne, to Corinthian Bcstg. approved by FCC Oct. 10, 1956 (Television Digest, Vol. 12:34, 41). Sale By Corinthian to LIN Bcstg. Approved Nov. 28, 1983 (Vol. 23:36).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

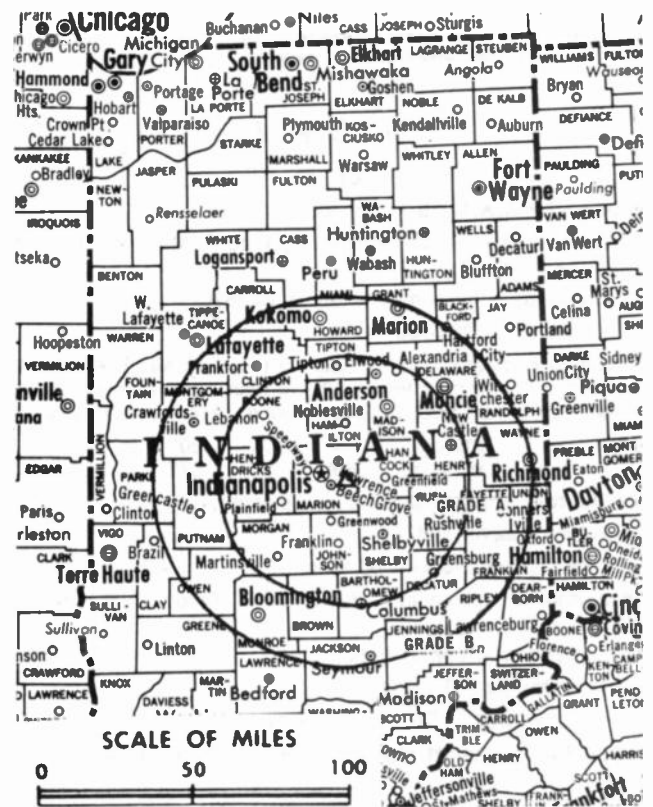
BLAKE BYRNE, group vice president, television.  
WILLIAM B. STOUGH, president & general manager.  
ARNOLD S. BLAUWEISS, vice president, finance.  
ERIC LAND, general sales manager.  
JOSEPH MARCOE, local sales manager.  
KAREN MILLER, program director.  
PHIL MICHAEL, advertising & promotion manager.  
JOHN DEMSHOCK, chief engineer.  
LEE GILES, news director.

**Highest 30 Sec. Rate** (Nov. 19, 1983): \$4500

**NETWORK BASE HOURLY RATE:** \$2200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Bartholomew	24,500	24,100	98
	Blackford	5,600	5,500	98
	Boone	13,600	13,400	99
	Brown	5,000	4,900	98
	Carroll	7,300	7,200	99
	Cass	14,900	14,600	98
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	45,400	44,800	99
	Fayette	10,200	10,000	98
	Grant	27,900	27,400	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	98
	Jackson	13,800	13,600	99
	Jennings	7,900	7,700	97
	Johnson	28,000	27,800	99
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Miami	13,900	13,600	98
	Monroe	36,500	35,500	97



WISH-TV DPCT-110 Granted 1/28/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Owen	6,300	6,200	98
	Putnam	9,800	9,600	98
	Rush	6,700	6,600	99
	Shelby	14,200	14,000	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,200	6,100	98

<b>INDIANA</b>				
Between 25-49%	State County	Total Households	TV Households	%
	Clay	9,400	9,300	98
	Fountain	6,900	6,800	99
	Jay	8,400	8,200	98
	Lawrence	16,200	15,900	98
	Randolph	10,900	10,700	98
	Wabash	12,800	12,500	98
	Wayne	27,900	27,400	98
	White	9,500	9,300	98

<b>INDIANA</b>				
Between 5-24%	State County	Total Households	TV Households	%
	Benton	3,700	3,600	97
	Franklin	6,500	6,300	97
	Greene	12,200	11,900	98
	Jefferson	11,100	10,900	98
	Orange	7,000	6,800	97
	Parke	6,200	6,100	98
	Ripley	8,400	8,200	98
	Warren	3,100	3,000	97

<b>Station Totals</b>	<b>1,017,500</b>	<b>1,000,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>781,200</b>
<b>Average Daily Circulation (1984)</b>			<b>471,500</b>

**Robert W. Rounsaville & Associates**

**MEDIA BROKERS AND CONSULTANTS**

ATLANTA: 1-800-531-1500 ORLANDO: 1-800-328-3500

# Indiana—Indianapolis

## WPDS-TV

Ch. 59

**Network Service:** None, independent.

**Licensee:** USA Communications Inc., 1440 N. Meridian St., Indianapolis, IN 46202.

**Studio:** 1440 N. Meridian, Indianapolis, IN 46202.

**Telephone:** 317-632-5900.

**Technical Facilities:** Channel No. 59 (740-746 MHz). Authorized power: 2090-kw max. visual, 209-kw max. aural. Antenna: 992-ft. above av. terrain, 1004-ft. above ground, 1814-ft. above sea level.

Latitude 39° 53' 20"  
Longitude 86° 12' 07"

**Transmitter:** 2350 Westlane Rd., Indianapolis.

**News Services:** AP, UPI.

**Satellite Earth Station:** In operation.

**Ownership:** Anacomp Inc., 60%; Melvin Simon, 10%; investor group, 20%.

**Began Operation:** Feb. 2, 1984.

**Represented (sales):** Seltel Inc.

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

**Represented (engineering):** John F. X. Browne & Associates.

**Personnel:**

CHRIS DUFFY, president & general manager.

JOHN NEWCOMB, station manager.

BETH SULLIVAN, sales director.

**Highest One Hour Rate:** \$6000.

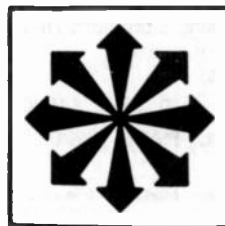
**Highest 30 Sec. Rate:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
Between 5-24%	Boone	13,600	13,400	99
	Carroll	7,300	7,200	99
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Hendricks	24,700	24,400	99
	Johnson	28,000	27,800	99
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Putnam	9,800	9,600	98
	Rush	6,700	6,600	99
	Shelby	14,200	14,000	99
	Tipton	6,200	6,100	98
<b>Station Totals</b>		<b>499,400</b>	<b>492,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>62,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>27,200</b>	



# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
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

# Indiana—Indianapolis

## WRTV

Ch. 6

**Network Service:** ABC.

**Licensee:** McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, IN 46206.

**Studio:** 1330 N. Meridian St.

**Telephone:** 317-635-9788. TWX: 810-341-3339.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

**Transmitter:** 79th St. & Township Rd.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** May 30, 1949. Sale to present owner by Time Inc. approved by FCC March 8, 1972 (*Television Digest*, Vol. 12:10, 11). Previous sale by H. M. Bitner interests approved by FCC April 17, 1957. (Vol. 12:50, 51; 13:16).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

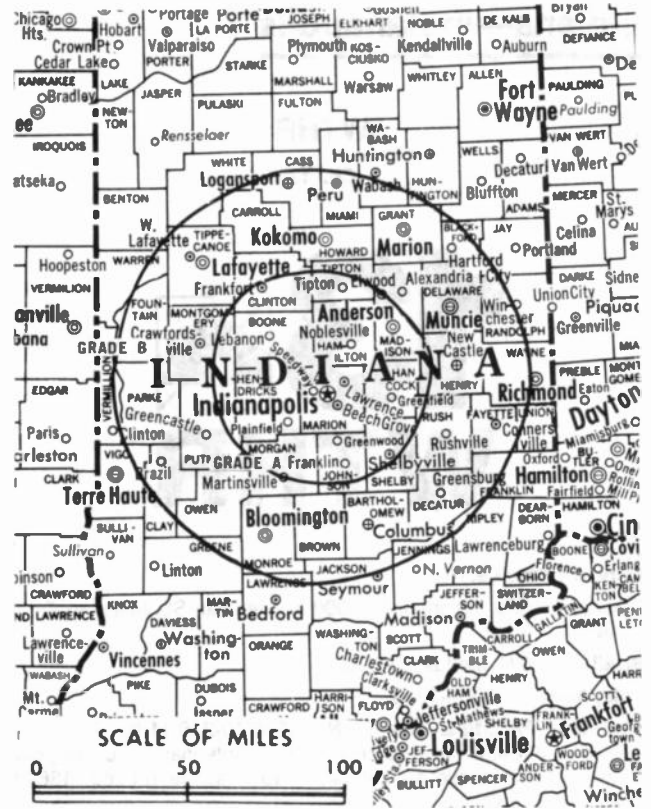
- JERRY R. CHAPMAN, vice president & general manager.
- SHARON CHALFIN, general sales manager.
- KEN LADAGE, director of program operations.
- DIANE ALEXANDER, director of advertising & sales promotion.
- BEVERLY MAY, director of business affairs.
- DICK PRATT, director of engineering.
- BOB GAMBLE, director of news.
- TOM CARNEGIE, sports director.

**Highest 30 Sec. Rate** (July 24, 1984): \$4500.

**NETWORK BASE HOURLY RATE:** \$1900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,500	24,100	98
	Benton	3,700	3,600	97
	Blackford	5,600	5,500	98
	Boone	13,600	13,400	99
	Brown	5,000	4,900	98
	Carroll	7,300	7,200	99
	Cass	14,900	14,600	98
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	45,400	44,800	99
	Fountain	6,900	6,800	99
	Grant	27,900	27,400	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	98
	Jennings	7,900	7,700	97
Johnson	28,000	27,800	99	
Lawrence	16,200	15,900	98	
Madison	51,000	50,400	99	
Marion	291,100	286,900	99	
Miami	13,900	13,600	98	
Monroe	36,500	35,500	97	



WRTV BMPCT-1529 Granted 12/29/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Owen	6,300	6,200	98
	Putnam	9,800	9,600	98
	Rush	6,700	6,600	99
	Shelby	14,200	14,000	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,200	6,100	98
	Warren	3,100	3,000	97
	White	9,500	9,300	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Vermilion	36,000	35,300	98
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
	Fayette	10,200	10,000	98
	Greene	12,200	11,900	98
	Jackson	13,800	13,600	99
<b>Between 5-24%</b>	Jay	8,400	8,200	98
	Parke	6,200	6,100	98
	Randolph	10,900	10,700	98
	Vermillion	7,200	7,100	99
	Wabash	12,800	12,500	98
	Wayne	27,900	27,400	98
	<b>ILLINOIS</b>			
	Edgar	8,500	8,300	98
	<b>INDIANA</b>			
	Daviess	10,300	10,000	97
	Franklin	6,500	6,300	97
	Jasper	9,200	9,000	98
	Ripley	8,400	8,200	98
Sullivan	8,200	8,000	98	
Union	2,400	2,300	96	
Vigo	41,100	40,400	98	
<b>Station Totals</b>		<b>1,122,300</b>	<b>1,103,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>838,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>520,300</b>	

# Indiana—Indianapolis

**WTHR**

Ch. 13



**Network Service:** NBC.

**Licensee:** VideoIndiana Inc., 1000 N. Meridian St., Indianapolis, IN 46204.

**Studio:** 1000 N. Meridian St. 46204.

**Telephone:** 317-636-1313.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 980-ft. above av. terrain, 1040-ft. above ground, 1864-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

**Transmitter:** Ditch Rd. & 96th St.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Harris, 8.8-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** See WBNS-TV, Columbus, OH.

**Began Operation:** Oct. 30, 1957. Sale to present owner by Avco Bcstg. Corp. approved by FCC Aug. 11, 1975 (*Television Digest*, Vol. 15:13, 21).

**Represented (sales):** Blair Television.

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates Inc.

**Personnel:**

- GENE D'ANGELO, president.
- WILLIAM M. DUNAWAY, vice president & general manager.
- GERALD CARY, treasurer.
- WILLIAM ORR, vice president of engineering.
- RICHARD A. FARQUHAR, manager of engineering.
- TOM ROSE, program director.
- ROBERT L. SHIVE, general sales manager.
- LARRY LEESE, national sales manager.
- MARLENE OLSEN, local sales manager.
- BRIAN BEGLANE, marketing manager.
- BOB CAMPBELL, news director.
- MARK DILLON, business manager.



WTHR BMPCT—831103KR Granted 12/21/83

©American Map Corp., No. 14244

**Highest One Hour Rate:** \$9000.

**Highest 30 Sec. Rate:** Not available.

**NETWORK BASE HOURLY RATE:** \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,500	24,100	98
	Benton	3,700	3,600	97
	Blackford	5,600	5,500	98
	Boone	13,600	13,400	99
	Brown	5,000	4,900	98
	Carroll	7,300	7,200	99
Cass	14,900	14,600	98	

(Continued on page 363)

<b>Station Totals</b>	<b>1,092,100</b>	<b>1,073,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>801,100</b>
<b>Average Daily Circulation (1984)</b>			<b>462,800</b>

The most honored newscast  
in Indiana  
**NewsCenter 13**  
People You Can Count On



# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

**Network Service:** None, independent.

**Licensee:** Tel-Am Holdings Inc.

**Studios:** South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, IN 46217.

**Business Office:** 3490 Bluff Rd., Indianapolis 46217.

**Telephone:** 317-787-2211. **TWX:** 810-341-3177.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1200-ft. above av. terrain, 1170-ft. above ground, 2038-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

**Transmitter:** Trafalgar, IN.

**News Services:** UPI.

**Satellite Earth Stations:** Harris, 8.8-meter; Scientific-Atlanta, 5-meter.

**Ownership:** Tel-Am Operations Inc. TAOI ownership: Dunmore Partners Ltd., 22.1%; DeSales Harrison, chmn., 11.1%; Elmer C. Snow, pres., 2.8%; Clyde Dutton, v.p., 1.68%; Bernard Souers, v.p., Jack Baker, v.p.-treas., 0.56% each; Augustus Oliver, secy.; Harold Berry, 5.6%; others, 55.6%. Dunmore Partners Ltd. ownership: Edward G. Victor, Richard V. Sandler, gen. partners, 1% each; Michael Milken, 39.8%; Peter Ackerman, 15%; Lowell Milken & Gary Winnick, 8% each; Jeffrey Neuman, 6%; Warren Trepp, 5%; 20 others with less than 3.6% each, all ltd. partners.

**Begin Operation:** Nov. 11, 1949. Sale to present owner by Teleco Inc. approved by FCC Jan. 24, 1984. Sale by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (**Television Digest**, Vol. 17:29).

**Represented (sales):** TeleRep Inc.

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

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

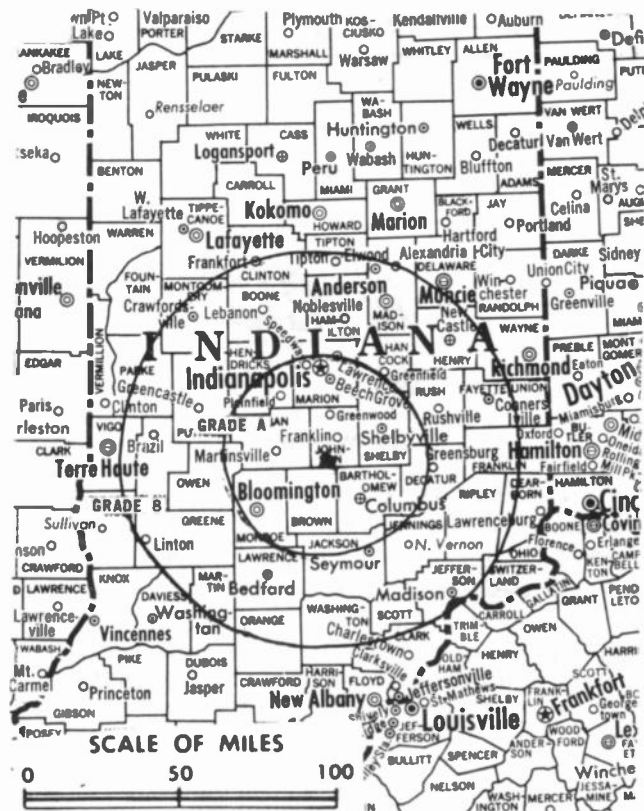
**Personnel:**

- ELMER C. SNOW, president & general manager.
- CLYDE V. DUTTON, senior v.p. & general sales manager.
- BERNARD J. SOUERS, vice president, sales.
- MICHAEL S. DAVIS, vice president, programming.
- PAUL BOHRER, chief engineer.
- JIM LOCKWOOD, news director.
- ROBERT W. CALDWELL, production manager.
- CHUCK MARLOWE, sports director.
- CHUCK WORKMAN, public affairs director.
- JIM HAIR, operations manager.
- DICK BLAIR, manager of Bloomington operations.
- JOSEPH LOGSDON, promotion & marketing director.
- MILDRED HOLMAN, dir. of government affairs & personnel.
- JACK BAKER, vice president & controller.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Bartholomew	24,500	24,100	98
	Boone	13,600	13,400	99
	Brown	5,000	4,900	98
	Clay	9,400	9,300	98
	Clinton	11,500	11,300	98
	Daviess	10,300	10,000	97
	Decatur	8,300	8,100	98
	Delaware	45,400	44,800	99
	Dubois	12,300	11,900	97
	Fayette	10,200	10,000	98
	Fountain	6,900	6,800	99
	Grant	27,900	27,400	98
	Greene	12,200	11,900	98
Hamilton	31,100	30,700	99	



WWW BPCT-5061 Granted 11/14/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hancock	15,700	15,500	99
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	98
	Jackson	13,800	13,600	99
	Jefferson	11,100	10,900	98
	Jennings	7,900	7,700	97
	Johnson	28,000	27,800	99
	Lawrence	16,200	15,900	98
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Martin	3,800	3,700	97
	Miami	13,900	13,600	98
	Monroe	36,500	35,500	97
	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Orange	7,000	6,800	97
	Owen	6,300	6,200	98
	Parke	6,200	6,100	98
	Putnam	9,800	9,600	98
Rush	6,700	6,600	99	
Scott	7,300	7,100	97	
Shelby	14,200	14,000	99	
Tippecanoe	43,100	42,000	97	
Tipton	6,200	6,100	98	
Vigo	41,100	40,400	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Crawford	8,200	8,000	98
	Edgar	8,500	8,300	98
	Vermilion	36,000	35,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>	Blackford	5,600	5,500	98
	Carroll	7,300	7,200	99
	Cass	14,900	14,600	98
	Franklin	6,500	6,300	97
	Jay	8,400	8,200	98

(Continued on page 363)

<b>Station Totals</b>	<b>2,400,700</b>	<b>2,363,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>911,900</b>
<b>Average Daily Circulation (1984)</b>			<b>408,000</b>



# Indiana—Lafayette-Kokomo

**WLFI-TV**

Ch. 18



**AVERY-KNODEL**

**Network Service:** CBS.

**Licensee:** WLFI-TV Inc., 2605 Yeager Rd., West Lafayette, IN.

**Studio:** 2605 Yeager Rd., West Lafayette, IN 47906.

**Mailing Address:** Box 18, Lafayette, IN 47902.

**Telephone:** 317-463-3516.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1490-kw max. & 631-kw horizontal visual, 298-kw max. & 126-kw horizontal aural. Antenna: 780-ft. above av. terrain, 783-ft. above ground, 1553-ft. above sea level.

Latitude 40° 23' 20"  
Longitude 86° 36' 46"

**Transmitter:** 600 West Rd., Ross Twp., IN.

**News Service:** UPI.

**Satellite Earth Station:** Andrew, 10-meter; Terricom receivers.

**Ownership:** The Toledo Blade Co., 100%. Officers: William Block, pres.; John W. Harms, H. O. Davis, Paul Block Jr., Robert A. Ford, v.p.s; Bernard R. Baker, secy.; Gary Blair, treas. The Toledo Blade Co. owns WDRB-TV Louisville, KY; WLIO(TV), Lima, OH; owns & publishes newspapers in Monterey, CA; Red Bank, NJ; Toledo, OH & Pittsburgh, PA; has multiple cable interests.

**Began Operation:** May 8, 1953 on Ch. 59. Transfer of TV and WASK(AM) to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (**Television Digest**, Vol. 13:4, 8). Sold to Sarkes Tarzian as Ch. 59, but left the air May 15, 1959 while sale was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959; resumed operation on Ch. 18 Nov. 15, 1959 (Vol. 15:19, 20, 25, 46). Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved Nov. 3, 1967. Sale to present owner by RJN Bcstg. approved by FCC Sept. 13, 1979.

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

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

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

**Personnel:**

- ROBERT FORD, general manager.
- DAVE GASS, chief engineer.
- TOM COMBS, sales manager.
- TOM MAXEDON, news director.
- KEN GARDENER, operations director.

**Highest One Hour Rate:** \$850.

**Highest 30 Sec. Rate** (July 5, 1984): \$300.

**NETWORK BASE HOURLY RATE:** \$245.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



WLFI-TV BMPCT-7447 Granted 3/15/73

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Benton	3,700	3,600	97
	Carroll	7,300	7,200	99
	Cass	14,900	14,600	98
	Clinton	11,500	11,300	98
	Tippecanoe	43,100	42,000	97
	Warren	3,100	3,000	97
	White	9,500	9,300	98
<b>INDIANA</b>				
<b>Between 25-49%</b>	Fountain	6,900	6,800	99
	Howard	32,200	31,700	98
	Miami	13,900	13,600	98
	Montgomery	13,200	13,000	98
	Newton	5,600	5,500	98
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Iroquois	12,300	12,000	98
<b>INDIANA</b>				
	Boone	13,600	13,400	99
	Fulton	7,400	7,300	99
	Jasper	9,200	9,000	98
	Pulaski	5,100	4,900	96
	Tipton	6,200	6,100	98
<b>Station Totals</b>		<b>218,700</b>	<b>214,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>108,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>53,600</b>	

# Indiana—Richmond

**WKOI**

Ch. 43

Network Service: None, independent.

Licensee: Trinity Bcstg. of Indiana Inc., Box 1057, Richmond, IN 47374.

Studio: 1702 S. 9th St., Richmond, IN 47374.

Mailing Address: Box 1057, Richmond, IN 47374.

Telephone: 317-935-2390.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2296.2-kw visual, 229.6-kw aural. Antenna: 987-ft. above av. terrain, 1003-ft. above ground, 1903-ft. above sea level.

Latitude 39° 30' 44"  
Longitude 84° 38' 09"

Transmitter: Rte. 73, Collinsville.

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

Ownership: See KTVN-TV, Santa Ana-Los Angeles, CA.

Began Operation: May 11, 1982.

Represented (legal): May, Dunne & Gay.

Represented (engineering): Robert A. Jones.

**Personnel:**

CHARLES QUINN, vice president & general manager.  
TOM YORK, production manager.  
MERLE C. RUMMEL, chief engineer.

Rates: Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>INDIANA</b>			
	Fayette	10,200	10,000	98
	Union	2,400	2,300	96
	Wayne	27,900	27,400	98
	<b>OHIO</b>			
	Butler	94,400	93,200	99
	Preble	13,800	13,600	99
Station Totals		148,700	146,500	98
Net Weekly Circulation (1984)			25,700	
Average Daily Circulation (1984)			10,300	



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# Indiana—South Bend

## WHME-TV

Ch. 46

**Network Service:** None, independent.

**Licensee:** Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, IN 46624.

**Studio:** 61300 S. Ironwood Rd.

**Telephone:** 219-291-8200.

**Mailing Address:** Box 12, South Bend, IN 46624.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 891-kw visual, 178-kw aural. Antenna: 1000-ft. above av. terrain, 982-ft. above ground, 1828-ft. above sea level.

Latitude 41° 35' 43"  
Longitude 86° 09' 38"

**Transmitter:** Intersection of Fern & Roosevelt Rd.

**News Service:** UPI.

**Satellite Earth Station:** Transmit/receive; Harris, 9.2-meter; Harris & Microdyne receivers.

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

**Ownership:** See WHMB-TV, Indianapolis.

**Began Operation:** July 25, 1974; left air April 6, 1976. Sale to present owner approved by FCC June 10, 1977. Resumed operation Sept. 10, 1977 (*Television Digest*, Vol. 17:38).

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc..

**Personnel:**

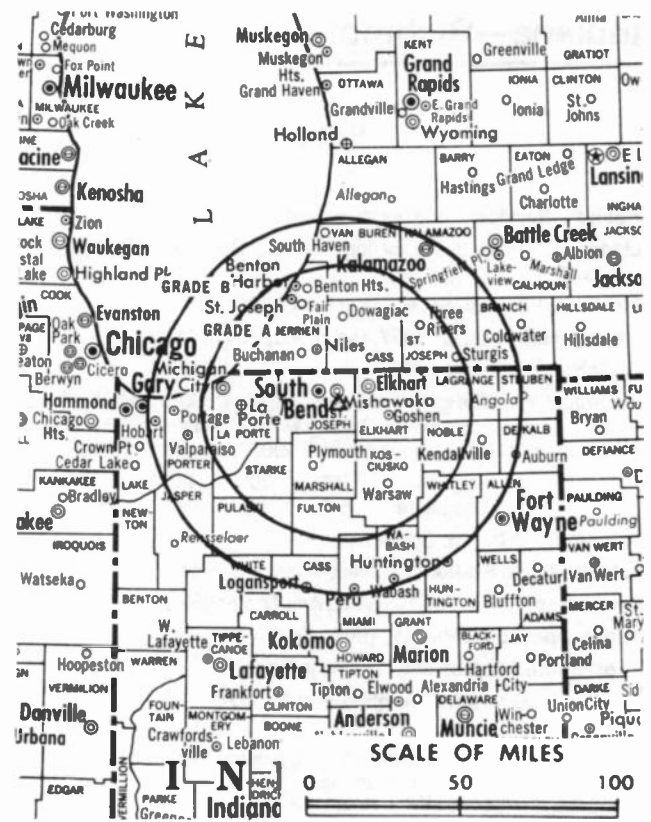
LESTER SUMRALL, president.

PETE SUMRALL, general manager.

**Highest 30 Sec. Rate** (July 5, 1984): \$60.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Elkhart	50,400	49,300	98
	Fulton	7,400	7,300	99
	Kosciusko	22,700	22,200	98
	Marshall	14,500	14,200	98
	Starke	8,000	7,800	97
	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Allen	108,500	106,900	98
	Boone	13,600	13,400	99
	Cass	14,900	14,600	98
	Lagrange	8,300	7,900	95
	La Porte	38,500	38,000	99
	Miami	13,900	13,600	98
	Noble	12,900	12,600	98
	Pulaski	5,100	4,900	96
	St Joseph	88,400	87,200	99
	Steuben	9,600	9,400	98
	Wabash	12,800	12,500	98
		<b>MICHIGAN</b>		
Berrien	62,900	61,800	98	
St Joseph	21,000	20,700	99	
<b>Station Totals</b>		<b>531,700</b>	<b>522,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>89,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>30,400</b>	



WHME-TV BMPCT-7479 Granted 7/25/73

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# Indiana—South Bend

## WNDU-TV

Ch. 16

**Network Service:** NBC.

**Licensee:** Michiana Telecasting Corp., Box 1616, South Bend, IN.

**Mailing Address:** Box 1616, South Bend, IN 46634.

**Shipping Address:** 54516 Business U.S. 31 N., South Bend 46637.

**Telephone:** 219-239-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural. Antenna: 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level.

Latitude 41° 36' 20.0"  
Longitude 86° 12' 44.5"

**Transmitter:** Ironwood & Kern Rds.

**AM Affiliate:** WNDU, 1-kw (0.25-kw N), 1490 kHz (ABC).

**FM Affiliate:** WNDU-FM, 12-kw, 92.9 MHz (No. 225), 880-ft.

**News Services:** AP, NBC.

**Satellite Earth Stations:** Transmit/receive; Satcom Technologies, 9.2-meter; Scientific-Atlanta; receive only Doug Industries, 4-meter; Gardiner receivers.

**Ownership:** Michiana Telecasting Corp., 100%. Rev. Theodore M. Hesburgh, C.S.C., chmn. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

**Began Operation:** July 15, 1955.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Dempsey & Koplovitz.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

- BAZIL O'HAGAN, president & general manager.
- HARRY KEVORKIAN, v.p., education & administration.
- DAVID L. O'SHEA, sales manager.
- PAUL E. WALTON JR., program director.
- BILL SIMINSKI, production manager.
- GREGORY J. GICZI, operations manager.
- KAREN CROAKE HEISLER, promotion coordinator.
- MIKE COLLINS, director of news & sports.
- RUSS SUMMERVILLE, chief engineer.

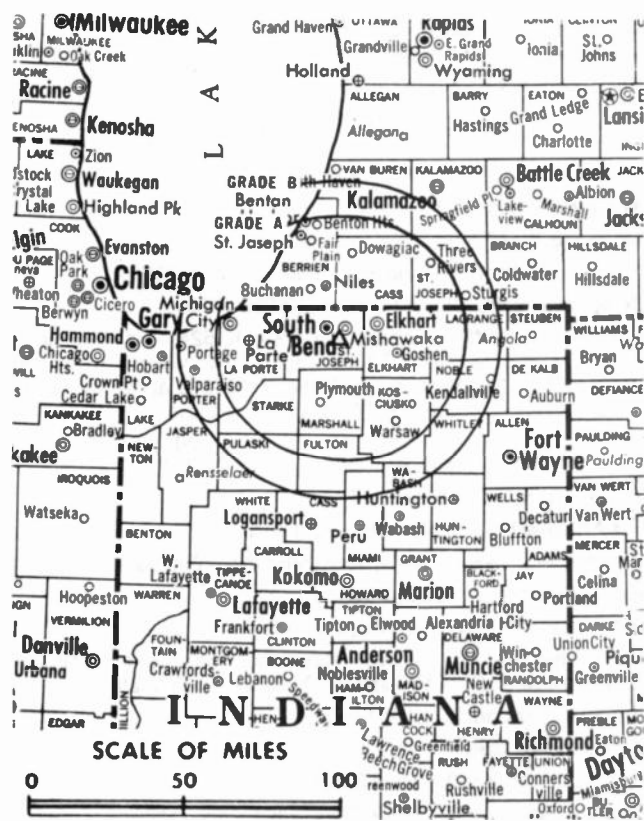
**Highest One Hour Rate** (Jan. 17, 1983): \$1800.

**Highest 30 Sec. Rate** (Jan. 17, 1983): \$600.

**NETWORK BASE HOURLY RATE:** \$900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Cass	14,900	14,600	98
	Elkhart	50,400	49,300	98
	Fulton	7,400	7,300	99
	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
	Marshall	14,500	14,200	98
	Miami	13,900	13,600	98
	Pulaski	5,100	4,900	96
	St Joseph	88,400	87,200	99
Starke	8,000	7,800	97	



WNDU-TV BPCT-4222 Granted 12/10/69

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### For Explanation of Arbitron Data, see page 14

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Berrien	62,900	61,800	98
	Cass	18,300	18,000	98
	St Joseph	21,000	20,700	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jasper	9,200	9,000	98
	La Porte	38,500	38,000	99
	Noble	12,900	12,600	98
	Wabash	12,800	12,500	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Carroll	7,300	7,200	99
	De Kalb	11,900	11,700	99
	Huntington	12,900	12,700	98
	Newton	5,600	5,500	98
	Porter	44,100	43,500	99
	Steuben	9,600	9,400	98
	White	9,500	9,300	98
	Whitley	9,500	9,400	99
<b>MICHIGAN</b>				
Branch	15,000	14,800	99	
Kalamazoo	79,400	78,300	99	
Van Buren	25,000	24,700	99	
<b>Station Totals</b>		<b>639,000</b>	<b>628,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>351,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>212,100</b>	

# Indiana—South Bend

## WSBT-TV

Ch. 22

**Network Service:** CBS.

**Licensee:** WSBT Inc.

**Studio:** 300 West Jefferson Blvd., South Bend, IN 46601.

**Telephone:** 219-233-3141. **TWX:** 810-299-2500.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01"

**Transmitter:** 60351 Ironwood Rd.

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

**FM Affiliate:** WNSN, 9.4-kw, 101.5 MHz (No. 268), 967-ft.

**News Services:** AP, CBS, NIWS.

**Satellite Earth Station:** Harris; 6.1-meter.

**Ownership:** Schurz Communications Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Dec. 21, 1952.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** David Steel & Associates.

### Personnel:

E. BERRY SMITH, president & general manager.  
NORBERT J. GASSENSMITH, v.p., program director & film buyer.  
JAMES D. FREEMAN, v.p. & assistant general manager.  
JERRY BLECK, v.p. & national sales manager.  
KENNETH BIGGINS, business manager.  
RODERICK S. JOHNSON, community affairs director.  
ROBERT W. BELL, chief engineer.  
JUSTIN R. MEACHAM, director of creative services.  
ROBERT B. WILLIAMS, promotion manager.  
ROLAND KELLY, news director.  
JULIUS DECOCQ, production manager.

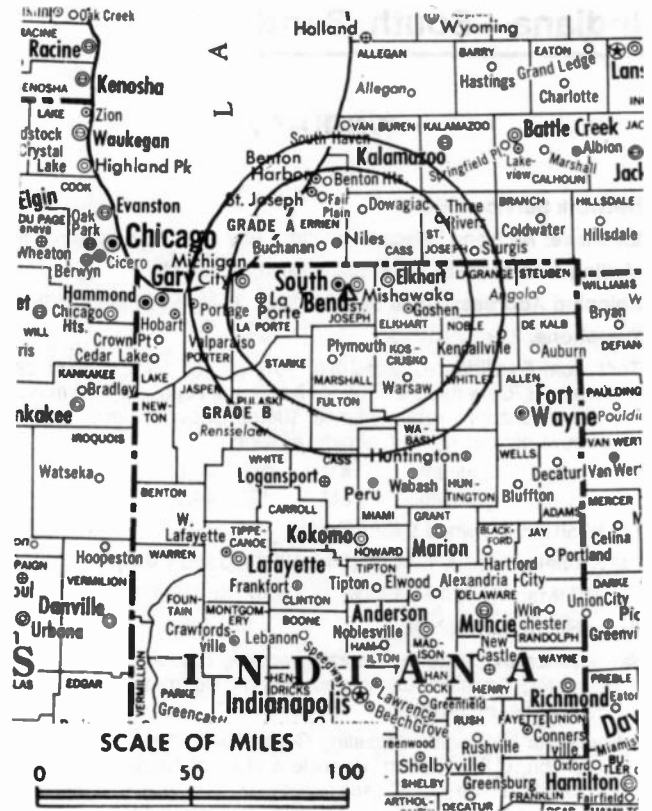
**Highest One Hour Rate:** \$1700.

**Highest 30 Sec. Rate (April 29, 1984):** \$800.

**NETWORK BASE HOURLY RATE:** \$777.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	50,400	49,300	98
	Fulton	7,400	7,300	99
	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
	Marshall	14,500	14,200	98
	Pulaski	5,100	4,900	96
	St Joseph	88,400	87,200	99
	Starke	8,000	7,800	97



WSBT-TV BPCT-3748 Granted 8/17/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Berrien	62,900	61,800	98
	Cass	18,300	18,000	98
	St Joseph	21,000	20,700	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	La Porte	38,500	38,000	99
	Miami	13,900	13,600	98
	Noble	12,900	12,600	98
<b>MICHIGAN</b>	Van Buren	25,000	24,700	99
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Cass		14,900	14,600	98
Jasper		9,200	9,000	98
Newton		5,600	5,500	98
Porter		44,100	43,500	99
Steuben		9,600	9,400	98
Wabash		12,800	12,500	98
White		9,500	9,300	98
Whitley	9,500	9,400	99	
<b>MICHIGAN</b>	Kalamazoo	79,400	78,300	99
	<b>Station Totals</b>	<b>591,900</b>	<b>581,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>326,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>198,500</b>	

# Indiana—Elkhart-South Bend

**WSJV**

**Ch. 28**

**Network Service:** ABC.

**Licensee:** WSJV-TV Inc., 58096 County Rd. 7 South, Elkhart.

**Mailing Address:** Box 1646, Elkhart, IN 46515.

**Studio:** 58096 County Rd. 7 South, Elkhart 46517.

**Telephones:** 219-293-8616, Elkhart; 219-674-5106, South Bend.

**TWX:** 810-294-2242.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1510-kw max. & 410-kw horizontal visual, 274-kw max. & 75-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1044-ft. above ground, 1914-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 38"

**Transmitter:** Grass Rd., 3-mi. SW of Mishawaka, IN.

**News Services:** AP, ABC.

**Satellite Earth Stations:** ADM, 5-meter; Pinzone receivers.

**Ownership:** Quincy Newspapers, 100%. For other interests, see WGEM-TV, Quincy, IL.

**Began Operation:** March 15, 1954. Sale to present owner by Truth Publishing Co. (John F. Dille Jr., et al.) approved by FCC March 31, 1975.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

- DON E. FULLER, vice president & general manager.
- JOHN HART, general sales manager.
- MARTHA SIMS, program director.
- WAYNE LOVELY, chief engineer.
- PAM YODER, computer operations manager.
- KEVIN SARGENT, operations manager.
- DAN FRENCH, news director.
- PAM LAMB, promotion/public affairs director.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$425.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	50,400	49,300	98
	Fulton	7,400	7,300	99
	Kosciusko	22,700	22,200	98
	Lagrange	8,300	7,900	95
	Marshall	14,500	14,200	98
	Pulaski	5,100	4,900	96
	St Joseph	88,400	87,200	99
Starke	8,000	7,800	97	
<b>MICHIGAN</b>	Berrien	62,900	61,800	98
	Cass	18,300	18,000	98
	St Joseph	21,000	20,700	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	La Porte	38,500	38,000	99
	Noble	12,900	12,600	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Cass	14,900	14,600	98
	De Kalb	11,900	11,700	99



WSJV BPCT-4494 Granted 5/17/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Miami	13,900	13,600	98
	Porter	44,100	43,500	99
	Steuben	9,600	9,400	98
	Wabash	12,800	12,500	98
	White	9,500	9,300	98
	Whitley	9,500	9,400	99
<b>MICHIGAN</b>	Branch	15,000	14,800	99
	Van Buren	25,000	24,700	99
	<b>Station Totals</b>	<b>524,600</b>	<b>515,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>299,100</b>
<b>Average Daily Circulation (1984)</b>				<b>171,500</b>

## TV Newspaper Radio CATV

**Robert W. Rounsaville & Associates**

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1-800-328-3500

# Indiana—Terre Haute

## WBAK-TV

Ch. 38

**Network Service:** ABC.

**Licensee:** Terre Haute Independent Bcstrs. Inc., Box 719, Terre Haute, IN 47808.

**Studio:** 2nd & Poplar St., Terre Haute.

**Mailing Address:** Box 719, Terre Haute, IN 47808.

**Telephone:** 812-238-1515. **TWX:** 810-356-2131.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 2140-kw visual, 214-kw aural. Antenna: 980-ft. above av. terrain, 1004-ft. above ground, 1549-ft. above sea level.

Latitude 39° 13' 58"  
Longitude 87° 23' 49"

**Transmitter:** W side of Hwy. 41, 1.3-mi. SW of Farmersburg, IN.

**News Service:** ABC.

**Satellite Earth Station:** ADM, 4.2-meter; Drake receivers.

**Ownership:** Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 3, 1973. Sale to present owner by John M. House, et al., approved by FCC Feb. 28, 1977.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Jeffrey W. Malickson.

**Personnel:**

CY N. BAHAKEL, president.  
DOUGLAS M. JOHNSTON, general manager.  
DAVID PIERCE, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (July 28, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$175.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>ILLINOIS</b>				
	Clark	6,700	6,500	97	
	Crawford	8,200	8,000	98	
	Edgar	8,500	8,300	98	
	Jasper	4,300	4,200	98	
	<b>INDIANA</b>				
	Clay	9,400	9,300	98	
	Greene	12,200	11,900	98	
	Parke	6,200	6,100	98	
	Sullivan	8,200	8,000	98	
	Vermillion	7,200	7,100	99	
	Vigo	41,100	40,400	98	
	<b>Between 25-49%</b>	<b>ILLINOIS</b>			
		Coles	20,600	20,200	98
		Cumberland	4,400	4,300	98



WBAK-TV BPCT-838729KE Granted 9/9/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Effingham	11,700	11,300	96
	Richland	7,000	6,800	97
<b>INDIANA</b>	Daviess	10,300	10,000	97
	Knox	16,100	15,800	98
	Montgomery	13,200	13,000	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Douglas	7,400	7,300	99
	Lawrence	6,800	6,600	97
	Shelby	8,900	8,600	97
	Wabash	5,300	5,100	96
<b>INDIANA</b>	Lawrence	16,200	15,900	98
	Martin	3,800	3,700	97
	Monroe	36,500	35,500	97
	Owen	6,300	6,200	98
	Putnam	9,800	9,600	98
	Warren	3,100	3,000	97
<b>Station Totals</b>		<b>299,400</b>	<b>292,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>120,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>53,200</b>	

# Indiana—Terre Haute

**WTHI-TV**

Ch. 10

**Network Service:** CBS.

**Licensee:** Wabash Valley Bcstg. Corp., 918 Ohio St., Terre Haute 47808.

**Studio:** 918 Ohio St., Terre Haute, IN 47808.

**Telephone:** 812-232-9481. **TWX:** 810-356-2137.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.

Latitude 39° 14' 36"  
Longitude 87° 23' 07"

**Transmitter:** E of U.S. 41 & 150, 0.34-mi. S of Farmersburg, IN.

**AM Affiliate:** WTHI, 5-kw (1-kw night), 1480 kHz (CBS).

**FM Affiliate:** WTHI-FM, 20-kw, 99.9 MHz (No. 260), 420-ft.

**News Services:** AP, CBS.

**Ownership:** Mary Fendrich Hulman, executrix, Grace Hulman Descendants Trust.

**Began Operation:** July 22, 1954.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

RUSS ARNOLD, vice president & general manager.  
DAVID BAILEY, general sales manager.  
LOU FROEB, personnel & public relations director.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$1700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Clay	6,100	5,800	95
	Crawford	8,200	8,000	98
	Cumberland	4,400	4,300	98
	Edgar	8,500	8,300	98
	Effingham	11,700	11,300	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
	Daviess	10,300	10,000	97
	Fountain	6,900	6,800	99
	Greene	12,200	11,900	98
	Knox	16,100	15,800	98
	Martin	3,800	3,700	97
Monroe	36,500	35,500	97	
Owen	6,300	6,200	98	
Parke	6,200	6,100	98	
Sullivan	8,200	8,000	98	
Vermillion	7,200	7,100	99	
Vigo	41,100	40,400	98	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Coles	20,600	20,200	98
Vermilion	36,000	35,300	98	
<b>INDIANA</b>				
Dubois	12,300	11,900	97	
Lawrence	16,200	15,900	98	
Pike	5,400	5,200	96	
Putnam	9,800	9,600	98	
Warren	3,100	3,000	97	

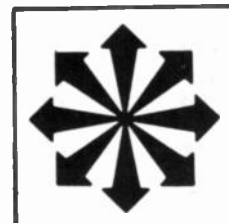


WTHI-TV BPCT-3289 Granted 6/18/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Douglas	7,400	7,300	99
	Fayette	8,300	8,000	96
	Moultrie	5,400	5,200	96
	Wabash	5,300	5,100	96
Wayne	7,300	7,000	95	
<b>INDIANA</b>	Bartholomew	24,500	24,100	98
	Gibson	12,900	12,600	98
	Montgomery	13,200	13,000	98
	Orange	7,000	6,800	97
<b>Station Totals</b>		<b>422,600</b>	<b>412,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>232,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>140,200</b>	

## BLACKBURN & COMPANY, INC.



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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151



# Indiana—Terre Haute

**WTWO**

**Ch. 2**

**Network Service:** NBC.

**Licensee:** Illiana Telecasting Corp., Box 299, Terre Haute, IN 47808.

**Studio:** Box 299, Terre Haute 47808.

**Telephone:** 812-232-9504.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"  
Longitude 87° 23' 29"

**Transmitter:** 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

**News Services:** AP, UPI, NBC.

**Satellite Earth Station:** In operation; Avcom receivers.

**Ownership:** Fabri Development Corp. Malcolm I. Glazer, pres., 100%; Carl E. Brasley, secy.-treas. Glazer also owns WRBL(TV), Columbus, GA; KQTV, St. Joseph, MO.

**Began Operation:** Sept. 1, 1965. Sale to present owner by Booth Newspapers Inc. approved by FCC July 18, 1975 (*Television Digest*, Vol. 15:9). Sale to Booth by J. R. Livesay, John T. Gelder, et al., approved by FCC Jan. 6, 1971.

**Represented (sales):** Blair Television.

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

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

**Personnel:**

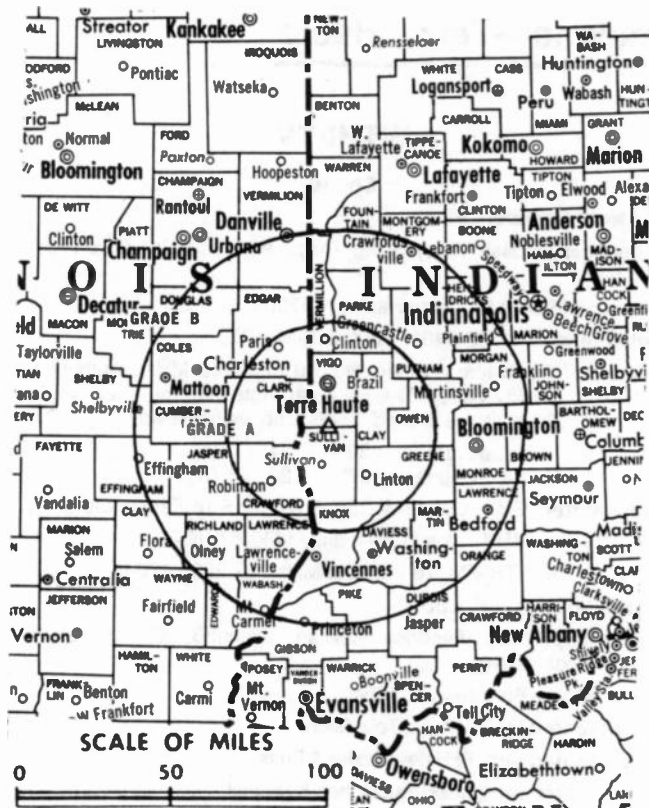
- ROBERT B. BEALL, general manager.
- JERRY TILLER, sales manager.
- STEVE POZEZANAC, operations director.
- MARK ALLEN, manager of news & public affairs.
- ARDEN RAMSEY, chief engineer.

**Highest 30 Sec. Rate** (July 5, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,700	6,500	97
	Clay	6,100	5,800	95
	Coles	20,600	20,200	98
	Crawford	8,200	8,000	98
	Cumberland	4,400	4,300	98
	Edgar	8,500	8,300	98
	Effingham	11,700	11,300	96
	Jasper	4,300	4,200	98
	Lawrence	6,800	6,600	97
	Richland	7,000	6,800	97
	<b>INDIANA</b>			
	Clay	9,400	9,300	98
	Daviess	10,300	10,000	97
Fountain	6,900	6,800	99	
Greene	12,200	11,900	98	
Knox	16,100	15,800	98	
Martin	3,800	3,700	97	
Monroe	36,500	35,500	97	



WTWO BMPCT-6077 Granted 4/2/65

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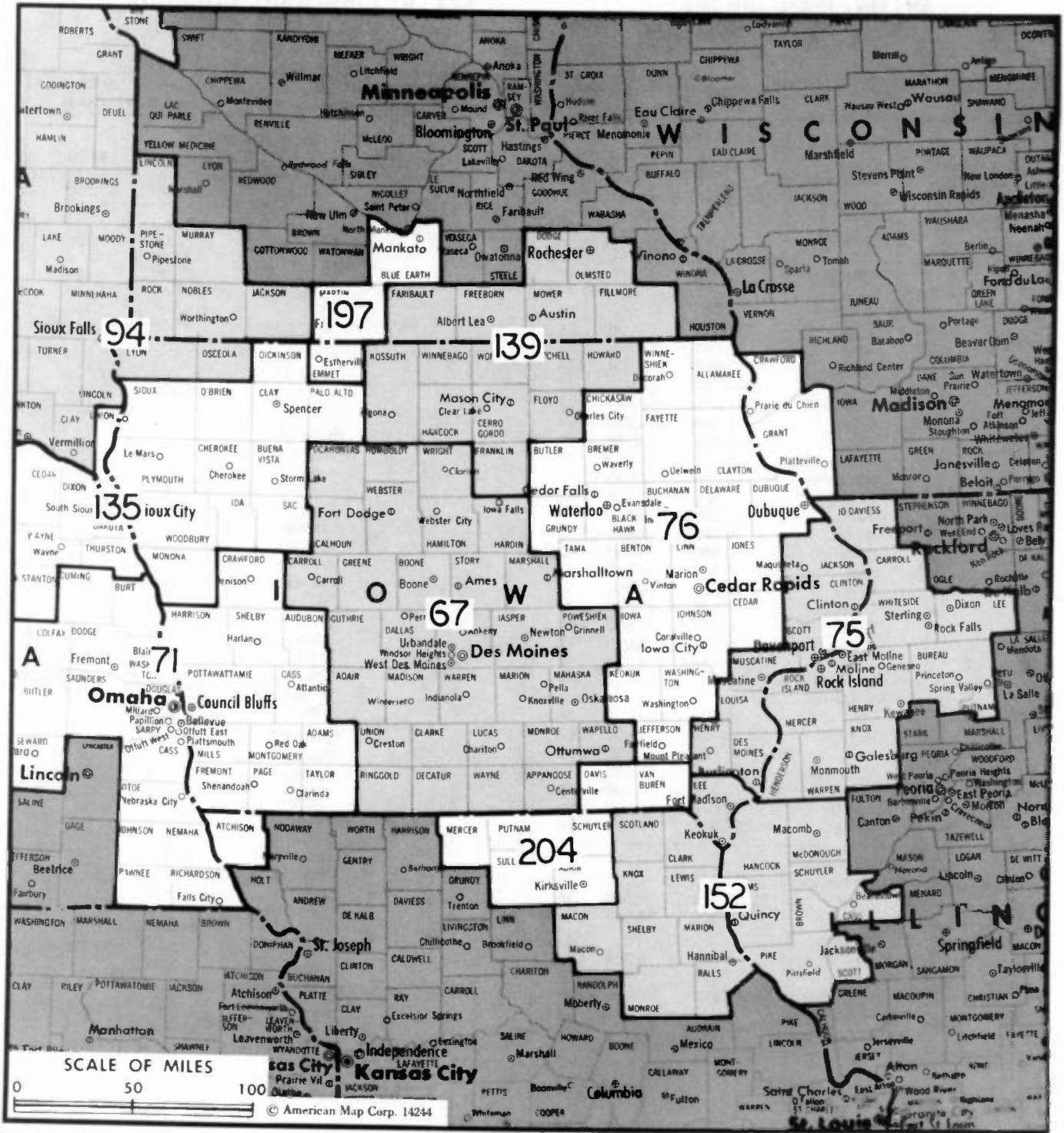
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Owen	6,300	6,200	98
	Parke	6,200	6,100	98
	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Vigo	41,100	40,400	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Vermilion	36,000	35,300	98
	<b>INDIANA</b>			
	Lawrence	16,200	15,900	98
	Montgomery	13,200	13,000	98
	Orange	7,000	6,800	97
<b>Between 5-24%</b>	Pike	5,400	5,200	96
	Putnam	9,800	9,600	98
	Warren	3,100	3,000	97
	<b>ILLINOIS</b>			
	Douglas	7,400	7,300	99
	Fayette	8,300	8,000	96
	Wabash	5,300	5,100	96
	Wayne	7,300	7,000	95
	<b>INDIANA</b>			
	Cass	14,900	14,600	98
Dubois	12,300	11,900	97	
Gibson	12,900	12,600	98	
Morgan	18,400	18,100	98	
<b>Station Totals</b>		<b>426,000</b>	<b>416,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>247,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>151,700</b>	

**WTHR, Indianapolis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>INDIANA (Continued)</b>				
	Clinton	11,500	11,300	98
	Decatur	8,300	8,100	98
	Delaware	45,400	44,800	99
	Fayette	10,200	10,000	98
	Fountain	6,900	6,800	99
	Grant	27,900	27,400	98
	Hamilton	31,100	30,700	99
	Hancock	15,700	15,500	99
	Hendricks	24,700	24,400	99
	Henry	19,300	19,000	98
	Howard	32,200	31,700	98
	Jennings	7,900	7,700	97
	Johnson	28,000	27,800	99
	Madison	51,000	50,400	99
	Marion	291,100	286,900	99
	Miami	13,900	13,600	98
	Monroe	36,500	35,500	97
	Montgomery	13,200	13,000	98
	Morgan	18,400	18,100	98
	Owen	6,300	6,200	98
	Putnam	9,800	9,600	98
	Randolph	10,900	10,700	98
	Rush	6,700	6,600	99
	Shelby	14,200	14,000	99
	Tippecanoe	43,100	42,000	97
	Tipton	6,200	6,100	98
	Warren	3,100	3,000	97
	White	9,500	9,300	98
<b>Between 25-49%</b>				
<b>INDIANA</b>				
	Clay	9,400	9,300	98
	Jackson	13,800	13,600	99
	Jay	8,400	8,200	98
	Lawrence	16,200	15,900	98
	Parke	6,200	6,100	98
	Wabash	12,800	12,500	98
	Wayne	27,900	27,400	98
<b>Between 5-24%</b>				
<b>ILLINOIS</b>				
	Cumberland	4,400	4,300	98
	Jasper	4,300	4,200	98
	Vermilion	36,000	35,300	98
<b>INDIANA</b>				
	Franklin	6,500	6,300	97
	Greene	12,200	11,900	98
	Huntington	12,900	12,700	98
	Union	2,400	2,300	96
	Vigo	41,100	40,400	98

**WTTV, Bloomington-Indianapolis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>INDIANA (Continued)</b>				
	Knox	16,100	15,800	98
	Ohio	2,000	2,000	100
	Randolph	10,900	10,700	98
	Ripley	8,400	8,200	98
	Sullivan	8,200	8,000	98
	Vermillion	7,200	7,100	99
	Warren	3,100	3,000	97
	Washington	8,100	7,800	96
	Wayne	27,900	27,400	98
	White	9,500	9,300	98
<b>Between 5-24%</b>				
<b>ILLINOIS</b>				
	Clark	6,700	6,500	97
	Iroquois	12,300	12,000	98
	Lawrence	6,800	6,600	97
	Wabash	5,300	5,100	96
<b>INDIANA</b>				
	Adams	10,200	10,000	98
	Allen	108,500	106,900	98
	Benton	3,700	3,600	97
	Clark	33,100	32,500	98
	Crawford	3,600	3,400	94
	Dearborn	12,300	12,100	98
	Gibson	12,900	12,600	98
	Harrison	9,900	9,700	98
	Pike	5,400	5,200	96
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	Vanderburgh	66,200	64,800	98
	Wabash	12,800	12,500	98
	Warrick	15,600	15,200	97
	Wells	9,300	9,100	98
<b>KENTUCKY</b>				
	Carroll	3,400	3,400	100
	Gallatin	1,900	1,900	100
	Trimble	2,300	2,300	100
<b>OHIO</b>				
	Butler	94,400	93,200	99
	Clark	54,300	53,700	99
	Darke	20,000	19,700	98
	Delaware	19,400	19,200	99
	Franklin	340,700	336,700	99
	Greene	45,500	45,000	99
	Montgomery	216,500	214,300	99
	Warren	34,600	34,200	99
<b>WEST VIRGINIA</b>				
	Cabell	40,900	40,600	99
	Wayne	16,900	16,700	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	357,700	67	KCBB (17), KCCI-TV (8), WHO-TV (13), WOI-TV (5)
Omaha, NE	339,400	71	KETV (7), KMTV (3), WOVW (6)
Davenport, IA-Rock Island-Moline, IL (Quad City)	322,200	75	WHBF-TV (4), WOC-TV (6), WQAD-TV (8)
Cedar Rapids-Waterloo-Dubuque, IA	322,000	76	KCRG-TV (9), KDUB-TV (40), KGAN-TV (2), KWWL (7)
Sioux Falls-Mitchell, SD	233,900	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)
Sioux City, IA	148,200	135	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	144,700	139	KAAL (6), KIMT (3), KTTC (10)
Quincy, IL-Hannibal, MO	122,200	152	KHQA-TV (7), WGEM-TV (10)
Mankato, MN	33,000	197	KEYC-TV (12)
Ottumwa, IA-Kirkville, MO	24,600	204	KTVO (3)

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WOI-TV, Ames**--See Des Moines, IA  
**WHBF-TV, Davenport**--See Rock Island,  
IL  
**WQAD-TV, Davenport**--See Moline, IL  
**KAAL, Mason City**--See Austin, MN  
**KTTC, Mason City**--See Rochester, MN  
**KCRG-TV, KGAN-TV & KWWL,**  
**Waterloo**--See Cedar Rapids, IA

### Iowa Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	2	6	8
			<u>22</u>

## BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
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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

# Iowa-Cedar Rapids-Waterloo

## KCRG-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Cedar Rapids Television Co.

**Studio:** 2nd Ave. at 5th St. SE, Cedar Rapids, IA 52401.

**Telephone:** 319-398-8422. **TWX:** 910-525-1341.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2940-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 91° 51' 31"

**Transmitter:** 4.5-mi. NW of Walker.

**News Services:** AP, UPI.

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

**Satellite Earth Stations:** 2 in operation.

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

**Began Operation:** Oct. 15, 1953.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Johnson & Rein.

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

### Personnel:

JOSEPH F. HLADKY JR., chairman of the board.

JOSEPH F. HLADKY III, president.

ED LASKO, exec. vice president & general manager.

EDNA A. HERBST, vice president & asst. general manager.

JAMES B. OETKEN, general sales manager.

WALTER ALLISS, vice president, engineering.

DOUG KRILE, news director.

**Highest One Hour Rate:** \$2300.

**Highest 30 Sec. Rate** (July 5, 1984): \$750.

**NETWORK BASE HOURLY RATE:** \$875.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	Benton	9,100	9,000	99
	Black Hawk	50,300	49,900	99
	Bremer	9,000	8,900	99
	Buchanan	8,000	7,900	99
	Butler	6,500	6,400	98
	Cedar	7,100	7,000	99
	Chickasaw	5,600	5,500	98
	Clayton	8,000	7,800	98
	Delaware	6,400	6,300	98
	Dubuque	31,500	31,000	98
	Fayette	9,300	9,200	99
	Floyd	7,100	7,000	99
	Grundy	5,500	5,500	100
	Iowa	5,900	5,800	98
	Johnson	32,400	31,800	98
	Jones	7,100	7,000	99
	Keokuk	4,900	4,800	98
Linn	64,900	64,400	99	
Poweshiek	7,100	7,000	99	
Tama	7,000	6,900	99	



KCRG-TV BMPCT-6432 Granted 1/11/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	7,500	7,400	99
	Winneshiek	7,400	7,300	99
	<b>WISCONSIN</b>			
	Grant	17,600	17,100	97
<b>BETWEEN 25-49%</b>	<b>IOWA</b>			
	Franklin	5,300	5,300	100
	Hardin	8,100	8,000	99
	Henry	7,000	6,900	98
	Howard	4,300	4,200	98
	Jackson	8,200	8,100	99
	Jefferson	6,000	5,900	98
	Marshall	15,900	15,800	99
	Wapello	15,600	15,400	99
<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98
<b>BETWEEN 5-24%</b>	<b>IOWA</b>			
	Clinton	20,700	20,500	99
	Louisa	4,500	4,400	98
	Mahaska	8,900	8,800	99
	Mitchell	4,500	4,400	98
	Muscatine	14,900	14,800	99
<b>ILLINOIS</b>				
	Jo Daviess	8,900	8,600	97
<b>MINNESOTA</b>				
	Houston	6,600	6,500	98
<b>WISCONSIN</b>				
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>482,200</b>	<b>475,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>317,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>186,400</b>	

# Iowa—Cedar Rapids-Waterloo

## KGAN-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** KGAN-TV, Box 3131, Cedar Rapids, IA 52406.

**Studio:** 600 Old Marion Rd. NE.

**Mailing Address:** Box 3131, Cedar Rapids, IA 52406.

**Telephone:** 319-395-9060. **TWX:** 910-525-1326.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. above sea level.

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

**Transmitter:** 4.75-mi. N of Urbana.

**News Services:** AP, UPI, Reuters.

**Ownership:** Guy Gannett Bcstg., see WGME-TV Portland, ME.

**Began Operation:** Sept. 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (**Television Digest**, Vol. 21:11). Sale to Orion by American Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 12, 1968 Vol. 8:25).

**Represented (sales):** Katz Television.

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

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

### Personnel:

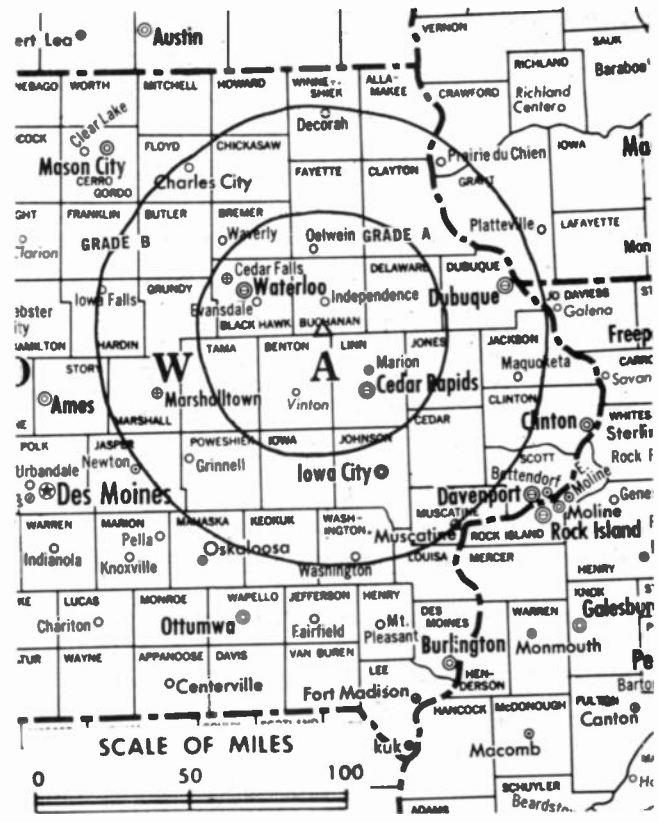
MICHAEL L. BOCK, general manager.  
DICK AUNE, general sales manager.  
JOHN GANAHL, production manager.  
ALAN OLDFIELD, director of news.  
BOB BURNS, chief engineer.  
BARRY NORRIS, program manager & public affairs director.  
ROD CASZATT, promotion manager.

**Highest 30 Sec. Rate** (July 1984): \$1200.

**NETWORK BASE HOURLY RATE:** \$1047.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	Benton	9,100	9,000	99
	Black Hawk	50,300	49,900	99
	Bremer	9,000	8,900	99
	Buchanan	8,000	7,900	99
	Butler	6,500	6,400	98
	Cedar	7,100	7,000	99
	Chickasaw	5,600	5,500	98
	Clayton	8,000	7,800	98
	Delaware	6,400	6,300	98
	Dubuque	31,500	31,000	98
	Fayette	9,300	9,200	99
	Grundy	5,500	5,500	100
	Iowa	5,900	5,800	98
	Jefferson	6,000	5,900	98
	Johnson	32,400	31,800	98
	Jones	7,100	7,000	99
	Linn	64,900	64,400	99
	Tama	7,000	6,900	99
	Washington	7,500	7,400	99
Winneshiek	7,400	7,300	99	



KGAN-TV BPCT-2102 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Grant	17,600	17,100	97
<b>Between 25-49%</b>	<b>IOWA</b>			
	Floyd	7,100	7,000	99
	Jackson	8,200	8,100	99
	Keokuk	4,900	4,800	98
	Marshall	15,900	15,800	99
Poweshiek	7,100	7,000	99	
<b>WISCONSIN</b>	Crawford	6,100	6,000	98
	<b>IOWA</b>			
<b>Between 5-24%</b>	Franklin	5,300	5,300	100
	Hardin	8,100	8,000	99
	Henry	7,000	6,900	98
	Howard	4,300	4,200	98
	Louisa	4,500	4,400	98
	Muscatine	14,900	14,800	99
	Wapello	15,600	15,400	99
	<b>ILLINOIS</b>			
Carroll	7,000	6,900	99	
Jo Daviess	8,900	8,600	97	
<b>WISCONSIN</b>	Juneau	8,300	8,000	96
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>456,800</b>	<b>450,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>298,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>185,500</b>	

# Iowa—Waterloo-Cedar Rapids

**KWWL**

**Ch. 7**

**Network Service:** NBC.

**Licensee:** American Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, IA 50703.

**Studio:** 500 E. 4th St., Waterloo, IA 50703.

**Telephone:** 319-291-1200. **TWX:** 910-525-1271.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 27-kw aural. Antenna: 1980-ft. above av. terrain, 2000-ft. above ground, 2980-ft. above sea level.

Latitude 42° 24' 04"  
Longitude 91° 50' 43"

**Transmitter:** 2-mi. N of Rowley, Iowa.

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

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

**Ownership:** American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 25, 1953. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980 (*Television Digest*, Vol. 19:41).

**Represented (sales):** Blair Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

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

**Personnel:**

JAMES WATERBURY, vice president & general manager.

MIKE SMITH, vice president, television sales.

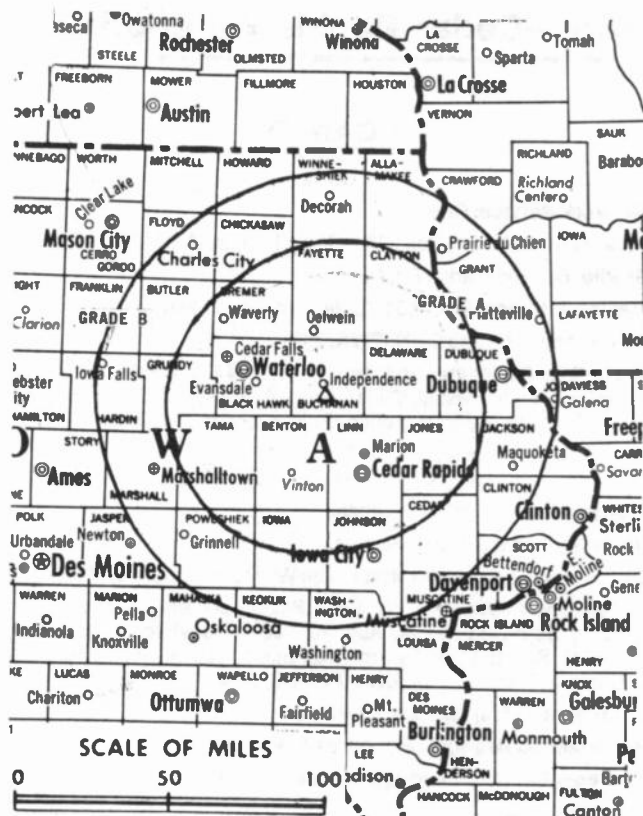
DAVID WARD, vice president, operations.

GRANT PRICE, vice president, news & public affairs.

**Highest 30 Sec. Rate:** \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	Benton	9,100	9,000	99
	Black Hawk	50,300	49,900	99
	Bremer	9,000	8,900	99
	Buchanan	8,000	7,900	99
	Butler	6,500	6,400	98
	Chickasaw	5,600	5,500	98
	Clayton	8,000	7,800	98
	Delaware	6,400	6,300	98
	Dubuque	31,500	31,000	98
	Fayette	9,300	9,200	99
	Floyd	7,100	7,000	99
	Franklin	5,300	5,300	100
	Grundy	5,500	5,500	100
	Iowa	5,900	5,800	98
	Johnson	32,400	31,800	98
Jones	7,100	7,000	99	
Keokuk	4,900	4,800	98	
Linn	64,900	64,400	99	
Poweshiek	7,100	7,000	99	
Tama	7,000	6,900	99	



KWWL BMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	7,500	7,400	99
	Winneshiek	7,400	7,300	99
	<b>WISCONSIN</b>			
	Grant	17,600	17,100	97
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cedar	7,100	7,000	99
	Hardin	8,100	8,000	99
	Howard	4,300	4,200	98
	Jackson	8,200	8,100	99
	Jefferson	6,000	5,900	98
Marshall	15,900	15,800	99	
	<b>ILLINOIS</b>			
	Jo Daviess	8,900	8,600	97
	<b>WISCONSIN</b>			
	Crawford	6,100	6,000	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Mahaska	8,900	8,800	99
	Mitchell	4,500	4,400	98
	Monroe	3,500	3,500	100
	Muscatine	14,900	14,800	99
	<b>WISCONSIN</b>			
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>431,300</b>	<b>425,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>316,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>204,700</b>	

# Iowa—Davenport

## WOC-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Palmer Communications Inc., 805 Brady St., Davenport, IA 52808.

**Studio:** 805 Brady St.

**Telephone:** 319-383-7000. **TWX:** 910-525-1189.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1342-ft. above av. terrain, 1383-ft. above ground, 2049-ft. above sea level.

Latitude 41° 32' 49"  
Longitude 90° 28' 35"

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

**News Services:** AP, UPI.

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

**FM Affiliate:** KLIK, 100-kw, 103.7 MHz (No. 279), 1190-ft.

**Satellite Earth Stations:** 3 in operation; M/A-Com receivers.

**Ownership:** Palmer Communications Inc. Also owns WHO-TV-AM Des Moines. For other interests, see WHO-TV.

**Began Operation:** Oct. 31, 1949.

**Represented (sales):** Blair Television.

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

WILLIAM J. RYAN, president.  
KENNETH MacQUEEN, vice president & general manager.  
HAROLD R. HEATH, sales manager.  
RICK THEDWALL, program director.  
JOHN HEGEMAN, director of engineering.  
JACK THOMSEN, news director.

**Highest 30 Sec. Rate** (July 10, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$1300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cedar	7,100	7,000	99
	Clinton	20,700	20,500	99
	Des Moines	17,900	17,700	99
	Henry	7,000	6,900	98
	Jackson	8,200	8,100	99
	Louisa	4,500	4,400	98
	Muscatine	14,900	14,800	99
	Scott	60,500	60,000	99
	<b>ILLINOIS</b>			
	Bureau	14,800	14,500	98
	Carroll	7,000	6,900	99
	Henderson	3,400	3,300	97
	Henry	21,500	21,200	99
Jo Daviess	8,900	8,600	97	
Knox	23,600	23,300	99	
Lee	12,900	12,700	98	
Mercer	7,100	7,000	99	
Rock Island	62,500	61,900	99	
Stark	2,700	2,700	100	
Warren	8,100	8,000	99	
Whiteside	24,200	23,800	98	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Johnson	32,400	31,800	98
	Jones	7,100	7,000	99
	Washington	7,500	7,400	99



WOC-TV BPCT-810430KKG Granted 7/6/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Mc Donough	13,200	12,900	98
	Putnam	2,300	2,200	96
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clayton	8,000	7,800	98
	Dubuque	31,500	31,000	98
	Jefferson	6,000	5,900	98
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
<b>ILLINOIS</b>	Fulton	16,500	16,100	98
	Hancock	9,300	9,100	98
	La Salle	42,600	41,700	98
	Ogle	17,300	17,000	98
	Stephenson	18,900	18,500	98
<b>WISCONSIN</b>	Grant	17,600	17,100	97
	Lafayette	6,200	6,100	98
<b>Station Totals</b>		<b>593,200</b>	<b>583,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>345,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>223,200</b>	

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# Iowa—Des Moines

## KCBR

Ch. 17

**Network Service:** None, independent.

**Licensee:** The Independence Bcstg. Corp., 111 Third St., Des Moines, IA 50309.

**Studio:** 5160 Park Ave., Des Moines, IA 50321.

**Telephone:** 515-284-1717.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 3110-kw max. visual, 311-kw max. aural. Antenna: 1156-ft. above av. terrain, 1539-ft. above ground, 2509-ft. above sea level.

Latitude 41° 48' 01.2"  
Longitude 93° 36' 27.0"

**Transmitter:** 0.4-mi W of U.S. 69, 0.4-mi. S of N.E. 134th Ave.

**News Service:** INN.

**Satellite Earth Stations:** Prodelin, 5-meter; M/A-Com & Prodelin receivers.

**Ownership:** William J. Trout, pres., 33.3%; Jean E. Gazzo, v.p.; Raymond J. Gazzo, secy.-gen.-counsel, 33.3%; Carl G. Goldsberry, 33.3%.

**Began Operation:** March 14, 1983.

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

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Personnel:**

DONALD O'CONNOR, vice president & general manager.  
DAN HAVENS, general sales manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$300.



KCBR BMPCT-821006KE Granted 10/29/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Boone	10,000	9,900	99
	Dallas	11,500	11,400	99
	Greene	4,700	4,700	100
	Madison	4,600	4,600	100
	Marion	10,900	10,800	99
	Marshall	15,900	15,800	99
	Polk	121,100	120,000	99
	Story	25,200	24,900	99
	Warren	12,700	12,600	99
	Webster	17,000	16,800	99
<b>Between 25-49%</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Calhoun	5,000	4,900	98
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,100	8,000	99
	Jasper	14,000	13,900	99
	Lucas	4,300	4,200	98
	Monroe	3,500	3,500	100
	Poweshiek	7,100	7,000	99
<b>Between 5-24%</b>	<b>IOWA</b>			
	Adams	2,200	2,200	100
	Audubon	3,200	3,200	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Carroll	8,100	8,000	99
	Clarke	3,500	3,400	99
	Crawford	6,800	6,700	99
	Decatur	3,500	3,400	97
	Grundy	5,500	5,500	100
	Humboldt	5,000	4,900	98
	Iowa	5,900	5,800	98
	Mahaska	8,900	8,800	99
	Palo Alto	4,900	4,800	98
	Pocahontas	4,300	4,200	98
	Sac	5,400	5,300	98
	Tama	7,000	6,900	99
	Union	5,600	5,500	98
	Wayne	3,300	3,200	97
	Wright	6,200	6,100	98
<b>Station Totals</b>		<b>380,100</b>	<b>375,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>163,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>81,500</b>	

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# Iowa—Des Moines

## KCCI-TV

Ch. 8

**Network Service:** CBS.

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

**Studio:** Ninth & Pleasant Sts.

**Mailing Address:** Box 10305, Des Moines, IA 50306.

**Telephone:** 515-247-8800.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

Latitude 41° 48' 35"  
Longitude 93° 37' 16"

**Transmitter:** 1-mi. SW of Alleman, IA.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microwave Assoc.; 5-meter.

**Ownership:** Cowles Broadcasting Inc., 100%. Cowles also owns WESH-TV Daytona Beach-Orlando, FL. **Note:** Sale pending (Television Digest, Vol. 24:26).

**Began Operation:** July 31, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

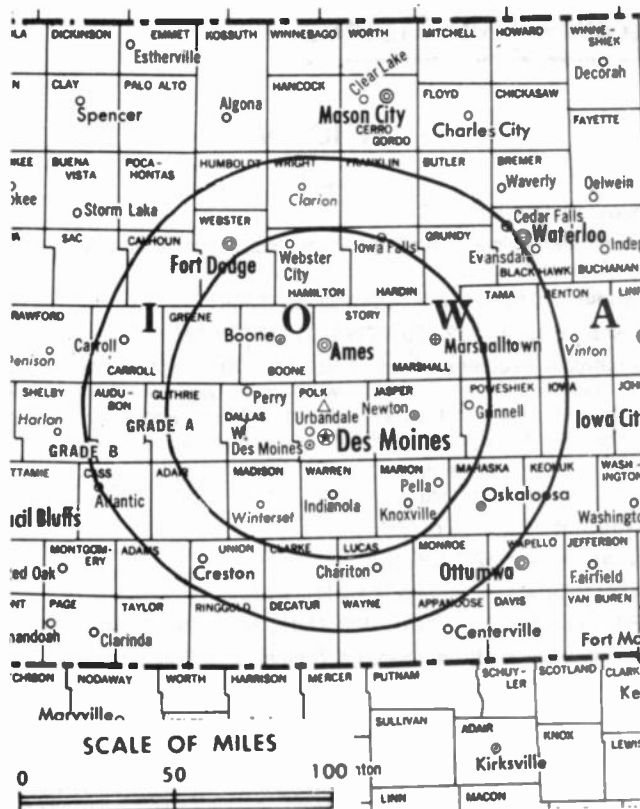
NOLAN QUAM, president & general manager.  
JOHN LEIFHEIT, general sales manager.  
GUY KOENIGSBERGER, v.p., programs & community affairs.  
JOHN PASCUZZI, vice president, operations.  
PAUL RHOADES, vice president, news & public affairs.  
BILL HUEY, vice president & chief engineer.  
PAUL FREDERICKSEN, vice president & treasurer.  
ROBERT DAY, advertising & promotion manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Calhoun	5,000	4,900	98
	Carroll	8,100	8,000	99
	Clarke	3,500	3,400	97
	Dallas	11,500	11,400	99
	Davis	3,400	3,400	100
	Decatur	3,500	3,400	97
	Franklin	5,300	5,300	100
	Greene	4,700	4,700	100
	Grundy	5,500	5,500	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,000	13,900	99
	Lucas	4,300	4,200	98
Madison	4,600	4,600	100	
Mahaska	8,900	8,800	99	
Marion	10,900	10,800	99	
Marshall	15,900	15,800	99	
Monroe	3,500	3,500	100	
Pocahontas	4,300	4,200	98	
Polk	121,100	120,000	99	
Poweshiek	7,100	7,000	99	
Ringgold	2,400	2,400	100	



KCCI-TV BMPCT-7477 Granted 7/31/73

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Sac	5,400	5,300	98	
	Story	25,200	24,900	99	
	Union	5,600	5,500	98	
	Wapello	15,600	15,400	99	
	Warren	12,700	12,600	99	
	Wayne	3,300	3,200	97	
	Webster	17,000	16,800	99	
	Wright	6,200	6,100	98	
	<b>MISSOURI</b>				
	Mercer	1,900	1,800	95	
Putnam	2,400	2,400	100		
<b>Between 25-49%</b>	<b>IOWA</b>				
	Adams	2,200	2,200	100	
	Cass	6,800	6,700	99	
	Hancock	5,400	5,300	98	
	Keokuk	4,900	4,800	98	
	Kossuth	8,000	7,900	99	
	Palo Alto	4,900	4,800	98	
	Tama	7,000	6,900	99	
	Taylor	3,300	3,200	97	
	<b>MISSOURI</b>				
Harrison	4,300	4,200	98		
Worth	1,200	1,200	100		
<b>Between 5-24%</b>	<b>IOWA</b>				
	Buena Vista	7,900	7,800	99	
	Butler	6,500	6,400	98	
	Crawford	6,800	6,700	99	
	Emmet	5,000	4,900	98	
	Iowa	5,900	5,800	98	
	Jefferson	6,000	5,900	98	
	Montgomery	5,400	5,300	98	
	Page	7,500	7,400	99	
	Shelby	5,500	5,400	99	
<b>MISSOURI</b>					
Sullivan	3,000	2,900	97		
<b>Station Totals</b>		<b>498,100</b>	<b>492,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>				<b>377,700</b>	
<b>Average Daily Circulation (1984)</b>				<b>256,600</b>	

# Iowa—Des Moines

## WHO-TV

Ch. 13

**Network Service:** NBC.

**Licensee:** Palmer Communications Inc., 1801 Grand Ave., Des Moines, IA 50308.

**Studio:** 1801 Grand Ave., Des Moines 50308.

**Telephone:** 515-242-3500. **TWX:** 910-520-2549.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 224-kw horizontal visual, 47.4-kw max. & 33.5-kw horizontal aural. Antenna: 1970-ft. above av. terrain, 1955-ft. above ground, 2988-ft. above sea level.

Latitude 41° 48' 33"  
Longitude 93° 36' 53"

**Transmitter:** 1-mi. S of Alleman.

**News Services:** AP, UPI, NBC.

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

**FM Affiliate:** KLYF, 100-kw, 100.3 MHz (No. 262), 1700-ft.

**Satellite Earth Station:** Satcom, 7-meter; M/A-Com receivers.

**Ownership:** Robert H. Harter, Charles J. McKerns, Richard L. Braunstein, Jenny W. Sutton, Vickie A. Miller, Bonnie P. McCloskey & Davenport Bank & Trust Co., Trustees, D. D. Palmer Trust. Palmer Communications also owns WOC Broadcasting Co., Davenport, IA, WOC-TV-AM & KLIK(FM) Davenport, IA; WNOG & WCVU(FM), Naples, FL; KDLH-TV, Duluth, MN; WTNT-AM-FM Tallahassee, FL; multiple cable systems.

**Began Operation:** April 15, 1954.

**Represented (sales):** Blair Television.

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

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

**Personnel:**

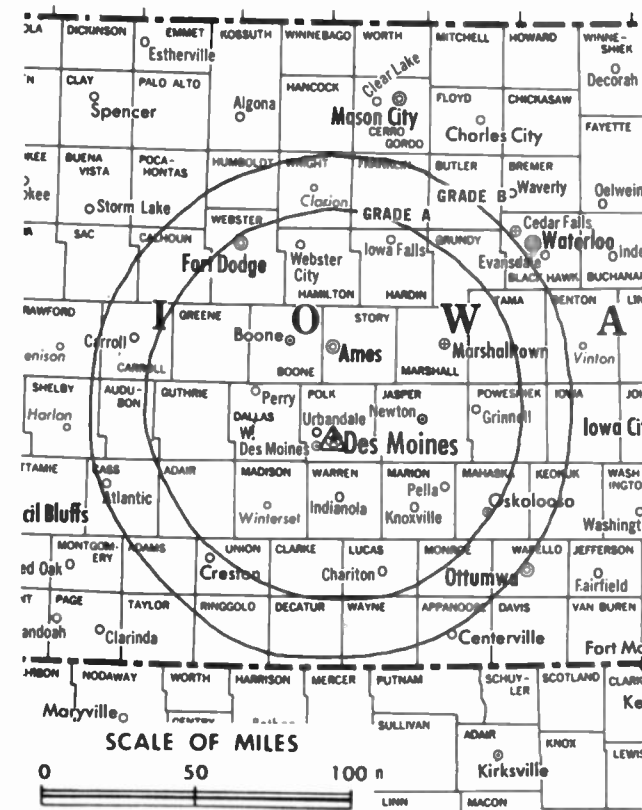
GEORGE C. CARPENTER, vice president & general manager.  
WILLIAM H. JACKSON, station manager.  
RAY JOHNSON, sales manager.  
HOLLY LOWE, promotion manager.  
CHARLES W. MYERS, chief engineer.

**Highest 30 Sec. Rate** (July 18, 1984): \$620.

**NETWORK BASE HOURLY RATE:** \$900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Appanoose	6,300	6,200	98
	Boone	10,000	9,900	99
	Calhoun	5,000	4,900	98
	Carroll	8,100	8,000	99
	Clarke	3,500	3,400	99
	Dallas	11,500	11,400	99
	Davis	3,400	3,400	100
	Decatur	3,500	3,400	97
	Franklin	5,300	5,300	100
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,000	13,900	99
	Keokuk	4,900	4,800	98
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	8,900	8,800	99
Marion	10,900	10,800	99	
Marshall	15,900	15,800	99	
Monroe	3,500	3,500	100	
Pocahontas	4,300	4,200	98	
Polk	121,100	120,000	99	



WHO-TV BPCT-5011 Granted 7/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Poweshiek	7,100	7,000	99	
	Ringgold	2,400	2,400	100	
	Story	25,200	24,900	99	
	Union	5,600	5,500	98	
	Wapello	15,600	15,400	99	
	Warren	12,700	12,600	99	
	Wayne	3,300	3,200	97	
	Webster	17,000	16,800	99	
	Wright	6,200	6,100	98	
	<b>MISSOURI</b>				
	Mercer	1,900	1,800	95	
<b>Between 25-49%</b>	<b>IOWA</b>				
	Adams	2,200	2,200	100	
	Audubon	3,200	3,200	100	
	Cass	6,800	6,700	99	
	Grundy	5,500	5,500	100	
	Jefferson	6,000	5,900	98	
	Kossuth	8,000	7,900	99	
	Palo Alto	4,900	4,800	98	
	Sac	5,400	5,300	98	
	Tama	7,000	6,900	99	
	Taylor	3,300	3,200	97	
	<b>MISSOURI</b>				
		Harrison	4,300	4,200	98
	Putnam	2,400	2,400	100	
	Worth	1,200	1,200	100	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Benton	9,100	9,000	99	
	Butler	6,500	6,400	98	
	Crawford	6,800	6,700	99	
	Hancock	5,400	5,300	98	
	Iowa	5,900	5,800	98	
	Montgomery	5,400	5,300	98	
	Page	7,500	7,400	99	
	Shelby	5,500	5,400	99	
	<b>MISSOURI</b>				
		Sullivan	3,000	2,900	97
	<b>Station Totals</b>		<b>494,300</b>	<b>488,400</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>			<b>369,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>237,400</b>		

# Iowa—Ames-Des Moines

## WOI-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Iowa State University of Science & Technology, Ames, IA 50011.

**Studio:** WOI-TV Bldg., Iowa State University of Science & Technology, Ames, IA 50011.

**Telephone:** 515-294-5555. **TWX:** 910-520-1152.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

Latitude 41° 48' 33"  
Longitude 93° 36' 53"

**Transmitter:** 1-mi. S of Alleman.

**AM Affiliate:** WOI, 5-kw, 640 kHz.

**FM Affiliate:** WOI-FM, 100-kw, 90.1 MHz (No. 211), 1420-ft.

**News Services:** AP, UPI, ABC.

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

**Began Operation:** Feb 21, 1950.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

- DR. ROBERT PARKS, president of Iowa State University.
- KEITH KETCHAM, general manager.
- TED TOSTLEBE, commercial manager.
- BOB HELMERS, manager, television broadcasting.
- TOM WHEELER, sales service manager.
- JANIS MARVIN, programming manager.
- BETTY LOU VARNUM, public affairs coordinator.

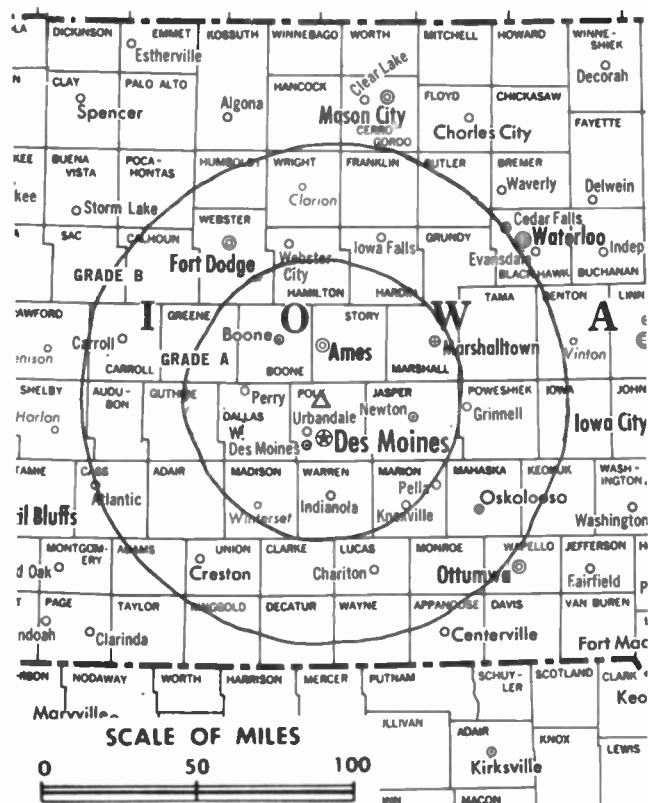
**Highest One Hour Rate:** \$1760.

**Highest 30 Sec. Rate** (July 11, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Appanoose	6,300	6,200	98
	Audubon	3,200	3,200	100
	Boone	10,000	9,900	99
	Calhoun	5,000	4,900	98
	Carroll	8,100	8,000	99
	Clarke	3,500	3,400	99
	Dallas	11,500	11,400	99
	Decatur	3,500	3,400	97
	Franklin	5,300	5,300	100
	Greene	4,700	4,700	100
	Guthrie	4,600	4,500	98
	Hamilton	6,900	6,800	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,000	13,900	99
	Kossuth	8,000	7,900	99
	Lucas	4,300	4,200	98
	Madison	4,600	4,600	100
	Mahaska	8,900	8,800	99
	Marion	10,900	10,800	99
	Marshall	15,900	15,800	99
	Monroe	3,500	3,500	100
	Pocahontas	4,300	4,200	98
	Polk	121,100	120,000	99
	Poweshiek	7,100	7,000	99



WOI-TV BMPCT-7324 Granted 12/20/71

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Ringgold	2,400	2,400	100	
	Story	25,200	24,900	99	
	Union	5,600	5,500	98	
	Wapello	15,600	15,400	99	
	Warren	12,700	12,600	99	
	Wayne	3,300	3,200	97	
	Webster	17,000	16,800	99	
	Wright	6,200	6,100	98	
	<b>MISSOURI</b>				
	Mercer	1,900	1,800	95	
<b>Between 25-49%</b>	<b>IOWA</b>				
	Adams	2,200	2,200	100	
	Cass	6,800	6,700	99	
	Emmet	5,000	4,900	98	
	Grundy	5,500	5,500	100	
	Hancock	5,400	5,300	98	
	Keokuk	4,900	4,800	98	
	Palo Alto	4,900	4,800	98	
	Sac	5,400	5,300	98	
	Tama	7,000	6,900	99	
Taylor	3,300	3,200	97		
<b>MISSOURI</b>					
Putnam	2,400	2,400	100		
<b>Between 5-24%</b>	<b>IOWA</b>				
	Benton	9,100	9,000	99	
	Butler	6,500	6,400	98	
	Crawford	6,800	6,700	99	
	Davis	3,400	3,400	100	
	Iowa	5,900	5,800	98	
	Jefferson	6,000	5,900	98	
	Montgomery	5,400	5,300	98	
	<b>MISSOURI</b>				
	Grundy	4,900	4,800	98	
Harrison	4,300	4,200	98		
Sullivan	3,000	2,900	97		
<b>Station Totals</b>		<b>490,000</b>	<b>484,100</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>356,700</b>		
<b>Average Daily Circulation (1984)</b>			<b>206,700</b>		

# Iowa—Dubuque

## KDUB-TV

Ch. 40

**Network Service:** ABC.

**Licensee:** KDUB-TV Inc., c/o Commercial Dispatch Publishing Co., 516 Main St., Columbus, MS 39701.

**Studio:** 9th Floor, One Dubuque Plaza, Dubuque, IA 52001.

**Telephone:** 319-556-4040.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 537-kw visual, 53.7-kw aural. Antenna: 841-ft. above av. terrain, 837-ft. above ground, 1661-ft. above sea level.

Latitude 42° 31' 05"  
Longitude 90° 37' 16"

**Transmitter:** 0.7-mi. N of IL state line, 0.75-mi. W of Hwy. 35, Grant County, WI.

**News Services:** ABC, UPI.

**Satellite Earth Stations:** Scientific-Atlanta; 4-meter & 3-meter.

**Ownership:** The Commercial Dispatch Publishing Co., 100%. For officers & other interests, see WCBI-TV, Columbus, MS.

**Began Operation:** June 1, 1970; left air Oct. 3, 1974. Sale to Lloyd Hearing Aid Corp. approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976. Sale to present owner approved by FCC Sept. 13, 1979.

**Represented (sales):** Seltel Inc.

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

**Personnel:**

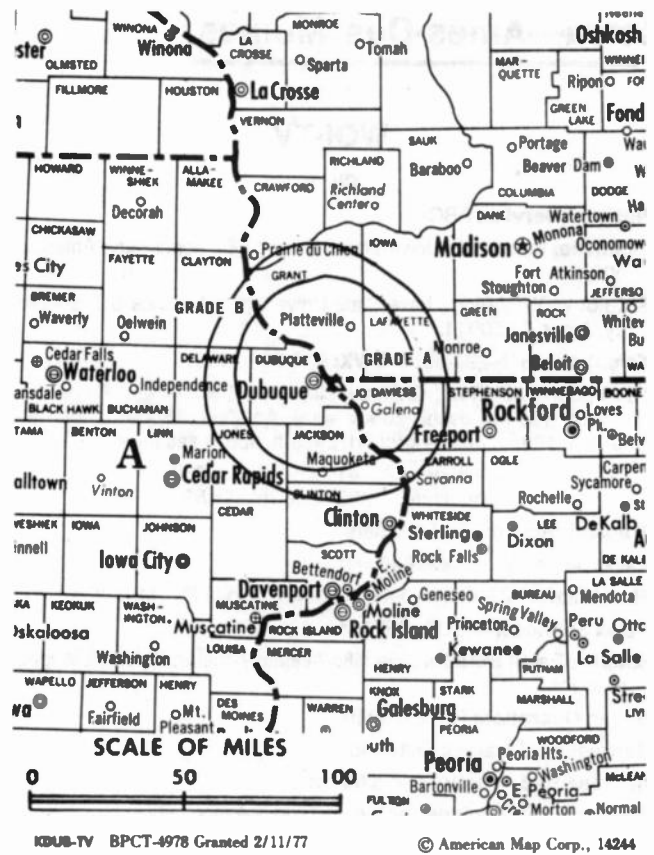
CHUCK CYBERSKI, station manager.  
JOHN SLOAN, sales manager.  
DAVE LANGE, news director.  
GARY HAVERLAND, chief engineer.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$95.

**NETWORK BASE HOURLY RATE:** \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Dubuque	31,500	31,000	98
	<b>ILLINOIS</b>			
	Jo Daviess	8,900	8,600	97
Between 25-49%	<b>WISCONSIN</b>			
	Grant	17,600	17,100	97
	Lafayette	6,200	6,100	98
Between 5-24%	<b>IOWA</b>			
	Clayton	8,000	7,800	98
	Jackson	8,200	8,100	99
	Jones	7,100	7,000	99
	<b>WISCONSIN</b>			
	Crawford	6,100	6,000	98
<b>Station Totals</b>		<b>93,600</b>	<b>91,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>41,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>25,200</b>	



For Arbitron Market Rankings, see page 1

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# Iowa—Mason City

## KIMT

Ch. 3

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Co., Box 1717, Spartanburg, NC 29304.

**Studio:** 2nd & Pennsylvania Ave., Mason City, IA 50401.

**Telephone:** 515-423-2540. **TWX:** 910-523-6966.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

Latitude 43° 22' 25"  
Longitude 92° 50' 00"

**Transmitter:** 3.5-mi. E of St. Ansgar, IA.

**News Services:** UPI, CNN, CBS.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter.

**Ownership:** Spartan Radiocasting Co. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** May 15, 1954. Sale to Daily Telegraph Printing Co. by Lee Enterprises approved by FCC April 22, 1980 (*Television Digest*, Vol. 20:1). Sale to present owner approved by FCC June 12, 1984 (Vol. 24:15).

**Represented (sales):** Katz Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

EARL SCHOBORG, general manager.  
MILES MOORE, general sales manager.  
VERN SCHOFIELD, local/regional sales manager.  
BART CURRAN, program director.  
SHARON RADLOFF, promotions manager.  
MICHAEL McSHANE, chief engineer

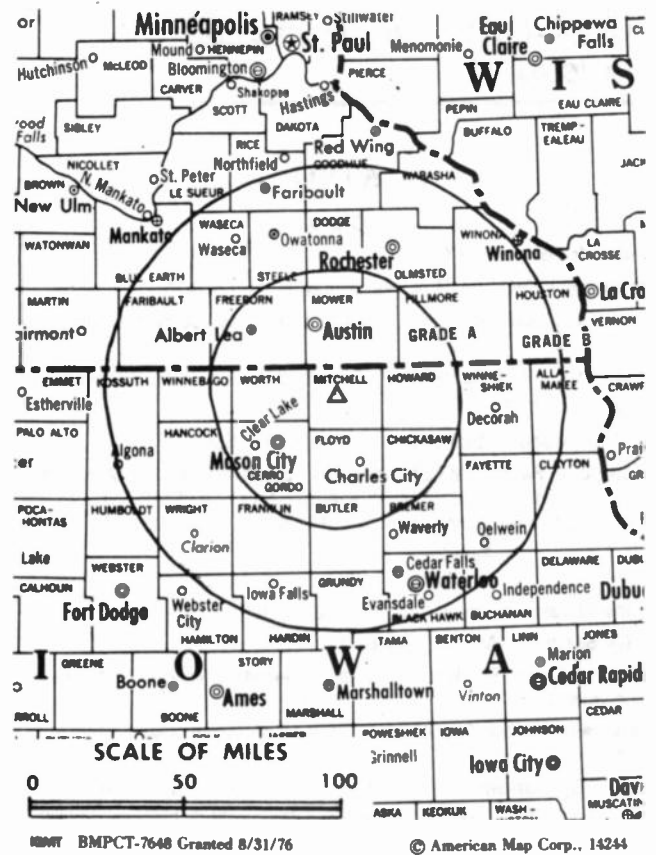
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate** (July 1, 1984): \$450.

**NETWORK BASE HOURLY RATE:** \$607.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
<b>50% &amp; Over</b>	Cerro Gordo	19,000	18,800	99
	Chickasaw	5,600	5,500	98
	Floyd	7,100	7,000	99
	Franklin	5,300	5,300	100
	Hancock	5,400	5,300	98
	Howard	4,300	4,200	98
	Kossuth	8,000	7,900	99
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Worth	3,500	3,500	100
<b>MINNESOTA</b>				
	Dodge	5,400	5,300	98
	Fillmore	8,000	7,900	99
	Freeborn	13,700	13,500	99
	Mower	15,200	15,100	99
	Olmsted	35,200	34,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
<b>Between 25-49%</b>	Butler	6,500	6,400	98
	Winneshiek	7,400	7,300	99
	Wright	6,200	6,100	98
<b>MINNESOTA</b>				
	Faribault	7,600	7,500	99
	Steele	11,100	11,000	99
<b>IOWA</b>				
<b>Between 5-24%</b>	Allamakee	5,300	5,200	98
	Bremer	9,000	8,900	99
	Emmet	5,000	4,900	98
	Fayette	9,300	9,200	99
	Grundy	5,500	5,500	100
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	<b>MINNESOTA</b>			
	Blue Earth	18,800	18,500	98
	Goodhue	14,600	14,400	99
	Houston	6,600	6,500	98
	Rice	15,600	15,400	99
	Wabasha	7,300	7,200	99
	Waseca	7,000	6,900	99
<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98
	Juneau	8,300	8,000	96
	La Crosse	34,300	33,900	99
<b>Station Totals</b>		<b>349,900</b>	<b>345,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>148,900</b>
<b>Average Daily Circulation (1984)</b>				<b>87,100</b>

# Iowa—Ottumwa-Kirksville, Missouri

## KTVO

Ch. 3

**Network Service:** ABC.

**Licensee:** KTVO Inc., Box 949, Kirksville, MO 63501.

**Studios:** Broadcast Center, Ottumwa, IA; Hwy. 63 North, Kirksville, MO.

**Telephones:** 515-682-4535, Ottumwa; 816-665-7781, Kirksville.

**TWX:** 910-777-7950.

**Mailing Address:** Box 949, Kirksville, MO 63501.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.3-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"

Longitude 92° 26' 33"

**Transmitter:** U.S. Hwy. 136, near Lancaster, MO.

**News Services:** AP, UPI, CNN.

**Satellite Earth Station:** Simulsat, 9.5-meter; Scientific-Atlanta receivers.

**Ownership:** Gillett Group Inc., 100%. See Group Ownership of TV Stations.

**Began Operation:** Nov. 21, 1955. Sale to present owner by Post Corp. approved by FCC June 19, 1984. Sale to Post by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (*Television Digest*, Vol. 4:2).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Ward & Mendelsohn, P.C.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- ALVINA BRITZ, general manager.
- LOWELL JOHNSON, sales manager.
- KEITH REYNOLDS, chief engineer.

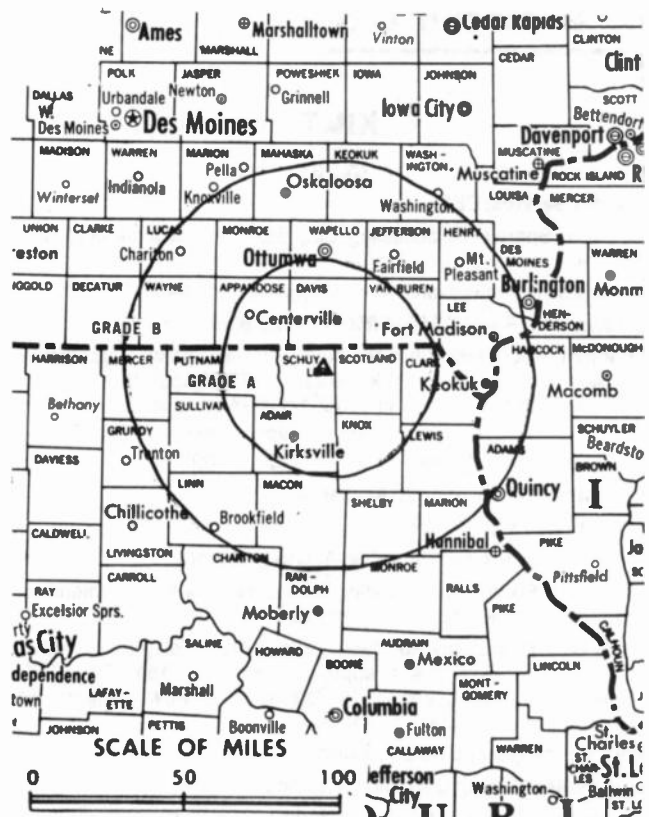
**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate (July 10, 1984):** \$350.

**NETWORK BASE HOURLY RATE:** \$637.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>IOWA</b>				
	Appanoose	6,300	6,200	98	
	Davis	3,400	3,400	100	
	Jefferson	6,000	5,900	98	
	Lee	16,100	15,900	99	
	Van Buren	3,200	3,100	97	
	Wapello	15,600	15,400	99	
	Wayne	3,300	3,200	97	
	<b>ILLINOIS</b>	Adams	27,100	26,700	99
	<b>MISSOURI</b>	Adair	9,500	9,400	99
Clark	3,200	3,100	97		
Knox	2,100	2,100	100		
Lewis	4,000	3,900	98		
Linn	6,500	6,400	98		
Macon	6,400	6,300	98		
Mercer	1,900	1,800	95		



KTVO BMPCT-2074 Granted 6/16/54 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	2,400	2,400	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
	Shelby	3,100	3,000	97
	Sullivan	3,000	2,900	97

<b>IOWA</b>				
<b>Between 25-49%</b>	Henry	7,000	6,900	98
	Keokuk	4,900	4,800	98
	Monroe	3,500	3,500	100

<b>ILLINOIS</b>				
	Hancock	9,300	9,100	98

<b>IOWA</b>				
<b>Between 5-24%</b>	Decatur	3,500	3,400	97
	Des Moines	17,900	17,700	99
	Lucas	4,300	4,200	98
	Mahaska	8,900	8,800	99
	Washington	7,500	7,400	99

<b>ILLINOIS</b>				
	Mc Donough	13,200	12,900	98
	Pike	7,400	7,200	97

<b>MISSOURI</b>				
	Chariton	4,100	4,000	98
	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Livingston	6,300	6,200	98
	Marion	11,000	10,900	99
	Monroe	3,600	3,600	100
	Ralls	3,500	3,500	100

<b>Station Totals</b>		<b>252,300</b>	<b>248,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>116,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>67,100</b>	

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# Iowa—Sioux City

**KMEG**

Ch. 14



**AVERY-KNODEL TELEVISION  
A FETZER STATION**

**Network Service:** CBS.

**Licensee:** Medallion Broadcasters Inc., Box 657, 700 Floyd Blvd., Sioux City 51102.

**Studio:** 700 Floyd Blvd., Sioux City.

**Telephone:** 712-277-3554. **TWX:** 910-968-1742.

**Mailing Address:** Box 657, Sioux City, IA 51102.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural. Antenna: 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

Latitude 42° 30' 53"  
Longitude 96° 18' 14"

**Transmitter:** Rural Rte. 2, 1-mi. E of city limits.

**News Services:** AP, INN.

**Satellite Earth Stations:** Prodelin, 4.5-meter; Comtech, 5-meter; Pinzone & Microwave Assoc. receivers.

**Ownership:** Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, MI.

**Began Operation:** Sept. 5, 1967. Sale to present owner by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (**Television Digest**, Vol. 9:33).

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

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**

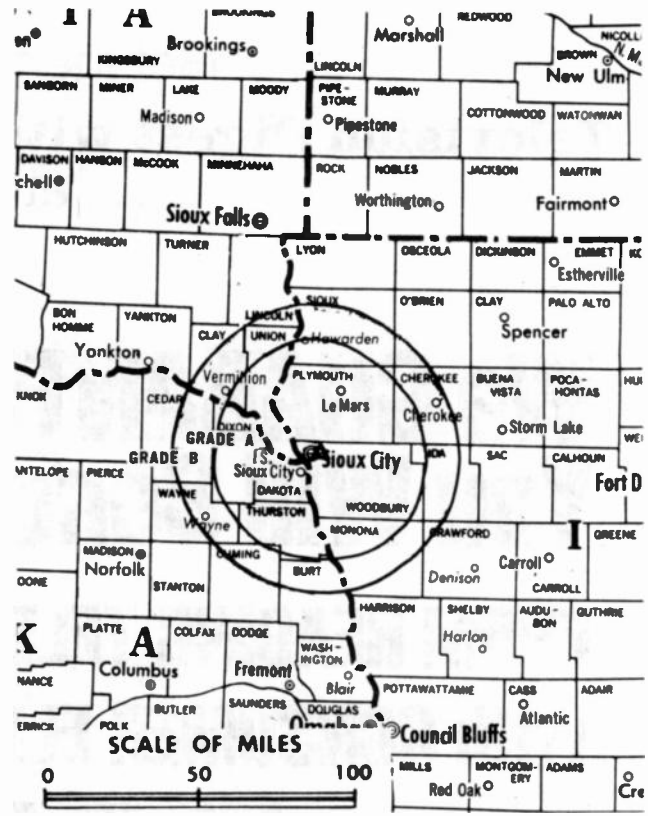
- A. JAMES EBEL, president.
- BRUCE LEWIS, general manager.
- LYLE JOHNSON, chief engineer.
- GREG FUNK, business manager.
- KAREN SLAVENS, promotion manager.
- PAT VAN BREMMER, community service director.

**Highest 30 Sec. Rate** (May 3, 1982): \$200.

**NETWORK BASE HOURLY RATE:** \$176.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,200	6,100	98
	Ida	3,400	3,400	100
	Monona	4,500	4,400	98
	Plymouth	9,000	8,900	99
	Woodbury	37,400	37,100	99
	<b>NEBRASKA</b>			
	Dakota	6,400	6,400	100
	Dixon	2,600	2,600	100



NMBS BPCT-3871 Granted 2/13/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Thurston	2,400	2,400	100
	Wayne	3,500	3,500	100
	<b>SOUTH DAKOTA</b>			
	Union	4,300	4,300	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	O'Brien	6,300	6,200	98
	Sac	5,400	5,300	98
	Sioux	10,500	10,300	98
	<b>NEBRASKA</b>			
	Cedar	3,900	3,900	100
	Madison	12,300	12,100	98
<b>Between 5-24%</b>	<b>SOUTH DAKOTA</b>			
	Clay	4,600	4,500	98
	<b>IOWA</b>			
	Crawford	6,800	6,700	99
	Lyon	4,500	4,400	98
	Osceola	3,100	3,100	100
	Pocahontas	4,300	4,200	98
	<b>NEBRASKA</b>			
	Knox	4,200	4,100	98
	Pierce	3,100	3,100	100
Stanton	2,500	2,400	96	
<b>SOUTH DAKOTA</b>				
Yankton	6,900	6,800	99	
<b>Station Totals</b>		<b>166,000</b>	<b>164,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>91,000</b>
<b>Average Daily Circulation (1984)</b>				<b>51,000</b>

WHAT'S THE MOST  
EFFICIENT WAY TO REACH  
RETAIL SHOPPERS  
IN THE SIOUX CITY  
MARKET?

KMEG-TV  
TAKES YOU RIGHT  
TO THE PEOPLE  
WITHIN BUYING  
DISTANCE.

Total retail sales in the Sioux City ADI add up to more than \$1 billion, 903 million.\* And 62% of those dollars are spent in the 13-county Retail Trade Area. If that's where your outlets are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

KMEG-TV is tailor-made to deliver Sioux City's rich "market within the market" effectively with top-rated CBS programming. It gets your message to your market most efficiently because you don't have to pay for reaching distant viewers who aren't your customers.

Time on KMEG-TV could be your best advertising bargain. For more information, call your Avery-Knodel representative today.

\*S&MM © 1983 Retail Sales Estimates



*A Tetzler  
Station*

**KMEG-TV**

A CBS Affiliate

A MEGAWATT OF SALES POWER FOR SIOUX CITY  
Avery-Knodel Television National Representatives

# Iowa—Sioux City

## KCAU-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Forward of Iowa Inc., 7th & Douglas Sts. 51101.

**Studio:** 7th & Douglas Sts., Sioux City, IA 51101.

**Telephone:** 712-277-2345.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 310-kw visual, 48-kw aural. Antenna: 2020-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"  
Longitude 96° 13' 56.98"

**Transmitter:** 4-mi. E, 0.75-mi. N of James, IA.

**News Services:** AP, NIWS.

**Ownership:** Forward Communications Corp., see Group Ownership of TV Stations.

**Began Operation:** March 29, 1953. Sale to present owner by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (*Television Digest*, Vol. 5:30) Sale to People's by Cowles Bcstg. Co. approved Nov. 27, 1957 (Vol. 13:41, 44, 49).

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis); Gene Gray (Kansas City).

**Represented (legal):** McKenna, Wilkinson & Kittner.

### Personnel:

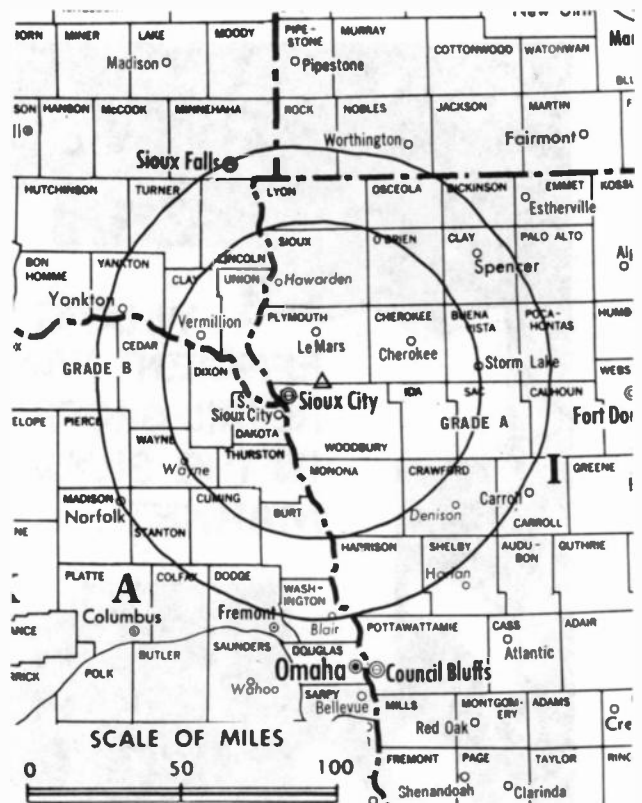
- WILLIAM F. TURNER, president & general manager.
- PAUL J. O'BRYAN, vice president, sales.
- JACK GILBERT, senior vice president, news.
- RAY COLE, vice president & station manager.
- EDE QUESENBERRY, vice president, administration.
- BILL HARLING, v.p., production & technical operations.
- DAVID L. SLATER, programming manager.
- JIM HENRY, promotion manager.
- PAT FRANCIS, manager, sales coordination.
- GENE SHERMAN, sports director.
- AL KIRTS, coordinator, creative services.
- JIM RUPERT, local sales manager.
- MARK LEVALLEY, technical operations manager.
- ANN LANGAN, comptroller.
- JIM BOHNENKAMP, traffic manager.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$360.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,200	6,100	98
	Clay	7,900	7,800	99
	Crawford	6,800	6,700	99
	Dickinson	6,600	6,500	98
	Emmet	5,000	4,900	98
	Ida	3,400	3,400	100
	Lyon	4,500	4,400	98
	Monona	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Palo Alto	4,900	4,800	98
	Plymouth	9,000	8,900	99
	Pocahontas	4,300	4,200	98
	Sac	5,400	5,300	98
	Sioux	10,500	10,300	98
	Woodbury	37,400	37,100	99
	<b>MINNESOTA</b>			
	Nobles	8,000	7,900	99
	<b>NEBRASKA</b>			
Antelope	3,200	3,100	97	
Cedar	3,900	3,900	100	
Dakota	6,400	6,400	100	
Dixon	2,600	2,600	100	



KCAU-TV BPCT-3128 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KNOX</b>	4,200	4,100	98
	<b>MADISON</b>	12,300	12,100	98
	<b>PIERCE</b>	3,100	3,100	100
	<b>STANTON</b>	2,500	2,400	96
	<b>THURSTON</b>	2,400	2,400	100
	<b>WAYNE</b>	3,500	3,500	100
	<b>SOUTH DAKOTA</b>			
	Clay	4,600	4,500	98
	Union	4,300	4,300	100
	Yankton	6,900	6,800	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Rock	3,900	3,900	100
	<b>NEBRASKA</b>			
	Cuming	4,100	4,000	98
	Holt	5,200	5,000	96
<b>SOUTH DAKOTA</b>				
Bon Homme	3,000	2,900	97	
Lincoln	5,100	5,000	98	
Turner	3,500	3,500	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Audubon	3,200	3,200	100
	Calhoun	5,000	4,900	98
	Carroll	8,100	8,000	99
	Cass	6,800	6,700	99
	Humboldt	5,000	4,900	98
	Kossuth	8,000	7,900	99
	<b>MINNESOTA</b>			
	Jackson	5,100	5,000	98
	Murray	4,100	4,000	98
	Pipestone	4,400	4,300	98
	<b>NEBRASKA</b>			
	Burt	3,400	3,400	100
	Rock	900	900	100
	Washington	5,900	5,900	100
<b>SOUTH DAKOTA</b>				
Charles Mix	3,300	3,200	97	
Hutchinson	3,400	3,300	97	
Minnehaha	43,900	43,600	99	
<b>Station Totals</b>		<b>336,900</b>	<b>332,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>193,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>122,300</b>	

# Iowa—Sioux City

## KTIV

Ch. 4

**Network Service:** NBC.

**Licensee:** KTIV Television Co., Box 87, Sioux City, IA 51102.

**Studio:** Signal Hill, Sioux City, IA.

**Telephone:** 712-239-4100. **TWX:** 910-968-1708.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1915-ft. above av. terrain, 2000-ft. above ground, 3368-ft. above sea level.

Latitude 42° 35' 12.39"  
Longitude 96° 13' 56.98"

**Transmitter:** 4-mi. E, 0.75-mi. N of James, IA.

**News Services:** NBC, Group W Newsfeed.

**Satellite Earth Stations:** ADM, 6.2-meter; Avcom & Harris receivers.

**Ownership:** American Black Hawk Bcstg. Co. For other interests, see American Family Corp. in Group Ownership of TV Stations.

**Began Operation:** Oct. 9, 1954. Merger of Black Hawk Bcstg. with American Family Corp. approved by FCC Sept. 17, 1980. Sale by Perkins Bros. Co. approved March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (*Television Digest* Vol. 5:24).

**Represented (sales):** Blair Television,

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

### Personnel:

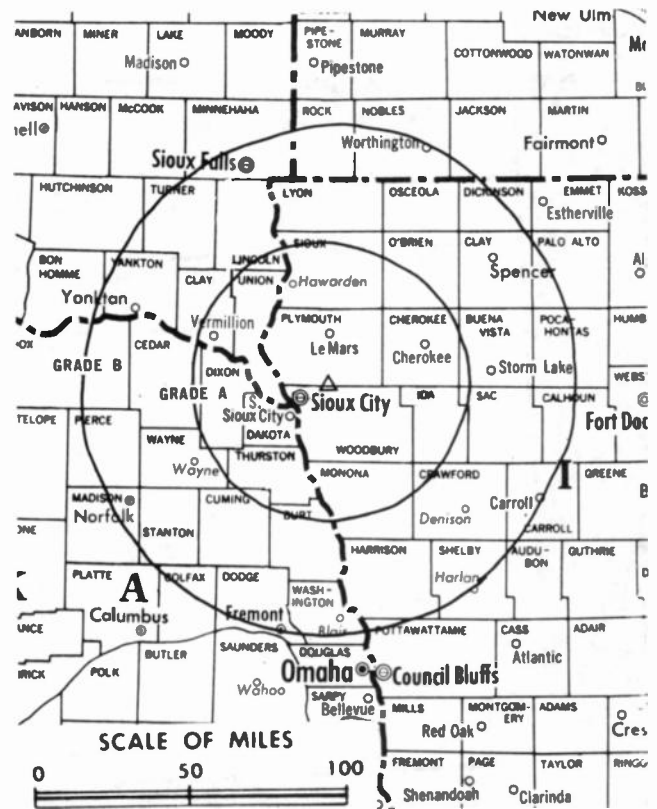
EDWARD PIETTE, vice president & general manager.  
BOB BROOKS, v.p., programming & operations.  
RON JOHNSON, vice president & general sales manager.  
DALE RUSSELL, vice president & chief engineer.  
RANDE SUMMERLIN, promotion director.  
VAN CARTER, news director.

**Highest 30 Sec. Rate** (July 5, 1984): \$650.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Buena Vista	7,900	7,800	99
	Cherokee	6,200	6,100	98
	Clay	7,900	7,800	99
	Crawford	6,800	6,700	99
	Dickinson	6,600	6,500	98
	Emmet	5,000	4,900	98
	Ida	3,400	3,400	100
	Lyon	4,500	4,400	98
	Monona	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Palo Alto	4,900	4,800	98
	Plymouth	9,000	8,900	99
	Pocahontas	4,300	4,200	98
	Sac	5,400	5,300	98
	Sioux	10,500	10,300	98
	Woodbury	37,400	37,100	99
	<b>MINNESOTA</b>			
	Nobles	8,000	7,900	99
<b>NEBRASKA</b>				
Antelope	3,200	3,100	97	
Cedar	3,900	3,900	100	
Dakota	6,400	6,400	100	
Dixon	2,600	2,600	100	
Holt	5,200	5,000	96	
Knox	4,200	4,100	98	

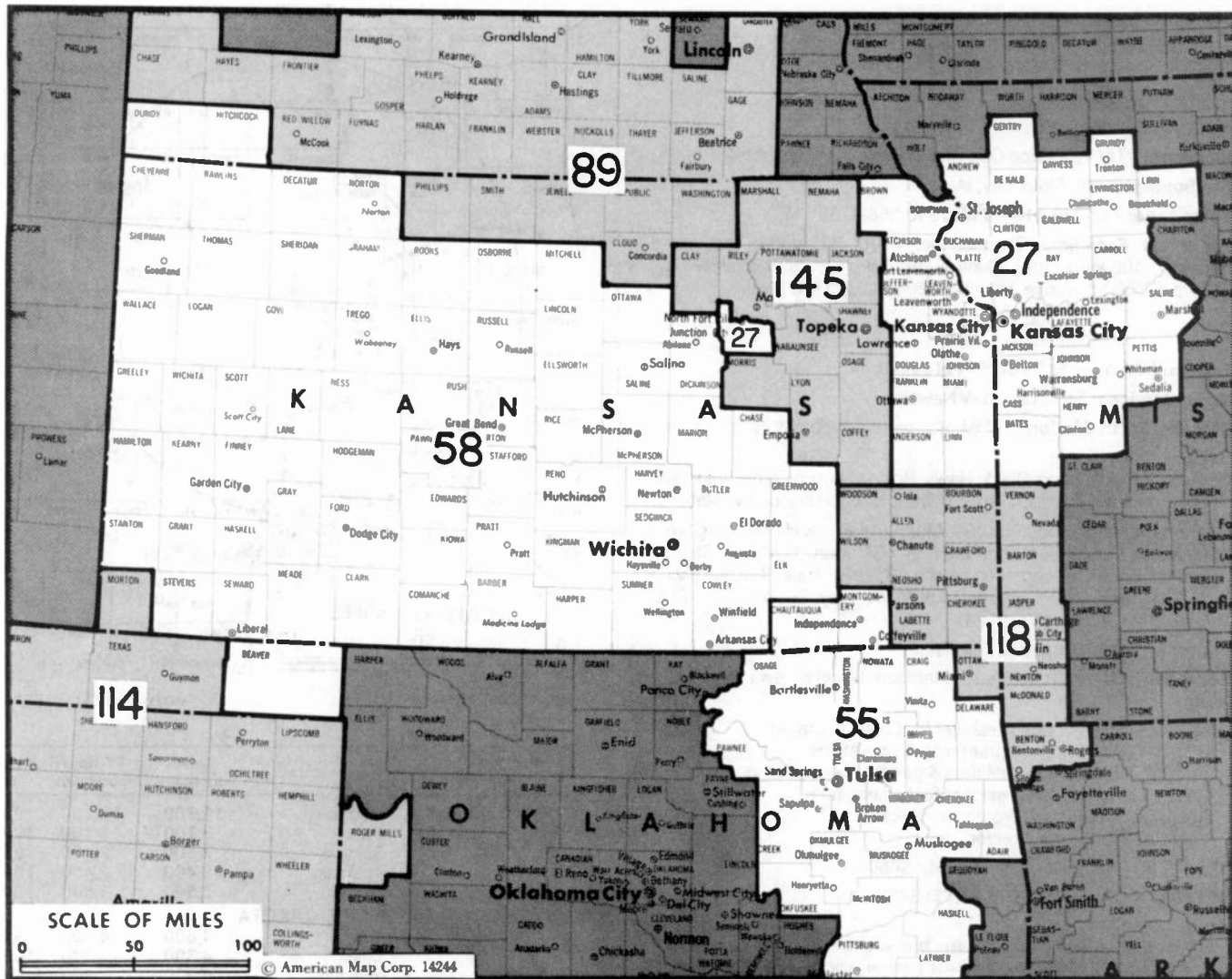


KTIV BPC-T-3127 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MADISON</b>	12,300	12,100	98
	Pierce	3,100	3,100	100
	Stanton	2,500	2,400	96
	Thurston	2,400	2,400	100
	Wayne	3,500	3,500	100
<b>SOUTH DAKOTA</b>				
	Clay	4,600	4,500	98
	Union	4,300	4,300	100
	Yankton	6,900	6,800	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Rock	3,900	3,900	100
<b>NEBRASKA</b>				
	Cuming	4,100	4,000	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Carroll	8,100	8,000	99
	Harrison	6,000	5,900	98
	Humboldt	5,000	4,900	98
	<b>MINNESOTA</b>			
Jackson	5,100	5,000	98	
Pipestone	4,400	4,300	98	
Redwood	6,900	6,700	97	
<b>NEBRASKA</b>				
Boone	2,700	2,700	100	
Boyd	1,300	1,300	100	
Burt	3,400	3,400	100	
Rock	900	900	100	
<b>SOUTH DAKOTA</b>				
Bon Homme	3,000	2,900	97	
Gregory	2,100	2,100	100	
Hutchinson	3,400	3,300	97	
Lincoln	5,100	5,000	98	
Minnehaha	43,900	43,600	99	
Turner	3,500	3,500	100	
<b>Station Totals</b>		<b>319,600</b>	<b>315,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>185,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>120,200</b>	

# Kansas



## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

- KWCH-TV, Hutchinson**--See Wichita, KS
- KSNK, Oberlin**--See McCook, NE
- KODE-TV, Pittsburg**--See Joplin, MO
- KSNF, Pittsburg**--See Joplin, MO

## Kansas Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	10	2	12
Educational Television Stations	3	0	3
			15

## VIDEO WEEK

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Market	Arbitron ADI TV Households	Rank
Kansas City, MO	711,700	27
Tulsa, OK	445,100	55
Wichita-Hutchinson, KS	416,900	58
Lincoln-Hastings-Kearney, NE	256,600	89
Amarillo, TX	179,900	115
Joplin, MO-Pittsburg, KS	173,400	118
Topeka, KS	132,600	145

Market Area Commercial TV Stations
KCTV (5), KEKR-TV (62), KMBC-TV (9), KSHB-TV (41), KYFC (50), WDAF-TV (4)
KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8)
KAKE-TV (10), KAYS-TV (7), KLOE-TV (10), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVG (6), KUPK-TV (13), KWCH-TV (12)
KBGT-TV (8), KGIN-TV (11), KHAS-TV (5), KHGI-TV (13), KOLN-TV (10), KSNB-TV (4), KWNB-TV (6)
KAMR-TV (4), KFDA-TV (10), KJTV (14), KVIJ-TV (7), KVIJ-TV (8)
KOAM-TV (7), KODE-TV (12), KSNF (16)
KLDH (49), KSNT (27), WIBW-TV (13)

# Kansas—Colby

## KLBY

Ch. 4

**Network Service:** None, independent.

**Licensee:** Sam A. Lunsway, Box 562, Colby, KS 67701.

**Studio:** 990 S. Range, Colby, KS 67701.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 748-ft. above av. terrain, 770-ft. above ground, 4190-ft. above sea level.

Latitude 39° 15' 25"  
Longitude 101° 21' 10"

**Transmitter:** 7.2-mi. SSE of Brewster.

**News Services:** UPI & CNN.

**Ownership:** Sam A. Lunsway, 100%.

**Due to Begin Operation:** Fall 1984.

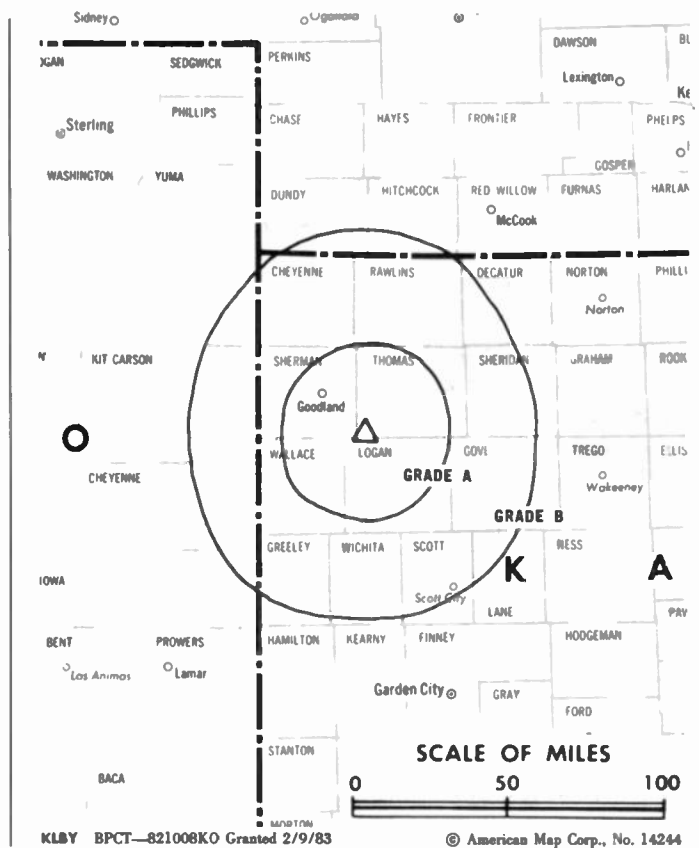
**Represented (legal):** Fletcher, Heald & Hildreth.

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

**Personnel:**

WOLFRAM J. DOCHTERMANN, general manager.  
DAN MCKENRICK, station manager.  
WILLIAM A. BARBER, operations manager.  
WALT WARD, chief engineer.  
DONNA FINLEY, program coordinator.

**Rates:** Not available.



# Kansas—Ensign

**KTVC**

Ch. 6

(Operates in affiliation with KWCH-TV, Hutchinson-Wichita, KS)

**Network Service:** CBS.

**Licensee:** Southwest Kansas Television Co. Inc., Ensign, KS.

**Office:** Box 157, Dodge City, KS 67801.

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

**Telephone:** 316-227-3121.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 717-ft. above av. terrain, 683-ft. above ground, 3473-ft. above sea level.

Latitude 37° 38' 26"  
Longitude 100° 20' 33"

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

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Leigh Warner, 55.32%; Sidney Warner, 5%; Diane Warner, 12%; 12 others, none with more than 3%.

**Began Operation:** July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969.

**Represented (sales):** Kansas Bcstg. System.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

W. H. BAILEY, general manager.  
BEN DAVIDSON, chief engineer.

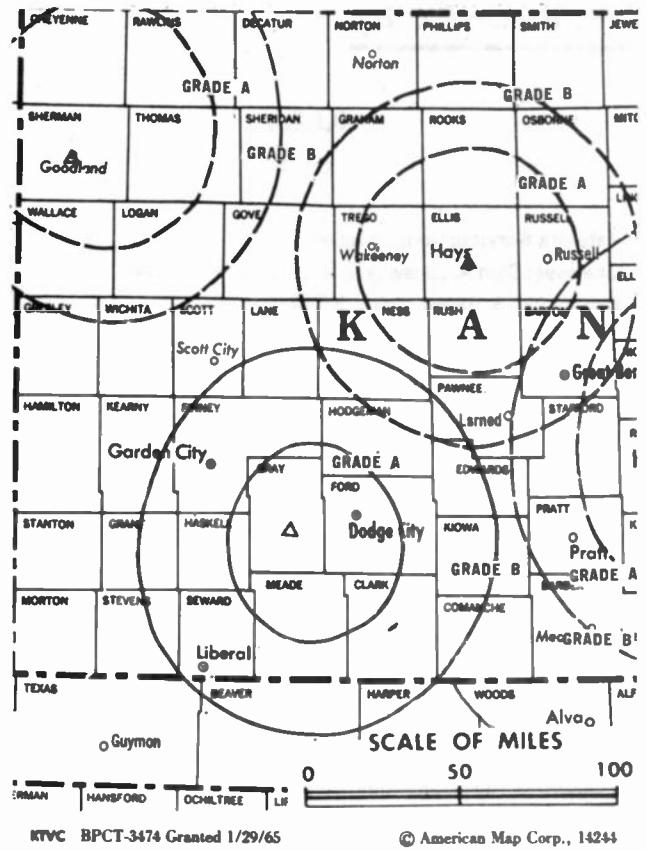
**Highest One Hour Rate:** \$300.

**Highest 30 Sec. Rate:** \$60.

**NETWORK BASE HOURLY RATE:** \$165.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Grant	2,600	2,600	100
	Gray	1,800	1,800	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Beaver	2,900	2,900	100
	<b>KANSAS</b>			
	Kiowa	1,600	1,500	94
	Ness	1,800	1,800	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Wichita	1,100	1,100	100
	<b>OKLAHOMA</b>			
<b>Between 5-24%</b>	Harper	1,900	1,900	100
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
	Ochiltree	3,600	3,600	100
<b>Station Totals</b>		<b>64,500</b>	<b>63,900</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>				<b>44,600</b>
<b>Average Daily Circulation (1984)</b>				<b>24,600</b>

# Kansas—Garden City

**KSNB**

Ch. 11

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201

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

**Telephone:** 316-276-2311.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 24.5-kw aural. Antenna: 800-ft. above av. terrain, 834-ft. above ground, 3711-ft. above sea level.

Latitude 37° 46' 40"  
Longitude 100° 52' 08"

**Transmitter:** U.S. Hwy. 83, 12.6-mi. S of Garden City.

**News Service:** AP.

**Ownership:** See KSNW, Wichita, KS.

**Began Operation:** Nov. 5, 1958. For sale to present owners, see KSNB, Great Bend, KS.

**Represented (sales):** Katz Television.

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

**Personnel:**

STAN ORTH, station manager.

KEN SELL, chief engineer.

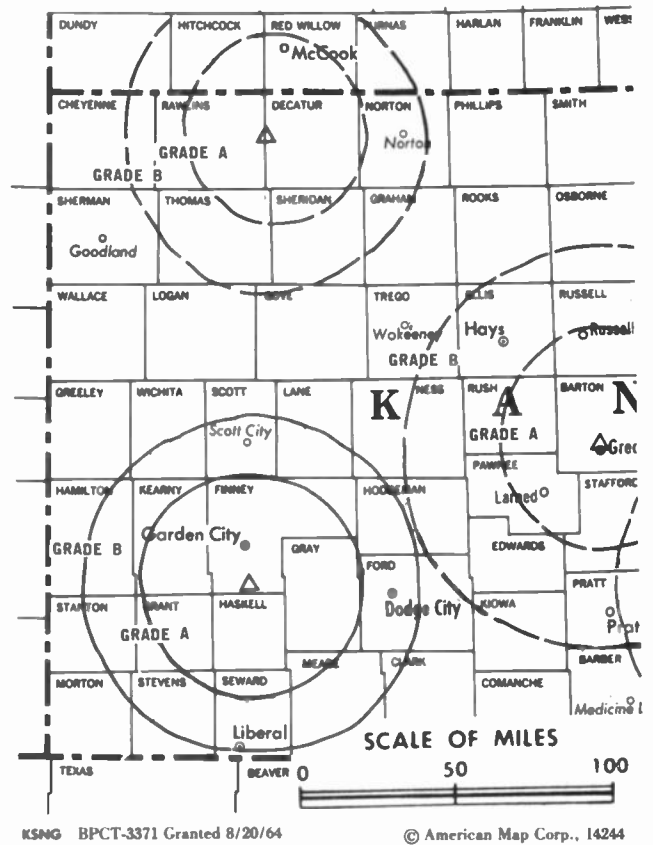
**Rates:** Offered as bonus with KSNW, Wichita and its other satellites (KSN Inc.) KSNB, Great Bend and KSNK, McCook, NE.

**Highest 30 Sec. Rate** (July 3, 1984): \$150.

**NETWORK BASE HOURLY RATE:** Bonus to KSNB, Great Bend.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Grant	2,600	2,600	100
	Gray	1,800	1,800	100
	Greeley	700	700	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
	Ness	1,800	1,800	100
	Scott	2,100	2,100	100
	Seward	6,500	6,400	98
Stanton	800	800	100	
Stevens	1,700	1,600	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wichita	1,100	1,100	100
	<b>OKLAHOMA</b> Beaver	2,900	2,900	100
<b>Between 25-49%</b>	<b>KANSAS</b> Hodgeman	900	900	100
	<b>COLORADO</b> Baca	1,900	1,700	89
<b>Between 5-24%</b>	<b>KANSAS</b> Edwards	1,700	1,700	100
	Ellis	10,000	9,900	99
	Gove	1,400	1,400	100
	<b>OKLAHOMA</b> Texas	6,600	6,500	98
	Woods	4,300	4,200	98
	<b>TEXAS</b> Ochiltree	3,600	3,600	100
	<b>Station Totals</b>		<b>79,500</b>	<b>78,600</b>
<b>Net Weekly Circulation (1984)</b>			<b>46,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,700</b>	

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# Kansas—Garden City

## KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

**Network Service:** ABC.

**Licensee:** Chronicle Bcstg. Co., 1001 Van Ness, San Francisco, CA. 94109.

**Studio:** Box 216, Copeland, KS 67837.

**Telephone:** 316-668-5513.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 870-ft. above av. terrain, 847-ft. above ground, 3687-ft. above sea level.

Latitude 37° 39' 01"  
Longitude 100° 40' 06"

**Transmitter:** 8-mi. NW of Copeland, KS.

**News Service:** AP, UPI, LPN, NIWS.

**Ownership:** See KAKE-TV, Wichita, KS.

**Began Operation:** Oct. 28, 1964.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- BOB SURBER, general manager.
- BRYCE BAKER, sales manager.
- CYNTHIA PECK, news director.
- PAUL HINDERLITER, chief engineer.
- JOHN STRAUSS, program director & farm director.

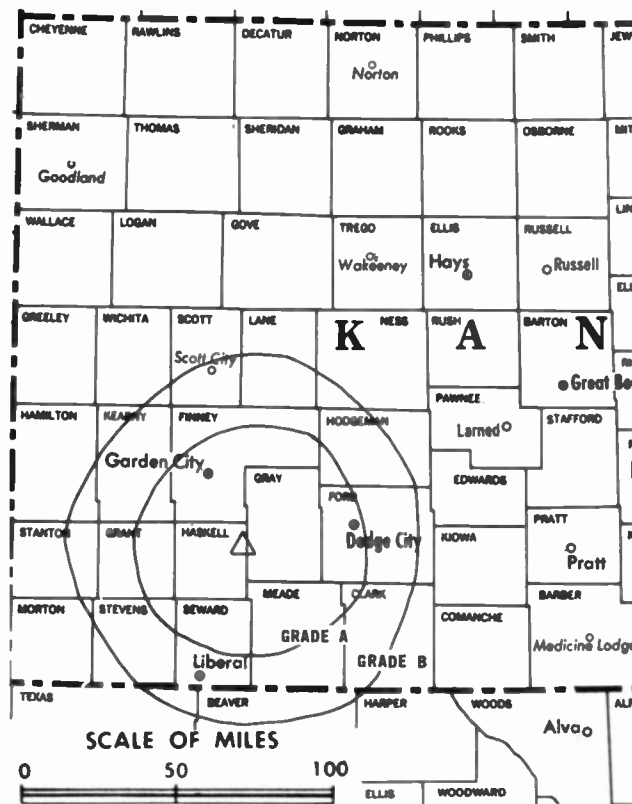
**Highest 30 Sec. Rate:** \$60.

Combination rates with KAKE-TV, Wichita, also available.

**NETWORK BASE HOURLY RATE:** Bonus to KAKE-TV, Wichita.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Grant	2,600	2,600	100
	Gray	1,800	1,800	100
	Hamilton	1,000	1,000	100
	Haskell	1,300	1,300	100
	Hodgeman	900	900	100
	Kearny	1,200	1,200	100
	Lane	1,000	1,000	100
	Meade	1,800	1,800	100
	Morton	1,200	1,200	100
Ness	1,800	1,800	100	
Scott	2,100	2,100	100	



KUPK-TV BMPCT—831216KF Granted 1/11/84

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Seward	6,500	6,400	98
	Stanton	800	800	100
	Stevens	1,700	1,600	94
	Wichita	1,100	1,100	100
	<b>OKLAHOMA</b>			
	Beaver	2,900	2,900	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Sheridan	1,300	1,300	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Gove	1,400	1,400	100
	Greeley	700	700	100
	Kiowa	1,600	1,500	94
	Pawnee	3,200	3,200	98
	<b>OKLAHOMA</b>			
Harper	1,900	1,900	100	
Texas	6,600	6,500	98	
<b>Station Totals</b>		<b>68,700</b>	<b>68,100</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>				<b>41,300</b>
<b>Average Daily Circulation (1984)</b>				<b>23,600</b>

# Kansas—Goodland

## KLOE-TV

Ch. 10

(Satellite of KAYS-TV, Hays, KS)

**Network Service:** CBS, ABC.

**Licensee:** KAYS Inc., Box 817, Hays, KS 67601.

**Studio:** S. Route 27, Goodland.

**Telephone:** 913-625-2578.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level.

Latitude 39° 28' 09"  
Longitude 101° 33' 20"

**Transmitter:** 9-mi. N of Edson.

**AM Affiliate:** KLOE, 1-kw, 730 kHz.

**News Service:** AP.

**Ownership:** Same as KAYS-TV, Hays, KS.

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

**Represented (legal):** A. L. Stein.

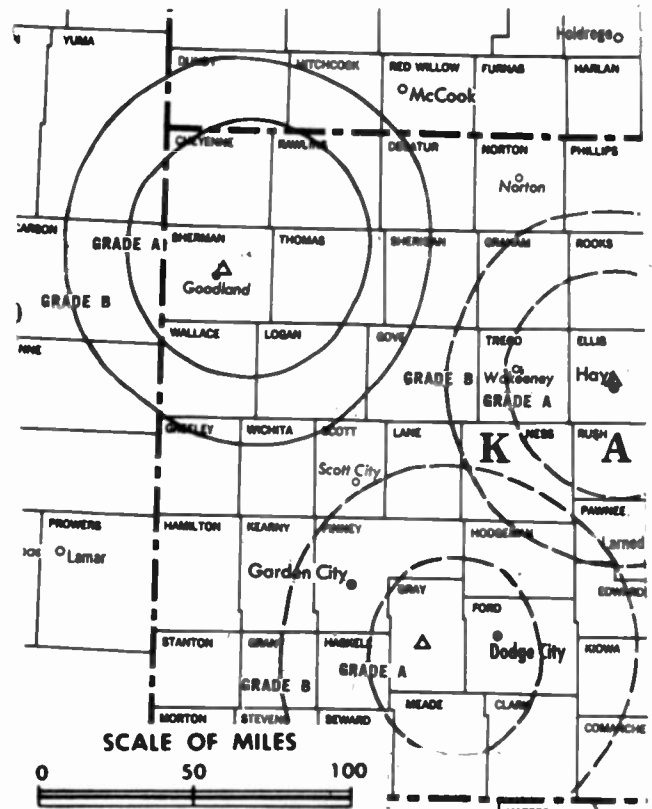
**Personnel:**

KAY MELIA, resident manager.

**Rates:** Sold in combination with KAYS-TV, Hays, KS and as part of Kansas Bcstg. System which includes KWCH-TV, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV, Hays.

**NETWORK BASE HOURLY RATE:** \$115. Combination rate with KAYS-TV, Hays: \$388.

**Arbitron Data:** Included with KAYS-TV, Hays.



KLOE-TV BPCT-5222 Granted 9/1/78

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# Kansas—Great Bend

**KSNK**

Ch. 2

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** U.S. Hwy. 281, 4-mi. N of city limits.

**Telephone:** 316-793-7868.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 17.8-kw aural. Antenna: 970-ft. above av. terrain, 1006-ft. above ground, 2875-ft. above sea level.

Latitude 38° 25' 54"  
Longitude 98° 46' 24"

**Transmitter:** U.S. Hwy. 281, 4-mi. N of city limits.

**News Services:** AP, KSN.

**Ownership:** See KSNW, Wichita, KS.

**Began Operation:** Nov. 28, 1954. Sale (with satellites KGLD, Garden City, KS and KSNK, McCook, NE) by Central Kansas Television Co. Inc. approved by FCC June 13, 1962 (**Television Digest**, Vol. 2:25). For sale to present owners, see KSNW, Wichita.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

BILL RANKER, station manager.

GARY GORE, KSN West sales manager.

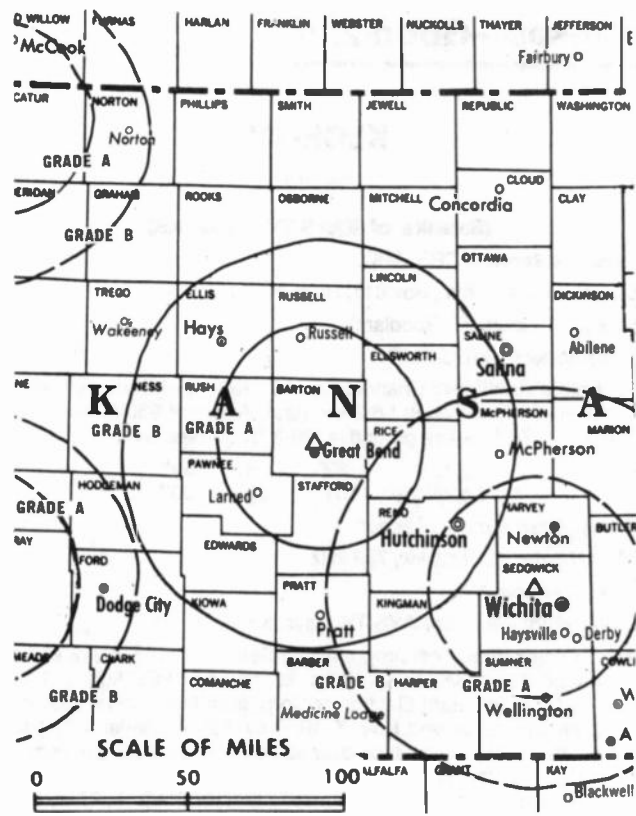
JAMES BOWERS, chief engineer.

**Rates:** Offered as bonus with KSNW, Wichita and its other satellites (Kansas State Network).

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barton	12,500	12,400	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,000	9,900	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,600	1,500	94
	Lincoln	1,700	1,700	100
	Mitchell	3,400	3,300	97
	Ness	1,800	1,800	100
	Osborne	2,400	2,300	96
	Pawnee	3,200	3,200	98
	Rooks	2,700	2,700	100
	Rush	1,700	1,700	100



KSNK BPCT-1838 Granted 3/3/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Russell	3,600	3,500	97
	Stafford	2,400	2,400	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Ottawa	2,300	2,200	96
	Rice	4,800	4,700	98
<b>Between 5-24%</b>	Trego	1,600	1,600	100
	<b>KANSAS</b>			
	Cloud	4,800	4,700	98
	Finney	9,200	9,100	99
	Ford	9,400	9,300	99
	Graham	1,500	1,500	100
	Hodgeman	900	900	100
	Lane	1,000	1,000	100
<b>Station Totals</b>	Mc Pherson	10,400	10,100	97
	Phillips	2,900	2,800	97
	Pratt	4,300	4,200	98
	Smith	2,400	2,400	100
	<b>Station Totals</b>	<b>108,100</b>	<b>106,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>53,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,500</b>	

# Kansas—Hays

## KAYS-TV

Ch. 7

(Operates satellite KLOE-TV, Goodland, KS)

**Network Service:** CBS, ABC.

**Licensee:** KAYS Inc., Box 817, Hays, KS 67601.

**Studio:** 2300 Hall St.

**Telephone:** 913-625-2578.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"  
Longitude 99° 20' 21"

**Transmitter:** 2300 Hall St.

**AM Affiliate:** KAYS, 1-kw (0.25-kw night), 1400 kHz.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Ross Beach, 50.66%; Robert E. Schmidt, v.p., 49.33%. KAYS owns KWCH-TV, Hutchinson-Wichita; KLOE-TV, Goodland KS; KVOP & KATX(FM), Plainview, TX. Beach has 60%, Schmidt 40% of KLOE Inc. which owns KLOE(AM), Goodland, KS & KCOW, Alliance, NE. Beach owns 50 2/3%, Schmidt 49 1/3% of KFEQ(AM), St. Joseph, Mo.; Beach & Schmidt own 50% each of KAHL & KELN(FM), North Platte, NE; have multiple cable interests.

**Began Operation:** Sept. 2, 1958.

**Represented (sales):** TeleRep Inc. (Kansas Bcstg. System, including KWCH-TV, Hutchinson-Wichita, KTVG; Ensign & KLOE-TV, Goodland, KS).

**Represented (legal):** A. L. Stein.

**Personnel:**

BERNARD BROWN, station manager.  
DENNIS MASSIER, director of engineering.  
GREG CRAWFORD, news director.

**Highest One Hour Rate:** \$350.

**Highest 30 Sec. Rate** (Oct. 1, 1982): \$85.

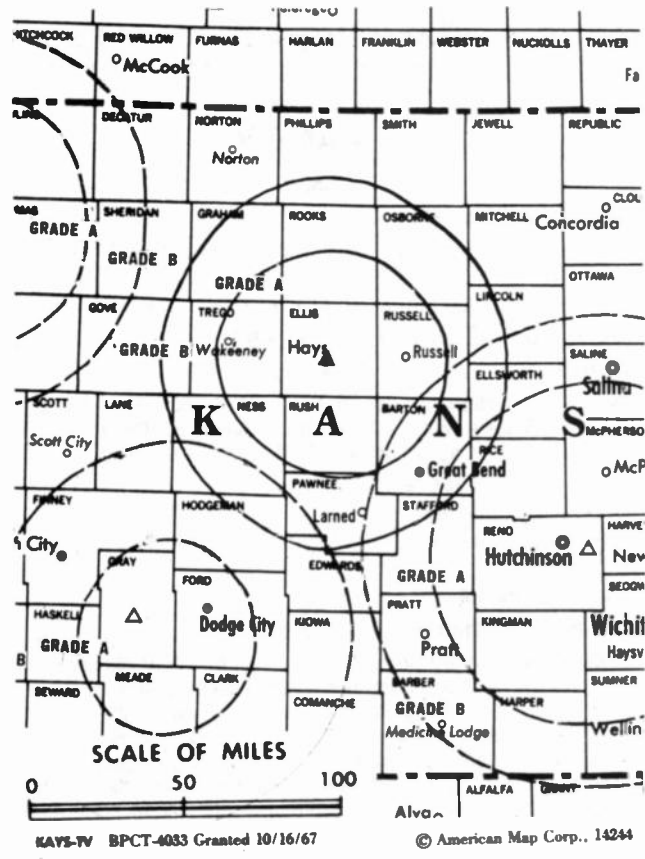
**Note:** Rates include KLOE-TV, Goodland.

**NETWORK BASE HOURLY RATE:** \$273.

**Arbitron Data:** Figures include KLOE-TV, Goodland, KS.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Kit Carson	2,900	2,700	93
	<b>KANSAS</b>			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Ellis	10,000	9,900	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Logan	1,400	1,400	100
	Ness	1,800	1,800	100
	Norton	2,700	2,600	96
	Osborne	2,400	2,300	96
	Pawnee	3,200	3,200	98
	Phillips	2,900	2,800	97
	Rawlins	1,600	1,600	100
	Rooks	2,700	2,700	100
	Rush	1,700	1,700	100
	Russell	3,600	3,500	97
	Sheridan	1,300	1,300	100
	Sherman	3,000	3,000	100
Smith	2,400	2,400	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Thomas	3,200	3,100	97
	Trego	1,600	1,600	100
	Wallace	700	700	100
	Wichita	1,100	1,100	100
	<b>NEBRASKA</b>			
	Chase	2,000	2,000	100
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Cheyenne	800	800	100
	Yuma	4,000	3,800	95
<b>KANSAS</b>	Barton	12,500	12,400	99
	Lane	1,000	1,000	100
	Lincoln	1,700	1,700	100
	Mitchell	3,400	3,300	97
	<b>NEBRASKA</b>			
	Hayes	500	500	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Cloud	4,800	4,700	98
	Edwards	1,700	1,700	100
	Hodgeman	900	900	100
	Scott	2,100	2,100	100
<b>NEBRASKA</b>				
	Perkins	1,400	1,400	100
<b>Station Totals</b>		<b>96,600</b>	<b>95,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>58,600</b>
<b>Average Daily Circulation (1984)</b>				<b>37,500</b>

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# Kansas—Pittsburg-Joplin, Missouri

## KOAM-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Mid-Continent Telecasting Inc., Box 659, Pittsburg, KS 66762.

**Studio:** Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg.

**Mailing Address:** Box 659, Pittsburg, KS 66762.

**Telephone:** 316-231-0400. **TWX:** 910-740-1392.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

Latitude 37° 13' 15"  
Longitude 94° 42' 25"

**Transmitter:** Intersection of U.S. 69 & Lawton Rd., 11-mi. S of Pittsburg, KS.

**News Service:** UPI.

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

**Ownership:** Pittsburg Bcstg. Co., 33.33%; Mrs. E. V. Baxter, Donald C. Widner, Robert H. Widner & City National Bank of Pittsburg, Trustees, 33%; Lang Rogers, 16.73%; Fred Hughes, 16.73%. **Officers:** Francis Baxter, chmn.; Lester L. Cox, pres.; Bill Bengtson, v.p. & gen. mgr.; Mildred Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. E. V. Baxter estate owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Mildred Cox, 12.5%. Mildred Cox also is part owner of KCIJ(AM), Shreveport, LA. **Note:** Sale pends.

**Began Operation:** Dec. 5, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

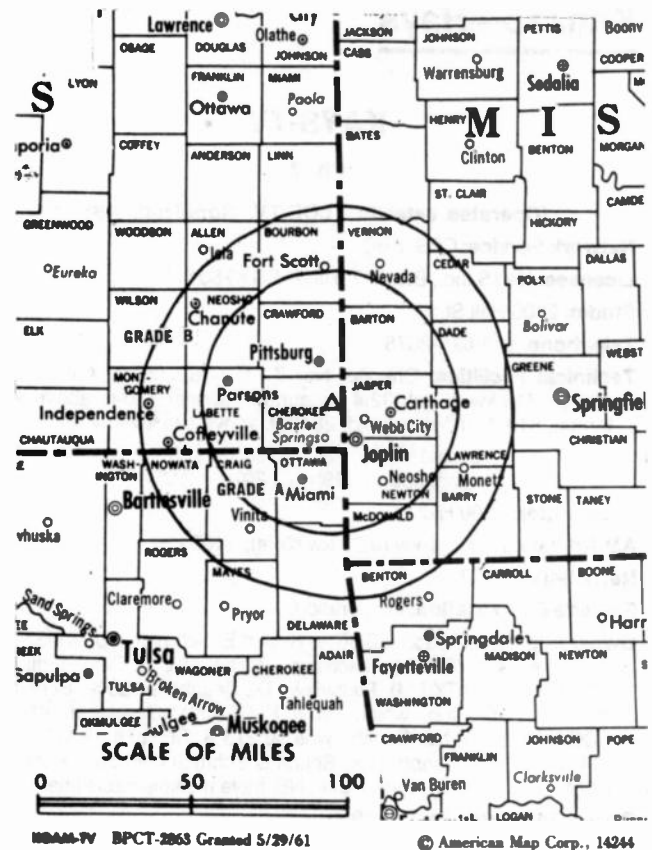
BILL BENGTSON, v.p., general manager & film buyer.  
LOUIS R. MARTIN, v.p., programming & operations.  
BILL WARD, sales manager.  
JACK LAWRENCE, chief engineer.

**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	32,600	31,900	98
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,800	6,700	99
	Cherokee	8,800	8,700	99
	Crawford	15,800	15,600	99
	Labette	10,000	9,800	98
	Montgomery	17,200	16,900	98
	Neosho	7,300	7,200	99
Wilson	4,900	4,800	98	
Woodson	1,800	1,800	97	
<b>MISSOURI</b>				
Barton	4,800	4,700	98	
Cedar	5,100	5,000	98	
Jasper	35,000	34,500	99	
Lawrence	11,400	11,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Mc Donald	5,900	5,800	98	
	Newton	16,100	15,900	99	
	Vernon	7,700	7,500	97	
<b>OKLAHOMA</b>					
	Craig	5,500	5,400	98	
	Delaware	9,800	9,500	97	
	Ottawa	12,800	12,700	99	
<b>KANSAS</b>					
<b>Between 25-49%</b>	Anderson	3,300	3,200	97	
	Coffey	3,900	3,800	97	
	Elk	1,700	1,700	100	
<b>MISSOURI</b>					
	Barry	9,900	9,700	98	
	Bates	6,100	6,000	98	
	Dade	3,200	3,100	97	
	St Clair	3,400	3,300	97	
<b>ARKANSAS</b>					
<b>Between 5-24%</b>	Washington	39,200	38,300	98	
	<b>KANSAS</b>				
	Chautauqua	2,300	2,300	100	
	Greenwood	3,800	3,700	97	
	Linn	3,400	3,300	97	
<b>OKLAHOMA</b>					
	Mayes	13,000	12,800	98	
	Nowata	4,700	4,600	99	
<b>Station Totals</b>		<b>323,500</b>	<b>317,600</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>		<b>204,900</b>			
<b>Average Daily Circulation (1984)</b>		<b>132,500</b>			

# Kansas—Topeka

**KLDH**

**Ch. 49**

**Network Service:** ABC.

**Licensee:** Mid-America Bcstg. of Topeka Inc., Box 217, Thayer, KS 66776.

**Studio:** 101 S.E. Monroe, Topeka, KS 66603.

**Mailing Address:** Box 2229, Topeka, KS 66601.

**Telephone:** 913-234-4949.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 3475-kw max. & 1042-kw horizontal visual, 347.5-kw max. & 104-kw horizontal aural. Antenna: 1476-ft. above av. terrain, 1439-ft. above ground, 2549-ft. above sea level.

Latitude 39° 01' 34"  
Longitude 95° 54' 58"

**Transmitter:** 2280 W. Union Rd., Dover.

**News Services:** UPI, ABC.

**Satellite Earth Station:** Scientific Atlanta.

**Ownership:** Larry D. Hudson, pres., 43%; Dean M. Coe, v.p.; Larry P. Thompson, secy.-treas.; Larry Hudson, Trustee for Coe, Thompson & Earley, 41.5%; Cale W. Hudson, 21%; Teri L. Tharp, 1%. Principals own Mid-America Bcstg. Inc., applicant for Ch. 15, Omaha, NE. The Hudsons are multiple cable system operators & L. Hudson owns 90% of WINT-TV, Crossville, TN.

**Began Operation:** June 20, 1983.

**Represented (sales):** Seltel.

**Represented (legal):** Leo George & Associates.

**Represented (engineering):** Stanley Lapin Consultants.

**Personnel:**

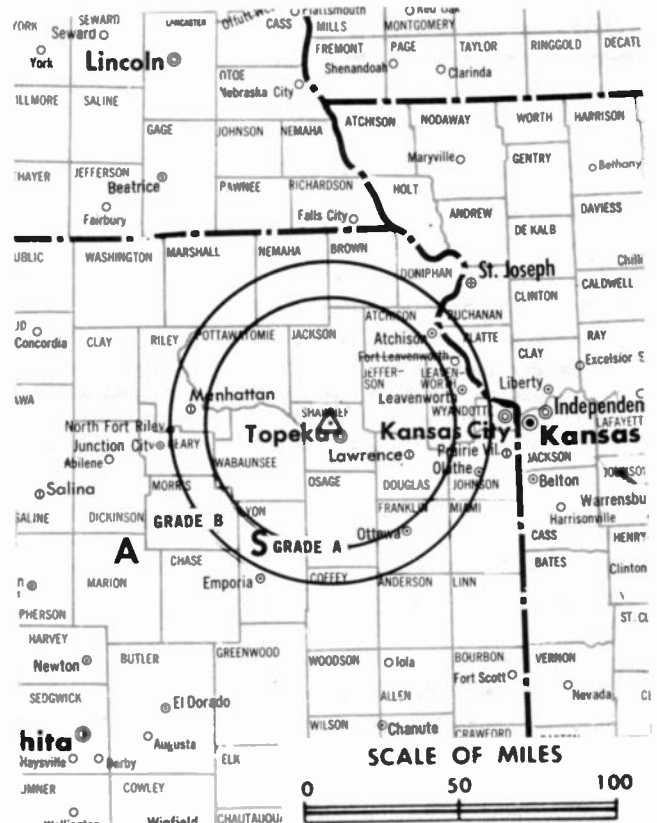
JAMES THOMPSON, general manager.

JOHN L. COLYER JR., general sales manager.

**Highest 30 Sec. Rate** (July 9, 1984): \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b> Pottawatomie	6,000	5,900	98
	Wabaunsee	2,600	2,500	96
<b>Between 25-49%</b>	<b>KANSAS</b> Coffey	3,900	3,800	97
	Jefferson	5,700	5,600	98
	Lyon	13,900	13,600	98
	Osage	6,000	5,900	98
	Shawnee	61,500	60,800	99



KLDH BMPCT-830111KG Granted 1/28/83

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**For Group Ownership of TV Stations, consult Index**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KANSAS</b> Atchison	6,500	6,400	98
	Brown	5,000	4,900	98
	Clay	4,100	4,000	98
	Dickinson	8,000	7,900	99
	Douglas	25,800	25,300	98
	Franklin	8,700	8,600	99
	Geary	10,300	10,200	99
	Jackson	4,500	4,400	98
	Marshall	5,200	5,100	98
	Morris	2,600	2,500	96
Nemaha	4,100	4,000	98	
Riley	20,700	20,300	98	
<b>Station Totals</b>		<b>205,100</b>	<b>201,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>50,400</b>
<b>Average Daily Circulation (1984)</b>				<b>23,500</b>

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# Kansas—Topeka

**KSNT**

**Ch. 27**

**Network Service:** NBC.

**Licensee:** Topeka Television Inc.

**Studio:** 6835 Northwest U.S. Hwy. 24.

**Mailing Address:** Box 2700, Topeka, KS 66601.

**Telephone:** 913-582-4000. **TWX:** 910-749-6600.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1094-kw max. & 912-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1047-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 39° 05' 33.5"  
Longitude 95° 47' 04.1"

**Transmitter:** 6835 Northwest U.S. Hwy. 24.

**News Services:** AP, KSN.

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

**Ownership:** See KUTV, Salt Lake City, UT.

**Began Operation:** Dec. 28, 1967.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

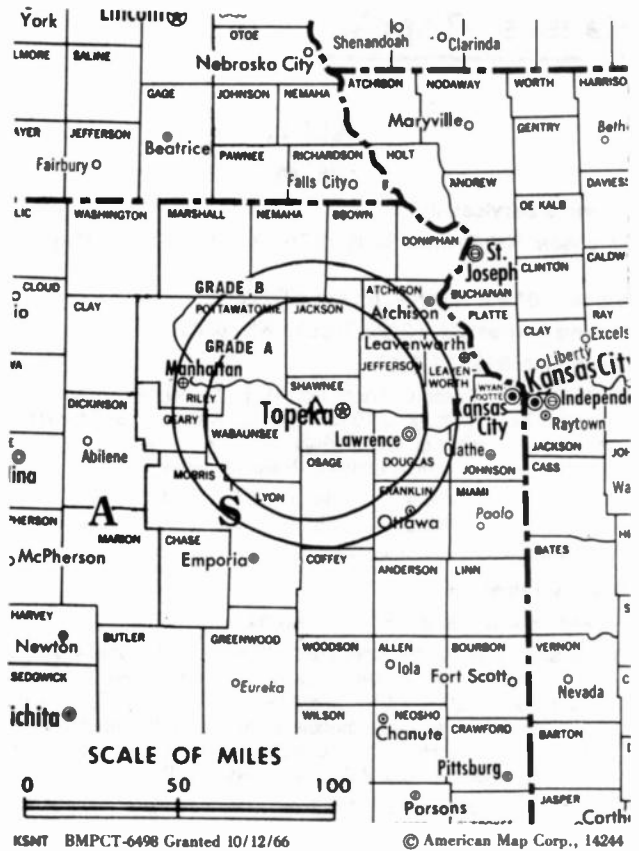
- DAVID ROBERSON, general station manager.
- HERBERT L. BROWN, general sales manager.
- RAY HUNT, local/regional sales manager.
- GENE FLORO, creative services manager.
- DOUG RETHERFORD, director of news.
- RICHARD PEXTON, director of engineering.

**Highest 30 Sec. Rate** (April 1, 1982): \$230.

**NETWORK BASE HOURLY RATE:** \$554.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>KANSAS</b>				
	Brown	5,000	4,900	98
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Coffey	3,900	3,800	97
	Geary	10,300	10,200	99
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Lyon	13,900	13,600	98
	Marshall	5,200	5,100	98
	Nemaha	4,100	4,000	98
	Osage	6,000	5,900	98
	Pottawatomie	6,000	5,900	98
	Riley	20,700	20,300	98
	Shawnee	61,500	60,800	99
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,800	97
<b>Between 25-49%</b>				
<b>KANSAS</b>				
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
	Chase	1,300	1,300	100
	Dickinson	8,000	7,900	99
	Douglas	25,800	25,300	98
	Franklin	8,700	8,600	99
	Greenwood	3,800	3,700	97
	Morris	2,600	2,500	96
<b>Between 5-24%</b>				
<b>KANSAS</b>				
	Doniphan	3,400	3,300	97
	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Washington	3,300	3,200	97
	Wyandotte	63,600	62,900	99
<b>MISSOURI</b>				
	Bates	6,100	6,000	98
	Buchanan	33,500	33,000	99
	St Clair	3,400	3,300	97
<b>Station Totals</b>		<b>459,500</b>	<b>453,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>175,300</b>
<b>Average Daily Circulation (1984)</b>				<b>89,500</b>

**CONNECTIONS**  
**The World Communications Report**  
 Published by The Economist & Television Digest  
 Call 202/872-9200 for more information

# Kansas—Topeka

## WIBW-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Stauffer Communications Inc., Box 119, Topeka KS 66601.

**Studio:** 5600 W. Sixth St., Topeka.

**Mailing Address:** Box 119, Topeka, KS 66601.

**Telephone:** 913-272-3456. **TWX:** 910-744-6709.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.5"  
Longitude 96° 02' 57.5"

**Transmitter:** 18-mi. W of Topeka & 5.5-mi. S of Maple Hill, KS.

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

**FM Affiliate:** WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

**News Services:** AP, UPI, CNN.

**Satellite Earth Stations:** Microdyne, 7-meter; Simulsat, 5-meter.

**Ownership:** Stauffer Communications Inc. Stanley H. Stauffer, pres. Stauffer also owns KCOY-TV, Santa Maria, CA; publishes **Topeka Daily Capital and State Journal**; owns KRNT & KRNQ(FM), Des Moines, IA; KGNC-AM-FM, Amarillo, TX; KGFF(AM), Shawnee, OK. For other Stauffer newspapers, see Newspaper Ownership of TV Stations.

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

**Represented (sales):** Blair Television.

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

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

JERRY HOLLEY, vice president, broadcasting.  
GEORGE LOGAN, general manager.  
VINCE FRYE, general sales manager.  
PAUL WINDERS, director of engineering.  
CARLOS FERNANDEZ, program director.  
KELLY LENZ, farm director.  
RON PARADIS, sports director.  
JAMES HOLLIS, news director.  
LARRY SLAWSON, creative director.  
BEVERLY ANDERSON, business manager.  
BILL CONLY, promotion manager.

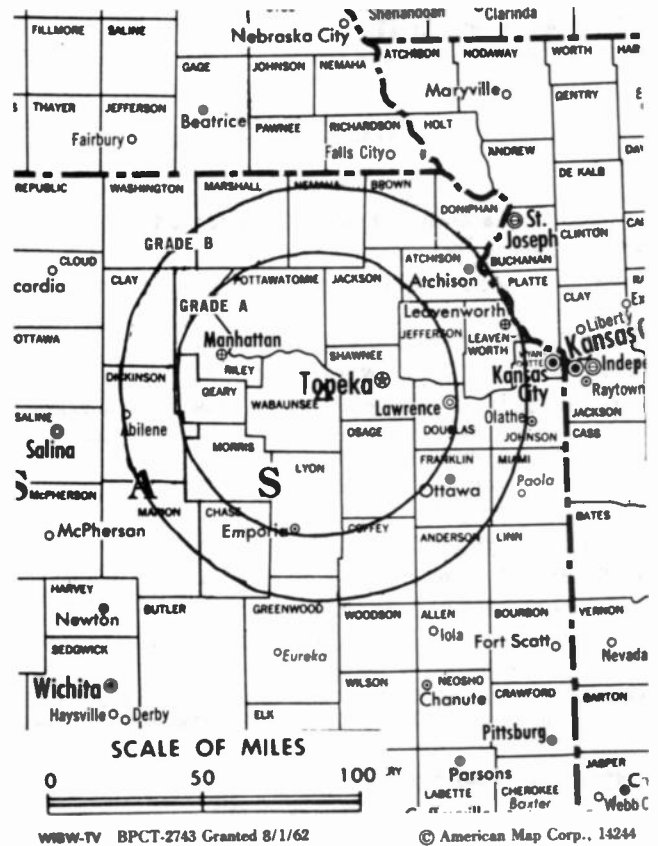
**Highest One Hour Rate:** \$1150.

**Highest 30 Sec. Rate:** (July 5, 1984) \$450.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Brown	5,000	4,900	98
	Chase	1,300	1,300	100
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Coffey	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Franklin	8,700	8,600	99
	Geary	10,300	10,200	99
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Lyon	13,900	13,600	98
	Marshall	5,200	5,100	98
	Morris	2,600	2,500	96
	Nemaha	4,100	4,000	98
	Osage	6,000	5,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pottawatomie	6,000	5,900	98
	Riley	20,700	20,300	98
	Shawnee	61,500	60,800	99
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,800	97

<b>KANSAS</b>				
<b>Between 25-49%</b>	Allen	6,300	6,200	98
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Douglas	25,800	25,300	98
	Greenwood	3,800	3,700	97
	Mitchell	3,400	3,300	97
	Ottawa	2,300	2,200	96
	Republic	3,100	3,000	97
	Washington	3,300	3,200	97
	Wilson	4,900	4,800	98

<b>KANSAS</b>				
<b>Between 5-24%</b>	Barton	12,500	12,400	99
	Doniphan	3,400	3,300	97
	Johnson	108,100	107,500	99
	Labette	10,000	9,800	98
	Leavenworth	18,000	17,800	99
	Miami	8,100	8,000	99
	Montgomery	17,200	16,900	98
Neosho	7,300	7,200	99	
Wyandotte	63,600	62,900	99	

<b>MISSOURI</b>				
Andrew	5,300	5,200	98	
Bates	6,100	6,000	98	
Buchanan	33,500	33,000	99	
Henry	7,900	7,700	97	

<b>NEBRASKA</b>				
Gage	9,200	9,100	99	
Nemaha	3,200	3,100	97	
Pawnee	1,600	1,600	100	
Richardson	4,500	4,400	98	

<b>Station Totals</b>	<b>562,900</b>	<b>555,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>218,300</b>	
<b>Average Daily Circulation (1984)</b>		<b>129,900</b>	



# Kansas—Wichita

## KAKE-TV

Ch. 10

(Operates satellite KUPK-TV, Garden City, KS)

**Network Service:** ABC.

**Licensee:** Chronicle Bcstg. Co., 1001 Van Ness Ave., San Francisco, CA 94109.

**Studio:** 1500 North West St., Box 10, Wichita, KS 67201.

**Telephone:** 316-943-4221. **TWX:** 316-554-9452.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 44.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 54"  
Longitude 97° 31' 10"

**Transmitter:** W. 53rd St.

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

**News Services:** AP, UPI, NIWS, LPN.

**Ownership:** Chronicle Broadcasting Co., 100%. For other interests, see KRON-TV, San Francisco, CA.

**Began Operation:** Oct. 19, 1954. Sale to present owner by KAKE-TV & Radio approved by FCC Jan. 21, 1980 (*Television Digest*, Vol. 19:14).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

ROBERT DALTON, president & general manager.  
RONALD LOEWEN, vice president & station manager.  
BILL KATSAFANAS, general sales manager.  
ROBERT COHEN, executive news director.  
JACQUE GEGEN, program manager.  
CINDY MARTIN, creative services director.  
MARLENE HARRIS, public affairs director.  
DALE MORRELL, chief engineer.  
DON GOLLEDGE, production manager.  
TOM McBROOM, comptroller.  
ARNOLD WEDEL, business manager.  
VICKI HECKMAN, traffic director.

**Highest One Hour Rate:** \$1000.

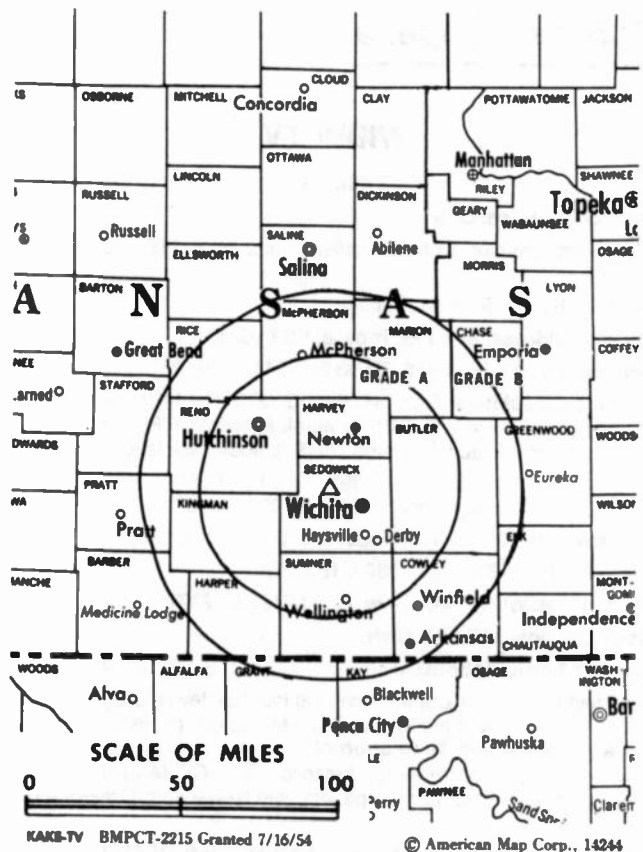
**Highest 30 Sec. Rate** (July, 1984): \$3000.

**NETWORK BASE HOURLY RATE:** \$1050.

**Arbitron Data:** Figures do not include KUPK-TV, Garden City, KS.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	Barton	12,500	12,400	99
	Butler	17,400	17,200	99
	Chase	1,300	1,300	100
	Comanche	1,000	1,000	100
	Cowley	14,800	14,600	99
	Dickinson	8,000	7,900	99
	Elk	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,800	3,700	97
	Harper	3,300	3,200	97
	Harvey	11,500	11,300	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,500	94
Mc Pherson	10,400	10,100	97	



KAKE-TV BMPCT-2215 Granted 7/16/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,800	4,700	98
	Saline	19,500	19,200	98
	Sedgwick	146,800	145,400	99
	Stafford	2,400	2,400	100
	Sumner	9,700	9,600	99
	Trego	1,600	1,600	100
	<b>Between 25-49%</b>	<b>KANSAS</b>		
Ellis		10,000	9,900	99
Lincoln		1,700	1,700	100
Lyon		13,900	13,600	98
Morris		2,600	2,500	96
Pawnee		3,200	3,200	98
Woodson		1,800	1,800	97
<b>OKLAHOMA</b>	Kay	20,300	20,100	99
	Woods	4,300	4,200	98
	<b>Between 5-24%</b>	<b>KANSAS</b>		
Chautauqua		2,300	2,300	100
Clay		4,100	4,000	98
Edwards		1,700	1,700	100
Ford		9,400	9,300	99
Ottawa		2,300	2,200	96
Riley		20,700	20,300	98
Russell		3,600	3,500	97
Wilson		4,900	4,800	98
<b>OKLAHOMA</b>				
Alfalfa	2,900	2,900	98	
Garfield	25,700	25,500	99	
Grant	2,700	2,700	100	
<b>Station Totals</b>		<b>454,600</b>	<b>448,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>307,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>194,900</b>	

# Kansas—Wichita

## KSNW

Ch. 3

(Operates KSN Inc., including satellites KSNK, Great Bend, KS; KSNL, Garden City, KS & KSNK, McCook, NE-Oberlin, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** 833 N. Main St., Wichita, KS 67203.

**Mailing Address:** Box 333, Wichita, KS 67201.

**Telephone:** 316-265-5631. TWX: 910-741-6976.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

Latitude 37° 46' 37"

Longitude 97° 31' 01"

**Transmitter:** Colwich, KS.

**News Services:** AP, UPI, NBC, KSN.

**Satellite Earth Stations:** Transmit, Sat-Com, 9.2-meter; receive, Scientific-Atlanta, 4.6-meter.

**Ownership:** Standard Corporation, see KUTV, Salt Lake City, UT. KSN Inc. owns KSNK, Great Bend, KS; KSNL, Garden City, KS; KSNK, McCook, NE-Oberlin, KS & KSNF, Joplin, MO.

**Began Operation:** Sept. 1, 1955. Sale to present owner approved by FCC Dec. 30, 1980 (*Television Digest*, Vol. 19:35, 48).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

GEORGE C. HATCH, chairman of the board.  
 JAY GLASMANN, president.  
 ROBERT C. WADDILL, exec. vice president & general manager.  
 STEVE GLASMANN, vice president, finance.  
 JOE YOUNG, vice president, director of sales.  
 WILLIAM SIKES, director of programming.  
 JACK McKAIN, director of engineering.  
 DON HOGG, chief engineer.  
 WILLIAM ANDREWS, promotion manager.  
 PATRICK O'DONNELL, executive news director.  
 ARLIN STEVENS, news director.  
 DEAN DODSON, production manager.

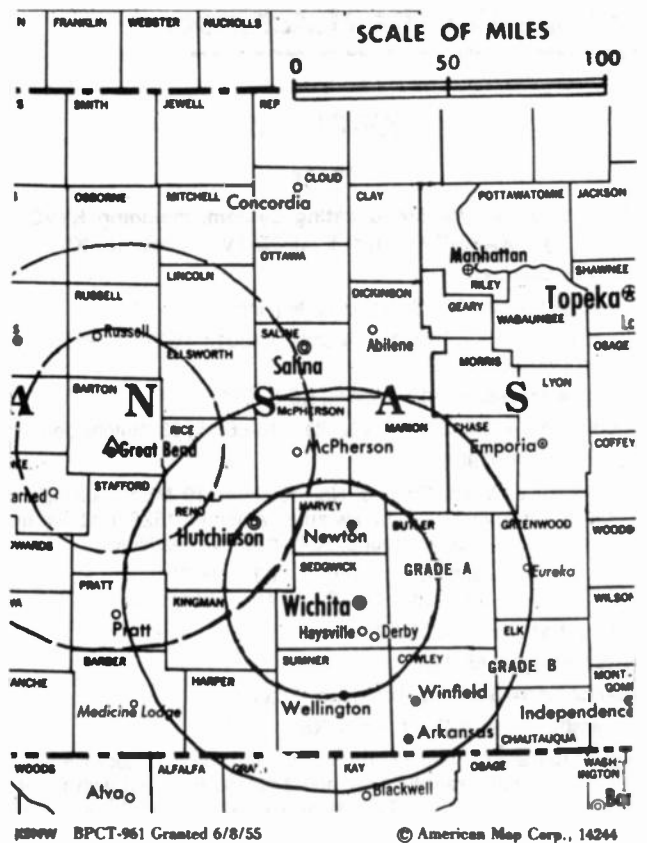
**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$4000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
<b>50% &amp; Over</b>	Barber	2,600	2,500	96
	Butler	17,400	17,200	99
	Chase	1,300	1,300	100
	Cowley	14,800	14,600	99
	Greenwood	3,800	3,700	97
	Harper	3,300	3,200	97
	Harvey	11,500	11,300	98
	Kingman	3,400	3,400	100
	Mc Pherson	10,400	10,100	97
	Marion	5,200	5,100	98
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,800	4,700	98
	Saline	19,500	19,200	98
	Sedgwick	146,800	145,400	99
Sumner	9,700	9,600	99	

<b>Between 25-49%</b>	<b>KANSAS</b> Dickinson	8,000	7,900	99
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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Elk	1,700	1,700	100
	Kiowa	1,600	1,500	94
	Lyon	13,900	13,600	98
<b>OKLAHOMA</b>				
	Grant	2,700	2,700	100
	Kay	20,300	20,100	99
	Woods	4,300	4,200	98
<b>KANSAS</b>				
<b>Between 5-24%</b>	Barton	12,500	12,400	99
	Chautauqua	2,300	2,300	100
	Clay	4,100	4,000	98
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Lincoln	1,700	1,700	100
	Morris	2,600	2,500	96
	Ottawa	2,300	2,200	96
	Pawnee	3,200	3,200	98
	Stafford	2,400	2,400	100
<b>OKLAHOMA</b>				
	Alfalfa	2,900	2,900	98

<b>Station Totals</b>	<b>376,900</b>	<b>372,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>	<b>264,000</b>		
<b>Average Daily Circulation (1984)</b>	<b>160,000</b>		

## BLACKBURN & COMPANY, INC.

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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Kansas-Wichita-Hutchinson

## KWCH-TV

Ch. 12

(Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, KS)

Network Service: CBS.

Licensee: Kansas Broadcasting System Inc.

Studios: 2815 E. 37th N., Wichita 67201; 1800 N. Plum St., Hutchinson, KS 67501.

Mailing Address: Box 12, Wichita, KS 67201.

Telephones: 316-838-1212, Wichita; 316-665-5503, Hutchinson.

TWX: 910-741-6998.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1522-ft. above av. terrain, 1504-ft. above ground, 3049-ft. above sea level.

Latitude 38° 03' 16.5"

Longitude 97° 46' 40.5"

Transmitter: 9-mi. E of Hutchinson.

News Services: AP, UPI.

Satellite Earth Station: Microdyne; 7-meter.

Ownership: See KAYS-TV, Hays, KS.

Began Operation: June 22, 1953; Oct. 19, 1955 FCC approved sale of 80% to **Minneapolis Star and Tribune** (Cowles) with former owners retaining 20% (**Television Digest**, Vol. 11:28, 43). Sale to present owners by Minneapolis Star and Tribune approved by FCC Nov. 24, 1982.

Represented (sales): TeleRep Inc.

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

### Personnel:

RON BERGAMO, vice president & general manager.  
 JOHN MILEHAM, vice president, administration.  
 STEVE MERRIN, general sales manager.  
 BOB GRISSOM, local sales manager.  
 JULIUS EFFLANDT, dir. of programming & operations.  
 ROBERT L. FULKERSON, director of engineering.  
 JAY ZACHARIAS, chief engineer.  
 JENNIFER ISENHOWER, promotion & public service manager.  
 SHARON MCKITTRICK, EDP manager.

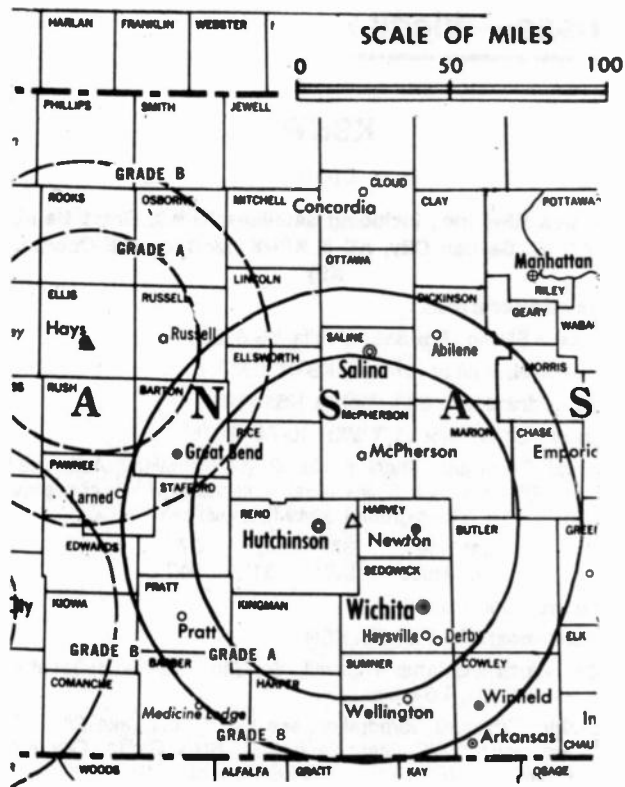
Highest One Hour Rate: \$6000.

Highest 30 Sec. Rate: (July 6, 1984) \$1800.

NETWORK BASE HOURLY RATE: \$810.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

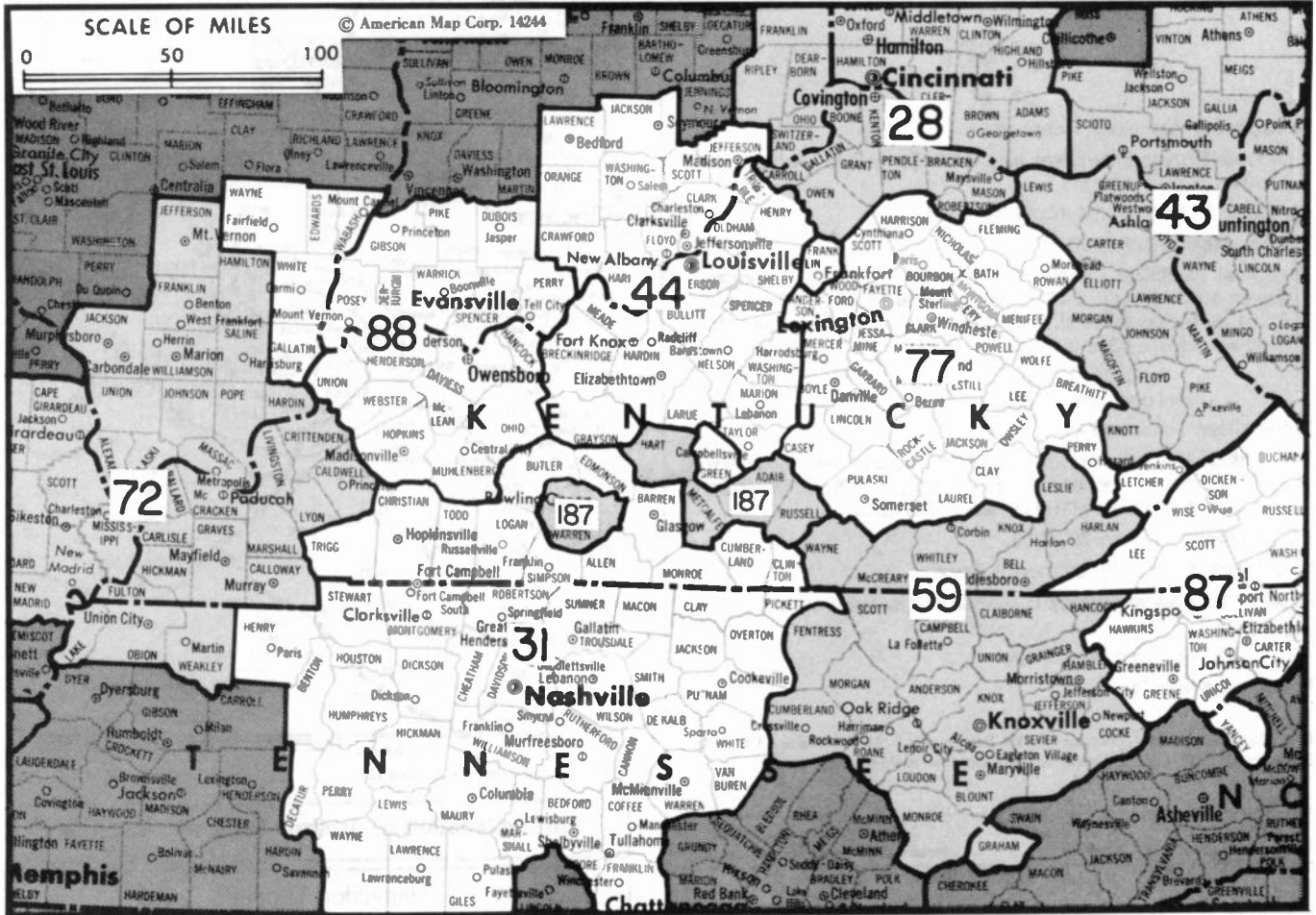
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	Barton	12,500	12,400	99
	Butler	17,400	17,200	99
	Chase	1,300	1,300	100
	Cowley	14,800	14,600	99
	Dickinson	8,000	7,900	99
	Edwards	1,700	1,700	100
	Ellsworth	2,900	2,800	97
	Greenwood	3,800	3,700	97
	Harper	3,300	3,200	97
	Harvey	11,500	11,300	98
	Kingman	3,400	3,400	100
	Kiowa	1,600	1,500	94
	Lincoln	1,700	1,700	100
	McPherson	10,400	10,100	97
	Marion	5,200	5,100	98



KWCH-TV BPCT-2884 Granted 6/29/83

© American Map Corp., No. 14244.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ottawa	2,300	2,200	96
	Pratt	4,300	4,200	98
	Reno	26,000	25,700	99
	Rice	4,800	4,700	98
	Saline	19,500	19,200	98
	Sedgwick	146,800	145,400	99
	Sumner	2,400	2,400	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Comanche	1,000	1,000	100
	Elk	1,700	1,700	100
	Lyon	13,900	13,600	98
	Mitchell	3,400	3,300	97
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Clark	1,000	1,000	100
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Gove	1,400	1,400	100
	Meade	1,800	1,800	100
	Pawnee	3,200	3,200	98
	Republic	3,100	3,000	97
	Russell	3,600	3,500	97
	Smith	2,400	2,400	100
	Trego	1,600	1,600	100
	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Grant	2,700	2,700	100
Harper	1,900	1,900	100	
Kay	20,300	20,100	99	
Woods	4,300	4,200	98	
<b>Station Totals</b>		<b>399,600</b>	<b>394,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>288,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>172,200</b>	



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

- KFVS-TV & KBSI, Paducah**--See Cape Girardeau, MO
- WSIL-TV, Paducah**--See Harrisburg, IL
- WTCT, Paducah**--See Marion, IL
- WXIX-TV, Newport**--See Cincinnati, OH

**Kentucky Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	4	9	13
Educational Television Stations	0	16	16
			29

**INSTANT FACTBOOK**  
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Market	Arbitron ADI TV Households	Rank
Cincinnati, OH	692,800	28
Nashville, TN	646,100	31
Charleston-Huntington, WV	528,400	43
Louisville, KY	509,600	44
Knoxville, TN	410,500	59
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	331,200	72
Lexington, KY	302,900	77
Bristol, VA-Kingsport-Johnson City, TN	267,200	87
Evansville, IN	258,500	88
Bowling Green, KY	50,600	187

Market Area Commercial TV Stations
WBTV (64), WCPO-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
WCAY-TV (30), WFYZ (39), WKRN-TV (2), WSMV (4), WTVF (5), WZTV (17)
WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (23)
WAVE-TV (3), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
WATE-TV (6), WBIR-TV (10), WINT-TV (55), WKCH-TV (43), WTVK (26)
KFVS-TV (12), KPOB-TV (15), WCEE (13), WPSD-TV (6), WSIL-TV (3), WTCT (27)
WKYH-TV (57), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36)
WCYB-TV (5), WJHL-TV (11), WKPT-TV (19)
WEHT (25), WEVV (44), WFIE-TV (14), WTVW (7)
WBKO (13)

# Kentucky—Ashland

**WTSF**

**Ch. 61**

**Network Service:** None, independent.

**Licensee:** Sturvan Enterprises Inc., 2430 Carter Ave., Ashland, KY 41101.

**Studio:** 3100 Bath Ave., Ashland, KY 41101.

**Telephone:** 606-329-2700.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 1963-kw max. & 1610-kw horizontal visual, 196.3-kw max. & 161-kw horizontal aural. Antenna: 631-ft. above av. terrain, 509-ft. above ground, 1352-ft. above sea level.

Latitude 38° 25' 11"  
Longitude 82° 24' 06"

**Transmitter:** Columbia Pkwy., Ashland.

**Ownership:** Ralph Sturgill, pres., 37.5%; Claude Messinger, v.p., 12.65%; Robert Vanhoose Sr., secy.-treas., 37.5%; G. O. McClelland, 3.61%; 9 others with less than 2.06% each.

**Began Operation:** April 30, 1983.

**Represented (legal):** Southmayd & Powell.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

DARIO SHOFF, general manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Boyd	20,900	20,800	100
	Greenup	13,700	13,600	99
<b>Station Totals</b>		<b>34,600</b>	<b>34,400</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>10,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,600</b>	



For Explanation of Arbitron Data, see page 14

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# Kentucky—Beattyville

## WLJC-TV

Ch. 65

**Network Service:** None, independent.

**Grantee:** Hour of Harvest Inc., c/o Rev. Forest Drake, Station WLJC(FM), Beattyville, KY 41311.

**Studio:** Rte. 11, Beattyville, KY 41311.

**Telephone:** 606-464-8672.

**Technical Facilities:** Channel No. 65 (776-782 MHz). Authorized power: 93.1-kw max. visual, 9.31-kw max. aural. Antenna: 422-ft. above av. terrain, 325-ft. above ground, 1393-ft. above sea level.

Latitude 37° 36' 24"  
Longitude 83° 41' 13"

**Transmitter:** 2.4-mi. N on Route 11, Beattyville.

Holds CP for change to 801.67-kw max. visual, 80.16-kw aural, 752-ft. above av. terrain, 621-ft. above ground, 1721-ft above sea level, lat. 37° 36' 23", long. 83° 41' 16"; transmitter to highway 11, 2.4-mi. N. of Beattyville.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** Non-stock corp. Forest Drake, pres.; William Martin, v.p.; Margaret Drake, secy.-treas. F. Drake is licensee of WLJC(FM), Beattyville, KY.

**Began Operation:** Oct. 18, 1982.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** E. Harold Munn Jr. & Associates.

**Personnel:**

FOREST DRAKE, president & general manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$7.20.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
Between 25-49%	Lee	2,900	2,800	96
	Wolfe	2,400	2,300	96
<b>KENTUCKY</b>				
Between 5-24%	Jackson	4,300	4,200	97
	Powell	3,800	3,700	97
<b>Station Totals</b>		<b>13,400</b>	<b>13,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,300</b>	



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# Kentucky—Bowling Green

**WBKO**

Ch. 13

**Network Service:** ABC.

**Licensee:** Bluegrass Television Inc., Box 1198, Bowling Green 42101.

**Studio:** 537 E. 10th St., Box 1198, Bowling Green, KY 42101.

**Telephones:** 502-781-1313, studio; 502-777-3030, transmitter.

**TWX:** 810-531-3667.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

Latitude 37° 03' 52"  
Longitude 86° 26' 07"

**Transmitter:** Off State Hwy. 185, 5-mi. NE of Bowling Green, KY.

**News Service:** AP.

**Ownership:** A. Richard Benedek, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 3, 1962. Sale to present owner by Bluegrass Media Inc. approved by FCC Feb. 14, 1983. Sale to Bluegrass by Professional Telecasting Systems approved July 14, 1976. Previous sale by Argus Bcstg. Co. (George A. Brown Jr., et al.) approved by FCC June 11, 1970.

**Represented (sales):** Katz Television.

**Represented (legal):** Crowell & Moring.

**Personnel:**

CLYDE G. PAYNE, vice president & general manager.  
RICK DUBOSE, local sales manager.  
DAVID L. CHUMLEY, director of engineering.  
GENE PRATHER, operations manager.  
JOANNE RYAN, production manager.  
ROY BRASSFIELD, news director.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Allen	5,600	5,500	98
	Barren	13,100	13,000	99
	Butler	4,000	3,900	97
	Clinton	3,400	3,300	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Grayson	7,800	7,700	99
	Green	4,000	3,900	98
	Hart	5,800	5,700	98
	Logan	9,100	9,000	99
	Metcalfe	3,600	3,500	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,600	11,500	99
	Ohio	8,000	7,900	99
	Russell	5,600	5,500	98



WBKO BPCT-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Simpson	5,500	5,400	98
	Warren	27,300	27,000	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Mc Lean	3,700	3,700	100
	Wayne	6,400	6,200	97
	<b>TENNESSEE</b>			
	Clay	3,000	2,900	97
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Christian	21,000	20,800	99
	Hancock	2,800	2,800	100
	Hardin	27,100	26,900	99
	Hopkins	17,800	17,600	99
	Taylor	8,500	8,400	99
	Todd	4,400	4,300	99
	<b>TENNESSEE</b>			
	Fentress	5,500	5,400	98
	Macon	6,300	6,200	98
Montgomery	30,400	30,200	99	
Overton	6,400	6,300	98	
Pickett	1,700	1,700	100	
Robertson	13,600	13,500	99	
Sumner	32,000	31,700	99	
Trousdale	2,600	2,600	100	
<b>Station Totals</b>		<b>330,600</b>	<b>326,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>139,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>81,000</b>	

# Kentucky—Campbellsville

**WGRB**

**Ch. 34**

**Network Service:** None, independent.

**Licensee:** Green River Bcstg. Co. Inc., Rte. 5, Box 264, Campbellsville, KY 42718.

**Studio:** Rte. 1, Cane Valley, KY 42720.

**Telephone:** 502-384-4738.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 600-kw max. visual, 108-kw max. aural. Antenna: 103-ft. above av. terrain, 954-ft. above ground, 1848-ft. above sea level.

Latitude 37° 10' 05"  
Longitude 85° 18' 32"

**Transmitter:** Hwy. 55, 4.1-mi. N of Columbia.

**News Service:** INN.

**Ownership:** Billy Speer, pres.-secy.-treas., 100%.

**Began Operation:** April 7, 1983.

**Represented (legal):** Schwartz, Woods & Miller.

**Represented (engineering):** Charles T. Landers (Shelbyville, KY).

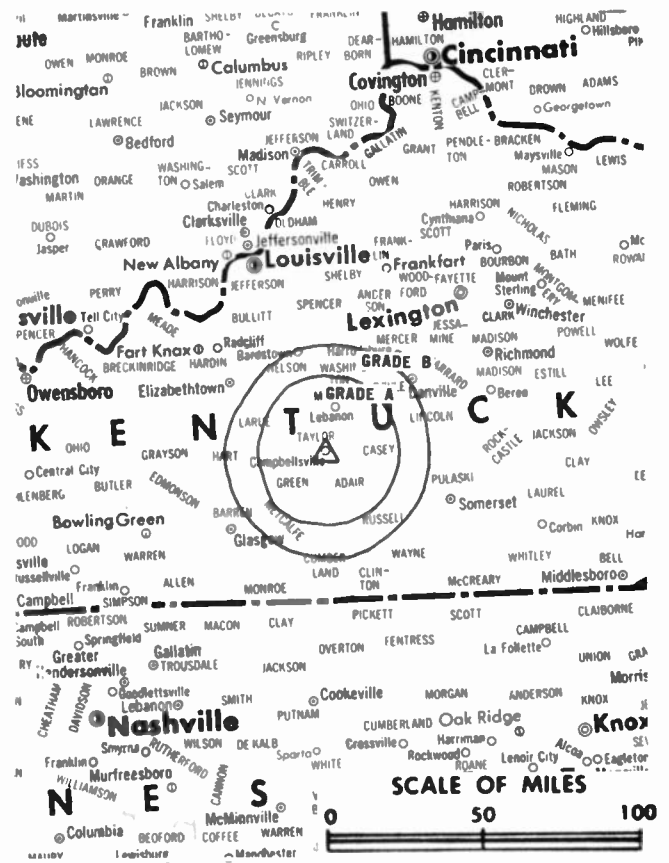
**Personnel:**

BRAD RICHDALÉ, general manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Casey	5,700	5,600	98
	Green	4,000	3,900	98
	Russell	5,600	5,500	98
	Taylor	8,500	8,400	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Clinton	3,400	3,300	97
	Marion	5,900	5,800	99
	Metcalfe	3,600	3,500	97
	Wayne	6,400	6,200	97
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Anderson	4,800	4,800	100
	Barren	13,100	13,000	99
	Cumberland	2,900	2,800	96
	Hart	5,800	5,700	98
	Larue	4,600	4,600	100
	Lincoln	6,800	6,700	99
	Mercer	7,100	7,000	99
	Nelson	9,600	9,500	99
	Pulaski	17,800	17,400	98
	Rockcastle	5,000	4,800	97
	Spencer	2,100	2,100	100
	Washington	3,600	3,600	100
<b>Station Totals</b>		<b>132,000</b>	<b>129,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>37,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>17,100</b>	



WGRB BMPCT-830217KG Granted 3/16/83

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# Kentucky—Hazard

## WKYH-TV

Ch. 57

**Network Service:** NBC.

**Licensee:** Hazard Television Co. Inc., Box 929, Hazard, KY 41701.

**Studio:** Box 929, Gorman Ridge, Hazard, KY 41701.

**Telephones:** 606-436-4444; 606-436-2522.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 214-kw max. visual, 28.9-kw max. aural. Antenna: 800-ft. above av. terrain, 438-ft. above ground, 2118-ft. above sea level.

Latitude 37° 15' 21"  
Longitude 83° 07' 56"

**Transmitter:** Tower Rd., Gorman Ridge, Hazard.

**News Services:** AP, NBC.

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

**Ownership:** William D. Gorman, pres., 90%; Julian C. Leedy, 7%; C. J. Mellott, 3%. Hazard TV also owns a cable system in Hazard.

**Began Operation:** Oct. 20, 1969.

**Personnel:**

- WILLIAM D. GORMAN, president & station manager.
- ROGER FANNIN, news director.
- JOEY KESSLER, sales manager & sports director.
- DAVE SHUFFETT, film director.
- DIANN SHUFFETT, business director, programming & traffic manager.
- KENNETH COMBS, chief engineer.

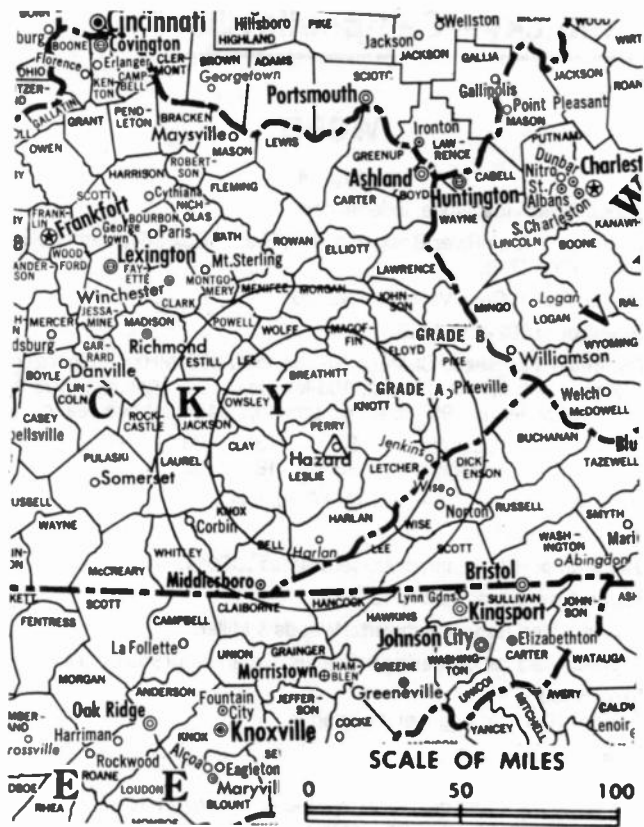
**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate** (July 27, 1983): \$50.

**NETWORK BASE HOURLY RATE:** Bonus.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Leslie	5,100	4,900	96
Between 25-49%	<b>KENTUCKY</b>			
	Floyd	17,800	17,500	98
	Knott	6,000	5,800	97
	Magoffin	4,700	4,600	98
Between 5-24%	<b>KENTUCKY</b>			
	Letcher	11,100	10,800	97
	Owsley	1,900	1,800	95
	Pike	29,300	28,900	98
	Wolfe	2,400	2,300	96
<b>Station Totals</b>		<b>89,900</b>	<b>87,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>21,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,200</b>	



WKYH-TV BPCT-821004KE Granted 10/29/82

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# Kentucky—Lexington

## WKYT-TV

Ch. 27

**Network Service:** CBS.

**Licensee:** Kentucky Central Television Inc., Box 5037, Lexington, KY 40555.

**Studio:** Rte. 4, Winchester Rd.

**Mailing Address:** Box 5037, Lexington, KY 40555.

**Telephone:** 606-299-0411. **TWX:** 510-476-8850.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. & 1382-kw horizontal visual, 472-kw max. & 276-kw horizontal aural. Antenna: 980-ft. above av. terrain, 992-ft. above ground, 1983-ft. above sea level.

Latitude 38° 02' 22"  
Longitude 84° 24' 11"

**Transmitter:** N side of U.S. Rte. 60, 2.8-mi. E of New Circle Rd.

**News Services:** AP, CBS, NIWS, Newscope.

**Satellite Earth Station:** Harris; 7-meter.

**Ownership:** Bluegrass Bcstg. Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc., William E. Burnett Jr., secy.-treas. Kentucky Central has 90.46% of WVLU-AM-FM, Lexington; WHOO-AM-FM, Orlando, FL; WWSA & WCHY(FM), Savannah, GA.

**Began Operation:** Sept. 30, 1957. Sale to present owner by Taft Bcstg. approved April 26, 1967 by FCC (*Television Digest*, Vol. 7:6, 18). Sale to Taft by Frederic Gregg, Charles Wright & Harry Feingold approved May 14, 1958 (Vol. 14:12, 20). Gregg, et al., acquired Ch. 27 CP when they purchased radio WLAP from Gilmore N. Nunn in 1957 (Vol. 13:13).

**Represented (sales):** Harrington, Righter & Parsons Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

RALPH W. GABBARD, exec. vice president & general manager.  
JERE PIGUE, vice president, sales.  
HAROLD SCHUMACHER, director of engineering.  
KEN KURTZ, vice president, news.  
MIKE KANAREK, director of operations.  
STEVE ARNOLD, traffic manager.  
JOHN KUKLINSKI, production manager.

**Highest 30 Sec. Rate (May 1982):** \$1000.

**NETWORK BASE HOURLY RATE:** \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
<b>50% &amp; Over</b>	Anderson	4,800	4,800	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,400	9,300	99
	Breathitt	5,500	5,300	96
	Casey	5,700	5,600	98
	Clark	10,600	10,500	99
	Clay	7,400	7,200	97
	Estill	5,200	5,000	97
	Fayette	81,300	80,600	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
	Garrard	4,200	4,100	98
	Harlan	14,700	14,400	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,200	97
	Jessamine	9,500	9,300	98
	Knott	6,000	5,800	97
	Laurel	14,300	14,000	98
	Lee	2,900	2,800	96
	Leslie	5,100	4,900	96
	Lincoln	6,800	6,700	99



**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Madison	18,200	17,900	98
	Menifee	1,700	1,700	100
	Mercer	7,100	7,000	99
	Montgomery	7,700	7,500	97
	Nicholas	2,700	2,700	100
	Owsley	1,900	1,800	95
	Perry	11,600	11,300	97
	Powell	3,800	3,700	97
	Pulaski	17,800	17,400	98
	Robertson	800	800	100
	Rockcastle	5,000	4,800	97
	Rowan	6,300	6,200	98
	Scott	7,800	7,700	99
	Wolfe	2,400	2,300	96
	Woodford	6,400	6,300	98

<b>KENTUCKY</b>				
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Bell	12,000	11,800	98
	Floyd	17,800	17,500	98
	Greenup	13,700	13,600	99
	Henry	4,800	4,700	98
	Knox	10,700	10,500	98
	Letcher	11,100	10,800	97
	Lewis	5,100	5,000	98
	Magoffin	4,700	4,600	98
	Mason	6,500	6,400	98
	Morgan	4,400	4,300	98
	Owen	3,500	3,400	99
	Russell	5,600	5,500	98
	Shelby	8,400	8,300	99
	Spencer	2,100	2,100	100
	Taylor	8,500	8,400	99
	Washington	3,600	3,600	100
	Whitley	12,700	12,500	98

(Continued on page 411)

<b>Station Totals</b>	<b>670,300</b>	<b>660,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>363,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>231,400</b>	

# Kentucky—Lexington

## WLEX-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** WLEX-TV Inc., Box 1457, Lexington 40591.

**Studio:** Russell Cave Pike.

**Mailing Address:** Box 1457, Lexington, KY 40591.

**Telephone:** 606-255-4404. **TWX:** 510-476-8896.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1104-kw max. & 1000-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna: 640-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

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

**Transmitter:** Russell Cave Pike.

**News Service:** AP.

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

**Ownership:** J. D. Gay, chmn.-treas., 42.76%; Jean Allen Bell, et al., 10.60%; Corinne Gay, 7.07%; William B. Gess, 5.69%; J. G. Atchison, secy., 0.03%; 6 others, with less than 2%. WLEX-TV Inc. also owns WCOV-TV-AM, Montgomery, AL.

**Began Operation:** March 15, 1955.

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

### Personnel:

HARRY C. BARFIELD, president & general manager.  
JOE OLIVER, vice president & general sales manager.  
JOHN A. DUVALL, assistant manager & film buyer.  
AL ASH, production manager.  
HAYS McMAKIN, local sales manager.  
SUE WYLIE, director, public affairs.  
BILL CRAWFORD, director, station promotion.  
DAVE CROMWELL, news director.  
ALBERT W. SCHEER, vice president, engineering.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$850.

**NETWORK BASE HOURLY RATE:** \$875.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,800	4,800	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,400	9,300	99
	Breathitt	5,500	5,300	96
	Casey	5,700	5,600	98
	Clark	10,600	10,500	99
	Clay	7,400	7,200	97
	Estill	5,200	5,000	97
	Fayette	81,300	80,600	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
	Garrard	4,200	4,100	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,200	97
	Jessamine	9,500	9,300	98
	Knox	10,700	10,500	98
	Laurel	14,300	14,000	98
	Lee	2,900	2,800	96
Lincoln	6,800	6,700	99	
Madison	18,200	17,900	98	
Mason	6,500	6,400	98	
Menifee	1,700	1,700	100	
Mercer	7,100	7,000	99	
Montgomery	7,700	7,500	97	
Nicholas	2,700	2,700	100	



WLEX-TV BPCT-4123 Granted 5/27/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Owsley	1,900	1,800	95
	Perry	11,600	11,300	97
	Powell	3,800	3,700	97
	Pulaski	17,800	17,400	98
	Rockcastle	5,000	4,800	97
	Rowan	6,300	6,200	98
	Scott	7,800	7,700	99
	Washington	3,600	3,600	100
	Wolfe	2,400	2,300	96
	Woodford	6,400	6,300	98

Between 25-49%	KENTUCKY	Total Households	TV Households	%
Adair	5,700	5,600	98	
Bracken	2,700	2,700	100	
Harlan	14,700	14,400	98	
Henry	4,800	4,700	98	
Morgan	4,400	4,300	98	
Robertson	800	800	100	
Russell	5,600	5,500	98	
Taylor	8,500	8,400	99	
Wayne	6,400	6,200	97	
Whitley	12,700	12,500	98	

Between 5-24%	KENTUCKY	Total Households	TV Households	%
Bell	12,000	11,800	98	
Carter	8,800	8,700	99	
Grant	4,800	4,700	99	
Green	4,000	3,900	98	
Hardin	27,100	26,900	99	
Knott	6,000	5,800	97	
Larue	4,600	4,600	100	
Leslie	5,100	4,900	96	
McCreary	5,400	5,300	98	
Magoffin	4,700	4,600	98	
Marion	5,900	5,800	99	
Nelson	9,600	9,500	99	
Owen	3,500	3,400	99	
Pendleton	4,000	4,000	100	
Shelby	8,400	8,300	99	
Spencer	2,100	2,100	100	
<b>OHIO</b>				
Adams	8,800	8,400	95	
Brown	11,500	11,200	97	

<b>Station Totals</b>	<b>533,900</b>	<b>524,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>316,000</b>	
<b>Average Daily Circulation (1984)</b>		<b>194,300</b>	

# Kentucky—Lexington

**WTVQ-TV**

Ch. 36

**Network Service:** ABC.

**Licensee:** Shamrock WTVQ Inc., Box 5590, Lexington, KY 40555.

**Studio:** 2940 Bryant Rd., Lexington, KY 40511.

**Telephone:** 606-233-3600. **TWX:** 510-476-8806.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2240-kw max. & 1700-kw horizontal visual, 224-kw max. & 170-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 994-ft. above ground, 1994-ft. above sea level.

Latitude 38° 02' 03"  
Longitude 84° 23' 39"

**Transmitter:** 2940 Bryant Rd.

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**News Services:** Group W Newsfeed, UPI.

**Ownership:** Shamrock Broadcasting, 100%. Roy E. Disney, chmn.; Patricia A. Disney, v.p.; James R. Mixon, v.p.-controller; Stanley P. Gold, asst. secy.-treas. Shamrock also owns KITV(TV), Honolulu; KMAU(TV), Wailuku & KHVQ(TV) Hilo, HI; KUDL(FM), Kansas City, KS; KMGC(FM), Dallas, TX; KABL-AM-FM, Oakland-San Francisco, CA; WWWW(FM), Detroit, MI; WFOX(FM), Gainesville-Atlanta, GA; WWSW, WTKN(FM) Pittsburgh, PA.

**Began Operation:** June 2, 1968 on Ch. 62; began on Ch. 36 June 20, 1980. Sale to present owner by Starr Bcstg. Group approved by FCC June 7, 1979. Sale to Starr by Roy B. White Jr. & Reeves Telecom Corp. approved Nov. 14, 1973.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- WILLIAM SERVICE, general manager.
- BILL STANLEY, general sales manager.
- DAVID WHITE, news director.
- KATHLEEN GORMAN, business manager.
- JOHN LACKEY, chief engineer.
- JERRY FOX, program manager.

**Highest 30 Sec. Rate (May 5, 1984):** \$3500.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	4,800	4,800	100
	Bath	3,800	3,700	97
	Bourbon	7,100	7,000	99
	Boyle	9,400	9,300	99
	Breathitt	5,500	5,300	96
	Casey	5,700	5,600	98
	Clark	10,600	10,500	99
	Clay	7,400	7,200	97
	Estill	5,200	5,000	97
	Fayette	81,300	80,600	99
	Fleming	4,700	4,600	98
	Franklin	17,100	17,000	99
	Garrard	4,200	4,100	98
	Harrison	5,500	5,400	98
	Jackson	4,300	4,200	97
	Jessamine	9,500	9,300	98
	Knott	6,000	5,800	97
	Laurel	14,300	14,000	98
	Lee	2,900	2,800	96
Lincoln	6,800	6,700	99	
Madison	18,200	17,900	98	
Mason	6,500	6,400	98	
Menifee	1,700	1,700	100	
Mercer	7,100	7,000	99	
Montgomery	7,700	7,500	97	



WTVQ-TV Doc.-21392

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nicholas	2,700	2,700	100
	Owsley	1,900	1,800	95
	Perry	11,600	11,300	97
	Powell	3,800	3,700	97
	Pulaski	17,800	17,400	98
	Robertson	800	800	100
	Rockcastle	5,000	4,800	97
	Rowan	6,300	6,200	98
	Scott	7,800	7,700	99
	Wolfe	2,400	2,300	96
	Woodford	6,400	6,300	98
	<b>KENTUCKY</b>	<b>Between 25-49%</b>		
Knox		10,700	10,500	98
Lewis		5,100	5,000	98
Owen		3,500	3,400	99
Russell		5,600	5,500	98
Spencer		2,100	2,100	100
Washington		3,600	3,600	100
Whitley	12,700	12,500	98	
<b>KENTUCKY</b>	<b>Between 5-24%</b>			
	Bracken	2,700	2,700	100
	Carrroll	3,400	3,400	100
	Carter	8,800	8,700	99
	Floyd	17,800	17,500	98
	Grant	4,800	4,700	99
	Harlan	14,700	14,400	98
	Henry	4,800	4,700	98
	Leslie	5,100	4,900	96
	Mc Creary	5,400	5,300	98
	Magoffin	4,700	4,600	98
	Marion	5,900	5,800	99
	Morgan	4,400	4,300	98
Nelson	9,600	9,500	99	
Oldham	9,500	9,400	99	
Shelby	8,400	8,300	99	
Wayne	6,400	6,200	97	
<b>OHIO</b>	Adams	8,800	8,400	95
	<b>Station Totals</b>	<b>492,300</b>	<b>483,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>286,400</b>
<b>Average Daily Circulation (1984)</b>				<b>166,600</b>

# Kentucky—Louisville

## WAVE-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.

**Studio:** 725 S. Floyd St. 40203.

**Mailing Address:** Box 32970, Louisville, KY 40232.

**Telephone:** 502-585-2201. **TWX:** 810-535-3142.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

Latitude 38° 22' 09"  
Longitude 85° 49' 48"

**Transmitter:** Floyds Knob, New Albany, IN.

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

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Cosmos Bcstg. Corp., see Group Ownership of TV Stations.

**Began Operation:** Nov. 24, 1948. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (**Television Digest**, Vol. 20:24; 21:4).

**Represented (sales):** Katz Television.

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

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

### Personnel:

JAMES M. KEELOR, vice president & general manager.  
S. WHEELER RUDD, general sales manager.  
JOHN R. KAREM, national sales manager.  
MICHAEL KIBBEY, local sales manager.  
ANNE COLEMAN, program director.  
J. HAROLD CULVER, director of engineering & operations.  
ED GODFREY, news director.  
MARK YOUNG, advertising/marketing supervisor.  
ROGER ROEBUCK, production manager.  
RODNEY FORD, editorial director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate (July 1, 1984):** \$1800.

**NETWORK BASE HOURLY RATE:** \$3663.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,100	32,500	98
	Crawford	3,600	3,400	94
	Dubois	12,300	11,900	97
	Floyd	22,600	22,300	99
	Harrison	9,900	9,700	98
	Jackson	13,800	13,600	99
	Jefferson	11,100	10,900	98
	Jennings	7,900	7,700	97
	Lawrence	16,200	15,900	98
	Orange	7,000	6,800	97
	Perry	6,800	6,600	97
	Scott	7,300	7,100	97
	Washington	8,100	7,800	96
	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Anderson	4,800	4,800	100
	Breckinridge	6,200	6,100	98
	Bullitt	14,700	14,600	99
	Carroll	3,400	3,400	100
	Franklin	17,100	17,000	99
	Grayson	7,800	7,700	99
Hardin	27,100	26,900	99	
Hart	5,800	5,700	98	
Henry	4,800	4,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	257,700	256,500	100
	Larue	4,600	4,600	100
	Marion	5,900	5,800	99
	Meade	7,700	7,700	100
	Mercer	7,100	7,000	99
	Nelson	9,600	9,500	99
	Oldham	9,500	9,400	99
	Shelby	8,400	8,300	99
	Spencer	2,100	2,100	100
	Taylor	8,500	8,400	99
	Trimble	2,300	2,300	100
Washington	3,600	3,600	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Martin	3,800	3,700	97
	<b>KENTUCKY</b>			
	Boyle	9,400	9,300	99
	Casey	5,700	5,600	98
	Green	4,000	3,900	98
	Owen	3,500	3,400	99
Woodford	6,400	6,300	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Bartholomew	24,500	24,100	98
	Brown	5,000	4,900	98
	Daviess	10,300	10,000	97
	Dearborn	12,300	12,100	98
	Decatur	8,300	8,100	98
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Spencer	6,700	6,500	97
	Switzerland	2,800	2,700	96
	<b>KENTUCKY</b>			
	Boone	17,100	17,000	99
	Edmonson	3,500	3,400	97
	Gallatin	1,900	1,900	100
Garrard	4,200	4,100	98	
Hancock	2,800	2,800	100	
Laurel	14,300	14,000	98	
Lincoln	6,800	6,700	99	
Russell	5,600	5,500	98	
Scott	7,800	7,700	99	
Warren	27,300	27,000	99	
<b>Station Totals</b>		<b>788,500</b>	<b>778,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>551,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>364,900</b>	

# Kentucky—Louisville

## WDRB-TV

Ch. 41

**Network Service:** None, independent.

**Licensee:** Independence Television Co., 624 West Muhammad Ali Blvd., Louisville, KY 40203.

**Studio:** 624 W. Muhammad Ali Blvd., Louisville, KY 40203.

**Telephone:** 502-584-6441. **TWX:** 810-535-3328.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 00.0"  
Longitude 85° 50' 56.5"

**Transmitter:** W side of Christian Rd., 4-mi. NW of New Albany, IN.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; AFC, 4.3-meter; Microdyne receivers.

**Ownership:** Toledo Blade Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (**Television Digest**, Vol. 23:26). Sale to Cowles by Owsley & Egerton Welch, J. P. Morgan, Arlie Howard et al., approved by FCC Oct. 25, 1977 (Vol. 17:21, 51)

**Represented (sales):** Petry Television Inc.

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

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

### Personnel:

ELMER F. JASPAN, president & general manager.  
ARCH CHAPMAN, general sales manager.  
STEVE PUNTIERI, chief engineer.  
GARY BOCKHORST, operations manager.  
PATTIE KIRAY, controller.  
MARIE WORLEY, traffic supervisor.  
RAY FOUSHEE, promotion director.  
WILSON HATCHER, news director.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,100	32,500	98
	Floyd	22,600	22,300	99
	Harrison	9,900	9,700	98
	Washington	8,100	7,800	96
	<b>KENTUCKY</b>			
	Bullitt	14,700	14,600	99
	Grayson	7,800	7,700	99
	Hardin	27,100	26,900	99
	Henry	4,800	4,700	98
Jefferson	257,700	256,500	100	
Larue	4,600	4,600	100	
Meade	7,700	7,700	100	
Mercer	7,100	7,000	99	
Nelson	9,600	9,500	99	
Oldham	9,500	9,400	99	
Shelby	8,400	8,300	99	
Spencer	2,100	2,100	100	
Taylor	8,500	8,400	99	
Washington	3,600	3,600	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Crawford	3,600	3,400	94
	Jackson	13,800	13,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jefferson	11,100	10,900	98
	Orange	7,000	6,800	97
	Perry	6,800	6,600	97
	Scott	7,300	7,100	97
<b>KENTUCKY</b>	Adair	5,700	5,600	98
	Anderson	4,800	4,800	100
	Boyle	9,400	9,300	99
	Breckinridge	6,200	6,100	98
	Casey	5,700	5,600	98
	Franklin	17,100	17,000	99
	Hancock	2,800	2,800	100
	Hart	5,800	5,700	98
	Jessamine	9,500	9,300	98
	Madison	18,200	17,900	98
	Marion	5,900	5,800	99
Trimble	2,300	2,300	100	
Woodford	6,400	6,300	98	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Dubois	12,300	11,900	97
	Jennings	7,900	7,700	97
	Lawrence	16,200	15,900	98
	Ripley	8,400	8,200	98
	Switzerland	2,800	2,700	96
	<b>KENTUCKY</b>			
	Barren	13,100	13,000	99
Carroll	3,400	3,400	100	
Daviess	32,000	31,700	99	
Edmonson	3,500	3,400	97	
Estill	5,200	5,000	97	
Gallatin	1,900	1,900	100	
Garrard	4,200	4,100	98	
Green	4,000	3,900	98	
Lincoln	6,800	6,700	99	
Owen	3,500	3,400	99	
Scott	7,800	7,700	99	
<b>Station Totals</b>		<b>737,600</b>	<b>728,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>366,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>163,000</b>	

# Kentucky—Louisville

## WHAS-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** WHAS Inc., 520 W. Chestnut St., Louisville, KY 40202.

**Studio:** 520 W. Chestnut St., Louisville, KY 40202.

**Telephone:** 502-582-7840. **TWX:** 810-535-3326.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 23"  
Longitude 85° 50' 52"

**Transmitter:** Christian Rd., 3.6-mi. N of New Albany, IN.

**AM Affiliate:** WHAS, 50-kw, 840 kHz.

**FM Affiliate:** WAMZ, 100-kw, 97.5 MHz (No. 248), 505-ft.

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

**Satellite Earth Station:** Transmit/receive, Harris, 9 meter; Harris receivers.

**Ownership:** Same ownership as **Louisville Courier-Journal & Times**.

**Began Operation:** March 27, 1950.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Sidley & Austin.

### Personnel:

BARRY BINGHAM JR., vice chairman.  
ROBERT MORSE, president & general manager.  
STEVEN H. STEINBERG, vice president, broadcast services.  
DONNA ZAPATA, vice president & television station manager.  
TOM BORNHAUSER, local sales manager.  
DOUG ROBERTS, national sales manager.  
EDWARD SHADBURNE, v.p., Louisville Productions.  
RICHARD SWEENEY, program director.  
HAL STOPFEL, vice president & news director.  
WILLIAM F. BRATTON, dir. of engineering & operations.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate** (July 11, 1984): \$2500.

**NETWORK BASE HOURLY RATE:** \$2712.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,100	32,500	98
	Crawford	3,600	3,400	94
	Floyd	22,600	22,300	99
	Harrison	9,900	9,700	98
	Jackson	13,800	13,600	99
	Jefferson	11,100	10,900	98
	Jennings	7,900	7,700	97
	Lawrence	16,200	15,900	98
	Orange	7,000	6,800	97
	Perry	6,800	6,600	97
	Scott	7,300	7,100	97
	Washington	8,100	7,800	96
	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Anderson	4,800	4,800	100
	Breckinridge	6,200	6,100	98
	Bullitt	14,700	14,600	99
	Carroll	3,400	3,400	100
Franklin	17,100	17,000	99	
Grayson	7,800	7,700	99	
Green	4,000	3,900	98	
Hardin	27,100	26,900	99	
Hart	5,800	5,700	98	
Henry	4,800	4,700	98	
Jefferson	257,700	256,500	100	
Larue	4,600	4,600	100	
Marion	5,900	5,800	99	



WHAS-TV BPCT-820506KF Granted 7/30/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Meade	7,700	7,700	100
	Nelson	9,600	9,500	99
	Oldham	9,500	9,400	99
	Shelby	8,400	8,300	99
	Spencer	2,100	2,100	100
	Taylor	8,500	8,400	99
	Trimble	2,300	2,300	100
Washington	3,600	3,600	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Dubois	12,300	11,900	97
	Switzerland	2,800	2,700	96
<b>KENTUCKY</b>	Boyle	9,400	9,300	99
	Casey	5,700	5,600	98
	Mercer	7,100	7,000	99
	Owen	3,500	3,400	99
	Woodford	6,400	6,300	98
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Bartholomew		24,500	24,100	98
Brown		5,000	4,900	98
Decatur		8,300	8,100	98
Martin		3,800	3,700	97
Monroe		36,500	35,500	97
Ripley		8,400	8,200	98
Spencer		6,700	6,500	97
<b>KENTUCKY</b>				
Barren		13,100	13,000	99
Bourbon		7,100	7,000	99
Daviess		32,000	31,700	99
Edmonson		3,500	3,400	97
Gallatin	1,900	1,900	100	
Hancock	2,800	2,800	100	
Knott	6,000	5,800	97	
Lincoln	6,800	6,700	99	
Metcalfe	3,600	3,500	97	
Ohio	8,000	7,900	99	
Russell	5,600	5,500	98	
Scott	7,800	7,700	99	
Warren	27,300	27,000	99	
<b>Station Totals</b>		<b>834,600</b>	<b>824,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>559,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>370,900</b>	

# Kentucky—Louisville

## WLKY-TV

Ch. 32

**Network Service:** ABC.

**Licensee:** Pulitzer Broadcasting Co.

**Studio:** 1918 Mellwood Ave., Louisville, KY 40206.

**Mailing Address:** Box 6205, Louisville, KY 40206.

**Telephone:** 502-893-3671. **TWX:** 810-535-3212.

**Technical Facilities:** Channel No. 32 (578-5B4 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

Latitude 38° 22' 10"  
Longitude 85° 50' 02"

**Transmitter:** Floyds Knob, near New Albany, IN.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Pulitzer Publishing Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 16, 1961. Sale to present owner by Gannett Co. approved by FCC May 12, 1983 (*Television Digest*, Vol. 23:2). Merger of Combined Communications & Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20, 38; 19:24). Sale to Combined by Sonderling Bcstg. approved April 4, 1973 (Vol. 12:33, 41; 3:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

- WILLIAM W. CAMPBELL, general manager.
- DICK POLGREEN, general sales manager.
- RIGBY WILSON, national sales manager.
- JACK SHAFER, program director.
- SUSAN HARMON, promotion director.
- TOM BECHERER, news director.
- PAUL KELLEY, chief engineer.
- LORA BRADSHAW, community affairs director.

**Highest 30 Sec. Rate:** \$950.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Clark	33,100	32,500	98
	Crawford	3,600	3,400	94
	Floyd	22,600	22,300	99
	Harrison	9,900	9,700	98
	Jackson	13,800	13,600	99
	Jefferson	11,100	10,900	98
	Orange	7,000	6,800	97
	Scott	7,300	7,100	97
	Washington	8,100	7,800	96
	<b>KENTUCKY</b>			
	Breckinridge	6,200	6,100	98
	Bullitt	14,700	14,600	99
	Franklin	17,100	17,000	99
	Grayson	7,800	7,700	99
	Hardin	27,100	26,900	99
	Henry	4,800	4,700	98
Jefferson	257,700	256,500	100	
Larue	4,600	4,600	100	
Marion	5,900	5,800	99	
Meade	7,700	7,700	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nelson	9,600	9,500	99
	Oldham	9,500	9,400	99
	Shelby	8,400	8,300	99
	Spencer	2,100	2,100	100
	Taylor	8,500	8,400	99
Washington	3,600	3,600	100	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jennings	7,900	7,700	97
	Lawrence	16,200	15,900	98
Perry	6,800	6,600	97	
<b>KENTUCKY</b>	Adair	5,700	5,600	98
	Anderson	4,800	4,800	100
	Green	4,000	3,900	98
	Hart	5,800	5,700	98
	Mercer	7,100	7,000	99
	Trimble	2,300	2,300	100
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Bartholomew		24,500	24,100	98
Brown		5,000	4,900	98
Decatur		8,300	8,100	98
Dubois		12,300	11,900	97
Switzerland	2,800	2,700	96	
<b>KENTUCKY</b>	Barren	13,100	13,000	99
	Boyle	9,400	9,300	99
	Carroll	3,400	3,400	100
	Casey	5,700	5,600	98
	Hancock	2,800	2,800	100
	Madison	18,200	17,900	98
	Metcalfe	3,600	3,500	97
	Monroe	4,700	4,600	98
	Owen	3,500	3,400	99
	Owsley	1,900	1,800	95
Woodford	6,400	6,300	98	
<b>Station Totals</b>		<b>698,000</b>	<b>689,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>472,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>273,600</b>	



# Kentucky—Paducah

## WPSD-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42001.

**Studio:** 100 Television Lane.

**Telephone:** 502-442-8214. **TWX:** 510-546-2047.

**Mailing Address:** Box 1197, Paducah, KY 42001.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

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

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

**News Services:** AP, UPI, CNN.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** Paducah Newspapers Inc. (Fred Paxton, pres.) publishes **Paducah Sun**.

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

**Represented (sales):** Blair Television.

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

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

**Personnel:**

- FRED PAXTON, president.
- JOHN WILLIAMS, general manager & sales manager.
- DAN STEELE, program director & administrative manager.
- ANN EAVES, national sales manager.
- TOM BUTLER, news director.
- DON BROWN, chief engineer.

**Highest One Hour Rate:** \$2700.

**Highest 30 Sec. Rate** (July 6, 1984): \$1500.

**NETWORK BASE HOURLY RATE:** \$2000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	17,900	17,400	97
	Gallatin	2,900	2,800	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,100	23,300	97
	Johnson	3,700	3,600	97
	Massac	6,100	5,900	97
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,900	11,500	97
	Union	7,200	7,000	97
	Williamson	23,200	22,600	97
	<b>KENTUCKY</b>			
	Ballard	3,500	3,500	100
	Caldwell	5,100	5,000	98
	Calloway	11,100	11,000	99
	Carlisle	2,100	2,100	100
	Crittenden	3,500	3,500	99
	Fulton	3,400	3,400	100
Graves	13,500	13,400	99	
Hickman	2,200	2,200	100	
Livingston	3,700	3,700	100	
Lyon	2,500	2,500	100	
Mc Cracken	24,400	24,200	99	
Marshall	10,300	10,200	99	
Trigg	3,600	3,600	100	
<b>MISSOURI</b>				
Bollinger	4,000	3,900	98	
Cape Girardeau	22,700	22,300	98	



WPSD-TV BPCT-2823 Granted 12/8/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Scott	15,100	14,900	99
	Stoddard	11,300	11,100	98
	Wayne	4,800	4,600	96
	<b>TENNESSEE</b>			
	Henry	11,600	11,400	98
	Lake	2,600	2,600	100
	Obion	12,500	12,400	99
	Weakley	12,100	11,900	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Clay	8,100	7,900	98
	<b>ILLINOIS</b>			
	Jefferson	15,100	14,600	97
	Perry	8,400	8,200	98
	<b>KENTUCKY</b>			
	Hopkins	17,800	17,600	99
	<b>MISSOURI</b>			
	Butler	14,900	14,500	97
	Dunklin	14,000	13,700	98
<b>TENNESSEE</b>				
Carroll	10,500	10,300	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Mississippi	20,000	19,600	98
	<b>ILLINOIS</b>			
	Washington	5,900	5,700	97
	Wayne	7,300	7,000	95
	White	7,200	6,900	95
	<b>KENTUCKY</b>			
	Christian	21,000	20,800	99
	Muhlenberg	11,600	11,500	99
	Union	5,800	5,700	98
Webster	5,700	5,600	98	
(Continued on next page)				
<b>Station Totals</b>		<b>534,300</b>	<b>523,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>324,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>207,000</b>	

**WKYT-TV, Lexington**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Boone	17,100	17,000	99
	Boyd	20,900	20,800	100
	Bracken	2,700	2,700	100
	Campbell	28,600	28,500	100
	Carter	8,800	8,700	99
	Gallatin	1,900	1,900	100
	Grant	4,800	4,700	99
	Hardin	27,100	26,900	99
	Johnson	8,900	8,800	99
	Kenton	50,100	49,900	100
	Mc Creary	5,400	5,300	98
	Nelson	9,600	9,500	99
Wayne	6,400	6,200	97	

**WPSD-TV, Paducah**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Carter	2,100	2,000	95
	Iron	4,100	4,000	98
	Madison	4,500	4,400	98
	Pemiscot	8,800	8,600	97
	Perry	6,100	6,000	98
	Ripley	4,900	4,600	94
	<b>TENNESSEE</b>			
	Gibson	18,700	18,500	99

For Arbitron Market Rankings,  
see Page 1

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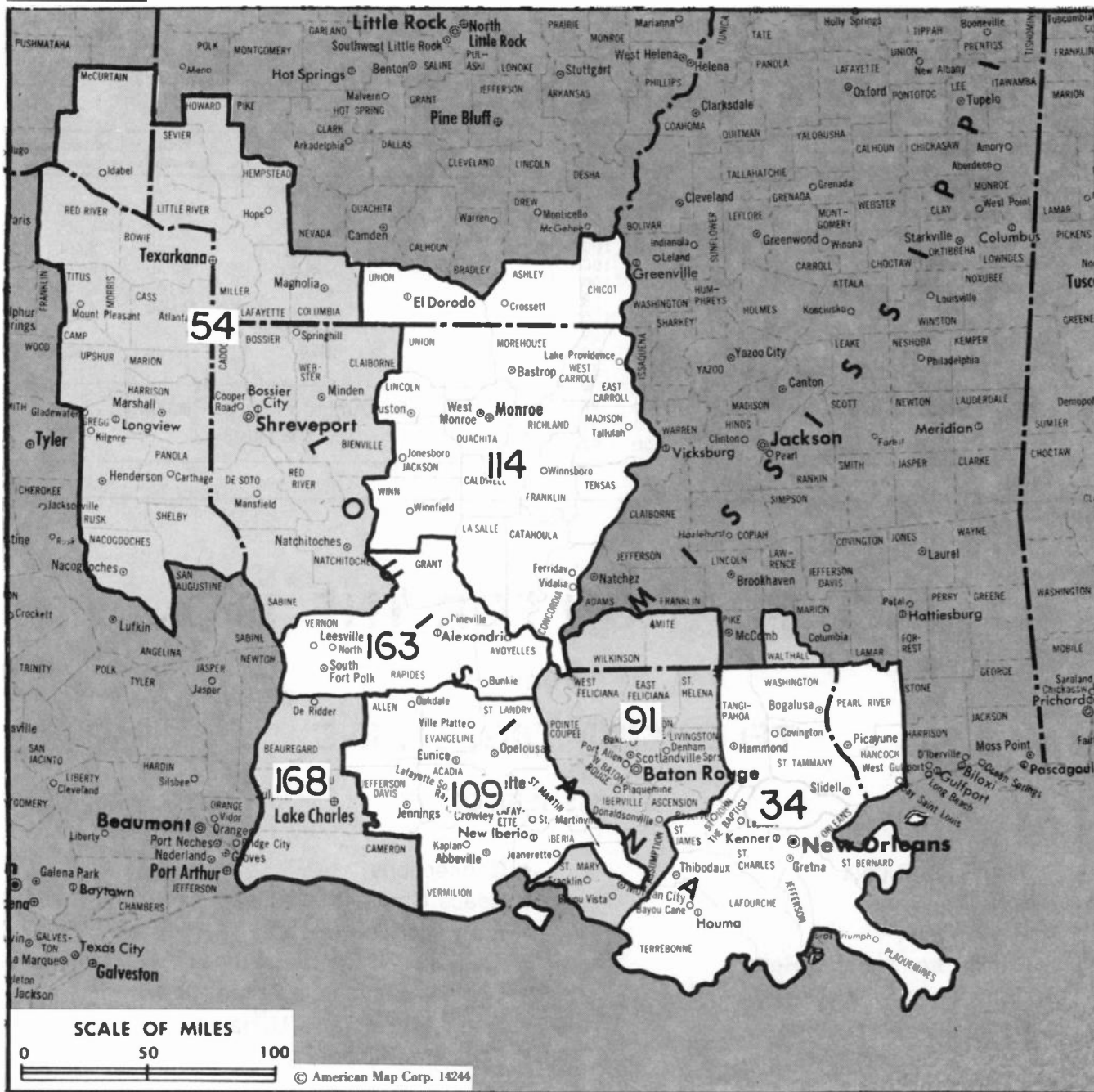
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# Louisiana



### Cross Reference Community Receiving Programs of Stations Located Elsewhere

**KARD, West Monroe--See Monroe, LA**

### Louisiana Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	14	7	21
Educational Television Stations	2	6	8
			29

Market	Arbitron ADI TV Households	Rank
New Orleans, LA	616,000	34
Shreveport, LA- <i>Texarkana</i> , TX	446,600	54
Baton Rouge, LA	246,300	91
Lafayette, LA	187,500	109
Monroe, LA- <i>El Dorado</i> , AR	182,600	114
Alexandria, LA	85,200	163
Lake Charles, LA	75,400	168

Market Area Commercial TV Stations
WDSU-TV (6), WGNO-TV (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
WAFB-TV (9), WBRZ (2), WRBT (33)
KADN (15), KATC (3), KLFY-TV (10)
KARD (14), KNOE-TV (8), KTVE (10)
KALB-TV (5), KLAX-TV (31)
KPLC-TV (7), KVHP (29)

# Louisiana—Alexandria

## KALB-TV

Ch. 5

**Network Services:** NBC, ABC.

**Licensee:** Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, LA 71301.

**Studio:** 605-21 Washington St.

**Telephone:** 318-445-2456. **TWX:** 510-976-5709.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

Latitude 31° 02' 15"  
Longitude 92° 29' 45"

**Transmitter:** Forest Hill, LA.

**News Service:** AP.

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

**FM Affiliate:** KTIZ, 100-kw, 96.9 MHz (No. 245), 1450-ft.

**Ownership:** T. B. Lanford Estate, 68%; Bill L. Fox, 16%; Sylvan Fox, 16%. Lanford estate owns 100% of KLST(TV), San Angelo, TX; KALB & KITZ(FM), Alexandria, LA; WYOU(AM), Tampa, FL; 13.8% of KNAZ-TV, Flagstaff, AZ.

**Began Operation:** Sept. 29, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Edward F. Lorentz & Associates.

### Personnel:

- ROBERT MILLER, general manager.
- BERT CHAUDOIR, asst. general manager & general sales manager.
- LESLEY GOLMON, regional sales manager.
- DOWELL BUSHNELL, sales manager.
- FRANCES YEAGER, program director.
- JIMMIE FOX, manager of creative services & promotion.
- WILLIAM T. HOLT, chief engineer.

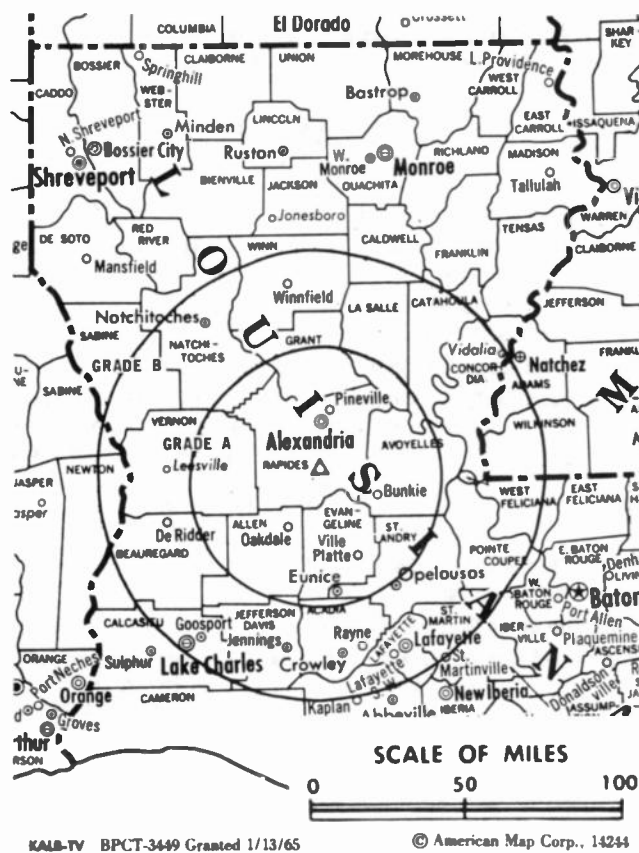
**Highest One Hour Rate:** \$1400.

**Highest 30 Sec. Rate:** \$480.

**NETWORK BASE HOURLY RATE:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
<b>50% &amp; Over</b>	Allen	7,600	7,400	97
	Avoyelles	14,400	14,100	98
	Catahoula	4,400	4,300	97
	Concordia	8,000	7,800	97
	Evangeline	11,700	11,400	97
	Grant	6,400	6,200	98
	La Salle	6,600	6,400	98
	Natchitoches	14,400	13,900	97
	Rapides	48,200	47,600	99
	Sabine	10,100	9,800	97
	St Landry	28,600	27,900	98
	Vernon	17,200	16,700	97
	Winn	6,200	6,000	97
<b>MISSISSIPPI</b>				
	Adams	13,100	12,900	98
<b>LOUISIANA</b>				
<b>Between 25-49%</b>	Acadia	19,200	18,900	98
	Beauregard	10,600	10,300	97
	Lafayette	58,200	57,500	99



KALB-TV BPCT-3449 Granted 1/13/65

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### State Public/Educational Stations are listed in a Directory following Commercial Stations

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Wilkinson	3,200	3,100	97
	<b>TEXAS</b>			
	Sabine	3,700	3,600	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Bienville	6,000	5,900	98
	Caldwell	4,300	4,200	98
	Franklin	8,400	8,200	98
	Iberia	21,300	21,000	99
	Jackson	6,500	6,400	98
	Jefferson Davis	11,000	10,800	98
	Pointe Coupee	8,400	8,200	98
	St Martin	13,500	13,300	99
	St Mary	21,200	20,900	99
	Tensas	2,900	2,800	97
	Vermilion	17,500	17,300	99
	West Feliciana	2,600	2,500	96
<b>MISSISSIPPI</b>				
	Amite	4,500	4,400	98
	Franklin	2,900	2,800	97
	Jefferson	2,800	2,700	96
<b>TEXAS</b>				
	Newton	5,000	4,900	97
	San Augustine	3,500	3,400	97
<b>Station Totals</b>		<b>434,100</b>	<b>425,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>207,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>120,900</b>	

# Louisiana—Alexandria

## KLAX-TV

Ch. 31

Network Service: None, independent.

Grantee: Cypress Communications Corp., 1811 England Dr., Alexandria, LA 71303.

Studio: 1811 England Dr.

Telephone: 318-473-2231.

Mailing Address: Box 8818, Alexandria, LA 71306.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1619.8-kw max. visual, 161.98-kw max. aural. Antenna: 204-ft. above av. terrain, 250-ft. above ground, 332-ft. above sea level.

Latitude 31° 18' 58"  
Longitude 92° 29' 00"

Transmitter: 1811 England Dr., Alexandria.

News Services: INN, UPI.

Satellite Earth Station: In operation.

Ownership: James C. Richards, pres., 22%; Ben D. Johnson, v.p., 12.5%; A. Mixon Bankston Jr., treas., L. G. Taylor, secy., James A. Bankston & A. D. Taylor Estate, 15% each; John R. Boyle, 5%. Johnson owns WXOK(AM), Baton Rouge, LA.

Began Operation: March 3, 1983.

Represented (sales): Avery-Knodel Inc.

Represented (legal): Sells & Gregory.

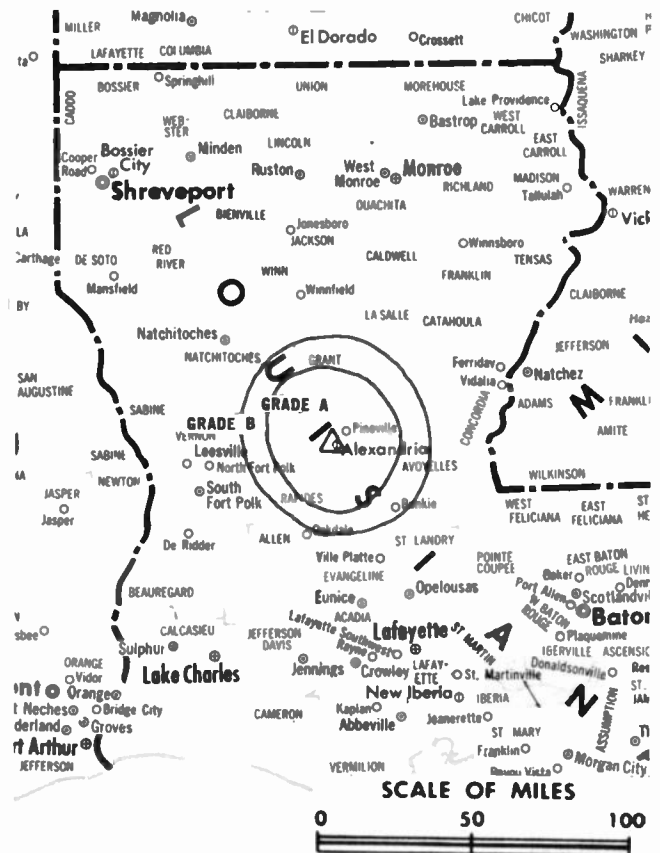
Personnel:

JAMES RICHARDS, general manager.  
SUSAN WHATLEY, program director.  
FRANK J. COE, promotion director.  
BILL DAY, farm director.

Highest 30 Sec. Rate (July 5, 1984): \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
	Grant	6,400	6,200	98
	Rapides	48,200	47,600	99
Between 5-24%	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	La Salle	6,600	6,400	98
	Natchitoches	14,400	13,900	97
	Vernon	17,200	16,700	97
<b>Station Totals</b>		<b>114,800</b>	<b>112,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>35,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>15,500</b>	



KLAX-TV BMPCT-820602KF Granted 8/31/82

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# Louisiana—Baton Rouge

## WAFB-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Guaranty Bcstg. Corp., Box 2671, Baton Rouge, LA 70821.

**Studio:** 844 Government St.

**Telephone:** 504-383-9999. **TWX:** 510-993-3406.

**Mailing Address:** Box 2671, Baton Rouge, LA 70821.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted 0.35°, 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

Latitude 30° 21' 58"  
Longitude 91° 12' 47"

**Transmitter:** E of River Rd. & S of Baton Rouge on Duncan Point.

**FM Affiliate:** WAFB-FM, 100-kw, 98.1 MHz (No. 251), 1550-ft.

**News Services:** AP, UPI, CNN, CNN Headline News, CBS.

**Satellite Earth Stations:** 4 in operation; BMS & Microdyne receivers.

**Ownership:** Guaranty Broadcasting Corp., 100%.

**Began Operation:** April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (*Television Digest*, Vol. 17:7). Sale to present owner by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3).

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

### Personnel:

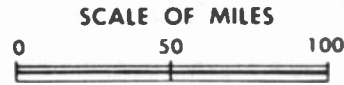
- TOM E. GIBBENS, president & general manager.
- MERVYN RHYS, v.p., commercial manager & assistant general manager.
- DONALD K. ALLAN, v.p., chief engineer & operations manager.
- ED LAMY JR., v.p., program director.
- MARGIE LARSON, promotion & merchandising director.
- CARLTON CREMEENS, v.p., news director.
- BILLY TAYLOR, asst. v.p. & dir. of minority affairs.

**Highest 30 Sec. Rate** (July 15, 1984): \$900.

**NETWORK BASE HOURLY RATE:** \$845.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	17,300	16,900	98
	Assumption	6,900	6,700	97
	East Baton Rouge	138,700	137,300	99
	East Feliciana	5,400	5,200	96
	Iberia	21,300	21,000	99
	Iberville	10,100	9,900	98
	Livingston	21,300	20,900	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,100	3,000	97
	St James	6,500	6,400	98
	St Martin	13,500	13,300	99
	St Mary	21,200	20,900	99
	Tangipahoa	28,400	27,800	98
	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
	<b>MISSISSIPPI</b>			
Amite	4,500	4,400	98	
Pike	12,900	12,700	98	
Wilkinson	3,200	3,100	97	



WAFB-TV BPCT-3437 Granted 1/22/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
	Lafayette	58,200	57,500	99
	Lafourche	28,200	27,900	99
	St John The Baptist	10,700	10,500	98
	St Landry	28,600	27,900	98
	Terrebonne	33,200	32,700	99
	Vermilion	17,500	17,300	99
Washington	16,000	15,600	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	19,200	18,900	98
	Allen	7,600	7,400	97
	Evangeline	11,700	11,400	97
	Jefferson Davis	11,000	10,800	98
St Charles	13,100	13,000	99	
<b>MISSISSIPPI</b>	Adams	13,100	12,900	98
	Franklin	2,900	2,800	97
	Lincoln	10,700	10,500	98
	Pearl River	11,900	11,700	98
	Walthall	4,700	4,600	98

<b>Station Totals</b>	<b>644,100</b>	<b>633,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>370,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>216,800</b>	

**Robert W. Rounsaville & Associates**

**MEDIA BROKERS AND CONSULTANTS**

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# Louisiana—Baton Rouge

**WBRZ**

Ch. 2

**Network Service:** ABC.

**Licensee:** Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906, Baton Rouge, LA 70821.

**Studio:** 1650 Highland Rd. 70802.

**Telephone:** 504-387-2222. **TWX:** 504-993-3576.

**Mailing Address:** Box 2906, Baton Rouge, LA 70821.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1682-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

Latitude 30° 17' 49"  
Longitude 91° 11' 40"

**Transmitter:** Plaquemine Point, LA.

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

**FM Affiliate:** WFMF, 100-kw, 102.5 MHz (No. 251), 730-ft.

**News Services:** AP, UPI, ABC.

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

**Ownership:** Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, 0.333%; Charles P. Manship Jr., 0.333%. Baton Rouge Bcstg. ownership: Douglas L. Manship, pres., 35%; Charles P. Manship Jr., secy.-treas., 35%; Douglas L. Manship Jr., Richard F. Manship, David C. Manship, 10% each. WBRZ officers: Douglas L. Manship, pres. & chairman; Charles P. Manship Jr., secy.-treas. Louisiana TV Bcstg. also owns WXCL & WKQA(FM), Peoria-Pekin, IL. **Note:** Douglas L. & Charles P. Manship also own KRGV-TV-AM, Weslaco, TX.

**Begin Operation:** April 14, 1955.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- DOUGLAS L. MANSHIP, president
- RICHARD MANSHIP, general manager.
- ROBERT J. HEADLEE, asst. general manager & dir. of sales.
- PATRICIA L. CHERAMIE, general sales manager.
- WILLIAM YORDY, chief engineer.
- JAMIE POLITZ, public affairs & personnel director.
- JIM PRIMEAUX, promotion manager.
- RAYMOND J. DRAGO, production manager.
- JOHN SPAIN, news director.

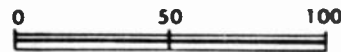
**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	17,300	16,900	98
	Assumption	6,900	6,700	97
	Concordia	8,000	7,800	97
	East Baton Rouge	138,700	137,300	99
	East Feliciana	5,400	5,200	96
	Iberia	21,300	21,000	99
	Iberville	10,100	9,900	98
	Livingston	21,300	20,900	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,100	3,000	97
	St James	6,500	6,400	98
	St Martin	13,500	13,300	99
	St Mary	21,200	20,900	99
	Tangipahoa	28,400	27,800	98



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	West Baton Rouge	6,100	6,000	98
	West Feliciana	2,600	2,500	96
	<b>MISSISSIPPI</b>			
<b>Between 25-49%</b>	Adams	13,100	12,900	98
	Amite	4,500	4,400	98
	Franklin	2,900	2,800	97
	Pike	12,900	12,700	98
	Wilkinson	3,200	3,100	97
	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
	Catahoula	4,400	4,300	97
	Lafayette	58,200	57,500	99
	Lafourche	28,200	27,900	99
Rapides	48,200	47,600	99	
St Landry	28,600	27,900	98	
Terrebonne	33,200	32,700	99	
Vermilion	17,500	17,300	99	
Washington	16,000	15,600	98	
<b>MISSISSIPPI</b>				
Jefferson	2,800	2,700	96	
Walthall	4,700	4,600	98	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Acadia	19,200	18,900	98
	Allen	7,600	7,400	97
	Evangeline	11,700	11,400	97
	St John The Baptist	10,700	10,500	98
	St Tammany	43,400	42,900	99
	<b>MISSISSIPPI</b>			
Lincoln	10,700	10,500	98	
Pearl River	11,900	11,700	98	
<b>Station Totals</b>		<b>726,800</b>	<b>715,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>429,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>251,200</b>	

# Louisiana—Baton Rouge

**WRBT**

Ch. 33

**Network Service:** NBC.

**Licensee:** Rush Bcstg. Corp., 5220 Essen Lane, Baton Rouge, LA.

**Studio:** 5220 Essen Lane, Baton Rouge 70809.

**Telephone:** 504-766-3233.

**Mailing Address:** Box 14685, Baton Rouge, LA 70898.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 1014-kw max. & 871-kw horizontal visual, 101.4-kw max. & 87.1-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1030-ft. above ground, 1050-ft. above sea level.

Latitude 30° 22' 22"  
Longitude 91° 12' 15"

**Transmitter:** 1.2-mi. E of River Rd. in Sect. 46, T8S, R1W.

**News Service:** AP.

**Satellite Earth Stations:** 4 Microdyne; Harris & Utah Scientific receivers.

**Ownership:** Cyril E. Vetter, pres., 100%.

**Began Operation:** Oct. 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.

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

**Represented (legal):** Gardner, Carton & Douglas.

**Represented (engineering):** Phillip W. Cary.

**Personnel:**

- CYRIL E. VETTER, president & general manager.
- WILLIAM HATHORN, vice president & general sales manager.
- COURTNEY B. WESTBROOK, vice president, administration.
- JOYCE HARVEY, program director.
- BOB NEESE, news assignments director.
- VAN L. PENTECOST, chief engineer.
- FELTON COLEMAN, public affairs manager.
- ED LAKIN, promotion manager.
- LARRY DIETZ, production manager.

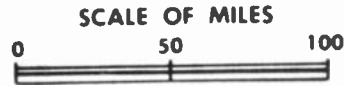
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (June 30, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$375.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Ascension	17,300	16,900	98
	Assumption	6,900	6,700	97
	East Baton Rouge	138,700	137,300	99
	East Feliciana	5,400	5,200	96
	Iberia	21,300	21,000	99
	Iberville	10,100	9,900	98
	Livingston	21,300	20,900	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,100	3,000	97
	St Mary	21,200	20,900	99
	West Baton Rouge	6,100	6,000	98
West Feliciana	2,600	2,500	96	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	St James	6,500	6,400	98
	St Martin	13,500	13,300	99
<b>MISSISSIPPI</b>	Wilkinson	3,200	3,100	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
Lafourche	28,200	27,900	99	

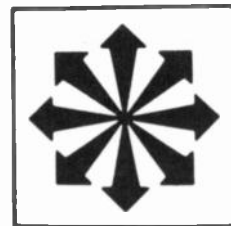


WRBT BMPCT-7119 Granted 2/4/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	St Charles	13,100	13,000	99
	St Landry	28,600	27,900	98
	Tangipahoa	28,400	27,800	98
	Terrebonne	33,200	32,700	99
	Vermilion	17,500	17,300	99
	Washington	16,000	15,600	98
<b>MISSISSIPPI</b>	Amite	4,500	4,400	98
<b>Station Totals</b>		<b>469,500</b>	<b>462,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>243,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>137,800</b>	

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- BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151



# Louisiana—Lafayette

**KADN**

**Ch. 15**

**Network Service:** None, independent.

**Grantee:** KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Studio:** 1500 Eraste Landry Rd., Lafayette, LA 70506.

**Telephone:** 318-237-1500.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1318-kw max. & 631-kw horizontal visual, 132-kw max. & 63.1-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1209-ft. above ground, 1249-ft. above sea level.

Latitude 30° 21' 44"  
Longitude 92° 12' 53"

**Transmitter:** 3-mi. S of Church Point.

**News Services:** CNN, CNN Headline News.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta; 4.6-meter.

**Ownership:** Sound Electronics Inc., 100%. Charles Chatelain, 81%; Paul J. Azar Jr., 19%. Sound Electronics holds a Business Radio Service license.

**Began Operation:** Feb. 27, 1980.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Represented (engineering):** du Treil-Rackley.

**Personnel:**

CHARLES CHATELAIN, president & general manager.  
EDDIE BLANCHARD, station manager & program director.

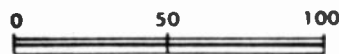
**Highest 30 Sec. Rate:** \$150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Lafayette	58,200	57,500	99
	St Martin	13,500	13,300	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Acadia	19,200	18,900	98
	Iberia	21,300	21,000	99
	Vermilion	17,500	17,300	99
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	Jefferson Davis	11,000	10,800	98
	St Landry	28,600	27,900	98
<b>Station Totals</b>		<b>176,900</b>	<b>174,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>74,100</b>
<b>Average Daily Circulation (1984)</b>				<b>29,100</b>



SCALE OF MILES



KADN BPCT—821202KE Granted 4/12/83

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# Louisiana—Lafayette

## KATC

Ch. 3

**Network Service:** ABC.

**Licensee:** The Abellor Corp.

**Studio:** 1103 Eraste Landry Rd., Lafayette, LA 70501.

**Telephone:** 318-235-3333. **TWX:** 510-975-5043.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.1"

Longitude 92° 22' 14.9"

**Transmitter:** 25-mi. SW of city limits.

**News Services:** ABC, NIWS, UPI.

**Satellite Earth Stations:** 3 in operation; Avantek & Scientific-Atlanta receivers.

**Ownership:** Loyola University, 100%. See WWL-TV, New Orleans, LA.

**Began Operation:** September 19, 1962. Sale to present owner approved by FCC April 29, 1982.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

J. MICHAEL EARLY, general manager.

JOHN S. PELA, director of broadcast operations.

JAMES M. REARDON, director of sales.

**Highest 30 Sec. Rate** (July 19, 1984): \$545.

**NETWORK BASE HOURLY RATE:** \$625.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	19,200	18,900	98
	Allen	7,600	7,400	97
	Avoyelles	14,400	14,100	98
	Beauregard	10,600	10,300	97
	Calcasieu	61,800	61,100	99
	Cameron	3,400	3,300	97
	Evangeline	11,700	11,400	97
	Iberia	21,300	21,000	99
	Jefferson Davis	11,000	10,800	98
	Lafayette	58,200	57,500	99
	St Landry	28,600	27,900	98
	St Martin	13,500	13,300	99
	St Mary	21,200	20,900	99
Vermilion	17,500	17,300	99	



**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Rapides	48,200	47,600	99
	St Helena	3,100	3,000	97
<b>Between 5-24%</b>	Vernon	17,200	16,700	97
	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Grant	6,400	6,200	98
	La Salle	6,600	6,400	98
	Pointe Coupee	8,400	8,200	98
<b>MISSISSIPPI</b>	West Feliciana	2,600	2,500	96
	Wilkinson	3,200	3,100	97
<b>Station Totals</b>		<b>402,600</b>	<b>395,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>265,100</b>
<b>Average Daily Circulation (1984)</b>				<b>153,600</b>

# Louisiana—Lafayette

## KLFY-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Texoma Broadcasters Inc., Box 90665, Lafayette, LA 70509.

**Studio:** 2410 Eraste Landry Rd., Box 90665, Lafayette 70509.

**Telephone:** 318-981-4823. **TWX:** 510-975-5052.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"  
Longitude 92° 22' 41"

Holds CP for change to 316-kw visual, 31.6-kw aural, 1740-ft. above av. terrain. BPCT-791231KG.

**Transmitter:** State Hwy. 98, 1.8-mi. E of Maxie, LA.

**News Service:** AP.

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

**Ownership:** M. N. Bostick, 29.972%; Texas Bcstg., 23.225%; Hilton E. Howell & Ross M. Sams, 9.972% each; W. W. Callan, 7.824%; Robert E. Levy, 6.915%; Thomas D. Stribling, 6.378%; George & Ellender Chase, 3.594% jointly; W. Woody Callan Jr. & Diana C. Braswell, 1.074% each. For other interests, see KWTX-TV, Waco.

**Began Operation:** June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (**Television Digest**, Vol. 4:48; 5:6).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Jacob.

**Personnel:**

THOMAS G. PEARS, general manager.  
TERRY DOVER, operations manager.  
DAVE HEBERT, chief engineer.

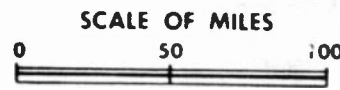
**Highest One Hour Rate** (April 25, 1983): \$1800.

**Highest 30 Sec. Rate** (April 25, 1983): \$670.

**NETWORK BASE HOURLY RATE:** \$1490.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>LOUISIANA</b>				
		Acadia	19,200	18,900	98
		Allen	7,600	7,400	97
		Avoyelles	14,400	14,100	98
		Beauregard	10,600	10,300	97
		Calcasieu	61,800	61,100	99
		Cameron	3,400	3,300	97
		Evangeline	11,700	11,400	97
		Iberia	21,300	21,000	99
		Jefferson Davis	11,000	10,800	98
		Lafayette	58,200	57,500	99



KLFY-TV BPCT-791231KG Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Landry	28,600	27,900	98
	St Martin	13,500	13,300	99
	St Mary	21,200	20,900	99
	Vermilion	17,500	17,300	99
	Vernon	17,200	16,700	97
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Rapides	48,200	47,600	99
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Catahoula	4,400	4,300	97
	Concordia	8,000	7,800	97
	East Feliciana	5,400	5,200	96
	Grant	6,400	6,200	98
	Lafourche	28,200	27,900	99
	Pointe Coupee	8,400	8,200	98
	Terrebonne	33,200	32,700	99
	West Feliciana	2,600	2,500	96
<b>MISSISSIPPI</b>	Amite	4,500	4,400	98
	<b>TEXAS</b>			
	Sabine	3,700	3,600	97
<b>Station Totals</b>		<b>477,100</b>	<b>469,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>302,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>193,100</b>	

# Louisiana—Lake Charles

## KPLC-TV

Ch. 7

**Network Service:** NBC.

**Licensee:** Calcasieu TV & Radio Inc., Box 1488, Lake Charles, LA 70602.

**Studio:** 320 Division St., Lake Charles 70601.

**Telephone:** 318-439-9071. **TWX:** 510-971-7570.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"  
Longitude 93° 00' 08"

**Transmitter:** Near Fenton, LA.

**News Service:** AP.

**Ownership:** Calcasieu Television & Radio Inc. G. Russell Chambers, chmn., 100%; Rita S. Chambers, pres.; Jonathan Golden, secy. & corp. counsel.

**Began Operation:** Sept. 29, 1954. Sale to present owners by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Previous sale to Calcasieu by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (**Television Digest**, 4:18, 27).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** G. Russell Chambers.

**Personnel:**

G. RUSSELL CHAMBERS, chairman.  
RITA CHAMBERS, president & general manager.  
JERRY GOOS, general sales manager.  
AL SMITH, exec. vice president, engineering.

**Highest 30 Sec. Rate** (July 9, 1984): \$450.

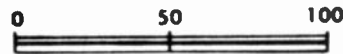
**NETWORK BASE HOURLY RATE:** \$550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Acadia	19,200	18,900	98
	Allen	7,600	7,400	97
	Beauregard	10,600	10,300	97
	Calcasieu	61,800	61,100	99
	Cameron	3,400	3,300	97
	Jefferson Davis	11,000	10,800	98
	Lafayette	58,200	57,500	99
	Vermilion	17,500	17,300	99
	Vernon	17,200	16,700	97



**SCALE OF MILES**



KPLC-TV BPCT-4012 Granted 12/12/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Evangeline	11,700	11,400	97
	St Landry	28,600	27,900	98
	St Martin	13,500	13,300	99
	<b>TEXAS</b>			
Newton	5,000	4,900	97	
Sabine	3,700	3,600	97	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
	Iberia	21,300	21,000	99
	Rapides	48,200	47,600	99
	Sabine	10,100	9,800	97
<b>TEXAS</b>				
Jasper	11,900	11,700	98	
Liberty	18,600	18,300	98	
Orange	30,400	30,100	99	
<b>Station Totals</b>		<b>423,900</b>	<b>417,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>212,600</b>
<b>Average Daily Circulation (1984)</b>				<b>127,800</b>

# Louisiana—Lake Charles

**KVHP**

**Ch. 29**

**Network Service:** None, independent.

**Licensee:** Lake Charles Electronic Media Inc., 129 W. Prien Lake Rd., Lake Charles, LA 70601.

**Studio:** 129 W. Prien Lake Rd., Lake Charles, LA 70601.

**Telephone:** 318-474-1316.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"  
Longitude 93° 13' 12"

**Transmitter:** SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

**News Service:** CNN.

**Satellite Earth Station:** In operation.

**Ownership:** Herschell Hardesty & J. W. DiGiglia, 40.2% each.

**Began Operation:** Jan. 18, 1983. Sale to present owners by Hugh Van Eaton approved by FCC March 3, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg.

**Represented (engineering):** Peter V. Gureckis & Associates.

**Personnel:**

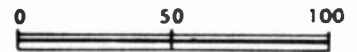
HERSCHELL HARDESTY, president.

LARRY CAMPBELL, general manager & general sales manager.

**Highest 30 Sec. Rate** (July 25, 1984): \$185.



SCALE OF MILES



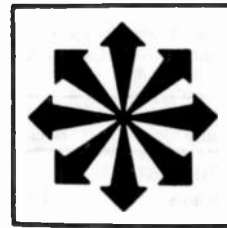
KVHP BMPCT-821213KE Granted 3/29/83

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Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Calcasieu	61,800	61,100	99
	Cameron	3,400	3,300	97
Between 25-49%	<b>LOUISIANA</b>			
	Jefferson Davis	11,000	10,800	98
Between 5-24%	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	<b>TEXAS</b>			
	Newton	5,000	4,900	97
<b>Station Totals</b>		<b>88,800</b>	<b>87,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>41,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>21,000</b>	

## BLACKBURN & COMPANY, INC.



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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Louisiana—West Monroe-Monroe

## KARD

Ch. 14

**Network Service:** ABC.

**Licensee:** KARD Inc., 701 Parkwood Dr., West Monroe, LA 71291.

**Studio:** 701 Parkwood Dr., West Monroe, LA 71291.

**Telephone:** 318-388-0114.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1050-kw max. & 938-kw horizontal visual, 105-kw max. & 93-kw horizontal aural. Antenna: 630-ft. above av. terrain, 644-ft. above ground, 713-ft. above sea level.

Latitude 32° 30' 21"  
Longitude 92° 08' 54"

**Transmitter:** 701 Parkwood Dr.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation; Avantek receivers.

**Ownership:** Kenneth E. Meyer, 29%; George Baldrige, 23.73%; H. C. Wattner, 22.67%; Jane A. Meyer, 2.45%. The Meyers & Baldrige own KMTCTV, Springfield, MO. Kenneth Meyer has interest in KTXR-FM, Springfield; KFAL & KKCA, Fulton; KBOA & KTMO(FM), Kennett & KLEX, Lexington, all MO.

**Began Operation:** Aug. 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to present owners approved by FCC Jan. 31, 1978.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Personnel:**

KENNETH E. MEYER, president.  
MELVIN B. CALDWELL, general manager.  
RANDY MINTER, local sales manager.  
OLNEY WHITE, chief engineer.

**Highest 30 Sec. Rate** (July 30, 1984): \$195.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Lincoln	13,500	13,300	99
	Morehouse	12,200	12,000	98
	Ouachita	51,100	50,500	99
	Richland	7,400	7,200	97
	Union	7,700	7,600	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Caldwell	4,300	4,200	98
	Franklin	8,400	8,200	98
	Jackson	6,500	6,400	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	<b>LOUISIANA</b>			
	La Salle	6,600	6,400	98
	Madison	5,700	5,500	96
	Tensas	2,900	2,800	97
	West Carroll	4,500	4,400	98
<b>Station Totals</b>		<b>140,200</b>	<b>137,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>76,400</b>
<b>Average Daily Circulation (1984)</b>				<b>37,500</b>



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# Louisiana—Monroe— El Dorado, Arkansas

**KTVE**

Ch. 10

**Network Service:** NBC.

**Licensee:** KTVE Inc., Box 791, El Dorado, AR 71730.

**Studios:** 2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71730.

**Telephone:** 318-329-1300, Monroe; 501-862-6651, El Dorado.  
**TWX:** 510-977-5386.

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

Latitude 33° 04' 41.0"

Longitude 92° 13' 40.6"

**Transmitter:** 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

**News Service:** AP.

**Satellite Earth Stations:** 3 in operation; 7-meter.

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

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

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Personnel:**

HUGH ROCHE, vice president & general manager.

PETE SPARKS, chief engineer.

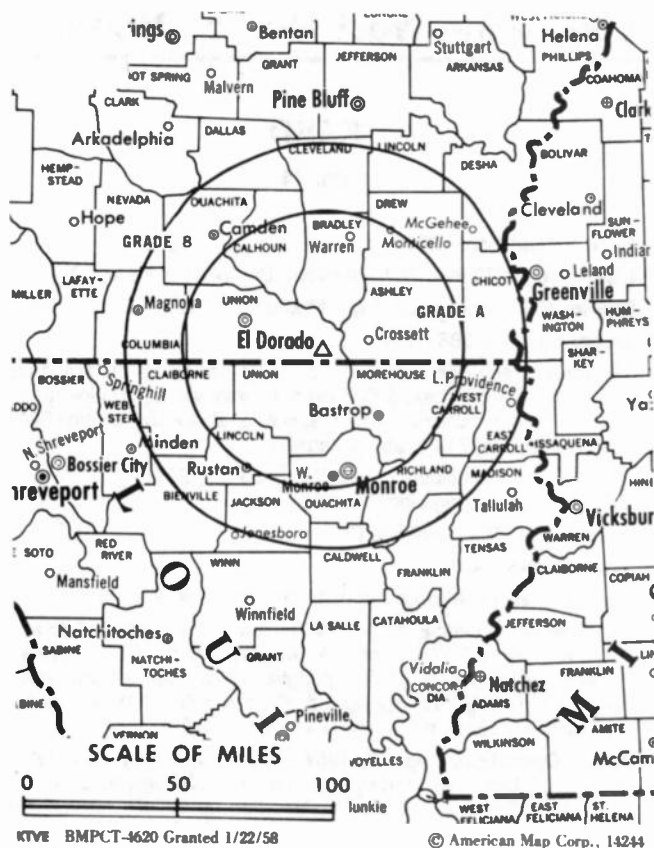
TOMMY WALKER, production manager.

**Highest 30 Sec. Rate** (April 12, 1984): \$300.

**NETWORK BASE HOURLY RATE:** \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Bradley	5,300	5,200	98
	Calhoun	2,200	2,200	98
	Chicot	6,000	5,800	97
	Ouachita	11,400	11,100	98
	Union	18,500	18,200	98
	<b>LOUISIANA</b>			
	Caldwell	4,300	4,200	98
	Claiborne	6,400	6,200	98
	East Carroll	3,600	3,500	97
	Franklin	8,400	8,200	98
Lincoln	13,500	13,300	99	
Morehouse	12,200	12,000	98	
Ouachita	51,100	50,500	99	
Richland	7,400	7,200	97	



KTVE BMPCT-4620 Granted 1/22/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Union	7,700	7,600	99
	West Carroll	4,500	4,400	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Desha	6,800	6,600	97
	Drew	6,500	6,300	97
	<b>LOUISIANA</b>			
Jackson	6,500	6,400	98	
Madison	5,700	5,500	96	
<b>MISSISSIPPI</b>				
Washington	23,500	23,000	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Cleveland	3,000	2,900	97
	Columbia	9,700	9,500	98
	Dallas	4,000	3,900	97
	<b>LOUISIANA</b>			
	Bienville	6,000	5,900	98
	La Salle	6,600	6,400	98
	Webster	16,300	16,000	98
	Winn	6,200	6,000	97
	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97
	Issaquena	800	800	100
Sunflower	9,600	9,300	97	
Yazoo	9,100	8,900	98	
<b>Station Totals</b>		<b>305,700</b>	<b>299,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>161,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>85,800</b>	

# Louisiana—Monroe-West Monroe

## KNOE-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** NOE Enterprises Inc., Box 4067, Monroe 71211.

**Studio:** Knoe Rd.

**Telephone:** 318-322-8155. **TWX:** 510-977-5384.

**Mailing Address:** Box 4067, Monroe, LA 71211.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1985-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"  
Longitude 92° 04' 10"

**Transmitter:** 2.5-mi. N of Riverton, LA.

**AM Affiliate:** KNOE, 5-kw, 540 kHz.

**FM Affiliate:** KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

**News Services:** AP, CNN.

**Satellite Earth Station:** Simulsat, 7-meter.

**Ownership:** Noe Enterprises Inc., 100%. Also owns WNOE-AM-FM, New Orleans.

**Began Operation:** Sept. 27, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

JAMES A. NOE JR., president & general manager.  
TOM M. PERCER, manager.  
LLOYD VOORHEES, local & regional sales manager.  
ALLEN JONES, national sales manager & personnel director.  
JACK McCALL, program director.  
RAY BOYD, head of engineering & technical director.  
PATRICIA TANNER, head of sales service, promotion & copy.  
ANSEL SMITH, operations & production manager.  
KEN BOOTH, news director.  
LEON NOLAND JR., chief photographer.  
FREDDY ROBERTS, chief engineer.

**Highest One Hour Rate (July 1983):** \$1725.

**Highest 30 Sec. Rate (Jan. 1, 1984):** \$420.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	9,400	9,200	98
	Chicot	6,000	5,800	97
	Union	18,500	18,200	98
	<b>LOUISIANA</b>			
	Caldwell	4,300	4,200	98
	Catahoula	4,400	4,300	97
	Concordia	8,000	7,800	97
	East Carroll	3,600	3,500	97
	Franklin	8,400	8,200	98
	Grant	6,400	6,200	98
	Jackson	6,500	6,400	98
	La Salle	6,600	6,400	98
	Lincoln	13,500	13,300	99
	Madison	5,700	5,500	96
	Morehouse	12,200	12,000	98
	Natchitoches	14,400	13,900	97
	Ouachita	51,100	50,500	99



KNOE-TV BPCT-3313 Granted 10/2/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rapides	48,200	47,600	99
	Richland	7,400	7,200	97
	Tensas	2,900	2,800	97
	Union	7,700	7,600	99
	West Carroll	4,500	4,400	98
	Winn	6,200	6,000	97
	<b>MISSISSIPPI</b>			
	Adams	13,100	12,900	98
	Jefferson	2,800	2,700	96
	<b>LOUISIANA</b>			
<b>Between 25-49%</b>	Bienville	6,000	5,900	98
	Claiborne	6,400	6,200	98
	<b>MISSISSIPPI</b>			
	Claiborne	3,800	3,700	97
	Issaquena	800	800	100
	<b>ARKANSAS</b>			
<b>Between 5-24%</b>	Calhoun	2,200	2,200	98
	Desha	6,800	6,600	97
	Drew	6,500	6,300	97
	Ouachita	11,400	11,100	98
	<b>LOUISIANA</b>			
	Avoyelles	14,400	14,100	98
	Red River	3,800	3,700	97
	Sabine	10,100	9,800	97
	Vernon	17,200	16,700	97
	<b>MISSISSIPPI</b>			
	Franklin	2,900	2,800	97
	Warren	18,400	18,100	98
	Washington	23,500	23,000	98
	Wilkinson	3,200	3,100	97
	Yazoo	9,100	8,900	98
<b>Station Totals</b>		<b>418,300</b>	<b>409,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>255,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>182,700</b>	



# Louisiana—New Orleans

## WDSU-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., 520 Royal St., New Orleans, LA 70130.

**Studio:** 520 Royal St., New Orleans, LA 70130.

**Telephone:** 504-527-0666. **TWX:** 504-822-6166.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.0"  
Longitude 89° 57' 28.5"

**Transmitter:** Tournefort St., Chalmette, LA.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Dec. 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972. (**Television Digest**, Vol. 12:15, 49).

**Represented (sales):** Blair Television.

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

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

**Personnel:**

MICHAEL J. CORKEN, vice president & general manager.  
RICHARD HERD, general sales manager.  
EARLE CONNORS, chief engineer.  
LARRY PRICE, news director.  
EVAN WIGGINS, operations manager.  
MARCIA DANIEL, program director.  
CAROL KISSEL, business manager.  
SHELLEY HOBSON, marketing director.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate:** Not available.

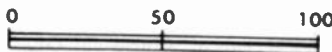
**NETWORK BASE HOURLY RATE:** \$1947.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Jefferson	174,700	173,600	99
	Lafourche	28,200	27,900	99
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,700	22,600	100
	St Charles	13,100	13,000	99
	St James	6,500	6,400	98
	St John The Baptist	10,700	10,500	98
	St Tammany	43,400	42,900	99
	Tangipahoa	28,400	27,800	98
Terrebonne	33,200	32,700	99	
Washington	16,000	15,600	98	



**SCALE OF MILES**



WDSU-TV BPCT-2084 Granted 11/10/55

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**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Hancock	9,100	9,000	99
	Harrison	56,200	55,800	99
	Pearl River	11,900	11,700	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	St Helena	3,100	3,000	97
	St Mary	21,200	20,900	99
	<b>MISSISSIPPI</b>			
Jackson	41,700	41,300	99	
Stone	3,300	3,300	98	
Walthall	4,700	4,600	98	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Ascension	17,300	16,900	98
	Livingston	21,300	20,900	98
	<b>MISSISSIPPI</b>			
	Amite	4,500	4,400	98
Lamar	8,800	8,700	99	
Marion	9,000	8,800	98	
Pike	12,900	12,700	98	
<b>Station Totals</b>		<b>829,300</b>	<b>819,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>638,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>378,000</b>	

# Louisiana—New Orleans

## WGNO-TV

Ch. 26

**Network Service:** None, independent.

**Licensee:** WGNO Inc., 2 Canal St., New Orleans, LA 70130.

**Studio:** International Trade Mart, 2 Canal St., New Orleans, LA 70130.

**Telephone:** 504-581-2600. **TWX:** 810-954-6158.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2690-kw max. & 1100-kw horizontal visual, 269-kw max. aural. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"  
Longitude 89° 56' 58"

**Transmitter:** Paris Rd. & Bayou Bienvenue, New Orleans.

**News Service:** AP, INN.

**Satellite Earth Station:** In operation.

**Ownership:** Tribune Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 14, 1967. Sale to Tribune Bcstg. Co. by General Media Corp. approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et al., approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Edward F. Lorentz & Associates.

### Personnel:

DENNIS FITZSIMONS, vice president & general manager.  
JOHN CURREN, general sales manager.  
BERL GOLUB, program director.  
JIM GLASS, chief engineer.  
STEVE MOHAMMED, business manager.  
MEL LEAVITT, news & public affairs manager.  
BOB GREMILLION, production manager.

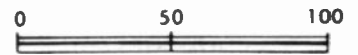
**Highest 30 Sec. Rate:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Jefferson	174,700	173,600	99
	Lafourche	28,200	27,900	99
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,700	22,600	100
	St Charles	13,100	13,000	99
	St James	6,500	6,400	98
	St John The Baptist	10,700	10,500	98



SCALE OF MILES



WGNO-TV BPCT-790523KE Granted 1/30/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Tammany	43,400	42,900	99
	Terrebonne	33,200	32,700	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Ascension	17,300	16,900	98
	Tangipahoa	28,400	27,800	98
	Washington	16,000	15,600	98
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Hancock	9,100	9,000	99
	Harrison	56,200	55,800	99
	Pearl River	11,900	11,700	98
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
	Livingston	21,300	20,900	98
	St Helena	3,100	3,000	97
	St Mary	21,200	20,900	99
	<b>MISSISSIPPI</b>			
Jackson	41,700	41,300	99	
<b>Station Totals</b>		<b>786,100</b>	<b>777,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>418,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>209,600</b>	

# Louisiana—New Orleans

## WNOL-TV

Ch. 38

**Network Service:** None, independent.

**License:** Channel 38 Associates, 1661 Canal St., New Orleans, LA 70112.

**Studio:** 1661 Canal St., New Orleans, LA 70112.

**Telephone:** 504-525-3838. **TWX:** 910-997-0539.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"  
Longitude 89° 56' 26"

**Transmitter:** 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundry, Chalmette.

**Satellite Earth Station:** Simulsat; 7-meter.

**Ownership:** Channel 38 Assoc., Ltd. Partnership, Harold E. Protter, managing gen. partner; Thomas L. Siebert, gen. partner; Cypress Bcstg., gen. partner (ltd. partnership, Craig L. Siebert, gen. partner); TMG Inc., Gail L. Brekke, Dirk Freeman, Kidder & Peabody, Renke & Levy Inc., special ltd. partners. TMG ownership: Harold E. Protter, 50%; Gail Brekke, 50%. The Sieberts have interest in WANB-AM-FM Waynesburg, PA; WYVA-FM Yorktown, VA. Protter, Brekke & Marcus have interest in permittee of Ch. 49 Buffalo, NY.

**Began Operation:** March 25, 1984.

**Represented (sales):** Seltel Inc.

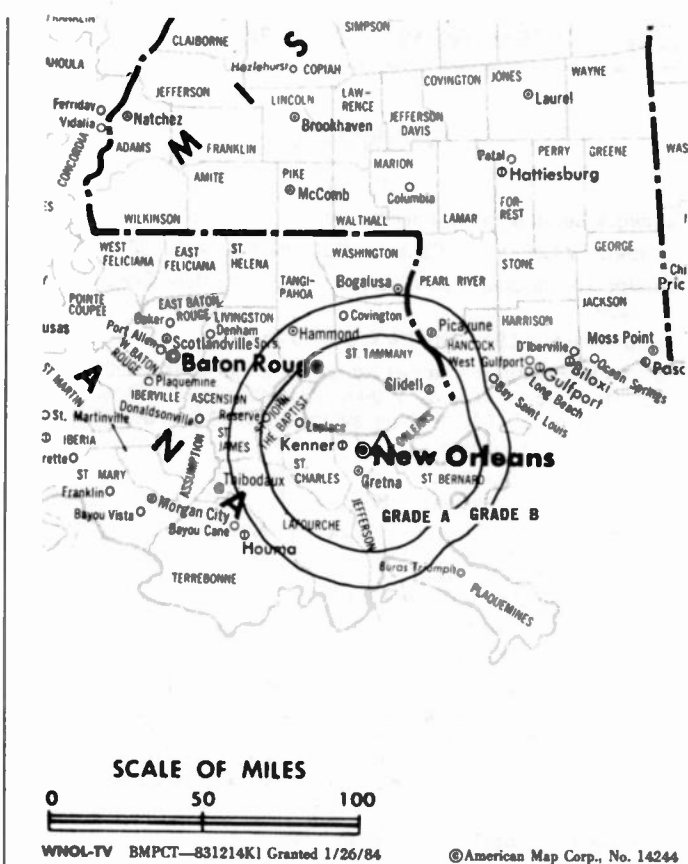
**Represented (legal):** Crowell & Moring.

### Personnel:

HAROLD PROTTER, president & managing general partner.  
GAIL BREKKE, vice president & general manager.  
STEVE FRIEDHEIM, vice president & sales director.  
GAYLE GARRETT, national sales manager.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate:** \$750.



WNOL-TV BMPCT-831214K1 Granted 1/26/84

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## PUBLIC BROADCASTING REPORT

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# Louisiana—New Orleans

**WVUE**

Ch. 8

**Network Service:** ABC.

**Licensee:** Gaylord Broadcasting Co., Box 25125, Oklahoma City, OK 73125.

**Studio:** 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125.

**Telephone:** 504-486-6161.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"  
Longitude 89° 56' 58"

**Transmitter:** Paris Rd., near Chalmette, LA.

**News Services:** AP, NIWS, ABC.

**Satellite Earth Stations:** Scientific-Atlanta, 9.3-meter; Scientific-Atlanta receivers.

**Ownership:** Gaylord Bcstg. Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted temporary Ch. 13 operation by New Orleans Television Corp. (**Television Digest**, Vol. 14:51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23). Switched to Ch. 8 June 8, 1970. Sale to present owner approved by FCC June 30, 1977 (Vol. 16:26; 17:28).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- JACK C. LONG, vice president & general manager.
- BEN CANADA, general sales manager.
- DONALD B. WILBURN, program manager.
- RICH BRASE, promotion manager.
- JOHN MAYBIN, national sales manager.
- JOANNE HILTON, local sales manager.
- ROBERT NUNEZ, chief engineer.
- RON HUNTER, news director.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate** (July 17, 1984): \$1400.

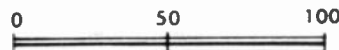
**NETWORK BASE HOURLY RATE:** \$1400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Jefferson	174,700	173,600	99
	Lafourche	28,200	27,900	99
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,700	22,600	100



SCALE OF MILES



WVUE Doc-16390

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>St Charles</b>	13,100	13,000	99
	<b>St James</b>	6,500	6,400	98
	<b>St John The Baptist</b>	10,700	10,500	98
	<b>St Tammany</b>	43,400	42,900	99
	<b>Tangipahoa</b>	28,400	27,800	98
	<b>Terrebonne</b>	33,200	32,700	99
	<b>Washington</b>	16,000	15,600	98
<b>MISSISSIPPI</b>	Hancock	9,100	9,000	99
	Harrison	56,200	55,800	99
	Pearl River	11,900	11,700	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Assumption	6,900	6,700	97
<b>MISSISSIPPI</b>	Pike	12,900	12,700	98
	Stone	3,300	3,300	98
	Walthall	4,700	4,600	98
	<b>Between 5-24%</b>	<b>LOUISIANA</b>		
Ascension		17,300	16,900	98
Livingston		21,300	20,900	98
St Mary		21,200	20,900	99
<b>MISSISSIPPI</b>	Jackson	41,700	41,300	99
	Marion	9,000	8,800	98
<b>Station Totals</b>		<b>812,900</b>	<b>803,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>598,300</b>
<b>Average Daily Circulation (1984)</b>				<b>360,600</b>

# Louisiana—New Orleans

## WWL-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Loyola University, 6363 St. Charles Ave., New Orleans, LA 70118

**Studio:** 1024 N. Rampart St., New Orleans, LA 70176.

**Telephone:** 504-529-4444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"  
Longitude 90° 02' 23.3"

**Transmitter:** Cooper Rd. near Gretna, LA.

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

**FM Affiliate:** WJY-FM, 95-kw, 101.9 MHz (No. 270), 830-ft.

**News Services:** AP, UPI.

**Ownership:** Loyola University. Rev. James Carter, S.J., pres. Loyola also owns KATC(TV), Lafayette, LA.

**Began Operation:** Sept. 7, 1957.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

- J. MICHAEL EARLY, v.p., broadcasting & general manager.
- MAURICE GUILLERMAN, station manager.
- PHIL JOHNSON, assistant manager.
- JERROLD WHALEY, national sales manager.
- JAMES DABOVAL, local sales manager.
- PASCAL GLAVIANO, finance director.
- JIM BOYER, news director.
- HUGH BURNEY, chief engineer.
- JEAN LUECKE, promotion director.
- MICKEY WELLMAN, public affairs director.

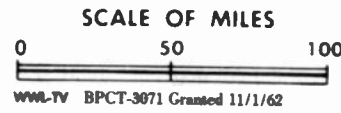
**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>LOUISIANA</b>				
	Assumption	6,900	6,700	97
	Jefferson	174,700	173,600	99
	Lafourche	28,200	27,900	99
	Orleans	212,400	210,000	99
	Plaquemines	8,100	8,000	99
	St Bernard	22,700	22,600	100
	St Charles	13,100	13,000	99
	St James	6,500	6,400	98
	St John The Baptist	10,700	10,500	98
	St Tammany	43,400	42,900	99
	Tangipahoa	28,400	27,800	98
	Terrebonne	33,200	32,700	99
	Washington	16,000	15,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>MISSISSIPPI</b>				
	Hancock	9,100	9,000	99
	Harrison	56,200	55,800	99
	Pearl River	11,900	11,700	98
	Stone	3,300	3,300	98
	Walthall	4,700	4,600	98
<b>Between 25-49%</b>				
<b>LOUISIANA</b>				
	Ascension	17,300	16,900	98
	St Mary	21,200	20,900	99
<b>MISSISSIPPI</b>				
	Jackson	41,700	41,300	99
	Marion	9,000	8,800	98
	Pike	12,900	12,700	98
<b>Between 5-24%</b>				
<b>LOUISIANA</b>				
	Concordia	8,000	7,800	97
	Iberia	21,300	21,000	99
	Livingston	21,300	20,900	98
	West Feliciana	2,600	2,500	96
<b>MISSISSIPPI</b>				
	Amite	4,500	4,400	98
	Greene	3,200	3,100	97
	Lamar	8,800	8,700	99
<b>Station Totals</b>		<b>861,300</b>	<b>851,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>678,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>482,000</b>	

# Louisiana—Shreveport

## KSLA-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** VSC Communications Inc., Box 4812, Shreveport, LA 71104.

**Studio:** 1812 Fairfield Ave., Box 4812, Shreveport 71104.

**Telephone:** 318-222-1212. **TWX:** 510-973-4013.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

Latitude 32° 40' 29"  
Longitude 93° 55' 59"

**Transmitter:** 2-mi. ESE of Mooringsport.

**News Service:** AP.

**Satellite Earth Station:** Transmit/receive; Scientific-Atlanta receivers.

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

**Began Operation:** Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (**Television Digest**, Vol. 11:21). Sale to KSLA-TV by Mrs. George et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

**Represented (sales):** Harrington, Righter & Parsons Inc.

### Personnel:

DAN BATES, vice president & general manager.

BEN B. McLAUGHLIN, sales manager.

JOHN RENSCHAW, program director.

ART SHIVER, production manager.

JOHN HITT, chief engineer.

**Highest 30 Sec. Rate** (April 13, 1981): \$1200.

**NETWORK BASE HOURLY RATE:** \$1403.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Lafayette	3,700	3,600	97
	Little River	5,000	4,900	98
	Miller	14,100	13,900	99
	Nevada	4,000	3,900	98
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Bienville	6,000	5,900	98
	Bossier	29,400	29,000	99
	Caddo	96,200	95,100	99
	Claiborne	6,400	6,200	98
De Soto	9,500	9,300	97	
Natchitoches	14,400	13,900	97	
Red River	3,800	3,700	97	
Sabine	10,100	9,800	97	
Webster	16,300	16,000	98	
<b>OKLAHOMA</b>				
Mc Curtian	13,300	13,000	97	
<b>TEXAS</b>				
Bowie	29,100	28,700	99	
Camp	3,800	3,700	97	
Cass	11,200	11,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Franklin	3,000	2,900	97
	Gregg	40,400	39,900	99
	Harrison	19,500	19,200	98
	Marion	4,300	4,200	98
	Morris	5,600	5,500	98
	Nacogdoches	18,300	17,800	97
	Panola	8,200	8,000	98
	Red River	6,400	6,200	97
	Rusk	16,100	15,800	98
	Sabine	3,700	3,600	97
	San Augustine	3,500	3,400	97
	Shelby	9,200	9,000	98
	Titus	8,400	8,200	98
	Upshur	11,500	11,300	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Jackson	6,500	6,400	98
	Lincoln	13,500	13,300	99
	Winn	6,200	6,000	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	Cherokee	14,600	14,300	98
	Wood	10,300	10,100	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Clark	8,300	8,100	98
	Ouachita	11,400	11,100	98
	Pike	4,100	4,000	98
	Polk	6,500	6,300	97
	Union	18,500	18,200	98
	<b>TEXAS</b>			
	Fannin	9,900	9,700	98
	Hopkins	10,200	10,000	98
	Houston	8,100	7,900	97
Lamar	16,900	16,300	96	
Smith	51,600	50,900	99	
<b>Station Totals</b>		<b>684,500</b>	<b>671,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>452,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>310,800</b>	

# Louisiana—Shreveport- Texarkana, Texas

## KTAL-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.

**Studios & Offices:** 3227 Summerhill Rd., Texarkana, TX; 3150 N. Market St., Shreveport, LA 71107.

**Telephones:** 214-793-1133, Texarkana; 318-425-2422, Shreveport.

**TWX:** 510-973-4169 (Shreveport).

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"  
Longitude 94° 00' 22"

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

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

**FM Affiliate:** KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

**News Service:** AP.

**Ownership:** Camden News Publishing Co., publisher of **Camden (AR) News**, 49.93% (Walter E. Hussman individually & as trustee holds 46.8% of Camden News, Betty P. Hussman holds 46.8%); Walter E. Hussman, pres., 20.28%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana; KAMD & KWEH-FM, Camden, AR; **Texarkana Gazette and News**; **Hot Springs (AR) New Era-Sentinel Record**; **El Dorado (AR) News-Times**; **Magnolia (AR) Banner-News**; plus interest in **Hope (AR) Star** and **Jacksonville (TX) Progress**. For cable interests, see WEHCO Video Inc. under Cable Group Ownership.

**Began Operation:** Aug. 16, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

**Personnel:**

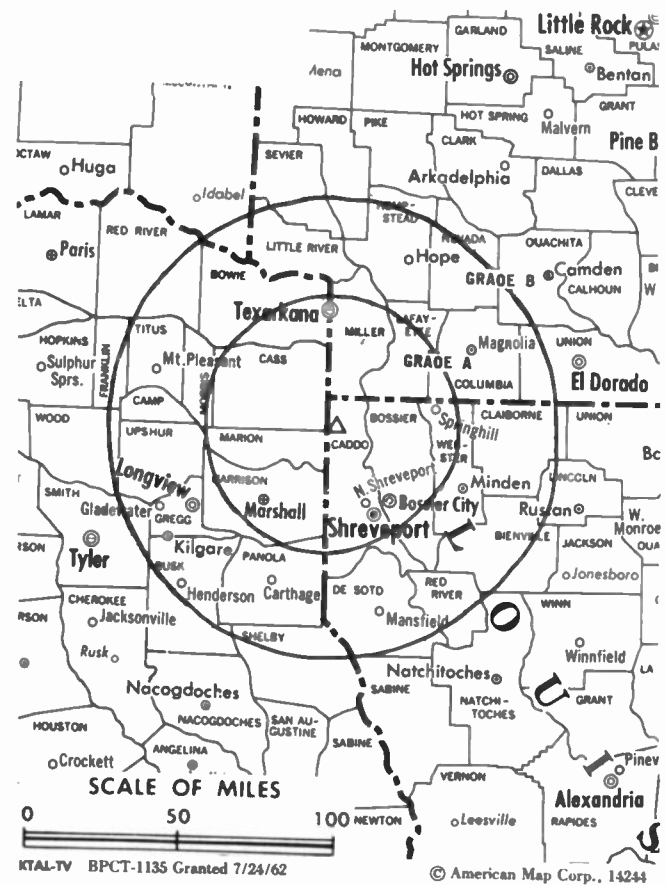
WALTER E. HUSSMAN, president.  
H. LEE BRYANT, vice president & general manager.  
DOUG YODER, sales manager.  
JEAN BYRD, program director.  
JEFF MACATEE, news director.  
GEORGE TRACY, chief engineer.

**Highest 30 Sec. Rate (Jan. 1, 1981):** \$500.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Columbia	9,700	9,500	98
	Hempstead	8,900	8,700	98
	Howard	5,100	5,000	98
	Lafayette	3,700	3,600	97
	Little River	5,000	4,900	98
	Miller	14,100	13,900	99
	Nevada	4,000	3,900	98
	Sevier	5,600	5,500	98
	<b>LOUISIANA</b>			
	Bienville	6,000	5,900	98
	Bossier	29,400	29,000	99
	Caddo	96,200	95,100	99
	Claiborne	6,400	6,200	98
De Soto	9,500	9,300	97	
Red River	3,800	3,700	97	
Webster	16,300	16,000	98	
<b>OKLAHOMA</b>				
Mc Curtain	13,300	13,000	97	
<b>TEXAS</b>				
Bowie	29,100	28,700	99	



KTAL-TV BPCT-1135 Granted 7/24/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Camp	3,800	3,700	97
	Cass	11,200	11,000	98
	Franklin	3,000	2,900	97
	Gregg	40,400	39,900	99
	Harrison	19,500	19,200	98
	Marion	4,300	4,200	98
	Morris	5,600	5,500	98
	Nacogdoches	18,300	17,800	97
	Panola	8,200	8,000	98
	Red River	6,400	6,200	97
	Rusk	16,100	15,800	98
	Shelby	9,200	9,000	98
	Titus	8,400	8,200	98
	Upshur	11,500	11,300	98
Between 25-49%	<b>ARKANSAS</b>			
	Pike	4,100	4,000	98
	Polk	6,500	6,300	97
Union	18,500	18,200	98	
LOUISIANA	Natchitoches	14,400	13,900	97
	Sabine	10,100	9,800	97
TEXAS	San Augustine	3,500	3,400	97
	Wood	10,300	10,100	98
Between 5-24%	<b>ARKANSAS</b>			
	Ouachita	11,400	11,100	98
	<b>LOUISIANA</b>			
	Jackson	6,500	6,400	98
	Lincoln	13,500	13,300	99
	Winn	6,200	6,000	97
	<b>OKLAHOMA</b>			
	Choctaw	6,500	6,300	97
	<b>TEXAS</b>			
	Cherokee	14,600	14,300	98
	Hopkins	10,200	10,000	98
	Lamar	16,900	16,300	96
	Sabine	3,700	3,600	97
	Smith	51,600	50,900	99
<b>Station Totals</b>		<b>640,500</b>	<b>628,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>401,900</b>		
<b>Average Daily Circulation (1984)</b>		<b>231,200</b>		

# Louisiana—Shreveport

## KTBS-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** KTBS Inc., 312 East Kings Hwy., Shreveport, LA.

**Studio:** 312 East Kings Hwy., Box 44227, Shreveport, LA 71134.

**Telephone:** 318-868-3644. **TWX:** 510-973-4076.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1800.5-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"

Longitude 93° 56' 00"

**Transmitter:** 1.5-mi. SE of Mooringsport, LA.

**News Services:** AP, UPI, ABC, Group W Newsfeed.

**Satellite Earth Stations:** 4 in operation; Andrew & Scientific-Atlanta receivers.

**Ownership:** E. Newton Wray, pres., 37.500%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Evelyn Wray Smith, 4.166%; Lois Wray Rowe & Edwin N. Wray Jr., 2.777% each.

**Began Operation:** Sept. 3, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

E. NEWTON WRAY, president.

EDWIN N. WRAY JR., vice president & general manager.

ALLAN STOLL, national sales manager.

ORAL LINK, production manager.

MARVIN L. PERRY JR., program manager.

DON WIEGEL, promotion manager.

DAVE HENDRICKS, chief engineer.

ANDREW PONTZ, news director.

STELLA HALLMAN, traffic manager.

ROSIE JONES, building maintenance manager.

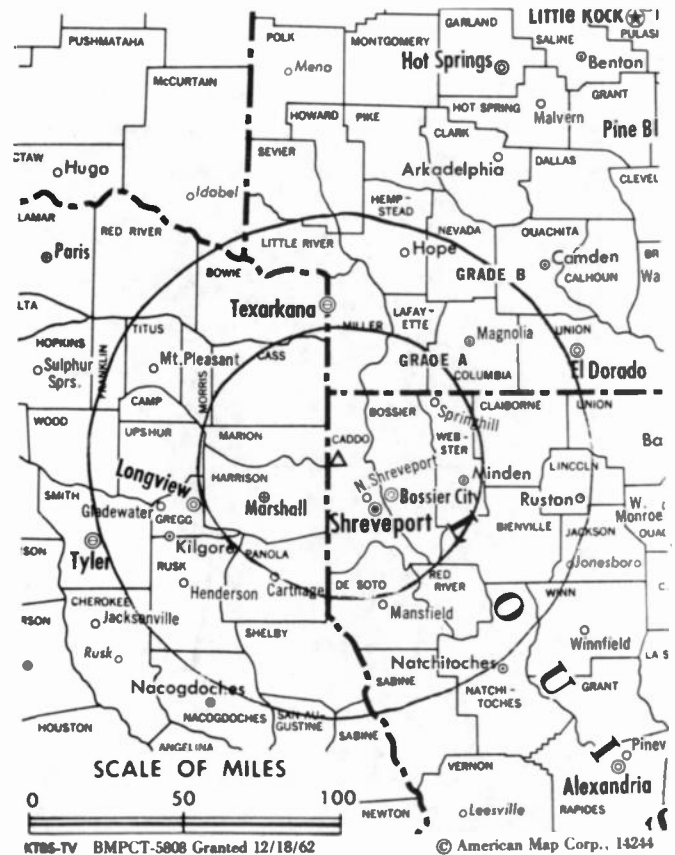
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate (July 9, 1984):** \$900.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
	Columbia	9,700	9,500	98	
	Hempstead	8,900	8,700	98	
	Howard	5,100	5,000	98	
	Lafayette	3,700	3,600	97	
	Little River	5,000	4,900	98	
	Miller	14,100	13,900	99	
	Nevada	4,000	3,900	98	
	Sevier	5,600	5,500	98	
	Union	18,500	18,200	98	
<b>LOUISIANA</b>	Bienvenue	6,000	5,900	98	
	Bossier	29,400	29,000	99	
	Caddo	96,200	95,100	99	
	Claiborne	6,400	6,200	98	
	De Soto	9,500	9,300	97	
	Jackson	6,500	6,400	98	
	Lincoln	13,500	13,300	99	
	Natchitoches	14,400	13,900	97	
	Red River	3,800	3,700	97	
	Sabine	10,100	9,800	97	
	Webster	16,300	16,000	98	
	Winn	6,200	6,000	97	
	<b>OKLAHOMA</b>				
	Mc Curtian	13,300	13,000	97	

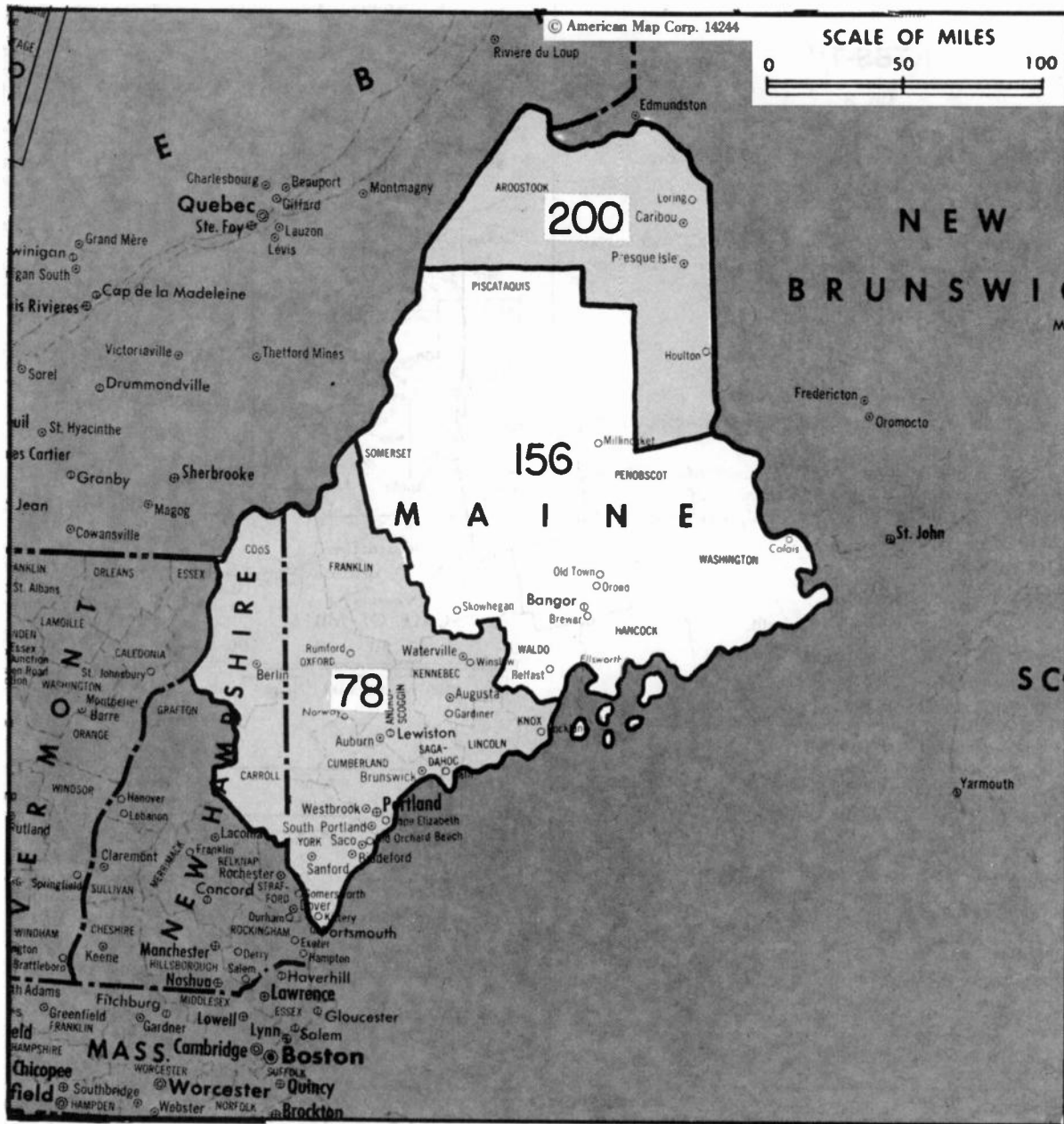


KTBS-TV BMPCT-5808 Granted 12/18/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bowie	29,100	28,700	99
	Camp	3,800	3,700	97
	Cass	11,200	11,000	98
	Franklin	3,000	2,900	97
	Gregg	40,400	39,900	99
	Harrison	19,500	19,200	98
	Marion	4,300	4,200	98
	Morris	5,600	5,500	98
	Nacogdoches	18,300	17,800	97
	Panola	8,200	8,000	98
	Red River	6,400	6,200	97
	Rusk	16,100	15,800	98
	San Augustine	3,500	3,400	97
	Shelby	9,200	9,000	98
Titus	8,400	8,200	98	
Upshur	11,500	11,300	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Pike	4,100	4,000	98
	<b>TEXAS</b>			
Sabine	3,700	3,600	97	
Wood	10,300	10,100	98	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Ouachita	11,400	11,100	98
	Polk	6,500	6,300	97
	<b>LOUISIANA</b>			
	Grant	6,400	6,200	98
Union	7,700	7,600	99	
<b>TEXAS</b>	Angelina	24,200	23,800	98
	Cherokee	14,600	14,300	98
	Lamar	16,900	16,300	96
	Polk	10,500	10,200	97
	Rains	2,300	2,300	100
	Smith	51,600	50,900	99
	<b>Station Totals</b>		<b>674,900</b>	<b>662,300</b>
<b>Net Weekly Circulation (1984)</b>			<b>446,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>280,200</b>	





**Cross Reference**  
Community Receiving Programs  
of Stations Located Elsewhere

**WMTW-TV, Portland--See Poland Spring, ME**

**Maine Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	7	0	7
Educational Television Stations	4	1	5
			12

Market	Arbitron ADI TV Households	Rank
Portland-Poland Spring, ME	301,800	78
Bangor, ME	108,600	156
Presque Isle, ME	29,100	200

**Market Area Commercial TV Stations**  
WCSH-TV (6), WGME-TV (13), WMTW (8)  
WABI-TV (5), WLBZ-TV (2), WVII-TV (7)  
WAGM-TV (8)

# Maine—Bangor

## WABI-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Diversified Communications, 35 Hildreth St., Bangor, ME 04401.

**Studio:** 35 Hildreth St., Bangor, ME 04401.

**Telephone:** 207-947-8321. **TWX:** 710-222-1645.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level.

Latitude 44° 42' 15"  
Longitude 69° 04' 42"

**Transmitter:** Pickard Mtn., near Maine Rte. 9.

**AM Affiliate:** WABI, 5-kw, 910 kHz (ABC).

**FM Affiliate:** WBGW, 5-kw, 97.1 MHz (No. 246), 1250-ft.

**News Service:** AP.

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

**Ownership:** Diversified Communications, 100%. Principals are Horace Hildreth (ex-Ambassador to Pakistan and ex.-Gov. of ME) and other members of Hildreth family, 92.783%; other minority stockholders, 7.21%. WABI-TV officer: Horace A. Hildreth Jr., pres. Operates WCJB(TV), Gainesville, FL.

**Began Operation:** Jan. 25, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

GEORGE GONYAR, general manager.  
TOWLE TOMPKINS, operations manager.  
FRED MORSE, local sales manager.  
GORDON MANUEL, news director.  
DALE CARTER, chief engineer.

**Highest 30 Sec. Rate:** \$540.

**NETWORK BASE HOURLY RATE:** \$1028.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
50% & Over	Franklin	10,400	10,000	96
	Hancock	16,700	16,400	98
	Kennebec	41,600	40,700	98
	Knox	13,200	12,800	97



**For Group Ownership of TV Stations, consult Index**

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Penobscot	48,300	47,400	98
	Piscataquis	6,600	6,500	98
	Somerset	16,200	15,800	98
	Waldo	10,700	10,400	97
	Washington	13,100	12,700	97
<b>MAINE</b>				
Between 5-24%	Aroostook	30,100	29,300	97
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
<b>Station Totals</b>		<b>235,700</b>	<b>230,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>155,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>101,000</b>	

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# Maine—Bangor

## WLBZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** WLBZ Television Inc., Box 934, Bangor, ME 04401.

**Studio:** Mt. Hope Ave. 04401.

**Mailing Address:** Box 934, Bangor, ME 04401.

**Telephone:** 207-942-4822. **TWX:** 207-989-4658.1

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"  
Longitude 68° 40' 17"

**Transmitter:** Riders Peak, near Holden, ME.

**News Service:** AP.

**Ownership:** Maine Broadcasting Co. (Mary Rines Thompson, principal stockholder). For other interests, see WCSH-TV, Portland, ME.

**Began Operation:** Sept. 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (*Television Digest*, Vol. 14:12, 16, 20).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

MARY RINES THOMPSON, chairman of board.  
FREDERIC THOMPSON, president.  
BRUCE MCGORRILL, executive vice president.  
MARGO COBB, general manager.  
BRUCE K. SCOTT, chief engineer.

**Highest 30 Sec. Rate** (May 1, 1981): \$350.

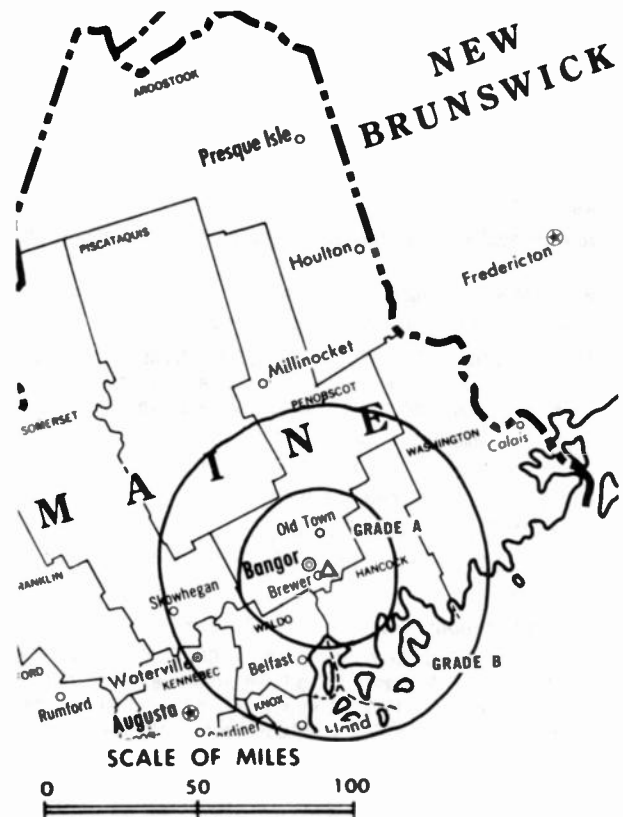
**NETWORK BASE HOURLY RATE:** \$400.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 765,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MAINE</b>			
	Hancock	16,700	16,400	98
	Knox	13,200	12,800	97
	Penobscot	48,300	47,400	98



WLBZ-TV BPCT-2555 Granted 12/22/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Piscataquis	6,600	6,500	98
	Somerset	16,200	15,800	98
	Waldo	10,700	10,400	97
	Washington	13,100	12,700	97
Between 25-49%	<b>MAINE</b>			
	Aroostook	30,100	29,300	97
	Franklin	10,400	10,000	96
Between 5-24%	<b>MAINE</b>			
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
<b>Station Totals</b>		<b>235,700</b>	<b>230,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>148,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>93,100</b>	

# Maine-Bangor

## WVII-TV

Ch.7

**Network Service:** ABC.

**Licensee:** Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME 04401.

**Studio:** 371 Target Industrial Circle, Bangor 04401.

**Telephone:** 207-954-6457. **TWX:** 710-222-1742.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1400-ft. above av. terrain, 741-ft. above ground, 1733-ft. above sea level.

Latitude 44° 45' 35"  
Longitude 68° 34' 01"

**Transmitter:** Black Cap Mtn., Eddington, ME.

**News Services:** AP, CNN.

**Satellite Earth Station:** Comtech, 5-meter; Comtech receivers.

**Ownership:** Seaway Communications Inc., 100%. See WAEO-TV, Rhinelander, WI.

**Began Operation:** Oct. 15, 1965. Sale to present owners by John J. Pineau approved by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor in Possession, approved by FCC Jan. 20, 1976.

**Represented (sales):** Avery-Knodel Inc.; Creed Assoc. (Boston); Metrosport (Canada).

**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

### Personnel:

BARBARA CYR, v.p., general sales manager.  
JUDITH L. VARDAMIS, program director.  
JAMES MORRIS, news director.  
ERNIE PICHE, chief engineer.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. Rate** (June 1, 1984): \$1000.

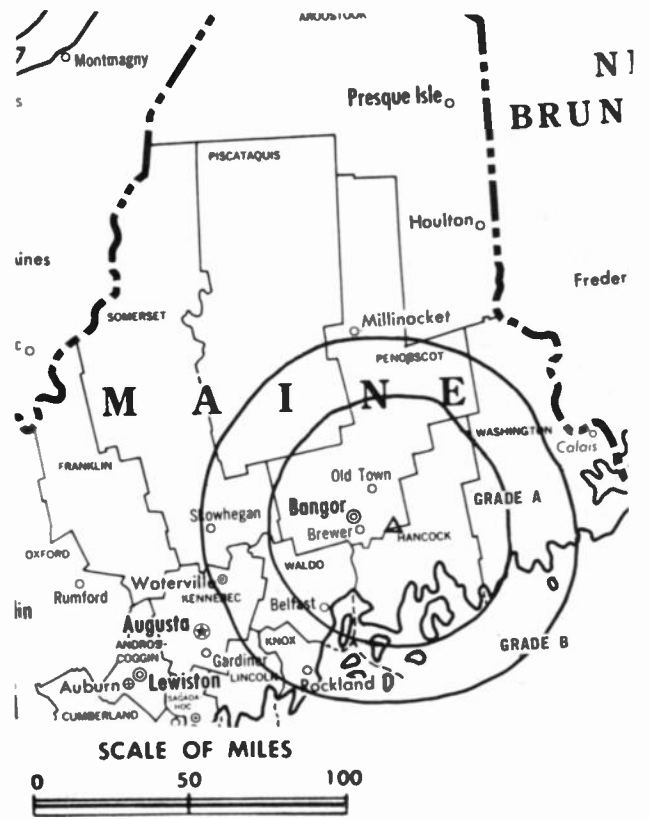
**NETWORK BASE HOURLY RATE:** \$250.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 788,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	16,700	16,400	98
	Knox	13,200	12,800	97
	Penobscot	48,300	47,400	98
	Piscataquis	6,600	6,500	98
	Somerset	16,200	15,800	98
	Waldo	10,700	10,400	97
Washington	13,100	12,700	97	
<b>Between 25-49%</b>	<b>MAINE</b>			
	Aroostook	30,100	29,300	97
	Franklin	10,400	10,000	96



WVII-TV BPCT-4969 Granted 9/27/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MAINE</b>			
	Kennebec	41,600	40,700	98
	Oxford	18,600	18,300	98
<b>Station Totals</b>		<b>225,500</b>	<b>220,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>128,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>72,100</b>	

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# Maine—Portland-Poland Spring

## WMTW-TV

Ch. 8

**Network Service:** ABC

**Licensee:** Harron Communications Corp., Poland Spring, ME 04274.

**Studio:** Riccar Inn, Poland Spring, ME 04274.

**Sales Office:** Lafayette Town House, Box 4075, Station A, Portland, ME 04101.

**Telephones:** Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

**TWX:** Portland 710-221-1708.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 387-1-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

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

**Transmitter:** Mt. Washington, NH.

**News Services:** AP, ABC.

**Satellite Earth Station:** In operation.

**Ownership:** Harron Communications Corp. For other interests see WKTU, Utica, NY.

**Began Operation:** Aug. 31, 1954. Sale of 80%, control to Dolphin Enterprises approved April 15, 1964 by FCC (*Television Digest*, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

**Represented (sales):** Avery-Knodel Inc.; Santo Crupi (Boston).

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

### Personnel:

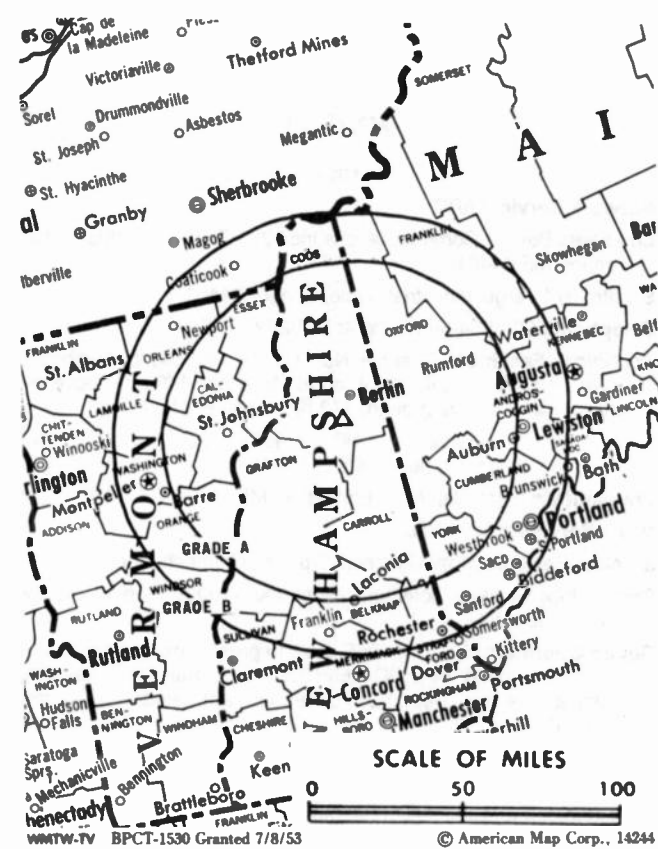
ALFRED P. RITTER, vice president & general manager.  
CLAUS WIESE, station manager.  
JACK MARTIN, general sales manager.  
GERALD SALTZER, national sales manager.  
RICHARD GOVE, promotion manager.  
JOHN RICKER, director of engineering.  
DICK CUSHMAN, assistant chief engineer.  
ROBYN ROSSER, production manager.  
PHYLLIS BOUCHLES, traffic manager.  
JEAN GARDNER, traffic manager.

**Highest 30 Sec. Rate** (March 1, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,000	36,400	98
	Cumberland	83,400	82,100	98
	Franklin	10,400	10,000	96
	Kennebec	41,600	40,700	98
	Knox	13,200	12,800	97
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
	Sagadahoc	10,900	10,600	97
	York	54,700	53,900	99
	<b>NEW HAMPSHIRE</b>			
	Carroll	12,700	12,400	98
	Coos	13,500	13,300	99
	Grafton	25,200	24,400	97
Strafford	31,800	31,200	98	
<b>VERMONT</b>				
Caledonia	9,800	9,600	98	
Essex	2,300	2,300	100	
Orange	8,600	8,400	98	
Orleans	8,600	8,500	99	
Washington	19,700	19,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Windsor	20,500	19,900	97
<b>Between 25-49%</b>	<b>MAINE</b>			
	Somerset	16,200	15,800	98
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Merrimack	37,800	37,000	98
Sullivan	14,500	14,000	97	
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	10,700	10,400	97
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	105,200	103,800	99
	Rockingham	74,600	73,600	99
	<b>NEW YORK</b>			
	Clinton	26,700	26,300	98
	Essex	13,700	13,400	98
	Franklin	15,700	15,300	97
	<b>VERMONT</b>			
Addison	10,200	9,900	97	
Bennington	13,000	12,700	98	
Chittenden	41,600	40,900	98	
Franklin	12,200	12,100	99	
Grand Isle	1,900	1,900	100	
Lamoille	6,500	6,400	98	
Rutland	21,900	21,300	97	
Windham	15,000	14,300	95	
<b>Station Totals</b>		<b>887,500</b>	<b>870,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>396,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>212,900</b>	

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# Maine—Portland

## WCSH-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Maine Radio & Television Co., One Congress Square, Portland, ME 04101.

**Studio:** One Congress Square.

**Telephone:** 207-772-0181. **TWX:** 710-221-1988.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"  
Longitude 70° 42' 40"

**Transmitter:** Winn Mtn., Sebago, ME.

**News Services:** UPI, NBC.

**Satellite Earth Station:** Satcom, 7-meter; M/A-Com receivers.

**Ownership:** Trustee of Rines Special Trust, 100%. Rines estate and Mary R. Thompson are the two principal stockholders of WLBZ-TV, Bangor, Maine.

**Began Operation:** Dec. 1, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

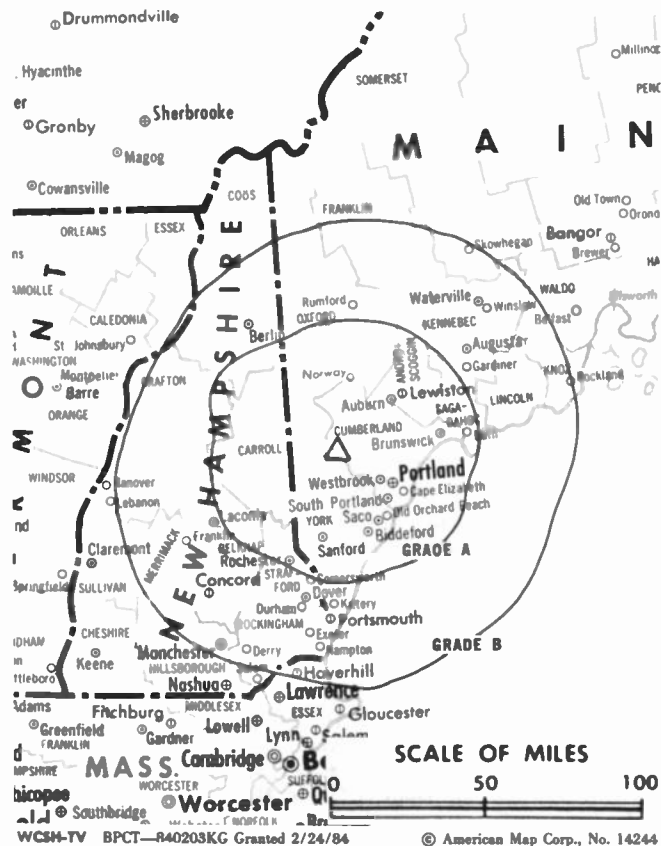
**Personnel:**

- FRED THOMPSON, president.
- BRUCE MCGORRILL, executive vice president.
- LEW COLBY, general manager.
- JIM DOYLE, sales manager.
- FRED NUTTER, public affairs & editorial director.
- JEFFREY MARKS, news director.
- CLEM PAYEUR, chief engineer.
- KENNETH H. GILMAN, film director.

**Highest 30 Sec. Rate:** \$600.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Androscoggin	37,000	36,400	98
	Cumberland	83,400	82,100	98
	Franklin	10,400	10,000	96
	Kennebec	41,600	40,700	98
	Knox	13,200	12,800	97
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
	Sagadahoc	10,900	10,600	97
	York	54,700	53,900	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Carroll	12,700	12,400	98
	Coos	13,500	13,300	99
Strafford	31,800	31,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MAINE</b>			
	Somerset	16,200	15,800	98
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,200	24,400	97
	Merrimack	37,800	37,000	98
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	10,700	10,400	97
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	105,200	103,800	99
	Rockingham	74,600	73,600	99
	Sullivan	14,500	14,000	97
<b>VERMONT</b>				
	Caledonia	9,800	9,600	98
	Essex	2,300	2,300	100
<b>Station Totals</b>		<b>651,700</b>	<b>639,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>339,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>208,600</b>	

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# Maine—Portland

## WGME-TV

(formerly WGAN-TV)

Ch. 13

**Network Service:** CBS

**Licensee:** Guy Gannett Bcstg. Services, Broadcast Center, Northport Plaza, Portland, ME 04104

**Studio:** Broadcast Center, Northport Plaza, Portland, ME 04104.

**Telephone:** 207-797-9330.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"  
Longitude 70° 29' 28"

**Transmitter:** Brown Hill, Raymond.

**News Services:** AP, UPI, CBS, Newscope, CNN.

**Satellite Earth Station:** Satcom Technology, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Guy Gannett Broadcasting Services is a wholly-owned subsidiary of Guy Gannett Publishing Co. Guy Gannett Bcstg. Services officers: Jean Gannett Hawley, pres.; Robert Gilbertson, exec. v.p. Guy Gannett Publishing Co. publishes **Portland Press Herald, Evening Express** and **Maine Sunday Telegram, Kennebec Journal** and **Central Maine Morning Sentinel**, all in Maine. Gannett also owns WGGB-TV, Springfield-Holyoke, MA; KGAN-TV Cedar Rapids, IA; WINZ-AM-FM, Miami-Miami Beach, FL.; KSTT(AM), Davenport, IA; WXLP (FM), Moline, IL; KOFM(FM), Oklahoma City, OK; WRKT-AM-FM, Cocoa Beach; WPLP(AM) Tampa, FL.

**Began Operation:** May 16, 1954.

**Represented (sales):** Blair Television; Paul Mulvihill Ltd. (Canada).

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

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

**Personnel:**

JEAN GANNETT HAWLEY, president.  
ROBERT L. GILBERTSON, executive vice president.  
DAVID KING, vice president & general manager.  
WILLIAM WHITTEN, general sales manager.  
FRED DESJARDINS, chief engineer.  
KENNETH MacKENZIE, operations manager.

**Highest 30 Sec. Rate** (June 17, 1984): \$1000.

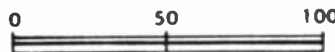
**NETWORK BASE HOURLY RATE:** \$850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
<b>50% &amp; Over</b>	Androscoggin	37,000	36,400	98
	Cumberland	83,400	82,100	98
	Franklin	10,400	10,000	96
	Kennebec	41,600	40,700	98
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
	Sagadahoc	10,900	10,600	97
	York	54,700	53,900	99



SCALE OF MILES



WGME-TV BMPCT—2508 Granted 11/1/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
<b>Between 25-49%</b>	Knox	13,200	12,800	97
	Somerset	16,200	15,800	98
<b>NEW HAMPSHIRE</b>				
<b>Between 5-24%</b>	Belknap	17,400	17,100	99
	Carroll	12,700	12,400	98
	Coos	13,500	13,300	99
	Strafford	31,800	31,200	98
	Waldo	10,700	10,400	97
<b>NEW HAMPSHIRE</b>				
<b>Between 5-24%</b>	Grafton	25,200	24,400	97
	Merrimack	37,800	37,000	98
	Rockingham	74,600	73,600	99
<b>VERMONT</b>				
<b>Between 5-24%</b>	Essex	2,300	2,300	100
	<b>Station Totals</b>	<b>522,200</b>	<b>512,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>279,100</b>		
<b>Average Daily Circulation (1984)</b>		<b>170,600</b>		

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# Maine—Presque Isle

## WAGM-TV

Ch. 8

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

**Licensee:** WAGM-TV Inc.

**Studio:** U.S. Hwy. 1 & Parkhurst Road.

**Mailing Address:** Box 1149, Presque Isle, ME 04769.

**Telephone:** 207-764-4461. **TWX:** 710-229-1631.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"

Longitude 68° 00' 07"

**Transmitter:** U.S. Hwy. 1 & Parkhurst Rd.

**News Service:** UPI.

**Satellite Earth Station:** In operation.

**Ownership:** NEP Communications Inc. See WNEP-TV, Scranton, PA.

**Began Operation:** Oct. 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39). Sale to present owner approved Feb. 8, 1984.

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Jules Cohen & Associates

**Personnel:**

THOMAS SHELburnE III, chief operating officer.

NORMAN W. JOHNSON, v. p., general manager & national sales manager.

EUGENE BREWER, chief engineer.

RON MADORE, sales manager, northern district.

**Highest One Hour Rate:** \$705.

**Highest 30 Sec. Rate** (May 7, 1984): \$200. **NETWORK BASE HOURLY RATE:** \$275.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MAINE</b>			
50% & Over	Aroostook	30,100	29,300	97
<b>Station Totals</b>		<b>30,100</b>	<b>29,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>27,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>21,600</b>	



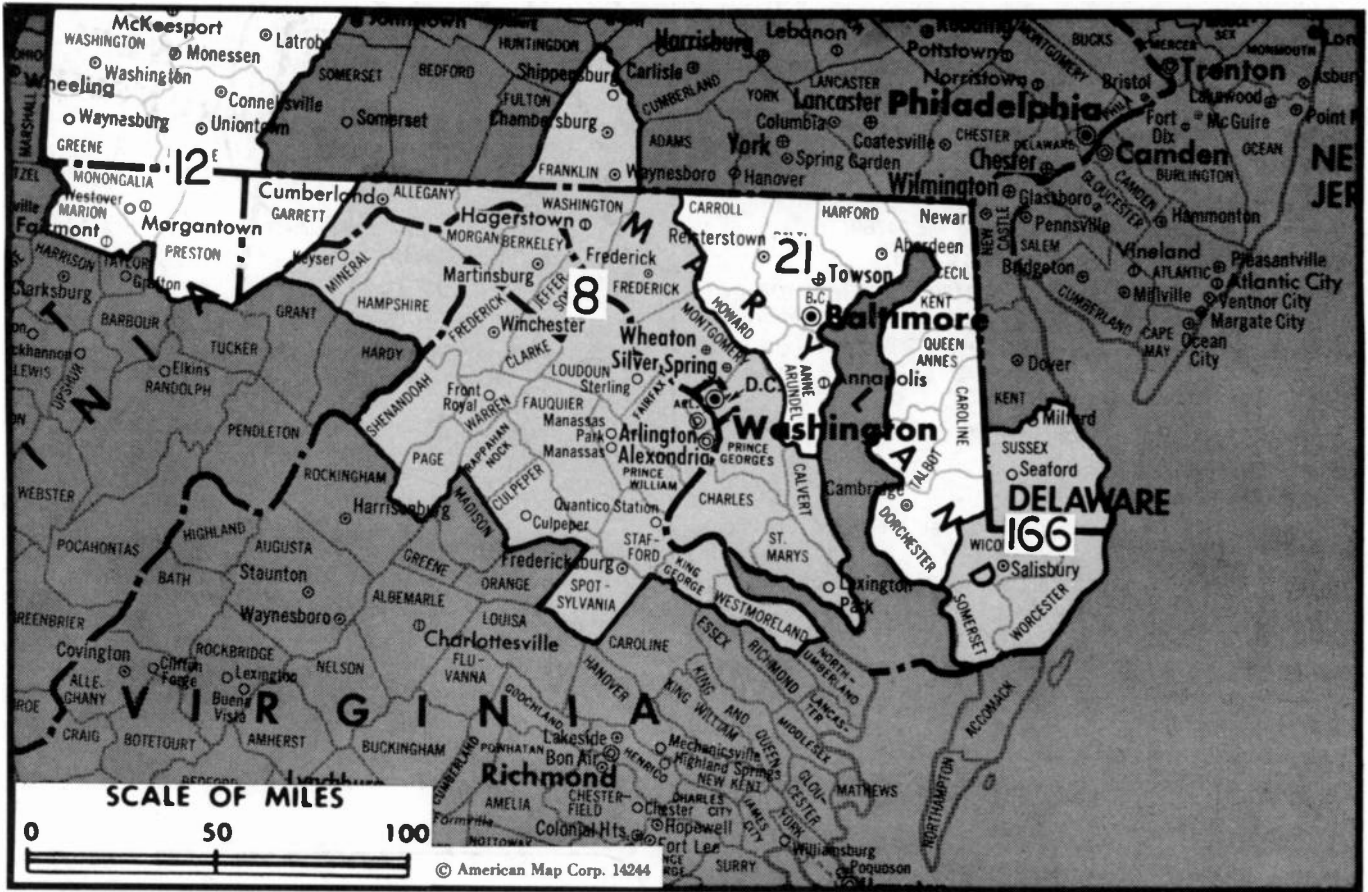
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# Maryland



## Maryland Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	3	5	8
Educational Television Stations	0	4	4
			12

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,522,400	8	WCQR (50), WDCA-TV (20), WDVM-TV (9), WHAG-TV (25), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5)
Pittsburgh, PA	1,175,200	12	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	851,800	21	WBAL-TV (11), WBFF (45), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	81,400	166	WBOC-TV (16), WMDT (47)

# Maryland—Baltimore

## WBAL-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Hearst Corp., Radio & TV Div., Maryland's Broadcast Center, Baltimore, MD 21211.

**Studio:** Maryland's Broadcast Center, Baltimore, MD 21211.

**Telephone:** 301-467-3000. **TWX:** 710-234-1086.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"  
Longitude 76° 39' 03"

**Transmitter:** 3800 Hooper Ave.

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

**FM Affiliate:** WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

**News Services:** AP, UPI, CBS.

**Satellite Earth Station:** In operation; 7-meter.

**Ownership:** Hearst Corp. which owns newspapers & magazines, including **Baltimore News-American**. For other interests, see Group Ownership & Newspaper Ownership of TV Station.

**Began Operation:** March 11, 1948.

**Represented (sales):** Blair Television.

**Represented (legal):** Dempsey & Koplovitz.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

MALCOLM D. POTTER, vice president & general manager.  
JACK GILMORE, vice president & general sales manager.  
LYNN McINTYRE, program director.  
DAVID SMITH, promotion manager.  
BETSY HYLE, news director.  
JOHN COOKE, executive producer.  
J. SYDNEY KING, community service manager.  
OTTO CLAUS, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	35,700	35,400	99
	<b>MARYLAND</b>			
	Anne Arundel	133,700	133,000	99
	Baltimore	524,300	521,600	99
	Caroline	8,700	8,600	99
	Carroll	34,500	34,300	99
	Cecil	21,000	20,900	100
	Dorchester	11,400	11,200	98
	Frederick	41,700	41,400	99
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Kent	6,300	6,200	98
	Queen Annes	9,600	9,500	99
	Talbot	10,600	10,500	99
	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Calvert	12,300	12,100	98
	Prince Georges	232,500	231,600	100
St Marys	21,000	20,800	99	



WBAL-TV BPCT-5141 Granted 8/5/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Wicomico	24,700	24,400	99
	Worcester	12,800	12,600	98
<b>PENNSYLVANIA</b>	Franklin	42,500	41,100	97
	York	120,000	117,700	98
<b>WEST VIRGINIA</b>	Morgan	4,200	4,100	98
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
<b>DELAWARE</b>	New Castle	144,700	144,000	100
<b>MARYLAND</b>	Charles	24,800	24,500	99
	Montgomery	222,000	221,100	100
	Somerset	6,800	6,700	99
	Washington	41,700	41,300	99
<b>PENNSYLVANIA</b>	Cumberland	67,600	66,400	98
	Lancaster	132,300	127,700	97
<b>VIRGINIA</b>	Arlington	122,500	121,800	99
	Clarke	3,800	3,800	100
	Fairfax	244,700	243,700	100
	Fauquier	13,300	13,100	98
	Frederick	20,600	20,400	99
	Loudoun	21,600	21,300	99
	Shenandoah	11,000	10,900	99
	Stafford	14,200	14,000	99
	Warren	8,700	8,500	98
	Westmoreland	5,600	5,500	98
<b>WEST VIRGINIA</b>	Berkeley	18,200	18,000	99
	Jefferson	11,400	11,300	99
<b>Station Totals</b>		<b>2,851,700</b>	<b>2,825,100</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,147,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>628,800</b>	

# Maryland—Baltimore

**WBFF**

**Ch. 45**

**Network Service:** None, independent.

**Licensee:** Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

**Studio:** 3500 Parkdale Ave., Baltimore, MD 21211.

**Telephone:** 301-462-4500. **Fax:** 301-462-5647. **TWX:** 710-234-1009.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 4170-kw horizontal visual, 500-kw max. & 417-kw horizontal aural. Antenna: 900-ft. above av. terrain, 706-ft. above ground, 1249-ft. above sea level.

Latitude 39° 17' 13"  
Longitude 76° 45' 16"

Holds CP for change to 3925-kw max. visual, 785-kw max. aural, 896-ft. above av. terrain. BMPCT-830816KH.

**Transmitter:** 1200 N. Rolling Rd.

**News Service:** UPI.

**Satellite Earth Stations:** Harris, 3-meter; Microdyne, 5-meter; Microdyne & Automation Techniques receivers.

**Ownership:** Julian S. Smith, 47.5%; Frederick M. Himes Jr., 8.2%; Robert L. Simmons, 5%; others, none with more than 5%; Commercial Radio Institute Inc., 33%. Principals have interest in WTTE(TV), Columbus, OH & WPTT-TV, Pittsburgh, PA.

**Began Operation:** April 11, 1971.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones Corp.

**Personnel:**

- JULIAN S. SMITH, president & general manager.
- FREDERICK M. HIMES JR., exec. v.p. & operations manager.
- ROBERT SIMMONS, vice president, sales.
- BROCK ABERNATHY, sales manager.
- WILLIAM LeFEVRE, program manager.
- DWIGHT WEEMS, production manager.
- AUGUSTINE LEVERO, marketing manager.
- ERNEST BOSTON, news director.
- GEORGE LEWIS, special programs manager.
- SHARON CHRISTOPHER, public affairs manager.
- DENNIS WINTERS, chief engineer.
- KAREN LOKER, promotion manager.

**Highest 30 Sec. Rate (July 1, 1984):** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Baltimore	524,300	521,600	99
	Kent	6,300	6,200	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Anne Arundel	133,700	133,000	99
	Carroll	34,500	34,300	99
	Dorchester	11,400	11,200	98
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Queen Annes	9,600	9,500	99
	<b>PENNSYLVANIA</b>			
	York	120,000	117,700	98
	<b>VIRGINIA</b>			
	Warren	8,700	8,500	98



WBFF BMPCT-830816KH Granted 8/30/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of Columbia	246,100	243,200	99
	<b>DELAWARE</b>			
	Kent	35,700	35,400	99
	<b>MARYLAND</b>			
	Calvert	12,300	12,100	98
	Caroline	8,700	8,600	99
	Cecil	21,000	20,900	100
	Frederick	41,700	41,400	99
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
	St Marys	21,000	20,800	99
	Talbot	10,600	10,500	99
	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
	Cumberland	67,600	66,400	98
	Franklin	42,500	41,100	97
	Fulton	4,900	4,700	96
	Lancaster	132,300	127,700	97
	<b>VIRGINIA</b>			
	Arlington	122,500	121,800	99
	Clarke	3,800	3,800	100
	Fairfax	244,700	243,700	100
	Frederick	20,600	20,400	99
	Loudoun	21,600	21,300	99
	Prince William	56,900	56,500	99
<b>Station Totals</b>		<b>2,559,900</b>	<b>2,536,000</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>616,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>234,900</b>	

# Maryland—Baltimore

**WJZ-TV**

Ch. 13

**Network Service:** ABC.

**Licensee:** A Group W Station, Westinghouse Broadcasting & Cable Inc. Television Hill, Baltimore, MD 21211.

**Studio:** Television Hill, Baltimore, MD 21211.

**Telephone:** 301-466-0013. **TWX:** 301-955-1178.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"  
Longitude 76° 39' 2.8"

**Transmitter:** Television Hill.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Subsidiary of Westinghouse Electric Corp. For officers and other interests, see Group W in Group Ownership of Television Stations.

**Began Operation:** Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (*Television Digest*, Vol. 13:18, 19, 26).

**Represented (sales):** Group W Television Sales.

**Personnel:**

- JOHN J. SPINOLA, vice president & general manager.
- ROBERT DONOHUE, general sales manager.
- JAMES EATON, program director.
- HELEN SCZRUBA, operations manager.
- RITA POORE, creative services manager.
- MICHAEL BROOM, human resources manager.
- BOB ROSS, engineering manager.
- LYNN ALFORD, controller/business manager.
- KRISTAN LEATHERMAN, public relations manager.
- DICK GOGGIN, marketing unit manager.
- PHYLLISS SHELTON, community affairs manager.
- DICK PETERSON, market development manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$1925.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	35,700	35,400	99
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Anne Arundel	133,700	133,000	99
	Baltimore	524,300	521,600	99
	Caroline	8,700	8,600	99
	Carroll	34,500	34,300	99
	Cecil	21,000	20,900	100
	Dorchester	11,400	11,200	98
	Frederick	41,700	41,400	99
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Kent	6,300	6,200	98
	Queen Annes	9,600	9,500	99
	Talbot	10,600	10,500	99
	Wicomico	24,700	24,400	99
<b>PENNSYLVANIA</b>	Adams	24,800	24,200	98
	<b>DELAWARE</b>			
<b>Between 25-49%</b>	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Calvert	12,300	12,100	98
	Prince Georges	232,500	231,600	100



WJZ-TV BPCT-2248 Granted 2/5/57

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**For Low-Power TV Stations Consult Index**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	St Marys	21,000	20,800	99
	Somerset	6,800	6,700	99
	Worcester	12,800	12,600	98
<b>PENNSYLVANIA</b>	Franklin	42,500	41,100	97
	York	120,000	117,700	98
<b>VIRGINIA</b>	Warren	8,700	8,500	98
	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
	Mineral	10,000	9,800	98
<b>DISTRICT OF COLUMBIA</b>	Dist Of			
	Columbia	246,100	243,200	99
<b>MARYLAND</b>	Charles	24,800	24,500	99
	Montgomery	222,000	221,100	100
	Washington	41,700	41,300	99
<b>PENNSYLVANIA</b>	Cumberland	67,600	66,400	98
	Fulton	4,900	4,700	96
	Lancaster	132,300	127,700	97
<b>VIRGINIA</b>	Arlington	122,500	121,800	99
	Clarke	3,800	3,800	100
	Fairfax	244,700	243,700	100
	Frederick	20,600	20,400	99
	Loudoun	21,600	21,300	99
	Stafford	14,200	14,000	99
	Westmoreland	5,600	5,500	98
<b>WEST VIRGINIA</b>	Jefferson	11,400	11,300	99
	Morgan	4,200	4,100	98
<b>Station Totals</b>		<b>2,727,200</b>	<b>2,700,900</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,176,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>676,600</b>	

# Maryland—Baltimore

## WMAR-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** WMAR Inc., Box 1957, Baltimore, MD 21203.

**Studio:** Television Park, 6400 York Rd., Baltimore, MD 21212.

**Telephone:** 301-377-2222. TWX: 710-232-1804.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.3"

Longitude 76° 39' 02.8"

**Transmitter:** Television Hill, 3724 Parkdale Ave.

**FM Affiliate:** WMAR-FM, 29-kw, 106.5 MHz (No. 293), 622-ft.

**News Services:** AP, UPI, NBC.

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

**Ownership:** Wholly-owned subsidiary of Abell Communications. Stephen D. Seymour, pres. Also owns WMAR-FM, Baltimore, MD; WDOQ(FM), Daytona Beach, FL; WCRJ-AM-FM, Jacksonville, FL; WTJZ & WNVZ(FM), Newport News, VA.

**Began Operation:** Oct. 27, 1947.

**Represented (sales):** TeleRep Inc.

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

**Personnel:**

- ARNOLD J. KLEINER, vice president & general manager.
- H. JOHN MARKS, vice president, sales.
- CHARLOTTE M. HALL, dir., broadcast operations & programming.
- JOSEPH M. BRUNO, director of engineering.
- JOHN A. BUTTE, news director.

**Highest 30 Sec. Rate:** \$6000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	35,700	35,400	99
	<b>MARYLAND</b>			
	Anne Arundel	133,700	133,000	99
	Baltimore	524,300	521,600	99
	Caroline	8,700	8,600	99
	Carroll	34,500	34,300	99
	Cecil	21,000	20,900	100
	Dorchester	11,400	11,200	98
	Frederick	41,700	41,400	99
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Kent	6,300	6,200	98
	Queen Annes	9,600	9,500	99
	Talbot	10,600	10,500	99
	Wicomico	24,700	24,400	99
	Worcester	12,800	12,600	98
<b>PENNSYLVANIA</b>				
Adams	24,800	24,200	98	
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Calvert	12,300	12,100	98
	St Marys	21,000	20,800	99
	Somerset	6,800	6,700	99
	Washington	41,700	41,300	99
	<b>PENNSYLVANIA</b>			
	Franklin	42,500	41,100	97
	York	120,000	117,700	98
	<b>VIRGINIA</b>			
	Warren	8,700	8,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
	Jefferson	11,400	11,300	99
<b>Between 5-24%</b>	<b>DISTRICT OF COLUMBIA</b>			
	Dist Of			
	Columbia	246,100	243,200	99
	<b>MARYLAND</b>			
	Charles	24,800	24,500	99
	Montgomery	222,000	221,100	100
	Prince Georges	232,500	231,600	100
	<b>NEW JERSEY</b>			
	Salem	23,400	23,000	98
	<b>PENNSYLVANIA</b>			
	Cumberland	67,600	66,400	98
	Fulton	4,900	4,700	96
	Lancaster	132,300	127,700	97
	<b>VIRGINIA</b>			
	Arlington	122,500	121,800	99
	Clarke	3,800	3,800	100
	Fairfax	244,700	243,700	100
Fauquier	13,300	13,100	98	
Frederick	20,600	20,400	99	
King George	3,800	3,800	99	
Loudoun	21,600	21,300	99	
Madison	3,700	3,600	97	
Northumberland	4,100	4,000	98	
Page	7,400	7,400	99	
Prince William	56,900	56,500	99	
Rappahannock	2,500	2,500	100	
Shenandoah	11,000	10,900	99	
Spotsylvania	19,100	18,900	99	
Westmoreland	5,600	5,500	98	
<b>WEST VIRGINIA</b>				
Hampshire	5,600	5,500	98	
Morgan	4,200	4,100	98	
<b>Station Totals</b>		<b>2,824,200</b>	<b>2,797,000</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,138,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>599,800</b>	

# Maryland—Baltimore

## WNUV-TV

Ch. 54

**Network Service:** None, independent.

**Licensee:** New-Vision Inc., 6317 Park Heights Ave., Baltimore, MD 21215.

**Studio:** 3001 Druid Park Dr., Baltimore, MD 21215.

**Telephone:** 301-462-5400.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 4645-kw max. visual, 464.5-kw max. aural. Antenna: 1146-ft. above av. terrain, 1000-ft. above ground, 1505-ft. above sea level.

Latitude 39° 17' 15"  
Longitude 76° 45' 38"

**Transmitter:** 0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

**Satellite Earth Stations:** Microband, 5-meter & 7-meter.

**Ownership:** Samuel S. Kravetz, pres., 27%; Isaac S. Blonder, v.p., 12.5%; Frances C. Gaguine, secy., 12.5%; Estate of Bernard Salditch, 12.5%; Ben H. Tongue, 12.5%; Dorothy H. Kravetz, 9.2%; Diane F., Katherine & Richard Kravetz, 4.6% each.

**Began Operation:** July 1, 1982.

**Represented (sales):** Independent Television Sales Inc.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Moffet, Larson & Johnson.

**Personnel:**

- SAMUEL KRAVETZ, general manager.
- BOB HOUSEN, general sales manager.
- MARK SALDITCH, program director.
- PAUL GARNET, chief engineer

**Highest 30 Sec. Rate** (Sept. 3, 1983): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MARYLAND</b>				
Between 5-24%	Baltimore	524,300	521,600	99
	Carroll	34,500	34,300	99
	Harford	50,900	50,600	99
	Howard	48,500	48,200	99
	Kent	6,300	6,200	98
	Queen Annes	9,600	9,500	99
<b>Station Totals</b>		<b>674,100</b>	<b>670,400</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>82,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>24,700</b>	



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# Maryland—Hagerstown

## WHAG-TV

Ch. 25

**Network Service:** NBC.

**Licensee:** Great Trails Bcstg. Corp., 4 S. Main St. Dayton, OH.

**Studio:** 13 E. Washington St., Hagerstown, MD 21740.

**Telephone:** 301-797-4400.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 67.6-kw max. & 436-kw horizontal visual, 67.6-kw max. & 43.6-kw horizontal aural. Antenna: 1229-ft. above av. terrain, 454-ft. above ground, 1894-ft. above sea level.

Latitude 39° 39' 35"  
Longitude 77° 57' 57"

**Transmitter:** 1.8-mi. W of Clear Spring, Fairview Mtn.

**News Service:** AP, NBC.

**Ownership:** Alexander J. Williams, pres.-treas.; Clark W. Davis, v.p.; Elizabeth Sawyer, secy.; John P. Williams Jr., asst. secy.; Charles Sawyer Estate, 42.6%; Edward Sawyer, John Sawyer & Anne S. Greene, 7.1% each; John Sawyer, Trustee, 25.6%; Charles Sawyer III, 3.9%; John P. Williams Jr., Trustee, 3.3%; Thomas C. Sawyer Estate, 2.6%; Caroline Sawyer, 0.7%. Great Trails owns WFFT-TV, Fort Wayne, IN; WCII & WKJJ-FM, Louisville, KY; WCOL & WXGT(FM), Columbus; WING(AM), Dayton; WGTZ(FM), Eaton; WIZE(AM), Springfield, OH; WMKE & WBCS(FM), Milwaukee, WI.

**Began Operation:** Jan. 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (*Television Digest*, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** Cohen & Dippell.

### Personnel:

GEORGE J. WYMER, vice president & general manager.

HUGH BRESLIN III, sales manager.

KENNETH JOHNSON, chief engineer.

**Highest 30 Sec. Rate** (Jan. 13, 1984): \$250.

**NETWORK BASE HOURLY RATE:** \$145.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	Washington	41,700	41,300	99
	<b>PENNSYLVANIA</b>			
	Franklin	42,500	41,100	97
	<b>WEST VIRGINIA</b>			
	Berkeley	18,200	18,000	99
	Mineral	10,000	9,800	98
	Morgan	4,200	4,100	98
Between 25-49%	<b>PENNSYLVANIA</b>			
	Fulton	4,900	4,700	96
	<b>WEST VIRGINIA</b>			
	Hampshire	5,600	5,500	98
Between 5-24%	<b>MARYLAND</b>			
	Frederick	41,700	41,400	99
	Garrett	9,600	9,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA</b>			
	Bedford	17,000	16,500	97
	Cumberland	67,600	66,400	98
	Huntingdon	15,100	14,700	97
	<b>VIRGINIA</b>			
	Frederick	20,600	20,400	99
	Page	7,400	7,400	99
	Warren	8,700	8,500	98
	<b>WEST VIRGINIA</b>			
	Hardy	3,600	3,500	97
	Jefferson	11,400	11,300	99
<b>Station Totals</b>		<b>359,400</b>	<b>353,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>137,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>69,400</b>	

Did you read  
**Television Digest**  
this week?

# Maryland—Salisbury

## WBOC-TV

Ch. 16

**Network Service:** CBS, NBC.

**Licensee:** Mid-Atlantic Communications Inc., Radio-TV Park, Salisbury, MD 21801.

**Studio:** Radio-TV Park, Salisbury, MD 21801.

**Telephone:** 301-749-1111. **TWX:** 301-344-4947.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.3-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"  
Longitude 75° 38' 35"

**Transmitter:** 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

**News Service:** AP.

**Ownership:** Thomas H. Draper, pres., 55%; Robert A. Fischer Jr., secy., 4%; David G. Burton, 10%; Glenn C. Kenton, 5%; Robert A. Fischer Sr. & Richard S. Fischer, 3% each; Six Plus Inc., 20%. Six Plus ownership: Walter E. Timm, trustee, chmn., 74.5%; Glenn C. Kenton, pres.; George A. Weymouth, v.p., 13.2%; Clarence A. Weymouth, secy.; G. Howard Edler Jr., treas.; Eugene E. Weymouth, 3.3%; Deo & Andrew Hobbs Jr., 2.7% each.

**Began Operation:** July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

THOMAS H. DRAPER, president & general manager.  
JACK W. WARD, vice president & operations manager.  
WILLIAM K. KENTON, general sales manager.  
ROBERT GETZ, local sales manager.  
LARRY YOUNG, program & news director.  
TIMOTHY MORGAN, promotional & creative services manager.  
VINCENT E. DONOVAN, chief engineer

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$350.

**NETWORK BASE HOURLY RATE:** \$850

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	35,700	35,400	99
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Somerset	6,800	6,700	99
	Wicomico	24,700	24,400	99
	Worcester	12,800	12,600	98
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	97
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Caroline	8,700	8,600	99
	Dorchester	11,400	11,200	98
<b>Station Totals</b>		<b>150,300</b>	<b>148,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>104,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>66,900</b>	



**For Group Ownership of TV Stations, consult Index**

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# Maryland—Salisbury

**WMDT**

**Ch. 47**

**Network Service:** ABC, NBC.

**Licensee:** Delmarva Broadcast Service Limited Partnership, Box 321, Salisbury, MD 21801.

**Studio:** 202 Downtown Plaza, Salisbury, MD 21801.

**Telephone:** 301-742-4747

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 3470-kw max. & 676-kw horizontal visual, 347-kw max. & 67.6-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 06"  
Longitude 75° 44' 09"

**Transmitter:** Sneathen Church Rd., near Sharptown, MD.

**News Service:** AP.

**Satellite Earth Station:** In operation; Andrew receivers.

**Ownership:** Joseph L. Brechner, 12.5% & Mid Florida Television Corp., 40%, general partners; 25 limited partners.

**Began Operation:** April 11, 1980. Sale to present owners approved by FCC May 5, 1982.

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

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Kessler & Gehman Associates.

**Personnel:**

FRANK PILGRIM, general manager.  
CHARLES HOLZNER, director of engineering.  
SAM TAYLOR, general sales manager.  
WARREN ADAMS, news director.  
CHRIS HITCH, traffic manager.  
STEPHEN CRITSER, office manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$350.

**NETWORK BASE HOURLY RATE:** \$225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Somerset	6,800	6,700	99
	Wicomico	24,700	24,400	99
	Worcester	12,800	12,600	98



WMDT BPCT-7808311A Granted 3/11/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>DELAWARE</b>			
	Kent	35,700	35,400	99
	<b>MARYLAND</b>			
	Dorchester	11,400	11,200	98
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	97
Between 5-24%	<b>MARYLAND</b>			
	Caroline	8,700	8,600	99
	St Marys	21,000	20,800	99
<b>Station Totals</b>		171,300	169,100	98
<b>Net Weekly Circulation (1984)</b>			79,200	
<b>Average Daily Circulation (1984)</b>			38,100	

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



**Massachusetts Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	3	8	11
Educational Television Stations	1	2	3
			14

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

- WLNE, New Bedford**--See Providence, RI
- WZTZ-TV, Boston**--See Marlborough, MA
- WSMW-TV, Boston**--See Worcester, MA
- WLVI-TV, Cambridge**--See Boston, MA

Market	Arbitron ADI TV Households	Rank
Boston, MA.....	1,933,300	6
Providence, RI-New Bedford, MA .....	557,800	41
Albany-Schenectady-Troy, NY .....	470,000	51
Springfield, MA.....	230,100	96

Market Area Commercial TV Stations
WBZ-TV (4), WCVB-TV (5), WLVI-TV (56), WMUR-TV (9), WNDS (50), WNEV-TV (7), WNHT (21), WQTV (68), WSBK-TV (38), WSMW-TV (27), WXNE (25), WJAR-TV (10), WLNE (6), WPRI-TV (12), WSTG (64), WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23), WGGB-TV (40), WWLP (22)

# Massachusetts—Adams

## WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc.

**Studio:** See WTEN, Albany, NY.

**Telephone:** Albany, 518-436-4822. **TWX:** 710-441-8203.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 448.7-kw max. visual, 44.87-kw max. aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude 42° 38' 14"  
Longitude 73° 10' 07"

**Transmitter:** Atop Mt. Greylock, Adams, MA.

**News Services:** AP, UPI, National Weather Service.

**Ownership:** See WTEN, Albany, NY.

**Began Operation:** Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (*Television Digest*, Vol. 12:49; 13:6, 8). Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

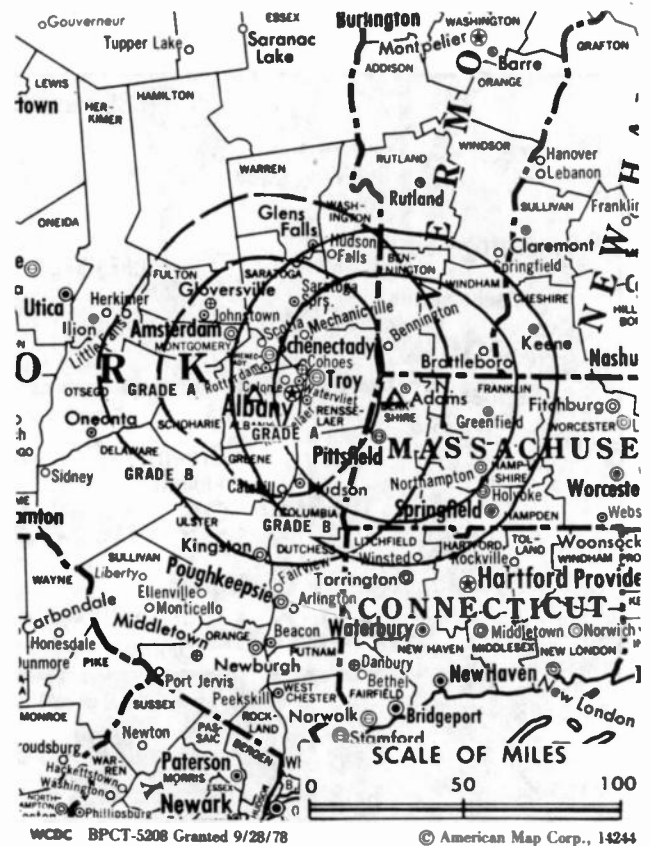
**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:** Same as WTEN Albany, NY.

**Rates:** Sold in combination with WTEN, Albany, NY.

**NETWORK BASE HOURLY RATE:** Bonus to WTEN Albany, NY.

**Arbitron Data:** Included with parent WTEN, Albany, NY.



State Public/Educational Stations are listed in  
a Directory following Commercial Stations

# Massachusetts—Boston

## WBZ-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** A Group W Station, Westinghouse Bcstg. and Cable Inc., 1170 Soldiers Field Rd., Boston, MA 02134.

**Studio:** 1170 Soldiers Field Rd., Boston 02134.

**Telephone:** 617-787-7000. **TWX:** 710-330-0283.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

**Transmitter:** 350 Cedar St., Needham Heights, MA.

**AM Affiliate:** WBZ, 50-kw, 1030 kHz.

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

**Satellite Earth Station:** Transmit/receive; Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Subsidiary of Westinghouse Electric Corp. See Group W under Group Ownership of Television Stations.

**Began Operation:** June 9, 1948.

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

### Personnel:

THOMAS GOODGAME, vice president & general manager.  
JONATHAN KLEIN, v.p., sales & marketing.  
PAM MASTERS, sales manager.  
KENNAN WILLIAMS, sales manager.  
BARRY SCHULMAN, program manager.  
BOB GLOVER, production manager.  
FRANCINE ACKBAR, executive producer.  
ANN KARELITZ, marketing manager.  
NANCE GILLMARTIN, public relations director.  
STAN HOPKINS, news director.  
BOB HOUGHTON, controller.  
JANET DAVIS, human resources director.  
GEORGE ST. ANDRE, engineering manager.  
JOSEPH BLAKE, assistant engineering manager.

**Highest 30 Sec. Rate** (Sept. 1, 1984): \$8500.

**NETWORK BASE HOURLY RATE:** \$3700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Bristol	174,600	172,500	99
	Dukes	4,300	4,100	95
	Essex	236,600	233,800	99
	Franklin	25,700	24,900	97
	Middlesex	489,500	483,600	99
	Nantucket	2,300	2,200	96
Norfolk	216,300	214,100	99	
Plymouth	145,100	143,200	99	
Suffolk	249,200	243,100	98	
Worcester	235,300	231,900	99	
<b>NEW HAMPSHIRE</b>				
Belknap	17,400	17,100	99	
Cheshire	23,400	22,700	97	
Hillsborough	105,200	103,800	99	
Merrimack	37,800	37,000	98	
Rockingham	74,600	73,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Strafford	31,800	31,200	98
	Sullivan	14,500	14,000	97
	<b>VERMONT</b>			
	Windham	15,000	14,300	95
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	85,300	83,400	98
	<b>MAINE</b>			
	York	54,700	53,900	99
	<b>NEW HAMPSHIRE</b>			
	Grafton	25,200	24,400	97
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
	Kent	57,700	57,200	99
	Newport	29,400	29,000	99
Providence	214,900	212,100	99	
Washington	33,900	33,300	98	
<b>VERMONT</b>				
Caledonia	9,800	9,600	98	
Windsor	20,500	19,900	97	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	38,600	37,800	98
	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	12,700	12,400	98
	<b>VERMONT</b>			
	Essex	2,300	2,300	100
Orange	8,600	8,400	98	
<b>Station Totals</b>		<b>3,073,700</b>	<b>3,025,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,081,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,247,300</b>	

# Massachusetts—Boston

## WCVB-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Metromedia Inc., 5 TV Place, Needham Branch, Boston, MA 02192.

**Studio:** 5 TV Place. **Telephone:** 617-449-0400.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

**Transmitter:** 352 Cedar St., Needham, MA.

**News Services:** AP, UPI, ABC, CNN.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Metromedia Inc. See Group Ownership of TV Stations.

**Began Operation:** March 19, 1972. Sale to present owner by Boston Broadcasters approved by FCC April 1, 1982 (*Television Digest*, Vol. 21:30, 31; 22:1, 14).

**Represented (sales):** Katz Television.

### Personnel:

ROBERT M. BENNETT, president, Metromedia Television.  
S. JAMES COPPERSMITH, vice president & general manager.  
DEBORAH J. SINAY, vice president & sales director.  
JOSH McGRAW, vice president & local sales manager.  
WILLIAM LEE MOCKBEE, vice president & director of research.  
PAUL LA CAMERA, vice president for public affairs.  
PHILIP S. BALBONI, vice president & director of news.  
THOMAS J. BRINGOLA, vice president & business manager.  
J. CLIFFORD CURLEY, vice president & program manager.  
ROSS KAUFFMAN, vice president & dir. of engineering.  
RICHARD LEE DICKINSON, vice president & design director.  
JILL KATZ, creative services director.  
BRUCE SUTTON, director of commercial operations.  
BURT PERETSKY, public relations manager.  
BILL FINE, national sales manager.  
DAVID FOLSOM, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Nantucket	2,300	2,200	96
	Norfolk	216,300	214,100	99
	Plymouth	145,100	143,200	99
	Suffolk	249,200	243,100	98
	Worcester	235,300	231,900	99
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97
	Hillsborough	105,200	103,800	99
Merrimack	37,800	37,000	98	
Rockingham	74,600	73,600	99	
Strafford	31,800	31,200	98	

State Public/Educational Stations are listed in a Directory following Commercial Stations



WCVB-TV BMPCT-7316 Granted 7/29/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CONNECTICUT</b>			
	New London	85,300	83,400	98
	<b>MASSACHUSETTS</b>			
	Bristol	174,600	172,500	99
	Dukes	4,300	4,100	95
	Franklin	25,700	24,900	97
	<b>MAINE</b>			
	York	54,700	53,900	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
<b>RHODE ISLAND</b>				
Providence	214,900	212,100	99	
<b>VERMONT</b>				
Windham	15,000	14,300	95	
Windsor	20,500	19,900	97	
Between 5-24%	<b>CONNECTICUT</b>			
	Tolland	38,600	37,800	98
	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
	<b>NEW HAMPSHIRE</b>			
	Carroll	12,700	12,400	98
	Grafton	25,200	24,400	97
	Sullivan	14,500	14,000	97
<b>RHODE ISLAND</b>				
Bristol	16,200	16,100	99	
Kent	57,700	57,200	99	
Newport	29,400	29,000	99	
Washington	33,900	33,300	98	
<b>Station Totals</b>		3,053,000	3,005,200	98
<b>Net Weekly Circulation (1984)</b>			1,947,900	
<b>Average Daily Circulation (1984)</b>			1,155,800	

# Massachusetts—Cambridge-Boston

## WLVI-TV

Ch. 56

**Network Service:** None, independent.

**Licensee:** Gannett Massachusetts Bcstg. Inc., Box 56, Boston, MA.

**Studio:** Box 56, 75 Wm. T. Morrissey Blvd. Boston, MA 02101.

**Telephone:** 617-265-5656.

**Technical Facilities:** Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

**Transmitter:** 140 Cabot St., Needham, MA.

**News Services:** CNN, CNN Headline News.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (*Television Digest*, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

**Represented (sales):** Blair Television.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

### Personnel:

GERALD R. WALSH, president & general manager.  
KEVIN J. DUNN, vice president & general sales manager.  
ANDREW M. SEYFFERT, vice president & comptroller.  
VICKY GREGORIAN, program manager.  
THOM NEESON, national sales manager.  
DEREK DALTON, local sales manager.  
GUNNAR RIEGER, engineering manager.  
LIZ WRUBLIN, promotion manager.  
NATALIE McIVER, director of news & public affairs.  
SUSAN BYRNE, research director.

**Highest 30 Sec. Rate** (May 3, 1982): \$8000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Plymouth	145,100	143,200	99
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New London	85,300	83,400	98
	<b>MASSACHUSETTS</b>			
	Bristol	174,600	172,500	99
	Dukes	4,300	4,100	95
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Nantucket	2,300	2,200	96
	Norfolk	216,300	214,100	99
	Suffolk	249,200	243,100	98
Worcester	235,300	231,900	99	
<b>MAINE</b>				
Androscoggin	37,000	36,400	98	
Kennebec	41,600	40,700	98	
York	54,700	53,900	99	
<b>NEW HAMPSHIRE</b>				
Belknap	17,400	17,100	99	



WLVI-TV BPCT-4314 Granted 10/7/76

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### For Explanation of Arbitron Data, see page 14

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Cheshire	23,400	22,700	97
	Coos	13,500	13,300	99
	Hillsborough	105,200	103,800	99
	Merrimack	37,800	37,000	98
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98
	Sullivan	14,500	14,000	97
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
Kent	57,700	57,200	99	
Newport	29,400	29,000	99	
Providence	214,900	212,100	99	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	New Haven	283,800	279,700	99
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Hampshire	47,500	46,400	98
	<b>MAINE</b>			
	Cumberland	83,400	82,100	98
	Franklin	10,400	10,000	96
	Hancock	16,700	16,400	98
	Oxford	18,600	18,300	98
Penobscot	48,300	47,400	98	
Piscataquis	6,600	6,500	98	
Sagadahoc	10,900	10,600	97	
Somerset	16,200	15,800	98	
Waldo	10,700	10,400	97	
<b>NEW HAMPSHIRE</b>				
Carroll	12,700	12,400	98	
Grafton	25,200	24,400	97	
<b>RHODE ISLAND</b>				
Washington	33,900	33,300	98	
<b>Station Totals</b>		<b>3,335,400</b>	<b>3,284,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>1,249,600</b>
<b>Average Daily Circulation (1984)</b>				<b>494,000</b>

# Massachusetts—Boston

WNEV-TV

Ch. 7

# SEVEN

## WNEV-TV BOSTON

TELEREP, INC.

**Network Service:** CBS.

**Licensee:** New England Television Inc., Govt. Center, Boston, MA 02114.

**Studio:** 7 Bulfinch Place, Govt. Center, Boston, MA 02114.

**Telephone:** 617-725-0777. **TWX:** 710-321-0361.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"  
Longitude 71° 13' 00"

**Transmitter:** Tower Road, Newton, MA.

**News Services:** AP, UPI.

**Satellite Earth Station:** In operation; Avantek receivers.

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

**Ownership:** David C. Mugar, chmn.; Community Bcstg. of Boston, 59.41%; The Dudley Station Corp., 39.6%. CBB ownership: David G. Mugar, pres., 59.44%; John P. Chase, 5.95%; Robert C. Linnell, 5.8%; 27 others, none with more than 3%. Dudley ownership: Edward Fredkin, 13.22%; Henry M. Morgan, 9.26%; Bertram L. Lee, 8.62%; 45 others, none with more than 8%.

**Began Operation:** June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (**Television Digest**, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fitch, Miller & Tourse.

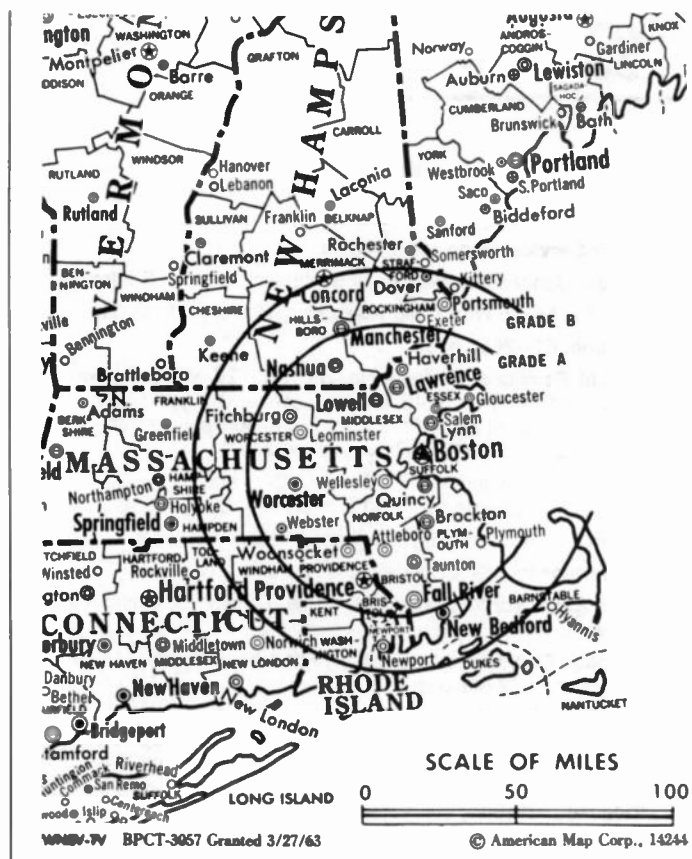
**Personnel:**

SEYMOUR YANOFF, president & general manager.  
RICHARD GOLDMAN, vice president, sales.  
JEFF SCHIFFMAN, vice president, programming.  
RICHARD WEISBERG, vice president, marketing & creative services.  
JEFF ROSSER, vice president, news.  
KARL RENWANZ, vice president, engineering.  
VICTOR LAI, vice president, finance & administration.  
TERRI PARK, vice president, public relations.  
LEONARD GOLDMAN, local sales manager.

**Highest 30 Sec. Rate** (July 16, 1984): \$10,000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Bristol	174,600	172,500	99
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Nantucket	2,300	2,200	96
	Norfolk	216,300	214,100	99
	Plymouth	145,100	143,200	99
	Suffolk	249,200	243,100	98
Worcester	235,300	231,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Cheshire	23,400	22,700	97
	Hillsborough	105,200	103,800	99
	Merrimack	37,800	37,000	98
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Dukes	4,300	4,100	95
	Franklin	25,700	24,900	97
<b>MAINE</b>	York	54,700	53,900	99
	<b>NEW HAMPSHIRE</b>			
	Sullivan	14,500	14,000	97
<b>RHODE ISLAND</b>	Bristol	16,200	16,100	99
	Kent	57,700	57,200	99
	Providence	214,900	212,100	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	New London	85,300	83,400	98
<b>MASSACHUSETTS</b>				
	Hampshire	47,500	46,400	98
<b>NEW HAMPSHIRE</b>				
	Carroll	12,700	12,400	98
<b>RHODE ISLAND</b>				
	Newport	29,400	29,000	99
	Washington	33,900	33,300	98
<b>VERMONT</b>				
	Windham	15,000	14,300	95
	Windsor	20,500	19,900	97
<b>Station Totals</b>		<b>2,773,700</b>	<b>2,731,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,847,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>923,700</b>	

# Massachusetts—Boston

**WQTV**

**Ch. 68**

**Network Service:** None, independent.

**Licensee:** Boston Star Broadcasting Inc.

**Studio:** 390 Commonwealth Ave., Boston, MA 02215.

**Telephone:** 617-267-1530.

**Technical Facilities:** Channel No. 68 (800-806 MHz). Authorized power: 1337-kw visual, 200-kw aural. Antenna: 785-ft. above av. terrain, 887-ft. above ground, 897-ft. above sea level.

Latitude 42° 20' 50"  
Longitude 71° 04' 59"

**Transmitter:** Prudential Center.

**Satellite Earth Station:** Calstar, 5-meter; Calstar receivers.

**Ownership:** Boston Star Broadcasting Inc., 100%. Byron H. Lasky, pres., 38.5%; Donald A. Spiegelman, 12.5%; John P. Sullivan, 49%. Lasky has interest in New Television Corp., licensee of KNXV-TV, Phoenix, AZ; Chapman Radio & TV Corp., licensee of WTTO(TV), Birmingham, AL. Lasky & Spiegelman have interest in B & F Bcstg. Inc., licensee of WCGV-TV, Milwaukee, WI.

**Began Operation:** Jan. 3, 1979. Sale to present owners approved by FCC March 22, 1982.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

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

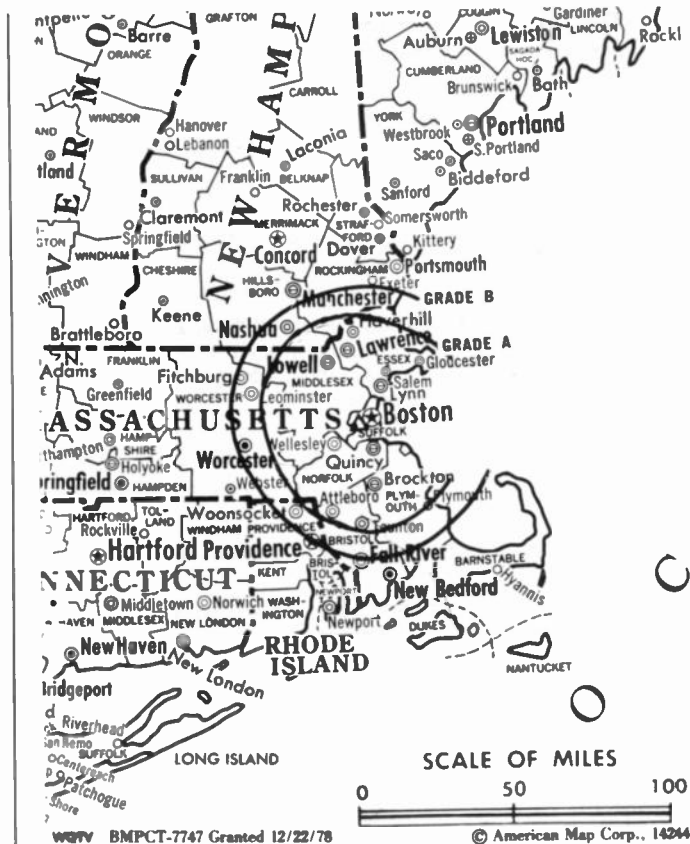
**Personnel:**

BYRON H. LASKY, chairman.  
EDWIN COOPERSTEIN, president & general manager.  
ROBERT S. KRAUS, vice president & general sales manager.  
WILLIAM A. CUNNINGHAM, business manager.  
ROBERT PEIRCE, chief engineer.

**Highest 30 Sec. Rate** (Sept. 10, 1984): \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

**For Arbitron Market Rankings,  
see page 1**



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
<b>Between 5-24%</b>	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Norfolk	216,300	214,100	99
	Plymouth	145,100	143,200	99
	Suffolk	249,200	243,100	98
<b>Station Totals</b>		<b>1,336,700</b>	<b>1,317,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>136,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>45,500</b>	

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# Massachusetts—Boston

## WSBK-TV

Ch 38

**Network Service:** None, independent.

**Licensee:** New Boston Television Inc., 83 Leo Birmingham Pkwy., Brighton, MA 02135.

**Studio:** 83 Leo Birmingham Pkwy., Brighton, MA 02135.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 3160-kw max. & 1170-kw horizontal visual, 316-kw max. & 117-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

**Transmitter:** 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

**News Service:** UPI.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Storer Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31).

**Represented (sales):** Storer Television Sales.

**Represented (legal):** Herrick & Smith.

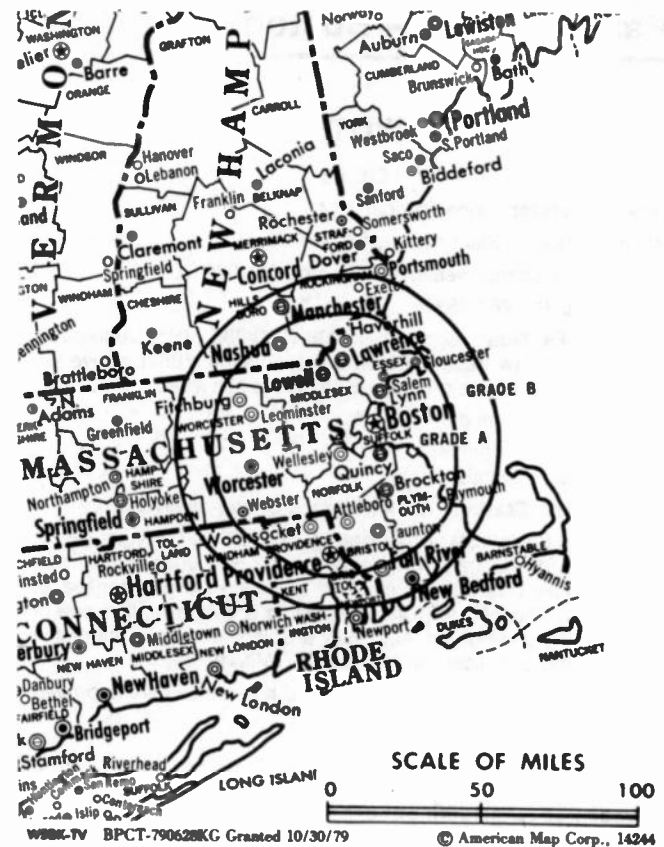
### Personnel:

DANIEL J. BERKERY, vice president & general manager.  
VIRGINIA C. JONES, controller.  
STUART TAUBER, assistant general manager.  
FRANK COMERFORD, local sales manager.  
TOM WARNER, national sales manager.  
JOHN ANDERSON, director, sales development.  
DICK BEACH, operations manager.  
JOHN S. VIALL, director of operations.  
FRAN VACCARI, chief engineer.  
FRED BIERMAN, program director.

**Highest 30 Sec. Rate** (May 2, 1982): \$5000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Norfolk	216,300	214,100	99
	Plymouth	145,100	143,200	99
	Suffolk	249,200	243,100	98
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	105,200	103,800	99
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New Haven	283,800	279,700	99
	New London	85,300	83,400	98
	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Berkshire	53,700	52,700	98
	Bristol	174,600	172,500	99
	Dukes	4,300	4,100	95
	Franklin	25,700	24,900	97
	Hampden	161,800	159,200	98
Hampshire	47,500	46,400	98	
Nantucket	2,300	2,200	96	
Worcester	235,300	231,900	99	
<b>MAINE</b>				
Androscoggin	37,000	36,400	98	
Cumberland	83,400	82,100	98	
Kennebec	41,600	40,700	98	
York	54,700	53,900	99	
<b>NEW HAMPSHIRE</b>				
Belknap	17,400	17,100	99	
Cheshire	23,400	22,700	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Coos	13,500	13,300	99
	Grafton	25,200	24,400	97
	Merrimack	37,800	37,000	98
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98
Sullivan	14,500	14,000	97	
<b>NEW YORK</b>	Albany	110,700	108,800	98
	Fulton	21,000	20,600	98
	Onondaga	171,000	168,700	99
	Rensselaer	54,400	53,400	98
	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
Warren	20,400	19,900	98	
<b>RHODE ISLAND</b>	Bristol	16,200	16,100	99
	Kent	57,700	57,200	99
	Newport	29,400	29,000	99
	Providence	214,900	212,100	99
<b>CONNECTICUT</b>	Hartford	299,600	294,600	98
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
	Windham	34,200	33,500	98
<b>MAINE</b>	Franklin	10,400	10,000	96
	Knox	13,200	12,800	97
	Lincoln	10,200	10,000	98
	Oxford	18,600	18,300	98
	Penobscot	48,300	47,400	98
	Piscataquis	6,600	6,500	98
	Sagadahoc	10,900	10,600	97
	Somerset	16,200	15,800	98
Waldo	10,700	10,400	97	

(Continued on page 465)

<b>Station Totals</b>	<b>5,821,200</b>	<b>5,733,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,887,100</b>	
<b>Average Daily Circulation (1984)</b>		<b>739,500</b>	

# Massachusetts—Boston

**WXNE**

Ch. 25

**Network Service:** None, independent.

**Licensee:** WXNE-TV Inc., CBN Center, Virginia Beach, VA 23463.

**Studio:** 100 2nd Ave., Needham, MA 02192.

**Telephone:** 617-449-4200.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

**Transmitter:** 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

**News Service:** UPI.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** CBN Continental Bcstg. Network Inc. See Group Ownership of TV Stations.

**Began Operation:** Oct. 10, 1977.

**Represented (sales):** Independent TV Sales Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

M. G. ROBERTSON, president.  
WILLIAM B. KNIGHT, vice president & general manager.  
DAVID LEAHY, general/national sales manager.  
PETER HENNESSEY, local sales manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$3000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
Between 25-49%	Bristol	174,600	172,500	99
	Dukes	4,300	4,100	95
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Nantucket	2,300	2,200	96
	Norfolk	216,300	214,100	99
	Plymouth	145,100	143,200	99
	Suffolk	249,200	243,100	98
Worcester	235,300	231,900	99	
<b>NEW HAMPSHIRE</b>				
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98
<b>RHODE ISLAND</b>				
	Bristol	16,200	16,100	99



WXNE BNPCT—7672 Granted 4/28/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Newport	29,400	29,000	99
	Providence	214,900	212,100	99
Between 5-24%	CONNECTICUT Windham	34,200	33,500	98
	MASSACHUSETTS Barnstable	68,100	66,800	98
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
	MAINE York	54,700	53,900	99
	NEW HAMPSHIRE Cheshire	23,400	22,700	97
	Hillsborough	105,200	103,800	99
	RHODE ISLAND Kent	57,700	57,200	99
	Washington	33,900	33,300	98
<b>Station Totals</b>		<b>2,706,600</b>	<b>2,667,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>728,700</b>
<b>Average Daily Circulation (1984)</b>				<b>242,800</b>

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# Massachusetts—Marlborough

## WZTZ-TV

Ch. 66

**Network Service:** None, independent.

**Grantee:** 66 Corp., Box 405, Fayville, MA 01745.

**Studio:** Framingham, MA.

**Mailing Address:** Box 405, Fayville, MA 01745.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 3666-kw max. visual, 366-kw max. aural. Antenna: 1180-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude 42° 23' 01"  
Longitude 71° 29' 35"

**Transmitter:** Parmenter Rd., Hudson, MA.

**News Service:** AP.

**Satellite Earth Station:** M/A-Com.

**Ownership:** John H. Garabedian, pres., 90%; Arnold W. Ginsberg, 10%.

**Due to Begin Operation:** October 1, 1984.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Robert M. Lund.

**Personnel:**

A. W. GINSBERG, exec. v.p. & general manager.

**Highest 30 Sec. Rate:** \$500.



WZTZ-TV BMPCT—830822K1 Granted 4/10/84

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# Massachusetts—New Bedford- Providence, RI

## WFDG

Ch. 28

**Network Service:** None, independent.

**Grantee:** Metrovision Inc., 186 Middleboro Rd., East Freetown, MA 02717.

**Mailing Address:** Dr. Franklin Graham, 1276 Westover Rd., Stamford, CT 06902.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2754-kw visual, 275.4-kw aural. Antenna: 808-ft. above av. terrain, 865-ft. above ground, 935-ft. above sea level.

Latitude	41°	46'	39"
Longitude	70°	55'	41"

**Transmitter:** 186 Middleboro Rd., East Freetown.

**Ownership:** Franklin D. Graham, pres., 82%; Judith D. Graham, secy.-treas., 10%; Robert F. Aaron & Scott H. Robb, 4% reserved each.

**Due to Begin Operation:** 1984.

**Represented (legal):** Verner, Lipfert, Bernhard & McPherson.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

DR. FRANKLIN D. GRAHAM, president & chief executive officer.

**Highest 30 Sec. Rate (1984):** \$750.

**For Explanation of Arbitron Data, see page 14**



WFDG BMPCT—830912KE Granted 12/9/83

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# Massachusetts—Springfield-Holyoke

## WGGB-TV

Ch. 40

**Network Service:** ABC.

**Licensee:** The WHYN Stations Corp., Box 3633, Springfield, MA 01102-3633.

**Studio:** 1300 Liberty St., Springfield, MA 01104.

**Telephone:** 413-785-1911. **TWX:** 710-350-1369.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 3680-kw visual, 368-kw aural. Antenna: 1004-ft. above av. terrain, 152-ft. above ground, 1352-ft. above sea level.

Latitude 42° 14' 30"  
Longitude 72° 38' 56"

**Transmitter:** Top of Mt. Tom.

**News Service:** AP.

**Ownership:** See WGME-TV, Portland, ME.

**Began Operation:** April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (*Television Digest*, Vol. 6:44, 7). Previous sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol. 10:10, 30).

**Represented (sales):** Katz Television.

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

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

**Personnel:**

GILBERT M. LEFKOVICH, general manager.  
LARRY THERIEN, program manager.  
RICHARD WYLIE, national sales manager.  
PHILIP J. RENISON, local sales manager.  
TED GRATKOWSKI, chief engineer.  
DURHAM CALDWELL, news director.

**Highest 30 Sec. Rate:** \$1600.

**NETWORK BASE HOURLY RATE:** \$750.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	25,700	24,900	97
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	<b>VERMONT</b>			
	Windham	15,000	14,300	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
	Tolland	38,600	37,800	98
<b>MASSACHUSETTS</b>	Berkshire	53,700	52,700	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97

<b>Station Totals</b>	<b>774,100</b>	<b>759,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>322,900</b>	
<b>Average Daily Circulation (1984)</b>		<b>171,900</b>	

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# Massachusetts—Springfield

**WWLP**

**Ch. 22**

**Network Service:** NBC.

**Licensee:** Adams Communications Inc., Box 2210, Springfield, MA 01102.

**Studio:** Provin Mtn., Agawam, MA.

**Telephone:** 413-786-2200. **Easylink:** 621-475-20.

**Mailing Address:** Box 2210, Springfield, MA 01102.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 4170-kw visual, 417-kw aural. Antenna: 877-ft. above av. terrain, 530-ft. above ground, 1170-ft. above sea level.

Latitude 42° 05' 05"  
Longitude 72° 42' 14"

**Transmitter:** Provin Mtn., Agawam, MA.

**News Service:** AP.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** Adams Communications Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (*Television Digest*, Vol. 23:35).

**Represented (sales):** Seltel Inc.; Kettell-Carter (Boston).

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

**Personnel:**

- WILLIAM PEPIN, vice president & general manager.
- E. HOLLAND LOW, v.p. & national sales manager.
- DANIEL T. SULLIVAN JR., v.p. & general sales manager.
- FRANCIS KOZLOWSKI JR., traffic manager.
- LOUIS CHENEVERT, chief engineer.
- MICHAEL BARNES, promotion manager.

**Highest One Hour Rate:** \$1750.

**Highest 30 Sec. Rate (July 26, 1984):** \$1000.

**NETWORK BASE HOURLY RATE:** \$725.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	25,700	24,900	97
	Hampden	161,800	159,200	98
	Hampshire	47,500	46,400	98
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Tolland	38,600	37,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
<b>MASSACHUSETTS</b>	Worcester	235,300	231,900	99
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97
<b>VERMONT</b>	Windham	15,000	14,300	95
	<b>Station Totals</b>	<b>1,009,400</b>	<b>991,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>400,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>202,000</b>	

**For Translator Stations, consult index**

# Massachusetts—Worcester

## WSMW-TV

Ch. 27

**Network Service:** None, independent.

**Licensee:** Sibos Inc., 127 Beverly Rd., Worcester, MA 01605.

**Studio:** 127 Beverly Rd., Worcester, MA 01605.

**Telephone:** 617-757-2077. **TWX:** 710-340-7687.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1151-kw max. & 513-kw horizontal visual, 227.5-kw max. & 102-kw horizontal aural. Antenna: 1530-ft. above av. terrain, 1344-ft. above ground, 2044-ft. above sea level.

Latitude 42° 20' 01"  
Longitude 71° 42' 53"

**Transmitter:** Stiles Hill, Boylston, 2.6-mi. N of Shrewsbury.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** IASTV-Boston Inc., 100%. IASTV-B ownership: Nolan-da S. Hill, pres.; Peter L. Cantrell, v.p.; Mary Danford, secy.; Monet Holding Co., 100%. MHC ownership: Monet Holding Co. Inc., 100%; Peter L. Cantrell, Trustee for Andrew B. Hill. Began Operation: Jan. 2, 1970. Sale to present owners by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980.

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- LISA PROTTER, acting general manager.
- GREG T. LANO, station & sales manager.
- MOSES PRIMO, chief engineer.
- SHARON BUTTRICK, traffic manager.
- LINDA BROTE, film director.

**Highest One Hour Rate:** \$1400.

**Highest 30 Sec. Rate:** \$130.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

**Public/Educational Station Directory  
follows Commercial Stations**



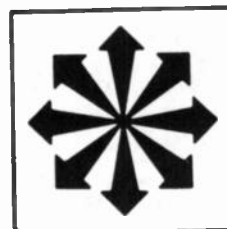
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
Between 5-24%	New London	85,300	83,400	98
	<b>MASSACHUSETTS</b>			
	Worcester	235,300	231,900	99
	<b>RHODE ISLAND</b>			
	Newport	29,400	29,000	99
<b>Station Totals</b>		<b>350,000</b>	<b>344,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>95,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>30,400</b>	

**WSBK-TV, Boston**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Carroll	12,700	12,400	98
	<b>NEW JERSEY</b>			
	Bergen	304,500	302,300	99
	<b>NEW YORK</b>			
	Broome	78,800	77,600	98
	Columbia	22,900	22,400	98
	Delaware	16,800	16,200	96
	Greene	16,500	16,200	98
	Montgomery	19,900	19,500	98
	Oneida West	30,900	30,400	98
	Otsego	21,200	20,600	97
	Suffolk	414,400	410,200	99
	Tioga	17,800	17,500	98
	Washington	18,600	18,300	98
	Westchester	315,300	311,400	99
	<b>RHODE ISLAND</b>			
	Washington	33,900	33,300	98
	<b>VERMONT</b>			
	Bennington	13,000	12,700	98
	Caledonia	9,800	9,600	98
	Essex	2,300	2,300	100
	Windham	15,000	14,300	95
	Windsor	20,500	19,900	97

For Low-Power TV Stations  
Consult Index

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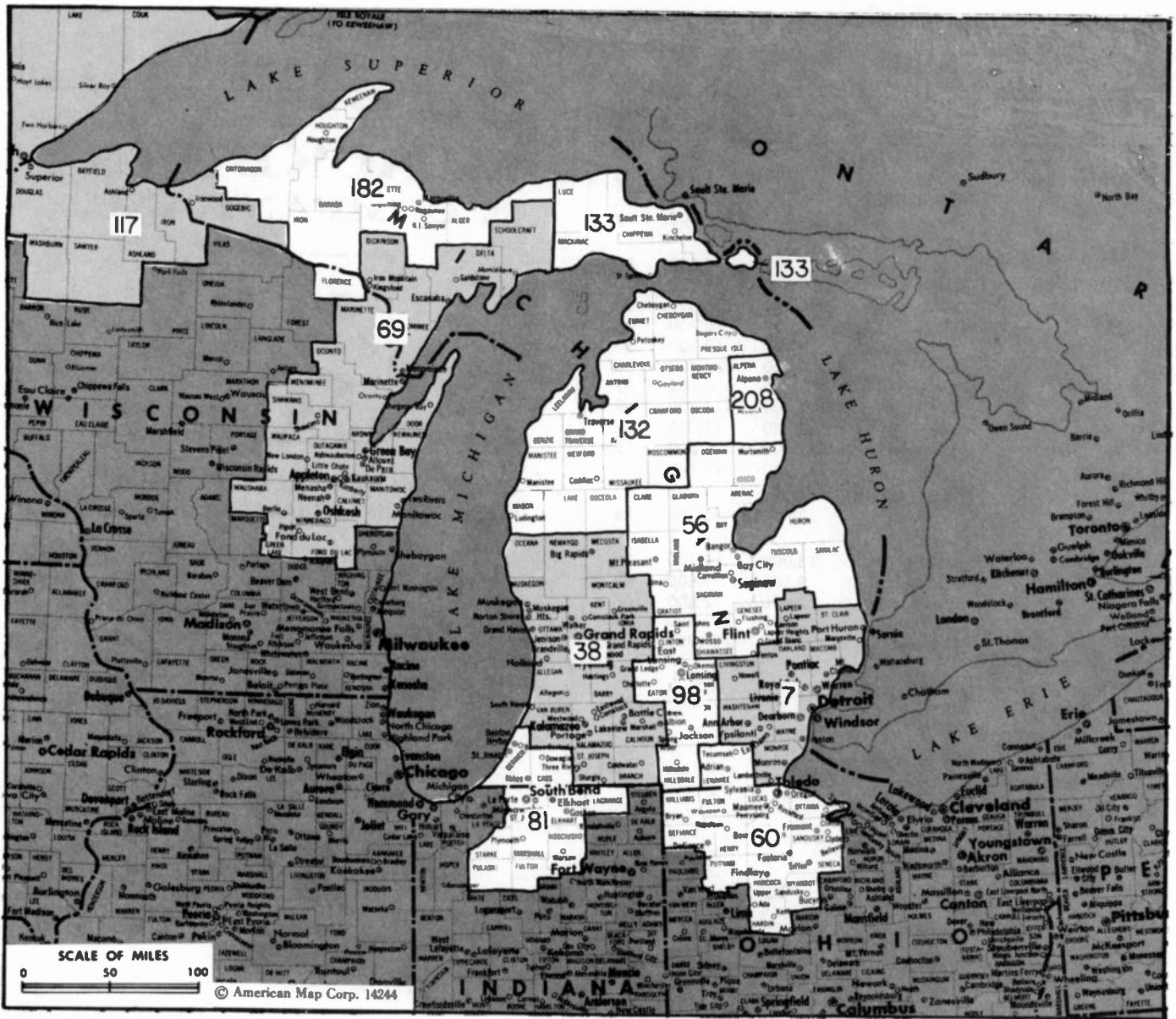


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# Michigan



## Michigan Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	18	9	27
Educational Television Stations	2	6	8
			35

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Market	Arbitron ADI TV Households	Rank
Detroit, MI	1,644,000	7
Grand Rapids-Kalamazoo-Battle Creek, MI	572,300	38
Flint-Saginaw-Bay City, MI	443,900	56
Toledo, OH	403,200	60
Green Bay, WI	352,600	69
South Bend-Elkhart, IN	279,300	81
Lansing, MI	213,400	98
Duluth, MN-Superior, WI	176,300	117
Traverse City-Cadillac, MI	151,900	133

Market Area	Commercial TV Stations
Detroit, MI	CBET (9), WDIV (4), WGPR-TV (62), WIHT (31), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7), WKZO-TV (3), WOTV (8), WUHQ-TV (41), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI	WEYI-TV (25), WJRT-TV (12), WNEM-TV (5)
Toledo, OH	WDHO-TV (24), WTOL-TV (11), WTVG (13)
Green Bay, WI	WBAY-TV (2), WFRV-TV (5), WJMN-TV (3), WLRE (26), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
South Bend-Elkhart, IN	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI	WFSL-TV (47), WILX-TV (10), WLNS-TV (6)
Duluth, MN-Superior, WI	KBJR-TV (6), KDLH-TV (3), WDIQ-TV (10), WIRT (13)
Traverse City-Cadillac, MI	WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)

**State Cross Reference List**  
Communities Receiving Programs  
of Stations Located Elsewhere

- WILX-TV, Battle Creek**--See Lansing, MI
- WJRT-TV, Bay City**--See Flint, MI
- WEYI-TV, Bay City**--See Saginaw, MI
- WPBN-TV, Cadillac**--See Traverse City, MI
- WEYI-TV, Flint**--See Saginaw, MI
- WLNS-TV, Flint**--See Lansing, MI
- WNEM-TV, Flint**--See Bay City, MI
- WKZO-TV, Grand Rapids**--See  
Kalamazoo, MI
- WUHQ-TV, Kalamazoo**--See Battle Creek,  
MI
- WOTV & WZZM-TV, Kalamazoo**--See  
Grand Rapids, MI
- WJRT-TV, Saginaw**--See Flint, MI
- WNEM-TV, Saginaw**--See Bay City, MI
- WWTV, Traverse City**--See Cadillac, MI

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# Michigan—Alpena-Oscoda-Tawas City-East Tawas

## WBKB-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

**Studio:** 1390 Bagley St.

**Telephone:** 517-356-3434.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.0"  
Longitude 83° 31' 22.5"

**Transmitter:** Hubbard Lake Rd., 3-mi. N of M-72.

**News Services:** UPI, CBS.

**Ownership:** Stephen A. Marks, pres., 51.41%; Thunder Bay Bcstg. Corp., 43.44%; Robert Marks, 3.10%; Leonard Marks, 2.05%.  
Thunder Bay ownership: Frederick T. Johnston, 6.9%; Walter G. Weinkauf, treas., 1.9%; Ann H. Crow, 7%; Aldor Carstens, 2.9%; Dale Huggler, 2.7%; Kelly Corp., Charles Petch & Leonard H. Marks, 2% each; 64 others.

**Began Operation:** Sept. 22, 1975.

**Represented (sales):** Settel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

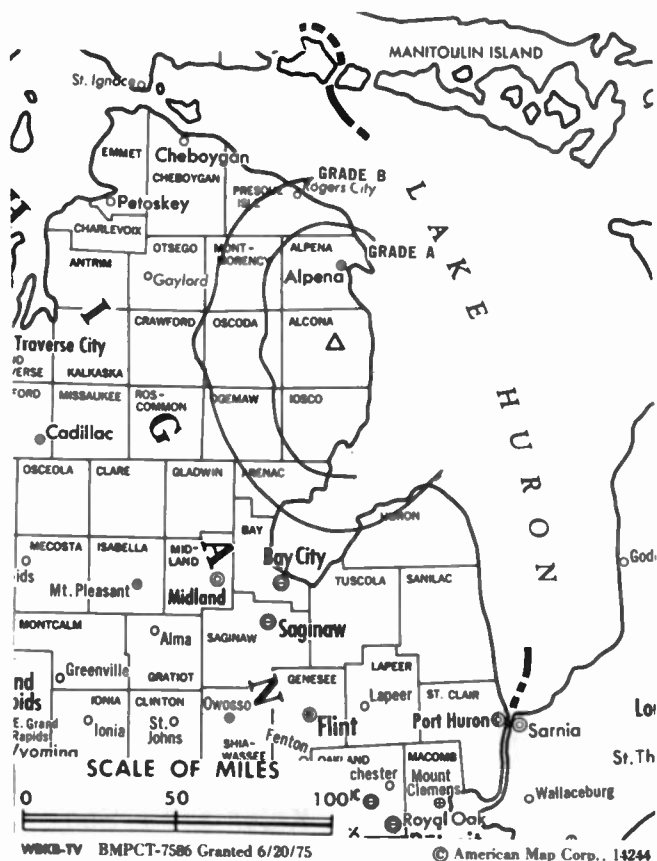
**Personnel:**

STEPHEN A. MARKS, president & general manager.  
BARB BOWEN, national & regional sales manager.  
PAT ARNOLD, promotion manager.  
JAY CHREPTA, news director.  
KEN BIGELOW, chief engineer.  
KAREN KOWALSKI, production manager.  
PETE MISIAK, program manager.

**Rates:** Available upon request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alcona	4,100	4,000	98
	Alpena	11,900	11,400	96
	Iosco	11,000	10,800	99
	Montmorency	3,100	3,000	97
	Presque Isle	5,300	5,100	96
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Ogemaw	6,600	6,500	98
	Oscoda	2,900	2,800	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Arenac	5,700	5,600	98
	Emmet	8,900	8,600	97
	Huron	13,500	13,200	98
	Otsego	5,800	5,700	98
<b>Station Totals</b>		<b>78,800</b>	<b>76,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>37,700</b>
<b>Average Daily Circulation (1984)</b>				<b>21,700</b>

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# Michigan—Ann Arbor

## WIHT

Ch. 31

**Network Service:** None, independent.

**Licensee:** Satellite Television Systems Inc., Box 45684, Tulsa, OK 74145.

**Studio:** 3951 Varsity Dr., Ann Arbor, MI 48104.

**Telephone:** 313-973-7900.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1230-kw max. & 1222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 42° 22' 25.0"  
Longitude 84° 01' 13.5"

**Transmitter:** RFD M-52, Lyndon Twp.

**Satellite Earth Stations:** Gardiner, 5.6-meter; AFC, 3.5-meter; Microdyne receivers.

**Mailing Address:** Box 2267, Ann Arbor, MI 48106.

**Ownership:** Edward L. Taylor, pres.; Kiplyn R. Farmer, v.p., 1%; Satellite Syndicated Systems, 98%. Satellite Syndicated Systems owns 63% of Satellite Television Systems, owner of 50% of KGCT-TV, Tulsa, OK.

**Began Operation:** Jan. 12, 1981.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Pepper & Corazzini.

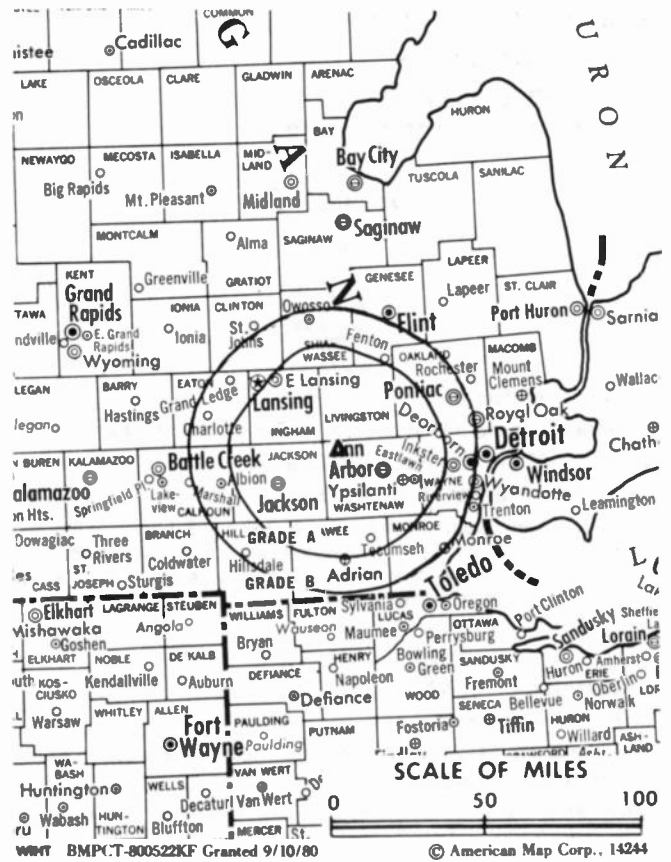
**Personnel:**

KIP FARMER, exec. vice president & general manager.  
ALFRED LILE, director of station operations.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
Between 5-24%	Livingston	35,800	35,400	99
<b>Station Totals</b>		<b>35,800</b>	<b>35,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>16,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,800</b>	



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# Michigan—Battle Creek-Kalamazoo-Grand Rapids

**WUHQ-TV**

Ch. 41



WUHQ-TV

**Network Service:** ABC.

**Licensee:** Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

**Studio:** 5200 Dickman Rd., Battle Creek, MI 49016.

**Telephone:** 616-968-9341. **TWX:** 810-276-2201.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"  
Longitude 85° 28' 11"

**Transmitter:** Mullen & Norris Rds., Orangeville.

**News Services:** AP, NIWS.

**Satellite Earth Stations:** Microdyne, 7-meter & 4.6-meter; Scientific-Atlanta & Microdyne receivers.

**Ownership:** John W. Lawrence, 32.2%; William J. Lawrence Jr., 32.2%; Borgia M. Lawrence, 32.7%; Dr. H. Lewis Batts Jr., 2.6%; one other with less than 1%.

**Began Operation:** July 24, 1971.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bilger & Blair.

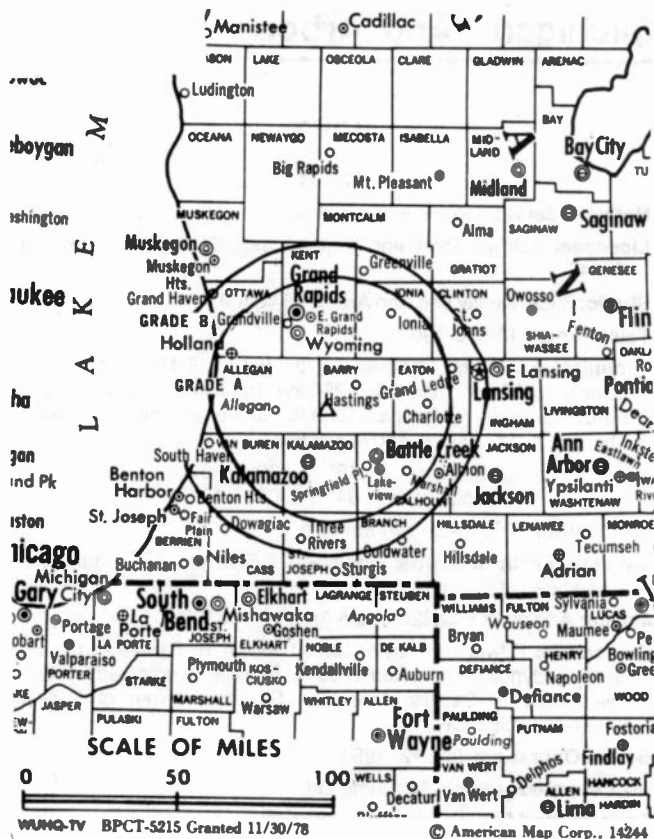
**Personnel:**

JERRY P. COLVIN, exec. vice president & general manager.  
MICHAEL J. LAEMERS, v.p., engineering & data processing.  
PHILIP R. RANNS, vice president, controller.  
LINDA DOSH, program director.  
ROBERT CARPENTER, v.p., local/regional sales manager.  
RUSSELL F. VOSSSEN, operations manager.  
JOHN GARROD, production manager.  
KATHY LONG, traffic manager.

**Highest 30 Sec. Rate** (July 25, 1983): \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	29,600	29,200	99
	Barry	16,800	16,600	99
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Eaton	33,400	33,000	99
	Kalamazoo	79,400	78,300	99
	Van Buren	25,000	24,700	99
<b>MICHIGAN</b>	<b>Between 25-49%</b>			
	Hillsdale	14,800	14,500	98
	Ingham	97,400	96,000	99
	Ionia	17,000	16,800	99
	Kent	165,500	162,900	98
	Muskegon	56,200	55,400	99
Ottawa	55,300	54,500	99	
St Joseph	21,000	20,700	99	
<b>INDIANA</b>	<b>Between 5-24%</b>			
	Steuben	9,600	9,400	98
<b>MICHIGAN</b>	Cass	18,300	18,000	98
	Clinton	18,800	18,600	99
	Jackson	52,700	52,100	99
	Montcalm	17,600	17,300	98
	Newaygo	13,500	13,200	98
<b>Station Totals</b>		<b>809,200</b>	<b>797,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>353,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>162,700</b>	

# Michigan—Bay City-Saginaw-Flint

## WNEM-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Meredith Corp., 107 N. Franklin St., Box 531, Saginaw, MI 48606.

**Studios & Offices:** 107 N. Franklin St., Box 531, Saginaw, MI 48606. **Telephone:** 517-755-8191. G-3426 Miller Rd., Flint. **Telephone:** 313-732-2050.

**TWX:** 810-265-1203, Saginaw; 810-235-1190, Flint.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1642-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

**Transmitter:** 5700 Becker Rd., Saginaw, MI.

**News Services:** UPI, NIWS.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Meredith Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (*Television Digest*, Vol. 9:15).

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

TODD HOLMES, vice president & general manager.  
PAUL VIRCIGLIO, general sales manager.  
BILL AVERY, program director.  
PAULA MORRISSEY, local sales manager.  
MICHELLE FRASIK, promotion director.  
TOM EYNON, director of community affairs.  
GREG SURMA, chief engineer.  
FRED ERTZ, news director.  
JOHN HAUPRICHT, production manager.  
BARB HANDLEY, assistant news manager.  
MARC WESLEY, sports director.

**Rates:** On request.

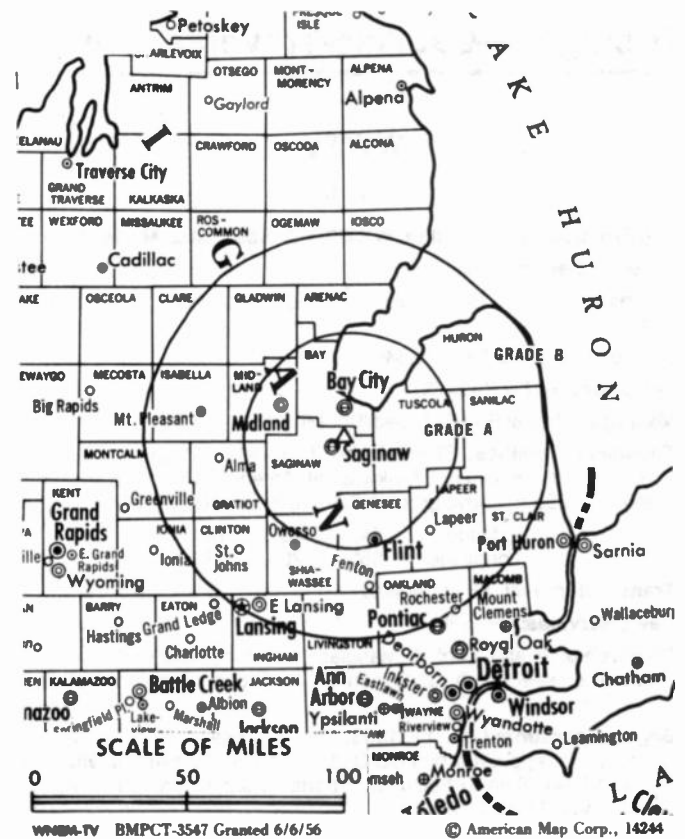
**NETWORK BASE HOURLY RATE:** \$1300.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 60,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alcona	4,100	4,000	98
	Alpena	11,900	11,400	96
	Arenac	5,700	5,600	98
	Bay	42,800	42,300	99
	Clare	9,800	9,600	98
	Genesee	159,500	157,900	99
	Gladwin	8,000	7,800	97
Gratiot	13,600	13,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Huron	13,500	13,200	98
	Iosco	11,000	10,800	99
	Isabella	17,700	17,300	98
	Lapeer	23,700	23,400	99
	Midland	26,500	26,200	99
	Ogemaw	6,600	6,500	98
	Roscommon	7,600	7,500	99
	Saginaw	79,300	78,400	99
	Sanilac	15,100	14,800	98
	Shiawassee	24,500	24,200	99
Tuscola	19,500	19,200	98	
<b>MICHIGAN</b>				
	<b>Between 25-49%</b>			
	Clinton	18,800	18,600	99
Oscoda	2,900	2,800	96	
<b>MICHIGAN</b>				
	<b>Between 5-24%</b>			
	Chippewa	9,800	9,600	97
	Crawford	3,700	3,600	97
	Emmet	8,900	8,600	97
	Ionia	17,000	16,800	99
	Livingston	35,800	35,400	99
	Mecosta	12,000	11,700	97
	Montcalm	17,600	17,300	98
	Osceola	7,200	7,000	98
St Clair	50,000	49,300	99	
Wexford	9,800	9,600	98	
<b>Station Totals</b>		<b>693,900</b>	<b>683,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>482,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>322,900</b>	

# Michigan—Cadillac- Traverse City

**WWTV**

**Ch. 9**

(Also operates satellite WWUP-TV, Sault Ste. Marie, MI)

**Network Service:** CBS.

**Licensee:** Wilson Communications Inc., Box 627, Cadillac, MI 49601.

**Studio:** 9-mi. SE of Cadillac, MI.

**Telephone:** 616-775-3478.

**Mailing Address:** Box 627, Cadillac, MI 49601.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"  
Longitude 85° 20' 33"

**Transmitter:** 9-mi. SE of Cadillac.

**News Services:** AP, UPI.

**Ownership:** Inland Tool & Manufacturing Inc., 100%. For other interests, see Ralph C. Wilson Jr. in Group Ownership of TV Stations.

**Began Operation:** Dec. 11, 1953. Sale to present owner by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (*Television Digest*, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

**Personnel:**

FRED HUTCHING, vice president & general manager.  
RICHARD SCHAPPA, general sales manager.  
LOWELL SHORE, chief engineer.  
BOB LEE, director, news, community & public affairs.

**Highest One Hour Rate:** \$2100.

**Highest 30 Sec. Rate:** \$400.

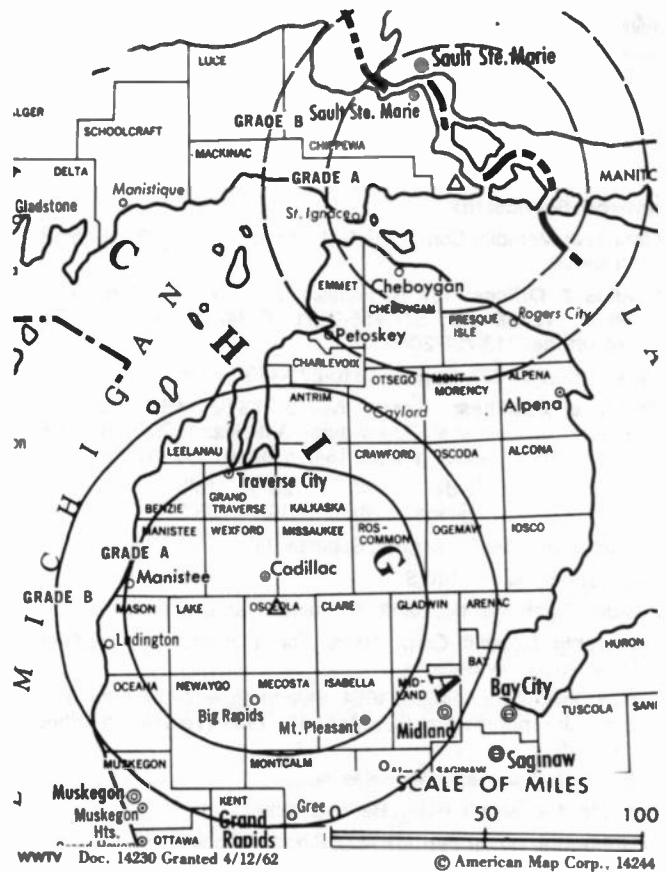
WWTV is sold in combination with WWUP-TV.

**NETWORK BASE HOURLY RATE:** \$1000.

**Arbitron Data:** Figures include WWUP-TV, Sault Ste. Marie.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,300	6,200	98
	Benzie	4,400	4,300	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,600	97
	Clare	9,800	9,600	98
	Crawford	3,700	3,600	97
	Emmet	8,900	8,600	97
	Gladwin	8,000	7,800	97
	Grand Traverse	21,900	21,400	98
	Isabella	17,700	17,300	98
	Kalkaska	4,700	4,600	98
	Lake	3,400	3,300	97
	Leelanau	5,600	5,500	98
	Luce	2,300	2,200	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mackinac	3,800	3,700	97
	Manistee	9,300	9,100	98
	Mason	10,300	9,900	96
	Mecosta	12,000	11,700	97
	Midland	26,500	26,200	99
	Missaukee	3,800	3,700	97
	Montmorency	3,100	3,000	97
	Newaygo	13,500	13,200	98
	Oceana	8,000	7,700	97
	Ogemaw	6,600	6,500	98
	Osceola	7,200	7,000	98
	Oscoda	2,900	2,800	96
	Otsego	5,800	5,700	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,600	7,500	99
Wexford	9,800	9,600	98	

<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Montcalm	17,600	17,300	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Alcona	4,100	4,000	98
	Alger	3,300	3,200	97
	Alpena	11,900	11,400	96
	Arenac	5,700	5,600	98
	Delta	14,200	13,900	98
	Dickinson	10,000	9,800	98
	Gratiot	13,600	13,400	99
	Marquette	26,200	25,800	99
	Schoolcraft	3,200	3,100	97
<b>Station Totals</b>		<b>367,800</b>	<b>359,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>243,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>157,500</b>	

# Michigan—Cheboygan

## WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

**Network Service:** NBC.

**Licensee:** WPBN/WTOM-TV, Subsidiary of U.S. Tobacco Co., M72 West, Box 546, Traverse City, MI 49684.

**Studio:** U.S. Rte. 23, 6.7-mi. E of Cheboygan.

**Telephone:** 616-947-7770.

**Mailing Address:** Box 546, Traverse City, MI 49684.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude 45° 39' 01"  
Longitude 84° 20' 37"

**Transmitter:** U.S. Rte. 23, 6.7-mi. E of Cheboygan.

**News Service:** AP.

**Ownership:** Same as WPBN-TV, Traverse City.

**Began Operation:** May 16, 1959.

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

MANUEL LEITAO JR., president.  
DONALD R. COTE, vice president & general manager.  
LEON BUSH, chief engineer.

**Rates:** See WPBN-TV, Traverse City.

**Arbitron Data:** Included with WPBN-TV, Traverse City.



For Group Ownership of TV Stations,  
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# Michigan—Detroit

**WDIV**

**Ch. 4**

**Network Service:** NBC.

**Licensee:** Post-Newsweek Station Michigan Inc., 550 Lafayette Blvd., Detroit 48231.

**Studio:** 550 Lafayette Blvd., Detroit, MI 48231.

**Telephone:** 313-222-0444. **TWX:** 810-221-1623.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

**Transmitter:** Greenfield & 10 1/2 Mile Rds., Southfield, MI.

**News Services:** CNN, Group W Newsfeed, NBC.

**Satellite Earth Stations:** Satcom Technology, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Post-Newsweek Stations, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 3, 1947. Exchange for WTOP-TV (now WDVM-TV), Washington, DC approved by FCC May 18, 1978 (*Television Digest*, Vol. 17:50; 18:21).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

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

**Personnel:**

- AMY McCOMBS, president & general manager.
- ROBERT WARFIELD, vice president & news director.
- CHRISTOPHER ROHRS, vice president & general sales manager.
- RICHARD SIRVAITIS, local sales manager.
- EILEEN WUNDERLICH, director, press & publicity.
- RICHARD KURLANDER, director of broadcast operations.
- ALAN FRANK, v.p., programming & audience development.
- LINC REED-NICKERSON, engineering manager.
- JOEL CANFIELD, promotion manager.
- DAVID TING, dir., business & administrative affairs.
- MURWIN BEVIS, accounting manager.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3802.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 681,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Genesee	159,500	157,900	99
	Lapeer	23,700	23,400	99
	Lenawee	31,600	31,100	98
	Livingston	35,800	35,400	99
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Sanilac	15,100	14,800	98
	Washtenaw	99,000	96,700	98
	Wayne	799,700	790,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Jackson	52,700	52,100	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Lucas	176,000	174,100	99
	<b>MICHIGAN</b>			
	Clinton	18,800	18,600	99
	Hillsdale	14,800	14,500	98
Huron	13,500	13,200	98	
Shiawassee	24,500	24,200	99	
Tuscola	19,500	19,200	98	
<b>OHIO</b>				
Defiance	13,900	13,700	99	
Fulton	13,400	13,100	98	
Henry	10,300	10,200	99	
Ottawa	14,700	14,500	99	
Wood	38,200	37,700	99	
<b>Station Totals</b>		<b>2,293,400</b>	<b>2,268,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,613,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,025,000</b>	

# Michigan—Detroit

## WGPR-TV

Ch. 62

**Network Service:** None, independent.

**Licensee:** WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

**Studio:** 3140-46 E. Jefferson Ave., Detroit, MI 48207.

**Telephone:** 313-259-8862.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"  
Longitude 83° 09' 50"

**Transmitter:** One Radio Plaza, Royal Oak Twp., MI.

**News Services:** Detroit Press Wire, SBN.

**Satellite Earth Stations:** 2 Prodelin, 4.6-meter; 1 Prodelin, 5-meter; 1 Harris, 3-meter; Pinzone receivers.

**Ownership:** Non-profit organization. Officers: Dr. William V. Banks, pres.; Ivy Banks, first v.p. & secy.; James W. Panagos, v.p.; Tencia A. Gregory, v.p.-comptroller. WGPR Inc. is licensee of WGPR(FM), Detroit.

**Began Operation:** Sept. 29, 1975.

**Represented (sales):** R. A. Lazar Co.

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

**Personnel:**

DR. WILLIAM V. BANKS, president & general manager.  
JAMES W. PANAGOS, v.p. & general sales manager.  
TENCIA A. GREGORY, vice president & station manager.  
ULYSSES W. BOYKIN, vice president, public affairs.  
JOHN GROVER, engineering.

**Highest 30 Sec. Rate** (April 9, 1984): \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
Between 5-24%	Livingston	35,800	35,400	99
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99
	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Washtenaw	99,000	96,700	98
	Wayne	799,700	790,500	99
<b>Station Totals</b>		<b>1,653,200</b>	<b>1,636,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>232,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>78,900</b>	

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# Michigan—Detroit

## WJBK-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** Storer Communications Inc., Number Two Storer Pl., Southfield, MI 48075.

**Studio:** Box 2000, Southfield, MI 48037.

**Telephone:** 313-557-2000. **TWX:** 810-224-4876.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

**Transmitter:** Southfield, MI.

**News Services:** AP, UPI, CBS, Storer Washington Bureau.

**Satellite Earth Station:** Microdyne, 9-meter; Scientific-Atlanta receivers.

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

**Began Operation:** Oct. 24, 1948.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

**Personnel:**

- WILLIAM FLYNN, vice president & general manager.
- JAMES CLAYTON, general sales manager.
- BILL VANCE, news director.
- JAMES CLAYTON, local sales manager.
- KEN RYCYZYN, national sales manager.
- MARLA DRUTZ, director, marketing & research.
- TOM FOX, community affairs director.
- JIM VERRAS, chief engineer.
- CAROLYN WORFORD, program manager.
- GLORIA PETERSON, personnel & payroll manager.

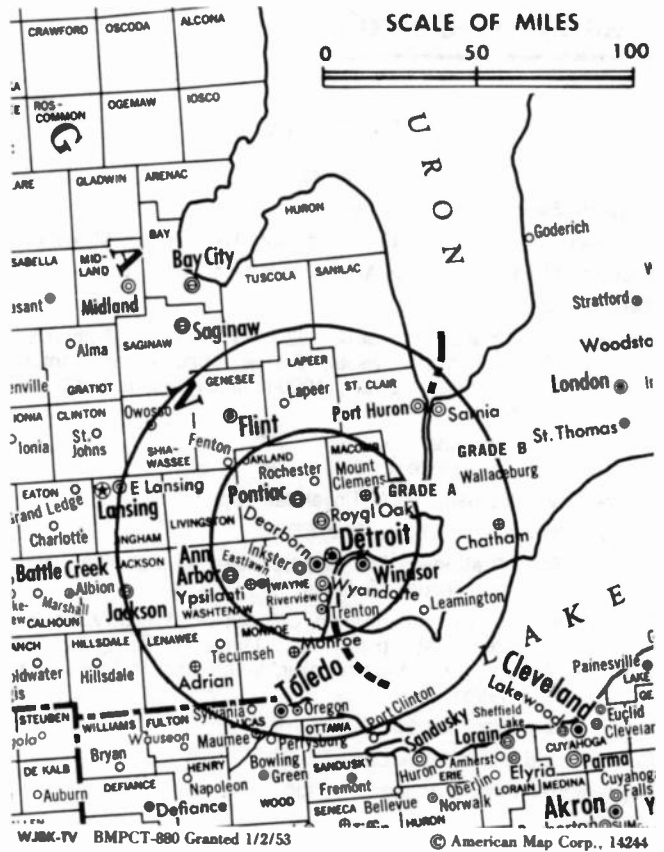
**Rates:** On request.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 794,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lapeer	23,700	23,400	99
	Livingston	35,800	35,400	99
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99
	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Sanilac	15,100	14,800	98
	Washtenaw	99,000	96,700	98
Wayne	799,700	790,500	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	159,500	157,900	99



**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jackson	52,700	52,100	99
	Lenawee	31,600	31,100	98
<b>MICHIGAN</b>	Hillsdale	14,800	14,500	98
	Shiawassee	24,500	24,200	99
	Tuscola	19,500	19,200	98
	<b>OHIO</b>			
	Lucas	176,000	174,100	99
	Ottawa	14,700	14,500	99
	Wood	38,200	37,700	99
<b>Station Totals</b>		<b>2,223,500</b>	<b>2,199,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,537,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>928,800</b>	

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# Michigan—Detroit

## WKBD-TV

Ch. 50

**Network Service:** None, independent.

**Licensee:** WKBD Inc.

**Studio:** 26955 West 11 Mile Rd., Southfield, MI 48034.

**Mailing Address:** Box 50, Southfield, MI 48037.

**Telephone:** 313-444-8500.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26955 West 11 Mile Road, Southfield, MI.

**News Services:** AP, PR Newswire, CNN Headline News.

**Satellite Earth Stations:** Scientific-Atlanta; 7-meter.

**Ownership:** Cox Communications Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (*Television Digest*, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

**Represented (sales):** TeleRep Inc.

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

**Represented (engineering):** Cohen & Dippell, P.C.

### Personnel:

GEORGE H. WILLIAMS, vice president & general manager.  
JOCK T. FRITZ, general sales manager.  
MICHAEL B. BERMAN, sales manager.  
PAUL A. PRANGE, program manager.  
BOB FITZGERALD, business manager.  
DAVID L. JERRELL, production manager.  
AL MARTIN, engineering manager.  
NICHOLAS VAN HOOGSTRATEN, promotion manager.

**Highest 30 Sec. Rate** (Aug. 1, 1984): \$1500.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 370,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Gogebic	7,600	7,400	97
	Houghton	13,100	12,700	97
	Lapeer	23,700	23,400	99
	Livingston	35,800	35,400	99
	Macomb	245,200	243,800	99
	Marquette	26,200	25,800	99
	Monroe	45,900	45,400	99
	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Washtenaw	99,000	96,700	98
Wayne	799,700	790,500	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Alger	3,300	3,200	97
	Alpena	11,900	11,400	96
	Baraga	3,200	3,100	97
	Bay	42,800	42,300	99
	Calhoun	52,300	51,700	99
	Charlevoix	7,900	7,700	97
	Chippewa	9,800	9,600	97
	Delta	14,200	13,900	98
	Dickinson	10,000	9,800	98
	Genesee	159,500	157,900	99
	Grand Traverse	21,900	21,400	98
	Ingham	97,400	96,000	99
	Iosco	11,000	10,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jackson	52,700	52,100	99
	Kalamazoo	79,400	78,300	99
	Kent	165,500	162,900	98
	Lenawee	31,600	31,100	98
	Midland	26,500	26,200	99
	Muskegon	56,200	55,400	99
	Ontonagon	3,500	3,300	94
	Schoolcraft	3,200	3,100	97
	Shiawassee	24,500	24,200	99
	<b>OHIO</b>	Erie	29,100	28,700
Hancock		24,300	24,000	99
Lucas		176,000	174,100	99
Ottawa		14,700	14,500	99
Sandusky		22,700	22,500	99
Seneca		21,400	21,100	99
Williams		13,500	13,200	98
<b>WISCONSIN</b>	Ashland	6,400	6,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,100	4,000	98
	Antrim	6,300	6,200	98
	Branch	15,000	14,800	99
	Cheboygan	8,100	7,800	96
	Clinton	18,800	18,600	99
	Crawford	3,700	3,600	97
	Eaton	33,400	33,000	99
	Emmet	8,900	8,600	97
	Gratiot	13,600	13,400	99
	Hillsdale	14,800	14,500	98
	Ionia	17,000	16,800	99
	Iron	5,500	5,400	98
	Isabella	17,700	17,300	98
Kalkaska	4,700	4,600	98	
Keweenaw	800	800	100	
Leelanau	5,600	5,500	98	

(Continued on page 498)

<b>Station Totals</b>	<b>3,464,300</b>	<b>3,420,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,630,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>799,200</b>	

# Michigan—Detroit

**WXON**

Ch. 20



**wxon Detroit**

**Network Service:** None, independent.

**Licensee:** WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

**Studio:** 26935 West 11 Mile Rd., Southfield, MI 48034.

**Telephone:** 313-355-2900.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26935 W. 11 Mile Rd., Southfield.

**News Service:** UPI.

**Ownership:** WXON-TV Inc., Aben E. Johnson Jr.

**Began Operation:** Sept. 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** E. Harold Munn Jr. & Associates.

**Personnel:**

- ABEN E. JOHNSON, general manager.
- DOUGLAS JOHNSON, general sales manager.
- A. J. SCHWEIZER, operations manager.
- WALT RODMAN, chief engineer.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Livingston	35,800	35,400	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Lapeer	23,700	23,400	99
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99
	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Wayne	799,700	790,500	99



**For Arbitron Market Rankings, see page 1**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Genesee	159,500	157,900	99
	Jackson	52,700	52,100	99
	Lenawee	31,600	31,100	98
	Sanilac	15,100	14,800	98
	Shiawassee	24,500	24,200	99
	<b>OHIO</b>			
	Fulton	13,400	13,100	98
	Lucas	176,000	174,100	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99

<b>Station Totals</b>	<b>2,187,100</b>	<b>2,163,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>831,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>351,400</b>	

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# Michigan—Detroit

## WXYZ-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Box 789, Southfield, MI 48037.

**Studio:** Broadcast House, 20777 W. Ten Mile Rd., Southfield.

**Telephone:** 313-827-7777. **TWX:** 810-224-4924.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

**Transmitter:** Broadcast House, 20777 W. Ten Mile Rd.

**FM Affiliate:** WRIF, 27.2-kw, 101.1 MHz (No. 266), 880-ft.

**News Services:** AP, UPI, ABC.

**Mailing Address:** Box 789, Southfield, MI 48037.

**Ownership:** American Bcstg. Cos., 100%; see Group Ownership of TV Stations.

**Began Operation:** Oct. 9, 1948.

**Represented (sales):** ABC Television Spot Sales Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

### Personnel:

JEANNE FINDLATER, vice president & general manager.  
FRANCIS LEE GANNON, general sales manager.  
MICHAEL IRVINE, local sales manager.  
ED PEARSON, national sales manager.  
JAN COIL, sales service & traffic director.  
WALLY RODAMMER, director of engineering.  
TOM ROSENBAUM, news director.  
LOWELL NEWTON, editorial director.  
LARRY G. ALT, program director.  
JOHN REYNOLDS, director of finance.  
THOMAS GRIESDORN, controller.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$3600.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 541,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Jackson	52,700	52,100	99
	Lapeer	23,700	23,400	99
	Lenawee	31,600	31,100	98
	Livingston	35,800	35,400	99
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99
	Oakland	377,600	375,000	99



WXYZ-TV BPCT-2490 Granted 7/10/58

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	St Clair	50,000	49,300	99
	Sanilac	15,100	14,800	98
	Washtenaw	99,000	96,700	98
	Wayne	799,700	790,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	159,500	157,900	99
	Hillsdale	14,800	14,500	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Huron	13,500	13,200	98
	Ingham	97,400	96,000	99
	Shiawassee	24,500	24,200	99
	Tuscola	19,500	19,200	98
<b>OHIO</b>	Fulton	13,400	13,100	98
	Lucas	176,000	174,100	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
	Wood	38,200	37,700	99
	<b>Station Totals</b>		<b>2,370,500</b>	<b>2,344,400</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,632,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,115,600</b>	

# Michigan—Detroit-Windsor, Ont.

## CBBT

Ch. 9

**Network Service:** CBC.

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 825 Riverside Drive W., Windsor, Ont. N9A 5K9.

**Telephone:** 519-255-3411. **Telex:** 024-77619.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: Directional, 631-ft. above av. terrain, 65-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

**Transmitter:** 825 Riverside Drive W., Windsor.

**Ownership:** Canadian Broadcasting Corp., 100%.

**Began Operation:** Sept. 16, 1954. Transferred from RKO General Inc. on June 24, 1970 in accordance with CRTC's directions on Canadian ownership. Acquired by CBC.

**Represented (sales):** Canadian Standard Broadcast Sales (U.S.); CBC National Selective Television Sales (Canada).

### Personnel:

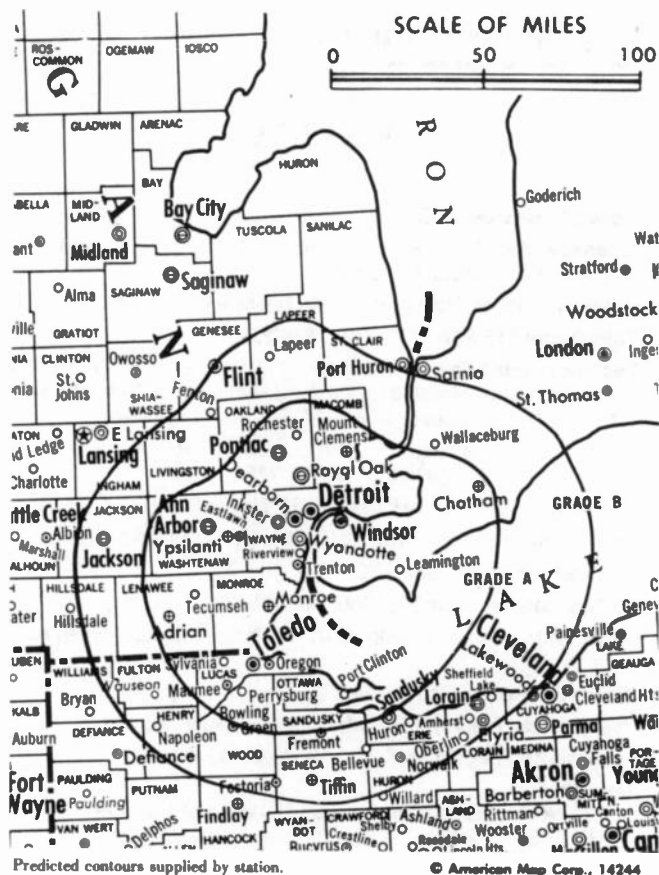
H. L. HACKNEY, location manager.  
E. SAVOIE, director of television.  
R. J. KRYGER, manager, technical services,  
F. J. QUINN, production manager.  
N. T. ADDISON, manager, community affairs & public relations.  
R. J. PODVIN, sales & promotions manager.

**Highest 30 Sec. Rate** (July 1, 1983): \$250.

**BBM Weekly Reach (Spring 1984):** 295,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MICHIGAN</b>			
	Macomb	245,200	243,800	99
	Monroe	45,900	45,400	99
	Wayne	799,700	790,500	99
Between 5-24%	<b>MICHIGAN</b>			
	Branch	15,000	14,800	99
	Genesee	159,500	157,900	99
	Jackson	52,700	52,100	99
	Lapeer	23,700	23,400	99
	Lenawee	31,600	31,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Livingston	35,800	35,400	99
	Oakland	377,600	375,000	99
	St Clair	50,000	49,300	99
	Washtenaw	99,000	96,700	98
<b>OHIO</b>				
	Erie	29,100	28,700	99
	Hancock	24,300	24,000	99
	Huron	19,800	19,500	98
	Lucas	176,000	174,100	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
	Wood	38,200	37,700	99
<b>Station Totals</b>		<b>2,281,900</b>	<b>2,257,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>513,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>144,300</b>	

# Michigan—Escanaba

**WJMN-TV**

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

**Network Service:** ABC.

**Licensee:** WFRV Television Inc., Mason at Roosevelt, Green Bay, WI 54305.

**Studio:** See WFRV-TV, Green Bay, WI.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude 46° 08' 04"  
Longitude 86° 56' 52"

**Transmitter:** 4.3-mi. S of Trenary, MI.

**News Services:** AP, UPI.

**Ownership:** See WFRV-TV, Green Bay, WI.

**Began Operation:** Oct. 7, 1969.

**Represented (sales):** by TeleRep Inc.

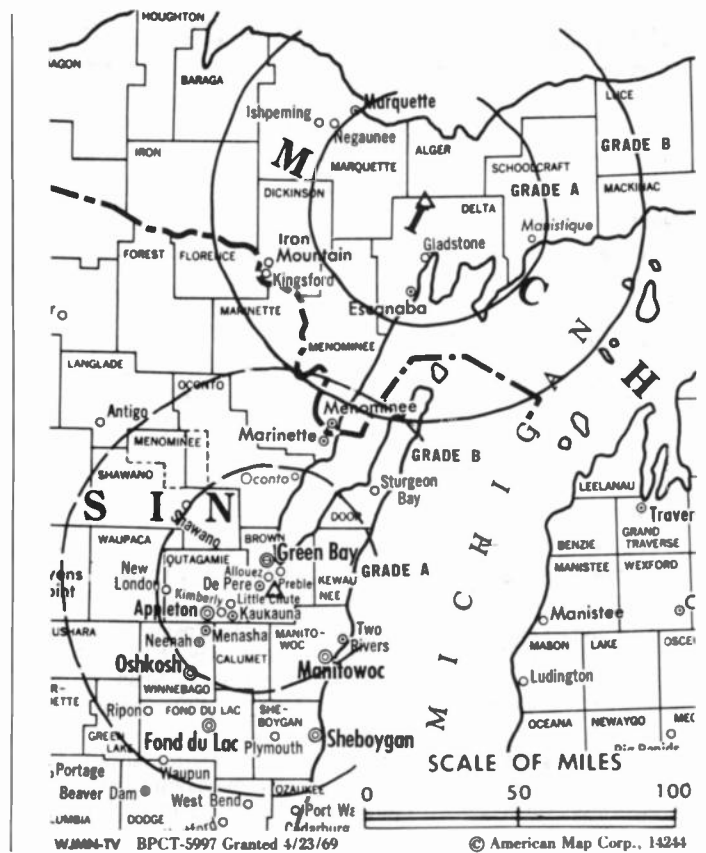
**Represented (legal):** by Koteen & Naftalin.

**Personnel:** See WFRV-TV, Green Bay.

**Rates:** See WFRV-TV, Green Bay.

**NETWORK BASE HOURLY RATE:** \$150.

**Arbitron Data:** Included with WFRV-TV, Green Bay, WI.



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# Michigan—Flint-Saginaw-Bay City

## WJRT-TV

Ch. 12

**Network Service:** ABC

**Licensee:** Knight-Ridder Broadcasting Inc., 2302 Lapeer Rd., Flint, MI 48503.

**Studio:** 2302 Lapeer Rd., Flint.

**Telephone:** 313-233-3130.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"  
Longitude 84° 03' 35"

**Transmitter:** Chesaning, MI.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Harris, 6.1-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** Knight-Ridder Newspapers, 100%. Knight-Ridder also owns WDCD(TV) Adams, MA; WTEN Albany, NY; WPRI-TV Providence, RI; WTKR-TV Norfolk, VA; WKRN-TV Nashville, TN. For Knight-Ridder newspapers, see Newspaper Ownership of TV Stations.

**Began Operation:** Oct. 12, 1958. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (*Television Digest*, Vol. 17:26). Poole acquired station when Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

VINCENT T. DELUCA, president & general manager.  
JIM GRAHAM, general sales manager.  
DAN AUBE, national sales manager.  
SAM TEAGUE, production manager.  
JOHN REHRAUER, news director.  
ROBERT E. SWAYZE, chief engineer.  
SARA JO GALLOCK, program director.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$750.

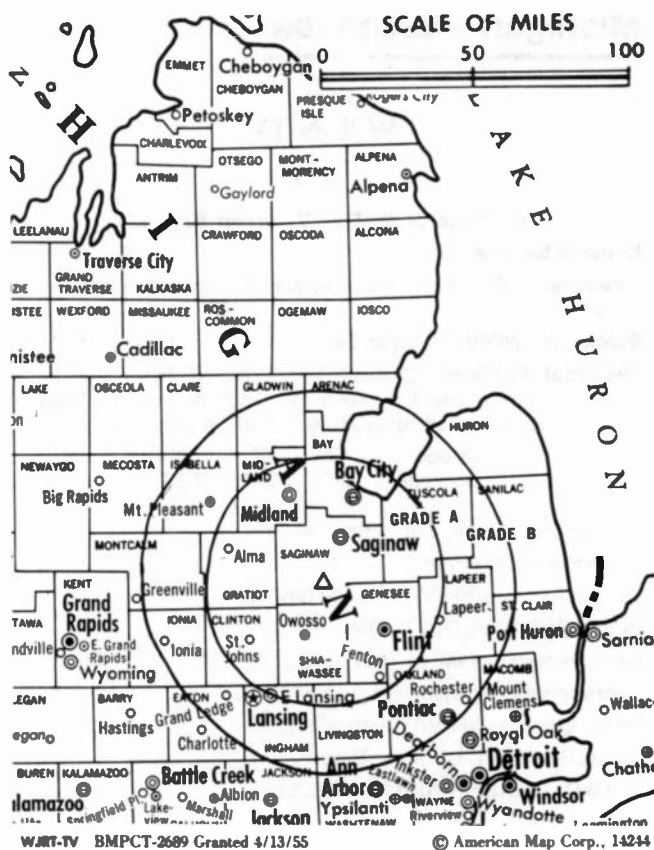
**NETWORK BASE HOURLY RATE:** \$1550.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 54,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alpena	11,900	11,400	96
	Arenac	5,700	5,600	98
	Bay	42,800	42,300	99
	Clare	9,800	9,600	98
	Clinton	18,800	18,600	99
	Genesee	159,500	157,900	99
	Gladwin	8,000	7,800	97
	Gratiot	13,600	13,400	99
	Huron	13,500	13,200	98
	Ingham	97,400	96,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iosco	11,000	10,800	99
	Isabella	17,700	17,300	98
	Lapeer	23,700	23,400	99
	Midland	26,500	26,200	99
	Ogemaw	6,600	6,500	98
	Saginaw	79,300	78,400	99
	Shiawassee	24,500	24,200	99
Tuscola	19,500	19,200	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Charlevoix	7,900	7,700	97
	Eaton	33,400	33,000	99
	Ionia	17,000	16,800	99
	Montcalm	17,600	17,300	98
Sanilac	15,100	14,800	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Alcona	4,100	4,000	98
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,600	97
	Emmet	8,900	8,600	97
	Jackson	52,700	52,100	99
	Livingston	35,800	35,400	99
	Mackinac	3,800	3,700	97
	Mecosta	12,000	11,700	97
	Osceola	7,200	7,000	98
	Otsego	5,800	5,700	98
Roscommon	7,600	7,500	99	
<b>Station Totals</b>		<b>836,600</b>	<b>824,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>549,500</b>
<b>Average Daily Circulation (1984)</b>				<b>323,000</b>

# Michigan—Grand Rapids-Kalamazoo

**WOTV**

**Ch. 8**

**Network Service:** NBC.

**Licensee:** LIN-Central Bcstg. Corp., 1370 Ave. of the Americas, New York, NY 10019.

**Studio:** 120 College Ave. SE, Grand Rapids, MI 49503.

**Telephone:** 616-456-8888. **TWX:** 810-273-6920.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"  
Longitude 85° 30' 35"

**Transmitter:** 2.5-mi. S of Middleville, MI.

**News Services:** AP, UPI.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** LIN Bcstg. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 15, 1949. Sale to present owner by Time Inc. approved by FCC Feb. 10, 1983 (*Television Digest*, Vol. 22:46). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

**Represented (sales):** Katz Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

- JAMES G. SAUNDERS, president & general manager.
- SUE DONNELL, general sales manager.
- RICHARD McKAY, national sales manager.
- DICK GROAT, local sales manager.
- WILLIAM LOGAN, program manager.
- JUDY McDONALD, promotion manager.
- ROBERT HENRY, news director.
- DON GALLAGHER, chief engineer.

**NETWORK BASE HOURLY RATE:** \$2100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	29,600	29,200	99
	Barry	16,800	16,600	99
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99
	Eaton	33,400	33,000	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kent	165,500	162,900	98
	Montcalm	17,600	17,300	98
	Muskegon	56,200	55,400	99
	Newaygo	13,500	13,200	98
	Ottawa	55,300	54,500	99
	St Joseph	21,000	20,700	99
	Van Buren	25,000	24,700	99
	<b>MICHIGAN</b>			
<b>Between 25-49%</b>	Clinton	18,800	18,600	99
	Gratiot	13,600	13,400	99
	Hillsdale	14,800	14,500	98
	Ingham	97,400	96,000	99
	Mecosta	12,000	11,700	97
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Berrien	62,900	61,800	98
	Cass	18,300	18,000	98
	Isabella	17,700	17,300	98
	Jackson	52,700	52,100	99
	Oceana	8,000	7,700	97
<b>Station Totals</b>		<b>913,800</b>	<b>900,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>595,100</b>
<b>Average Daily Circulation (1984)</b>				<b>353,900</b>

# Michigan-Grand Rapids

**WXMI**

**Ch. 17**

**Network Service:** None, independent.

**Licensee:** TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Studio:** 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

**Telephone:** 616-364-8722.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"  
Longitude 85° 31' 57"

**Transmitter:** David Rd., 1-mi. W of Cherry Valley Rd.

**News Services:** UPI, INN.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Harold O. Shively, pres.; Peter Cook, v.p., 23.6%; Grant Gruel, v.p.; Kenneth Hungerford II, treas.; Richard F. Shively, 28.6%; 19 others, none with more than 10%.

**Began Operation:** March 18, 1982.

**Represented (sales):** Blair Television.

**Represented (legal):** James E. Greeley.

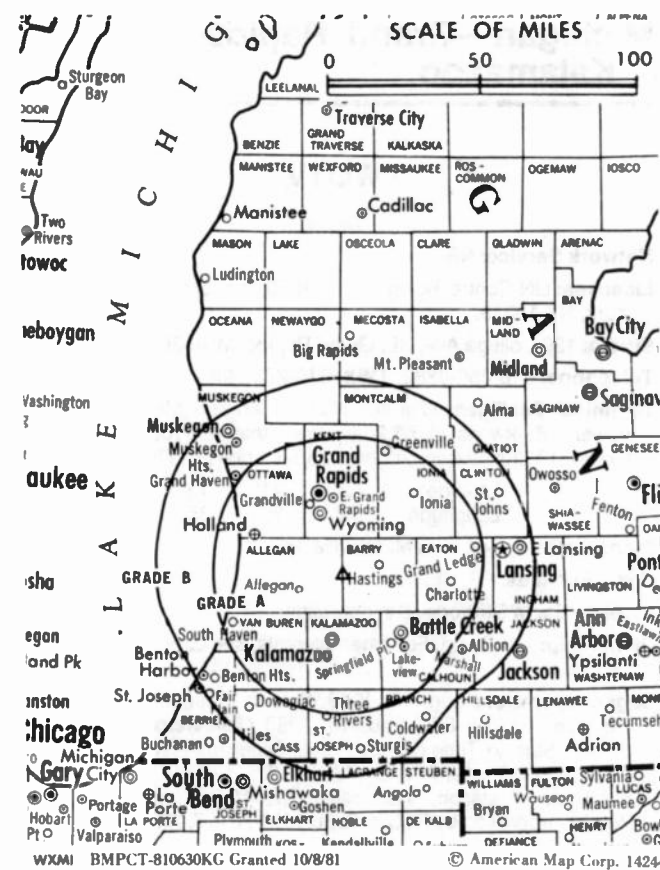
**Personnel:**

HAROLD O. SHIVELY, president & general manager.  
DICK STAWICKI, director of operations.  
PAT MULLEN, director of sales.  
DALE SCHOLTEN, director of engineering.

**Highest 30 Sec. Rate** (July 16, 1984): \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	29,600	29,200	99
	Barry	16,800	16,600	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99
	Eaton	33,400	33,000	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99
	Kent	165,500	162,900	98
	Ottawa	55,300	54,500	99
Van Buren	25,000	24,700	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Clinton	18,800	18,600	99
	Gratiot	13,600	13,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Hillsdale	14,800	14,500	98
	Mecosta	12,000	11,700	97
	Montcalm	17,600	17,300	98
	Muskegon	56,200	55,400	99
	Newaygo	13,500	13,200	98
	St Joseph	21,000	20,700	99
<b>Station Totals</b>		<b>656,800</b>	<b>647,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>101,400</b>	

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# Michigan—Grand Rapids

## WZZM-TV

Ch. 13

(Also serves Muskegon)

**Network Service:** ABC

**Licensee:** Wometco WZZM Inc., Box Z, Grand Rapids, MI 49501.

**Studio:** 645 Three Mile Rd., Walker, MI 49504

**Mailing Address:** Box Z, Grand Rapids, MI 49501

**Telephone:** 616-784-4200. **TWX:** 616-949-2260.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 63-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"  
Longitude 85° 54' 44"

**Transmitter:** 6-mi. SW of Grant, MI.

**News Services:** AP, UPI, ABC.

**Satellite Earth Station:** Harris; 6.1-meter.

**Ownership:** Kohlberg, Kravis, Roberts & Co. See Group Ownership of TV Stations.

**Began Operation:** Nov. 1, 1962 on interim basis with all four applicants operating on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to Wometco Enterprises Inc. approved by FCC Dec. 8, 1977 (**Television Digest**, Vol. 16:36; 17:50). Sale to present owners approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- GEORGE LYONS, president & general manager.
- BILL SMITH, general sales manager.
- MIKE SEAGLY, operations manager.
- JAMES RIEKSE, public affairs director.
- DALE WOLTERS, chief engineer.

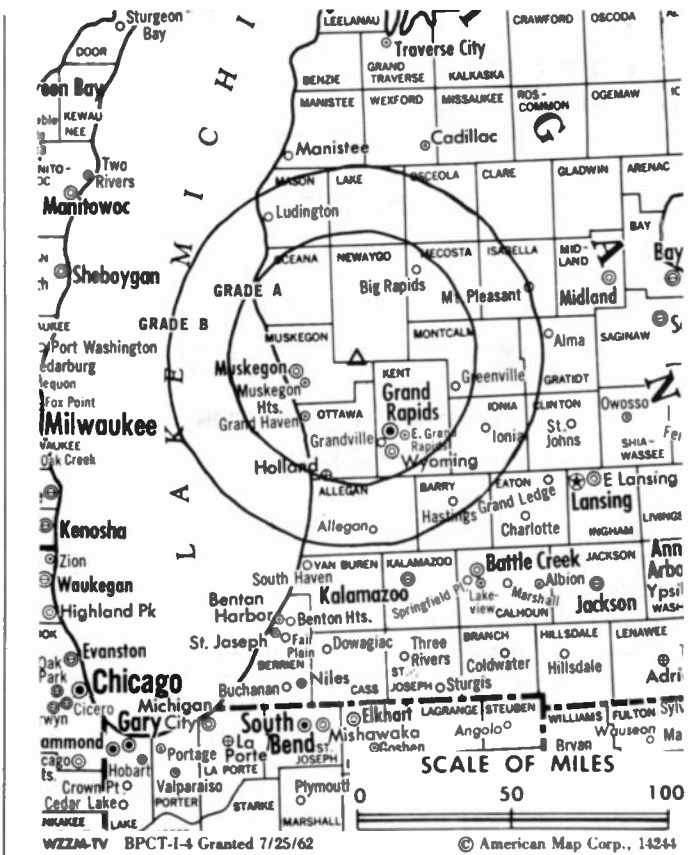
**Highest One Hour Rate:** \$3600.

**Highest 30 Sec. Rate (Aug. 1984):** \$1500.

**NETWORK BASE HOURLY RATE:** \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	29,600	29,200	99
	Kent	165,500	162,900	98
	Lake	3,400	3,300	97
	Manistee	9,300	9,100	98
	Mason	10,300	9,900	96
	Mecosta	12,000	11,700	97
	Montcalm	17,600	17,300	98
	Muskegon	56,200	55,400	99
	Newaygo	13,500	13,200	98
	Oceana	8,000	7,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Osceola	7,200	7,000	98
	Ottawa	55,300	54,500	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Ionia	17,000	16,800	99
	Isabella	17,700	17,300	98
	Kalamazoo	79,400	78,300	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Barry	16,800	16,600	99
	Benzie	4,400	4,300	98
	Calhoun	52,300	51,700	99
	Clare	9,800	9,600	98
	Grand Traverse	21,900	21,400	98
	Gratiot	13,600	13,400	99
Wexford	9,800	9,600	98	
<b>Station Totals</b>		<b>655,600</b>	<b>644,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>412,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>266,100</b>	

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# Michigan-Grand Rapids-Kalamazoo-Battle Creek

**WKZO-TV**

Ch. 3

(Also serves Muskegon)



**AVERY-KNODEL TELEVISION**

**A FETZER STATION**

**Network Service:** CBS.

**Licensee:** Fetzer Television Corp., 590 W. Maple St., Kalamazoo, MI 49008.

**Studio:** 590 W. Maple St.

**Telephone:** 616-345-2101.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"  
Longitude 85° 32' 16"

**Transmitter:** 0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

**AM Affiliate:** WKZO, 5-kw, 590 kHz (CBS).

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Fetzer Communications Inc., 91.529%; Carl E. Lee, 5.23%; 8 others, none with more than 1%. Fetzer Communications Inc. owns 100% of Cornhusker Television Corp., owner of KOLN-TV Lincoln & satellite KGIN-TV, Grand Island, NE. Fetzer Television Corp. owns 100% of Medallion Broadcasters Inc., owner of KMEG(TV) Sioux City, IA. John E. Fetzer owns 90.5% of Fetzer Communications Inc., and 47.41% of Fetzer Broadcasting Co., owner of WKZO-AM, Fetzer CableVision and Muzi-Tronic Services, Kalamazoo, MI; WJFM, Grand Rapids, MI; WKJF-AM-FM, Cadillac, MI.

**Began Operation:** June 1, 1950.

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

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

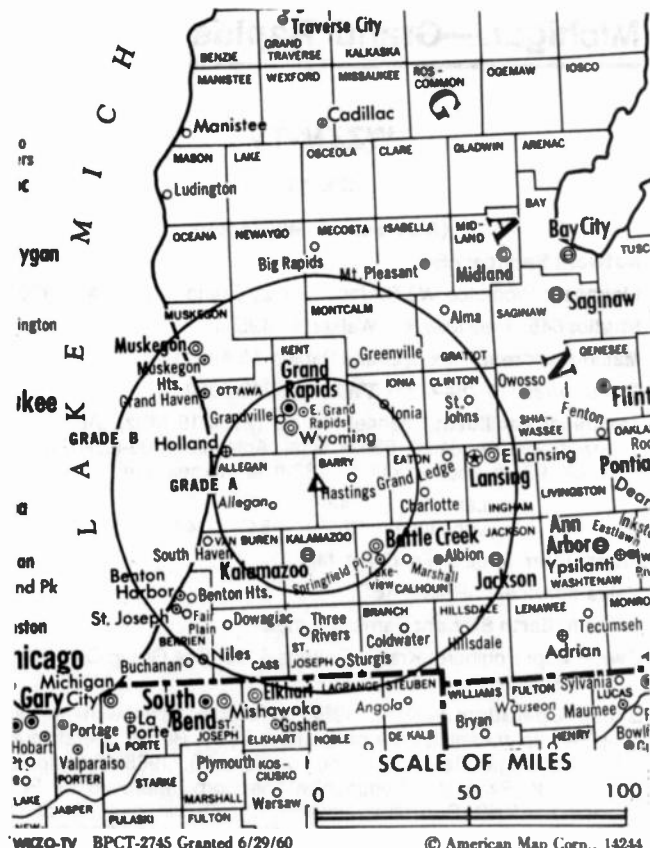
**Personnel:**

- JOHN E. FETZER, chairman.
- CARL E. LEE, president & general manager.
- GORDON S. ANDERSON, senior v.p. & manager, WKZO-TV.
- JERROLD M. RAFFEL, sales manager & assistant manager.
- FRED DOUGLAS, news director.
- LEE DERSHEM, promotion director.
- JAMES GARRETT, chief engineer.
- DARYL SEBASTIAN, public affairs director.
- KARL GUENTHER, farm director.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$2000.



WKZO-TV BPCT-2745 Granted 6/29/60

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	29,600	29,200	99
	Barry	16,800	16,600	99
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99
	Ionia	17,000	16,800	99
	Kalamazoo	79,400	78,300	99
	Kent	165,500	162,900	98
	Montcalm	17,600	17,300	98
	Muskegon	56,200	55,400	99
	Newaygo	13,500	13,200	98
Ottawa	55,300	54,500	99	
St Joseph	21,000	20,700	99	
Van Buren	25,000	24,700	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Cass	18,300	18,000	98
	Clinton	18,800	18,600	99
	Eaton	33,400	33,000	99
	Hillsdale	14,800	14,500	98
Ingham	97,400	96,000	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Lagrange	8,300	7,900	95
	Steuben	9,600	9,400	98
<b>MICHIGAN</b>	Berrien	62,900	61,800	98
	Gratiot	13,600	13,400	99
	Jackson	52,700	52,100	99
	Mecosta	12,000	11,700	97
	Oceana	8,000	7,700	97
<b>Station Totals</b>		<b>914,000</b>	<b>900,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>563,900</b>
<b>Average Daily Circulation (1984)</b>				<b>317,000</b>

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

# Michigan—Iron Mountain

## WIIM-TV

Ch. 8

**Network Service:** None, independent.

**Grantee:** John R. Powley, 1536 Logan Ave., Altoona, PA 16603.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 714-ft. above av. terrain, 296-ft. above ground, 1864-ft. above sea level.

Latitude 45° 49' 15"  
Longitude 88° 02' 37"

Requests modification of CP for change to 31.6-kw visual, 3.1-kw aural, 635-ft. above av. terrain, 185-ft. above ground, 1753-ft. above sea level, lat. 45° 49' 15", long. 88° 02' 03".

**Transmitter:** Millie Hill, Iron Mountain.

**Ownership:** John R. Powley, 100%. Powley is licensee of WOPC(TV), Altoona, PA; WHGM(FM), Bellwood, PA & of several translators.

**Due to Begin Operation:** Fall 1984.

**Represented (legal):** Thomas L. Root.

**Rates:** Not available.

## VIDEO WEEK

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# Michigan—Lansing

## WFSL-TV

Ch. 47

Network Service: None, independent.

Licensee: F&S Comm/News Inc., 600 W. St. Joseph St., Lansing, MI 48933.

Studio: 600 W. St. Joseph St., Lansing, MI 48933.

Telephone: 517-484-7747.

Technical Facilities: Channel No. 47 (668-674). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"  
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

Satellite Earth Station: In operation, 7-meter; Microdyne receivers.

Ownership: Sol L. Steadman, chmn.; Joel I. Ferguson, pres.; Doug Crist, secy.-treas.; Gregory A. Eaton, Gregory Kelsner, Ervin J. Johnson, 1% each; F & S Development Group, 97%. Johnson & Kelsner are professional basketball players.

Began Operation: Dec. 1, 1982.

Represented (sales): Seltel Inc.

Represented (legal): Flood, Bechtel, Ward & Cole.

Represented (engineering): Jules Cohen & Associates.

### Personnel:

JOHN A. TALLERICO JR., general manager.  
CHUCK BRIGGS, national sales manager.  
JIM WALL, local sales manager.

Highest 30 Sec. Rate (March 8, 1984): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Clinton	18,800	18,600	99
	Eaton	33,400	33,000	99
	Ingham	97,400	96,000	99
	Jackson	52,700	52,100	99

For Explanation of Arbitron Data, see page 14



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99
	Hillsdale	14,800	14,500	98
	Ionia	17,000	16,800	99
Shiawassee	24,500	24,200	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Barry	16,800	16,600	99
	Gratiot	13,600	13,400	99
	Kalamazoo	79,400	78,300	99
	Lenawee	31,600	31,100	98
Livingston	35,800	35,400	99	
<b>Station Totals</b>		<b>503,100</b>	<b>496,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>179,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>75,200</b>	

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# Michigan—Lansing (Onondaga)

## WILX-TV

Ch. 10

(Also serves Battle Creek and Jackson, MI)

**Network Service:** NBC.

**Licensee:** Adams TV of Lansing Inc., 109 Bushaway Rd., No. 100, Wayzata, MN 55391.

**Studios:** Edgewood Blvd. & American Rd., Lansing, MI 48910; 1510 Springport Road, Jackson, MI 49202.

**Telephones:** 517-482-0721, Lansing, MI; 517-783-2621, Jackson, MI.

**Mailing Address:** Box 30380, Lansing, MI 48909.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

**Transmitter:** Rossman Rd., Onondaga.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 3 in operation; Harris & Channel Master receivers.

**Ownership:** Adams Communications Corp., 100%. Stephen Adams, pres., 100%; Robert Hildreth, v.p.; Clifford O. Glembin, secy.; Thomas Zorr, treas. For other Adams interests, see Group Ownership of TV Stations.

**Began Operation:** March 15, 1959. Sale to present owner by Figgie International Inc. approved by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (*Television Digest*, Vol. 18:23)

**Represented (sales):** Katz Television.

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

**Represented (engineering):** John H. Mullaney & Associates.

### Personnel.

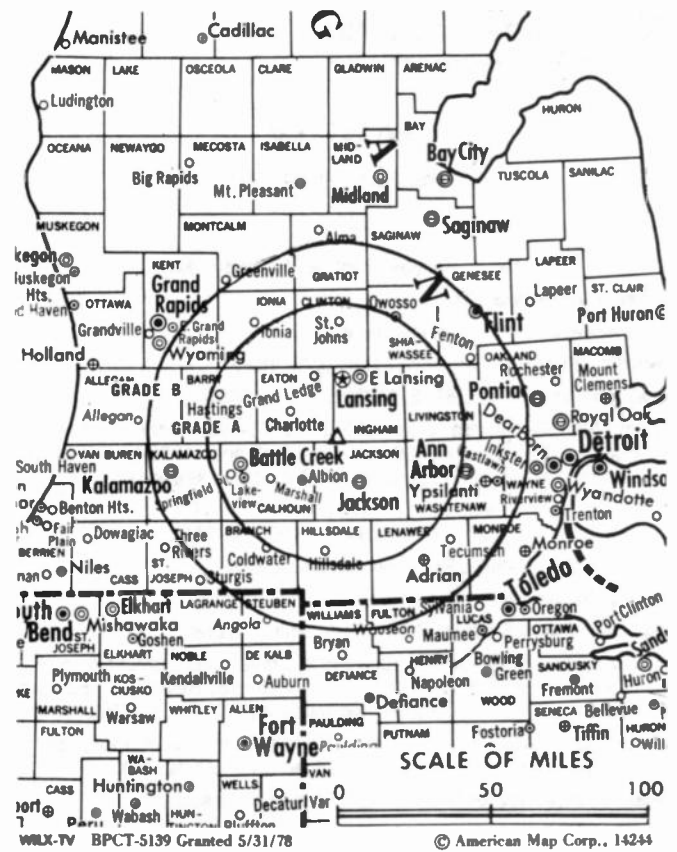
RONALD J. KWASNICK, president & general manager.  
JOSEPH P. MURPHY, vice president & station manager.  
HAROLD SUNDBERG, general sales manager.  
ROBERT SERRE, national sales manager.  
WILLIAM C. HINEMAN, chief engineer.  
ROSS WOODSTOCK, news director.  
LINDA L. MURPHY, vice president & business manager.  
JUDITH M. KEELY, director of community relations.  
NANCIE GEE, program/promotion director.

**Highest 30 Sec. Rate** (July 10, 1984): \$950.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	15,000	14,800	99
	Calhoun	52,300	51,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clinton	18,800	18,600	99
	Eaton	33,400	33,000	99
	Hillsdale	14,800	14,500	98
	Ingham	97,400	96,000	99
	Jackson	52,700	52,100	99
Shiawassee	24,500	24,200	99	
Between 25-49%	MICHIGAN			
	Barry	16,800	16,600	99
	Gratiot	13,600	13,400	99
	Ionia	17,000	16,800	99
	Livingston	35,800	35,400	99
St Joseph	21,000	20,700	99	
Between 5-24%	MICHIGAN			
	Allegan	29,600	29,200	99
	Gladwin	8,000	7,800	97
	Isabella	17,700	17,300	98
	Kalamazoo	79,400	78,300	99
	Lenawee	31,600	31,100	98
	Montcalm	17,600	17,300	98
Washtenaw	99,000	96,700	98	
<b>Station Totals</b>		<b>696,000</b>	<b>685,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>322,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>161,600</b>	



# Michigan—Lansing

## WLNS-TV

(formerly WJIM-TV)

Ch. 6

(Also serves Flint & Jackson, MI)

**Network Service:** CBS.

**Licensee:** Backe Communications Inc.

**Studio:** 2820 East Saginaw, Lansing, MI 48901.

**Telephone:** 517-372-8282. **TWX:** 810-251-0805.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"  
Longitude 84° 22' 35"

**Transmitter:** Vanatta Rd., near Cavanaugh Rd.

**News Service:** UPI.

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

**Ownership:** John Backe, pres., chmn., chief exec. officer & treas.; Frederick R. Cummings Jr., secy.; William S. Reyner Jr., Edward Carroll, asst. secys. Backe also owns WKBT (TV), La Crosse, WI.

**Began Operation:** May 1, 1950. Sale to present owner approved by FCC April 26, 1984 (*Television Digest*, Vol. 24:12, 12).

**Represented (sales):** Harrington, Righter & Parsons.

**Personnel:**

JAMES KING, president & general manager.  
CARL ONKEN, chief engineer.

**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
<b>50% &amp; Over</b>	Calhoun	52,300	51,700	99
	Clinton	18,800	18,600	99
	Eaton	33,400	33,000	99
	Genesee	159,500	157,900	99
	Gratiot	13,600	13,400	99
	Hillsdale	14,800	14,500	98
	Ingham	97,400	96,000	99
	Ionia	17,000	16,800	99
	Jackson	52,700	52,100	99
	Livingston	35,800	35,400	99
	Shiawassee	24,500	24,200	99



WLNS-TV BPC#2041 Granted 11/23/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Branch	15,000	14,800	99
	Lapeer	23,700	23,400	99
	Montcalm	17,600	17,300	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Barry	16,800	16,600	99
	Isabella	17,700	17,300	98
	Kalamazoo	79,400	78,300	99
	Lenawee	31,600	31,100	98
	Mecosta	12,000	11,700	97
	Midland	26,500	26,200	99
	Osceola	7,200	7,000	98
	Saginaw	79,300	78,400	99
	Tuscola	19,500	19,200	98
	Washtenaw	99,000	96,700	98
<b>Station Totals</b>		<b>965,100</b>	<b>951,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>458,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>238,900</b>	

# Michigan—Marquette

## WLUC-TV

Ch. 6

**Network Service:** CBS, NBC.

**Licensee:** WLUC Inc., Box 460, Marquette, MI 49855.

**Studio:** U.S. Hwy. 41 & County Airport Rd.

**Telephone:** 906-475-4161. **TWX:** 810-278-4880.

**Mailing Address:** Box 460, Marquette, MI 49855.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"  
Longitude 87° 50' 55"

**Transmitter:** 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

**News Services:** AP, CNN Headline News.

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

**Ownership:** Gillett Group Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 23, 1956. Sale to present owner by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. with WLUC-TV, Green Bay, WI by M & M Bcstg. Co. approved Jan. 6, 1965 by FCC (*Television Digest*, Vol. 4:41; 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

GUY O. SPITSBERG, general manager.  
ROBERT GANZER, general sales manager.  
JACK LaFOREST, program manager.  
LARRY DELORIA, promotion manager.  
JUDY RICHER, traffic manager.  
ED KEARNEY, news director.  
JOHN TRUITT, chief engineer.  
STEVE HEIKKINEN, production manager.  
FRIDA WAARA, public service director.

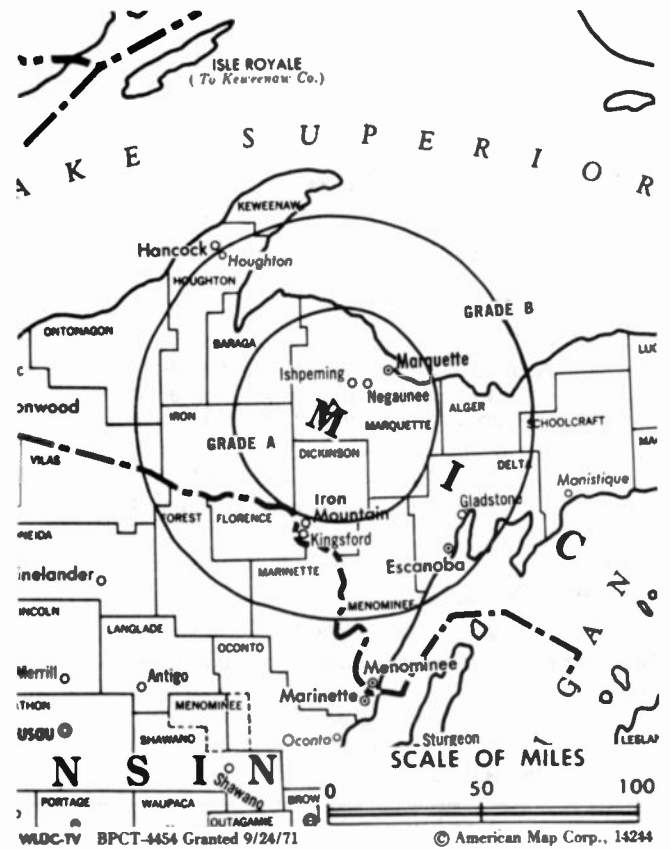
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (July 9, 1984):** \$335.

**NETWORK BASE HOURLY RATE:** \$852.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	14,200	13,900	98
	Dickinson	10,000	9,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Gogebic	7,600	7,400	97
	Houghton	13,100	12,700	97
	Iron	5,500	5,400	98
	Keweenaw	800	800	100
	Marquette	26,200	25,800	99
	Ontonagon	3,500	3,300	94
	Schoolcraft	3,200	3,100	97
	<b>WISCONSIN</b>			
	Florence	1,500	1,500	100
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Luce	2,300	2,200	96
	Menominee	9,600	9,400	98
	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
Vilas	7,200	7,000	97	
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Door	10,200	10,100	99
	Iron	2,700	2,700	100
	Marinette	15,200	15,000	99
	Oneida	12,900	12,600	98
<b>Station Totals</b>		<b>155,600</b>	<b>152,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>100,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>71,700</b>	

# Michigan—Muskegon

**WMKT**

**Ch. 54**

**Network Service:** None, independent.

**Grantee:** Paul A. Stewart, 2757 Nipawin Court NE, Grand Rapids, MI 49505.

**Studio:** 48th & Pierce Sts., Allendale.

**Telephone:** 616-363-6891.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 1210-kw visual, 120-kw aural. Antenna: 966-ft. above av. terrain, 961-ft. above ground, 1641-ft. above sea level.

Latitude 42° 57' 25"  
Longitude 85° 54' 07"

**Transmitter:** 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

**Ownership:** Paul A. Stewart, 100%.

**Due to Begin Operation:** 1984.

**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** Robert Jones & Associates.

**Personnel:**

SCOTT TULLOCH, program director.  
DEBRA TULLOCH, office manager.

**Highest 30 Sec. Rate:** \$75.

**For Translator Stations,  
consult Index**



WMKT BPCT—810918KM Granted 5/27/82

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# Michigan—Saginaw-Flint-Bay City-Midland

## WEYI-TV

Ch. 25

**Network Service:** CBS.

**Licensee:** WEYI Inc.

**Studio:** 2225 West Willard Rd., Clio, MI 48420.

**Telephones:** 313-687-1000; 517-755-0525.

**TWX:** 810-235-1132.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 4070-kw max. & 1350-kw horizontal visual, 405-kw max. & 135-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"  
Longitude 83° 43' 17"

**Transmitter:** 2225 Willard Rd., Clio, MI.

**News Service:** AP.

**Satellite Earth Station:** Harris, 10-meter; Harris receivers.

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

**Began Operation:** April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (*Television Digest*, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

### Personnel:

RALPH E. BECKER, president.  
ROBERT B. FARROW, vice president & general manager.  
GEORGE LEH, station & program manager.  
BARBARA KELLY, vice president & general sales manager.  
HAROLD VOLZ JR., chief engineer.

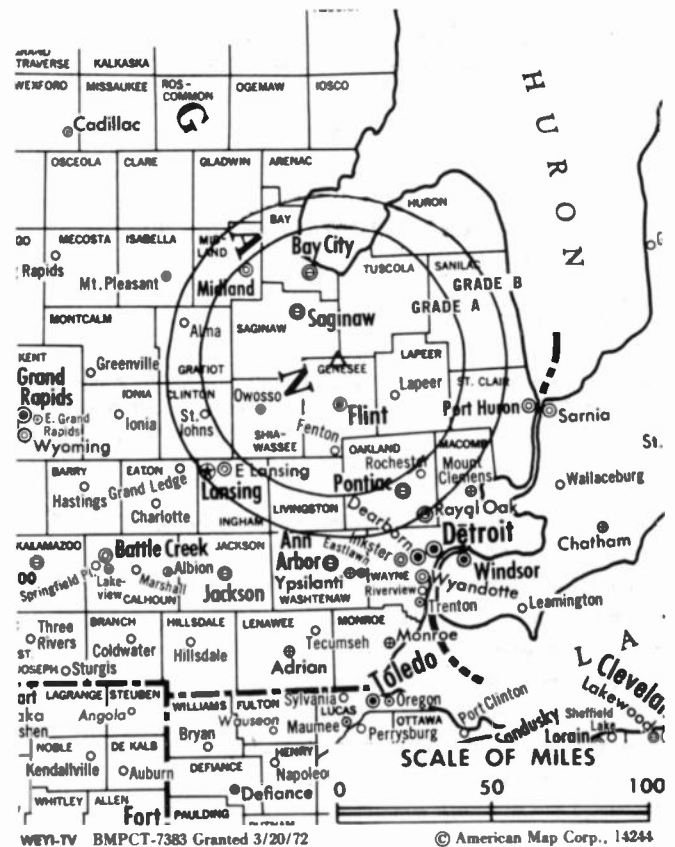
**Highest One Hour Rate:** \$2200.

**Highest 30 Sec. Rate** (July 12, 1984): \$1000.

**NETWORK BASE HOURLY RATE:** \$510.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Arenac	5,700	5,600	98
	Bay	42,800	42,300	99
	Genesee	159,500	157,900	99
	Huron	13,500	13,200	98
	Lapeer	23,700	23,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Midland	26,500	26,200	99
	Saginaw	79,300	78,400	99
	Sanilac	15,100	14,800	98
	Tuscola	19,500	19,200	98
<b>MICHIGAN</b>				
	<b>Between 25-49%</b>			
	Gladwin	8,000	7,800	97
Gratiot	13,600	13,400	99	
Shiawassee	24,500	24,200	99	
<b>MICHIGAN</b>				
	<b>Between 5-24%</b>			
	Alcona	4,100	4,000	98
	Clare	9,800	9,600	98
	Clinton	18,800	18,600	99
	Ionia	17,000	16,800	99
	Iosco	11,000	10,800	99
	Isabella	17,700	17,300	98
Livingston	35,800	35,400	99	
Osceola	7,200	7,000	98	
<b>Station Totals</b>		<b>553,100</b>	<b>545,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>324,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>164,400</b>	

# Michigan—Sault Ste. Marie

**WGTV**

Ch. 8

(Satellite of WGTU, Traverse City, MI)

**Network Service:** ABC.

**Licensee:** Michigan Center Broadcasting, 201 East Front St., Traverse City, MI 49684.

**Studio:** See WGTU, Traverse City.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.6-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude 46° 03' 09"  
Longitude 84° 06' 28"

**Transmitter:** 0.9-mi. W of Goetzville, Chippewa County.

**News Service:** UPI.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** See WGTU, Traverse City.

**Began Operation:** Oct. 29, 1976.

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

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:** See WGTU, Traverse City.

**Rates:** Sold in combination with WGTU, Traverse City.

**Arbitron Data:** Included with WGTU, Traverse City, MI.



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# Michigan—Sault Ste. Marie

## WWUP-TV

Ch. 10

(Satellite of WWTV, Cadillac, MI)

**Network Service:** CBS.

**Licensee:** Wilson Communications Inc., Box 627, Cadillac, MI 49601.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1844-ft. above sea level.

Latitude 46° 03' 49"  
Longitude 84° 06' 08"

**Transmitter:** Goetzville.

**News Services:** AP, UPI, Group W Newsfeed, CBS.

**Satellite Earth Station:** In operation; Pinzoni receivers.

**Ownership:** Same as WWTV, Cadillac, MI.

**Began Operation:** June 15, 1962.

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

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

**Personnel:** See WWTV, Cadillac.

**Rates:** Sold as one rate with WWTV, Cadillac.

**Highest 30 Sec. Rate** (Jan. 20, 1984): \$1200.

**NETWORK BASE HOURLY RATE:** Bonus to WWTV, Cadillac.

**Arbitron Data:** Included with WWTV, Cadillac, MI.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 88,000



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

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# Michigan—Traverse City

**WGTV**

**Ch. 29**

**(Operates satellite WGTV, Sault Ste. Marie, MI)**

**Network Service:** ABC.

**Licensee:** Michigan Center Broadcasting, 201 E. Front St., Traverse City, MI 49684.

**Studio:** 201 E. Front St., Traverse City, MI 49684.

**Telephone:** 616-946-2900. **TWX:** 810-291-1972.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"  
Longitude 85° 04' 08"

**Transmitter:** 5.3-mi. N, 0.078 E of Kalkaska on Hangi Rd., Excelsior Twp.

**News Service:** UPI.

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

**Ownership:** Michigan Center Bcstg., 100%. Stephen Adams, chmn.; Frank N. Moore, pres. & gen. mgr.; Robert Hildreth, v.p., finance. For other Adams interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 23, 1971. Sale to present owner approved by FCC May 21, 1982.

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

**Represented (legal):** Koteen & Naftalin.

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

**Personnel:**

FRANK N. MOORE, president & general manager.  
LINDA MEAD, sales manager.  
PAUL BAUMGARTNER, chief engineer & operations manager.

**Rates:** On request.

**Highest 30 Sec. Rate** (July 20, 1984): \$310.

**Arbitron Data:** Figures include WGTV, Sault Ste. Marie.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,300	6,200	98
	Benzie	4,400	4,300	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,600	97
	Crawford	3,700	3,600	97
	Emmet	8,900	8,600	97
	Grand Traverse	21,900	21,400	98
	Kalkaska	4,700	4,600	98
	Leelanau	5,600	5,500	98
Luce	2,300	2,200	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mackinac	3,800	3,700	97
	Missaukee	3,800	3,700	97
	Montmorency	3,100	3,000	97
	Oscoda	2,900	2,800	96
	Otsego	5,800	5,700	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,600	7,500	99
	Wexford	9,800	9,600	98
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Manistee	9,300	9,100	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Alcona	4,100	4,000	98
	Alpena	11,900	11,400	96
<b>Station Totals</b>		<b>151,000</b>	<b>147,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>100,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>57,500</b>	

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# Michigan—Traverse City

## WPBN-TV

Ch 7

(Also Serves Cadillac, MI)

(Affiliated with WTOM-TV, Cheboygan, MI)

**Network Service:** NBC.

**Licensee:** WPBN/WTOM-TV Inc., Subsidiary of U.S. Tobacco Co., M72 West, Box 546, Traverse City, MI 49684.

**Studio:** 3-mi. W of center of Traverse City.

**Telephone:** 616-947-7770.

**Mailing Address:** Box 546, Traverse City, MI 49684.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"  
Longitude 85° 42' 45"

**Transmitter:** 2-mi. S of Harrietta, 33-mi. S of Traverse City.

**News Service:** AP.

**Satellite Earth Station:** In operation; 3.5-meter.

**Ownership:** United States Tobacco Co., 100%. Also owns WTOM-TV, Cheboygan, MI.

**Began Operation:** Sept. 13, 1954. Sale to present owner by Les Biederman, et al., approved by FCC Sept. 12, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

MANUEL LEITAO JR., president.  
DONALD R. COTE, vice president & general manager.  
LEON BUSH, chief engineer.

**Highest 30 Sec. Rate:** \$435.

**NETWORK BASE HOURLY RATE:** \$625.

**Arbitron Data:** Figures include WTOM-TV, Cheboygan.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Antrim	6,300	6,200	98
	Benzie	4,400	4,300	98
	Charlevoix	7,900	7,700	97
	Cheboygan	8,100	7,800	96
	Chippewa	9,800	9,600	97
	Clare	9,800	9,600	98
	Crawford	3,700	3,600	97
	Emmet	8,900	8,600	97
	Grand Traverse	21,900	21,400	98
	Kalkaska	4,700	4,600	98
	Lake	3,400	3,300	97
	Leelanau	5,600	5,500	98
	Luce	2,300	2,200	96
	Mackinac	3,800	3,700	97
	Manistee	9,300	9,100	98
	Mason	10,300	9,900	96
Mecosta	12,000	11,700	97	
Missaukee	3,800	3,700	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montmorency	3,100	3,000	97
	Oceana	8,000	7,700	97
	Osceola	7,200	7,000	98
	Oscoda	2,900	2,800	96
	Otsego	5,800	5,700	98
	Presque Isle	5,300	5,100	96
	Roscommon	7,600	7,500	99
	Wexford	9,800	9,600	98

<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Alpena	11,900	11,400	96
	Newaygo	13,500	13,200	98

<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Alcona	4,100	4,000	98
	Delta	14,200	13,900	98
	Gladwin	8,000	7,800	97
	Isabella	17,700	17,300	98
	Montcalm	17,600	17,300	98
	Ogemaw	6,600	6,500	98

<b>Station Totals</b>	<b>279,300</b>	<b>272,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>173,800</b>
<b>Average Daily Circulation (1984)</b>			<b>107,700</b>

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# Michigan

## WKBD-TV, Detroit (Arbitron Data Continued)

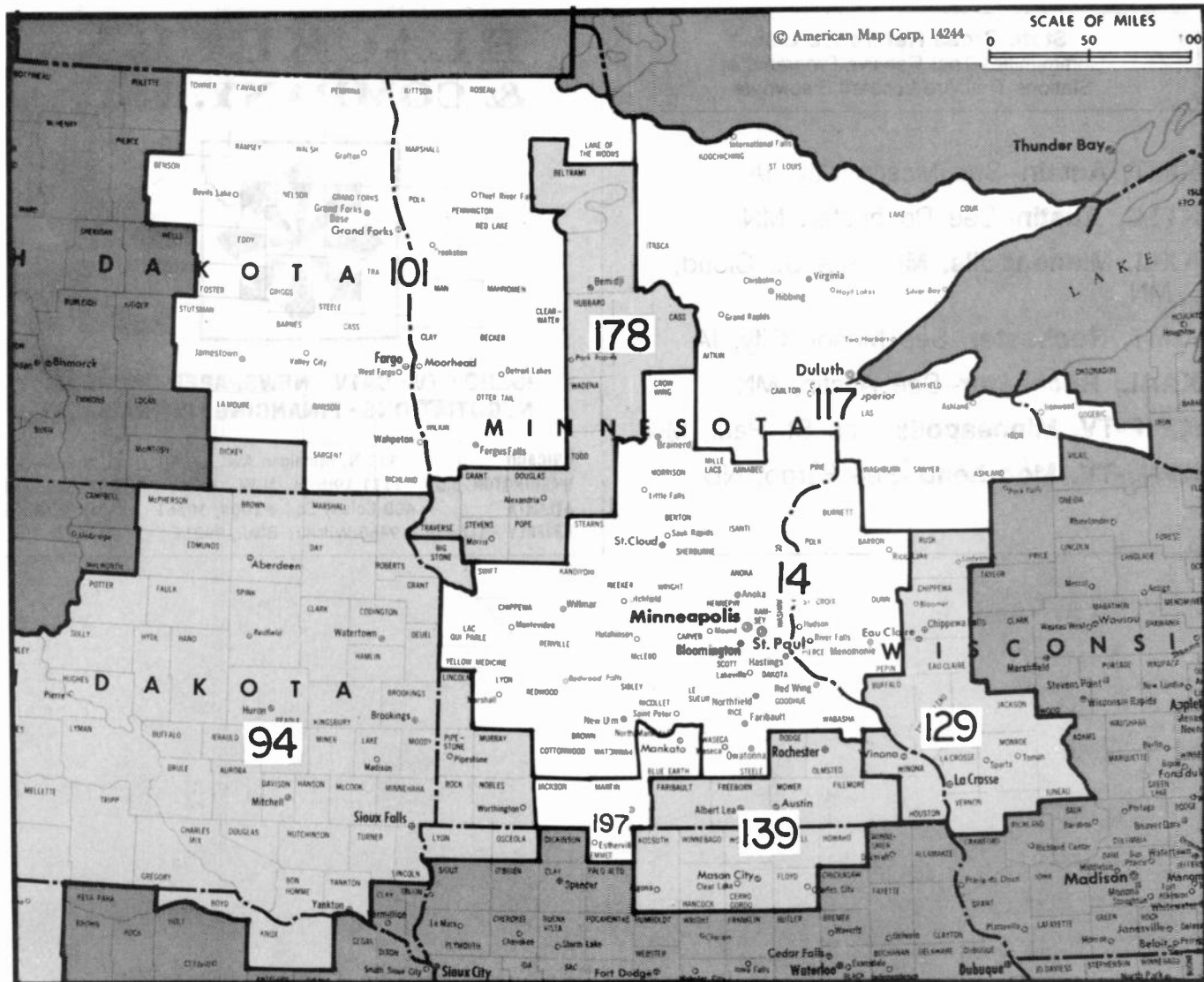
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN—(Continued)</b>				
Between 5-24%	Luce	2,300	2,200	96
	Mackinac	3,800	3,700	97
	Menominee	9,600	9,400	98
	Montcalm	17,600	17,300	98
	Newaygo	13,500	13,200	98
	Otsego	5,800	5,700	98
	Ottawa	55,300	54,500	99
	Saginaw	79,300	78,400	99
	St Joseph	21,000	20,700	99
	Sanilac	15,100	14,800	98
	Tuscola	19,500	19,200	98
	Wexford	9,800	9,600	98
	<b>OHIO</b>			
	Defiance	13,900	13,700	99
	Fulton	13,400	13,100	98
	Henry	10,300	10,200	99
	Huron	19,800	19,500	98
	Wood	38,200	37,700	99
<b>WISCONSIN</b>				
	Iron	2,700	2,700	100
	Marinette	15,200	15,000	99

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For Explanation of Arbitron Data, see page 14



Minnesota Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	13	3	16
Educational Television Stations	4	2	6
			22

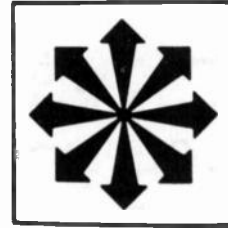
Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN	1,149,500	14	KITN (29), KMSP-TV (9), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4), WTCN-TV (11)
Sioux Falls-Mitchell, SD	233,900	94	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)
Fargo, ND	210,500	101	KTHI-TV (11), KVNJ-TV (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI	176,300	117	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	158,900	129	WEAU-TV (13), WKBT (8), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN	144,700	139	KAAL (6), KIMT (3), KTTC (10)
Alexandria, MN	61,400	178	KCMT (7), KNMT (12)
Mankato, MN	33,000	197	KEYC-TV (12)

## **Minnesota**

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

**KIMT, Austin**--See Mason City, IA  
**KTTC, Austin**--See Rochester, MN  
**KXLI, Minneapolis, MN**--See St. Cloud,  
MN  
**KIMT, Rochester**--See Mason City, IA  
**KAAL, Rochester**--See Austin, MN  
**KSTP-TV, Minneapolis**--See St. Paul, MN  
**KVNJ-TV, Moorhead**--See Fargo, ND

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# Minnesota—Alexandria

**KCMT**

Ch. 7

(Affiliated with KNMT, Walker, MN)

**Network Service:** CBS.

**Licensee:** Central Minnesota Television Co., 720 Hawthorne St., Alexandria, MN 56308.

**Studio:** 720 Hawthorne St., Alexandria, MN 56308.

**Telephone:** 612-763-5166. TWX: 910-578-0003.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"  
Longitude 95° 08' 14"

**Transmitter:** 2.5-mi. SE of Westport, MN.

**News Service:** UPI.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** Thomas, Bruce & Rozel Barnstable & Harris Widmer, Trustees, Barnes estate, 61%; Glenn W. Flint, v.p., 11%; others. Central Minnesota Television also owns KNMT(TV), Walker, MN; KCMT-FM, Alexandria, MN & KXJB-TV, Valley City, ND.

**Began Operation:** Oct. 8, 1958.

**Represented (sales):** Avery-Knodel Inc.; Hyett/Ramsland Inc. (Minneapolis).

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

- TOM BARNES JR., president.
- GLENN W. FLINT, vice president & general manager.
- BRUCE BARNES, exec. vice president & station manager.
- CARL IVERSON, chief engineer.
- JOHN GINTHER, sales manager.
- MARY BETH POLLARD, promotion director.

**Highest One Hour Rate:** \$2300.

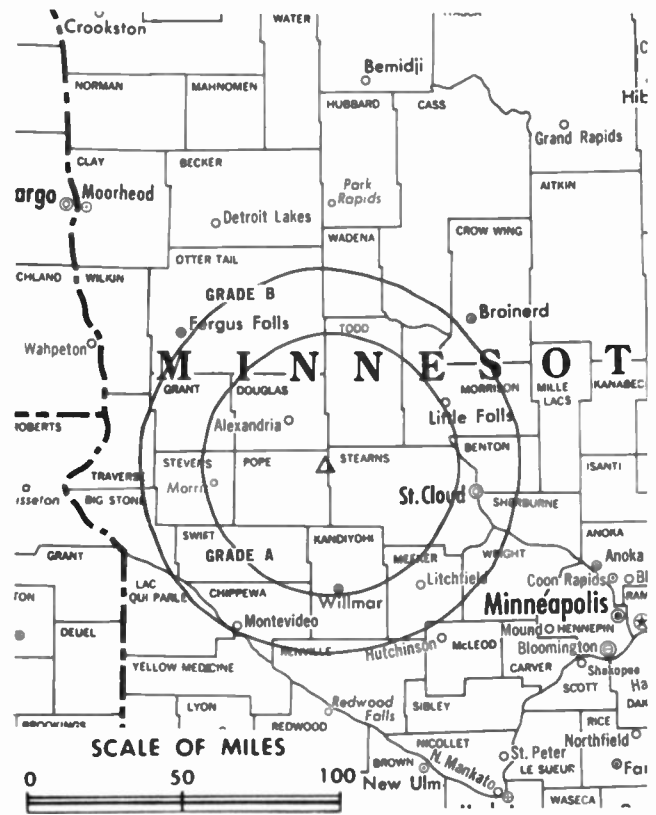
**Highest 30 Sec. Rate:** \$475.

**Combination Rates:** KCMT, Alexandria and KNMT, Walker, MN.

**NETWORK BASE HOURLY RATE:** \$980.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Big Stone	2,900	2,900	100
	Chippewa	5,900	5,800	98
	Douglas	11,200	11,000	98
	Grant	2,700	2,700	100
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,900	3,800	97
	Morrison	10,200	10,000	98
	Otter Tail	19,800	19,400	98
	Pope	4,600	4,500	98
	Stearns	35,200	34,600	98
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Todd	9,200	8,900	97
	Traverse	1,900	1,900	100
	Wadena	5,100	4,900	96
Yellow Medicine	4,900	4,700	96	



KCMT BPCT-2398 Granted 12/5/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>			
	Grant	3,200	3,100	97
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Benton	9,200	9,100	99
	Crow Wing	16,700	16,300	98
	Hubbard	5,700	5,400	95
	Lyon	9,000	8,800	98
	Meeker	7,700	7,600	99
<b>SOUTH DAKOTA</b>	Roberts	3,800	3,700	97
	<b>MINNESOTA</b>			
<b>Between 5-24%</b>	Becker	11,100	10,900	98
	Beltrami	11,000	10,500	95
	Cass	8,100	7,700	95
	Itasca	16,700	16,400	98
	Lincoln	3,000	2,900	97
	McLeod	11,100	11,000	99
	Redwood	6,900	6,700	97
	Renville	7,500	7,300	97
	Sherburne	10,400	10,300	99
	Wilkin	2,900	2,900	100
	<b>NORTH DAKOTA</b>			
	Richland	6,800	6,700	99
	<b>SOUTH DAKOTA</b>			
Codington	8,000	7,900	99	
Deuel	1,900	1,900	100	
<b>Station Totals</b>		<b>306,300</b>	<b>299,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>141,400</b>
<b>Average Daily Circulation (1984)</b>				<b>87,700</b>

# Minnesota—Austin

**KAAL**

Ch. 6

**Network Service:** ABC.

**Licensee:** KAAL-TV Inc., 1701 10th Pl. NE, Austin, MN 55912.

**Studio:** 1701 10th Pl. NE, Austin 55912.

**Telephone:** 507-433-8836.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"  
Longitude 93° 09' 12"

**Transmitter:** 4.4-mi. N of Myrtle, MN.

**News Services:** AP, ABC.

**Satellite Earth Stations:** In operation; 3.7-meter.

**Ownership:** News-Press & Gazette Co., St. Joseph, MO. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 27, 1953. Sale to present owner by Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by Chester A. Weseman and associates approved Oct. 29, 1958 (Television Digest, Vol. 13:6).

**Represented (sales):** Blair Television.

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

**Personnel:**

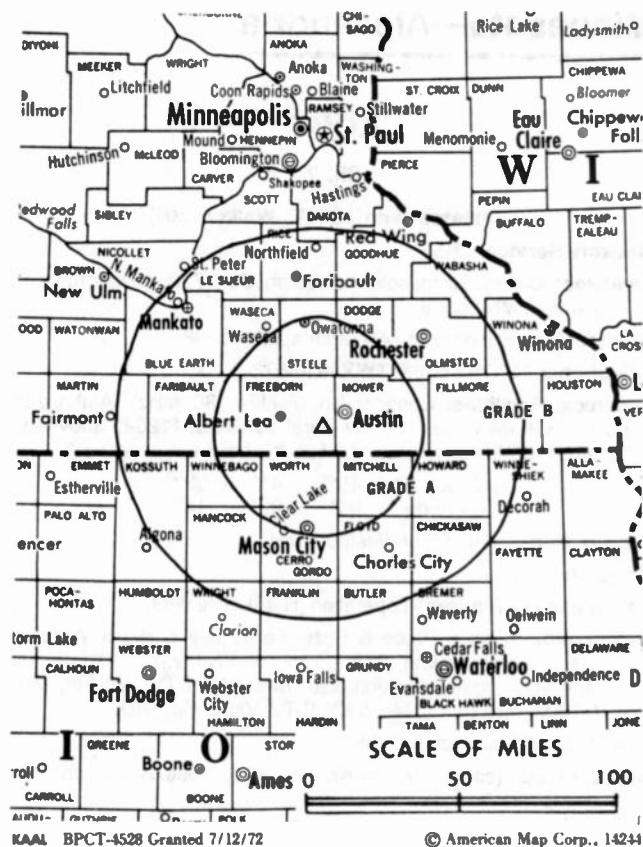
- WILLIAM CATHCART, president & general manager.
- JOHN SAMPSON, local sales manager.
- JERALD JONES, vice president, engineering.
- GARY GOSLEE, program director.
- GREG GRIMLEY, production manager.
- BILL WAGMAN, news director.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	19,000	18,800	99
	Emmet	5,000	4,900	98
	Floyd	7,100	7,000	99
	Hancock	5,400	5,300	98
	Howard	4,300	4,200	98
	Kossuth	8,000	7,900	99
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Worth	3,500	3,500	100
	<b>MINNESOTA</b>			
	Dodge	5,400	5,300	98
	Faribault	7,600	7,500	99
	Fillmore	8,000	7,900	99

<b>Between 25-49%</b>	<b>IOWA</b>			
	Franklin	5,300	5,300	100
	<b>MINNESOTA</b>			
Blue Earth	18,800	18,500	98	
Martin	9,900	9,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	Nicollet	9,400	9,300	99	
	Steele	11,100	11,000	99	
	Wabasha	7,300	7,200	99	
<b>Between 5-24%</b>	<b>IOWA</b>				
	Butler	6,500	6,400	98	
	Chickasaw	5,600	5,500	98	
	Palo Alto	4,900	4,800	98	
	Winneshiek	7,400	7,300	99	
Wright	6,200	6,100	98		
<b>MINNESOTA</b>	Brown	10,300	10,100	98	
	Cottonwood	5,500	5,300	96	
	Goodhue	14,600	14,400	99	
	Houston	6,600	6,500	98	
	Rice	15,600	15,400	99	
	Winona	16,100	15,800	98	
	<b>WISCONSIN</b>	Buffalo	5,400	5,300	98
		La Crosse	34,300	33,900	99
	<b>Station Totals</b>		<b>359,700</b>	<b>354,800</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>			<b>172,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>99,500</b>		

**CONNECTIONS**  
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Published by The Economist & Television Digest  
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# Minnesota—Duluth-Superior, Wisconsin

## KBJR-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

**Studio:** 230 E. Superior St., Duluth, MN 55802.

**Telephone:** 218-727-8484. **TWX:** 910-561-2490.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"  
Longitude 92° 06' 51"

**Transmitter:** 5th Ave. W. & 10th St., Duluth.

**News Service:** UPI.

**Ownership:** Robert J. Rich, pres., 60%; Richard W. Pearson, v.p., 10%; Elizabeth Rich, secy.-treas.; Wilmar J. Buesgen, asst. secy., 4%; Gaguine Trust, 21%; Norman P. Gill & Thomas G. Barry, 2% each; Edwin M. Conrad, 1%.

**Began Operation:** Feb. 23, 1954. Sale to present owners by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (**Television Digest**, Vol. 14:28, 30).

**Represented (sales)** by Katz Television; Hurley Co. (Minneapolis); Target Sales Ltd. (Canada).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

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

### Personnel:

ROBERT J. RICH, president & general manager.  
R. W. (RICK) PEARSON, vice president.  
ED CONRAD, dir. of programming & public relations.  
JOHN RICH, general sales manager.  
MIKE FOLEY, news director.  
BOB WILMERS, engineering director.  
STEVEN J. RICH, director, promotion.  
CAROL BARNES, traffic manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (July 11, 1984): \$400.

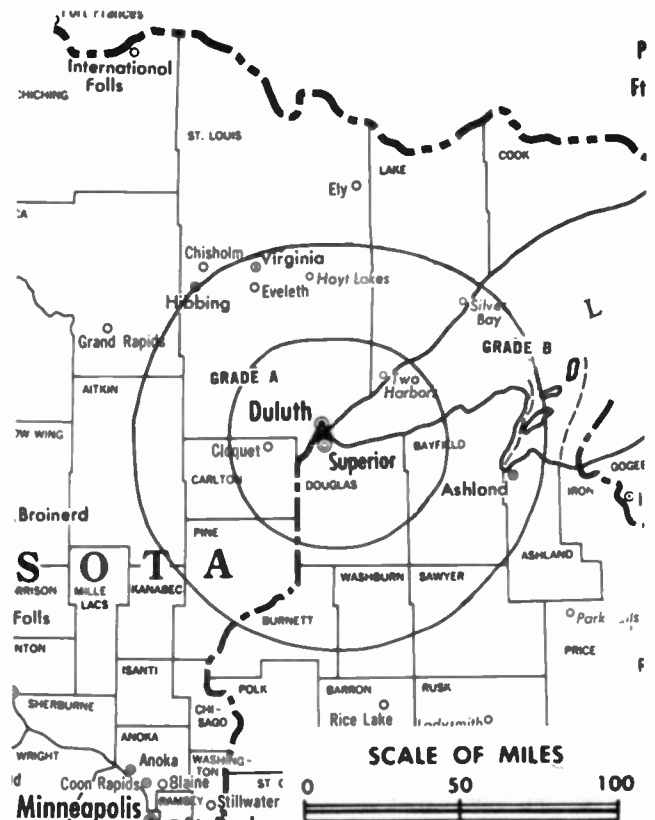
**NETWORK BASE HOURLY RATE:** \$800.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 87,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Beltrami	11,000	10,500	95
	Carlton	10,600	10,500	99
	Cook	1,900	1,900	100
	Itasca	16,700	16,400	98
	Koochiching	6,300	6,100	97
	Lake	4,600	4,500	99
	St Louis	84,700	83,700	99
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Bayfield	5,500	5,400	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100



KBJR-TV BPCT-2412 Granted 10/11/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sawyer	4,900	4,700	96
	Washburn	5,400	5,300	98
Between 25-49%	<b>MINNESOTA</b>			
	Cass	8,100	7,700	95
	Pine	7,500	7,300	97
Between 5-24%	<b>MINNESOTA</b>			
	Crow Wing	16,700	16,300	98
	Hubbard	5,700	5,400	95
	<b>WISCONSIN</b>			
	Burnett	5,100	4,900	96
Price	6,100	5,900	97	
<b>Station Totals</b>		<b>239,900</b>	<b>235,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>168,300</b>
<b>Average Daily Circulation (1984)</b>				<b>103,400</b>

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**THE TED HEPBURN COMPANY**

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# Minnesota—Duluth-Superior, Wisconsin

## KDLH-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Palmer Communications Inc., 425 W. Superior St., Duluth, MN 55802.

**Studio:** 425 W. Superior St., Duluth, MN 55802.

**Telephone:** 218-727-8911. **TWX:** 910-561-2522.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 07"  
Longitude 92° 07' 15"

**Transmitter:** Observation Rd. & 11th St.

**News Service:** AP.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Palmer Broadcasting Co. For other interests, see WHO-TV, Des Moines, IA.

**Began Operation:** March 14, 1954. Sale to present owner by WGN Inc. approved by FCC Jan. 10, 1979 (*Television Digest*, Vol. 18:30). Sale to WGN by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 (Vol. 16:34, 50).

**Represented (sales):** Blair Television; Hyett/Ramsland Inc. (Minneapolis); Glen-Warren Broadcast Sales (Canada).

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

### Personnel:

JOHN LaFORGE, executive vice president & general manager.  
JAMES J. GOLDEN, vice president & general sales manager.  
JIM CUZZO, vice president & program director.  
KEN FLANNERY, operations manager.  
JIM HUBAL, promotion manager.  
STEVE HASSKAMP, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (July 1, 1984): \$550.

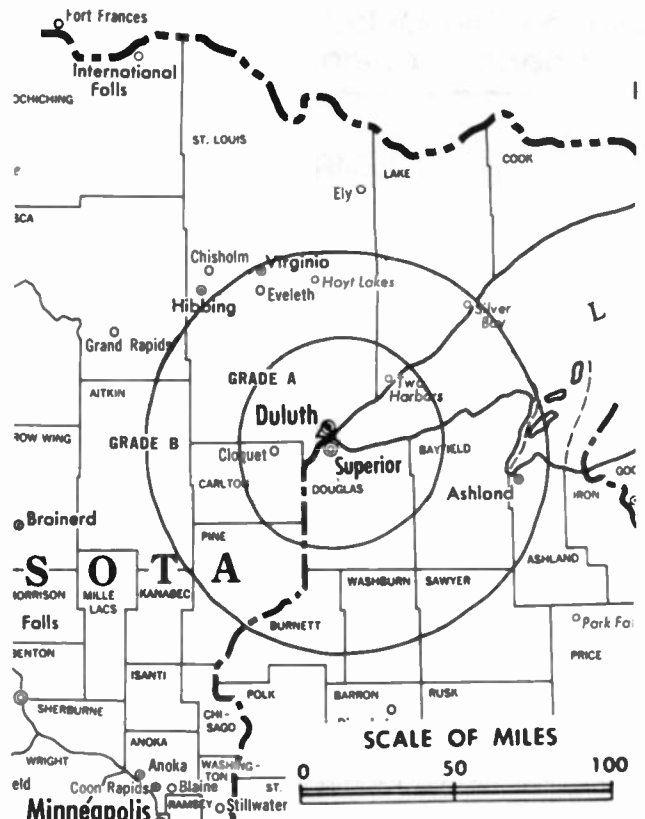
**NETWORK BASE HOURLY RATE:** \$959.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 89,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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
	<b>MINNESOTA</b>			
	Carlton	10,600	10,500	99
	Cook	1,900	1,900	100
	Itasca	16,700	16,400	98
	Koochiching	6,300	6,100	97



KDLH-TV BMPCT-3130 Granted 6/13/55 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	4,600	4,500	99
	St Louis	84,700	83,700	99
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Bayfield	5,500	5,400	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100
	Sawyer	4,900	4,700	96
	Washburn	5,400	5,300	98
	Between 25-49%	<b>MINNESOTA</b>		
Aitkin		5,400	5,300	98
Pine		7,500	7,300	97
Between 5-24%	<b>MICHIGAN</b>			
	Ontonagon	3,500	3,300	94
	<b>MINNESOTA</b>			
	Beltrami	11,000	10,500	95
	Cass	8,100	7,700	95
	Crow Wing	16,700	16,300	98
	<b>WISCONSIN</b>			
	Burnett	5,100	4,900	96
<b>Station Totals</b>		<b>231,600</b>	<b>227,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>162,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>111,600</b>	

# Minnesota—Duluth

## WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

**Network Service:** ABC.

**Licensee:** Channel 10 Inc., 10 Observation Road, Duluth 55811.

**Studio:** 10 Observation Road., Duluth, MN 55811.

**Telephone:** 218-727-6864. **TWX:** 910-561-2539.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"  
Longitude 92° 07' 17"

**Transmitter:** 10 Observation Road.

**News Services:** UPI, ABC.

**Ownership:** Harcourt Brace Jovanovich Inc., 100%. Robert L. Edgell, v.p.; Robert R. Hillebrecht, v.p.-treas.; Margaret Mary McQuillan, secy. Harcourt Brace Jovanovich also owns WIRT(TV), Hibbing, MN & has minority interest in several radio stations.

**Began Operation:** Jan. 24, 1966. Sale to present owner by Frank P. Befera, et al., approved by FCC March 31, 1978 (**Television Digest**, Vol. 17:28).

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

**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

FRANK P. BEFERA, president & general manager.  
ROLLIE RUNIONS, general sales manager.  
DAVE POIRIER, program manager.  
GEORGE W. WOODY, chief engineer.  
DUKE SKORICH, news director.  
JOHN VOBER, film director.  
DIANE SARGENT, on-station promotion.

**Highest 30 Sec. Rate** (July 10, 1984): \$700.

**NETWORK BASE HOURLY RATE:** \$775.

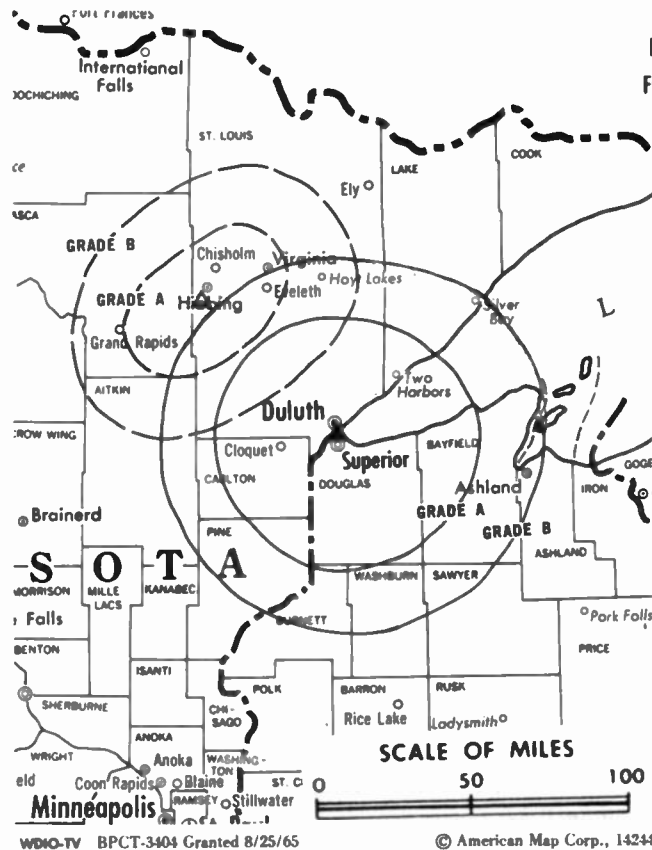
**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 92,000

**Arbitron Data:** Figures include WIRT, Hibbing, MN.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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
	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Carlton	10,600	10,500	99
	Cook	1,900	1,900	100
	Itasca	16,700	16,400	98
	Koochiching	6,300	6,100	97



WDIO-TV BPCT-3404 Granted 8/25/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	4,600	4,500	99
	St Louis	84,700	83,700	99
<b>WISCONSIN</b>				
	Ashland	6,400	6,300	98
	Bayfield	5,500	5,400	98
	Douglas	17,000	16,800	99
	Iron	2,700	2,700	100
	Sawyer	4,900	4,700	96
	Washburn	5,400	5,300	98
<b>MINNESOTA</b>				
Between 25-49%	Beltrami	11,000	10,500	95
	Pine	7,500	7,300	97
<b>MICHIGAN</b>				
Between 5-24%	Ontonagon	3,500	3,300	94
	<b>MINNESOTA</b>			
	Cass	8,100	7,700	95
	Crow Wing	16,700	16,300	98
	Pope	4,600	4,500	98
<b>WISCONSIN</b>				
	Burnett	5,100	4,900	96
<b>Station Totals</b>		<b>236,200</b>	<b>231,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>170,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>115,000</b>	



# Minnesota—Hibbing

## WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

**Network Service:** ABC.

**Licensee:** Channel 10 Inc., 10 Observation Rd., Duluth 55811.

**Studio:** See WDIO-TV, Duluth.

**Telephone:** 218-727-6864 (Duluth).

**TWX:** 910-561-2539 (Duluth).

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 125-kw visual, 21.6-kw aural. Antenna: 666-ft. above av. terrain, 473-ft. above ground, 2123-ft. above sea level.

Latitude 47° 22' 52"  
Longitude 92° 57' 18"

**Transmitter:** Maple Hill.

**Ownership:** See WDIO-TV, Duluth.

**Began Operation:** Aug. 31, 1967.

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

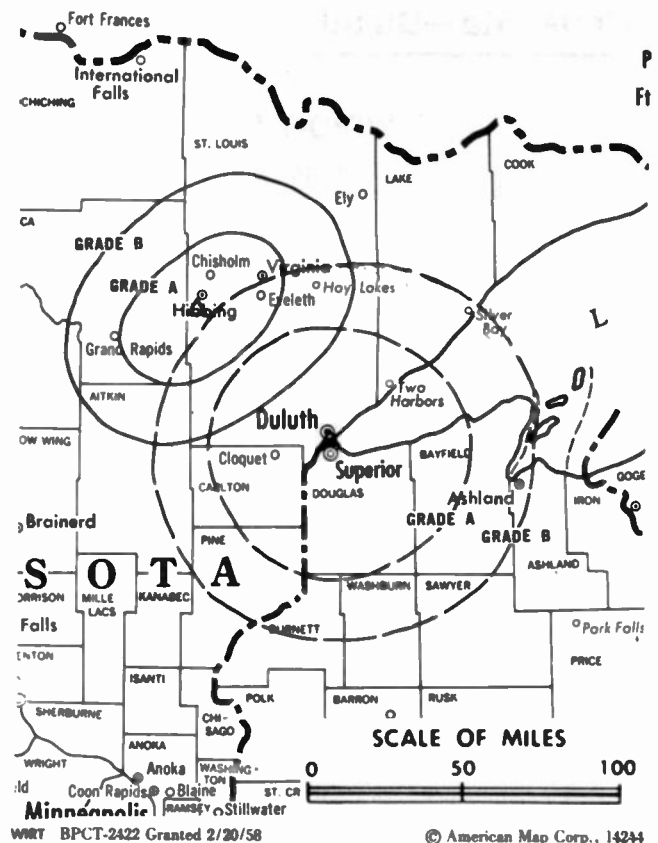
**Represented (legal):** Cohen & Berfield.

**Represented (engineering):** Smith & Powstenko.

**Rates:** Sold in combination with WDIO-TV, Duluth.

**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Figures for this station are included with parent WDIO-TV, Duluth.



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# Minnesota—Mankato

## KEYC-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Mankato Broadcasting Corp., Box 128, Mankato, MN 56001.

**Studio:** 1570 Lookout Dr., North Mankato, MN 56001

**Telephone:** 507-387-7905.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"  
Longitude 94° 24' 41"

**Transmitter:** 1.6-mi. NE of Lewisville, MN.

**News Service:** UPI

**Ownership:** Howard J. Brown, pres.; Eugene W. Schulte, v.p.-secy.-treas., 5%; United Communications Corp., 93%. U.C.C. owns WWNY-TV, Carthage-Watertown, NY; Kenosha News Publishing Corp.; 81% of Attleboro Sun Publishing Co.

**Began Operation:** Oct. 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (*Television Digest*, Vol. 17:25).

**Represented (sales):** Katz Television.

**Represented (legal):** Kirkland & Ellis.

**Personnel:**

HAP HALLIGAN, v.p., gen. manager & national sales manager.  
ELAINE PETERSON, operations manager.  
CHARLES PASEK, program director.  
DAVID HOOGE, chief engineer.  
JOHN HUSAK, news director.  
LLOYD MILLER, local sales manager.

**Highest One Hour Rate:** \$600.

**Highest 30 Sec. Rate:** \$280.

**NETWORK BASE HOURLY RATE:** \$420.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Dickinson	6,600	6,500	98
	Emmet	5,000	4,900	98
	Kossuth	8,000	7,900	99
	Palo Alto	4,900	4,800	98
	<b>MINNESOTA</b>			
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Cottonwood	5,500	5,300	96
	Faribault	7,600	7,500	99
Jackson	5,100	5,000	98	
Martin	9,900	9,800	99	



KEYC-TV BPCT-2433 Granted 6/11/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Nicollet	9,400	9,300	99
	Redwood	6,900	6,700	97
	Sibley	5,600	5,500	98
	Waseca	7,000	6,900	99
Watonwan	4,900	4,800	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MINNESOTA</b>			
	Freeborn	13,700	13,500	99
	Renville	7,500	7,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>IOWA</b>			
	Hancock	5,400	5,300	98
Winnebago	5,100	5,000	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MINNESOTA</b>			
	Dodge	5,400	5,300	98
	Le Sueur	8,600	8,500	99
	Lyon	9,000	8,800	98
	McLeod	11,100	11,000	99
	Murray	4,100	4,000	98
	Nobles	8,000	7,900	99
Yellow Medicine	4,900	4,700	96	

<b>Station Totals</b>	<b>198,300</b>	<b>194,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>95,600</b>
<b>Average Daily Circulation (1984)</b>			<b>52,000</b>

# Minnesota—Minneapolis-St. Paul

## KMSP-TV

Ch 9

**Network Service:** None, independent.

**Licensee:** United Television Inc., 6975 York Ave. South, Minneapolis, MN 55435.

**Studio:** 6975 York Ave. South, Minneapolis, MN 55435.

**Telephone:** 612-926-9999. **TWX:** 910-576-2926.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1440-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"  
Longitude 93° 07' 27.0"

**Transmitter:** Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

**News Services:** INN, CNN.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Microdyne, 7-meter; Scientific-Atlanta, Microdyne & Harris receivers.

**Ownership:** United Television Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (**Television Digest**, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

**Represented (sales):** TeleRep Inc.

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

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

**Personnel:**

- EVAN THOMPSON, president.
- GARTH S. LINDSEY, vice president, finance.
- STUART SWARTZ, general manager & film buyer.
- JAMES CLARK, general sales manager.
- ROGER WERNER, sales manager.
- STEPHANIE PETERSON, national sales manager.
- DARRELL SCHMIDT, business manager.
- LEILA LARSON, sales service manager.
- PENNY PARRISH, director of news.
- JOE CARNEY, director of operations.
- SUSAN LOGELIN, manager, program services.
- GLENN SMITH, director of engineering.
- PAMELA SPRINGER, promotion manager.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	68,700	68,500	100
	Benton	9,200	9,100	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Carver	13,500	13,400	99
	Chippewa	5,900	5,800	98
	Chisago	9,400	9,300	99
	Cottonwood	5,500	5,300	96
	Dakota	74,300	73,800	99
	Dodge	5,400	5,300	98
	Douglas	11,200	11,000	98
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	382,000	378,300	99
	Isanti	8,700	8,600	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98



KMSP-TV BMPCT-7201 Granted 9/3/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,600	8,500	99
	Lyon	9,000	8,800	98
	Mc Leod	11,100	11,000	99
	Martin	9,900	9,800	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,200	10,000	98
	Nicollet	9,400	9,300	99
	Olmsted	35,200	34,900	99
	Pine	7,500	7,300	97
	Pope	4,600	4,500	98
	Ramsey	176,200	174,600	99
	Redwood	6,900	6,700	97
	Renville	7,500	7,300	97
	Rice	15,600	15,400	99
	Scott	15,400	15,300	99
	Sherburne	10,400	10,300	99
	Sibley	5,600	5,500	98
	Stearns	35,200	34,600	98
	Steele	11,100	11,000	99
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Traverse	1,900	1,900	100
	Wabasha	7,300	7,200	99
	Waseca	7,000	6,900	99
	Washington	40,400	40,100	99
Watonwan	4,900	4,800	98	
Wright	21,100	20,800	99	
Yellow Medicine	4,900	4,700	96	
<b>SOUTH DAKOTA</b>				
Grant	3,200	3,100	97	
<b>WISCONSIN</b>				
Barron	15,100	14,700	97	
Burnett	5,100	4,900	96	
Dunn	12,100	11,800	98	
Pepin	2,700	2,600	96	

(Continued on page 517)

<b>Station Totals</b>	<b>1,838,700</b>	<b>1,815,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,110,600</b>
<b>Average Daily Circulation (1984)</b>			<b>574,700</b>

# Minnesota—Minneapolis-St. Paul

## KTMA-TV

Ch. 23

**Network Service:** None, independent.

**Licensee:** Buford/Beaudoin Television Inc., Box 9090, Tyler, TX 75711.

**Studio:** 620 Taft St. NE, Minneapolis, MN 55413.

**Telephone:** 612-623-0200.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1740-kw max. visual & 347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"  
Longitude 93° 07' 27.0"

**Transmitter:** Gramsie Rd. & Mackubin St., Shoreview, MN.

**Satellite Earth Station:** In operation.

**Ownership:** Buford Television has controlling interest, see KLTV, Tyler, TX. **Note:** Transfer of control from Buford to HEN Inc. pends. HEN ownership: United Cable TV Corp., 100% (see WBTI(TV), Cincinnati & Cable Group Ownership).

**Began Operation:** Sept. 22, 1982.

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

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

**Personnel:**

BRUCE BRISBINE, general manager.

**Rates:** Not available.

**Arbitron Data:** Not Available.



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# Minnesota—Minneapolis-St. Paul

## WCCO-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** WCCO Television Inc., WCCO Television Bldg., Minneapolis.

**Studio:** 90 South 11th St., Minneapolis, MN 55403.

**Telephone:** 612-330-2400. **TWX:** 910-576-3401.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"  
Longitude 93° 08' 21.3"

**Transmitter:** County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

**AM Affiliate:** WCCO, 50-kw, 830 kHz.

**FM Affiliate:** WLTE-FM, 100-kw, 102.9 MHz (No. 275), 1150-ft.

**News Services:** AP, UPI, News Wire Central.

**Satellite Earth Stations:** Transmit/receive; Microdyne, 5-meter; Harris, Microdyne & Scientific-Atlanta receivers.

**Ownership:** Wholly owned subsidiary of Midwest Radio-Television Inc., which is 100% owned by MTC Properties Inc. Midwest officers: W. T. Doar Jr., chmn. & chief exec. officer; James M. Rupp, pres. & chief operating officer; Loren E. Lucke, treas.; Everett Klosterman, controller; J. E. Murphy, secy.

**Began Operation:** July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (*Television Digest*, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally-owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of **Minneapolis Star-Tribune** interest by MTC Properties was accomplished Aug. 16, 1976.

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

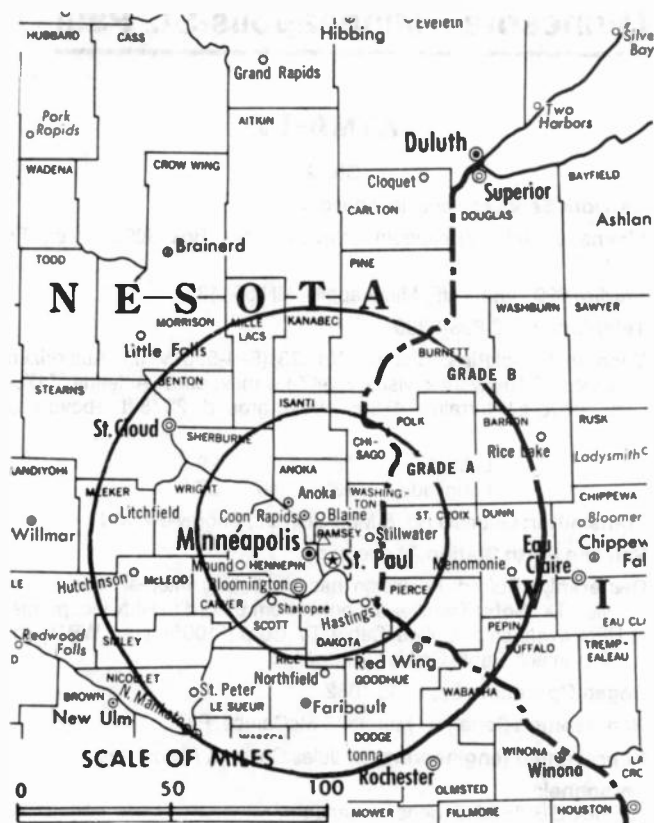
RON HANDBERG, vice president & general manager.  
ROBERT G. McGANN, director of sales.  
MIKE MARSHO, national sales manager.  
BETTY MAY, program & traffic manager.  
JOHN FOGLER, director of operations.  
REID JOHNSON, director of news.  
ANN BIRCH, director of advertising & promotion.  
TOM COUSINS, dir. of community affairs & public relations.  
KEN REES, director of local programming.  
MIKE SULLIVAN, public affairs director.  
HENRY SHEPPARD, chief engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	68,700	68,500	100
	Benton	9,200	9,100	99
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Carver	13,500	13,400	99
	Chippewa	5,900	5,800	98
	Chisago	9,400	9,300	99
	Dakota	74,300	73,800	99
	Dodge	5,400	5,300	98
	Goodhue	14,600	14,400	99
	Hennepin	382,000	378,300	99



WCCO-TV BMPCT-7126 Granted 1/8/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Isanti	8,700	8,600	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,600	8,500	99
	Lyon	9,000	8,800	98
	McLeod	11,100	11,000	99
	Martin	9,900	9,800	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,200	10,000	98
	Nicollet	9,400	9,300	99
	Olmsted	35,200	34,900	99
	Pine	7,500	7,300	97
	Ramsey	176,200	174,600	99
	Redwood	6,900	6,700	97
	Renville	7,500	7,300	97
	Rice	15,600	15,400	99
	Scott	15,400	15,300	99
	Sherburne	10,400	10,300	99
Sibley	5,600	5,500	98	
Stearns	35,200	34,600	98	
Steele	11,100	11,000	99	
Stevens	3,900	3,800	97	
Swift	4,700	4,600	98	
Wabasha	7,300	7,200	99	
Waseca	7,000	6,900	99	
Washington	40,400	40,100	99	
Watsonwan	4,900	4,800	98	
Wright	21,100	20,800	99	
Yellow Medicine	4,900	4,700	96	
<b>WISCONSIN</b>				
Barron	15,100	14,700	97	
Burnett	5,100	4,900	96	
Dunn	12,100	11,800	98	
Eau Claire	29,600	29,100	98	
Pepin	2,700	2,600	96	

(Continued on page 518)

<b>Station Totals</b>	<b>1,400,300</b>	<b>1,382,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,139,000</b>
<b>Average Daily Circulation (1984)</b>			<b>727,800</b>

# Minnesota-Minneapolis-St. Paul

**KITN**

(formerly WFBT-TV)

**Ch. 29**

**Network Service:** None, independent.

**Licensee:** Ch. 29 Television Inc.

**Studio:** 7325 Aspen Lane N., Brooklyn Park, MN 55428.

**Telephone:** 612-424-2929.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"  
Longitude 93° 07' 27.0"

**Transmitter:** Gramsie Rd., 0.4-mi. E of Victoria, Shoreview Village.

**Satellite Earth Stations:** In operation; Microwave Associates receivers.

**Ownership:** Beverly Hills Corp. See KGMC(TV), Oklahoma City for officers & other interests.

**Began Operation:** Oct. 6, 1982. Sale to present owner by Jonathan E. Byrd, et al., approved by FCC March 20, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

- ROBERT FRANSEN, vice president & general manager.
- MEL HOUSE, station manager.
- CHRIS WESTERKAMP, general sales manager.
- PATRICIA NIEKAMP, local sales manager.
- MEL HOUSE, station manager.
- LEU VOGHT, production manager.
- Chris Westerkamp, general service manager.

**Highest 30 Sec. Rate** (June 20, 1984): \$350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

MINNESOTA				
Between 25-49%	Chisago	9,400	9,300	99
MINNESOTA				
Between 5-24%	Anoka	68,700	68,500	100
	Carver	13,500	13,400	99
	Dakota	74,300	73,800	99
	Goodhue	14,600	14,400	99
	Hennepin	382,000	378,300	99
	Isanti	8,700	8,600	99
	Mille Lacs	7,100	7,000	99
	Ramsey	176,200	174,600	99
	Scott	15,400	15,300	99
	Sherburne	10,400	10,300	99
	Washington	40,400	40,100	99
	Wright	21,100	20,800	99
WISCONSIN				
	Pierce	10,700	10,500	98
	Polk	12,600	12,400	98
	St Croix	15,600	15,400	99
<b>Station Totals</b>		<b>880,700</b>	<b>872,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>175,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>52,600</b>	



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# Minnesota—Minneapolis-St. Paul

## WTCN-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Combined Communications Corp., 441 Boone Ave. N, Minneapolis, MN 55427.

**Studio:** 441 Boone Ave. N, Golden Valley, MN 55427.

**Telephone:** 612-546-1111. **TWX:** 910-576-2825.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"  
Longitude 93° 08' 21.3"

**Transmitter:** 960 West County Rd. F, Shoreview, MN.

**News Services:** AP, NBC, UPI, Gannett News Service, Nexis.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta & Harris receivers.

**Ownership:** Gannett Co. Inc., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Sept. 1, 1953. Sale to present owner by Metromedia Inc. approved by FCC Feb. 17, 1983 (*Television Digest*, Vol. 22:35). Sale to Metromedia by Chris-Craft Industries approved FCC June 14, 1972 (Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

**Represented (sales):** Blair Television.

### Personnel:

JOSEPH FRANZGROTE, president & general manager.  
ELLIOT A. BASS, vice president & general sales manager.  
ARTHUR LUDWIG, vice president & program director.  
THOMAS KIRBY, vice president, news.  
ROBERT MUCHOW, chief engineer.  
RICHARD MODIG, vice president & business manager.  
DIANE MIGNONE, national sales manager.  
KARL GENSHEIMER, local sales manager.  
STEVE THAXTON, promotion manager.

**Highest 30 Sec. Rate** (Fall 1984): \$5000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	68,700	68,500	100
	Benton	9,200	9,100	99
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Carver	13,500	13,400	99
	Chippewa	5,900	5,800	98
	Chisago	9,400	9,300	99
	Cottonwood	5,500	5,300	96
	Dakota	74,300	73,800	99
	Goodhue	14,600	14,400	99
	Hennepin	382,000	378,300	99
	Isanti	8,700	8,600	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,600	8,500	99
	Lyon	9,000	8,800	98
	McLeod	11,100	11,000	99
	Martin	9,900	9,800	99
Meeker	7,700	7,600	99	
Mille Lacs	7,100	7,000	99	
Morrison	10,200	10,000	98	
Nicollet	9,400	9,300	99	
Pine	7,500	7,300	97	



WTCN-TV BMPCT-7228 Granted 10/7/70

© American Map Corp., 14234

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Ramsey	176,200	174,600	99	
	Redwood	6,900	6,700	97	
	Renville	7,500	7,300	97	
	Rice	15,600	15,400	99	
	Scott	15,400	15,300	99	
	Sherburne	10,400	10,300	99	
	Sibley	5,600	5,500	98	
	Stearns	35,200	34,600	98	
	Steele	11,100	11,000	99	
	Swift	4,700	4,600	98	
	Wabasha	7,300	7,200	99	
	Waseca	7,000	6,900	99	
	Washington	40,400	40,100	99	
	Watsonwan	4,900	4,800	98	
	Wright	21,100	20,800	99	
	Yellow Medicine	4,900	4,700	96	
	<b>WISCONSIN</b>	Barron	15,100	14,700	97
		Burnett	5,100	4,900	96
		Dunn	12,100	11,800	98
		Pepin	2,700	2,600	96
Pierce		10,700	10,500	98	
Polk		12,600	12,400	98	
St Croix		15,600	15,400	99	
<b>MINNESOTA</b>		Big Stone	2,900	2,900	100
		Crow Wing	16,700	16,300	98
		Dodge	5,400	5,300	98
	Jackson	5,100	5,000	98	
	Olmsted	35,200	34,900	99	
	Stevens	3,900	3,800	97	
	Todd	9,200	8,900	97	
	Wadena	5,100	4,900	96	
	<b>WISCONSIN</b>	Buffalo	5,400	5,300	98
		Washburn	5,400	5,300	98

(Continued on page 517)

<b>Station Totals</b>	<b>1,375,200</b>	<b>1,357,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,021,400</b>	
<b>Average Daily Circulation (1984)</b>		<b>544,100</b>	

# Minnesota—St. Paul-Minneapolis

## KSTP-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, MN 55114.

**Studio:** 3415 University Ave., St. Paul, MN 55114.

**Telephone:** 612-646-5555. **TWX:** 910-563-3598.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1370-ft. above ground, 2370-ft. above sea level.

Latitude 45° 03' 45"  
Longitude 93° 08' 22"

Requests CP for change to 1701-ft. above av. terrain, 1645-ft. above ground, 2645-ft. above sea level.

**Transmitter:** 960 W. County Rd. F, Shoreview, MN.

**AM Affiliate:** KSTP, 50-kw, 1500 kHz.

**FM Affiliate:** KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1244-ft.

**News Services:** AP, UPI, Conus, Group W Newsfeed, ABC.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 11-meter; 4.5, (2) 3.7 & 5.5-meter.

**Ownership:** Hubbard family, 100%. **Directors:** Stanley E. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. **Officers:** Stanley S. Hubbard, chmn., pres. & gen. mgr.; Gerald D. Deeney, v.p. & chief financial officer; Marvin L. Rosene, v.p.; Stanley E. Hubbard II, v.p.; Carlos Luis, v.p., public affairs; John Mayasich, pres., radio div.; Ralph J. Dolan, v.p. & station mgr., KSTP-TV; Carolyn M. Tuohy, v.p., Pan American hotel div.; Kathryn Hubbard Rominski, secy.; Marvin Rosenberg, asst. secy.; Constance L. Eckert, asst. secy. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 23, 1948.

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

GERALD D. DEENEY, vice president & chief financial officer.  
RALPH J. DOLAN, vice president & station manager.  
JAMES E. BLAKE, vice president & general sales manager.  
JOHN E. THOMAS, national sales manager.  
DAVID C. GARVIN, local sales manager.  
JOHN M. DEGAN, operations manager.  
DENNIS HERZIG, news director.  
GEORGE G. MERRILL, chief, engineering operations.  
ROBERT SEARS, production manager.  
TERRY W. DOLAN, program director.  
JEANNE KOSEK, promotion manager.

**Highest 30 Sec. Rate (May 1982):** \$3000.

**NETWORK BASE HOURLY RATE:** \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
50% & Over	Anoka	68,700	68,500	100
	Benton	9,200	9,100	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,800	18,500	98
	Brown	10,300	10,100	98
	Carver	13,500	13,400	99
	Chippewa	5,900	5,800	98
	Chisago	9,400	9,300	99
	Cottonwood	5,500	5,300	96
	Crow Wing	16,700	16,300	98
	Dakota	74,300	73,800	99
	Dodge	5,400	5,300	98
	Douglas	11,200	11,000	98
	Goodhue	14,600	14,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grant	2,700	2,700	100
	Hennepin	382,000	378,300	99
	Isanti	8,700	8,600	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,900	3,800	97
	Le Sueur	8,600	8,500	99
	Lyon	9,000	8,800	98
	Mc Leod	11,100	11,000	99
	Martin	9,900	9,800	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,200	10,000	98
	Nicollet	9,400	9,300	99
	Pine	7,500	7,300	97
	Ramsey	176,200	174,600	99
	Redwood	6,900	6,700	97
	Renville	7,500	7,300	97
	Rice	15,600	15,400	99
	Scott	15,400	15,300	99
	Sherburne	10,400	10,300	99
	Sibley	5,600	5,500	98
	Stearns	35,200	34,600	98
	Steele	11,100	11,000	99
	Stevens	3,900	3,800	97
	Swift	4,700	4,600	98
	Todd	9,200	8,900	97
	Traverse	1,900	1,900	100
	Wabasha	7,300	7,200	99
	Wadena	5,100	4,900	96
	Waseca	7,000	6,900	99
	Washington	40,400	40,100	99
	Watsonwan	4,900	4,800	98
	Wright	21,100	20,800	99
	Yellow Medicine	4,900	4,700	96
	<b>SOUTH DAKOTA</b>			
	Grant	3,200	3,100	97

(Continued on page 517)

<b>Station Totals</b>	<b>1,466,400</b>	<b>1,446,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,136,000</b>	
<b>Average Daily Circulation (1984)</b>		<b>707,800</b>	



# Minnesota—Rochester

**KTTC**

Ch. 10

**Network Service:** NBC.

**Licensee:** KTTC Television Inc., 601 1st Ave. SW.

**Studio:** 601 1st Ave. SW, Rochester, MN 55901.

**Telephone:** 507-288-4444. **TWX:** 910-565-2477.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"  
Longitude 92° 25' 36.9"

**Transmitter:** 3.2-mi. S of Ostrander, MN.

**News Services:** AP, NBC.

**Satellite Earth Station:** ADM, 4.8-meter; Gardiner antennas.

**Ownership:** KTTC Television Inc. is a wholly-owned subsidiary of Quincy Newspapers Inc. For other interests, see WGEM-TV, Quincy, IL.

**Began Operation:** July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (*Television Digest*, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963.

**Represented (sales):** Avery-Knodel Inc.; Hyett/Ramsland Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

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

**Personnel:**

ED HUTCHINGS, vice president & general manager.  
JACK CONNORS, station manager.  
RONALD E. GRUBER, operations manager.  
C. H. SANDERS, chief engineer.

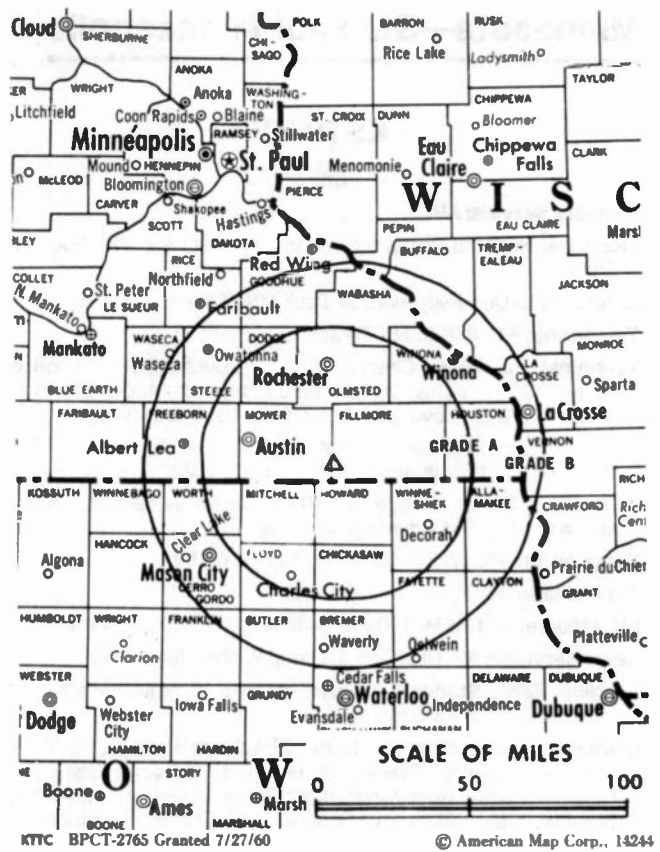
**Highest One Hour Rate:** \$550.

**Highest 30 Sec. Rate:** \$350.

**NETWORK BASE HOURLY RATE:** \$490.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	19,000	18,800	99
	Floyd	7,100	7,000	99
	Hancock	5,400	5,300	98
	Howard	4,300	4,200	98
	Mitchell	4,500	4,400	98
	Winnebago	5,100	5,000	98
	Winneshiek	7,400	7,300	99
	Worth	3,500	3,500	100
	<b>MINNESOTA</b>			
	Dodge	5,400	5,300	98
	Faribault	7,600	7,500	99
	Fillmore	8,000	7,900	99
	Freeborn	13,700	13,500	99
Houston	6,600	6,500	98	
Mower	15,200	15,100	99	
Olmsted	35,200	34,900	99	
Wabasha	7,300	7,200	99	
Winona	16,100	15,800	98	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	Chickasaw	5,600	5,500	98
	Franklin	5,300	5,300	100
Kossuth	8,000	7,900	99	



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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Blue Earth	18,800	18,500	98
	Nicollet	9,400	9,300	99
	Waseca	7,000	6,900	99
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Crawford	6,100	6,000	98
	La Crosse	34,300	33,900	99
	Vernon	9,600	9,400	98
	<b>Between 5-24%</b>	<b>IOWA</b>		
Bremer		9,000	8,900	99
Butler		6,500	6,400	98
Emmet		5,000	4,900	98
Fayette		9,300	9,200	99
Palo Alto		4,900	4,800	98
Wright		6,200	6,100	98
<b>MINNESOTA</b>				
Goodhue		14,600	14,400	99
Martin		9,900	9,800	99
Sibley	5,600	5,500	98	
Steele	11,100	11,000	99	
<b>WISCONSIN</b>				
Monroe	12,600	12,300	98	
Pepin	2,700	2,600	96	
Trempealeau	9,700	9,400	97	
<b>Station Totals</b>		<b>393,300</b>	<b>387,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>185,200</b>
<b>Average Daily Circulation (1984)</b>				<b>98,200</b>

# Minnesota—St. Cloud

**KXLI**

**Ch. 41**

**Network Service:** None, independent.

**Licensee:** L.E.O. Broadcasting Inc., Box 1776, St. Cloud, MN 56302.

**Studio:** 800 St. Germain St., St. Cloud, MN 56301.

**Telephone:** 612-252-0110.

**Mailing Address:** Box 1776, St. Cloud, MN 56302.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized; 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

Latitude 45° 23' 00"  
Longitude 93° 42' 30"

**Transmitter:** 3.7-mi. NE of Big Lake.

**News Service:** AP.

**Satellite Earth Station:** In operation; Scientific-Atlanta & Zebra receivers

**Ownership:** N. Walter Goins, pres.-treas., 100%. L.E.O. Bcstg. holds CP for KXLI, Ch. 47, Rochester, MN. Goins has interest Ch. 38 Seaford, DE.

**Began Operation:** Nov. 24, 1982.

**Represented (sales):** Adam Young Inc.

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

**Represented (engineering):** David L. Steel & Associates.

**Personnel:**

WALTER GOINS, president & general manager.  
ROLAND KING, vice president & general sales manager.  
RICHARD A. PRIMUTH, secretary.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Chisago	9,400	9,300	99
	Isanti	8,700	8,600	99
	Sherburne	10,400	10,300	99
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Anoka	68,700	68,500	100
	Benton	9,200	9,100	99
	Hennepin	382,000	378,300	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,200	10,000	98
	Ramsey	176,200	174,600	99
	Stearns	35,200	34,600	98
Wright	21,100	20,800	99	
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Carver	13,500	13,400	99
	Crow Wing	16,700	16,300	98
	Dakota	74,300	73,800	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	McLeod	11,100	11,000	99
	Meeker	7,700	7,600	99
	Pine	7,500	7,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Redwood	6,900	6,700	97
	Scott	15,400	15,300	99
	Sibley	5,600	5,500	98
	Todd	9,200	8,900	97
	Washington	40,400	40,100	99
<b>WISCONSIN</b>	Burnett	5,100	4,900	96
	Pierce	10,700	10,500	98
	St Croix	15,600	15,400	99
	<b>Station Totals</b>		<b>996,900</b>	<b>986,400</b>
<b>Net Weekly Circulation (1984)</b>				<b>278,500</b>
<b>Average Daily Circulation (1984)</b>				<b>96,200</b>

**TV Newspaper**

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# Minnesota-Walker

**KNMT**

**Ch. 12**

(Affiliated with KCMT, Alexandria, MN)

**Network Service:** CBS.

**Licensee:** Central Minnesota TV Co., 720 Hawthorne St., Alexandria, MN 56308.

**Studio:** 3-mi. E of Hackensack, MN.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

Latitude 46° 56' 03"  
Longitude 94° 27' 25"

**Transmitter:** 3-mi. E of Hackensack.

**News Service:** UPI.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** See KCMT, Alexandria, MN.

**Began Operation:** Jan. 1, 1964.

**Represented (sales):** Avery-Knodel Inc.; Hyett-Ramsland (Minneapolis).

**Represented (legal):** Pierson, Ball & Dowd.

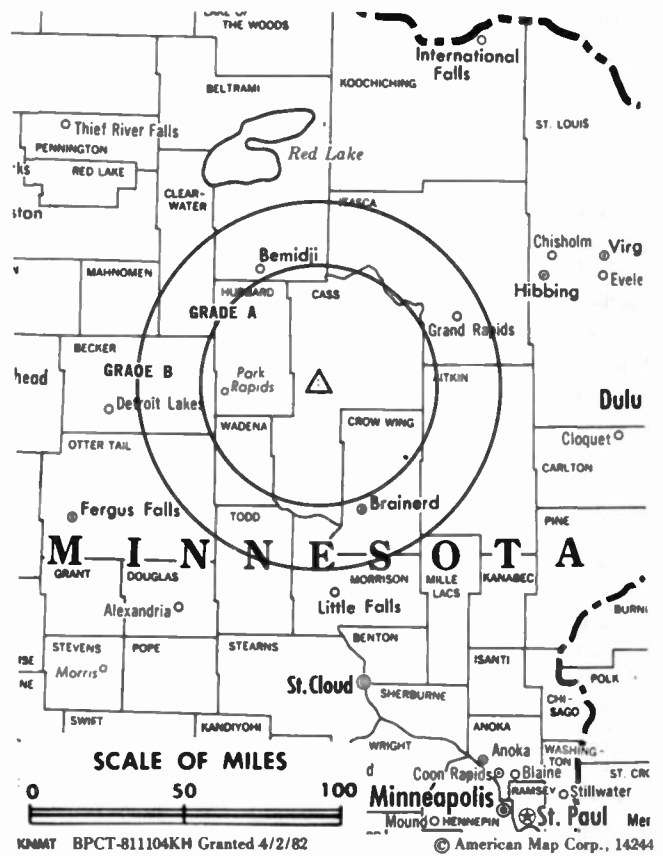
**Personnel:**

- TOM BARNES JR., president.
- GLENN W. FLINT, vice president & general manager.
- BRUCE BARNES, executive vice president.
- CARL IVERSON, chief engineer.
- JOHN GINTHER, sales manager.
- MARY BETH POLLARD, promotion director.

**Rates:** Sold in combination with KCMT, Alexandria, MN.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Beltrami	11,000	10,500	95
	Cass	8,100	7,700	95
	Crow Wing	16,700	16,300	98
	Hubbard	5,700	5,400	95
	Itasca	16,700	16,400	98
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Clearwater	3,100	3,000	97
	Wadena	5,100	4,900	96
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Grant	2,700	2,700	100
<b>Station Totals</b>		<b>85,600</b>	<b>83,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>46,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>31,100</b>	



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**WTCN-TV, Minneapolis-St. Paul**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Aitkin	5,400	5,300	98
	Douglas	11,200	11,000	98
	Faribault	7,600	7,500	99
	Lincoln	3,000	2,900	97
	Murray	4,100	4,000	98
	Pope	4,600	4,500	98
	Winona	16,100	15,800	98
	<b>SOUTH DAKOTA</b>			
	Grant	3,200	3,100	97
	<b>WISCONSIN</b>			
	Chippewa	18,000	17,700	98
	Eau Claire	29,600	29,100	98
Rusk	5,700	5,500	96	

**KSTP-TV, St. Paul-Minneapolis**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
	Barron	15,100	14,700	97	
	Burnett	5,100	4,900	96	
	Dunn	12,100	11,800	98	
	Pepin	2,700	2,600	96	
	Pierce	10,700	10,500	98	
	Polk	12,600	12,400	98	
	St Croix	15,600	15,400	99	
	Washburn	5,400	5,300	98	
	<b>Between 25-49%</b>	<b>MINNESOTA</b>			
		Aitkin	5,400	5,300	98
Cass		8,100	7,700	95	
Faribault		7,600	7,500	99	
Hubbard		5,700	5,400	95	
Jackson		5,100	5,000	98	
Nobles		8,000	7,900	99	
Olmsted		35,200	34,900	99	
Otter Tail		19,800	19,400	98	
Pope		4,600	4,500	98	
Wilkin		2,900	2,900	100	
Winona		16,100	15,800	98	
<b>NORTH DAKOTA</b>					
Richland		6,800	6,700	99	
<b>WISCONSIN</b>					
Buffalo		5,400	5,300	98	
<b>Between 5-24%</b>		<b>IOWA</b>			
		Emmet	5,000	4,900	98
		<b>MINNESOTA</b>			
		Beltrami	11,000	10,500	95
	Carlton	10,600	10,500	99	
	Lincoln	3,000	2,900	97	
	Murray	4,100	4,000	98	
	<b>SOUTH DAKOTA</b>				
	Roberts	3,800	3,700	97	
	<b>WISCONSIN</b>				
	Chippewa	18,000	17,700	98	
	Eau Claire	29,600	29,100	98	
	Rusk	5,700	5,500	96	
	Sawyer	4,900	4,700	96	

**KMSP-TV, Minneapolis**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN—(Continued)</b>				
	Pierce	10,700	10,500	98	
	Polk	12,600	12,400	98	
<b>Between 25-49%</b>	<b>IOWA</b>				
	Emmet	5,000	4,900	98	
	<b>MINNESOTA</b>				
	Aitkin	5,400	5,300	98	
	Clay	17,400	17,300	99	
	Crow Wing	16,700	16,300	98	
	Faribault	7,600	7,500	99	
	Jackson	5,100	5,000	98	
	Lake	4,600	4,500	99	
	Lincoln	3,000	2,900	97	
	Otter Tail	19,800	19,400	98	
	Pennington	6,000	5,800	97	
	Roseau	4,700	4,400	94	
	St Louis	84,700	83,700	99	
	Todd	9,200	8,900	97	
	Wadena	5,100	4,900	96	
	Winona	16,100	15,800	98	
	<b>NORTH DAKOTA</b>				
	Grand Forks	23,600	23,400	99	
	<b>SOUTH DAKOTA</b>				
	Brown	13,800	13,700	99	
	Codington	8,000	7,900	99	
	Davison	7,200	7,000	97	
	Hughes	5,800	5,700	98	
	Minnehaha	43,900	43,600	99	
	Stanley	900	900	100	
	<b>WISCONSIN</b>				
	Buffalo	5,400	5,300	98	
	Chippewa	18,000	17,700	98	
	Eau Claire	29,600	29,100	98	
	Washburn	5,400	5,300	98	
	<b>Between 5-24%</b>	<b>IOWA</b>			
		Dickinson	6,600	6,500	98
		<b>MINNESOTA</b>			
		Becker	11,100	10,900	98
		Carlton	10,600	10,500	99
		Fillmore	8,000	7,900	99
Freeborn		13,700	13,500	99	
Itasca		16,700	16,400	98	
Kittson		2,500	2,400	96	
Lake Of The Woods		1,400	1,300	93	
Marshall		4,500	4,400	98	
Mower		15,200	15,100	99	
Murray		4,100	4,000	98	
Nobles		8,000	7,900	99	
Pipestone		4,400	4,300	98	
Polk		12,900	12,700	98	
Rock		3,900	3,900	100	
Wilkin		2,900	2,900	100	
<b>NORTH DAKOTA</b>					
Cass		36,300	36,000	99	
Richland		6,800	6,700	99	
Walsh		5,600	5,500	98	
<b>SOUTH DAKOTA</b>					
Beadle		7,500	7,400	99	
Brookings		8,600	8,500	99	
Day		3,000	3,000	100	
Roberts		3,800	3,700	97	
Spink	3,300	3,300	100		
<b>WISCONSIN</b>					
Douglas	17,000	16,800	99		
Sawyer	4,900	4,700	96		

# Minnesota

## WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WISCONSIN—(Continued)</b>				
	Pierce	10,700	10,500	98	
	Polk	12,600	12,400	98	
	St Croix	15,600	15,400	99	
	Washburn	5,400	5,300	98	
<b>Between 25-49%</b>	<b>MINNESOTA</b>				
	Aitkin	5,400	5,300	98	
	Crow Wing	16,700	16,300	98	
	Faribault	7,600	7,500	99	
	Jackson	5,100	5,000	98	
	Lincoln	3,000	2,900	97	
	Todd	9,200	8,900	97	
	Wadena	5,100	4,900	96	
	Winona	16,100	15,800	98	
	<b>WISCONSIN</b>				
	Buffalo	5,400	5,300	98	
	Chippewa	18,000	17,700	98	
	Rusk	5,700	5,500	96	
	<b>Between 5-24%</b>	<b>MINNESOTA</b>			
		Big Stone	2,900	2,900	100
Cottonwood		5,500	5,300	96	
Douglas		11,200	11,000	98	
Fillmore		8,000	7,900	99	
Nobles		8,000	7,900	99	
Pipestone		4,400	4,300	98	
Pope		4,600	4,500	98	
Rock		3,900	3,900	100	
<b>SOUTH DAKOTA</b>					
Grant		3,200	3,100	97	
<b>WISCONSIN</b>					
Sawyer		4,900	4,700	96	

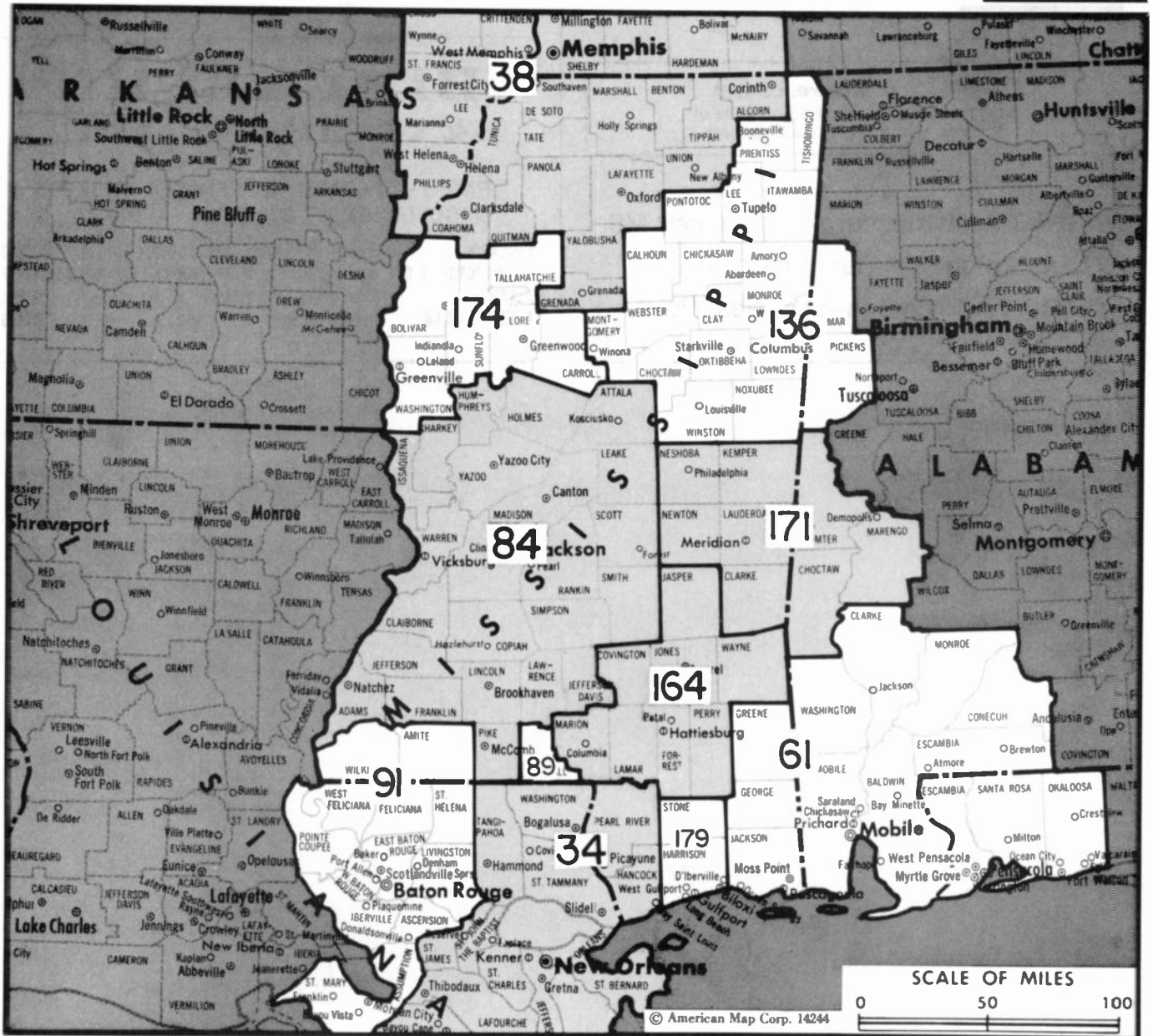
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Mississippi Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	8	5	13
Educational Television Stations	2	6	8
			21

INSTANT FACTBOOK

Factbook Research, Inc.

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202 / 872-9200

Market	Arbitron ADI TV Households	Rank
New Orleans, LA	616,000	34
Memphis, TN	572,300	38
Mobile, AL-Pensacola, FL	401,700	61
Jackson, MS	273,500	84
Baton Rouge, LA	246,300	91
Columbus-Tupelo, MS	147,300	136
Laurel-Hattiesburg, MS	84,700	164
Meridian, MS	71,500	171
Greenwood-Greenville, MS	65,900	174
Biloxi-Gulfport-Pascagoula, MS	59,100	179

Market Area Commercial TV Stations
WDSU-TV (6), WGNO-TV (26), WNOL-TV (38), WVUE (8), WWL-TV (4) WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3) WALA-TV (10), WEAR-TV (3), WKRG-TV (5), WPAN (53), WPMI (15) WAPT (16), WJTV (12), WLBT-TV (3) WAFB-TV (9), WBRZ (2), WRBT (33) WCBI-TV (4), WTVA (9), WVSB-TV (27) WDAM-TV (7) WHTV (24), WLBM-TV (30), WTOK-TV (11) WABG-TV (6), WXVT (15) WLOX-TV (13)

## Mississippi

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

**WDAM-TV, Hattiesburg**--See Laurel, MS

**WTVA, Columbus**--See Tupelo, MS

**WVSB-TV, Columbus**--See West Point,  
MS

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# Mississippi—Biloxi-Gulfport-Pascagoula

## WLOX-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WLOX Broadcasting Co., Drawer 4596, Biloxi, MS 39535-4596.

**Studio:** Dubuys Rd.

**Telephone:** 601-896-1313.

**Mailing Address:** Drawer 4596, Biloxi 39535-4596.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"  
Longitude 89° 05' 29"

**Transmitter:** 3-mi. NE of McHenry, MS.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation; AvanteK & Wegener receivers.

**Ownership:** James S. Love III, Jo Love Little & Mary E. Love McMillan, 90%; others. WLOX Bcstg. owns WAEV(FM), Savannah, GA; 53% of WKXI(AM) & WTYX(FM), Jackson, MS; is buying WSOK(AM), Savannah, GA.

**Began Operation:** Sept. 15, 1962.

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

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert.

**Personnel:**

- JOHN HASH, president.
- DON F. MOORE, director of operations.
- LEON D. LONG, director of marketing.
- JAMES S. FLEMING, chief engineer.

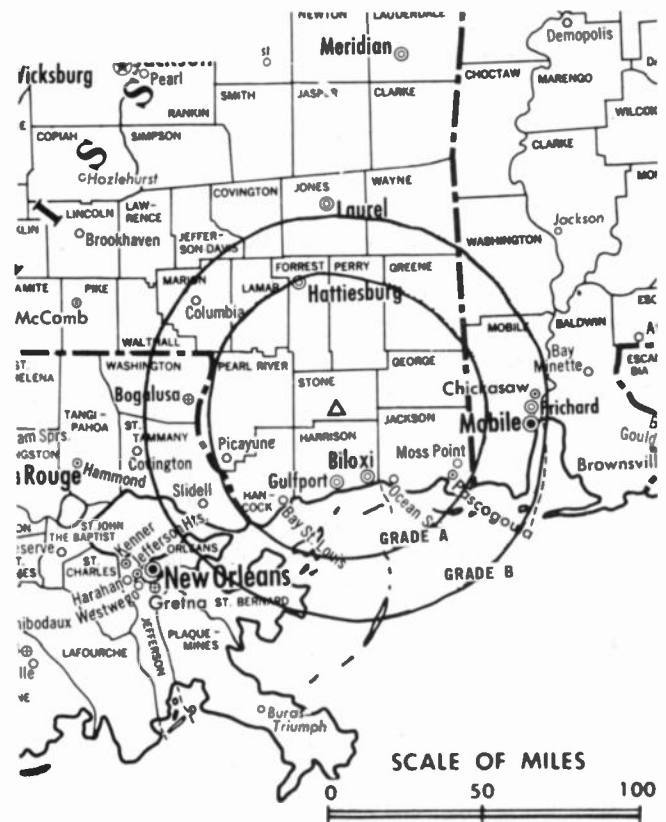
**Highest One Hour Rate** (July 5, 1984): \$2000.

**Highest 30 Sec. Rate** (July 5, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Covington	5,600	5,500	98
	Forrest	24,300	24,100	99
	George	5,200	5,200	100
	Greene	3,200	3,100	97
	Hancock	9,100	9,000	99
	Harrison	56,200	55,800	99
	Jackson	41,700	41,300	99
	Jones	22,600	22,400	99



WLOX-TV BMPCT-5991 Granted 7/31/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lamar	8,800	8,700	99
	Marion	9,000	8,800	98
	Pearl River	11,900	11,700	98
	Perry	3,400	3,300	97
	Stone	3,300	3,300	98
	Walthall	4,700	4,600	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Washington	16,000	15,600	98
	<b>MISSISSIPPI</b>			
	Jefferson Davis	4,500	4,400	98
	Wayne	6,500	6,400	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Mobile	132,900	132,000	99
	<b>MISSISSIPPI</b>			
	Jasper	6,000	5,900	98
<b>Station Totals</b>		<b>374,900</b>	<b>371,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>201,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>125,800</b>	



# Mississippi—Columbus

## WCBI-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Columbus Television Inc., Box 271, Columbus, MS 39701.

**Studio:** Hwy. 12, 4-mi. NE of Columbus.

**Telephone:** 601-327-4444. **TWX:** 510-982-9481.

**Mailing Address:** Box 271, Columbus, MS 39701.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"  
Longitude 88° 23' 38"

Holds CP for change to 1995-ft. above av. terrain, 1800-ft. above ground, 2325-ft. above sea level, lat. 33° 45' 18", long. 88° 52' 43"; transmitter to 4-mi. NE of Montpelier.

**Transmitter:** Hwy. 12, 4-mi. NE of Columbus.

**AM Affiliate:** WCBI, 1-kw (0.5-kw night), 550 kHz.

**News Services:** AP, CBS, CNN Headline News.

**Satellite Earth Stations:** 2 in operation, 5-meter.

**Ownership:** Birney Imes Jr., 25%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. Birney Imes Jr. also publishes **Columbus Commercial Dispatch** and operates radios WCBI, Columbus; WROX, Clarksdale, MS. Commercial Dispatch Publishing Co., Birney Imes Jr., et al., also own WBOY-TV, Clarksburg, WV; KDUB-TV, Dubuque, IA; WMUR-TV, Manchester, NH.

**Began Operation:** July 13, 1956.

**Represented (sales):** Seltel Inc.

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

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

**Personnel:**

W. W. WHITFIELD, group manager.  
THOMAS G. BOND, general manager.  
WESLEY ADCOCK, local sales manager.  
FRANK IMES, assistant station manager.  
DAVE BASINGER, news director.  
BILL MOOREHEAD, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (July 6, 1984):** \$350.

**NETWORK BASE HOURLY RATE:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Fayette	7,100	7,000	99
	Greene	3,700	3,600	97
	Lamar	6,100	6,000	98
	Pickens	7,200	7,000	97
	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Chickasaw	5,900	5,800	98



WCBI-TV BPCT-811228KH Granted 4/2/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Choctaw	3,000	2,900	97
	Clay	7,200	7,100	99
	Itawamba	7,600	7,500	99
	Lee	21,400	21,100	99
	Lowndes	19,900	19,700	99
	Monroe	12,600	12,400	98
	Noxubee	4,000	3,900	98
	Oktibbeha	12,000	11,700	98
	Webster	3,600	3,500	97
Winston	6,600	6,500	98	
Between 25-49%	<b>ALABAMA</b>			
	Marion	11,500	11,400	99
	<b>MISSISSIPPI</b>			
	Kemper	3,300	3,200	97
	Montgomery	4,600	4,500	98
Between 5-24%	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Tishomingo	7,300	7,100	98
	Union	8,300	8,200	99
	<b>ALABAMA</b>			
Franklin	10,900	10,700	98	
Sumter	5,500	5,400	98	
Tuscaloosa	50,600	50,000	99	
<b>MISSISSIPPI</b>				
Neshoba	8,600	8,500	99	
<b>Station Totals</b>		<b>260,500</b>	<b>256,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>144,600</b>
<b>Average Daily Circulation (1984)</b>				<b>88,300</b>

# Mississippi—Greenwood-Greenville

## WABG-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

**Studio:** 2001 Garrard Ave., Box 720, Greenwood, MS 38930.

**Auxiliary Studio:** Washington Ave., Greenville.

**Telephone:** 601-453-4001.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 33° 22' 23"  
Longitude 90° 32' 31"

**Transmitter:** 2.3-mi. NE of city limits, near Inverness, MS.

**News Services:** AP, ABC, CNN.

**AM Affiliate:** WABG, 1-kw (0.5-kw night), 960 kHz.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 20, 1959.

**Represented (sales):** Katz Television.

### Personnel:

CY N. BAHAKEL, president.  
JERRY K. MOORE, station manager.  
KEITH BLAND, general sales manager.  
ADA MITCHELL, office manager.  
ROBERT TAYLOR, chief engineer.

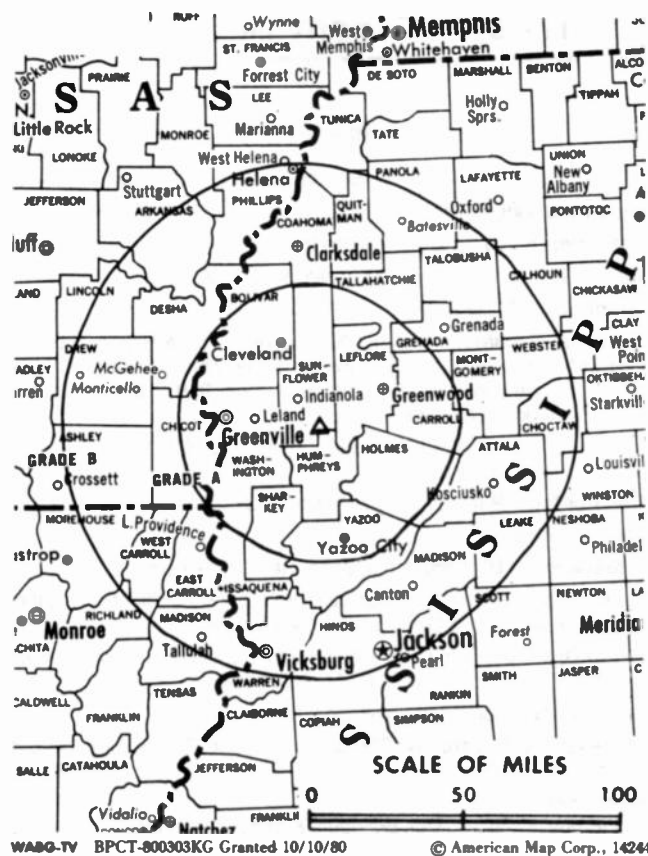
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (June 25, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Chicot	6,000	5,800	97
	<b>LOUISIANA</b>			
	East Carroll	3,600	3,500	97
	West Carroll	4,500	4,400	98
	<b>MISSISSIPPI</b>			
	Attala	6,800	6,700	98
	Bolivar	13,500	13,100	97
	Carroll	3,300	3,200	97
	Choctaw	3,000	2,900	97
Coahoma	11,600	11,300	97	
Grenada	7,300	7,100	97	
Holmes	7,100	6,900	97	
Humphreys	4,400	4,300	98	
Issaquena	800	800	100	
Leflore	13,300	13,000	98	
Montgomery	4,600	4,500	98	
Sharkey	2,300	2,200	96	
Sunflower	9,600	9,300	97	



WABG-TV BPCT-800303KG Granted 10/10/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tallahatchie	5,300	5,100	97
	Washington	23,500	23,000	98
	Webster	3,600	3,500	97
	Yazoo	9,100	8,900	98

<b>ARKANSAS</b>					
<b>Between 25-49%</b>	Desha	6,800	6,600	97	
	<b>MISSISSIPPI</b>				
	Calhoun	5,700	5,600	98	
	Leake	6,700	6,600	99	
	Quitman	3,800	3,700	97	
Yalobusha	5,000	4,900	98		

<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Ashley	9,400	9,200	98
	Drew	6,500	6,300	97
<b>LOUISIANA</b>				
Madison	5,700	5,500	96	
Tensas	2,900	2,800	97	
<b>MISSISSIPPI</b>				
Chickasaw	5,900	5,800	98	
Madison	14,500	14,200	98	
Panola	9,300	9,100	98	
Warren	18,400	18,100	98	
Winston	6,600	6,500	98	

<b>Station Totals</b>	<b>250,400</b>	<b>244,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>138,700</b>
<b>Average Daily Circulation (1984)</b>			<b>87,700</b>

# Mississippi—Greenville

**WXVT**

**Ch. 15**

**Network Service:** CBS.

**Licensee:** Lamco Communications Inc.

**Studio:** 3015 E. Reed Rd., Greenville, MS 38703.

**Telephone:** 601-334-1500.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.0"  
Longitude 90° 42' 17.5"

**Transmitter:** 4.9-mi. SSE of Cleveland, MS.

**News Service:** AP.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** Lamco Communications Inc. For officers & other interest, see Group Ownership of TV Stations.

**Began Operation:** Nov. 7, 1980. Sale to present owner by Big River Bcstg. Co. approved by FCC March 5, 1984.

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

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Personnel:**

JOE MACIONE JR., vice president & general manager.  
SHELLEY MARTIN, local sales manager.  
ROY WEBB, chief engineer.

**Highest 30 Sec. Rate:** \$220.

Total Households: © MS1 Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97
	Coahoma	11,600	11,300	97
	Leflore	13,300	13,000	98
	Sunflower	9,600	9,300	97
Washington	23,500	23,000	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Chicot	6,000	5,800	97
	<b>MISSISSIPPI</b>			
	Grenada	7,300	7,100	97
Humphreys	4,400	4,300	98	
Tallahatchie	5,300	5,100	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Desha	6,800	6,600	97
	<b>MISSISSIPPI</b>			
	Carroll	3,300	3,200	97
Holmes	7,100	6,900	97	



WXVT BPCT-4970 Granted 9/14/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Montgomery	4,600	4,500	98
	Panola	9,300	9,100	98
	Quitman	3,800	3,700	97
	Sharkey	2,300	2,200	96
<b>Station Totals</b>		<b>140,800</b>	<b>137,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>67,600</b>
<b>Average Daily Circulation (1984)</b>				<b>39,400</b>

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# Mississippi—Jackson

**WAPT**

Ch. 16

**Network Service:** ABC.

**Licensee:** Clay Bcstg. Corp. of Mississippi Inc., Box 10297, Jackson, MS 39209.

**Studio:** Ammac Drive.

**Telephone:** 601-922-1607. **TWX:** 810-966-2734.

**Mailing Address:** Box 10297, Jackson, MS 39209.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"  
Longitude 90° 17' 41"

**Transmitter:** Ammac Rd.

**News Service:** AP.

**Satellite Earth Station:** 1 in operation.

**Ownership:** Clay Communications Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** October 3, 1970. Sale by American Public Life Insurance Co. approved by FCC March 18, 1976. Sale to present owner by Lewis C. Hopper, et al., approved by FCC Sept. 6, 1979.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

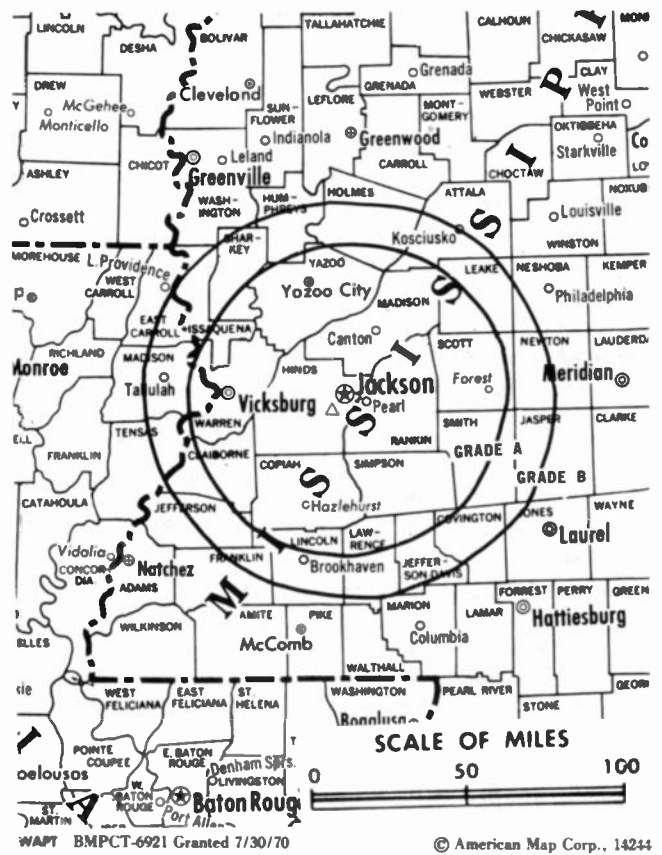
GEORGE DIAB, president.  
BEN STRICKLAND, vice president & general manager.  
JOE ROOT, station manager.

**Highest One Hour Rate:** \$2600.

**Highest 30 Sec. Rate** (July 6, 1984): \$720. **NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,700	5,500	96
	<b>MISSISSIPPI</b>			
	Adams	13,100	12,900	98
	Claiborne	3,800	3,700	97
	Copiah	8,700	8,600	98
	Hinds	92,600	91,800	99
	Lawrence	4,400	4,300	98
	Leake	6,700	6,600	99
	Lincoln	10,700	10,500	98
	Madison	14,500	14,200	98
	Rankin	25,400	25,100	99
	Scott	8,700	8,600	99
	Simpson	8,100	8,000	99
Warren	18,400	18,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Concordia	8,000	7,800	97
	Tensas	2,900	2,800	97
	<b>MISSISSIPPI</b>			
	Attala	6,800	6,700	98
	Franklin	2,900	2,800	97
	Holmes	7,100	6,900	97
	Jefferson	2,800	2,700	96
	Jefferson Davis	4,500	4,400	98
	Pike	12,900	12,700	98
	Smith	5,300	5,200	98
	Yazoo	9,100	8,900	98
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Carroll	3,300	3,200	97
	Covington	5,600	5,500	98
	Humphreys	4,400	4,300	98
	Issaquena	800	800	100
	Leflore	13,300	13,000	98
	Marion	9,000	8,800	98
	Montgomery	4,600	4,500	98
	Newton	7,000	6,900	99
	Sharkey	2,300	2,200	96
Sunflower	9,600	9,300	97	
<b>Station Totals</b>		<b>343,000</b>	<b>337,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>200,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>116,900</b>	

# Mississippi—Jackson

**WJTV**

Ch. 12

**Network Service:** CBS.

**Licensee:** News Press & Gazette Co., Box 8887, Jackson, MS 39204.

**Studio:** Robinson Rd. extension & TV Road.

**Telephone:** 601-372-6311. **TWX:** 810-966-2735.

**Mailing Address:** Box 8887, Jackson, MS 39204.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"  
Longitude 90° 24' 15.05"

**Transmitter:** 1.5-mi. SE of Raymond, 0.3-mi. S of Route 18.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation; BMS receivers.

**Ownership:** News Press & Gazette Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (**Television Digest**, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

**Represented (sales):** Blair Television.

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

**Personnel:**

JOHN A. MacGREGOR, president & general manager.

ALAN AXTELL, general sales manager.

JIMMIE A. STEINBRIDGE, chief engineer.

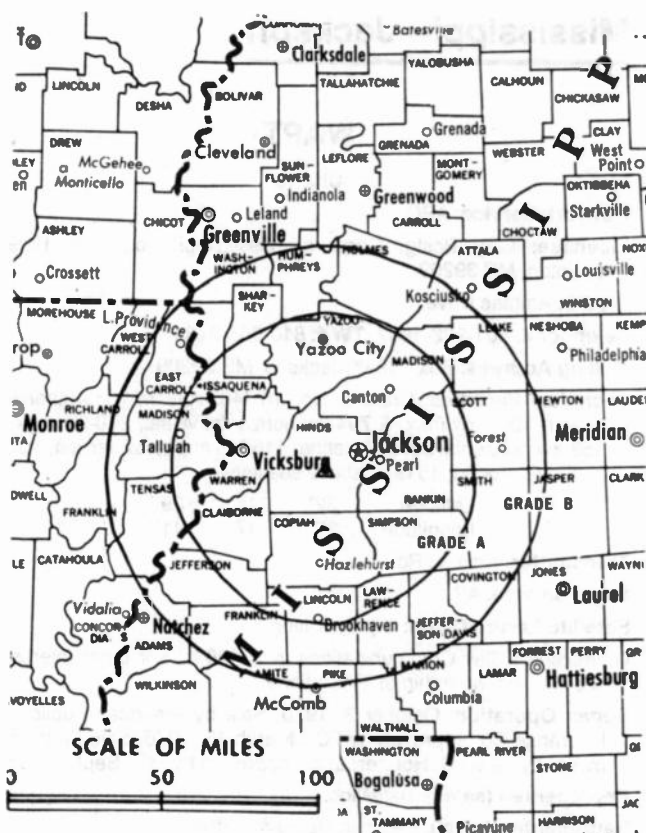
FRANK MOROCK, news director.

PHYLLIS QUALLS-BROOKS, public affairs director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Madison	5,700	5,500	96
	<b>MISSISSIPPI</b>			
	Adams	13,100	12,900	98
	Attala	6,800	6,700	98
	Claiborne	3,800	3,700	97
	Copiah	8,700	8,600	98
	Covington	5,600	5,500	98
	Franklin	2,900	2,800	97
	Hinds	92,600	91,800	99
	Holmes	7,100	6,900	97
	Humphreys	4,400	4,300	98
	Issaquena	800	800	100
	Jefferson	2,800	2,700	96
	Jefferson Davis	4,500	4,400	98
	Lawrence	4,400	4,300	98
	Leake	6,700	6,600	99
	Leflore	13,300	13,000	98
	Lincoln	10,700	10,500	98
	Madison	14,500	14,200	98
	Marion	9,000	8,800	98
	Neshoba	8,600	8,500	99
	Pike	12,900	12,700	98
	Rankin	25,400	25,100	99
	Scott	8,700	8,600	99



WJTV BPCT-2540 Granted 1/10/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sharkey	2,300	2,200	96
	Simpson	8,100	8,000	99
	Smith	5,300	5,200	98
	Warren	18,400	18,100	98
	Washington	23,500	23,000	98
	Yazoo	9,100	8,900	98
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Concordia	8,000	7,800	97
	East Carroll	3,600	3,500	97
Tensas	2,900	2,800	97	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Carroll	3,300	3,200	97
	Forrest	24,300	24,100	99
	Jasper	6,000	5,900	98
	Lamar	8,800	8,700	99
	Montgomery	4,600	4,500	98
	Newton	7,000	6,900	99
	Sunflower	9,600	9,300	97
	Walthall	4,700	4,600	98
	<b>LOUISIANA</b>			
Franklin	8,400	8,200	98	
West Carroll	4,500	4,400	98	
<b>MISSISSIPPI</b>				
Amite	4,500	4,400	98	
Bolivar	13,500	13,100	97	
Choctaw	3,000	2,900	97	
Grenada	7,300	7,100	97	
Jones	22,600	22,400	99	
Tallahatchie	5,300	5,100	97	
Webster	3,600	3,500	97	
Winston	6,600	6,500	98	
<b>Station Totals</b>		<b>501,800</b>	<b>493,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>316,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>201,200</b>	

# Mississippi—Jackson

## WLBT-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** TV-3 Inc., Box 1712, Jackson, MS 39205.

**Studio:** 715 S. Jefferson St., Jackson, MS 39205.

**Telephone:** 601-948-3333. **TWX:** 601-948-0726.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"  
Longitude 90° 22' 54"

**Transmitter:** 12-mi. SW of Jackson.

**News Services:** AP, UPI.

**Ownership:** Civic Communications Corp. Aaron E. Henry, chmn., 26.32%; Owen Cooper, pres., 2.93%; Charles L. Young, v.p., 26.32%; Frank E. Melton, exec. v.p., 2.33%; Eric C. Neuman, secy.-treas., 2.33%; Robert C. Travis, 3.51%; Buford Television Inc., 25.38%; Interfirst Venture Corp., 10.88%. For Buford ownership, see Group Ownership of TV Stations. Interfirst is owned by Interfirst Bank, Dallas, which has cable TV interests. Civic Communications also owns WLBM-TV, Meridian, MS.

**Began Operation:** Dec. 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted June 2, 1971 to Communications Improvement which began operation June 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners approved by FCC Dec. 13, 1983 (**Television Digest**, Vol. 1:52).

**Represented (sales):** Katz Television.

**Represented (legal):** Bilger & Blair.

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

### Personnel:

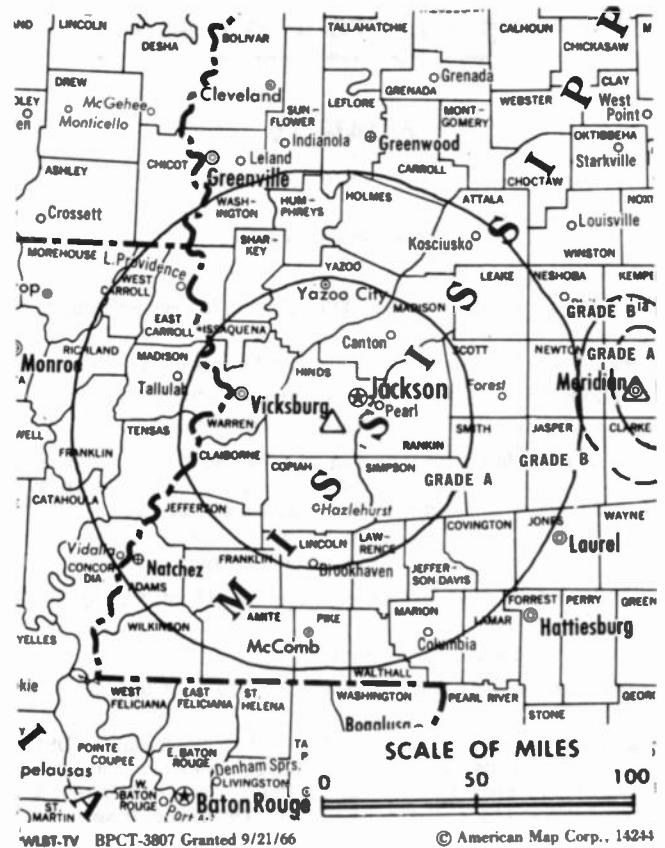
FRANK MELTON, executive vice president & general manager.  
DANIEL MODISETT, general sales manager.  
FORREST COX, farm director.  
BERT CASE, news director.  
FLOYD KINARD, chief engineer.  
JOYCE HUGHES, personnel director.  
GOLDIA REVIES, public service director.

**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$1800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Madison	5,700	5,500	96
	Tensas	2,900	2,800	97
50% & Over	<b>MISSISSIPPI</b>			
	Adams	13,100	12,900	98
	Amite	4,500	4,400	98
	Attala	6,800	6,700	98
	Claiborne	3,800	3,700	97
	Copiah	8,700	8,600	98
	Franklin	2,900	2,800	97
	Hinds	92,600	91,800	99
	Holmes	7,100	6,900	97
	Humphreys	4,400	4,300	98
	Issaquena	800	800	100
	Jefferson	2,800	2,700	96
	Jefferson Davis	4,500	4,400	98
	Lawrence	4,400	4,300	98
	Leake	6,700	6,600	99
	Lincoln	10,700	10,500	98
	Madison	14,500	14,200	98
	Neshoba	8,600	8,500	99
	Newton	7,000	6,900	99
	Pike	12,900	12,700	98
	Rankin	25,400	25,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	8,700	8,600	99
	Sharkey	2,300	2,200	96
	Simpson	8,100	8,000	99
	Smith	5,300	5,200	98
	Walthall	4,700	4,600	98
	Warren	18,400	18,100	98
	Washington	23,500	23,000	98
Yazoo	9,100	8,900	98	
Between 25-49%	<b>LOUISIANA</b>			
	Concordia	8,000	7,800	97
	East Carroll	3,600	3,500	97
	<b>MISSISSIPPI</b>			
Carroll	3,300	3,200	97	
Covington	5,600	5,500	98	
Jasper	6,000	5,900	98	
Leflore	13,300	13,000	98	
Marion	9,000	8,800	98	
Montgomery	4,600	4,500	98	
Sunflower	9,600	9,300	97	
Between 5-24%	<b>ARKANSAS</b>			
	Chicot	6,000	5,800	97
	<b>LOUISIANA</b>			
	Catahoula	4,400	4,300	97
	Franklin	8,400	8,200	98
	West Carroll	4,500	4,400	98
	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97
	Choctaw	3,000	2,900	97
	Clarke	6,100	6,000	98
Forrest	24,300	24,100	99	
Jones	22,600	22,400	99	
Lamar	8,800	8,700	99	
Lauderdale	28,400	28,100	99	
Quitman	3,800	3,700	97	
Tallahatchie	5,300	5,100	97	
Webster	3,600	3,500	97	
Wilkinson	3,200	3,100	97	
Winston	6,600	6,500	98	
<b>Station Totals</b>		<b>546,400</b>	<b>537,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>323,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>213,800</b>	

# Mississippi—Laurel-Hattiesburg

## WDAM-TV

Ch. 7

EVERY-KNODEL INC.

**Network Service:** NBC.

**Licensee:** Beam Broadcasters Ltd., Box 1978, Hattiesburg, MS 39401.

**Studio:** U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

**Telephones:** 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

**Mailing Address:** Box 1978, Hattiesburg, MS 39401.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"  
Longitude 89° 17' 05"

**Transmitter:** U.S. Hwy. 11, approx. 1.2-mi. N. of Eastabutchie.

**News Service:** AP.

Satellite Earth Stations: 2 in operation.

**Ownership:** Beam Broadcasters Ltd. See Group Ownership of TV Stations.

**Began Operation:** June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (*Television Digest*, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44; 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to present owners approved July 27, 1983.

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

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

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

MARVIN REUBEN, general manager.  
CLIFF BROWN, station manager & general sales manager.  
BOB FORD, local sales manager.  
ANN DALEY, program director.  
ALVIN EATON, director, community affairs.  
BYRON GRECO, production manager.  
BOB GHETTI, news director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$500.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Clarke	6,100	6,000	98
	Covington	5,600	5,500	98
	Forrest	24,300	24,100	99
	Greene	3,200	3,100	97
	Jasper	6,000	5,900	98
	Jefferson Davis	4,500	4,400	98
	Jones	22,600	22,400	99
	Lamar	8,800	8,700	99
	Marion	9,000	8,800	98



WDAM-TV BPCT-2031 Granted 2/20/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Perry	3,400	3,300	97
	Smith	5,300	5,200	98
	Stone	3,300	3,300	98
	Wayne	6,500	6,400	98
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Pearl River	11,900	11,700	98
	Pike	12,900	12,700	98
Walthall	4,700	4,600	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>	5,500	5,400	98
	<b>LOUISIANA</b>			
	Tangipahoa	28,400	27,800	98
	Washington	16,000	15,600	98
<b>MISSISSIPPI</b>	George	5,200	5,200	100
	Lawrence	4,400	4,300	98
	Lincoln	10,700	10,500	98
	Newton	7,000	6,900	99
	Simpson	8,100	8,000	99
<b>Station Totals</b>		<b>223,400</b>	<b>219,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>121,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>88,300</b>	

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# Mississippi—Meridian

**WHTV**

Ch. 24

**Network Service:** CBS.

**Licensee:** Central TV Inc., Box 5185, Meridian, MS 39301.

**Studio:** 1.8-mi. S of Meridian on Hwy. 45.

**Telephone:** 601-693-2933.

**Mailing Address:** Box 5185, Meridian, MS 39301.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. & 631-kw horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: 610-ft. above av. terrain, 368-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 40.1"  
Longitude 88° 41' 32.6"

**Transmitter:** Boseman Way.

**News Service:** AP.

**Ownership:** Frank K. Spain, chmn., 70%; Mrs. Garnett S. Wilbourn, 2%. Frank K. Spain has interest in WTVA(TV), Tupelo, MS; WTVX(TV), Fort Pierce, FL. Central TV Inc. has a CP for WHLT(TV), Hattiesburg, MS; owns WYDE(AM), Birmingham, AL.

**Began Operation:** June 10, 1968; left air Oct. 13, 1970. Sale to present owners by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972.

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

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

**Personnel:**

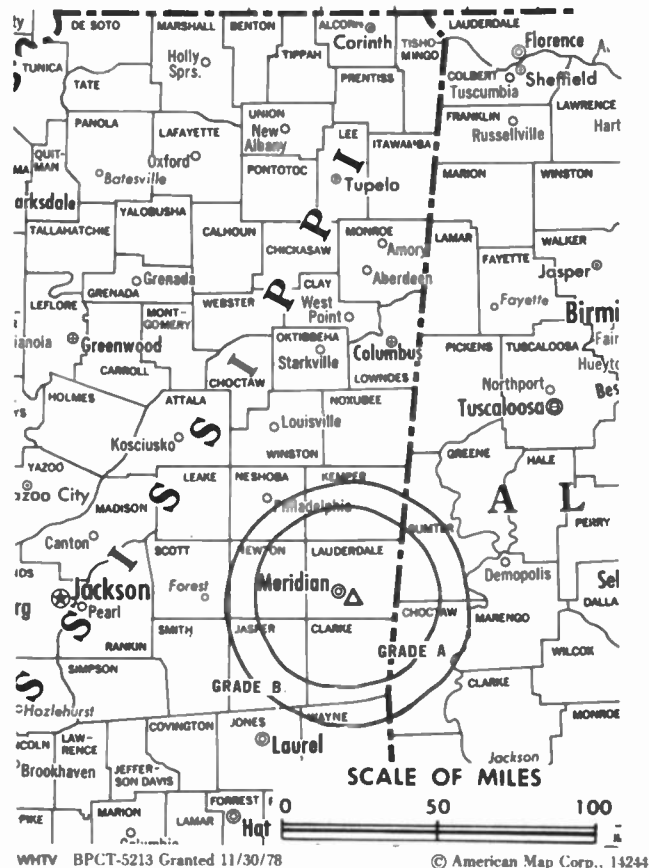
- BOB HORTON, station manager.
- STEVE HOLLAND, news director.
- RAY DENTON, program director.
- JOE SMITH, operations director.
- TERESA WILLIAMS, office manager.
- MELODY MERRITT, traffic manager.
- PAT CALVERT, graphics manager.

**Highest 30 Sec. Rate** (May 1, 1981): \$230.

**NETWORK BASE HOURLY RATE:** \$355.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Choctaw	5,500	5,400	98
	Sumter	5,500	5,400	98
	<b>MISSISSIPPI</b>			
	Clarke	6,100	6,000	98
	Kemper	3,300	3,200	97
	Lauderdale	28,400	28,100	99
	Newton	7,000	6,900	99



WHTV BPCT-5213 Granted 11/30/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI</b>				
Between 25-49%	Jasper	6,000	5,900	98
	Jones	22,600	22,400	99
	Neshoba	8,600	8,500	99
<b>MISSISSIPPI</b>				
Between 5-24%	Wayne	6,500	6,400	98
<b>Station Totals</b>		<b>99,500</b>	<b>98,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>58,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>36,300</b>	

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# Mississippi—Meridian

## WLBM-TV

Ch. 30

(Satellite of WLBT-TV, Jackson, MS)

Network Service: NBC.

Licensee: TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, MS 39201.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Telephone: 601-485-3030.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 89.1-kw max. & 35.9-kw horizontal visual, 8.91-kw max. & 3.59-kw horizontal aural. Antenna: 610-ft. above av. terrain, 405-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"  
Longitude 88° 41' 12"

Transmitter: 0.8-mi S of Meridian at 4608 Skyland Dr.

Ownership: See WLBT-TV, Jackson, MS.

Began Operation: Sept. 30, 1982.

Represented (sales): Katz Television.

Represented (legal): Bilger & Blair.

Represented (engineering): Jules Cohen & Associates.

Highest 30 Sec. Rate (Oct. 1, 1983): \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSISSIPPI</b> Lauderdale	28,400	28,100	99
	<b>ALABAMA</b> Choctaw	5,500	5,400	98
Between 25-49%	<b>MISSISSIPPI</b> Clarke	6,100	6,000	98
	Kemper	3,300	3,200	97
Between 5-24%	<b>ALABAMA</b> Sumter	5,500	5,400	98
	<b>MISSISSIPPI</b> Neshoba	8,600	8,500	99
	Newton	7,000	6,900	99
<b>Station Totals</b>		<b>64,400</b>	<b>63,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>30,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>14,600</b>	



WLBM-TV BPCT-801224KF Granted 9/14/81

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# Mississippi—Meridian

## WTOK-TV

Ch. 11

**Network Service:** ABC.

**Licensee:** Channel Eleven Television Co.

**Studio:** Southern Bldg.

**Mailing Address:** Box 2988, Meridian, MS 39302.

**Telephone:** 601-693-1441. **TWX:** 501-961-1090.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.3"  
Longitude 88° 41' 27.8"

**Transmitter:** U.S. Hwy. 45, 1.8-mi. S of city.

**News Services:** AP, ABC.

**Ownership:** H & C Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 25, 1953. Sale to present owner by Robert F. Wright, et al., approved by FCC July 28, 1981 (*Television Digest*, Vol. 21:14). **Note:** Sale to Southwest Media pending (Vol. 24:26, 33).

**Represented (sales):** Petry Television.

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

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

### Personnel:

ROBERT F. WARD, executive vice president & general manager.  
JOHN LEE BUFFINGTON, station manager & general sales manager.

DON ALEXANDER, news director.

CECIL C. GERMANY, national sales manager.

BOB HOLLAND, operations director.

EDNA LA SHANE, traffic manager.

BERNICE P. STEWART, program manager.

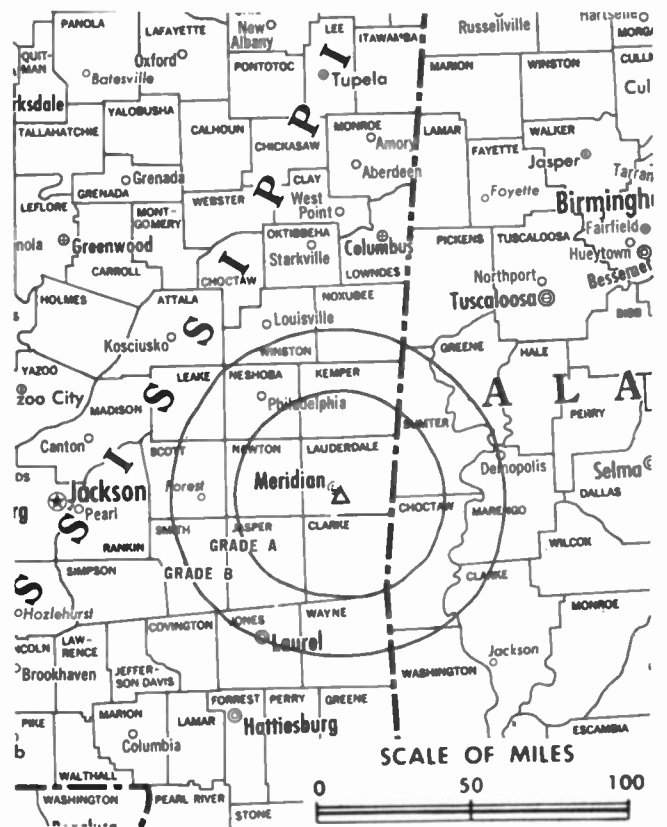
CHRIS BURGBACHER, chief engineer.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$1727.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Choctaw	5,500	5,400	98
	Marengo	8,500	8,300	98
	Sumter	5,500	5,400	98
	<b>MISSISSIPPI</b>			
	Clarke	6,100	6,000	98
	Jasper	6,000	5,900	98
	Kemper	3,300	3,200	97
	Lauderdale	28,400	28,100	99
	Neshoba	8,600	8,500	99
	Newton	7,000	6,900	99
	Noxubee	4,000	3,900	98



WTOK-TV BNPCT-3043 Granted 5/2/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wayne	6,500	6,400	98
	Winston	6,600	6,500	98
Between 25-49%	<b>ALABAMA</b>			
	Greene	3,700	3,600	97
	Hale	5,100	5,000	98
Between 5-24%	<b>MISSISSIPPI</b>			
	Jones	22,600	22,400	99
	Oktibbeha	12,000	11,700	98
	Scott	8,700	8,600	99
	Smith	5,300	5,200	98
Between 5-24%	<b>ALABAMA</b>			
	Clarke	9,200	9,000	98
	Perry	4,600	4,500	98
	Tuscaloosa	50,600	50,000	99
	Wilcox	4,500	4,400	98
Between 5-24%	<b>MISSISSIPPI</b>			
	Choctaw	3,000	2,900	97
	Clay	7,200	7,100	99
	Forrest	24,300	24,100	99
	Lamar	8,800	8,700	99
	Leake	6,700	6,600	99
<b>Station Totals</b>		<b>272,300</b>	<b>268,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>113,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>72,800</b>	

# Mississippi—Tupelo-Columbus

**WTVA**

**Ch. 9**

**Network Service:** NBC.

**Licensee:** WTWW Inc., Box 350, Tupelo, MS 38801.

**Studio:** Beech Spring Rd., 2.5-mi. N of city limits.

**Telephone:** 601-842-7620.

**Mailing Address:** Box 350, Tupelo, MS 38801.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"  
Longitude 89° 05' 16"

**Transmitter:** 2.1-mi. NW of Woodland.

**News Service:** AP.

**Ownership:** Frank K. Spain, 35%; Letha M. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 35%. Same principals own WTVX(TV), Fort Pierce-Vero Beach, FL. Central Television Inc., which is controlled by Frank K. Spain, owns WHTV, Meridian & holds CP for WHLT, Ch. 22, Hattiesburg, MS.

**Began Operation:** March 18, 1957.

**Represented (sales):** Katz Television.

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

**Personnel:**

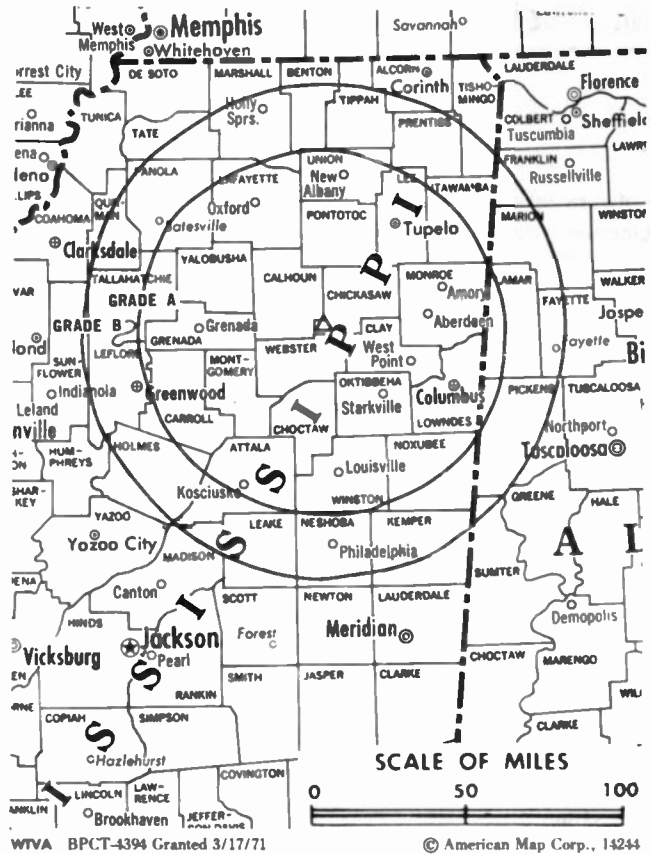
- FRANK K. SPAIN, president.
- MARK LEDBETTER, general manager.
- BOB LEECH, national sales director.
- CHARLES ED BISHOP, program director.
- WENDELL ROBINSON, chief engineer.
- GERALD STANFORD, operations director.
- KEVIN SULLIVAN, news director.

**Highest 30 Sec. Rate:** \$500.

**NETWORK BASE HOURLY RATE:** \$900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Lamar	6,100	6,000	98
	Marion	11,500	11,400	99
	Pickens	7,200	7,000	97
	<b>MISSISSIPPI</b>			
	Attala	6,800	6,700	98
	Calhoun	5,700	5,600	98
	Carroll	3,300	3,200	97
	Chickasaw	5,900	5,800	98
	Choctaw	3,000	2,900	97
	Clay	7,200	7,100	99
	Grenada	7,300	7,100	97
	Itawamba	7,600	7,500	99
	Lafayette	10,900	10,700	98
	Lee	21,400	21,100	99
	Leflore	13,300	13,000	98
	Lowndes	19,900	19,700	99
	Monroe	12,600	12,400	98
	Montgomery	4,600	4,500	98
	Noxubee	4,000	3,900	98
	Oktibbeha	12,000	11,700	98
Pontotoc	7,700	7,600	99	
Prentiss	8,600	8,500	99	
Tallahatchie	5,300	5,100	97	
Tishomingo	7,300	7,100	98	



WTVA BPC-T-4394 Granted 3/17/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Union	8,300	8,200	99
	Webster	3,600	3,500	97
	Winston	6,600	6,500	98
	Yalobusha	5,000	4,900	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Fayette	7,100	7,000	99
	Franklin	10,900	10,700	98
Greene	3,700	3,600	97	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	Benton	2,600	2,500	98
	Coahoma	11,600	11,300	97
	Kemper	3,300	3,200	97
	Neshoba	8,600	8,500	99
	Quitman	3,800	3,700	97
Tippah	6,700	6,600	98	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Sumter	5,500	5,400	98
Winston	8,300	8,200	99	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97
	Holmes	7,100	6,900	97
	Leake	6,700	6,600	99
	Marshall	9,300	9,100	98
	Panola	9,300	9,100	98
	Sunflower	9,600	9,300	97
Yazoo	9,100	8,900	98	
<b>TENNESSEE</b>	Hardin	8,800	8,600	98
<b>Station Totals</b>		<b>381,000</b>	<b>373,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>221,000</b>
<b>Average Daily Circulation (1984)</b>				<b>146,400</b>

# Mississippi—West Point

## WVSB-TV

Ch. 27

**Network Service:** ABC.

**Grantee:** Venture Systems Inc., Box 777, West Point, MS 39773.

**Studio:** 310 E. Westbrook, West Point.

**Telephone:** 601-494-8327.

**Mailing Address:** Box 777, West Point, MS 39773.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2000-kw max. & 468-kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna: 1680-ft. above av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"  
Longitude 89° 05' 16"

**Transmitter:** 2.1-mi NW of Woodland.

**News Service:** AP.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** John D. Dyer, chmn., 33.3%; David C. Hopper, pres., 6.66%; Lewis C. Hopper, v.p., 13.3%; Fred Beard, secy.-treas., 4.16%; H. N. Haggard, asst. treas., 8.3%; Richard D. McRae, 8.3%; Richard M. Hopper & Barbara M. Hopper, 6.66% each; Stephen & Lewis Townsend, 2.77% each.

**Began Operation:** May 29, 1983.

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

**Represented (legal):** Cordon & Jacob.

### Personnel:

DAVID C. HOPPER, president & general manager.  
LEWIS HOPPER, national sales manager.  
SAM TAYLOR, general sales manager.  
LYNDA MIZE, program director.  
ANDY COVINGTON, news director.  
STAN WEST, chief engineer.  
TRACY GRIFFIN, traffic.

**Highest 30 Sec. Rate:** \$180.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSISSIPPI</b>			
	Chickasaw	5,900	5,800	98
	Clay	7,200	7,100	99
Between 25-49%	<b>MISSISSIPPI</b>			
	Calhoun	5,700	5,600	98
	Itawamba	7,600	7,500	99
	Lee	21,400	21,100	99
	Lowndes	19,900	19,700	99
	Monroe	12,600	12,400	98
	Oktibbeha	12,000	11,700	98
Pontotoc	7,700	7,600	99	
Between 5-24%	<b>ALABAMA</b>			
	Pickens	7,200	7,000	97
	<b>MISSISSIPPI</b>			
Choctaw	3,000	2,900	97	
Lafayette	10,900	10,700	98	



WVSB-TV BMPCT-821109KM Granted 11/29/82

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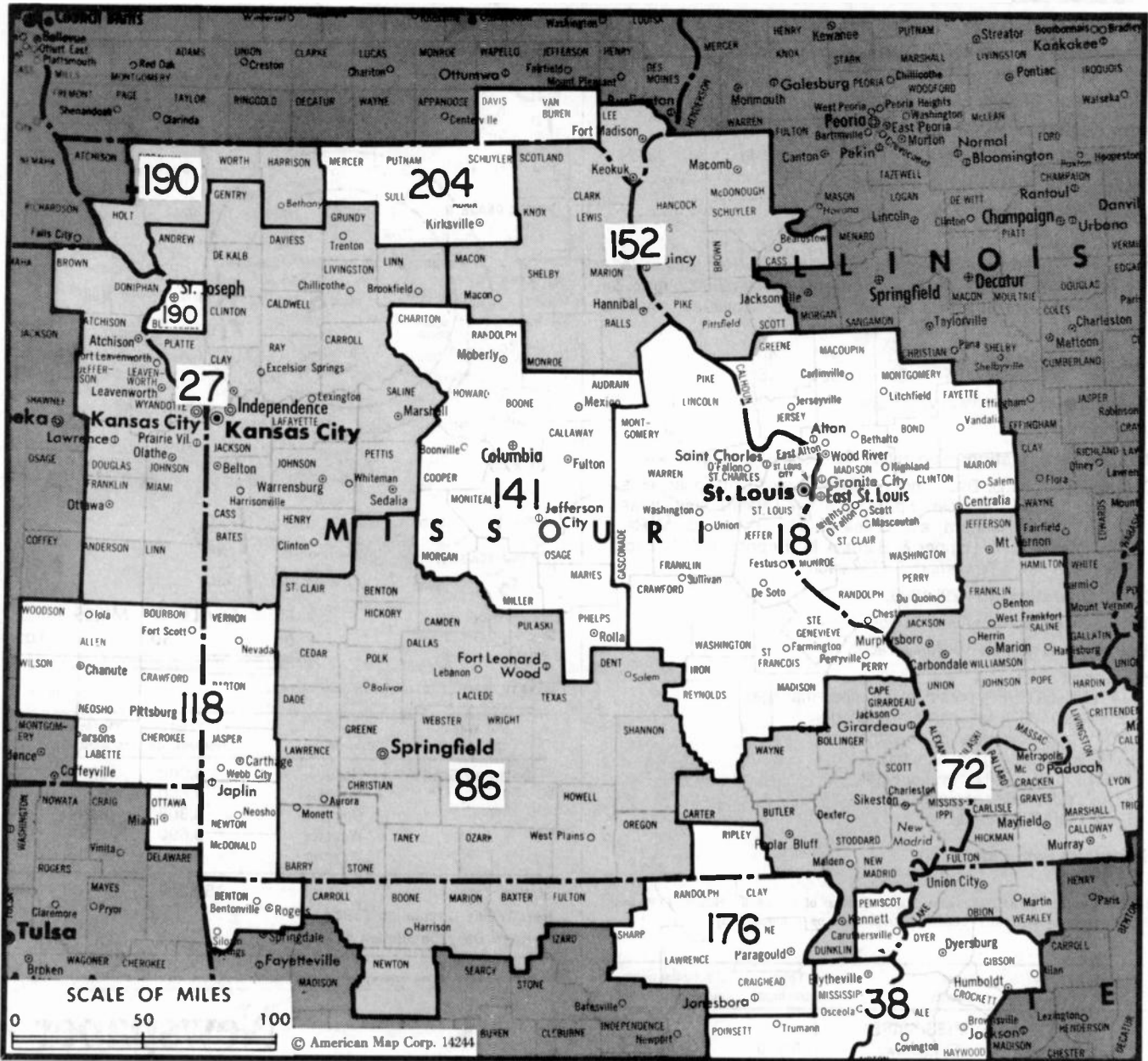
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Noxubee	4,000	3,900	98
	Prentiss	8,600	8,500	99
	Union	8,300	8,200	99
	Webster	3,600	3,500	97
	Winston	6,600	6,500	98

<b>Station Totals</b>	<b>152,200</b>	<b>149,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>50,900</b>
<b>Average Daily Circulation (1984)</b>			<b>25,500</b>

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### Missouri Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	15	11	26
Educational Television Stations	2	2	4
			30

Market	Arbitron ADI TV		Rank	Market Area Commercial TV Stations
	Households	Rank		
Saint Louis, MO	1,032,300	18	KDNL-TV (30), KMOX-TV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), KCTV (5), KEKR-TV (62), KMBC-TV (9), KSHB-TV (41), KYFC (50), WDAF-TV (4)	
Kansas City, MO	711,700	27		
Memphis, TN	572,300	38	WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3), KFVS-TV (12), KPOB-TV (15), WCEE (13), WPSD-TV (6), WSIL-TV (3), WTCT (27)	
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	331,200	72		
Springfield, MO	270,900	86	KMTC (27), KOLR-TV (10), KSPR (33), KYTV (3)	
Joplin, MO-Pittsburg, KS	173,400	118		
Columbia-Jefferson City, MO	140,100	141	KOAM-TV (7), KODE-TV (12), KSNF (16)	
Quincy, IL-Hannibal, MO	122,200	152		
Saint Joseph, MO	48,600	190	KCBJ-TV (17), KOMU-TV (8), KRCG (13)	
Ottumwa, IA-Kirksville, MO	24,600	204		
			KHQA-TV (7), WGEM-TV (10)	
			KQTV (2)	
			KTVO (3)	

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

**WPSD-TV, Cape Girardeau**--See  
Paducah, KY

**WSIL-TV, Cape Girardeau**--See  
Harrisburg, IL

**WTCT, Cape Girardeau**--See Marion, IL

**KRCG, Columbia**--See Jefferson City, MO

**WGEM-TV, Hannibal**--See Quincy, IL

**KOMU-TV, Jefferson City**--See Columbia,  
MO

**KOAM-TV, Joplin**--See Pittsburg, KS

**KTVO, Kirksville**--See Ottumwa, IA

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# Missouri—Cape Girardeau

**KBSI**

**Ch. 23**

**Network Service:** None, independent.

**Grantee:** Cape Girardeau Family Television Inc.

**Studio:** 806 Enterprise, Cape Girardeau, MO 63701.

**Telephone:** 314-334-1223.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1870-kw max. visual, 187-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above ground, 2277-ft. above sea level.

Latitude 37° 24' 23"  
Longitude 89° 33' 44"

**Transmitter:** E side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** King W. Rogers III, pres. & Robert M. Rogers, v.p.-secy., 37.5% each; Stephen D. Kent, v.p.-treas., 25%. The Rogers have interest in LPTV applicants in TN; 15% each in Ardmore Telephone Co., Crockett Telephone Co. & United Telephone Co., independent telcos in TN. Kent owns 50% of WTX(TV), Columbus, GA; has interest in LPTV applicants in GA.

**Began Operation:** Sept. 10, 1983.

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

**Represented (legal):** Seymour M. Chase, P.C.

**Personnel:**

BILL EMBREY, general manager.

RICK MOREIN, sales manager.

CHARLES BOSS, program director.

**Highest 30 Sec. Rate** (July 9, 1984): \$100.



KBSI BNPCT-830107KE Granted 5/19/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
Between 5-24%	Bollinger	4,000	3,900	98
	Madison	4,500	4,400	98
	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Scott	15,100	14,900	99
	Stoddard	11,300	11,100	98
<b>Station Totals</b>		<b>225,100</b>	<b>220,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>34,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>17,400</b>	

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
Between 25-49%	Hickman	2,200	2,200	100
<b>MISSOURI</b>				
	Cape Girardeau	22,700	22,300	98
<b>ILLINOIS</b>				
Between 5-24%	Franklin	17,900	17,400	97
	Jackson	24,100	23,300	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Saline	11,900	11,500	97
	Union	7,200	7,000	97
	Williamson	23,200	22,600	97
<b>KENTUCKY</b>				
	Ballard	3,500	3,500	100
	Carlisle	2,100	2,100	100
	Graves	13,500	13,400	99
	Livingston	3,700	3,700	100
	Mc Cracken	24,400	24,200	99
	Marshall	10,300	10,200	99

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# Missouri—Cape Girardeau

## KFVS-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** American Hirsch Bcstg. Co., Box 100, Cape Girardeau, MO 63701.

**Studio:** 310 Broadway. **Telephone:** 314-335-1212.

**Mailing Address:** Box 100, Cape Girardeau, MO 63701.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"  
Longitude 89° 30' 14"

**Transmitter:** 8.5-mi. N of Cape Girardeau, off county road V.

**News Service:** AP.

**Satellite Earth Station:** ADM, 7-meter; Avcom receivers.

**Ownership:** American Family Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (*Television Digest*, Vol. 18:41).

**Represented (sales):** Katz Television.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

### Personnel:

LARRY M. HARRIS, vice president & general manager.  
JOHN SHINE, station manager.  
ROD HUGHES, chief engineer.  
RAY SULLIVAN, general sales manager.  
DAVE JERNIGAN, local sales manager.  
MICHAEL BEECHER, news director.

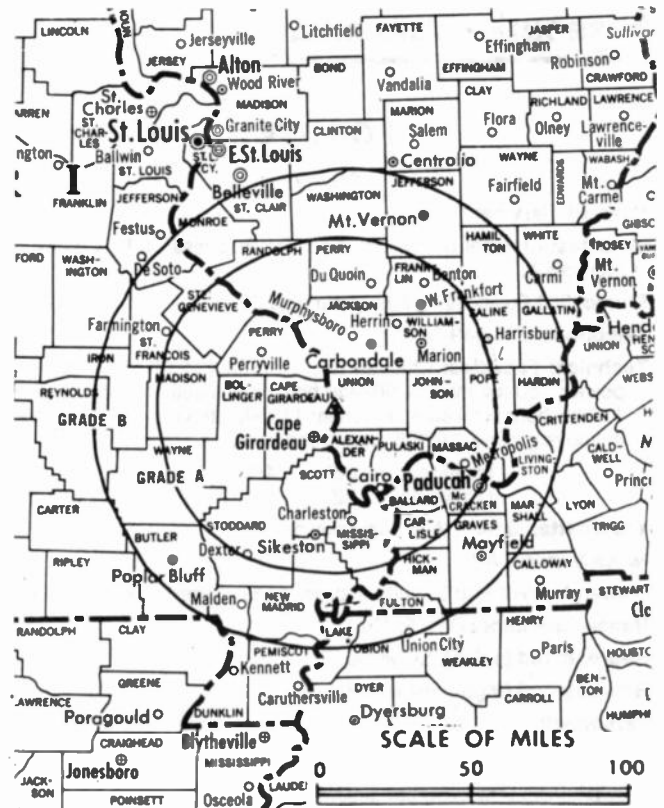
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$1500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Clay	8,100	7,900	98
	<b>ILLINOIS</b>			
	Alexander	4,800	4,600	96
	Franklin	17,900	17,400	97
	Gallatin	2,900	2,800	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,100	23,300	97
	Jefferson	15,100	14,600	97
	Johnson	3,700	3,600	97
	Massac	6,100	5,900	97
	Perry	8,400	8,200	98
	Pope	1,700	1,600	94
	Pulaski	3,300	3,200	95
	Saline	11,900	11,500	97
	Union	7,200	7,000	97
	Wayne	7,300	7,000	95
	Williamson	23,200	22,600	97
	<b>KENTUCKY</b>			
	Ballard	3,500	3,500	100
Calloway	11,100	11,000	99	
Carlisle	2,100	2,100	100	
Crittenden	3,500	3,500	99	
Fulton	3,400	3,400	100	
Graves	13,500	13,400	99	
Hickman	2,200	2,200	100	
Livingston	3,700	3,700	100	
Lyon	2,500	2,500	100	
Mc Cracken	24,400	24,200	99	
Marshall	10,300	10,200	99	



KFVS-TV BPCT-2609 Granted 4/17/59

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Bollinger	4,000	3,900	98
	Butler	14,900	14,500	97
	Cape Girardeau	22,700	22,300	98
	Carter	2,100	2,000	95
	Dunklin	14,000	13,700	98
	Madison	4,500	4,400	98
	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Pemiscot	8,800	8,600	97
	Perry	6,100	6,000	98
	Reynolds	3,000	2,900	97
	Ripley	4,900	4,600	94
Scott	15,100	14,900	99	
Stoddard	11,300	11,100	98	
Wayne	4,800	4,600	96	
<b>TENNESSEE</b>	Lake	2,600	2,600	100
	Obion	12,500	12,400	99
	Weakley	12,100	11,900	98

<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Randolph	6,600	6,400	97
	<b>ILLINOIS</b>			
Randolph	12,300	12,000	98	
<b>MISSOURI</b>	Iron	4,100	4,000	98
	<b>TENNESSEE</b>			
Henry	11,600	11,400	98	

<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Mississippi	20,000	19,600	98
	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Marion	17,200	16,800	98
Monroe	7,200	7,100	98	
Washington	5,900	5,700	97	

(Continued on page 562)

<b>Station Totals</b>	<b>549,300</b>	<b>537,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>362,200</b>
<b>Average Daily Circulation (1984)</b>			<b>253,600</b>



# Missouri—Columbia

## KCBJ-TV

Ch. 17

**Network Service:** NBC.

**Licensee:** Channel Seventeen Inc., 501 Business 70 E., Columbia, MO 65201.

**Studio:** 501 Business 70 East, Columbia 65201.

**Telephone:** 314-449-0917.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 750-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"  
Longitude 92° 33' 22"

**Transmitter:** 3.5-mi. W of Jamestown.

**News Service:** AP.

**Ownership:** Richard E. Koenig, pres., 55%; Robert H. Koenig, 45%.

**Began Operation:** Dec. 5, 1971.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bilger & Blair.

**Personnel:**

RICHARD KOENIG, president.  
TOM KOENIG, station manager.  
JUDY PULLIAM, program director.  
JOHN DARBY, chief engineer.

**Highest 30 Sec. Rate** (July 9, 1984): \$200.



KCBJ-TV BMPCT-7323 Granted 7/14/71

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Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	10,100	10,000	99
	Boone	39,100	38,500	98
	Callaway	11,700	11,500	98
	Chariton	4,100	4,000	98
	Cole	21,600	21,400	99
	Cooper	5,700	5,600	98
	Howard	3,800	3,700	97
	Miller	7,400	7,300	99
	Moniteau	4,500	4,400	98
	Morgan	5,700	5,600	98
	Osage	4,100	4,000	98
Pettis	14,200	13,900	98	
Randolph	9,800	9,600	98	
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Benton	5,200	5,000	96
	Camden	9,000	8,800	98
	Maries	3,000	2,900	97
	Monroe	3,600	3,600	100
Saline	9,800	9,600	98	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Carroll	4,800	4,700	98
	Gasconade	5,400	5,300	98
	Henry	7,900	7,700	97
	Linn	6,500	6,400	98
	Pulaski	10,400	10,200	98
<b>Station Totals</b>		<b>207,400</b>	<b>203,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>123,700</b>
<b>Average Daily Circulation (1984)</b>				<b>68,800</b>

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# Missouri—Columbia

## KOMU-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** The Curators of the University of Missouri, Columbia, MO 65201.

**Studio:** Hwy. 63 South, Columbia, MO 65201.

**Telephone:** 314-442-1122. **TWX:** 910-760-1444.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 30.2-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"  
Longitude 92° 15' 48"

**Transmitter:** Hwy. 63 South.

**News Services:** AP, UPI, ABC.

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

**Ownership:** The Curators of the University of Missouri.

**Began Operation:** Dec. 21, 1953.

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

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

TOM GRAY, general manager.  
DON RUGGLES, sales manager.  
BOB AUSTIN, program director.  
CHARLYN LAW, promotion director.  
DAN SPAULDING, news director.  
ROGER ALLBEE, operations manager.  
WILLIAM J. REAGAN, chief engineer.

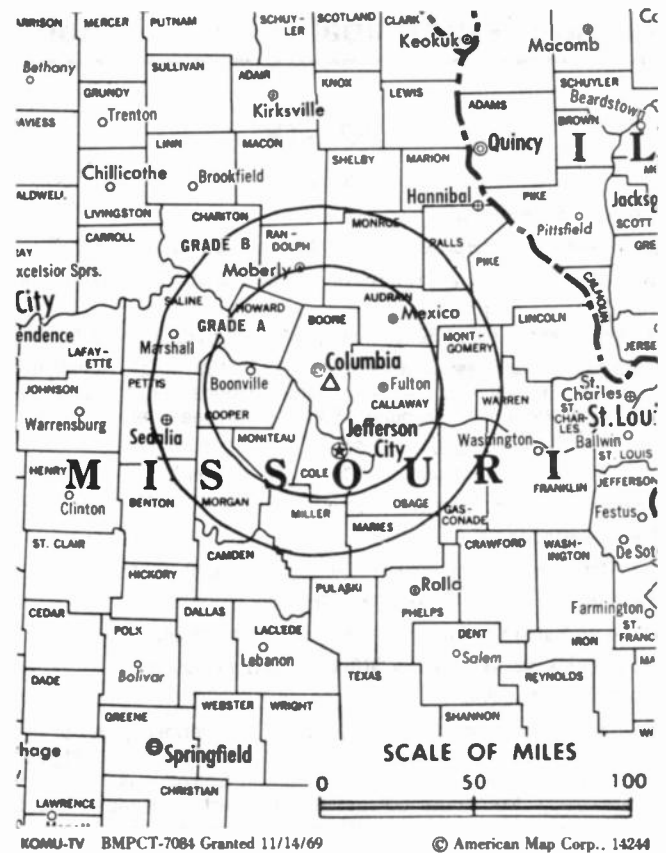
**Highest One Hour Rate:** \$700.

**Highest 30 Sec. Rate** (July 6, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$625.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	10,100	10,000	99
	Boone	39,100	38,500	98
	Callaway	11,700	11,500	98
	Camden	9,000	8,800	98
	Chariton	4,100	4,000	98
	Cole	21,600	21,400	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,800	3,700	97
	Maries	3,000	2,900	97
	Miller	7,400	7,300	99
	Moniteau	4,500	4,400	98
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Morgan	5,700	5,600	98
Osage	4,100	4,000	98	



KOMU-TV BMPCT-7084 Granted 11/14/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pettis	14,200	13,900	98
	Phelps	12,200	11,800	97
	Randolph	9,800	9,600	98
<b>MISSOURI</b> <b>Between 25-49%</b>	Benton	5,200	5,000	96
	Macon	6,400	6,300	98
	Pulaski	10,400	10,200	98
	Saline	9,800	9,600	98
<b>MISSOURI</b> <b>Between 5-24%</b>	Adair	9,500	9,400	99
	Caldwell	3,300	3,300	100
	Carroll	4,800	4,700	98
	Crawford	7,100	6,800	96
	Henry	7,900	7,700	97
	Johnson	13,400	13,200	99
	Linn	6,500	6,400	98
	Livingston	6,300	6,200	98
	Pike	6,300	6,200	98
	Ralls	3,500	3,500	100
	Shelby	3,100	3,000	97
Warren	5,800	5,700	98	
<b>Station Totals</b>		<b>288,600</b>	<b>283,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>163,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>97,200</b>	

# Missouri—Hannibal-Quincy, Illinois

## KHQA-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Lee Enterprises Inc., 510 Main St., Quincy, IL 62301.

**Studios:** 2333 Palmyra Rd., Hannibal, MO; WCU Bldg., Quincy, IL 62301.

**Telephones:** 217-222-6200, Quincy; 314-221-2762, Hannibal.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"  
Longitude 91° 19' 54"

**Transmitter:** Columbus Rd., Quincy, IL.

**News Services:** UPI.

**AM Affiliate:** WTAD (Quincy), 5-kw (1-kw night), 930 kHz (CBS).

**FM Affiliate:** WQCY, 27-kw, 99.5 MHz (No. 258), 751-ft.

**Satellite Earth Station:** Harris, 8-meter; Harris receivers.

**Business & National Sales Office:** WCU Bldg., Quincy.

**TWX:** 910-246-3204.

**Ownership:** Lee Enterprises Inc. Lloyd G. Schermer, pres. & dir.; John S. Stenlar, v.p., treas. & dir.; Richard Belkin, v.p., bcstg.; C. D. Waterman Jr., secy. & dir.; Richard P. Galligan, asst. treas. & asst. secy.; Norman Staudt, asst. secy. & asst. treas.; John Talbot, Harry Fischer Jr., Tom L. Williams, Phyllis Sewell, William E. Olsen, Richard Sonnenfeldt, dirs. Also licensee of KOIN-TV, Portland, OR; WSAZ-TV, Huntington, WV; KGMB-TV, Honolulu, HI; WTAD & WQCY(FM), Quincy, IL.

**Began Operation:** Aug. 27, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

RICHARD BELKIN, vice president, broadcast divisions.  
GARY SCHMEDDING, general manager.  
HANK MAYHALL, operations manager.  
SCOTT MULFORD, news director.  
NADINE MARTIN, business manager.  
TOM ROBEY, production director.  
LEE GRAY, chief engineer.  
W. J. SCHAFER, director, TV continuity.  
GWYNNE BENDER, farm director.

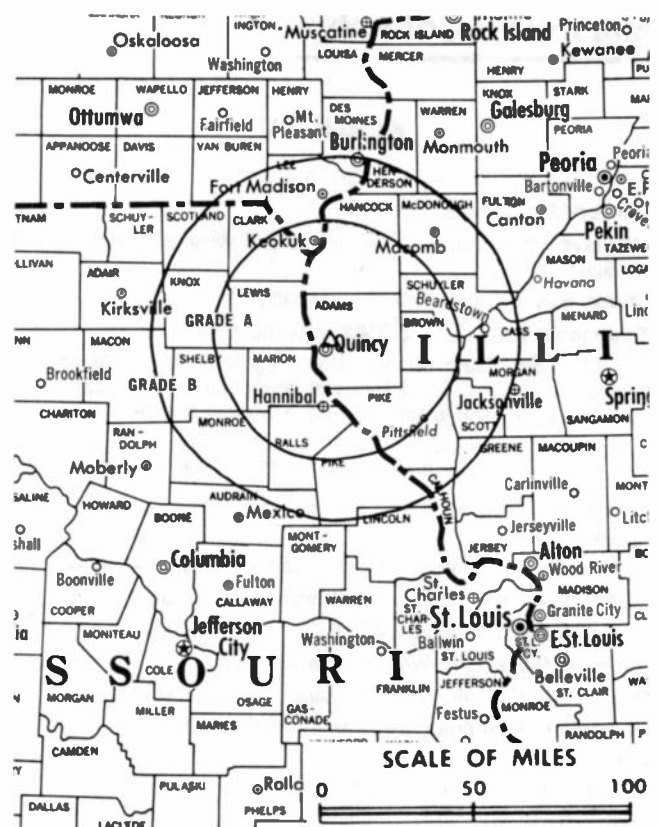
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (July 1, 1984):** \$700.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Lee	16,100	15,900	99
	Van Buren	3,200	3,100	97
	<b>ILLINOIS</b>			
	Adams	27,100	26,700	99
	Brown	2,100	2,000	95
	Cass	5,700	5,600	97
	Hancock	9,300	9,100	98
	Mc Donough	13,200	12,900	98
	Morgan	14,200	13,800	97
Pike	7,400	7,200	97	
Schuyler	3,200	3,100	97	
Scott	2,300	2,300	100	
<b>MISSOURI</b>				
Adair	9,500	9,400	99	
Audrain	10,100	10,000	99	



KHQA-TV BPCT-4746 Granted 10/9/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clark	3,200	3,100	97
	Knox	2,100	2,100	100
	Lewis	4,000	3,900	98
	Macon	6,400	6,300	98
	Marion	11,000	10,900	99
	Monroe	3,600	3,600	100
	Ralls	3,500	3,500	100
	Schuyler	2,000	1,900	95
	Scotland	2,100	2,100	100
	Shelby	3,100	3,000	97
<b>Between 25-49%</b>	<b>IOWA</b>			
	Des Moines	17,900	17,700	99
	<b>ILLINOIS</b>			
Greene	6,200	6,100	98	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Pike	6,300	6,200	98
	<b>IOWA</b>			
Davis	3,400	3,400	100	
Henry	7,000	6,900	98	
Jefferson	6,000	5,900	98	
<b>ILLINOIS</b>				
Calhoun	2,100	2,000	95	
Fulton	16,500	16,100	98	
Henderson	3,400	3,300	97	
Mason	7,400	7,300	99	
<b>MISSOURI</b>				
Chariton	4,100	4,000	98	
Lincoln	8,200	8,100	99	
Linn	6,500	6,400	98	
Maries	3,000	2,900	97	
Phelps	12,200	11,800	97	
Putnam	2,400	2,400	100	
Randolph	9,800	9,600	98	
Sullivan	3,000	2,900	97	
<b>Station Totals</b>		<b>289,800</b>	<b>284,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>163,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>104,400</b>	

# Missouri—Jefferson City

**KRCG**

Ch. 13

**Network Service:** CBS.

**Licensee:** LDX Broadcast, 114 West 11th St., Kansas City, MO.

**Mailing Address:** Box 659, Jefferson City, MO 65102.

**Telephone:** 314-896-5144. **TWX:** 910-760-2923.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"  
Longitude 92° 05' 43"

**Transmitter & Studio:** U.S. Hwy. 54, 2-mi. S of New Bloomfield.

**News Service:** AP, CBS.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; ADM, 3.5-meter; Scientific-Atlanta & Drake receivers.

**Ownership:** LDX Broadcast is wholly-owned subsidiary of LDX Group. LDX Broadcast also owns WEEK-TV, Peoria, IL.

**Began Operation:** Feb. 13, 1955. Sale, including former satellite KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (*Television Digest*, Vol. 5:52; 6:29).

**Represented (sales):** Katz Television.

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

**Representing (engineering):** Lohnes & Culver.

**Personnel:**

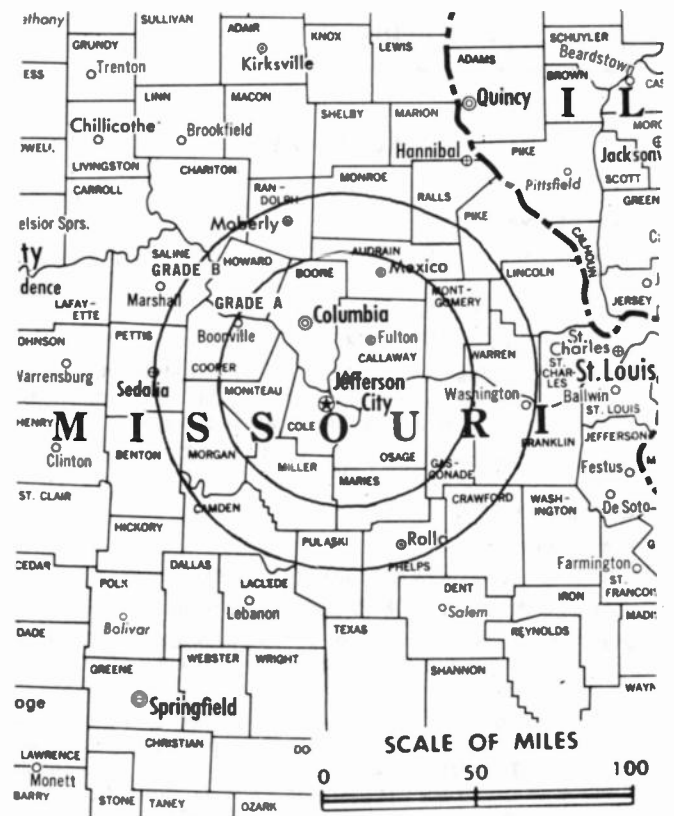
- WILLIAM R. ADAMS, president.
- EDWARD J. SCHUELEIN, v.p., general & national sales manager.
- OTIS L. JARRETT, local & regional sales manager.
- CLEON CRUM, chief engineer.
- LELAND GORDON, program director, asst. manager & film buyer.
- DON SHINKLE, news director.

**Highest One Hour Rate** (July 6, 1984): \$1500.

**Highest 30 Sec. Rate** (July 6, 1984): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
<b>50% &amp; Over</b>	Audrain	10,100	10,000	99
	Boone	39,100	38,500	98
	Callaway	11,700	11,500	98
	Chariton	4,100	4,000	98
	Cole	21,600	21,400	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,800	3,700	97
	Maries	3,000	2,900	97
	Miller	7,400	7,300	99
	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	5,700	5,600	98
	Osage	4,100	4,000	98
	Pettis	14,200	13,900	98
	Phelps	12,200	11,800	97
	Randolph	9,800	9,600	98
	<b>MISSOURI</b>			
<b>Between 25-49%</b>	Benton	5,200	5,000	96



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Camden	9,000	8,800	98
	Monroe	3,600	3,600	100
	Pulaski	10,400	10,200	98
	Saline	9,800	9,600	98
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Scott	2,300	2,300	100
<b>MISSOURI</b>				
	Caldwell	3,300	3,300	100
	Crawford	7,100	6,800	96
	Daviess	3,600	3,500	97
	Dent	5,800	5,500	95
	Franklin	26,400	26,100	99
	Linn	6,500	6,400	98
	Macon	6,400	6,300	98
	Ralls	3,500	3,500	100
	Shelby	3,100	3,000	97
	Warren	5,800	5,700	98
<b>Station Totals</b>		<b>278,500</b>	<b>273,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>165,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>107,700</b>	

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# Missouri—Joplin

## KODE-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Gilmore Bcstg. Corp., 1928 W. 13th St., Joplin, MO 64801.

**Studio:** 1928 W. 13th St., Joplin, MO 64801.

**Telephone:** 417-623-7260. **TWX:** 910-774-4516.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"  
Longitude 94° 32' 10"

**Transmitter:** 1928 W. 13th St.

**News Service:** AP.

**AM Affiliate:** KODE, 1-kw (0.25-kw night), 1230 kHz (CBS).

**Satellite Earth Station:** ADM, 6-meter; Drake receivers.

**Ownership:** James S. Gilmore Jr. He also owns WEHT(TV), Evansville, IN; WREX-TV, Rockford, IL; WWSA & WQPO (FM), Harrisonburg, VA.

**Began Operation:** Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (*Television Digest*, Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kirkland & Ellis.

**Personnel:**

DOUGLAS PADGETT, general manager.  
RANDY COLLARD, general sales manager.  
GLEN VALENTA, chief engineer.  
KEN CROWE, community affairs director.  
BILL ACKER, operations manager.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (July 10, 1984): \$250.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	32,600	31,900	98
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,800	6,700	99
	Cherokee	8,800	8,700	99
	Crawford	15,800	15,600	99
	Labette	10,000	9,800	98
	Neosho	7,300	7,200	99
	Wilson	4,900	4,800	98
	<b>MISSOURI</b>			
	Barry	9,900	9,700	98
	Barton	4,800	4,700	98
	Dade	3,200	3,100	97
	Jasper	35,000	34,500	99
	Lawrence	11,400	11,200	98
	Mc Donald	5,900	5,800	98
	Newton	16,100	15,900	99



**For Arbitron Market Rankings, see page 1**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
	Ottawa	12,800	12,700	99
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Washington	39,200	38,300	98
	<b>KANSAS</b>			
	Montgomery	17,200	16,900	98
	Woodson	1,800	1,800	97
<b>MISSOURI</b>	Cedar	5,100	5,000	98
	St Clair	3,400	3,300	97
	<b>OKLAHOMA</b>			
	Delaware	9,800	9,500	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Carroll	7,000	6,900	98
	Madison	4,400	4,200	95
	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Coffey	3,900	3,800	97
	Linn	3,400	3,300	97
<b>OKLAHOMA</b>				
	Craig	5,500	5,400	98
	Nowata	4,700	4,600	99
<b>Station Totals</b>		<b>308,000</b>	<b>302,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>183,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>101,600</b>	

# Missouri—Joplin

**KSNF**

Ch. 16

**Network Service:** NBC.

**Licensee:** Kansas State Network Inc., Box 1393, Joplin, MO 64801.

**Studio:** 1502 Cleveland St., Joplin, MO 64801.

**Telephone:** 417-781-2345. **TWX:** 910-774-4520.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 2600-kw visual, 260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level.

Latitude 37° 04' 33"  
Longitude 94° 33' 16"

**Transmitter:** 1502 Cleveland Ave.

**News Services:** AP, NBC, KSN.

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

**Ownership:** Standard Communications. For other interests, see KUTV, Salt Lake City, UT.

**Began Operation:** Sept. 2, 1967. Sale to Kansas State Network by Virginia S. Hickey, et al., approved by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV), Wichita, KS.

**Represented (sales):** Katz Television.

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

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- M. L. (MIKE) MITCHELL, vice president & general manager.
- RON BORMASTER, general sales manager.
- WAYNE BOYD, local/regional sales manager.
- RICK CLARK, operations manager.
- SCOTT BINNS, production manager.
- MELVIN BROOKS, chief engineer.

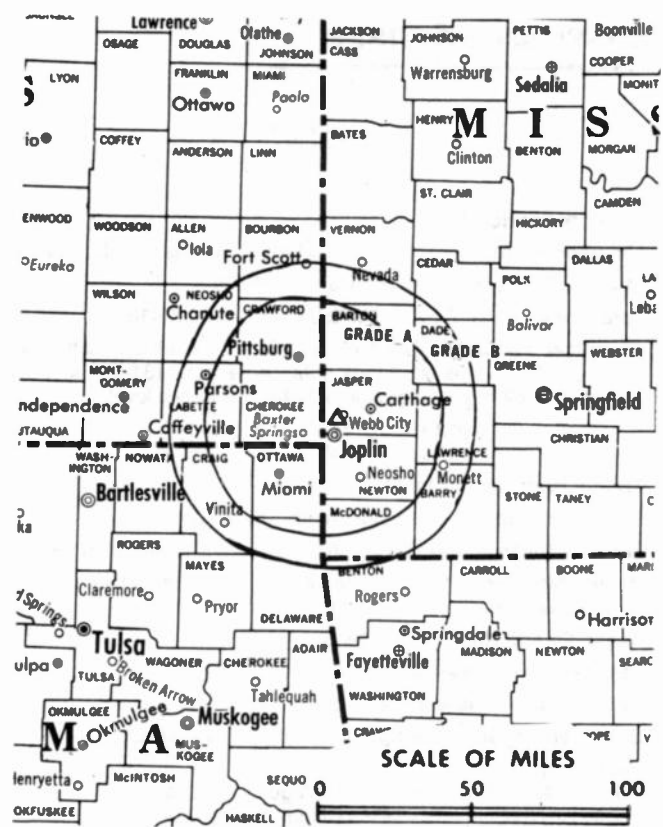
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (July 9, 1984): \$600.

**NETWORK BASE HOURLY RATE:** \$875.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 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	32,600	31,900	98
	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,800	6,700	99
	Cherokee	8,800	8,700	99
	Crawford	15,800	15,600	99
	Labette	10,000	9,800	98
	Neosho	7,300	7,200	99
	Wilson	4,900	4,800	98
	<b>MISSOURI</b>			
	Barton	4,800	4,700	98
	Jasper	35,000	34,500	99
	Mc Donald	5,900	5,800	98
	Newton	16,100	15,900	99
	Vernon	7,700	7,500	97
	<b>OKLAHOMA</b>			
Ottawa	12,800	12,700	99	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Montgomery	17,200	16,900	98
	Woodson	1,800	1,800	97
<b>MISSOURI</b>				
Lawrence	11,400	11,200	98	



KSNF BPCT-81061SLC Granted 9/10/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Delaware	9,800	9,500	97
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Elk	1,700	1,700	100
<b>MISSOURI</b>	Barry	9,900	9,700	98
	Cedar	5,100	5,000	98
	Dade	3,200	3,100	97
	<b>OKLAHOMA</b>			
Craig	5,500	5,400	98	
Nowata	4,700	4,600	99	

<b>Station Totals</b>	<b>247,400</b>	<b>243,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>	<b>158,400</b>		
<b>Average Daily Circulation (1984)</b>	<b>96,600</b>		

*Media Brokerage Specialist  
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**Ted Hepburn, President   Todd Hepburn, Vice-President**  
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

# Missouri—Kansas City

## KCTV

Ch. 5

**Network Service:** CBS.

**Licensee:** Meredith Corp., 125 E. 31st St., Kansas City, MO 64108.

**Studio:** 4500 Johnson Dr., Fairway, KS 66205.

**Telephone:** 913-677-5555. **TWX:** 910-743-4180 & 4181.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"

Longitude 94° 34' 59"

**Transmitter:** 125 E. 31st St.

**News Services:** CNN Headline News, Newscope.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**Ownership:** Meredith Corp., Des Moines, IA. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 27, 1953.

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

PHILIP A. JONES, vice president & general manager.

PAT NORTH, general sales manager.

ED BRADLEY, national sales manager.

JOE SNELSON, director of engineering.

ERWIN PARTHE, program director.

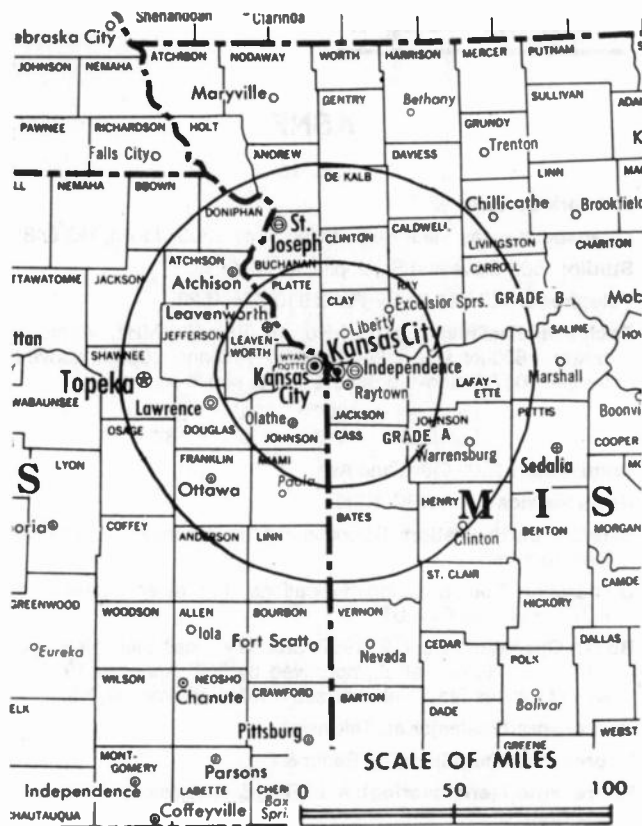
JIM OVERBAY, news director.

DUKE URIDGE, promotion director.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Bourbon	6,800	6,700	99
	Brown	5,000	4,900	98
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,300	98
	Franklin	8,700	8,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Linn	3,400	3,300	97
	Miami	8,100	8,000	99
	Osage	6,000	5,900	98
	Saline	19,500	19,200	98
	Shawnee	61,500	60,800	99
	Wyandotte	63,600	62,900	99
	<b>MISSOURI</b>	Andrew	5,300	5,200
Bates		6,100	6,000	98
Buchanan		33,500	33,000	99
Caldwell		3,300	3,300	100
Carroll		4,800	4,700	98
Cass		19,200	19,000	99
Clay		53,300	52,900	99
Clinton		6,200	6,100	98
Daviess		3,600	3,500	97
De Kalb		3,100	3,000	97
Gentry		3,100	3,000	97
Grundy		4,900	4,800	98
Henry		7,900	7,700	97
Holt		2,800	2,700	96
Jackson		243,700	240,500	99
Johnson		13,400	13,200	99
Lafayette		11,500	11,300	98



KCTV BMPCT:2317 Granted 10/26/54

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Linn	6,500	6,400	98
	Livingston	6,300	6,200	98
	Nodaway	8,100	8,000	99
	Pettis	14,200	13,900	98
	Platte	18,600	18,400	99
	Ray	8,200	8,100	99
	Saline	9,800	9,600	98
Worth	1,200	1,200	100	

<b>KANSAS</b>				
<b>Between 25-49%</b>	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Geary	10,300	10,200	99
	Neosho	7,300	7,200	99
	Pottawatomie	6,000	5,900	98
	Riley	20,700	20,300	98

<b>MISSOURI</b>				
Adair	9,500	9,400	99	
Benton	5,200	5,000	96	
Chariton	4,100	4,000	98	
Harrison	4,300	4,200	98	
Randolph	9,800	9,600	98	
St Clair	3,400	3,300	97	
Vernon	7,700	7,500	97	

<b>NEBRASKA</b>				
Richardson	4,500	4,400	98	

<b>KANSAS</b>				
<b>Between 5-24%</b>	Coffey	3,900	3,800	97
	Crawford	15,800	15,600	99
	Dickinson	8,000	7,900	99
	Lyon	13,900	13,600	98
	Morris	2,600	2,500	96
	Nemaha	4,100	4,000	98
	Russell	3,600	3,500	97
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,800	97

(Continued on page 562)

<b>Station Totals</b>	<b>1,038,900</b>	<b>1,024,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>769,400</b>
<b>Average Daily Circulation (1984)</b>			<b>451,500</b>

# Missouri—Kansas City

## KEKR-TV

Ch. 62

**Network Service:** None, independent.

**Licensee:** Channel 62 Partnership, Osborne Office Center, Chattanooga, TN 37411.

**Studio:** 2111 Blue Summit Dr., Kansas City, MO 64126.

**Telephone:** 816-254-6262.

**Technical Facilities:** Channel No. 62 (758-764 MHz). Authorized power: 1868-kw max. & 110-kw horizontal visual, 186.8-kw max. & 11-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1225-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 59"  
Longitude 94° 28' 49"

Requests CP for change to 1660-kw max. visual, 166-kw max. aural, 1120-ft. above av. terrain, 1142-ft. above ground, 1969-ft. above sea level. BMPCT-840224KE.

**Transmitter:** 21st St. & Stark Ave..

**News Service:** AP.

**Satellite Earth Stations:** Harris.

**Ownership:** Media Central Inc., gen. partner, 60%; Choice Channel of Kansas City Inc., gen. partner, 40%. For Media Central ownership & other interests, see WOAC(TV), Canton, OH. Choice Channel ownership: Edward D. Schneiderman, pres., 37.5%; Joseph M. Bernstein, v.p.; Debra L. Slotnick, 25%; David L. Block, 25%; Marvin L. Zembrosky, 12.5%.

**Began Operation:** Dec. 7, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

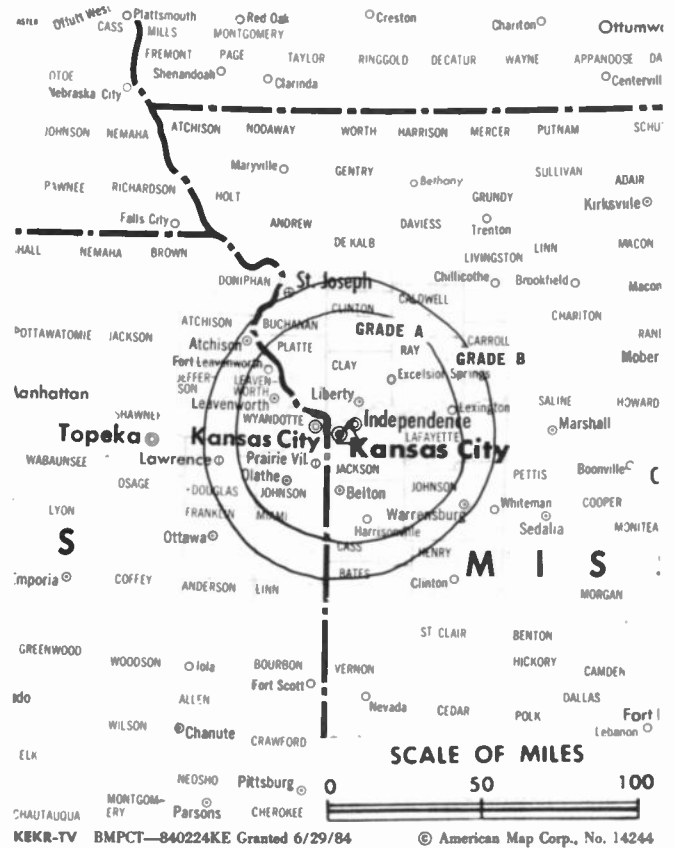
JOHN M. FIGNAR, general manager.  
GENE CLESS, program & promotion manager.  
REBECCA RUCKER, production director.  
C. LEE MALLORY, local sales manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Wyandotte	63,600	62,900	99



KEKR-TV BMPCT-840224KE Granted 6/29/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Carroll	4,800	4,700	98
	Cass	19,200	19,000	99
	Clay	53,300	52,900	99
	Jackson	243,700	240,500	99
	Johnson	13,400	13,200	99
	Ray	8,200	8,100	99

<b>Station Totals</b>	<b>526,500</b>	<b>520,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>47,100</b>
<b>Average Daily Circulation (1984)</b>			<b>17,100</b>

**Robert W. Rounsaville & Associates**  
**MEDIA BROKERS AND CONSULTANTS**  
 ATLANTA: 1-800-531-1500 ORLANDO: 1-800-328-3500



# Missouri—Kansas City

## KMBC-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

**Studio:** 1049 Central St., Kansas City, MO 64105.

**Telephone:** 816-221-9999. **TWX:** 910-771-3138.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"  
Longitude 94° 30' 57"

**Transmitter:** 23rd & Topping.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale and WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (**Television Digest**, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961. Sale to present owner by Metromedia approved by FCC April 1, 1982 (Vol. 21:37; 22:14).

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

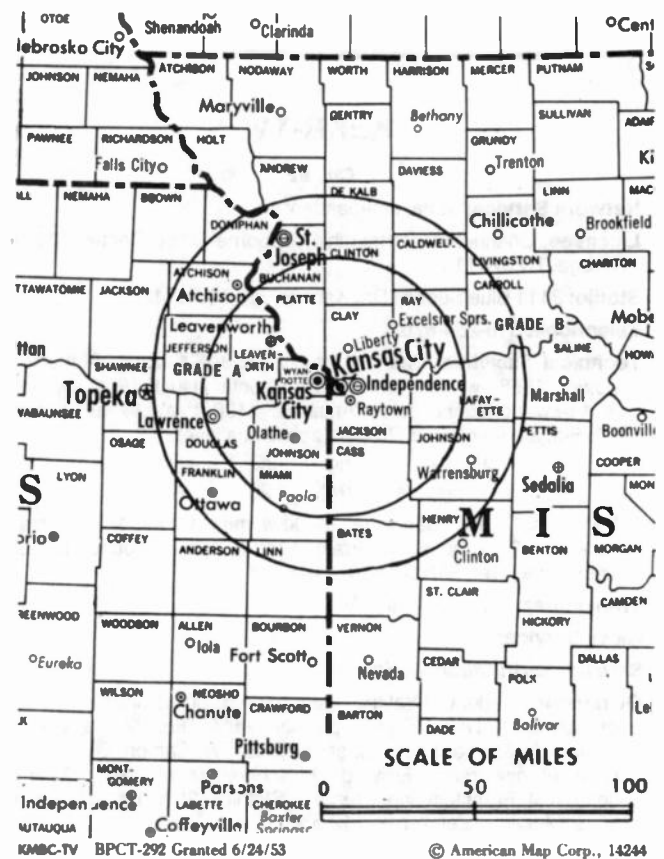
### Personnel:

R. KENT REPLOGLE, vice president & general manager.  
BILL LIND, general sales manager.  
CHERYL CRAIGIE-PARKER, local sales manager.  
JOE TODARO, promotion manager.  
DEBORAH McDERMOTT, program director.  
GERALD GOLDEN, business manager.  
MICHAEL SULLIVAN, news director.  
WALLY WURZ, chief engineer.  
EVA PINON, traffic/computer operations manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Coffey	3,900	3,800	97
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,300	98
	Franklin	8,700	8,600	99
	Geary	10,300	10,200	99
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Linn	3,400	3,300	97
	Miami	8,100	8,000	99
	Neosho	7,300	7,200	99
	Osage	6,000	5,900	98
	Riley	20,700	20,300	98
	Saline	19,500	19,200	98
	Shawnee	61,500	60,800	99
Wyandotte	63,600	62,900	99	
<b>MISSOURI</b>	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	33,500	33,000	99
	Caldwell	3,300	3,300	100
	Carroll	4,800	4,700	98
	Cass	19,200	19,000	99
	Clay	53,300	52,900	99
	Clinton	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Daviess	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Grundy	4,900	4,800	98
	Henry	7,900	7,700	97
	Jackson	243,700	240,500	99
	Johnson	13,400	13,200	99
	Lafayette	11,500	11,300	98
	Livingston	6,300	6,200	98
	Pettis	14,200	13,900	98
	Platte	18,600	18,400	99
	Ray	8,200	8,100	99
	St. Clair	3,400	3,300	97
Saline	9,800	9,600	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Bourbon	6,800	6,700	99
	Brown	5,000	4,900	98
	Clay	4,100	4,000	98
	Cloud	4,800	4,700	98
	Dickinson	8,000	7,900	99
	Ellis	10,000	9,900	99
	Lyon	13,900	13,600	98
	Pottawatomie	6,000	5,900	98
<b>MISSOURI</b>	Benton	5,200	5,000	96
	Chariton	4,100	4,000	98
	Cole	21,600	21,400	99
	Gentry	3,100	3,000	97
	Harrison	4,300	4,200	98
	Holt	2,800	2,700	96
	Linn	6,500	6,400	98
	Randolph	9,800	9,600	98
	Vernon	7,700	7,500	97
	Worth	1,200	1,200	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
Fremont	3,600	3,600	100	

(Continued on page 562)

<b>Station Totals</b>	1,112,100	1,096,600	98
<b>Net Weekly Circulation (1984)</b>			785,900
<b>Average Daily Circulation (1984)</b>			458,600

# Missouri—Kansas City

## KSHB-TV

Ch. 41

**Network Service:** None, independent.

**Licensee:** Scripps-Howard Broadcasting Co., 4720 Oak St., Kansas City, MO 64112.

**Studio:** 4720 Oak St., Kansas City, MO 64112.

**Telephone:** 816-753-4141.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

**Transmitter:** 3017 Belleview, Kansas City.

**News Service:** UPI.

**Satellite Earth Station:** Microwave General, 6-meter; Scientific-Atlanta receivers.

**Ownership:** Scripps-Howard Bcstg. Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (*Television Digest*, Vol. 16:50; 17:38).

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Paul Godley Co.

### Personnel:

BOB WORMINGTON, vice president & general manager.

STUART POWELL, assistant general manager.

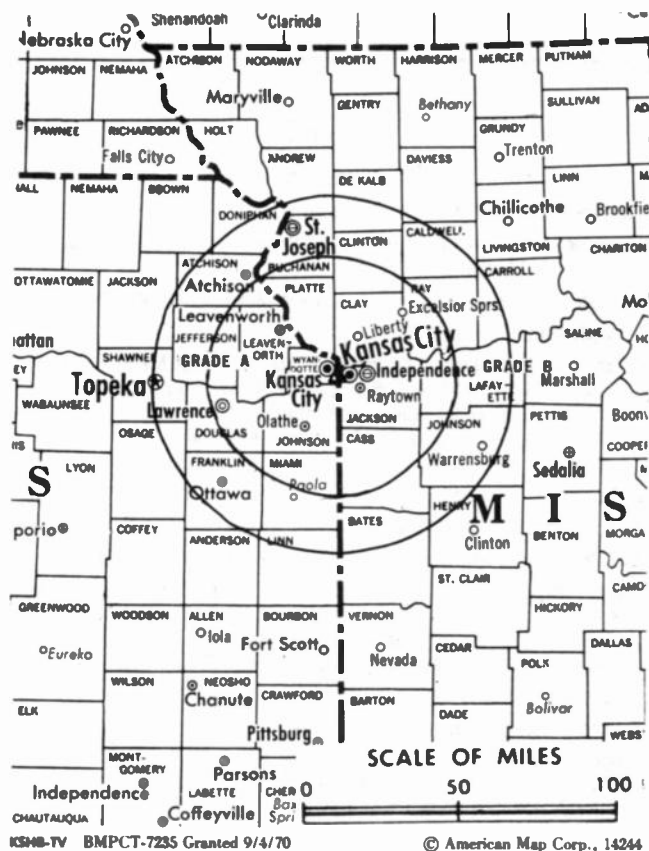
PETER BRAKE, general sales manager.

HAROLD DeGOOD, chief engineer.

**Highest 30 Sec. Rate:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Douglas	25,800	25,300	98
	Edwards	1,700	1,700	100
	Ellis	10,000	9,900	99
	Franklin	8,700	8,600	99
	Geary	10,300	10,200	99
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Miami	8,100	8,000	99
	Riley	20,700	20,300	98
	Saline	19,500	19,200	98
	Shawnee	61,500	60,800	99
	Wyandotte	63,600	62,900	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Bates	6,100	6,000	98
	Buchanan	33,500	33,000	99
	Cass	19,200	19,000	99
	Clay	53,300	52,900	99
Clinton	6,200	6,100	98	
De Kalb	3,100	3,000	97	
Jackson	243,700	240,500	99	
Johnson	13,400	13,200	99	
Lafayette	11,500	11,300	98	
Platte	18,600	18,400	99	
Ray	8,200	8,100	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Montgomery	5,400	5,300	98
Union	5,600	5,500	98	
<b>KANSAS</b>				
Allen	6,300	6,200	98	



KSHB-TV BNPCT-7235 Granted 9/4/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ANDERSON</b>	3,300	3,200	97
	Atchison	6,500	6,400	98
	Barber	2,600	2,500	96
	Barton	12,500	12,400	99
	Bourbon	6,800	6,700	99
	Clay	4,100	4,000	98
	Coffey	3,900	3,800	97
	Dickinson	8,000	7,900	99
	Doniphan	3,400	3,300	97
	Jackson	4,500	4,400	98
	Linn	3,400	3,300	97
	Lyon	13,900	13,600	98
	Mitchell	3,400	3,300	97
	Neosho	7,300	7,200	99
	Osage	6,000	5,900	98
	Pawnee	3,200	3,200	98
	Pratt	4,300	4,200	98
	Sedgwick	146,800	145,400	99
	Wilson	4,900	4,800	98
	<b>MISSOURI</b>			
Adair	9,500	9,400	99	
Boone	39,100	38,500	98	
Caldwell	3,300	3,300	100	
Carroll	4,800	4,700	98	
Daviess	3,600	3,500	97	
Grundy	4,900	4,800	98	
Henry	7,900	7,700	97	
Linn	6,500	6,400	98	
Livingston	6,300	6,200	98	
Pettis	14,200	13,900	98	
Randolph	9,800	9,600	98	
St. Clair	3,400	3,300	97	
Saline	9,800	9,600	98	
Vernon	7,700	7,500	97	
Worth	1,200	1,200	100	
<b>NEBRASKA</b>				
Lancaster	77,400	76,600	99	

(Continued on page 562)

<b>Station Totals</b>	<b>1,860,800</b>	<b>1,836,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>771,600</b>	
<b>Average Daily Circulation (1984)</b>		<b>365,600</b>	

# Missouri—Kansas City

## KYFC

Ch. 50

**Network Service:** None, independent.

**Licensee:** Kansas City Youth for Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Studio:** 4715 Rainbow Blvd., Shawnee Mission, KS 66205.

**Telephone:** 913-262-1700.

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1170-kw max. & 678-kw horizontal visual, 117-kw max. & 67.6-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 02' 36"  
Longitude 94° 36' 40"

**Transmitter:** 6309 E. 56th St.

**Satellite Earth Station:** Andrew, 5-meter; Harris receivers.

**Ownership:** Non-stock, non-profit corp. Officers: Dr. Al Metsker, exec. dir.; J. Mark Armstrong, Josiah E. Smith, Donald E. Land, Roy M. Adams, Thomas L. Gaskell, Lowell L. Metsker, David R. Heinke, Fred C. Riley, Gayle Ludwig & Bob Schmid, dirs.

**Began Operation:** Dec. 15, 1978.

**Represented (legal):** Kirkland & Ellis.

**Personnel:**

DR. AL METSKER, executive director.  
DAVID LEWIS, general manager.  
RAY BISHOP, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Brown	5,000	4,900	98
	Jefferson	5,700	5,600	98
	Linn	3,400	3,300	97
	Miami	8,100	8,000	99
	<b>MISSOURI</b>			
	Bates	6,100	6,000	98
	Caldwell	3,300	3,300	100
	Carroll	4,800	4,700	98
	Cass	19,200	19,000	99
	Clay	53,300	52,900	99
	Jackson	243,700	240,500	99
Ray	8,200	8,100	99	
<b>Station Totals</b>		<b>364,100</b>	<b>359,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>34,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>11,700</b>	



KYFC BPCT-4950 Granted 4/29/77

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# ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

# Missouri—Kansas City

## WDAF-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Taft Television & Radio Co. Inc., Signal Hill, Kansas City, MO 64108.

**Studio:** Signal Hill, Kansas City, MO 64108.

**Telephone:** 816-753-4567. **TWX:** 910-771-2047.

**Technical Facilities** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

**Transmitter:** Signal Hill.

**AM Affiliate:** WDAF, 5-kw, 610 kHz.

**FM Affiliate:** KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Transmit/receive; 2 Harris, 9-meter; Harris receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (**Television Digest**, Vol. 3:15, 16, 31; 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National Missouri TV Inc. by founding **Kansas City Star** in compliance with govt. anti-trust consent decree approved April 23, 1958 (Vol. 13:47, 48; 14:17).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

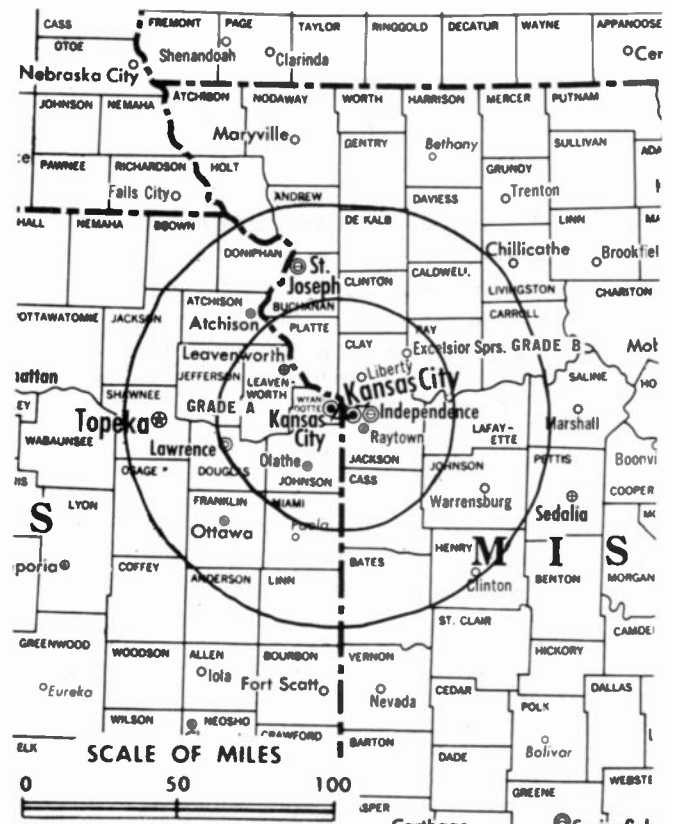
EARL BEALL, vice president & general manager.  
JIM CONSCHAFER, general sales manager.  
BUD TURNER, operations manager.  
JODI DORE, program director.  
CHERYL KERNS, local sales manager.  
MIKE McDONALD, news director.  
THERMAL STEWART, business manager.  
JOHN HALL, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1983): \$3500.

**NETWORK BASE HOURLY RATE:** \$1650.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Anderson	3,300	3,200	97
	Atchison	6,500	6,400	98
	Bourbon	6,800	6,700	99
	Brown	5,000	4,900	98
	Doniphan	3,400	3,300	97
	Douglas	25,800	25,300	98
	Franklin	8,700	8,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,700	5,600	98
	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Linn	3,400	3,300	97
	Miami	8,100	8,000	99
	Osage	6,000	5,900	98
	Saline	19,500	19,200	98
	Shawnee	61,500	60,800	99
	Wyandotte	63,600	62,900	99
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
Bates	6,100	6,000	98	
Buchanan	33,500	33,000	99	
Caldwell	3,300	3,300	100	



WDAF-TV BMPCT-6552 Granted 7/7/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Carroll	4,800	4,700	98
	Cass	19,200	19,000	99
	Clay	53,300	52,900	99
	Clinton	6,200	6,100	98
	Daviess	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Henry	7,900	7,700	97
	Holt	2,800	2,700	96
	Jackson	243,700	240,500	99
	Johnson	13,400	13,200	99
	Lafayette	11,500	11,300	98
	Linn	6,500	6,400	98
	Livingston	6,300	6,200	98
	Nodaway	8,100	8,000	99
	Pettis	14,200	13,900	98
	Platte	18,600	18,400	99
	Ray	8,200	8,100	99
St Clair	3,400	3,300	97	
Saline	9,800	9,600	98	
Worth	1,200	1,200	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Allen	6,300	6,200	98
	Cloud	4,800	4,700	98
	Coffey	3,900	3,800	97
	Ellis	10,000	9,900	99
	Geary	10,300	10,200	99
	Lyon	13,900	13,600	98
	Mitchell	3,400	3,300	97
	Pottawatomie	6,000	5,900	98
	Riley	20,700	20,300	98
<b>MISSOURI</b>				
Adair	9,500	9,400	99	
Atchison	3,300	3,300	100	

(Continued on page 563)

<b>Station Totals</b>	<b>1,022,800</b>	<b>1,008,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>777,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>457,800</b>	



# Missouri—St. Joseph

**KQTV**

Ch. 2

**Network Service:** ABC.

**Licensee:** Elba Development Corp., 311 Ridge Rd. E., Rochester, NY 14621.

**Studio:** 40th & Faraon Sts., St. Joseph, MO 64506.

**Telephone:** 816-364-2222.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"  
Longitude 94° 47' 53"

**Transmitter:** 40th & Faraon Sts.

**News Services:** AP, ABC.

**Satellite Earth Station:** ADM, 6.1-meter; Avcom receivers.

**Ownership:** Fabri Development Corp. Malcolm I. Glazer, pres., 100%. For other interests, see Glazer under Group Ownership of TV Stations.

**Began Operation:** Sept. 13, 1953. Sale to present owner by Amaturo Group approved by FCC Sept. 10, 1979 (**Television Digest**, Vol. 19:24). Previous sale by ISC Industries approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved Aug. 30, 1963 (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

**Represented (sales):** Katz Television.

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

**Represented (engineering):** John H. Mullaney Consulting Radio Engineers Inc.

**Personnel:**

GEORGE LOAR, senior vice president & general manager.  
MARK PRATHER, vice president & general sales manager.  
RANDY PARLETT, news director.  
MEL CLARK, director of engineering.

**Highest 30 Sec. Rate** (Jan. 1, 1983): \$600.

**NETWORK BASE HOURLY RATE:** \$628.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>			
	Atchison	6,500	6,400	98
	Brown	5,000	4,900	98
	Doniphan	3,400	3,300	97
	Jackson	4,500	4,400	98
	Nemaha	4,100	4,000	98
	<b>MISSOURI</b>			
	Andrew	5,300	5,200	98
	Atchison	3,300	3,300	100
	Buchanan	33,500	33,000	99
	Daviess	3,600	3,500	97
	De Kalb	3,100	3,000	97
	Gentry	3,100	3,000	97
	Grundy	4,900	4,800	98
	Harrison	4,300	4,200	98
	Holt	2,800	2,700	96
	Nodaway	8,100	8,000	99
Worth	1,200	1,200	100	



KQTV BPCT-2219 Granted 12/4/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Richardson	4,500	4,400	98
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Jefferson	5,700	5,600	98
	<b>MISSOURI</b>			
	Caldwell	3,300	3,300	100
Clinton	6,200	6,100	98	
Livingston	6,300	6,200	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Decatur	3,500	3,400	97
	Taylor	3,300	3,200	97
Union	5,600	5,500	98	
<b>KANSAS</b>	Johnson	108,100	107,500	99
	Leavenworth	18,000	17,800	99
	Marshall	5,200	5,100	98
	Miami	8,100	8,000	99
	Pottawatomie	6,000	5,900	98
	Shawnee	61,500	60,800	99
	<b>MISSOURI</b>			
	Carroll	4,800	4,700	98
	Mercer	1,900	1,800	95
	Platte	18,600	18,400	99
Ray	8,200	8,100	99	
Saline	9,800	9,600	98	
Sullivan	3,000	2,900	97	
<b>NEBRASKA</b>				
Pawnee	1,600	1,600	100	
<b>Station Totals</b>		<b>389,900</b>	<b>384,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>124,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>64,500</b>	

# Missouri—St. Louis

## KDNL-TV

Ch. 30

**Network Service:** None, independent.

**Licensee:** Miami Valley Broadcasting Corp.

**Studio:** 1215 Cole St., St. Louis, MO 63106.

**Telephone:** 314-436-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 2190-kw max. & 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"  
Longitude 90° 19' 43"

**Transmitter:** Kenrick Seminary Grounds, Shrewsbury, MO.

**News Service:** UPI.

**Satellite Earth Stations:** 2 Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Miami Valley Bcstg. Corp., subsidiary of Cox Communications Inc. See Group Ownership of TV Stations.

**Began Operation:** June 8, 1969. Sale to present owner by Evans Bcstg. approved by FCC Nov. 25, 1981 (*Television Digest*, Vol. 21:10).

**Represented (sales):** MMT Sales Inc.

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

**Represented (engineering):** Cohen & Dippell.

### Personnel:

WILLIAM VIANDS, vice president & general manager.

JOHN McELFRESH, general sales manager.

JIM WITHERS, operations manager.

GENE FAULKNER, chief engineer.

DAVID SULLIVAN, program director.

PAUL KLICK, promotion manager.

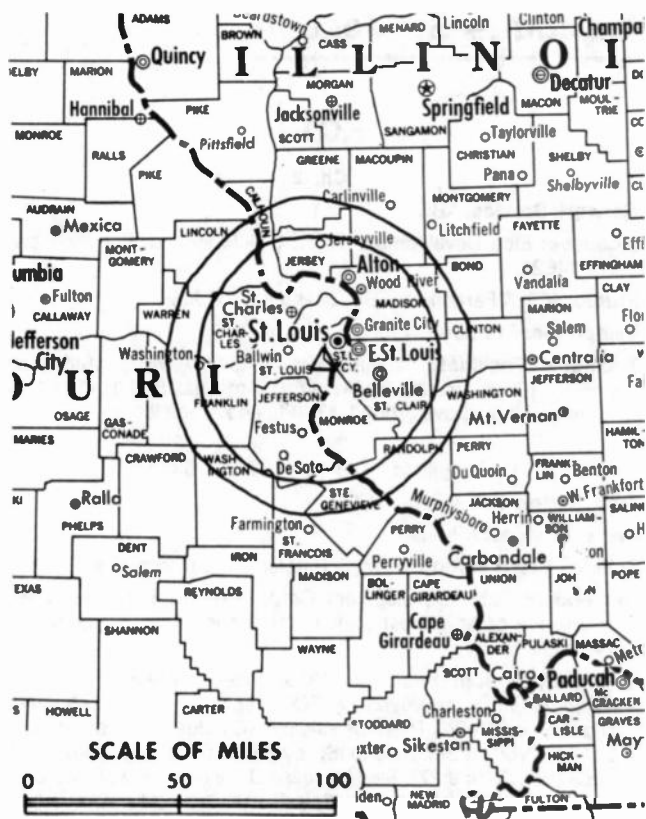
WILMA MATTA, business manager.

ANNINA KRAMER, traffic manager.

**Highest 30 Sec. Rate** (May 1, 1984): \$600.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Madison	90,400	89,100	99
	Monroe	7,200	7,100	98
	St Clair	91,200	89,500	98
	<b>MISSOURI</b>			
	St Charles	54,600	54,100	99
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Calhoun	2,100	2,000	95
	Clinton	11,600	11,400	98
	Greene	6,200	6,100	98
	Jersey	7,100	6,900	97
	Macoupin	19,200	18,800	98
	Marion	17,200	16,800	98
	Montgomery	12,200	11,900	98
	Randolph	12,300	12,000	98
	Washington	5,900	5,700	97
	<b>MISSOURI</b>			
	Crawford	7,100	6,800	96



KDNL-TV BPCT-790629KI Granted 10/30/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Franklin	26,400	26,100	99
	Jefferson	53,100	52,600	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Marion	11,000	10,900	99
	Montgomery	4,300	4,200	98
	Phelps	12,200	11,800	97
	St Francois	16,400	16,100	98
	St Louis	528,900	522,800	99
	Warren	5,800	5,700	98
Washington	6,500	6,400	98	
<b>ILLINOIS</b>	<b>Between 5-24%</b>			
	Bond	6,100	5,900	97
	Fayette	8,300	8,000	96
	Jefferson	15,100	14,600	97
	Morgan	14,200	13,800	97
	Perry	8,400	8,200	98
	Scott	2,300	2,300	100
<b>MISSOURI</b>	Audrain	10,100	10,000	99
	Bollinger	4,000	3,900	98
	Callaway	11,700	11,500	98
	Gasconade	5,400	5,300	98
	Perry	6,100	6,000	98
	Pike	6,300	6,200	98
	Ste Genevieve	5,500	5,400	98
	Wayne	4,800	4,600	96
<b>Station Totals</b>		<b>1,129,900</b>	<b>1,113,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>508,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>204,500</b>	

# Missouri—St. Louis

## KMOX-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** CBS Inc., One Memorial Dr., St. Louis, MO 63102.

**Studio:** One Memorial Dr., St. Louis, MO 63102.

**Telephone:** 314-621-2345. **TWX:** 910-761-1024.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

**AM Affiliate:** KMOX, 50-kw, 1120 kHz.

**FM Affiliate:** KMOX-FM, 47-kw, 103.3 MHz (No. 277), 900-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Common Carrier.

**Ownership:** CBS Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (*Television Digest*, Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

**Represented (sales):** CBS Television Stations National Sales.

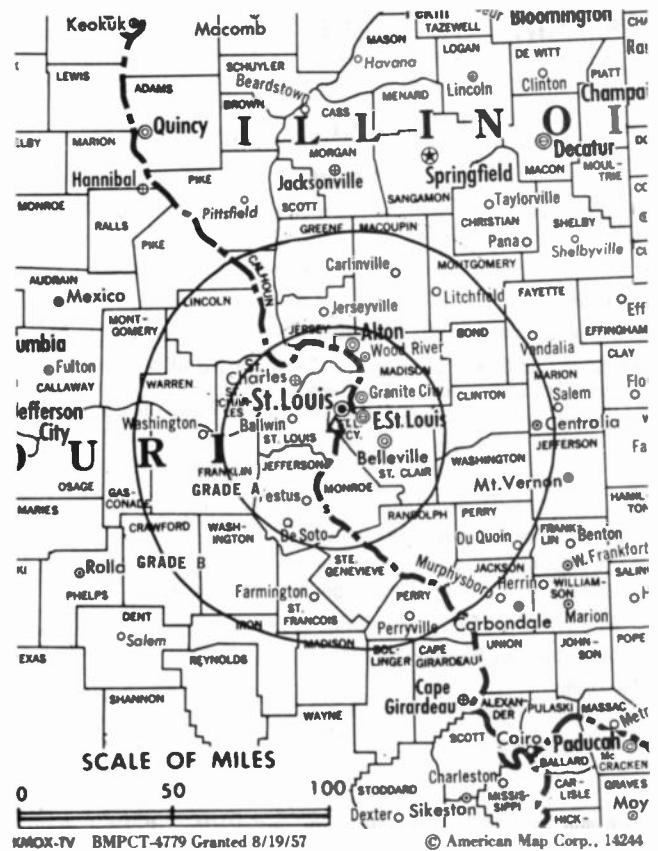
### Personnel:

ALLAN COHEN, vice president & general manager.  
ROBERT FINKEL, director of planning & administration  
KYOKO HIRANO-O'NEILL, director, sales.  
JOHN LEE, general sales manager.  
CATHY O'MAHONEY, national sales manager.  
JEFF MacDOUGALL, retail sales manager.  
FRED BURROWS, director of news.  
KERRY GARCIA, broadcast services manager.  
DON MERL, director of broadcasting.  
MICHAEL NOVAK, director of business affairs.  
WALLY WESLEY, director of technical operations.  
JIM ROTHSCHILD, director of creative services.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,600	11,400	98
	Fayette	8,300	8,000	96
	Greene	6,200	6,100	98
	Jefferson	15,100	14,600	97
	Jersey	7,100	6,900	97
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marion	17,200	16,800	98
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St. Clair	91,200	89,500	98
	Washington	5,900	5,700	97
	<b>MISSOURI</b>			
	Crawford	7,100	6,800	96
Dent	5,800	5,500	95	
Franklin	26,400	26,100	99	
Gasconade	5,400	5,300	98	



KMOX-TV BMPCT-4779 Granted 8/19/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iron	4,100	4,000	98
	Jefferson	53,100	52,600	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Pike	6,300	6,200	98
	St. Charles	54,600	54,100	99
	Ste Genevieve	5,500	5,400	98
	St. Francois	16,400	16,100	98
	St. Louis	528,900	522,800	99
	Warren	5,800	5,700	98
Washington	6,500	6,400	98	

<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Scott	2,300	2,300	100
	<b>MISSOURI</b>			
	Butler	14,900	14,500	97
Montgomery	4,300	4,200	98	
Perry	6,100	6,000	98	
Phelps	12,200	11,800	97	

<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Effingham	11,700	11,300	96
	Franklin	17,900	17,400	97
	Jackson	24,100	23,300	97
	Morgan	14,200	13,800	97
Pike	7,400	7,200	97	

<b>MISSOURI</b>	Audrain	10,100	10,000	99
	Bollinger	4,000	3,900	98
	Boone	39,100	38,500	98
	Callaway	11,700	11,500	98
	Cole	21,600	21,400	99
	Maries	3,000	2,900	97
	Oregon	4,000	3,800	95
	Reynolds	3,000	2,900	97
	Wayne	4,800	4,600	96

<b>Station Totals</b>	<b>1,275,500</b>	<b>1,254,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>960,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>607,800</b>	



# Missouri—St. Louis

**KNLC**

**Ch. 24**

**Grantee:** New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

**Studio:** 1411 Locust St., St. Louis, MO 63103.

**Telephone:** 314-436-2424.

**Mailing Address:** Box 924, St. Louis, MO 63188.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1446.7-kw visual, 289.3-kw aural. Antenna: 998-ft. above av. terrain, 732-ft. above ground, 1647-ft. above sea level.

Latitude 38° 21' 40"  
Longitude 90° 32' 58"

**Transmitter:** Mt. Olive School Rd., House Springs.

**Network Service:** None, independent.

**Ownership:** Non-profit corp. Officers: Rev. Larry Rice, pres.; Rev. Ray Redlich, v.p.; Rev. Ken Klingerman, secy.-treas.

**Began Operation:** Sept. 12, 1982.

**Represented (legal):** John Midlen.

**Personnel:**

JIM BARNES, general manager.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Monroe	7,200	7,100	98
	<b>MISSOURI</b>			
	Franklin	26,400	26,100	99
	Montgomery	4,300	4,200	98
	Perry	6,100	6,000	98
<b>Station Totals</b>		<b>44,000</b>	<b>43,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>34,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,700</b>	



Did you read  
**Television Digest**  
this week?

# Missouri—St. Louis

## KPLR-TV

Ch. 11

**Licensee:** Koplars Communications Inc., 220 Kingshighway Blvd.

**Studio:** 4935 Lindell Blvd., St. Louis, MO 63108.

**Telephone:** 314-367-7211. **TWX:** 910-761-1093.

**Business Office:** 4935 Lindell Blvd. 63108.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** Reavis Barracks Rd. & Ave. H, Lemay, MO.

**News Services:** AP, INDX, CNN, UPI.

**Satellite Earth Stations:** Transmit/receive; Harris, 9-meter; Rohr & Simulsat, 11-meter.

**Network Service:** None, independent.

**Ownership:** Koplars Enterprises Inc., 100%. Harold Koplars, pres., 100%. Also owns KRBK-TV, Sacramento, CA & is applicant for Ch. 15, Omaha, NE.

**Began Operation:** April 28, 1959.

**Represented (sales):** TeleRep Inc..

**Represented (legal):** Koteen & Naftalin.

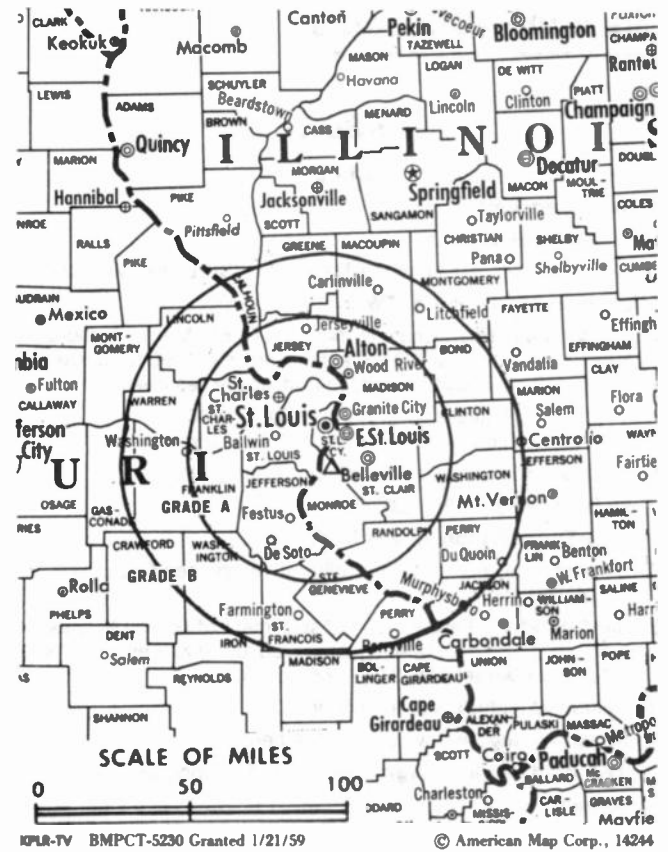
### Personnel:

- TED KOPLAR, president.
- BARRY BAKER, vice president & general manager.
- LARRY MARCUS, vice president of business affairs.
- JIM WRIGHT, vice president of operations.
- TERRY BROWN, director of sales.
- GREGG FILANDRINOS, national sales manager.
- HAL CAPRON, local sales manager.
- TIM MCKERNAN, retail sales manager.
- ED MERRITT, chief engineer.
- HOWARD STEVENS, director of programming.
- JIM WINKLE, production manager.
- GIL ENGLER, news director.
- JIM MINTON, director of design.
- JAN PENDLETON, traffic manager.

**Highest 30 Sec. Rate:** \$1100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,600	11,400	98
	Fayette	8,300	8,000	96
	Greene	6,200	6,100	98
	Jefferson	15,100	14,600	97
	Jersey	7,100	6,900	97
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marion	17,200	16,800	98
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Morgan	14,200	13,800	97
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St Clair	91,200	89,500	98
	Scott	2,300	2,300	100
	Washington	5,900	5,700	97
<b>MISSOURI</b>	Crawford	7,100	6,800	96
	Franklin	26,400	26,100	99
	Gasconade	5,400	5,300	98
	Iron	4,100	4,000	98
	Jefferson	53,100	52,600	99
	Lincoln	8,200	8,100	99
Madison	4,500	4,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montgomery	4,300	4,200	98
	Pike	6,300	6,200	98
	St Charles	54,600	54,100	99
	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,100	98
	St Louis	528,900	522,800	99
	Warren	5,800	5,700	98
Washington	6,500	6,400	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Adams	27,100	26,700	99
	Christian	14,000	13,700	98
	Clay	6,100	5,800	95
	Effingham	11,700	11,300	96
	Franklin	17,900	17,400	97
	Jackson	24,100	23,300	97
	Macon	50,100	49,200	98
	Pike	7,400	7,200	97
	Richland	7,000	6,800	97
Sangamon	72,300	70,600	98	
Williamson	23,200	22,600	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>	Audrain	10,100	10,000	99
	Butler	14,900	14,500	97
	Callaway	11,700	11,500	98
	Cape Girardeau	22,700	22,300	98
	Cole	21,600	21,400	99
	Dent	5,800	5,500	95
	Marion	11,000	10,900	99
	Perry	6,100	6,000	98
	Phelps	12,200	11,800	97
	Randolph	9,800	9,600	98
	Reynolds	3,000	2,900	97
Scott	15,100	14,900	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
Lee	16,100	15,900	99	

(Continued on page 563)

<b>Station Totals</b>	<b>1,566,100</b>	<b>1,539,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>948,900</b>
<b>Average Daily Circulation (1984)</b>			<b>505,700</b>

# Missouri—St. Louis

**KSDK**

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia Inc.

**Studio:** Television Plaza, 1000 Market St., St. Louis, MO 63101.

**Telephone:** 314-421-5055. **TWX:** 910-761-1037.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

**Transmitter:** 6871 Heege Rd., St. Louis County, MO.

**News Services:** AP, UPI, NBC.

**Satellite Earth Station:** Anixter-Mark; 5-meter.

**Ownership:** Multimedia Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 8, 1947. Assignment of license to present owner by Pulitzer Publishing approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8).

**Represented (sales):** Katz Television.

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

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

**Personnel:**

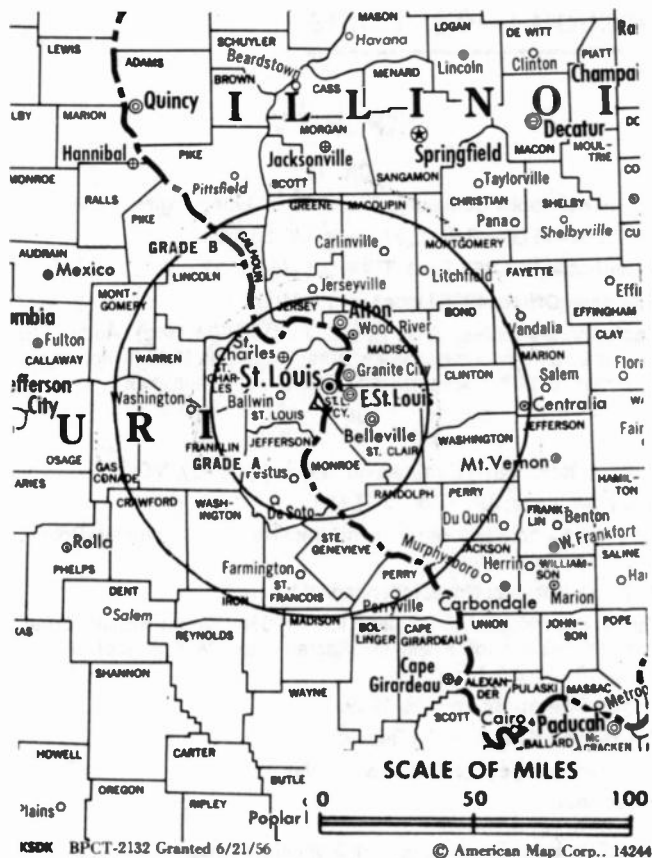
- WILLIAM L. BOLSTER, vice president & general manager.
- REBECCA GOODRUM, program director.
- EUNICE BECKWITH, manager, community affairs.
- ANTHONY E. BELLO, general sales manager.
- GREGORY STRAUSSER, national sales manager.
- FRANK L. WYCHE, local sales manager.
- DON WELLS, director, advertising & promotion.
- BARBARA BOWERS, public relations.
- LEIGH ANNE VOLAS, director of news.
- EUGENE HILL, director of engineering.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$2350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,600	11,400	98
	Fayette	8,300	8,000	96
	Greene	6,200	6,100	98
	Jefferson	15,100	14,600	97
	Jersey	7,100	6,900	97
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marion	17,200	16,800	98
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
	St. Clair	91,200	89,500	98
	Washington	5,900	5,700	97
	<b>MISSOURI</b>			
	Crawford	7,100	6,800	96
	Dent	5,800	5,500	95
Franklin	26,400	26,100	99	
Gasconade	5,400	5,300	98	
Iron	4,100	4,000	98	
Jefferson	53,100	52,600	99	
Lincoln	8,200	8,100	99	
Madison	4,500	4,400	98	
Montgomery	4,300	4,200	98	
Perry	6,100	6,000	98	
Pike	6,300	6,200	98	
St. Charles	54,600	54,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ste Genevieve	5,500	5,400	98
	St. Francois	16,400	16,100	98
	St. Louis	528,900	522,800	99
	Warren	5,800	5,700	98
	Washington	6,500	6,400	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Clay	6,100	5,800	95
	Jackson	24,100	23,300	97
	Morgan	14,200	13,800	97
	Pike	7,400	7,200	97
Scott	2,300	2,300	100	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>	Audrain	10,100	10,000	99
	Butler	14,900	14,500	97
	Cole	21,600	21,400	99
	Marion	11,000	10,900	99
	Phelps	12,200	11,800	97
	Randolph	9,800	9,600	98
Reynolds	3,000	2,900	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
Lee	16,100	15,900	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>	Adams	27,100	26,700	99
	Brown	2,100	2,000	95
	Christian	14,000	13,700	98
	Effingham	11,700	11,300	96
	Franklin	17,900	17,400	97
	Williamson	23,200	22,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>	Bollinger	4,000	3,900	98
	Boone	39,100	38,500	98
	Callaway	11,700	11,500	98
	Maries	3,000	2,900	97
	Osage	4,100	4,000	98
	Pulaski	10,400	10,200	98
	Ralls	3,500	3,500	100
	Stoddard	11,300	11,100	98
	Wayne	4,800	4,600	96

<b>Station Totals</b>	<b>1,410,200</b>	<b>1,387,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>997,100</b>
<b>Average Daily Circulation (1984)</b>			<b>619,400</b>

# Missouri—St. Louis

**KTVI**

**Ch. 2**

**Network Service:** ABC.

**Licensee:** KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

**Studio:** 5915 Berthold Ave., St. Louis, MO 63110.

**Telephone:** 314-647-2222. **TWX:** 314-556-0082.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"  
Longitude 90° 22' 23"

**Transmitter:** 10001 Emil Ave., Sappington, MO.

**News Services:** AP, UPI.

**Satellite Earth Stations:** In operation; Earth Terminals receivers.

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

**Began Operation:** Aug. 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (*Television Digest*, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltason and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

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

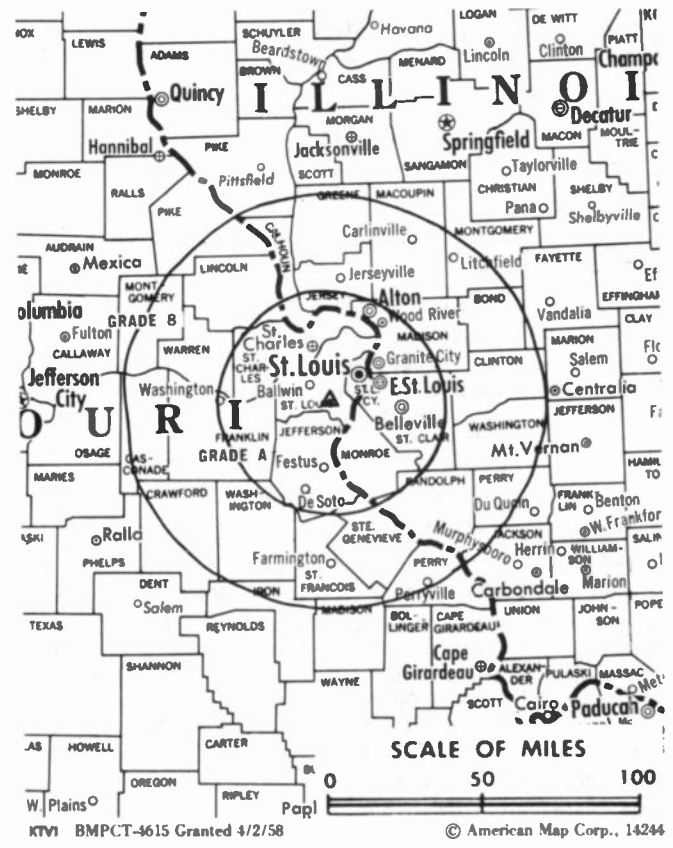
**Personnel:**

JOHN J. McCRORY, president.  
WAYNE THOMAS, vice president & general manager.  
STEVE PONTIUS, general sales manager.  
VIC SKAGGS, program director.  
ROBERT SMITH, promotion director.  
BARRY COPELAND, news director.  
NOBLE REDMON, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Bond	6,100	5,900	97
	Calhoun	2,100	2,000	95
	Clinton	11,600	11,400	98
	Greene	6,200	6,100	98
	Jersey	7,100	6,900	97
	Macoupin	19,200	18,800	98
	Madison	90,400	89,100	99
	Marion	17,200	16,800	98
	Monroe	7,200	7,100	98
	Montgomery	12,200	11,900	98
	Morgan	14,200	13,800	97
	Perry	8,400	8,200	98
	Randolph	12,300	12,000	98
St Clair	91,200	89,500	98	
Scott	2,300	2,300	100	
Washington	5,900	5,700	97	
<b>MISSOURI</b>	Crawford	7,100	6,800	96
	Dent	5,800	5,500	95
	Franklin	26,400	26,100	99
	Gasconade	5,400	5,300	98
	Iron	4,100	4,000	98
	Jefferson	53,100	52,600	99
	Lincoln	8,200	8,100	99
	Madison	4,500	4,400	98
	Perry	6,100	6,000	98
	Pike	6,300	6,200	98
	St Charles	54,600	54,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,100	98
	St Louis	528,900	522,800	99
	Warren	5,800	5,700	98
	Washington	6,500	6,400	98
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Fayette	8,300	8,000	96
	Jefferson	15,100	14,600	97
<b>MISSOURI</b>				
Butler	14,900	14,500	97	
Marion	11,000	10,900	99	
Montgomery	4,300	4,200	98	
Phelps	12,200	11,800	97	
Randolph	9,800	9,600	98	
Reynolds	3,000	2,900	97	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Brown	2,100	2,000	95
	Franklin	17,900	17,400	97
	Jackson	24,100	23,300	97
<b>MISSOURI</b>				
Audrain	10,100	10,000	99	
Bollinger	4,000	3,900	98	
Boone	39,100	38,500	98	
Callaway	11,700	11,500	98	
Cole	21,600	21,400	99	
Maries	3,000	2,900	97	
New Madrid	8,000	7,800	98	
Pulaski	10,400	10,200	98	
Ralls	3,500	3,500	100	
Stoddard	11,300	11,100	98	
Wayne	4,800	4,600	96	

**Station Totals** 1,315,900 1,294,800 98  
**Net Weekly Circulation (1984)** 974,100  
**Average Daily Circulation (1984)** 623,000

## VIDEO WEEK

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# Missouri—Springfield

**KMTC**

**Ch. 27**

**Network Service:** ABC.

**Licensee:** Midland TV Corp., 3000 E. Cherry St., Springfield, MO 65804.

**Studio:** 3000 E. Cherry St., Springfield, MO 65804.

**Telephone:** 417-862-2727.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1580-kw max. & 646-kw horizontal visual, 126-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1616-ft. above ground, 3171-ft. above sea level.

Latitude 37° 11' 40"  
Longitude 92° 56' 04"

**Transmitter:** R. R., Fordland, MO

**News Service:** AP.

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

**Ownership:** Kenneth E. Meyer, pres. & gen. mgr., 42.08%; Meyer Communications Inc., 35.62%; H. C. Wattner, 19.19%; George Baldrige, 2.80%; Jane A. Meyer, 0.31%. Kenneth Meyer owns KLEX & KBK(FM), Lexington; KFAL & KKCA(FM), Fulton; KBOA & KTMO(FM), Kennett & 96% of KTXR(FM), Springfield, all MO.  
**Note:** Principals have interest in KARD(TV), West Monroe, LA.

**Began Operation:** Oct. 2, 1968.

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

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

**Personnel:**

KENNETH E. MEYER, president & general manager.  
JOHN WILKS, general sales manager.  
B. D. BLANKENSHIP, chief engineer.  
B. H. ALLEY, program director.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (July 9, 1984): \$300.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Marion	4,800	4,700	98
	<b>MISSOURI</b>			
	Christian	8,900	8,700	98
	Dallas	4,600	4,500	98
	Douglas	4,700	4,600	98
	Greene	74,500	73,600	99
	Hickory	3,000	2,900	97
	Howell	11,600	11,100	96
	Laclede	9,700	9,500	98
	Ozark	3,300	3,200	97
Polk	7,100	6,900	97	
Pulaski	10,400	10,200	98	
Stone	7,000	6,800	97	
Taney	8,900	8,700	98	
Texas	8,400	8,100	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Webster	7,600	7,400	97
	Wright	6,300	6,100	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Carroll	7,000	6,900	98
	Fulton	4,300	4,100	95
<b>MISSOURI</b>	Camden	9,000	8,800	98
	Cedar	5,100	5,000	98
	Dade	3,200	3,100	97
	Lawrence	11,400	11,200	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Izard	4,700	4,500	96
	Madison	4,400	4,200	95
<b>MISSOURI</b>	Newton	3,000	2,900	97
	Barry	9,900	9,700	98
	Benton	5,200	5,000	96
	Dent	5,800	5,500	95
	Maries	3,000	2,900	97
	Miller	7,400	7,300	99
	Oregon	4,000	3,800	95
	Phelps	12,200	11,800	97
	St. Clair	3,400	3,300	97
	Shannon	3,000	2,800	93
<b>Station Totals</b>		<b>310,200</b>	<b>302,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>164,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>77,900</b>	

# Missouri—Springfield

## KOLR-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Independent Broadcasting Co., Box 1716 S.S.S., Springfield, MO 65805.

**Studio:** 2650 E. Division St., Springfield, MO 65803.

**Telephone:** 417-862-1010. **TWX:** 910-775-4718.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"  
Longitude 92° 56' 56"

**Transmitter:** State Hwy. FF near Fordland, MO.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** J. H. Cooper, pres., 49.62%; John O. Cooper, v.p.-asst. secy.-treas., 49.62%; Ellis Shook, v.p.; Peter C. Charles, secy.; William P. Sanford, asst. secy.; Clyde Martin, asst. treas. 0.25% each.

**Began Operation:** March 14, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

**Personnel:**

ELLIS SHOOK, vice president & general manager.  
BILL WATTS, general sales manager.  
HOWARD FROST, chief engineer.

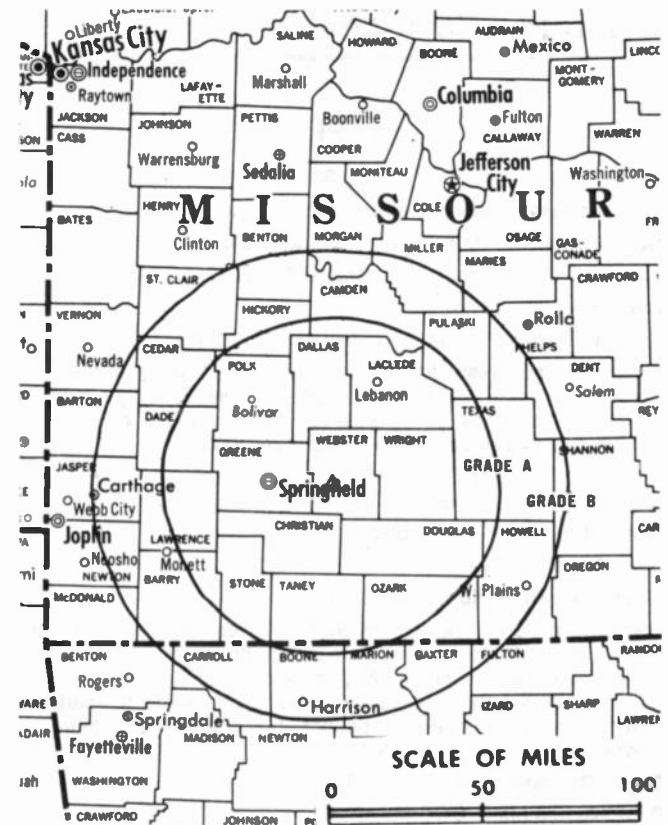
**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (July 6, 1984): \$700.

**NETWORK BASE HOURLY RATE:** \$900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Carroll	7,000	6,900	98
	Fulton	4,300	4,100	95
	Izard	4,700	4,500	96
	Madison	4,400	4,200	95
	Marion	4,800	4,700	98
	Newton	3,000	2,900	97
	Sharp	6,500	6,200	95
	<b>MISSOURI</b>			
	Barry	9,900	9,700	98
	Benton	5,200	5,000	96
	Camden	9,000	8,800	98
Cedar	5,100	5,000	98	
Christian	8,900	8,700	98	
Dade	3,200	3,100	97	
Dallas	4,600	4,500	98	
Dent	5,800	5,500	95	
Douglas	4,700	4,600	98	
Greene	74,500	73,600	99	
Hickory	3,000	2,900	97	
Howell	11,600	11,100	96	
Laclede	9,700	9,500	98	
Lawrence	11,400	11,200	98	
Oregon	4,000	3,800	95	



KOLR-TV BPCT-4549 Granted 12/12/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ozark	3,300	3,200	97
	Polk	7,100	6,900	97
	Pulaski	10,400	10,200	98
	St Clair	3,400	3,300	97
	Shannon	3,000	2,800	93
	Stone	7,000	6,800	97
	Taney	8,900	8,700	98
	Texas	8,400	8,100	96
	Webster	7,600	7,400	97
	Wright	6,300	6,100	97
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Searcy	3,500	3,400	97
	<b>MISSOURI</b>			
	Miller	7,400	7,300	99
	Morgan	5,700	5,600	98
	Phelps	12,200	11,800	97
Vernon	7,700	7,500	97	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	32,600	31,900	98
	Stone	3,600	3,500	97
	Washington	39,200	38,300	98
	<b>MISSOURI</b>			
	Barton	4,800	4,700	98
	Henry	7,900	7,700	97
	Jasper	35,000	34,500	99
	Maries	3,000	2,900	97
	Newton	16,100	15,900	99
Reynolds	3,000	2,900	97	
<b>Station Totals</b>		<b>475,800</b>	<b>464,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>288,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>184,800</b>	

# Missouri—Springfield

**KSPR**

**Ch. 33**

**Network Service:** None, independent.

**Licensee:** Springfield Television Associates Ltd.

**Studio:** 3754 S. Glenstone, Springfield, MO 65804.

**Telephone:** 417-887-1333.

**Mailing Address:** Box 4407, Springfield, MO 65808.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 1122-kw max. & 935-kw horizontal visual, 112-kw max. & 93.5-kw horizontal aural. Antenna: 1079-ft. above av. terrain, 1034-ft. above ground, 2564-ft. above sea level.

Latitude 37° 12' 06"  
Longitude 92° 56' 33"

**Transmitter:** 3-mi. N of Fordland.

**News Service:** INN.

**Satellite Earth Station:** In operation.

**Ownership:** Springfield Television Associates Ltd., gen. partner, 34%; Farrell B. Jones, gen. partner, 1%; ltd. partner, 65%. Jones has interest in several pending applications for TV stations. SFT ownership: Farrell B. Jones, 98%; Doctor R. Crants, ltd. partner, 10%; Ronald E. Hayes, ltd. partner, 15%. Grants has interest in WMPV-TV Ch. 21 CP, Mobile, AL.

**Began Operation:** March 9, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Covington & Burling.

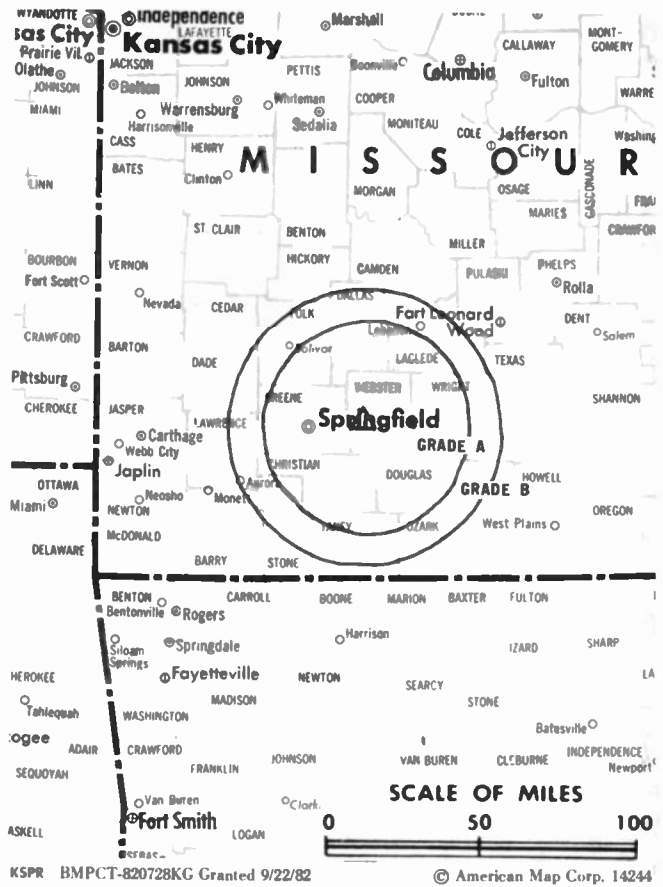
**Personnel:**

- ROY SMITH, general manager.
- L. A. STURDIVANT, general sales manager.
- ROBERT WEST, program director.
- JOETTE ZIEVERINK, promotion director.
- DAVID JONES, chief engineer.
- RHED KILLING, production manager.
- AMAURO OBREGON, comptroller.
- BARBARA GRESSELL, traffic manager.

**Highest 30 Sec. Rate** (Jan. 17, 1983): \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Christian	8,900	8,700	98
	Dallas	4,600	4,500	98
	Greene	74,500	73,600	99
	Laclede	9,700	9,500	98
	Polk	7,100	6,900	97
	Taney	8,900	8,700	98
	Webster	7,600	7,400	97
	Wright	6,300	6,100	97
	<b>Between 25-49%</b>	<b>MISSOURI</b>		
Camden		9,000	8,800	98
Dade		3,200	3,100	97
Douglas		4,700	4,600	98
Hickory		3,000	2,900	97
Lawrence		11,400	11,200	98



KSPR BMPCT-820728KG Granted 9/22/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Pulaski	10,400	10,200	98
	Stone	7,000	6,800	97
	Texas	8,400	8,100	96
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Boone	10,800	10,600	98
	Fulton	4,300	4,100	95
	Marion	4,800	4,700	98
<b>MISSOURI</b>	Barry	9,900	9,700	98
	Cedar	5,100	5,000	98
	Howell	11,600	11,100	96
	Oregon	4,000	3,800	95
	Ozark	3,300	3,200	97
	St Clair	3,400	3,300	97
	<b>Station Totals</b>		<b>241,900</b>	<b>236,600</b>
<b>Net Weekly Circulation (1984)</b>			<b>109,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>54,400</b>	

**CONNECTIONS**

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# Missouri—Springfield

**KYTV**

**Ch. 3**

**Network Service:** NBC.

**Licensee:** KY3 Inc., Box 3500, Springfield, MO 65808.

**Studio:** 999 W. Sunshine, Springfield, MO 65804.

**Telephone:** 417-866-2766.

**TWX:** 910-775-4714.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

**Transmitter:** 0.7-mi. N of Fordland, MO.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Harte-Hanks Communications Inc., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Oct. 1, 1953. Sale to present owner by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (*Television Digest*, Vol. 18:21).

**Represented (sales):** Blair Television.

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- DONALD S. MOELLER, president & general manager.
- STANLEY PEDERSON, station manager & program manager.
- DONALD HICKS, general sales manager.
- FRED RAINS, public affairs director.
- DAN WHITE, production manager.
- LIBBY SALISBURY, promotion manager.
- JOYCE REED, news director.

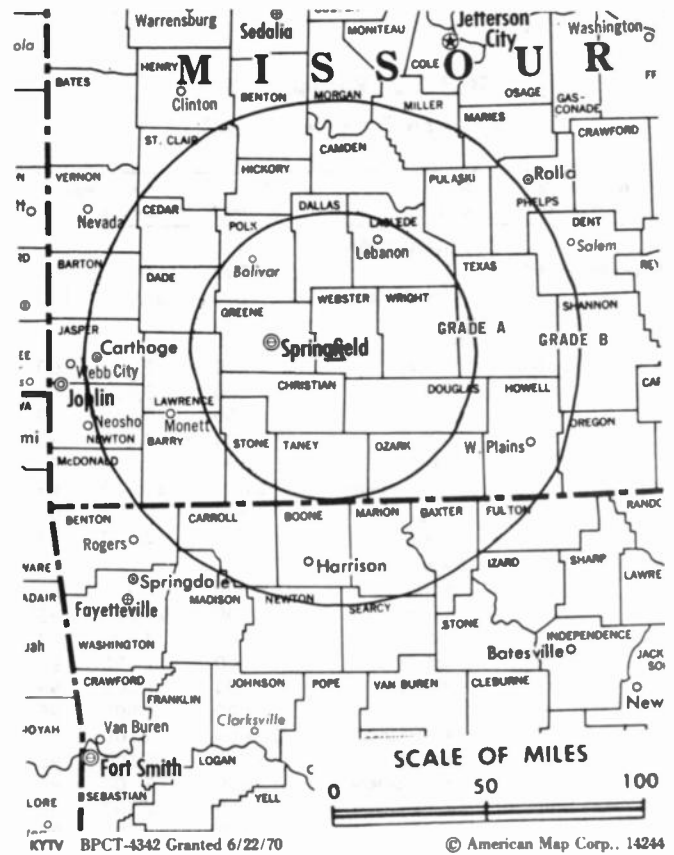
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$2300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Baxter	12,600	12,300	98
	Boone	10,800	10,600	98
	Carroll	7,000	6,900	98
	Fulton	4,300	4,100	95
	Izard	4,700	4,500	96
	Madison	4,400	4,200	95
	Marion	4,800	4,700	98
	Newton	3,000	2,900	97
	<b>MISSOURI</b>			
	Barry	9,900	9,700	98
	Benton	5,200	5,000	96
	Camden	9,000	8,800	98
	Cedar	5,100	5,000	98
Christian	8,900	8,700	98	
Dade	3,200	3,100	97	
Dallas	4,600	4,500	98	
Dent	5,800	5,500	95	
Douglas	4,700	4,600	98	
Greene	74,500	73,600	99	
Hickory	3,000	2,900	97	
Howell	11,600	11,100	96	
Laclede	9,700	9,500	98	
Lawrence	11,400	11,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oregon	4,000	3,800	95
	Ozark	3,300	3,200	97
	Phelps	12,200	11,800	97
	Polk	7,100	6,900	97
	Pulaski	10,400	10,200	98
	St Clair	3,400	3,300	97
	Shannon	3,000	2,800	93
	Stone	7,000	6,800	97
	Taney	8,900	8,700	98
	Texas	8,400	8,100	96
	Webster	7,600	7,400	97
Wright	6,300	6,100	97	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Searcy	3,500	3,400	97
	Sharp	6,500	6,200	95
<b>MISSOURI</b>	Carter	2,100	2,000	95
	Miller	7,400	7,300	99
	Morgan	5,700	5,600	98
	Reynolds	3,000	2,900	97
	Vernon	7,700	7,500	97
	<b>Between 5-24%</b>	<b>ARKANSAS</b>		
Benton		32,600	31,900	98
Stone		3,600	3,500	97
<b>MISSOURI</b>	Barton	4,800	4,700	98
	Bates	6,100	6,000	98
	Henry	7,900	7,700	97
	Jasper	35,000	34,500	99
	Maries	3,000	2,900	97
	Newton	16,100	15,900	99
	Osage	4,100	4,000	98
	<b>Station Totals</b>		<b>448,900</b>	<b>438,500</b>
<b>Net Weekly Circulation (1984)</b>			<b>292,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>209,900</b>	



# Missouri

## KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Tulsa	198,300	196,800	99
	Washington	20,200	20,100	100
Between 5-24%	<b>IOWA</b>			
	Adams	2,200	2,200	100
	Clarke	3,500	3,400	99
	Marion	10,900	10,800	99
	Mills	4,900	4,800	99
	Page	7,500	7,400	99
	Pottawattamie	31,800	31,500	99
	Ringgold	2,400	2,400	100
	Taylor	3,300	3,200	97
	<b>KANSAS</b>			
	Brown	5,000	4,900	98
	Butler	17,400	17,200	99
	Cloud	4,800	4,700	98
	Crawford	15,800	15,600	99
	Harvey	11,500	11,300	98
Labette	10,000	9,800	98	
Mc Pherson	10,400	10,100	97	
Marion	5,200	5,100	98	
Montgomery	17,200	16,900	98	
Morris	2,600	2,500	96	
Nemaha	4,100	4,000	98	
Pottawatomie	6,000	5,900	98	
Reno	26,000	25,700	99	
Republic	3,100	3,000	97	
Rice	4,800	4,700	98	
Rush	1,700	1,700	100	
Russell	3,600	3,500	97	
Wabaunsee	2,600	2,500	96	
<b>MISSOURI</b>				
Benton	5,200	5,000	96	
Cedar	5,100	5,000	98	
Chariton	4,100	4,000	98	
Gentry	3,100	3,000	97	
Harrison	4,300	4,200	98	
Holt	2,800	2,700	96	
Howard	3,800	3,700	97	
Jasper	35,000	34,500	99	
Macon	6,400	6,300	98	
Nodaway	8,100	8,000	99	
<b>NEBRASKA</b>				
Otoe	5,800	5,700	98	
Richardson	4,500	4,400	98	
<b>OKLAHOMA</b>				
Cleveland	53,900	53,300	99	
Delaware	9,800	9,500	97	
Ottawa	12,800	12,700	99	

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BEVERLY HILLS 9465 Wilshire Blvd., 90212 (213) 274-8151

## KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
	<b>MISSOURI</b>			
	Ste Genevieve	5,500	5,400	98
	St Francois	16,400	16,100	98
<b>TENNESSEE</b>				
	Carroll	10,500	10,300	98
	Dyer	13,400	13,200	99
	Gibson	18,700	18,500	99

## KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Atchison	3,300	3,300	100
	Cedar	5,100	5,000	98
	Cooper	5,700	5,600	98
	Howard	3,800	3,700	97
	Mercer	1,900	1,800	95
	Sullivan	3,000	2,900	97
	<b>NEBRASKA</b>			
	Pawnee	1,600	1,600	100

## KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KANSAS</b>			
	Barton	12,500	12,400	99
	Crawford	15,800	15,600	99
	Labette	10,000	9,800	98
	Montgomery	17,200	16,900	98
	Nemaha	4,100	4,000	98
	Pawnee	3,200	3,200	98
	Russell	3,600	3,500	97
	Wabaunsee	2,600	2,500	96
	Woodson	1,800	1,800	97
	<b>MISSOURI</b>			
	Cedar	5,100	5,000	98
	Cooper	5,700	5,600	98
	Howard	3,800	3,700	97
	Mercer	1,900	1,800	95
Nodaway	8,100	8,000	99	
Sullivan	3,000	2,900	97	
<b>NEBRASKA</b>				
Otoe	5,800	5,700	98	
Richardson	4,500	4,400	98	

**WDAF-TV, Kansas City**  
(Arbitron Data Continued)

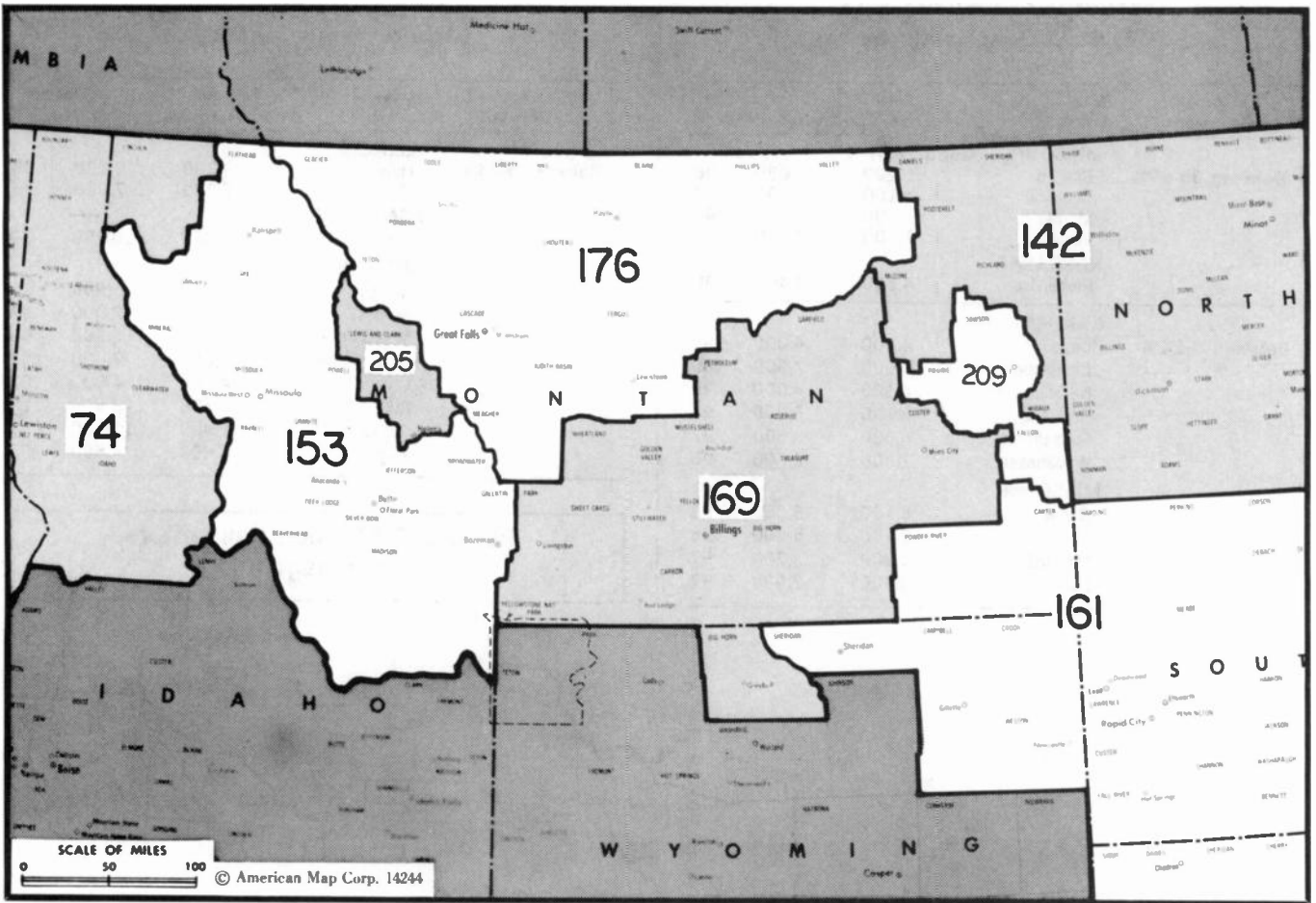
Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>MISSOURI—(Continued)</b>				
	Benton	5,200	5,000	96	
	Chariton	4,100	4,000	98	
	Mercer	1,900	1,800	95	
	Vernon	7,700	7,500	97	
	<b>NEBRASKA</b>				
	Richardson	4,500	4,400	98	
Between 5-24%	<b>KANSAS</b>				
	Clay	4,100	4,000	98	
	Dickinson	8,000	7,900	99	
	Nemaha	4,100	4,000	98	
	Republic	3,100	3,000	97	
	Russell	3,600	3,500	97	
	Wabaunsee	2,600	2,500	96	
	<b>MISSOURI</b>	Cedar	5,100	5,000	98
		Cooper	5,700	5,600	98
		Howard	3,800	3,700	97
Sullivan		3,000	2,900	97	

**KPLR-TV, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Hancock	9,300	9,100	98
	Wayne	7,300	7,000	95
	<b>KENTUCKY</b>			
	Marshall	10,300	10,200	99
<b>MISSOURI</b>	Bollinger	4,000	3,900	98
	Maries	3,000	2,900	97
	Mississippi	5,400	5,300	98
	New Madrid	8,000	7,800	98
	Osage	4,100	4,000	98
	Ralls	3,500	3,500	100
	Stoddard	11,300	11,100	98
	Wayne	4,800	4,600	96

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

# Montana



## Cross Reference Community Receiving Programs of Station Located Elsewhere

**KOUS-TV, Billings--See Hardin, MT**

## Montana Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	13	0	13
Educational Television Stations	0	0	0
			<u>13</u>

Market	Arbitron ADI TV Households	Rank
Spokane, WA .....	323,700	74
Minot-Bismarck-Dickinson, ND .....	138,400	142
Missoula-Butte, MT .....	118,200	153
Rapid City, SD .....	95,200	161
Billings-Hardin, MT .....	75,300	169
Great Falls, MT .....	63,300	176
Helena, MT .....	17,600	205
Glendive, MT .....	6,300	209

Market Area Commercial TV Stations
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4) KFYR-TV (5), KMOT (10), KNDX (2), KQCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11) KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTVM (6), KXLF-TV (4) KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW- TV (12) KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3) KFBB-TV (5), KRTV (3) KTVG (12) KXGN-TV (5), KYUS-TV (3)

# Montana—Billings

**KTVQ**

Ch. 2

**Network Service:** CBS.

**Licensee:** KTVQ Inc., 3203 3rd Ave. N, Box 2557, Billings 59103.

**Studio:** 3203 3rd Ave. N, Box 2557, Billings, MT 59103.

**Telephone:** 406-252-5611. **TWX:** 910-975-1030.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"  
Longitude 108° 27' 26.7"

**Transmitter:** 2-mi. ESE of Billings on Westergard Hill.

**News Services:** UPI, CBS, MTN.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** SJL Inc., 100% George D. Lilly, pres.-treas., 100%; Pamela D. Heilman, secy. SJL also owns KXLF-TV, Butte; KRTV(TV), Great Falls & KPAX-TV, Missoula, all MT.

**Began Operation:** Nov. 9, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 21, 1983.

**Represented (sales):** Blair Television; Montana Television Network.

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

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

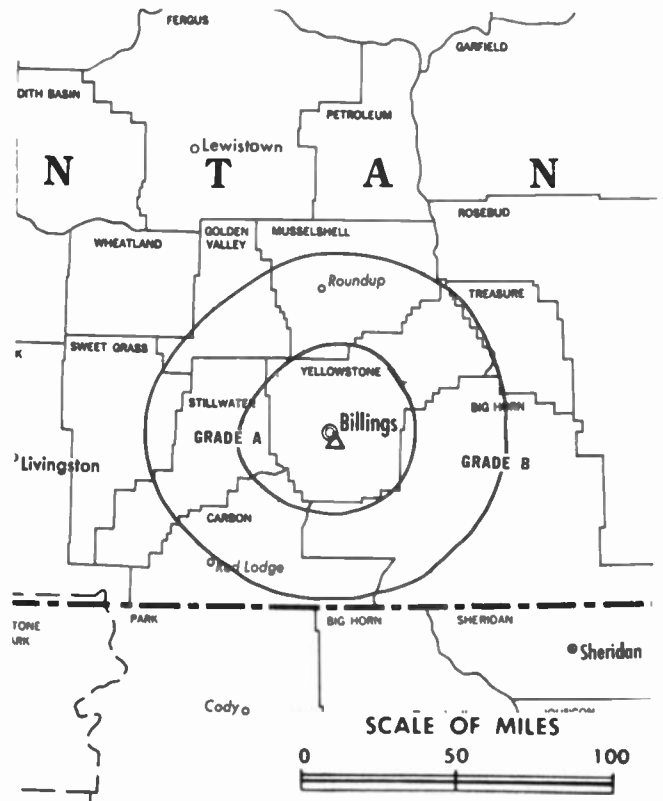
VICTOR MILLER, general manager.  
BOB COLLINS, local commercial manager.  
LEE LAREVA, operations director.  
RON JACOBSON, chief engineer.  
JIM DAVIS, news director.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$400.

**NETWORK BASE HOURLY RATE:** \$770.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,400	3,200	94
	Carbon	3,500	3,400	97
	Custer	5,300	5,000	94
	Golden Valley	400	400	100
	Musselshell	1,900	1,800	95
	Park	5,500	5,300	96
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	3,800	3,600	95
	Stillwater	2,100	2,100	100
	Sweet Grass	1,300	1,200	92
	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	44,000	43,300	98



KTVQ BMPCT-4001 Granted 8/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Big Horn	4,400	4,200	95
	Park	8,600	8,200	95
	Sheridan	10,500	10,000	95
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Fergus	5,100	4,800	94
	Garfield	600	500	83
	Richland	4,900	4,700	96
	<b>NORTH DAKOTA</b>			
	Williams	9,200	9,100	99
	<b>WYOMING</b>			
	Washakie	3,600	3,500	97
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Broadwater	1,500	1,400	93
	Gallatin	16,500	15,900	96
	Judith Basin	1,000	900	90
	Meagher	800	800	100
<b>Station Totals</b>		<b>140,300</b>	<b>135,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>89,300</b>
<b>Average Daily Circulation (1984)</b>				<b>55,000</b>

# Montana—Billings

## KULR-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Harriscop Broadcasting Corp., Box 2512, Billings, MT 59103.

**Studio:** 2045 Overland Ave.

**Telephone:** 406-252-4676. **TWX:** 910-975-1020.

**Mailing Address:** Box 2512, Billings, MT 59103.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"  
Longitude 108° 27' 14"

**Transmitter:** 2.7-mi. E of Billings.

**News Services:** AP, ABC.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter.

**Ownership:** See KBAK-TV, Bakersfield, CA.

**Began Operation:** March 15, 1958. Sale to present owner by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (*Television Digest*, Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

BURT I. HARRIS, president (Los Angeles).  
E. D. (BOB) MERRILL, vice president & general manager.  
RON OLSEN, operations/program director.  
BOB KORUM, sales manager.  
DEAN JANSMA, chief engineer.

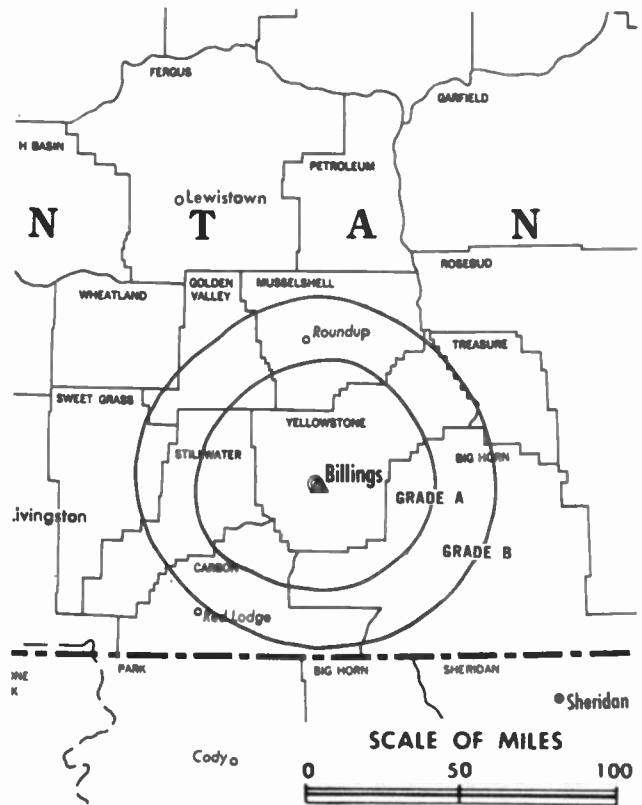
**Highest One Hour Rate:** \$1100.

**Highest 30 Sec. Rate** (July 5, 1984): \$425.

**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,400	3,200	94
	Carbon	3,500	3,400	97
	Custer	5,300	5,000	94
	Garfield	600	500	83
	Golden Valley	400	400	100
	Musselshell	1,900	1,800	95
	Petroleum	200	200	100
	Powder River	900	800	89
	Rosebud	3,800	3,600	95
	Stillwater	2,100	2,100	100
	Sweet Grass	1,300	1,200	92



KULR-TV BMPCT-4810 Granted 11/21/57

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Treasure	400	400	100
	Wheatland	900	900	100
	Yellowstone	44,000	43,300	98
<b>WYOMING</b>	Big Horn	4,400	4,200	95
	Park	8,600	8,200	95
	<b>MONTANA</b>			
<b>Between 25-49%</b>	Fergus	5,100	4,800	94
	Park	5,500	5,300	96
	Prairie	700	600	86
<b>WYOMING</b>	Sheridan	10,500	10,000	95
	Washakie	3,600	3,500	97
	<b>Between 5-24%</b>	<b>MONTANA</b>		
Blaine		2,500	2,300	92
Judith Basin		1,000	900	90
Meagher	800	800	100	
<b>WYOMING</b>	Crook	2,100	2,000	95
	<b>Station Totals</b>	<b>113,500</b>	<b>109,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>78,900</b>
<b>Average Daily Circulation (1984)</b>				<b>50,900</b>

# Montana—Butte

## KTVM

Ch. 6

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC, ABC.

**Licensee:** Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

**Studio:** 701 Dewey Blvd., Butte, MT 59701.

**Telephone:** 406-494-7603.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

**Transmitter:** On mountain peak, 2.6-mi. E of Butte.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See KECI-TV, Missoula.

**Began Operation:** May 15, 1970.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

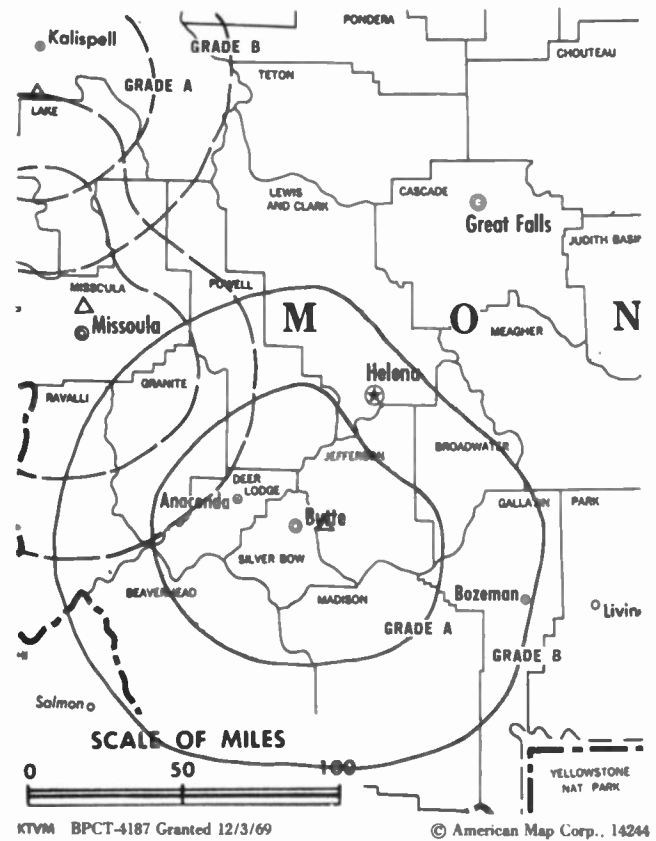
**Personnel:**

MICHAEL J. STOCKLIN, general manager.  
JOHN SHERMAN, chief engineer.  
MARSHALL PRINOLE, sales manager.

**Highest 30 Sec. Rate** (July 10, 1984): \$100.

**NETWORK BASE HOURLY RATE:** \$400.

**Arbitron Data:** Included with KECI-TV, Missoula.



For Translator Stations,  
consult Index

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# Montana—Butte

## KXLF-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KXLF-TV Inc., Box 3500, Butte, MT 59702

**Studio:** 1003 S. Montana St., Butte, MT 59701.

**Telephone:** 406-782-0444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

**Transmitter:** 3-mi. E of Butte on XL Heights.

**News Services:** UPI, Montana Television Network News.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** SJL Inc., 100%. For other interests, see KTVQ, Billings, MT.

**Began Operation:** Aug. 14, 1953. Sale to present owner by Garryowen Corp. (J. S. Sample) approved by FCC Dec. 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18, 1961 (*Television Digest*, Vol. 16:42; 17:4).

**Represented (sales):** Blair Television; Montana Television Network.

**Represented (legal):** Hodgson, Russ, Andrews, Woods & Good-year.

### Personnel:

RON CASS, general manager & national sales manager.  
DON SCHEIDECKER, news director.  
MARLA WILKIN, sales manager.  
CHUCK JOHNSON, chief engineer.

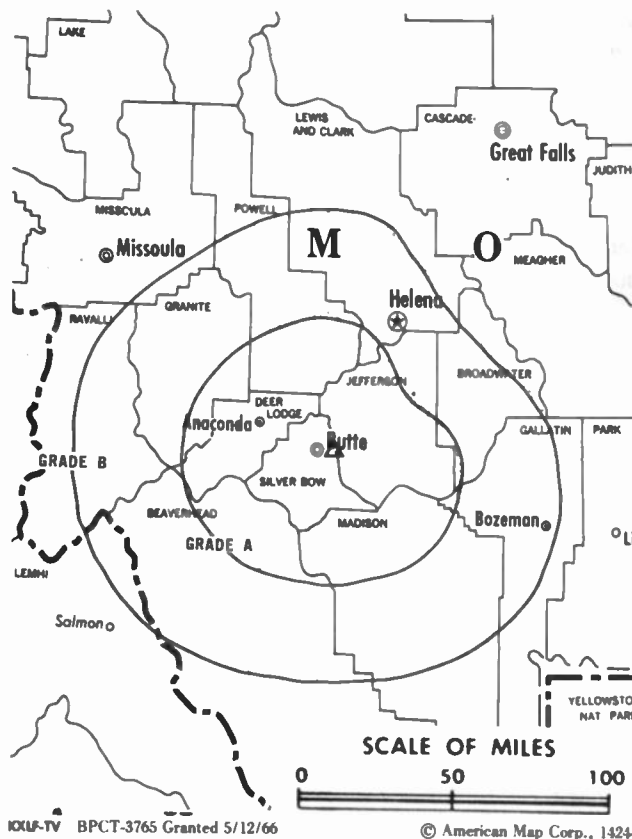
**Highest 30 Sec. Rate** (July 31, 1984): \$470.

**NETWORK BASE HOURLY RATE:** \$960.

**Arbitron Data:** Figures include coverage of KPAX-TV, Missoula, MT.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Lemhi	3,100	2,900	93
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Broadwater	1,500	1,400	93
	Deer Lodge	4,300	4,200	98
	Flathead	21,100	20,400	97
	Gallatin	16,500	15,900	96
	Granite	1,000	1,000	100
	Jefferson	2,700	2,600	96
	Lake	7,300	7,100	97
	Lewis + Clark	18,100	17,500	97
	Madison	2,100	2,100	100
	Meagher	800	800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mineral	1,500	1,500	100
	Missoula	31,600	30,500	97
	Park	5,500	5,300	96
	Powell	2,300	2,200	96
	Ravalli	9,300	9,000	97
	Silver Bow	14,400	14,100	98
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Sanders	3,600	3,400	94
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Idaho	5,700	5,400	95
	Teton	900	900	100
	<b>MONTANA</b>			
	Lincoln	6,100	5,800	95
	<b>OREGON</b>			
	Union	9,200	8,600	93
	<b>WYOMING</b>			
	Teton	4,700	4,500	96
<b>Station Totals</b>		<b>176,300</b>	<b>169,900</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>123,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>84,300</b>	

# Montana—Glendive

## KXGN-TV

Ch. 5

**Network Service:** CBS; NBC.

**Licensee:** Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

**Studio:** 210 S. Douglas St. 59330.

**Telephone:** 406-365-3377.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"  
Longitude 104° 40' 45"

**Transmitter:** 4-mi. SE of city.

**AM Affiliate:** KXGN, 1-kw, 1400 kHz.

**News Service:** UPI.

**Satellite Earth Station:** Avitel receivers.

**Ownership:** Lewis W. Moore, pres., 99.7%; Elizabeth Lee Hackney, v.p., 0.1%; Lewis W. Moore, Jr., secy., 0.1%; Mark Moore, treas., 0.1%. Moore also operates local theater.

**Began Operation:** Nov. 1, 1957.

**Represented (sales):** Hooper Jones & Associates.

**Represented (legal):** Daly, Joyce & Borsari.

**Represented (engineering):** John H. Mullaney.

**Personnel:**

LEWIS W. MOORE, president.  
DAN FRENZEL, general manager.  
WINNIFRED NORTON, office manager.  
MIKEL HUSEBY, chief engineer.

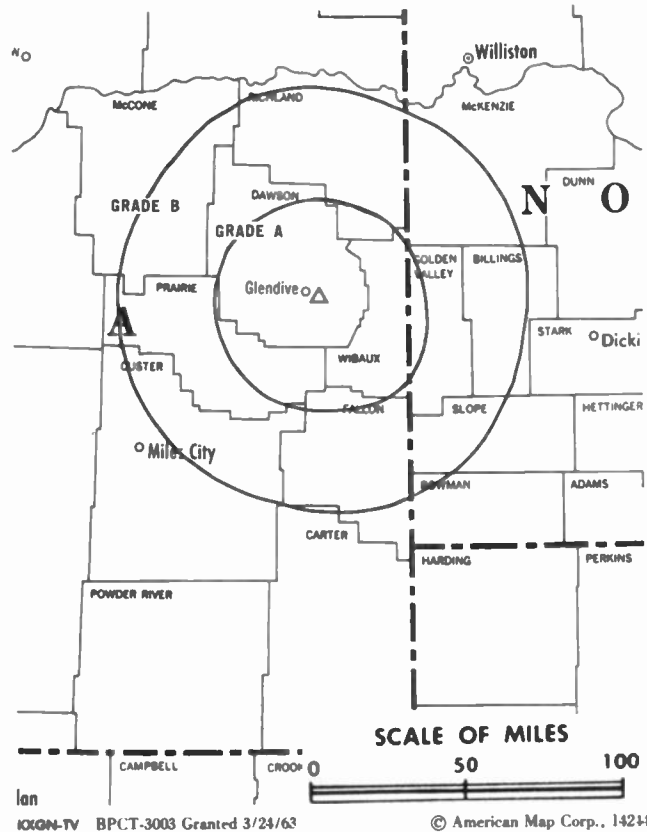
**Highest One Hour Rate:** \$250.

**Highest 30 Sec. Rate** (July 5, 1984): \$150.

**NETWORK BASE HOURLY RATE:** \$100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Dawson	4,600	4,400	96
	Fallon	1,400	1,300	93
	Mc Cone	900	900	100
	Prairie	700	600	86
	Wibaux	500	500	100
	<b>NORTH DAKOTA</b>			
	Golden Valley	900	900	100
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Carter	600	600	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Richland	4,900	4,700	96
<b>Station Totals</b>		<b>14,500</b>	<b>13,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>7,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,700</b>	

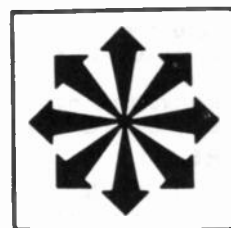


KXGN-TV BPCT-3003 Granted 3/24/63

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

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# Montana—Great Falls

## KFBB-TV

Ch. 5

**Network Service:** ABC; NBC.

**Licensee:** KFBB Corp., Box 1139, Great Falls 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**Mailing Address:** Box 1139, Great Falls, MT 59403.

**Telephone:** 406-453-4377. **TWX:** 910-975-1917.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"

Longitude 111° 17' 02"

**Transmitter:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**News Services:** AP, National Weather Service.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne & Channelmaster receivers.

**Ownership:** Wooster Republican Printing Co. Albert V. Dix, chmn.; Raymond E. Dix, pres.; Albert E. & R. Victor Dix, v.p.s, 20% each; David E. & Robert C. Dix Jr., v.p., 10%; Robert C. Dix, v.p.; Gordon C. Dix, secy.-treas.; J. Harlan Dix, 20%; Gordon C. Dix Trust, 10%. Wooster Republican Printing owns WWST-AM-FM, Wooster, OH; WRAD(AM) & WRIQ(FM), Radford, VA; WTBO(AM) & WKGO(FM), Cumberland, MD; WKAL-AM-FM, Rome, NY; is publisher of seven daily newspapers in OH & KY. Principals have cable TV interests.

**Begin Operation:** March 21, 1954. Sale to present owners by Advance Corp. approved by FCC April 26, 1982 (**Television Digest**, Vol. 22:8). Sale to Advance by Harriscope Bcstg. Corp. approved April 21, 1977. Sale to Harriscope by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

**Represented (sales):** Katz Television.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

- STAN WHITMAN, general manager.
- TED SCHROEDER, program director.
- JACK FISHER, general sales manager.
- RON SCHLOSSER, chief engineer.
- JOYCE STEELE, accounting supervisor.
- MARY HOYT, traffic manager.
- DON AYERS, production/promotion manager.
- CHRIS FORHAN, news & public affairs director.

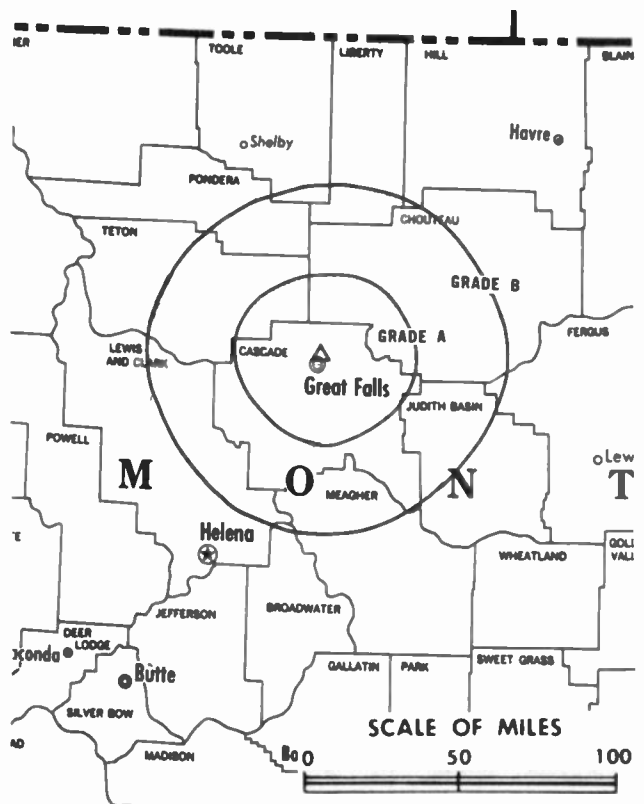
**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate**(July 5, 1984): \$250.

**NETWORK BASE HOURLY RATE:** \$700.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Blaine	2,500	2,300	92
	Broadwater	1,500	1,400	93
	Cascade	30,400	29,800	98
	Chouteau	2,200	2,100	95
	Fergus	5,100	4,800	94
	Glacier	3,500	3,300	94
	Hill	6,600	6,400	97
	Judith Basin	1,000	900	90
	Liberty	900	900	100
Meagher	800	800	100	



KFBB-TV BPCT-4340 Granted 5/7/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Teton	2,600	2,500	96
	Toole	2,200	2,100	95
	Valley	3,700	3,500	95
<b>MONTANA</b>				
<b>Between 25-49%</b>	Lewis + Clark	18,100	17,500	97
	Roosevelt	3,500	3,400	97
<b>MONTANA</b>				
<b>Between 5-24%</b>	Jefferson	2,700	2,600	96
<b>Station Totals</b>		<b>91,600</b>	<b>88,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>64,300</b>
<b>Average Daily Circulation (1984)</b>				<b>40,300</b>

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# Montana—Great Falls

## KRTV

Ch. 3

**Network Service:** NBC; CBS.

**Licensee:** KRTV Inc., Box 1331, Great Falls, MT 59403.

**Studio:** U.S. Hwy. 87, 1-mi. N of Great Falls.

**Telephone:** 406-453-2431.

**Mailing Address:** Box 1331, Great Falls, MT 59403.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"  
Longitude 111° 17' 02"

**Transmitter:** U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

**News Services:** UPI, Montana Television Network.

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

**Ownership:** SJL Inc., 100%. SJL also owns KXLF-TV, Butte; KTVQ(TV), Billings; KPAX-TV, Missoula, MT.

**Began Operation:** Oct. 5, 1958. Sale to present owner by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (*Television Digest*, Vol. 14:40).

**Represented (sales):** Blair Television.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** Silliman & Silliman.

### Personnel:

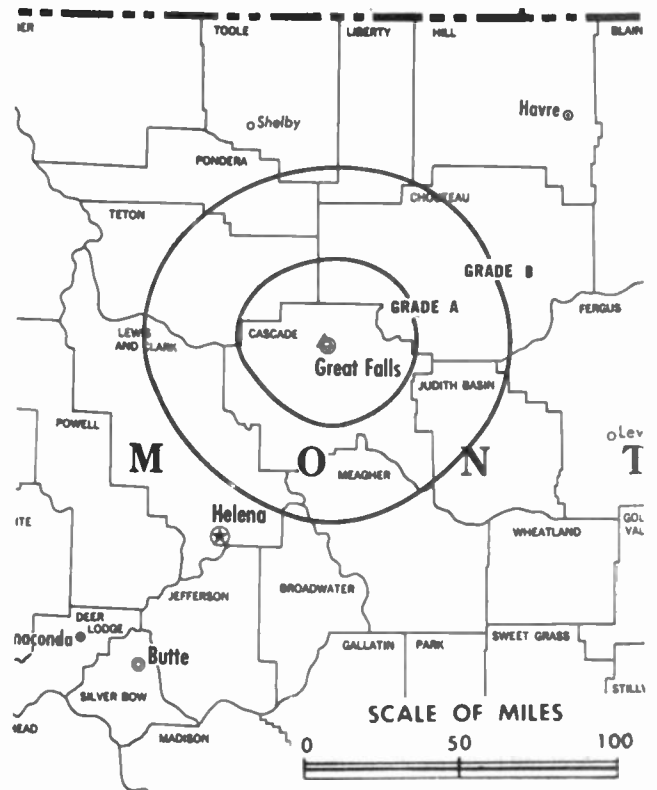
PETER B. FRIDEN, general & sales manager.  
GLENN L. LOCKWOOD, operations director.  
PHIL SAXTON, chief engineer.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$235.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Blaine	2,500	2,300	92
	Cascade	30,400	29,800	98
	Chouteau	2,200	2,100	95
	Fergus	5,100	4,800	94
	Glacier	3,500	3,300	94
	Hill	6,600	6,400	97
	Judith Basin	1,000	900	90
	Liberty	900	900	100



KRTV BPCT-4457 Granted 10/18/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Phillips	1,900	1,800	95
	Pondera	2,400	2,300	96
	Teton	2,600	2,500	96
	Toole	2,200	2,100	95
	Valley	3,700	3,500	95
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Broadwater	1,500	1,400	93
	Garfield	600	500	83
	Meagher	800	800	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Flathead	21,100	20,400	97
	Jefferson	2,700	2,600	96
	Roosevelt	3,500	3,400	97
<b>Station Totals</b>		<b>95,200</b>	<b>91,800</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>61,000</b>
<b>Average Daily Circulation (1984)</b>				<b>42,900</b>

# TV - Radio - CATV - Newspaper

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# Montana—Hardin-Billings

## KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City)

**Network Service:** NBC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin, MT 59034.

**Studio:** West 3rd St., Hardin.

**Mailing Address:** Drawer D, Hardin, MT 59034.

**Telephone:** 406-665-3320 (Hardin); 406-252-4004 (Billings).

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"  
Longitude 108° 08' 19"

**Transmitter:** Pryor Star Route, Billings.

**News Service:** AP.

**Satellite Earth Stations:** In operation; 4-meter.

**Ownership:** Daniel W. Coon, pres., 15%; Martha Creath, secy., 39%; Calvin Cafritz, 39%; Thom Curtis, gen. mgr., 2%.

**Began Operation:** Nov. 26, 1980.

**Represented (sales):** Seltel Inc; Bob Hix (Denver).

**Represented (legal):** Fortas & Hardman.

**Personnel:**

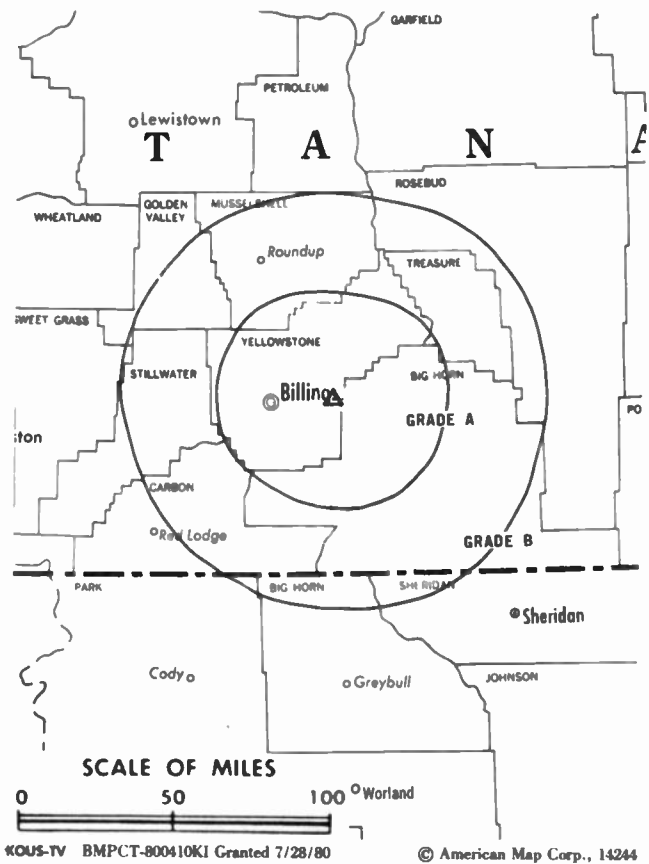
DANIEL W. COON, president  
THOM CURTIS, general manager.  
DANA KEHR, station manager.  
STEVE KITTELSON, national sales manager.

**Highest One Hour Rate:** \$1200.

Highest 30 Sec. Rate: \$200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Big Horn	3,400	3,200	94
	Carbon	3,500	3,400	97
	Golden Valley	400	400	100
	Musselshell	1,900	1,800	95
	Petroleum	200	200	100
	Rosebud	3,800	3,600	95
	Stillwater	2,100	2,100	100
	Wheatland	900	900	100
	Yellowstone	44,000	43,300	98
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Phillips	1,900	1,800	95
	Treasure	400	400	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Garfield	600	500	83
	Meagher	800	800	100
	Sweet Grass	1,300	1,200	92
	<b>WYOMING</b>			
	Big Horn	4,400	4,200	95
	Park	8,600	8,200	95
	Sheridan	10,500	10,000	95
<b>Station Totals</b>		<b>88,700</b>	<b>86,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>48,600</b>
<b>Average Daily Circulation (1984)</b>				<b>25,500</b>



KOUS-TV BNPCT-800410KI Granted 7/28/80

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# Montana—Helena

**KTVG**

Ch. 12

**Network Service:** NBC.

**Licensee:** Helena TV Inc., Box 6125, Helena, MT 59601.

**Studio:** 2433 N. Montana Ave., Helena 59601.

**Telephone:** 406-443-5050.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 117-kw visual, 11.7-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"  
Longitude 111° 42' 33"

**Transmitter:** Hogback Mtn., approx. 22-mi. NE of Helena.

**News Services:** UPI, NBC.

**Satellite Earth Station:** In operation.

**Ownership:** Lynn H. Koch, 88.21%; Stanley E. Wilson & Gwendolyn Wilson, 5.897% each.

**Began Operation:** Jan. 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6, 1959 (**Television Digest**, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968. Sale to present owners approved Nov. 29, 1979.

**Represented (sales):** Unirep; McGuire Co. (Denver & Salt Lake City); S/R Reps (Seattle & Portland); Hyett/Ramsland Co. (Minneapolis); KLM Media (Dallas & Houston); Pearse Sales (Detroit).

**Represented (legal):** Wiley, Johnson & Rein.

**Personnel:**

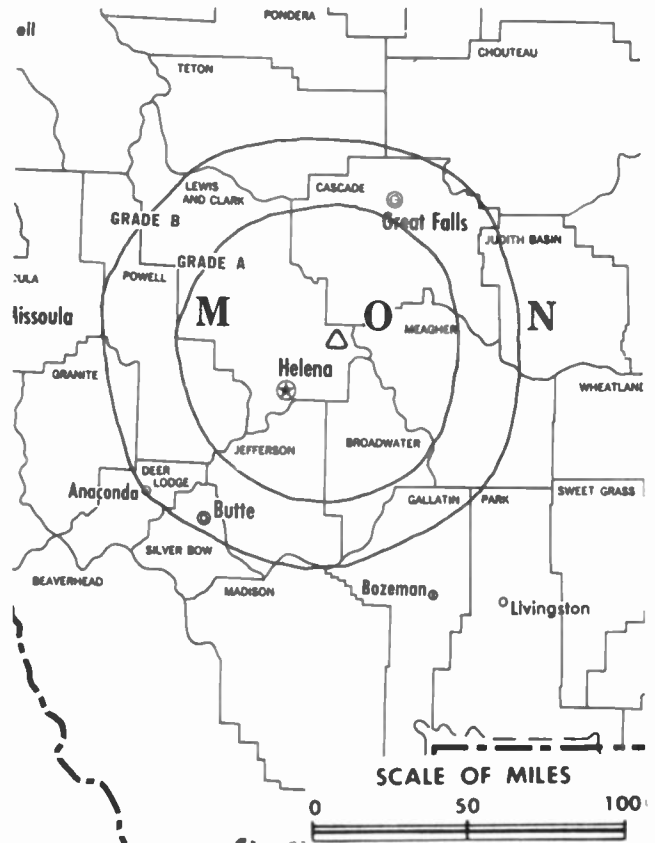
LYNN H. KOCH, president & general manager.  
HAL PECK, program director.  
RON WALDEN, chief engineer.  
PAUL FITZGERALD, news director.

**Highest 30 Sec. Rate** (July 1, 1984): \$100.

**NETWORK BASE HOURLY RATE:** \$125.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Broadwater	1,500	1,400	93
	Lewis + Clark	18,100	17,500	97



KTVG BMPCT-811005K1 Granted 11/3/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
Between 25-49%	Cascade	30,400	29,800	98
	Chouteau	2,200	2,100	95
	Jefferson	2,700	2,600	96
	Meagher	800	800	100
	Teton	2,600	2,500	96
<b>MONTANA</b>				
Between 5-24%	Gallatin	16,500	15,900	96
<b>Station Totals</b>		<b>74,800</b>	<b>72,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>32,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>14,700</b>	

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# Montana—Kalispell

## KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

**Network Service:** NBC; CBS.

**Licensee:** Eagle Communications Inc., Box 857, Kalispell, MT 59901.

**Studio:** 401 First Ave. E., Box 857, Kalispell, MT 59901.

**Telephone:** 406-755-5239.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"  
Longitude 114° 21' 55"

**Transmitter:** Blacktail Mtn., 6.5-mi. W of Lakeside, MT.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See KECI-TV, Missoula, MT.

**Began Operation:** June 10, 1968.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Personnel:**

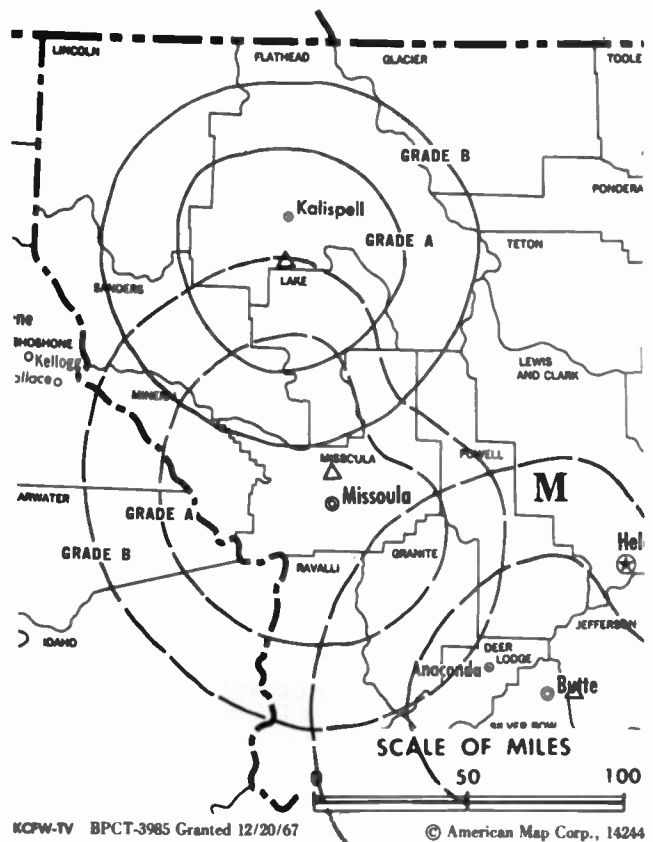
MIKE STOCKLIN, general manager.  
MARK HOLSTON, news director.  
CHRIS NEUHAUSEN, chief engineer.

**Highest 30 Sec. Rate** (July 10, 1984): \$100.

**NETWORK BASE HOURLY RATE:** \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Flathead	21,100	20,400	97
	Lincoln	6,100	5,800	95
Between 25-49%	<b>MONTANA</b>			
	Lake	7,300	7,100	97
<b>Station Totals</b>		<b>34,500</b>	<b>33,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>25,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>18,200</b>	



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# Montana—Miles City

## KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

**Network Service:** NBC.

**Licensee:** KOUS-TV Inc., Drawer D, Hardin 59304.

**Studio:** 1-mi. NW of Miles City.

**Mailing Address:** Box 1074, Hardin, MT 59034.

**Telephone:** 406-232-3540.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"  
Longitude 105° 51' 31"

**Transmitter:** 1-mi. NW of Miles City.

**Ownership:** Daniel Coon, pres., 14.5; Thom Curtis, v.p., 2%; Martha Creath, secy., 39.4%; Calvin Cafritz, treas., 43.1%.

**Began Operation:** Sept. 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV approved March 14, 1984 by FCC.

**Represented (sales):** Seltel; Bob Hix (Denver).

**Personnel:**

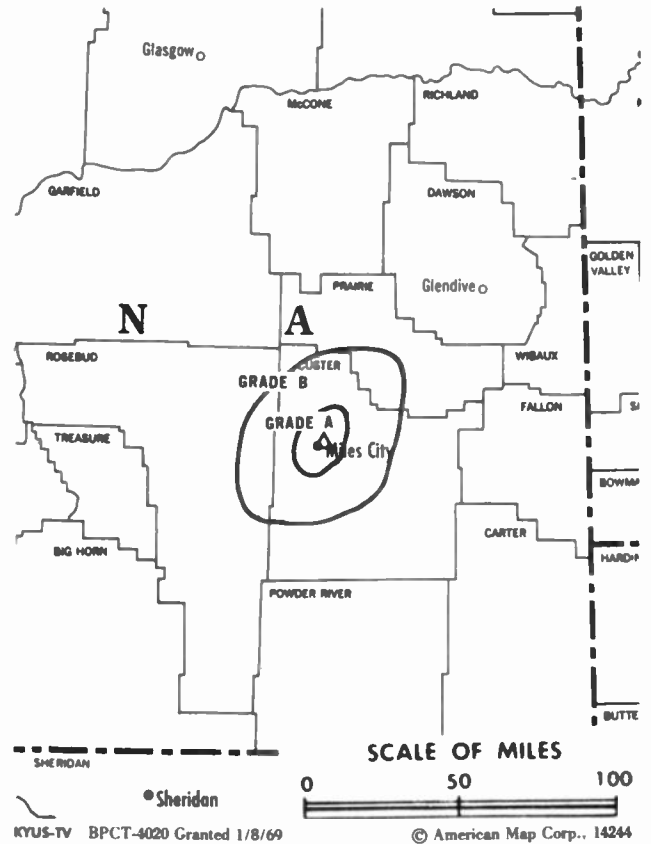
STEVE KITTELSON, station manager.  
BETTE S. CHEW, operations manager & program director.  
STEVE EASLEY, chief engineer.

**Highest One Hour Rate:** \$175.

**Highest 30 Sec. Rate** (July 30, 1984): \$60.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Custer	5,300	5,000	94
	Prairie	700	600	86
Between 25-49%	<b>MONTANA</b>			
	Rosebud	3,800	3,600	95
<b>Station Totals</b>		<b>9,800</b>	<b>9,200</b>	<b>93</b>
<b>Net Weekly Circulation (1984)</b>			<b>5,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,500</b>	



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# Montana—Missoula

## KECI-TV

Ch.13

(Operates satellites KCFW-TV, Kalispell & KTVM, Butte, MT)

**Network Service:** NBC; ABC.

**Licensee:** Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

**Studio:** 340 W. Main St., Missoula, MT 59802.

**Telephone:** 406-721-2063. **TWX:** 406-543-3521.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

**Transmitter:** 10-mi. N of Missoula, near Evaro, MT.

**News Service:** AP.

**Satellite Earth Station:** Harris, 3-meter.

**Ownership:** Precht Communications Inc., 100%. Officers: Robert H. Precht, chmn.-secy.; Michael Stocklin, v.p.; Ronald Greenberg. Precht is buying WPTY-TV, Memphis, TN.

**Began Operation:** July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (*Television Digest*, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

MICHAEL J. STOCKLIN, general manager.  
LOIS ADAMS, program director.  
STEVE FETVEIT, news director.  
LARRY ARBAUGH, chief engineer.

**Highest One Hour Rate:** \$1500.

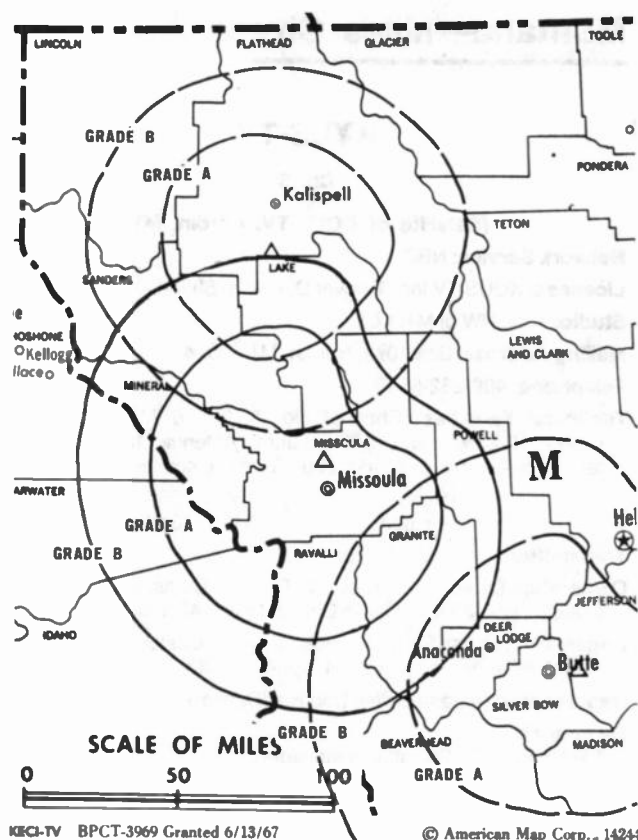
**Highest 30 Sec. Rate** (July 10, 1984): \$340.

**NETWORK BASE HOURLY RATE:** \$800.

**Arbitron Data:** Figures include coverage of KTVM, Butte.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Lemhi	3,100	2,900	93
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Deer Lodge	4,300	4,200	98
	Gallatin	16,500	15,900	96
	Granite	1,000	1,000	100



KECI-TV BPCT-3969 Granted 6/13/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Jefferson	2,700	2,600	96	
	Lake	7,300	7,100	97	
	Madison	2,100	2,100	100	
	Mineral	1,500	1,500	100	
	Missoula	31,600	30,500	97	
	Powell	2,300	2,200	96	
	Ravalli	9,300	9,000	97	
	Silver Bow	14,400	14,100	98	
	<b>MONTANA</b>				
	<b>Between 25-49%</b>	Sanders	3,600	3,400	94
Between 5-24%	<b>IDAHO</b>				
	Shoshone	6,800	6,600	97	
	<b>MONTANA</b>				
Broadwater	1,500	1,400	93		
Flathead	21,100	20,400	97		
Meagher	800	800	100		
Park	5,500	5,300	96		
Sweet Grass	1,300	1,200	92		
<b>Station Totals</b>		<b>139,700</b>	<b>135,000</b>	<b>96</b>	
<b>Net Weekly Circulation (1984)</b>				<b>87,600</b>	
<b>Average Daily Circulation (1984)</b>				<b>52,700</b>	

# Montana—Missoula

## KMSO-TV

Ch. 17

**Network Service:** None, independent.

**Grantee:** James A. Bender, Box 2727, Missoula, MT 59806.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 1000-kw max. visual, 200-kw max. aural. Antenna: 2615-ft. above av. terrain, 249-ft. above ground, 7753-ft. above sea level.

Latitude 47° 02' 24"  
Longitude 113° 59' 00"

**Transmitter:** Big Sky Mtn., 11-mi. N of Missoula.

**News Service:** UPI.

**Satellite Earth Station:** Andrew, 7-meter.

**Ownership:** James A. Bender, 100%.

**Due to Begin Operation:** Jan. 1985.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

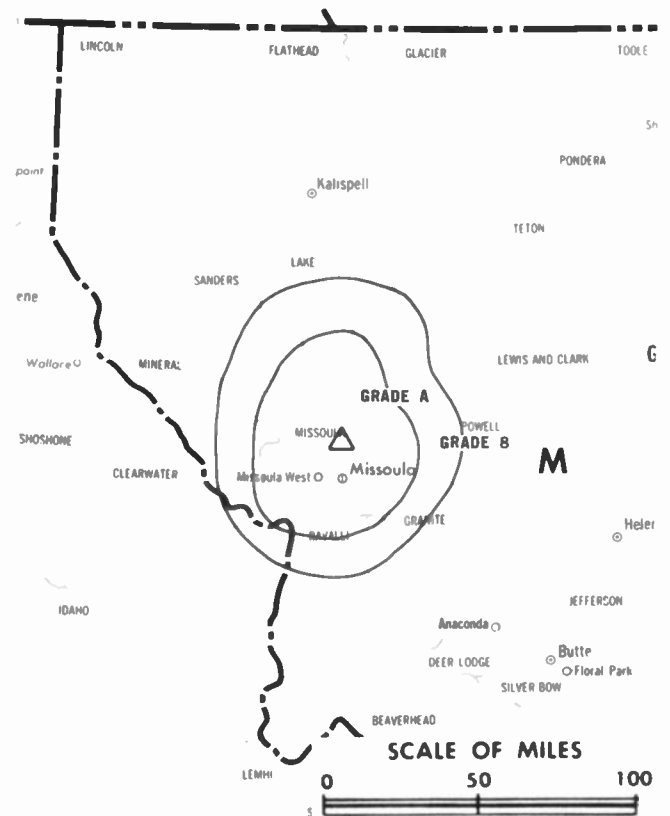
**Personnel:**

JAMES A. BENDER, station manager.

JOHN M. OLWIN, operations manager.

**Rates:** Not available.

**For CPs & Applications,  
consult Index**



KMSO-TV BPCT—820622KE Granted 8/22/83

© American Map Corp., No. 14244



# Montana—Missoula

## KPAX-TV

Ch. 8

(Satellite of KXLF-TV, Butte, MT)

**Network Service:** CBS.

**Licensee:** KPAX-TV Inc., Box 4827, Missoula, MT 59806.

**Studio:** 2204 Regent, Missoula, MT 59801.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level.

Latitude 47° 01' 06"  
Longitude 114° 00' 41"

**Transmitter:** TV Mountain, 4-mi. E of Evaro.

**News Service:** UPI.

**Satellite Earth Station:** In operation.

**Ownership:** See KTVQ(TV), Billings, MT.

**Began Operation:** May 1, 1970. Sale to present owner by Garryowen Corp. approved by FCC Dec. 23, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Reddy, Begley & Martin.

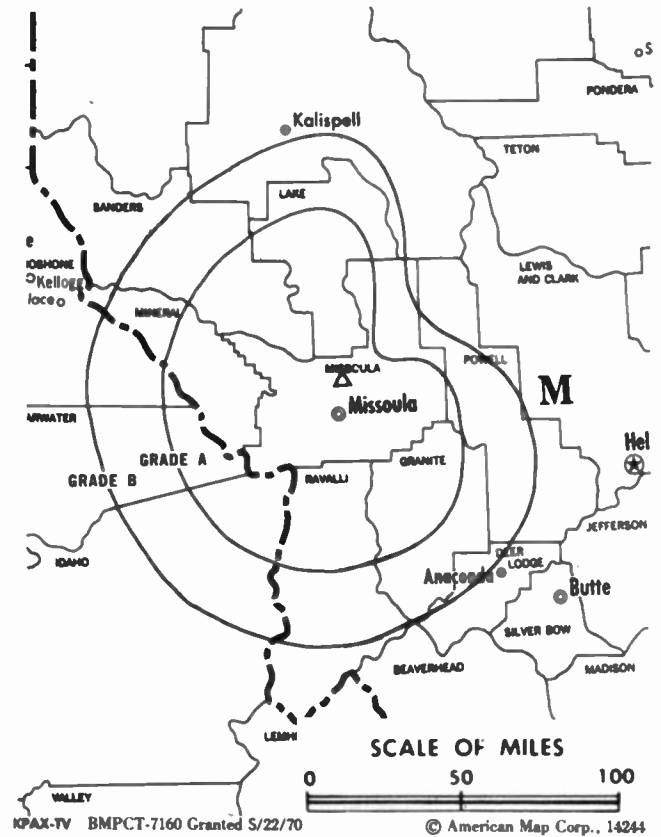
**Personnel:**

DAVID F. SAMPLE, general manager & film buyer.  
SUZANNE LAGONI, news director.  
JEROME MacDONALD, chief engineer.

**Highest 30 Sec. Rate** (July 7, 1984): \$300.

**Rates:** Sold separately or in combination with KXLF-TV, Butte.

**Arbitron Data:** Included with KXLF-TV, Butte.



**For Group Ownership of TV Stations,  
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