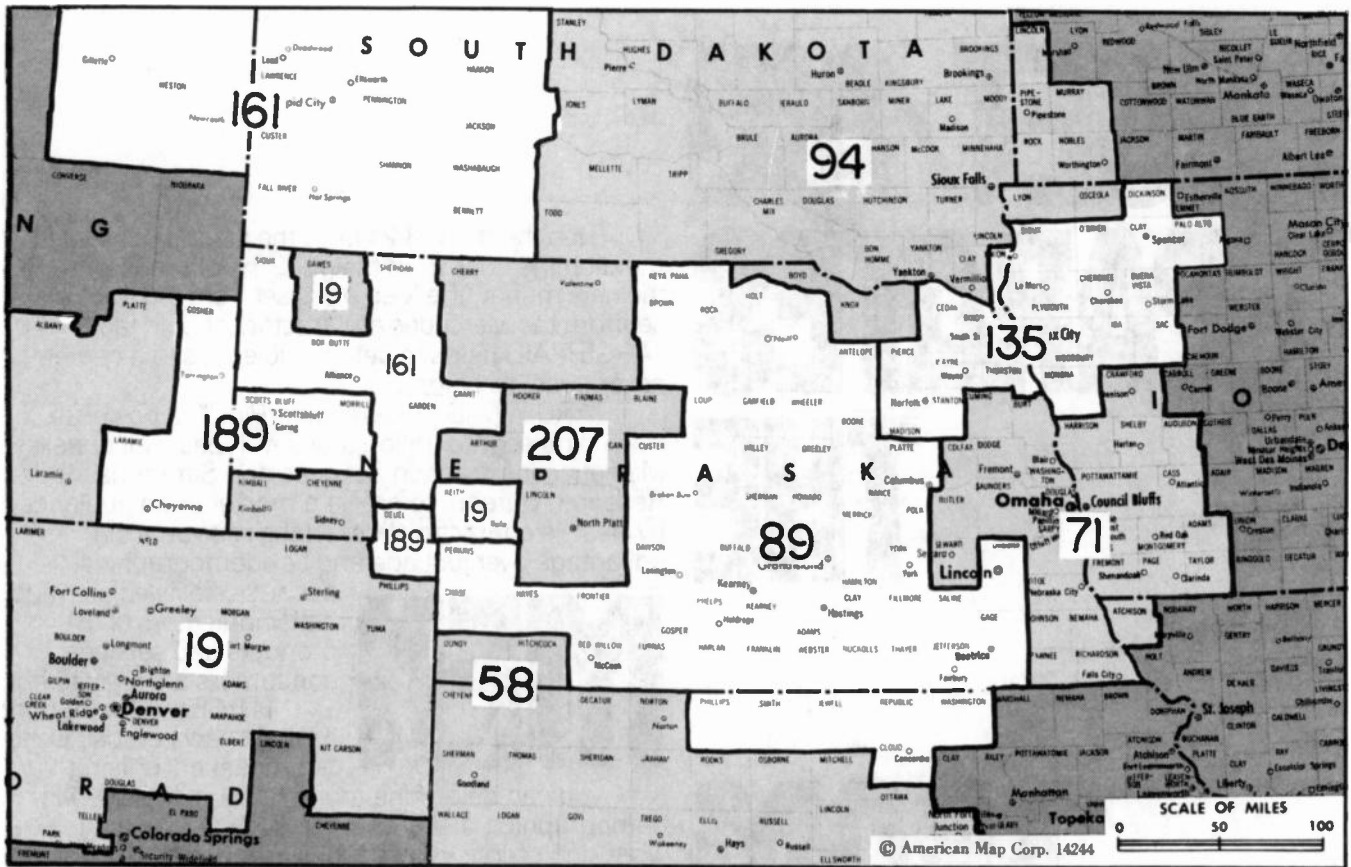


# Nebraska



## Nebraska Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23

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)
Wichita-Hutchinson, KS.....	416,900	58	KAKE-TV (10), KAYS-TV (7), KLOE-TV (10), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Omaha, NE.....	339,400	71	KETV (7), KMTV (3), WOWT (6)
Lincoln-Hastings-Kearney, NE.....	256,600	89	KBGT-TV (8), KGIN-TV (11), KHAS-TV (5), KHGI-TV (13), KOLN-TV (10), KSNB-TV (4), KWNB-TV (6)
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)
Cheyenne, WY.....	49,700	189	KSTF (10), KTVS (3), KYCU-TV (5)
North Platte, NE.....	15,900	207	KNOP-TV (2)

# Nebraska—Albion

## KBGT-TV

Ch. 8

(Semi-satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Amaturu Group Inc., Box 220, Kearney, NE 68847.

**Telephone:** 308-793-2494.

**TWX:** 910-960-3746.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 28.2-kw aural. Antenna: 1150-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"  
Longitude 97° 52' 38"

**Transmitter:** 6-mi. E of Albion, 1.2-mi. S of Rte. 91.

**News Services:** AP, CNN, National Weather Service, Environmental Satellite Services.

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

**Ownership:** See KHGI-TV, Kearney, NE.

**Began Operation:** December 5, 1964.

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

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

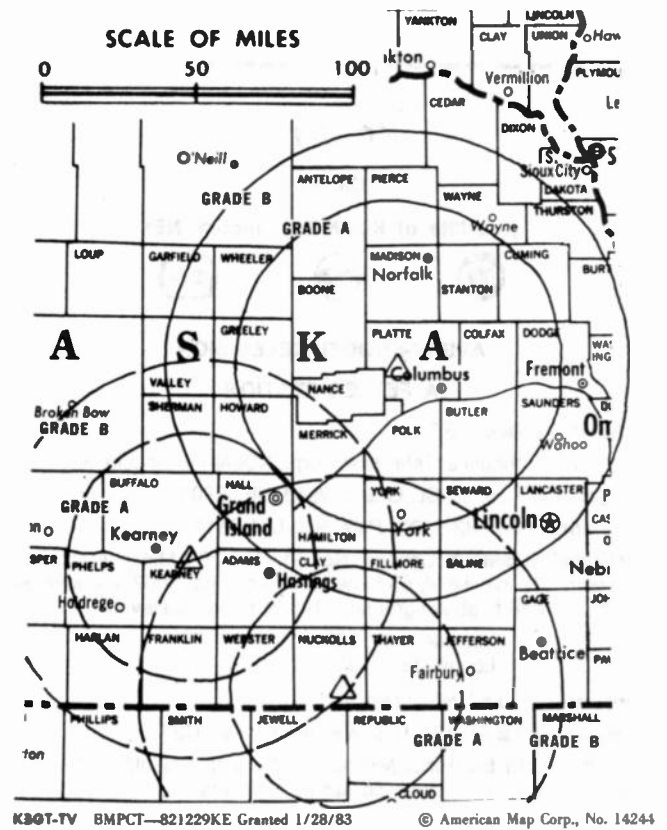
**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

JOSEPH C. AMATURO, chairman.  
FRANK E. BROSSEAU, president & general manager.  
WAYNE W. LANSCH, vice president & general sales manager.  
GLENDA McCUTCHEON, program director.  
JERRY FUEHRER, chief engineer.  
RAY GEARHART, news director.

**Highest 30 Sec. Rate** (Oct. 1, 1984): \$500.

**Arbitron Data:** Included with parent KHGI-TV, Kearney, NE.



## VIDEO WEEK

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# Nebraska—Grand Island

## KGIN-TV

Ch. 11

(Satellite of KOLN-TV, Lincoln, NE)



**EVERY-KNODEL TELEVISION**

**A FETZER STATION**

**Network Service:** CBS.

**Licensee:** Cornhusker Television Corp., KOLN-TV, Lincoln, NE.

**Studio:** 231 S. Locust St., Grand Island, NE 68801.

**Telephone:** 308-382-6100. **TWX:** 910-621-8114.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"  
Longitude 98° 48' 10"

**Transmitter:** 10-mi. NE of Minden.

**News Services:** AP, UPI, U.S. Weather Bureau, CBS.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta 7-meter & 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** See KOLN-TV, Lincoln.

**Began Operation:** October 1, 1961.

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

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

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

**Personnel:**

Same as KOLN-TV.  
STAN LINNERTZ, manager, Grand Island.  
BOB SCHNUELLE, director of public relations & public affairs, Grand Island.

**Rates:** See KOLN-TV.

**NETWORK BASE HOURLY RATE:** Combination rate with KOLN-TV, Lincoln.

**Arbitron Data:** Included with parent KOLN-TV, Lincoln, NE.



KGIN-TV BMPCT-5631 Granted 8/24/61 © American Map Corp., 14244

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

# Nebraska—Hastings

## KHAS-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Nebraska Television Corp., Box 578, Hastings 68901.

**Studio:** Hwy. 281, 3-mi. N of Hastings.

**Telephone:** 402-463-1321. **TWX:** 402-596-1490.

**Mailing Address:** Box 578, Hastings, NE 68901.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

**Transmitter:** Hwy. 281, 3-mi. N of Hastings.

**AM Affiliate:** KHAS, 1-kw, 1230 kHz.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 3 in operation; Harris receivers.

**Ownership:** Seaton Publishing Co., 51.54%; Morrison-Quirk Grain Corp., 3.64%; Radio KHAS, Hastings, 4.07%; John Spady Estate, 1.75%; Gladys D. Seaton, 3.30%; James D. Conway, 2.83%; Lloyd P. Kissinger, 1.45%; over 100 other stockholders, none with as much as 2%. **Officers:** G. D. Seaton, pres.; James D. Conway, secy.-treas.; Duane B. Allison, asst. secy.; John T. Benson, asst. secy. Seaton family owns **Hastings Tribune**, controls KHAS; KGGF, Coffeyville, KS; KMAN & KMKF(FM), Manhattan, KS; KFYO, Lubbock, TX and publishes chain of Western newspapers.

**Began Operation:** Jan. 1, 1956.

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

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

**Personnel:**

JOHN T. BENSON JR., general manager.  
BILL HUGHES, general sales manager.  
JOE MARTIN, news director.  
DUANE B. ALLISON, chief engineer.

**Highest 30 Sec. Rate** (July 26, 1983): \$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>KANSAS</b>			
	Jewell	2,100	2,000	95
	Phillips	2,900	2,800	97
	<b>NEBRASKA</b>			
	Adams	12,400	12,300	99
	Boone	2,700	2,700	100
	Buffalo	13,100	13,000	99
	Clay	3,000	3,000	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Garfield	900	900	100
	Greeley	1,200	1,200	100
	Hall	18,600	18,400	99
	Hamilton	3,600	3,600	100
	Harlan	1,700	1,700	100
	Howard	2,400	2,400	100
	Kearney	2,600	2,600	100
	Merrick	3,200	3,200	98
	Nuckolls	2,600	2,500	96



KHAS-TV BMPCT-3248 Granted 8/5/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Sherman	1,600	1,600	100
	Thayer	2,900	2,900	100
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
	York	5,800	5,700	98
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Republic	3,100	3,000	97
<b>NEBRASKA</b>	Dawson	8,800	8,700	99
	Jefferson	3,800	3,700	97
	Loup	300	300	100
	Nance	1,700	1,700	100
	Rock	900	900	100
	Saline	5,300	5,200	98
	<b>Between 5-24%</b>	<b>KANSAS</b>		
Clay		4,100	4,000	98
Cloud		4,800	4,700	98
	<b>NEBRASKA</b>			
	Washington	3,300	3,200	97
	Brown	1,700	1,600	94
	Custer	5,300	5,200	98
	Gage	9,200	9,100	99
	Gosper	800	800	100
	Mc Pherson	200	200	100
	Platte	10,800	10,700	99
	Seward	5,800	5,700	98
	Wheeler	400	400	100
<b>Station Totals</b>		<b>170,800</b>	<b>168,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>100,300</b>
<b>Average Daily Circulation (1984)</b>				<b>57,100</b>

# Nebraska—Hayes Center

## KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Amaturio Group Inc., Box 220, Kearney, NE 68847.

**Studio:** County Rd., 8-mi. N of Hayes Center.

**Telephone:** 308-743-2494, NTV Network, Axtell, NE.

**TWX:** 910-960-3746.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 710-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"  
Longitude 101° 01' 46"

**Transmitter:** County Rd., 8-mi. N of Hayes Center.

**News Services:** AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

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

**Ownership:** See KHGI-TV, Kearney, NE.

**Began Operation:** Feb. 9, 1956.

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

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

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

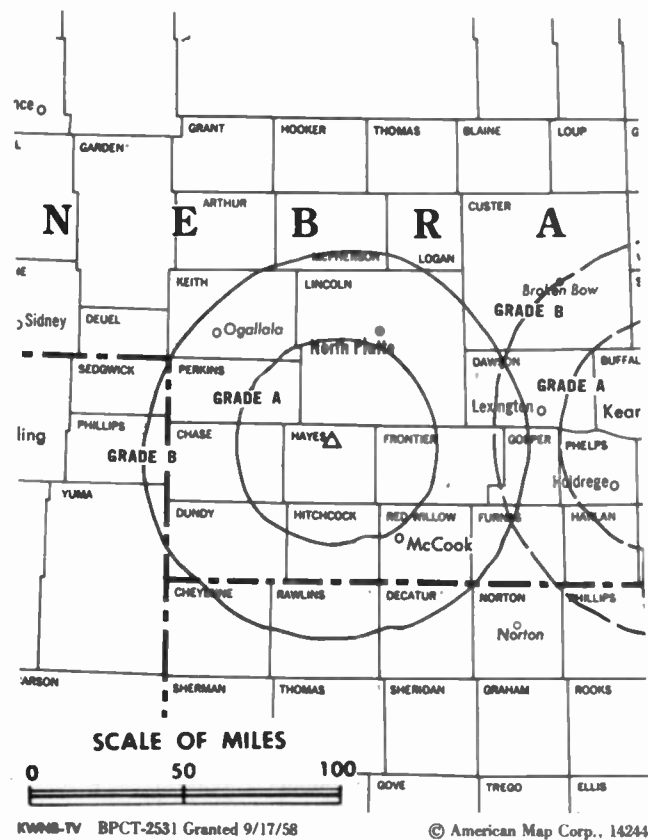
### Personnel:

JOSEPH C. AMATURO, chairman.  
FRANK E. BROSSEAU, president & general manager.  
WAYNE W. LANSCH, vice president & general sales manager.  
GLENDA McCUTCHEON, program director.  
JERRY FUEHRER, chief engineer.  
RAY GEARHART, news director.

**Rates:** Sold in conjunction with KHGI-TV, Kearney & KSNB-TV, Superior, NE.

**NETWORK BASE HOURLY RATE:** Bonus to KHGI-TV, Kearney.

**Arbitron Data:** Included with parent KHGI-TV, Kearney, NE.



## PUBLIC BROADCASTING REPORT

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# Nebraska—Kearney-Hastings-Grand Island

## KHGI-TV

Ch. 13

(Operates NTV Network including satellite KWNB-TV, Hayes Center & KSNB-TV, Superior, NE)

**Network Service:** ABC.

**Licensee:** Amaturio Group Inc., Box 220, Kearney, NE 68847.

**Studio:** 2.5-mi. E of Axtell, NE.

**Telephone:** 308-743-2494, Axtell. **TWX:** 910-960-3746.

**Mailing Address:** Box 220, Kearney, NE 68847.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"

Longitude 98° 52' 04"

**Transmitter:** 1.2 mi. NW of Lowell.

**News Services:** AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

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

**Ownership:** Joseph C. Amaturio, pres., 22.08%; Henry A. Loeb, v.p.; Thomas L. Kempner, treas.; Irwin D. Rowe, secy.; Henry A. Loeb, Carl M. Loeb Jr. & Margaret L. Kempner, trustees, 44.25% jointly; Ann L. Bronfman, 7.08%; Judith L. Chiara, 3.5%; Frances M. Loeb, Thomas L. Kempner & Henry A. Loeb, trustees, 10.67% jointly; Bernard E. Brandes & William A. Perlmuth, holding for benefit of Stroock, Stroock & Lavan, 7.08% jointly; others, none with as much as 2%. Amaturio Group also owns & operates satellite KWNB-TV, Hayes Center and semi-satellites KBGT-TV, Albion & KSNB-TV, Superior, NE. Amaturio has 25% of WFTL-FM, Ft. Lauderdale, FL. Alan M. Stroock has 8% of KWSR(AM), Rifle, CO. Amaturio Group also owns KKSS(FM), St. Louis, MO; WDRQ(FM), Detroit, MI & KMJQ(FM), Clear Lake City, TX.

**Began Operation:** Dec. 24, 1953. Sale to present owner by NTV Enterprises approved by FCC Nov. 16, 1979 (*Television Digest*, Vol. 19:24). Sale to NTV by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Vol. 14:7).

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

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

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

**Personnel:**

- JOSEPH C. AMATURO, chairman.
- FRANK E. BROSSEAU, president & general manager.
- WAYNE W. LANSCH, vice president & general sales manager.
- GLENDA McCUTCHEON, program director.
- JERRY FUEHRER, chief engineer.
- RAY GEARHART, news director.

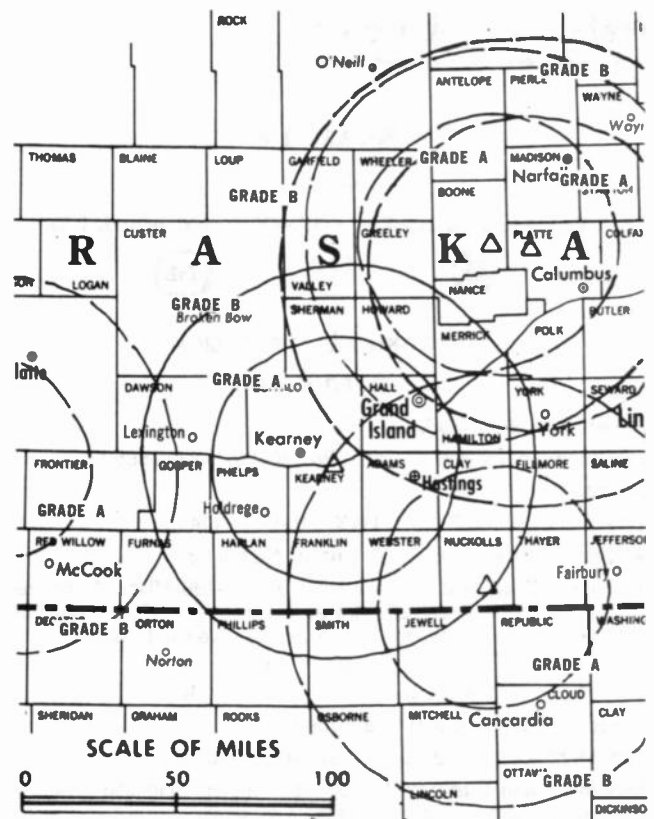
**Highest 30 Sec. Rate** (Oct. 1, 1984): \$750.

**NETWORK BASE HOURLY RATE:** \$600.

**Arbitron Data:** Figures include KWNB-TV, Hayes Center; KBGT-TV, Albion; KSNB-TV, Superior, NE.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Cheyenne	1,500	1,500	100
	Cloud	4,800	4,700	98
	Decatur	1,800	1,800	100
	Jewell	2,100	2,000	95
	Mitchell	3,400	3,300	97
	Norton	2,700	2,600	96
	Osborne	2,400	2,300	96
	Phillips	2,900	2,800	97
	Rawlins	1,600	1,600	100
	Republic	3,100	3,000	97



KHGI-TV BPCT-2718 Granted 8/1/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Smith	2,400	2,400	100
	Washington	3,300	3,200	97
	<b>NEBRASKA</b>			
	Adams	12,400	12,300	99
	Antelope	3,200	3,100	97
	Arthur	200	200	100
	Blaine	300	300	100
	Boone	2,700	2,700	100
	Buffalo	13,100	13,000	99
	Chase	2,000	2,000	100
	Clay	3,000	3,000	100
	Custer	5,300	5,200	98
	Dawson	8,800	8,700	99
	Dundy	1,200	1,200	100
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,600	18,400	99
	Hamilton	3,600	3,600	100
	Harlan	1,700	1,700	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Howard	2,400	2,400	100
	Jefferson	3,800	3,700	97
	Kearney	2,600	2,600	100
	Lincoln	14,300	14,100	99
	Logan	400	400	100
	Loup	300	300	100
	McPherson	200	200	100
	Merrick	3,200	3,200	98
	Nance	1,700	1,700	100
	Nuckolls	2,600	2,500	96
	Perkins	1,400	1,400	100

(Continued on page 596)

<b>Station Totals</b>	<b>314,300</b>	<b>309,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>193,600</b>	
<b>Average Daily Circulation (1984)</b>		<b>117,100</b>	

# Nebraska—Lincoln

## KOLN-TV

Ch. 10

(Also operates satellite KGIN-TV, Grand Island, NE)



**AVERY-KNODEL TELEVISION**

**A FETZER STATION**

**Network Service:** CBS.

**Licensee:** Cornhusker TV Corp., Box 30350, Lincoln 68503.

**Studio:** 40th & W Sts.

**Telephone:** 402-467-4321. **TWX:** 910-621-8114.

**Mailing Address:** Box 30350, Lincoln, NE 68503.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 36.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

**Transmitter:** 6-mi. E of Beaver Crossing.

**News Services:** AP, UPI, U.S. Weather Bureau Wire.

**Satellite Earth Stations:** Microdyne, 7-meter; Scientific-Atlanta 7-meter & 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, MI. Cornhusker Television also owns satellite KGIN-TV, Grand Island, NE.

**Began Operation:** Feb. 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (*Television Digest*, Vol. 9:30, 34; 10:9, 13, 20).

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

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

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

**Personnel:**

- JOHN E. FETZER, chairman.
- A. JAMES EBEL, president & general manager.
- PAUL JENSEN, vice president & station manager.
- WESLEY MASER, sales manager.
- LETA POWELL DRAKE, program director.
- DON WRIGHT, news director.
- BOB FURMAN, production director.
- DALE HOLT, public affairs director.
- GUY DAVIS, farm director.
- LYLE D. KAUFMAN, chief engineer.
- KAREN WALKLIN, promotion & public relations director.

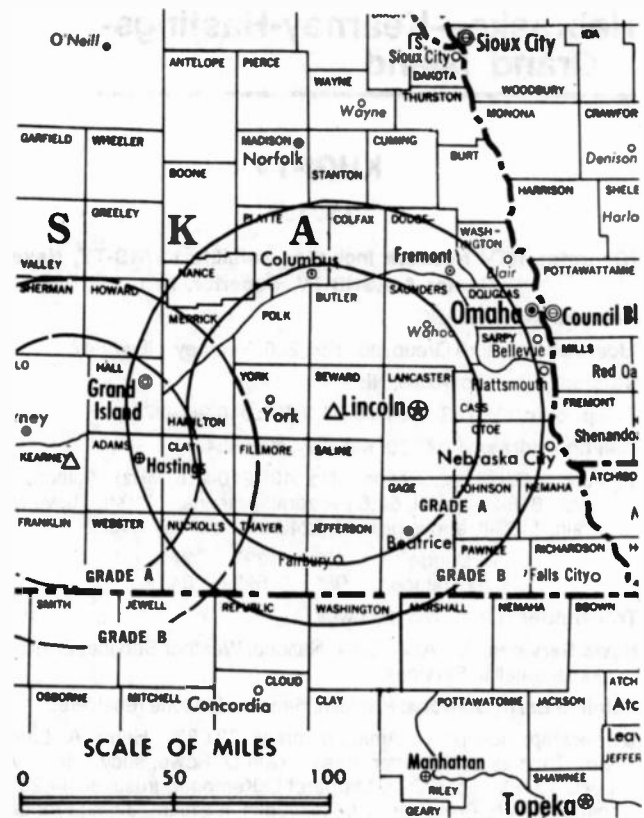
**Highest One Hour Rate** (July 1, 1983): \$5000.

**Highest 30 Sec. Rate** (July 19, 1984): \$500.  
Includes KGIN-TV, Grand Island, NE.

**NETWORK BASE HOURLY RATE:** \$910.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Jewell	2,100	2,000	95
	Marshall	5,200	5,100	98
	Norton	2,700	2,600	96
	Phillips	2,900	2,800	97
	Republic	3,100	3,000	97
	Smith	2,400	2,400	100
	Washington	3,300	3,200	97
	<b>NEBRASKA</b>			
	Adams	12,400	12,300	99
Antelope	3,200	3,100	97	
Boone	2,700	2,700	100	



KOLN-TV BPCT-3649 Granted 12/15/65

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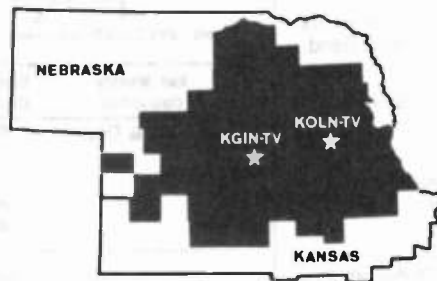
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Boyd	1,300	1,300	100
	Brown	1,700	1,600	94
	Buffalo	13,100	13,000	99
	Butler	3,400	3,300	97
	Clay	3,000	3,000	100
	Colfax	3,900	3,800	97
	Custer	5,300	5,200	98
	Dawson	8,800	8,700	99
	Fillmore	3,000	3,000	100
	Franklin	1,700	1,700	100
	Furnas	2,600	2,500	96
	Gage	9,200	9,100	99
	Garfield	900	900	100
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,600	18,400	99
	Hamilton	3,600	3,600	100
	Harlan	1,700	1,700	100
	Holt	5,200	5,000	96
	Howard	2,400	2,400	100
	Jefferson	3,800	3,700	97
	Johnson	2,100	2,100	100
	Kearney	2,600	2,600	100
	Keya Paha	500	500	100
	Lancaster	77,400	76,600	99
	Lincoln	14,300	14,100	99
	Loup	300	300	100
	Merrick	3,200	3,200	98
	Nance	1,700	1,700	100
	Nemaha	3,200	3,100	97
Nuckolls	2,600	2,500	96	
Otoe	5,800	5,700	98	
Pawnee	1,600	1,600	100	
Phelps	3,700	3,700	100	
Platte	10,800	10,700	99	
Polk	2,300	2,300	100	
Red Willow	5,100	5,000	98	

(Continued on page 596)

<b>Station Totals</b>	<b>405,800</b>	<b>400,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>296,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>198,200</b>	

**If you could buy  
only one TV station  
in Nebraska,  
which would you choose?**

**How about the one that  
leads the nation  
in ADI share:  
KOLN-TV/KGIN-TV.**



**FIRST IN THE NATION**

Early Fringe, Women 25-54 .....47%

**SECOND IN THE NATION**

Late News, ADI Homes.....49%

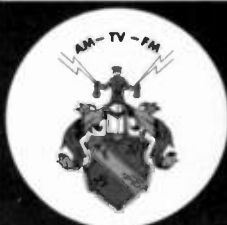
**THIRD IN THE NATION**

Total Day, ADI Homes.....34%

Early Fringe, ADI Homes .....38%


KOLN-TV/KGIN-TV dominates the \$3.1 billion Lincoln-Hastings-Kearney market you've got to cover if you want to cover Nebraska. Get all the facts and figures from your Avery-Knodel representative.

Television/Radio Age and Arbitron, May, 1983



*A Tetzner  
Station*

**KOLN-TV/KGIN-TV**

Channel 10  A CBS Affiliate Channel 11

LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA  
1500 FT. TOWER / 1069 FT. TOWER

Avery-Knodel Television National Representatives



# Nebraska—McCook-Oberlin, KS

## KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

**Network Service:** NBC.

**Licensee:** KSN Inc., Box 333, Wichita, KS 67201.

**Studio:** U.S. Hwy. 36, 9-mi. W of Oberlin, KS.

**Telephone:** 913-475-2248.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw visual, 59.4-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"  
Longitude 100° 42' 04"

**Transmitter:** U.S. Hwy. 36, 9-mi. W of Oberlin, KS.

**News Services:** AP, KSN.

**Ownership:** See KSNW, Wichita, KS.

**Began Operation:** Oct. 16, 1959.

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

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

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

**Personnel:**

ROBERT BERKHEIMER, station manager.

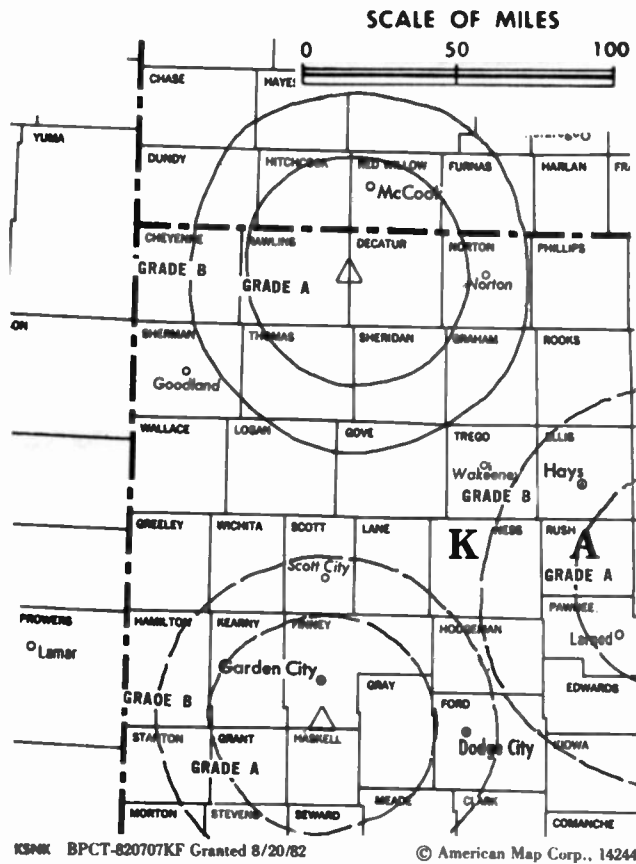
DELMER COSS, chief engineer.

**Rates:** Offered as a bonus with KSNW, Wichita, KS & satellites (Kansas State Network) KSNB, Garden City & KSNC, Great Bend, KS.

**NETWORK BASE HOURLY RATE:** Bonus to KSNC, Great Bend, 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>			
	Cheyenne	1,500	1,500	100
	Decatur	1,800	1,800	100
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Logan	1,400	1,400	100
	Norton	2,700	2,600	96
	Rawlins	1,600	1,600	100
	Sheridan	1,300	1,300	100
	Sherman	3,000	3,000	100
	Thomas	3,200	3,100	97
	Wallace	700	700	100
	<b>NEBRASKA</b>			
Dundy	1,200	1,200	100	



KSNK BPCT-820707KF Granted 8/20/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Red Willow	5,100	5,000	98
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Phillips	2,900	2,800	97
	Trego	1,600	1,600	100
<b>NEBRASKA</b>	Chase	2,000	2,000	100
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Dawson	8,800	8,700	99
	Gosper	800	800	100
	Harlan	1,700	1,700	100
	Keith	3,900	3,900	100
	Mc Pherson	200	200	100
<b>Station Totals</b>		<b>54,300</b>	<b>53,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>31,300</b>
<b>Average Daily Circulation (1984)</b>				<b>21,700</b>

# Nebraska—North Platte

## KNOP-TV

### Ch. 2

**Network Service:** NBC.

**Licensee:** North Platte Television Inc., Box 749, North Platte 69101.

**Studio:** 4.7-mi. NNE of center of town.

**Telephone:** 308-532-2222.

**Mailing Address:** Box 749, North Platte, NE 69101.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"  
Longitude 100° 43' 58"

**Transmitter:** 4.7-mi. NNE of center of town.

**News Service:** AP.

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

**Ownership:** Shively Communications. Richard Shively, 90%; Ulysses A. Carlini, 10%. Shively owns 22.84% of Permian Basin Television Corp., licensee of KTPX(TV), Odessa-Monahans & KWAB-TV, Big Spring, TX. Shively Communications owns applicants for Ch. 62, Hammond, IN; Ch. 24, Danville, VA.

**Began Operation:** Dec. 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

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

**Represented (legal):** James E. Greeley.

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

**Personnel:**

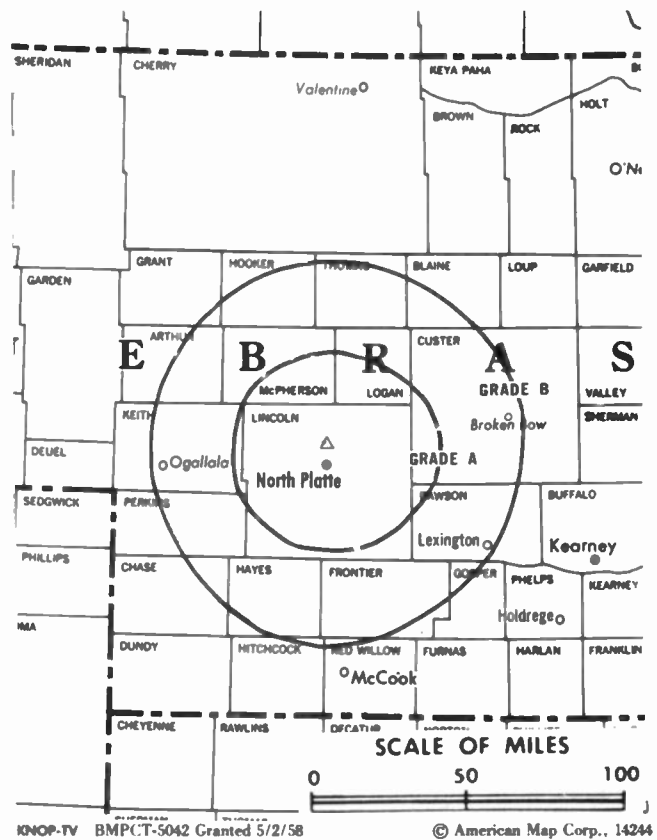
- ULYSSES A. CARLINI, general manager.
- JODI RITACCA, news director.
- JOHN KOCH, sports director.
- MARK HIMMLER, chief engineer.
- CHERYL McDONALD, traffic director.

**Highest 30 Sec. Rate** (July 5, 1984): \$285.

**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>NEBRASKA</b>			
	Arthur	200	200	100
	Blaine	300	300	100
	Custer	5,300	5,200	98
	Dawson	8,800	8,700	99
	Frontier	1,400	1,400	100
	Hooker	400	400	100
	Lincoln	14,300	14,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Logan	400	400	100
	Mc Pherson	200	200	100
	Perkins	1,400	1,400	100
	Thomas	400	400	100
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Cherry	2,600	2,500	96
	Deuel	1,000	1,000	100
	Garden	1,100	1,100	100
	Grant	300	300	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Phillips	2,900	2,800	97
	<b>NEBRASKA</b>			
	Chase	2,000	2,000	100
	Gosper	800	800	100
	Hayes	500	500	100
Loup	300	300	100	
Valley	2,200	2,100	95	
<b>Station Totals</b>		<b>50,700</b>	<b>50,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>30,600</b>
<b>Average Daily Circulation (1984)</b>				<b>20,500</b>

# Nebraska—Omaha

**KETV**

Ch. 7

**Network Service:** ABC.

**Licensee:** KETV Television Inc., 27th & Douglas Sts., Omaha NE 68131.

**Studio:** 27th & Douglas Sts., Omaha NE 68131.

**Telephone:** 402-345-7777. **TWX:** 910-622-0710.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1360-ft. above av. terrain, 1362.5-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"  
Longitude 96° 01' 37"

**Transmitter:** 5600 N. 72nd St.

**News Services:** AP, UPI.

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

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

**Began Operation:** Sept. 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of **Omaha World-Herald**) approved by FCC Feb. 26, 1976 (**Television Digest**, Vol. 15:45). Previous sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 2:45, 3:23).

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

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

- GARY R. NIELSEN, vice president & general manager.
- HOWARD SHRIER, general sales manager.
- LIN WHITE, local/regional sales manager.
- BETTIE DENNY, program/community affairs manager.
- COLLEEN CLARK, promotion manager.
- RAY DEPA, news director.
- DON CLAUSEN, chief engineer.

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

**Highest 30 Sec. Rate** (Sept. 17, 1983): \$2500.

**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>IOWA</b>			
	Adams	2,200	2,200	100
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,900	4,800	99
	Monona	4,500	4,400	98
	Montgomery	5,400	5,300	98
	Page	7,500	7,400	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	99
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
	Atchison	3,300	3,300	100
	<b>NEBRASKA</b>			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	7,600	7,500	99
Colfax	3,900	3,800	97	
Cuming	4,100	4,000	98	
Dodge	14,000	13,900	99	
Douglas	152,000	150,600	99	
Gage	9,200	9,100	99	
Jefferson	3,800	3,700	97	



KETV BPCT-3701 Granted 4/25/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Johnson	2,100	2,100	100
	Lancaster	77,400	76,600	99
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	100
	Platte	10,800	10,700	99
	Richardson	4,500	4,400	98
	Saline	5,300	5,200	98
	Sarpy	30,000	29,900	100
	Saunders	6,900	6,800	99
	Seward	5,800	5,700	98
	Stanton	2,500	2,400	96
Washington	5,900	5,900	100	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Ida	3,400	3,400	100
	<b>NEBRASKA</b>			
Thurston	2,400	2,400	100	
York	5,800	5,700	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Adair	3,700	3,700	100
	Carroll	8,100	8,000	99
	Union	5,600	5,500	98
	<b>KANSAS</b>			
	Marshall	5,200	5,100	98
	Nemaha	4,100	4,000	98
	<b>MISSOURI</b>			
	Holt	2,800	2,700	96
	Nodaway	8,100	8,000	99
	<b>NEBRASKA</b>			
	Antelope	3,200	3,100	97
Dakota	6,400	6,400	100	
Dixon	2,600	2,600	100	
Greeley	1,200	1,200	100	
Madison	12,300	12,100	98	
Pierce	3,100	3,100	100	
Polk	2,300	2,300	100	
Thayer	2,900	2,900	100	
Wayne	3,500	3,500	100	
<b>Station Totals</b>		<b>544,700</b>	<b>538,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>422,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>271,200</b>	

# Nebraska—Omaha

**KMTV**

Ch. 3

**Network Service:** NBC.

**Licensee:** May Broadcasting Co., 10714 Mockingbird Dr., Omaha, NE 68127.

**Studio:** 10714 Mockingbird Dr., Omaha, NE 68127.

**Telephone:** 402-592-3333. **TWX:** 402-348-1109.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"  
Longitude 96° 01' 37"

**Transmitter:** 5400 N. 72nd St.

**AM Affiliate:** KFAB, 50-kw, 1110 kHz (NBC).

**FM Affiliate:** KGOR, 115-kw, 99.9 MHz (No. 260), 500-ft.

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

**Satellite Earth Stations:** In operation; Harris receivers.

**Ownership:** May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, IA). May Bcstg. also owns KGUN-TV, Tucson, AZ; KMA(AM), Shenandoah, IA. Officers of May Bcstg. Co.: Owen L. Saddler, chmn.; Edward W. May, pres.; Norman W. Williams, exec. v.p.; James B. Shaum, v.p.-secy.; Frances M. Rankin, v.p.-treas.; Eleanor Jean May, v.p.-asst. secy. and the following directors: Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, O. L. Saddler, Norman W. Williams.

**Began Operation:** Sept. 1, 1949.

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

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

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

**Personnel:**

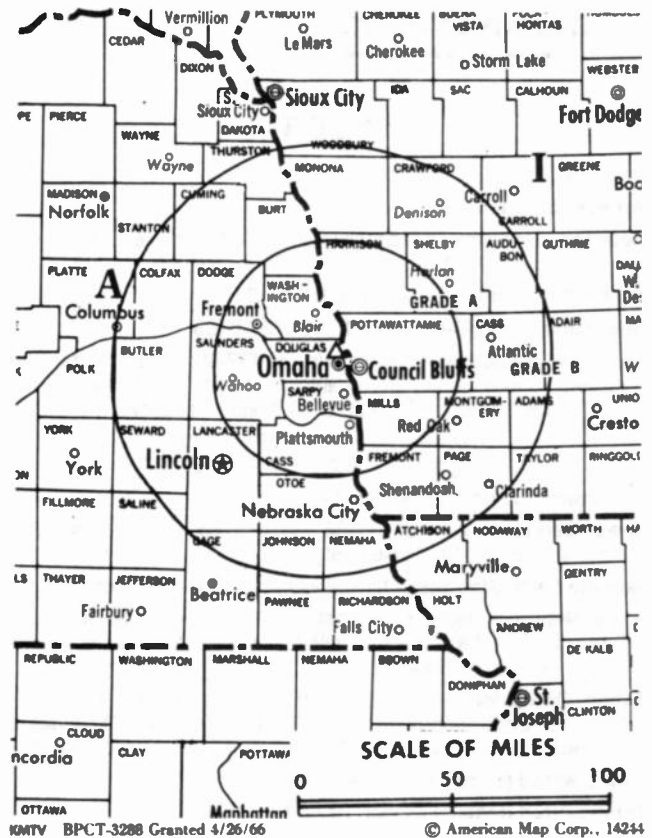
- OWEN SADDLER, chairman of the board.
- EDWARD W. MAY, president.
- NORMAN W. WILLIAMS, executive vice president.
- ROGER OTTENBACH, vice president & general manager.
- RICHARD L. RONCKA, general sales manager.
- JAY B. MAXEY, national sales manager.
- CAROL RUEPPEL, news director.
- ARTHUR JACOBSON, operations director.
- DONALD E. BROWERS, program manager.
- RICHARD B. BOCK, program production manager.
- LARRY STEELE, chief engineer.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$1400.

**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>50% &amp; Over</b>	<b>IOWA</b>			
	Adams	2,200	2,200	100
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,900	4,800	99
	Monona	4,500	4,400	98
	Montgomery	5,400	5,300	98
	Page	7,500	7,400	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	99
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
Atchison	3,300	3,300	100	
<b>NEBRASKA</b>				
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	
Cass	7,600	7,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Colfax	3,900	3,800	97
	Cuming	4,100	4,000	98
	Dodge	14,000	13,900	99
	Douglas	152,000	150,600	99
	Gage	9,200	9,100	99
	Johnson	2,100	2,100	100
	Lancaster	77,400	76,600	99
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	100
	Platte	10,800	10,700	99
	Richardson	4,500	4,400	98
	Saline	5,300	5,200	98
	Sarpy	30,000	29,900	100
Saunders	6,900	6,800	99	
Seward	5,800	5,700	98	
Washington	5,900	5,900	100	
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Nodaway	8,100	8,000	99
	<b>NEBRASKA</b>			
	Jefferson	3,800	3,700	97
	Madison	12,300	12,100	98
Stanton	2,500	2,400	96	
York	5,800	5,700	98	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Carroll	8,100	8,000	99
	Ida	3,400	3,400	100
	Sac	5,400	5,300	98
	<b>KANSAS</b>			
	Marshall	5,200	5,100	98
	<b>MISSOURI</b>			
	Holt	2,800	2,700	96
	<b>NEBRASKA</b>			
	Knox	4,200	4,100	98
Nance	1,700	1,700	100	
Pierce	3,100	3,100	100	
Polk	2,300	2,300	100	
Thurston	2,400	2,400	100	
Wayne	3,500	3,500	100	
<b>Station Totals</b>		<b>526,300</b>	<b>520,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>409,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>235,400</b>	

# Nebraska-Omaha

**WOWT**

Ch. 6

**Network Service:** CBS.

**Licensee:** Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, CA 94119.

**Studio:** 3501 Farnam St., Omaha, NE 68131.

**Telephone:** 402-346-6666. **TWX:** 910-622-0488.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1380-ft. above av. terrain, 1358-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 40"  
Longitude 96° 01' 37"

**Transmitter:** 72nd & Crown Point Ave.

**News Services:** AP, UPI, CBS, Weatherscan, ESDI, National Weather Service, Chronicle Bcstg.

**Satellite Earth Stations:** 3 Microwave Associates; 5-meter.

**Ownership:** Chronicle Broadcasting Co. Francis Martin, pres.; Edward L. Zachary, pres., WOWT Div. For other interests, see KRON-TV, San Francisco.

**Began Operation:** Aug. 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (**Television Digest**, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

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

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

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

**Personnel:**

- ED ZACHARY, president & general manager.
- CRAIG VANCE, vice president & station manager.
- JOHN DOWD, general sales manager.
- JOHN DIXON, program director.
- WAYNE GOETZ, chief engineer.
- JUDY HORAN, promotion manager.
- RUTH WILLIAMS, creative director.
- BRYCE ANDERSON, farm director.
- HOWARD GREGORY, production manager.
- CORINNE TABORSKY, controller.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1071.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Adams	2,200	2,200	100
	Audubon	3,200	3,200	100
	Cass	6,800	6,700	99
	Crawford	6,800	6,700	99
	Fremont	3,600	3,600	100
	Harrison	6,000	5,900	98
	Mills	4,900	4,800	99
	Monona	4,500	4,400	98
	Montgomery	5,400	5,300	98
	Page	7,500	7,400	99
	Pottawattamie	31,800	31,500	99
	Shelby	5,500	5,400	99
	Taylor	3,300	3,200	97
	<b>MISSOURI</b>			
	Atchison	3,300	3,300	100
	<b>NEBRASKA</b>			
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	
Cass	7,600	7,500	99	
Colfax	3,900	3,800	97	
Cuming	4,100	4,000	98	
Dodge	14,000	13,900	99	



WOWT BPCT-3671 Granted 4/25/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Douglas	152,000	150,600	99
	Gage	9,200	9,100	99
	Johnson	2,100	2,100	100
	Lancaster	77,400	76,600	99
	Madison	12,300	12,100	98
	Nemaha	3,200	3,100	97
	Otoe	5,800	5,700	98
	Pawnee	1,600	1,600	100
	Platte	10,800	10,700	99
	Richardson	4,500	4,400	98
	Sarpy	30,000	29,900	100
	Saunders	6,900	6,800	99
	Seward	5,800	5,700	98
	Thurston	2,400	2,400	100
Washington	5,900	5,900	100	
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Jefferson	3,800	3,700	97
	Polk	2,300	2,300	100
	Saline	5,300	5,200	98
<b>Between 5-24%</b>	Stanton	2,500	2,400	96
	York	5,800	5,700	98
	<b>IOWA</b>			
	Carroll	8,100	8,000	99
Ida	3,400	3,400	100	
Sac	5,400	5,300	98	
Union	5,600	5,500	98	
<b>KANSAS</b>				
Marshall	5,200	5,100	98	
<b>MISSOURI</b>				
Andrew	5,300	5,200	98	
Holt	2,800	2,700	96	
Nodaway	8,100	8,000	99	
<b>NEBRASKA</b>				
Dakota	6,400	6,400	100	
Nance	1,700	1,700	100	
Pierce	3,100	3,100	100	
Thayer	2,900	2,900	100	
Wayne	3,500	3,500	100	
<b>Station Totals</b>		<b>542,300</b>	<b>536,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>400,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>266,100</b>	

# Nebraska—Scottsbluff

## KDUH-TV

Ch. 4

(Affiliate of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** 1523 First Ave., Scottsbluff, NE 69361.

**Telephone:** 308-632-3071.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"  
Longitude 103° 13' 57"

**Transmitter:** 13.1-mi. SW of Hemingford, NE.

**News Service:** UPI.

**Ownership:** Same as KOTA-TV, Rapid City.

**Began Operation:** Feb. 20, 1958.

**Represented (sales):** Katz Television; The Soderlund Co. (Omaha-Lincoln); McGuire Co. (Denver).

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

**Represented (engineering):** Edward F. Lorentz & Associates; Vir James (Denver).

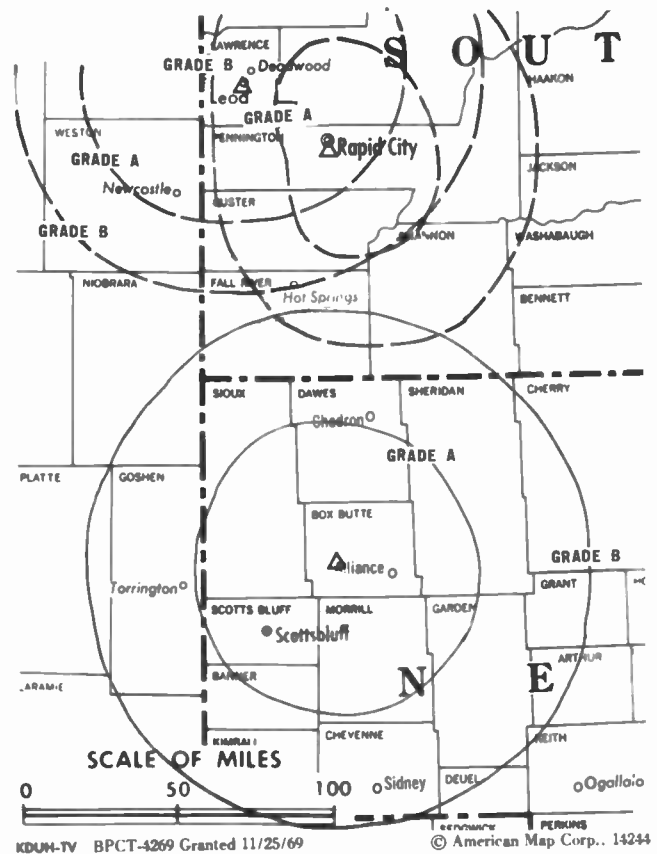
**Personnel:**

WILLIAM DUHAMEL, general manager.  
WES HAUGEN, general sales manager.  
DON LARSEN, director of engineering.  
JERRY DISHONG, resident manager.

**Rates:** Sold in combination with KOTA-TV.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Banner	300	300	100
	Box Butte	5,800	5,700	98
	Cheyenne	4,000	3,900	98
	Dawes	3,600	3,500	97
	Garden	1,100	1,100	100
	Grant	300	300	100
	Kimball	1,800	1,800	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,600	14,300	98
	Sheridan	3,000	2,900	97
	Sioux	700	700	100
	<b>WYOMING</b>	Goshen	4,700	4,600
Niobrara		1,200	1,200	100
<b>Between 25-49%</b>		<b>NEBRASKA</b>		
	Cherry	2,600	2,500	96
	<b>WYOMING</b>			
Platte	5,600	5,300	95	
Weston	2,800	2,700	96	
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Arthur	200	200	100
	Deuel	1,000	1,000	100
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
Fall River	3,300	3,200	97	

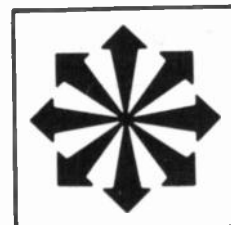


KDUH-TV BPCT-4269 Granted 11/25/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Shannon	2,600	2,400	92
	Ziebach	600	600	100
<b>Station Totals</b>		<b>63,200</b>	<b>61,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>43,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>28,000</b>	

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# Nebraska—Scottsbluff-Gering

**KSTF**

**Ch. 10**

(Satellite of KYCU-TV, Cheyenne, WY)

**Network Service:** CBS & ABC.

**Licensee:** Burke Bcstg. of Cheyenne, 2923 E. Lincolnway, Cheyenne, WY 82001.

**Studio:** 1402 First Ave., Scottsbluff, NE 69361.

**Telephone:** 307-634-7755, Cheyenne.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"  
Longitude 103° 39' 55"

**Transmitter:** 9.5-mi. N of center of Scottsbluff.

**News Services:** AP, CBS.

**Ownership:** See KYCU-TV, Cheyenne.

**Began Operation:** Aug. 7, 1955. Sale to present owner by Wyneco Communications approved by FCC Oct. 14, 1983.

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

**Represented (legal):** Shrinsky, Weitzman & Eisen, P. C.

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

**Personnel:**

W. J. BRENNAN, resident manager.  
CARL J. OCCHIPINTI, general manager.

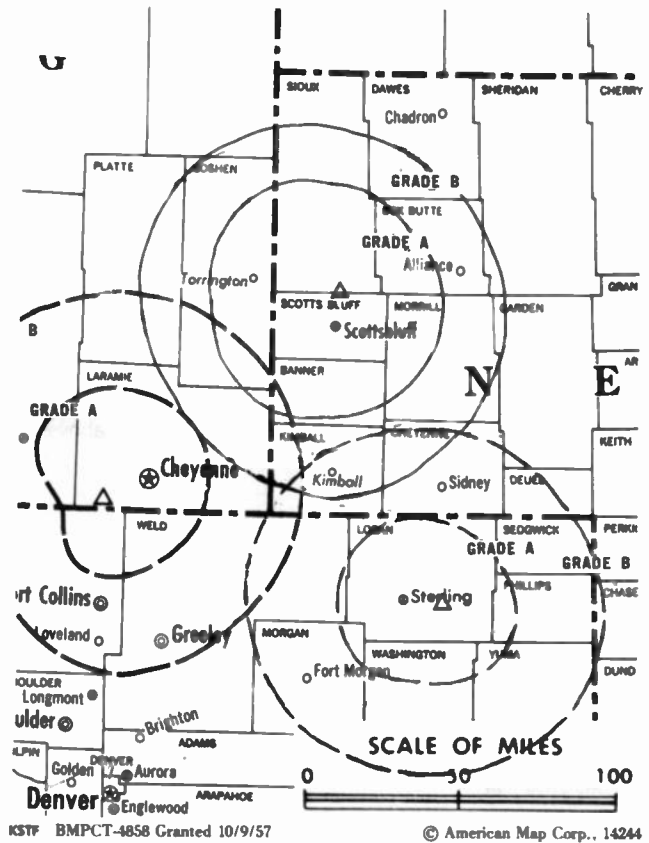
**Rates:** Sold in combination with KYCU-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations. Separate rates also available.

**Highest 30 Sec. Rate**(Feb. 27, 1984): \$55.

**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>NEBRASKA</b>			
	Banner	300	300	100
	Box Butte	5,800	5,700	98
	Kimball	1,800	1,800	100
	Morrill	2,400	2,300	96
	Scotts Bluff	14,600	14,300	98
	Sioux	700	700	100
	<b>WYOMING</b>			
	Goshen	4,700	4,600	98



KSTF BMPCT-4858 Granted 10/9/57

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## For Low-Power TV Stations Consult Index

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WYOMING</b>				
<b>Between 25-49%</b>	Niobrara	1,200	1,200	100
<b>NEBRASKA</b>				
<b>Between 5-24%</b>	Cherry	2,600	2,500	96
	Cheyenne	4,000	3,900	98
	Dawes	3,600	3,500	97
	Garden	1,100	1,100	100
	Sheridan	3,000	2,900	97
<b>WYOMING</b>				
	Converse	5,800	5,600	97
	Platte	5,600	5,300	95
<b>Station Totals</b>		<b>57,200</b>	<b>55,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>31,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,500</b>	

# Nebraska—Superior

## KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, NE)

**Network Service:** ABC.

**Licensee:** Amaturu Group Inc., Box 220, Kearney, NE 68847.

**Telephone:** 308-743-2494, Axtell, NE TWX: 910-960-3746.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.6-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level.

Latitude 40° 05' 13"

Longitude 97° 55' 12"

**Transmitter:** 4.7-mi. SW of Ruskin.

**News Services:** AP, ABC, CNN, National Weather Service, Environmental Satellite Services.

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

**Ownership:** See KHGI-TV, Kearney, NE.

**Began Operation:** Oct. 1, 1965.

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

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

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

### Personnel:

JOSEPH C. AMATURO, chairman.

FRANK E. BROUSSEAU, president & general manager.

WAYNE W. LANSCHÉ, vice president & general sales manager.

GLEND A McCUTCHEON, program director.

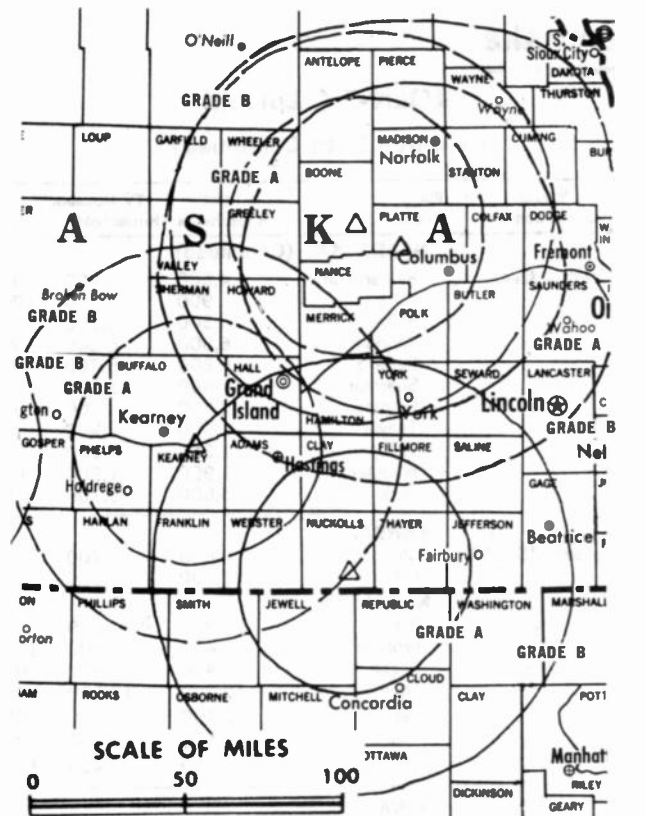
JERRY FUEHRER, chief engineer.

RAY GEARHART, news director.

**Rates:** Sold in conjunction with KHGI-TV, Kearney; KBGT-TV, Albion, and KWNB-TV, Hayes Center, NE.

**NETWORK BASE HOURLY RATE:** Bonus to KHGI-TV, Kearney.

**Arbitron Data:** Included with KHGI-TV, Kearney.



KSNB-TV BMPCT-6399 Granted 3/14/67

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

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# Nebraska

## KOLN-TV, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA—(Continued)</b>			
	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
	Sherman	1,600	1,600	100
	Stanton	2,500	2,400	96
	Thayer	2,900	2,900	100
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
York	5,800	5,700	98	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Cloud	4,800	4,700	98
	Graham	1,500	1,500	100
	<b>NEBRASKA</b>			
	Blaine	300	300	100
	Frontier	1,400	1,400	100
	Logan	400	400	100
	Madison	12,300	12,100	98
	Perkins	1,400	1,400	100
	Pierce	3,100	3,100	100
Wheeler	400	400	100	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Fremont	3,600	3,600	100
	Mills	4,900	4,800	99
	<b>KANSAS</b>			
	Ellis	10,000	9,900	99
	Nemaha	4,100	4,000	98
	Osborne	2,400	2,300	96
	Rooks	2,700	2,700	100
	<b>NEBRASKA</b>			
	Cass	7,600	7,500	99
Cherry	2,600	2,500	96	
Cuming	4,100	4,000	98	
Dodge	14,000	13,900	99	
Hitchcock	1,500	1,500	100	
Keith	3,900	3,900	100	
Mc Pherson	200	200	100	
Washington	5,900	5,900	100	

# BLACKBURN & COMPANY, INC.

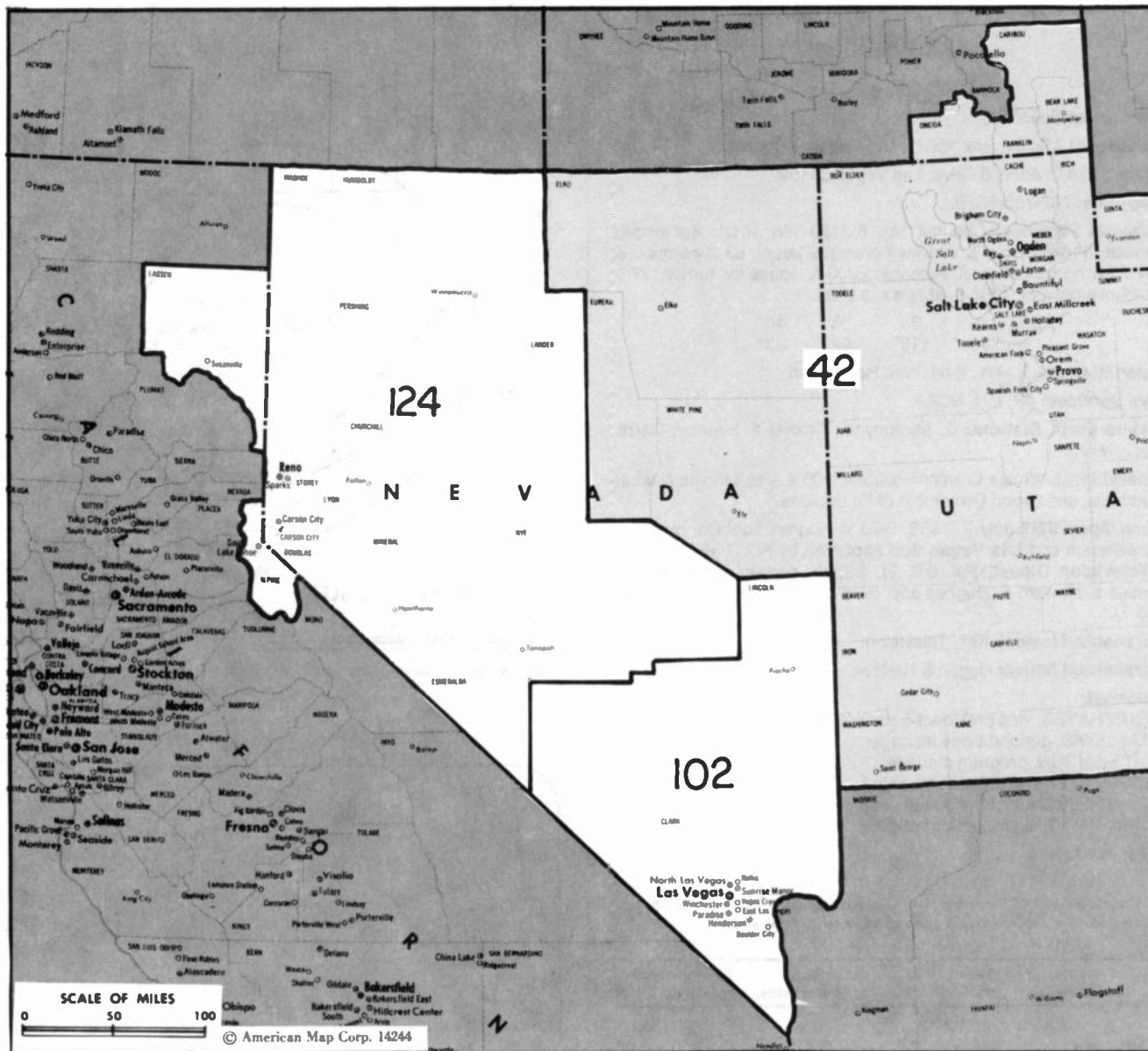
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BEVERLY HILLS	9465 Wilshire Blvd., 90212	(213) 274-8151

## KHGI-TV, Kearney (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEBRASKA—(Continued)</b>			
	Phelps	3,700	3,700	100
	Polk	2,300	2,300	100
	Red Willow	5,100	5,000	98
	Sherman	1,600	1,600	100
	Thayer	2,900	2,900	100
	Valley	2,200	2,100	95
	Webster	1,900	1,900	100
	Wheeler	400	400	100
	York	5,800	5,700	98
	<b>Between 25-49%</b>	<b>KANSAS</b>		
Clay		4,100	4,000	98
Graham		1,500	1,500	100
Lincoln		1,700	1,700	100
Ottawa		2,300	2,200	96
Sheridan		1,300	1,300	100
Thomas		3,200	3,100	97
<b>NEBRASKA</b>				
Brown		1,700	1,600	94
Gage		9,200	9,100	99
Holt	5,200	5,000	96	
Keith	3,900	3,900	100	
Keya Paha	500	500	100	
Madison	12,300	12,100	98	
Pierce	3,100	3,100	100	
Platte	10,800	10,700	99	
Rock	900	900	100	
Stanton	2,500	2,400	96	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Phillips	1,800	1,800	100
	<b>KANSAS</b>			
	Dickinson	8,000	7,900	99
	Ellis	10,000	9,900	99
	Logan	1,400	1,400	100
	Marshall	5,200	5,100	98
	Rooks	2,700	2,700	100
	Russell	3,600	3,500	97
	Sherman	3,000	3,000	100
Wallace	700	700	100	
<b>NEBRASKA</b>				
Butler	3,400	3,300	97	
Cherry	2,600	2,500	96	
Colfax	3,900	3,800	97	
Deuel	1,000	1,000	100	
Garden	1,100	1,100	100	
Hooker	400	400	100	
Knox	4,200	4,100	98	
Pawnee	1,600	1,600	100	
Saline	5,300	5,200	98	
Seward	5,800	5,700	98	
Thomas	400	400	100	
Wayne	3,500	3,500	100	

For Explanation of Arbitron Data, see page 14



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

	VHF	UHF	TOTAL
Commercial Television Stations	7	2	9
Educational Television Stations	6	3	9
			18

**Cross Reference**  
 Community Receiving Programs  
 from Station Located Elsewhere

**KVVU-TV, Henderson--See Las Vegas,  
 NV**

Market	Arbitron ADI TV Households	Rank
Salt Lake City, UT	548,400	42
Las Vegas, NV	209,400	102
Reno, NV	163,400	124

**Market Area Commercial  
 TV Stations**

KSL-TV (5), KSTU (20), KTVX (4), KUTV (2)  
 KLAS-TV (8), KRLR (21), KTNV-TV (13), KVBC (3), KVVU-TV (5)  
 KAME-TV (21), KCRL (4), KOLO-TV (8), KTVN (2)

# Nevada—Las Vegas

## KLAS-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** KLAS Inc., Box 15047, Las Vegas, NV 89114.

**Studio:** 3228 Channel 8 Drive, Las Vegas 89109.

**Telephone:** 702-733-8850.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 291-kw horizontal visual, 63.2-kw max. & 57.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"  
Longitude 115° 02' 33"

**Transmitter:** Black Mtn., 7-mi. from Henderson.

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

**Satellite Earth Stations:** 2, Microdyne, 7-meter & 5-meter; Harris receivers.

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

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

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

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

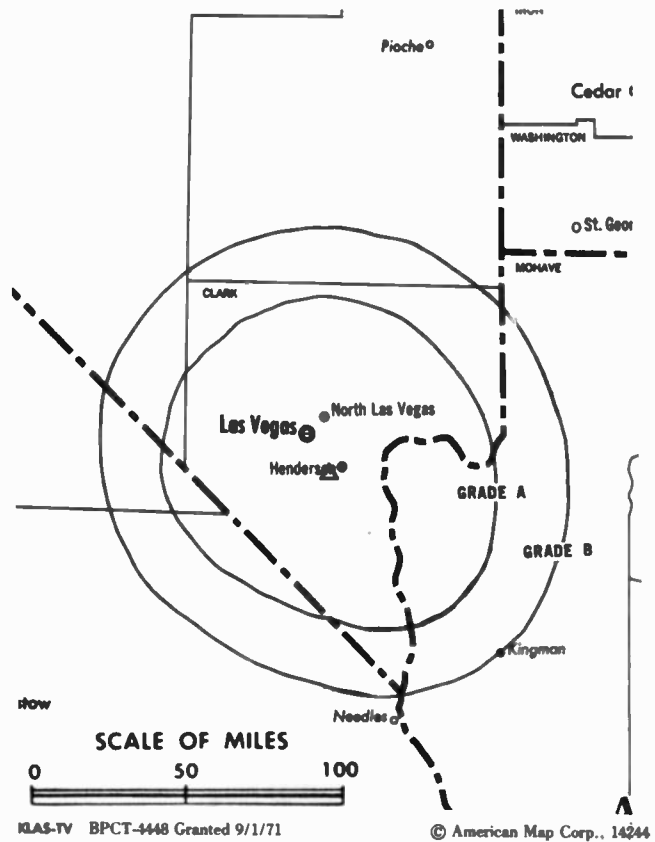
**Personnel:**

- JOHN HAYES, vice president & general manager.
- LEM LEWIS, general sales manager.
- PAT MUNSON, program manager.
- SUSAN ALLEN, promotion manager.
- JOHN NELSON, chief engineer.
- JOHN HARKER, 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>NEVADA</b>			
	Clark	204,900	201,200	98
	Lincoln	1,500	1,400	93
	Nye South	2,400	2,200	92
<b>Between 25-49%</b>	<b>NEVADA</b>			
	White Pine	3,000	2,900	97
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Mohave	26,100	24,800	95
	<b>UTAH</b>			
	Washington	9,100	8,600	95
<b>Station Totals</b>		<b>247,000</b>	<b>241,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>196,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>130,800</b>	



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# Nevada—Las Vegas

## KRLR

Ch. 21

**Network Service:** None, independent.

**Grantee:** DRES Media Inc., 920 S. Commerce St., Las Vegas, NV 89106.

**Studio:** 920 S. Commerce St., Las Vegas, NV 89106.

**Telephone:** 702-382-2121.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 400-kw max. visual, 40-kw max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, 3420-ft. above sea level.

Latitude 36° 00' 26"

Longitude 115° 00' 24"

**Transmitter:** Black Mtn., Henderson.

**News Service:** UPI.

**Satellite Earth Stations:** Pinzone, 5-meter & 3.7-meter.

**Ownership:** Frank E. Scott Family, 70%; Broadcast West Inc., Alden Communications Corp. & Channel 21 Corp., 10% each. Alden, 100% owned by Michael Forman, is applicant for Ch. 48, Galveston, TX; Ch. 20, Denver, CO; Forman has interest in permittees of KTZZ(TV), Ch. 22, Seattle, WA; KTDZ(TV), Ch. 24, Portland, OR. Carl B. Hilliard Jr., who has 20% of Broadcast West, has MDS interests.

**Began Operation:** July 16, 1984.

**Represented (legal):** Miller & Fields.

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

**Personnel:**

RICK SCOTT, general manager.

TOM FOY, chief engineer.

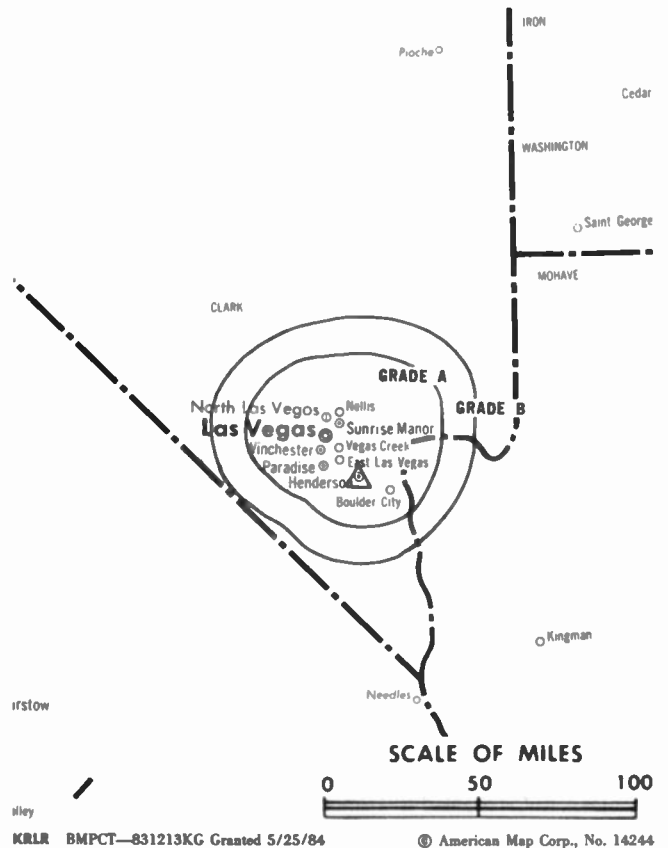
GARY RICHEY, sales manager.

JOHN SHERIDAN, production manager.

JACK DANIELS, program coordinator.

DONNA BADGER, traffic manager.

**Highest 30 Sec. Rate:** \$70.



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# Nevada—Las Vegas

## KTNV-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Alfa Broadcasting Co.

**Studio:** 3355 S. Valley View, Las Vegas, NV 89102.

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

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

Latitude 35° 56' 43"

Longitude 115° 00' 32"

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

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

**Satellite Earth Station:** Microdyne; 7-meter.

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

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

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

**Represented (legal):** Crowell & Moring.

**Personnel:**

EDWARD J. QUINN, vice president & general manager.

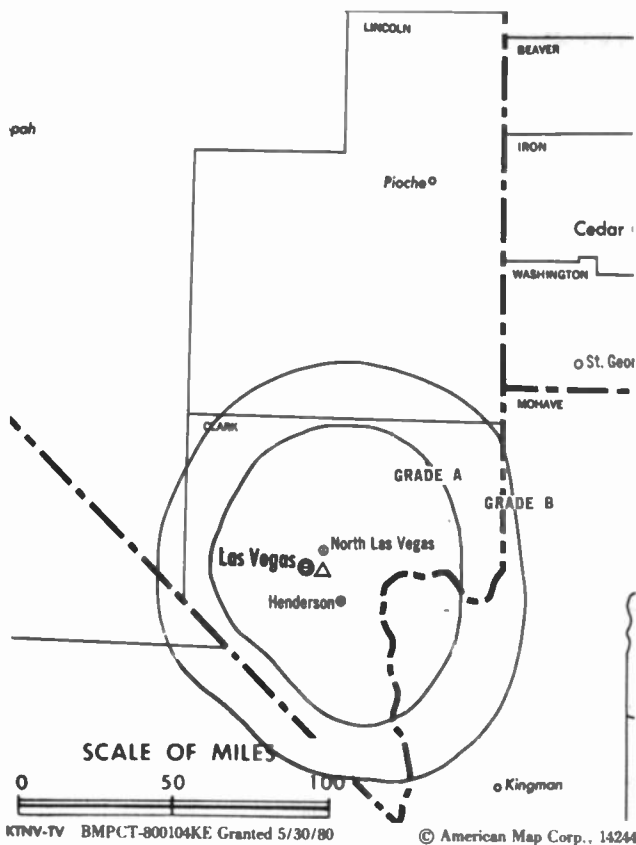
KEN MILLER, chief engineer.

NANCY HUNT-CAMPBELL, general/local sales manager.

**Highest 30 Sec. Rate** (Sept. 5, 1983): \$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>NEVADA</b>			
	Clark	204,900	201,200	98
	Lincoln	1,500	1,400	93
	Nye South	2,400	2,200	92



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Mohave	26,100	24,800	95
	<b>UTAH</b>			
	Washington	9,100	8,600	95
<b>Station Totals</b>		<b>244,000</b>	<b>238,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>192,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>126,400</b>	

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# Nevada—Las Vegas

## KVBC

Ch. 3

**Network Service:** NBC.

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

**Studio:** 1500 Foremaster Lane, Las Vegas, NV 89104.

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

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

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

**Transmitter:** Black Mountain.

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

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

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

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

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

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

**Personnel:**

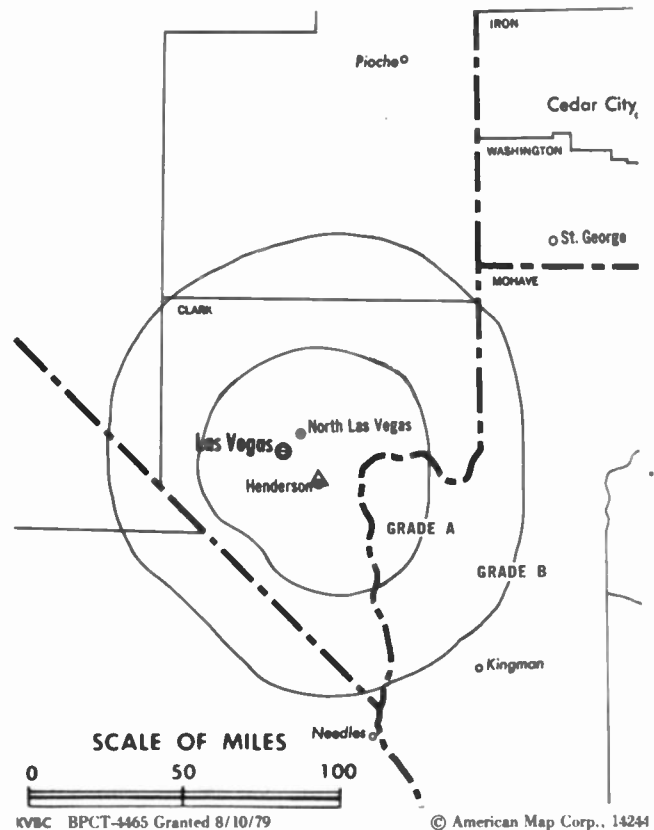
ROLLA D. CLEAVER, general manager.  
BUZZ FLOYD, program director.  
RIKKI CHEESE, public affairs director.  
DAVID GRACE, general sales manager.  
TOM FRANKLIN, chief engineer.  
TONY MARINO, news director.

**Highest 30 Sec. Rate:** \$650.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEVADA</b>			
	Clark	204,900	201,200	98
	Eureka	500	400	80
	Lincoln	1,500	1,400	93
	Nye South	2,400	2,200	92
<b>Between 25-49%</b>	<b>NEVADA</b>			
	White Pine	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>UTAH</b>			
	Washington	9,100	8,600	95
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Mohave	26,100	24,800	95
	<b>NEVADA</b>			
	Churchill	5,600	5,500	98
	Lander	1,900	1,700	92
<b>Station Totals</b>		<b>255,000</b>	<b>248,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>193,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>123,900</b>	

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# Nevada—Henderson-Las Vegas

## KVVU-TV

Ch. 5

**Network Service:** None, independent.

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

**Studio:** 1800 Boulder Highway, Henderson, NV 89015.

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

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

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

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

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

**News Service:** UPI.

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

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

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

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

**Represented (legal):** Santarelli & Gimer.

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

**Personnel:**

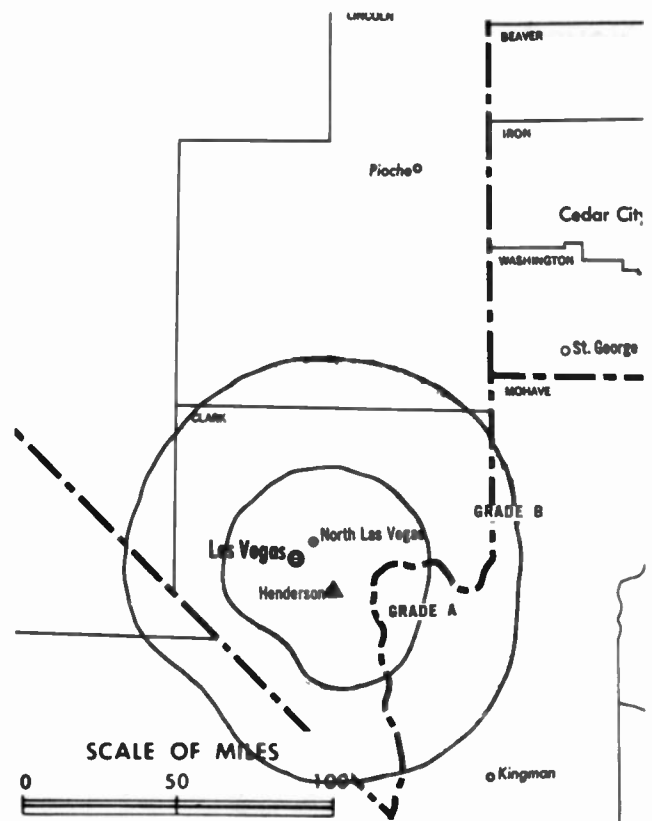
HERBERT KAUFMAN, president.  
FORREST CHU, executive vice president.  
RUSTY DURANTE, vice president & general manager.  
BILL UTTON, general sales manager.  
JACK SMITH, director of engineering.

**Highest One Hour Rate:** \$450.

**Highest 30 Sec. Rate:** \$65.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>			
	Mohave	26,100	24,800	95



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	204,900	201,200	98
	Lincoln	1,500	1,400	93
	Nye South	2,400	2,200	92
Between 25-49%	<b>NEVADA</b>			
	White Pine	3,000	2,900	97
Between 5-24%	<b>UTAH</b>			
	Washington	9,100	8,600	95
<b>Station Totals</b>		<b>247,000</b>	<b>241,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>203,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>127,100</b>	

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

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# Nevada—Reno

**KCRL**

Ch. 4



**AVERY-KNODEL TELEVISION**

**Network Service:** NBC.  
**Licensee:** Circle L Inc., Box 7160, Reno, NV 89510.  
**Studio:** 1790 Vassar St., Reno.  
**Mailing Address:** Box 7160, Reno, NV 89510.  
**Telephone:** 702-322-9145. **TWX:** 910-395-7080.  
**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

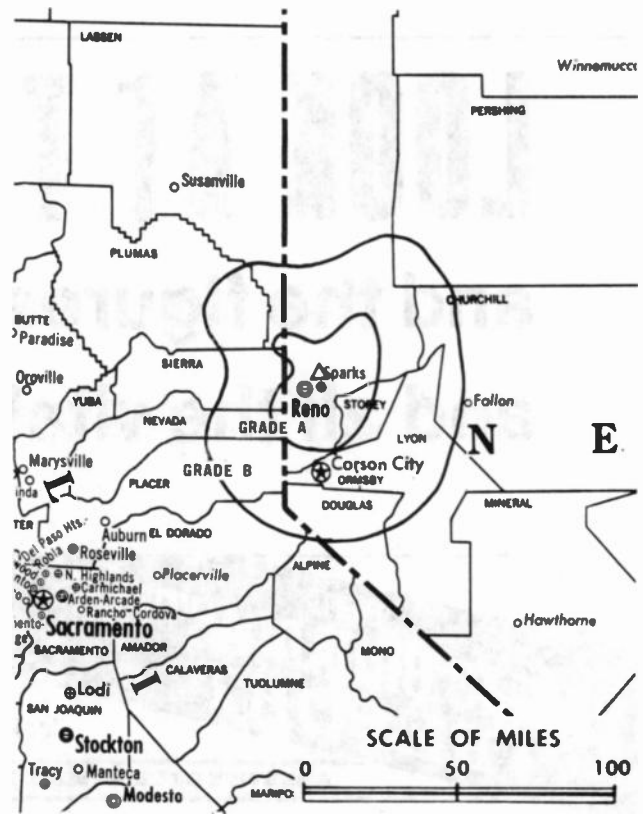
Latitude 39° 35' 03"  
 Longitude 119° 48' 06"

**Transmitter:** 4-mi. N of Reno Post Office.  
**News Service:** UPI.  
**Ownership:** Circle L Inc.  
**Began Operation:** Sept. 30, 1962.  
**Represented (sales):** Avery-Knodel Television (national); The Tacher Co. (regional).  
**Represented (legal):** Pierson, Ball & Dowd.  
**Represented (engineering):** Bond & Oakley.  
**Personnel:**  
 CHARLES E. CORD, president & general manager.  
 JIM ELLIOTT, station manager.  
 NORVEL SEYLER, chief engineer.  
 JOHN FIRPO, news director.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$400.  
**NETWORK BASE HOURLY RATE:** \$325.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Alpine	400	400	88
	El Dorado East	12,600	12,200	96
	Lassen	8,300	7,800	94
	<b>NEVADA</b>			
	Churchill	5,600	5,500	98
	Douglas	9,400	9,000	96
	Esmeralda	300	300	100



KCRL BPCT-2656 Granted 6/15/61 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Humboldt	4,200	4,000	96
	Lyon	5,900	5,600	95
	Mineral	2,300	2,200	96
	Nye North	2,100	2,000	92
	Pershing	1,400	1,400	96
	Storey	600	600	100
	Washoe	89,300	87,100	98
	Carson City	14,400	14,100	98
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Placer East	3,600	3,400	96
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mono	4,500	3,900	87
	Nevada	24,200	22,900	95
	Plumas	7,900	7,400	94
	Sierra	1,600	1,500	94
<b>Station Totals</b>		<b>198,600</b>	<b>191,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>132,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>76,200</b>	

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DENVER  
MINNEAPOLIS  
PHILADELPHIA**

# Nevada—Reno

## KAME-TV

Ch. 21

**Network Service:** None, independent.

**Licensee:** 4970 Brookside Ct., Reno, NV 89510.

**Mailing Address:** Box 11129, Reno, NV 89510.

**Studio:** 4920 Brookside Court, Reno.

**Telephone:** 702-786-2121.

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

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

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

**News Service:** INN.

**Satellite Earth Stations:** 2, Scientific-Atlanta, 7-meter; Microdyne, 7-meter.

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

**Began Operation:** Oct. 11, 1981.

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

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

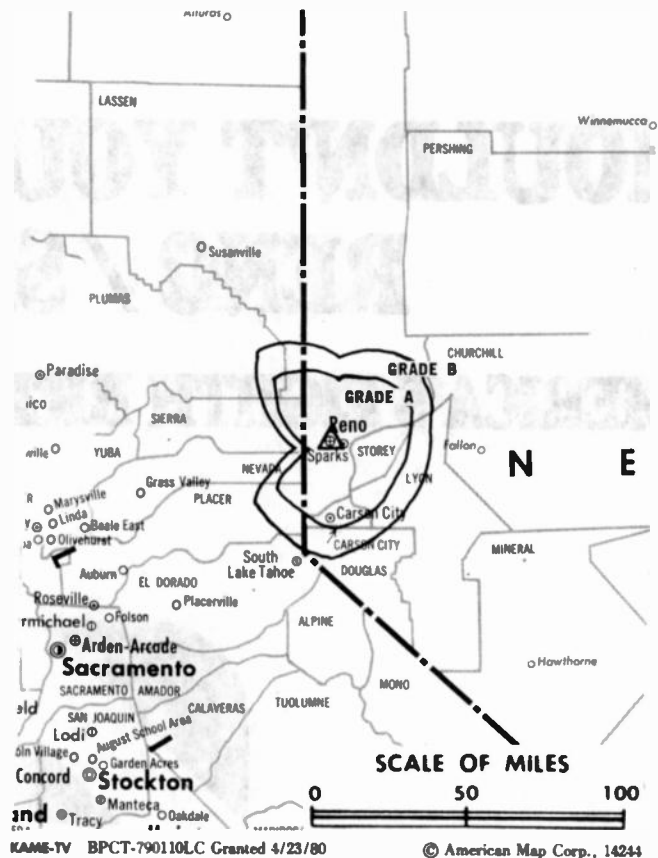
**Personnel:**

BILL ANDREWS, president & general manager.  
RON GARRETT, vice president & sales manager.  
B. J. ANDREWS, station manager.  
MAGGIE VERHOEF, program director.  
MIKE ANDREWS, national sales manager.  
AL RUCH, chief engineer.

**Highest 30 Sec. Rate** (July 9, 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	%
50% & Over	<b>NEVADA</b>			
	Washoe	89,300	87,100	98
	Carson City	14,400	14,100	98
Between 25-49%	<b>CALIFORNIA</b>			
	Lassen	8,300	7,800	94
	<b>NEVADA</b>			
Churchill	5,600	5,500	98	
Douglas	9,400	9,000	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Storey	600	600	100
Between 5-24%	<b>CALIFORNIA</b>			
	Plumas	7,900	7,400	94
	<b>NEVADA</b>			
Lyon	5,900	5,600	95	
<b>Station Totals</b>		<b>141,400</b>	<b>137,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>71,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>32,200</b>	

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# Nevada—Reno

## KOLO-TV

Ch. 8

**Network Service:** ABC.

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

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

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

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

Latitude 39° 18' 49"

Longitude 119° 53' 00"

**Transmitter:** Slide Mtn., Washoe County.

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

**News Service:** UPI.

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

**Began Operation:** Sept. 26, 1953.

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

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

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

**Personnel:**

DONALD W. REYNOLDS, president.

JAMES C. HERZIG, vice president & general manager.

JACK HARTMAN, general sales manager.

JOHN CSIA, program/operations manager.

ROBERT NORTHAM, chief engineer.

JOHN HOWE, news director.

KATHIE MILONE, director of community relations.

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

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Alpine	400	400	88
	El Dorado East	12,600	12,200	96
	Lassen	8,300	7,800	94
	Mono	4,500	3,900	87
Placer East	3,600	3,400	96	
	<b>NEVADA</b>			
	Churchill	5,600	5,500	98
	Douglas	9,400	9,000	96
	Elko	7,100	6,600	93
	Esmeralda	300	300	100
	Eureka	500	400	80
	Humboldt	4,200	4,000	96
	Lander	1,900	1,700	92
	Lyon	5,900	5,600	95
	Mineral	2,300	2,200	96
	Nye North	2,100	2,000	92
	Pershing	1,400	1,400	96
	Storey	600	600	100
	Washoe	89,300	87,100	98
	Carson City	14,400	14,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Modoc	3,600	3,300	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Inyo	7,900	7,100	90
	Nevada	24,200	22,900	95
	Sierra	1,600	1,500	94
	<b>NEVADA</b>			
	White Pine	3,000	2,900	97
<b>Station Totals</b>		<b>214,700</b>	<b>205,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>152,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>95,800</b>	

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# Nevada—Reno

## KTVN

Ch. 2

**Network Service:** CBS.

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

**Studio:** 4925 Energy Way, Reno 89502.

**Telephone:** 702-786-2212.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 151-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.5"

Longitude 119° 47' 52.0"

Requests CP for change to 42.7-kw max. & 24.6-kw horizontal visual, 4.3-kw max. & 2.5-kw horizontal aural, 2900-ft. above av. terrain, 157-ft. above ground, 9797-ft. above sea level, lat. 39° 18' 48", long. 119° 52' 58"; transmitter to Slide Mtn., near Washoe City. BPCT-830722KK.

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

**News Service:** UPI.

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

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

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

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

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

**Personnel:**

DENNIS E. SIEWART, general manager.

AL RICHARDS, chief engineer.

JACK PORRAY, general sales manager.

DAVID FETE, operations manager.

SHARON ASHIR, program service manager.

JOANN MITCHELL, comptroller.

**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.

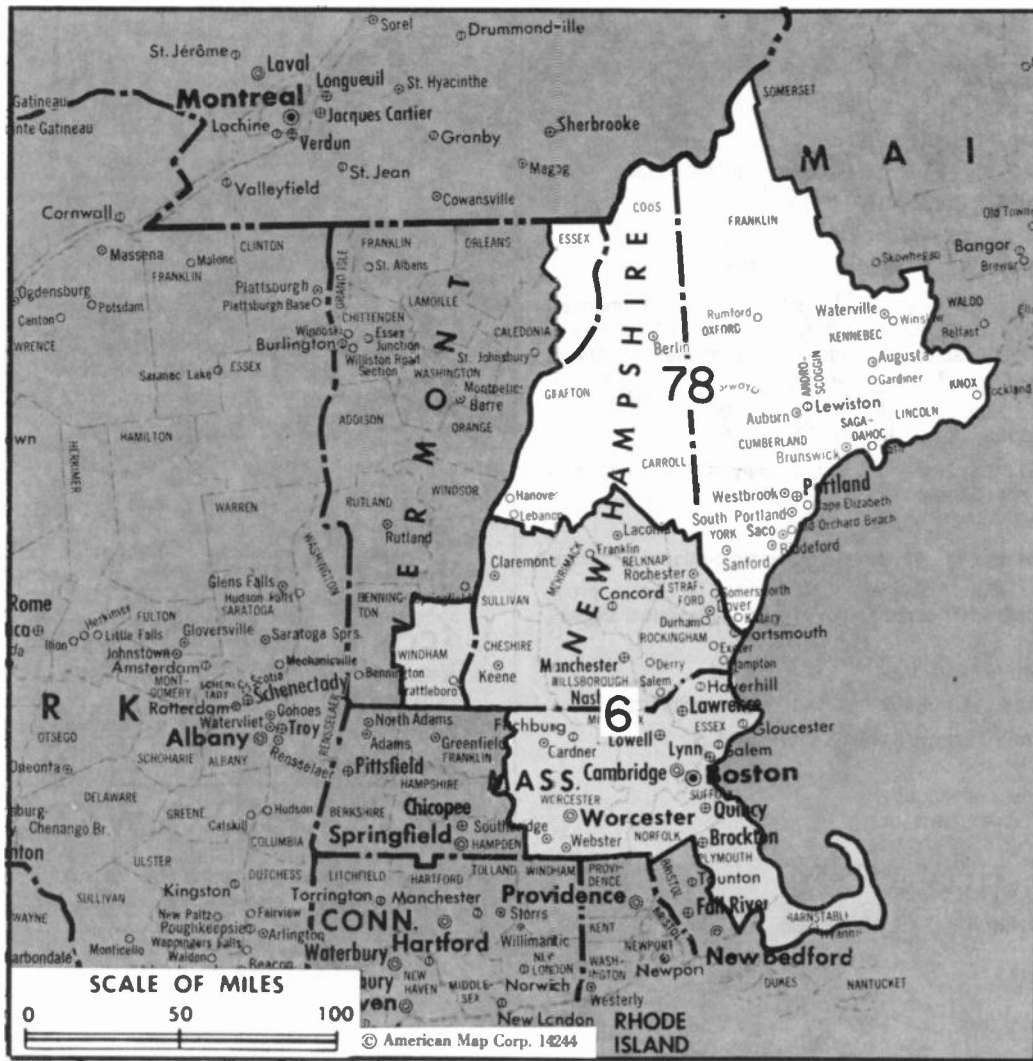
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alpine	400	400	88
	El Dorado East	12,600	12,200	96
	Lassen	8,300	7,800	94
	<b>NEVADA</b>			
Churchill	5,600	5,500	98	
Douglas	9,400	9,000	96	



KTVN BPCT-3686 Granted 7/27/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Elko	7,100	6,600	93
	Esmeralda	300	300	100
	Eureka	500	400	80
	Humboldt	4,200	4,000	96
	Lander	1,900	1,700	92
	Lyon	5,900	5,600	95
	Mineral	2,300	2,200	96
	Nye North	2,100	2,000	92
	Pershing	1,400	1,400	96
	Storey	600	600	100
	Washoe	89,300	87,100	98
Carson City	14,400	14,100	98	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Placer East	3,600	3,400	96
	Sierra	1,600	1,500	94
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Mono	4,500	3,900	87
	Nevada	24,200	22,900	95
Plumas	7,900	7,400	94	
<b>Station Totals</b>		<b>208,100</b>	<b>200,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>146,300</b>
<b>Average Daily Circulation (1984)</b>				<b>83,900</b>



**New Hampshire Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	1	2	3
			6

**Cross Reference**  
Community Receiving Programs  
from Station Located Elsewhere

**WMTW-TV, Mt. Washington--See Poland Spring, ME**

Market	Arbitron ADI TV Households	Rank
Boston, MA.....	1,933,300	6
Portland-Poland Spring, ME.....	301,800	78

**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), WCSH-TV (6), WGME-TV (13), WMTW (8)

# New Hampshire—Concord—Manchester

**WNHT**

**Ch. 21**

**Network Service:** None, independent.

**License:** NH TV 21 Inc., 21 Media Park, Concord, NH 03301.

**Studio:** 21 Media Park, Concord, NH 03301.

**Telephone:** 603-225-2100.

**Mailing Address:** Box 2100, Concord, NH 03301.

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

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

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

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** John Gikas, chairman, 50%; Frances D. Shaine, pres., 50%. **Note:** Sale to Thomas Flatley pending (*Television Digest*, Vol. 24:33).

**Began Operation:** April 16, 1984.

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

**Represented (engineering):** Cohen & Dippell, P.C.

**Personnel:**

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

**Highest 30 Sec. Rate** (April 16, 1984): \$85.



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# New Hampshire—Derry

## WNDS

Ch. 50

**Network Service:** None, independent.

**Licensee:** CTV of Derry Inc., TV 50 Place, Derry, NH 03038.

**Studio:** TV 50 Place, Derry, NH 03038.

**Telephone:** 603-434-8850.

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

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

**Transmitter:** Trigate Rd. on Merrill Hill, Hudson.

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

**Satellite Earth Station:** In operation; M/A-Com receivers.

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

**Began Operation:** Sept. 12, 1983.

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** B. Scott Baxter & Associates.

**Personnel:**

WILLIAM H. SMITH, president.  
JAMES L. LANNIN, general sales manager/station manager.  
THOMAS DISINGER, operations manager.  
CLINT BOND, news director.  
GREG CHADWICK, chief engineer.  
JUDITH WHITE, business manager.  
ROBERT McELROY, production manager.

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



WNDS BPCT-810121KF Granted 7/16/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW HAMPSHIRE</b>				
<b>Between 5-24%</b>	Hillsborough	105,200	103,800	99
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98
<b>Station Totals</b>		<b>211,600</b>	<b>208,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>39,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>12,100</b>	



# New Hampshire—Manchester

## WMUR-TV

Ch. 9

**Network Service:** ABC.

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

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

**Mailing Address:** 1819 N. Elm St., Manchester, NH 03104.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"

Longitude 71° 35' 19"

**Transmitter:** Goffstown, NH.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See WCBI-TV, Columbus, MS.

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

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

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

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

**Personnel:**

DAVID L. ZAMICHOW, vice president & general manager.

DAN BORENGASSER, general sales manager.

**Highest 30 Sec. Rate:** (July 27, 1984) \$400.

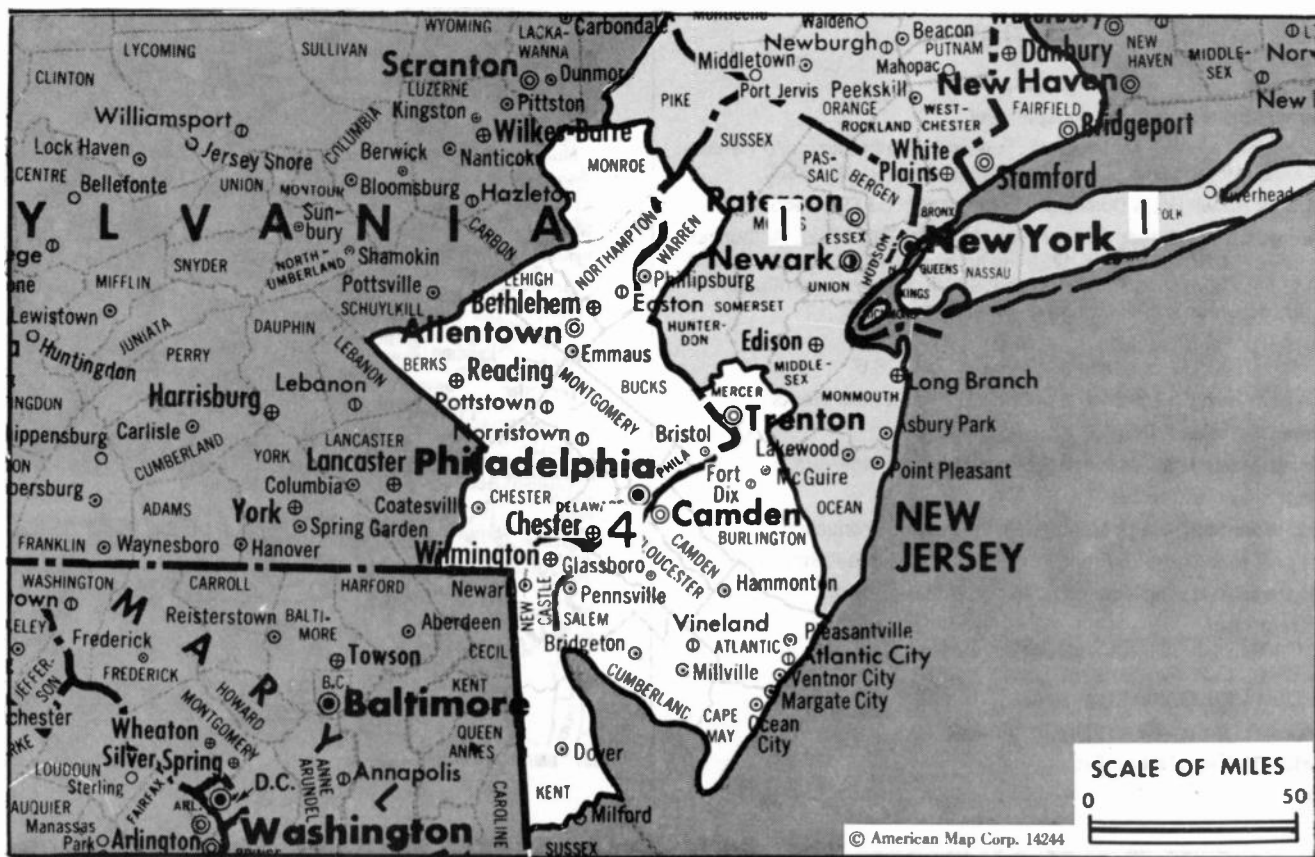
**NETWORK BASE HOURLY RATE:** \$300.

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>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Hillsborough	105,200	103,800	99
	Merrimack	37,800	37,000	98
	Sullivan	14,500	14,000	97
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Carroll	12,700	12,400	98
	Cheshire	23,400	22,700	97
	Grafton	25,200	24,400	97
	Rockingham	74,600	73,600	99
	Strafford	31,800	31,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Windham	15,000	14,300	95
	Windsor	20,500	19,900	97
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Essex	236,600	233,800	99
	Franklin	25,700	24,900	97
	Middlesex	489,500	483,600	99
	Worcester	235,300	231,900	99
<b>MAINE</b>	York	54,700	53,900	99
	<b>VERMONT</b>			
	Orange	8,600	8,400	98
<b>Station Totals</b>		<b>1,430,800</b>	<b>1,409,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>297,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>116,900</b>	



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), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
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), WWSG-TV (57)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

- WNJU-TV, Linden**--See New York, NY
- WNJU-TV & WWHT, Newark**--See New York, NY
- WXTV, Paterson**--See New York, NY
- WOR-TV, Secaucus**--See New York, NY

**New Jersey Station Status as of August 15, 1984**

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

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# New Jersey—Vineland

**WRBV**

**Ch. 65**

**Network Service:** None, independent.

**Licensee:** Richard M. Milstead, Trustee-in-Bankruptcy, c/o Renaissance Broadcasting Corp., Box 2300, Vineland, NJ 08360.

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

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

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

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

**News Service:** FNN.

**Satellite Earth Station:** in operation; Standard receivers.

**Began Operation:** July 21, 1981.

**Represented (sales):** Montage Marketing and Production.

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

**Represented (engineering):** John T. Wilner.

**Personnel:**

CARMEN J. COLUCCI, station manager.  
BRIAN ECKERT, program director.  
DAN MERLO, chief engineer.

**Highest 30 Sec. Rate:** (July 15, 1984) \$150.

**Arbitron Data:** Not available.



## 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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# New Jersey—Wildwood— West Atlantic City

**WMGM-TV**

(formerly WAAT)

Ch. 40

**Network Service:** NBC.

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

**Studio:** Avalon Blvd., Swainton, NJ.

**Telephone:** 609-927-4440.

**Mailing Address:** 15 S. Shore Rd., Linwood, NJ 08221.

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

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

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

**News Services:** AP, NBC.

**Satellite Earth Station:** In operation.

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

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

**Represented (legal):** Cordon & Jacob.

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

**Personnel:**

HOWARD GREEN, president.  
JANE B. STARK, general sales manager.  
MICHEL WILK, program director.

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

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

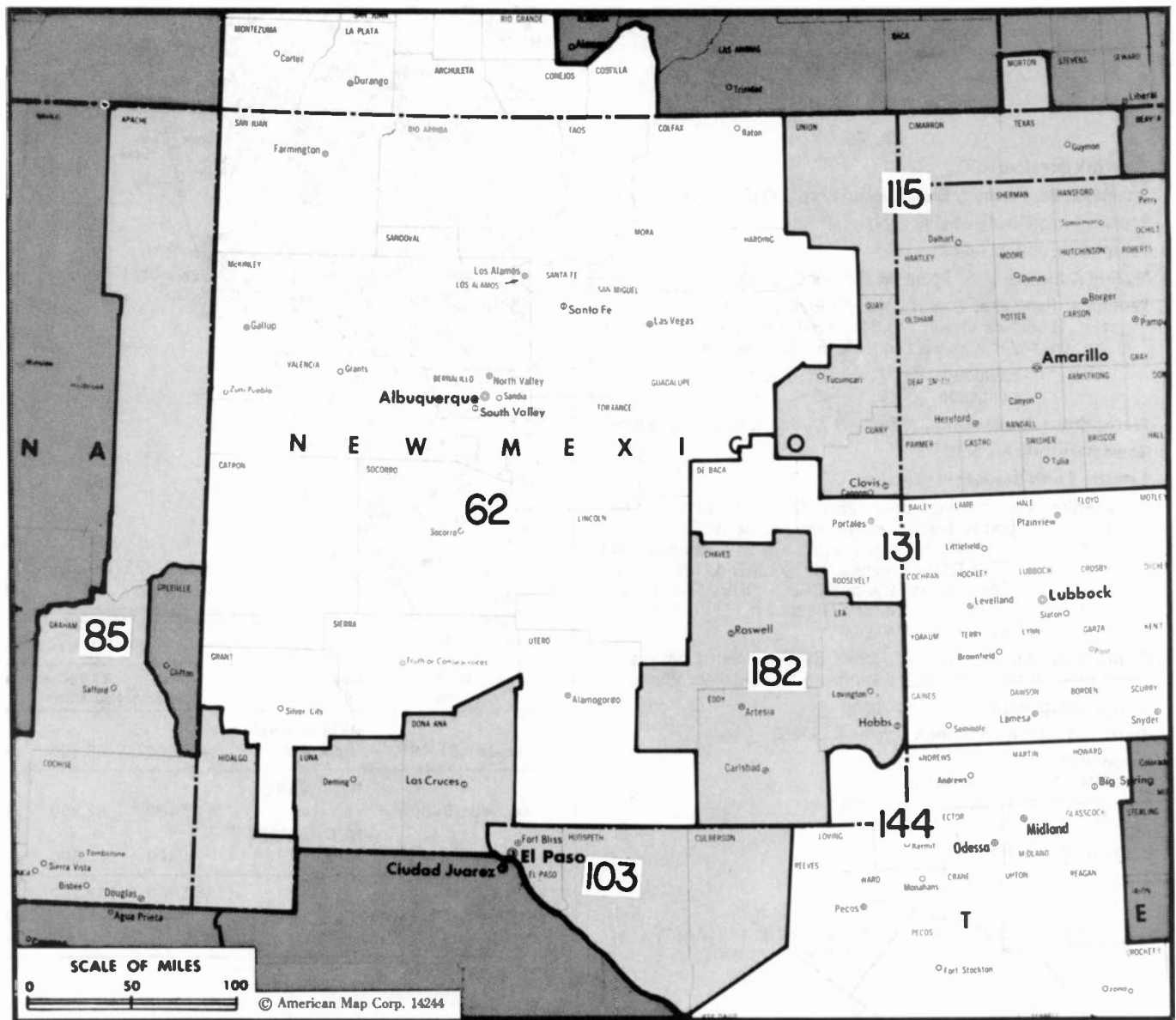


WMGM-TV BPCT—5152 Granted 2/25/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW JERSEY</b>			
	Cape May	36,300	35,600	98
Between 5-24%	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
<b>Station Totals</b>		<b>150,000</b>	<b>147,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>34,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>9,800</b>	

# New Mexico



## New Mexico Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	10	2	12
Educational Television Stations	2	1	3
			15

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
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 Paso, TX	201,400	103	KAVE-TV (6), KCIK (14), KDBC-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7)
Amarillo, TX	179,900	115	KAMR-TV (4), KFDA-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)
Lubbock, TX	157,400	131	KAMC (28), KCBD-TV (11), KJAA (34), KLBK-TV (13), KMCC (12)
Odessa-Midland, TX	133,500	144	KMID-TV (2), KOSA-TV (7), KTPX (9), KWAB-TV (4)
Roswell, NM	55,900	182	KBIM-TV (10)

# New Mexico—Albuquerque

## KGGM-TV

Ch. 13

**Network Service:** CBS.

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

**Studio:** 14th & Coal SW, Albuquerque 87104.

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

**Mailing Address:** Box 1294, Albuquerque, NM 87103-1294.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

**Transmitter:** Sandia Crest.

**News Services:** AP, UPI.

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

**Ownership:** Bruce Hebenstreit, pres. & chmn. of board, 29.9%; Margaret A. Hebenstreit, Nancy A. Hebenstreit Kozikowski, Catherine Hebenstreit Garnett, Andrew B. Hebenstreit, Linda Hebenstreit Thorne, 5.98% each. Principals of Harriscope Bcstg. Corp. have interest in New Mexico Bcstg. For other Harriscope interests, see KBAK-TV, Bakersfield, CA.

**Began Operation :** Oct. 4, 1953. Sale to present owners by Estate of Goldie Hebenstreit approved by FCC June 5, 1984.

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

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

**Personnel:**

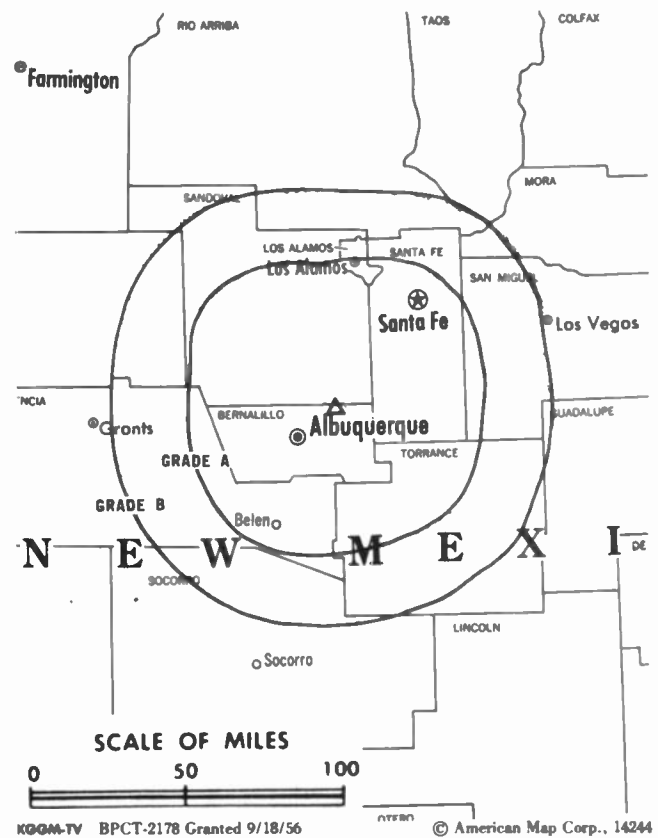
BRUCE HEBENSTREIT, president & chairman of board.  
PAUL THORNE, exec. vice president & station manager.  
C. L. (BUD) HOLGERSON, operations manager.  
ALAN P. DEME, chief engineer.  
JOHN ANDREWS, news director.  
JEANNE WAYLAND, public affairs director.  
LINDA LANDINI, promotion director.  
DAN STEVENS,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

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

**NETWORK BASE HOURLY RATE:** \$609.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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 North	11,500	10,300	90
	<b>COLORADO</b>			
	Archuleta	1,600	1,500	94
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	Mineral	300	300	100
	Montezuma	6,200	5,900	95
	Rio Grande	3,500	3,300	94
	<b>NEW MEXICO</b>			
	Bernalillo	171,800	169,000	98
	Cibola	10,300	10,100	98
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Los Alamos	6,800	6,700	99



KGGM-TV BPCT-2178 Granted 9/18/56 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Kinley	17,100	15,800	93
	Mora	1,400	1,200	86
	Quay	4,200	4,000	95
	Rio Arriba	9,900	9,200	93
	Sandoval	12,800	12,100	94
	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
	Taos	7,100	6,500	91
Torrance	3,000	2,900	97	
Valencia	12,100	12,000	99	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	<b>NEW MEXICO</b>			
	Colfax	5,300	5,000	94
	Grant	9,500	9,000	95
<b>Between 5-24%</b>	Lincoln	4,900	4,700	96
	Luna	6,100	5,900	97
	<b>COLORADO</b>			
	Dolores	600	500	83
	La Plata	11,000	10,500	95
Saguache	1,400	1,300	93	
<b>NEW MEXICO</b>				
Catron	1,000	900	90	
Otero	15,600	15,200	97	
<b>Station Totals</b>		<b>421,300</b>	<b>406,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>309,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>177,500</b>	

# New Mexico—Albuquerque

## KGSW

Ch. 14

**Network Service:** None, independent.

**Licensee:** Galaxy-Southwest Television, Box 25200, Albuquerque, NM 87125.

**Studio:** 1377 University Blvd. NE, Albuquerque, NM 87102.

**Telephone:** 505-842-1414.

**Mailing Address:** Box 25200, Albuquerque, NM 87125.

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

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

**Transmitter:** Sandia Crest, near Albuquerque.

**News Service:** UPI.

**Satellite Earth Stations:** Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Microwave Assoc. & Scientific-Atlanta receivers.

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

**Began Operation:** May 8, 1981.

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

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

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

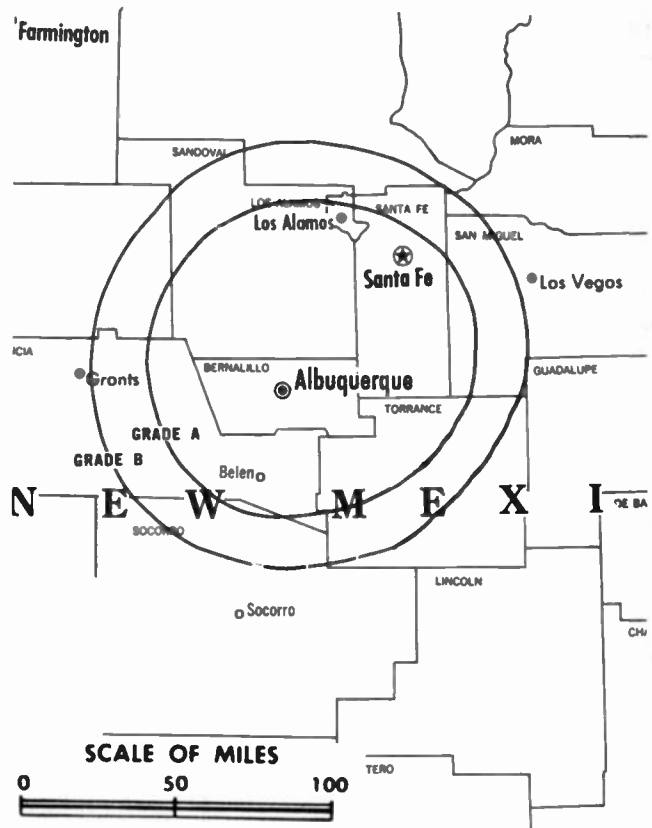
**Personnel:**

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

**Highest 30 Sec. Rate** (July 1, 1984): \$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>NEW MEXICO</b>			
	Bernalillo	171,800	169,000	98
	Sandoval	12,800	12,100	94
	Santa Fe	30,200	29,300	97
	Torrance	3,000	2,900	97
	Valencia	12,100	12,000	99
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Mc Kinley	17,100	15,800	93
	Rio Arriba	9,900	9,200	93



KGSW BPCT-781010KE Granted 5/29/80 © American Map Corp., 14244

**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	San Miguel	7,700	7,100	92
	Socorro	4,400	4,300	98
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Cibola	10,300	10,100	98
	Guadalupe	1,500	1,400	93
	Los Alamos	6,800	6,700	99
<b>Station Totals</b>		<b>287,600</b>	<b>279,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>146,700</b>
<b>Average Daily Circulation (1984)</b>				<b>61,700</b>

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# New Mexico—Albuquerque

## KNAT

Ch. 23

**Network Service:** None, independent.

**Licensee:** Carson Communications Corp.

**Studio:** 1510 Coors Blvd. NW, Albuquerque, NM 87105.

**Telephone:** 505-836-1992.

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

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

**Transmitter:** Sandia Crest, Cibola National Forest.

**News Service:** UPI.

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

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

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

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

**Represented (legal):** Buskin, Gaims, Gaines & Jonas.

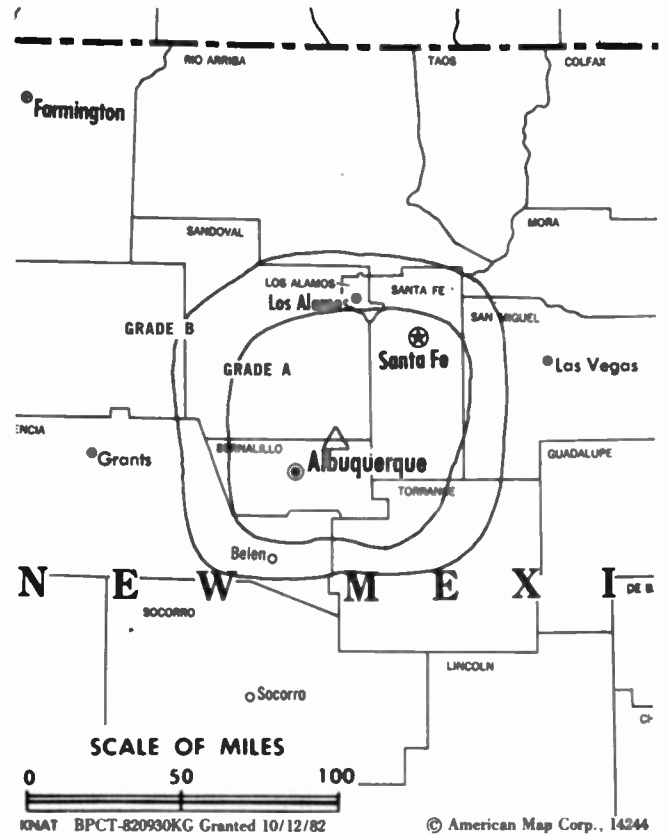
**Personnel:**

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

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Conejos	2,400	2,300	96
	Saguache	1,400	1,300	93
	<b>NEW MEXICO</b>			
	Bernalillo	171,800	169,000	98
	Los Alamos	6,800	6,700	99
	Torrance	3,000	2,900	97
	Valencia	12,100	12,000	99
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Costilla	1,000	900	90



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Cibola	10,300	10,100	98
	Mc Kinley	17,100	15,800	93
	Sandoval	12,800	12,100	94
	San Miguel	7,700	7,100	92
	Santa Fe	30,200	29,300	97
	Socorro	4,400	4,300	98
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Rio Grande	3,500	3,300	94
<b>NEW MEXICO</b>	Guadalupe	1,500	1,400	93
	Lincoln	4,900	4,700	96
	Rio Arriba	9,900	9,200	93
	<b>Station Totals</b>	<b>305,100</b>	<b>296,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>157,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>72,500</b>	

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# New Mexico—Albuquerque

## KOAT-TV

Ch. 7

**Network Service:** ABC.

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

**Studio:** 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

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

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 73.5-kw visual, 14.65-kw aural. Antenna: 4240-ft. above av. terrain, 257-ft. above ground, 10,852-ft. above sea level.

Latitude 35° 12' 53.0"

Longitude 106° 27' 01.3"

**Transmitter:** Sandia Crest.

**News Services:** AP, UPI.

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

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

**Began Operation:** Sept. 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (*Television Digest*, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vol. 12:51; 13:6).

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

**Represented (legal):** Marmet & McCombs, P.C.

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

### Personnel:

MAX SKLOWER, vice president & general manager.

ELVIN SMITH, director of sales & operations manager.

JOHN McKEAN, news director.

JAMES SHARMAN, chief engineer.

DAVE SHAW, production manager.

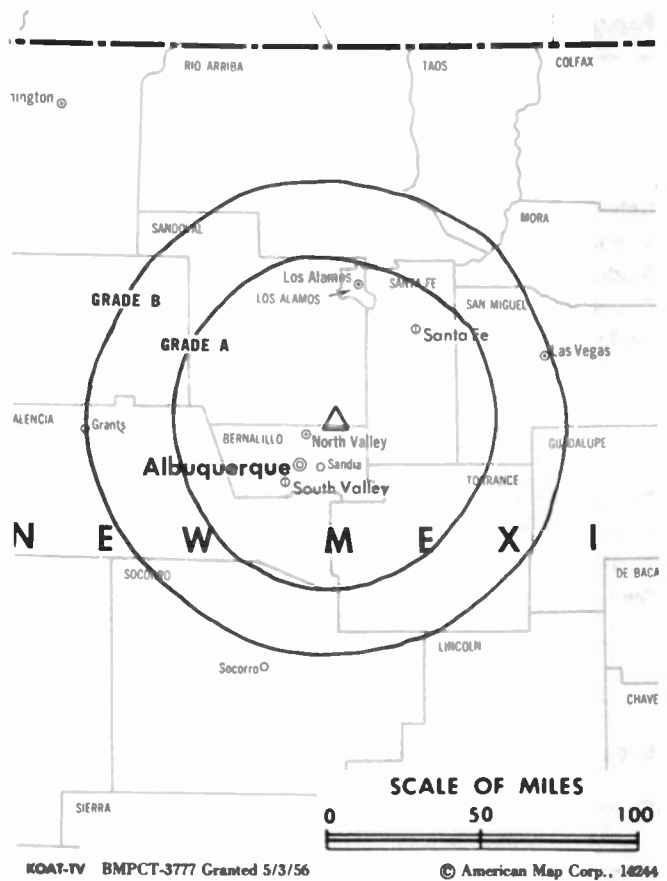
DICK GOIN, local sales manager.

**Highest 30 Sec. Rate** (July 2, 1984): \$1800.

**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	%
50% & Over	<b>ARIZONA</b>			
	Apache North	11,500	10,300	90
	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Archuleta	1,600	1,500	94
	Conejos	2,400	2,300	96
	La Plata	11,000	10,500	95
	Mineral	300	300	100
	Montezuma	6,200	5,900	95
	Rio Grande	3,500	3,300	94
	Saguache	1,400	1,300	93
	<b>NEW MEXICO</b>			
	Bernalillo	171,800	169,000	98
	Catron	1,000	900	90
	Chaves	20,300	19,900	98
	Cibola	10,300	10,100	98
	Colfax	5,300	5,000	94
	Curry	15,500	15,100	97
	De Baca	1,000	1,000	100
	Eddy	17,900	17,500	98
	Grant	9,500	9,000	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
	Hidalgo	2,100	2,000	95



KOAT-TV BMPCT-3777 Granted 5/31/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lincoln	4,900	4,700	96
	Los Alamos	6,800	6,700	99
	Luna	6,100	5,900	97
	Mc Kinley	17,100	15,800	93
	Mora	1,400	1,200	86
	Otero	15,600	15,200	97
	Quay	4,200	4,000	95
	Rio Arriba	9,900	9,200	93
	Sandoval	12,800	12,100	94
	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
	Taos	7,100	6,500	91
Torrance	3,000	2,900	97	
Valencia	12,100	12,000	99	
Between 25-49%	<b>COLORADO</b>			
	Costilla	1,000	900	90
	<b>NEW MEXICO</b>			
	Lea North	18,200	17,900	98
	Roosevelt	5,800	5,600	97
	Union	1,700	1,600	94
Between 5-24%	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>NEW MEXICO</b>			
	Dona Ana	34,900	33,700	97
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
<b>TEXAS</b>				
	Parmer	3,500	3,500	100
<b>UTAH</b>				
	San Juan	3,400	3,100	91
<b>Station Totals</b>		<b>547,000</b>	<b>528,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>399,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>264,700</b>	

# New Mexico—Albuquerque

## KOB-TV

Ch. 4

(Also operates satellite KOBF Farmington, NM)

**Network Service:** NBC.

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

**Studio:** 4 Broadcast Plaza SW, Albuquerque, NM 87104.

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

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt.

Latitude 35° 12' 42"  
Longitude 106° 26' 57"

**Transmitter:** Sandia Crest.

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

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

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

**Satellite Earth Stations:** 2 Common Carrier; 3 Scientific-Atlanta 5-meter, Harris 6.2-meter & 2.8-meter; Harris & Scientific-Atlanta receivers.

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

**Began Operation:** Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (**Television Digest**, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

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

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

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

### Personnel:

STANLEY S. HUBBARD, president.  
JERRY DANZIGER, vice president & general manager.  
DAVE HERMAN, vice president & station manager.  
HOWARD HOFFMAN, national sales manager.  
FRANK MUNN JR., production manager.  
F. A. BIBEAU, director of engineering.  
SAM TIKKANEN, chief engineer.  
DAN KLINTWORTH, 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>ARIZONA</b>			
	Apache North	11,500	10,300	90
	<b>COLORADO</b>			
	Alamosa	4,300	4,100	95
	Archuleta	1,600	1,500	94
	Conejos	2,400	2,300	96
	Costilla	1,000	900	90
	La Plata	11,000	10,500	95
	Montezuma	6,200	5,900	95
	<b>NEW MEXICO</b>			
	Bernalillo	171,800	169,000	98
	Cibola	10,300	10,100	98
	Coffax	5,300	5,000	94
	Curry	15,500	15,100	97
	Grant	9,500	9,000	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100
Lincoln	4,900	4,700	96	
Los Alamos	6,800	6,700	99	



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mc Kinley	17,100	15,800	93
	Mora	1,400	1,200	86
	Otero	15,600	15,200	97
	Quay	4,200	4,000	95
	Rio Arriba	9,900	9,200	93
	Sandoval	12,800	12,100	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
	Taos	7,100	6,500	91
	Torrance	3,000	2,900	97
Valencia	12,100	12,000	99	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Rio Grande	3,500	3,300	94
	<b>NEW MEXICO</b>			
De Baca	1,000	1,000	100	
Eddy	17,900	17,500	98	
San Juan	30,400	28,600	94	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	Saguache	1,400	1,300	93
	<b>NEW MEXICO</b>			
	Catron	1,000	900	90
	Chaves	20,300	19,900	98
	Hidalgo	2,100	2,000	95
	Luna	6,100	5,900	97
	Roosevelt	5,800	5,600	97
	<b>TEXAS</b>			
Parmer	3,500	3,500	100	
<b>UTAH</b>				
San Juan	3,400	3,100	91	
<b>Station Totals</b>		<b>490,500</b>	<b>473,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>337,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>195,500</b>	

# New Mexico—Carlsbad

## KAVE-TV

Ch. 6

(Satellite of KVIA-TV, El Paso, TX)

**Network Service:** ABC.

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

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

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

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

**Ownership:** See KVIA-TV, El Paso, TX.

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

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

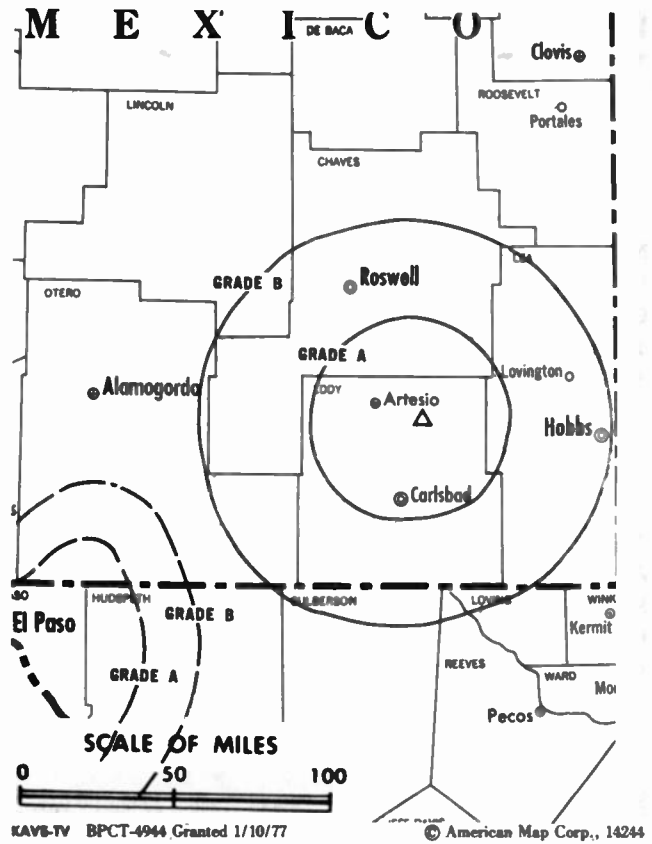
**Represented (legal):** Kirkland & Ellis.

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

**Personnel:** See KVIA-TV El Paso, TX.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>NEW MEXICO</b>			
	Eddy	17,900	17,500	98
Between 25-49%	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Lea North	18,200	17,900	98
	Lea South	2,600	2,400	92
Between 5-24%	<b>NEW MEXICO</b>			
	Lincoln	4,900	4,700	96
	Otero	15,600	15,200	97
	<b>TEXAS</b>			
	Hudspeth	800	800	100
<b>Station Totals</b>		<b>80,300</b>	<b>78,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>30,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>13,700</b>	



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# New Mexico—Clovis

**KMCC**

Ch. 12

(Satellite of KAMC, Lubbock, TX)

**Network Service:** ABC.

**Licensee:** McAlister Television Enterprises, Box 2805, Lubbock, TX 79408.

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

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

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

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

**News Service:** UPI.

**Ownership:** See KAMC(TV), Lubbock, TX.

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

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

**Represented (legal):** John R. Wilner.

**Personnel:**

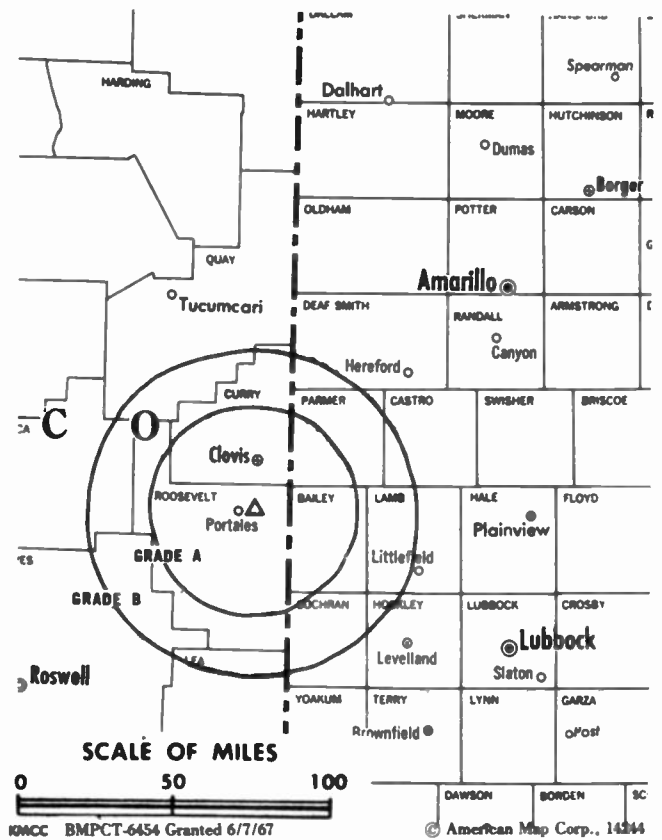
NICK BRADY, general manager.

**Highest 30 Sec. Rate** (July 13, 1984): \$320.

**NETWORK BASE HOURLY RATE:** \$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>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	Roosevelt	5,800	5,600	97
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	De Baca	1,000	1,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Parmer	3,500	3,500	100
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Quay	4,200	4,000	95
<b>Station Totals</b>	<b>TEXAS</b>			
	Floyd	3,300	3,300	100
	Hale	13,100	13,000	99
	Lamb	6,700	6,600	99
<b>Net Weekly Circulation (1984)</b>		<b>55,800</b>	<b>54,800</b>	<b>98</b>
<b>Average Daily Circulation (1984)</b>				<b>24,000</b>
				<b>12,300</b>

# New Mexico—Farmington

## KOBF

(formerly KIVA-TV)

Ch. 12

(satellite of KOB-TV Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** KOB-TV Inc., Box 1620, Farmington, NM 87401.

**Studio:** 825 W. Broadway, Farmington, NM 87401.

**Telephone:** 505-326-1141.

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

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

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

**News Services:** AP, NIWS, NOAA.

**Satellite Earth Stations:** Startrack, 5-meter; Avcom & Drake receivers.

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

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

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

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

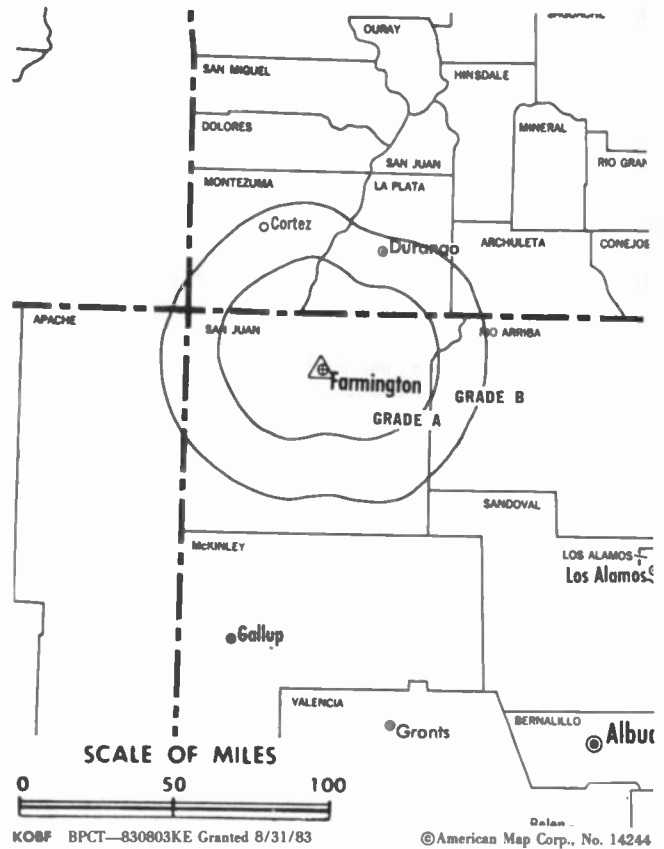
**Personnel:**

JERRY DANZIGER, general manager, KOB-TV.  
BETTIE CLEVELAND, station manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$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>NEW MEXICO</b>			
	San Juan	30,400	28,600	94
Between 25-49%	<b>COLORADO</b>			
	La Plata	11,000	10,500	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
Between 5-24%	Hinsdale	200	200	100
<b>Station Totals</b>		<b>41,600</b>	<b>39,300</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>				<b>24,400</b>
<b>Average Daily Circulation (1984)</b>				<b>12,200</b>

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# New Mexico—Las Cruces

## KASK-TV

Ch. 48

**Network Service:** None, independent.

**Licensee:** KASK Inc., c/o Logan D. Matthews, 900 First National Tower, Las Cruces, NM 88005.

**Studio:** 900 First National Tower, Las Cruces, NM 88005.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 255-kw max. visual, 25.5-kw max. aural. Antenna: 113-ft. above av. terrain, 181-ft. above ground, 4093-ft. above sea level.

Latitude 32° 18' 21"  
Longitude 106° 46' 43"

**Transmitter:** First National Tower Bldg., Las Cruces.

**News Service:** UPI.

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

**Ownership:** Logan D. Matthews, chmn.-pres., 51%; Albert F. Gabalis, v.p.-secy.-treas., 25%; Gregory R. Dvorak, 24%. KASK Inc. is licensee of KASK(FM), Las Cruces, NM.

**Due to Begin Operation:** Fall 1984.

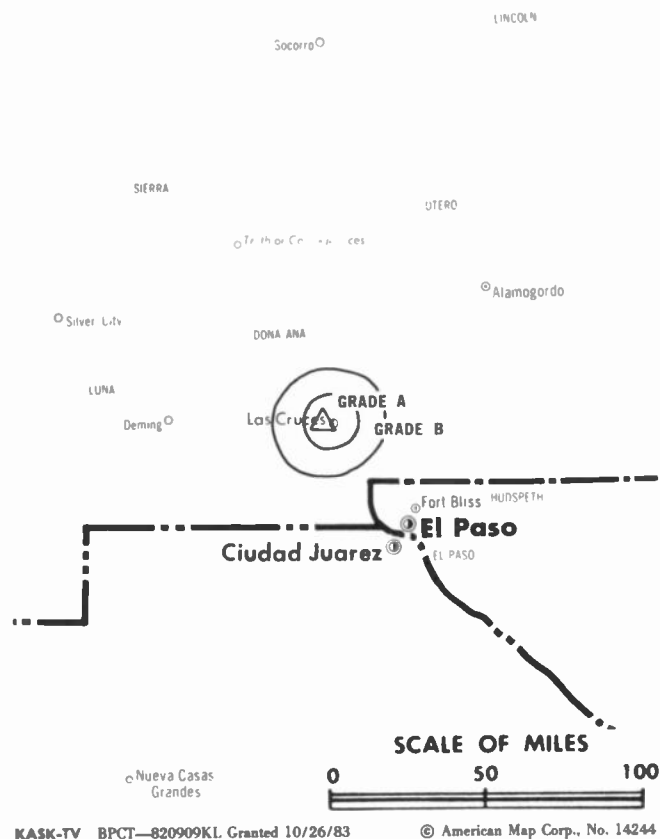
**Personnel:**

LOGAN D. MATTHEWS, chairman-president.

PAT HOLIAN, production director.

KEITH PETERSEN, chief engineer.

**Highest 30 Sec. Rate:** \$112.50.



# TV - Radio - CATV - Newspaper

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# New Mexico—Roswell

## KBIM-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Caprock Telecasting Inc., Box 910, Roswell, NM 88201.

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

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

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

Latitude 33° 03' 20"

Longitude 103° 49' 12"

**Transmitter:** 29.5-mi. E of Hagerman, NM.

**News Services:** AP, CBS.

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

**Ownership:** Holsum Inc., 100%. HI ownership: Gene Reischman, 44.67%; J. Kenneth Smith, 14.64%; W. C. Taylor, 2.19%; Stephen Smith, 15.34%; Joseph A. Carriere, 2.14%; others.

**Began Operation:** Feb. 23, 1966.

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

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

**Represented (engineering):** Guy C. Hutcheson.

**Personnel:**

JOE CARRIERE, president.

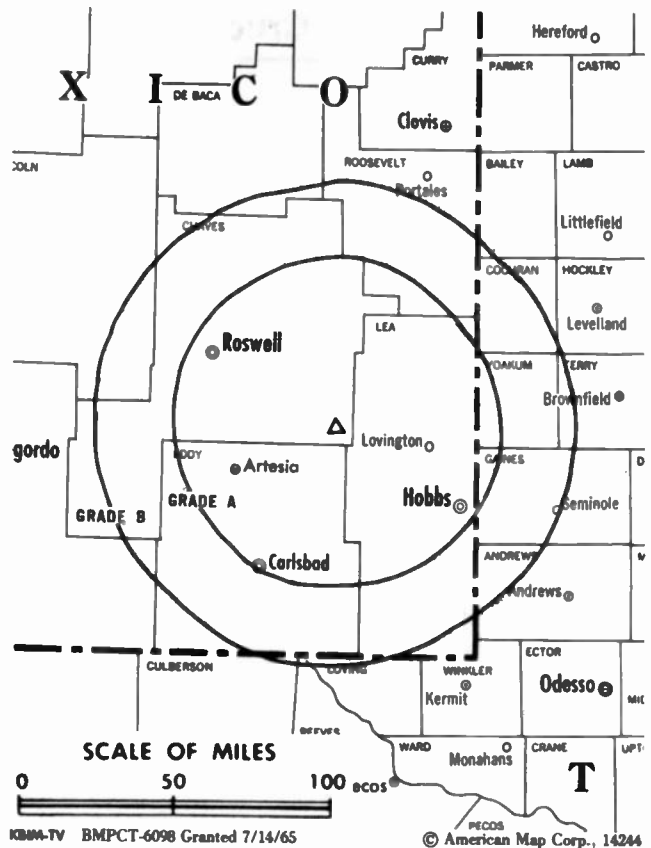
E. C. RADER, chief engineer.

**Highest One Hour Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$240.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Curry	15,500	15,100	97
	De Baca	1,000	1,000	100
	Eddy	17,900	17,500	98
	Lea North	18,200	17,900	98
	Lea South	2,600	2,400	92
	Lincoln	4,900	4,700	96
	Otero	15,600	15,200	97
	Roosevelt	5,800	5,600	97



KBIM-TV BMPCT-6098 Granted 7/14/65 © American Map Corp., 14244

**For Arbitron Market Rankings, see page 1**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Gaines	4,600	4,600	100
	Yoakum	3,100	3,100	100
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Quay	4,200	4,000	95
	<b>TEXAS</b>			
	Hudspeth	800	800	100
	Parmer	3,500	3,500	100
<b>Station Totals</b>		<b>118,000</b>	<b>115,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>83,300</b>
<b>Average Daily Circulation (1984)</b>				<b>54,100</b>

# New Mexico—Roswell

## KSWs-TV

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

**Network Service:** NBC.

**Licensee:** KCBD Associates.

**Studio:** Caprock, NM.

**Telephone:** 806-792-6002.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"  
Longitude 103° 46' 05"

**Transmitter:** 2.5-mi. S of U.S. Hwy. 380, near Caprock.

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

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

**Ownership:** KCBD-TV Associates. **Note:** License renewal and assignment of license to Hubbard Bcstg. has been designated for hearing with an application by Western Sun Bcstg. Co. for a construction permit for Ch. 8.

**Began Operation:** June 24, 1953. Sale to present owner by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

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

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

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

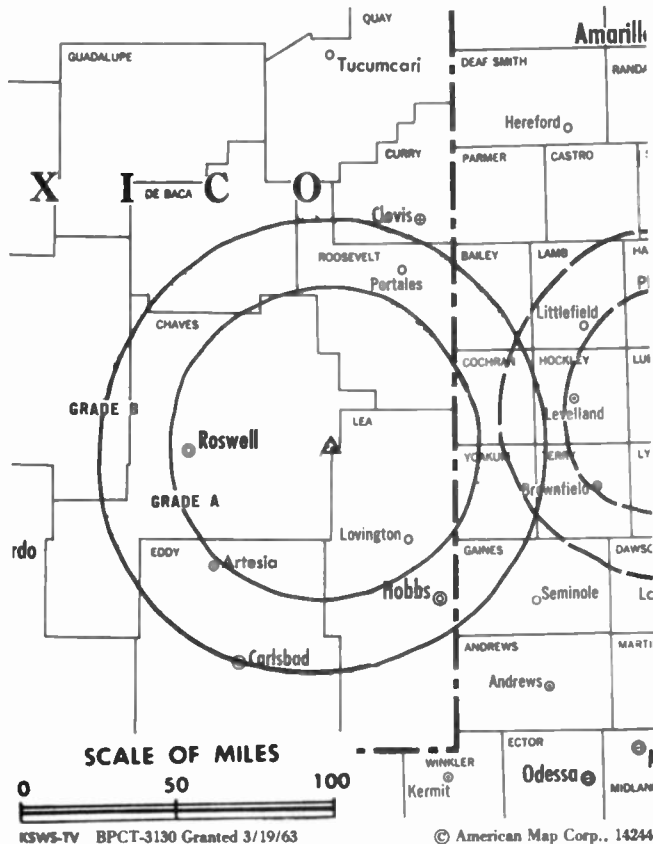
**Personnel:**

W. R. MCKINSEY, general manager.

**Highest One Hour Rate:** \$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>NEW MEXICO</b>			
	De Baca	1,000	1,000	100
	Eddy	17,900	17,500	98
	Lea North	18,200	17,900	98
	Roosevelt	5,800	5,600	97
Between 5-24%	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Lincoln	4,900	4,700	96
	<b>TEXAS</b>			
	Hudspeth	800	800	100



KSWs-TV BPCT-3130 Granted 3/19/63 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Parmer	3,500	3,500	100
	Yoakum	3,100	3,100	100
<b>Station Totals</b>		<b>75,500</b>	<b>74,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>21,100</b>
<b>Average Daily Circulation (1984)</b>				<b>11,000</b>

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# New Mexico—Santa Fe

## KCHF

### Ch. 11

**Network Service:** None, independent.

**Licensee:** Son Bcstg. Inc., Box 4338, Albuquerque, NM 87106.

**Studio:** 113 E. San Francisco St., Santa Fe, NM 87501.

**Telephone:** 505-983-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 85.7-kw max. visual, 17.1-kw max. aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude	35°	47'	15"
Longitude	106°	31'	35"

**Transmitter:** No Name Mtn., E of Jemez Springs.

**Ownership:** Non-stock, non-profit corp., Belmarino R. Gonzales, pres.; Ruben A. Baca, v.p.; Clem M. Dixon, secy.; Marcimiliano Baca, treas.

**Began Operation:** Jan. 21, 1984.

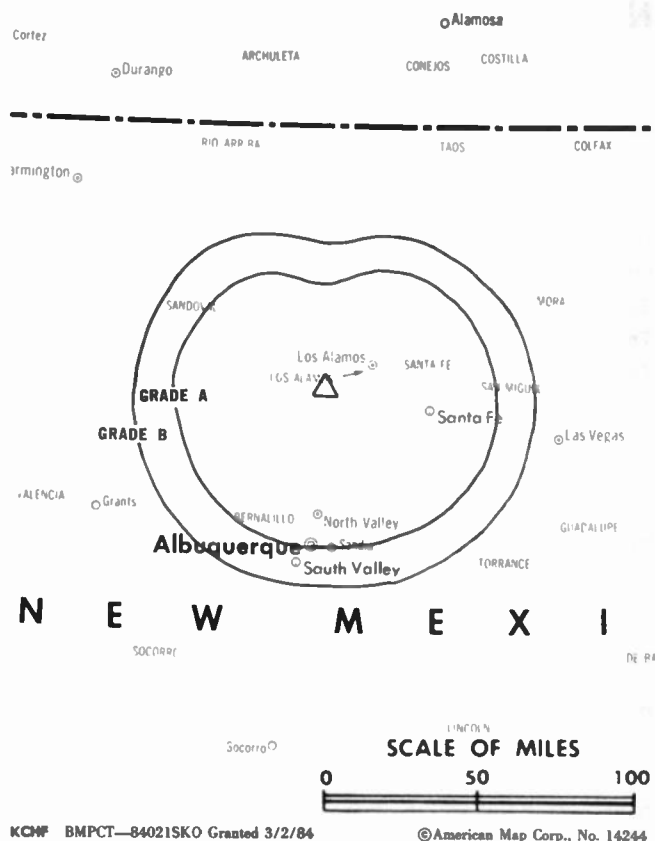
**Represented (legal):** Stuart Mitchell.

**Represented (engineering):** Serge Bergen.

**Personnel:**

BLACKIE GONZALEZ, general manager.

**Rates:** Not available.



KCHF BMPCT—84021SKO Granted 3/2/84

©American Map Corp., No. 14244

# New Mexico—Santa Fe

## KSAF-TV

Ch. 2

**Network Service:** None, independent.

**Grantee:** New Mexico Media Ltd. License Holding Co., Box 580, Santa Fe, NM 87501.

**Studio:** 2009 Pacheco St., Santa Fe, NM 87501.

**Telephone:** 505-473-2002.

**Mailing Address:** Box 580, Santa Fe, NM 87501.

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

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

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

**Transmitter:** No Name Mtn., Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

**News Service:** UPI.

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

**Ownership:** New Mexico Media Co.; 21 ltd. partners. C. L. Brown, Jeff Pollon, Abe Silver Jr., Arturo Jaramillo, Raymond A. Lamontagne, Mark Feldman, dirs.

**Began Operation:** Oct. 31, 1983. Sale to present owners by New Mexico Media Co. approved by FCC Feb. 29, 1984.

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

**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Represented (engineering):** David L. Steel Sr. & Associates.

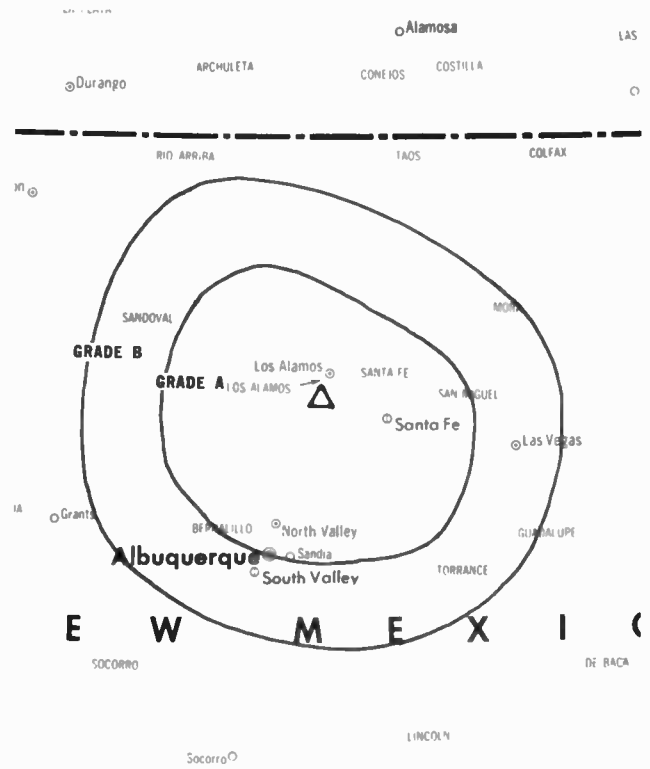
**Personnel:**

ALBERT C. LUCERO, general manager.  
WILLIAM DOBBECK, general sales manager.  
MASSOUD SALAURAND, chief engineer.

**Highest 30 Sec. Rate** (July 5, 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.

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

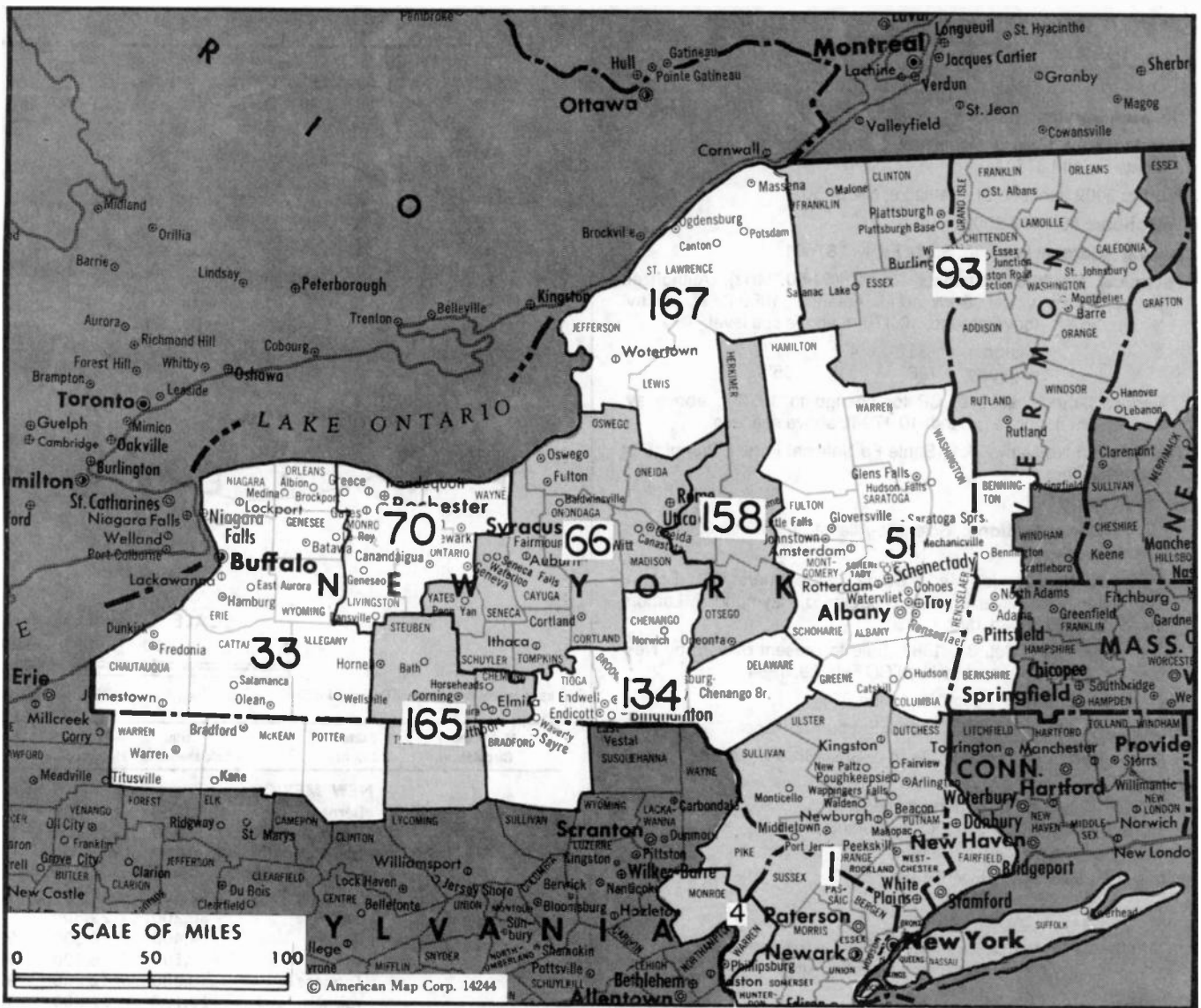


KSAF-TV BMPCT-830808KF Granted 8/25/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Bernalillo	171,800	169,000	98
	Cibola	10,300	10,100	98
	Los Alamos	6,800	6,700	99
	Rio Arriba	9,900	9,200	93
	Sandoval	12,800	12,100	94
	Santa Fe	30,200	29,300	97
	Socorro	4,400	4,300	98
	Taos	7,100	6,500	91
	Torrance	3,000	2,900	97
	Valencia	12,100	12,000	99
<b>Station Totals</b>		<b>268,400</b>	<b>262,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>34,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>12,200</b>	

# New York



## New York Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	22	13	35
Educational Television Stations	1	11	12
			47

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), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41) WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WUTV (29)
Buffalo, NY	626,500	33	WGDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23)
Albany-Schenectady-Troy, NY	470,000	51	WIXT (9), WSTM-TV (3), WTVH (5)
Syracuse, NY	360,100	66	WHEC-TV (10), WOKR (13), WRoc-TV (8), WUHF (31)
Rochester, NY	341,600	70	WCAX-TV (3), WNNB-TV (31), WPTZ (5), WVNY (22)
Burlington, VT-Plattsburgh, NY	236,600	93	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Binghamton, NY	151,400	134	WKTV (2), WUTR (20)
Utica, NY	101,400	158	WENY-TV (36), WETM-TV (18)
Elmira, NY	83,200	165	WWNY-TV (7)
Watertown-Carthage, NY	75,500	167	

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WWNY-TV, Carthage**--See Watertown, NY

**WCAX-TV & WVNY, Plattsburgh**--See  
Burlington, VT

**WNYT, WRGB & WTEN, Schenectady**--  
See Albany, NY

**WNYT & WRGB, Troy**--See Albany, NY

**WUTR, Rome**--See Utica, NY

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# ON TOP

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**Television Digest** regularly.

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# New York—Albany-Troy-Schenectady

**WNYT**

Ch. 13

**Network Service:** NBC.

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

**Studio:** 15 N. Pearl St., Menands, NY 12204.

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

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

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

**Transmitter:** Bald Mtn., Brunswick, NY.

**News Services:** AP, UPI.

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

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

**Began Operation:** Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (*Television Digest*, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25, 41; 19:46).

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

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

**Personnel:**

DONALD D. PERRY, vice president & general manager.  
THOMAS BURKE, station manager.  
LARRY EMSWELLER, operations director.  
RANDY OSWALD, director of sales.  
NOELLE MARTINI, promotion manager.  
LINDA CUMMINGS, traffic manager.  
STEVE BABOULIS, news director.  
RICHARD KLEIN, 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	%
50% & Over	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	<b>NEW YORK</b>			
	Albany	110,700	108,800	98
	Columbia	22,900	22,400	98
	Fulton	21,000	20,600	98
	Greene	16,500	16,200	98



WNYT BPCT-781228LC Granted 6/20/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	19,900	19,500	98
	Rensselaer	54,400	53,400	98
	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
	Schoharie	10,500	10,200	97
	Warren	20,400	19,900	98
	Washington	18,600	18,300	98
<b>VERMONT</b>				
	Bennington	13,000	12,700	98
<b>VERMONT</b>				
Between 25-49%	Rutland	21,900	21,300	97
<b>NEW YORK</b>				
Between 5-24%	Delaware	16,800	16,200	96
	Hamilton	1,900	1,800	95
	Ulster	59,800	58,100	97
<b>VERMONT</b>				
	Windham	15,000	14,300	95
<b>Station Totals</b>		<b>590,800</b>	<b>578,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>426,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>253,700</b>	

# New York—Albany

**WTEN**

Ch. 10

(Also operates satellite WDCD, Adams, MA)

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc.

**Studio:** 341 Northern Blvd., Albany, NY 12204.

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

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

**Transmitter:** Beaver Dam Rd., Helderberg Mtn., New Scotland.

**News Services:** AP, UPI, National Weather Service.

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

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

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

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

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

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

**Personnel:**

- RONALD PULERA, general manager.
- GENE COLLINS, director of operations.
- ROBERT PETERSON, business manager.
- ANDREW YACERICH, chief engineer.
- TOM BRYSON, news director.
- PATRICIA TROWERS, public service director.
- BONNIE TYMANN, promotion manager.

**NETWORK BASE HOURLY RATE:** \$2300.

**Arbitron Data:** Includes satellite WDCD, Adams, MA.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Berkshire	53,700	52,700	98
	<b>NEW YORK</b>			
	Albany	110,700	108,800	98
	Columbia	22,900	22,400	98
	Fulton	21,000	20,600	98
	Greene	16,500	16,200	98
	Hamilton	1,900	1,800	95
	Montgomery	19,900	19,500	98
	Rensselaer	54,400	53,400	98
Saratoga	57,200	56,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Schenectady	56,600	55,800	99
	Schoharie	10,500	10,200	97
	Warren	20,400	19,900	98
	Washington	18,600	18,300	98
<b>VERMONT</b>	Bennington	13,000	12,700	98
	Rutland	21,900	21,300	97
<b>NEW YORK</b>	Herkimer	24,000	23,600	98
	Ulster	59,800	58,100	97
<b>MASSACHUSETTS</b>	Franklin	25,700	24,900	97
	Hampshire	47,500	46,400	98
<b>NEW HAMPSHIRE</b>	Cheshire	23,400	22,700	97
<b>NEW YORK</b>	Delaware	16,800	16,200	96
	Dutchess	86,500	84,700	98
	Otsego	21,200	20,600	97
<b>VERMONT</b>	Windham	15,000	14,300	95
<b>Station Totals</b>		<b>819,100</b>	<b>801,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>501,600</b>
<b>Average Daily Circulation (1984)</b>				<b>298,600</b>

# New York—Albany-Schenectady-Troy

## WRGB

Ch. 6

**Network Service:** CBS.

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

**Studio:** 1400 Balltown Rd., Schenectady, NY 12309.

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

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

**Transmitter:** New Scotland, NY.

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

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

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

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

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

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

**Personnel:**

- JAMES J. DELMONICO, president & general manager.
- DAVID M. LYNCH, vice president & station manager.
- CHARLES B. KING, vice president, operations.
- DONALD J. DECKER, vice president, news.
- MANN REED, manager, television sales.
- TERRY WALDEN, manager, programming & promotion.
- BEVERLY WITTNER, manager, program services & public affairs.

**Highest 30 Sec. Rate:** \$1300.

**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>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	<b>NEW YORK</b>			
	Albany	110,700	108,800	98
	Columbia	22,900	22,400	98
	Fulton	21,000	20,600	98
	Greene	16,500	16,200	98
	Hamilton	1,900	1,800	95
	Montgomery	19,900	19,500	98
	Rensselaer	54,400	53,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
	Schoharie	10,500	10,200	97
	Warren	20,400	19,900	98
	Washington	18,600	18,300	98
<b>VERMONT</b>				
	Bennington	13,000	12,700	98
	Rutland	21,900	21,300	97
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Delaware	16,800	16,200	96
	Otsego	21,200	20,600	97
	Ulster	59,800	58,100	97
<b>CONNECTICUT</b>				
<b>Between 5-24%</b>	Litchfield	59,200	58,100	98
<b>NEW YORK</b>				
	Dutchess	86,500	84,700	98
	Herkimer	24,000	23,600	98
<b>VERMONT</b>				
	Addison	10,200	9,900	97
	Chittenden	41,600	40,900	98
	Windham	15,000	14,300	95
<b>Station Totals</b>		<b>833,500</b>	<b>816,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>499,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>315,700</b>	

# New York—Albany-Schenectady

**WUSV**

**Ch. 45**

**Network Service:** None, independent.

**Licensee:** Union Street Video Inc., 165 Freeman's Bridge Rd., Box 313, Scotia, NY 12302.

**Studio:** 165 Freeman's Bridge Rd., Box 313, Scotia, NY 12302.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 2940-kw max. visual, 294-kw max. aural. Antenna: 1110-ft. above av. terrain, 151-ft. above ground, 1972-ft. above sea level.

Latitude 42° 37' 37"  
Longitude 74° 00' 40"

**Transmitter:** 0.2-mi. W of Pinnacle Rd., approx. 1-mi. S of intersection with Beaver Dam Rd.

**News Service:** AP.

**Satellite Earth Station:** Microdyne, 3.6-meter.

**Ownership:** Steven J. Tocco, pres., 33.02%; Keith Wheeler, v.p., 12.95%; Lenda Leonard, secy., 3.2%; Bruce D. Jackson, treas., 35.87%; Joseph C. Motto, 12.95%; Edward Rich, 1.98%.

**Due to Begin Operation:** Fall 1984.

**Represented (legal):** Lauren A. Colby.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

FREDERICK L. MALBONE, general manager.  
MARIA KENT, general sales manager.

**Rates:** Not available.



## TV - Radio - CATV - Newspaper

### Robert W. Rounsaville & Associates

#### MEDIA BROKERS AND CONSULTANTS

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# New York—Albany

**WXXA-TV**

Ch. 23



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

**Network Service:** None, independent.

**Licensee:** Albany TV-23 Inc., 815 Central Ave., Albany, NY 12206.

**Studio:** 815 Central Ave., Albany, NY 12206.

**Telephone:** 518-438-8700.

**Mailing Address:** Box 6423, Albany, NY 12206.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 3020-kw visual, 302-kw aural. Antenna: 1200-ft. above av. terrain, 465-ft. above ground, 2119-ft. above sea level.

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

**Transmitter:** Camp Pinnacle Rd., New Scotland.

**Ownership:** L. William Seidman, chmn., 26.25%; Raymond T. Schuler, vice chmn.-secy., 9.96%; James D. Boaz, pres., 11.60%; Priscilla Morgan, v.p., 5.22%; Carl E. Touhey, 13.65%; Arthur Penn, 10.10%; Richard T. Moolick, 6.32%; Richard L. Dunham, 5.05%; Judith E. Juhring, 3.76%; T. Norman Hurd, 3.43%; Allen Boorstein, 2.35%; Alton B. P. Daley, 1.22%; Laura Kirby Nigro, 1.02%; estate of Cuthbert Callender, 0.07%. Seidman has interest in KSPN(FM), Aspen, CO & application for Ch. 15, Omaha, NE.

**Began Operation:** July 30, 1982.

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

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

**Personnel:**

JAMES D. BOAZ, general manager.  
DAVID LOW, station manager.

**Highest 30 Sec. Rate** (May 2, 1984): \$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>NEW YORK</b>			
	Albany	110,700	108,800	98
	Columbia	22,900	22,400	98



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Fulton	21,000	20,600	98
	Rensselaer	54,400	53,400	98
	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	<b>NEW YORK</b>			
	Greene	16,500	16,200	98
	Montgomery	19,900	19,500	98
<b>Between 5-24%</b>	Schoharie	10,500	10,200	97
	Warren	20,400	19,900	98
	Washington	18,600	18,300	98
	<b>NEW YORK</b>			
	Dutchess	86,500	84,700	98
<b>VERMONT</b>	Herkimer	24,000	23,600	98
	Bennington	13,000	12,700	98
	Rutland	21,900	21,300	97
<b>Station Totals</b>		<b>607,800</b>	<b>596,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>246,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>108,200</b>	

# New York—Binghamton

## WBNG-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Suite 612, Executive Bldg., Cherry Hill, NJ 08002.

**Studio:** Box 1200, Binghamton, NY 13902-1200.

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

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

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33"  
Longitude 75° 57' 06"

**Transmitter:** Ingraham Hill Rd.

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

**Satellite Earth Station:** Channel Master.

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

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

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

**Represented (legal):** Wilner & Scheiner.

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

**Personnel:**

- DONALD F. SNYDER, vice president & general manager.
- LAMONT PINKER, general sales manager.
- RAY McCORMACK, regional sales manager.
- RICHARD A. STEIKA, business manager.
- MICHAEL A. LaMONICA, chief engineer.
- JOHN MUCHA, program manager.
- ROSANNE SALL, local sales manager.
- 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>NEW YORK</b>			
	Broome	78,800	77,600	98
	Chemung	35,100	34,300	98
	Chenango	17,800	17,400	98
	Cortland	17,100	16,800	98
Delaware	16,800	16,200	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Otsego	21,200	20,600	97
	Tioga	17,800	17,500	98
<b>PENNSYLVANIA</b>				
	Bradford	22,700	22,200	98
	Sullivan	2,200	2,100	95
	Susquehanna	13,600	13,300	98
	Tioga	14,100	13,600	96
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Schuyler	6,300	6,100	97
	Steuben	36,500	35,600	98
	Tompkins	31,800	30,300	95
<b>PENNSYLVANIA</b>				
	Wyoming	9,700	9,500	98
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Madison	21,700	21,300	98
	Sullivan	25,300	24,500	97
<b>PENNSYLVANIA</b>				
	Wayne	13,600	13,100	96
<b>Station Totals</b>		<b>402,100</b>	<b>392,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>252,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>164,700</b>	

# New York—Binghamton

## WICZ-TV

Ch. 40

**Network Service:** NBC.

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

**Studio:** Vestal Pkwy., East Binghamton.

**Mailing Address:** Box 1626, Binghamton, NY 13902.

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

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 565-kw max. & 501-kw horizontal visual, 56.5-kw max. & 50.1-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"  
Longitude 75° 56' 39"

**Transmitter:** Inghram Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

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

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

**Began Operation:** Nov. 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (*Television Digest*, Vol. 10:31).

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

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

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

**Personnel:**

JESSE C. PEVEAR, general manager.  
JOHN LEET, sales manager.  
GINO RICCIARDELLI, director of engineering.

**Highest 30 Sec. Rate:** \$350.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 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>NEW YORK</b>			
	Broome	78,800	77,600	98
	Tioga	17,800	17,500	98
Between 25-49%	<b>NEW YORK</b>			
	Chenango	17,800	17,400	98
	Delaware	16,800	16,200	96
	Otsego	21,200	20,600	97



WICZ-TV BPCT-4379 Granted 2/22/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tompkins	31,800	30,300	95
	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
	Susquehanna	13,600	13,300	98
Between 5-24%	<b>NEW YORK</b>			
	Chemung	35,100	34,300	98
	Cortland	17,100	16,800	98
	Schuyler	6,300	6,100	97
	Steuben	36,500	35,600	98
<b>PENNSYLVANIA</b>	Sullivan	2,200	2,100	95
	Tioga	14,100	13,600	96
	Wayne	13,600	13,100	96
	Wyoming	9,700	9,500	98
	<b>Station Totals</b>		<b>355,100</b>	<b>346,200</b>
<b>Net Weekly Circulation (1984)</b>			<b>147,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>75,400</b>	

# New York—Binghamton

## WMGC-TV

Ch. 34

**Network Service:** ABC.

**Licensee:** Pinnacle Communications Inc., Box 813, Ingraham Hill Rd., Binghamton, NY 13902.

**Studio:** Ingraham Hill Rd., Binghamton, NY 13902.

**Telephone:** 607-723-7464.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 679.38-kw max. & 470.3.4-kw horizontal visual, 67.94-kw max. & 47.03-kw horizontal aural. Antenna: 897-ft. above av. terrain, 545-ft. above ground, 2215-ft. above sea level.

Latitude 42° 03' 38"  
Longitude 75° 56' 33"

**Transmitter:** 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

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

**News Service:** UPI.

**Ownership:** Pinnacle Communications Inc., 100%. Philip D. Marella, pres.-treas., 80%; Inez Marella, v.p.-asst. secy.; John L. Laubach Jr., secy.; David Croll, 1%; Devonshire Capital Corp., 19%. Laubach owns 30% of W5BR(AM), Boca Raton, FL; 49.5% of WWGO & WCCK-FM, Erie, PA; 66.7% of WESA-AM-FM, Charleroi, PA. Devonshire owns 19% of WUTV, Buffalo, NY & has cable interests.

**Began Operation:** Nov. 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscombe (53.13%) and James E. Greeley (10.4%) approved August 17, 1966 by FCC (*Television Digest*, Vol. 6:34). Sale to present owners approved Aug. 7, 1978.

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

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

**Personnel:**

PHILIP D. MARELLA, president & general manager.  
LOWELL NELSON, vice president, engineering.  
ROY SOVA, general sales manager.  
SARAH ANDREWS, program director.

**Highest 30 Sec. Rate** (July 6, 1984): \$300.

**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>NEW YORK</b>			
	Broome	78,800	77,600	98
	Tioga	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Chenango	17,800	17,400	98
	Cortland	17,100	16,800	98
	Delaware	16,800	16,200	96
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Otsego	21,200	20,600	97
	Tompkins	31,800	30,300	95
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Sullivan	2,200	2,100	95
	Susquehanna	13,600	13,300	98
	Tioga	14,100	13,600	96
	Wayne	13,600	13,100	96
	Wyoming	9,700	9,500	98
<b>Station Totals</b>		<b>277,200</b>	<b>270,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>109,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>48,100</b>	

# New York—Buffalo

## WGRZ-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** WGRZ-TV Inc., 259 Delaware Ave., Buffalo 14202.

**Studio:** 259 Delaware Ave., Buffalo, NY 14202.

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

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

**Transmitter:** Warner Hill Rd., South Wales, NY.

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

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

**Ownership:** WGRZ-TV Inc. is wholly owned by General Cinema Corp. Richard A. Smith, pres.; Melvin R. Wintman, exec. v.p.; J. Atwood Ives, senior v.p.

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

**Represented (sales):** Katz Television; Radio-Television Representatives Ltd. (Canada).

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

**Personnel:**

- ROBERT J. TARR JR., president.
- LYN P. STOYER, vice president & general manager.
- RAYMOND MASELLI, general sales manager.
- SUE PEARCE, business manager.
- TOM COCHRAN, local sales manager.
- TIM R. RUDELL, news director.
- DICK WESTLUND, manager of engineering.
- MARILYN CAMPANA, traffic manager.

**Highest 30 Sec. Rate** (July 5, 1984): \$2100.

**NETWORK BASE HOURLY RATE:** \$1850.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 2,967,000

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>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Cattaraugus	30,600	30,000	98
	Chautauqua	54,300	53,300	98
	Erie	364,900	360,500	99



WGRZ-TV BPCT-3826 Granted 12/13/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Genesee	20,700	20,400	99
	Niagara	82,200	81,200	99
	Orleans	13,600	13,300	98
	Wyoming	13,700	13,500	99
<b>PENNSYLVANIA</b>				
	Mc Kean	18,400	17,900	97
	Potter	6,300	6,100	97
Between 25-49%	<b>NEW YORK</b>			
	Livingston	19,200	18,900	98
	Steuben	36,500	35,600	98
<b>PENNSYLVANIA</b>				
	Cameron	2,600	2,600	100
	Warren	17,200	16,600	97
Between 5-24%	<b>NEW YORK</b>			
	Monroe	262,800	259,100	99
	Schuyler	6,300	6,100	97
<b>Station Totals</b>		<b>966,900</b>	<b>952,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>591,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>360,500</b>	

# New York—Buffalo

## WIVB-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, NY 14207.

**Studio:** 2077 Elmwood Ave., Buffalo, NY 14207.

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

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

**Transmitter:** Colden, NY.

**News Services:** AP, UPI.

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

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

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

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

**Represented (legal):** Cordon & Jacob.

### Personnel:

LESLIE G. ARRIES JR., president & general manager.  
SANDY DiPASQUALE, station manager.  
WILSON SHEPARD, general sales manager.  
RALPH THOMPSON, director of engineering.  
QUINTIN E. RENNER, program director.  
SARAH L. LEWIS, community services director.  
TWILA HENNEBERGER, director of broadcast operations.  
LESTER H. OTTERMAN, controller.  
RON GATES, director of creative services.  
JIM PEPPARD, acting news director.

**Highest 30 Sec. Rate** (Sept. 24, 1984): \$3400.

**NETWORK BASE HOURLY RATE:** \$1874.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 2,813,000

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	NEW YORK			
	Allegany	17,600	17,100	97
	Cattaraugus	30,600	30,000	98
	Chautauqua	54,300	53,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Erie	364,900	360,500	99
	Genesee	20,700	20,400	99
	Niagara	82,200	81,200	99
	Orleans	13,600	13,300	98
	Wyoming	13,700	13,500	99
<b>PENNSYLVANIA</b>				
	Mc Kean	18,400	17,900	97
	Potter	6,300	6,100	97
	Warren	17,200	16,600	97
<b>NEW YORK</b>				
Between 25-49%	Livingston	19,200	18,900	98
	Steuben	36,500	35,600	98
<b>PENNSYLVANIA</b>				
	Cameron	2,600	2,600	100
<b>NEW YORK</b>				
Between 5-24%	Monroe	262,800	259,100	99
	Schuyler	6,300	6,100	97
	Yates	8,400	8,200	98
<b>PENNSYLVANIA</b>				
	Tioga	14,100	13,600	96
<b>Station Totals</b>		<b>989,400</b>	<b>974,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>604,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>378,600</b>	

# New York—Buffalo

## WKBW-TV

Ch. 7

**Network Service:** ABC.

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

**Studio:** 7 Broadcast Plaza, Buffalo, NY 14202.

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

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 78° 37' 12"

**Transmitter:** E of Center St., Colden, NY.

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

**News Services:** AP, UPI.

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

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

**Began Operation:** Nov. 30, 1958.

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

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

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

**Personnel:**

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

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

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

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 2,750,000

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>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Cattaraugus	30,600	30,000	98
	Chautauqua	54,300	53,300	98
	Erie	364,900	360,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Genesee	20,700	20,400	99	
	Niagara	82,200	81,200	99	
	Orleans	13,600	13,300	98	
	Steuben	36,500	35,600	98	
	Wyoming	13,700	13,500	99	
<b>PENNSYLVANIA</b>					
	Cameron	2,600	2,600	100	
	Mc Kean	18,400	17,900	97	
	Potter	6,300	6,100	97	
	Warren	17,200	16,600	97	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
	Livingston	19,200	18,900	98	
<b>PENNSYLVANIA</b>					
	Elk	13,400	13,100	98	
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>				
	Tioga	14,100	13,600	96	
<b>Station Totals</b>		<b>725,300</b>	<b>713,700</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>614,700</b>		
<b>Average Daily Circulation (1984)</b>			<b>410,300</b>		

# New York—Buffalo

## WUTV

Ch. 29

**Network Service:** None, independent.

**Licensee:** Whitehaven Entertainment Corp., 951 Whitehaven Rd., Grand Island, NY 14072.

**Studio:** 951 Whitehaven Rd., Grand Island, NY 14072.

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

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"  
Longitude 78° 55' 40"

**Transmitter:** 951 Whitehaven Rd., Grand Island, NY.

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

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

**Began Operation:** December 21, 1970. Sale to present owners by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (*Television Digest*, Vol. 17:31). **Note:** Sale to Citadel Communications pends (Vol. 24:29).

**Represented (sales):** TeleRep Inc.; Target Broadcast Sales (Canada).

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

### Personnel:

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

**Highest 30 Sec. Rate** (July 17, 1984): \$400.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 1,949,000

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>NEW YORK</b>			
	Erie	364,900	360,500	99
	Niagara	82,200	81,200	99
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Cattaraugus	30,600	30,000	98
	Genesee	20,700	20,400	99
	Orleans	13,600	13,300	98
	Wyoming	13,700	13,500	99
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chautauqua	54,300	53,300	98
	Livingston	19,200	18,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Warren	17,200	16,600	97
<b>Station Totals</b>		<b>616,400</b>	<b>607,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>288,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>122,500</b>	

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# New York—Elmira

## WENY-TV

Ch. 36

**Network Service:** ABC.

**Licensee:** WENY Inc., Box 208, Elmira, NY 14902.

**Studio:** 596 Old Ithaca Rd., Horseheads, NY 14845.

**Telephone:** 607-739-3636.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

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

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

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

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

**News Service:** AP.

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

**Began Operation:** Nov. 19, 1969.

**Represented (legal):** Cordon & Jacob.

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

**Personnel:**

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

**Highest 30 Sec. Rate** (Dec. 1, 1983): \$175.

**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>NEW YORK</b>			
	Chemung	35,100	34,300	98
	Steuben	36,500	35,600	98
	<b>PENNSYLVANIA</b>			
	Tioga	14,100	13,600	96
Between 25-49%	<b>NEW YORK</b>			
	Schuyler	6,300	6,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tioga	17,800	17,500	98
	Tompkins	31,800	30,300	95
	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
	<b>NEW YORK</b>			
Between 5-24%	Allegany	17,600	17,100	97
	Broome	78,800	77,600	98
	Yates	8,400	8,200	98
	<b>PENNSYLVANIA</b>			
	Cameron	2,600	2,600	100
	Potter	6,300	6,100	97
<b>Station Totals</b>		<b>278,000</b>	<b>271,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>96,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>45,500</b>	

# New York—Elmira-Corning

## WETM-TV

Ch. 18

(Satellite of WSTM-TV, Syracuse)

**Network Service:** NBC.

**Licensee:** WETM-TV Inc., Box 1011, Elmira, NY 14902.

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

**Mailing Address:** Box 1011, Elmira, NY 14902.

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

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

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

**News Service:** UPI.

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

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

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

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

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

**Personnel:**

JOHN J. McCRORY, president.

JON WINGATE, vice president & general manager.

MARK POLOVICK, chief engineer.

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

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Chemung	35,100	34,300	98
	Steuben	36,500	35,600	98
	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
	Tioga	14,100	13,600	96
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Tioga	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Potter	6,300	6,100	97
	<b>NEW YORK</b>			
<b>Between 5-24%</b>	Allegany	17,600	17,100	97
	Broome	78,800	77,600	98
	Schuyler	6,300	6,100	97
<b>Station Totals</b>		<b>235,200</b>	<b>230,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>96,700</b>
<b>Average Daily Circulation (1984)</b>				<b>55,800</b>

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

# New York—New York

## WABC-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** American Broadcasting Co., 1330 Ave. of the Americas, New York, NY 10019.

**Studio:** 7 Lincoln Square, New York, NY 10023.

**Telephone:** 212-887-7777.

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

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

**Transmitter:** World Trade Center.

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

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

**News Services:** AP, UPI.

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

**Began Operation:** Aug. 10, 1948.

**Represented (sales):** ABC Television Spot Sales Inc.

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

**Personnel:**

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

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$9550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Fairfield	292,100	288,500	99
	<b>NEW JERSEY</b>			
	Bergen	304,500	302,300	99
	Essex	295,100	290,700	99
	Hudson	206,000	203,200	99
	Hunterdon	31,100	30,600	98
	Middlesex	205,100	203,300	99
	Monmouth	181,000	179,000	99
	Morris	138,500	137,400	99
	Ocean	149,200	147,700	99
	Passaic	154,200	152,300	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	Union	178,600	177,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
	Dutchess	86,500	84,700	98
	Kings	806,600	791,600	98
	Nassau	431,900	429,400	99
	New York	723,800	685,800	95
	Orange	90,400	88,700	98
	Putnam	27,600	27,200	99
	Queens	729,300	721,300	99
	Richmond	124,600	123,400	99
	Rockland	84,100	82,800	99
	Suffolk	414,400	410,200	99
	Sullivan	25,300	24,500	97
Ulster	59,800	58,100	97	
Westchester	315,300	311,400	99	
	<b>PENNSYLVANIA</b>			
	Pike	8,000	7,700	96
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	New Haven	283,800	279,700	99
	<b>NEW JERSEY</b>			
Mercer	108,300	106,600	98	
Warren	31,200	30,700	98	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	<b>PENNSYLVANIA</b>			
	Lehigh	106,900	105,300	99
	Monroe	28,600	28,100	98
Northampton	83,500	82,100	98	
Wayne	13,600	13,100	96	
<b>Station Totals</b>		<b>7,294,400</b>	<b>7,170,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>5,785,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,440,400</b>	

# New York—New York

## WCBS-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** CBS Inc., 51 West 52nd St., New York, NY 10019.

**Studio:** 524 W. 57th St., New York, NY 10019.

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

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

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

**Transmitter:** North Tower, World Trade Center.

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

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

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

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

**Began Operation:** July 1, 1941.

**Represented (sales):** CBS Television Stations National Sales.

**Personnel:**

ROGER COLLOFF, vice president & general manager.

PHILIP PRESS, director of sales.

STEVEN GIGLIOTTI, general sales manager.

ELIOT BLACK, national sales manager.

FRANK GARDNER, director of news.

DINORAH SPALDING, director of station services.

DAVID LaFOUNTAINE, director of communications.

LESLEY CROSSON, director of editorials.

TONI JOHNSON, manager, broadcast operations.

WILLIAM C. LACEY, director, broadcast administration.

RON TARASOFF, director, technical operations.

**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>CONNECTICUT</b>				
	Fairfield	292,100	288,500	99	
	New Haven	283,800	279,700	99	
<b>NEW JERSEY</b>	Bergen	304,500	302,300	99	
	Essex	295,100	290,700	99	
	Hudson	206,000	203,200	99	
	Hunterdon	31,100	30,600	98	
	Middlesex	205,100	203,300	99	
	Monmouth	181,000	179,000	99	
	Morris	138,500	137,400	99	
	Ocean	149,200	147,700	99	
	Passaic	154,200	152,300	99	
	Somerset	70,600	69,900	99	
	Sussex	42,400	41,700	98	
	Union	178,600	177,000	99	
	Warren	31,200	30,700	98	
	<b>NEW YORK</b>	Bronx	403,300	396,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>DUTCHESS</b>	86,500	84,700	98
	<b>KINGS</b>	806,600	791,600	98
	<b>NASSAU</b>	431,900	429,400	99
	<b>NEW YORK</b>	723,800	685,800	95
	<b>ORANGE</b>	90,400	88,700	98
	<b>PUTNAM</b>	27,600	27,200	99
	<b>QUEENS</b>	729,300	721,300	99
	<b>RICHMOND</b>	124,600	123,400	99
	<b>ROCKLAND</b>	84,100	82,800	99
	<b>SUFFOLK</b>	414,400	410,200	99
	<b>SULLIVAN</b>	25,300	24,500	97
	<b>ULSTER</b>	59,800	58,100	97
<b>WESTCHESTER</b>	315,300	311,400	99	
<b>PENNSYLVANIA</b>	Pike	8,000	7,700	96
	<b>NEW JERSEY</b>			
<b>Between 25-49%</b>	<b>MERCER</b>	108,300	106,600	98
	<b>PENNSYLVANIA</b>			
	Monroe	28,600	28,100	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
Northampton	83,500	82,100	98	
Wayne	13,600	13,100	96	
<b>Station Totals</b>		<b>7,208,000</b>	<b>7,085,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>5,815,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,254,300</b>	

# New York—New York

**WNBC-TV**

Ch. 4



**NBC SPOT SALES**

**Network Service:** NBC.

**Licensee:** National Broadcasting Co., 30 Rockefeller Plaza, New York, NY.

**Studio:** 30 Rockefeller Plaza, New York, NY 10020.

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

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.47-kw aural. Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

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

**Transmitter:** North Tower, World Trade Center.

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

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

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

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

**Began Operation:** July 1, 1941.

**Represented (sales):** NBC Spot Sales.

**Personnel:**

- CARL CAREY, vice president & general manager.
- HILARY HENDER, station manager.
- LOU ABITABLO, director, sales.
- JAY LINDEN, sales manager.
- JOHN McCORMICK, sales manager.
- ED KNAPP, director, station operations.
- ANDREW JACKSON, manager, technical operations.
- LINDA LIPMAN, manager, press & publicity.
- GRANT RUESCH, director, business affairs.
- ROBERT DAVIS, news director.
- JOE MICHAELS, editorial director.
- KAREN COPELAND, program director.
- CHARLES LICAMELI, manager, license & standards.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$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>CONNECTICUT</b>			
	Fairfield	292,100	288,500	99
	<b>NEW JERSEY</b>			
	Bergen	304,500	302,300	99
	Essex	295,100	290,700	99
	Hudson	206,000	203,200	99
	Hunterdon	31,100	30,600	98
	Middlesex	205,100	203,300	99
	Monmouth	181,000	179,000	99
	Morris	138,500	137,400	99
	Ocean	149,200	147,700	99
	Passaic	154,200	152,300	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	Union	178,600	177,000	99
	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
Dutchess	86,500	84,700	98	
Kings	806,600	791,600	98	
Nassau	431,900	429,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	New York	723,800	685,800	95
	Orange	90,400	88,700	98
	Putnam	27,600	27,200	99
	Queens	729,300	721,300	99
	Richmond	124,600	123,400	99
	Rockland	84,100	82,800	99
	Suffolk	414,400	410,200	99
	Sullivan	25,300	24,500	97
	Ulster	59,800	58,100	97
	Westchester	315,300	311,400	99
	<b>PENNSYLVANIA</b>			
	Pike	8,000	7,700	96
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	59,200	58,100	98
	New Haven	283,800	279,700	99
<b>NEW JERSEY</b>	Mercer	108,300	106,600	98
	Warren	31,200	30,700	98
<b>PENNSYLVANIA</b>				
Monroe	28,600	28,100	98	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Middlesex	49,600	48,700	98
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	<b>NEW YORK</b>			
	Delaware	16,800	16,200	96
	Greene	16,500	16,200	98
	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Northampton	83,500	82,100	98
Wayne	13,600	13,100	96	
<b>Station Totals</b>		<b>7,366,200</b>	<b>7,240,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>5,922,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,535,500</b>	

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

# New York—New York

## WNEW-TV

Ch. 5

**Network Service:** None, independent.

**Licensee:** Metromedia Inc., One Harmon Plaza, Secaucus, NJ 07094.

**Studio:** 205 E. 67th St., New York, NY 10021.

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

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

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

**Transmitter:** World Trade Center.

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

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

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

**Ownership:** Metromedia Inc., John W. Kluge, 75.50%; Robert M. Bennett, George H. Duncan & Stuart Subotnick, 0.2% each; Prudential Life Insurance Co., 15.5%; Boston Ventures Ltd. Partnership, 3%. For officers & other interests, see Group Ownership of TV Stations.

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

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

### Personnel:

ROBERT E. O'CONNOR, vice president & general manager.  
CHARLES MEEHAN, vice president & general sales manager.  
NICK LANGONE, vice president & local sales manager.  
DIANNE GIOVANNI, national sales manager.  
WILLIAM D. KELLY, vice president & chief engineer.  
JOSEPH W. FLYNN, vice president & business manager.  
PHYLLIS SEIFER, v.p. & director of advertising & creative services.  
RICHARD WITKIN, vice president & director of commercial operations.  
EDWARD PETROSKY, vice president & director of traffic.  
MURIEL REIS, vice president.  
LARRY YOUNG, local sales manager.  
JOHN PARSONS PEDITTO, news director.  
ROBERT FRIEDMAN, program director.  
JACQUELINE TODTMAN, director of research & marketing.

**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>CONNECTICUT</b>			
	Fairfield	292,100	288,500	99
	New Haven	283,800	279,700	99
	<b>NEW JERSEY</b>			
Bergen	304,500	302,300	99	
Essex	295,100	290,700	99	
Hudson	206,000	203,200	99	
Hunterdon	31,100	30,600	98	
Middlesex	205,100	203,300	99	
Monmouth	181,000	179,000	99	
Morris	138,500	137,400	99	
Ocean	149,200	147,700	99	
Passaic	154,200	152,300	99	
Somerset	70,600	69,900	99	
Sussex	42,400	41,700	98	
Union	178,600	177,000	99	
Warren	31,200	30,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
	Chemung	35,100	34,300	98
	Dutchess	86,500	84,700	98
	Kings	806,600	791,600	98
	Nassau	431,900	429,400	99
	New York	723,800	685,800	95
	Orange	90,400	88,700	98
	Putnam	27,600	27,200	99
	Queens	729,300	721,300	99
	Richmond	124,600	123,400	99
	Rockland	84,100	82,800	99
	Suffolk	414,400	410,200	99
	Sullivan	25,300	24,500	97
Ulster	59,800	58,100	97	
Westchester	315,300	311,400	99	
<b>PENNSYLVANIA</b>	Northampton	83,500	82,100	98
	Pike	8,000	7,700	96
<b>CONNECTICUT</b>	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
<b>NEW JERSEY</b>	Atlantic	75,300	73,800	98
	Mercer	108,300	106,600	98
<b>NEW YORK</b>	Chautauqua	54,300	53,300	98
	Cortland	17,100	16,800	98
	Herkimer	24,000	23,600	98
	Oneida East	58,100	57,200	98
	Otsego	21,200	20,600	97
	St Lawrence	37,100	36,400	98
	Steuben	36,500	35,600	98
Tompkins	31,800	30,300	95	
Warren	20,400	19,900	98	
(Continued on page 670)				
<b>Station Totals</b>		<b>9,194,600</b>	<b>9,035,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>5,733,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>2,886,400</b>	

# New York—New York—Secaucus, New Jersey

## WOR-TV

Ch. 9

**Network Service:** None, independent.

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

**Studio:** 1481 Broadway, New York, NY 10036.

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

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

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

**Transmitter:** World Trade Center.

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

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

**News Service:** AP.

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

**Ownership:** RKO General Inc., a subsidiary of GenCorp. Shane O'Neil, pres. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General; Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (**Television Digest**, Vol. 7:41, 46; 8:3; 11:48, 51).

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

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

### Personnel:

PETER LEONE, vice president & general manager.  
THOMAS N. RYAN, vice president & general sales manager.  
PETER MITCHELL, vice president & sales manager.  
PATRICK PENNUCCI, vice president & sales manager.  
PETER INGRASSIA, vice president & national sales manager.  
WILLIAM N. WALSH, vice president, broadcast operations.  
FREDERIC J. GOLD, v.p., dir. of research services WOR-TV & RKO General TV.  
MARSHA KAMINSKY, v.p. & dir., public affairs, govt. relations.  
ALFRED J. RUSSO, WOR Division controller.  
ROBERT FRENCH, New Jersey sales manager.  
MICHAEL KELLY, production manager.  
TERRY PLANELL, director, programming & operations.  
JOSEPH E. ONDRICK, director of advertising & marketing.  
KEN MCGOWAN, director of engineering.  
TOM PETNER, news director.  
JOHN DORKIN, program 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>NEW JERSEY</b>			
	Bergen	304,500	302,300	99
	Essex	295,100	290,700	99
	Hudson	206,000	203,200	99
	Middlesex	205,100	203,300	99
	Monmouth	181,000	179,000	99
	Ocean	149,200	147,700	99
	Passaic	154,200	152,300	99
	Sussex	42,400	41,700	98
	Union	178,600	177,000	99
<b>NEW YORK</b>	Bronx	403,300	396,700	98
	Kings	806,600	791,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Nassau	431,900	429,400	99	
	Orange	90,400	88,700	98	
	Putnam	27,600	27,200	99	
	Queens	729,300	721,300	99	
	Richmond	124,600	123,400	99	
	Suffolk	414,400	410,200	99	
	Ulster	59,800	58,100	97	
	Westchester	315,300	311,400	99	
	<b>PENNSYLVANIA</b>	Clinton	14,100	13,800	98
	<b>TEXAS</b>	Edwards	700	700	100

<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	292,100	288,500	99
	New Haven	283,800	279,700	99
	<b>GEORGIA</b>			
	Tift	11,600	11,400	98
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Cape May	36,300	35,600	98
	Hunterdon	31,100	30,600	98
	Mercer	108,300	106,600	98
	Morris	138,500	137,400	99
	Somerset	70,600	69,900	99
	Warren	31,200	30,700	98
	<b>NEW MEXICO</b>			
	Cibola	10,300	10,100	98
	<b>NEW YORK</b>			
	Broome	78,800	77,600	98
	Chemung	35,100	34,300	98
	Cortland	17,100	16,800	98
	Delaware	16,800	16,200	96
	Dutchess	86,500	84,700	98
	Franklin	15,700	15,300	97
	Fulton	21,000	20,600	98
	Herkimer	24,000	23,600	98

(Continued on next page)

<b>Station Totals</b>	<b>22,063,800</b>	<b>21,741,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>6,110,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>2,152,700</b>	

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK—(Continued)</b>			
	Madison	21,700	21,300	98
	Montgomery	19,900	19,500	98
	New York	723,800	685,800	95
	Oneida East	58,100	57,200	98
	Oneida West	30,900	30,400	98
	Otsego	21,200	20,600	97
	Rockland	84,100	82,800	99
	St Lawrence	37,100	36,400	98
	Steuben	36,500	35,600	98
	Sullivan	25,300	24,500	97
	Tompkins	31,800	30,300	95
	Warren	20,400	19,900	98
	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,600	99
	Blair	50,200	49,300	98
	Bradford	22,700	22,200	98
	Carbon	20,500	20,100	98
Centre	38,600	37,500	97	
Clearfield	30,500	29,900	98	
Columbia	22,700	22,200	98	
Lackawanna	83,400	82,300	99	
Lehigh	106,900	105,300	99	
Luzerne	128,400	126,500	99	
Lycoming	43,700	42,300	97	
Mc Kean	18,400	17,900	97	
Mifflin	17,400	16,800	97	
Monroe	28,600	28,100	98	
Northampton	83,500	82,100	98	
Northumberland	38,700	37,600	97	
Schuylkill	61,300	60,000	98	
Union	10,600	10,100	95	
Wayne	13,600	13,100	96	
<b>TEXAS</b>				
Frio	4,300	4,200	98	
<b>WYOMING</b>				
Weston	2,800	2,700	96	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Autauga	11,400	11,200	98
	Barbour	8,600	8,400	98
	Calhoun	42,500	42,100	99
	Jefferson	254,600	252,800	99
	Walker	25,300	25,100	99
	<b>ARKANSAS</b>			
	Mississippi	20,000	19,600	98
	Monroe	4,900	4,700	96
	<b>ARIZONA</b>			
	Mohave	26,100	24,800	95
	Pima	225,400	220,900	98
	<b>CALIFORNIA</b>			
	Kern East	23,500	22,600	96
	Modoc	3,600	3,300	93
	<b>COLORADO</b>			
	Arapahoe	131,400	129,900	99
	Larimer	63,100	61,700	98
	Moffat	5,600	5,200	94
	Routt	6,000	5,600	93
	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Litchfield	59,200	58,100	98
	Middlesex	49,600	48,700	98
	New London	85,300	83,400	98
	Windham	34,200	33,500	98
	<b>DELAWARE</b>			
	New Castle	144,700	144,000	100
	<b>FLORIDA</b>			
	Broward	480,800	477,600	99
	Dade	659,800	653,500	99
	Hernando	22,200	21,800	98
Lee	99,300	98,000	99	
Manatee	69,600	68,900	99	
Martin	31,700	31,300	99	
Okaloosa	41,600	41,200	99	

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>FLORIDA—(Continued)</b>			
	Palm Beach	277,000	273,300	99
	St Lucie	39,300	38,700	98
	Volusia	120,500	119,200	99
	<b>GEORGIA</b>			
	De Kalb	186,700	185,800	100
	Haralson	6,800	6,700	99
	Jeff Davis	4,300	4,200	98
	Newton	12,200	12,000	98
	Quitman	800	800	100
	<b>IOWA</b>			
	Black Hawk	50,300	49,900	99
	Clay	7,900	7,800	99
	Des Moines	17,900	17,700	99
	Dickinson	6,600	6,500	98
	Dubuque	31,500	31,000	98
	O Brien	6,300	6,200	98
	Wapello	15,600	15,400	99
Woodbury	37,400	37,100	99	
<b>ILLINOIS</b>				
Crawford	8,200	8,000	98	
Lake	151,400	150,200	99	
Lawrence	6,800	6,600	97	
Mchenry	54,700	54,300	99	
<b>INDIANA</b>				
Daviess	10,300	10,000	97	
Dearborn	12,300	12,100	98	
Knox	16,100	15,800	98	
La Porte	38,500	38,000	99	
<b>KANSAS</b>				
Hamilton	1,000	1,000	100	
<b>KENTUCKY</b>				
Johnson	8,900	8,800	99	
Letcher	11,100	10,800	97	
Perry	11,600	11,300	97	
Simpson	5,500	5,400	98	
Union	5,800	5,700	98	
Warren	27,300	27,000	99	
<b>LOUISIANA</b>				
Morehouse	12,200	12,000	98	
St Charles	13,100	13,000	99	
Tensas	2,900	2,800	97	
Terrebonne	33,200	32,700	99	
Vernon	17,200	16,700	97	
<b>MASSACHUSETTS</b>				
Berkshire	53,700	52,700	98	
Bristol	174,600	172,500	99	
Hampden	161,800	159,200	98	
Hampshire	47,500	46,400	98	
Middlesex	489,500	483,600	99	
Worcester	235,300	231,900	99	
<b>MAINE</b>				
Aroostook	30,100	29,300	97	
<b>MICHIGAN</b>				
Macomb	245,200	243,800	99	
Ottawa	55,300	54,500	99	
<b>MINNESOTA</b>				
Nobles	8,000	7,900	99	
Rock	3,900	3,900	100	
<b>MISSOURI</b>				
Perry	6,100	6,000	98	
<b>MISSISSIPPI</b>				
Coahoma	11,600	11,300	97	
De Soto	18,900	18,500	98	
<b>NORTH CAROLINA</b>				
Beaufort	15,200	15,000	99	
Cabarrus	32,700	32,400	99	
Durham	59,900	59,100	99	
Edgecombe	19,300	19,000	98	

(Continued on next page)



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NORTH CAROLINA—(Continued)</b>			
	New Hanover	41,100	40,600	99
	Rowan	38,200	37,800	99
	Stanly	18,500	18,300	99
	<b>NORTH DAKOTA</b>			
	Divide	1,300	1,300	100
	Mountrail	2,800	2,800	100
	<b>NEBRASKA</b>			
	Boone	2,700	2,700	100
	Dodge	14,000	13,900	99
	Douglas	152,000	150,600	99
	Hamilton	3,600	3,600	100
	Madison	12,300	12,100	98
	<b>NEW JERSEY</b>			
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
	Salem	23,400	23,000	98
	<b>NEW MEXICO</b>			
	Dona Ana	34,900	33,700	97
	Grant	9,500	9,000	95
	Lincoln	4,900	4,700	96
	<b>NEVADA</b>			
	Humboldt	4,200	4,000	96
	<b>NEW YORK</b>			
	Albany	110,700	108,800	98
	Allegany	17,600	17,100	97
	Cattaraugus	30,600	30,000	98
	Cayuga	28,000	27,400	98
	Chautauqua	54,300	53,300	98
	Chenango	17,800	17,400	98
	Columbia	22,900	22,400	98
	Erie	364,900	360,500	99
	Genesee	20,700	20,400	99
	Greene	16,500	16,200	98
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Livingston	19,200	18,900	98
	Monroe	262,800	259,100	99
	Niagara	82,200	81,200	99
	Onondaga	171,000	168,700	99
	Ontario	32,200	31,700	98
	Oswego	39,600	39,000	98
	Rensselaer	54,400	53,400	98
	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
	Schoharie	10,500	10,200	97
	Schuyler	6,300	6,100	97
	Seneca	11,700	11,600	99
	Tioga	17,800	17,500	98
	Washington	18,600	18,300	98
	Wayne	30,500	30,000	98
	Wyoming	13,700	13,500	99
	Yates	8,400	8,200	98
	<b>OHIO</b>			
	Ashland	16,500	16,300	99
	Carroll	9,000	8,900	99
	Cuyahoga	558,600	552,000	99
	Fairfield	34,500	34,100	99
	Hamilton	326,200	321,300	98
	Lake	76,200	75,700	99
	Lorain	95,800	94,800	99
	Madison	11,500	11,300	98
	Mahoning	103,800	102,700	99
	Pickaway	14,700	14,500	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99
	<b>OKLAHOMA</b>			
	Grady	15,800	15,600	99
	<b>OREGON</b>			
	Columbia	13,900	13,400	96
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Bucks	168,700	167,100	99

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA—(Continued)</b>			
	Butler	53,400	52,700	99
	Cambria	65,000	64,100	99
	Chester	113,700	112,000	99
	Cumberland	67,600	66,400	98
	Dauphin	92,100	90,300	98
	Delaware	193,500	191,900	99
	Elk	13,400	13,100	98
	Erie	101,400	100,000	99
	Fayette	58,400	57,000	98
	Greene	14,900	14,500	97
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Juniata	7,000	6,700	96
	Lebanon	39,600	38,700	98
	Mercer	46,300	45,500	98
	Montgomery	234,100	231,500	99
	Montour	5,800	5,600	97
	Pike	8,000	7,700	96
	Potter	6,300	6,100	97
	Snyder	11,600	11,100	96
	Susquehanna	13,600	13,300	98
	Tioga	14,100	13,600	96
Warren	17,200	16,600	97	
Washington	79,400	78,200	98	
Westmoreland	144,900	143,100	99	
Wyoming	9,700	9,500	98	
	<b>RHODE ISLAND</b>			
	Bristol	16,200	16,100	99
	<b>SOUTH CAROLINA</b>			
	Florence	38,900	38,300	99
	<b>SOUTH DAKOTA</b>			
	Clay	4,600	4,500	98
	Union	4,300	4,300	100
	<b>TENNESSEE</b>			
	Blount	30,500	30,200	99
	Macon	6,300	6,200	98
	Montgomery	30,400	30,200	99
	Shelby	284,800	282,600	99
	<b>TEXAS</b>			
	Aransas	6,100	6,000	98
	Bexar	350,300	346,000	99
	Gillespie	5,700	5,500	96
	Hockley	8,300	8,200	99
	Lubbock	79,800	79,100	99
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Terry	5,200	5,100	98
	Upton	1,600	1,600	100
	Wheeler	3,100	3,000	97
	<b>VIRGINIA</b>			
	Chesterfield	54,100	53,800	99
	Giles	6,300	6,200	98
	Prince George	15,600	15,500	99
	Scott	8,800	8,600	98
	Norfolk City	163,200	161,700	99
	Va Beach City	100,300	99,600	99
	<b>WISCONSIN</b>			
	Dodge	26,100	25,600	98
	Fond Du Lac	31,400	30,900	98
	Manitowoc	29,800	29,500	99
	Ozaukee	23,900	23,600	99
	Portage	20,000	19,700	98
	Sheboygan	36,800	36,400	99
	Waupaca	16,000	15,800	99
	<b>WEST VIRGINIA</b>			
	Hancock	14,800	14,800	100

# New York—New York

## WPIX

Ch. 11

**Network Service:** None, independent.

**Licensee:** WPIX Inc., 11 WPIX Plaza, New York, NY 10017.

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

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

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

**Transmitter:** World Trade Center.

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

**News Services:** AP, UPI, UPITN, Visnews, INDX, INN, Group W Newsfeed, AccuWeather.

**Satellite Earth Stations:** Common Carrier; transmit/receive; in operation.

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

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

**Began Operation:** June 15, 1948.

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

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

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

### Personnel:

LEAVITT J. POPE, president & chief executive officer.  
GERARD MULDERRIG, senior vice president, sales.  
DAVID H. POLINGER, senior vice president & asst. to president.  
PATRICK AUSTIN, senior vice president & treasurer.  
JOHN CORPORON, senior vice president, news & pres., INN.  
OTIS FREEMAN, senior vice president, engineering.  
ROBERT MURCH, vice president & chief engineer.  
DON CARNEY, vice president, sports & special events.  
JULIE ALEX, vice president, programming.  
JANE PERLMAN, vice president, research.  
KATHLEEN SHEPHERD, v.p., community affairs & production.  
PAUL BISSONETTE, vice president, creative services.  
JOHN MCGOWAN, vice president, program sales.  
GERARD PUCCIO, vice president & sales manager.  
LAWRENCE LINEHAN, vice president & sales manager.  
MARTIN APPEL, vice president, public relations.  
LIZ GOLDBERG, EDP/operations manager.  
ROSE DURKIN, controller.

**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>			
	Fairfield	292,100	288,500	99
	<b>NEW JERSEY</b>			
	Bergen	304,500	302,300	99
	Essex	295,100	290,700	99
	Hudson	206,000	203,200	99
	Middlesex	205,100	203,300	99
	Monmouth	181,000	179,000	99
	Morris	138,500	137,400	99
	Ocean	149,200	147,700	99
	Passaic	154,200	152,300	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	Union	178,600	177,000	99
	Warren	31,200	30,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
	Chemung	35,100	34,300	98
	Dutchess	86,500	84,700	98
	Franklin	15,700	15,300	97
	Kings	806,600	791,600	98
	Nassau	431,900	429,400	99
	New York	723,800	685,800	95
	Orange	90,400	88,700	98
	Putnam	27,600	27,200	99
	Queens	729,300	721,300	99
	Richmond	124,600	123,400	99
	Rockland	84,100	82,800	99
Suffolk	414,400	410,200	99	
Westchester	315,300	311,400	99	
	<b>PENNSYLVANIA</b>			
	Cameron	2,600	2,600	100
Between 25-49%	<b>CONNECTICUT</b>			
	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
	<b>MASSACHUSETTS</b>			
	Berkshire	53,700	52,700	98
	Hampshire	47,500	46,400	98
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Cape May	36,300	35,600	98
	Hunterdon	31,100	30,600	98
	Mercer	108,300	106,600	98
	<b>NEW YORK</b>			
	Albany	110,700	108,800	98
	Broome	78,800	77,600	98
	Cattaraugus	30,600	30,000	98

(Continued on page 670)

<b>Station Totals</b>	<b>13,101,400</b>	<b>12,883,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>5,822,100</b>	
<b>Average Daily Circulation (1984)</b>		<b>2,458,300</b>	

# New York—New York- Newark, New Jersey

## WNJU-TV

Ch. 47

(Channel assigned to Linden, NJ)

**Network Service:** None, independent.

**Licensee:** WNJU-TV Broadcasting Corp., 1020 Broad St., Newark, NJ 07102.

**Studio:** Symphony Hall, 1020 Broad St., Newark, NJ 07102.

**Telephone:** 201-643-9100.

**Sales Office:** 425 Park Ave., New York, NY 10022.

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

**Technical Facilities:** Channel No. 47 (668-674 MHz). Authorized power: 4570-kw max. & 810-kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna: 1508-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

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

**Transmitter:** World Trade Center.

**News Services:** AP, UPI, EFE, UPITN.

**Satellite Earth Station:** Transmit/receive; Microwave Associates.

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

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

**Represented (sales):** NetSpan.

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

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

### Personnel:

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

**Highest 30 Sec. Rate** (July 1, 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	%
Between 5-24%	<b>NEW JERSEY</b>			
	Hudson	206,000	203,200	99
	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
	Kings	806,600	791,600	98
	New York	723,800	685,800	95
	Westchester	315,300	311,400	99
<b>Station Totals</b>		<b>2,455,000</b>	<b>2,388,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>346,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>167,400</b>	

# New York—New York- Newark, New Jersey

**WWHT**

**Ch. 68**

**Network Service:** None, independent.

**Licensee:** Wometco WWHT Inc., 390 W. Market St., Newark, NJ 07107.

**Studio:** 390 W. Market St., Newark, NJ 07107.

**Telephones:** 201-643-6800; 212-582-6800.

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

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

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

**Transmitter:** 416 Eagle Rock Ave., West Orange, NJ.

**News Service:** AP.

**Satellite Earth Station:** Andrew, 4.5-meter; Drake receivers.

**Ownership:** WBC Broadcasting Inc., over 99%. For other WBC interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 29, 1974; left air Dec. 27 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (*Television Digest*, Vol. 17:11); other hours, conventional commercial television. Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16).

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

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

**Personnel:**

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

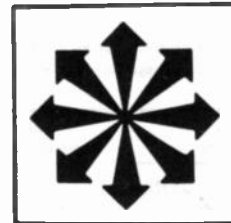
**Highest 30 Sec. Rate** (July 10, 1984): \$400.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 5-24%	Richmond	124,600	123,400	99
<b>Station Totals</b>		<b>124,600</b>	<b>123,400</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>101,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,900</b>	



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**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# New York—New York— Paterson, New Jersey

## WXTV

Ch. 41

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., 460 W. 42nd St., New York, NY 10036.

**Telephone:** 212-502-1300.

**Studio:** 24 Meadowlands Pkwy., Secaucus, NJ 07094.

**Telephone:** 201-348-4141.

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

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

**Transmitter:** World Trade Center, New York.

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

**News Service:** UPI.

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

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

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

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

**Personnel:**

- IVAN EGAS, vice president & general manager.
- KARMEN RECCIO, station manager.
- GEORGE KRAUS, chief engineer.
- WAYNE CASA, general sales manager.

**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	%
Between 5-24%	<b>NEW JERSEY</b>			
	Hudson	206,000	203,200	99
	<b>NEW YORK</b>			
	Bronx	403,300	396,700	98
	New York	723,800	685,800	95
<b>Station Totals</b>		<b>1,333,100</b>	<b>1,285,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>203,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>106,200</b>	



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**WPTZ**

**Ch. 5**

**Network Service:** NBC.

**Licensee:** Rollins Telecasting Inc., Box 647, Atlanta, GA 30301.

**Studio:** Old Moffitt Rd., Plattsburgh, NY 12901.

**Telephones:** 518-561-5555; 802-862-8817.

**Technical Facilities:** Channel No. 5 (76-82 MHz) Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

**Transmitter:** Terry Mountain.

**News Service:** AP.

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

**Ownership:** Rollins Communications Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board; R. Randall Rollins, pres. Rollins also owns WEAR-TV, Pensacola, FL-Mobile, AL; WCHS-TV-AM & WBES(FM), Charleston, WV; WAMS, Wilmington, DE; WRAP, Norfolk, VA; WBEE, Harvey, IL; KDAY, Santa Monica, CA; Rollins Outdoor Advertising.

**Began Operation:** Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13)

**Represented (sales):** Blair Television (U.S.); Radio-Television Representatives Ltd. (Canada).

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

**Personnel:**

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

**Highest 30 Sec. Rate:** \$750.

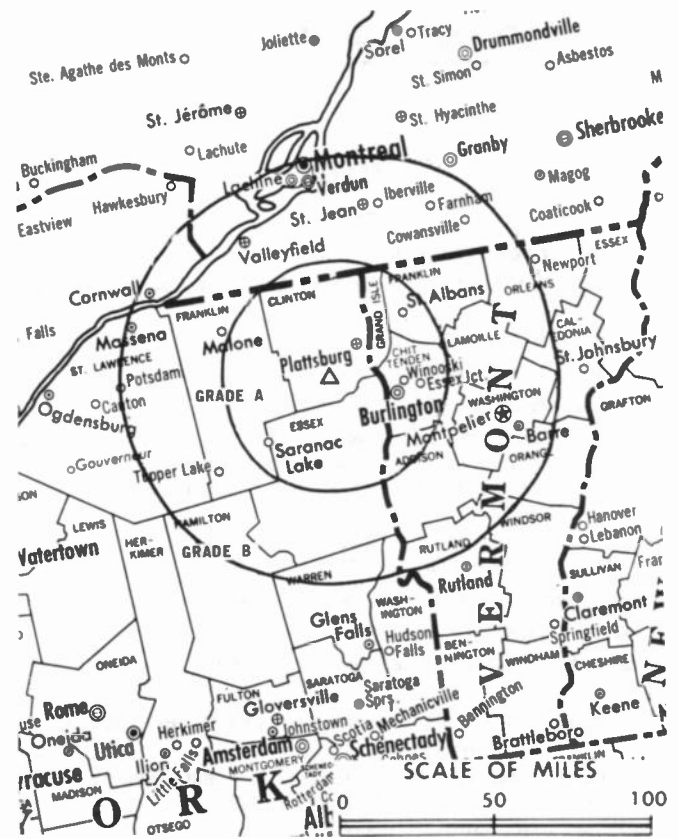
**NETWORK BASE HOURLY RATE:** \$700.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,444,000

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>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
	Chittenden	41,600	40,900	98
	Franklin	12,200	12,100	99



WPTZ BMPCT-2080 Granted 8/26/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grand Isle	1,900	1,900	100
	Lamoille	6,500	6,400	98
	Orleans	8,600	8,500	99
	Rutland	21,900	21,300	97
	Washington	19,700	19,300	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	St Lawrence	37,100	36,400	98
<b>Between 5-24%</b>	<b>VERMONT</b>			
	Orange	8,600	8,400	98
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>			
	Coos	13,500	13,300	99
	Grafton	25,200	24,400	97
	<b>NEW YORK</b>			
Hamilton	1,900	1,800	95	
Warren	20,400	19,900	98	
Washington	18,600	18,300	98	
<b>VERMONT</b>	Caledonia	9,800	9,600	98
	Essex	2,300	2,300	100
	Windsor	20,500	19,900	97
<b>Station Totals</b>		<b>336,600</b>	<b>329,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>172,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>109,900</b>	

# New York—Poughkeepsie

**WTBY**

**Ch. 54**

**Network Service:** None, independent.

**Grantee:** Trinity Bcstg. of New York Inc., Box 534, Fishkill, NY 12524.

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

**Telephone:** 914-896-4610.

**Mailing Address:** Box 534, Fishkill, NY 12524.

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

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

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

**News Service:** AP.

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

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

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

**Represented (legal):** May, Dunne & Gay.

**Personnel:**

CAMPBELL K. THOMPSON, vice president & station manager.  
GRACE CEPHAS, director, community affairs.  
DALE OSBORNE, chief engineer.

**Arbitron Data:** Not available.



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

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# New York—Rochester

## WHEC-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Viacom Bcstg. Inc., 1211 Ave. of the Americas, New York, NY 10036.

**Studio:** 191 East Ave., Rochester, NY 14604.

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

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

**Transmitter:** Pinnacle Hill.

**News Services:** AP, CBS.

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

**Ownership:** Viacom Bcstg. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (*Television Digest*, Vol. 17:5, 7, 32). Sale to BENI by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Sale to present owner approved Oct. 18, 1983.

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

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

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

**Personnel:**

ARNOLD KLINSKY, vice president & general manager.  
ALAN CARTWRIGHT, director of sales.  
DAVID KENNEDY, director of marketing.  
HOWARD HUFF, technical administrator.  
JOSEPH LaFORNARA, business manager.

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

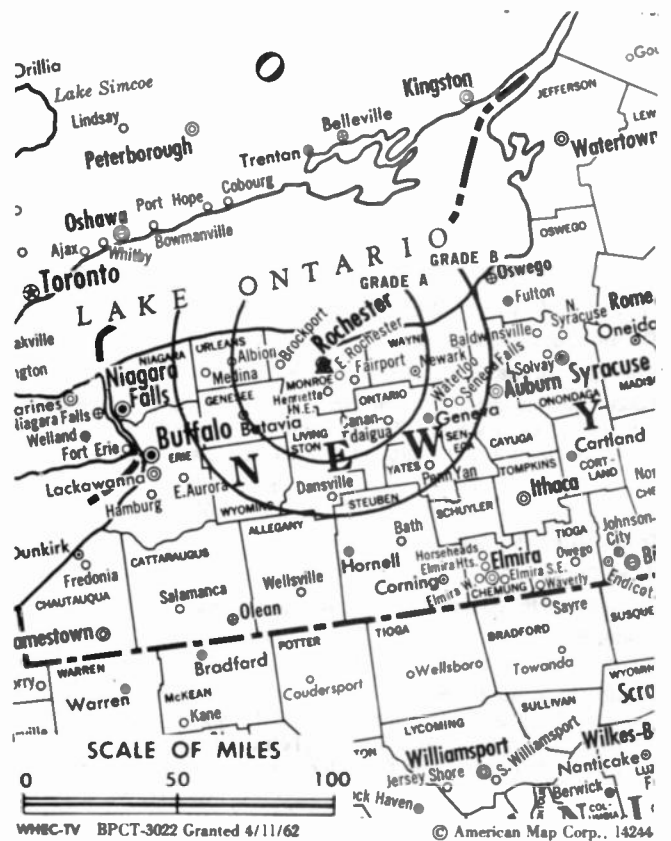
**NETWORK BASE HOURLY RATE:** \$1049.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 596,000

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>NEW YORK</b>			
	Genesee	20,700	20,400	99
	Livingston	19,200	18,900	98
	Monroe	262,800	259,100	99
	Ontario	32,200	31,700	98
	Orleans	13,600	13,300	98
	Seneca	11,700	11,600	99
<b>Between 25-49%</b>	Wayne	30,500	30,000	98
	Wyoming	13,700	13,500	99
	<b>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Schuyler	6,300	6,100	97
Steuben	36,500	35,600	98	
Yates	8,400	8,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Cayuga	28,000	27,400	98
	Tompkins	31,800	30,300	95
<b>Station Totals</b>		<b>533,000</b>	<b>523,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>368,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>217,800</b>	

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# New York—Rochester

**WOKR**

**Ch. 13**

**Network Service:** ABC.

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

**Studio:** 4225 W. Henrietta Rd., Rochester, NY.

**Telephone:** 716-334-8700.

**Mailing Address:** Box L, Rochester, NY 14623.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 03"

**Transmitter:** Pinnacle Hill, Brighton.

**News Service:** AP.

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

**Ownership:** Gillett Group Inc., 100%. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 15 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (**Television Digest**, Vol. 7:32). Flower City began operation after March 1, 1970. Sale to Post Corp. approved by FCC Aug. 15, 1977 (Vol. 17:16). Sale to present owner approved June 19, 1984.

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

**Represented (legal):** Ward & Mendelsohn, P.C.

**Personnel:**

- THOMAS L. GAGNON, general manager.
- KENT BECKWITH, general sales manager.
- DONALD J. LOY, program director.
- LEO WESLEY, controller.
- CLYDE PARKER, engineering manager.
- JONATHAN MURRAY, station manager.
- GERRY WALKER, director, public affairs.
- GIL BUETTNER, news director.
- CRAIG D. HESLOR, production manager.
- MARIANNE FOSCO, traffic manager.

**Highest 30 Sec. Rate:** \$1100.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Genesee	20,700	20,400	99
	Livingston	19,200	18,900	98
	Monroe	262,800	259,100	99
	Ontario	32,200	31,700	98
	Wayne	30,500	30,000	98
	Wyoming	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Orleans	13,600	13,300	98
	Seneca	11,700	11,600	99
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Cayuga	28,000	27,400	98
	Oswego	39,600	39,000	98
	Schuyler	6,300	6,100	97
	Steuben	36,500	35,600	98
	Tompkins	31,800	30,300	95
Yates	8,400	8,200	98	
<b>Station Totals</b>		<b>572,600</b>	<b>562,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>364,100</b>
<b>Average Daily Circulation (1984)</b>				<b>232,000</b>

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# New York—Rochester

## WROC-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** WROC Inc.

**Studio:** 201 Humboldt St., Rochester, NY 14610.

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

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

**Transmitter:** Pinnacle Hill, Brighton.

**News Service:** AP.

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

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

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

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

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

**Personnel:**

- FRANK DIPROSA, vice president & general manager.
- CRAIG MILLAR, general sales manager.
- DAVID NOLAN, news director.
- TERRY FAUTH, program manager.
- CAROL HOFFMAN, national sales manager.
- JOHN COON, chief engineer.

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

**NETWORK BASE HOURLY RATE:** \$1400.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 699,000

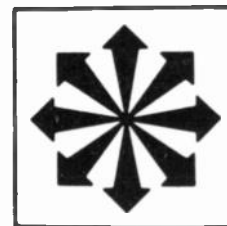
Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Genesee	20,700	20,400	99
	Livingston	19,200	18,900	98
	Monroe	262,800	259,100	99
	Ontario	32,200	31,700	98
	Orleans	13,600	13,300	98
	Wayne	30,500	30,000	98
	Wyoming	13,700	13,500	99
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Schuyler	6,300	6,100	97
	Seneca	11,700	11,600	99
	Yates	8,400	8,200	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Cayuga	28,000	27,400	98
	Steuben	36,500	35,600	98
	Tompkins	31,800	30,300	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Cameron	2,600	2,600	100
	Mc Kean	18,400	17,900	97
<b>Station Totals</b>		<b>554,000</b>	<b>543,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>363,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>202,000</b>	

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# New York—Rochester

**WUHF**

**Ch. 31**

**Network Service:** None, independent.

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

**Studio:** 360 East Ave., Rochester, NY 14604.

**Telephone:** 716-232-3700.

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

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

**Transmitter:** Pinnacle Hill, Rochester.

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

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

**Began Operation:** Jan. 27, 1980.

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

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

**Represented (engineering):** Ralph Evans Associates.

**Personnel:**

CARL E. HIRSCH, president.  
JERRY CARR, vice president & general manager.  
RICK RAMBALDO, station manager.

**Rates:** Not available.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Livingston	19,200	18,900	98
	Monroe	262,800	259,100	99
	Ontario	32,200	31,700	98
	Wayne	30,500	30,000	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Genesee	20,700	20,400	99
	Orleans	13,600	13,300	98
	Wyoming	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Cayuga	28,000	27,400	98
	Seneca	11,700	11,600	99
<b>Station Totals</b>		<b>432,400</b>	<b>425,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>243,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>114,300</b>	

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# New York—Smithtown

## WSNL-TV

Ch. 67

(Satellite of WWHT, New York-Newark)

**Network Service:** None, independent.

**Licensee:** Wometco WWHT Inc., 390 W. Market St., Newark, NJ 07107.

**Studio:** 3200 Expressway Dr. S., Central Islip, Long Island, NY 11722.

**Telephones:** 516-582-6700; 718-895-6700.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. & 2612-kw horizontal visual, 261.2-kw max. aural. Antenna: 714-ft. above av. terrain, 675-ft. above ground, 815-ft. above sea level.

Latitude	40°	53'	23"
Longitude	72°	57'	10"

**Transmitter:** 666 Middle Country Rd., Middle Island, NY 11953.

**News Service:** AP.

**Ownership:** WBC Broadcasting Corp., over 99%. For other WBC interests, see Group Ownership of TV Stations. Wometco WWHT Inc. is also the licensee of WWHT(TV), Newark, NJ.

**Began Operation:** Nov. 18, 1973. Left air June 20, 1975. Resumed operation Dec. 15, 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco Enterprises Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg. approved April 16, 1984.

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

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

**Personnel:**

HERBERT LEFKOWITZ, vice president & general manager.  
JOSEPH GIARDINA, vice president, engineering.  
JOHN NEUHAUS, chief engineer.

**Highest 30 Sec. Rate** (July 10, 1984): \$400.

**Arbitron Data:** Not available.



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# New York—Syracuse

**WIXT**

**Ch. 9**

**Network Service:** ABC.

**Licensee:** WIXT-TV Inc., Box 9, Syracuse, NY 13214.

**Studio:** Box 9, Shoppingtown, Syracuse, NY 13214.

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

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"  
Longitude 76° 01' 28"

**Transmitter:** Atop Mt. Sevier, Pompey, Onondaga County.

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

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

**Ownership:** Ackerley Communications Inc. Barry A. Ackerley, pres., 98.2%; Lewis B. Blakeny Jr., secy.-treas.; First Chicago Investment Corp., 1.8%. Ackerley also owns KKTV, Colorado Springs, CO & KGET(TV), Bakersfield, CA.

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

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

**Represented (legal):** Rubin, Winston & Diercks.

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

**Personnel:**

STEPHEN KRONQUEST, general manager.  
DAVID KRAUSE, national sales manager.  
CHARLES F. MULVEY, chief engineer.  
BERNARD J. AIELLO, operations manager.  
ANDY BRIGHAM, news director.

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

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

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 70,000

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>NEW YORK</b>			
	Cayuga	28,000	27,400	98
	Chenango	17,800	17,400	98
	Cortland	17,100	16,800	98
	Madison	21,700	21,300	98
	Onondaga	171,000	168,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oswego	39,600	39,000	98
	Seneca	11,700	11,600	99
	Tompkins	31,800	30,300	95
	Yates	8,400	8,200	98

<b>NEW YORK</b>				
<b>Between 25-49%</b>	Delaware	16,800	16,200	96
	Franklin	15,700	15,300	97
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Oneida East	58,100	57,200	98
	Ontario	32,200	31,700	98
	Otsego	21,200	20,600	97
	St Lawrence	37,100	36,400	98
	Schuyler	6,300	6,100	97
	Wayne	30,500	30,000	98

<b>NEW YORK</b>				
<b>Between 5-24%</b>	Broome	78,800	77,600	98
	Chemung	35,100	34,300	98
	Hamilton	1,900	1,800	95
	Herkimer	24,000	23,600	98
	Steuben	36,500	35,600	98
	Tioga	17,800	17,500	98

<b>Station Totals</b>	<b>830,200</b>	<b>814,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>429,000</b>	
<b>Average Daily Circulation (1984)</b>		<b>238,800</b>	

# New York—Syracuse

## WSTM-TV

Ch. 3

(Also operates satellite WETM-TV, Elmira, NY)

Network Service: NBC.

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

Studio: 1030 James St., Syracuse, NY 13203.

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

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

News Services: AP, UPI.

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

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

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): by Lohnes & Culver.

### Personnel:

JOHN J. McCRORY, president.  
DON EDWARDS, vice president & general manager.  
NORM CISSNA, general sales manager.  
DON EDWARDS, program director.  
MARNIE BLOUNT-GOWAN, promotion director.  
STEVE HAMMEL, news director.  
ROBERT J. PARKHURST, chief engineer.

Rates: Not available.

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	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Cayuga	28,000	27,400	98
	Chenango	17,800	17,400	98
	Cortland	17,100	16,800	98
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Madison	21,700	21,300	98
	Oneida West	30,900	30,400	98
	Onondaga	171,000	168,700	99
	Oswego	39,600	39,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Schuyler	6,300	6,100	97
	Seneca	11,700	11,600	99
	Tompkins	31,800	30,300	95
	Yates	8,400	8,200	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Hamilton	1,900	1,800	95
	Oneida East	58,100	57,200	98
	Ontario	32,200	31,700	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Broome	78,800	77,600	98
	Chemung	35,100	34,300	98
	Delaware	16,800	16,200	96
	Herkimer	24,000	23,600	98
	Monroe	262,800	259,100	99
	Otsego	21,200	20,600	97
St Lawrence	37,100	36,400	98	
Steuben	36,500	35,600	98	
Tioga	17,800	17,500	98	
<b>Station Totals</b>		<b>1,077,300</b>	<b>1,058,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>465,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>282,500</b>	

# New York—Syracuse

**WTVH**

**Ch. 5**

**Network Service:** CBS.

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

**Studio:** 980 James St., Syracuse, NY 13203.

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

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

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

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

**News Services:** AP, UPI.

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

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

**Began Operation:** Dec. 1, 1948.

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

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

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

**Personnel:**

- JOHN H. DeROCHE, vice president & general manager.
- MICHAEL COLLINS, general sales manager.
- CANDY CAMPBELL, national sales manager.
- CATHY CREANY, program director.
- DALE BOOTH, operations director.
- JIM HOLLAND, news director.
- EDWARD D. LEWIS, director of engineering.
- DAVE OETJEN, promotion director.
- ROBERT DIETZ, business manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$1650.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
<b>50% &amp; Over</b>	Cayuga	28,000	27,400	98
	Cortland	17,100	16,800	98
	Herkimer	24,000	23,600	98
	Madison	21,700	21,300	98
	Oneida East	58,100	57,200	98
	Oneida West	30,900	30,400	98
	Onondaga	171,000	168,700	99
	Oswego	39,600	39,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Schuyler	6,300	6,100	97
	Seneca	11,700	11,600	99
	Tompkins	31,800	30,300	95
	Yates	8,400	8,200	98
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Chemung	35,100	34,300	98
	Chenango	17,800	17,400	98
	Hamilton	1,900	1,800	95
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Ontario	32,200	31,700	98
	Wayne	30,500	30,000	98
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Broome	78,800	77,600	98
	Delaware	16,800	16,200	96
	Otsego	21,200	20,600	97
	Steuben	36,500	35,600	98
	Tioga	17,800	17,500	98
<b>Station Totals</b>		<b>777,400</b>	<b>762,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>465,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>273,700</b>	

# New York—Utica

**WKTV**

Ch. 2

**Network Service:** NBC.

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

**Studio:** Smith Hill Rd.

**Mailing Address:** Box 2, Utica, NY 13503.

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

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

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

**Transmitter:** Near Middleville, NY.

**News Service:** AP.

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

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

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

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

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

**Personnel:**

PAUL F. HARRON, president.

SHELDON STORRIER, vice president & general manager.

DANIEL GERMAN, program & operations manager.

**Highest 30 Sec. Rate** (May 1, 1984): \$450.

**NETWORK BASE HOURLY RATE:** \$912.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Herkimer	24,000	23,600	98
	Oneida East	58,100	57,200	98
	Oneida West	30,900	30,400	98
	Otsego	21,200	20,600	97
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Lewis	8,600	8,400	98
	Schoharie	10,500	10,200	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chenango	17,800	17,400	98
	Delaware	16,800	16,200	96
	Fulton	21,000	20,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Greene	16,500	16,200	98
	Hamilton	1,900	1,800	95
	Madison	21,700	21,300	98
	Montgomery	19,900	19,500	98
	Oswego	39,600	39,000	98
<b>Station Totals</b>		<b>308,500</b>	<b>302,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>143,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>87,100</b>	

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151



# New York—Utica-Rome

**WUTR**

Ch. 20

**Network Service:** ABC.

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

**Studio:** Smith Hill, Deerfield.

**Telephone:** 315-797-5220.

**Mailing Address:** Box 20, Utica, NY 13503.

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

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

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

**News Service:** AP.

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

**Began Operation:** Feb. 28, 1970.

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

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

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

**Personnel:**

C. ROBERT THOMPSON, vice president & general manager.  
PAMELA SYPER, program director.  
KATHY CONTINO TURNER, news director.  
ROBERT HAJEC, chief engineer.

**Highest 30 Sec. Rate (May 1984):** \$350.

**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	%
50% & Over	<b>NEW YORK</b>			
	Herkimer	24,000	23,600	98
	Oneida East	58,100	57,200	98
Between 25-49%	<b>NEW YORK</b>			
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	Oneida West	30,900	30,400	98
	Otsego	21,200	20,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
Between 5-24%	Chenango	17,800	17,400	98
	Madison	21,700	21,300	98
	Montgomery	19,900	19,500	98
	St Lawrence	37,100	36,400	98
<b>Station Totals</b>		<b>270,900</b>	<b>265,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>114,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,200</b>	

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# New York—Carthage-Watertown

## WWNY-TV

Ch. 7

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

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

**Studio:** 120 Arcade St., Watertown, NY 13601.

**Telephone:** 315-788-3800, Watertown.

**TRX No.:** 510-257-4650, Watertown.

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

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

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

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

**News Service:** UPI.

**Ownership:** Howard J. Brown, pres.; Eugene W. Schulte, v.p.-secy.; United Communications Corp., 100%. UCC ownership: Howard J. Brown, pres., 68.6%; Eugene W. Schulte, v.p.-secy.-treas., 6.9%; Roger O. Brown, 7.3%; Elizabeth K. Brown, 2.8%; 13 others. UCC owns 93% & Schulte owns 5% of Mankato Bcstg. Corp., licensee of KEYC-TV, Mankato, MN.

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

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

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

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

**Personnel:**

DAVID J. ALTERI, general manager.  
THOMAS BRUCE, director of promotion.  
DAVID CUMMINGS, director of operations.  
KEVIN MASTELLON, news director.  
JAMES BERNIER, director of engineering.  
PETER FAZIO, sales manager.

**Highest 30 Sec. Rate** (July 3, 1984): \$550.

**NETWORK BASE HOURLY RATE:** \$675.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 261,000



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>NEW YORK</b>			
	Jefferson	31,600	31,100	98
	Lewis	8,600	8,400	98
	St Lawrence	37,100	36,400	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Hamilton	1,900	1,800	95
	Oswego	39,600	39,000	98
<b>Station Totals</b>		<b>118,800</b>	<b>116,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>84,400</b>
<b>Average Daily Circulation (1984)</b>				<b>59,300</b>

**WNEW-TV, New York**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Centre	38,600	37,500	97
	Clinton	14,100	13,800	98
	Lehigh	106,900	105,300	99
	Lycoming	43,700	42,300	97
	Mc Kean	18,400	17,900	97
	Mifflin	17,400	16,800	97
	Monroe	28,600	28,100	98
	Schuykill	61,300	60,000	98
	Warren	17,200	16,600	97
	Wayne	13,600	13,100	96
	<b>Between 5-24%</b>	<b>CONNECTICUT</b>		
Hartford		299,600	294,600	98
<b>NEW JERSEY</b>				
Cape May		36,300	35,600	98
Cumberland		46,000	45,400	99
<b>NEW YORK</b>				
Allegany		17,600	17,100	97
Broome		78,800	77,600	98
Cattaraugus		30,600	30,000	98
Chenango		17,800	17,400	98
Delaware		16,800	16,200	96
Jefferson		31,600	31,100	98
Oneida West		30,900	30,400	98
Oswego	39,600	39,000	98	
Saratoga	57,200	56,400	99	
Schuyler	6,300	6,100	97	
Washington	18,600	18,300	98	
Yates	8,400	8,200	98	
<b>PENNSYLVANIA</b>				
Bucks	168,700	167,100	99	
Clearfield	30,500	29,900	98	
Columbia	22,700	22,200	98	
Lackawanna	83,400	82,300	99	
Luzerne	128,400	126,500	99	
Northumberland	38,700	37,600	97	

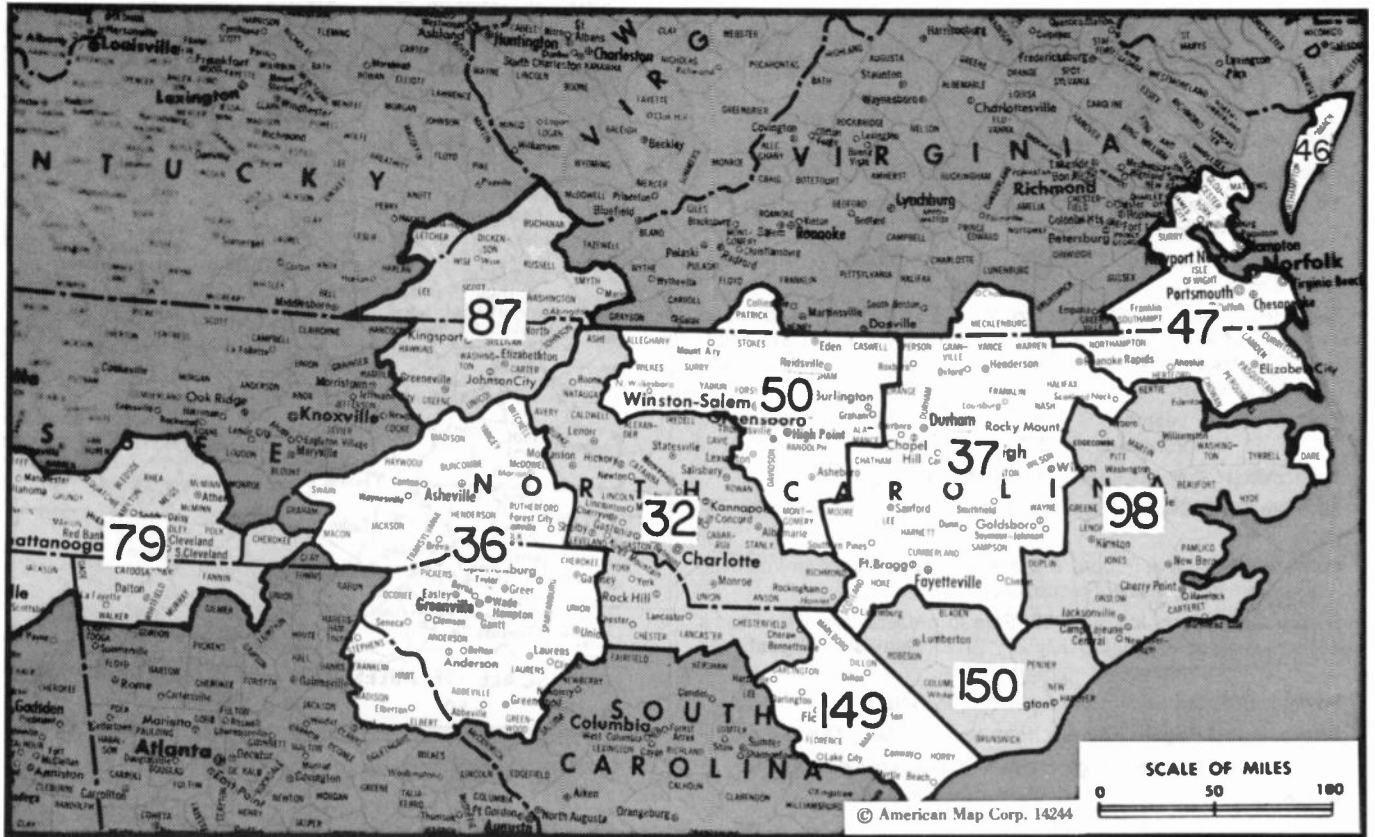
**WPIX, New York**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK--(Continued)</b>			
	Cayuga	28,000	27,400	98
	Chautauqua	54,300	53,300	98
	Clinton	26,700	26,300	98
	Cortland	17,100	16,800	98
	Delaware	16,800	16,200	96
	Fulton	21,000	20,600	98
	Herkimer	24,000	23,600	98
	Jefferson	31,600	31,100	98
	Madison	21,700	21,300	98
	Montgomery	19,900	19,500	98
	Oneida East	58,100	57,200	98
	Oneida West	30,900	30,400	98
	Onondaga	171,000	168,700	99
	Ontario	32,200	31,700	98
	Rensselaer	54,400	53,400	98
	St Lawrence	37,100	36,400	98
	Saratoga	57,200	56,400	99
	Schenectady	56,600	55,800	99
	Steuben	36,500	35,600	98
	Sullivan	25,300	24,500	97
	Tioga	17,800	17,500	98
	Tompkins	31,800	30,300	95
	Ulster	59,800	58,100	97
	Warren	20,400	19,900	98
	<b>PENNSYLVANIA</b>			
	Blair	50,200	49,300	98
	Carbon	20,500	20,100	98
	Centre	38,600	37,500	97

**WPIX--(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VERMONT</b>			
	Chittenden	41,600	40,900	98
	Rutland	21,900	21,300	97
	<b>CONNECTICUT</b>			
	Hartford	299,600	294,600	98
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Hampden	161,800	159,200	98
	Middlesex	489,500	483,600	99
	Worcester	235,300	231,900	99
	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Sullivan	14,500	14,000	97
	<b>NEW JERSEY</b>			
	Burlington	124,200	123,000	99
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
	<b>NEW YORK</b>			
	Allegany	17,600	17,100	97
	Chenango	17,800	17,400	98
	Columbia	22,900	22,400	98
	Erie	364,900	360,500	99
	Essex	13,700	13,400	98
	Genesee	20,700	20,400	99
	Greene	16,500	16,200	98
	Lewis	8,600	8,400	98
Livingston	19,200	18,900	98	
Monroe	262,800	259,100	99	
Niagara	82,200	81,200	99	
Oswego	39,600	39,000	98	
Otsego	21,200	20,600	97	
Schuyler	6,300	6,100	97	
Seneca	11,700	11,600	99	
Washington	18,600	18,300	98	
Wayne	30,500	30,000	98	
Yates	8,400	8,200	98	
<b>PENNSYLVANIA</b>				
Berks	119,500	117,400	98	
Bradford	22,700	22,200	98	
Bucks	168,700	167,100	99	
Chester	113,700	112,000	99	
Columbia	22,700	22,200	98	
Cumberland	67,600	66,400	98	
Dauphin	92,100	90,300	98	
Jefferson	18,300	17,900	98	
Montgomery	234,100	231,500	99	
Potter	6,300	6,100	97	
Snyder	11,600	11,100	96	
Warren	17,200	16,600	97	
Wyoming	9,700	9,500	98	
<b>RHODE ISLAND</b>				
Kent	57,700	57,200	99	
Providence	214,900	212,100	99	
<b>VERMONT</b>				
Bennington	13,000	12,700	98	



North Carolina Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	12	11	23
Educational Television Stations	2	8	10
			33

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	644,100	32	WBTV (3), WCCB (18), WHKY-TV (14), WPCQ-TV (36), WSOC-TV (9), WGGG-TV (16), WHNS (21), WLOS (13), WSPA-TV (7), WYFF-TV (4)
Greenville-Spartanburg, SC-Asheville, NC	581,400	36	
Raleigh-Durham, NC	579,400	37	WKFT (40), WLFL-TV (22), WRAL-TV (5), WPTF-TV (28), WTVD (11), WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27)
Norfolk-Portsmouth-Newport News-Hampton, VA	498,200	47	
Greensboro-Winston-Salem-High Point, NC	473,000	50	WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW-TV (45), WRDG (16), WXII (12)
Chattanooga, TN	287,000	79	WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVC (9)
Bristol, VA-Kingsport-Johnson City, TN	267,200	87	WCYB-TV (5), WJHL-TV (11), WKPT-TV (19)
Greenville-New Bern-Washington, NC	213,400	98	WCTI (12), WITN-TV (7), WNCT-TV (9)
Florence, SC	129,900	149	WBTV (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	124,700	150	WECT (6), WWAY (3)

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

- WLOS, WSPA-TV & WYFF-TV, Asheville--**  
-See Greenville-Spartanburg, SC
- WPTF-TV & WTVD, Durham--**See  
Raleigh, NC
- WGHP-TV & WNRW-TV, Greensboro--**  
See Winston-Salem, NC

- WNCT-TV, Washington--**See Greenville, NC
- WCTI, Washington--**See New Bern, NC
- WFMY-TV, WGGT, WGHP-TV, WLXI-TV & WXII, Winston-Salem--**See Greensboro, NC
- WRDG, Greensboro--**See Burlington, NC

# North Carolina—Asheville

## WHNS

Ch. 21

**Network Service:** None, independent.

**Licensee:** Pappas Telecasting of the Carolinas.

**Studios:** Asheville, NC. Telephone: 704-258-2100; Greenville, SC. Telephone: 803-288-2100.

**Mailing Address:** Suite 2100, 250 Executive Center Dr., Greenville, SC 29615.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"  
Longitude 82° 40' 56"

**Transmitter:** Slick Rock Mtn., Transylvania County.

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

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

**Began Operation:** July 5, 1953. Sale to present owner by Thoms Bcstg. approved by FCC July 27, 1979 (*Television Digest*, Vol. 19:25). Resumed operation April 1, 1984.

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

**Represented (legal):** Kadison, Pfaelzer, Woodard, Quinn & Rossi.

**Represented (engineering):** Smith & Powstenko; Cecil Lynch.

### Personnel:

HARRY J. PAPPAS, president.  
LeBON G. ABERCROMBIE, director of planning & development.  
GARY G. MARSHALL, general manager.  
RICK LOWE, general sales manager.  
NANCY CASON, traffic manager.  
JOSEPH A. SHAFFER, program manager.



WHNS BNPCT-840207KE Granted 2/14/84

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ROBERT TRUSCOTT, chief engineer.  
JACK WILLARD, business manager.

**Rates:** On request.

**Arbitron Data:** Not available.

# North Carolina—Burlington

**WRDG**

**Ch. 16**

**Network Service:** None, independent.

**Grantee:** Kern Family Group, 897 Hinckley Rd., Burlingame, CA 94010.

**Studio:** Bass Mountain Rd., Burlington, NC 27216.

**Mailing Address:** Box 16, Burlington, NC 27216.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 2525-kw max. visual, 252-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above ground, 1429-ft. above sea level.

Latitude 35° 56' 22"  
Longitude 79° 25' 47"

**Transmitter:** Cane Creek Mtn., W of Hwy. 2327, near Snow Camp.

**Satellite Earth Station:** M/A-Com, 3.6-meter.

**Ownership:** Louis J., Shirley C., Janet J. & Robert L. Kern, 100% collectively.

**Began Operation:** August 7, 1984.

**Personnel:**

- FRED WUENSCHER, general manager.
- RICHARD MAY, production manager.
- ROSEMARY WUENSCHER, business manager.

**Rates:** Not available.



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# North Carolina—Charlotte

**WBTV**

**Ch. 3**

**Network Service:** CBS.

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

**Studio:** One Julian Price Place, Charlotte, NC 28208.

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

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"  
Longitude 81° 06' 53"

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

**Transmitter:** Spencer Mtn., Gaston County.

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

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

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

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

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

**Began Operation:** July 15, 1949.

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

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

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

**Personnel:**

WALLACE J. JORGENSEN, president.  
JAMES G. BABB JR., executive vice president.  
JOHN A. EDGERTON, vice president, administration.  
CULLIE TARLETON, senior v.p. & general manager.  
JOSEPH B. McCOY III, general sales manager.  
DAN DuVALL, national sales manager.  
ROBERT SCHELLENBERG, local & regional sales manager.  
GEORGE B. GRILLS, director of corporate engineering & facilities.  
ROBERT W. NAPIER II, director of WBTV engineering.  
GEORGE K. REYNOLDS, technical operations manager.  
GERALD W. KING, treasurer.  
JOHN H. HUTCHINSON JR., assistant vice president & station manager.  
RONALD W. MILLER, news & information manager.  
MARION MEGINNIS, program manager.  
SANDRA THOMAS, broadcast operations manager.  
SHAY MERRITT, promotion director.  
PAUL CAMERON, sports director.

**Highest 30 Sec. Rate:** \$10,000.

**NETWORK BASE HOURLY RATE:** \$3300.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,400	9,300	99
	Anson	8,900	8,700	98
	Ashe	8,700	8,500	98
	Avery	5,200	5,100	98
	Burke	27,800	27,500	99
	Cabarrus	32,700	32,400	99
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Cleveland	30,300	30,000	99
	Gaston	59,600	59,000	99
	Iredell	31,200	30,800	99
	Lincoln	16,300	16,200	99



WBTV BPCT—811116KF Granted 10/25/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Mc Dowell	13,200	13,000	98
	Mecklenburg	160,000	158,600	99
	Mitchell	5,300	5,200	98
	Rowan	38,200	37,800	99
	Rutherford	20,700	20,500	99
	Stanly	18,500	18,300	99
	Union	25,200	24,900	99
	Watauga	11,900	11,700	98
	Wilkes	22,100	21,700	98
<b>SOUTH CAROLINA</b>				
Chester	10,100	10,000	99	
Lancaster	19,200	19,000	99	
York	38,100	37,600	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Davie	9,500	9,300	98
	Henderson	25,400	25,000	98
Richmond	17,200	17,000	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Cherokee	14,200	14,000	99
	Chesterfield	13,700	13,400	98
	Union	10,700	10,600	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Alleghany	3,900	3,800	97
	Buncombe	64,300	63,400	99
	Davidson	43,200	42,700	99
	Forsyth	96,900	96,000	99
	Haywood	17,900	17,600	98
	Madison	6,100	5,900	97
	Montgomery	8,300	8,200	99
	Polk	5,400	5,300	98
	Robeson	33,700	33,000	98
	Stokes	12,600	12,400	98
	Surry	22,700	22,400	99
	Transylvania	8,900	8,700	98

(Continued on page 695)

<b>Station Totals</b>	<b>1,245,700</b>	<b>1,230,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>679,800</b>
<b>Average Daily Circulation (1984)</b>			<b>427,900</b>

# North Carolina—Charlotte

## WCCB

Ch. 18

**Network Service:** None, independent.

**Licensee:** WCCB-TV Inc., One Television Place, Charlotte, NC 28205.

**Studio:** One Television Place, Charlotte, NC 28205.

**Telephone:** 704-372-1800.

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

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

**Transmitter:** 0.5-mi. SE of Newell.

**News Service:** AP, INN.

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

**Ownership:** Cy N. Bahakel, 100%. Also owns WKAB-TV, Montgomery, AL; WABG-TV, Greenwood, MS; WOLO-TV, Columbia, SC; WBBJ-TV, Jackson, TN; WBAK-TV, Terre Haute, IN; WRSP-TV, Springfield, IL; WABG, Greenwood, MS; WLBK-TV, Bowling Green, KY; WWOD-TV, Lynchburg, VA; KXEL-TV, Waterloo, IA; WKIN, Kingsport, TN; WDOD-TV, Chattanooga, TN.

**Began Operation:** Dec. 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (*Television Digest*, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

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

**Personnel:**

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

**Highest 30 Sec. Rate** (June 4, 1984): \$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>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Anson	8,900	8,700	98
	Cabarrus	32,700	32,400	99
	Gaston	59,600	59,000	99
	Iredell	31,200	30,800	99
	Lincoln	16,300	16,200	99
	Mecklenburg	160,000	158,600	99
	Stanly	18,500	18,300	99
Union	25,200	24,900	99	
<b>SOUTH CAROLINA</b>				
	Chester	10,100	10,000	99
	Lancaster	19,200	19,000	99
	York	38,100	37,600	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alexander	9,400	9,300	99
	Alleghany	3,900	3,800	97
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Cleveland	30,300	30,000	99



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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99
	Montgomery	8,300	8,200	99
	Richmond	17,200	17,000	99
	Rowan	38,200	37,800	99
	Watauga	11,900	11,700	98
<b>SOUTH CAROLINA</b>				
	Chesterfield	13,700	13,400	98
	Marlboro	10,400	10,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Ashe	8,700	8,500	98
	Avery	5,200	5,100	98
	Buncombe	64,300	63,400	99
	Burke	27,800	27,500	99
	Davidson	43,200	42,700	99
	Mc Dowell	13,200	13,000	98
	Mitchell	5,300	5,200	98
	Moore	20,900	20,500	98
	Randolph	35,700	35,300	99
Rutherford	20,700	20,500	99	
Surry	22,700	22,400	99	
Wilkes	22,100	21,700	98	
Yadkin	10,900	10,700	98	
Yancey	5,700	5,500	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
	Cherokee	14,200	14,000	99
	Darlington	21,500	21,100	98
	Fairfield	6,400	6,200	97
	Kershaw	14,100	13,800	98
	Lee	6,000	5,800	97
	Newberry	11,400	11,200	98
	Sumter	28,900	28,400	98
	Union	10,700	10,600	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
	Carroll	12,600	12,300	98
	Grayson	6,200	6,100	98

<b>Station Totals</b>	<b>1,173,600</b>	<b>1,158,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>	<b>448,000</b>		
<b>Average Daily Circulation (1984)</b>	<b>199,400</b>		



# North Carolina—Charlotte

## WPCQ-TV

Ch. 36

**Network Service:** NBC.

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

**Studio:** 8036 Hood Rd., Charlotte, NC 28205.

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

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 2510-kw visual, 251-kw aural. Antenna: 1350-ft. above av. terrain, 1404-ft. above ground, 2049-ft. above sea level.

Latitude 35° 15' 05.7"  
Longitude 80° 41' 12.2"

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

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

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

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

**Began Operation:** July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to present owner approved by FCC March 17, 1980 (**Television Digest**, Vol. 19:21). **Note:** Sale pends (Vol. 24:15).

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

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

**Personnel:**

- STANLEY RUDICK, vice president & general manager.
- RON KAUFMAN, general sales manager.
- ROBERT FREIDMAN, national sales manager.
- FRANK MACK, local sales manager.
- NAT TUCKER, program manager.
- NATALEA BROWN, news director.
- JACK BARR, chief engineer.

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

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,400	9,300	99
	Anson	8,900	8,700	98
	Cabarrus	32,700	32,400	99
	Catawba	40,300	40,000	99
	Gaston	59,600	59,000	99
	Iredell	31,200	30,800	99
	Lincoln	16,300	16,200	99
	Mecklenburg	160,000	158,600	99
	Stanly	18,500	18,300	99
	Union	25,200	24,900	99
	<b>SOUTH CAROLINA</b>			
	Lancaster	19,200	19,000	99
York	38,100	37,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
	Caldwell	25,400	25,100	99	
	Cleveland	30,300	30,000	99	
	Rowan	38,200	37,800	99	
	<b>SOUTH CAROLINA</b>				
	Chester	10,100	10,000	99	
	Chesterfield	13,700	13,400	98	
	<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
		Ashe	8,700	8,500	98
		Burke	27,800	27,500	99
Davidson		43,200	42,700	99	
Davie		9,500	9,300	98	
Henderson		25,400	25,000	98	
Mc Dowell		13,200	13,000	98	
Mitchell		5,300	5,200	98	
Montgomery		8,300	8,200	99	
Richmond		17,200	17,000	99	
Scotland		11,200	11,000	98	
Wilkes		22,100	21,700	98	
Yadkin		10,900	10,700	98	
<b>SOUTH CAROLINA</b>					
Cherokee		14,200	14,000	99	
Darlington	21,500	21,100	98		
Marlboro	10,400	10,200	98		
<b>Station Totals</b>		<b>826,000</b>	<b>816,200</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>				<b>422,400</b>	
<b>Average Daily Circulation (1984)</b>				<b>201,200</b>	

# North Carolina—Charlotte

## WSOC-TV

Ch. 9

**Network Service:** ABC.

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

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

**Telephone:** 704-335-4700. **TWX:** 8 10-621-0437.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

**Transmitter:** 1.4-mi. SSE of Newell, NC.

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

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

**News Services:** AP, UPI.

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

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

**Began Operation:** April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (*Television Digest*, Vol. 15:5, 15).

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

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

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

### Personnel:

WILLIAM A. SCHWARTZ, president (Atlanta).  
GREGORY J. STONE, vice president & general manager.  
JOHN E. CALLAGHAN, vice president & station manager.  
BRUCE CHASTINE, controller.  
JERRY PELLETIER, director of sales.  
DAVID PARKER, local & regional sales manager.  
MARTIN FENTON, national sales manager.  
ROBERT McCOURT, program operations manager.  
RON COOK, production manager.  
DICK MOORE, news director.  
ALAN BATTEN, director of advertising & promotion.  
L. MERLE THOMAS, director, engineering & technical operations.  
CHARLES W. WHITLEY, engineering manager.

**Highest 30 Sec. Rate** (Aug. 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>NORTH CAROLINA</b>			
	Alexander	9,400	9,300	99
	Alleghany	3,900	3,800	97
	Anson	8,900	8,700	98
	Burke	27,800	27,500	99
	Cabarrus	32,700	32,400	99
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Cleveland	30,300	30,000	99
	Gaston	59,600	59,000	99
	Iredell	31,200	30,800	99
	Lincoln	16,300	16,200	99
	Mecklenburg	160,000	158,600	99
	Richmond	17,200	17,000	99
	Rowan	38,200	37,800	99
	Stanly	18,500	18,300	99
	Union	25,200	24,900	99
	<b>SOUTH CAROLINA</b>			
	Chester	10,100	10,000	99
Chesterfield	13,700	13,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lancaster	19,200	19,000	99
	York	38,100	37,600	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Ashe	8,700	8,500	98
	Avery	5,200	5,100	98
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Mc Dowell	13,200	13,000	98
	Mitchell	5,300	5,200	98
	Montgomery	8,300	8,200	99
Wilkes	22,100	21,700	98	
<b>SOUTH CAROLINA</b>				
Cherokee	14,200	14,000	99	
Marlboro	10,400	10,200	98	
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Forsyth	96,900	96,000	99
	Henderson	25,400	25,000	98
	Moore	20,900	20,500	98
	Polk	5,400	5,300	98
	Rutherford	20,700	20,500	99
	Scotland	11,200	11,000	98
	Surry	22,700	22,400	99
	Watauga	11,900	11,700	98
	Yadkin	10,900	10,700	98
<b>SOUTH CAROLINA</b>				
Darlington	21,500	21,100	98	
Fairfield	6,400	6,200	97	
Kershaw	14,100	13,800	98	
Union	10,700	10,600	99	
<b>VIRGINIA</b>				
Carroll	12,600	12,300	98	
Grayson	6,200	6,100	98	
<b>Station Totals</b>		<b>1,063,600</b>	<b>1,050,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>628,400</b>
<b>Average Daily Circulation (1984)</b>				<b>386,900</b>

# North Carolina—Fayetteville

## WKFT

Ch. 40

**Network Service:** None, independent.

**Licensee:** Fayetteville Television Inc., 230 Donaldson St., Fayetteville, NC 28301.

**Studio:** 230 Donaldson St., Fayetteville 28301.

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

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

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

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

**News Service:** AP, INN.

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

**Ownership:** Norman J. Suttles, chmn. & pres., 11.74%; Asa Howard Bullard Jr., v.p.; Gerald Edmonds, secy.-treas.; Oscar L. Norris & Assad Meymandi, 10.4% each; Derwood H. Godwin, 35.57%; W. T. Barbour, 9.07%; James C. Davis, 2.02%.

**Began Operation:** June 1, 1981.

**Represented (legal):** Kenkel & Barnard.

### Personnel:

NORMAN SUTTLES, president & chairman.  
TOM SCANLON, general sales manager.  
JUAN GRIMES, production manager.  
GEORGE JOHNSON, chief engineer.  
KAY AUTRY, sales service manager.  
JIM WIEDER, news director.  
BRENDA ROBINSON, film director.  
CATHY ROTHERMEL, program director.  
BOB DUNCAN, operations director.  
JANIS BARBER, business manager.

**Highest 30 Sec. Rate** (July 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>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Cumberland	81,300	80,300	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Harnett	21,700	21,400	99
	Hoke	6,600	6,500	98
	Robeson	33,700	33,000	98
	Scotland	11,200	11,000	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bladen	11,000	10,700	97
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	99



WKFT BMPCT-801021KF Granted 12/19/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Moore	20,900	20,500	98
	Sampson	17,900	17,600	98
<b>Station Totals</b>		<b>244,600</b>	<b>240,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>96,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>40,400</b>	

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

## WFMY-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** WFMY Television Corp., Phillips Ave. 27405.

**Studio:** Phillips Ave. & White St. 27405.

**Mailing Address:** Box TV-2, Greensboro, NC 27420.

**Telephone:** 919-379-9369. TWX: 510-925-1193.

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

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

**Transmitter:** 3.7-mi. NE of Sophia.

**News Services:** AP, UPI, CBS, National Weather Wire, NAFAX, GOES, Carolina News Network.

**Satellite Earth Stations:** Drake, 4-meter; Satcom, 9.2-meter; Drake & Scientific-Atlanta receivers.

**Ownership:** Harte-Hanks Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 22, 1949. Sale to present owner by Landmark Communications approved by FCC Oct. 29, 1976 (*Television Digest*, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51).

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

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

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

### Personnel:

MICHAEL CONLY, vice president & general manager.  
FRANK BENNETT, general sales manager.  
JACK FOREHAND, program/operations manager.  
LESLIE WILSON, promotion manager.  
MABLE SCOTT, community affairs director.  
JIM COLLINS, news manager.  
SANDRA BARNES, director of administrative services.  
JEFF BURKETT, controller.  
BOB KING, engineering manager.

**Highest 30 Sec. Rate** (Jan. 22, 1984): \$4500.

**NETWORK BASE HOURLY RATE:** \$1375.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alamance	37,600	37,300	99
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Chatham	13,000	12,800	98
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99
	Guilford	121,700	120,700	99
	Montgomery	8,300	8,200	99
	Moore	20,900	20,500	98
	Randolph	35,700	35,300	99
	Rockingham	31,800	31,500	99
	Rowan	38,200	37,800	99
	Stokes	12,600	12,400	98
	Surry	22,700	22,400	99
	Yadkin	10,900	10,700	98
	<b>VIRGINIA</b>			
	Grayson	6,200	6,100	98
	Henry	27,400	27,100	99



WFMY-TV BMPCT-780928KI Granted 11/27/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Patrick	6,500	6,400	98
	Pittsylvania	41,500	40,900	99

### NORTH CAROLINA

<b>Between 25-49%</b>	Alexander	9,400	9,300	99
	Anson	8,900	8,700	98
	Ashe	8,700	8,500	98
	Cabarrus	32,700	32,400	99
	Durham	59,900	59,100	99
	Iredell	31,200	30,800	99
	Lee	13,700	13,500	99
	Orange	30,500	29,900	98
	Person	10,500	10,400	99
	Richmond	17,200	17,000	99
	Stanly	18,500	18,300	99
Wilkes	22,100	21,700	98	

### VIRGINIA

Carroll	12,600	12,300	98
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### NORTH CAROLINA

<b>Between 5-24%</b>	Avery	5,200	5,100	98
	Catawba	40,300	40,000	99
	Granville	11,000	10,800	98
	Harnett	21,700	21,400	99
	Hoke	6,600	6,500	98
	Robeson	33,700	33,000	98
	Union	25,200	24,900	99
	Vance	13,000	12,800	98
	Wake	120,000	118,700	99
	Watauga	11,900	11,700	98
Wilson	23,100	22,700	98	

### SOUTH CAROLINA

Marlboro	10,400	10,200	98
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### VIRGINIA

Bland	2,300	2,200	96
Floyd	4,500	4,400	98
Franklin	12,900	12,700	98
Halifax	12,400	12,100	98

<b>Station Totals</b>	<b>1,225,400</b>	<b>1,209,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>646,000</b>
<b>Average Daily Circulation (1984)</b>			<b>386,000</b>

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

## WGGT

Ch. 48

**Network Service:** None, independent.

**Licensee:** Guilford Telecasters Inc.

**Studio:** 330 S. Greene St., Greensboro, NC 27401.

**Telephone:** 919-274-4848.

**Mailing Address:** Box 1618, Greensboro, NC 27402.

**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

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

**Transmitter:** 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro.

**News Service:** AP.

**Satellite Earth Station:** Harris, 3-meter; Harris receivers.

**Ownership:** James Thrash, 25.80%; Robinson O. & Katherine R. Everett, 16.23% each; Jacob N. Froelich Jr., George W. Lyles Jr., G. Nolan Bearden & J. Harris Covington, 8.115% each; Thomas B. Cookerly, Roy O. Rodwell & Mark Conrad, 5% each. Thrash owns KEND & KLLL(FM), Lubbock; KAMA & KAMZ(FM), El Paso, TX.

**Began Operation:** May 9, 1981.

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

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

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

### Personnel:

MARK CONRAD, president & general manager.

THOMAS SCHENCK, national sales manager.

La RHE VESTAL, program manager.

MARY SELLARS, traffic manager.

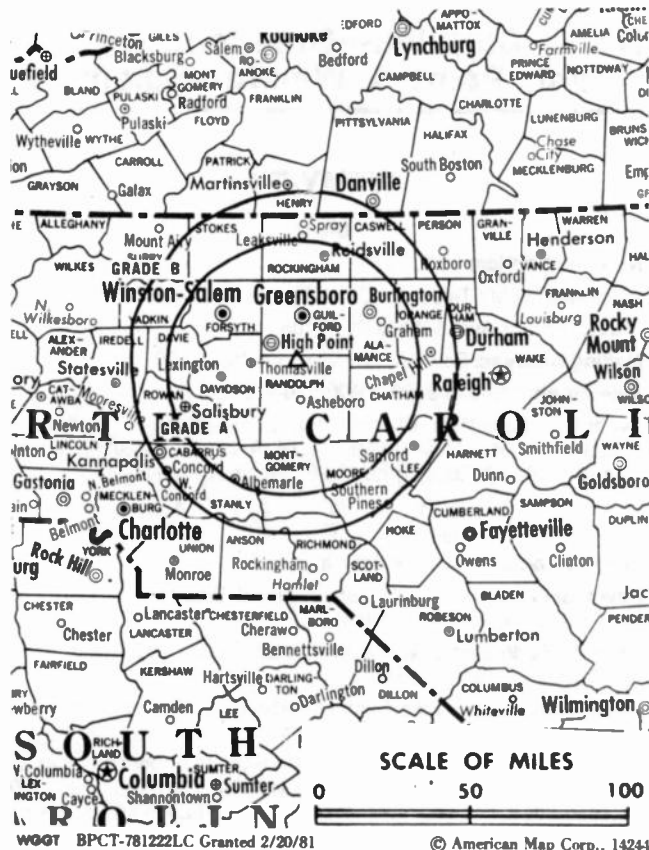
DIANE S. BEASLEY, business manager.

JOHN BISHOP, 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>NORTH CAROLINA</b>			
	Guilford	121,700	120,700	99
	Randolph	35,700	35,300	99
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	37,600	37,300	99
	Caswell	6,800	6,700	99
	Chatham	13,000	12,800	98
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Montgomery	8,300	8,200	99
	Rockingham	31,800	31,500	99
	Stokes	12,600	12,400	98
	<b>VIRGINIA</b>			
	Patrick	6,500	6,400	98
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Alexander	9,400	9,300	99
	Alleghany	3,900	3,800	97
	Anson	8,900	8,700	98
	Harnett	21,700	21,400	99
	Iredell	31,200	30,800	99
	Lee	13,700	13,500	99
	Moore	20,900	20,500	98
	Orange	30,500	29,900	98
	Rowan	38,200	37,800	99
	Stanly	18,500	18,300	99
	Surry	22,700	22,400	99
	Wilkes	22,100	21,700	98
Yadkin	10,900	10,700	98	
	<b>VIRGINIA</b>			
	Henry	27,400	27,100	99
<b>Station Totals</b>		<b>703,600</b>	<b>695,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>238,400</b>
<b>Average Daily Circulation (1984)</b>				<b>97,600</b>

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

## WGHP-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** WGHP-TV Inc., 2005 Francis St., High Point, NC 27263.

**Studio:** 2005 Francis St., High Point, NC.

**Mailing Address:** HP8, High Point, NC 27261.

**Telephone:** 919-889-1888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36.0"

**Transmitter:** 1.2-mi. SE of Sophia, NC.

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

**Satellite Earth Station:** Common Carrier; Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Gulf Broadcast Group, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** October 14, 1963. Sale to present owner by Southern Bcstg. Co. approved by FCC June 16, 1978.

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

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

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

### Personnel:

JOHN PURCELL, president & general manager.  
FRANK TERRY, controller.  
LARRY STIREWALT, news director.  
JOHN COTTINGHAM, general sales manager.  
KENNY GONZALEZ, program manager.  
ROSS MASON, chief engineer.

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

**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>NORTH CAROLINA</b>				
	Alamance	37,600	37,300	99
	Alleghany	3,900	3,800	97
	Ashe	8,700	8,500	98
	Caswell	6,800	6,700	99
	Chatham	13,000	12,800	98
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99
	Guilford	121,700	120,700	99
	Iredell	31,200	30,800	99
	Montgomery	8,300	8,200	99
	Moore	20,900	20,500	98
	Randolph	35,700	35,300	99
	Rockingham	31,800	31,500	99
	Rowan	38,200	37,800	99
	Stokes	12,600	12,400	98
	Surry	22,700	22,400	99
	Watauga	11,900	11,700	98
	Wilkes	22,100	21,700	98
	Yadkin	10,900	10,700	98
<b>VIRGINIA</b>				
	Henry	27,400	27,100	99
	Patrick	6,500	6,400	98



WGHP-TV BPCT-2579 Granted 10/3/62 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>				
	Alexander	9,400	9,300	99
	Anson	8,900	8,700	98
	Lee	13,700	13,500	98
	Orange	30,500	29,900	98
	Richmond	17,200	17,000	99
	Scotland	11,200	11,000	98
	Stanly	18,500	18,300	99
<b>VIRGINIA</b>				
	Carroll	12,600	12,300	98
	Grayson	6,200	6,100	98
	Pittsylvania	41,500	40,900	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Avery	5,200	5,100	98
	Cabarrus	32,700	32,400	99
	Caldwell	25,400	25,100	99
	Durham	59,900	59,100	99
	Harnett	21,700	21,400	99
	Hoke	6,600	6,500	98
	Person	10,500	10,400	99
	Warren	5,500	5,400	98
<b>SOUTH CAROLINA</b>				
	Chesterfield	13,700	13,400	98
	Marlboro	10,400	10,200	98
<b>VIRGINIA</b>				
	Floyd	4,500	4,400	98
	Franklin	12,900	12,700	98
	Halifax	12,400	12,100	98
	Wythe	9,600	9,400	98
<b>Station Totals</b>		<b>1,022,200</b>	<b>1,008,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>588,500</b>
<b>Average Daily Circulation (1984)</b>				<b>319,100</b>

**For Explanation of Arbitron Data, see page 14**

# North Carolina—Greensboro

## WLXI-TV

Ch. 61

**Network Service:** None, independent.

**Licensee:** Consolidated Bcstg. Corp.

**Studio:** 2101-D Patterson, Greensboro 27407.

**Mailing Address:** Box TV 61 Greensboro, NC 27420-6161.

**Telephone:** 919-855-5610.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. visual, 50-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 1449-ft. above sea level.

Latitude 36° 08' 58"  
Longitude 80° 03' 21"

**Transmitter:** 2-mi. NE of Kernersville.

**Ownership:** William Satterfield, 49%; Gary S. Smithwick, 25.5%; Harrell Powell Jr., 25.5%.

**Began Operation:** March 5, 1984.

**Represented (legal):** Gary S. Smithwick.

**Personnel:**

RICHARD C. SNOWDON, general manager.

**Highest 30 Sec. Rate:** \$75.

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



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

WXII

Ch. 12

# WXII 12



KATZ AMERICAN

PULITZER BROADCASTING COMPANY

**Network Service:** NBC.

**Licensee:** Pulitzer Bcstg. Co., Box 11847, Winston-Salem 27116

**Studio:** 700 Coliseum Dr., Winston-Salem, NC 27106.

**Telephone:** 919-721-9944. **TWX:** 510-931-3676.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"

Longitude 80° 22' 27"

**Transmitter:** Sauratown Mtn., 7-mi. N of King, NC.

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

**Satellite Earth Station:** STS, 3.5-meter; Drake receivers.

**Ownership:** Pulitzer Broadcasting Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (*Television Digest* Vol. 11:44; 12:37). Exchanged by Multimedia with WFBC-TV Greenville, SC for KSDK, St. Louis, MO (Vol. 21:12; 22:1; 23:8)

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

**Represented (legal):** Marmet & McCombs, P.C.

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

**Personnel:**

KEN J. ELKINS, president & chief exec. officer, Pulitzer Bcstg. Co  
REYNARD A. CORLEY, vice president & general manager.  
DAVID SUMMERS, general sales manager.  
DAVID EMERY, news director.  
JERRY KENION, promotion manager.  
HENRY HUNT, director of engineering.

**Highest 30 Sec. Rate** (June 27, 1984): \$1650.

**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>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alamance	37,600	37,300	99
	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99
	Guilford	121,700	120,700	99
	Iredell	31,200	30,800	99
	Randolph	35,700	35,300	99
	Rockingham	31,800	31,500	99
	Rowan	38,200	37,800	99
	Stokes	12,600	12,400	98
	Surry	22,700	22,400	99
	Watauga	11,900	11,700	98
	Wilkes	22,100	21,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Yadkin	10,900	10,700	98
<b>VIRGINIA</b>				
	Carroll	12,600	12,300	98
	Grayson	6,200	6,100	98
	Henry	27,400	27,100	99
	Patrick	6,500	6,400	98
	Pittsylvania	41,500	40,900	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alexander	9,400	9,300	99
	Ashe	8,700	8,500	98
	Montgomery	8,300	8,200	99
	Person	10,500	10,400	99
	Stanly	18,500	18,300	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Avery	5,200	5,100	98
	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
	Hoke	6,600	6,500	98
	Lee	13,700	13,500	99
	Lincoln	16,300	16,200	99
	Mc Dowell	13,200	13,000	98
	Moore	20,900	20,500	98
	Orange	30,500	29,900	98
	Scotland	11,200	11,000	98
<b>SOUTH CAROLINA</b>				
	Marlboro	10,400	10,200	98
<b>VIRGINIA</b>				
	Bedford	14,700	14,500	98
	Bland	2,300	2,200	96
	Floyd	4,500	4,400	98
	Franklin	12,900	12,700	98
<b>(Continued on page 695)</b>				
<b>Station Totals</b>		<b>1,071,300</b>	<b>1,057,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>578,400</b>
<b>Average Daily Circulation (1984)</b>				<b>309,400</b>



# North Carolina—Greenville

## WNCT-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Roy H. Park Broadcasting Inc., Box 898, Greenville 27834.

**Studio:** 3221 Evans St., Greenville, NC 27834.

**Telephone:** 919-756-3180. **TWX:** 510-929-1616.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**AM Affiliate:** WNCT, 10-kw, 1070 kHz (CBS).

**FM Affiliate:** WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft. (CBS).

**News Services:** AP, CBS.

**Ownership:** Park Broadcasting Inc. owns the licensees of WNCT-AM-FM, Greenville, NC; WDEF-TV-AM-FM, Chattanooga, TN; WJHL-TV, Johnson City, TN; WTVR-TV-AM-FM, Richmond, VA; WSLS-TV, Roanoke, VA; WUTR(TV), Utica, NY; WBMG(TV), Birmingham, AL; WNAX(AM), Yankton, SD; KRSI(AM) & KFMX(FM), St. Louis Park, MN; WHEN & WONO(FM), Syracuse, NY; KWJJ(AM) & KJIB(FM), Portland, OR & KEZX(FM), Seattle, WA. Park also owns outdoor advertising firms in Binghamton, Ogdensburg, Utica-Rome, Elmira-Corning, Ithaca-Auburn, NY & Scranton-Wilkes-Barre, PA. For Park Newspapers, see listing under Newspaper Ownership of TV Stations.

**Began Operation:** Dec. 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (**Television Digest**, Vol. 2:7).

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

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

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

### Personnel:

MARVIN CHAUVIN, vice president & general manager.  
ROBERT PERETIC, general sales manager.  
LUTHER GRIFFIN, regional sales manager.  
WILLIAM MORRISSETTE, business manager.  
LARRY STEPHENSEN, local sales manager.  
SHIRLEY DALE, program director.  
HEBER ADAMS, chief engineer.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$835.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Beaufort	15,200	15,000	99
	Bertie	7,200	7,000	97
	Carteret	17,000	16,800	99
	Craven	25,200	24,900	99
	Duplin	14,600	14,300	98
	Edgecombe	19,300	19,000	98
	Greene	5,500	5,400	98
	Halifax	19,100	18,600	98
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	98
	Lenoir	21,500	21,200	99



WNCT-TV BPCT-5087 Granted 5/17/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Martin	8,800	8,700	99
	Nash	25,300	24,900	98
	Northampton	7,200	7,000	97
	Onslow	32,300	32,000	99
	Pamlico	3,800	3,700	99
	Pender	8,200	8,000	98
	Pitt	33,600	33,100	99
	Tyrrell	1,400	1,400	100
	Washington	5,100	5,000	98
	Wayne	35,000	34,500	99
Wilson	23,100	22,700	98	
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Chowan	4,900	4,800	98
	Dare	6,300	6,100	97
	Hertford	7,800	7,700	99
	Johnston	26,600	26,200	98
	Sampson	17,900	17,600	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bladen	11,000	10,700	97
	Brunswick	14,300	14,000	98
	Franklin	10,700	10,500	98
	Lee	13,700	13,500	99
	New Hanover	41,100	40,600	99
	Pasquotank	10,400	10,200	98
	Vance	13,000	12,800	98
	Wake	120,000	118,700	99
	Warren	5,500	5,400	98
	<b>VIRGINIA</b>			
Brunswick	5,100	5,000	98	
<b>Station Totals</b>		<b>642,000</b>	<b>632,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>330,200</b>		
<b>Average Daily Circulation (1984)</b>		<b>194,100</b>		

# North Carolina—Hickory

## WHKY-TV

Ch. 14

**Network Service:** None, independent.

**Licensee:** Catawba Valley Bcstg. Co., Box 1059, Hickory, NC 28603.

**Studio:** 526 Main Ave. SE, Hickory, NC 28601.

**Telephone:** 704-322-5115.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw max. visual, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above ground, 1652-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

**Transmitter:** 526 Main Ave. SE.

**AM Affiliate:** WHKY, 5-kw, 1290 kHz.

**FM Affiliate:** WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

**News Service:** UPI.

**Satellite Earth Station:** Prodelin; 4.6-meter.

**Ownership:** Long Family, 51%; others.

**Began Operation:** Feb. 14, 1968.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Miller & Fields.

**Personnel:**

THOMAS E. LONG, station manager & general sales manager.  
JEFFREY B. LONG, program & national sales manager.  
THOMAS E. LONG JR., chief engineer.  
JAMES O. CARR, news director.

**Highest One Hour Rate (Aug. 1983):** \$320.

**Highest 30 Sec. Rate (Aug. 1983):** \$43.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
Between 5-24%	Alexander	9,400	9,300	99
	Burke	27,800	27,500	99
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Lincoln	16,300	16,200	99
<b>Station Totals</b>		<b>119,200</b>	<b>118,100</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>20,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>5,900</b>	



# TV Radio

# Newspaper CATV

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# North Carolina—New Bern

**WCTI**

Ch. 12

(Also serves Greenville and Washington, NC)

**Network Service:** ABC.

**Licensee:** Heritage Bcstg. Co.

**Studio:** Box 2325, Park Ave., Glenburnie Gardens, New Bern, NC 28560.

**Telephone:** 919-637-2111.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"  
Longitude 77° 20' 15"

**Transmitter:** State Hwy. 41, N of Trenton, NC.

**News Service:** UPI.

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

**Ownership:** Mario Iacobelli, 80%; Robert N. Smith, 20%.

**Began Operation:** Sept. 7, 1963. Sale to present owner by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved by FCC Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved April 15, 1969.

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

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

**Personnel:**

MARIO IACOPELLI, president.  
WILLIAM D. WEBB, vice president & general manager.  
RICK WARDELL, general sales manager.  
EILEEN CIESZKO, program director.  
JAY MOORE, news director.  
ROBERT THURBER, chief engineer.

**Highest One Hour Rate** (July 10, 1984): \$7500.

**Highest 30 Sec. Rate** (July 10, 1984): \$1500.

**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>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Beaufort	15,200	15,000	99
	Carteret	17,000	16,800	99
	Craven	25,200	24,900	99
	Duplin	14,600	14,300	98
	Greene	5,500	5,400	98
	Hyde	2,100	2,000	95
	Jones	3,200	3,200	98
	Lenoir	21,500	21,200	99
	Martin	8,800	8,700	99



WCTI BPCT-3831 Granted 1/4/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Onslow	32,300	32,000	99
	Pamlico	3,800	3,700	99
	Pitt	33,600	33,100	99
	Tyrrell	1,400	1,400	100
	Washington	5,100	5,000	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Bertie	7,200	7,000	97
	Edgecombe	19,300	19,000	98
	Nash	25,300	24,900	98
	Pender	8,200	8,000	98
	Sampson	17,900	17,600	98
	Wayne	35,000	34,500	99
	Wilson	23,100	22,700	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bladen	11,000	10,700	97
	Chowan	4,900	4,800	98
	Dare	6,300	6,100	97
	Halifax	19,100	18,600	98
<b>Station Totals</b>		<b>366,600</b>	<b>360,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>220,000</b>
<b>Average Daily Circulation (1984)</b>				<b>129,800</b>

# North Carolina—Raleigh

## WLFL-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Family Television Corp., 2410 Broad St., Durham 27704.

**Studio:** 2410 Broad St., Durham, NC 27704.

**Telephone:** 919-471-4461.

**Mailing Address:** Box 15366, Durham, NC 27704.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1416-kw visual, 142-kw aural. Antenna: 1148-ft. above av. terrain, 1057-ft. above ground, 1527-ft. above sea level.

Latitude 35° 42' 51.5"  
Longitude 78° 49' 00.5"

**Transmitter:** State Rd. 1010, 1-mi. E of Apex.

**News Service:** AP, CNN, INN.

**Satellite Earth Stations:** Bogner, 7-meter; Microdyne receivers.

**Ownership:** N. Grant Cotton, pres.-treas., 50.5%; Ladson L. Leathers, exec. v.p., 25.5%; others, none with as much as 5%.

**Began Operation:** Dec. 18, 1981.

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

**Represented (legal):** Reddy, Begley & Martin.

### Personnel:

N. GRANT COTTON, president & general manager.  
L. L. LEATHERS, executive vice president.  
LON MIROLLI, vice president & general sales manager.  
DOUG PARSONS, national sales manager.  
DALLAS LLOYD, chief engineer.

**Highest 30 Sec. Rate** (July 6, 1984): \$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>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Durham	59,900	59,100	99
	Granville	11,000	10,800	98
	Harnett	21,700	21,400	99
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	99
	Vance	13,000	12,800	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Chatham	13,000	12,800	98
	Franklin	10,700	10,500	98
	Orange	30,500	29,900	98
	Person	10,500	10,400	99
	Wake	120,000	118,700	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Alamance	37,600	37,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Cumberland	81,300	80,300	99
	Hoke	6,600	6,500	98
	Moore	20,900	20,500	98
	Nash	25,300	24,900	98
	Sampson	17,900	17,600	98
	Warren	5,500	5,400	98
	Wayne	35,000	34,500	99
Wilson	23,100	22,700	98	
<b>Station Totals</b>		<b>583,800</b>	<b>575,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>199,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>83,100</b>	

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# North Carolina—Durham-Raleigh

## WPTF-TV

Ch. 28

**Network Service:** NBC.

**Licensee:** Durham Life Broadcasting Inc., Box 1511, 410 S. Salisbury St., Raleigh, NC 27602.

**Studio:** 410 S. Salisbury St., Raleigh, NC 27602.

**Telephone:** 919-832-8311. **TWX:** 510-928-1852.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. & 3720-kw horizontal visual, 372-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1240-ft. above ground, 1700-ft. above sea level.

Latitude 35° 43' 00"  
Longitude 78° 48' 31"

**Transmitter:** Intersection of State Rds. 1010 & 1379, near Apex, NC.

**Satellite Earth Stations:** Harris, 6-meter & 3-meter; Pinzone, 5-meter; Pinzone & Harris receivers

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

**Ownership:** Durham Corp., 100%. George Wombie, chmn.; Felton Coley, pres.; Sonja M. Stephenson, asst. secy., Durham Life Bcstg. is licensee of WPTF & WQDR(FM), Raleigh, NC; WEWO & WSTS(FM), Laurinburg, NC. Durham Corp. owns 3.5% of Jefferson-Pilot Corp., see Group Ownership of TV Stations.

**Began Operation:** Nov. 4, 1968. Sale to present owner by R. O., K. R. & Robinson O. Everett, et al., approved by FCC May 19, 1977 (**Television Digest**, Vol. 17:5).

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

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

**Represented (engineering)** Moffet, Larson & Johnson.

**Personnel:**

- ROBERT BUTLER, vice president & general manager.
- ASA SPAULDING JR., vice president & public affairs director.
- ROBERT BUSELLI, general sales manager.
- DANIEL SCHER, national sales manager.
- WILBUR W. BRANN, director of engineering & operations.
- BOB WOLFE, program manager.
- BILL RAMSEY, production manager.
- ROY CARDEN, news director.
- KALEN JOHNSON, promotion manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$850.

**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>NORTH CAROLINA</b>			
	Chatham	13,000	12,800	98
	Durham	59,900	59,100	99
	Franklin	10,700	10,500	98
	Granville	11,000	10,800	98
	Harnett	21,700	21,400	99
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	99



WPTF-TV BNPCT-7758 Granted 8/17/78 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Orange	30,500	29,900	98
	Person	10,500	10,400	99
	Vance	13,000	12,800	98
	Wake	120,000	118,700	99
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alamance	37,600	37,300	99
	Moore	20,900	20,500	98
	Wayne	35,000	34,500	99
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Caswell	6,800	6,700	99
	Cumberland	81,300	80,300	99
	Edgecombe	19,300	19,000	98
	Greene	5,500	5,400	98
	Hoke	6,600	6,500	98
	Montgomery	8,300	8,200	99
	Nash	25,300	24,900	98
	Randolph	35,700	35,300	99
	Sampson	17,900	17,600	98
	Scotland	11,200	11,000	98
Warren	5,500	5,400	98	
Wilson	23,100	22,700	98	
<b>VIRGINIA</b>				
Mecklenburg	10,400	10,200	98	
<b>Station Totals</b>		<b>681,000</b>	<b>671,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>318,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>157,000</b>	

# North Carolina—Raleigh-Durham

## WRAL-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, NC 27605.

**Studio & Offices:** 2619 Western Blvd.

**Telephone:** 919-828-2511. **TWX:** 510-928-1833.

**Mailing Address:** Box 12000, Raleigh, NC 27605.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 15-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2340-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

**Transmitter:** 1.6-mi. SE of Auburn.

**FM Affiliate:** WRAL-FM, 250-kw, 101.5 MHz (No. 268), 990-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Estate of A. J. Fletcher, 21.28%; James F. Goodman, pres., 48.87%; Ray H. Goodman III, 20.27%; Marjorie L. Fletcher, 3.49%; others, none with as much as 1%. Capitol Bcstg. also owns WHTN & WKEE(FM), Huntington, WV; KISS(FM), San Antonio, TX; WRNL & WRXL(FM), Richmond, VA; WDRV & WLWV(FM), Statesville, NC; KBEQ(FM), Kansas City, MO.

**Began Operation:** Dec. 15, 1956.

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

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

### Personnel:

JIM GOODMON, president.  
JOHN GREENE, senior vice president & general manager.  
PAUL QUINN, general sales manager.  
NEIL KUVIN, station manager.  
WALTYE RASULALA, public affairs manager.  
RON PRICE, news & communications manager.  
PAUL POPE, production & operations manager.  
TED LESTER, manager of engineering.

**Highest 30 Sec. Rate** (March 13, 1983): \$3000.

**NETWORK BASE HOURLY RATE:** \$1575.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Caswell	6,800	6,700	99
	Chatham	13,000	12,800	98
	Cumberland	81,300	80,300	99
	Duplin	14,600	14,300	98
	Durham	59,900	59,100	99
	Edgecombe	19,300	19,000	98
	Franklin	10,700	10,500	98
	Granville	11,000	10,800	98
	Greene	5,500	5,400	98
	Halifax	19,100	18,600	98
	Harnett	21,700	21,400	99
	Hoke	6,600	6,500	98
	Johnston	26,600	26,200	98
	Lee	13,700	13,500	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
	Robeson	33,700	33,000	98
	Sampson	17,900	17,600	98
	Scotland	11,200	11,000	98



WRAL-TV BMPCT-7707 Granted 3/23/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Vance	13,000	12,800	98
	Wake	120,000	118,700	99
	Warren	5,500	5,400	98
	Wayne	35,000	34,500	99
	Wilson	23,100	22,700	98
<b>VIRGINIA</b>				
	Mecklenburg	10,400	10,200	98
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alamance	37,600	37,300	99
	Bertie	7,200	7,000	97
	Bladen	11,000	10,700	97
	Lenoir	21,500	21,200	99
	Martin	8,800	8,700	99
	New Hanover	41,100	40,600	99
	Onslow	32,300	32,000	99
	Pitt	33,600	33,100	99
<b>VIRGINIA</b>				
	Brunswick	5,100	5,000	98
	Halifax	12,400	12,100	98
<b>Between 5-24%</b>				
<b>NORTH CAROLINA</b>				
	Brunswick	14,300	14,000	98
	Columbus	18,400	18,000	98
	Dare	6,300	6,100	97
	Hertford	7,800	7,700	99
	Montgomery	8,300	8,200	99
	Pender	8,200	8,000	98
	Randolph	35,700	35,300	99
	Richmond	17,200	17,000	99
	Rockingham	31,800	31,500	99
<b>SOUTH CAROLINA</b>				
	Dillon	9,900	9,700	98
	Marlboro	10,400	10,200	98
<b>VIRGINIA</b>				
	Greensville	5,300	5,200	98
	Henry	27,400	27,100	99
	Patrick	6,500	6,400	98
	Pittsylvania	41,500	40,900	99
<b>Station Totals</b>		<b>1,133,600</b>	<b>1,116,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>692,200</b>
<b>Average Daily Circulation (1984)</b>				<b>438,800</b>

# North Carolina—Durham-Raleigh-Fayetteville

**WTVD**

Ch. 11

**Network Service:** CBS.

**Licensee:** Capital Cities Communications Inc., Box 2009, Durham 27702.

**Studio:** 411 Liberty St., Durham, NC 27702.

**Telephone:** 919-683-1111. **TWX:** 510-927-1810.

**Raleigh Office:** Box 1950, Raleigh, NC 27602.

**Fayetteville Office:** 225 Green St., Fayetteville, NC 28301. Telephone: 919-323-5883.

**Mailing Address:** Box 2009, Durham, NC 27702.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

**Transmitter:** 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris, 9.1-meter; Harris receivers.

**Ownership:** Capital Cities Communications Inc., see Group Ownership of TV Stations.

**Began Operation:** September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC(AM) approved by FCC May 22, 1957 (*Television Digest*, Vol. 13:14, 21).

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

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

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

**Personnel:**

- PAUL BURES, president & general manager.
- DENIS J. O'CONNOR, general sales manager.
- JON MILLER, director of programming.
- NED WARWICK, news director.
- CHRISTLE SWAIN, community relations & station affairs manager.
- ED WALL, chief engineer.
- WILLIAM HIGGS, business manager.
- MARIE BROWN, sales service manager.
- JOHN DAWSON, 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>NORTH CAROLINA</b>				
		Chatham	13,000	12,800	98
		Cumberland	81,300	80,300	99
		Durham	59,900	59,100	99
		Edgecombe	19,300	19,000	98
		Franklin	10,700	10,500	98
		Granville	11,000	10,800	98
		Greene	5,500	5,400	98
		Halifax	19,100	18,600	98
		Harnett	21,700	21,400	99
		Hoke	6,600	6,500	98
		Johnston	26,600	26,200	98
		Lee	13,700	13,500	99
		Moore	20,900	20,500	98
		Nash	25,300	24,900	98
		Orange	30,500	29,900	98
		Person	10,500	10,400	99
		Sampson	17,900	17,600	98
		Scotland	11,200	11,000	98
	Vance	13,000	12,800	98	



WTVD BPCT-5161 Granted 9/1/78

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Wake	120,000	118,700	99	
	Warren	5,500	5,400	98	
	Wayne	35,000	34,500	99	
	Wilson	23,100	22,700	98	
<b>VIRGINIA</b>					
	Mecklenburg	10,400	10,200	98	
<b>NORTH CAROLINA</b>					
<b>Between 25-49%</b>	Alamance	37,600	37,300	99	
	Bladen	11,000	10,700	97	
	Caswell	6,800	6,700	99	
	Duplin	14,600	14,300	98	
	Lenoir	21,500	21,200	99	
	New Hanover	41,100	40,600	99	
	Onslow	32,300	32,000	99	
	Pender	8,200	8,000	98	
	Pitt	33,600	33,100	99	
	Robeson	33,700	33,000	98	
<b>SOUTH CAROLINA</b>					
	Marlboro	10,400	10,200	98	
<b>VIRGINIA</b>					
	Halifax	12,400	12,100	98	
<b>NORTH CAROLINA</b>					
<b>Between 5-24%</b>	Brunswick	14,300	14,000	98	
	Columbus	18,400	18,000	98	
	Hertford	7,800	7,700	99	
	Martin	8,800	8,700	99	
	Montgomery	8,300	8,200	99	
	Northampton	7,200	7,000	97	
	Randolph	35,700	35,300	99	
	Richmond	17,200	17,000	99	
	<b>VIRGINIA</b>				
		Brunswick	5,100	5,000	98
	Greensville	5,300	5,200	98	
	Lunenburg	4,300	4,200	98	
	Patrick	6,500	6,400	98	
	Pittsylvania	41,500	40,900	99	
<b>Station Totals</b>		<b>1,055,300</b>	<b>1,039,500</b>	<b>98</b>	
<b>Net Weekly Circulation (1984)</b>			<b>630,300</b>		
<b>Average Daily Circulation (1984)</b>			<b>369,500</b>		

# North Carolina—Washington-Greenville-New Bern

**WITN-TV**

Ch. 7

**Network Service:** NBC.

**Licensee:** WITN-TV Inc., Box 468, Washington, NC 27889.

**Studio:** 2.5-mi. S of Washington on U.S. 17.

**Telephone:** 919-946-3131. **TWX:** 510-924-1834.

**Mailing Address:** Box 468, Washington, NC 27889.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly-polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"  
Longitude 77° 23' 38"

**Transmitter:** Hwy. 118, 2.5-mi. E of Grifton.

**News Services:** AP, NBC.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris, 6-meter & 3-meter; Scientific-Atlanta receivers.

**Ownership:** W. R. Roberson Jr. & family, 61%; William S. Page, 25%; W. E. Barnes, 10%; others, 4%.

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

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

**Represented (legal):** Booth & Freret.

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

**Personnel:**

- W. R. ROBERSON JR., chairman & chief executive officer.
- DICK PAUL, president & chief operating officer.
- ROBERT S. CULLER, vice president & general sales manager.
- FRANCES W. WILLIAMS, vice president, administration.
- FRANCIS X. BRADY, regional sales manager.
- FRANK DRAKE, local sales manager.
- PAUL OUGHTON, vice president, operations.
- A. E. MANNING, vice president, engineering.
- HELEN S. JACKSON, sales service director.
- JOHN RATCLIFFE III, production manager.
- ROBERT F. PERRY, news director.
- KAY CURRIE, women's director.

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

**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>				
	Beaufort	15,200	15,000	99
	Bertie	7,200	7,000	97
	Carteret	17,000	16,800	99
	Craven	25,200	24,900	99
	Duplin	14,600	14,300	98
	Edgecombe	19,300	19,000	98
	Greene	5,500	5,400	98
	Halifax	19,100	18,600	98
	Hyde	2,100	2,000	95
	Johnston	26,600	26,200	98
	Jones	3,200	3,200	98
	Lenoir	21,500	21,200	99
	Martin	8,800	8,700	99



WITN-TV BMPCT-790131 LN Granted 8/30/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
	Nash	25,300	24,900	98
	Northampton	7,200	7,000	97
	Onslow	32,300	32,000	99
	Pamlico	3,800	3,700	99
	Pitt	33,600	33,100	99
	Tyrrell	1,400	1,400	100
	Washington	5,100	5,000	98
	Wayne	35,000	34,500	99
	Wilson	23,100	22,700	98
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>				
	Chowan	4,900	4,800	98
	Dare	6,300	6,100	97
	Franklin	10,700	10,500	98
	Hertford	7,800	7,700	99
	Pender	8,200	8,000	98
	Sampson	17,900	17,600	98
	Vance	13,000	12,800	98
	Warren	5,500	5,400	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>				
	Granville	11,000	10,800	98
	Harnett	21,700	21,400	99
	Lee	13,700	13,500	99
	Pasquotank	10,400	10,200	98
	Perquimans	3,700	3,600	97
	Wake	120,000	118,700	99
<b>VIRGINIA</b>				
	Brunswick	5,100	5,000	98
	Greensville	5,300	5,200	98
<b>Station Totals</b>		<b>617,300</b>	<b>607,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>346,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>198,800</b>	



# North Carolina—Wilmington

**WECT**

**Ch. 6**

**Network Service:** NBC.

**Licensee:** Atlantic Telecasting Corp., 322 Shipyard Blvd.

**Studio:** 322 Shipyard Blvd., Wilmington, NC 28403.

**Telephone:** 919-791-8070. **TWX:** 510-937-0314.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"  
Longitude 78° 26' 13"

**Transmitter:** State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

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

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

**Ownership:** J. S. Brody, Leo Brody, Marilyn B. Lane, Marsha F. Schiff, Hynda B. Gerstenfeld, D. D. Cameron, Wachovia Bank & Trust Co. & others.

**Began Operation:** April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (*Television Digest*, Vol. 13:44, 50).

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

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

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

**Personnel:**

- WILLIAM H. CAMERON, chief operating officer.
- C. D. MARTIN JR., exec. vice president & general manager.
- JOE SCHLEGEL, vice president & sales manager.
- BILL ELKS, technical operation officer.
- ERNIE WHITMEYER, programming.
- ROBERT JORDON, production manager.
- DAVID GEORGE, news director.

**Highest 30 Sec. Rate** (July 9, 1984): \$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>NORTH CAROLINA</b>			
	Bladen	11,000	10,700	97
	Brunswick	14,300	14,000	98
	Columbus	18,400	18,000	98
	Cumberland	81,300	80,300	99
	Duplin	14,600	14,300	98
	Hoke	6,600	6,500	98
	Moore	20,900	20,500	98
	New Hanover	41,100	40,600	99
	Onslow	32,300	32,000	99
	Pender	8,200	8,000	98
	Robeson	33,700	33,000	98
	Sampson	17,900	17,600	98
	Scotland	11,200	11,000	98



WECT BMPCT-800829KF Granted 11/4/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
	Dillon	9,900	9,700	98	
	Horry	40,000	39,200	98	
	Marion	11,500	11,200	97	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
	Harnett	21,700	21,400	99	
	Richmond	17,200	17,000	99	
	Wayne	35,000	34,500	99	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
	Marlboro	10,400	10,200	98	
<b>Station Totals</b>	<b>NORTH CAROLINA</b>				
	Anson	8,900	8,700	98	
	Craven	25,200	24,900	99	
	Lee	13,700	13,500	99	
	Lenoir	21,500	21,200	99	
	Montgomery	8,300	8,200	99	
	<b>SOUTH CAROLINA</b>				
	Darlington	21,500	21,100	98	
	Florence	38,900	38,300	99	
	Georgetown	14,700	14,300	98	
	<b>Station Totals</b>		<b>609,900</b>	<b>599,900</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>				<b>349,100</b>
<b>Average Daily Circulation (1984)</b>				<b>202,100</b>	

# North Carolina—Wilmington

**WWAY**

Ch. 3

**Network Service:** ABC.

**Licensee:** Clay Broadcasting Corp., Box 2068, 615 N. Front St., Wilmington, NC 28401.

**Studio:** 615 N. Front St. 28401.

**Telephone:** 919-762-8581.

**Mailing Address:** Box 2068, Wilmington, NC 28401.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 64.57-kw visual, 6.46-kw aural. Antenna: Circularly polarized, 1935-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 34° 07' 51"  
Longitude 78° 11' 16"

**Transmitter:** 5-mi. NNW of Bolivia on Lewis Swamp Rd.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 3.5-meter & 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** Clay Communications Inc., publisher of **Charleston Daily Mail**, 80%; Lyell B. Clay, 20%. Clay Communications officers: Lyell B. Clay, chmn. of the board, 30.76%; John F. McGee, pres., 4.33%; Buckner Clay, v.p.-secy., 30.76%; George Diab, v.p., 1.0%; Charles Avampato, treas.; Julie Clark Alexander, 30.76%; others, 2.4%. Clay Communications also owns KFDX-TV, Wichita Falls & KJAC-TV, Port Arthur-Beaumont, both TX; WAPT(TV), Jackson, MS. Clay Realty Co., controlled by Lyell B. Clay, is licensee of WCHV & WCCV (FM), Charlottesville, VA.

**Began Operation:** Oct. 30, 1964. Sale to present owner by Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by the FCC Aug. 28, 1968.

**Note:** Left air temporarily Jan. 24, 1981 when plane collided with tower (**Television Digest**, Vol. 21:5).

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

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

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

**Personnel:**

GEORGE DIAB, president, Clay Broadcasting.  
MITCHELL SAIEED, vice president & general manager.  
HENRY E. SULLIVAN, administrative assistant.  
TY WATTS, general sales manager.  
GEORGE ALLEN, station manager.  
RANSOM BENFIELD, production manager.  
ELLIOT HUNTER, chief engineer.  
STEVE BEVERLY, news director.

**Highest One Hour Rate** (June 1, 1984): \$1800.

**Highest 30 Sec. Rate** (June 1, 1984): \$495.

**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>NORTH CAROLINA</b>			
	Bladen	11,000	10,700	97
	Brunswick	14,300	14,000	98
	Columbus	18,400	18,000	98
	New Hanover	41,100	40,600	99
	Pender	8,200	8,000	98
<b>SOUTH CAROLINA</b>				
Horry	40,000	39,200	98	
Marion	11,500	11,200	97	



WWAY BPCT-810814KE Granted 1/20/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Duplin	14,600	14,300	98
	Hoke	6,600	6,500	98
	Onslow	32,300	32,000	99
	Robeson	33,700	33,000	98
<b>SOUTH CAROLINA</b>				
	Dillon	9,900	9,700	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Cumberland	81,300	80,300	99
	Jones	3,200	3,200	98
	Lee	13,700	13,500	99
	Sampson	17,900	17,600	98
	Scotland	11,200	11,000	98
<b>SOUTH CAROLINA</b>				
	Florence	38,900	38,300	99
	Georgetown	14,700	14,300	98
<b>Station Totals</b>		<b>422,500</b>	<b>415,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>189,500</b>
<b>Average Daily Circulation (1984)</b>				<b>103,500</b>

## BLACKBURN & COMPANY, INC.

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

**CHICAGO** 333 N. Michigan Ave., 60601 (312) 346-6460  
**WASHINGTON, D.C.** 1111 19th St., N.W., 20036 (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

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

## WNRW

(formerly WJTM-TV)

Ch. 45

**Network Service:** None, independent.

**Grantee:** Good News Television Inc., Box 2899, Winston-Salem, NC 27103.

**Studio:** 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

**Telephone:** 919-722-4545.

**Mailing Address:** Box 2899, Winston-Salem, NC 27102.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 1450-kw visual, 500-kw max. & 145-kw. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"

Longitude 80° 22' 10"

**Transmitter:** End of County Rd. 1172, King, NC.

**Satellite Earth Station:** In operation; 4-meter.

**Ownership:** The Television Corp. Stations. Tim McDonald, pres., 4.9%; Susan Loving, v.p.; Aubrey E. Loving Jr., secy., 9%; Joel Cooper, treas., John A. Trinder, Charles N. Cooper, Thomas N. Downing, William E. Alluan Jr., James S. Lowe & Paul T. Lucci, 4.9% each; Richard J. Davis, Bradford J. Bangel, P. Stockton Fleming, Herman E. Valentine & Harvey L. Hudson, 9% each; Nancy Jo B. Haga, 6.5%. McDonald & Trinder have interest in Television Corp. of Virginia, licensee of WTVZ Norfolk, VA. For other interests, see Television Corp. Stations in Group Ownership of TV Stations.

**Began Operation:** Sept. 23, 1979.

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

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Lawrence Behr.

**Personnel:**

TIM McDONALD, president.

CHARLES McFADDEN, vice president & general manager.

JIM FLETCHER, general sales manager.

**Highest 30 Sec. Rate** (May 1983): \$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>NORTH CAROLINA</b>			
	Davidson	43,200	42,700	99
	Davie	9,500	9,300	98
	Forsyth	96,900	96,000	99
	Rockingham	31,800	31,500	99
	Stokes	12,600	12,400	98
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	37,600	37,300	99
	Caswell	6,800	6,700	99



WNRW BPCT-800808KE Granted 12/12/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Henry	27,400	27,100	99
	Patrick	6,500	6,400	98
	<b>NORTH CAROLINA</b>			
	Guilford	121,700	120,700	99
<b>Between 5-24%</b>	Randolph	35,700	35,300	99
	Surry	22,700	22,400	99
	Wilkes	22,100	21,700	98
	Yadkin	10,900	10,700	98
	<b>VIRGINIA</b>			
	Alleghany	3,900	3,800	97
	Ashe	8,700	8,500	98
	Iredell	31,200	30,800	99
	Person	10,500	10,400	99
	Rowan	38,200	37,800	99
<b>VIRGINIA</b>	Carroll	12,600	12,300	98
	Franklin	12,900	12,700	98
	Halifax	12,400	12,100	98
	Pittsylvania	41,500	40,900	99
	<b>Station Totals</b>		<b>657,300</b>	<b>649,500</b>
<b>Net Weekly Circulation (1984)</b>			<b>236,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>94,500</b>	

# North Carolina

## WBTV, Charlotte (Arbitron Data Continued)

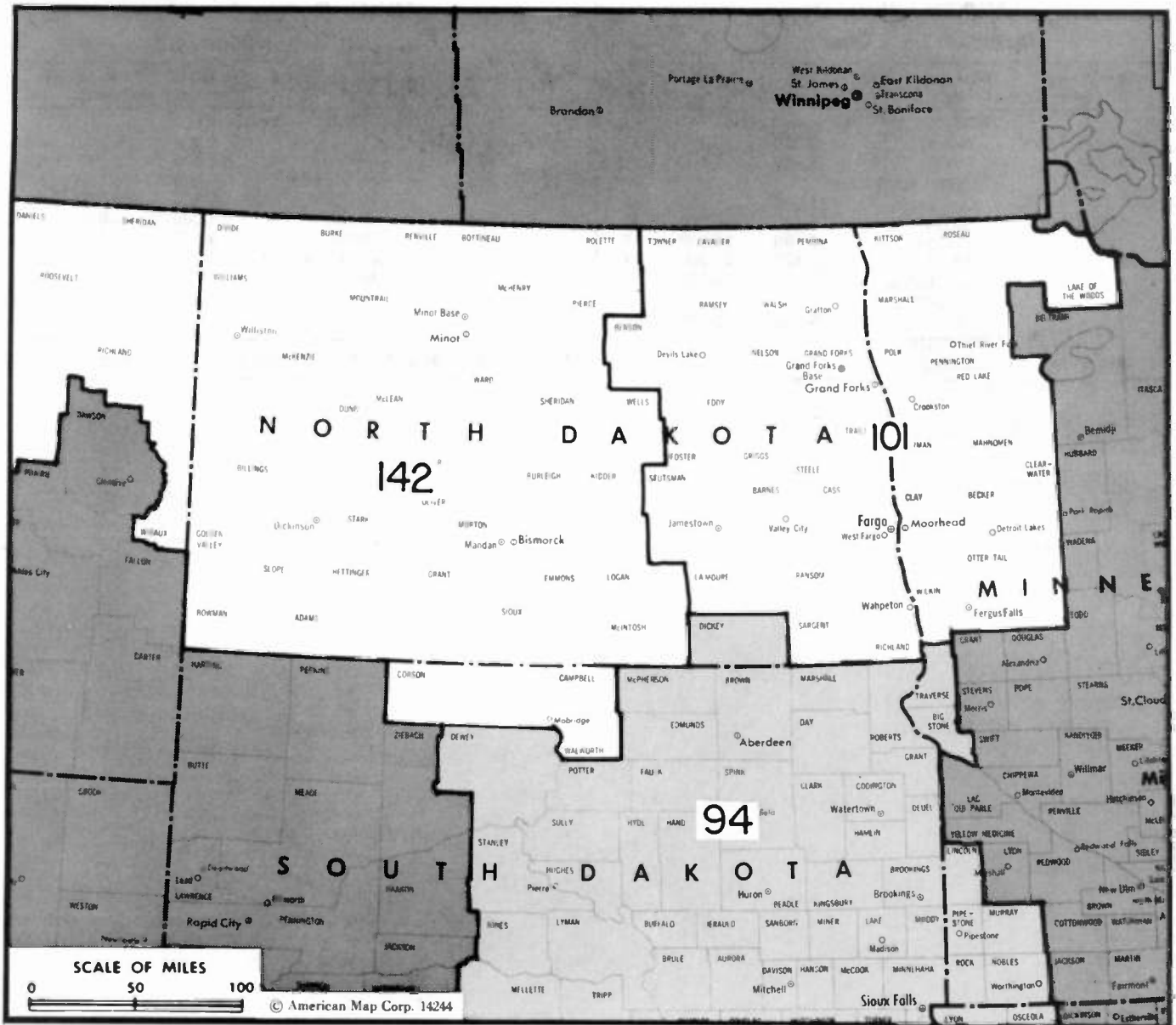
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NORTH CAROLINA—(continued)</b>			
Between 5-24%	Yadkin	10,900	10,700	98
	Yancey	5,700	5,500	96
	<b>SOUTH CAROLINA</b>			
	Darlington	21,500	21,100	98
	Fairfield	6,400	6,200	97
	Marlboro	10,400	10,200	98
	Newberry	11,400	11,200	98
	Spartanburg	75,100	74,300	99
	<b>TENNESSEE</b>			
	Johnson	5,200	5,100	98
	<b>VIRGINIA</b>			
	Grayson	6,200	6,100	98

## WXII, Greensboro (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(continued)</b>			
Between 5-24%	Giles	6,300	6,200	98
	Halifax	12,400	12,100	98
	Mecklenburg	10,400	10,200	98
	Montgomery	26,800	26,500	99
	Pulaski	13,200	13,000	98
	Wythe	9,600	9,400	98
	<b>WEST VIRGINIA</b>			
	Monroe	4,700	4,500	96

For Explanation of Arbitron Data, see page 14

# North Dakota



## North Dakota Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	12	1	13
Educational Television Stations	6	0	6
			<u>19</u>

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

Market	Arbitron ADI TV Households	Rank
Sioux-Falls-Mitchell, SD	233,900	94
Fargo, ND	210,500	101
Minot-Bismarck-Dickinson, ND	138,400	142

## State Cross Reference List

Communities That Receive Programs of  
Stations That are Located Elsewhere

**KXJB-TV, Fargo**--See Valley City, ND  
**KTHI-TV, Grand Forks**--See Fargo, ND

### Market Area Commercial TV Stations

KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)  
KTHI-TV (11), KVNJ-TV (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)  
KFYR-TV (5), KMOT (10), KNDX (2), KOCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

# North Dakota—Bismarck

## KFYR-TV

Ch. 5

(Also operates satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

**Network Service:** NBC.

**Licensee:** Meyer Bcstg. Co., Broadway at Fourth.

**Studio:** Broadway at Fourth, Bismarck, ND 58501.

**Telephone:** 701-223-0900. **TWX:** 910-677-2339.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"  
Longitude 100° 48' 30"

**Transmitter:** 12-mi. S of city.

**AM Affiliate:** KFYZ, 5-kw, 550 kHz (NBC).

**FM Affiliate:** KYYY, 45-kw, 92.9 MHz (No. 225), 1402-ft.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 4 in operation (1-network owned); Harris, Comsat.

**Ownership:** William Ekberg, pres., 7%; Mrs. Marietta Meyer Ekberg, 69%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 19, 1953.

**Represented (sales):** Blair Television; Andy McDermott Sales Ltd. (Canada).

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

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

### Personnel:

WILLIAM EKBERG, president.  
JERRY HEGEL, general sales manager.  
DAVE STUART, director, national sales.  
CARL ZELLER, director of engineering.  
CLAIRE ANNE HOLMBERG, station manager.

**Highest One Hour Rate:** \$1400.

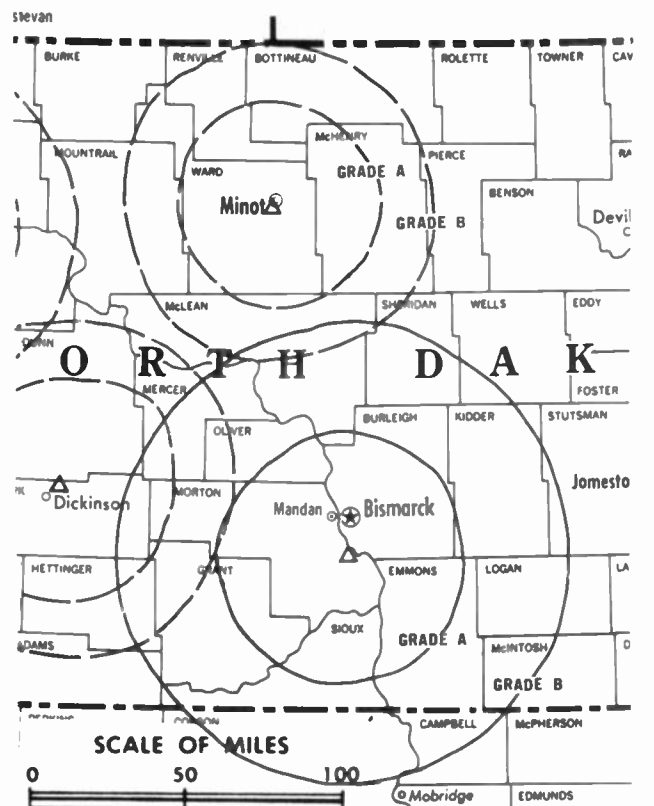
**Highest 30 Sec. Rate:** \$220.

**Rates:** Includes satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

**NETWORK BASE HOURLY RATE:** \$565.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Burleigh	22,100	21,800	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,800	95
	Mc Lean	4,700	4,600	98
	Mercer	4,000	3,900	97
	Morton	9,600	9,400	98



KFYR-TV \*BPCT-2965 Granted 2/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oliver	800	800	100
	Sheridan	1,000	1,000	100
	Sioux	900	900	100
<b>SOUTH DAKOTA</b>				
	Campbell	800	800	100
	Corson	1,500	1,400	93
	Dewey	1,500	1,400	93
	Mc Pherson	1,500	1,500	100
	Walworth	2,600	2,500	96
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Adams	1,300	1,300	100
	Foster	1,600	1,600	100
	Stutsman	9,300	9,200	99
<b>NORTH DAKOTA</b>				
<b>Between 5-24%</b>	Eddy	1,400	1,400	100
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Stark	8,900	8,800	99
	Wells	2,600	2,600	100
<b>SOUTH DAKOTA</b>				
	Marshall	2,000	1,900	95
	Perkins	1,800	1,700	94
	Ziebach	600	600	100
<b>Station Totals</b>		<b>93,700</b>	<b>92,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>60,400</b>
<b>Average Daily Circulation (1984)</b>				<b>46,000</b>

# North Dakota—Bismarck

## KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

**Licensee:** Bismarck TV Inc., Box 1686, Minot, ND

**Studio & Business Office:** 1811 North 15, Bismarck, ND 58501.

**Telephone:** 701-223-9197.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"  
Longitude 100° 48' 26"

**Transmitter:** 5-mi. E & 2-mi. S of St. Anthony.

**News Service:** AP.

**Network Service:** CBS, ABC.

**Ownership:** See KXMC-TV, Minot.

**Began Operation:** Nov. 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

**Represented (sales):** Katz Television; The Hurley Co. (regional).

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

**Personnel:**

STEVEN REITEN, manager.  
JOHN KRANCE, chief engineer.

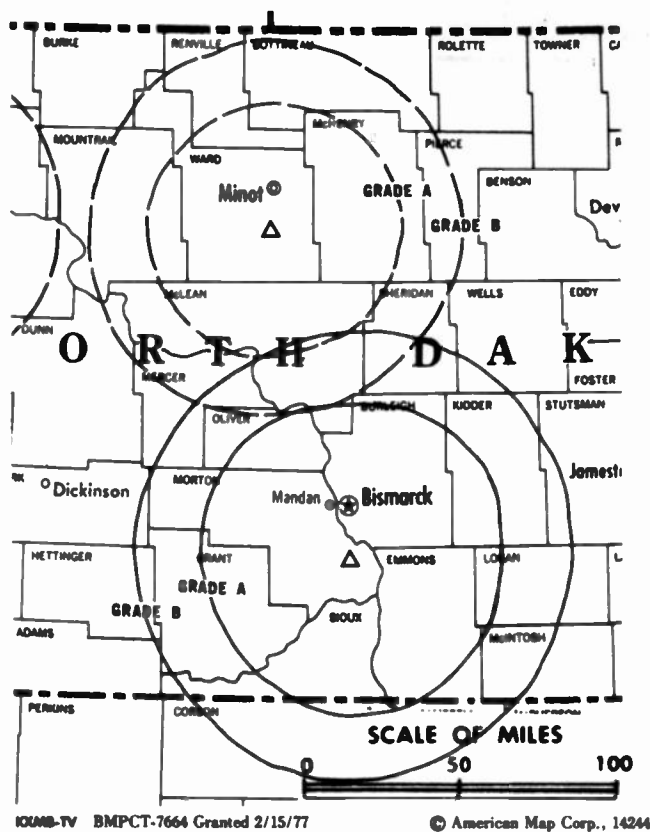
**Rates:** Sold in combination with KXMC-TV, Minot; KXMD-TV, Williston & KNDX, Dickinson, all ND.

**Highest 30 Sec. Rate (Dec. 20, 1983):** \$99.

**NETWORK BASE HOURLY RATE:** \$198.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
<b>50% &amp; Over</b>	Burleigh	22,100	21,800	99
	Emmons	2,000	2,000	100
	Foster	1,600	1,600	100
	Grant	1,500	1,500	100
	Hettinger	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,800	95
	Morton	9,600	9,400	98
	Oliver	800	800	100
	Sioux	900	900	100
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Corson	1,500	1,400	93
	Walworth	2,600	2,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Mc Lean	4,700	4,600	98
	Mercer	4,000	3,900	97
	Sheridan	1,000	1,000	100
<b>SOUTH DAKOTA</b>				
	Dewey	1,500	1,400	93
	Mc Pherson	1,500	1,500	100
<b>NORTH DAKOTA</b>				
<b>Between 5-24%</b>	Benson	2,500	2,400	96
	Bottineau	3,300	3,200	97
	Eddy	1,400	1,400	100
	Mountrail	2,800	2,800	100
	Pierce	2,100	2,100	100
	Stutsman	9,300	9,200	99
	Wells	2,600	2,600	100
	<b>SOUTH DAKOTA</b>			
	Perkins	1,800	1,700	94
	Sully	700	700	100
<b>Station Totals</b>		<b>88,600</b>	<b>87,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>51,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,100</b>	

# North Dakota—Devils Lake

## WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

(Also serves Grand Forks, ND)

**Network Service:** ABC.

**Licensee:** WDAY Inc., 301 S. 8th St., Fargo, ND 58108.

**Telephone:** 701-237-6500.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude 48° 08' 24"  
Longitude 97° 59' 38"

**Transmitter:** 9-mi. N of Petersburg, ND.

**News Service:** AP.

**Ownership:** See WDAY-TV, Fargo, ND.

**Began Operation:** Feb. 8, 1967.

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

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

ROBERT KERR, station manager.

CHUCK BUNDLIE, news director.

**Rates:** Sold in combination with WDAY-TV, Fargo, ND. Separate rates available on request.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$300.

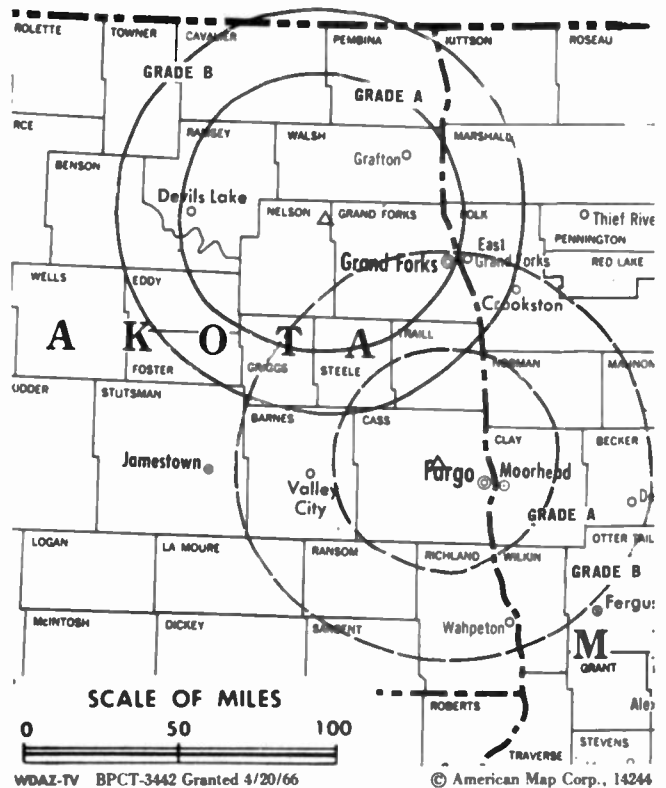
**NETWORK BASE HOURLY RATE:** \$250.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 640,000

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>MINNESOTA</b>			
	Kittson	2,500	2,400	96
	Lake Of The Woods	1,400	1,300	93
	Marshall	4,500	4,400	98
	Pennington	6,000	5,800	97
	Polk	12,900	12,700	98
	Roseau	4,700	4,400	94
	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Cavalier	2,700	2,600	96
Eddy	1,400	1,400	100	
Foster	1,600	1,600	100	
Grand Forks	23,600	23,400	99	
Nelson	2,000	2,000	100	
Pembina	3,900	3,800	97	
Pierce	2,100	2,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ramsey	4,900	4,800	98
	Towner	1,500	1,500	100
	Walsh	5,600	5,500	98
	Wells	2,600	2,600	100
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>	Griggs	1,400	1,400	100
	Rolette	3,700	3,500	95
	Trail	3,600	3,600	100
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Clearwater	3,100	3,000	97
	Norman	3,400	3,300	97
	Red Lake	1,900	1,900	100
<b>NORTH DAKOTA</b>				
Bottineau	3,300	3,200	97	
Mc Lean	4,700	4,600	98	
Renville	1,300	1,300	100	
Steele	1,100	1,100	100	
Stutsman	9,300	9,200	99	
Ward	21,000	20,700	99	
<b>Station Totals</b>		<b>144,200</b>	<b>141,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>80,100</b>
<b>Average Daily Circulation (1984)</b>				<b>52,600</b>



# North Dakota—Dickinson

## KNDX

Ch. 2

**Network Service:** CBS, ABC.

**Licensee:** Northern Plains Bcstg. Group Inc., Box 11, Hardin, MT 59034.

**Studio:** 119 Second Ave. W, Dickinson, ND 58601.

**Telephone:** 701-225-5133.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

**Transmitter:** 10.5-mi. S, 6-mi. W of Dickinson.

**AM Affiliate:** KDIX, 1-kw, 1230 kHz.

**News Service:** AP.

**Satellite Earth Station:** In operation, 3.5-meter.

**Ownership:** Daniel W. Coon, pres., 25%; Thomas A. Curtis, v.p., 15%; Martha R. Creath, secy., 22%; Calvin Cafritz, treas., 38%. For other interests, see KOUS-TV, Hardin, MT.

**Began Operation:** Oct. 15, 1956. Sale to present owner by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (*Television Digest*, Vol. 6:44).

**Represented (sales):** Katz Television Inc.; The Hurley Co. (Minneapolis).

### Personnel:

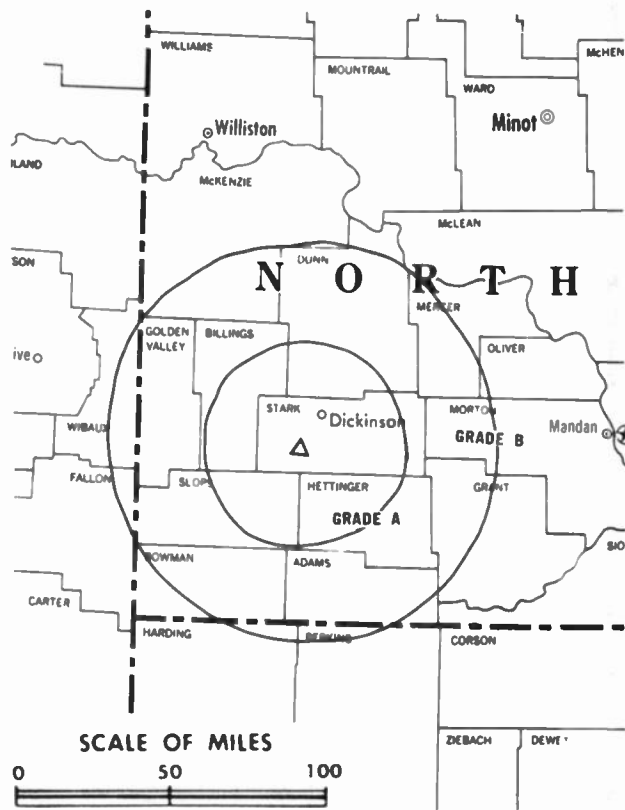
DANIEL W. COON, president.  
THOM CURTIS, vice president & general manager.  
DANA LLOYD KEHR, station & sales manager.  
BETTE S. CHEW, program director.  
M. J. MESSMER, operations director.  
LARRY CONLIN, chief engineer.

**Rates:** Sold in combination with KXMC-TV, Minot, ND, or sold separately.

**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>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100



KNDX BPCT-3391 Granted 3/15/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,900	8,800	99
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Fallon	1,400	1,300	93
	Wibaux	500	500	100
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Hettinger	1,500	1,500	100
	<b>MONTANA</b>			
	Carter	600	600	100
	<b>SOUTH DAKOTA</b>			
	Perkins	1,800	1,700	94
<b>Station Totals</b>		<b>20,900</b>	<b>20,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>15,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>10,700</b>	

# North Dakota—Dickinson

## KQCD-TV

Ch. 7

(Satellite of KFYP-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Broadway at Fourth St., Bismarck, ND 58501.

**Studio:** 373 21st St. E., Box 1577, Dickinson, ND 58601.

**Telephone:** 701-225-6843.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"  
Longitude 102° 59' 17"

**Transmitter:** 10.5-mi. WNW of Dickinson.

**News Service:** AP.

**Ownership:** See KFYP-TV, Bismarck.

**Began Operation:** July 28, 1980.

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

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

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

**Personnel:**

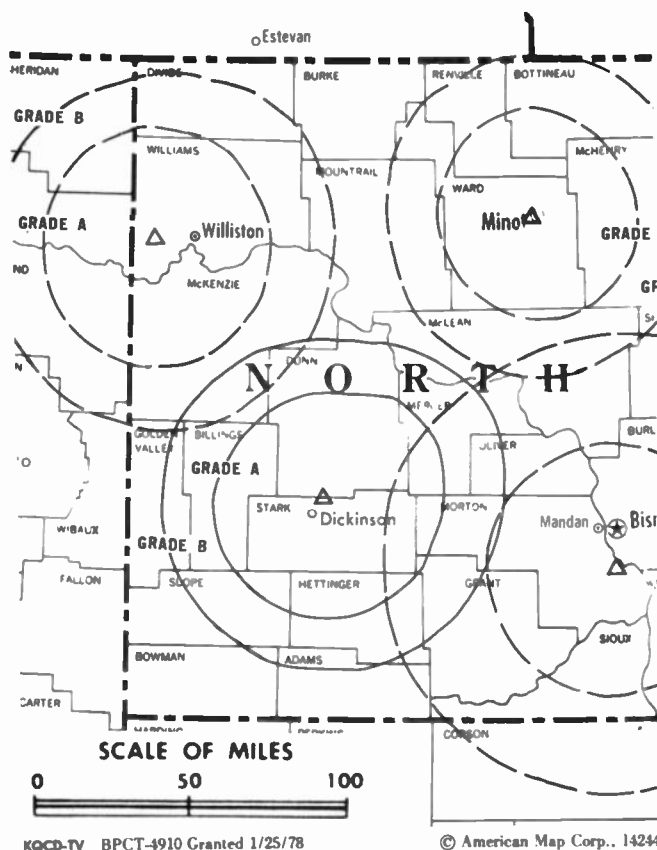
WILLIAM A. EKBERG, president.  
STEVE SKJELVIK, manager.

**Rates:** Sold in combination with KFYP-TV, Bismarck.

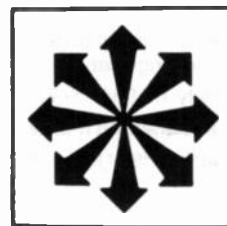
**NETWORK BASE HOURLY RATE:** See KFYP-TV, Bismarck.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100
	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,900	8,800	99
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Wibaux	500	500	100
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Hettinger	1,500	1,500	100
<b>Between 5-24%</b>	<b>NORTH DAKOTA</b>			
	Mercer	4,000	3,900	97
<b>Station Totals</b>		<b>21,100</b>	<b>20,900</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>13,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>10,800</b>	



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# North Dakota—Fargo-Grand Forks

## KTHI-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

**Studios:** 1350 21st Ave. S., Fargo; 314 9th Ave. N, Grand Forks.

**Telephones:** 701-237-5211, Fargo; 701-772-3481, Grand Forks.

**TWX:** 910-673-8302.

**Mailing Address:** Box 1878, Fargo, ND 58107.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"  
Longitude 97° 17' 17"

**Transmitter:** 3-mi. W of Blanchard.

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

**Satellite Earth Station:** ADM, 3.5-meter; Drake receivers.

**Ownership:** Evening Telegram Co. See KXLY-TV, Spokane, WA.

**Began Operation:** Oct. 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (*Television Digest*, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

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

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert.

### Personnel:

ELIZABETH M. BURNS, president.  
JOHN P. HRUBESKY, vice president & general manager.  
GREG R. HOLDER, general sales manager.  
DALE BOSCH, operations manager.  
DAVE HOGLIN, news director.  
PAM PETRIK, creative services & promotion.  
BRIAN BOGNER, creative services & promotion.  
JASON VINGELEN, operations manager, Grand Forks.  
ROGER JOHNSON, chief engineer.

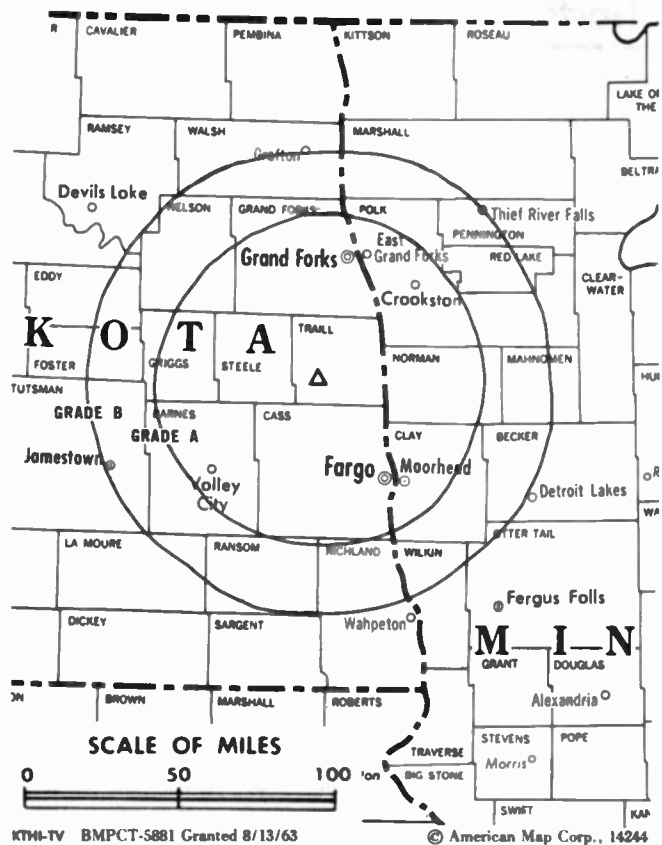
**Highest 30 Sec. Rate** (July 1, 1984): \$475.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 432,000

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>MINNESOTA</b>				
	Becker	11,100	10,900	98	
	Clay	17,400	17,300	99	
	Clearwater	3,100	3,000	97	
	Grant	2,700	2,700	100	
	Lake Of The Woods	1,400	1,300	93	
	Mahnomen	1,800	1,800	100	
	Marshall	4,500	4,400	98	
	Norman	3,400	3,300	97	
	Otter Tail	19,800	19,400	98	
	Pennington	6,000	5,800	97	
	Polk	12,900	12,700	98	
	Red Lake	1,900	1,900	100	
	Roseau	4,700	4,400	94	
	Wilkin	2,900	2,900	100	
	<b>NORTH DAKOTA</b>				
	Barnes	5,300	5,200	99	
	Cass	36,300	36,000	99	
	Eddy	1,400	1,400	100	
	Foster	1,600	1,600	100	
Grand Forks	23,600	23,400	99		
Griggs	1,400	1,400	100		
La Moure	2,300	2,300	100		



KTHI-TV BMPCT-5881 Granted 8/13/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nelson	2,000	2,000	100
	Pembina	3,900	3,800	97
	Ramsey	4,900	4,800	98
	Ransom	2,400	2,400	100
	Richland	6,800	6,700	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,300	9,200	99
	Towner	1,500	1,500	100
	Trail	3,600	3,600	100
Walsh	5,600	5,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Douglas	11,200	11,000	98
	Kittson	2,500	2,400	96
	Pope	4,600	4,500	98
	Stevens	3,900	3,800	97
Traverse	1,900	1,900	100	
<b>NORTH DAKOTA</b>	Benson	2,500	2,400	96
	Cavalier	2,700	2,600	96
	Dickey	2,500	2,400	96
	Ward	21,000	20,700	99
	<b>SOUTH DAKOTA</b>	Roberts	3,800	3,700

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MINNESOTA</b>			
	Beltrami	11,000	10,500	95
	Big Stone	2,900	2,900	100
	Hubbard	5,700	5,400	95
	<b>NORTH DAKOTA</b>	Bottineau	3,300	3,200
Burleigh	22,100	21,800	99	
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	

(Continued on page 710)

<b>Station Totals</b>	<b>351,800</b>	<b>345,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>205,000</b>
<b>Average Daily Circulation (1984)</b>			<b>129,000</b>

# North Dakota—Fargo-Moorhead, MN

## KVNJ-TV

Ch. 15

**Network Service:** None, independent.

**Licensee:** Fargo Bcstg. Co. Inc., 824 Main Ave., Fargo, ND.

**Studio:** 824 Main Ave., Fargo, ND 58108.

**Telephone:** 701-235-4569.

**Mailing Address:** Box 2801, Fargo, ND 58108.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 3.5-kw visual, 0.35-kw aural. Antenna: 123-ft. above av. terrain, 126-ft. above ground, 1036-ft. above sea level.

Latitude 46° 52' 27"  
Longitude 96° 47' 32"

**Transmitter:** 9th St., S of Main Ave., Fargo.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta; 5-meter.

**Ownership:** Richard A. Ames, pres., Hugh I. Masee, secy., Clifford R. Moore, treas., Patrick P. Smith, Earl A. Stein Jr., Jacob Sigmund, Kenneth C. Benson, George Marchand, Roger O. Pitsenbarger, Wayne E. Puppe, 8.4% each; Dale R. Larson, 4.2%; Donald O. Engebretson, 3.4%.

**Began Operation:** Feb. 14, 1983.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** R. F. Perkins Jr.

**Represented (engineering):** Ralph J. Bitzer (St. Louis, MO).

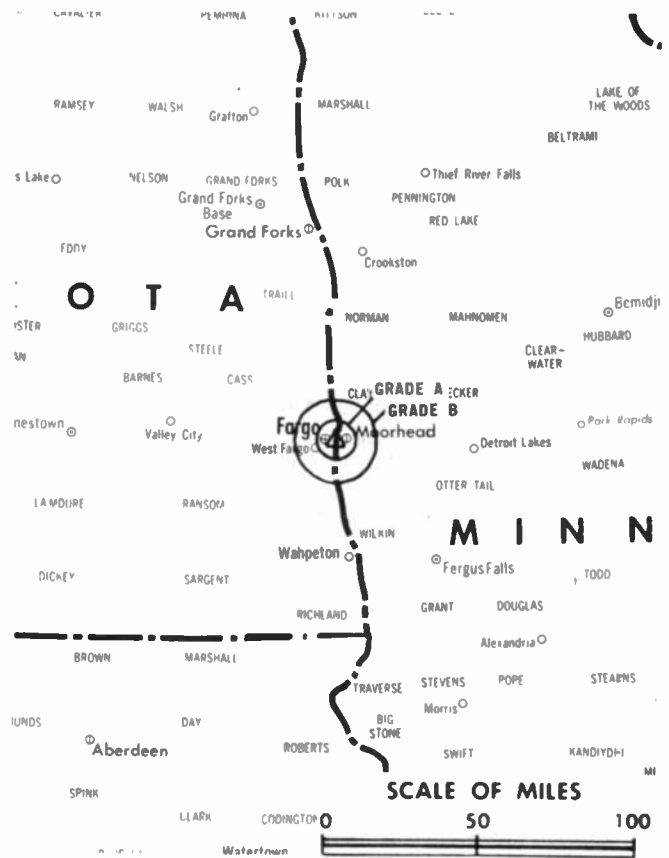
**Personnel:**

FRED DREWRY, general manager.

**Highest 30 Sec. Rate** (July 6, 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	%
Between 5-24%	<b>MINNESOTA</b>			
	Clay	17,400	17,300	99
	<b>NORTH DAKOTA</b>			
	Cass	36,300	36,000	99
<b>Station Totals</b>		<b>53,700</b>	<b>53,300</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>9,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,200</b>	



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# North Dakota—Fargo

## WDAY-TV

Ch. 6

(Also operates satellite WDAZ-TV, Devils Lake, ND)

**Network Service:** ABC.

**Licensee:** WDAY Inc., Box 2466, Fargo, ND 58108.

**Studio:** 301 S. 8th St., Fargo 58108.

**Telephone:** 701-237-6500. **TWX:** 910-673-8301.

**Mailing Address:** Box 2466, Fargo, ND 58108.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

**Transmitter:** 1-mi. E of Amenia, ND.

**AM Affiliate:** WDAY, 5-kw, 970 kHz (NBC).

**FM Affiliate:** WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

**News Service:** AP.

**Satellite Earth Stations:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Forum Publishing Co., 55.56%; Norman D. Black Jr. Trust (Jane B. Marcil, William C. Marcil, Mary B. Lewis, Peter D. Lewis, trustees), 4.63%; William Lontz, treas., 6.15%; John D. Paulson, 2.96%; Donald D. Lontz, 4.37%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (Margaret B. Forman, trustee), 12.89%; Jane Stern, 1.78%; Anne Selvig, 1.78%. Forum Publishing Co. publishes **The Fargo Forum**. Forum Publishing ownership: Norman D. Black Jr. Trust, Nancy Jane Black Marcil & Mary Margaret Black Lewis, trustees, 39.4%; John D. Paulson, secy., 14.9%; William C. Lontz, treas., 7.6%; N. D. Black estate (Margaret B. Forman, trustee), 22.4%; Donald D. Lontz, 7.6%; four others, none holding more than 2%. Forum owns KSFY-TV, Sioux Falls; KABC-TV, Aberdeen; KPRY-TV, Pierre, all SD. WDAY Inc. owns KMMJ(AM), Grand Island, NE.

**Began Operation:** June 1, 1953. Sale of 55.56% control to **Fargo Forum** by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (**Television Digest**, Vol. 16:31).

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

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

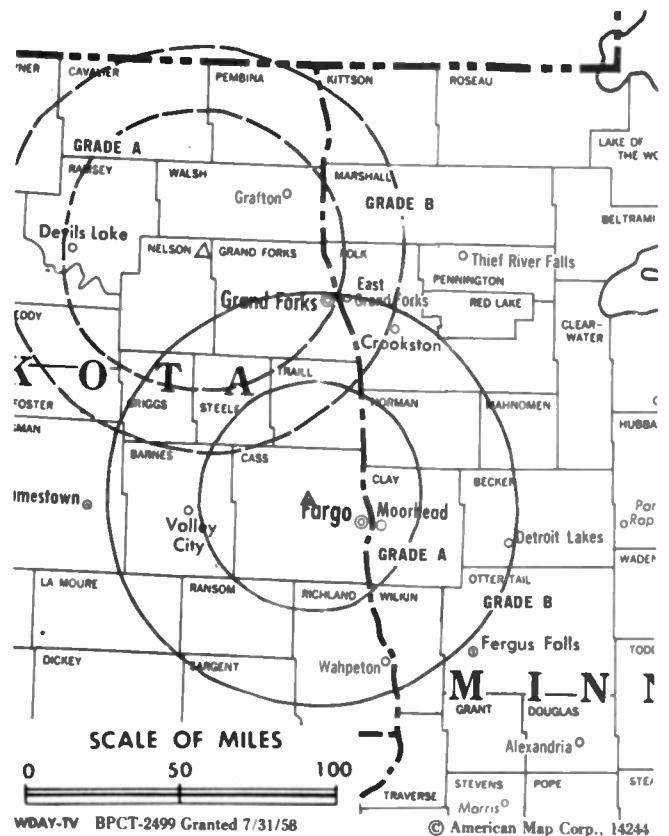
- WILLIAM C. MARCIL, president.
- S. D. RASMUSSEN, general manager.
- COLE CARLEY, sales manager.
- BOB PROWSE, promotion & merchandising manager.
- NORM SCHRADER, news director.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$1700.

**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>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Grant	2,700	2,700	100
	Mahnomen	1,800	1,800	100
	Norman	3,400	3,300	97
	Otter Tail	19,800	19,400	98
	Red Lake	1,900	1,900	100
	Wilkin	2,900	2,900	100
<b>NORTH DAKOTA</b>	Barnes	5,300	5,200	99
	Cass	36,300	36,000	99
	Dickey	2,500	2,400	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Ransom	2,400	2,400	100
	Richland	6,800	6,700	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,300	9,200	99
	Trail	3,600	3,600	100

<b>MINNESOTA</b>				
<b>Between 25-49%</b>	Douglas	11,200	11,000	98
	Polk	12,900	12,700	98
	Pope	4,600	4,500	98
	Traverse	1,900	1,900	100
<b>NORTH DAKOTA</b>				
	Foster	1,600	1,600	100
<b>SOUTH DAKOTA</b>				
	Roberts	3,800	3,700	97

<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Hubbard	5,700	5,400	95
	Kittson	2,500	2,400	96
	Marshall	4,500	4,400	98
	Pennington	6,000	5,800	97
	Roseau	4,700	4,400	94
	Stevens	3,900	3,800	97
	Todd	9,200	8,900	97
<b>NORTH DAKOTA</b>				
	Burleigh	22,100	21,800	99
	Eddy	1,400	1,400	100
	Grand Forks	23,600	23,400	99
	McLean	4,700	4,600	98
	Morton	9,600	9,400	98

(Continued on page 710)

<b>Station Totals</b>	<b>292,100</b>	<b>287,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>147,400</b>
<b>Average Daily Circulation (1984)</b>			<b>94,900</b>

# North Dakota—Minot

**KMOT**

Ch. 10

(Satellite of KFYP-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Broadcasting Co., Broadway at Fourth, Bismarck, ND 58501.

**Studio:** Southdale, Minot, ND.

**Telephone:** 701-852-4101.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"  
Longitude 101° 19' 05"

**Transmitter:** Southdale, Minot, ND.

**News Service:** AP.

**Ownership:** See KFYP-TV, Bismarck, ND.

**Began Operation:** Jan. 20, 1958.

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

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

**Personnel:**

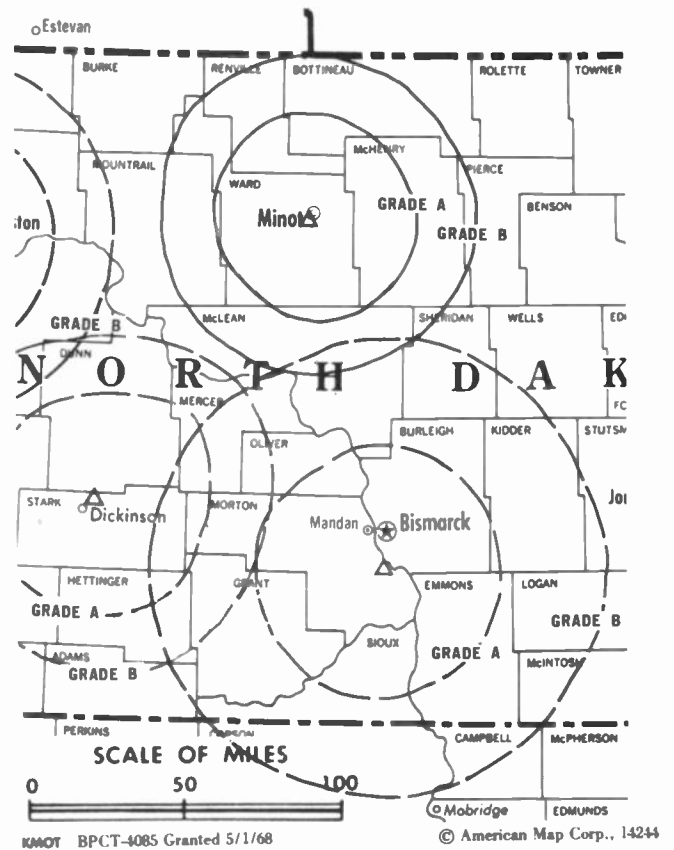
- WILLIAM EKBERG, president (Bismarck).
- JERRY HEGEL, general sales manager (Bismarck).
- DAVE STUART, director, national sales (Bismarck).
- RAMON SWENSON, station manager.
- RAY ROBERTS, chief engineer.

**Rates:** Sold in combination with KFYP-TV, Bismarck, ND.

**NETWORK BASE HOURLY RATE:** \$147.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH DAKOTA</b>				
	Benson	2,500	2,400	96
	Bottineau	3,300	3,200	97
	Mc Henry	2,800	2,800	100
	Mountrail	2,800	2,800	100
	Pierce	2,100	2,100	100
	Renville	1,300	1,300	100
	Rolette	3,700	3,500	95
	Ward	21,000	20,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
<b>Between 25-49%</b>				
	Burke	1,500	1,500	100
	Mc Lean	4,700	4,600	98
	Sheridan	1,000	1,000	100
	Wells	2,600	2,600	100
<b>NORTH DAKOTA</b>				
<b>Between 5-24%</b>				
	Foster	1,600	1,600	100
	Mercer	4,000	3,900	97
<b>Station Totals</b>		<b>54,900</b>	<b>54,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>39,700</b>
<b>Average Daily Circulation (1984)</b>				<b>27,900</b>

For Explanation of Arbitron Data, see page 14

## TV - Radio - CATV - Newspaper

# Robert W. Rounsaville & Associates

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ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426 /1-800-328-3500

# North Dakota—Minot

## KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck & KXMD-TV, Williston, ND)

**Network Service:** ABC, CBS.

**Licensee:** KXMC-TV Inc., KXMC Bldg., Minot, ND 58701.

**Studio:** KXMC Building, Minot, ND 58701.

**Telephone:** 701-852-2104. **TWX:** 910-675-2496.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"  
Longitude 101° 20' 29"

Holds CP for change to 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

**Transmitter:** 11.5-mi. S of Minot.

**AM Affiliate:** KCJB, 5-kw, 910 kHz.

**FM Affiliate:** KCJB-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

**News Service:** AP.

**Satellite Earth Stations:** In operation.

**Ownership:** Chester Reiten & family. They also own KXMD-TV, Williston; KXMB-TV, Bismarck & KCJB-AM-FM, Minot.

**Began Operation:** April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

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

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

### Personnel:

CHESTER REITEN, president.  
HENRY BEUCHLER, general manager.  
ROD ROMINE, program director.  
DUANE AASE, chief engineer.

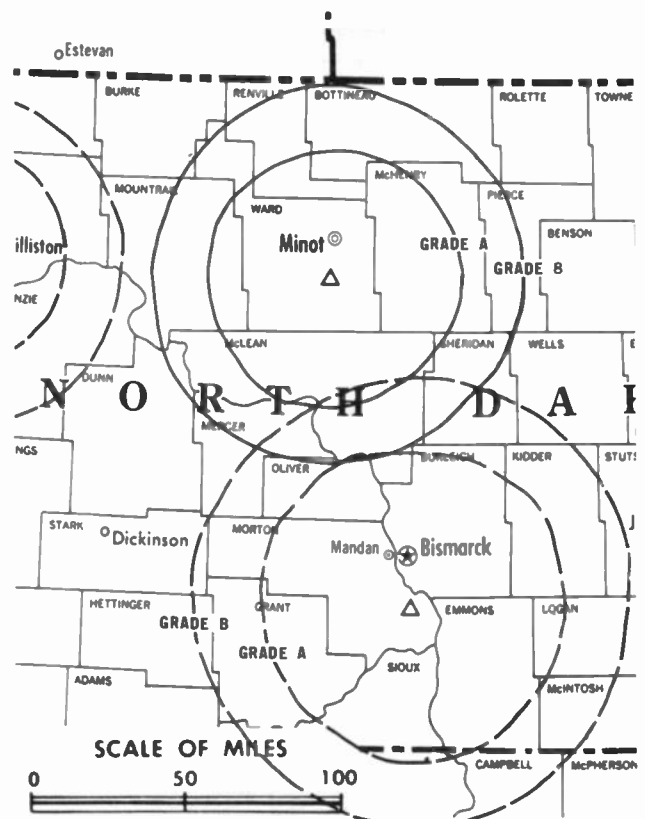
**Highest 30 Sec. Rate** (July 10, 1984): \$500.

**Rates:** Sold in combination with KXMB-TV, Bismarck; KXMD-TV, Williston & KNDX, Dickinson.

**NETWORK BASE HOURLY RATE:** \$298.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>NORTH DAKOTA</b>			
	Bottineau	3,300	3,200	97
	Mc Henry	2,800	2,800	100
	Mc Lean	4,700	4,600	98
	Mountrail	2,800	2,800	100



KXMC-TV BPCT-830628KF Granted 9/21/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pierce	2,100	2,100	100
	Renville	1,300	1,300	100
	Rolette	3,700	3,500	95
	Towner	1,500	1,500	100
	Ward	21,000	20,700	99
Between 25-49%	<b>NORTH DAKOTA</b>			
	Benson	2,500	2,400	96
	Burke	1,500	1,500	100
	Mercer	4,000	3,900	97
	Sheridan	1,000	1,000	100
Wells	2,600	2,600	100	
Between 5-24%	<b>MONTANA</b>			
	Roosevelt	3,500	3,400	97
	<b>NORTH DAKOTA</b>			
Kidder	1,400	1,400	100	
Mc Kenzie	2,700	2,700	100	
Williams	9,200	9,100	99	
<b>Station Totals</b>		<b>71,600</b>	<b>70,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>43,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>30,700</b>	

# North Dakota—Valley City-Fargo

## KXJB-TV

Ch. 4

**Licensee:** North American Communication Corp., Box 2926, Fargo, ND 58108.

**Studio:** 4302 13th Ave. S, Fargo, ND 58103.

**Telephone:** 701-282-0444, Fargo. **TWX:** 910-673-8307.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"  
Longitude 97° 20' 18"

**Transmitter:** 3-mi. E of Galesburg, ND.

**News Services:** AP, UPI.

**Network Service:** CBS.

**Ownership:** See KCMT(TV), Alexandria, MN.

**Began Operation:** July 12, 1954. Sale to present owner approved by FCC Nov. 30, 1978.

**Represented (sales):** Avery-Knodel Inc.; The Hurley Co. (Minneapolis).

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

### Personnel:

TOM BARNES JR., president & general manager.  
PAUL WICKRE, general sales manager.  
ARVID SONSTELIE, chief engineer.

**Highest 30 Sec. Rate (Nov. 1983):** \$500.

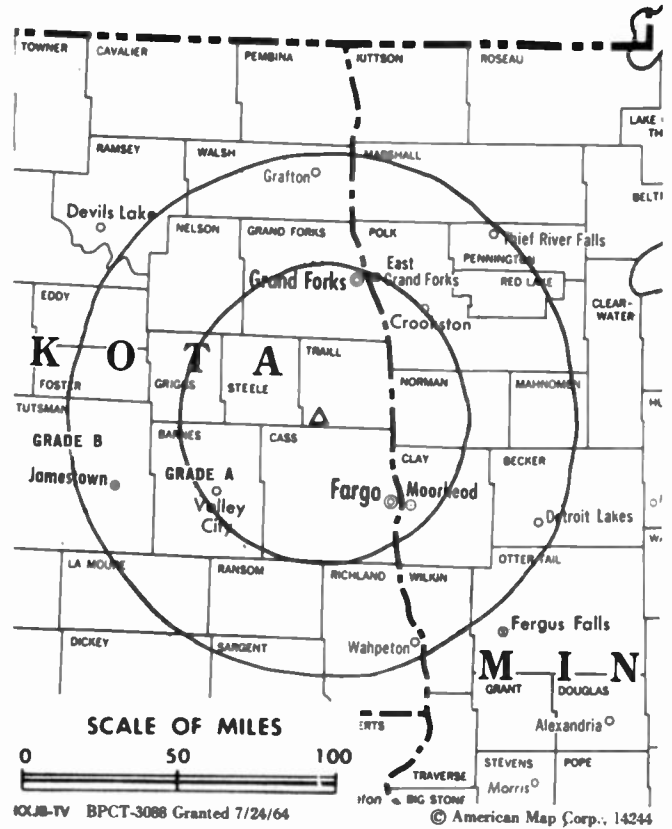
**NETWORK BASE HOURLY RATE:** \$537.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 403,000

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>MINNESOTA</b>			
	Becker	11,100	10,900	98
	Clay	17,400	17,300	99
	Clearwater	3,100	3,000	97
	Kittson	2,500	2,400	96
	Mahnomen	1,800	1,800	100
	Marshall	4,500	4,400	98
	Norman	3,400	3,300	97
	Otter Tail	19,800	19,400	98
	Pennington	6,000	5,800	97
	Polk	12,900	12,700	98
	Red Lake	1,900	1,900	100
	Roseau	4,700	4,400	94
	Wilkin	2,900	2,900	100
	<b>NORTH DAKOTA</b>			
	Barnes	5,300	5,200	99
	Benson	2,500	2,400	96
	Cass	36,300	36,000	99
	Dickey	2,500	2,400	96
	Eddy	1,400	1,400	100
	Foster	1,600	1,600	100
Grand Forks	23,600	23,400	99	
Griggs	1,400	1,400	100	
La Moure	2,300	2,300	100	
Nelson	2,000	2,000	100	
Pembina	3,900	3,800	97	
Ramsey	4,900	4,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ransom	2,400	2,400	100
	Richland	6,800	6,700	99
	Sargent	2,000	2,000	100
	Steele	1,100	1,100	100
	Stutsman	9,300	9,200	99
	Trails	3,600	3,600	100
	Walsh	5,600	5,500	98
	Wells	2,600	2,600	100
	<b>MINNESOTA</b>			
	Traverse	1,900	1,900	100
<b>NORTH DAKOTA</b>				
Towner	1,500	1,500	100	
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Grant	2,700	2,700	100
	Koochiching	6,300	6,100	97
	Lake Of The Woods	1,400	1,300	93
	<b>NORTH DAKOTA</b>			
	Cavalier	2,700	2,600	96
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Pierce	2,100	2,100	100
Rolette	3,700	3,500	95	
<b>SOUTH DAKOTA</b>				
Marshall	2,000	1,900	95	
Roberts	3,800	3,700	97	
Walworth	2,600	2,500	96	
<b>Station Totals</b>		<b>249,300</b>	<b>245,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>183,700</b>
<b>Average Daily Circulation (1984)</b>				<b>118,500</b>



# North Dakota—Williston

## KUMV-TV

Ch. 8

(Satellite of KFYZ-TV, Bismarck, ND)

**Network Service:** NBC.

**Licensee:** Meyer Bcstg. Co., Broadway at Fourth, Bismarck, ND 58501.

**Studio:** 602 Main, Box 1287, Williston.

**Telephone:** 701-572-4676, Williston.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

**Transmitter:** U.S. Rte. 2, 10-mi. W of Williston.

**News Service:** AP.

**Ownership:** Same as KFYZ-TV.

**Began Operation:** Feb. 11, 1957.

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

**Personnel:**

- WILLIAM EKBERG, president (Bismarck).
- JERRY HEGEL, general sales manager (Bismarck).
- DAVE STUART, director, national sales (Bismarck).
- ROGER RIEN, station manager & program director.
- GENE MONDAY, chief engineer.

**Rates:** Sold in combination with KFYZ-TV, Bismarck, ND.

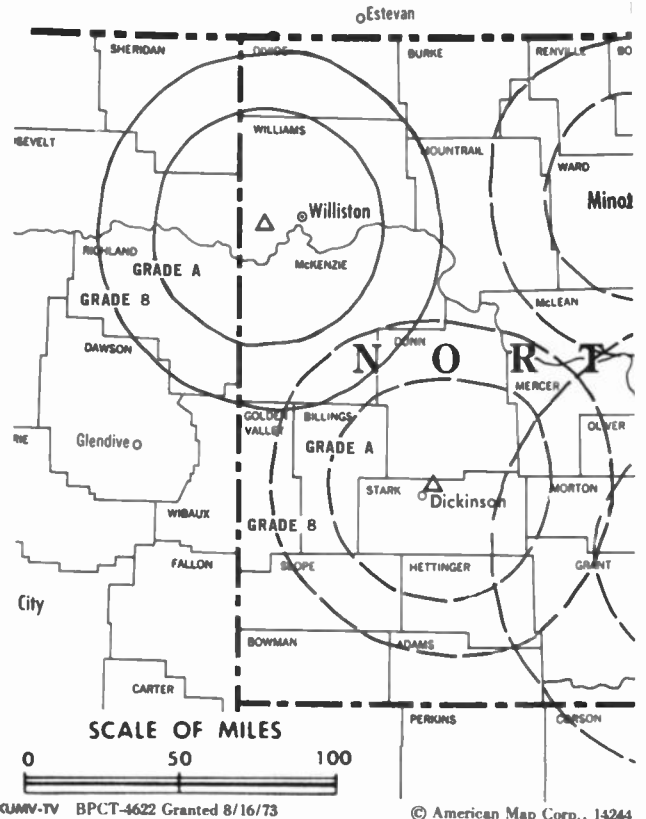
**NETWORK BASE HOURLY RATE:** \$163.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 297,000

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>MONTANA</b>			
	Daniels	1,000	1,000	100
	Dawson	4,600	4,400	96
	Mc Cone	900	900	100
	Richland	4,900	4,700	96
	Roosevelt	3,500	3,400	97
	Sheridan	2,000	1,900	95
50% & Over	<b>NORTH DAKOTA</b>			
	Divide	1,300	1,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Kenzie	2,700	2,700	100
	Williams	9,200	9,100	99
Between 25-49%	<b>MONTANA</b>			
	Valley	3,700	3,500	95
	Wibaux	500	500	100
Between 25-49%	<b>NORTH DAKOTA</b>			
	Burke	1,500	1,500	100
Between 5-24%	<b>NORTH DAKOTA</b>			
	Billings	400	400	100
	Dunn	1,600	1,600	100
	Mountrail	2,800	2,800	100
<b>Station Totals</b>		<b>40,600</b>	<b>39,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>31,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>23,400</b>	

# North Dakota—Williston

## KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

**Network Service:** CBS, ABC.

**Licensee:** KXMC-TV Inc., KXMC-TV Bldg., Minot, ND 58704.

**Studio:** See KXMC-TV, Minot.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"  
Longitude 103° 53' 24"

**Transmitter:** 11-mi. W of Williston on U.S. 2.

**News Service:** AP.

**Ownership:** See KXMC-TV, Minot.

**Began Operation:** Oct. 25, 1969.

**Represented (sales):** Katz Television; The Hurley Co. (regional).

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

**Personnel:**

JOHN BLAKE, station manager.

JAMES SORTLAND, chief engineer.

**Rates:** Sold in combination with KXMC-TV, Minot.

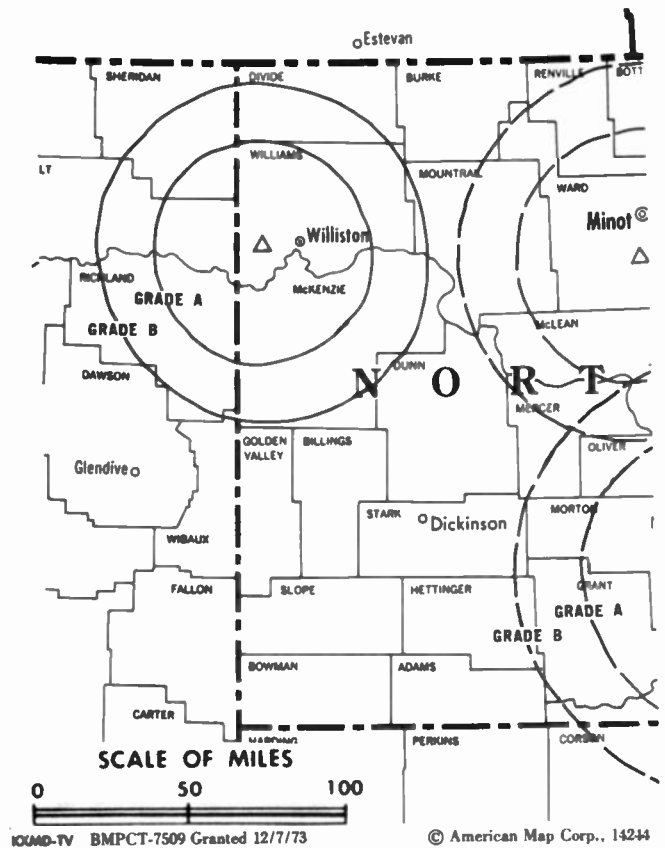
**NETWORK BASE HOURLY RATE:** \$75.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 260,000

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>MONTANA</b>			
	Daniels	1,000	1,000	100
	Richland	4,900	4,700	96
	Roosevelt	3,500	3,400	97
	Sheridan	2,000	1,900	95
<b>NORTH DAKOTA</b>	Divide	1,300	1,300	100
	Mc Kenzie	2,700	2,700	100
	Williams	9,200	9,100	99
	<b>MONTANA</b>			
<b>Between 25-49%</b>	Mc Cone	900	900	100



KXMD-TV BMPCT-7509 Granted 12/7/73

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Valley	3,700	3,500	95
	Wibaux	500	500	100
	<b>NORTH DAKOTA</b>			
	Burke	1,500	1,500	100
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Carter	600	600	100
	Dawson	4,600	4,400	96
	<b>NORTH DAKOTA</b>			
	Mountrail	2,800	2,800	100
	Oliver	800	800	100
<b>Station Totals</b>		<b>40,000</b>	<b>39,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>23,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>14,700</b>	

## North Dakota

### **KTHI-TV, Fargo-Grand Forks** (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA—(Continued)</b>				
<b>Between 5-24%</b>	Oliver	800	800	100
	Pierce	2,100	2,100	100
	Renville	1,300	1,300	100
	Rolette	3,700	3,500	95
	Stark	8,900	8,800	99
	Wells	2,600	2,600	100
<b>SOUTH DAKOTA</b>				
	Marshall	2,000	1,900	95

### **WDAY-TV, Fargo** (Arbitron Data Continued)

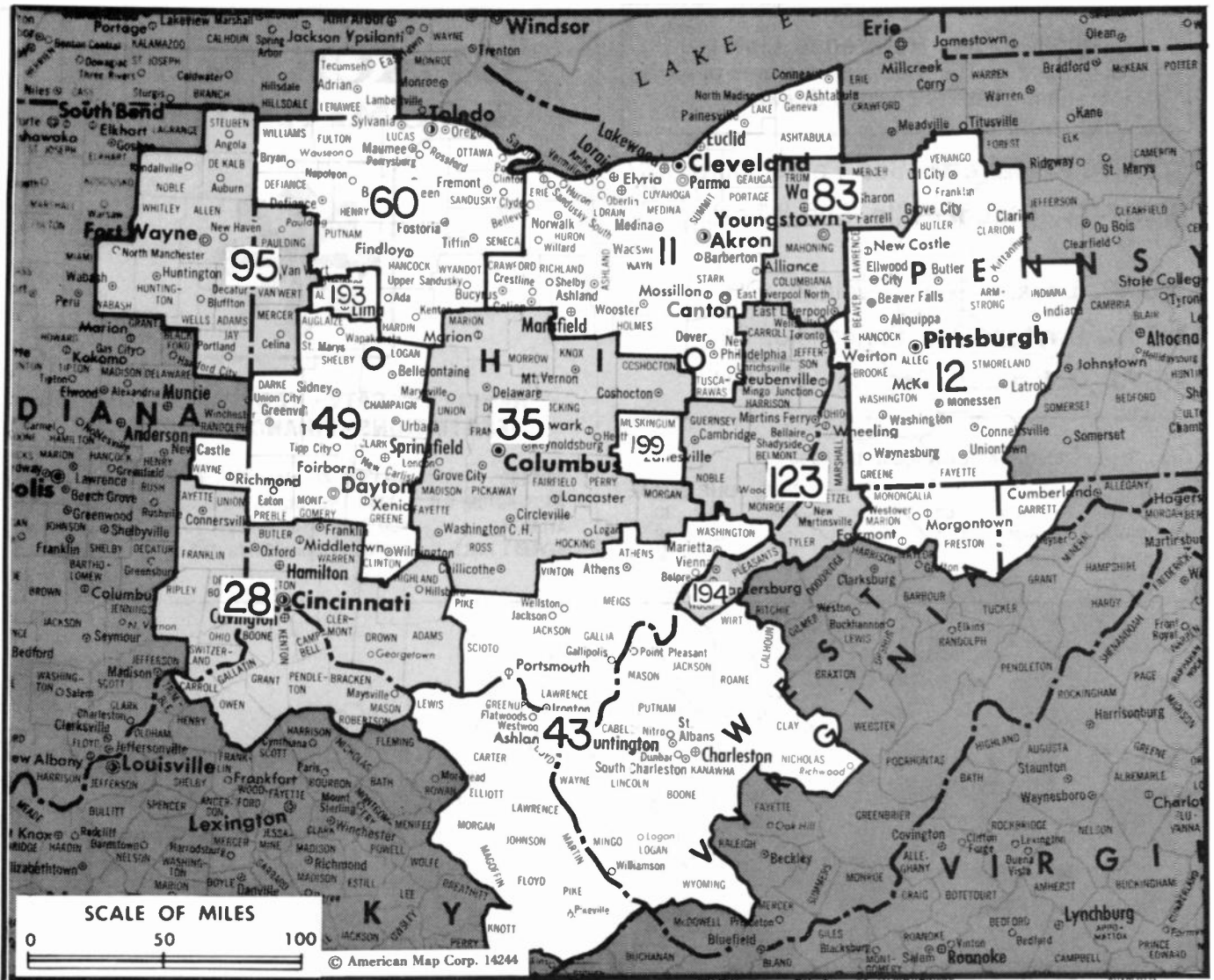
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA—(Continued)</b>				
<b>Between 5-24%</b>	Nelson	2,000	2,000	100
	Stark	8,900	8,800	99
	Walsh	5,600	5,500	98
	Wells	2,600	2,600	100
<b>SOUTH DAKOTA</b>				
	Marshall	2,000	1,900	95

For Explanation of Arbitron Data, see page 14

Television Digest Action Updates—CATV, TV, Radio—

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH.....	1,391,400	11	WAKR-TV (23), WCLQ-TV (61), WDLI (17), WEWS (5), WJKW-TV (8), WKYC-TV (3), WOAC (67), WUAD (43)
Pittsburgh, PA.....	1,175,200	12	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH.....	692,800	28	WBTV (64), WCPO-TV (9), WKRC-TV (12), WLWT (5), WXIX-TV (19)
Columbus, OH.....	592,800	35	WBNS-TV (10), WCMH-TV (4), WSFJ (52), WTTE (28), WTVN-TV (6)
Charleston-Huntington, WV.....	528,400	43	WCHS-TV (8), WOVK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (23)
Dayton, OH.....	475,500	49	WDTN (2), WHIO-TV (7), WKEF (22), WKOL (43), WTJC (26)
Toledo, OH.....	403,800	60	WDHO-TV (24), WTOL-TV (11), WTVG (13)
Youngstown, OH.....	274,700	83	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN.....	231,600	95	WANE-TV (15), WBKZ (63), WFFT-TV (55), WKJG-TV (33), WPTA (21)
Wheeling, WV-Steubenville, OH.....	164,400	123	WTOV-TV (9), WTRF-TV (7)
Lima, OH.....	39,600	193	WLIO (35), WTLW (44)
Parkersburg, WV.....	37,400	194	WTAP-TV (15)
Zanesville, OH.....	30,300	199	WHIZ-TV (18)

## Ohio

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

**WTAP-TV, Marietta**--See Parkersburg, WV

**WTRF-TV, Steubenville**--See Wheeling,  
WV

**WUAB, Lorain**--See Cleveland, OH

**WTJC, Dayton**--See Springfield, OH

**WSFJ, Columbus**--See Newark, OH

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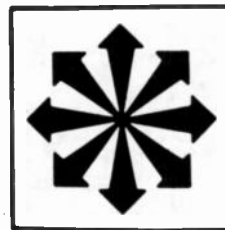
**Ohio Station Status as of August 15, 1984**

	<b>VHF</b>	<b>UHF</b>	<b>TOTAL</b>
Commercial Television Stations	14	19	33
Educational Television Stations	0	12	<u>12</u>
			45

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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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# Ohio—Akron

## WAKR-TV

Ch. 23

**Network Service:** ABC.

**Licensee:** Summit Radio Corp., Box 1590, Akron 44309.

**Studio:** Radio-Television Center of Akron, 853 Copley Rd., Akron, OH 44320.

**Telephone:** 216-535-7831.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"

Requests CP for change to 698-kw max. & 582-kw horizontal visual, 66.9-kw max. aural, 678-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level.

**Transmitter:** Dreisbach Dr.

**AM Affiliate:** WAKR, 5-kw, 1590 kHz.

**FM Affiliate:** WAEZ, 50-kw, 97.5 MHz (No. 248), 500-ft.

**News Services:** ABC, UPI.

**Satellite Earth Stations:** In operation, 5-meter & 3-meter.

**Ownership:** Roger G. Berk, pres.; James L. Berk, v.p.; Phyllis V. Simms, secy.; Edward F. Devine, v.p.-treas. Summit Radio owns WAKR & WAEZ (FM), Akron, OH. Summit Radio subsidiaries own WONE & WTUE (FM), Dayton, OH; KBOX & KMEZ (FM), Dallas, TX. & KLZ & KAZY (FM), Denver, CO.

**Began Operation:** June 7, 1953.

**Represented (sales):** Spot Time Ltd.

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

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

**Personnel:**

- ROGER G. BERK, president.
- ROBERT I. BOSTIAN, vice president & general manager.
- CHIP FOX, sales manager.
- LARRY STATES, news director.
- WILLIAM J. O'NEIL JR., program director.
- DENNIS LEBEC, production director.

**Highest 30 Sec. Rate:** \$450.

**NETWORK BASE HOURLY RATE:** \$197.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 25-49%	Carroll	9,000	8,900	99
	Guernsey	15,900	15,500	97
	Holmes	8,700	8,200	94
	Stark	138,800	137,100	99



WAKR-TV Doc.-16538 Granted 3/17/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Summit	192,300	190,300	99
	Tuscarawas	32,400	31,700	98
	Wayne	34,400	33,500	97
<b>OHIO</b>				
Between 5-24%	Ashland	16,500	16,300	99
	Belmont	31,400	30,900	98
	Columbiana	41,300	40,700	99
	Coshocton	13,400	13,000	97
	Cuyahoga	558,600	552,000	99
	Erie	29,100	28,700	99
	Geauga	24,700	24,300	98
	Harrison	6,600	6,500	98
	Huron	19,800	19,500	98
	Lorain	95,800	94,800	99
	Mahoning	103,800	102,700	99
	Medina	40,400	39,900	99
	Noble	4,300	4,100	95
	Portage	47,100	46,600	99
	Trumbull	88,000	87,000	99
<b>Station Totals</b>		<b>1,552,300</b>	<b>1,532,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>256,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>90,200</b>	

# Ohio—Canton

## WDLI

Ch. 17

**Network Service:** None, independent.

**Licensee:** David Livingstone Missionary Foundation Inc., 2300 Riverside Dr., Tulsa, OK 74114.

**Studio:** 6600 Atlantic Blvd., Louisville, OH 44641.

**Telephone:** 216-875-5542.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"  
Longitude 81° 16' 37"

**Transmitter:** U.S. Rte. 62, Cal. Ave. & Reno Rd., Louisville, O.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter.

**Ownership:** Non-stock corp. Lonnie R. Rex, pres.; Royce Rex, executive director.

**Began Operation:** Jan. 1, 1967. Sale to present owner by PTL approved by FCC Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977. (*Television Digest*, Vol. 17:35, 37).

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

**Represented (engineering):** D. W. Sargent.

**Personnel:**

R. DENNIS HAZEN, general manager & program director.  
SHARON HENDERSON, business manager.  
MICHAEL A. TONGES, chief engineer.

**Highest 30 Sec. Rate** (June, 1984): \$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>OHIO</b>				
Between 5-24%	Carroll	9,000	8,900	99
	Harrison	6,600	6,500	98
	Stark	138,800	137,100	99
	Tuscarawas	32,400	31,700	98
	Wayne	34,400	33,500	97
<b>Station Totals</b>		<b>221,200</b>	<b>217,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>35,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>11,600</b>	



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# Ohio—Canton

## WOAC

Ch. 67

**Network Service:** None, independent.

**Licensee:** Canton 67, a Partnership, Suite 620, Osborne Office Center, Chattanooga, TN 37411.

**Studio:** 4867 Fulton Rd. NW, Canton, OH 44718.

**Telephone:** 216-492-5267.

**Technical Facilities:** Channel No. 67 (788-794 MHz). Authorized power: 1429-kw visual, 142.9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, 1405-ft. above sea level.

Latitude 40° 50' 49"

Longitude 81° 26' 23"

**Transmitter:** 4867 Fulton Dr., Jackson Twp., near Canton.

**News Service:** AP.

**Satellite Earth Station:** Microdyne, 3.5-meter; Comtech & Harris receivers.

**Ownership:** Morton J. Kent, gen. partner, 33%; Media Central Inc., gen. partner, 22%; David R. Vaughan, gen. partner, 1%; 22 limited partners, 44%. MCI ownership: Morton J. Kent, pres-treas., 55%; Donald B. Kent, secy; Doctor R. Crants Jr., 15%; David R. Vaughn & Forrest L. Preston, 7.5% each; John F. McMullen, 5%. Crants & Dixon have interest in LPTV applications. For other Media Central interests, see Group Ownership of TV Stations.

**Began Operation:** March 1, 1982.

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

**Represented (legal):** Sidley & Austin.

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

### Personnel:

JACK KLINE, general manager.  
SCOTT DAVIS, news director.  
BRIAN JOHNSON, production manager.  
TIM SPINDER, sales manager.  
DAN BOROWICZ, chief engineer.

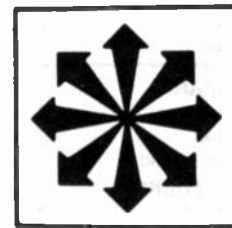
**Highest 30 Sec. Rate** (Aug. 1, 1984): \$150.

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	%
Between 25-49%	<b>OHIO</b>			
	Stark	138,800	137,100	99
Between 5-24%	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Holmes	8,700	8,200	94
	Summit	192,300	190,300	99
	Wayne	34,400	33,500	97
<b>Station Totals</b>		<b>383,200</b>	<b>378,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>96,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>26,900</b>	



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# Ohio—Cincinnati

## WBTI

Ch. 64

**Network Service:** None, independent.

**Licensee:** HEN Inc., 5179 Fishwick Drive, Cincinnati, OH 45216.

**Studio:** 5177 Fishwick Dr., Cincinnati, OH 45216.

**Telephone:** 513-641-4400.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

**Transmitter:** 2222 Chickasaw St., Cincinnati.

**News Service:** AP.

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

**Ownership:** HEN Inc.: United Cable Television Inc., 80%; Buford Television Inc., 20%. Officers: Gene W. Schneider, chmn.-v.p.; Joseph R. Bruning & Paul E. Beckelheimer, v.p.s.; Kay A. Gatz, secy.; William E. Elsner, treas. United is a multiple cable system operator. BTI ownership: See KLTW(TV), Tyler, TX.

**Began Operation:** Jan. 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to present owner by Buford TV Inc. approved by FCC Dec. 28, 1982.

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

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

**Personnel:**

STEPHEN J. KENT, vice president & general manager.  
PAT FOLEY, chief engineer.  
GREG CURVALL, business manager.

**Highest 30 Sec. Rate:** \$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>INDIANA</b>			
	Dearborn	12,300	12,100	98
	Ohio	2,000	2,000	100
	Switzerland	2,800	2,700	96
	<b>KENTUCKY</b>			
	Campbell	28,600	28,500	100
	Gallatin	1,900	1,900	100
	Grant	4,800	4,700	99
	Nicholas	2,700	2,700	100
	Robertson	800	800	100



WBTI BMPCT-790328LD Granted 6/29/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
Between 5-24%	Clermont	48,000	47,400	99
	Preble	13,800	13,600	99
	Warren	34,600	34,200	99
<b>Station Totals</b>		<b>152,300</b>	<b>150,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>25,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>9,700</b>	

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# Ohio—Cincinnati

## WCPO-TV

Ch. 9

**Network Service:** CBS.

**Licensee:** Scripps-Howard Broadcasting Co., 500 Central Ave. 45202.

**Studio:** 500 Central Ave., Cincinnati, OH 45202.

**Telephone:** 513-721-9900. **TWX:** 810-461-2690.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

**Transmitter:** 2345 Symmes St.

**News Services:** CBS, CNN, Group W Newsfeed; NIWS; UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Harris, 3-meter.

**Ownership:** Scripps-Howard Broadcasting Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 26, 1949.

**Represented (sales):** Blair Television; Paul Mulvihill Ltd. (Canada).

### Personnel:

- ROBERT R. REGALBUTO, vice president & general manager.
- AL SCHOTTELKOTTE, senior vice president & station director.
- CLINT PACE, general sales manager.
- J. B. CHASE, national sales manager.
- C. NORMAN (RICK) REEVES, director of operations.
- CHARLES MUNRO, news director.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- BURNIE WAYNER, chief engineer.
- ROBBIN HOLLIDAY, business manager.

**Highest 30 Sec. Rate** (Sept. 25, 1983): \$2400.

**NETWORK BASE HOURLY RATE:** \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Dearborn	12,300	12,100	98
	Fayette	10,200	10,000	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Switzerland	2,800	2,700	96
	<b>KENTUCKY</b>			
	Boone	17,100	17,000	99
	Bracken	2,700	2,700	100
Campbell	28,600	28,500	100	
Carroll	3,400	3,400	100	
Fleming	4,700	4,600	98	
Gallatin	1,900	1,900	100	
Grant	4,800	4,700	99	
Harrison	5,500	5,400	98	
Kenton	50,100	49,900	100	
Mason	6,500	6,400	98	
Owen	3,500	3,400	99	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,800	8,400	95	
Brown	11,500	11,200	97	
Butler	94,400	93,200	99	
Clermont	48,000	47,400	99	
Clinton	13,000	12,800	98	
Hamilton	326,200	321,300	98	



WCPO-TV BPCT-6555 Granted 7/18/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Highland	12,800	12,500	98
	Warren	34,600	34,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	11,100	10,900	98
	Union	2,400	2,300	96
Wayne	27,900	27,400	98	
<b>KENTUCKY</b>	Bourbon	7,100	7,000	99
	Lewis	5,100	5,000	98
	Nicholas	2,700	2,700	100
	Rowan	6,300	6,200	98
<b>OHIO</b>	Greene	45,500	45,000	99
	Miami	33,300	32,900	99
	Montgomery	216,500	214,300	99
	Preble	13,800	13,600	99
	<b>Between 5-24%</b>	<b>INDIANA</b>		
Decatur		8,300	8,100	98
Randolph		10,900	10,700	98
Rush	6,700	6,600	99	
<b>KENTUCKY</b>	Bath	3,800	3,700	97
	Clark	10,600	10,500	99
	Estill	5,200	5,000	97
	Henry	4,800	4,700	98
	Montgomery	7,700	7,500	97
	Powell	3,800	3,700	97
	Scott	7,800	7,700	99
	Trimble	2,300	2,300	100
<b>OHIO</b>	Clark	54,300	53,700	99
	Darke	20,000	19,700	98
	Fayette	10,000	9,800	98
	Scioto	30,800	30,100	98
	Shelby	15,300	15,100	99
<b>Station Totals</b>		<b>1,299,100</b>	<b>1,281,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>775,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>443,000</b>	

# Ohio—Cincinnati

## WKRC-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., 1906 Highland Ave. 45219.

**Studio:** 1906 Highland Ave., Cincinnati, OH 45219.

**Telephone:** 513-651-1200. **TWX:** 513-577-1617.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 303-kw visual, 30.3-kw aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.4"  
Longitude 84° 30' 05.0"

**Transmitter:** 1906 Highland Ave.

**AM Affiliate:** WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

**FM Affiliate:** WKRC, 10-kw, 101.9 MHz (No. 270), 875-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris, 10-meter; Harris receivers.

**Ownership:** 28% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Charles S. Mechem Jr., chmn. of board; David S. Ingalls, vice chmn. of board; Dudley S. Taft, pres.; Ro Grignon, exec. v.p.; Earl Beall, L. D. Bolton II, Frederick H. von Stade, v.p.s; George E. Castrucci, v.p., finance; Charles D. Lindberg, secy. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 4, 1949.

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

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

**Personnel:**

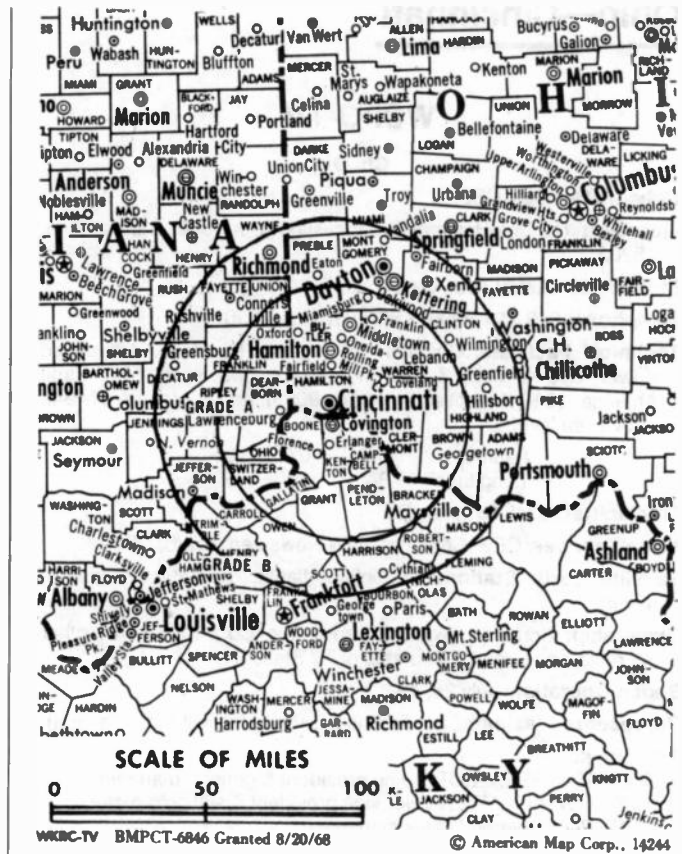
- ED HERBERT, vice president & general manager.
- JIM O'SHIELDS, general sales manager.
- LARRY HOLT, local sales manager.
- ANN BRYANT, program director.
- TERRY MILLER, business manager.
- CARL MOOREHEAD, chief engineer.
- DON NORTH, news director.
- JOHN HILL, film director.

**Highest 30 Sec. Rate (April 1, 1983):** \$2000.

**NETWORK BASE HOURLY RATE:** \$1900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Dearborn	12,300	12,100	98
	Fayette	10,200	10,000	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	17,100	17,000	99
	Bracken	2,700	2,700	100
	Campbell	28,600	28,500	100
	Carroll	3,400	3,400	100
	Fleming	4,700	4,600	98
Gallatin	1,900	1,900	100	
Grant	4,800	4,700	99	
Harrison	5,500	5,400	98	
Kenton	50,100	49,900	100	
Mason	6,500	6,400	98	
Owen	3,500	3,400	99	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,800	8,400	95	
Brown	11,500	11,200	97	
Butler	94,400	93,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clermont	48,000	47,400	99
	Clinton	13,000	12,800	98
	Hamilton	326,200	321,300	98
	Highland	12,800	12,500	98
	Preble	13,800	13,600	99
	Warren	34,600	34,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Jefferson	11,100	10,900	98
	Wayne	27,900	27,400	98
<b>KENTUCKY</b>	Bourbon	7,100	7,000	99
	Trimble	2,300	2,300	100
<b>OHIO</b>	Fayette	10,000	9,800	98
	Greene	45,500	45,000	99
	Miami	33,300	32,900	99
	Montgomery	216,500	214,300	99
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Jennings	7,900	7,700	97
	Randolph	10,900	10,700	98
	Rush	6,700	6,600	99
<b>KENTUCKY</b>	Clark	10,600	10,500	99
	Henry	4,800	4,700	98
	Lewis	5,100	5,000	98
	Montgomery	7,700	7,500	97
	Nicholas	2,700	2,700	100
	Scott	7,800	7,700	99
<b>OHIO</b>	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Darke	20,000	19,700	98
	Ross	23,100	22,600	98
	Shelby	15,300	15,100	99
<b>Station Totals</b>		<b>1,292,800</b>	<b>1,275,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>814,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>485,100</b>	

For Arbitron Market Rankings, see page 1

# Ohio—Cincinnati

## WLWT

Ch. 5

**Network Service:** NBC.

**Licensee:** Multimedia of Ohio Inc., 140 W. 9th St. 45202.

**Studio:** 140 W. 9th St., Cincinnati, OH 45202.

**Telephone:** 513-352-5000. **TWX:** 810-461-2610.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.1"

Longitude 84° 31' 18.1"

**Transmitter:** 2222 Chickasaw St., Clifton Heights.

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

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

**Ownership:** Multimedia Inc., 100%. **Officers:** Wilson C. Wearn, chmn. of board & chief exec. officer; Walter E. Bartlett, pres. & chief operating officer. For other Multimedia interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (*Television Digest*, Vol. 15:24).

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

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

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

### Personnel:

TONY KIERNAN, vice president & general manager.

ROBERT KREIGHOFF, general sales manager.

NED PADDOCK, sales director.

TOM LaMARCHE, program director.

ROBERT M. YUNA, news director.

EDWIN DOOLEY, chief engineer.

TOM STOREY, film director.

MARTY IKER, marketing director.

FLORENCE PARKER, community services director.

**Highest 30 Sec. Rate:** \$3500.

**NETWORK BASE HOURLY RATE:** \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Dearborn	12,300	12,100	98
	Fayette	10,200	10,000	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	Wayne	27,900	27,400	98
	<b>KENTUCKY</b>			
	Boone	17,100	17,000	99
	Bracken	2,700	2,700	100
	Campbell	28,600	28,500	100
	Fleming	4,700	4,600	98
Gallatin	1,900	1,900	100	
Grant	4,800	4,700	99	
Harrison	5,500	5,400	98	
Kenton	50,100	49,900	100	
Lewis	5,100	5,000	98	
Mason	6,500	6,400	98	
Owen	3,500	3,400	99	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,800	8,400	95	
Brown	11,500	11,200	97	
Butler	94,400	93,200	99	
Clermont	48,000	47,400	99	



WLWT BPC-5024 Granted 6/17/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clinton	13,000	12,800	98
	Hamilton	326,200	321,300	98
	Highland	12,800	12,500	98
	Warren	34,600	34,200	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Carroll	3,400	3,400	100
	Trimble	2,300	2,300	100
<b>OHIO</b>	Preble	13,800	13,600	99
	Scioto	30,800	30,100	98
	<b>INDIANA</b>			
<b>Between 5-24%</b>	Decatur	8,300	8,100	98
	Henry	19,300	19,000	98
	Jefferson	11,100	10,900	98
	Jennings	7,900	7,700	97
	Randolph	10,900	10,700	98
	Rush	6,700	6,600	99
<b>KENTUCKY</b>	Bourbon	7,100	7,000	99
	Clark	10,600	10,500	99
	Elliott	2,500	2,500	100
	Henry	4,800	4,700	98
	Nicholas	2,700	2,700	100
	Rowan	6,300	6,200	98
	Scott	7,800	7,700	99
<b>OHIO</b>	Darke	20,000	19,700	98
	Fayette	10,000	9,800	98
	Greene	45,500	45,000	99
	Lawrence	23,500	23,000	98
	Miami	33,300	32,900	99
	Montgomery	216,500	214,300	99
<b>Station Totals</b>		<b>1,262,200</b>	<b>1,244,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>741,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>418,600</b>	

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

# Ohio—Cincinnati-Newport, Kentucky

## WXIX-TV

Ch. 19

**Network Service:** None, independent.

**Licensee:** Malrite of Cincinnati Inc.

**Studio:** 10490 Taconic Terrace, Cincinnati, OH 45215.

**Telephone:** 513-772-1919. **TWX:** 810-461-2439.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1900-kw max. & 925-kw horizontal visual, 287-kw max. & 140-kw horizontal aural. Antenna: 919-ft. above av. terrain, 1022-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 19"  
Longitude 84° 32' 52"

**Transmitter:** Bald Knob, 2400 Lehman Rd. near State Ave.

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

**News Service:** AP.

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

**Began Operation:** Aug. 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (*Television Digest*, Vol. 12:33). Sale to present owner by Metromedia approved Nov. 8, 1983 (Vol. 22:35).

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

**Represented (legal):** Shrinsky, Weitzman & Eisen.

**Personnel:**

- BILL JENKINS, vice president & general manager.
- LEE RUDNICK, general sales manager.
- DAVID SCHACKMANN, local sales manager.
- RON LASK, director of engineering.
- JAMES D. PARKER, chief engineer.
- BARBARA MANN, business manager.
- BRENDA CRADDOCK, traffic manager.
- PATRICE MOHN, promotion manager.
- JOHN BRON, production manager.
- RICK OLIVER, film director.
- JUDY RAINES, personnel administrator.

**Highest 30 Sec. Rate:** 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>			
	Dearborn	12,300	12,100	98
	Franklin	6,500	6,300	97
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Switzerland	2,800	2,700	96
	Union	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	17,100	17,000	99
	Campbell	28,600	28,500	100
	Franklin	17,100	17,000	99
	Gallatin	1,900	1,900	100
	Grant	4,800	4,700	99
	Kenton	50,100	49,900	100
Owen	3,500	3,400	99	
Pendleton	4,000	4,000	100	
Robertson	800	800	100	
<b>OHIO</b>				
Adams	8,800	8,400	95	
Brown	11,500	11,200	97	
Butler	94,400	93,200	99	
Clermont	48,000	47,400	99	
Hamilton	326,200	321,300	98	
Highland	12,800	12,500	98	
Preble	13,800	13,600	99	
Warren	34,600	34,200	99	



WXIX-TV BMPCT-6782 Granted 5/8/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Fayette	10,200	10,000	98
	Jefferson	11,100	10,900	98
	Wayne	27,900	27,400	98
	<b>KENTUCKY</b>			
	Bourbon	7,100	7,000	99
	Boyd	20,900	20,800	100
	Bracken	2,700	2,700	100
	Fleming	4,700	4,600	98
	Greenup	13,700	13,600	99
Harrison	5,500	5,400	98	
Mason	6,500	6,400	98	
Montgomery	7,700	7,500	97	
Trimble	2,300	2,300	100	
<b>OHIO</b>				
Auglaize	15,400	15,100	98	
Clinton	13,000	12,800	98	
Darke	20,000	19,700	98	
Greene	45,500	45,000	99	
Lawrence	23,500	23,000	98	
Miami	33,300	32,900	99	
Montgomery	216,500	214,300	99	
Scioto	30,800	30,100	98	
Shelby	15,300	15,100	99	
<b>WEST VIRGINIA</b>				
Kanawha	88,900	88,200	99	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Decatur	8,300	8,100	98
	Jackson	13,800	13,600	99
	Randolph	10,900	10,700	98
	Rush	6,700	6,600	99
	<b>KENTUCKY</b>			
	Carroll	3,400	3,400	100
	Clark	10,600	10,500	99
	Henry	4,800	4,700	98

(Continued on page 747)

<b>Station Totals</b>	<b>1,646,900</b>	<b>1,624,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>761,300</b>
<b>Average Daily Circulation (1984)</b>			<b>371,700</b>

# Ohio—Cleveland



**WCLQ-TV**

Ch. 61

**Network Service:** None, independent.

**Grantee:** Cleveland Associates Co., c/o Elmer Balaban, 190 N. State St., Chicago, IL 60601.

**Studio:** 2861 W. Ridgewood Drive, Parma, OH 44134.

**Telephone:** 216-524-6161. **TWX:** 810-427-2952.

**Mailing Address:** 6000 West Creek Road, Independence, OH 44131.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 2000-kw max. & 1450-kw horizontal visual, 200-kw max. & 145-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above ground, 2049-ft. above sea level.

Latitude 41° 23' 02"  
Longitude 81° 42' 06"

**Transmitter:** 2861 W. Ridgewood Drive, Parma, OH 44134.

**News Service:** CNN.

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

**Ownership:** Plains Television Corp., 58.75%; Froelich Corp. 6.66%; Friedland Corp., 2.66%; Theater Consulting Services, 14.16%; Shefco Enterprises, 9.66%; Hudsoncast Inc., 8.5%. See Group Ownership of TV Stations for Balaban Television Corp. ownership & interests. Friedland Corp.: Milton D. Friedland, pres.-treas., Robert W. Bray, v.p.-asst. treas., James L. Lahey, v.p.-secy., Alfred J. Petzke, v.p.-asst. secy., 25% each. Bray & Lahey have interest in Clearview Cable TV, Indiana cable system operator. Lahey has interest in Kingston CATV Inc., New York cable system operator. Froelich Corp.: Harold Froelich, 100%. Froelich is beneficial owner of 5% of WTVO, Rockford, IL Theater Consulting Services: Sarge S. Dubinsky, 35%; James A. Rodenberg & Arthur E. Lapin, 32.5% each, all gen. partners. Shefco Enterprises Inc.: Herbert Scheffel, pres., 100%; Stuart Scheffel, secy. Hudsoncast Inc.: James A. McKenna Jr., 100%. McKenna owns KQRS-AM-FM, Golden Valley, MN; WCMB(AM) & WSFM(FM), Harrisburg, PA & WWQM-AM-FM, Madison & Middleton, WI.

**Began Operation:** Jan. 13, 1981.

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

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

**Personnel:**

- GARY L. BRANDT, general manager.
- DENNIS THATCHER, general sales manager.
- AL EVANS, chief engineer.

**Highest 30 Sec. Rate (Aug. 3, 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	%
Between 25-49%	<b>OHIO</b>			
	Cuyahoga	558,600	552,000	99
	Geauga	24,700	24,300	98
	Huron	19,800	19,500	98



WCLQ-TV BMPCT-790907KF Granted 4/23/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Lake	76,200	75,700	99
	Lorain	95,800	94,800	99
	Medina	40,400	39,900	99
	Portage	47,100	46,600	99
	Summit	192,300	190,300	99
	Wayne	34,400	33,500	97
Between 5-24%	<b>OHIO</b>			
	Ashland	16,500	16,300	99
	Carroll	9,000	8,900	99
	Erie	29,100	28,700	99
	Holmes	8,700	8,200	94
	Stark	138,800	137,100	99
	Trumbull	88,000	87,000	99
<b>Station Totals</b>		<b>1,379,400</b>	<b>1,362,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>403,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>151,500</b>	

## TV Newspaper Radio CATV

**Robert W. Rounsaville & Associates**  
MEDIA BROKERS AND CONSULTANTS

P.O. BOX 11898 ATLANTA, GA (404) 261-3000 1-800-531-1500	P.O. BOX 2991 ORLANDO, FL (305) 423-9426 1-800-328-3500
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# Ohio—Cleveland

## WEWS

Ch. 5

**Network Service:** ABC.

**Licensee:** Scripps-Howard Broadcasting Co., 3001 Euclid Ave.

**Studio:** 3001 Euclid Ave., Cleveland, OH 44115.

**Telephone:** 216-431-5555. **TWX:** 810-421-8593.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

**Transmitter:** Parma, OH.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Transmit/receive, Satcom Technologies & Scientific Atlanta; 4.6-meter, 7-meter & 9.2-meter; Scientific-Atlanta receivers.

**Ownership:** Licensed to Scripps-Howard Broadcasting Co. the majority of stock is owned by The E. W. Scripps Co. For other Scripps-Howard interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 17, 1947.

**Represented (sales):** Blair Television; Paul Mulvihill Ltd. (Canada).

**Represented (legal):** Baker & Hostetler.

**Personnel:**

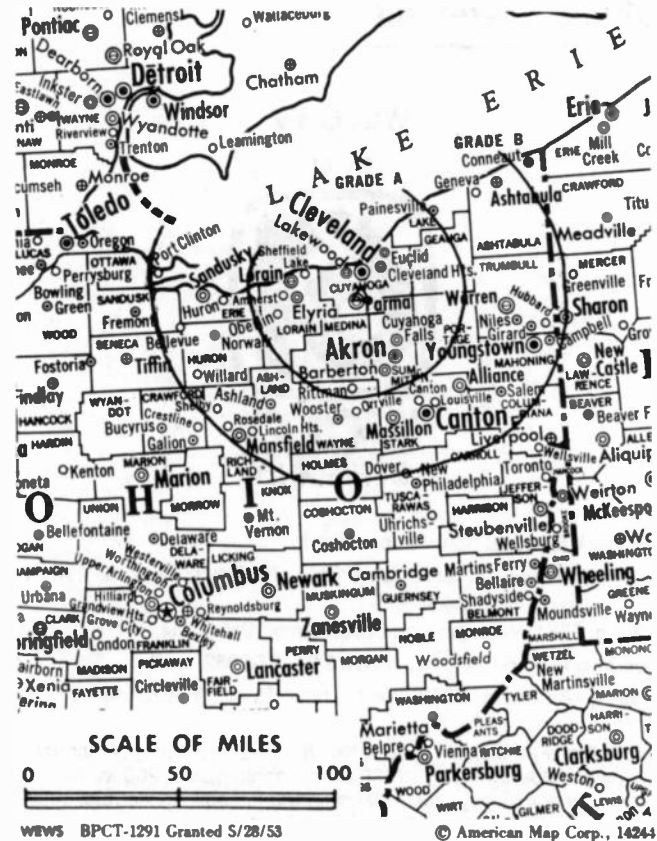
- DONALD L. PERRIS, president.
- EDWARD D. CERVENAK, vice president & general manager.
- DONALD G. WEBSTER, exec. assistant to general manager.
- JAY S. KEREKES, exec. assistant to general manager.
- WILLIAM J. DONAHUE, general sales manager.
- JANE L. SHERWIN, local sales manager.
- BYRON ELTON, national sales manager.
- GARY STARK, program director.
- ALAN BUSH, operations director.
- ALBERT A. VARGA, chief engineer.
- DICK TUININGA, news director.
- TOM POLK, director of advertising & promotion.
- FRED W. CORRIGAN, director of public relations & marketing.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$6000.

**NETWORK BASE HOURLY RATE:** \$3350.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,500	16,300	99
	Ashtabula	37,200	36,600	98
	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Crawford	18,300	18,000	98
	Cuyahoga	558,600	552,000	99
	Erie	29,100	28,700	99
	Geauga	24,700	24,300	98
	Holmes	8,700	8,200	94
	Huron	19,800	19,500	98
	Lake	76,200	75,700	99
Lorain	95,800	94,800	99	



WEWS BPCT-1291 Granted 5/28/53

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Medina	40,400	39,900	99
	Portage	47,100	46,600	99
	Richland	48,100	47,400	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99
	Tuscarawas	32,400	31,700	98
	Wayne	34,400	33,500	97
<b>OHIO</b>				
	<b>Between 25-49%</b>			
	Trumbull	88,000	87,000	99
<b>PENNSYLVANIA</b>				
	Crawford	32,500	31,700	98
<b>OHIO</b>				
	<b>Between 5-24%</b>			
	Columbiana	41,300	40,700	99
	Hancock	24,300	24,000	99
	Harrison	6,600	6,500	98
	Knox	16,900	16,600	98
	Mahoning	103,800	102,700	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
Wyandot	7,900	7,700	97	
<b>PENNSYLVANIA</b>				
	Mercer	46,300	45,500	98
<b>Station Totals</b>		<b>1,867,200</b>	<b>1,843,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,396,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>910,600</b>	

# Ohio—Cleveland

## WJKW-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Storer Communications Inc., 5800 S. Marginal Rd., Cleveland, OH 44103.

**Studio:** 5800 S. Marginal Rd., Cleveland, OH 44103.

**Telephone:** 216-431-8888. **TWX:** 810-421-8406.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"  
Longitude 81° 42' 58"

**Transmitter:** 4501 Pleasant Valley Rd.

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

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

**Ownership:** Storer Communications Inc., 12000 Biscayne Blvd., Box 61-8000, Miami, FL 33161-8000. For other interests, see Group Ownership of Television Stations.

**Began Operation:** Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

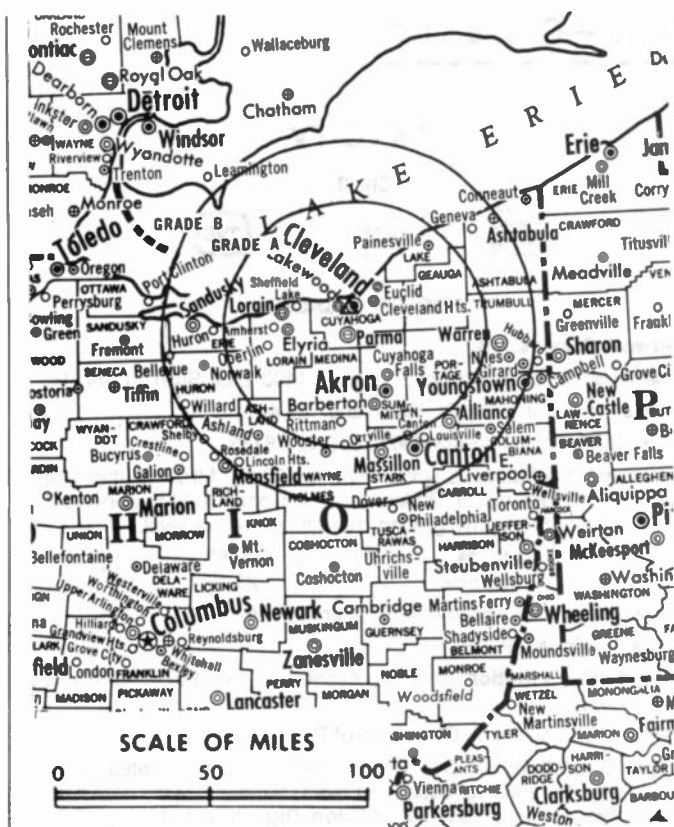
### Personnel:

C. DAVID WHITAKER, vice president & general manager.  
BOB GREEN, chief engineer.  
VIRGIL DOMINIC, station manager.  
JOANNE STERN, creative services director.  
SPENCER KOCH, general sales manager.  
MICHAEL RENDA, national sales manager.  
LOUIS A. GATTOZZI, program director.  
TONY BALLEW, news director.

**Rates:** On request.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	16,500	16,300	99
	Ashtabula	37,200	36,600	98
	Cuyahoga	558,600	552,000	99
	Erie	29,100	28,700	99
	Geauga	24,700	24,300	98
	Holmes	8,700	8,200	94
	Huron	19,800	19,500	98
	Lake	76,200	75,700	99
	Lorain	95,800	94,800	99
	Medina	40,400	39,900	99
	Portage	47,100	46,600	99
	Richland	48,100	47,400	99
	Stark	138,800	137,100	99



WJKW-TV BMPCT-2527 Granted 10/21/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Summit	192,300	190,300	99
	Tuscarawas	32,400	31,700	98
	Wayne	34,400	33,500	97
<b>Between 25-49%</b>	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Crawford	18,300	18,000	98
	Trumbull	88,000	87,000	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Hancock	24,300	24,000	99
	Knox	16,900	16,600	98
	Mahoning	103,800	102,700	99
	Marion	24,700	24,400	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
	Wyandot	7,900	7,700	97
<b>PENNSYLVANIA</b>	Crawford	32,500	31,700	98
	Mercer	46,300	45,500	98
	<b>Station Totals</b>	<b>1,885,300</b>	<b>1,860,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>1,384,300</b>
<b>Average Daily Circulation (1984)</b>				<b>844,700</b>



# Ohio—Cleveland

**WKYC-TV**

Ch. 3



**NBC SPOT SALES**

**Network Service:** NBC.

**Licensee:** National Broadcasting Co., 1403 East Sixth St. 44114.

**Studio:** 1403 East Sixth St., Cleveland, OH 44114.

**Telephone:** 216-344-3333. **TWX:** 810-421-8133.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.5"  
Longitude 81° 41' 23.4"

**Transmitter:** 6600 Broadview Rd., Parma, OH.

**News Services:** AP, UPI.

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

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

**Began Operation:** Oct. 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (**Television Digest**, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25).

**Represented (sales):** NBC Spot Sales.

**Personnel:**

- RICHARD LOBO, vice president & general manager.
- JOHN M. LLEWELLYN, station manager.
- RAYMOND SMITH, director of technical operations.
- DAVID BOYLAN, director of sales.
- JOANNA MONTGOMERY, sales manager.
- GREG BENDIN, sales manager.
- KATHLEEN McNULTY, director of business affairs.
- GREG STEHLIN, program director.
- RICHARD O'DELL, production manager.
- KRISTIN OSTROWSKI, news director.
- RICHARD Y. TREMBATH, editorial & public affairs 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>OHIO</b>			
	Ashland	16,500	16,300	99
	Ashtabula	37,200	36,600	98
	Cuyahoga	558,600	552,000	99
	Erie	29,100	28,700	99
	Geauga	24,700	24,300	98
	Holmes	8,700	8,200	94
	Huron	19,800	19,500	98
	Lake	76,200	75,700	99
	Lorain	95,800	94,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Medina	40,400	39,900	99
	Portage	47,100	46,600	99
	Richland	48,100	47,400	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99
	Tuscarawas	32,400	31,700	98
Wayne	34,400	33,500	97	
<b>OHIO</b>				
<b>Between 25-49%</b>	Carroll	9,000	8,900	99
	Crawford	18,300	18,000	98
	Trumbull	88,000	87,000	99
<b>OHIO</b>				
<b>Between 5-24%</b>	Columbiana	41,300	40,700	99
	Coshocton	13,400	13,000	97
	Knox	16,900	16,600	98
	Mahoning	103,800	102,700	99
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
Seneca	21,400	21,100	99	
<b>PENNSYLVANIA</b>				
Crawford	32,500	31,700	98	
Mercer	46,300	45,500	98	
<b>Station Totals</b>		<b>1,828,400</b>	<b>1,804,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,346,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>840,300</b>	

# Ohio—Lorain-Cleveland

## WUAB

Ch. 43

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting of Ohio, 8443 Day Dr., Parma, OH 44129.

**Studio:** 8443 Day Dr., Parma, OH 44129.

**Telephone:** 216-845-6043.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1239-kw max. & 1030-kw horizontal visual, 248-kw max. & 220-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 919-ft. above ground, 1971-ft. above sea level.

Latitude 41° 22' 45.3"  
Longitude 81° 43' 11.7"

**Transmitter:** 4800 Bruening Dr., Parma.

**News Service:** AP.

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

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

**Began Operation:** Sept. 15, 1968. Sale to present owner by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (*Television Digest*, Vol. 16:39; 17:2, 28).

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

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

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

### Personnel:

JACK J. MOFFITT, vice president & general manager.  
RON ST. CHARLES, assistant general manager.  
BILL SCAFFIDE, general sales manager.  
AARON OLANDER, national sales manager.  
BOB BRADY, local sales manager.  
HARRY SYKORA, manager of engineering.

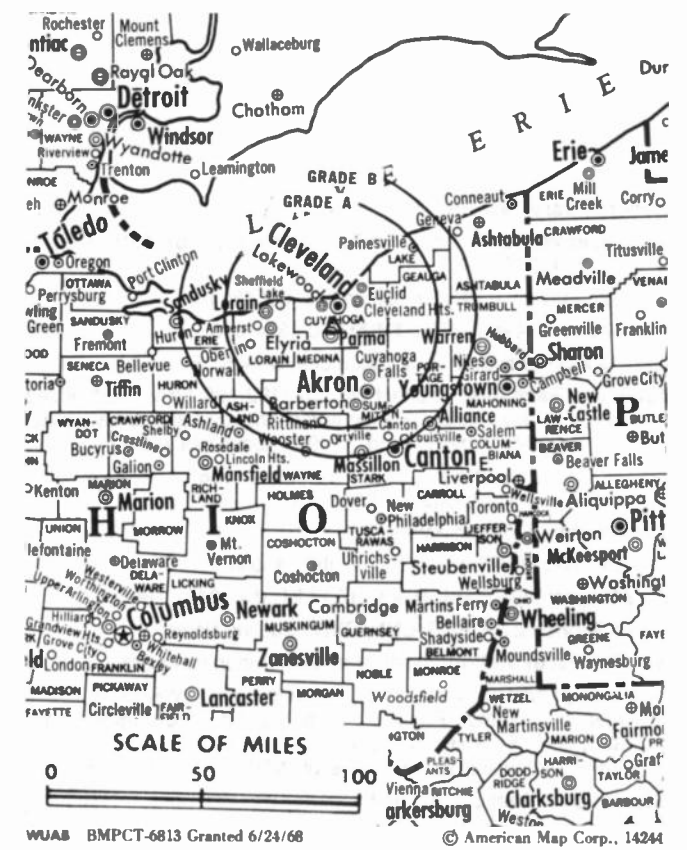
**Highest 30 Sec. Rate:** \$775.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 150,000

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>OHIO</b>			
	Ashland	16,500	16,300	99
	Ashtabula	37,200	36,600	98
	Crawford	18,300	18,000	98
	Cuyahoga	558,600	552,000	99
	Erie	29,100	28,700	99
	Geauga	24,700	24,300	98
	Holmes	8,700	8,200	94
	Huron	19,800	19,500	98
	Lake	76,200	75,700	99
	Lorain	95,800	94,800	99
	Medina	40,400	39,900	99
	Portage	47,100	46,600	99
	Richland	48,100	47,400	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99
Tuscarawas	32,400	31,700	98	
Wayne	34,400	33,500	97	
<b>Between 25-49%</b>	<b>OHIO</b>			
	Coshocton	13,400	13,000	97
	Franklin	340,700	336,700	99
	Guernsey	15,900	15,500	97
	Hancock	24,300	24,000	99
Knox	16,900	16,600	98	



WUAB BNPCT-6813 Granted 6/24/68 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MAHONING</b>	103,800	102,700	99
	Marion	24,700	24,400	99
	Scioto	30,800	30,100	98
	Seneca	21,400	21,100	99
	Trumbull	88,000	87,000	99
<b>PENNSYLVANIA</b>	Lawrence	38,500	37,800	98
	Mercer	46,300	45,500	98
<b>KENTUCKY</b>	Greenup	13,700	13,600	99
<b>OHIO</b>	Carroll	9,000	8,900	99
	Clark	54,300	53,700	99
	Columbiana	41,300	40,700	99
	Delaware	19,400	19,200	99
	Greene	45,500	45,000	99
	Lawrence	23,500	23,000	98
	Licking	45,200	44,700	99
	Morrow	9,600	9,500	99
	Noble	4,300	4,100	95
	Ottawa	14,700	14,500	99
	Sandusky	22,700	22,500	99
	Wood	38,200	37,700	99
	Wyandot	7,900	7,700	97
<b>PENNSYLVANIA</b>	Allegheny	543,800	536,300	99
	Butler	53,400	52,700	99
	Crawford	32,500	31,700	98
	Fayette	58,400	57,000	98
	Greene	14,900	14,500	97
	Washington	79,400	78,200	98
	<b>WEST VIRGINIA</b>	Wayne	16,900	16,700
<b>Station Totals</b>		<b>3,331,700</b>	<b>3,286,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,381,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>647,800</b>	

# Ohio—Columbus

## WBNS-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** WBNS-TV Inc., 770 Twin Rivers Dr., Box 1010, Columbus, OH 43216.

**Studio:** 770 Twin Rivers Dr., Columbus, OH 43216.

**Telephone:** 614-460-3700. **TWX:** 810-482-1619.

**Mailing Address:** Box 1010, Columbus, OH 43216.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 229-kw visual, 33.9-kw aural. Antenna: 890-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"  
Longitude 83° 01' 40"

**Transmitter:** 776 Twin Rivers Dr.

**AM Affiliate:** WBNS, 5-kw (1-kw night) 1460 kHz.

**FM Affiliate:** WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

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

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

**Ownership:** WBNS-TV Inc. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of **Columbus Dispatch**, John F. Wolfe, publisher. The Dispatch Printing Co. also owns VideIndiana Inc., licensee of WTHR(TV), Indianapolis, IN.

**Began Operation:** Oct. 5, 1949.

**Represented (sales):** Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** David Steel & Associates.

### Personnel:

EUGENE D'ANGELO JR., president & general manager.  
ARNOLD ROUTSON, vice president, sales.  
JOHN A. HALDI, vice president, programs.  
WILLIAM ORR, vice president, engineering.  
JERRY CARY, treasurer.  
ROBERT FOSTER, national sales manager.  
JAMES R. LYNCH, local sales manager.  
JANICE WEBSTER, dir. of marketing & promotion.  
LARRY MAISEL, vice president, news.  
MIKE BERRY, production manager.  
CHARLES WHITE, public service director.

**Highest 30 Sec. Rate** (July 1983): \$2000.

**NETWORK BASE HOURLY RATE:** \$2035.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Champaign	12,600	12,400	98
	Coshocton	13,400	13,000	97
	Crawford	18,300	18,000	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
	Hardin	11,700	11,500	98
	Hocking	9,500	9,300	98
	Jackson	11,300	11,000	97
	Knox	16,900	16,600	98
	Licking	45,200	44,700	99
	Logan	15,000	14,700	98
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
Morgan	5,300	5,100	96	
Morrow	9,600	9,500	99	



WBNS-TV BMPCT-800507KF Granted 3/30/81

© American Map Corp., 14244'

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Muskingum	31,000	30,400	98
	Perry	11,100	10,900	98
	Pickaway	14,700	14,500	99
	Pike	8,400	8,100	97
	Ross	23,100	22,600	98
Union	10,600	10,400	98	

<b>OHIO</b>				
<b>Between 25-49%</b>	Ashland	16,500	16,300	99
	Clark	54,300	53,700	99
	Guernsey	15,900	15,500	97
	Highland	12,800	12,500	98
	Richland	48,100	47,400	99
	Scioto	30,800	30,100	98
	Vinton	4,300	4,200	98
	Washington	23,900	23,200	97
Wyandot	7,900	7,700	97	

<b>WEST VIRGINIA</b>				
	Wood	35,200	34,800	99

<b>OHIO</b>				
<b>Between 5-24%</b>	Allen	40,600	39,900	98
	Auglaize	15,400	15,100	98
	Clinton	13,000	12,800	98
	Gallia	11,100	10,800	97
	Greene	45,500	45,000	99
	Hancock	24,300	24,000	99
	Holmes	8,700	8,200	94
	Huron	19,800	19,500	98
	Lawrence	23,500	23,000	98
	Meigs	9,100	8,900	98
	Miami	33,300	32,900	99
	Noble	4,300	4,100	95
	Wayne	34,400	33,500	97

<b>WEST VIRGINIA</b>				
	Mason	10,100	10,000	99

<b>Station Totals</b>	<b>1,270,400</b>	<b>1,249,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>761,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>473,700</b>	

# Ohio—Columbus

## WCMH-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** The Rockefeller Group, 3165 Olentangy River Rd., Columbus 43202.

**Studio:** 3165 Olentangy River Rd., Columbus, OH 43202.

**Telephone:** 614-263-4444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 903-ft. above av. terrain, 876-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 15"  
Longitude 83° 01' 39"

**Transmitter:** 766 Twin Rivers Dr., Columbus.

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

**Satellite Earth Station:** Scientific-Atlanta, 10-meter.

**Ownership:** The Rockefeller Group. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (*Television Digest*, Vol. 15:21, 52). Sale to present owner approved Nov. 23, 1983 (Vol. 23:19, 22; 26:6).

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

**Represented (legal):** Sundlun, Scher & Singer.

**Personnel:**

- BRUCE G. SUNDLUN, chairman & chief executive officer.
- DAVID E. HENDERSON, president & chief operating officer.
- GARY ROBINSON, vice president & general manager.
- JEFFREY M. CASH, general sales manager.
- GARY LOWELL, national sales manager.
- RALPH O. LANDON, chief engineer.
- MICHAEL L. MCGIVERN, business manager.
- RON BILEK, news director.
- DARYL MOELLER, community affairs director.
- CHARALYN BISHOP, promotion manager.
- BOB SHAW, production manager.

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

**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>OHIO</b>				
<b>50% &amp; Over</b>	Coshocton	13,400	13,000	97
	Crawford	18,300	18,000	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
	Hocking	9,500	9,300	98
	Knox	16,900	16,600	98
	Licking	45,200	44,700	99
	Logan	15,000	14,700	98
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
	Morgan	5,300	5,100	96
	Morrow	9,600	9,500	99
	Muskingum	31,000	30,400	98
	Perry	11,100	10,900	98
	Pickaway	14,700	14,500	99
	Pike	8,400	8,100	97
	Ross	23,100	22,600	98
	Union	10,600	10,400	98

<b>Between 25-49%</b>	Athens	19,100	18,500	97
	Champaign	12,600	12,400	98



WCMH-TV BPCT-810526KP Granted 10/8/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Clark	54,300	53,700	99
	Guernsey	15,900	15,500	97
	Hardin	11,700	11,500	98
	Highland	12,800	12,500	98
	Jackson	11,300	11,000	97
	Richland	48,100	47,400	99
	Scioto	30,800	30,100	98
	Tuscarawas	32,400	31,700	98
	Wyandot	4,300	4,200	98

<b>OHIO</b>				
<b>Between 5-24%</b>	Auglaize	15,400	15,100	98
	Clinton	13,000	12,800	98
	Greene	45,500	45,000	99
	Hancock	24,300	24,000	99
	Holmes	8,700	8,200	94

<b>Station Totals</b>	<b>1,041,000</b>	<b>1,024,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>710,600</b>	
<b>Average Daily Circulation (1984)</b>		<b>432,900</b>	

## TV Radio Newspaper CATV

**Robert W. Rounsaville & Associates**  
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# Ohio—Columbus

## WTTE

Ch. 28

**Network Service:** None, independent.

**Grantee:** WTTE Channel 28 Inc., 6130 Sunbury Rd., Box 280, Columbus, OH 43216.

**Studio:** 6130 Sunbury Rd., Columbus, OH 43081.

**Telephone:** 614-845-2800.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1916-kw max. visual, 383-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above ground, 2044-ft. above sea level.

Latitude 40° 09' 33.5"  
Longitude 82° 55' 21.5"

**Transmitter:** 6680 State Rte. 3, Westerville.

**News Service:** UPI.

**Satellite Earth Stations:** Harris, 3 & 6.1-meter.

**Ownership:** Commercial Radio Institute Inc. See WBFF(TV), Baltimore, MD; WPTT-TV, Pittsburgh, PA & Group Ownership of TV Stations.

**Began Operation:** June 1, 1984.

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

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

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

**Personnel:**

JULIAN S. SMITH, president.  
FREDERICK M. HIMES, executive vice president.  
ROBERT L. SIMMONS, v.p. & national sales manager.  
BILL RHODES, general manager.  
ROBERT STEGNER, sales manager.

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



**Public/Educational Station Directory follows Commercial Stations**

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

# Ohio—Columbus

## WTVN-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Taft Television & Radio Co. Inc., 1261 Dublin Rd., Columbus OH 43215.

**Studio:** 1261 Dublin Rd., Columbus, OH 43215.

**Mailing Address:** Box 718, Columbus, OH 43216.

**Telephone:** 614-481-6666. **TWX:** 614-759-0448.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"  
Longitude 83° 01' 07"

**Transmitter:** 350 W. Dodridge St.

**AM Affiliate:** WTVN, 5-kw, 610 kHz (ABC).

**FM Affiliate:** WLWQ, 40-kw, 96.3 MHz (No. 242), 550-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris; 9-meter.

**Ownership:** See WKRC-TV, Cincinnati, OH.

**Began Operation:** Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol.9:9).

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

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

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

### Personnel:

PAUL (DINO) DINOVIK, vice president & general manager.  
CHRIS SEHRING, general sales manager.  
JASON ELKIN, local sales manager.  
SUE SCHWARTZ, program manager.  
MICHAEL GRANT, publicity & promotion director.  
RUSS READ, operations manager.

**Highest 30 Sec. Rate:** \$1800.

**NETWORK BASE HOURLY RATE:** \$1450.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>50% &amp; Over</b>	Crawford	18,300	18,000	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
	Hocking	9,500	9,300	98
	Knox	16,900	16,600	98
	Licking	45,200	44,700	99
	Logan	15,000	14,700	98
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
	Morgan	5,300	5,100	96
	Morrow	9,600	9,500	99
	Muskingum	31,000	30,400	98
	Perry	11,100	10,900	98
	Pickaway	14,700	14,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pike	8,400	8,100	97
	Ross	23,100	22,600	98
	Union	10,600	10,400	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Athens	19,100	18,500	97
	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Coshocton	13,400	13,000	97
	Guernsey	15,900	15,500	97
	Hardin	11,700	11,500	98
	Highland	12,800	12,500	98
	Jackson	11,300	11,000	97
	Richland	48,100	47,400	99
	Washington	23,900	23,200	97
	Wyandot	7,900	7,700	97
<b>WEST VIRGINIA</b>				
	Wood	35,200	34,800	99
<b>OHIO</b>				
<b>Between 5-24%</b>	Clinton	13,000	12,800	98
	Greene	45,500	45,000	99
	Noble	4,300	4,100	95
	Scioto	30,800	30,100	98
	Vinton	4,300	4,200	98
<b>WEST VIRGINIA</b>				
	Mason	10,100	10,000	99
<b>Station Totals</b>		<b>1,033,700</b>	<b>1,017,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>700,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>418,000</b>	

# Ohio—Dayton

**WDTN**

Ch. 2



**PETRY TELEVISION INC.**

**Network Service:** ABC.

**Licensee:** The Hearst Corp., 4595 S. Dixie Ave., Dayton 45401.

**Studio:** 4595 S. Dixie Ave., Dayton, OH 45401.

**Telephone:** 513-293-2101.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"

Longitude 84° 15' 22"

**Transmitter:** Frytown & W. Carrollton Rds.

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

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

**Ownership:** Hearst Bcstg. Corp. See Group Ownership of TV Stations.

**Began Operation:** March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (*Television Digest*, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

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

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

**Personnel:**

- HOWARD F. RITCHIE JR., vice president & general manager.
- STEVEN L. FISHER, program director & station manager.
- STEPHEN OLSZYK, news director.
- IRA SLAKTER, general sales manager.
- PATRICK BALDWIN, promotion director.
- RAYMOND POLAND, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Randolph	10,900	10,700	98
	Wayne	27,900	27,400	98
	<b>OHIO</b>			
	Auglaize	15,400	15,100	98
	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Ciinton	13,000	12,800	98
	Darke	20,000	19,700	98
	Greene	45,500	45,000	99
Logan	15,000	14,700	98	
Mercer	13,000	12,800	98	
Miami	33,300	32,900	99	
Montgomery	216,500	214,300	99	
Preble	13,800	13,600	99	
Shelby	15,300	15,100	99	
Warren	34,600	34,200	99	

<b>Between 25-49%</b>	<b>INDIANA</b>			
	Fayette	10,200	10,000	98
	Union	2,400	2,300	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OHIO</b>			
	Butler	94,400	93,200	99
	Fayette	10,000	9,800	98
	Highland	12,800	12,500	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dearborn	12,300	12,100	98
	Franklin	6,500	6,300	97
	Jay	8,400	8,200	98
<b>KENTUCKY</b>	Boone	17,100	17,000	99
	Gallatin	1,900	1,900	100
	Kenton	50,100	49,900	100
	Mason	6,500	6,400	98
	Owen	3,500	3,400	99
	Pendleton	4,000	4,000	100
<b>OHIO</b>	Adams	8,800	8,400	95
	Allen	40,600	39,900	98
	Brown	11,500	11,200	97
	Clermont	48,000	47,400	99
	Hamilton	326,200	321,300	98
	Hardin	11,700	11,500	98
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
	Morgan	5,300	5,100	96
	Pickaway	14,700	14,500	99
Union	10,600	10,400	98	
<b>Station Totals</b>		<b>1,294,800</b>	<b>1,276,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>578,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>314,200</b>	

**For Explanation of Arbitron Data, see page 14**

# Ohio—Dayton

## WRGT-TV

Ch. 45

**Network Service:** None, independent.

**Grantee:** Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

**Studio:** 45 Broadcast Plaza, Dayton, OH 45408.

**Telephone:** 513-263-4500.

**Technical Facilities:** Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above ground, 2045-ft. above sea level.

Latitude 39° 43' 28.4"  
Longitude 84° 15' 17.6"

**Transmitter:** 2045 S. Gettysburg Ave., Dayton, OH.

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

**Ownership:** Henry Posner Jr. Group. For other interests see Group Ownership of TV Stations.

**Due to Begin Operation:** Fall 1984.

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

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

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

**Personnel:**

DAVID MILLER, general manager.  
GEORGE F. BOGGS, operations manager.  
JOHN TAMERLANO, general sales manager.  
MILES PTACEK, chief engineer.

**Rates:** Not available.



# TV - Radio - CATV - Newspaper

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## Robert W. Rounsaville & Associates

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# Ohio—Dayton-Springfield

## WHIO-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Miami Valley Bcstg. Corp., 1414 Wilmington Ave. 45401.

**Studio:** 1414 Wilmington Ave., Dayton, OH 45401.

**Telephone:** 513-259-2111. **TWX:** 810-459-1760.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

**Transmitter:** 3316 Germantown St.

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

**FM Affiliate:** WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

**News Services:** AP, UPI.

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

**Ownership:** Wholly-owned subsidiary of Cox Communications Inc., which is a publicly held corporation. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 26, 1949.

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

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

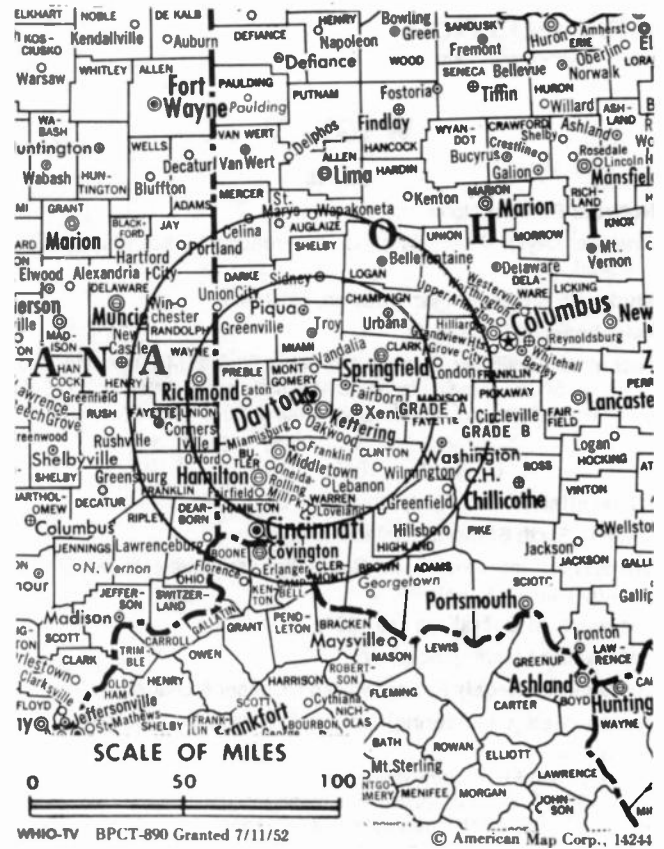
### Personnel:

STANLEY MOUSE, president, Miami Valley Broadcasting.  
NEIL PUGH, vice president & station manager.  
DON KEMPER, general sales manager.  
JOHN HAYES, local sales manager.  
ARNOLD ROUTSON II, national sales manager.  
BOB WELLS, director of information services.  
JOHN CLARK, program director.  
RICHARD BIESER, public affairs/news manager.  
HAROLD HAPNER, television news director.  
SIM KOLLINER, chief engineer.  
AL HIGGINS, senior director of engineering.

**Highest 30 Sec. Rate** (July 30, 1984): \$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>INDIANA</b>			
	Randolph	10,900	10,700	98
	Union	2,400	2,300	96
	Wayne	27,900	27,400	98
	<b>OHIO</b>			
	Allen	40,600	39,900	98
	Auglaize	15,400	15,100	98
	Butler	94,400	93,200	99
	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Clinton	13,000	12,800	98
	Darke	20,000	19,700	98
	Fayette	10,000	9,800	98
	Greene	45,500	45,000	99
	Highland	12,800	12,500	98
	Logan	15,000	14,700	98
	Mercer	13,000	12,800	98
	Miami	33,300	32,900	99
	Montgomery	216,500	214,300	99
	Preble	13,800	13,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shelby	15,300	15,100	99
	Warren	34,600	34,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Fayette	10,200	10,000	98
	Franklin	6,500	6,300	97
	Jay	8,400	8,200	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dearborn	12,300	12,100	98
	Ohio	2,000	2,000	100
	Ripley	8,400	8,200	98
	Rush	6,700	6,600	99
<b>KENTUCKY</b>	Boone	17,100	17,000	99
	Campbell	28,600	28,500	100
	Kenton	50,100	49,900	100
	Pendleton	4,000	4,000	100
	<b>OHIO</b>			
	Adams	8,800	8,400	95
	Brown	11,500	11,200	97
	Clermont	48,000	47,400	99
	Hamilton	326,200	321,300	98
	Hardin	11,700	11,500	98
	Hocking	9,500	9,300	98
	Madison	11,500	11,300	98
	Marion	24,700	24,400	99
	Pickaway	14,700	14,500	99
	Putnam	10,700	10,500	98
	Ross	23,100	22,600	98
	Union	10,600	10,400	98
<b>Station Totals</b>		<b>1,366,600</b>	<b>1,347,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>671,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>422,500</b>	

# Ohio—Dayton

**WKEF**

Ch. 22

**Network Service:** NBC.

**Licensee:** Adams TV of Dayton Inc.

**Studio:** 1731 Soldiers Home Road, Dayton, OH 45418.

**Telephone:** 513-263-2662. **Easylink:** 62154510.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

**Transmitter:** 1731 Soldiers Home Road.

**News Service:** UPI.

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

**Ownership:** Adams Communications.

**Began Operation:** Sept. 27, 1964. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (**Television Digest**, Vol. 23:35).

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

**Represented (legal):** Shrinky, Weitzman & Eisen.

**Personnel:**

- JAMES D. GRAHAM, president & general manager.
- BILL SNIDER, general sales manager.
- SAM MOORE, national sales manager.
- LOU WOOSLEY, chief engineer.
- JOHNNY WALKER, director of news & public affairs.
- JOE SMITH, production manager.
- SANDY PATTON, promotion manager.

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

**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>OHIO</b>			
	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Clinton	13,000	12,800	98
	Darke	20,000	19,700	98
	Greene	45,500	45,000	99
	Miami	33,300	32,900	99
	Montgomery	216,500	214,300	99
	Preble	13,800	13,600	99
	Shelby	15,300	15,100	99
Warren	34,600	34,200	99	
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Randolph	10,900	10,700	98
	Union	2,400	2,300	96
	Wayne	27,900	27,400	98
<b>OHIO</b>	Auglaize	15,400	15,100	98
	Butler	94,400	93,200	99
	Fayette	10,000	9,800	98



WKEF BPCT-4954 Granted 3/31/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Highland	12,800	12,500	98
	Logan	15,000	14,700	98
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Dearborn	12,300	12,100	98
	Franklin	6,500	6,300	97
	Jay	8,400	8,200	98
Ohio	2,000	2,000	100	
<b>KENTUCKY</b>	Boone	17,100	17,000	99
	Campbell	28,600	28,500	100
	Kenton	50,100	49,900	100
	Pendleton	4,000	4,000	100
<b>OHIO</b>	Adams	8,800	8,400	95
	Allen	40,600	39,900	98
	Brown	11,500	11,200	97
	Clermont	48,000	47,400	99
	Hamilton	326,200	321,300	98
	Hardin	11,700	11,500	98
	Madison	11,500	11,300	98
	Mercer	13,000	12,800	98
	Ross	23,100	22,600	98
	Union	10,600	10,400	98
<b>Station Totals</b>		<b>1,281,700</b>	<b>1,264,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>532,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>285,500</b>	

# Ohio—Lima

**WLIO**

Ch. 35



**KATZ TELEVISION**

**Network Service:** NBC, ABC.

**Licensee:** Lima Communications Corp., 1424 Rice Ave., Lima 45805.

**Studio:** 1424 Rice Ave., Lima, OH 45805.

**Telephone:** 419-228-8835. **TWX:** 810-447-2720.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 503-kw visual, 102-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"  
Longitude 84° 07' 55.5"

**Transmitter:** 1424 Rice Ave.

Holds CP for change to 2190-kw max. & 891-kw horizontal visual, 219-kw max. & 89.1-kw horizontal aural, 1090-ft. above av. terrain, 1107-ft. above ground, 1971-ft. above sea level, lat. 40° 38' 03", long. 84° 12' 29"; transmitter to Rte. 501 & Ritchie Rd., 3.3-mi. SW of Cridersville.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** Toledo Blade Co., 100%. Officers: John Harms, pres.; Bernard R. Baker, secy.; Harold O. Davis, treas. The Toledo Blade Co. owns WLFI-TV, Lafayette, IN and WRDR-TV, Louisville, KY; publishes newspapers in Toledo, OH & Pittsburgh, PA; has newspaper interests in Monterey, CA & Port Clinton, OH; multiple cable holdings.

**Began Operation:** March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley and Case families approved Dec. 1, 1954 (**Television Digest**, Vol. 10:44, 49).

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

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

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

**Personnel:**

JAMES C. DAGES, president & general manager.  
DOUGLAS FERGUSON, station manager.  
BRUCE OPPERMAN, sales manager.  
GEORGE DUNSTER, news director.  
M. J. LAMB, chief engineer.

**Highest 30 Sec. Rate** (July 16, 1983): \$400.

**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>OHIO</b>			
	Allen	40,600	39,900	98
	Auglaize	15,400	15,100	98
	Hardin	11,700	11,500	98
	Putnam	10,700	10,500	98
	Van Wert	11,500	11,300	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Hancock	24,300	24,000	99
	Logan	15,000	14,700	98
	Mercer	13,000	12,800	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Defiance	13,900	13,700	99
	Fulton	13,400	13,100	98



WLIO BPCT-820712KP Granted 10/8/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Henry	10,300	10,200	99
	Paulding	7,300	7,200	99
	Seneca	21,400	21,100	99
	Shelby	15,300	15,100	99
	Wyandot	7,900	7,700	97
<b>Station Totals</b>		<b>231,700</b>	<b>227,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>101,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,800</b>	

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# Ohio—Lima

**WTLW**

**Ch. 44**

**Network Service:** None, independent.

**Licensee:** American Christian Television Services, 1844 Baty Rd., Lima, OH 45807.

**Studio:** 1844 Baty Rd., Lima, OH 45807.

**Telephone:** 419-339-4444.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw visual, 100.2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground, 1532-ft. above sea level.

Latitude 40° 45' 47"  
Longitude 84° 10' 59"

**Transmitter:** 1844 Baty Rd., near Lima.

**News Services:** CNN Headline News; INN.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** Ronald L. Mighell, Andrea King & Larry Sheets, 33.33% each.

**Began Operation:** June 13, 1982.

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

**Represented (engineering):** Carl E. Smith.

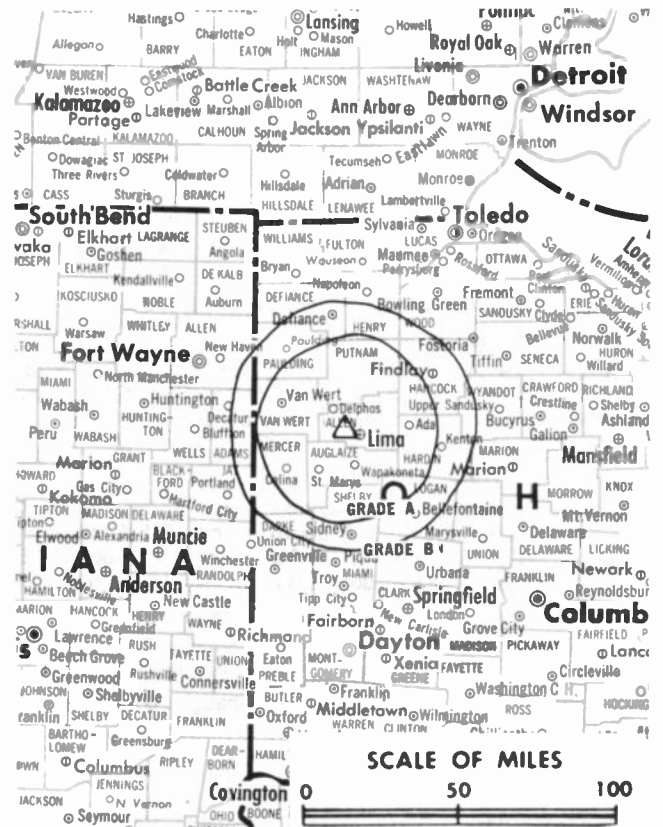
**Personnel:**

- LARRY SHEETS, president.
- RON MIGHELL, vice president & general manager.
- ROGER RHODES, program director.
- KEITH CURTIS, production director.
- HERB CONRAD, chief engineer.
- SYLVIA KENNIV, office manager.

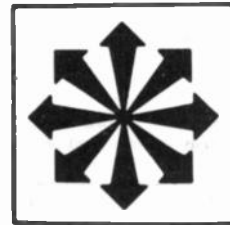
**Highest 30 Sec. Rate:** \$40.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>OHIO</b> Putnam	10,700	10,500	98
	<b>INDIANA</b> Jay	8,400	8,200	98
Between 5-24%	<b>OHIO</b> Allen	40,600	39,900	98
	Auglaize	15,400	15,100	98
	Mercer	13,000	12,800	98
	Van Wert	11,500	11,300	98
	Wyandot	7,900	7,700	97
<b>Station Totals</b>		<b>107,500</b>	<b>105,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>20,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,600</b>	



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# Ohio—Newark

**WSFJ**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Christian Television of Ohio Inc., 10077 Jacksontown Rd., Thornville, OH 43076.

**Studio:** 10077 Jacksontown Rd., Thornville, OH 43076.

**Telephone:** 614-833-0771.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 126-kw visual, 12.6-kw aural. Antenna: 395-ft. above av. terrain, 192-ft. above ground, 1372-ft. above sea level.

Latitude 40° 02' 01"

Longitude 82° 22' 27"

Holds CP for change to 720-kw max. visual, 72-kw max. aural, 620-ft. above av. terrain, 500-ft. above ground, 1575-ft. above sea level, lat. 39° 56' 53", long. 82° 24' 33"; transmitter to approx. 0.8-mi. SSE of Jacksontown, along State Rte. 12, 0.3-mi. N of I-70.

**Transmitter:** Bald Knob Rd., 2.5-mi. SE of Newark.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; RF Systems, 6-meter; Scientific-Atlanta, Microdyne & RF Systems receivers.

**Ownership:** Non-profit corp. Jean Rodabaugh, pres.; Betty J. Stanley, secy.; Galon Rodabaugh, treas.

**Began Operation:** March 9, 1980.

**Represented (sales):** Hugh Wallace Inc.

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

**Represented (engineering):** Lechman, Colligan & Johnson.

**Personnel:**

- JEAN RODABAUGH, president & general manager.
- BETTY J. STANLEY, administrative assistant.
- DAVID GLUNT, director, news & public affairs.
- CHARLOTTE REICHLEY, program director.
- MICHAEL KVOCHICK, production manager.
- TED ROSS, director of engineering.
- MARK RILEY, 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>OHIO</b>				
Between 5-24%	Coshocton	13,400	13,000	97
	Licking	45,200	44,700	99
	Muskingum	31,000	30,400	98
	Perry	11,100	10,900	98
<b>Station Totals</b>		<b>100,700</b>	<b>99,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>18,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>6,400</b>	



## ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

# Ohio—Sandusky

## WGGN-TV

Ch. 52

**Network Service:** None, independent.

**Licensee:** Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.

**Studio:** 3809 Maple Ave., Castalia, OH 44824.

**Telephone:** 419-684-5311.

**Technical Facilities:** Channel No. 52 (698-704 MHz). Authorized power: 263-kw max. visual, 26.3-kw max. aural. Antenna: 541-ft. above av. terrain, 631-ft. above ground, 1331-ft. above sea level.

Latitude 41° 23' 48"  
Longitude 82° 47' 29"

**Transmitter:** 3809 Maple Ave., Castalia.

**News Service:** INN.

**Satellite Earth Station:** In operation, 5-meter; Drake receivers.

**Ownership:** Non-stock corp. Shelby Gillam, pres.; Ernest McClellan, v.p.-mgr.; Debara Yost, secy.; James Gray, treas. Christian Faith Broadcast Inc. is licensee of WGGN(FM), Castalia.

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

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

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

**Personnel:**

SHELBY GILLIAM, president.  
ERNEST McCLELLAN, vice president & general manager.  
BILL POUNDERS, sales manager.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$35.

**Arbitron Data:** Not available.



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# Ohio—Springfield

**WTJC**

**Ch. 26**

**Network Service:** None, independent.

**Grantee:** Miami Valley Christian Television Inc., Box 26, Dayton, OH 45401.

**Studio:** 2675 Dayton Rd., Springfield, OH 45506.

**Mailing Address:** Box 26, Dayton, OH 45401.

**Telephone:** 513-323-0026.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"  
Longitude 83° 51' 36"

**Transmitter:** S of Wright Brothers Memorial Hwy., 0.15-mi. W of city limits of Springfield.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Non-profit corp. Marvin D. Sparks, v.p.

**Began Operation:** Sept. 21, 1980.

**Represented (legal):** Miller & Fields.

**Represented (engineering):** R. L. Purcell.

**Personnel:**

MARVIN D. SPARKS, vice president & general manager.  
JOHN ELLIOTT, chief engineer.  
ROD ROBISON, promotion director.  
GENE McCORKLE, administrative assistant.

**Highest 30 Sec. Rate:** \$38.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>Between 5-24%</b>	Champaign	12,600	12,400	98
	Clark	54,300	53,700	99
	Clinton	13,000	12,800	98
	Darke	20,000	19,700	98
	Greene	45,500	45,000	99
	Logan	15,000	14,700	98
	Madison	11,500	11,300	98
	Montgomery	216,500	214,300	99
	Preble	13,800	13,600	99
<b>Station Totals</b>		<b>402,200</b>	<b>397,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>33,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>9,800</b>	



WTJC BPCT-7808141C Granted 12/14/79

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# Ohio—Steubenville- Wheeling, West Virginia

## WTOV-TV

Ch. 9

**Network Service:** NBC, ABC.

**Licensee:** WTOV Inc., Box 9999, Steubenville, OH 43952.

**Studios:** Altamont Heights, Steubenville; Hawley Bldg., Wheeling.

**Mailing Address:** Box 9999, Steubenville, OH 43952.

**Telephone:** 614-282-0911, Steubenville; 304-232-0430, Wheeling.

**TWX:** 810-339-2574.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

**Transmitter:** Altamont Heights, 1.3-mi. S of business center.

**News Service:** AP.

**Ownership:** Television Station Partners, Ltd. partnership, 100%. TSP ownership: Ralph E. Becker, pres.; I. Martin Pompadur, v.p.-secy.; James McCreary, v.p.-treas.; GP Station Partners, a Ltd. partnership, gen. partner, Ltd. partners to be named. GP ownership: Martin Pompadur, gen. partner, 54%; Becker Management Corp., gen. partner, 23.143%; Eliot Stein Jr., gen. partner, 8.571%; 1345 Media Corp. & Rothschild Media Inc., 7.143% each. BMC ownership: Ralph E. Becker, pres., 100%. Stations are: WTOV-TV, Steubenville; WRDW-TV, Augusta, GA; WROC-TV, Rochester, NY; WEYI-TV, Saginaw, MI

**Began Operation:** Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (*Television Digest*, Vol. 17:30, 33; 2:14). Sale to Ziff Corp. by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36; 18:20, 41). Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol. 22:30).

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

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

### Personnel:

RALPH BECKER, president.  
RAY J. CHUMLEY, vice president & general manager.  
BOB PALMER, news director.  
TONI VENTRESCA, program & promotion manager.  
BRETT CORNWELL, sales manager.

**Highest 30 Sec. Rate:**\$575.

**NETWORK BASE HOURLY RATE:** \$934.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Carroll	9,000	8,900	99
	Guernsey	15,900	15,500	97
	Harrison	6,600	6,500	98
	Jefferson	32,900	32,500	99
	Monroe	6,500	6,300	97
	Noble	4,300	4,100	95
	Tuscarawas	32,400	31,700	98
	<b>WEST VIRGINIA</b>			
Brooke	10,800	10,800	100	
Hancock	14,800	14,800	100	
Marshall	15,100	15,000	99	
Ohio	23,100	23,000	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tyler	4,200	4,100	98
	Wetzel	7,900	7,800	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Coshocton	13,400	13,000	97
<b>PENNSYLVANIA</b>	Beaver	73,500	72,600	99
	Greene	14,900	14,500	97
	Washington	79,400	78,200	98
<b>WEST VIRGINIA</b>	Marion	25,200	24,900	99
	Tucker	3,400	3,300	97
<b>Between 5-24%</b>	<b>OHIO</b>			
	Stark	138,800	137,100	99
	Washington	23,900	23,200	97
<b>PENNSYLVANIA</b>	Allegheny	543,800	536,300	99
	Butler	53,400	52,700	99
	Fayette	58,400	57,000	98
	Somerset	29,800	29,100	98
Westmoreland	144,900	143,100	99	
<b>WEST VIRGINIA</b>	Barbour	6,200	6,100	98
	Doddridge	2,700	2,600	96
	Grant	3,800	3,700	97
	Harrison	29,200	29,000	99
	Monongalia	29,000	28,500	98
	Pleasants	3,000	3,000	100
	Preston	11,100	10,900	98
Taylor	6,100	6,000	98	
<b>Station Totals</b>		<b>1,550,100</b>	<b>1,527,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>391,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>181,700</b>	



# Ohio—Toledo

## WDHO-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** D. H. Overmyer Telecasting Co. Inc., Debtor in Possession, 300 S. Byrne Rd., Toledo OH 43615.

**Studio:** 300 S. Byrne Rd., Toledo, OH 43615.

**Telephone:** 419-535-0024.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 83° 21' 22"

**Transmitter:** W of Cousino Rd. at Arquette Rd., Jerusalem, OH.

**News Services:** ABC, AP.

**Ownership:** Susan Harris, pres.-secy.; William J. Shock, v.p. & gen. mgr.; James R. Bowe, v.p.; Richard L. Woodside; The First National Bank of Boston, 100%.

**Began Operation:** May 3, 1966.

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

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert.

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

**Personnel:**

WILLIAM J. SHOCK, vice president & general manager.  
JAMES BOWE, vice president, engineering & operations.  
GARRY MILLER, general sales manager.  
LARRY KRUSZEWSKI, local sales manager.  
BRYNN MEYERS, program coordinator.  
NANCY PRATT, data systems manager.  
CELSO RODRIGUEZ, news director.  
DANIEL PAVUK, business manager.

**Highest 30 Sec. Rate** (July 1, 1983): \$950.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Lenawee	31,600	31,100	98
	Monroe	45,900	45,400	99
	<b>OHIO</b>			
	Allen	40,600	39,900	98
	Defiance	13,900	13,700	99
	Fulton	13,400	13,100	98
	Hancock	24,300	24,000	99
	Hardin	11,700	11,500	98
	Henry	10,300	10,200	99
Lucas	176,000	174,100	99	
Ottawa	14,700	14,500	99	
Putnam	10,700	10,500	98	



WDHO-TV BMPCT-6221 Granted 2/17/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
	Williams	13,500	13,200	98
	Wood	38,200	37,700	99
	Wyandot	7,900	7,700	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	14,800	14,500	98
	<b>OHIO</b>			
Erie	29,100	28,700	99	
Huron	19,800	19,500	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Washtenaw	99,000	96,700	98
	<b>OHIO</b>			
	Auglaize	15,400	15,100	98
	Crawford	18,300	18,000	98
	Marion	24,700	24,400	99
	Morrow	9,600	9,500	99
	Paulding	7,300	7,200	99
	Van Wert	11,500	11,300	98
	<b>Station Totals</b>		<b>746,300</b>	<b>735,100</b>
<b>Net Weekly Circulation (1984)</b>			<b>443,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>240,600</b>	

# Ohio—Toledo

## WTOL-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Cosmos Broadcasting Corp., 730 N. Summit St., Toledo, OH 43604.

**Studios & Offices:** 730 N. Summit St., Toledo, OH 43604.

**Telephone:** 419-248-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

**Transmitter:** Cedar Point, near Norden Rd., Oregon City, OH.

**News Service:** AP.

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

**Ownership:** Cosmos Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46, 5:11).

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

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

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

**Personnel:**

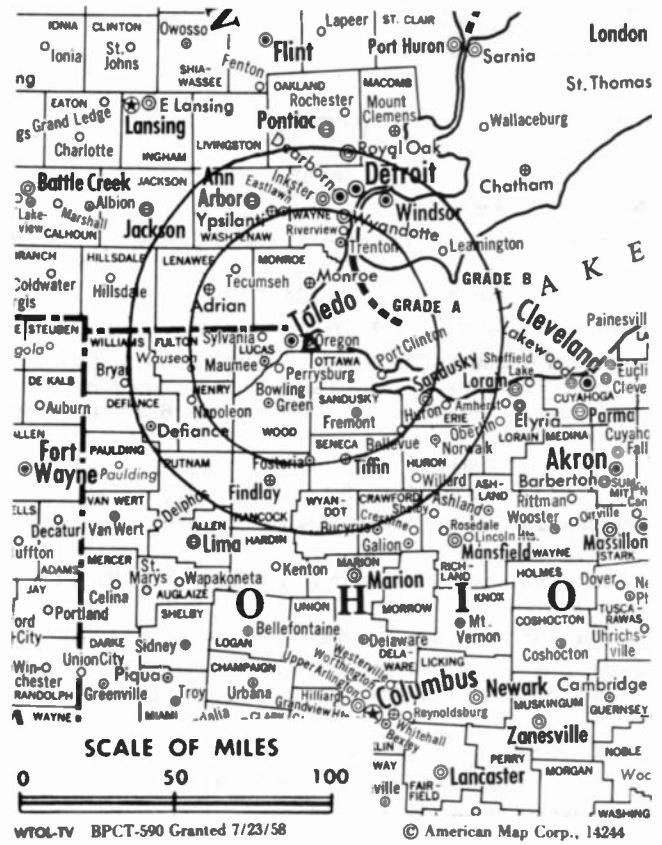
- GUY HEMPEL, vice president & general manager.
- STEVE ISRAEL, program manager.
- MEL STEBBINS, general sales manager.
- WAYNE THING, production manager.
- DONALD C. KENNEDY, business manager.
- RICK GEVERS, news director.
- PAUL LENTZ, engineering manager.

**Highest 30 Sec. Rate:** \$1500.

**NETWORK BASE HOURLY RATE:** \$2521.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Lenawee	31,600	31,100	98
	Monroe	45,900	45,400	99
	<b>OHIO</b>			
	Allen	40,600	39,900	98
	Crawford	18,300	18,000	98
	Defiance	13,900	13,700	99
	Erie	29,100	28,700	99
	Fulton	13,400	13,100	98
	Hancock	24,300	24,000	99
Henry	10,300	10,200	99	
Huron	19,800	19,500	98	
Lucas	176,000	174,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ottawa	14,700	14,500	99
	Putnam	10,700	10,500	98
	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
	Williams	13,500	13,200	98
	Wood	38,200	37,700	99
	Wyandot	7,900	7,700	97
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	14,800	14,500	98
<b>OHIO</b>	Hardin	11,700	11,500	98
	<b>MICHIGAN</b>			
<b>Between 5-24%</b>	Jackson	52,700	52,100	99
	Washtenaw	99,000	96,700	98
	Wayne	799,700	790,500	99
	<b>OHIO</b>			
Auglaize	15,400	15,100	98	
Morrow	9,600	9,500	99	
Paulding	7,300	7,200	99	
Richland	48,100	47,400	99	
<b>Station Totals</b>		<b>1,610,600</b>	<b>1,589,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>576,000</b>
<b>Average Daily Circulation (1984)</b>				<b>330,100</b>

# Ohio—Toledo

**WTVG**

Ch. 13

**Network Service:** NBC.

**Licensee:** Storer Communications Inc., 4247 Dorr St., Toledo, OH 43607.

**Studio:** 4247 Dorr St., Toledo, OH 43607.

**Telephone:** 419-531-1313. **TWX:** 810-442-1748.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

**Transmitter:** 1701 North Stadium Road, Oregon, OH, 7-mi. NNE of Toledo.

**News Services:** AP, UPI, Group W Newsfeed, NBC, Storer Washington Bureau.

**Satellite Earth Stations:** Scientific-Atlanta; 5-meter & 7-meter.

**Ownership:** Storer Communications Inc., 1200 Biscayne Blvd., Miami, FL 33161. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 21, 1948.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren Zwicky.

**Personnel:**

- H. W. (BUDDY) RAY, general manager.
- DOUGLAS SINN, general sales manager.
- GEORGE CARLINO, national sales manager.
- MARSHA SCHROEDER, program director.
- CHESTER SLAUGHTER, chief engineer.
- NEIL CARMEAN, news director.

**Highest 30 Sec. Rate (July 1, 1984):** \$1500.

**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>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lenawee	31,600	31,100	98
	Monroe	45,900	45,400	99
	<b>OHIO</b>			
	Crawford	18,300	18,000	98
	Defiance	13,900	13,700	99
	Erie	29,100	28,700	99
	Fulton	13,400	13,100	98
	Hancock	24,300	24,000	99
	Henry	10,300	10,200	99
	Huron	19,800	19,500	98
	Lucas	176,000	174,100	99
	Ottawa	14,700	14,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Putnam	10,700	10,500	98
	Sandusky	22,700	22,500	99
	Seneca	21,400	21,100	99
	Williams	13,500	13,200	98
	Wood	38,200	37,700	99
	Wyandot	7,900	7,700	97
<b>MICHIGAN</b>				
	<b>Between 25-49%</b>			
	Hillsdale	14,800	14,500	98
	<b>OHIO</b>			
	Hardin	11,700	11,500	98
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Jackson	52,700	52,100	99
	St Clair	50,000	49,300	99
	Washtenaw	99,000	96,700	98
	<b>OHIO</b>			
	Allen	40,600	39,900	98
Marion	24,700	24,400	99	
Morrow	9,600	9,500	99	
Paulding	7,300	7,200	99	
Richland	48,100	47,400	99	
<b>Station Totals</b>		<b>870,200</b>	<b>857,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>555,200</b>
<b>Average Daily Circulation (1984)</b>				<b>328,200</b>

# Ohio-Youngstown

## WFMJ-TV

Ch. 21

**Network Service:** NBC.

**Licensee:** WFMJ-TV Inc., 101 W. Boardman St. 44503.

**Studio:** 101 W. Boardman St., Youngstown, OH 44503.

**Telephone:** 216-744-8611. **TWX:** 810-435-2909.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

**Transmitter:** Mabel St.

**AM Affiliate:** WFMJ, 5-kw, 1390 kHz (NBC).

**News Service:** AP.

**Ownership:** Vindicator Printing Co., 100%.

**Began Operation:** March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (*Television Digest*, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

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

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

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

**Personnel:**

BETTY J. H. BROWN, president.  
EDWARD J. ADAMS, station manager.  
KATHIE BRICKMAN, traffic manager.  
JOAN HARRISON, film director.  
LARRY OLESON, chief engineer.

**Highest One Hour Rate** (Jan. 1984): \$6000.

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

**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>OHIO</b>			
	Columbiana	41,300	40,700	99
	Mahoning	103,800	102,700	99
	Trumbull	88,000	87,000	99
	<b>PENNSYLVANIA</b>			
Lawrence	38,500	37,800	98	
Mercer	46,300	45,500	98	
<b>Between 5-24%</b>	<b>OHIO</b>			
	Ashtabula	37,200	36,600	98
	Carroll	9,000	8,900	99
	Geauga	24,700	24,300	98
	Portage	47,100	46,600	99
	Stark	138,800	137,100	99
	<b>PENNSYLVANIA</b>			
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99



WFMJ-TV BPCT-800131KU Granted 7/31/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Crawford	32,500	31,700	98
	Venango	23,500	22,800	97
	<b>WEST VIRGINIA</b>			
	Hancock	14,800	14,800	100
<b>Station Totals</b>		<b>772,400</b>	<b>761,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>330,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>185,400</b>	

## TV Newspaper Radio CATV

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# Ohio—Youngstown

## WKBN-TV

Ch. 27

**Network Service:** CBS.

**Licensee:** WKBN Broadcasting Corp., 3930 Sunset Blvd. 44501.

**Studio:** 3930 Sunset Blvd., Youngstown, OH 44501.

**Telephone:** 216-782-1144. **TWX:** 810-435-2825.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 30"

Longitude 80° 38' 42"

**Transmitter:** 3930 Sunset Blvd.

**AM Affiliate:** WKBN, 5-kw, 570 kHz (CBS).

**FM Affiliate:** WKBN-FM, 4.5-kw, 98.9 MHz (No. 255), 1370-ft.

**News Service:** UPI.

**Ownership:** The W. P. Williamson Family, 100%. W. P. Williamson III, pres.; David Stewart, treas.; Ruth L. Cruikshank, secy. WKBN also owns WIMA & WIQA(FM), Lima, OH.

**Began Operation:** Jan. 11, 1953. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of **Cleveland Plain Dealer** and **News** for undisclosed amount and retiring stock to treasury (**Television Digest**, Vol. 14:34).

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

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

- W. P. WILLIAMSON JR., chairman.
- W. P. WILLIAMSON III, president.
- WILLIAM F. DECKER, television station manager.
- C. RICHARD WADE, sales manager.
- NORMAN BERGER, TV program director & film buyer.
- E. LANNY NASS, director of engineering.
- RICHARD CHISHOLM, studio engineering manager.

**Highest 30 Sec. Rate** (April 2, 1984): \$800.

**NETWORK BASE HOURLY RATE:** \$752.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Mahoning	103,800	102,700	99
	Trumbull	88,000	87,000	99
	<b>PENNSYLVANIA</b>			
	Lawrence	38,500	37,800	98
	Mercer	46,300	45,500	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Portage	47,100	46,600	99
	<b>PENNSYLVANIA</b>			
Beaver	73,500	72,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OHIO</b>			
	Ashtabula	37,200	36,600	98
	Belmont	31,400	30,900	98
	Carrroll	9,000	8,900	99
	Geauga	24,700	24,300	98
	Harrison	6,600	6,500	98
	Jefferson	32,900	32,500	99
	Stark	138,800	137,100	99
	Summit	192,300	190,300	99
	<b>PENNSYLVANIA</b>	Butler	53,400	52,700
Crawford		32,500	31,700	98
Venango		23,500	22,800	97
<b>WEST VIRGINIA</b>	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Ohio	23,100	23,000	100
	<b>Station Totals</b>	<b>1,069,500</b>	<b>1,055,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>404,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>231,200</b>	

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

# Ohio—Youngstown

**WYTV**

**Ch. 33**

**Network Service:** ABC.

**Licensee:** Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown 44502.

**Studio:** 3800 Shady Run Rd., Youngstown, OH 44502.

**Telephone:** 216-783-2930. **TWX:** 810-435-2816.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 07.0"

**Transmitter:** 3800 Shady Run Rd., Youngstown.

**News Service:** AP.

**Satellite Earth Station:** AFC, 7-meter; Microdyne receivers.

**Ownership:** A. Richard Benedek, pres., 50%; Robert L. Dudley, secy.-treas., 50%. Benedek owns WBKO(TV), Bowling Green, KY; has interest in WTAP-TV, Parkersburg, WV.

**Began Operation:** April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (*Television Digest*, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to present owners approved April 15, 1983 (Vol. 22:32).

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

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

GEOFFREY PEARCE, vice president & general manager.  
RODERICK A. GUERDAN, general sales manager.  
DOROTHY M. HILL, station controller.  
FRANK MARAFIOTE, program director.  
ARTHUR TAYLOR, chief engineer.  
JACK BOWE, news director.

**Highest 30 Sec. Rate** (July 5, 1984): \$600.

**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>OHIO</b>			
	Columbiana	41,300	40,700	99
	Mahoning	103,800	102,700	99
	Trumbull	88,000	87,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Lawrence	38,500	37,800	98
	Mercer	46,300	45,500	98
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Ohio	23,100	23,000	100
<b>Between 5-24%</b>	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Carroll	9,000	8,900	99
	Harrison	6,600	6,500	98
	Jefferson	32,900	32,500	99
Portage	47,100	46,600	99	
<b>PENNSYLVANIA</b>	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Crawford	32,500	31,700	98
	Venango	23,500	22,800	97
<b>WEST VIRGINIA</b>	Hancock	14,800	14,800	100
<b>Station Totals</b>		<b>665,700</b>	<b>656,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>304,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>171,000</b>	

# Ohio—Zanesville

## WHIZ-TV

Ch. 18

**Network Service:** NBC.

**Licensee:** Southeastern Ohio Television System, Downerd Rd.

**Studio:** Downerd Rd., Zanesville, OH 43701.

**Telephones:** 614-452-5431 (office); 614-453-0361 (studio).

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 212-kw visual, 37.2-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

Latitude 39° 55' 42"  
Longitude 81° 59' 06"

**Transmitter:** Downerd Rd.

**AM Affiliate:** WHIZ, 1-kw (0.25-kw, night), 1240 kHz (NBC).

**FM Affiliate:** WHIZ-FM, 20-kw, 102.5 MHz (No. 273), 490-ft.

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

**Satellite Earth Stations:** Scientific-Atlanta, 6-meter; Scientific-Atlanta receivers.

**Ownership:** Norma Jean Littick, 83%; Ernest B. Graham, 11%; John Graham & Ernest Graham Jr., 3% each.

**Began Operation:** May 23, 1953.

**Represented (sales):** Avery-Knodel Inc.; Regional Reps Corp.; Creative Broadcast Representatives Inc. (Canada).

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

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

**Personnel:**

- ALLAN LAND, vice president & general manager.
- VAN VANNELLI, sales manager.
- C. E. HARTMEYER, chief engineer.
- BARBARA MITTER, director of programs.
- FRANKLIN YOUNG, film operation manager.
- GARY EARICH, production manager.

**Highest 30 Sec. Rate** (July 5, 1984): \$250.

**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>OHIO</b> Muskingum	31,000	30,400	98
	<b>OHIO</b> Coshocton	13,400	13,000	97
<b>Between 25-49%</b>	Guernsey	15,900	15,500	97
	Morgan	5,300	5,100	96



WHIZ-TV BPCT-3305 Granted 4/13/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Noble	4,300	4,100	95
	Perry	11,100	10,900	98
<b>OHIO</b>	Fairfield	34,500	34,100	99
	Hocking	9,500	9,300	98
	Holmes	8,700	8,200	94
	Licking	45,200	44,700	99
	Monroe	6,500	6,300	97

<b>Station Totals</b>	<b>185,400</b>	<b>181,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>72,300</b>
<b>Average Daily Circulation (1984)</b>			<b>38,100</b>

## VIDEO WEEK

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**WXIX-TV, Cincinnati**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>KENTUCKY—(Continued)</b>				
Between 5-24%	Lewis	5,100	5,000	98
	Madison	18,200	17,900	98
	Nicholas	2,700	2,700	100
	Powell	3,800	3,700	97
	Scott	7,800	7,700	99
	Shelby	8,400	8,300	99
	Woodford	6,400	6,300	98
<b>OHIO</b>				
	Allen	40,600	39,900	98
	Champaign	12,600	12,400	98
	Fayette	10,000	9,800	98
	Hardin	11,700	11,500	98
	Licking	45,200	44,700	99
	Logan	15,000	14,700	98
	Ross	23,100	22,600	98
	Van Wert	11,500	11,300	98
<b>WEST VIRGINIA</b>				
	Putnam	14,500	14,400	99
	Wayne	16,900	16,700	99

For Explanation of Arbitron Data, see page 14

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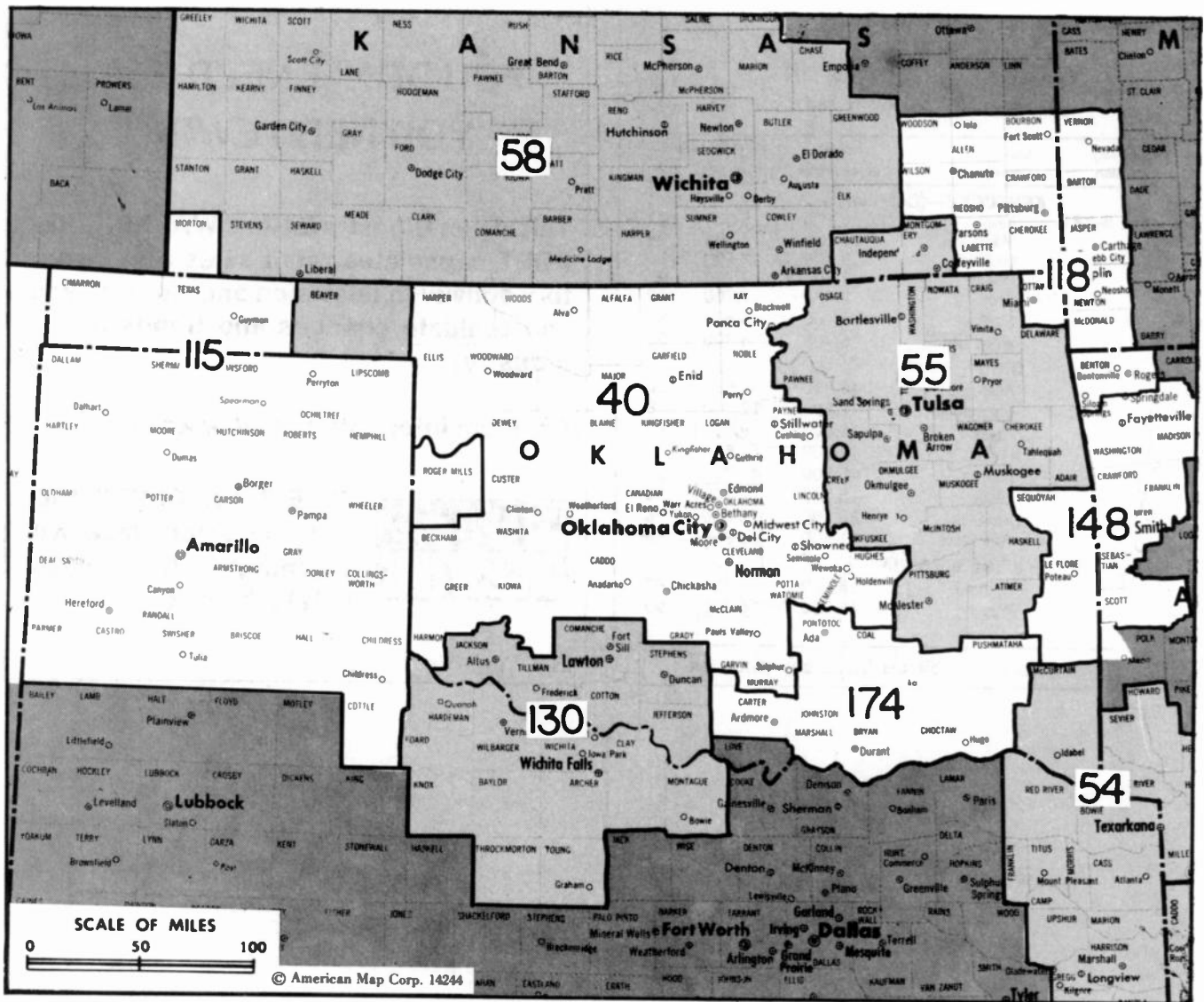
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### Oklahoma Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	10	6	16
Educational Television Stations	4	0	4
			20

Market	Arbitron ADI TV		Market Area Commercial TV Stations
	Households	Rank	
Oklahoma City, OK	572,100	40	KAUT (43), KGMC (34), KOCO-TV (5), KOKH-TV (25), KTBO-TV (14), KTVY (4), KWTU (9)
Shreveport, LA-Texarkana, TX	446,600	54	KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
Tulsa, OK	445,100	55	KGCT-TV (41), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8)
Wichita-Hutchinson, KS	416,900	58	KAKE-TV (10), KAYS-TV (7), KLOE-TV (10), KSNK (2), KSNL (11), KSNK (8), KSNW (3), KTVC (6), KUPK-TV (13), KWCH-TV (12)
Amarillo, TX	179,900	115	KAMR-TV (4), KFDA-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)
Joplin, MO-Pittsburg, KS	173,400	118	KOAM-TV (7), KODE-TV (12), KSNF (16)
Wichita Falls, TX-Lawton, OK	157,600	130	KAUZ-TV (6), KFDX-TV (3), KSWO-TV (7)
Fort Smith, AR	130,000	148	KFSM-TV (5), KHBS (40), KPOM-TV (24), KTVP (29)
Ardmore-Ada, OK	69,500	172	KTEN (10), KXII (12)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KFDX-TV, Lawton**--See Wichita Falls, TX

**KAUZ-TV, Lawton**--See Wichita Falls, TX

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

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# Oklahoma—Ada-Ardmore

**KTEN**

Ch. 10

**Network Service:** ABC, NBC.

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

**Studio:** 1600 Arlington St., Box 10, Ada, OK 74820.

**Telephone:** 405-332-3311. **TWX:** 910-830-6740.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1460-ft. above av. terrain, 1458-ft. above ground, 2338-ft. above sea level.

Latitude 34° 21' 34"

Longitude 96° 33' 34"

**Transmitter:** 6-mi., 225° SSW, near Bromide, OK.

**FM Affiliate:** KTEN-FM, 100-kw, 93.3 MHz (No. 227), 630-ft.

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

**Satellite Earth Stations:** Prodelin, 5-meter; Prodelin receivers.

**Ownership:** Bill Hoover, pres., 77.74%; over 30 other stockholders, only 3 with as much as 2.5%. Eastern Oklahoma Television owns Trans-Am Communications Co., cable system serving Ada; translator serving Ardmore. KTEN-FM, Ada, is licensed to a sister corp.

**Began Operation:** April 28, 1954.

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

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

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

**Personnel:**

BILL HOOVER, president & general manager.

DAN HOOVER, v.p., station manager, national sales & program director.

VIN HOOVER, secretary.

BARBARA JONES, traffic manager.

LYNNE HILL, news director.

JAMES LOLLAR, chief engineer.

**Highest 30 Sec. Rate** (Sept. 1, 1984): \$130.

**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>OKLAHOMA</b>			
	Atoka	4,700	4,600	98
	Carter	17,300	17,100	99
	Choctaw	6,500	6,300	97
	Coal	2,300	2,300	100
	Garvin	11,400	11,300	99
	Hughes	5,700	5,600	98
	Johnston	4,100	4,000	98
	Murray	5,000	5,000	100
	Pittsburg	15,900	15,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pontotoc	13,100	13,000	99
	Pushmataha	5,000	4,800	97
	Seminole	10,800	10,700	99
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Bryan	12,400	12,100	98
	Marshall	4,900	4,800	98
	Okfuskee	4,500	4,400	98
Pottawatomie	22,100	21,800	99	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Latimer	3,700	3,600	97
	Love	3,200	3,100	97
	Mc Clain	7,900	7,800	99
	Mc Intosh	6,600	6,500	98
Tillman	4,700	4,600	98	
<b>TEXAS</b>				
Cooke	11,000	10,900	99	
<b>Station Totals</b>		<b>182,800</b>	<b>179,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>101,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>49,200</b>	

# Oklahoma—Ardmore & Sherman-Denison, Texas

**KXII**

**Ch. 12**

**Network Service:** CBS & NBC.

**Licensee:** Texoma Broadcasters Inc., Box 1175, Sherman, TX 75090.

**Studios:** Hwy. 75 N., midway between Sherman & Denison; 2624 S. Commerce, Ardmore, OK.

**Mailing Address:** Box 1175, Sherman, TX 75090.

**Telephone:** 214-892-8123, Sherman; 405-223-0946, Ardmore.  
**TWX:** 510-874-3402.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 222-kw visual, 22.2-kw aural. Antenna: 1777-ft. above av. terrain, 1694-ft. above ground, 2584-ft. above sea level.

Latitude 34° 01' 58"  
Longitude 96° 48' 00"

**Transmitter:** 5-mi. SSW of Madill.

**News Services:** CBS, UPI.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta receivers.

**Ownership:** See KLFY-TV, Lafayette, LA.

**Began Operation:** Aug. 12, 1956. Sale to present owners by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (*Television Digest*, Vol. 15:17, 23, 25).

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

**Represented (legal):** Cordon & Jacob.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**

- M. N. BOSTICK, president.
- RICHARD D. ADAMS, general manager.
- BRUCE STIDHAM, production manager.
- DENNIS KITE, chief engineer.
- BETTY DOCKRAY, traffic manager.

**Highest 30 Sec. Rate** (Feb. 25, 1983): \$475.

**NETWORK BASE HOURLY RATE:** \$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>OKLAHOMA</b>			
	Atoka	4,700	4,600	98
	Bryan	12,400	12,100	98
	Carter	17,300	17,100	99
	Choctaw	6,500	6,300	97
	Coal	2,300	2,300	100
	Johnston	4,100	4,000	98
	Love	3,200	3,100	97
	Marshall	4,900	4,800	98
	Pushmataha	5,000	4,800	97



KXII BPCT—830217KF Granted 6/10/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Grayson	36,200	35,700	99
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Garvin	11,400	11,300	99
	Murray	5,000	5,000	100
	Pontotoc	13,100	13,000	99
<b>TEXAS</b>	Cooke	11,000	10,900	99
	Delta	1,900	1,900	100
	Fannin	9,900	9,700	98
	Lamar	16,900	16,300	96
	<b>OKLAHOMA</b>	<b>Between 5-24%</b>		
Jefferson		3,300	3,300	100
Okfuskee		4,500	4,400	98
Pittsburg		15,900	15,600	98
<b>TEXAS</b>				
Montague	7,200	7,100	99	
Morris	5,600	5,500	98	
Red River	6,400	6,200	97	
<b>Station Totals</b>		<b>208,700</b>	<b>205,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>114,300</b>
<b>Average Daily Circulation (1984)</b>				<b>71,800</b>

# Oklahoma—Lawton

## KSWO-TV

Ch. 7

(Also serves Wichita Falls, TX)

**Network Service:** ABC.

**Licensee:** KSWO-TV Co. Inc., Box 708, Lawton, OK 73502.

**Studio:** Administration Bldg., 3-mi. E of Lawton.

**Mailing Address:** Box 708, Lawton, OK 73502.

**Telephone:** 405-355-7000. **TWX:** 910-836-3600.

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

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

**Transmitter:** Grandfield, OK, near Wichita Falls, TX.

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

**News Services:** ABC, UPI.

**Satellite Earth Stations:** In operation.

**Ownership:** R. H. Drewry, 69%; T. R. Warkentin Estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD-AM-FM, Duncan, OK. Drewry & the Warkentin estate are stockholders in KFDA-TV, Amarillo, TX.

**Began Operation:** March 8, 1953.

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

**Represented (legal):** James E. Greeley.

**Personnel:**

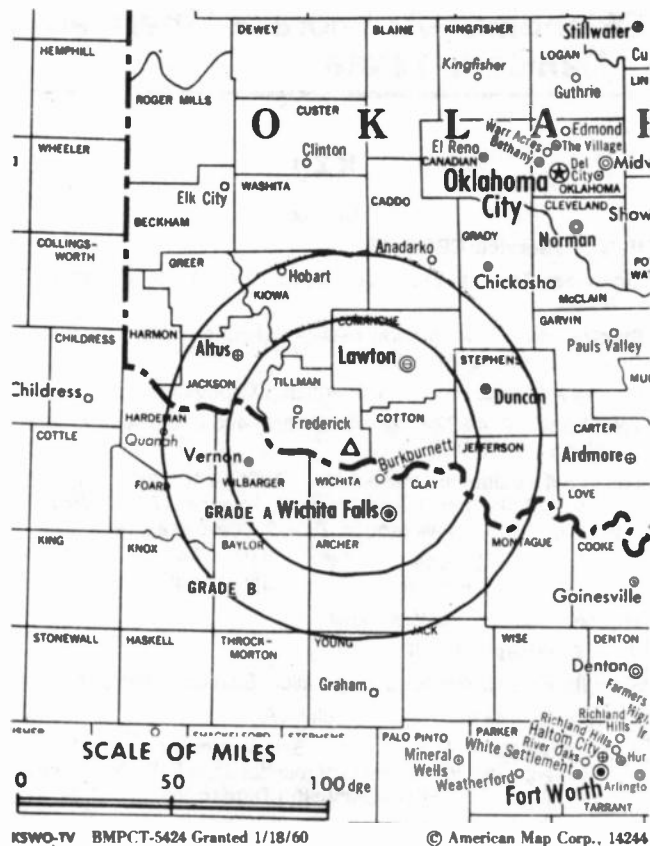
R. H. DREWRY, president.  
LARRY PATTON, general manager.  
JIMMY LOCKERD, chief engineer.

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

**NETWORK BASE HOURLY RATE:** \$425.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Comanche	36,500	36,200	99
	Cotton	3,200	3,200	100
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Jackson	10,700	10,600	99
	Jefferson	3,300	3,300	100
	Kiowa	5,400	5,300	98
	Stephens	18,100	17,900	99
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Archer	2,900	2,900	100
	Baylor	2,000	2,000	100
	Clay	4,000	4,000	100
Foard	900	900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hardeman	2,500	2,500	98
	Knox	1,900	1,900	100
	Montague	7,200	7,100	99
	Throckmorton	900	900	100
	Wichita	44,800	44,500	99
	Wilbarger	6,100	6,100	100
Young	8,300	8,200	99	
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Beckham	8,200	8,000	98
	Caddo	11,700	11,600	99
Washita	5,600	5,500	98	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Dewey	2,400	2,400	100
	Grady	15,800	15,600	99
	Murray	5,000	5,000	100
	<b>TEXAS</b>			
	Collingsworth	1,800	1,700	94
Jack	3,000	3,000	100	
King	200	200	100	
<b>Station Totals</b>		<b>221,800</b>	<b>219,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>152,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>92,200</b>	

# Oklahoma—Oklahoma City

## KAUT

Ch. 43

**Network Service:** None, independent.

**Licensee:** Golden West Broadcasters of Oklahoma Inc., Box 14843, Oklahoma City, OK 73113.

**Studio:** 11901 N. Eastern Ave., Oklahoma City, OK 73113.

**Mailing Address:** Box 14843, Oklahoma City, OK 73113.

**Telephone:** 405-478-4300.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 1950-kw max. & 1070-kw horizontal visual, 195-kw max. & 107-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1596-ft. above ground, 2704-ft. above sea level.

Latitude 35° 35' 22"  
Longitude 97° 29' 03"

**Transmitter:** 11901 N. Eastern Ave., Oklahoma City.

**News Services:** AP, NOAA.

**Satellite Earth Stations:** Transmit/receive, Scientific-Atlanta, 7-meter & 10-meter; Scientific-Atlanta receivers.

**Ownership:** Ina S. Autry Estate, Gene Autry & Stanley B. Schneider, Co-Executors.

**Began Operation:** Sept. 24, 1980.

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

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

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

**Personnel:**

BILL DAVIS, station & general sales manager.  
NANCY STRUBE, news & public affairs director.  
BILL VAN DUYNHOVEN, 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>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Kingfisher	5,600	5,600	100
	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	Mc Clain	7,900	7,800	99
	Major	3,500	3,400	97
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Blaine	5,600	5,500	98
	Canadian	22,500	22,300	99
	Cleveland	53,900	53,300	99
	Grady	15,800	15,600	99
	Okfuskee	4,500	4,400	98
	Oklahoma	233,900	231,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Payne	24,200	23,900	99
	Pottawatomie	22,100	21,800	99
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Caddo	11,700	11,600	99
	Creek	22,900	22,600	99
	Custer	10,700	10,500	98
	Garfield	25,700	25,500	99
	Garvin	11,400	11,300	99
	Grant	2,700	2,700	100
	Greer	3,000	2,900	97
	Hughes	5,700	5,600	98
<b>Station Totals</b>		<b>572,100</b>	<b>566,300</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>		<b>219,900</b>	
	<b>Average Daily Circulation (1984)</b>		<b>85,100</b>	

# Oklahoma—Oklahoma City

**KGMC**

Ch. 34

**Network Service:** None, independent.

**Licensee:** Seraphim Corp., 1501 N.E. 85th St., Oklahoma City, OK 73113.

**Studio:** 1501 N.E. 85th St., Oklahoma City, OK 73113.

**Telephone:** 405-478-3434.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1176-kw max. & 776-kw horizontal visual, 116.7-kw max. & 78.5-kw horizontal aural. Antenna: 1209-ft. above av. terrain, 1257-ft. above ground, 2397-ft. above sea level.

Latitude 35° 33' 36"  
Longitude 97° 29' 07"

**Transmitter:** N.E. 85th St. at Ridgeway.

**Satellite Earth Station:** In operation, 5-meter.

**Ownership:** Beverly Hills Hotel Corp., 85%; Ted F. Baze, 15%. BHH ownership: Burton Slatkin, pres.-treas., 11.62%; Robert Mathis, v.p.; Edward Slatkin, secy., 6.35%; Seema Silberstein Boesky, 39.06%; Muriel Slatkin, 18.65%; Greydale Corp., 12.5%; Thomas Slatkin, 6.35%; Ivan Boesky, 3.91%; Donald Korotkin, 1.56%. Ivan Boesky has interest in WRGB(TV), Schnectady, NY.

**Began Operation:** Nov. 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983. Transfer of control to present owners approved Oct. 21, 1983.

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

**Represented (legal):** Martin Firestone.

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

**Personnel:**

TED BAZE, president & general manager.  
T. DAN LOVING, general sales manager.  
GREG MILLER, vice president & director of engineering.  
PAUL KRIMSIR, station manager.

**Highest 30 Sec. Rate** (July 6, 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	%
50% & Over	OKLAHOMA			
	Caddo	11,700	11,600	99
	Cleveland	53,900	53,300	99
	Custer	10,700	10,500	98

## ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.



### Public/Educational Station Directory follows Commercial Stations

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grady	15,800	15,600	99
	Kingfisher	5,600	5,600	100
	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	Mc Clain	7,900	7,800	99
	Oklahoma	233,900	231,900	99
	Pottawatomie	22,100	21,800	99
Between 25-49%	OKLAHOMA			
	Blaine	5,600	5,500	98
	Canadian	22,500	22,300	99
	Dewey	2,400	2,400	100
	Garfield	25,700	25,500	99
	Garvin	11,400	11,300	99
	Major	3,500	3,400	97
	Noble	4,700	4,700	100
	Okfuskee	4,500	4,400	98
	Payne	24,200	23,900	99
Seminole	10,800	10,700	99	
Washita	5,600	5,500	98	
Between 5-24%	OKLAHOMA			
	Alfalfa	2,900	2,900	98
	Creek	22,900	22,600	99
	Grant	2,700	2,700	100
	Hughes	5,700	5,600	98
	Jefferson	3,300	3,300	100
	Kay	20,300	20,100	99
	Kiowa	5,400	5,300	98
	Pawnee	6,400	6,300	98
	Pontotoc	13,100	13,000	99
Stephens	18,100	17,900	99	
Station Totals		604,700	598,600	98
Net Weekly Circulation (1984)			261,900	
Average Daily Circulation (1984)			102,300	

# Oklahoma—Oklahoma City

## KOCO-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Combined Communications Corp. of Oklahoma Inc., Box 14555, Oklahoma City, OK 73113.

**Studio:** 1300 E. Britton Rd.

**Telephone:** 405-478-3000. **TWX:** 405-842-3252.

**Mailing Address:** Box 14555, Oklahoma City, OK 73113.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

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

**Transmitter:** 0.33-mi. E of N. Kelly Ave. on Britton Rd.

**News Services:** AP, UPI, Gannett News Service.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Andrew, 7.3-meter & 4.5-meter; Avantek & Scientific-Atlanta receivers.

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

**Began Operation:** July 19, 1954. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved by FCC Dec. 11, 1957 (*Television Digest*, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al., approved March 5, 1958 (Vol. 14:7, 8, 10). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23; 1:4). Transfer to Combined Communications approved July 17, 1970 (Vol. 10:30). Merger of Combined with Gannett Co. approved June 7, 1979 (Vol. 18:20, 38; 19:24).

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

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

### Personnel:

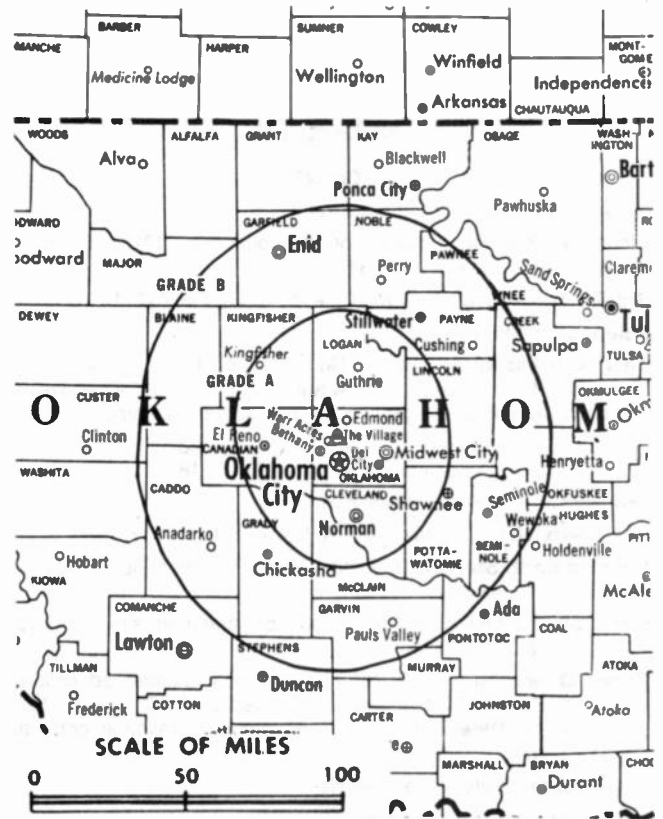
AL PARSONS, president & general manager.  
DAVID LOVELAND, vice president & general sales manager.  
DICK KELLY, national sales manager.  
TED NEWCOMB, vice president & chief engineer.  
DON TROUTT, vice president & comptroller.  
MIKE PALMER, vice president & station manager.  
ANN ABERNETHY, vice president & promotion manager.  
GARY LONG, vice president, news.  
GENE CHEATHAM, local sales manager.  
JERRY HART, production manager.

**Highest 30 Sec. Rate:** \$1500.

**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>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Blaine	5,600	5,500	98
	Caddo	11,700	11,600	99
	Canadian	22,500	22,300	99
	Cleveland	53,900	53,300	99
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Ellis	2,300	2,200	96
	Garfield	25,700	25,500	99
	Garvin	11,400	11,300	99
	Grady	15,800	15,600	99
	Grant	2,700	2,700	100
	Harper	1,900	1,900	100
Hughes	5,700	5,600	98	
Kay	20,300	20,100	99	
Kingfisher	5,600	5,600	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	McClain	7,900	7,800	99
	Major	3,500	3,400	97
	Murray	5,000	5,000	100
	Noble	4,700	4,700	100
	Oklahoma	233,900	231,900	99
	Payne	24,200	23,900	99
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99
	Seminole	10,800	10,700	99
	Stephens	18,100	17,900	99
	Washita	5,600	5,500	98
	Woodward	4,300	4,200	98

<b>Between 25-49%</b>	<b>KANSAS</b>			
	Cowley	14,800	14,600	99
<b>OKLAHOMA</b>	Beckham	8,200	8,000	98
	Comanche	36,500	36,200	99
	Greer	3,000	2,900	97
	Kiowa	5,400	5,300	98
	Okfuskee	4,500	4,400	98
	Pittsburg	15,900	15,600	98
	Roger Mills	2,000	2,000	98

<b>Between 5-24%</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	Sumner	9,700	9,600	99
<b>OKLAHOMA</b>	Atoka	4,700	4,600	98
	Beaver	2,900	2,900	100
	Carter	17,300	17,100	99
	Coal	2,300	2,300	100

(Continued on page 766)

<b>Station Totals</b>	<b>776,400</b>	<b>768,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>550,500</b>
<b>Average Daily Circulation (1984)</b>			<b>337,700</b>



# Oklahoma—Oklahoma City

## KOKH-TV

Ch. 25

**Network Service:** None, independent.

**Licensee:** Blair Broadcasting of Oklahoma Inc., 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

**Studio:** 1228 E. Wilshire Blvd., Oklahoma City, OK 73111.

**Telephone:** 405-843-2525.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 1410-kw visual, 141-kw aural. Antenna: 1540-ft. above av. terrain, 1619-ft. above ground, 2749-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 18"

**Transmitter:** 1228 N.E. Wilshire Blvd.

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

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; GLR & Scientific-Atlanta receivers.

**Ownership:** John Blair & Co., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 2, 1959 as a non-commercial, educational station. Sale to present owner approved by FCC June 6, 1979 (*Television Digest*, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979.

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

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

DAVID MURPHY, president & general manager.

GARY M. ANDRICH, general sales manager.

R. C. BRADLEY, local sales manager.

TIM CONDEN, program director.

**Highest 30 Sec. Rate** (July 12, 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>OKLAHOMA</b>				
<b>50% &amp; Over</b>	Beckham	8,200	8,000	98
	Blaine	5,600	5,500	98
	Caddo	11,700	11,600	99
	Canadian	22,500	22,300	99
	Cleveland	53,900	53,300	99
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Garfield	25,700	25,500	99
	Grady	15,800	15,600	99
	Kingfisher	5,600	5,600	100
	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	McClain	7,900	7,800	99
	Major	3,500	3,400	97
	Noble	4,700	4,700	100
	Oklahoma	233,900	231,900	99
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99



KOKH-TV BPCT-790625KE Granted 8/29/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Seminole	10,800	10,700	99
	Washita	5,600	5,500	98
<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Garvin	11,400	11,300	99
	Grant	2,700	2,700	100
	Greer	3,000	2,900	97
	Jefferson	3,300	3,300	100
	Murray	5,000	5,000	100
	Oklfuskee	4,500	4,400	98
	Payne	24,200	23,900	99
	Roger Mills	2,000	2,000	98
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Alfalfa	2,900	2,900	98
	Carter	17,300	17,100	99
	Creek	22,900	22,600	99
	Harmon	1,700	1,700	100
	Hughes	5,700	5,600	98
	Kiowa	5,400	5,300	98
	Pawnee	6,400	6,300	98
	Stephens	18,100	17,900	99
	Tillman	4,700	4,600	98
	Woods	4,300	4,200	98
Woodward	8,700	8,500	98	
<b>Station Totals</b>		<b>639,300</b>	<b>632,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>324,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>131,400</b>	

# Oklahoma—Oklahoma City

## KTBO-TV

Ch. 14

**Network Service:** None, independent.

**Licensee:** Trinity Broadcasting of Oklahoma City Inc., 3705 N.W. 63rd, Oklahoma City, OK 73116.

**Studio:** 3705 N.W. 63rd, Oklahoma City, OK 73116.

**Telephone:** 405-848-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. & horizontal visual, 372-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

Latitude 35° 34' 30"  
Longitude 97° 29' 04"

Holds CP for change to 1216-kw max. & 989-kw horizontal visual, 243-kw max. & 198-kw horizontal aural, 1137-ft. above av. terrain.

**Transmitter:** 1300 N.E. 108th St., Oklahoma City.

**News Service:** UPI.

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

**Ownership:** Non-profit corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 6, 1981.

**Represented (legal):** by May, Dunn & Gay.

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

**Personnel:**

AL BROWN, general manager.  
JOHN GORDON, chief engineer.

**Highest 30 Sec. Rate:** \$50.

**Arbitron Data:** Not available.



KTBO-TV BPCT-821005KH Granted 11/15/82

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**For Low-Power TV Stations  
Consult Index**

# TV - Radio - CATV - Newspaper

## Robert W. Rounsaville & Associates

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# Oklahoma—Oklahoma City

## KTVY

Ch. 4

**Network Service:** NBC.

**Licensee:** KTVY Inc., Box 14068, Oklahoma City, OK 73113.

**Studio:** 500 E. Britton Rd.

**Mailing Address:** Box 14068, Oklahoma City, OK 73113.

**Telephone:** 405-478-1212. **TWX:** 910-830-6866.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

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

**Transmitter:** 1401 E. Britton Rd.

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

**Ownership:** The Evening News Association. For officers & other interests, see Group Ownership of Television Stations.

**Began Operation:** June 6, 1949. Sale to present owner by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (**Television Digest**, Vol. 15:29).

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

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

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

**Personnel:**

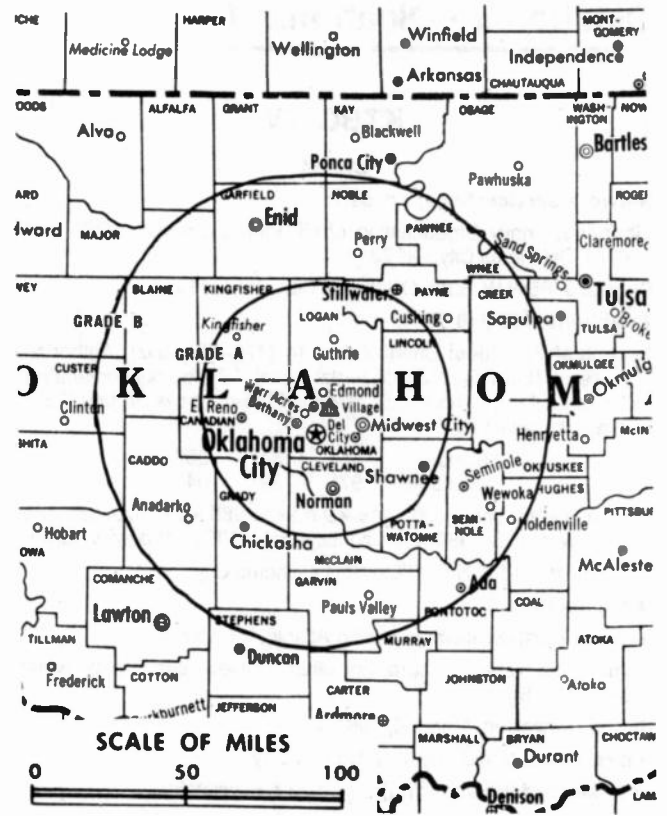
LEE ALLAN SMITH, vice president & general manager.  
PAUL WISE, general sales manager.  
BILL THRASH, director of operations.  
RON TURNER, news director.  
CHARLES ANDREW, promotion manager.  
JOHN BUSHNELL, chief engineer.

**Highest 30 Sec. Rate:** \$2500.

**NETWORK BASE HOURLY RATE:** \$1750.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Beckham	8,200	8,000	98
	Blaine	5,600	5,500	98
	Caddo	11,700	11,600	99
	Canadian	22,500	22,300	99
	Carter	17,300	17,100	99
	Cleveland	53,900	53,300	99
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Ellis	2,300	2,200	96
	Garfield	25,700	25,500	99
	Garvin	11,400	11,300	99
	Grady	15,800	15,600	99
	Grant	2,700	2,700	100
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Harper	1,900	1,900	100
	Hughes	5,700	5,600	98
	Jackson	10,700	10,600	99
	Kay	20,300	20,100	99
Kingfisher	5,600	5,600	100	
Kiowa	5,400	5,300	98	
Lincoln	11,000	10,900	99	
Logan	10,400	10,300	99	
McClain	7,900	7,800	99	
Major	3,500	3,400	97	



KTVY BMPCT-5994 Granted 8/13/64 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Murray	5,000	5,000	100
	Noble	4,700	4,700	100
	Okfuskee	4,500	4,400	98
	Oklahoma	233,900	231,900	99
	Payne	24,200	23,900	99
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99
	Seminole	10,800	10,700	99
	Stephens	18,100	17,900	99
	Washita	5,600	5,500	98
	Woods	4,300	4,200	98
	Woodward	8,700	8,500	98
	<b>Between 25-49%</b>	<b>OKLAHOMA</b>		
Comanche		36,500	36,200	99
Pittsburg		15,900	15,600	98
Roger Mills	2,000	2,000	98	
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	Comanche	1,000	1,000	100
	Cowley	14,800	14,600	99
	Eik	1,700	1,700	100
	<b>OKLAHOMA</b>			
	Atoka	4,700	4,600	98
	Coal	2,300	2,300	100
	Cotton	3,200	3,200	100
	Creek	22,900	22,600	99
Johnston	4,100	4,000	98	
Love	3,200	3,100	97	
Marshall	4,900	4,800	98	
Okmulgee	15,200	15,000	99	
Pawnee	6,400	6,300	98	
Tillman	4,700	4,600	98	
<b>Station Totals</b>		<b>781,300</b>	<b>772,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>572,100</b>
<b>Average Daily Circulation (1984)</b>				<b>337,400</b>

# Oklahoma—Oklahoma City

## KWTV

Ch. 9

**Network Service:** CBS.

**Licensee:** Griffin Television Inc., Box 14159, Oklahoma City, OK 73113.

**Studio:** 7401 N. Kelley Blvd., Oklahoma City, OK 73113.

**Telephone:** 405-843-6641. **TWX:** 910-830-6852.

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

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

**Transmitter:** 7401 N. Kelley Blvd.

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

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

**Ownership:** John T. Griffin & Martha Watson Griffin, Trustees, 99.9%.

**Began Operation:** Dec. 20, 1953.

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

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

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

### Personnel:

DUANE HARM, president.

JERRY DALRYMPLE, vice president & director of operations.

KENNETH TAISHOFF, station manager.

FRAN CONWAY, general sales manager.

JOHN McNALLY, chief engineer.

A. R. SANDUBRAE, news director.

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

**NETWORK BASE HOURLY RATE:** \$1570.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Alfalfa	2,900	2,900	98
	Beckham	8,200	8,000	98
	Blaine	5,600	5,500	98
	Caddo	11,700	11,600	99
	Canadian	22,500	22,300	99
	Carter	17,300	17,100	99
	Cleveland	53,900	53,300	99
	Custer	10,700	10,500	98
	Dewey	2,400	2,400	100
	Ellis	2,300	2,200	96
	Garfield	25,700	25,500	99
	Garvin	11,400	11,300	99
	Grady	15,800	15,600	99
	Grant	2,700	2,700	100
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Harper	1,900	1,900	100
	Hughes	5,700	5,600	98
	Jackson	10,700	10,600	99
	Kay	20,300	20,100	99
	Kingfisher	5,600	5,600	100
	Kiowa	5,400	5,300	98
	Lincoln	11,000	10,900	99
	Logan	10,400	10,300	99
	McClain	7,900	7,800	99
	Major	3,500	3,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Murray	5,000	5,000	100
	Noble	4,700	4,700	100
	Okfuskee	4,500	4,400	98
	Oklahoma	233,900	231,900	99
	Payne	24,200	23,900	99
	Pontotoc	13,100	13,000	99
	Pottawatomie	22,100	21,800	99
	Roger Mills	2,000	2,000	98
	Seminole	10,800	10,700	99
	Stephens	18,100	17,900	99
	Washita	5,600	5,500	98
	Woods	4,300	4,200	98
	Woodward	8,700	8,500	98
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Barber	2,600	2,500	96
	<b>OKLAHOMA</b>			
	Comanche	36,500	36,200	99
	Jefferson	3,300	3,300	100
	Pittsburg	15,900	15,600	98
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Cotton	3,200	3,200	100
	Creek	22,900	22,600	99
	Johnston	4,100	4,000	98
	Marshall	4,900	4,800	98
	Muskogee	26,300	25,900	98
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98
	Pushmataha	5,000	4,800	97
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Collingsworth	1,800	1,700	94
<b>Station Totals</b>		<b>805,900</b>	<b>796,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>570,100</b>
<b>Average Daily Circulation (1984)</b>				<b>332,400</b>

# Oklahoma—Sayre

## KVIJ-TV

Ch. 8

(Satellite of KVII-TV, Amarillo, TX)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

**Telephone:** 405-928-3233.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 26.3-kw visual, 5.26-kw aural. Antenna: 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level.

Latitude	35°	25'	25"
Longitude	99°	50'	30"

**Transmitter:** 14.3-mi. NW of Sayre.

**News Service:** AP.

**Ownership:** Marsh Media. For other interests, see KVII-TV, Amarillo, TX.

**Began Operation:** Aug. 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (**Television Digest**, Vol. 5:33). Resumed operation May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

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

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

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

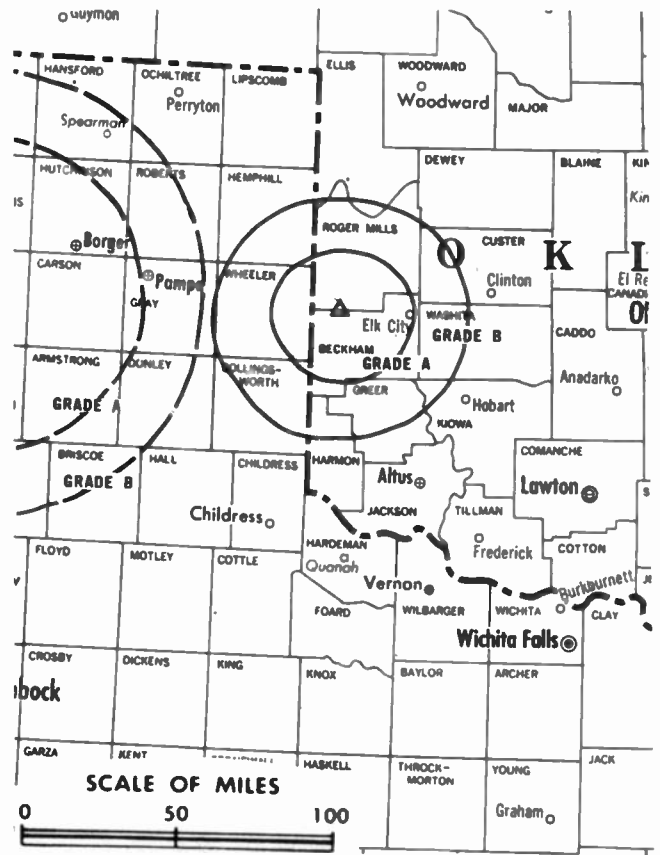
**Personnel:**

GLEN NEAL, resident engineering supervisor.

**Rates:** See KVII-TV, Amarillo, TX.

**NETWORK BASE HOURLY RATE:** Bonus to KVII-TV, Amarillo, TX.

**Arbitron Data:** Figures included with KVII-TV, Amarillo, TX.



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

# Oklahoma—Tulsa

## KGCT-TV

Ch. 41

**Network Service:** None, independent.

**Licensee:** Tulsa TV 41, 5807 S. Garnett, Suite F, Tulsa, OK 74146.

**Studio:** 5807 S. Garnett Rd., Tulsa, OK 74146.

**Telephone:** 918-252-9589.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1350-kw max. & 295-kw horizontal visual, 58.9-kw aural. Antenna: 1510-ft. above av. terrain, 1368-ft. above ground, 2168-ft. above sea level.

Latitude 36° 02' 28"  
Longitude 95° 39' 24"

**Transmitter:** 2.67-mi. NE of State Rte. 51, on 101st St., near Oneta.

**Satellite Earth Stations:** Automation Techniques, 5-meter; Gardiner, 5-meter; Automation Techniques & Gardiner receivers.

**Ownership:** Joint Venture of Green Country Associates Ltd. & Satellite Television Systems, Ltd. Partnership. Green Country ownership: Ray L. Beindorf, 85%; Armstrong Investment Co., 7.5%; Western Area Bureau, 7.5%. Satellite TV ownership: Satellite Syndicated Systems, 98%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 18, 1981.

**Represented (legal):** Ward & Mendelsohn.

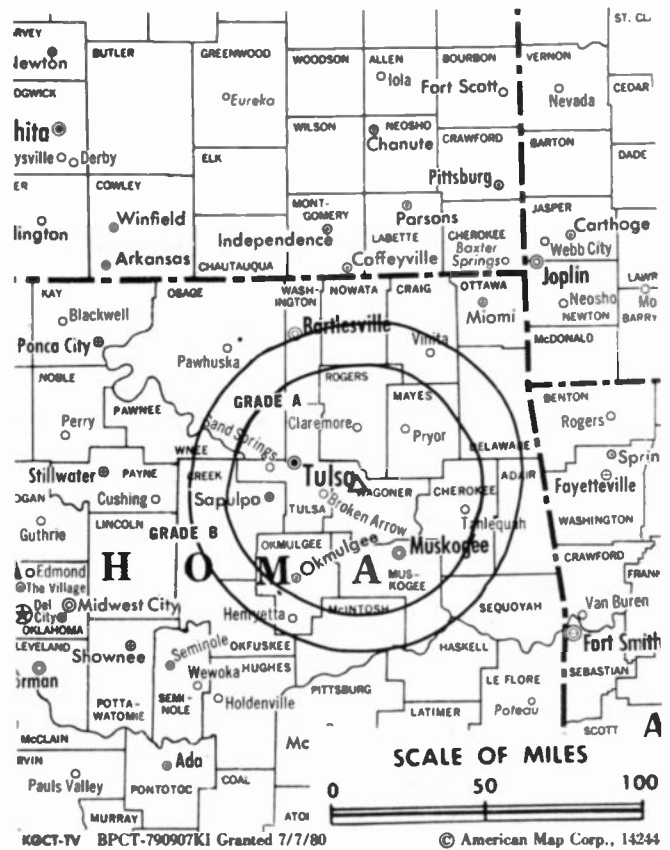
**Personnel:**

- RAY L. BEINDORF, general manager.
- MARTY MARTIN, chief engineer & station manager.
- WILLIAM 'DAN' HARLEY, sales manager.
- SHARON W. SPAIN, traffic.
- PEGGY MARSH, administrative assistant to general manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$80.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
Between 5-24%	Craig	5,500	5,400	98
	Mc Intosh	6,600	6,500	98
	Okmulgee	15,200	15,000	99
	Payne	24,200	23,900	99
	Washington	20,200	20,100	100
<b>Station Totals</b>		<b>71,700</b>	<b>70,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>14,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>5,100</b>	



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# Oklahoma—Tulsa

**KJRH**

Ch. 2

**Network Service:** NBC.

**Licensee:** Scripps-Howard Broadcasting Co., 3701 S. Peoria Ave., Tulsa, OK 74105.

**Studio:** 3701 S. Peoria Ave., Tulsa, OK 74105.

**Telephone:** 918-743-2222. **TWX:** 910-845-2134.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: Circularly polarized, 1828-ft. above av. terrain, 1775-ft. above ground, 2465-ft. above sea level.

Latitude 36° 01' 15"  
Longitude 95° 40' 32"

**Transmitter:** N of intersection of Muskogee Toll Road & S. 101st St., approx. 1.8-mi. E of Oneta.

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

**Satellite Earth Station:** Microwave General, 6-meter; Scientific-Atlanta receivers.

**Ownership:** Scripps-Howard Bcstg. Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (*Television Digest*, Vol. 10:24, 48).

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

**Represented (legal):** Baker & Hostetler.

**Personnel:**

- DONALD L. PERRIS, president.
- F. BEN HEVEL, vice president & general manager.
- WALLY DUNHAM, assistant general manager.
- RUSTY WILCOXEN, promotion manager.
- CHARLES PFAFF, national sales manager.
- MICHAEL VRABAC, general sales manager.
- AL MARRARA, production manager.
- CRAIG ALLISON, local sales manager.
- MARK NICKS, news director.
- ART BATES, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Chautauqua	2,300	2,300	100
	Montgomery	17,200	16,900	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,700	11,500	98
	Craig	5,500	5,400	98
	Creek	22,900	22,600	99
	Delaware	9,800	9,500	97
	Kay	20,300	20,100	99
	Mc Intosh	6,600	6,500	98
	Mayes	13,000	12,800	98
	Muskogee	26,300	25,900	98
	Nowata	4,700	4,600	99
	Okfuskee	4,500	4,400	98
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rogers	18,000	17,800	99
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
	Washington	20,200	20,100	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Cowley	14,800	14,600	99
	Elk	1,700	1,700	100
Wilson	4,900	4,800	98	
<b>OKLAHOMA</b>	Haskell	4,600	4,500	98
	Ottawa	12,800	12,700	99
	Payne	24,200	23,900	99
	Pittsburg	15,900	15,600	98
	Sequoyah	11,300	11,000	97
	<b>Between 5-24%</b>	<b>ARKANSAS</b>		
Washington		39,200	38,300	98
<b>KANSAS</b>				
Labette	10,000	9,800	98	
Neosho	7,300	7,200	99	
Woodson	1,800	1,800	97	
<b>OKLAHOMA</b>	Alfalfa	2,900	2,900	98
	Coal	2,300	2,300	100
	Hughes	5,700	5,600	98
	Latimer	3,700	3,600	97
	Le Flore	15,800	15,400	98
	Lincoln	11,000	10,900	99
	<b>Station Totals</b>		<b>631,700</b>	<b>623,500</b>
<b>Net Weekly Circulation (1984)</b>			<b>424,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>246,200</b>	

# Oklahoma—Tulsa

## KOKI-TV

Ch. 23

**Network Service:** None, independent.

**Licensee:** Tulsa 23, Limited Partnership, 7422 E. 46th Pl., Tulsa, OK 74145.

**Studio:** 7422 E. 46th Pl.

**Telephone:** 918-663-6880.

**Mailing Address:** Box 33223, Tulsa, OK 74135.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 3310-kw max. & 1480-kw horizontal visual, 331-kw max. & 148-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1274-ft. above ground, 1984-ft. above sea level.

Latitude 36° 01' 35.8"  
Longitude 95° 40' 43.7"

**Transmitter:** SW 1/4 of NE 1/4, Sec. 23, Twp. 18N, Range 15 East, near Coweta.

**News Service:** AP.

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

**Ownership:** James U. Lavenstein, gen. partner, 10%; Benjamin F. Boddie, gen. partner, 3.5%; John H. Williams, Joanne S. Williams, Robert E. Thomas, Paribus Co. & Avitrol Corp., limited partners, 10% each; Walter H. Helmerich III & C. W. Flint Jr., limited partners, 7.5% each; 6 other limited partners, none with more than 5.5%.

**Began Operation:** Oct. 26, 1980.

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

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Silliman & Silliman.

### Personnel:

JAMES LAVENSTEIN, general manager.  
MIKE BRAKER, general sales manager.  
EUGENE WILKIN, program & film buyer.  
ROBERT G. HARDIE, chief engineer.  
WES BUTLER, production manager.  
LIBBY PARRISH, traffic manager.  
DICK ENDERWOOD, promotion manager.  
DENNIS MOORE, business manager.  
JAN HAMMER, national sales manager.

**Highest 30 Sec. Rate** (June 15, 1984): \$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>OKLAHOMA</b>			
	Mayes	13,000	12,800	98
	Muskogee	26,300	25,900	98
	Nowata	4,700	4,600	99
	Okmulgee	15,200	15,000	99
	Pittsburg	15,900	15,600	98
	Rogers	18,000	17,800	99
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Labette	10,000	9,800	98



KOKI-TV BMPCT-800421KE Granted 7/28/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,700	11,500	98
	Craig	5,500	5,400	98
	Creek	22,900	22,600	99
	Delaware	9,800	9,500	97
	Haskell	4,600	4,500	98
	Mc Intosh	6,600	6,500	98
	Okfuskee	4,500	4,400	98
	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98
	Payne	24,200	23,900	99
	Washington	20,200	20,100	100
<b>Between 5-24%</b>	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Cherokee	8,800	8,700	99
	Elk	1,700	1,700	100
	Montgomery	17,200	16,900	98
<b>OKLAHOMA</b>	Latimer	3,700	3,600	97
	Le Flore	15,800	15,400	98
	Lincoln	11,000	10,900	99
	Ottawa	12,800	12,700	99
	Sequoyah	11,300	11,000	97
	<b>Station Totals</b>		<b>541,300</b>	<b>534,600</b>
<b>Net Weekly Circulation (1984)</b>				<b>241,700</b>
<b>Average Daily Circulation (1984)</b>				<b>107,500</b>



# Oklahoma—Tulsa

## KOTV

Ch. 6

**Network Service:** CBS.

**Licensee:** KOTV Inc., Third & Frankfort Sts., Tulsa, OK 74120.

**Studio:** Third & Frankfort Sts., Box 6, Tulsa, OK 74101.

**Telephone:** 918-582-6666. **TWX:** 918-923-3356.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1885-ft. above av. terrain, 1812-ft. above ground, 2522-ft. above sea level.

Latitude 36° 01' 15"  
Longitude 95° 40' 32"

**Transmitter:** Approx. 1.8-mi. E of Oneta, N of intersection of Muskogee Toll Rd. & S. 101st St.

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

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

**Ownership:** Belo Bcstg. Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 22, 1949; sale to General Television Co. (Jack D. Wrather and mother, 50%; Maria Helen Alvarez, 50%) approved by FCC July 13, 1952 (*Television Digest*, Vol. 8:19, 31). Sale to Corinthian Bcstg. approved May 13, 1954 (Vol. 10:20). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21). Sale to present owner by Corinthian approved Nov. 22, 1983 (Vol. 23:20).

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

**Represented (legal):** Covington & Burling.

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

### Personnel:

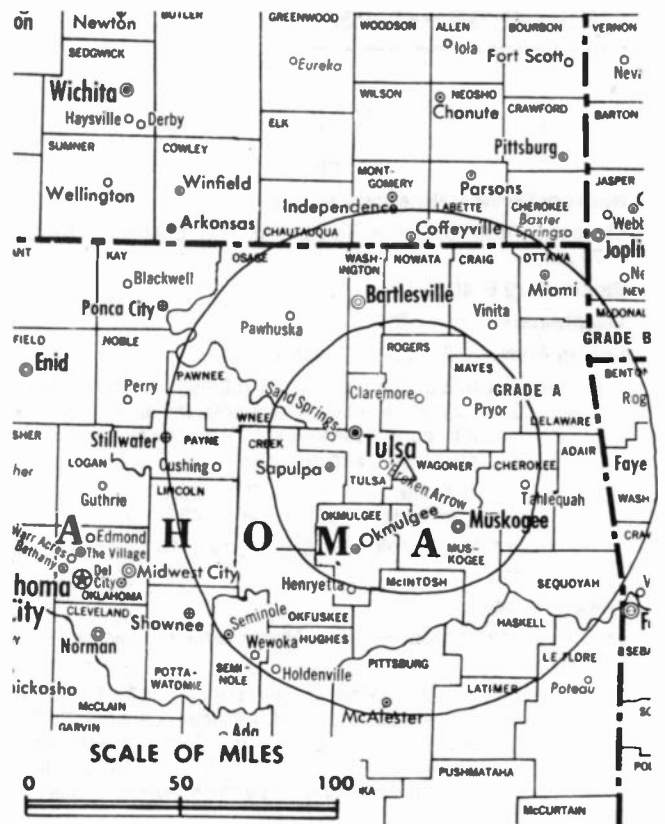
WARD HUEY, president, Belo Broadcasting.  
JOHN IRVIN, vice president & general manager.  
JIM BISAGNI, general sales manager.  
MARGE MEYER, national sales manager.  
LARRY STEVENSON, local sales manager.  
BOB ALLEN, program director.  
JAMES BAUM, news director.  
DON STAFFORD, chief engineer.  
IRV JOHNSON, production manager.  
RICK HERRMANN, promotion manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$2200.

**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>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Montgomery	17,200	16,900	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,700	11,500	98
	Craig	5,500	5,400	98
	Creek	22,900	22,600	99
	Delaware	9,800	9,500	97
	Kay	20,300	20,100	99
Mc Intosh	6,600	6,500	98	
Mayes	13,000	12,800	98	
Muskogee	26,300	25,900	98	
Nowata	4,700	4,600	99	
Okfuskee	4,500	4,400	98	
Okmulgee	15,200	15,000	99	



KOTV BMPCT—830906KE Granted 9/27/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98
	Pittsburg	15,900	15,600	98
	Rogers	18,000	17,800	99
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
	Washington	20,200	20,100	100
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Elk	1,700	1,700	100
	Labette	10,000	9,800	98
<b>OKLAHOMA</b>	Wilson	4,900	4,800	98
	Haskell	4,600	4,500	98
	Hughes	5,700	5,600	98
	Payne	24,200	23,900	99
	Sequoyah	11,300	11,000	97
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Benton	32,600	31,900	98
Washington	39,200	38,300	98	
<b>MISSOURI</b>	Newton	16,100	15,900	99
<b>OKLAHOMA</b>	Alfalfa	2,900	2,900	98
	Choctaw	6,500	6,300	97
	Garfield	25,700	25,500	99
	Latimer	3,700	3,600	97
	Le Flore	15,800	15,400	98
	Lincoln	11,000	10,900	99
	Murray	5,000	5,000	100
	Noble	4,700	4,700	100
	Ottawa	12,800	12,700	99
<b>Station Totals</b>		<b>696,100</b>	<b>686,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>455,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>266,600</b>	

# Oklahoma—Tulsa

## KTUL-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** KTUL Television Inc., Box 8, Tulsa, OK 74101.

**Studio:** Lookout Mt., Tulsa.

**Telephone:** 918-446-3351. **TWX:** 910-845-2181.

**Mailing Address:** Box 8, Tulsa, OK 74101.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 08"  
Longitude 95° 36' 55"

**Transmitter:** 13455 S. 321st St. E, 2.3-mi. NE of Coweta, OK.

**News Services:** UPI, NIWS, Washington News Bureau.

**Satellite Earth Station:** Automation Techniques; 4-meter.

**Ownership:** Allbritton Communications Co. For other interests, see Group Ownership of TV Stations.

**Begin Operation:** Sept. 18, 1954. Sale to present owner by Leake TV Inc. approved by FCC Feb. 14, 1983 (**Television Digest**, Vol. 22:45).

**Represented (sales):** by Pety Television Inc.

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

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

### Personnel:

JOHN GARWOOD, president & general manager.  
MARVIN SHIRLEY, vice president, finance & administration.  
STEPHEN DANT, general sales manager.  
RANDY PRATT, local sales manager.  
P. KENT DOLL, program/promotion manager.  
BILL SCHOCK, chief engineer.  
TOM DOERR, news director.  
DAVE BUNNELL, national sales manager.  
CHARLIE RAY, operations manager.  
STORM SMITH, director of community affairs.

**Highest 30 Sec. Rate** (July 6, 1984): \$1500.

**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>ARKANSAS</b>			
	Benton	32,600	31,900	98
	Washington	39,200	38,300	98
	<b>KANSAS</b>			
	Chautauqua	2,300	2,300	100
	Montgomery	17,200	16,900	98
	Wilson	4,900	4,800	98
	<b>OKLAHOMA</b>			
	Adair	6,400	6,200	97
	Cherokee	11,700	11,500	98
Craig	5,500	5,400	98	
Creek	22,900	22,600	99	
Delaware	9,800	9,500	97	
Haskell	4,600	4,500	98	
Hughes	5,700	5,600	98	
Latimer	3,700	3,600	97	
Le Flore	15,800	15,400	98	
Mc Intosh	6,600	6,500	98	
Mayes	13,000	12,800	98	
Muskogee	26,300	25,900	98	
Nowata	4,700	4,600	99	
Okfuskee	4,500	4,400	98	
Okmulgee	15,200	15,000	99	



KTUL-TV BPCT-2941 Granted 2/19/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Osage	15,900	15,800	99
	Pawnee	6,400	6,300	98
	Pittsburg	15,900	15,600	98
	Rogers	18,000	17,800	99
	Sequoyah	11,300	11,000	97
	Tulsa	198,300	196,800	99
	Wagoner	16,600	16,400	99
	Washington	20,200	20,100	100
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Scott	3,900	3,800	97
	Sebastian	38,300	37,900	99
	<b>OKLAHOMA</b>			
Ottawa	12,800	12,700	99	
Payne	24,200	23,900	99	
Seminole	10,800	10,700	99	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Crawford	13,900	13,600	98
	Franklin	5,700	5,600	98
	Polk	6,500	6,300	97
	<b>KANSAS</b>			
	Cherokee	8,800	8,700	99
	Elk	1,700	1,700	100
	Labette	10,000	9,800	98
	<b>MISSOURI</b>			
	Barry	9,900	9,700	98
Mc Donald	5,900	5,800	98	
Newton	16,100	15,900	99	
<b>OKLAHOMA</b>				
Atoka	4,700	4,600	98	
Coal	2,300	2,300	100	
Kay	20,300	20,100	99	
Mc Curtin	13,300	13,000	97	
Murray	5,000	5,000	100	
Pushmataha	5,000	4,800	97	
<b>Station Totals</b>		<b>774,300</b>	<b>763,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>525,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>318,200</b>	

# Oklahoma

## KOCO-TV, Oklahoma City

(Arbitron Data Continued)

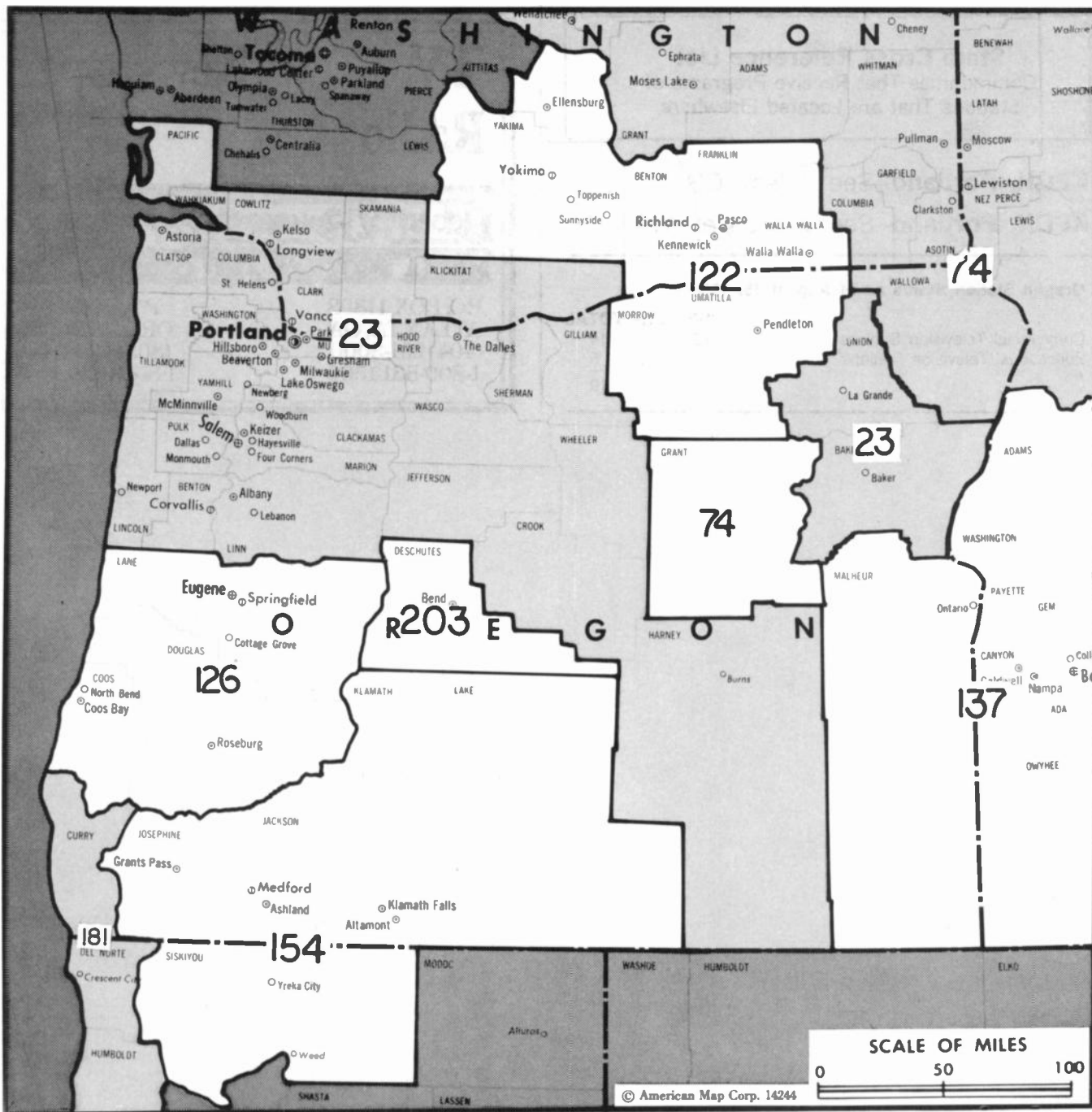
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA—(Continued)</b>			
Between 5-24%	Creek	22,900	22,600	99
	Harmon	1,700	1,700	100
	Jefferson	3,300	3,300	100
	Love	3,200	3,100	97
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99

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**Radio**                      **CATV**

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Market	Arbitron ADI TV Households	Rank
Portland, OR	804,600	23
Spokane, WA	323,700	74
Yakima, WA	169,800	122
Eugene, OR	162,000	126
Boise, ID	146,300	137
Medford, OR	116,000	154
Eureka, CA	56,600	181
Bend, OR	25,700	203

Market Area Commercial TV Stations
KATU (2), KECH (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPTV (12)
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)
KCBI-TV (11), KEZI-TV (9), KMTR-TV (16), KPIC (4), KVAL-TV (13)
KBCI-TV (2), KIVI (6), KTRV (12), KTVB (7)
KDRV (12), KOB (5), KOTI (2), KTVL (10)
KIEM-TV (3), KVIQ-TV (6)
KTVZ (21)

## Oregon

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

**KECH, Portland**--See Salem, OR

**KPDX, Portland**--See Vancouver, WA

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

	VHF	UHF	TOTAL
Commercial Television Stations	12	2	14
Educational Television Stations	5	0	5
			<hr/> 19

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**TV  
Radio**

**Newspaper  
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# Oregon—Bend

**KTVZ**

**Ch. 21**

**Network Service:** CBS, NBC.

**Licensee:** Ponderosa Television Inc., Box 149, Bend, OR 97709.

**Studio:** 62990 O.B. Riley Rd., 0.7-mi. from Bend.

**Mailing Address:** Box 149, Bend, OR 97709.

**Telephone:** 503-389-6511.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 3.98-kw aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

Latitude 44° 04' 40"  
Longitude 121° 19' 49"

**Transmitter:** Atop Awbrey Butte, 1-mi. NW of Bend.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 4, Scientific-Atlanta; 5-meter; Scientific-Atlanta & Harris receivers.

**Ownership:** Sierra Cascade Communications Inc., 100%. George R. Johnson, pres.-treas., 92.5%; Robert R. Johnson, v.p.; JoAnn Burch, secy.; Gloria Johnson, 7.5%. Also owns KMFR & KTMT(FM) Medford, OR; KQMS, Redding, CA.

**Began Operation:** Nov. 6, 1977.

**Represented (sales):** Avery-Knodel Inc.; S/R Reps (regional).

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

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

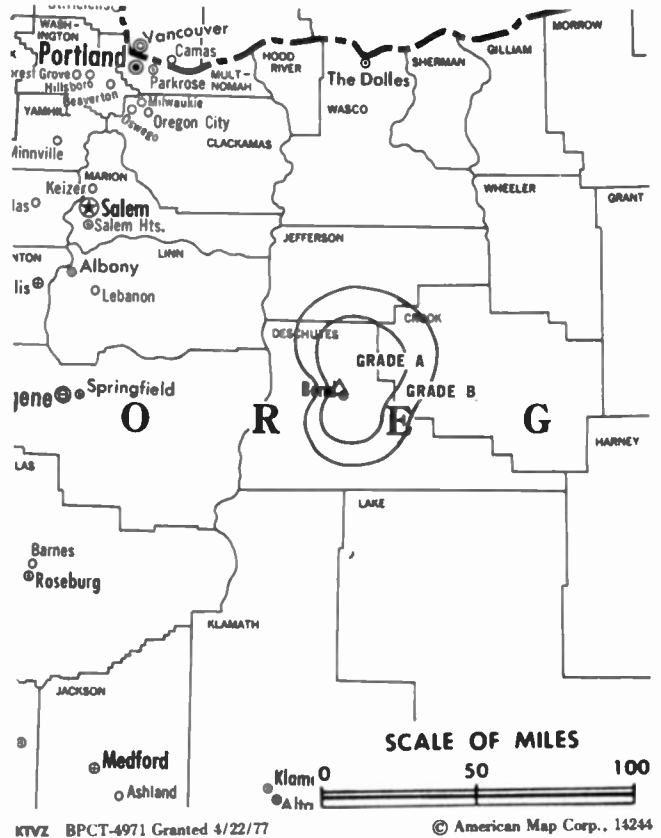
**Personnel:**

JOHN LARKIN, general manager.  
ROB RECTOR, sales manager.  
TERESA BOLLARD, operations manager.  
ERNIE PENDERGRAFT, chief engineer.

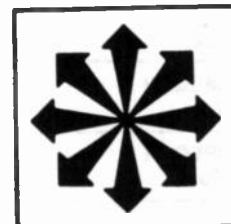
**Highest 30 Sec. Rate** (May 1, 1982): \$150.

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>OREGON</b>			
	Deschutes	27,100	25,600	94
	Jefferson	4,600	4,400	96
<b>Between 25-49%</b>	<b>OREGON</b>			
	Crook	5,300	5,000	94
<b>Between 5-24%</b>	<b>OREGON</b>			
	Harney	3,200	3,000	92
<b>Station Totals</b>		<b>40,200</b>	<b>38,000</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>29,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>17,600</b>	



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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Oregon—Coos Bay-North Bend

## KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

**Network Service:** CBS.

**Licensee:** Eugene Television Inc., Box 1156, Coos Bay, OR 97420.

**Studio:** Coal Bank, Slough Rd.

**Mailing Address:** Box 1156, Coos Bay, OR 97420.

**Telephone:** 503-269-1111.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 11.4-kw visual, 1.15-kw aural. Antenna: 631-ft. above av. terrain, 200-ft. above ground, 1060-ft. above sea level.

Latitude 43° 23' 26.0"  
Longitude 124° 07' 46.3"

**Transmitter:** 5-mi. ENE of city center.

**News Services:** AP, NIWS.

**Ownership:** See KVAL-TV, Eugene, OR.

**Began Operation:** Oct. 1, 1960.

**Represented (sales):** Katz Television; Art Moore Inc.

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

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

**Personnel:**

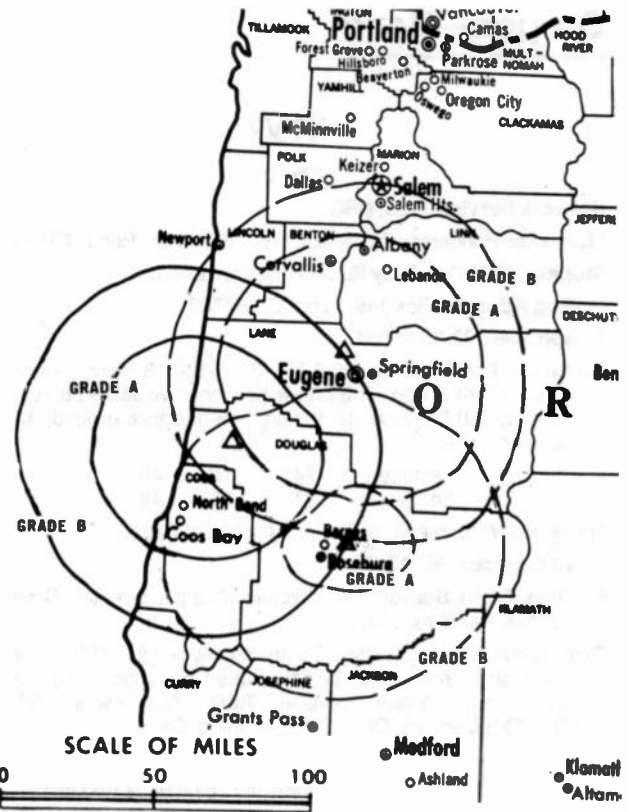
GLENN NICKELL, vice president & general manager.  
BRUCE BENNETT, station manager.  
DICK WITZEL, chief engineer.

**Rates:** Sold in combination with KVAL-TV, Eugene.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 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>OREGON</b>	24,500	22,700	93
	Coos			
Between 25-49%	<b>OREGON</b>	7,500	6,900	92
	Curry			
Between 5-24%	<b>OREGON</b>	36,300	34,600	95
	Douglas			
<b>Station Totals</b>		<b>68,300</b>	<b>64,200</b>	<b>93</b>
<b>Net Weekly Circulation (1984)</b>			<b>27,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>19,400</b>	



KCBY-TV BPCT-2309 Granted 9/23/59 © American Map Corp., 14244

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# Oregon—Eugene

## KEZI-TV

Ch. 9

**Network Service:** ABC.

**Licensee:** Chambers Cable Communications Inc., 101 E. Broadway, Eugene 97401.

**Studio:** 2225 Coburg Rd.

**Mailing Address:** Box 7009, Eugene, OR 97401.

**Telephone:** 503-485-5611. **TWX:** 503-485-0488.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1769-ft. above av. terrain, 496-ft. above ground, 2604-ft. above sea level.

Latitude 44° 06' 57"  
Longitude 122° 59' 57"

**Transmitter:** Coburg Ridge, approx. 7-mi. NE of Eugene.

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

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

**Ownership:** Carolyn S. Chambers, pres.-treas., 100%; Phil Cass Jr., secy. Chambers is proposed trustee of Liberty Bcstg. Inc. For other Liberty interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 19, 1960. Sale to present owner approved by FCC Aug. 10, 1983.

**Represented (sales):** Blair Television; Tacher Co. (Seattle & Portland).

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

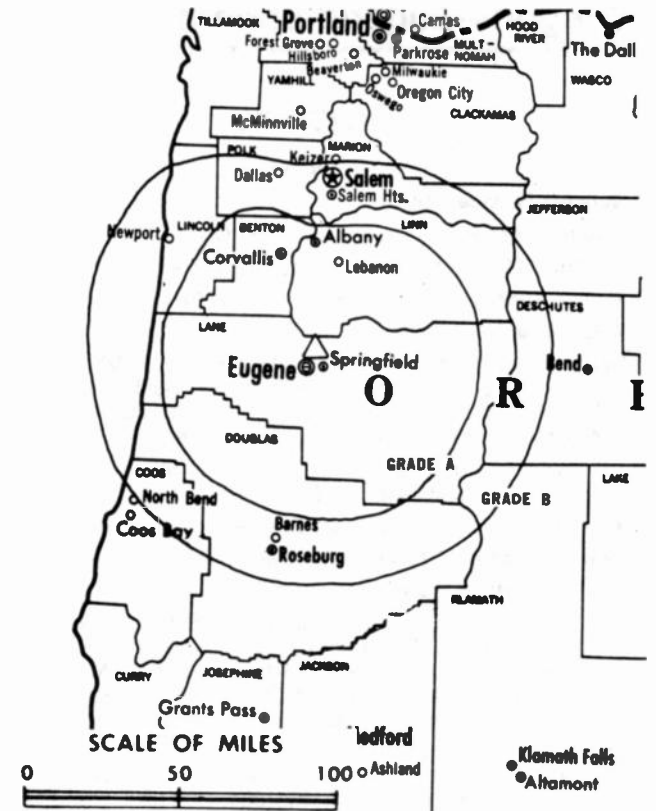
### Personnel:

CAROLYN S. CHAMBERS, president.  
JIM PUTNEY, general manager.  
DAVE LARSON, director of operations.  
DAVID WEINKAUF, local sales manager.  
KRIS BUSHNELL, national/regional sales.  
JOE SMELSER, production manager.  
BOB KERNS, news director.  
DENNIS HUNT, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$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	%
50% & Over	<b>OREGON</b>			
	Benton	26,200	24,500	94
	Coos	24,500	22,700	93
	Douglas	36,300	34,600	95



KEZI-TV BPCT-820721KJ Granted 9/29/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lane	111,500	107,500	96
	Linn	35,600	34,300	96
Between 25-49%	<b>OREGON</b>			
	Crook	5,300	5,000	94
	Deschutes	27,100	25,600	94
	Lincoln	16,500	15,200	92
	Polk	17,900	17,300	97
Between 5-24%	<b>OREGON</b>			
	Jefferson	4,600	4,400	96
	Marion	82,000	78,800	96
	Tillamook	9,000	8,400	93
<b>Station Totals</b>		<b>396,500</b>	<b>378,300</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>198,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>112,200</b>	



# Oregon—Eugene-Springfield

## KMTR-TV

Ch. 16

**Network Service:** NBC.

**Licensee:** KMTR Inc., Box 7365, Eugene, OR 97401.

**Studio:** 3825 International Court, Springfield 97477.

**Mailing Address:** Box 7365, Eugene, OR 97401.

**Telephone:** 503-746-1600.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

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

**Transmitter:** Coburg Ridge, near Eugene.

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

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

**Ownership:** Hugh E. Davis, chmn. 34.59%; Robert W. Davis, pres., 12.6%; Richard G. Picatti, secy., 4.94%; Robert A. Paisley, treas., 17.29%; Donald S. Picatti, 4.94%; Sperry A. McNaughton, 3.95%; Campbell T. Wilson, 3.59%; C. Keith Riffe, 2.47%; 4 others with less than 1% each. Hugh E. Davis & Robert W. Davis have interest in KNDO(TV), Yakima & KNDU(TV), Richland, WA.

**Began Operation:** Oct. 4, 1982. Transfer of control to present owners approved by FCC Jan. 16, 1984.

**Represented (sales):** Seltel Inc.; Avery-Knodel Inc. (Northwest regional).

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

**Represented (engineering):** Hatfield & Dawson.

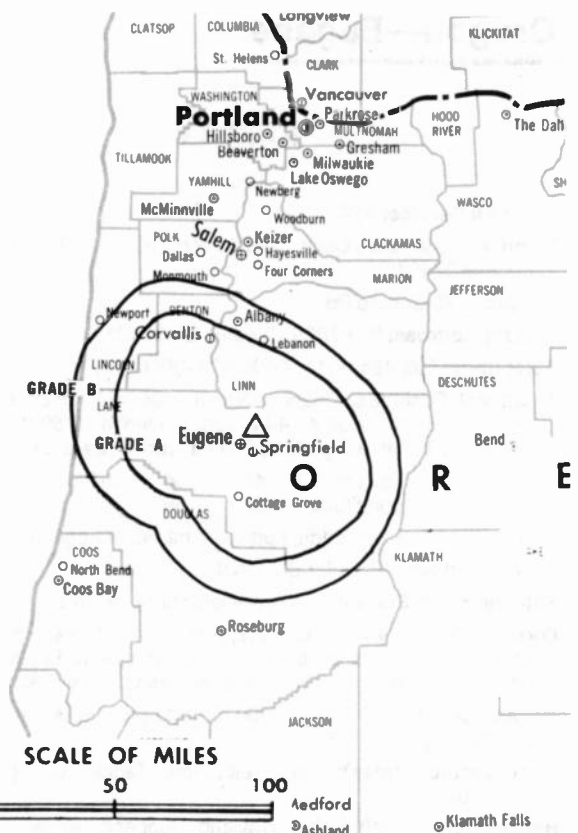
**Personnel:**

ROBERT W. DAVIS, president & general manager.  
CAM WILSON, general sales manager.  
JUDITH E. BELL, program director.  
CAROL B. WILLIAMS, controller.  
JOHN A. BREDESEN, chief engineer.  
PAUL C. RIESS, news director.

**Highest 30 Sec. Rate** (July 5, 1984): \$335.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>OREGON</b>			
	Benton	26,200	24,500	94
	Lane	111,500	107,500	96
Between 5-24%	<b>OREGON</b>			
	Douglas	36,300	34,600	95
	Linn	35,600	34,300	96
<b>Station Totals</b>		<b>209,600</b>	<b>200,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>				<b>114,000</b>
<b>Average Daily Circulation (1984)</b>				<b>55,900</b>



KMTR-TV BPCT-790507KJ Granted 10/19/81

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# Oregon—Eugene

## KVAL-TV

Ch. 13

(Also operates satellites KPIC, Roseburg, OR and KCBY-TV, Coos Bay, OR)

**Network Service:** CBS.

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

**Studio:** Blanton Heights, Box 1313, Eugene, OR 97401.

**Telephone:** 503-342-4961. **TWX:** 910-459-2033.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

Latitude 44° 00' 07"  
Longitude 123° 06' 53"

**Transmitter:** Blanton Heights.

**News Services:** AP, NIWS.

**Ownership:** Robert P. Booth, 13.63%; Leola Winn, 9.5%; C. Philip Tillman, 9%; Janeth H. Sponenburgh, 8%; Willis B. Sheppard, 7.5%; Edward T. Gardner, 6.67%; others. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 15, 1954.

**Represented (sales):** Katz Television; Art Moore Inc. (Pacific Northwest).

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

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

**Personnel:**

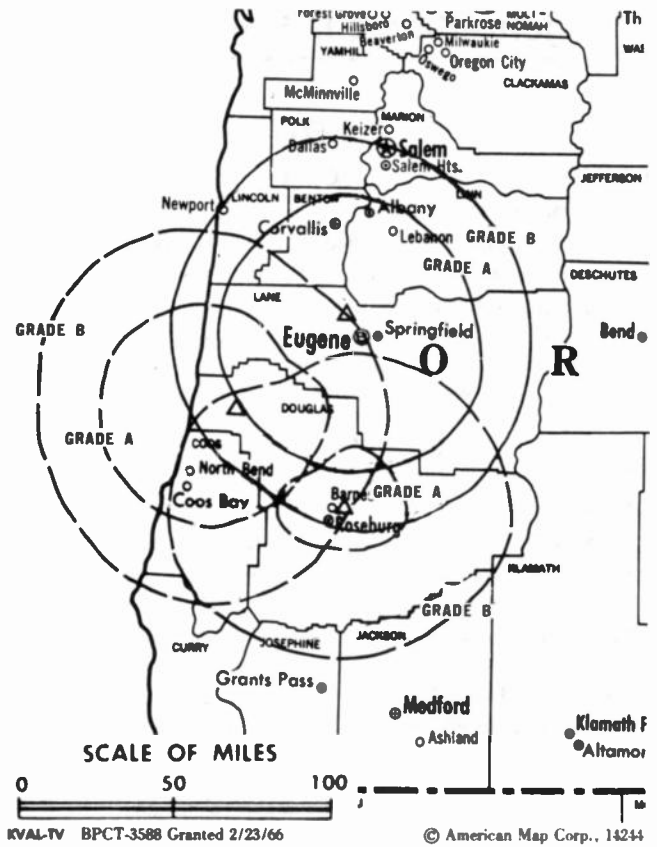
GLENN NICKELL, vice president & general manager.  
BONNIE COLE, national sales.  
GORDON BUSSEY, local sales.  
JOHN DOYLE, news director.  
JAMES BOWEN, director of engineering.

**Highest 30 Sec. Rate** (July 31, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$1430.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
50% & Over	Benton	26,200	24,500	94
	Lane	111,500	107,500	96
	Linn	35,600	34,300	96



KVAL-TV BPCT-3588 Granted 2/23/66 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
Between 25-49%	Deschutes	27,100	25,600	94
	Lincoln	16,500	15,200	92
<b>OREGON</b>				
Between 5-24%	Douglas	36,300	34,600	95
	Harney	3,200	3,000	92
	Jefferson	4,600	4,400	96
	Marion	82,000	78,800	96
	Polk	17,900	17,300	97
	Wheeler	600	600	100
<b>Station Totals</b>		<b>361,500</b>	<b>345,800</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>165,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>89,000</b>	

# Oregon—Klamath Falls

## KOTI

Ch. 2

**Network Service:** NBC.

**Licensee:** Oregon Broadcasting Co., Box 5M, Medford, OR 97501.

**Studio:** Third & Main Sts., Box 2K, Klamath Falls 97601.

**Telephone:** 503-884-8131.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 1050-ft. above av. terrain, 180-ft. above ground, 6500-ft. above sea level.

Latitude 42° 05' 48"

Longitude 121° 37' 57"

**Transmitter:** 4-mi. ESE of city.

**News Service:** UPI.

**Satellite Earth Station:** Scientific-Atlanta; 4.5-meter.

**Ownership:** Same as KOB1, Medford, OR.

**Began Operation:** Aug. 13, 1956.

**Represented (sales):** Blair Television; Creative Broadcast Representatives Inc. (Canada).

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

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

**Personnel:**

WILLIAM B. SMULLIN, chairman.

EDWARD W. ZANDER, president & general manager.

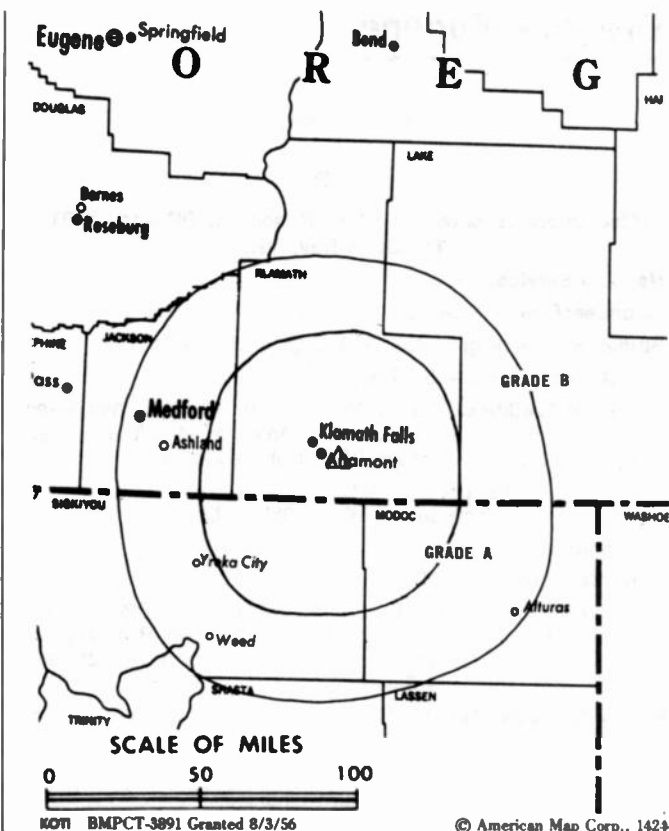
DICK GOOD, station manager.

**Rates:** See KOB1, Medford, OR.

**NETWORK BASE HOURLY RATE:** \$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>50% &amp; Over</b>	<b>OREGON</b>			
	Klamath	23,200	22,400	97
	Lake	3,100	2,900	94



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Modoc	3,600	3,300	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Siskiyou	16,600	15,500	93
<b>Station Totals</b>		<b>46,500</b>	<b>44,100</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>24,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>16,000</b>	

# Oregon—Medford

**KDRV**

**Ch. 12**

**Network Service:** ABC.

**Licensee:** Sunshine Television Inc., Box 728, Medford, OR 97501.

**Studio:** 1090 Knudson Dr., Medford, OR 97504.

**Telephone:** 503-779-7999.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 190.5-kw max. visual, 38.1-kw max. aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

Latitude	42°	41'	32"
Longitude	123°	13'	46"

**Transmitter:** King Mtn., 31.4-mi. from Medford.

**Ownership:** Sunshine Television Inc. Dunbar Carpenter, pres.; Ronald H. Kramer, v.p.; Kenyon Jones, secy.; Benjamin Tyran, William M. Sammons, Robertson E. Collins, 100% jointly.

**Began Operation:** Feb. 26, 1984.

**Represented (sales):** Settel Inc.; SR Reps.

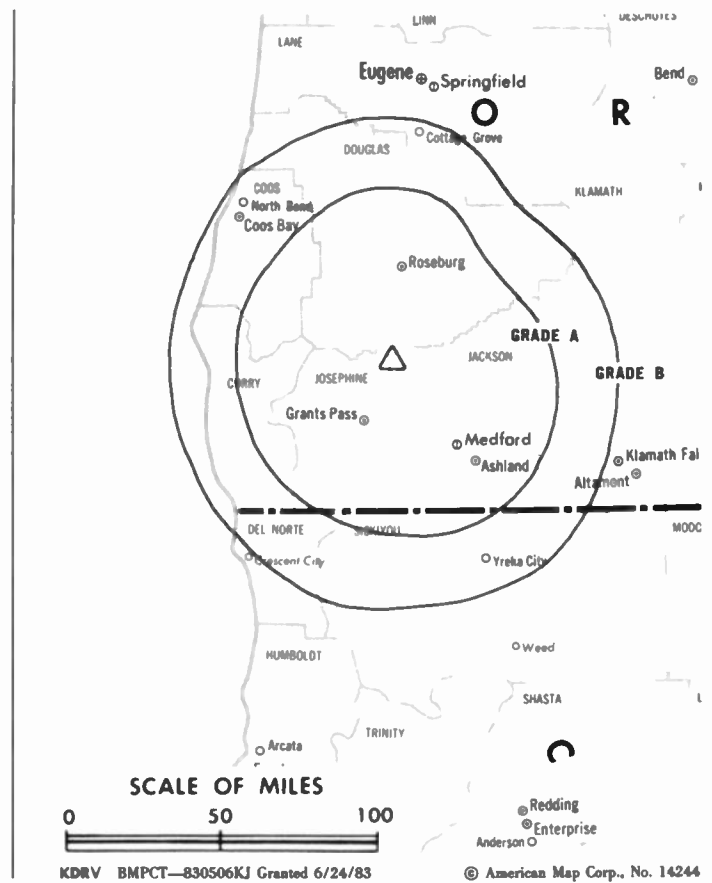
**Represented (legal):** Lester W. Spillane.

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

**Personnel:**

KEITH LOLLIS, general manager.  
 ROGER BIRD, general sales manager.  
 TOM MILES, promotion manager.  
 JOHN FRANZ, chief operator.

**Rates:** Not available.



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# Oregon—Medford

**KOBI**

**Ch. 5**

**Network Service:** NBC.

**Licensee:** Oregon Broadcasting Co., Box 5M, Medford 97501.

**Studio:** 125 South Fir St., Medford 97501.

**Telephone:** 503-779-5555. **TWX:** 510-757-0607.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 2700-ft. above av. terrain, 128-ft. above ground, 5420-ft. above sea level.

Latitude 42° 41' 31"  
Longitude 123° 13' 42"

**Transmitter:** King Mtn., approx. 28-mi. NW of Medford.

**AM Affiliate:** KAGI (Grants Pass), 5-kw day (1-kw night), 930 kHz (ABC).

**News Service:** UPI.

**Satellite Earth Station:** In operation; 6-meter.

**Ownership:** California-Oregon Bcstg. Investments, a Partnership, 100%. The Smullin family owns 100% of California-Oregon Bcstg. KOBI also owns KOTI, Klamath Falls, OR; California-Oregon Bcstg. Inc. also owns 50% of KPIC, Roseburg, OR and controls KRCR-TV, Redding, CA; KAGI(AM), Grants Pass, OR; KEKA-AM-FM Eureka, CA.

**Began Operation:** Aug. 1, 1953.

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

**Personnel:**

- WILLIAM B. SMULLIN, president.
- ED ZANDER, vice president & general manager.
- PATRICIA C. SMULLIN, vice president.
- DEL CANTRALL, vice president, engineering.

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

**NETWORK BASE HOURLY RATE:** \$671.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Coos	24,500	22,700	93
	Curry	7,500	6,900	92
	Douglas	36,300	34,600	95
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Siskiyou	16,600	15,500	93
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	<b>OREGON</b>			
	Deschutes	27,100	25,600	94
	Klamath	23,200	22,400	97
<b>Station Totals</b>		<b>222,000</b>	<b>210,800</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>126,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>77,400</b>	



KOBI BPCT—830601KG Granted 6/24/83 ©American Map Corp., No. 14244

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# Oregon—Medford

**KTVL**

Ch. 10

**Network Service:** CBS.

**Licensee:** Freedom Communications Inc., Box 10, Medford 97501.

**Studio:** Rossanley Dr., Medford.

**Telephone:** 503-773-7373. **TWX:** 510-757-0606.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"  
Longitude 122° 43' 07"

**Transmitter:** Mt. Ashland, 8-mi. S of Ashland, OR.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 3.65-meter; Scientific-Atlanta receivers.

**Ownership:** Freedom Newspapers Inc., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Oct. 3, 1961. Sale to present owner by Sierra/Cascade Communications Inc. approved by FCC July 7, 1981.

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

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

**Represented (engineering):** A. E. Towne Associates Inc.

**Personnel:**

WILLIAM T. SIMMONS JR., vice president & general manager.  
RYHAN McDERMOTT, national sales manager.  
JOHN SOUZA, operations manager.  
DAVE BALFOUR, chief engineer.

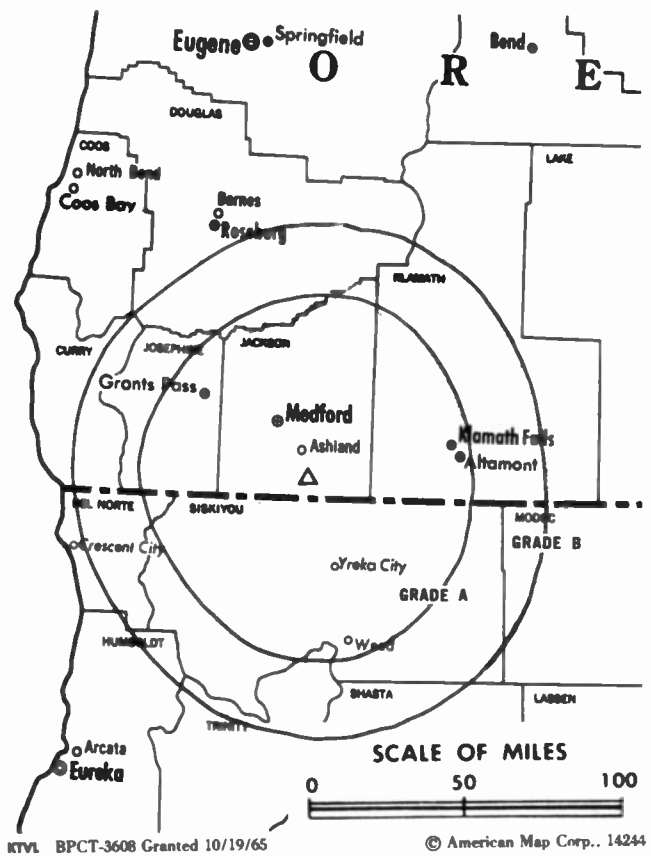
**Highest One Hour Rate :** \$6000.

**Highest 30 Sec. Rate** (Jan. 1, 1984): \$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	%
50% & Over	<b>CALIFORNIA</b>			
	Modoc	3,600	3,300	93
	Siskiyou	16,600	15,500	93
	<b>OREGON</b>			
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94
	Klamath	23,200	22,400	97
Lake	3,100	2,900	94	



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Del Norte	7,700	7,200	93
	<b>OREGON</b>			
	Curry	7,500	6,900	92
Between 5-24%	<b>OREGON</b>			
	Douglas	36,300	34,600	95
<b>Station Totals</b>		<b>177,100</b>	<b>168,700</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>114,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>77,700</b>	

# Oregon—Portland

## KATU

Ch. 2

**Network Service:** ABC.

**Licensee:** Fisher Broadcasting Inc., Portland.

**Studio:** 2153 N.E. Sandy Blvd., Portland 97232.

**Mailing Address:** Box 2, Portland, OR 97207.

**Telephone:** 503-231-4222. **TWX:** 910-464-4700.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.0"  
Longitude 122° 44' 37.5"

**Transmitter:** 225 NW Skyline Blvd.

**News Services:** AP, UPI.

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

**Ownership:** Fisher Companies Inc. Fisher Broadcasting Inc. is also licensee of KOMO-TV-AM, Seattle, WA.

**Began Operation:** March 15, 1962.

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

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

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

**Personnel:**

- W. W. WARREN, chairman of the board.
- THOMAS R. DARGAN, exec. vice president/broadcasting-Portland.
- SHERWOOD (SKIP) HINMAN, v.p. & general manager.
- ROBERT D. KALSTAD, v.p. & station manager.
- TOM OBERG, general sales manager.
- JIM ROGERS, sales manager.
- STAN HUBERT, local sales manager.
- LEE PETRIK, program director.
- DON WILKINSON, chief engineer.
- JOELLA WERLIN, public affairs director.
- ROSS MASON, news director.

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

**Highest 30 Sec. Rate** (July 7, 1984): \$5000.

**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>OREGON</b>			
	Clackamas	92,100	89,200	97
	Clatsop	13,200	12,500	95
	Columbia	13,900	13,400	96
	Crook	5,300	5,000	94
	Deschutes	27,100	25,600	94
	Gilliam	800	800	94
	Harney	3,200	3,000	92
	Hood River	6,400	6,000	94
	Jefferson	4,600	4,400	96
	Lincoln	16,500	15,200	92
	Linn	35,600	34,300	96
	Marion	82,000	78,800	96
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93



KATU BPCT-3063 Granted 6/26/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Wasco	8,800	8,300	94
	Washington	104,300	101,900	98
	Wheeler	600	600	100
	Yamhill	21,600	20,600	95
	<b>WASHINGTON</b>			
	Clark	77,800	75,900	97
	Cowlitz	31,700	30,700	97
	Klickitat	6,400	6,000	94
	Skamania	3,200	3,000	94
	Wahkiakum	1,400	1,300	93
<b>Between 25-49%</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Benton	26,200	24,500	94
	Grant	3,300	2,900	88
	Klamath	23,200	22,400	97
	Lake	3,100	2,900	94
	Morrow	3,000	2,800	93
	Umatilla	23,000	21,600	94
	Union	9,200	8,600	93
	<b>WASHINGTON</b>			
	Pacific	7,400	7,000	94
<b>Between 5-24%</b>	<b>OREGON</b>			
	Douglas	36,300	34,600	95
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94
	Lane	111,500	107,500	96
	<b>WASHINGTON</b>			
	Lewis	22,200	21,100	95
<b>Station Totals</b>		<b>1,179,800</b>	<b>1,133,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>773,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>468,400</b>	

# Oregon—Portland

## KGW-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** King Broadcasting Co., 1501 S.W. Jefferson St., Portland, OR 97201.

**Studio:** 1501 S.W. Jefferson St., Portland, OR 97201.

**Telephone:** 503-226-5000. **TWX:** 503-224-1901.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1770-ft. above av. terrain, 926-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 21"  
Longitude 122° 44' 46"

**Transmitter:** 299 N.W. Skyline Dr.

**AM Affiliate:** KGW, 5-kw, 620 kHz.

**FM Affiliate:** KINK, 97-kw, 101.9 MHz (No. 270), 1610-ft.

**News Services:** NBC, AP, UPI, King Bcstg. Washington Bureau.

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

**Ownership:** See KING-TV, Seattle, Wash.

**Began Operation:** Dec. 15, 1956.

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

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

### Personnel:

IRWIN STARR, vice president & general manager.  
CHARLES M. GEHRING, general sales manager.  
CASS SCHNITZER, national sales manager.  
HOWARD NOLTE, sales manager.  
JOHN YOUNG, sales manager.  
CRAIG SMITH, program director.  
LYNN KURTH, chief engineer.  
BARBARA SOBOCINSKI, publicity & promotion manager.  
REAGAN RAMSEY, news director.  
TERRI NAITO, public affairs director.  
PALA BAILEY, traffic manager.  
BOB GALLUCCI, business manager.

**Highest 30 Sec. Rate:** \$2500.

**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>OREGON</b>			
	Clackamas	92,100	89,200	97
	Clatsop	13,200	12,500	95
	Columbia	13,900	13,400	96
	Coos	24,500	22,700	93
	Crook	5,300	5,000	94
	Deschutes	27,100	25,600	94
	Grant	3,300	2,900	88
	Harney	3,200	3,000	92
	Hood River	6,400	6,000	94
	Jefferson	4,600	4,400	96
	Lincoln	16,500	15,200	92
	Linn	35,600	34,300	96
	Marion	82,000	78,800	96
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97
	Sherman	800	800	100
Tillamook	9,000	8,400	93	
Wasco	8,800	8,300	94	



KGW-TV BMPCT-5919 Granted 11/21/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	104,300	101,900	98
	Yamhill	21,600	20,600	95
	<b>WASHINGTON</b>			
	Clark	77,800	75,900	97
	Cowlitz	31,700	30,700	97
	Klickitat	6,400	6,000	94
	Skamania	3,200	3,000	94
Wahkiakum	1,400	1,300	93	
<b>Between 25-49%</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Benton	26,200	24,500	94
	Gilliam	800	800	94
	Lake	3,100	2,900	94
	Morrow	3,000	2,800	93
	Umatilla	23,000	21,600	94
Union	9,200	8,600	93	
<b>WASHINGTON</b>				
Pacific	7,400	7,000	94	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Douglas	36,300	34,600	95
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94
	Klamath	23,200	22,400	97
	Lane	111,500	107,500	96
	Wheeler	600	600	100
<b>WASHINGTON</b>				
Lewis	22,200	21,100	95	
<b>Station Totals</b>		<b>1,204,300</b>	<b>1,156,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>753,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>435,200</b>	



# Oregon—Portland

## KOIN-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** KOIN-TV Inc., 222 S.W. Columbia St., Portland 97201.

**Studio:** 222 S.W. Columbia St., Portland, OR 97201.

**Telephone:** 503-243-6666. **TWX:** 9 10-464-1520.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1760-ft. above av. terrain, 984-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 5516 S.W. Barnes Rd.

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

**Satellite Earth Stations:** 2 Microdyne 7-meter; Microdyne receivers.

**Ownership:** Lee Enterprises Inc., 100%. For other interests see Group Ownership of TV Stations.

**Began Operation:** Oct. 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (*Television Digest*, Vol. 17:21).

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

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

**Represented (engineering):** David Steel & Associates.

**Personnel:**

RICHARD M. (MICK) SCHAFBUCH, vice president & general manager.

HOWARD KENNEDY, station manager.

LOREN W. NEUHARTH, general sales manager.

C. STEPHEN CURRIE, broadcast operations manager.

JANE HOYT, promotion manager.

FRANK TAYLOR, production manager.

KAREN LEE RICE, director of public affairs.

HERB DAVIDSON, director of engineering.

LINDA SOUTH, traffic manager.

DUSTINE DAVIDSON, controller.

TED BRYANT, news director.

BOB BURKE, personnel director.

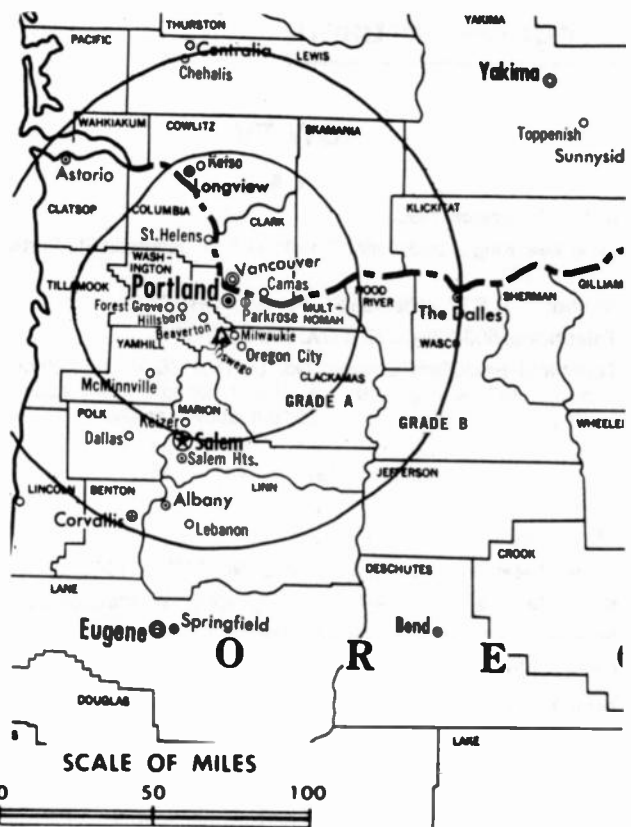
**Highest One Hour Rate:** \$8500.

**Highest 30 Sec. Rate** (March 26, 1984): \$3700.

**NETWORK BASE HOURLY RATE:** \$1493.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Benton	26,200	24,500	94
	Clackamas	92,100	89,200	97
	Clatsop	13,200	12,500	95
	Columbia	13,900	13,400	96
	Crook	5,300	5,000	94
	Deschutes	27,100	25,600	94
	Hood River	6,400	6,000	94
	Jefferson	4,600	4,400	96
	Lincoln	16,500	15,200	92
	Linn	35,600	34,300	96
	Marion	82,000	78,800	96
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97



KOIN-TV BMPCT-5941 Granted 3/19/64

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Sherman	800	800	100	
	Tillamook	9,000	8,400	93	
	Union	9,200	8,600	93	
	Wasco	8,800	8,300	94	
	Washington	104,300	101,900	98	
	Wheeler	600	600	100	
	Yamhill	21,600	20,600	95	
	<b>WASHINGTON</b>				
	Clark	77,800	75,900	97	
	Cowlitz	31,700	30,700	97	
<b>Between 25-49%</b>	Klickitat	6,400	6,000	94	
	Skamania	3,200	3,000	94	
	Wahkiakum	1,400	1,300	93	
	<b>OREGON</b>				
	Baker	6,500	6,100	94	
	Gilliam	800	800	94	
	Harney	3,200	3,000	92	
	Lake	3,100	2,900	94	
	Morrow	3,000	2,800	93	
	Umatilla	23,000	21,600	94	
<b>WASHINGTON</b>	Grays Harbor	26,400	24,800	94	
	Lewis	22,200	21,100	95	
	Pacific	7,400	7,000	94	
	<b>OREGON</b>				
<b>Between 5-24%</b>	Coos	24,500	22,700	93	
	Jackson	54,400	52,600	97	
	Klamath	23,200	22,400	97	
	Lane	111,500	107,500	96	
	<b>Station Totals</b>				
		1,166,400	1,120,400	96	
<b>Net Weekly Circulation (1984)</b>				793,000	
<b>Average Daily Circulation (1984)</b>				480,500	

# Oregon—Portland

**KPTV**

Ch. 12



**KPTV PORTLAND**

**TELEREP INC.**

**Network Service:** None, independent.

**Licensee:** Oregon Television Inc., Box 3401, Portland 97208.

**Studio:** 735 SW 20th Place 97205.

**Mailing Address:** Box 3401, Portland, OR 97208.

**Telephone:** 503-222-9921. **TWX:** 910-464-6136.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

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

**Transmitter:** 212 NW Miller Rd.

**News Services:** AP, INN, INDX, CNN, CNN Headline News.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Chris-Craft Industries Inc., 100%. Oregon Television Inc. officers are: Herbert J. Siegel, chmn. of board; L. Martin Brantley, pres.; Evan Thompson, v.p.; Lawrence Barnett, v.p.; Barry S. Greene, secy.-treas.; Humberto Carlos, asst. secy.-treas. For other Chris-Craft Industries Inc. interests, see Group Ownership of TV Stations.

**Began Operation:** March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (**Television Digest**, Vol. 13:10, 11, 16, 18). Transfer from George Haggarty to NAFI Corp. approved July 22, 1959. (**Note:** NAFI Corp. name changed to Chris-Craft Industries Inc.). Transfer of stock of Chris-Craft Industries Inc. by shareholders to Baldwin-Montrose Chemical Co. Inc. bringing holdings to 35% approved Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

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

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

**Personnel:**

- L. MARTIN BRANTLEY, president & general manager.
- COLLIN CHISHOLM, local sales manager.
- CONNIE MARTIN, general sales manager.
- JILL KAUFFMAN, national sales manager.
- GORDON WHITE, program manager & film buyer.
- BILL SWING, news director.
- CRAIG MILLER, promotion manager.
- GENE PHELPS, chief engineer.
- HUMBERTO CARLOS, business manager.

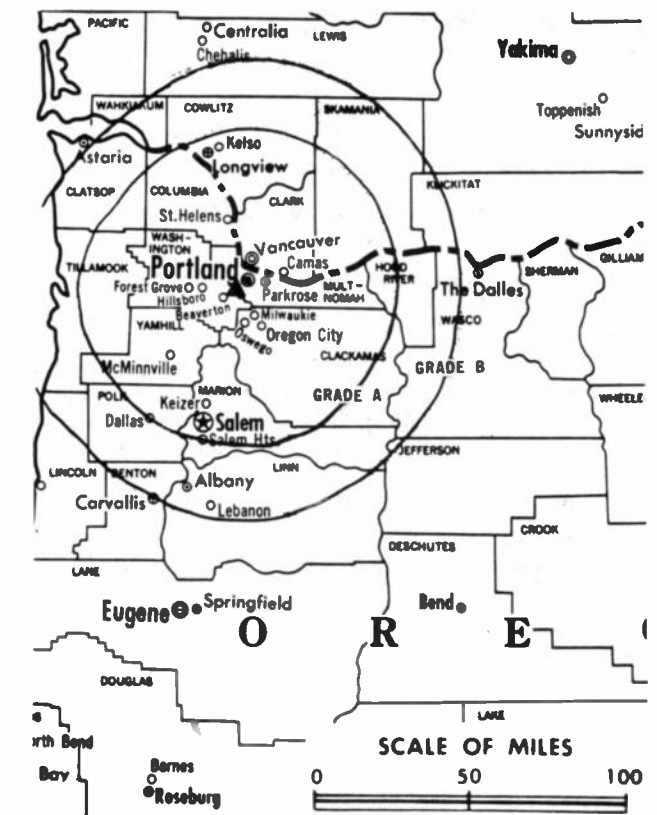
**Highest 30 Sec. Rate** (July 5, 1984): \$2000.

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KPTV BMPCT-5915 Granted 12/3/63

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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>OREGON</b>			
	Benton	26,200	24,500	94
	Clackamas	92,100	89,200	97
	Clatsop	13,200	12,500	95
	Columbia	13,900	13,400	96
	Deschutes	27,100	25,600	94
	Harney	3,200	3,000	92
	Hood River	6,400	6,000	94
	Jefferson	4,600	4,400	96
	Lincoln	16,500	15,200	92
	Linn	35,600	34,300	96
	Marion	82,000	78,800	96
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93
	Umatilla	23,000	21,600	94
	Union	9,200	8,600	93
	Wasco	8,800	8,300	94
	Washington	104,300	101,900	98
Wheeler	600	600	100	
Yamhill	21,600	20,600	95	
<b>WASHINGTON</b>				
Clark	77,800	75,900	97	
Cowlitz	31,700	30,700	97	
Klickitat	6,400	6,000	94	
Skamania	3,200	3,000	94	

(Continued on page 784)

Station Totals	1,255,400	1,204,800	95
Net Weekly Circulation (1984)			751,000
Average Daily Circulation (1984)			373,300

# Oregon—Roseburg

**KPIC**

Ch. 4

(Satellite of KVAL-TV, Eugene, OR)

**Network Service:** CBS.

**Licensee:** South West Oregon Television Broadcasting Corp., 1850 NE Stephens St., Roseburg, OR 97470.

**TWX:** 503-675-0213.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, 0.55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

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

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

**News Services:** AP, NIWS.

**Ownership:** Eugene Television Inc. (KVAL-TV), 50%; Oregon Bcstg. Co. (KOBI, Medford, OR), 50%.

**Began Operation:** April 1, 1956.

**Represented (sales):** Katz Television; Art Moore Inc.

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

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

**Personnel:**

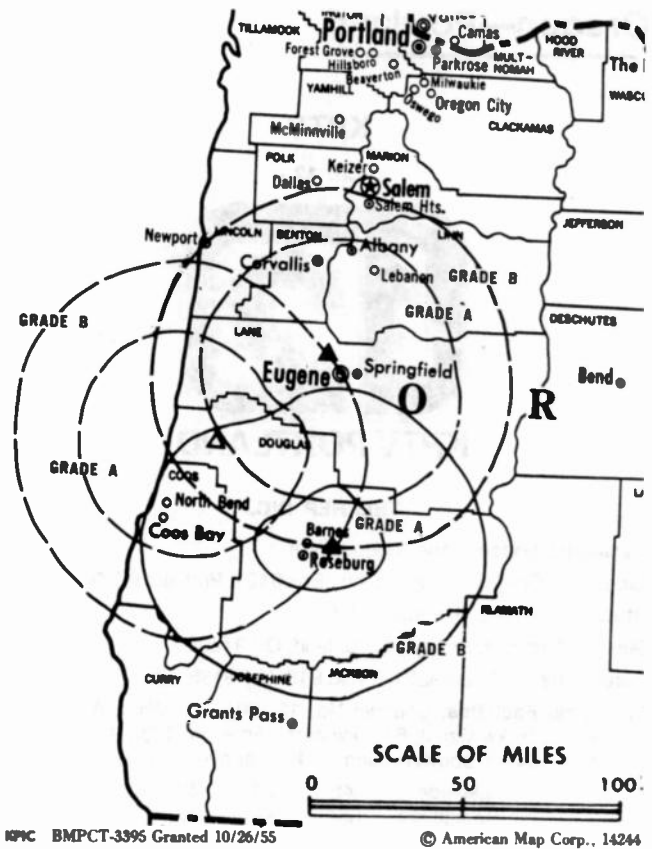
GLENN NICKELL, vice president & general manager.  
DON CLITHERO, station manager.  
MICHAEL HILL, chief engineer.

**Rates:** See KVAL-TV, Eugene.

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

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON	36,300	34,600	95
	Douglas			
Between 5-24%	OREGON	9,000	8,400	93
	Tillamook			
<b>Station Totals</b>		<b>45,300</b>	<b>43,000</b>	<b>94</b>
<b>Net Weekly Circulation (1984)</b>			<b>28,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>19,600</b>	



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# Oregon—Salem

## KECH

Ch. 22

**Network Service:** None, independent.

**Licensee:** Greater Willamette Vision Ltd., Debtor-in-Possession, Box 7054, Salem, OR 97303.

**Mailing Address:** Box 261, Salem, OR 97305.

**Studio:** 4923 Indian School Rd. NE, Salem, OR 97305.

**Telephone:** 503-390-2202.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1700-kw max. & 759-kw horizontal visual, 170-kw aural. Antenna: 1190-ft. above av. terrain, 949-ft. above ground, 2049-ft. above sea level.

Latitude 45° 00' 00"  
Longitude 122° 41' 37"

**Transmitter:** 3.1-mi. SW of Scotts Mills, OR.

**Satellite Earth Station:** RCA, 6-meter; RCA receivers.

**Ownership:** ABCD...Vision Inc., gen. partner, 43%; Broadway Partners, Ltd. partner, 8.975%; Jeffrey L. Grayson, Jane R. Grayson & ABCD...Vision Inc., Ltd. partners, 5.385% each; Judith C. Zesiger, George E., Charles J. & Caroline H. Swindells, Ltd. partners, 3.59% each; Black & Co., Ltd. partners, 2.77%; 18 others, none with as much as 2%. ABCD...Vision Inc. is owned by Arnold Brustin & Christopher Desmond. Black & Co. has interest in Cablesystems Pacific, cable TV franchisee for portion of Portland, OR.

**Began Operation:** Nov. 21, 1981.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** Cohen & Dippell.

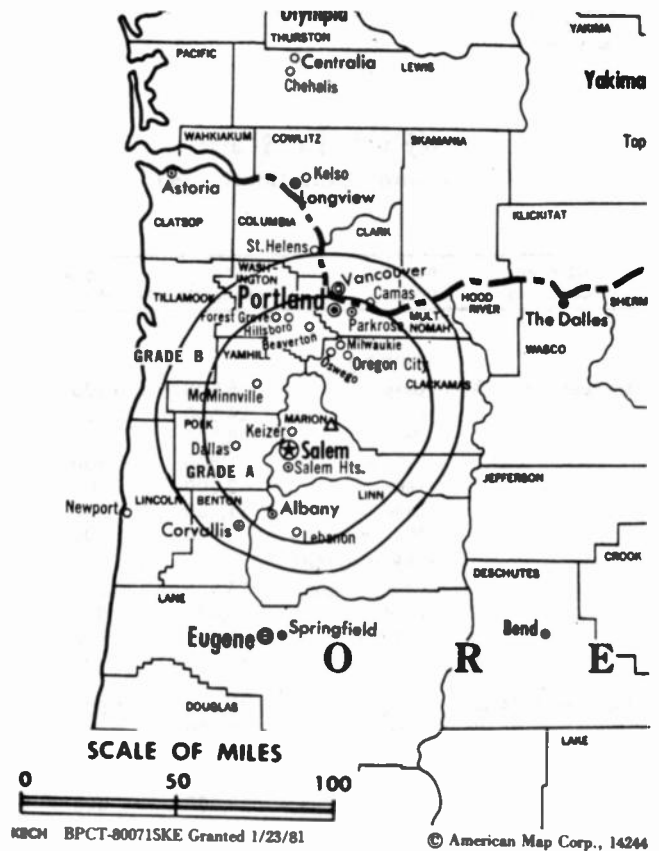
**Personnel:**

CHRIS DESMOND, general manager.  
JUDY KONEIG, program director.  
BOB RIDGEWAY, chief engineer.

**Highest 30 Sec. Rate (Aug. 3, 1984):** \$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	%
Between 25-49%	OREGON			
	Marion	82,000	78,800	96
	Yamhill	21,600	20,600	95



KECH BPCT-80071SKE Granted 1/23/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OREGON			
	Benton	26,200	24,500	94
	Clackamas	92,100	89,200	97
	Columbia	13,900	13,400	96
	Linn	35,600	34,300	96
	Multnomah	241,600	232,800	96
	Polk	17,900	17,300	97
	Washington	104,300	101,900	98
	WASHINGTON			
	Clark	77,800	75,900	97
<b>Station Totals</b>		<b>713,000</b>	<b>688,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>115,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>42,900</b>	

**KPTV, Portland**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>OREGON</b>			
	Baker	6,500	6,100	94
	Coos	24,500	22,700	93
	Crook	5,300	5,000	94
	Gilliam	800	800	94
	Lake	3,100	2,900	94
	Lane	111,500	107,500	96
	Morrow	3,000	2,800	93
	<b>WASHINGTON</b>			
	Grays Harbor	26,400	24,800	94
Pacific	7,400	7,000	94	
Wahkiakum	1,400	1,300	93	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Douglas	36,300	34,600	95
	Jackson	54,400	52,600	97
	Josephine	24,700	23,300	94
	Klamath	23,200	22,400	97
	Malheur	10,000	9,600	96
	<b>WASHINGTON</b>			
	Lewis	22,200	21,100	95
Walla Walla	18,000	16,900	94	

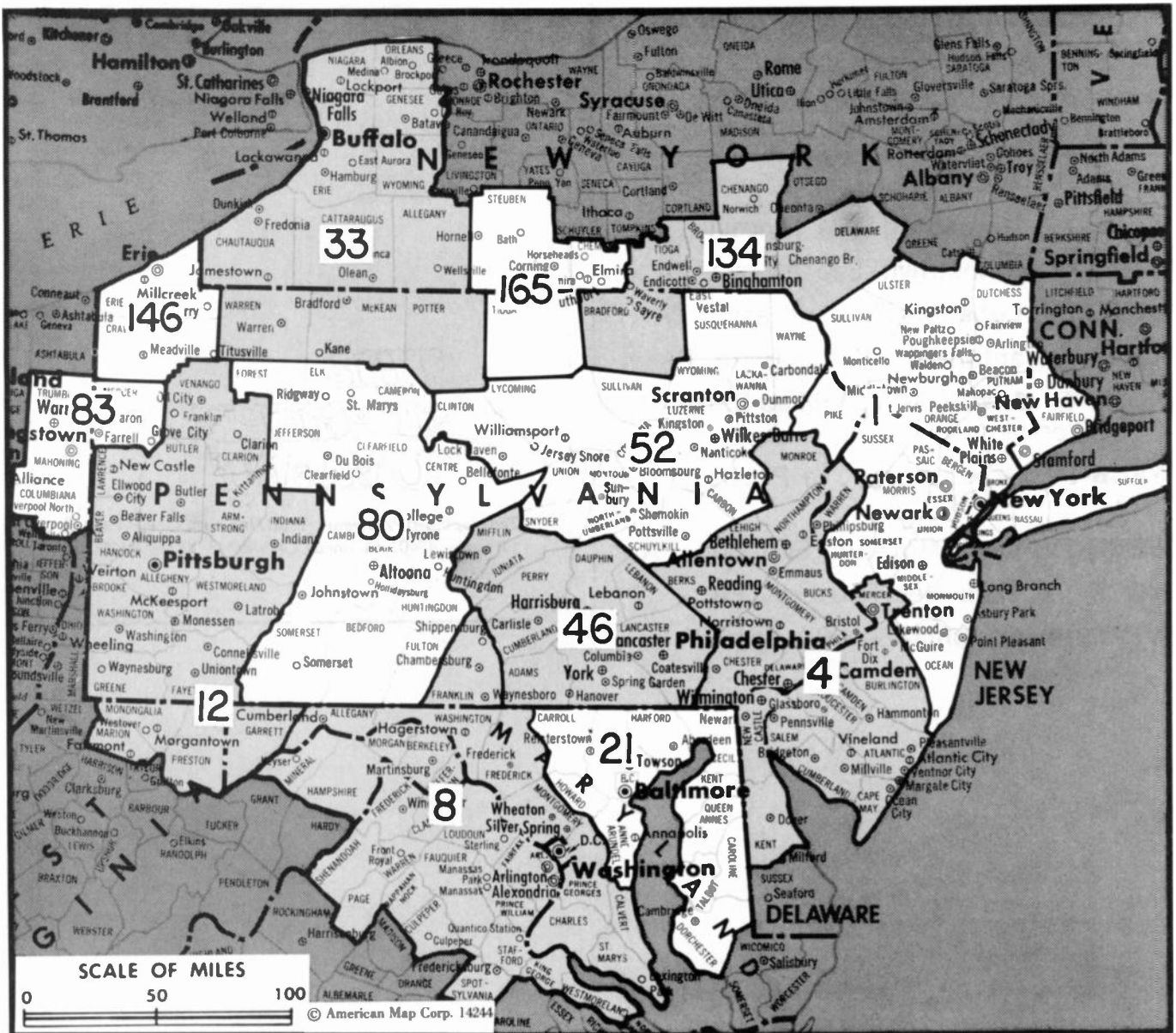
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### Pennsylvania Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	10	20	30
Educational Television Stations	2	5	7
			37

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), WNEW-TV (5), WNJU-TV (47), WOR-TV (9), WPIX (11), WSNL-TV (67), WTBY (54), WWHT (68), WXTV (41)
Philadelphia, PA	2,481,800	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WRVB (65), WTAF-TV (29), WTVE (51), WWSG-TV (57)
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)
Buffalo, NY	626,500	33	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WUTV (29)
Harrisburg-York-Lancaster-Lebanon, PA	503,000	46	WGAL-TV (8), WGCB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Wilkes-Barre-Scranton, PA	466,800	52	WBRE (28), WDAU-TV (22), WNEP-TV (16)
Johnstown-Altoona, PA	280,200	80	WFAT-TV (19), WJAC-TV (6), WOPC (23), WTAJ-TV (10)
Youngstown, OH	274,700	83	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Binghamton, NY	151,400	134	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Erie, PA	130,800	146	WICU-TV (12), WJET-TV (24), WSEE (35)
Elmira, NY	83,200	165	WENY-TV (36), WETM-TV (18)

## Pennsylvania

### **State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

- WJAC-TV, Altoona**--See Johnstown, PA  
**WGAL-TV, Harrisburg**--See Lancaster, PA  
**WTAJ-TV, Johnstown**--See Altoona, PA  
**WGAL-TV, Lebanon**--See Lancaster, PA  
**WBRE, Scranton**--See Wilkes-Barre, PA  
**WDAU-TV & WNEP-TV, Wilkes-Barre**--  
See Scranton, PA  
**WPCB-TV, Greensburg**--See Pittsburgh,  
PA  
**WGCB-TV, Lancaster**--See Red Lion, PA  
**WGCB-TV, York**--See Red Lion, PA  
**WTVE, Philadelphia**--See Reading, PA

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# Pennsylvania—Allentown

## WFMZ-TV

Ch. 69

**Network Service:** None, independent.

**Licensee:** Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, PA 18103.

**Studio:** E. Rock Rd., Allentown, PA 18103.

**Telephone:** 215-797-4530.

**Technical Facilities:** Channel No. 69 (800-806 MHz). Authorized power: 219-kw max. visual, 21.9-kw max. aural. Antenna: 900-ft. above av. terrain, 495-ft. above ground, 1425-ft. above sea level.

Latitude 40° 33' 54"  
Longitude 75° 26' 26"

**Transmitter:** E. Rock Rd., Allentown.

**FM Affiliate:** WFMZ, 17-kw, 100.7 MHz (No. 264), 868-ft.

**News Services:** Biznet, INN, UPI.

**Satellite Earth Station:** Comsearch, 5-meter; Microwave Associates receivers.

**Ownership:** Richard C. Dean, pres., 55%; Richard Reichard, 25%; Paul R. Brittin & Richard Dean Sr., 7% each; David G. Hinson, 5%.

**Began Operation:** Nov. 25, 1976.

### Personnel:

RICHARD C. DEAN, president & general manager.  
DAVID G. HINSON, assistant gen. manager & program manager.  
DEAN DALLMAN, general sales manager.  
ED LASKOS, news director.  
TOM MIKRANTZ, sports director.  
KATHY YELSITS, office manager.  
BARRY FISHER, director of engineering.

**Highest 30 Sec. Rate** (Sept. 1983): \$135.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Lehigh	106,900	105,300	99
	Northampton	83,500	82,100	98



WFMZ-TV BMPCT-7657 Granted 9/10/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW JERSEY</b>			
	Warren	31,200	30,700	98
	<b>PENNSYLVANIA</b>			
	Berks	119,500	117,400	98
	Monroe	28,600	28,100	98
<b>Station Totals</b>		<b>390,200</b>	<b>383,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>126,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>41,300</b>	

For CPs & Applications, consult Index



# Pennsylvania—Altoona

## WOPC

Ch. 23

**Network Service:** ABC.

**Licensee:** John R. Powley, Box 191, R. D., Dysart, PA 16636.

**Studio:** Wopsy Lookout, Wopsononock Mtn.

**Mailing Address:** Box 191, R.D., Dysart, PA 16636.

**Telephone:** 814-943-2607.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 21.1-kw visual, 2.1-kw aural. Antenna: 942-ft. above av. terrain, 143-ft. above ground, 2673-ft. above sea level.

Latitude 40° 34' 05"  
Longitude 78° 26' 40"

**Transmitter:** Wopsy Lookout, Wopsononock Mtn.

**Satellite Earth Stations:** Prodelin, 3.6-meter; M/A-Com, KLM & Drake receivers.

**Ownership:** John R. Powley, 100%. Powley also owns WIIM-TV, Ch. 8 permittee in Iron Mountain, MI.

**Began Operation:** Nov. 28, 1974.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Thomas L. Root.

**Personnel:**

JOHN R. POWLEY, general manager.

**Highest 30 Sec. Rate** (July 5, 1984): \$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>PENNSYLVANIA</b>				
Between 5-24%	Centre	38,600	37,500	97
<b>Station Totals</b>		<b>38,600</b>	<b>37,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>10,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,800</b>	



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# Pennsylvania—Altoona

## WTAJ-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Suite 612, Executive Bldg., Cherry Hill, NJ 08034.

**Studio:** 5000 Sixth Ave., Altoona, PA 16602.

**Telephone:** 814-944-2031. **TWX:** 501-691-4841.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 21.9-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

Latitude 40° 34' 01"  
Longitude 78° 26' 31"

**Transmitter:** 3-mi. NW of Altoona.

**News Service:** UPI.

**Satellite Earth Station:** In operation.

**Ownership:** See WBNG-TV, Binghamton, NY.

**Began Operation:** March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (*Television Digest*, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 (Vol. 11:33, 39, 47; 12:2).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

- J. THOMAS CONNERS, vice president & general manager.
- GEORGE WALSH, general sales manager.
- SYLVIA HINRICHSEN, local sales manager.
- DOUG PARKER, program manager.
- DAN DILLIER, production manager.
- RICHARD KLINE, chief engineer.
- THOMAS F. MURPHY, business manager.
- BARBARA ALLEN, news director.
- LESLEY RUSZKOWSKI, promotion manager.

**Highest 30 Sec. Rate:** \$650.

**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>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Bedford	17,000	16,500	97
	Blair	50,200	49,300	98
	Cambria	65,000	64,100	99
	Cameron	2,600	2,600	100
	Centre	38,600	37,500	97
	Clearfield	30,500	29,900	98
	Clinton	14,100	13,800	98
	Elk	13,400	13,100	98
	Fulton	4,900	4,700	96
	Huntingdon	15,100	14,700	97
	Jefferson	18,300	17,900	98



WTAJ-TV BPCT-4443 Granted 8/16/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mifflin	17,400	16,800	97
	<b>WEST VIRGINIA</b>			
	Morgan	4,200	4,100	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Indiana	32,000	31,300	98
	Juniata	7,000	6,700	96
	Mc Kean	18,400	17,900	97
	Somerset	29,800	29,100	98
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Armstrong	29,200	28,700	98
	Clarion	15,000	14,700	98
	Forest	1,900	1,900	100
	Franklin	42,500	41,100	97
	Lycoming	43,700	42,300	97
	Potter	6,300	6,100	97
Warren	17,200	16,600	97	
	<b>WEST VIRGINIA</b>			
	Hampshire	5,600	5,500	98
<b>Station Totals</b>		<b>539,900</b>	<b>526,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>312,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>193,900</b>	

# Pennsylvania—Erie

## WICU-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** Great Lakes Communications Inc., 3514 State St. 16508.

**Studio:** 3514 State St., Erie, PA 16508.

**Telephone:** 814-454-5201. **TWX:** 510-696-6878.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 789-ft. above ground, 2167-ft. above sea level.

Latitude 42° 03' 52"  
Longitude 80° 00' 19"

**Transmitter:** Donation Rd.

**News Services:** AP, NBC.

**Ownership:** Great Lakes Communications Inc. is a subsidiary of Lamb Enterprises Inc.

**Began Operation:** March 15, 1949.

**Represented (sales):** Katz Television; Radio-Television Representatives Ltd. (Canada).

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

CLARENCE PAOLELLA, general manager & general sales manager.

MICHAEL CSOP, chief engineer.

JOHN IVAN TOMCHO, production & program director.

JOHN SPECIALE, news director.

**Highest 30 Sec. Rate** (Sept. 12, 1983): \$500.

**NETWORK BASE HOURLY RATE:** \$1400.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 383,000

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>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Crawford	32,500	31,700	98
	Erie	101,400	100,000	99
	Venango	23,500	22,800	97
	Warren	17,200	16,600	97
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Chautauqua	54,300	53,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>Between 25-49%</b>	Ashtabula	37,200	36,600	98
	<b>PENNSYLVANIA</b>			
	Forest	1,900	1,900	100
	Mc Kean	18,400	17,900	97
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Cattaraugus	30,600	30,000	98
<b>PENNSYLVANIA</b>				
	Elk	13,400	13,100	98
	Mercer	46,300	45,500	98
<b>Station Totals</b>		<b>376,700</b>	<b>369,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>216,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>134,400</b>	

For Explanation of Arbitron Data, see page 14

# Pennsylvania—Erie

## WJET-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** Jet Broadcasting Co. Inc., 1635 Ash St. 16503.

**Studio:** 8455 Peach St., Erie, PA 16509.

**Telephone:** 814-864-4902.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 2090-kw max. & 1150-kw horizontal visual, 209-kw max. & 115-kw horizontal aural. Antenna: 950-ft. above av. terrain, 815-ft. above ground, 2125-ft. above sea level.

Latitude 42° 02' 24"  
Longitude 80° 04' 08"

Holds CP for change to 1120-kw max. visual, 112-kw max. aural, 955-ft. above av. terrain, 780-ft. above ground, 2090-ft. above sea level.

**Transmitter:** 8455 Peach St.

**AM Affiliate:** WJET, 1-kw (0.250-kw night), 1400 kHz.

**News Service:** AP.

**Ownership:** Myron Jones, pres., 63.5%; William Fleckenstein, v.p., secy.-treas., 36.5%. Myron Jones also controls WHOT(AM), Campbell, OH and WSRD(FM), Youngstown, OH.

**Began Operation:** April 3, 1966.

**Represented (sales):** Blair Television; Metrospot Television Ltd. (Canada).

**Represented (legal):** Reddy, Begley & Martin.

**Represented (engineering):** duTreil & Rackley Consulting Engineers.

**Personnel:**

- MYRON JONES, president.
- JOHN KANZIUS, exec. vice president & general manager.
- KEN FANAZINI, operations manager.
- ERIC JOHNSON, news director.
- MICHAEL GEORGE, sales manager.
- JOAN VICARY, national sales.
- MAURICE BAKER, chief engineer.

**Highest 30 Sec. Rate:** \$300.

**NETWORK BASE HOURLY RATE:** \$450.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 274,000

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>PENNSYLVANIA</b>			
	Crawford	32,500	31,700	98
	Erie	101,400	100,000	99
	Warren	17,200	16,600	97
<b>Between 25-49%</b>	<b>OHIO</b>			
	Ashtabula	37,200	36,600	98
	<b>PENNSYLVANIA</b>			
	Venango	23,500	22,800	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chautauqua	54,300	53,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Elk	13,400	13,100	98
	Forest	1,900	1,900	100
	Mc Kean	18,400	17,900	97
<b>Station Totals</b>		<b>299,800</b>	<b>293,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>162,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>98,100</b>	

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# Pennsylvania—Erie

**WSEE**

**Ch. 35**

**Network Service:** CBS.

**Licensee:** SCS Broadcasting of Erie Inc., 1220 Peach St., Erie 16501.

**Studio:** 1220 Peach St., Erie, PA 16501.

**Telephone:** 814-455-7575. **TWX:** 814-453-6875.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 1186-kw max. visual, 118.6-kw max. aural. Antenna: 938-ft. above av. terrain, 750-ft. above ground, 2090-ft. above sea level.

Latitude 42° 02' 20"  
Longitude 80° 03' 45"

**Transmitter:** U.S. Hwy. 19, 7-mi. S of Erie.

**News Service:** AP.

**Ownership:** Garrett F. Scollard, chmn.-pres.; Dolores White, v.p.-secy.; Daniel J. O'Kane, v.p.-treas.; MMT Sales Inc., 100%. MMT ownership: Garrett F. Scollard, pres., 100%. MMT has interest in KLRT(TV), Little Rock, AR.

**Began Operation:** April 25, 1954. Sale to present owner by Gillett Bcstg. approved by FCC April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978.

**Represented (sales):** MMT Sales Inc.; Creative Broadcast Representatives (Canada).

**Represented (legal):** Crowell & Moring.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JERRY MONTGOMERY, president & general manager.  
DAVID REID, general sales manager.  
JAMES J. PENNA, chief engineer.  
RITA MASI, office manager.  
DON ROWE, production manager.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$300.

**NETWORK BASE HOURLY RATE:** \$325.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 364,000

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>PENNSYLVANIA</b>			
	Crawford	32,500	31,700	98
	Erie	101,400	100,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	54,300	53,300	98
	<b>OHIO</b>			
	Ashtabula	37,200	36,600	98
Between 5-24%	<b>PENNSYLVANIA</b>			
	Venango	23,500	22,800	97
	Warren	17,200	16,600	97
Station Totals	<b>NEW YORK</b>			
	Cattaraugus	30,600	30,000	98
	<b>PENNSYLVANIA</b>			
	Forest	1,900	1,900	100
	Mc Kean	18,400	17,900	97
Net Weekly Circulation (1984)				165,700
Average Daily Circulation (1984)				90,400

# Pennsylvania—Harrisburg-York

## WHP-TV

Ch. 21

**Network Service:** CBS.

**Licensee:** WHP Inc., Box 1507, Harrisburg, PA 17105.

**Studio:** 3300 N. Sixth St., Harrisburg, PA 17110.

**Telephone:** 717-238-2100. **TWX:** 510-650-4925.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1200-kw max. visual, 120-kw max. aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

Latitude 40° 20' 44"

Longitude 76° 52' 09"

**Transmitter:** Blue Mountain.

**AM Affiliate:** WHP, 5-kw, 580 kHz (CBS).

**FM Affiliate:** WHP-FM, 14-kw, 97.3 MHz (No. 247), 840-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Commonwealth Communications Services Inc.

**Began Operation:** April 15, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JOSEPH HIGGINS, president.

DONALD YEISER, general manager.

THOMAS G. MILLER, sales manager.

MAURICE GANNAWAY, director of engineering.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$550.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Cumberland	67,600	66,400	98
	Dauphin	92,100	90,300	98
	Juniata	7,000	6,700	96
	Lebanon	39,600	38,700	98
	Perry	13,500	13,200	98
	York	120,000	117,700	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Franklin	42,500	41,100	97



WHP-TV BPCT-4510 Granted 6/26/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Lancaster	132,300	127,700	97
	Mifflin	17,400	16,800	97
	Snyder	11,600	11,100	96

<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Adams	24,800	24,200	98
	Clinton	14,100	13,800	98
	Fulton	4,900	4,700	96
	Huntingdon	15,100	14,700	97
	Lycoming	43,700	42,300	97
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97
	Schuylkill	61,300	60,000	98
	Sullivan	2,200	2,100	95
Union	10,600	10,100	95	

<b>Station Totals</b>	<b>764,800</b>	<b>744,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>337,800</b>
<b>Average Daily Circulation (1984)</b>			<b>171,300</b>

# Pennsylvania—Harrisburg-York-Lebanon

## WHTM-TV

Ch. 27

**Network Service:** ABC.

**Licensee:** WHTM-TV Inc., 3235 Hoffman St., Harrisburg.

**Studio:** 3235 Hoffman St., Harrisburg, PA 17105.

**Telephone:** 717-236-2727. **TWX:** 510-650-0803.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. visual, 238.2-kw max. aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.4"  
Longitude 76° 57' 02.2"

**Transmitter:** W of U.S. Hwys. 11 & 15 and N of State Hwy. 944.

**News Services:** AP, UPI.

**Ownership:** Times Mirror Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 19, 1953 on Ch. 71; May 15, 1957 FCC authorized WTPA to purchase transmitter & tower of off-air WCMB-TV and to switch to Ch. 27, Ch. 71 being assigned to WCMB-TV (*Television Digest*, Vol. 13:15, 20). Sale to present owner by Newhouse Bcstg. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

JOHN J. McCRORY, president.  
PAUL S. ABBOTT, vice president & general manager.  
CHARLIE ADAMS, general sales manager.  
LINDA ASHBY, program director.  
JOANNE ALEXIS, promotion director.  
BOB JANIS, news director.  
RICHARD A. KERLIN, chief engineer & secretary.  
JOSEPH FRY, controller & treasurer.

**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>PENNSYLVANIA</b>			
	Cumberland	67,600	66,400	98
	Dauphin	92,100	90,300	98
	Juniata	7,000	6,700	96
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98
	Mifflin	17,400	16,800	97
	Perry	13,500	13,200	98
York	120,000	117,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Adams	24,800	24,200	98
	Franklin	42,500	41,100	97
	Huntingdon	15,100	14,700	97
	Snyder	11,600	11,100	96
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Berks	119,500	117,400	98
	Centre	38,600	37,500	97
	Clinton	14,100	13,800	98
	Fulton	4,900	4,700	96
	Lycoming	43,700	42,300	97
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97
Schuylkill	61,300	60,000	98	
Sullivan	2,200	2,100	95	
Union	10,600	10,100	95	
<b>Station Totals</b>		<b>922,900</b>	<b>899,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>417,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>234,500</b>	

# Pennsylvania—Johnstown

## WJAC-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** WJAC Inc., Hickory Lane 15907.

**Studio:** Hickory Lane.

**Telephone:** 814-255-7600. TWX: 510-698-3274.

**Mailing Address:** Box 38, Johnstown, PA 15907.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.5-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2877.5-ft. above sea level.

Latitude 40° 22' 22"  
Longitude 78° 58' 51"

**Transmitter:** Laurel Hill Mtn.

**Satellite Earth Stations:** 2 in operation, 7-meter & 5-meter; Microdyne & Motorola receivers.

**News Services:** AP, NBC.

**Ownership:** Same as **Johnstown Tribune**. WJAC Inc. officers: James M. Edwards Sr., pres. & gen. mgr.; Richard D. Schrott, v.p.; Rosalie Piper, secy.; Michael Brosig, treas.

**Began Operation:** Sept. 15, 1949.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Personnel:**

JAMES M. EDWARDS SR., president & general manager.  
RICHARD D. SCHROTT, vice president & general sales manager.  
ARTHUR VROOMAN, chief engineer.  
RON MILLER, news director.  
DINO TESSARI, production manager.  
CHRIS TAYLOR, promotion manager.  
PHILIP MARCINEK, program director.

**Highest One Hour Rate:** \$2100.

**Highest 30 Sec. Rate:** \$900.

**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>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>PENNSYLVANIA</b>			
	Armstrong	29,200	28,700	98
	Bedford	17,000	16,500	97
	Blair	50,200	49,300	98
	Cambria	65,000	64,100	99
	Cameron	2,600	2,600	100
	Centre	38,600	37,500	97
	Clarion	15,000	14,700	98
	Clearfield	30,500	29,900	98
	Elk	13,400	13,100	98
	Forest	1,900	1,900	100
	Huntingdon	15,100	14,700	97
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Mifflin	17,400	16,800	97
	Somerset	29,800	29,100	98
	Westmoreland	144,900	143,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Hampshire	5,600	5,500	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Allegany	29,600	29,300	99
	<b>PENNSYLVANIA</b>			
	Butler	53,400	52,700	99
	Fayette	58,400	57,000	98
	Fulton	4,900	4,700	96
<b>WEST VIRGINIA</b>	Hardy	3,600	3,500	97
	Mineral	10,000	9,800	98
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Beaver	73,500	72,600	99
	Clinton	14,100	13,800	98
	Greene	14,900	14,500	97
	Mc Kean	18,400	17,900	97
	Mercer	46,300	45,500	98
	Potter	6,300	6,100	97
Venango	23,500	22,800	97	
Washington	79,400	78,200	98	
<b>WEST VIRGINIA</b>				
Morgan	4,200	4,100	98	
Preston	11,100	10,900	98	
<b>Station Totals</b>		<b>1,535,300</b>	<b>1,509,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>537,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>306,300</b>	



# Pennsylvania—Johnstown

## WFAT-TV

Ch. 19

**Network Service:** None, independent.

**Licensee:** WFAT Inc., Box 19, Johnstown, PA 15907.

**Studio:** Cover Hill, Johnstown, PA 15902.

**Telephone:** 814-535-8554.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 178-kw max. & 95.6-kw horizontal visual, 15.81-kw max. & 10.47-kw horizontal aural. Antenna: 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Latitude 40° 19' 47"  
Longitude 78° 53' 45"

Holds CP for change to 1661.5-kw max. visual, 166.15-kw max. aural, 1194-ft. above av. terrain, 265-ft. above ground, 3165-ft. above sea level, lat. 40° 10' 50", long. 79° 09' 08"; transmitter to Pea Vine Hill, 0.35-mi. S of Hwy. 30, 6-mi. SE of Ligonier.

**Transmitter:** Cover Hill.

**News Service:** INN.

**Satellite Earth Stations:** Comtech, 5-meter & 4.6-meter; Microwave Associates & Comtech receivers.

**Ownership:** Leon A. Crosby, 100%. Crosby owns KBRG(FM), Fremont, CA.

**Began Operation:** Oct. 15, 1953. Sale to present owner by John E. Gelormino approved by FCC Oct. 14, 1982. Sale to Gelormino by Benjamin C. Werk, et al., approved July 20, 1972 (*Television Digest*, Vol. 12:30). Previous sale by Rivoli Realty Co. approved by FCC March 17, 1971.

**Represented (sales):** Unirep; Commercial Media Sales (Pittsburgh).

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** E. Harold Munn & Associates.

**Personnel:**

TIMOTHY LEE CROSBY, general manager.  
GEORGE S. PLENDERLEITH, station manager.  
BILL CARAMANA, chief engineer.  
MICHAEL D. FOROSISKY, general sales manager.

**Highest 30 Sec. Rate** (July 1, 1983): \$90.

**NETWORK BASE HOURLY RATE:** \$75.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 25-49%	Cambria	65,000	64,100	99
<b>PENNSYLVANIA</b>				
Between 5-24%	Blair	50,200	49,300	98
	Somerset	29,800	29,100	98
<b>Station Totals</b>		<b>145,000</b>	<b>142,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>33,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>9,600</b>	



WFAT-TV BMPCT—840216KG Granted 3/30/84 © American Map Corp., No. 14244

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# Pennsylvania—Lancaster

## WGAL-TV

Ch. 8

**Network Service:** NBC.

**Licensee:** WGAL-TV Inc., Box 7127, Lancaster, PA 17604.

**Studio:** Lincoln Hwy. West 17604.

**Mailing Address:** Box 7127, Lancaster, PA 17604.

**Telephone:** 717-393-5851. **TWX:** 510-657-4437.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"  
Longitude 76° 37' 08"

**Transmitter:** 2.25-mi. NE of Hallam, PA.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Harris, 8.8-meter; Harris receivers.

**Ownership:** Pulitzer Broadcasting Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 18, 1949. Sale to present owner by Steinman Stations approved by FCC Oct. 5, 1978 (**Television Digest**, Vol. 17:50).

**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

DAVID DODDS, vice president & general manager.  
NELSON SEARS, program manager.  
JOHN CARPENTER, general sales manager.  
KENNETH BAUDER, national sales manager.  
ED WICKENHEISER, news director.  
J. JUDE SCHLAGER, promotion director.  
CHARLES T. KROLL, local sales manager.  
ROBERT WALTHER, production manager.  
PAT SAAM, traffic manager.  
ROBERT GOOD, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$2500.

**NETWORK BASE HOURLY RATE:** \$3350.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Adams	24,800	24,200	98
	Cumberland	67,600	66,400	98
	Dauphin	92,100	90,300	98
	Franklin	42,500	41,100	97
	Juniata	7,000	6,700	96
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98
	Mifflin	17,400	16,800	97
	Perry	13,500	13,200	98
	Snyder	11,600	11,100	96
	York	120,000	117,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Berks	119,500	117,400	98
	Huntingdon	15,100	14,700	97
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97
	Schuylkill	61,300	60,000	98
<b>DELAWARE</b>				
<b>Between 5-24%</b>	Kent	35,700	35,400	99
<b>MARYLAND</b>				
	Carroll	34,500	34,300	99
	Cecil	21,000	20,900	100
	Frederick	41,700	41,400	99
	Harford	50,900	50,600	99
	Kent	6,300	6,200	98
	Washington	41,700	41,300	99
<b>PENNSYLVANIA</b>				
	Centre	38,600	37,500	97
	Chester	113,700	112,000	99
	Fulton	4,900	4,700	96
	Lycoming	43,700	42,300	97
	Sullivan	2,200	2,100	95
	Union	10,600	10,100	95
<b>Station Totals</b>		<b>1,254,300</b>	<b>1,228,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>642,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>388,500</b>	

# Pennsylvania—Lancaster-Lebanon

**WLYH-TV**

Ch. 15

**Network Service:** CBS.

**Licensee:** Gateway Communications Inc., Suite 612 Executive Bldg., Cherry Hill, NJ 08034.

**Studio:** Park City Center, Lancaster; Box 1283, Lebanon, PA 17042.

**Telephone:** 717-273-4551. **TWX:** 510-650-4953.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw horizontal aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

Latitude 40° 15' 45"  
Longitude 76° 27' 53"

**Transmitter:** Television Hill, R.D. 5.

**News Services:** UPI, CBS, CNN.

**Satellite Earth Station:** Scientific-Atlanta, 4-meter; Scientific-Atlanta receivers.

**Ownership:** See WBNG-TV, Binghamton, NY.

**Began Operation:** Oct. 9, 1953, but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (*Television Digest*, Vol. 11:27; 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- ROBERT EOLIN, vice president & general manager.
- EDWARD FULGINITI, program manager.
- MIKE FERKO, general sales manager.
- KATHY MORGAN, business manager.
- DAVE HOPKINS, news director.
- JAN HRABOVSKY, promotion manager.

**Highest One Hour Rate:** \$1750.

**Highest 30 Sec. Rate** (July 6, 1984): \$400.

**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>PENNSYLVANIA</b>			
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Berks	119,500	117,400	98
	Dauphin	92,100	90,300	98
	Juniata	7,000	6,700	96
	York	120,000	117,700	98
<b>Between 5-24%</b>	<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
	Mifflin	17,400	16,800	97
	Northumberland	38,700	37,600	97
	Perry	13,500	13,200	98
Schuylkill	61,300	60,000	98	
Snyder	11,600	11,100	96	
<b>Station Totals</b>		<b>792,800</b>	<b>773,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>289,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>121,400</b>	

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# Pennsylvania—Philadelphia

## KYW-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** A Group W Station, Westinghouse Broadcasting & Cable Inc.

**Studio:** Independence Mall East, Philadelphia, PA 19106.

**Telephone:** 215-238-4700.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 9.55-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"  
Longitude 75° 14' 26"

**Transmitter:** Roxborough, PA.

**AM Affiliate:** KYW, 50-kw, 1060 kHz.

**News Services:** AP, UPI, Group W Newsfeed.

**Satellite Earth Station:** Transmit/receive, Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Subsidiary of Westinghouse Electric Corp. For officers & other interests, see Group W in Group Ownership of TV Stations.

**Began Operation:** September 1941. Sold to Westinghouse Bcstg. by Philco Corp. in 1953 (*Television Digest*, Vol. 9:8, 22); then transferred to NBC in deal approved Dec. 21, 1955 (Vol. 11:2; 12:3). Transfer from NBC back to Westinghouse under order by FCC approved Feb. 17, 1965 (Vol. 5:7, 8, 25).

**Represented (sales):** Group W Television Sales.

### Personnel:

PAUL YATES, vice president & general manager.  
JIM THOMPSON, general sales manager.  
PERRY SHELMAN, national sales manager.  
SHARON WOLF, research director.  
MICHAEL DiLAURO, audio/visual production manager.  
CHARLES GINGOLD, program director.  
JIM ZURATT, controller.  
PAT McCARTHY, news director.  
LYNDA BRAMBLE, public affairs director.  
CHARLES THOMSON, editorial director.  
CINDY FENNEMAN, executive producer.  
BRIAN O'NEILL, creative services director.  
ROBERT FIELDS, chief engineer.  
IONA HARPER, human resources manager.  
JOANNE CALABRIA, director of 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>50% &amp; Over</b>	<b>DELAWARE</b>			
	Kent	35,700	35,400	99
	New Castle	144,700	144,000	100
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Cape May	36,300	35,600	98
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
Mercer	108,300	106,600	98	
Salem	23,400	23,000	98	
Warren	31,200	30,700	98	
<b>PENNSYLVANIA</b>				
Berks	119,500	117,400	98	
Bucks	168,700	167,100	99	



KYW-TV BPCT-2214 Granted 3/20/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Chester	113,700	112,000	99
	Delaware	193,500	191,900	99
	Lehigh	106,900	105,300	99
	Montgomery	234,100	231,500	99
	Northampton	83,500	82,100	98
	Philadelphia	602,200	591,100	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	21,000	20,900	100
	<b>NEW JERSEY</b>			
Hunterdon	31,100	30,600	98	
Ocean	149,200	147,700	99	
<b>PENNSYLVANIA</b>	Carbon	20,500	20,100	98
	Lancaster	132,300	127,700	97
	Monroe	28,600	28,100	98
	Schuylkill	61,300	60,000	98
	<b>DELAWARE</b>			
Sussex	38,400	37,900	99	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Kent	6,300	6,200	98
<b>NEW JERSEY</b>				
Monmouth	181,000	179,000	99	
Morris	138,500	137,400	99	
Somerset	70,600	69,900	99	
Sussex	42,400	41,700	98	
<b>PENNSYLVANIA</b>				
Columbia	22,700	22,200	98	
Lebanon	39,600	38,700	98	
Luzerne	128,400	126,500	99	
<b>Station Totals</b>		<b>3,599,800</b>	<b>3,548,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>2,344,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>1,328,400</b>	

# Pennsylvania—Philadelphia

## WCAU-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** CBS Inc., City Ave. & Monument Rd. 19131.

**Studio:** City Ave. & Monument Rd., Philadelphia, PA 19131.

**Telephone:** 215-581-5510.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"  
Longitude 75° 14' 11"

**Transmitter:** Domino Lane & Fowler St., Roxborough, PA.

**AM Affiliate:** WCAU, 50-kw, 1210 kHz.

**FM Affiliate:** WCAU-FM, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Common Carrier & station-owned in operation; Scientific-Atlanta receivers.

**Ownership:** CBS Inc. See Group Ownership of TV Stations.

**Began Operation:** March 15, 1948. Sale to present owner by **Philadelphia Bulletin** interests approved July 23, 1958 by FCC (**Television Digest**, Vol. 13:51; 14:1, 18, 27, 30).

**Represented (sales):** CBS Television Stations National Sales.

### Personnel:

STEVE COHEN, vice president & general manager.  
PETER TEMPLE, station manager.  
CAROL Q. NETTER, director of sales.  
ALAN EISENSTEIN, general sales manager.  
GORDON HUGHES, director of broadcasting.  
MARGARET KLINE, director of planning & administration.  
VINCE MANZE, director of communications.  
JOHN H. BYRNE JR., director, operations & engineering.  
PHILIP W. SALAS, manager, local-retail sales.  
JOSEPH R. CALIM, manager, national sales.  
MARY ANN MILLER, director of research.  
OCTAVIA WILLIAMS, director of personnel.  
JAY NEWMAN, news director.  
JOHN O'CONNOR, editorial director.  
JOANNE WILDER, director, community affairs.  
GORDON W. WEST, manager, film & videotape services.

**Rates:** On request.

**NETWORK BASE HOURLY RATE:** \$4000.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>			
	Kent	35,700	35,400	99
	New Castle	144,700	144,000	100
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Cape May	36,300	35,600	98
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
	Mercer	108,300	106,600	98
	Salem	23,400	23,000	98
	Warren	31,200	30,700	98
	<b>PENNSYLVANIA</b>			
Berks	119,500	117,400	98	
Bucks	168,700	167,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chester	113,700	112,000	99
	Delaware	193,500	191,900	99
	Lehigh	106,900	105,300	99
	Monroe	28,600	28,100	98
	Montgomery	234,100	231,500	99
	Northampton	83,500	82,100	98
	Philadelphia	602,200	591,100	98
Schuylkill	61,300	60,000	98	
Between 25-49%	<b>MARYLAND</b>			
	Cecil	21,000	20,900	100
	<b>NEW JERSEY</b>			
Hunterdon	31,100	30,600	98	
Ocean	149,200	147,700	99	
Between 5-24%	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Lancaster	132,300	127,700	97
<b>DELAWARE</b>				
Sussex	38,400	37,900	99	
<b>MARYLAND</b>				
Caroline	8,700	8,600	99	
Kent	6,300	6,200	98	
<b>NEW JERSEY</b>				
Middlesex	205,100	203,300	99	
Monmouth	181,000	179,000	99	
Somerset	70,600	69,900	99	
Sussex	42,400	41,700	98	
<b>PENNSYLVANIA</b>				
Columbia	22,700	22,200	98	
Dauphin	92,100	90,300	98	
Lebanon	39,600	38,700	98	
<b>Station Totals</b>		<b>3,638,800</b>	<b>3,587,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>2,341,700</b>		
<b>Average Daily Circulation (1984)</b>		<b>1,359,200</b>		

# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

Network Service: None, independent.

Licensee: WPHL-TV Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Studio: 5001 Wynnefield Ave., Philadelphia, PA 19131.

Telephone: 215-878-1700. TWX: 710-670-0476.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. aural. Antenna: 1080-ft. above av. terrain, 1144-ft. above ground, 1364-ft. above sea level.

Latitude 40° 02' 30"  
Longitude 75° 13' 24"

Transmitter: E. Domino Lane.

News Service: INN.

Satellite Earth Station: RCA, 4.5-meter; Scientific-Atlanta receivers.

Ownership: Providence Journal Bcstg. Corp., 100%. Jack C. Clifford, chmn.; Robert L. Wolf, pres.; William G. Chafee, secy-treas. Providence Journal owns WEAN & WJTB-FM, Providence, RI; Colony Communications Inc. multiple cable system operator.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U. S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to present owner by AVC Corp. approved by FCC Nov. 16, 1978 (Television Digest, Vol. 18:20).

Represented (sales): Pety Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): A. D. Ring & Associates.

### Personnel:

EUGENE McCURDY, president & general manager.  
GORDON FRENCH, director of sales.  
JOHN RUZZI, general sales manager.  
ZVI SHOUBIN, station manager/program director.  
CLIVE BRASH, promotion manager.  
JOEL LEVITT, production manager.  
WALT BUNDY, chief engineer.

Highest One Hour Rate: \$16,000.

Highest 30 Sec. Rate (Sept. 3, 1984): \$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>50% &amp; Over</b>	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Camden	169,800	168,200	99
	Cumberland	46,000	45,400	99
	Salem	23,400	23,000	98
	<b>PENNSYLVANIA</b>			
	Chester	113,700	112,000	99
	Delaware	193,500	191,900	99
	Montgomery	234,100	231,500	99
	Philadelphia	602,200	591,100	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	35,700	35,400	99
	New Castle	144,700	144,000	100
	<b>MARYLAND</b>			
	Cecil	21,000	20,900	100
	<b>NEW JERSEY</b>			
	Burlington	124,200	123,000	99
	Cape May	36,300	35,600	98
	Gloucester	70,900	70,200	99
	Mercer	108,300	106,600	98
<b>PENNSYLVANIA</b>				
Berks	119,500	117,400	98	
Bucks	168,700	167,100	99	



WPHL-TV BPCT-5023 Granted 6/20/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Sussex	38,400	37,900	99
	<b>MARYLAND</b>			
	Harford	50,900	50,600	99
	Kent	6,300	6,200	98
	<b>NEW JERSEY</b>			
	Hunterdon	31,100	30,600	98
	Middlesex	205,100	203,300	99
<b>Between 5-24%</b>	<b>NEW JERSEY</b>			
	Monmouth	181,000	179,000	99
	Morris	138,500	137,400	99
	Ocean	149,200	147,700	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	Warren	31,200	30,700	98
	<b>NEW YORK</b>			
	Orange	90,400	88,700	98
	<b>PENNSYLVANIA</b>			
Clinton	14,100	13,800	98	
Columbia	22,700	22,200	98	
Cumberland	67,600	66,400	98	
Luzerne	128,400	126,500	99	
Lycoming	43,700	42,300	97	
Monroe	28,600	28,100	98	
Montour	5,800	5,600	97	
Pike	8,000	7,700	96	
Snyder	11,600	11,100	96	
Sullivan	2,200	2,100	95	
Union	10,600	10,100	95	
York	120,000	117,700	98	
<b>Station Totals</b>		<b>4,360,600</b>	<b>4,296,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>1,564,800</b>
<b>Average Daily Circulation (1984)</b>				<b>594,200</b>

# Pennsylvania—Philadelphia

## WPVI-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Capital Cities Communications Inc., 4100 City Line Ave., Philadelphia 19131.

**Studio:** 4100 City Line Ave., Philadelphia, PA 19131.

**Telephone:** 215-878-9700. **TWX:** 710-670-9799.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 14.8-kw aural. Antenna: 1094-ft. above av. terrain, 1111-ft. above ground, 1369-ft. above sea level.

Latitude 40° 02' 38"  
Longitude 75° 14' 26"

**Transmitter:** Roxborough, PA.

**News Services:** AP, UPI, ABC, CNN.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Capital Cities Communications Inc. For officers and other interests, see Group Ownership of Television Stations.

**Began Operation:** Sept. 13, 1947. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (*Television Digest*, Vol. 10:8, 9; 11:9).

**Represented (sales):** Blair Television (U.S.); Metro Spot Television (Canada).

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

LAWRENCE J. POLLOCK, president & general manager.  
ALAN NESBITT, vice president & news director.  
RICHARD F. SPINNER, director of sales.  
VICTOR A. BRANCH, local sales manager.  
TODD WHEELER, national sales manager.  
MICHAEL CASCIO, public affairs director.  
IRWIN L. ROSS, chief engineer.  
ROBERT APFEL, business manager.  
ART MOORE, director of station promotion & advertising.  
CHARLES R. BRADLEY, dir. of programming & operations.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$13,000.

**NETWORK BASE HOURLY RATE:** \$5100.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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
	New Castle	144,700	144,000	100
<b>NEW JERSEY</b>	Atlantic	75,300	73,800	98
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Cape May	36,300	35,600	98
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
	Mercer	108,300	106,600	98
	Salem	23,400	23,000	98
	Warren	31,200	30,700	98
	<b>PENNSYLVANIA</b>	Berks	119,500	117,400
Bucks		168,700	167,100	99
Carbon		20,500	20,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>Chester</b>	113,700	112,000	99
	<b>Delaware</b>	193,500	191,900	99
	<b>Lehigh</b>	106,900	105,300	99
	<b>Monroe</b>	28,600	28,100	98
	<b>Montgomery</b>	234,100	231,500	99
	<b>Northampton</b>	83,500	82,100	98
	<b>Philadelphia</b>	602,200	591,100	98
	<b>Schuylkill</b>	61,300	60,000	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	21,000	20,900	100
	<b>NEW JERSEY</b>			
	Hunterdon	31,100	30,600	98
	Ocean	149,200	147,700	99
<b>PENNSYLVANIA</b>	Lancaster	132,300	127,700	97
	Northumberland	38,700	37,600	97
	<b>Between 5-24%</b>	<b>DELAWARE</b>		
Sussex		38,400	37,900	99
<b>MARYLAND</b>				
	Kent	6,300	6,200	98
<b>NEW JERSEY</b>	Monmouth	181,000	179,000	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	<b>PENNSYLVANIA</b>	Dauphin	92,100	90,300
Lebanon		39,600	38,700	98
<b>Station Totals</b>		<b>3,441,000</b>	<b>3,390,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>2,489,900</b>
<b>Average Daily Circulation (1984)</b>				<b>1,701,900</b>

# Pennsylvania-Philadelphia

## WTAF-TV

Ch. 29

Network Service: None, independent.

Licensee: Taft Television & Radio Co. Inc., 330 Market St., Philadelphia, PA 19106.

Studio: 330 Market St., Philadelphia, PA 19106.

Telephone: 215-925-2929.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"  
Longitude 75° 14' 20"

Transmitter: E. Domino Lane.

News Service: AP.

Satellite Earth Station: Harris; 8.8-meter.

Ownership: Taft Bcstg. Co. For officers & other interests, see Group Ownership of TV Stations.

Began Operation: May 16, 1965. Sale to present owner approved by FCC May 7, 1969 (Television Digest, Vol. 9:21).

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

### Personnel:

RANDALL E. SMITH, general manager.  
GREG MILLER, program manager.  
KAREN CORBIN, promotion manager.  
DAN NEUMANN, business 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>DELAWARE</b>			
	Kent	35,700	35,400	99
	New Castle	144,700	144,000	100
	<b>NEW JERSEY</b>			
	Atlantic	75,300	73,800	98
	Burlington	124,200	123,000	99
	Camden	169,800	168,200	99
	Cumberland	46,000	45,400	99
	Gloucester	70,900	70,200	99
	Salem	23,400	23,000	98
	<b>PENNSYLVANIA</b>			
	Berks	119,500	117,400	98
	Bucks	168,700	167,100	99
	Carbon	20,500	20,100	98
Chester	113,700	112,000	99	
Delaware	193,500	191,900	99	
Lehigh	106,900	105,300	99	
Montgomery	234,100	231,500	99	
Philadelphia	602,200	591,100	98	
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Cecil	21,000	20,900	100
	<b>NEW JERSEY</b>			
	Cape May	36,300	35,600	98
	Mercer	108,300	106,600	98
	Ocean	149,200	147,700	99
	Somerset	70,600	69,900	99
	Sussex	42,400	41,700	98
	Warren	31,200	30,700	98
	<b>PENNSYLVANIA</b>			
	Columbia	22,700	22,200	98
	Cumberland	67,600	66,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Dauphin	92,100	90,300	98
	Lackawanna	83,400	82,300	99
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98
	Northampton	83,500	82,100	98
	Northumberland	38,700	37,600	97
	Schuylkill	61,300	60,000	98
	Snyder	11,600	11,100	96
	Union	10,600	10,100	95
	<b>Between 5-24%</b>	<b>DELAWARE</b>		
Sussex		38,400	37,900	99
<b>MARYLAND</b>				
Caroline		8,700	8,600	99
Harford		50,900	50,600	99
Kent		6,300	6,200	98
<b>NEW JERSEY</b>				
Essex		295,100	290,700	99
Hunterdon		31,100	30,600	98
Middlesex		205,100	203,300	99
Monmouth	181,000	179,000	99	
Morris	138,500	137,400	99	
Union	178,600	177,000	99	
<b>NEW YORK</b>				
Orange	90,400	88,700	98	
<b>PENNSYLVANIA</b>				
Luzerne	128,400	126,500	99	
Lycoming	43,700	42,300	97	
Monroe	28,600	28,100	98	
Montour	5,800	5,600	97	
Perry	13,500	13,200	98	
Wyoming	9,700	9,500	98	
York	120,000	117,700	98	
<b>Station Totals</b>		<b>4,925,300</b>	<b>4,853,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>2,035,100</b>
<b>Average Daily Circulation (1984)</b>				<b>852,000</b>



# Pennsylvania—Philadelphia

## WWSG-TV

Ch. 57

**Network Service:** None, independent.

**Licensee:** RBC Communications, 3600 Conshohocken Ave., Philadelphia, PA 19131.

**Studio:** 300 Domino Lane, Philadelphia, PA 19128.

**Telephone:** 215-483-4550.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 891-kw max. & 708-kw horizontal visual, 141-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1179-ft. above ground, 1421-ft. above sea level.

Latitude	40°	02'	21"
Longitude	75°	14'	13"

**Transmitter:** Umbria & Paoli Ave., Roxborough.

**Satellite Earth Stations:** Microdyne, 7-meter; Prodelin, 4.5-meter.

**Ownership:** Leon S. Gross, chmn., 54%; William S. Gross, pres., 42%; Ladina Erech, 4%. Same principals own Micro TV Inc., MDS licensee in Philadelphia.

**Began Operation:** June 15, 1981.

**Represented (legal):** Schwartz, Woods & Miller.

**Personnel:**

ALBERT TEDESCO, general manager.

HARRY JENNY, chief engineer.

**Rates:** Not available.

**Arbitron Data:** Not available.



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# Pennsylvania—Pittsburgh

**KDKA-TV**

Ch. 2

**KDKA-TV 2 W** GROUP



**WESTINGHOUSE BROADCASTING & CABLE, INC.**

**Network Service:** CBS.

**Licenses:** Westinghouse Bcstg. & Cable Inc., One Gateway Center, Pittsburgh, PA 15222.

**Studio:** One Gateway Center, Pittsburgh, PA 15222.

**Telephone:** 412-392-2200. **TWX:** 412-642-3113.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 683-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 38.22"  
Longitude 80° 01' 09.40"

**Transmitter:** 4101 Grizella St.

**AM Affiliate:** KDKA, 50-kw, 1020 kHz.

**News Services:** AP, UPI, Group W Newsfeed, CBS.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Subsidiary of Westinghouse Electric Corp. For other interests, see Group W in Group Ownership of TV Stations.

**Began Operation:** Jan. 11, 1949 as WDTV. Sale to present owners by DuMont Laboratories approved by FCC Jan. 5, 1955 (**Television Digest**, Vol. 10:49; 11:2).

**Represented (sales):** Group W Television Sales.

**Represented (legal):** Wilkes, Artis, Hedrick & Lane.

**Personnel:**

- CAROLYN WEAN, vice president & general manager.
- JOSEPH BERWANGER, vice president, sales & marketing.
- SHERRI SIEVING, sales manager.
- HAL WHACK, national sales manager.
- DEBRA ZEYEN, program manager.
- BARBARA KLAUSCHER, creative services director.
- CAROLYN S. McCLAIR, public relations director.
- JIM HEFNER, news director.
- HOWARD MURPHY, controller.
- JOHN J. CVETIC, engineering manager.
- ROY HOOVER, chief engineer.

**Highest 30 Sec. Rate** (July 31, 1984): \$15,000.

**NETWORK BASE HOURLY RATE:** \$2800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Columbiana	41,300	40,700	99
	Jefferson	32,900	32,500	99
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Armstrong	29,200	28,700	98
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Cambria	65,000	64,100	99
	Clarion	15,000	14,700	98
	Elk	13,400	13,100	98
	Fayette	58,400	57,000	98
	Forest	1,900	1,900	100
	Greene	14,900	14,500	97

(Continued on page 817)

<b>Station Totals</b>	<b>1,931,100</b>	<b>1,901,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,365,100</b>
<b>Average Daily Circulation (1984)</b>			<b>896,700</b>

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# Pennsylvania—Greensburg-Pittsburgh

## WPCB-TV

Ch. 40

**Network Service:** None, independent.

**Licensee:** Western Pennsylvania Christian Broadcasting Co.

**Studio:** Rte. 48, Signal Hill Dr., Wall, PA 15148.

**Mailing Address:** Channel 40, Wall, PA 15148.

**Telephone:** 412-824-3930.

**Technical Facilities:** Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

Latitude 40° 23' 30.0"  
Longitude 79° 46' 51.1"

**Transmitter:** Signal Hill Dr., Wall, PA.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Non-stock, non-profit corp. Rev. R. Russell Bixler, pres.; David Kelton, Oleen Eagle, Ernest Frederick, dirs. Holds CP for Ch. 47, Altoona, PA.

**Began Operation:** April 15, 1979.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Dean Sargent.

**Personnel:**

- DAVID KELTON, executive vice president.
- OLEEN EAGLE, vice president & general manager.
- DAVID SKEBA, station manager.
- JERRY FOREMAN, director of engineering.

**Highest One Hour Rate** (May 21, 1982): \$425.

**Highest 30 Sec. Rate** (June 1, 1984): \$80.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Beaver	73,500	72,600	99
	Fayette	58,400	57,000	98
	Greene	14,900	14,500	97
	Indiana	32,000	31,300	98
	Westmoreland	144,900	143,100	99
<b>Station Totals</b>		<b>323,700</b>	<b>318,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>55,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,600</b>	



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# Pennsylvania—Pittsburgh

## WPGH-TV

Ch. 53

**Network Service:** None, independent.

**Licensee:** Meredith Corp., 1716 Locust St., Des Moines, IA 50336.

**Studio:** 750 Ivory Ave., Pittsburgh, PA 15214.

**Telephone:** 412-931-8600.

**Technical Facilities:** Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1280-kw horizontal visual, 234-kw max. & 128-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

Latitude 40° 29' 43"  
Longitude 80° 00' 18"

**Transmitter:** 750 Ivory Ave.

**News Service:** UPI.

**Satellite Earth Station:** Microdyne, 4.7-meter; Microdyne receivers.

**Ownership:** Meredith Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to present owner by Henry Posner Jr. approved by FCC Sept. 8, 1978 (*Television Digest*, Vol. 18:17, 38).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

WILLARD A. SALTZGIVER, vice president & general manager.

KATHY SAUNDERS, general sales manager.

NANCY PALMER, program manager.

MARK ALBRIGHT, director of engineering.

**Highest 30 Sec. Rate** (July 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>OHIO</b>			
	Belmont	31,400	30,900	98
	Jefferson	32,900	32,500	99
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Cambria	65,000	64,100	99
	Fayette	58,400	57,000	98
	Washington	79,400	78,200	98
	Westmoreland	144,900	143,100	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Ohio	23,100	23,000	100
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Harrison	6,600	6,500	98
	Monroe	6,500	6,300	97
	<b>PENNSYLVANIA</b>			
	Armstrong	29,200	28,700	98
	Clarion	15,000	14,700	98



WPGH-TV BPCT-4733 Granted 7/19/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Elk	13,400	13,100	98
	Greene	14,900	14,500	97
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Lawrence	38,500	37,800	98
	Somerset	29,800	29,100	98
	Venango	23,500	22,800	97
	<b>WEST VIRGINIA</b>			
	Barbour	6,200	6,100	98
	Harrison	29,200	29,000	99
	Monongalia	29,000	28,500	98
	Preston	11,100	10,900	98
	Taylor	6,100	6,000	98
	Tyler	4,200	4,100	98
	Wetzel	7,900	7,800	99
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Mahoning	103,800	102,700	99
	Noble	4,300	4,100	95
	Trumbull	88,000	87,000	99
	<b>PENNSYLVANIA</b>			
	Blair	50,200	49,300	98
	Clearfield	30,500	29,900	98
	Forest	1,900	1,900	100
	Mercer	46,300	45,500	98
	<b>WEST VIRGINIA</b>			
	Randolph	10,500	10,300	98
<b>Station Totals</b>		<b>1,888,500</b>	<b>1,860,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>843,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>394,100</b>	

# Pennsylvania—Pittsburgh

## WPTT-TV

Ch. 22

**Network Service:** None, independent.

**Licensee:** Commercial Radio Institute Inc. (CRI), 3500 Parkdale Ave., Baltimore, MD 21211.

**Studio:** 500 Seco Rd., Box 2809, Pittsburgh, PA 15230.

**Telephone:** 412-856-9010. **Fax:** 412-837-2248. **TWX:** 710-797-3664.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.5"  
Longitude 79° 43' 10.5"

**Transmitter:** Hawkeye Dr. Extended.

**News Service:** UPI.

**Satellite Earth Stations:** AFC, 10-meter; Microdyne & Automation Techniques Inc. receivers.

**Ownership:** Julian S. Smith, pres., 28.5%; Frederick M. Himes Jr., v.p.-secy.-treas., 23.6%; Robert L. Simmons, 10%; others, none with more than 5%. Principals have interest in WBFF(TV), Baltimore, MD & WTTE(TV), Columbus, OH.

**Began Operation:** Sept. 29, 1978.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Carl T. Jones & Associates.

### Personnel:

JULIAN S. SMITH, president.  
FREDERICK M. HIMES, executive vice president.  
DAVID SMITH, general manager.  
ROBERT SIMMONS, vice president, sales.  
CHUCK HOBBS, sales manager.  
WILLIAM WALTERS, national sales manager.  
EDDIE EDWARDS, operations manager.  
RAYMOND LAU, production manager.  
PAM RHODES, promotion manager.  
MIKE SIMON, chief engineer.

**Highest 30 Sec. Rate** (July 9, 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>PENNSYLVANIA</b>				
Between 25-49%	Allegheny	543,800	536,300	99
	Armstrong	29,200	28,700	98
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Clarion	15,000	14,700	98
	Fayette	58,400	57,000	98
	Greene	14,900	14,500	97
	Washington	79,400	78,200	98
Westmoreland	144,900	143,100	99	
<b>WEST VIRGINIA</b>				
	Hancock	14,800	14,800	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Ohio Taylor	23,100	23,000	100
		6,100	6,000	98
Between 5-24%	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Columbiana	41,300	40,700	99
	Harrison	6,600	6,500	98
	Jefferson	32,900	32,500	99
Monroe	6,500	6,300	97	
<b>PENNSYLVANIA</b>				
	Elk	13,400	13,100	98
	Forest	1,900	1,900	100
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Lawrence	38,500	37,800	98
	Somerset	29,800	29,100	98
	Venango	23,500	22,800	97
<b>WEST VIRGINIA</b>				
	Brooke	10,800	10,800	100
	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,500	98
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98
<b>Station Totals</b>		1,434,300	1,412,800	98
<b>Net Weekly Circulation (1984)</b>				476,800
<b>Average Daily Circulation (1984)</b>				183,800

# Pennsylvania—Pittsburgh

**WPXI**

Ch. 11

**Network Service:** NBC.

**Licensee:** WPXI Corp., 11 Television Hill, Box 1100, Pittsburgh, PA 15230.

**Studio:** 11 Television Hill.

**Mailing Address:** Box 1100, Pittsburgh, PA 15230.

**Telephone:** 412-237-1100.

**TWX:** 710-664-2099.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

Latitude 40° 27' 47"  
Longitude 80° 00' 17"

**Transmitter:** 11 Television Hill.

**News Services:** AP, CNN Headline News, Mediawire, National Weather Wire, NBC, Nexis, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Cox Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 1, 1957. Sale to present owner by co-owners **Pittsburgh Post-Gazette & Sun Telegraph** and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (**Television Digest**, Vol. 4:36, 47).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Reed, Shaw & McClay.

**Personnel:**

- JOHN HOWELL, vice president & general manager.
- BRUNO GRAZIANO, general sales manager.
- LOUIS SUPOWITZ, local sales manager.
- CYNTHIA DURLER, personnel director.
- BRONWYN HARRIS, research director.
- BUD MOORE, controller.
- MAUREEN DURKIN, promotion director.
- BY WILLIAMS, news director.
- GLENN ROMSOS, v.p. & engineering director.

**Highest 30 Sec. Rate** (Sept. 1982): \$3000.

**NETWORK BASE HOURLY RATE:** \$2280.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Jefferson	32,900	32,500	99
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Armstrong	29,200	28,700	98
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Fayette	58,400	57,000	98
	Greene	14,900	14,500	97
	Lawrence	38,500	37,800	98
	Venango	23,500	22,800	97
	Washington	79,400	78,200	98
	Westmoreland	144,900	143,100	99
	<b>WEST VIRGINIA</b>			
	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,500	98
	Ohio	23,100	23,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Harrison	6,600	6,500	98
	<b>PENNSYLVANIA</b>			
	Clarion	15,000	14,700	98
	Clearfield	30,500	29,900	98
	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Mercer	46,300	45,500	98
	Somerset	29,800	29,100	98
	<b>WEST VIRGINIA</b>			
	Barbour	6,200	6,100	98
	Harrison	29,200	29,000	99
	Marion	25,200	24,900	99
	Preston	11,100	10,900	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Tyler	4,200	4,100	98
	Wetzel	7,900	7,800	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	Monroe	6,500	6,300	97
	<b>PENNSYLVANIA</b>			
	Bedford	17,000	16,500	97
	Blair	50,200	49,300	98
	Cambria	65,000	64,100	99
	Elk	13,400	13,100	98
	Forest	1,900	1,900	100
	Mc Kean	18,400	17,900	97
	<b>WEST VIRGINIA</b>			
	Mineral	10,000	9,800	98
	Randolph	10,500	10,300	98
<b>Station Totals</b>		<b>1,741,200</b>	<b>1,714,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,150,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>635,600</b>	

# Pennsylvania—Pittsburgh

## WTAE-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh 15230.

**Studio:** 400 Ardmore Blvd., Pittsburgh, PA 15230.

**Telephone:** 412-242-4300. **TWX:** 710-664-4266.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"  
Longitude 79° 48' 11"

**Transmitter:** Elizabeth Township, PA.

**AM Affiliate:** WTAE, 5-kw, 1250 kHz.

**FM Affiliate:** WHTX, 50-kw, 96.1 MHz (No. 241), 500-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** The Hearst Corp., 100%. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Sept. 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (*Television Digest*, Vol. 2:29, 32).

**Represented (sales):** Katz Television.

**Represented (legal):** Dempsey & Koplovitz.

### Personnel:

FRED I. YOUNG, vice president & general manager.  
RICHARD WOLK, vice president, sales.  
ANTHONY J. VINCIQUERRA, general sales manager.  
BILL DADDIO, local sales manager.  
MARK MAYO, resident controller.  
DAVID CRANTZ, dir., public relations & special projects.  
KERRY G. RICHARDS, director of creative services.  
JEROME J. KALKE, director of engineering.  
JUDY GIRARD, program director.  
JOSEPH ROVITTO, news director.  
B. J. LEBER, promotion manager.

**Highest 30 Sec. Rate** (July 1983): \$3500.

**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>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Jefferson	32,900	32,500	99
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Armstrong	29,200	28,700	98
	Beaver	73,500	72,600	99
	Blair	50,200	49,300	98
	Butler	53,400	52,700	99
	Cambria	65,000	64,100	99
	Clarion	15,000	14,700	98
	Clearfield	30,500	29,900	98
	Elk	13,400	13,100	98
	Fayette	58,400	57,000	98
	Forest	1,900	1,900	100
Greene	14,900	14,500	97	
Indiana	32,000	31,300	98	
Jefferson	18,300	17,900	98	
Lawrence	38,500	37,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Somerset	29,800	29,100	98
	Venango	23,500	22,800	97
	Washington	79,400	78,200	98
	Westmoreland	144,900	143,100	99
	<b>WEST VIRGINIA</b>			
	Barbour	6,200	6,100	98
	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Harrison	29,200	29,000	99
	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,500	98
	Ohio	23,100	23,000	100
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Wetzel	7,900	7,800	99
Between 25-49%	<b>OHIO</b>			
	Columbiana	41,300	40,700	99
	Harrison	6,600	6,500	98
	Monroe	6,500	6,300	97
	<b>PENNSYLVANIA</b>			
	Bedford	17,000	16,500	97
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Lewis	6,900	6,800	99
	Tyler	4,200	4,100	98
	Upshur	8,800	8,600	98
Between 5-24%	<b>OHIO</b>			
	Carroll	9,000	8,900	99
	<b>PENNSYLVANIA</b>			
	Centre	38,600	37,500	97
	Mercer	46,300	45,500	98
	<b>WEST VIRGINIA</b>			
	Doddridge	2,700	2,600	96
	Mineral	10,000	9,800	98
<b>Station Totals</b>		1,783,600	1,755,700	98
<b>Net Weekly Circulation (1984)</b>			1,416,600	
<b>Average Daily Circulation (1984)</b>			921,600	

# Pennsylvania—Reading

**WTVE**

**Ch. 51**

**Network Service:** None, independent.

**Licensee:** Reading Broadcasting Inc., Box 3248, Reading, PA 19604.

**Studio:** 1729 North 11th St., Box 3248, Reading, PA 19604.

**Telephone:** 215-921-9181.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 1450-kw max. & 1100-kw horizontal visual, 145-kw max. & 110-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude	40°	21'	15"
Longitude	75°	53'	56"

**Transmitter:** Mt. Penn, 1.9-mi. NE of center of Reading.

**News Service:** INN.

**Satellite Earth Stations:** Microdyne, 7-meter; Andrew, 5-meter; Microdyne & Andrew receivers.

**Ownership:** Henry N. Aurandt, pres. & Helen K. Aurandt, 36% jointly; Robert A. Denby, v.p., 10%; Irvin Cohen, 8%; Jack A. Linton, secy. & Nancy A. Linton, 2% jointly; 14 others, none with as much as 5%.

**Began Operation:** May 4, 1980.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

JEFFREY D. MILLER, general manager.  
DAVID SWARTZ, chief engineer & operations manager.  
JOHN KRAWLZIK, production manager.

**Highest 30 Sec. Rate** (July 31, 1984): \$60.

**Arbitron Data:** Not available.



**State Public/Educational Stations are listed in a Directory following Commercial Stations**

# 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



# Pennsylvania—Red Lion-Lancaster & York

## WGCB-TV

Ch. 49

**Network Service:** None, independent.

**Licensee:** Red Lion Television Inc., Box 88, Red Lion, PA 17356.

**Studio:** Windsor Rd., Red Lion. **Telephone:** 717-246-1681.

**Mailing Address:** Box 88, Red Lion, PA 17356.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"  
Longitude 76° 35' 00"

**Transmitter:** State Rte. 66141, 1.75-mi. E of Red Lion.

**News Service:** AP.

**Satellite Earth Stations:** 3 in operation, Gardiner, 5-meter; Scientific-Atlanta, 11.6-meter; Microdyne receivers.

**Ownership:** John H. Norris, 77.5%; Dorothy C. Norris, 22.5%. Red Lion Bcstg. is licensee of WGCB-AM-FM & owns World International Bcstrs. Inc., licensee of WINB (short wave), Red Lion.

**Began Operation:** April 28, 1979.

**Represented (sales):** Unirep.

**Represented (legal):** Benedict P. Cottone.

**Represented (engineering):** Fred W. Wise.

**Personnel:**

JOHN NORRIS, president & general manager.

**Highest One Hour Rate:** \$302.

**Highest 30 Sec. Rate:** \$77.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Adams	24,800	24,200	98
	Dauphin	92,100	90,300	98
	Juniata	7,000	6,700	96
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98
	Perry	13,500	13,200	98
	York	120,000	117,700	98
<b>Station Totals</b>		<b>429,300</b>	<b>418,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>58,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>21,300</b>	



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# Pennsylvania—Scranton & Wilkes-Barre

## WDAU-TV

Ch. 22

**Network Service:** CBS.

**Licensee:** Scranton Broadcasters Inc.

**Studio:** 415 Lackawanna Ave., Scranton 18503.

**Telephone:** 717-961-2222. **TWX:** 510-671-4607.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 3006-kw max. & 750-kw horizontal visual, 550-kw max. & 137-kw horizontal aural. Antenna: Electrically tilted, 1560-ft. above av. terrain, 618-ft. above ground, 2744-ft. above sea level.

Latitude 41° 25' 36"  
Longitude 75° 44' 52"

**Transmitter:** Bald Mtn., Ransom Twp.

**News Services:** AP, CBS.

**Ownership:** SB Television Inc. SBTVI ownership: Southeastern Capital Corp., 100%. C. Edward Hansell, chmn.; J. Ray Efrid, vice chmn.; Terence M. Considine, pres.; Richard L. Cravey, sr. v.p.; Michael R. Barker, v.p.; Robert L. Marchman III, secy.

**Began Operation:** June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22). Sale to present owner approved by FCC May 9, 1984.

**Represented (sales):** Blair Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

GENE BOHI, general manager.  
DOUG HOLCOMB, promotion director.  
GENE MALONE, general sales manager.  
TOM POWELL, news director.

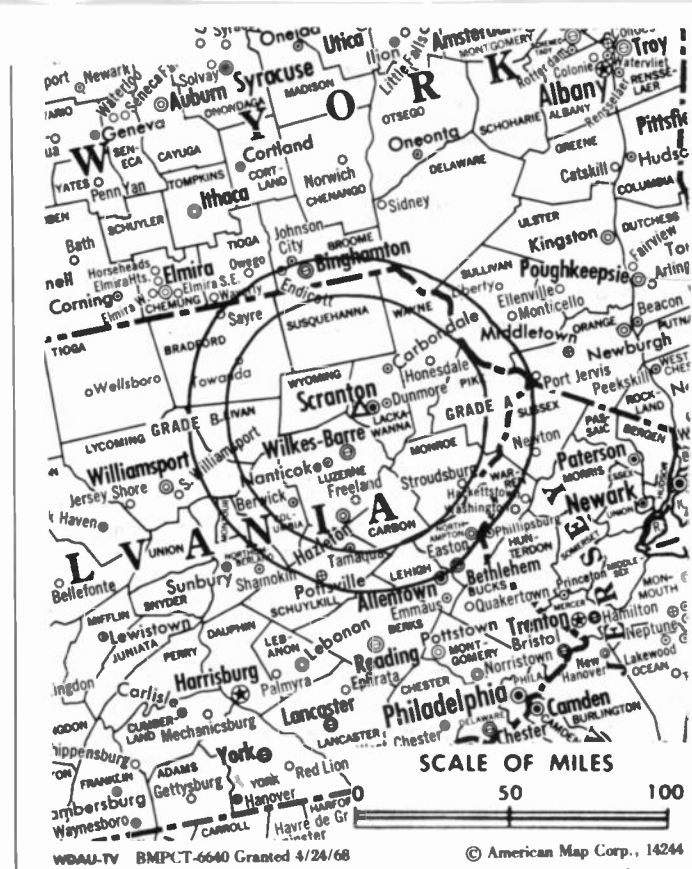
**Highest One Hour Rate** (Sept. 1, 1984) \$4200.

**Highest 30 Sec. Rate** (Sept. 1, 1983): \$1250.

**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>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
	Carbon	20,500	20,100	98
	Columbia	22,700	22,200	98
	Lackawanna	83,400	82,300	99
	Luzerne	128,400	126,500	99
	Lycoming	43,700	42,300	97
Montour	5,800	5,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Northumberland	38,700	37,600	97
	Susquehanna	13,600	13,300	98
	Union	10,600	10,100	95
	Wayne	13,600	13,100	96
	Wyoming	9,700	9,500	98
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Monroe	28,600	28,100	98
	Schuylkill	61,300	60,000	98
	Snyder	11,600	11,100	96
	Sullivan	2,200	2,100	95
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Delaware	16,800	16,200	96
	Sullivan	25,300	24,500	97
	Tioga	17,800	17,500	98
	Tompkins	31,800	30,300	95
<b>PENNSYLVANIA</b>				
	Pike	8,000	7,700	96
	Tioga	14,100	13,600	96
<b>Station Totals</b>		<b>630,900</b>	<b>615,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>385,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>222,200</b>	

# Pennsylvania—Scranton & Wilkes-Barre

## WNEP-TV

Ch. 16

**Network Service:** ABC.

**Licensee:** NEP Communications Inc., Wilkes-Barre-Scranton Airport, Avoca, PA 18641.

**Studio:** Wilkes-Barre-Scranton Airport, Avoca, PA 18641.

**Telephones:** 717-346-7474, Scranton; 717-826-1616, Wilkes-Barre.

**TWX:** 510-671-4532.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"  
Longitude 75° 52' 21"

**Transmitter:** Penobscot Nob, Electronic Heights, Wilkes-Barre.

**News Service:** AP, ABC.

**Satellite Earth Stations:** Common carrier; transmit/receive; Scientific-Atlanta, 11-meter & 5-meter; Scientific-Atlanta receivers.

**Ownership:** Thomas P. Shelburne, 26.090%; Catherine W. Shelburne, 10.524%; Frank M. Henry, 21%; Thomas P. Shelburne III, 10.818%; William W. Scranton, 8.75%; Chester F. Sawicki, 3.70%; Warren A. Reed Jr., 2.10%; others, none with as much as 2%. NEP Communications also owns WAGM-TV Presque Isla, ME.

**Began Operation:** Feb. 9, 1954. Sale to present owners by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (**Television Digest**, Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

THOMAS P. SHELBURNE, chairman.  
THOMAS SHELBURNE III, president & chief executive officer.  
ELDEN A. HALE JR., vice president & general manager.  
CHESTER SAWICKI, vice president, engineering.  
PETER KOZLOSKI, vice president & treasurer.  
WARREN REED, general sales manager.  
BERNIE HYZINSKI, chief engineer.  
R. PAUL STUEBER, news director.

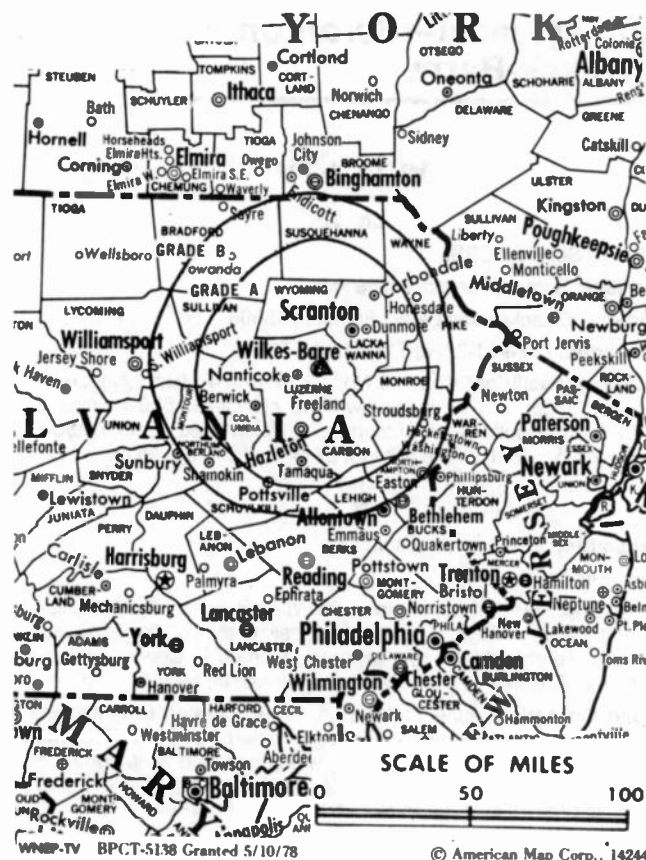
**Highest One Hour Rate:** \$6975.

**Highest 30 Sec. Rate** (July 30, 1984): \$3300.

**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>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Centre	38,600	37,500	97
	Clinton	14,100	13,800	98
	Columbia	22,700	22,200	98



WNEP-TV BPCT-5138 Granted 5/10/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Lackawanna	83,400	82,300	99
	Luzerne	128,400	126,500	99
	Lycoming	43,700	42,300	97
	Monroe	28,600	28,100	98
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97
	Schuylkill	61,300	60,000	98
	Snyder	11,600	11,100	96
	Sullivan	2,200	2,100	95
	Susquehanna	13,600	13,300	98
Union	10,600	10,100	95	
Wayne	13,600	13,100	96	
Wyoming	9,700	9,500	98	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
	Pike	8,000	7,700	96
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Delaware	16,800	16,200	96
	Sullivan	25,300	24,500	97
Tioga	17,800	17,500	98	
<b>PENNSYLVANIA</b>	Berks	119,500	117,400	98
	Juniata	7,000	6,700	96
	Lehigh	106,900	105,300	99
	Mifflin	17,400	16,800	97
	Northampton	83,500	82,100	98
	Tioga	14,100	13,600	96
<b>Station Totals</b>		<b>986,100</b>	<b>965,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>512,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>351,000</b>	

# Pennsylvania—Wilkes-Barre & Scranton

**WBRE**

Ch. 28

**Network Service:** NBC.

**Licensee:** WBRE Television Inc., 7 W. 51st St., New York, NY 10019.

**Studio:** 62 S. Franklin St., Wilkes-Barre, PA 18773.

**Telephone:** 717-823-3101. **TWX:** 510-658-3198.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"  
Longitude 75° 52' 02"

**Transmitter:** Penobscot Mtn., Hanover Twp.

**News Services:** AP, NBC.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter.

**Ownership:** Northeastern Television Investors, 100%. NTI ownership: PBTV Inc., IRI Television Corp., gen. partners, percentages undisclosed. PBTVI ownership: Ralph E. Becker, pres., 40%; I. Martin Pompadur, v.p.-secy., 60%. IRTIC ownership: Integrated Resources Inc., 100%. IRI ownership: Selig A. Zises, chmn.; Arthur H. Goldberg, pres., percentages undisclosed. Pompadur & Becker have interest in licensees of WROC-TV, Rochester, NY; WTOV-TV, Steubenville, OH; WEYI-TV, Saginaw, MI; WRDW-TV, Augusta, GA.

**Began Operation:** Jan. 1, 1953. Sale to present owners by David M. Baltimore & family approved by FCC May 24, 1984 (**Television Digest**, Vol. 24:9).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- TERRY S. BALTIMORE, vice president & general manager.
- TOM ROSING, national sales manager.
- TOM BIGLER, vice president, news & public affairs.
- TOM WILSON, promotion director.
- RICHARD CYBULSKI, chief engineer, transmitter.
- GEORGE ANDRESKY, chief engineer, studio.
- CHARLES SAKOSKI JR., CATV engineer.

**Highest One Hour Rate:** \$4500.

**Highest 30 Sec. Rate (September 24, 1984):** \$1200.

**NETWORK BASE HOURLY RATE:** \$1633.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Carbon	20,500	20,100	98
	Clinton	14,100	13,800	98
	Columbia	22,700	22,200	98
	Lackawanna	83,400	82,300	99
	Luzerne	128,400	126,500	99
	Lycoming	43,700	42,300	97
	Monroe	28,600	28,100	98
	Montour	5,800	5,600	97
	Northumberland	38,700	37,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pike	8,000	7,700	96
	Snyder	11,600	11,100	96
	Sullivan	2,200	2,100	95
	Susquehanna	13,600	13,300	98
	Union	10,600	10,100	95
	Wayne	13,600	13,100	96
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Bradford	22,700	22,200	98
<b>Between 5-24%</b>	<b>NEW JERSEY</b>			
	Sussex	42,400	41,700	98
	<b>NEW YORK</b>			
	Chenango	17,800	17,400	98
	Delaware	16,800	16,200	96
	Orange	90,400	88,700	98
	Sullivan	25,300	24,500	97
	Tioga	17,800	17,500	98
	<b>PENNSYLVANIA</b>			
	Berks	119,500	117,400	98
Junia	7,000	6,700	96	
Lehigh	106,900	105,300	99	
Mifflin	17,400	16,800	97	
Northampton	83,500	82,100	98	
Tioga	14,100	13,600	96	
<b>Station Totals</b>		<b>1,098,100</b>	<b>1,075,500</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>492,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>304,000</b>	

# Pennsylvania—York

**WPMT**

**Ch. 43**

**Network Service:** None, independent.

**Licensee:** Mohawk Broadcasting Ltd.

**Studio:** 2005 S. Queen St., York, PA 17403.

**Telephone:** 717-843-0043.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1359.5-ft. above av. terrain, 974-ft. above ground, 1847-ft. above sea level.

Latitude 40° 01' 38"  
Longitude 76° 36' 00"

**Transmitter:** Hellam Twp., 0.5-mi. NE of Chimney Rock.

**Satellite Earth Stations:** M/A-Com, 5-meter; Comtech, 5-meter.

**Ownership:** Kupuna Inc., general partner; Odyssey Partners & Esen Assoc. XIV, Ltd. partners; 19 other Ltd. partners. Kupuna ownership: John A. Serrao, pres., 42.5%; Cary D. Jones, exec. v.p.-secy., 42.5%; Curtis Bertsch, 9%; Robert L. Dudley, 6%. Certain principals of Kupuna have interest in KTRV(TV), Nampa, ID; KLBK-TV, Lubbock, TX; WYTV, Youngstown, OH. Odyssey Partners & Esen XIV principals have interest in WTX(TV), Waterbury, CT; WTSG(TV), Albany, GA.

**Began Operation:** Dec. 22, 1952. Sale to present owners by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982.

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** John Fergie & Associates.

**Personnel:**

JOHN A. SERRAO, president & general manager.  
DONALD M. TRAVIS, general sales manager.  
LOU CASTRIOTA, program/operations/promotion manager.  
JACK M. SCHUSTER, director of engineering.

**Highest 30 Sec. Rate (1983):** \$400.

**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>PENNSYLVANIA</b>				
Between 25-49%	Cumberland	67,600	66,400	98
	Dauphin	92,100	90,300	98



WPMT BPCT-820715KJ Granted 10/18/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Juniata	7,000	6,700	96
	Lancaster	132,300	127,700	97
	Lebanon	39,600	38,700	98
	York	120,000	117,700	98
<b>MARYLAND</b>				
Between 5-24%	Carroll	34,500	34,300	99
	Cecil	21,000	20,900	100
<b>PENNSYLVANIA</b>				
	Adams	24,800	24,200	98
	Berks	119,500	117,400	98
	Franklin	42,500	41,100	97
	Perry	13,500	13,200	98
<b>Station Totals</b>		<b>714,400</b>	<b>698,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>185,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>73,700</b>	

**KDKA-TV, Pittsburgh**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
<b>50% &amp; Over</b>	Indiana	32,000	31,300	98
	Jefferson	18,300	17,900	98
	Lawrence	38,500	37,800	98
	Mercer	46,300	45,500	98
	Somerset	29,800	29,100	98
	Venango	23,500	22,800	97
	Washington	79,400	78,200	98
	Westmoreland	144,900	143,100	99
<b>WEST VIRGINIA</b>				
	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,500	98
	Ohio	23,100	23,000	100
	Preston	11,100	10,900	98
	Taylor	6,100	6,000	98
<b>OHIO</b>				
<b>Between 25-49%</b>	Harrison	6,600	6,500	98
	Monroe	6,500	6,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Blair	50,200	49,300	98
	Clearfield	30,500	29,900	98
<b>WEST VIRGINIA</b>				
	Barbour	6,200	6,100	98
	Grant	3,800	3,700	97
	Harrison	29,200	29,000	99
	Randolph	10,500	10,300	98
	Tucker	3,400	3,300	97
	Wetzel	7,900	7,800	99
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Allegany	29,600	29,300	99
<b>OHIO</b>				
	Carroll	9,000	8,900	99
	Mahoning	103,800	102,700	99
<b>PENNSYLVANIA</b>				
	Bedford	17,000	16,500	97
	Centre	38,600	37,500	97
	Crawford	32,500	31,700	98
<b>WEST VIRGINIA</b>				
	Mineral	10,000	9,800	98
	Tyler	4,200	4,100	98

For Explanation of Arbitron Data, see page 14

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# Rhode Island



**Note:** WLNE listed under Providence is licensed to New Bedford, MA

### Rhode Island Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	0	1	1
			5

Market	Arbitron ADI TV Households	Rank
Boston, MA	1,933,300	6
Hartford-New Haven, CT	806,500	22
Providence, RI-New Bedford, MA	557,800	41

**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), WFSB (3), WHCT-TV (18), WTNH-TV (8), WTXN (20), WVIT (30), WJAR-TV (10), WLNE (6), WPRI-TV (12), WSTG (64)

# Rhode Island—Providence

## WJAR-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Outlet Communications Inc., 111 Dorrance St., Providence, RI 02903.

**Studio:** 111 Dorrance St., Providence, RI 02903.

**Telephone:** 401-751-5700. **TWX:** 710-381-1765.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"  
Longitude 71° 17' 15"

**Transmitter:** Rehoboth, MA.

**News Services:** AP, UPI, NBC, Docuvid.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Outlet Communications-a division of The Rockefeller Group, New York, NY. Also owns WCPX-TV, Orlando, FL; KSAT-TV, San Antonio, TX; WCMH-TV, Columbus, OH; KOVR-TV, Sacramento-Stockton, CA; WTOP(AM), Washington, DC; WTKS(FM), Bethesda, MD; WIOQ(FM), Philadelphia, PA; KIQQ(FM), Los Angeles, CA; WQRS(FM), Detroit, MI.

**Began Operation:** July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983. (*Television Digest*, Vol. 23:19, 22; 24:6).

**Represented (sales):** Pety Television Inc.

**Represented (legal):** Sundlun, Scher & Singer.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

BRUCE G. SUNDLUN, chairman & chief executive officer.  
DAVID E. HENDERSON, president & chief operating officer.  
JOHN SAWHILL, vice president & general manager.  
JIM MACFARLAN, general sales manager.  
BRUCE SOHIGIAN, regional/local sales manager.  
DAVID BAER, news director.  
LESTER B. KEATS, production manager.  
PETER LASSOTOVITCH, business manager.

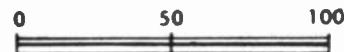
**Rates:** Not available.

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>CONNECTICUT</b>			
	New London	85,300	83,400	98
	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
	Nantucket	2,300	2,200	96
	Plymouth	145,100	143,200	99



SCALE OF MILES



WJAR-TV BPCT-3270 Granted 1/19/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>RHODE ISLAND</b>			
	Bristol	16,200	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>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Norfolk	216,300	214,100	99
	Worcester	235,300	231,900	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	38,600	37,800	98
<b>MASSACHUSETTS</b>	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Suffolk	249,200	243,100	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97
	Hillsborough	105,200	103,800	99
<b>Station Totals</b>		<b>2,460,100</b>	<b>2,424,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>921,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>488,900</b>	



# Rhode Island—Providence— New Bedford, Massachusetts

**WLNE**

Ch. 6

**Network Service:** CBS.

**Licensee:** Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

**Studio:** 430 County St., New Bedford, MA 02741.

**Telephone:** 617-992-6666. **TWX:** 710-344-6898.

**Providence Sales & News Office:** 10 Orms St. 02904.

**Telephone:** 401-751-6666.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"  
Longitude 71° 11' 24"

**Transmitter:** 1.8-mi. N of Tiverton, RI on Lafayette Rd.

**News Services:** AP, UPI, Sportsticker.

**Satellite Earth Station:** Harris, 8.8-meter; Harris receivers.

**Ownership:** Freedom Newspapers Inc., 100%. For other interests, see Group Ownership of Television Stations.

**Began Operation:** Jan. 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (*Television Digest*, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

**Represented (sales):** Blair Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

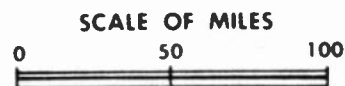
- GARY R. CHAPMAN, director of broadcasting, Freedom Newspapers Inc., broadcast division.
- JOHN D. QUINLAN, general manager.
- B. W. MAYBERRY, operations manager.
- PAUL KARPOWICZ, general sales manager.
- TRUMAN B. TAYLOR, program manager & director of public affairs.
- CLAYTON PRICE, controller.
- C. ROBERT OGREN JR., chief engineer.
- JOSEPH P. VISHNOSKI, assistant chief engineer.
- KEN BOLES, news director.
- ROBERT RIESKE, special projects manager.
- LEE SPIECKERMAN, director of creative services.
- JULIANA OKINE, film department manager.

**Highest 30 Sec. Rate :** \$2500.

**NETWORK BASE HOURLY RATE:** \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	New London	85,300	83,400	98
	Windham	34,200	33,500	98
	<b>MASSACHUSETTS</b>			
	Barnstable	68,100	66,800	98
	Bristol	174,600	172,500	99



WLNE BPCT-3450 Granted 12/7/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dukes	4,300	4,100	95
	Nantucket	2,300	2,200	96
	<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>MASSACHUSETTS</b>			
<b>Between 25-49%</b>	Plymouth	145,100	143,200	99
	<b>CONNECTICUT</b>			
<b>Between 5-24%</b>	Tolland	38,600	37,800	98
	<b>MASSACHUSETTS</b>			
	Norfolk	216,300	214,100	99
	Worcester	235,300	231,900	99
<b>Station Totals</b>		<b>1,356,200</b>	<b>1,337,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>675,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>313,900</b>	

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# Rhode Island—Providence

## WPRI-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc., 25 Catamore Blvd., East Providence, RI 02914.

**Studio:** 25 Catamore Blvd., East Providence, RI 02914.

**Telephone:** 401-438-7200.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"  
Longitude 71° 16' 56"

**Transmitter:** Homestead Ave., Rehoboth, MA.

**News Service:** AP, UPI, ABC, Newsbank.

**Satellite Earth Stations:** 2, 1 Common Carrier; Microdyne, 7-meter; Harris, 6.1-meter; Harris & Microdyne receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** March 27, 1955. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (*Television Digest*, Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

- ROBERT E. RICE, president & general manager.
- MATT KREINER, general sales manager.
- JANET CROCKER, national sales manager.
- SANDRA MORVILLO, regional sales manager.
- T. ARTHUR BONE, vice president & chief engineer.
- JOSEPH FOGARTY, administrative asst. to gen. manager.
- EDWIN HART, news director.
- CATHY PERRON, program operations manager.

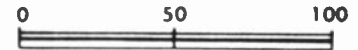
**Rates:** On request.

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>CONNECTICUT</b>			
	New London	85,300	83,400	98
	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
	Plymouth	145,100	143,200	99



SCALE OF MILES



WPRI-TV BPCT-3943 Granted 7/6/67

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>RHODE ISLAND</b>			
	Bristol	16,200	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>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Nantucket	2,300	2,200	96
	Worcester	235,300	231,900	99
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Tolland	38,600	37,800	98
<b>Station Totals</b>	<b>MASSACHUSETTS</b>			
	Essex	236,600	233,800	99
	Middlesex	489,500	483,600	99
	Norfolk	216,300	214,100	99
	Suffolk	249,200	243,100	98
<b>Station Totals</b>		<b>2,331,500</b>	<b>2,297,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>902,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>470,400</b>	

# Rhode Island—Providence

## WSTG

Ch. 64

**Network Service:** None, independent.

**Licensee:** Providence Television Ltd. Partnership.

**Studio:** 33 Pine St. at Homestead Ave., Rehoboth, MA 02769-1406.

**Telephones:** 617-252-3700; 617-252-6935.

**Technical Facilities:** Channel No. 64 (770-776 MHz). Authorized power: 5000-kw max. & 4060-kw horizontal visual, 500-kw max. & 406-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 967-ft. above ground, 1149-ft. above sea level.

Latitude 41° 52' 13"  
Longitude 71° 17' 47"

**Satellite Earth Station:** Simulsat; 7-meter.

**Transmitter:** Rehoboth Twp., 3-mi. E of Providence.

**Ownership:** Providence Television Ltd. Partnership, 51%; Steven Pruett, general partner; Providence TV64 Ltd., 49%; Jim Moore, general partner.

**Began Operation:** Dec. 1981. Sale to present owners approved by FCC Dec. 9, 1983.

**Represented (sales):** Seltel Inc.

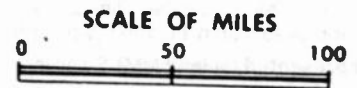
**Represented (legal):** Reddy, Begley & Martin.

**Personnel:**

GARY E. MASTERS, general manager.  
CINDY SCHELLER, sales manager.  
STEPHEN DAMAS, chief engineer.

**Rates:** Not available.

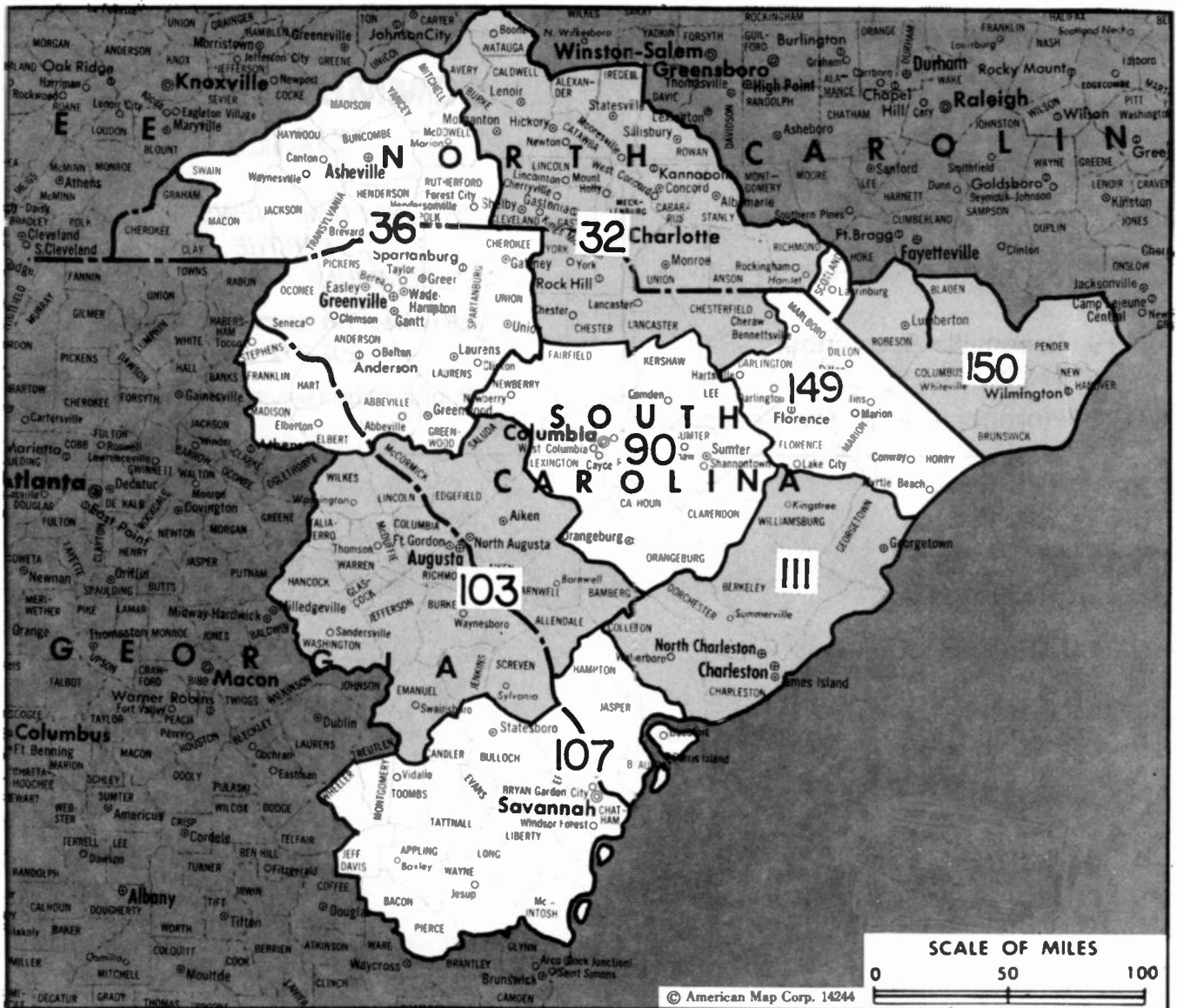
**Arbitron Data:** Not available.



WSTG BMPCT-810816KE Granted 9/10/81

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**Public/Educational Station Directory  
follows Commercial Stations**



### South Carolina Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	8	6	14
Educational Television Stations	1	9	10
			24

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	644,100	32	WBTV (3), WCCB (18), WHKY-TV (14), WPCQ-TV (36), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	581,400	36	WGGS-TV (16), WHNS (21), WLOS (13), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	249,300	90	WCCT-TV (57), WIS-TV (10), WLTX (19), WOLO-TV (25)
Augusta, GA	201,400	103	WAGT (26), WJBF (6), WRDW-TV (12)
Savannah, GA	194,200	107	WJCL (22), WSAV-TV (3), WTOG-TV (11)
Charleston, SC	187,100	111	WCBD-TV (2), WCIV (4), WCSC-TV (5)
Florence, SC	129,900	149	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	124,700	150	WECT (6), WWAY (3)

## South Carolina

### **State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

**WLOS, Spartanburg, SC-Asheville, NC--**

See Greenville, SC

**WSPA-TV, Spartanburg--See Greenville,**

SC

**WHNS, Greenville-Spartanburg--See**

Asheville, NC

**WGSE, Florence--See Myrtle Beach, SC**

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# South Carolina—Anderson

## WAXA

Ch. 40

**Network Service:** None, independent.

**Licensee:** Mark III Broadcasting Co. Inc., 300 Northcreek, Suite 700, Atlanta, GA 30327.

**Telephone:** 404-261-8317.

**Technical Facilities:** Channel No. 40 (626-732 MHz). Authorized power: 157.6-kw max. & 110-kw horizontal visual, 31.5-kw max. & 21.9-kw horizontal aural. Antenna: 383-ft. above av. terrain, 417-ft. above ground, 1167-ft. above sea level.

Latitude	34°	30'	53"
Longitude	82°	38'	15"

Holds CP for change to 2570-kw max. visual, 257-kw max. aural, 1020-ft. above av. terrain, 1051-ft. above ground, 1849-ft. above sea level, lat. 34° 38' 51", long. 82° 16' 13"; transmitter to Woodside Rd., 0.9-mi. W of Fairview, Fork Shoals.

**Transmitter:** 321 Kingsley Rd.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** Anthony C. Kupris, pres.-treas.; John Kupris, v.p. & asst. secy.; Mary R. Kupris, secy. See WMBB(TV), Panama City, FL.

**Began Operation:** Dec. 1, 1953. Sale to present owner by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (**Television Digest**, Vol. 18:23).

**Represented (legal):** James L. Oyster.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ANTHONY C. KUPRIS, president.

**Arbitron Data:** Not available.



WAXA BMPCT-821103KH Granted 6/29/83

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**For U.S. TV Station Call Letters,  
see page 8**

# South Carolina—Charleston

## WCBD-TV

Ch. 2

**Network Service:** ABC.

**Licensee:** Charleston Television Inc., Box 879, Charleston, SC 29402.

**Studio:** 210 W. Coleman Blvd., Mt. Pleasant, SC 29464.

**Mailing Address:** Box 879, Charleston, SC 29402.

**Telephone:** 803-884-2222. **TWX:** 810-881-1891.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 790-ft. above av. terrain, 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"  
Longitude 79° 53' 51"

**Transmitter:** 210 W. Coleman Blvd., Mt. Pleasant.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Media General Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (*Television Digest*, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Cohn & Marks.

**Personnel:**

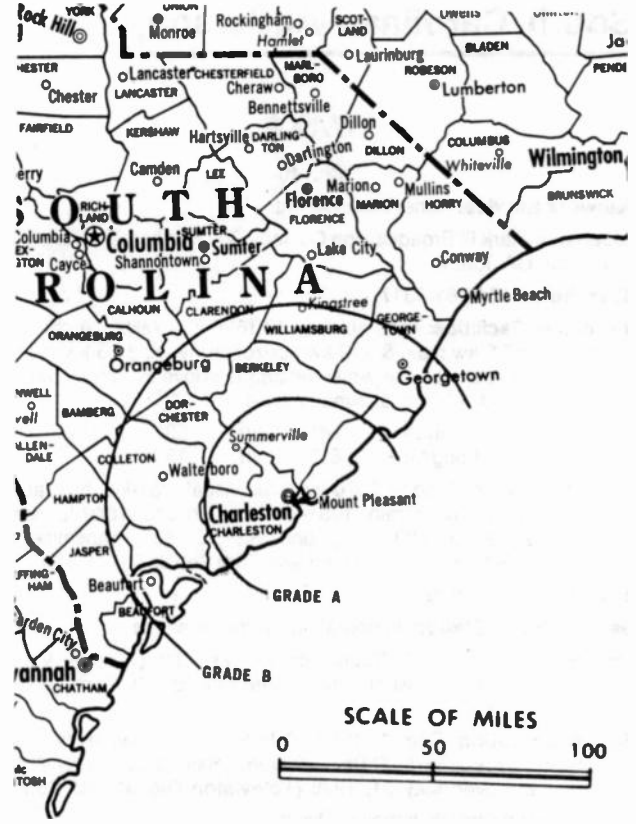
- THOMAS J. JOSEPHSEN, vice president & general manager.
- ROLAND W. MACK, manager, broadcast operations.
- JOSEPH W. (BILL) EVANS III, general sales manager.
- WILLIAM F. LONG JR., news director.
- WALTER NELSON, chief engineer.
- PAULINE DAWLEY, traffic/operations manager.

**Highest 30 Sec. Rate** (July 31, 1984): \$1050.

**NETWORK BASE HOURLY RATE:** \$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>SOUTH CAROLINA</b>				
50% & Over	Beaufort	22,700	22,300	98
	Berkeley	34,100	33,400	98
	Charleston	95,700	94,600	99



WCBD-TV BMPCT-2104 Granted 6/4/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clarendon	9,100	8,700	96
	Colleton	10,900	10,600	97
	Dorchester	21,800	21,400	98
	Georgetown	14,700	14,300	98
	Williamsburg	12,000	11,700	97
<b>SOUTH CAROLINA</b>				
Between 25-49%	Hampton	6,500	6,300	97
	Orangeburg	27,700	27,000	97
<b>SOUTH CAROLINA</b>				
Between 5-24%	Bamberg	5,900	5,700	97
	Calhoun	4,200	4,100	98
	Florence	38,900	38,300	99
<b>Station Totals</b>		<b>304,200</b>	<b>298,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>202,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>127,100</b>	

# South Carolina—Charleston

**WCIV**

**Ch. 4**

**Network Service:** NBC.

**Licensee:** First Charleston Corp., Box 10866, Charleston, SC 29411.

**Studio:** Mt. Pleasant, SC 29464. **Telephone:** 803-884-8513.

**Mailing Address:** Box 10866, Charleston, SC 29411.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 939-ft. above av. terrain, 983-ft. above ground, 988-ft. above sea level.

Latitude 32° 47' 15"  
Longitude 79° 51' 00"

**Transmitter:** Mt. Pleasant, SC.

**News Services:** AP, UPI, CNN Headline News, NBC.

**Satellite Earth Stations:** 2 in operation; 7-meter & 5-meter.

**Ownership:** See WJLA-TV, Washington, DC.

**Began Operation:** Oct. 23, 1962. Sale to present owner by First Charleston Corp. approved Oct. 5, 1966 by FCC (*Television Digest*, Vol. 6:28, 41).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

- WILLIAM E. LUCAS, president & general manager.
- RON KELLY, vice president & local sales manager.
- CELIA SHAW, station manager.
- STEVE BROCK, general sales manager.
- CARL SHAW, chief engineer.

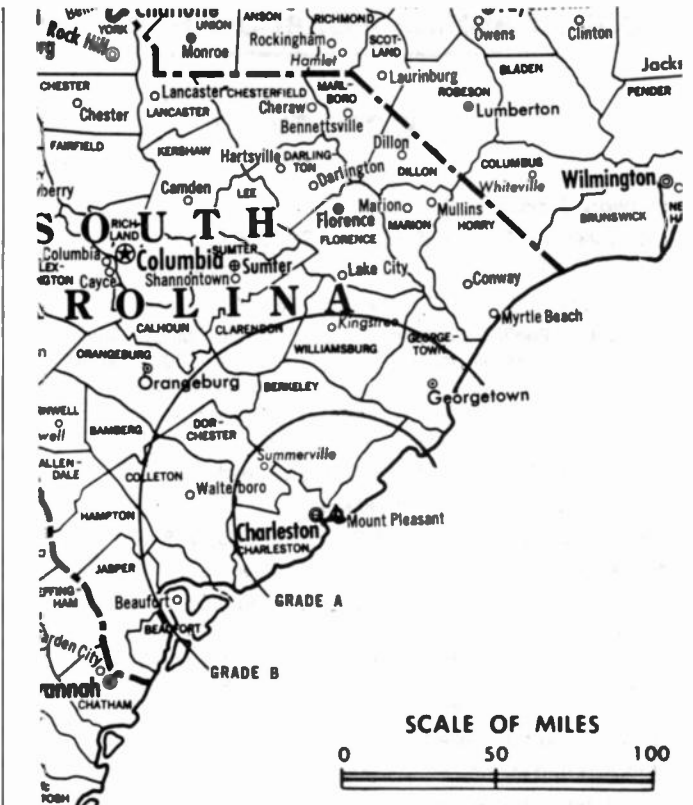
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (July 1, 1984): \$1000.

**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>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Beaufort	22,700	22,300	98
	Berkeley	34,100	33,400	98
	Charleston	95,700	94,600	99
	Clarendon	9,100	8,700	96
	Colleton	10,900	10,600	97
	Dorchester	21,800	21,400	98



WCIV BPCT-3681 Granted 12/13/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Georgetown	14,700	14,300	98
	Hampton	6,500	6,300	97
	Williamsburg	12,000	11,700	97
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Orangeburg	27,700	27,000	97
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Allendale	3,700	3,600	97
	Bamberg	5,900	5,700	97
	Calhoun	4,200	4,100	98
	Florence	38,900	38,300	99
	Horry	40,000	39,200	98
	Jasper	5,100	5,000	97
<b>Station Totals</b>		<b>353,000</b>	<b>346,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>209,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>133,400</b>	



# South Carolina—Charleston

## WCSC-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** WCSC Inc., 485 East Bay, SC 29403.

**Studio:** 485 East Bay, Box 186, Charleston, SC 29402.

**Telephone:** 803-723-8371. **TWX:** 803-881-1867.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

Latitude 32° 47' 44"  
Longitude 79° 50' 27"

**Transmitter:** Rifle Range Rd., 5.5-mi. E of Charleston.

**AM Affiliate:** WCSC, 5-kw, 1390 kHz.

**FM Affiliate:** WXTG, 100-kw 96.9 MHz (No. 245), 778-ft.

**News Services:** AP, UPI, CBS, Group W Newsfeed.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.

**Ownership:** John M. Rivers Sr., chmn., 32.9%; John M. Rivers Jr., pres., 29.49%; Martha Rivers, 1st v.p. & secy., 2.30%; others, none with as much as 3%.

**Began Operation:** June 19, 1953.

**Represented (sales):** Petry Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

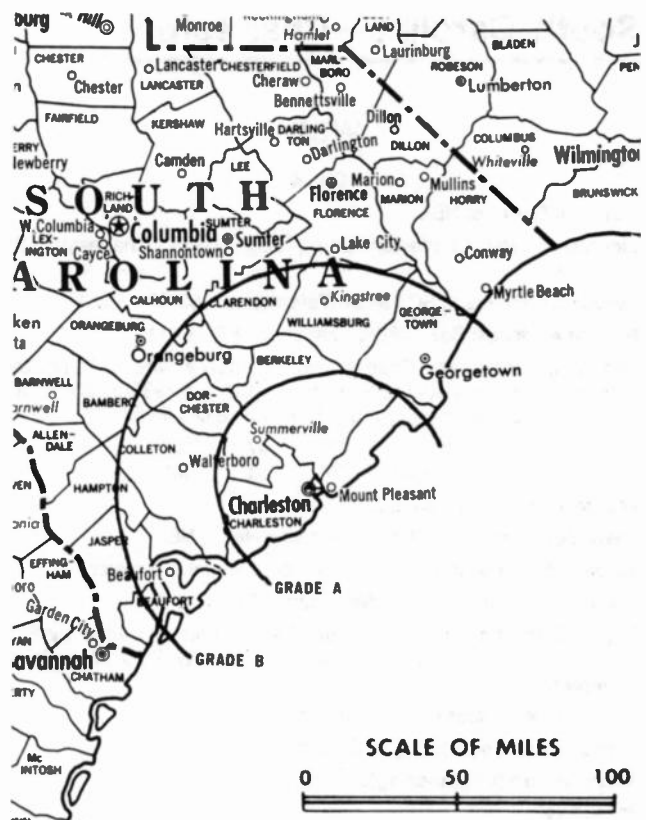
JOHN M. RIVERS SR., chairman.  
JOHN M. RIVERS JR., president.  
MARK PIERCE, vice president & general manager.  
JACK R. BECKNELL JR., vice president & director of engineering.  
DOUG ATHERTON, vice president & general sales manager.  
LOVELL WAUGH, local sales manager.  
EDDIE BOLLING, regional sales manager.  
EVE OLASOV, program director.  
GRAEME NEWELL, promotion manager.  
SALLIE MOULTRIE, traffic director.

**Highest 30 Sec. Rate** (Jan. 24, 1982): \$1400.

**NETWORK BASE HOURLY RATE:** \$800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Beaufort	22,700	22,300	98
	Berkeley	34,100	33,400	98
	Charleston	95,700	94,600	99



WCSC-TV BPC-T-2380 Granted 8/15/58

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clarendon	9,100	8,700	96
	Colleton	10,900	10,600	97
	Dorchester	21,800	21,400	98
	Georgetown	14,700	14,300	98
	Orangeburg	27,700	27,000	97
	Williamsburg	12,000	11,700	97
<b>SOUTH CAROLINA</b>				
Between 25-49%	Bamberg	5,900	5,700	97
	Hampton	6,500	6,300	97
	Horry	40,000	39,200	98
<b>SOUTH CAROLINA</b>				
Between 5-24%	Calhoun	4,200	4,100	98
	Florence	38,900	38,300	99
	Jasper	5,100	5,000	97
	Sumter	28,900	28,400	98
<b>Station Totals</b>		<b>378,200</b>	<b>371,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>234,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>165,100</b>	

# South Carolina—Columbia

**WCCT-TV**

Ch. 57



**Network Service:** None, independent.

**Licensee:** Carolina Christian Broadcasting Inc., 3409 Rutherford Rd., Taylors, SC 29687.

**Studio:** 1221 Sunset Blvd., West Columbia, SC 29169.

**Telephone:** 803-796-7757.

**Mailing Address:** Box 5757, West Columbia, SC 29171.

**Technical Facilities:** Channel No. 57 (728-734 MHz). Authorized power: 637-kw max. visual, 63.7-kw max. aural, 582-ft. above av. terrain, 645-ft. above ground, 935-ft. above sea level.

Latitude 34° 06' 45"  
Longitude 80° 56' 11"

**Transmitter:** 4.9-mi. NE of Columbia reference point.

**News Services:** CNN, INN.

**Satellite Earth Stations:** Microdyne, 4-meter; Microdyne receivers.

**Ownership:** James H. Thompson, pres.-treas., 91.83%; Fred E. Crain, 1.33%; remainder unissued. Carolina Christian Bcstg. has interest in WGGS-TV, Greenville, SC & WGSE(TV), Myrtle Beach, SC.

**Began Operation:** Oct. 2, 1981.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

JAMES H. THOMPSON, president.  
PAUL GORMAN, general manager.  
PATTI JENKINS, office manager.  
GINGER BRUCE, public relations.  
MITZI RUTLAND, traffic manager.  
GENE GIBSON, director of engineering.

**Highest 30 Sec. Rate** (July 5, 1984): \$50.



WCCT-TV BPCT—830506KG Granted 6/7/83

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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	%
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Kershaw	14,100	13,800	98
	Lexington	54,300	53,500	98
	Richland	91,500	90,200	99
<b>Station Totals</b>		<b>159,900</b>	<b>157,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>13,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,600</b>	



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South Carolina 29171

# South Carolina—Columbia

## WIS-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Cosmos Broadcasting Corp., Box 789, Greenville, SC 29602.

**Studio:** 1111 Bull St., Columbia, SC 29201.

**Telephone:** 803-799-1010. **TWX:** 810-666-2636.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"  
Longitude 80° 45' 25"

**Transmitter:** State Hwy. 12, 20-mi. NE of city.

**AM Affiliate:** WIS, 5-kw, 560 kHz.

**News Services:** AP, UPI, NBC.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Liberty Corp., 100%. Cosmos Bcstg. Corp., TV-radio subsidiary, officers: Macon G. Patton, chmn. & chief exec. officer; James R. Siefert, pres.; H. Lee Browning, v.p., broadcast services; John C. Thorne, v.p., administration; Joseph P. Gill, v.p., engineering; William D. Ridings, v.p. & controller. For other Cosmos interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 7, 1953.

**Represented (sales):** Harrington, Righter & Parsons.

**Represented (legal):** Dow, Lohnes & Albertson.

### Personnel:

DIXON C. LOVVORN, senior vice president & general manager.  
C. JOSEPH TONSING, general sales manager.  
THOMAS H. BRADFORD, chief engineer.  
GARY L. ANDERSON, asst. general manager/news director.  
DIANE K. BAGWELL, program/promotion manager.  
RICHARD M. STORA, production manager.  
KAY PONDER, promotion 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>SOUTH CAROLINA</b>				
<b>50% &amp; Over</b>	Bamberg	5,900	5,700	97
	Calhoun	4,200	4,100	98
	Chester	10,100	10,000	99
	Chesterfield	13,700	13,400	98
	Clarendon	9,100	8,700	96
	Darlington	21,500	21,100	98
	Fairfield	6,400	6,200	97
	Florence	38,900	38,300	99
	Kershaw	14,100	13,800	98
	Lancaster	19,200	19,000	99
	Lee	6,000	5,800	97
	Lexington	54,300	53,500	98
	Marlboro	10,400	10,200	98
	Newberry	11,400	11,200	98
	Orangeburg	27,700	27,000	97
	Richland	91,500	90,200	99
	Saluda	5,700	5,600	98
	Sumter	28,900	28,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Aiken	39,400	39,000	99
	Allendale	3,700	3,600	97
	Barnwell	6,900	6,700	98
	Dillon	9,900	9,700	98
	Edgefield	6,100	6,000	98
	Marion	11,500	11,200	97
	Union	10,700	10,600	99
	Williamsburg	12,000	11,700	97
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Jenkins	3,000	2,900	97
<b>NORTH CAROLINA</b>				
	Anson	8,900	8,700	98
	Richmond	17,200	17,000	99
	Union	25,200	24,900	99
<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	98
	Colleton	10,900	10,600	97
	Georgetown	14,700	14,300	98
	Greenwood	21,500	21,200	99
	Hampton	6,500	6,300	97
	Horry	40,000	39,200	98
	Laurens	17,600	17,300	99
	York	38,100	37,600	99
<b>Station Totals</b>		<b>690,800</b>	<b>678,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>405,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>266,000</b>	

**For CPs & Applications,  
consult Index**

# South Carolina—Columbia

**WLTX**

Ch. 19

**Network Service:** CBS.

**Licensee:** Capital Communications Inc., Drawer M, Columbia, SC 29250.

**Studio:** 6027 Devine St.

**Mailing Address:** Drawer M, Columbia, SC 29250.

**Telephone:** 803-776-3600. **TWX:** 810-666-2629.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1250-kw max. & 1046-kw horizontal visual, 125-kw max. & 104.6-kw horizontal aural. Antenna: 637-ft. above av. terrain, 553-ft. above ground, 933-ft. above sea level.

Latitude 34° 02' 41"  
Longitude 80° 59' 51"

Holds CP for change to 5000-kw max. visual, 500-kw max. aural, 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level, lat. 34° 05' 49", long. 80° 45' 51"; transmitter to 11-mi. NE of Columbia City.

**Transmitter:** Cushman Rd., 0.25-mi W of U.S. Hwy. 1.

**News Service:** AP.

**Satellite Earth Station:** In operation; Channelmaster receivers.

**Ownership:** J. C. Lewis Jr., 100%. Lewis also owns WJCL(TV), Savannah, GA; WLTZ(TV), Columbus, GA.

**Began Operation:** Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (*Television Digest*, Vol. 18:9).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Communications Engineering Service.

**Personnel:**

J. C. LEWIS JR., president.  
RICHARD T. LAUGHRIDGE, vice president & general manager.  
GENE UPRIGHT, program manager & film buyer.  
WILLIAM F. AULL, director of technical operations.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate:** \$800.

**NETWORK BASE HOURLY RATE:** \$280.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
50% & Over	Calhoun	4,200	4,100	98
	Fairfield	6,400	6,200	97
	Kershaw	14,100	13,800	98



WLTX BPCT-4070 Granted 4/23/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	54,300	53,500	98
	Richland	91,500	90,200	99
	Sumter	28,900	28,400	98
<b>SOUTH CAROLINA</b>				
Between 25-49%	Lee	6,000	5,800	97
	Newberry	11,400	11,200	98
	Orangeburg	27,700	27,000	97
	Saluda	5,700	5,600	98
<b>SOUTH CAROLINA</b>				
Between 5-24%	Barnwell	6,900	6,700	98
	Chester	10,100	10,000	99
	Chesterfield	13,700	13,400	98
	Clarendon	9,100	8,700	96
	Darlington	21,500	21,100	98
	Florence	38,900	38,300	99
	Lancaster	19,200	19,000	99
<b>Station Totals</b>		<b>369,600</b>	<b>363,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>201,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>116,000</b>	

# TV - Radio - CATV - Newspaper

## Robert W. Rounsaville & Associates

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ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426 /1-800-328-3500

# South Carolina—Columbia

## WOLO-TV

Ch. 25

**Network Service:** ABC.

**Licensee:** Columbia TV Broadcasters Inc., Box 4217, Columbia, SC 29240.

**Studio:** 5807 Shakespeare Rd., Columbia, SC 29204.

**Mailing Address:** Box 4217, Columbia, SC 29240.

**Telephone:** 803-754-7525. **TWX:** 810-666-2100.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"  
Longitude 80° 58' 49"

**Transmitter:** 5807 Shakespeare Rd.

**News Services:** AP, National Weather Wire, NAFAX.

**Satellite Earth Station:** In operation; Harris receivers.

**Ownership:** Bahakel Communications Ltd., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (*Television Digest*, Vol. 4:14).

**Represented (sales):** Sittel Inc.

**Represented (legal):** Jeffrey Malickson.

**Represented (engineering):** Jack Davidson.

### Personnel:

DONALD H. KRAUSS, general manager.  
JOE MAHAN, general sales manager.  
DAVID AIKEN JR., program director/operations manager.  
JIM FOREST, news director.  
REGGIE HALL, managing editor, news.  
ANNE COBB, public affairs director.  
WILLIE FULLER JR., production manager.  
MARTY WHITE, business manager.

**Highest 30 Sec. Rate** (Sept. 2, 1984): \$595.

**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>SOUTH CAROLINA</b>				
50% & Over	Calhoun	4,200	4,100	98
	Fairfield	6,400	6,200	97
	Kershaw	14,100	13,800	98
	Lee	6,000	5,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lexington	54,300	53,500	98
	Richland	91,500	90,200	99
	Sumter	28,900	28,400	98
<b>SOUTH CAROLINA</b>				
Between 25-49%	Newberry	11,400	11,200	98
	Orangeburg	27,700	27,000	97
	Saluda	5,700	5,600	98
<b>SOUTH CAROLINA</b>				
Between 5-24%	Aiken	39,400	39,000	99
	Barnwell	6,900	6,700	98
	Chesterfield	13,700	13,400	98
	Clarendon	9,100	8,700	96
	Darlington	21,500	21,100	98
	Florence	38,900	38,300	99
	Lancaster	19,200	19,000	99
<b>Station Totals</b>		<b>398,900</b>	<b>392,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>208,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>123,100</b>	

# South Carolina—Florence

**WBTW**

Ch. 13

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Co., 3430 North TV Road, Florence, SC 29501.

**Studio:** 3430 North TV Road, Florence, SC 29501.

**Telephone:** 803-662-1565. **TWX:** 803-622-2212.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 05"  
Longitude 79° 19' 22"

**Transmitter:** 3.1-mi. N of Floyd Dale, SC.

**News Service:** UPI.

**Ownership:** Spartan Radiocasting Co., Spartanburg, SC, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (*Television Digest*, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

**Represented (sales):** Katz Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- BRUCE R. MILLER, general manager.
- TOM WALL, sales manager.
- JIM GRIFFIN, news director.
- RUSSELL SMITH, operations manager.
- BERNARD E. MOORE, chief engineer.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$967.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Bladen	11,000	10,700	97
	Brunswick	14,300	14,000	98
	Columbus	18,400	18,000	98
	Richmond	17,200	17,000	99
	Robeson	33,700	33,000	98
	Scotland	11,200	11,000	98
	<b>SOUTH CAROLINA</b>			
	Chesterfield	13,700	13,400	98
	Clarendon	9,100	8,700	96
Darlington	21,500	21,100	98	
Dillon	9,900	9,700	98	
Florence	38,900	38,300	99	
Horry	40,000	39,200	98	
Lee	6,000	5,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Marion	11,500	11,200	97
	Marlboro	10,400	10,200	98
	Sumter	28,900	28,400	98
	Williamsburg	12,000	11,700	97
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Anson	8,900	8,700	98
	Cumberland	81,300	80,300	99
	Hoke	6,600	6,500	98
<b>SOUTH CAROLINA</b>				
	Georgetown	14,700	14,300	98
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Harnett	21,700	21,400	99
	Moore	20,900	20,500	98
	New Hanover	41,100	40,600	99
	Pender	8,200	8,000	98
	Sampson	17,900	17,600	98
	Union	25,200	24,900	99
	<b>SOUTH CAROLINA</b>			
	Kershaw	14,100	13,800	98
	Lancaster	19,200	19,000	99
<b>Station Totals</b>		<b>587,500</b>	<b>577,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>309,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>183,600</b>	

# South Carolina—Florence

**WPDE-TV**

Ch. 15

**Network Service:** ABC.

**Licensee:** Eastern Carolinas Broadcasting Co. Inc., Box F-15, Florence, SC 29502.

**Studio:** 3215 South Cashua Dr., Florence 29501.

**Telephone:** 803-665-1515.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"  
Longitude 79° 19' 49"

**Transmitter:** 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River, near Floyd Dale.

**News Service:** AP.

**Satellite Earth Station:** ADM, 4-meter; Avcom receivers.

**Ownership:** Eastern Carolinas Bcstg., 100%. Jerry Condra, pres., 5.33%; others, none with more than 9%.

**Began Operation:** Nov. 22, 1980.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- JERRY CONDRA, president & general manager.
- STEVE TILMAN, general sales manager.
- JOYCE JORDAN, business manager.
- LINDA McCASKILL, program & promotion manager.
- JAN DATE, news director.
- JIM GAMBLE, chief engineer.

**Highest 30 Sec. Rate** (June 15, 1984): \$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>SOUTH CAROLINA</b>			
	Darlington	21,500	21,100	98
	Dillon	9,900	9,700	98
	Florence	38,900	38,300	99
	Horry	40,000	39,200	98
	Marion	11,500	11,200	97
Marlboro	10,400	10,200	98	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Bladen	11,000	10,700	97
	Columbus	18,400	18,000	98



WPDE-TV BMPCT-800915KE Granted 11/24/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Cumberland	81,300	80,300	99
	Richmond	17,200	17,000	99
	Robeson	33,700	33,000	98
	Scotland	11,200	11,000	98
<b>SOUTH CAROLINA</b>				
	Chesterfield	13,700	13,400	98
	Lee	6,000	5,800	97
	Williamsburg	12,000	11,700	97
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Anson	8,900	8,700	98
	Hoke	6,600	6,500	98
	Sampson	17,900	17,600	98
<b>SOUTH CAROLINA</b>				
	Clarendon	9,100	8,700	96
	Georgetown	14,700	14,300	98
	Sumter	28,900	28,400	98
<b>Station Totals</b>		<b>422,800</b>	<b>414,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>169,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>87,800</b>	

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# South Carolina—Greenville-Spartanburg & Asheville, NC

**WYFF-TV**

Ch. 4



**Network Service:** NBC.

**Licensee:** Pulitzer Bcstg. Co., Box TV 4, Greenville, SC 29602.

**Studio:** Broadcast Place, 505 Rutherford St. 29602.

**Mailing Address:** Box TV 4, Greenville, SC 29602.

**Telephone:** 803-242-4404. **TWX:** 803-282-1008.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"

Longitude 82° 36' 17"

**Transmitter:** Caesar's Head.

**News Service:** AP, UPI, CNN.

**Satellite Earth Stations:** 3 in operation; Standard receivers.

**Ownership:** Pulitzer Publishing, 100%. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (**Television Digest**, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

**Represented (sales):** Petry Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- DOUGLAS A. SMITH, vice president & general manager.
- JACK MARKS, community affairs director.
- WILLIAM WHELESS, program director.
- BOB KING, chief engineer.
- JOHN SCOTT, general sales manager.
- JOHN MOORE, local sales manager.
- H. A. SCOTT JR., promotion manager.
- JAN HASWELL, news/promotion.
- BEN LEONARD, farm director.
- MARY MCCARTHY, news director.

**Highest One Hour Rate** (Jan. 10, 1983): \$3500.

**Highest 30 Sec. Rate** (March 11, 1984): \$2100.

**NETWORK BASE HOURLY RATE:** \$2650.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Banks	3,400	3,300	97
	Elbert	7,100	7,000	99
	Franklin	5,800	5,700	98
	Hart	6,600	6,500	98
	Jackson	9,300	9,200	99
	Madison	6,700	6,600	98
	Oglethorpe	3,200	3,100	97
	Rabun	4,200	4,100	98
	Stephens	8,000	7,900	99
	Wilkes	4,000	3,900	97
	<b>NORTH CAROLINA</b>			
	Buncombe	64,300	63,400	99
	Burke	27,800	27,500	99
	Cleveland	30,300	30,000	99
Haywood	17,900	17,600	98	
Henderson	25,400	25,000	98	
Jackson	9,200	9,000	98	
Mc Dowell	13,200	13,000	98	
Macon	8,500	8,200	96	



WYFF-TV BPCT-2395 Granted 11/18/57

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Madison	6,100	5,900	97	
	Mitchell	5,300	5,200	98	
	Polk	5,400	5,300	98	
	Rutherford	20,700	20,500	99	
	Swain	3,900	3,800	96	
	Transylvania	8,900	8,700	98	
	Yancey	5,700	5,500	96	
	<b>SOUTH CAROLINA</b>				
	Abbeville	8,000	7,800	98	
	Anderson	51,100	50,500	99	
Cherokee	14,200	14,000	99		
Greenville	109,600	108,500	99		
Greenwood	21,500	21,200	99		
Laurens	17,600	17,300	99		
Mc Cormick	2,400	2,300	96		
Newberry	11,400	11,200	98		
Oconee	18,900	18,700	99		
Pickens	28,700	28,300	99		
Spartanburg	75,100	74,300	99		
Union	10,700	10,600	99		

<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Greene	3,900	3,800	97
	Habersham	9,200	9,000	98
White	3,900	3,800	97	

<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Caldwell	25,400	25,100	99
	Catawba	40,300	40,000	99
	Cherokee	7,500	7,300	97
	Graham	2,500	2,400	96

<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
Chester	10,100	10,000	99	

<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Clarke	28,300	27,900	99
Dawson	1,800	1,800	100	

(Continued on page 840)

<b>Station Totals</b>	<b>1,033,600</b>	<b>1,019,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>651,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>426,300</b>	



# South Carolina—Greenville

## WGGS-TV

Ch. 16

**Network Service:** None, independent.

**Licensee:** Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

**Studio:** 3409 Rutherford Rd., Taylors, SC.

**Mailing Address:** Box 1616, Greenville, SC 29602.

**Telephone:** 803-244-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"  
Longitude 82° 24' 41"

**Transmitter:** Ridge Rd. off Altamont Rd. on Paris Mtn. near Greenville.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** James H. Thompson, 92%. Carolina Christian Bcstg. also owns WCCT-TV, Columbia, SC & is permittee of WGSE(TV), Myrtle Beach, SC.

**Began Operation:** Oct. 29, 1972.

**Represented (sales):** Spot Time Ltd.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

JAMES H. THOMPSON, president.  
MIKE WARD, production manager.  
TED McCALL, chief engineer.  
GENE GIBSON, director of engineering.  
TERRI ANDERSON, sales manager.

**Highest 30 Sec. Rate:** \$50.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>GEORGIA</b>			
	Franklin	5,800	5,700	98
	Hart	6,600	6,500	98
	<b>NORTH CAROLINA</b>			
	Henderson	25,400	25,000	98
	Rutherford	20,700	20,500	99
	<b>SOUTH CAROLINA</b>			
	Abbeville	8,000	7,800	98
	Anderson	51,100	50,500	99
	Greenville	109,600	108,500	99
	Greenwood	21,500	21,200	99
	Laurens	17,600	17,300	99
	Oconee	18,900	18,700	99
	Pickens	28,700	28,300	99
	Spartanburg	75,100	74,300	99
	Union	10,700	10,600	99
<b>Station Totals</b>		<b>399,700</b>	<b>394,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>62,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>23,200</b>	



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# South Carolina—Greenville-Spartanburg & Asheville, NC

**WLOS**

Ch. 13

**Network Service:** ABC.

**Licensee:** Wometco WLOS Inc., Box 2150, Asheville, NC 28802.

**Studios:** Battle House, 288 Macon Ave., Asheville, NC 28804; 7 N. Laurens St., Greenville, SC 29601.

**Mailing Address:** Box 2150, Asheville, NC 28802.

**Telephones:** 704-255-0013, Asheville; 803-242-6091, Greenville.

**TWX:** 510-933-0166 (Asheville).

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"

Longitude 82° 45' 25.06"

**Transmitter:** Mt. Pisgah.

**News Services:** AP, UPI.

**Satellite Earth Station:** In operation.

**Ownership:** Wometco Broadcasting Co. Inc. For officers, ownership and other interests, see WTVJ, Miami, FL.

**Began Operation:** Sept. 18, 1954.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

JERRY BIRDWELL, vice president & general manager.

BRUCE BUZOGANY, programming & promotion.

KEN GLOVER, general sales manager.

LEE DAVIS, chief engineer.

CHUCK DOBBINS JR., business & credit manager.

KEN HENSLEY, production manager.

**Highest 30 Sec. Rate** (July 11, 1984): \$1300.

**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>GEORGIA</b>			
	Elbert	7,100	7,000	99
	Franklin	5,800	5,700	98
	Hart	6,600	6,500	98
	Madison	6,700	6,600	98
	Stephens	8,000	7,900	99
	<b>NORTH CAROLINA</b>			
Buncombe	64,300	63,400	99	
Burke	27,800	27,500	99	
Cleveland	30,300	30,000	99	
Graham	2,500	2,400	96	
Haywood	17,900	17,600	98	
Henderson	25,400	25,000	98	
Jackson	9,200	9,000	98	
Mc Dowell	13,200	13,000	98	
Macon	8,500	8,200	96	
Madison	6,100	5,900	97	
Mitchell	5,300	5,200	98	
Polk	5,400	5,300	98	
Rutherford	20,700	20,500	99	
Transylvania	8,900	8,700	98	
Yancey	5,700	5,500	96	
<b>SOUTH CAROLINA</b>				
Abbeville	8,000	7,800	98	
Anderson	51,100	50,500	99	
Cherokee	14,200	14,000	99	
Greenville	109,600	108,500	99	
Greenwood	21,500	21,200	99	
Laurens	17,600	17,300	99	
Oconee	18,900	18,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pickens	28,700	28,300	99
	Spartanburg	75,100	74,300	99
	Union	10,700	10,600	99
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Banks	3,400	3,300	97
	Jackson	9,300	9,200	99
	Rabun	4,200	4,100	98
	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Harlan	14,700	14,400	98
<b>NORTH CAROLINA</b>				
Caldwell	25,400	25,100	99	
Cherokee	7,500	7,300	97	
Swain	3,900	3,800	96	
<b>SOUTH CAROLINA</b>				
Newberry	11,400	11,200	98	
<b>TENNESSEE</b>				
Cocke	10,700	10,500	98	
Greene	20,200	20,000	99	
Unicoi	6,200	6,100	98	
<b>VIRGINIA</b>				
Lee	9,600	9,300	97	
Wise	17,400	17,100	98	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Greene	3,900	3,800	97
	Habersham	9,200	9,000	98
	Lincoln	2,200	2,200	100
	Oglethorpe	3,200	3,100	97
	Towns	2,400	2,400	100
	Wilkes	4,000	3,900	97
<b>KENTUCKY</b>				
Knox	10,700	10,500	98	
Perry	11,600	11,300	97	

(Continued on page 840)

<b>Station Totals</b>	<b>1,272,500</b>	<b>1,255,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>629,200</b>	
<b>Average Daily Circulation (1984)</b>		<b>362,600</b>	

# South Carolina—Greenville-Spartanburg & Asheville, NC

## WSPA-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** Spartan Radiocasting Co., Box 1717, Spartanburg, SC.

**Studio:** Box 1717, Spartanburg, SC 29304.

**Telephones:** 803-576-7777, Spartanburg; 803-233-7777, Greenville; 803-242-0077, Greenville office; 704-684-2377, Asheville.

**TWX:** 810-282-2591.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"  
Longitude 82° 17' 27"

**Transmitter:** Hogback Mtn., 25-mi. NW of Spartanburg.

**AM Affiliate:** WSPA, 5-kw, 950 kHz (CBS).

**FM Affiliate:** WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Common Carrier/station-owned; Micro-dyne, 7-meter; ADM, 6.1-meter.

**Ownership:** Walter J. Brown, pres., 58% (with son); over 50 others. Spartan Radiocasting also owns KIMT(TV), Mason City, IA; WBTW(TV), Florence, SC & WTWA(AM), Thomson, GA.

**Began Operation:** April 29, 1956.

**Represented (sales):** Blair Television.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

WALTER J. BROWN, president.  
K. JAMES YAGER, exec. vice president.  
WALTER VEITH, secretary-treasurer.  
JOSEPH R. VARHOLY, general manager.  
DAVID HANDY, station/program manager.  
PETE McDONALD, director of sales.  
RAY JOHNSON, national sales manager.  
RAY GEORGE, Spartanburg sales manager.  
OTIS PICKETT, Greenville sales manager.  
GILBERT ANDERSON, director of engineering.  
THOMAS AHNER, chief transmitter engineer.  
JAMES SANDERS, operations manager.  
KEVIN KELLY, news director.  
BILL SHATTEN, advertising & promotion manager.  
CURTIS WHITE, creative services director.  
SUZY DUTTON, public affairs & personnel director.  
NANCY WELCH, women's director.  
BETTY SMITH, traffic manager.

**Highest One Hour Rate (April 1984):** \$4000.

**Highest 30 Sec. Rate (April 1984):** \$1400.

**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>GEORGIA</b>			
	Elbert	7,100	7,000	99
	Franklin	5,800	5,700	98
	Hart	6,600	6,500	98
	Stephens	8,000	7,900	99
<b>NORTH CAROLINA</b>	Buncombe	64,300	63,400	99
	Caldwell	25,400	25,100	99
	Cleveland	30,300	30,000	99
	Haywood	17,900	17,600	98
	Henderson	25,400	25,000	98
	Jackson	9,200	9,000	98
	Mc Dowell	13,200	13,000	98



WSPA-TV BMPCT-5883 Granted 9/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MA</b>			
	Macon	8,500	8,200	96
	Madison	6,100	5,900	97
	Mitchell	5,300	5,200	98
	Polk	5,400	5,300	98
	Rutherford	20,700	20,500	99
	Swain	3,900	3,800	96
<b>SOUTH CAROLINA</b>	Transylvania	8,900	8,700	98
	Abbeville	8,000	7,800	98
	Anderson	51,100	50,500	99
	Cherokee	14,200	14,000	99
	Greenville	109,600	108,500	99
	Greenwood	21,500	21,200	99
	Laurens	17,600	17,300	99
	Newberry	11,400	11,200	98
	Oconee	18,900	18,700	99
	Pickens	28,700	28,300	99
	Spartanburg	75,100	74,300	99
	Union	10,700	10,600	99
	<b>GEORGIA</b>	Madison	6,700	6,600
Rabun		4,200	4,100	98
<b>NORTH CAROLINA</b>		Burke	27,800	27,500
	Catawba	40,300	40,000	99
	Yancey	5,700	5,500	96
<b>SOUTH CAROLINA</b>	Chester	10,100	10,000	99
	Mc Cormick	2,400	2,300	96
	York	38,100	37,600	99

<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Banks	3,400	3,300	97
	Clarke	28,300	27,900	99
	Habersham	9,200	9,000	98
	Jackson	9,300	9,200	99

(Continued on page 840)

<b>Station Totals</b>	<b>994,000</b>	<b>980,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>621,200</b>	
<b>Average Daily Circulation (1984)</b>		<b>388,400</b>	

# South Carolina—Myrtle Beach

**WGSE**

**Ch. 43**

**Network Service:** None, independent.

**Grantee:** Carolina Christian Bcstg. Inc., Rte. 5, Box 271-A, Conway, SC 29526.

**Studio:** Reeves Ferry Rd., Hwy. 90, Conway, SC 29526.

**Telephone:** 803-399-6143.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"  
Longitude 89° 51' 08"

**Transmitter:** 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

**Ownership:** See WGGS-TV, Greenville, SC.

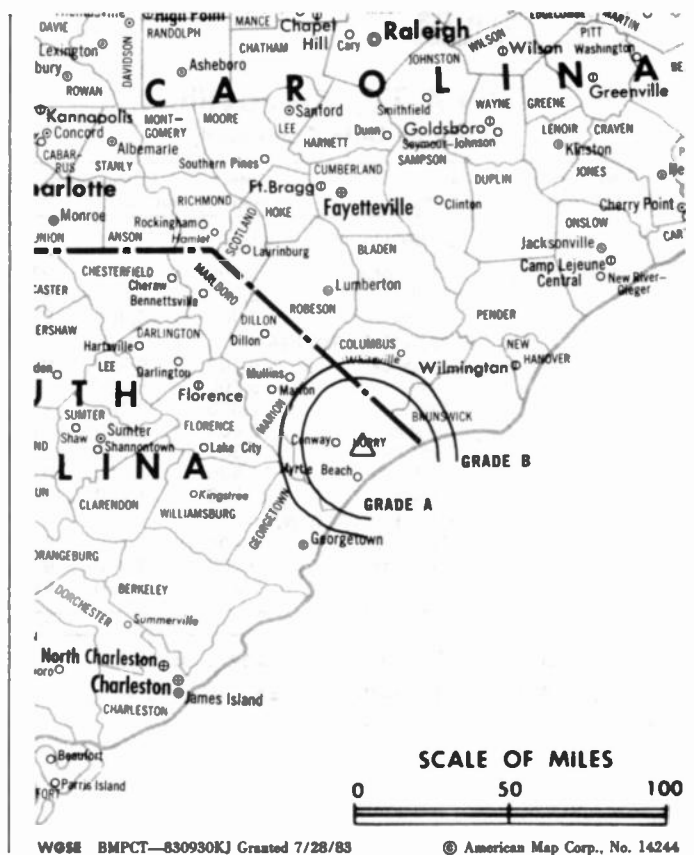
**Began Operation:** July 5, 1984.

**Personnel:**

FRANK KVETON, resident manager.

**Rates:** Not available.

**Public/Educational Station Directory follows Commercial Stations**



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# South Carolina

## WSPA-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 5-24%	Oglethorpe	3,200	3,100	97
	White	3,900	3,800	97
	Wilkes	4,000	3,900	97
<b>NORTH CAROLINA</b>				
	Alexander	9,400	9,300	99
	Avery	5,200	5,100	98
	Clay	2,800	2,700	96
	Gaston	59,600	59,000	99
	Lincoln	16,300	16,200	99
	Watauga	11,900	11,700	98
	Wilkes	22,100	21,700	98
<b>SOUTH CAROLINA</b>				
	Fairfield	6,400	6,200	97
	Lancaster	19,200	19,000	99
	Saluda	5,700	5,600	98

Station Totals do not include Counties in which Circulation is less than 5%

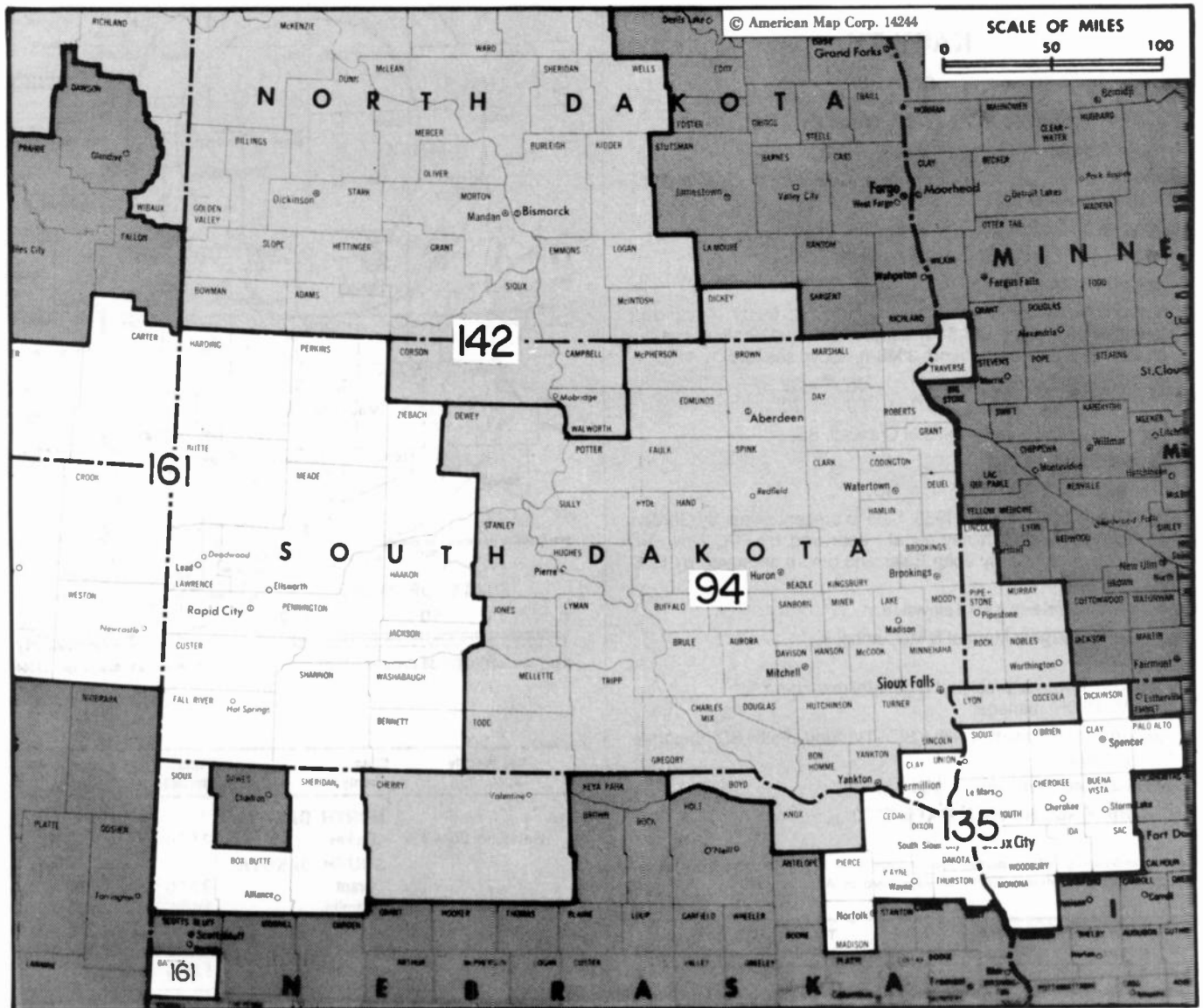
## WYFF-TV, Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
Between 5-24%	Hall	28,800	28,500	99
	Hancock	2,800	2,700	96
	Lincoln	2,200	2,200	100
	Pickens	4,600	4,500	98
<b>NORTH CAROLINA</b>				
	Avery	5,200	5,100	98
	Clay	2,800	2,700	96
	Lincoln	16,300	16,200	99
	Watauga	11,900	11,700	98
<b>SOUTH CAROLINA</b>				
	Edgefield	6,100	6,000	98
	Fairfield	6,400	6,200	97
	Saluda	5,700	5,600	98
	York	38,100	37,600	99
<b>TENNESSEE</b>				
	Hawkins	16,800	16,500	99
	Sullivan	55,500	55,100	99
<b>VIRGINIA</b>				
	Wise	17,400	17,100	98

## WLOS, Greenville-Asheville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NORTH CAROLINA</b>			
	Alexander	9,400	9,300	99
	Avery	5,200	5,100	98
	Catawba	40,300	40,000	99
	Clay	2,800	2,700	96
	Gaston	59,600	59,000	99
	Lincoln	16,300	16,200	99
<b>SOUTH CAROLINA</b>				
	Chester	10,100	10,000	99
	Fairfield	6,400	6,200	97
	Mc Cormick	2,400	2,300	96
	Saluda	5,700	5,600	98
	York	38,100	37,600	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>TENNESSEE</b>			
	Campbell	13,400	13,200	99
	Claiborne	9,100	8,900	98
	Grainger	6,200	6,100	98
	Hamblen	19,000	18,800	99
	Hawkins	16,800	16,500	99
	Jefferson	11,600	11,500	99
	Johnson	5,200	5,100	98
	Sevier	16,700	16,400	98
	Sullivan	55,500	55,100	99
	Washington	33,700	33,500	99
	<b>VIRGINIA</b>			
		Russell	12,000	11,800
	Scott	8,800	8,600	98
	Washington	24,300	24,000	99



**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

- KIVV-TV, Deadwood**--See Lead, SD
- KDLT, Mitchell**--See Sioux Falls, SD
- KDLO-TV, Watertown**--See Florence, SD

**South Dakota Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	7	1	8
			19

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Market	Arbitron ADI TV Households	Rank
Sioux Falls-Mitchell, SD	233,900	94
Sioux City, IA	148,200	135
Minot-Bismarck-Dickinson, ND	138,400	142
Rapid City, SD	95,200	161

**Market Area Commercial TV Stations**

- KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13)
- KCAU-TV (9), KMEG (14), KTIV (4)
- KFYR-TV (5), KMOT (10), KNDX (2), KQCD-TV (7), KUMV-TV (8), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
- KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

# South Dakota—Aberdeen

## KABY-TV

Ch. 9

(Satellite of KSFY-TV, Sioux Falls, SD)

**Network Service:** ABC.

**Licensee:** South Dakota Broadcasting Co., 300 N. Dakota Ave., Sioux Falls SD 57102.

**Mailing Address:** Box 1520, Aberdeen SD 57401.

**Studio:** See KSFY-TV, Sioux Falls.

**Telephone:** 605-225-9200.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

Latitude 45° 06' 32"  
Longitude 97° 53' 30"

**Transmitter:** 3-mi. S and 3-mi. E of Crandall, SD.

**News Service:** AP.

**Ownership:** See WDAY-TV, Fargo, ND.

**Began Operation:** Nov. 27, 1958. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al., approved by FCC Nov. 14, 1973. Previous sale by John Boler and others approved by FCC Dec. 23, 1969.

**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:**

JIM DUNHAM, vice president & general manager.  
BOB MATSON, manager.

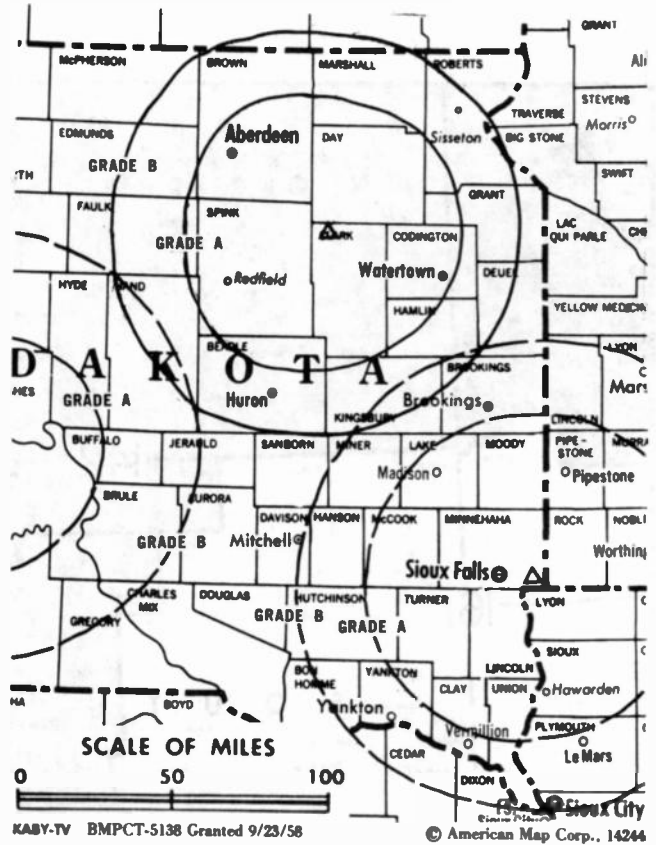
**Rates:** Sold in combination with KSFY-TV, Sioux Falls, SD. Separate rates available.

**Highest 30 Sec. Rate** (July 1, 1984): \$122.

**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>SOUTH DAKOTA</b>			
	Beadle	7,500	7,400	99
	Brown	13,800	13,700	99
	Clark	1,900	1,900	100
	Codington	8,000	7,900	99
	Day	3,000	3,000	100
	Edmunds	1,800	1,800	100
	Faulk	1,200	1,200	100
	Hand	1,800	1,800	100
	Jerauld	1,100	1,100	100
	Marshall	2,000	1,900	95
	Spink	3,300	3,300	100
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Traverse	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>SOUTH DAKOTA</b>			
	Grant	3,200	3,100	97
	Hamlin	1,900	1,900	100
<b>Between 5-24%</b>	Mc Pherson	1,500	1,500	100
	Roberts	3,800	3,700	97
	Sanborn	1,200	1,200	100
	<b>NORTH DAKOTA</b>			
	Mc Intosh	1,900	1,800	95
	<b>SOUTH DAKOTA</b>			
	Brookings	8,600	8,500	99
	Deuel	1,900	1,900	100
	Hyde	800	800	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	100
Miner	1,400	1,400	100	
Potter	1,300	1,300	100	
<b>Station Totals</b>		<b>86,800</b>	<b>85,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>45,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>26,400</b>	

# South Dakota—Florence— Watertown

## KDLO-TV

Ch. 3

(Satellite of KELO-TV, Sioux Falls, SD)

**Network Service:** CBS.

**Licensee:** Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,  
Sioux Falls, SD.

**Studio:** Garden City, SD 57236.

**Telephone:** 605-336-1100 (Sioux Falls).

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized  
power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av.  
terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude 44° 57' 56.5"  
Longitude 97° 35' 22.0"

**Transmitter:** 0.5-mi. N of Garden City, SD.

**News Services:** AP, UPI, Group W. Newsfeed, CBS.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta receivers.

**Ownership:** See KELO-TV, Sioux Falls, SD.

**Began Operation:** Sept. 24, 1955.

**Represented (sales):** Seitel Inc.; Wayne Evans & Assoc. (Minneapolis);  
Creative Broadcast Representatives Inc. (Canada).

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

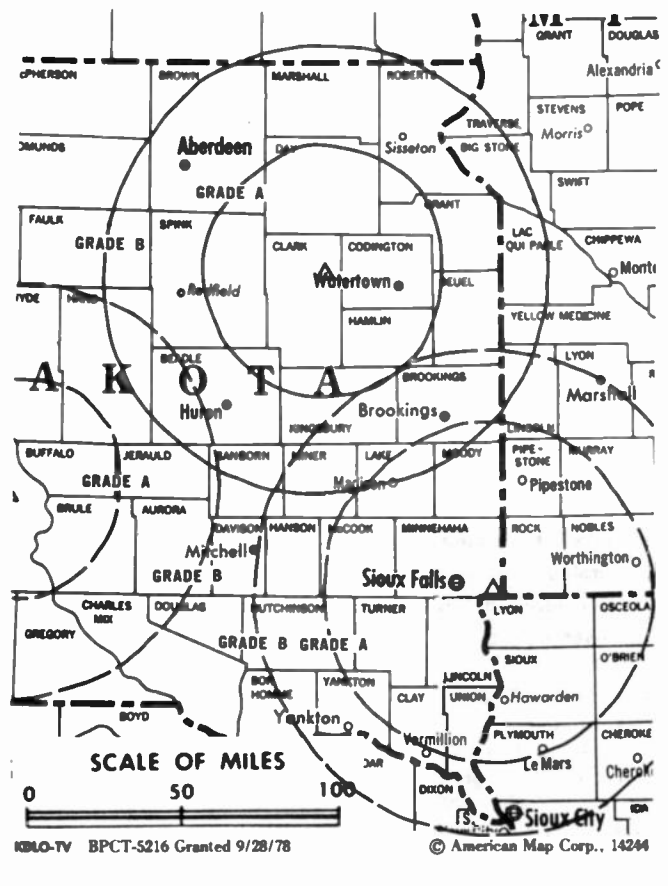
JOE FLOYD, chairman.

EVANS NORD, president.

ROY THORSON, chief engineer & resident manager.

LEE HEISEL, director of engineering.

**Rates:** Sold in combination with KELO-TV, Sioux Falls and KPLO-TV,  
Reliance, with rates applying to simultaneous telecasts on all  
stations.



**NETWORK BASE HOURLY RATE:** Bonus to KELO-TV, Sioux Falls.

**Arbitron Data:** Included with parent KELO-TV, Sioux Falls, SD.

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## South Dakota—Lead

### KHSD-TV

Ch. 11

(Satellite of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

Latitude 44° 19' 36"  
Longitude 103° 50' 12"

**Transmitter:** Terry Peak.

**News Services:** UPI, ABC.

**Satellite Earth Station:** In operation.

**Ownership:** Same as KOTA-TV, Rapid City.

**Began Operation:** Nov. 2, 1966.

**Represented (sales):** Katz Television; The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver).

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

WILLIAM F. DUHAMEL, general manager.

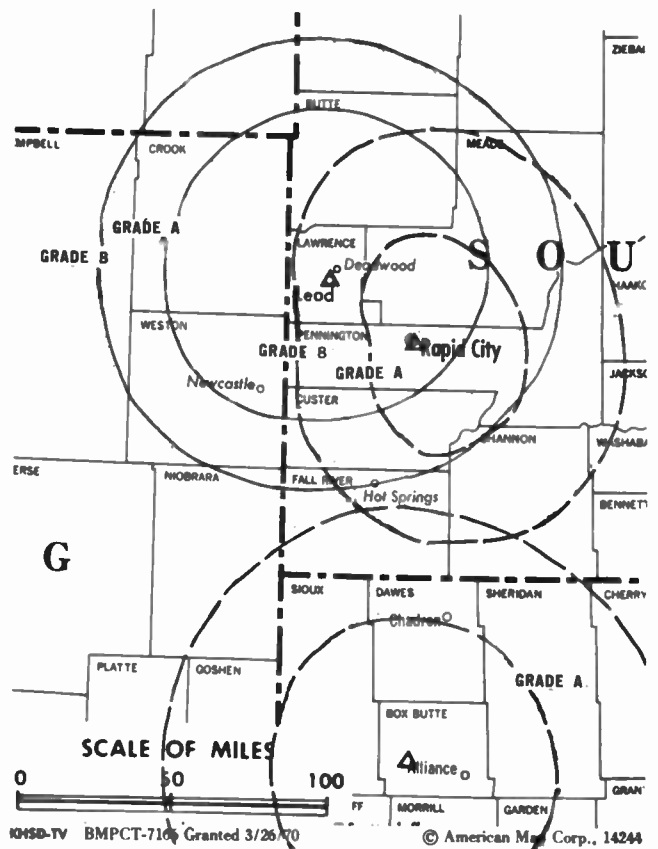
WES HAUGEN, general sales manager.

DON LARSEN, director of engineering.

**Rates:** Sold in combination with KOTA-TV.

**NETWORK BASE HOURLY RATE:** Bonus to KOTA-TV, Rapid City.

**Arbitron Data:** Included with parent KOTA-TV, Rapid City, SD.



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# South Dakota—Lead-Deadwood

## KIVV-TV

Ch.5

(Satellite of KEVN-TV, Rapid City, SD)

**Network Service:** NBC.

**Licensee:** Dakota Broadcasting Co. Inc., Box 677, Rapid City, SD 57709.

**Studio:** See KEVN-TV, Rapid City.

**Telephone:** 605-394-7777.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1851-ft. above av. terrain, 638-ft. above ground, 7531-ft. above sea level.

Latitude 44° 19' 30"  
Longitude 103° 50' 14"

**Transmitter:** Terry Peak, 3.6-mi. SW of Lead.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** See KEVN-TV, Rapid City.

**Began Operation:** July 11, 1976.

**Represented (sales):** Avery-Knodel; Bob Hix (Denver).

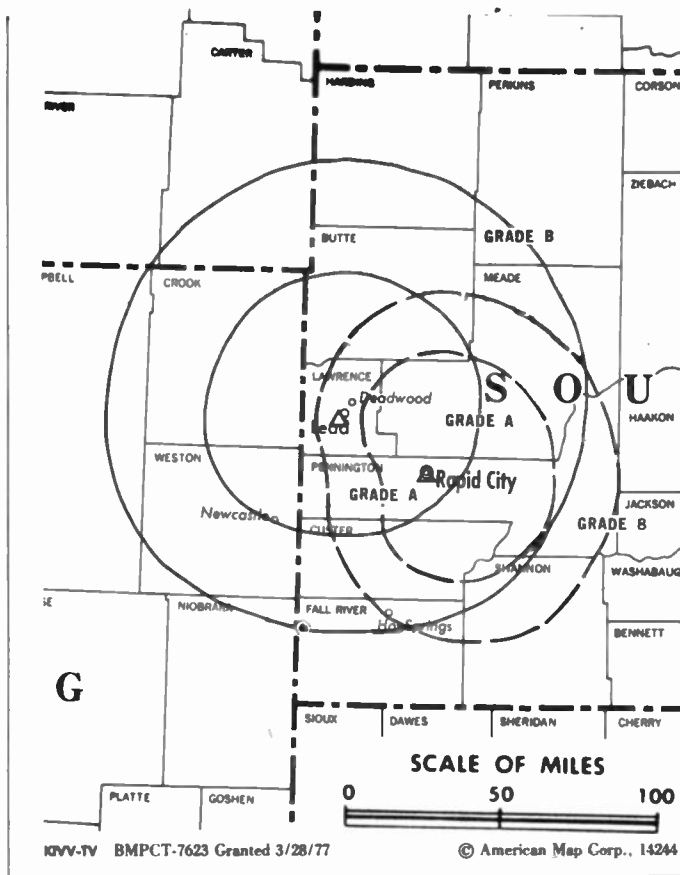
**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Cohen & Dippell.

**Personnel:** See KEVN-TV, Rapid City.

**Rates:** Sold in combination with KEVN-TV, Rapid City.

**Arbitron Data:** Included with KEVN-TV, Rapid City.



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# South Dakota—Pierre

## KPRY-TV

Ch. 4

(Satellite of KSFY-TV, Sioux Falls, SD)

**Network Service:** ABC.

**Licensee:** South Dakota Broadcasting Co., 300 N. Dakota Ave.,  
Sioux Falls, SD 57102.

**Studio:** See KSFY-TV, Sioux Falls.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized  
power: 100-kw visual, 20-kw aural. Antenna: 1280-ft. above av.  
terrain, 1086-ft. above ground, 3126-ft. above sea level.

Latitude 44° 03' 07"  
Longitude 100° 05' 03"

**Transmitter:** 10-mi. N of Presho, SD.

**News Service:** AP.

**Ownership:** See WDAY-TV Fargo, ND.

**Began Operation:** Jan. 30, 1976.

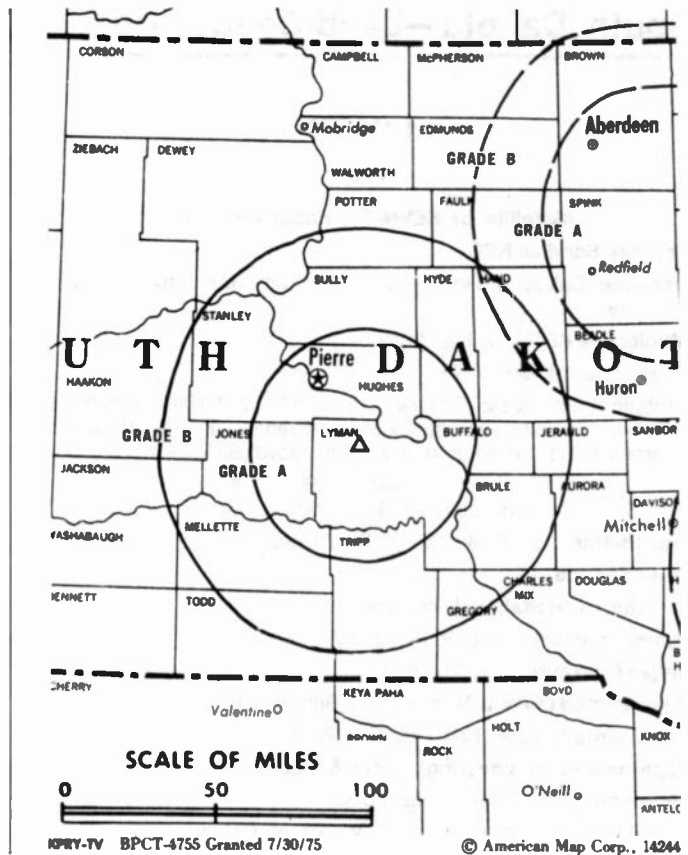
**Represented (sales):** Katz Television.

**Represented (legal):** Marmet & McCombs, P.C.

**Personnel:** See KSFY-TV, Sioux Falls.

**Rates:** Sold in combination with KSFY-TV, Sioux Falls, SD.

**Arbitron Data:** Included with KSFY-TV, Sioux Falls.



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# South Dakota—Rapid City

## KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

**Network Service:** NBC.

**Licensee:** Dakota Broadcasting Co. Inc., Box 677, Rapid City, SD 57709.

**Studio:** Skyline Dr., 1.6-mi. from center of Rapid City.

**Mailing Address:** Box 677, Rapid City, SD 57709.

**Telephone:** 605-394-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"  
Longitude 103° 15' 03"

**Transmitter:** Skyline Dr., 1.6-mi. from center of Rapid City.

**News Services:** AP, NBC.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter.

**Ownership:** Sherwood L. Corner, pres., 50%; Gilbert D. Moyle, secy.-treas., 50%. Dakota Bcstg. also owns & operates KIVV-TV, Lead-Deadwood, SD; KDLT(TV), Mitchell-Sioux Falls, SD & is permittee of Ch. 16, Scottsbluff, NE.

**Began Operation:** July 11, 1976.

**Represented (sales):** Avery-Knodel; Bob Hix (Denver).

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

RAY MOSER, general manager.  
HARVEY SACHAU, chief engineer.  
GERRY FENSKE, local sales manager.  
LES HOFLAND, production manager.  
BOB SLOCUM, controller.  
DAN SCHILLINGER, news director.

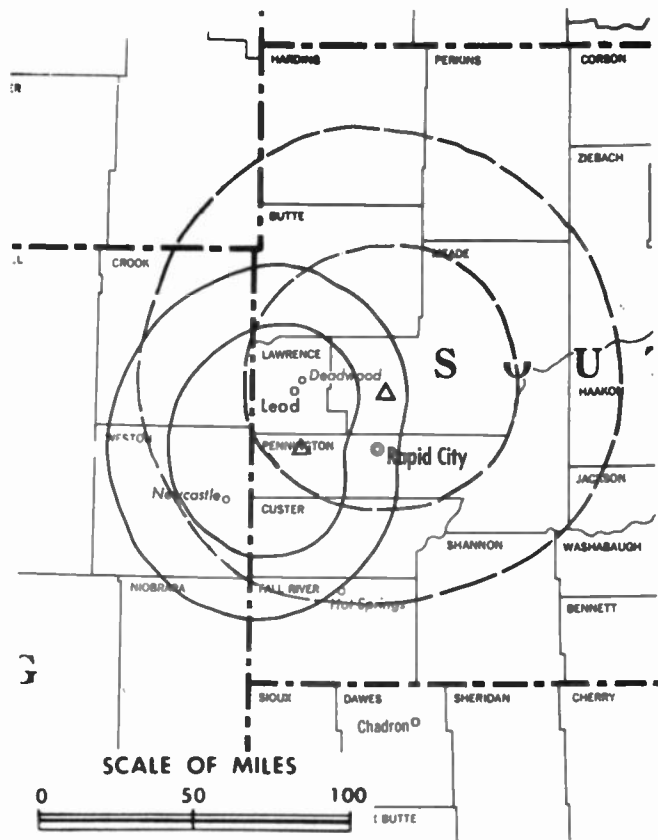
**Highest 30 Sec. Rate** \$350.

**NETWORK BASE HOURLY RATE:** \$475.

**Arbitron Data:** Figures include KIVV-TV, Lead-Deadwood.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>			
	Carter	600	600	100
	Fallon	1,400	1,300	93
	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Custer	2,500	2,400	96
	Fall River	3,300	3,200	97
	Haakon	1,000	1,000	100
	Harding	600	600	100
	Jackson	1,200	1,200	100
	Lawrence	7,300	7,200	99
	Meade	7,200	7,100	99
	Pennington	27,400	27,100	99



KEVN-TV BPCT-4627 Granted 6/20/75

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perkins	1,800	1,700	94
	Shannon	2,600	2,400	92
	Ziebach	600	600	100
<b>WYOMING</b>				
	Campbell	9,800	9,300	95
	Crook	2,100	2,000	95
	Weston	2,800	2,700	96
<b>NORTH DAKOTA</b>				
Between 25-49%	Bowman	1,600	1,600	100
	<b>NEBRASKA</b>			
	Sioux	700	700	100
<b>MONTANA</b>				
Between 5-24%	Powder River	900	800	89
	<b>NORTH DAKOTA</b>			
	Slope	400	400	100
<b>NEBRASKA</b>				
	Dawes	3,600	3,500	97
	Garden	1,100	1,100	100
	Sheridan	3,000	2,900	97
<b>SOUTH DAKOTA</b>				
	Dewey	1,500	1,400	93
	Mellette	700	700	100
<b>WYOMING</b>				
	Johnson	2,600	2,500	96
	Niobrara	1,200	1,200	100
<b>Station Totals</b>		<b>95,100</b>	<b>92,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>65,000</b>
<b>Average Daily Circulation (1984)</b>				<b>42,900</b>

# South Dakota—Rapid City

## KOTA-TV

Ch. 3

(Also operates affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY)

**Network Service:** ABC.

**Licensee:** Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** Duhamel Bldg., 518-1/2 St. Joe St.

**Mailing Address:** Box 1760, Rapid City, SD 57709.

**Telephone:** 605-342-2000. **TWX:** 510-366-8012.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"  
Longitude 103° 15' 03"

**Transmitter:** Skyline Dr.

**AM Affiliate:** KOTA, 5-kw, 1380 kHz (CBS).

**News Services:** UPI, ABC.

**Satellite Earth Stations:** Simulsat & Harris, 5.8-meter; Scientific-Atlanta & Simulsat receivers.

**Ownership:** Helen S. Duhamel, chmn., 53.3%; William F. Duhamel, pres., 26.7%; John N. Heffron, H. Kathleen Duhamel, Dr. Peter A. Duhamel, Marguerite D. White, Jacquelyn Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellites KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV Sheridan, WY.

**Began Operation:** May 29, 1955.

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

- HELEN S. DUHAMEL, chairman of the board.
- WILLIAM F. DUHAMEL, president & general manager.
- PEGGY D. WHITE, v.p. & director of community affairs.
- WES HAUGEN, general sales manager.
- MIKE MORGAN, news director.
- ARLYNE MORGAN, commercial manager.
- DON LARSEN, director of engineering.
- VERNE SHEPPARD, farm director.
- MIKE POWERS, sports director.
- MONTE LOOS, operation & program manager.

**Highest 30 Sec. Rate** (May 1, 1982): \$300.

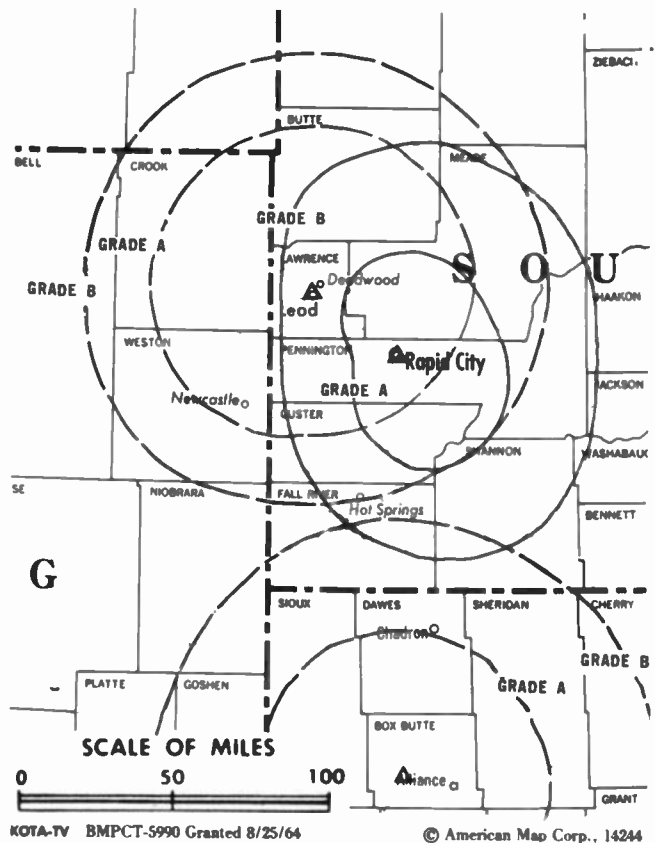
Rates include affiliated KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY.

**NETWORK BASE HOURLY RATE:** \$550.

**Arbitron Data:** Figures include satellites KSGW-TV, Sheridan, WY & KHSD-TV, Lead, SD.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Carter	600	600	100
	Fallon	1,400	1,300	93
	Powder River	900	800	89
	<b>NORTH DAKOTA</b>			
	Bowman	1,600	1,600	100
	<b>SOUTH DAKOTA</b>			
	Bennett	1,000	1,000	100
	Butte	3,300	3,200	97
	Custer	2,500	2,400	96
	Fall River	3,300	3,200	97
	Haakon	1,000	1,000	100
	Harding	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	1,200	1,200	100
	Lawrence	7,300	7,200	99
	Meade	7,200	7,100	99
	Pennington	27,400	27,100	99
	Perkins	1,800	1,700	94
	Shannon	2,600	2,400	92
	Ziebach	600	600	100
	<b>WYOMING</b>			
	Campbell	9,800	9,300	95
	Crook	2,100	2,000	95
	Johnson	2,600	2,500	96
	Sheridan	10,500	10,000	95
	Weston	2,800	2,700	96
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Adams	1,300	1,300	100
	<b>NEBRASKA</b>			
Garden	1,100	1,100	100	
<b>SOUTH DAKOTA</b>	Tripp	2,600	2,600	100
	<b>Between 5-24%</b>	<b>MONTANA</b>		
Big Horn		3,400	3,200	94
Park		5,500	5,300	96
Rosebud		3,800	3,600	95
<b>NORTH DAKOTA</b>				
Sioux		900	900	100
Slope	400	400	100	
<b>NEBRASKA</b>				
Cherry	2,600	2,500	96	
Hooker	400	400	100	
<b>SOUTH DAKOTA</b>				
Stanley	900	900	100	
<b>WYOMING</b>				
Niobrara	1,200	1,200	100	
<b>Station Totals</b>		<b>116,200</b>	<b>112,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>81,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>57,600</b>	

# South Dakota—Reliance

## KPLO-TV

Ch. 6

(Satellite of KELO-TV, Sioux Falls, SD)

**Network Service:** CBS.

**Licensee:** Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, SD 57102.

**Studio:** Medicine Butte, 6-mi. N of Reliance.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude 43° 57' 55"  
Longitude 99° 36' 11"

**Transmitter:** Medicine Butte, 6-mi. N of Reliance.

**News Services:** AP, UPI, Group W Newsfeed, Capitol News.

**Satellite Earth Stations:** In operation, Scientific-Atlanta receivers.

**Ownership:** See KELO-TV, Sioux Falls.

**Began Operation:** July 15, 1957.

**Represented (sales):** Seltel Inc.; Wayne Evans & Assoc. (Minneapolis); Creative Broadcast Representatives Inc. (Canada).

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** A. D. Ring & Associates.

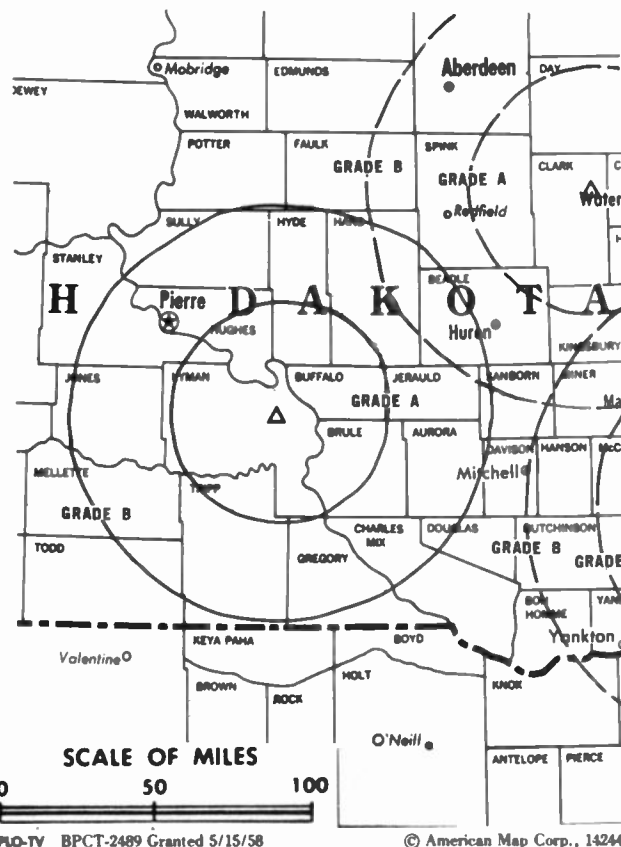
### Personnel:

JOE FLOYD, chairman.  
EVANS A. NORD, president.  
DARREL HOUSE, chief engineer.  
LEE HEISEL, director of engineering.

**Rates:** Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, SD.

**NETWORK BASE HOURLY RATE:** Bonus to KELO-TV, Sioux Falls, SD.

**Arbitron Data:** Included with KELO-TV, Sioux Falls, SD.



KPLO-TV BPCT-2489 Granted 5/15/58

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## CONNECTIONS

### The World Communications Report

Published by The Economist & Television Digest

Call 202/872-9200 for more information

# South Dakota—Sioux Falls

## KELO-TV

Ch. 11



SELTEL, INC.

MIDCONTINENT BROADCASTING CO.

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, SD)

**Network Service:** CBS.

**Licensee:** Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

**Studio:** 13th St. & Phillips Ave., Sioux Falls, SD 57102.

**Telephone:** 605-336-1100. **TWX:** 910-660-0552.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

**Transmitter:** 1.1-mi. E of Rowena, SD.

**AM Affiliate:** KELO, 5-kw, 1320 kHz.

**FM Affiliate:** KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

**News Services:** AP, Group W Newsfeed, UPI, CBS, Capitol News.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Joseph L. Floyd, chmn., 33.33%; N. L. Bentson, v.p., 33.33%; Edmund R. Ruben, secy.-treas., 33.33%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with KELO-TV; WTSO & WZEE(FM), Madison, WS; KELO-AM-FM, Sioux Falls & KDLO-FM, Watertown, SD.

**Began Operation:** May 12, 1953.

**Represented (sales):** Seltel Inc.; Wayne Evans & Assoc. (Minneapolis); Creative Broadcast Representatives Inc. (Canada).

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- JOE FLOYD, chairman & chief executive officer.
- EVANS A. NORD, president.
- JOE H. FLOYD, exec. v.p. in charge of operations.
- TOM SHEELEY, v.p., news & programming.
- SCOTT BURRI, production manager.
- CONNIE HODGEN, promotion manager.
- BRUCE BRAUN, farm director.
- JIM WOSTER, associate farm director.
- LEE HEISEL, director of engineering.

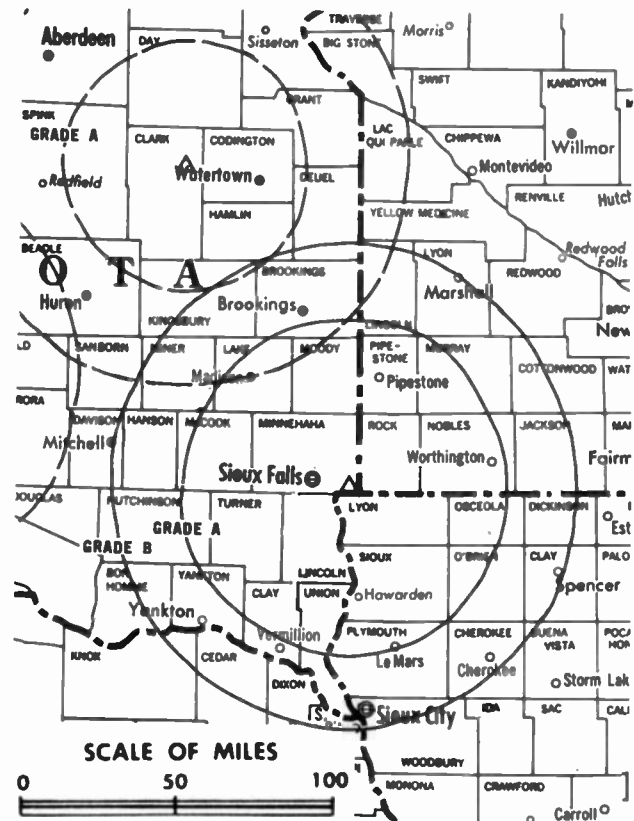
**Highest 30 Sec. Rate** (July 15, 1984): \$850 (in combination with satellites).

**NETWORK BASE HOURLY RATE:** \$2500.

**Arbitron Data:** Figures include KDLO-TV, Florence & KPLO-TV, Reliance, SD.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Clay	7,900	7,800	99
	Dickinson	6,600	6,500	98
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Plymouth	9,000	8,900	99
	Sioux	10,500	10,300	98



KELO-TV BPCT-3821 Granted 10/21/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Big Stone	2,900	2,900	100
	Cottonwood	5,500	5,300	96
	Lac Qui Parle	3,900	3,800	97
	Lincoln	3,000	2,900	97
	Lyon	9,000	8,800	98
	Murray	4,100	4,000	98
	Nobles	8,000	7,900	99
	Pipestone	4,400	4,300	98
	Rock	3,900	3,900	100
	<b>NEBRASKA</b>			
	Brown	1,700	1,600	94
Cedar	3,900	3,900	100	
Keya Paha	500	500	100	
Knox	4,200	4,100	98	
<b>SOUTH DAKOTA</b>				
Aurora	1,100	1,100	100	
Beadle	7,500	7,400	99	
Bennett	1,000	1,000	100	
Bon Homme	3,000	2,900	97	
Brookings	8,600	8,500	99	
Brown	13,800	13,700	99	
Brule	1,900	1,900	100	
Buffalo	400	400	100	
Charles Mix	3,300	3,200	97	
Clark	1,900	1,900	100	
Clay	4,600	4,500	98	
Codington	8,000	7,900	99	
Davison	7,200	7,000	97	
Day	3,000	3,000	100	
Deuel	1,900	1,900	100	
Douglas	1,400	1,400	100	
Edmunds	1,800	1,800	100	
Faulk	1,200	1,200	100	
Grant	3,200	3,100	97	
Gregory	2,100	2,100	100	

(Continued on page 854)

<b>Station Totals</b>	<b>437,500</b>	<b>431,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>302,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>210,300</b>	

# Kelo-Land TV Puts Midwestern Muscle Behind Your Message!



We're more than a group of TV stations. We're a tradition in a busy, prosperous midwest market 100 counties strong. People not only look at us — they look up to us. Because of superior programming and community service.

Result: Greater advertising impact and selling power. No wonder so many national advertisers add midwestern muscle with Kelo-Land TV. Consistently.



A CBS AFFILIATE

## kelo·land tv

Kelo-TV Sioux Falls, S.D. and satellites KDLO TV, KPLO TV  
plus Channel 15, Rapid City

Represented nationally by **SELTEL** In Minneapolis by WAYNE EVANS



# South Dakota—Sioux Falls

## KSFY-TV

Ch. 13

(Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, SD)

Network Service: ABC.

Licensee: South Dakota Broadcasting Co., 300 N. Dakota Ave., Sioux Falls, SD 57102.

Studio: Suite 13, 300 N. Dakota Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1300. TWX: 910-660-0569.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: Rowena, 9-mi. E of Sioux Falls.

News Service: AP.

Ownership: South Dakota Broadcasting Co. For other interests, see WDAY-TV, Fargo, ND.

Began Operation: July 31, 1960. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al. approved by FCC Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:35).

Represented (sales): Katz Television.

Represented (legal): Marmet & McCombs, P.C.

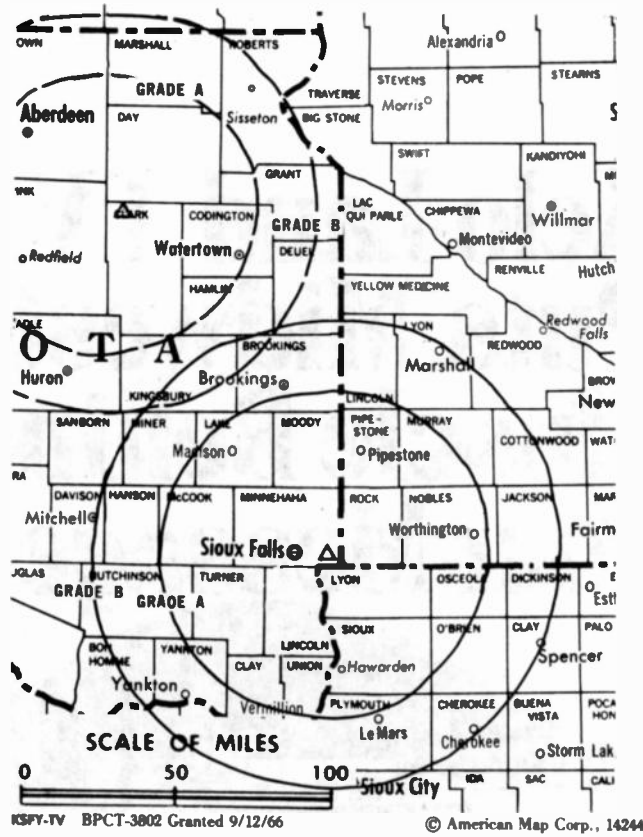
### Personnel:

JIM DUNHAM, vice president & general manager.  
WARREN MURRAY, director of engineering.  
GAR KELLOGG, production director.  
JOHN DUNNICLIFF, promotion manager.  
MARGE HOKENSTAD, program director.  
JIM PAULSON, news director.

Highest 30 Sec. Rate (July 1, 1984): \$600. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre.

NETWORK BASE HOURLY RATE: \$550.

Arbitron Data: Figures include KPRY-TV, Pierre, SD.



KSFY-TV BPCT-3802 Granted 9/12/66 © 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>50% &amp; Over</b>	<b>IOWA</b>			
	Clay	7,900	7,800	99
	Dickinson	6,600	6,500	98
	Lyon	4,500	4,400	98
	O'Brien	6,300	6,200	98
	Osceola	3,100	3,100	100
	Sioux	10,500	10,300	98
	<b>MINNESOTA</b>			
	Jackson	5,100	5,000	98
	Lincoln	3,000	2,900	97
Murray	4,100	4,000	98	
Nobles	8,000	7,900	99	
Pipestone	4,400	4,300	98	
Rock	3,900	3,900	100	
<b>NEBRASKA</b>				
Cedar	3,900	3,900	100	
Keya Paha	500	500	100	
<b>SOUTH DAKOTA</b>				
Aurora	1,100	1,100	100	
Bon Homme	3,000	2,900	97	
Brookings	8,600	8,500	99	
Brule	1,900	1,900	100	
Buffalo	400	400	100	
Charles Mix	3,300	3,200	97	
Clay	4,600	4,500	98	
Davison	7,200	7,000	97	
Deuel	1,900	1,900	100	
Dewey	1,500	1,400	93	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Douglas	1,400	1,400	100
	Gregory	2,100	2,100	100
	Hanson	1,100	1,100	100
	Hughes	5,800	5,700	98
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	100
	Lincoln	5,100	5,000	98
	Lyman	1,300	1,300	100
	McCook	2,300	2,300	100
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	43,900	43,600	99
	Moody	2,400	2,400	100
	Stanley	900	900	100
	Sully	700	700	100
	Todd	2,000	1,900	95
Tripp	2,600	2,600	100	
Turner	3,500	3,500	100	
Yankton	6,900	6,800	99	
<b>Between 25-49%</b>	<b>IOWA</b>			
	Cherokee	6,200	6,100	98
	Plymouth	9,000	8,900	99
	<b>MINNESOTA</b>			
Lyon	9,000	8,800	98	
<b>NEBRASKA</b>	Boyd	1,300	1,300	100
	Brown	1,700	1,600	94
	Knox	4,200	4,100	98
	Rock	900	900	100
<b>SOUTH DAKOTA</b>	Codington	8,000	7,900	99
	Jackson	1,200	1,200	100

(Continued on page 854)

Station Totals	340,400	335,600	98
Net Weekly Circulation (1984)			192,100
Average Daily Circulation (1984)			110,400

# South Dakota—Mitchell-Sioux Falls

**KDLT**

Ch. 5

**Network Service:** NBC.

**Licensee:** Dakotaland Broadcasting Co., Box 1200, Mitchell, SD 57301.

**Studio:** Interstate 90 & Hwy. 37 interchange.

**Mailing Address:** Box 1200, Mitchell, SD 57301.

**Telephone:** 605-996-7501. **TWX:** 910-668-0598.

**Sioux Falls Sales Office:** 3932 S. Willow Ave., Sioux Falls, SD 57105. **Telephone:** 605-338-5555.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1563-ft. above ground, 3045-ft. above sea level.

Latitude 43° 37' 56"  
Longitude 97° 22' 21"

**Transmitter:** 6.5-mi. S of Salem, SD.

**News Services:** AP, NBC.

**Satellite Earth Stations:** Harris, 6-meter; Harris & M/A-Com receivers.

**Ownership:** Sherwood L. Corner, pres. & Gilbert D. Moyle, secy.-treas., 50% each. For other interests, see KEVN-TV, Rapid City, S.D.

**Began Operation:** June 12, 1960. Sale to present owner by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (*Television Digest*, Vol. 17.44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

- HAL GREENE, general manager & national sales manager.
- PAM SITZMAN, administrative assistant & program director.
- KEN ULRICH, sales manager.
- DON STURZENBECHER, chief engineer.

**Highest 30 Sec. Rate** (July 30, 1984): \$375.

**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>MINNESOTA</b>			
	Lincoln	3,000	2,900	97
	Pipestone	4,400	4,300	98
	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	<b>SOUTH DAKOTA</b>			
	Aurora	1,100	1,100	100
	Beadle	7,500	7,400	99
	Bon Homme	3,000	2,900	97
	Brookings	8,600	8,500	99
	Brown	13,800	13,700	99
	Charles Mix	3,300	3,200	97
	Codington	8,000	7,900	99
	Davison	7,200	7,000	97
Deuel	1,900	1,900	100	
Douglas	1,400	1,400	100	
Edmunds	1,800	1,800	100	
Gregory	2,100	2,100	100	
Hamlin	1,900	1,900	100	
Hanson	1,100	1,100	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 Cook	2,300	2,300	100	
Mc Pherson	1,500	1,500	100	
Miner	1,400	1,400	100	
Minnehaha	43,900	43,600	99	



KDLT BPCT-4928 Granted 8/12/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Moody	2,400	2,400	100
	Potter	1,300	1,300	100
	Sanborn	1,200	1,200	100
	Turner	3,500	3,500	100
<b>Between 25-49%</b>	<b>IOWA</b>			
	Lyon	4,500	4,400	98
	<b>MINNESOTA</b>			
	Rock	3,900	3,900	100
	<b>NEBRASKA</b>			
	Knox	4,200	4,100	98
	<b>SOUTH DAKOTA</b>			
	Buffalo	400	400	100
	Campbell	800	800	100
	Clark	1,900	1,900	100
Clay	4,600	4,500	98	
Faulk	1,200	1,200	100	
Hand	1,800	1,800	100	
Hyde	800	800	100	
Jerauld	1,100	1,100	100	
Sully	700	700	100	
Walworth	2,600	2,500	96	
Yankton	6,900	6,800	99	
<b>Between 5-24%</b>	<b>IOWA</b>			
	Clay	7,900	7,800	99
	Sioux	10,500	10,300	98
	<b>MINNESOTA</b>			
	Lyon	9,000	8,800	98
	Murray	4,100	4,000	98
	Nobles	8,000	7,900	99
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>NEBRASKA</b>			
Antelope	3,200	3,100	97	
Cedar	3,900	3,900	100	
Pierce	3,100	3,100	100	

(Continued on next page)

<b>Station Totals</b>	<b>250,100</b>	<b>247,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>130,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>68,800</b>	

# South Dakota

## KELO-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA—(Continued)</b>				
50% & Over	Haakon	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Hanson	1,100	1,100	100
	Hughes	5,800	5,700	98
	Hutchinson	3,400	3,300	97
	Hyde	800	800	100
	Jackson	1,200	1,200	100
	Jerauld	1,100	1,100	100
	Jones	600	600	100
	Kingsbury	2,600	2,600	100
	Lake	4,000	4,000	100
	Lawrence	7,300	7,200	99
	Lincoln	5,100	5,000	98
	Lyman	1,300	1,300	100
	Mc Cook	2,300	2,300	100
	Mc Pherson	1,500	1,500	100
	Marshall	2,000	1,900	95
	Mellette	700	700	100
	Miner	1,400	1,400	100
	Minnehaha	43,900	43,600	99
	Moody	2,400	2,400	100
	Pennington	27,400	27,100	99
	Potter	1,300	1,300	100
	Roberts	3,800	3,700	97
	Sanborn	1,200	1,200	100
	Spink	3,300	3,300	100
	Stanley	900	900	100
	Sully	700	700	100
	Todd	2,000	1,900	95
	Tripp	2,600	2,600	100
	Turner	3,500	3,500	100
	Walworth	2,600	2,500	96
Yankton	6,900	6,800	99	
<b>IOWA</b>				
Between 25-49%	Cherokee	6,200	6,100	98
	<b>MINNESOTA</b>			
	Jackson	5,100	5,000	98
	<b>NORTH DAKOTA</b>			
	Dickey	2,500	2,400	96
	<b>NEBRASKA</b>			
	Boyd	1,300	1,300	100
	Cherry	2,600	2,500	96
	<b>SOUTH DAKOTA</b>			
	Campbell	800	800	100
	Dewey	1,500	1,400	93
	Fall River	3,300	3,200	97
Meade	7,200	7,100	99	
Union	4,300	4,300	100	
<b>IOWA</b>				
Between 5-24%	Buena Vista	7,900	7,800	99
	Palo Alto	4,900	4,800	98
	<b>MINNESOTA</b>			
	Brown	10,300	10,100	98
	Grant	2,700	2,700	100
	Meeker	7,700	7,600	99
	Redwood	6,900	6,700	97
	Traverse	1,900	1,900	100
	Yellow Medicine	4,900	4,700	96
	<b>NORTH DAKOTA</b>			
	Richland	6,800	6,700	99
	<b>NEBRASKA</b>			
Antelope	3,200	3,100	97	
Dixon	2,600	2,600	100	
Holt	5,200	5,000	96	
Pierce	3,100	3,100	100	

## KELO-TV—(Continued) (Arbitron Data Continued)

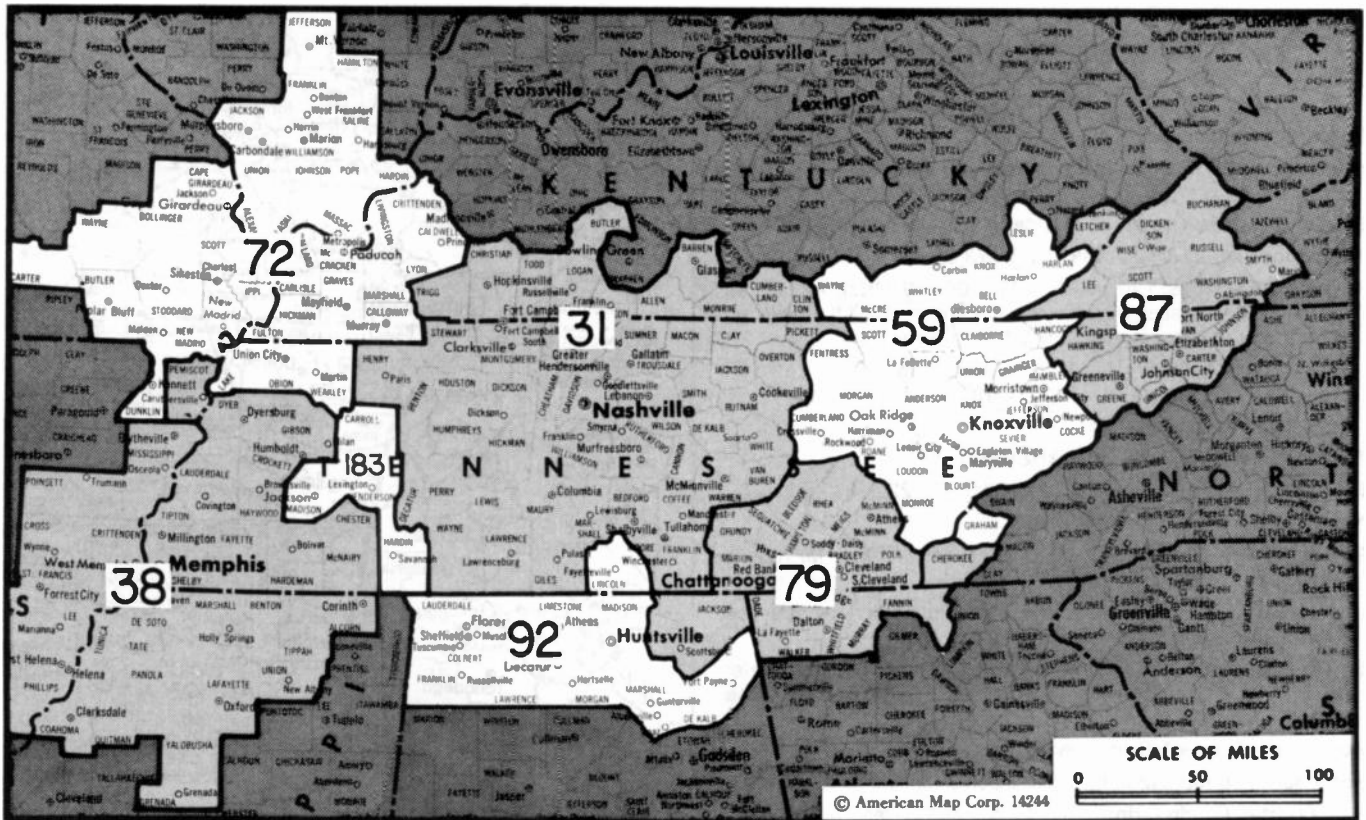
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA</b>				
Between 5-24%	Butte	3,300	3,200	97
	Corson	1,500	1,400	93
	Ziebach	600	600	100

## KSFY-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA—(Continued)</b>				
Between 25-49%	Jerauld	1,100	1,100	100
	Potter	1,300	1,300	100
	Sanborn	1,200	1,200	100
	Spink	3,300	3,300	100
	Union	4,300	4,300	100
	Walworth	2,600	2,500	96
<b>IOWA</b>				
Between 5-24%	Emmet	5,000	4,900	98
	Ida	3,400	3,400	100
	Palo Alto	4,900	4,800	98
<b>MINNESOTA</b>				
	Brown	10,300	10,100	98
	Cottonwood	5,500	5,300	96
	Yellow Medicine	4,900	4,700	96
<b>NEBRASKA</b>				
	Cherry	2,600	2,500	96
	Dixon	2,600	2,600	100
	Pierce	3,100	3,100	100
	Stanton	2,500	2,400	96
	Thomas	400	400	100
<b>SOUTH DAKOTA</b>				
	Beadle	7,500	7,400	99
	Brown	13,800	13,700	99
	Campbell	800	800	100
	Clark	1,900	1,900	100
	Corson	1,500	1,400	93
	Day	3,000	3,000	100
	Haakon	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hand	1,800	1,800	100
	Mc Pherson	1,500	1,500	100
	Roberts	3,800	3,700	97
	Ziebach	600	600	100

## KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA</b>				
Between 5-24%	Brule	1,900	1,900	100
	Day	3,000	3,000	100
	Dewey	1,500	1,400	93
	Grant	3,200	3,100	97
	Lyman	1,300	1,300	100
	Spink	3,300	3,300	100
	Union	4,300	4,300	100



Market	Arbitron ADI TV Households	Rank
Nashville, TN	646,100	31
Memphis, TN	572,300	38
Knoxville, TN	410,500	59
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	331,200	72
Chattanooga, TN	287,000	79
Bristol, VA-Kingsport-Johnson City, TN	267,200	87
Huntsville-Decatur-Florence, AL	246,200	92
Jackson, TN	55,500	183

Market Area Commercial TV Stations
WCAY-TV (30), WFYZ (39), WKRN-TV (2), WSMV (4), WTVF (5), WZTV (17) WHBQ-TV (13), WMC-TV (5), WMKW-TV (30), WPTY-TV (24), WREG-TV (3) 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) WDEF-TV (12), WDSI-TV (61), WRCB-TV (3), WTVG (9) WCYB-TV (5), WJHL-TV (11), WKPT-TV (19) WAAJ-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15) WBBJ-TV (7)

**State Cross Reference List**

Communities That Receive Programs of Stations That are Located Elsewhere

- WCYB-TV, Bristol & Johnson City--See Bristol, VA**
- WKPT-TV, Bristol--See Kingsport, TN**
- WJHL-TV, Bristol & Kingsport--See Johnson City, TN**
- WKPT-TV, Johnson City--See Kingsport, TN**
- WFYZ, Nashville--See Murfreesboro, TN**

**Tennessee Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	13	10	23
Educational Television Stations	4	2	6
			29

**BLACKBURN & COMPANY, INC.**

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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

# Tennessee—Chattanooga

## WDEF-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St. 37402.

**Studio:** Broadcast Center, 3300 Broad St., Chattanooga, TN 37402.

**Telephone:** 615-267-3392. **TWX:** 810-573-5207.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"  
Longitude 85° 19' 25"

**Transmitter:** Atop Signal Mtn.

**AM Affiliate:** WDEF, 5-kw, 1370 kHz (CBS).

**FM Affiliate:** WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

**News Service:** AP.

**Satellite Earth Station:** ADM & Microdyne, 4-meter; Microdyne receivers.

**Ownership:** Park Broadcasting. For ownership & other interests, see Group Ownership of TV Stations.

**Began Operation:** April 25, 1954. Sale to present owner by Carter M. Parham group approved by FCC Feb. 28, 1964 (*Television Digest*, Vol. 4:7).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

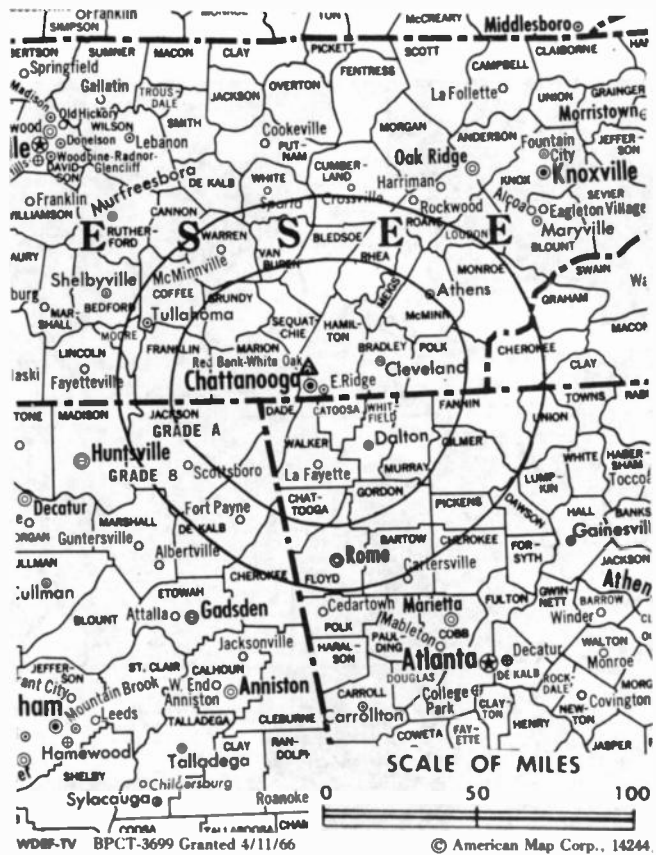
- WILLIAM M. CHRISTMAN, general manager.
- PATTIE HASTINGS, systems manager.
- RALPH DAWN, general sales manager.
- DORIS ELLIS, program director.
- JIM HAMPTON, news director.

**Highest 30 Sec. Rate** (Oct. 1, 1983): \$2500.

**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>ALABAMA</b>			
	De Kalb	21,000	20,800	99
	Jackson	19,200	18,900	99
	<b>GEORGIA</b>			
	Catoosa	13,900	13,800	99
	Chattooga	7,800	7,700	99
	Dade	4,300	4,200	98
	Fannin	5,800	5,700	98
	Murray	7,500	7,400	99
	Walker	20,400	20,200	99
Whitfield	24,100	23,900	99	
<b>TENNESSEE</b>				
Bledsoe	3,400	3,300	97	
Bradley	25,500	25,300	99	
Grundey	4,900	4,800	98	
Hamilton	109,300	108,600	99	
Mcminn	15,600	15,400	99	
Marion	9,100	9,000	99	
Meigs	2,800	2,800	100	
Polk	4,900	4,800	98	
Rhea	9,200	9,100	99	
Sequatchie	3,300	3,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Bartow	15,000	14,800	99
	Floyd	29,900	29,600	99
	Gordon	11,100	11,000	99
	Polk	11,900	11,700	99
Union	3,800	3,700	97	
<b>NORTH CAROLINA</b>	Cherokee	7,500	7,300	97
<b>TENNESSEE</b>				
Cumberland	11,100	10,900	98	
Franklin	11,500	11,400	99	
Monroe	10,500	10,400	99	
Roane	18,400	18,200	99	
Van Buren	1,700	1,700	100	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Gilmer	4,300	4,200	98
	Haralson	6,800	6,700	99
	Paulding	10,000	9,900	99
	Pickens	4,600	4,500	98
Towns	2,400	2,400	100	
<b>NORTH CAROLINA</b>				
Clay	2,800	2,700	96	
Graham	2,500	2,400	96	
Jackson	9,200	9,000	98	
Swain	3,900	3,800	96	
<b>TENNESSEE</b>				
Morgan	5,800	5,700	98	
Scott	7,000	6,800	98	
<b>Station Totals</b>		<b>503,700</b>	<b>497,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>326,200</b>
<b>Average Daily Circulation (1984)</b>				<b>188,600</b>

# Tennessee—Chattanooga

## WRCB-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Sarkes Tarzian Inc., 205 N. College Ave., Bloomington, IN 47402.

**Studio:** Executive Park, 900 Whitehall Rd., Chattanooga, TN 37405.

**Telephone:** 615-267-5412. **TWX:** 810-573-5240.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level.

Latitude 35° 09' 39"  
Longitude 85° 18' 53"

**Transmitter:** Atop Signal Mountain.

**News Services:** CNN, NBC.

**Satellite Earth Stations:** 3.5-meter; Harris receivers.

**Ownership:** Sarkes Tarzian Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (*Television Digest*, Vol. 15:43, 4B). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, Ohio. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

WILLIAM G. EVANS, president & general manager.  
DOUG SHORT, general sales manager.  
ROBERT E. GLENN, chief engineer.  
LAWSON FOX, operations manager.  
PATTI SMITH, promotion manager.  
KEITH NICHOLS, news director.

**Highest 30 Sec. Rate:** \$1000.

**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>			
	Jackson	19,200	18,900	99
	<b>GEORGIA</b>			
	Catoosa	13,900	13,800	99
	Chattooga	7,800	7,700	99
	Dade	4,300	4,200	98
	Fannin	5,800	5,700	98
	Floyd	29,900	29,600	99
	Gordon	11,100	11,000	99
	Murray	7,500	7,400	99
	Walker	20,400	20,200	99
	Whitfield	24,100	23,900	99
	<b>NORTH CAROLINA</b>			
	Clay	2,800	2,700	96
<b>TENNESSEE</b>				
Bledsoe	3,400	3,300	97	
Bradley	25,500	25,300	99	
Grundy	4,900	4,800	98	
Hamilton	109,300	108,600	99	
Mcminn	15,600	15,400	99	
Marion	9,100	9,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Meigs	2,800	2,800	100
	Polk	4,900	4,800	98
	Rhea	9,200	9,100	99
	Sequatchie	3,300	3,300	100
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	De Kalb	21,000	20,800	99
	<b>GEORGIA</b>			
	Gilmer	4,300	4,200	98
	Towns	2,400	2,400	100
Union	3,800	3,700	97	
<b>NORTH CAROLINA</b>	Cherokee	7,500	7,300	97
	<b>TENNESSEE</b>			
Cumberland	11,100	10,900	98	
Franklin	11,500	11,400	99	
Monroe	10,500	10,400	99	
Roane	18,400	18,200	99	
Van Buren	1,700	1,700	100	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Randolph	7,200	7,100	99
	<b>GEORGIA</b>			
	Bartow	15,000	14,800	99
	Pickens	4,600	4,500	98
Polk	11,900	11,700	99	
<b>NORTH CAROLINA</b>	Graham	2,500	2,400	96
	Macon	8,500	8,200	96
<b>TENNESSEE</b>				
Coffee	14,900	14,800	99	
Fentress	5,500	5,400	98	
Moore	1,600	1,600	100	
Morgan	5,800	5,700	98	
Scott	7,000	6,800	98	
<b>Station Totals</b>		<b>511,500</b>	<b>505,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>338,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>208,200</b>	

# Tennessee—Chattanooga

## WDSI-TV

Ch. 61

**Network Service:** None, independent.

**Licensee:** Prime Time Television Inc., 2401 E. Main St., Chattanooga, TN 37404.

**Studio:** 2401 E. Main St., Chattanooga, TN 37404.

**Telephone:** 615-697-0661.

**Technical Facilities:** Channel No. 61 (752-758 MHz). Authorized power: 584-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level.

Latitude 35° 12' 34"  
Longitude 85° 16' 39"

Holds CP for change to 2218-kw max. & 946-kw horizontal visual, 221.8-kw max. & 94.6-kw horizontal aural, 974-ft. above av. terrain, 340-ft. above ground, 2310-ft. above sea level.

**Transmitter:** Needleseye, Chattanooga.

**News Service:** INN.

**Satellite Earth Stations:** Harris; Microdyne receivers.

**Ownership:** Roy L. Hess, pres.-treas., 50%; David D. Smith, v.p.-secy., 25%; Steven A. Thomas, 8.33%; Basil A. & Ernestine K. Thomas, 8.33% jointly; Herbert F. & Eva P. Lee, 8.33% jointly. Smith has interest in Commercial Radio Institute, see WPTT-TV, Pittsburgh, PA. Hess has interest in WPMI(TV), Mobile, AL.

**Began Operation:** Jan. 24, 1972. Sale to present owners by Col. Jay Sadow approved by FCC Jan. 18, 1983 (*Television Digest*, Vol. 22:39).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Represented (engineering):** John Fergie & Associates.

**Personnel:**

- JIM HESTER, station manager.
- DON MILLER, operations manager.
- JEFF GREGORY, director of engineering.
- LATRYAL SKELTON, program director.
- KAREN ROACH, office manager.
- DEBBIE HASTY, promotion manager.
- FRANK FORSYTHE, sales 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	%
Between 25-49%	<b>GEORGIA</b>			
	Catoosa	13,900	13,800	99
	Walker	20,400	20,200	99
	Whitfield	24,100	23,900	99



WDSI-TV BPCT—830722KC Granted 7/29/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
Between 25-49%	Bradley	25,500	25,300	99
	Hamilton	109,300	108,600	99
	Meigs	2,800	2,800	100
<b>GEORGIA</b>				
Between 5-24%	Chattooga	7,800	7,700	99
	Dade	4,300	4,200	98
	Murray	7,500	7,400	99
<b>TENNESSEE</b>				
	Bledsoe	3,400	3,300	97
	Grundy	4,900	4,800	98
	Knox	126,400	125,400	99
	Marion	9,100	9,000	99
	Monroe	10,500	10,400	99
	Polk	4,900	4,800	98
	Rhea	9,200	9,100	99
	Sequatchie	3,300	3,300	100
<b>Station Totals</b>		<b>387,300</b>	<b>384,000</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>93,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>34,500</b>	

# Tennessee—Chattanooga

**WTVC**

**Ch. 9**

**Network Service:** ABC.

**Licensee:** Freedom-TV Sub Inc., Box 1150, Chattanooga, TN 37401.

**Studio:** Golden Gateway Shopping Center, 410 W. 6th St. 37402.

**Mailing Address:** Box 1150, Chattanooga, TN 37401.

**Telephone:** 615-756-5500.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"  
Longitude 85° 19' 03"

**Transmitter:** Taft Hwy. & Anderson Pike, Signal Mtn., TN.

**News Services:** AP, ABC.

**Satellite Earth Station:** In operation; Microdyne receivers.

**Ownership:** Freedom Newspapers. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** June 15, 1953 as WROM-TV, Rome, GA but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (*Television Digest*, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

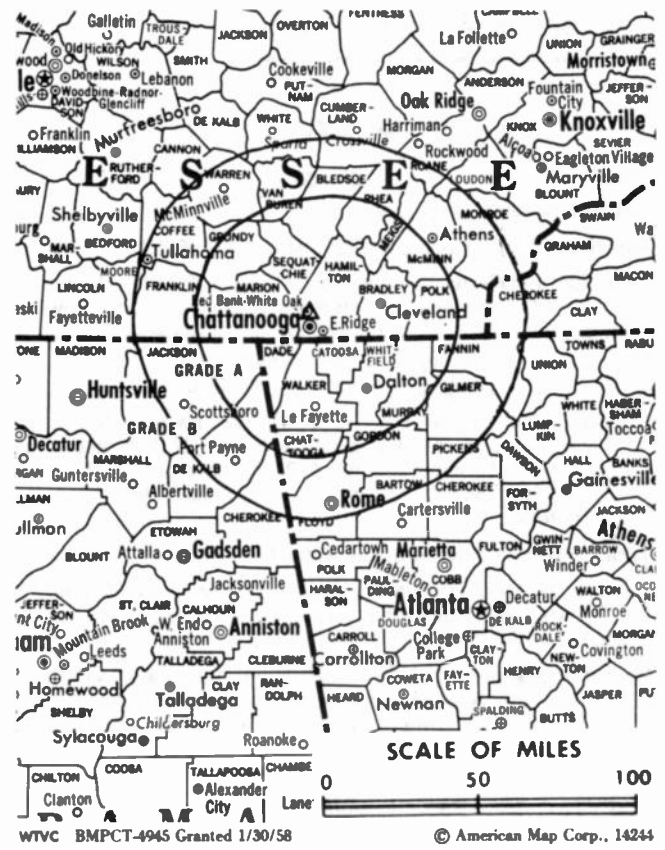
F. LEWIS ROBERTSON, general manager.  
ED GROVES, general sales manager.  
BILL WALLACE, news director.

**Highest 30 Sec. Rate**(Jan. 1, 1984): \$2000.

**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>ALABAMA</b>			
	Jackson	19,200	18,900	99
	<b>GEORGIA</b>			
	Catoosa	13,900	13,800	99
	Chattooga	7,800	7,700	99
	Dade	4,300	4,200	98
	Fannin	5,800	5,700	98
	Murray	7,500	7,400	99
	Walker	20,400	20,200	99
	Whitfield	24,100	23,900	99
	<b>TENNESSEE</b>			
	Bledsoe	3,400	3,300	97
	Bradley	25,500	25,300	99
	Grundey	4,900	4,800	98
	Hamilton	109,300	108,600	99
	Mcminn	15,600	15,400	99
	Marion	9,100	9,000	99
	Meigs	2,800	2,800	100
	Polk	4,900	4,800	98
	Rhea	9,200	9,100	99
Sequatchie	3,300	3,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	De Kalb	21,000	20,800	99
	<b>GEORGIA</b>			
	Bartow	15,000	14,800	99
	Floyd	29,900	29,600	99
	Gordon	11,100	11,000	99
	<b>NORTH CAROLINA</b>			
	Cherokee	7,500	7,300	97
	<b>TENNESSEE</b>			
	Cumberland	11,100	10,900	98
Franklin	11,500	11,400	99	
Roane	18,400	18,200	99	
Van Buren	1,700	1,700	100	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Randolph	7,200	7,100	99
	<b>GEORGIA</b>			
	Gilmer	4,300	4,200	98
	Polk	11,900	11,700	99
	Union	3,800	3,700	97
	<b>NORTH CAROLINA</b>			
	Clay	2,800	2,700	96
	Graham	2,500	2,400	96
	<b>TENNESSEE</b>			
Monroe	10,500	10,400	99	
Morgan	5,800	5,700	98	
Scott	7,000	6,800	98	
<b>Station Totals</b>		<b>474,000</b>	<b>468,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>318,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>207,600</b>	



# Tennessee—Crossville

## WINT-TV

Ch. 55

**Network Service:** None, independent.

**Licensee:** WINT-TV Inc., Box 972, Chanute, KS 66720.

**Technical Facilities:** Channel No. 55 (716-722 MHz). Authorized power: 18.6-kw visual, 3.71-kw aural. Antenna: 1180-ft. above av. terrain, 215-ft. above ground, 2860-ft. above sea level.

Latitude 35° 53' 08"  
Longitude 84° 51' 34"

Holds CP for Ch. 20 (506-512 MHz), 2820-kw max. & 2340-kw horizontal visual, 447-kw aural. Antenna: 2772-ft. above av. terrain, 1103-ft. above ground, 4403-ft. above sea level, lat. 36° 06' 34", long. 84° 20' 13"; transmitter to Buffalo Mtn., 2.2-mi. NE of Windrock.

**Transmitter:** Crab Orchard, Haley Mtn. (Renegade).

**Ownership:** Larry D. Hudson, pres., 71%; James C. Thompson, v.p., 14%; John Cunningham, 10%. For Hudson's other interests, see KLDH(TV), Topeka, KS.

**Began Operation:** Oct. 3, 1976. Sale to present owners by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

**Personnel:**

LARRY D. HUDSON, president.  
JAMES C. THOMPSON, vice president.

**Arbitron Data:** Not available.



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# Tennessee—Jackson

## WBBJ-TV

Ch. 7

**Network Service:** ABC.

**Licensee:** Jackson Telecasters Inc., 346 Muse St., Box 2387, Jackson, TN 38301.

**Studio:** Television Hill. **Telephone:** 901-424-4515.

**Mailing Address:** Box 2387, Jackson, TN 38301.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"  
Longitude 88° 41' 32"

**Transmitter:** 6-mi. E of Jackson.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Bahakel Communications Ltd., Cy N. Bahakel, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (*Television Digest*, Vol. 6:17, 34).

**Represented (sales):** Katz Television.

**Personnel:**

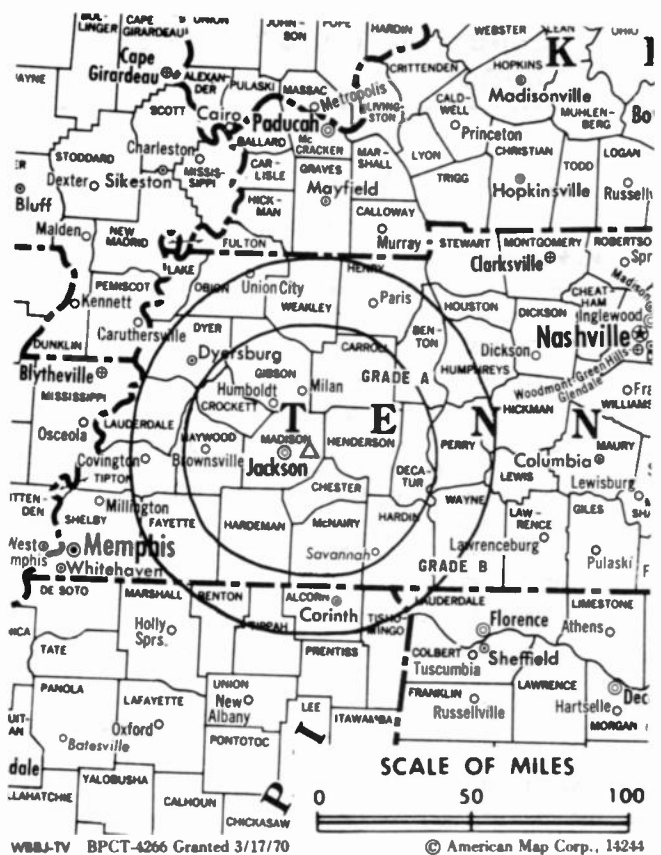
PHIL BRASSIE, general manager.  
GAIL MIDDLETON, program director.  
ED WARD, director of engineering.  
BARBARA HINSON, traffic director.

**Highest 30 Sec. Rate** (June 8, 1984): \$570.

**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>KENTUCKY</b>			
	Calloway	11,100	11,000	99
	Fulton	3,400	3,400	100
	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	Tishomingo	7,300	7,100	98
	<b>TENNESSEE</b>			
	Carroll	10,500	10,300	98
	Chester	4,600	4,500	98
	Crockett	5,400	5,300	98
	Decatur	4,400	4,300	98
	Dyer	13,400	13,200	99
	Gibson	18,700	18,500	99
	Hardeman	8,200	8,100	99
Hardin	8,800	8,600	98	
Haywood	6,700	6,600	99	
Henderson	8,500	8,400	99	
Henry	11,600	11,400	98	
Lake	2,600	2,600	100	
Mc Nairy	9,100	9,000	99	
Madison	28,800	28,500	99	
Obion	12,500	12,400	99	
Weakley	12,100	11,900	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Hickman	2,200	2,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	New Madrid	8,000	7,800	98
	<b>MISSISSIPPI</b>			
	Prentiss	8,600	8,500	99
	<b>TENNESSEE</b>			
	Benton	6,100	6,000	98
	Fayette	8,000	7,800	97
	Lauderdale	9,000	8,900	99
	Perry	2,500	2,500	100
	Wayne	5,100	5,000	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Franklin	10,900	10,700	98
	<b>ARKANSAS</b>			
	Mississippi	20,000	19,600	98
	<b>KENTUCKY</b>			
	Graves	13,500	13,400	99
	<b>MISSOURI</b>			
	Pemiscot	8,800	8,600	97
	<b>MISSISSIPPI</b>			
	Benton	2,600	2,500	98
Calhoun	5,700	5,600	98	
Tippah	6,700	6,600	98	
<b>TENNESSEE</b>				
Humphreys	6,200	6,100	98	
Tipton	11,400	11,200	98	
<b>Station Totals</b>		<b>335,800</b>	<b>330,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>179,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>100,600</b>	

# Tennessee—Johnson City-Bristol-Kingsport

## WJHL-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. of Tri-Cities Inc., Box 1130, 338 East Main St., Johnson City, TN 37601.

**Studio:** 338 East Main St., Johnson City.

**Mailing Address:** Box 1130, Johnson City, TN 37601.

**Telephone:** 615-926-2151. **TWX:** 810-575-8551.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 245-kw max. visual, 30-kw max. aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"  
Longitude 82° 08' 15"

**Transmitter:** Holston Mtn.

**News Services:** AP, CBS.

**Ownership:** Park Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 26, 1953. Sale to present owner by W. H. Lancaster Sr. & Jr. was approved June 8, 1964 by FCC (*Television Digest*, Vol. 4:11, 24).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

W. H. LANCASTER JR., general manager.  
STEVE SMITH sales manager.  
ALFRED GREGORY, program director & film buyer.  
CARL DICKENSON, chief engineer.

**Highest 30 Sec. Rate** (Oct. 1, 1984): \$900.

**NETWORK BASE HOURLY RATE:** \$935.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Carter	19,200	19,000	99
	Greene	20,200	20,000	99
	Hawkins	16,800	16,500	99
	Johnson	5,200	5,100	98
	Sullivan	55,500	55,100	99
	Unicoi	6,200	6,100	98
	Washington	33,700	33,500	99
	<b>VIRGINIA</b>			
	Buchanan	12,800	12,500	97
	Dickenson	7,000	6,900	99
	Russell	12,000	11,800	98
	Scott	8,800	8,600	98
	Smyth	12,000	11,800	98
Washington	24,300	24,000	99	
Wise	17,400	17,100	98	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Harlan	14,700	14,400	98
	Letcher	11,100	10,800	97
	Pike	29,300	28,900	98
	<b>NORTH CAROLINA</b>			
	Avery	5,200	5,100	98
	Swain	3,900	3,800	96
	Watauga	11,900	11,700	98
	Yancey	5,700	5,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Cocke	10,700	10,500	98
	Hamblen	19,000	18,800	99
	Hancock	2,400	2,400	100
	<b>VIRGINIA</b>			
	Lee	9,600	9,300	97
	Tazewell	18,400	18,100	98
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Breathitt	5,500	5,300	96
	Knott	6,000	5,800	97
	Knox	10,700	10,500	98
	Leslie	5,100	4,900	96
	Magoffin	4,700	4,600	98
Perry	11,600	11,300	97	
	<b>NORTH CAROLINA</b>			
	Ashe	8,700	8,500	98
	Mitchell	5,300	5,200	98
	Wilkes	22,100	21,700	98
	<b>TENNESSEE</b>			
	Claiborne	9,100	8,900	98
	Grainger	6,200	6,100	98
	Jefferson	11,600	11,500	99
	<b>VIRGINIA</b>			
	Bland	2,300	2,200	96
	Wythe	9,600	9,400	98
	<b>WEST VIRGINIA</b>			
	Mc Dowell	16,400	16,100	98
	Wyoming	12,200	12,000	98
<b>Station Totals</b>		<b>552,100</b>	<b>543,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>296,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>185,900</b>	

# Tennessee—Kingsport-Johnson City - Bristol

## WKPT-TV

Ch. 19

**Network Service:** ABC.

**Licensee:** Holston Valley Broadcasting Corp., Box WKPT, Kingsport, TN 37662.

**Studio:** 222 Commerce St., Kingsport, TN 37662.

**Telephone:** 615-246-9578. **TWX:** 810-574-5180.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"  
Longitude 82° 08' 15"

**Transmitter:** Holston Mtn., Cherokee National Forest.

**News Services:** AP, UPI, ABC, ESPN.

**Satellite Earth Stations:** Microdyne, 5-meter; Avcom, 3-meter; Microdyne, Scientific-Atlanta & Avcom receivers.

**Ownership:** Home News Publishing Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 20, 1969.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Cordon & Jacob.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

GEORGE E. DeVAULT JR., president & general manager.  
RAY WALKER, v.p., station & general sales manager.  
JACK JETER, sales manager.  
HAROLD T. DOUGHERTY, vice president for engineering.  
BETTE BYRD, controller.  
STEVE LYONS, production director.  
FRED FALIN, program director.

**Highest One Hour Rate:** \$2400.

**Highest 30 Sec. Rate** (July 16, 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>KENTUCKY</b>			
	Letcher	11,100	10,800	97
	<b>TENNESSEE</b>			
	Carter	19,200	19,000	99
	Hawkins	16,800	16,500	99
	Sullivan	55,500	55,100	99
	Unicoi	6,200	6,100	98
	Washington	33,700	33,500	99
	<b>VIRGINIA</b>			
	Dickenson	7,000	6,900	99
	Russell	12,000	11,800	98
	Smyth	12,000	11,800	98
	Washington	24,300	24,000	99
	Wise	17,400	17,100	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Harlan	14,700	14,400	98
	Leslie	5,100	4,900	96
	Perry	11,600	11,300	97



WKPT-TV BPCT-3760 Granted 12/8/66

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>TENNESSEE</b>				
	Greene	20,200	20,000	99	
	Johnson	5,200	5,100	98	
	<b>VIRGINIA</b>				
	Buchanan	12,800	12,500	97	
	Scott	8,800	8,600	98	
	Wythe	9,600	9,400	98	
	<b>Between 5-24%</b>	<b>KENTUCKY</b>			
		Bell	12,000	11,800	98
		Breathitt	5,500	5,300	96
Floyd		17,800	17,500	98	
Knott		6,000	5,800	97	
Pike		29,300	28,900	98	
<b>NORTH CAROLINA</b>					
Ashe		8,700	8,500	98	
Avery		5,200	5,100	98	
Watauga		11,900	11,700	98	
Yancey	5,700	5,500	96		
<b>Between 5-24%</b>	<b>TENNESSEE</b>				
	Claiborne	9,100	8,900	98	
	Grainger	6,200	6,100	98	
	Hamblen	19,000	18,800	99	
	Jefferson	11,600	11,500	99	
	<b>VIRGINIA</b>				
	Lee	9,600	9,300	97	
	Tazewell	18,400	18,100	98	
	<b>Station Totals</b>		<b>479,200</b>	<b>471,600</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>			<b>196,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>103,900</b>		

# Tennessee—Knoxville

## WATE-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Nationwide Communications Inc., 1306 Broadway NE, Knoxville, TN 37917.

**Studio:** 1306 Broadway NE, Knoxville, TN 37917.

**Telephone:** 615-637-9666. **TWX:** 615-546-0023.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"  
Longitude 83° 56' 35"

**Transmitter:** Sharp's Ridge Memorial Park Rd.

**News Services:** AP, ABC.

**Satellite Earth Station:** Hubbard-Payne, 3.3-meter.

**Ownership:** A subsidiary of Nationwide Mutual Insurance Co. Clark Pollock, pres. For other interests, see Nationwide under Group Ownership of TV Stations.

**Began Operation:** Oct. 1, 1953. Sale to present owner by Paul Mountcastle and associates approved April 8, 1965 by FCC (*Television Digest*, Vol. 5:9, 15).

**Represented (sales):** Blair Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

JIM MIKELS, general manager.  
BOB WILLIAMS, chief engineer.  
JIM DUNCAN, director of broadcast services.  
STEVE SLACK, general sales manager.  
BOB KING, production director.  
WILLIAM PERRY, news director.  
EMILY MACKABEE, promotion manager.

**Highest 30 Sec. Rate:** \$700.

**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>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Harlan	14,700	14,400	98
	Knox	10,700	10,500	98
	Leslie	5,100	4,900	96
	Mc Creary	5,400	5,300	98
	Whitley	12,700	12,500	98
	<b>TENNESSEE</b>			
	Anderson	26,200	26,000	99
	Blount	30,500	30,200	99
	Campbell	13,400	13,200	99
	Claiborne	9,100	8,900	98
	Cocke	10,700	10,500	98
	Cumberland	11,100	10,900	98
	Fentress	5,500	5,400	98
	Grainger	6,200	6,100	98
	Hamblen	19,000	18,800	99
	Hancock	2,400	2,400	100
	Jefferson	11,600	11,500	99
	Knox	126,400	125,400	99
	Loudon	11,100	11,000	99
	Monroe	10,500	10,400	99
	Morgan	5,800	5,700	98
	Roane	18,400	18,200	99
	Scott	7,000	6,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sevier	16,700	16,400	98
	Union	4,600	4,500	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Laurel	14,300	14,000	98
	Wayne	6,400	6,200	97
	<b>NORTH CAROLINA</b>			
	Graham	2,500	2,400	96
	<b>TENNESSEE</b>			
	Greene	20,200	20,000	99
	Hawkins	16,800	16,500	99
	Mcminn	15,600	15,400	99
	Unicoi	6,200	6,100	98
<b>VIRGINIA</b>				
Lee	9,600	9,300	97	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Fannin	5,800	5,700	98
	<b>KENTUCKY</b>			
	Clay	7,400	7,200	97
	Jackson	4,300	4,200	97
	Pulaski	17,800	17,400	98
	Rockcastle	5,000	4,800	97
	Russell	5,600	5,500	98
	<b>NORTH CAROLINA</b>			
	Jackson	9,200	9,000	98
	Mitchell	5,300	5,200	98
	Swain	3,900	3,800	96
	<b>TENNESSEE</b>			
	Bledsoe	3,400	3,300	97
	Meigs	2,800	2,800	100
	Polk	4,900	4,800	98
	Putnam	18,600	18,400	99
	Rhea	9,200	9,100	99
	Sullivan	55,500	55,100	99
	Van Buren	1,700	1,700	100
<b>Station Totals</b>		<b>658,800</b>	<b>649,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>413,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>265,900</b>	

# Tennessee—Knoxville

## WBIR-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Multimedia Inc., Box 2760, Greenville, SC 29602.

**Studio:** 1513 Hutchinson Ave., Knoxville, TN 37917.

**Telephone:** 615-637-1010. **TWX:** 810-583-0172.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 35.5-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

Latitude 36° 00' 19"  
Longitude 83° 56' 23"

**Transmitter:** Memorial Park Rd., Sharp's Ridge, Knoxville.

**News Services:** AP, CBS, CNN, NIWS.

**Satellite Earth Station:** Harris, 3-meter; Harris receivers.

**Ownership:** Multimedia Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (*Television Digest*, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg. Co., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

**Represented (sales):** Katz Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

JAMES M. HART, vice president & general manager.  
PETER N. FENNELLY, program director & film buyer.  
STEVE DEAN, promotion director.  
ROBERT E. HORTON, chief engineer.  
JIM SWINEHART, news director.

**Highest 30 Sec. Rate** (Sept. 23, 1983): \$1500.

**NETWORK BASE HOURLY RATE:** \$1225.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Bell	12,000	11,800	98
	Harlan	14,700	14,400	98
	Knox	10,700	10,500	98
	Laurel	14,300	14,000	98
	Leslie	5,100	4,900	96
	Mc Creary	5,400	5,300	98
	Pulaski	17,800	17,400	98
	Russell	5,600	5,500	98
	Wayne	6,400	6,200	97
	Whitley	12,700	12,500	98
	<b>TENNESSEE</b>			
	Anderson	26,200	26,000	99
	Blount	30,500	30,200	99
	Campbell	13,400	13,200	99
	Claiborne	9,100	8,900	98
	Cocke	10,700	10,500	98
	Cumberland	11,100	10,900	98
	Fentress	5,500	5,400	98
Grainger	6,200	6,100	98	
Greene	20,200	20,000	99	
Hamblen	19,000	18,800	99	
Hancock	2,400	2,400	100	
Jefferson	11,600	11,500	99	
Knox	126,400	125,400	99	
Loudon	11,100	11,000	99	
Monroe	10,500	10,400	99	
Morgan	5,800	5,700	98	
Roane	18,400	18,200	99	



WBIR-TV BPCT-781006KH Granted 3/14/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Scott	7,000	6,800	98
	Sevier	16,700	16,400	98
	Union	4,600	4,500	98
<b>VIRGINIA</b>				
	Lee	9,600	9,300	97
<b>KENTUCKY</b>				
<b>Between 25-49%</b>	Jackson	4,300	4,200	97
	Letcher	11,100	10,800	97
	Rockcastle	5,000	4,800	97
<b>NORTH CAROLINA</b>				
	Cherokee	7,500	7,300	97
	Graham	2,500	2,400	96
<b>TENNESSEE</b>				
	Bledsoe	3,400	3,300	97
	Hawkins	16,800	16,500	99
	Mcminn	15,600	15,400	99
	Unicoi	6,200	6,100	98
<b>VIRGINIA</b>				
	Wise	17,400	17,100	98
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Casey	5,700	5,600	98
	Clay	7,400	7,200	97
	Clinton	3,400	3,300	97
	Estill	5,200	5,000	97
<b>NORTH CAROLINA</b>				
	Clay	2,800	2,700	96
	Mitchell	5,300	5,200	98
<b>TENNESSEE</b>				
	Johnson	5,200	5,100	98
	Polk	4,900	4,800	98
	Rhea	9,200	9,100	99
	Sequatchie	3,300	3,300	100
	Sullivan	55,500	55,100	99
<b>VIRGINIA</b>				
	Russell	12,000	11,800	98
	Scott	8,800	8,600	98
<b>Station Totals</b>		<b>699,200</b>	<b>688,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>457,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>315,100</b>	

# Tennessee—Knoxville

## WKCH-TV

Ch. 43

**Network Service:** None, independent.

**Licensee:** Knoxville Family Television Inc., 7401 Kingston Pike, Knoxville, TN 37919.

**Studio:** 109 E. Churchwell, Knoxville, TN 37917.

**Mailing Address:** Box 3809, Knoxville, TN 37927.

**Telephone:** 615-971-4343.

**Technical Facilities:** Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"  
Longitude 83° 57' 45"

**Transmitter:** Sharp's Ridge, Knoxville.

**News Service:** CNN Headline News.

**Satellite Earth Stations:** 2 in operation.

**Ownership:** H. Bernard Dixon, pres., 24%; Martha Kent, v.p., 26%; David Gooch, secy., 24%; James Haslam III, 26%. Kent has interest in applicants for Ch. 32, Lakeland, FL & for new FM in Belpre, OH.

**Began Operation:** Dec. 31, 1983.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Seymour M. Chase, P.C.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- DAN SULLIVAN, general manager.
- ART LANHAM, general sales manager.
- GLENN MINCER, local sales manager.
- MARY VANCE, national assistant.
- NORMAN SHIPLEY, production assistant.

**Highest One Hour Rate:** \$4000.

**Highest 30 Sec. 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>TENNESSEE</b>				
Between 5-24%	Blount	30,500	30,200	99
	Campbell	13,400	13,200	99
	Grainger	6,200	6,100	98
	Jefferson	11,600	11,500	99
	Knox	126,400	125,400	99
	Monroe	10,500	10,400	99
	Sevier	16,700	16,400	98
Union	4,600	4,500	98	
<b>Station Totals</b>		<b>219,900</b>	<b>217,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>23,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>11,200</b>	



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# Tennessee—Knoxville

**WTVK**

Ch. 26

**Network Service:** NBC.

**Licensee:** South Central Communications Corp., Box 1388, Knoxville, TN 37901.

**Studio:** Sharp's Ridge Memorial Park Rd. 37901.

**Mailing Address:** Box 1388, Knoxville, TN 37901.

**Telephone:** 615-687-2312.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1620-kw horizontal visual, 324-kw horizontal aural. Antenna: 1270-ft. above av. terrain, 1061-ft. above ground, 2319-ft. above sea level.

Latitude 36° 00' 36"  
Longitude 83° 55' 57"

**Transmitter:** Sharp's Ridge Memorial Park Rd.

**FM Affiliate:** WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft.

**News Services:** AP, NBC.

**Satellite Earth Stations:** 3 in operation; Standard Communications receivers.

**Ownership:** John D. Engelbrecht, pres., 74.8%; Bettie A. Engelbrecht, secy., 24.7%; Leighman D. Groves, treas., 0.5%. South Central also operates WROZ(AM), Evansville, IN; owns WEZK(FM), Knoxville, TN; WZEZ(FM), Nashville.

**Began Operation:** Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954 (**Television Digest**, Vol. 10:23, 31).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- JOHN D. ENGELBRECHT, president.
- DUANE V. EASTVOLD, vice president & general manager.
- WILLIAM E. ECKSTEIN, program manager.
- JERRY WHITENER, national sales manager.
- HAL WANZER, news director.
- CARL LAWSON, chief engineer.

**Highest 30 Sec. Rate** (July 26, 1984): \$350.

**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>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Whitley	12,700	12,500	98
	<b>TENNESSEE</b>			
	Anderson	26,200	26,000	99
	Blount	30,500	30,200	99
	Campbell	13,400	13,200	99
	Claiborne	9,100	8,900	98
	Grainger	6,200	6,100	98
	Hamblen	19,000	18,800	99
	Jefferson	11,600	11,500	99
	Knox	126,400	125,400	99
	Loudon	11,100	11,000	99
	Morgan	5,800	5,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Roane	18,400	18,200	99
	Sevier	16,700	16,400	98
	Union	4,600	4,500	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Knox	10,700	10,500	98
	Pulaski	17,800	17,400	98
<b>TENNESSEE</b>	Cocke	10,700	10,500	98
	Monroe	10,500	10,400	99
	Scott	7,000	6,800	98
	<b>GEORGIA</b>			
<b>Between 5-24%</b>	Fannin	5,800	5,700	98
	<b>KENTUCKY</b>			
	Harian	14,700	14,400	98
	Laurel	14,300	14,000	98
	Leslie	5,100	4,900	96
	Mc Creary	5,400	5,300	98
<b>TENNESSEE</b>	Cumberland	11,100	10,900	98
	Hancock	2,400	2,400	100
	Hawkins	16,800	16,500	99
	Rhea	9,200	9,100	99
<b>VIRGINIA</b>				
	Lee	9,600	9,300	97
<b>Station Totals</b>		<b>474,800</b>	<b>468,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>288,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>173,500</b>	



# Tennessee—Memphis

## WHBQ-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** RKO General Inc., Box 11407, 485 S. Highland, Memphis, TN 38111.

**Studio:** Box 11407, 485 S. Highland, Memphis, TN 38111.

**Telephone:** 901-320-1313. **TWX:** 810-591-1877.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level.

Latitude 35° 10' 28"  
Longitude 89° 50' 41"

**Transmitter:** Raleigh-La Grange Rd.

**AM Affiliate:** WHBQ, 5-kw (1-kw night), 560 kHz.

**News Services:** AP, UPI.

**Satellite Earth Station:** In operation; Andrew receivers.

**Ownership:** RKO General Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954 (*Television Digest*, Vol. 10:5, 11).

**Represented (sales):** Harrington, Righter & Parsons.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

ALEX BONNER, vice president & general manager.  
JACK BOLTON, general sales manager.  
DICK KVALE, national sales manager.  
BOB LEWIS, program director.  
SAM McCULLOUGH, promotion director.  
WILLIAM J. KEY, controller.  
JACK STARR, sales service director.  
LARRY COUGHLAN, chief engineer.

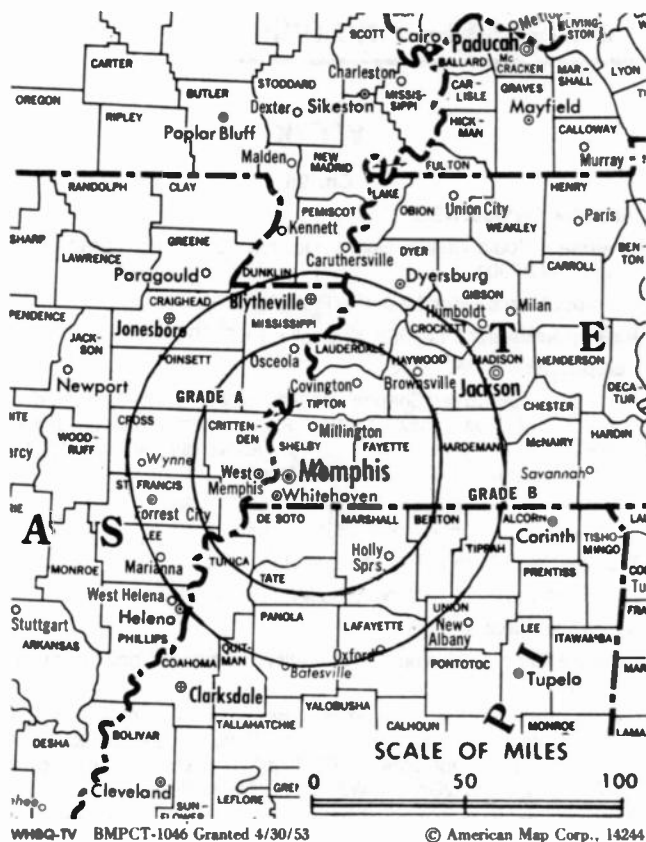
**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate** (July 27, 1984): \$1500.

**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>ARKANSAS</b>			
	Crittenden	16,600	16,200	98
	Cross	6,800	6,700	99
	Lee	4,700	4,500	96
	Mississippi	20,000	19,600	98
	Phillips	11,000	10,600	97
	Poinsett	9,600	9,400	98
	St Francis	10,000	9,700	97
	<b>MISSOURI</b>			
	Pemiscot	8,800	8,600	97
	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	Benton	2,600	2,500	98
	Coahoma	11,600	11,300	97
De Soto	18,900	18,500	98	
Lafayette	10,900	10,700	98	
Marshall	9,300	9,100	98	
Panola	9,300	9,100	98	
Quitman	3,800	3,700	97	
Tate	6,200	6,100	98	
Tippah	6,700	6,600	98	
Tunica	2,800	2,700	96	
Union	8,300	8,200	99	
Yalobusha	5,000	4,900	98	
<b>TENNESSEE</b>				
Crockett	5,400	5,300	98	
Dyer	13,400	13,200	99	
Fayette	8,000	7,800	97	
Gibson	18,700	18,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>HARDEMAN</b>	8,200	8,100	99
	Haywood	6,700	6,600	99
	Lake	2,600	2,600	100
	Lauderdale	9,000	8,900	99
	Madison	28,800	28,500	99
	Shelby	284,800	282,600	99
	Tipton	11,400	11,200	98

<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Craighead	23,700	23,400	99
	Greene	12,000	11,800	98
<b>MISSOURI</b>	Dunklin	14,000	13,700	98
	<b>MISSISSIPPI</b>			
	Grenada	7,300	7,100	97
	Lowndes	19,900	19,700	99
	Pontotoc	7,700	7,600	99
<b>TENNESSEE</b>	Prentiss	8,600	8,500	99
	Tishomingo	7,300	7,100	98
	<b>TENNESSEE</b>			
Chester	4,600	4,500	98	
Mc Nairy	9,100	9,000	99	
Obion	12,500	12,400	99	

<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Clay	8,100	7,900	98
	Jackson	8,100	7,900	98
	Lawrence	7,100	6,900	97
	Monroe	4,900	4,700	96
	Randolph	6,600	6,400	97
	<b>KENTUCKY</b>			
	Fulton	3,400	3,400	100
	<b>MISSOURI</b>			
New Madrid	8,000	7,800	98	

(Continued on page 879)

<b>Station Totals</b>	<b>904,300</b>	<b>890,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>556,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>310,000</b>	

# Tennessee—Memphis

## WMC-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** Scripps-Howard Broadcasting Co., Box 4420, Memphis, TN 38104.

**Studio:** 1960 Union Ave., Memphis, TN 38104.

**Mailing Address:** Box 4420, Memphis, TN 38174-0420.

**Telephone:** 901-726-0555.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"  
Longitude 89° 53' 12"

**Transmitter:** 5317 Crestview Drive, U.S. 70 & Macon Rd.

**AM Affiliate:** WMC, 5-kw, 790 kHz (ABC).

**FM Affiliate:** WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

**News Services:** AP, CNN, UPI, NBC.

**Satellite Earth Station:** Scientific-Atlanta; 7-meter.

**Ownership:** Scripps-Howard Bcstg. Co. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Dec. 11, 1948.

**Represented (sales):** Blair Television.

**Represented (legal):** Baker & Hostetler.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

M. E. GREINER JR., vice president & general manager.  
EDWARD F. GREANEY JR., asst. gen. mgr., news & public affairs.  
J. P. TUCKER, assistant general manager, sales.  
RON KLAYMAN, assistant general manager, programming.  
JACK CALLICOTT, local sales manager.  
ROBERT A. FRASE, director of engineering.  
PHILIP SLAVICK, program director.  
JAY PERKINS, production manager.  
BUDDY SANDERS, farm director.  
JAMES FROMMEL, controller.  
OLIVIA HOLMES, promotion manager.

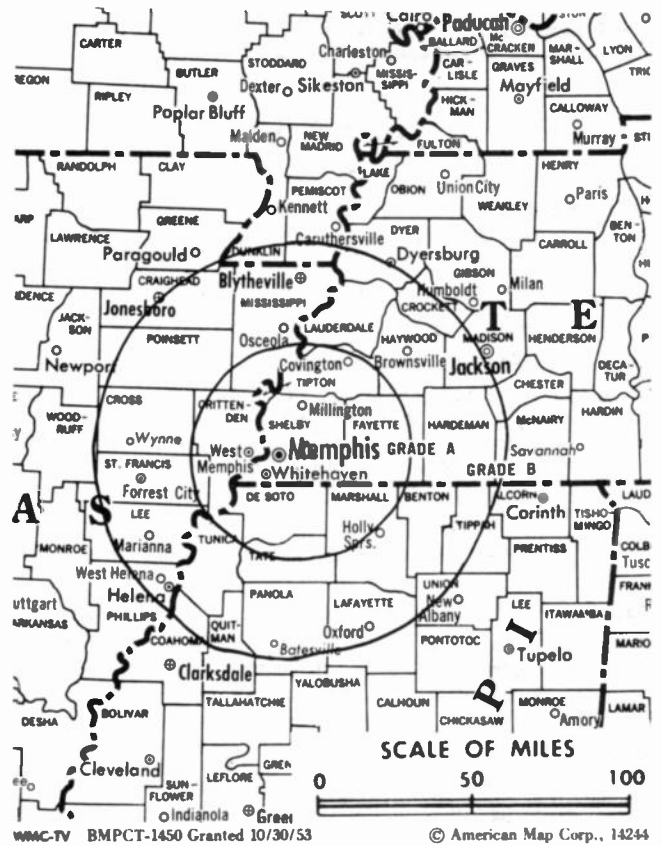
**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (July 1, 1983): \$1200.

**NETWORK BASE HOURLY RATE:** \$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>ARKANSAS</b>			
	Clay	8,100	7,900	98
	Craighead	23,700	23,400	99
	Crittenden	16,600	16,200	98
	Cross	6,800	6,700	99
	Greene	12,000	11,800	98
	Jackson	8,100	7,900	98
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Mississippi	20,000	19,600	98
	Phillips	11,000	10,600	97
	Poinsett	9,600	9,400	98
	Randolph	6,600	6,400	97
	St Francis	10,000	9,700	97
	<b>MISSOURI</b>			
	Pemiscot	8,800	8,600	97
	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	Benton	2,600	2,500	98
Coahoma	11,600	11,300	97	
De Soto	18,900	18,500	98	
Grenada	7,300	7,100	97	
Lafayette	10,900	10,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Leflore	13,300	13,000	98
	Marshall	9,300	9,100	98
	Panola	9,300	9,100	98
	Pontotoc	7,700	7,600	99
	Prentiss	8,600	8,500	99
	Quitman	3,800	3,700	97
	Tallahatchie	5,300	5,100	97
	Tate	6,200	6,100	98
	Tippah	6,700	6,600	98
	Tunica	2,800	2,700	96
	Union	8,300	8,200	99
	Yalobusha	5,000	4,900	98
	<b>TENNESSEE</b>	Chester	4,600	4,500
Crockett		5,400	5,300	98
Dyer		13,400	13,200	99
Fayette		8,000	7,800	97
Gibson		18,700	18,500	99
Hardeman		8,200	8,100	99
Hardin		8,800	8,600	98
Haywood		6,700	6,600	99
Lake		2,600	2,600	100
Lauderdale		9,000	8,900	99
Mc Nairy		9,100	9,000	99
Madison		28,800	28,500	99
Shelby		284,800	282,600	99
Tipton	11,400	11,200	98	

<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Sharp	6,500	6,200	95
	<b>MISSOURI</b>			
Dunklin	14,000	13,700	98	
Ripley	4,900	4,600	94	
<b>MISSISSIPPI</b>				
Bolivar	13,500	13,100	97	
Calhoun	5,700	5,600	98	

(Continued on page 880)

<b>Station Totals</b>	<b>963,700</b>	<b>947,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>694,000</b>
<b>Average Daily Circulation (1984)</b>			<b>442,200</b>

# Tennessee—Memphis

## WMKW-TV

Ch. 30

**Network Service:** None, independent.

**Licensee:** The Television Corp. of Memphis, 161 Jefferson Ave., Memphis, TN 38103.

**Studio:** 2876 Director's Cove, Memphis, TN 38131.

**Telephone:** 901-346-3030.

**Mailing Address:** Box 30030, Memphis, TN 38130.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 2500-kw max. & 1010-kw horizontal visual, 250-kw max. & 101-kw horizontal aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"  
Longitude 89° 49' 20"

**Transmitter:** WKNO-TV tower, 2.5-mi. NE of Memphis on L & N Railroad.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** The TVX Broadcast Group, 51%; Memphis Thirty Inc., 49%. Memphis Thirty ownership: Kemmons Wilson & family. For The TV Corp. ownership & other interests, see Group Ownership of TV Stations.

**Began Operation:** April 18, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel, Barnard & Edmundson.

**Represented (engineering):** Lawrence Behr Associates.

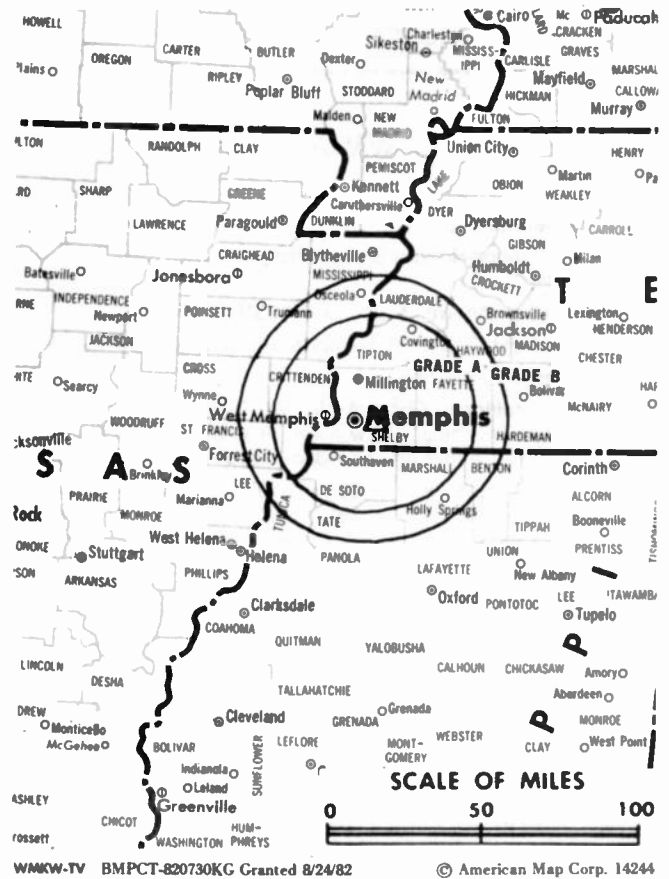
**Personnel:**

TIM MCDONALD, president.  
TIMOTHY M. LYNCH, vice president & general manager.  
ANN RAGSDALE, general sales manager.  
JOE SUGG, national sales manager.

**Highest 30 Sec. Rate** (July 27, 1984): \$160.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	De Soto	18,900	18,500	98
	<b>TENNESSEE</b>			
	Shelby	284,800	282,600	99
	Tipton	11,400	11,200	98
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Crittenden	16,600	16,200	98
	Cross	6,800	6,700	99
	Mississippi	20,000	19,600	98
	Poinsett	9,600	9,400	98
	<b>MISSISSIPPI</b>			
	Marshall	9,300	9,100	98
Tate	6,200	6,100	98	
	Tunica	2,800	2,700	96
	<b>TENNESSEE</b>			
	Fayette	8,000	7,800	97



WMKW-TV BMPCT-820730KG Granted 8/24/82 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Craighead	23,700	23,400	99
	Lee	4,700	4,500	96
	St Francis	10,000	9,700	97
	<b>MISSISSIPPI</b>			
	Benton	2,600	2,500	98
	Panola	9,300	9,100	98
	Quitman	3,800	3,700	97
	<b>TENNESSEE</b>			
	Crockett	5,400	5,300	98
	Hardeman	8,200	8,100	99
	Haywood	6,700	6,600	99
	Lauderdale	9,000	8,900	99
<b>Station Totals</b>		<b>477,800</b>	<b>471,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>208,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>88,800</b>	

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# Tennessee—Memphis

## WPTY-TV

Ch. 24

**Network Service:** None, independent.

**Licensee:** Delta Television Corp., Box 42424, Memphis, TN 38104.

**Studio:** 2225 Union St., Memphis, TN 38174.

**Telephone:** 901-278-2424. TWX: 810-591-1201.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 2340-kw max. & 1950-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1053-ft. above ground, 1348-ft. above sea level.

Latitude 35° 12' 11"

Longitude 89° 48' 16"

**Transmitter:** Kate Bond Rd. & U.S. Hwy. 64, Memphis.

**News Service:** CNN.

**Satellite Earth Station:** Scientific-Atlanta; 5-meter.

**Ownership:** Martin F. Connelly, 40%; Arthur E. Muth, 40%; Robert K. Zelle, 15.7%; 10 others, none with as much as 2%.

**Began Operation:** Sept. 10, 1978.

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Represented (engineering):** John A. Fergie & Associates.

### Personnel:

LEW FREIFELD, vice president & general manager.

PAUL BANKSTON, general sales manager.

MILTON CRITZ, chief engineer.

SHELDON MARKOFF, business manager.

RICKA RAIFORD, program director.

**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>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crittenden	16,600	16,200	98
	Mississippi	20,000	19,600	98
	<b>MISSOURI</b>			
	Dunklin	14,000	13,700	98
	Pemiscot	8,800	8,600	97
	<b>MISSISSIPPI</b>			
	De Soto	18,900	18,500	98
	Marshall	9,300	9,100	98
	Tate	6,200	6,100	98
Tunica	2,800	2,700	96	
<b>TENNESSEE</b>				
Dyer	13,400	13,200	99	
Fayette	8,000	7,800	97	
Haywood	6,700	6,600	99	
Lake	2,600	2,600	100	
Lauderdale	9,000	8,900	99	
Shelby	284,800	282,600	99	
Tipton	11,400	11,200	98	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Cross	6,800	6,700	99
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Phillips	11,000	10,600	97
	Poinsett	9,600	9,400	98
	<b>MISSISSIPPI</b>			
Alcorn	12,800	12,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>BENTON</b>	2,600	2,500	98
	Coahoma	11,600	11,300	97
	Panola	9,300	9,100	98
	Tippah	6,700	6,600	98
	Yalobusha	5,000	4,900	98
	<b>TENNESSEE</b>			
	Crockett	5,400	5,300	98
	Gibson	18,700	18,500	99
	Hardeman	8,200	8,100	99
	Mc Nairy	9,100	9,000	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Clay	8,100	7,900	98
	Craighead	23,700	23,400	99
	Greene	12,000	11,800	98
	Jackson	8,100	7,900	98
	Monroe	4,900	4,700	96
	St Francis	10,000	9,700	97
	Woodruff	4,000	3,900	97
	<b>MISSISSIPPI</b>			
	Lafayette	10,900	10,700	98
Prentiss	8,600	8,500	99	
Quitman	3,800	3,700	97	
Tallahatchie	5,300	5,100	97	
Union	8,300	8,200	99	
<b>TENNESSEE</b>				
Chester	4,600	4,500	98	
Hardin	8,800	8,600	98	
Madison	28,800	28,500	99	
Obion	12,500	12,400	99	
<b>Station Totals</b>		<b>723,500</b>	<b>712,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>344,800</b>
<b>Average Daily Circulation (1984)</b>				<b>153,000</b>

# Tennessee—Memphis

## WREG-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** The New York Times Broadcasting Service Inc., 803 Channel 3 Drive, Memphis, TN 38103.

**Studio:** 803 Channel 3 Drive, Memphis, TN 38103.

**Telephone:** 901-525-3333. **TWX:** 810-591-1365.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"  
Longitude 89° 49' 56.11"

**Transmitter:** 2.75-mi. SE of Bartlett.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**News Services:** AP, UPI, CBS, National Weather Service.

**Ownership:** New York Times Co. Inc. New York Times also owns KFSM-TV, Fort Smith, AR; WHNT-TV, Huntsville, AL; Interstate Bcstg. Co., licensee of WQXR-AM-FM, New York, NY.

**Began Operation:** Jan. 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (*Television Digest*, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

**Represented (sales):** Katz Television.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

CHARLES BRAKEFIELD, president.  
FRANK ROBERTS, exec. vice president & general manager.  
JACK MICHAEL, v.p., program director & film buyer.  
BILLY W. MILLER, vice president & business manager.  
OLIN F. MORRIS, v.p. & director of public affairs.  
HUGH PULLEY, local sales manager.  
JIM HAWKINS, national sales manager.  
ROBERT EOFF, promotion manager.  
CHARLES C. SCHMIDT, news director.  
JOHN JACKSON, chief engineer.  
BERNARD COHN, operations manager.  
CAL CROWELL, production manager.

**Highest 30 Sec. Rate** (Jan. 1, 1983): \$1800.

**NETWORK BASE HOURLY RATE:** \$2110.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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
	Crittenden	16,600	16,200	98
	Cross	6,800	6,700	99
	Greene	12,000	11,800	98
	Lawrence	7,100	6,900	97
	Lee	4,700	4,500	96
	Mississippi	20,000	19,600	98
	Phillips	11,000	10,600	97
	Poinsett	9,600	9,400	98
	St Francis	10,000	9,700	97
	<b>MISSOURI</b>			
	Pemiscot	8,800	8,600	97
	<b>MISSISSIPPI</b>			
	Alcorn	12,800	12,600	98
	Benton	2,600	2,500	98
Coahoma	11,600	11,300	97	
De Soto	18,900	18,500	98	
Grenada	7,300	7,100	97	
Lafayette	10,900	10,700	98	
Lee	21,400	21,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Marshall	9,300	9,100	98	
	Panola	9,300	9,100	98	
	Pontotoc	7,700	7,600	99	
	Prentiss	8,600	8,500	99	
	Quitman	3,800	3,700	97	
	Tate	6,200	6,100	98	
	Tippah	6,700	6,600	98	
	Tunica	2,800	2,700	96	
	Union	8,300	8,200	99	
	Yalobusha	5,000	4,900	98	
	<b>TENNESSEE</b>				
	Chester	4,600	4,500	98	
	Crockett	5,400	5,300	98	
Dyer	13,400	13,200	99		
Fayette	8,000	7,800	97		
Gibson	18,700	18,500	99		
Hardeman	8,200	8,100	99		
Hardin	8,800	8,600	98		
Haywood	6,700	6,600	99		
Henderson	8,500	8,400	99		
Lauderdale	9,000	8,900	99		
Mc Nairy	9,100	9,000	99		
Madison	28,800	28,500	99		
Shelby	284,800	282,600	99		
Tipton	11,400	11,200	98		
<b>Between 25-49%</b>	<b>ARKANSAS</b>				
	Jackson	8,100	7,900	98	
	Randolph	6,600	6,400	97	
<b>MISSOURI</b>					
Dunklin	14,000	13,700	98		
<b>MISSISSIPPI</b>					
Bolivar	13,500	13,100	97		
Calhoun	5,700	5,600	98		
Itawamba	7,600	7,500	99		
Monroe	12,600	12,400	98		
Oktibbeha	12,000	11,700	98		

(Continued on page 879)

<b>Station Totals</b>	<b>904,100</b>	<b>889,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>674,900</b>	
<b>Average Daily Circulation (1984)</b>		<b>443,300</b>	

# Tennessee—Murfreesboro—Nashville

**WFYZ**

**Ch. 39**

**Network Service:** None, independent.

**Grantee:** Channel 39 of Murfreesboro Ltd. Partnership, One Commerce Place, Suite 825, Nashville, TN 37239.

**Studio:** 111 W. College St., Murfreesboro, TN 37130.

**Telephone:** 615-895-3240.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude 36° 04' 54"  
Longitude 86° 25' 57"

**Transmitter:** Lone Oak Rd., 2.36-mi. SW of Gladeville.

**Ownership:** Channel 39 of Murfreesboro Inc., gen. partner, 40%; William E. Geissler & Douglas F. Ruhe, gen. partners, 5.1% each; Mid-Tenn TV 39 Ltd., ltd. partner, 49%. MTT 39 Ltd. ownership: James D. Moore, gen. partner, 5%; Harold J. DeBlanc Jr., ltd. partner, 8.13%; Jerry D. Fridrich, Waylon Jennings & Lee Greenwood, ltd. partners, 5.42% each; 28 others, none with more than 5%; 9.62% unassigned. Channel 39 ownership: John Ratliff, pres., 7.22%; Judith Geissler, v.p., 14.44%; Clarice Minter, secy., 6%; Rosemary W. Owens, treas., 6%; Beverly Ruhe, 14.44%; Nancy W. Sanders & James Vann, 6% each; others, none with as much as 5%. Several principals have interest in Focus Bcstg. Co., WFBN, Joliet IL. For other interests, see WFBN.

**Began Operation:** December 30, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Reddy, Begley & Martin.

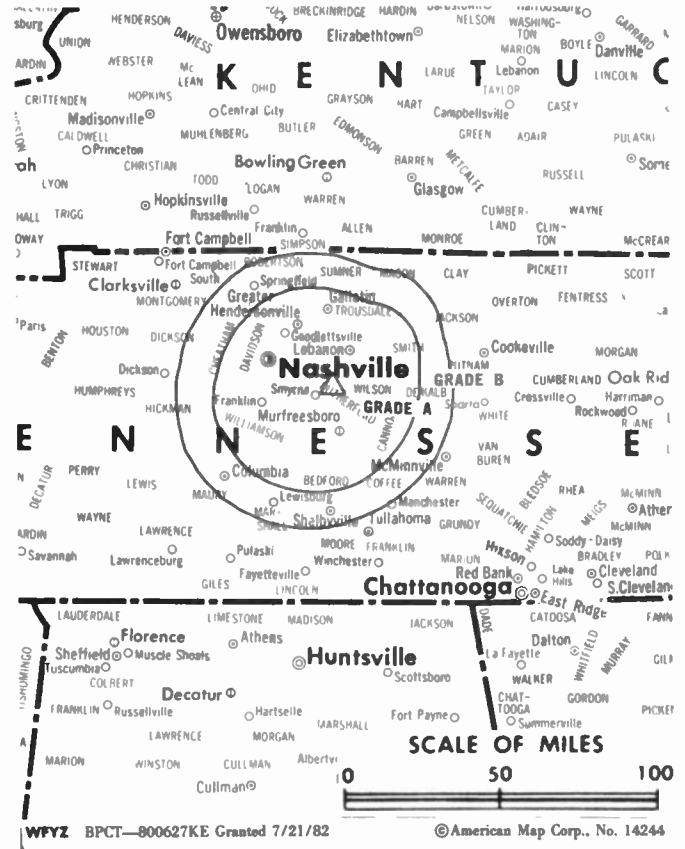
**Personnel:**

KAKI HOLT, general manager.  
BILL BUNTIN, general sales manager.  
FRITZ MILLS, national sales manager.

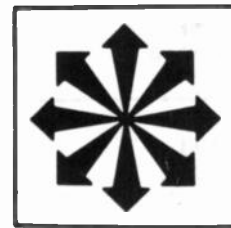
**Highest 30 Sec. Rate:** \$350.

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	%
<b>TENNESSEE</b>				
Between 5-24%	Cheatham	8,000	7,900	99
	Davidson	187,500	186,600	99
	Rutherford	31,700	31,500	99
	Sumner	32,000	31,700	99
	Trousdale	2,600	2,600	100
	Williamson	21,700	21,500	99
<b>Station Totals</b>		<b>283,500</b>	<b>281,800</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>22,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>8,100</b>	



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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Tennessee—Nashville

## WCAY-TV

Ch. 30

**Network Service:** None, independent.

**Licensee:** Television Corp. of Tennessee, 418 Boush St., Norfolk, VA 23510.

**Studio:** 300 Peabody St., Nashville, TN 37210.

**Telephone:** 615-256-3030.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"  
Longitude 86° 47' 38"

**Transmitter:** 1-mi. S of intersection of 124 & Old Hickory Blvd.

**Ownership:** The Television Corp. Stations, 55.64%; Richard Lewis, Richard Fulton, James R. McKinney, George Barrett, William R. Willis & Amon C. Evans, 4% each. For Television Corp. Stations other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 18, 1984.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Lawrence Behr Associates Inc.

**Personnel:**

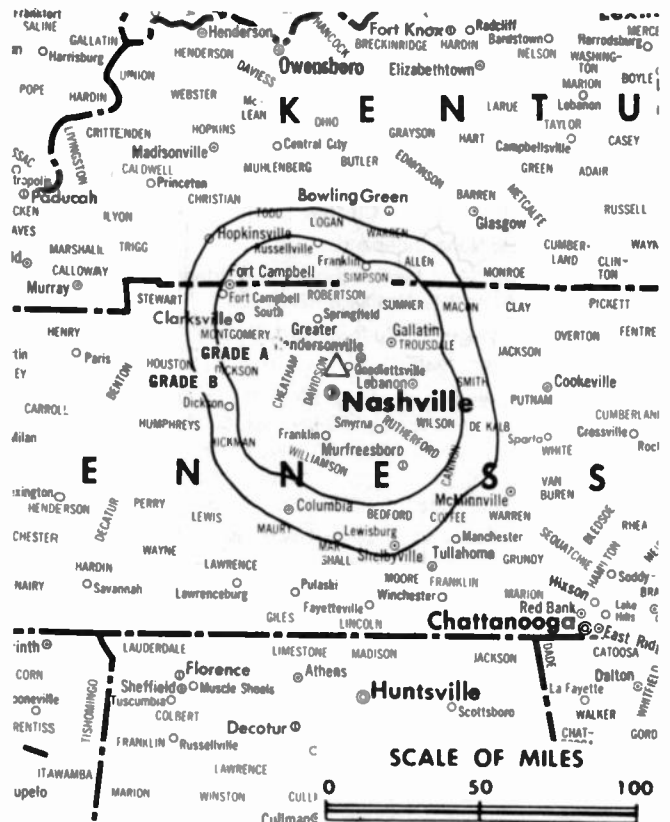
JOHN WALSER, vice president & general manager.  
JERRY STAGGS, general sales manager.

**Highest One Hour Rate:** \$3000.

**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	%
Between 5-24%	TENNESSEE			
	Cheatham	8,000	7,900	99
	Trousdale	2,600	2,600	100
<b>Station Totals</b>		<b>10,600</b>	<b>10,500</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>14,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,800</b>	



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# Tennessee—Nashville

**WKRN-TV**

(formerly WNGE)

Ch. 2



**BLAIR TELEVISION**

**Network Service:** ABC.

**Licensee:** Knight-Ridder Broadcasting Inc., 441 Murfreesboro Rd., Nashville, TN 37210.

**Studio:** 441 Murfreesboro Rd., Nashville, TN 37201.

**Telephone:** 615-259-2200. **TWX:** 810-371-1943.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"  
Longitude 86° 49' 49"

**Transmitter:** 1406 Old Hickory Blvd., 8-mi. S of Nashville.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta; 7-meter.

**Ownership:** Knight-Ridder Bcstg. Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** Nov. 28, 1953 on Ch. 8. Sale to present owner by General Electric Bcstg. Co. approved by FCC Sept. 28, 1983 (*Television Digest*, Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & associates approved April 6, 1966 (Vol. 5:41; 6:15).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- ARTHUR ELLIOT, president & general manager.
- ROBERT BRENNAN, business manager.
- MICHAEL SULLIVAN, manager, news.
- EDWARD PETROSKY, national sales manager.
- EVELYN KELLER, program & promotion manager.
- TOM BEAUCHAMP, operations manager.

**Highest One Hour Rate:** \$12,000.

**Highest 30 Sec. Rate** (July 1, 1984): \$5000.

**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>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Allen	5,600	5,500	98
	Christian	21,000	20,800	99
	Monroe	4,700	4,600	98
	Todd	4,400	4,300	99
	Trigg	3,600	3,600	100



WKRN-TV Doc—19617 Granted 8/23/73

©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Bedford	10,500	10,400	99
	Benton	6,100	6,000	98
	Cannon	4,000	3,900	99
	Cheatham	8,000	7,900	99
	Clay	3,000	2,900	97
	Coffee	14,900	14,800	99
	Davidson	187,500	186,600	99
	Decatur	4,400	4,300	98
	De Kalb	5,600	5,500	98
	Dickson	11,600	11,500	99
	Franklin	11,500	11,400	99
	Giles	9,400	9,200	98
	Henry	11,600	11,400	98
	Hickman	5,500	5,400	98
	Houston	2,500	2,500	100
	Humphreys	6,200	6,100	98
	Jackson	3,400	3,300	97
	Lawrence	12,700	12,500	98
	Lewis	3,400	3,400	100
	Macon	6,300	6,200	98
	Marshall	7,700	7,600	99
	Maury	19,600	19,400	99
	Montgomery	30,400	30,200	99
	Moore	1,600	1,600	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Putnam	18,600	18,400	99
Robertson	13,600	13,500	99	
Rutherford	31,700	31,500	99	
Smith	5,800	5,700	98	
Stewart	3,400	3,400	100	
Sumner	32,000	31,700	99	
Trousdale	2,600	2,600	100	
Van Buren	1,700	1,700	100	
Warren	12,900	12,700	98	

(Continued on page 879)

<b>Station Totals</b>	<b>866,900</b>	<b>857,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>573,100</b>
<b>Average Daily Circulation (1984)</b>			<b>331,400</b>



# Tennessee—Nashville

**WSMV**

Ch. 4

**Network Service:** NBC.

**Licensee:** Gillett Bcstg. of Tennessee Inc., 5700 Knob Rd. 37209.

**Studio:** 5700 Knob Rd., Nashville, TN 37209.

**Telephone:** 615-749-2244. **TWX:** 810-371-1148.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1410-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.2"  
Longitude 86° 51' 56.2"

**Transmitter:** 5700 Knob Rd.

**News Services:** AP, UPI, CNN Headline News.

**Satellite Earth Station:** Netcom Star, 5-meter; Microdyne receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Sept. 30, 1950. Sale to present owner by NLT Corp. approved by FCC Sept. 14, 1981 (*Television Digest*, Vol. 21:20).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pepper & Corazzini.

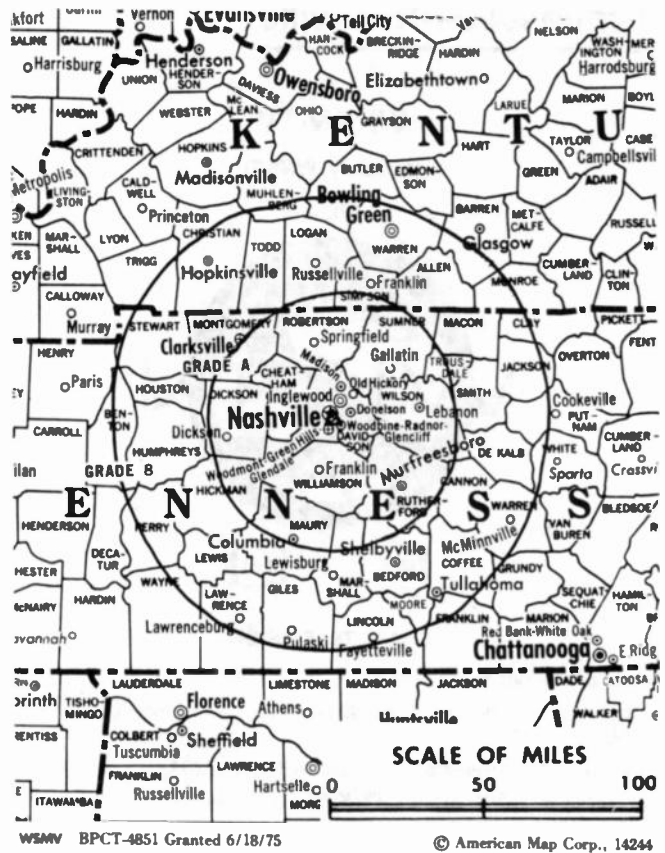
**Personnel:**

- MIKE KETTENRING, president & general manager.
- DAN AKENS, station manager.
- BOB STETTNER, general sales manager.
- JOHN WESTERBERG, station sales manager.
- JIM BANKSTON, national sales manager.
- LEE WHITEHURST, chief engineer.
- BOB SELWYN, news director.

**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>KENTUCKY</b>				
	Allen	5,600	5,500	98	
	Barren	13,100	13,000	99	
	Butler	4,000	3,900	97	
	Christian	21,000	20,800	99	
	Cumberland	2,900	2,800	96	
	Edmonson	3,500	3,400	97	
	Logan	9,100	9,000	99	
	Metcalfe	3,600	3,500	97	
	Monroe	4,700	4,600	98	
	Muhlenberg	11,600	11,500	99	
	Simpson	5,500	5,400	98	
	Todd	4,400	4,300	99	
	Trigg	3,600	3,600	100	
	Warren	27,300	27,000	99	
	<b>TENNESSEE</b>	Bedford	10,500	10,400	99
		Benton	6,100	6,000	98
		Cannon	4,000	3,900	99
Carroll		10,500	10,300	98	
Cheatham		8,000	7,900	99	
Clay		3,000	2,900	97	
Coffee		14,900	14,800	99	
Davidson		187,500	186,600	99	
Decatur		4,400	4,300	98	
De Kalb		5,600	5,500	98	
Dickson		11,600	11,500	99	
Franklin		11,500	11,400	99	
Giles		9,400	9,200	98	
Henderson		8,500	8,400	99	
Henry		11,600	11,400	98	
Hickman		5,500	5,400	98	
Houston		2,500	2,500	100	
Humphreys		6,200	6,100	98	
Jackson		3,400	3,300	97	
Lawrence		12,700	12,500	98	
Lewis	3,400	3,400	100		



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Lincoln	10,100	10,000	99
	Macon	6,300	6,200	98
	Marshall	7,700	7,600	99
	Maury	19,600	19,400	99
	Montgomery	30,400	30,200	99
	Moore	1,600	1,600	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
	Putnam	18,600	18,400	99
	Robertson	13,600	13,500	99
	Rutherford	31,700	31,500	99
	Smith	5,800	5,700	98
	Stewart	3,400	3,400	100
	Sumner	32,000	31,700	99
	Trousdale	2,600	2,600	100
	Van Buren	1,700	1,700	100
Warren	12,900	12,700	98	
Wayne	5,100	5,000	98	
White	7,500	7,400	99	
Williamson	21,700	21,500	99	
Wilson	21,400	21,200	99	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
	Calloway	11,100	11,000	99
	Clinton	3,400	3,300	97
	Hart	5,800	5,700	98
	Hopkins	17,800	17,600	99
Ohio	8,000	7,900	99	
<b>TENNESSEE</b>	Fentress	5,500	5,400	98
	Grundy	4,900	4,800	98
	Hardin	8,800	8,600	98
	Madison	28,800	28,500	99

(Continued on page 880)

<b>Station Totals</b>	<b>958,600</b>	<b>948,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>692,200</b>	
<b>Average Daily Circulation (1984)</b>		<b>470,900</b>	

# Tennessee—Nashville

**WTVF**

**Ch. 5**

**Network Service:** CBS.

**Licensee:** Channel Five Television Co., 474 James Robertson Pkwy., Nashville, TN 37219.

**Studio:** 474 James Robertson Pkwy., Nashville, TN 37219.

**Telephone:** 615-244-5000. **TWX:** 810-371-1168.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"  
Longitude 86° 47' 18"

Requests CP for change to 100-kw max visual, 10-kw max. aural, 1390-ft. above av. terrain, 1138-ft. above ground, 2008-ft. above sea level. BMPCT-84032KF.

**Transmitter:** Brick Church Pike & Old Hickory Blvd.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** H & C Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchison Jr., but FCC didn't approve this transfer of control until July 29, 1959 (*Television Digest*, Vol. 14:35; 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Insurance Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

**Represented (sales):** Pety Television.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- HAROLD CRUMP, president.
- THOMAS E. ERVIN, exec. vice president & general manager.
- CHRIS CLARK, vice president & director of news.
- BILL JAY BUMPUS, vice president, director of programming.
- T. W. PATTERSON, chief engineer.
- JIM NORTON, production manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$2500.

**NETWORK BASE HOURLY RATE:** \$2097.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Allen	5,600	5,500	98
	Barrren	13,100	13,000	99
	Butler	4,000	3,900	97
	Calloway	11,100	11,000	99
	Christian	21,000	20,800	99
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Logan	9,100	9,000	99
	Metcalfe	3,600	3,500	97
	Monroe	4,700	4,600	98
	Muhlenberg	11,600	11,500	99
	Simpson	5,500	5,400	98
	Todd	4,400	4,300	99
	Trigg	3,600	3,600	100
	Warren	27,300	27,000	99
	<b>TENNESSEE</b>	Bedford	10,500	10,400
Benton		6,100	6,000	98
Cannon		4,000	3,900	99
Cheatham		8,000	7,900	99
Clay		3,000	2,900	97
Coffee		14,900	14,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Davidson	187,500	186,600	99
	Decatur	4,400	4,300	98
	De Kalb	5,600	5,500	98
	Dickson	11,600	11,500	99
	Franklin	11,500	11,400	99
	Giles	9,400	9,200	98
	Henry	11,600	11,400	98
	Hickman	5,500	5,400	98
	Houston	2,500	2,500	100
	Humphreys	6,200	6,100	98
	Jackson	3,400	3,300	97
	Lawrence	12,700	12,500	98
	Lewis	3,400	3,400	100
	Macon	6,300	6,200	98
	Marshall	7,700	7,600	99
	Mauy	19,600	19,400	99
	Montgomery	30,400	30,200	99
	Moore	1,600	1,600	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
	Putnam	18,600	18,400	99
	Robertson	13,600	13,500	99
	Rutherford	31,700	31,500	99
	Smith	5,800	5,700	98
	Stewart	3,400	3,400	100
	Sumner	32,000	31,700	99
Trousdale	2,600	2,600	100	
Van Buren	1,700	1,700	100	
Warren	12,900	12,700	98	
Wayne	5,100	5,000	98	
White	7,500	7,400	99	
Williamson	21,700	21,500	99	
Wilson	21,400	21,200	99	

(Continued on page 880)

<b>Station Totals</b>	<b>921,400</b>	<b>911,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>686,400</b>	
<b>Average Daily Circulation (1984)</b>		<b>453,300</b>	

# Tennessee—Nashville

**WZTV**

**Ch. 17**

**Network Service:** None, independent.

**Licensee:** Multimedia Inc., Box 2760, Greenville, SC 29602.

**Studio:** 410 38th Ave. N., Nashville, TN 37209.

**Telephone:** 615-329-1717. **TWX:** 810-371-1280.

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1580-kw horizontal visual, 234-kw max. & 158-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"  
Longitude 86° 51' 56"

**Transmitter:** 5700 Knob Rd., Nashville.

**News Service:** AP.

**Satellite Earth Station:** In operation.

**Ownership:** Multimedia Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to present owner by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (*Television Digest*, Vol. 19:5; 20:10).

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

DAN F. MASLAN, vice president & general manager.  
JUDITH JENKINS, program operations director.  
RAY McINTURFF, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1983): \$400.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Allen	5,600	5,500	98
	<b>TENNESSEE</b>			
	Cheatham	8,000	7,900	99
	Davidson	187,500	186,600	99
	Dickson	11,600	11,500	99
	Hickman	5,500	5,400	98
	Lewis	3,400	3,400	100
	Montgomery	30,400	30,200	99
	Robertson	13,600	13,500	99
	Rutherford	31,700	31,500	99
Sumner	32,000	31,700	99	
Williamson	21,700	21,500	99	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Calloway	11,100	11,000	99
	Christian	21,000	20,800	99
	Logan	9,100	9,000	99
	Simpson	5,500	5,400	98
	Todd	4,400	4,300	99
	Warren	27,300	27,000	99
	<b>TENNESSEE</b>			
	Bedford	10,500	10,400	99
	Cannon	4,000	3,900	99
	De Kalb	5,600	5,500	98
	Henry	11,600	11,400	98
	Humphreys	6,200	6,100	98
	Lawrence	12,700	12,500	98
	Macon	6,300	6,200	98
	Marshall	7,700	7,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Maury	19,600	19,400	99
	Putnam	18,600	18,400	99
	Smith	5,800	5,700	98
	Stewart	3,400	3,400	100
	Trousdale	2,600	2,600	100
	Warren	12,900	12,700	98
	Wilson	21,400	21,200	99
<b>KENTUCKY</b>	Barren	13,100	13,000	99
	Butler	4,000	3,900	97
	Cumberland	2,900	2,800	96
	Edmonson	3,500	3,400	97
	Marshall	10,300	10,200	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
	Trigg	3,600	3,600	100
<b>TENNESSEE</b>	Benton	6,100	6,000	98
	Clay	3,000	2,900	97
	Coffee	14,900	14,800	99
	Decatur	4,400	4,300	98
	Franklin	11,500	11,400	99
	Giles	9,400	9,200	98
	Grundy	4,900	4,800	98
	Houston	2,500	2,500	100
	Jackson	3,400	3,300	97
	Lincoln	10,100	10,000	99
	Moore	1,600	1,600	100
	Overton	6,400	6,300	98
	Perry	2,500	2,500	100
	Pickett	1,700	1,700	100
Wayne	5,100	5,000	98	
White	7,500	7,400	99	
<b>Station Totals</b>		<b>738,600</b>	<b>731,300</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>306,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>138,800</b>	

**WHBQ-TV, Memphis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Bolivar	13,500	13,100	97
	Calhoun	5,700	5,600	98
	Clay	7,200	7,100	99
	Itawamba	7,600	7,500	99
	Lee	21,400	21,100	99
	Monroe	12,600	12,400	98
	Oktibbeha	12,000	11,700	98
	Tallahatchie	5,300	5,100	97
	<b>TENNESSEE</b>			
Carroll	10,500	10,300	98	
Decatur	4,400	4,300	98	
Hardin	8,800	8,600	98	
Henderson	8,500	8,400	99	
Weakley	12,100	11,900	98	

**WREG-TV, Memphis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>MISSISSIPPI—(Continued)</b>			
	Tallahatchie	5,300	5,100	97
	Tishomingo	7,300	7,100	98
	<b>TENNESSEE</b>			
	Carroll	10,500	10,300	98
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	<b>MISSOURI</b>			
	Oregon	4,000	3,800	95
	Ripley	4,900	4,600	94
	<b>MISSISSIPPI</b>			
	Chickasaw	5,900	5,800	98
	Clay	7,200	7,100	99
	Sunflower	9,600	9,300	97
	<b>TENNESSEE</b>			
	Decatur	4,400	4,300	98
	Henry	11,600	11,400	98
	Lake	2,600	2,600	100
	Obion	12,500	12,400	99
Weakley	12,100	11,900	98	

**WKRN-TV, Nashville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TENNESSEE—(Continued)</b>			
	Wayne	5,100	5,000	98
	White	7,500	7,400	99
	Williamson	21,700	21,500	99
	Wilson	21,400	21,200	99
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Barren	13,100	13,000	99
	Calloway	11,100	11,000	99
	Cumberland	2,900	2,800	96
	Metcalfe	3,600	3,500	97
	Simpson	5,500	5,400	98
	Warren	27,300	27,000	99
	<b>TENNESSEE</b>			
	Carroll	10,500	10,300	98
	Grundy	4,900	4,800	98
Henderson	8,500	8,400	99	
Lincoln	10,100	10,000	99	
Pickett	1,700	1,700	100	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Madison	71,500	70,700	99
	<b>KENTUCKY</b>			
	Butler	4,000	3,900	97
	Caldwell	5,100	5,000	98
	Clinton	3,400	3,300	97
	Edmonson	3,500	3,400	97
	Hart	5,800	5,700	98
	Hopkins	17,800	17,600	99
	Logan	9,100	9,000	99
	Muhlenberg	11,600	11,500	99
	Ohio	8,000	7,900	99
<b>TENNESSEE</b>				
Fentress	5,500	5,400	98	
Hardin	8,800	8,600	98	

For Explanation of Arbitron Data, see page 14

**Robert W. Rounsaville & Associates**  
**MEDIA BROKERS AND CONSULTANTS**  
ATLANTA: 1-800-531-1500 ORLANDO: 1-800-328-3500

# Tennessee

## WTVF, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Caldwell	5,100	5,000	98
	Clinton	3,400	3,300	97
	Hart	5,800	5,700	98
	Hopkins	17,800	17,600	99
	<b>TENNESSEE</b>			
	Carroll	10,500	10,300	98
	Fentress	5,500	5,400	98
	Grundy	4,900	4,800	98
	Henderson	8,500	8,400	99
Lincoln	10,100	10,000	99	
Between 5-24%	<b>ALABAMA</b>			
	Morgan	33,400	33,000	99
	<b>KENTUCKY</b>			
	Adair	5,700	5,600	98
	Graves	13,500	13,400	99
	Grayson	7,800	7,700	99
	Green	4,000	3,900	98
	Lyon	2,500	2,500	100
	Marshall	10,300	10,200	99
	Ohio	8,000	7,900	99
	Russell	5,600	5,500	98
	Wayne	6,400	6,200	97
	Webster	5,700	5,600	98
	<b>TENNESSEE</b>			
	Cumberland	11,100	10,900	98
	Madison	28,800	28,500	99

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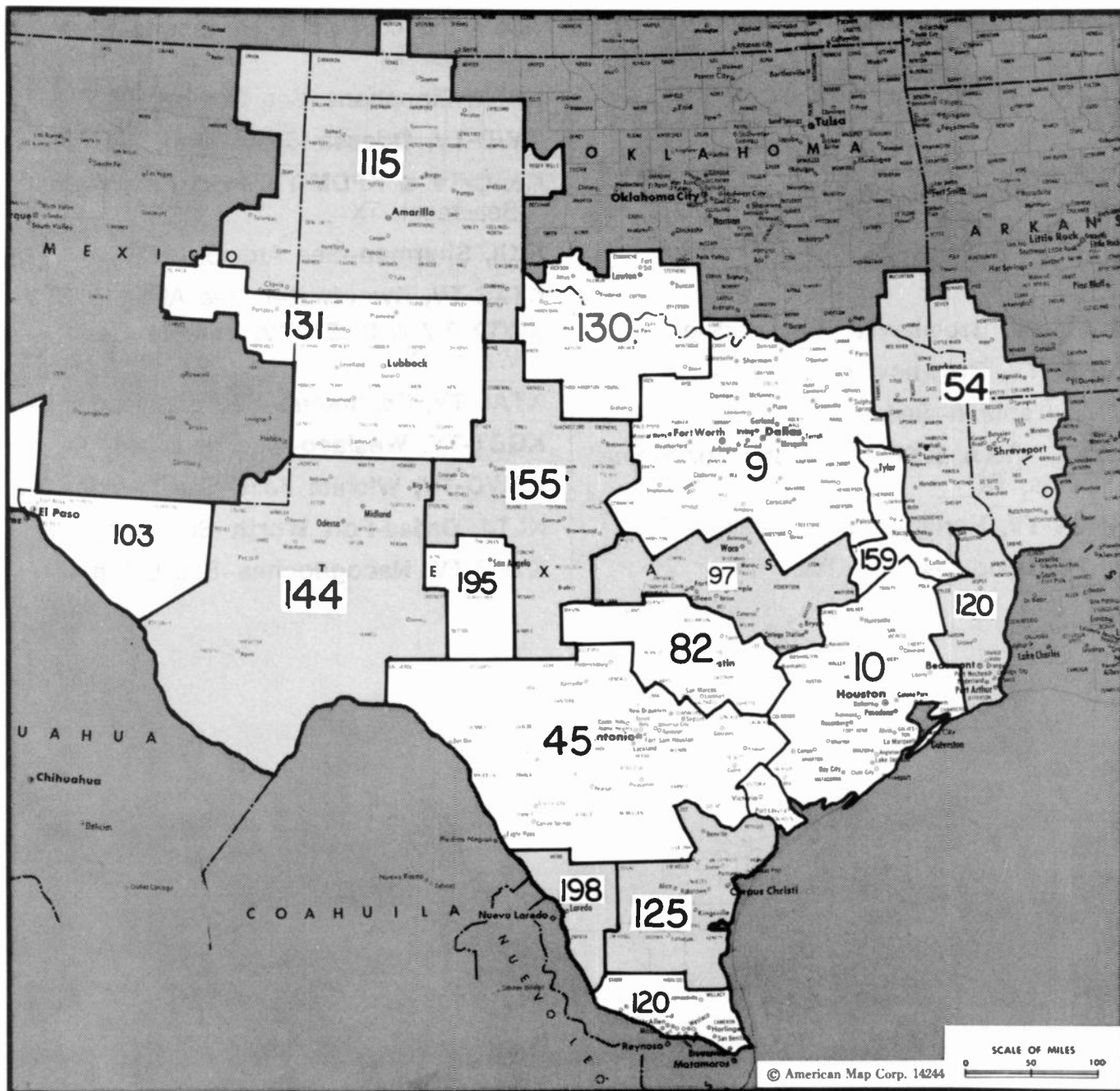
... a position in the industry maintained by those who read **Television Digest** regularly.

## WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Limestone	15,900	15,700	98
	Morgan	33,400	33,000	99
<b>KENTUCKY</b>				
Adair	5,700	5,600	98	
Fulton	3,400	3,400	100	
Grayson	7,800	7,700	99	
Green	4,000	3,900	98	
Marshall	10,300	10,200	99	
Russell	5,600	5,500	98	
Wayne	6,400	6,200	97	
<b>TENNESSEE</b>				
Cumberland	11,100	10,900	98	
Gibson	18,700	18,500	99	
Weakley	12,100	11,900	98	

## WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MISSISSIPPI—(Continued)</b>			
	Clay	7,200	7,100	99
	Itawamba	7,600	7,500	99
	Lee	21,400	21,100	99
	Monroe	12,600	12,400	98
	Oktibbeha	12,000	11,700	98
	Sunflower	9,600	9,300	97
	Washington	23,500	23,000	98
	<b>TENNESSEE</b>			
	Henderson	8,500	8,400	99
	Obion	12,500	12,400	99
Between 5-24%	<b>ARKANSAS</b>			
	Fulton	4,300	4,100	95
	Independence	11,800	11,500	98
	Monroe	4,900	4,700	96
	Woodruff	4,000	3,900	97
	<b>KENTUCKY</b>			
	Fulton	3,400	3,400	100
	<b>MISSOURI</b>			
	New Madrid	8,000	7,800	98
	<b>MISSISSIPPI</b>			
	Chickasaw	5,900	5,800	98
	Montgomery	4,600	4,500	98
	Tishomingo	7,300	7,100	98
	<b>TENNESSEE</b>			
	Carroll	10,500	10,300	98
	Decatur	4,400	4,300	98
Weakley	12,100	11,900	98	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX.....	1,454,400	9	KDFI-TV (27), KDFW-TV (4), KRLD-TV (33), KTVT (11), KTXA (21), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Houston, TX.....	1,401,100	10	KHOU-TV (11), KHTV (39), KPRC-TV (2), KRIV-TV (26), KTRK-TV (13), KTXH (20)
San Antonio, TX.....	506,200	45	KENS-TV (5), KMOL-TV (4), KSAT-TV (12), KWEX-TV (41)
Shreveport, LA-Texarkana, TX.....	446,600	54	KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
Austin, TX.....	276,000	82	KBVO-TV (42), KTBC-TV (7), KTVV (36), KVUE-TV (24)
Waco-Temple, TX.....	216,800	97	KBTX-TV (3), KCEN-TV (6), KWTX-TV (10)
El Paso, TX.....	201,400	103	KAVE-TV (6), KCIC (14), KDBC-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7)
Amarillo, TX.....	179,900	115	KAMR-TV (4), KFDA-TV (10), KJTV (14), KVII-TV (7), KVIJ-TV (8)
Beaumont-Port Arthur, TX.....	169,900	120	KBMT (12), KFDM-TV (6), KJAC-TV (4)
McAllen-Brownsville, TX (Lower Rio Grande Valley).....	169,900	120	KGBT-TV (4), KRGV-TV (5), KVEO (23)
Corpus Christi, TX.....	162,600	125	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Wichita Falls, TX-Lawton, OK.....	157,600	130	KAUZ-TV (6), KFDX-TV (3), KSWO-TV (7)
Lubbock, TX.....	157,400	131	KAMC (28), KCBD-TV (11), KJAA (34), KLBK-TV (13), KMCC (12)
Odessa-Midland, TX.....	133,500	144	KMID-TV (2), KOSA-TV (7), KTPX (9), KWAB-TV (4)
Abilene-Sweetwater, TX.....	114,400	155	KACB-TV (3), KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
Tyler, TX.....	98,200	159	KLTV (7), KTRF-TV (9)
San Angelo, TX.....	37,000	195	KIDY (6), KLST (8)
Laredo, TX.....	31,900	198	KGNS-TV (8), KVTY (13)
Victoria, TX.....	25,900	202	KAVU-TV (25), KVCT (19)

# Texas

## Texas Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	45	22	67
Educational Television Stations	5	5	<u>10</u>
			87

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KGBT-TV, Brownsville**--See Harlingen, TX

**KRGV-TV, Brownsville**--See Weslaco, TX

**KXII, Denison**--See Ardmore, OK

**KTVT, KTXA, KXAS-TV, Fort Worth**--See  
Dallas, TX

**KRGV-TV, Harlingen**--See Weslaco, TX

**KLTV, Longview**--See Tyler, TX

**KOSA-TV, Midland & Monahans**--See  
Odessa, TX

**KPTX, Monahans**--See Odessa, TX

**KMID-TV, Odessa**--See Midland, TX

**KJAC-TV & KFDM-TV, Port Arthur**--See  
Beaumont, TX

**KXII, Sherman**--See Ardmore, OK

**KTXS-TV, Sweetwater**--See Abilene, TX

**KWTX-TV & KCEN-TV, Temple**--See  
Waco, TX

**KTAL-TV, Texarkana**--See Shreveport, LA

**KGBT-TV, Weslaco**--See Harlingen, TX

**KSWO-TV, Wichita Falls**--See Lawton, OK

**KLTJ, Dallas-Fort Worth**--See Irving, TX

**KTRE-TV, Nacogdoches**--See Lufkin, TX

# Texas—Abilene

## KRBC-TV

Ch. 9

(Also operates satellite KACB-TV, San Angelo, TX)

**Network Service:** NBC.

**Licensee:** Abilene Radio & Television Co., 4510 S. 14th St. 79605.

**Studio:** 4510 S. 14th St., Abilene, TX 79605.

**Telephone:** 915-692-4242. **TWX:** 915-492-9210.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

**Transmitter:** Cedar Gap Mtn.

**News Service:** AP.

**Ownership:** L. Dale Ackers, pres., 33.2%; Christine Ackers Cagle, v.p., 24.16%; Jack Andrews, secy.-treas., 29.17%; Florence A. Andrews, 4.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, TX.

**Began Operation:** Aug. 24, 1953. Sale by **Abilene Reporter News** approved Sept. 16, 1953 (**Television Digest**, Vol. 9:35, 38).

**Represented (sales):** Blair Television.

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

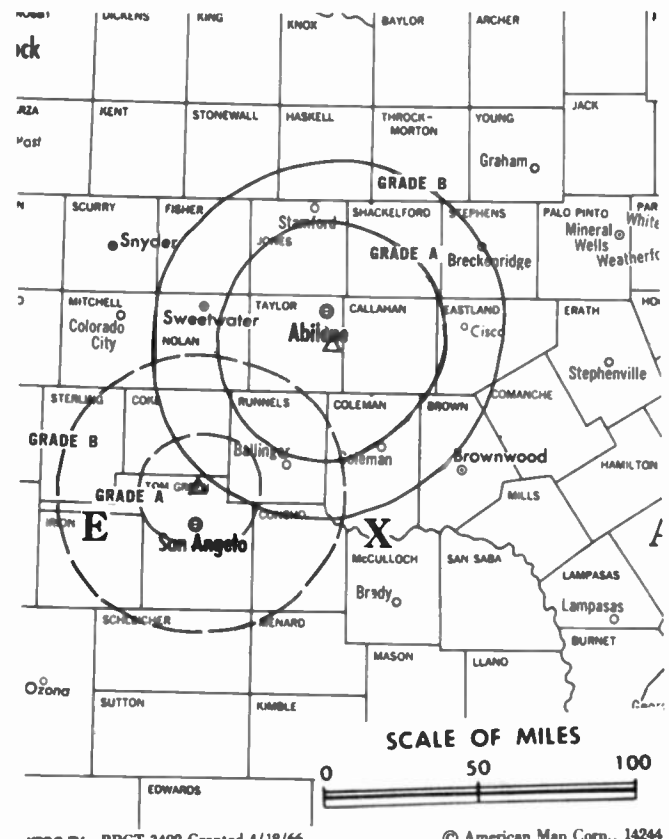
- DALE ACKERS, president.
- KEN KNOX, station & sales manager.
- JERRY SHACKELFORD, program director.
- DENNIS CHARLES, news director.
- CLYDE BENJAMIN, chief engineer.

**Highest 30 Sec. Rate** (May 1982): \$325.

**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>TEXAS</b>			
	Brown	13,700	13,400	98
	Callahan	4,600	4,500	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Comanche	5,000	4,900	98
	Concho	1,100	1,100	100
	Crockett	1,700	1,700	100
	Eastland	8,100	7,900	98
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	100
	Irion	500	500	100
	Jones	6,600	6,500	98
	Kimble	1,600	1,500	94
	Mc Culloch	3,500	3,400	97
	Menard	900	900	94



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mills	1,900	1,900	97
	Mitchell	3,400	3,300	97
	Nolan	6,600	6,500	98
	Runnels	4,600	4,500	98
	Schleicher	1,000	1,000	100
	Scurry	7,000	6,900	99
	Shackelford	1,600	1,600	100
	Stephens	4,400	4,300	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Sutton	1,900	1,800	95
	Taylor	41,900	41,500	99
	Tom Green	33,600	33,200	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Knox	1,900	1,900	100
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Erath	9,800	9,700	99
	Lampasas	4,800	4,700	98
	Reagan	1,400	1,400	100
	San Saba	2,500	2,400	96
Throckmorton	900	900	100	
<b>Station Totals</b>		<b>188,700</b>	<b>185,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>145,000</b>
<b>Average Daily Circulation (1984)</b>				<b>93,600</b>



# Texas—Abilene

## KTAB-TV

Ch. 32

**Network Service:** CBS.

**Licensee:** Big Country Television Co., Box 5676, Abilene, TX 79608.

**Studio:** 5401 S. 14th St., Abilene.

**Mailing Address:** Box 5676, Abilene, TX 79608.

**Telephone:** 915-695-2777. **TWX:** 910-897-5439.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"  
Longitude 99° 35' 39"

**Transmitter:** Near Hwy. 36, 15-mi. SE of Abilene.

**News Service:** AP.

**Satellite Earth Station:** R. H. Tyler, 3.9-meter; Automation Techniques and Scientific Atlanta receivers.

**Ownership:** William Terry, pres., 50%; Sydney E. Niblo, v.p., 5%; Abraham Allen, secy.-treas., 5%; Billy Bob Trotter, William P. Wright Jr., Zane R. Travis, Morey Millerman, Robert W. Morford, Jose Guerra & Robert Beckham, 5% each; Brian Mundy & Larry Fitzgerald, 2.5% each. **Note:** Sale to International Bcstg. pends (*Television Digest*, Vol. 24:18).

**Began Operation:** Oct. 6, 1979.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

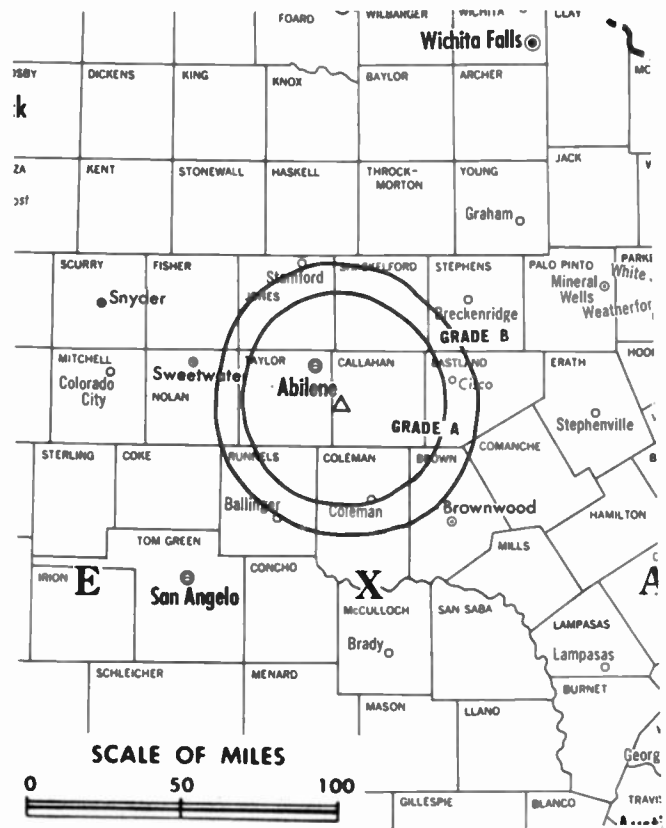
BILL TERRY, station & sales manager.  
BRYAN MUNDY, operations manager.  
JERRY MARSHALL, local sales manager.  
LARRY FITZGERALD, news director.  
LELAND OHLHAUSEN, chief engineer.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate** (July 6, 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>TEXAS</b>			
	Brown	13,700	13,400	98
	Callahan	4,600	4,500	98
	Coleman	4,300	4,200	98
	Comanche	5,000	4,900	98
	Eastland	8,100	7,900	98
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	100
	Jones	6,600	6,500	98



KTAB-TV BPCT-S169 Granted 3/20/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mitchell	3,400	3,300	97
	Nolan	6,600	6,500	98
	Shackelford	1,600	1,600	100
	Stephens	4,400	4,300	98
	Stonewall	1,000	1,000	100
	Taylor	41,900	41,500	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Coke	1,300	1,300	100
	Runnels	4,600	4,500	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Knox	1,900	1,900	100
	Mills	1,900	1,900	97
	San Saba	2,500	2,400	96
	Throckmorton	900	900	100
<b>Station Totals</b>		<b>126,500</b>	<b>124,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>90,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,700</b>	

# Texas—Sweetwater-Abilene

## KTXS-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** Catclaw Communications Co.

**Studio:** U.S. Hwy. 80, 1-mi. E of Sweetwater. **Abilene Studios:** U.S. Hwy. 83.

**Mailing Address:** Box 2997, Abilene, TX 79604.

**Telephones:** 915-677-2281 (Abilene); 915-236-6895 (Sweetwater).

**TWX:** 910-897-5401.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.7"  
Longitude 100° 06' 24.8"

**Transmitter:** 6.8-mi. SW of Merkel off U.S. 80.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Automation Techniques receivers.

**Ownership:** S. M. Moore Jr., pres., 100%; Portia B. Moore, v.p.; Charles E. Erwin, secy.-treas.

**Began Operation:** Jan. 30, 1956. Operation by former owners A. R. Elam & Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (*Television Digest*, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX Sale to present owners by Prima approved by FCC July 25, 1983.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Arter & Hadden & Associates.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

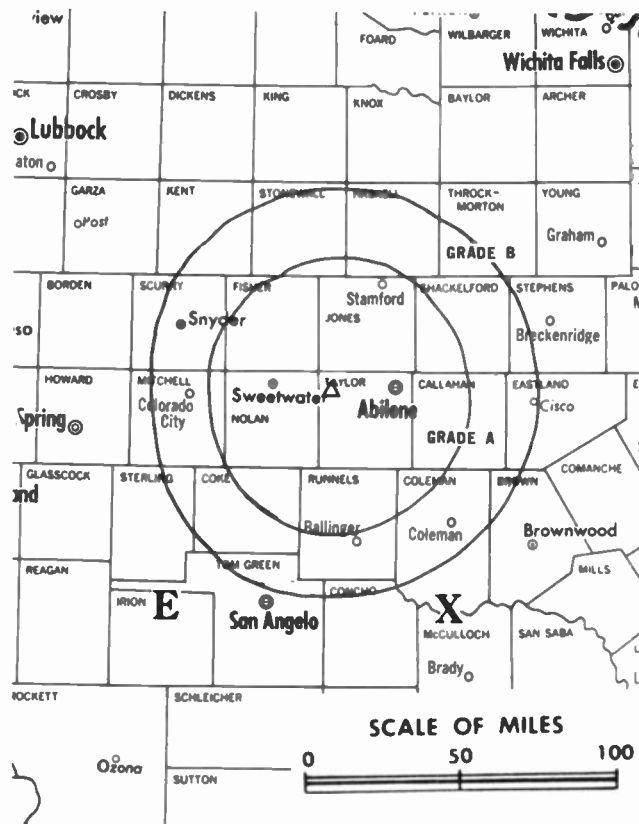
BILL BLANN, station manager.  
MOE STROUT, chief engineer.  
CLAY MILSTEAD, sales manager.

**Highest 30 Sec. Rate** (July 1, 1984): \$225.

**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>TEXAS</b>			
	Brown	13,700	13,400	98
	Callahan	4,600	4,500	98
	Coke	1,300	1,300	100
	Coleman	4,300	4,200	98
	Comanche	5,000	4,900	98
	Concho	1,100	1,100	100
	Fisher	2,200	2,200	100
	Haskell	3,000	3,000	100
	Jones	6,600	6,500	98
	Kent	400	400	100
	King	200	200	100
	Mitchell	3,400	3,300	97



KTXS-TV BMPCT-5021 Granted 4/25/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nolan	6,600	6,500	98
	Runnels	4,600	4,500	98
	Scurry	7,000	6,900	99
	Shackelford	1,600	1,600	100
	Stephens	4,400	4,300	98
	Sterling	400	400	100
	Stonewall	1,000	1,000	100
	Taylor	41,900	41,500	99

<b>TEXAS</b>				
<b>Between 25-49%</b>	Eastland	8,100	7,900	98
	Irion	500	500	100
	Knox	1,900	1,900	100
	Mc Culloch	3,500	3,400	97
	Mills	1,900	1,900	97
	Throckmorton	900	900	100
	Tom Green	33,600	33,200	99

<b>TEXAS</b>				
<b>Between 5-24%</b>	Borden	300	300	100
	Cottle	1,200	1,200	100
	Hood	8,600	8,500	99
	Menard	900	900	94
	Young	8,300	8,200	99

<b>Station Totals</b>	<b>183,000</b>	<b>180,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>	<b>110,400</b>		
<b>Average Daily Circulation (1984)</b>	<b>60,500</b>		

# Texas—Amarillo

## KAMR-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

**Studio:** Box 751, 2000 N. Polk St., Amarillo, TX 79189.

**Telephones:** 806-383-3321, studio; 817-322-3252, home office.

**TWX:** 910-898-4146.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1440-ft. above ground, 4902-ft. above sea level.

Latitude 35° 18' 52"  
Longitude 101° 50' 47"

**Transmitter:** N of Amarillo at Broadway & Mobley Dr.

**News Service:** AP.

**Satellite Earth Station:** Harris, 6-1-meter; Harris receivers.

**Ownership:** Darrold A. Cannan Jr., pres. & treas., 68.18%; Raymond E. Poindexter, v.p., 9.10%; Joe N. Sherrill Jr., secy., 4.54%; W. W. Hamilton, 13.64%; Joe N. Prothro, 4.54%. Cannan Communications has 45% interest in KBVO-TV, Austin, TX.

**Began Operation:** March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (**Television Digest**, Vol. 13:43; 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

**Represented (sales):** Blair Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

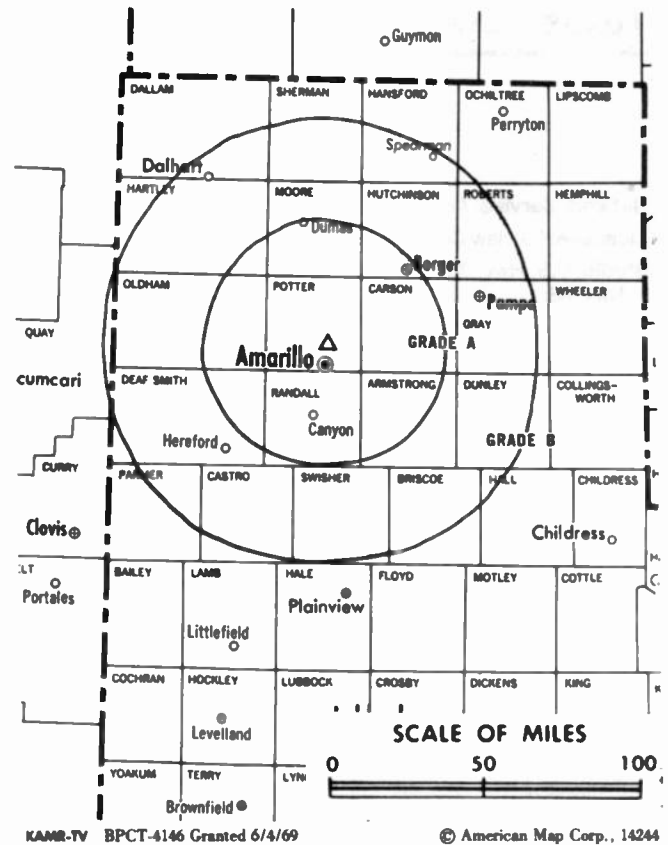
DARROLD A. CANNAN JR., president.  
RAY POINDEXTER, vice president & general manager.  
RON TILLERY, manager of broadcast operations.  
IRL BROWN, local sales manager.  
CALVIN HANDY, business manager.  
KEN HIGH, chief engineer.  
BRUCE MITCHELL, production manager.  
STEVE SNYDER, news director.

**Highest 30 Sec. Rate** (Aug. 1, 1983): \$400.

**NETWORK BASE HOURLY RATE:** \$988.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Morton	1,200	1,200	100
	Seward	6,500	6,400	98
	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	Union	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
Armstrong	800	800	100	
Briscoe	1,000	1,000	100	
Carson	2,500	2,500	100	
Castro	3,400	3,300	97	
Childress	2,800	2,800	98	
Collingsworth	1,800	1,700	94	
Cottle	1,200	1,200	100	
Dallam	2,500	2,500	100	
Deaf Smith	6,800	6,700	99	
Donley	1,600	1,600	100	
Gray	10,600	10,500	99	
Hall	2,200	2,100	95	
Hansford	2,300	2,300	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hardeman	2,500	2,500	98
	Hartley	1,500	1,500	100
	Hemphill	2,200	2,200	100
	Hutchinson	10,600	10,500	99
	Lipscomb	1,500	1,500	100
	Moore	6,100	6,100	100
	Ochiltree	3,600	3,600	100
	Oldham	700	700	100
	Parmer	3,500	3,500	100
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
	Swisher	3,400	3,400	100
	Wheeler	3,100	3,000	97
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Stevens	1,700	1,600	94
	<b>NEW MEXICO</b>			
Quay	4,200	4,000	95	
<b>OKLAHOMA</b>	Beaver	2,900	2,900	100
	<b>TEXAS</b>			
Hale	13,100	13,000	99	
Motley	800	800	100	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Beckham	8,200	8,000	98
	Ellis	2,300	2,200	96
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Jackson	10,700	10,600	99
	Roger Mills	2,000	2,000	98
	<b>TEXAS</b>			
	Foard	900	900	100
	Hockley	8,300	8,200	99
<b>Station Totals</b>		<b>243,700</b>	<b>240,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>174,200</b>
<b>Average Daily Circulation (1984)</b>				<b>114,300</b>

# Texas—Amarillo

## KFDA-TV

Ch. 10

**Network Service:** CBS.

**Licensee:** Panhandle Telecasting Co., Joint Venture, Box 1400, Amarillo, TX 79189-1400.

**Studio:** Broadway at Cherry Ave. 79105.

**Mailing Address:** Box 1400, Amarillo, TX 79189.

**Telephone:** 806-383-2226. **TWX:** 910-898-4124.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"  
Longitude 101° 50' 42"

**Transmitter:** Broadway St. at Cherry Ave., Amarillo.

**News Services:** CBS, NIWS, SWINS, UPI.

**Satellite Earth Stations:** Scientific-Atlanta & Harris, 5-meter; Scientific-Atlanta & Harris receivers.

**Ownership:** Lawton Cablevision Inc., 50%; KSWO TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc. & Duncan Bcstg. Co. Inc., 2.5% each. KSWO-TV is licensee of KSWO-TV, Lawton, OK; Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton & Duncan Bcstg. is licensee of KRHD-AM-FM, Duncan, OK.

**Began Operation:** April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** James E. Greeley.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**

HARRY NEUHARDT, general manager.

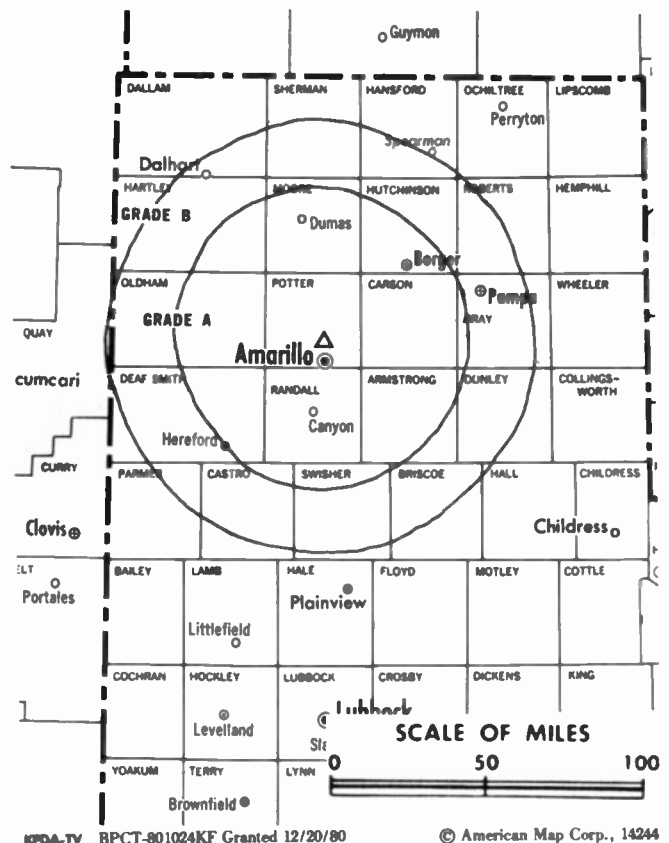
**Highest One Hour Rate:** \$1100.

**Highest 30 Sec. Rate** (July 18, 1984): \$500.

**NETWORK BASE HOURLY RATE:** \$535.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Morton	1,200	1,200	100
	Seward	6,500	6,400	98
	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	Union	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,400	100
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
Armstrong	800	800	100	
Briscoe	1,000	1,000	100	
Carson	2,500	2,500	100	
Castro	3,400	3,300	97	
Childress	2,800	2,800	98	
Collingsworth	1,800	1,700	94	
Cottle	1,200	1,200	100	
Dallam	2,500	2,500	100	
Deaf Smith	6,800	6,700	99	
Donley	1,600	1,600	100	
Gray	10,600	10,500	99	



KFDA-TV BPCT-801024KF Granted 12/20/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Hall	2,200	2,100	95
	Hansford	2,300	2,300	100
	Hartley	1,500	1,500	100
	Hemphill	2,200	2,200	100
	Hutchinson	10,600	10,500	99
	Lipscomb	1,500	1,500	100
	Moore	6,100	6,100	100
	Ochiltree	3,600	3,600	100
	Oldham	700	700	100
	Parmer	3,500	3,500	100
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Roberts	400	400	100
	Sherman	1,100	1,100	100
Swisher	3,400	3,400	100	
Wheeler	3,100	3,000	97	
<b>Between 25-49%</b>	<b>KANSAS</b>			
	Stevens	1,700	1,600	94
	<b>NEW MEXICO</b>			
Quay	4,200	4,000	95	
<b>OKLAHOMA</b>	Ellis	2,300	2,200	96
	<b>TEXAS</b>			
	Hardeman	2,500	2,500	98
Motley	800	800	100	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Harding	400	400	100
	<b>OKLAHOMA</b>			
Beaver	2,900	2,900	100	
Beckham	8,200	8,000	98	
Roger Mills	2,000	2,000	98	
<b>Station Totals</b>		<b>206,400</b>	<b>204,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>159,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>90,200</b>	

# Texas—Amarillo

## KJTV

Ch. 14

**Network Service:** None, independent.

**Grantee:** Ray Moran, Box 3757, Lubbock, TX 79452.

**Studio:** The Dumas Hwy., Amarillo, TX 79105.

**Telephone:** 806-374-9366.

**Mailing Address:** Box 15610, Amarillo, TX 79105.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 332-kw max. visual, 33.2-kw max. aural. Antenna: 812-ft. above av. terrain, 783-ft. above ground, 4246-ft. above sea level.

Latitude 35° 18' 55"  
Longitude 101° 50' 03"

**Transmitter:** Hwy. 287, 5-mi. N of Amarillo.

**News Service:** INN.

**Satellite Earth Station:** In operation.

**Ownership:** Ray Moran, 100%. See KJAA(TV), Lubbock.

**Began Operation:** Oct. 29, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Eugene L. Burke.

**Represented (engineering):** Guy Smith.

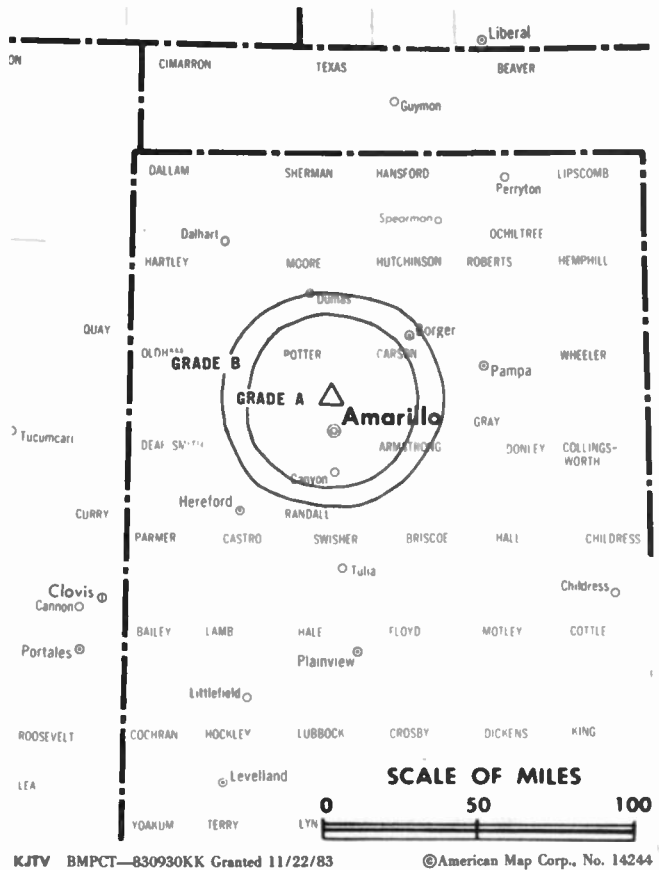
**Personnel:**

RAY MORAN, owner.  
PRESLEY YARBOROUGH, general manager.  
BRAD MORAN, national sales manager.  
ROBERT ESCALANTE, 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	%
50% & Over	TEXAS Oldham	700	700	100
	TEXAS Potter	40,300	40,000	99
Between 25-49%	TEXAS Randall	31,000	30,900	100
	TEXAS Armstrong	800	800	100
Between 5-24%	TEXAS Castro	3,400	3,300	97
	TEXAS Deaf Smith	6,800	6,700	99
	Station Totals	83,000	82,400	99
Net Weekly Circulation (1984)			24,300	
Average Daily Circulation (1984)			8,400	



KJTV BMPCT—830930KK Granted 11/22/83

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# ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

# Texas—Amarillo

## KVII-TV

Ch. 7

(Operates satellite KVIJ-TV, Sayre, OK)

**Network Service:** ABC.

**Licensee:** Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4328.

**Studio:** 1101 S. Pierce St., Amarillo, TX 79101-4328.

**Telephone:** 806-373-1787. **TWX:** 910-898-4136.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"  
Longitude 101° 52' 58"

**Transmitter:** 10.4-mi. N of Amarillo.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Stanley Marsh III, 51%; Michael C. Marsh, 30.25%; Tom F. Marsh, 17.75%; Estelle Marsh Watlington, 1%. Same principals own KVIJ-TV, Sayre, OK; KVIA-TV, El Paso, TX; KAVE-TV, Carlsbad, NM.

**Began Operation:** Dec. 21, 1957. Sale to Marsh Family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (*Television Digest*, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

- JAMES R. McCORMICK, president & general manager.
- JOHN W. PATRICK, general sales manager.
- WILLIAM R. CANADY, director of engineering.
- CHARLES M. DOUGLAS, operations manager.
- JOHN McKISSACK, news director.
- H. DEAN WILSON, production manager.
- JOHN JANEWAY, business manager.

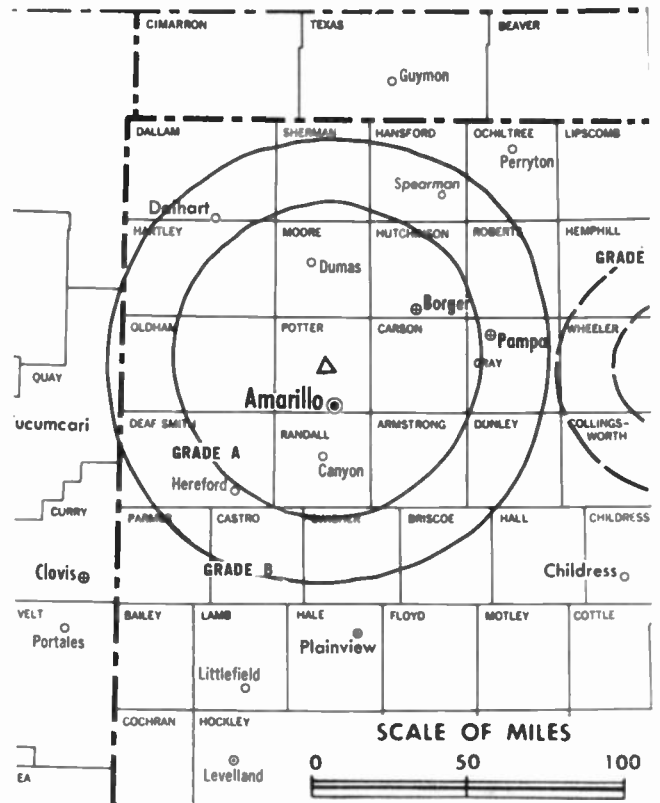
**Highest 30 Sec. Rate:** \$550.

**NETWORK BASE HOURLY RATE:** \$600.

**Arbitron Data:** Figures include KVIJ-TV, Sayre, OK.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Morton	1,200	1,200	100
	Seward	6,500	6,400	98
	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	Quay	4,200	4,000	95
	Union	1,700	1,600	94
	<b>OKLAHOMA</b>			
	Beckham	8,200	8,000	98
	Cimarron	1,400	1,400	100
	Harmon	1,700	1,700	100
	Roger Mills	2,000	2,000	98
	Texas	6,600	6,500	98
	<b>TEXAS</b>			
	Armstrong	800	800	100
Briscoe	1,000	1,000	100	
Carson	2,500	2,500	100	
Castro	3,400	3,300	97	
Childress	2,800	2,800	98	
Collingsworth	1,800	1,700	94	
Cottle	1,200	1,200	100	
Dallam	2,500	2,500	100	



KVII-TV BPCT-4170 Granted 4/2/69

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Deaf Smith	6,800	6,700	99	
	Donley	1,600	1,600	100	
	Gray	10,600	10,500	99	
	Hall	2,200	2,100	95	
	Hansford	2,300	2,300	100	
	Hartley	1,500	1,500	100	
	Hemphill	2,200	2,200	100	
	Hutchinson	10,600	10,500	99	
	Lipscomb	1,500	1,500	100	
	Moore	6,100	6,100	100	
	Ochiltree	3,600	3,600	100	
	Oldham	700	700	100	
	Parmer	3,500	3,500	100	
	Potter	40,300	40,000	99	
	Randall	31,000	30,900	100	
Roberts	400	400	100		
Sherman	1,100	1,100	100		
Swisher	3,400	3,400	100		
Wheeler	3,100	3,000	97		
<b>Between 25-49%</b>	<b>KANSAS</b>				
	Stevens	1,700	1,600	94	
	<b>OKLAHOMA</b>				
	Beaver	2,900	2,900	100	
	Ellis	2,300	2,200	96	
<b>TEXAS</b>					
Hale	13,100	13,000	99		
Motley	800	800	100		
<b>Between 5-24%</b>	<b>OKLAHOMA</b>				
	Dewey	2,400	2,400	100	
	Greer	3,000	2,900	97	
	Jackson	10,700	10,600	99	
	Kiowa	5,400	5,300	98	
	Washita	5,600	5,500	98	
	<b>TEXAS</b>				
	Hardeman	2,500	2,500	98	
	<b>Station Totals</b>		<b>247,900</b>	<b>245,000</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>				<b>188,300</b>
<b>Average Daily Circulation (1984)</b>				<b>132,500</b>	

# Texas—Austin

## KBVO-TV

Ch. 42

**Network Service:** None, independent.

**Licensee:** Austin Television, c/o Darrold G. Cannan Jr., 503 City National Bank Bldg., Wichita Falls, TX 76301.

**Studio:** 10700 Metric Blvd., Austin, TX 78758.

**Telephone:** 512-835-0042.

**Mailing Address:** Box 2728, Austin, TX 78768.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"  
Longitude 97° 48' 06"

**Transmitter:** 1.4-mi. W of Austin, 0.8-mi. NW of Mt. Larson.

**News Service:** AP.

**Satellite Earth Station:** Harris, 6.1-meter.

**Ownership:** Austin Telecasting Co. & Channel 42 of Austin Inc., 43.59% each; Six Percent Inc., 5.82%; Mountain Laurel Bcstg. Inc., 4%; Beardcorp, 3%. Austin Telecasting ownership: Cannan Communications Inc. See KAMR-TV, Amarillo, TX. Channel 42 of Austin ownership: Michael D. McKinnon, pres., 20%; South Texas Telecasting Co. Inc., 80%. South Texas Telecasting is licensee of KIII(TV), Corpus Christi, TX Six Percent ownership: Joy Manning Scott, pres., 16.7%; Joe M. Kilgore, Ben T. Head, Harry M. Whittington, Dr. John Q. Taylor King, Mary Nell Garrison, 16.66% each. Mountain Laurel Bcstg. Inc. ownership: Frank W. Head, pres., 81%; Jack Apple, v.p., 5%; Bill Carter, secy., 1%; Juan Cotera, 13%. Head owns 10% of Bluebonnet Bcstg. Co., Ch. 48 applicant in Galveston. Bill Carter owns 2% of KIDY(TV), San Angelo, TX. Beardcorp ownership: Steven F. Beard Jr., pres., 100%.

**Began Operation:** Dec. 4, 1983.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jules Cohen & Associates.

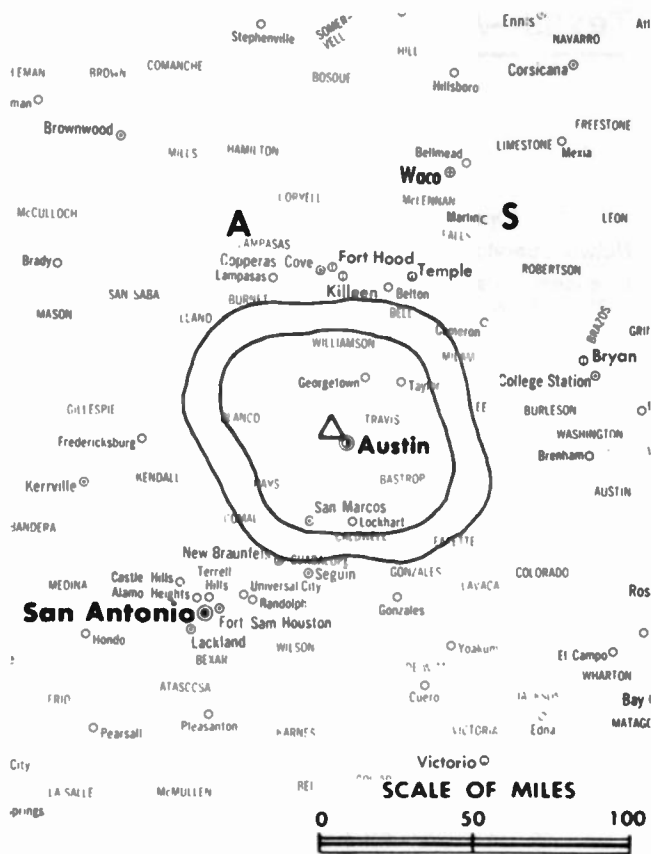
**Personnel:**

STEVE BEARD, general manager & sales manager.  
CLYDE FORMBY, operations manager.  
ERNIE HARTT, chief engineer.  
RAY McEACHERN, business 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>TEXAS</b>				
Between 5-24%	Bastrop	10,000	9,800	98
	Burnet	8,100	8,000	99
	Caldwell	8,000	7,800	97
	Fayette	8,000	7,600	95
	Hays	14,500	14,200	98
	Lee	4,400	4,300	98
	Llano	4,800	4,700	98
	Travis	183,100	180,900	99
	Williamson	29,900	29,400	98
<b>Station Totals</b>		<b>270,800</b>	<b>266,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>44,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,100</b>	



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# Texas—Austin

## KTBC-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

**Studio:** Tenth & Brazos Sts., Box 2223, Austin 78768.

**Mailing Address:** Box 2223, Austin, TX 78768.

**Telephone:** 512-476-7777. **TWX:** 910-874-1301.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1268-ft. above av. terrain, 1137-ft. above ground, 2037-ft. above sea level.

Latitude 30° 18' 36"  
Longitude 97° 47' 33"

**Transmitter:** 3.8-mi. NW of State Capitol.

**News Services:** AP, NIWS, CBS.

**Satellite Earth Stations:** Scientific Atlanta, 7-meter & 3.6-meter; Prodelin 3.8 meter.

**Ownership:** Times Mirror Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (*Television Digest*, Vol. 12:37; 13:37).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Lohnes & Culver.

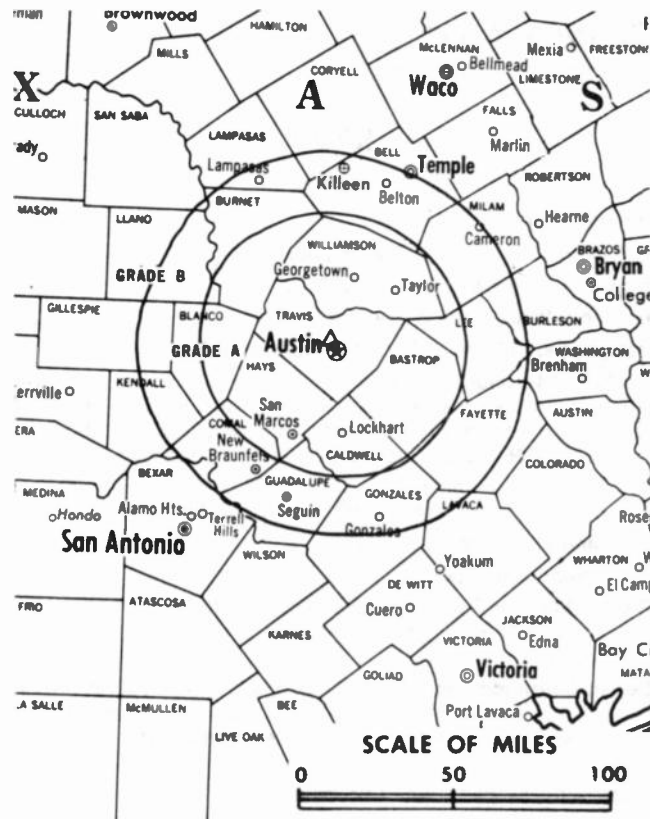
### Personnel:

JOHN J. McCRORY, president.  
WAYNE THOMAS, v.p. & general manager.  
CHARLIE KING, general sales manager.  
LONDA TRIAL, program director.  
KEN SNOW, promotion director.  
TIM GARDNER, news director.  
CASON CAPPS, chief engineer.

**Rates:** Not available.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bastrop	10,000	9,800	98
	Bell	57,700	57,100	99
	Blanco	2,200	2,200	100
	Burleson	4,700	4,500	97
	Burnet	8,100	8,000	99
	Caldwell	8,000	7,800	97
	Coryell	16,100	15,900	99
	Fayette	8,000	7,600	95
	Gillespie	5,700	5,500	96
	Hays	14,500	14,200	98
	Lampasas	4,800	4,700	98
	Lee	4,400	4,300	98
	Llano	4,800	4,700	98



KTBC-TV BMPCT-4016 Granted 7/27/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Mason	1,500	1,400	93
	Milam	8,700	8,500	98
	San Saba	2,500	2,400	96
	Travis	183,100	180,900	99
	Williamson	29,900	29,400	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Hamilton	3,800	3,700	97
	Lavaca	7,500	7,200	96
	Mc Culloch	3,500	3,400	97
Robertson	5,900	5,800	98	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazos	39,000	38,400	98
	Colorado	7,500	7,300	97
	Comal	15,000	14,800	99
	De Witt	7,200	7,000	97
	Duval	4,100	4,000	98
	Falls	7,200	7,100	98
	Gonzales	6,100	6,000	98
	Guadalupe	17,800	17,500	98
Kerr	12,600	12,300	98	
Madison	3,500	3,400	97	
<b>Station Totals</b>		<b>522,600</b>	<b>513,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>332,100</b>
<b>Average Daily Circulation (1984)</b>				<b>196,400</b>



# Texas—Austin

**KTVV**

Ch. 36

**Network Service:** NBC.

**Licensee:** K.C.I. (Texas), Box 490, Austin 78767.

**Studio:** 908 West M.L.K. Jr. Blvd. 78701.

**Mailing Address:** Box 490, Austin, TX 78767.

**Telephone:** 512-476-3636. **TWX:** 910-874-1370.

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"  
Longitude 97° 47' 58"

**Transmitter:** Trail of Madrones Rd.

**News Services:** AP, UPI.

**Ownership:** Mid-Texas Broadcasting Inc., 100%, in turn owned 100% by LIN Bcstg. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (**Television Digest**, Vol. 18:16, 17).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

**Personnel:**

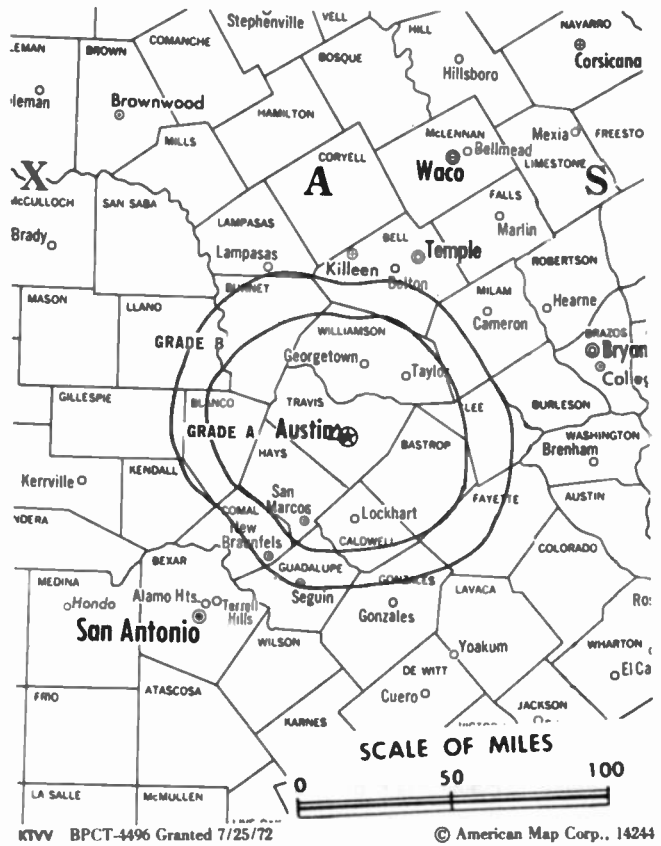
- MAX ANDREWS, general manager.
- STEVE McDONALD, general sales manager.
- DEBBY BUGGS, national & regional sales manager.
- BILL HUTCHISON, director of engineering.
- ROBERT DEAN, news director.

**Highest 30 Sec. Rate** (July 6, 1984): \$1500.

**Rates:** Not available.

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>TEXAS</b>			
	Bastrop	10,000	9,800	98
	Blanco	2,200	2,200	100
	Burnet	8,100	8,000	99
	Hays	14,500	14,200	98
	Lee	4,400	4,300	98
	Llano	4,800	4,700	98
	Mason	1,500	1,400	93
	Travis	183,100	180,900	99
Williamson	29,900	29,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Bell	57,700	57,100	99
	Burleson	4,700	4,500	97
	Caldwell	8,000	7,800	97
	Coryell	16,100	15,900	99
	Fayette	8,000	7,600	95
	Gillespie	5,700	5,500	96
	Milam	8,700	8,500	98
San Saba	2,500	2,400	96	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Brazos	39,000	38,400	98
	Comal	15,000	14,800	99
	Lampasas	4,800	4,700	98
	Lavaca	7,500	7,200	96
	Mc Culloch	3,500	3,400	97
Robertson	5,900	5,800	98	
<b>Station Totals</b>		<b>445,600</b>	<b>438,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>267,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>131,900</b>	

# Texas—Austin

## KVUE-TV

Ch. 24

**Network Service:** ABC.

**Licensee:** KVUE-TV Inc., Box 9927, Austin, TX 78766.

**Studio:** 3201 Steck Ave., Austin, TX 78758.

**Telephone:** 512-459-6521.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"  
Longitude 97° 48' 10"

**Transmitter:** On Hill W of Trail of the Madrones Rd., near Austin.

**News Services:** AP, UPI.

**Satellite Earth Station:** Stardish, 5-meter; Gardiner receivers.

**Ownership:** Evening News Assn., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 12, 1971. Sale to present owner by Tolbert Foster, Allan Shivers, et al., approved by FCC Sept. 8, 1978 (**Television Digest**, Vol. 18:21, 38).

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

JOE T. JERKINS, vice president & general manager.

ANDY LEE, station manager.

JIM NORTON, general sales manager.

GLENN MASSEY, national sales manager.

AL HELTON, program manager.

ELMO BROWN, community relations manager.

PAT MOLANDER, public affairs director.

RUSS STOCKTON, news director.

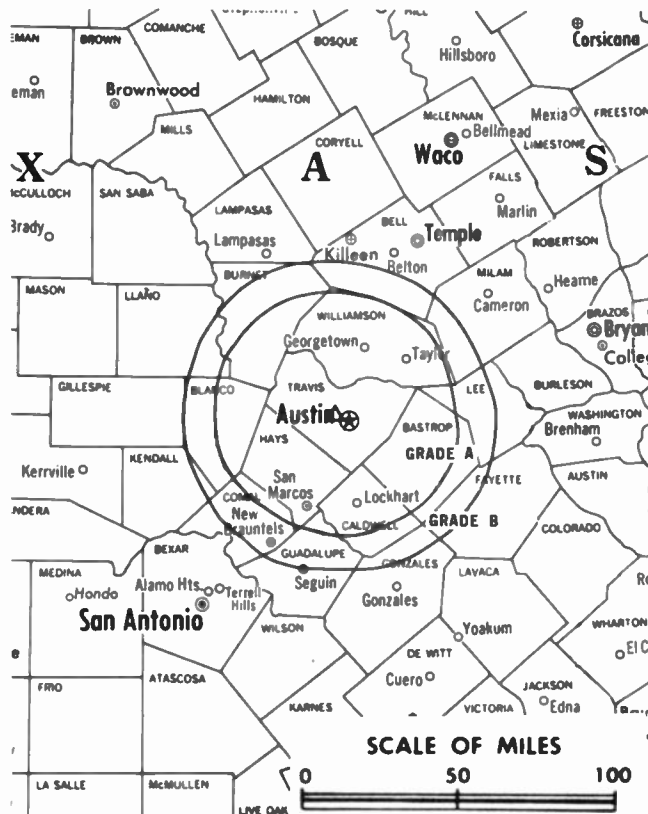
MICHAEL J. WENGLAR, chief engineer.

**Highest 30 Sec. Rate** (July 9, 1984): \$1250.

**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>TEXAS</b>			
	Bastrop	10,000	9,800	98
	Blanco	2,200	2,200	100
	Burnet	8,100	8,000	99
	Caldwell	8,000	7,800	97
	Fayette	8,000	7,600	95
	Hays	14,500	14,200	98
	Lee	4,400	4,300	98
	Llano	4,800	4,700	98
	Mason	1,500	1,400	93



KVUE-TV BMPCT-7272 Granted 3/2/71

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Milam	8,700	8,500	98
	Travis	183,100	180,900	99
	Williamson	29,900	29,400	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Burleson	4,700	4,500	97
	Gillespie	5,700	5,500	96
	Lampasas	4,800	4,700	98
	Robertson	5,900	5,800	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Bell	57,700	57,100	99
	Brazos	39,000	38,400	98
	Coryell	16,100	15,900	99
	Gonzales	6,100	6,000	98
	Mc Culloch	3,500	3,400	97
	San Saba	2,500	2,400	96
Washington	8,300	8,000	96	
<b>Station Totals</b>		<b>444,700</b>	<b>437,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>269,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>169,300</b>	

# Texas—Beaumont-Port Arthur

**KBMT**

**Ch. 12**

**Network Service:** ABC.

**Licensee:** Texas Telecasting Inc., Box 1550, Beaumont, TX 77704.

**Studio:** 525 Interstate Hwy. 10 S. 77704.

**Mailing Address:** Box 1550, Beaumont, TX 77704.

**Telephone:** 409-833-7512.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1022-ft. above ground, 1049-ft. above sea level.

Latitude 30° 11' 26"  
Longitude 93° 53' 08"

**Transmitter:** 2-mi. W of Mauriceville, TX.

**News Service:** AP.

**Satellite Earth Station:** Harris, 7-meter; Harris receivers.

**Ownership:** Michael D. McKinnon, pres., 70.11%; Clinton Dan McKinnon, v.p.-asst. secy.; Clinton D. McKinnon, dir., 28.17%. McKinnons control KIII(TV), Corpus Christi. Michael McKinnon owns 43% & Clinton Dan McKinnon 57% of KSON(AM), San Diego. Principals have interest in KBVO-TV, Austin, TX.

**Began Operation:** June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (*Television Digest*, Vol. 16:27).

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

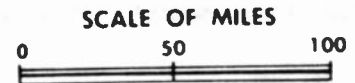
MICHAEL D. MCKINNON, president.  
BOB WHITE, v.p., general manager & general sales manager.  
ROGER HENSLEY, production manager.  
AUSTIN HODGES, chief engineer.  
JOHN KREMER, promotion manager.  
MATT JAMES, news director.

**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	%
50% & Over	<b>LOUISIANA</b>			
	Calcasieu	61,800	61,100	99
	Cameron	3,400	3,300	97
	<b>TEXAS</b>			
	Hardin	15,400	15,100	98
	Jasper	11,900	11,700	98



KBMT BPCT-3266 Granted 1/6/65

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	94,600	93,900	99
	Newton	5,000	4,900	97
	Orange	30,400	30,100	99
	Tyler	6,500	6,300	97
Between 25-49%	<b>LOUISIANA</b>			
	Beauregard	10,600	10,300	97
	Vernon	17,200	16,700	97
Between 5-24%	<b>LOUISIANA</b>			
	Jefferson Davis	11,000	10,800	98
Station Totals	<b>TEXAS</b>			
	Chambers	7,400	7,300	99
	Liberty	18,600	18,300	98
	Polk	10,500	10,200	97
	San Jacinto	5,100	4,900	96
<b>Station Totals</b>		<b>313,100</b>	<b>308,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>209,900</b>
<b>Average Daily Circulation (1984)</b>				<b>122,100</b>

# Texas—Beaumont-Port Arthur

## KFDM-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Freedom-TV Sub Inc., Box 7128, Beaumont 77706.

**Studio:** 2955 Interstate 10 East, Beaumont 77702.

**Mailing Address:** Box 7128, Beaumont, TX 77702.

**Telephone:** 409-892-6622. **TWX:** 910-884-5121.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"  
Longitude 93° 58' 44"

**Transmitter:** U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

**News Service:** AP.

**Satellite Earth Stations:** Microdyne; 7-meter.

**Ownership:** Freedom Newspapers Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations.

**Began Operation:** April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (*Television Digest*, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May, 1969 (Vol. 9:19).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

- LARRY BEAULIEU, general manager.
- C. RIX GAREY, general sales manager.
- RICHARD KIHN, chief engineer.

**Highest 30 Sec. Rate** (Jan. 22, 1984): \$3000.

**NETWORK BASE HOURLY RATE:** \$965.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Calcasieu	61,800	61,100	99
	<b>TEXAS</b>			
	Hardin	15,400	15,100	98
	Jasper	11,900	11,700	98
	Jefferson	94,600	93,900	99
	Newton	5,000	4,900	97
	Orange	30,400	30,100	99
	Sabine	3,700	3,600	97
	Tyler	6,500	6,300	97



KFDM-TV BPCT-3107 Granted 1/30/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Cameron	3,400	3,300	97
	<b>TEXAS</b>			
	Chambers	7,400	7,300	99
	Polk	10,500	10,200	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Allen	7,600	7,400	97
	Beauregard	10,600	10,300	97
	Vernon	17,200	16,700	97
	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	Liberty	18,600	18,300	98
	San Augustine	3,500	3,400	97
<b>Station Totals</b>		<b>332,300</b>	<b>327,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>216,200</b>
<b>Average Daily Circulation (1984)</b>				<b>146,700</b>

# Texas—Port Arthur-Beaumont

## KJAC-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** Southeast Texas Television Corp., Box 3257, Port Arthur, TX 77643.

**Studio:** 17th & Woodworth Blvd., Port Arthur.

**Mailing Address:** Box 3257, Port Arthur, TX 77643.

**Telephone:** 409-985-5557. **TWX:** 910-886-5307.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"  
Longitude 93° 59' 11"

**Transmitter:** NW of TX Rte. 235, 2.8-mi. NE of Vidor.

**News Services:** AP, NBC.

**Ownership:** Clay Communications Inc., 100%. For other interests, see WWAY, Wilmington, N.C.

**Began Operation:** Oct. 22, 1957, equally-owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (*Television Digest*, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to present owner approved May 31, 1973.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Personnel:**

GEORGE DIAB, president.  
ROY D. SHOTTS, vice president & general manager.  
CHARLES RAVELL, chief engineer.  
JACK DAHMER, sales manager.

**Highest 30 Sec. Rate** (June 1, 1984): \$475.

**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>TEXAS</b>			
	Hardin	15,400	15,100	98
	Jasper	11,900	11,700	98
	Jefferson	94,600	93,900	99
	Newton	5,000	4,900	97
	Orange	30,400	30,100	99
	Sabine	3,700	3,600	97
	Tyler	6,500	6,300	97



KJAC-TV BPC-T-4322 Granted 5/13/70

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Beauregard	10,600	10,300	97
	Calcasieu	61,800	61,100	99
	<b>TEXAS</b>			
	Chambers	7,400	7,300	99
<b>Between 5-24%</b>	Liberty	18,600	18,300	98
	Polk	10,500	10,200	97
	San Jacinto	5,100	4,900	96
	<b>LOUISIANA</b>			
	Cameron	3,400	3,300	97
<b>Station Totals</b>	Vernon	17,200	16,700	97
	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	San Augustine	3,500	3,400	97
	Trinity	4,100	3,900	96
<b>Station Totals</b>		<b>333,900</b>	<b>328,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>200,100</b>
<b>Average Daily Circulation (1984)</b>				<b>117,400</b>

# Texas—Big Spring

## KWAB-TV

Ch. 4

(Satellite of KTPX, Odessa, TX)

**Network Service:** NBC.

**Licensee:** Permian Basin Television Corp., Box 6699, Midland, TX 79711.

**Studio:** 2500 Kentucky Way, Big Spring, TX 79720.

**Telephone:** 915-263-4901.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude 32° 15' 14"  
Longitude 101° 26' 44"

**Transmitter:** 2500 Kentucky Way, Big Spring.

**News Service:** NBC, UPI.

**Satellite Earth Stations:** 3 in operation; Harris receivers.

**Ownership:** See KTPX, Odessa, TX.

**Began Operation:** Jan. 15, 1956.

**Represented (sales):** Blair Television.

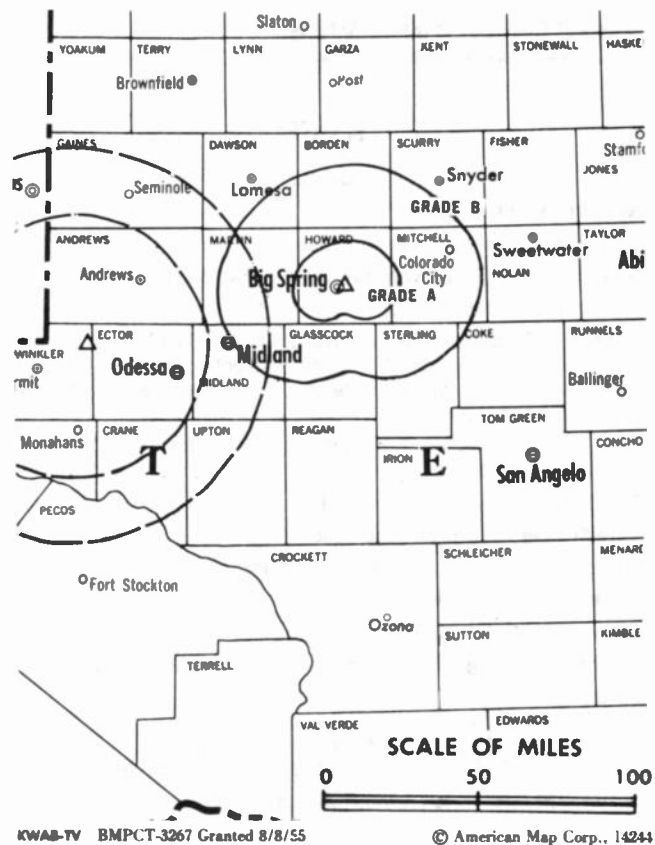
**Represented (legal):** James E. Greeley.

**Represented (engineering):** Robert L. Purcell.

**Personnel:** See KTPX, Odessa, TX.

**Rates:** Sold in combination with KTPX, Odessa, TX.

**Arbitron Data:** Included with KTPX, Odessa, TX.



# TV - Radio - CATV - Newspaper

## Robert W. Rounsaville & Associates

### MEDIA BROKERS AND CONSULTANTS

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ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426 /1-800-328-3500

# Texas—Brownsville

**KVEO**

Ch. 23

**Network Service:** NBC.

**Licensee:** Ronald Sommers, Trustee.

**Studio:** 394 N. Expressway, Brownsville, TX 78521.

**Telephone:** 512-544-2323.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"  
Longitude 97° 50' 16"

**Transmitter:** 2-mi. S of La Feria, TX.

**Satellite Earth Station:** In operation.

**Ownership:** Tierra del Sol Bcstg. Corp. **Note:** Sale pends.

**Began Operation:** Dec. 18, 1981.

**Represented (sales):** Avery-Knodel.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert.

**Personnel:**

EARL NOEL, general manager.

MORELSA GARZA, sales & traffic coordinator.

YOLANDA CORTEZ, program director & admin. assistant.

**Highest 30 Sec. Rate** (July 9, 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	%
50% & Over	TEXAS			
	Cameron	67,400	66,400	99
	Hidalgo	88,900	87,300	98
	Willacy	4,900	4,800	98
Between 25-49%	TEXAS			
	Starr	8,000	7,700	96
Between 5-24%	TEXAS			
	Brooks	2,700	2,600	96
	Kenedy	200	200	100
<b>Station Totals</b>		<b>172,100</b>	<b>169,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>115,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,300</b>	



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# Texas—Bryan

## KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

**Network Service:** CBS.

**Licensee:** Brazos Broadcasting Co., Box 3730, Bryan, TX 77801.

**Studio:** 4141 E. 29th St., Bryan, TX 77805.

**Telephone:** 409-846-7777.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"  
Longitude 96° 01' 50"

**Transmitter:** 4-mi. SE of Carlos, TX.

**News Service:** UPI.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** KWTX Bcstg. Co., 50%; M. N. Bostick, pres. & gen. mgr., 10%; Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; Ann Mitchell, dir., 10%; estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan, 10%. See KWTX-TV, Waco, TX.

**Began Operation:** May 22, 1957.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Jacob.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

M. N. BOSTICK, president.  
HARRY LEE GILLAM, v.p. & station manager.  
WAYNE KUBE, chief engineer.  
ULMAN McMULLEN, operations manager.

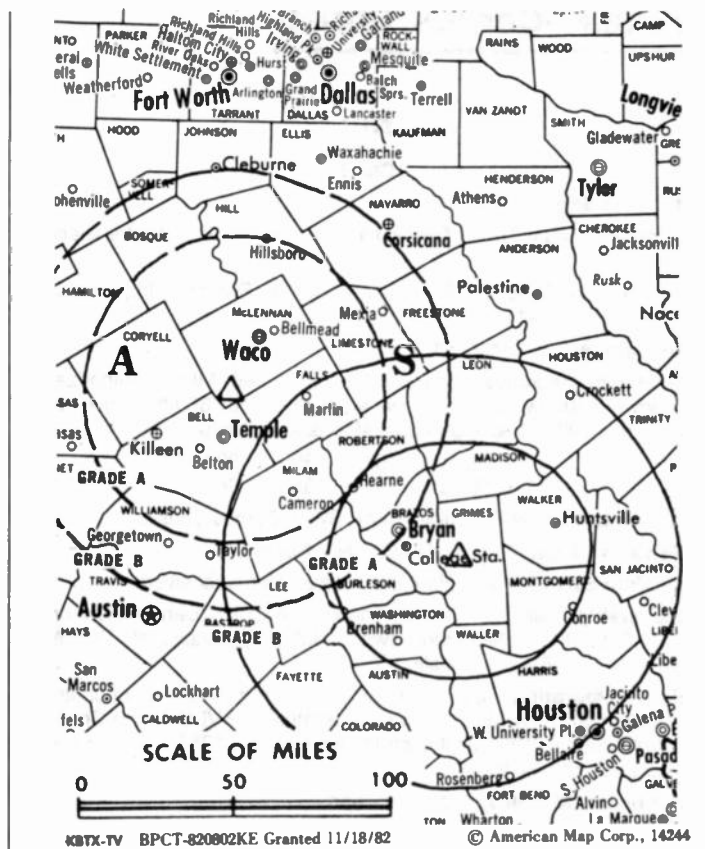
**Rates:** For national rate see KWTX-TV, Waco.

**Highest 30 Sec. Rate (April, 1984):** \$140.

**NETWORK BASE HOURLY RATE:** \$401.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazos	39,000	38,400	98
	Burleson	4,700	4,500	97
	Grimes	5,300	5,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Leon	4,300	4,100	96
	Madison	3,500	3,400	97
	Walker	13,800	13,300	97
Between 25-49%	TEXAS			
	Robertson	5,900	5,800	98
	Trinity	4,100	3,900	96
	Waller	6,500	6,300	98
Between 5-24%	TEXAS			
	Houston	8,100	7,900	97
	Lee	4,400	4,300	98
	San Jacinto	5,100	4,900	96
	Washington	8,300	8,000	96
Station Totals		113,000	109,900	97
Net Weekly Circulation (1984)			74,500	
Average Daily Circulation (1984)			47,400	



# Texas—Corpus Christi

**KIII**

**Ch. 3**

**Network Service:** ABC.

**Licensee:** South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.

**Studio:** Box 6669, S. Padre Island Dr. & Everhart Rd., Corpus Christi, TX 78411.

**Telephone:** 512-854-4733.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"  
Longitude 97° 36' 04"

**Transmitter:** Near Petronilla, 15-mi. SW of Corpus Christi.

**News Services:** AP, ABC, NIWS, CNN, Newsbank.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Michael D. McKinnon, 66.65%; Dan McKinnon, 30.85%. M. D. McKinnon owns KBMT(TV), Beaumont, TX; has interest in KBVO-TV, Austin, TX.

**Began Operation:** May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Ch. 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

MICHAEL D. MCKINNON, president & general manager.

BILLY BROTHERTON, vice president & station manager.

JAMES GILLECE, vice president, finance.

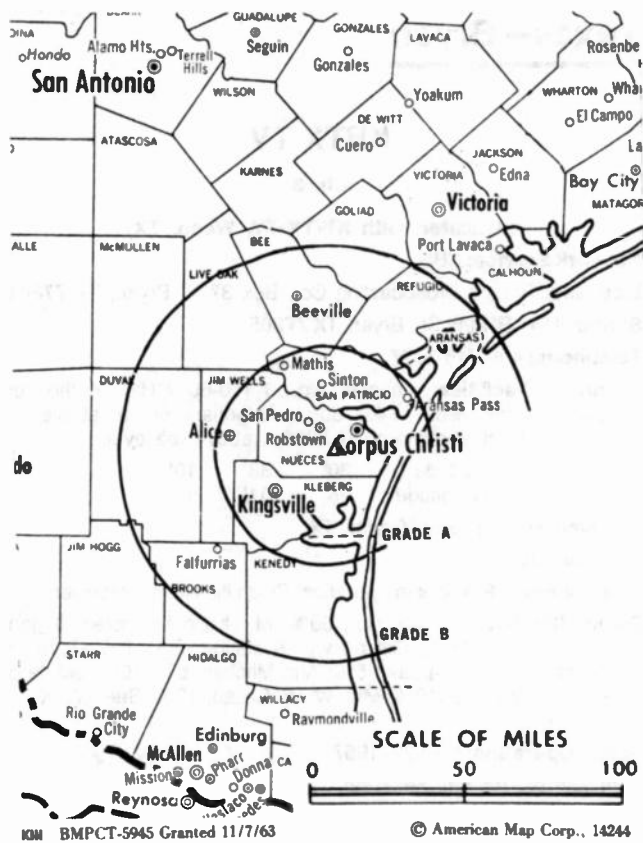
JOHN ROSS, chief engineer.

**Highest 30 Sec. Rate** (Feb. 17, 1984): \$650.

**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>	TEXAS			
	Aransas	6,100	6,000	98
	Bee	8,700	8,500	98
	Brooks	2,700	2,600	96
	Duval	4,100	4,000	98
	Jim Hogg	1,900	1,800	95



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jim Wells	12,200	11,900	98
	Kleberg	10,700	10,500	98
	Live Oak	3,700	3,600	97
	Nueces	93,800	92,600	99
	Refugio	3,300	3,300	100
	San Patricio	19,600	19,200	98
<b>Between 25-49%</b>	TEXAS			
	Kenedy	200	200	100
	Zapata	2,400	2,300	96
<b>Between 5-24%</b>	TEXAS			
Calhoun	7,100	7,000	99	
<b>Station Totals</b>		<b>176,500</b>	<b>173,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>157,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>115,000</b>	

# Texas—Corpus Christi

**KORO**

**Ch. 28**

**Network Service:** Spanish International Network.

**Licensee:** Telecorpus Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

**Studio:** The 600 Bldg., 102 N. Mesquite, Corpus Christi, TX 78401.

**Telephone:** 512-883-2823.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 321-kw max. & 183-kw horizontal visual, 50-kw max. & 28.5-kw horizontal aural. Antenna: 330-ft. above av. terrain, 329-ft. above ground, 367-ft. above sea level.

Latitude 27° 47' 46"  
Longitude 97° 23' 47"

**Transmitter:** The 600 Bldg., Corpus Christi.

**Satellite Earth Station:** Comtech, 10-meter.

**Ownership:** Jose R. De Leon Jr., pres.; Olivero Everett, v.p.; C. G. Oliveira, secy.-treas.; Tony Bonilla, Roberto Bosquez, Oscar Garcia, Ernesto Sierra, Humberto Garcia, 11.11% each.

**Began Operation:** April 13, 1977.

**Represented (sales):** SIN Television Network.

**Represented (legal):** McKenna, Wilkinson & Kittner.

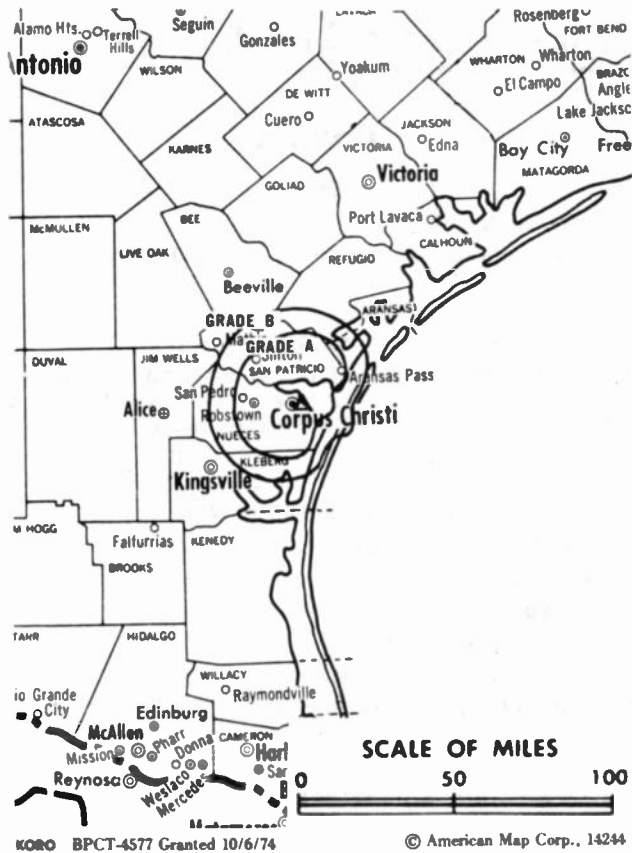
**Personnel:**

SERVANDO CABALLERO, general manager.  
FELIPE FRANCO, chief engineer.

**Highest 30 Sec. Rate** (July 9, 1984): \$220.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Duval	4,100	4,000	98
	Kleberg	10,700	10,500	98
	Nueces	93,800	92,600	99
	Refugio	3,300	3,300	100
	San Patricio	19,600	19,200	98
<b>Station Totals</b>		<b>131,500</b>	<b>129,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>15,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>7,400</b>	



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# Texas—Corpus Christi

## KRIS-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** Gulf Coast Broadcasting Co., Box 840, Corpus Christi, TX 78403.

**Studio:** 409 South Staples, Corpus Christi, TX 78401.

**Telephone:** 512-883-6511. **TWX:** 910-876-1442.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"  
Longitude 97° 37' 31"

**Transmitter:** Near Robstown, TX, 13.5-mi. W of Corpus Christi.

**Satellite Earth Station:** In operation; Harris receivers.

**News Service:** AP.

**Ownership:** T. Frank Smith Jr., 100%.

**Began Operation:** May 25, 1956.

**Represented (sales):** Katz Television.

**Represented (legal):** Nixon, Hargrave, Devans & Doyle.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

T. FRANK SMITH JR., president & general manager.  
VAN JOHNSON, senior v.p., national spot sales, station network clearance.

CHARLIE BRITE, sales manager.

DOUG CALDWELL, news director.

MARVIN BORN, director of engineering.

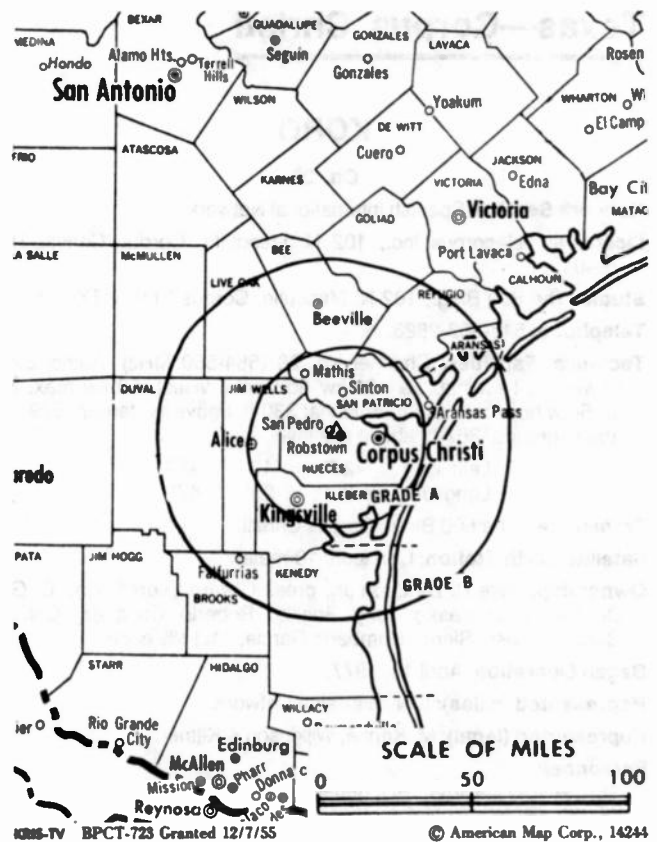
**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate** (June 15, 1984): \$600.

**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>TEXAS</b>			
	Aransas	6,100	6,000	98
	Bee	8,700	8,500	98
	Brooks	2,700	2,600	96
	Duval	4,100	4,000	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,200	11,900	98
	Kenedy	200	200	100
Kleberg	10,700	10,500	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Live Oak	3,700	3,600	97
	Nueces	93,800	92,600	99
	Refugio	3,300	3,300	100
	San Patricio	19,600	19,200	98
<b>TEXAS</b>				
<b>Between 25-49%</b>	Zapata	2,400	2,300	96
<b>TEXAS</b>				
<b>Between 5-24%</b>	Calhoun	7,100	7,000	99
	Goliad	1,900	1,800	95
	Gonzales	6,100	6,000	98
	Lavaca	7,500	7,200	96
	Starr	8,000	7,700	96
<b>Station Totals</b>		<b>200,000</b>	<b>196,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>150,600</b>
<b>Average Daily Circulation (1984)</b>				<b>90,300</b>

# Texas—Corpus Christi

**KZTV**

**Ch. 10**

(Operates satellite KVTM, Laredo, TX)

**Network Service:** CBS.

**Licensee:** K-SIX Television Inc., Wilson Bldg., 601 Leopard, Corpus Christi, TX 78401.

**Studio:** Wilson Bldg., 601 Leopard St., Corpus Christi, TX 78401.

**Telephone:** 512-884-1616.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"  
Longitude 97° 38' 03"

**Transmitter:** State Hwy. 44, 1.7-mi. E of Robstown, TX.

**AM Affiliate:** KSIX, 1-kw, (0.25-kw night), 1230 kHz (CBS).

**FM Affiliate:** KEXX-FM, 100-kw, 93.9 MHz (No. 230), 840-ft.

**News Service:** AP.

**Ownership:** Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 29%; Charles R. Manning, v.p., 0.66%; Cecil E. Burney, secy., 1.2%; Lillian R. Mahoney, treas.; remainder of stock held by 32 others, none with more than 3%. Kennedy owns 51% of KSIX. K-SIX TV also owns KVTM, Laredo, TX.

**Began Operation:** Sept. 30, 1956.

**Represented (sales):** Seltel Inc.

**Personnel:**

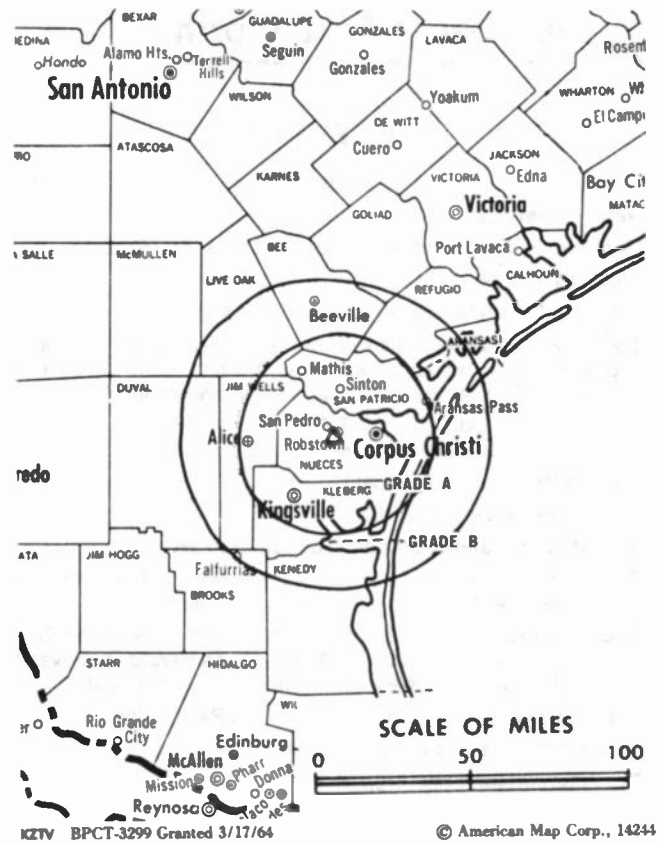
VANN M. KENNEDY, president & general manager.  
GENE LOOPER, program manager.  
JIM BIXLER, commercial manager.  
DALE TAYLOR, director of engineering.

**Highest 30 Sec. Rate:** \$195.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Aransas	6,100	6,000	98
	Bee	8,700	8,500	98
	Brooks	2,700	2,600	96
	Duval	4,100	4,000	98
	Jim Hogg	1,900	1,800	95
	Jim Wells	12,200	11,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kenedy	200	200	100
	Kleberg	10,700	10,500	98
	Live Oak	3,700	3,600	97
	Nueces	93,800	92,600	99
	Refugio	3,300	3,300	100
	San Patricio	19,600	19,200	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Calhoun	7,100	7,000	99
	Goliad	1,900	1,800	95
	Karnes	4,800	4,700	98
	Uvalde	7,600	7,400	97
	Victoria	26,000	25,500	98
Zapata	2,400	2,300	96	
<b>Station Totals</b>		<b>216,800</b>	<b>212,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>153,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>95,100</b>	

# Texas—Dallas-Fort Worth

## KDFW-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** KDFW-TV Inc., 400 N. Griffin, Dallas, TX 75202.

**Studio:** 400 N. Griffin St., Dallas, TX 75202.

**Telephone:** 214-744-4000. **TWX:** 910-861-4191.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

**Transmitter:** 1-mi. W of Cedar Hill, TX.

**News Services:** AP, UPI, CBS.

**Satellite Earth Station:** In operation; Gould receivers.

**Ownership:** Times Mirror Co., Los Angeles, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 3, 1949. Sale to present owner by Times Herald Printing Co. along with **Dallas-Times Herald**, approved by FCC May 15, 1970 (**Television Digest**, Vol. 9:38; 10:20).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Represented (engineering):** Lohnes & Culver.

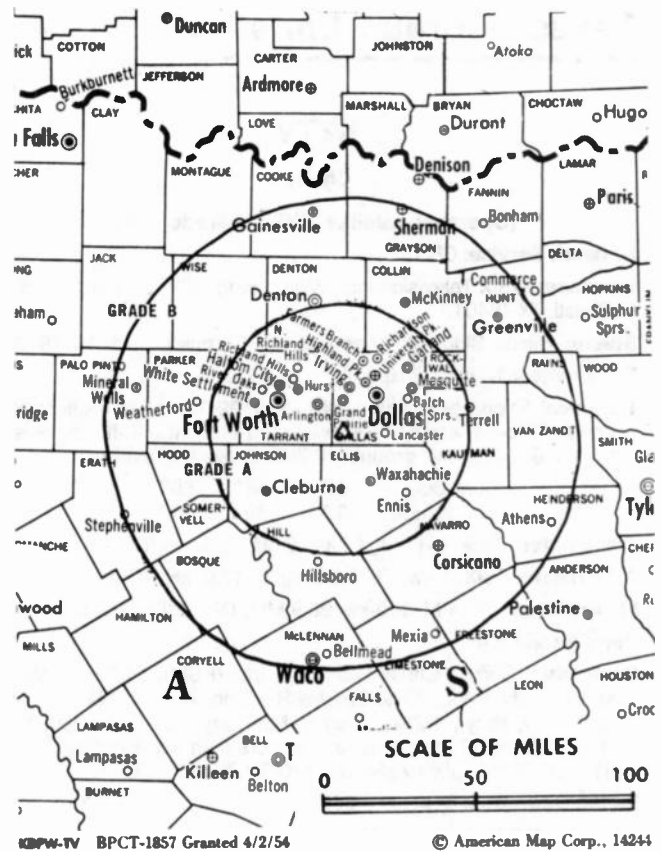
**Personnel:**

- JOHN J. McCRORY, president.
- I. W. (BILL) BAKER, vice president & general manager.
- BILL WILSON, administrative asst. & news director.
- DIRAN DIMIRJIAN, general sales manager.
- JOHN MARTIN, program director.
- WARREN FARRAR, 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>TEXAS</b>				
<b>50% &amp; Over</b>	Anderson	14,000	13,700	98
	Bosque	5,900	5,800	98
	Brown	13,700	13,400	98
	Collin	56,500	55,800	99
	Cooke	11,000	10,900	99
	Dallas	634,500	629,500	99
	Delta	1,900	1,900	100
	Denton	58,100	57,500	99
	Eastland	8,100	7,900	98
	Ellis	21,900	21,600	99
	Erath	9,800	9,700	99
	Fannin	9,900	9,700	98
	Freestone	6,100	5,900	98
	Grayson	36,200	35,700	99
	Hamilton	3,800	3,700	97
	Henderson	18,900	18,500	98
	Hill	10,100	9,900	98
	Hood	8,600	8,500	99
	Hopkins	10,200	10,000	98
	Hunt	21,900	21,600	98
	Johnson	26,600	26,300	99
	Kaufman	14,400	14,200	98
	Lamar	16,900	16,300	96
	Limestone	7,700	7,500	97
	Mc Lennan	66,500	65,800	99
	Navarro	14,400	14,100	98
	Palo Pinto	8,900	8,700	98
	Parker	17,800	17,600	99
	Rains	2,300	2,300	100
	Rockwall	6,100	6,000	98



KDFW-TV BPCT-1857 Granted 4/2/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Smith	51,600	50,900	99
	Somervell	1,900	1,900	100
	Tarrant	342,900	340,100	99
	Van Zandt	13,200	12,900	98
	Wise	10,600	10,500	99
	Wood	10,300	10,100	98

<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Bryan	12,400	12,100	98
	Choctaw	6,500	6,300	97
	Love	3,200	3,100	97
	Marshall	4,900	4,800	98

<b>TEXAS</b>				
	Camp	3,800	3,700	97
	Cherokee	14,600	14,300	98
	Comanche	5,000	4,900	98
	Franklin	3,000	2,900	97
	Gregg	40,400	39,900	99
	Jack	3,000	3,000	100
	Lampasas	4,800	4,700	98
	Mills	1,900	1,900	97
	Montague	7,200	7,100	99
	Morris	5,600	5,500	98
	Red River	6,400	6,200	97
	San Saba	2,500	2,400	96
	Young	8,300	8,200	99

<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Mc Curtin	13,300	13,000	97

<b>TEXAS</b>				
	Coryell	16,100	15,900	99
	Falls	7,200	7,100	98
	Houston	8,100	7,900	97
	Leon	4,300	4,100	96
	Stephens	4,400	4,300	98
	Titus	8,400	8,200	98
	Upshur	11,500	11,300	98

<b>Station Totals</b>	<b>1,780,000</b>	<b>1,759,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,421,100</b>	
<b>Average Daily Circulation (1984)</b>		<b>887,300</b>	

# Texas—Dallas

## KRLD-TV

(formerly KNBN-TV)

Ch. 33

**Network Service:** None, independent.

**Licensee:** Metromedia Inc., 3333 Harry Hines Blvd., Dallas, TX 75201.

**Studio:** 3333 Harry Hines Blvd., Dallas 75201.

**Telephone:** 214-760-8833.

**Technical Facilities:** Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

**News Services:** CNN.

**Satellite Earth Stations:** In operation; Scientific-Atlanta receivers.

**Ownership:** Metromedia Inc. For officers and other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 29, 1980. Sale to present owner by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

**Represented (sales):** Katz Independent TV Sales.

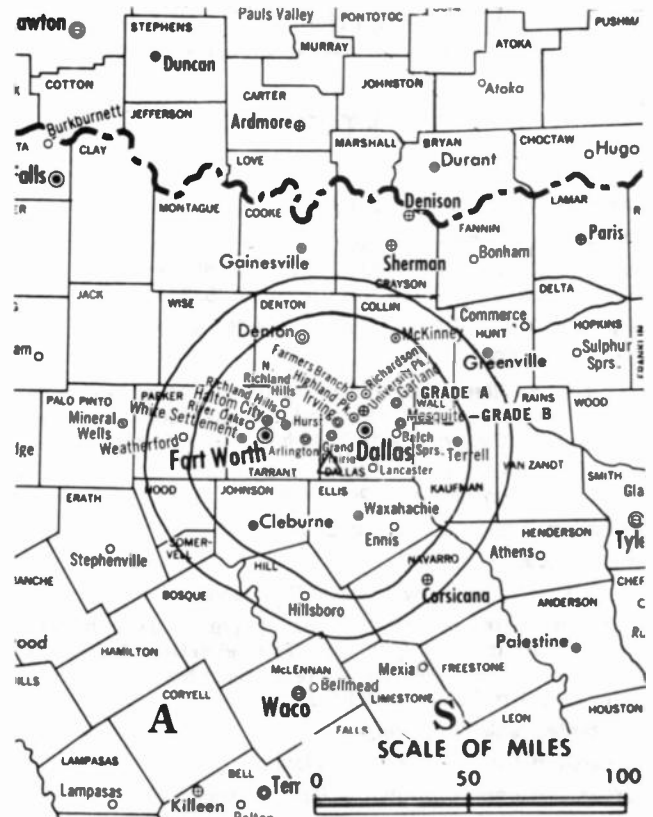
**Personnel:**

- RAYMOND J. SCHONBAK, vice president & general manager.
- KATY ELLIOTT-ATTEBERY, vice president & general sales manager.
- WILLIAM CASTLEMAN, program director.
- SHERI GERMAIN-STAMBAUGH, business manager.
- CHARLIE SMITH, chief engineer.
- SAL SARDO, advertising & promotion manager.
- TONY deHARO, 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	%
Between 5-24%	TEXAS			
	Hood	8,600	8,500	99
	Johnson	26,600	26,300	99
	Rockwall	6,100	6,000	98
<b>Station Totals</b>		<b>41,300</b>	<b>40,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>40,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>15,300</b>	



KRLD-TV BPCT—840330KE Granted 4/25/84

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# Texas—Fort Worth-Dallas

**KTVT**

Ch. 11

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co.

**Studios:** 4801 W. Freeway, Box 2495, Ft. Worth 76113; 10111 N. Central Expressway, Box 31119, Dallas, TX 75231.

**Telephones:** 817-738-1951, Ft. Worth; 214-363-9321, Dallas.

**TWX:** 910-893-5051.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"  
Longitude 96° 57' 12"

**Transmitter:** Approx. 0.7-mi. S of Cedar Hill, TX.

**News Service:** AP.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** Sept. 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (*Television Digest*, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

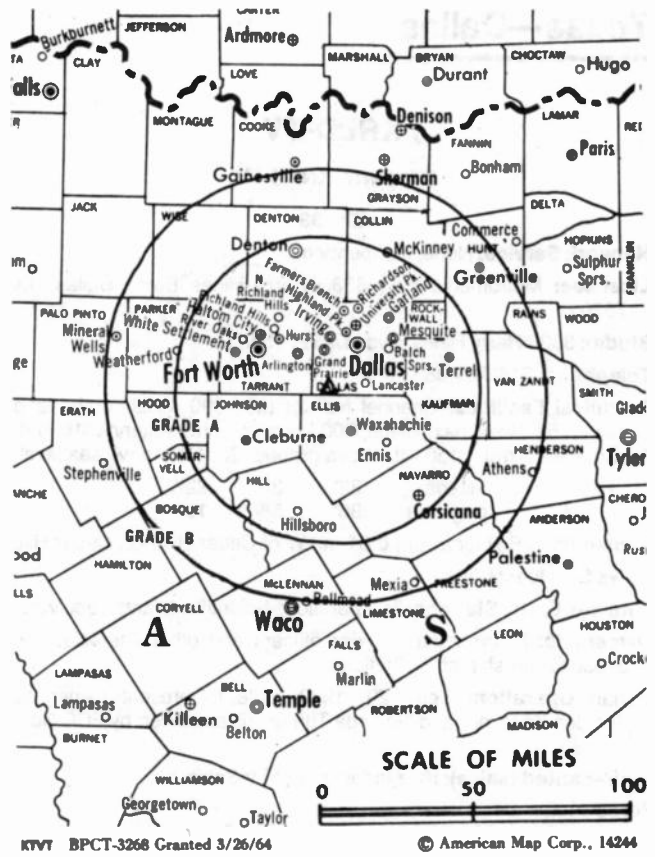
**Personnel:**

CHARLES L. EDWARDS, vice president & general manager.  
OCELLA ALLISON, assistant general manager.  
CLEM CANDELARIA, program manager.  
HARRY DELANEY, general sales manager.  
WALT BAXLEY, chief engineer.

**Rates:** On request.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Choctaw	6,500	6,300	97
	Comanche	36,500	36,200	99
	<b>TEXAS</b>			
	Anderson	14,000	13,700	98
	Bell	57,700	57,100	99
	Bosque	5,900	5,800	98
	Brown	13,700	13,400	98
	Camp	3,800	3,700	97
	Collin	56,500	55,800	99
	Collingsworth	1,800	1,700	94
	Cooke	11,000	10,900	99
	Dallas	634,500	629,500	99
	Delta	1,900	1,900	100
	Denton	58,100	57,500	99
	Ellis	21,900	21,600	99
	Erath	9,800	9,700	99
	Fannin	9,900	9,700	98
	Freestone	6,100	5,900	98
Grayson	36,200	35,700	99	
Henderson	18,900	18,500	98	
Hill	10,100	9,900	98	
Hood	8,600	8,500	99	
Hopkins	10,200	10,000	98	
Hunt	21,900	21,600	98	
Johnson	26,600	26,300	99	
Kaufman	14,400	14,200	98	
Lamar	16,900	16,300	96	
Limestone	7,700	7,500	97	
Mc Lennan	66,500	65,800	99	
Montague	7,200	7,100	99	
Navarro	14,400	14,100	98	
Palo Pinto	8,900	8,700	98	
Parker	17,800	17,600	99	
Rains	2,300	2,300	100	



KTVT BPCT-3268 Granted 3/26/64

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Rockwall	6,100	6,000	98
	Scurry	7,000	6,900	99
	Shackelford	1,600	1,600	100
	Somervell	1,900	1,900	100
	Tarrant	342,900	340,100	99
	Tom Green	33,600	33,200	99
	Van Zandt	13,200	12,900	98
	Wise	10,600	10,500	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Hempstead	8,900	8,700	98
	Miller	14,100	13,900	99
	Ouachita	11,400	11,100	98
	Sebastian	38,300	37,900	99
Union	18,500	18,200	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>	Bossier	29,400	29,000	99
	Caddo	96,200	95,100	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>	Bryan	12,400	12,100	98
	Carter	17,300	17,100	99
	Garfield	25,700	25,500	99
	Jackson	10,700	10,600	99
	Love	3,200	3,100	97
	Mc Curtain	13,300	13,000	97
	Marshall	4,900	4,800	98
	Murray	5,000	5,000	100
	Tulsa	198,300	196,800	99
	Washington	20,200	20,100	100

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>	Andrews	4,900	4,800	98
	Bowie	29,100	28,700	99
	Cherokee	14,600	14,300	98
	Childress	2,800	2,800	98
	Coleman	4,300	4,200	98
	Comanche	5,000	4,900	98

(Continued on page 954)

<b>Station Totals</b>	<b>3,044,100</b>	<b>3,008,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,451,300</b>	
<b>Average Daily Circulation (1984)</b>		<b>612,300</b>	

# Texas—Fort Worth-Dallas

**KTXA**

Ch. 21

**Network Service:** None, independent.

**Licensee:** Channel 21 Inc.

**Studio:** 1712 E. Randol Mill Rd., Arlington, TX 76011.

**Telephone:** 817-265-2100. **TWX:** 910-890-5151.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740 horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

**News Service:** AP.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Sidney L. Shlenker, pres., 16.5%; J. Livingston Kosberg, v.p., 16.5%; Robert A. Caplan, v.p.-secy.-treas., 5%; Bertha Alyce Segall, Allen J. Becker & Barry M. Lewis, 16.5% each; Loyd Hacker, 10%; Clarence Mayer, Trustee, 2.5%. Principals have interest in KTXH(TV), Ch. 20, Houston, TX; WBFS-TV, Miami, FL. **Note:** Sale to Gulf Broadcast Group pending (*Television Digest*, Vol. 24:23).

**Began Operation:** Jan. 4, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Verner, Lipfert, Bernhard & McPherson.

**Represented (engineering):** Cohen & Dippell.

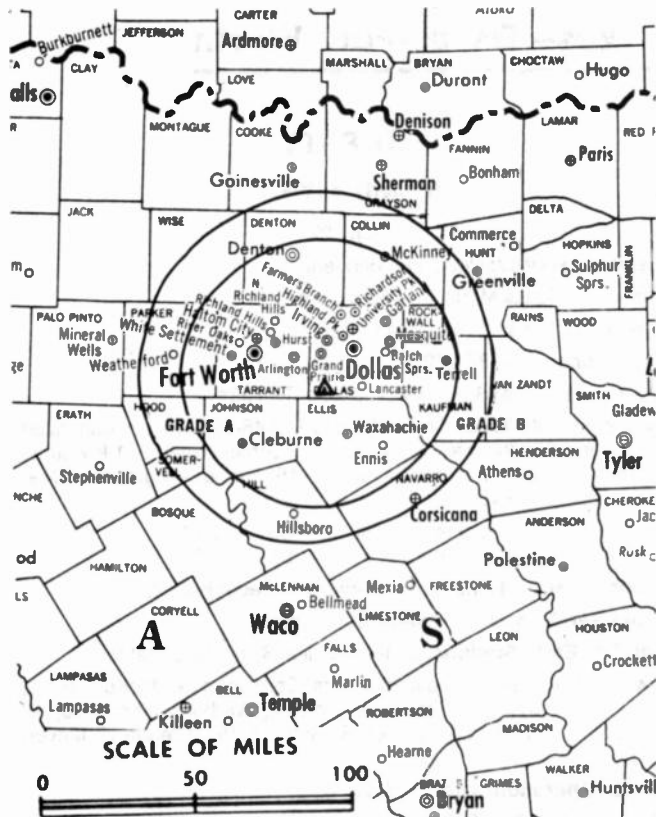
**Personnel:**

- MILTON GRANT, president & general manager.
- EARL L. JONES JR., vice president & director of sales.
- PAT STIPHOUT, promotion manager.
- CAROL C. HEALEY, station manager.
- JOHN GARDNER, general sales manager.
- DIRK M. BRINKERHOFF, local sales manager.
- MICHAEL RIX, national sales manager.
- EDMUND B. REID, director of engineering.
- BOB W. CRAWFORD, chief engineer.
- CAROL L. CALLAHAN, business manager.
- PAT O'CONNOR, traffic manager.
- GLENN DYER, operations manager.

**Highest 30 Sec. 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	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Collin	56,500	55,800	99
	Hood	8,600	8,500	99
	Johnson	26,600	26,300	99
	Parker	17,800	17,600	99
	Rains	2,300	2,300	100
	Tarrant	342,900	340,100	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Dallas	634,500	629,500	99
	Denton	58,100	57,500	99
	Ellis	21,900	21,600	99
	Hill	10,100	9,900	98
	Kaufman	14,400	14,200	98
	Wise	10,600	10,500	99
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Marshall	4,900	4,800	98
<b>TEXAS</b>	Cooke	11,000	10,900	99
	Erath	9,800	9,700	99
	Fannin	9,900	9,700	98

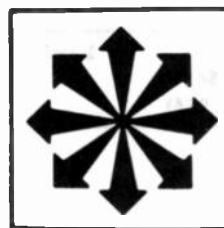


KTXA BPCT-4962 Granted 3/31/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	Grayson	36,200	35,700	99
	Hamilton	3,800	3,700	97
	Henderson	18,900	18,500	98
	Hunt	21,900	21,600	98
	Navarro	14,400	14,100	98
	Palo Pinto	8,900	8,700	98
	Rockwall	6,100	6,000	98
	Somervell	1,900	1,900	100
	Van Zandt	13,200	12,900	98
	<b>Station Totals</b>		<b>1,365,200</b>	<b>1,352,000</b>
<b>Net Weekly Circulation (1984)</b>			<b>608,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>241,100</b>	

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# Texas—Dallas-Fort Worth

## KDFI-TV

(formerly KTWS-TV)

Ch. 27

**Network Service:** None, independent.

**Licensee:** Dallas Media Investors Corp.

**Studio:** 433 Regal Row, Dallas.

**Telephone:** 214-637-2727.

**Mailing Address:** Box 470427, Dallas, TX 75247.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"  
Longitude 96° 58' 10"

**Transmitter:** Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

**News Services:** UPI & Southwest Newswire.

**Satellite Earth Stations:** United Satellite Systems; 5-meter.

**Ownership:** Dallas Media Investors Corp. John A. McKay, pres., 23.1%; Frances A. Green, secy.-treas.; Warburg, Pincus Capitol Partners Ltd., 70.2%; James R. Grant, 5.7%; Brenda K. Meyer, 1.1%.

**Began Operation:** Jan. 26, 1981.

**Represented (legal):** Dow, Lohnes & Albertson.

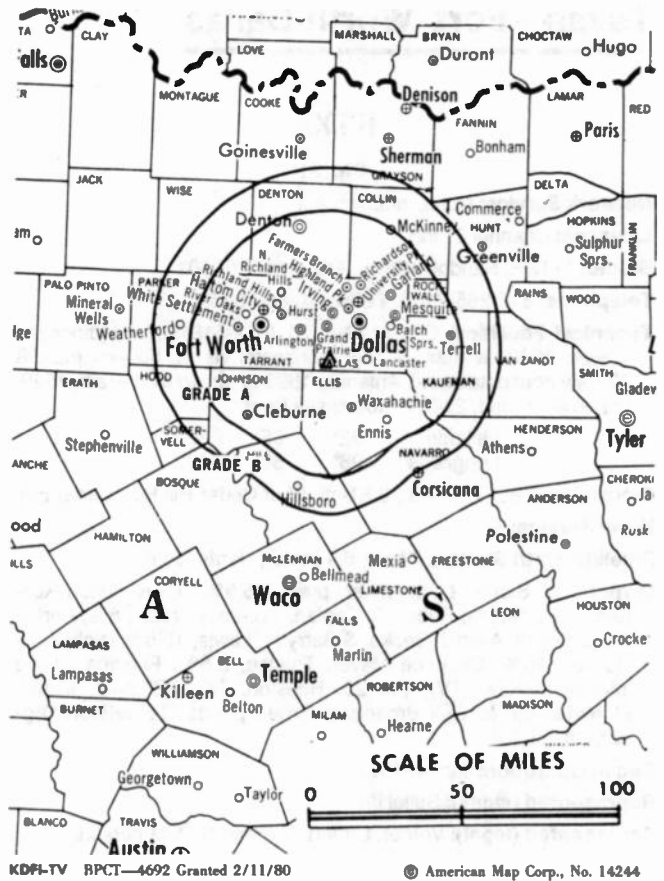
**Personnel:**

JOHN A. MCKAY, president & chief executive officer.  
PHIL PALMER, director of broadcast operations.

**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>TEXAS</b>				
Between 5-24%	Collin	56,500	55,800	99
	Dallas	634,500	629,500	99
	Denton	58,100	57,500	99
	Ellis	21,900	21,600	99
	Hood	8,600	8,500	99
	Johnson	26,600	26,300	99
	Kaufman	14,400	14,200	98
	Parker	17,800	17,600	99
	Somervell	1,900	1,900	100
	Tarrant	342,900	340,100	99
	Wise	10,600	10,500	99
<b>Station Totals</b>		<b>1,193,800</b>	<b>1,183,500</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>100,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>32,100</b>	



KDFI-TV BPCT-4692 Granted 2/11/80

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# Texas—Fort Worth-Dallas

## KXAS-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth.

**Studio:** 3900 Barnett St., Fort Worth.

**Mailing Address:** Box 1780, Fort Worth, TX 76101.

**Telephone:** 817-429-1550. **TWX:** 910-893-5070.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural, 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

**Transmitter:** Mansfield & Beltline Rds., Cedar Hill, Dallas County.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne; 7-meter; Microdyne receivers.

**Ownership:** Wholly-owned subsidiary of LIN Broadcasting. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 29, 1948. Sale to present owner by Carter Publications Inc. (**Fort Worth Star-Telegram**) approved by FCC May 13, 1974 (**Television Digest**, Vol. 13:2; 14:19).

**Represented (sales):** Blair Television.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

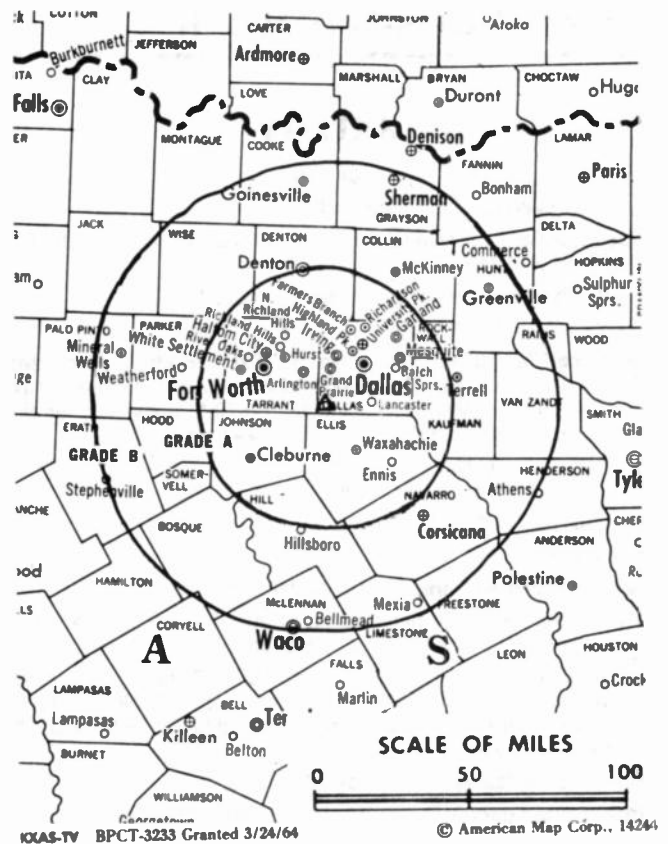
- FRANK O'NEIL, president & general manager.
- RUSS THORNTON, director, administration & development.
- PATTY PARKER, general sales manager.
- KATHY WOOD, national sales manager.
- ANGELO MUNOZ, business manager.
- DAVID FANNING, director of advertising & promotion.
- TOM BEDFORD, engineering director.
- DOUN ADAMS, news director.
- CHUCK BAKER, director of community affairs.
- BILL KELLEY, operations director.

**Highest 30 Sec. Rate:** \$2400.

**NETWORK BASE HOURLY RATE:** \$2142.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Bryan	12,400	12,100	98
	Choctaw	6,500	6,300	97
	Marshall	4,900	4,800	98
	<b>TEXAS</b>			
	Anderson	14,000	13,700	98
	Bosque	5,900	5,800	98
	Collin	56,500	55,800	99
	Comanche	5,000	4,900	98
	Cooke	11,000	10,900	99
Dallas	634,500	629,500	99	
Delta	1,900	1,900	100	
Denton	58,100	57,500	99	
Ellis	21,900	21,600	99	
Erath	9,800	9,700	99	
Fannin	9,900	9,700	98	
Freestone	6,100	5,900	98	
Grayson	36,200	35,700	99	
Hamilton	3,800	3,700	97	
Henderson	18,900	18,500	98	
Hill	10,100	9,900	98	
Hood	8,600	8,500	99	
Hopkins	10,200	10,000	98	
Hunt	21,900	21,600	98	
Johnson	26,600	26,300	99	
Kaufman	14,400	14,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lamar	16,900	16,300	96
	Limestone	7,700	7,500	97
	Navarro	14,400	14,100	98
	Palo Pinto	8,900	8,700	98
	Parker	17,800	17,600	99
	Rains	2,300	2,300	100
	Rockwall	6,100	6,000	98
	Smith	51,600	50,900	99
	Somervell	1,900	1,900	100
	Tarrant	342,900	340,100	99
	Van Zandt	13,200	12,900	98
	Wise	10,600	10,500	99
	Wood	10,300	10,100	98
	<b>Between 25-49%</b>	<b>OKLAHOMA</b>		
Love		3,200	3,100	97
<b>TEXAS</b>				
Cherokee		14,600	14,300	98
Eastland		8,100	7,900	98
Franklin		3,000	2,900	97
Gregg		40,400	39,900	99
Jack		3,000	3,000	100
Montague		7,200	7,100	99
Red River		6,400	6,200	97
Stephens	4,400	4,300	98	
Young	8,300	8,200	99	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Pushmataha	5,000	4,800	97
	<b>TEXAS</b>			
	Brown	13,700	13,400	98
	Camp	3,800	3,700	97
	Houston	8,100	7,900	97
	Lampasas	4,800	4,700	98
	Leon	4,300	4,100	96
	Mc Lennan	66,500	65,800	99
	San Saba	2,500	2,400	96
Upshur	11,500	11,300	98	
<b>Station Totals</b>		<b>1,732,500</b>	<b>1,712,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,346,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>794,100</b>	

# Texas—Dallas-Fort Worth

## KXTX-TV

Ch. 39

**Network Service:** None, independent.

**Licensee:** CBN Continental Broadcasting Network Inc., Box 19307, Dallas, TX 75219.

**Studio:** 3900 Harry Hines Blvd., Dallas, TX 75219.

**Telephone:** 214-521-3900.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"  
Longitude 96° 58' 06"

**Transmitter:** 1200 W. Beltline Rd.

**News Service:** UPI.

**Satellite Earth Stations:** Scientific-Atlanta; 10-meter.

**Ownership:** CBN Continental Bcstg. Network Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 5, 1968 as KDTV. Donation to present owner by Doubleday Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark.

**Represented (sales):** Independent TV Sales.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

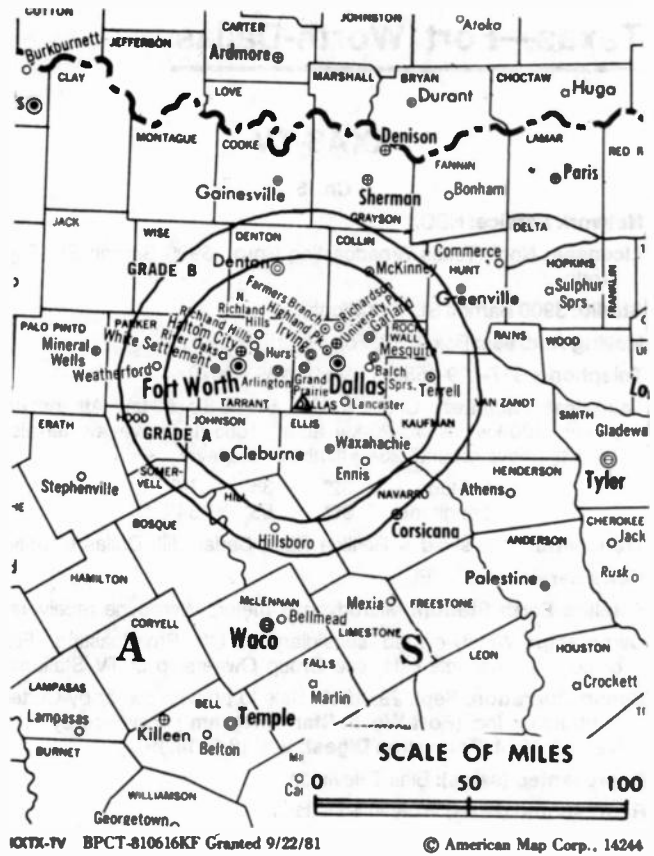
**Personnel:**

- M. G. ROBERTSON, president.
- ROGER BAERWOLF, vice president & general manager.
- DARLENE PARDUE, operations manager.
- DICK BOVE, general sales manager.
- HAROLD NASH, chief engineer.
- MICKY GRANT, production manager.

**Highest 30 Sec. Rate:** \$300.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Childress	2,800	2,800	98
	Denton	58,100	57,500	99
	Hood	8,600	8,500	99
	Palo Pinto	8,900	8,700	98
	Wise	10,600	10,500	99
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Bossier	29,400	29,000	99
	Caddo	96,200	95,100	99
	<b>OKLAHOMA</b>			
	Bryan	12,400	12,100	98
	Carter	17,300	17,100	99
	Comanche	36,500	36,200	99
	Garfield	25,700	25,500	99
	Jackson	10,700	10,600	99
	Kiowa	5,400	5,300	98
	Love	3,200	3,100	97
	<b>TEXAS</b>			
	Anderson	14,000	13,700	98
	Camp	3,800	3,700	97
	Collin	56,500	55,800	99
Collingsworth	1,800	1,700	94	
Cooke	11,000	10,900	99	
Dallas	634,500	629,500	99	
Delta	1,900	1,900	100	
Ellis	21,900	21,600	99	
Erath	9,800	9,700	99	
Fannin	9,900	9,700	98	
Grayson	36,200	35,700	99	
Hall	2,200	2,100	95	
Hill	10,100	9,900	98	
Hopkins	10,200	10,000	98	
Hunt	21,900	21,600	98	



KXTX-TV BPCT-810616KF Granted 9/22/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Jack	3,000	3,000	100
	Johnson	26,600	26,300	99
	Kaufman	14,400	14,200	98
	Nacogdoches	18,300	17,800	97
	Navarro	14,400	14,100	98
	Parker	17,800	17,600	99
	Rains	2,300	2,300	100
	Smith	51,600	50,900	99
	Stephens	4,400	4,300	98
	Tarrant	342,900	340,100	99
	Titus	8,400	8,200	98
	Young	8,300	8,200	99
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Cross	6,800	6,700	99
	Garland	30,500	30,000	98
	Hempstead	8,900	8,700	98
	Jefferson	31,600	31,000	98
	Lee	4,700	4,500	96
	Monroe	4,900	4,700	96
	Ouachita	11,400	11,100	98
	Pulaski	132,800	131,400	99
	St Francis	10,000	9,700	97
	<b>KANSAS</b>			
Crawford	15,800	15,600	99	
<b>OKLAHOMA</b>				
Canadian	22,500	22,300	99	
Cleveland	53,900	53,300	99	
Garvin	11,400	11,300	99	
Greer	3,000	2,900	97	
Johnston	4,100	4,000	98	
Marshall	4,900	4,800	98	
Murray	5,000	5,000	100	
Muskogee	26,300	25,900	98	
Okmulgee	15,200	15,000	99	

(Continued on page 954)

<b>Station Totals</b>	<b>2,436,600</b>	<b>2,408,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>813,800</b>
<b>Average Daily Circulation (1984)</b>			<b>317,600</b>

# Texas—Dallas-Fort Worth

**WFAA-TV**

Ch. 8



**WFAA-TV**  
DALLAS/FORT WORTH



**PETRY TELEVISION, INC.**  
**BELO BROADCASTING CORP.**

**Network Service:** ABC.

**Licensee:** Belo Broadcasting Corp., Communications Center, Dallas, TX 75202.

**Studio:** Communications Center, Dallas, TX 75202.

**Telephone:** 214-748-9631. **TWX:** 214-899-8413.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

**Transmitter:** 1-mi. W of Cedar Hill, TX.

**AM Affiliate:** WFAA, 5-kw, 570 kHz (CBS).

**FM Affiliate:** KZEW, 100-kw, 97.9 MHz (No. 250), 1680-ft.

**News Services:** ABC, CNN, AP, UPI, Group W Newsfeed.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** A. H. Belo Corp. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (*Television Digest*, Vol. 6:4, 11).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** Carl T. Jones Associates.

**Personnel:**

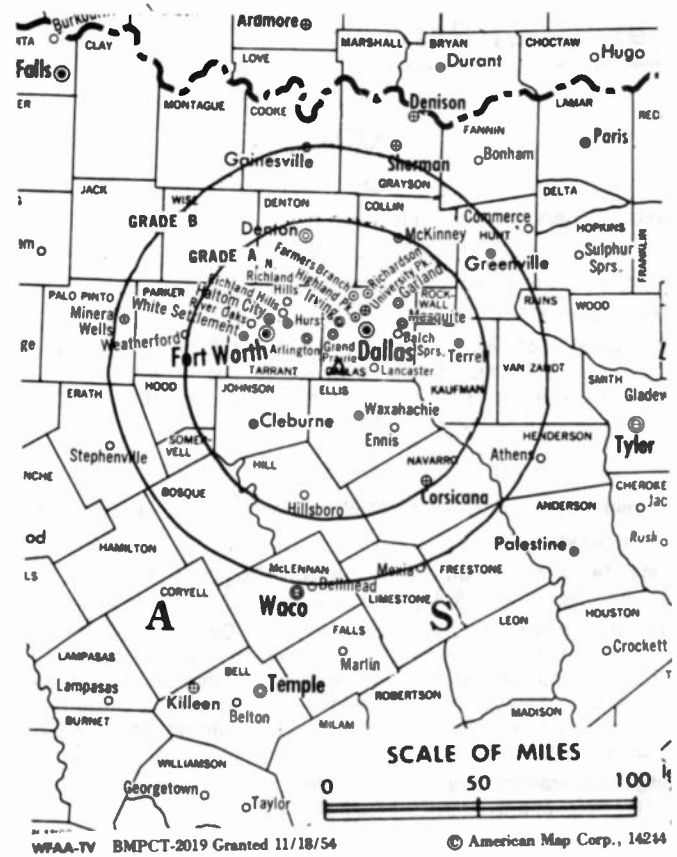
DAVID T. LANE, president & general manager.  
BUFF PARHAM, general sales manager.  
BOB ROBINSON, operations manager.  
CHARLES MARTIN, chief engineer.

**Highest 30 Sec. Rate** (Dec. 1983): \$10,500.

**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>OKLAHOMA</b>			
	Bryan	12,400	12,100	98
	Choctaw	6,500	6,300	97
	Love	3,200	3,100	97
	Marshall	4,900	4,800	98
	<b>TEXAS</b>			
	Bell	57,700	57,100	99
	Brown	13,700	13,400	98
	Collin	56,500	55,800	99
	Comanche	5,000	4,900	98
	Cooke	11,000	10,900	99
	Coryell	16,100	15,900	99



WFAA-TV BMPCT-2019 Granted 11/18/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Dallas	634,500	629,500	99
	Delta	1,900	1,900	100
	Denton	58,100	57,500	99
	Eastland	8,100	7,900	98
	Ellis	21,900	21,600	99
	Erath	9,800	9,700	99
	Fannin	9,900	9,700	98
	Freestone	6,100	5,900	98
	Grayson	36,200	35,700	99
	Hamilton	3,800	3,700	97
	Henderson	18,900	18,500	98
	Hill	10,100	9,900	98
	Hood	8,600	8,500	99
	Hopkins	10,200	10,000	98
	Hunt	21,900	21,600	98
	Johnson	26,600	26,300	99
	Kaufman	14,400	14,200	98
	Kimble	1,600	1,500	94
	Lamar	16,900	16,300	96
	Limestone	7,700	7,500	97
	Mc Lennan	66,500	65,800	99
	Menard	900	900	94
	Navarro	14,400	14,100	98
	Palo Pinto	8,900	8,700	98
	Parker	17,800	17,600	99
	Rains	2,300	2,300	100
	Rockwall	6,100	6,000	98
	Schleicher	1,000	1,000	100
	Scurry	7,000	6,900	99
	Somervell	1,900	1,900	100
	Stephens	4,400	4,300	98
	Suttan	1,900	1,800	95
	Tarrant	342,900	340,100	99
Tom Green	33,600	33,200	99	
Van Zandt	13,200	12,900	98	
Wise	10,600	10,500	99	

(Continued on page 954)

<b>Station Totals</b>	<b>1,928,000</b>	<b>1,905,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,482,300</b>
<b>Average Daily Circulation (1984)</b>			<b>910,400</b>

# Texas—El Paso

## KCIK

Ch. 14

**Network Service:** None, independent.

**Licensee:** Cristo Rey Corp., 3100 N. Stanton St., El Paso, TX 79902.

**Studio:** 3100 N. Stanton St., El Paso, TX 79902.

**Telephone:** 915-533-1414.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"  
Longitude 106° 29' 20"

**Transmitter:** Approx. 3.9-mi. NNW of County Courthouse, El Paso.

**News Service:** INN.

**Satellite Earth Stations:** 3 in operation, Prodelin & Weatherscan, 3.9-meter, 4-meter & 4.5-meter; Gardiner & Microdyne receivers.

**Ownership:** Sante Fe Communications, 80%; DeRance Foundation, 20%. SFC ownership: Non-profit, non-stock corp. Harry G. John, Erica John & Donald A. Gallagher, dirs. H. John & Gallagher are dirs. of DeRance Inc., which owns remaining 20% of Cristo Rey Corp.; 20% of HBI Acquisition Corp., licensee of KHS-TV, Ontario, CA & 20% of KCFM(FM), Florissant, MO.

**Began Operation:** Aug. 1, 1979. Sale to present owners by Cristo Rey Corp. approved by FCC April 20, 1983.

**Represented (sales):** Adam Young Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

ROBERT MUNOZ, vice president, general manager & sales manager.

HARLAN MUMME, chief engineer.

RICH NUDD, production manager.

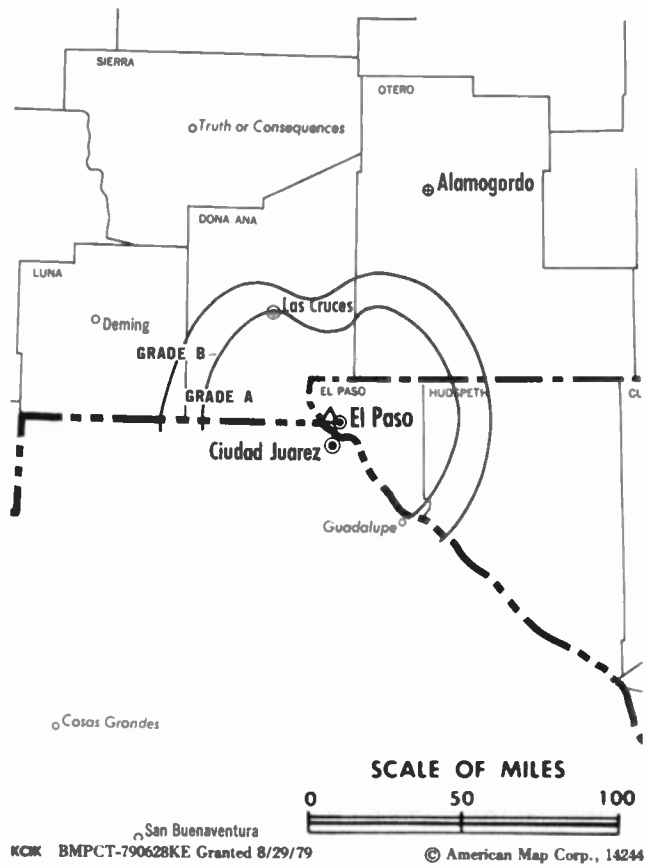
JACQUIE SAROY, promotion manager.

LARRY PEPIN, business manager.

**Highest 30 Sec. Rate** (July 6, 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	%
Between 25-49%	NEW MEXICO Dona Ana	34,900	33,700	97
	TEXAS El Paso	158,000	156,500	99
Between 5-24%	NEW MEXICO Otero	15,600	15,200	97
	TEXAS Hudspeth	800	800	100
	<b>Station Totals</b>		<b>209,300</b>	<b>206,200</b>
<b>Net Weekly Circulation (1984)</b>			<b>94,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>41,600</b>	



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# Texas—El Paso

## KDBC-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Portal Communications Inc., Box 1799, El Paso, TX 79999.

**Studio:** 2201 Wyoming Ave., El Paso, TX 79903.

**Telephone:** 915-532-6551. **TWX:** 910-964-1323.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"  
Longitude 106° 28' 57"

**Transmitter:** Comanche Peak, El Paso.

**News Services:** UPI, CBS.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Evening Post Publishing Co., 100%. Portal Communications officers: Sam R. Kobren, pres.; Peter Manigault, v.p.; Joseph F. Smoak, secy.-treas. Evening Post Publishing Co. publishes **Charleston News & Courier** and **Charleston Evening Post**; **Beaufort Gazette** and **Aiken Standard**, all SC; also owns KOAA-TV, Pueblo-Colorado Springs, CO; KIVI(TV), Nampa, ID; WSBY & WQHQ(FM), Salisbury, MD. & cable system in Aiken, SC.

**Began Operation:** Dec. 14, 1952. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (*Television Digest*, Vol. 6:44; 7:6). Sale as KROD-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of **El Paso Times**, approved Oct. 29, 1959 (Vol. 15:36, 44).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Personnel:**

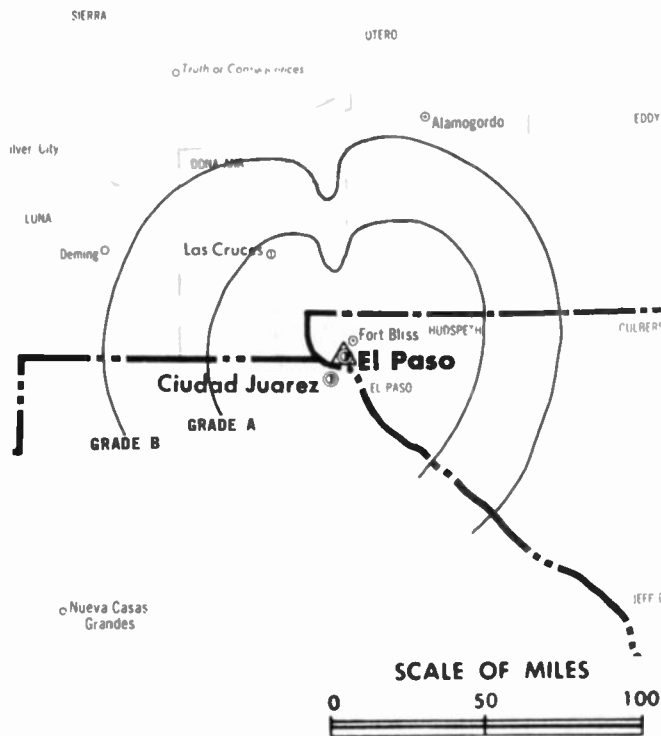
- SAM KOBREN, president & general manager.
- CHARLES MALY, program manager.
- BILL MITCHELL, director of broadcast operations.
- DON CAPARIS, director of sales.
- HELEN BARRY, national sales manager.
- FRANK JORDAN, engineering consultant.
- JAMES R. TUCKER, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$500.

**NETWORK BASE HOURLY RATE:** \$493.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.



KDBC-TV BPCT—821013KE Granted 2/28/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
<b>50% &amp; Over</b>	Dona Ana	34,900	33,700	97
	Grant	9,500	9,000	95
	Hidalgo	2,100	2,000	95
	Luna	6,100	5,900	97
	Otero	15,600	15,200	97
<b>TEXAS</b>				
	Culberson	1,000	1,000	100
	El Paso	158,000	156,500	99
	Hudspeth	800	800	100
<b>Station Totals</b>		<b>228,000</b>	<b>224,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>192,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>126,200</b>	

# Texas—El Paso

## KINT-TV

Ch. 26

**Network Service:** None, independent.

**Grantee:** Paso del Norte Bcstg. Corp., c/o Jose A. Silva Jr., 5426 North Mesa, El Paso, TX 79912.

**Studio:** 5426 North Mesa, El Paso, TX 79912.

**Telephone:** 915-581-1126.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude 31° 47' 46"  
Longitude 106° 28' 56"

**Transmitter:** Comanche Peak, El Paso.

**News Service:** CNN.

**Satellite Earth Station:** Harris, 6.1-meter.

**Ownership:** Jose A. Silva Jr., pres.; Larry Daniels, v.p. & gen. mgr.; Richard A. Najera, v.p.; Mary S. Ponce, treas.; Jose A. Silva Sr., Luz A. Candelaria, Angel Beltran, George Salome & Gus Rallis, 11.1% each.

**Began Operation:** May 5, 1984.

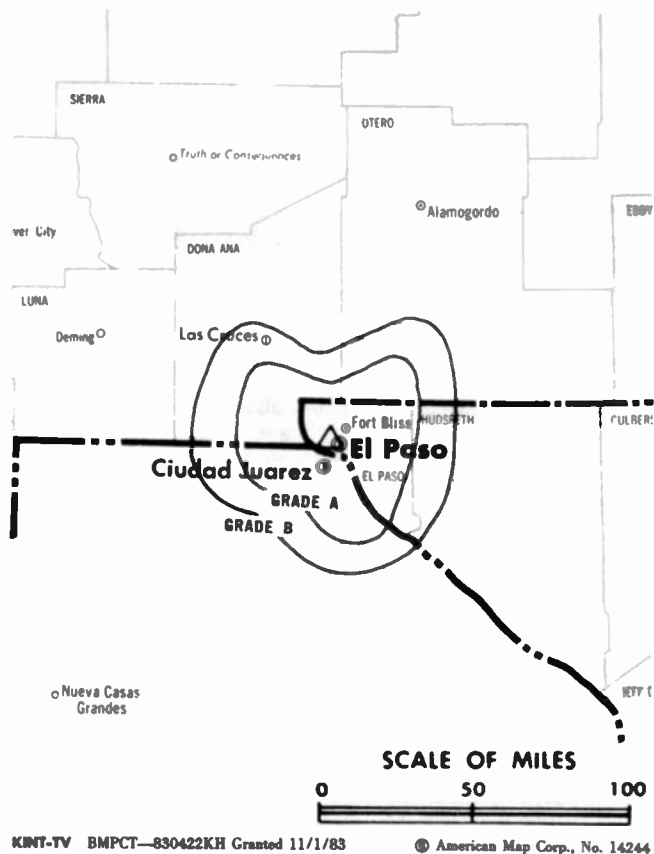
**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

LARRY DANIELS, v.p. & general manager.  
DAVE KELLY, general sales manager.  
VICTOR VAZQUEZ, news director.  
ALFREDO DURAND, chief engineer.  
ELENA SOLIS, business manager.  
STEVE MASTOS, sales manager.

**Highest 30 Sec. Rate:** \$110.



**For Low-Power TV Stations  
Consult Index**

# Texas—El Paso

## KTSM-TV

Ch. 9

**Network Service:** NBC.

**Licensee:** Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

**Studio:** 801 N. Oregon St., El Paso, TX 79902.

**Telephone:** 915-532-5423. **TWX:** 910-964-1329.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"  
Longitude 106° 28' 57.0"

**Transmitter:** Ranger Peak, Franklin Mtns., 1-mi. NW of El Paso.

**AM Affiliate:** KTSM, 5-kw, (0.5-kw night), 1380 kHz (NBC).

**FM Affiliate:** KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

**News Services:** AP, NBC.

**Ownership:** Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

**Began Operation:** Jan. 4, 1953.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

### Personnel:

KARL O. WYLER, president & general manager.  
JACK RYE, executive vice president & program director.  
W. T. MCGILL, vice president & chief engineer.  
JOHN PHELAN, vice president & sales manager.  
JUNE ADKINS, secretary-treasurer.  
JAY PILANT, production manager.  
TED BENDER, director of public affairs.  
MIKE MALTER, news director.

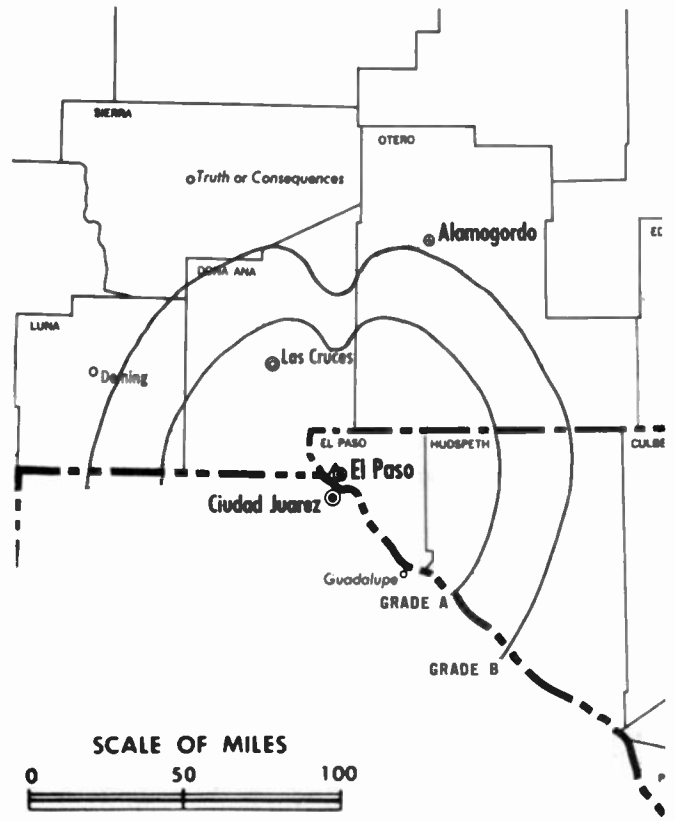
**Highest One Hour Rate** (Sept. 26, 1983): \$1300.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$400.

**NETWORK BASE HOURLY RATE:** \$500.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Dona Ana	34,900	33,700	97
	Hidalgo	2,100	2,000	95
	Luna	6,100	5,900	97
	Otero	15,600	15,200	97



KTSM-TV BPCT-4538 Granted 9/8/72

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	El Paso	158,000	156,500	99
	Hudspeth	800	800	100
	Jeff Davis	600	600	100
Presidio	1,800	1,700	94	
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Grant	9,500	9,000	95
	Sierra	4,000	3,800	95
<b>Between 5-24%</b>	<b>TEXAS</b>			
Brewster	2,700	2,600	96	
<b>Station Totals</b>		<b>237,100</b>	<b>232,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>188,200</b>
<b>Average Daily Circulation (1984)</b>				<b>118,300</b>



# Texas—El Paso

## KVIA-TV

Ch. 7

(Operates satellite KAVE-TV Carlsbad, NM)

**Network Service:** ABC.

**Licensee:** Marsh Media of El Paso, Box 12277, El Paso 79912.

**Studio:** 4140 Rio Bravo St. 79912.

**Mailing Address:** Box 12277, El Paso, TX 79912.

**Telephone:** 915-532-7777.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"  
Longitude 106° 28' 46"

**Transmitter:** S slope of Comanche Peak, 0.4-mi. N of Scenic Dr. near El Paso.

**News Services:** AP, Sun World Satellite News.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Andrew 7.3-meter & 4.5-meter; Scientific-Atlanta & Andrew & Avantek receivers.

**Ownership:** Stanley Marsh III Special Trust, 30%; Stanley Marsh III, 20%; Michael C. Marsh, 20%; Tom F. Marsh, 10%; Tom F. Marsh Special Trust, 10%; Michael C. Marsh Family Trust 4.5%; Estelle Marsh Watlington, 1%. Same principals own KAVE-TV, Carlsbad, NM; KVII-TV, Amarillo, TX; KVIJ-TV, Sayre, OK.

**Began Operation:** Sept. 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (*Television Digest*, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

**Represented (sales):** Katz Television.

**Represented (legal):** Kirkland & Ellis.

**Represented (engineering):** Smith & Powstenko.

**Personnel:**

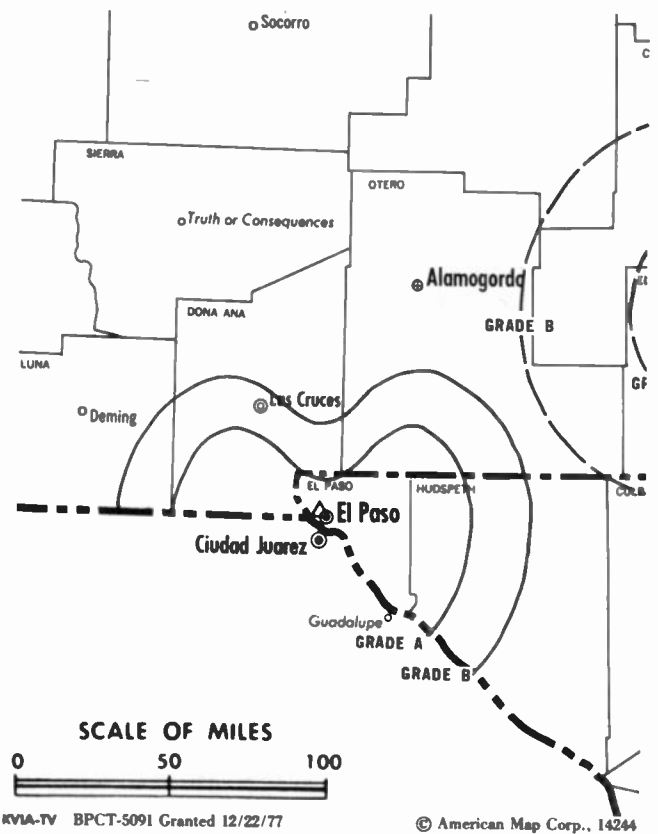
RICHARD E. PEARSON, general manager.  
DAN KRIEGER, director of broadcasting.  
JACK WILKINSON, chief engineer.  
STEVE GIUST, general sales manager.

**Highest 30 Sec. Rate** (July 11, 1983): \$600.

**NETWORK BASE HOURLY RATE:** \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Station Totals do not include Counties in which Circulation is less than 5%



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	34,900	33,700	97
	Otero	15,600	15,200	97
Between 25-49%	<b>TEXAS</b>			
	Culberson	1,000	1,000	100
	El Paso	158,000	156,500	99
	Hudspeth	800	800	100
	Presidio	1,800	1,700	94
Between 5-24%	<b>NEW MEXICO</b>			
	Luna	6,100	5,900	97
Station Totals	<b>NEW MEXICO</b>			
	Chaves	20,300	19,900	98
	Hidalgo	2,100	2,000	95
<b>Station Totals</b>		<b>240,600</b>	<b>236,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>171,700</b>
<b>Average Daily Circulation (1984)</b>				<b>101,500</b>

## Texas—El Paso (Juarez, Mexico)

### **XEJ-TV**

**Ch. 5**

**(Spanish-language outlet)**

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** Television de la Frontera, S.A., Box 9555, El Paso, TX 79985.

**Telephones:** 2-0248, 2-5786.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural. **Note:** Additional data unavailable.

**Transmitter:** Penon Mountain.

**Studio:** Edificio XEJ, Apartado 111, Juarez, Mexico.

**Ownership:** Pedro Meneses Hoyos, owner.

**Began Operation:** May 17, 1954.

**Represented (sales):** SIN Television Network.

**Personnel:**

PEDRO MENESES HOYOS, general manager.  
STEVE GUERRERO, chief engineer.

**Highest 30 Sec. Rate** (Dec. 1, 1977): \$100.

### **XEPM-TV**

**Ch. 2**

**(Spanish-language outlet)**

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** XEPM-TV Television Inc., Apdo. No. 271, Juarez.

**Business Office:** Box 9554, El Paso, TX 79985.

**Telephone:** Juarez 2-2222.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.

**Note:** Additional data unavailable.

**Ownership:** Pedro Meneses Jr., also owner of XEJ, XEPZ & XEJ-TV also Juarez-El Paso.

**Began Operation:** Jan. 16, 1961.

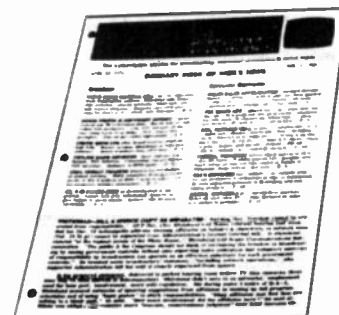
**Represented (sales):** SIN Television Network.

**Personnel:**

M. D. HEREDIA, general manager.  
SERGIO D. MOLINAR JR., sales manager.

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(202) 872-9200

# Texas—Harlingen

## KGBT-TV

Ch. 4

**Network Service:** CBS.

**Licensee:** Harbenito Bcstg. Co. Inc., Box 711, Harlingen 78550.

**Studio:** 1519 W. Harrison St., Harlingen, TX 78550.

**Telephone:** 512-423-3910. **TWX:** 910-870-1504.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level.

Latitude 26° 08' 56"  
Longitude 97° 49' 19"

**Transmitter:** 0.125-mi. S of La Feria, TX.

**AM Affiliate:** KGBT, 50-kw (10-kw night), 1530 kHz.

**FM Affiliate:** KELT, 3.1-kw, 94.5 MHz (No. 233), 700-ft.

**News Service:** AP.

**Satellite Earth Station:** Harris, 3-meter; Harris receivers.

**Ownership:** Tichenor Media System Inc., 100%. TMSI ownership: McHenry T. Tichenor Jr., pres.-treas., 12.15%; Malcolm Kasanoff, exec. v.p., 4.93%; Charles G. Reininger, v.p.-secy., 0.7%; David D. Lykes, v.p., 0.82%; McHenry T. Tichenor Sr., 38.83%; Jean & Warren Tichenor, 12.11% each; William E. Tichenor, 11.46%; McHenry Tichenor, 6.17%; Doreen L. & David T. Tichenor, 0.22% each. The Tichenors own 100% of KGBT & KELT(FM) Harlingen; KCOR & KQXT(FM), San Antonio; 65% of KUNO, Corpus Christi.

**Began Operation:** Oct. 4, 1953.

**Represented (sales):** Katz Television.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

McHENRY TICHENOR, chairman.  
McHENRY T. TICHENOR JR., president.  
MAL KASANOFF, executive vice president.  
DAVID LYKES, vice president & group manager.  
DENNIS MARSHALL, program director.  
DAVID BRANT, chief engineer.  
DAVID MERRILL, news director.  
CHARLIE LOZANO, production manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (July 10, 1984): \$2000.

**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>TEXAS</b>			
	Cameron	67,400	66,400	99
	Hidalgo	88,900	87,300	98
	Starr	8,000	7,700	96
	Willacy	4,900	4,800	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Kenedy	200	200	100
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Brooks	2,700	2,600	96
<b>Station Totals</b>		<b>172,100</b>	<b>169,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>152,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>105,000</b>	

# Texas—Houston

## KHOU-TV

Ch. 11

**Network Service:** CBS.

**Licensee:** Gulf Television Corp., Box 11, Houston 77001.

**Studio:** 1945 Allen Parkway, Houston 77019.

**Mailing Address:** Box 11, Houston, TX 77001.

**Telephone:** 713-526-1111. **TWX:** 910-881-1705.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"  
Longitude 95° 30' 04"

**Transmitter:** 3101 Senior Rd., 3-mi. E of De Walt, TX.

**News Services:** AP, UPI, CBS, Group W Newsfeed, CNN.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Belo Broadcasting Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (*Television Digest*, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Covington & Burling.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

TERRENCE FORD, vice president & general manager.  
JACK O'HERN, general sales manager.  
PETER DIAZ, national sales manager.  
KENLYN ZSCHUNKE, regional sales manager.  
ALMA NEWSOM, program manager.  
TOM SPAULDING, promotion manager.  
TOM KUELBS, news director.  
DAVID EARNHARDT, production manager.  
ART BIGGS, director of engineering.  
JESS SALAFRANCA, business manager.

**Highest 30 Sec. Rate (Aug. 1984):** \$15,000.

**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>50% &amp; Over</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazoria	63,600	63,000	99
	Brazos	39,000	38,400	98
	Calhoun	7,100	7,000	99
	Chambers	7,400	7,300	99
	Colorado	7,500	7,300	97
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Grimes	5,300	5,100	97
	Harris	1,001,000	991,400	99



KHOU-TV BPCT-3212 Granted 9/9/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jackson	5,100	5,000	98
	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	Polk	10,500	10,200	97
	San Jacinto	5,100	4,900	96
	Walker	13,800	13,300	97
	Waller	6,500	6,300	98
	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98
<b>TEXAS</b>	Between 25-49%			
	Angelina	24,200	23,800	98
	Houston	8,100	7,900	97
	Madison	3,500	3,400	97
Trinity	4,100	3,900	96	
<b>TEXAS</b>	Between 5-24%			
	Burleson	4,700	4,500	97
	Fayette	8,000	7,600	95
	Jasper	11,900	11,700	98
	Lavaca	7,500	7,200	96
	Leon	4,300	4,100	96
Victoria	26,000	25,500	98	
<b>Station Totals</b>		<b>1,517,600</b>	<b>1,498,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,276,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>745,000</b>	

# Texas—Houston

## KHTV

Ch. 39

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 1439, Houston 77251.

**Studio:** 7700 Westpark Dr.

**Mailing Address:** Box 1439, Houston, TX 77251.

**Telephone:** 713-781-3939. **TWX:** 910-881-3664.

**Technical Facilities:** Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 1050-kw horizontal visual, 500-kw max. & 105-kw horizontal aural. Antenna: 1450-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 45' 32"  
Longitude 95° 20' 21"

Holds CP for change to 4000-kw max. visual, 400-kw max. aural, 1421-ft. above av. terrain, 1408-ft. above ground, 1485-ft. above sea level, lat. 29° 34' 06", long. 95° 29' 57"; transmitter to 0.8-mi. SE of Missouri City line.

**Transmitter:** 3101 Senior Rd., 3-mi. E of De Walt, TX.

**News Service:** AP.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Paraclipse, 4.8-meter.

**Ownership:** See Group Ownership of Television Stations.

**Began Operation:** Oct. 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (*Television Digest*, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operation Jan. 6, 1967.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** David Steel & Associates.

**Personnel:**

GENE R. JACOBSEN, vice president & general manager.  
ROGER ASHLEY, assistant general manager & sales manager.  
HENRY BOYCE, program manager.  
HOYT ANDRES, national sales manager.  
LINDA CHANDLER, local sales manager.  
MIKE MALERNEE, production manager.  
NANCY PAUL, news director.  
JACK H. TUDOR, chief engineer.  
JIM SKAGGS, business manager.  
DON HOUGLAND, promotion manager.  
SYLVIA BENNETT, public service director.

**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>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazoria	63,600	63,000	99
	Brazos	39,000	38,400	98
	Calhoun	7,100	7,000	99
	Chambers	7,400	7,300	99
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Harris	1,001,000	991,400	99
	Waller	6,500	6,300	98



KHTV BMPCT—831102KF Granted 11/23/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>TEXAS</b>				
	Angelina	24,200	23,800	98
	Colorado	7,500	7,300	97
	Jackson	5,100	5,000	98
	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	Nueces	93,800	92,600	99
	Victoria	26,000	25,500	98
	Walker	13,800	13,300	97
	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98
<b>Between 5-24%</b>				
<b>ARKANSAS</b>				
	Polk	6,500	6,300	97
	Sharp	6,500	6,200	95
<b>TEXAS</b>				
	Burleson	4,700	4,500	97
	De Witt	7,200	7,000	97
	Fayette	8,000	7,600	95
	Grimes	5,300	5,100	97
	Houston	8,100	7,900	97
	Jasper	11,900	11,700	98
	Lavaca	7,500	7,200	96
	Madison	3,500	3,400	97
	Polk	10,500	10,200	97
	Robertson	5,900	5,800	98
	San Jacinto	5,100	4,900	96
	Trinity	4,100	3,900	96
	Tyler	6,500	6,300	97
<b>Station Totals</b>		<b>1,639,700</b>	<b>1,618,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>840,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>313,700</b>	

# Texas—Houston

## KPRC-TV

Ch. 2

**Network Service:** NBC.

**Licensee:** Channel Two TV Co., Box 2222, Houston, TX 77252.

**Studio:** 8181 Southwest Freeway, Houston, TX 77074.

**Mailing Address:** Box 2222, Houston, TX 77252.

**Telephone:** 713-771-4631. **TWX:** 910-881-2587.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"  
Longitude 95° 29' 57"

**Transmitter:** 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

**News Services:** AP, UPI, NBC, NIWS, NEXIS.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta, 8-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** Channel Two Television Co., wholly-owned subsidiary of H and C Communications Inc. Stockholders: Oveta Culp Hobby, as trustee, 34.66%; William P. Hobby & Jessica Hobby Catto, 28.21% each; remaining 8.92% held in trusts for Mrs. Hobby's grandchildren. Same interests own KPRC(AM); WTOK-TV, Meridian, MS; WTVF(TV), Nashville, TN & KVOA-TV, Tucson, AZ.

**Began Operation:** Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (*Television Digest*, Vol. 6:13, 21).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

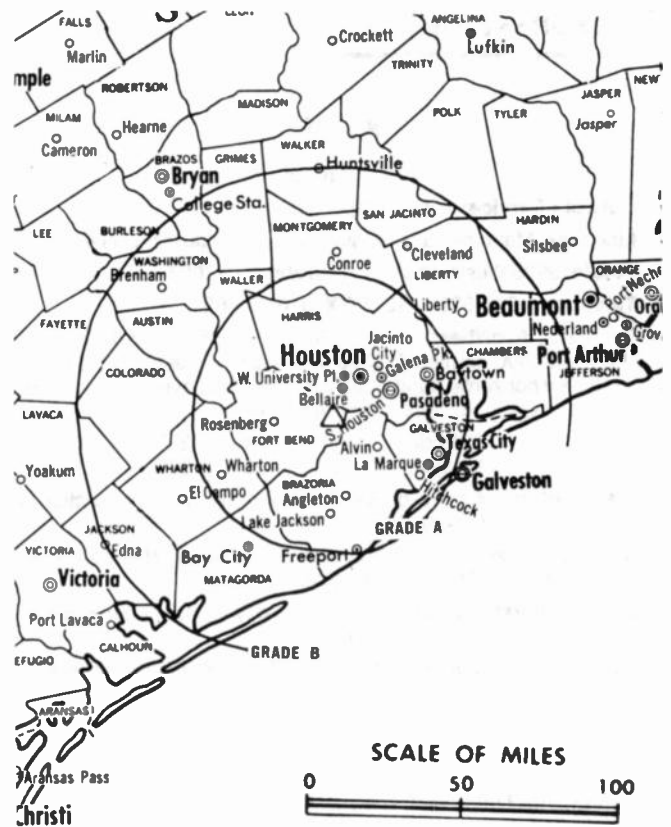
HAROLD CRUMP, president & general manager.  
JEFF LEE, vice president & station manager.  
KATIE ESTES, national sales manager.  
LARRY SHRUM, general sales manager.  
JUDY ALDERSON, local sales manager.  
PAUL HUHNDRORFF, vice president, operations.  
BILL GOODMAN, news director.  
TOM REIFF, vice president & program manager.  
CHESTER WEIDNER, film operation manager.  
GINNY BERNHARDT, traffic.

**Highest 30 Sec. Rate** (July 9, 1984): \$5000.

**NETWORK BASE HOURLY RATE:** \$3150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	Austin	7,200	7,000	97
	Brazoria	63,600	63,000	99
	Chambers	7,400	7,300	99
	Colorado	7,500	7,300	97
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Harris	1,001,000	991,400	99
	Jackson	5,100	5,000	98



KPRC-TV BMPCT—831007KF Granted 11/22/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	Polk	10,500	10,200	97
	San Jacinto	5,100	4,900	96
	Walker	13,800	13,300	97
	Waller	6,500	6,300	98
	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Brazos	39,000	38,400	98
	Calhoun	7,100	7,000	99
	Fayette	8,000	7,600	95
	Grimes	5,300	5,100	97
	Houston	8,100	7,900	97
	Madison	3,500	3,400	97
	Trinity	4,100	3,900	96
	Victoria	26,000	25,500	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Burleson	4,700	4,500	97
	Robertson	5,900	5,800	98
	Sabine	3,700	3,600	97
	Tyler	6,500	6,300	97
<b>Station Totals</b>		<b>1,510,000</b>	<b>1,490,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,238,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>722,600</b>	

# Texas—Houston

## KRIV-TV

Ch. 26

**Network Service:** None, independent.

**Licensee:** Metromedia Television, division of Metromedia Inc.

**Studio:** 3935 Westheimer Rd., Houston, TX 77027.

**Telephone:** 713-626-2610. **TWX:** 910-881-6212.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

**Transmitter:** 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd., 4-mi. SE of Missouri City.

**News Services:** AP, UPI, Houston Metro News, National Weather Service, CNN, Metromedia News.

**Satellite Earth Stations:** AFC & Microdyne, 4.3-meter & 5-meter; Harris & Microdyne receivers.

**Ownership:** Metromedia Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** August 15, 1971. Sale to present owner by Crest Bcstg. approved by FCC April 6, 1978 (*Television Digest*, Vol. 17:34).

**Represented (sales):** Katz Independent Sales.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

M. JERRY MARCUS, vice president & general manager.  
GAYLE BRAMMER, vice president & general sales manager.  
WENDELL WYBORN, vice president & chief engineer.  
ANTHONY BURDEN, news director.

**Highest 30 Sec. Rate** (July 14, 1984): \$85.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazoria	63,600	63,000	99
	Chambers	7,400	7,300	99
	Colorado	7,500	7,300	97
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Harris	1,001,000	991,400	99
	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	Walker	13,800	13,300	97
	Waller	6,500	6,300	98



KRIV-TV BMPCT-811014KE Granted 11/15/81

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Grimes	5,300	5,100	97
	Jefferson	94,600	93,900	99
	San Jacinto	5,100	4,900	96
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Burleson	4,700	4,500	97
	Fayette	8,000	7,600	95
	Jackson	5,100	5,000	98
	Jasper	11,900	11,700	98
	Lavaca	7,500	7,200	96
	Madison	3,500	3,400	97
	Orange	30,400	30,100	99
	Polk	10,500	10,200	97
	Trinity	4,100	3,900	96
Tyler	6,500	6,300	97	
<b>Station Totals</b>		<b>1,540,400</b>	<b>1,521,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>899,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>421,000</b>	

# Texas—Houston

## KTRK-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Capital Cities Communications Inc., 485 Madison Ave., New York, NY 10022.

**Studio:** 3310 Bissonnet St., Houston, TX 77005.

**Telephone:** 713-666-0713. **TWX:** 910-881-1511.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"  
Longitude 95° 29' 37"

**Transmitter:** 0.5-mi E of S. Post Rd. & FM Rd. 2234 Intersection, near Houston.

**News Services:** AP, UPI.

**Satellite Earth Station:** Harris, 9-meter; Harris receivers.

**Ownership:** Capital Cities Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC, June 15, 1967 (*Television Digest*, Vol. 6:48; 7:25).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

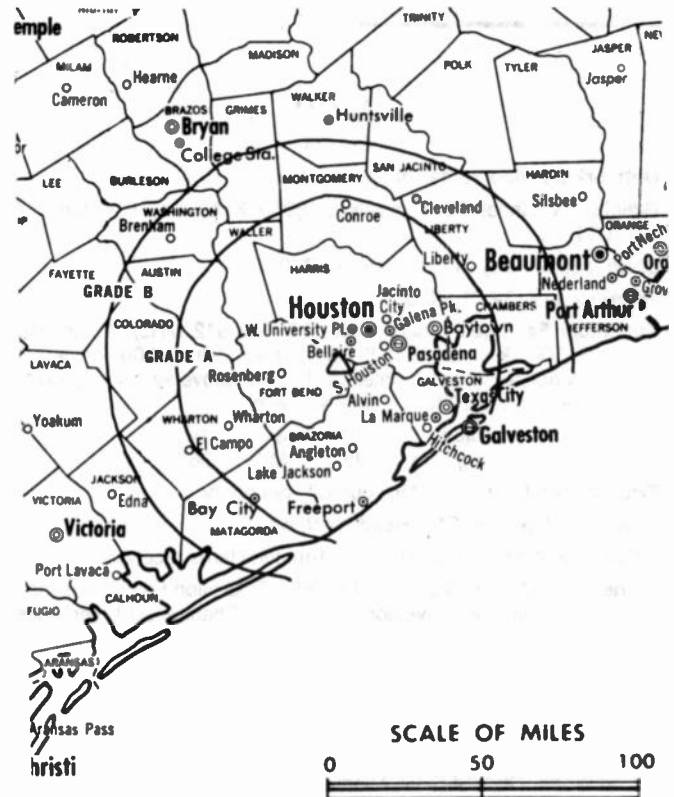
KENNETH M. JOHNSON, vice president & general manager.  
JIM KEELEY, general sales manager.  
WINFRED FRAZIER, local sales manager.  
MARTHA McCURDY, national sales manager.  
JAMES MASUCCI, operations manager.  
NANCY KAY DUKE, business manager.  
JESS MITCHELL, chief engineer.  
ROBERT SUTTON, chief transmitter engineer.  
LARRY AUTRY, production manager.  
CHARLES E. WOLF, promotion manager.  
JIM TOPPING, news director.

**Highest 30 Sec. Rate:** \$6500 (regular); \$15,000 (special).

**NETWORK BASE HOURLY RATE:** \$2800.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazoria	63,600	63,000	99
	Brazos	39,000	38,400	98
	Calhoun	7,100	7,000	99
	Chambers	7,400	7,300	99
	Colorado	7,500	7,300	97
	Fort Bend	51,100	50,300	98
	Galveston	75,100	74,200	99
	Grimes	5,300	5,100	97
	Harris	1,001,000	991,400	99
Jackson	5,100	5,000	98	



KTRK-TV BPCT-7808251B Granted 12/12/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	Polk	10,500	10,200	97
	San Jacinto	5,100	4,900	96
	Walker	13,800	13,300	97
	Waller	6,500	6,300	98
	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	Burleson	4,700	4,500	97
	Fayette	8,000	7,600	95
	Houston	8,100	7,900	97
	Madison	3,500	3,400	97
Trinity	4,100	3,900	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Jasper	11,900	11,700	98
	Lavaca	7,500	7,200	96
	Lee	4,400	4,300	98
	Robertson	5,900	5,800	98
Tyler	6,500	6,300	97	

<b>Station Totals</b>	<b>1,504,100</b>	<b>1,484,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>1,285,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>853,400</b>	



# Texas—Houston

## KTXH

Ch. 20

**Network Service:** None, independent.

**Grantee:** Channel 20 Enterprises, 8950 Kirby Dr., Houston, TX 77054.

**Studio:** 8950 Kirby Dr., Houston, TX 77054.

**Telephone:** 713-661-2020.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"  
Longitude 95° 30' 36"

**Transmitter:** 0.6-mi. E of Missouri City boundary.

**News Services:** AP, CNN Headline News.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris receivers.

**Ownership:** Channel 20 Inc., 51%; HSA Television Enterprises Inc., 36.86%; Television Investors Inc., 11%. Channel 20 Enterprises ownership: Peter S. McMullen, 13.08%; Sidney Shlenker, 11.58%; Barry Lewis & Allen Becker, 8.4% each; J. Livingston Kosberg, 7.14%; Lloyd Hackler, 5.2%; Gay S. Block, 4.9%; David E. LeFevre, 4%; 37 others, none with more than 4% each. Hackler owns 51% of Alpine Publications Inc., publisher of Alpine (TX) Avalanche. Shlenker, Kosberg & Lewis have interest in KTXA(TV), Fort Worth, TX; WBFS-TV, Miami, FL.

**Began Operation:** Nov. 7, 1982, left air Dec. 7, 1982; resumed operation Feb. 13, 1983. **Note:** Sale to Gulf Bcstg. pends (TV Digest, Vol. 24:23).

**Represented (sales):** Seltel Inc.

**Represented (legal):** Goldberg & Spector.

**Represented (engineering):** Cohen & Dippell, P.C.

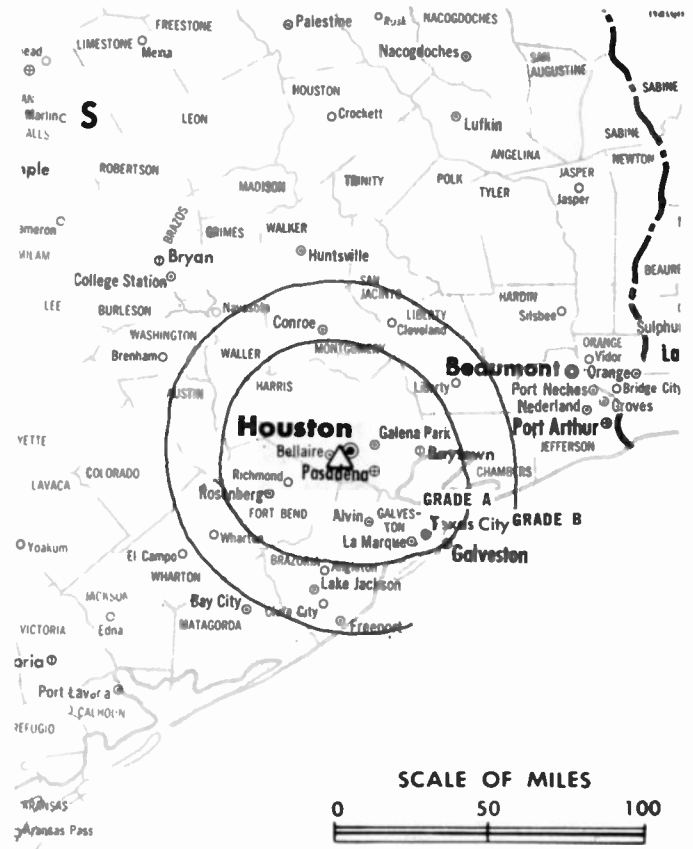
**Personnel:**

MILTON GRANT, president & general manager.  
EARL L. JONES, vice president & director of sales.  
DREW PFEIFFER, station manager & program director.  
MATT REIFF, 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>50% &amp; Over</b>	<b>TEXAS</b>			
	Brazoria	63,600	63,000	99
	Fort Bend	51,100	50,300	98
	Harris	1,001,000	991,400	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Austin	7,200	7,000	97
	Brazos	39,000	38,400	98



KTXH BMPCT-820629KE Granted 11/5/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Chambers	7,400	7,300	99
	Galveston	75,100	74,200	99
	Jackson	5,100	5,000	98
	Liberty	18,600	18,300	98
	Matagorda	15,100	14,800	98
	Montgomery	53,000	52,000	98
	San Jacinto	5,100	4,900	96
	Waller	6,500	6,300	98
	Washington	8,300	8,000	96
	Wharton	15,000	14,700	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Colorado	7,500	7,300	97
	Grimes	5,300	5,100	97
	Madison	3,500	3,400	97
	Polk	10,500	10,200	97
Walker	13,800	13,300	97	
<b>Station Totals</b>		<b>1,411,700</b>	<b>1,394,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>756,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>320,900</b>	

# Texas—Irving

**KLTJ**

**Ch. 49**

**Network Service:** None, independent.

**Licensee:** CELA Inc., 8300 Douglas Ave., Suite 681, Dallas, TX 75225.

**Studio:** 1957 E. Irving Blvd., Irving, TX 75060.

**Telephone:** 214-721-0104.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 269.77-kw max. visual, 26.97-kw max. aural. Antenna: 695-ft. above av. terrain, 784-ft. above ground, 1212-ft. above sea level.

Latitude 32° 46' 52"  
Longitude 96° 48' 05"

**Transmitter:** 1201 Elm St. (1st International Bldg.), Dallas.

**Ownership:** Eldred Thomas, pres., 100%; Raye Neil Thomas, secy.-treas. E. Thomas is pres. of Research Educational Foundation Inc., licensee of KVTI(FM), Dallas, TX.

**Began Operation:** April 17, 1984.

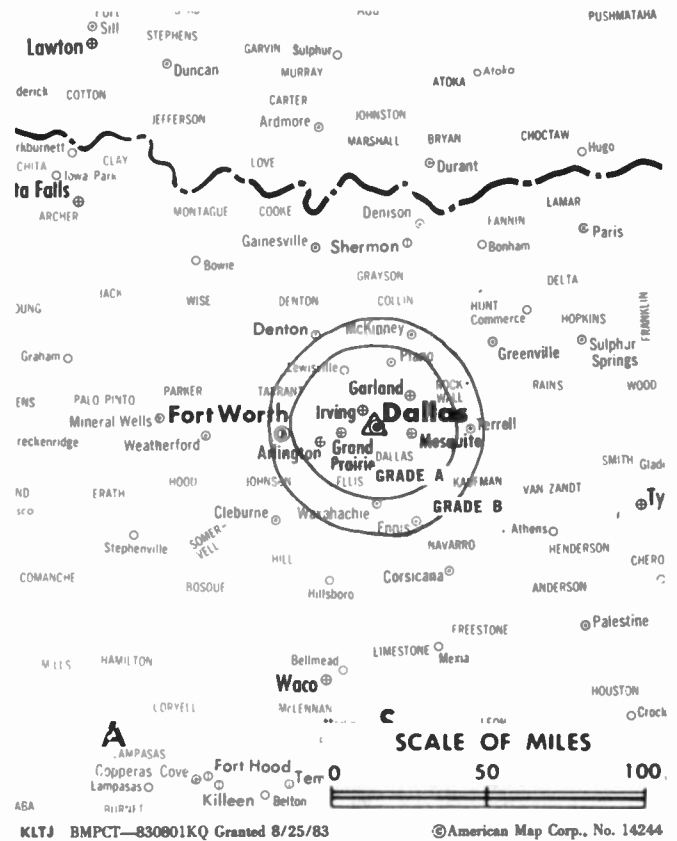
**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** E. Harold Munn Jr. & Associates Inc.

**Personnel:**

ELDRED THOMAS, general manager.  
RICHIE MARTIN, sales manager.

**Rates:** Not available.



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# Texas—Laredo

## KGNS-TV

Ch. 8

**Network Service:** NBC, ABC.

**Licensee:** Burke Bcstg. Co. of Laredo, Box 2829, Laredo, TX 78041.

**Studio:** 102 West Del Mar Blvd. 78041.

**Mailing Address:** Box 2829, Laredo, TX 78041.

**Telephone:** 512-727-8888.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

**Transmitter:** 0.8-mi. N of Islitas.

**News Service:** AP.

**Satellite Earth Stations:** In operation; Harris & Scientific-Atlanta receivers.

**Ownership:** Burke Communications. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (*Television Digest*, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to present owner approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983.

**Represented (sales):** Katz Television.

**Represented (legal):** Shrinsky, Weitzman & Eisen, P.C.

**Personnel:**

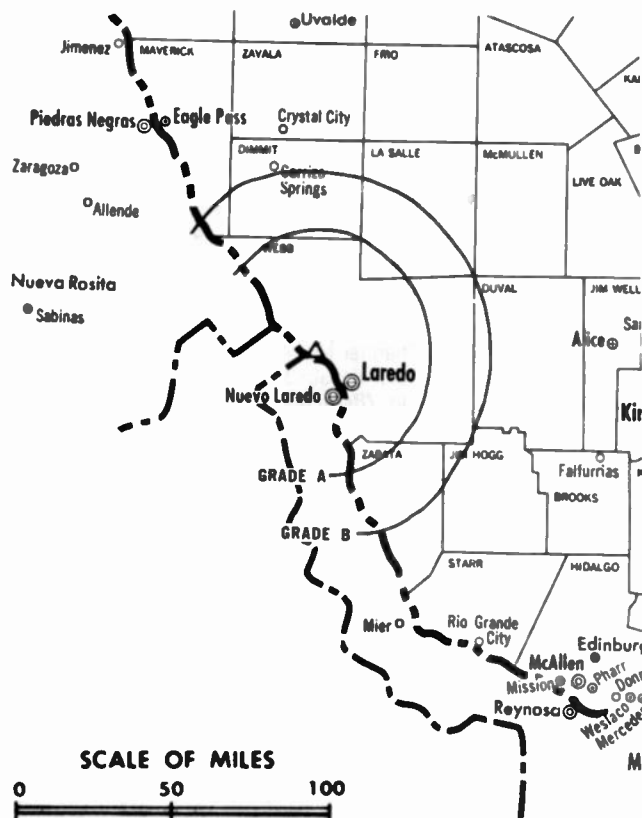
MICHAEL CLARK, vice president & general manager.  
VELIA HERRERA, office manager & national sales.  
T. FRANK SMITH IV, sales manager.

**Highest 30 Sec. Rate** (July 30, 1984): \$250.

**NETWORK BASE HOURLY RATE:** \$230.

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**



KGNS-TV BMPCT-6319 Granted 9/30/66

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Webb	29,400	28,800	98
	Zapata	2,400	2,300	96
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Dimmit	3,500	3,300	94
	Jim Hogg	1,900	1,800	95
	La Salle	1,900	1,800	95
	Zavala	3,200	3,100	97
<b>Station Totals</b>		<b>42,300</b>	<b>41,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>31,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>20,300</b>	

# Texas—Laredo

**KJTB**

**Ch. 27**

**Network Service:** ABC.

**Licensee:** Panorama Bcstg. Co., 777 Calle del Norte Suite 5, Laredo, TX 78041.

**Studio:** Hamilton Hotel, 815 Salinas, Laredo, TX 78040.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1563-kw horizontal visual, 500-kw max. & 156.3 horizontal aural. Antenna: 206.7-ft. above av. terrain, 270.2-ft. above ground, 684.2-ft. above sea level.

Latitude 27° 30' 23"  
Longitude 99° 30' 32"

**Transmitter:** Atop Hamilton Hotel, downtown Laredo.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 5-meter.

**Ownership:** Oscar M. Laurel, pres., Hector H. Garcia, v.p., Eduardo Pena Jr., secy.-treas., Jorge L. Benvides & Oscar M. Laurel Jr., 19.5% each; David C. Leyendecker, 2.5%. Pena has interest in applicant for new FM in Santa Fe, NM.

**Due to Begin Operation:** Nov. 1, 1984.

**Represented (sales):** Adam Young Inc.

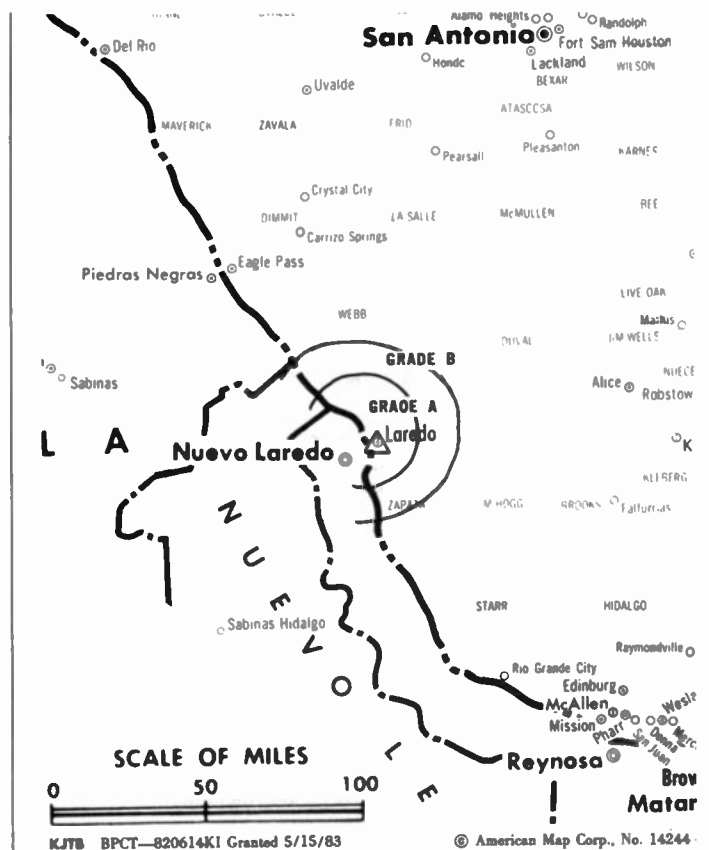
**Represented (legal):** Sanford, Adams, McCullough & Beard.

**Represented (engineering):** John Fergie & Associates.

**Personnel:**

JERRY MORRIS, general manager.  
HECTOR GARCIA, production manager.  
MERLIN MILLER, chief engineer.  
HUGO ALCOGER, local sales manager.

**Rates:** Not available



**For Translator Stations,  
consult Index**

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# Texas—Laredo

**KVTV**

Ch. 13

(Satellite of KZTV, Corpus Christi, TX)

**Network Service:** CBS.

**Licensee:** K-SIX Television Inc., Wilson Bldg., 601 Leopard St., Corpus Christi, TX 78401.

**Studio:** Anna & Shea Sts.

**Mailing Address:** Box 2013, Laredo, TX 78041.

**Telephone:** 512-723-2923.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"  
Longitude 99° 31' 20"

**Transmitter:** Anna & Shea Sts.

**News Service:** UPI.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** See KZTV, Corpus Christi, TX.

**Began Operation:** Dec. 28, 1973.

**Represented (sales):** Seltel Inc.

**Personnel:**

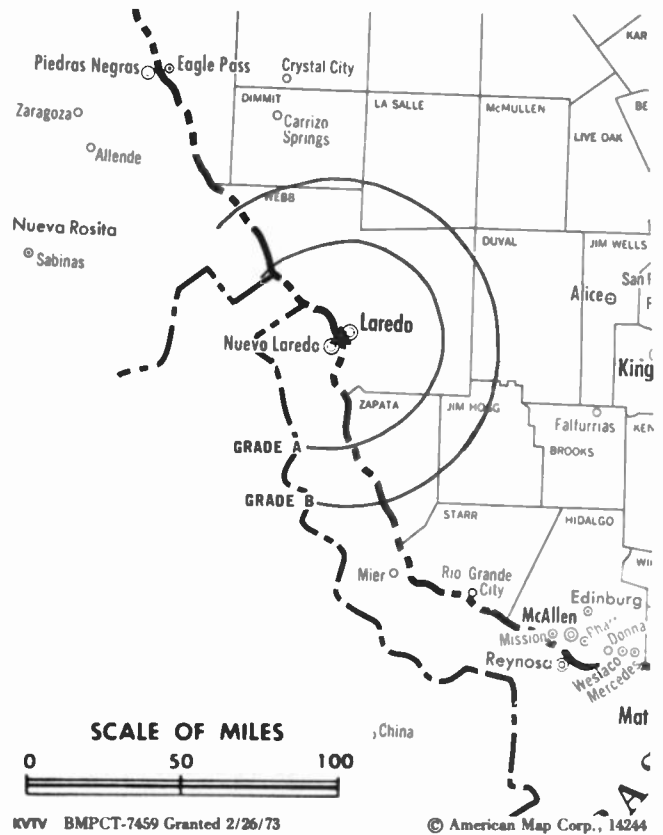
VANN M. KENNEDY, president & general manager.  
JIM CATHEY, station manager.  
JORGE C. GARZA, program director.  
JUAN CAMPOS, news director.  
DALE TAYLOR, director of engineering.

**Highest 30 Sec. Rate** (June 1, 1984): \$250.

**NETWORK BASE HOURLY 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	%
50% & Over	TEXAS			
	Webb	29,400	28,800	98
	Zapata	2,400	2,300	96
Between 5-24%	TEXAS			
	Dimmit	3,500	3,300	94
<b>Station Totals</b>		<b>35,300</b>	<b>34,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>28,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>15,700</b>	



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# Texas—Longview

## KLMG-TV

Ch. 51

**Network Service:** CBS.

**Grantee:** KLMG-TV Inc., 701 N. Access Rd., Longview, TX 75608.

**Studio:** 701 N. Access Rd., Longview.

**Mailing Address:** Box 5151, Longview, TX 75608.

**Telephone:** 214-753-5051.

**Technical Facilities:** Channel No. 51 (692-698 MHz). Authorized power: 3097-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude	32°	15'	35"
Longitude	94°	57'	02"

**Transmitter:** 1-mi. NW of Hwy. 42 & Hwy. 1513 intersection, New London.

**Ownership:** Joe M. Bell, chmn., 0.4%; Clara J. McLaughlin, pres., 36.6%; J. Wesley Ferns, v.p. & gen. mgr., 5.2%; Barry Johnson, secy., 20.5%; Stephen W. McDaniel, asst. secy., 0.8%; C. Robert Kemp, treas., 6.8%; John N. Grayson, Ted A. Adams Jr., 5% each; 12 other, less than 5% each.

**Began Operation:** Sept. 9, 1984.

**Represented (sales):** Avery-Knodel Inc.

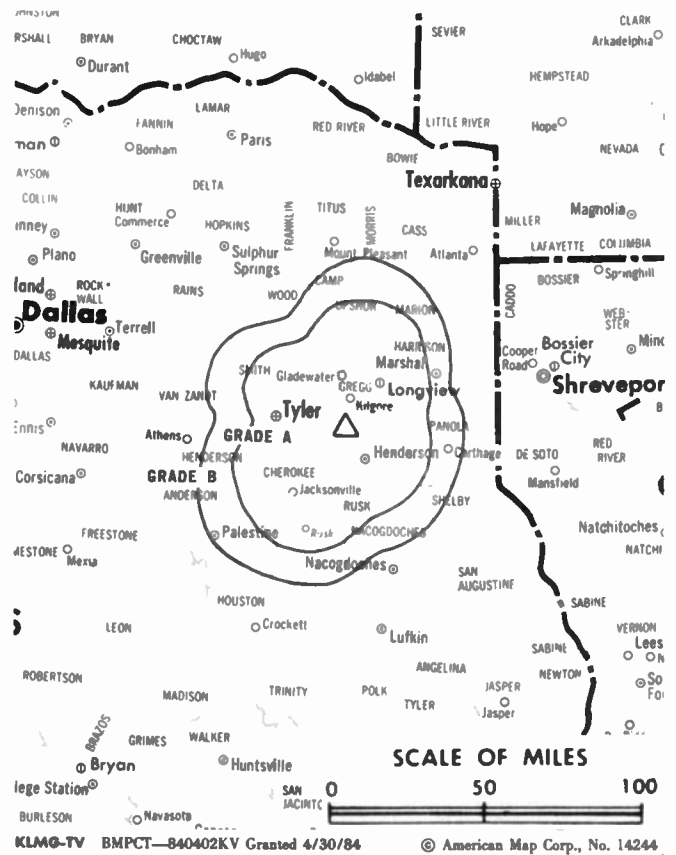
**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Moffet, Larson & Johnson.

### Personnel:

WES FERNS, vice president & general manager.  
RON COOKE, general sales manager.  
NANCY DENTON, business manager.  
STEVE WALKER, news director.  
BILL KRAEMER, chief engineer.  
NORM FREES, production manager.

**Highest 30 Sec. Rate:** \$600.



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# Texas—Lubbock

## KAMC

Ch. 28

**Network Service:** ABC.

**Licensee:** McAlister TV Enterprises Inc., Box 2805, Lubbock, TX 79408.

**Studio:** 1201 84th St, Lubbock, TX 79423.

**Telephone:** 806-745-2828.

**Mailing Address:** Box 2805, Lubbock, TX 79408.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"  
Longitude 101° 50' 54"

**Transmitter:** 0.2-mi. SW of intersection of 84th St. & Ave. J, near Lubbock.

**News Services:** AP, UPI, ABC.

**Satellite Earth Stations:** Satcom Technology, 9.2-meter; Microwave Assoc. receivers.

**Ownership:** Bill B. McAlister Estate (Robert A. Nash, independent executor), 75%; Marjorie Thompson, 25%. McAlister TV Enterprises also owns KMCC(TV), Clovis, NM.

**Began Operation:** Nov. 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

**Represented (sales):** Katz Television.

**Represented (legal):** John R. Wilner.

### Personnel:

ROBERT A. NASH, president & general manager.

A. C. WIMBERLY, exec. vice president & station manager.

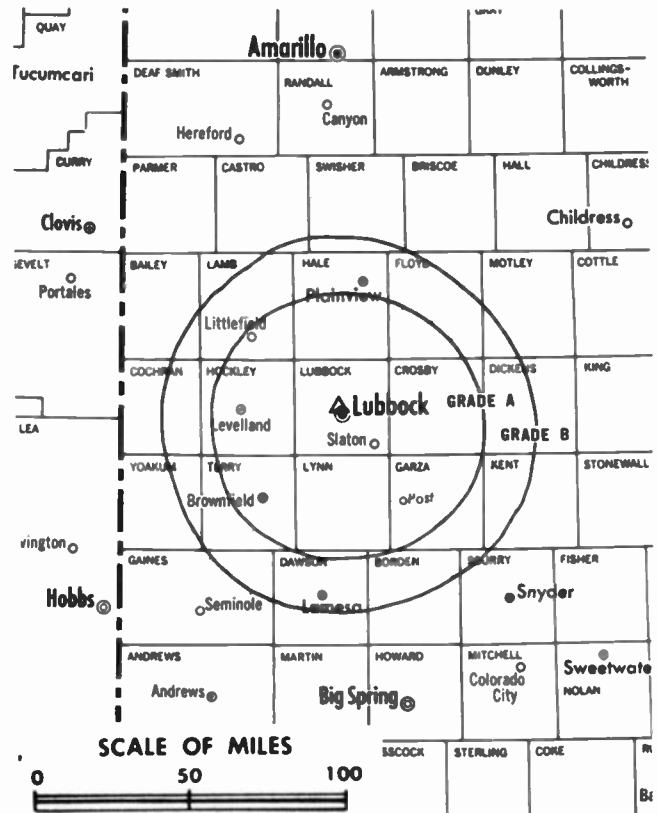
BILL MADDOX, vice president & general sales manager.

**Highest 30 Sec. Rate** (July 13, 1984): \$100.

**NETWORK BASE HOURLY RATE:** \$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>TEXAS</b>			
	Bailey	2,700	2,700	100
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Floyd	3,300	3,300	100
	Gaines	4,600	4,600	100
	Garza	1,900	1,900	100
	Hale	13,100	13,000	99
	Hockley	8,300	8,200	99
Lamb	6,700	6,600	99	
Lubbock	79,800	79,100	99	



KAMC BMPCT-6862 Granted 10/11/68

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lynn	2,800	2,800	100
	Terry	5,200	5,100	98
	Yoakum	3,100	3,100	100
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Borden	300	300	100
	Motley	800	800	100
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Curry	15,500	15,100	97
	De Baca	1,000	1,000	100
	Roosevelt	5,800	5,600	97
<b>TEXAS</b>	Briscoe	1,000	1,000	100
	Castro	3,400	3,300	97
	Cottle	1,200	1,200	100
	Kent	400	400	100
	King	200	200	100
	Parmer	3,500	3,500	100
	Swisher	3,400	3,400	100
	<b>Station Totals</b>		<b>179,300</b>	<b>177,400</b>
<b>Net Weekly Circulation (1984)</b>			<b>119,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>72,200</b>	

# Texas—Lubbock

## KCBD-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Caprock Telecasting Inc., 214 N. Main, Roswell, NM 88201.

**Studio:** 5600 Ave. A, Box 2190, Lubbock 79408.

**Telephone:** 806-744-1414. **TWX:** 910-896-4306.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"  
Longitude 101° 50' 14"

**Transmitter:** U.S. Hwy. 87 between 50th & 66th Sts.

**News Services:** AP, NBC, CNN.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter & 10-meter; Harris receivers.

**Ownership:** Holsum Inc., 100%. For Holsum ownership, see KBIM-TV, Roswell, NM.

**Began Operation:** May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (*Television Digest*, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Dow, Lohnes & Albertson.

**Represented (engineering):** Lohnes & Culver.

### Personnel:

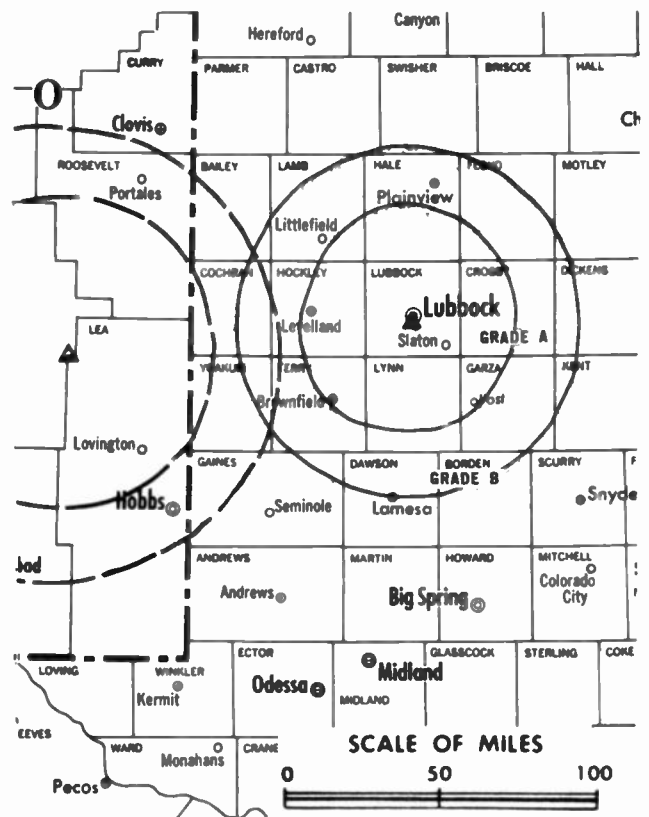
JOE CARRIERE, president.  
CARL MINOR, vice president & general manager.  
BILL DeTOURNILLON, general sales manager.  
SHERRELL LAMBERT, director of engineering.  
SKIP WATSON, news director.  
NANCY HAUSSLER, business manager.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$1215.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Floyd	3,300	3,300	100
	Gaines	4,600	4,600	100
	Garza	1,900	1,900	100
	Hale	13,100	13,000	99
	Hockley	8,300	8,200	99
	Kent	400	400	100
	King	200	200	100
Lamb	6,700	6,600	99	
Lubbock	79,800	79,100	99	



KCBD-TV BMPCT-5814 Granted 2/1/63

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lynn	2,800	2,800	100
	Motley	800	800	100
	Scurry	7,000	6,900	99
	Terry	5,200	5,100	98
	Yoakum	3,100	3,100	100

### NEW MEXICO

<b>Between 25-49%</b>	Chaves	20,300	19,900	98
	De Baca	1,000	1,000	100
	Eddy	17,900	17,500	98
	Lea North	18,200	17,900	98
	Lincoln	4,900	4,700	96
	Roosevelt	5,800	5,600	97

### TEXAS

Castro	3,400	3,300	97
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### NEW MEXICO

<b>Between 5-24%</b>	Curry	15,500	15,100	97
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### TEXAS

Briscoe	1,000	1,000	100
Cottle	1,200	1,200	100
Deaf Smith	6,800	6,700	99
Hudspeth	800	800	100
Parmer	3,500	3,500	100
Swisher	3,400	3,400	100

<b>Station Totals</b>	<b>255,200</b>	<b>251,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>162,100</b>
<b>Average Daily Circulation (1984)</b>			<b>99,900</b>



# Texas—Lubbock

**KJAA**

**Ch. 34**

**Network Service:** None, independent.

**Licensee:** Troy Raymond Moran, Box 3757, Lubbock, TX 79452.

**Studio:** 100th & University, Lubbock 79415.

**Telephone:** 806-795-4334.

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 3732.5-kw visual, 373.25-kw aural. Antenna: 915-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"

Longitude 101° 52' 20"

**Transmitter:** 100th & University, Lubbock.

**News Service:** INN.

**Satellite Earth Stations:** Prodelin, 5-meter; Microdyne receivers.

**Ownership:** Troy Raymond Moran, 100%. Moran also owns KJTV, Amarillo, TX.

**Began Operation:** Dec. 10, 1981.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Eugene L. Burke.

**Personnel:**

RAY MORAN, general manager.

GUY SMITH, chief engineer.

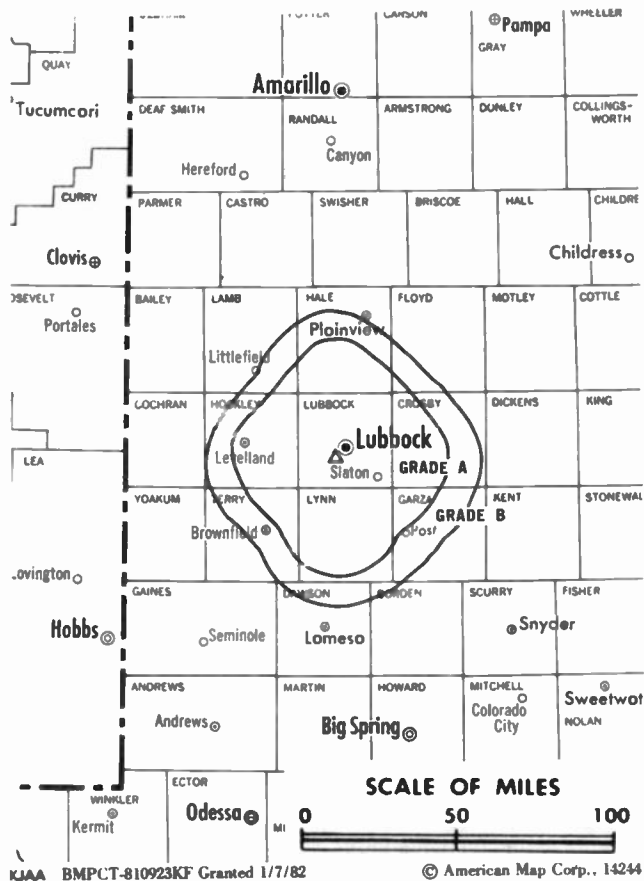
BRAD MORAN, general sales manager.

BONNIE COE, 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>TEXAS</b>			
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Floyd	3,300	3,300	100
	Hale	13,100	13,000	99
	Hockley	8,300	8,200	99
	Lamb	6,700	6,600	99
	Lubbock	79,800	79,100	99
	Terry	5,200	5,100	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100



KJAA BMPCT-810923KF Granted 1/7/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Garza	1,900	1,900	100
	Lynn	2,800	2,800	100
	Yoakum	3,100	3,100	100
<b>Between 5-24%</b>	Castro	3,400	3,300	97
	Kent	400	400	100
	Mitchell	3,400	3,300	97
	Swisher	3,400	3,400	100
<b>Station Totals</b>		<b>149,100</b>	<b>147,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>85,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>39,700</b>	

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# Texas—Lubbock

## KLBK-TV

Ch. 13

**Network Service:** CBS.

**Licensee:** Prima Inc., Box 1559, Lubbock, TX 79408.

**Studio:** 7400 University Ave., Lubbock, TX 79423.

**Telephone:** 806-745-2345. **TWX:** 910-896-4321.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4 143-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 101° 52' 07"

**Transmitter:** 7400 University Ave.

**News Services:** AP, CBS.

**Satellite Earth Stations:** Scientific-Atlanta, 4-meter; Scientific-Atlanta receivers.

**Ownership:** Charles Woods, 100%. For other Woods interests, see Group Ownership of TV Stations.

**Began Operation:** Nov. 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (*Television Digest*, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co., Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

**Represented (sales):** Blair Television.

**Represented (legal):** Kenkel, Barnard & Edmundson, P.C.

**Represented (engineering):** Jules Cohen & Associates, P.C.

**Personnel:**

CHARLES WOODS, general manager.  
DAVID UNDERWOOD, general sales manager.  
DAVID WOODS, station manager.  
DON KING, chief engineer.  
JACK McGEE, production manager.

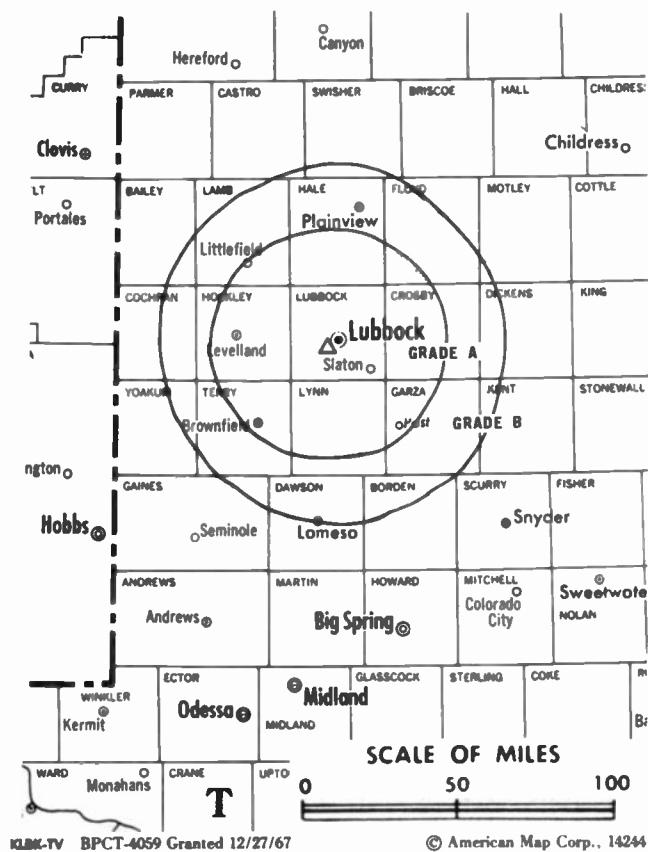
**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (Jan. 22, 1984): \$1000.

**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>TEXAS</b>			
	Bailey	2,700	2,700	100
	Borden	300	300	100
	Cochran	1,500	1,500	100
	Crosby	2,900	2,900	100
	Dawson	5,500	5,400	98
	Dickens	1,400	1,400	100
	Floyd	3,300	3,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gaines	4,600	4,600	100
	Garza	1,900	1,900	100
	Hale	13,100	13,000	99
	Hockley	8,300	8,200	99
	Kent	400	400	100
	King	200	200	100
	Lamb	6,700	6,600	99
	Lubbock	79,800	79,100	99
	Lynn	2,800	2,800	100
	Motley	800	800	100
	Scurry	7,000	6,900	99
Terry	5,200	5,100	98	
Yoakum	3,100	3,100	100	
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Briscoe	1,000	1,000	100
	Castro	3,400	3,300	97
	Swisher	3,400	3,400	100
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Cottle	1,200	1,200	100
	Mitchell	3,400	3,300	97
	Parmer	3,500	3,500	100
Sterling	400	400	100	
<b>Station Totals</b>		<b>167,800</b>	<b>166,300</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>				<b>139,600</b>
<b>Average Daily Circulation (1984)</b>				<b>92,100</b>

# Texas—Lufkin-Nacogdoches

## KTRE-TV

Ch. 9

(Satellite of KLTV, Tyler, TX)

**Network Service:** ABC, NBC.

**Licensee:** Buford Television Inc. of Lufkin, Box 729, Lufkin, TX 75901.

**Studio:** 1.4-mi. NW of Clawson.

**Mailing Address:** Box 729, Lufkin, TX 75901.

**Telephone:** 713-634-7771.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level.

Latitude 31° 25' 09"  
Longitude 94° 48' 02"

**Transmitter:** 1.4-mi. NW of Clawson.

**News Service:** AP.

**Ownership:** See KLTV, Tyler, TX.

**Began Operation:** Aug. 17, 1955. Sale to present owners by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (*Television Digest*, Vol. 2:31).

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

ROBERT P. BUFORD, chairman of the board.  
FRANK E. MELTON, president.  
TOM RAMEY, general manager.  
MARK LOGAN, sales manager.

**Rates:** Sold in combination with KLTV, Tyler-Longview, TX.

**NETWORK BASE HOURLY RATE:** \$335.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Angelina	24,200	23,800	98
	Houston	8,100	7,900	97
	Nacogdoches	18,300	17,800	97
	San Augustine	3,500	3,400	97
	Trinity	4,100	3,900	96
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Polk	10,500	10,200	97
	Sabine	3,700	3,600	97
	Walker	13,800	13,300	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 5-24%</b>	Cherokee	14,600	14,300	98
	Jasper	11,900	11,700	98
	Madison	3,500	3,400	97
	Shelby	9,200	9,000	98
	Tyler	6,500	6,300	97
<b>Station Totals</b>		<b>131,900</b>	<b>128,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>72,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>47,700</b>	

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# Texas—Midland & Odessa

## KMID-TV

Ch. 2



### KATZ TELEVISION

**Network Service:** ABC.

**Licensee:** Telepictures Corp., 15303 Ventura Blvd., Sherman Oaks, CA 91403.

**Studio:** Midland-Odessa Air Terminal 79711.

**Mailing Address:** Drawer B, Midland, TX 79711.

**Telephone:** 915-563-2222, Midland. **TWX:** 910-897-5682.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"  
Longitude 102° 17' 12"

**Transmitter:** 13.5-mi. NW of Midland.

**News Services:** CNN, NIWS.

**Satellite Earth Stations:** Scientific-Atlanta & Harris, 5-meter, 5-meter & 7-meter; Harris receivers.

**Ownership:** Telepictures Corp., 100%.

**Began Operation:** Dec. 18, 1953. Sale to present owner by Midessa TV Co. Inc. approved by FCC Jan. 4, 1984 (**Television Digest**, Vol. 23:38).

**Represented (sales):** Katz Television.

#### Personnel:

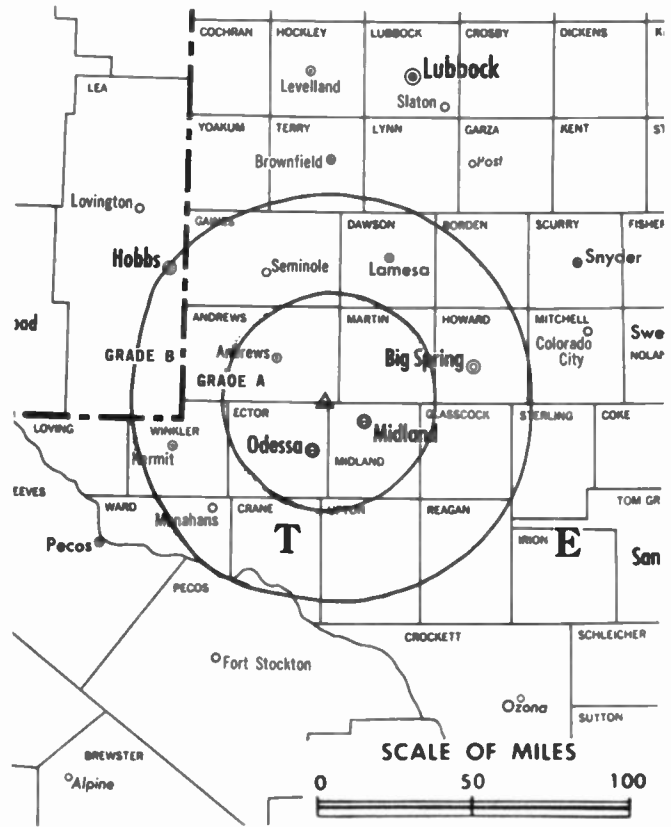
JOHN FOSTER, station manager & film buyer.  
DALE GORSUCH, chief engineer.

**Highest 30 Sec. Rate** (July 25, 1984): \$425.

**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	%
50% & Over	<b>NEW MEXICO</b>			
	Lea South	2,600	2,400	92
	<b>TEXAS</b>			
	Andrews	4,900	4,800	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Crockett	1,700	1,700	100
	Ector	46,700	46,300	99
	Gaines	4,600	4,600	100
	Glasscock	400	400	100
	Howard	12,000	11,900	99
	Jeff Davis	600	600	100
	Martin	1,600	1,600	100
	Midland	33,700	33,400	99



KMID-TV BPCT-2922 Granted 10/30/61

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pecos	4,700	4,600	98
	Reagan	1,400	1,400	100
	Reeves	4,900	4,800	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	5,000	4,900	98
	Winkler	3,500	3,500	100

NEW MEXICO				
Between 25-49%	Lea North	18,200	17,900	98
	<b>TEXAS</b>			
	Borden	300	300	100
	Dawson	5,500	5,400	98
	Yoakum	3,100	3,100	100

TEXAS				
Between 5-24%	Concho	1,100	1,100	100
	Culberson	1,000	1,000	100
	Presidio	1,800	1,700	94
	Schleicher	1,000	1,000	100
	Sterling	400	400	100
	Sutton	1,900	1,800	95

<b>Station Totals</b>	<b>169,300</b>	<b>167,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>132,100</b>
<b>Average Daily Circulation (1984)</b>			<b>80,200</b>

# Texas—Odessa

**KOSA-TV**

Ch. 7



**THE FORWARD GROUP**

**Network Service:** CBS.

**Licensee:** Forward Communications of Texas Inc., Box 4186, Odessa, Tex. 79760.

**Studio:** 1211 N. Whitaker, Odessa, TX 79760.

**Telephone:** 915-337-8301. **TWX:** 910-897-5504.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.5"  
Longitude 102° 34' 41.0"

**Transmitter:** Farm Rd. No. 866, 11-mi. W of Odessa.

**News Services:** AP, UPI, CBS.

**Satellite Earth Stations:** 3 in operation; Scientific-Atlanta receivers.

**Ownership:** Forward Communications Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 1, 1956. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. **Note:** Sale pending.

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

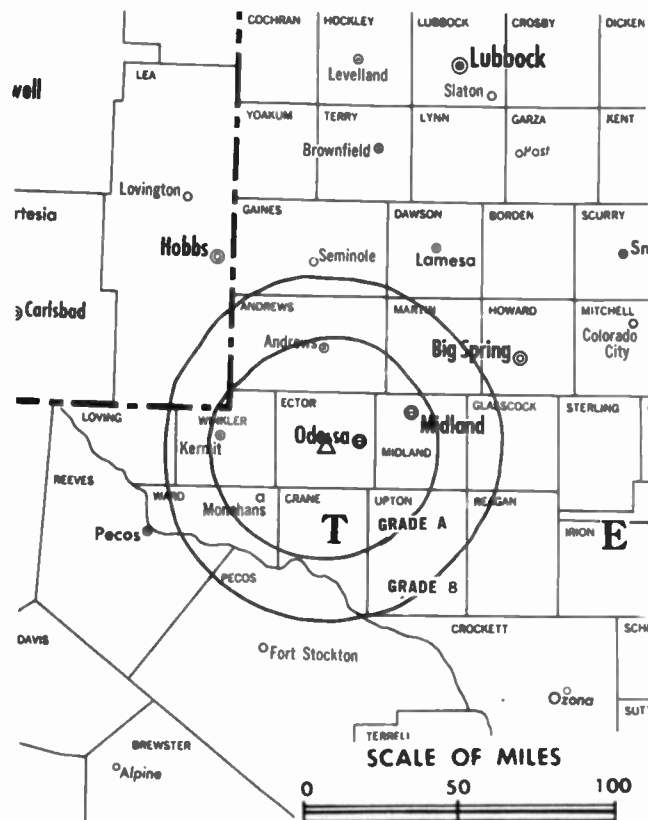
DOYCE ELLIOTT, president & general manager.  
TOM HUGHES, vice president & station manager.  
VIC LUDINGTON, national sales manager.  
ED COSTELLO, local sales manager.  
AL HARRIS, chief engineer.  
JON McCALL, news director.

**Highest 30 Sec. Rate** (July 12, 1984): \$475.

**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>NEW MEXICO</b>			
	Lea South	2,600	2,400	92
	<b>TEXAS</b>			
	Andrews	4,900	4,800	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Ector	46,700	46,300	99
	Glasscock	400	400	100



KOSA-TV BMPCT-4369 Granted 11/26/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Howard	12,000	11,900	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	33,700	33,400	99
	Pecos	4,700	4,600	98
	Presidio	1,800	1,700	94
	Reagan	1,400	1,400	100
	Reeves	4,900	4,800	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	5,000	4,900	98
	Winkler	3,500	3,500	100
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Crockett	1,700	1,700	100
	Culberson	1,000	1,000	100
	Gaines	4,600	4,600	100
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Lea North	18,200	17,900	98
	<b>TEXAS</b>			
	Coke	1,300	1,300	100
	Dawson	5,500	5,400	98
	Hudspeth	800	800	100
Irion	500	500	100	
<b>Station Totals</b>		<b>164,200</b>	<b>162,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>129,000</b>
<b>Average Daily Circulation (1984)</b>				<b>88,600</b>

# Texas—Odessa

## KTPX

Ch. 9

(Also operates satellite KWAB-TV, Big Spring, TX)

**Network Service:** NBC.

**Licensee:** Permian Basin TV Corp., Box 6699, Midland 79711.

**Studio:** Between U.S. 80 & I-20, County Rd. 128W.

**Mailing Address:** Box 6699, Midland, TX 79711.

**Telephone:** 915-563-4210. **TWX:** 910-895-5346.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural, 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"  
Longitude 102° 51' 59"

**Transmitter:** 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

**News Services:** UPI, NBC.

**Satellite Earth Stations:** ADM, 5-meter; Harris receivers.

**Ownership:** Richard F. Shively, chmn. of board & chief exec. officer, 22.84%; John B. Tupper, pres.-treas., 22.84%; Charlene Armijo Kripking, v.p., 3.32%; John Salazar, secy., 10%; Ernest J. Orono, 12.56%; Raymond G. Sanchez, 10%; Albert J. Montano & Siegfried G. Montano Jr., 6.28% each; Martin I. Mondlick, 3.32%; Mucio Yslas Jr. & Tima J. Yslas, 2.56% jointly. Shively has interest in KNOP-TV, North Platte, NE.

**Began Operation:** Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to present owner conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (**Television Digest**, Vol. 20:13).

**Represented (sales):** Blair Television.

**Represented (legal):** James E. Greeley.

**Represented (engineering):** Robert L. Purcell.

**Personnel:**

CARL ROGERS, general manager.  
DAVE ORRELL, assistant general manager, sales.  
GRADY WOODWARD, director of engineering.

**Highest One Hour Rate:** \$2000.

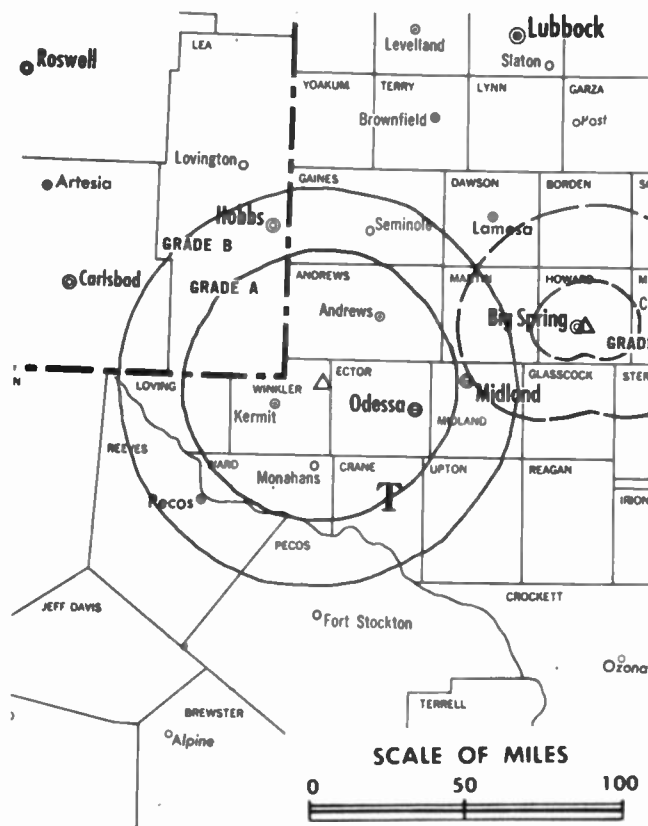
**Highest 30 Sec. Rate:** \$475.

**NETWORK BASE HOURLY RATE:** \$300.

**Arbitron Data:** Figures include KWAB-TV, Big Spring, TX.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>NEW MEXICO</b>			
	Lea South	2,600	2,400	92
	<b>TEXAS</b>			
	Andrews	4,900	4,800	98
	Brewster	2,700	2,600	96
	Crane	1,800	1,800	100
	Crockett	1,700	1,700	100
	Culberson	1,000	1,000	100
	Ector	46,700	46,300	99



KTPX BPCT-3000 Granted 7/25/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gaines	4,600	4,600	100
	Glasscock	400	400	100
	Howard	12,000	11,900	99
	Jeff Davis	600	600	100
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	33,700	33,400	99
	Pecos	4,700	4,600	98
	Reagan	1,400	1,400	100
	Reeves	4,900	4,800	98
	Terrell	600	600	100
	Upton	1,600	1,600	100
	Ward	5,000	4,900	98
Winkler	3,500	3,500	100	
Between 25-49%	<b>NEW MEXICO</b>			
	Lea North	18,200	17,900	98
	<b>TEXAS</b>			
Mitchell	3,400	3,300	97	
Presidio	1,800	1,700	94	
Between 5-24%	<b>TEXAS</b>			
	Dawson	5,500	5,400	98
	Hudspeth	800	800	100
	Irion	500	500	100
	Yoakum	3,100	3,100	100
<b>Station Totals</b>		<b>169,400</b>	<b>167,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>127,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>75,500</b>	

# Texas—San Angelo

## KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

**Network Service:** NBC.

**Licensee:** Abilene Radio & TV Co., 4510 14th St., Abilene 79605.

**Studio:** 4510 S. 14th St., Abilene, TX 79605.

**Telephone:** 915-692-4242. **TWX:** 915-492-9210.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"  
Longitude 100° 26' 14"

**Transmitter:** 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

**News Service:** AP.

**Ownership:** See KRBC-TV, Abilene.

**Began Operation:** Feb. 8, 1962.

**Represented (sales):** Blair Television.

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

DALE ACKERS, president.

KEN KNOX, station & sales manager.

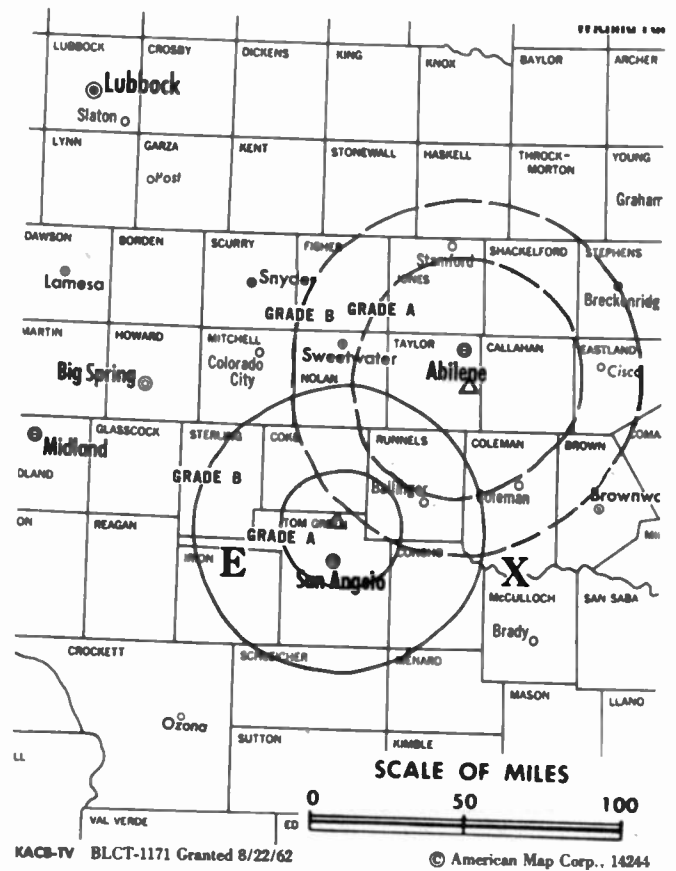
JERRY SHACKELFORD, program director.

GENE SMITH, chief engineer.

**Rates:** Sold in combination with KRBC-TV, Abilene.

**NETWORK BASE HOURLY RATE:** Bonus.

**Arbitron Data:** Included with KRBC-TV, Abilene, TX.



For U.S. TV Station Call Letters,  
see page 8

# Texas—San Angelo

## KIDY

Ch. 6

**Network Service:** None, independent.

**Licensee:** Sage Bcstg. Corp., 406 S. Irving, San Angelo, TX 76903.

**Studio:** 406 S. Irving, San Angelo, TX 76903.

**Telephone:** 915-658-2666.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"  
Longitude 100° 31' 00"

**Transmitter:** 2.31-mi. N of intersection of US 87 & March Rd., San Angelo.

**Satellite Earth Stations:** 2 in operation; Harris receivers.

**Ownership:** Raymond G. Schindler, pres., 82%; Paris Schindler, v.p., 5%; Timothy R. Brown, secy., 5%; Jo Edgell, treas.-asst. secy., 2%; Bill Carter, 2%; Anne-Marie Barrabes Alvarez, 3%; Oliver & Rosetta Bell, 1%.

**Began Operation:** May 12, 1984.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Schnader, Harrison, Segal & Lewis.

**Represented (engineering):** Zelner & Greene (Amarillo/Houston, TX).

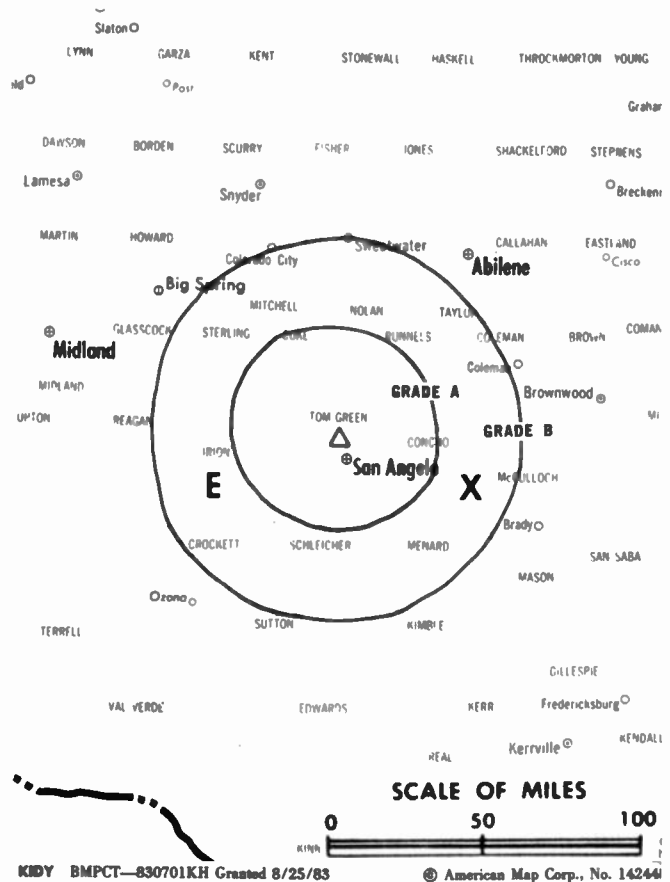
**Personnel:**

RAYMOND G. SCHINDLER, president.  
BILL CARTER, vice president & general manager.  
RON ADKINS, operations manager.  
ED MATEO, chief engineer.

**Highest 30 Sec. Rate** (June 1, 1984): \$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	%
Between 5-24%	TEXAS Sterling	400	400	100
<b>Station Totals</b>		<b>400</b>	<b>400</b>	
<b>Net Weekly Circulation (1984)</b>			<b>500</b>	
<b>Average Daily Circulation (1984)</b>			<b>100</b>	



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# Texas—San Angelo

## KLST

Ch. 8

**Network Service:** CBS.

**Licensee:** Jewell Television Corp., Box 1941, San Angelo, TX 76902.

**Studio:** 1011 E. 28th St.

**Mailing Address:** Box 1941, San Angelo, TX 76902.

**Telephone:** 915-655-7383. **TWX:** 510-871-3805.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"  
Longitude 100° 02' 48"

**Transmitter:** 3.3-mi. SE of Eola.

**News Service:** AP.

**Satellite Earth Station:** In operation; Scientific-Atlanta receivers.

**Ownership:** T. B. Lanford Estate, 100%. For other Lanford interests, see KALB-TV, Alexandria, LA.

**Began Operation:** June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (*Television Digest*, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

JOHN McGEE, general manager.  
EDDY SMITH, chief engineer.  
SANDRA WRIGHT, national sales secretary.  
GORDON HAY, operations/programming director.  
MARSHAL TWOMBLY, local/regional sales manager.

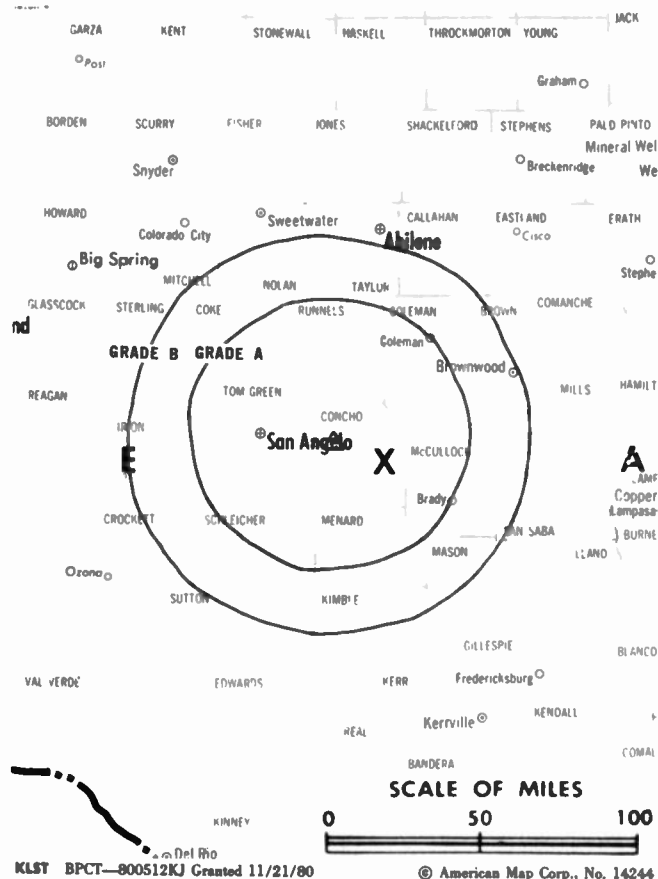
**Highest One Hour Rate:** \$1200.

**Highest 30 Sec. Rate** (July 9, 1984): \$400.

**NETWORK BASE HOURLY RATE:** \$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	TEXAS			
	Coke	1,300	1,300	100
	Concho	1,100	1,100	100
	Crockett	1,700	1,700	100
	Irion	500	500	100
	Kimble	1,600	1,500	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Culloch	3,500	3,400	97
	Menard	900	900	94
	Runnels	4,600	4,500	98
	Schleicher	1,000	1,000	100
	Sterling	400	400	100
	Sutton	1,900	1,800	95
	Tom Green	33,600	33,200	99
Between 25-49%	TEXAS			
	Coleman	4,300	4,200	98
	Mason	1,500	1,400	93
Between 5-24%	TEXAS			
	Brown	13,700	13,400	98
	Mills	1,900	1,900	97
	Mitchell	3,400	3,300	97
	Reagan	1,400	1,400	100
	San Saba	2,500	2,400	96
<b>Station Totals</b>		<b>80,800</b>	<b>79,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>49,700</b>
<b>Average Daily Circulation (1984)</b>				<b>35,200</b>

# Texas—San Antonio

## KENS-TV

Ch. 5

**Network Service:** CBS.

**Licensee:** Harte-Hanks Television Inc., Box TV 5, San Antonio 78299.

**Studio:** 5400 Fredericksburg Rd., San Antonio, TX 78229.

**Telephone:** 512-366-5000. **TWX:** 910-871-1012.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"  
Longitude 98° 15' 55"

**Transmitter:** Stewart Rd., 4-mi. NE of Elmendorf, TX.

**News Services:** AP, NIWS.

**Satellite Earth Stations:** Transmit/receive, Satcom Technologies, 9.2-meter; Scientific-Atlanta receivers.

**Ownership:** Harte-Hanks Communications Inc., 99.2% of stock held by **Corpus Christi Caller** and **Times, Abilene Reporter-News, San Angelo Standard-Times** and **Affiliated Newspapers Inc.** For additional Harte-Hanks newspapers, see Newspaper Ownership of TV Stations. Harte-Hanks also controls WTLV, Jacksonville, FL; WFMY-TV, Greensboro, NC; KYTV(TV), Springfield, MO; WSGN(AM), Birmingham, AL; KOY & KRFM(FM), Phoenix, AZ; WLCY & WRBQ(FM), Tampa-St. Petersburg, FL; WEZI(FM), Memphis, TN; KULF & KYND(FM), Houston-Pasadena, TX; WRVA & WRVQ(FM), Richmond, VA; KMJK(FM) Lake Oswego, OR.

**Began Operation:** Feb. 15, 1950. Transfer to present owners from owners of **San Antonio Express** and **News** approved by FCC July 3, 1962. Sale to **San Antonio Express** and **News** by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (**Television Digest**, Vol. 7:30, 41; 10:15, 22, 26, 44).

**Represented (sales):** Katz Television.

**Represented (legal):** Arnold & Porter.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

WILLIAM G. MOLL, president, broadcasting/entertainment division, Harte-Hanke Communications Inc.

LINDA RIOS BROOK, vice president & general manager, KENS-TV.

DAVID SANKOVICH, general sales manager.

MARSHALL SEESE, national sales manager.

ARTHUR EMERSON, local sales manager.

DANA ELLIS, director of co-op marketing & development.

JERRY NORDSIEK, chief engineer.

JERRY COPELAND, operations manager.

BOB ROGERS, director of news & public affairs.

DEBRA FRAZIER, director of creative services.

R. D. JONES, program & promotion manager.

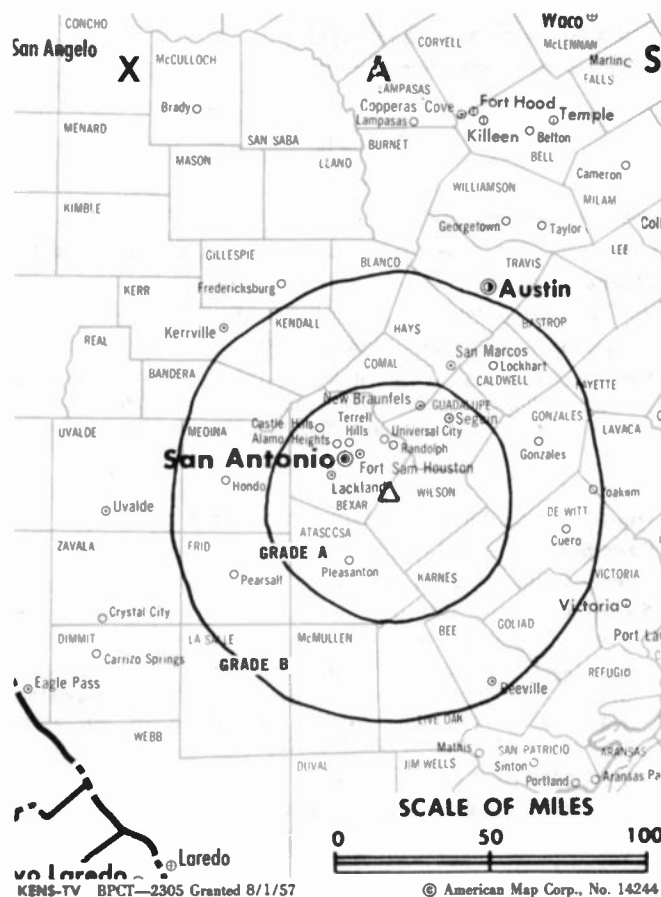
RACHEL SOLES, business manager.

**Highest 30 Sec. Rate** (May 1984): \$3500.

**NETWORK BASE HOURLY RATE:** \$1150.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Atascosa	9,100	8,900	98
	Bandera	3,200	3,200	100
	Bee	8,700	8,500	98
	Bexar	350,300	346,000	99
	Comal	15,000	14,800	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	94
	Edwards	700	700	100



KENS-TV BPCT-2305 Granted 8/1/57

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Frio	4,300	4,200	98
	Gillespie	5,700	5,500	96
	Goliad	1,900	1,800	95
	Gonzales	6,100	6,000	98
	Guadalupe	17,800	17,500	98
	Karnes	4,800	4,700	98
	Kendall	4,300	4,200	98
	Kerr	12,600	12,300	98
	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,500	7,200	96
	Live Oak	3,700	3,600	97
	Mcmullen	300	300	100
	Maverick	9,200	8,700	95
	Medina	8,100	7,900	98
Real	900	900	100	
Uvalde	7,600	7,400	97	
Val Verde	11,600	11,200	97	
Victoria	26,000	25,500	98	
Wilson	6,200	6,000	97	
Zavala	3,200	3,100	97	

TEXAS				
<b>Between 25-49%</b>	Blanco	2,200	2,200	100
	Caldwell	8,000	7,800	97
	Hays	14,500	14,200	98
	Webb	29,400	28,800	98

TEXAS				
<b>Between 5-24%</b>	Bastrop	10,000	9,800	98
	Duval	4,100	4,000	98
	Kimble	1,600	1,500	94
	Mason	1,500	1,400	93
	Travis	183,100	180,900	99
Zapata	2,400	2,300	96	

<b>Station Totals</b>	<b>799,000</b>	<b>785,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>516,000</b>
<b>Average Daily Circulation (1984)</b>			<b>353,900</b>

# Texas—San Antonio

## KMOL-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** United Television Inc., Box 2641, San Antonio, TX 78299.

**Studio:** 1031 Navarro St.

**Mailing Address:** Box 2641, San Antonio, TX 78299.

**Telephone:** 512-226-4251. **TWX:** 512-571-0920.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"  
Longitude 98° 15' 55"

**Transmitter:** 4-mi. from Elmendorf on bearing of N 79 E.

**News Services:** AP, CNN.

**Satellite Earth Station:** In operation, 7.5-meter.

**Ownership:** United Television Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975. (**Television Digest**, Vol. 14:48). Sale to Avco by Hugh Half Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

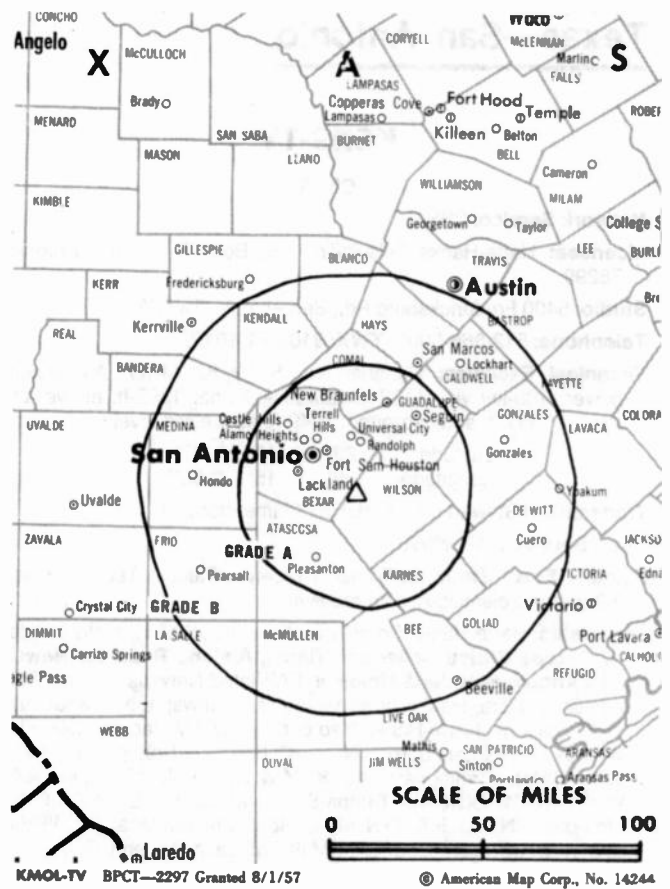
EDWARD V. CHEVIOT, general manager.  
MORTON A. BARRETT, general sales manager.  
KEVIN DONOHUE, sales manager.  
JACK CARROLL, operations manager.  
JAY SOLOMON, news director.  
HAROLD FRIESENHAHN, chief engineer.  
LINDA TAFOLLY, community services director.

**Highest 30 Sec. Rate:** \$1800.

**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>50% &amp; Over</b>	<b>TEXAS</b>			
	Atascosa	9,100	8,900	98
	Bandera	3,200	3,200	100
	Bee	8,700	8,500	98
	Bexar	350,300	346,000	99
	Caldwell	8,000	7,800	97
	Comal	15,000	14,800	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	94
	Edwards	700	700	100
	Frio	4,300	4,200	98
	Gillespie	5,700	5,500	96
	Goliad	1,900	1,800	95
	Gonzales	6,100	6,000	98
	Guadalupe	17,800	17,500	98
	Karnes	4,800	4,700	98
	Kendall	4,300	4,200	98
Kerr	12,600	12,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,500	7,200	96
	McMullen	300	300	100
	Maverick	9,200	8,700	95
	Medina	8,100	7,900	98
	Real	900	900	100
	Uvalde	7,600	7,400	97
	Val Verde	11,600	11,200	97
	Wilson	6,200	6,000	97
Zavala	3,200	3,100	97	

<b>TEXAS</b>				
<b>Between 25-49%</b>	Blanco	2,200	2,200	100
	Hays	14,500	14,200	98
	Live Oak	3,700	3,600	97
	Mason	1,500	1,400	93
	Webb	29,400	28,800	98

<b>TEXAS</b>				
<b>Between 5-24%</b>	Bastrop	10,000	9,800	98
	Calhoun	7,100	7,000	99
	Colorado	7,500	7,300	97
	Fayette	8,000	7,600	95
	Kimble	1,600	1,500	94
	Lampasas	4,800	4,700	98
Victoria	26,000	25,500	98	

<b>Station Totals</b>	<b>636,800</b>	<b>625,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>471,000</b>	
<b>Average Daily Circulation (1984)</b>		<b>261,400</b>	

# Texas—San Antonio

## KSAT-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** The Outlet Communications Inc., Box 2478, San Antonio, TX 78298.

**Studio:** 1408 N. St. Mary's St.

**Mailing Address:** Box 2478, San Antonio, TX 78298.

**Telephone:** 512-226-7611. **TWX:** 910-871-1022.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"  
Longitude 98° 15' 31"

**Transmitter:** 4.5-mi. ENE of Elmendorf, TX.

**News Services:** AP, UPI, ABC, Group W Newsfeed, Texas State Network, Outlet Washington Bureau.

**Satellite Earth Stations:** Scientific-Atlanta, 10-meter; Andrew & Scientific-Atlanta receivers.

**Ownership:** Rockefeller Group Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Jan. 21, 1957. Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967 (*Television Digest*, Vol. 7:32, 48).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Sundlun, Scher & Singer.

### Personnel:

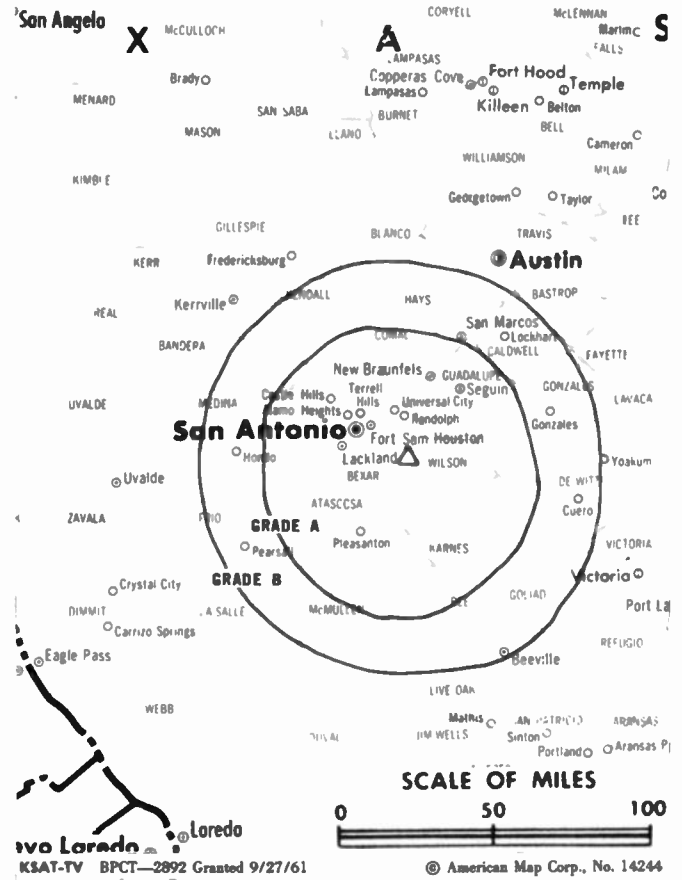
BRUCE G. SUNDLUN, chairman & chief exec. officer.  
DAVID E. HENDERSON, president & chief operating officer.  
JAMES SCHIAVONE, vice president & general manager.  
RICHARD ANDRYCHA, program manager.  
JACK DIX, general sales manager.  
RICHARD YZAGUIRRE, national sales manager.  
DAVID CARR, chief engineer.  
CHARLES B. CRAIG, business manager.  
JAMES BOYLE, news director.  
LYDIA ALEGRIA, community affairs director.  
JEANNE JANES, advertising/promotion manager.  
JIM PIPKIN, production manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$1600.

**NETWORK BASE HOURLY RATE:** \$1025.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Atascosa	9,100	8,900	98
	Bandera	3,200	3,200	100
	Bee	8,700	8,500	98
	Bexar	350,300	346,000	99
	Caldwell	8,000	7,800	97
	Comal	15,000	14,800	99
	De Witt	7,200	7,000	97
	Dimmit	3,500	3,300	94
	Edwards	700	700	100
	Frio	4,300	4,200	98
	Gillespie	5,700	5,500	96
	Goliad	1,900	1,800	95
	Gonzales	6,100	6,000	98
	Guadalupe	17,800	17,500	98
	Hays	14,500	14,200	98
	Karnes	4,800	4,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Kendall	4,300	4,200	98
	Kerr	12,600	12,300	98
	Kinney	800	800	100
	La Salle	1,900	1,800	95
	Lavaca	7,500	7,200	96
	McMullen	300	300	100
	Mason	1,500	1,400	93
	Maverick	9,200	8,700	95
	Medina	8,100	7,900	98
	Real	900	900	100
	Uvalde	7,600	7,400	97
	Val Verde	11,600	11,200	97
	Victoria	26,000	25,500	98
	Webb	29,400	28,800	98
Wilson	6,200	6,000	97	
Zavala	3,200	3,100	97	
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Blanco	2,200	2,200	100
	Fayette	8,000	7,600	95
	Live Oak	3,700	3,600	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Bastrop	10,000	9,800	98
	Burnet	8,100	8,000	99
	Colorado	7,500	7,300	97
	Duval	4,100	4,000	98
	Kimble	1,600	1,500	94
	Lampasas	4,800	4,700	98
	Llano	4,800	4,700	98
	Travis	183,100	180,900	99
<b>Station Totals</b>		<b>829,800</b>	<b>815,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>527,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>322,200</b>	

# Texas—San Antonio

## KWEX-TV

Ch. 41

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., Box 9225, San Antonio, TX 78204.

**Studio:** 411 E. Durango. **Telephone:** 512-227-4141.

**Mailing Address:** Box 9225, San Antonio, TX 78204.

**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude 29° 25' 03"  
Longitude 98° 29' 26"

**Transmitter:** 411 E. Durango.

**News Services:** UPI, ITNA, Televisa.

**Satellite Earth Stations:** Transmit/receive, Scientific-Atlanta, 10-meter & 4-meter.

**Ownership:** See KMEX-TV, Los Angeles, CA.

**Began Operation:** June 10, 1955. Sale as KUAL-TV to present owner by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (**Television Digest**, Vol. 17: 35; 2:1).

**Represented (sales):** Spanish International Network Inc.

**Represented (engineering):** Jules Cohen & Associates.

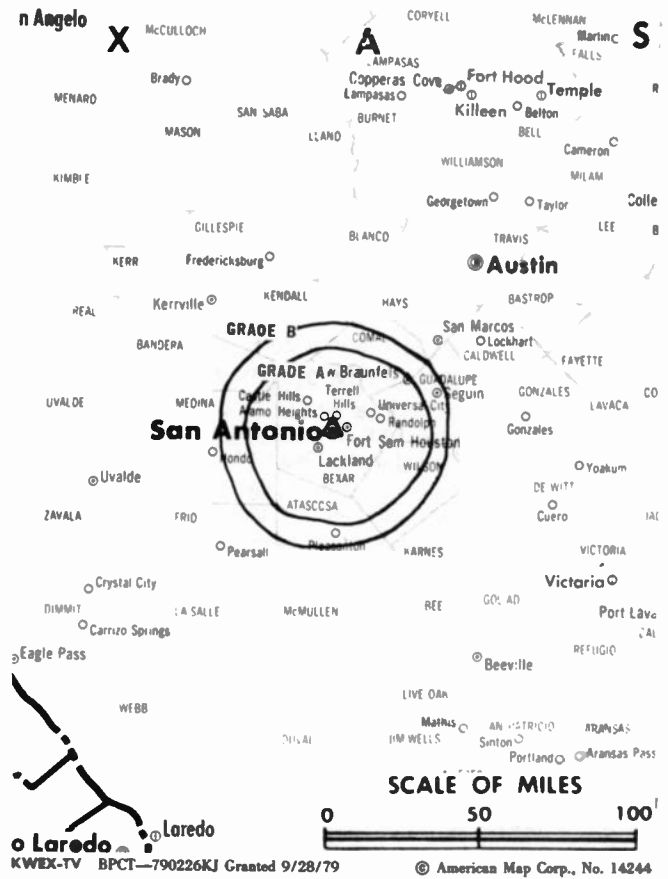
**Personnel:**

- EMILIO NICOLAS, president & general manager.
- JAMES R. MEEK, v.p. & director of engineering.
- ARMANDO SOLIS, vice president & comptroller.
- EVA HERNANDEZ, local sales manager.
- PEDRO DELANDERO, national sales manager.
- JUAN GATTAS, station manager.
- RICHARD A. SOWA, manager, network operations center.
- ANTONIO GONZALEZ, chief engineer.
- PEDRO MAJUL, program director.
- JESUS JAVIER, news director.
- MARTHA TIJERINA, public service director.

**Highest 30 Sec. Rate:** \$210.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Dimmit	3,500	3,300	94
	Maverick	9,200	8,700	95
	Zavala	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Atascosa	9,100	8,900	98
	Bexar	350,300	346,000	99
	De Witt	7,200	7,000	97
	Frio	4,300	4,200	98
	Gonzales	6,100	6,000	98
	Karnes	4,800	4,700	98
	Kendall	4,300	4,200	98
	Kerr	12,600	12,300	98
	Kinney	800	800	100
	Medina	8,100	7,900	98
	Val Verde	11,600	11,200	97
	Webb	29,400	28,800	98
	Wilson	6,200	6,000	97
<b>Station Totals</b>		<b>470,700</b>	<b>463,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>80,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>44,500</b>	

# Texas—Tyler-Longview

**KLTV**

**Ch. 7**

**(Operates satellite KTRE-TV, Lufkin, TX)**

**Network Service:** ABC, NBC.

**Licensee:** Buford Television Inc. of Tyler, Box 957, Tyler 75710.

**Studio:** Kilgore Hwy. at Loop 323.

**Mailing Address:** Box 957, Tyler, TX 75710.

**Telephone:** 214-592-3871. **TWX:** 910-860-5810.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 520-ft above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

Latitude 32° 21' 06"  
Longitude 95° 16' 00"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level, lat. 32° 32' 20", long. 95° 13' 16"; transmitter to 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

**Transmitter:** Kilgore Hwy. at Loop 323.

**News Service:** AP.

**Satellite Earth Stations:** 2 in operation; Andrew & Avante receivers.

**Ownership:** Buford Holding Corp., 80.97%. BHC ownership: G. B. Buford & G. R. Buford, 33.33% each; Robert Buford, 33.26%; Ross Buford Trust, 0.07%. Buford Television also owns KTRE-TV, Lufkin, TX; has interest in WBTI(TV), Cincinnati, OH; KTMA-TV, Minneapolis-St. Paul, MN; WLBT-TV, Jackson & WLBW-TV, Meridian, MS.

**Began Operation:** Oct. 14, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- ROBERT BUFORD, chairman of the board.
- FRANK E. MELTON, president.
- RON JONES, vice president & general manager.
- PHILIP HURLEY, station manager.
- GAYLE HELMS, program director.
- BOB WAY, director of engineering.
- MARCUS CROUCH, production coordinator.
- JOHN T. GASTON, sales manager.
- ALLEN MORRIS, production director.

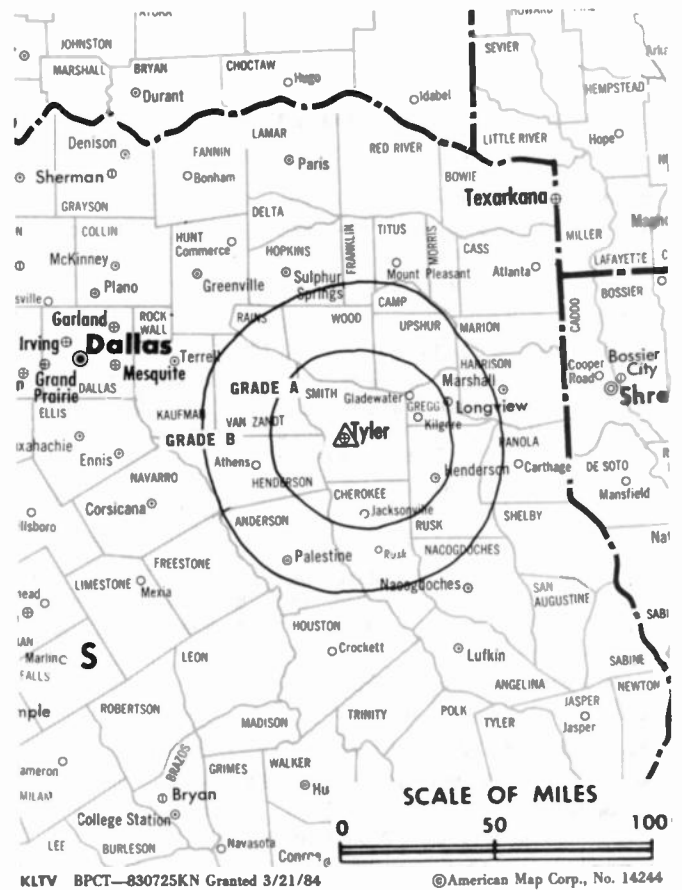
**Highest 30 Sec. Rate:** \$500.

**Note:** Spot rates include KTRE-TV, Lufkin, TX.

**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>TEXAS</b>				
<b>50% &amp; Over</b>	Anderson	14,000	13,700	98
	Cherokee	14,600	14,300	98
	Franklin	3,000	2,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Gregg	40,400	39,900	99
	Henderson	18,900	18,500	98
	Rains	2,300	2,300	100
	Rusk	16,100	15,800	98
	Smith	51,600	50,900	99
	Upshur	11,500	11,300	98
	Wood	10,300	10,100	98
<b>TEXAS</b>				
<b>Between 25-49%</b>	Camp	3,800	3,700	97
	Delta	1,900	1,900	100
	Harrison	19,500	19,200	98
	Hopkins	10,200	10,000	98
	Nacogdoches	18,300	17,800	97
	Red River	6,400	6,200	97
	Titus	8,400	8,200	98
	Van Zandt	13,200	12,900	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Freestone	6,100	5,900	98
	Houston	8,100	7,900	97
	Lamar	16,900	16,300	96
	Marion	4,300	4,200	98
	Morris	5,600	5,500	98
	Panola	8,200	8,000	98
<b>Station Totals</b>		<b>313,600</b>	<b>307,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>183,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>114,100</b>	

# Texas—Victoria

## KAVU-TV

Ch. 25

**Network Service:** NBC.

**Licenses:** Community Bcstg. of Coastal Bend Inc., 2710 Hospital Dr., Suite 106, Victoria, TX 77901.

**Studio:** 3803 N. Navarro, Victoria, TX 77901.

**Telephone:** 512-576-5288.

**Mailing Address:** Box 4929, Victoria, TX 77903.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"  
Longitude 96° 33' 09"

**Transmitter:** County Rd. 1639, 2.8-mi. S of Lolita.

**Ownership:** George A. Constant, pres. & Ruth L. Constant, v.p., 37.5% each; Anthony Constant, secy. & Ron Sheldon, treas., 12.5% each. Sheldon owns a film and videotape production company.

**Began Operation:** July 21, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Represented (engineering):** Jules Cohen & Associates.

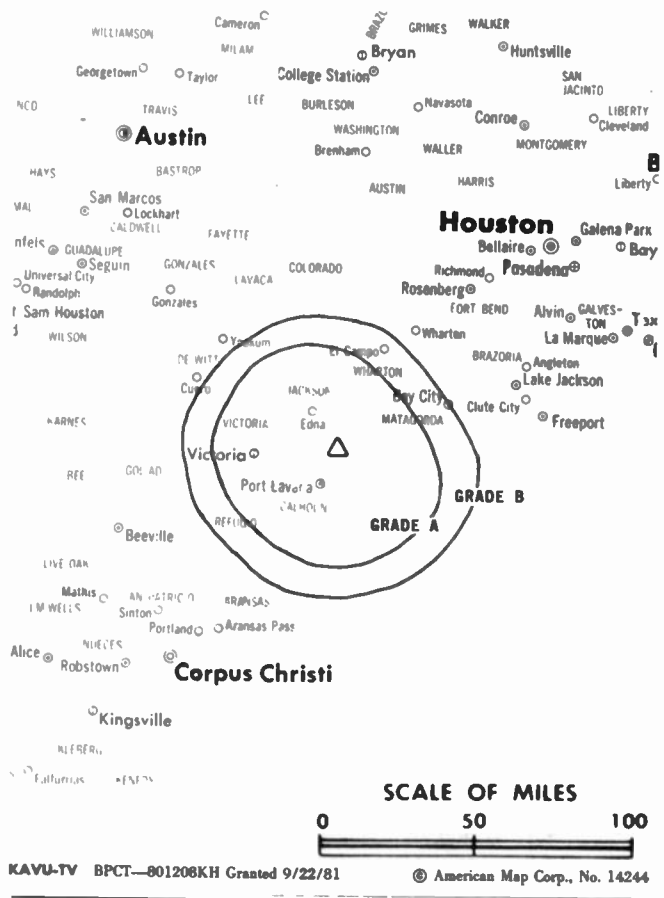
**Personnel:**

DOUG McDOUGAL, general manager.  
BOB HESSE, general sales manager.  
PAUL ERDEL, program director.

**Highest 30 Sec. Rate** (June 17, 1983): \$160.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Calhoun	7,100	7,000	99
	Jackson	5,100	5,000	98
	Victoria	26,000	25,500	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Goliad	1,900	1,800	95
<b>Between 5-24%</b>	<b>TEXAS</b>			
	De Witt	7,200	7,000	97
	Duval	4,100	4,000	98
	Lavaca	7,500	7,200	96
	Matagorda	15,100	14,800	98
Refugio	3,300	3,300	100	
<b>Station Totals</b>		<b>77,300</b>	<b>75,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>35,900</b>
<b>Average Daily Circulation (1984)</b>				<b>19,200</b>



KAVU-TV BPCT—801208KH Granted 9/22/81 © American Map Corp., No. 14244

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# Texas—Victoria

## KVCT

(formerly KXIX)

Ch. 19

**Network Service:** ABC.

**Licensee:** Victoria Communications Corp., Box 1879, Victoria, TX 77902.

**Studio:** One Eastgate Industrial Plaza, Victoria, TX 77902.

**Telephone:** 512-576-5131.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"  
Longitude 96° 57' 38"

**Transmitter:** SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

**News Services:** UPI, NIWS, ABC.

**Satellite Earth Station:** In operation, 6.5-meter.

**Ownership:** Dewey T. Acker, pres., 9%; O. F. Jones, v.p., 11%; Raymond E. Uhrek, treas., 6%; William M. Murphy III, secy., 11%; Jimmie Salyer, dir., 7%; Charles Smithey, dir., 3%.

**Began Operation:** Oct. 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

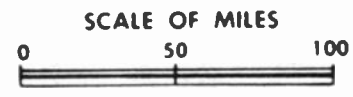
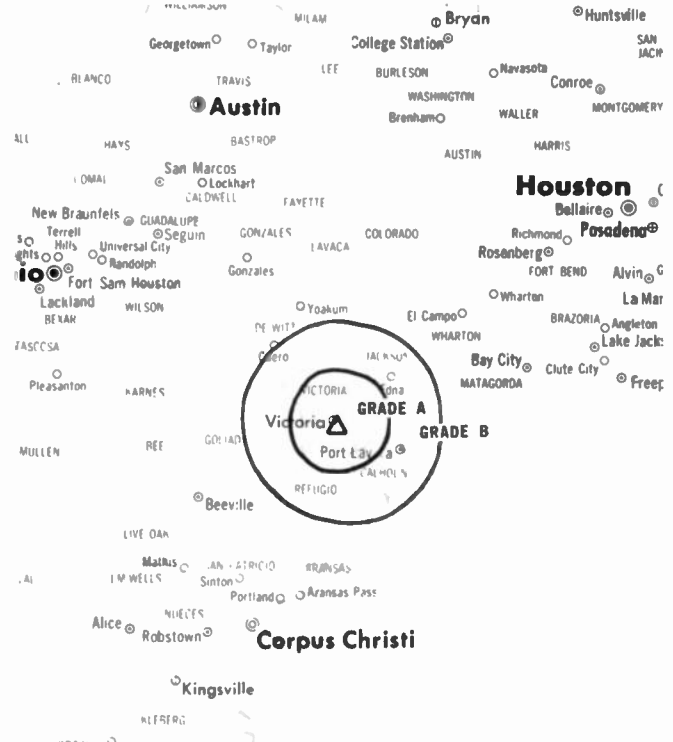
DEWEY T. ACKER, president & general manager.  
DORIS LITTLES, program director.  
CHARLES SMITHEY, director of engineering.  
TOM EASTLAND, news director.

**Highest 30 Sec. Rate** (July 9, 1984): \$200.

**NETWORK BASE HOURLY RATE:** \$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	%
50% & Over	TEXAS Calhoun	7,100	7,000	99
	Victoria	26,000	25,500	98



KVCT BPCT-830524KF Granted 6/27/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS De Witt	7,200	7,000	97
	Jackson	5,100	5,000	98
Between 5-24%	TEXAS Goliad	1,900	1,800	95
	Lavaca	7,500	7,200	96
	Refugio	3,300	3,300	100

<b>Station Totals</b>	<b>58,100</b>	<b>56,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>31,800</b>
<b>Average Daily Circulation (1984)</b>			<b>18,900</b>

**Station Totals do not include Counties in which Circulation is less than 5%**



# Texas—Waco

## KWTX-TV

Ch. 10

(Affiliated with KBTX-TV Bryan, TX)

**Network Service:** CBS.

**Licensee:** KWTX Broadcasting Co., Box 7528, Waco 76710.

**Studio:** 4520 Bosque Blvd. 76710.

**Mailing Address:** Box 7528, Waco, TX 76710.

**Telephone:** 817-776-1330. **TWX:** 910-894-5206.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. & 186-kw circular visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"  
Longitude 97° 18' 58"

**Transmitter:** 2.7-mi. ENE of Moody, TX.

**AM Affiliate:** KWTX, 0.25-kw, 1230 kHz (MBS).

**FM Affiliate:** KWTX-FM, 71-kw, 97.5 MHz (No. 248), 1569-ft.

**News Service:** UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** M. N. Bostick, pres., 12.465%; estate of Hilton E. Howell, 12.465%; L. L. Sams & Sons, 12.465%; W. W. Callan Sr., 9.78%; Robert Levy, 8.643%; W. Woody Callan Jr., 1.342%; Diana C. Braswell, 1.343%; Thomas D. Stribling, 7.972%; George & E. S. Chase, 4.493%; LBJ Corp. (Claudia Taylor Johnson, et al., licensee of KLBJ-AM-FM, Austin, TX), 29.032%. **Note:** KWTX Broadcasting Co. owns 50% of KBTX-TV, Bryan; 75% of radio KNAL, Victoria. Stockholders of KWTX-TV own KXII, Ardmore, OK & KLFY-TV, Lafayette, LA. M. N. Bostick is also 10% owner of KBTX-TV, Bryan; 28.972% of KXII(TV) & KLFY-TV.

**Began Operation:** April 3, 1955.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Cordon & Jacob.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**

M. N. (BUDDY) BOSTICK, president.  
RAY DEEVER, general manager.  
MINA LARPENTER, national & regional sales.  
RALPH WEBB, program manager.  
HOWARD BALL, news director.  
JESSE DOVE, director of engineering.  
KEN MUSGRAVE, chief engineer.

**Highest One Hour Rate:** \$1650.

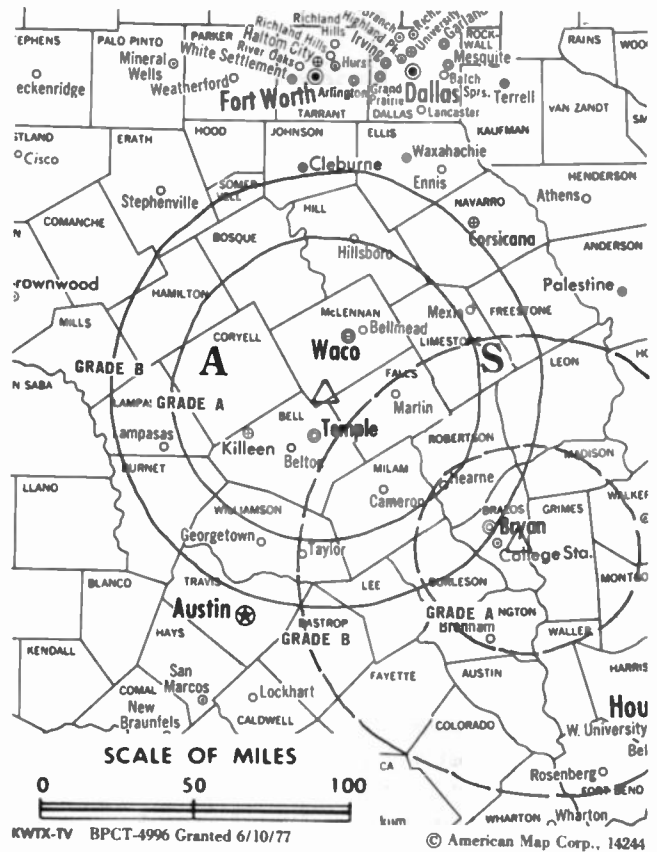
**Highest 30 Sec. Rate** (July 12, 1984): \$790.

Rates include bonus station KBTX-TV, Bryan, TX.

**NETWORK BASE HOURLY RATE:** \$1275.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	57,700	57,100	99
	Bosque	5,900	5,800	98



KWTX-TV BPCT-4996 Granted 6/10/77

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coryell	16,100	15,900	99
	Falls	7,200	7,100	98
	Hamilton	3,800	3,700	97
	Lampasas	4,800	4,700	98
	Leon	4,300	4,100	96
	Limestone	7,700	7,500	97
	Mc Lennan	66,500	65,800	99
	Milam	8,700	8,500	98
	Mills	1,900	1,900	97
Robertson	5,900	5,800	98	
Between 25-49%	TEXAS			
	Freestone	6,100	5,900	98
	Hill	10,100	9,900	98
	San Saba	2,500	2,400	96
Between 5-24%	TEXAS			
	Brown	13,700	13,400	98
	Burleson	4,700	4,500	97
	Burnet	8,100	8,000	99
	Comanche	5,000	4,900	98
	Erath	9,800	9,700	99
	Lee	4,400	4,300	98
	Navarro	14,400	14,100	98
Somervell	1,900	1,900	100	
Williamson	29,900	29,400	98	
<b>Station Totals</b>		<b>301,100</b>	<b>296,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>188,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>120,100</b>	

# Texas—Waco

## KWVT-TV

Ch. 25

**Network Service:** NBC.

**Grantee:** Central Texas Bcstg. Co. Ltd., a Ltd. Partnership, 800 Washington Ave., Waco, TX 76701

**Mailing Address:** 800 Washington Ave., Waco, TX 76701.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.0"  
Longitude 97° 18' 36.9"

**Transmitter:** 3.1-mi. NE of Moody.

**News Services:** AP, UPI.

**Ownership:** Robert A. Mann, gen. partner, 1%; Mary H. Hunter, David W. & Allen B. Mann, limited partners, 33% each.

**Due to Begin Operation:** Jan. 15, 1985.

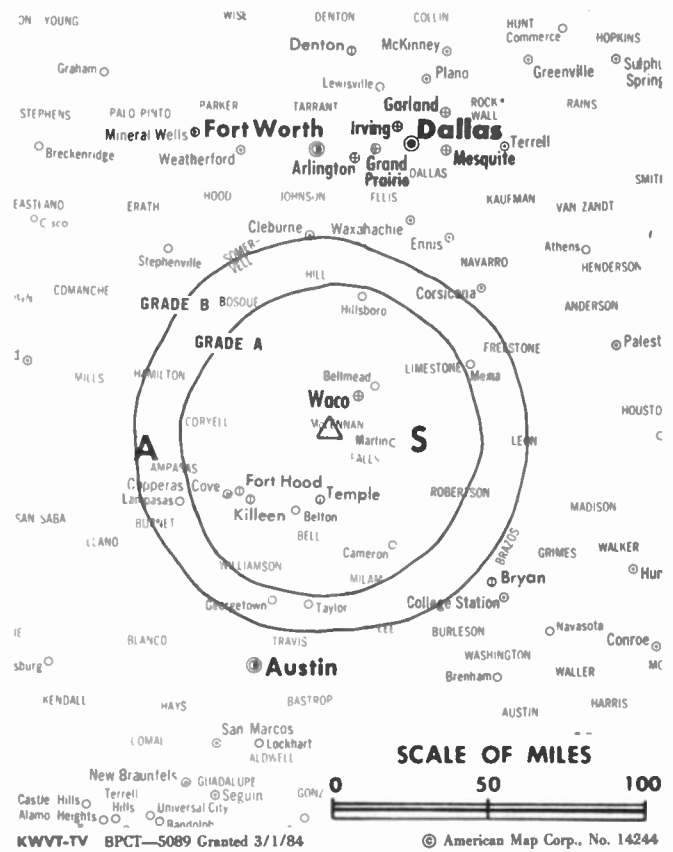
**Represented (legal):** Leo I. George.

**Personnel:**

BOB GOOD, station manager.  
LOW STROWGER, director of engineering.  
JINX DENNIS, operations manager.

**Rates:** Not available

**Public/Educational Station Directory follows Commercial Stations**



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# Texas—Temple-Waco

## KCEN-TV

Ch. 6

**Network Service:** ABC.

**Licensee:** Channel 6 Inc., Box 188, 17 S. Third St., Temple 76503.

**Studio:** I-35 South, Eddy, TX.

**Mailing Address:** Box 188, Temple, TX 76503.

**Telephone:** 817-859-5481.

**Waco Office:** 1502 Columbus Ave., Box 688, Waco 76703.

**TWX:** 910-890-4870.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"  
Longitude 97° 13' 14"

**Transmitter:** 2.4-mi. SE of I-35 on Eddy Blevins Rd., near Eddy, TX.

**News Service:** AP.

**Satellite Earth Stations:** Fort Worth Tower Co., 3.9-meter; Micro-dyne receivers.

**Ownership:** Frank W. Mayborn, pres. & owner of Channel 6 Inc., is pres. and owner of Bell Publishing Co. (**Temple Daily Telegram**); Killeen Publishing Co. (**Killeen Herald**).

**Began Operation:** Nov. 1, 1953.

**Represented (sales):** Blair Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

FRANK W. MAYBORN, president.

DANIEL C. LESMEISTER, vice president & general manager.

BRUCE BOONE, sales manager.

EARL HILL, director of engineering.

RAYMOND BRITTON, program manager.

**Highest One Hour Rate:** \$3000.

**Highest 30 Sec. Rate** (July 9, 1984): \$550.

**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>TEXAS</b>			
	Bell	57,700	57,100	99
	Bosque	5,900	5,800	98
	Brazos	39,000	38,400	98
	Burleson	4,700	4,500	97
	Coryell	16,100	15,900	99
	Falls	7,200	7,100	98
	Hamilton	3,800	3,700	97
Lampasas	4,800	4,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Leon	4,300	4,100	96
	Limestone	7,700	7,500	97
	Mc Lennan	66,500	65,800	99
	Madison	3,500	3,400	97
	Milam	8,700	8,500	98
	Mills	1,900	1,900	97
	Robertson	5,900	5,800	98
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Freestone	6,100	5,900	98
	Grimes	5,300	5,100	97
	Hill	10,100	9,900	98
San Saba	2,500	2,400	96	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Anderson	14,000	13,700	98
	Houston	8,100	7,900	97
	Lee	4,400	4,300	98
	Somervell	1,900	1,900	100
Williamson	29,900	29,400	98	
<b>Station Totals</b>		<b>320,000</b>	<b>314,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>219,100</b>
<b>Average Daily Circulation (1984)</b>				<b>135,600</b>

# Texas—Weslaco

## KRGV-TV

Ch. 5

**Network Service:** ABC.

**Licensee:** Mobile Video Tapes, Box 5, Weslaco 78596.

**Studio:** 900 E. Expressway 78596.

**Mailing Address:** Box 5, Weslaco, TX 78596.

**Telephone:** 512-968-5555. **TWX:** 910-870-1850.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"  
Longitude 97° 48' 45"

**Transmitter:** La Feria, TX, 7-mi. SW of Harlingen.

**AM Affiliate:** KRGV, 5-kw, 1290 kHz.

**News Services:** AP, ABC, NIWS.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Andrew & Scientific-Atlanta receivers.

**Ownership:** Douglas L. Manship, 49.28%; Charles P. Manship Jr., 49.28%; Employee Stock Option Plan, 1.44%. For other interests, see WBRZ, Baton Rouge, LA.

**Began Operation:** April 10, 1954. Sale to present owners by Kenco Enterprises approved Jan. 28, 1964 by FCC (*Television Digest*, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

**Represented (sales):** Blair Television.

**Represented (legal):** Cohn & Marks.

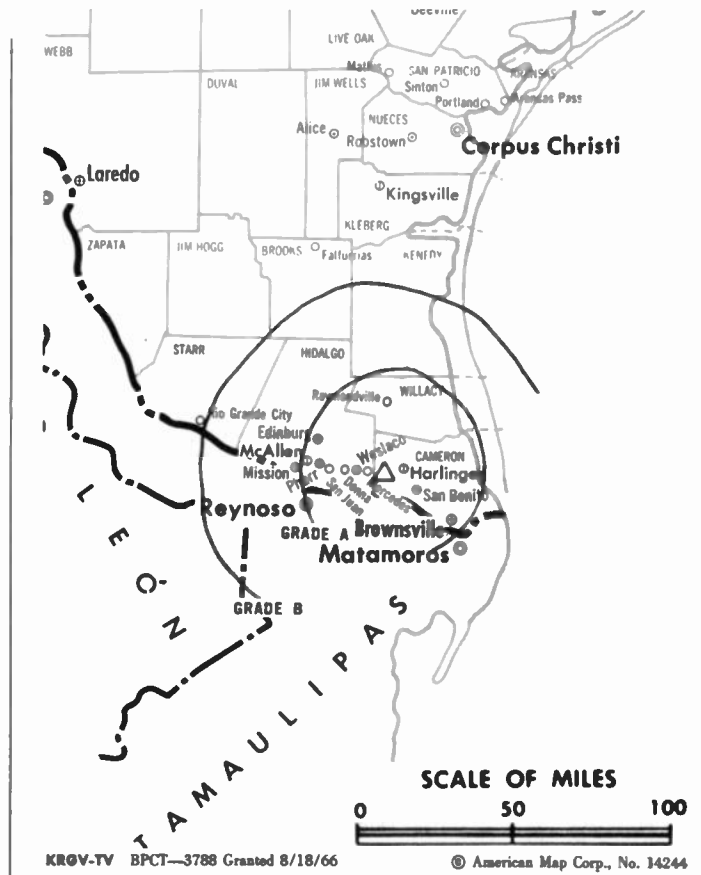
**Personnel:**

RAY ALEXANDER, general manager.  
BERT WALLING, chief engineer.  
LARRY TAYLOR, general sales manager.  
RICK DIAZ, news director.  
JULIAN ADAME, program director.

**Highest 30 Sec. Rate** (June 4, 1984): \$800.

**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.



KRGV-TV BPCT—3788 Granted 8/18/66

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	67,400	66,400	99
	Hidalgo	88,900	87,300	98
	Starr	8,000	7,700	96
Between 25-49%	Willacy	4,900	4,800	98
	TEXAS			
Between 5-24%	Kenedy	200	200	100
	TEXAS			
Station Totals	Brooks	2,700	2,600	96
		172,100	169,000	98
Net Weekly Circulation (1984)				151,100
Average Daily Circulation (1984)				103,300

# Texas—Wichita Falls

## KAUZ-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Adams TV of Wichita Falls Inc., Box 2130, Wichita Falls 76307.

**Studio:** Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

**Mailing Address:** Box 2130, Wichita Falls, TX 76307.

**Telephone:** 817-322-6957. **TWX:** 910-890-5836.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"  
Longitude 98° 32' 21"

**Transmitter:** Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

**News Services:** AP, CBS.

**Satellite Earth Stations:** 3 in operation.

**Ownership:** Adams Communications Corp., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 1, 1953 as KWFT-TV. Sale to present owner by Ray Clymer & W. Erle White approved Jan. 5, 1984 (Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (*Television Digest*, Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theater chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

**Represented (sales):** Blair Television.

**Represented (legal):** Shrinky, Weitzman & Eisen, P.C.

**Personnel:**

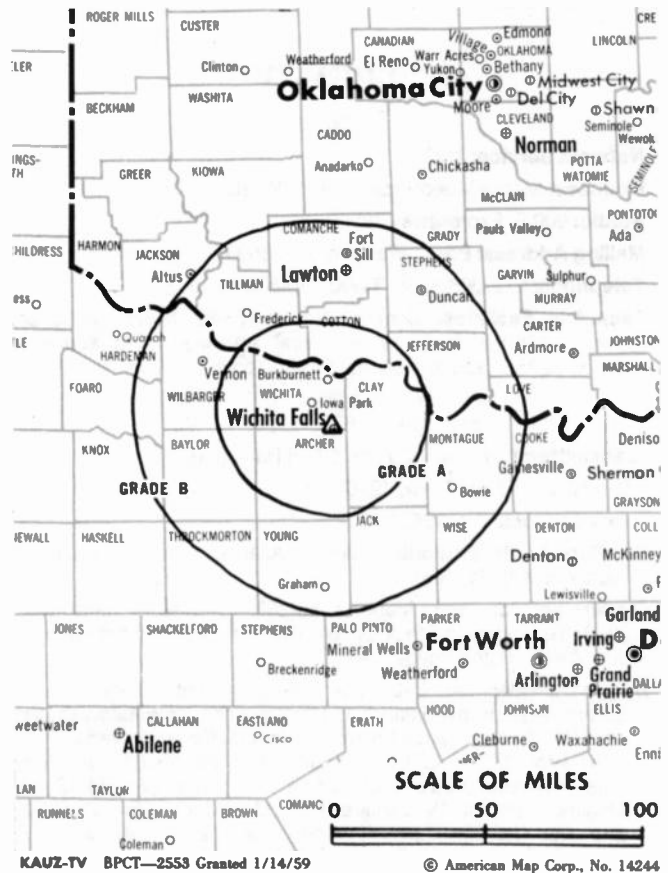
- DON LOCKE, president & general manager.
- SHERYL JOHNSON, national sales manager.
- LEON HOEFFNER, chief engineer.
- TED BUSS, local sales manager.
- LYNN WALKER, news director.
- TIM CUSHING, production manager.
- AUDREY BUSHFIELD, promotion director.
- LINDA BOYLES, dir. of programming/computer operations.

**Highest 30 Sec. Rate:** \$1000.

**NETWORK BASE HOURLY RATE:** \$535.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Comanche	36,500	36,200	99
	Cotton	3,200	3,200	100
	Jackson	10,700	10,600	99
	Jefferson	3,300	3,300	100
	Stephens	18,100	17,900	99
	Tillman	4,700	4,600	98
	<b>TEXAS</b>			
	Archer	2,900	2,900	100
	Baylor	2,000	2,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clay	4,000	4,000	100
	Foard	900	900	100
	Hardeman	2,500	2,500	98
	Jack	3,000	3,000	100
	Knox	1,900	1,900	100
	Montague	7,200	7,100	99
	Throckmorton	900	900	100
	Wichita	44,800	44,500	99
	Wilbarger	6,100	6,100	100
	Young	8,300	8,200	99
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Childress	2,800	2,800	98
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Carter	17,300	17,100	99
	Greer	3,000	2,900	97
	Harmon	1,700	1,700	100
	Kiowa	5,400	5,300	98
	Love	3,200	3,100	97
	<b>TEXAS</b>			
King	200	200	100	
Stephens	4,400	4,300	98	
Wise	10,600	10,500	99	
<b>Station Totals</b>		<b>209,600</b>	<b>207,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>147,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>95,300</b>	

# Texas—Wichita Falls

## KFDX-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Clay Bcstg. Corp. of Texas, 1001 Virginia St. E., Charleston, WV 25301.

**Studio:** 4500 Seymour Highway, Box 4000, Wichita Falls, TX 76308.

**Telephone:** 817-692-4530. **TWX:** 910-890-5825.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"  
Longitude 98° 33' 20"

**Transmitter:** 4500 Seymour Rd.

**News Service:** AP.

**Ownership:** Charleston Mail Assn., 100%. For other interests see WWAY, Wilmington, NC.

**Began Operation:** March 13, 1953. Sale to present owners by Darrold A. Cannan, et al., approved by FCC Jan. 27, 1971 (**Television Digest**, Vol. 11:5).

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

LYELL CLAY, chairman of the board.

GEORGE DIAB, president.

WARREN SILVER, vice president & general manager.

JACK DONAHUE, vice president, sales & marketing.

JIM SMITH, chief engineer.

**Highest 30 Sec. Rate** (April 1, 1984): \$500.

**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>OKLAHOMA</b>				
<b>50% &amp; Over</b>	Comanche	36,500	36,200	99
	Cotton	3,200	3,200	100
	Jackson	10,700	10,600	99
	Jefferson	3,300	3,300	100
	Love	3,200	3,100	97
	Stephens	18,100	17,900	99
	Tillman	4,700	4,600	98
<b>TEXAS</b>				
	Archer	2,900	2,900	100
	Baylor	2,000	2,000	100
	Clay	4,000	4,000	100
	Foard	900	900	100
	Hardeman	2,500	2,500	98
	Jack	3,000	3,000	100
	Knox	1,900	1,900	100



KFDX-TV BPCT—2546 Granted 1/8/59

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Montague	7,200	7,100	99
	Throckmorton	900	900	100
	Wichita	44,800	44,500	99
	Wilbarger	6,100	6,100	100
	Young	8,300	8,200	99
<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Greer	3,000	2,900	97
	Kiowa	5,400	5,300	98
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Carter	17,300	17,100	99
	Harmon	1,700	1,700	100
	Murray	5,000	5,000	100
	Washita	5,600	5,500	98
<b>TEXAS</b>				
	Comanche	5,000	4,900	98
	Cottle	1,200	1,200	100
	King	200	200	100
	Palo Pinto	8,900	8,700	98
	Stephens	4,400	4,300	98
<b>Station Totals</b>		<b>221,900</b>	<b>219,700</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>148,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>89,000</b>	

# Texas

## KTVT, Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Coryell	16,100	15,900	99
	Eastland	8,100	7,900	98
	Franklin	3,000	2,900	97
	Gregg	40,400	39,900	99
	Hall	2,200	2,100	95
	Hamilton	3,800	3,700	97
	Jack	3,000	3,000	100
	Lampasas	4,800	4,700	98
	Mills	1,900	1,900	97
	Nacogdoches	18,300	17,800	97
	Nolan	6,600	6,500	98
	Red River	6,400	6,200	97
	Reeves	4,900	4,800	98
	Runnels	4,600	4,500	98
	San Saba	2,500	2,400	96
	Smith	51,600	50,900	99
	Stephens	4,400	4,300	98
	Taylor	41,900	41,500	99
	Titus	8,400	8,200	98
	Wichita	44,800	44,500	99
	Wood	10,300	10,100	98
Young	8,300	8,200	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ARKANSAS</b>			
	Arkansas	9,100	9,000	99
	Garland	30,500	30,000	98
	Jefferson	31,600	31,000	98
	Pulaski	132,800	131,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
	Cleveland	53,900	53,300	99
	Garvin	11,400	11,300	99
	Greer	3,000	2,900	97
	Kiowa	5,400	5,300	98
	Mc Intosh	6,600	6,500	98
	Muskogee	26,300	25,900	98
	Okmulgee	15,200	15,000	99
	Osage	15,900	15,800	99
	Pushmataha	5,000	4,800	97
	Sequoyah	11,300	11,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Falls	7,200	7,100	98
	Harrison	19,500	19,200	98
	Houston	8,100	7,900	97
	Leon	4,300	4,100	96
	Panola	8,200	8,000	98
	Potter	40,300	40,000	99
	Randall	31,000	30,900	100
	Rusk	16,100	15,800	98
	Upshur	11,500	11,300	98

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## KXTX-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Cherokee	14,600	14,300	98
	Coryell	16,100	15,900	99
	Eastland	8,100	7,900	98
	Falls	7,200	7,100	98
	Franklin	3,000	2,900	97
	Freestone	6,100	5,900	98
	Hamilton	3,800	3,700	97
	Harrison	19,500	19,200	98
	Henderson	18,900	18,500	98
	Limestone	7,700	7,500	97
	Mc Lennan	66,500	65,800	99
	Montague	7,200	7,100	99
	Morris	5,600	5,500	98
	Panola	8,200	8,000	98
	Rockwall	6,100	6,000	98
	Rusk	16,100	15,800	98
	Shackelford	1,600	1,600	100
	Somervell	1,900	1,900	100
	Taylor	41,900	41,500	99
	Upshur	11,500	11,300	98
	Van Zandt	13,200	12,900	98
Wichita	44,800	44,500	99	
Wood	10,300	10,100	98	

## WFAA-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
Between 25-49%	Carter	17,300	17,100	99
	<b>TEXAS</b>			
	Anderson	14,000	13,700	98
	Bosque	5,900	5,800	98
	Camp	3,800	3,700	97
	Cherokee	14,600	14,300	98
	Concho	1,100	1,100	100
	Crockett	1,700	1,700	100
	Falls	7,200	7,100	98
	Franklin	3,000	2,900	97
	Howard	12,000	11,900	99
	Jack	3,000	3,000	100
	Mc Culloch	3,500	3,400	97
	Mills	1,900	1,900	97
	Mitchell	3,400	3,300	97
	Montague	7,200	7,100	99
	Nolan	6,600	6,500	98
	San Saba	2,500	2,400	96
	Shackelford	1,600	1,600	100
	Smith	51,600	50,900	99
	Taylor	41,900	41,500	99
	Wood	10,300	10,100	98
	Young	8,300	8,200	99

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OKLAHOMA</b>			
	Jefferson	3,300	3,300	100
	Mc Curtain	13,300	13,000	97
<b>TEXAS</b>				
	Coleman	4,300	4,200	98
	Haskell	3,000	3,000	100
	Lampasas	4,800	4,700	98
	Leon	4,300	4,100	96
	Morris	5,600	5,500	98
	Red River	6,400	6,200	97
	Runnels	4,600	4,500	98
	Titus	8,400	8,200	98

# SUMMIT TRANSCRIPTS

Transcript No. 201

SATELLITE SUMMIT USA

\$45.00

Washington, D.C. December 7, 1982

An examination of the satellite marketplace, emphasizing the business challenges of the immediate future.

**Speakers:** Burton Edelson, NASA; Frederic D'Allest, Arianespace; Andrea Caruso, Eutelsat; Irving Goldstein, Communications Satellite Corp.; Eldon Thompson, Telesat Canada; Olof Lundberg, INMARSAT; Robert Hall, Satellite Business Systems; Lee Paschall, American Satellite Co.; David Piske, GTE Satellite Corp.; Andrew Inglis, RCA Americom; Clay T. Whitehead, Hughes Communications; Sidney Topol, Scientific-Atlanta. 102 pages

Transcript No. 202

SATELLITE SUMMIT EUROPE

\$112.50

London, England May 17-19, 1983

A look at the European environment, capability, perspective and influence on satellite communications and space business.

**Speakers:** Fredrik Engstroem, Swedish Space Corp.; Alan Jefferis, British Telecom Int'l.; Brian Haynes, Satellite TV PLC; Alan Parker, Ford Aerospace Satellite Services; Rolf Arnim, Eurosatellite; Sidney Topol, Scientific-Atlanta; Patrick Whitten, CIT Research Ltd; Sir Peter Anson, Marconi Space & Defence Systems Ltd; Olof Lundberg, INMARSAT; Andrea Caruso, Eutelsat; Margrith Trappe-Diemand, Tel-Sat, Switzerland; Charles Bigot, Arianespace; Peter Hickman, British Aerospace Dynamics Group; Edmund Mallet, European Space Agency.

Transcript No. 203

TELEPHONE SUMMIT

\$95.00

Washington, D.C. June 22, 1983

Exploration of the new environment created by regulatory changes and the divestiture of AT&T's operating companies.

**Speakers:** Theodore Brophy, GTE Corp.; Harold Miller, ITT Telecommunications Corp.; Robert Pirnie, Sr., US Independent Telephone Assn.; John Clendenin, Southern Bell; Charles Brown, AT&T; Larry Wallace, NARUC; Mimi Weyforth Dawson, FCC; Charles Wolhstetter, Continental Telecom; William McGowan, MCI Communications Corp.; M. Kenneth Oshman, ROLM Corp. 67 pages

Transcript No. 204

DBS SUMMIT

\$95.00

Washington, D.C. September 19, 1983

An examination of the new chaos surrounding the DBS industry as it prepares to enter today's marketplace.

**Speakers:** Richard Bodman, Satellite TV Corp.; Frank Drendel, M/A-Com; Dennis Fraser, ALCOA-NEC Communications; Henry Aujard, CIE Francaise Philips; Charles Schmidt, RCA Astro-Electronics; Wilbur Pritchard, DBS Corp.; Robert Greenquist, Western Union Telegraph Co.; Abbott Washburn, DBS Ambassador; Steven Sharp, Advisory Comte on Tech Standards for the DBS Service; Ted Jarmain, Northstar Home Theater; Dr. Janet Morgan, BBC; Andrew Inglis, Consultant; Richard Wiley, Wiley, Johnson & Rein; Stanley Hubbard, U.S. Satellite Broadcasting Co. 102 pages

Transcript No. 205

CABLE TELEVISION SUMMIT

\$95.00

Washington, D.C. October 27, 1983

Probe of management problems and business opportunities encountered by the industry in a world of new competition and expanding markets.

**Speakers:** Thomas Wheeler, NCTA; Robert Alter, Cabletelevision Advertising Bureau; Frank Biondi, Jr., HBO; Lawrence DeGeorge, Times Fiber Communications; Archer Taylor, Malarkey-Taylor Associates; Dr. George Brown, Retired, RCA Labs; Daniel Ritchie, Group W; Ellen Berland Gibbs, Goldman Sachs & Co.; Irving Kahn, Broadband Communications; John Saeman, Daniels & Assoc.; Rep. Timothy Wirth, U.S. House of Representatives.

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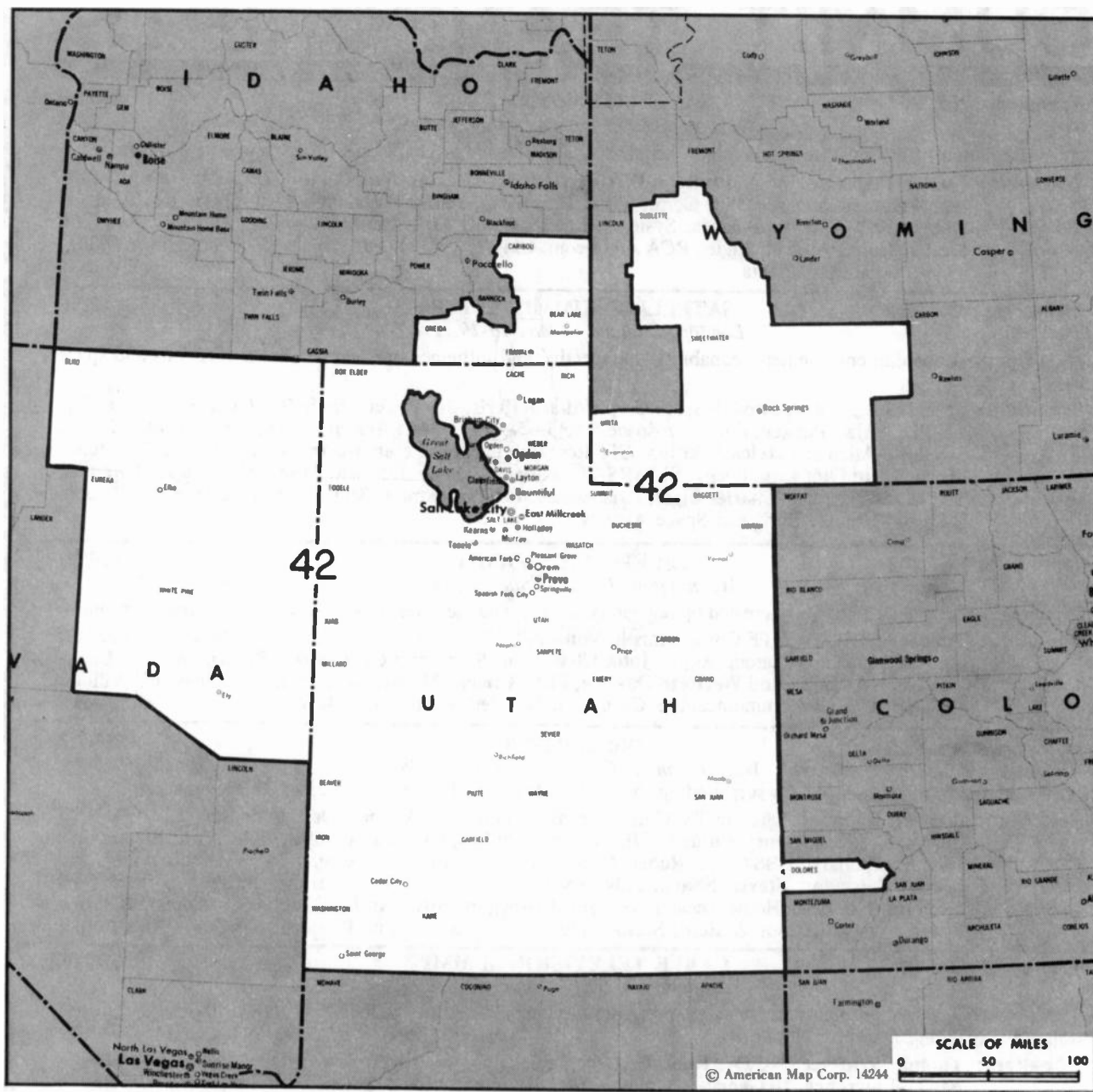
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Utah Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	3	1	4
Educational Television Stations	2	0	2

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT .....	548,400	42	KSL-TV (5), KSTU (20), KTVX (4), KUTV (2)

# Utah—Salt Lake City

## KSL-TV

Ch. 5

**Network Service:** CBS.

**Licenses:** Bonneville International Corp., Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

**Studio:** Broadcast House, 5 Triad Center 84180-1160.

**Telephone:** 801-575-5555. **TWX:** 910-925-5822.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 05"

**Transmitter:** Farnsworth Peak, Oquirrh Range.

**AM Affiliate:** KSL, 50-kw, 1160 kHz (CBS).

**News Services:** AP, UPI, Reuters.

**Satellite Earth Stations:** Transmit/receive, Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Bonneville International Corp., 100%. Bonneville International is owned by Deseret Management Corp. (Church of Jesus Christ of Latter Day Saints). Also owns 99.9% of KIRO-TV-AM & KSEA(FM), Seattle; 100% of WRFM(FM), New York, NY; KMBZ & KMBR(FM), Kansas City; KBIG(FM), Los Angeles; WCLR(FM), Skokie, IL & KOIT(FM), San Francisco; KAAM & KAFM, Dallas, TX.

**Began Operation:** June 1, 1949.

**Represented (sales):** Pety Television Inc.; Bob Hix Co. Inc. (Mountain states); Art Moore Co. (Pacific Northwest).

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

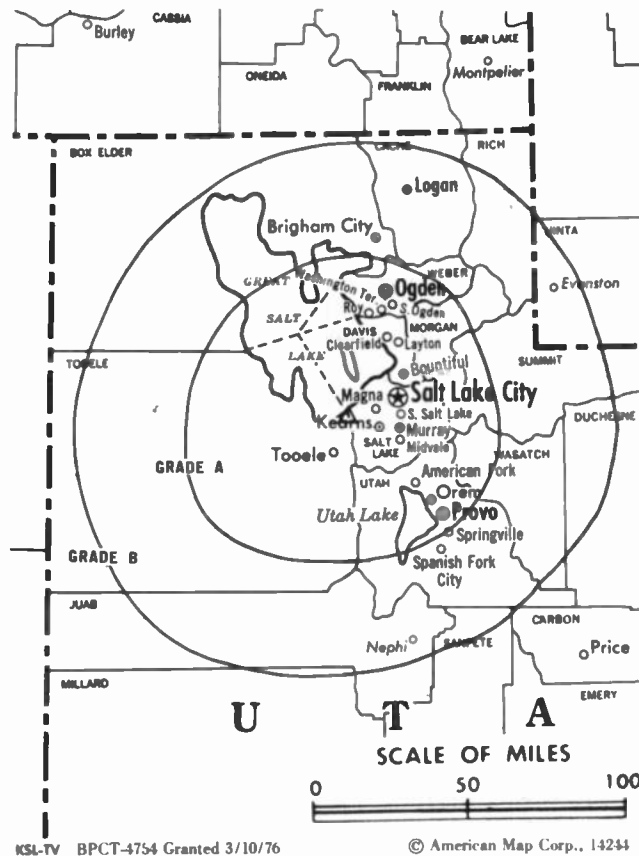
- JAY LLOYD, president & general manager.
- WILLIAM R. MURDOCH, v.p., station & general sales manager.
- RUSS SORENSEN, sales manager.
- ED LOUD, national sales manager, BIC.
- SCOTT R. CLAWSON, vice president, programming.
- CLIFTON B. THOMAS, dir. of research & public relations.
- AL HENDERSON, v.p., marketing, production, Video West.
- HOWARD SMITH, director of engineering.
- SPENCE KINARD, v.p. & news director.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$925.

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>IDAHO</b>			
	Bear Lake	2,600	2,500	96
	Caribou	3,200	3,100	97
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Custer	5,300	5,000	94
	Lewis + Clark	18,100	17,500	97
	Park	5,500	5,300	96
	<b>NEVADA</b>			
	Elko	7,100	6,600	93
	Eureka	500	400	80
	White Pine	3,000	2,900	97
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Box Elder	10,500	10,400	99
	Cache	19,500	19,000	97
	Carbon	8,400	8,200	98
	Daggett	200	200	100
	Davis	45,900	45,500	99
	Duchesne	4,000	3,800	95
	Emery	4,000	3,900	98
	Garfield	1,200	1,100	92



KSL-TV BPCT-4754 Granted 3/10/76

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grand	3,200	2,900	92
	Iron	5,900	5,600	95
	Juab	1,700	1,700	100
	Kane	1,600	1,400	90
	Millard	3,100	3,000	97
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	800	800	100
	Salt Lake	224,500	221,300	99
	San Juan	3,400	3,100	91
	Sanpete	4,800	4,700	98
	Sevier	5,000	4,900	98
	Summit	4,100	4,000	98
	Tooele	8,500	8,400	99
	Uintah	7,000	6,700	96
	Utah	66,700	65,500	98
	Wasatch	3,000	2,900	97
	Washington	9,100	8,600	95
Wayne	600	600	100	
Weber	51,100	50,400	99	
	<b>WYOMING</b>			
	Hot Springs	2,300	2,200	96
	Sublette	1,700	1,600	94
	Sweetwater	17,400	16,700	96
	Teton	4,700	4,500	96
	Uinta	5,200	5,000	96
	Washakie	3,600	3,500	97
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	Rio Blanco	2,500	2,400	96
	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bonneville	23,100	22,800	99
	Cassia	6,400	6,300	98
	Madison	5,600	5,500	98
	Minidoka	6,800	6,600	97

(Continued on page 961)

<b>Station Totals</b>	<b>838,200</b>	<b>818,900</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>587,200</b>
<b>Average Daily Circulation (1984)</b>			<b>387,900</b>

# Utah—Salt Lake City

**KSTU**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Adams of TV Salt Lake City Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

**Studio:** 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

**Telephone:** 801-539-1220. **TWX:** 910-925-5178.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1290-kw max. & 288-kw horizontal visual, 129-kw max. & 28.8-kw horizontal aural. Antenna: 3670-ft. above av. terrain, 174-ft. above ground, 9156-ft. above sea level.

Latitude 40° 39' 33"  
Longitude 112° 12' 08"

**Transmitter:** Farnsworth Peak, Oquirrh Range.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 9-meter; Scientific-Atlanta receivers.

**Ownership:** Adams Communications Corp., 100%. See Group Ownership of TV Stations.

**Began Operation:** Oct. 24, 1978. Sale to present owner by Springfield Television Corp. approved by FCC Jan. 9, 1984 (**Television Digest**, Vol. 23:35).

**Represented (sales):** Blair Television.

**Represented (legal):** Shrinsky, Weitzman & Eisen, P.C.

**Personnel:**

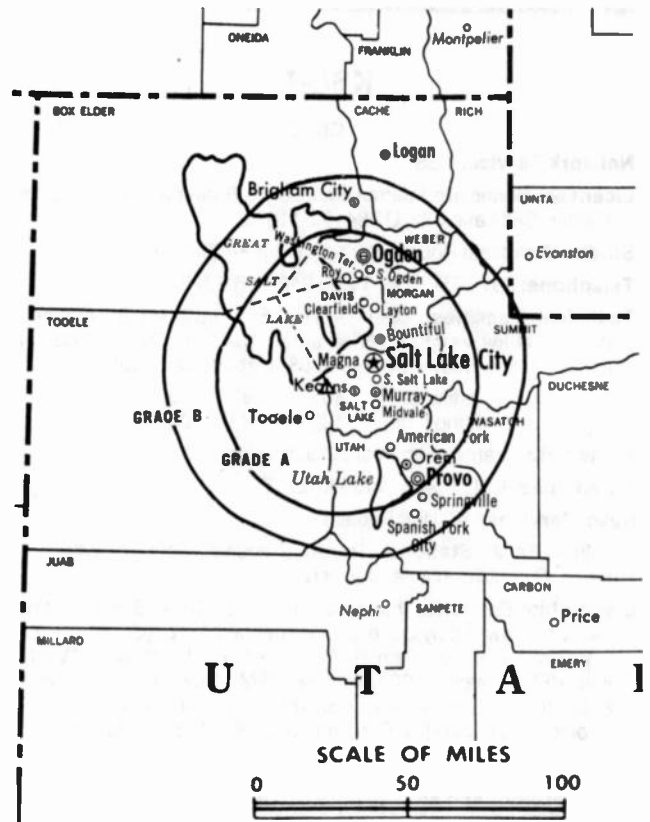
VICKIE STREET, general & program manager.  
SUSAN ADAMS, national sales manager.  
DAN WILMOT, local sales manager.

**Highest One Hour Rate:** \$4000.

**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	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Franklin	2,900	2,800	96
	<b>UTAH</b>			
	Box Elder	10,500	10,400	99
	Cache	19,500	19,000	97
	Davis	45,900	45,500	99
	Duchesne	4,000	3,800	95
	Emery	4,000	3,900	98
	Iron	5,900	5,600	95
	Millard	3,100	3,000	97
	Morgan	1,600	1,600	100
	Rich	800	800	100
	Salt Lake	224,500	221,300	99
	Sanpete	4,800	4,700	98
	Sevier	5,000	4,900	98
	Utah	66,700	65,500	98
	Weber	51,100	50,400	99



KSTU BMPCT-781004KF Granted 8/9/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Oneida	1,100	1,100	100
	<b>UTAH</b>			
	Carbon	8,400	8,200	98
	Garfield	1,200	1,100	92
	Kane	1,600	1,400	90
	Piute	400	400	100
<b>Between 5-24%</b>	San Juan	3,400	3,100	91
	Tooele	8,500	8,400	99
	Uintah	7,000	6,700	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Juab	1,700	1,700	100
	Summit	4,100	4,000	98
<b>Station Totals</b>	Wasatch	3,000	2,900	97
	Washington	9,100	8,600	95
	Wayne	600	600	100
	<b>Station Totals</b>	<b>501,800</b>	<b>492,800</b>	<b>98</b>
	<b>Net Weekly Circulation (1984)</b>			<b>284,500</b>
<b>Average Daily Circulation (1984)</b>			<b>136,600</b>	

# Utah—Salt Lake City

**KTVX**

Ch. 4

**Network Service:** ABC.

**Licensee:** United Television Inc., 915 N. LaBrea Ave., Los Angeles, CA 90038.

**Studio:** 1760 Fremont Dr., Salt Lake City 84104.

**Telephone:** 801-972-1776. **TWX:** 910-925-5685.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"  
Longitude 112° 11' 05"

**Transmitter:** Nelson Peak, 18-mi. SW of Salt Lake City.

**News Services:** AP, WSI, ABC, Datasport, Alden Electronic.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Andrew & Scientific-Atlanta receivers.

**Ownership:** United Television Inc., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (*Television Digest*, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

- DAVID J. WOODCOCK, vice president & general manager.
- L. BOYD MULLINS, general sales manager.
- GREG SHELBY, national sales manager.
- RON FESSENDEN, local sales manager.
- P. J. GRIGGS, business manager.
- RANDY HOFFMAN, promotion manager.
- DENNIS SHINER, production manager.
- GORDON ACKER, operations manager.
- JOHN EDWARDS, news director.
- JIM McDERMAID, chief engineer.

**Highest 30 Sec. Rate (May 1984):** \$1200.

**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>IDAHO</b>			
	Bear Lake	2,600	2,500	96
	Caribou	3,200	3,100	97
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Dawson	4,600	4,400	96
	Fallon	1,400	1,300	93
	<b>NEVADA</b>			
	Elko	7,100	6,600	93
White Pine	3,000	2,900	97	
<b>UTAH</b>				
Beaver	1,400	1,400	100	
Box Elder	10,500	10,400	99	
Cache	19,500	19,000	97	
Carbon	8,400	8,200	98	
Daggett	200	200	100	
Davis	45,900	45,500	99	
Duchesne	4,000	3,800	95	
Emery	4,000	3,900	98	
Garfield	1,200	1,100	92	
Grand	3,200	2,900	92	



KTVX BMPCT-790616KG Granted 10/15/79

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iron	5,900	5,600	95
	Juab	1,700	1,700	100
	Kane	1,600	1,400	90
	Millard	3,100	3,000	97
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	800	800	100
	Salt Lake	224,500	221,300	99
	San Juan	3,400	3,100	91
	Sanpete	4,800	4,700	98
	Sevier	5,000	4,900	98
	Summit	4,100	4,000	98
	Tooele	8,500	8,400	99
	Uintah	7,000	6,700	96
	Utah	66,700	65,500	98
	Wasatch	3,000	2,900	97
	Washington	9,100	8,600	95
Wayne	600	600	100	
Weber	51,100	50,400	99	
<b>WYOMING</b>	Hot Springs	2,300	2,200	96
	Park	8,600	8,200	95
	Sublette	1,700	1,600	94
	Sweetwater	17,400	16,700	96
	Uinta	5,200	5,000	96

<b>Between 25-49%</b>	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Cassia	6,400	6,300	98
	Minidoka	6,800	6,600	97
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Custer	5,300	5,000	94
	Deer Lodge	4,300	4,200	98
	Fergus	5,100	4,800	94
Gallatin	16,500	15,900	96	

(Continued on page 961)

<b>Station Totals</b>	<b>809,700</b>	<b>790,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>	<b>553,300</b>		
<b>Average Daily Circulation (1984)</b>	<b>318,600</b>		

# Utah—Salt Lake City

## KUTV

Ch. 2

**Network Service:** NBC.

**Licensee:** KUTV Inc., 2185 South 3600 West, Salt Lake City, UT 84119.

**Studio:** 2185 South 3600 West, Salt Lake City, UT 84119.

**Telephone:** 801-973-3000.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"  
Longitude 112° 09' 47"

**Transmitter:** Pix Peak.

**AM Affiliate:** KALL, 5-kw (1-kw night), 910 kHz (ABC).

**News Services:** AP, UPI, NIWS, NBC, Newscope.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Satcom Technology, 7-meter; Scientific-Atlanta receivers.

**Ownership:** The Standard Corp. (publisher of **Ogden Standard Examiner**), 80%; Communications Investment Corp. (KALL), 20%; George C. Hatch, pres.; Blaine V. Glasmann Jr., secy. They also own Kansas State Network, KSNW, Wichita; KSNC, Great Bend; KSNG, Garden City; KSNT, Topeka, all KS; KSNF, Joplin, MO. **Ogden Standard Examiner** is owned by the Glasmann family. Communications Investment Corp. (owned by George C. and Wilda Gene Hatch) operates KALL-AM-FM, Salt Lake City; KGHL & KIDX(FM), Billings, MT; KUPI & KQPI-FM, Idaho Falls, ID; KVEL-AM-FM, Vernal, UT and is affiliated with KGEM & KJOT(FM), Boise, ID.

**Began Operation:** Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (**Television Digest**, Vol. 11:31, 38; 12:10). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

GEORGE C. HATCH, president.  
ROBERT TEMPLE, senior vice president.  
AL SEETHALER, vice president & general manager.  
PAT KIRK, national sales manager.  
JOHN BAILEY, general sales manager.  
JOHN MASON, program director.  
REID CARPENTER, vice president & dir. of engineering.  
DEBORAH HAMBERLIN, promotion manager.  
MIKE SYDNOR, film.  
RAY MILIUS, director of operations.  
MIKE YOUNGREN, news director.

**Highest One Hour Rate:** \$6000.

**Highest 30 Sec. Rate** (May 10, 1982): \$1500.

**NETWORK BASE HOURLY RATE:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Bear Lake	2,600	2,500	96
	Caribou	3,200	3,100	97
	Franklin	2,900	2,800	96
	Oneida	1,100	1,100	100
	<b>MONTANA</b>			
	Dawson	4,600	4,400	96
	Deer Lodge	4,300	4,200	98
	Fallon	1,400	1,300	93
	Park	5,500	5,300	96
<b>NEVADA</b>				
Elko	7,100	6,600	93	



KUTV BMPCT-2149 Granted 6/18/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Eureka	500	400	80
	White Pine	3,000	2,900	97
	<b>UTAH</b>			
	Beaver	1,400	1,400	100
	Box Elder	10,500	10,400	99
	Cache	19,500	19,000	97
	Carbon	8,400	8,200	98
	Daggett	200	200	100
	Davis	45,900	45,500	99
	Duchesne	4,000	3,800	95
	Emery	4,000	3,900	98
	Garfield	1,200	1,100	92
	Grand	3,200	2,900	92
	Iron	5,900	5,600	95
	Juab	1,700	1,700	100
	Kane	1,600	1,400	90
	Millard	3,100	3,000	97
	Morgan	1,600	1,600	100
	Piute	400	400	100
	Rich	800	800	100
	Salt Lake	224,500	221,300	99
	San Juan	3,400	3,100	91
	Sanpete	4,800	4,700	98
	Sevier	5,000	4,900	98
	Summit	4,100	4,000	98
	Tooele	8,500	8,400	99
	Uintah	7,000	6,700	96
	Utah	66,700	65,500	98
	Wasatch	3,000	2,900	97
	Washington	9,100	8,600	95
	Wayne	600	600	100
	Weber	51,100	50,400	99
	<b>WYOMING</b>			
	Hot Springs	2,300	2,200	96
	Park	8,600	8,200	95
	Sublette	1,700	1,600	94

(Continued on next page)

<b>Station Totals</b>	<b>839,400</b>	<b>820,300</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>575,000</b>
<b>Average Daily Circulation (1984)</b>			<b>356,100</b>

**KSL-TV, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Big Horn	3,400	3,200	94
	Deer Lodge	4,300	4,200	98
	Fergus	5,100	4,800	94
	Gallatin	16,500	15,900	96
	Powell	2,300	2,200	96
	Silver Bow	14,400	14,100	98
	Sweet Grass	1,300	1,200	92
	<b>WYOMING</b>			
Big Horn	4,400	4,200	95	
Lincoln	4,600	4,400	96	
Park	8,600	8,200	95	
Between 5-24%	<b>IDAHO</b>			
	Jefferson	5,100	5,100	100
	Jerome	5,600	5,500	98
	Twin Falls	20,100	19,800	99
	<b>MONTANA</b>			
	Carbon	3,500	3,400	97
	Flathead	21,100	20,400	97
	Yellowstone	44,000	43,300	98
	<b>NEVADA</b>			
	Lincoln	1,500	1,400	93
<b>WYOMING</b>				
Fremont	14,600	14,200	97	

**KTVX, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA—(Continued)</b>			
	Lewis + Clark	18,100	17,500	97
	Park	5,500	5,300	96
	Richland	4,900	4,700	96
	Silver Bow	14,400	14,100	98
	<b>NORTH DAKOTA</b>			
	Williams	9,200	9,100	99
	<b>WYOMING</b>			
	Big Horn	4,400	4,200	95
	Fremont	14,600	14,200	97
Lincoln	4,600	4,400	96	
Teton	4,700	4,500	96	
Washakie	3,600	3,500	97	
Between 5-24%	<b>COLORADO</b>			
	Rio Blanco	2,500	2,400	96
	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bonneville	23,100	22,800	99
	Jefferson	5,100	5,100	100
	<b>MONTANA</b>			
	Big Horn	3,400	3,200	94
	Carbon	3,500	3,400	97
	Powell	2,300	2,200	96
Rosebud	3,800	3,600	95	
Sweet Grass	1,300	1,200	92	
Yellowstone	44,000	43,300	98	
<b>NEVADA</b>				
Eureka	500	400	80	
Lincoln	1,500	1,400	93	

**KUTV, Salt Lake City**  
(Arbitron Data Continued)

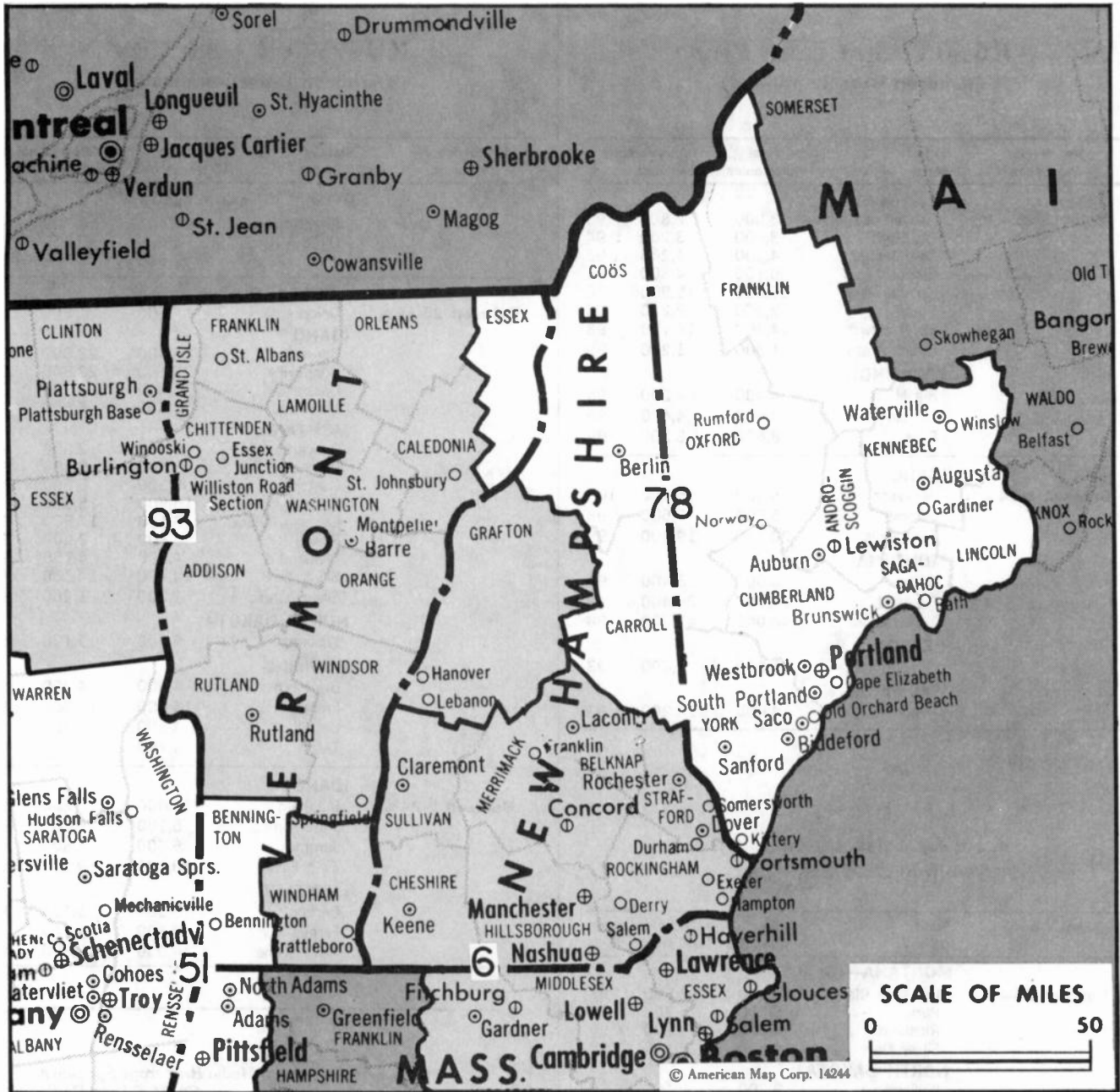
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WYOMING—(Continued)</b>			
	Sweetwater	17,400	16,700	96
	Uinta	5,200	5,000	96
	Washakie	3,600	3,500	97
Between 25-49%	<b>COLORADO</b>			
	Dolores	600	500	83
	<b>IDAHO</b>			
	Bannock	24,400	23,800	98
	Bonneville	23,100	22,800	99
	Cassia	6,400	6,300	98
	Minidoka	6,800	6,600	97
	<b>MONTANA</b>			
	Beaverhead	3,000	2,800	93
	Big Horn	3,400	3,200	94
Custer	5,300	5,000	94	
Gallatin	16,500	15,900	96	
Lewis + Clark	18,100	17,500	97	
Powell	2,300	2,200	96	
Richland	4,900	4,700	96	
Silver Bow	14,400	14,100	98	
Sweet Grass	1,300	1,200	92	
<b>NORTH DAKOTA</b>				
Williams	9,200	9,100	99	
<b>WYOMING</b>				
Big Horn	4,400	4,200	95	
Fremont	14,600	14,200	97	
Lincoln	4,600	4,400	96	
Teton	4,700	4,500	96	
Between 5-24%	<b>IDAHO</b>			
	Bingham	11,800	11,600	98
	Jefferson	5,100	5,100	100
	Jerome	5,600	5,500	98
	Twin Falls	20,100	19,800	99
<b>MONTANA</b>				
Carbon	3,500	3,400	97	
Fergus	5,100	4,800	94	
Yellowstone	44,000	43,300	98	

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# Vermont



## State Cross Reference List

Communities That Receive Programs of Stations That are Located Elsewhere

**WPTZ, Burlington--**See Plattsburgh, NY

**WNNE-TV, White River Junction--**See Hartford, VT

Market	Arbitron ADI TV Households	Rank
Boston, MA.....	1,933,300	6
Albany-Schenectady-Troy, NY.....	470,000	51
Portland-Poland Spring, ME.....	301,800	78
Burlington, VT-Plattsburgh, NY.....	236,600	93

## Vermont Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
			7

**For Low-Power TV Stations Consult Index**

### 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) WCDC (19), WNYT (13), WRGB (6), WTEN (10), WXXA-TV (23) WCSH-TV (6), WGME-TV (13), WMTW (8) WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

# Vermont—Burlington

## WCAX-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Mt. Mansfield Television Inc., Joy Dr., South Burlington, VT 05401.

**Studio:** Joy Dr., South Burlington, VT 05401.

**Mailing Address:** Box 608, Burlington, VT 05402.

**Telephone:** 802-658-6300. **TWX:** 510-299-0026.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"  
Longitude 72° 48' 57"

**Transmitter:** Atop Mt. Mansfield.

**News Services:** AP, UPI.

**Satellite Earth Stations:** Harris, 9-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** S. T. Martin, pres., dir. & gen. mgr., 61.75%; John A. Dobson, 12.5%; 5 others, none with as much as 6%.

**Began Operation:** Sept. 3, 1954.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Wilmer, Cutler & Pickering.

**Personnel:**

- STUART T. MARTIN, president & general manager.
- PETER R. MARTIN, executive vice president.
- PHILIP WATERMAN, vice president & general sales manager.
- STUART HALL, vice president & production manager.
- RICHARD GALLAGHER, news editor.
- CHARLES LIESE, chief engineer.

**Highest One Hour Rate:** \$2000.

**Highest 30 Sec. Rate (Sept. 1, 1982):** \$1200.

**NETWORK BASE HOURLY RATE:** \$1135.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,288,000

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>NEW HAMPSHIRE</b>				
		Coos	13,500	13,300	99
		Grafton	25,200	24,400	97
		Sullivan	14,500	14,000	97
	<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
	Caledonia	9,800	9,600	98	



WCAX-TV BPCT-3188 Granted 11/20/64

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>VERMONT</b>				
		Chittenden	41,600	40,900	98
		Essex	2,300	2,300	100
		Franklin	12,200	12,100	99
		Grand Isle	1,900	1,900	100
		Lamoille	6,500	6,400	98
		Orange	8,600	8,400	98
		Orleans	8,600	8,500	99
		Rutland	21,900	21,300	97
		Washington	19,700	19,300	98
	Windsor	20,500	19,900	97	
<b>Between 25-49%</b>	<b>VERMONT</b>				
		Bennington	13,000	12,700	98
		Windham	15,000	14,300	95
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>				
		Cheshire	23,400	22,700	97
	<b>NEW YORK</b>				
		Hamilton	1,900	1,800	95
		St Lawrence	37,100	36,400	98
		Warren	20,400	19,900	98
		Washington	18,600	18,300	98
<b>Station Totals</b>		<b>402,500</b>	<b>393,300</b>	<b>97</b>	
<b>Net Weekly Circulation (1984)</b>			<b>250,900</b>		
<b>Average Daily Circulation (1984)</b>			<b>172,300</b>		



# Vermont—Burlington— Plattsburgh, New York

**WVNY**

Ch. 22

**Network Service:** ABC.

**Licensee:** Champlain Communication Corp., 100 Market Square, Burlington, VT 05401.

**Studio:** 100 Market Square, Burlington, VT 05401.

**Telephone:** 802-655-3663. **TWX:** 510-299-0022.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"  
Longitude 72° 48' 58"

**Transmitter:** Mt. Mansfield.

**News Service:** AP.

**Ownership:** Philip J. Lombardo, pres., 100%.

**Began Operation:** Aug. 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 12, 1982 (*Television Digest*, Vol. 22:34).

**Represented (sales):** Katz Television.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Personnel:**

- PHILIP J. LOMBARDO, chairman & president.
- WILLIAM BRADLEY, vice president & station manager.
- COLLEEN ROACH, vice president & chief financial officer.
- GEORGE ROUSSEAU, director of operations.
- GARY WHEELOCK, news director.
- RALPH McCLINTOCK, chief engineer.

**Highest One Hour Rate:** \$2500.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$225.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,118,000

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>NEW YORK</b>			
	Clinton	26,700	26,300	98
	Essex	13,700	13,400	98
	Franklin	15,700	15,300	97
	<b>VERMONT</b>			
	Chittenden	41,600	40,900	98
	Franklin	12,200	12,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Grand Isle	1,900	1,900	100
	Lamoille	6,500	6,400	98
	Washington	19,700	19,300	98
<b>VERMONT</b>				
<b>Between 25-49%</b>	Addison	10,200	9,900	97
	Orange	8,600	8,400	98
	Orleans	8,600	8,500	99
	Rutland	21,900	21,300	97
<b>NEW HAMPSHIRE</b>				
<b>Between 5-24%</b>	Coos	13,500	13,300	99
	Grafton	25,200	24,400	97
<b>VERMONT</b>				
	Caledonia	9,800	9,600	98
	Essex	2,300	2,300	100
	Windsor	20,500	19,900	97
<b>Station Totals</b>		<b>258,600</b>	<b>253,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>		<b>123,200</b>		
<b>Average Daily Circulation (1984)</b>		<b>66,800</b>		

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# Vermont—Hartford- Hanover, New Hampshire

## WNNE-TV

Ch. 31

**Network Service:** NBC.

**Licensee:** WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

**Studio:** Holiday Inn Dr., White River Junction, VT.

**Mailing Address:** Box 1310, White River Junction, VT 05001.

**Telephone:** 802-295-3100.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"  
Longitude 72° 27' 17"

**Transmitter:** Mt. Ascutney, Windsor, VT.

**News Services:** AP, CNN Headline News, NBC, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** Taft Bcstg. Corp., 84.5%; Northern New England Television, 15.5%. Taft Bcstg.: Paul E. Taft, 64.5%; Philip D. Taft, 17.1%; Jerry G. Bridges, 9.3%; Paul E. Milling, 4.1%; 13 others, none with more than 0.5%. Taft Bcstg. has MDS interests.

**Began Operation:** Sept. 27, 1978.

**Represented (sales):** Kettell-Carter.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

CHARLES E. WEBB, president & general manager.

STEVE ROZOV, local sales manager.

JOE ALVIN, chief engineer.

KAREN CREIGHTON, director of operations.

PETER ROSS, news director.

**Highest 30 Sec. Rate** (July 7, 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	%
50% & Over	<b>NEW HAMPSHIRE</b>			
	Sullivan	14,500	14,000	97
	<b>VERMONT</b>			
	Windham	15,000	14,300	95
	Windsor	20,500	19,900	97



WNNE-TV BPCT-781113KF Granted 5/31/79

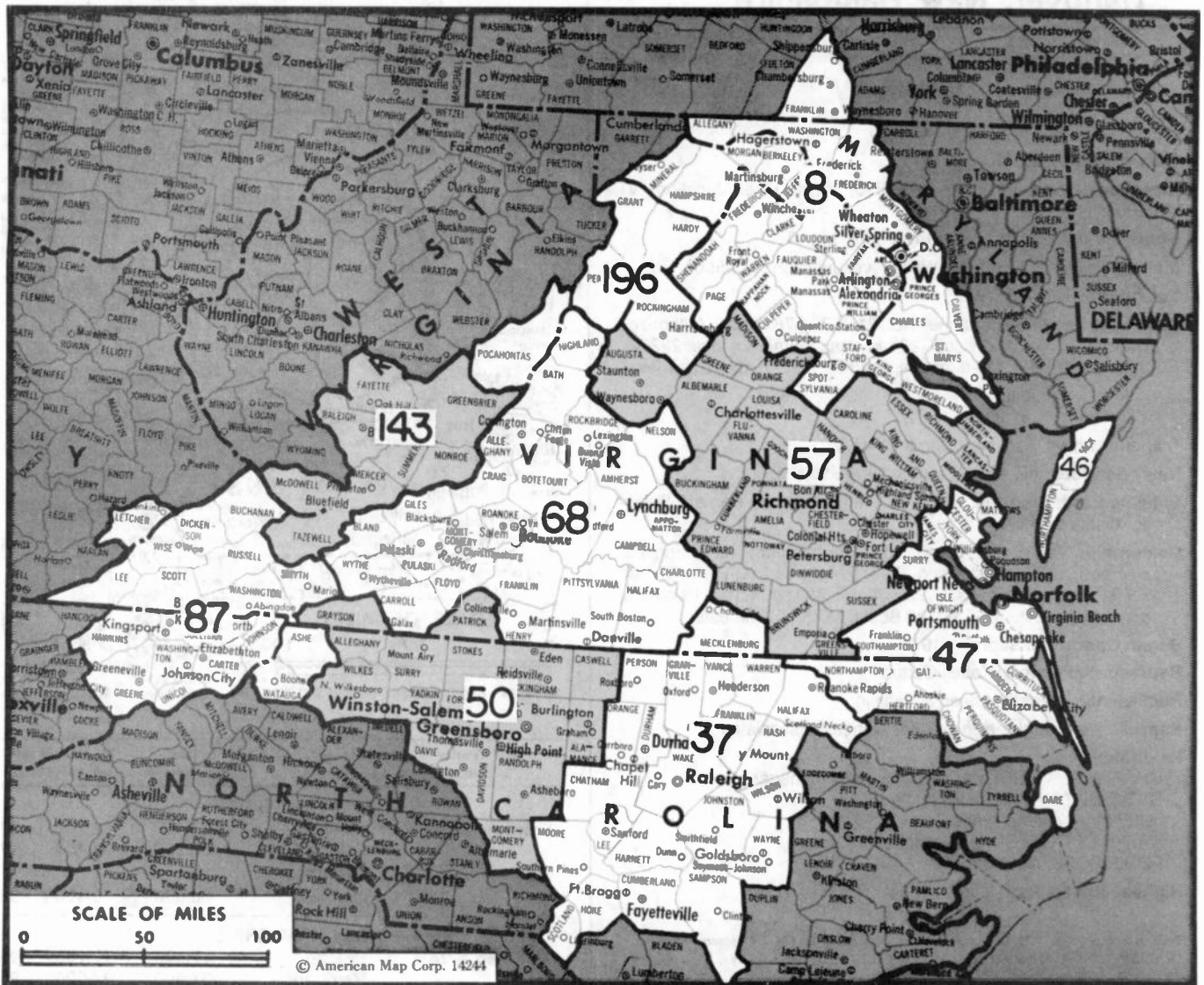
© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW HAMPSHIRE</b>			
	Cheshire	23,400	22,700	97
	Grafton	25,200	24,400	97
	<b>VERMONT</b>			
	Orange	8,600	8,400	98
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Belknap	17,400	17,100	99
	Merrimack	37,800	37,000	98
	<b>VERMONT</b>			
	Lamoille	6,500	6,400	98
	Rutland	21,900	21,300	97
	Washington	19,700	19,300	98
<b>Station Totals</b>		<b>210,500</b>	<b>204,800</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>66,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,700</b>	

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### Virginia Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	11	5	16
Educational Television Stations	0	9	9
			25

Market	Arbitron ADI 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)
Raleigh-Durham, NC	579,400	37	WKFT (40), WLFL-TV (22), WRAL-TV (5), WPTF-TV (28), WTVD (11)
Norfolk-Portsmouth-Newport News-Hampton, VA	498,200	47	WAVY-TV (10), WTKR-TV (3), WTVZ (33), WVEC-TV (13), WYAH (27)
Greensboro-Winston Salem-High Point, NC	473,000	50	WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW-TV (45), WRDQ (16), WXII (12)
Richmond, VA	442,300	57	WRLH-TV (35), WTVR-TV (6), WVIR-TV (29), WWBT (12), WXEX-TV (8)
Roanoke-Lynchburg, VA	355,300	68	WDBJ (7), WSET-TV (13), WSLS-TV (10)
Bristol, VA-Kingsport-Johnson City, TN	267,200	87	WCBY-TV (5), WJHL-TV (11), WKPT-TV (19)
Bluefield-Beckley-Oak Hill, WV	137,900	143	WOAY-TV (4), WVVA (6)
Harrisonburg, VA	36,700	196	WHSV-TV (3)

**State Cross Reference List**

Communities That Receive Programs of  
Stations That are Located Elsewhere

**WJHL-TV Bristol**--See Johnson City, TN

**WKPT-TV, Bristol**--See Kingsport, TN

**WVEC-TV, Hampton**--See Norfolk, VA

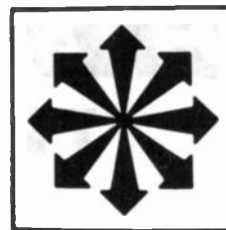
**WDBJ & WSLS-TV, Lynchburg**--See  
Roanoke, VA

**WXEX-TV, Petersburg**--See Richmond,  
VA

**WSET-TV, Roanoke**--See Lynchburg, VA

**WAVY-TV & WYAH, Norfolk**--See  
Portsmouth, VA

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

# Virginia—Bristol-Kingsport & Johnson City, Tennessee

WCYB-TV

Ch. 5



**Network Service:** NBC.

**Licensee:** Appalachian Bcstg. Corp., Cumberland & Lee Sts. 24201.

**Studio:** 101 Lee St.

**Mailing Address:** Box 2069, Bristol, VA 24203.

**Telephone:** 703-669-4161. **TWX:** 510-580-2109.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 85.1-kw visual, 10.25-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"  
Longitude 82° 06' 31"

**Transmitter:** Rye Patch Knob, Cherokee National Forest.

**News Services:** AP, NBC.

**Ownership:** The DGH Co., subsidiary of Lamco Communications Inc., Williamsport, Pa. Andrew W. Stabler Jr., pres.; James H. Lamade, v.p.-secy. Lamco also owns WXVT(TV), Greenville, MS.

**Began Operation:** Aug. 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (*Television Digest*, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- JOE CONWAY, exec. vice president & general manager.
- JACK SHAVER, vice president, sales.
- ROBERT H. SMITH JR., news director.
- SANDHI KOZSUCH, director, production/creative services.
- ECHEL EDENS, chief engineer.
- CHARLES LINEBERGER, program operations manager.

**Highest 30 Sec. Rate:** \$750.

**NETWORK BASE HOURLY RATE:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Harlan	14,700	14,400	98
	Knott	6,000	5,800	97
	Letcher	11,100	10,800	97
	<b>NORTH CAROLINA</b>			
	Ashe	8,700	8,500	98
	Avery	5,200	5,100	98
	Watauga	11,900	11,700	98
	Yancey	5,700	5,500	96
	<b>TENNESSEE</b>			
	Carter	19,200	19,000	99
	Cocke	10,700	10,500	98
Greene	20,200	20,000	99	
Hamblen	19,000	18,800	99	
Hancock	2,400	2,400	100	
Hawkins	16,800	16,500	99	
Johnson	5,200	5,100	98	
Sullivan	55,500	55,100	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Unicoi	6,200	6,100	98
	Washington	33,700	33,500	99
	<b>VIRGINIA</b>			
	Buchanan	12,800	12,500	97
	Dickenson	7,000	6,900	99
	Lee	9,600	9,300	97
	Russell	12,000	11,800	98
	Scott	8,800	8,600	98
	Smyth	12,000	11,800	98
	Tazewell	18,400	18,100	98
	Washington	24,300	24,000	99
	Wise	17,400	17,100	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Bell	12,000	11,800	98
	Leslie	5,100	4,900	96
Perry	11,600	11,300	97	
<b>NORTH CAROLINA</b>	Alleghany	3,900	3,800	97
	Mitchell	5,300	5,200	98
<b>TENNESSEE</b>	Claiborne	9,100	8,900	98
	Grainger	6,200	6,100	98
<b>VIRGINIA</b>	Bland	2,300	2,200	96
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Breathitt	5,500	5,300	96
	Clay	7,400	7,200	97
	Knox	10,700	10,500	98
	Laurel	14,300	14,000	98
	Magoffin	4,700	4,600	98
Pike	29,300	28,900	98	

(Continued on page 986)

<b>Station Totals</b>	<b>709,500</b>	<b>698,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>371,500</b>	
<b>Average Daily Circulation (1984)</b>		<b>253,300</b>	

# Virginia—Charlottesville

## WVIR-TV

Ch. 29

**Network Service:** NBC.

**Licensee:** Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

**Studio:** 503 E. Market St., Charlottesville, VA 22901.

**Telephone:** 804-977-7082.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"  
Longitude 78° 28' 54"

**Transmitter:** Carter Mtn., 3.5-mi. S of Charlottesville.

**News Service:** UPI.

**Satellite Earth Station:** In operation; 4-meter.

**Ownership:** Harold B. Wright Jr., Charles E. Echols, Elizabeth P. Haslem, E. Gerald Tremblay, Lloyd T. Smith Jr., 27 others.

**Began Operation:** March 11, 1973.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Arnold & Porter.

**Personnel:**

HAROLD B. WRIGHT JR., vice president & general manager.

JIM FERNALD, general sales manager.

SID SHUMATE, chief engineer.

**Highest One Hour Rate:** \$1000.

**Highest 30 Sec. Rate (July 31, 1984):** \$200.

**NETWORK BASE HOURLY RATE:** \$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>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Fluvanna	4,000	3,900	97
	Greene	3,000	2,900	97
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Augusta	33,100	32,700	99
	Madison	3,700	3,600	97
	Orange	6,900	6,700	97
	Rockingham	27,100	26,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
<b>Between 5-24%</b>	Appomattox	4,400	4,300	98
	Buckingham	4,100	4,000	98
	Charlotte	4,100	4,000	98
	Culpeper	8,200	8,100	99
	Cumberland	2,900	2,800	96
	Fauquier	13,300	13,100	98
	Louisa	6,600	6,400	97
	Lunenburg	4,300	4,200	98
Nelson	4,400	4,300	98	
<b>Station Totals</b>		<b>167,400</b>	<b>164,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>58,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>28,400</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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# Virginia—Harrisonburg

## WHSV-TV

Ch. 3

**Network Service:** ABC.

**Licensee:** Shenandoah Valley Television Systems Inc., Box TV 3, Harrisonburg, VA 22801.

**Studio:** Route 33 West.

**Mailing Address:** Box TV 3, Harrisonburg, VA 22801.

**Telephone:** 703-433-9191. **TWX:** 710-839-1394.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.832-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"  
Longitude 78° 37' 57"

**Transmitter:** Big Mtn., New Market, VA.

**News Services:** AP, ABC.

**Satellite Earth Station:** Channel Master, 4-meter; Channel Master receivers.

**Ownership:** SVTS Inc., a wholly-owned subsidiary of Worrell Broadcasting Inc., which owns WIFR-TV, Freeport-Rockford, IL. Principals also own WBNB-TV, Charlotte Amalie, VI.

**Began Operation:** Oct. 9, 1953. Sale to present owner by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by **Evening Star** and Hamilton Shea approved Aug. 9, 1965 (**Television Digest**, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

ARTHUR HAMILTON, president & general manager.  
SAMMY BLAND, vice president, sales & programming.  
CHRISTOPHER JONES, production manager.  
IRA T. LOWE, director of engineering.  
KEN McNULTY, manager of news operations.  
PHILLIP UPDIKE, promotion director.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate** (July 9, 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>VIRGINIA</b>			
	Augusta	33,100	32,700	99
	Page	7,400	7,400	99
	Rockingham	27,100	26,700	99
	Shenandoah	11,000	10,900	99
	<b>WEST VIRGINIA</b>			
	Grant	3,800	3,700	97
	Hardy	3,600	3,500	97
	Pendleton	3,100	3,000	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Greene	3,000	2,900	97
	Madison	3,700	3,600	97
	<b>WEST VIRGINIA</b>			
	Hampshire	5,600	5,500	98
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Bath	2,200	2,200	100
	Clarke	3,800	3,800	100
	Culpeper	8,200	8,100	99
	Fauquier	13,300	13,100	98
	Frederick	20,600	20,400	99
	Highland	1,100	1,100	100
	Orange	6,900	6,700	97
	Rappahannock	2,500	2,500	100
	Rockbridge	11,000	10,800	98
	Warren	8,700	8,500	98
	<b>WEST VIRGINIA</b>			
	Jefferson	11,400	11,300	99
	Morgan	4,200	4,100	98
<b>Station Totals</b>		<b>232,600</b>	<b>229,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>109,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>66,200</b>	

For Arbitron Market Rankings, see page 1

# Virginia—Lynchburg

## WSET-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WSET Inc., Box 11588, Lynchburg, VA 24506.

**Studio:** 2320 Langhorne Rd., Lynchburg, VA 24501.

**Mailing Address:** Box 11588, Lynchburg, VA 24506.

**Telephone:** 804-528-1313. **TWX:** 710-871-1525.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 45.3-kw aural. Antenna: 2040-ft. above av. terrain, 1230-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 52"  
Longitude 79° 38' 04"

**Transmitter:** Thaxton Mtn., 15-mi. E of Roanoke.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne, 7-meter; Microdyne receivers.

**Ownership:** Allbritton Communications Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Feb. 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (*Television Digest*, Vol. 5:25, 35).

**Represented (sales):** Katz Television.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

**Personnel:**

- DAVID McATEE, president & general manager.
- JACK TACKETT, general sales manager.
- DOROTHY BALLAGH, manager, operations.
- WILLIS LITTLE, chief engineer.
- HOWARD SATTERWHITE, manager, business services.
- ROGER WELLMAN, news director.
- BONNIE BRICKHOUSE, community services director.

**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>NORTH CAROLINA</b>			
	Caswell	6,800	6,700	99
	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Bath	2,200	2,200	100
	Bedford	14,700	14,500	98
	Botetourt	8,800	8,700	99
	Campbell	41,200	40,700	99
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Franklin	12,900	12,700	98
	Halifax	12,400	12,100	98
	Highland	1,100	1,100	100
	Montgomery	26,800	26,500	99
	Nelson	4,400	4,300	98
Pittsylvania	41,500	40,900	99	
Pulaski	13,200	13,000	98	
Roanoke	76,800	76,100	99	
Rockbridge	11,000	10,800	98	



WSET-TV BNPCT-810423KF Granted 9/29/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Person	10,500	10,400	99
	Vance	13,000	12,800	98
	<b>VIRGINIA</b>			
	Floyd	4,500	4,400	98
	Giles	6,300	6,200	98
	Henry	27,400	27,100	99
	Lunenburg	4,300	4,200	98
	Mecklenburg	10,400	10,200	98
	Prince Edward	5,100	5,000	98
<b>WEST VIRGINIA</b>				
Pocahontas	3,600	3,400	94	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Rockingham	31,800	31,500	99
	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Augusta	33,100	32,700	99
	Bland	2,300	2,200	96
	Buckingham	4,100	4,000	98
	Carroll	12,600	12,300	98
	Fluvanna	4,000	3,900	97
	Patrick	6,500	6,400	98
	Tazewell	18,400	18,100	98
	Wythe	9,600	9,400	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Mercer	28,000	27,600	99
	Monroe	4,700	4,500	96
	Summers	5,600	5,400	96
<b>Station Totals</b>		<b>601,200</b>	<b>592,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>308,500</b>
<b>Average Daily Circulation (1984)</b>				<b>178,200</b>



# Virginia—Manassas

**WTKK**

**Ch. 66**

**Network Service:** None, independent.

**Licensee:** National Capital Christian Broadcasting Inc., Manassas, VA 22110.

**Studio:** 9008 Center St., Manassas, VA 22110.

**Telephone:** 703-369-3400.

**Technical Facilities:** Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"  
Longitude 77° 19' 48"

**Transmitter:** 6110 Ox Rd., Fairfax Station.

**Ownership:** Non-stock corporation. Lester R. Raker pres.; K. L. Raker, v.p.; T. L. Foltz, secy.-treas. Holds CP for WTLL(TV), Richmond, VA.

**Began Operation:** March 26, 1978.

**Represented (legal):** John H. Midlen.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

LESTER R. RAKER, president.

**Highest 30 Sec. Rate** (March 26, 1979): \$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	%
Between 5-24%	VIRGINIA			
	Culpeper	8,200	8,100	99
	Prince William	56,900	56,500	99
<b>Station Totals</b>		<b>65,100</b>	<b>64,600</b>	<b>99</b>
<b>Net Weekly Circulation (1984)</b>			<b>26,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>10,000</b>	



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# Virginia—Norfolk

## WTKR-TV

Ch. 3

**Network Service:** CBS.

**Licensee:** Knight-Ridder Bcstg. Inc., 720 Boush St., Norfolk, VA 23510.

**Studio:** 720 Boush St., Norfolk, VA 23510.

**Telephone:** 804-446-1000. **TWX:** 710-881-1195.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"  
Longitude 76° 28' 00"

**Transmitter:** 5277 Nansemond Pkwy., Suffolk, VA 23434.

**News Services:** AP, UPI, CBS.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.

**Ownership:** Knight-Ridder Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 2, 1950. Sale to present owner by Landmark Television approved by FCC Jan. 16, 1981 (*Television Digest*, Vol. 20:33, 21:4).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Personnel:**

- THOMAS HARTMAN, president & general manager.
- MARJORIE NELOWET, general sales manager.
- JOSEPH C. PERKINS, director of TV operations.
- JULIE McCOLLUM, director of community relations.
- BOB McCALL, station manager.
- GENE GILDOW, chief engineer.
- JACK WELSBY, business manager.
- JEFFERY L. FEYES, local sales manager.

**Highest One Hour Rate:** \$5500.

**Highest 30 Sec. Rate:** \$2000.

**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>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Chowan	4,900	4,800	98
	Currituck	4,800	4,700	98
	Dare	6,300	6,100	97
	Gates	3,000	2,900	97
	Hertford	7,800	7,700	99
	Northampton	7,200	7,000	97
	Pasquotank	10,400	10,200	98
	Perquimans	3,700	3,600	97
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	97
	Gloucester	8,200	8,100	99
	Greensville	5,300	5,200	98
Isle Of Wight	7,600	7,500	99	
James City	11,700	11,500	98	
Lancaster	4,200	4,100	98	
Mathews	3,400	3,300	97	
Middlesex	3,200	3,100	97	
Northampton	5,700	5,600	98	
Northumberland	4,100	4,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Southampton	8,000	7,800	98
	Surry	2,000	2,000	100
	Sussex	3,600	3,500	97
	York	15,100	14,900	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
Suffolk City	16,400	16,100	98	
Va Beach City	100,300	99,600	99	
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Bertie	7,200	7,000	97
	<b>VIRGINIA</b>			
	Charles City	2,200	2,100	95
	King And Queen	2,100	2,000	95
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Halifax	19,100	18,600	98
	Tyrrell	1,400	1,400	100
	Vance	13,000	12,800	98
	Washington	5,100	5,000	98
<b>VIRGINIA</b>				
	Brunswick	5,100	5,000	98
	King William	3,500	3,500	100
	Madison	3,700	3,600	97
	Mecklenburg	10,400	10,200	98
	New Kent	3,600	3,500	97
	Nottoway	5,300	5,200	98
	Prince George	15,600	15,500	99
	Richmond	2,700	2,600	98
<b>Station Totals</b>		<b>622,100</b>	<b>614,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>459,100</b>
<b>Average Daily Circulation (1984)</b>				<b>300,100</b>

# Virginia—Norfolk

**WTVZ**

**Ch. 33**

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

**Network Service:** None, independent.

**Licensee:** TV Corp. of Virginia, Box 148, Norfolk, VA 23501.

**Studio:** 900 Granby St., Norfolk, VA 23510.

**Telephone:** 804-622-3333.

**Technical Facilities:** Channel No. 33 (584-590 MHz) Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"  
Longitude 76° 30' 13"

**Transmitter:** 1-mi. S of Driver, VA.

**Satellite Earth Station:** in operation.

**Ownership:** TVX Broadcast Group. For other interests, see TV Corp. Stations in Group Ownership of TV Stations.

**Began Operation:** Sept. 24, 1979.

**Represented (sales):** Katz Independent TV Sales.

**Represented (legal):** Kenkel & Barnard.

**Personnel:**

TIM McDONALD, president.

RICHARD KITELYN, vice president & general manager.

GEORGE IVEY, general sales manager.

LINDA COCHRAN, local 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>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	<b>VIRGINIA</b>			
	Gloucester	8,200	8,100	99
	Isle Of Wight	7,600	7,500	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
	Suffolk City	16,400	16,100	98
	Va Beach City	100,300	99,600	99
	<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>		
Currituck		4,800	4,700	98
Gates		3,000	2,900	97
Pasquotank		10,400	10,200	98
Perquimans		3,700	3,600	97
<b>VIRGINIA</b>				
James City		11,700	11,500	98
Mathews		3,400	3,300	97
New Kent		3,600	3,500	97
Northampton		5,700	5,600	98
Surry		2,000	2,000	100
York		15,100	14,900	99



WTVZ BMPCT-790416KL Granted 9/28/79

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## For Group Ownership of TV Stations, consult Index

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Bertie	7,200	7,000	97
	Chowan	4,900	4,800	98
	Northampton	7,200	7,000	97
	Tyrrell	1,400	1,400	100
<b>VIRGINIA</b>				
	Accomack	11,800	11,500	97
	Charles City	2,200	2,100	95
	Lancaster	4,200	4,100	98
	Middlesex	3,200	3,100	97
	Southampton	8,000	7,800	98
	Sussex	3,600	3,500	97
<b>Station Totals</b>		<b>513,000</b>	<b>507,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>250,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>108,700</b>	

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# Virginia—Hampton-Norfolk

## WVEC-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** WVEC Television Inc., Box 400, Hampton 23669.

**Studios:** 1930 E. Pembroke Ave., Hampton, VA 23663; 613 Woodis Ave., Norfolk, VA 23510.

**Telephones:** 804-625-1313, Norfolk; 804-722-6331, Hampton.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"  
Longitude 76° 28' 05"

**Transmitter:** Old Suffolk Rd., 0.2-mi. SSE of Shoulders Hill, VA.

**News Services:** AP, LPN, CNN.

**Satellite Earth Station:** Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Belo Bcstg. Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (*Television Digest*, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Covington & Burling.

### Personnel:

J. WILLIAM BEINDORF, vice president & general manager.  
RICK KEILTY, general sales manager.  
HARROL A. BRAUER III, national sales manager.  
SHERRI BRENNEN, production manager.  
LYNN LOVICK, advertising & promotion director.  
DICK CANNON, chief engineer.  
DAVE GOLDBERG, news director.

**Highest 30 Sec. Rate** (July 9, 1984): \$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>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Chowan	4,900	4,800	98
	Currituck	4,800	4,700	98
	Dare	6,300	6,100	97
	Gates	3,000	2,900	97
	Hertford	7,800	7,700	99
	Pasquotank	10,400	10,200	98
	Perquimans	3,700	3,600	97
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	97
	Gloucester	8,200	8,100	99
	Isle Of Wight	7,600	7,500	99
	James City	11,700	11,500	98
Mathews	3,400	3,300	97	
Northampton	5,700	5,600	98	
Southampton	8,000	7,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Sussex	3,600	3,500	97
	York	15,100	14,900	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
	Suffolk City	16,400	16,100	98
	Va Beach City	100,300	99,600	99
	<b>NORTH CAROLINA</b>			
<b>Between 25-49%</b>	Bertie	7,200	7,000	97
	Northampton	7,200	7,000	97
	Tyrrell	1,400	1,400	100
<b>VIRGINIA</b>				
Greensville	5,300	5,200	98	
Lancaster	4,200	4,100	98	
Northumberland	4,100	4,000	98	
Surry	2,000	2,000	100	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Hyde	2,100	2,000	95
	Washington	5,100	5,000	98
<b>VIRGINIA</b>				
Charles City	2,200	2,100	95	
King William	3,500	3,500	100	
Middlesex	3,200	3,100	97	
New Kent	3,600	3,500	97	
<b>Station Totals</b>		<b>547,200</b>	<b>540,500</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>424,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>260,400</b>	

# Virginia—Portsmouth-Norfolk- Newport News

## WAVY-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** WAVY TV Inc., 801 Wavy St., Portsmouth 23704; Box 1600, Norfolk, VA 23501.

**Studio:** 801 Wavy St., Portsmouth, VA 23704.

**Telephone:** 804-393-1010. **TWX:** 710-882-3271.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"  
Longitude 76° 30' 41"

**Transmitter:** Kings Hwy., Driver, VA.

**News Services:** AP, NBC, NIWS.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** LIN Broadcasting. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

**Represented (sales):** Blair Television.

**Represented (legal):** Wilmer, Cutler & Pickering.

### Personnel:

MICHAEL MCGREW, general manager.  
ERIC LAND, general sales manager.  
GARY B. SMART, national sales manager.  
JACK PARIS, local sales manager.  
JANE WALLACE, station manager.  
STEVE HINKLE, news director.  
PAUL HECHT, chief engineer.  
JANICE ELDER, business manager.

**Highest 30 Sec. Rate** (May 1982): \$2000.

**NETWORK BASE HOURLY RATE:** \$1000.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Chowan	4,900	4,800	98
	Currituck	4,800	4,700	98
	Dare	6,300	6,100	97
	Gates	3,000	2,900	97
	Hertford	7,800	7,700	99
	Northampton	7,200	7,000	97
	Pasquotank	10,400	10,200	98
	Perquimans	3,700	3,600	97
	<b>VIRGINIA</b>			
	Accomack	11,800	11,500	97
	Charles City	2,200	2,100	95
	Gloucester	8,200	8,100	99
	Isle Of Wight	7,600	7,500	99
	James City	11,700	11,500	98
	Lancaster	4,200	4,100	98
	Mathews	3,400	3,300	97



WAVY-TV BPCT-1750 Granted 5/29/56

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Middlesex	3,200	3,100	97
	Northampton	5,700	5,600	98
	Southampton	8,000	7,800	98
	Surry	2,000	2,000	100
	Sussex	3,600	3,500	97
	York	15,100	14,900	99
	Newport News City	98,200	97,500	99
	Norfolk City	163,200	161,700	99
	Suffolk City	16,400	16,100	98
	Va Beach City	100,300	99,600	99

<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Bertie	7,200	7,000	97
	Halifax	19,100	18,600	98
	Tyrrell	1,400	1,400	100

<b>VIRGINIA</b>				
	Greensville	5,300	5,200	98
	New Kent	3,600	3,500	97
	Northumberland	4,100	4,000	98

<b>MARYLAND</b>				
<b>Between 5-24%</b>	Somerset	6,800	6,700	99

<b>NORTH CAROLINA</b>				
	Washington	5,100	5,000	98

<b>VIRGINIA</b>				
	King And Queen	2,100	2,000	95

<b>Station Totals</b>		<b>569,600</b>	<b>562,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>449,100</b>
<b>Average Daily Circulation (1984)</b>				<b>276,200</b>

# Virginia—Portsmouth-Norfolk- Newport News

**WYAH**

**Ch. 27**

**Network Service:** None, independent.

**Licensee:** CBN Continental Broadcasting Network Inc., CBN Center, Virginia Beach, VA 23463.

**Studio:** 1318 Spratley St., Portsmouth, VA 23704.

**Telephone:** 804-393-2501.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"  
Longitude 76° 27' 45"

**Transmitter:** State Rte. 337, 0.4-mi. E of Jct. Rtes. 337 & 626, near Shoulders Hill.

**FM Affiliate:** WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

**Satellite Earth Station:** Transmit/receive, Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

**Ownership:** Non-stock corporation. M. G. Robertson, pres. CBN Continental Bcstg. also owns WXRI-FM, Norfolk, VA; KXTX-TV, Dallas, TX; WXNE(TV), Boston, MA.

**Began Operation:** Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July 1967.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

- M. G. ROBERTSON, president.
- THOMAS W. SMITH, vice president & general manager.
- JIM REID, vice president, operations/programs.
- TIM R. RUSSELL, general sales manager.
- ROBERT HOLLEY, operations manager.
- DEBBIE PARKS, data services manager.
- DEBBIE GORHAM, film director.
- KEN REICHENBACH, chief engineer.

**Highest One Hour Rate:** \$1800.

**Highest 30 Sec. Rate** (July 9, 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>NORTH CAROLINA</b>			
	Camden	2,000	2,000	100
	Currituck	4,800	4,700	98
	Pasquotank	10,400	10,200	98
	Perquimans	3,700	3,600	97
	<b>VIRGINIA</b>			
	Gloucester	8,200	8,100	99
	Isle Of Wight	7,600	7,500	99
	James City	11,700	11,500	98
	Mathews	3,400	3,300	97
Southampton	8,000	7,800	98	
York	15,100	14,900	99	
Newport News City	98,200	97,500	99	
Norfolk City	163,200	161,700	99	
Suffolk City	16,400	16,100	98	
Va Beach City	100,300	99,600	99	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Dare	6,300	6,100	97
	Gates	3,000	2,900	97
	Halifax	19,100	18,600	98
	Hertford	7,800	7,700	99
Tyrrell	1,400	1,400	100	



WYAH BPT:4187 Granted 9/18/69

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Acomack	11,800	11,500	97
	New Kent	3,600	3,500	97
	Northampton	5,700	5,600	98
	Sussex	3,600	3,500	97
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Somerset	6,800	6,700	99
	<b>NORTH CAROLINA</b>			
	Bertie	7,200	7,000	97
Chowan	4,900	4,800	98	
Martin	8,800	8,700	99	
Northampton	7,200	7,000	97	
Washington	5,100	5,000	98	
<b>VIRGINIA</b>	Charles City	2,200	2,100	95
	Chesterfield	54,100	53,800	99
	Greensville	5,300	5,200	98
	Henrico	158,400	156,900	99
	King And Queen	2,100	2,000	95
	King William	3,500	3,500	100
	Lancaster	4,200	4,100	98
	Middlesex	3,200	3,100	97
	Northumberland	4,100	4,000	98
	Prince George	15,600	15,500	99
	Surry	2,000	2,000	100
<b>Station Totals</b>		<b>810,000</b>	<b>800,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>316,700</b>
<b>Average Daily Circulation (1984)</b>				<b>140,900</b>

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# Virginia—Richmond

## WRLH-TV

Ch. 35

**Network Service:** None, independent.

**Grantee:** Television Corporation of Richmond, 1925 Westmoreland St., Richmond, VA 23230.

**Studio:** 1925 Westmoreland St.

**Telephone:** 804-359-3510.

**Mailing Address:** Box 11169, Richmond, VA 23230.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 4335-kw max. visual, 433.5-kw max. aural. Antenna: 1252-ft. above av. terrain, 1239-ft. above ground, 1539-ft. above sea level.

Latitude 37° 30' 22.0"  
Longitude 77° 42' 02.5"

**Transmitter:** 15703 Midlothian Turnpike, Chesterfield.

**Satellite Earth Stations:** Scientific-Atlanta; 4-meter.

**Ownership:** See WTVZ, Norfolk, VA.

**Began Operation:** Feb. 20, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Kenkel & Barnard.

**Represented (engineering):** Lawrence Behr Associates.

**Personnel:**

RONALD W. PHILIPS, vice president & general manager.

STEVE ENGLER, general sales manager.

JIM JACOBS, operations manager.

JIM DUGGER, 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>VIRGINIA</b>			
	Cumberland	2,900	2,800	96
	Goochland	4,100	4,000	98
	Hanover	18,000	17,700	98
	King And Queen	2,100	2,000	95
	New Kent	3,600	3,500	97
	Powhatan	4,200	4,100	98
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Amelia	2,800	2,700	96
	Buckingham	4,100	4,000	98
	Charles City	2,200	2,100	95
	Chesterfield	54,100	53,800	99
	Dinwiddie	27,600	27,100	98
	Henrico	158,400	156,900	99
	King William	3,500	3,500	100
	Louisa	6,600	6,400	97
	Lunenburg	4,300	4,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Nottoway	5,300	5,200	98
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
	Sussex	3,600	3,500	97
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Appomattox	4,400	4,300	98
	Brunswick	5,100	5,000	98
	Caroline	6,200	6,100	98
	Essex	3,100	3,000	97
	Fluvanna	4,000	3,900	97
	Gloucester	8,200	8,100	99
	Greensville	5,300	5,200	98
	James City	11,700	11,500	98
	Lancaster	4,200	4,100	98
	Middlesex	3,200	3,100	97
Richmond	2,700	2,600	98	
Southampton	8,000	7,800	98	
Surry	2,000	2,000	100	
Westmoreland	5,600	5,500	98	
<b>Station Totals</b>		<b>401,800</b>	<b>396,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>169,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>73,400</b>	

# Virginia—Richmond

**WTLL**

**Ch. 63**

**Network Service:** None, independent.

**Grantee:** National Capital Christian Bcstg. Inc., 9008 Center St., Manassas, VA 22110.

**Studio:** 312 E. Grace St., Richmond, VA 23219.

**Technical Facilities:** Channel No. 63 (764-770 MHz). Authorized power: 676-kw max. visual, 67.6-kw max. aural. Antenna: 730-ft. above av. terrain, 620-ft. above ground, 984-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

**Transmitter:** 23 Sesame St., Richmond, VA.

**Ownership:** See WTKK(TV), Manassas, VA.

**Due to Begin Operation:** Fall 1984.

**Represented (legal):** John R. Midlen.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

LESTER R. RAKER, president.

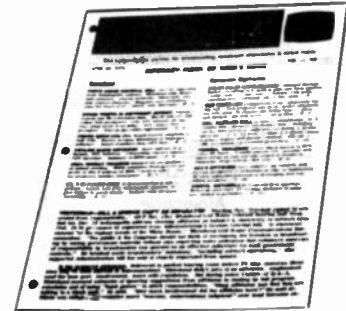
**Rates:** Not available.

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# Virginia—Richmond

## WTVR-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** Roy H. Park Bcstg. of VA Inc., Box 11064, Richmond 23230.

**Studio:** 3301 W. Broad St., Richmond, VA 23230.

**Telephone:** 804-254-3600. **TWX:** 710-956-0178.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"  
Longitude 77° 28' 36"

**Transmitter:** Tilden St. & Cutshaw Ave.

**AM Affiliate:** WTVR, 5-kw, 1380 kHz (CBS).

**FM Affiliate:** WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** In operation.

**Ownership:** Park Bcstg. Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

RICHARD PEGRAM, exec. vice president & general manager.  
PAUL M. O'DELL, program manager.  
WANDA LEWIS, general sales manager.  
TERRY BYNUM, news director.  
MARY HAWKINS, promotion manager.  
BILL VANSKYOC, chief engineer.

**Highest 30 Sec. Rate (May 30, 1984):** \$1500.

**NETWORK BASE HOURLY RATE:** \$1045.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Amelia	2,800	2,700	96
	Augusta	33,100	32,700	99
	Brunswick	5,100	5,000	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	54,100	53,800	99
	Cumberland	2,900	2,800	96
	Dinwiddie	27,600	27,100	98
	Essex	3,100	3,000	97
	Fluvanna	4,000	3,900	97
	Goochland	4,100	4,000	98
	Greene	3,000	2,900	97
	Greensville	5,300	5,200	98
	Hanover	18,000	17,700	98
	Henrico	158,400	156,900	99
	King And Queen	2,100	2,000	95
King William	3,500	3,500	100	
Lancaster	4,200	4,100	98	
Louisa	6,600	6,400	97	
Lunenburg	4,300	4,200	98	
Madison	3,700	3,600	97	
Middlesex	3,200	3,100	97	



WTVR-TV BMPCT-882 Granted 12/12/52 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Nelson	4,400	4,300	98
	New Kent	3,600	3,500	97
	Northumberland	4,100	4,000	98
	Nottoway	5,300	5,200	98
	Orange	6,900	6,700	97
	Powhatan	4,200	4,100	98
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
	Richmond	2,700	2,600	98
	Rockingham	27,100	26,700	99
Sussex	3,600	3,500	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Culpeper	8,200	8,100	99
	Gloucester	8,200	8,100	99
	James City	11,700	11,500	98
	Page	7,400	7,400	99
Westmoreland	5,600	5,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Charlotte	4,100	4,000	98
	Isle Of Wight	7,600	7,500	99
	King George	3,800	3,800	99
	Mecklenburg	10,400	10,200	98
	Rappahannock	2,500	2,500	100
	Rockbridge	11,000	10,800	98
	Shenandoah	11,000	10,900	99
Stafford	14,200	14,000	99	
Warren	8,700	8,500	98	
York	15,100	14,900	99	

<b>Station Totals</b>	<b>646,300</b>	<b>636,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>447,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>280,800</b>	

# Virginia—Richmond

**WWBT**

Ch. 12

**Network Service:** NBC.

**Licensee:** Jefferson-Pilot Bcstg. Co. of VA, 5710 Midlothian Pike.

**Studio & Office:** 5710 Midlothian Pike, Box 12, Richmond, VA 23201.

**Telephone:** 804-233-5461. **TWX:** 710-956-0196.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"  
Longitude 77° 30' 11.95"

**Transmitter:** 5710 Midlothian Pike.

**News Services:** AP, UPI.

**Satellite Earth Station:** Satcom Technologies; 9.2-meter.

**Ownership:** Jefferson-Pilot Bcstg. Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (*Television Digest*, Vol. 8:43).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- BOB McRANEY JR., vice president & managing director.
- ELLEN SHULER, general sales manager.
- RAE MAUPIN, program operations manager.
- RONALD W. MILLER, news manager.
- DAVID G. FRASIER, technical operations manager.
- MICHAEL MOSS, local sales manager.

**Highest 30 Sec. Rate:** \$600.

**NETWORK BASE HOURLY RATE:** \$925.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Amelia	2,800	2,700	96
	Augusta	33,100	32,700	99
	Brunswick	5,100	5,000	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	54,100	53,800	99
	Cumberland	2,900	2,800	96
	Dinwiddie	27,600	27,100	98
	Essex	3,100	3,000	97
	Fluvanna	4,000	3,900	97
	Goochland	4,100	4,000	98
	Greensville	5,300	5,200	98
	Hanover	18,000	17,700	98
	Henrico	158,400	156,900	99
	King And Queen	2,100	2,000	95
	King William	3,500	3,500	100
	Louisa	6,600	6,400	97
	Lunenburg	4,300	4,200	98
Middlesex	3,200	3,100	97	
New Kent	3,600	3,500	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Nottoway	5,300	5,200	98
	Orange	6,900	6,700	97
	Powhatan	4,200	4,100	98
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
Richmond	2,700	2,600	98	
Sussex	3,600	3,500	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Greene	3,000	2,900	97
	James City	11,700	11,500	98
	Lancaster	4,200	4,100	98
	Nelson	4,400	4,300	98
	Northumberland	4,100	4,000	98
	Page	7,400	7,400	99
Rockingham	27,100	26,700	99	
Spotsylvania	19,100	18,900	99	
Surry	2,000	2,000	100	
Westmoreland	5,600	5,500	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Charlotte	4,100	4,000	98
	Gloucester	8,200	8,100	99
	Highland	1,100	1,100	100
	King George	3,800	3,800	99
	Madison	3,700	3,600	97
	Mecklenburg	10,400	10,200	98
Stafford	14,200	14,000	99	
York	15,100	14,900	99	

<b>Station Totals</b>	<b>598,400</b>	<b>589,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>400,700</b>	
<b>Average Daily Circulation (1984)</b>		<b>244,900</b>	

# Virginia—Richmond-Petersburg

## WXEX-TV

Ch. 8

**Network Service:** ABC.

**Licensee:** Nationwide Communications Inc., One Nationwide Plaza, Columbus, Ohio 43216.

**Studio:** 230 S. Crater Rd., Petersburg, VA 23803.

**Business Office:** 21 Buford Rd., Richmond, VA 23235.

**Telephones:** 804-733-8888, Petersburg; 804-320-3201, Richmond.

**TWX:** 710-956-0249.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

**Transmitter:** 23 Sesame St., Midlothian District.

**News Services:** ABC, AP, Group W Newsfeed.

**Satellite Earth Stations:** In operation.

**Ownership:** Nationwide Communications. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Aug. 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & assoc. (*Television Digest*, Vol. 7:45).

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

### Personnel:

JOSEPH LEWIN, general manager.

GENE WALSH, program director.

PETER KENT, production manager.

DAN VANKO, chief engineer.

JAMES ABBOTT, news director.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$900.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	37,300	36,500	98
	Amelia	2,800	2,700	96
	Brunswick	5,100	5,000	98
	Buckingham	4,100	4,000	98
	Caroline	6,200	6,100	98
	Charles City	2,200	2,100	95
	Chesterfield	54,100	53,800	99
	Cumberland	2,900	2,800	96
	Dinwiddie	27,600	27,100	98
	Essex	3,100	3,000	97
	Fluvanna	4,000	3,900	97
	Goochland	4,100	4,000	98
	Greene	3,000	2,900	97
	Greensville	5,300	5,200	98
	Hanover	18,000	17,700	98
	Henrico	158,400	156,900	99
	James City	11,700	11,500	98
	King And Queen	2,100	2,000	95
King William	3,500	3,500	100	
Lancaster	4,200	4,100	98	
Louisa	6,600	6,400	97	
Lunenburg	4,300	4,200	98	
Middlesex	3,200	3,100	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	New Kent	3,600	3,500	97
	Northumberland	4,100	4,000	98
	Nottoway	5,300	5,200	98
	Orange	6,900	6,700	97
	Powhatan	4,200	4,100	98
	Prince Edward	5,100	5,000	98
	Prince George	15,600	15,500	99
	Sussex	3,600	3,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Augusta	33,100	32,700	99
	Madison	3,700	3,600	97
	Mecklenburg	10,400	10,200	98
	Nelson	4,400	4,300	98
	Surry	2,000	2,000	100
	Westmoreland	5,600	5,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Halifax	19,100	18,600	98
	<b>VIRGINIA</b>			
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Charlotte	4,100	4,000	98
	Gloucester	8,200	8,100	99
	King George	3,800	3,800	99
	Page	7,400	7,400	99
	Rockingham	27,100	26,700	99
	Southampton	8,000	7,800	98
	Spotsylvania	19,100	18,900	99
	Stafford	14,200	14,000	99
	York	15,100	14,900	99

<b>Station Totals</b>	<b>624,400</b>	<b>615,000</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>406,800</b>	
<b>Average Daily Circulation (1984)</b>		<b>241,200</b>	

# Virginia—Roanoke

**WDBJ**

Ch. 7

**Network Service:** CBS.

**Licensee:** WDBJ Television Inc., Box 7, Roanoke 24022-0007.

**Studio:** 2001 Colonial Ave. SW, Roanoke, VA 24015.

**Mailing Address:** Box 7, Roanoke, VA 24022-0007.

**Telephone:** 703-344-7000. **TWX:** 710-870-0437.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"  
Longitude 80° 09' 22"

**Transmitter:** On Poor Mtn., 13-mi. SW of city.

**News Services:** AP, CBS, UPI, WSI.

**Satellite Earth Station:** Harris, 6.1-meter; Harris receivers.

**Ownership:** WDBJ Television Inc. is a wholly-owned subsidiary of Schurz Communications Inc. For other interests, see Group Ownership & Newspaper Ownership of TV Stations. Officers of WDBJ Television: Charles H. McKeever, pres.; Nancy S. Goodfellow, secy.; Alan G. Mathewson, treas.

**Began Operation:** Oct. 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (*Television Digest*, Vol. 9:44).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert, P.C.

**Represented (engineering):** Moffet, Larson & Johnson, P.C.

**Personnel:**

- CHARLES H. MCKEEVER, president & general manager.
- THOMAS J. BURKHART, general sales manager.
- KAY HALL, program director.
- CARL GUFFEY, director/operations.
- JAMES N. SHAVER, news director.
- PAUL J. LANCASTER, director of public affairs.
- L. A. DYSON, chief engineer.
- MEL MAYFIELD, director/research & marketing services.

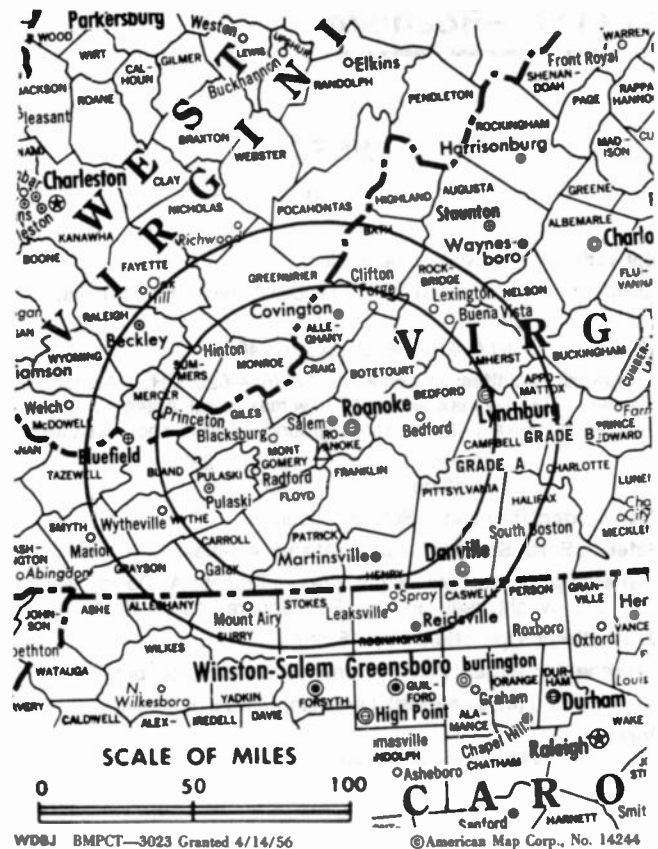
**Highest One Hour Rate:** \$3200.

**Highest 30 Sec. Rate:** \$1150.

**NETWORK BASE HOURLY RATE:** \$1140.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Caswell	6,800	6,700	99
	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Bath	2,200	2,200	100
	Bedford	14,700	14,500	98
	Bland	2,300	2,200	96
	Botetourt	8,800	8,700	99
	Campbell	41,200	40,700	99
	Carroll	12,600	12,300	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,500	4,400	98
	Franklin	12,900	12,700	98
	Giles	6,300	6,200	98
	Grayson	6,200	6,100	98
	Halifax	12,400	12,100	98
	Henry	27,400	27,100	99
	Highland	1,100	1,100	100
Montgomery	26,800	26,500	99	
Pittsylvania	41,500	40,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pulaski	13,200	13,000	98
	Roanoke	76,800	76,100	99
	Rockbridge	11,000	10,800	98
	Tazewell	18,400	18,100	98
	Wythe	9,600	9,400	98
<b>WEST VIRGINIA</b>				
	Greenbrier	14,300	14,000	98
	Mercer	28,000	27,600	99
	Monroe	4,700	4,500	96
	Pocahontas	3,600	3,400	94
	Summers	5,600	5,400	96
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alleghany	3,900	3,800	97
	Rockingham	31,800	31,500	99
<b>VIRGINIA</b>				
	Mecklenburg	10,400	10,200	98
	Patrick	6,500	6,400	98
	Smyth	12,000	11,800	98
<b>WEST VIRGINIA</b>				
	Pendleton	3,100	3,000	97
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Person	10,500	10,400	99
	Stokes	12,600	12,400	98
<b>VIRGINIA</b>				
	Amelia	2,800	2,700	96
	Augusta	33,100	32,700	99
	Lunenburg	4,300	4,200	98
	Nelson	4,400	4,300	98
	Prince Edward	5,100	5,000	98
	Russell	12,000	11,800	98
	Washington	24,300	24,000	99
<b>WEST VIRGINIA</b>				
	Fayette	21,400	21,100	99
	Mc Dowell	16,400	16,100	98
	Raleigh	32,700	32,200	98
	Wyoming	12,200	12,000	98
<b>Station Totals</b>		<b>702,400</b>	<b>691,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>430,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>276,900</b>	

# Virginia—Roanoke

**WEFC**

**Ch. 38**

**Network Service:** None, independent.

**Grantee:** Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

**Studio:** 612 Bullitt Ave. SE, Roanoke, VA 24013.

**Technical Facilities:** Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 133-kw max. aural. Antenna: 1119-ft. above av. terrain, 322-ft. above ground, 2550-ft. above sea level.

Latitude 37° 22' 23"  
Longitude 79° 55' 38"

**Transmitter:** Tinker Mtn., Botetourt County.

**Satellite Earth Station:** Scientific-Atlanta, 4.6-meter.

**Ownership:** C. Kenneth Wright, pres.; Elizabeth A. Dowdy, secy.; Betty S. Wright, treas.; Evangel Four Square Church, 100%.

**Due to Begin Operation:** Nov. 15, 1984.

**Represented (legal):** Baraff, Koerner, Olender & Hochberg.

**Represented (engineering):** Lechman, Colligan & Johnson.

**Personnel:**

BOB STEWART, general manager.  
ED GRIFFIS, production manager.  
ANDY WRIGHT, chief engineer.

**Highest 30 Sec. Rate:** \$75.



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# Virginia—Roanoke

## WLSL-TV

Ch. 10

**Network Service:** NBC.

**Licensee:** Park Communications Inc., Church Ave. at 3rd St.

**Studio:** Church Ave. at 3rd St., Roanoke, VA 24011.

**Telephone:** 703-981-9110. **TWX:** 710-870-0428.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"  
Longitude 80° 08' 55"

**Transmitter:** Poor Mtn., approx. 13-mi. SW of Roanoke.

**News Services:** AP, NBC.

**Ownership:** Park Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (**Television Digest**, Vol. 9:36, 37).

**Represented (sales):** Blair Television.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

W. RANDY ODIL, vice president & general manager.  
PIERRE (PETE) WATKINS, general sales manager.  
DAVE RICKELS, manager for engineering.  
MEL LINKOUS, program director.  
LEE GARRETT, director of community affairs.  
HARVEY COX, news director.

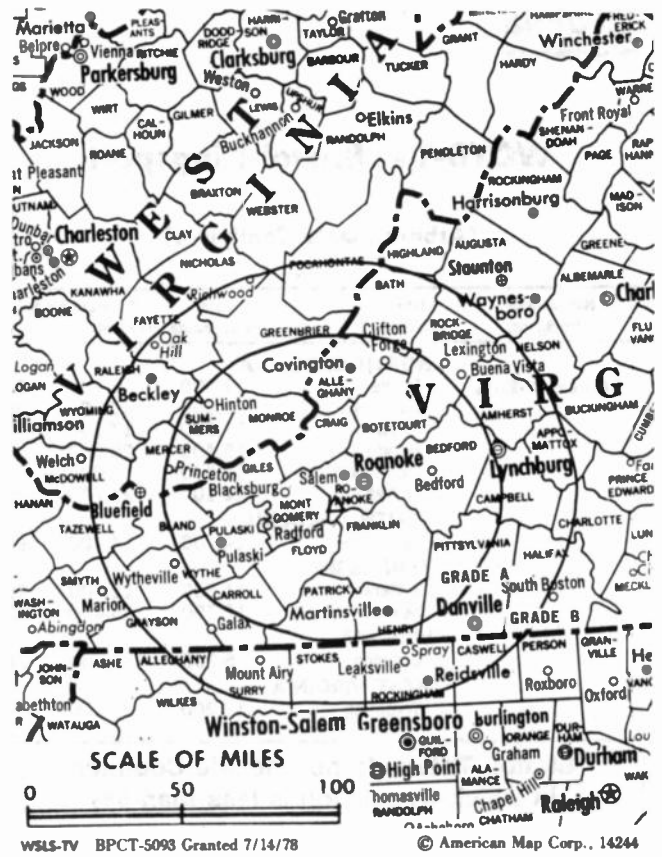
**Highest One Hour Rate:** \$900.

**Highest 30 Sec. Rate:** \$400.

**NETWORK BASE HOURLY RATE:** \$850

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
<b>50% &amp; Over</b>	Alleghany	10,200	10,100	99
	Amherst	9,800	9,600	98
	Appomattox	4,400	4,300	98
	Bath	2,200	2,200	100
	Bedford	14,700	14,500	98
	Botetourt	8,800	8,700	99
	Campbell	41,200	40,700	99
	Carroll	12,600	12,300	98
	Charlotte	4,100	4,000	98
	Craig	1,500	1,500	100
	Floyd	4,500	4,400	98
	Franklin	12,900	12,700	98
	Giles	6,300	6,200	98
	Grayson	6,200	6,100	98
	Halifax	12,400	12,100	98
	Henry	27,400	27,100	99
	Highland	1,100	1,100	100
	Montgomery	26,800	26,500	99
	Pittsylvania	41,500	40,900	99
	Pulaski	13,200	13,000	98
	Roanoke	76,800	76,100	99
	Rockbridge	11,000	10,800	98
	Wythe	9,600	9,400	98
<b>WEST VIRGINIA</b>				
	Pocahontas	3,600	3,400	94



WLSL-TV BPCT-5093 Granted 7/14/78

© American Map Corp., 14244

**For Explanation of Arbitron Data, see page 14**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alleghany	3,900	3,800	97
	Caswell	6,800	6,700	99
	Rockingham	31,800	31,500	99
<b>VIRGINIA</b>				
	Bland	2,300	2,200	96
	Mecklenburg	10,400	10,200	98
	Patrick	6,500	6,400	98
<b>WEST VIRGINIA</b>				
	Greenbrier	14,300	14,000	98
	Mercer	28,000	27,600	99
	Monroe	4,700	4,500	96
	Pendelton	3,100	3,000	97
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Alamance	37,600	37,300	99
	Ashe	8,700	8,500	98
	Person	10,500	10,400	99
<b>VIRGINIA</b>				
	Augusta	33,100	32,700	99
	Fluvanna	4,000	3,900	97
	Lunenburg	4,300	4,200	98
	Nelson	4,400	4,300	98
	Prince Edward	5,100	5,000	98
	Smyth	12,000	11,800	98
	Tazewell	18,400	18,100	98
<b>WEST VIRGINIA</b>				
	Summers	5,600	5,400	96
<b>Station Totals</b>		<b>618,300</b>	<b>609,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>375,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>220,800</b>	

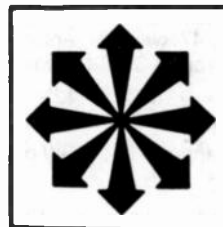
**WCYB-TV, Bristol-Kingsport**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NORTH CAROLINA</b>			
	Burke	27,800	27,500	99
	Catawba	40,300	40,000	99
	Haywood	17,900	17,600	98
	Henderson	25,400	25,000	98
	Mc Dowell	13,200	13,000	98
	Wilkes	22,100	21,700	98
	<b>SOUTH CAROLINA</b>			
	Cherokee	14,200	14,000	99
	<b>TENNESSEE</b>			
	Jefferson	11,600	11,500	99
	Sevier	16,700	16,400	98
	<b>VIRGINIA</b>			
	Grayson	6,200	6,100	98
<b>WEST VIRGINIA</b>				
Wyoming	12,200	12,000	98	

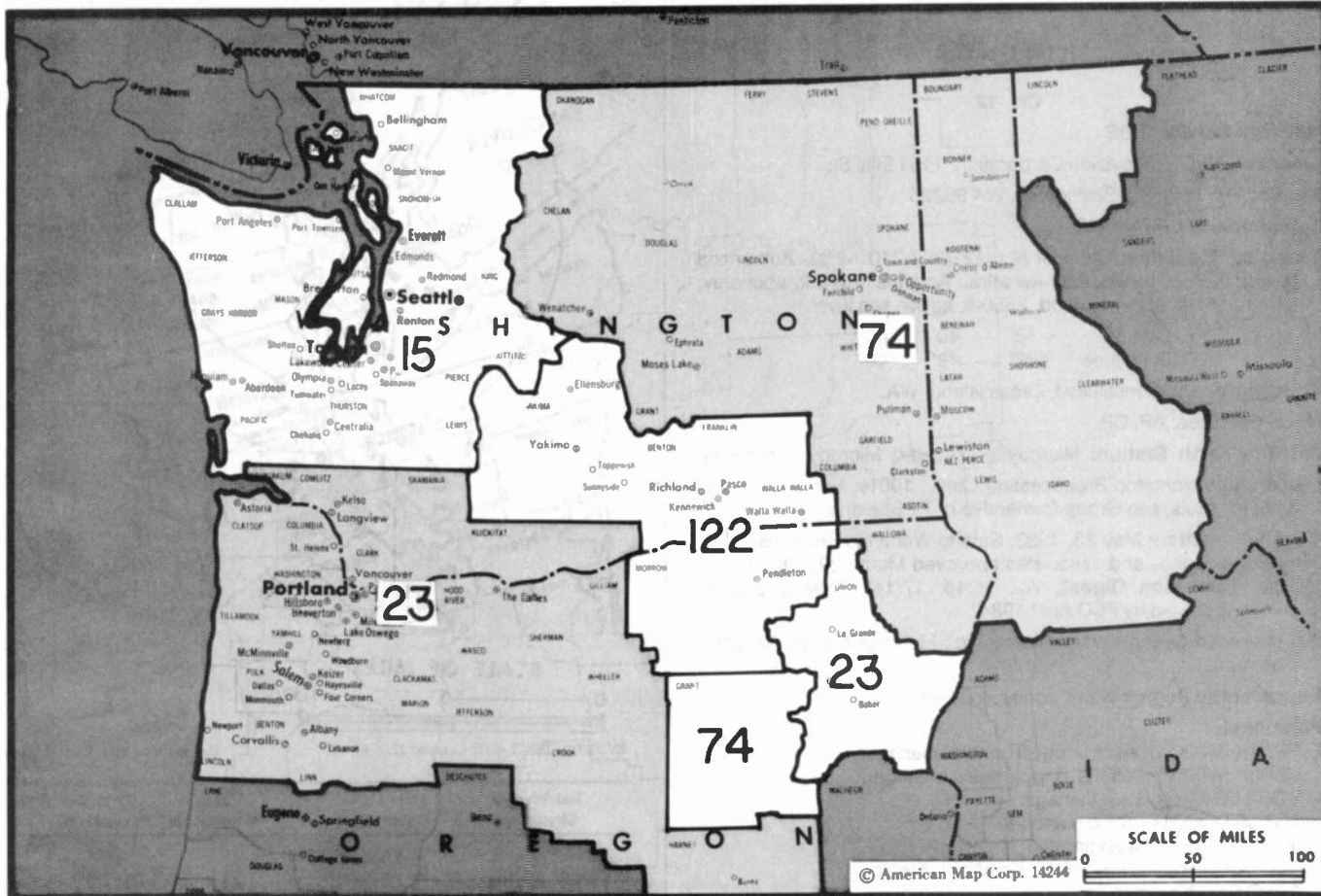
**Station Totals do not include Counties in which Circulation is less than 5%**

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**ATLANTA** 400 Colony Sq., #1004, 30361 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151



Washington Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	9	11	20
Educational Television Stations	3	3	6
			26

**State Cross Reference List**

Communities That Receive Programs of Stations That are Located Elsewhere

- KEPR-TV, Kennewick--See Pasco, WA
- KNDU, Kennewick--See Richland, WA
- KNDU, Pasco--See Richland, WA
- KVEW, Pasco--See Kennewick, WA
- KEPR-TV, Richland--See Pasco, WA
- KVEW, Richland--See Kennewick, WA
- KSTW, Tacoma--See Seattle, WA
- KCWT, Spokane--See Wenatchee, WA

**TARGET/AID**

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**ARBITRON<sup>®</sup> RATINGS**

Market	Arbitron ADI TV Households	Rank
Seattle-Tacoma, WA	1,130,500	15
Portland, OR	804,600	23
Spokane, WA	323,700	74
Yakima, WA	169,800	122

Market Area Commercial TV Stations
KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KQFB (20), KSTW (11), KVOS-TV (12)
KATU (2), KECH (22), KGW-TV (8), KOIN-TV (6), KPDX (49), KPTV (12)
KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KSKN (22), KXLY-TV (4)
KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)



# Washington—Bellingham

## KVOS-TV

Ch. 12

**Network Service:** CBS.

**Licensee:** KVOS Television Corporation, 1151 Ellis St.

**Studio:** 1151 Ellis St., Bellingham, WA 98225.

**Telephone:** 206-671-1212.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"  
Longitude 122° 49' 48"

**Transmitter:** Mt. Constitution, Orcas Island, WA.

**News Services:** AP, CP.

**Satellite Earth Station:** Microdyne; 7-meter; Microdyne receivers.

**Ownership:** Wometco Broadcasting Corp., 100%. For officers and other interests, see Group Ownership of TV Stations.

**Began Operation:** May 23, 1953. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48; 17:14). Sale to present owner approved by FCC April 1984.

**Represented (sales):** Adam Young Inc.; Metrospot Sales (Toronto-Montreal).

**Represented (legal):** Wiley, Johnson & Rein.

**Personnel:**

- FRANK JANK, vice president & general manager.
- DEREK MOORE, national & local sales manager.
- BOB LEWIS, program manager.
- JOYCE LORENZ, traffic manager.
- JOHN PRICE, chief engineer.
- R. H. ANDERSON, news & public affairs director.
- ARLO BARBO, controller.

**Highest 30 Sec. Rate :** \$500.

**NETWORK BASE HOURLY RATE:** \$125.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,235,000

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

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KVOS-TV BPCT-4002 Granted 12/4/67 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Clallam	22,400	21,400	96
	Island	18,100	17,700	98
	San Juan	3,900	3,700	95
	Whatcom	43,500	41,700	96
<b>Between 25-49%</b>	<b>WASHINGTON</b>			
	Jefferson	7,300	7,000	96
	Skagit	26,400	25,400	96
	Snohomish	135,900	132,300	97
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
<b>Station Totals</b>		<b>844,100</b>	<b>816,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>211,500</b>
<b>Average Daily Circulation (1984)</b>				<b>79,400</b>

# Washington—Everett

## KONG-TV

Ch. 16

**Network Service:** None, independent.

**Grantee:** KONG Television Inc., 660 Sacramento St., San Francisco, CA 94111.

**Studio:** 1420 75th St. SW, Paine Industrial Park, Everett, WA.

**Mailing Address:** 94 Spring St., Fourth Floor, Seattle, WA 94111.

**Telephone:** 206-292-1616.

**Technical Facilities:** Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1275-ft. above av. terrain, 299-ft. above ground, 1724-ft. above sea level.

Latitude 47° 32' 34"  
Longitude 122° 06' 25"

**Transmitter:** On Cougar Mtn., 4-mi. W of Issaquah.

**Satellite Earth Station:** Harris, 11-meter

**Ownership:** Carl D. Washington, chmn.-pres., 77%; Samuel Schulman, 11%; Carl C. Gipson, 2nd v.p., 2%; Samuel E. Washington, secy., 5%; Thomas Arnold, 2%; Morris Lucas, 2%; Sharon R. Silverstone, 1%.

**Due to Begin Operation:** Fall 1984.

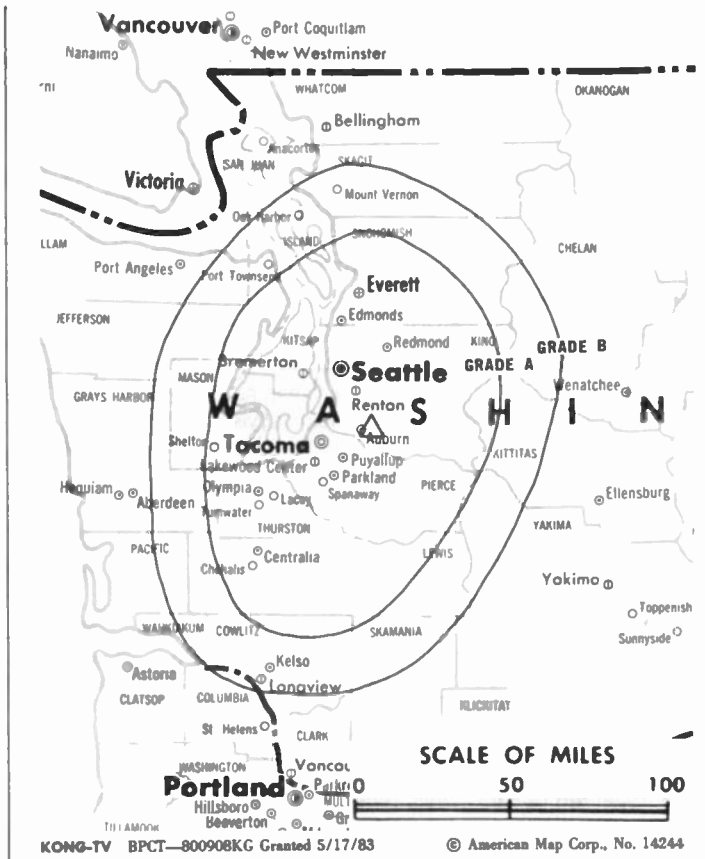
**Represented (legal):** Hays & White.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

GARY ADLER, general manager.

**Rates:** Not available.



# TV - Radio - CATV - Newspaper

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# Washington—Kennewick-Pasco-Richland

**KVEW**

**Ch. 42**

**(Satellite of KAPP, Yakima, WA)**

**Network Service:** ABC.

**Licensee:** Apple Valley Bcstg. Inc.

**Studio:** 601 Edison, Kennewick, WA 99336.

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 54"

**Transmitter:** Jump Off Joe Butte, near Kennewick.

**News Service:** UPI.

**Satellite Earth Station:** Microwave Assoc. 5-meter; Microwave Assoc. receivers.

**Ownership:** Evening Telegram Co., 100%. See WISC-TV, Madison, WI.

**Began Operation:** October 29, 1970.

**Represented (sales):** Blair Television; The Tacher Co.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert, P.C.

**Represented (engineering):** Jules Cohen & Associates.

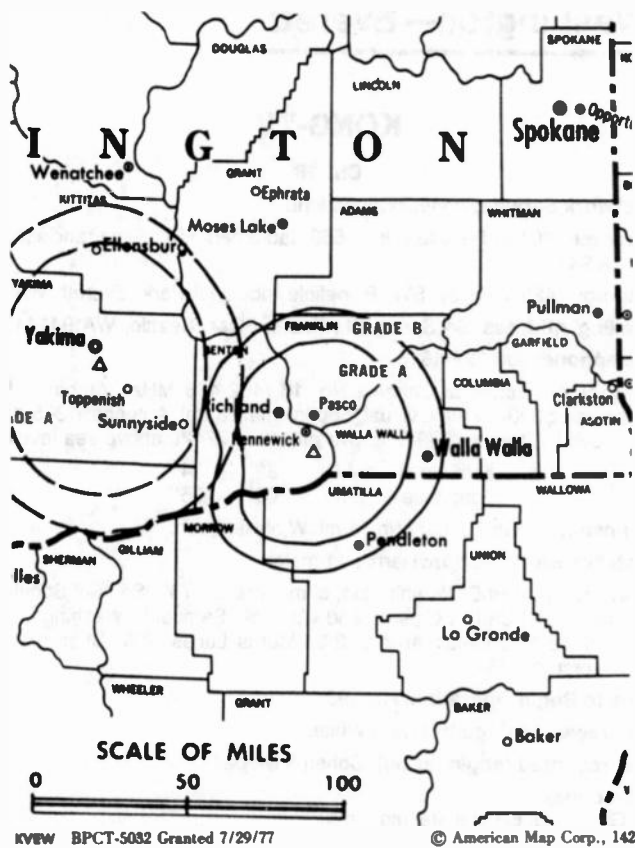
**Personnel:**

- ELIZABETH MURPHY BURNS, president.
- R. GARY PIERONE, vice president & general manager.
- MARCUS WOOD, station manager.
- JOHN MCDANIEL, chief engineer.
- MIKE TALBOT, news director.
- RYAN GEIST, production manager.

**Rates:** Sold in combination with KAPP, Yakima.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Morrow	3,000	2,800	93
	Umatilla	23,000	21,600	94
	<b>WASHINGTON</b>			
	Adams	4,900	4,700	97
	Benton	46,300	44,800	97
	Franklin	13,600	13,200	97
	Walla Walla	18,000	16,900	94
<b>Between 25-49%</b>	<b>OREGON</b>			
	Gilliam	800	800	94
	Wheeler	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OREGON</b>			
	Sherman	800	800	100
	<b>WASHINGTON</b>			
	Grant	18,500	17,800	96
<b>Station Totals</b>		<b>129,500</b>	<b>124,000</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>84,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>47,100</b>	

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# Washington—Pasco-Kennewick-Richland

## KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

**Network Service:** CBS.

**Licensee:** NWG Broadcasting Co., Box 702, Yakima, WA 98907.

**Studio:** 2807 W. Lewis, Pasco, WA 99301.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

Latitude 46° 05' 48"  
Longitude 119° 11' 36"

**Transmitter:** Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

**News Services:** AP; Group W Newsfeed.

**Satellite Earth Station:** Harris, 7.1-meter; Harris receivers.

**Ownership:** See KIMA-TV, Yakima.

**Began Operation:** Dec. 28, 1954.

**Represented (sales):** Seltel Inc.; Art Moore Inc. (Pacific Northwest).

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

GARY NIEMAN, manager.

KEN CHRISTENSEN, news director.

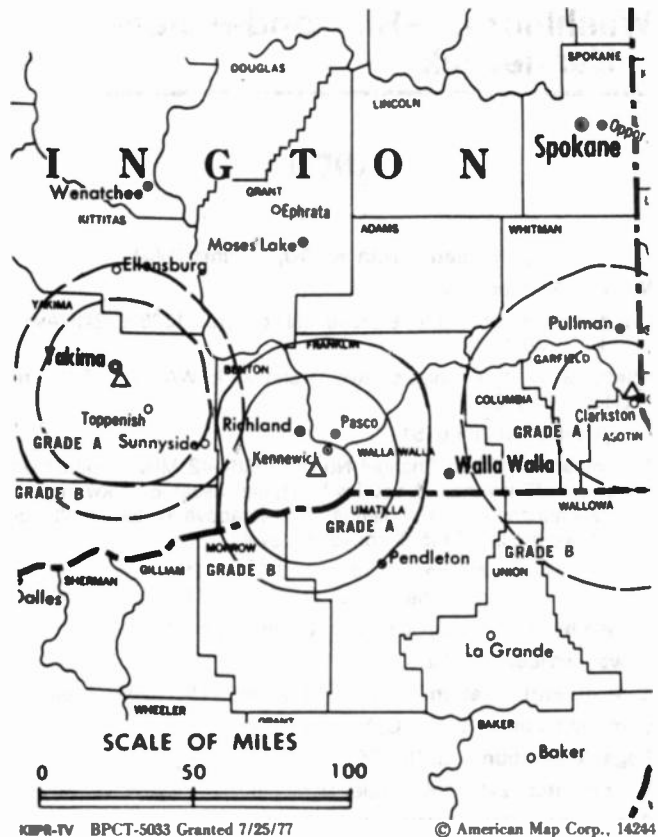
DON ECKIS, chief engineer.

**Rates:** Sold in combination with KIMA-TV, Yakima.

**NETWORK BASE HOURLY RATE:** \$275.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Morrow	3,000	2,800	93
	Umatilla	23,000	21,600	94
	<b>WASHINGTON</b>			
	Adams	4,900	4,700	97
	Benton	46,300	44,800	97
	Columbia	1,600	1,500	94
	Franklin	13,600	13,200	97
	Walla Walla	18,000	16,900	94
<b>Between 25-49%</b>	<b>OREGON</b>			
	Gilliam	800	800	94



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>OREGON</b>			
	Sherman	800	800	100
	Wheeler	600	600	100
	<b>WASHINGTON</b>			
	Grant	18,500	17,800	96
<b>Station Totals</b>		<b>131,100</b>	<b>125,500</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>91,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>58,600</b>	

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# Washington—Richland-Pasco-Kennewick

**KNDU**

Ch. 25

(Associated with KNDO, Yakima, WA)

**Network Service:** NBC.

**Licensee:** Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, WA 98901.

**Studio:** 3312 W. Kennewick Ave., Kennewick, WA; Box 2523, Tri-Cities, WA 99302.

**Telephone:** 509-783-6151.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 227.5-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 47"

**Transmitter:** Jump Off Joe Butte, S of Kennewick, WA.

**News Services:** UPI, NBC.

**Satellite Earth Station:** Microdyne 5.5-meter; Microdyne receivers.

**Ownership:** Same as KNDO, Yakima.

**Began Operation:** Oct. 10, 1961.

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

HUGH E. DAVIS, president.  
ELLIOT KLEEMAN, general manager.  
LEE MADDEN, station & sales manager.  
DAVE LLOYD, news director.  
ED LYON, chief engineer.

**Highest 30 Sec. Rate** (July 9, 1984): \$650.

**Rates:** Sold in combination with KNDO, Yakima.

**NETWORK BASE HOURLY RATE:** Bonus to KNDO, Yakima.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Gilliam	800	800	94
	Morrow	3,000	2,800	93
	Umatilla	23,000	21,600	94



KNDU BPCT-790226KG Granted 8/29/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
<b>50% &amp; Over</b>	Adams	4,900	4,700	97
	Benton	46,300	44,800	97
	Franklin	13,600	13,200	97
	Walla Walla	18,000	16,900	94
<b>OREGON</b>				
<b>Between 25-49%</b>	Sherman	800	800	100
	Wheeler	600	600	100
<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Columbia	1,600	1,500	94
	Grant	18,500	17,800	96
	Yakima	66,200	63,300	96
<b>Station Totals</b>		<b>197,300</b>	<b>188,800</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>				<b>88,100</b>
<b>Average Daily Circulation (1984)</b>				<b>47,100</b>

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# Washington—Seattle

## KING-TV

Ch. 5

**Network Service:** NBC.

**Licensee:** King Broadcasting Co., 333 Dexter N., Seattle 98109.

**Studio:** Television Center, 333 Dexter Ave. North, Seattle, WA 98109.

**Telephone:** 206-343-3000. **TWX:** 910-444-2010.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"  
Longitude 122° 20' 59"

**Transmitter:** 301 Galer St.

**AM Affiliate:** KING, 50-kw, 1090 kHz.

**FM Affiliate:** KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

**News Services:** AP, CNN, UPI.

**Satellite Earth Stations:** 3, Scientific-Atlanta 7-meter & 5-meter; Scientific-Atlanta receivers.

**Ownership:** Dorothy S. Bullitt, 29%; Harriet Stimson Bullitt, 24.2%; Priscilla Bullitt Collins, 22.3%; Bullitt Foundation, 2.8%; Josiah Collins, 2.1%; 85 others, none with as much as 2%. King Bcstg. also owns & operates KREM-TV, Spokane, WA; KGW-TV-AM & KINK(FM), Portland, OR; KTVB, Boise, ID; KSFO & KLHT(FM), San Francisco, CA.

**Began Operation:** Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (*Television Digest*, Vol. 5:20, 23, 30).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

ANCIL H. PAYNE, president.  
GEORGE V. WILLOUGHBY JR., vice president, corporate & legal secretary.  
ERIC S. BREMNER, vice president, broadcasting.  
STURGES DORRANCE, vice president & general manager.  
ROBERT GLOVER, general sales manager.  
ARNOLD GOODER, local sales manager.  
ROBERT JONES, program director.  
JAN GRAY, director of marketing.  
DONALD VARYU, news director.  
TYRONE MORTENSEN, chief engineer.  
PAT CHAPPELL, public affairs director.  
CRAIG JOHNSTON, production manager.  
JIM HEACOCK, operations manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate (Oct. 1, 1984):** \$5000.

**NETWORK BASE HOURLY RATE:** \$1700.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,376,000

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>OREGON</b>			
	Clatsop	13,200	12,500	95
	<b>WASHINGTON</b>			
	Chelan	18,800	18,000	96
	Clallam	22,400	21,400	96
	Cowlitz	31,700	30,700	97
	Grays Harbor	26,400	24,800	94
	Island	18,100	17,700	98
	Jefferson	7,300	7,000	96
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kittitas West	2,500	2,400	94
	Lewis	22,200	21,100	95
	Mason	13,500	13,100	97
	Pacific	7,400	7,000	94
	Pierce	191,500	186,700	97
	San Juan	3,900	3,700	95
	Skagit	26,400	25,400	96
	Snohomish	135,900	132,300	97
	Thurston	54,300	52,800	97
Whatcom	43,500	41,700	96	
Between 25-49%	<b>WASHINGTON</b>			
	Douglas	9,100	8,800	97
	Grant	18,500	17,800	96
	Kittitas East	7,100	6,700	94
Between 5-24%	<b>OREGON</b>			
	Wasco	8,800	8,300	94
	<b>WASHINGTON</b>			
	Adams	4,900	4,700	97
	Wahkiakum	1,400	1,300	93
<b>Station Totals</b>		<b>1,275,400</b>	<b>1,233,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,055,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>610,300</b>	

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**BEVERLY HILLS** 9465 Wilshire Blvd., 90212 (213) 274-8151

# Washington—Seattle

## KIRO-TV

Ch. 7

**Network Service:** CBS.

**Licensee:** KIRO Inc., Broadcast House, 2807 Third Ave., Seattle, WA 98111-7777.

**Studio:** 2807 Third Ave., Seattle, WA 98111-7777.

**Telephone:** 206-624-7077. **TWX:** 910-444-2233.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"  
Longitude 122° 21' 20"

**Transmitter:** 1518 Queen Anne Ave. N.

**AM Affiliate:** KIRO, 50-kw, 710 kHz.

**FM Affiliate:** KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta; 7-meter; Scientific-Atlanta receivers.

**Ownership:** Bonneville International Corp., 99.91%. Bonneville International is owned by the Church of Jesus Christ of Latter-Day Saints (Mormon). There are approx. 6 other stockholders, none owning as much as 1%. For other interests, see KSL-TV, Salt Lake City.

**Began Operation:** Feb. 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (*Television Digest*, Vol. 3:51).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman (Seattle).

### Personnel:

KENNETH L. HATCH, president, KIRO Inc.  
A. F. MLADENICH, senior vice president, operations.  
GLENN WRIGHT, vice president & general manager.  
JOHN NORDEN, national sales manager.  
MICHAEL POTH, local sales manager.  
JUDY LAW, program director.  
CHARLES MORRIS, engineering director.  
RICHARD JACOBY, production manager.  
DEB DRAPIN, operations/traffic director.

**Highest One Hour Rate:** \$6200.

**Highest 30 Sec. Rate:** (7/30/84) \$3200.

**NETWORK BASE HOURLY RATE:** \$1100.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 906,000

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	WASHINGTON			
	Clallam	22,400	21,400	96
	Grays Harbor	26,400	24,800	94



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Island	18,100	17,700	98
	Jefferson	7,300	7,000	96
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
	Kittitas West	2,500	2,400	94
	Lewis	22,200	21,100	95
	Mason	13,500	13,100	97
	Pacific	7,400	7,000	94
	Pierce	191,500	186,700	97
	San Juan	3,900	3,700	95
	Skagit	26,400	25,400	96
	Snohomish	135,900	132,300	97
Thurston	54,300	52,800	97	
Whatcom	43,500	41,700	96	
Between 25-49%	WASHINGTON			
	Chelan	18,800	18,000	96
	Cowlitz	31,700	30,700	97
	Douglas	9,100	8,800	97
	Kittitas East	7,100	6,700	94
Between 5-24%	WASHINGTON			
Grant	18,500	17,800	96	
<b>Station Totals</b>		<b>1,247,100</b>	<b>1,206,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>977,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>542,300</b>	

# Washington—Seattle

## KOMO-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** Fisher Broadcasting Inc., 100 4th Ave. N., Seattle 98109.

**Studio:** 100 4th Ave. N., Seattle, WA 98109.

**Telephone:** 206-223-4000. **TWX:** 910-444-2251.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"  
Longitude 122° 21' 09"

**Transmitter:** 157 Galer St.

**AM Affiliate:** KOMO, 50-kw, 1000 kHz.

**News Services:** AP, UPI, ABC, Group W Newsfeed.

**Satellite Earth Stations:** Transmit/receive; Scientific-Atlanta; 10-meter; Scientific-Atlanta receivers.

**Ownership:** Fisher Companies Inc. Fisher Bcstg. Inc. is also licensee of KATU, Portland, OR.

**Began Operation:** Dec. 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (*Television Digest*, Vol. 15:16).

**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Represented (engineering):** A. D. Ring & Associates.

### Personnel:

W. W. WARREN, chairman of the board.  
JOHN BEHNKE, president & chief executive officer.  
JAY W. GIESA, exec. vice president, broadcasting.  
ED LACKNER, vice president, corporate affairs.  
MONTY GRAU, vice president & general manager.  
PHELPS FISHER, vice president & director of marketing.  
PATRICK SCOTT, vice president & station manager.  
SCOTT HAYNER, general sales manager.  
DAVID S. BINGHAM, local sales manager.  
LOIS MATHESON, director of television news.  
BOB PLUMMER, vice president & director of engineering.  
JACK DAVID, promotion & press relations manager.

**Highest One Hour Rate:** \$10,000.

**Highest 30 Sec. Rate** (Sept. 16, 1983): \$5000.

**NETWORK BASE HOURLY RATE:** \$2000.

**Station also received in Canadian markets.**

**BBM Weekly Reach** (Spring 1984): 1,309,000

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>WASHINGTON</b>			
	Chelan	18,800	18,000	96
	Clallam	22,400	21,400	96
	Grays Harbor	26,400	24,800	94
	Island	18,100	17,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Jefferson	7,300	7,000	96
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
	Kittitas West	2,500	2,400	94
	Lewis	22,200	21,100	95
	Mason	13,500	13,100	97
	Pacific	7,400	7,000	94
	Pierce	191,500	186,700	97
	San Juan	3,900	3,700	95
	Skagit	26,400	25,400	96
	Snohomish	135,900	132,300	97
	Thurston	54,300	52,800	97
	Whatcom	43,500	41,700	96
<b>Between 25-49%</b>	<b>OREGON</b>			
	Clatsop	13,200	12,500	95
	<b>WASHINGTON</b>			
	Cowlitz	31,700	30,700	97
Douglas	9,100	8,800	97	
Grant	18,500	17,800	96	
Kittitas East	7,100	6,700	94	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Wasco	8,800	8,300	94
<b>Station Totals</b>		<b>1,269,100</b>	<b>1,227,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>1,046,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>629,400</b>	



# Washington—Tacoma

## KCPQ

Ch. 13

**Network Service:** None, independent.

**Licensee:** Kelly Television Co., Box 98828, Tacoma, WA 98499.

**Studio:** 4400 Steilacoom Blvd., Tacoma, WA 98499.

**Telephone:** 206-582-8613.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 708-ft. above ground, 2395-ft. above sea level.

Latitude 47° 32' 53"  
Longitude 122° 48' 22"

**Transmitter:** Gold Mtn., 6.5-mi. W of Bremerton.

**Satellite Earth Stations:** 2, Scientific-Atlanta; 10-meter & 2-meter; M/A-Com receivers.

**News Service:** INN, CNN, NIWS.

**Ownership:** Jon S. Kelly & Robert E. Kelly, 45% each as general partners; 5% each as limited partners. For other interests, see KCRA-TV, Sacramento, CA.

**Began Operation:** Aug. 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

**Represented (sales):** Settel Inc.

**Represented (legal):** Koteen & Naftalin.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

ROBERT KELLY, general manager.  
THOMAS FRENCH, business manager.  
ROY ALBERTSON, general sales manager.  
LLOYD LOW, national sales manager.  
TERRI HOGUE, local sales manager.  
BOB GALVIN, promotion manager.  
STEVE HESS, news editor.  
MARLENE GOTTFRIED, accounting supervisor.  
DAN JENSEN, director, station operations.  
LEE PINSKI, chief engineer.

**Highest 30 Sec. Rate** (Aug. 8, 1983): \$1200.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Grays Harbor	26,400	24,800	94
	Island	18,100	17,700	98



KCPQ BPCT-800307KF Granted 8/15/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
	Kittitas West	2,500	2,400	94
	Mason	13,500	13,100	97
	Pierce	191,500	186,700	97
	Snohomish	135,900	132,300	97
	Thurston	54,300	52,800	97
Between 25-49%	WASHINGTON Lewis	22,200	21,100	95
	Pacific	7,400	7,000	94
	Skagit	26,400	25,400	96
	Whatcom	43,500	41,700	96
Between 5-24%	WASHINGTON Cowlitz	31,700	30,700	97
	Jefferson	7,300	7,000	96
	San Juan	3,900	3,700	95
<b>Station Totals</b>		<b>1,171,200</b>	<b>1,133,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>605,200</b>
<b>Average Daily Circulation (1984)</b>				<b>237,600</b>

# Washington—Tacoma

**KQFB**

**Ch. 20**

**Network Service:** None, independent.

**Licensee:** Family Bcstg. Co., Tacoma, WA.

**Studio:** 2607 Bridgeport Way W., Suite 2K, Tacoma, WA 98446.

**Telephone:** 206-565-7770.

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 3516-kw max. visual, 352-kw max. aural. Antenna: 1611-ft. above av. terrain, 294-ft. above ground, 1964-ft. above sea level.

Latitude 47° 32' 50"  
Longitude 122° 47' 39"

**Transmitter:** Gold Mtn., 6-mi. W of Bremerton.

**Ownership:** Paul A. Gray, pres., Kenneth Rupp, v.p., Joseph B. Fuiten, secy., Donald G. Huber, treas., Fulton Buntain, John M. Miller, Clifford Paulson, Barbara Brown & Leo C. Brown Jr., Trinity Broadcasting of Seattle.

**Began Operation:** March 30, 1984.

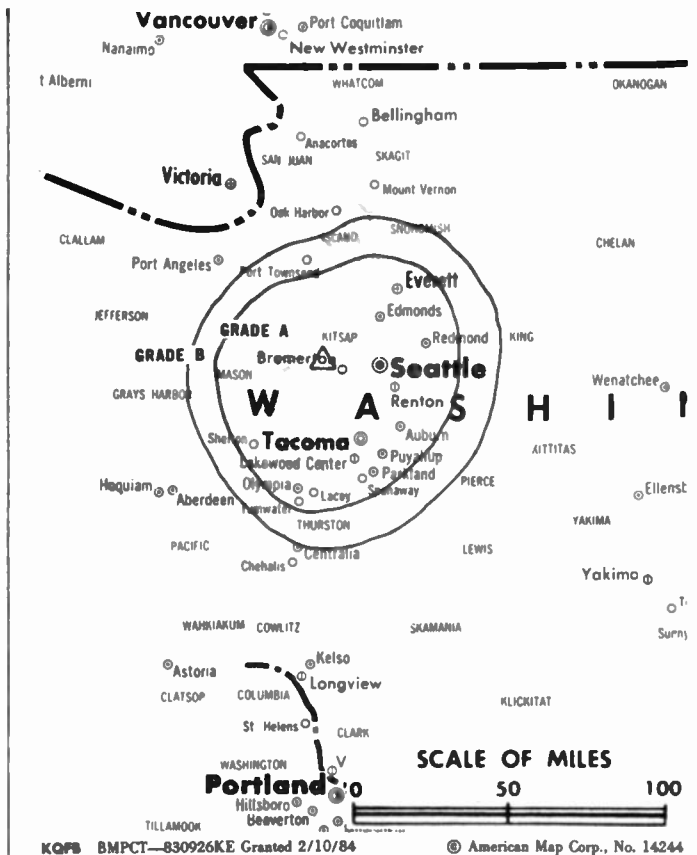
**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Raymond E. Rohrer.

**Personnel:**  
PAUL GRAY, general manager.

**Highest One Hour Rate:** \$500.

**Highest 30 Sec. Rate:** \$60.



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# Washington—Seattle-Tacoma

## KSTW

Ch. 11

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

**Studios & Offices:** 2320 S. 19th St., Tacoma 98411; United Airlines Bldg., 2033 6th Ave., Seattle 98121.

**Telephones:** 206-572-5789, Tacoma; 206-682-0550, Seattle.

**TWX:** 910-441-2622, Tacoma.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"  
Longitude 122° 18' 29"

**Transmitter:** 1715 E. Madison St., Seattle.

**News Services:** AP, INDX.

**Satellite Earth Station:** Andrew 10-meter; Harris receivers.

**Ownership:** Gaylord Broadcasting Co. For other interests, see Group Ownership of TV Stations.

**Began Operation:** February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (*Television Digest*, Vol. 13:13; 14:5).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

BRUCE K. LUMPKIN, vice president & general manager.  
DON LACY, assistant general manager.  
KEVIN T. HALE, general sales manager.  
PENNY TAYLOR, Seattle sales manager.  
CURTIS M. HOLMAN, business manager.  
JOE AGOSTINO, production manager.  
PAUL CRITTENDEN, chief engineer.  
JACK EDDY, news director.

**Highest 30 Sec. Rate** (July 17, 1984): \$1200.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 658,000

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>WASHINGTON</b>			
	Grays Harbor	26,400	24,800	94
	Island	18,100	17,700	98
	King	526,800	508,800	97
	Kitsap	59,800	58,400	98
	Pacific	7,400	7,000	94
	Pierce	191,500	186,700	97
	Skagit	26,400	25,400	96
	Snohomish	135,900	132,300	97
	Thurston	54,300	52,800	97
Whatcom	43,500	41,700	96	
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Latah	10,900	10,500	96



KSTW BPCT-4934 Granted 4/14/78

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Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>OREGON</b>				
	Clatsop	13,200	12,500	95	
	<b>WASHINGTON</b>				
	Benton	46,300	44,800	97	
	Chelan	18,800	18,000	96	
	Clallam	22,400	21,400	96	
	Douglas	9,100	8,800	97	
	Jefferson	7,300	7,000	96	
	Kittitas West	2,500	2,400	94	
	Lewis	22,200	21,100	95	
	Mason	13,500	13,100	97	
	San Juan	3,900	3,700	95	
	Walla Walla	18,000	16,900	94	
	Whitman	13,800	13,200	96	
	<b>Between 5-24%</b>	<b>IDAHO</b>			
Kootenai		24,700	24,300	98	
<b>WASHINGTON</b>					
Cowlitz		31,700	30,700	97	
Franklin		13,600	13,200	97	
Okanogan		12,300	11,600	94	
Spokane		138,600	134,300	97	
Yakima		66,200	63,300	96	
<b>Station Totals</b>			<b>1,579,100</b>	<b>1,526,400</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>					<b>903,800</b>
<b>Average Daily Circulation (1984)</b>				<b>432,900</b>	

# Washington—Spokane

## KAYU-TV

Ch. 28

**Network Service:** None, independent.

**Licensee:** KAYU-TV Partners Ltd.

**Studio:** S. 4600 Regal, Spokane, WA 99203.

**Telephone:** 509-448-2828.

**Mailing Address:** Box 8115, Spokane, WA 99203.

**Technical Facilities:** Channel No. 28 (560-566 MHz). Authorized power: 1198.4-kw visual, 239.662-kw aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"  
Longitude 117° 17' 46"

Holds CP for change to 2400-kw max. visual, 120-kw max. aural, 2000-ft above av. terrain, 823-ft. above ground, 4399-ft. above sea level, lat. 47° 34' 44", long. 117° 17' 46"; transmitter to 3-mi. SE of Spokane on Krell Hill. BPCT-840316KJ.

**Transmitter:** 3-mi. SE of Spokane on Krell Hill.

**News Service:** INN, CNN.

**Satellite Earth Stations:** In operation.

**Ownership:** KAYU-TV Partners Ltd., Robert J. Hamacher, general partner.

**Began Operation:** Oct. 31, 1982.

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pepper & Corazzini.

**Personnel:**

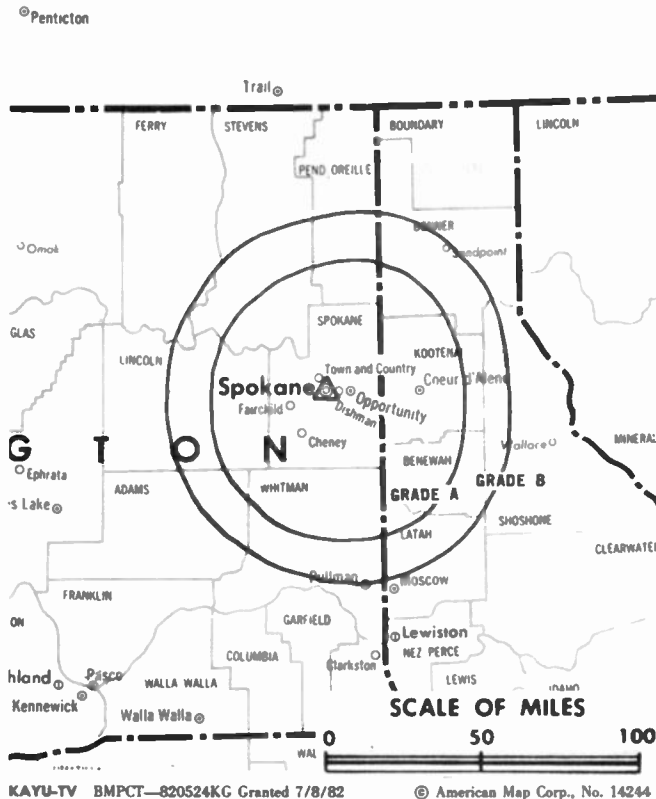
- ROBERT HAMACHER, president & general manager.
- MARK FLAHERTY, programming.
- ROBERTA FOX, business manager.
- D. LANE GUIN, sales manager.
- RONALD VALLEY, director of engineering.
- LOUISE HANSEN, director of promotion.

**Highest 30 Sec. Rate:** (July 6, 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>WASHINGTON</b>			
	Spokane	138,600	134,300	97
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Kootenai	24,700	24,300	98
	Latah	10,900	10,500	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Lincoln	3,800	3,700	97
	Stevens	11,400	10,800	95
	<b>IDAHO</b>			
Benewah	3,200	3,100	97	
Bonner	9,800	9,500	97	
<b>WASHINGTON</b>	Douglas	9,100	8,800	97
	Franklin	13,600	13,200	97
	Pend Oreille	3,400	3,300	97
	Whitman	13,800	13,200	96
	<b>Station Totals</b>		<b>242,300</b>	<b>234,700</b>
<b>Net Weekly Circulation (1984)</b>				<b>94,200</b>
<b>Average Daily Circulation (1984)</b>				<b>44,400</b>

# H C O L U M B I A



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# Washington—Spokane

## KHQ-TV

Ch. 6

**Network Service:** NBC.

**Licensee:** KHQ Inc., 4202 South Regal St., Box 8088, Spokane 99203.

**Studio:** 4202 S. Regal St., Spokane.

**Mailing Address:** Box 8088, Spokane, WA 99203.

**Telephone:** 509-448-4666. **TWX:** 510-773-1830.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.4"  
Longitude 117° 17' 46.6"

**Transmitter:** Tower Mountain, 3.25-mi. SE of Spokane.

**AM Affiliate:** KHQ, 5-kw, 590 kHz (NBC).

**FM Affiliate:** KHQ-FM, 94-kw, 98.1 MHz (No. 251), 2031-ft.

**News Services:** AP.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.

**Satellite Earth Stations:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Cowles Publishing Co. KHQ Inc. officers: J. Birney Blair, pres.; Michael K. Nielsen, secy.-treas.

**Began Operation:** Dec. 20, 1952.

**Represented (sales):** Katz Television.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

J. BIRNEY BLAIR, president & general manager.  
JACK REBER, vice president & general sales manager.  
HOMER MASON, operations manager.  
LARRY GANTS, program director.  
LYNNE ZUBATY, promotion manager.  
ED ANTOSYN, engineering director.  
DEAN MELL, news director.

**Highest 30 Sec. Rate (May 10, 1982):** \$750.

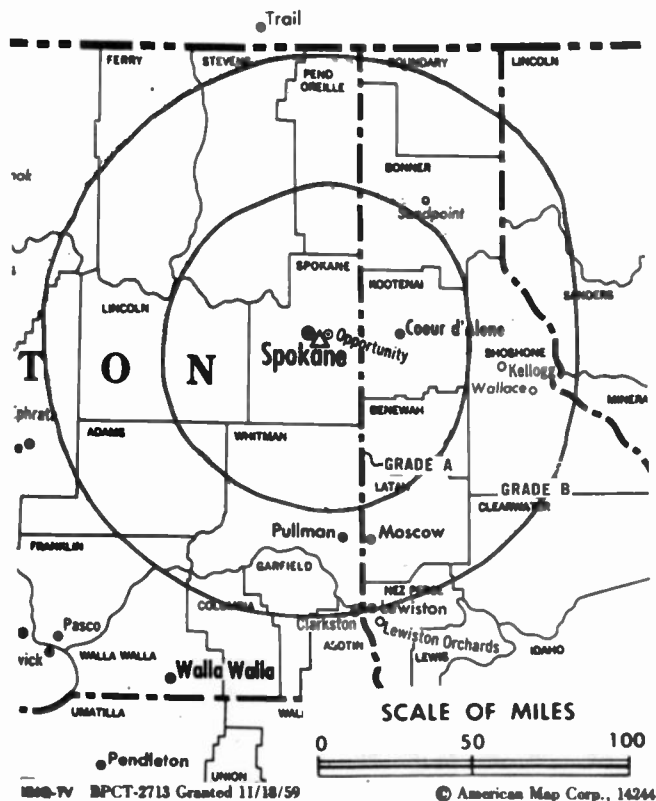
**NETWORK BASE HOURLY RATE:** \$1100.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 999,000

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>IDAHO</b>			
	Benewah	3,200	3,100	97
	Bonner	9,800	9,500	97
	Boundary	2,700	2,600	96
	Clearwater	3,700	3,600	97
	Idaho	5,700	5,400	95
	Kootenai	24,700	24,300	98
	Latah	10,900	10,500	96
	Lewis	1,500	1,500	100
	Nez Perce	13,000	12,700	98
	Shoshone	6,800	6,600	97
	<b>MONTANA</b>			
	Glacier	3,500	3,300	94
Hill	6,600	6,400	97	
Lincoln	6,100	5,800	95	
<b>OREGON</b>				
Union	9,200	8,600	93	
Wallowa	3,100	2,900	94	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Asotin	6,900	6,700	97
	Chelan	18,800	18,000	96
	Columbia	1,600	1,500	94
	Douglas	9,100	8,800	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	90
	Grant	18,500	17,800	96
	Lincoln	3,800	3,700	97
	Okanogan	12,300	11,600	94
	Pend Oreille	3,400	3,300	97
	Spokane	138,600	134,300	97
	Stevens	11,400	10,800	95
	Walla Walla	18,000	16,900	94
Whitman	13,800	13,200	96	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Cascade	30,400	29,800	98
	Flathead	21,100	20,400	97
	Mineral	1,500	1,500	100
	Missoula	31,600	30,500	97
	Sanders	3,600	3,400	94
Toole	2,200	2,100	95	
<b>OREGON</b>	Baker	6,500	6,100	94
	Umatilla	23,000	21,600	94
	<b>WASHINGTON</b>			
Adams	4,900	4,700	97	
Benton	46,300	44,800	97	
Franklin	13,600	13,200	97	
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Lake	7,300	7,100	97
	Ravalli	9,300	9,000	97
Valley	3,700	3,500	95	
<b>Station Totals</b>		<b>574,900</b>	<b>554,100</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>368,700</b>
<b>Average Daily Circulation (1984)</b>				<b>218,700</b>

# Washington—Spokane

## KREM-TV

Ch. 2

**Network Service:** CBS.

**Licensee:** KING Broadcasting Co., 4103 S. Regal St., Spokane 99203.

**Studio:** 4103 S. Regal St., Spokane, WA 99203.

**Telephone:** 509-448-2000. **TWX:** 510-773-1833.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"  
Longitude 117° 17' 53"

**Transmitter:** 7-mi. SE of center of Spokane.

**News Services:** AP, UPI, CBS.

**Satellite Earth Station:** Scientific-Atlanta 7-meter; Scientific-Atlanta receivers.

**Ownership:** King Broadcasting Co. For officers & other interests, see KING-TV, Seattle, WA.

**Began Operation:** Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (*Television Digest*, Vol. 13:28, 39, 51).

**Represented (sales):** Blair Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Hammett & Edison Inc.

### Personnel:

ANCIL PAYNE, president (Seattle).  
ERIC BREMNER, vice president, television (Seattle).  
DENNIS WILLIAMSON, vice president & general manager.  
JOHN ROWLAND, sales manager.  
MEG ANTONIUS, program director.  
JAN ALLEN, news director.  
WARREN PRITCHARD, chief engineer.  
BARBARA NARGANG, business manager.  
LINDA KUHNS, promotion manager.

**Highest 30 Sec. Rate:** (Sept. 1, 1984) \$1000.

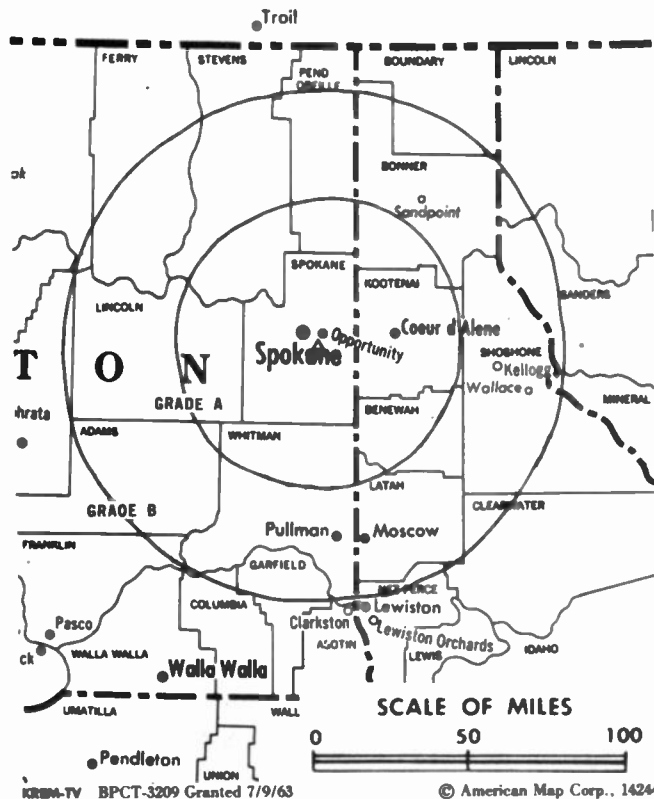
**NETWORK BASE HOURLY RATE:** \$875.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,082,000

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>IDAHO</b>			
	Benewah	3,200	3,100	97
	Bonner	9,800	9,500	97
	Boundary	2,700	2,600	96
	Clearwater	3,700	3,600	97
	Idaho	5,700	5,400	95
	Kootenai	24,700	24,300	98
	Latah	10,900	10,500	96
	Lewis	1,500	1,500	100
	Nez Perce	13,000	12,700	98
Shoshone	6,800	6,600	97	
<b>MONTANA</b>	Flathead	21,100	20,400	97
	Hill	6,600	6,400	97
	Lincoln	6,100	5,800	95
<b>OREGON</b>	Union	9,200	8,600	93
	Wallowa	3,100	2,900	94
<b>WASHINGTON</b>	Adams	4,900	4,700	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Asotin	6,900	6,700	97
	Chelan	18,800	18,000	96
	Columbia	1,600	1,500	94
	Douglas	9,100	8,800	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	90
	Grant	18,500	17,800	96
	Lincoln	3,800	3,700	97
	Okanogan	12,300	11,600	94
	Pend Oreille	3,400	3,300	97
	Spokane	138,600	134,300	97
	Stevens	11,400	10,800	95
	Walla Walla	18,000	16,900	94
	Whitman	13,800	13,200	96
<b>MONTANA</b>	Cascade	30,400	29,800	98
	Missoula	31,600	30,500	97
	Sanders	3,600	3,400	94
<b>OREGON</b>	Baker	6,500	6,100	94
<b>MONTANA</b>	Lake	7,300	7,100	97
	Mineral	1,500	1,500	100
	Pondera	2,400	2,300	96
	Ravalli	9,300	9,000	97
	Valley	3,700	3,500	95
<b>OREGON</b>	Umatilla	23,000	21,600	94
<b>WASHINGTON</b>	Benton	46,300	44,800	97
	Franklin	13,600	13,200	97
<b>Station Totals</b>		<b>571,600</b>	<b>551,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>367,100</b>
<b>Average Daily Circulation (1984)</b>				<b>209,100</b>

# Washington—Spokane

**KSKN**

**Ch. 22**

**Network Service:** None, independent.

**Grantee:** Broadcast Vision Television, a Ltd. Partnership, 8721 Sunset Blvd., Suite 201, Los Angeles, CA 90069.

**Studio:** East 4022 Broadway, Spokane, WA 99202.

**Telephone:** 509-534-5756.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1396-kw max. visual, 139.6-kw max. aural. Antenna: 1959-ft. above av. terrain, 940-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"  
Longitude 117° 17' 53"

**Transmitter:** 7-mi. SE of Spokane.

**Ownership:** General partners, 20%; limited partners, 80%. General partners: Broadcast Vision TV Inc., Lee Schulman & Arnold Mills, 33.3% each. BVTI ownership: Lee Schulman, pres. & Arnold Mills, secy.-treas., 50% each. Ltd. partners Art Greensfield; others to be named.

**Began Operation:** Dec. 18, 1983.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Haley, Bader & Potts.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

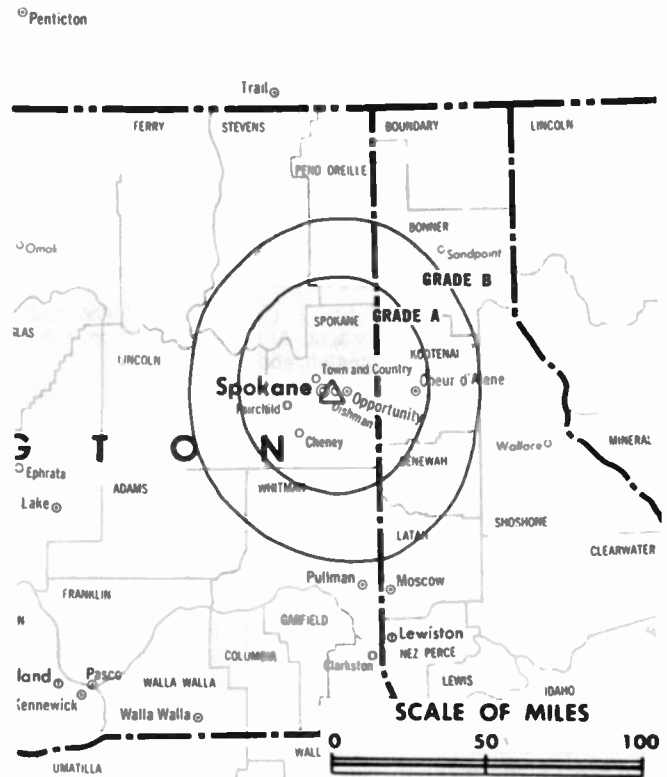
LEE SCHULMAN, pres. & general manager.  
DICK WAGSCHAL, general sales manager.

**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	%
Between 5-24%	IDAHO Kootenai	24,700	24,300	98
	WASHINGTON Spokane	138,600	134,300	97
<b>Station Totals</b>		<b>163,300</b>	<b>158,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>12,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>4,600</b>	

# C O L U M B I A



KSKN BMPCT—821117KH Granted 3/16/83

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# Washington—Spokane

## KXLY-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** Spokane TV Inc., West 500 Boone Ave., Spokane 99201.

**Studio:** West 500 Boone Ave., Spokane, WA 99201.

**Telephone:** 509-328-9084.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"  
Longitude 117° 06' 48"

**Transmitter:** Top of Mount Spokane.

**AM Affiliate:** KXLY, 5-kw, 920 kHz.

**FM Affiliate:** KXLY-FM, 10-kw, 99.9 MHz (No. 260), 3008-ft.

**News Service:** AP, UPI, CNN.

**Satellite Earth Station:** Scientific-Atlanta receivers.

**Ownership:** Evening Telegram Co., 100%. Spokane TV Inc. also owns KTHI-TV, Fargo, ND and Apple Valley Bcstg. which operates KAPP(TV), Yakima & KVEW(TV), Kennewick, WA.

**Began Operation:** Jan. 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (Television Digest, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49, 10:2).

**Represented (sales):** Harrington, Righter & Parsons Inc.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert, P.C.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

STEPHEN R. HERLING, vice president & general manager.  
TED BRAVAKIS, general sales manager.  
DARRELL BLUE, program director.  
DONALD POPE, director of engineering.  
JIM FRANDIN, news director.

**Highest 30 Sec. Rate:** \$500.

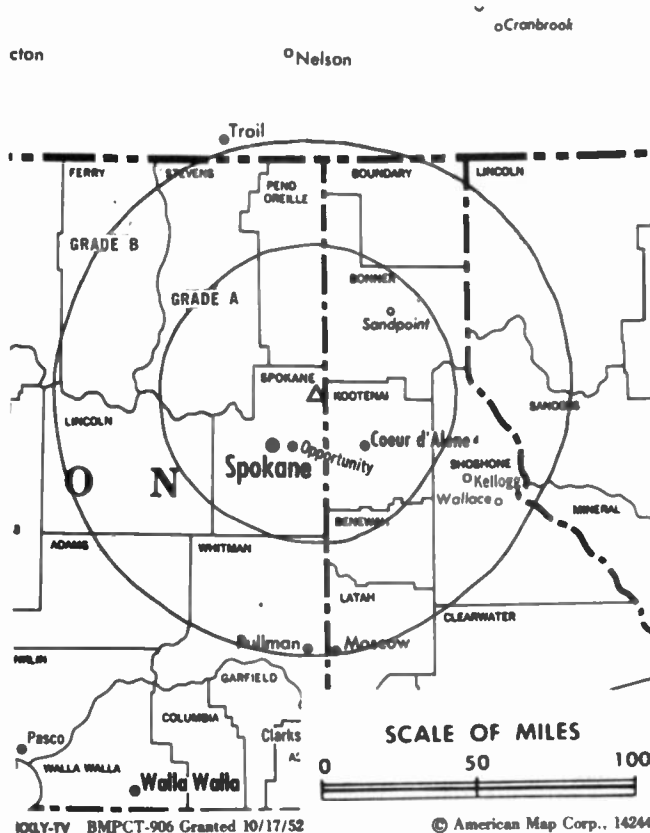
**NETWORK BASE HOURLY RATE:** \$675.

**Station also received in Canadian markets.**

**BBM Weekly Reach (Spring 1984):** 1,153,000

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>IDAHO</b>				
	Benewah	3,200	3,100	97	
	Bonner	9,800	9,500	97	
	Boundary	2,700	2,600	96	
	Clearwater	3,700	3,600	97	
	Idaho	5,700	5,400	95	
	Kootenai	24,700	24,300	98	
	Latah	10,900	10,500	96	
	Lewis	1,500	1,500	100	
	Nez Perce	13,000	12,700	98	
	Shoshone	6,800	6,600	97	
<b>MONTANA</b>	Flathead	21,100	20,400	97	
	Glacier	3,500	3,300	94	
	Hill	6,600	6,400	97	
	Lincoln	6,100	5,800	95	
	Mineral	1,500	1,500	100	
	Sanders	3,600	3,400	94	
	<b>OREGON</b>	Union	9,200	8,600	93
		Wallowa	3,100	2,900	94



KXLY-TV BMPCT-906 Granted 10/17/52

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Adams	4,900	4,700	97
	Asotin	6,900	6,700	97
	Chelan	18,800	18,000	96
	Columbia	1,600	1,500	94
	Douglas	9,100	8,800	97
	Ferry	2,200	2,100	95
	Garfield	1,000	900	90
	Grant	18,500	17,800	96
	Lincoln	3,800	3,700	97
	Okanogan	12,300	11,600	94
	Pend Oreille	3,400	3,300	97
	Spokane	138,600	134,300	97
	Stevens	11,400	10,800	95
Walla Walla	18,000	16,900	94	
Whitman	13,800	13,200	96	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Cascade	30,400	29,800	98
	Missoula	31,600	30,500	97
<b>Between 5-24%</b>	<b>MONTANA</b>			
	Granite	1,000	1,000	100
	Lake	7,300	7,100	97
Ravalli	9,300	9,000	97	
<b>OREGON</b>	Baker	6,500	6,100	94
	Umatilla	23,000	21,600	94
	<b>WASHINGTON</b>			
Benton	46,300	44,800	97	
Franklin	13,600	13,200	97	
<b>Station Totals</b>		<b>572,200</b>	<b>551,600</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>365,500</b>	
<b>Average Daily Circulation (1984)</b>			<b>222,900</b>	



# Washington—Vancouver

**KPDX**

**Ch. 49**

**Network Service:** None, independent.

**Licensee:** Columbia River Televisin Inc., One Columbia River, Vancouver, WA 98660.

**Studio:** One Columbia River, Vancouver.

**Business Office:** 910 N.E. Union, Portland, OR 97232.

**Telephones:** 206-254-4949; 503-239-4949.

**Technical Facilities:** Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2021-ft. above sea level.

Latitude 45° 31' 22"  
Longitude 122° 45' 07"

**Transmitter:** 211 NW Miller Rd., Portland, OR.

**Satellite Earth Station:** Scientific-Atlanta.

**Ownership:** Camelia City Telecasters Inc., see KTXL(TV), Sacramento-Stockton, CA.

**Began Operation:** Oct. 1, 1983.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

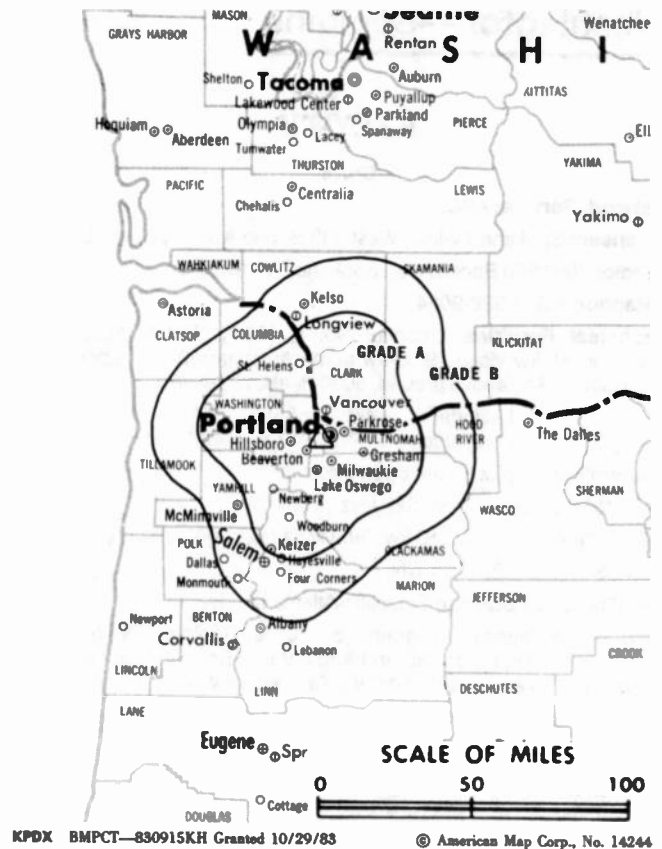
EDWARD C. BRANCA, vice president & general manager.  
RAY HEACOX, general sales manager.  
DENNY MOORE, program manager.

**Highest One Hour Rate:** \$5000.

**Highest 30 Sec. Rate:** \$660.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>OREGON</b>			
	Washington	104,300	101,900	98
	<b>WASHINGTON</b>			
	Clark	77,800	75,900	97
Between 5-24%	<b>OREGON</b>			
	Cleckamas	92,100	89,200	97
	Columbia	13,900	13,400	96
	Marion	82,000	78,800	96
	Multnomah	241,600	232,800	96
	Yamhill	21,600	20,600	95
	<b>WASHINGTON</b>			
	Cowlitz	31,700	30,700	97
<b>Station Totals</b>		<b>665,000</b>	<b>643,300</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>135,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>63,500</b>	



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# Washington—Wenatchee

## KCWT

Ch. 27

**Network Service:** None, independent.

**Licensee:** Fred Alan Ross, 520 11th St. NE, No. 1, East Wenatchee, WA 98801.

**Studio:** 32-B N. Mission St., Wenatchee, WA 98801.

**Mailing Address:** Box 2809, Wenatchee, WA 98801.

**Telephone:** 509-622-5298.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 266.56-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26"  
Longitude 120° 13' 55"

**Transmitter:** Jump Off Ridge, 7-mi. SSW of Wenatchee.

**News Service:** CNN.

**Ownership:** Fred Alan Ross, 55%, general partner.

**Began Operation:** April 9, 1984.

**Represented (sales):** SR Reps.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:**

TOM MAGUIRE, general manager.  
CHUCK ANDERSON, national sales manager.  
STEVE DAHL, local sales manager.  
DICK CONNELL, operations manager.  
TY SANDERS, news director.

**Highest 30 Sec. Rate:** \$75.



For Explanation of Arbitron Data, see page 14

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# Washington—Yakima

**KAPP**

Ch. 35

(Operates satellite KVEW, Kennewick, WA)

**Network Service:** ABC.

**Licensee:** Apple Valley Bcstg. Co.

**Studio:** 1610 S. 24th Ave., Yakima, WA 98902.

**Telephone:** 509-453-0351.

**Technical Facilities:** Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"  
Longitude 120° 30' 37"

**Transmitter:** Ahtanum Ridge.

**News Service:** UPI.

**Satellite Earth Station:** Microwave Associates, 5-meter; Microwave Associates receivers.

**Ownership:** Evening Telegram Co., 100%. See WISC-TV Madison, WI.

**Began Operation:** Sept. 21, 1970.

**Represented (sales):** Blair Television; The Tacher Co.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert, P.C.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

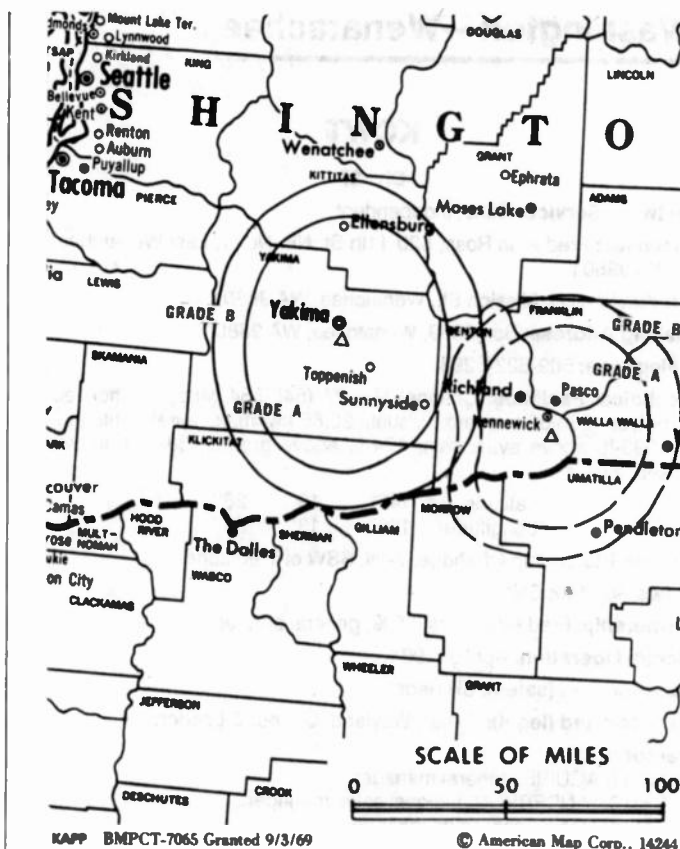
ELIZABETH MURPHY BURNS, president.  
R. GARY PIERONE, vice president & general manager.  
RON SIMMONS, director, programming & operations.  
BOB COUCHMAN, chief engineer.  
JUDY ERNEST, local sales manager.  
CRAIG WOOLSEY, production manager.  
KEN TONEY, promotion manager.  
JEFF WASSON, news director.

**Highest 30 Sec. Rate** (Sept. 19, 1983): \$750.

**Note:** Above rate includes KVEW, Kennewick.

**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>WASHINGTON</b> Kittitas East	7,100	6,700	94
	Yakima	66,200	63,300	96
<b>Between 5-24%</b>	<b>WASHINGTON</b> Benton	46,300	44,800	97
	Kittitas West	2,500	2,400	94
<b>Station Totals</b>		<b>122,100</b>	<b>117,200</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>				<b>69,200</b>
<b>Average Daily Circulation (1984)</b>				<b>44,700</b>

# Washington—Yakima

## KIMA-TV

Ch. 29

(Also operates associated stations KEPR-TV, Pasco, WA;  
KLEW-TV, Lewiston, ID)

**Network Service:** CBS.

**Licensee:** NWG Broadcasting Co., d/b as Cascade Broadcasting Co., Radio & Television Center, Box 702, Yakima 98907.

**Studio:** Radio & Television Center, 2801 Terrace Heights Dr.

**Mailing Address:** Box 702, Yakima, WA 98907.

**Telephone:** 509-575-0029. **TWX:** 510-777-5356.

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power; 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"  
Longitude 120° 30' 33"

**Transmitter:** Ahtanum Ridge.

**News Services:** AP, Group W Newsfeed.

**Satellite Earth Station:** Harris, 7.1-meter; Harris receivers.

**Arbitron Data:** Figures do not include KEPR-TV, Pasco & KLEW-TV, Lewiston, ID which are reported separately.

**Ownership:** NWG Broadcasting Co. John Noel Jr., pres., 75%; Rodger D. Noel, 25%. NWG Bcstg. also owns KEPR-TV, Pasco, WA & KLEW-TV, Lewiston, ID.

**Began Operation:** July 19, 1953. Sale to present owners by Filmways Inc. approved by FCC Aug. 30, 1972 (*Television Digest*, Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

**Represented (sales):** Selltel Inc.; Art Moore Inc. (Northwest).

**Represented (legal):** Pepper & Corazzini.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

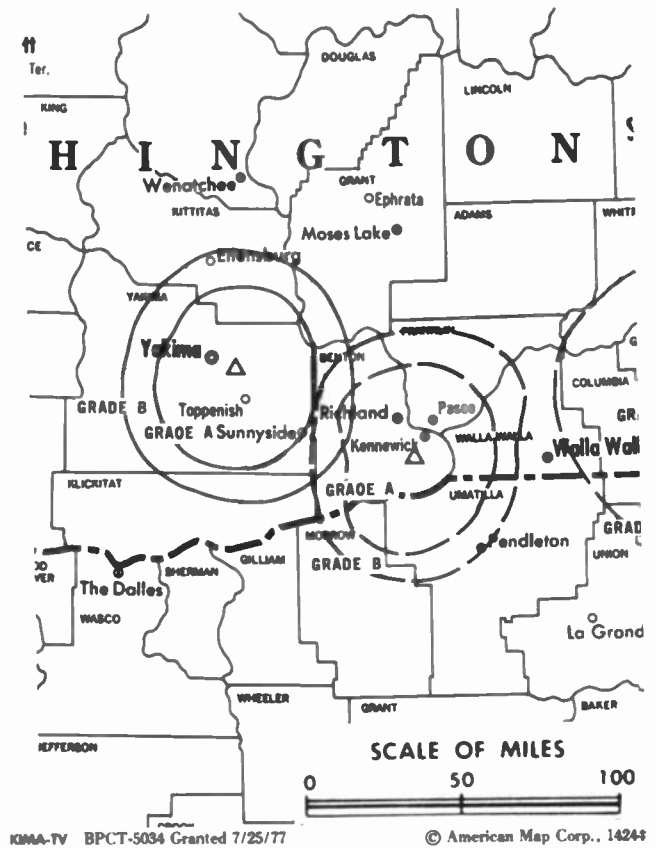
DALE HAZEN, vice president & general manager.  
STU SEIBEL, program director.  
MIKE RASTOVICH, director of engineering.  
T. J. CLOSE, news director.  
DOW LAMBERT, chief engineer.

**Highest One Hour Rate:** \$1500.

**Highest 30 Sec. Rate (July 1, 1984):** \$650.

**Note:** Rates include KEPR-TV, Pasco & KLEW-TV, Lewiston.

**NETWORK BASE HOURLY RATE:** (July 1, 1984) \$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	%
50% & Over	WASHINGTON Kittitas East	7,100	6,700	94
	Yakima	66,200	63,300	96
Between 5-24%	WASHINGTON Benton	46,300	44,800	97
	Kittitas West	2,500	2,400	94
<b>Station Totals</b>		<b>122,100</b>	<b>117,200</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>69,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>49,400</b>	

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# Washington—Yakima

**KNDO**

Ch. 23

(Also operates associated station KNDU, Richland-Pasco-Kennewick, WA)

**Network Service:** NBC.

**Licensee:** Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, WA 98901.

**Studio:** 1608 S. 24th Ave., Box 10028, Yakima, WA 98909.

**Telephone:** 509-248-2300.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 159-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"  
Longitude 120° 30' 26"

**Transmitter:** Ahtanum Ridge, S of Yakima.

**News Services:** UPI, NBC.

**Satellite Earth Station:** Microdyne 5.5-meter; Microdyne receivers.

**Arbitron Data:** Figures do not include KNDU, Richland-Pasco-Kennewick, WA.

**Ownership:** Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland-Pasco-Kennewick, WA & has interest in KMTB-TV, Eugene, OR.

**Began Operation:** Oct. 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (*Television Digest*, Vol. 16:34; 17:6).

**Represented (sales):** Katz Television.

**Represented (legal):** Haley, Bader & Potts.

**Personnel:**

HUGH E. DAVIS, president.  
ELLIOTT KLEEMAN, general manager.  
BEN SHROPSHIRE, national sales manager.  
OPAL LAURENT, business manager.  
RONALD KROUS, director of engineering.  
ED EVANS, news director.

**Highest 30 Sec. Rate** (July 9, 1984): \$650.

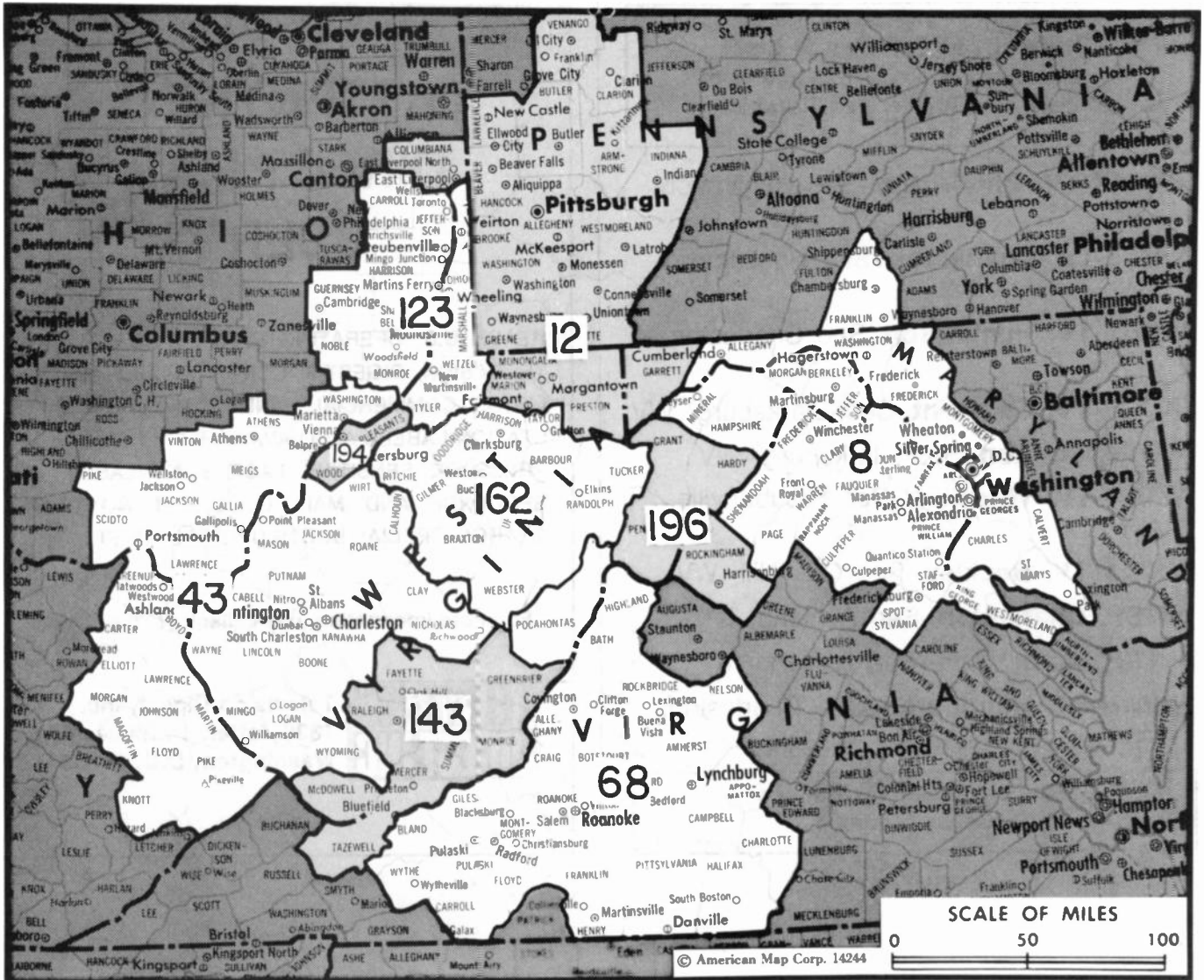
**Note:** Includes KNDU, Richland-Pasco-Kennewick, WA.

**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>WASHINGTON</b>			
	Kittitas East	7,100	6,700	94
	Yakima	66,200	63,300	96
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Adams	4,900	4,700	97
	Benton	46,300	44,800	97
	Kittitas West	2,500	2,400	94
<b>Station Totals</b>		<b>127,000</b>	<b>121,900</b>	<b>95</b>
<b>Net Weekly Circulation (1984)</b>			<b>67,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>39,900</b>	



**West Virginia Station Status as of August 15, 1984**

	VHF	UHF	TOTAL
Commercial Television Stations	8	3	11
Educational Television Stations	1	2	3
			14

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)
Charleston-Huntington, WV	528,400	43	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (23)
Roanoke-Lynchburg, VA	355,300	68	WDBJ (7), WSET-TV (13), WSLs-TV (10)
Wheeling, WV-Steubenville, OH	164,400	123	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	137,900	143	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	88,200	162	WBOY-TV (12), WDTV (5), WLYJ (46)
Parkersburg, WV	37,400	194	WTAP-TV (15)
Harrisonburg, VA	36,700	196	WHSV-TV (3)

## West Virginia

### **State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WOWK-TV, Charleston**--See Huntington,  
WV

**WSAZ-TV, Charleston**--See Huntington,  
WV

**WCHS-TV, Huntington**--See Charleston,  
WV

**WBOY-TV, Fairmont**--See Clarksburg, WV

**WDTV, Weston**--See Clarksburg, WV

**WTOV-TV, Wheeling**--See Steubenville,  
OH

**WOAY-TV, Beckley**--See Oak Hill, WV

**WTSF, Charleston**--See Ashland, KY

**WTSF, Huntington**--See Ashland, KY

**WVAH-TV, Huntington**--See Charleston,  
WV

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# West Virginia—Bluefield

**WVVA**

Ch. 6

**Network Service:** NBC.

**Licensee:** WVVA Television Inc., 130-138 S. Fifth St., Quincy, IL 62301.

**Studio:** Route 460 Bypass, Bluefield, WV 24701.

**Telephone:** 304-325-5487. **TWX:** 710-938-8380.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 50-kw visual, 6.03-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"  
Longitude 81° 10' 55.43"

**Transmitter:** Top of East River Mtn.

**News Services:** NBC, UPI.

**Satellite Earth Stations:** ADM, 5-meter; Gardiner receivers.

**Ownership:** Quincy Newspapers Inc. For other interests, see WGEM-TV, Quincy, IL.

**Began Operation:** July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Wilkinson, Barker, Knauer & Quinn.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

- AL MARRA, general manager & director of sales.
- ERLENE BRANCH, program director.
- RALPH M. OAKLEY, station manager.
- KENNETH DICK, chief engineer.

**Highest 30 Sec. Rate** (July 30, 1984): \$475.

**NETWORK BASE HOURLY RATE:** \$850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Home: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Bland	2,300	2,200	96
	Tazewell	18,400	18,100	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
Mc Dowell	16,400	16,100	98	
Mercer	28,000	27,600	99	
Monroe	4,700	4,500	96	
Pocahontas	3,600	3,400	94	
Raleigh	32,700	32,200	98	
Summers	5,600	5,400	96	
Wyoming	12,200	12,000	98	
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Buchanan	12,800	12,500	97
	Pulaski	13,200	13,000	98
	Wythe	9,600	9,400	98
	<b>WEST VIRGINIA</b>			
Fayette	21,400	21,100	99	
Logan	17,300	17,100	99	



WVVA BPCT-1515 Granted 10/20/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Pike	29,300	28,900	98
<b>TENNESSEE</b>	Johnson	5,200	5,100	98
	Unicoi	6,200	6,100	98
	<b>VIRGINIA</b>			
Alleghany	10,200	10,100	99	
Bath	2,200	2,200	100	
Carroll	12,600	12,300	98	
Dickenson	7,000	6,900	99	
Floyd	4,500	4,400	98	
Giles	6,300	6,200	98	
Grayson	6,200	6,100	98	
Russell	12,000	11,800	98	
Smyth	12,000	11,800	98	
<b>WEST VIRGINIA</b>	Boone	10,900	10,800	99
	Braxton	5,200	5,100	98
	Kanawha	88,900	88,200	99
	Mingo	12,700	12,500	98
	Nicholas	10,200	10,100	99
	Webster	4,500	4,400	98
	<b>Station Totals</b>		<b>458,600</b>	<b>451,600</b>
<b>Net Weekly Circulation (1984)</b>			<b>173,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>103,400</b>	



# West Virginia—Charleston-Huntington

## WCHS-TV

Ch. 8

**Network Service:** CBS.

**Licensee:** Rollins Telecasting Inc., Box 647, Atlanta, GA 30301.

**Studio:** 1111 Virginia St. E., Charleston, WV 25301.

**Telephone:** 304-346-5358. **TWX:** 710-930-8720.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.9"  
Longitude 81° 54' 13.3"

**Transmitter:** Coal Mtn., 3.5-mi. W of St. Albans, WV.

**AM Affiliate:** WCHS, 5-kw, 580 kHz (CBS).

**FM Affiliate:** WBES, 16-kw, 96.1 MHz (No. 241), 800-ft.

**News Services:** CBS, AP.

**Ownership:** Rollins Communications Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

**Began Operation:** Aug. 16, 1954. Sale to present owner by Tierney Co. approved Sept. 28, 1960 by FCC (*Television Digest*, Vol. 16:29, 40).

**Represented (sales):** Petry Television Inc.

**Represented (legal):** Pepper & Corazzini.

### Personnel:

RICHARD A. HUBBELL, vice president, media group.  
JACK ROBINETTE, vice president, television.  
ROBERT O. PAXSON, general manager.  
DENNIS E. ADKINS, general sales manager.  
JO COREY, operations manager.  
RICHARD W. CANTER, news director.  
MICHAEL J. HOOPER, promotion director.  
ROBERT E. ROUSH, chief engineer.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1140.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Boyd	20,900	20,800	100
	Carter	8,800	8,700	99
	Elliott	2,500	2,500	100
	Floyd	17,800	17,500	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,800	99
	Lawrence	5,100	5,000	98
	Magoffin	4,700	4,600	98
	Martin	4,700	4,600	98
	Morgan	4,400	4,300	98
	Pike	29,300	28,900	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Gallia	11,100	10,800	97
	Jackson	11,300	11,000	97
	Lawrence	23,500	23,000	98
Meigs	9,100	8,900	98	
Scioto	30,800	30,100	98	
Washington	23,900	23,200	97	
<b>WEST VIRGINIA</b>				
Boone	10,900	10,800	99	
Braxton	5,200	5,100	98	
Cabell	40,900	40,600	99	
Calhoun	3,200	3,100	97	
Clay	4,100	4,000	98	
Fayette	21,400	21,100	99	
Jackson	9,300	9,200	99	
Kanawha	88,900	88,200	99	
Lincoln	8,100	8,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Logan	17,300	17,100	99
	Mc Dowell	16,400	16,100	98
	Mason	10,100	10,000	99
	Mingo	12,700	12,500	98
	Nicholas	10,200	10,100	99
	Pleasants	3,000	3,000	100
	Putnam	14,500	14,400	99
	Raleigh	32,700	32,200	98
	Roane	5,700	5,600	98
	Wayne	16,900	16,700	99
	Webster	4,500	4,400	98
	Wirt	1,700	1,700	100
	Wood	35,200	34,800	99
	Wyoming	12,200	12,000	98
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Lewis	5,100	5,000	98
	<b>OHIO</b>			
	Pike	8,400	8,100	97
	Vinton	4,300	4,200	98
	<b>VIRGINIA</b>			
	Buchanan	12,800	12,500	97
	<b>WEST VIRGINIA</b>			
	Gilmer	3,100	3,000	97
	Lewis	6,900	6,800	99
Mercer	28,000	27,600	99	
Ritchie	4,400	4,300	98	
Summers	5,600	5,400	96	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Knott	6,000	5,800	97
	Rowan	6,300	6,200	98
	<b>OHIO</b>			
Adams	8,800	8,400	95	
Hocking	9,500	9,300	98	
Morgan	5,300	5,100	96	
(Continued on page 1022)				
<b>Station Totals</b>		<b>814,100</b>	<b>800,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>551,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>321,100</b>	

# West Virginia—Huntington—Charleston

## WOWK-TV

Ch. 13

**Network Service:** ABC.

**Licensee:** Gateway Communications Inc.

**Studio:** WOWK-TV Television Center, 555 5th Ave., Box 13, Huntington WV 25706-0013.

**Mailing Address:** Box 13, Huntington WV 25706-0013.

**Telephone:** 304-525-7661. **TWX:** 710-931-8078.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"  
Longitude 82° 12' 30"

**Transmitter:** Barker's Ridge Rd., Huntington.

**News Services:** UPI, CNN.

**Satellite Earth Station:** Channel Master, 3-meter; Charnel Master receivers.

**Ownership:** See WBNG-TV, Binghamton, N.Y.

**Began Operation:** Oct. 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (*Television Digest*, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 (Vol. 12:18, 25).

**Represented (sales):** Blair Television.

**Represented (legal):** Wilner & Scheiner.

**Represented (engineering):** Smith & Powstenko.

### Personnel:

- LEO M. MacCOURTNEY, vice president & general manager.
- BILLIE SUE GRAYBEAL, general sales manager.
- CAROL STEWART, local sales manager.
- PAUL DICKER, program manager.
- JACQUI MULLEN, vice president & news director.
- ROBERT WILLIS, promotion director.
- CHARLES GOODE, chief engineer.

**Highest 30 Sec. Rate** (July 25, 1983): \$650.

**NETWORK BASE HOURLY RATE:** \$1450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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>			
	Boyd	20,900	20,800	100
	Carter	8,800	8,700	99
	Elliott	2,500	2,500	100
	Floyd	17,800	17,500	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,800	99
	Lawrence	5,100	5,000	98
	Lewis	5,100	5,000	98
	Magoffin	4,700	4,600	98
	Martin	4,700	4,600	98
	Morgan	4,400	4,300	98
	Pike	29,300	28,900	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Gallia	11,100	10,800	97
	Jackson	11,300	11,000	97
Lawrence	23,500	23,000	98	
Meigs	9,100	8,900	98	
Pike	8,400	8,100	97	
Scioto	30,800	30,100	98	
Vinton	4,300	4,200	98	
Washington	23,900	23,200	97	
<b>WEST VIRGINIA</b>				
Boone	10,900	10,800	99	
Cabell	40,900	40,600	99	



WOWK-TV BMPCT-7566 Granted 2/3/75

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clay	4,100	4,000	98
	Fayette	21,400	21,100	99
	Jackson	9,300	9,200	99
	Kanawha	88,900	88,200	99
	Lincoln	8,100	8,000	99
	Logan	17,300	17,100	99
	Mason	10,100	10,000	99
	Mingo	12,700	12,500	98
	Pleasants	3,000	3,000	100
	Putnam	14,500	14,400	99
	Raleigh	32,700	32,200	98
	Roane	5,700	5,600	98
	Wayne	16,900	16,700	99
	Wirt	1,700	1,700	100
	Wood	35,200	34,800	99
	Wyoming	12,200	12,000	98
	<b>Between 25-49%</b>	<b>KENTUCKY</b>		
Rowan		6,300	6,200	98
<b>OHIO</b>				
Hocking		9,500	9,300	98
Morgan		5,300	5,100	96
<b>VIRGINIA</b>				
Buchanan	12,800	12,500	97	
<b>WEST VIRGINIA</b>	Braxton	5,200	5,100	98
	Mc Dowell	16,400	16,100	98
	Nicholas	10,200	10,100	99
	Ritchie	4,400	4,300	98
	Webster	4,500	4,400	98
	<b>Between 5-24%</b>	<b>KENTUCKY</b>		
Breathitt		5,500	5,300	96
Knott		6,000	5,800	97
Letcher		11,100	10,800	97
(Continued on page 1022)				
<b>Station Totals</b>		<b>845,600</b>	<b>831,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>516,900</b>	
<b>Average Daily Circulation (1984)</b>			<b>297,900</b>	

# West Virginia—Huntington-Charleston

## WSAZ-TV

Ch. 3

**Network Service:** NBC.

**Licensee:** Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington WV 25701.

**Studios:** 645 5th Ave., Huntington, WV 25701; auxiliary studio in Charleston, WV.

**Telephones:** 304-697-4780, Huntington; 304-344-3521, Charleston. **TWX:** 710-931-8034.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"  
Longitude 82° 13' 09"

**Transmitter:** Barker's Ridge, WV.

**News Services:** AP, NBC.

**Satellite Earth Station:** In operation.

**Ownership:** See KHQA-TV, Hannibal, MO-Quincy, IL.

**Began Operation:** Oct. 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (*Television Digest*, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

**Represented (sales):** Katz Television.

**Represented (legal):** Pierson, Ball & Dowd.

### Personnel:

GEORGE R. ANDRICK, general manager.  
GEORGE M. CURRY, program manager.  
HAROLD HALL, sales director.  
DON RAY, national sales manager.  
BILL ALLEN, business manager.  
JOHN P. CLAY, chief engineer.  
GARY McNAIR, creative services manager.  
ROBERT HARRIS, Charleston operations manager.  
BILL KINNAIRD, Huntington operations manager.  
LOREN TOBIA, news manager.  
BETH ELLIS, traffic manager.

**Highest 30 Sec. Rate** (July 17, 1984): \$3500.

**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	%
50% & Over	<b>KENTUCKY</b>			
	Boyd	20,900	20,800	100
	Carter	8,800	8,700	99
	Elliott	2,500	2,500	100
	Floyd	17,800	17,500	98
	Greenup	13,700	13,600	99
	Johnson	8,900	8,800	99
	Lawrence	5,100	5,000	98
	Lewis	5,100	5,000	98
	Magoffin	4,700	4,600	98
	Martin	4,700	4,600	98
	Morgan	4,400	4,300	98
	Pike	29,300	28,900	98
	Rowan	6,300	6,200	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Gallia	11,100	10,800	97
Jackson	11,300	11,000	97	
Lawrence	23,500	23,000	98	
Meigs	9,100	8,900	98	
Pike	8,400	8,100	97	
Scioto	30,800	30,100	98	



WSAZ-TV BMPCT-1056 Granted 1/11/54

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vinton	4,300	4,200	98
	Washington	23,900	23,200	97
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,800	99
	Braxton	5,200	5,100	98
	Cabell	40,900	40,600	99
	Calhoun	3,200	3,100	97
	Clay	4,100	4,000	98
	Fayette	21,400	21,100	99
	Gilmer	3,100	3,000	97
	Jackson	9,300	9,200	99
	Kanawha	88,900	88,200	99
	Lincoln	8,100	8,000	99
	Logan	17,300	17,100	99
	Mc Dowell	16,400	16,100	98
	Mason	10,100	10,000	99
	Mingo	12,700	12,500	98
	Nicholas	10,200	10,100	99
	Putnam	14,500	14,400	99
	Raleigh	32,700	32,200	98
	Roane	5,700	5,600	98
	Wayne	16,900	16,700	99
	Webster	4,500	4,400	98
	Wirt	1,700	1,700	100
	Wood	35,200	34,800	99
	Wyoming	12,200	12,000	98
Between 25-49%	<b>KENTUCKY</b>			
	Menifee	1,700	1,700	100
	<b>OHIO</b>			
	Morgan	5,300	5,100	96
	<b>VIRGINIA</b>			
	Buchanan	12,800	12,500	97
	<b>WEST VIRGINIA</b>			
	Pleasants	3,000	3,000	100

(Continued on page 1022)

<b>Station Totals</b>	<b>873,300</b>	<b>858,700</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>597,900</b>	
<b>Average Daily Circulation (1984)</b>		<b>413,600</b>	

# West Virginia—Charleston-Huntington

## WVAH-TV

Ch. 23

**Network Service:** None, independent.

**Licensee:** West Virginia Telecasting Inc., c/o Albert M. Holtz, Meridian Corp., 110 Rossler Road, Suite 202, Pittsburgh, PA 15220.

**Studio:** 23 Broadcast Plaza, Hurricane, WV 25526.

**Technical Facilities:** Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1722-ft. above av. terrain, 1573-ft. above ground, 2546-ft. above sea level.

Latitude 38° 25' 15"  
Longitude 81° 55' 27"

**Transmitter:** S side of Poplar Fork Rd., 1.53-mi. N of U.S. Rte. 60.

**Satellite Earth Stations:** Vidare, 5-meter; Automation Techniques receivers.

**Ownership:** Henry Posner Jr., chmn., 54%; Albert M. Holtz, pres., 30%; Fred W. Schwarz, v.p.-treas., 1%; Thomas D. Wright, secy.-gen. counsel, 15%. Principals have interest in WRGT-TV, permittee of Ch. 45, Dayton, OH.

**Began Operation:** Sept. 19, 1982.

**Represented (sales):** Seitel Inc.

**Represented (legal):** Wiley, Johnson & Rein.

**Represented (engineering):** Edward F. Lorentz & Associates.

**Personnel:**

GARY DREISPUL, station manager.  
WILLIAM WHITE, general sales manager.  
DANIEL VILES, local sales manager.  
GEORGE PARNICZA, chief engineer.

**Highest 30 Sec. Rate** (July 26, 1983): \$250.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>			
	Boyd	20,900	20,800	100
	<b>OHIO</b>			
	Meigs	9,100	8,900	98
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,800	99
	Cabell	40,900	40,600	99
	Kanawha	88,900	88,200	99
	Lincoln	8,100	8,000	99
	Logan	17,300	17,100	99
	Mason	10,100	10,000	99
	Mingo	12,700	12,500	98
	Putnam	14,500	14,400	99
	Between 25-49%	<b>KENTUCKY</b>		
Carter		8,800	8,700	99
Floyd		17,800	17,500	98
Greenup		13,700	13,600	99
Lawrence		5,100	5,000	98
Magoffin		4,700	4,600	98
Martin		4,700	4,600	98
Rowan		6,300	6,200	98
<b>OHIO</b>				
Gallia		11,100	10,800	97
Lawrence		23,500	23,000	98
<b>VIRGINIA</b>				
Buchanan		12,800	12,500	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Fayette	21,400	21,100	99
	Jackson	9,300	9,200	99
	Nicholas	10,200	10,100	99
	Roane	5,700	5,600	98
Wayne	16,900	16,700	99	
Between 5-24%	<b>KENTUCKY</b>			
	Elliott	2,500	2,500	100
	Johnson	8,900	8,800	99
	Lewis	5,100	5,000	98
	Morgan	4,400	4,300	98
	Pike	29,300	28,900	98
	<b>OHIO</b>			
	Athens	19,100	18,500	97
	Jackson	11,300	11,000	97
	Pike	8,400	8,100	97
Scioto	30,800	30,100	98	
Vinton	4,300	4,200	98	
Washington	23,900	23,200	97	
<b>WEST VIRGINIA</b>	Braxton	5,200	5,100	98
	Calhoun	3,200	3,100	97
	Clay	4,100	4,000	98
	Gilmer	3,100	3,000	97
	Greenbrier	14,300	14,000	98
	Mc Dowell	16,400	16,100	98
	Ritchie	4,400	4,300	98
	Webster	4,500	4,400	98
	Wirt	1,700	1,700	100
	Wyoming	12,200	12,000	98
<b>Station Totals</b>		<b>622,500</b>	<b>612,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>246,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>124,400</b>	

# West Virginia—Clarksburg-Fairmont

## WBOY-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** WBOY-TV Inc., 912 W. Pike St.

**Studio:** 912 W. Pike St., Clarksburg, WV 26301.

**Telephone:** 304-623-3311. **TWX:** 710-939-6813.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 129-kw visual, 12.9-kw aural. Antenna: Directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level.

Latitude 39° 17' 05"  
Longitude 80° 19' 47"

**Transmitter:** Pinnickinnick Mtn.

**News Service:** AP.

**Satellite Earth Station:** Microdyne, 5-meter; Automation Techniques receivers.

**Ownership:** Commercial Dispatch Publishing Co., 85%; Birney Imes Jr., pres.; William J. Threadgill, v.p.; William W. Whitfield, secy.-treas.; Stan Siegal & Clyde K. Burson, dir., 7.5% each. For other interests, see WCBI-TV, Columbus, MS.

**Began Operation:** Nov. 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (**Television Digest**, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV-TV, Steubenville, OH.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Arent, Fox, Kintner, Plotkin & Kahn.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

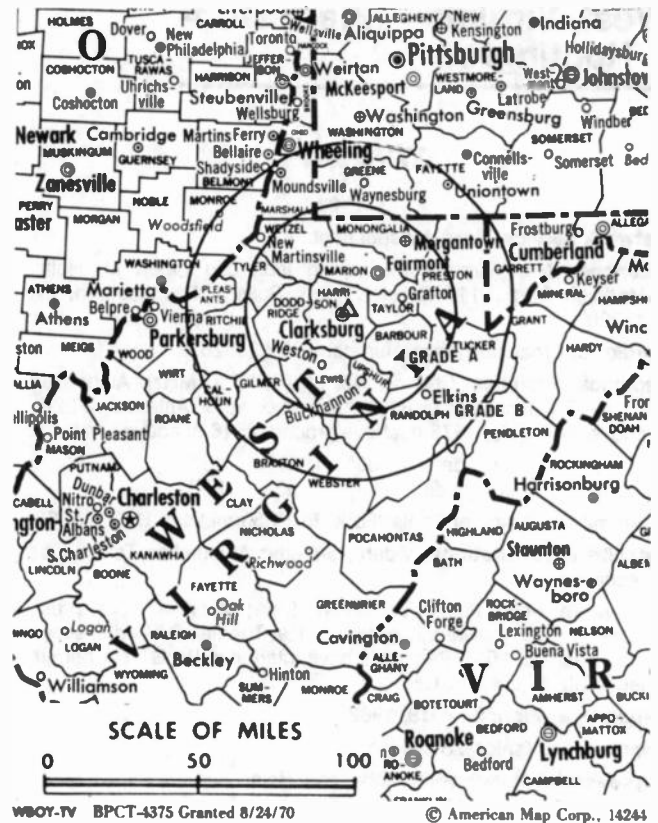
STAN SIEGAL, general manager & general sales manager.  
FRANCES BASILE, program director.  
JOE WRIGHT, chief engineer.

**Highest 30 Sec. Rate** (July 10, 1984): \$220.

**NETWORK BASE HOURLY RATE:** \$730.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
<b>50% &amp; Over</b>	Barbour	6,200	6,100	98
	Braxton	5,200	5,100	98
	Doddridge	2,700	2,600	96
	Harrison	29,200	29,000	99
	Lewis	6,900	6,800	99
	Marion	25,200	24,900	99
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98
	Ritchie	4,400	4,300	98
	Taylor	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Tucker	3,400	3,300	97
	Tyler	4,200	4,100	98
	Upshur	8,800	8,600	98
	Wetzel	7,900	7,800	99
<b>WEST VIRGINIA</b>				
<b>Between 25-49%</b>	Gilmer	3,100	3,000	97
	Monongalia	29,000	28,500	98
	Pleasants	3,000	3,000	100
	Webster	4,500	4,400	98
<b>MARYLAND</b>				
<b>Between 5-24%</b>	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Monroe	6,500	6,300	97
	Washington	23,900	23,200	97
<b>WEST VIRGINIA</b>				
	Calhoun	3,200	3,100	97
	Marshall	15,100	15,000	99
	Pendleton	3,100	3,000	97
	Pocahontas	3,600	3,400	94
	Wirt	1,700	1,700	100
	<b>Station Totals</b>		<b>238,100</b>	<b>233,800</b>
<b>Net Weekly Circulation (1984)</b>			<b>135,000</b>	
<b>Average Daily Circulation (1984)</b>			<b>82,600</b>	

# West Virginia—Clarksburg-Weston

**WDTV**

**Ch. 5**

**Network Service:** CBS & ABC.

**Licensee:** W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

**Studio:** Television Park, Weston, WV 26452.

**Mailing Address:** Box 480, Bridgeport, WV 26330.

**Telephones:** 304-623-5555, Bridgeport; 304-842-2821, Weston.

**TWX:** 710-935-1142.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"  
Longitude 80° 25' 28"

**Transmitter:** Television Park, Fisher Mtn., U.S. Rte. 19, Weston, WV.

**News Service:** AP.

**Satellite Earth Station:** In operation; Automation Techniques receivers.

**Ownership:** W. Russell Withers Jr., 100%. Withers owns 90% of KEWI & KGMO(FM), Cape Girardeau, Mo.; 100% of WMIX-AM-FM, Mt. Vernon, IL; KOKX & KIMI(FM), Keokuk, IA; WMLA(FM), Le Roy (Bloomington), IL and is buying WRBA(AM), Normal, IL.

**Began Operation:** June 22, 1960. Sale to present owner by Broadcasting Industries of WV approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of WV, approved by FCC June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (*Television Digest*, Vol. 6:34, 35).

**Represented (sales):** Katz Television.

**Represented (legal):** Gardner, Carton & Douglas.

**Personnel:**

- W. RUSSELL WITHERS JR., owner.
- MELVIN KOFOD, general manager.
- NANCY MILLER, sales manager.
- NICK PELLEGRIN, program director.
- PIETER VISSER, news director.
- WAYNE McHENRY, chief engineer.
- GREG RUFF, production manager.

**Highest 30 Sec. Rate:** (Sept. 1, 1984) \$400.

**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>WEST VIRGINIA</b>			
	Barbour	6,200	6,100	98
	Braxton	5,200	5,100	98
	Doddridge	2,700	2,600	96
	Gilmer	3,100	3,000	97
	Harrison	29,200	29,000	99
	Lewis	6,900	6,800	99
	Marion	25,200	24,900	99
	Monongalia	29,000	28,500	98
	Pleasants	3,000	3,000	100
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ritchie	4,400	4,300	98
	Taylor	6,100	6,000	98
	Tucker	3,400	3,300	97
	Tyler	4,200	4,100	98
	Upshur	8,800	8,600	98
	Webster	4,500	4,400	98
<b>Between 25-49%</b>	<b>MARYLAND</b>			
	Garrett	9,600	9,400	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Washington	23,900	23,200	97
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Nicholas	10,200	10,100	99
	Wetzel	7,900	7,800	99
	Wirt	1,700	1,700	100
	Wood	35,200	34,800	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Noble	4,300	4,100	95
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>			
	Fayette	21,400	21,100	99
	Grant	3,800	3,700	97
	Marshall	15,100	15,000	99
	Mineral	10,000	9,800	98
	Mingo	12,700	12,500	98
	Pendleton	3,100	3,000	97
Pocahontas	3,600	3,400	94	
<b>Station Totals</b>		<b>329,200</b>	<b>323,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>168,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>93,500</b>	

# West Virginia—Clarksburg

**WLYJ**

**Ch. 46**

**Network Service:** None, independent.

**Licensee:** WLYJ Inc., 775 W. Pike St., Clarksburg, WV 26301.

**Studio:** 775 W. Pike St.

**Telephone:** 304-623-5783.

**Mailing Address:** Box 2544, Clarksburg, WV 26302-2544.

**Technical Facilities:** Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude 39° 18' 02"  
Longitude 80° 20' 37"

**Transmitter:** N. 16th Extended, Clarksburg.

**News Service:** INN.

**Satellite Earth Stations:** Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; Scientific-Atlanta receivers.

**Ownership:** Joseph Rose, pres.; Lucien Sammons Jr., v.p.; A. M. Roberts, secy.-treas.

**Began Operation:** Feb. 8, 1981.

**Represented (legal):** Gammon & Grange.

**Represented (engineering):** Serge Bergen.

**Personnel:**

JACK L. KINCAID, general manager.

WAYNE L. FAST, chief engineer.

**Highest 30 Sec. Rate** (July 25, 1983): \$40.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
Between 5-24%	Barbour	6,200	6,100	98
	Harrison	29,200	29,000	99
	Marion	25,200	24,900	99
	Ritchie	4,400	4,300	98
	Taylor	6,100	6,000	98
<b>Station Totals</b>		<b>71,100</b>	<b>70,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>7,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>3,400</b>	



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# West Virginia—Oak Hill-Beckley

## WOAY-TV

Ch. 4

**Network Service:** ABC.

**Licensee:** Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

**Studio:** U.S. Hwy. 21, 0.7-mi. S of Oak Hill.

**Mailing Address:** Box 251, Oak Hill, WV 25901.

**Telephone:** 304-469-3361.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"

Longitude 81° 09' 03"

**Transmitter:** U.S. Hwy. 21, 0.7 mi. S of Oak Hill city limits.

**AM Affiliate:** WOAY, 10-kw, 860 kHz.

**FM Affiliate:** WOAY-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

**News Services:** UPI, ABC.

**Satellite Earth Station:** In operation.

**Ownership:** Thomas Broadcasting Co., 100%. Helen G. Thomas, 48.7%; Robert R. Thomas III, Helen L. Thomas, John G. Thomas, Barbara L. T. Canterbury & Sarah A. Thomas, 10.26% each.

**Began Operation:** Dec. 3, 1954.

**Represented (sales):** Katz Television.

**Represented (legal):** Fletcher, Heald & Hildreth.

**Represented (engineering):** Silliman & Silliman.

### Personnel:

ROBERT R. THOMAS III, president.

CURTIS W. BUTLER, vice president & general manager.

JIM MARTIN, chief engineer.

DON WATKINS, production manager.

**Highest 30 Sec. Rate:** \$400.

**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>VIRGINIA</b>			
	Tazewell	18,400	18,100	98
	<b>WEST VIRGINIA</b>			
	Boone	10,900	10,800	99
	Braxton	5,200	5,100	98
	Clay	4,100	4,000	98
	Fayette	21,400	21,100	99
	Greenbrier	14,300	14,000	98
	Logan	17,300	17,100	99
	Mc Dowell	16,400	16,100	98
	Mercer	28,000	27,600	99
	Nicholas	10,200	10,100	99
	Pocahontas	3,600	3,400	94
	Raleigh	32,700	32,200	98
	Summers	5,600	5,400	96
	Webster	4,500	4,400	98
	Wyoming	12,200	12,000	98



WOAY-TV BMPCT-2280 Granted 8/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Bath	2,200	2,200	100
	Bland	2,300	2,200	96
	Buchanan	12,800	12,500	97
<b>WEST VIRGINIA</b>	Kanawha	88,900	88,200	99
	Monroe	4,700	4,500	96
	<b>OHIO</b>			
<b>Between 5-24%</b>	Vinton	4,300	4,200	98
	<b>VIRGINIA</b>			
	Alleghany	10,200	10,100	99
	Giles	6,300	6,200	98
<b>WEST VIRGINIA</b>	Calhoun	3,200	3,100	97
	Doddridge	2,700	2,600	96
	Gilmer	3,100	3,000	97
	Lewis	6,900	6,800	99
	Lincoln	8,100	8,000	99
	Mingo	12,700	12,500	98
	Putnam	14,500	14,400	99
	Roane	5,700	5,600	98
	Wirt	1,700	1,700	100
	<b>Station Totals</b>		<b>395,100</b>	<b>389,200</b>
<b>Net Weekly Circulation (1984)</b>			<b>211,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>118,000</b>	



# West Virginia—Parkersburg- Marietta, Ohio

## WTAP-TV

Ch. 15

**Network Service:** NBC.

**Licensee:** Benedek Bcstg. Corp., 121 W. 7th St., Parkersburg WV 26102.

**Studio:** 121 W. Seventh St., Parkersburg, WV 26102.

**Telephone:** 304-485-4588.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"  
Longitude 81° 33' 56"

**Transmitter:** Dole's Knob, Constitution, OH.

**News Services:** AP, UPI, NPS.

**Satellite Earth Station:** ADM, 3.9-meter; Drake receivers.

**Ownership:** Benedek Broadcasting Corp. A. Richard Benedek, pres.-treas.; Warren D. Benedek, v.p., 5%; Laura Benedek, secy.; Walter Eisenberg, 7%; Sherman A. Grimm, 5%; Benedek Holding Co., 82.5%. A. Richard Benedek owns WBKO(TV), Bowling Green, Ky.; 50% of WYTV, Youngstown, Ohio.

**Began Operation:** Oct. 8, 1953. Sale to present owners by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (*Television Digest*, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Wilner & Scheiner.

**Personnel:**

SHERMAN A. GRIMM, general manager.  
CHARLES HELMICK, chief engineer.  
GLENN WILSON, program director.

**Highest 30 Sec. Rate** (June 1, 1983): \$160.

**NETWORK BASE HOURLY RATE:** \$125.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Washington	23,900	23,200	97
	WEST VIRGINIA			
	Pleasants	3,000	3,000	100
	Wood	35,200	34,800	99



### For Explanation of Arbitron Data, see page 14

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Athens	19,100	18,500	97
	WEST VIRGINIA			
	Ritchie	4,400	4,300	98
	Wirt	1,700	1,700	100
Between 5-24%	OHIO			
	Meigs	9,100	8,900	98
	Morgan	5,300	5,100	96
	Noble	4,300	4,100	95
	WEST VIRGINIA			
	Jackson	9,300	9,200	99
	Webster	4,500	4,400	98
<b>Station Totals</b>		<b>119,800</b>	<b>117,200</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>57,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>33,100</b>	

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# West Virginia—Wheeling

**WTRF-TV**

Ch. 7



**THE FORWARD GROUP**

**Network Service:** CBS, ABC.

**Licensee:** Forward Tele-Productions Inc., 96 16th St., Wheeling, WV 26003.

**Studio:** 96 16th St., Wheeling, WV 26003.

**Telephone:** 304-232-7777. **TWX:** 304-232-6897.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural, with electrical beam tilt. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"  
Longitude 80° 45' 08"

**Transmitter:** R.D. 1, Kirkwood Heights, Bridgeport, OH.

**News Services:** AP, UPI.

**Satellite Earth Station:** Microdyne; 7-meter.

**Ownership:** Forward Communications Inc. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Oct. 24, 1953. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from **Wheeling Intelligencer** and **News Register** (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (*Television Digest*, Vol. 14:46, 48, 52).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- JAMES G. SQUIBB, JR., president & general manager.
- FRANK CURTIS, exec. v.p. & assistant general manager.
- GEORGE CARROLL, vice president, operations.
- GARRY VORHEES, vice president, programming.
- MARK DAVIS, vice president, news operations.
- DALE SCHUSSLER, editorial director.
- JOAN CONSIDINE, promotion director.
- WILLIAM NEY, video tape & film director.
- LEONARD SMITH, chief engineer.

**Highest One Hour Rate:** \$2300.

**Highest 30 Sec. Rate** (April 1, 1984): \$405.

**NETWORK BASE HOURLY RATE:** \$2014.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Belmont	31,400	30,900	98
	Carroll	9,000	8,900	99
	Coshocton	13,400	13,000	97
	Guernsey	15,900	15,500	97
	Harrison	6,600	6,500	98
	Jefferson	32,900	32,500	99
	Monroe	6,500	6,300	97
	Noble	4,300	4,100	95
	Tuscarawas	32,400	31,700	98
<b>WEST VIRGINIA</b>	Brooke	10,800	10,800	100
	Hancock	14,800	14,800	100
	Marion	25,200	24,900	99
	Marshall	15,100	15,000	99
	Monongalia	29,000	28,500	98
	Ohio	23,100	23,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Pleasants	3,000	3,000	100
	Tucker	3,400	3,300	97
	Tyler	4,200	4,100	98
	Wetzel	7,900	7,800	99

State County	Total Households	TV Households	%
<b>OHIO</b>			
<b>Between 25-49%</b>			
Columbiana	41,300	40,700	99
Morgan	5,300	5,100	96
Muskingum	31,000	30,400	98
Washington	23,900	23,200	97

State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>			
Greene	14,900	14,500	97
Washington	79,400	78,200	98

State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>			
Barbour	6,200	6,100	98
Doddridge	2,700	2,600	96
Harrison	29,200	29,000	99
Ritchie	4,400	4,300	98
Taylor	6,100	6,000	98
Upshur	8,800	8,600	98

(Continued on page 1022)

<b>Station Totals</b>	1,647,500	1,622,400	98
<b>Net Weekly Circulation (1984)</b>			409,300
<b>Average Daily Circulation (1984)</b>			203,400

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<b>BEVERLY HILLS</b>	9465 Wilshire Blvd., 90212	(213) 274-8151

## West Virginia

### WCBS-TV, Charleston-Huntington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>VIRGINIA</b>			
	Bland	2,300	2,200	96
	Dickenson	7,000	6,900	99
	Tazewell	18,400	18,100	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Pocahontas	3,600	3,400	94
	Randolph	10,500	10,300	98
	Upshur	8,800	8,600	98

Station Totals do not include Counties in which Circulation is less than 5%

### WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

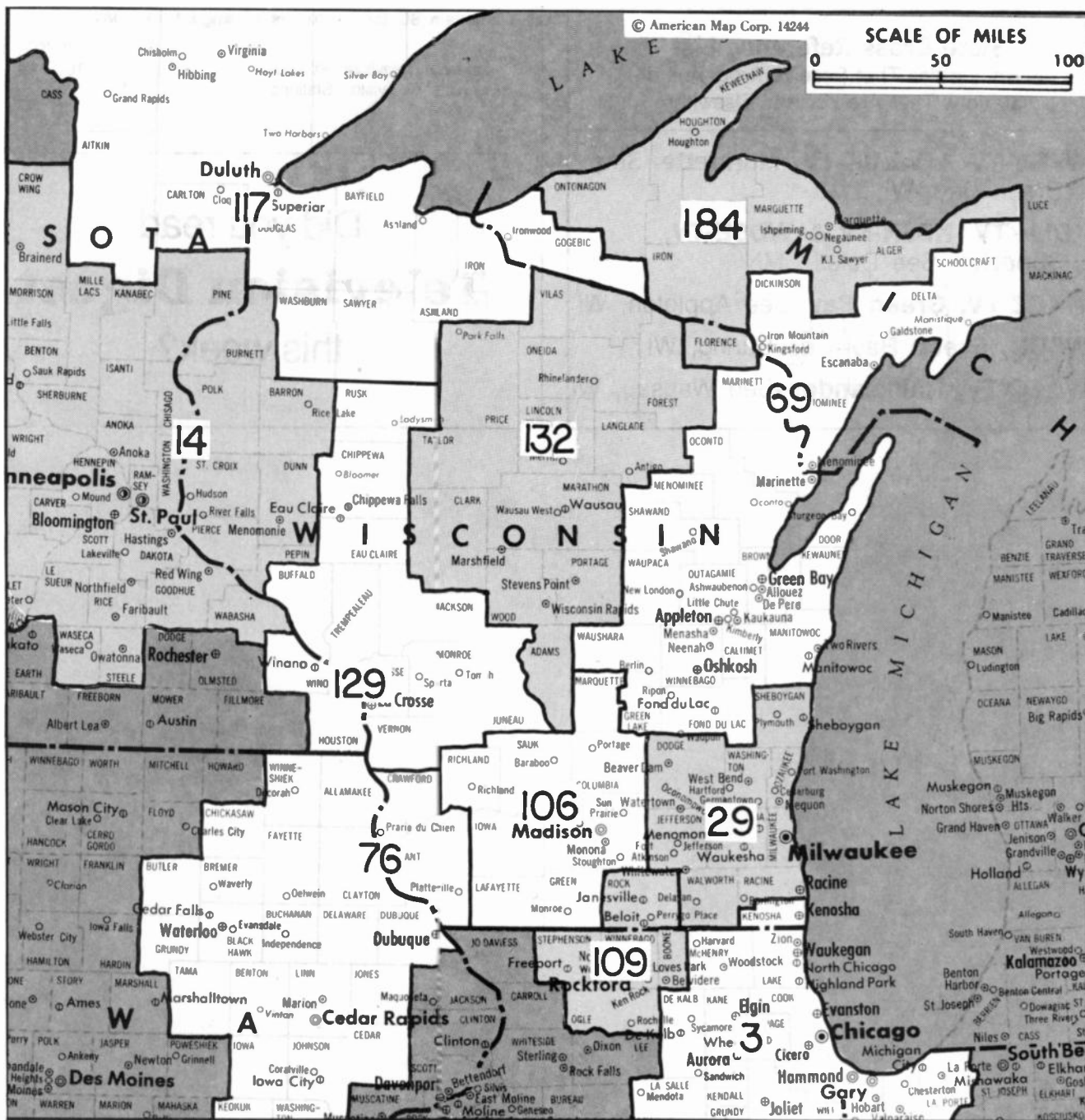
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Harlan	14,700	14,400	98
	Knott	6,000	5,800	97
	Letcher	11,100	10,800	97
	<b>OHIO</b>			
	Adams	8,800	8,400	95
	Highland	12,800	12,500	98
	Hocking	9,500	9,300	98
	Ross	23,100	22,600	98
	<b>VIRGINIA</b>			
	Dickenson	7,000	6,900	99
	Tazewell	18,400	18,100	98
	Wise	17,400	17,100	98
	<b>WEST VIRGINIA</b>			
	Greenbrier	14,300	14,000	98
	Lewis	6,900	6,800	99
	Mercer	28,000	27,600	99
	Pocahontas	3,600	3,400	94
	Ritchie	4,400	4,300	98
	Summers	5,600	5,400	96

### WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OHIO</b>			
	Perry	11,100	10,900	98
	Pickaway	14,700	14,500	99
	Ross	23,100	22,600	98
	<b>VIRGINIA</b>			
	Dickenson	7,000	6,900	99
	Tazewell	18,400	18,100	98
	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Gilmer	3,100	3,000	97
Greenbrier	14,300	14,000	98	
Lewis	6,900	6,800	99	
Mercer	28,000	27,600	99	
Summers	5,600	5,400	96	

### WTRF-TV, Wheeling (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MARYLAND</b>			
	Garrett	9,600	9,400	98
	<b>OHIO</b>			
	Holmes	8,700	8,200	94
	Perry	11,100	10,900	98
	Stark	138,800	137,100	99
	<b>PENNSYLVANIA</b>			
	Allegheny	543,800	536,300	99
	Beaver	73,500	72,600	99
	Butler	53,400	52,700	99
	Fayette	58,400	57,000	98
	Somerset	29,800	29,100	98
	Westmoreland	144,900	143,100	99
	<b>WEST VIRGINIA</b>			
	Calhoun	3,200	3,100	97
	Gilmer	3,100	3,000	97
	Grant	3,800	3,700	97
	Preston	11,100	10,900	98
	Randolph	10,500	10,300	98
	Wirt	1,700	1,700	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	2,999,700	3	WBBM-TV (2), WBBS-TV (60), WCFC-TV (38), WCIU-TV (26), WFBN (66), WFLD-TV (32), WGN-TV (9), WLS-TV (7), WMAQ-TV (5), WPWR-TV (60), WSNS-TV (44)
Minneapolis-St. Paul, MN	1,149,500	14	KITN (29), KMSP-TV (9), KSTP-TV (5), KTMA-TV (23), KXLI (41), WCCO-TV (4), WTCN-TV (11)
Milwaukee, WI	687,400	29	WGVV-TV (24), WISN-TV (12), WITI-TV (6), WTMJ-TV (4), WVCY-TV (30), WVTV (18)
Green Bay, WI	352,600	69	WBAY-TV (2), WFRV-TV (5), WJMN-TV (3), WLRE (26), WLUK-TV (11), WSCO (14), WXGZ-TV (32)
Cedar Rapids-Waterloo-Dubuque, IA	322,000	76	KCRG-TV (9), KDUB-TV (40), KGAN-TV (2), KWVL (7)
Madison, WI	195,700	106	WISC-TV (3), WKOW-TV (27), WMTV (15)
Rockford, IL	187,500	109	WIFR-TV (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
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)
Wausau-Rhineland, WI	155,900	132	WAEO-TV (12), WAOW-TV (9), WSAW-TV (7)
Marquette, MI	55,400	184	WLUC-TV (6)

## Wisconsin

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WFRV-TV & WLUK-TV, Marinette**--See  
Green Bay, WI

**KDLH-TV, KBJR-TV & WDSE-TV,**  
**Superior**--See Duluth, MN

**WXGZ-TV, Green Bay**--See Appleton, WI

**WSCO, Green Bay**--See Suring, WI

**WAEO-TV, Rhinelander**--See Wausau, WI

### Wisconsin Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	12	10	22
Educational Television Stations	1	7	<u>8</u>
			30

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# Wisconsin—Appleton

## WXGZ-TV

Ch. 32

**Network Service:** None, independent.

**Licensee:** Appleton Midwestern Television, a Partnership, c/o Consolidated Resources Corp. of America, 2245 Perimeter Park, Suite 3, Atlanta, GA 30341.

**Studio:** 3025 N. Marshall Rd., Appleton, WI 54915.

**Mailing Address:** Box 995, Appleton, WI 54912.

**Telephone:** 414-731-3232.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 1070-kw max. visual, 107-kw max. aural. Antenna: 1220-ft. above av. terrain, 1055-ft. above ground, 2030-ft. above sea level.

Latitude 44° 21' 32"  
Longitude 87° 59' 00"

**Transmitter:** N side of Shirley Rd. between Ridgeview & Morrison Rd.

**News Services:** AP, INN.

**Satellite Earth Station:** Harris & Delta Gain, 3-meter.

**Ownership:** David R. Vaughan, Raymond J. Brown, Kenneth M. Roxburgh, David J. VerMeulen & Rose M. Smyczek, 20% each. Vaughan has interest in Media Central Inc., see Group Ownership of TV Stations; Pueblo Family Television, applicant for Ch. 32, Pueblo, CO.

**Began Operation:** Jan. 15, 1984.

**Represented (sales):** Seltel Inc.

**Represented (engineering):** Sterling Communications Inc.

**Personnel:**

BILL Le MONDS, general manager.  
MARK J. JOLLIE, general sales manager.  
SAM HUTCHISON, program & promotion manager.  
ROSE MACHI, promotion coordinator.  
JIM RADMANN, chief engineer.  
ALICE LaFOND, traffic manager.

**Highest 30 Sec. Rate:** \$80.



# Wisconsin—Eau Claire

**WEAU-TV**

Ch. 13

**13**  
WEAU-TV EAU CLAIRE

**Network Service:** NBC.

**Licensee:** WEAU Inc., Box 47, Eau Claire, WI 54702.

**Studio:** 1907 S. Hastings Way.

**Mailing Address:** Box 47, Eau Claire, WI 54702.

**Telephone:** 715-832-3474. TWX: 910-282-1633.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"  
Longitude 90° 57' 41"

**Transmitter:** 4.4-mi. N of Fairchild, WI on County Rd. H.

**News Services:** AP, ABC.

**Ownership:** Gillett Group Inc. For officers & other interests, see Group Ownership of TV Stations.

**Began Operation:** Dec. 17, 1953. Sale to present owner by Post Corp. approved by FCC June 19, 1894. Sale to Post Corp. by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

**Represented (sales):** Seltel Inc.; The Hurley Co. (Minneapolis).

**Represented (legal):** Ward & Mendelsohn.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- CLARK L. WIDEMAN, general manager.
- KEN LARVICK, general sales manager.
- DENISE NOONAN, national sales manager.
- NANCY YULE, program director.
- SUSAN AKERLUND, promotion manager.
- BOB FALLIS, chief engineer.

**Highest 30 Sec. Rate** (July 1, 1984): \$415.

**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	%
50% & Over	<b>MINNESOTA</b>			
	Winona	16,100	15,800	98
	<b>WISCONSIN</b>			
	Adams	5,500	5,300	96
	Barron	15,100	14,700	97
	Buffalo	5,400	5,300	98
	Chippewa	18,000	17,700	98
	Clark	11,700	11,300	97
	Dunn	12,100	11,800	98
	Eau Claire	29,600	29,100	98
	Jackson	6,400	6,200	97
	Juneau	8,300	8,000	96
	La Crosse	34,300	33,900	99
Monroe	12,600	12,300	98	
Pepin	2,700	2,600	96	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rusk	5,700	5,500	96
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Vernon	9,600	9,400	98
	Wood	27,200	26,800	99
Between 25-49%	<b>MINNESOTA</b>			
	Houston	6,600	6,500	98
	<b>WISCONSIN</b>			
	Marathon	41,000	40,500	99
	Portage	20,000	19,700	98
Price	6,100	5,900	97	
Sawyer	4,900	4,700	96	
Between 5-24%	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	<b>MINNESOTA</b>			
	Fillmore	8,000	7,900	99
	Wabasha	7,300	7,200	99
	<b>WISCONSIN</b>			
	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Pierce	10,700	10,500	98
	Richland	6,600	6,400	97
St Croix	15,600	15,400	99	
Washburn	5,400	5,300	98	
Waushara	7,600	7,400	97	
<b>Station Totals</b>		<b>398,900</b>	<b>391,100</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>234,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>138,500</b>	

# Wisconsin—Eau Claire

## WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

**Network Service:** ABC.

**Licensee:** Liberty Bcstg. Inc., 2225 Coburg Rd., Eugene, OR.

**Studio:** 2881 S. Hastings Way, Eau Claire, WI 54701.

**Telephone:** 715-835-1881.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"  
Longitude 91° 40' 05"

**Transmitter:** 3.9-mi. SE of Colfax.

**News Services:** CNN, UPI.

**Satellite Earth Station:** In operation; Avcom receivers.

**Ownership:** Liberty Broadcasting.

**Began Operation:** Sept. 22, 1980.

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Jules Cohen & Associates.

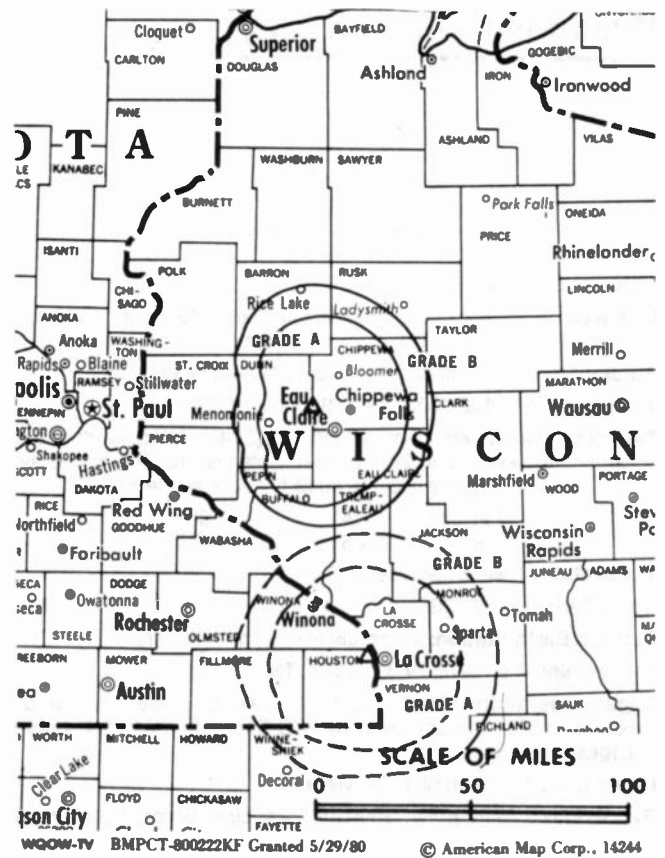
**Personnel:**

TERRY SHOCKLEY, president.  
DENNIS SELENKA, senior vice president.  
JACK BRENNAN, vice president, sales.  
BRUCE LILJEGREN, vice president, programming & operations.  
PHIL STOLZ, general manager.

**Highest 30 Sec. Rate** (May 20, 1982): \$600.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>WISCONSIN</b>			
	Chippewa	18,000	17,700	98
	Eau Claire	29,600	29,100	98
	Rusk	5,700	5,500	96
Between 25-49%	<b>WISCONSIN</b>			
	Barron	15,100	14,700	97
Between 5-24%	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Dunn	12,100	11,800	98
	Pepin	2,700	2,600	96
	Sawyer	4,900	4,700	96
	Taylor	6,500	6,300	97
	Trempealeau	9,700	9,400	97
	Washburn	5,400	5,300	98
<b>Station Totals</b>		<b>115,100</b>	<b>112,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>51,200</b>
<b>Average Daily Circulation (1984)</b>				<b>23,900</b>



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# Wisconsin—Green Bay

**WBAY-TV**

Ch. 2



**Network Service:** CBS.

**Licensee:** Nationwide Communications Inc., 115 South Jefferson St., Green Bay, WI 54301.

**Studio:** 115 South Jefferson St., Green Bay, WI 54301.

**Telephone:** 414-432-3331. **TWX:** 910-263-1260.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"  
Longitude 88° 00' 05"

**Transmitter:** Town of DePere, WI.

**News Services:** AP, CBS.

**Satellite Earth Station:** In operation; Pinzone receivers.

**Ownership:** See WATE-TV, Knoxville, TN.

**Began Operation:** March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (*Television Digest*, Vol. 15:3).

**Represented (sales):** Blair Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

- TED F. KOHL, general manager.
- MICHAEL NORTEN, general sales manager.
- RICHARD D. MILLHISER, program director.
- JOSEPH A. TAYLOR, chief engineer.
- TOM McCAREY, news director.
- MIKE AUSTIN, farm director.

**Highest 30 Sec. Rate** (July 27, 1984): \$2000.

**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>MICHIGAN</b>			
	Menominee	9,600	9,400	98
	<b>WISCONSIN</b>			
	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
	Door	10,200	10,100	99
	Fond Du Lac	31,400	30,900	98
	Green Lake	7,000	6,800	97
	Kewaunee	6,800	6,700	99
	Langlade	7,300	7,200	98
	Manitowoc	29,800	29,500	99
Marinette	15,200	15,000	99	
Menominee	800	800	100	
Oconto	10,800	10,600	98	
Outagamie	46,200	45,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Shawano	13,300	13,100	98
	Waupaca	16,000	15,800	99
	Waushara	7,600	7,400	97
	Winnebago	49,500	49,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Dickinson	10,000	9,800	98
	Mason	10,300	9,900	96
<b>WISCONSIN</b>	Florence	1,500	1,500	100
	Forest	3,400	3,300	97
	Portage	20,000	19,700	98
	Sheboygan	36,800	36,400	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Delta	14,200	13,900	98
	Iron	5,500	5,400	98
	Manistee	9,300	9,100	98
	Oceana	8,000	7,700	97
<b>WISCONSIN</b>	Dodge	26,100	25,600	98
	Marathon	41,000	40,500	99
	Marquette	5,000	4,800	96
	Oneida	12,900	12,600	98
	Wood	27,200	26,800	99
<b>Station Totals</b>		<b>568,000</b>	<b>559,800</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>357,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>231,300</b>	

# Wisconsin—Green Bay

## WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

**Network Service:** ABC.

**Licensee:** WFRV Television Inc., Mason & Roosevelt Sts. 54301.

**Studio:** Mason & Roosevelt Sts.

**Mailing Address:** Box 1128, Green Bay, WI 54305.

**Telephone:** 414-437-5411. **TWX:** 910-263-1258.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"  
Longitude 88° 00' 19"

**Transmitter:** 3-mi. SE of DePere.

**News Services:** AP, UPI.

**Satellite Earth Station:** Comtech, 5-meter; M/A-Com receivers.

**Ownership:** Midwest Radio-Television Inc., 100%. See WCCO-TV, Minneapolis-St. Paul, MN.

**Began Operation:** May 21, 1955. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (*Television Digest*, Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Koteen & Naftalin.

### Personnel:

ROBERT O. SOUTHARD, vice president & general manager.

MITCH LAMBERT, general sales manager.

MIKE O'ROURKE, director, operations & programming.

RAY WILCK, news director.

HARRY HILL, chief engineer.

**Highest 30 Sec. Rate** (Sept. 26, 1983): \$750.

**NETWORK BASE HOURLY RATE:** \$1050.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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
	Houghton	13,100	12,700	97
	Iron	5,500	5,400	98
	Luce	2,300	2,200	96
	Marquette	26,200	25,800	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,200	3,100	97
	<b>WISCONSIN</b>			
	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
Door	10,200	10,100	99	
Florence	1,500	1,500	100	
Fond Du Lac	31,400	30,900	98	
Green Lake	7,000	6,800	97	
Kewaunee	6,800	6,700	99	
Manitowoc	29,800	29,500	99	
Marinette	15,200	15,000	99	
Menominee	800	800	100	
Oconto	10,800	10,600	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Outagamie	46,200	45,900	99
	Shawano	13,300	13,100	98
	Waupaca	16,000	15,800	99
	Waushara	7,600	7,400	97
	Winnebago	49,500	49,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Gogebic	7,600	7,400	97
	Ontonagon	3,500	3,300	94
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
	Langlade	7,300	7,200	98
	Marquette	5,000	4,800	96
	Portage	20,000	19,700	98
	Sheboygan	36,800	36,400	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Benzie	4,400	4,300	98
	Chippewa	9,800	9,600	97
	Keweenaw	800	800	100
	Mackinac	3,800	3,700	97
	Mason	10,300	9,900	96
	Oceana	8,000	7,700	97
	<b>WISCONSIN</b>			
	Adams	5,500	5,300	96
	Ashland	6,400	6,300	98
	Dodge	26,100	25,600	98
Iron	2,700	2,700	100	
Marathon	41,000	40,500	99	
Vilas	7,200	7,000	97	
Wood	27,200	26,800	99	
<b>Station Totals</b>		<b>648,800</b>	<b>638,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>411,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>251,500</b>	

# Wisconsin—Green Bay

## WLRE

Ch. 26

**Network Service:** None, independent.

**Licensee:** WLRE, TV 26 Inc., 1145 Pine St., Green Bay, WI 54301.

**Studio:** Shirley Rd. at Ridgeview Rd., Glenmore Twp.

**Technical Facilities:** Channel No. 26 (542-548 MHz). Authorized power: 2500-kw max. visual, 250-kw max. aural. Antenna: 1179-ft. above av. terrain, 980-ft. above ground, 1965-ft. above sea level.

Latitude 44° 21' 30"  
Longitude 87° 58' 48"

**Transmitter:** Shirley Rd. at Ridgeview Rd., Glenmore Twp.

**News Service:** INN, CNN Headline News, UPI.

**Satellite Earth Stations:** Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

**Ownership:** James D. Newman & Jerald D. Newman, 30.44% each; Lyle R. Evans, 15.22%; Andrew J. Brusda, 12.68%; James D. McCarthy, 10%; others, none with as much as 3%.

**Began Operation:** Dec. 31, 1980.

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Arter & Hadden.

**Represented (engineering):** L. R. Evans Engineering.

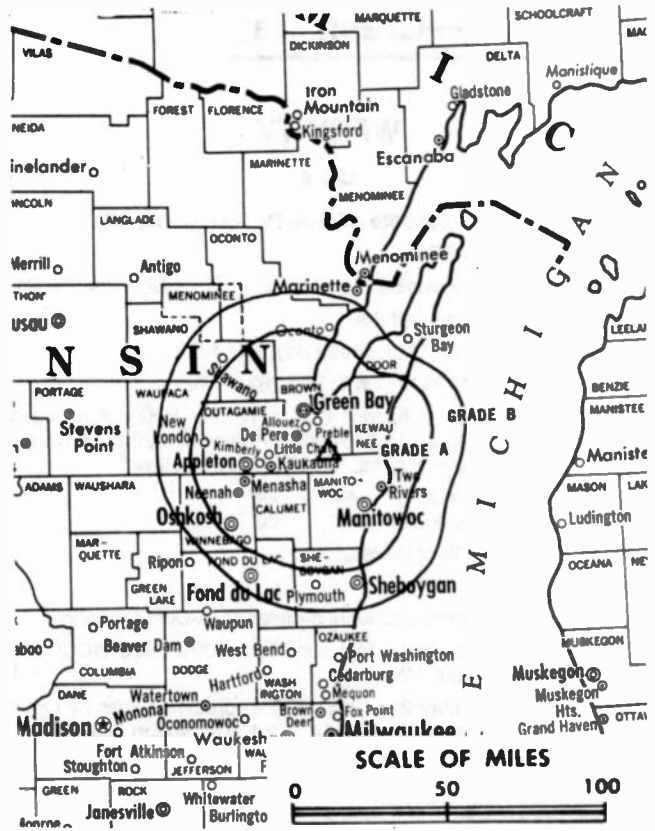
**Personnel:**

JERALD D. NEWMAN, president.  
JAMES D. MCCARTHY, vice president & general manager.  
ROBB GRAY JR., general sales manager.  
JAMES MELCHER, operations manager.  
LARRY BURBEY, chief engineer.

**Highest 30 Sec. Rate** (Feb. 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>WISCONSIN</b>			
	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
	Kewaunee	6,800	6,700	99
	Manitowoc	29,800	29,500	99
	Outagamie	46,200	45,900	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Door	10,200	10,100	99
	Fond Du Lac	31,400	30,900	98
	Menominee	800	800	100



WLRE BMPCT—831026KG Granted 11/22/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Oconto	10,800	10,600	98
	Shawano	13,300	13,100	98
	Waupaca	16,000	15,800	99
	Winnebago	49,500	49,000	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Menominee	9,600	9,400	98
	<b>WISCONSIN</b>			
	Green Lake	7,000	6,800	97
	Langlade	7,300	7,200	98
	Marinette	15,200	15,000	99
	Sheboygan	36,800	36,400	99
Waushara	7,600	7,400	97	
<b>Station Totals</b>		<b>373,600</b>	<b>369,200</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>168,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>76,300</b>	

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# Wisconsin—Green Bay

## WLUK-TV

Ch. 11

**Network Service:** NBC.

**Licensee:** Burnham Broadcasting Co., Box 19011, Green Bay, WI.

**Studio:** 787 Lombardi Ave., Green Bay, WI 54303.

**Mailing Address:** Box 19011, Green Bay, WI 54307.

**Telephone:** 414-494-8711. **TWX:** 910-263-1267.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.4"

Longitude 87° 59' 29.0"

**Transmitter:** Glenmore Rd., DePere Township.

**News Services:** Vally News Bureau, NBC.

**Ownership:** Peter B. Desnoes, gen. partner, 50%; Lawrence Beck, Dean Buntrock, David Meltzer, Peer Pederson, Leonard Ring, Howard C. Warren, Alloy Consolidated Industries, Ltd. partners 6.67% each; Frank Magid, Ltd. partner, 3.33%. ACI ownership: Avrum Gray, pres.-treas., Sheldon Gray, v.p.-asst. secy., 28.3% each; Milton H. Gray, secy.; John Potter, asst. secy.-asst. treas.; Elaine G. Loseff, 28.3% each; Bank of Bermuda Ltd., as trustee for descendants of Sheldon Gray, Avrum Gray & Elaine Loseff, 15.1%. Pederson & Warren have interest in Western Cities Bcstg. Inc., licensee of KMJJ(AM) & KLUC(FM) Las Vegas NV; KNST(AM) & KRQQ(FM) Tucson, AZ; KZAP(FM) Sacramento, CA; KZZP-AM-FM Mesa, AZ; KWSS(FM) Gilroy-San Jose, CA.

**Began Operation:** Aug. 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved January 6, 1965 by FCC (*Television Digest*, Vol. 4:41; 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

**Represented (sales):** Harrington, Righter & Parsons Inc.

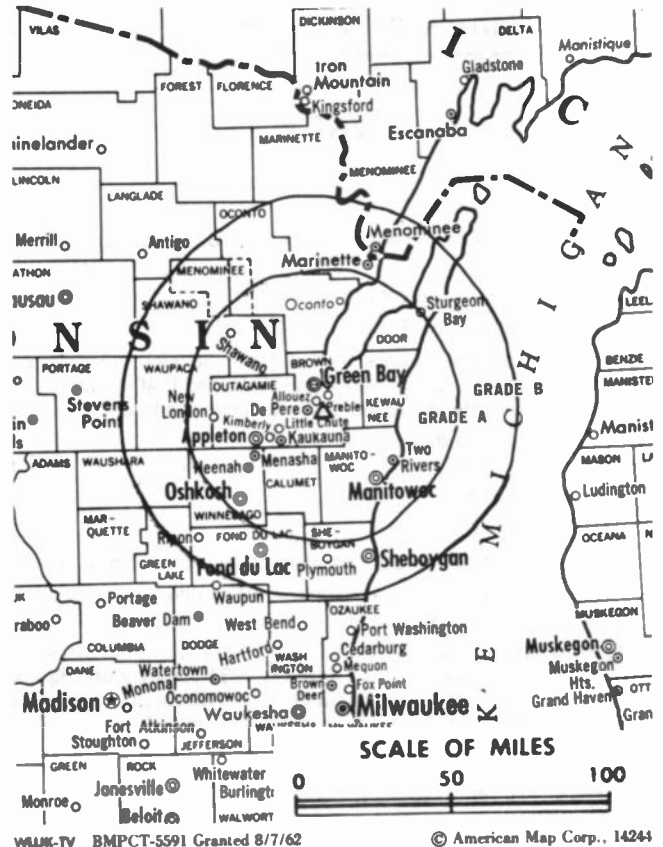
**Personnel:**

- PHILIP NYE, general manager.
- FRANK JONAS, general sales manager.
- PAT KROHLOW, news director.
- DAVID COMISAR, program & promotion manager.
- JIM STEFFEY, chief engineer.
- DAVE CAMPBELL, director of production.

**Highest 30 Sec. Rate** (July 18, 1984): \$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>MICHIGAN</b>			
	Delta	14,200	13,900	98
	Dickinson	10,000	9,800	98
	Houghton	13,100	12,700	97
	Marquette	26,200	25,800	99
	Menominee	9,600	9,400	98
	Schoolcraft	3,200	3,100	97
<b>WISCONSIN</b>	Brown	64,900	64,400	99
	Calumet	10,400	10,200	98
	Door	10,200	10,100	99
	Fond Du Lac	31,400	30,900	98
	Green Lake	7,000	6,800	97
	Kewaunee	6,800	6,700	99
	Langlade	7,300	7,200	98
	Manitowoc	29,800	29,500	99
	Marinette	15,200	15,000	99



WLUK-TV BMPCT-5591 Granted 8/7/62

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Menominee	800	800	100
	Oconto	10,800	10,600	98
	Outagamie	46,200	45,900	99
	Shawano	13,300	13,100	98
	Waupaca	16,000	15,800	99
	Waushara	7,600	7,400	97
	Winnebago	49,500	49,000	99
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Alger	3,300	3,200	97
	Baraga	3,200	3,100	97
	Iron	5,500	5,400	98
	Manistee	9,300	9,100	98
Ontonagon	3,500	3,300	94	
<b>WISCONSIN</b>	Florence	1,500	1,500	100
	Forest	3,400	3,300	97
	Marquette	5,000	4,800	96
	Portage	20,000	19,700	98
	Sheboygan	36,800	36,400	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Benzie	4,400	4,300	98
	Keweenaw	800	800	100
	Luce	2,300	2,200	96
	Mason	10,300	9,900	96
	Oceana	8,000	7,700	97
	<b>WISCONSIN</b>			
Dodge	26,100	25,600	98	
Iron	2,700	2,700	100	
Marathon	41,000	40,500	99	
Wood	27,200	26,800	99	
<b>Station Totals</b>		<b>617,800</b>	<b>608,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>396,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>238,900</b>	

# Wisconsin—La Crosse

**WKBT**

Ch. 8

**Network Service:** CBS.

**Licensee:** Backe Communications Inc., 141 S. 6th St., La Crosse, WI 54601.

**Studio:** 141 S. 6th St., La Crosse, WI 54601.

**Telephone:** 608-782-4678. **TWX:** 910-287-2572.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"  
Longitude 91° 20' 15"

**Transmitter:** Galesville, WI.

**News Services:** AP, NIWS.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Backe Communications Inc. For other interests, See WLNS-TV, Lansing, MI.

**Began Operation:** Aug. 1, 1954. Sale to present owners by Gross Telecasting approved by FCC April 26, 1984 (*Television Digest*, Vol. 24:12). Sale to Gross by **La Crosse Tribune**, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

**Represented (sales):** Avery-Knodel Inc.

**Represented (legal):** Hogan & Hartson.

**Personnel:**

- PETER S. GOOD, vice president & general manager.
- WILLIAM S. ROUSH, general sales manager.
- STEVE WALLER, news director.
- MATT WADIUM, production manager.
- HUGH McDOWELL, chief engineer.

**Highest 30 Sec. Rate** (July 16, 1984): \$450.

**NETWORK BASE HOURLY RATE:** \$760.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and 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
	<b>MINNESOTA</b>			
	Fillmore	8,000	7,900	99
	Houston	6,600	6,500	98
	Winona	16,100	15,800	98
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Chippewa	18,000	17,700	98
	Crawford	6,100	6,000	98
	Eau Claire	29,600	29,100	98
	Jackson	6,400	6,200	97
	Juneau	8,300	8,000	96
	La Crosse	34,300	33,900	99
	Monroe	12,600	12,300	98
	Richland	6,600	6,400	97
	Trempealeau	9,700	9,400	97
Vernon	9,600	9,400	98	



WKBT BPCT-2917 Granted 7/25/62

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Winneshiek	7,400	7,300	99
	<b>MINNESOTA</b>			
	Olmsted	35,200	34,900	99
	Wabasha	7,300	7,200	99
	<b>WISCONSIN</b>			
	Adams	5,500	5,300	96
	Clark	11,700	11,300	97
	Dunn	12,100	11,800	98
	Pepin	2,700	2,600	96
<b>Between 5-24%</b>	<b>IOWA</b>			
	Dubuque	31,500	31,000	98
	Howard	4,300	4,200	98
	<b>MINNESOTA</b>			
	Dodge	5,400	5,300	98
	Goodhue	14,600	14,400	99
	<b>WISCONSIN</b>			
	Barron	15,100	14,700	97
	Grant	17,600	17,100	97
	Pierce	10,700	10,500	98
Rusk	5,700	5,500	96	
Taylor	6,500	6,300	97	
Wood	27,200	26,800	99	
<b>Station Totals</b>		<b>403,100</b>	<b>395,300</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>200,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>116,200</b>	

# Wisconsin—La Crosse

## WXOW-TV

Ch. 19

(Auxiliary outlet of WKOW-TV, Madison, WI)

**Network Service:** ABC.

**Licensee:** Liberty Bcstg. Inc., Box 100, Madison, WI 53701.

**Studio:** County Hwy. 25, W of La Crescent, MN.

**Telephone:** 608-785-0030.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1140-ft. above av. terrain, 814-ft. above ground, 2049-ft. above sea level.

Latitude 43° 48' 23"  
Longitude 91° 22' 04"

**Transmitter:** County Hwy. 25 & Tchumper Ridge Rd., La Crescent, MN.

**News Services:** AP, CNN.

**Satellite Earth Station:** In operation; Avcom receivers.

**Ownership:** Liberty Broadcasting.

**Began Operation:** March 7, 1970.

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- TERRY SHOCKLEY, president.
- DAVID PESCHAU, vice president & general manager.
- BRUCE LILJEGREN, vice president, programming & operations.
- JACK BRENNAN, vice president, sales.
- DICK KONRAD, chief engineer.

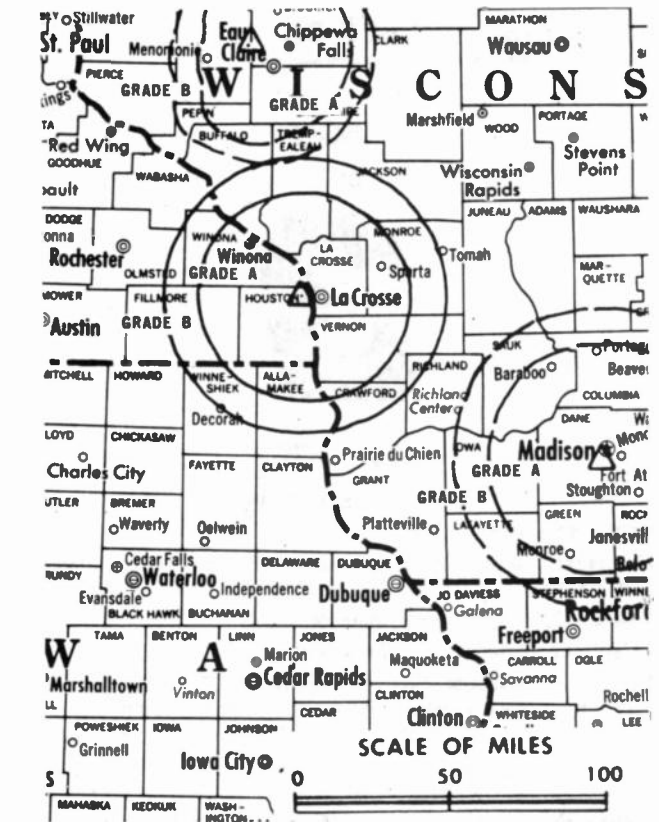
**Highest 30 Sec. Rate** (May 20, 1982): \$600.

**Combination rates:** See WKOW-TV, Madison, WI.

**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>MINNESOTA</b>			
	Houston	6,600	6,500	98
	Winona	16,100	15,800	98
	<b>WISCONSIN</b>			
	La Crosse	34,300	33,900	99
	Vernon	9,600	9,400	98
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Jackson	6,400	6,200	97
	Monroe	12,600	12,300	98
	Trempealeau	9,700	9,400	97



WXOW-TV BPCT-820617KE Granted 7/27/82

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>IOWA</b>			
	Allamakee	5,300	5,200	98
	Winneshiek	7,400	7,300	99
	<b>MINNESOTA</b>			
	Fillmore	8,000	7,900	99
	Wabasha	7,300	7,200	99
	<b>WISCONSIN</b>			
	Buffalo	5,400	5,300	98
	Crawford	6,100	6,000	98
	Grant	17,600	17,100	97
	Richland	6,600	6,400	97
<b>Station Totals</b>		<b>159,000</b>	<b>155,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>72,400</b>	
<b>Average Daily Circulation (1984)</b>			<b>42,300</b>	

**For Group Ownership of TV Stations, consult Index**

# Wisconsin—Madison

**WISC-TV**

Ch. 3



**BLAIR TELEVISION**

**Network Service:** CBS.

**Licensee:** Television Wisconsin Inc., 7025 Raymond Rd., Madison, WI 53711.

**Studio:** 7025 Raymond Rd., Madison, WI 53711.

**Telephone:** 608-271-4321. **TWX:** 910-286-2720.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"  
Longitude 89° 30' 18"

**Transmitter:** Raymond Rd., 6-mi. WSW of Madison.

**News Services:** AP, UPI, CBS.

**Satellite Earth Stations:** Harris, 6.1-meter; Harris & Scientific-Atlanta receivers.

**Ownership:** Evening Telegram Co., 84.39%; First Bank of Duluth, Trustee, 15.2%; First Bank of Duluth & R. R. Burns, co-personal representatives of E. B. Murphy estate, 0.41%. Evening Telegram Co. publishes **Superior Evening Telegram** & other newspapers; owns KXLY-TV Spokane, WA; KTHI-TV, Fargo, ND; KAPP(TV) Yakima, WA & KVEW, Kennewick, WA.

**Began Operation:** June 24, 1956.

**Represented (sales):** Blair Television.

**Represented (legal):** Lovett, Hennessey, Stambler & Siebert.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- ELIZABETH MURPHY BURNS, president.
- GARY DeHAVEN, vice president & general manager.
- DONNA KIRNER, national sales manager.
- DAVID SANKS, operations manager.
- WALTER HARIU, director of engineering.
- CURT LUNDGREN, chief engineer.
- JILL KOEHN, program director.
- TOM BIER, news director.

**Highest 30 Sec. Rate** (Jan. 5, 1984): \$950-\$1000.

**NETWORK BASE HOURLY RATE:** \$1226.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
<b>50% &amp; Over</b>	Columbia	16,500	16,200	98
	Dane	130,200	127,300	98
	Grant	17,600	17,100	97
	Green	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Iowa	7,100	6,900	97
	Jefferson	23,800	23,500	99
	Juneau	8,300	8,000	96
	Lafayette	6,200	6,100	98
	Marquette	5,000	4,800	96
	Richland	6,600	6,400	97
	Rock	51,800	51,100	99
Sauk	16,900	16,500	98	
<b>ILLINOIS</b>				
<b>Between 25-49%</b>	Jo Daviess	8,900	8,600	97
	Stephenson	18,900	18,500	98
<b>WISCONSIN</b>				
	Adams	5,500	5,300	96
	Dodge	26,100	25,600	98
	Green Lake	7,000	6,800	97
	Walworth	27,000	26,600	99
<b>IOWA</b>				
<b>Between 5-24%</b>	Dubuque	31,500	31,000	98
<b>ILLINOIS</b>				
	Boone	10,400	10,200	98
<b>WISCONSIN</b>				
	Crawford	6,100	6,000	98
	Fond Du Lac	31,400	30,900	98
	Monroe	12,600	12,300	98
	Portage	20,000	19,700	98
	Vernon	9,600	9,400	98
	Waushara	7,600	7,400	97
<b>Station Totals</b>		<b>524,200</b>	<b>513,600</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>308,100</b>	
<b>Average Daily Circulation (1984)</b>			<b>183,000</b>	

# Wisconsin—Madison

## WKOW-TV

Ch. 27

(Also operates WAOV-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire, WI)

**Network Service:** ABC.

**Licensee:** Liberty Bcstg. Inc., 2225 Coburg Rd., Eugene, OR 97401.

**Studio:** 5727 Tokay Blvd., Box 100, Madison, WI 53701.

**Telephone:** 608-274-1234. **TWX:** 910-286-2718.

**Technical Facilities:** Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.0"  
Longitude 89° 28' 41.6"

**Transmitter:** 5727 Tokay Blvd.

**News Services:** AP, CNN.

**Satellite Earth Station:** RCA, 5.5-meter; Avcom receivers.

**Ownership:** Liberty Broadcasting.

**Began Operation:** June 30, 1953. Sale to present owners by Horizons Communications approved by FCC Sept. 20, 1978 (Television Digest, Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30).

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- TERRY SHOCKLEY, president & general manager.
- DENNIS SELENKA, senior vice president.
- ROBERT SELVEY, vice president, marketing.
- JACK BRENNAN, vice president, sales.
- BRUCE LILJEGREN, vice president, programming & operations.
- MARK GRADY, regional sales manager.
- DAVE RUSSELL, chief engineer.
- PAUL PITAS, news director.

**Highest 30 Sec. Rate** (Sept. 16, 1983): \$1000.

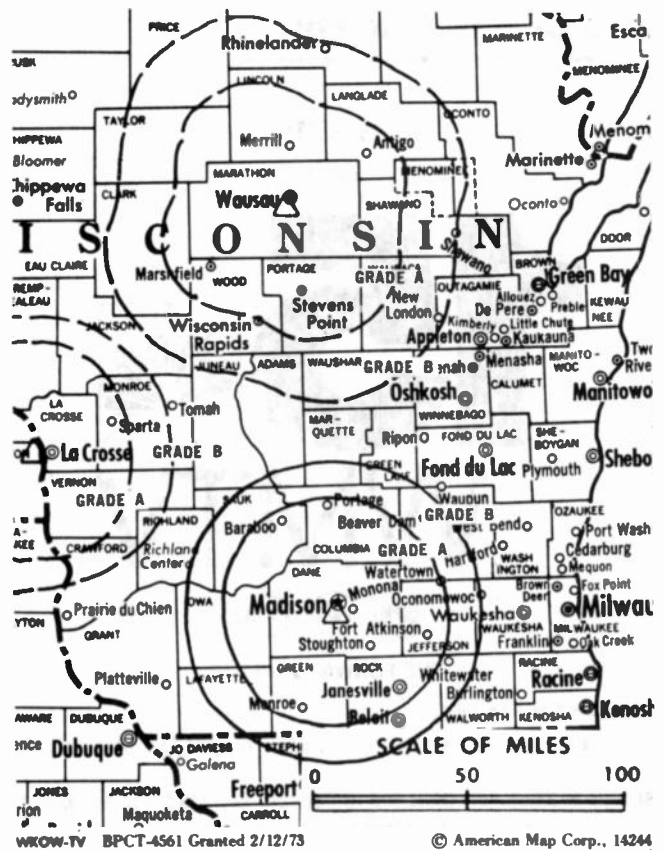
**NETWORK BASE HOURLY RATE:** \$500.

**Combination rates:** WKOW-TV, Madison; WAOV-TV, Wausau; WXOW-TV, La Crosse & WQOW-TV, Eau Claire (The Wisconsin TV Network) on request.

**Arbitron Data:** Figures do not reflect coverage of auxiliary outlets.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Columbia	16,500	16,200	98
	Dane	130,200	127,300	98
	Green	11,600	11,400	98
	Iowa	7,100	6,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Lafayette	6,200	6,100	98
	Marquette	5,000	4,800	96
	Richland	6,600	6,400	97
	Sauk	16,900	16,500	98
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Crawford	6,100	6,000	98
	Dodge	26,100	25,600	98
	Grant	17,600	17,100	97
	Jefferson	23,800	23,500	99
	Juneau	8,300	8,000	96
Rock	51,800	51,100	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Boone	10,400	10,200	98
	Carrroll	7,000	6,900	99
	Jo Daviess	8,900	8,600	97
	Stephenson	18,900	18,500	98
<b>WISCONSIN</b>	Adams	5,500	5,300	96
	Fond Du Lac	31,400	30,900	98
	Green Lake	7,000	6,800	97
	Monroe	12,600	12,300	98
	Vernon	9,600	9,400	98
	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>472,100</b>	<b>462,400</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>238,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>130,500</b>	



# Wisconsin—Madison

WMTV

Ch. 15



THE FORWARD GROUP

**Network Service:** NBC.

**Licensee:** Forward Television Inc., 615 Forward Dr., Madison, WI 53711.

**Studio & Business Office:** 615 Forward Dr., Madison, WI 53711.

**Telephone:** 608-274-1515. **TWX:** 910-286-2729.

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"  
Longitude 89° 29' 15"

**Transmitter:** W. Beltline Hwy.

**News Services:** AP, NBC, UPI.

**Satellite Earth Station:** Common Carrier; 7-meter.

**Ownership:** Forward Communications Corp. See WSAW-TV, Wausau, WI.

**Began Operation:** July 8, 1953. Sale to present owner by Lee P. Loomis approved May 15, 1963, by FCC (*Television Digest*, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30).

**Represented (sales):** Seltel Inc.

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Personnel:**

- Laurie Leonard, president & general manager.
- Clyde Helton, exec. vice president & general sales manager.
- Don Schmitt, vice president, community affairs.
- Fred Sole, operations manager.
- Bryan Brosamle, news director.
- Al Schlicher, director, creative services.
- Greg Buzzell, chief engineer.
- Stephen Kessenich, production manager.

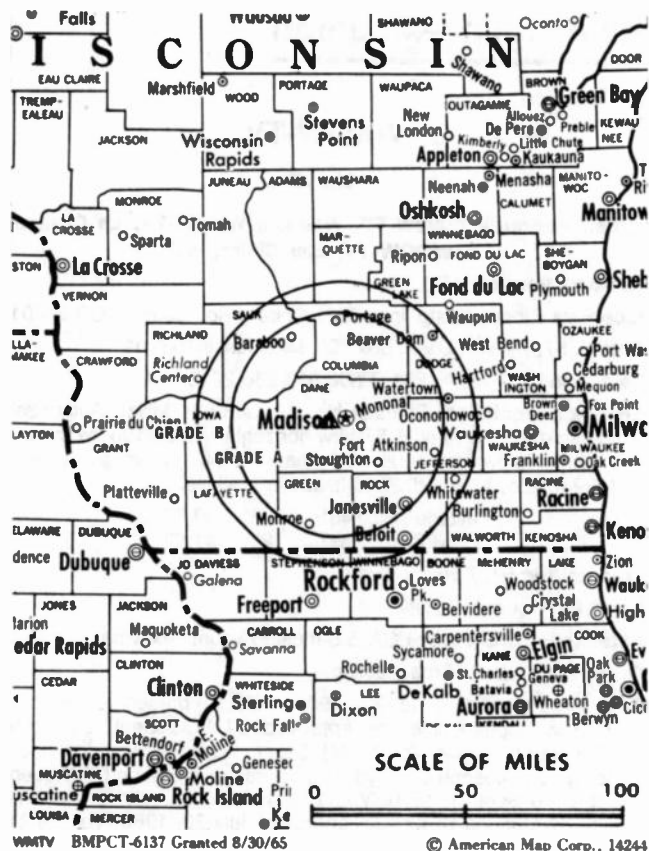
**Highest 30 Sec. Rate** (June 1, 1984): \$600.

**Combination Rates:** Sold in combination with WSAW-TV, Wausau, WI as members of Central Wisconsin Combination.

**Network Base Hourly Rate:** \$600.

**Station also received in Canadian Markets.**

**BBM Weekly Reach** (Spring 1984): 375,000



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>WISCONSIN</b>				
<b>50% &amp; Over</b>	Columbia	16,500	16,200	98
	Dane	130,200	127,300	98
	Green	11,600	11,400	98
	Iowa	7,100	6,900	97
	Jefferson	23,800	23,500	99
	Lafayette	6,200	6,100	98
	Richland	6,600	6,400	97
	Rock	51,800	51,100	99
Sauk	16,900	16,500	98	
<b>WISCONSIN</b>				
<b>Between 25-49%</b>	Crawford	6,100	6,000	98
	Dodge	26,100	25,600	98
	Grant	17,600	17,100	97
	Juneau	8,300	8,000	96
	Marquette	5,000	4,800	96
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Jo Daviess	8,900	8,600	97
	Stephenson	18,900	18,500	98
<b>WISCONSIN</b>				
	Adams	5,500	5,300	96
	Green Lake	7,000	6,800	97
	Vernon	9,600	9,400	98
	Walworth	27,000	26,600	99
<b>Station Totals</b>		<b>410,700</b>	<b>402,100</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>257,500</b>
<b>Average Daily Circulation (1984)</b>				<b>140,600</b>

# Wisconsin—Milwaukee

## WCGV-TV

Ch 24

**Network Service:** CBS.

**Licensee:** B & F Broadcasting Inc., 5445 N. 27th St., Milwaukee, WI 53209.

**Studio:** 5445 N. 27th St., Milwaukee, WI 53209.

**Telephone:** 414-527-2424.

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1028-ft. above terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"  
Longitude 87° 54' 12"

**Transmitter:** 3950 N. Holton St.

**Satellite Earth Station:** Cal Star, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Edgewater Corp., 46%; Byron Lasky, 40%; others, none with as much as 5%.

**Began Operation:** March 19, 1980.

**Represented (sales):** Independent Television Sales.

**Represented (legal):** Fletcher, Heald & Hildreth.

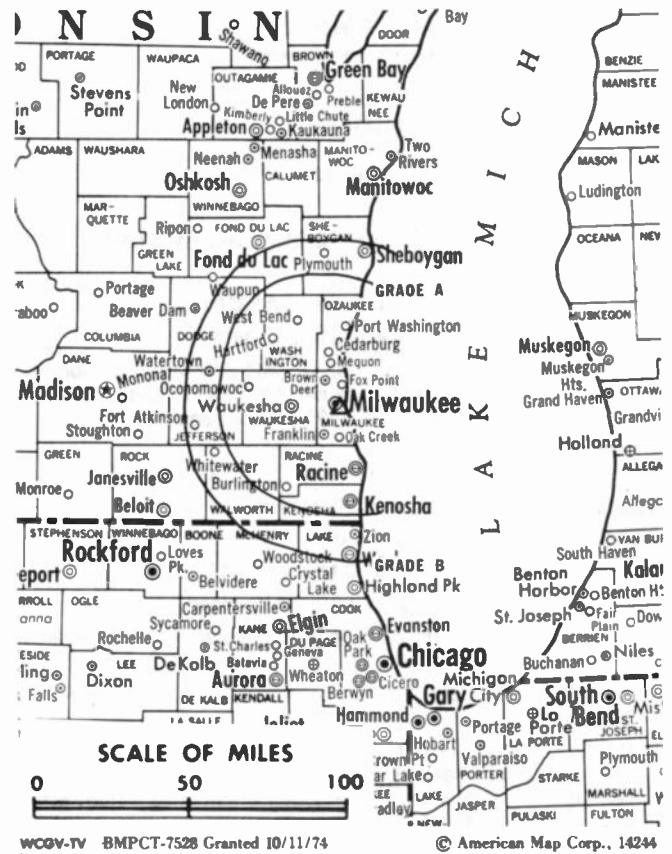
**Represented (engineering):** Lohnes & Culver.

**Personnel:**

- GEORGE DRYMALSKI, vice president & general manager.
- MITCHELL NYE, general sales manager.
- PATRICA TEMPLER, operations director.
- MARIE PLATTETER, business manager.
- LARRY DRYDYK, engineering supervisor.
- LORI ROGERS, traffic manager.
- JUDY VANCE, promotion director.
- LYNNETTE WIESE, public service.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 25-49%	Milwaukee	367,900	363,200	99
	Ozaukee	23,900	23,600	99
	Washington	29,900	29,600	99



WCGV-TV BMPCT-7528 Granted 10/11/74

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
Between 5-24%	Dodge	26,100	25,600	98
	Jefferson	23,800	23,500	99
	Kenosha	45,100	44,600	99
	Racine	62,200	61,600	99
	Sheboygan	36,800	36,400	99
	Walworth	27,000	26,600	99
	Waukesha	97,700	96,700	99
<b>Station Totals</b>		<b>740,400</b>	<b>731,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>				<b>181,000</b>
<b>Average Daily Circulation (1984)</b>				<b>65,800</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

# Wisconsin—Milwaukee

## WISN-TV

Ch. 12

**Network Service:** ABC.

**Licensee:** The Hearst Corp., Box 402, Milwaukee, WI 53201.

**Studio:** 19th & Wells Sts.

**Mailing Address:** Box 402, Milwaukee, WI 53201.

**Telephone:** 414-342-8812. **TWX:** 910-262-3417.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"  
Longitude 87° 55' 38"

**Transmitter:** 5201 N. Milwaukee River Pkwy.

**AM Affiliate:** WISN, 50-kw, 1130 kHz.

**FM Affiliate:** WBTT, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

**News Services:** ABC, AP, UPI, Group W Newsfeed.

**Satellite Earth Stations:** Star Search, 5-meter; Scientific-Atlanta receivers.

**Ownership:** Hearst Corp. For other interests, see Group Ownership of TV Stations.

**Began Operation:** October 26, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (*Television Digest*, Vol. 11:2, 5, 10).

**Represented (sales):** Blair Television.

**Represented (legal):** Dempsey & Koplovitz; Quarles & Brady.

**Represented (engineering):** A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

WAYNE GODSEY, vice president & general manager.  
RICK HENRY, general sales manager.  
JOHN STEWART, national sales manager.  
CARL SCHULHOF, local sales manager.  
STAN MARINOFF, director of broadcast operations.  
TIM J. MORRISSEY, director of news & public affairs.  
ERIC STEARMAN, production manager.  
PETER BARNES, director of promotion.  
GERALD ROBINSON, chief engineer.

**Highest 30 Sec. Rate:** \$7000.

**NETWORK BASE HOURLY RATE:** \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/84 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>WISCONSIN</b>			
	Dodge	26,100	25,600	98
	Fond Du Lac	31,400	30,900	98
	Jefferson	23,800	23,500	99
	Kenosha	45,100	44,600	99



WISN-TV BMPCT-3231 Granted 7/20/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Milwaukee	367,900	363,200	99
	Ozaukee	23,900	23,600	99
	Racine	62,200	61,600	99
	Sheboygan	36,800	36,400	99
	Walworth	27,000	26,600	99
	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
Between 25-49%	<b>WISCONSIN</b>			
	Green Lake	7,000	6,800	97
Between 5-24%	<b>ILLINOIS</b>			
	Lake	151,400	150,200	99
	Mchenry	54,700	54,300	99
<b>WISCONSIN</b>	Calumet	10,400	10,200	98
	Columbia	16,500	16,200	98
	Manitowoc	29,800	29,500	99
	Rock	51,800	51,100	99
	Winnebago	49,500	49,000	99
	<b>Station Totals</b>		<b>1,142,900</b>	<b>1,129,600</b>
<b>Net Weekly Circulation (1984)</b>			<b>723,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>454,100</b>	

# Wisconsin—Milwaukee

## WITI-TV

Ch. 6

**Network Service:** CBS.

**Licensee:** WITI-TV Inc.

**Studio:** 9001 N. Green Bay Rd., Box 17600, Milwaukee, WI 53217.

**Telephone:** 414-355-6666. **TWX:** 910-262-3425.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"  
Longitude 87° 53' 47"

**Transmitter:** NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

**News Services:** AP, UPI.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** Storer Communications Inc., 12000 Biscayne Blvd., Miami, FL 33181-2710. For other interests, see Group Ownership of TV Stations.

**Began Operation:** May 21, 1956.

**Represented (sales):** Storer Television Sales Inc.

**Represented (legal):** Warren C. Zwicky.

**Represented (engineering):** Jules Cohen & Associates.

### Personnel:

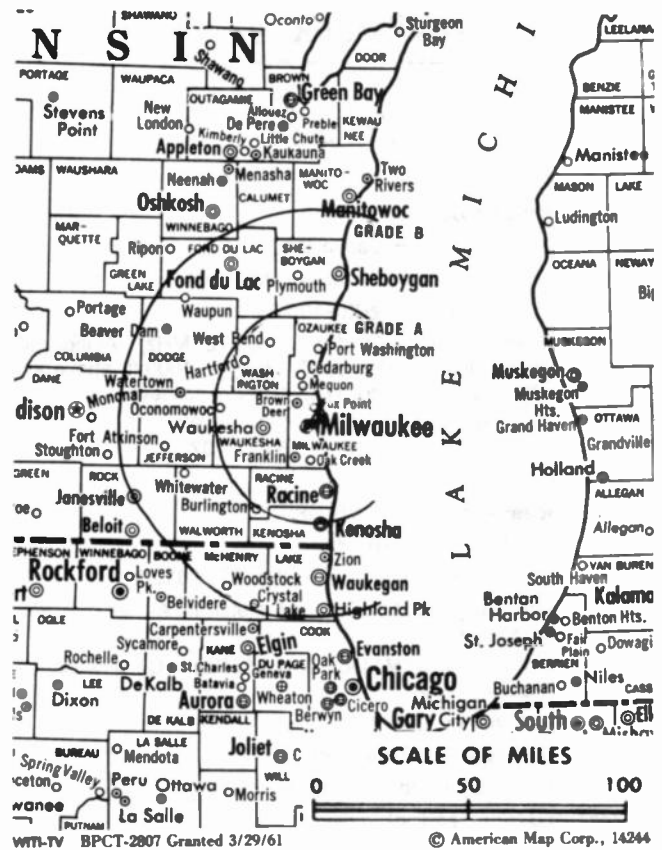
BILL MICHAELS, chairman of executive committee, SCI.  
PETER STORER, chmn. of the board & chief exec. officer, SCI.  
TERRY LEE, president & chief operating officer, SCI.  
KEN BAGWELL, exec. v.p./operations & pres., cable division, SCI.  
JOE DIMINO, president, TV station division, SCI.  
ANDREW P. POTOS, vice president & general manager.  
RAYMOND H. ENGELHART, business manager.  
RICK MILLS, general sales manager.  
KATHRYN KOENEN, program manager.  
PATRICK HOLDER, production manager.  
JIM BEHLING, director of creative services.  
JILL GEISLER, news & community services manager.  
DONALD ROERING, chief engineer.  
JAMES KURZ, controller.  
ERIK ANDERSEN, news director.

**Rates:** Not available.

**NETWORK BASE HOURLY RATE:** \$1680.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
<b>50% &amp; Over</b>	Dodge	26,100	25,600	98
	Jefferson	23,800	23,500	99
	Kenosha	45,100	44,600	99
	Milwaukee	367,900	363,200	99
	Ozaukee	23,900	23,600	99
	Racine	62,200	61,600	99
	Sheboygan	36,800	36,400	99
	Walworth	27,000	26,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
<b>WISCONSIN</b>				
<b>Between 25-49%</b>	Fond Du Lac	31,400	30,900	98
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Lake	151,400	150,200	99
	Mchenry	54,700	54,300	99
<b>WISCONSIN</b>				
	Calumet	10,400	10,200	98
	Columbia	16,500	16,200	98
	Green Lake	7,000	6,800	97
	Manitowoc	29,800	29,500	99
	Rock	51,800	51,100	99
	Winnebago	49,500	49,000	99

<b>Station Totals</b>	<b>1,142,900</b>	<b>1,129,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>		<b>723,600</b>	
<b>Average Daily Circulation (1984)</b>		<b>419,400</b>	

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# Wisconsin—Milwaukee

## WTMJ-TV

Ch. 4

**Network Service:** NBC.

**Licensee:** WTMJ Inc., 720 E. Capitol Dr.

**Studio:** 720 E. Capitol Drive, Milwaukee, WI 53201.

**Telephone:** 414-332-9611. **TWX:** 910-262-3141.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"  
Longitude 87° 54' 07"

**Transmitter:** 720 E. Capitol Drive.

**News Services:** CNN, NBC, NIWS, NPS.

**AM Affiliate:** WTMJ, 5-kw, 620 kHz.

**FM Affiliate:** WTKT, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

**Satellite Earth Stations:** M/A-Com, 4.6-meter; M/A-Com & Scientific-Atlanta receivers.

**Ownership:** WTMJ Inc. WTMJ Inc. owns Alfa Bcstg. Co., licensee of KTNV-TV Las Vegas, NV.

**Began Operation:** Dec. 3, 1947.

**Represented (sales):** MMT Sales Inc.

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Jansky & Bailey.

### Personnel:

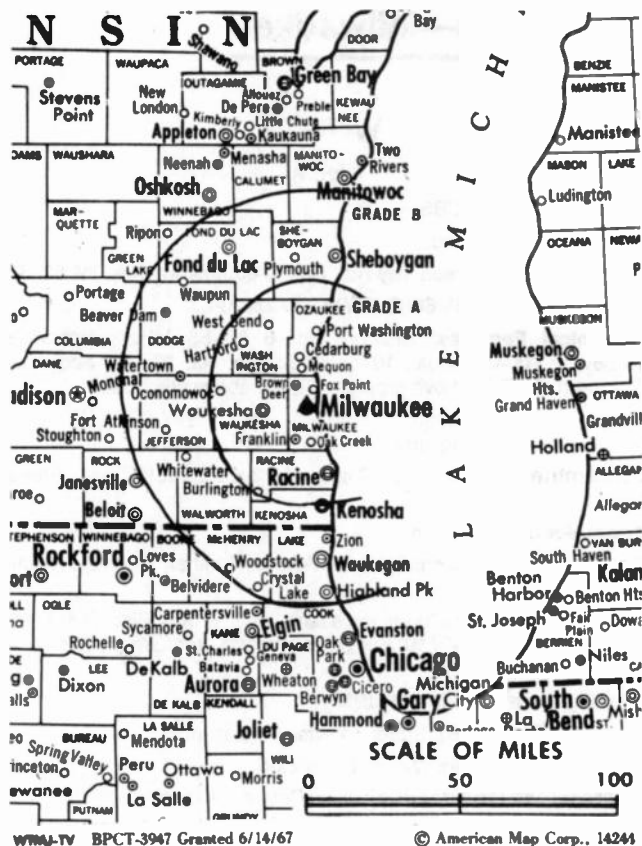
MICHAEL McCORMICK, president.  
WAYNE BARNETT, vice president & general manager.  
JERRY HEILMAN, general sales manager.  
NORB RYAN, national sales manager.  
GERALD McGRATH, program manager.  
JAMES WULLIMAN, engineering manager.  
RAYMOND HERNDAY, chief engineer.  
RICHARD COLLINS, advertising, promotion & publicity director.  
TOM LULJAK, news director.  
MIKE STUTZ, managing editor.  
ED HINSHAW, manager of public affairs.  
MARCIA FORTUNE, operations manager.  
DEAN C. MAYTAG, production manager.  
ROD SYNNEs, community relations director.  
HANK STODDARD, sports director.

**Highest 30 Sec. Rate:** \$2000.

**NETWORK BASE HOURLY RATE:** \$1850.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	26,100	25,600	98
	Fond Du Lac	31,400	30,900	98
	Jefferson	23,800	23,500	99
	Kenosha	45,100	44,600	99
	Milwaukee	367,900	363,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Ozaukee	23,900	23,600	99
	Racine	62,200	61,600	99
	Sheboygan	36,800	36,400	99
	Walworth	27,000	26,600	99
	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Green Lake	7,000	6,800	97
	Rock	51,800	51,100	99
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Jo Daviess	8,900	8,600	97
	Lake	151,400	150,200	99
	<b>MICHIGAN</b>			
	Oceana	8,000	7,700	97
	<b>WISCONSIN</b>			
	Calumet	10,400	10,200	98
	Columbia	16,500	16,200	98
	Juneau	8,300	8,000	96
	Manitowoc	29,800	29,500	99
	Winnebago	49,500	49,000	99
<b>Station Totals</b>		<b>1,113,400</b>	<b>1,099,600</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>750,600</b>	
<b>Average Daily Circulation (1984)</b>			<b>466,800</b>	

# Wisconsin—Milwaukee

## WVCY-TV

Ch. 30

**Network Service:** None, independent.

**Grantee:** Wisconsin Voice of Christian Youth Inc., 2712 W. Vliet St., Milwaukee, WI 53208.

**Studio:** 2712 W. Vliet St., Milwaukee, WI 53208.

**Telephone:** 414-933-1440.

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude 43° 05' 15"  
Longitude 87° 54' 12"

**Transmitter:** 3950 N. Holton St.

**Ownership:** Non-stock, non-profit corp. Robert W. Gilman, pres.; Ralph Studeman, v.p.; Victor C. Eliason, v.p.; Vernald Landin, secy.; Orville Stein, treas.; Otto Hagen & Meredith M. Plunket, members.

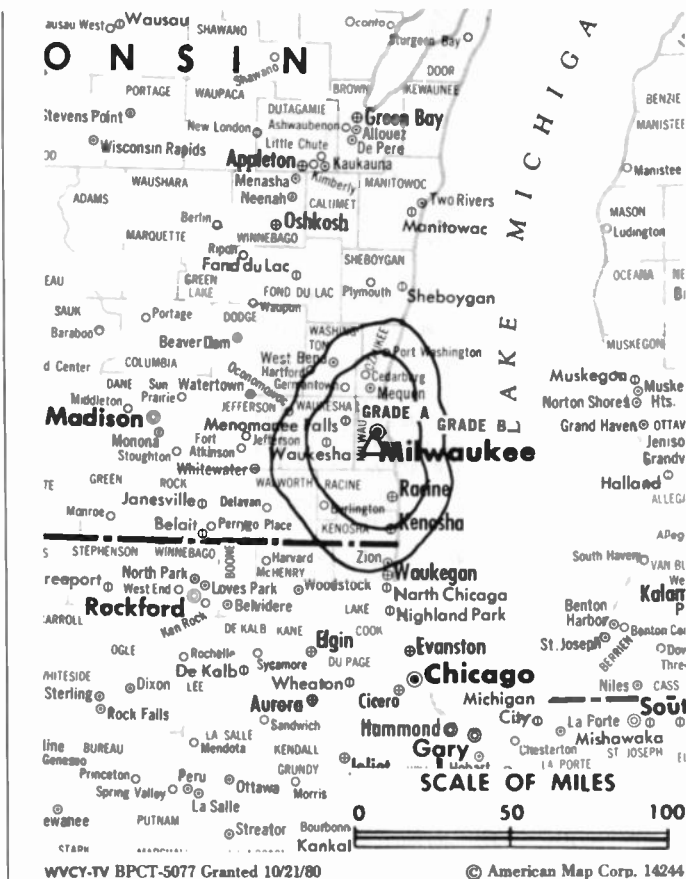
**Began Operation:** Jan. 1, 1983.

**Represented (legal):** Kirkland & Ellis.

**Personnel:**  
VIC ELIASON, general manager.

**Rates:** Not available.

**Arbitron Data:** Not available.



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# Wisconsin—Milwaukee

**WTV**

**Ch. 18**

**Network Service:** None, independent.

**Licensee:** Gaylord Broadcasting Co., Box 1818, Milwaukee, WI 53201.

**Studio:** 4041 N. 35th St., Milwaukee, WI.

**Mailing Address:** Box 1818, Milwaukee, WI 53201.

**Telephone:** 414-442-7050. **TWX:** 910-262-3466.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 2510-kw max. & 1020-kw horizontal visual, 251-kw max. & 102-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1101-ft. above ground, 1732-ft. above sea level.

Latitude 43° 05' 48"  
Longitude 87° 54' 19"

**Transmitter:** 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

**News Service:** AP.

**Satellite Earth Station:** Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

**Ownership:** See Group Ownership of TV Stations.

**Began Operation:** July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved by FCC March 24, 1966 (*Television Digest*, Vol. 5:45, 6:13). Previous sale of 51%, by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26).

**Represented (sales):** TeleRep Inc.

**Represented (legal):** Pierson, Ball & Dowd.

**Personnel:**

- MICHAEL E. SCHUCH, vice president & general manager.
- ALVIN LEITL, general sales manager & assistant general manager.
- GREG GRABER, local sales manager.
- CHARLES PAUL, business manager.
- LYLE SCHULZE, production manager.
- LORI WUCHERER, promotion director.
- JOHN KALPUS, chief engineer.
- WILLIAM FRANKS, operations 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>WISCONSIN</b>			
	Dodge	26,100	25,600	98
	Fond Du Lac	31,400	30,900	98
	Jefferson	23,800	23,500	99
	Kenosha	45,100	44,600	99
	Milwaukee	367,900	363,200	99
	Ozaukee	23,900	23,600	99
	Racine	62,200	61,600	99
Sheboygan	36,800	36,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Washington	29,900	29,600	99
	Waukesha	97,700	96,700	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Manitowoc	29,800	29,500	99
	Rock	51,800	51,100	99
	Walworth	27,000	26,600	99
Winnebago	49,500	49,000	99	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Lake	151,400	150,200	99
	Mchenry	54,700	54,300	99
<b>WISCONSIN</b>	Calumet	10,400	10,200	98
	Columbia	16,500	16,200	98
	Dane	130,200	127,300	98
	Green Lake	7,000	6,800	97
	Marathon	41,000	40,500	99
	Portage	20,000	19,700	98
	Sauk	16,900	16,500	98
	Wood	27,200	26,800	99
<b>Station Totals</b>		<b>1,378,200</b>	<b>1,360,400</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>637,200</b>	
<b>Average Daily Circulation (1984)</b>			<b>302,600</b>	

# Wisconsin—Suring

**WSCO**

Ch. 14

**Network Service:** None, independent.

**Licensee:** Northeastern Wisconsin Christian Television Inc., Box 414, Suring, WI 54174.

**Studio:** Box 414, Hwy. 32, Suring 54174.

**Telephone:** 414-842-4014.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 200-kw visual, 40-kw aural. Antenna: 622-ft. above av. terrain, 557-ft. above ground, 1497-ft. above sea level.

Latitude 44° 59' 30"  
Longitude 88° 23' 55"

**Transmitter:** On Hwy. 32, 1.7-mi. NW of Suring.

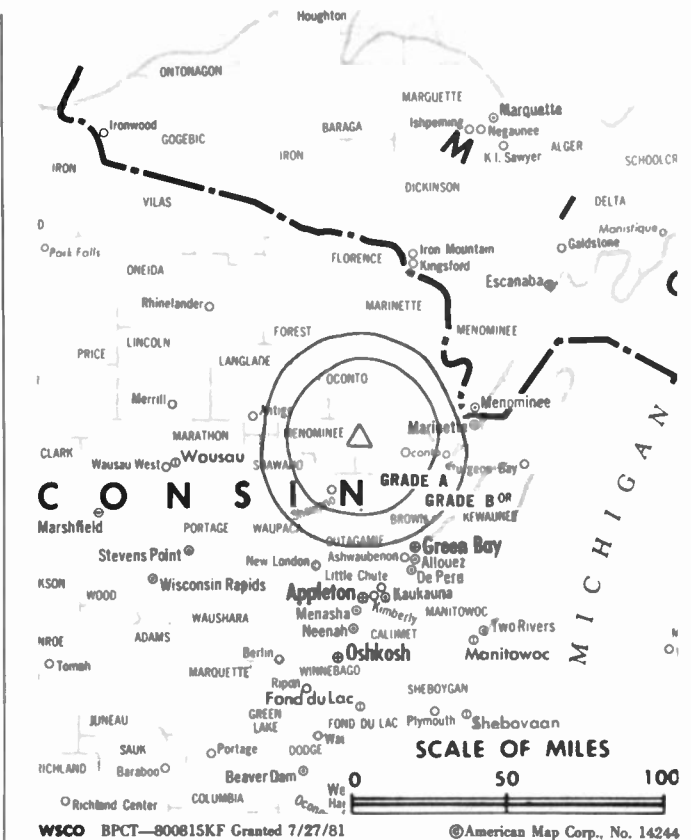
**Ownership:** Non-stock, non-profit corp. Gerald L. Taylor, pres.; Laurie Jorgensen, v.p.; Frank Vincent, secy.; James C. Kemp, treas.; Donald J. Stenz, gen. mgr. Kemp is pres. of Fox Cities Radio Inc. (non-profit corp.), licensee of FM translator in Appleton, WI.

**Began Operation:** Feb. 22, 1984.

**Represented (engineering):** Lyle R. Evans.

**Personnel:**  
TOM COOK, station manager.

**Rates:** Not available.



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# Wisconsin—Wausau-Rhineland

## WAEO-TV

Ch. 12

**Network Service:** NBC.

**Licensee:** Northland TV Inc., Box 858, Rhineland, WI.

**Studio:** S. Oneida Ave. 54501.

**Telephone:** 715-369-4700.

**Mailing Address:** Box 858, Rhineland, WI 54501.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"  
Longitude 89° 12' 27"

**Transmitter:** County Hwy. C at Starks.

**News Services:** NBC, UPI.

**Satellite Earth Stations:** 3 in operation; Channel Master & Harris receivers.

**Ownership:** Seaway Communications Inc. Dr. Jasper F. Williams, chmn., 7.5%; John W. Swain, pres., 9.6%; Dr. James L. Buckner, v.p., 2.4%; Shirley M. Latham, secy., 2.4%; Ernest T. Collins, treas., 2.4%; Homer King, vice chmn., 2.4%; Vivian Volora Wilson, asst. secy., 2.7%; Gerald C. Hines, asst. treas., 2.4%; Benjamin C. Duster, 2.4%; William D. Stubblefield, 2.6%; Dr. Roger M. Berkley, 3.6%; Marion D. Earles, 4.6%; Dr. Yvon J. Nazon & Faye A. Nazon, 3.4%; remainder held by 21 others. Seaway also owns WVII-TV Bangor, ME.

**Began Operation:** Oct. 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (*Television Digest*, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

**Represented (sales):** Blair Television.

**Represented (legal):** Mullin, Rhyne, Emmons & Topel, P.C.

**Personnel:**

ARCHIE L. GOODBEE JR., president & general manager.  
BRIAN HENNING, chief engineer.  
JULIE SWAN, program & traffic director.  
MICHAEL MICHALAK, news director.

**Highest 30 Sec. Rate** (July, 1, 1984): \$400.

**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	%
50% & Over	<b>MICHIGAN</b>			
	Iron	5,500	5,400	98
	Ontonagon	3,500	3,300	94
	<b>WISCONSIN</b>			
	Forest	3,400	3,300	97
Iron	2,700	2,700	100	



WAEO-TV BPCT-4216 Granted 4/30/69  
© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Oneida	12,900	12,600	98
	Price	6,100	5,900	97
	Vilas	7,200	7,000	97
Between 25-49%	<b>MICHIGAN</b>			
	Dickinson	10,000	9,800	98
	Gogebic	7,600	7,400	97
	<b>WISCONSIN</b>			
Florence	1,500	1,500	100	
Marathon	41,000	40,500	99	
Between 5-24%	<b>MICHIGAN</b>			
	Baraga	3,200	3,100	97
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Marinette	15,200	15,000	99
Portage	20,000	19,700	98	
Taylor	6,500	6,300	97	
<b>Station Totals</b>		<b>170,000</b>	<b>166,900</b>	<b>98</b>
<b>Net Weekly Circulation (1984)</b>			<b>76,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>38,300</b>	

# Wisconsin—Wausau

## WAOW-TV

Ch. 9

(Auxiliary outlet of WKOW-TV, Madison, WI)

**Network Service:** ABC.

**Licensee:** Liberty Bcstg. Inc.

**Studio:** 1908 Grand Ave., Wausau, WI 54401.

**Telephone:** 715-842-2251.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

**Transmitter:** Rib Mtn.

**News Services:** AP, CNN.

**Ownership:** Liberty Broadcasting Inc.

**Began Operation:** May 7, 1965.

**Represented (sales):** Katz Television.

**Represented (legal):** Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun.

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

- TERRY SHOCKLEY, president.
- LAURIN JORSTAD, general manager.
- JACK BRENNAN, vice president, sales.
- BRUCE LILJEGREN, vice president, programming & operations.
- KENT HUTCHISON, station manager.
- RUSS CRASS, chief engineer.

**Highest 30 Sec. Rate:** \$700.

**NETWORK BASE HOURLY RATE:** \$450.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Adams	5,500	5,300	96
	Clark	11,700	11,300	97
	Forest	3,400	3,300	97
	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Marathon	41,000	40,500	99
	Oneida	12,900	12,600	98
	Portage	20,000	19,700	98
	Price	6,100	5,900	97
	Taylor	6,500	6,300	97
	Vilas	7,200	7,000	97
	Wood	27,200	26,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Iron	2,700	2,700	100
	Juneau	8,300	8,000	96
	Shawano	13,300	13,100	98
	Waupaca	16,000	15,800	99
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Green Lake	7,000	6,800	97
	Jackson	6,400	6,200	97
	Marquette	5,000	4,800	96
	Rusk	5,700	5,500	96
Waushara	7,600	7,400	97	
<b>Station Totals</b>		<b>249,800</b>	<b>244,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>161,700</b>	
<b>Average Daily Circulation (1984)</b>			<b>99,500</b>	

**For Group Ownership of TV Stations, consult Index**

# Wisconsin—Wausau

**WSAW-TV**

Ch. 7



**THE FORWARD GROUP**

**Network Service:** CBS.

**Licensee:** Forward Telecasting Inc., Box 1088, Wausau 54401.

**Studio:** 1114 Grand Ave., Wausau, WI 54401.

**Telephone:** 715-845-4211.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

**Transmitter:** Rib Mtn.

**News Services:** AP, UPI.

**Satellite Earth Station:** Comtech, 5-meter; Comtech receivers.

**Ownership:** Forward Communications Corp., 100%. Officers: Richard D. Dudley, chmn. of board; S. F. Staples Jr., vice chmn. & secy.; Thomas E. Bolger, pres. & asst. secy.-treas.; W. F. McCormick, J. P. Chilsen, J. A. Schoneman, William F. Turner, v.p.s.; W. F. Huffman, treas.; Gene R. Anderson, sr. v.p., finance & asst. secy.-treas.; J. M. Forester, asst. secy.; Nancy Wanta, v.p. & asst. to chmn. Forward also owns WMTV Madison, WI; KCAU-TV Sioux City, IA; WTRF-TV Wheeling, WV; WKAU & WKAU-FM Kaukauna, WI; WRAU-TV Peoria, IL; KOSA-TV Odessa, TX; KVGB-AM-FM Great Bend, KS; Marshfield (WI) **News Herald**; KVOX-AM-FM Moorhead, MN; KWLO & KFMW(FM) Waterloo, IA. **Note:** Sale to Wesray Corp. pends (**Television Digest**, Vol. 23:44).

**Began Operation:** Oct. 24, 1954.

**Represented (sales):** Seltel Inc.; Hyett/Ramsland Inc. (Minneapolis).

**Represented (legal):** McKenna, Wilkinson & Kittner.

**Represented (engineering):** Silliman & Silliman.

**Personnel:**

BART KELLNHAUSER, president & general manager.  
GERMAINE GAUERKE, executive assistant to the president.  
JAMES W. FREY, vice president, television sales.  
JACK CROWLEY, v.p., promotions, programming, production.  
DONALD COCHART, vice president, operations.  
MARK ZELICH, vice president, news/sports.  
MIKE RUESCH, controller.

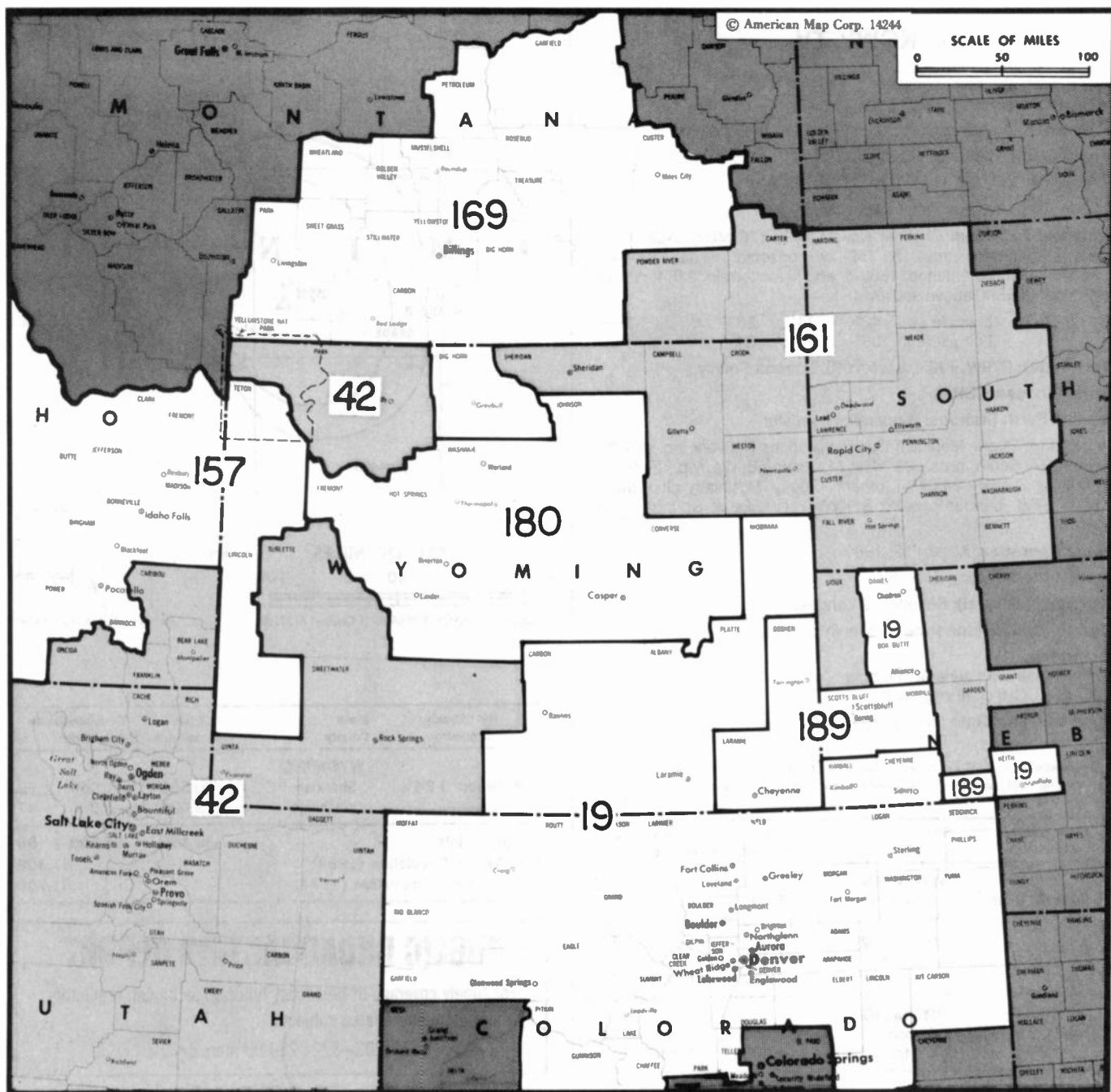
**Highest 30 Sec. Rate** (April 1, 1984): \$440.

**NETWORK BASE HOURLY RATE:** \$1000.



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Adams	5,500	5,300	96
	Clark	11,700	11,300	97
	Forest	3,400	3,300	97
	Langlade	7,300	7,200	98
	Lincoln	10,000	9,900	99
	Marathon	41,000	40,500	99
	Oneida	12,900	12,600	98
	Portage	20,000	19,700	98
	Price	6,100	5,900	97
Taylor	6,500	6,300	97	
Vilas	7,200	7,000	97	
Wood	27,200	26,800	99	
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Iron	2,700	2,700	100
	Juneau	8,300	8,000	96
	Rusk	5,700	5,500	96
	Shawano	13,300	13,100	98
Waupaca	16,000	15,800	99	
Wausau	7,600	7,400	97	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Baraga	3,200	3,100	97
	Iron	5,500	5,400	98
	<b>WISCONSIN</b>			
	Ashland	6,400	6,300	98
	Chippewa	18,000	17,700	98
	Green Lake	7,000	6,800	97
	Jackson	6,400	6,200	97
	Marquette	5,000	4,800	96
	Menominee	800	800	100
	Monroe	12,600	12,300	98
	Oconto	10,800	10,600	98
	Sawyer	4,900	4,700	96
<b>Station Totals</b>		<b>293,000</b>	<b>287,000</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>				<b>182,200</b>
<b>Average Daily Circulation (1984)</b>				<b>128,400</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.



### Wyoming Station Status as of August 15, 1984

	VHF	UHF	TOTAL
Commercial Television Stations	6	1	7
Educational Television Stations	1	0	1
			8

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)
Salt Lake City, UT	548,400	42	KSL-TV (5), KSTU (20), KTVX (4), KUTV (2)
Idaho Falls-Pocatello, ID	107,400	157	KID-TV (3), KIFI-TV (8), KPVI (6)
Rapid City, SD	95,200	161	KDUH-TV (4), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT	75,300	169	KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Casper-Riverton, WY	57,800	180	KCWY-TV (14), KFWY-TV (10), KOWY (5), KTWO-TV (2), KWWY (13)
Cheyenne, WY	49,700	189	KSTF (10), KTVS (3), KYCU-TV (5)

# Wyoming—Casper

## KCWY-TV

Ch. 14

**Network Service:** CBS.

**Licensee:** Chrysostom Corp., Box 170, Casper, WY 82602.

**Studio:** 304 N. Center St., Casper.

**Telephone:** 307-234-1111.

**Mailing Address:** Box 170, Casper, WY 82602.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"  
Longitude 106° 21' 34"

**Transmitter:** R79W, T32N, Section 18, Natrona County.

**News Services:** CBS, AP.

**Satellite Earth Stations:** In operation; 9-meter.

**Ownership:** Rocky Mountain Communications Network Inc., 100%. Daniel M. Burke, pres., 24.04%; M. Joseph Burke, v.p., 24.04%; Franklin Brown, 24.04%; others. Rocky Mountain also owns KOWY(TV), Lander-Riverton & KWWY(TV), Rock Springs, both WY.

**Began Operation:** August 12, 1980.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bernstein & Longest.

**Represented (engineering):** Kenneth Williams.

**Personnel:**

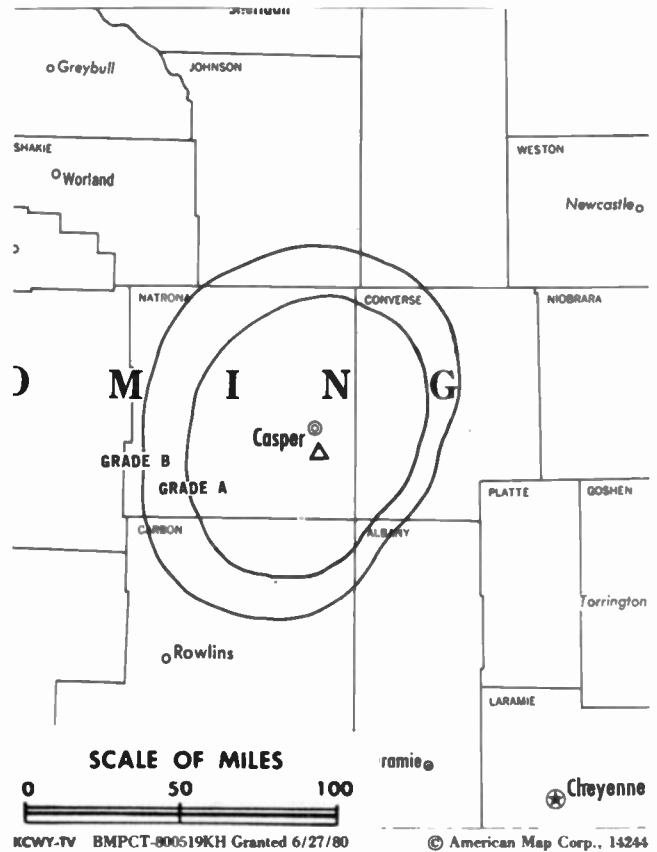
PHILIP KNIGHT, general manager.

JOHN KOCH, chief engineer.

**Highest 30 Sec. Rate** (July 6, 1984): \$405.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Converse	5,800	5,600	97
	Fremont	14,600	14,200	97
	Hot Springs	2,300	2,200	96
	Natrona	29,800	29,100	98
	Sweetwater	17,400	16,700	96
<b>Between 25-49%</b>	<b>WYOMING</b>			
	Johnson	2,600	2,500	96
	Weston	2,800	2,700	96



KCWY-TV BMPCT-900519KH Granted 6/27/80

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Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>WYOMING</b>			
	Sheridan	10,500	10,000	95
	Washakie	3,600	3,500	97
<b>Station Totals</b>		<b>89,400</b>	<b>86,500</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>			<b>57,300</b>	
<b>Average Daily Circulation (1984)</b>			<b>31,700</b>	

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# Wyoming—Casper

## KTWO-TV

Ch. 2

**Network Service:** ABC, NBC.

**Licensee:** Harriscope Broadcasting Corp., Box 2720, Casper 82602.

**Studio:** 4200 E. 2nd St., Casper, WY 82601.

**Telephone:** 307-237-3711. **TWX:** 910-949-4462.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"  
Longitude 106° 20' 00"

**Transmitter:** 8-mi. S of Casper.

**AM Affiliate:** KTWO, 50-kw, 1030 kHz (CBS).

**News Service:** AP.

**Satellite Earth Station:** In operation; 4.5-meter.

**Ownership:** See KBAK-TV, Bakersfield, CA.

**Began Operation:** March 8, 1957.

**Represented (sales):** Katz Television; John L. McGuire Co. (Denver & Salt Lake City).

**Represented (legal):** Cohn & Marks.

**Represented (engineering):** Hammett & Edison Inc.

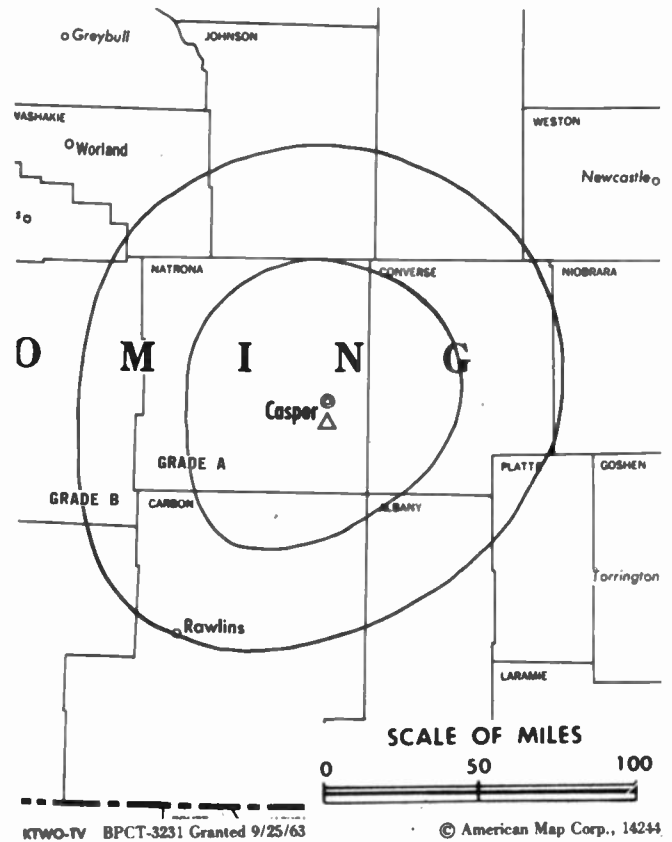
**Personnel:**

JACK ROSENTHAL, president.  
BOB DALLAS PRICE, vice president & general manager.  
P. J. MALSOM, general sales manager.  
STEVE BROOMELL, director of engineering.

**Highest 30 Sec. Rate** (Jan. 1, 1982): \$425.

Total Households: © MSI Consumer Market Data as of 1/1/84 TV Homes: TV% and Circulation © 1984 Arbitron County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Carbon	8,600	8,200	95
	Converse	5,800	5,600	97
	Fremont	14,600	14,200	97
	Hot Springs	2,300	2,200	96
	Johnson	2,600	2,500	96
	Natrona	29,800	29,100	98
	Niobrara	1,200	1,200	100
	Park	8,600	8,200	95
	Sheridan	10,500	10,000	95
	Sublette	1,700	1,600	94
	Sweetwater	17,400	16,700	96
	Washakie	3,600	3,500	97
	Weston	2,800	2,700	96



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>WYOMING</b>			
	Albany	11,300	10,800	96
	Big Horn	4,400	4,200	95
	Campbell	9,800	9,300	95
	Crook	2,100	2,000	95
	Platte	5,600	5,300	95
<b>Between 5-24%</b>	<b>UTAH</b>			
	Rich	800	800	100
	<b>WYOMING</b>			
	Lincoln	4,600	4,400	96
	Teton	4,700	4,500	96
	Uinta	5,200	5,000	96
<b>Station Totals</b>		<b>158,000</b>	<b>152,000</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>98,900</b>
<b>Average Daily Circulation (1984)</b>				<b>61,200</b>

# Wyoming—Cheyenne

## KYCU-TV

Ch. 5

(Also operates satellites KSTF, Scottsbluff, NE and KTVS, Sterling, CO)

**Network Service:** CBS, ABC.

**Licensee:** Burke Bcstg. Co. of Cheyenne, 2923 E. Lincolnway 82001.

**Studio:** 2923 E. Lincolnway, Cheyenne, WY 82001.

**Telephone:** 307-634-7755. **TWX:** 910-949-4067.

**Technical Facilities:** Channel No. 5 (76-82 MHz) Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 105° 00' 16"

**Transmitter:** Borie, WY, 10.2-mi. WSW of Cheyenne.

**News Service:** AP.

**Satellite Earth Stations:** In operation; 7-meter; Scientific-Atlanta receivers.

**Ownership:** A. T. Burke, pres., 97.9%; K. Dillon Schickli, v.p.-secy.-treas., 2.1%. Burke also owns & operates satellites KSTF, Scottsbluff, NE & KTVS, Sterling, CO. For other interests, see Group Ownership of TV Stations.

**Began Operation:** March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (*Television Digest*, Vol. 11:47; 12:28). Sale to present owner approved Oct. 14, 1983.

**Represented (sales):** Katz Television.

**Represented (legal):** Shrinky, Weitzman & Eisen, P.C..

**Represented (engineering):** Jules Cohen & Associates.

**Personnel:**

CARL J. OCCHIPINTI, vice president & general manager.  
MARGIE O'BRIEN, national sales manager.  
DUSTY THEIN, general sales manager.  
JERRY HOMER, chief engineer.  
JO ADSIT, program director.

**Highest 30 Sec. Rate** (Feb. 27, 1984): \$80 (local); (March 12, 1984) \$475 (includes KSTF & KTVS).

**Note:** KSTF & KTVS are sold in combination with KYCU-TV; separate rates also available.

**NETWORK BASE HOURLY RATE:** \$715.

**Arbitron Data:** The figures below do not include satellites KSTF, Scottsbluff, NE and KTVS, Sterling, CO.



KYCU-TV BMPCT-1399 Granted 10/21/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Albany	11,300	10,800	96
	Laramie	27,800	27,300	98
	Platte	5,600	5,300	95
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Larimer	63,100	61,700	98
	Weld	48,100	47,300	98
	<b>NEBRASKA</b>			
	Kimball	1,800	1,800	100
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Jackson	700	700	100
	Washington	2,000	1,900	95
	<b>NEBRASKA</b>			
	Cheyenne	4,000	3,900	98
	Deuel	1,000	1,000	100
<b>Station Totals</b>		<b>165,400</b>	<b>161,700</b>	<b>97</b>
<b>Net Weekly Circulation (1984)</b>			<b>72,800</b>	
<b>Average Daily Circulation (1984)</b>			<b>36,800</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.

# Wyoming—Lander-Riverton

## KOWY

Ch. 5

(Satellite of KCWY-TV, Casper, WY)

**Network Service:** CBS.

**Licensee:** The Chrysostom Corp., 304 N. Center St., Casper, WY 82601.

**Studio:** 304 N. Center St., Casper, WY 82602.

**Mailing Address:** Box 170, Casper, WY 82602.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude 42° 53' 41.5"  
Longitude 108° 43' 34.0"

**Transmitter:** 3.6-mi. N of Lander on Sand Hills.

**News Services:** CBS, AP.

**Satellite Earth Stations:** In operation.

**Ownership:** See KCWY-TV, Casper, WY.

**Began Operation:** Sept. 12, 1982.

**Represented (sales):** Seltel Inc.

**Represented (legal):** Bernstein & Longest.

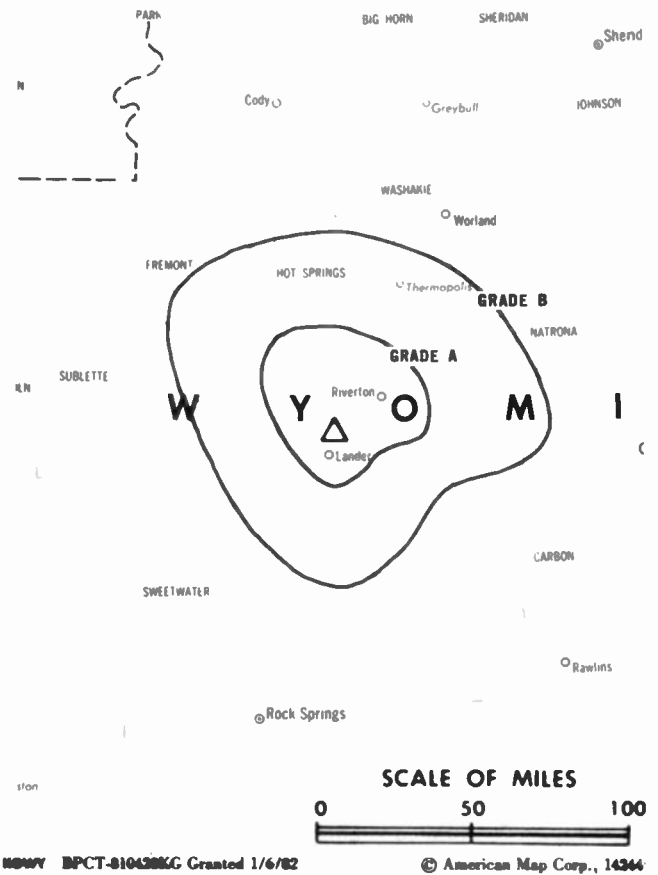
**Represented (engineering):** Kenneth Williams Jr.

**Personnel:**

PHIL KNIGHT, vice president & general manager.

**Highest 30 Sec. Rate** (July 6, 1984): \$300.

**Arbitron Data:** Included with KCWY-TV, Casper, WY.



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# Wyoming—Lander-Riverton-Thermopolis-Worland

## KFWY-TV

(formerly KTNW)

Ch. 10

**Network Service:** NBC.

**Licensee:** Hi Ho Broadcasting Corp. of Wyoming, 206 S. Broadway, Riverton, WY 82501.

**Studio:** 206 S. Broadway, Riverton, WY 82501.

**Telephones:** 307-856-0875; 237-2020.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 120-kw visual, 22.4-kw aural. Antenna: 1710-ft. above av. terrain, 79-ft. above ground, 7499-ft. above sea level.

Latitude 43° 27' 26"  
Longitude 108° 12' 02"

**Transmitter:** Boysen Peak.

**News Service:** AP.

**Satellite Earth Station:** Bogner, 12-meter; RCA receivers.

**Ownership:** David M. Antoniak, pres., 49%; Catherine Malatesta, secy., 5%; John Cole, treas., 26%; Manuel Cantu, 10%; Robert Kramer & Barry Levinson, 5% each. Malatesta has interest in applicant for Ch. 20 Casper, WY & permittee of Ch. 27 Cheyenne, WY. Cantu owns permittee of KRWW, Rawlins, WY.

**Began Operation:** Dec. 22, 1957. Sale to Francis D'Addario, et. al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to present owners approved by FCC June 27, 1984.

**Represented (sales):** Avery-Knodel Inc. (national); Bob Hix Co. (regional).

**Represented (legal):** Hogan & Hartson.

**Represented (engineering):** Arthur K. Peters.

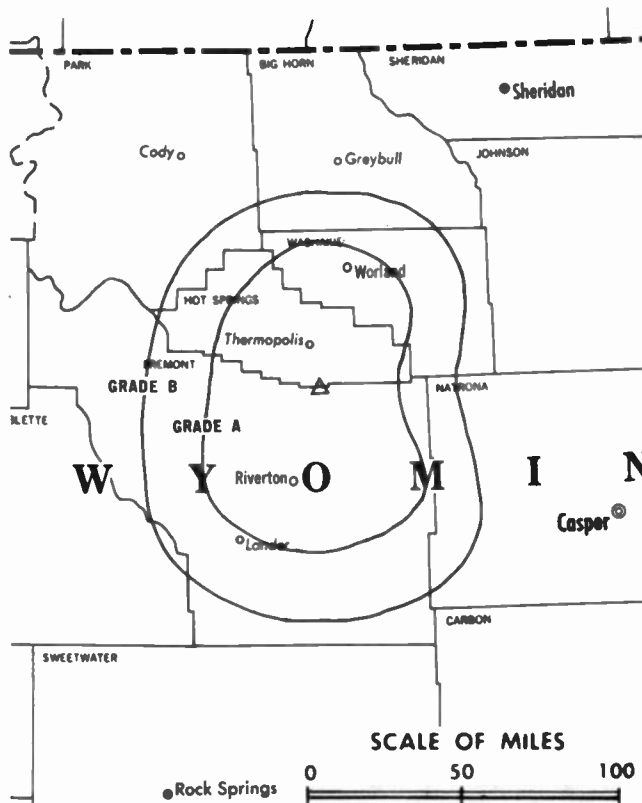
**Personnel:**

PETER G. SIELER, general manager & sales manager.  
DON POWERS, chief engineer.

**Highest 30 Sec. Rate** (July 31, 1984): \$45.

**NETWORK BASE HOURLY RATE:** \$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.



KFWY-TV BPCT—790731KI Granted 1/30/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WYOMING</b>				
<b>50% &amp; Over</b>	Fremont	14,600	14,200	97
	Hot Springs	2,300	2,200	96
<b>WYOMING</b>				
<b>Between 25-49%</b>	Big Horn	4,400	4,200	95
	Washakie	3,600	3,500	97
<b>WYOMING</b>				
<b>Between 5-24%</b>	Sublette	1,700	1,600	94
<b>Station Totals</b>		<b>26,600</b>	<b>25,700</b>	<b>96</b>
<b>Net Weekly Circulation (1984)</b>				<b>15,900</b>
<b>Average Daily Circulation (1984)</b>				<b>6,700</b>

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# Wyoming—Rock Springs

## KWWY

Ch. 13

(Satellite of KCWY-TV, Casper, WY.)

**Network Service:** CBS.

**Licensee:** Chrysostom Corp.

**Studio:** See KCWY-TV, Casper.

**Telephone:** 307-382-4022.

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 6.03-kw visual, 0.603-kw aural. Antenna: Minus 60-ft. above av. terrain, 46-ft. above ground, 6626-ft. above sea level.

Latitude 41° 35' 51"  
Longitude 109° 10' 53"

**Transmitter:** Swanson Rd., Rock Springs.

**News Services:** CBS, AP.

**Satellite Earth Stations:** In operation; 9-meter.

**Ownership:** See KCWY-TV, Casper.

**Began Operation:** Oct. 21, 1977. Sale to present owners approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983.

**Represented (sales):** Seltel Inc..

**Represented (legal):** Bernstein & Longest.

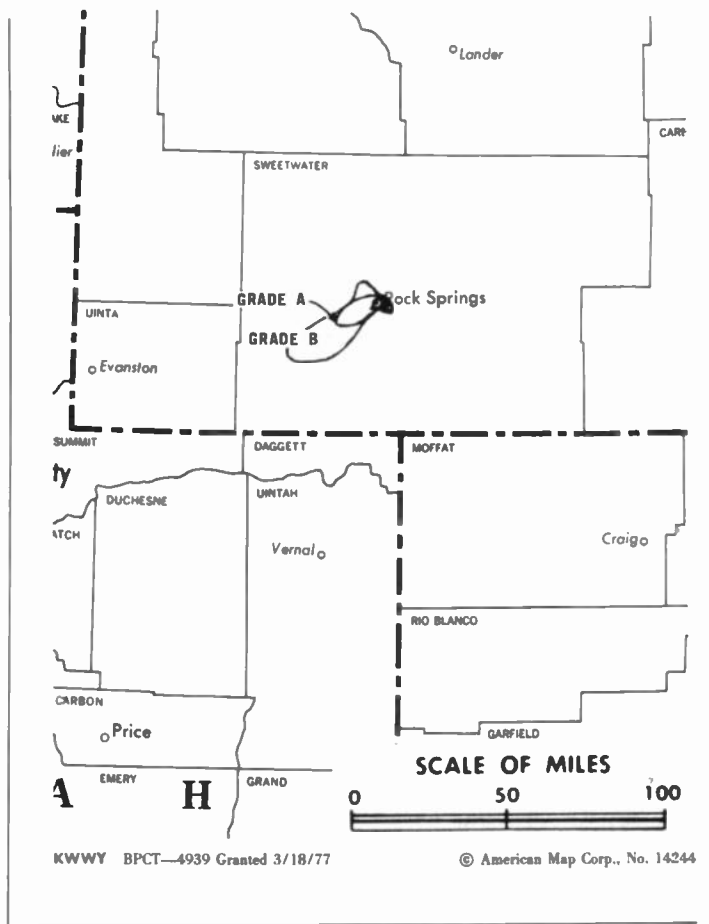
**Represented (engineering):** Kenneth Williams.

**Personnel:**

PHIL KNIGHT, vice president & general manager.

**Rates:** Sold in combination with KCWY-TV, Casper & KOWY, Lander-Riverton, WY.

**Arbitron Data:** Included with KCWY-TV, Casper, WY.



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# Wyoming—Sheridan

## KSGW-TV

Ch. 12

(Satellite of KOTA-TV, Rapid City, SD)

**Network Service:** ABC.

**Licensee:** Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

**Studio:** See KOTA-TV, Rapid City.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude 44° 37' 20"  
Longitude 107° 06' 57"

**Transmitter:** 19.3 km S & 12.9 km W of Sheridan.

**News Services:** UPI, ABC.

**Satellite Earth Stations:** In operation; Simulcast receivers.

**Ownership:** Same as KOTA-TV, Rapid City.

**Began Operation:** Oct. 28, 1977.

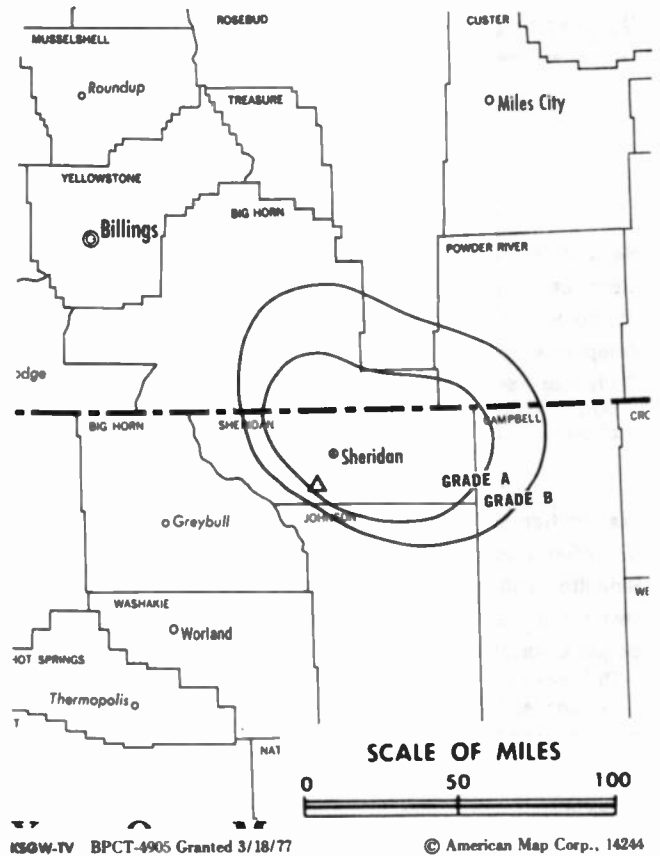
**Represented (sales):** Katz Television.

**Represented (legal):** Fisher, Wayland, Cooper & Leader.

**Personnel:** See KOTA-TV, Rapid City, SD.

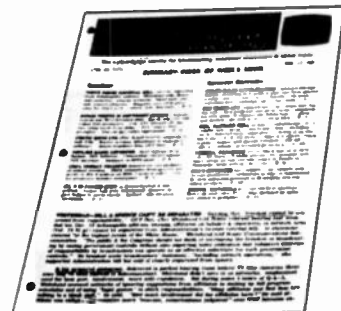
**Rates:** Sold in combination with KOTA-TV.

**Arbitron Data:** Included with KOTA-TV, Rapid City, SD.



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## GUAM

### KUAM-TV

Agana

Ch. 8

**Network Service:** CBS, NBC, ABC.

**Licensee:** Pacific Telestations Inc., Box 368, Agana, GU 96910.

**Studio:** 1.9-mi. SE of Agana.

**Transmitter:** Mt. Alutom.

**Telephone:** 477-9861. **Cable Address:** KUAM.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53"
Longitude	144°	42'	36"

**AM Affiliate:** KUAM, 10-kw, 610 kHz.

**FM Affiliate:** KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

**News Service:** UPI.

**Satellite Earth Station:** In operation.

**Ownership:** Lawrence S. Berger, pres., 51%; Marcus Loew II, v.p., 9%; William C. Williams, secy., Ronald E. Pritchard, treas., 17%; Elliott Cushman, dir., 14%; Peter E. Reid Jr., dir., 9%. Berger, Loew, Pritchard & Reid own WVUV(AM), American Samoa; Berger & Loew own KHVH(AM), Honolulu; Cushman owns Arizona Farmer.

**Began Operation:** Aug. 5, 1956. Sale to present owners by H. S. Killgore approved by FCC Sept. 15, 1977 (*Television Digest*, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Hearne to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

**Represented (sales):** Intercontinental Services Ltd.

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** Hammett & Edison Inc.

**Personnel:**

LAWRENCE S. BERGER, president.  
GREG S. PEREZ, general manager.  
RON TANGYE, director, news & public affairs.  
KEN TYDINGEO, chief engineer.  
ROBERT BERGER, sales manager.

**Highest 30 Sec. Rate:** \$100.

**NETWORK BASE HOURLY RATE:** \$100.

Arbitron Does Not Provide Coverage Data for  
Guam, Puerto Rico or the Virgin Islands

## PUERTO RICO

### WVEO

Aguadilla

Ch. 44

**Licensee:** Video Empresas Del Oeste Inc., P. O. Box W, GPO, Aguadilla, PR 00603.

**Studio:** Road 411, km 77, Aguada, PR.

**Telephone:** 809-832-4560.

**Transmitter:** Barrio Atalaya, Aguada, PR.

**Technical Facilities:** Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

**Ownership:** Dr. Pablo Guardiola, pres., 42%; Abacoa Radio Corp., 42%; Hector Nicolau, 16%.

**Began Operation:** Oct. 7, 1974.

**Represented (sales):** Contemporary Media.

**Represented (legal):** Hamel, Park, McCabe & Saunders.

**Note:** Affiliated with the Perez Perry Network.

Map for WVEO, Aguadilla not available

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# Puerto Rico

## WOLE-TV

Aguadilla-Mayaguez

Ch. 12

**Licensee:** Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00709-1200.

**Studio:** 17 Marina St., Aguadilla.

**Telephone:** 809-833-1200. **Telex:** 385-4414.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude 18° 18' 51"  
Longitude 67° 11' 30"

**Transmitter:** Pico Atalaya, 4.5-mi. SE of Rincon, PR.

**News Service:** UPI.

**Ownership:** Du Art Film Labs Inc., 61.2%; Jose Bechara, 30.6%; A. Gimenez-Aguayo, 8.2%. Bechara owns WKJB-AM-FM, Mayaguez. Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

**Began Operation:** May 10, 1960.

**Represented (legal):** Dempsey & Koplowitz.

**Represented (engineering):** Cohen & Dippell.

**Personnel:**

IRWIN YOUNG, president.  
LUIS A. MORALES, general manager.  
DOEL ORIOL, chief engineer.

**Highest 30 Sec. Rate** (April 1, 1984): \$275.



WOLE-TV

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## WATX-TV

Arecibo

Ch. 54

**Grantee:** Arecibo Video Corp., 62 Luis Gandia Santos St., Arecibo, PR 00612.

**Mailing Address:** Box A, Arecibo 00613.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 6.350-kw max. aural. Antenna: Minus 219-ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude 18° 28' 28"  
Longitude 66° 43' 36"

**Transmitter:** Luis Gandia Santos St. No. 63, Arecibo.

**Ownership:** Francisco Velazquez, pres., 88%; Juana Roman-Feliciano, secy.; Wilfredo Almodovar, treas., 5% each; P. R. Fermain, 2%.

**Began Operation:** April 9, 1982.

**Represented (legal):** A. L. Stein.

**Represented (engineering):** Robert L. Purcell.

**Personnel:**

FRANCISCO VELAZQUEZ, president.

**Rates:** Not available.



WATX-TV BPC-T-801021KH Granted 6/22/81

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# Puerto Rico

## WORA-TV

Mayaguez-Aguadilla

Ch. 5

**Licensee:** Telecinco Inc., Box 43, Mayaguez, PR 00708.

**Studio:** Darlington Bldg., Box 43, Mayaguez, PR 00708.

**Telephone:** 809-832-1150. **Cable:** RACO. **Executive Offices:** 809-721-4020.

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude 18° 09' 02"  
Longitude 66° 59' 20"

**Transmitter:** 2.2-mi. S of Maricao on Road No. 120.

**AM Affiliate:** WORA, 5-kw, 760 kHz.

**FM Affiliate:** WIOA, 25-kw, 97.5 MHz (No. 248), 995-ft.

**News Service:** UPI.

**Ownership:** Telecinco Inc., 100%. Officers: Alfredo R. de Arellano, pres.; Esther del Valle de R. de Arellano, v.p.; Amado Martinez Reyes, v.p.; Gloria M. R. de Arellano, secy.; Josefina Z. R. de Arellano, treas. Stockholders of Telecinco also own Radio Americas Corp., licensee of WQBS, San Juan; WORA, Mayaguez; WPRP, Ponce, PR. Also own Estereotempo Inc., licensee of WIOB-FM, San Juan; WIOA-FM, Mayaguez; WIOC-FM, Ponce, PR.

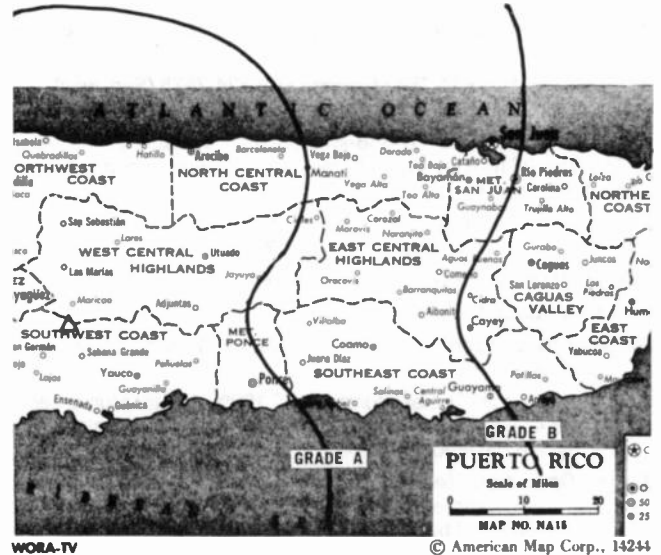
**Began Operation:** Oct. 1, 1955.

**Represented (legal):** Bryan, Cave, McPheeters & McRoberts.

### Personnel:

ALFREDO R. de ARELLANO JR., president.  
EDUARDO BADO, manager.  
JESUS ECHEVARRIA, chief engineer.  
G. A. BONET, director of engineering.

**Highest 30 Sec. Rate (Aug. 1983):** \$150.



WORA-TV

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## WPRV-TV

Fajardo

Ch. 13

**Network Service:** None, independent.

**Grantee:** WPRV-TV Inc., c/o James C. Leake, Box 1887, Muskogee, OK 74402.

**Auxiliary Studio & Business Office:** No. 10 Simon Madera, Box 31313, Rio Piedras, PR 00929.

**Mailing Address:** Box 31313, Rio Piedras, PR 00829

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 17-kw aural. Antenna: 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

Latitude 18° 18' 36"  
Longitude 65° 47' 41"

**Transmitter:** El Yunque Peak, 9-mi. W of Fajardo.

**Satellite Earth Stations:** 2 Harris, 13-meter.

**Ownership:** James C. Leake, pres., 80%; Carmina Mendez Miller, v.p., 20%.

**Due to Begin Operation:** Fall 1984.

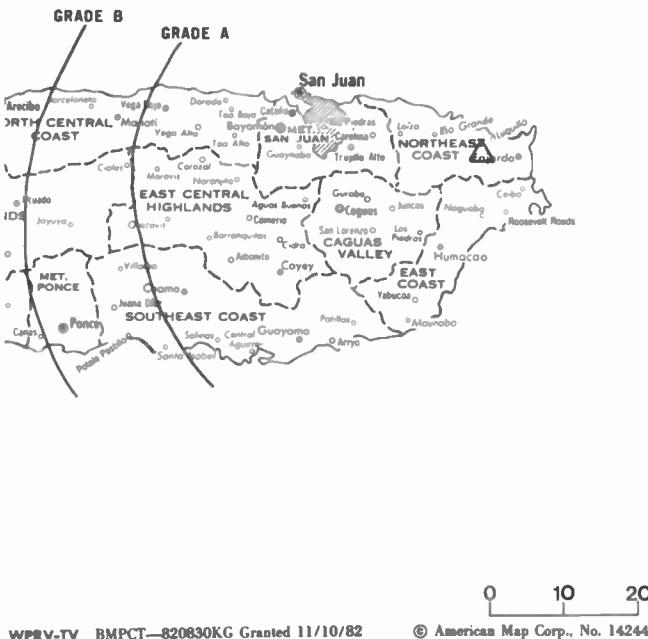
**Represented (legal):** Mullin, Rhyne, Emmons & Topel.

**Represented (engineering):** Cohen & Dippell.

### Personnel:

JAMES C. LEAKE, chairman.  
CARMINA MENDEZ MILLER, president.  
MARTIN SANDBERG, vice president & general manager.  
MARIO LAZZARI, chief engineer.  
ANGEL COMOSANA, sales manager.

**Rates:** Not available.



WPRV-TV BMPCT-820830KG Granted 11/10/82

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# Puerto Rico

## WLUZ-TV

Ponce

Ch. 7

**Licensee:** Ponce Television Corp., Darlington Bldg. 00731.

**Studios:** Isabel # 15, Ponce, PR 00731; Stop 8, Puerta de Tierra, San Juan, PR 00902.

**Mailing Address:** Box A, Old San Juan Station, San Juan, PR 00902.

**Telephones:** 809-844-7575 (Ponce); 809-724-7575 (San Juan).

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above v. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude 18° 09' 17"  
Longitude 66° 33' 16"

**Transmitter:** Cerro Maravilla, 5-mi. SE of Jayuya, PR.

**News Services:** AP, UPI.

**Satellite Earth Station:** Avantek & Gardiner, 13-meter; Gardiner & Avcom receivers.

**Ownership:** Lucas Tomas Muniz, pres., 100%; Nestor Muniz, secy.; Luz Maria Garcia de la Noceda, treas. L. T. Muniz also owns WLUZ(AM), Bayamon.

**Began Operation:** Feb. 2, 1958. Sale to present owner by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists approved March 11, 1970 (*Television Digest*, Vol. 9:31). Sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

**Represented (legal):** Verner, Liipfert, Bernhard & McPherson.

### Personnel:

TOMMY MUNIZ, president.  
FLAVIA A. GARCIA, general manager.  
FELIX A. MUNIZ, sales representative.

**Highest One Hour Rate:** \$3500.

**Highest 30 Sec. Rate:** \$525.



WLUZ-TV

## WSUR-TV

Ponce

Ch. 9

**Licensee:** American Colonial Bcstg. Corp., Debtor-in-Possession, Box S-4189, San Juan, PR 00905.

**Studio:** La Rambla, Ponce.

**Sales Office:** 657 Ave. Condado, Santurce, PR.

**Telephone:** 809-842-4178.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

Latitude 18° 10' 17"  
Longitude 66° 34' 30"

**Transmitter:** Mt. Jayuya.

**News Service:** AP.

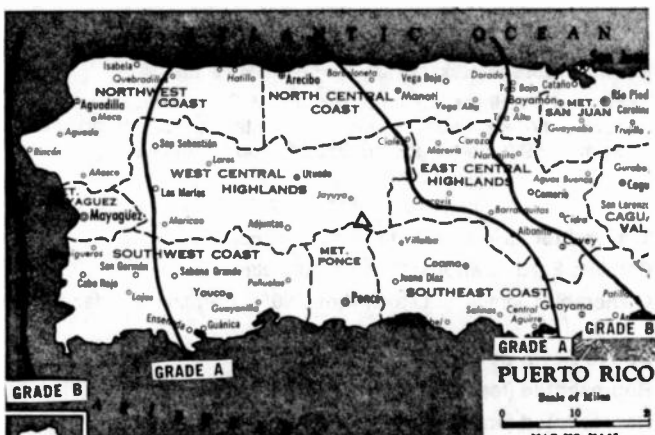
**Ownership:** American Colonial Bcstg. Corp., 100%, also owner of WKBM-TV, Caguas-San Juan & WCAD(FM), San Juan. **Note:** Sale to Television Bcstg. Corp. pends (*Television Digest*, Vol. 23:52).

**Began Operation:** Feb. 20, 1958.

### Personnel:

LUIS FELIPE RODRIGUEZ, production manager.  
ROBERT L. BEURKET, chief engineer.

**Rates:** See WKBM-TV, San Juan.



WSUR-TV

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# Puerto Rico

## WAPA-TV

San Juan

Ch. 4

**Licensee:** SFN Communications of PR Inc., Box 2050, San Juan, PR 00936.

**Studio:** State Rd. 19, km 0.5, Guaynabo, PR.

**Telephone:** 809-792-4444.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 42"  
Longitude 66° 03' 05"

**Transmitter:** Cerro La Santa, 21-mi. S of San Juan.

**News Services:** AP, UPI, CNN, UPITN.

**Satellite Earth Station:** Harris, 13-meter; Harris receivers.

**Ownership:** SFN Communications Inc. For other interests, see Group Ownership of TV Stations.

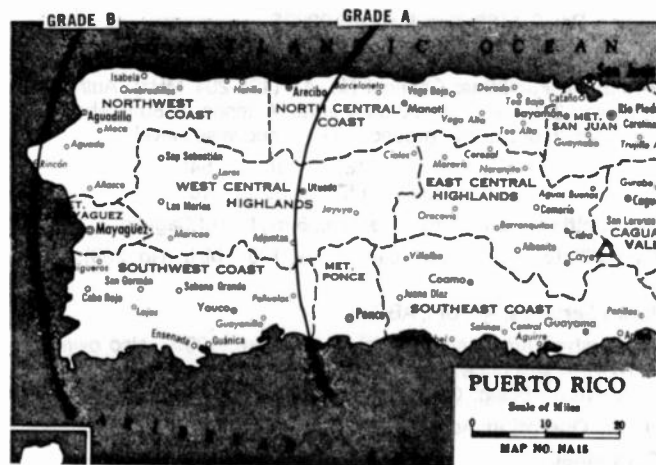
**Began Operation:** March 5, 1954. Sale to present owner by Western Bcstg. was approved by FCC June 15, 1984. Sale to Western Bcstg. Co. by Columbia Pictures Industries approved by FCC May 26, 1976. Sale to Columbia by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (**Television Digest**, Vol. 13:13, 14, 18).

**Represented (legal):** McConnell, Valdes & Kelly.

### Personnel:

SHERMAN WILDMAN, president.  
MANUEL FEBO, vice president, finance & corporate comptroller.  
WILLIAM PEREZ, vice president, news & public affairs.  
SANTIAGO RUBIN, vice president, sales.  
JUAN ABEL GONZALEZ, chief engineer.

**Highest 30 Sec. Rate** (July 16, 1984): \$1585.



WAPA-TV

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## WKAQ-TV

San Juan

Ch. 2

**Licensee:** Blair Bcstg. of Puerto Rico Inc., Box W, San Juan, PR 00936.

**Studio:** 383 Franklin D. Roosevelt Ave., Hato Rey.

**Telephone:** 809-764-0202.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 53.7-kw visual, 10.5-kw aural. Antenna: 2830-ft. above av. terrain, 1105-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 54"  
Longitude 66° 03' 10"

**Transmitter:** Cerro La Santa, 21-mi. S of San Juan.

**News Services:** AP, UPI, CBS.

**Satellite Earth Station:** Common Carrier.

**Ownership:** Blair Bcstg. of Puerto Rico Inc. See John Blair Co. in Group Ownership of TV Stations.

**Began Operation:** March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

**Represented (legal):** Covington & Burling.

### Personnel:

PETER ALBI, president.  
RAFAEL RUIZ, vice president & general manager.  
MANUEL COLLAZO, chief engineer.  
RAFAEL OLLER, v.p. & dir., mktg. & planning services.  
EDUARDO PENEDO, sales manager.

**Highest One Hour Rate:** \$8000.

**Highest 30 Sec. Rate** (April 1983): \$1350.



WKAQ-TV

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# Puerto Rico

## WKBM-TV

Caguas-San Juan

Ch. 11

**Network Service:** None, independent.

**Licensee:** American Colonial Broadcasting Corp., Debtor-in-Possession, Box S-4189, San Juan, PR 00905.

**Studio:** 657 Condado St., Santurce, PR.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1180-ft. above av. terrain, 240-ft. above ground, 1913-ft. above sea level.

Latitude 18° 16' 54"  
Longitude 66° 06' 46"

**Transmitter:** Cerro Marquessa Mtn., 6-mi. NW of Caguas.

**FM Affiliate:** WCAD, San Juan, 50-kw, 105.7 MHz (No. 289), 1100-ft.

**News Services:** AP, UPI, ABC.

**Ownership:** American Colonial Bcstg. Corp. 100%; also owner of WSUR-TV, Ponce and WCAD(FM), San Juan. **Note:** Sale to Television Bcstg. Corp. pends (*Television Digest*, Vol. 23:52).

**Began Operation:** April 22, 1960.

### Personnel:

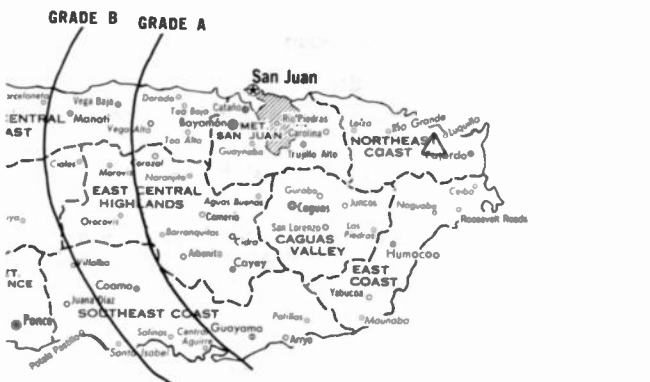
ELEUTERIO VEGA, general manager.  
ROBERT L. BEURKET, chief engineer.  
ALFREDO ARIAS, sales manager.  
JOSE RODRIGUEZ, film department.  
PABLO MARTINEZ, comptroller.  
PEDRO ZERVIGON, news director.

**Highest 30 Sec. Rate:** \$365.



WKBM-TV

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WSJU BMPCT—840113KF Granted 1/27/84

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## WSJU

San Juan

Ch. 18

**Network Service:** NBC.

**Grantee:** Three Star Telecast Inc., Call Box 18, Carolina, PR 00628.

**Studio:** Iturregui Ave. at Baldorioty Marginal, Carolina, PR.

**Mailing Address:** Call Box 18, Carolina, PR 00628.

**Technical Facilities:** Channel No. 18 (494-500 MHz). Authorized power: 750-kw max. visual, 75-kw max. aural. Antenna: 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

Latitude 18° 18' 36"  
Longitude 65° 47' 41"

**Transmitter:** El Junque Peak, 9-mi. W of Fajardo.

**News Services:** INN, CNN, NBC.

**Satellite Earth Stations:** Harris, 9 & 11-meter.

**Ownership:** Barakat Saleh, pres.-treas.; Len Gawrych, secy.; Three Star Corp., 100%. Saleh & Gawrych have interest in WSVI, Christiansted, V.I. TSC ownership: Barakat Saleh, pres.-treas., 60%; Len Gawrych, v.p.-secy. & Walter Beaver, v.p. 20% each.

**Began Operation:** July 29, 1984.

**Represented (legal):** Marmet & McCombs, P.C.

**Represented (engineering):** Raymond E. Rohrer.

### Personnel:

AMADEO NAZARRIO, station manager.  
JOHN DEEMER, chief engineer.

**Highest 30 Sec. Rate:** \$450.

# VIRGIN ISLANDS

## WBNB-TV

Charlotte Amalie

Ch. 10

**Network Service:** CBS.

**Licensee:** Caribbean Broadcasting Inc., Box 1947, St. Thomas, VI 00801.

**Studio:** Market Square. **Cable:** 347-0150.

**Telephone:** 809-774-0300.

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 113-kw visual, 1.13-kw aural. Antenna: 1604-ft. above av. terrain, 203-ft. above ground, 1677-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

**Transmitter:** Signal Hill, Mountain Top Estates.

**News Services:** AP, CBS, INN, CNN Headline News.

**Satellite Earth Stations:** 2 in operation; Scientific-Atlanta receivers.

**Ownership:** Thomas E. Worrell Jr., pres., 75%; James W. Swartz, v.p., 10%; Dennis S. Rooker, v.p.-secy., 5%; John J. Badoud Jr., treas.; Shenandoah Valley Television Systems Inc., 10%. For other interests, see WIFR-TV, Freeport-Rockford, IL.

**Began Operation:** July 1, 1961. Sale to present owner by District Communications Inc. approved by FCC June 6, 1980. Previous sale by Federated Media Inc. approved Sept. 6, 1974 (*Television Digest*, Vol. 13:48). Sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved May 1970 (Vol. 9:16).

**Represented (legal):** Pierson, Ball & Dowd.

**Represented (engineering):** A. D. Ring & Associates.

**Personnel:**

ROBERT HAGAN, general manager.  
JOE POTTER, vice president & program director.  
SAM JAMES, chief engineer.  
HARVEY HENNE, director, sales.  
JOAN NEWHART, production manager.

**Highest One Hour Rate:** \$750.

**Highest 30 Sec. Rate** (July 13, 1984): \$350.

**NETWORK BASE HOURLY RATE:** \$100.

## WSVI

Christiansted

Ch. 8

**Network Service:** ABC, NBC.

**Licensee:** Antilles Broadcasting Corp., Box 8 ABC, Sunny Isle Shopping Center, St. Croix, VI 00820.

**Studio & Offices:** Sunny Isle Shopping Center.

**Telephone:** 809-773-0008. **Cable:** ABC TV.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25"
Longitude	67°	47'	59"

**Transmitter:** Blue Mtn., 6-mi W of Christiansted.

**News Services:** AP, CNN.

**Satellite Earth Stations:** Harris; 9-meter & 11-meter; Pinzone & Harris receivers.

**Ownership:** Barakat S. Saleh, 57%; Len Gawrych, 43%.

**Began Operation:** Nov. 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to present owners approved Jan. 31, 1978. Resumed operation Nov. 1978.

**Represented (legal)** by Marmet & McCombs, P.C.

**Represented (engineering)** by Raymond Rohrer.

**Represented (sales)** by Intercontinental Services Ltd. (US); Schellenberg & Kirwan Inc. (PR); Rediffusion International Ltd. (UK & Europe); Creative Broadcast Representatives Inc. (Canada).

**Personnel:**

BARAKAT SALEH, president.  
LEN GAWRYCH, vice president & general manager.

**Highest One Hour Rate:** \$650.

**Highest 30 Sec. Rate:** \$200.

**Public/Educational Station Directory  
follows Commercial Stations**